

Tourism Coffee Hour

April 22, 2020
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MSU Extension



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Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or

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(833) 256-1665 or (202) 690-7442;

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Agenda

- 10:00: Welcome and Introductions
- 10:10: Short Presentation: Covid-19's impact on tourism, current trends
- 10:20: Breakouts
- 10:40: Report out
- 10:50: Wrap-up discussion, further resources, opportunities for follow-up
- 11:00: Adjourn



Introductions!



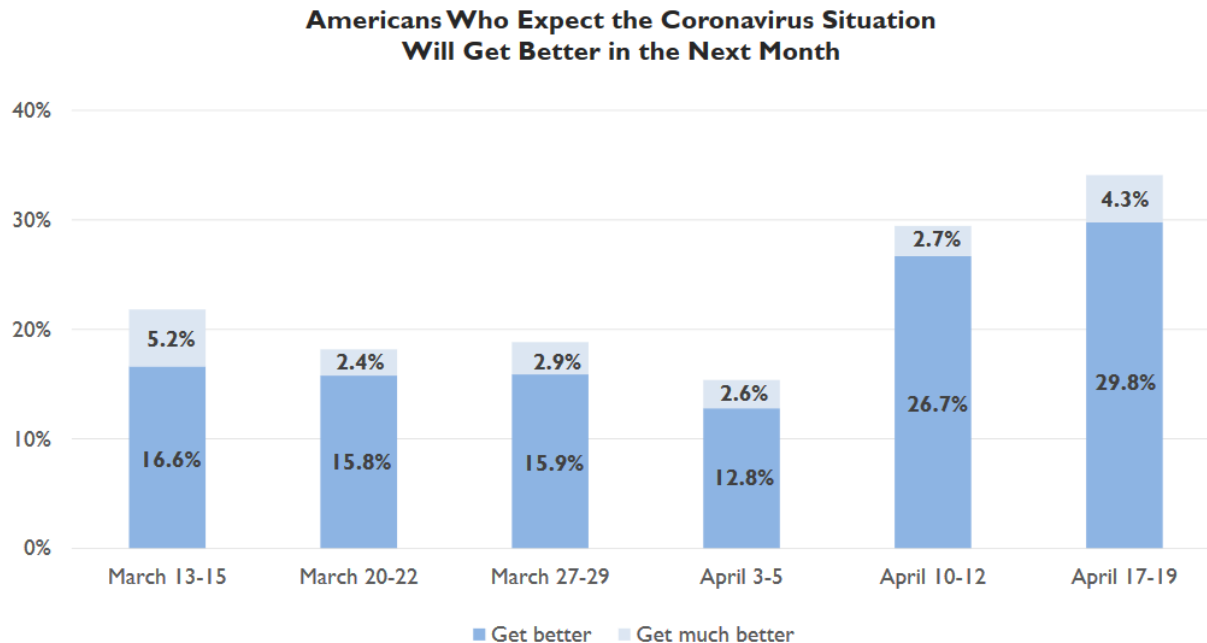
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Expectations for Coronavirus Outbreak

American travelers continue to feel better that the worst of COVID-19 may be on the horizon. Now 34.1% think the situation will improve in the U.S. in the next month, up from 29.5% last week.



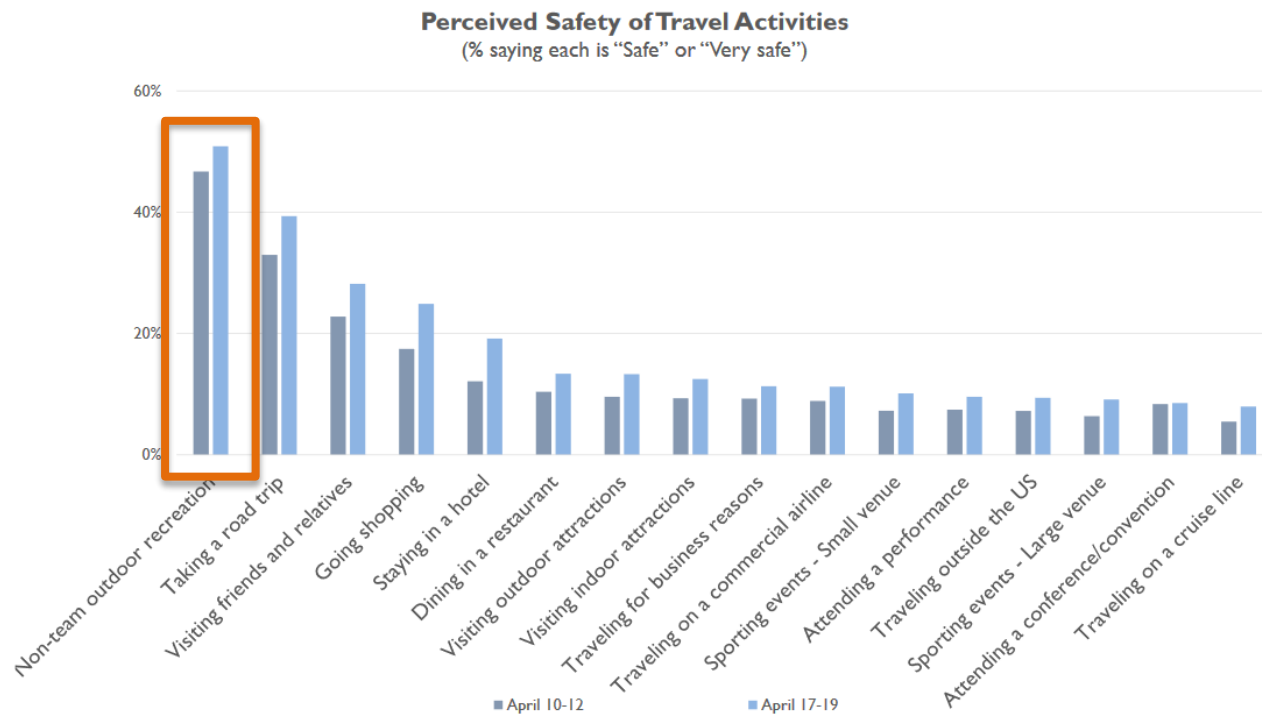
Question: In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change? (Select one)
 In the next month the coronavirus situation will _____

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263 and 1,238 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12 and 17-19, 2020)



Perceived Safety of Travel Activities

Additionally, the perceived safety of travel activities has improved this week relative to last week.



Question: At this moment, how safe would you feel doing each type of travel activity?

(Base: Waves 5-6. 1,263 and 1,238 completed surveys. Data collected April 10-12 and 17-19, 2020)



First Activities After Sheltering

When presented a list of leisure and personal activities and asked to select the first things they were going to do when shelter-in-place restrictions are lifted, 22.5% said taking a trip would be among their top 5. Taking a trip comes behind dining out and hangouts with friends, grooming services and shopping in a retail store, and beats going out on a date or to the gym.

Question: What are the first things you are going to do when shelter-in-place restrictions are lifted? (Select as many as FIVE)

(Base: Wave 6, 1,238 completed surveys. Data collected April 17-19, 2020)

What are the first things you are going to do when shelter-in-place restrictions are lifted?



Dine out with friends (40.9%)



Hang out with friends (39.6%)



Grooming services (37.2%)



Go shopping (35.6%)



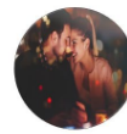
Go on a trip (22.5%)



Go to a movie, play or theater (21.5%)



Go to the gym (20.1%)



Go on a date (15.6%)



Hike (14.5%)



Bars/nightclubs (12.4%)

Get a massage or spa treatment (11.6%)

Gambling in a casino (8.9%)

Go to a theme park (7.7%)

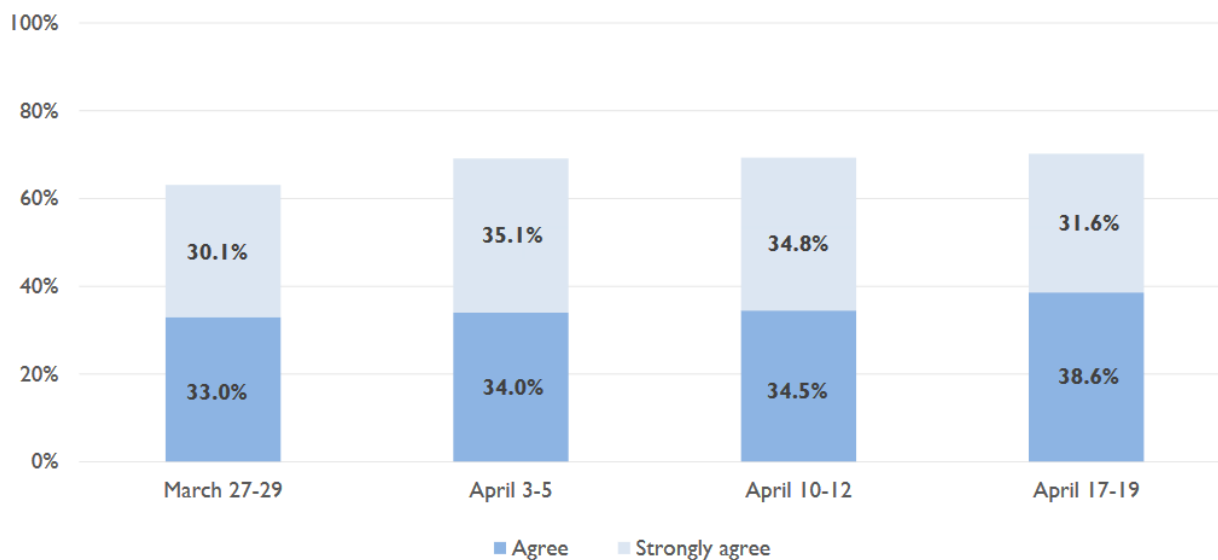
Go to a museum (5.7%)



Excitement to Get Back to Travel

A majority of American travelers, 70.2%, say they miss travel this week--with 38.6% strongly agreeing they do.

Americans Who Miss Traveling and Can't Wait to Get Out and Travel Again



Question: How much do you agree with the following statement?
 Statement: I miss traveling. I can't wait to get out and travel again.

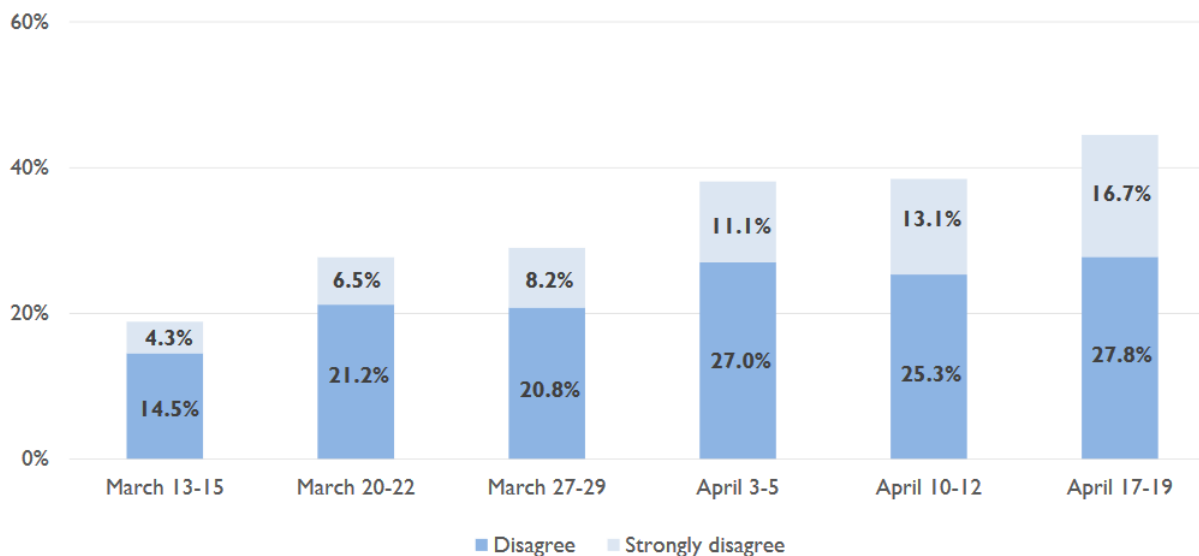
(Base: Waves 3-6. 1,201, 1,216, 1,263 and 1,238 completed surveys. Data collected March 27-29, April 3-5, 10-12 and 17-19, 2020)



Expectations for Summer Travel Season

Regarding timing, American travelers increasingly don't believe or are unsure that the pandemic will be resolved by the summer travel season (44.5% disagree it will).

Americans Who Disagree That the Coronavirus Situation Will be Resolved Before Summer



Question: How much do you agree with the following statement?

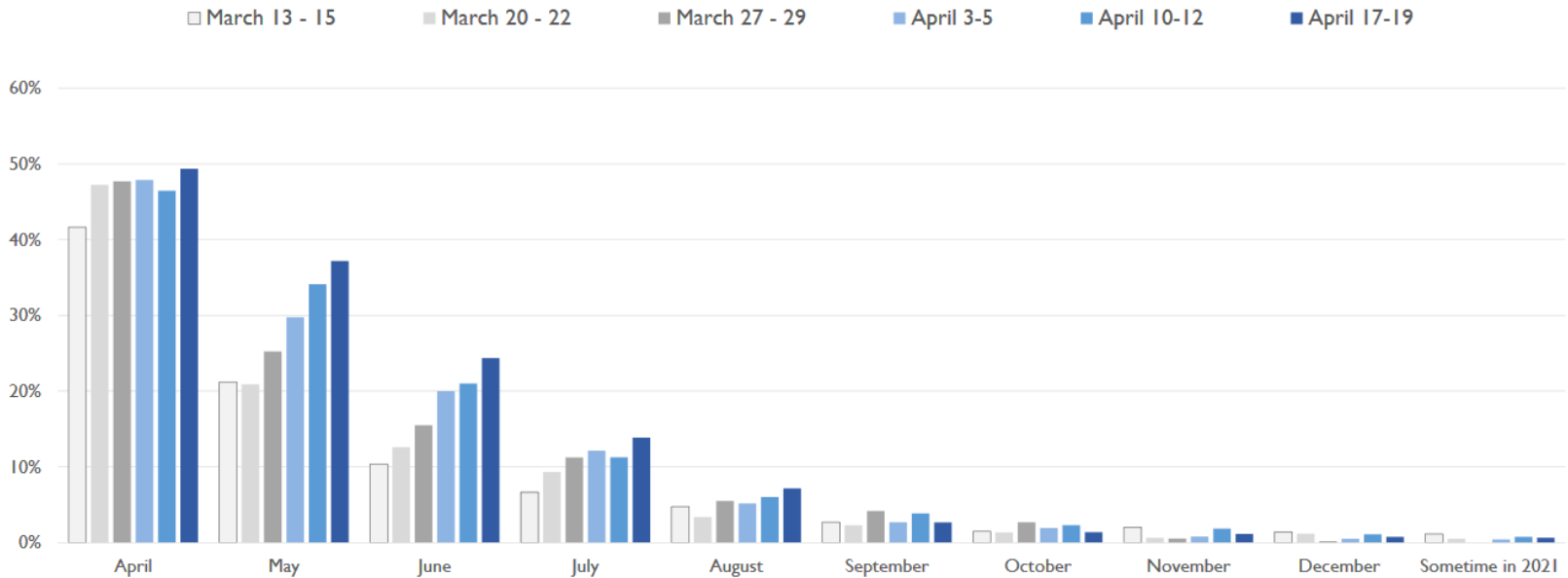
Statement: I expect the coronavirus situation will be resolved before the summer travel season.

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263 and 1,238 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12 and 17-19, 2020)



Month of Trip Cancellation

The number reporting trip cancellations increased (70.3% from 66.9%), particularly in May and June.



Question: The trip(s) you CANCELED would have taken place in which months? (Select all that apply)

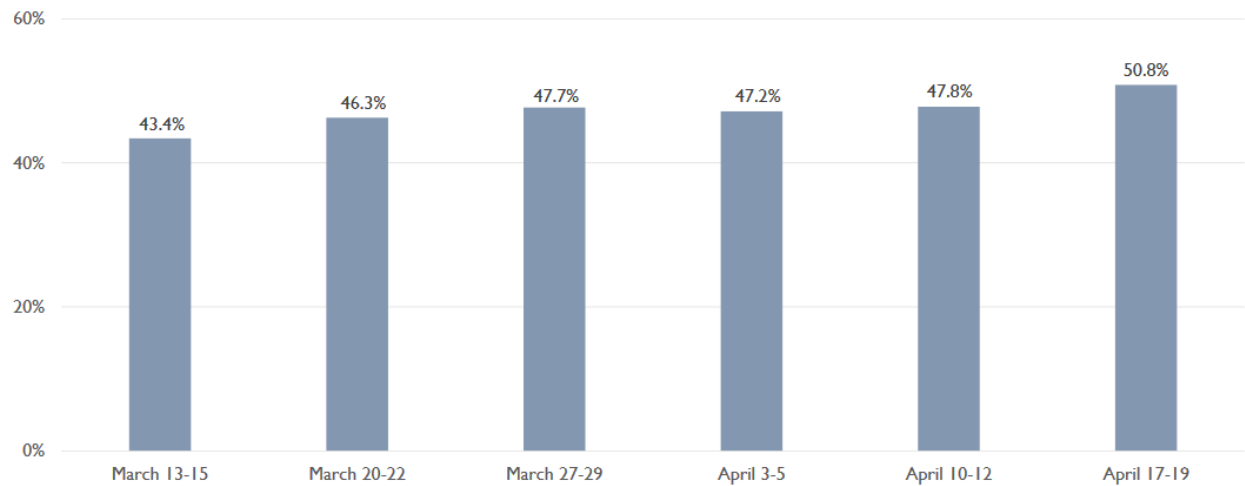
(Base: Cancelling trips, 292, 477, 506, 580, 623 and 643 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12 and 17-19, 2020.)



Regional Trips

There is a continued sign that travel is unlikely to quickly return to what it was pre-pandemic. The number of American travelers saying they will choose regional rather than long-haul destinations (50.8%) this year continues to grow and is at the highest recorded level since this study began.

Americans Who Will Take More Regional Trips and Avoid Long-Haul Travel



Question: How much do you agree with the following statement?

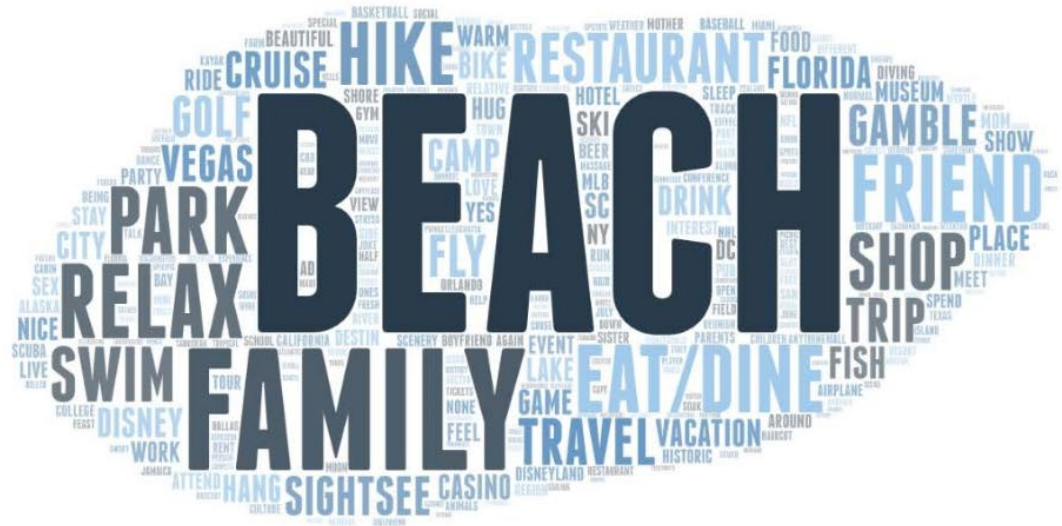
Statement: Because of the Coronavirus, I'll probably be taking more regional trips and avoid long-haul travel.

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263 and 1,238 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12 and 17-19, 2020)



Most Desired Activities on First Post-Pandemic Trip

Americans appear to strongly want to get to a beach on their first trip post-pandemic.



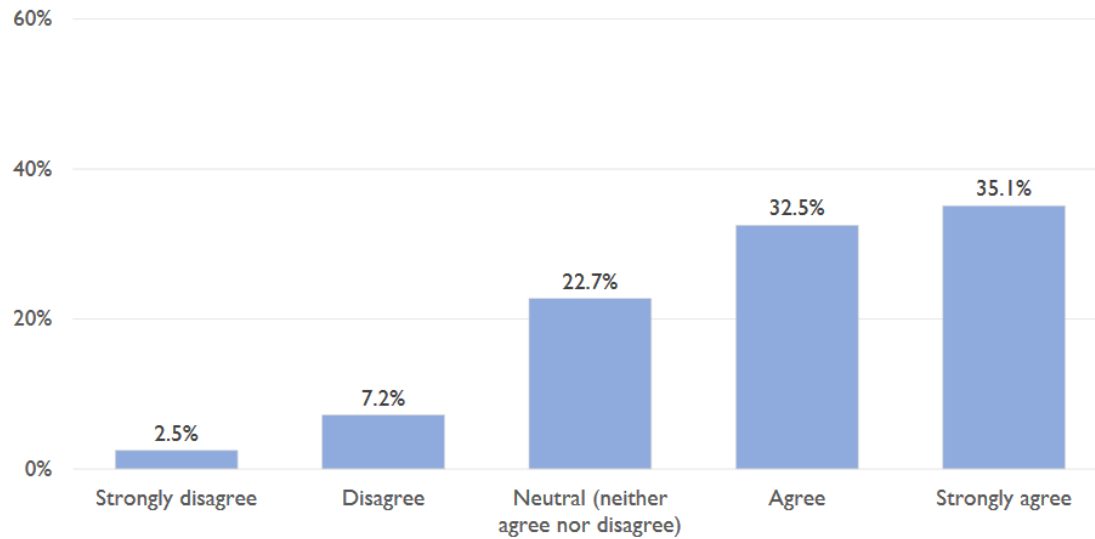
Question: Imagine it is some time later when you first begin feeling it is safe to travel again for leisure. On your first trip what activities do you most want to do? (OPEN_ENDED QUESTION)

(Base: Wave 6. Cancelling trips, 643 completed surveys. Data collected April 17-19, 2020)



Travelers in Community

The present moment is not the time to travel in the U.S., according to the majority of American travelers. Over two-thirds say they do not want other travelers coming to their community right now.



Question: How much do you agree with the following statement?
Statement: I do not want travelers coming to visit my community right now.

(Base: Wave 6. All respondents, 1,238 completed surveys. Data collected April 17-19, 2020)



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Worried Mackinaw City business owners urge caution, going slow: 'We're scared'

Phoebe Wall Howard, Detroit Free Press Published 8:11 a.m. ET April 20, 2020 | Updated 6:43 p.m. ET April 20, 2020

"Now, they're legally not able to open but they're also wondering when it's going to be feasible to open. We're not angry. We just worry. We're wondering if it's too soon," she said. "We're wanting to be really safe here and protect our community and our employees. We're afraid when these restrictions are lifted and people are going to come up here. What about our employees who live in dorm-style housing? What if our hospitals are overwhelmed? Our No. 1 priority is health. We're scared. We know when people come, it's going to bring the virus. That's almost a certainty."

~Jamie Westfall, Greater Mackinaw City Chamber of Commerce



Breakouts

- In your groups, please discuss:
 1. What are your reactions to Ms. Westfall's comment?
 2. How do tourism-related businesses in your area feel about reopening?
 3. What resources do we need to feel safe getting back to work?
- Each group should identify one person to take notes and report out to the group.



Report Out

Reactions

- Marketing campaign UP-wide, two prong approach
 - Local education that tourism is being responsible (Covid-Careful), business certifications
 - Marketing (UP is separate from Lower), easy to distance
 - Need umbrella org that represents entire area
 - Opportunity to really spotlight the UP
- Tug and pull between safety and tourism promotion, community divided between opening and safety concerns
- Progress over perfection

Reopening

- feeling economic pinch, this may be driving decisions but there are real challenges
 - Not aware of significant and detailed guidelines of how to open safely, especially for hospitality businesses
- Deciphering right time/date for celebratory reopening, need guidance so we can have a “happy moment”

Resources

- **Need PPE and cleaning supplies - procedure**
- Need testing to make communities and employees feel safe
- Health departments are working on reopening strategies, tourism needs to be involved in those discussions
- **Business certification**



Wrap-Up

- Final Partner Comments: Resources, Support
 - [MSUE Resources](#)
 - [MEDC Resources](#)
- Next Meeting
 - Wednesday, April 29th, 10am ET/9am CT
- Evaluations
 - <https://bit.ly/2Vz24C6>
 - <https://bit.ly/2Vu8JgM>

