

# Tourism Coffee Hour

May 13, 2020  
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MSU Extension



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**mail:**  
U.S. Department of Agriculture  
Office of the Assistant Secretary for Civil Rights  
1400 Independence Avenue, SW  
Washington, D.C. 20250-9410; or

**fax:**  
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# Agenda

- 10:00: Welcome and Introductions
- 10:10: Short Presentation: Covid-19's impact on tourism, current trends
- 10:25: Discussion
- 10:35: Working group report: Tom
- 10:50: Next Steps and Wrapup
- 11:00: Adjourn



# Introductions!



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# COVID-19 Travel Insights

**Independent and Unbiased Data is Your Most Powerful Asset Right Now**

Destination Analysts is tracking and publishing key consumer perceptions, attitudes and behaviors through **unbiased, expert-designed research**, in order to help the travel, tourism and hospitality industries form strategy and communicate through the COVID-19 crisis. As an **independent, third-party research company**, you can trust that the information we provide you is not motivated or directed by any advertising or marketing agency.

Coronavirus Travel Sentiment Index Report

Shareable Media & Infographics

Latest Key Findings & Things to Know

Webinar Resources & Registration

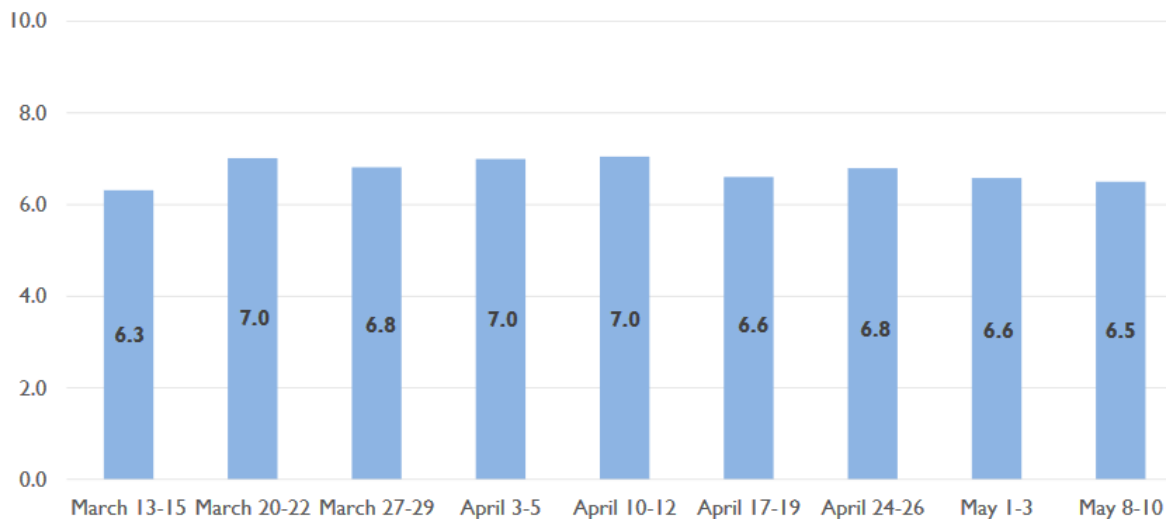
<https://www.destinationanalysts.com/covid-19-insights/>



## Concerns About Personal Finances

American travelers' feelings about COVID-19's impact on their personal finances is at an 8-week low.

**Average Level of Concern About Personal Finances**  
(on an 10-point scale from "Not at all concerned" to "Extremely concerned")



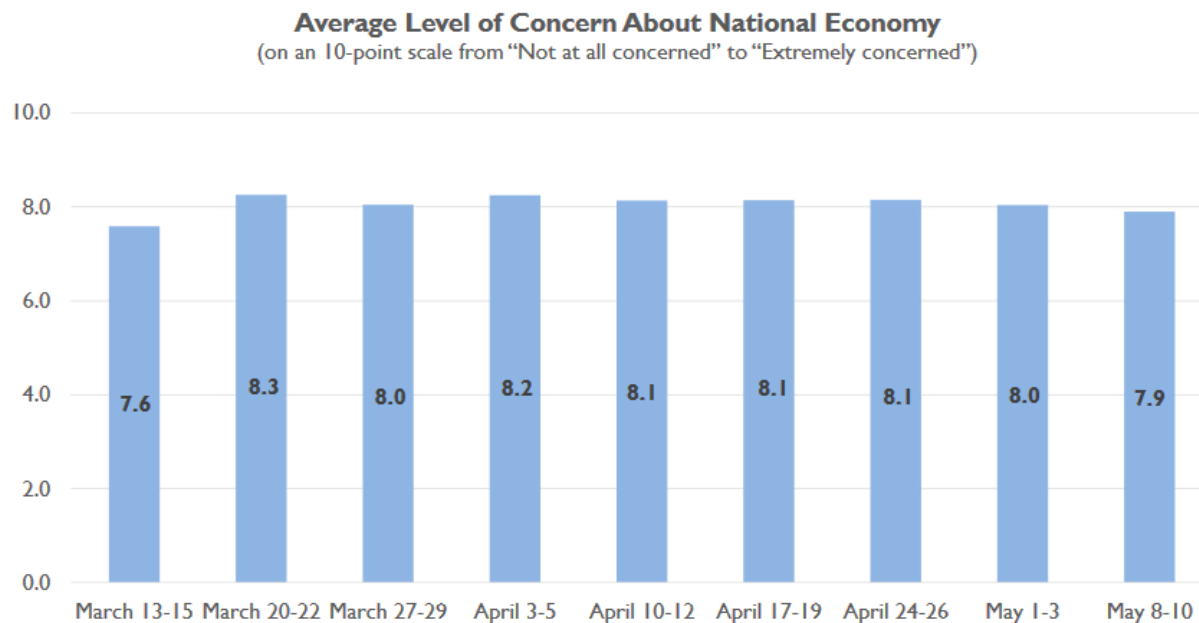
**Question:** Thinking about the current coronavirus situation, how concerned are you about the impact it may have on your PERSONAL FINANCES?  
(Please answer using the scale below)

*(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204 and 1,200 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3 and May 8-10, 2020)*



## Concerns About National Economy

American travelers' feelings about COVID-19's impact on the national economy is also at an 8-week low.



**Question:** Thinking about the current coronavirus situation, how concerned are you about the impact it may have on the NATIONAL ECONOMY?  
(Please answer using the scale below)

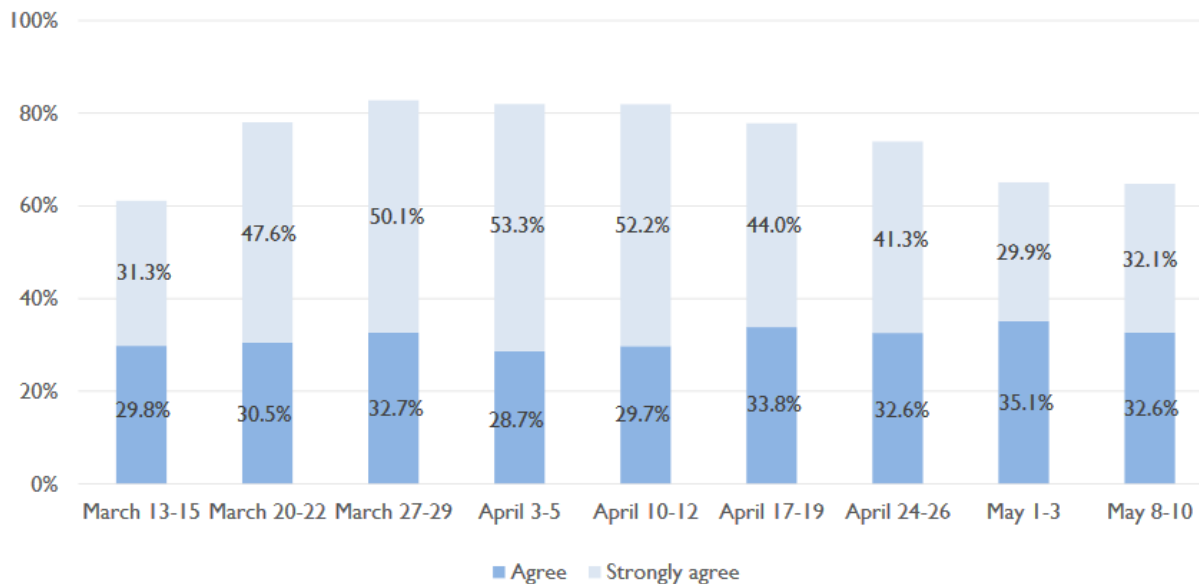
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## Avoiding Travel Until the Crisis Blows Over

Nevertheless, the percent of American travelers who feel they will avoid travel until coronavirus is resolved continues to slowly decline (64.8%).

Americans Who Will Avoid All Travel Until the Coronavirus Situation is Over



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

Statement: I'm planning to avoid all travel until the Coronavirus situation blows over.

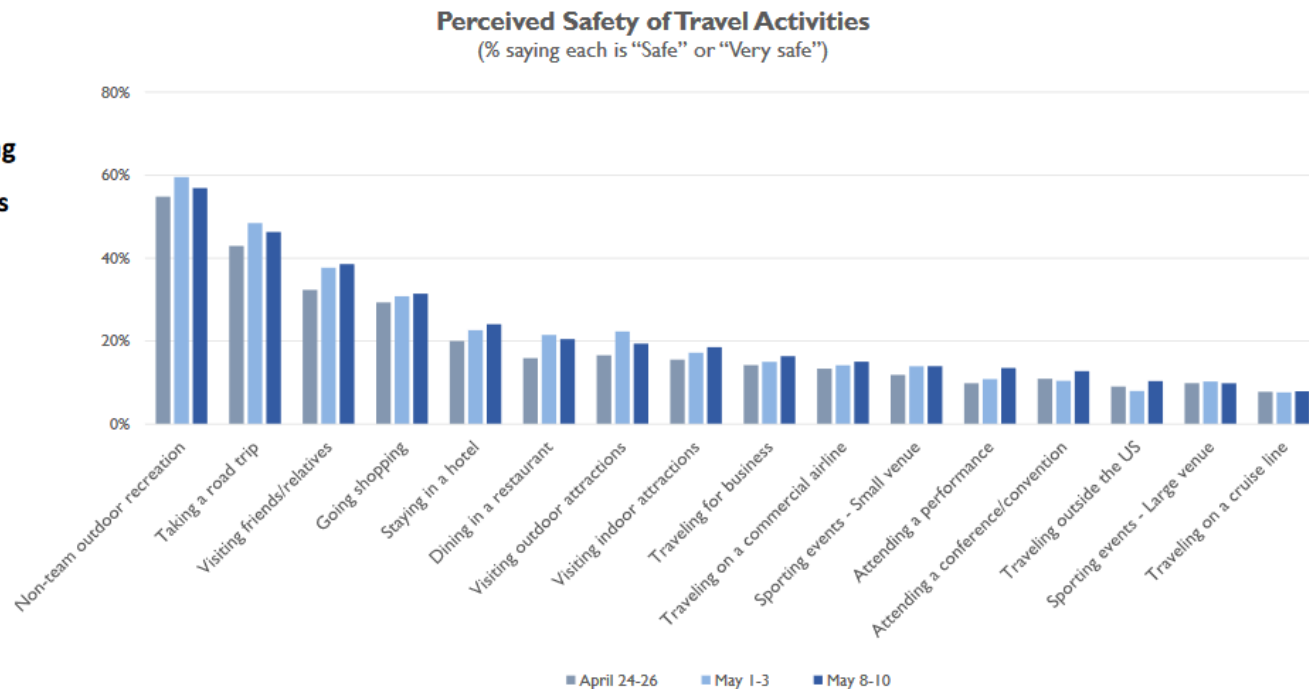
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## Perceived Safety of Travel Activities

The perceived safety of flying on a commercial airline, staying in a hotel, dining in restaurants and visiting attractions continues to improve from lows seen in April.



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

(Base: Waves 7-9. 1,208, 1,204 and 1,200 completed surveys. Data collected April 24-26, May 1-3 and May 8-10, 2020)



## Things Travelers Miss

Nearly 7-in-10 American travelers say they miss vacationing a lot--their heart aches for it. Over half say they miss the very act of planning travel.

**Question:** How much do you miss the following?

*(Base: Wave 9. 1,200 completed surveys. Data collected May 8-10, 2020)*

### How Much Do You Miss the Following? (% Saying "Miss Terribly" or "Miss A Lot")



## How Will Americans Get Back into Travel?

However, the vast majority of Americans still say they will approach travel with trepidation as they think about starting again.

**Question:** In the period after coronavirus, how are you going to approach getting back into travel? (Pick the image that best describes you)

*(Base: Wave 9. 1,200 completed surveys. Data collected May 8-10, 2020)*



**47.1%**

*I'll get back in but carefully*

**In the period after coronavirus, how are you going to approach getting back into travel?**



**41.7%**

*I'll test the waters first*



**11.2%**

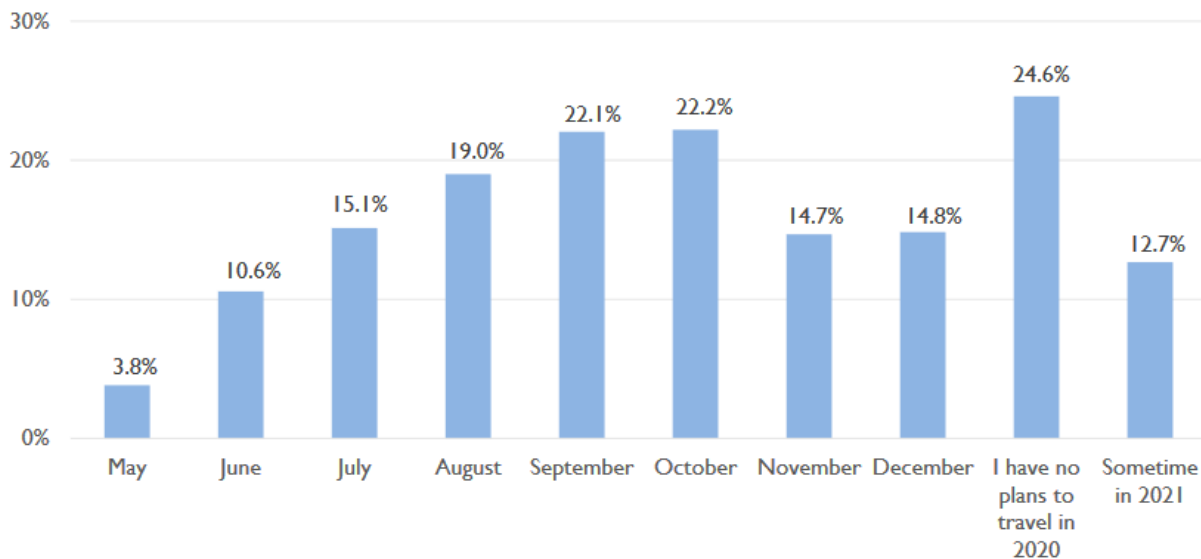
*I'll jump right back in*



## Months Americans Currently Have Plans to Take a Leisure Trip

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(as of May 10<sup>th</sup>, 2020)

**This week, 36.0% of American travelers report having one or more trips planned between now and the end of August.**



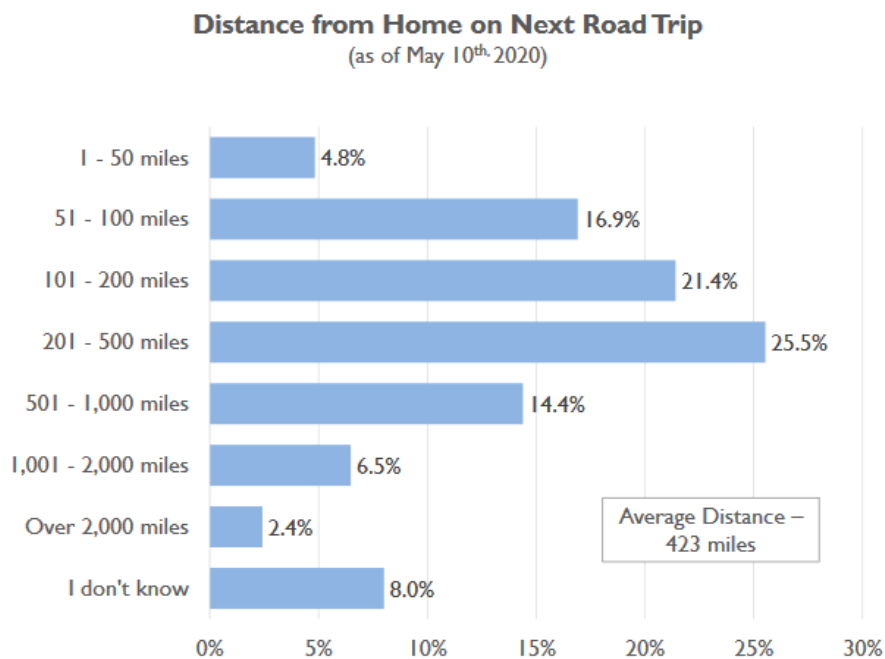
**Question:** Even if only tentatively scheduled, in which months of this year do you currently plan to take any leisure trips? (Select all that apply)

*(Base: Wave 9. 1,200 completed surveys. Data collected May 8-10, 2020)*



## Distance from Home on Next Road Trip

Americans estimate the distance of their next road trip to be 423 miles on average, although 43.2% report it will be under 200 miles.



**Question:** On your next ROAD TRIP, how far away from home will be likely you travel?

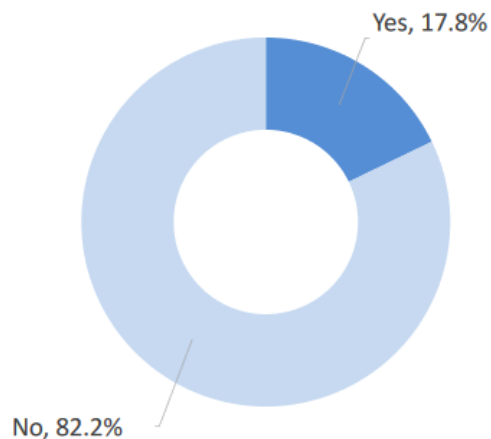
(Base: Wave 9. 1,200 completed surveys. Data collected May 8-10, 2020)



## Recall of Advertising & Feelings About Advertising

This week, 17.8% of American travelers recall seeing a travel destination ad within the past month and 56.3% say the most recent travel ad they saw made them feel happy.

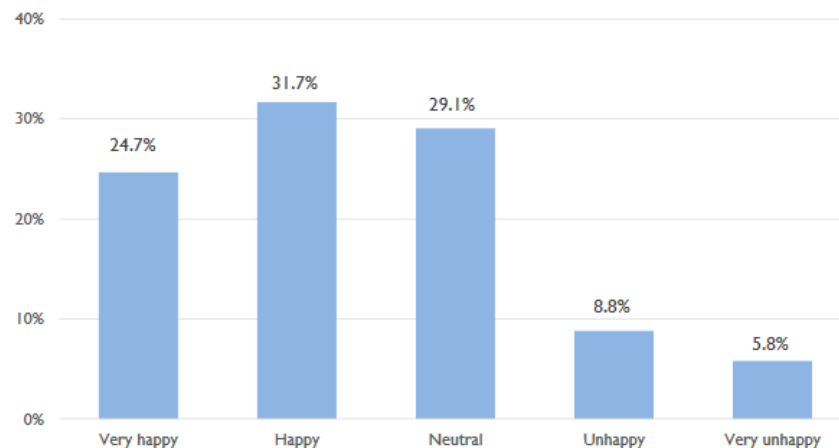
Recall of Destination Advertising



**Question:** Do you recall seeing any specific advertisements for any travel destinations in the past month?

*(Base: Wave 9. 1,200 completed surveys. Data collected May 8-10, 2020)*

Feelings About Most Recent Advertisement Seen



**Question:** Please think about the most recent travel destination advertisement you saw. In general, how did that advertisement make you feel?













*(Base: Wave 9. 1,200 completed surveys. Data collected May 8-10, 2020)*



## Receptivity to Advertising Channels

Over 85 percent of Millennial and GenZ travelers--and 7-in-10 GenX and Boomer travelers—cite a digital resource as where they will be most receptive to travel messaging reaching them, with social media powerhouses like Instagram and Facebook, as well as search engine marketing, appearing the likeliest means for meeting travelers where they are.

### Where Are You Most Receptive to Learning about Travel Destinations Right Now?

		Millennial/GenZ	GenX	Baby Boomers
	Instagram	32.7%	12.9%	5.8%
	Facebook	25.5%	20.7%	15.2%
	Websites found via Search Engine	20.4%	33.5%	40.1%
	Online Articles/Blogs	18.6%	19.6%	20.7%
	TikTok	16.6%	2.0%	0.8%
	Ads around the Internet	16.6%	16.5%	19.0%
	Email	16.1%	25.8%	30.6%
	Twitter	15.9%	6.3%	3.3%
	Pinterest	15.4%	5.5%	4.5%
	Text Messages	13.7%	7.3%	3.2%
	Digital Influencers	8.4%	4.2%	1.0%
	Apps	7.6%	4.3%	2.7%
	None of these	14.1%	29.8%	25.8%

**Question:** Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit?

*(Base: Wave 9. 1,200 completed surveys. Data collected May 8-10, 2020)*



## Planning Resources & Trust

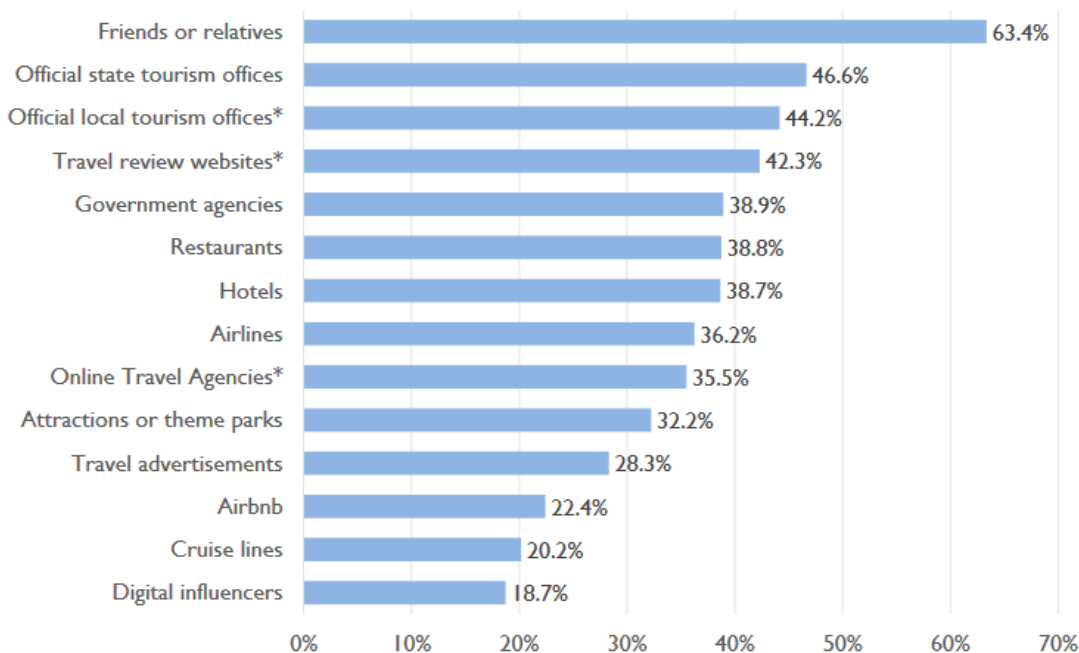
**Travelers are exhibiting strong trust in official destination marketing organizations.** When asked about the resources they would trust to provide the information needed to travel safely, official state tourism offices and local visitors bureaus were cited second behind friends and family.

**Question:** Thinking about planning your travel in the next TWELVE (12) MONTHS, how much would you trust each of the following to provide you with the information you need to travel safely?

*(Base: Wave 9. 1,200 completed surveys. Data collected May 8-10, 2020)*

### Trust in Travel Planning Resources

(% of Americans who "somewhat trust" or "completely trust" each resource)



\*Concept explained to respondents in the survey questionnaire





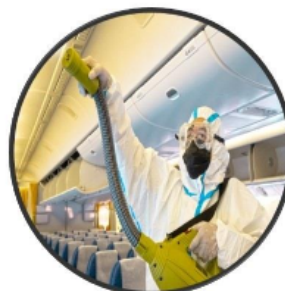
## Emotional Reactions to Pandemic Mitigation Activity

In reaction to new safety protocols being introduced, seeing crews disinfecting an airplane, temperature checks being performed at airports and masks on restaurant staff largely increase travelers' feelings of personal safety; although they stimulate some anxiety, as well.

**Question:** Imagine your first reaction if you ran into the following three situations--represented by the images below. Would seeing this create any feeling of anxiety? (Select ONE to fill in the blank for each picture) Seeing this would likely make me feel \_\_\_\_\_

*(Base: Wave 9. 1,200 completed surveys. Data collected May 8-10, 2020)*

### Feelings About Safety Protocols



**Crew Disinfecting an Airplane**

Makes Me Feel:  
**Safe (63.6%)**  
**Anxious (21.7%)**



**Temperature Checks at Airports**

Make Me Feel:  
**Safe (56.2%)**  
**Anxious (30.0%)**



**Servers in a Restaurant Wearing Masks**

Make Me Feel:  
**Safe (48.8%)**  
**Anxious (25.3%)**



# Discussion!



# Work Team Report



# Report Out

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## Wrap-Up

- Final Partner Comments
- <https://www.canr.msu.edu/tourism/COVID-19-pandemic-and-tourism/>
- Next Meeting
  - Wednesday, May 20<sup>th</sup>, 10am ET/9am CT
- Evaluations
  - <https://bit.ly/2Vz24C6>
  - <https://bit.ly/2Vu8JgM>

