

U.S. TRAVEL
ASSOCIATION®

Updated: June 1, 2020

Assessing the Recovery Timeline:

A sampling of economic analysis and traveler sentiment survey results around the industry



While the economy
is in the midst of a
RECESSION, the
travel industry is in a
DEPRESSION.

IMPACT ON ECONOMY AND EMPLOYMENT

1

In the year following September 11:

Travel spending declined **\$57 BILLION**,
representing **\$133 BILLION** in economic loss.

...

This year, due to the coronavirus pandemic:

Travel spending is expected to decline
\$519 BILLION representing
\$1.2 TRILLION in economic loss—**9X** that of
September 11

.....

2

In 1933, during the worst year of the Great Depression:

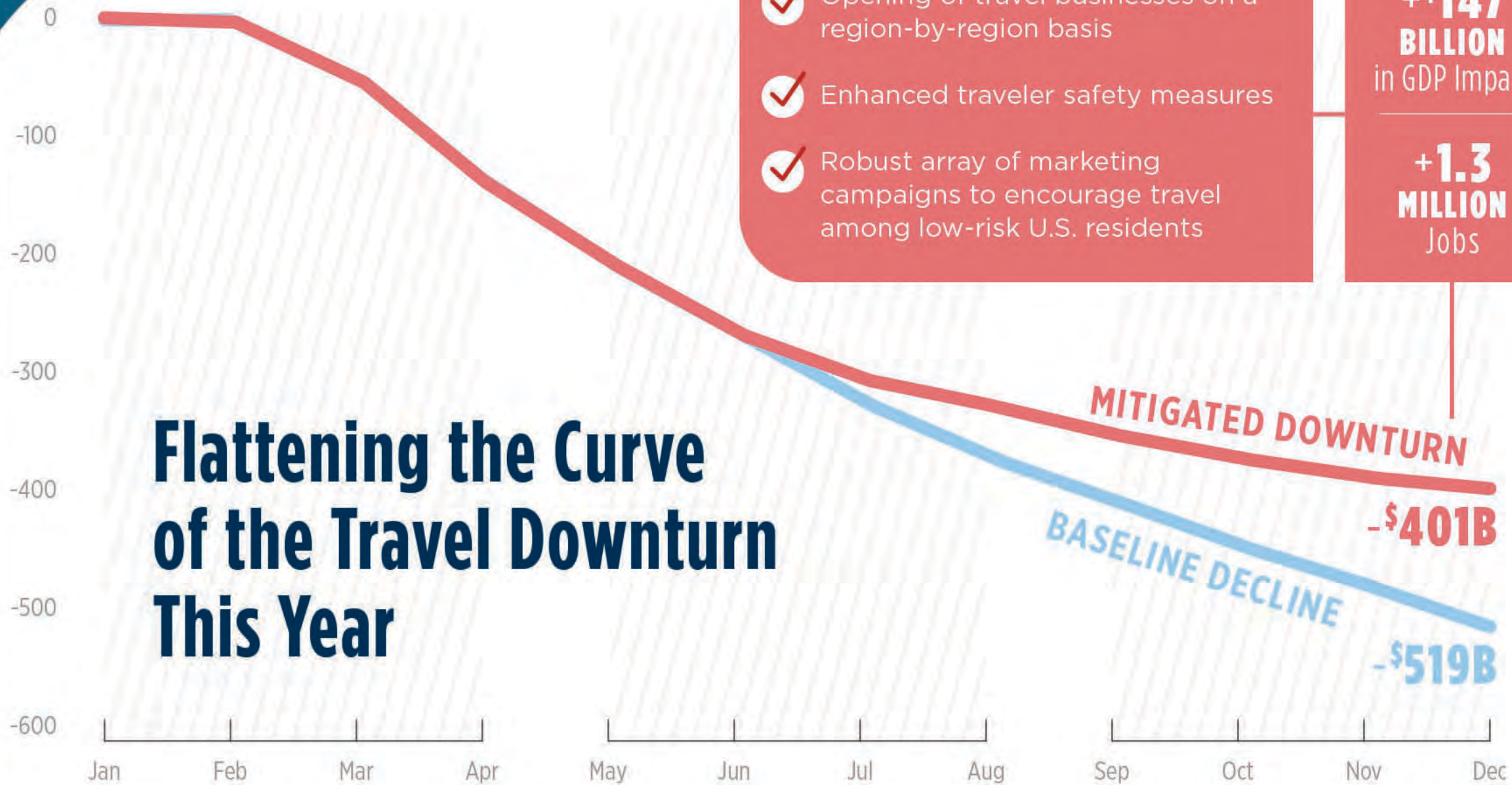
Unemployment was **25%**.

...

This year, due to the coronavirus pandemic:

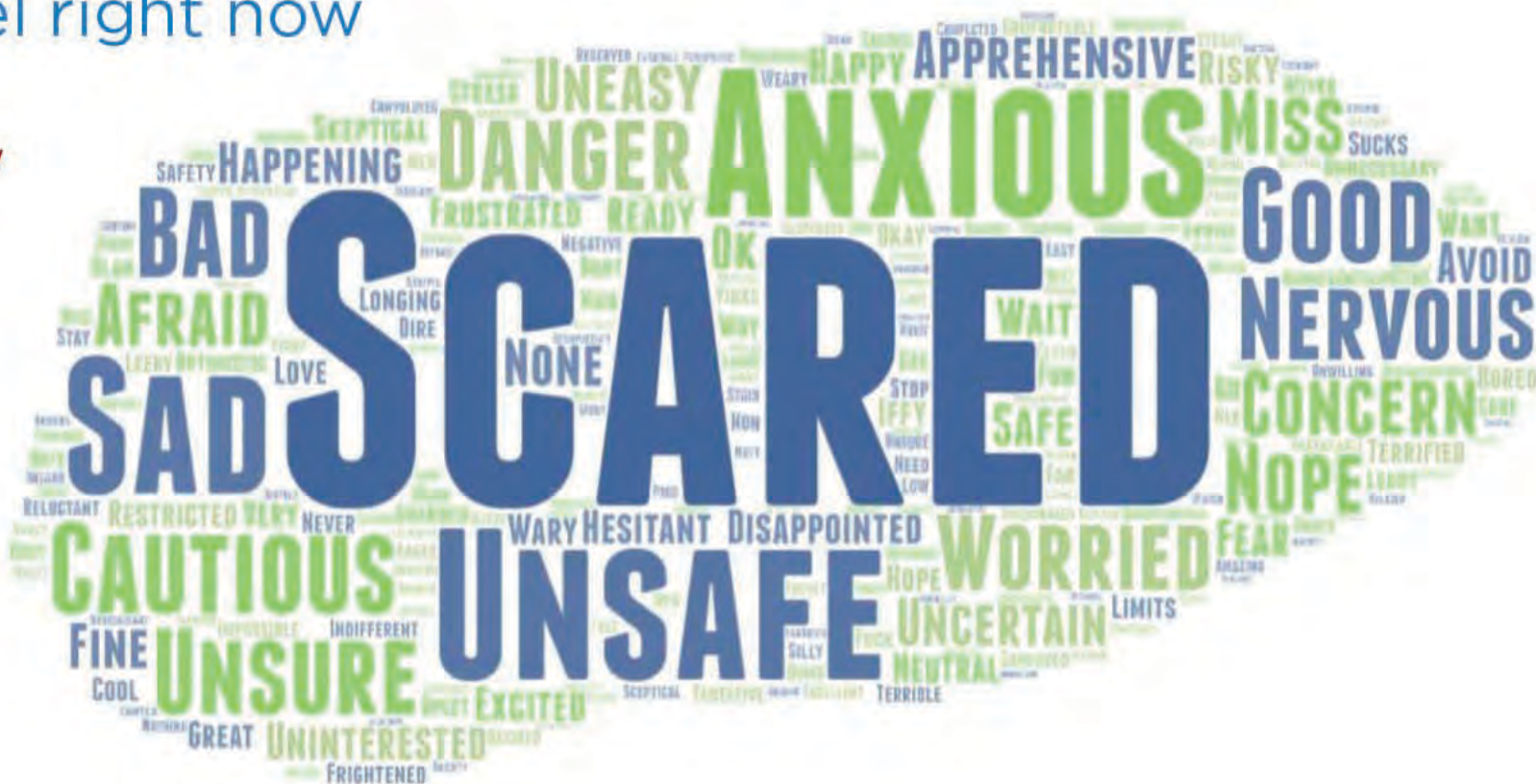
Overall travel industry unemployment is

51%—2X the worst year of the
Great Depression

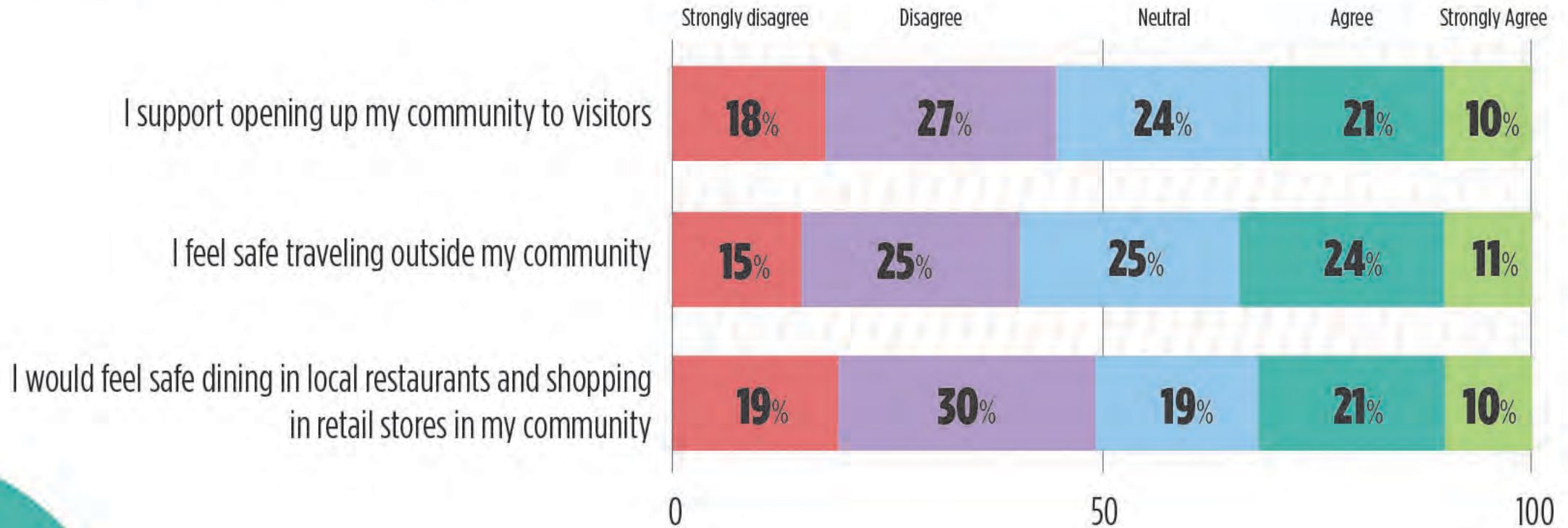


Americans largely associate fear and uncertainty with travel right now

Q: What ONE WORD best describes how you feel about travel right now?

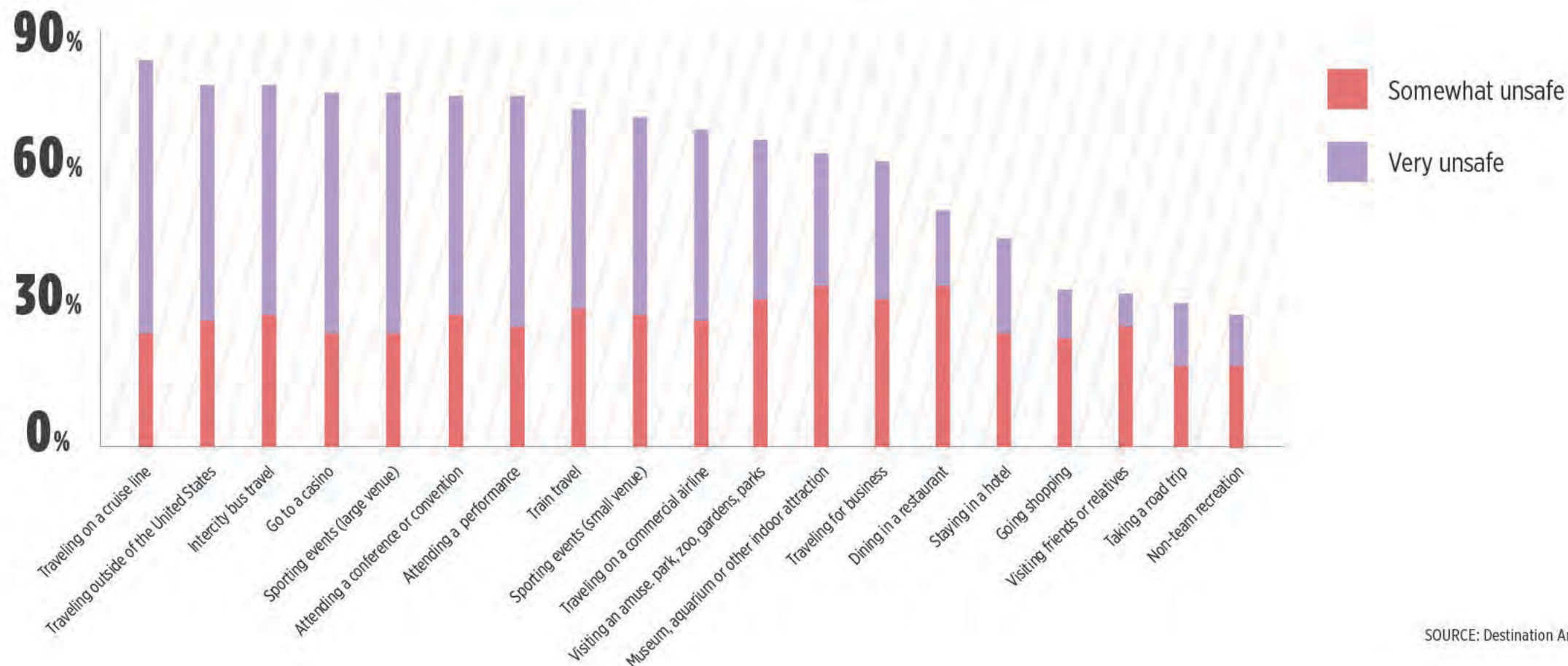


Changes in Traveler Perception: Safety and Travel



The Perceived Safety of Large Events Remains Low but Continues to Improve

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



SOURCE: Destination Analysts, Week of May 15

Uncertainty is affecting travel planning

73%

of travelers will change their travel plans in the **next six months**



49%

will reduce their travel plans

45%

will cancel their trip completely

27%

will change their destination so they can drive instead of fly

10%

will change their trip from international to domestic

With COVID-19 as a major factor contributing to their decision

53% (down from 60% the previous week)

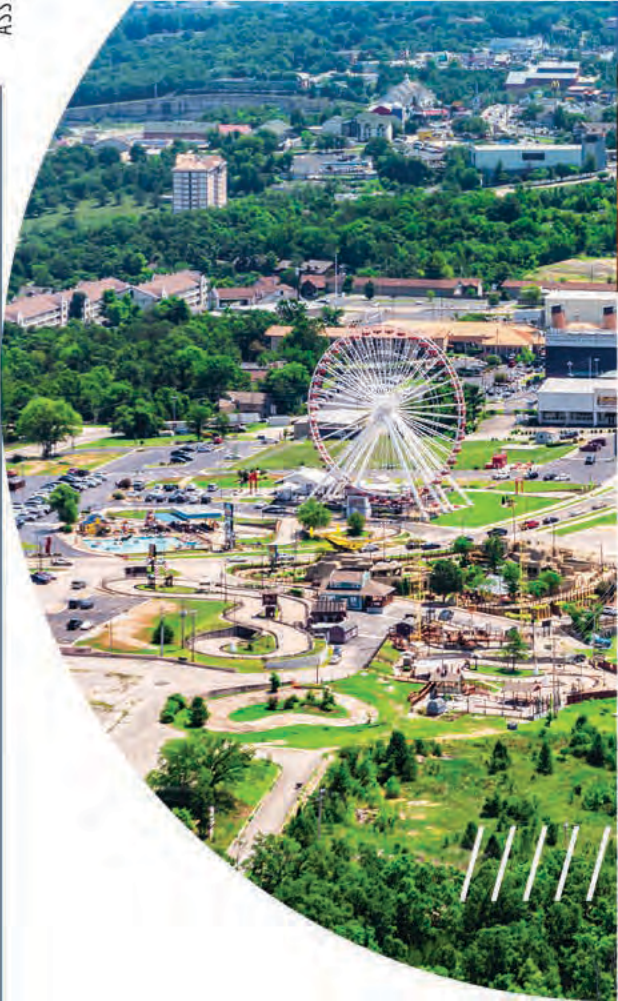
indicated that coronavirus would greatly impact their decision to travel in the **next six months**

20%

cite concerns **over the economy**



However, Travel Aspirations are High



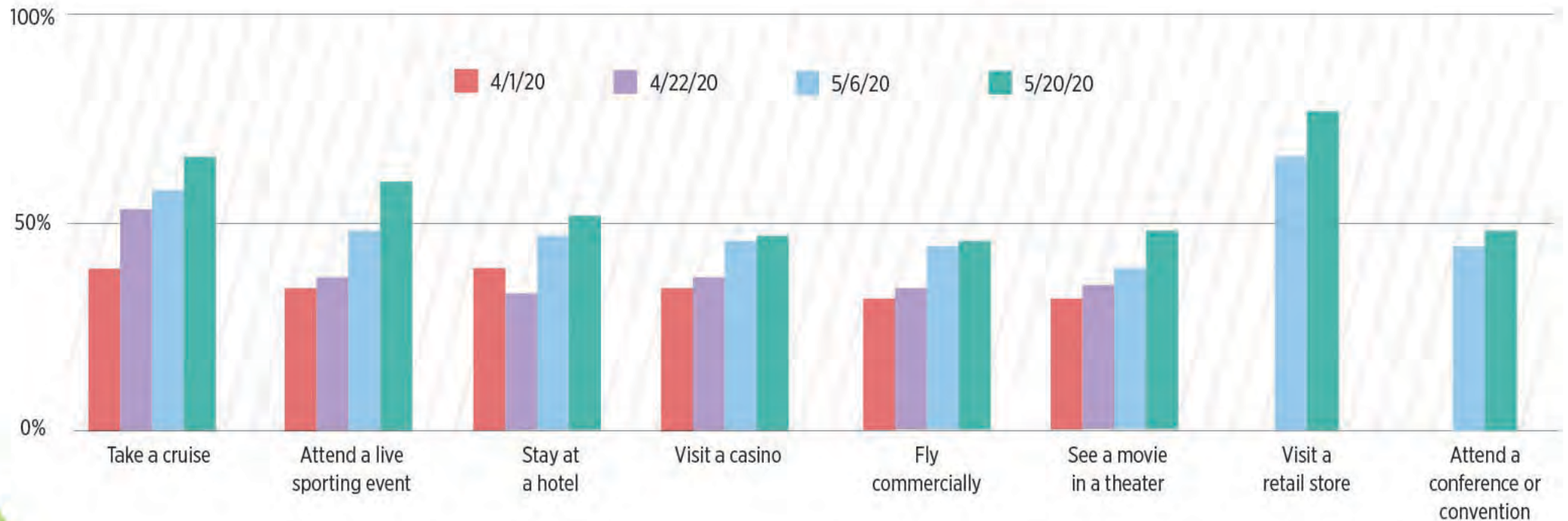
Nearly **70%** of American travelers have at least tentative trips planned for 2020

1 in 5

are now already traveling or ready to travel with no hesitations

The Likelihood of Engaging in Most Travel Activities Varies by Event

Q: Are you currently willing to engage in the following activities, without hesitation?



Ready or Not: Traveler Sentiment Varies

Q: Which of the following conditions is closest to your point of view on staying at a hotel or resort?

Need a medical breakthrough: I would not be comfortable resuming activities unless there was an approved COVID-19 vaccine and/or a proven medical protocol to mitigate and remedy the effects of the virus

Assurance Seekers: I would be willing to resume this activity, as long as a combination of local or national medical authorities local or national government officials, and/or the location I am visiting provided assurances it is safe to do so.



Nearly **80%** of
Americans still feel
hesitant to travel and
say that they need more
time to feel comfortable
traveling again

**Travelers Will Remain
Cautious at First**

A Majority are not Expected to Resume Normal Travel Habits Right Away

Road travel over the seven days ending Monday, May 25 was **24% higher** than the previous seven days and only 21% lower than it was in Feb. 2020.

In comparison, road travel was **73% lower** than in Feb. 2020 during the first week of April.

Over **44% of Americans** plan to take a road trip in the next 3 months, while just over 14% plan to travel by air during the same time period



Travelers are Looking for Guidance to Resume Normal Behavior

With assurances, **67%** return in 3 months

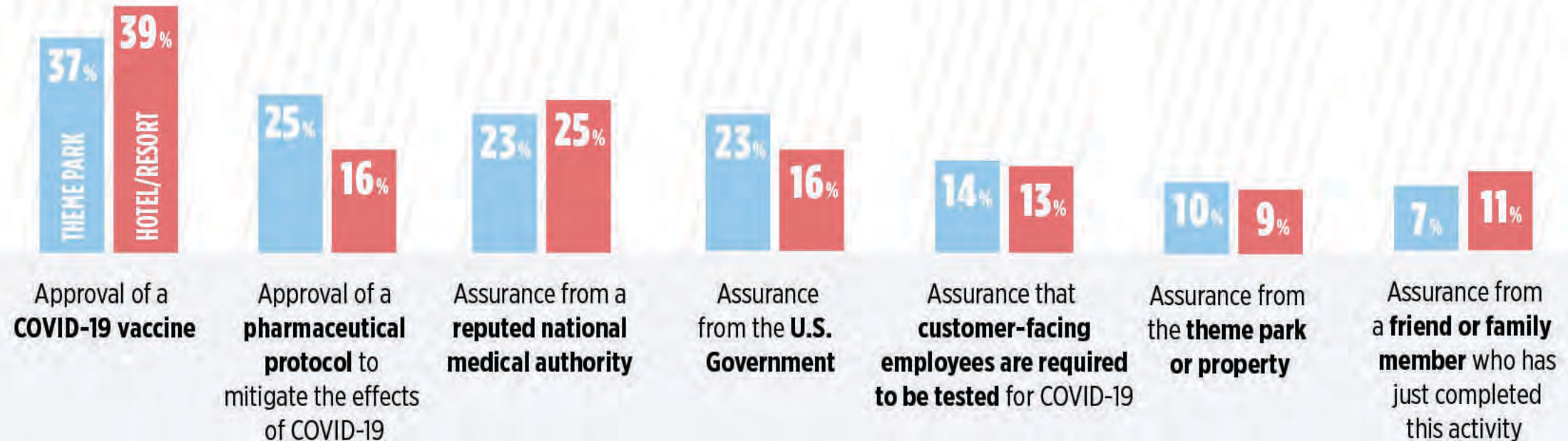
(up from 57% the previous wave)

Q: Assuming you had the necessary assurances that it was safe to resume normal activities, how quickly would you next take a trip that included 1+ nights in a hotel or other paid lodging?



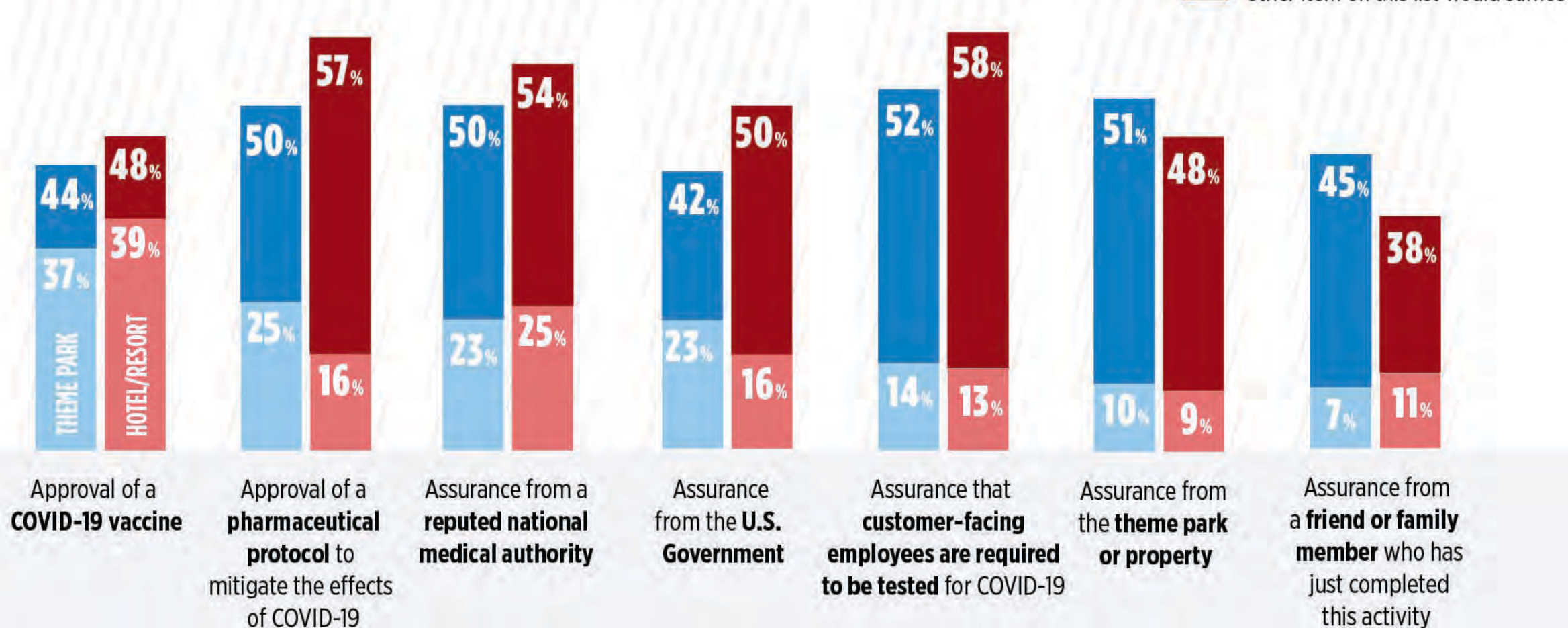
Some Assurances Really Matter A Lot

Q: Which of these singular occurrences would make you comfortable to stay at a hotel or resort or visit a theme park without hesitation?



More Than One Assurance is Vital

Q: Which of these singular occurrences (alone or in conjunction with something else) would make you comfortable to stay at a hotel or resort or visit a theme park without hesitation?



And Travelers have New Expectations for Safety Protocols

Q: When thinking about visiting commercial public locations like theme parks, sports venues and malls, what operational practices will you want to see used?



Provide hand sanitizer
(64.1%)



Provide disinfectant
wipes (57.3%)



Cleaning activity
during your stay
(55.9%)



Clean procedures
well-explained
(55.1%)



Required employee
health screening (51.9%)



Enforces social
distancing (49.6%)



Sneeze guards/other
barriers (47.5%)



Requires employees
wear masks (43.4%)



Body temperature
screening upon
entry (42.1%)



Requires employees
to wear gloves
(42.1%)



Encourage
visitors to wear
masks (41.9%)



Pre-arrival health
questionnaire
(30.8%)

Continued: Travelers have New Expectations for Safety Protocols

Q: When staying in a hotel in the future, which operational practices do you think should be used?



Guests provided with hand sanitizer, face masks, disinfectant wipes, etc. **(55.9%)**



Cleaning/sanitizing procedures well-explained **(54%)**



Required employee health screening **(53%)**



Cleaning activity visible in public areas during your hotel stay **(51.4%)**



Social distancing guidelines enforced **(47.2%)**



Breakfast buffets replaced by room service or grab-n-go options **(46.9%)**



Require employees wear masks and gloves **(45.8%)**



Contact-less check-in **(40.1%)**



Sneeze guard barriers at front desk, gift shop, etc. **(36.3%)**



Smartphone-based mobile room keys **(34.7%)**



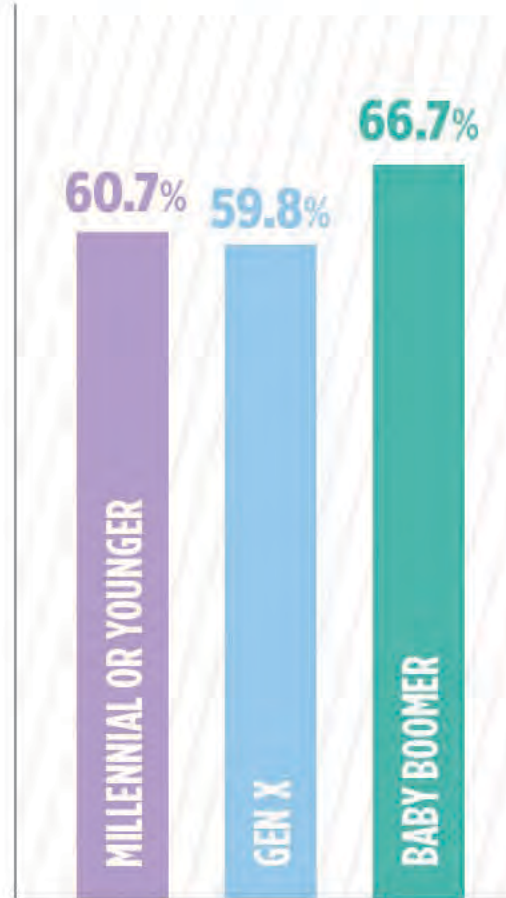
Floor markings for social distancing **(30.3%)**



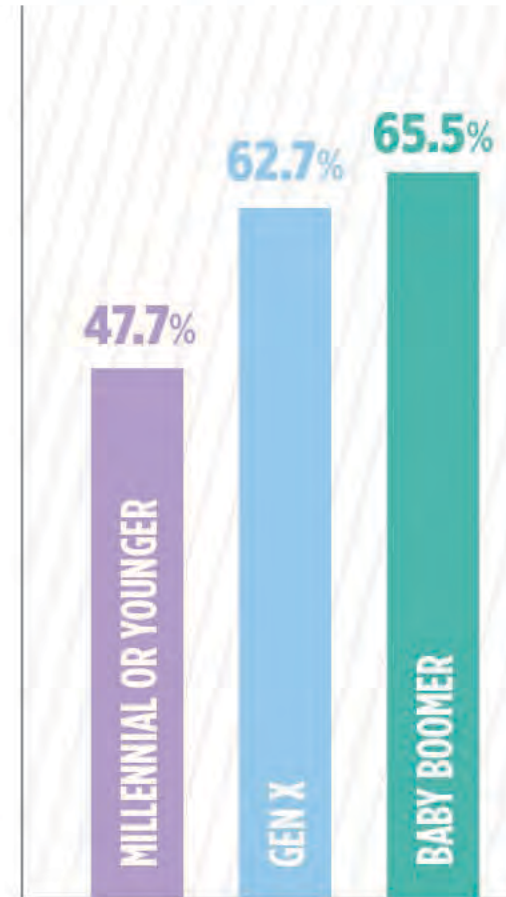
Automated restaurants **(14.8%)**

All Ages are Looking for Certified Cleaning Protocols

Q: Moving forward, which of these would you want to see as a common business practice?



Certified cleaning protocols

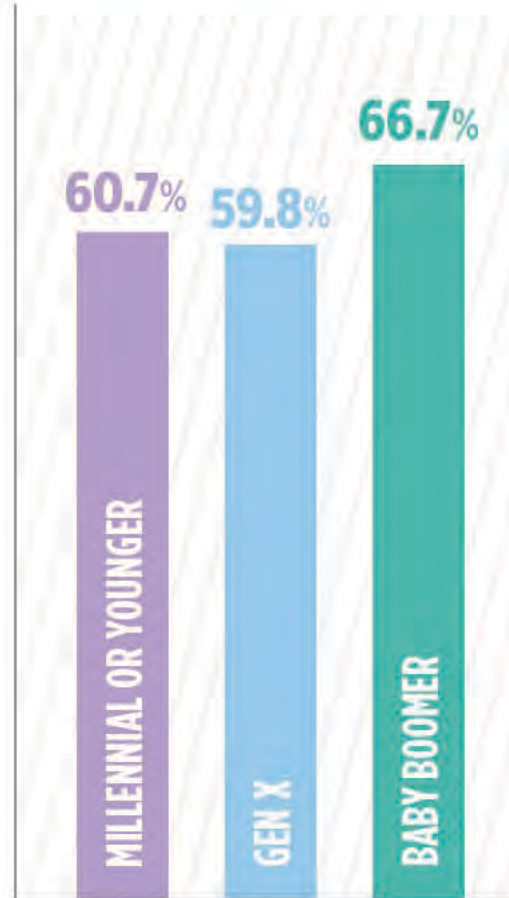


Published cleaning protocols

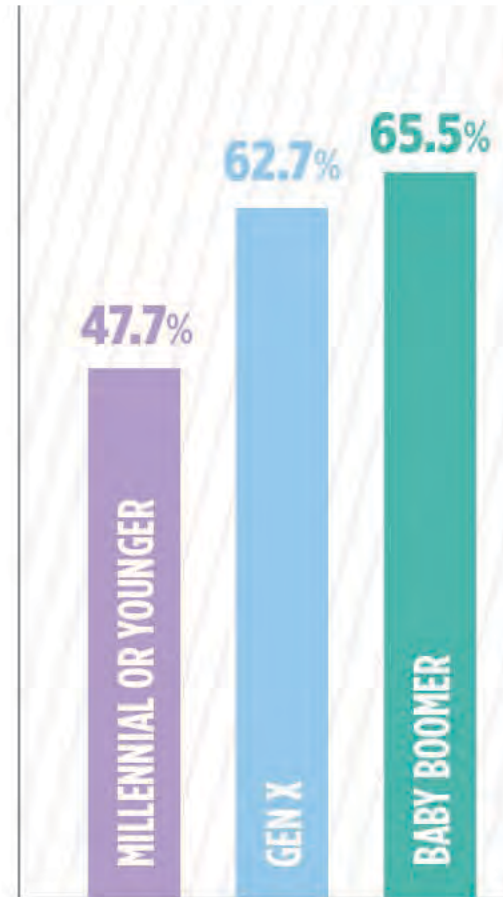


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Certified cleaning protocols

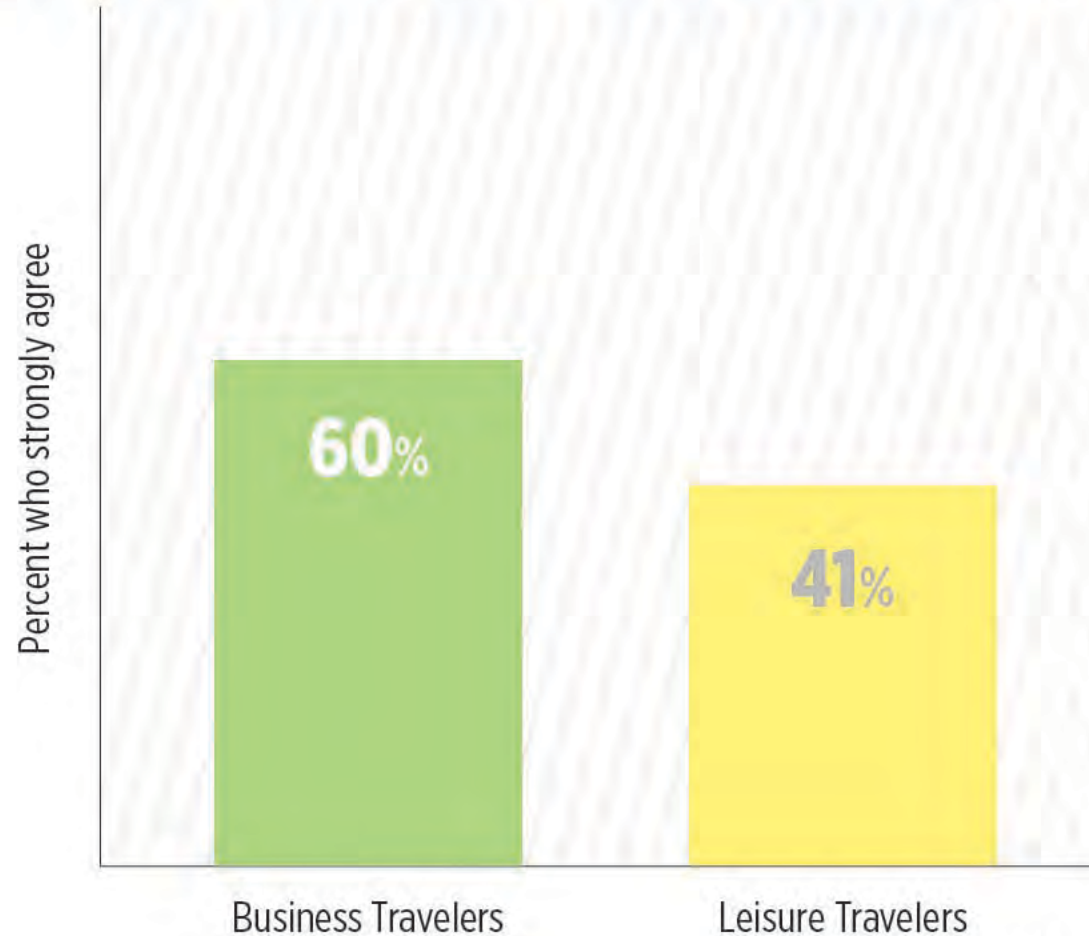


Published cleaning protocols



Business Travelers are More Likely to Value Government-Issued Certification Than Leisure Travelers

I'd be much more likely to visit a public place or fly on an aircraft that displays a certificate issued by a local government authority indicating that it has adhered to established protocols for sanitation.



SOURCE: Engagious Late April 2020 Back-to-Normal Barometer

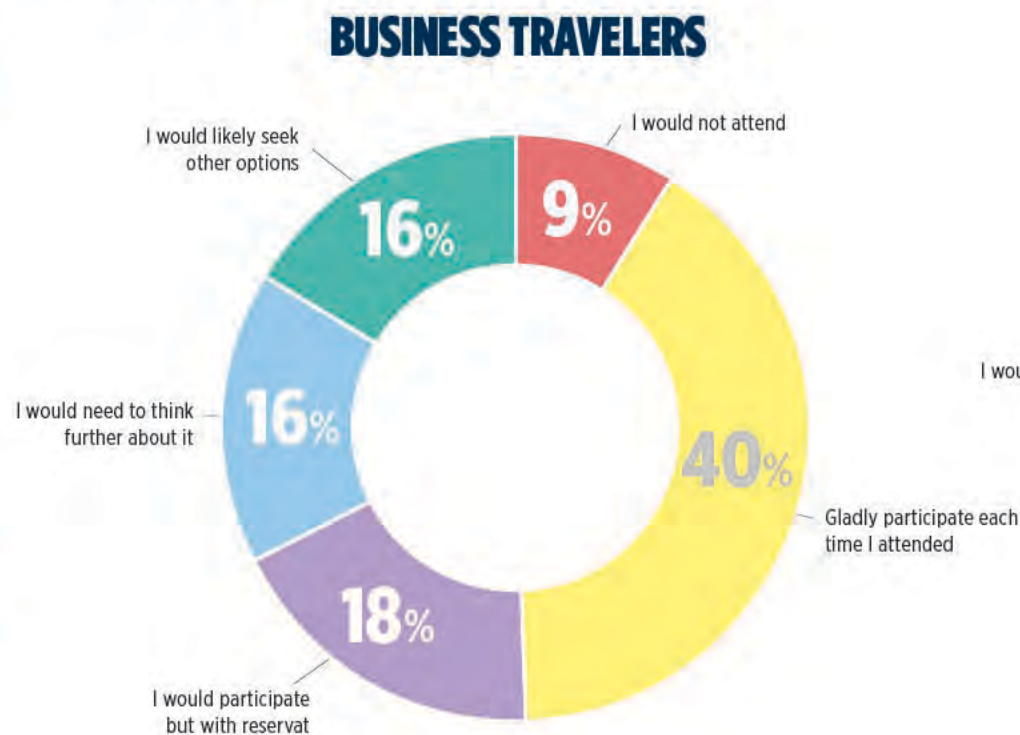
Medical Screenings and Access to Testing can Provide Security some Travelers are Looking For

Percentage who said it would have an extremely positive impact



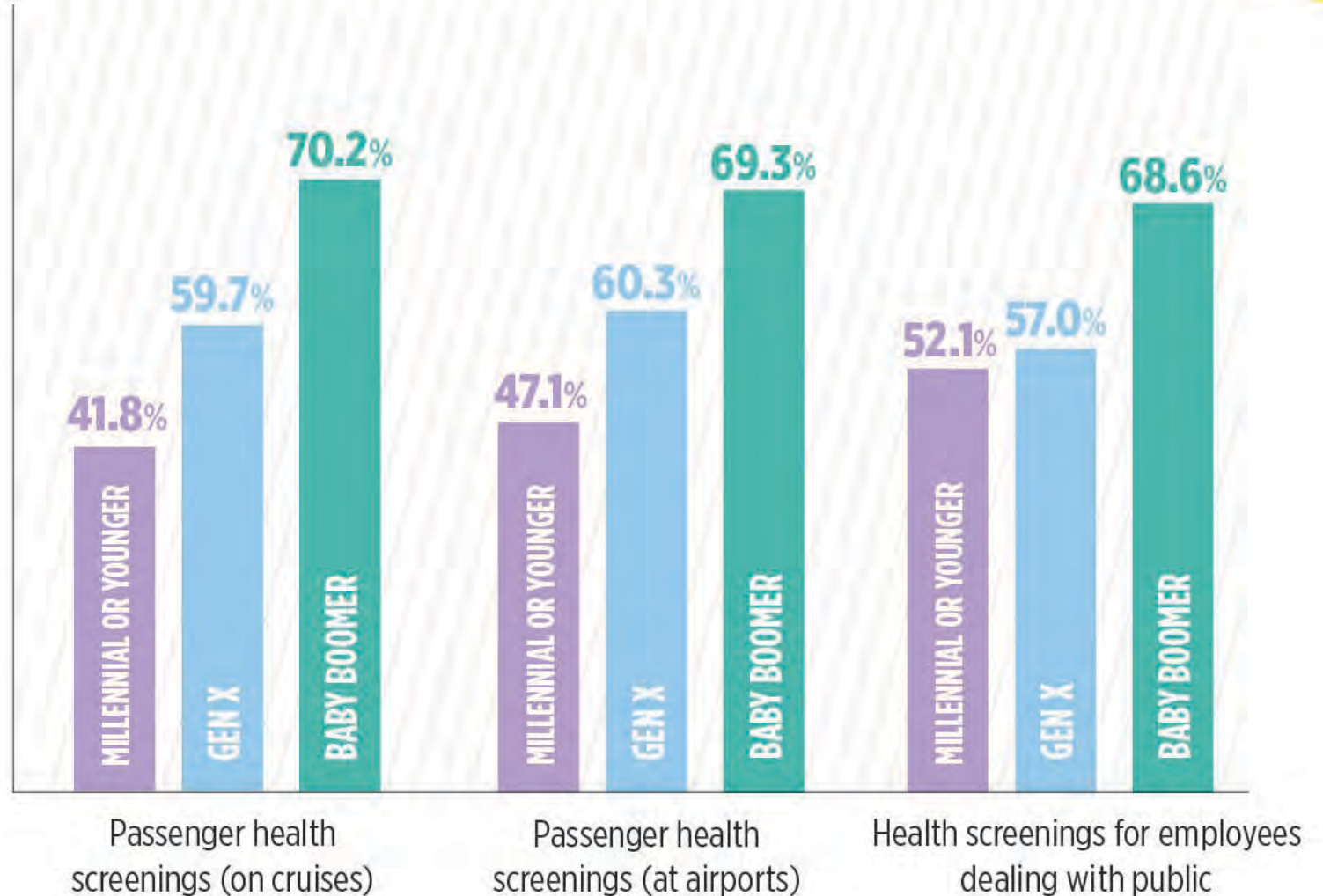
Business Travelers are only Slightly More Willing to Participate in Enhanced Screening Measures than Leisure Travelers

Q: Which one of the following best describes how you might react to a requirement for you and all others visiting hotels or casinos be subject to a medical screening including taking one's temperature and being swabbed/tested for COVID-19?



Boomers are More in Favor of Enhanced Screenings

Q: Moving forward, which of these would you want to see as common business practices?



Oxford Economics in coordination with its Tourism Economics subsidiary company

A model of the expected downturns in the U.S. travel industry in 2020 as a result of Coronavirus, as well as a model of the economic impacts of these travel industry losses in terms of GDP, unemployment, and taxes.

Longwoods International supported by Miles Partnership

A weekly survey using a national sample randomly drawn from a consumer panel of 1,000 adults, ages 18 and over.

MMGY Travel Intelligence

An online survey designed and analyzed by MMGY Travel Intelligence conducted bi-weekly among 1,200 U.S. residents who have taken an overnight trip for either business or leisure in the past 12 months. The maximum error at the 95% level of confidence for a sample of 1,200 +/- 2.83%.

Destination Analysts

A weekly survey of a random sample of American travelers which, among other topics related to their travel, inquired about the impact of the coronavirus on their current and future travel plans. Data collected March 13-15 had a base of 1,201; March 20-22 had a base of 1,200; March 27-29 had a base of 1,201; April 3-5 had a base of 1,216 and April 10-12 had a base of 1,263.

Engagious

A quantitative online survey of 513 adult Americans who participate in sports or leisure activity with aggregate "Confidence Barometer," drawn from component measures of perceived comfort, challenges and connection.