

Tourism Coffee Hour

June 3, 2020
Will Cronin
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:

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

email:

program.intake@usda.gov.

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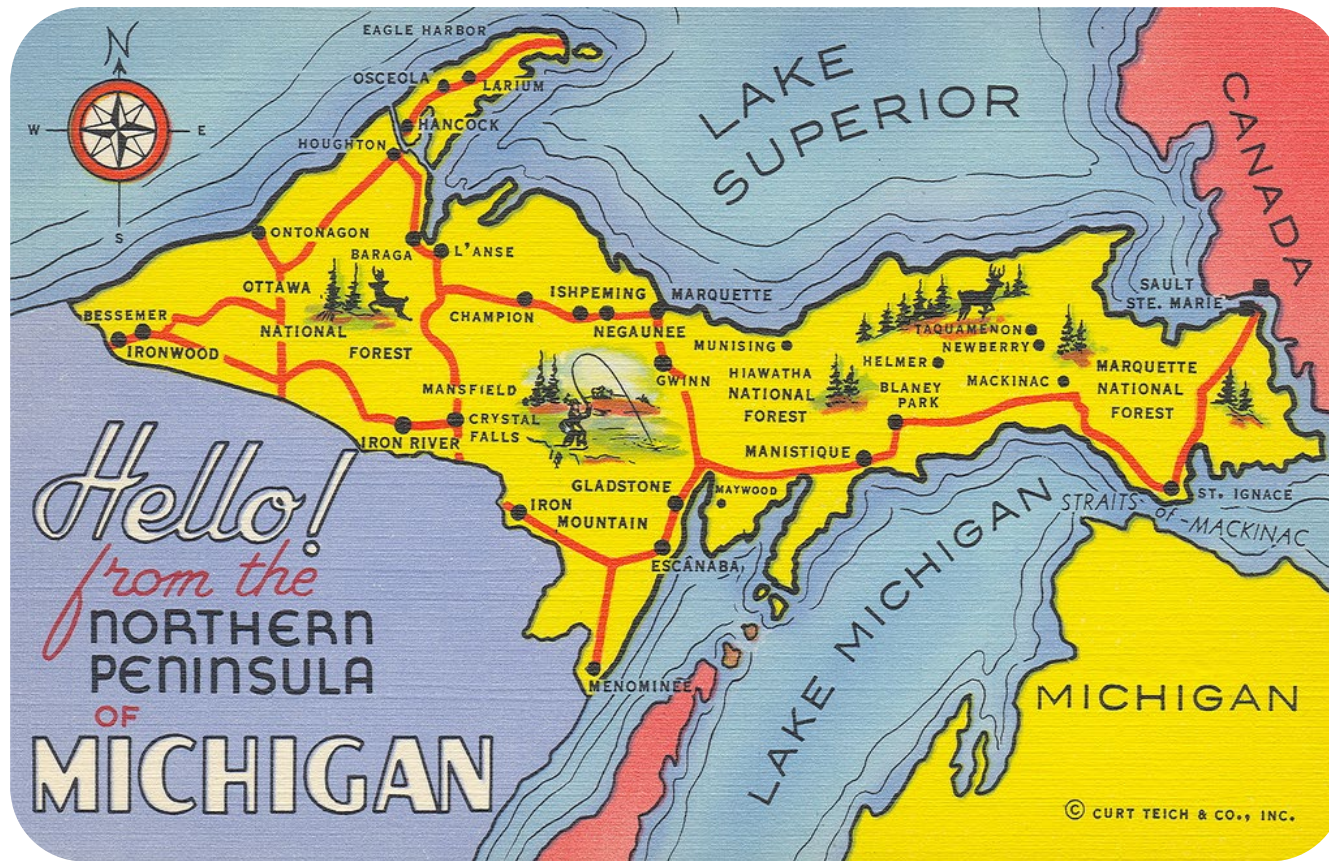
Esta institución ofrece igualdad de oportunidades.

Agenda

- 10:00: Welcome and Introductions
- 10:10: Short Presentation: Covid-19's impact on tourism, current trends
- 10:25: Review of upcoming pledges etc.
- 10:50: 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/>

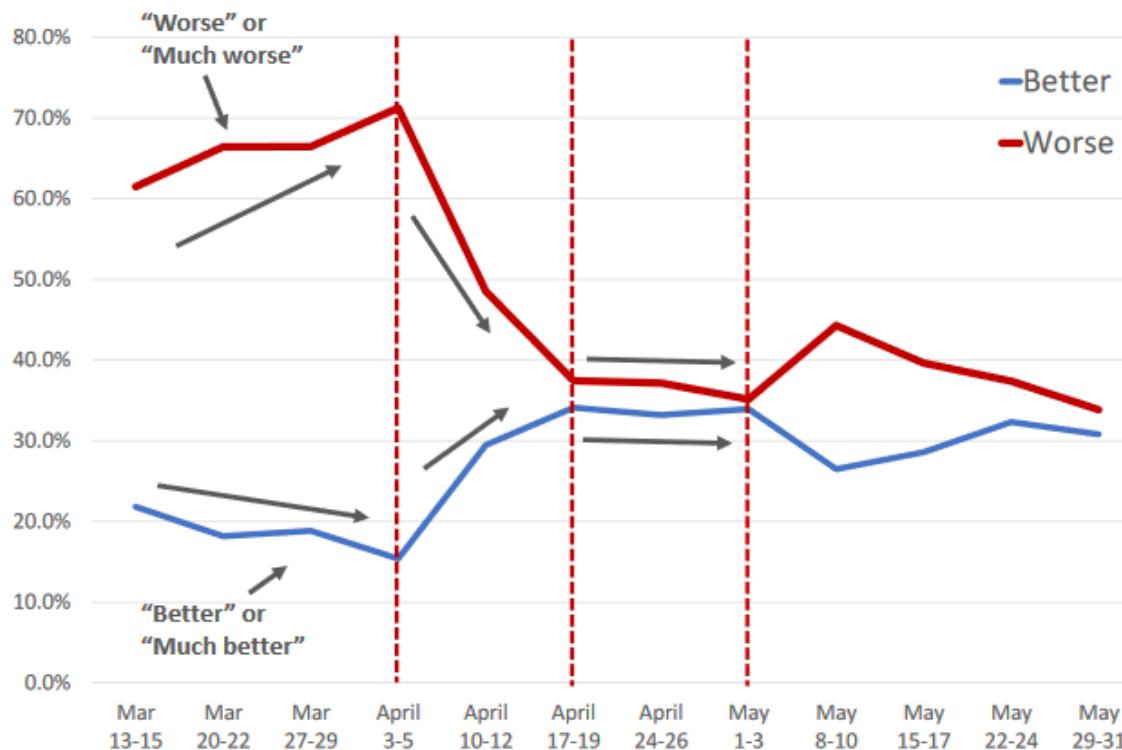


Expectations for the Coronavirus Outbreak

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

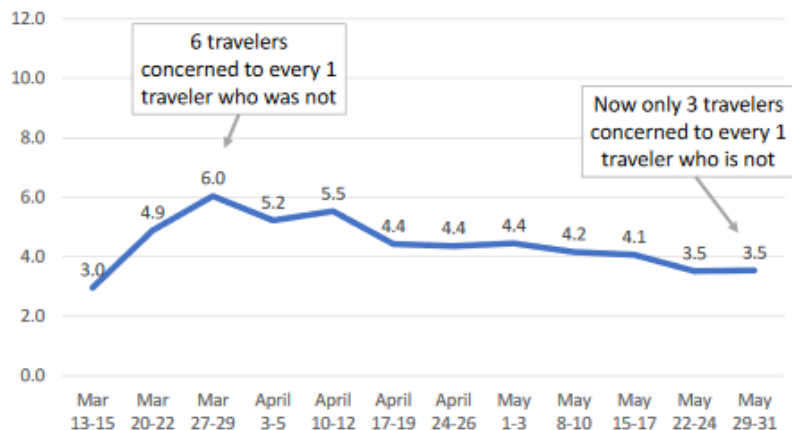
(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1223 and 1,257 completed surveys collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, and May 22-24, 2020)



Ratio of Concerned to Unconcerned Travelers: Safety

Personal Safety

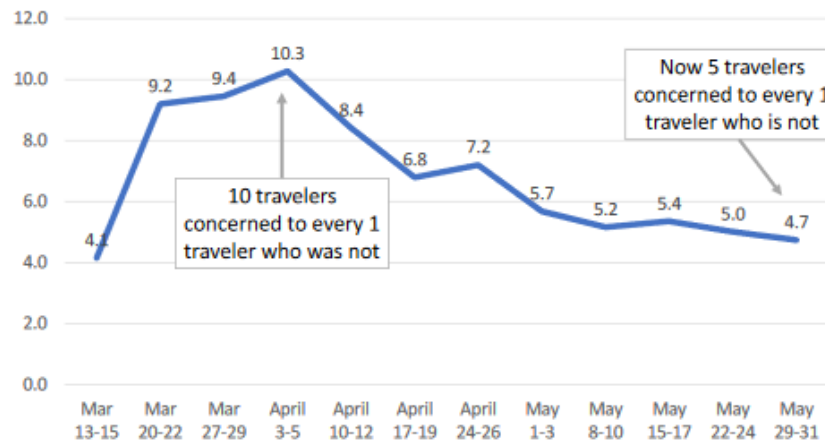
Ratio of concerned (10-6) to unconcerned (0-4) on 11-point scale



Question: Thinking about the current coronavirus situation, in general, HOW CONCERNED ARE YOU PERSONALLY about contracting the virus? (Please answer using the scale below)

Safety of Friends and Relatives

Ratio of concerned (10-6) to unconcerned (0-4) on 11-point scale



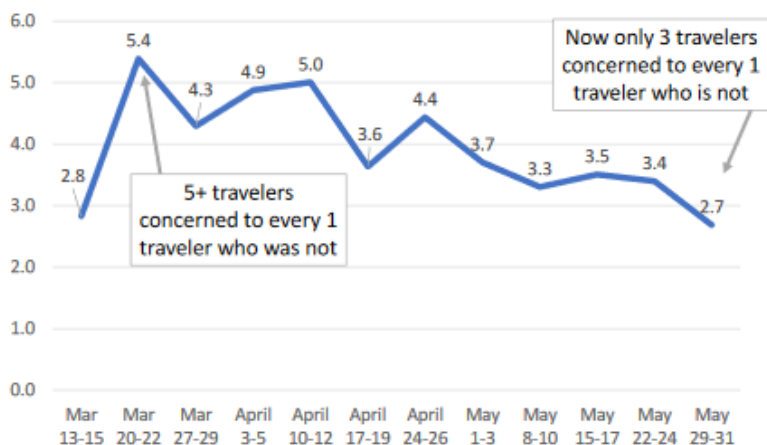
Question: Thinking about the current coronavirus situation, in general, how concerned are you about your FRIENDS OR FAMILY contracting the virus? (Please answer using the scale below)



Ratio of Concerned to Unconcerned Travelers: Economic Concerns

Personal Finances

Ratio of concerned (10-6) to unconcerned (0-4) on 11-point scale)



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)

National Economy

Ratio of concerned (10-6) to unconcerned (0-4) on 11-point scale)



Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on the NATIONAL ECONOMY?

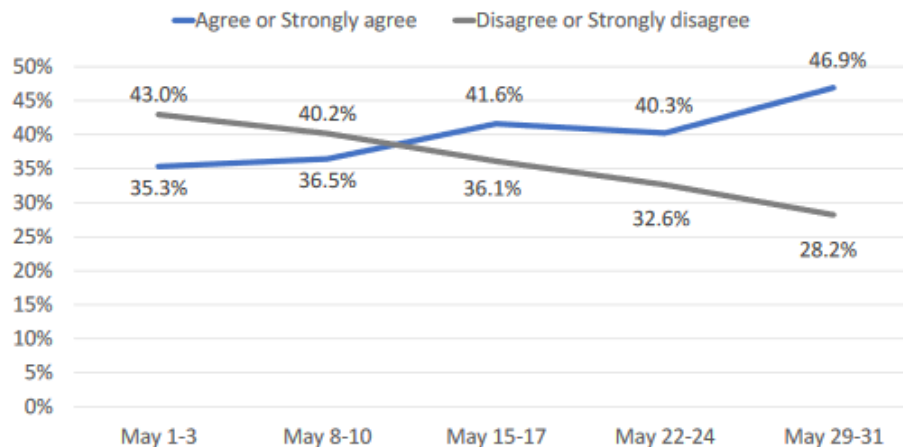
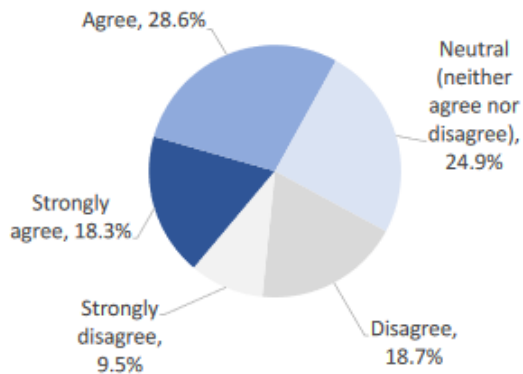
(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223 and 1257 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24 and 29-31, 2020)



Comfort with Home State Re-Opening

How much do you agree with the following statement?

Statement: I am comfortable with my home state re-opening its economy right now.



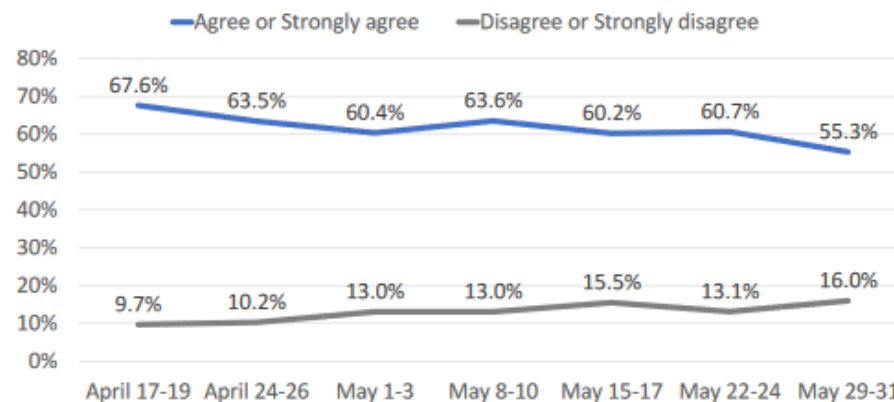
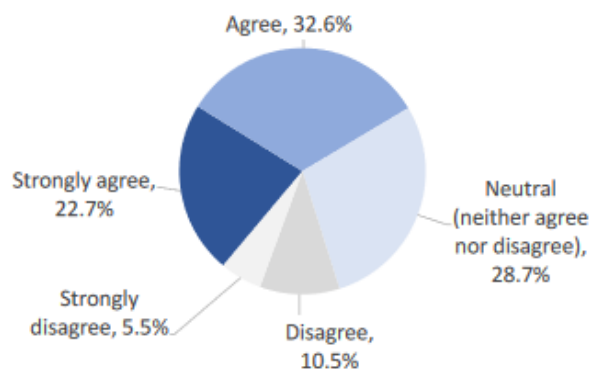
(Base: All respondents, 1,204, 1,200, 1,212, 1,223 and 1,257 completed surveys. Data collected May 1-3, 8-10, 15-17, 22-24 and 29-31, 2020)



Travelers in Community are Unwanted

How much do you agree with the following statement?

Statement: I do not want travelers coming to visit my community right now.



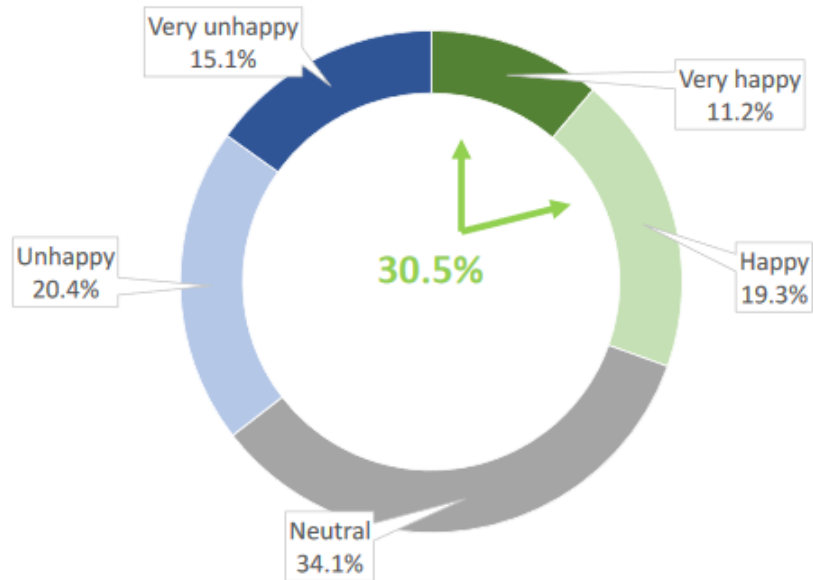
(Base: All respondents, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223 and 1,257 completed surveys. Data collected April 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24 and 29-31, 2020)



Feelings About Advertisements for Travel to their Home Communities

Question: How would you feel if you saw an advertisement today promoting your community as a place for tourists to come visit when it is safe? (Select one)

(Base: All respondents 1,257 completed surveys. Data collected May 29-31, 2020)

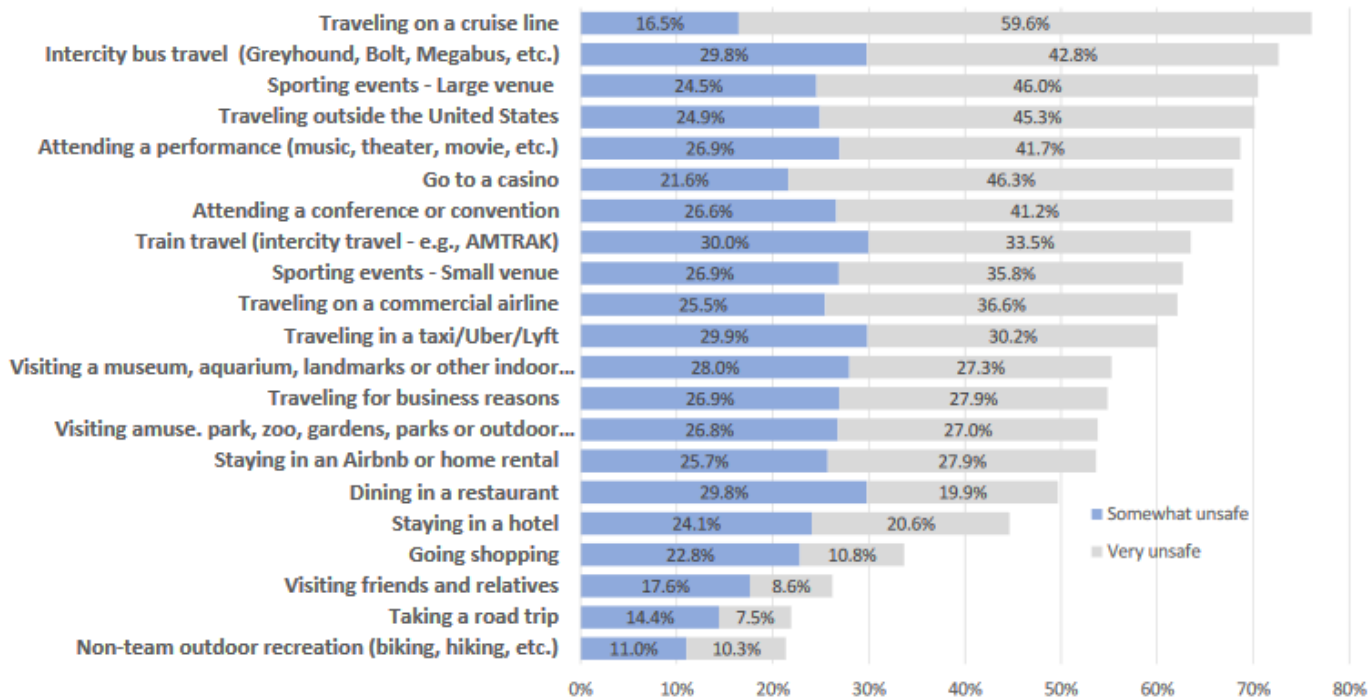


Perceived Safety of Travel Activities (Wave 12)

Wave 12 (Collected May 29-31)

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

(Base: Wave 12 data. All respondents, 1,257 completed surveys. Data collected May 29-31, 2020)

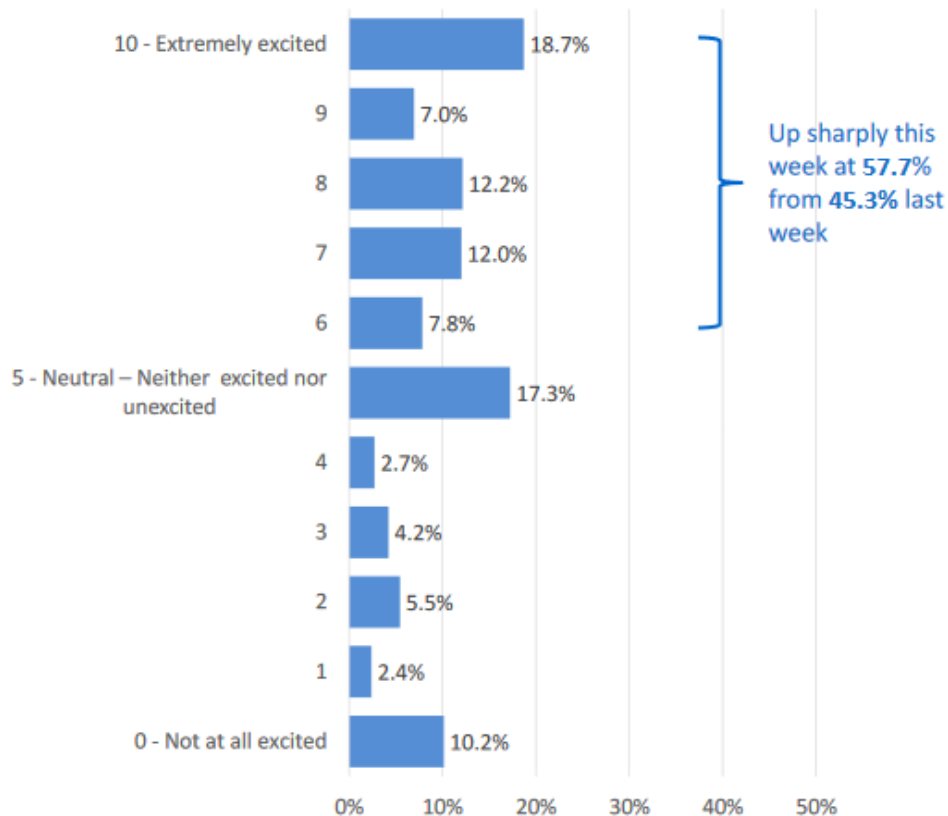


Excitement to Travel Now

Question: Imagine that a good friend (or close family member) asks you to take a weekend getaway with them sometime in the next month.

How excited would you be to go? (Assume the getaway is to a place you want to visit)

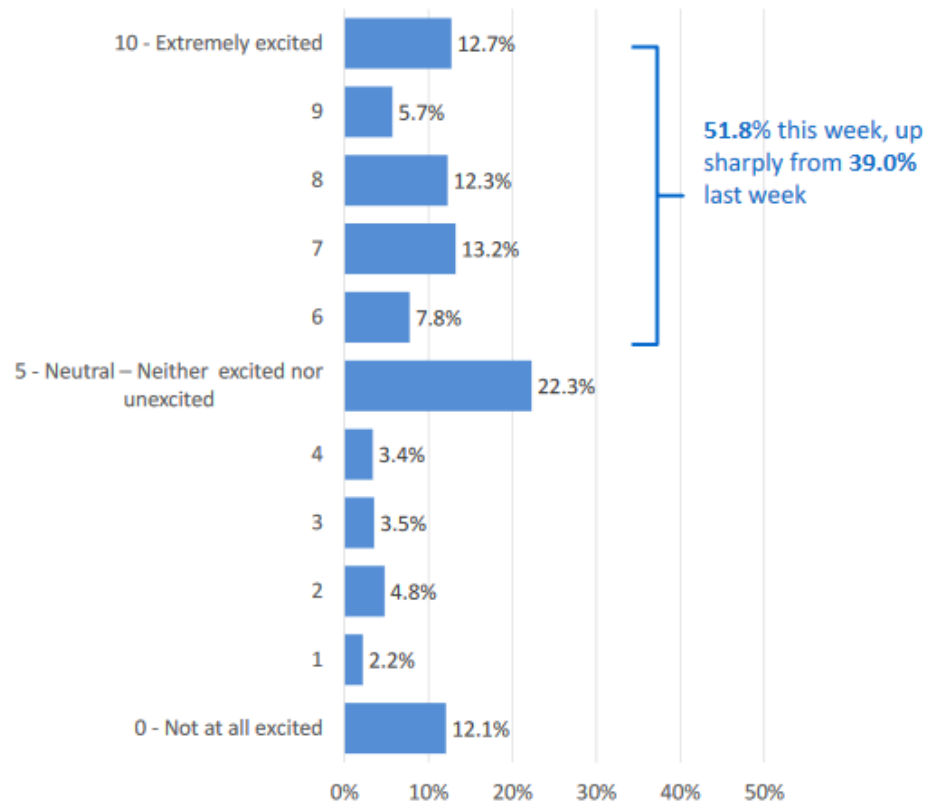
(Base: All respondents, 1,257 completed surveys. Data collected May 29-31, 2020)



Openness to Travel Information

Question: At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?

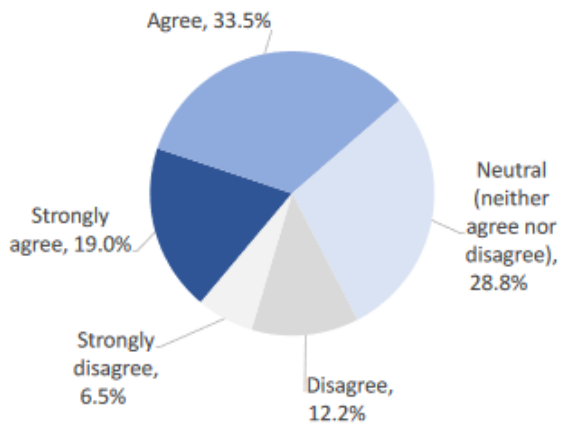
(Base: All respondents, 1,257 completed surveys. Data collected May 29-31, 2020)



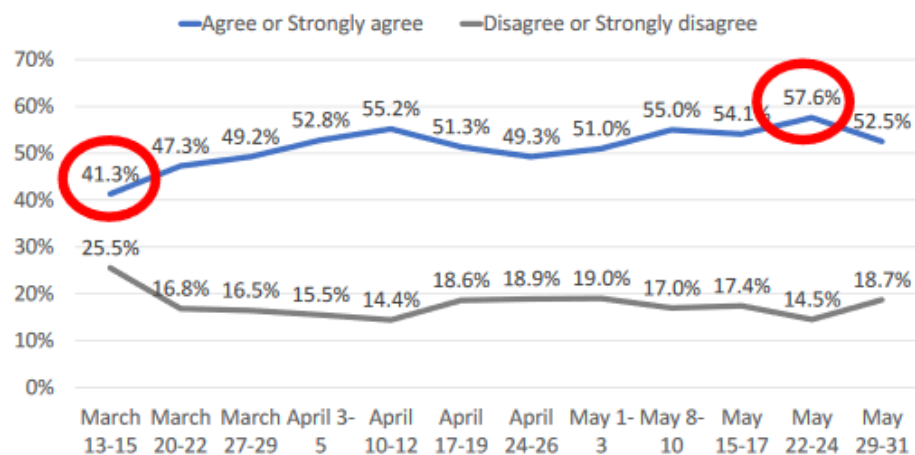
Staycations as a Replacement for Vacations

How much do you agree with the following statement?

Statement: Because of the coronavirus, I'll probably take a staycation(s) this summer rather than a vacation(s).



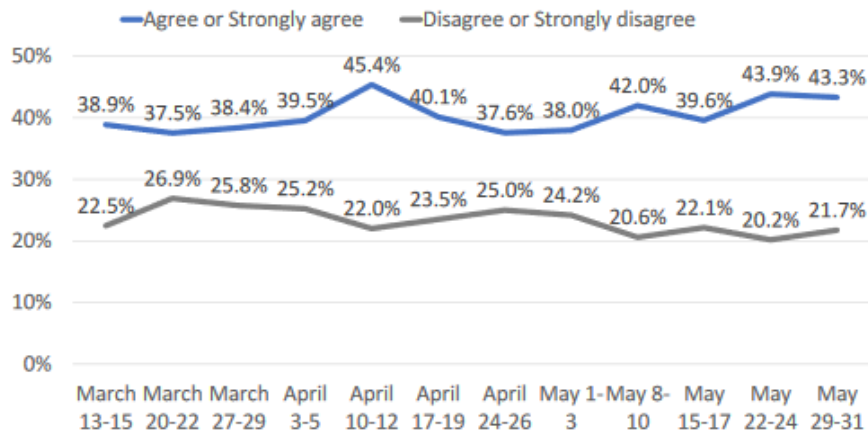
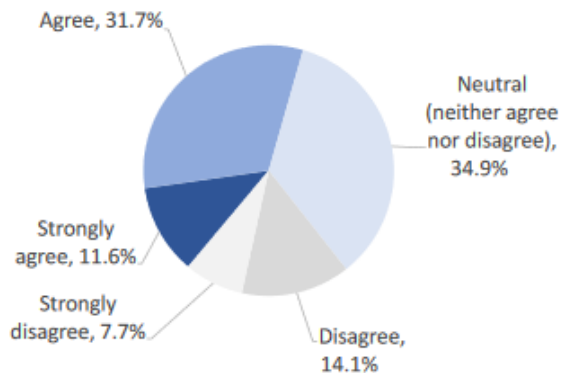
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Replacing Air Travel With Road Trips

How much do you agree with the following statement?

Statement: Because of the coronavirus, I'll probably be taking more road trips this year to avoid airline travel.



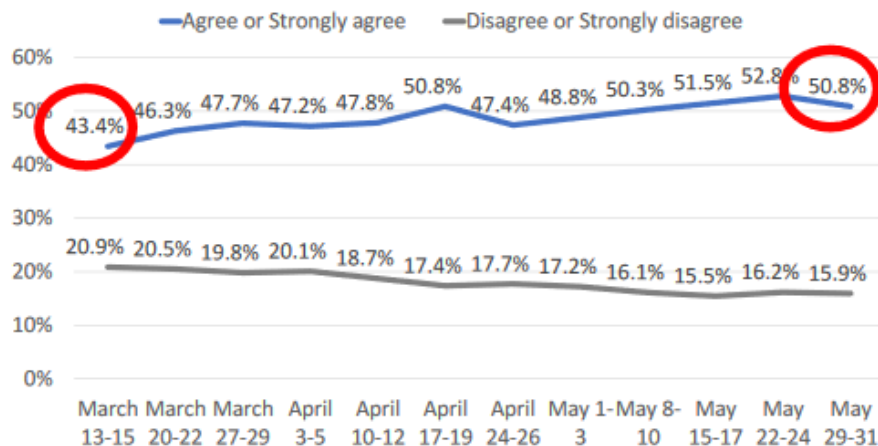
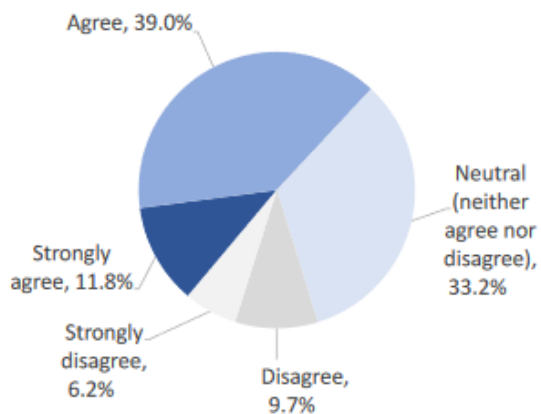
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Replacing Long-Haul Travel with Regional Trips

How much do you agree with the following statement?

Statement: Because of the coronavirus, I'll probably be taking more regional trips (near my home) and avoid long-haul travel (further from home).



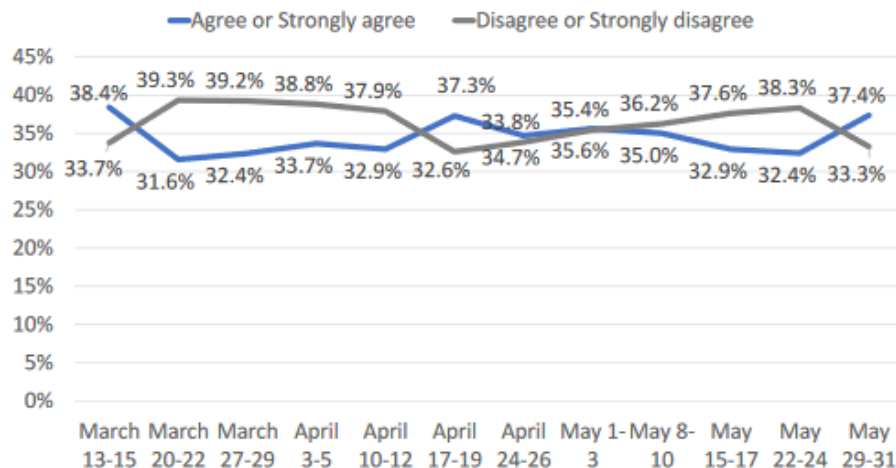
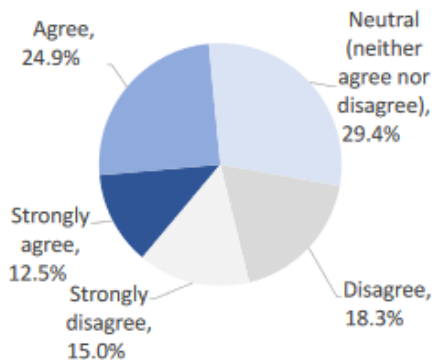
(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223 and 1,257 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24 and 29-31, 2020)



Discounts and Price Cuts

How much do you agree with the following statement?

Statement: The coronavirus has led many travel providers to cut their prices. These discounts and price cuts (airline, hotel, etc.) make me more interested in traveling in the NEXT THREE (3) MONTHS.



(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223 and 1,257 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24 and 29-31, 2020)



The Pledge Situation



Opened UP Safe (name TBD)

- **What:** A program that certifies that the business has provided the appropriate training to their staff and developed safety first protocols so they can instill confidence in their employees and the customers they provide service to.
- **Why:** To assure employees, local residents and visitors that our businesses are following critical regulations and safety protocols in the workplace.
- **Goals:**
 - Certify businesses have done what is required to open safely
 - Create a consistent brand that businesses can use and customers can look for
 - Provide a toolkit similar to this <https://www.forwardva.com/>
 - Market what is being done locally and to the outside world
 - Replicable in all UP communities
- **Program components:**
 - webinar training for employees
 - Appropriate PPE on site
 - Clear signage of customer expectations
 - Health department endorsement
 - Marketing materials provided
 - Website created to share program and participants

Potential Partners:

- Lake Superior Community Partnership (confirmed)
- Invest UP
- DDAs
- UP Economic Development organizations
- UP Chambers of Commerce
- UP Tourism agencies
- Regional planning agencies
- UP Health Departments



Pure Michigan

- Statewide Tourism Pledge drafted by Pure Michigan workgroup.
- Rolling out as soon as next week, more info coming.

Eight steps for employers to keep their workers safe, within the hierarchy of controls



1 Administrative controls



2 Access control



3 Distancing



4 Sanitation



5 Hygiene



6 PPE



7 Positive case protocols



8 Facility closure



Questions

- What to do about UP Cares Pledge?
- Roll into this work, or continue on our own?



Wrap-Up

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

