

# Tourism Coffee Hour

April 29, 2020  
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MSU Extension





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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
- 10:20: Breakouts
- 10:50: Report out and wrapup
- 11:00: Adjourn



# Introductions!



MICHIGAN

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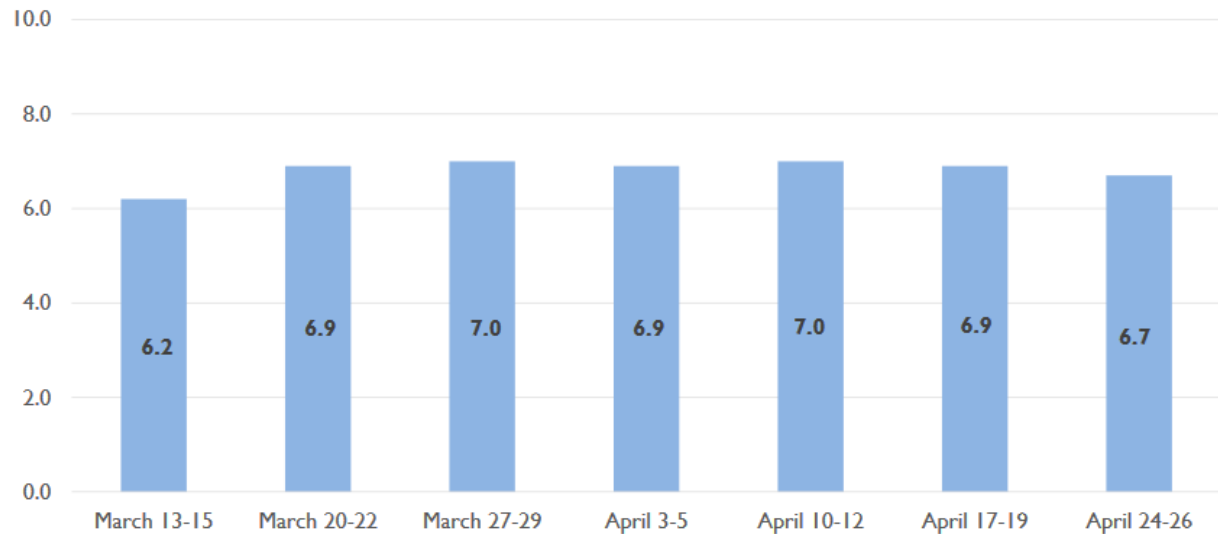




## Personal Health Concerns

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

Personal concern about contracting the virus is at a 6-week low (6.7/10.0).



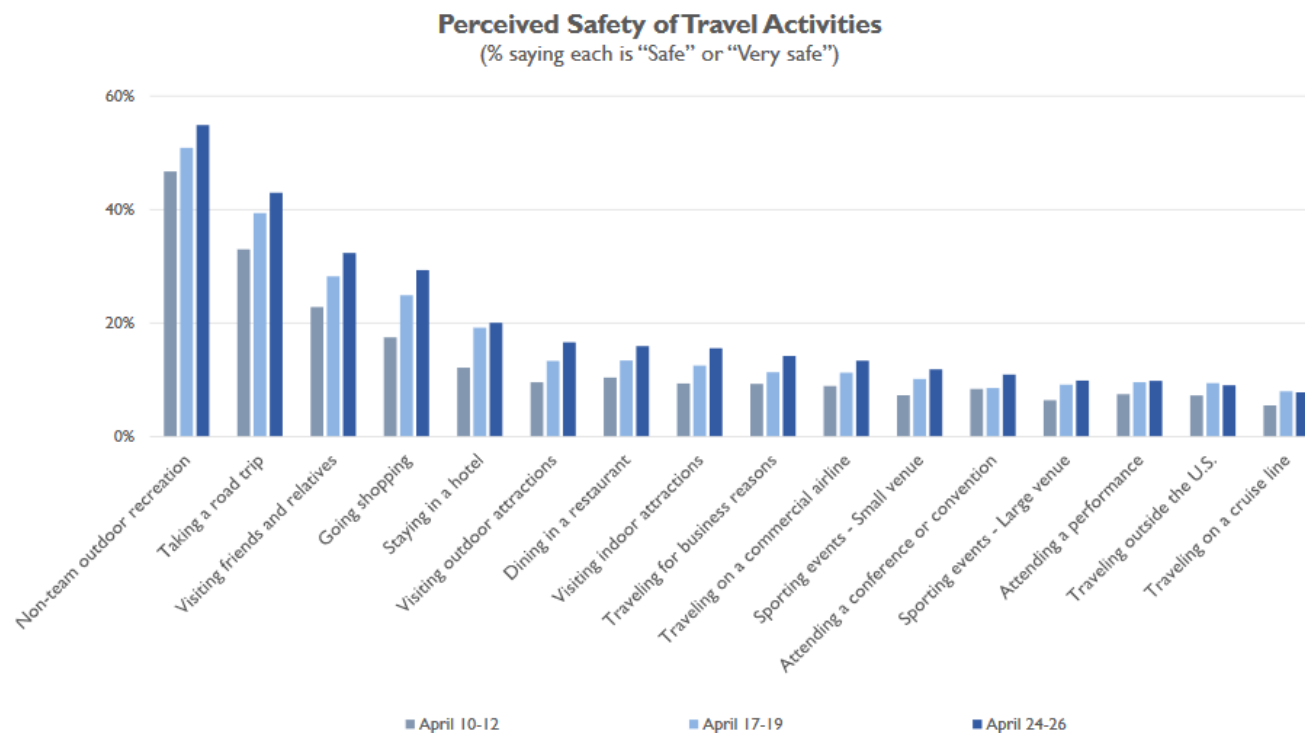
**Question:** Thinking about the current coronavirus situation, in general, HOW CONCERNED ARE YOU PERSONALLY about contracting the virus? (Please answer using the scale below)

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



## Perceived Safety of Travel Activities

The perceived safety of large events like professional sports games and live performances remains low but continues to improve.



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

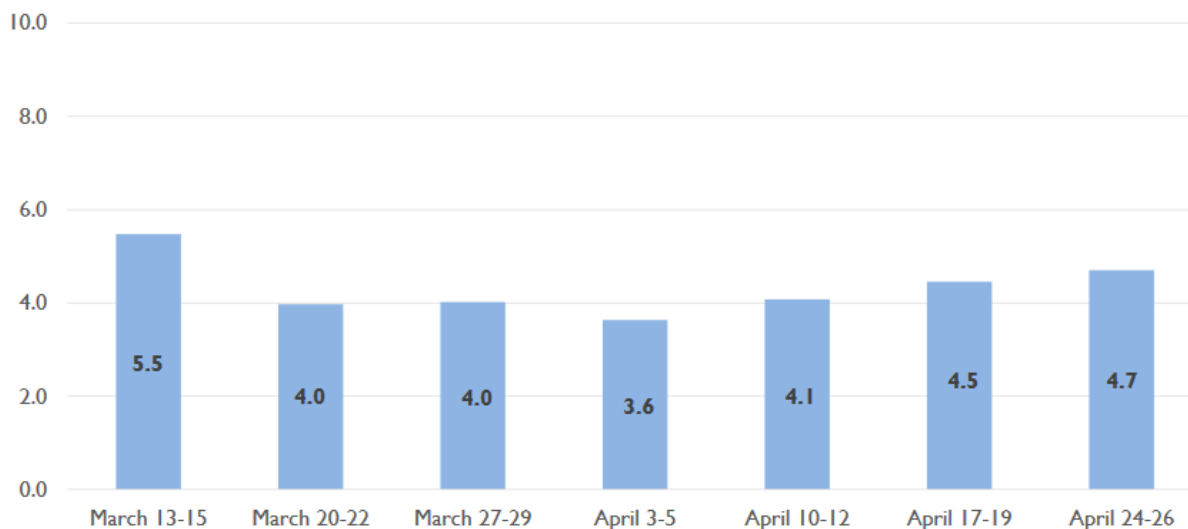
(Base: Waves 5-7. 1,263, 1,238 and 1,208 completed surveys. Data collected April 10-12, 17-19 and 24-26, 2020)



## Excitement About Taking a Weekend Getaway

Excitement levels to take a getaway in the next month are depressed but at a 5-week high (4.7/10.0).

**Average Level of Excitement About Taking a Weekend Getaway Next Month**  
(on an 10-point scale from "Not at all excited" to "Extremely excited")



**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)

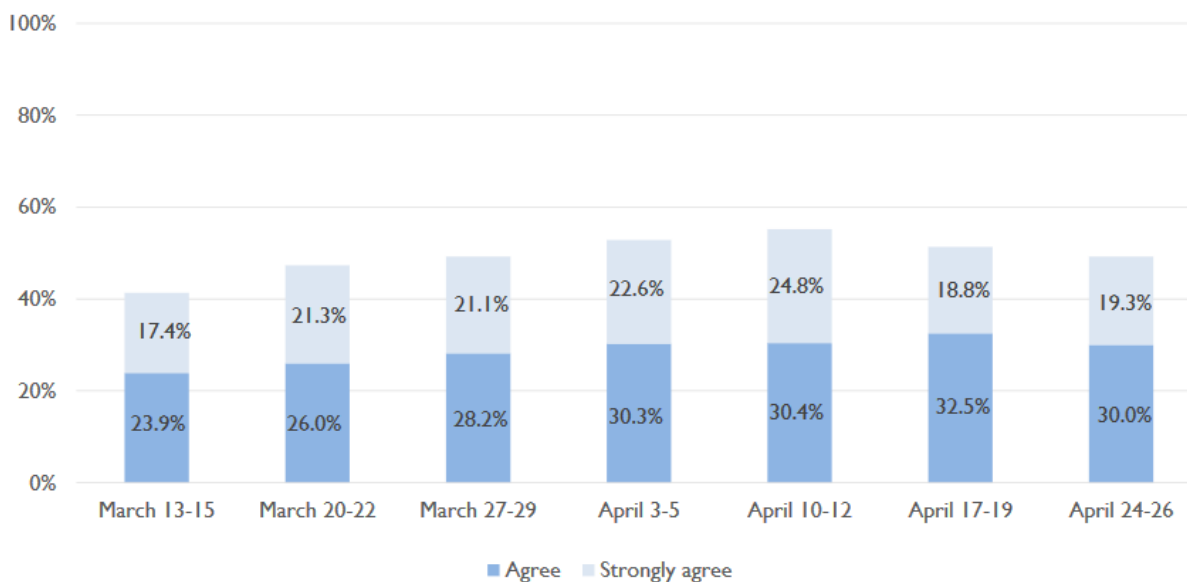
*(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238 and 1,208 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19 and 24-26, 2020)*



## Staycations as a Replacement for Vacations

Agreement about staycationing is at a 3-week low (49.3%).

Americans Who Will Take a Staycation Instead of a Vacation



Question: 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).

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

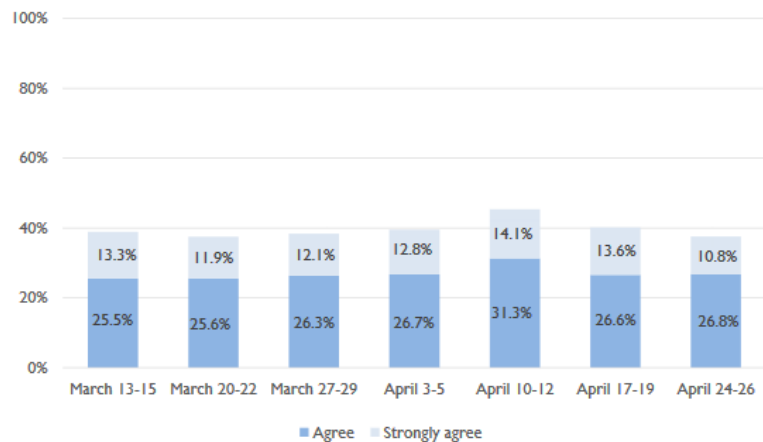




## Road Trips and Travel Outside the United States

The percent who will take more road trips this year to avoid air travel (37.6%) and the percent who will avoid travel outside the United States (77.8%) are both at 6-week lows.

Americans Who Will Take More Road Trips to Avoid Airline Travel

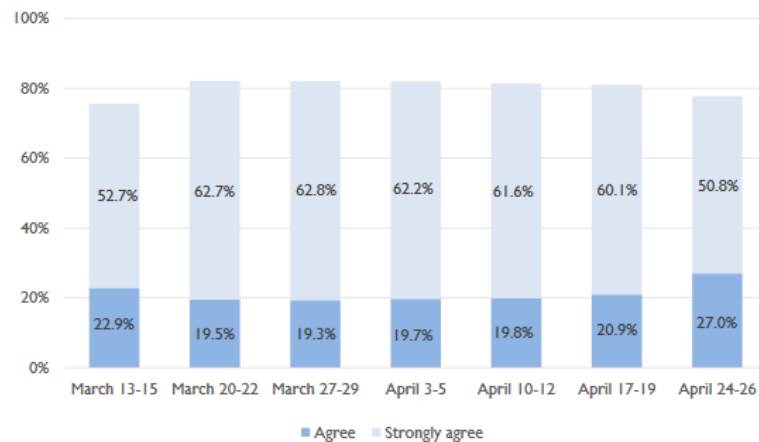


**Question:** How much do you agree with the following statement?

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

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

Americans Who are Unlikely to Travel Outside the U.S. Until the Coronavirus Situation is Resolved



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

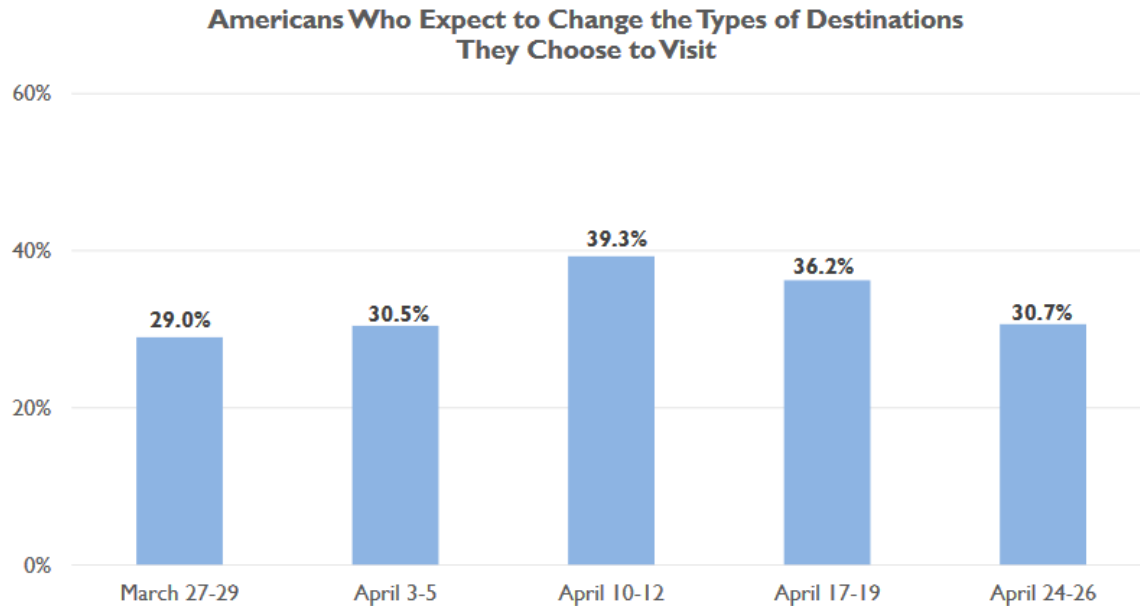
**Statement:** I will be unlikely to travel outside the United States until the Coronavirus situation is resolved.

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



## Changing the Types of Destinations Americans Choose to Visit

The percent who say they will change the types of travel destinations they choose to visit is back down to 30.7% from a high of 39.3% on April 10<sup>th</sup>.



**Question:** When the coronavirus situation is resolved, do you expect that you will change the types of travel destinations you choose to visit? (Please think about changes you might make in the SIX (6) MONTH period after the coronavirus situation is resolved)

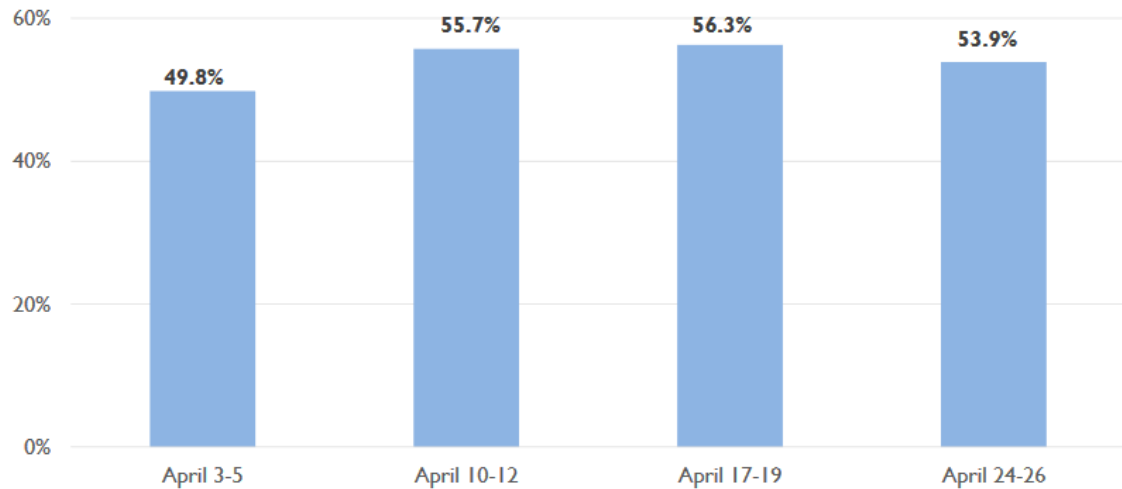
*(Base: Waves 3-7. 1,201, 1,216, 1,263, 1,238 and 1,208 completed surveys. Data collected March 27-29, April 3-5, 10-12, 17-19 and 24-26, 2020)*



## Avoiding Crowded Destinations

Over half of American travelers continue to say they will avoid crowded destinations when they travel again.

Americans Who Expect to Avoid Crowded Destinations After the Coronavirus Situation is Resolved



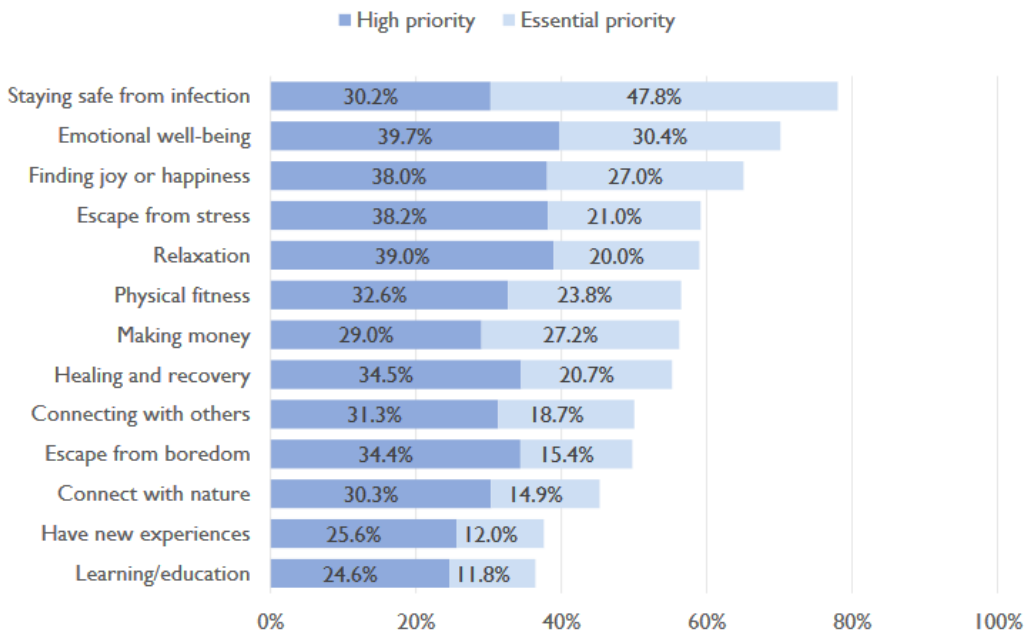
**Question:** Do you expect that you will avoid any of the following in the SIX (6) MONTH period immediately after the coronavirus situation is resolved? (Select all that would complete the following sentence for you) I will most likely avoid \_\_\_\_\_.

*(Base: Waves 4-7. 1,216, 1,263, 1,238 and 1,208 completed surveys. Data collected April 3-5, 10-12, 17-19 and 24-26, 2020)*



## Lifestyle Priorities

Looking at their lifestyle priorities over the next six months, Americans are most in sync on staying safe from infection (47.8%)--even more so than on making money (27.2%) or their emotional well-being (30.4%).



**Question:** Tell us about your lifestyle priorities in the next six months. However you personally define each, use the scale provided to indicate how you will prioritize these in the next SIX (6) MONTHS.]

(Base: Wave 7. 1,208 completed surveys. Data collected April 24-26, 2020)





## Operational Practices in Commercial Public Places

When asked about the operational practices they want to see used at restaurants and commercial locations like malls and sports venues, Americans are in most agreement about hand sanitizer, disinfectant wipes and well-explained cleaning procedures.

**Question:** Moving forward, which of these would you want to see as common business practices? (Select all that apply)

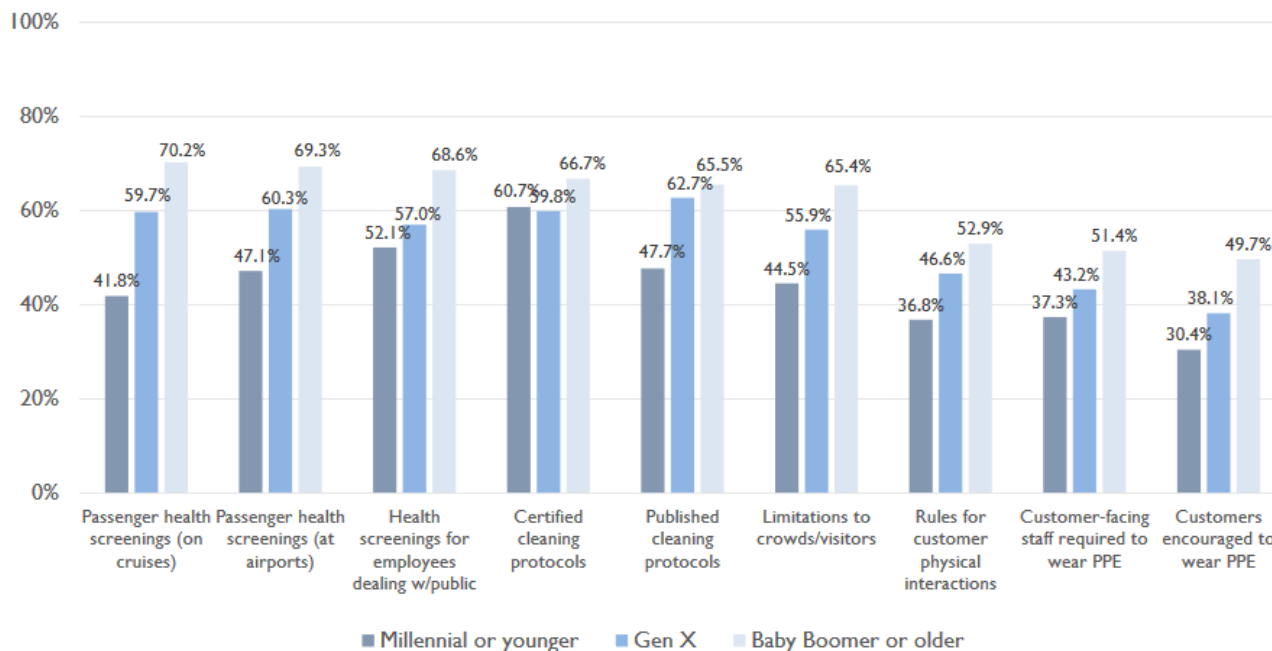
*(Base: Wave 7. 1,208 completed surveys. Data collected April 24-26, 2020)*

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



## Common Business Practices

However, in what becomes common business practices, Boomers want new policies like health screenings more than younger travelers.



Question: Moving forward, which of these would you want to see as common business practices? (Select all that apply)

(Base: Wave 7. 1,208 completed surveys. Data collected April 24-26, 2020)



## Breakouts

- Marketing: Primarily targeted at visitors, sharing information about the benefits of travel to the UP (easy to social distance, etc.) and the steps our hospitality industry is taking to keep them safe.
- Education: Primarily targeted at our local communities, sharing information about how our tourism businesses are taking steps to protect them from “imported” Coronavirus infections. Also sharing best practices internally for managing reopening and employee safety when that time comes.



## Breakouts

1. Brainstorm as many topics/focus areas as you can for your effort.
  2. Begin to prioritize key projects.
    1. Start with “low-hanging fruit”
  3. Identify needs
    1. Resources, funds, people, materials, etc.
  4. Volunteer to help implement.
- Will and Andy will take notes.





# Report Out

Education

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Marketing

- 



## Wrap-Up

- Final Partner Comments: Resources, Support
  - [MSUE Resources](#)
  - [MEDC Resources](#)
- Next Meeting
  - Wednesday, May 6<sup>th</sup>, 10am ET/9am CT
- Evaluations
  - <https://bit.ly/2Vz24C6>
  - <https://bit.ly/2Vu8JgM>

