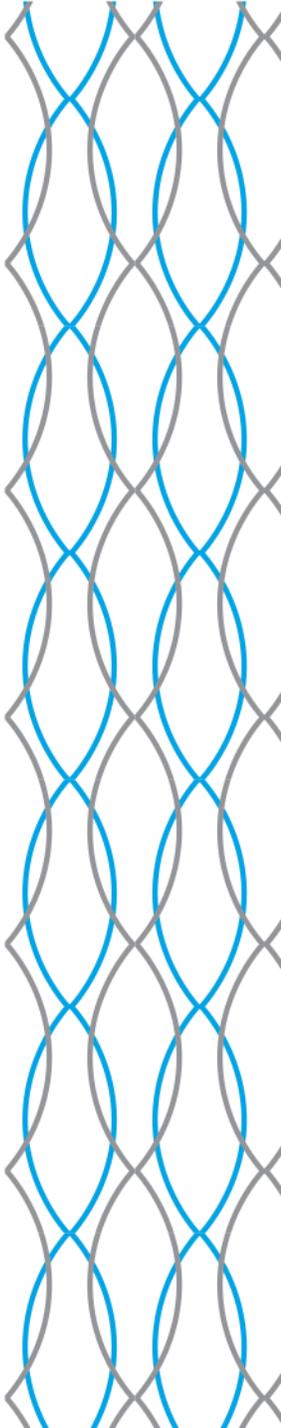


Iowa Tourism Indicators COVID-19

April 15, 2020



U.S. Travel

<https://www.ustravel.org/toolkit/covid-19-travel-industry-research>

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COVID-19 Travel Industry Research

CARES Act Relief Resources

While the latest travel data reflects the dire situation that we face, it is very useful when speaking with Congress, the administration and government leaders about the urgent need to provide relief to our industry now. We also know that real-time insights are critical to detecting shifts in traveler behavior and sentiment so that you can plan appropriately for the future.

This page will be updated frequently as new travel industry data comes in. Please check back often.

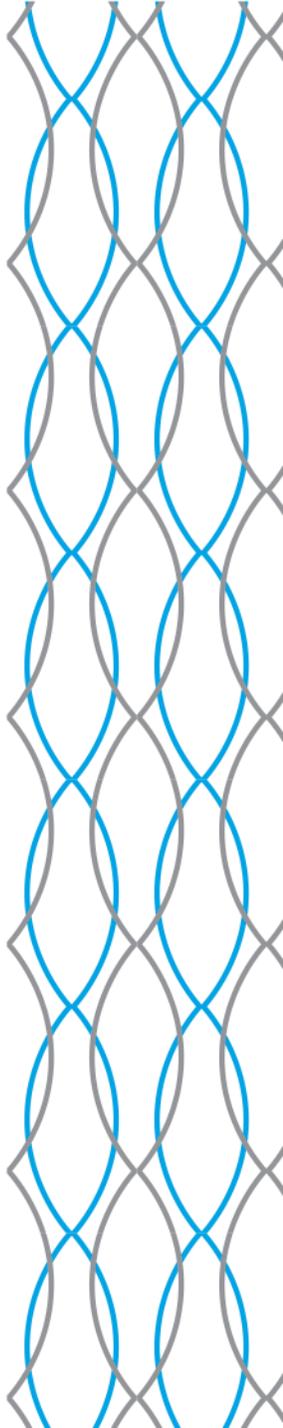
[CONTACT US](#)

Tori Emerson Barnes

EVP, Public Affairs and Policy

[Email >](#)

Laura Holmberg



Weekly Analysis: Tourism Economics

TOTAL TRAVEL INDUSTRY IMPACT

Projected downturns of the U.S. travel industry in 2020 as a result of the coronavirus:



↓ **\$62 BILLION**
in federal, state and local taxes

Travel industry losses alone will be great enough to push the U.S. economy into a **RECESSION**

7.1%
UNEMPLOYMENT RATE
will result from travel-related job losses alone

Job losses will spike in April and May, shedding **52% of ALL TRAVEL EMPLOYMENT** by December

— More Than **7x** the Impact of 9/11 —

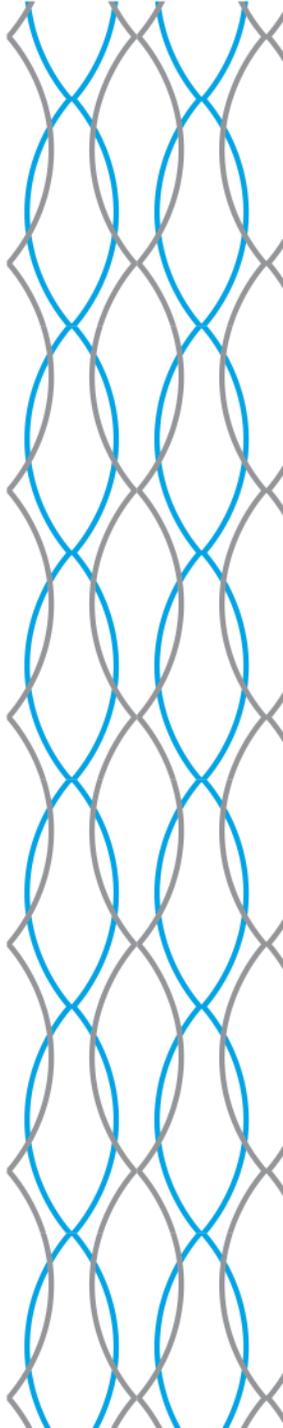
Updated March 24, 2020

SOURCE: Tourism Economics

Weekly Analysis: Tourism Economics

[View Weekly and State by State Data](#)

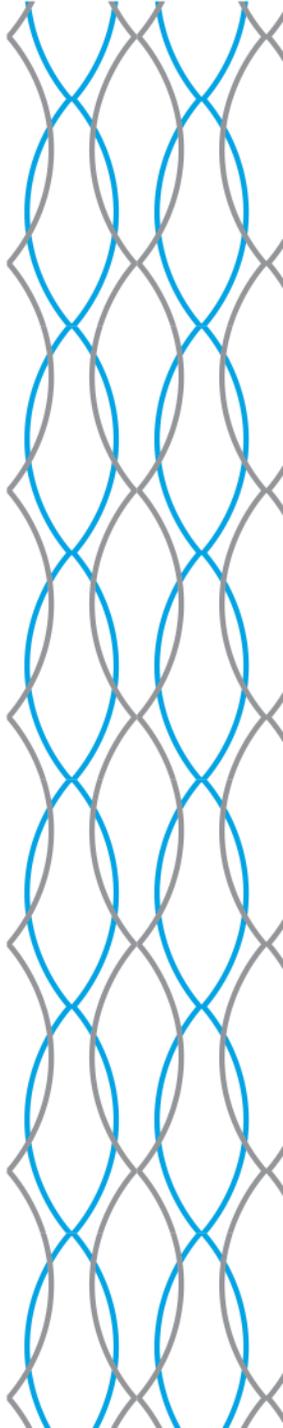
TOTAL WEEKLY TRAVEL SPENDING (\$ MILLIONS)								
WEEK ENDING...	2/15	2/22	2/29	3/7	3/14	3/21	3/28	4/4
Alabama	221	223	210	213	191	102	64	55
Alaska	50	48	46	54	46	27	18	20
Arizona	411	417	412	393	313	120	71	62
Arkansas	144	139	132	146	114	66	44	40
California	2,824	2,746	2,898	2,488	1,700	622	460	425
Colorado	438	404	401	400	303	98	74	69
Connecticut	223	231	229	234	164	68	54	47
Delaware	44	41	41	45	33	18	14	14
Florida	1,997	2,002	2,038	1,883	1,441	614	262	231
Georgia	577	569	582	558	479	212	135	114
Hawaii	498	507	521	481	425	239	53	25
Idaho	113	106	113	115	88	54	32	24
Illinois	891	789	750	729	504	198	142	110
Indiana	219	224	232	227	161	79	55	49
Iowa	164	185	170	181	155	74	54	50



Weekly Analysis: Tourism Economics

[View Weekly and State by State Data](#)

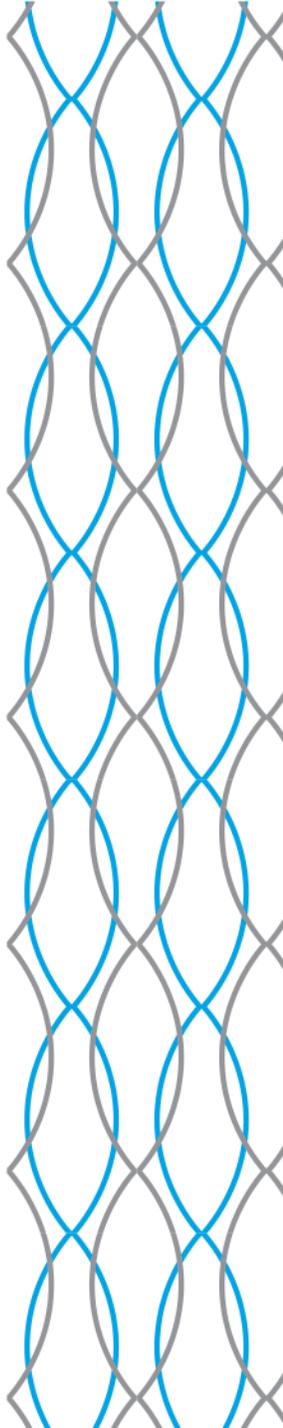
YEAR-OVER-YEAR NET CHANGE IN WEEKLY TRAVEL SPENDING (\$ MILLIONS)								
WEEK ENDING...	2/15	2/22	2/29	3/7	3/14	3/21	3/28	4/4
Alabama	4	5	-8	-17	-39	-128	-166	-177
Alaska	-4	-5	-7	-2	-10	-29	-38	-37
Arizona	5	12	7	-36	-117	-310	-358	-371
Arkansas	5	0	-7	-1	-34	-81	-103	-109
California	28	-50	102	-468	-1,256	-2,334	-2,496	-2,563
Colorado	30	-4	-7	-32	-129	-333	-357	-367
Connecticut	-7	1	-1	-9	-79	-174	-189	-199
Delaware	1	-2	-2	0	-13	-27	-31	-32
Florida	60	65	101	-165	-607	-1,434	-1,786	-1,839
Georgia	-7	-15	-2	-60	-139	-405	-483	-510
Hawaii	6	15	29	-40	-96	-281	-467	-500
Idaho	7	-1	6	2	-25	-58	-80	-90
Illinois	104	2	-37	-103	-328	-634	-690	-731
Indiana	-12	-8	0	-17	-84	-166	-190	-199
Iowa	-10	11	-4	-3	-30	-110	-131	-136



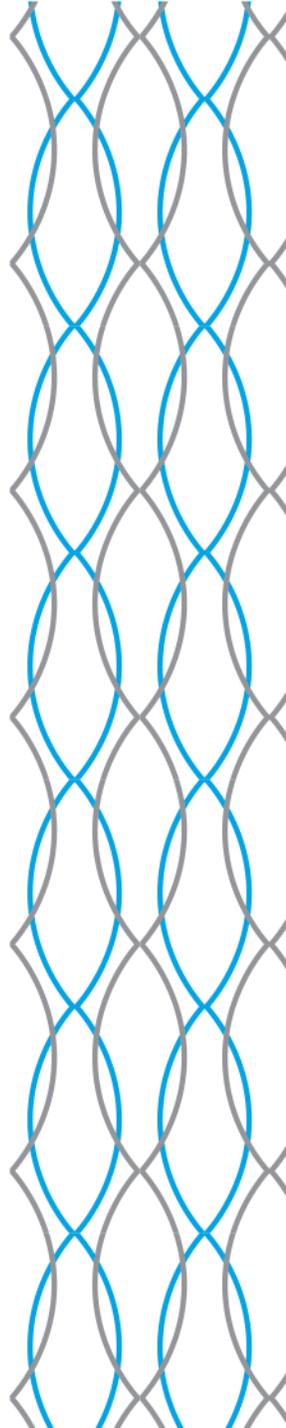
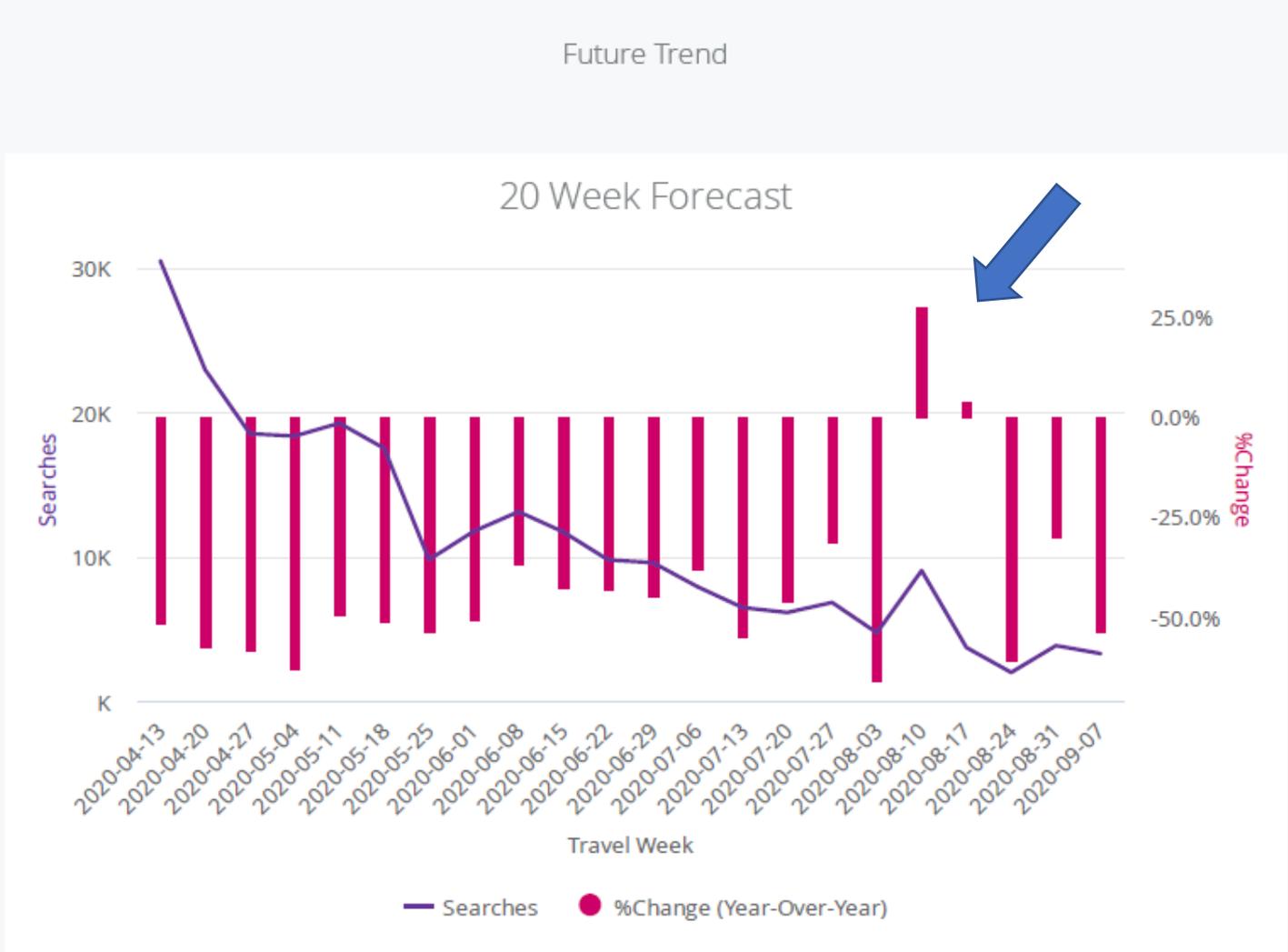
Weekly Analysis: Tourism Economics

[View Weekly and State by State Data](#)

YEAR-OVER-YEAR NET CHANGE IN WEEKLY STATE TAX REVENUE (\$ MILLIONS)								
WEEK ENDING...	2/15	2/22	2/29	3/7	3/14	3/21	3/28	4/4
Alabama	0	0	0	0	-1	-3	-4	-4
Alaska	0	0	0	0	0	0	0	0
Arizona	0	0	0	-1	-3	-9	-10	-11
Arkansas	0	0	0	0	-1	-3	-4	-4
California	1	-1	3	-14	-37	-68	-73	-75
Colorado	1	0	0	-1	-3	-8	-8	-8
Connecticut	0	0	0	0	-4	-8	-9	-9
Delaware	0	0	0	0	0	0	0	0
Florida	2	2	3	-5	-18	-42	-52	-53
Georgia	0	-1	0	-2	-5	-14	-16	-17
Hawaii	0	1	1	-1	-4	-10	-17	-19
Idaho	0	0	0	0	-1	-2	-2	-3
Illinois	4	0	-1	-4	-12	-24	-26	-27
Indiana	0	0	0	-1	-3	-6	-6	-7
Iowa	0	0	0	0	-1	-4	-5	-5



Tracking Search & Booking Behavior: ADARA



Car: Daily Trends Tracker: Arrivalist

Arrivalist US Daily Travel Index

Daily Travel Index

-87.7%

April 12, 2020, Sunday

Day of Week Change

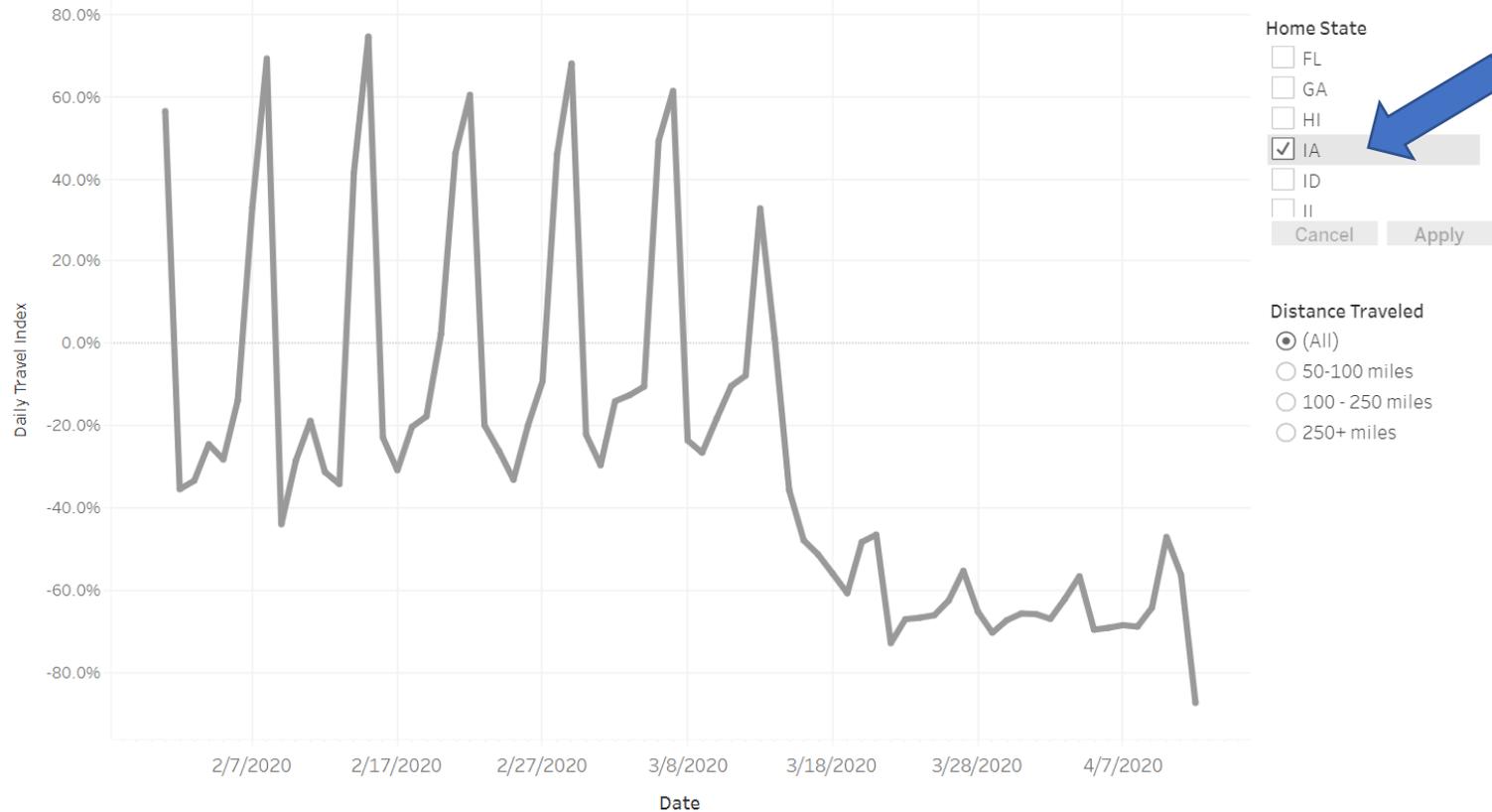
-59.0%

Sunday vs Prior Sunday

Week over Week Change

-3.0%

Last 7 Days vs Prior 7 Days

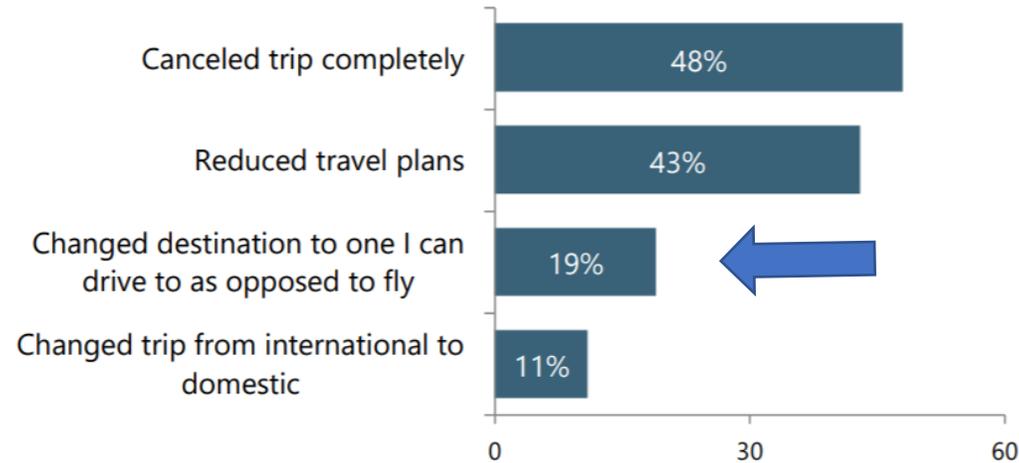


Traveler Sentiment: Longwoods/Miles

IMPACT ON TRAVEL PLANS



of travelers planning to travel in the next six months will change their travel plans due to coronavirus

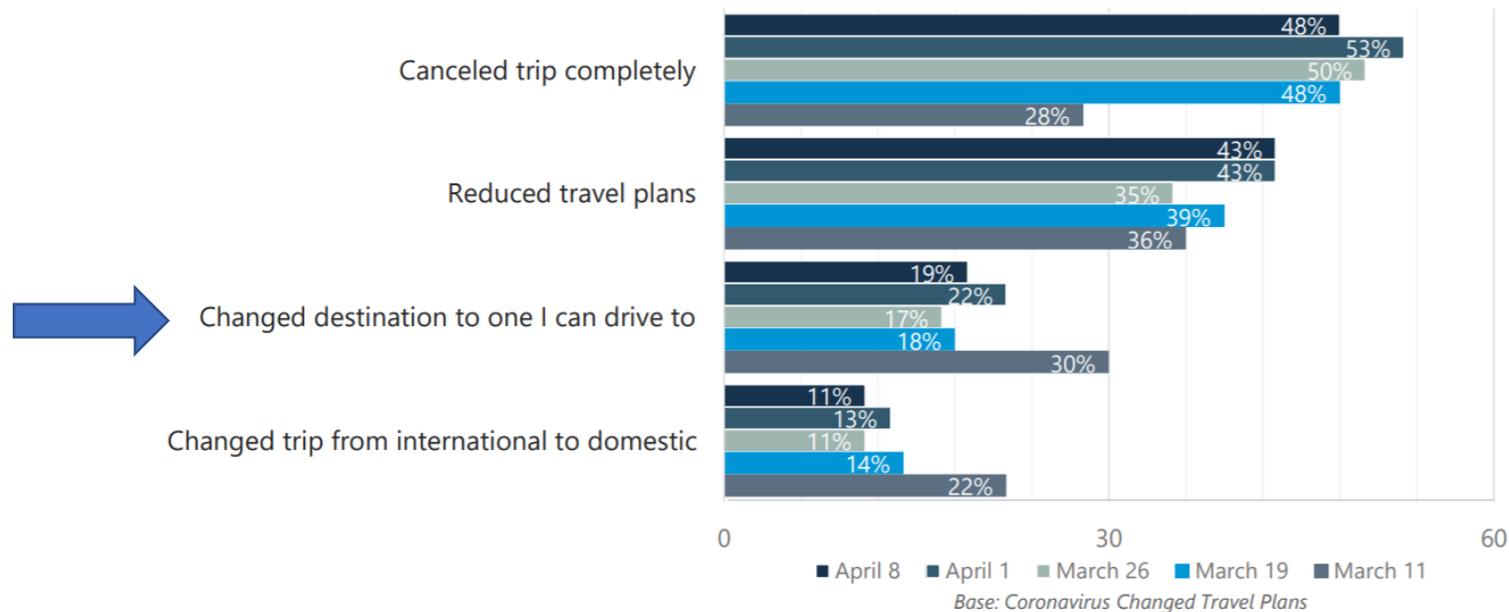


Base: Coronavirus Changed Travel Plans

Traveler Sentiment: Longwoods/Miles

IMPACT ON TRAVEL PLANS

Impact of COVID-19 on Upcoming Travel Plans Comparison



Travel Sentiment Study Wave 5

Traveler Sentiment: Longwoods/Miles

IMPACT ON TRAVEL PLANS

Information and Content of Interest to Travelers



Travel Sentiment Study Wave 5

Traveler Sentiment: Destination Analysts



47.0%

I'll get back in but carefully

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



39.9%

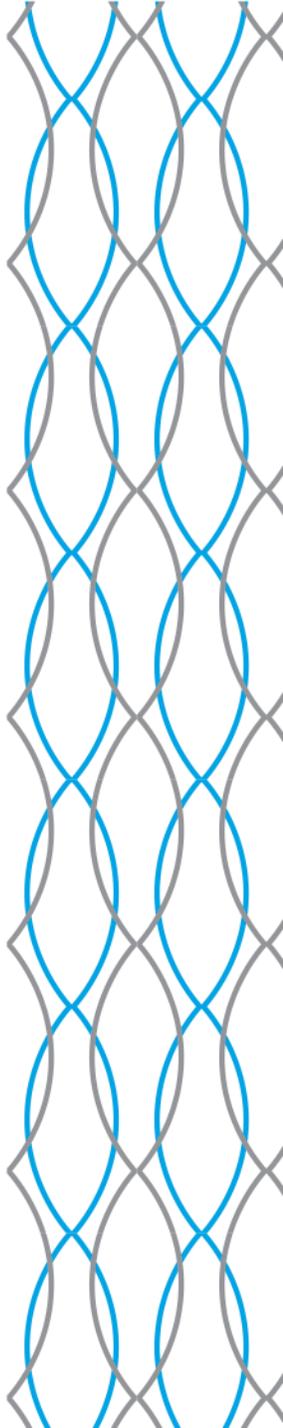
I'll test the waters first



13.1%

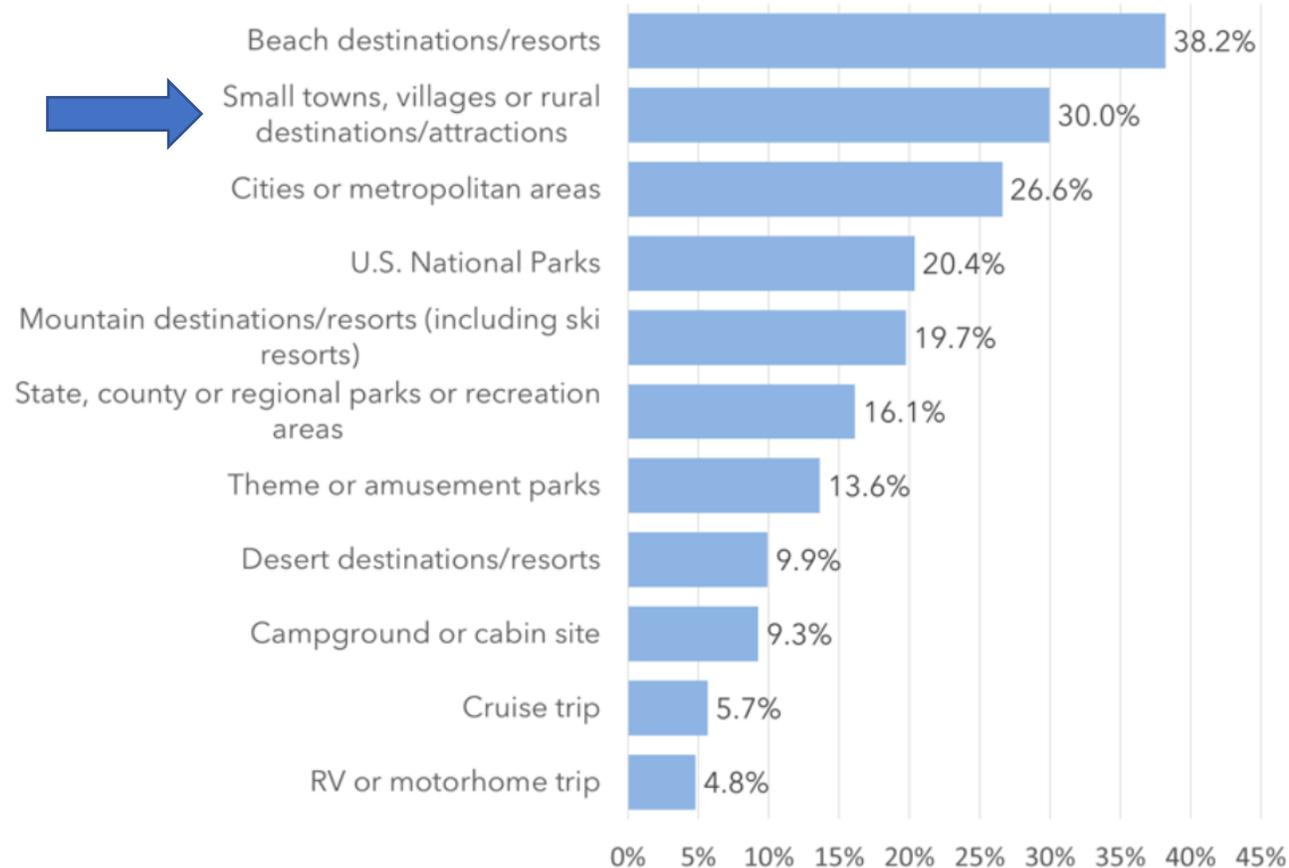
I'll jump right back in

Destination  Analysts



Traveler Sentiment: Destination Analysts

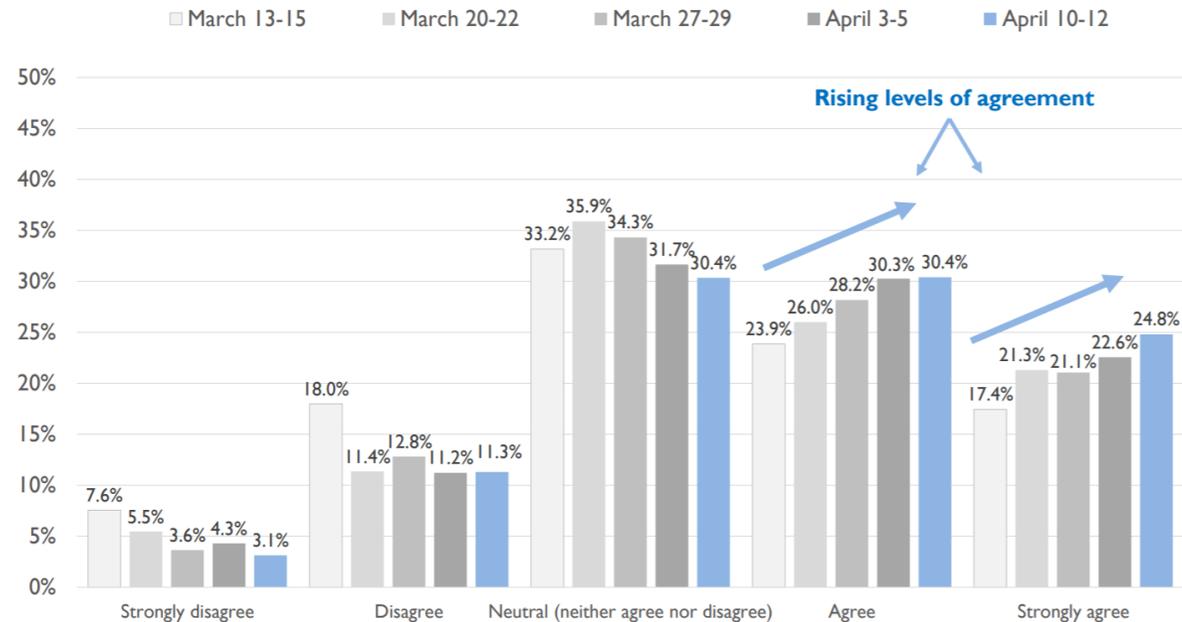
Americans' First Trip Destination Post-Pandemic



Traveler Sentiment: Destination Analysts

Staycations as a Replacement for Vacations

On a continual rise: the number agreeing they will take a staycation this summer (55.2%, up from 41.3% one month ago).



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).

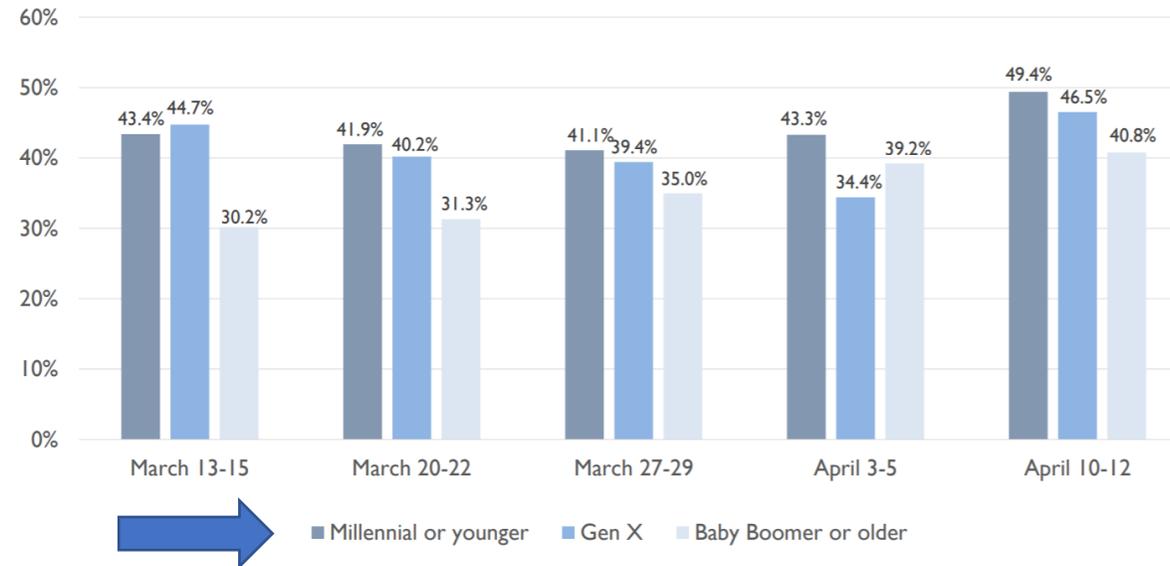
(Base: All respondents, 1,201, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12, 2020)

Traveler Sentiment: Destination Analysts

Replacing Air Travel With Road Trips

Also on a continual rise: the number of younger travelers who say they will take more road trips to avoid airline travel (49.4% from 43.4% one month ago).

Americans Who Agree They Will Take More Road Trips This Year 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 and 1,263 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12, 2020)

Iowa Tourism Resources

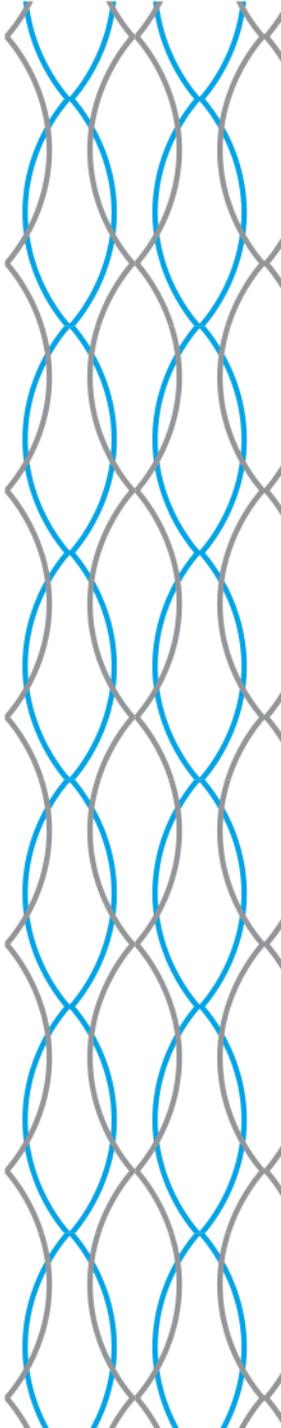
<https://www.traveliowa.com/industry-partners/tools/covid-19-resources/>

U.S. Travel

<https://www.ustravel.org/toolkit/covid-19-travel-industry-research>

TTRA Resources:

<https://ttra.com/resources/covid-19-travel-and-tourism-research-resources/>



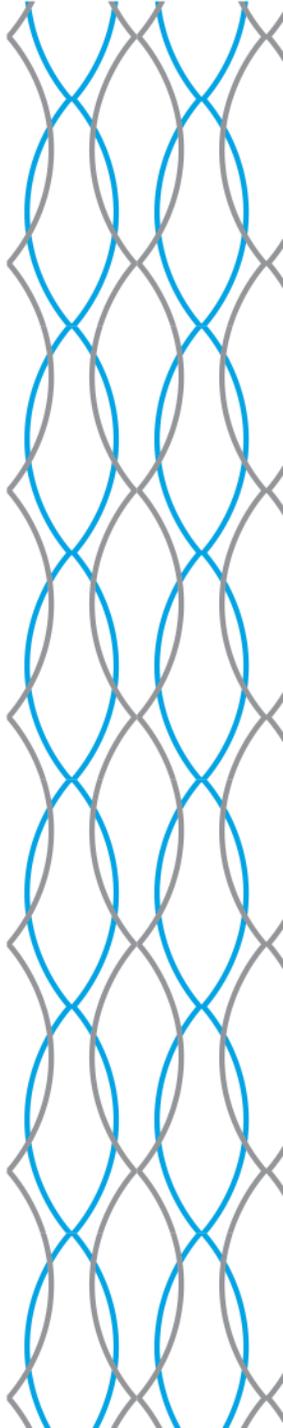
Weekly Forums Webinars

Iowa Tourism Forums – Wednesdays at 3 pm <https://www.traveliowa.com/industry-partners/tools/covid-19-resources/>

Destination Analysts Sentiment Index Webinar – Tuesdays at 10 am <https://www.destinationanalysts.com/>

Travel & Tourism Research Forum – Wednesdays at 1 pm
<https://ttra.com/>

LuAnn.Reinders@IowaEDA.com



Thank you!

Iowa Tourism Indicators
COVID-19
April 15, 2020

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