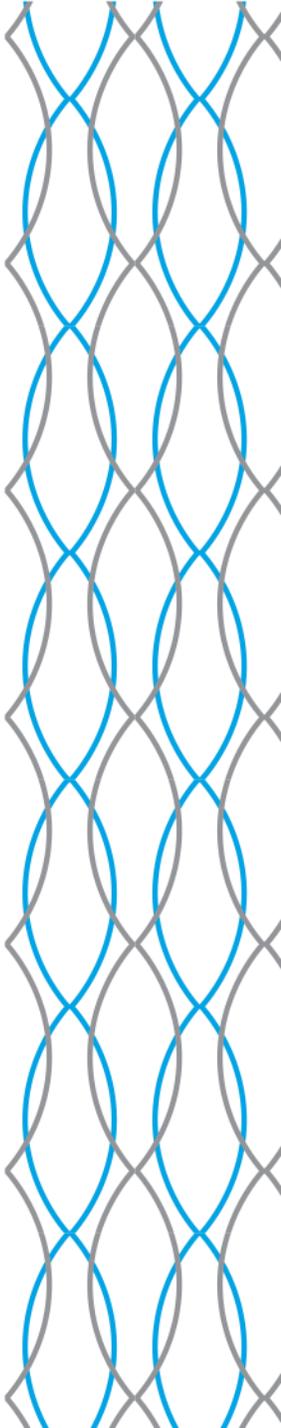
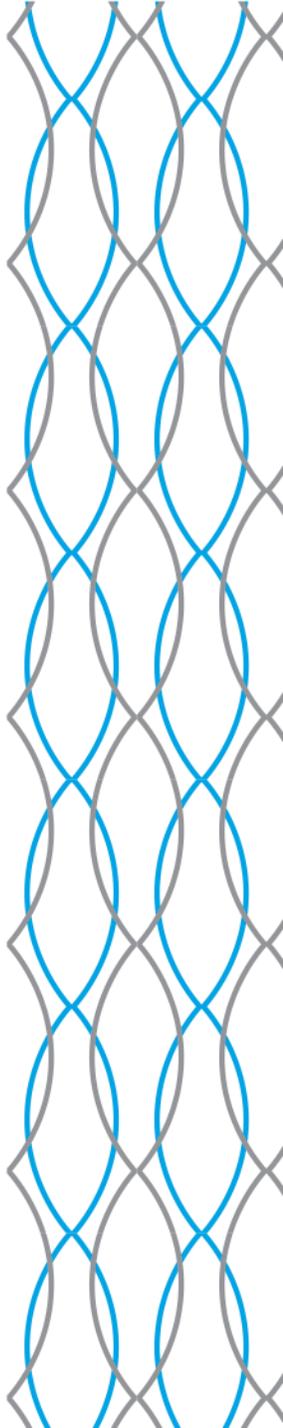
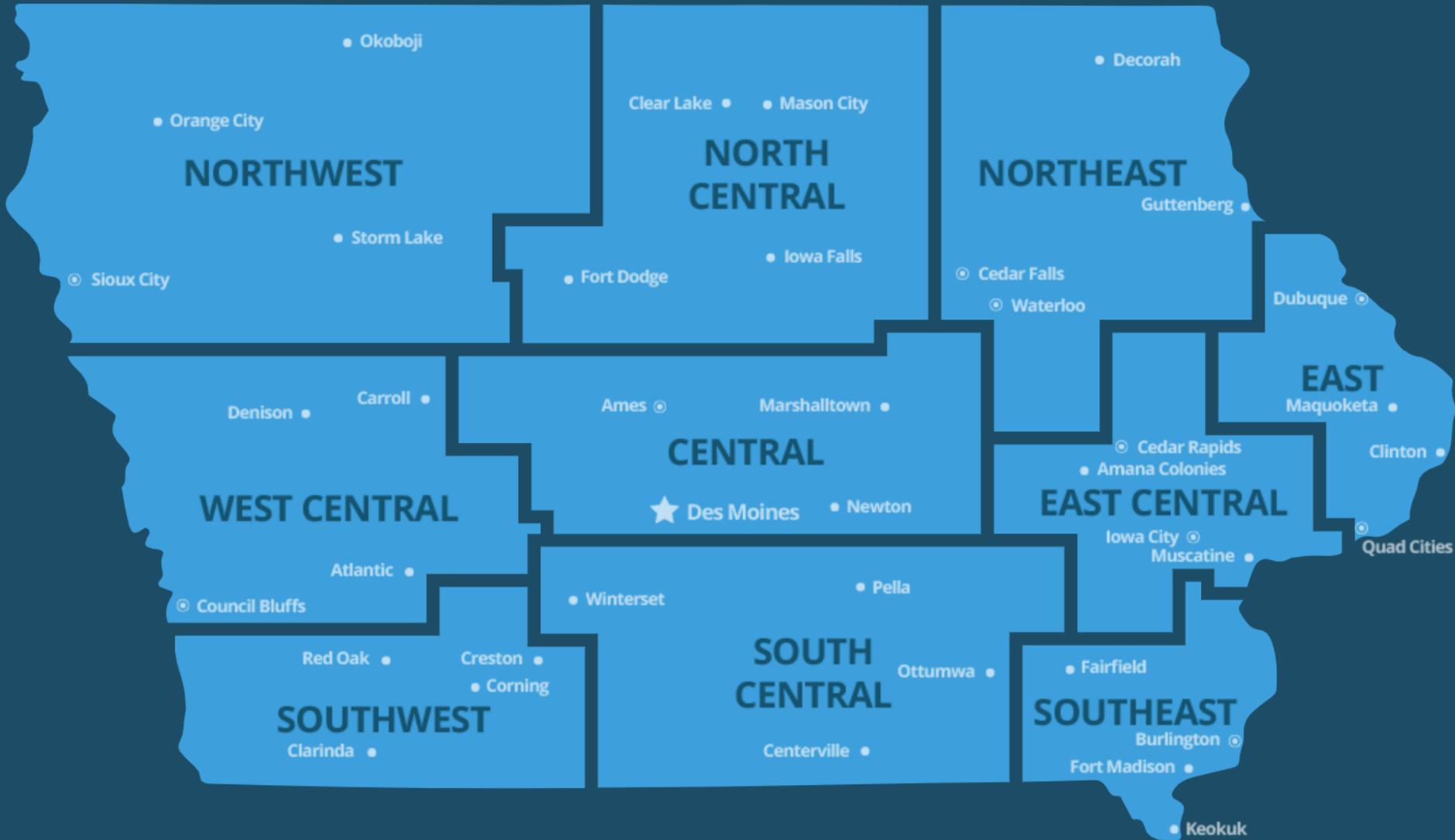


Iowa Travel Trackers

Iowa Tourism Office
COVID-19



Travel By Area



Arrivalist: Iowa Arrivals Panel

Smart phone users only

Travel in Iowa at least 50 miles

Minimum of two hours in Iowa

One day trips

Up to fourteen days to complete round-trips

Adults 18+

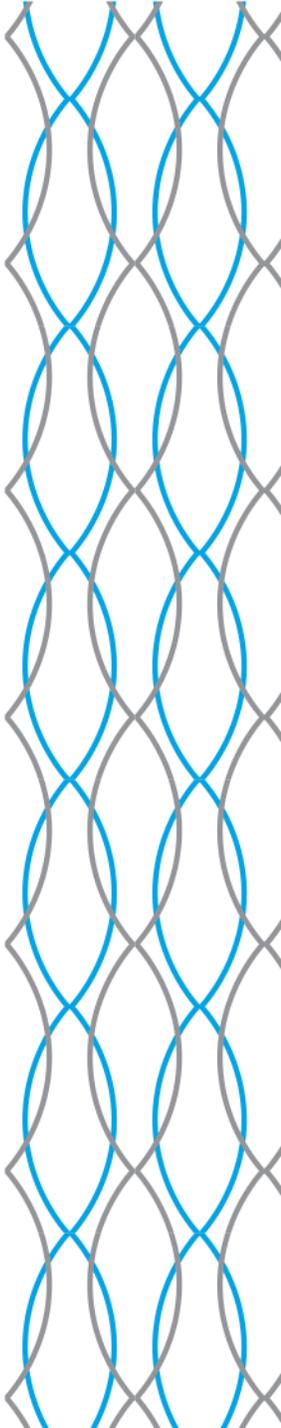
U.S. visitors only

Excludes commuters

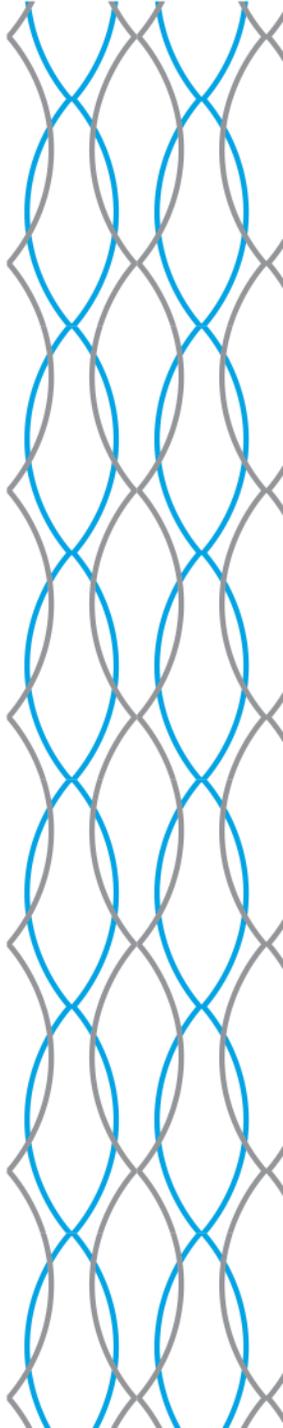
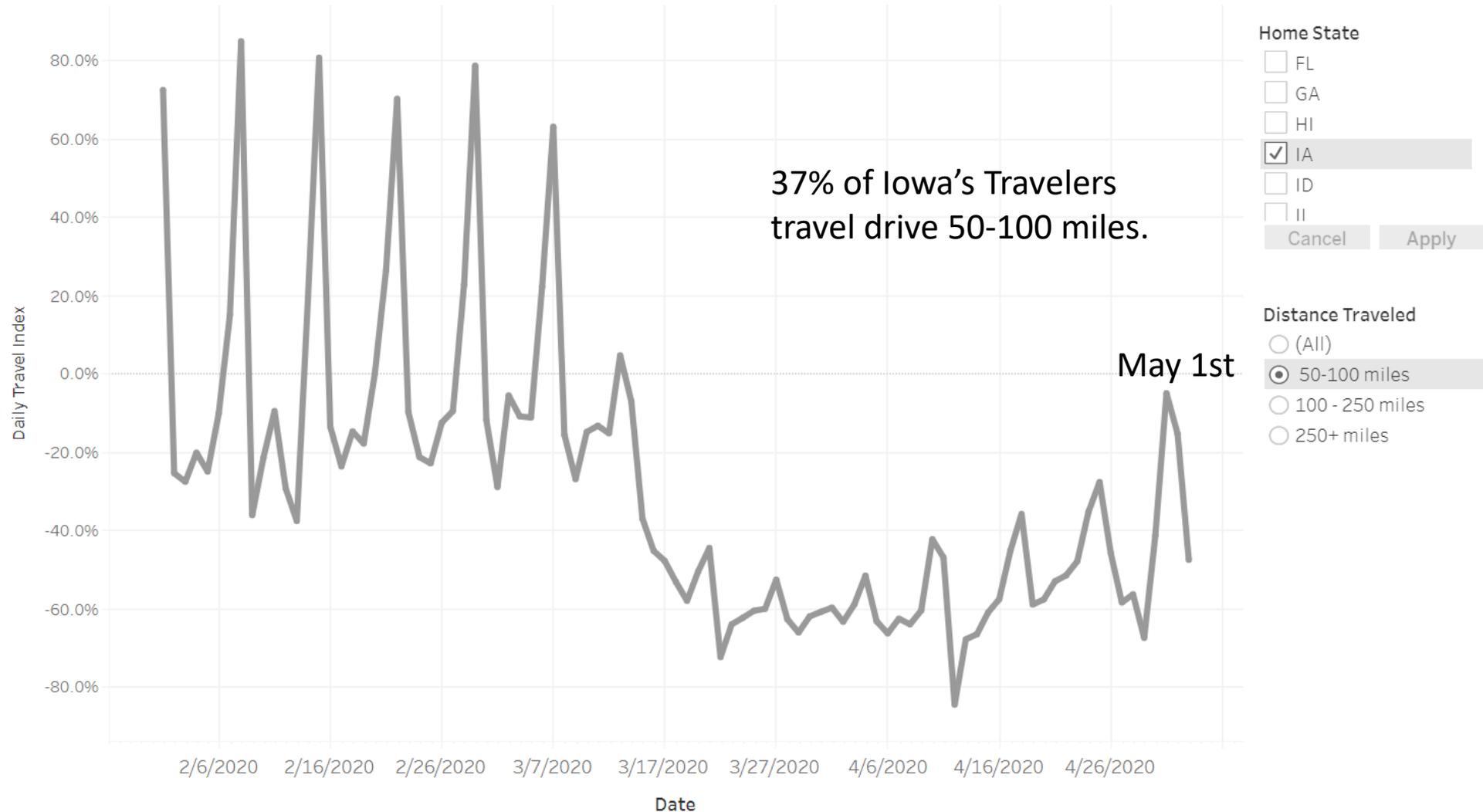
Device includes regular GPS pings

Privacy Law Compliant

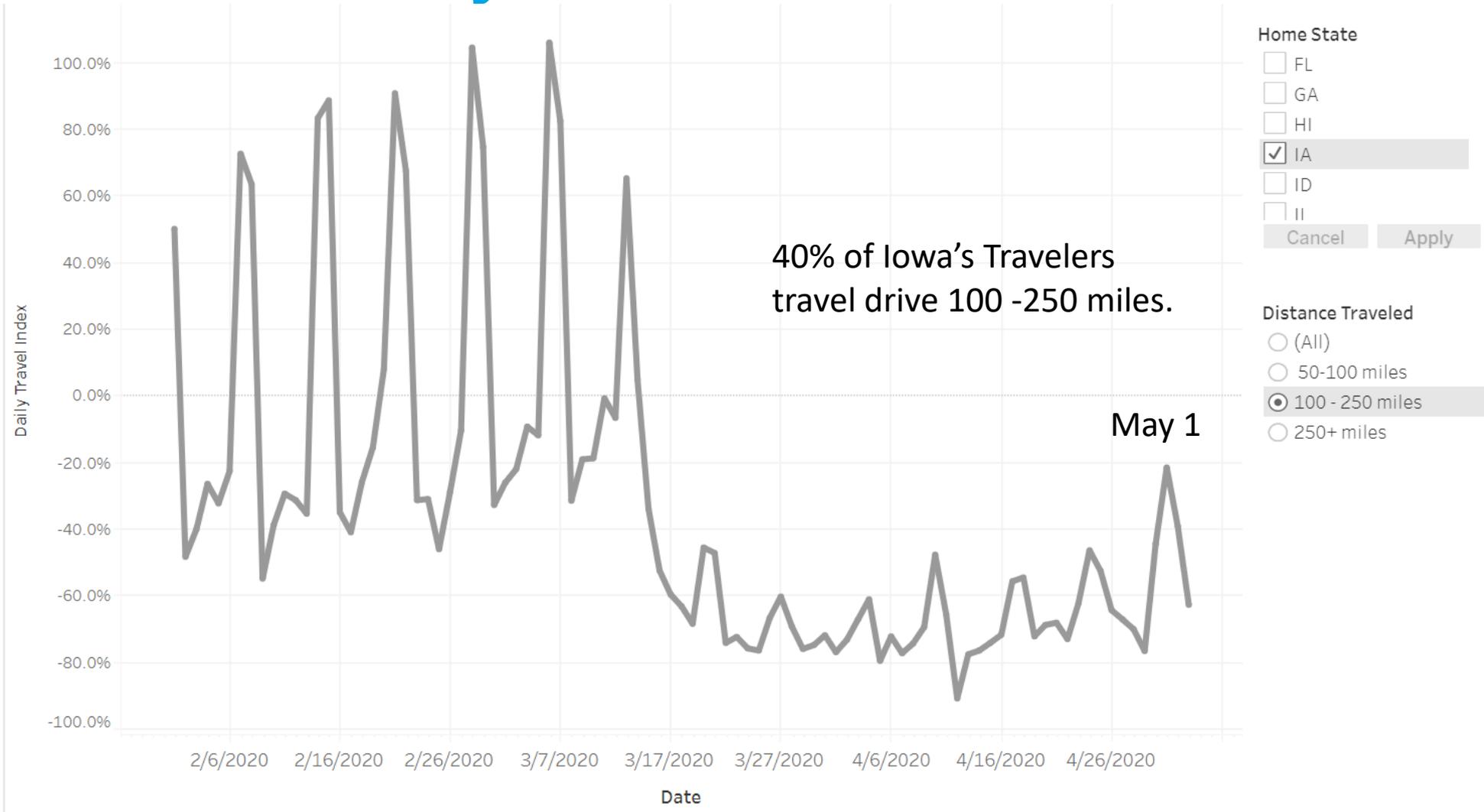
<https://www.arrivalist.com/daily-travel-index/>



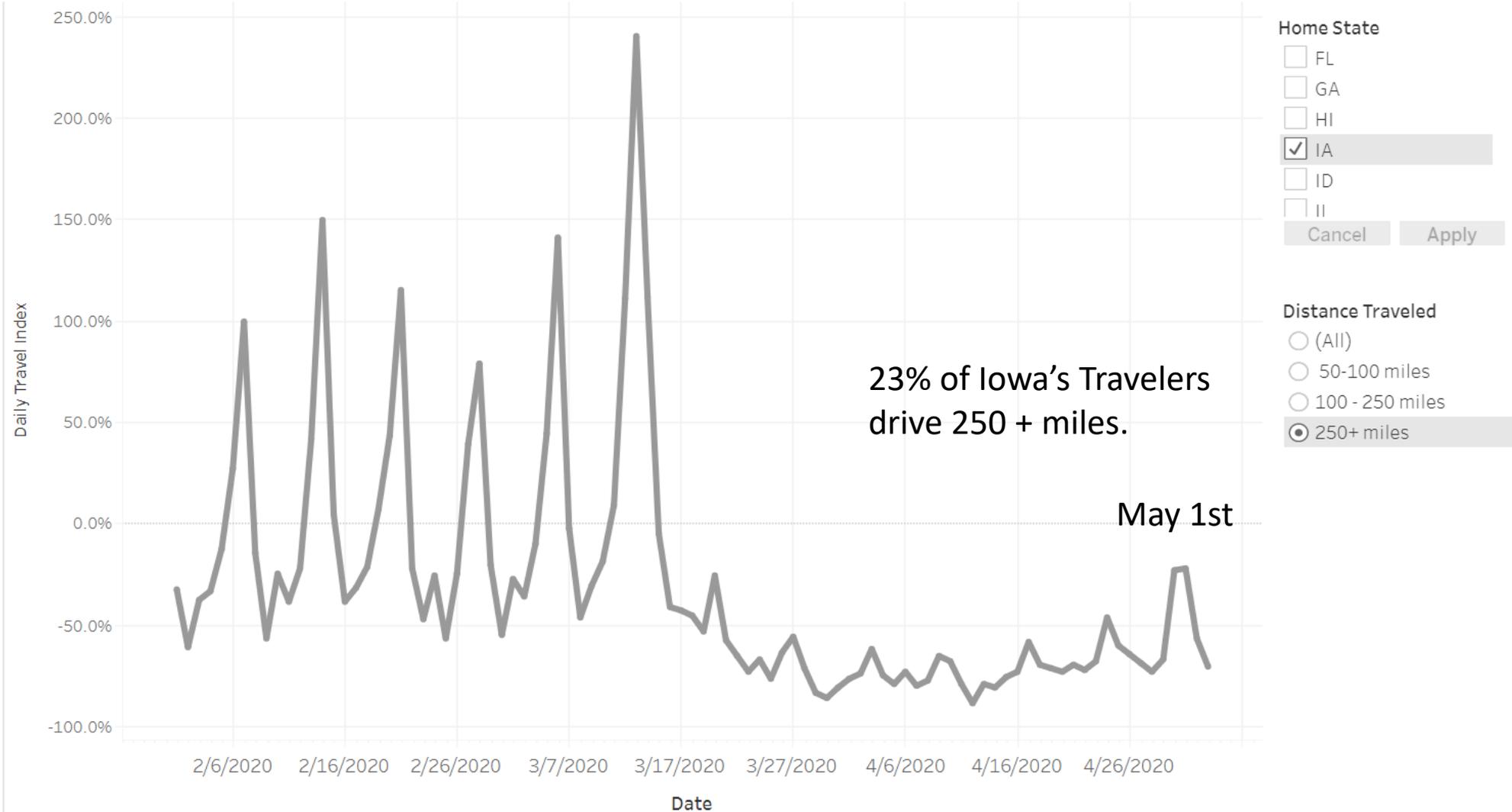
Arrivalist Daily Tracker Indicator – Iowa



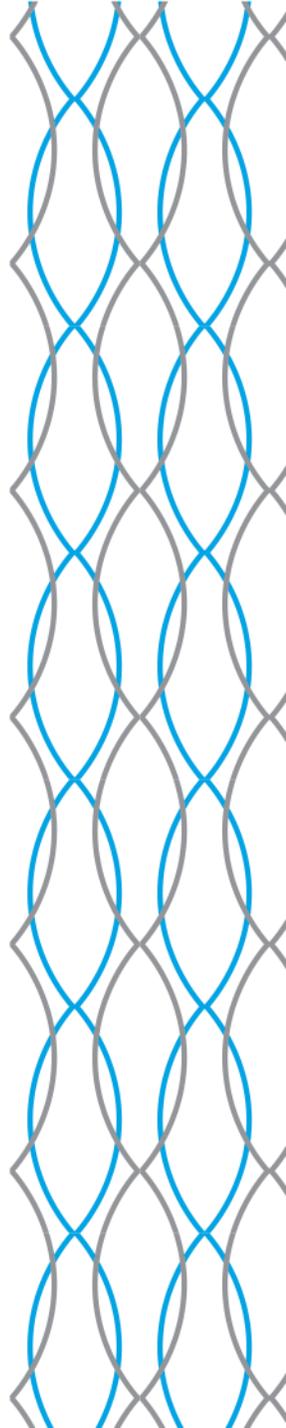
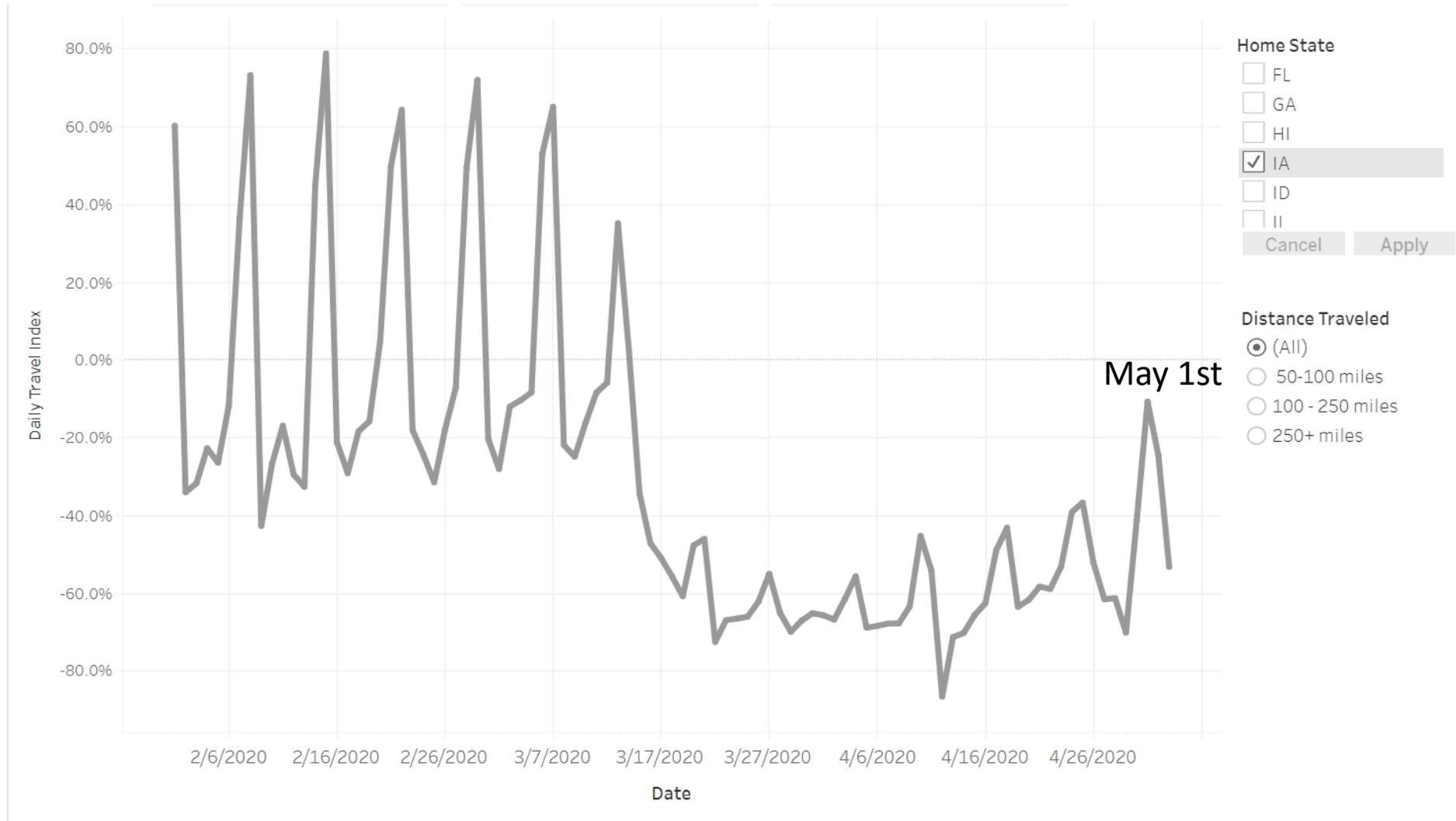
Arrivalist Daily Tracker Indicator - Iowa



Arrivalist Daily Tracker Indicator - Iowa



Arrivalist Daily Tracker Indicator - Iowa



IMPACT ON TRAVEL PLANS

First Trip Travelers Plan to Take in the Next Six Months



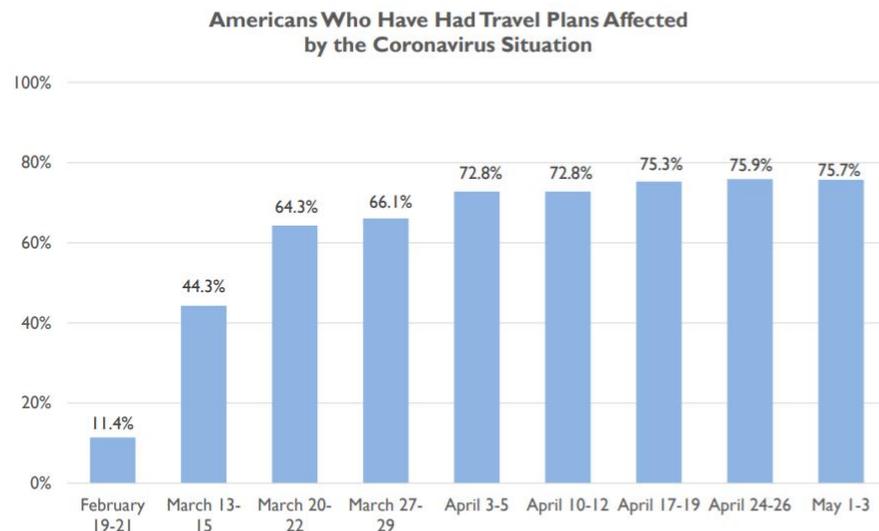
Travel Sentiment Study Wave 8

Longwoods INTERNATIONAL | miles PARTNERSHIP

<https://longwoods-intl.com/>

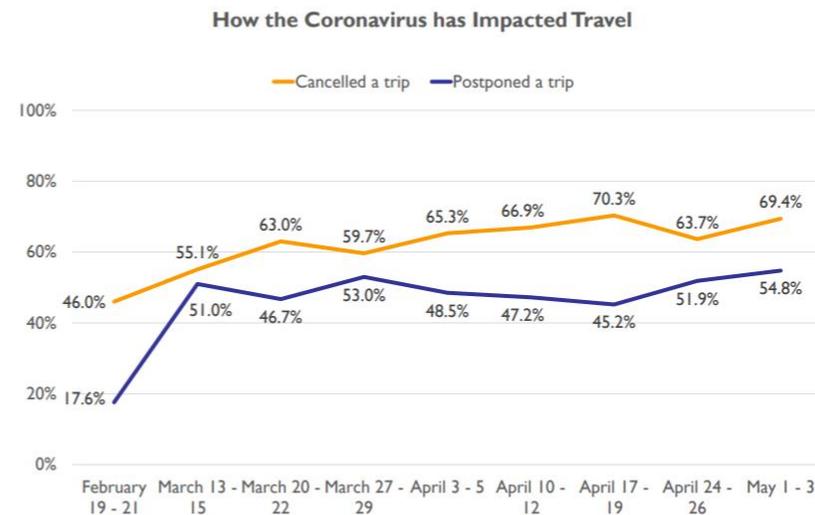
Impact of the Coronavirus on Travel

In looking forward for travel, the coronavirus' impact on American travel remains at 75.7%, with 69.4% canceling a trip and 54.8% postponing.



Question: Has the current coronavirus situation affected your travel in any way? (Please consider all your travel--leisure, business, group meeting, etc.)

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

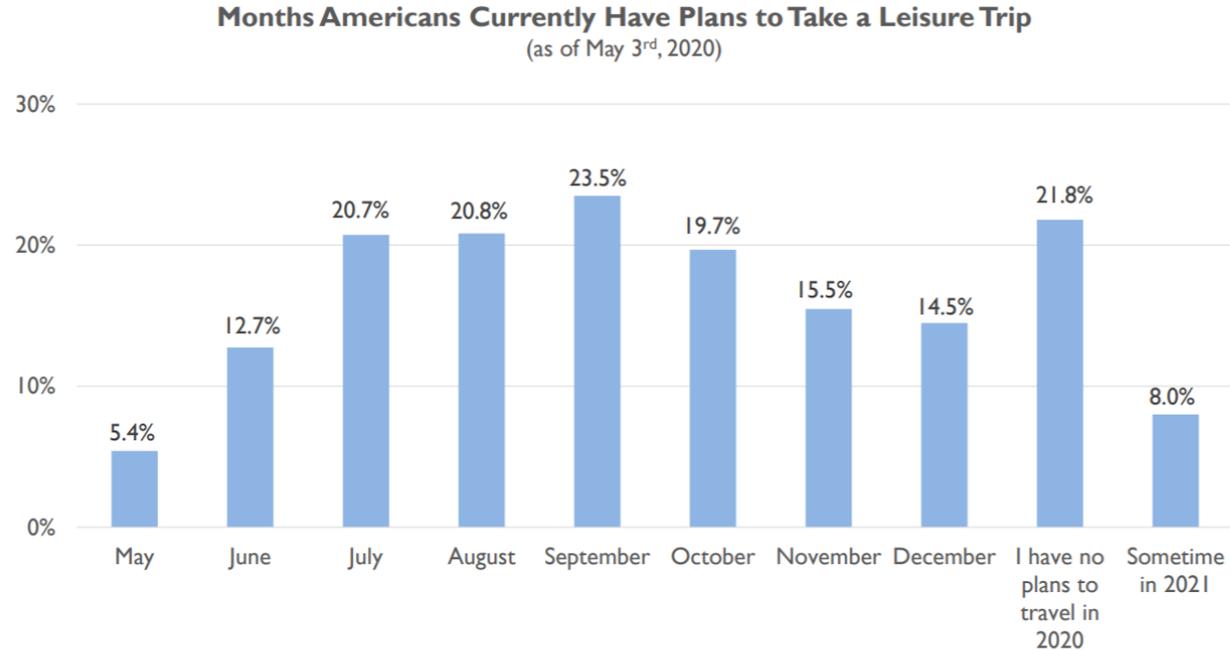


Question: How has the coronavirus situation affected your travel? (Select all that apply)
Due to the coronavirus situation, I have _____.

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

Months Americans Currently Have Plans to Take a Leisure Trip

September now has the highest number of American travelers having at least tentative trip plans (23.5%), with increases reported in November (15.5%) and December (14.5%), as well.

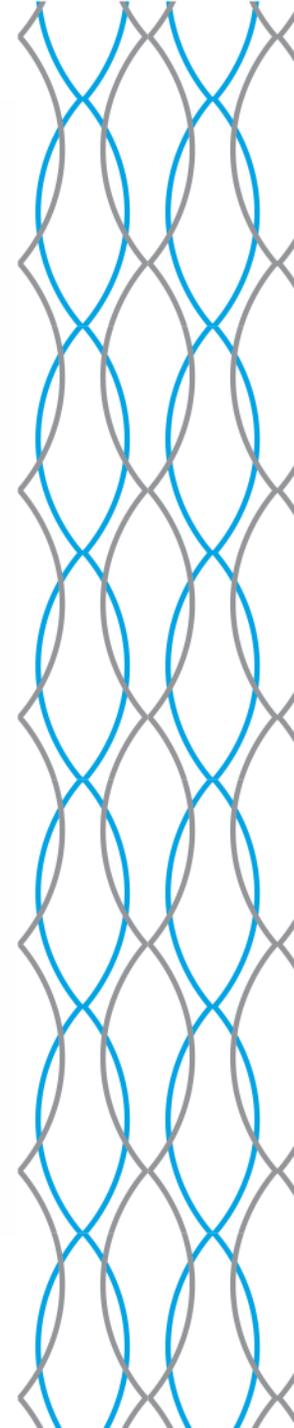
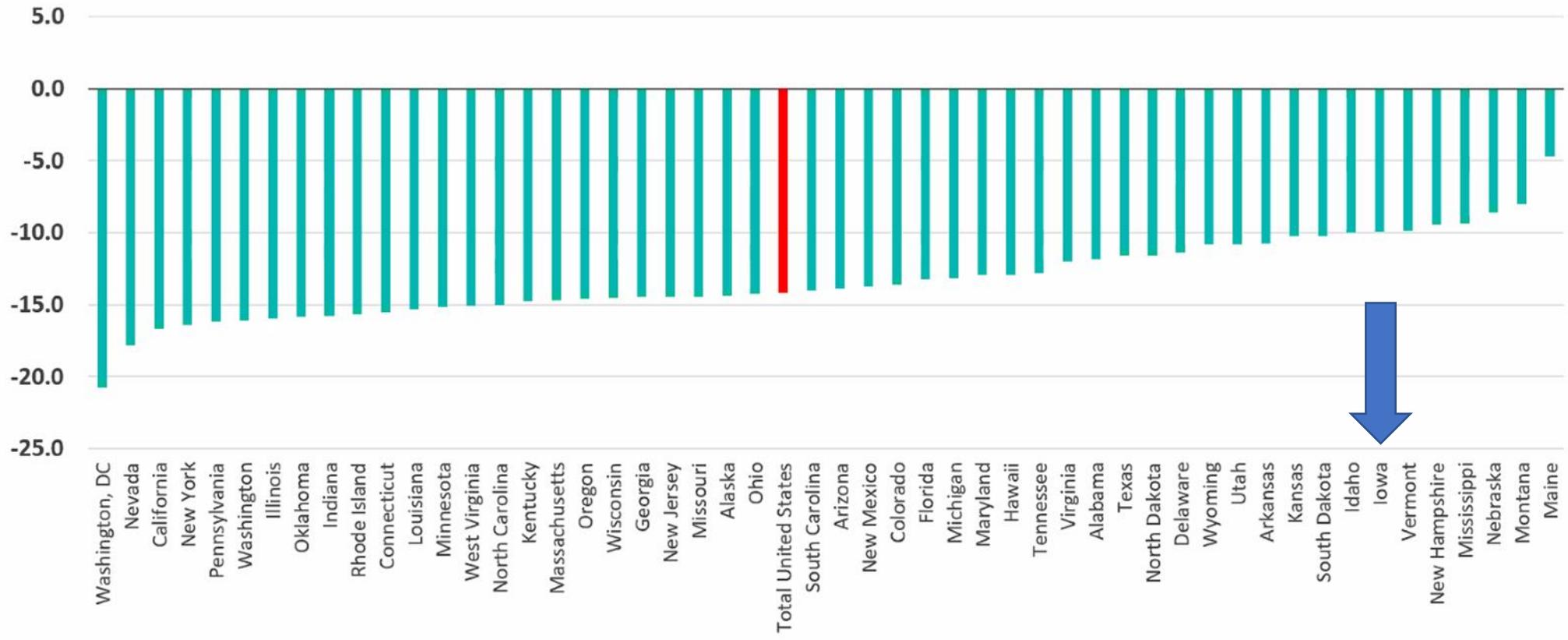


Question: Even if only tentatively scheduled, in which months of this year do you currently plan to take any leisure trips? (Select all that apply)

(Base: Wave 8. 1,204 completed surveys. Data collected May 1-3, 2020)



Q1 Rooms Sold Growth over 2019



Desired Operational Practices in Hotels

At hotels, guests will feel *most confident* a property is looking out for their health and safety if guests are provided with hand sanitizer, face masks, disinfectant wipes, etc. (36.8%) and the property's cleaning/sanitizing procedures are well-explained (32.0%).

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

(Base: Wave 8. 1,204 completed surveys. Data collected May 1-3, 2020)

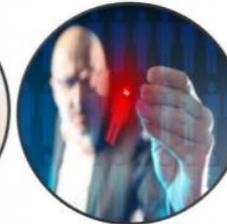
When staying in a **hotel** in the future, which operational practices do you think should be used?



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



Cleaning/sanitizing procedures well-explained (54.0%)



Required employee health screening (53.0%)



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%)



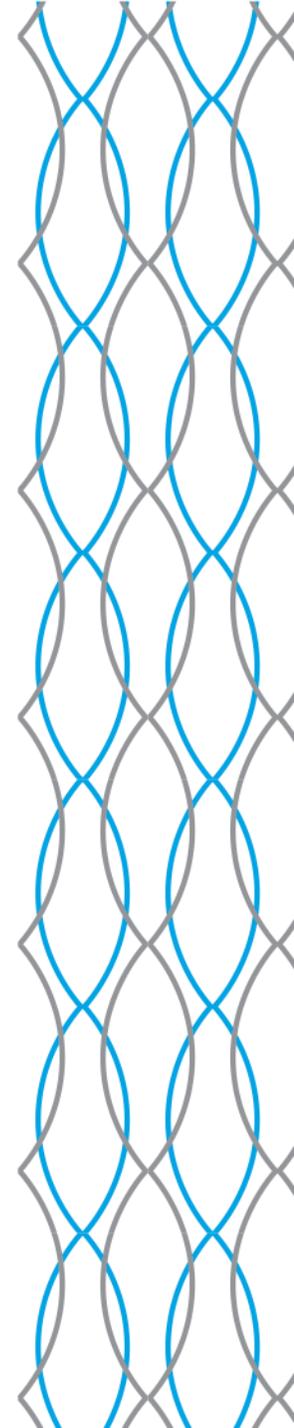
Automated restaurants (14.8%)

Travel is Missed:

70.6%

say they miss traveling, especially the most frequent travelers.

Many travelers expressed an excitement to return to travel when they feel it is safe, which will include the travel industry's participation in adopting health/safety protocols.



Thank you!

Resources

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

LuAnn.Reinders@IowaEDA.com

