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 compete 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

37% of Iowa’s Travelers travel drive 50-100 miles.

May 1st
Arrivalist Daily Tracker Indicator - Iowa

40% of Iowa’s Travelers travel drive 100 -250 miles.

May 1
Arrivalist Daily Tracker Indicator - Iowa

23% of Iowa’s Travelers drive 250 + miles.

May 1st
Arrivalist Daily Tracker Indicator - Iowa

May 1st
First Trip Travelers Plan to Take in the Next Six Months

- Travel by car to see friends and relatives within 200 miles: 20%
- Travel by car to see friends and relatives more than 200 miles: 19%
- Travel by plane to see friends and relatives within the U.S.: 13%
- Travel by car for a vacation/getaway within 200 miles (not to see friends/relatives): 12%
- Travel by car for a vacation/getaway more than 200 miles (not to see friends/relatives): 12%
- Travel by plane for a vacation/getaway (not to see friends/relatives) in the U.S.: 10%
- I am not planning to take a trip in the next 6 months: 8%
- Trip to another international destination: 3%
- I will vacation at home first (i.e., staycation): 2%
- International trip to Canada or Mexico: 1%
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.

[Graph showing percentage of Americans whose travel plans were affected by the coronavirus]

**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)

[Graph showing how the coronavirus has impacted travel]

**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 801, 204 completed surveys. Data collected May 1-3, 2020)

https://www.destinationanalysts.com/
Q1 Rooms Sold Growth over 2019
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)
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.

https://www.destinationanalysts.com/
Thank you!

Resources

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

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