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Tweet It: Visit Philly research quantifies COVID-19 impact on travel <https://vstphl.ly/39uBQ8N>

**VISIT PHILADELPHIA® RELEASES RESEARCH QUANTIFYING
IMPACT OF COVID-19 ON HOSPITALITY INDUSTRY**
Data From Russell Research Finds Travelers Delaying Trips, Showing Caution

PHILADELPHIA, March 30, 2020 – Today, VISIT PHILADELPHIA® announced that it has engaged Russell Research to evaluate the effects of COVID-19, the disease caused by the novel coronavirus, on Greater Philadelphia’s travel and tourism industry and inform the agency’s marketing plans and recovery strategies. The research provides a view of evolving travel perception/intent and feelings about COVID-19 across the country, but particularly in three key DMAs: New York City, Washington, DC and Philadelphia.

This new Russell Research data is one of many sources informing VISIT PHILADELPHIA’s response to COVID-19, its impact on future leisure travel and marketing plans. Other research sources include:

- **Sprinklr:** Social media conversation metrics around travel to Greater Philadelphia and COVID-19’s impact on tourism
- **Econsult Solutions:** Economic impact of travel on Greater Philadelphia
- **Bureau of Labor Statistics (BLS):** Employment statistics in the Philadelphia region

“Research has always been the starting point for VISIT PHILADELPHIA’s campaigns, and now, more than ever, we need to know how people are feeling and what they’re thinking about travel in order to develop a recovery initiative that will bring people back to our region,” said Jeff Guaracino, president and CEO, VISIT PHILADELPHIA. “Through this collaboration with Russell Research, we can pinpoint the ideal time to get back out there with our messaging, spur future and safe visitation and do our part to help our region’s economy rebound.”

Russell Research From Week One — March 13-16, 2020:

The weekly travel intent/perception study is conducted using Russell Omnibus, a nationally representative survey of approximately 1,000 online interviews with general population adults (18+) and an additional 950 people from key designated marketing areas (DMA): New York City, Washington, DC and Philadelphia. Only opinions of respondents who have taken at least one paid overnight leisure trip in the past year were included in the results.

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Among the metrics being measured are:

- **Greater Philadelphia Travel Perception:** The majority of all respondents reported feeling comfortable traveling to Greater Philadelphia following a six-month waiting period, while respondents in the nearby New York City and Washington, DC DMAs reported feeling comfortable traveling to Greater Philadelphia after shorter time frames.
- **Travel Perception:** Of the general population respondents, 48% indicated high levels of concern around domestic leisure travel due to COVID-19, especially those ages 18-54. Of all respondents that had a trip planned in the next four weeks, almost half indicated that they've cancelled or postponed those trips. Those in Greater Philadelphia's drive markets are reporting even higher levels of travel caution. While 41% of general population respondents cancelled or postponed trips, respondents in the New York City (62%), DC (48%) and Philadelphia (47%) DMAs eclipsed that mark.
- **COVID-19 Perception:** Roughly two out of every five general population respondents expressed concern about COVID-19. The highest concern levels came from New York City DMA respondents (55%). In addition, four out of every five of the general population respondents felt that the effects of COVID-19 were growing worse.

Continued updates and resources will be posted to visitphilly.com/mediacenter and visitphilly.com/research.

VISIT PHILADELPHIA is our name and our mission. As the region's official tourism marketing agency, we build Greater Philadelphia's image, drive visitation and boost the economy.

On Greater Philadelphia's official visitor website and blog, visitphilly.com and uwishunu.com, visitors can explore things to do, upcoming events, themed itineraries and hotel packages. Compelling photography and videos, interactive maps and detailed visitor information make the sites effective trip-planning tools. Along with Visit Philly social media channels, the online platforms communicate directly with consumers. Travelers can also call and stop into the Independence Visitor Center for additional information and tickets.

Note to Editors: For high-resolution photos and high-definition B-roll of Greater Philadelphia, visit the Photos & Video section of visitphilly.com/mediacenter.