Travel Mindsets Amidst COVID-19
Survey Results (Wave 2)

May 29, 2020
Agenda

- Introduction  
  *Michael Chapaloney, Executive Director of Tourism, Pennsylvania Tourism Office*

- Ground Rules

- Pollfish Research, Results and Implications  
  *Theresa Zonia, VP Strategic Planning and Hannah Hauptman, Junior Strategic Planner, Tierney*

- Update from Pennsylvania Tourism Office  
  Using a variety of travel and tourism-related indicators  
  *Elizabeth Sechoka, Director of Research and Statistics, Pennsylvania Tourism Office*

- Q&A
Ground Rules

• Submit any questions via the chat function
  – If we don’t get to your question, we will respond 1 on 1 after the webinar
• Please remain muted
• We will distribute the presentation and recording after the webinar
Today's Presenters

Theresa Zonia
VP, Strategic Planning Tierney

Hannah Hauptman
Junior Strategic Planner Tierney
MACRO CONSUMER SENTIMENT

EVOLVING MINDSETS
- While consumers are still very concerned, hope is prominently on the sidelines.
- Coming out of the immediate threat, consumers want to feel positive, optimistic, secure and prepared.
- Consumers are craving stability over disruption or innovation.

SHIFTING BEHAVIORS
- Re-entry will be all about weighing risk vs. reward in every decision
- Consumers will remain wary and take continued precautions once restrictions are lifted
- Consumers are oscillating between seeking relief and seeking information
- Consumer expect certain habits developed during quarantine to be long-lasting

BRAND EXPECTATIONS
- Continue high frequency of information sharing through uncertainty phase
- Reassure consumers by delivering a sense of control and security, whenever possible
- Share how your brand fits into the context of new routines

Methodology

N=1,000
Online survey of 24 questions
Served via mobile, in-app experiences

May 11, 2020 – May 14, 2020
(Wave 2)
Topics

- How consumers feel now and when will they return to travel?
- What will motivate them to travel?
- What do they will plan to do?
- Will they consider PA?
How consumers feel now and when will they return to travel?
Consumers are increasingly antsy to get out, but remain wary.

What one word best describes how you feel about travel right now?
From the list of words below, select the word that most resonates with how you feel about travel right now.

Unaided

From the list of words below, select the word that most resonates with how you feel about travel right now.

Aided

IMPLICATION
Share the information that can assuage uncertainty and boost readiness and excitement.

What one word best describes how you feel about travel right now?
From the list of words below, select the word that most resonates with how you feel about travel right now.
While fewer people have re-scheduled trips, more people are thinking about it.

81% of those with affected travel plans had trips planned between February 2020 and June 2020.

DIFFERENCES BASED ON AGE

More younger consumers (18-34) have re-scheduled (27%) or plan to soon (32%)

More older consumers (>54) are just thinking about it (35%) or have not at all (31%)

DIFFERENCES BASED ON ETHNICITY

African Americans (36%) and Asian (35%) consumers are more likely to have rescheduled their trips.
We are moving in the right direction in terms of willingness to plan new trips.

Are you starting to plan for future trips?

<table>
<thead>
<tr>
<th></th>
<th>Wave 1</th>
<th>Wave 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, definitely</td>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>Yes, somewhat</td>
<td>28%</td>
<td>36%</td>
</tr>
<tr>
<td>No, not really</td>
<td>40%</td>
<td>34%</td>
</tr>
<tr>
<td>No, definitely not</td>
<td>12%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Differences based on overnight frequency:

Those who frequently travel for at least one night are more likely to be planning new trips.

Differences based on age:

More younger consumers (18-24) are planning new trips (68% indicated yes, definitely or yes, somewhat).

Fewer older consumers (>54) are planning new trips (only 39% indicated yes, definitely or yes, somewhat).

Implication:

For those who seek it out, provide the tools (e.g., itineraries, up-to-date hours of operation) to think about future trip possibilities.
We continue to see two waves of travelers – one in the summer months and one further in the future.

What month have you rescheduled your travel for?

<table>
<thead>
<tr>
<th>Month</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 2020</td>
<td>8%</td>
</tr>
<tr>
<td>June 2020</td>
<td>6%</td>
</tr>
<tr>
<td>July 2020</td>
<td>12%</td>
</tr>
<tr>
<td>August 2020</td>
<td>14%</td>
</tr>
<tr>
<td>September 2020</td>
<td>11%</td>
</tr>
<tr>
<td>October 2020</td>
<td>7%</td>
</tr>
<tr>
<td>November 2020</td>
<td>6%</td>
</tr>
<tr>
<td>December 2020</td>
<td>3%</td>
</tr>
<tr>
<td>January 2021</td>
<td>8%</td>
</tr>
<tr>
<td>February 2021</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>15%</td>
</tr>
</tbody>
</table>

No meaningful demographic differences

**IMPLICATION**
Align marketing timelines and media budgets with two waves.
Comfort with travelers in respondents’ hometowns steadily increases over time.

Younger consumers are more comfortable with travelers coming right now (56% indicated “Not, not really” and “No, definitely not”).

Older consumers are less comfortable with travelers coming right now (68% indicated “Not, not really” and “No, definitely not”).
What will motivate them to travel?
All clear messaging remains the top motivator.

TOP THREE MOTIVATIONS

- All clear messages from trusted sources (i.e., gov’t, destinations, etc.)
  - 26%
- Discounts
  - 17%
- Options where I can practice social distancing
  - 16%
  - Replacing “Options closer to home”

IMPLICATION
Consumers are increasingly more concerned with the experience at a destination than with distance from home.
**Trust is shifting as consumers identify their personal risk tolerance.**

Do you trust each of the following to provide travel safety advice?

(Visualization of “Yes, definitely” and “Yes, somewhat”)

<table>
<thead>
<tr>
<th>Source of Recommendation</th>
<th>Wave 1</th>
<th>Wave 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government recommendation</td>
<td>63%</td>
<td>55%</td>
</tr>
<tr>
<td>Media recommendation</td>
<td>43%</td>
<td>40%</td>
</tr>
<tr>
<td>Health organization recommendation</td>
<td>77%</td>
<td>70%</td>
</tr>
<tr>
<td>Friends/family recommendation</td>
<td>58%</td>
<td>59%</td>
</tr>
<tr>
<td>Travel company recommendation</td>
<td>37%</td>
<td>38%</td>
</tr>
<tr>
<td>State or Local destination marketing organization</td>
<td>52%</td>
<td>47%</td>
</tr>
<tr>
<td>Travel influencers/bloggers</td>
<td>30%</td>
<td>32%</td>
</tr>
<tr>
<td>Paid Advertising</td>
<td>24%</td>
<td>27%</td>
</tr>
</tbody>
</table>

**Differences Based on Age**

Younger consumers (18-34 y/o) are more likely to trust friends and family (63%) and travel influencers/bloggers (41%).

**Differences Based on Ethnicity**

Hispanic consumers are more trusting across the board.

African American consumers are more likely to trust state or local DMOs (57%), travel influencers/bloggers (44%) and paid advertising (44%).

**Implication**

Leverage relatable messages and messengers to share information.

---

Do you trust each of the following to provide travel safety advice?
As financial situations begin to solidify, cost is slightly less of a burden.

Indicate how much you agree with the following statements. In the coming year...

- Cost will have a large impact on where I travel.

DIFFERENCES BASED ON AGE
The youngest adult consumers (18-24 y/o) care more about discounts than all clear messages from trusted sources
Fewer older consumers (>54 y/o) strongly agree and agree that cost will have a large impact on where they travel (63% vs 70%)

DIFFERENCES BASED ON HHI
Consumers with HHI <$50 are more likely to report that cost will have a large impact on where they travel (32% vs 28%)

DIFFERENCES BASED ON OVERNIGHT FREQUENCY
Those who frequently travel 5-10 nights or 10+ nights expect an increase in their budget
Even more so than in Wave 1, consumers will stay closer to home to feel safe.

76% ranked car as their most likely form of transportation  
Followed by Train, Plane, and finally, bus  
Compared to 68% in Wave 1

57% agree or strongly agree they are more likely to take a staycation* in the coming year  
Compared to 49% in Wave 1

49% agree or strongly agree they are more likely to find excursions that don’t involve an overnight stay  
Compared to 49% in Wave 1

*Staycation includes at least one overnight stay

Pennsylvania pursue your happiness®

Rank the likelihood of using the following modes of transportation when traveling again.  
Indicate how much you agree with the following statements. In the coming year...
What do they will plan to do?
Concerns around safety and COVID-19 are dramatically more salient.

**TOP THREE CONCERNS**
(based on answers of “extremely concerned”)

- Safety
  - 39%
- Contracting COVID-19
  - 39%
- Attractions being open
  - 31%

Replacing “All other health concerns”; In Wave 1, respondents were relatively unconcerned about things being open.

65% indicated that they will now seek out attraction safety and health protocols

*Up from 63% in Wave 1*

**DIFFERENCES BASED ON OVERNIGHT FREQUENCY**

Those who frequently travel at least 3 nights are more likely to seek out transportation refund policies more so than any other information.

**IMPLICATION**

Protocols and new procedures need to be front and center.
Increasing likelihood to choose less dense destinations, but answers still vary by demographics

Over half of respondents indicated that their likely activities are unchanged from before COVID-19.

Top activities include:

- Exploring a small town (Moved up from 3rd position in Wave1)
- Getting away to a city
- Biking, hiking or other outdoor activities
- Attending a sporting event
- Going on a food, wine or beer tour

Other options included: Camping; Touring museums; Visiting a historical site or battlefield; Attending a festival; None of the above

DIFFERENCES BASED ON AGE
Younger consumers (18-34) note getting away to a city as their top activity

DIFFERENCES BASED ON HHI
Consumers with HHI >$100k note getting away to a city as their top activity.

DIFFERENCES BASED ON STATE
Pennsylvanians are more likely to select biking, hiking or other outdoor experience than any other activity.

Are the activities chosen different than the activities you traveled for before COVID-19?
Which activities might you travel for once social distancing policies are lifted?
Overall, people most want to see their loved ones and get away.

What are you most excited to do when traveling again?

- Spend time with friends and family: 28%
- Get away from home: 25%
- Visit attractions: 10%
- Feel a sense of adventure: 12%
- Relax: 15%
- Dine out in restaurants: 11%

DIFFERENCES BASED ON OVERNIGHT FREQUENCY
Those who frequently travel 5-10 nights are most excited to visit attractions.

IMPLICATION
Still, the “feeling of vacation” will trump actual experiences. People will choose “safer” options.
Will they consider PA?
Pennsylvanian sentiment is in line with region.

- **73%** are very or somewhat likely to visit PA as a tourist for a getaway in the next 6 months to a year.
- **38%** indicated activities of interest are different than before COVID-19.
- Biggest concern is **safety**; smallest is lodging being open.
- Most excited to **get away from home**; least excited to visit attractions.

**Top ranked motivations:**
- All clear from trusted source (24%), discounts (15%), Options close to home (15%).
- **18%** have re-scheduled travel; Only **23%** haven’t thought about it.
- **43%** definitely or somewhat trust state or local DMOs to provide travel safety advice.
- **56%** agree or strongly agree they are more likely to take a staycation in the coming year.

**Pennsylvania**

pursue your happiness.
Consideration of PA

People are still thinking of PA as a safe and accessible destination that will have what they need in this new age of travel!

68% somewhat likely or very likely to visit PA as a tourist for a getaway in the next 6 months to a year

Up from 63% in Wave 1

DIFFERENCES BASED ON OVERNIGHT FREQUENCY

Those who frequently travel for at least one night are more likely to visit PA as a tourist for a getaway in the next 6 months to a year (80%+)

Approximately how many times have you visited Pennsylvania as a tourist within the past 5 years?

Wave 1 Wave 2

- Only once: 16% 16%
- 2 to 3 times: 29% 28%
- 4 to 5 times: 16% 18%
- More than 6 times: 29% 30%
- None: 11% 8%

How likely are you to visit Pennsylvania as a tourist for a getaway (two to three nights) in the next six months to a year?

Approximately how many times have you visited Pennsylvania as a tourist within the past 5 years?

How likely are you to visit Pennsylvania as a tourist for a getaway (two to three nights) in the next six months to a year?
Takeaways – Wave 2

Be a reliable source of information to help consumers weigh their personal risk tolerance

Show tangible ways your destination is adapting for travelers (e.g., safety, discounts, socially distant options)

To appeal to both waves of travelers, cater to those more ready and eager to travel without alienating those who will play it safe for longer

Show the intangible benefits of a vacation (relaxation, time with loved ones, etc.), no matter how far from home or long it is
Brands putting trends to work

Norwegian Cruise Line
Offering discounts to entice booking now

Hilton
 Positioned as a reliable information source

Shanghai Disneyland
Showing tangible adjustments made

Maine hospitality and lodging businesses
Turning Vacationland into Staycationland
The Great Travel Depression

Update from Pennsylvania Tourism Office
Using a variety of travel and tourism-related indicators
Americans in large numbers stayed off the roads and highways with shelter-in-place orders and as fear of COVID-19 escalated.

Total U.S. Vehicle Miles (in billions)

<table>
<thead>
<tr>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan 2020</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr*</th>
</tr>
</thead>
<tbody>
<tr>
<td>248.3</td>
<td>226.7</td>
<td>271.6</td>
<td>281.6</td>
<td>286.2</td>
<td>281.4</td>
<td>295.7</td>
<td>286.8</td>
<td>271.9</td>
<td>260.5</td>
<td>274.1</td>
<td>253.6</td>
<td>232.0</td>
<td>221.0</td>
<td>189.2</td>
<td></td>
</tr>
</tbody>
</table>

Source: U.S. Department of Transportation
*April estimate by Pennsylvania Tourism Office based on average gas price from U.S. Department of Energy and gasoline sales from U.S. Census Bureau
The U.S. airline industry reached a milestone on Tuesday, April 7th when the TSA screened fewer than 100,000 passengers for the first time ever.

Source: Transportation Security Administration
Restaurants, hotels, airlines, gas stations, and arts, entertainment, & recreation businesses have all experienced steep revenue losses due to the pandemic.
With the drop in road travel and gas prices, revenues from the sale of gasoline dropped 41% between February and April.

Total U.S. Gasoline Sales (in $billions)

Source: U.S. Census Bureau
Revenues from sales at U.S. restaurants and bars plummeted more than 50% between February and April.

Total Sales at U.S. Food Services & Drinking Places (in $billions)

Source: U.S. Census Bureau
The decline in Q1 2020 revenues for the U.S. lodging industry was solely due to the drop in March. Going forward, revenues should improve from historic lows but are expected to remain well below previous levels through the remainder of 2020.

Quarterly Revenues for U.S. Accommodations Industry (in $billions)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2018</th>
<th>2019</th>
<th>2019</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q3 2018</td>
<td>$70.3</td>
<td>$64.3</td>
<td>$62.5</td>
<td>$71.1</td>
<td>$74.1</td>
</tr>
<tr>
<td>Q4 2018</td>
<td>$64.3</td>
<td>$62.5</td>
<td>$71.1</td>
<td>$74.1</td>
<td>$65.7</td>
</tr>
<tr>
<td>Q1 2019</td>
<td>$62.5</td>
<td>$71.1</td>
<td>$74.1</td>
<td>$65.7</td>
<td>$52.9</td>
</tr>
<tr>
<td>Q2 2019</td>
<td>$71.1</td>
<td>$74.1</td>
<td>$65.7</td>
<td>$52.9</td>
<td>$28.5</td>
</tr>
<tr>
<td>Q3 2019</td>
<td>$74.1</td>
<td>$65.7</td>
<td>$52.9</td>
<td>$28.5</td>
<td></td>
</tr>
<tr>
<td>Q4 2019</td>
<td>$65.7</td>
<td>$52.9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q1 2020</td>
<td>$52.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q2 2020 (Est.)</td>
<td>$28.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, Quarterly Services Survey
* Estimate by Pennsylvania Tourism Office
The nation’s air transportation industry has been hit especially hard with most people unwilling to fly. Going forward, revenues will likely improve to a small extent but will likely remain at historically low levels.

Quarterly Revenues for U.S. Air Transportation Industry (in $billions)

Source: U.S. Census Bureau, Quarterly Services Survey

* Estimate by Pennsylvania Tourism Office
Consumers are expected to return to arts, entertainment, and recreation venues, but at greatly reduced levels. Going forward, revenues should improve throughout the remainder of 2020.

Quarterly Revenues for U.S. Arts, Entertainment, & Recreation Industry (in $billions)

Source: U.S. Census Bureau, Quarterly Services Survey
* Estimate by Pennsylvania Tourism Office
With every segment of the travel and tourism industry experiencing steep declines in revenues, total visitor spending in Pennsylvania has hit bottom.
Spending by travelers declined sharply in mid-March but appears to have bottomed out—at an unprecedented low of 90% of last year’s spending level.

Source: U.S. Travel Association/Tourism Economics
To date, businesses in Pennsylvania’s travel and tourism industry have lost $7 billion in visitor spending when compared to 2019.

**Year-Over-Year Net Change in Weekly Travel Spending (in $millions)**

<table>
<thead>
<tr>
<th>Week Ending</th>
<th>Feb 29</th>
<th>Mar 7</th>
<th>Mar 14</th>
<th>Mar 21</th>
<th>Mar 28</th>
<th>Apr 4</th>
<th>Apr 11</th>
<th>Apr 18</th>
<th>Apr 25</th>
<th>May 2</th>
<th>May 9</th>
<th>May 16</th>
<th>May 23</th>
</tr>
</thead>
</table>
“While the [U.S.] economy is in the midst of a recession, the travel industry is in a depression: overall travel industry unemployment is 51%—twice the unemployment of the worst year of the Great Depression.”

-Tourism Economics
In April, the unemployment rate* for Pennsylvania’s Leisure & Hospitality industry was the largest of any major industry sector.

### Estimated Unemployment Rate, April 2020

<table>
<thead>
<tr>
<th>Industry</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure &amp; Hospitality</td>
<td>60%</td>
</tr>
<tr>
<td>Construction</td>
<td>40%</td>
</tr>
<tr>
<td>Other Services</td>
<td>31%</td>
</tr>
<tr>
<td>Air Transportation</td>
<td>26%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>21%</td>
</tr>
<tr>
<td>Mining &amp; Logging</td>
<td>16%</td>
</tr>
<tr>
<td>PENNSYLVANIA TOTAL</td>
<td>15.1%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>14%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>12%</td>
</tr>
<tr>
<td>Transportation &amp; Utilities</td>
<td>10%</td>
</tr>
<tr>
<td>Information</td>
<td>10%</td>
</tr>
<tr>
<td>Professional &amp; Business Services</td>
<td>9%</td>
</tr>
<tr>
<td>Financial Activities</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

*Unemployment Rates were calculated by Pennsylvania Tourism Office comparing the number of persons employed in April 2019 vs. April 2020, using data from the U.S. Bureau of Labor Statistics.
After falling 5% in March, the number of persons employed in PA’s leisure & hospitality industry plummeted in April, dropping by an additional 60%.

Source: U.S. Bureau of Labor Statistics
Every segment of the PA’s Leisure & Hospitality industry shed jobs in April at an alarming rate as their customer base shrank dramatically.

<table>
<thead>
<tr>
<th>Industry Segment</th>
<th>April Employment</th>
<th>February to April</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Loss</td>
</tr>
<tr>
<td>Leisure &amp; Hospitality*</td>
<td>230,200</td>
<td>-353,800</td>
</tr>
<tr>
<td>Arts, Entertainment, Recreation</td>
<td>34,400</td>
<td>-51,200</td>
</tr>
<tr>
<td>Accommodation</td>
<td>27,500</td>
<td>-28,900</td>
</tr>
<tr>
<td>Food Services &amp; Drinking Places</td>
<td>166,300</td>
<td>-241,700</td>
</tr>
<tr>
<td>Full-Service Restaurants</td>
<td>37,100</td>
<td>-154,900</td>
</tr>
<tr>
<td>Limited Service Restaurants, etc.</td>
<td>96,400</td>
<td>-63,800</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure &amp; Hospitality*</td>
<td>-61%</td>
</tr>
<tr>
<td>Arts, Entertainment, Recreation</td>
<td>-60%</td>
</tr>
<tr>
<td>Accommodation</td>
<td>-51%</td>
</tr>
<tr>
<td>Food Services &amp; Drinking Places</td>
<td>-59%</td>
</tr>
<tr>
<td>Full-Service Restaurants</td>
<td>-81%</td>
</tr>
<tr>
<td>Limited Service Restaurants, etc.</td>
<td>-40%</td>
</tr>
</tbody>
</table>


* Data is Seasonally Adjusted
The unemployment rate* for every segment of the state’s Leisure & Hospitality industry is above 50%, albeit with the limited service restaurant sub-segment faring slightly better.

![Bar chart showing estimated unemployment rates for various segments of the hospitality industry in April 2020.](chart)

- **Arts, Entertainment, & Recreation**: 64%
- **Accommodation**: 53%
- **Restaurants & Other Eating Places**: 60%
- **Full-Service Restaurants**: 81%
- **Limited-Service Restaurants & Other Eating Places**: 41%

Industry “Unemployment Rates” were calculated by PA Tourism Office comparing the number of persons employed in April 2019 vs. April 2020, using data from the U.S. Bureau of Labor Statistics.
Pennsylvania’s hotel performance indicators are all slowly showing signs of improvement, but remain at unprecedented low levels.
After hitting a low of 17% in early April, Pennsylvania’s average hotel occupancy rate has started to improve, but remains below 30% and well below the rates seen in 2019.

Source: STR and PA Tourism Office Estimates for 2019
Every region has seen an increase in its hotel occupancy rate since the beginning of April.
Note of Caution: Part – but not all – of the improvement in PA’s hotel occupancy rate is due to the shuttering of a number of hotel properties and/or rooms.

| NUMBER OF PA HOTEL ROOMS AND PROPERTIES CLOSED BETWEEN MARCH and APRIL 2020 |
|-------------------------------------------------|-----------------|-----------------|
| PROPERTIES                                      | ROOMS           |
| Luxury Chains                                   | -5              | -1,463          |
| Upper Upscale Chains                            | -16             | -4,622          |
| Upscale Chains                                  | -24             | -3,656          |
| Upper Midscale Chains                           | -49             | -4,692          |
| Midscale Chains                                 | -16             | -1,790          |
| Economy Chains                                  | -11             | -841            |
| Independents                                    | -15             | -2,919          |
| TOTAL DECREASE                                  | -136            | -19,983         |

Source: Pennsylvania Tourism Office calculations based on data from STR.
The severe drop in hotel occupancy coupled with steep declines in the average daily room late has led to an unprecedented loss of revenues.
Pennsylvania hotel room revenues bottomed out the week of April 5-11, with the cumulative loss from COVID-19 approaching an estimated $700 million.

Pennsylvania Hotel Room Revenues (estimated, in $millions)

<table>
<thead>
<tr>
<th>Week Ending</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Feb 29</td>
<td>$63.6</td>
</tr>
<tr>
<td>Mar 7</td>
<td>$58.6</td>
</tr>
<tr>
<td>Mar 14</td>
<td>$47.6</td>
</tr>
<tr>
<td>Mar 21</td>
<td>$21.1</td>
</tr>
<tr>
<td>Mar 28</td>
<td>$14.7</td>
</tr>
<tr>
<td>Apr 4</td>
<td>$12.0</td>
</tr>
<tr>
<td>Apr 11</td>
<td>$11.4</td>
</tr>
<tr>
<td>Apr 18</td>
<td>$12.5</td>
</tr>
<tr>
<td>Apr 25</td>
<td>$13.4</td>
</tr>
<tr>
<td>May 2</td>
<td>$14.7</td>
</tr>
<tr>
<td>May 9</td>
<td>$15.7</td>
</tr>
<tr>
<td>May 16</td>
<td>$17.0</td>
</tr>
<tr>
<td>May 23</td>
<td>$18.2</td>
</tr>
</tbody>
</table>

Source: PA Tourism Office Estimates based on data from STR, LLC
According to Tourism Economics, the economic impact to the U.S. travel and tourism industry from COVID-19 will be 7 9 times that of 9/11.
The forecasted impact on U.S. economy from travel industry losses in 2020 due to COVID-19 has worsened.

<table>
<thead>
<tr>
<th>Category</th>
<th>April 15</th>
<th>March 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor Spending</td>
<td>$651 billion</td>
<td>$400 billion</td>
</tr>
<tr>
<td>Gross Domestic Product</td>
<td>$1.2 trillion</td>
<td>$502 billion</td>
</tr>
<tr>
<td>Total Economic Output</td>
<td>$1.2 trillion</td>
<td>$910 billion</td>
</tr>
<tr>
<td>Tax Revenues</td>
<td>$80 billion</td>
<td>$62 billion</td>
</tr>
<tr>
<td>Jobs</td>
<td>8 million</td>
<td>5.9 million</td>
</tr>
</tbody>
</table>

Source: Tourism Economics
The pandemic appears to be sucking the joy out of travel, with Americans exhibiting depressed levels of excitement and interest.

-Destination Analysts
Glimmers of hope
Consumers are slowly returning to the skies, even though at levels well below those of 2019 and earlier this year when well over 2 million people boarded planes each day.

Transportation Security Administration – Passengers Screened by Day

Source: Transportation Security Administration
The upward trend in the return to air travel is readily apparent when viewed on a weekly basis.
Hotel room demand is expected to recover fairly quickly, led by domestic leisure travel followed by essential business and small- to medium groups, and finally by international and large group travel.
Pennsylvania’s hotel occupancy rate has increased each week since it reached an all-time low of 17% the first week of April.

**Pennsylvania’s Weekly Hotel Occupancy Rate, 2020**

<table>
<thead>
<tr>
<th>Week</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr 12-18</td>
<td>18.5</td>
</tr>
<tr>
<td>Apr 19-25</td>
<td>19.9</td>
</tr>
<tr>
<td>Apr 26 - May 2</td>
<td>21.5</td>
</tr>
<tr>
<td>May 3-9</td>
<td>22.9</td>
</tr>
<tr>
<td>May 10-16</td>
<td>24.8</td>
</tr>
<tr>
<td>May 17-23</td>
<td>25.9</td>
</tr>
</tbody>
</table>

Source: STR
Memorial Day showed that people will travel and the decision to take a trip is likely to be spur of the moment. So... Despite saying when surveyed they are staying home this year, when bitten by the “travel bug” they just might go!

**Memorial Day Travel**

**Question: Are you taking a trip the Memorial Day weekend?**

- Yes: 5.9%
- No: 94.1%

**Question: When did you decide to take this trip?**

- Before May 1st: 23.7%
- Earlier this May: 33.7%
- In the past week: 42.7%

Source: Destination Analysts
Questions?