



US Traveler Intentions Pulse Survey: Impact of COVID-19

Wednesday, May 20, 2020 2-3:15pm et
#CHTALive

Participants

Peter C. Yesawich, Ph.D.,
Vice Chairman, Emeritus,
MMGY Global



Chris Davidson,
EVP/Insights and Strategy,
MMGY Global



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**MM
GY** Travel
Intelligence

CHTA COVID-19 Resource Center



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Next Week:

Marketing in the New Normal
Thursday, May 28, 2PM ET

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U.S. TRAVELER INTENTIONS

THE IMPACT OF COVID-19

May 20, 2020



Global

MMGY

Flagship Integrated
Marketing Communications

Digital Spring

European Content
and Media Services

Grifco

UK-Based International
Luxury Travel & Lifestyle PR

Hills Balfour

PR and Marketing Communications
in Europe and Middle East

Myriad

International Destination
Representation in North America

NJF

North American PR, Social and
Experiential Marketing

Ophir

UK-Based Travel, Hospitality and
Lifestyle PR

Travel Intelligence

Research, Data and Insights Exclusively
for the Travel and Tourism Industry



Locations

KC LA DC DEN MIA NYC Dubai Madrid London Vancouver



PORTRAIT *of* AMERICAN TRAVELERS

2019–2020



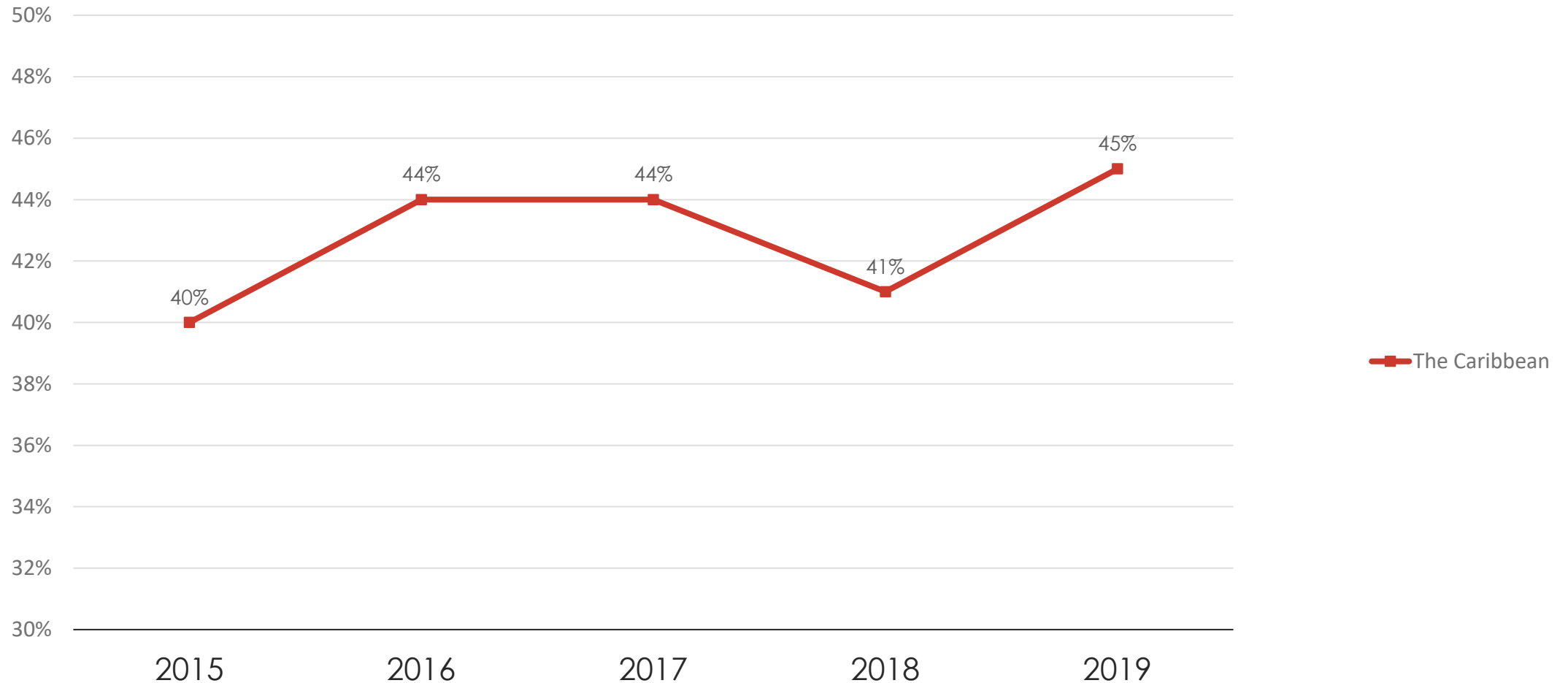
travelhorizons™

PERSPECTIVES ON THE TRAVEL INTENTIONS OF AMERICANS

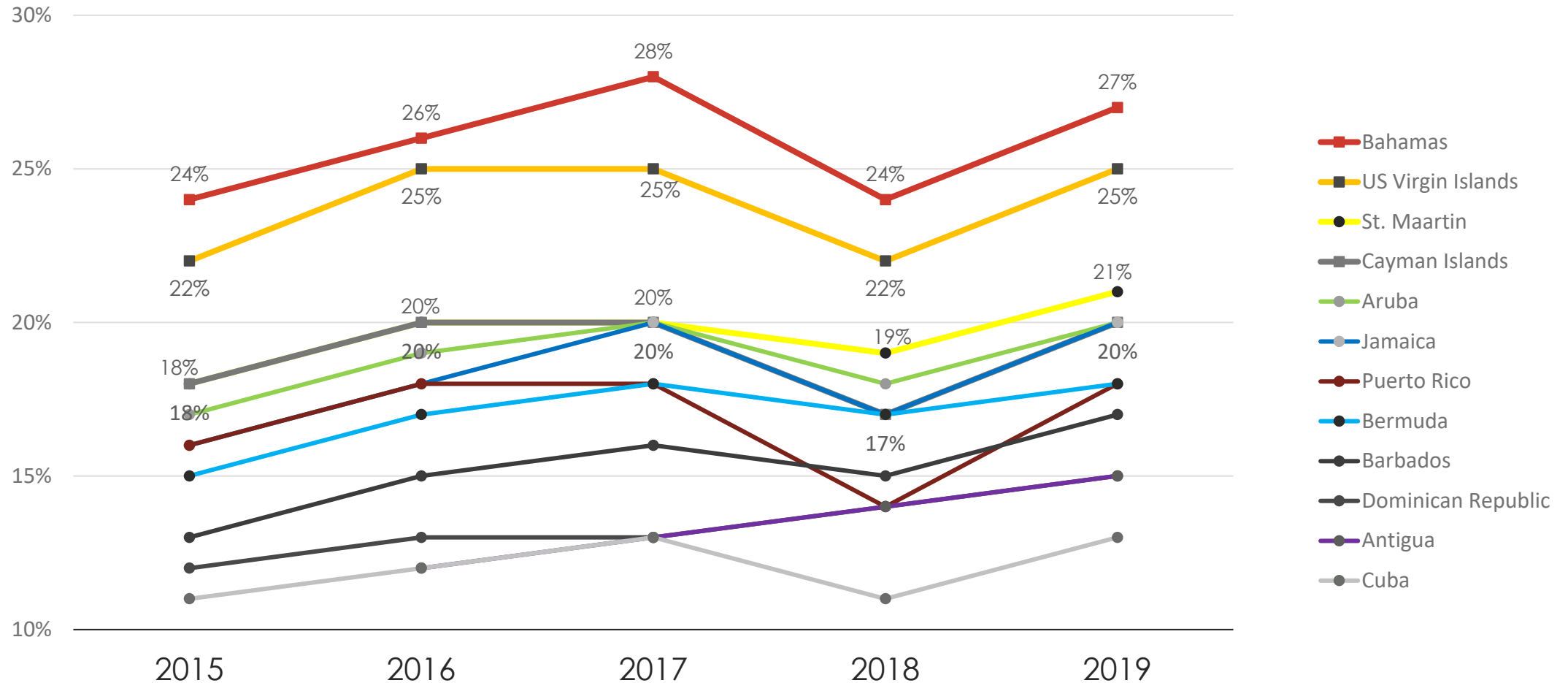
2018 | WAVE ONE | WAVE TWO | WAVE THREE | WAVE FOUR

DKSHIFFLET

INTEREST IN VISITING CARIBBEAN DESTINATIONS



INTEREST IN VISITING CARIBBEAN DESTINATIONS





U.S. TRAVEL

A S S O C I A T I O N[®]

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Travel Intentions Pulse Survey (TIPS): Impact of COVID-19

KEY FINDINGS – Wave IV – May 1-6, 2020

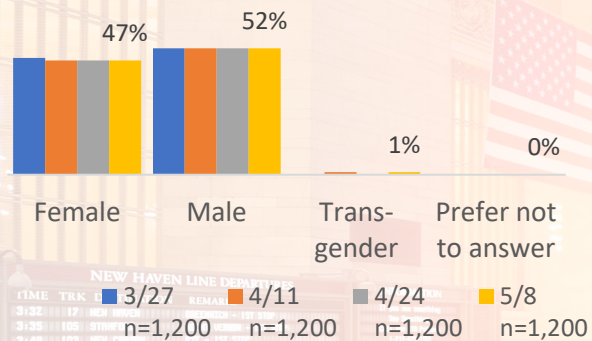
TIPS: IMPACT OF COVID-19

The U.S. Travel Association has engaged MMGY to conduct an ongoing survey to monitor the impact of COVID-19 on U.S. travelers. The online survey designed and analyzed by MMGY Travel Intelligence is conducted bi-weekly among 1,200 U.S. residents who have taken an overnight trip for either business or leisure in the past 12 months. The maximum error at the 95% level of confidence for a sample of 1,200 is +/- 2.83%.

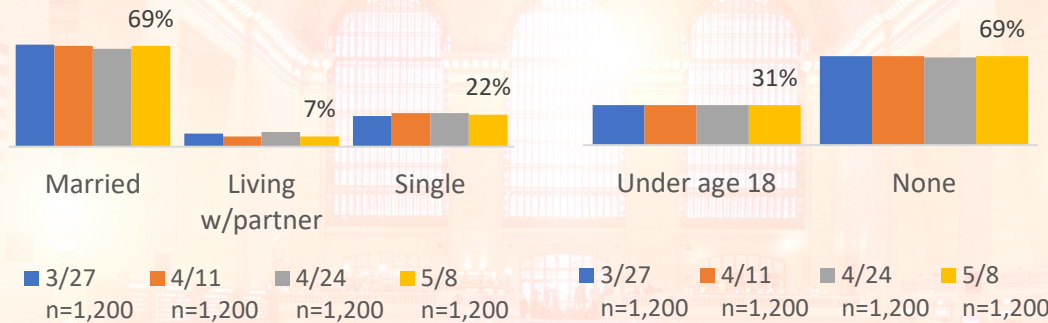
Respondent Demographics

Added 4/24

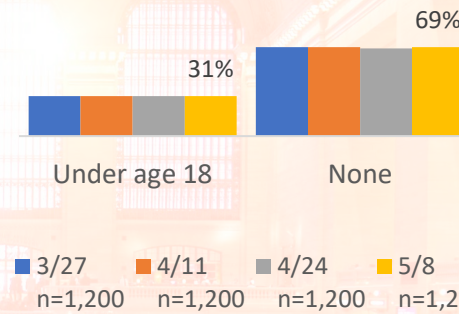
Gender



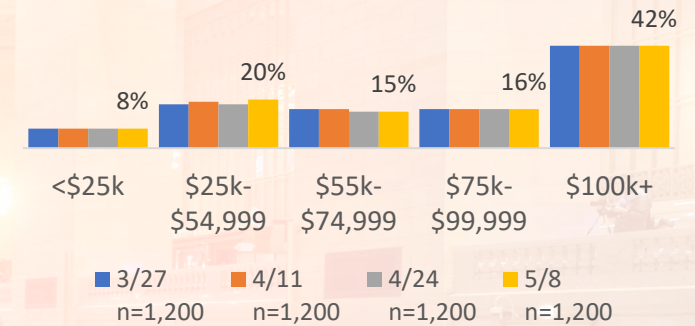
Marital Status



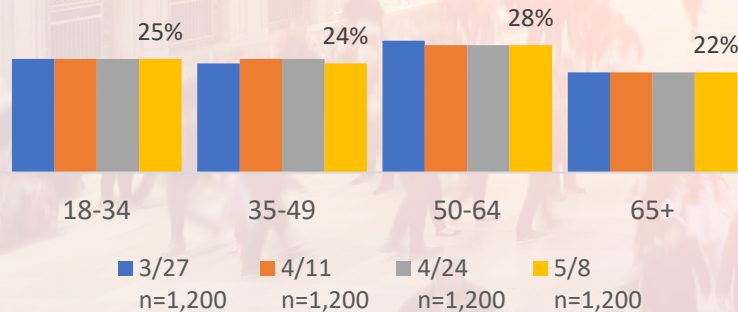
Children in Household



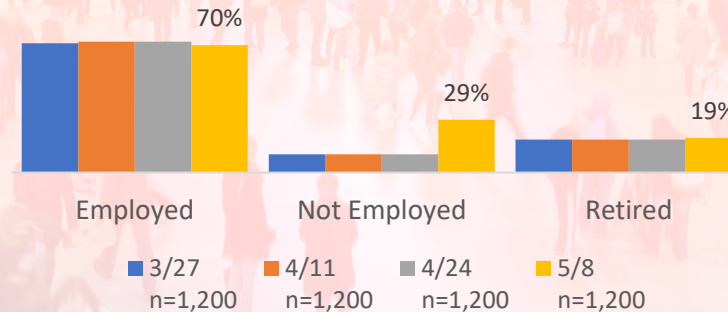
Household Income



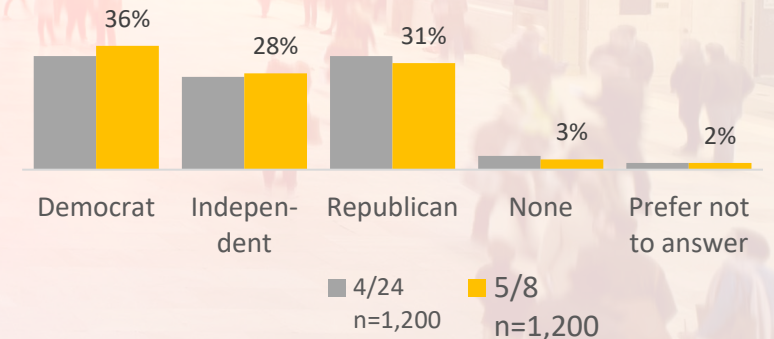
Age



Employment Status



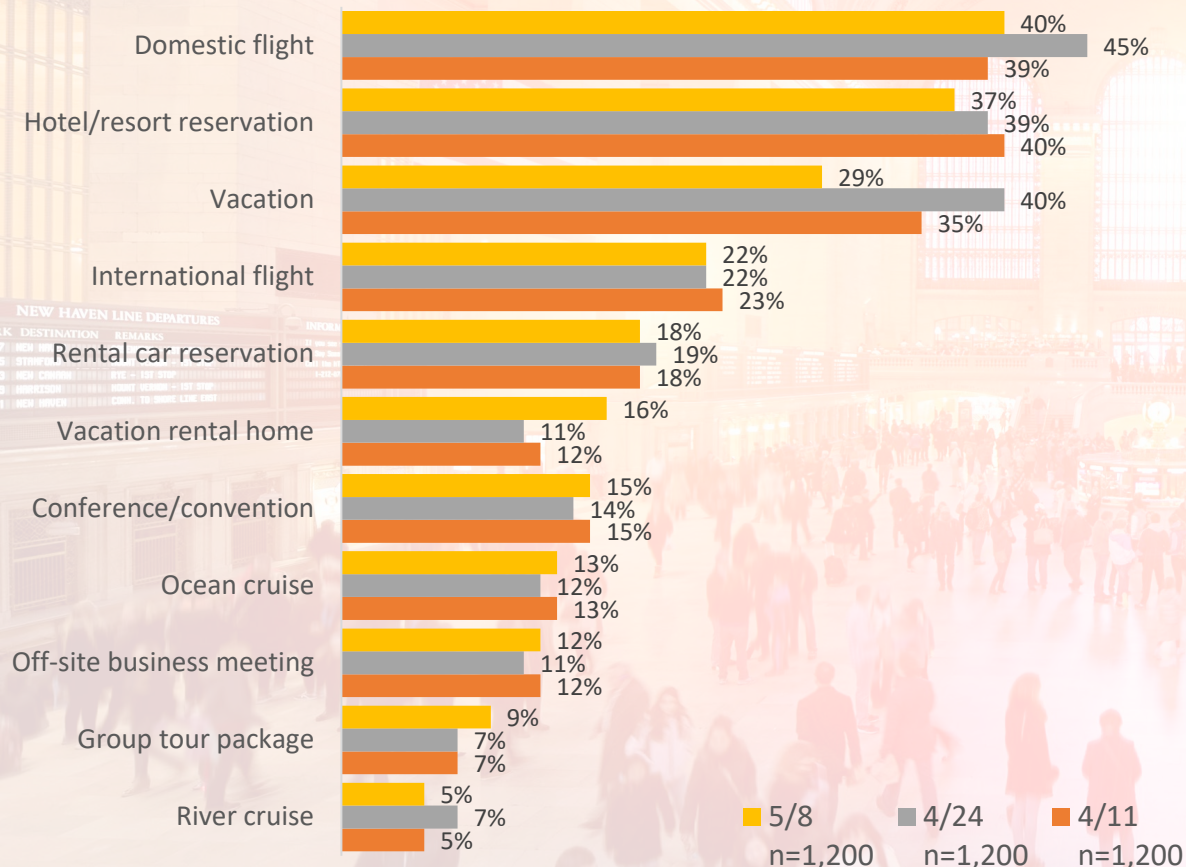
Political Affiliation*



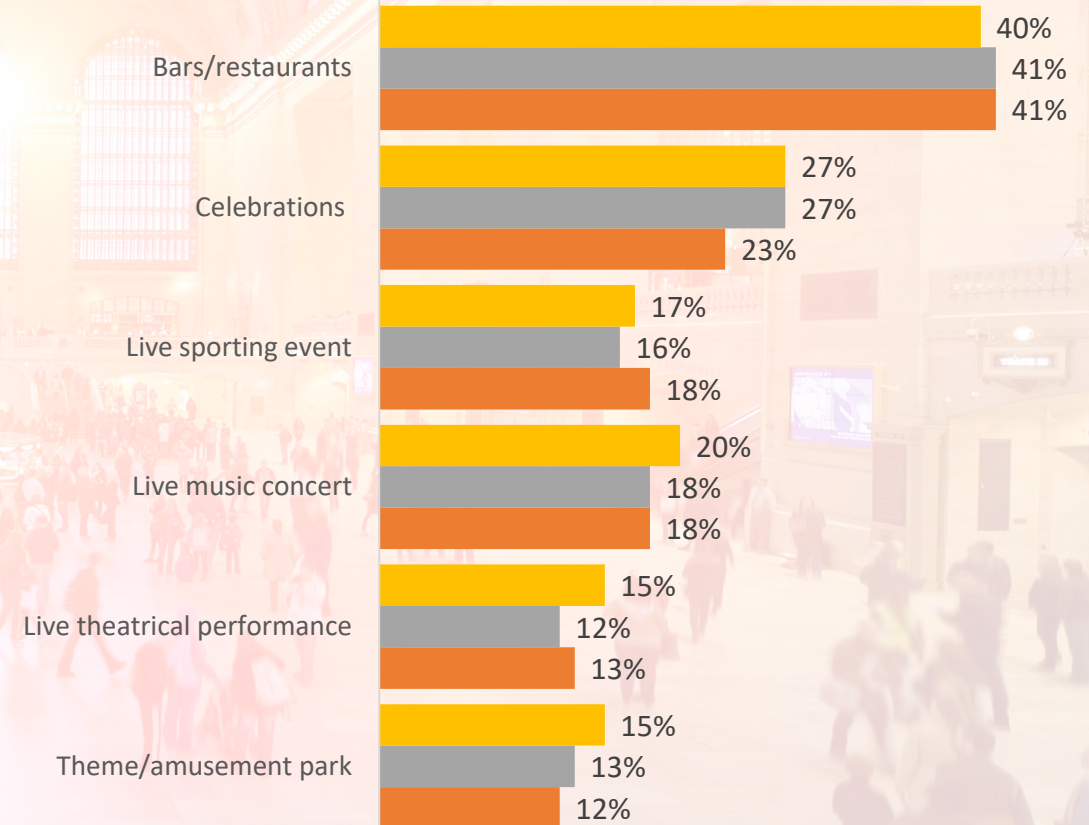
Many Travelers Had Travel-Related Events Planned Prior to the Arrival of COVID-19

*Question added 4/11

Travel Booked Prior to COVID-19



Events Booked Prior to COVID-19



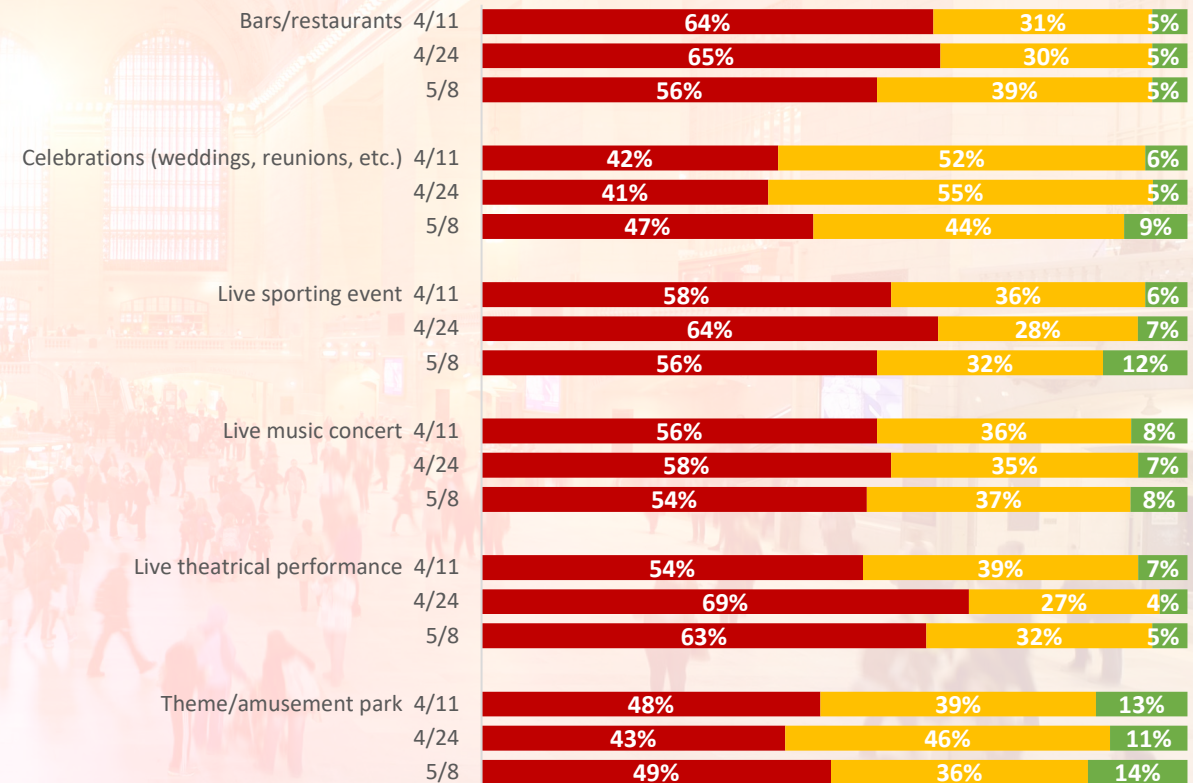
Most Travelers Have Cancelled Rather Than Postponed Travel-Related Plans

*Question added 4/11

Travel Booked Prior to COVID-19



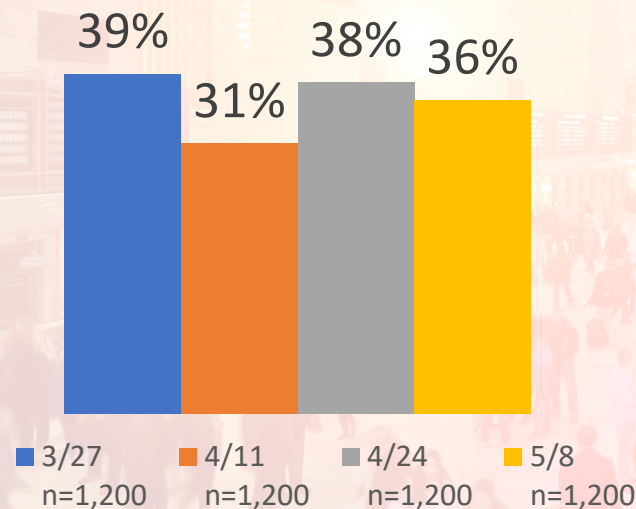
Events Booked Prior to COVID-19



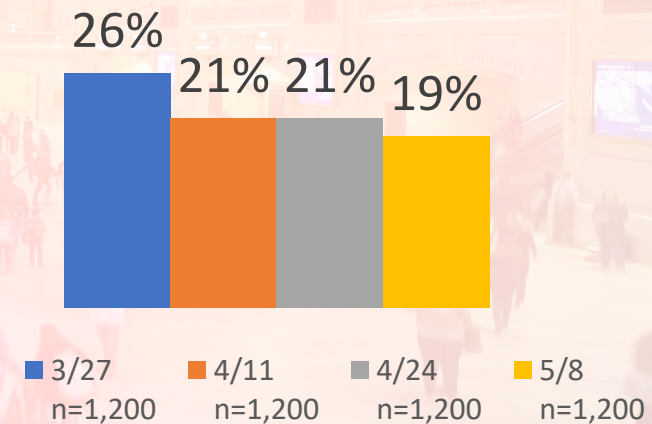
■ Canceled ■ Postponed ■ Continuing as Planned

Likelihood of Taking A Domestic Trip For Either Leisure or Business During Next Six Months Has Declined

Take a Domestic Leisure Trip
(% Top 2 Box; 5-point Scale)



Take a Domestic Business Trip
(% Top 2 Box; 5-point Scale)

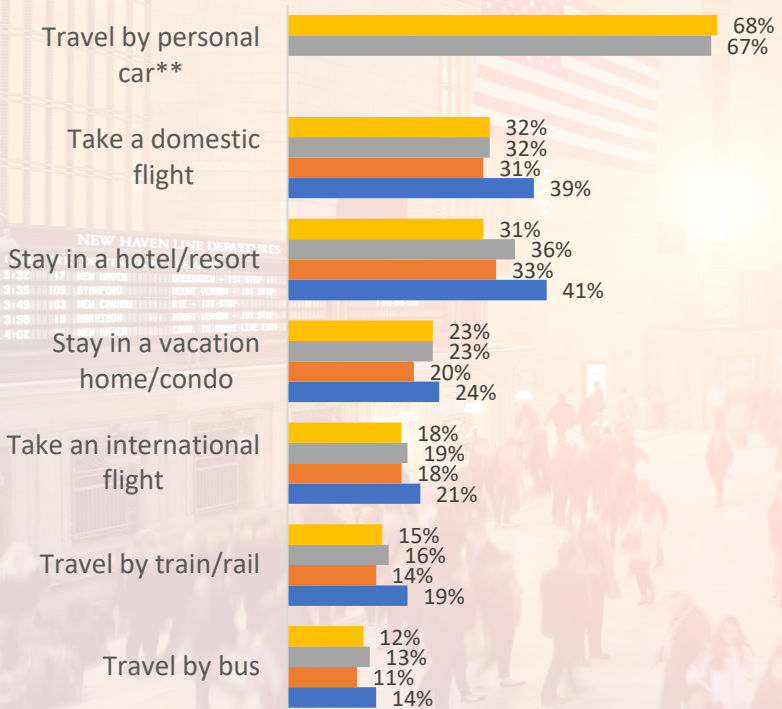


Likelihood of Engaging In Most Travel-Related Activities During Next Six Months Remains Unchanged

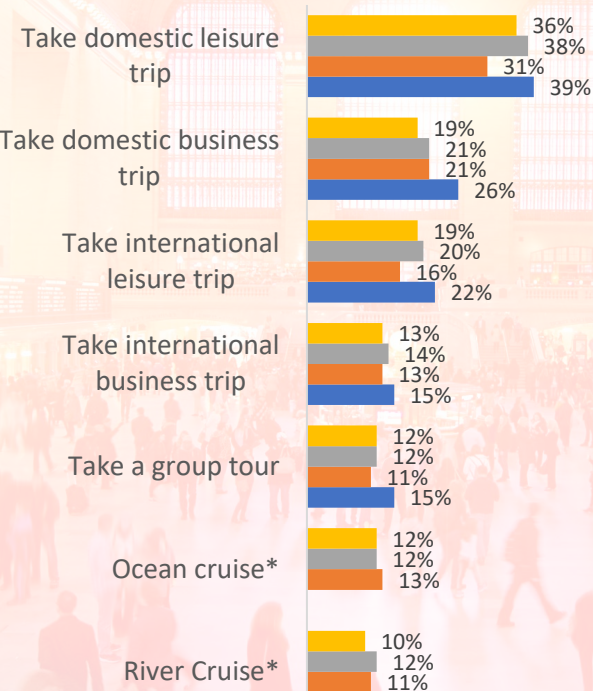
% Top 2 Box

*Added 4/11
**Added 4/24

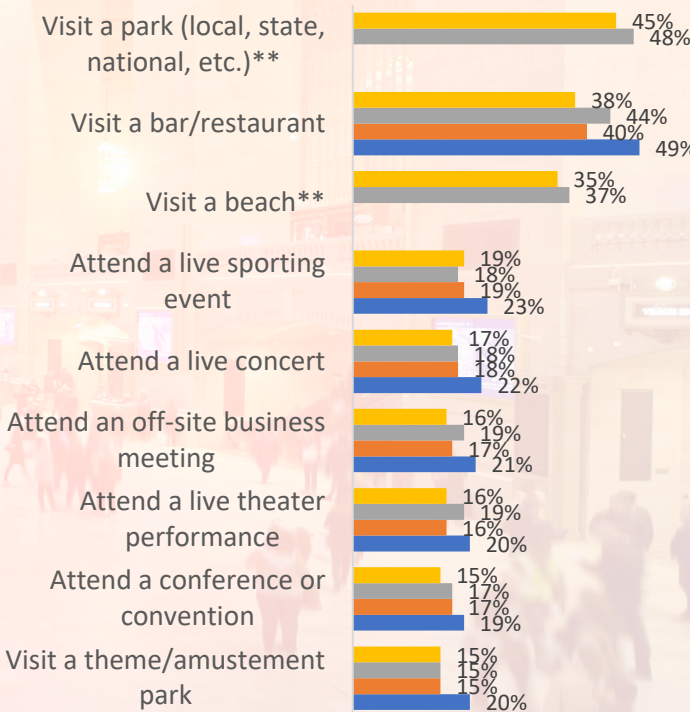
Transportation and Lodging



Trip Type



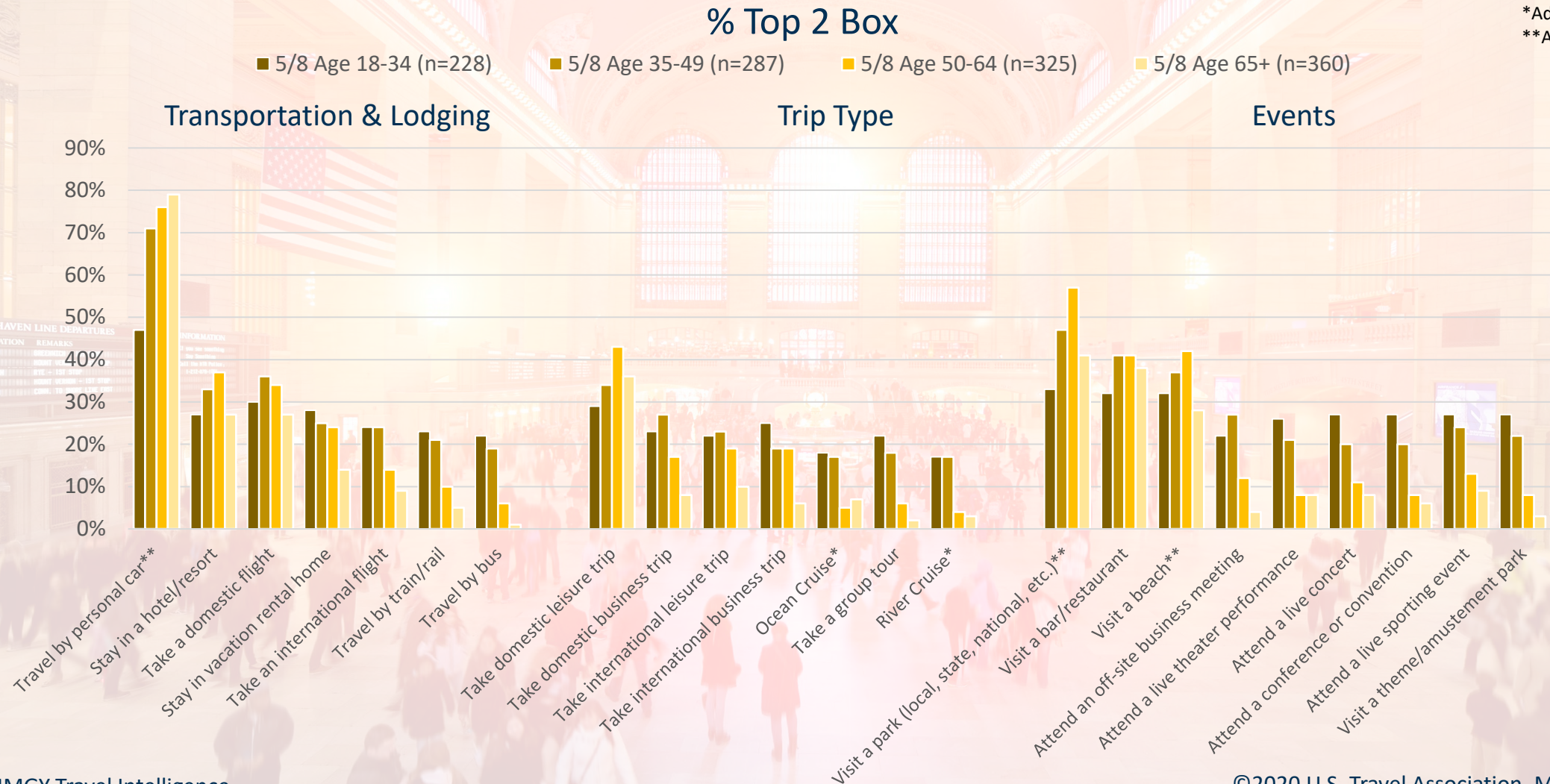
Events



5/8 n=1,200 4/24 n=1,200 4/11 n=1,200 3/27 n=1,200

Travelers <50 Years Of Age Expected to be Most Engaged in Travel Activities During Next Six Months

*Added 4/11
**Added 4/24

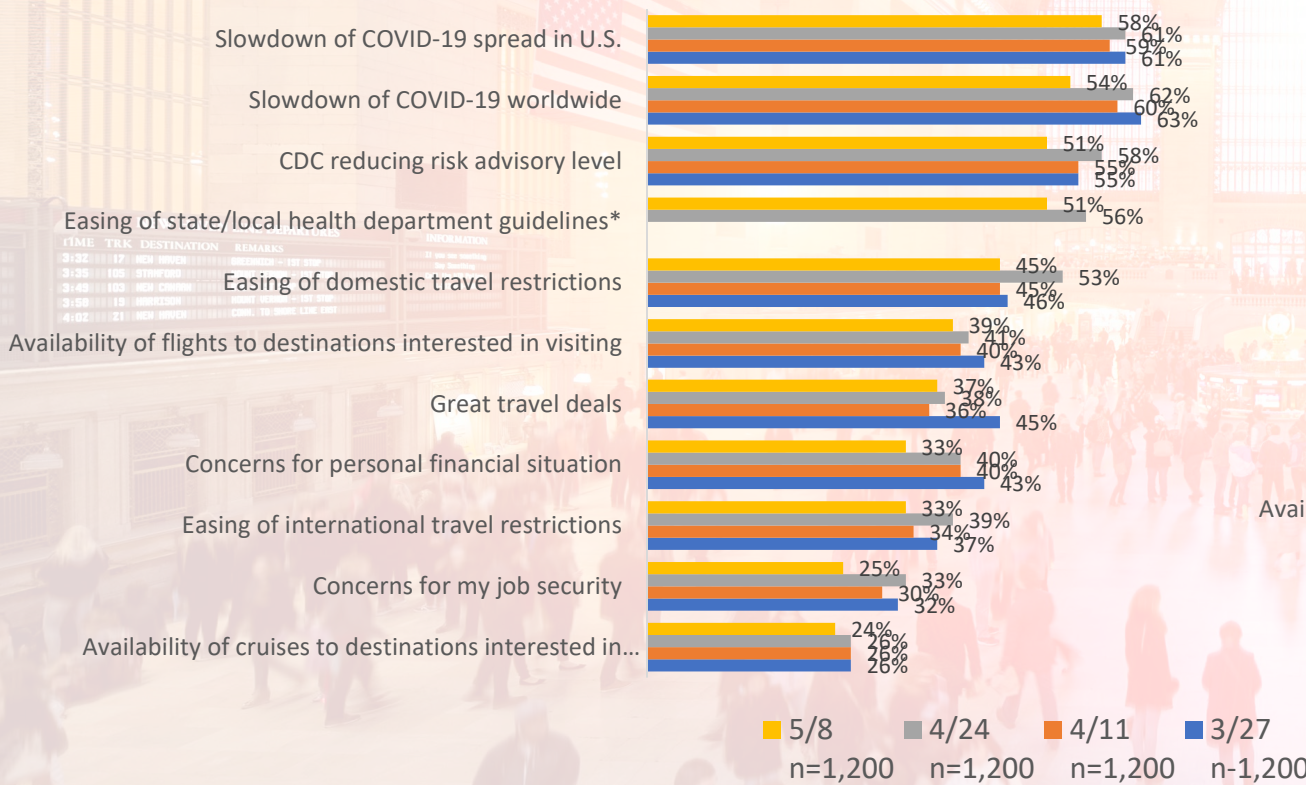


Slowing the Spread of COVID-19 Remains Most Impactful Consideration in Making Future Travel Decisions

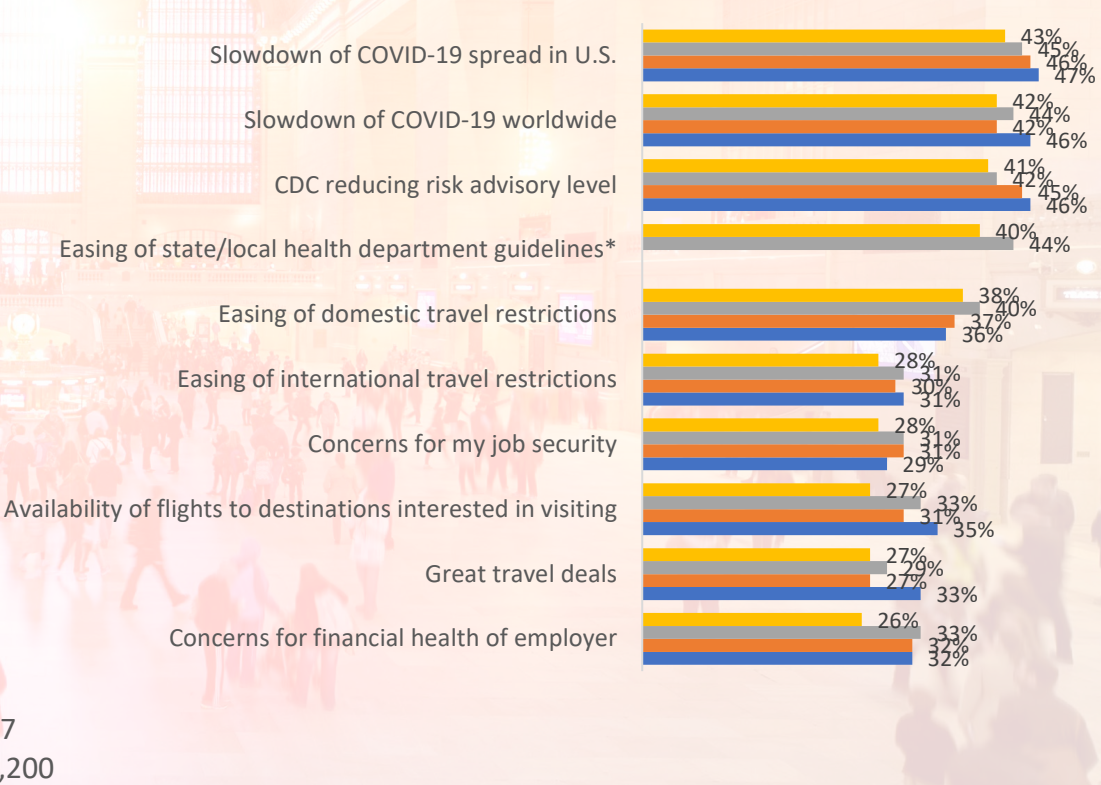
% Top 2 Box among all travelers

*Added 4/24

Impact on Taking a Leisure Trip

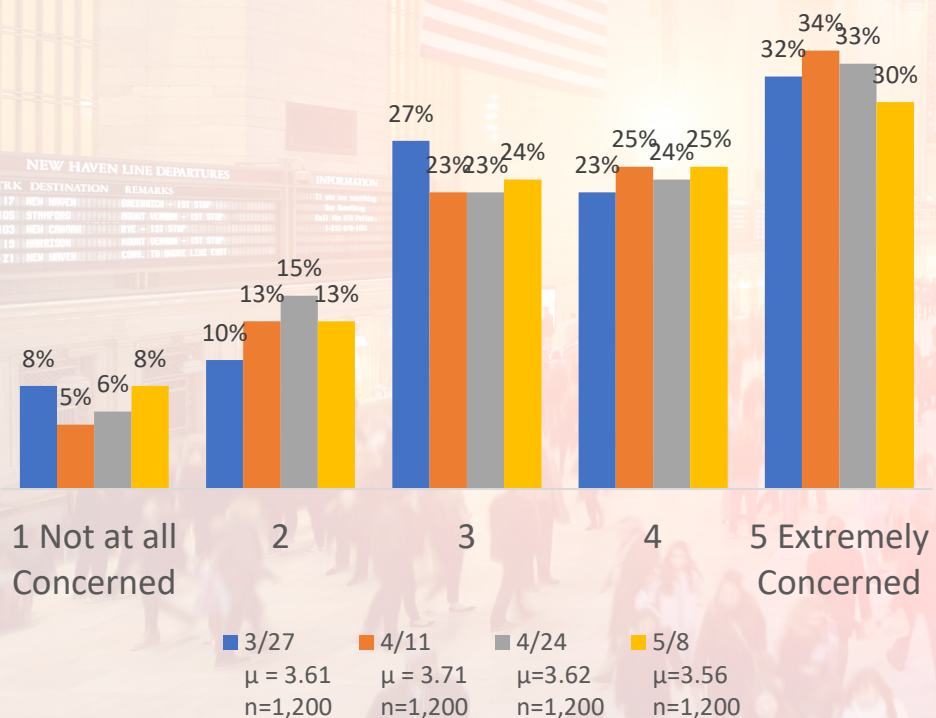


Impact on Taking a Business Trip

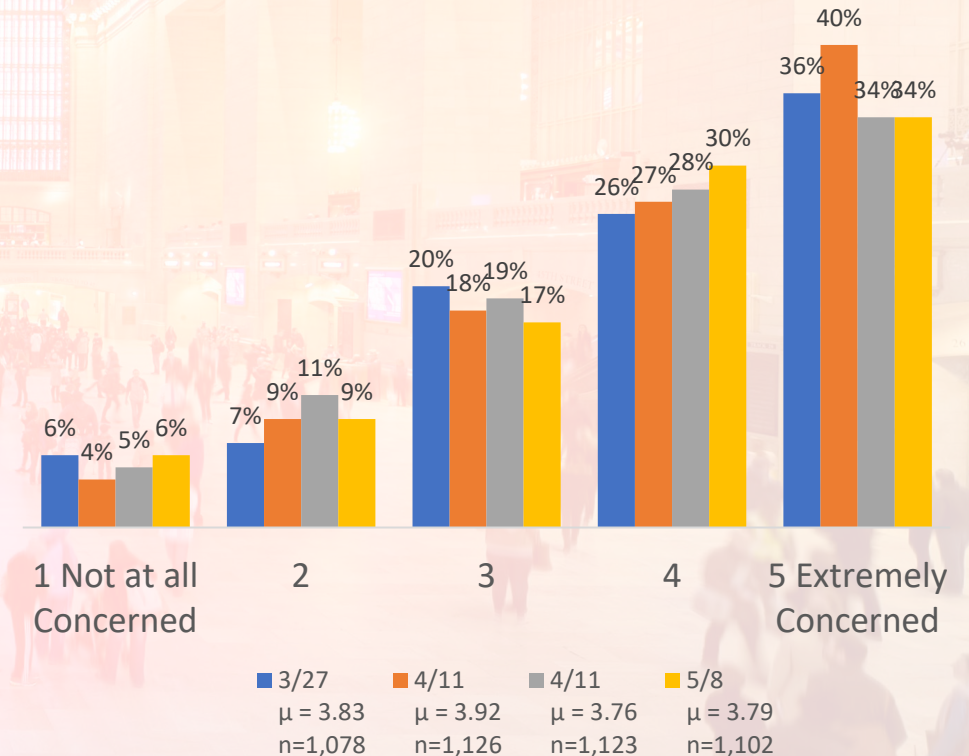


Personal Concern About Contracting COVID-19 Declined, Extreme Concern About Others in the Household Remained the Same

For Myself



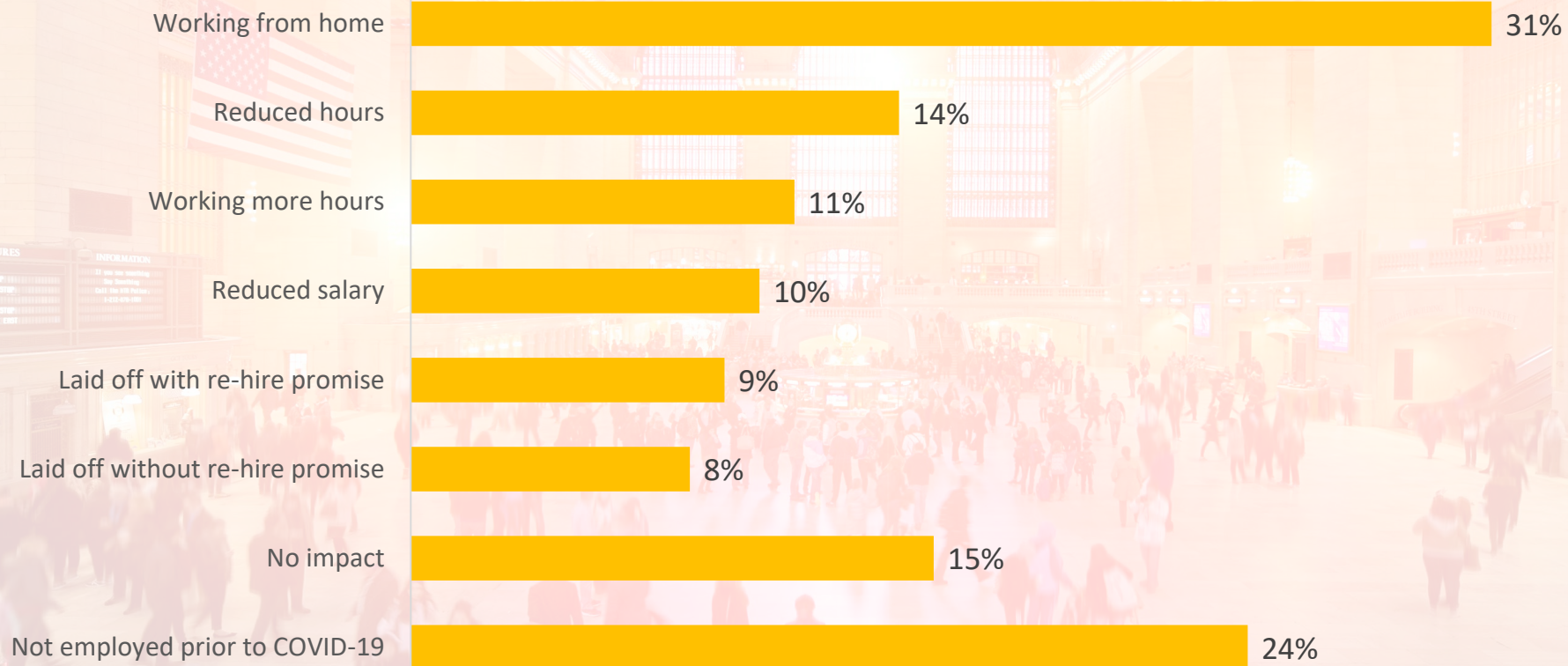
For Others in My Household



Three Out of Ten Travelers Laid Off or Had Salary Reduced, One Out of Seven Now Working Reduced Hours

Question Added 5/8

Impact of COVID-19 on Employment



■ 5/8
n=1,200



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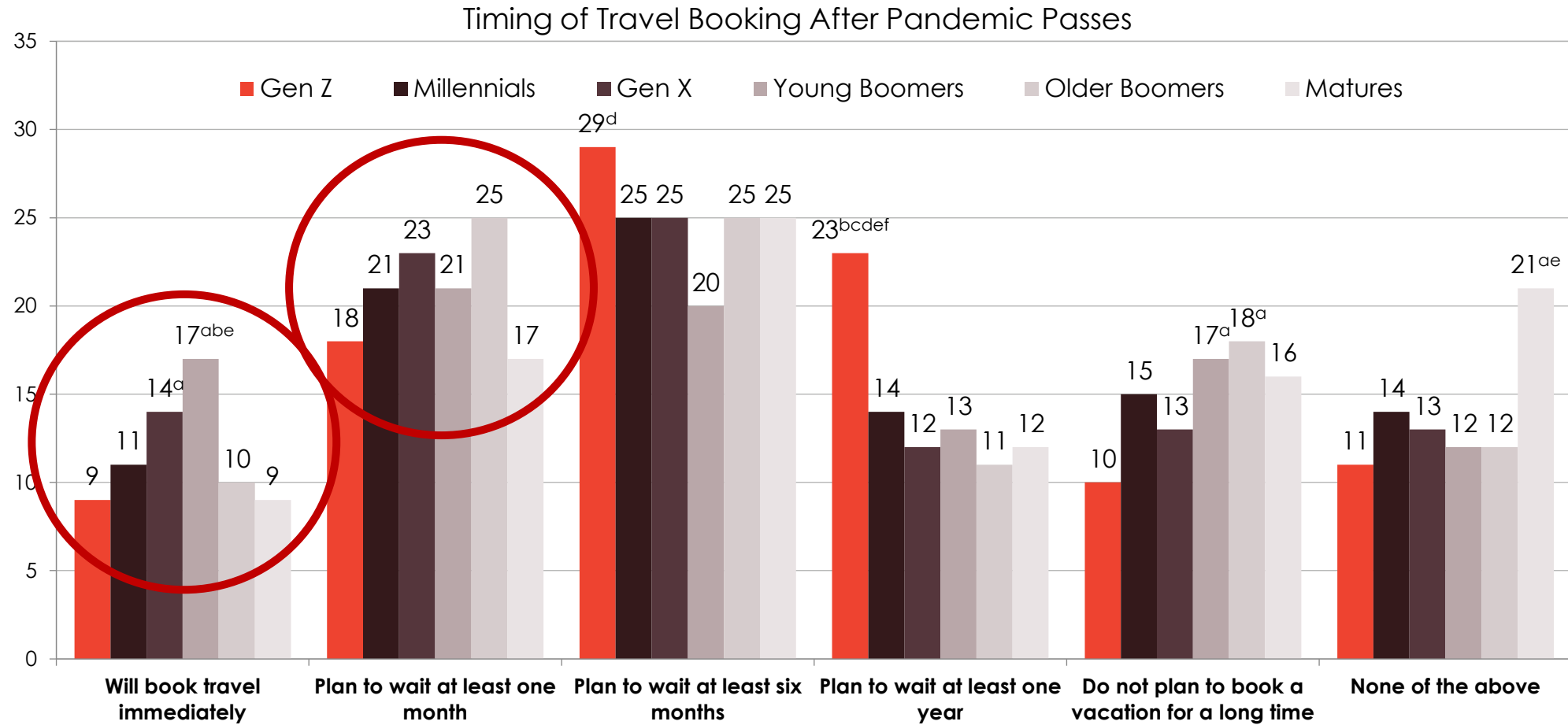
PERSPECTIVES ON THE TRAVEL INTENTIONS OF AMERICANS

Wave I 2020

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CORONAVIRUS

TRAVEL INTENTIONS AFTER PANDEMIC PASSES



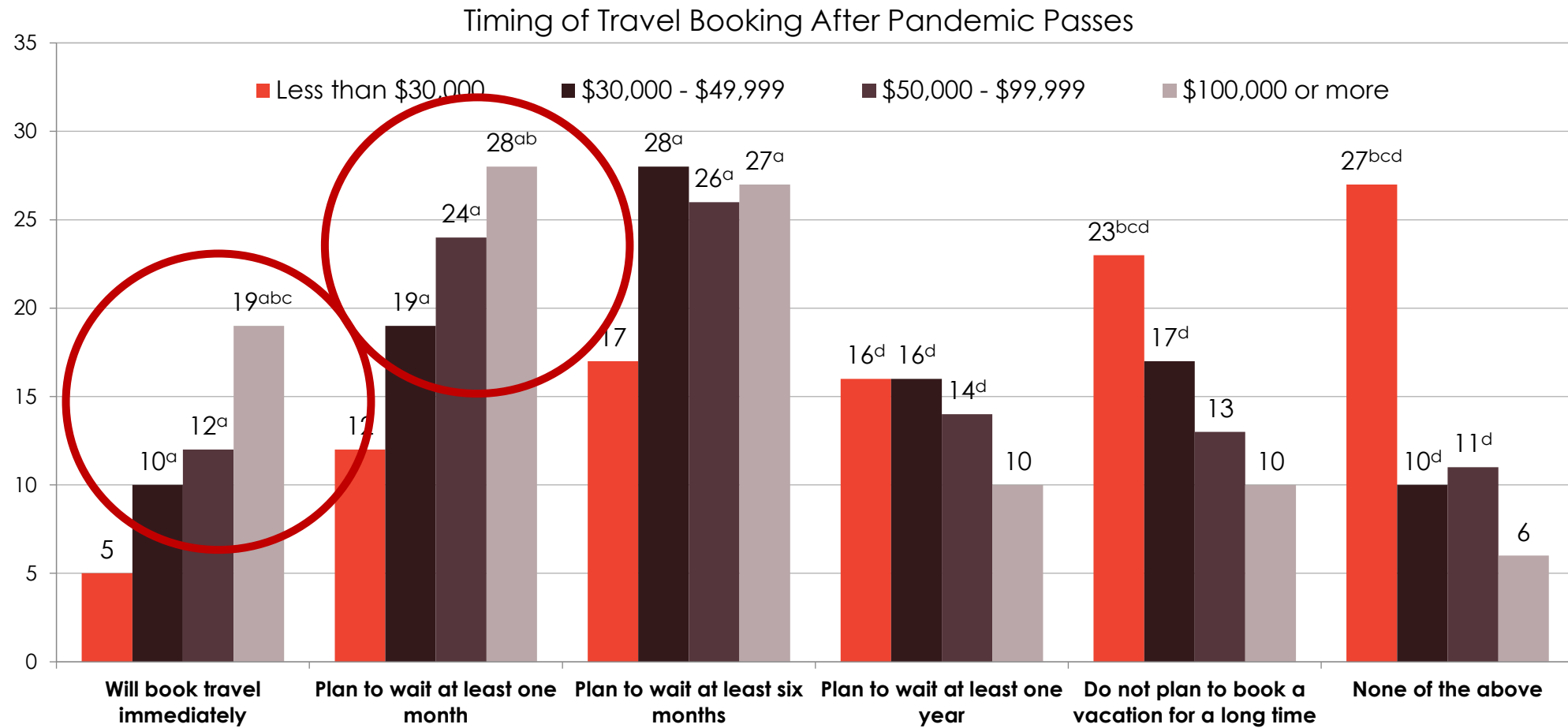
MM6. Once the COVID-19 pandemic passes and travel restrictions are lifted, how quickly do you plan to book a vacation or leisure trip?
 Base: Total Respondents
 Source: MMGY Global, travelhorizons, Wave II 2020

travelhorizons™

a Denotes a statistically significant difference from Gen Z
 b Denotes a statistically significant difference from Millennials
 c Denotes a statistically significant difference from Gen X
 d Denotes a statistically significant difference from Young Boomers
 e Denotes a statistically significant difference from Older Boomers
 f Denotes a statistically significant difference from Matures

CORONAVIRUS

TRAVEL INTENTIONS AFTER PANDEMIC PASSES



MM6. Once the COVID-19 pandemic passes and travel restrictions are lifted, how quickly do you plan to book a vacation or leisure trip?
Base: Total Respondents
Source: MMGY Global, travelhorizons, Wave II 2020

travelhorizons™

a Denotes a statistically significant difference from less than \$30,000
b Denotes a statistically significant difference from \$30,000 - \$49,999
c Denotes a statistically significant difference from \$50,000 - \$99,999
d Denotes a statistically significant difference from \$100,000 or more

For more
information contact:

Chris Davidson

EVP, Insights & Strategy

MMGY Travel Intelligence

cdavidson@mmgyintel.com



US Traveler Intentions Pulse Survey:
Impact of COVID-19

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Thank You for Attending!

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