

U.S. TRAVEL ASSOCIATION®

Quick Facts: Coronavirus (as of 6/12/20)

While the rest of the economy is in a recession, the travel industry is in a depression.

- Overall travel industry unemployment is **51%**, **twice** the unemployment rate during the worst year of the Great Depression (1933) ([Tourism Economics, 5/14](#))
- The overall economic impact on our industry has been 9x worse than the impact of 9/11
- Since the beginning of March, the COVID-19 pandemic has resulted in over \$234 billion in losses for the U.S. travel economy ([Tourism Economics, 6/11](#))

It's critical that we put the right recovery strategies in place now to mitigate the pandemic's impact and get our country back on track.

- With the right recovery strategies we could gain **1.3 million travel jobs** and **\$147 billion in overall GDP impact** ([Tourism Economics, 4/15](#))
- These strategies include: a phased, regional reopening of travel businesses, enhanced traveler safety measures, and a robust array of marketing campaigns to encourage travel among low-risk U.S. residents ([Tourism Economics, 4/15](#))
- Every month that the downturn is mitigated would bring back almost **\$17 billion** to the travel industry and **\$21 billion** to overall U.S. GDP ([Tourism Economics, 4/15](#))

Uncertainty is still affecting travel planning.

- **45%** of leisure travelers say they will **travel less** this year (compared to 9% in January) and **47%** say they will **reduce their travel spending** this year (compared to 11% in January) ([DA, 5/25](#))
- Around **70%** of American travelers who have postponed a trip due to the pandemic **have not yet rescheduled it** ([DA, 5/25](#))

Once they start traveling again, Americans' travel habits will look different at first: the majority feel more comfortable taking road trips instead of flying and prioritizing outdoor activities.

- Americans right now **feel safest** doing outdoor recreational activities (~60%), taking a road trip (~55%), visiting friends/relatives (~48%) ([DA, 6/1](#))

Air Travel

- After sinking **below 100,000** throughout much of April (-96% year-over-year), the number of people screened daily by TSA at U.S. airports **surpassed 440,000** on June 7 ([TSA, 6/10](#))
- Despite this strong growth, the number of passengers on June 7 remained **84% lower** than the same day last year ([TSA, 6/10](#))
- More than half (52%) of American travelers say their next air trip will not occur until Jan. 2021 or later ([DA, 6/8](#))

Attending Meetings

- Only 25% of convention/conference travelers have even a tentative plan to attend a group meeting in 2020 ([DA, 6/8](#))

Car Travel

- Cars are **overwhelmingly viewed** as the safest means of transportation right now—90% of Americans view them as very or somewhat safe right now, and 89% expect that they will still be the safest means of transportation 3 months from now ([Harris Poll, 6/7](#))
- **42%** of Americans plan to **take a road trip this summer** ([DA, 6/8](#))
- Road travel over the seven days ending June 8 was **9.4% higher** than the previous seven days ([Arrivalist, 6/8](#))
- Road travel was “only” 15.8% lower during the week ending June 6 that it was right before the crisis—compared to 73% lower during the first week of April ([Arrivalist, 6/8](#))

Travelers need assurances to feel safe traveling again, leading the entire travel industry to collaborate on health and safety guidance that can be implemented across every part of the traveler’s journey.

Staying in Hotels

- Over **40% of Americans** still view staying in a hotel as somewhat or very unsafe ([DA, 6/8](#))
- But with assurances from multiple sources that it was safe to do so, **69% of travelers** would take a trip **within 3 months** that included travel of 50+ miles and 1+ nights in a hotel or other paid lodging ([Engagious, 6/3](#))

The only way to restore the economy is to restore travel.

- Through a series of relief, protection and stimulus measures, travelers can feel safer and more confident resuming normal behavior.
- U.S. Travel and the travel industry have been collaborating on a phased campaign that first promotes traveler safety at every touchpoint followed by a marketing initiative to inspire travelers to explore America.