



North American COVID-19 Barometer

MARCH 23, 2020 WAVE II

*MMGY Travel Intelligence and
Destinations International Foundation
COVID-19 Update*

*Wave II
March 16-22, 2020*

MMGY Travel Intelligence and Destinations International Foundation have partnered on an ongoing survey to monitor the impact of the coronavirus on destination organizations.

The online survey, designed and analyzed by MMGY Travel Intelligence, is conducted biweekly among the Destinations International members.

A black and white photograph showing the silhouettes of a woman and a child walking through an airport terminal. The woman is on the left, pulling a suitcase, and the child is on the right, pointing towards the right. The scene is reflected on the polished floor. A solid red vertical bar is on the left side of the image.

/ Key Findings

This is the second of a multiwave study on the impact of the coronavirus outbreak on North American destination organizations. It was in the field from March 16–22, 2020.

1. The expectations destination organizations had of the coronavirus on local tourism economies went from a sense of uncertainty in Wave I to a strong expectation of extreme impact over the next 6 months in Wave II.
2. Since last week, the percentage of destinations reporting coronavirus-related postponements and/or cancellations of conferences, meetings, or events surged from under 40% to almost 100%.
3. The percent of respondent organizations receiving more than 20 coronavirus-related inquiries daily increased from 4% in Wave I to 30% in Wave II. Inquiries are primarily related to information about event cancellations and attraction closings as well as business-related functions such as conferences, conventions and business meetings.

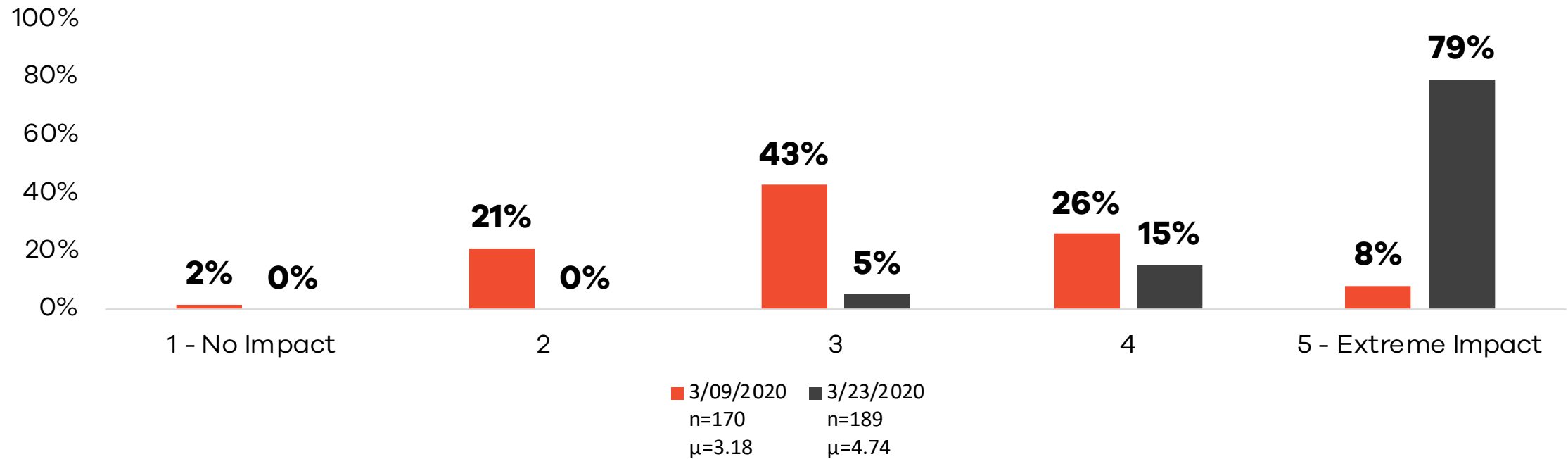


/ Key Findings

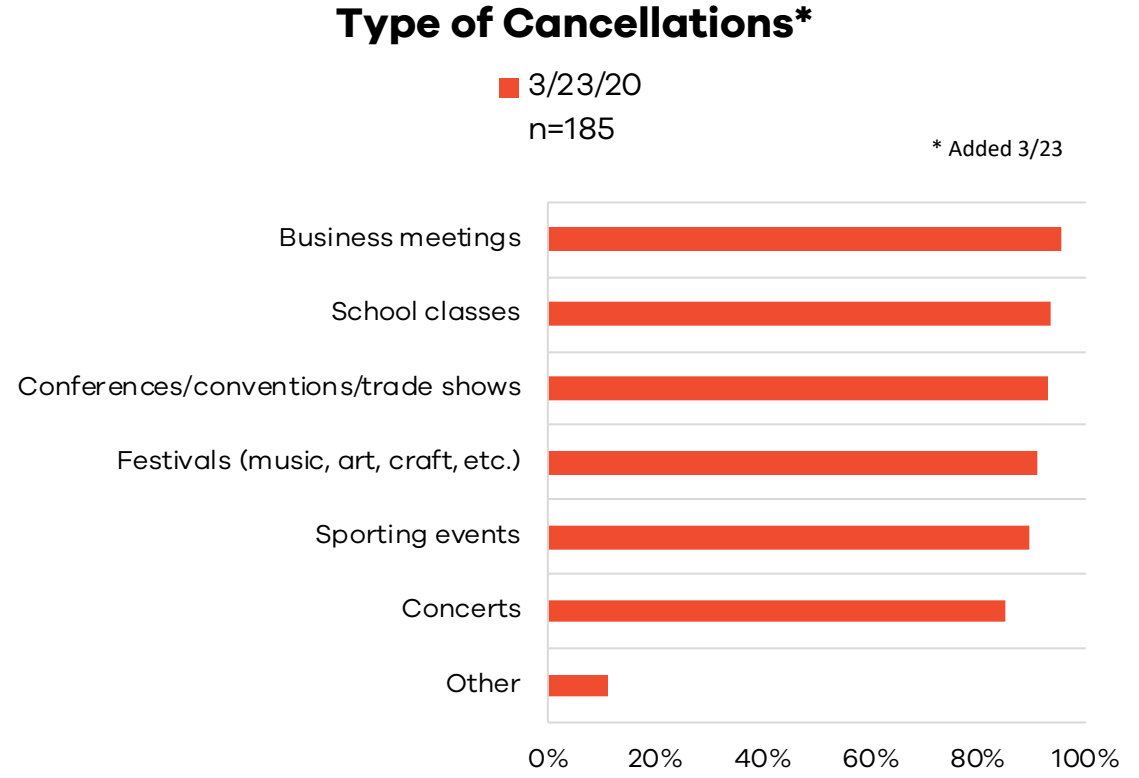
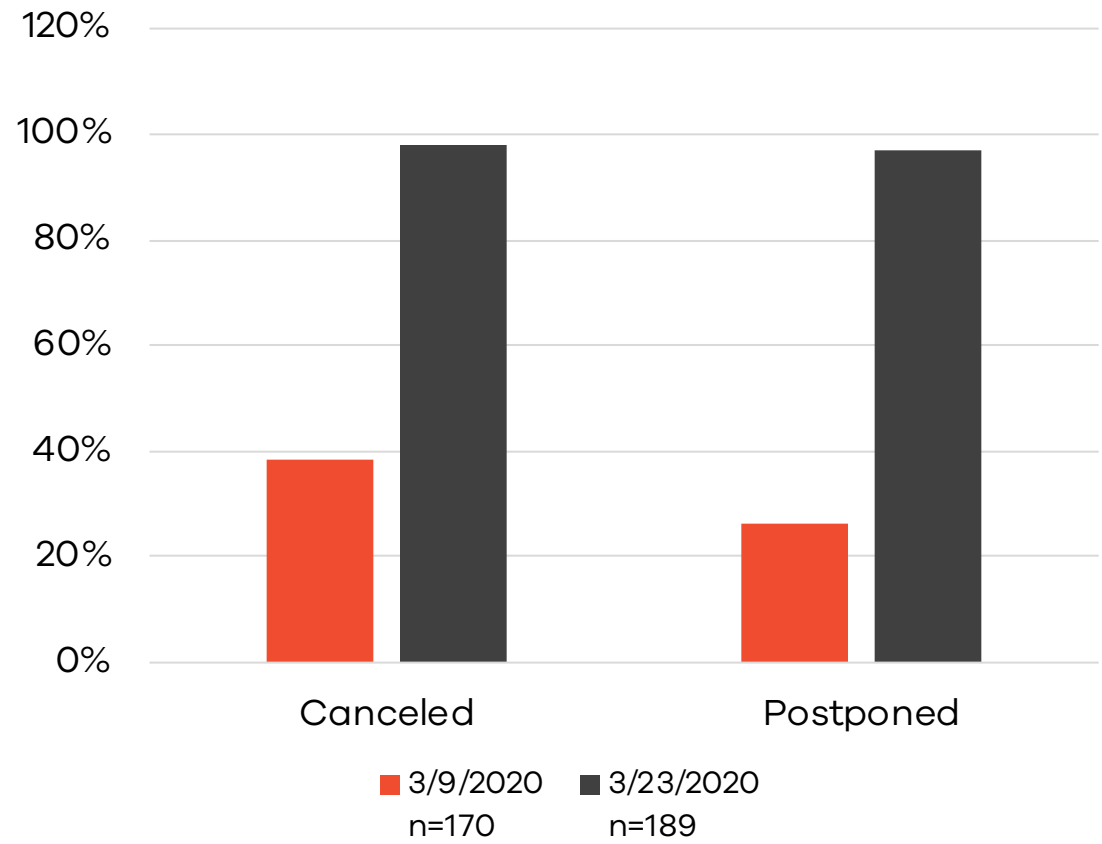
4. Although only about 30% of destination organizations have their own pandemic emergency plan, they continue to play a role in reassuring the traveling public. This includes sharing information with partners and posting information about COVID-19 from the CDC and other sources on their websites. They are also sending out dedicated email updates to potential travelers.
5. More than 80% of destination organizations surveyed have now reduced or postponed sales and marketing spending, which is up from less than 20% in Wave I, with a similar percentage restricting domestic travel for their employees. More than 60% of respondents have asked all employees to work from home.

Impact of COVID-19 on Destination Management and Marketing Organizations

Expected Impact of Coronavirus on Tourism Economy



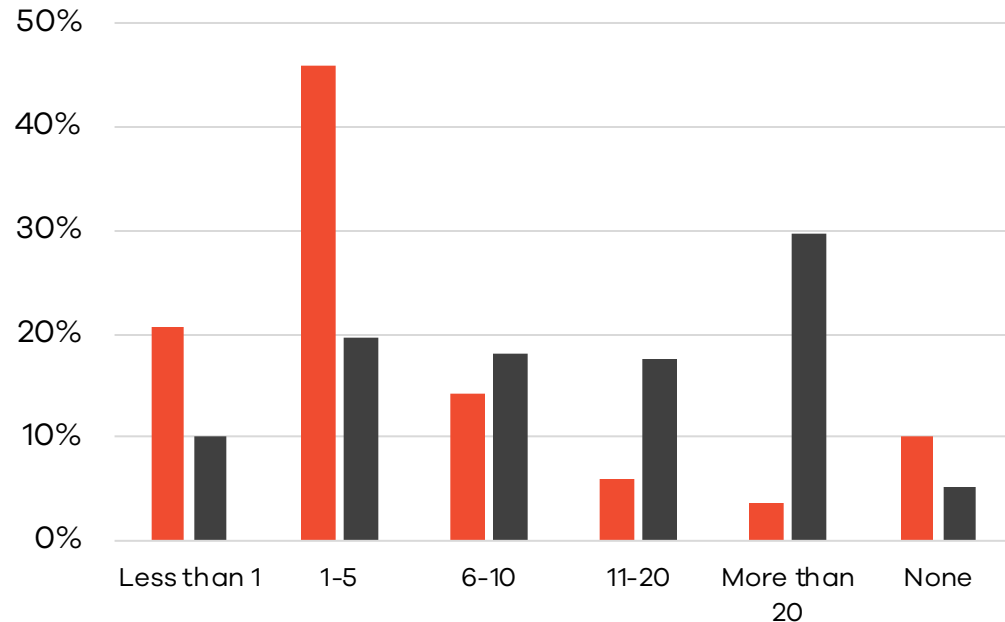
Events Canceled or Postponed



Coronavirus-Related Inquiries

Number of Inquiries

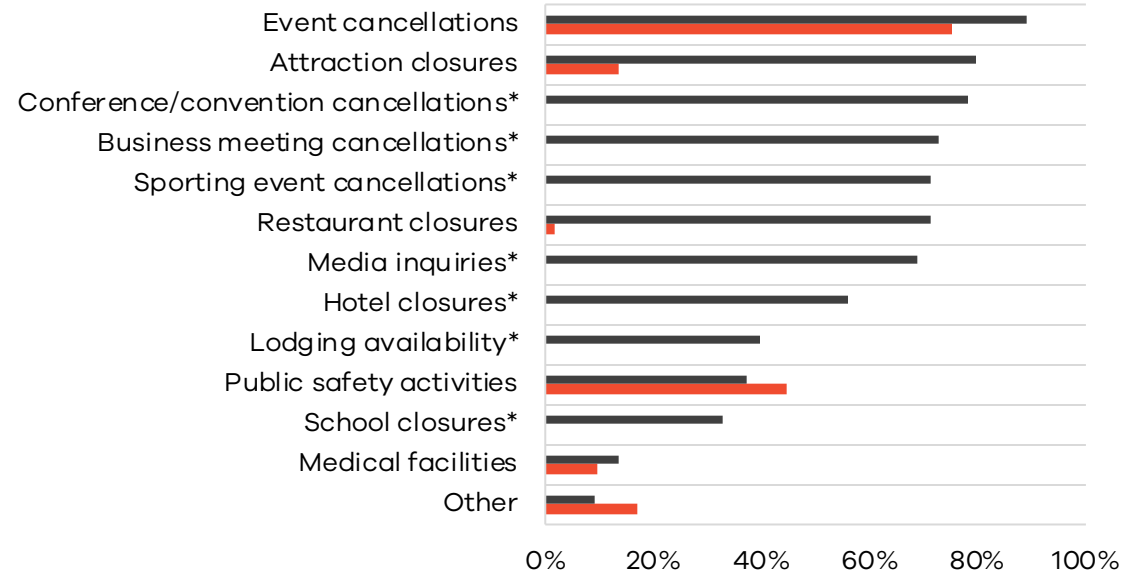
■ 3/9/2020 ■ 3/23/2020
 n=170 n=189



Type of Inquiries

■ 3/23/2020 ■ 3/9/2020
 n=179 n=170

* Added 3/23



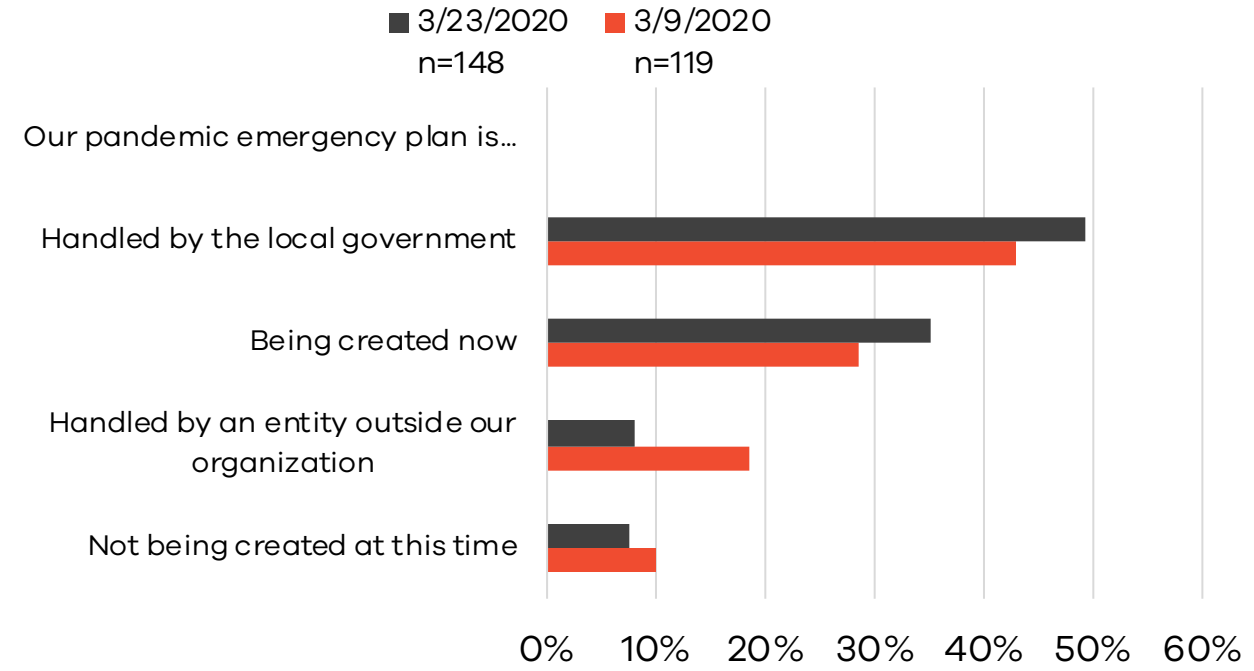


Actions Taken As a Result of Coronavirus

Pandemic Emergency Plans

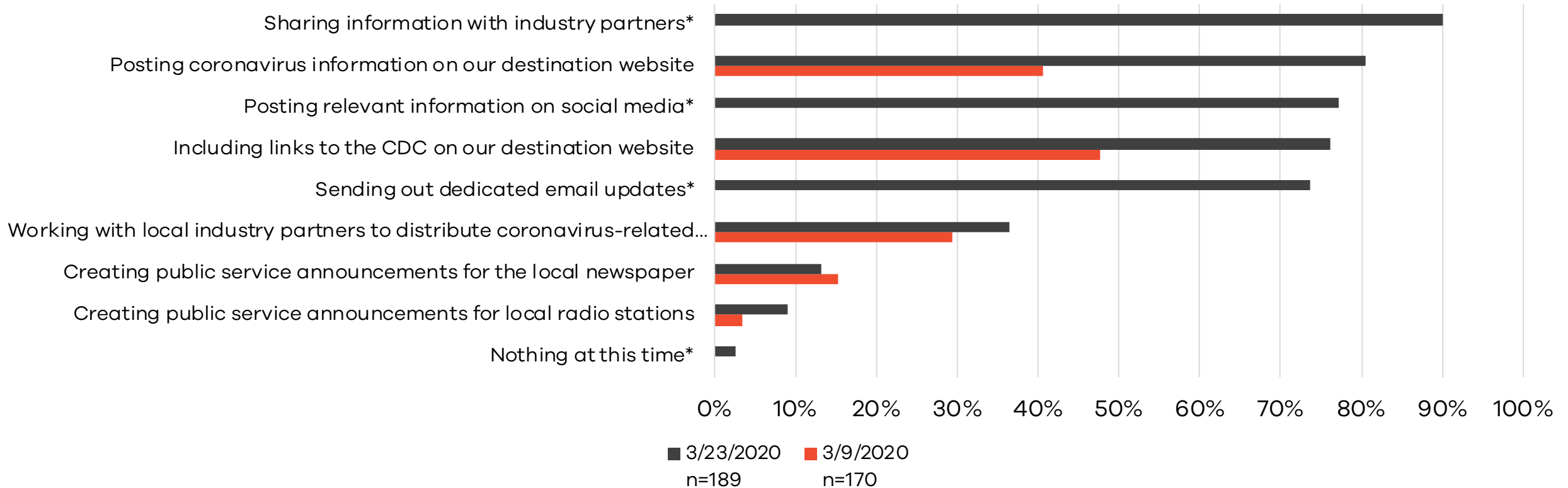
Fewer than 30% of destination organizations had a pandemic emergency plan before COVID-19.

How Pandemic Plans Are Handled



Efforts to Reassure the Traveling Public

* Added 3/23



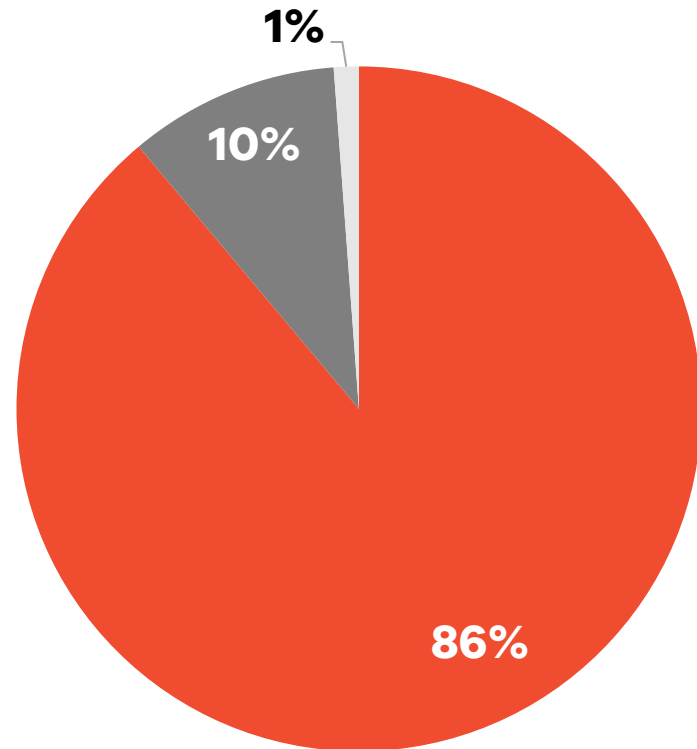
Alterations to Normal Organization Business



DMO Respondent Demographics

DMO Organization Type

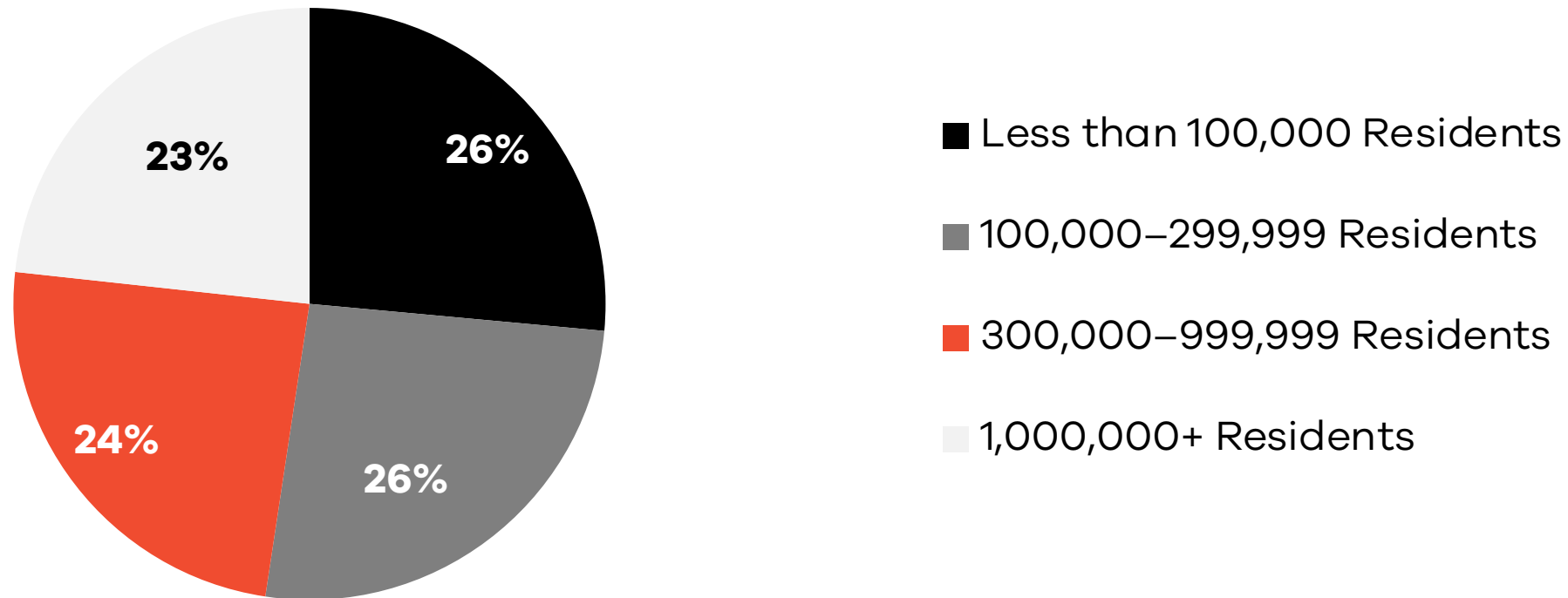
N=187



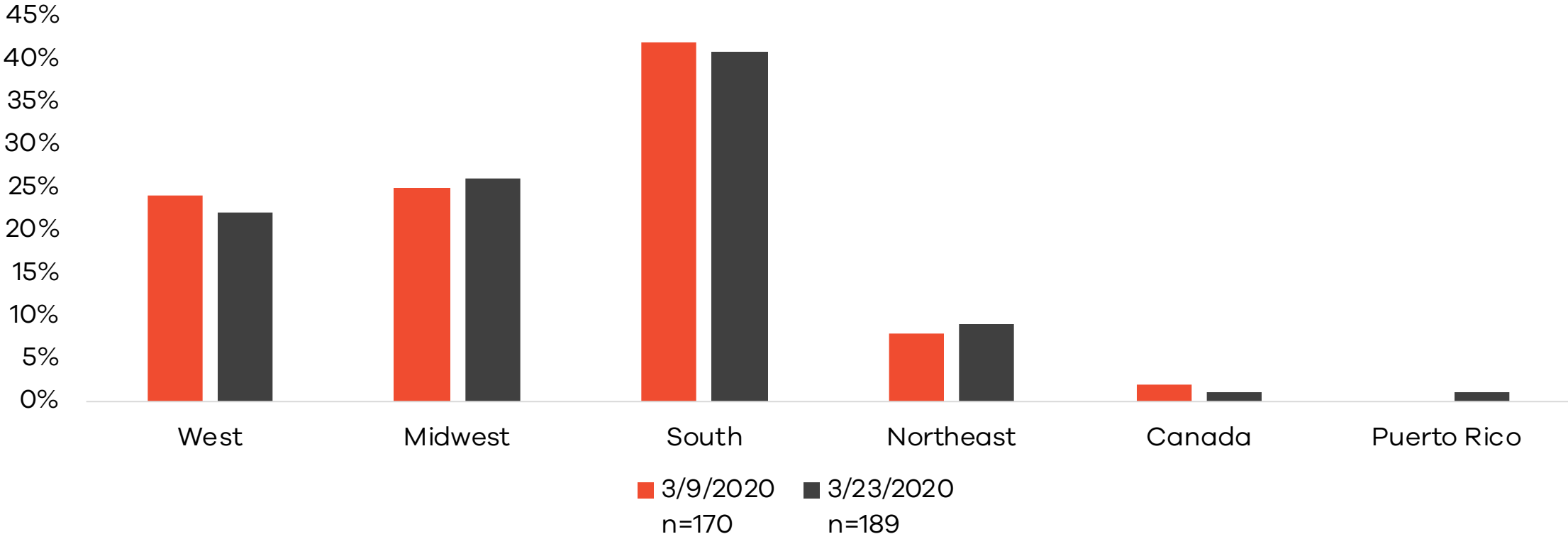
- City/regional tourism organization
- State tourism marketing organization
- Other type of tourism marketing organization
- Other

DMO Organization Population Representation

N=189



DMO Organization Location



**For more
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