

Impact of COVID-19 on Travel Industry


April 6, 2020

To help share information about COVID-19 impacts to the travel industry, Travel Oregon's research team is compiling state and national data on a weekly basis to share with external partners. The data below is this week's summary and is for informational purposes only.


STR Weekly Data (Week of March 22)


The chart below shows the year over year change in Average Daily Rate (ADR), Revenue Per Available Room (RevPAR), and Occupancy statewide and per region in Oregon. This data is provided by STR, Inc.


	Weekly STR Report 2020 vs 2019								
	ADR			RevPAR			Occupancy		
Oregon	\$84.35	\$116.64	-27.7%	\$19.14	\$82.75	-76.9%	22.7%	70.6%	-67.4%
Central	\$91.40	\$111.15	-17.8%	\$20.33	\$74.43	-72.7%	22.2%	67.0%	-66.7%
Coast	\$81.14	\$117.92	-31.2%	\$15.88	\$88.17	-82.0%	19.5%	74.4%	-73.2%
Eastern	\$73.16	\$79.65	-8.1%	\$24.57	\$50.30	-51.2%	33.5%	63.0%	-45.9%
Hood/Gorge	\$76.10	\$97.08	-21.6%	\$19.84	\$69.36	-71.4%	26.1%	71.2%	-63.1%
Portland	\$94.93	\$134.08	-29.2%	\$19.11	\$103.64	-81.6%	20.1%	76.5%	-73.2%
Southern	\$72.16	\$88.76	-18.7%	\$18.84	\$57.18	-67.0%	26.1%	64.3%	-59.1%
Willamette Valley	\$78.61	\$97.98	-19.8%	\$19.22	\$62.10	-69.0%	24.5%	63.3%	-61.1%


 TRAVEL OREGON


Region
All


 Oregon


 Central


 Coast

 Eastern

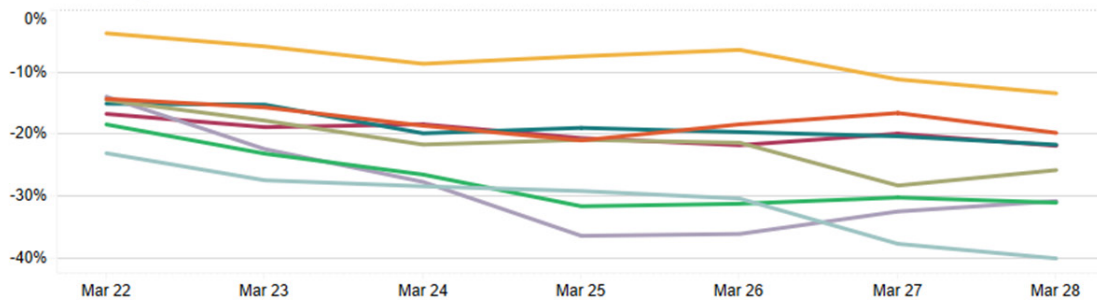
 Hood/Gorge

 Portland

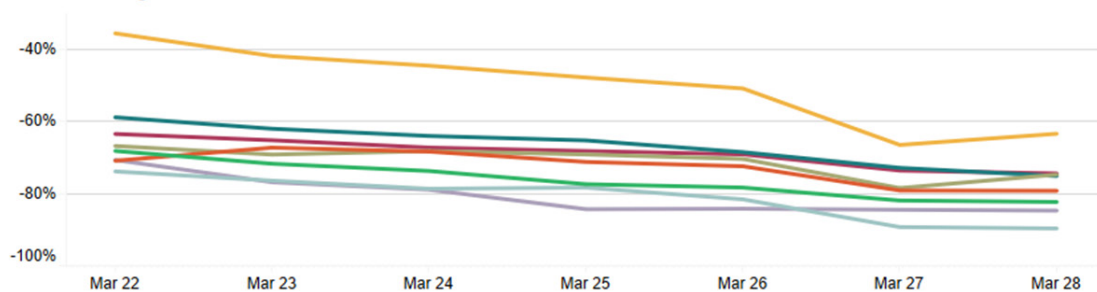
 Southern

 Willamette ..

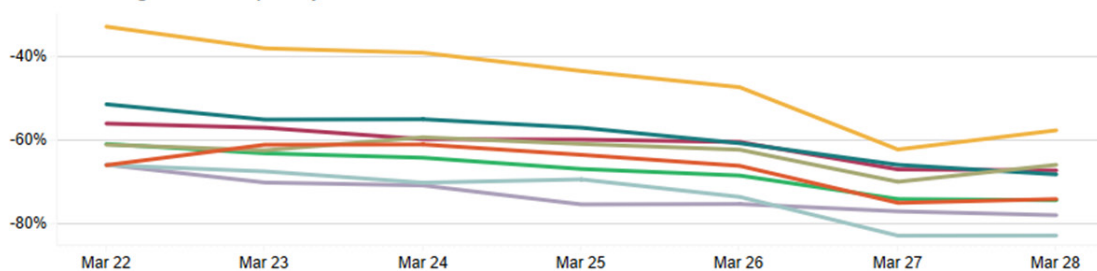
YOY Change in ADR



YOY Change in RevPAR



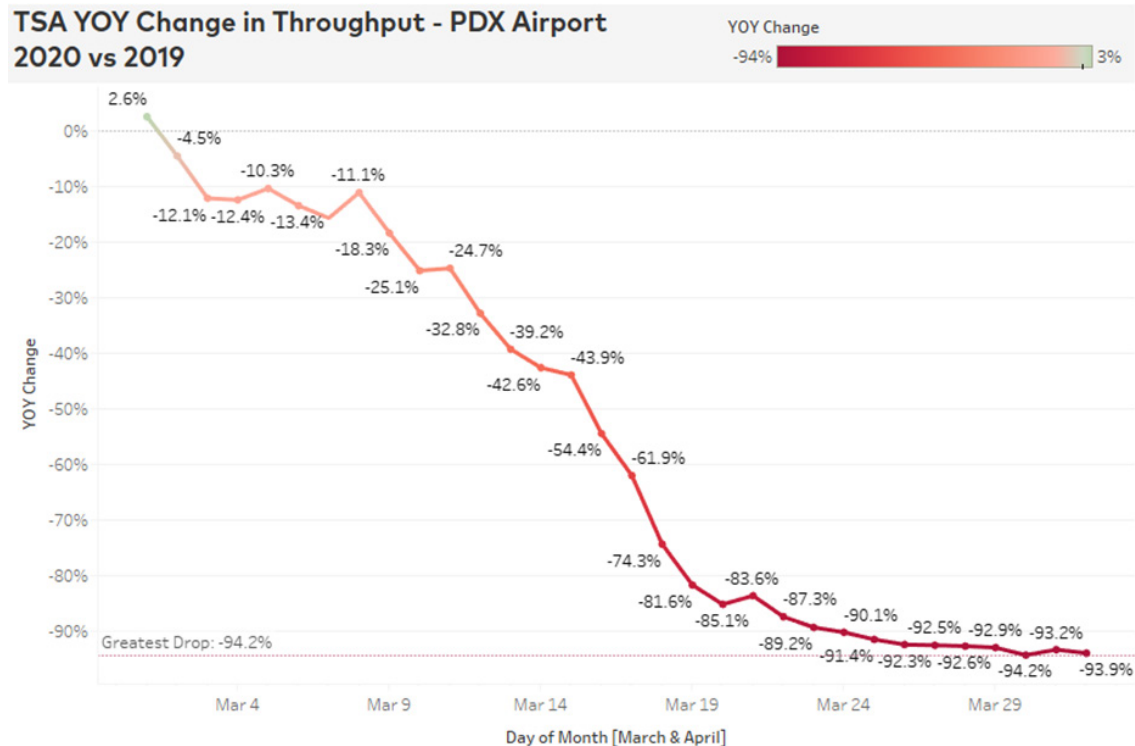
YOY Change in Occupancy



PDX Airport Data

April 1st, the PDX passenger throughput was 21,4680 passengers below (93.9%) the same day, last year and March 2020, passenger throughput was 433,374 (56.4%) below last year.

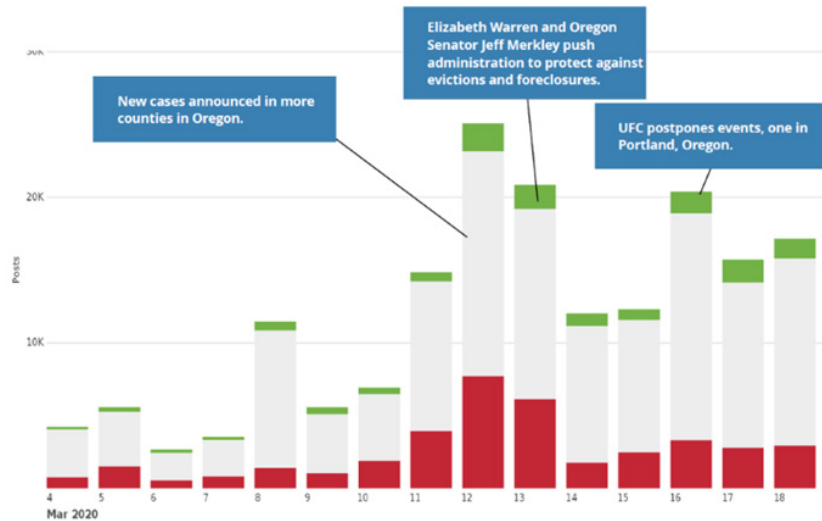
* Throughput is the count of people going through the TSA checkpoint.



Sparkloft MEDIA (Social Media Sentiment)

- After conversations about closures peaked in mid-March, people have settled into the new normal of working from home, distance learning, quarantine restrictions and everything being cancelled.
- As we head into April, there is stress over the unsettling reality that this crisis will last more than 2 weeks. This has tempered any positive conversations about the novelty of quarantine. Factors that are driving this are: the spike in cases, mounting death toll, shortage of tests and protective gear for healthcare workers and a rapid increase in the unemployment rate.
- Stories highlighting community resiliency, people coming together and a sense of gratitude for the medical community and frontline workers, continue to be shared at increasing rates.

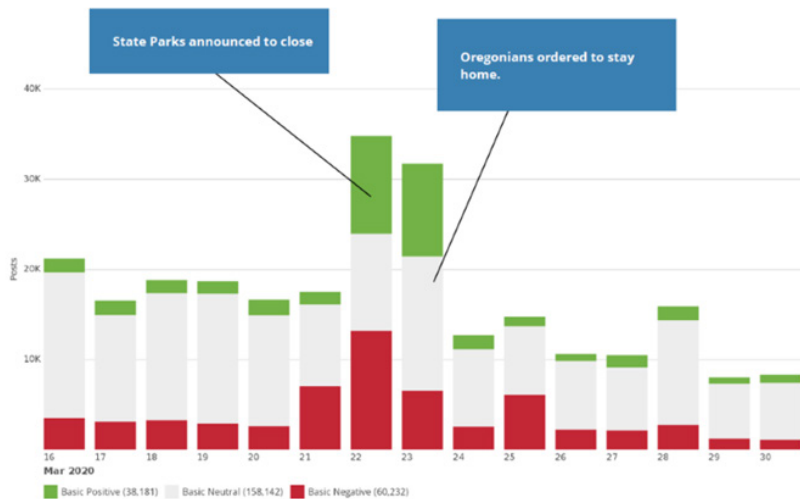
OREGON BECOMES A STORY MARCH 4-18, GLOBAL CONVERSATIONS



OREGON MAKES HEADLINES

- From March 4 to 18, the volume of conversation **about Oregon** and Oregon keywords (major cities, attractions) increased.
- More cases are reported in new counties in Oregon.
- School closures and restaurant closures are among increasing restrictions placed on the state.

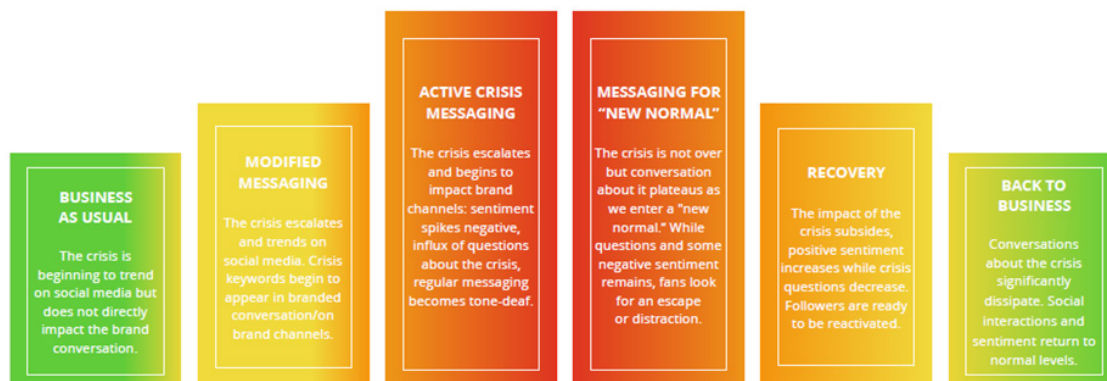
OREGON CONVERSATIONS MARCH 16-30, GLOBAL CONVERSATIONS



OREGONIANS WAIT AND SEE

- From March 16 to 30, the volume of conversation **about Oregon** and Oregon keywords (major cities, attractions) increased.
- While the conversation has dropped over the past week, Oregonians await a rent/mortgage freeze, wonder what will happen to business, worry about unemployment and are still unclear of "Stay Home" policies.

Based on the sentiment and the stage of the COVID-19 crisis, we're still in the "Active Crisis Messaging" stage of messaging.



In response, we recommend the following strategic messaging actions:

- **Empathy & Sensitivity:** Display empathy and an increased sensitivity towards the impact of COVID-19. Investigate the personal impact the crisis is having on your employees and community. Identify how people are feeling and what they need, then create or promote programs that provide relief.
- **Community Resource:** Continue to share accurate, timely public safety and health messages from authoritative sources. People want to know what specific policies mean for their way of life.
- **Resiliency and Positivity:** We're all craving stories celebrating the best in humanity: healthcare heroes, essential service employees and others who are banding together to help their fellow humans. Endorse and share content from others, especially local businesses, media or community leaders. Tell a full range of community stories to emphasize unity and civic pride.
- **Escape:** The information overload has left consumers looking for long-format, gentle content. They are checking in with you less often, but when they do, they are looking for a relaxing, gentle escape. Think about how they can still enjoy you from afar.

For examples on how DMOs are pivoting their content to address COVID-19, see Travel Oregon's content calendar [here](#).

Finally, it is noteworthy that Governor Brown's magnanimous decision on April 3 to send ventilators to New York is earning her (and Oregon) widespread acclaim across social media. The topic was trending over the weekend (April 4-5) with social media users expressing a range of positive sentiment from gratitude to pride (locals). Some also mentioned that when this crisis ends, they would be repaying Oregon by vacationing here.

Governor Cuomo highlighted it in his daily briefings and the New York Daily Post even opinioned with an editorial stating:

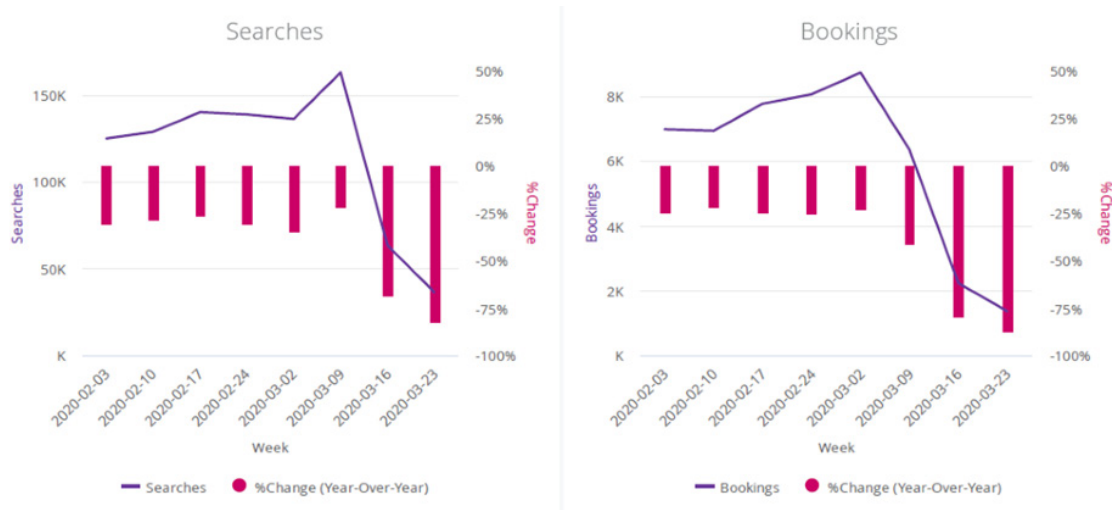
"We don't know Kate Brown and we don't know if she's ever even been to New York, but the governor of Oregon is a New Yorker — and not just honorary, she has more than earned her stripes. Her spontaneous and altruistic decision to send 140 life-saving ventilators to coronavirus-suffering New York makes her a leader of high character unlike Rhode Island's Gina Raimondo and Florida's Ron DeSantis, who both sought to erect barriers to New Yorkers entering their states." – [Editorial, New York Daily News](#)



ADARA

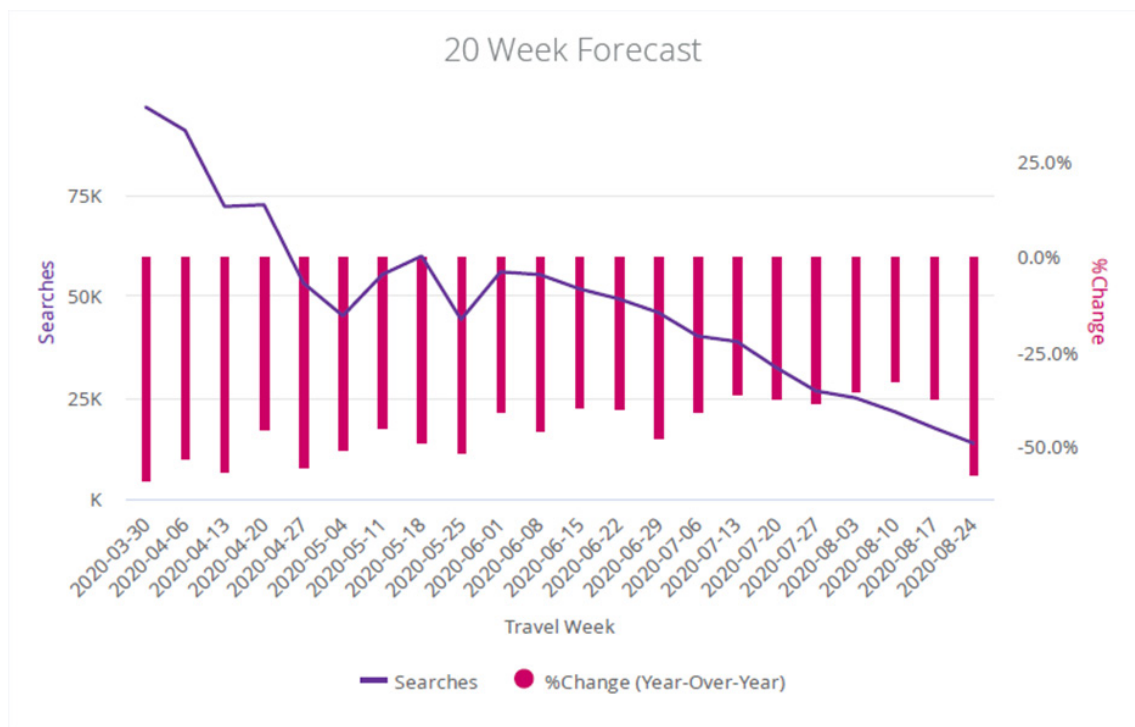
ADARA has access to search and booking data for several airlines and hotels. They have provided a forward-looking analysis of bookings and travel intent.

This chart shows the number of hotels and flight bookings and searches for Oregon (Domestic). Searches & bookings saw sharp decline in the last two weeks. Booking are down by 87% YOY for week of March 23rd.



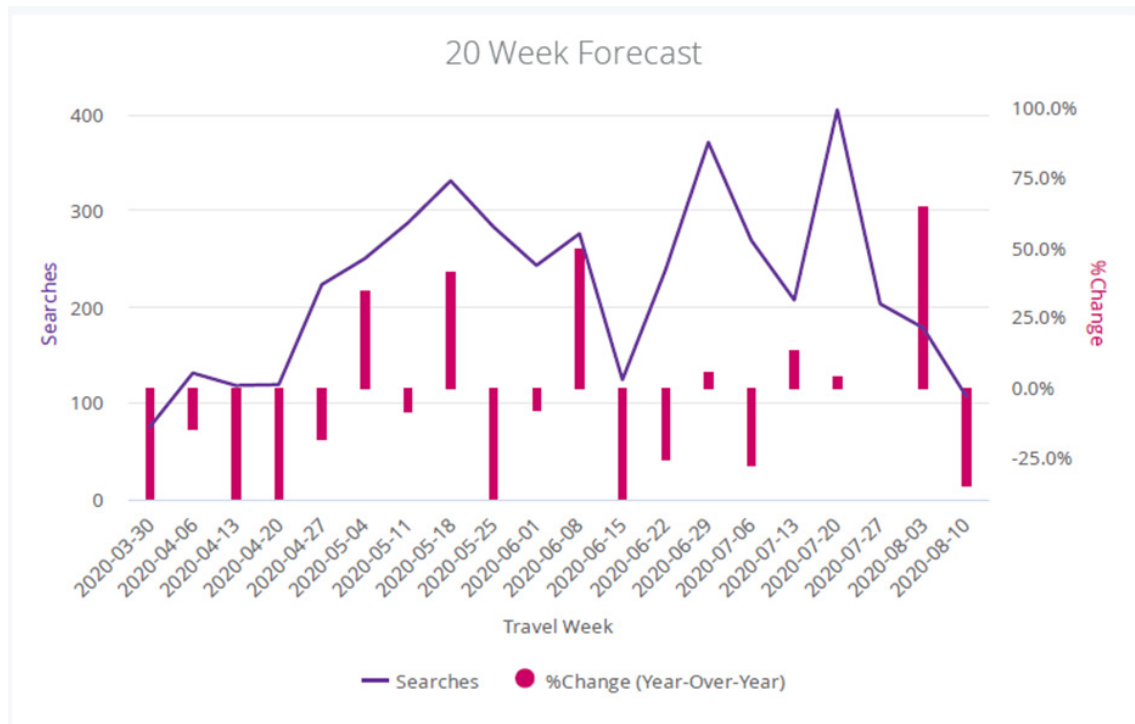
Travel intent trend for the upcoming weeks to Oregon (Domestic)

Demand for domestic trips to Oregon is significantly down (based on searches) for the next 10 weeks (roughly more than 50% decline).



Travel intent trend for the upcoming weeks to Oregon (EU Inbound).

International travel intent to Oregon is down from most of the countries. However, we do see an uptake in terms of travel to Oregon from Europe.

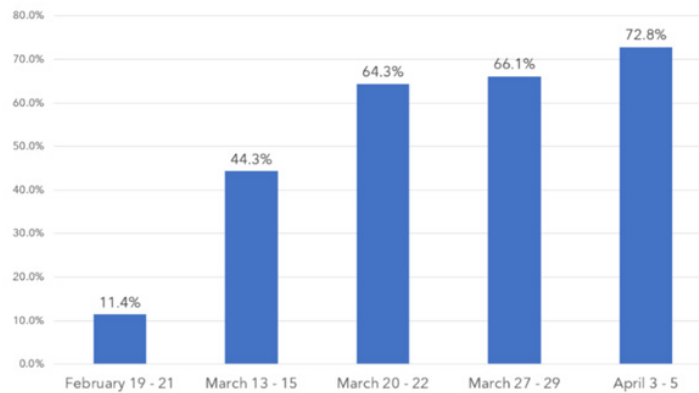


National and International Trends

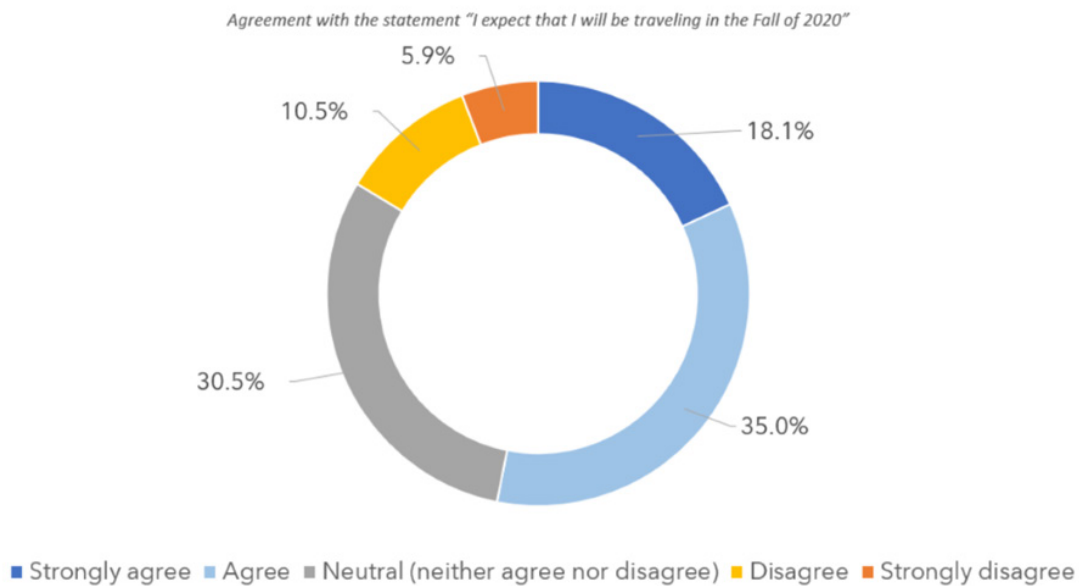
Destination Analysts: [Update on Coronavirus' Impact on American Travel—Week of April 6th](#)

- American travelers start looking to Fall as near-term concerns grow.
- Concern about personally contracting the virus has been steadily increasing among travelers in the Midwest and Northeast, with those in the Northeast feeling the most concern.
- After a small dip last week, concern about the virus' impact on travelers' personal finances is back up (7.0 on a 10-point scale).
- More travel was affected in the last week: now 72.8% say they have had travel affected by the coronavirus situation. 65.3% cancelled a trip; the highest rate in the last four weeks. There is an uptick in cancellations reported in May and June.
- The percent who feel the coronavirus situation will get worse in the U.S. next month has grown to 70.3% (from 66.5% a week ago). Those confident that coronavirus will be resolved by the summer travel season dropped to 31.0%.
- Nevertheless, 53.1% of American travelers say they expect they will be traveling in the Fall. The percent who say they have trip plans in September and later in 2020 have ticked up.
- Even more travelers say they miss traveling this week—69.1% can't wait to travel again, up from 63.0%.
- After the pandemic, half of American travelers say they will avoid crowded destinations (49.8%).

American Travelers Who Have Had Trips Affected by COVID-19



American Travelers Who Expect to Be Traveling in the Fall

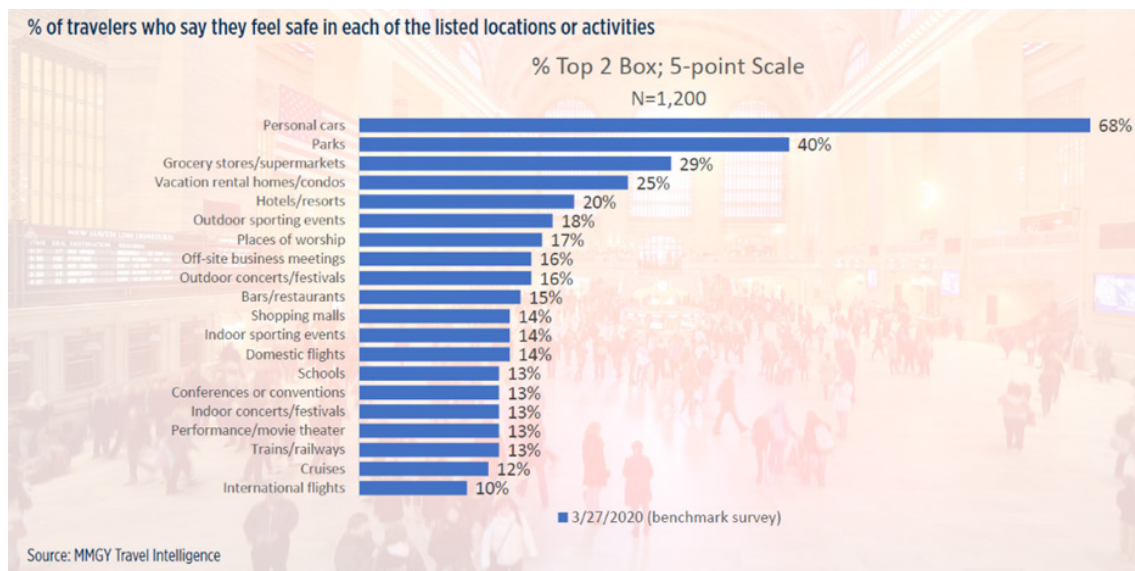


MMGY: [Travel Intentions Pulse Survey](#)

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. Following is a summary of key findings from March 27th report:

- The likelihood of taking a leisure trip in the next 6 months has declined by more than 50% in past month

- Business travelers generally feel safer traveling than leisure travelers
- Travelers feel safest now in personal vehicles and parks and least safe on cruises and international flights



UNWTO: [IMPACT ASSESSMENT OF THE COVID-19 OUTBREAK ON INTERNATIONAL TOURISM](#)

- Based on the latest developments (quarantine measures, travel bans & border closures in most of Europe, which represents 50% of international tourism, and in many countries of the Americas, Africa and the Middle East), the evolutions in Asia and the Pacific and the patterns of previous crises (2003 SARS and 2009 global economic crisis), UNWTO estimates international tourist arrivals could decline by 20% to 30% in 2020 (-290 to 440 million international tourist arrivals).
- This would translate into a loss of 300 to 450 US\$ billion in international tourism receipts (exports) – almost one third of the US\$ 1.5 trillion generated globally in the worst-case scenario and 5 to 7 years lost in number of tourists.

STR forecast

As of March 30th, STR and Tourism Economics project a 50.6% RevPAR decline in 2020 in the U.S. due mostly to an occupancy decline (-42.6%) stemming from a 51.2% drop in demand. Room supply is also forecasted to decline 14.9% this year due to hotel closures in the country. However, GDP is forecasted for healthy growth in 2021, driving an 81.8% room demand increase that will push occupancy up 57.3%.

U.S. Outlook		
Metric	2020 Forecast	2021 Forecast
Supply	-14.9	+15.6
Demand	-51.2	+81.8
Occupancy	-42.6	+57.3
ADR	-13.9	+3.7
RevPAR	-50.6	+63.1

Additional COVID-19 Tourism Research and Analytics Resources

- <https://ttra.com/resources/covid-19-travel-and-tourism-research-resources/>
- ADARA: [COVID-19 Resource Center](#)
- Tableau: [COVID-19 Resource Center](#)
- CBRE: https://www.cbrehotels.com/-/media/cbre/countrycbrehotels/documents/viewpoint_updated-2020-outlook-expectations-for-the-year-ahead.pdf?la=en
- STR:
- USA/Canada: <https://str.com/data-insights-blog/coronavirus-hotel-industry-data-news>
- Oxford Economics: https://resources.oxfordeconomics.com/hubfs/Global_economy_enters_recession_March_2020.pdf
- <https://www.mmgyglobal.com/covid-19/>
- <https://www.ustravel.org/press/latest-data-coronavirus-cause-59-million-travel-related-job-losses-may>
- <https://www.destinationanalysts.com/update-on-coronavirus-impact-on-american-travel-week-of-march-30th/>
- <https://keydatadashboard.com/coronavirus-impact-report-on-short-term-vacation-rental-regions/>
- <https://keydatadashboard.com/covid-19-impact-report-on-short-term-vacation-rentals-in-oregon/>
- <https://covid19.ubermedia.com/>

If you have any questions, please direct them to: ladan@traveloregon.com

