

Impact of COVID-19 on Travel Industry

April 5, 2021

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 bi-weekly basis to share with external partners. The data below is this week's summary and is for informational purposes only.

TSTR Weekly Data (March 21, 2021 to March 27, 2021)



OREGON LODGING STATISTICS Week of March 7, 2021 (% Chg YOY)

	Occupancy (%)		Room Rate (\$)		RevPAR (\$)		Room Supply		Room Demand		Room Revenue (\$)	
Oregon	51.14%	8.1%	\$93.05	-9.3%	\$47.94	-1.5%	478,772	-1.9%	244,826	6.0%	\$22,953,556	-3.4%
Central	53.94%	22.5%	\$95.57	-5.3%	\$52.18	17.5%	41,566	3.9%	22,420	27.2%	\$2,168,748	22.0%
Coast	59.10%	27.6%	\$104.17	4.8%	\$62.96	36.0%	79,646	0.8%	47,073	28.7%	\$5,014,159	37.1%
Eastern	45.94%	4.2%	\$76.12	-1.7%	\$35.04	2.5%	34,657	0.4%	15,923	4.6%	\$1,214,499	2.9%
Hood/Gorge	48.15%	0.9%	\$89.58	-1.1%	\$43.84	1.3%	16,135	4.2%	7,769	5.2%	\$707,333	5.6%
Portland	41.33%	-14.0%	\$90.61	-21.5%	\$37.57	-32.8%	167,195	-7.8%	69,107	-20.7%	\$6,280,747	-38.0%
Southern	63.85%	35.6%	\$87.09	6.3%	\$55.77	44.0%	60,025	0.1%	38,328	35.7%	\$3,347,751	44.1%
Willamette Valley	56.30%	11.2%	\$89.44	-6.0%	\$50.58	4.6%	77,784	2.9%	43,791	14.5%	\$3,934,604	7.7%

Social Sentiment and Hot Topics

The information provided below is a summary of national coverage, media trends and what people across the U.S. are sharing online. The statements do not represent Travel Oregon's views or agency position.



Governor Kate Brown ✓
@OregonGovBrown



Oregon's COVID-19 cases are climbing and we are back on alert. The next surge of this virus is at our doorstep, but thankfully we know how to protect ourselves & others:

- ✓ Get the vaccine when it's your turn
- ✓ Limit your social gatherings
- ✓ Physically distance
- ✓ Wear a mask

With summer around the corner and vaccines reach more arms every day, signs of relaxation and normality are everywhere. Our social feeds are reflecting this optimism: kids are back at in-person school, people are dining indoors, families are traveling for spring break and favorite events such as the Tulip Festival and Drag Bruch are back.

But so are signs of backsliding and rising case counts. OHA reports that Oregon recorded "[28% more cases of COVID-19 this week than it did the week prior](#)" and cases are expected to peak the first week of through May.

Nationally, the [picture is the same](#). After the infection rate dropped to about 55,000 cases and 1,500 deaths per day in mid-March, variants and relaxed attitudes have made the weekly average up 19% and daily case count back up to 69,000 cases a day.

The uptick led a visibly shaken CDC Director, Dr. Rochelle Walensky, to ditch her script at a news conference and requested people to continue to practice masking and social distancing, saying she felt a sense of "[impending doom](#)."

The word cloud below visualizes the trending COVID-19 topics in Oregon, which again mostly pertain to vaccine scheduling and vaccine eligibility.



Most shared/talked about topics in or about Oregon based on CrowdTangle, Keyhole and Cision data include:

- OHA's [announcement](#) that "1 million Oregonians have been vaccinated with one or more doses of #COVID19 vaccine."
- Vaccine snafu that ended with 11,000 ineligible Oregonians [mistakenly being scheduled](#) for a vaccine appointment.
- The [expansion of vaccine eligibility](#) to include frontline workers (and their families!) and Oregonians over 16 with underlying conditions.
- Judge orders [enforcement of mask mandates](#) at prisons in Oregon.

Beyond COVID-19, Oregon audiences were also widely shared story about the passing of Beverly Cleary, Krispy Kreme's "free donut for vaccine card" offer, the closing of the Portland Children's Museum and the OSU Beavers' deep run during the NCAA March Madness tourney.



KGW-TV March 19 at 4:40 PM · 🌐

The Beavers won their first NCAA Tournament game since 1982!



KGW.COM
Oregon State takes down Tennessee 70-56 as No. 12 seed
 It's the first time since 1982 that the Beavers won an NCAA Tournament game.

Patricia Polacco March 26 at 3:28 PM · 🌐

My Dears,
 Our world has lost a genuine, respectful and amazing voice for the hearts of children, Beverly Cleary. Certainly she was an inspiration to me as she most probably was for all authors of our time. She took the ordinary and made it personal, epic and ultimately extraordinary. God's speed to such an amazing talent and to her family I hope her memories bring them blessings.

Love,
 PP



KGW-TV March 26 at 12:00 AM · 🌐

The museum cited revenue losses during the COVID-19 pandemic and insurmountable costs to reopen for the closure.



KGW.COM
Portland Children's Museum to permanently close June 30
 The museum cited revenue losses during the COVID-19 pandemic and insurmountable costs t...

Other interesting articles:

- Oregon participated in a national study that shows that [Pfizer, Moderna vaccines are 90% effective](#) after two doses in study of real-life conditions, CDC confirms.
- Globally, the Ever Given getting stuck in the Suez Canal was a huge talking point. The ship garnered an estimated 1.8 million social media posts and 25 billion potential impressions; not surprisingly, online activity was lighthearted [and meme-driven](#).
- The concept of vaccine-passports are quickly becoming a "cultural hot-button" [according to the Washington Post](#), with Republicans looking to marshal resistance against the Biden administration's plans to develop guidelines so that businesses can determine "who can safely participate in activities such as flights, concerts and indoor dining."

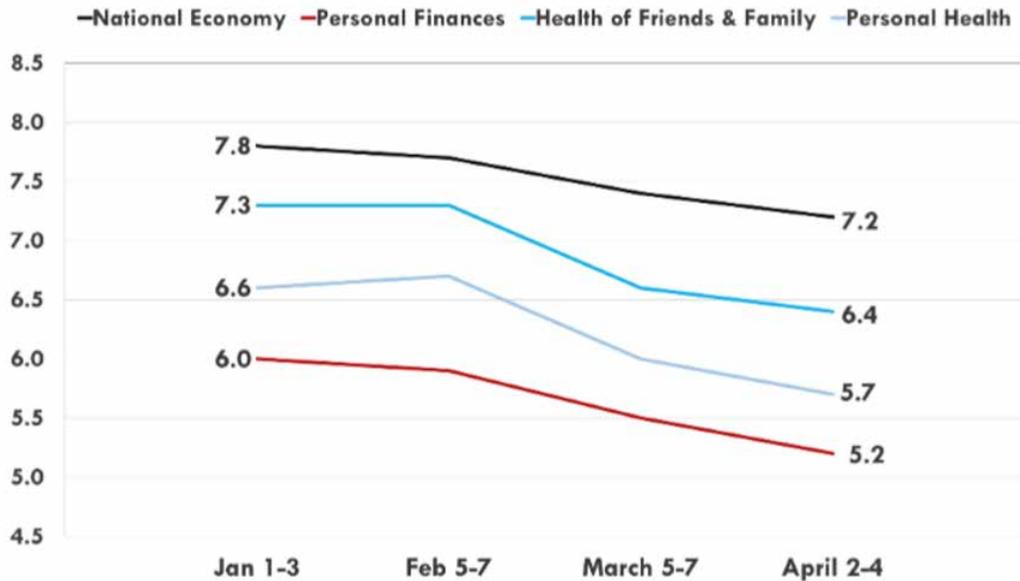
National Trends

Destination Analysts' Travel Sentiment Survey

Highlights from week of April 5th

- Anxiety about contracting coronavirus—as well as the pandemic's financial impact—is down.

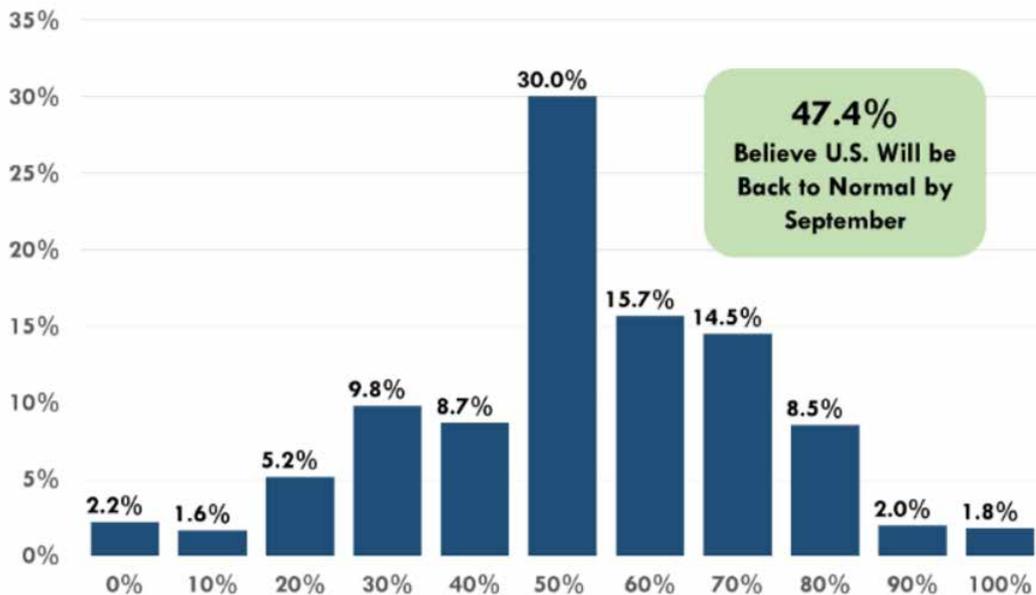
NATIONAL ANXIETY MAP: HIGH CONCERNS ABOUT COVID-19'S IMPACT IS DOWN (AVERAGE SCORE ON AN 11-POINT SCALE)



QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION,
HOW CONCERNED ARE YOU ABOUT THE IMPACT IT MAY HAVE ON THE/YOUR ____ ?)

- On average, American travelers believe the United States is 52% back to normalcy right now. Nearly half believe their life will be back to "normal" by September.

HOW CLOSE TO NORMAL IS THE UNITED STATES? (0% NOT NORMAL - 100% NORMAL)



QUESTION: OVERALL, HOW CLOSE TO "NORMAL" IS THE U.S. IN TERMS OF RESUMING LEISURE ACTIVITIES (DINING OUT, TRAVEL, ETC.)?

(Base: Wave 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)

- Compared to last April, it is clear Americans feel very differently, particularly as it relates to travel's safety. Average perceptions of travel and leisure activities as unsafe has declined 30 percentage points in the last year. Travel avoidance—including in general, internationally and for conventions/conferences—reached record lows this week.

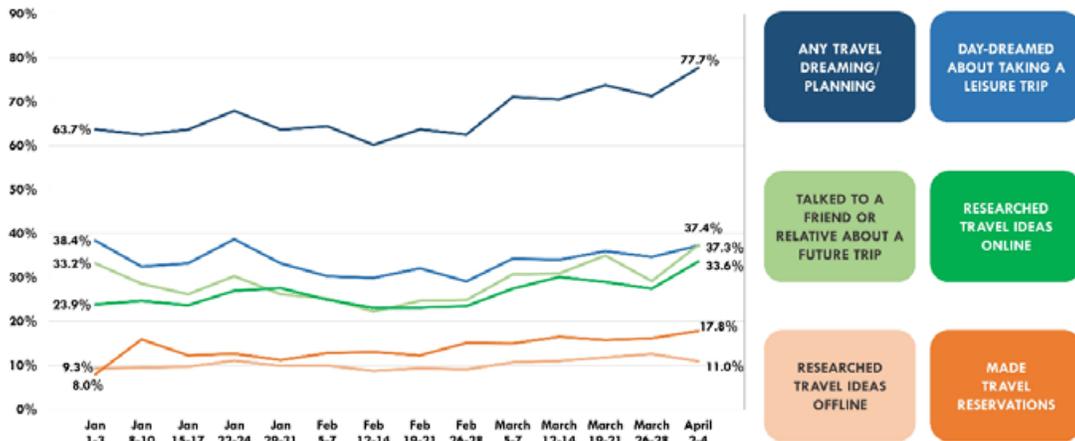
1 YEAR LATER, AMERICANS FEEL VERY DIFFERENTLY ABOUT TRAVEL APRIL 2020-APRIL 2021



(Base: Waves 4-7 and 56. All respondents 1,216, 1,263, 1,238, 1,208 and 1,206 completed surveys.)

- This week also marks another pandemic record for travel readiness, with 69.3% saying "ready" is what describes their state-of-mind.
- About two-thirds of Americans are highly open to travel inspiration right now and the number of Americans actively dreaming about and planning travel reached a 2021 peak at 77%. 33% researched travel ideas online in the last week, while 17.8% made travel reservations or bookings.

AMERICANS ARE DREAMING OF TRAVEL & MAKING PLANS AT RECORD LEVELS FOR 2021 JANUARY 1—APRIL 4, 2021



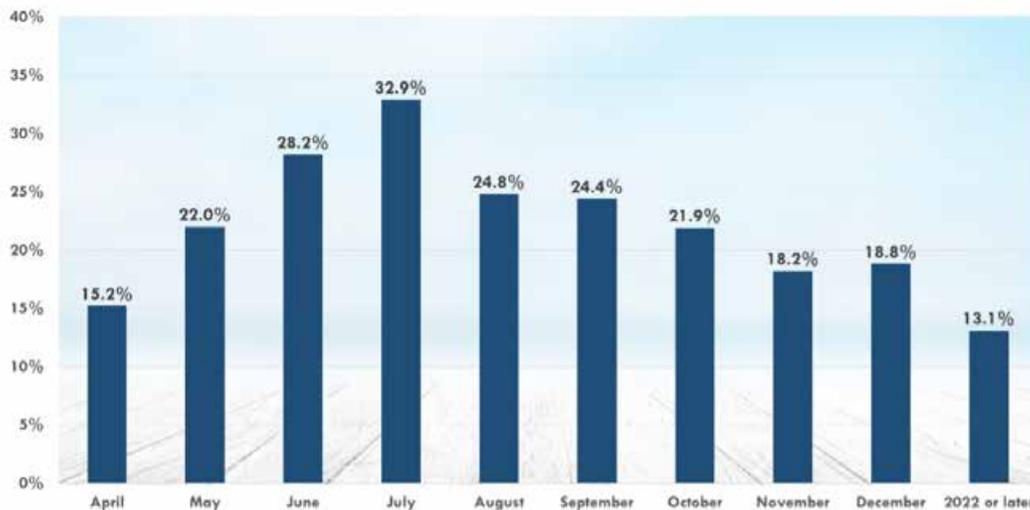
QUESTION: IN THE PAST WEEK, WHICH OF THE FOLLOWING HAVE YOU DONE? (SELECT ALL THAT COMPLETE THE SENTENCE) IN THE PAST WEEK I HAVE _____

(Base: Waves 43-56. All respondents, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202 and 1,206 completed surveys.)



- In terms of when Americans will go traveling, July continues to strengthen as a peak month for travel, as now one-third of American travelers report at least tentative trip plans for that month. Travel also looks to continue this Fall—nearly a quarter of American travelers say they have trips planned for September and about 22% have at least tentative plans in October.

WHEN AMERICANS EXPECT TO TAKE LEISURE TRIPS AS OF APRIL 4, 2021



QUESTIONS: EVEN IF ONLY TENTATIVELY SCHEDULED, IN WHICH MONTHS DO YOU CURRENTLY PLAN TO TAKE ANY LEISURE TRIPS? (SELECT ALL THAT APPLY)

(Base: Wave 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)



- This growing positivity towards travel overall extends to how Americans feel about tourism in their own communities. This week, nearly 54% say they are comfortable going out for leisure activities where they live—a pandemic-era record-high. Meanwhile, 41% say they are not ready for tourists in town just yet—however, this is a far cry from the 67% who felt this way a year ago (and also represents a record low). Positive sentiment towards tourism in one’s own community is generally much stronger among those Millennial-age compared to those in older generations.

LOCAL RESIDENT SENTIMENT TOWARDS TRAVEL IS AT A PANDEMIC-PERIOD HIGH AS OF APRIL 4, 2021

54%

Are comfortable going out for leisure activities in their own community, up from 22% in April 2020



Would be happy to see an ad promoting tourism to their own community, up from 33% in May 2020

47%

41%

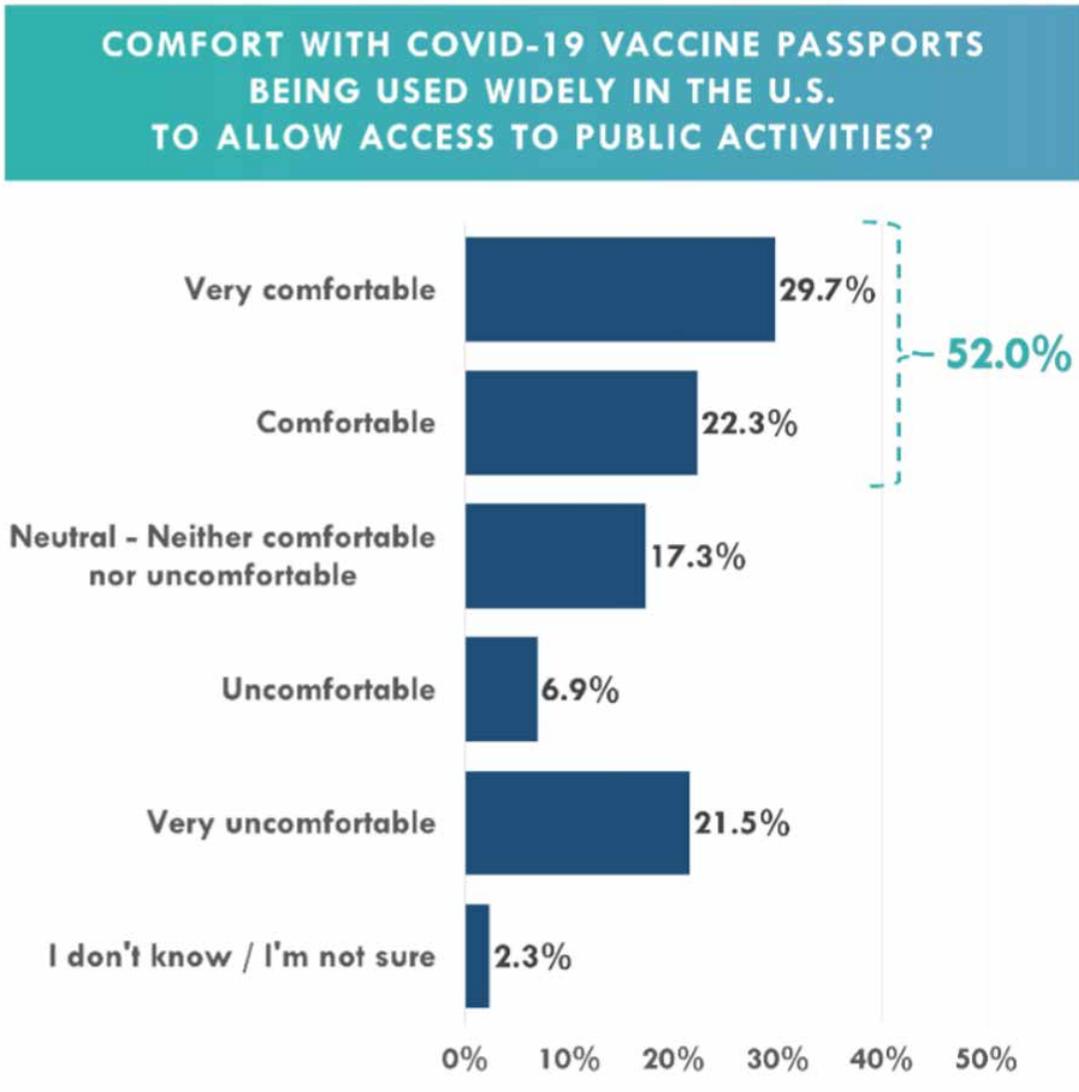
Don't want tourists in their community just yet, down from 67% in April 2020



(Base: Wave 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)

Destination  Analysts
DO YOUR RESEARCH

- It appears that, particularly for certain activities, an important proportion of American travelers is in favor of proof-of-vaccination policies. When asked how comfortable they would be with vaccine passports being used widely in the U.S. to allow access to public activities, 52% said they would be comfortable or very comfortable—a feeling strongest among older travelers and those who have already been vaccinated.



- Most American travelers also say they believe proof of COVID-19 vaccination should be required for entry to the United States from another country, boarding a cruise line, and boarding a commercial flight. More than 4-in-10 say they believe vaccination proof should be required to attend an indoor performance like a concert and to attend large scale outdoor sporting events.

AMERICANS WHO BELIEVE PROOF OF COVID-19 VACCINATION SHOULD BE REQUIRED FOR:

72.9%

Entry to the U.S.
from another
Country



65.3%

Boarding a
Cruise



59.8%

Boarding a
Commercial
Flight



46.6%

Attending
Indoor
Performances



43.3%

Attending
Large-Scale Outdoor
Sporting Events



29.1%

Dining
Inside a
Restaurant



Research and Analytics Resources

<https://www.ustravel.org/research/travel-recovery-insights-dashboard>

<https://www.trade.gov/data-visualization/covid-19-travel-industry-monitor>

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