



# North American COVID-19 Barometer

APRIL 20, 2020 WAVE IV

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

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. They are walking on a polished floor that reflects their figures. The background is a large window with a cloudy sky. A solid red vertical bar is on the left side of the image.

# / Key Findings

This is the fourth of a multiwave study on the impact of the coronavirus outbreak on North American destination organizations. It was in the field from April 17–23, 2020.

1. There is growing optimism among destination organizations. Respondents who expect their local tourism economy to show improvement in the next 30 days went from 2% in Wave III to 14% in Wave IV. And, the percentage of respondents who expect their local economy to worsen fell from 72% in Wave III to 41% in Wave IV.
2. Daily inquiries to destination organizations related to COVID-19 continue to decline with just 15% of destination organizations reporting 20+ daily inquiries, down from 26% in the last wave. The most common inquiries are about lodging availability, and event and restaurant closures in the destination.
3. Destination organizations continue to focus their current outreach to prospective travelers via informational emails and social media and through public relations efforts.



# / Key Findings

4. Many organizations are clearly starting to plan for their shift from informational campaigns to promotional campaigns in the upcoming two months. Promotional email campaigns will likely be on the leading edge of this transition with 73% of respondents indicating they expect to employ this channel within the next two months, up from 62% in Wave III.
5. And, while crisis communications remain an important effort for most (76% of respondents report investments in this area currently), this is expected to decline rapidly in the next 60 days, with the percentage of destination organizations expecting to be utilizing crisis communications messaging two months from now falling to 46%.

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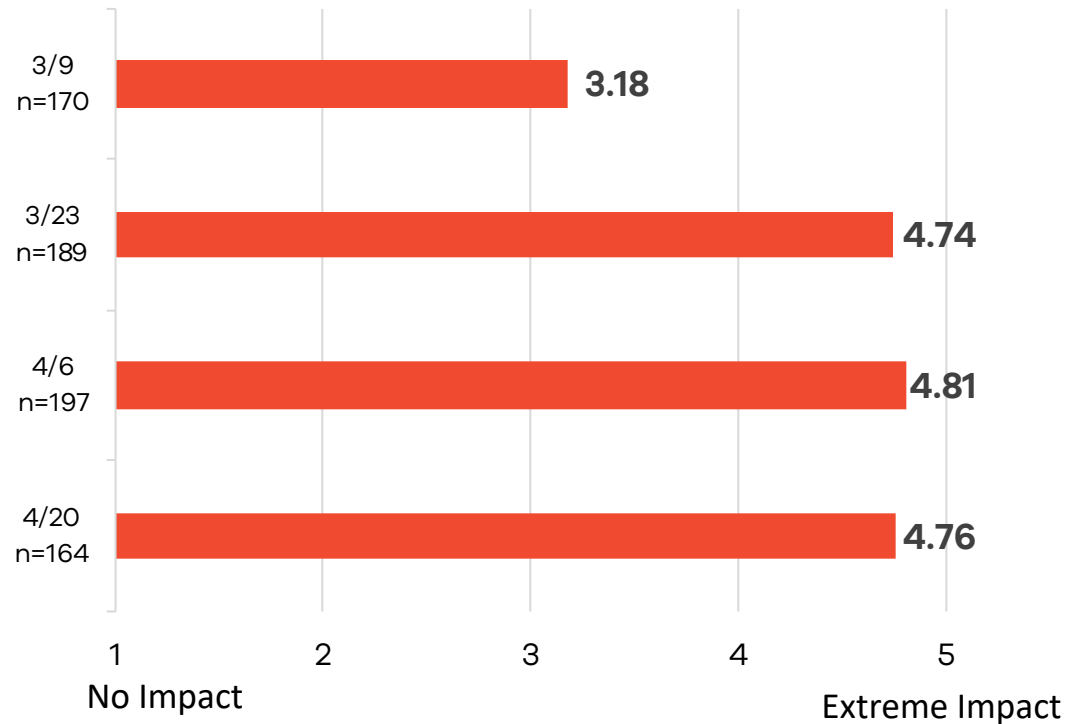
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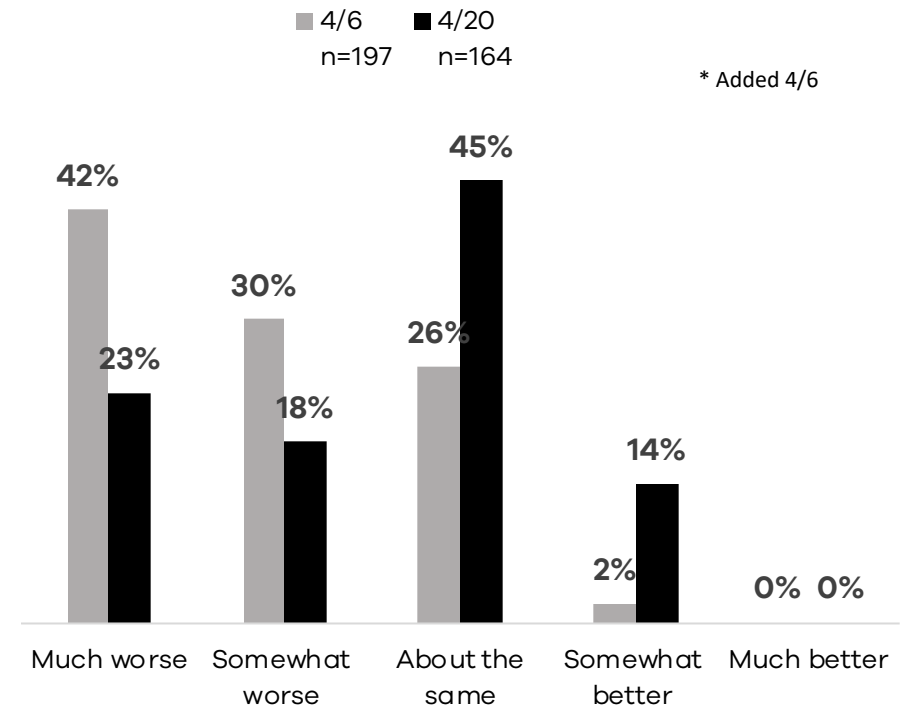
# Impact of COVID-19 on Destination Management and Marketing Organizations

# Expected Impact of Coronavirus on Tourism Economy

## Mean Impact Rating

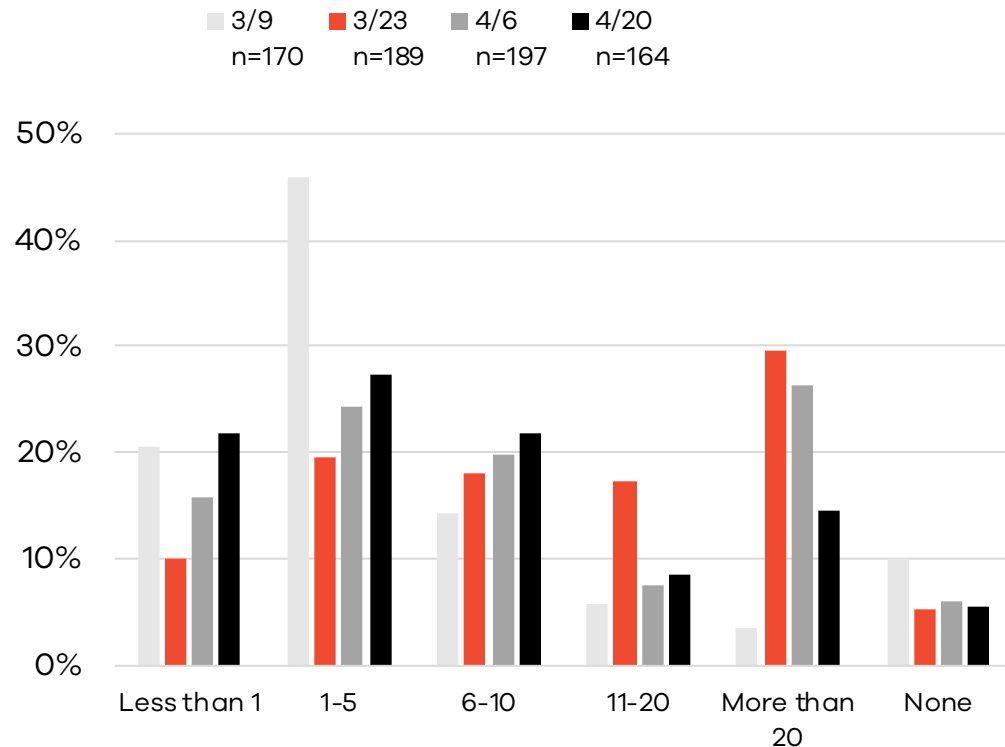


## Expected Impact in Next 30 Days\*

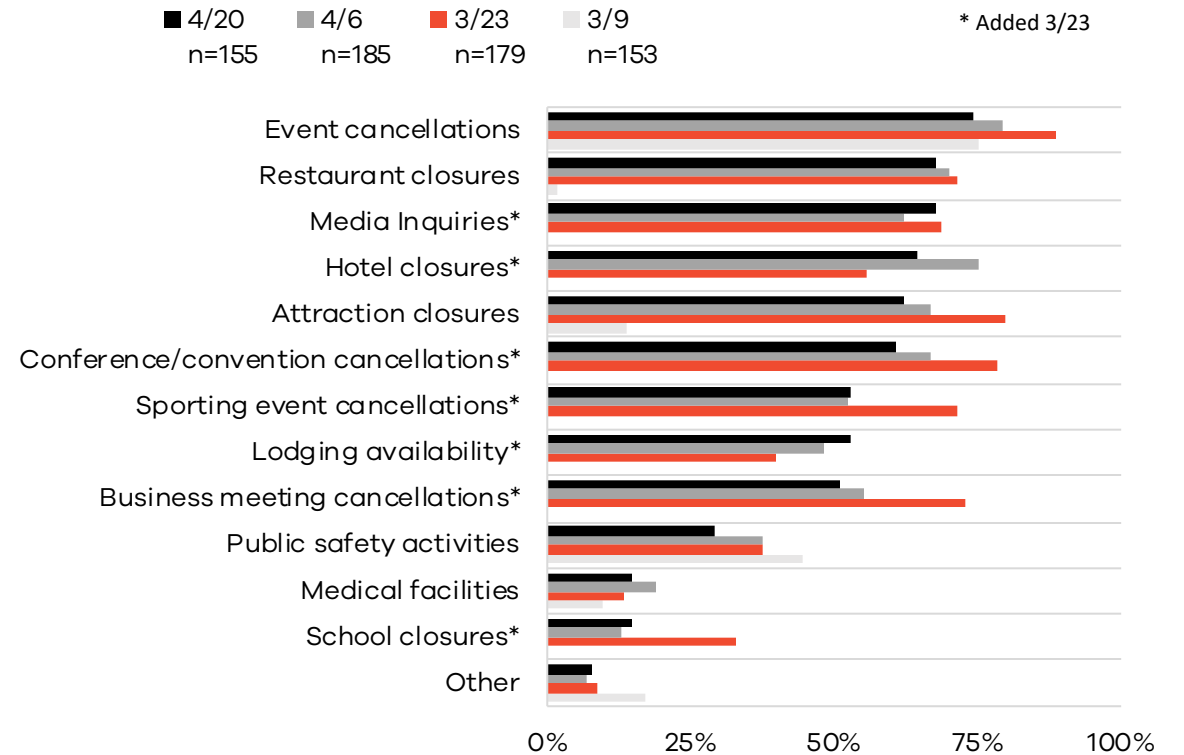


# Coronavirus-Related Inquiries

## Number of Inquiries



## Type of Inquiries

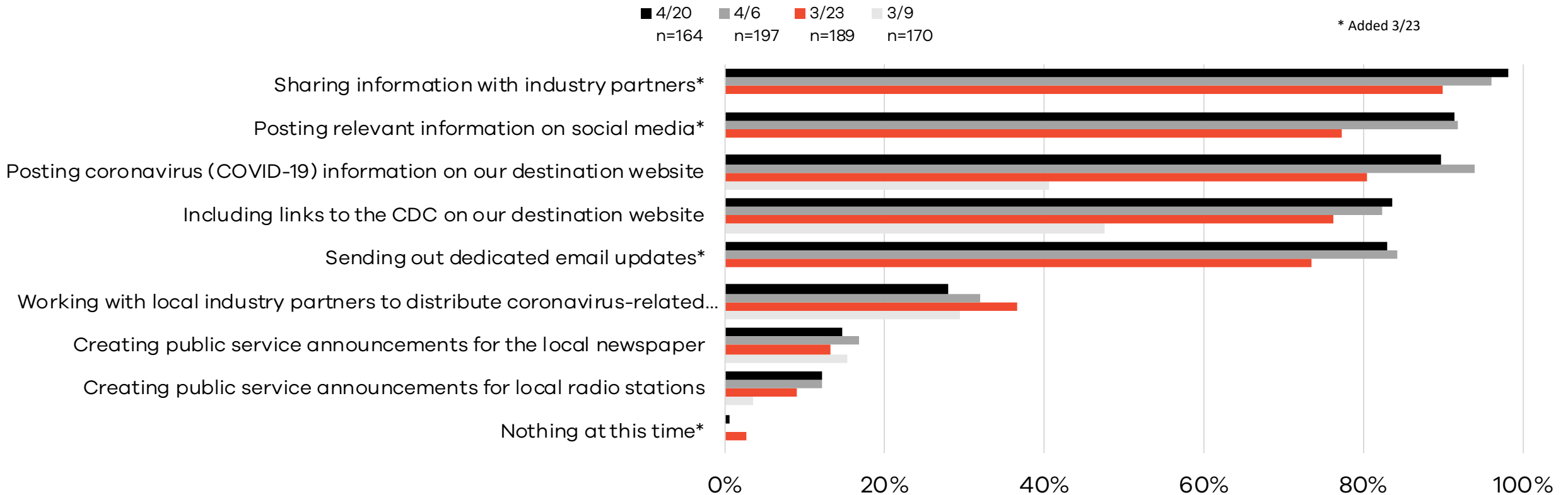




# Actions Taken As a Result of Coronavirus

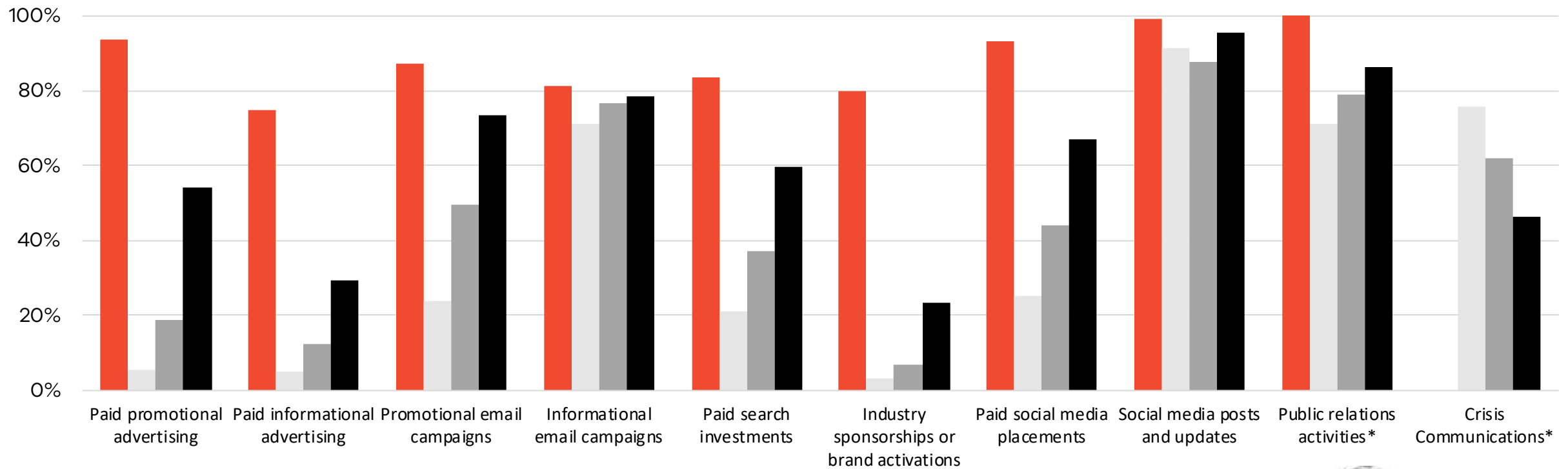


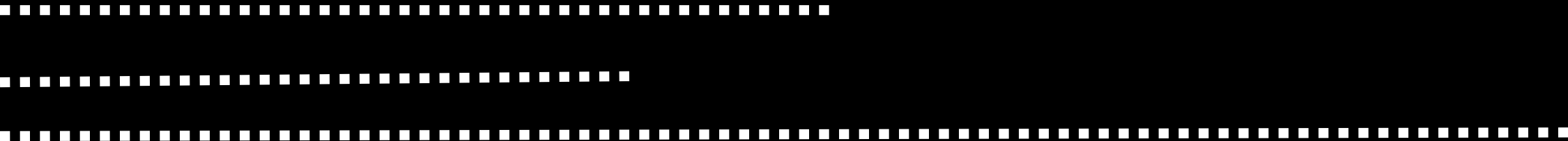
# Efforts to Reassure the Traveling Public



# Marketing Engagement Activities and Expectations As of 4/20/2020

\* Added 4/20

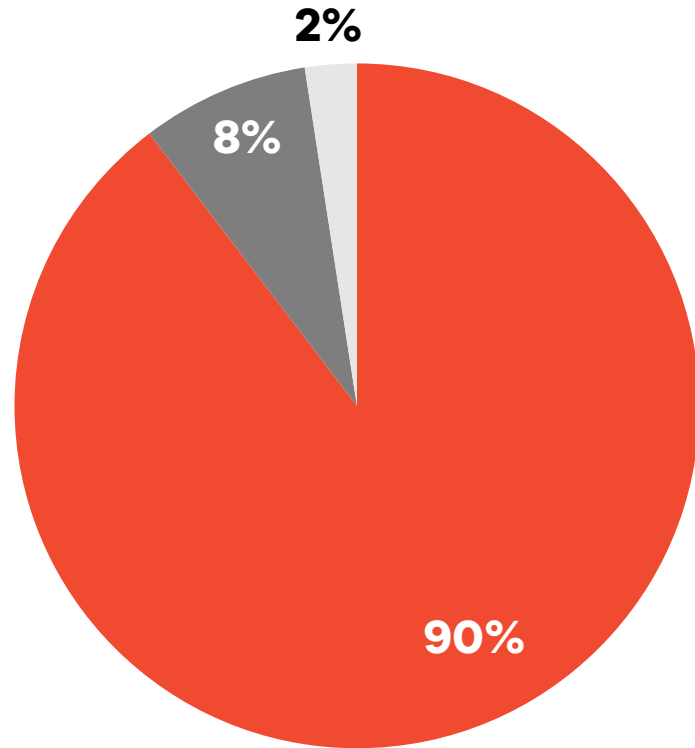




# **DMO Respondent Demographics**

# DMO Organization Type

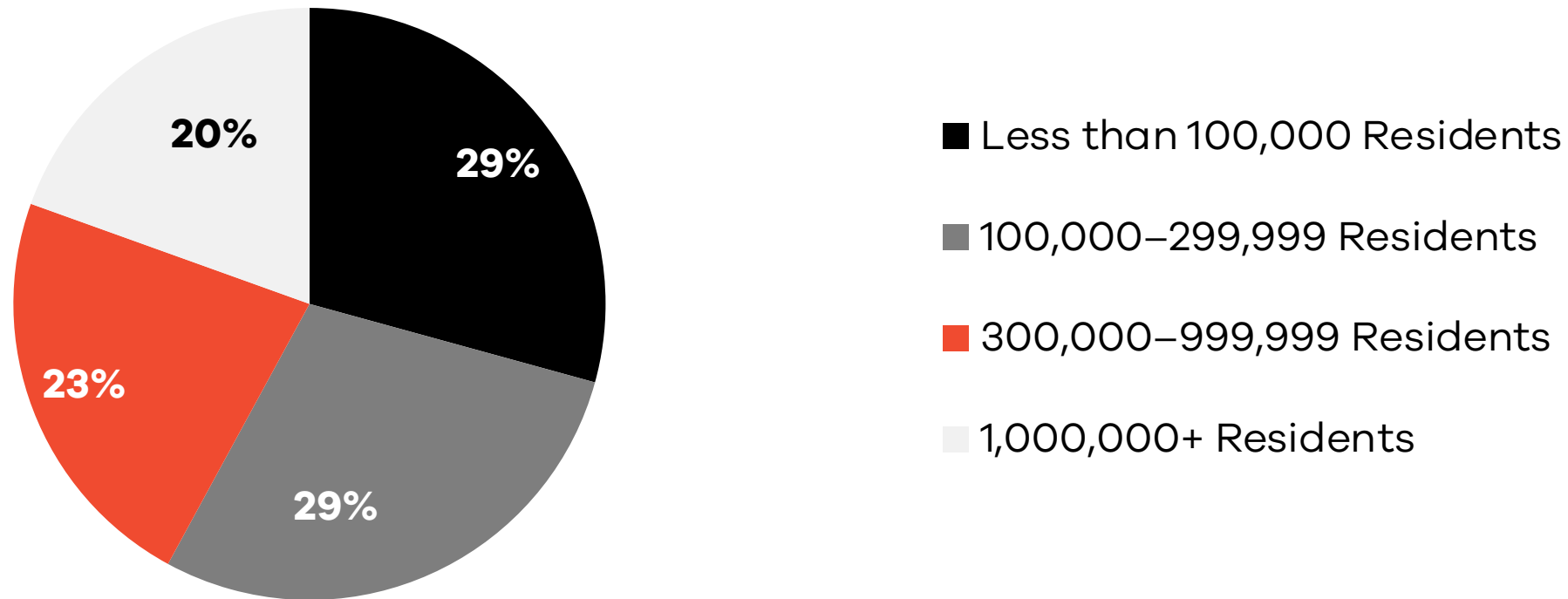
*N=164*



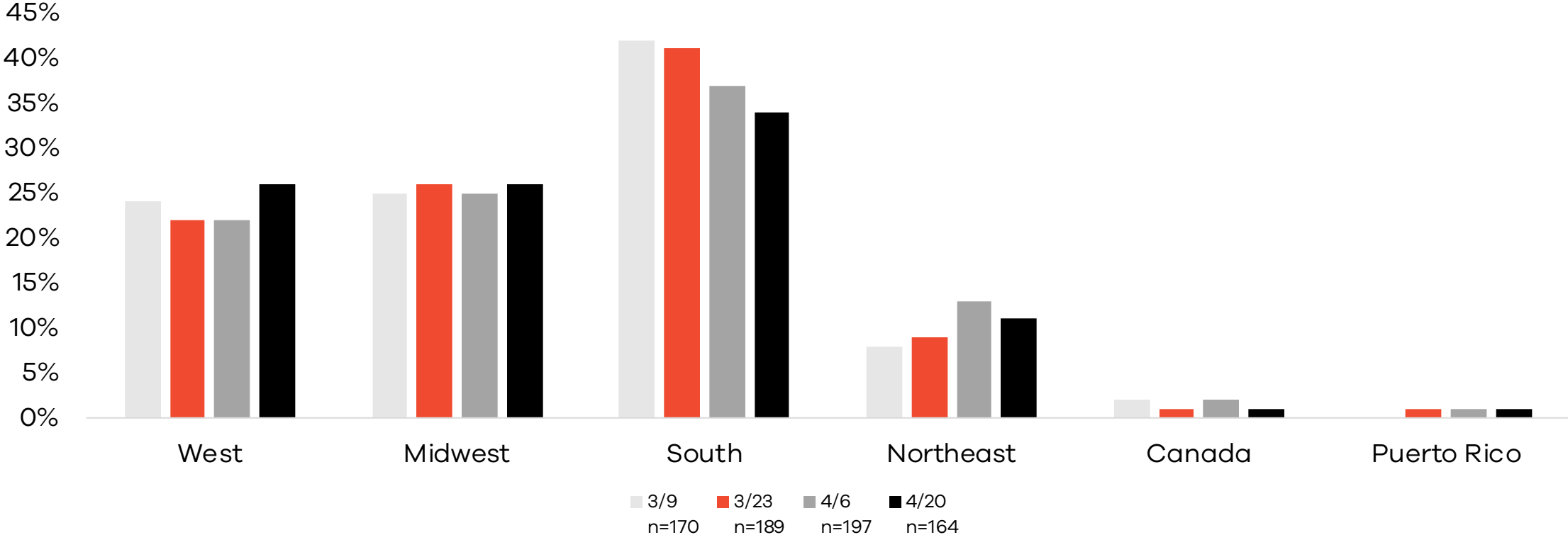
- City/regional tourism organization
- State tourism marketing organization
- Other type of tourism marketing organization

# DMO Organization Population Representation

*N=164*



# DMO Organization Location



**For more  
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