

# Current Issues Impacting Tourism Webinar Series



## Growth in web program/outreach:

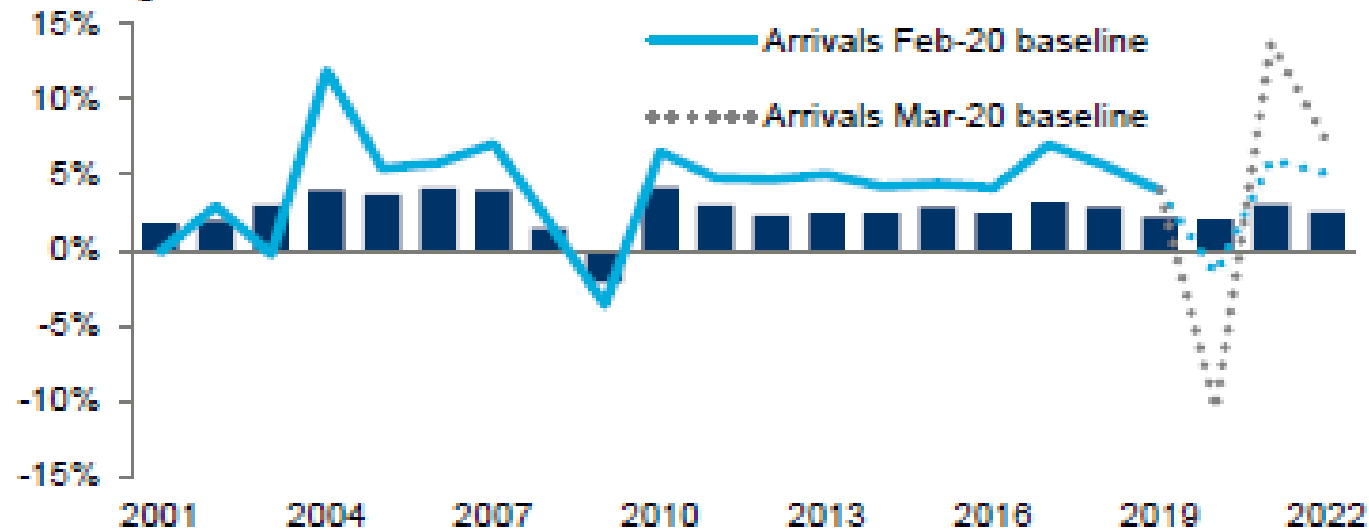
- Grew out of needs from partners and stakeholders
  - What are other communities doing?
  - Approaches being considered for re-opening
  - Need to be connected and innovative
- Constantly changing situation
- This a sharing of data, ideas, and way to strengthen collaboration for recovery





## Global GDP and tourist arrivals

Annual growth, %



Source: Tourism Economics

### March baseline (upside) assumptions

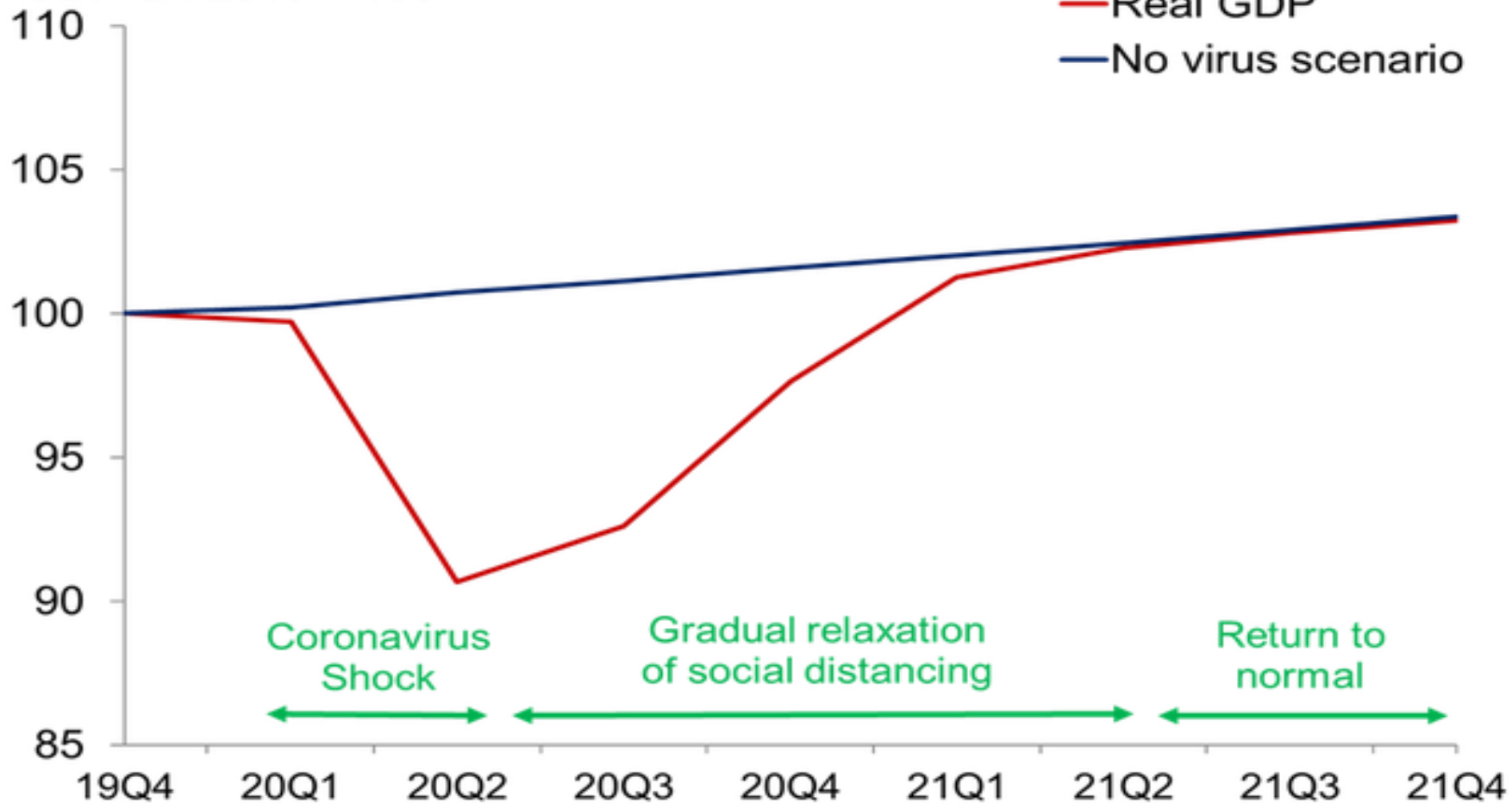
- COVID-19 is contained within 5 months in affected countries, with a full recovery forecast by 2022.
- Further downgrades (compared to February's baseline) to outbound travel included due to restrictions in markets where COVID-19 is now widespread.
- Global travel activity has been downgraded worldwide to reflect the rise in negative sentiment towards travel due to fear of exposure.



# This is going to take some time

## U-shaped recovery that takes 12-18 months

GDP Q4 2019 = 100



Source : Oxford Economics/Haver Analytics

# Yelp: Coronavirus Economic Impact Report

Updated April 16, 2020

## Categories That Are Falling

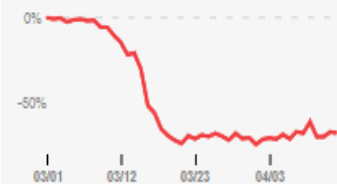
Shopping Centers

-70%



Breweries

-68%



Bridal Stores

-63%



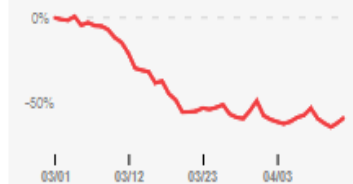
Sewing & Alterations

-63%



Women's Clothing

-58%



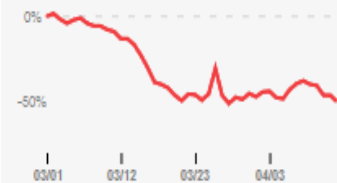
Thrift Stores

-53%



Tours

-50%



Breakfast & Brunch

-48%



Reflexology

-46%



Hot Pot

-44%



Massage Therapy

-33%



Yoga

-25%



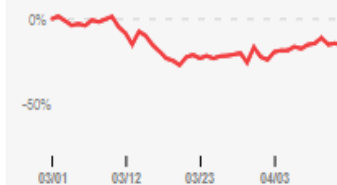
Summer Camps

-23%



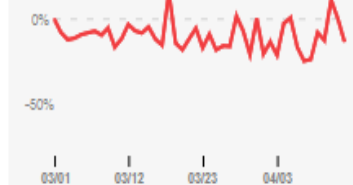
Day Spas

-15%



Financial Advising

-14%



<https://www.yelpeconomicaverage.com/yelp-coronavirus-economic-impact-report.html>

# Yelp: Coronavirus Economic Impact Report

Updated April 16, 2020

## Categories That Are Rising

Community-Supported Agriculture

+579%



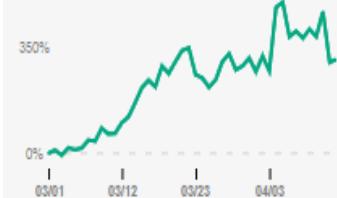
Fitness & Exercise Equipment

+424%



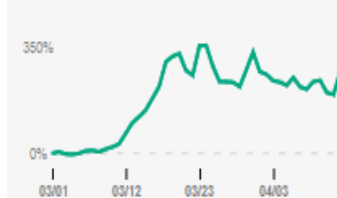
Firewood

+311%



Gun/Rifle Ranges

+269%



Pet Breeders

+182%



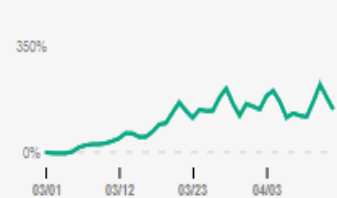
Cosmetics & Beauty Supply

+179%



Supernatural Readings

+140%



Skilled Nursing

+131%



Country Clubs

+98%



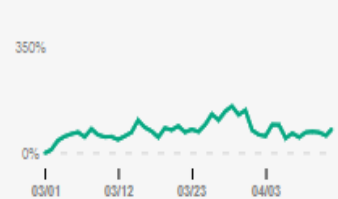
Chicken Wings

+93%



Mortgage Lenders

+82%



Lakes

+82%



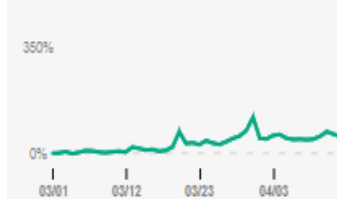
Hospitals

+56%



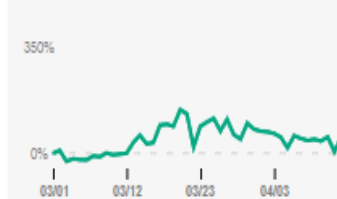
Art Galleries

+55%



Television Service Providers

+52%



<https://www.yelpeconomicaverage.com/yelp-coronavirus-economic-impact-report.html>

CORONAVIRUS TRAVEL INSIGHTS AVAILABLE NOW

# What Are American Traveler Behaviors in Response to COVID-19?

COVID-19 TRAVEL INSIGHTS

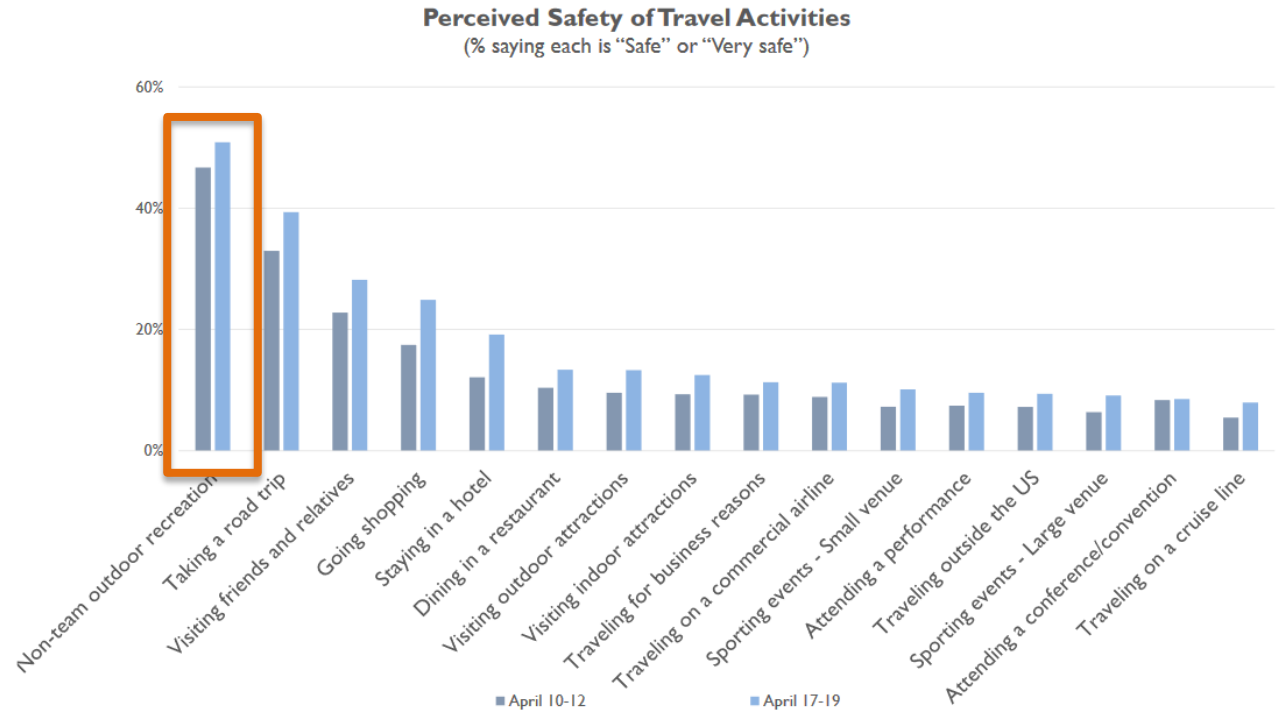
Weekly updates on the current situation, effects on travel, and predictive metrics and performance indicators

Destination  Analysts



## Perceived Safety of Travel Activities

Additionally, the perceived safety of travel activities has improved this week relative to last week.



**Question:** At this moment, how safe would you feel doing each type of travel activity?

(Base: Waves 5-6. 1,263 and 1,238 completed surveys. Data collected April 10-12 and 17-19, 2020)



## First Activities After Sheltering

When presented a list of leisure and personal activities and asked to select the first things they were going to do when shelter-in-place restrictions are lifted, 22.5% said taking a trip would be among their top 5. Taking a trip comes behind dining out and hangouts with friends, grooming services and shopping in a retail store, and beats going out on a date or to the gym.

**Question:** What are the first things you are going to do when shelter-in-place restrictions are lifted? (Select as many as FIVE)

*(Base: Wave 6, 1,238 completed surveys. Data collected April 17-19, 2020)*

**What are the first things you are going to do when shelter-in-place restrictions are lifted?**



Dine out with friends (40.9%)



Hang out with friends (39.6%)



Grooming services (37.2%)



Go shopping (35.6%)



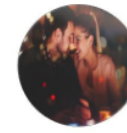
Go on a trip (22.5%)



Go to a movie, play or theater (21.5%)



Go to the gym (20.1%)



Go on a date (15.6%)



Hike (14.5%)



Bars/nightclubs (12.4%)

Get a massage or spa treatment (11.6%)

Gambling in a casino (8.9%)

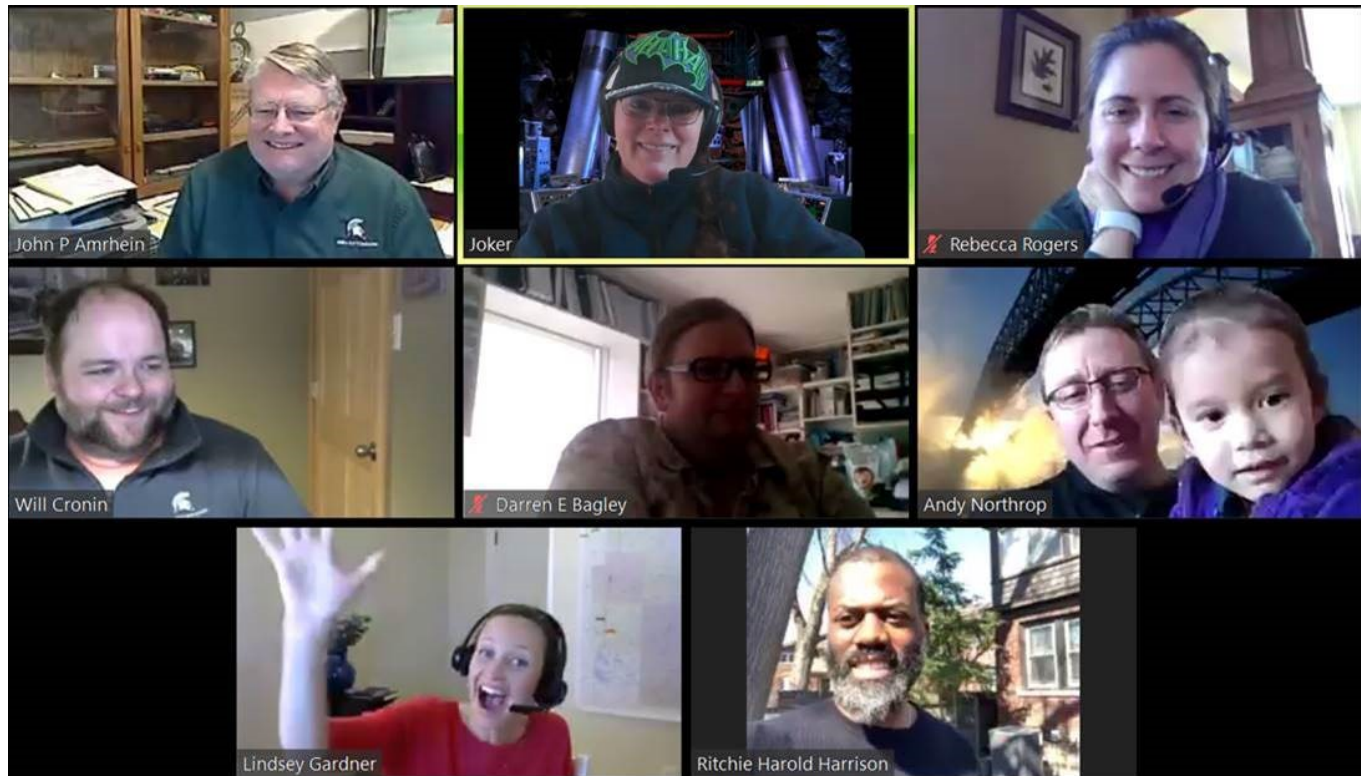
Go to a theme park (7.7%)

Go to a museum (5.7%)



## Interactive Discussions in “Breakout Rooms”

- Facilitated discussions
- Large Groups Rooms
- 30 minutes



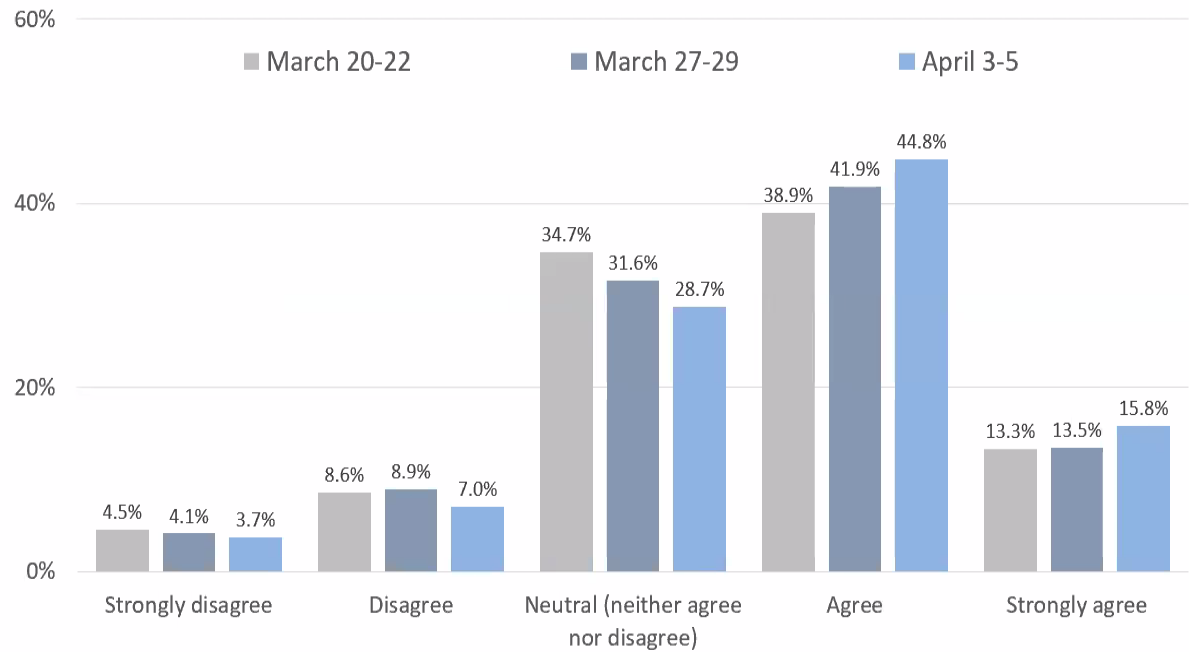
# Supporting Local Businesses

How much do you agree with the following statement?

**Statement:** I have been taking action to try to support local businesses where I live.

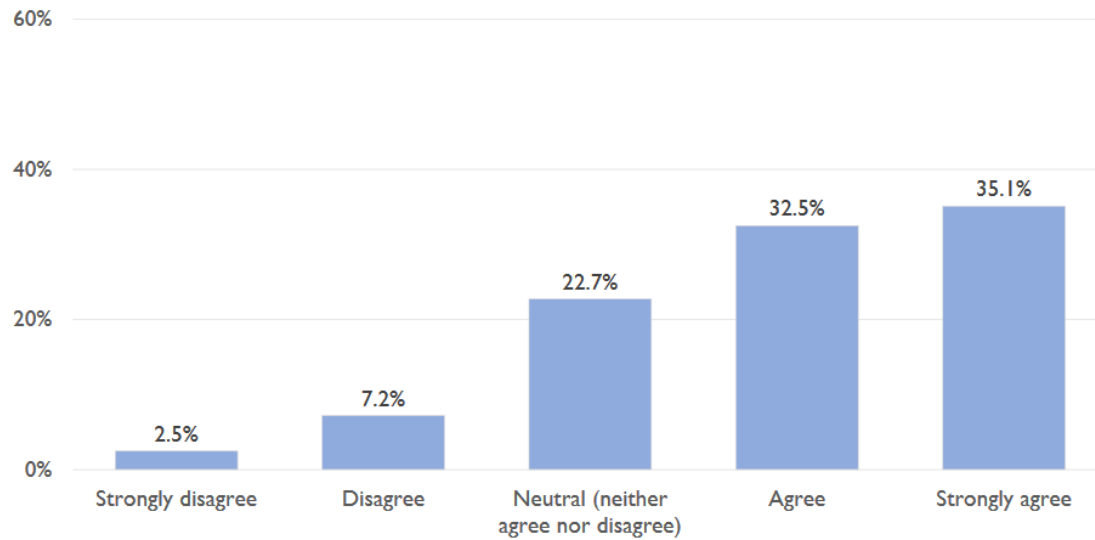
*(Base: All respondents, 1,201, 1,200, 1,201 and 1,216 completed surveys. Data collected March 13-16, 20-22, 27-29 and April 3-5, 2020)*

Question Added in Wave 2



## Travelers in Community

**The present moment is not the time to travel in the U.S., according to the majority of American travelers. Over two-thirds say they do not want other travelers coming to their community right now.**



**Question:** How much do you agree with the following statement?

**Statement:** I do not want travelers coming to visit my community right now.

*(Base: Wave 6. All respondents, 1,238 completed surveys. Data collected April 17-19, 2020)*



# Strategies for Small Town Tourism





# Tourism Opportunities in MSUE's District 12'

## Webinar Summary Report and Resources

March 24, 2020

### Please share a few of your top program successes to date.

- Trail and park expansions/improvements.
- Downtown improvements/Improved beach access.
- Dark Sky Park/The SBEI Program with Dr. Beyea.
- Improved ADA accessibility/Hosting multiple fairs & festivals.

### Can these successes be replicated in a post Covid-19 era? Why or Why Not?

- It depends on the scope of this emergency/Will people be afraid to congregate?
- We can continue to use e-commerce/Provide spaces that are safe and sanitary.
- Demand can be high for parks and tourism after an event like this.
- If we can bring people together, there will be a need for safe, meaningful places.

### How are you promoting your programs & assets during our "Shelter-In-Place" order?

- Through e-commerce/social media/virtual events. Websites are ramping up.
- Developing an online network portal for supporting businesses and tourism.
- Hosting zoom or skype meetings for partners to support ongoing communication.
- Public officials are very visible online now. This helps with communication.

### What educational or other resources/partners do you need now?

- Short term rental ordinance information
- Webinar updates on tourism in a post-covid era

# Suggestion for moving your destination through the economics of COVID-19

- Get finances in check
- Go virtual for more face time
- Save your brand by slowing down on marketing
- Foster relationships more so than sales
- Support your stakeholders
- Reeducate on resources





# Suggestion for moving your destination...

- Thinking ahead...
  - Recovery
    - Think of ideas that will help drive short-term tourism growth
    - Ideas?
  - Reconvening
    - Think of ideas to encourage social gathering after and overcome stigma
    - Ideas?
  - Preparing
    - What will be different next time?
    - Ideas?



# Current Issues Impacting Tourism

National data, emerging topics, and open group discussions

<https://events.anr.msu.edu/MSUECOVID19TourismWebinarSeries/>

- **April 30<sup>th</sup> 3-4:30 p.m.** - *What might tourism look like after COVID-19?*
  - Presenter: Dan McCole, PhD - MSU Associate Professor
- **May 7<sup>th</sup> 3-4:30 p.m.**- *Food Systems, Agri-tourism, and Sustainability*
  - Presenter: Garrett Ziegler, MS. MSU Extension Food Systems and Tourism Educator
- **May 14<sup>th</sup> 3-4:30 p.m.** - *Global Lessons in COVID-19 from United Nations World Tourism Organization (UNWTO)*
  - Presenter: Will Cronin, MPA. MSU Extension Community Vitality and Tourism Educator



## THE MICHIGAN HOSPITALITY INDUSTRY EMPLOYEE RELIEF FUND



**Due to the overwhelming response to The Michigan Hospitality Industry Employee Relief Fund, the employee application is currently closed. We will be evaluating applications and funding in the coming days.**

**Thank you to everyone who has donated! Donations are still being accepted via the button below.**

### What is The Michigan Hospitality Industry Employee Relief Fund?

The Michigan Hospitality Industry Employee Relief Fund, supported by the Michigan Restaurant & Lodging Association Educational Foundation, is designed to assist employees of Michigan's restaurant and lodging industry who are in need of support after the COVID-19 pandemic.

[Go to top](#)



- MEDC Travel and Tourism Reports
  - <https://www.michigan.org/industry/researchandreports>
- Michigan State University Extension, Tourism Development Programs.
  - <https://www.canr.msu.edu/tourism/index>
- *Public-Private Partnerships (PPPs) for Sustainable Tourism*, PPP Knowledge Lab/World Bank Group 2020
  - [http://www.oas.org/en/sedi/desd/itc2011/pres/Arthur\\_Smith.pdf](http://www.oas.org/en/sedi/desd/itc2011/pres/Arthur_Smith.pdf)

## Web Links:

- <https://www.bbc.co.uk/news/world-us-canada-52126464>
- <https://www.us.jll.com/en/views/tourism-management-and-destination-recovery-through-the-crisis>
- <https://www.ustravel.org/toolkit/covid-19-travel-industry-research>
- <https://www.destinationanalysts.com/insights-updates/>
- <https://foreignpolicy.com/2020/04/01/coronavirus-tourism-industry-worst-hit-countries-infographic>

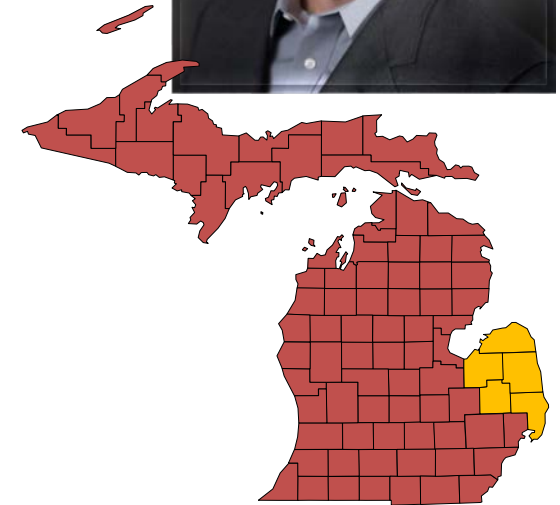


# Andy Northrop, MA

Statewide Extension Educator

## Areas of Expertise:

- Sustainable Tourism
  - First Impressions Tourism (FIT) Assessments
  - Destination Life Cycle Planning
  - Regional Tourism Development
  - Small Town Tourism Development
- Community Vitality
  - Entrepreneurship Capacity Building (CEC)
  - Leadership, Civic Engagement



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