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# North American COVID-19 Barometer

MARCH 9, 2020 UPDATE

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

MMGY Travel Intelligence and Destinations International 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.



# / Key Findings

This is the first of a multiwave poll on the impact of the coronavirus outbreak on North American destination organizations.

1. While nearly all destination organizations surveyed in this initial wave expect the coronavirus to have an impact on their local tourism economy, there is a broad range of beliefs across these organizations about how significant the impact will actually be in the next six months. In fact, two-thirds of the organizations surveyed are only fielding five or fewer coronavirus-related inquiries each day, primarily regarding event cancellations and public safety activities.
2. As has been the case with past events impacting the tourism industry, business travel is taking the hardest hit initially. Almost 40% of destination professionals report event cancellations of some kind in their communities, but the overwhelming majority of event cancellations are business meetings and conferences. However, less than 10% have canceled their own team members' attendance at industry events, and only 27% of those surveyed say that they have shifted sales and marketing strategies.



# / Key Findings

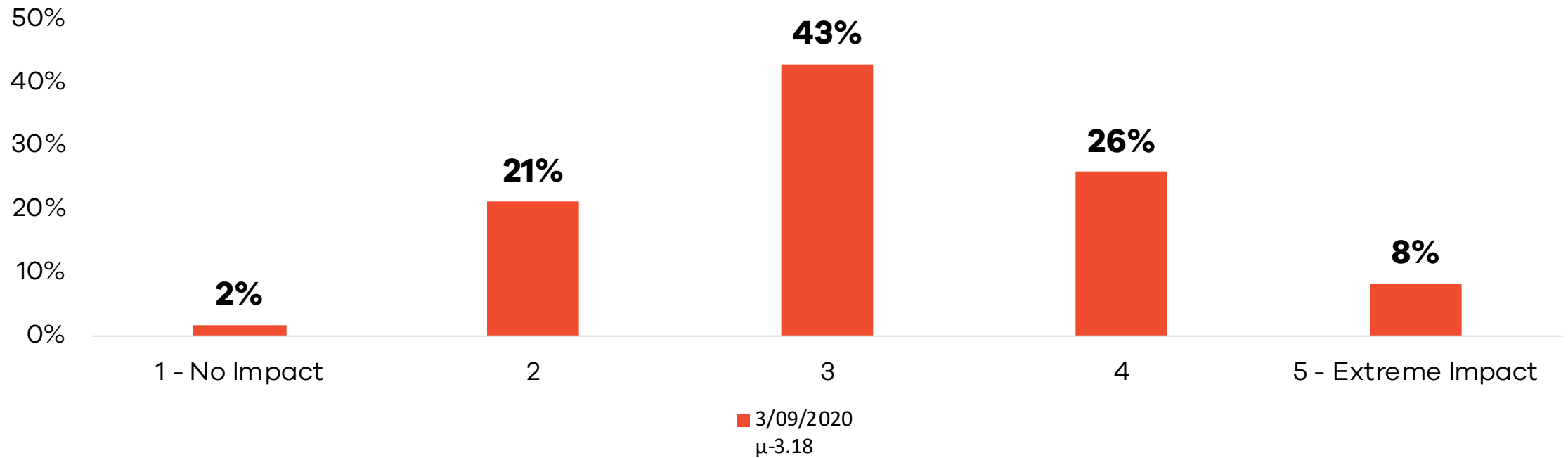
3. Surprisingly, only 30% of those surveyed reported having a pandemic emergency plan in place before the coronavirus outbreak, and less than one-third of those with pandemic plans have already activated them. About the same number will implement their existing plans when community spread reaches their destination.
4. Those who do not have their own pandemic plan depend on plans of the local government. Many organizations are involved in activities to reassure the traveling public that their destination professionals are staying on top of the situation by posting coronavirus-related information on their websites including links to the CDC. They are working with industry partners to distribute relevant literature to local hotels and restaurants and creating public service announcements for local newspapers and radio.
5. Within their own organizations they have initiated work-from-home-when-sick policies, shifted sales and marketing strategies, and restricted or canceled international travel by their employees.



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

# Expected Impact of Coronavirus on Tourism Economy

$N=170$

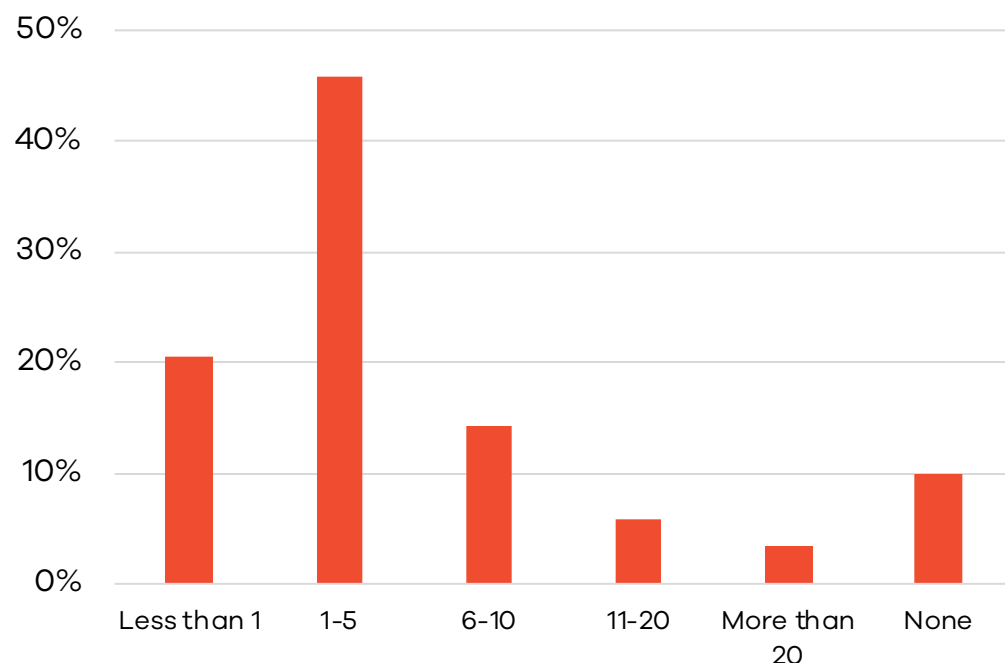


# Coronavirus-Related Inquiries

*N=170*

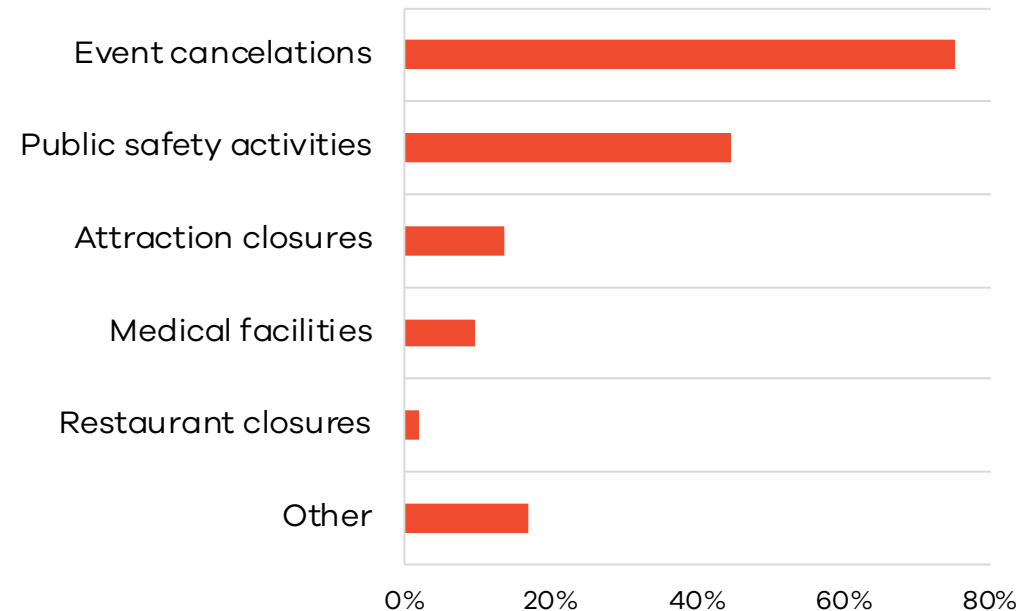
**Number of Inquiries**

■ 3/9/2020



**Type of Inquiries**

■ 3/9/2020



# Events Canceled or Postponed

*N=170*



**Conferences and business meetings are the most referenced type of cancelation.**





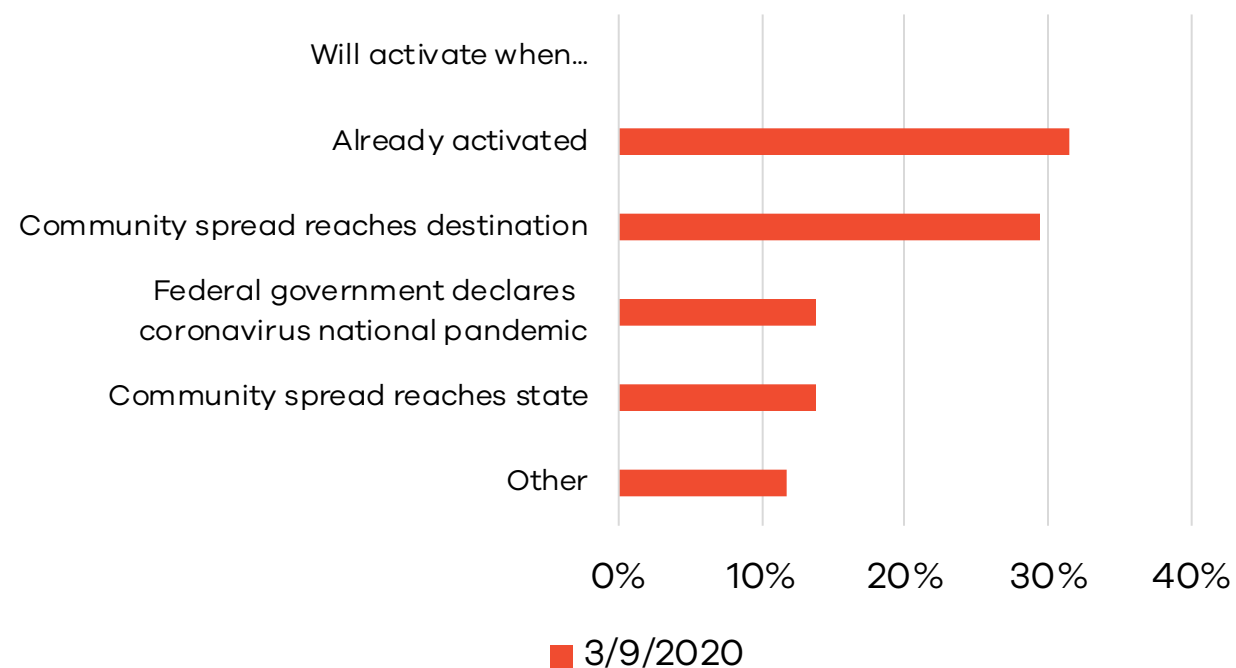
# Actions Taken As a Result of Coronavirus

# Pandemic Emergency Plans

*N=170*

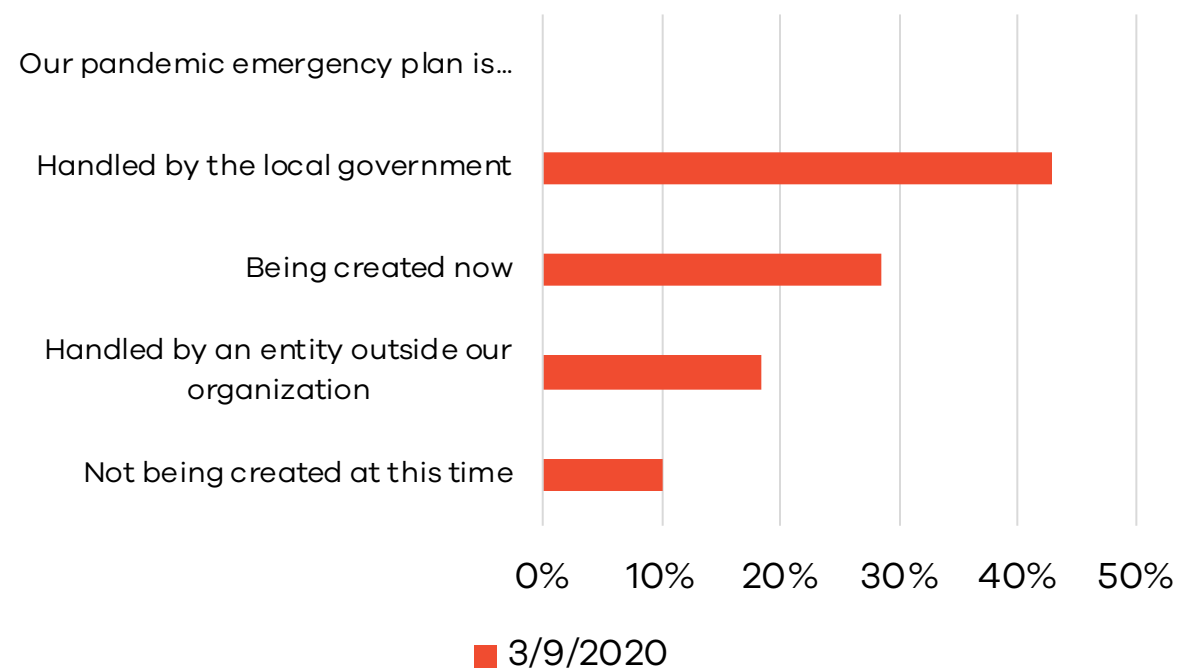
## 30% Have Pandemic Emergency Plan

*N=51*



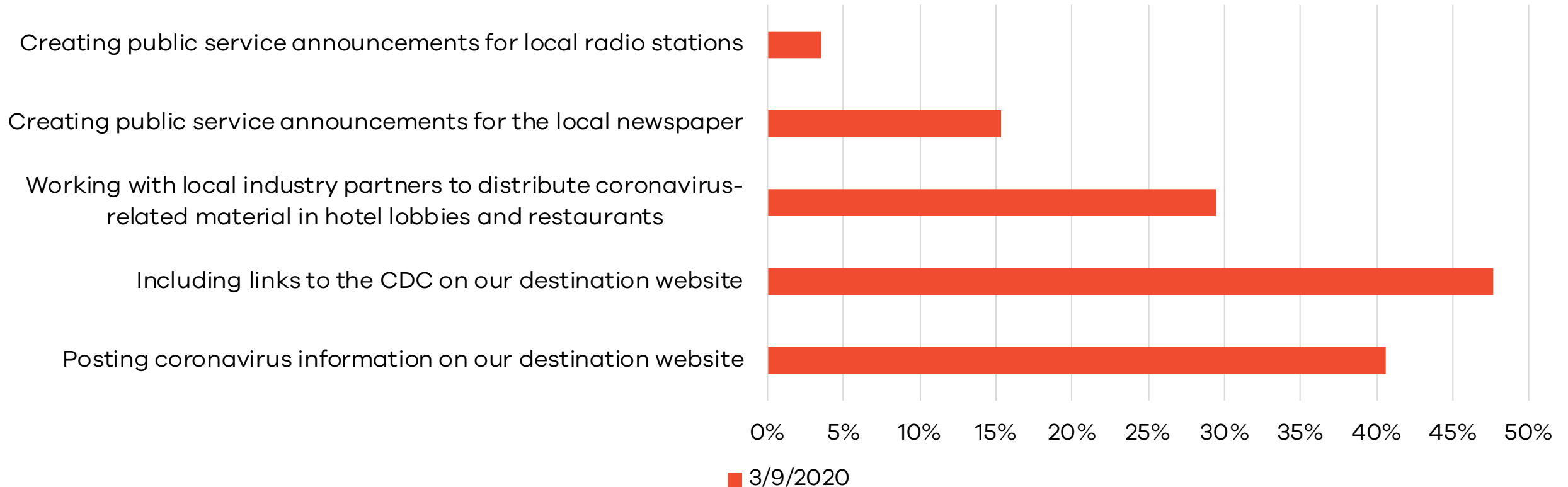
## 70% Have No Pandemic Emergency Plan

*N=119*



# Efforts to Reassure the Traveling Public

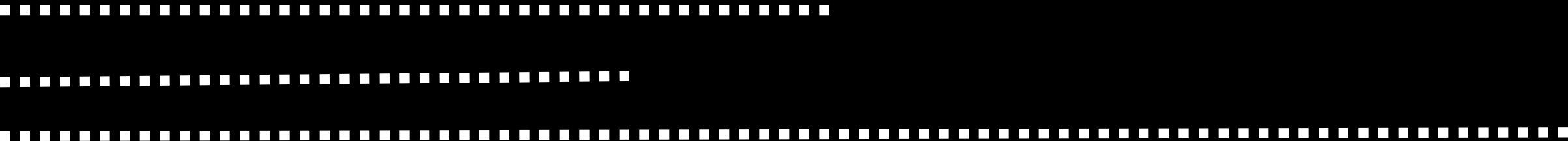
*N=170*



# Alterations to Normal Organization Business

*N=170*

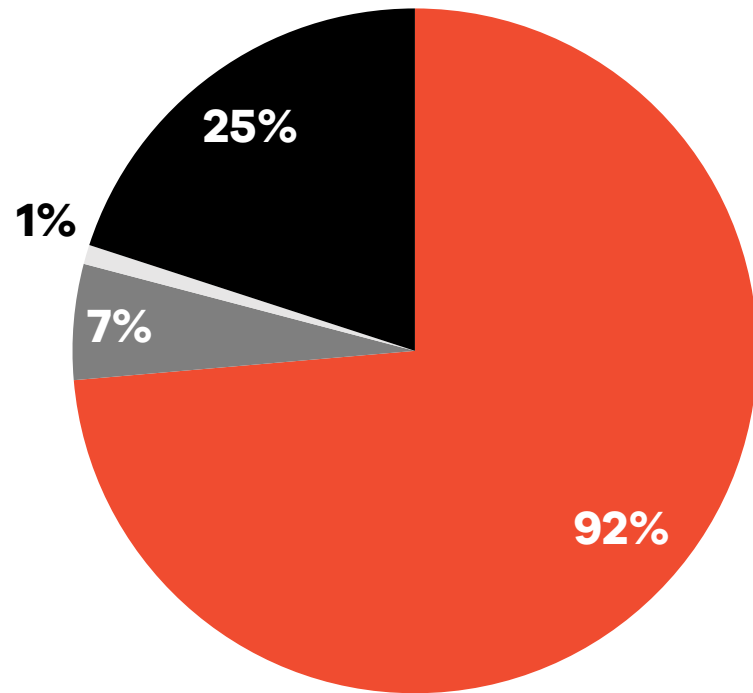




# DMO Respondent Demographics

# DMO Organization Type

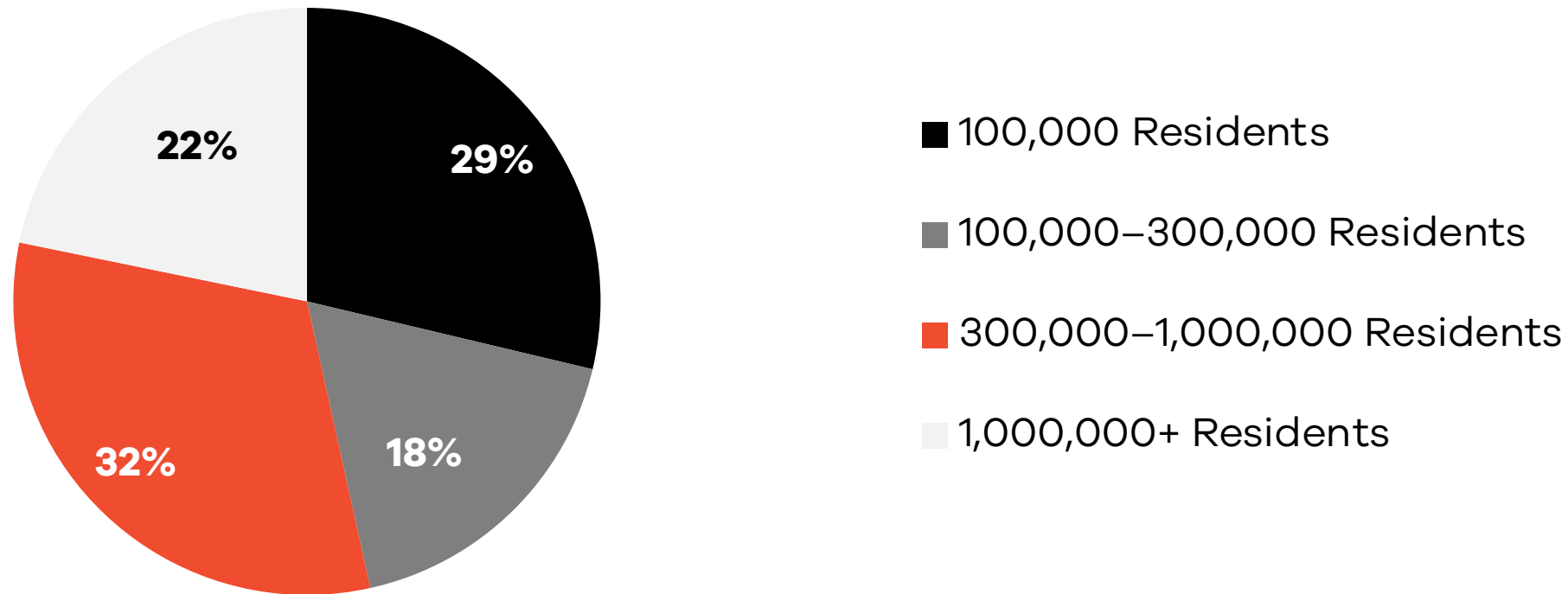
N=88



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

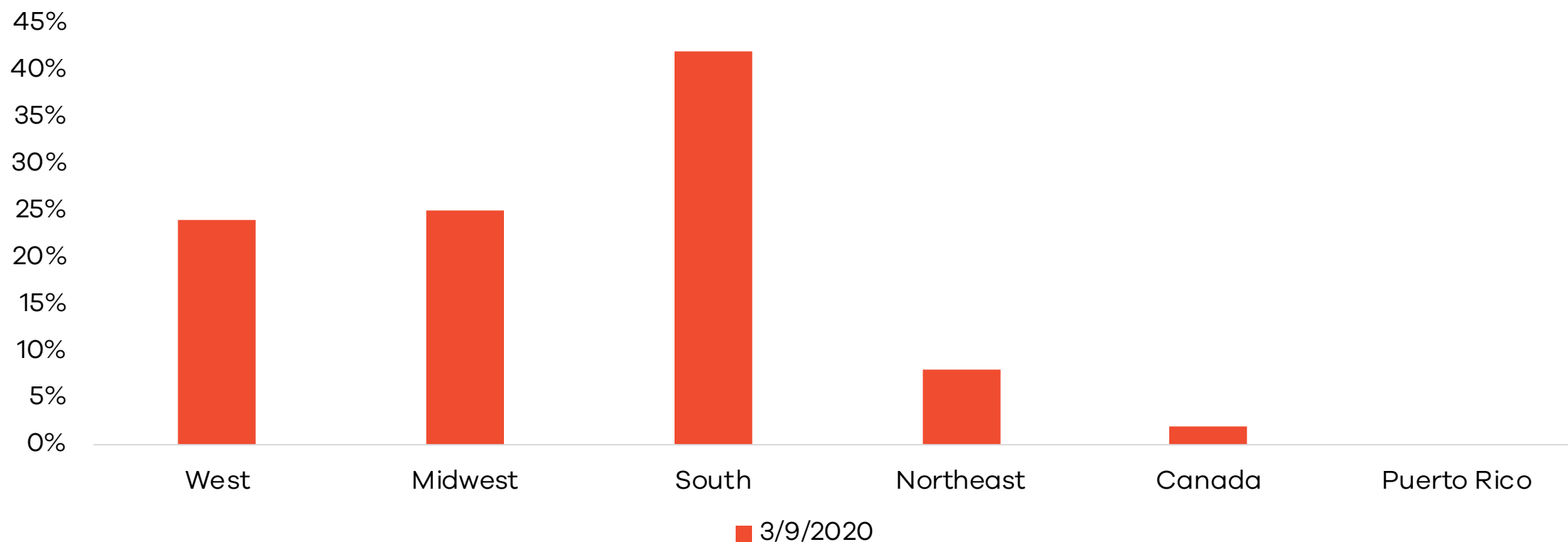
# DMO Organization Population Representation

*N=170*



# DMO Organization Location

*N=170*





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