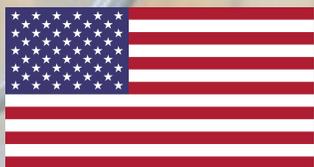


# COVID-19 Travel Trade Insights

US & Canadian Markets

Presented 20 May 2020

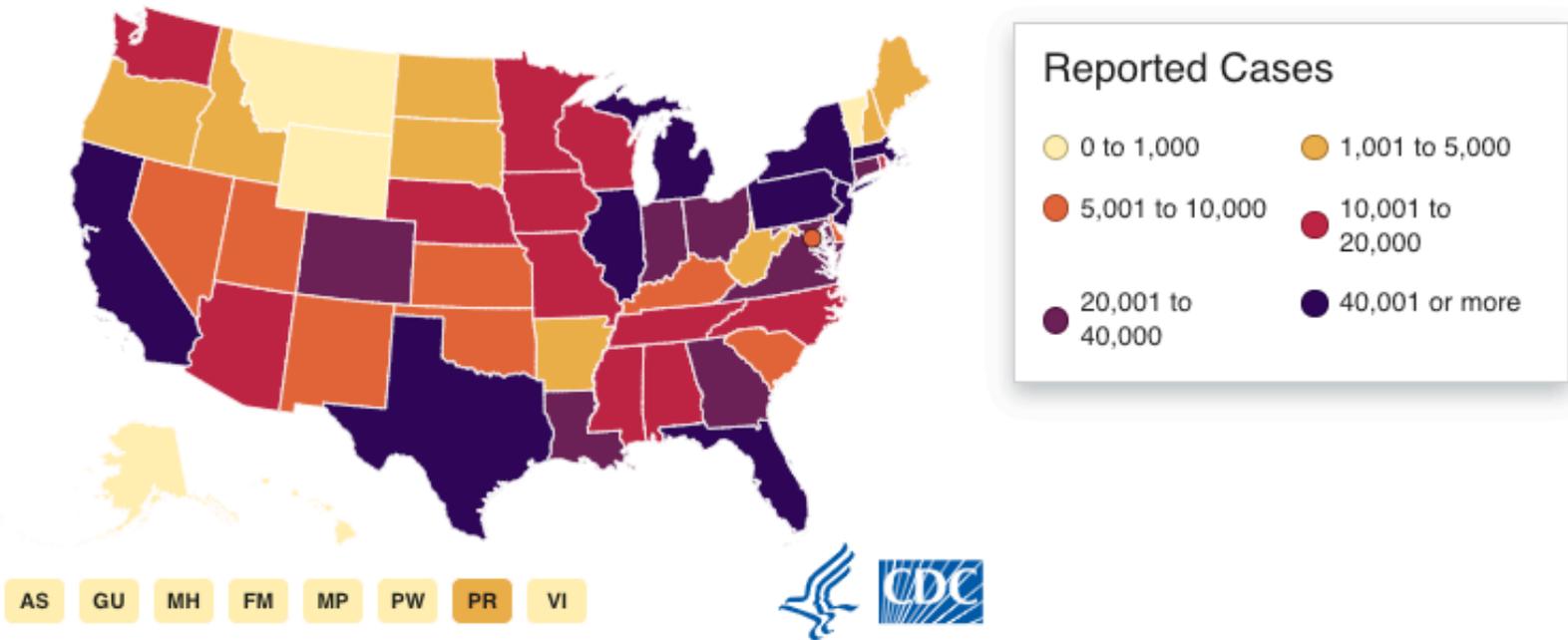
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# Cases & Deaths by State

29 states report more than 10,000 cases of COVID-19.

This map shows COVID-19 cases and deaths reported by U.S. states, the District of Columbia, and other U.S.-affiliated jurisdictions. Hover over the map to see the number of cases and deaths reported in each jurisdiction. To go to a jurisdiction's health department website, click on the jurisdiction on the map.



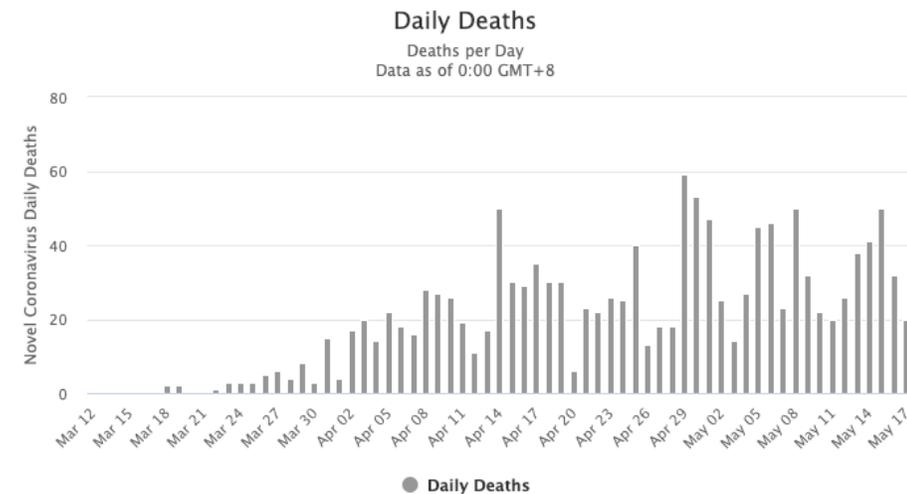
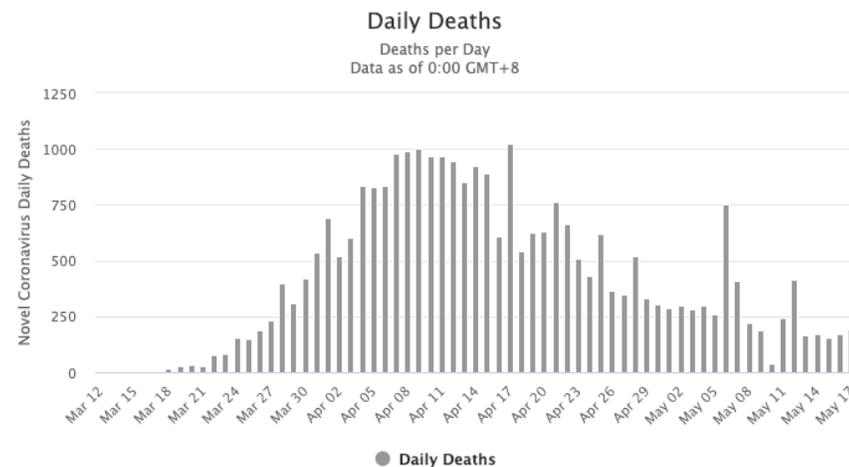
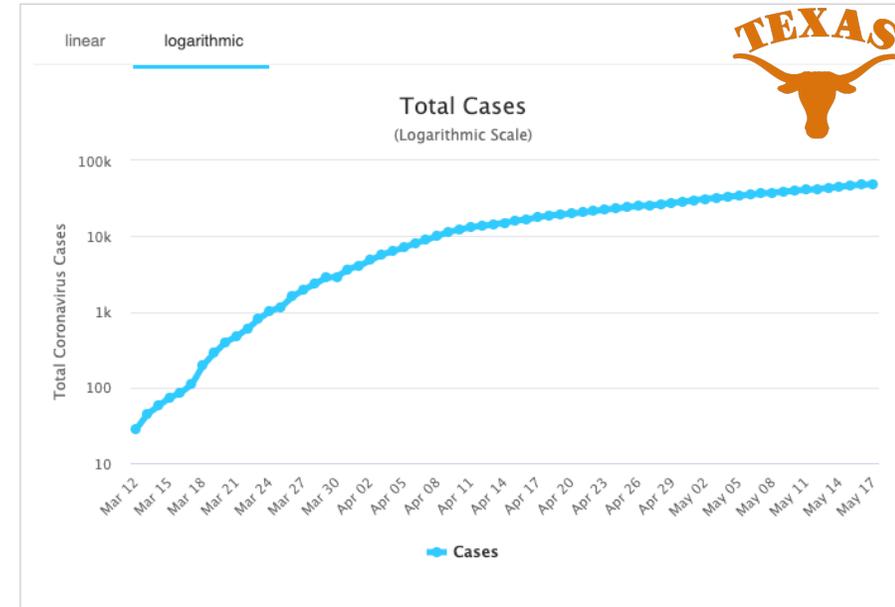
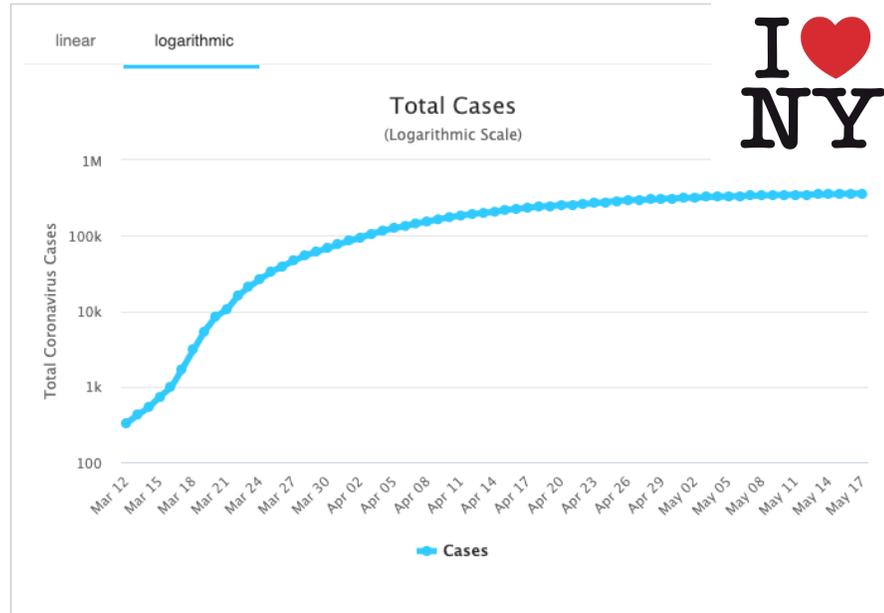
**USA**  
**1,480,349**  
**TOTAL CASES**  
 CDC | Updated: May 18 2020 12:45PM

**USA**  
**89,407**  
**TOTAL DEATHS**  
 CDC | Updated: May 18 2020 12:45PM

**Total Cases by Jurisdiction**

Jurisdiction	Total Cases	Deaths
New York	347,936	28,168
New Jersey	146,334	10,356
Illinois	94,191	4,177
Massachusetts	86,010	5,797
California	78,839	3,261
Pennsylvania	62,234	4,418
Michigan	51,142	4,891
Texas	47,784	1,336
Florida	45,588	1,973
Maryland	38,804	1,992
Georgia	37,642	1,606
Connecticut	37,419	3,408
Louisiana	34,498	2,491
Virginia	31,140	1,014
Ohio	27,923	1,625
Indiana	27,778	1,751

# 50 States, 50 Separate Recoveries



# General Information: New York & California

## **New York**

- Some areas in central and upstate New York have met all seven metrics required to begin phase one of the [state's regional phased reopening plan](#) and have begun reopening.
- In the first phase these sectors will be reopened: construction, production, farming, fishing and retail with curbside pick up. The indicators are closely monitored and restrictions resumed if needed.
- New York City is still the epicenter but numbers are declining. NYS on PAUSE will continue through May 28.
- New York State has doubled testing capacity to reach 40,000 diagnostic tests per day, and has more than 700 testing sites.
- Testing is free for all eligible New Yorkers as ordered by a health care providers.
- New Yorkers are required to wear masks and maintain distance in public.
- Schools closed, unclear how the schools will open in the fall.

## **California**

- California has introduced a 4-phased plan to reopen the states economy starting on May 8.
- Most of California counties have moved to phase 2, with the exceptions of some hard-hit San Francisco Bay Area counties. Phase 2 includes opening lower-risk workplaces, allowing some non-essential retail to open for curbside pickup, childcare, manufacturing and logistics.
- Phase 3 would mean that higher risk businesses and venues could reopen with social distancing guidelines. Entering phase 3 is weeks not months away as the severity of the coronavirus pandemic is declining and the state is ready to further relax the stay-at-home order.
- The governor suggested sporting events without spectators may resume as early as June and people could be attending small church meetings and visiting hair salons in a few weeks.
- California counties are easing restrictions in different degrees, with the most affected counties in the San Francisco Bay Area and Los Angeles still holding on to shelter-in-place indefinitely.
- Counties have different policies on keeping beaches and parks open, but it is encouraged that people don't travel beyond 5-mile radius for outings.
- Silicon Valley tech companies were front-runners in sending people to work from home, and many have stated that their employees can work from home even if shelter-in-place order will be lifted.

# Travel Bans and Flight Routes

## Travel Bans

The CDC has a strong warning against any nonessential travel within the United States. The CDC website advises, “It is possible that some state and local governments may put in place travel restrictions, stay-at-home or shelter-in-place orders, mandated quarantines upon arrival, or even state border closures while you are traveling.”

The U.S. State Department advises against any international travel, suggesting United States citizens either remain in place or return home. It’s at “Level 4,” the department’s highest warning. But it is a recommendation, not a requirement. Additionally, the U.S. has strict restrictions on arriving visitors including a ban on tourist visitors from all of Canada, Mexico, Europe and much of Asia.

## Flight Situation

Norwegian: Flights from Oslo to New York-JFK resume 15 June (3x/week). Other gateways must go via LHR

BA: has been operating some flights to LHR

American Airlines: has been operating DFW- TYO, LHR and MEX, resuming more connections to Europe this summer.

SAS: currently no flights to US, unclear when resuming operation

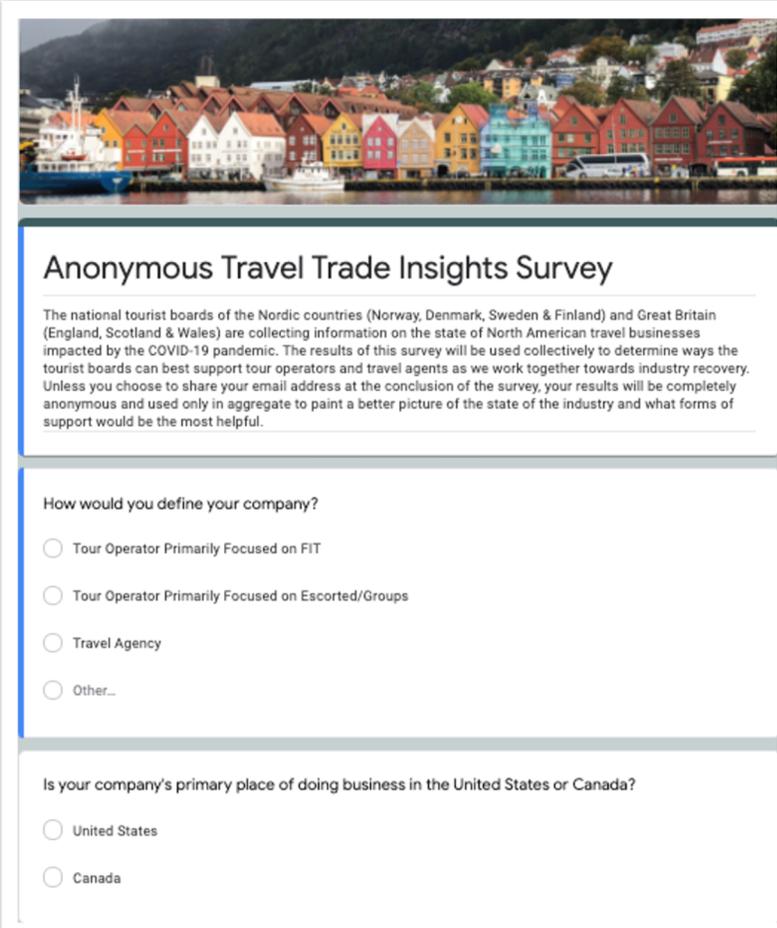
Icelandair is currently operating KEF-BOS-KEF

Finnair: currently no flights to US, resuming flights in August HEL-NYC-HEL



# Survey of North American Travel Industry

- Surveyed 86 sellers of travel
  - 66% tour operators
  - 34% travel agents
  - 90% American
  - 10% Canadian





## Anonymous Travel Trade Insights Survey

The national tourist boards of the Nordic countries (Norway, Denmark, Sweden & Finland) and Great Britain (England, Scotland & Wales) are collecting information on the state of North American travel businesses impacted by the COVID-19 pandemic. The results of this survey will be used collectively to determine ways the tourist boards can best support tour operators and travel agents as we work together towards industry recovery. Unless you choose to share your email address at the conclusion of the survey, your results will be completely anonymous and used only in aggregate to paint a better picture of the state of the industry and what forms of support would be the most helpful.

How would you define your company?

Tour Operator Primarily Focused on FIT

Tour Operator Primarily Focused on Escorted/Groups

Travel Agency

Other...

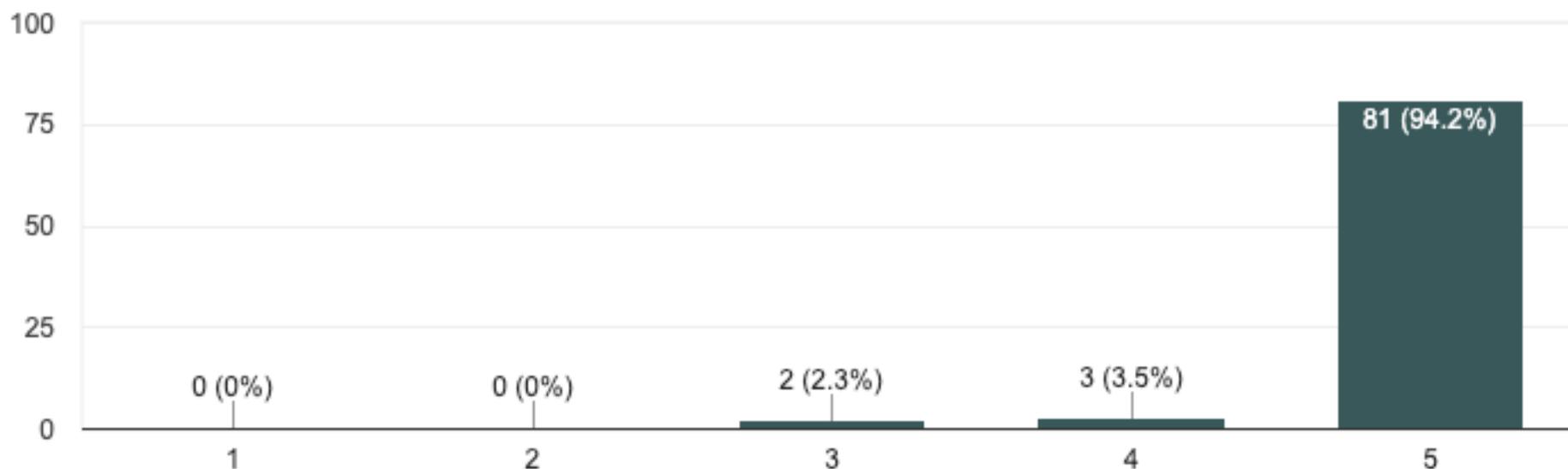
Is your company's primary place of doing business in the United States or Canada?

United States

Canada

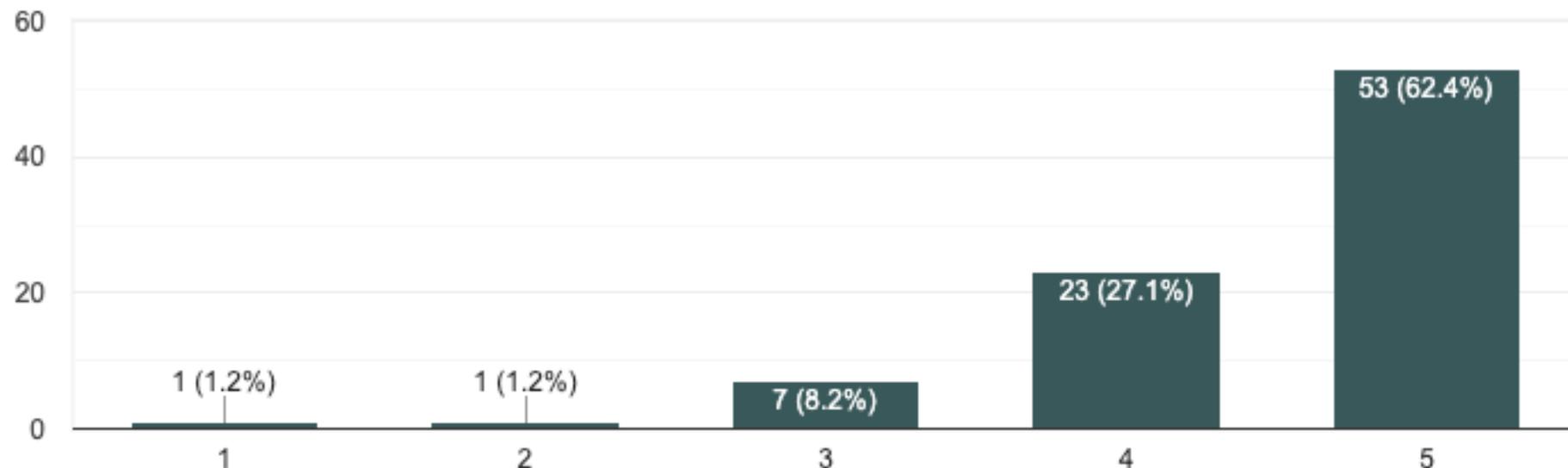
# How much impact has your business seen as a result of the current pandemic from April-June?

- 84% said their business was highly impacted from April-June



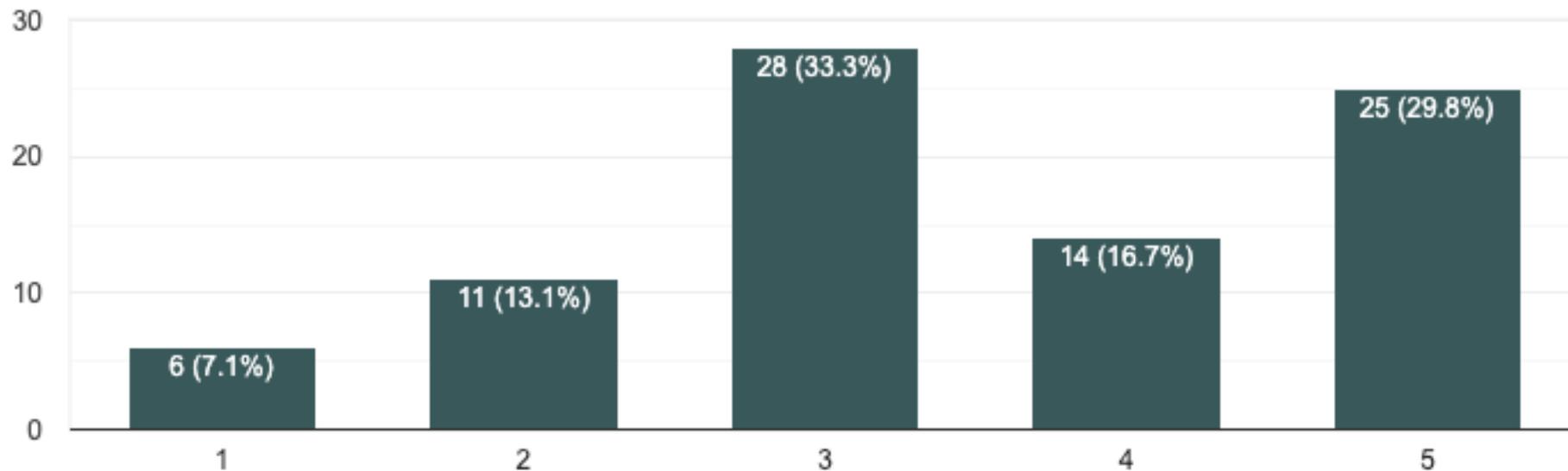
# How much impact has your business seen as a result of the current pandemic from Jul-Dec?

- 89% said their business was highly impacted from Jul-Dec



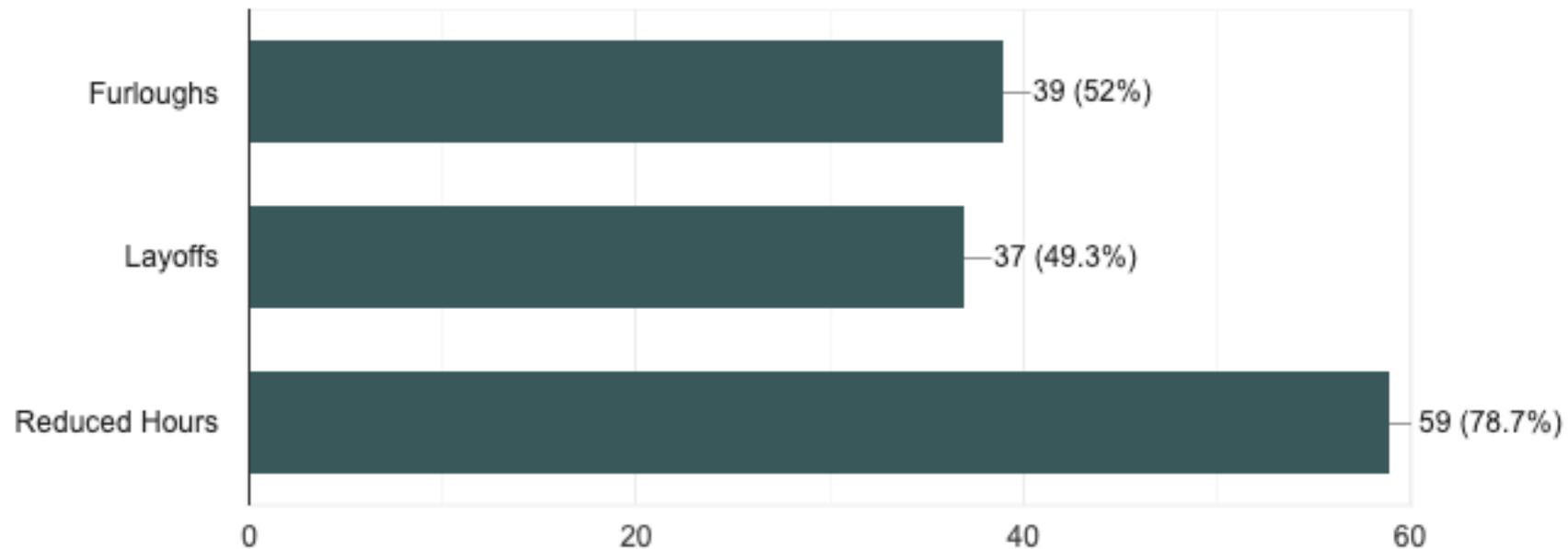
# How much impact has your business seen as a result of the current pandemic on 2021 bookings?

- 47% said their business was highly impacted for 2021



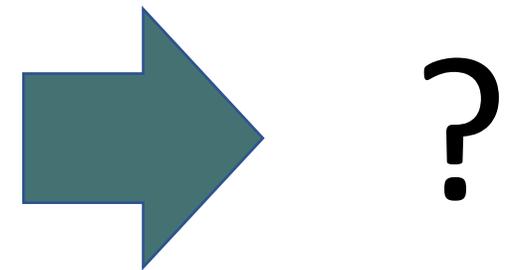
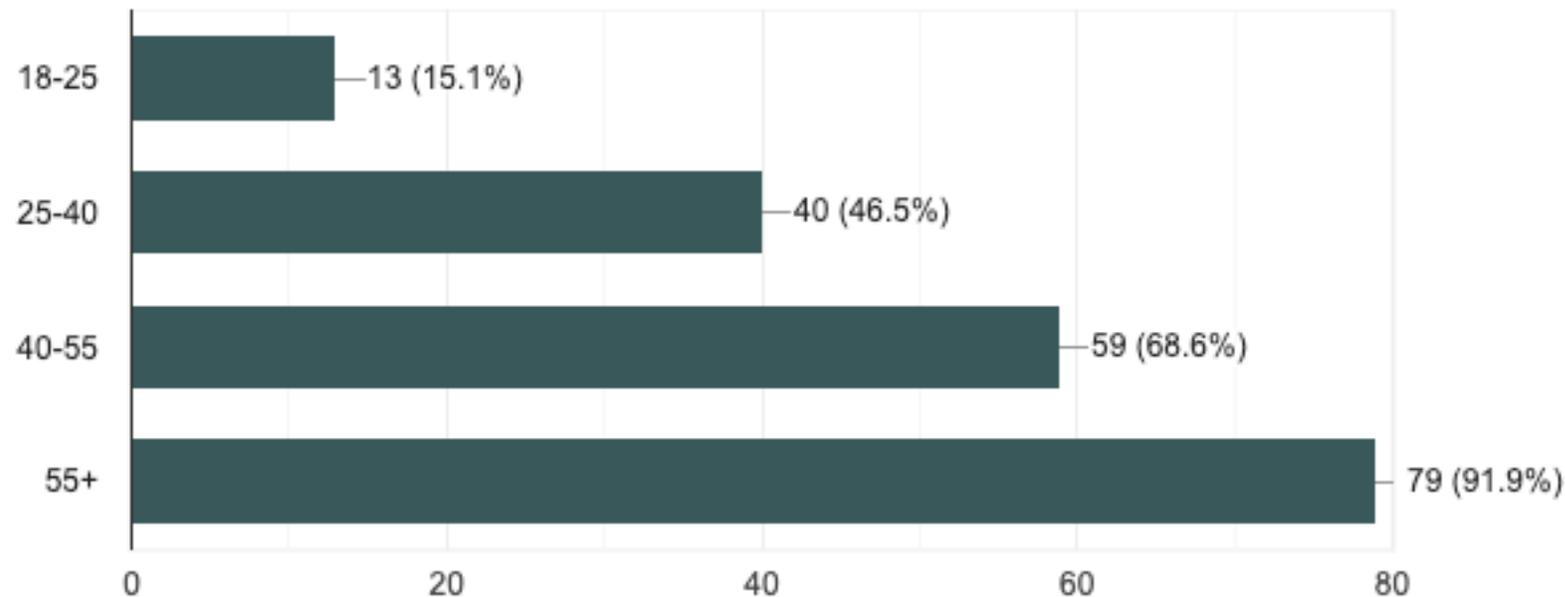
Has your company had to enact any of the following or is likely to consider any of the following in the near future?

- 87% reported some sort of cost-saving organizational restructuring



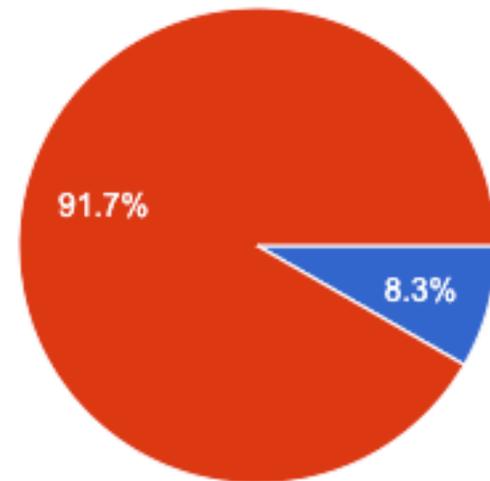
# Target demographics are shifting younger, at least in the short term

- 79% target a 55+ demographic however many cited a post COVID-19 change in their target demographic to a younger audience citing fears of older passengers being less eager to travel again so quickly or having longer term concerns over health and wellness. Many have reported, at least temporarily, targeting younger travelers than usual.



Are rescheduled bookings mostly taking place later within the same year? Or shifted a full year to 2021?

- 57% of bookings have been rescheduled, rather than cancelled
- 92% of rescheduled bookings are delayed a full year to 2021

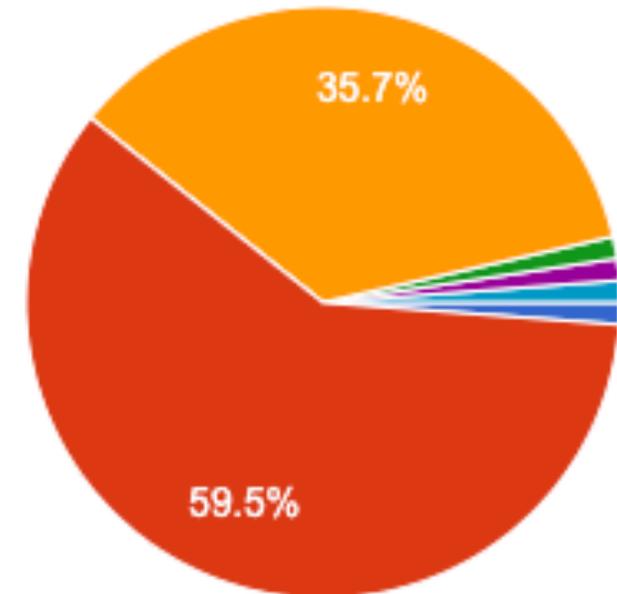


- Bookings are being delayed a few months to a new time of year
- Booking are being delayed until roughly the same time next year



When it comes to your priority in recovery, are you focusing on...

- 60% reported prioritizing a focus on generating long term business for 2021, rather than salvaging short term business for 2020



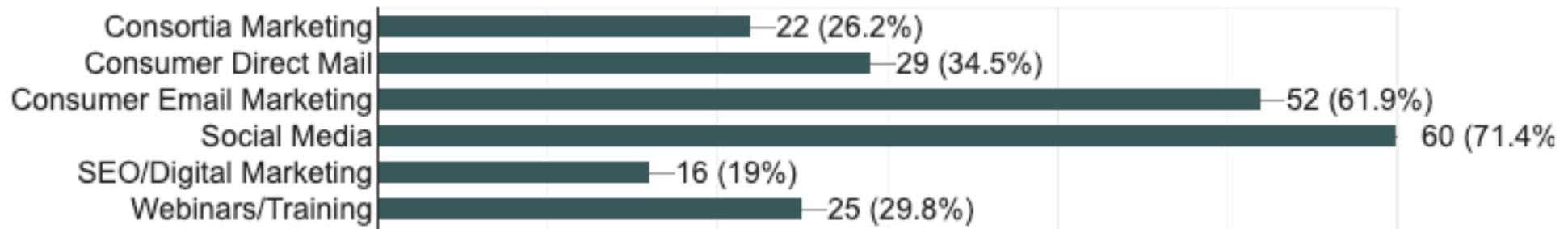
# When travel opens up again, what destinations will be the priority?

- 76% report seeing a specific opportunity for the Nordic countries (Denmark, Sweden, Norway & Finland) in a post COVID-19 world.
- 52% say they will prioritize Norway as a destination when borders open again
  - #1 was Britain with 76%
  - #2 was Ireland with 63%
  - #3 was France with 56%
  - #4 was Italy with 55%
  - #5 was Portugal with 54%
  - #6 was Norway with 52%
  - #7 was Switzerland with 50%
  - #8 was Germany with 50%
  - #9 was Spain with 44%
  - #10 was Denmark with 42%



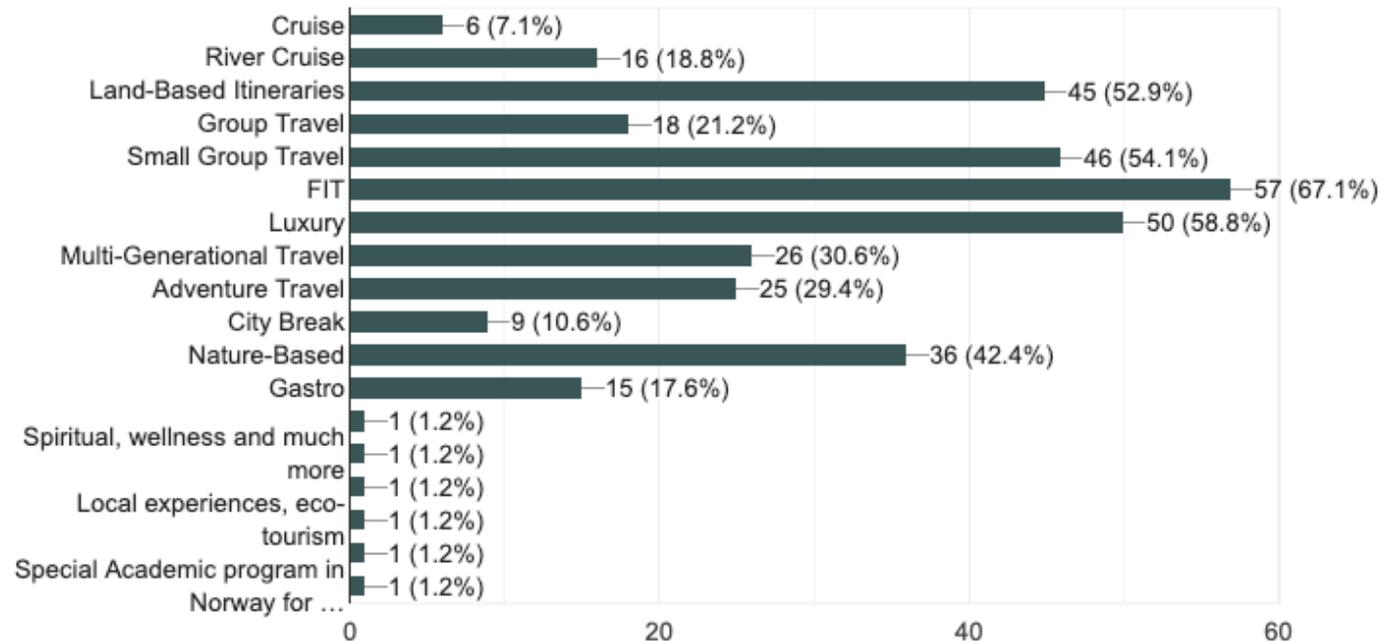
## What tactics will you utilize in your recovery plan?

- 71% reported utilizing social media to reach out to agents and clients as part of their recovery plan (#1 tactic). #2 tactic was consumer email marketing at 62%. #3 is consumer direct mail at 35% followed by webinars/training at 30%.



# Which types of travel do you imagine prioritizing once borders open up again?

- Overall, a huge shift from groups to FIT. 67% report prioritizing FIT bookings. 59% report focusing on luxury. 54% focusing on small group travel. Only 21% will focus on traditional group travel and only 11% will focus on city breaks .

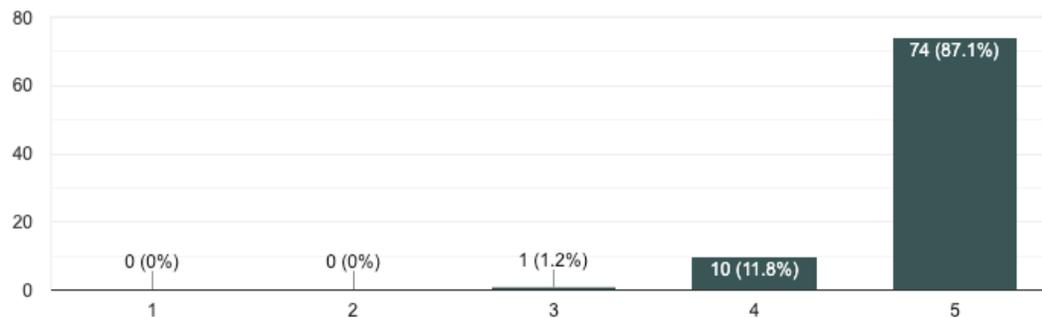


# Importance of cleanliness/sanitation and desire to avoid crowded places post COVID-19

- 99% think cleanliness/sanitation will be important for their clients once they can travel again
- 86% think their clients will want to avoid crowded places post-COVID-19

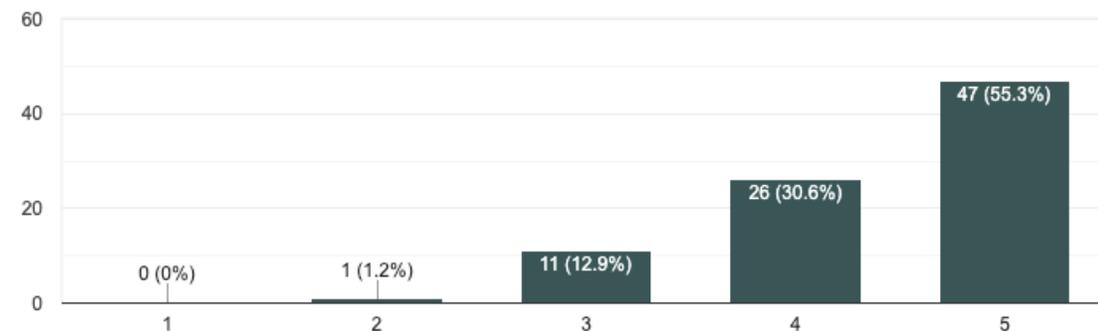
How important do you think cleanliness/sanitation will be for your clients once they can travel again?

85 responses



How likely do you think your clients will want to avoid crowded places when traveling post COVID-19?

85 responses

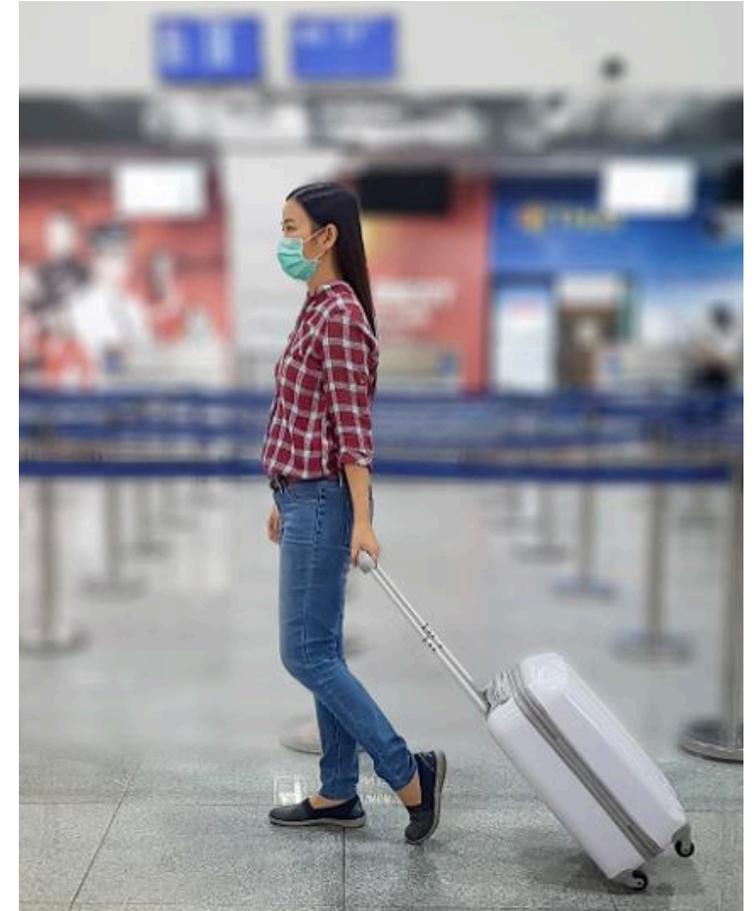


# Noteworthy Quotes

- “Many current guests are happy to rebook or keep deposits active. Early on we were rebooking into late 2020, but it is almost exclusively 2021 now. We are seeing minimal, but growing, numbers of new bookings for 2021.”
- “In the near term clients are asking and booking destinations within driving distances of their homes. For mid to late 2021 they are looking at Europe, Asia and South America”
- “[Travelers] are interested in traveling with friends and family. They are no longer interested in being a part of a group where they do not know the people”
- “Clients want to travel, but want to know what precautions we will be taken and how we will navigate various entry requirements for the different countries we visit.”
- “We have set up a task force to set up practices and policies for Health & Safety. Our Future Travel Credits can be used until 31 Dec 2022. Staff travel is on hold unless absolutely essential.”
- “We are changing to focus more on creating content, articles, videos and other travel resources to help travelers travel sustainably in a way that has a positive impact on the environment and local communities.”
- “Fall will be busy, as my clients want to get back out there. 2021 is more comfortable for the less-intrepid traveler.”

## Some Advice

- North American travel trade are anxious. Make them feel confident in selling Norway and in your business's ability to serve them during this crisis.
- Articulate why Norway should be a priority destination right now.
- Understand the new normal, what clients are looking for and be proactive in providing it.



# Thank You

COVID-19 Travel Trade Insights

Presented 20 May 2020

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