



Delaware

Endless Discoveries™

Visit Delaware.com

Delaware Resident Travel Data

Liz Keller, Director

Thursday, May 14, 2020



Agenda

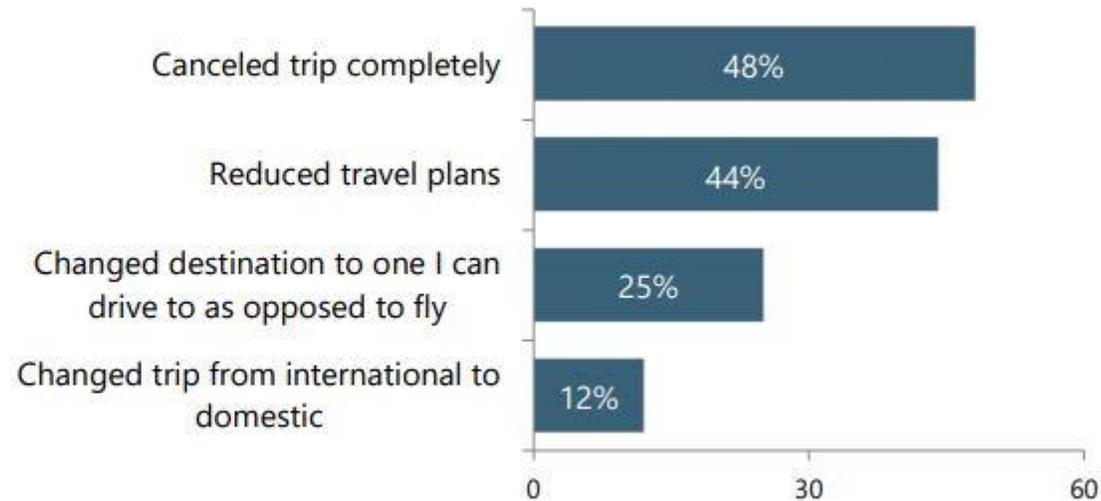
- Overview of travel sentiment
- DE resident data
- Tools and resources

Overview of traveler sentiment

IMPACT ON TRAVEL PLANS



of travelers planning to travel in the next six months will change their travel plans due to coronavirus

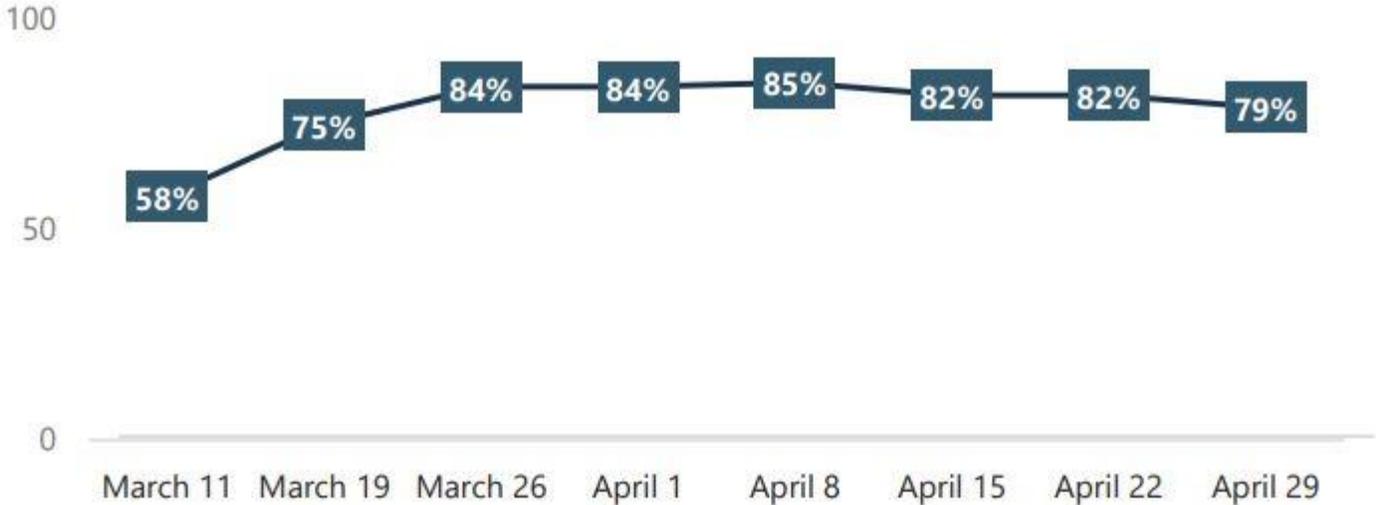


Base: Coronavirus Changed Travel Plans

Overview of traveler sentiment

IMPACT ON TRAVEL PLANS

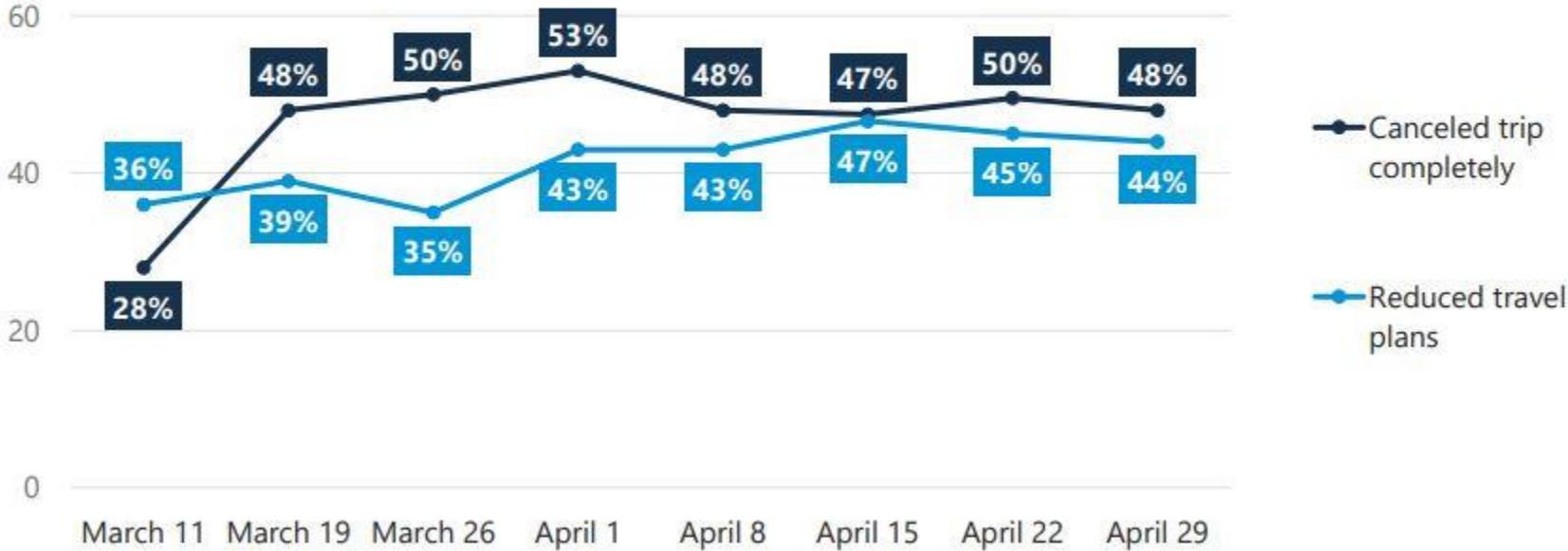
Travelers Planning To Change Upcoming Travel Plans Due To COVID-19 Comparison



Overview of traveler sentiment

IMPACT ON TRAVEL PLANS

Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

Overview of traveler sentiment

IMPACT ON TRAVEL PLANS

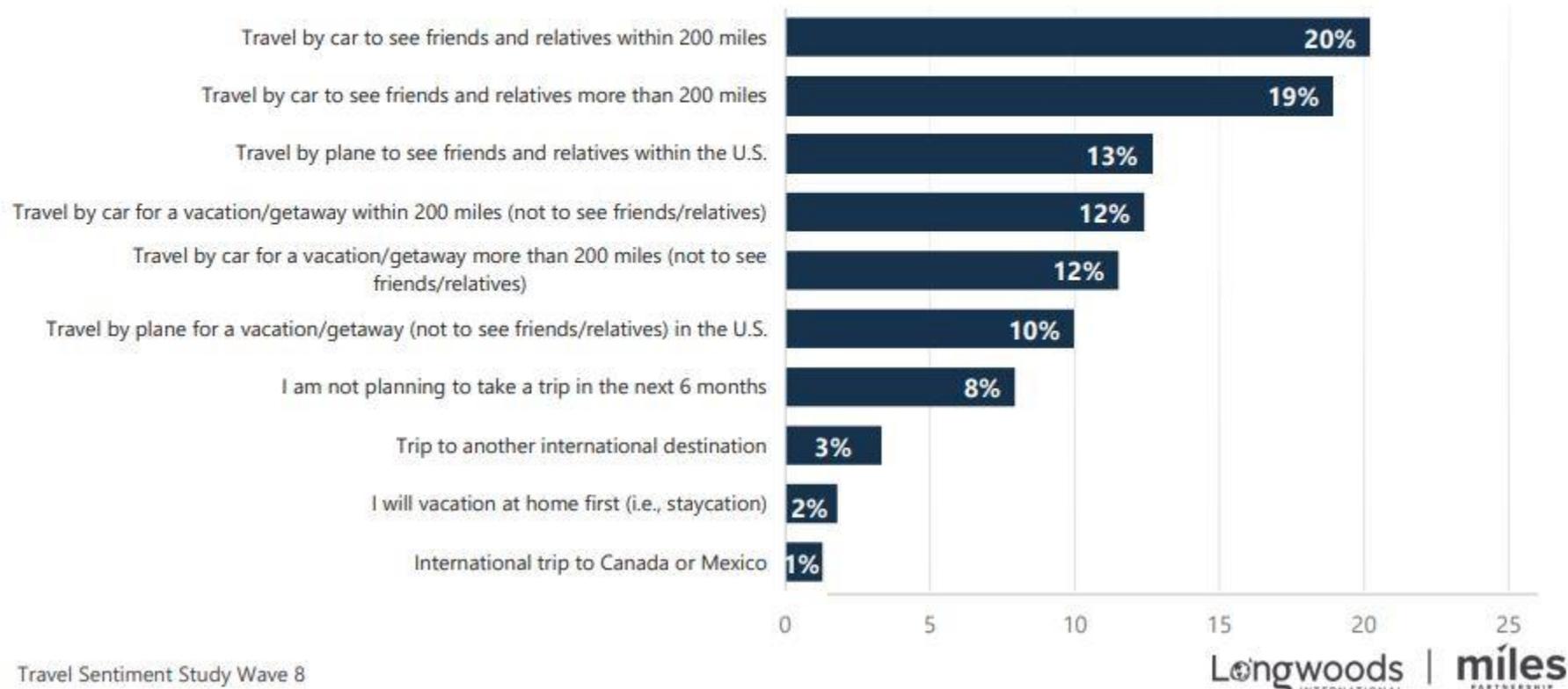
Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

IMPACT ON TRAVEL PLANS

First Trip Travelers Plan to Take in the Next Six Months



Overview of traveler sentiment

- Feeling More Comfortable but Not Necessarily Confident:**
 - American travelers' feelings about COVID-19's impact on their personal finances (6.5) and national economy (7.9) is at an 8-week low.
 - Women and Boomer travelers continue to exhibit more elevated levels of caution around the virus and travel.
- Reacting to New Protocols:**
 - Seeing safety measures implemented, such as crews disinfecting an airplane, temperature checks at airports and masks on restaurant staff, largely increase travelers' feelings of personal safety but do stimulate some anxiety, as well.

Where Are You Most Receptive to Learning about Travel Destinations Right Now?

	Millennial/GenZ	GenX	Baby Boomers
 Instagram	32.7%	12.9%	5.8%
 Facebook	25.5%	20.7%	15.2%
 Websites found via Search Engine	20.4%	33.5%	40.1%
 Online Articles/Blogs	18.6%	19.6%	20.7%
 TikTok	16.6%	2.0%	0.8%
 Ads around the Internet	16.6%	16.5%	19.0%
 Email	16.1%	25.8%	30.6%
 Twitter	15.9%	6.3%	3.3%
 Pinterest	15.4%	5.5%	4.5%
 Text Messages	13.7%	7.3%	3.2%
 Digital Influencers	8.4%	4.2%	1.0%
 Apps	7.6%	4.3%	2.7%
None of these	14.1%	29.8%	25.8%

Delaware Resident Survey Results

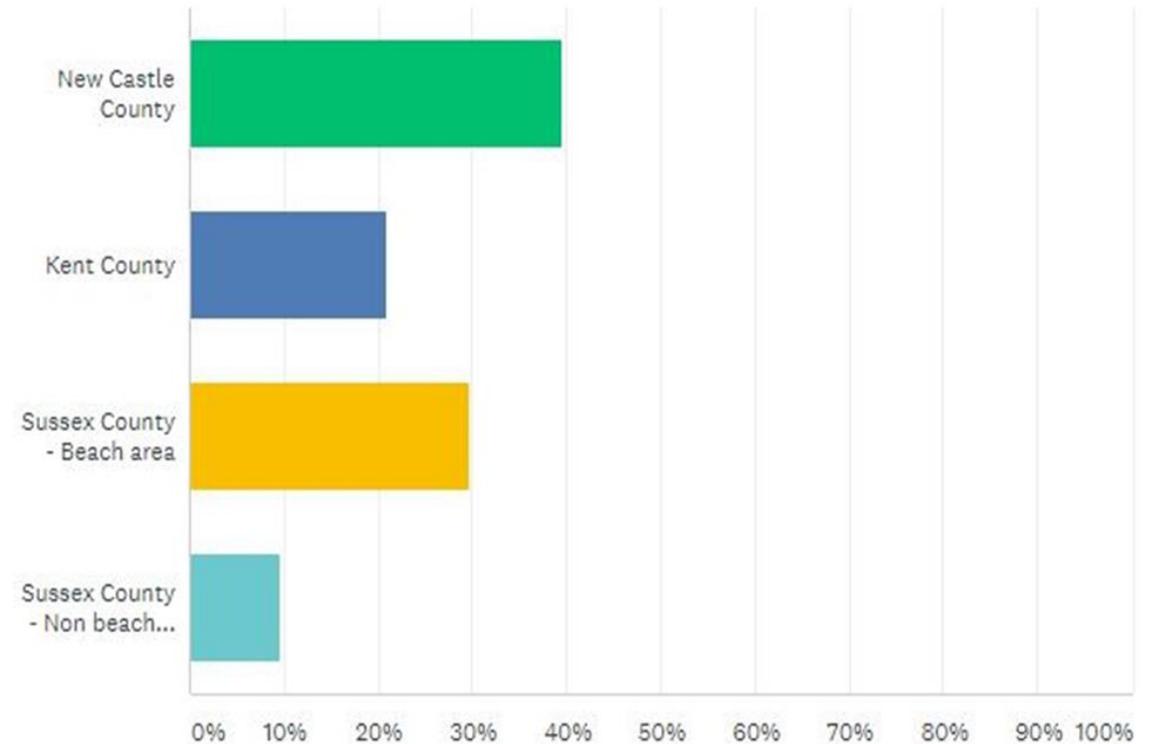
Delaware
Endless Discoveries™

VisitDelaware.com



Demographics

- Respondents were:
 - Majority female
 - HHI: \$100k - \$149k
 - HH: Family or Couple
 - Ages: 45-65+



Before COVID-19

- 60% of residents dined weekly at local restaurants
- 48% of residents shopped weekly at local retailers
- Residents just about split 50/50 on spending the night in accommodations Delaware
 - Mostly hotel, motel at the beach or hotel, motel non-beach



During COVID-19

- 35% of residents dined weekly at a local restaurant
- 32% of residents never dined a at a local restaurant
- Shopping at a local retailer changed from weekly to never or once a month



Top activities residents are looking forward to after COVID-19

- Being with family and friends
- Dining at local restaurants
- Outdoor recreation
- Deals and coupons on dining
- Spending time at the Delaware beaches
- About a 50/50 split on residents looking forward to staying the night at accommodations
 - If considering an accommodation, they're interested in beach condo/house (rental), hotel/motel (non-beach), campground RV and tent



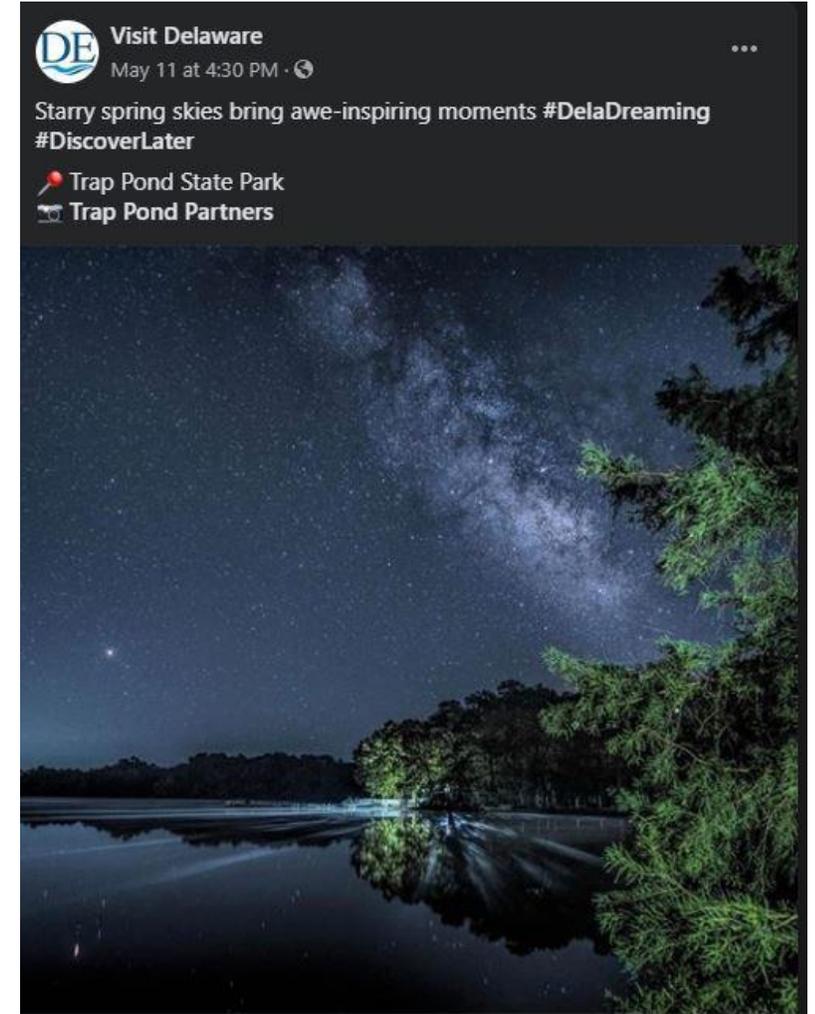
Awareness of Delaware

- **62% of respondents said they are not aware of everything there is to do in Delaware**
- **When asked about their surrounding areas, they felt that their county offered dining and things to do but did not believe the other counties had similar offerings.**
- **Most willing to travel 40 minutes for new things to do and dining**



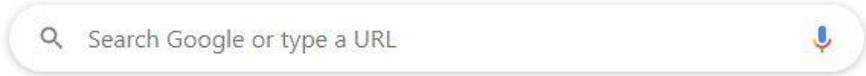
Marketing

- **Prefers to receive information about things to do from**
 - Social media
 - Friends and family
 - Online news
- **Preferred social media outlets**
 - Facebook
 - Instagram
 - YouTube



MRI & Harmelin Media Data

- **Top online activities in the past 30 days (Ages 25-64)**
 - Email
 - Messenger chat
 - Played games online
 - Searched for recipes
 - TV Streaming
 - Used Google Maps, Waze or MapQuest
 - Message boards
 - Shared photos on social media
- **T.V. Consumption**
 - Weekdays 6:00 a.m. - 9:00 a.m. or 11:00 p.m. - 11:30 p.m.

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, green, blue).A white search bar with rounded corners, containing the text "Search Google or type a URL" and a magnifying glass icon on the left and a microphone icon on the right.

Search Google or type a URL

Marketing tools & resources

Delaware
Endless Discoveries™

VisitDelaware.com



The Tourism Business Marketing Academy

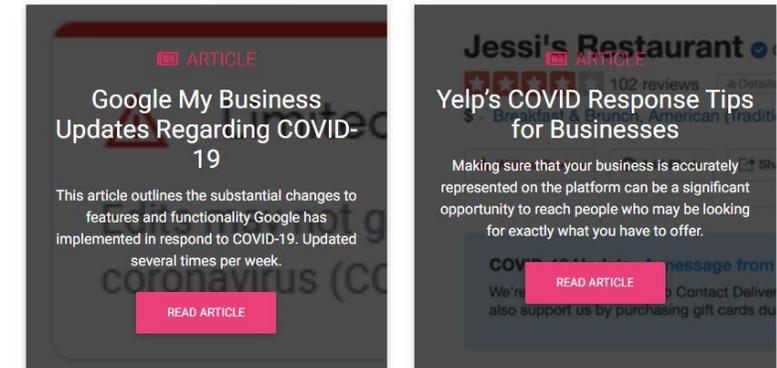
- The online portal is now open and free for Delaware's tourism businesses and organizations.
- You'll find content covering a variety of topics, from COVID-19 response and recovery support, optimizing presence in Google My Business, TripAdvisor and Yelp to best practices for social media and content marketing.
- Access the portal by following the below instructions.
 - Go to <https://delaware.tourismbusinessmarketing.com/site-login>
 - Log in using your Google account
 - Enter the promo code: DiscoverDE
- Find best practices, tips and more for marketing your business online

Welcome to the Local Marketing Academy, brought to you by the Delaware Tourism Office

In an effort to help you effectively market your business to visitors and locals, we've created this online library of educational and how-to materials specifically for businesses and organizations like yours. The library contains a collection of how-to documents, resources, reference materials, and tools to help you maximize your visibility and results across a range of digital marketing platforms.

We have over 70 articles available already and are adding and updating content weekly. Use the navigation on the right to find articles relevant to your interests.

Check out this important content:



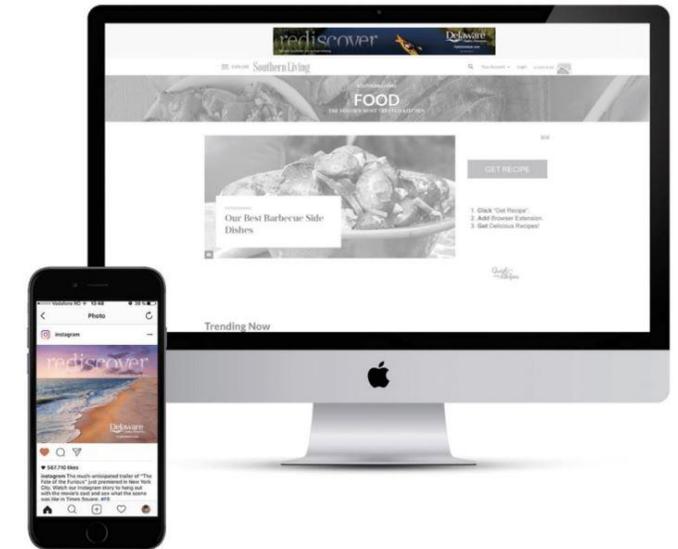
Rediscover Campaign

- This campaign encourages us to rediscover the memories and emotions we so fondly connect with Delaware. The message speaks to simplicity, nature and the importance of appreciating life's little moments.



Coop Marketing

- Marketing partnership with The Delaware Tourism Office and Miles Partnership for the rediscover campaign.
- Offers premium inventory and qualified audiences at affordable cost
 - Programmatic Media Buying
 - Display – standard banner ads
 - Video
- To get more information, please email Jay.Saylers@MilesPartnership.com



Thank you!



VisitDelaware.com