



# NC TOURISM AMID COVID-19

April 15, 2020

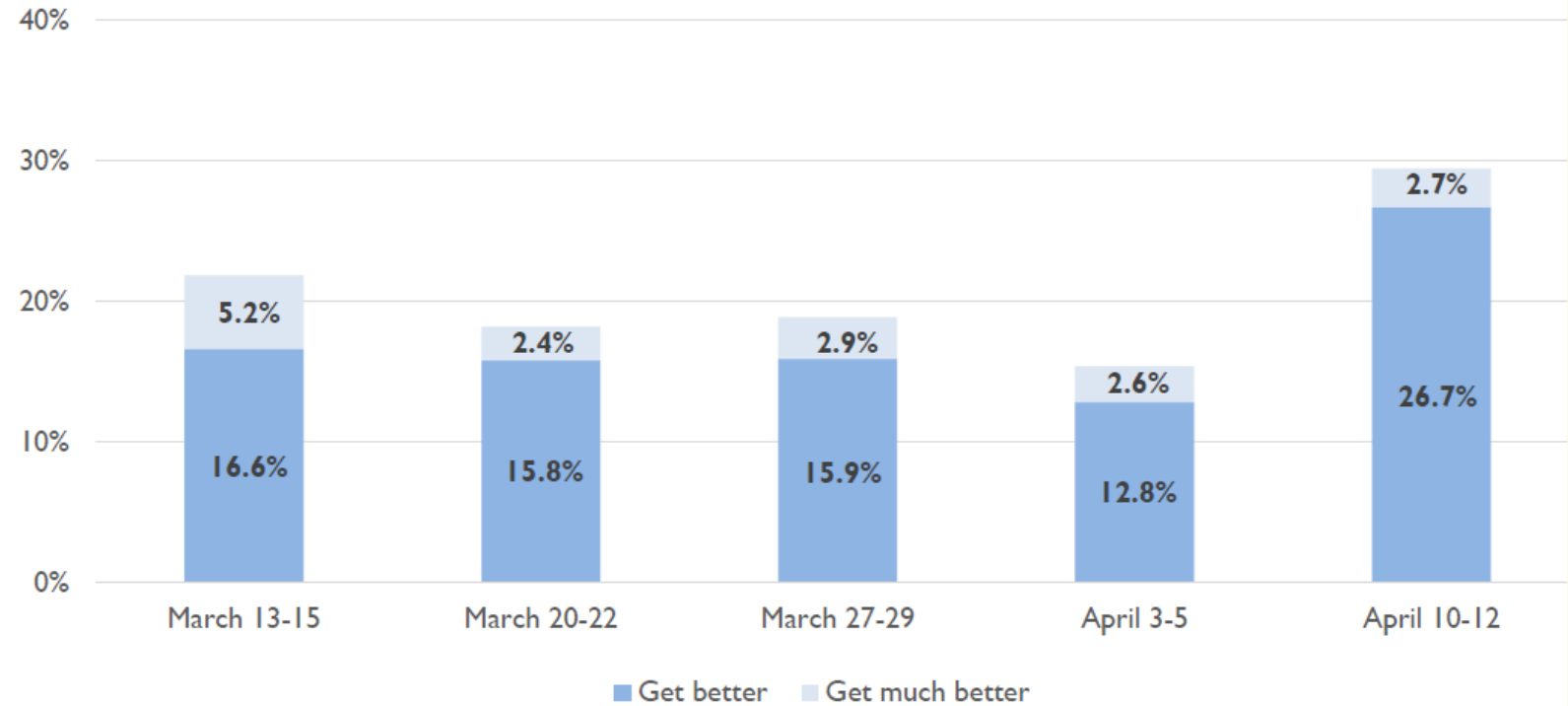
[Partners.VisitNC.com/COVID-19](https://Partners.VisitNC.com/COVID-19)

[VisitNC365.com](https://VisitNC365.com)

# Expectations for Coronavirus Outbreak

## Americans Who Expect the Coronavirus Situation Will Get Better in the Next Month

The percent feeling the coronavirus situation in the United States will get better in the next month nearly doubled to 29.5% from 15.4%.



**Question:** In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change? (Select one)  
In the next month the coronavirus situation will \_\_\_\_\_

(Base: All respondents, 1,201, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12, 2020)

# How Will Americans Get Back into Travel?

While nearly 70 percent continue to say they miss travel, few will jump right back in when the coronavirus situation has passed. Nine in ten American travelers say they will approach travel carefully with at least some trepidation.



**47.0%**

*I'll get back in but carefully*

**In the period after coronavirus, how are you going to approach getting back into travel?**



**39.9%**

*I'll test the waters first*



**13.1%**

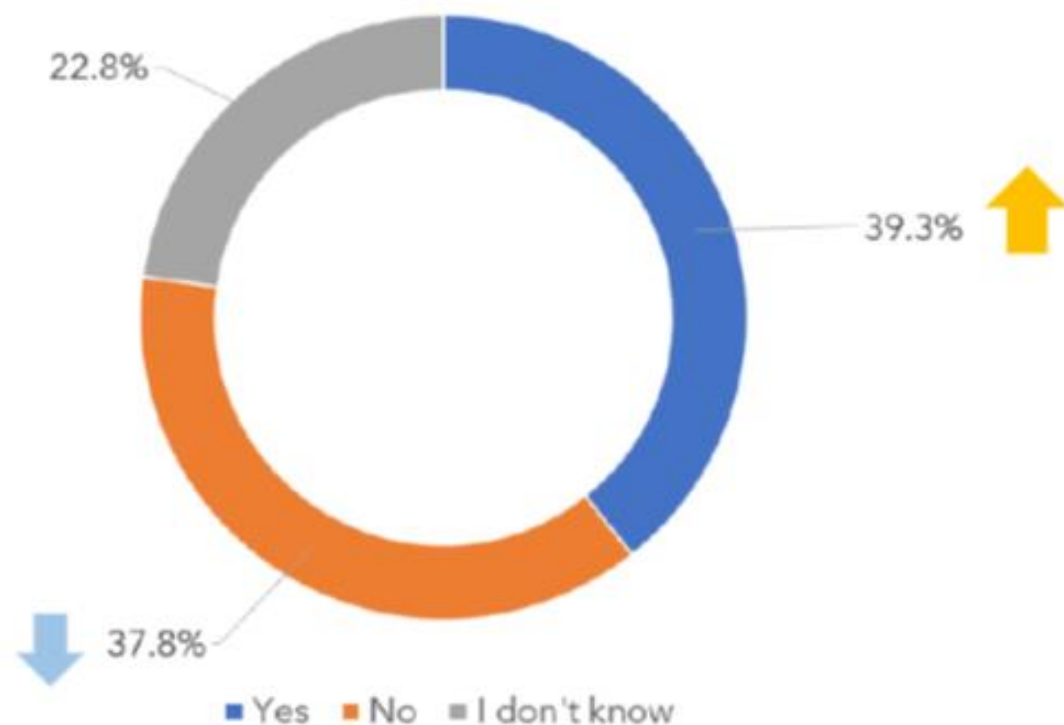
*I'll jump right back in*

*(Base: All respondents, 1,263 completed surveys. Data collected April 10-12, 2020)*

# Changing the Types of Destinations Americans Choose to Visit

It will not be a simple return to pre-pandemic sentiments and behaviors: Now, nearly 40 percent of American travelers say they will change the types of destinations they choose to visit when they begin traveling again—this is up nearly 10 percentage points from just one week ago.

## Changing the Types of Destinations They Choose to Visit

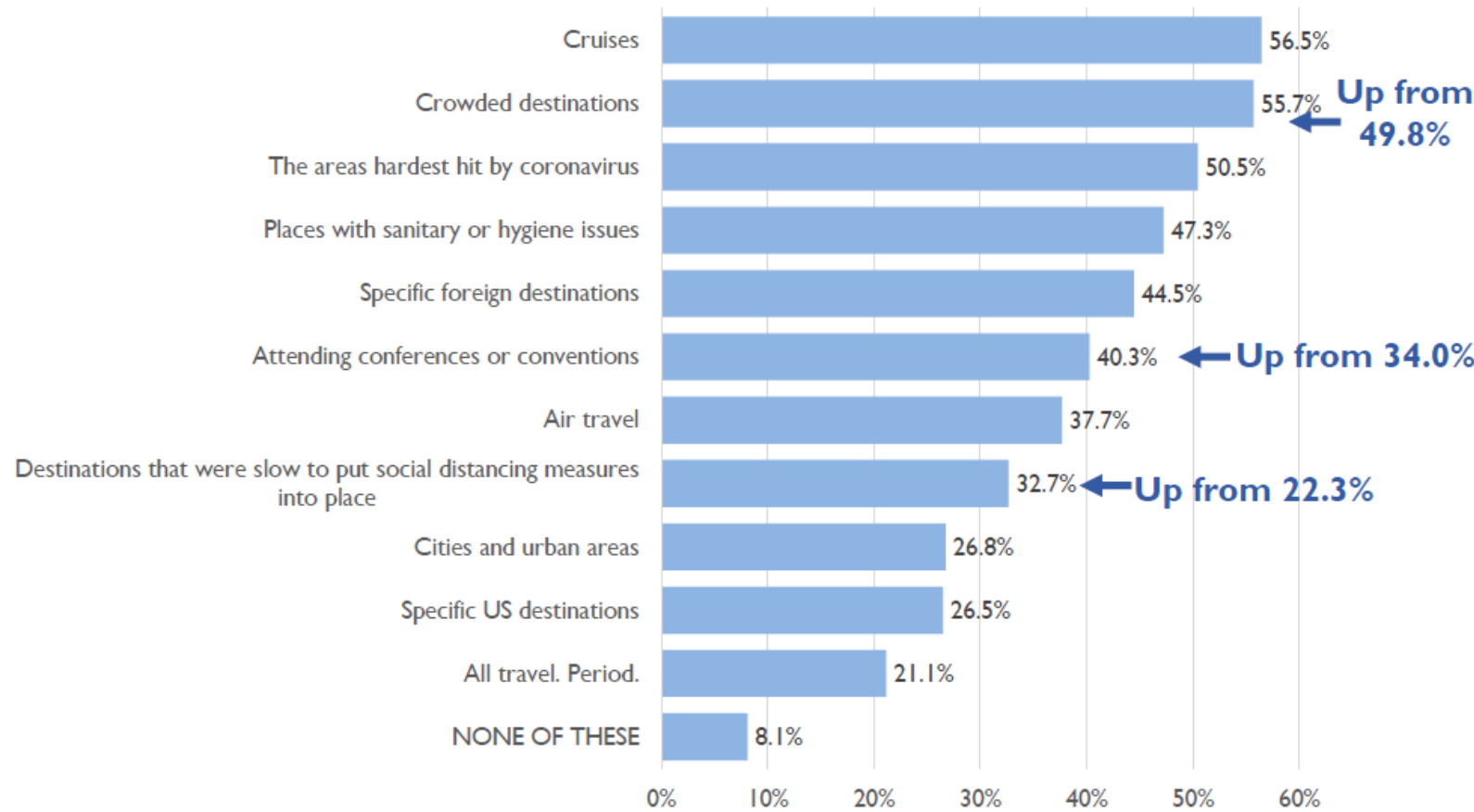


**Question:** When the coronavirus situation is resolved, do you expect that you will change the types of travel destinations you choose to visit? (Please think about changes you might make in the SIX (6) MONTH period after the coronavirus situation is resolved)

*(Base: All respondents, 1,263 completed surveys. Data collected April 10-12, 2020)*

# Changes in Travel after the Coronavirus Crisis

American travelers increasingly say they will be avoiding crowds—including conferences/conventions—destinations hardest hit by coronavirus, and destinations slow to put social distancing measures in place.

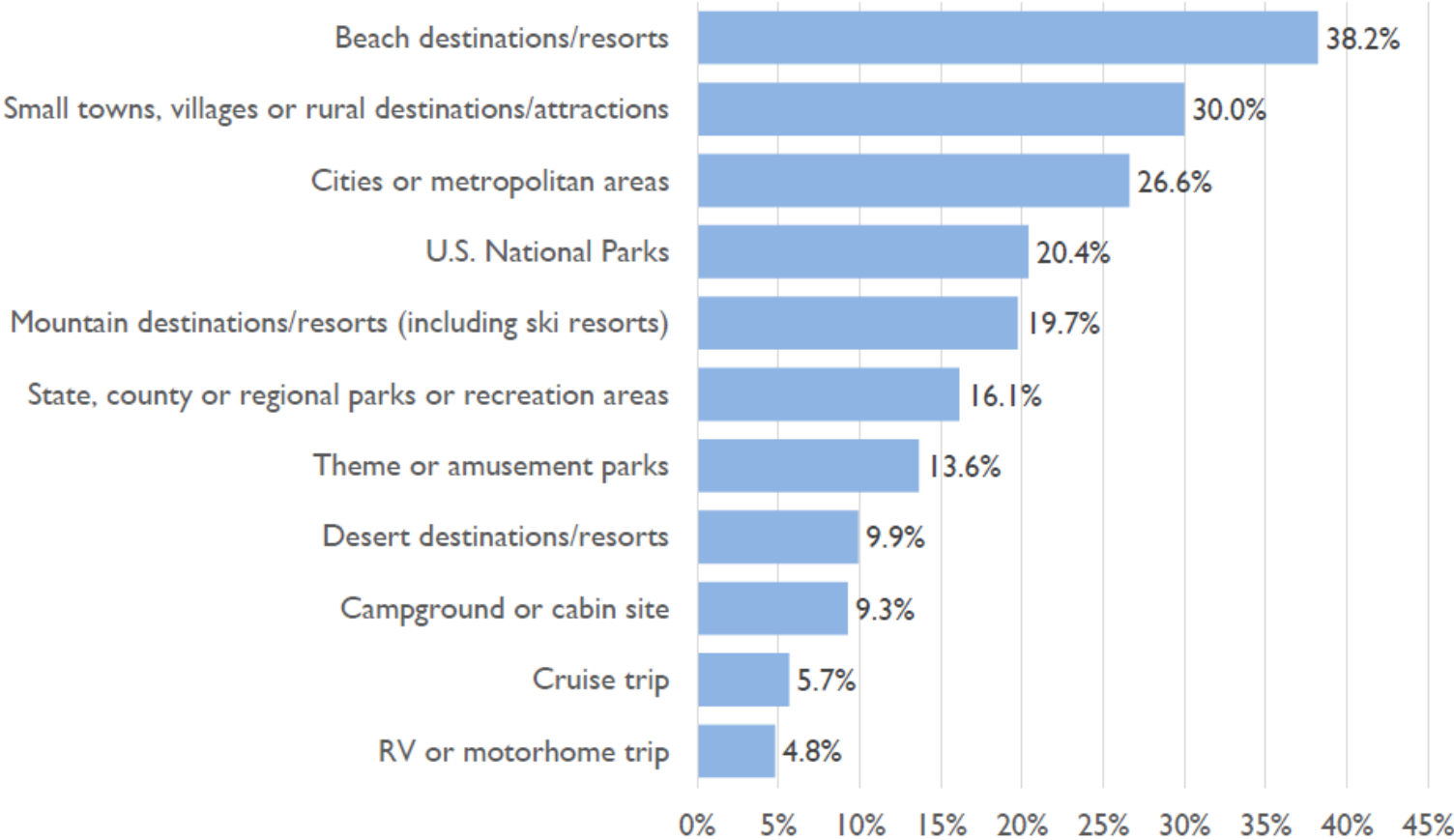


**Question:** Do you expect that you will avoid any of the following in the SIX (6) MONTH period immediately after the coronavirus situation is resolved? (Select all that would complete the following sentence for you) I will most likely avoid \_\_\_\_\_.

(Base: All respondents, 1,263 completed surveys. Data collected April 10-12, 2020)

# First Trip After the Pandemic

When asked the place they will visit on their first post-pandemic trip, beach/resort destinations top the list (38.2%), followed by small towns/rural areas (30.0%) then cities (26.6%).

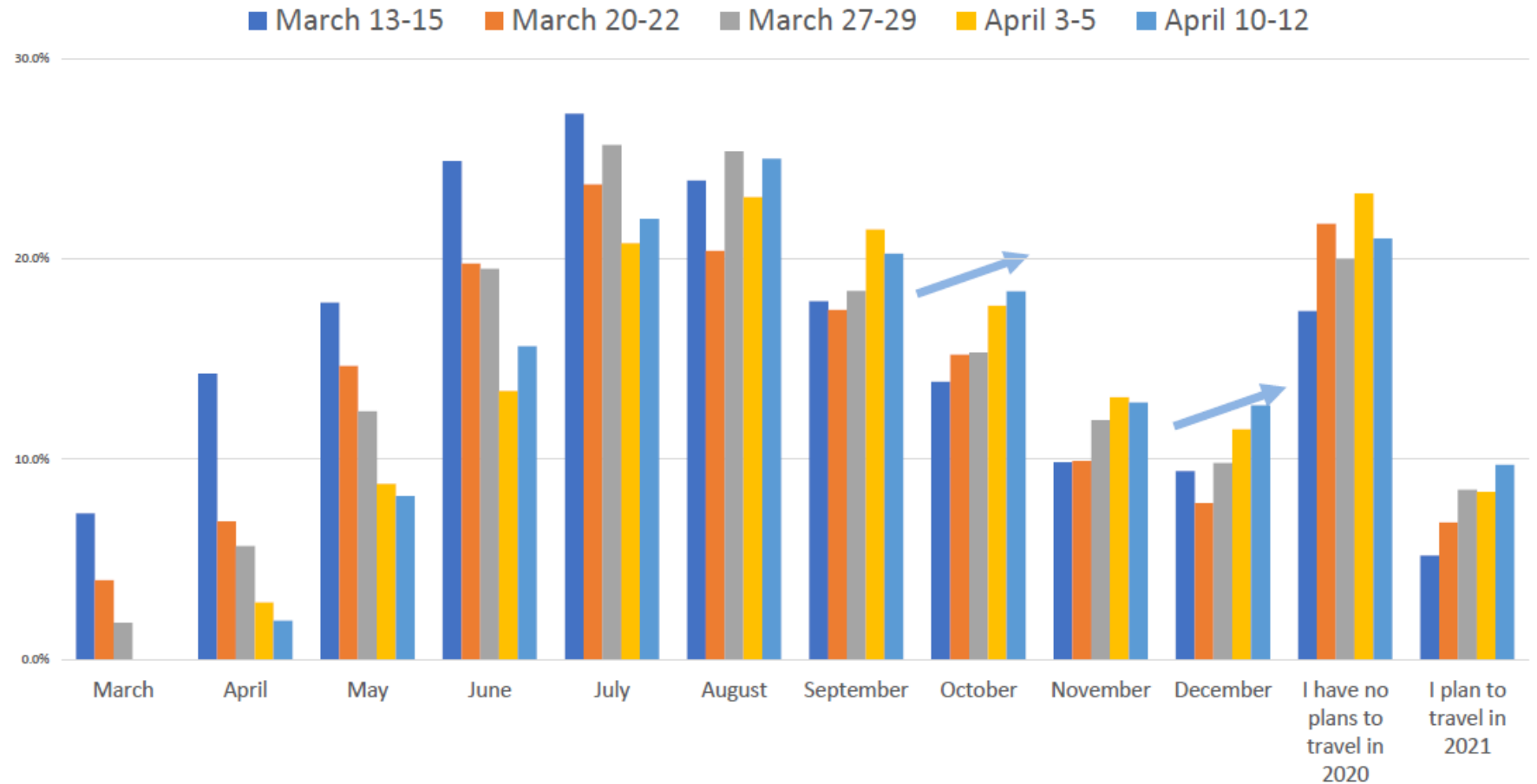


**Question:** Imagine it is sometime later when you're first begin feeling it is safe to travel again for leisure. Which best describes the places you will visit on THE FIRST TRIP YOU WILL TAKE?

*(Base: All respondents, 1,263 completed surveys. Data collected April 10-12, 2020)*

# Upcoming Travel Plans

While July and August are currently the months with the highest percentage of travelers saying they have trip plans, later months continue to show gains, including October and December.



**Question:** Even if only tentatively scheduled, in which months of this year do you currently plan to take any leisure trips?

*(Base: All respondents, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 0-22, 27-29, April 3-5 and 10-12, 2020)*

# Impact of Coronavirus on Destination Interest

**Question 1:** Please think back to a few months ago -- JUST PRIOR TO THE CORONAVIRUS SITUATION.

At that time, how interested would you say you were in visiting each of these destinations sometime during 2020.

**Question 2:** Now please imagine the period of time immediately after the coronavirus situation blows over.

How interested will you likely be in visiting these destinations in the SIX (6) MONTHS immediately after the coronavirus situation blows over.

## Top 2 Box Score (Extremely interested or Interested)

Numbers in red are the percentage decrease in the Top 2 Box score

