



Ohio Travel
ASSOCIATION

Travel Chat Webinar Series

Deep Dive into Industry Research During the COVID-19 Crisis

SURVEY DATA, TREND INSIGHTS, & NAVIGATING YOUR MARKETING

April 22, 2020 | 10 a.m. EST

Sponsored by: **MidwestLiving**

WITH GUEST SPEAKER
AMIR EYLON



FROM
LONGWOODS
INTERNATIONAL



HOUSEKEEPING ITEMS

- EVERYONE'S AUDIO WILL BE MUTED THROUGHOUT WEBINAR.
- IF YOU HAVE QUESTIONS FOR OUR SPEAKER(S) THAT HAVE NOT BEEN SUBMITTED AHEAD OF TIME, PLEASE USE THE 'CHAT BOX' FUNCTION AT THE BOTTOM OF YOUR SCREEN. WE WILL DO OUR BEST TO ADDRESS AS MANY QUESTIONS AS POSSIBLE. THE REMAINDER OF QUESTIONS WILL BE POSTED ON OUR WEBSITE: **OHIOTRAVEL.ORG**.
- PRESENTATION MATERIALS WILL BE MADE AVAILABLE TO YOU VIA EMAIL AND ON OUR WEBSITE.

Welcome and Update

OHIOTRAVEL.ORG

April 8, 2020 | 10 am EST

Sponsored by: **MidwestLiving**

MELINDA HUNTLEY



FROM THE
**OHIO TRAVEL
ASSOCIATION**

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Travel Sentiment Study Wave 6

APRIL 21, 2020

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COVID-19

TRAVEL SENTIMENT STUDY WAVE 6

Fielded April 15, 2020

U.S. National Sample of 1,000 adults 18+

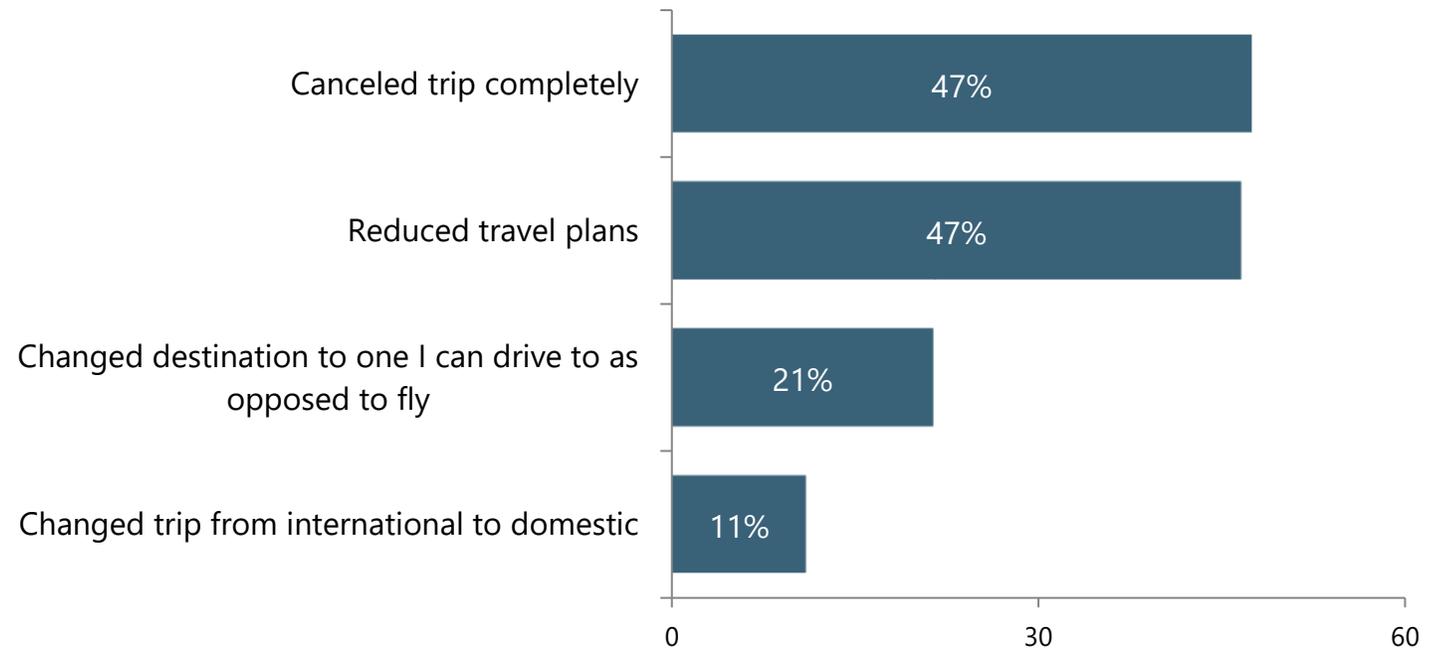
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IMPACT ON TRAVEL PLANS



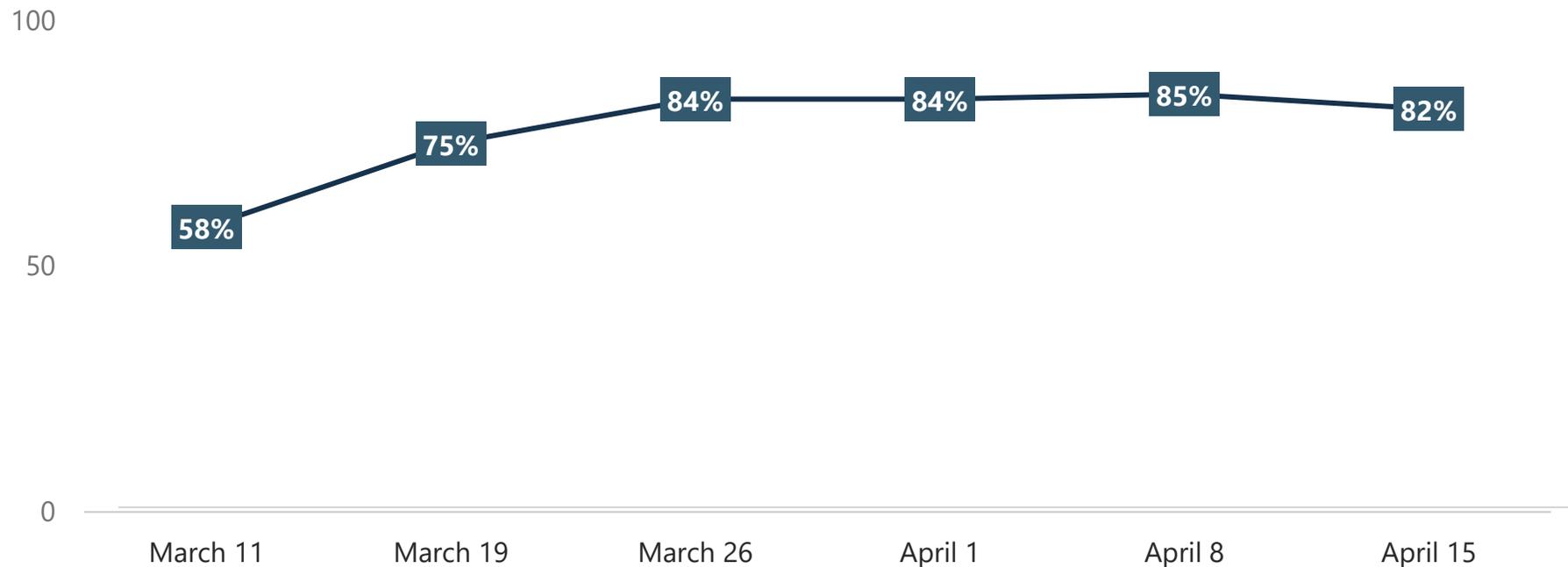
of travelers planning to travel in the next six months will change their travel plans due to coronavirus



Base: Coronavirus Changed Travel Plans

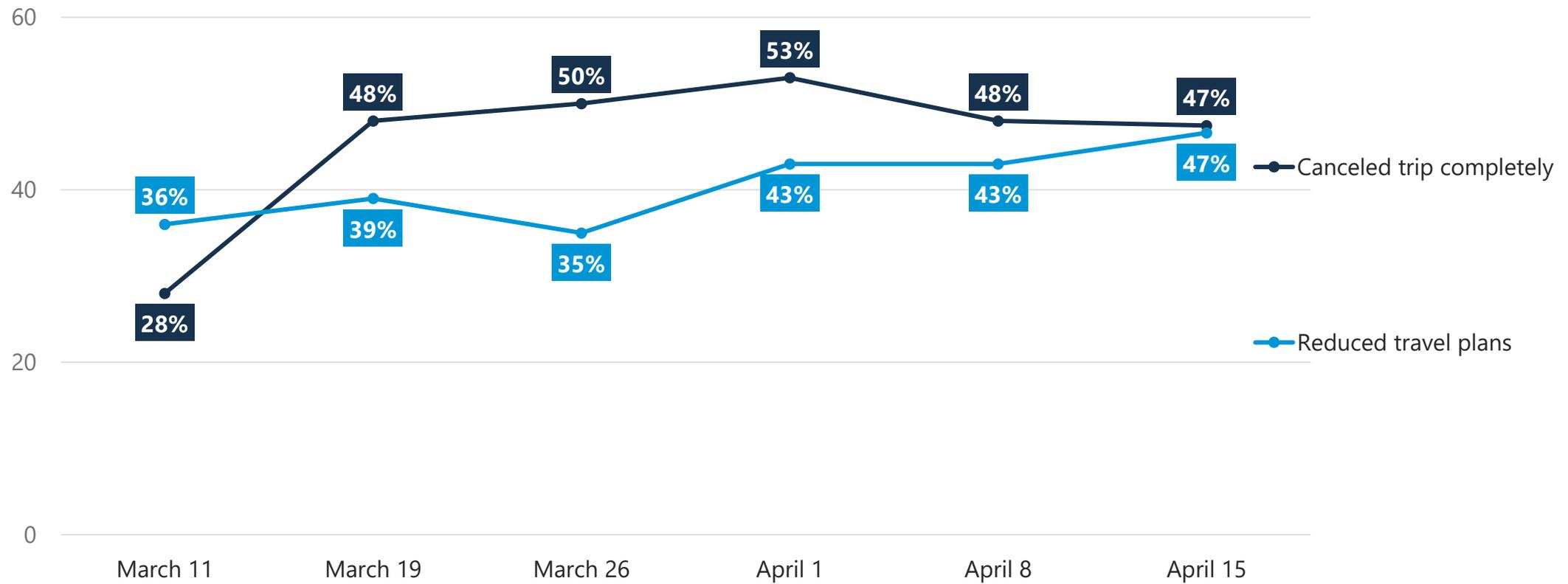
IMPACT ON TRAVEL PLANS

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



IMPACT ON TRAVEL PLANS

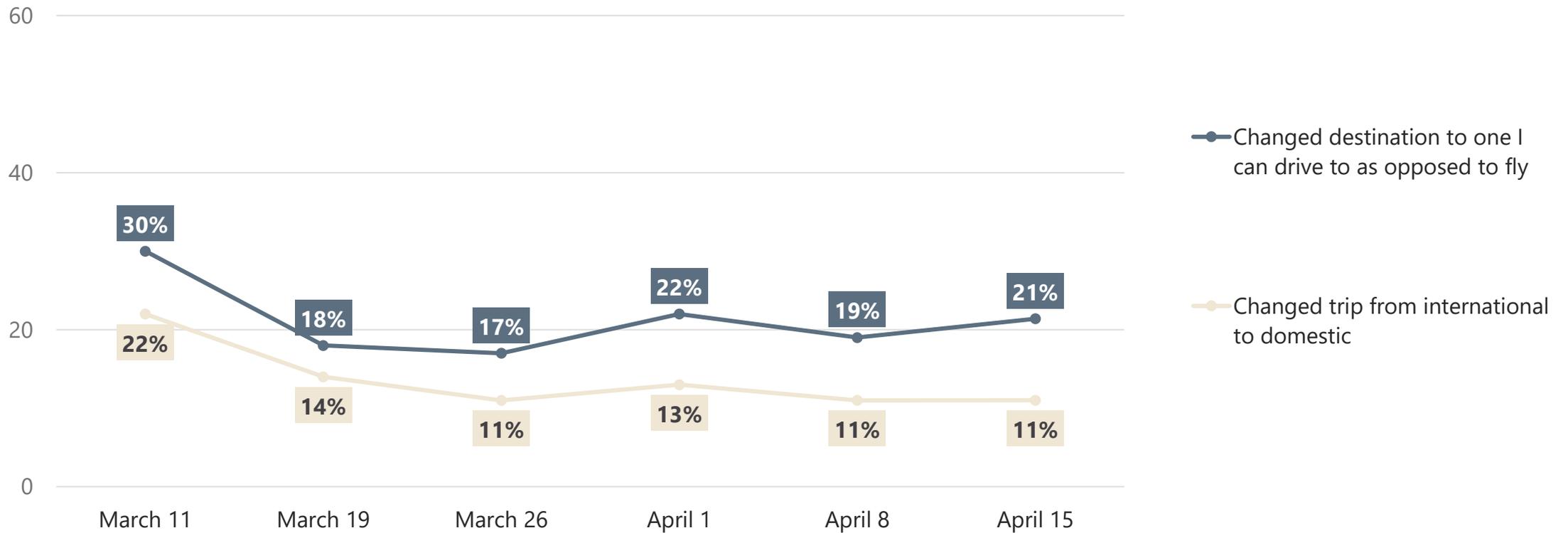
Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

IMPACT ON TRAVEL PLANS

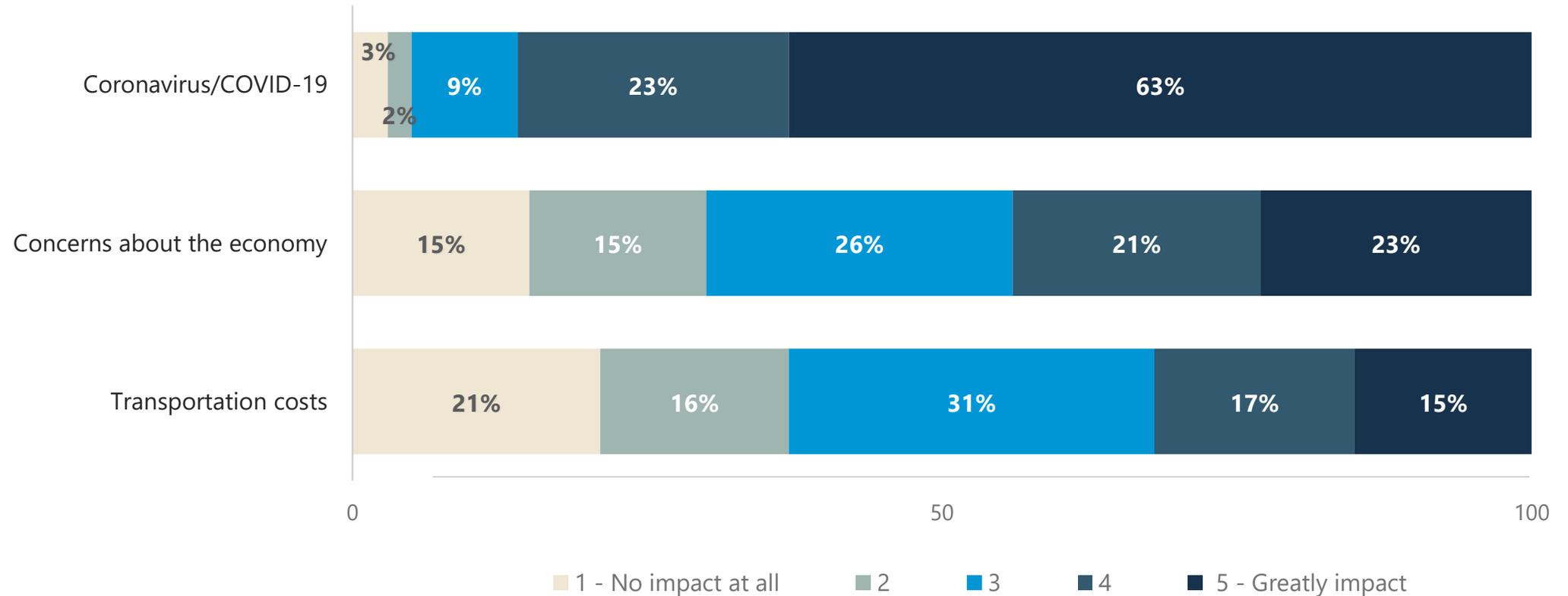
Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

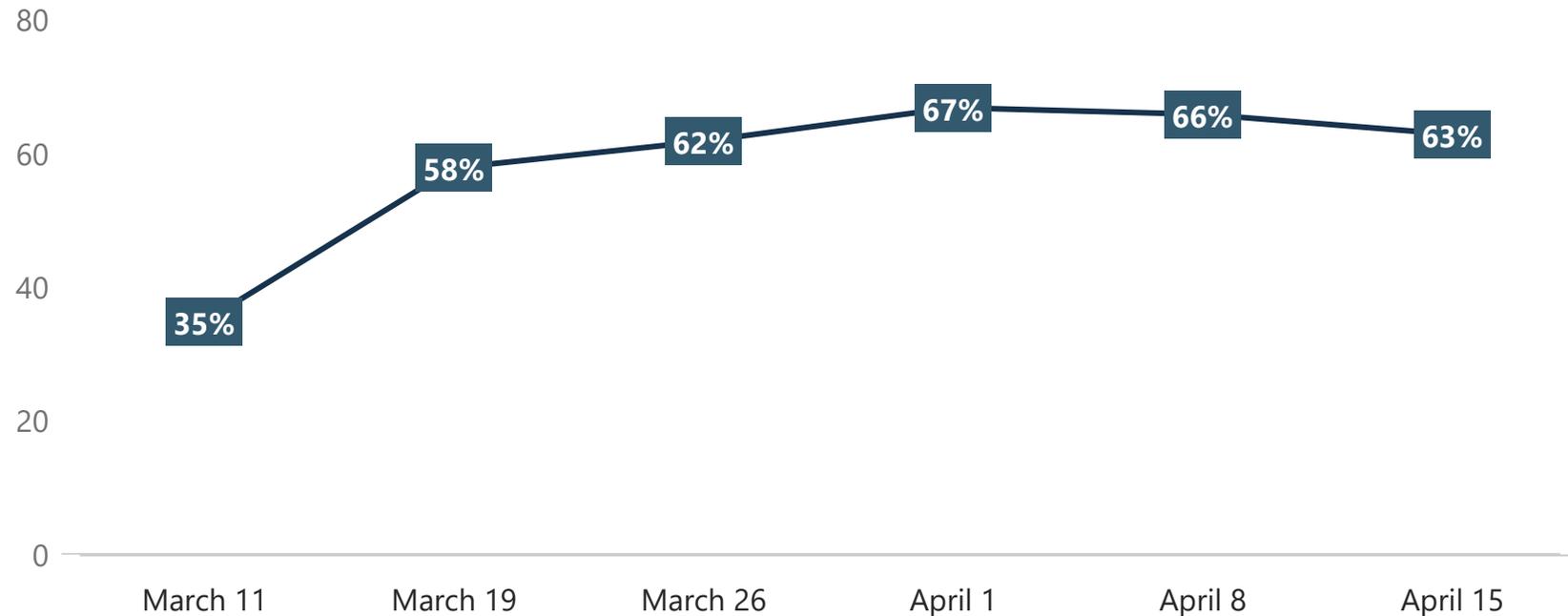
IMPACT ON TRAVEL PLANS

Factors Impacting Decisions to Travel in Next 6 Months



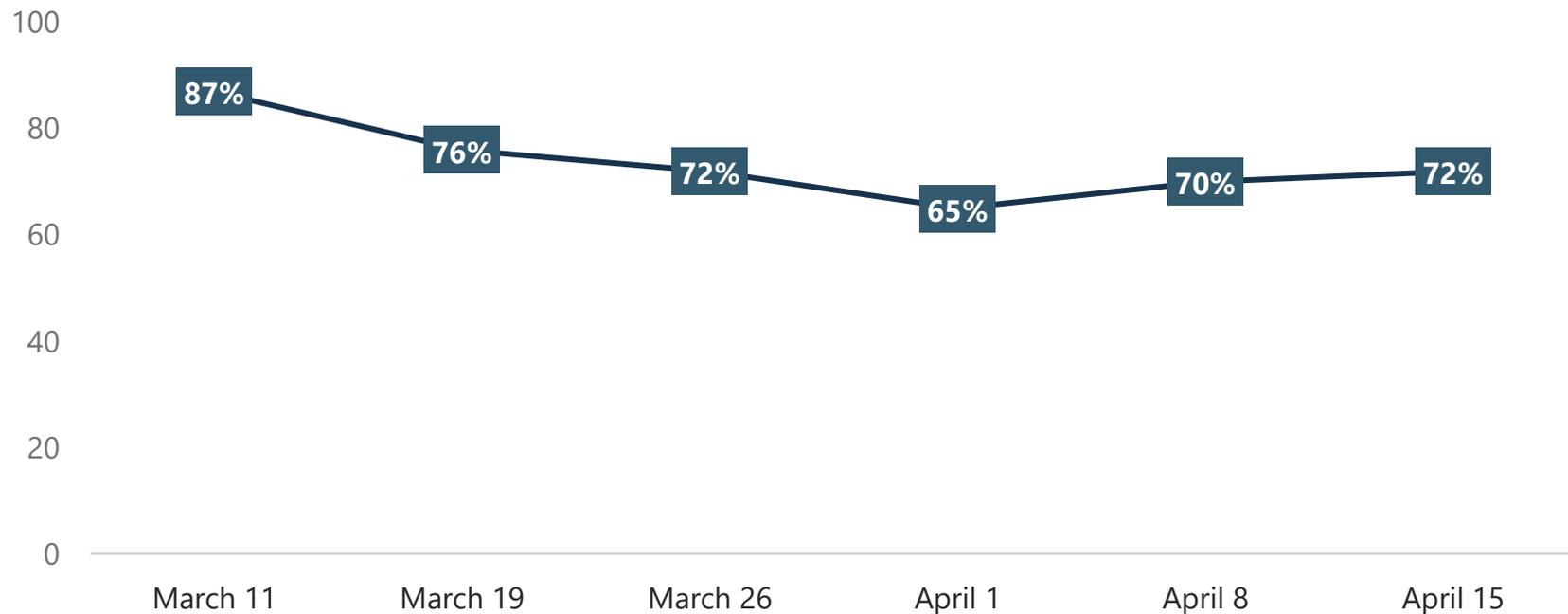
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Indicated That Coronavirus Would Greatly Impact Their Decision To Travel In The Next Six Months



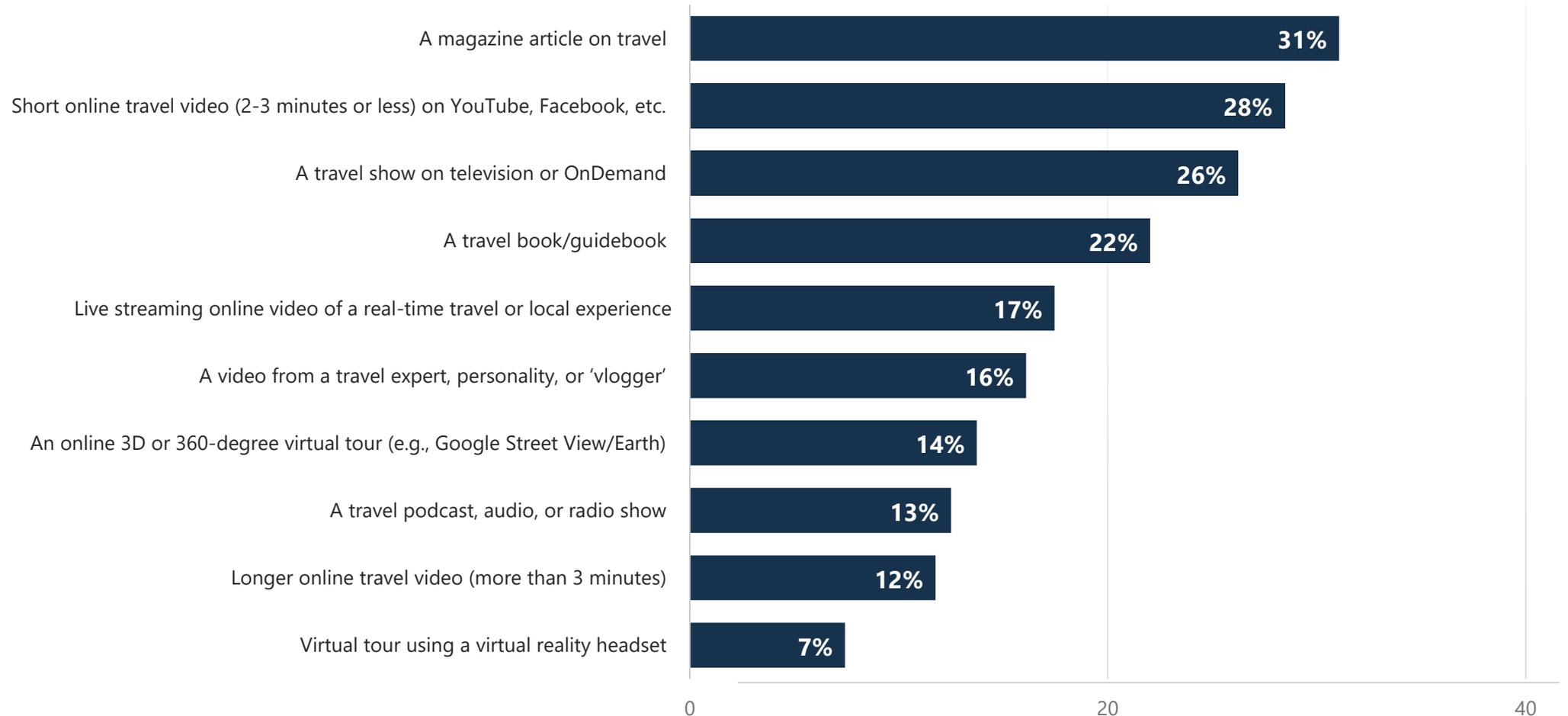
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison



IMPACT ON TRAVEL PLANS

Travel Content Viewed or Interacted with in Last Two Months



Additional Resources

Longwoods International Research
longwoods-intl.com/news

Miles Partnership COVID-19 Communication Center
covid19.milespartnership.com

Thank You

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Q+A

IF YOU HAVEN'T ALREADY, PLEASE SUBMIT YOUR
QUESTIONS IN THE **CHAT** BOX.

THANK YOU!



AMIR EYLON

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THANK YOU

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