

DISCOVER MORE

Tourism Outreach | Research Report



Discover More Tourism Marketing Analysis

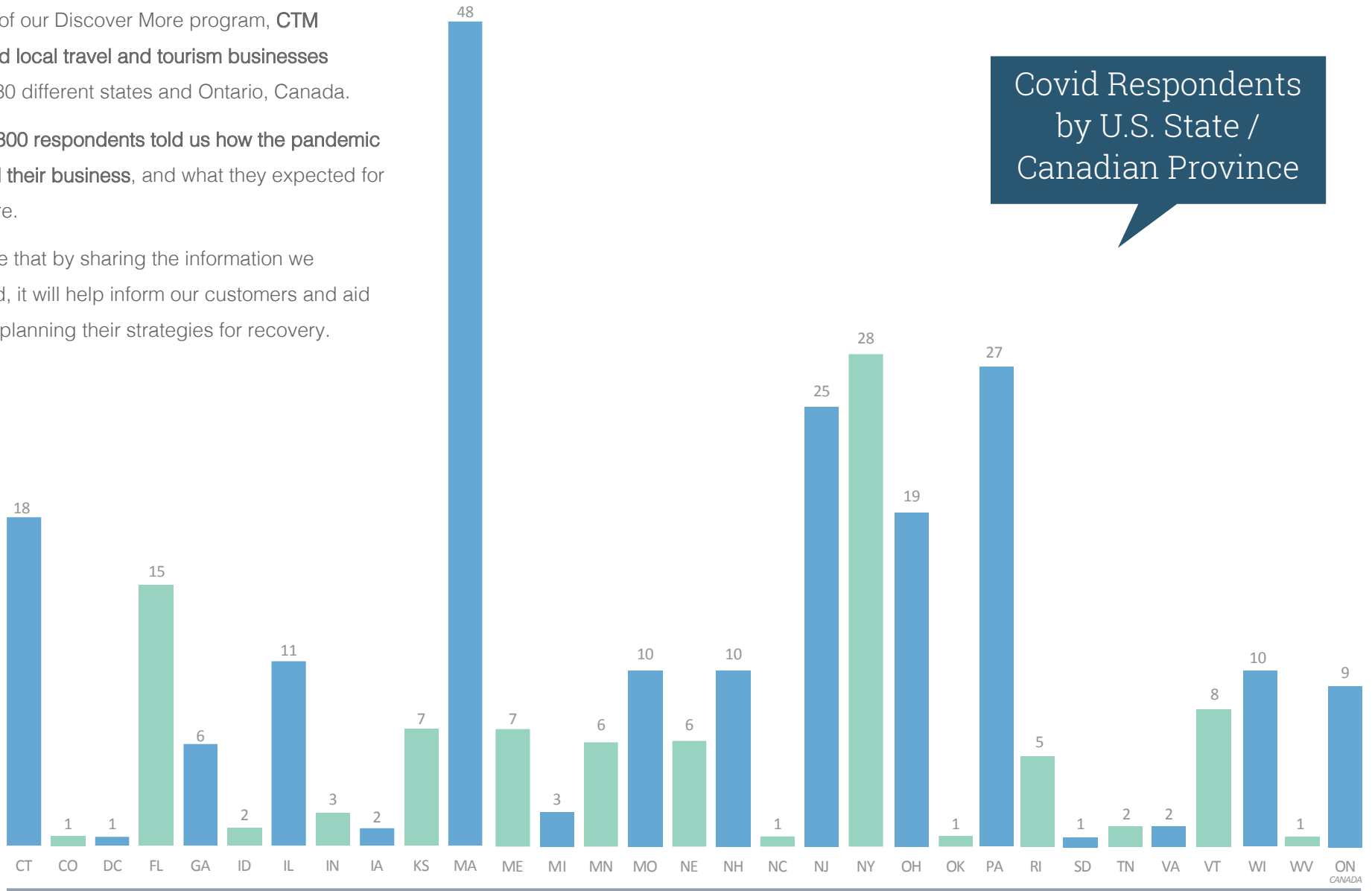
COVID Impact and Recovery

As part of our Discover More program, **CTM surveyed local travel and tourism businesses** across 30 different states and Ontario, Canada.

Almost **300 respondents** told us how the pandemic **affected their business**, and what they expected for the future.

We hope that by sharing the information we received, it will help inform our customers and aid them in planning their strategies for recovery.

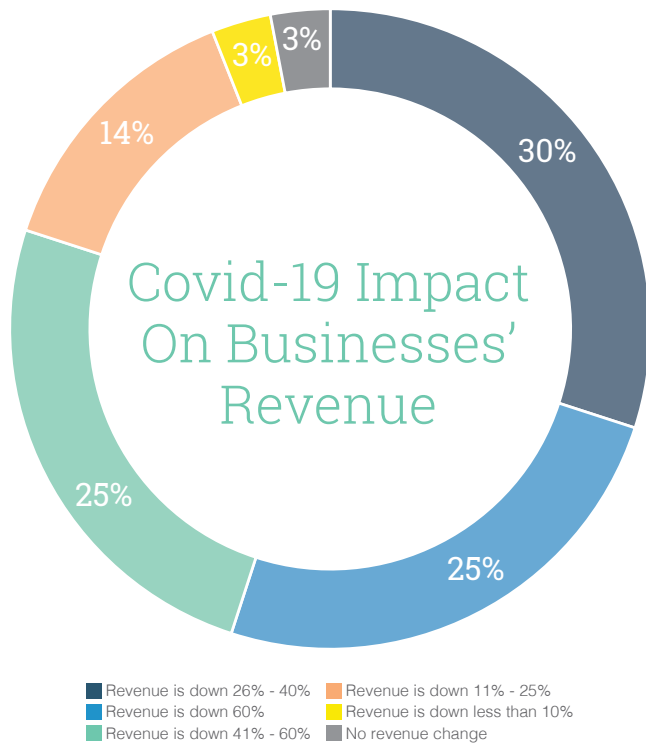
Covid Respondents
by U.S. State /
Canadian Province



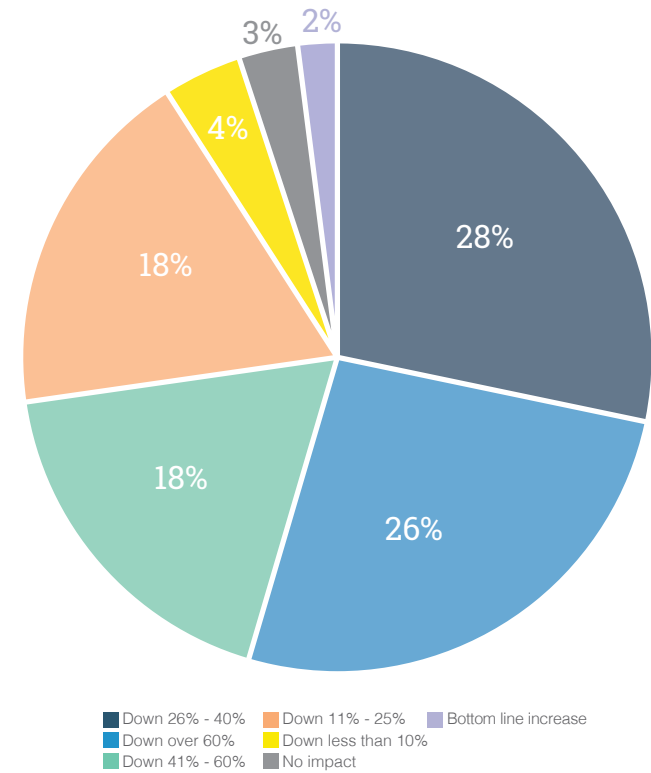
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Tourism Businesses See Drastic Reduction in Revenue

Half of surveyed businesses saw revenue drop over 40%, with over 70% dropping over 25%. Only 3% of respondents saw no change in revenue during 2020.

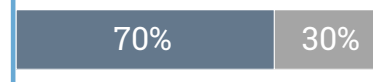


Covid-19 Impact on Businesses' Bottom Line



Due to Covid-19,
70% of businesses laid
off, furloughed or reduced
employee hours in 2020.

Covid-19 Effect On Company Staffing



Of those businesses,
40% reduced staff up to
25%, and 32% reduced
staff from 26% - 50%.

How Covid-19 Impacted Business



72%

Had to significantly reinvent the experience offered to guests.



70%

Had to temporarily close business.



69%

Applied for government loans/relief funds.



66%

Changed marketing campaign messaging.



62%

Had to invest in new equipment for sanitation and/or safety measures.



36%

Closed public areas such as offices, lobbies and stores; but continued doing business online, on the phone, with drive-thru or curbside services, etc.

**16% of businesses were impacted in other ways. 5% remained open for business as usual.*

2021: Looking Forward

This year, **48% of companies** expect customers will attend or visit their business **50% - 74% of pre-COVID levels**.

18% expect attendance to be **75 - 99%** of pre-COVID levels

15% forecast visitation will be less than half of pre-COVID levels

10% foresee an increase compared to pre-COVID levels

9% predict to return to normal (pre-COVID) attendance levels

25% of companies expect business to return to normal in Summer 2021 (July, August & September)

19% expect business to return in **Winter 2022** (January, February & March)

17% forecast a return in **Spring 2022** (April, May & June)

16% foresee normal business return in **Spring 2021** (April, May & June)

10% predict a **Fall 2021** return in business (October, November & December)

4% predict **Winter 2021** (January, February & March)

**3% and under believe business will return after Summer 2022 through Spring 2025.*





Looking Ahead At Tourism

CTM believes travel and tourism is an integral component of communities and our economies. We are committed to partnering with local businesses to help them rebound from the effects of the COVID pandemic.

CTM has launched our Discover More program to ensure each business we work with that has been affected by the pandemic can amplify their marketing message and maximize their audience in 2021.

People are excited to travel again and CTM is excited to help them find their FUN.

For more information, reach out to your local media consultant, check us out at www.ctmmediagroup.com or call us at 800.888.2971

