

ASSESSING THE IMPACT OF COVID-19 ON TOURISM IN NORTH AMERICA

Since the onset of the COVID-19 pandemic, the tourism industry has been effectively shut down around the globe, resulting in a deep and direct hit to airlines, hotels, tour operators, restaurants, and other tourism-related businesses.

Our new comprehensive North American Tourism Study focuses on **establishing a detailed understanding of the state of travel and tourism following the COVID-19 pandemic, in order to provide the industry with insights and recommendations to help achieve success moving forward.**



Online survey of **2,000 Canadians** and **1,000 Americans** in **June 2020**



The questionnaire covers the following topics:

- Their **travel before COVID-19**, including domestic vs international, modes of transportation, accommodation types, regional travel experiences, etc.
- The **impact of COVID-19 on their 2020 travel plans**
- Their **current travel attitudes and behaviours**, including their comfort levels and willingness to travel (and the extent to which certain factors will influence each)
- Their **future travel plans** in general, including willingness to travel in the coming year, key destinations, modes of transportation, trip types, experiences, and accommodations
- Whether they are **willing to travel locally**, including where they look for information about local travel, and how aware they are of the product and service offerings available to them within their region
- Specific elements of their **next scheduled or tentative leisure travel experience**, including where they will travel, when they will travel, how they will get there, what they plan to do, and their approximate budget

Contact: Sandie Sparkman
ssparkman@leger360.com
1 866 571-2131

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