TOPICS BEING COVERED:

8 in 10 journalists are currently covering tourism topics.

- 89% of those who write for travel specific media are covering
- 60% of those who write for non-travel specific media are covering

WHAT THEY’RE WRITING ABOUT:

- Future-focused travel content for summer, onward or as far as 2021
- Domestic travel, often about “outdoorsy” locations that allow social distance
- What companies are doing to address COVID-19
- Travel deals, but for time periods further out and into 2021, or for remote travel destinations

JOURNALISTS ARE SPLIT ON IF IT’S OK FOR TOURISM BRANDS TO CONTINUE TO PROMOTE THEIR SERVICES:

- Many think not appropriate
- Others think it is on individuals to decide about travel and promotion is fine
- The majority feel the way promotion is done plays a role: should be informative, future-focused, sensitive, etc.

EVENT PARTICIPATION AND INCLINATION TO TRAVEL:

- 25% open to attending media events (vs. 71% last week)
- 27% are accepting in-person/deskside meetings (vs. 56% last week)
- 29% expect to continue traveling for work (vs. 73% last week)
- 70% have had a fam trip or other work-related trip canceled recently (vs. 53% last week)
- 73% are hesitant to travel those who are hesitant are most concerned with cruise and air travel

Methodology