

State of Travel Journalism in the World of COVID-19

A Pulse Survey by Ketchum

This data reveals how travel journalists are approaching tourism-related coverage in the COVID-19 media landscape, reflecting responses from two pulse surveys from March 9-11, 2020 and March 13-16, 2020.

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. 55% LAST WEEK)

29%

EXPECT TO CONTINUE TRAVELING FOR WORK (VS. 73% LAST WEEK)

18% OF THOSE TRAVELING WILL NOT TRAVEL TO COUNTRIES NOT RECOMMENDED BY THE CDC

70%

HAVE HAD A FAM TRIP OR OTHER WORK-RELATED TRIP CANCELED RECENTLY (VS. 53% LAST WEEK)

MOST IN MARCH, SOME AS LATE AS MAY

73%

ARE HESITANT TO TRAVEL

THOSE WHO ARE HESITANT ARE MOST CONCERNED WITH CRUISE AND AIR TRAVEL

Methodology

Ketchum gathered 60 journalists' responses via Survey Monkey between March 9-11, 2020, and 45 journalists' responses via Survey Monkey between March 13-16, 2020.

Looking for communications support to navigate the media landscape right now? Get in touch.

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