

State of Travel Reporting as We Rebound from COVID-19

A Pulse Survey by Ketchum

Previously, we revealed how travel journalists are approaching tourism-related coverage amidst COVID-19 by surveying them across two pulse surveys conducted between March 9-11, 2020 and March 13-16, 2020. This new data reveals their changing mindset and editorial realities as we all prepare to rebound from COVID-19. The survey reflects responses from journalists gathered between May 5-9, 2020.

EDITORIAL LANDSCAPE



Almost Half

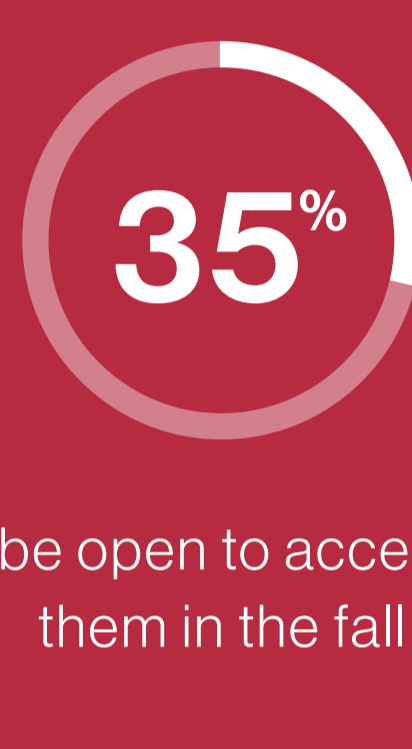
45% of staff writers said their publications are not offering a summer print issue. Of those that are, 39% say their publication will shift coverage to "post-lockdown getaways"

78% OPEN

More than 3/4 are covering how destinations are starting to reopen

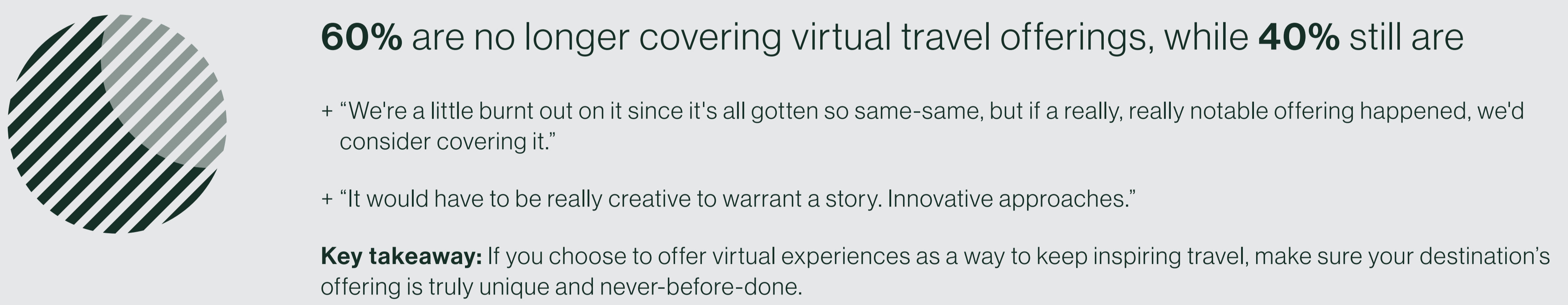
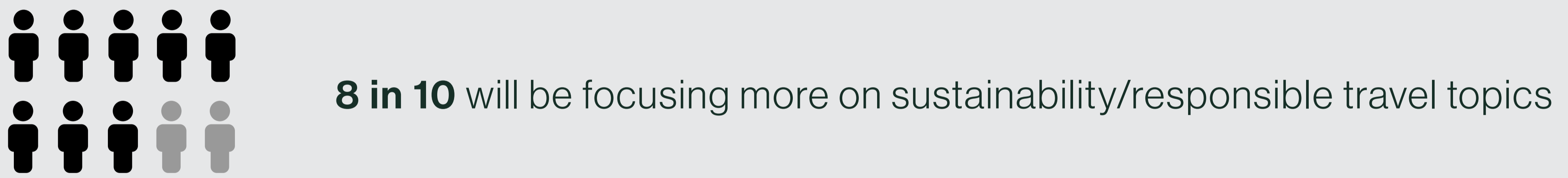


EVENT PARTICIPATION AND TRAVEL



VIRTUAL TRIPS → **Only a quarter** say they are interested in a virtual FAM trip or media event

TOPICS BEING COVERED



MOST JOURNALISTS ARE ALSO INTERESTED IN COVERING

- SOCIALLY DISTANT/LESS CROWDED PLACES
- OUTDOOR ADVENTURE
- FAMILY VACATION OPTIONS
- OFF THE BEATEN PATH
- FEEL-GOOD STORIES

Methodology

Ketchum gathered 40 top-tier travel journalists' responses via Survey Monkey between May 5-9, 2020.

If you're looking for communications support to navigate the media landscape right now, get in touch. We're here and ready to help.

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