## Ketchum

## 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



**3 in 4** are covering both domestic and international travel





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"



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



Spokesperson interest is up with **3 in 4** open to interviewing travel

**1 in 4** are only covering domestic

brands/experts about the new normal in travel

### **EVENT PARTICIPATION AND TRAVEL**







Only a quarter say they are interested in a virtual FAM trip or media event

### **TOPICS BEING COVERED**

# 

8 in 10 will be focusing more on sustainability/responsible travel topics



### 60% are no longer covering virtual travel offerings, while 40% still are

- + "We're a little burnt out on it since it's all gotten so same-same, but if a really, really notable offering happened, we'd consider covering it."
- + "It would have to be really creative to warrant a story. Innovative approaches."

**Key takeaway:** If you choose to offer virtual experiences as a way to keep inspiring travel, make sure your destination's offering is truly unique and never-before-done.



**Almost 3 in 4 (72%)** mentioned "cleanliness" when asked what travel brands will need to focus on the most to ensure travelers feel comfortable traveling in a post-COVID world



+ "Ensuring basic sanitation standards are not just met but exceeded."

+ "Maximize cleanliness."

**Key takeaway:** What was once mundane will now be a factor when deciding where to travel or stay. Travel brands must make travelers feel comfortable in measures they're taking.

### MOST JOURNALISTS ARE ALSO INTERESTED IN COVERING



#### 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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