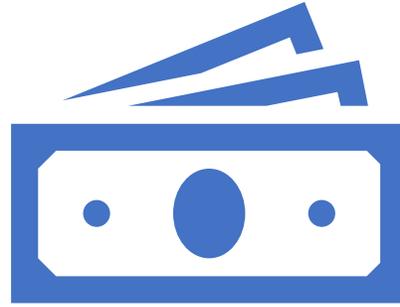




The Impacts of COVID-19 on Tourism in the BRADD, Summer 2020

Marissa Schorr

In 2019...



\$460 million
In total visitor spending



\$677 million
In total business sales



6,100 jobs
Generated by tourism



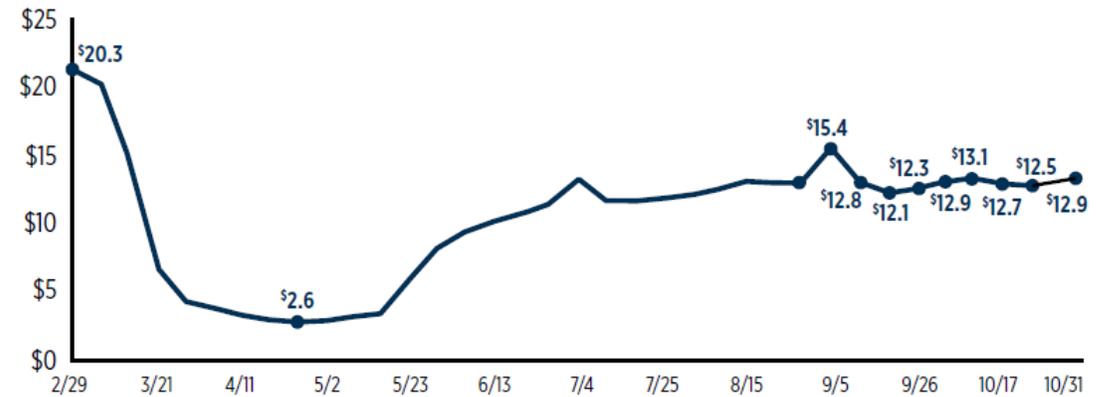
\$50 million
In state and local taxes

Tourism is a driving factor in the BRADD's economy!

COVID-19: March – October 2020

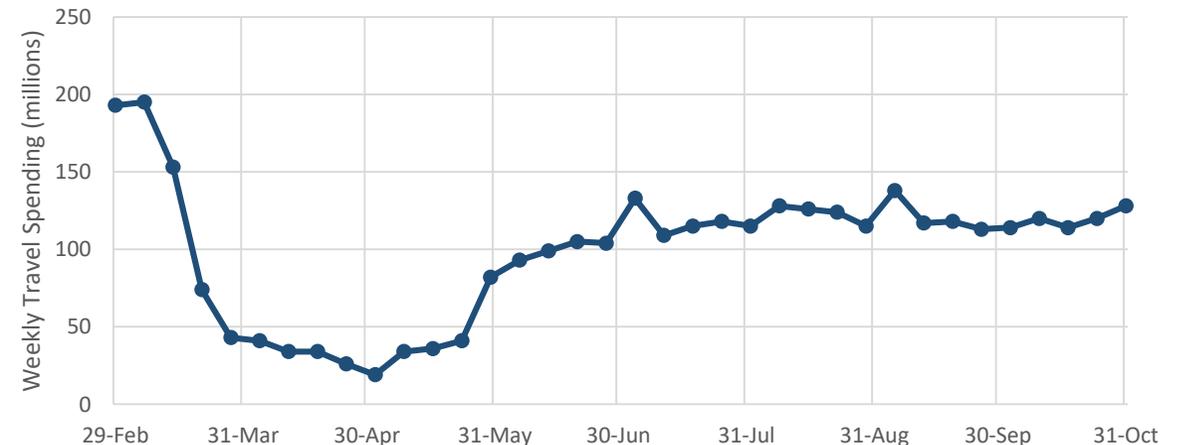
- According to the US Travel Association:
 - \$443 billion in cumulative losses for the U.S. Travel Economy
 - Loss of \$57 billion in federal, state, and local taxes
 - 3.5 million direct travel jobs lost
- In Kentucky:
 - \$3.9 billion in cumulative losses over 2019 in weekly travel spending
 - Weekly travel spending was down about 50% over 2019 on average

National Weekly Travel Spending
(\$ billions)



Source: Tourism Economics

Kentucky Weekly Travel Spending (\$ millions)

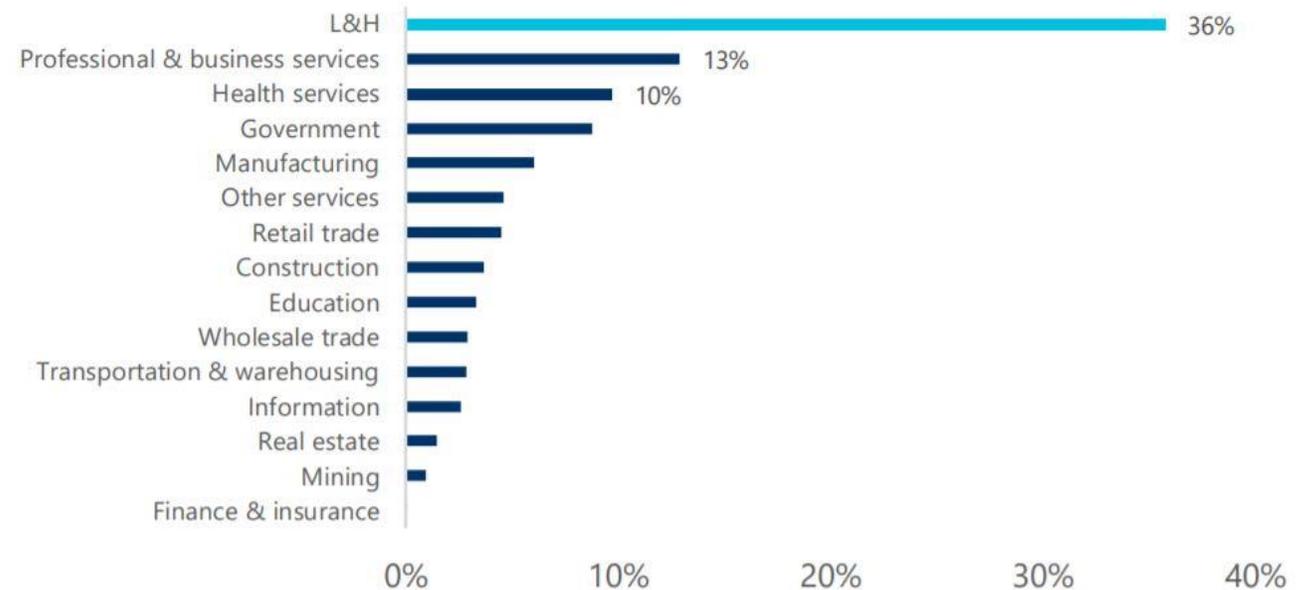


COVID-19

- The leisure and hospitality industry has been particularly hard-hit by the pandemic
- 11% of US employment pre-pandemic
- Has suffered 36% of all job losses

Share of total US employment loss by industry

% of all US jobs lost from February-September 2020



Source: BLS

What has been happening in the BRADD?

- Still too early to know the full impacts
- This survey attempts to get a snapshot of how businesses fared during the usually busy summer season
- Many of these businesses are seasonal and rely on their summer business to carry them through the rest of the year

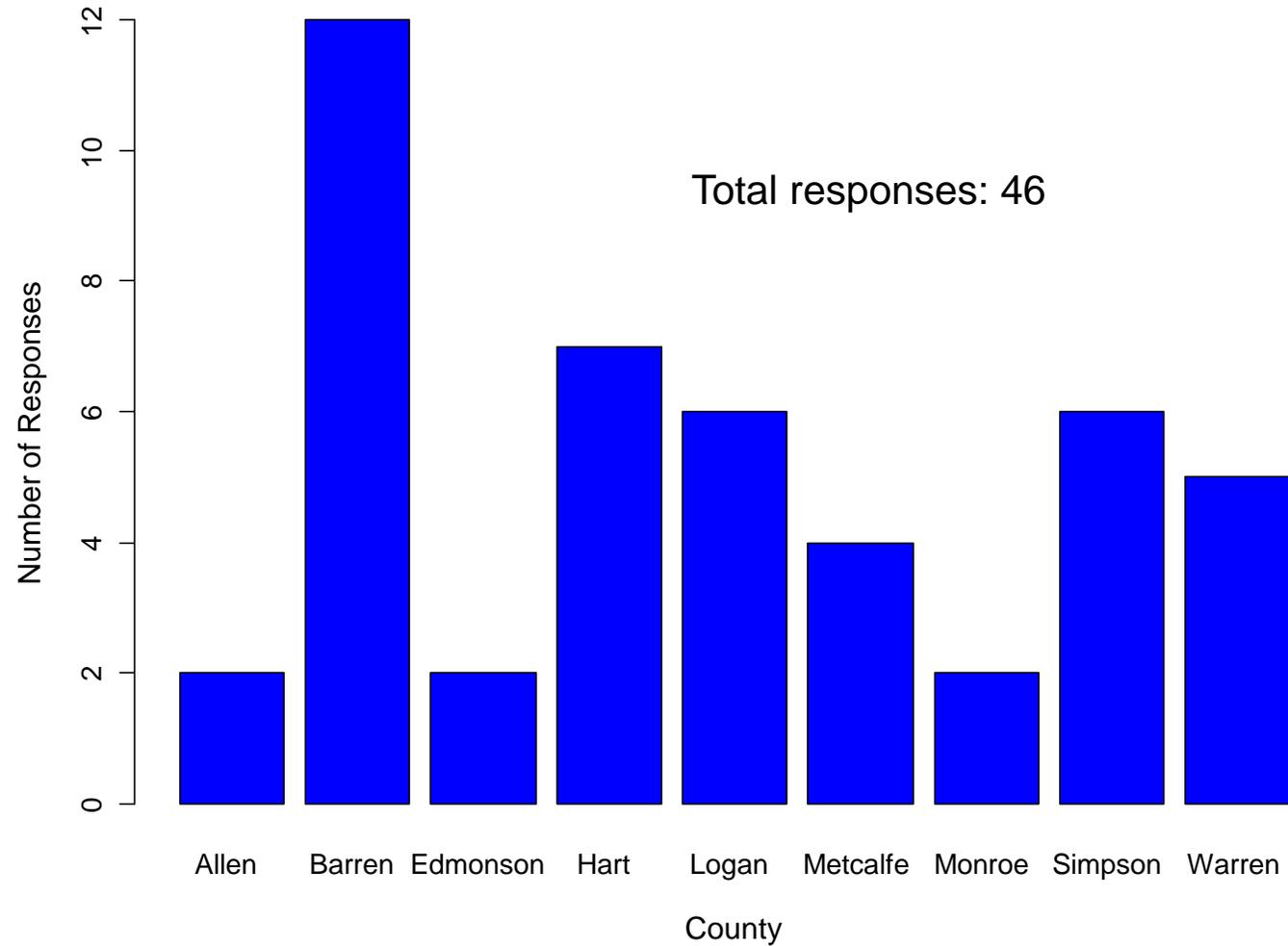
BARREN RIVER



AREA DEVELOPMENT DISTRICT

Representation

Responses by County

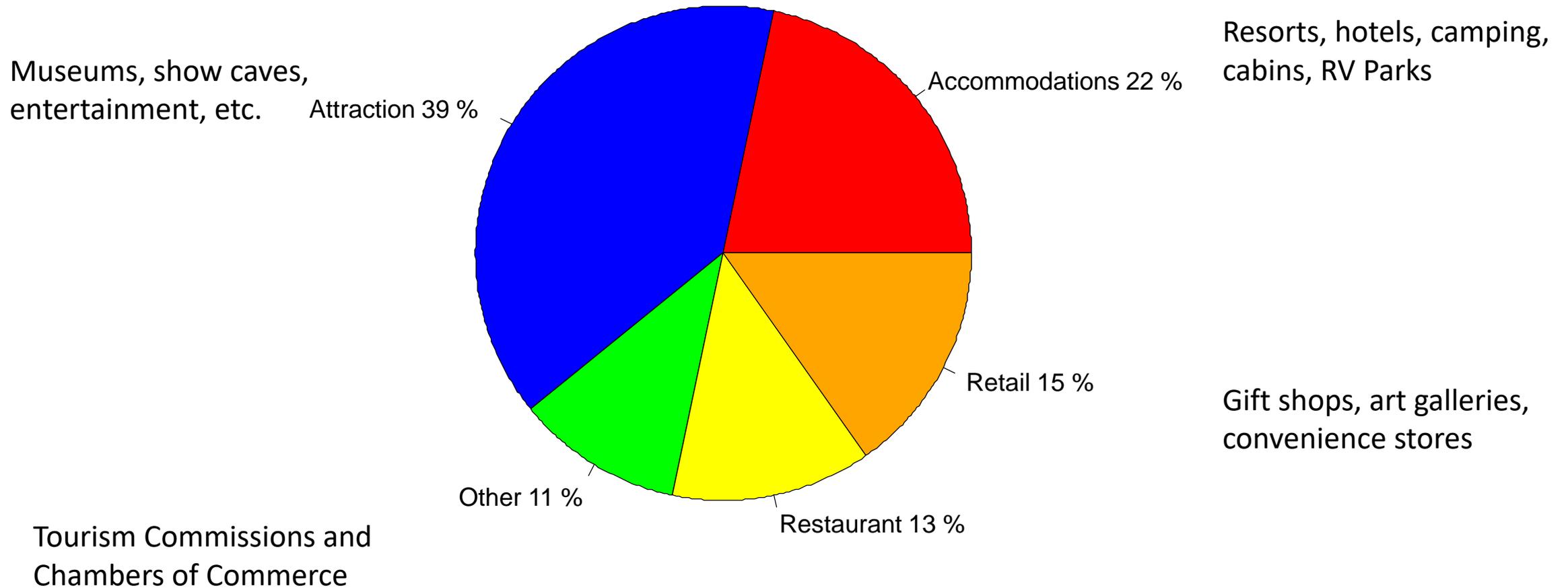


Total responses: 46

*No responses recorded from Butler County

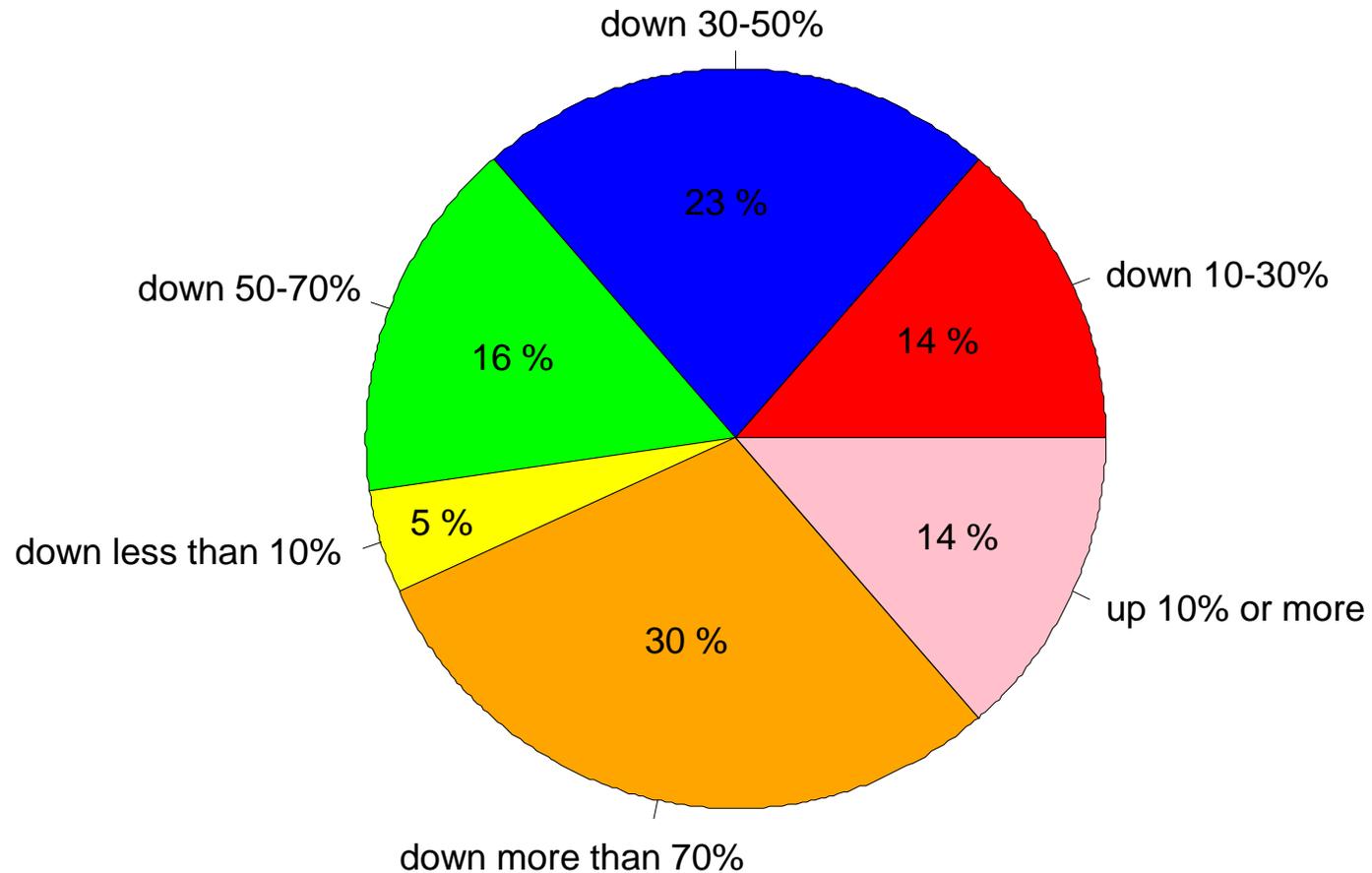
Representation

Which sector does your business fall into?



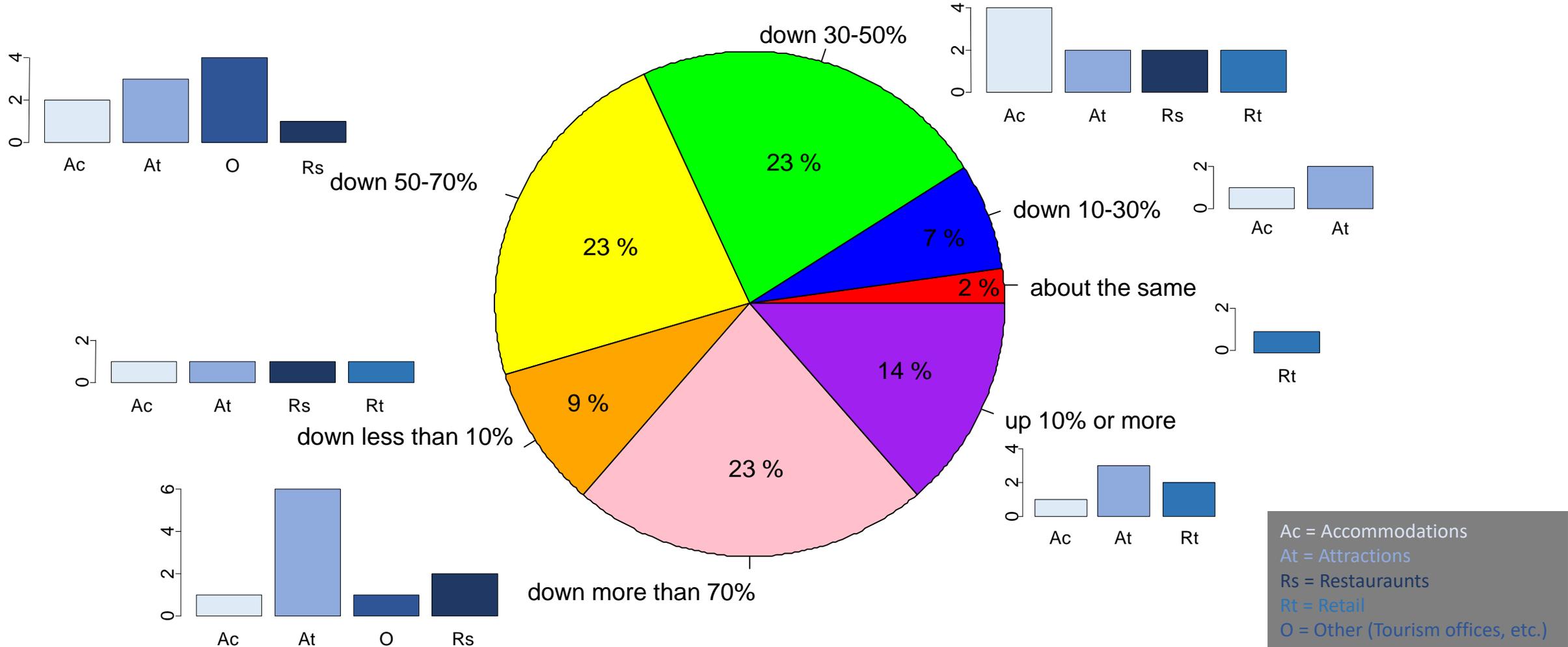
Visitation

How does your visitation this summer (June, July, August of 2020) compare to your visitation last summer (June, July, August of 2019)?



Revenue

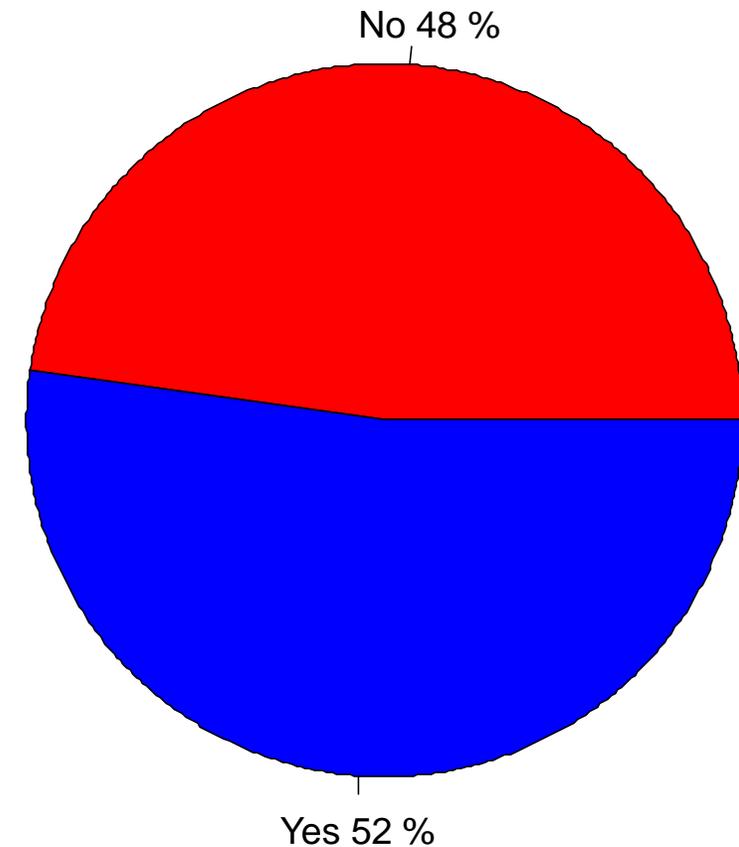
How does your revenue this summer (June, July, August of 2020) compare to your revenue last summer (June, July, August of 2019)?



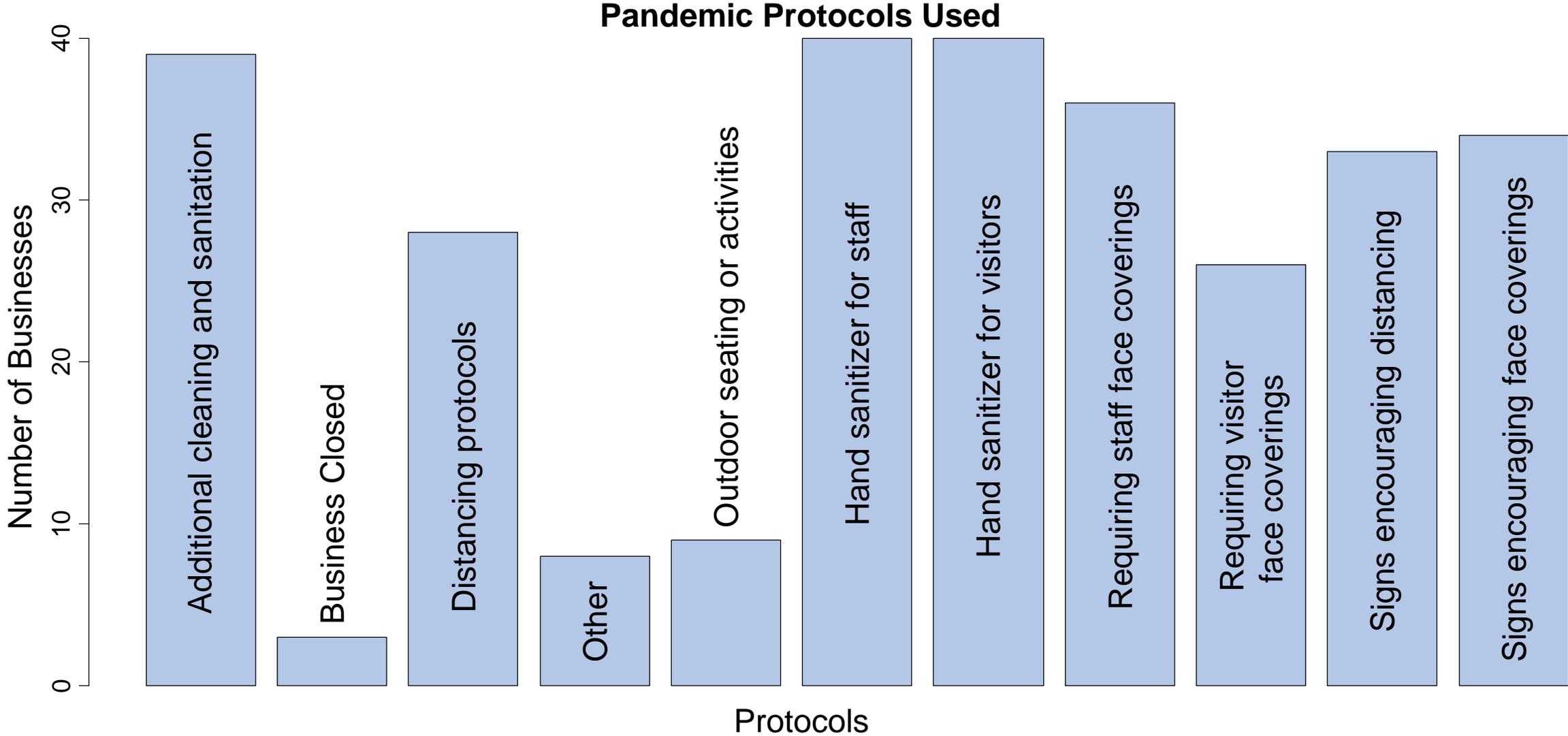
Staffing

- Finding staff was challenging for over half of responding businesses
- Some reasons why they found staffing challenging:
 - Fewer people applying for jobs (especially seasonal positions)
 - Unemployment could pay more than businesses could offer
 - Current and prospective employees hesitant to work with the public

Was staffing challenging for your business this summer?



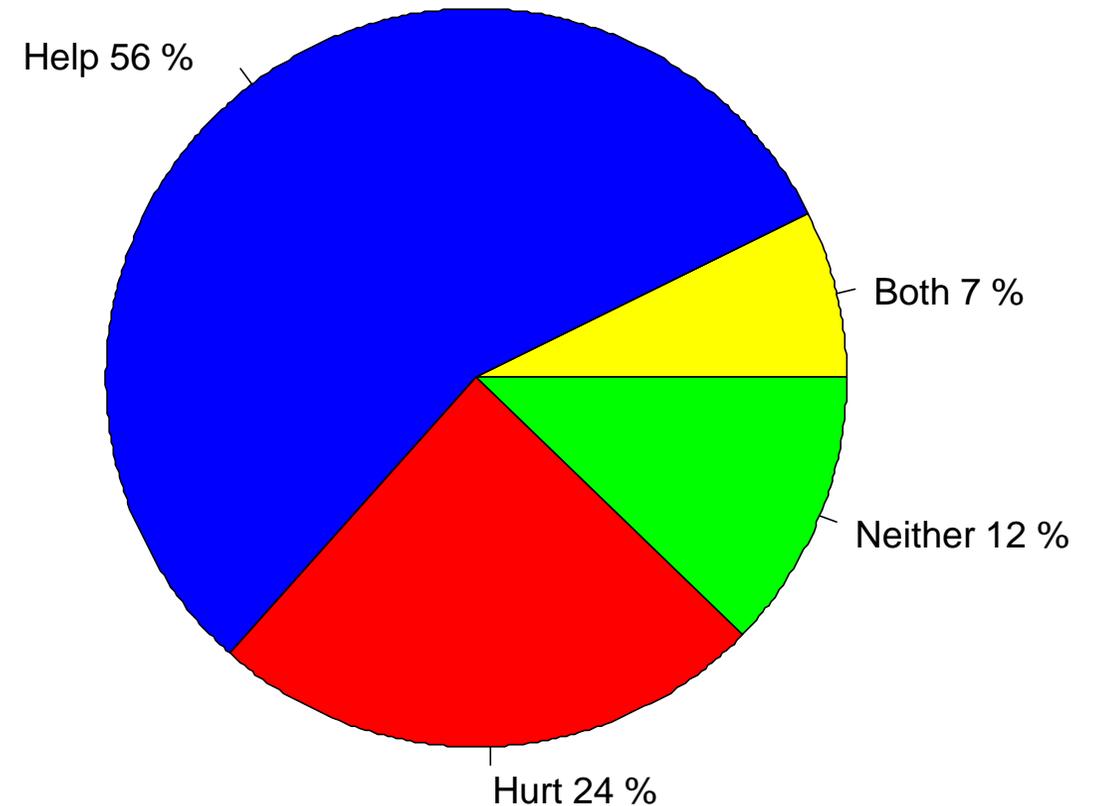
Pandemic Protocols



Pandemic Protocols

- Most of the responding businesses believed that implementing the pandemic protocols helped their business (or at least didn't hurt it).
- Most businesses agreed that had they not implemented protocols it would have hurt their business

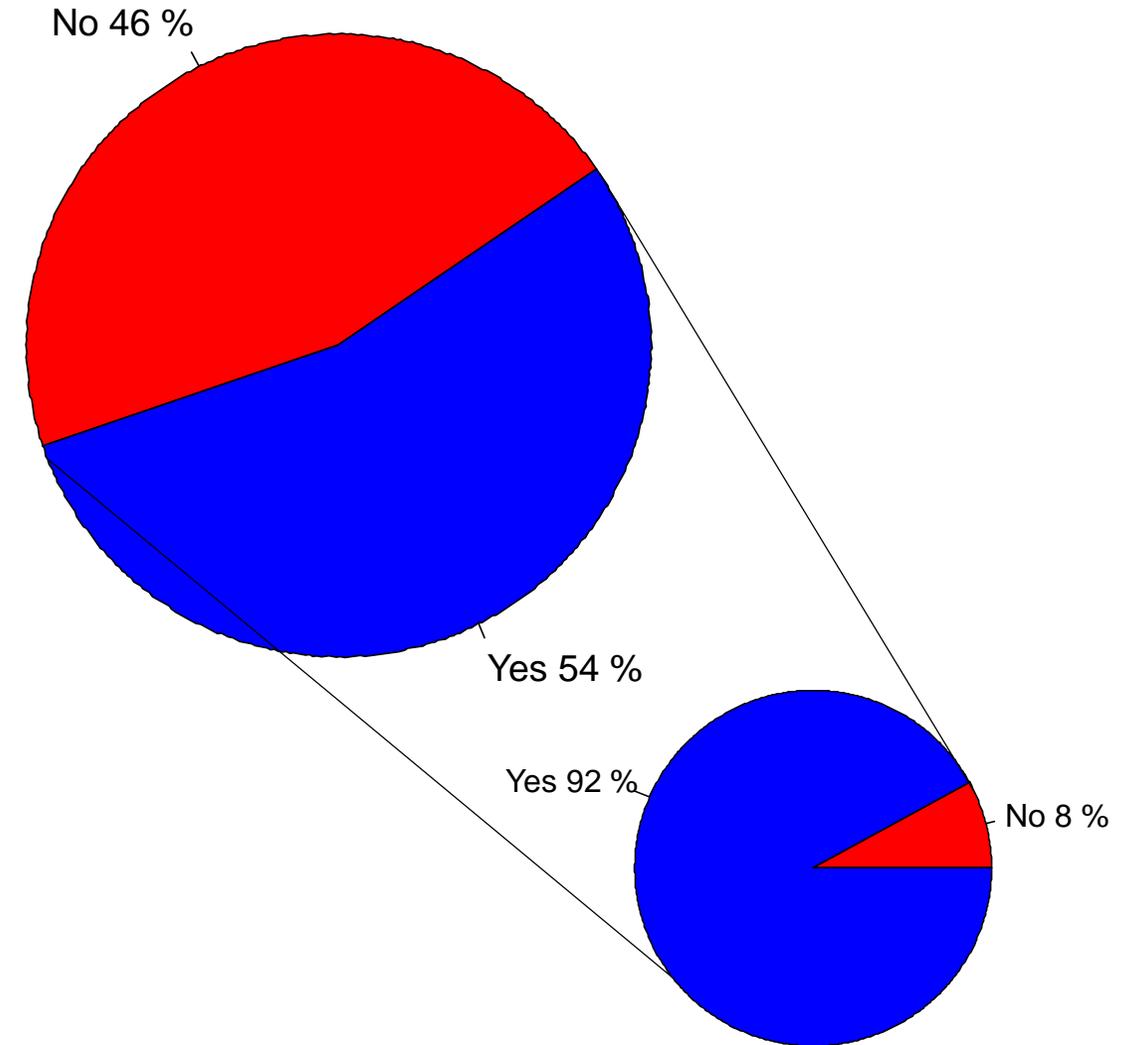
Did your pandemic protocols help or hurt your business?



Federal Assistance

- Over half of surveyed businesses applied for federal assistance
- Most of those who applied received financial aid

Applied for Federal Assistance

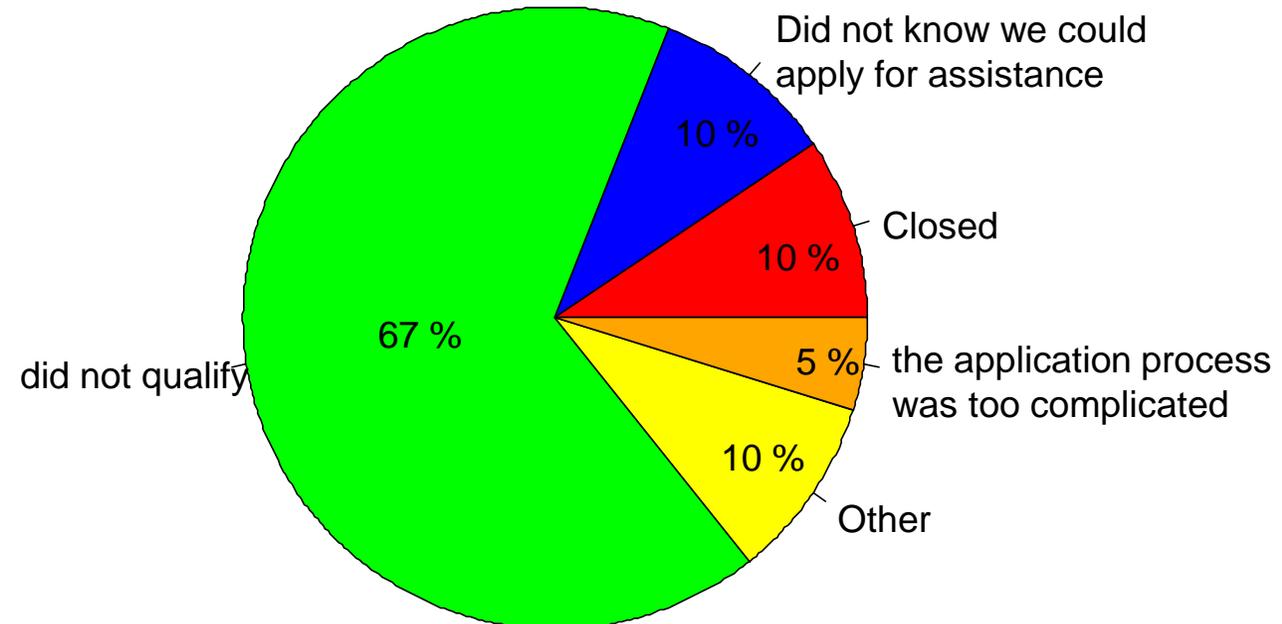


Received Federal Assistance

Federal Assistance

- Those who did not apply for federal assistance gave various reasons for doing so
- Most reported that they did not qualify for the assistance

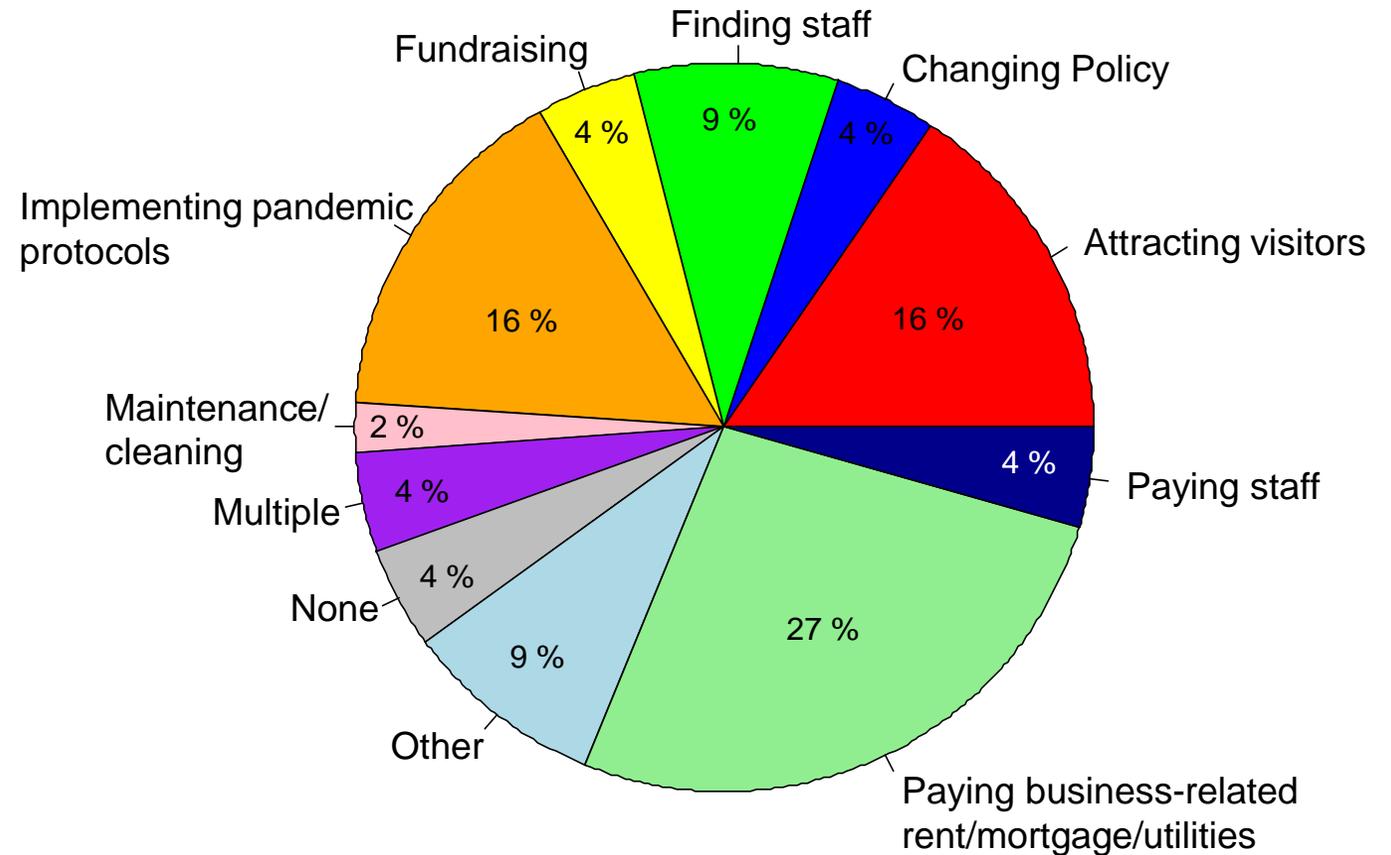
Why did your business not apply for COVID-19 related federal assistance?



Greatest Challenges

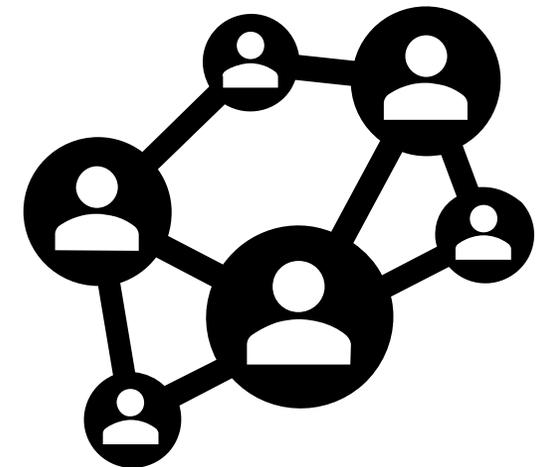
- Businesses faced many challenges during the pandemic
- The most common were paying bills, implementing pandemic protocols, and attracting visitors

What has been your greatest challenge during the pandemic?



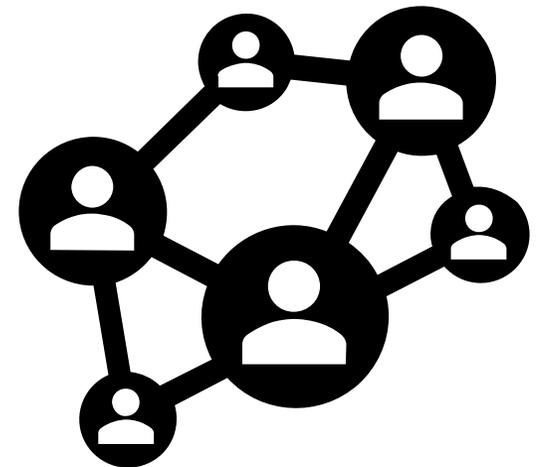
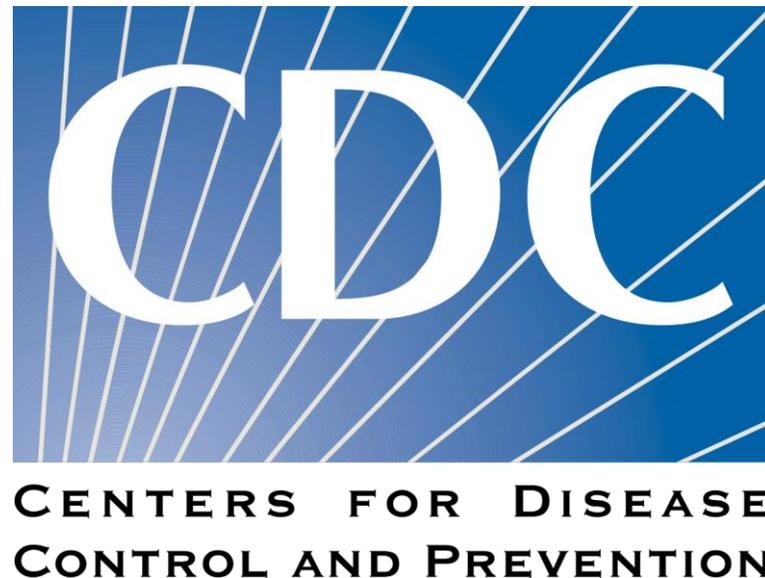
Adaptations

- Many businesses felt that implementing additional safety measures like the pandemic protocols helped their businesses succeed
- Businesses also changed their marketing strategies
 - More social media promotion and events
 - Shift to online options for ordering, shopping, etc.
 - Special offers and discounted prices to entice visitors
- Greater use of outdoor spaces



Helpful Resources

- CDC website and state/local health officials and websites
- Financial assistance (PPP loan, etc.)
- Internet and social media
- Networking and collaborating with other businesses



Other Impacts

- Stress
 - Constantly changing situation and uncertainty of the future
 - Childcare challenges due to hybrid schedules and school closures
- Mandatory closures from March to May really hurt most businesses
- More difficult to get inventory and supplies
- Unable to hold large events (shows, fundraisers, etc.)
- No school field trips



Conclusions

- 2020 has been a challenging year for many tourism businesses in the BRADD.
- Most businesses saw losses in visitation and revenue when compared to 2019.
- Many businesses had difficulties finding staff.
- Financial assistance helped keep many businesses afloat.
- Utilization of the internet, social media, and outdoor spaces in creative ways helped businesses succeed.

Thank You!

