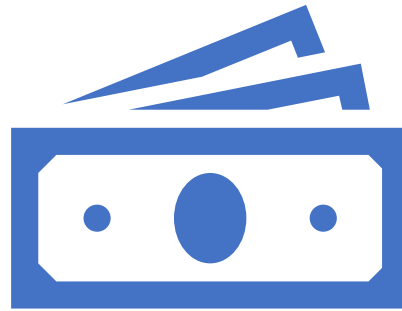




# The Impacts of COVID-19 on Tourism in the BRADD, Summer 2020

Marissa Schorr

In 2019...



**\$460 million**  
In total visitor spending



**\$677 million**  
In total business sales



**6,100 jobs**  
Generated by tourism



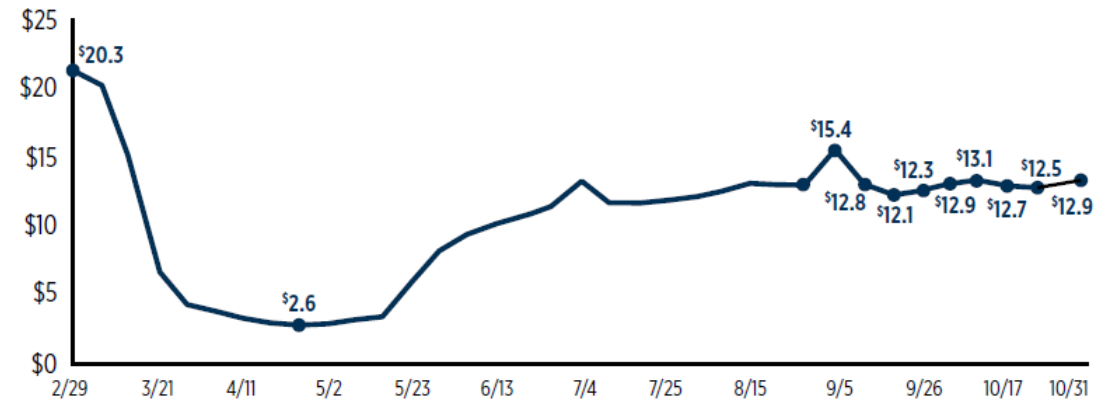
**\$50 million**  
In state and local taxes

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

# COVID-19: March – October 2020

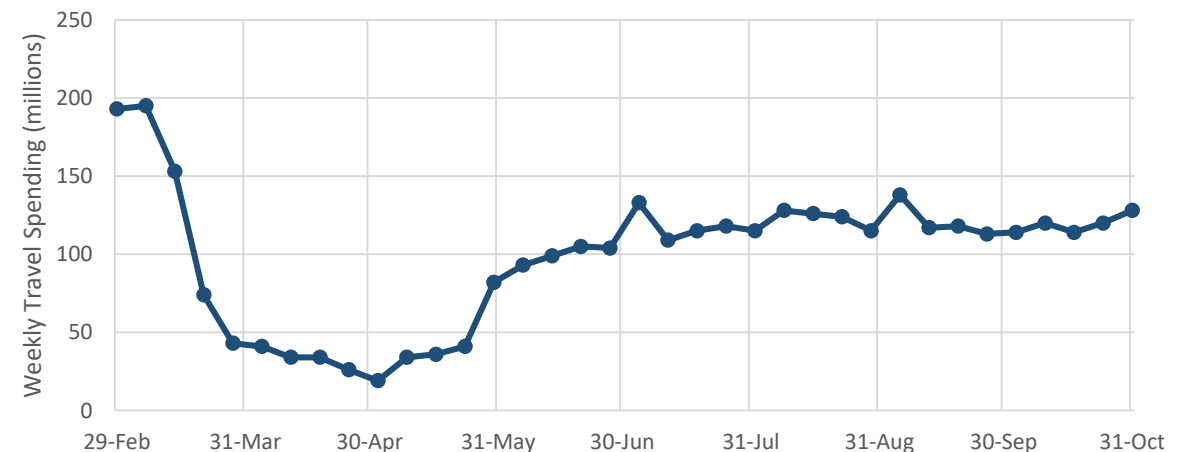
- According to the US Travel Association:
  - \$443 billion in cumulative losses for the U.S. Travel Economy
  - Loss of \$57 billion in federal, state, and local taxes
  - 3.5 million direct travel jobs lost
- In Kentucky:
  - \$3.9 billion in cumulative losses over 2019 in weekly travel spending
 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

**National Weekly Travel Spending**  
(\$ billions)



Source: Tourism Economics

**Kentucky Weekly Travel Spending** (\$ millions)

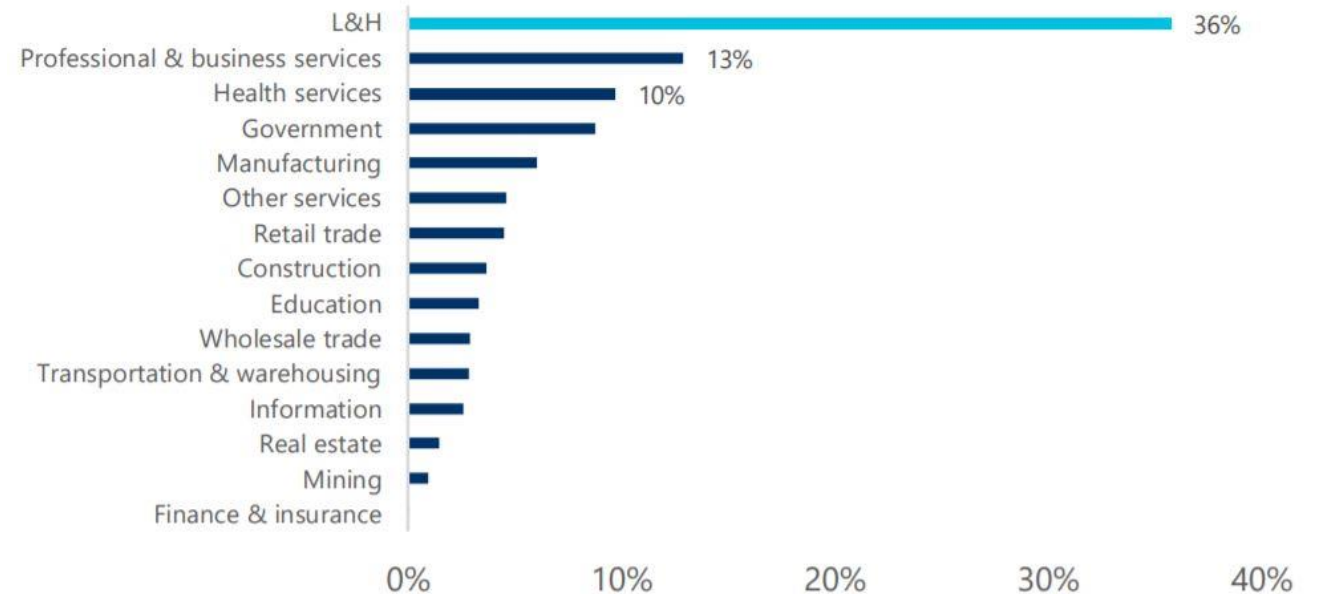


# COVID-19

- 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

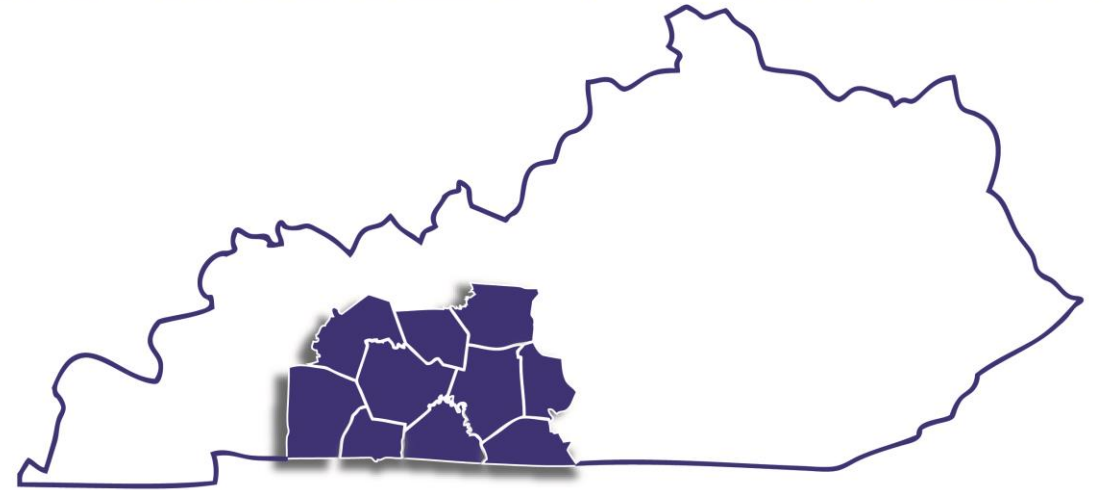


Source: BLS

# 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**



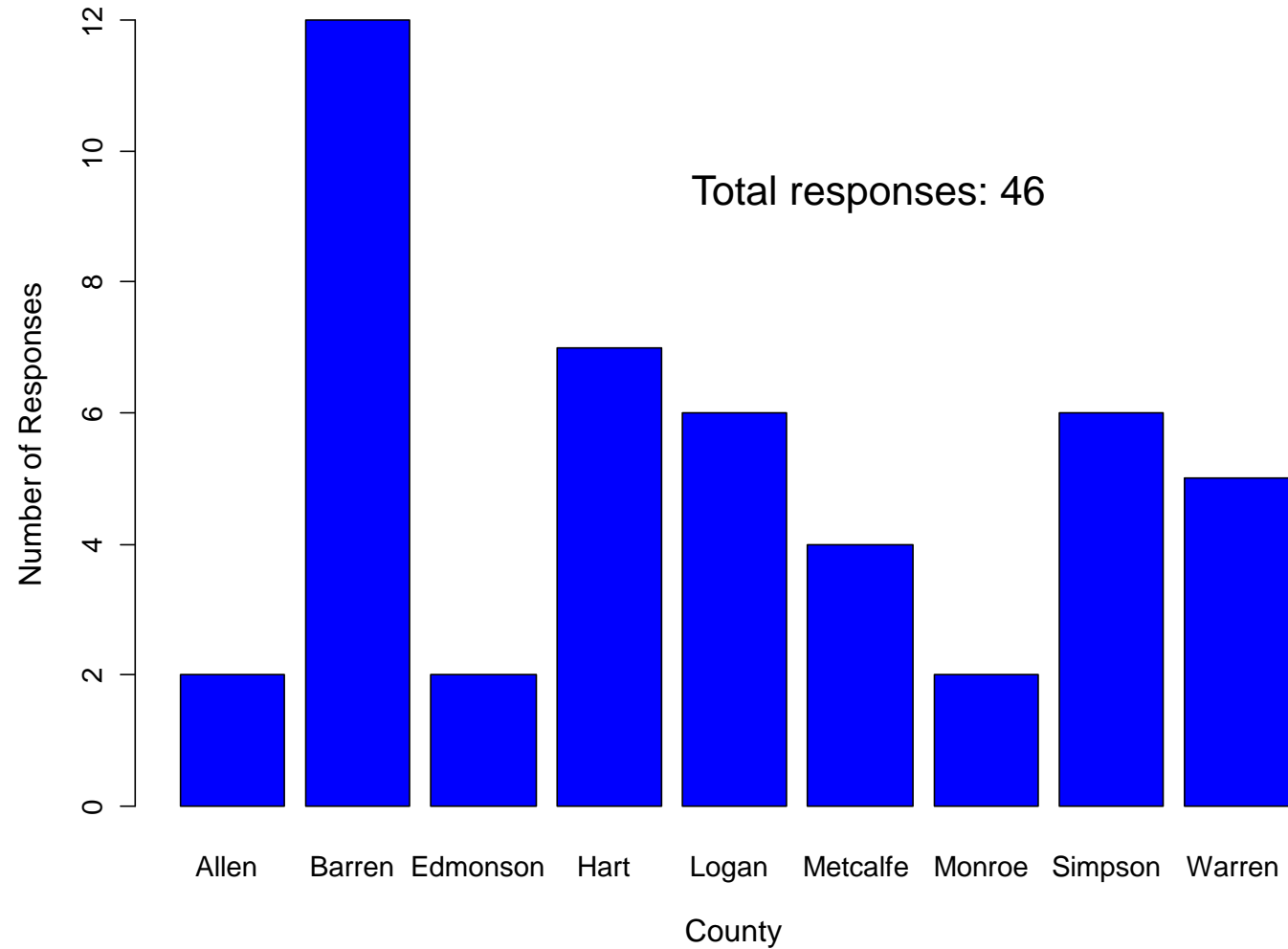
**AREA DEVELOPMENT DISTRICT**

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# Representation

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Responses by County

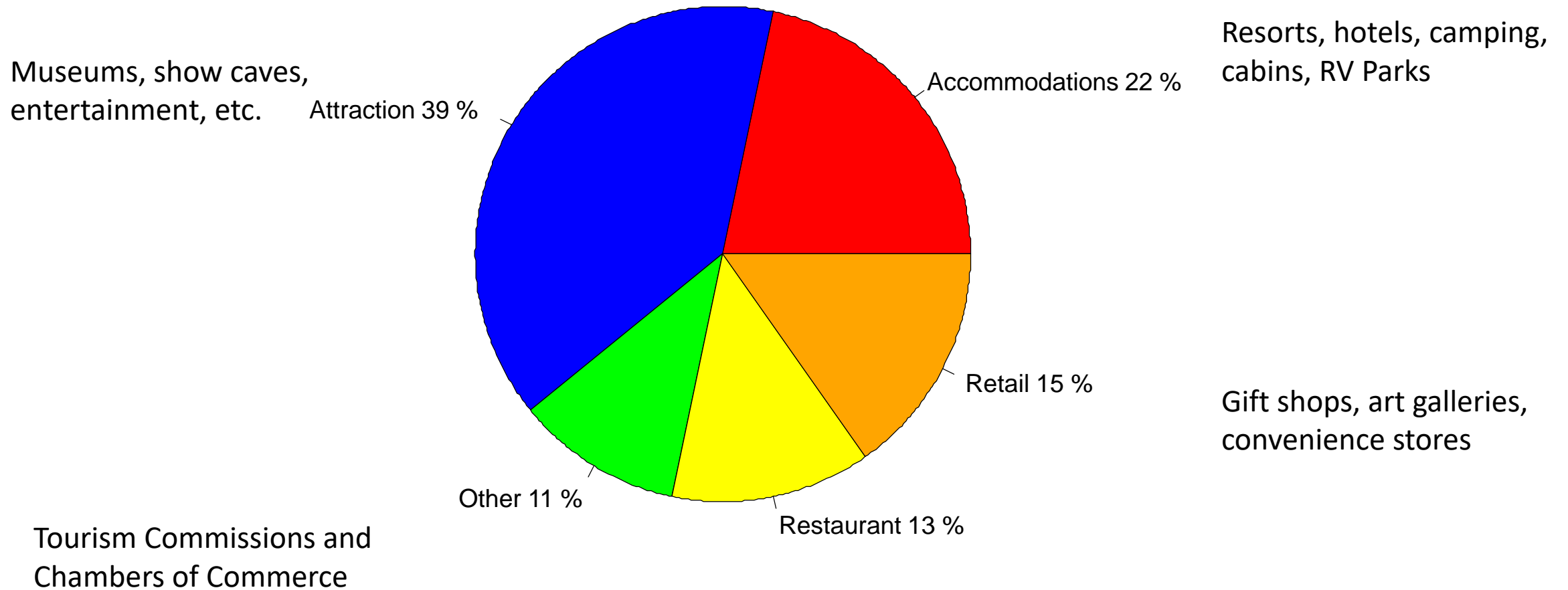


Total responses: 46

\*No responses recorded from Butler County

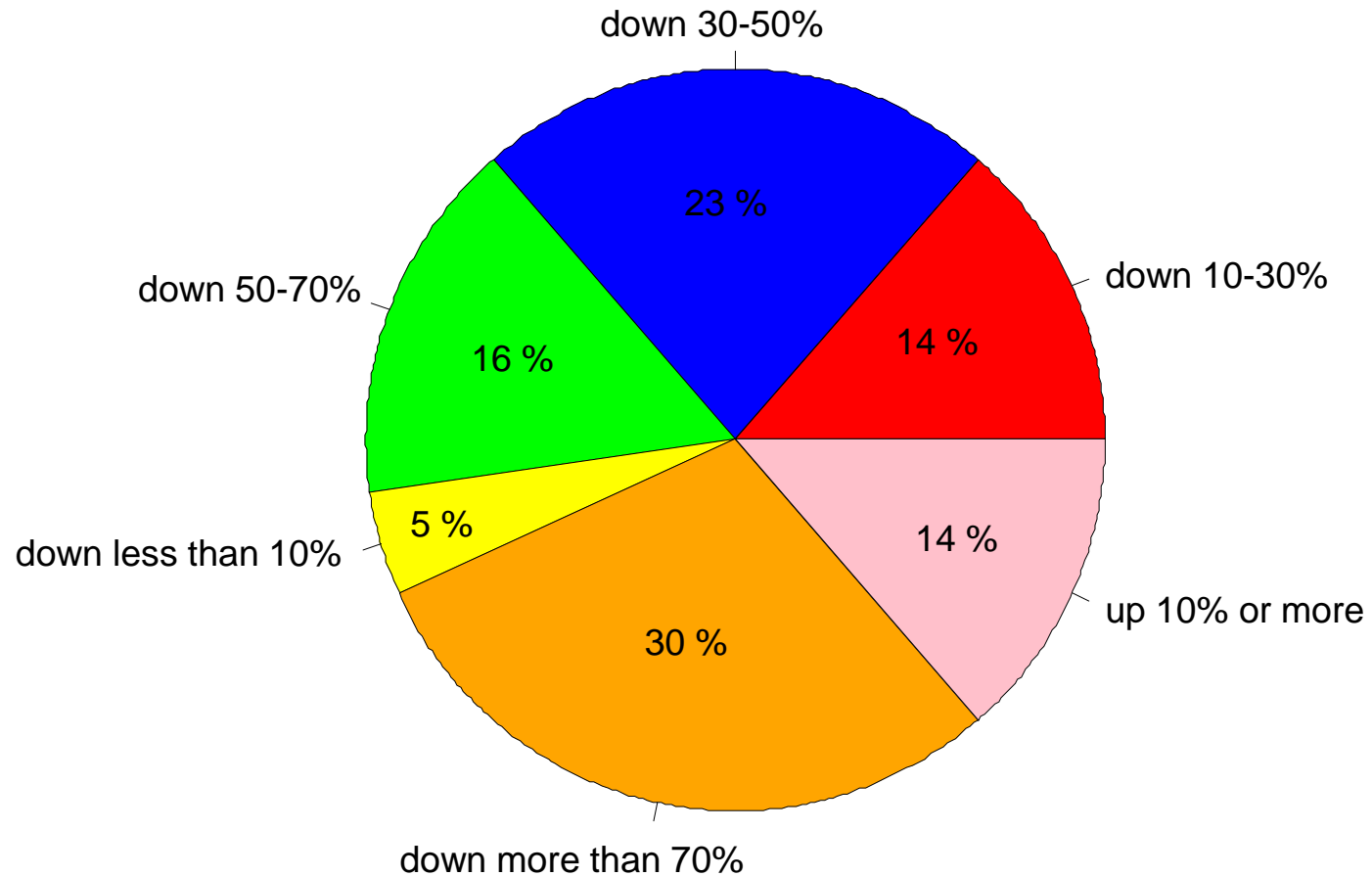
# Representation

**Which sector does your business fall into?**



# Visitation

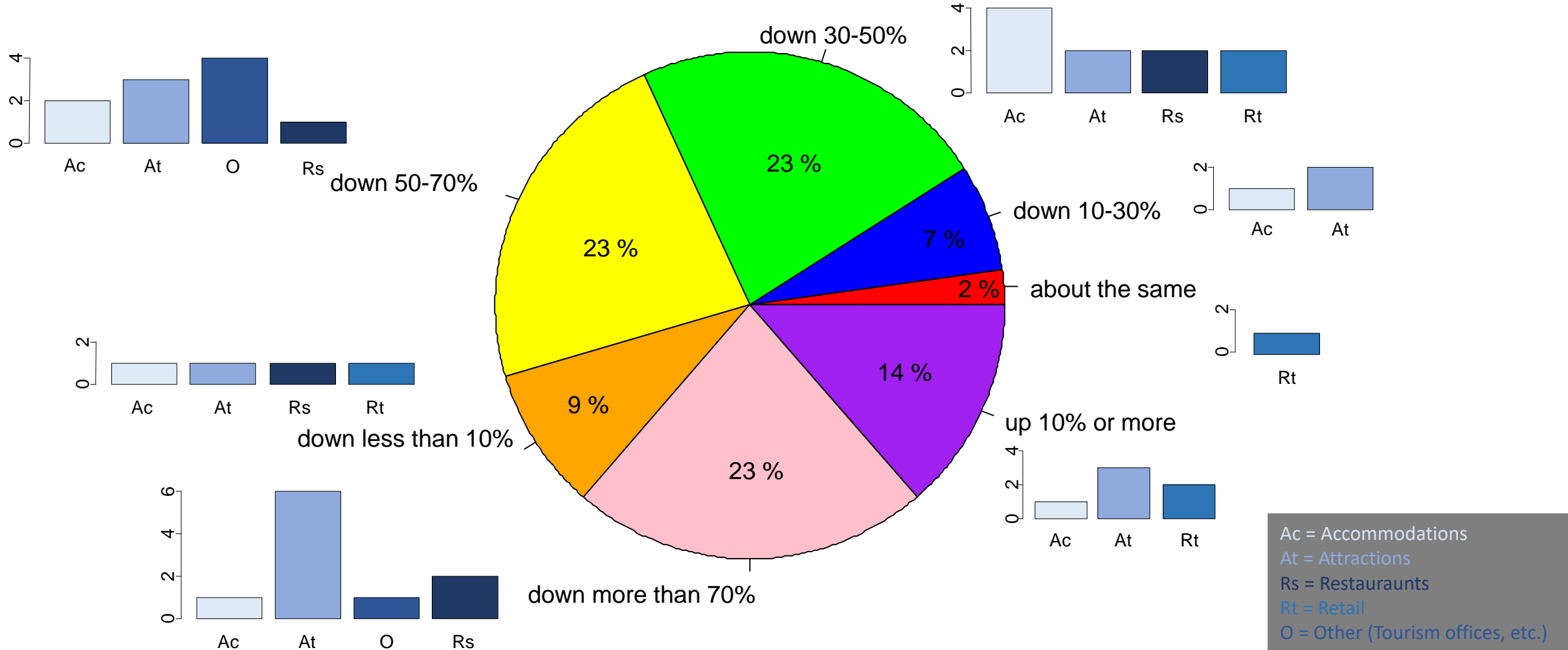
**How does your visitation this summer (June, July, August of 2020) compare to your visitation last summer (June, July, August of 2019)?**





# Revenue

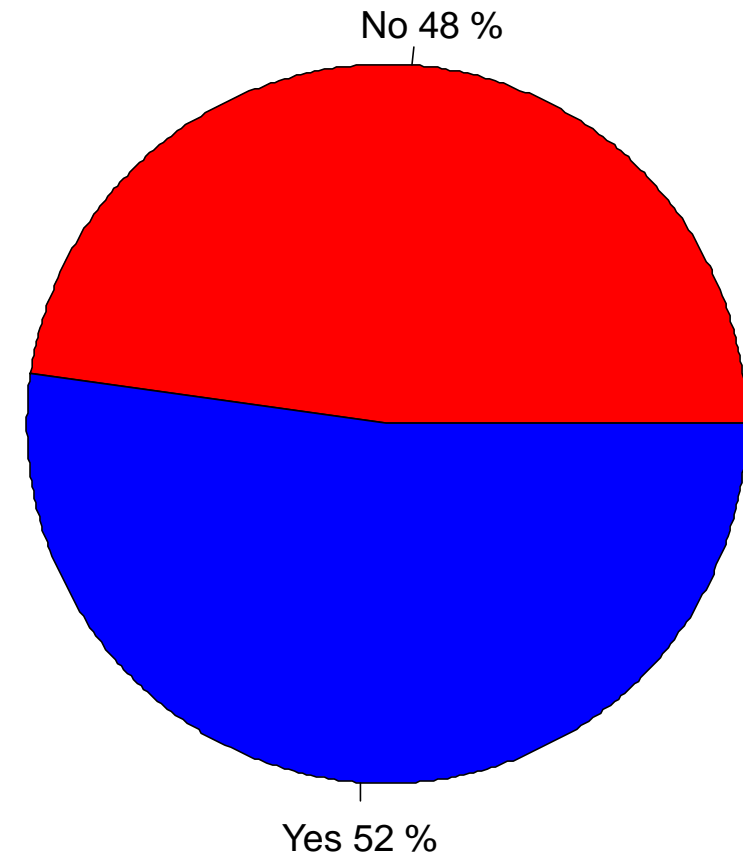
How does your revenue this summer (June, July, August of 2020) compare to your revenue last summer (June, July, August of 2019)?



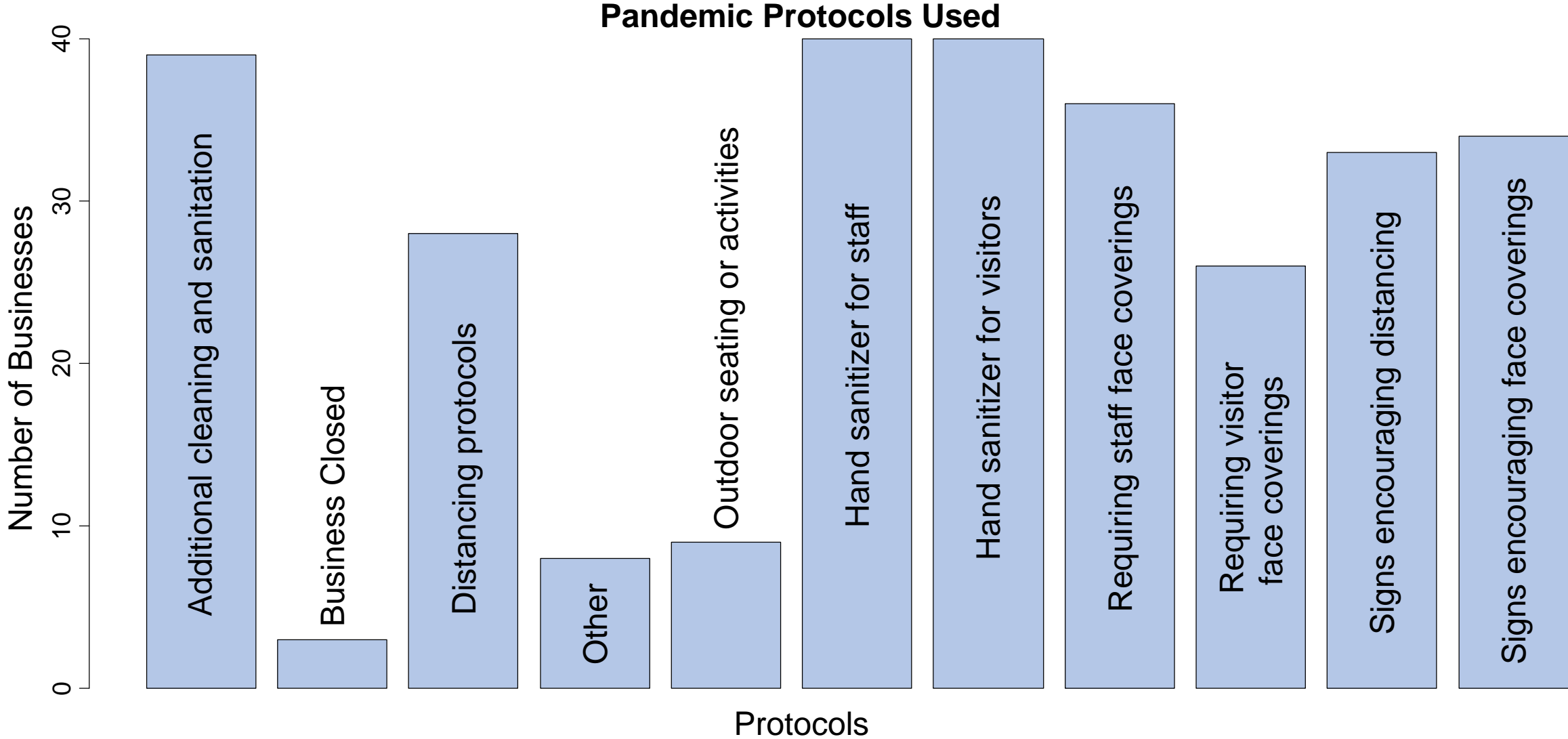
# Staffing

- 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?**



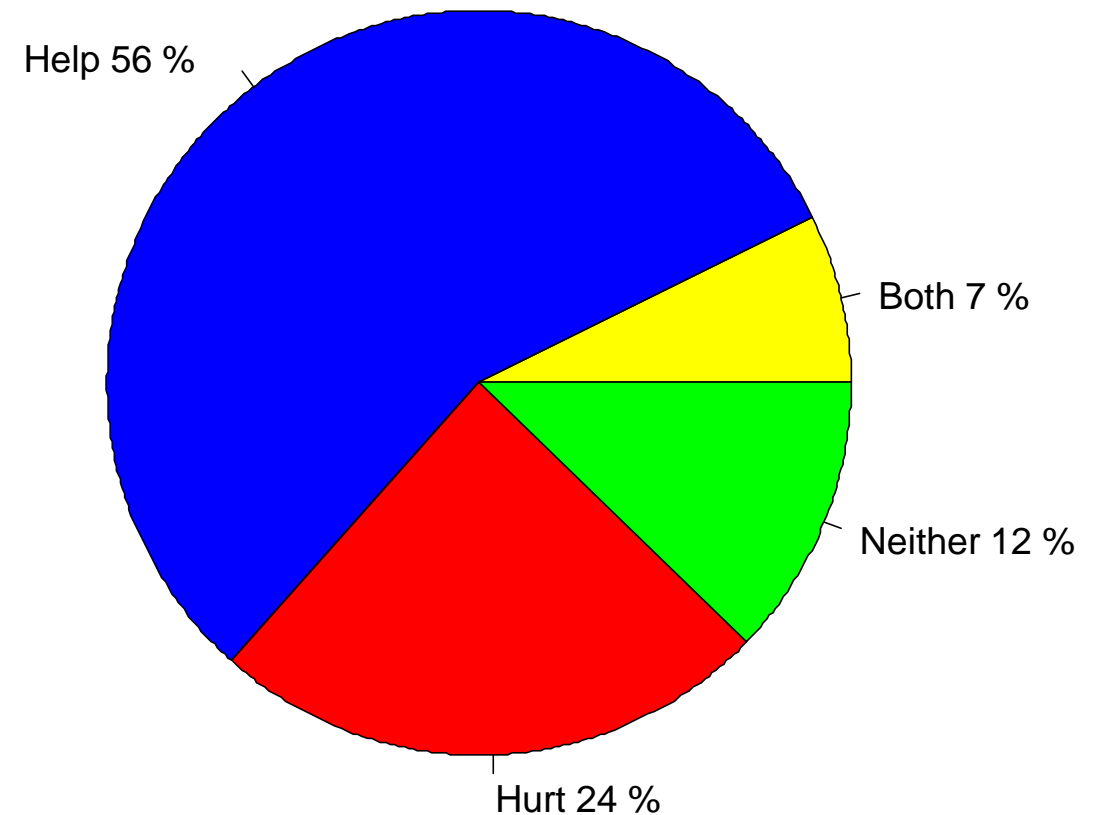
# Pandemic Protocols



# 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

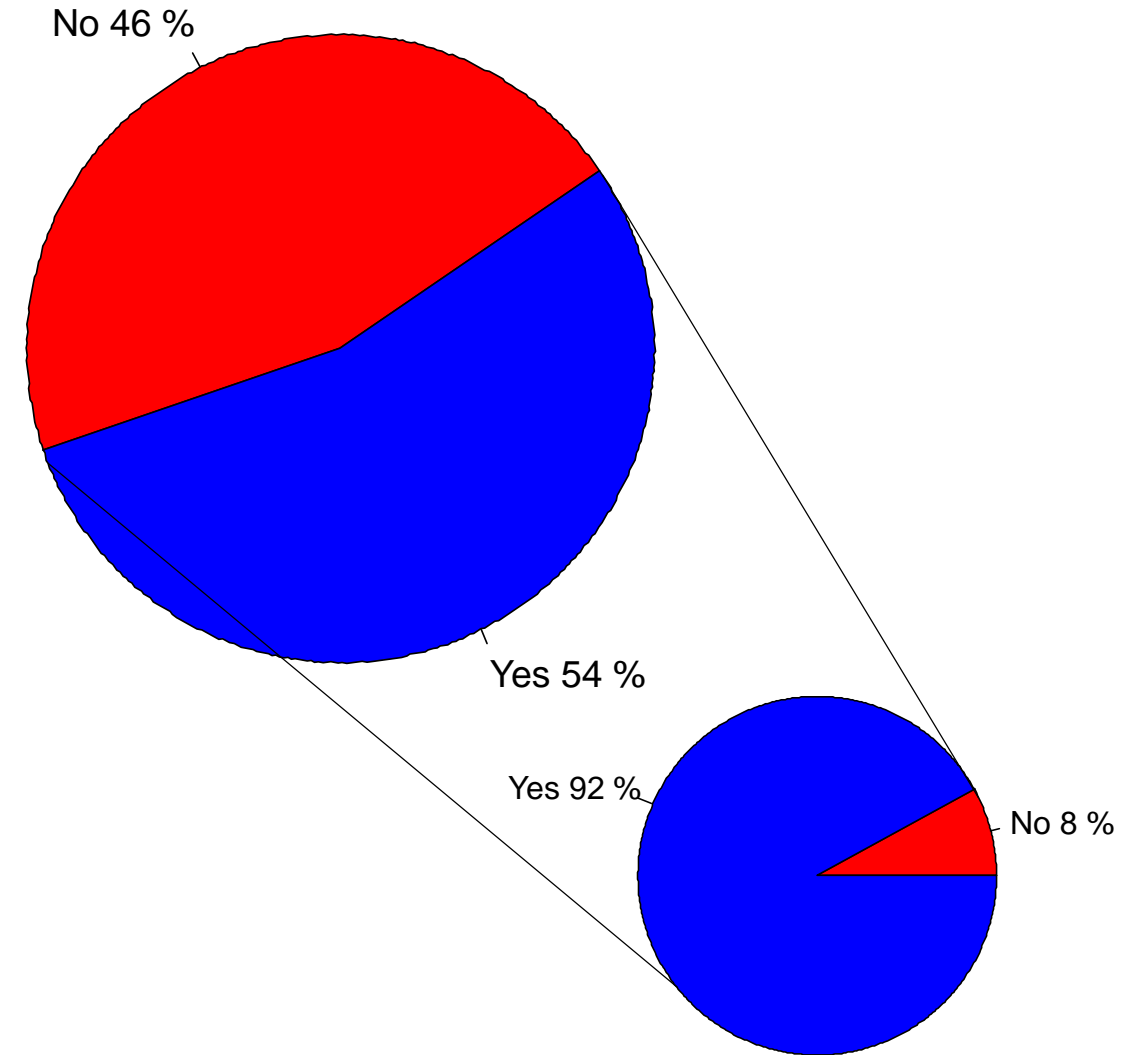
**Did your pandemic protocols help or hurt your business?**



# Federal Assistance

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

**Applied for Federal Assistance**

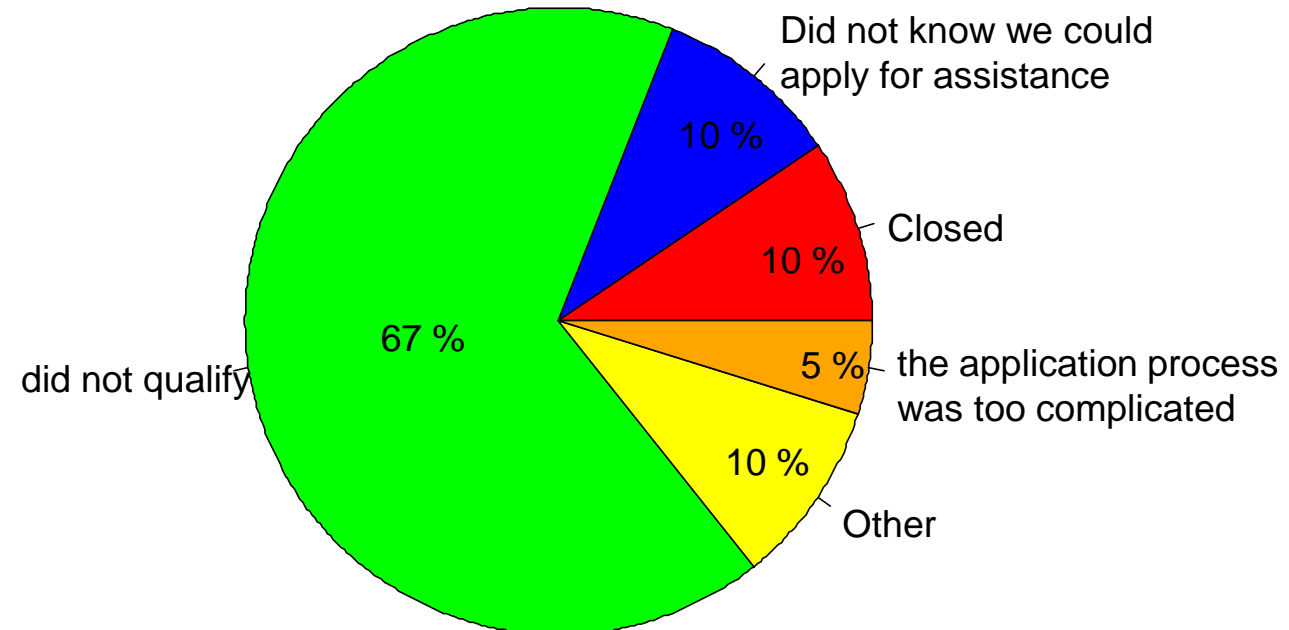


**Received Federal Assistance**

# 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

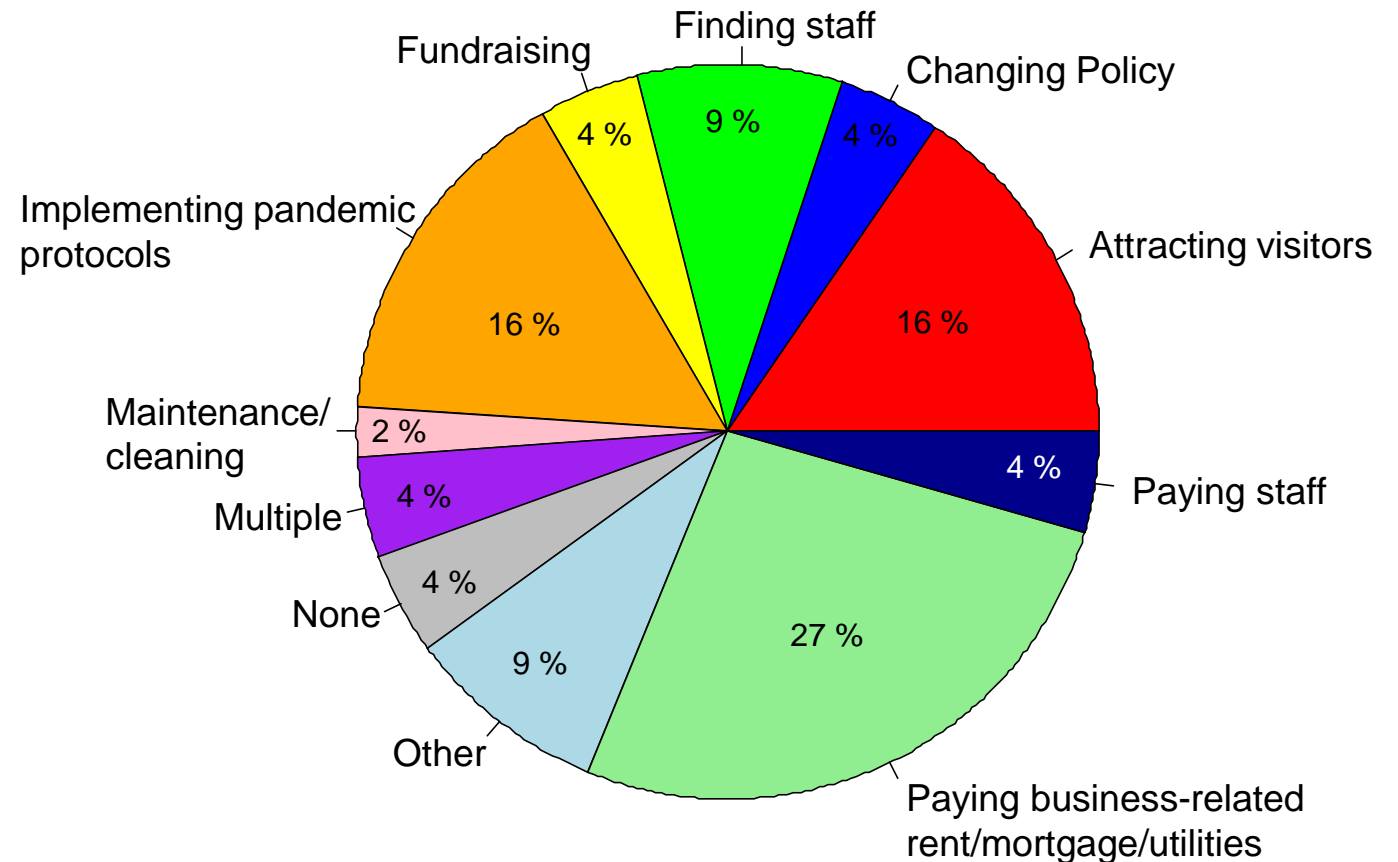
**Why did your business not apply for COVID-19 related federal assistance?**



# Greatest Challenges

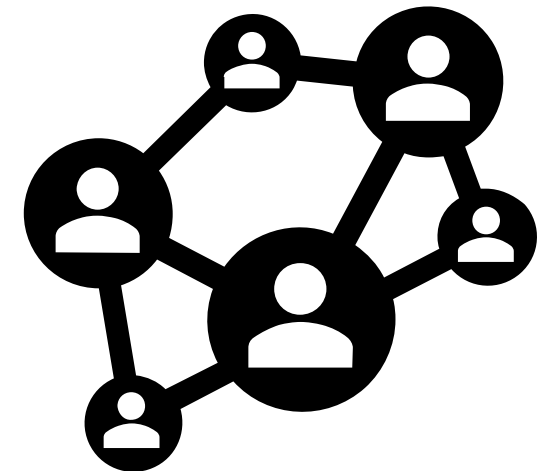
- Businesses faced many challenges during the pandemic
- The most common were paying bills, implementing pandemic protocols, and attracting visitors

What has been your greatest challenge during the pandemic?



# Adaptations

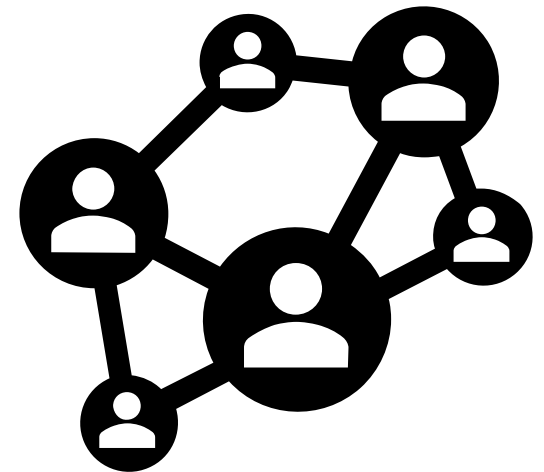
- Many businesses felt that implementing additional safety measures like the pandemic protocols helped their businesses succeed
- Businesses also changed their marketing strategies
  - More social media promotion and events
  - Shift to online options for ordering, shopping, etc.
  - Special offers and 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!

