

COVID-19 Impact on Florida Tourism

March 24th 2020

Destinations Florida
and
Downs & St. Germain Research



- This study is designed to track the impact of COVID-19 on the tourism industry of Florida.
- The first wave of surveys were sent on March 19, 2020 by DMOs to industry partners in their respective counties.
- A total of 995 completed surveys from industry partners in 37 counties are included in this report.
- This study is a collaboration between Destinations Florida and Downs & St. Germain Research, which donated its time and expertise to this project.
- The number of responses by county ranged from 2 to 142, and no attempt was made to weight results by county.

Major Impacts on Tourism Businesses Since March 1

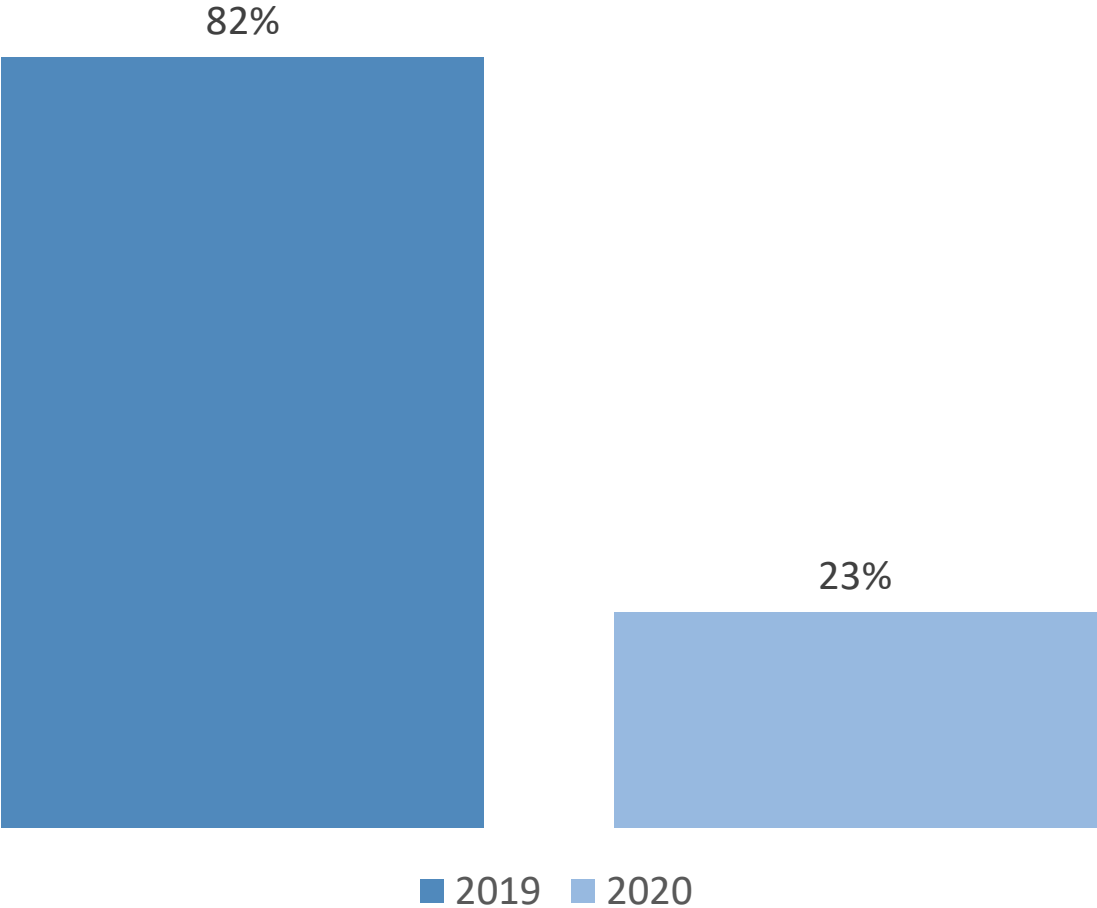
- Hotels, vacation rental agencies, B & Bs, etc., reported a drop in occupancy compared to 2019
 - 82% occupancy this week in March 2019
 - 23% occupancy this week in March 2020
- 99% of hotels, vacation rental agencies, B & Bs, etc., had drops in bookings 30 days out
 - Average decrease was 63%
- 94% of hotels, vacation rental agencies, B & Bs, etc., had drops in bookings 60 days out
 - Average decrease was 49%

Major Impacts on Tourism Businesses Since March 1

- 97% of tourism businesses had drops in profits & revenues
 - Average decrease in revenue was 49%
 - Average decrease in profit was 47%
- 1 in 3 tourism business laid off employees
- 6 in 10 tourism businesses cut employees hours
- 1 in 2 tourism businesses had difficulty securing critical supplies

Average Occupancy for this Week in March 2019 vs. 2020

Average Occupancy for this Week in March

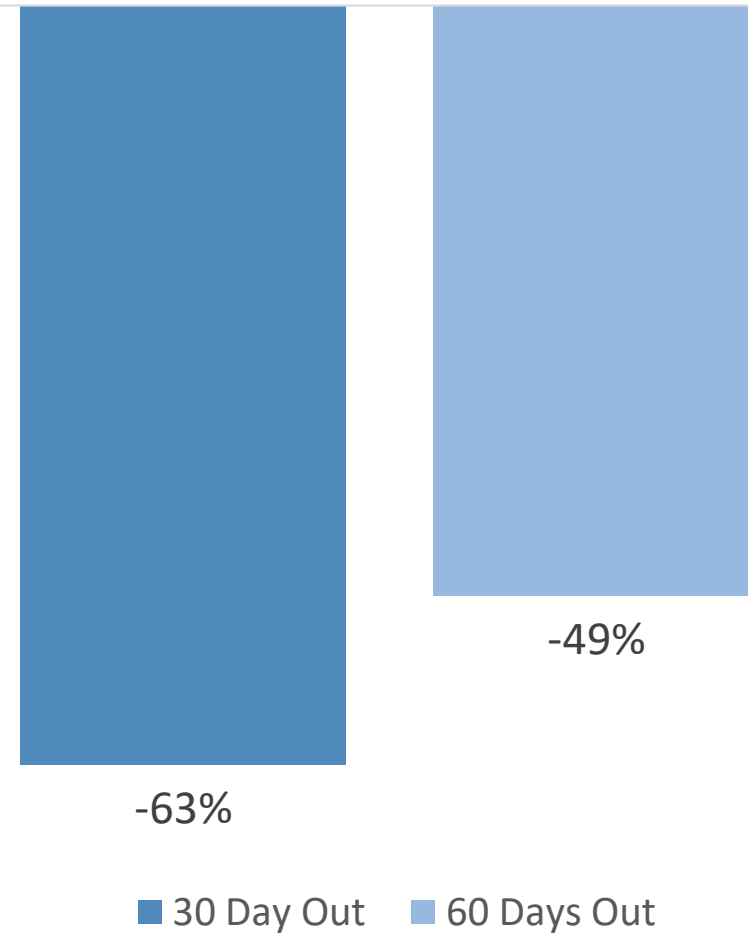


Bookings

99% of hotels, rental agencies, B & Bs etc., reported a drop in bookings 30 days out

94% of hotels, rental agencies, B & Bs etc., reported a drop in bookings 60 days out

Average Drop in Bookings

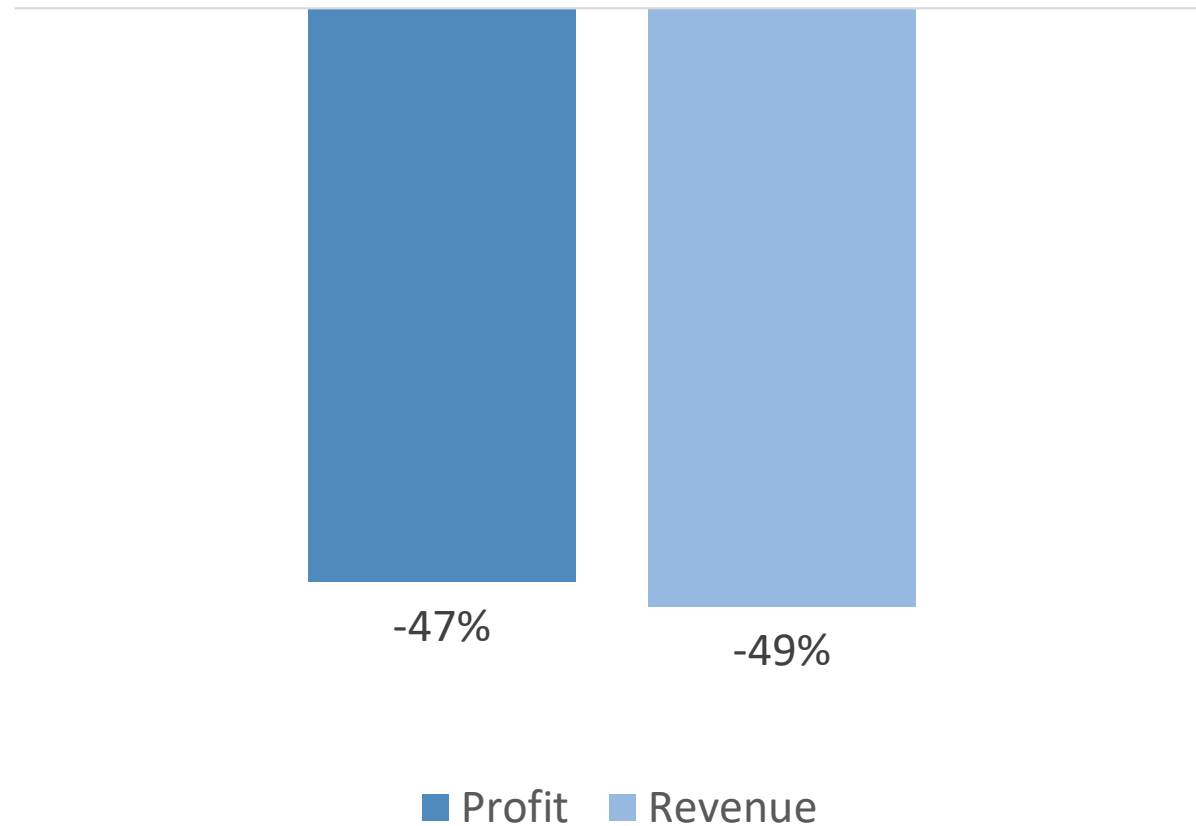


Revenue and Profit

97% of tourism businesses reported a drop in profits

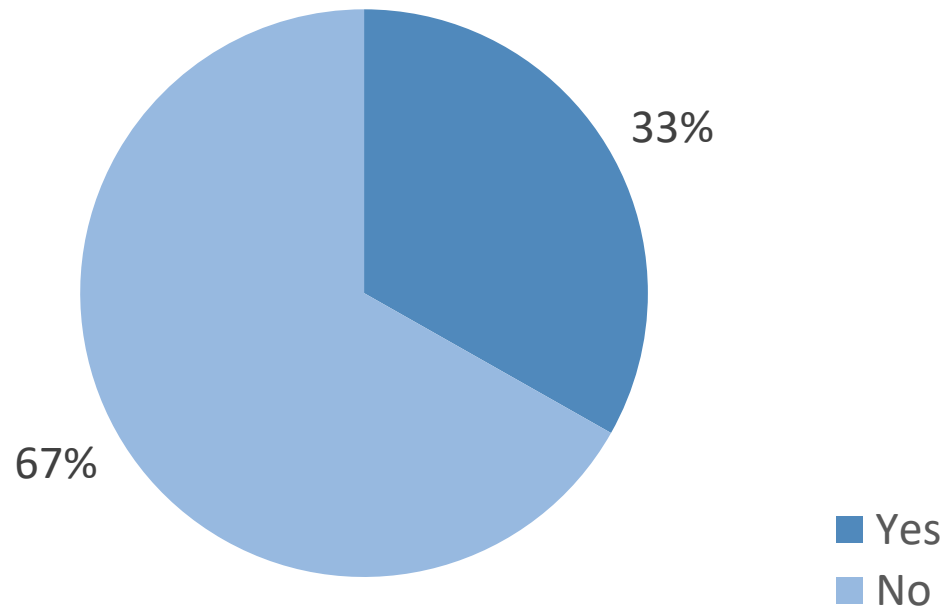
97% of tourism businesses reported a drop in revenue

Average Profit and Revenue Drop Due to COVID-19

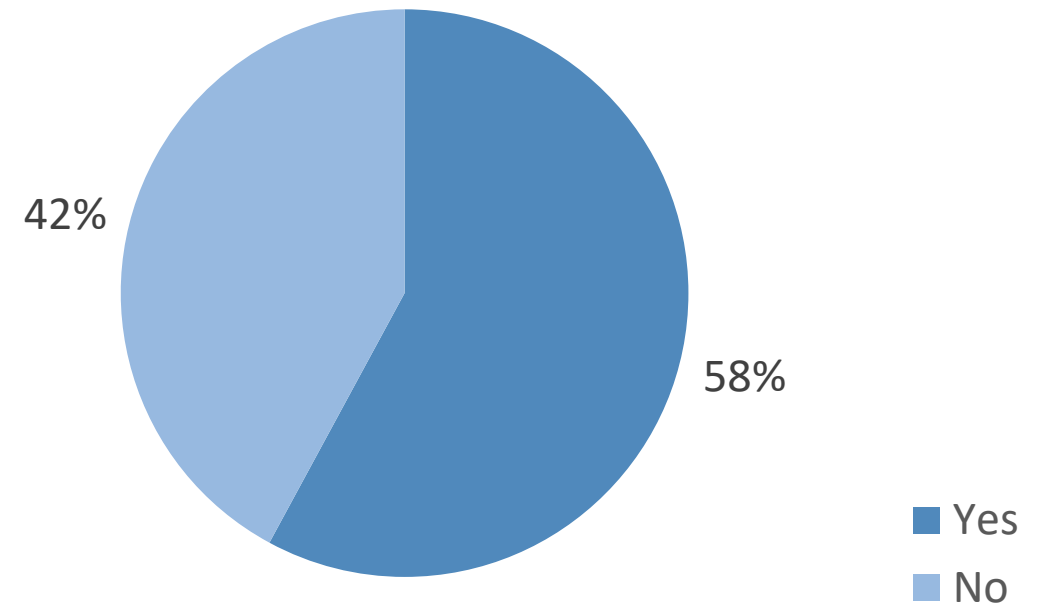


Layoffs & Hours

Have you laid any employees off since March 1, 2020?

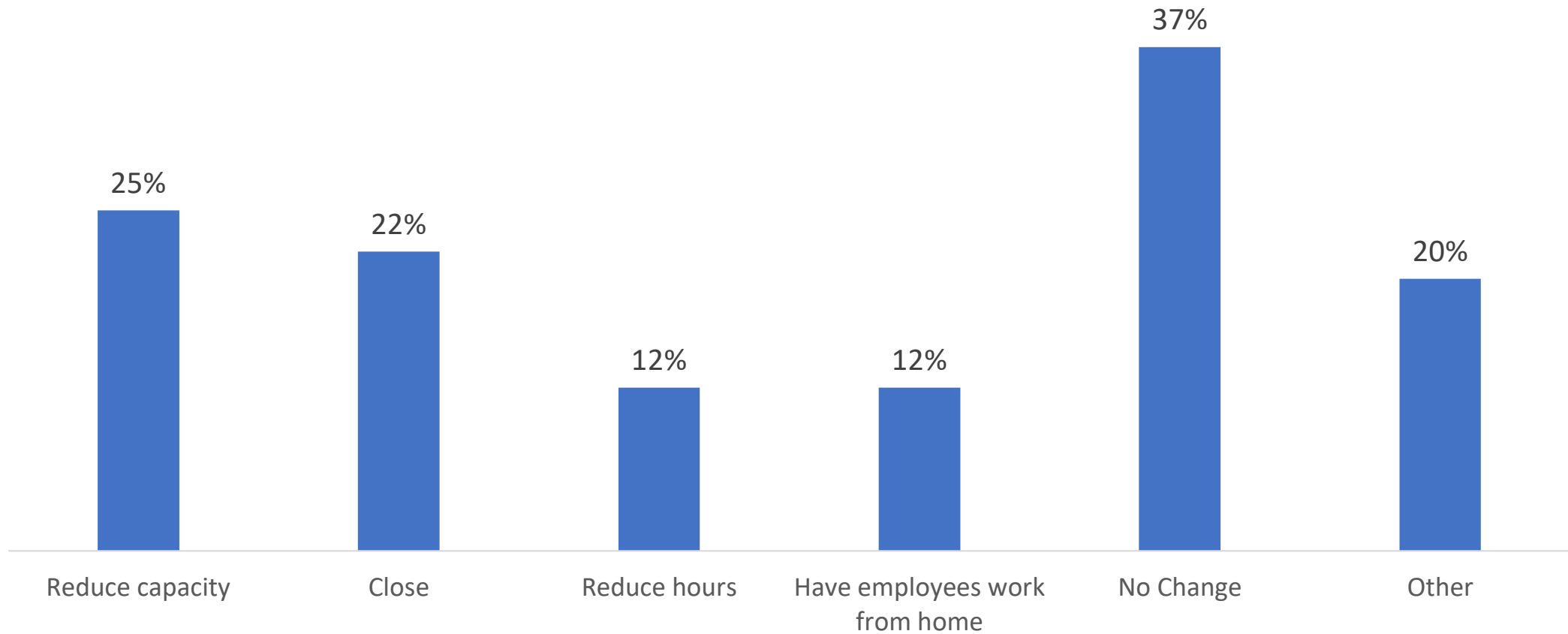


Have you cut employees' hours since March 1, 2020?



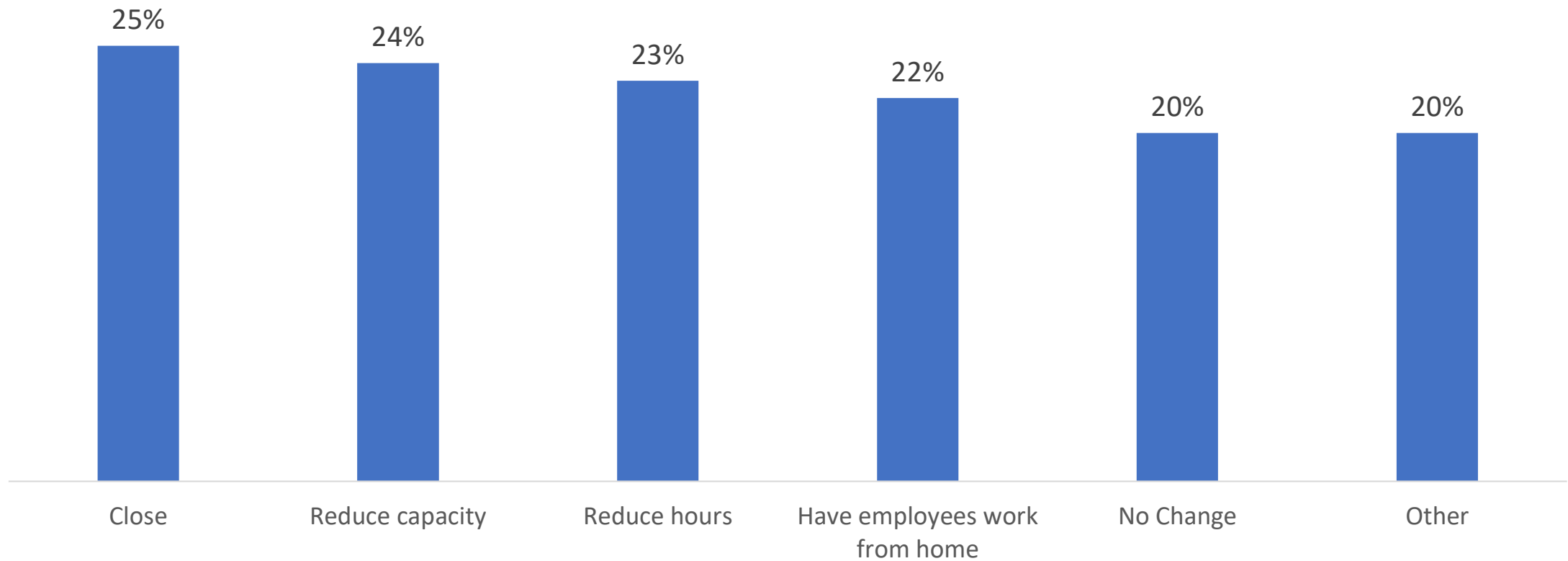
Government Required Actions

Because of COVID – 19, have you been required by government agencies to:



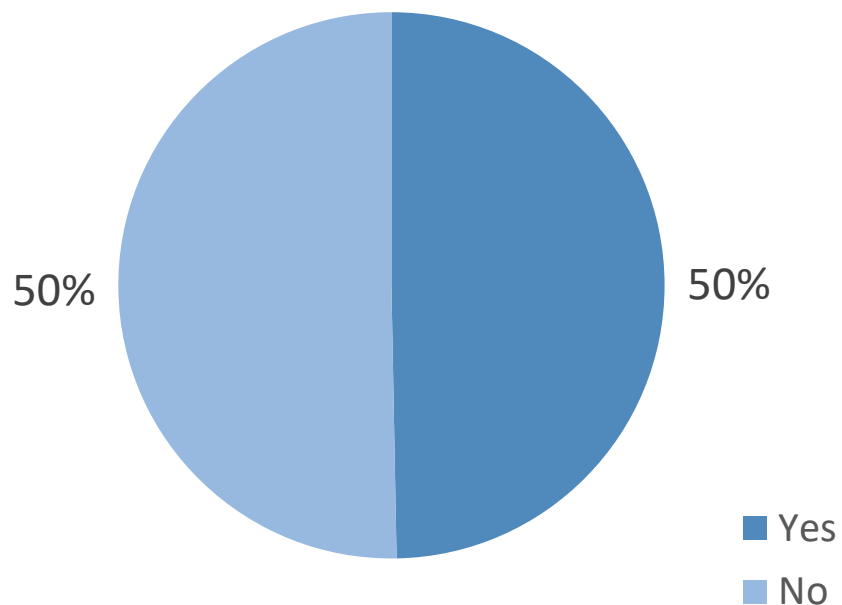
Voluntary Actions

Because of COVID – 19, have you decided on your own to:

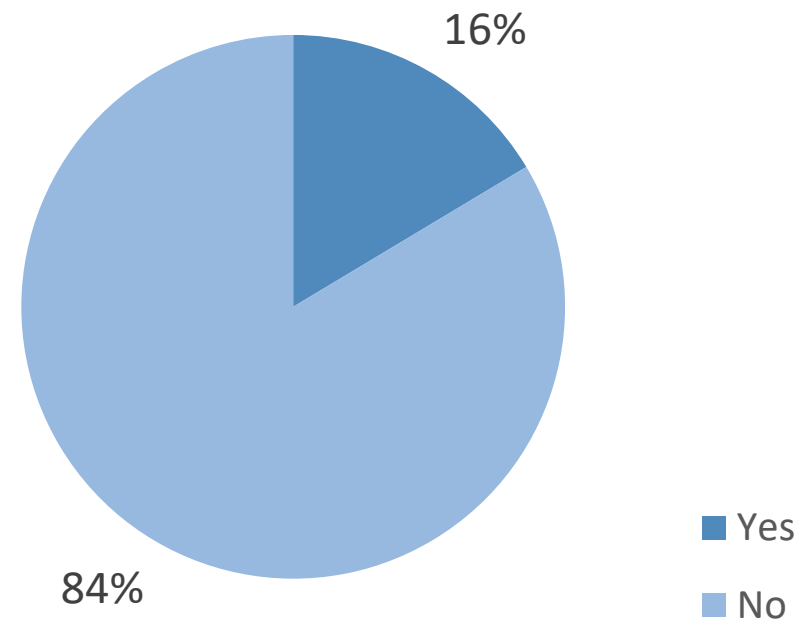


Supplies and Labor

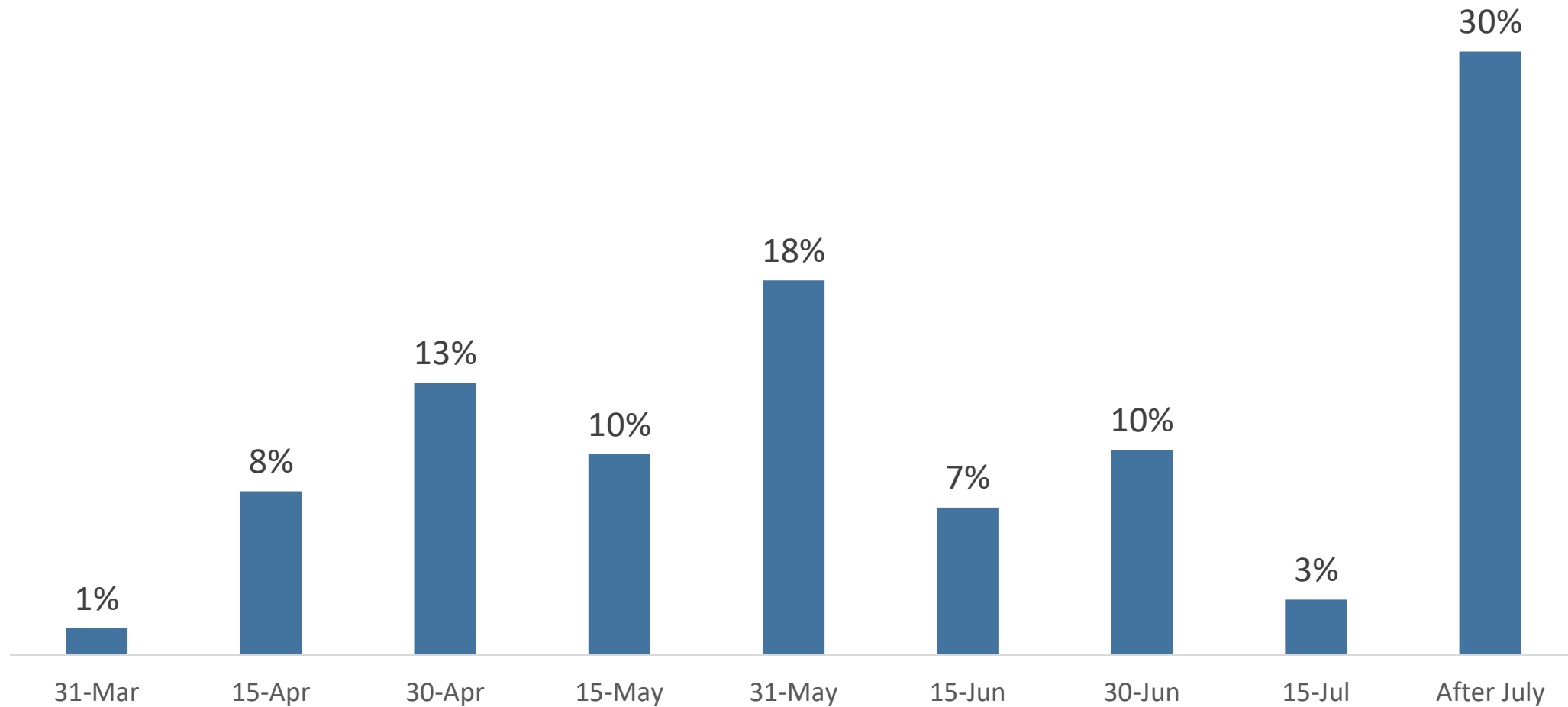
Had difficulty securing critical supplies since March 1, 2020?



Had difficulty getting enough employees to report to work since March 1, 2020?



When do you think the major impact of COVID – 19 will end?

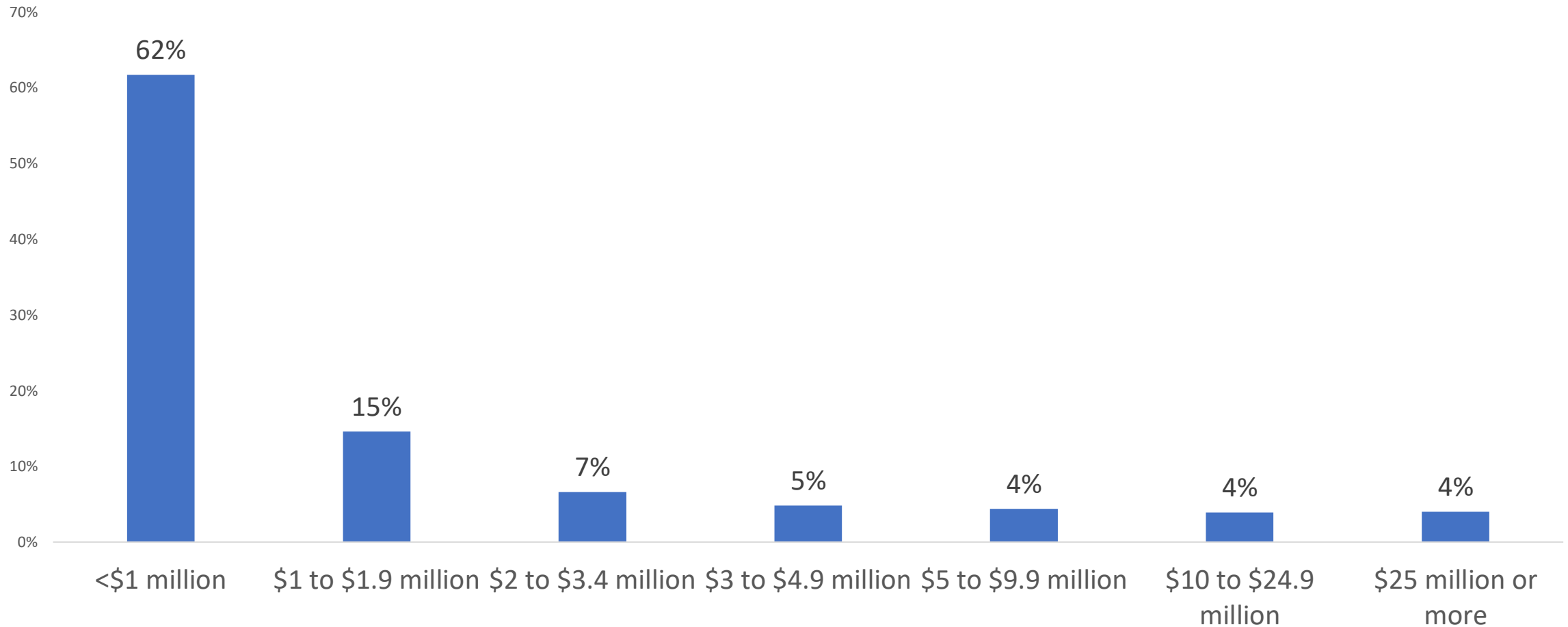


Tourism Business Profile



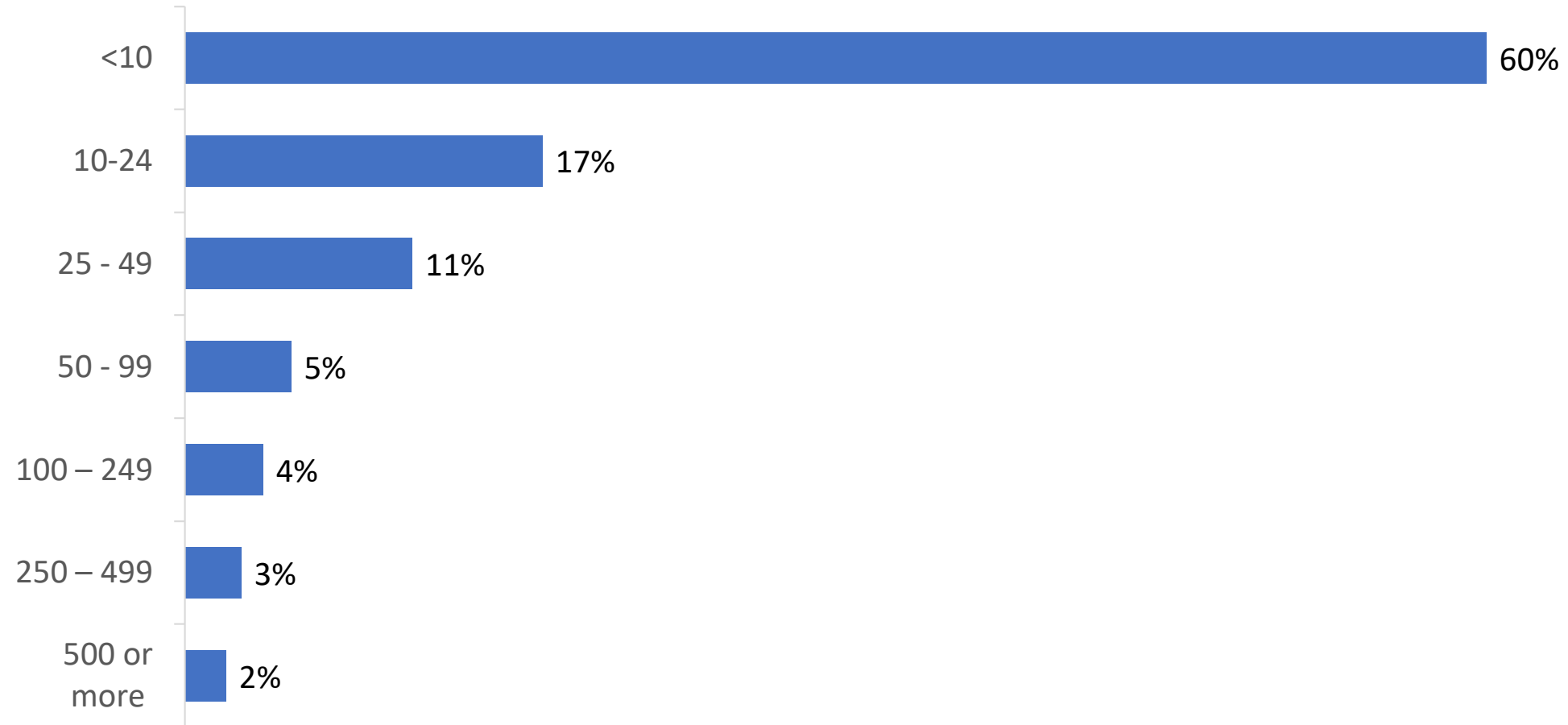
Tourism Business Revenue

Total revenues for tourism businesses in 2019

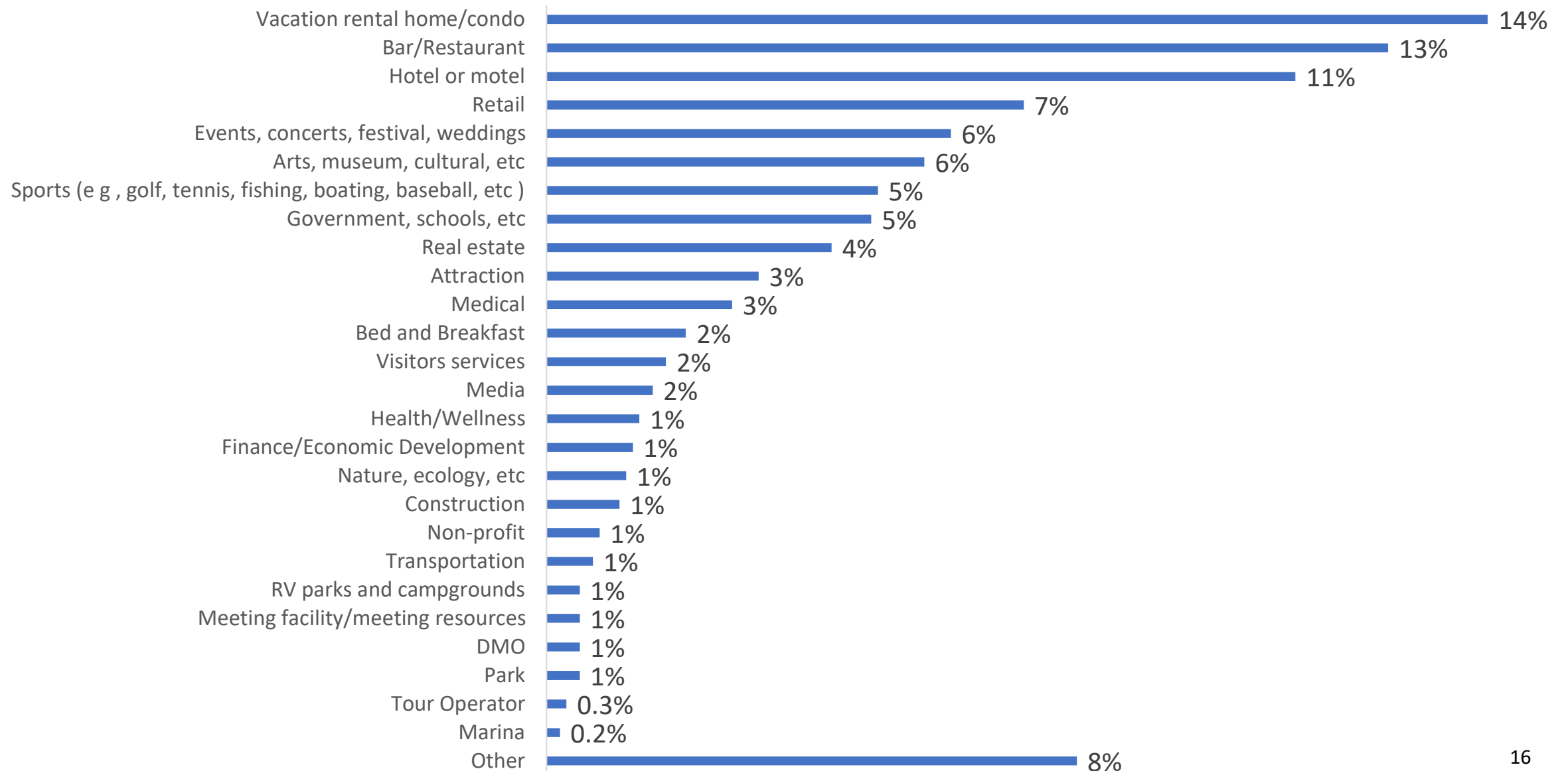


Tourism Business Size

Number of employees for tourism businesses



Types of Tourism Businesses



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