

Skal USA COVID-19 Survey Results

April 20, 2020 (survey data compiled 4/8/20-4/19/20)

Survey Summary

The objectives of this survey were:

- Measure the impact that COVID-19 has had on Skal members in the United States in terms of employment and income
- Determine what actions companies and employers are taking during the COVID-19 crisis
- Determine the potential impact that this crisis could have on our membership for 2021 and beyond.
- Determine the impact that COVID-19 is having on Clubs

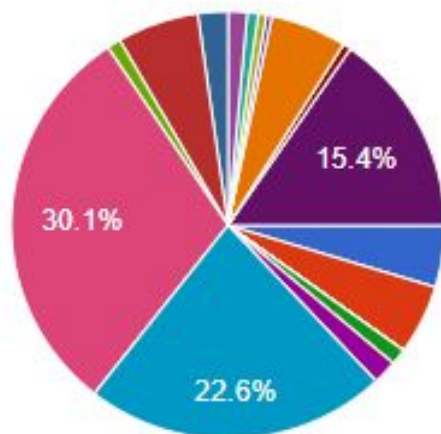
Response summary

- I received 492 responses to the survey. This represents approximately 28% of the current Skal USA membership.

Question #1

Which Skal membership category best describes you?

492 responses

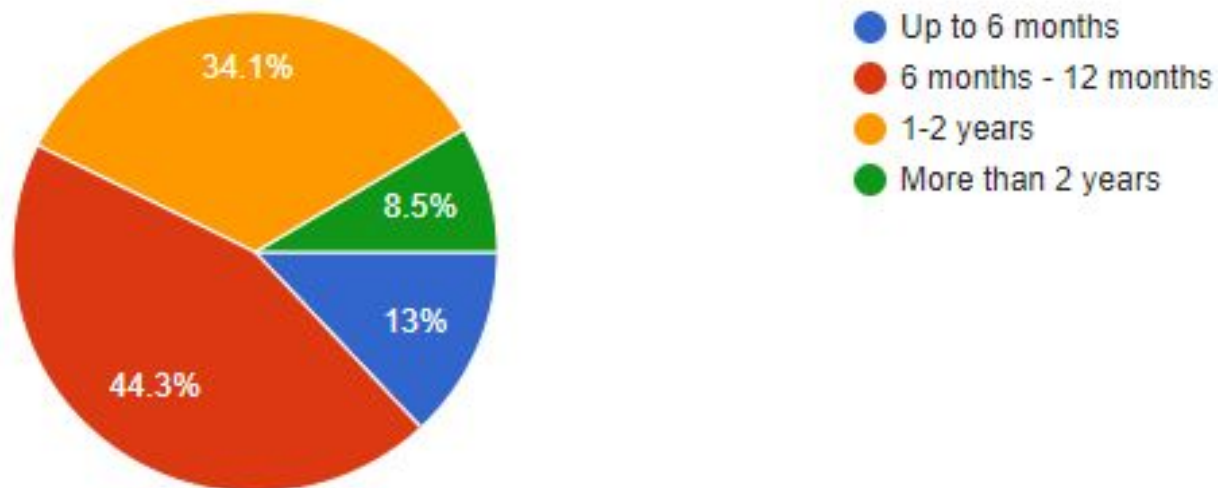


- Aviation (Airlines, Airports and IATA)
- Maritime Companies / Inland Waterways
- Railways
- Autocar and Coach Companies
- Car hire companies (with or without driver)
- Hotels, Motels and other tourist accommodations
- Travel Agents and Tour Operators
- General Sales Agents
- Official Tourist Organizations
- Travel Media
- Travel and Tourism Education
- Congress and Convention Centers
- Reservations Systems
- Hotel Associations
- Tourist Attractions
- Golf Courses / Theme Restaurants

Question #2

How long do you think COVID-19 will negatively impact the tourism industry?

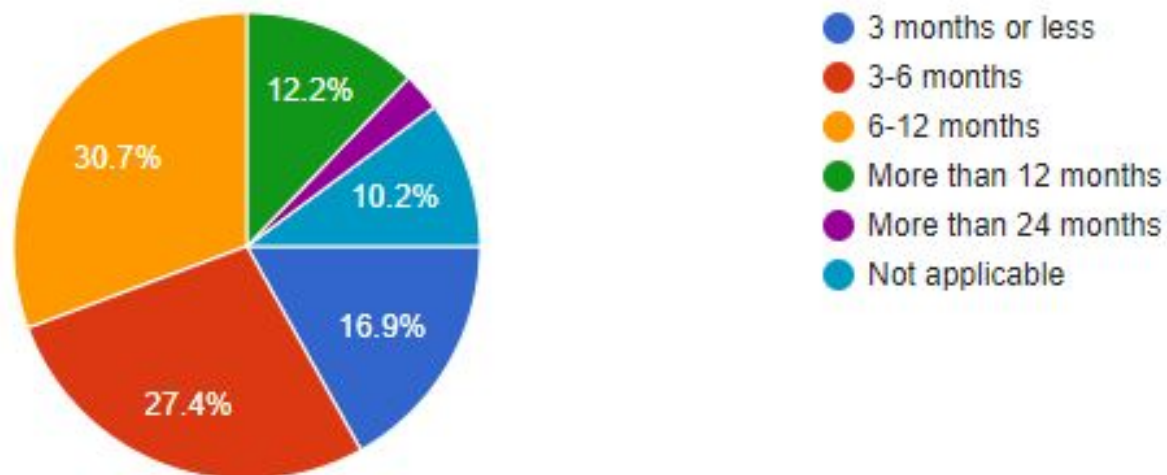
492 responses



Question #3

What time frame is your company planning for the rebuild after COVID-19 crisis?

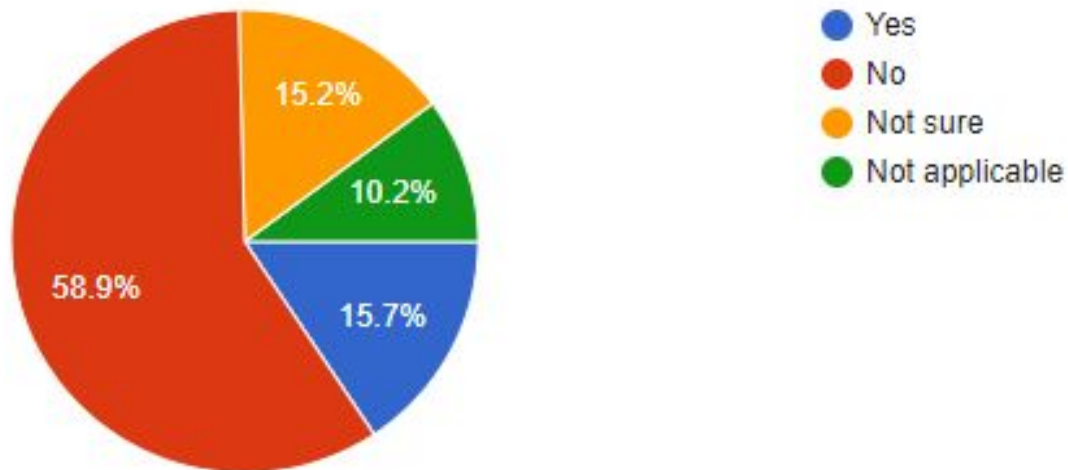
492 responses



Question #4

Has your company halted the payment of bills (vendors, rent/mortgage, etc)?

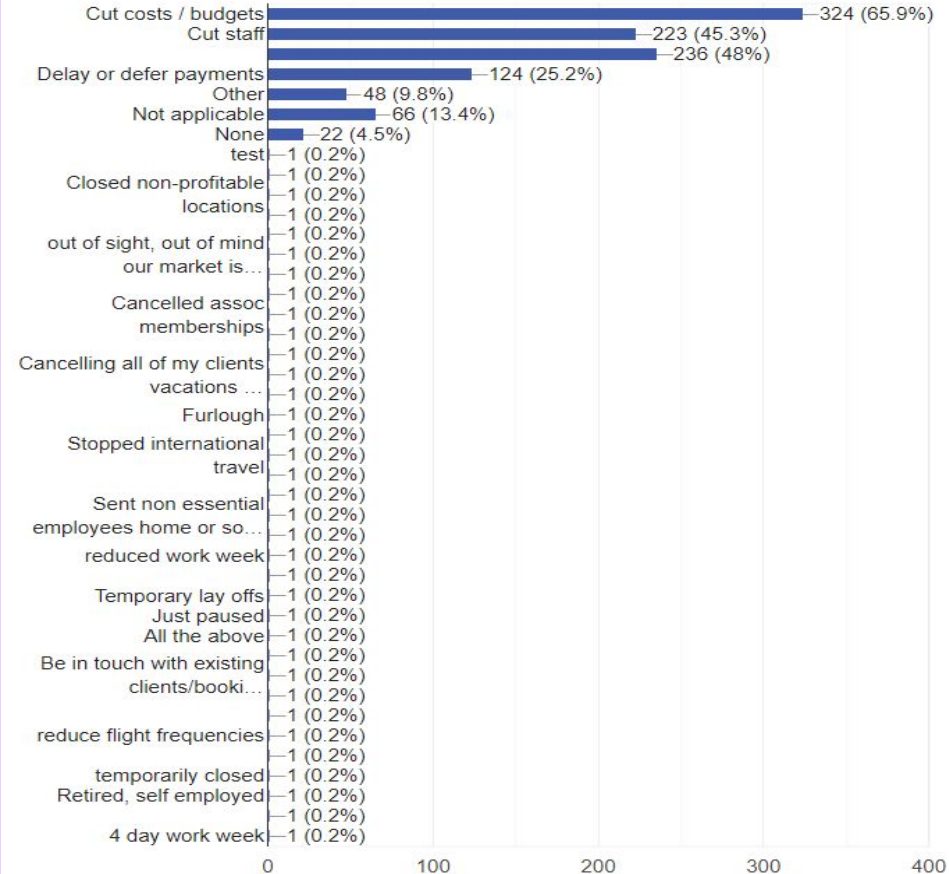
492 responses



Question #5

What immediate action did your company take when the crisis began? (check all that apply)

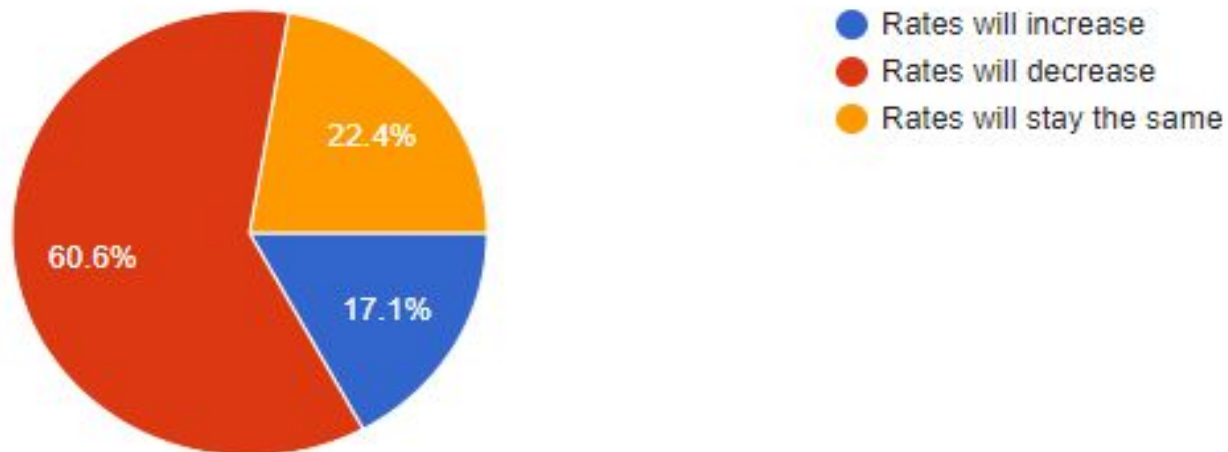
492 responses



Question #6

What do you think will happen to rates after this? (airfare, hotels, etc.)

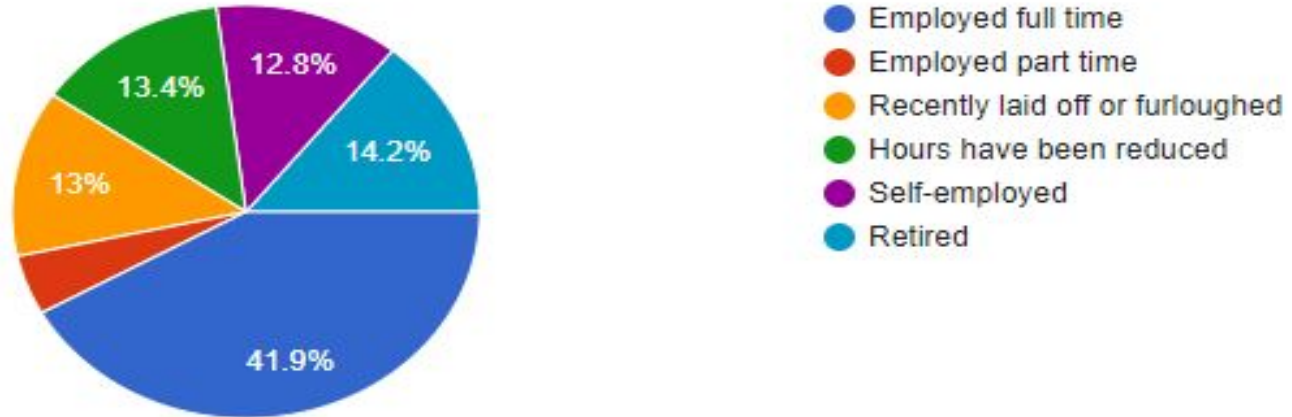
492 responses



Question #7

What is your current employment status?

492 responses

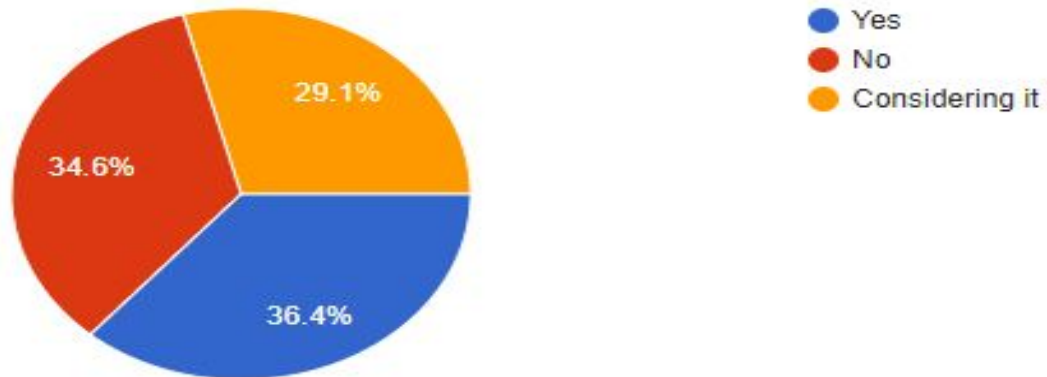


Note - if you exclude the retired category the number of those that have either Recently been laid off or furloughed or had hours reduced is closer to 30%. Also of note that many of these responses were made over two weeks ago and many more layoffs have occurred since then. My estimate is this number is probably closer to 40% by now.

Question #8

Is your Club conducting virtual meetings now?

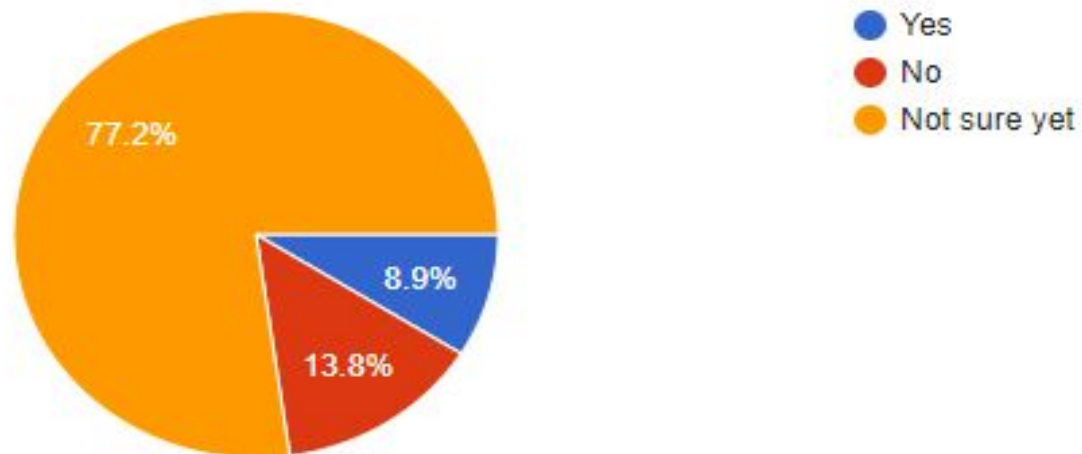
492 responses



Question #9

Has COVID-19 affected your membership numbers?

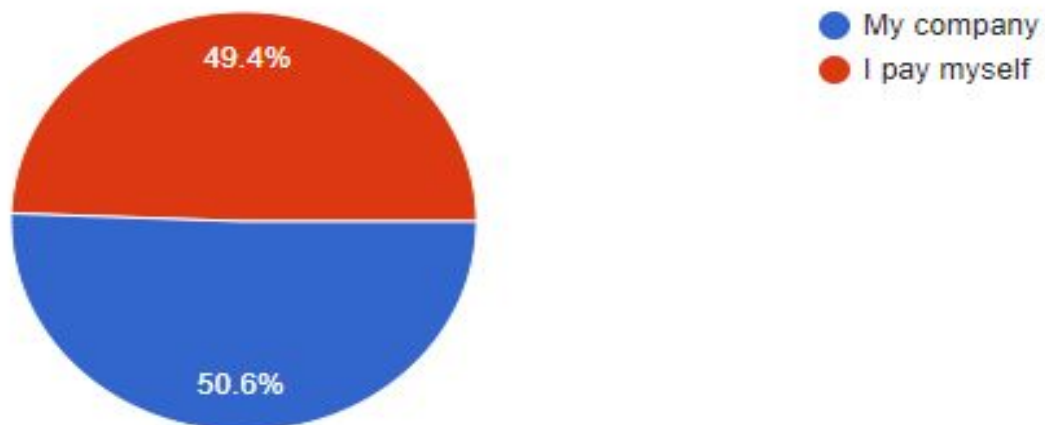
492 responses



Question #10

Who pays for your Skai dues?

492 responses



Question #11

If your company pays and they stopped paying what would you do?

492 responses

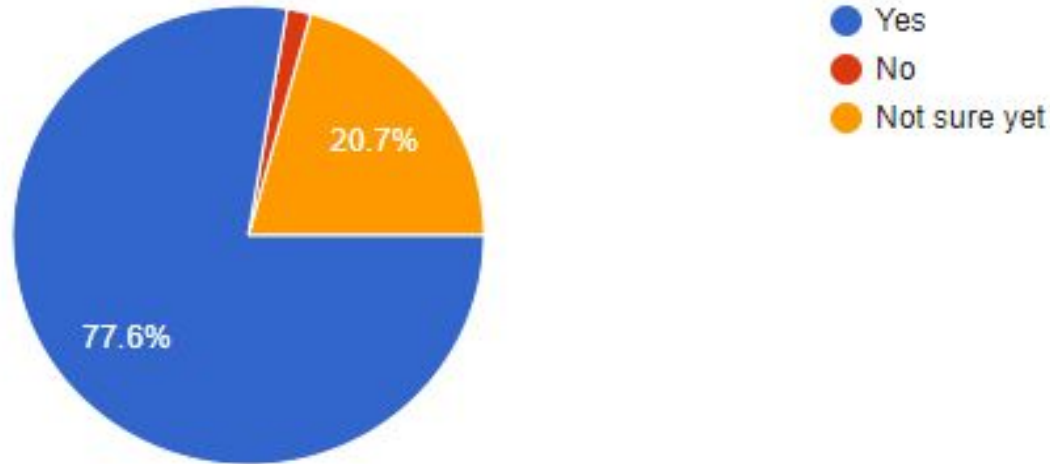


Note - if I extrapolate these numbers out to our full membership base that would be equivalent to a potential loss of about 175 members.

Question #12

Do you plan to renew your Skal membership in 2021?

492 responses



Note - this is an alarming statistic that close to 23% of members are either not sure or said no to renewing in 2021. For Skal USA that could mean losing up to 414 members.