

States Hit Hardest by COVID-19's Impact on Tourism

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April 14,
2020

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The coronavirus pandemic has wreaked havoc on many of America's "non-essential" industries. That includes tourism, as countless attractions have closed down, from commercial hotspots like Disney World to natural wonders like Grand Canyon National Park. Even if tourist spots were open, though, they wouldn't see much business, as Americans are either encouraged or mandated to practice social distancing and stay at home.

As tourism suffers, workers will bear the brunt of the difficulty. According to data from the U.S. Travel Association and Tourism Economics, there could be as many as 5.9 million jobs lost due to declining travel by the end of April. However, the stimulus package signed by President Trump may provide some aid to the industry in the form of business loans, tax relief and other financial support.

Some states have taken more of a blow to their travel industries during the COVID-19 crisis than others. In order to find out which states have been hit the hardest, WalletHub compared the 50 states and the District of Columbia across 10 key metrics. Our data set ranges from share of businesses in travel and tourism-related industries to travel spending per travel employee and presence of stay-at-home orders. Read on for our ranking, additional commentary from a panel of experts and a complete description of our methodology.

Main Findings

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States Where COVID-19 Has Had the Biggest Impact on Tourism

Overall Rank	State	Total Score	'State Dependency on Travel & Tourism Industry' Rank	'State Aggressiveness Against Coronavirus' Rank
1	Hawaii	81.38	1	2
2	Montana	67.75	3	10
3	Nevada	66.92	2	41
4	Vermont	64.60	5	5
5	Massachusetts	61.38	11	4
6	Florida	60.77	4	29
7	New Hampshire	59.64	6	18
8	District of Columbia	59.50	7	15
9	New York	59.33	8	14
10	California	56.88	10	23
11	Maine	56.70	15	8
12	Rhode Island	56.56	16	3

Overall Rank	State	Total Score	'State Dependency on Travel & Tourism Industry' Rank	'State Aggressiveness Against Coronavirus' Rank
13	Connecticut	55.25	12	21
14	Alaska	55.16	17	1
15	Wyoming	54.45	9	45
16	New Mexico	53.49	14	12
17	Maryland	52.85	21	6
18	Colorado	52.52	13	36
19	Arizona	49.25	18	24
20	Idaho	48.38	19	29
21	Washington	47.89	22	17
22	Tennessee	47.66	20	33
23	Delaware	46.95	34	7
24	Illinois	45.89	23	28
25	Oregon	45.45	24	31
26	South Carolina	44.70	25	34
27	Louisiana	44.68	27	22
28	Georgia	43.78	28	35
29	Virginia	43.04	29	38
30	Texas	42.97	31	27
31	New Jersey	42.56	33	16
32	Utah	41.48	32	43

Overall Rank	State	Total Score	'State Dependency on Travel & Tourism Industry' Rank	'State Aggressiveness Against Coronavirus' Rank
33	West Virginia	40.91	38	13
34	Missouri	40.74	35	37
35	North Carolina	39.95	36	39
36	Kansas	39.33	39	19
37	Kentucky	38.73	48	11
38	Ohio	38.07	51	9
39	Michigan	37.65	41	40
40	Pennsylvania	37.32	42	24
41	Minnesota	36.85	44	20
42	North Dakota	35.86	30	47
43	South Dakota	35.74	26	51
44	Mississippi	34.32	46	42
45	Indiana	34.00	49	26
46	Wisconsin	33.59	50	32
47	Alabama	33.35	47	43
48	Nebraska	31.30	37	50
49	Oklahoma	30.89	43	46
50	Iowa	30.42	40	48
51	Arkansas	26.83	45	49

Highest Share of Travel & Tourism Industry Generated GDP

1. Nevada
2. Hawaii
3. Florida
4. Montana
5. Wyoming



Lowest Share of Travel & Tourism Industry Generated GDP

47. Wisconsin
48. North Dakota
49. Iowa
50. Alabama
51. Delaware

Highest Share of Businesses in Travel & Tourism-Related Industries

1. Alaska
2. Hawaii
3. Nevada
4. South Dakota
5. Maine



Lowest Share of Businesses in Travel & Tourism-Related Industries

47. District of Columbia
48. Kansas
49. Idaho
50. Oklahoma
51. Utah

Highest Share of Employment in Travel & Tourism-Related Industries

1. Hawaii
2. Nevada
3. Montana
4. Wyoming
5. Vermont



Lowest Share of Employment in Travel & Tourism-Related Industries

47. Illinois
48. Indiana
49. New Jersey
50. Ohio
51. District of Columbia

Highest Default Probability on Loans of Businesses in Travel & Tourism Industry

1. Texas
2. Louisiana
3. Georgia
4. Florida
5. District of Columbia



Lowest Default Probability on Loans of Businesses in Travel & Tourism Industry

47. Montana
48. Oregon
49. Washington
50. Alaska
51. North Dakota

Highest Travel & Tourism



Lowest Travel & Tourism

Consumer Spending per Capita

- T-1. District of Columbia
- T-1. Florida
- T-1. Hawaii
- T-1. Nevada
- T-1. Wyoming



Best State
vs
Worst State

Consumer Spending per Capita

- 47. Rhode Island
- 48. Wisconsin
- 49. Alabama
- 50. Indiana
- 51. Ohio

11x Difference

Highest Travel Spending Per Travel Employee

- 1. Connecticut
- 2. Idaho
- 3. New Hampshire
- 4. District of Columbia
- 5. Massachusetts



Best State
vs
Worst State

Lowest Travel Spending Per Travel Employee

- 47. Wisconsin
- 48. Alaska
- 49. Minnesota
- 50. Kentucky
- 51. Mississippi

2x Difference

Highest Share of Consumer Expenditures on Travel

- 1. Hawaii
- 2. New Jersey
- 3. Connecticut
- 4. Massachusetts
- 5. Maryland



Lowest Share of Consumer Expenditures on Travel

- 47. Alabama
- 48. Kentucky
- 49. Arkansas
- 50. Mississippi
- 51. West Virginia

Ask the Experts

The tourism industry has taken a huge hit because of the coronavirus pandemic. For more insight about COVID-19's impact and the best ways to help tourism stay afloat, WalletHub turned to a panel of experts. Click on the experts below to see their bios and answers to the following key questions:

1. How long do you believe international travel restrictions are going to be in place once we are on a downward slope of infections with COVID-19?
2. How does the economic impact of this pandemic compare in magnitude to the 9/11 tragedy or the previous SARS outbreak for the country's airlines?
3. What are the best measures that local authorities can take to mitigate the impact of the COVID-19 pandemic on the travel and tourism industry?

[≤ ≥](#)

More Experts

Methodology

In order to identify the states where coronavirus has most affected tourism, WalletHub compared the 50 states and the District of Columbia across two key dimensions, "State Dependency on Travel & Tourism Industry" and "State Aggressiveness Against Coronavirus."

We evaluated those dimensions using 10 relevant metrics, which are listed below with their corresponding weights. Each metric was graded on a 100-point scale, with a score of 100 representing the most affected.

We then determined the weighted average across all metrics to calculate an overall score for each state and the District. We used the resulting scores to rank-order our sample.

State Dependency on Travel & Tourism Industry – Total Points: 85

- Share of Businesses in Travel & Tourism-Related Industries: Double Weight (~14.17 Points)

Note: This composite metric includes:

- Accommodation
- Auto Transportation
- Entertainment and Recreation
- Food
- Retail
- Travel Arrangement

- Share of Employment in Travel & Tourism-Related Industries: Double Weight (~14.17 Points)

Note: This composite metric includes:

- Accommodation
- Auto Transportation
- Entertainment and Recreation
- Food
- Retail
- Travel Arrangement

- Share of Travel & Tourism Industry Generated GDP: Double Weight (~14.17 Points)

Note: This composite metric includes:

- Transportation
- Air Transportation
- Transit and Ground Passenger Transportation
- Rail Transportation
- Arts, Entertainment, Recreation
- Accommodation
- Food Services

- Travel & Tourism Consumer Spending per Capita: Double Weight (~14.17 Points)

Note: This composite metric includes:

- Accommodation
- Auto Transportation
- Entertainment and Recreation
- Food
- Retail
- Travel Arrangement

- Share of Consumer Expenditures on Travel: Full Weight (~7.08 Points)

Note: This metric measures consumer expenditures on travel as a share of total consumer expenditures per household.

- Travel Spending Per Travel Employee: Double Weight (~14.17 Points)

Note: This composite metric includes:

- Accommodation
- Auto Transportation
- Entertainment and Recreation
- Food
- Retail
- Travel Arrangement

- Default Probability on Loans of Businesses in Travel & Tourism Industry: Full Weight (~7.08 Points)

Note: This composite metric includes:

- Accommodation
- Auto Transportation
- Entertainment and Recreation
- Food
- Retail
- Travel Arrangement

State Aggressiveness Against Coronavirus – Total Points: 15

- Presence of Mandatory Quarantine for Travelers: Double Weight (~5.00 Points)
Note: This metric measures the mandatory quarantine policies for travelers by state.
- Presence of Stay-at-Home Order: Triple Weight (~7.50 Points)
Note: This metric measures the presence of “Stay-at-Home Order” policies by state.
- Most Aggressive States Against the Coronavirus Ranking: Full Weight (~2.50 Points)
Note: This metric is based on WalletHub’s [“Most Aggressive States Against the Coronavirus”](#) ranking.

Videos for News Use:

Sources: Data used to create this ranking were collected from U.S. Census Bureau, U.S. Bureau of Economic Analysis, U.S. Travel Association, PayNet, Kaiser Family Foundation and WalletHub Research.

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