CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT, WAVE 29

RESEARCH FINDINGS

September 28, 2020

Destination ◆ Analysts

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PROJECT OVERVIEW

The goal of this research is to understand and track the widespread disruption and damage to the travel and tourism industry caused by the coronavirus. To do so, Destination Analysts, Inc. has launched a weekly tracking survey of adult American travelers. The results of the 29th wave of this project are presented in this report. The survey is being conducted weekly to track traveler sentiment and generate insight into when tourism businesses can expect demand to return.

The survey questionnaire used here is multifaceted and asks a representative sample of adult American travelers to report their experiences and feelings around the current pandemic situation. We expect the value of this survey to increase as additional waves of the project are completed and we can see emerging trends. For now, we present this data primarily on topline with our additional observations included.

The 29th wave of this survey was collected from September 25th – 27th, from a demographically representative sample of adult American travelers in each of four U.S. regions. Travelers are defined as adults having taken at least one trip (50-miles or more from home) in the past two years. In total, 1,205 fully completed surveys were collected, suggesting the topline results presented here have a confidence interval of +/- 2.8%.

PROJECT OVERVIEW

Data weighting. The survey sampling plan used in this project collected approximately 300 fully-completed surveys in each of the four regions shown in the map below. The overall results presented in this report are weighted to reflect the actual populations of the regions.

Moving forward. The COVID-19 situation is rapidly evolving, and its impact on the travel industry is far from clear. As a result, Destination Analysts plans to conduct this survey weekly into the foreseeable future. Weekly reports have been, or will be, made on the following schedule at right.

Map of U.S. Showing Survey Regions:
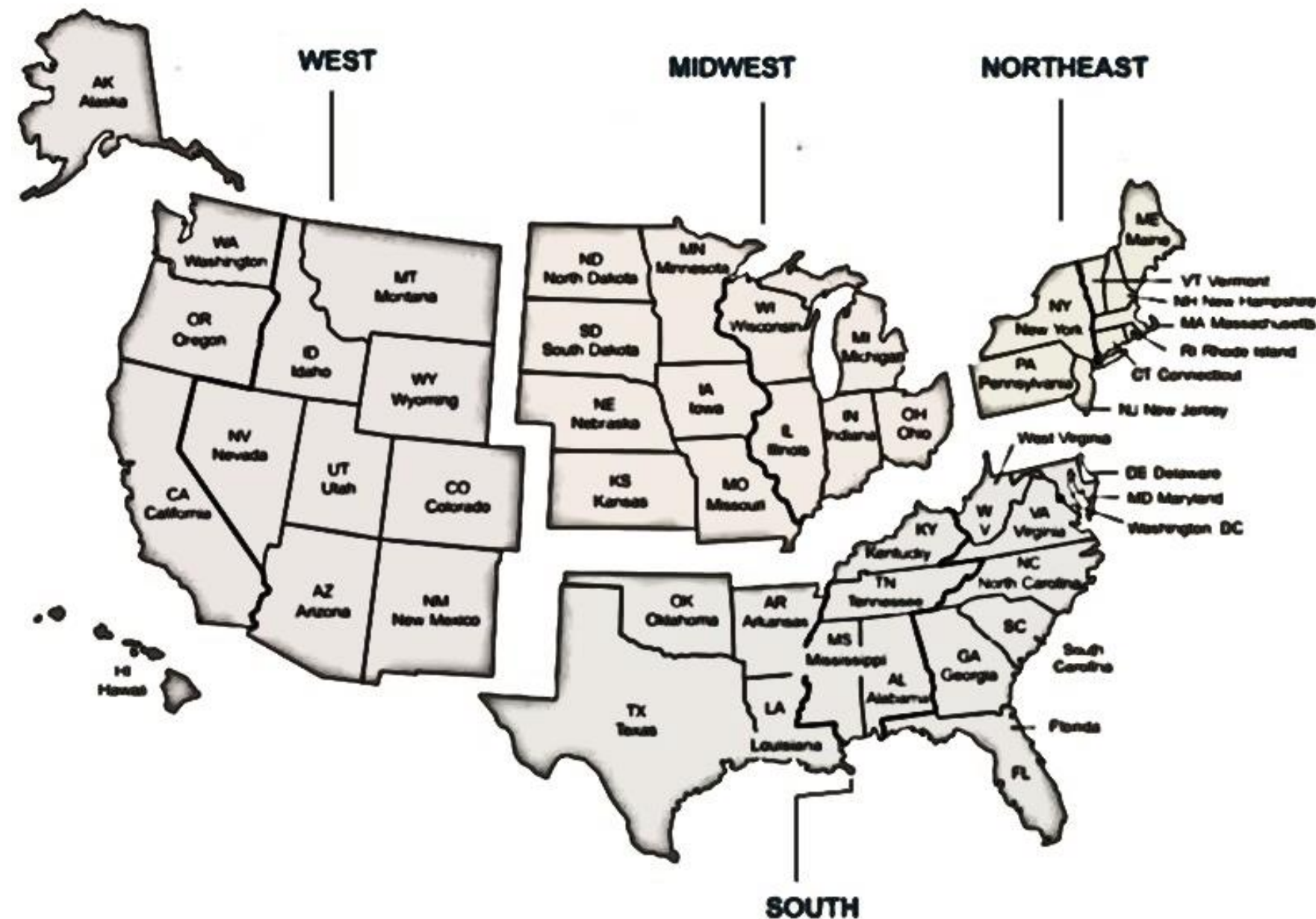
	Data collection	Report release
Wave #1	March 13-15	March 16
Wave #2	March 20-22	March 23
Wave #3	March 27-29	March 30
Wave #4	April 3-5	April 6
Wave #5	April 10-12	April 13
Wave #6	April 17-19	April 20
Wave #7	April 24-26	April 27
Wave #8	May 1-3	May 4
Wave #9	May 8-10	May 11
Wave #10	May 15-17	May 18
Wave #11	May 22-24	May 25
Wave #12	May 29-31	June 1
Wave #13	June 5-7	June 8
Wave #14	June 12-14	June 15
Wave #15	June 19-21	June 22
Wave #16	June 26-28	June 29
Wave #17	July 3-5	July 6
Wave #18	July 10-12	July 13
Wave #19	July 17-19	July 20
Wave #20	July 24-26	July 27
Wave #21	July 31-Aug 2	August 3
Wave #22	August 7-9	August 10
Wave #23	August 14-16	August 17
Wave #24	August 20-22	August 23
Wave #25	August 28-30	August 31
Wave #26	September 4-6	September 7
Wave #27	September 11-13	September 14
Wave #28	September 18-20	September 21
Wave #29	**September 25-27**	**September 28**
Wave #30	October 2-4	October 5
Wave #31	October 9-10	October 11
Wave #32	October 16-18	October 19
Wave #33	October 23-25	October 27

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TOP TAKEAWAYS

The following are the top takeaways that emerged from Wave 29 of this weekly consumer traveler sentiment tracking study.

- **After a month-long period of the lowest levels of concerns since May, the number of Americans with high degrees of concerns about contracting the coronavirus rose this week.** Similarly, after a stable period in expectations for the virus' course, the percent of Americans who feel things will get worse in the U.S. in the next month increased to 43.0% from 38.3% the week prior, and the percent who feel things will get better decreased to 21.3%.

- **These rising concerns appear to be affecting confidence that travel can be done safely and perceptions of travel.** While the majority of American travelers do not view several core travel activities—such as staying in a hotel or going to a restaurant—as unsafe, the overall average "unsafe" rating of the two dozen travel activities we track has ticked up this week to 53.7%. Now 26.5% of American travelers are confident or very confident they can travel safely, down from 30.5% last week. After dropping below 40% for the last three weeks, 41.1% of American travelers now have some agreement they need a vaccine to travel. And the percent in a "ready to travel" mindset fell to 52.2% after being above 54% for the last month.

- **Nevertheless, three-quarters of American travelers continue to report having at least tentative trip plans—primarily over the next 6 months—as well as exhibit a perception of travel as a means to meet their emotional needs.** Over 57% of American travelers agree that having a vacation scheduled in the next six months would make them feel there is something happy to look forward to. And another indicator that travel can be inspired under the right conditions is that the percent that agree price cuts and discounts can motivate them to consider a new trip is as high as it has been during the pandemic.

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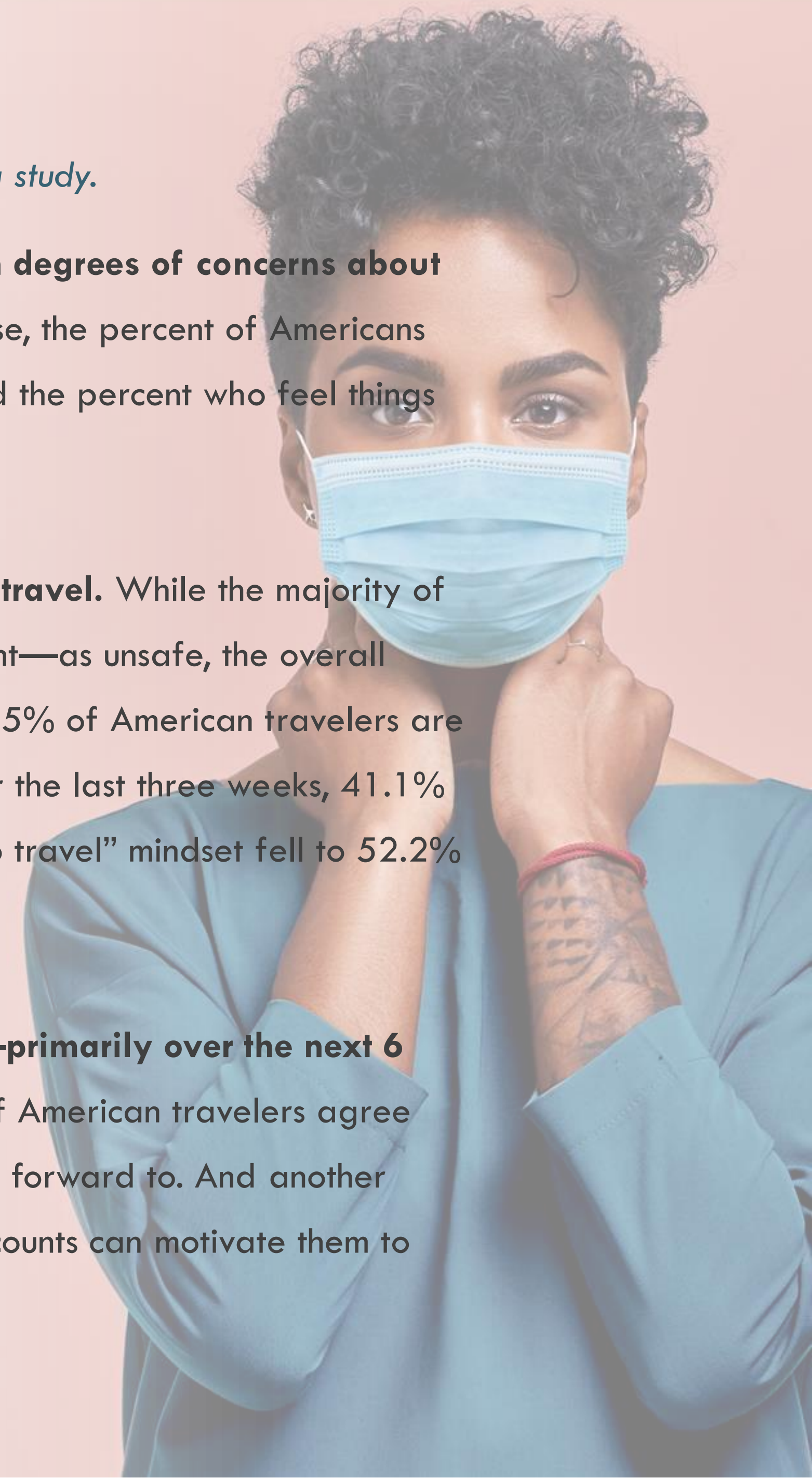
- **Looking at American travelers' specific expectations for Fall, nearly two-thirds expect to travel this season, and these travelers anticipate taking 1.7 overnight trips on average.** Citing what is keeping them from traveling even more than this, COVID-19 safety concerns—and relatedly, social pressure—is expectedly principal. The top motivations for these Fall trips are relaxation, spending time with family and escapism, although younger travelers are also likely to be seeking connecting with nature and having new experiences. Nearly 40% of likely Fall travelers say they will visit a small town or rural area on their Fall trips, with beach visitation less likely than in the summer months and urban travel increasing.

- **Over a quarter of these likely Fall travelers—and nearly one-third of those Millennial or younger—plan to travel by airplane.** As in summer, about a third expect to stay in a friend or relative's home on these trips but hotels and other paid lodging options will be most common. While 41.9% report they will be more budget conscious on their Fall trips, dining out in restaurants, shopping and visiting outdoor attractions are among the top planned trip activities.

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TOP TAKEAWAYS

- **Interest in workcations among those who can work remotely and schoolcations among parents who travel with children are at similar levels—just under half have a more elevated degree of interest.** In total, 52.2% of those interested in schoolcations reported some likelihood to take one this Fall, while 46.0% of those interested in workcations said they were likely to actually take one in these coming months. When asked to describe the ideal characteristics of a destination for these types trips, a beach/lake/waterfront location are of strong interest. For potential workcationers, they are seeking reliable high speed internet in relaxing and even remote environments. For potential schoolcationers, a destination that is fun while also peaceful is optimal.

- **Looking closer to home, American travelers' comfort with enjoying their own communities for leisure activities is the highest it has been since March 15th.** American travelers are also the most comfortable with tourism to their own regions than they have been in the pandemic—although 52.2% still agree they don't want tourists visiting right now.

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CURRENT FEELINGS ABOUT
THE CORONAVIRUS & TRAVEL

PERSONAL HEALTH CONCERNS

Question: Thinking about the current coronavirus situation, in general, HOW CONCERNED ARE YOU PERSONALLY about contracting the virus? (Please answer using the scale below)

(Base: Wave 29 data. All respondents, 1,205 completed surveys. Data collected Sep 25-27, 2020)

70.9%

69.8% Last week

0 - Not at all concerned	4.1%
1	4.2%
2	3.1%
3	3.7%
4	1.9%
5 - Neutral – Neither Concerned nor unconcerned	12.1%
6	10.6%
7	14.4%
8	16.8%
9	9.1%
10 - Extremely concerned	19.9%

Question: **Thinking about the current coronavirus situation, in general, HOW CONCERNED ARE YOU PERSONALLY about contracting the virus? (Please answer using the scale below)**

Concerned (6-10) — Not concerned (0-4)

Concerned (6-10) values: 62.8%, 71.6%, 75.6%, 74.4%, 74.0%, 72.9%, 70.4%, 72.6%, 71.9%, 70.6%, 69.8%, 69.7%, 67.3%, 68.2%, 69.7%, 71.3%, 72.1%, 75.3%, 72.5%, 73.9%, 71.6%, 72.6%, 71.0%, 71.5%, 69.0%, 67.4%, 68.6%, 69.8%, 70.9%

Not concerned (0-4) values: 21.3%, 14.7%, 12.5%, 14.2%, 13.4%, 16.5%, 16.1%, 16.3%, 17.3%, 17.4%, 19.9%, 19.7%, 19.3%, 22.4%, 18.9%, 16.4%, 16.4%, 16.7%, 15.7%, 16.6%, 18.3%, 17.3%, 16.7%, 17.7%, 18.2%, 17.6%, 20.4%, 18.8%, 17.0%

X-axis labels: March 13-15, March 20-22, March 27-29, April 3-5, April 10-12, April 17-19, April 24-26, May 1-3, May 8-10, May 15-17, May 22-24, May 29-31, June 5-7, June 12-14, June 19-21, June 26-28, July 3-5, July 10-12, July 17-19, July 24-26, July 31-Aug 2, Aug 7-9, Aug 14-16, Aug 21-23, Aug 28-30, Sep 4-6, Sep 11-13, Sep 18-20, Sep 25-27

(Base: Waves 1-29. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)

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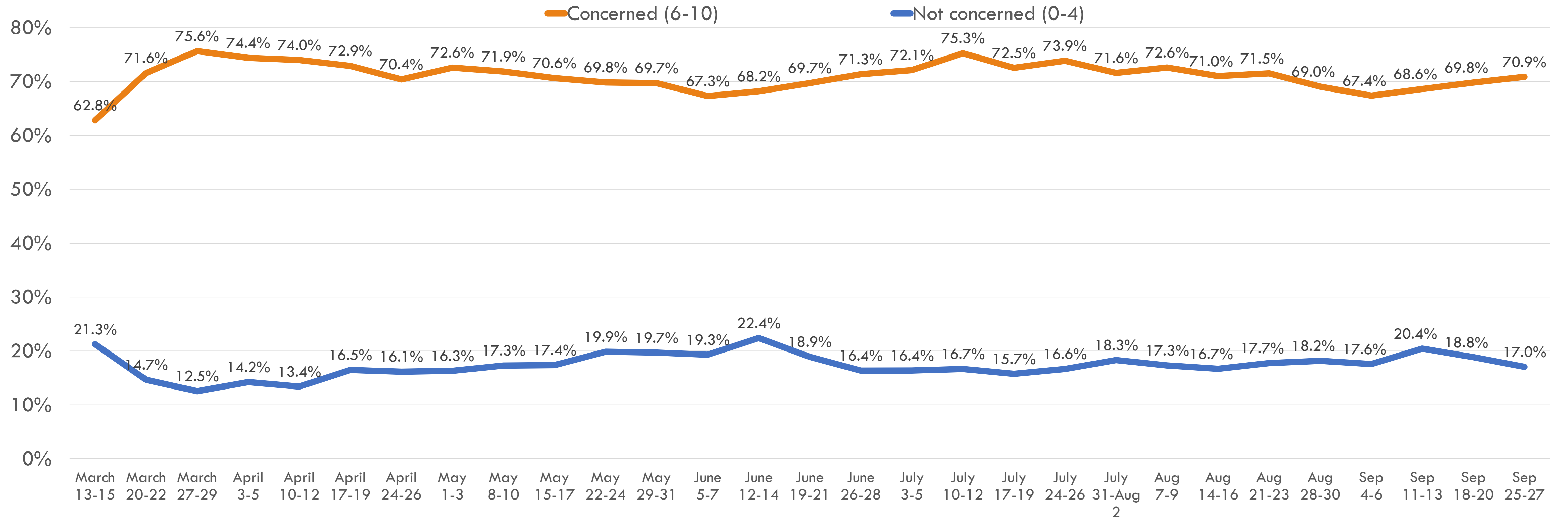DO YOUR RESEARCH

HEALTH CONCERNS (FAMILY & FRIENDS)

Question: Thinking about the current coronavirus situation, in general, how concerned are you about your FRIENDS OR FAMILY contracting the virus? (Please answer using the scale below)

(Base: Wave 29 data. All respondents, 1,205 completed surveys. Data collected Sep 25-27, 2020)

74.3%

73.8% Last week

- 0 - Not at all concerned: 2.8%
- 1: 1.6%
- 2: 3.0%
- 3: 3.7%
- 4: 2.6%
- 5 - Neutral – Neither Concerned nor unconcerned: 12.0%
- 6: 8.9%
- 7: 13.5%
- 8: 17.1%
- 9: 10.6%
- 10 - Extremely concerned: 24.2%

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HEALTH CONCERNS (FAMILY & FRIENDS) (WAVES 1-29)

Question: Thinking about the current coronavirus situation, in general, how concerned are you about your **FRIENDS OR FAMILY** contracting the virus? (Please answer using the scale below)
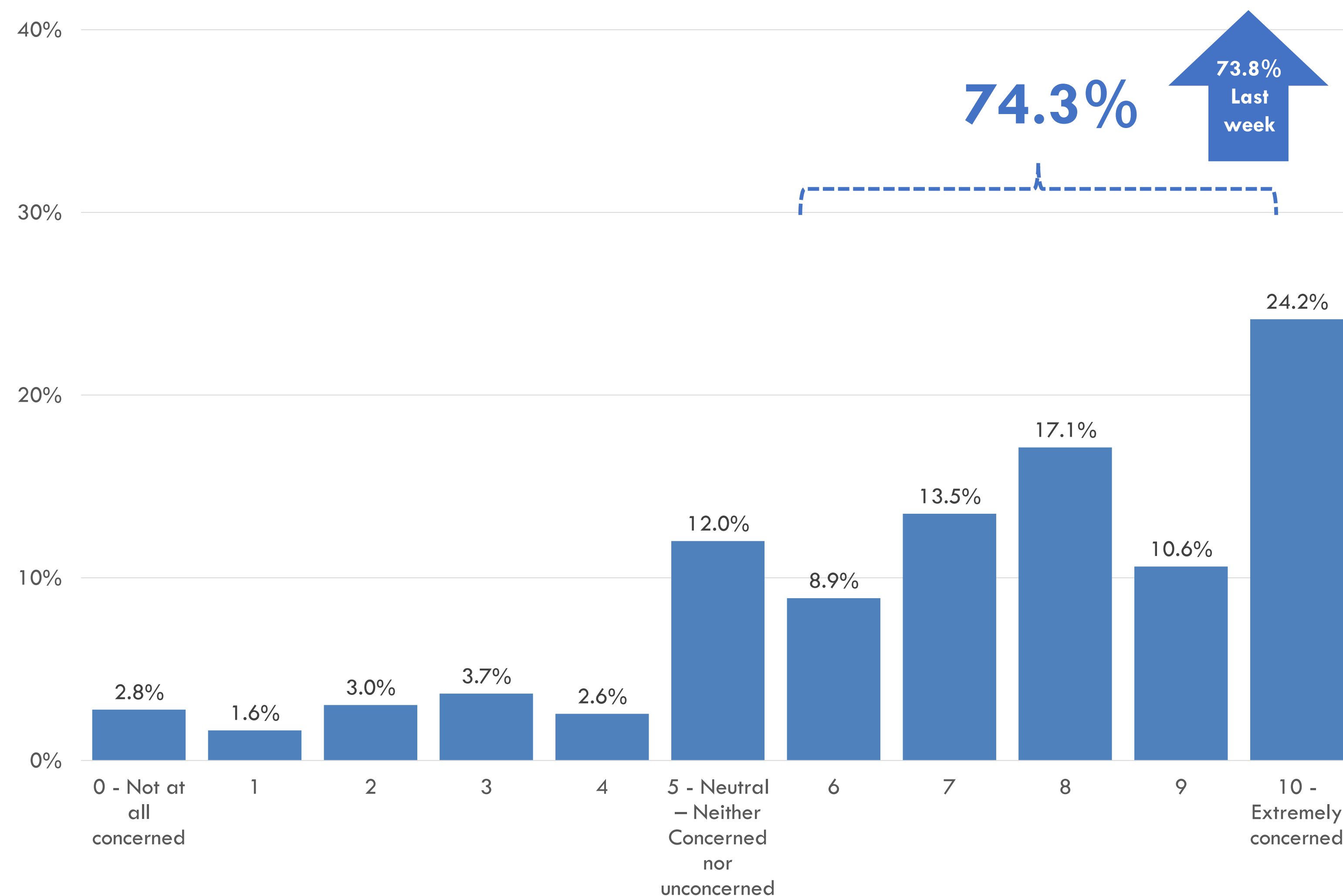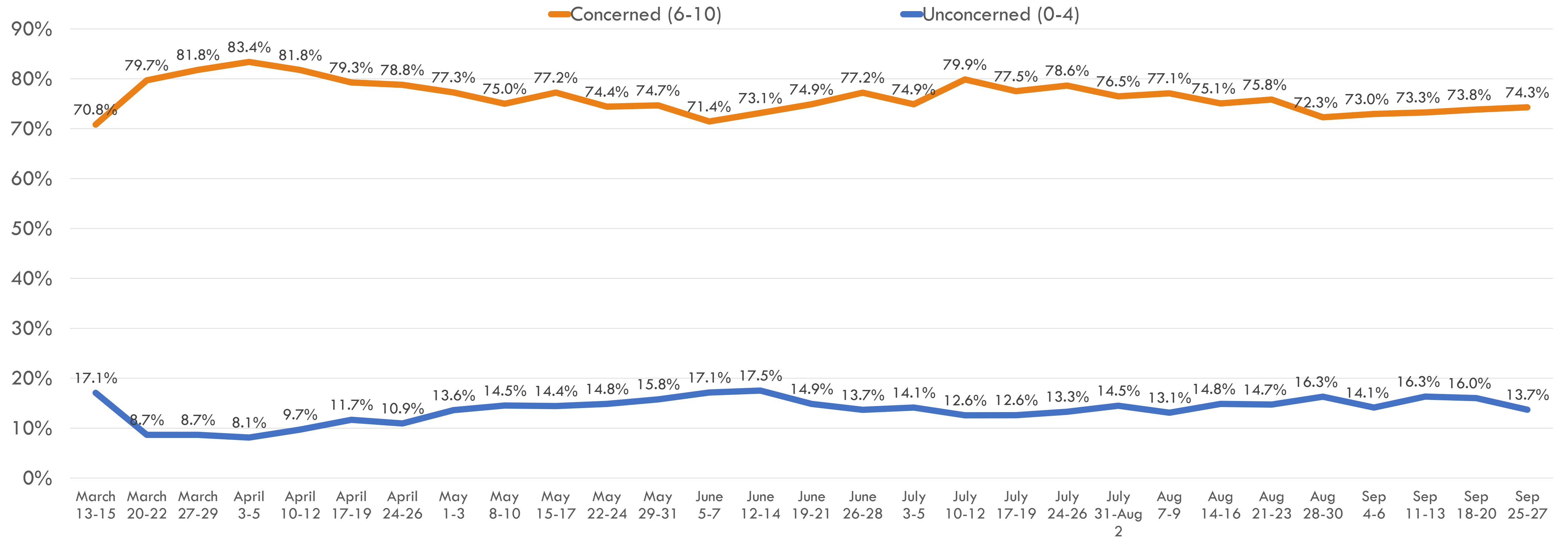

(Base: Waves 1-29. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)

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CONCERNS ABOUT PERSONAL FINANCES

Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on your PERSONAL FINANCES? (Please answer using the scale below)

(Base: Wave 29 data. All respondents, 1,205 completed surveys. Data collected Sep 25-27, 2020)

56.5%

56.7% Last week

Scale	Percentage
0 - Not at all concerned	9.7%
1	4.6%
2	3.9%
3	3.8%
4	2.9%
5 - Neutral – Neither Concerned nor unconcerned	18.7%
6	11.2%
7	11.0%
8	13.3%
9	7.2%
10 - Extremely concerned	13.9%

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CONCERNS ABOUT PERSONAL FINANCES (WAVES 1-29)

Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on your PERSONAL FINANCES? (Please answer using the scale below)
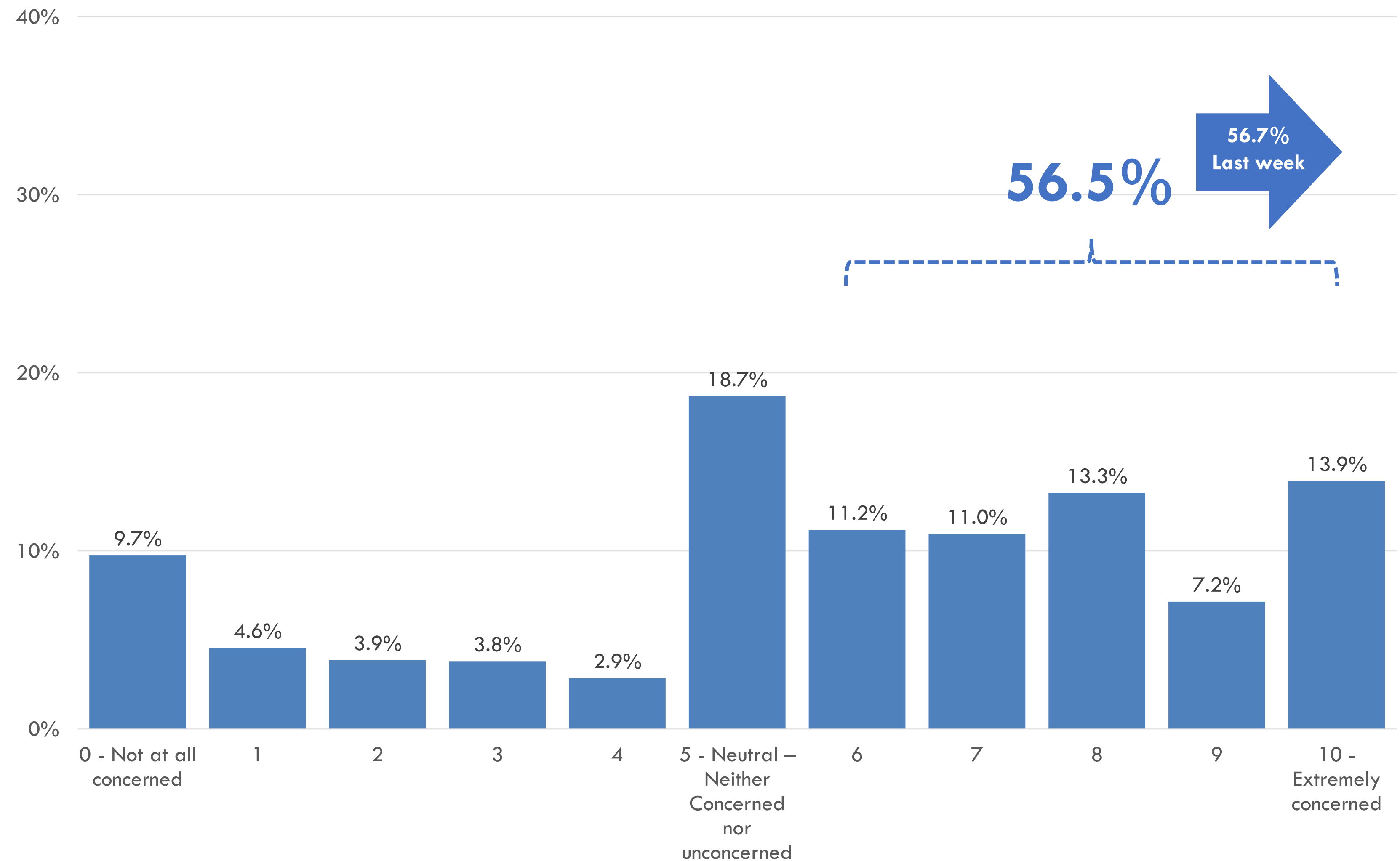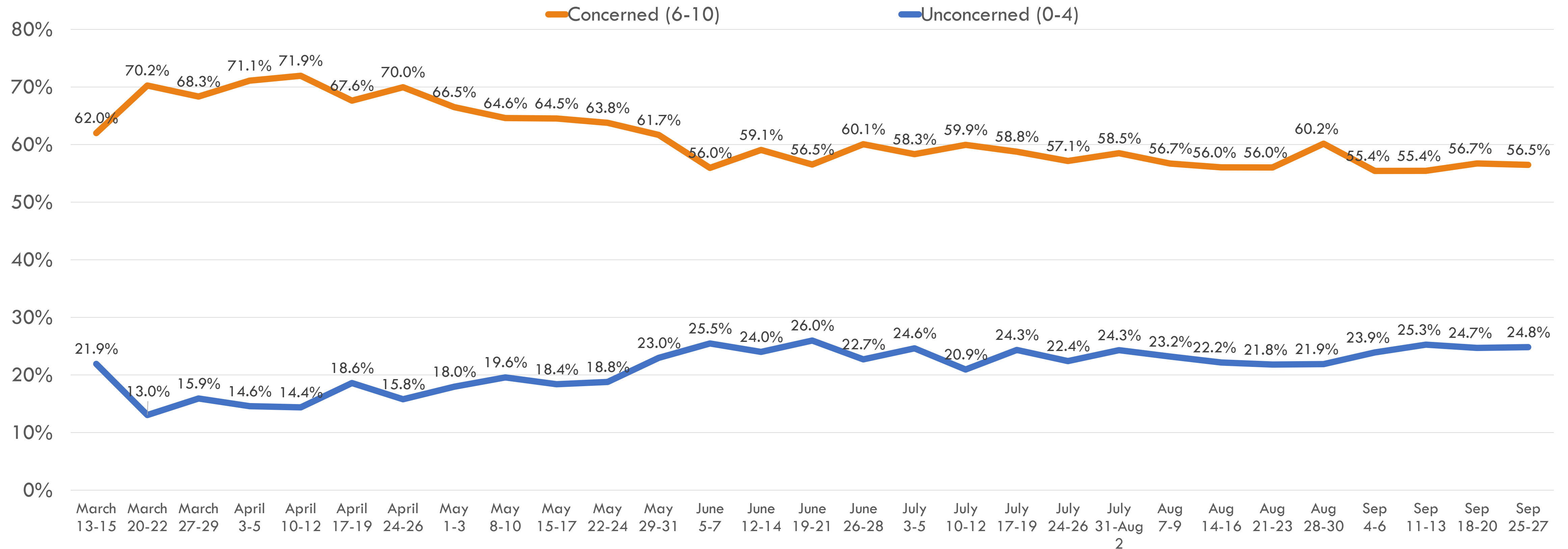

(Base: Waves 1-29. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)

CONCERNS ABOUT NATIONAL ECONOMY

Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on the NATIONAL ECONOMY?

(Base: Wave 29 data. All respondents, 1,205 completed surveys. Data collected Sep 25-27, 2020)

81.2%

83.8% Last week

Response	Percentage
0 - Not at all concerned	1.3%
1	0.6%
2	0.8%
3	1.8%
4	2.3%
5 - Neutral – Neither Concerned nor unconcerned	12.0%
6	9.3%
7	16.0%
8	18.2%
9	11.1%
10 - Extremely concerned	26.6%

CONCERNS ABOUT NATIONAL ECONOMY (WAVES 1-29)

Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on the NATIONAL ECONOMY?
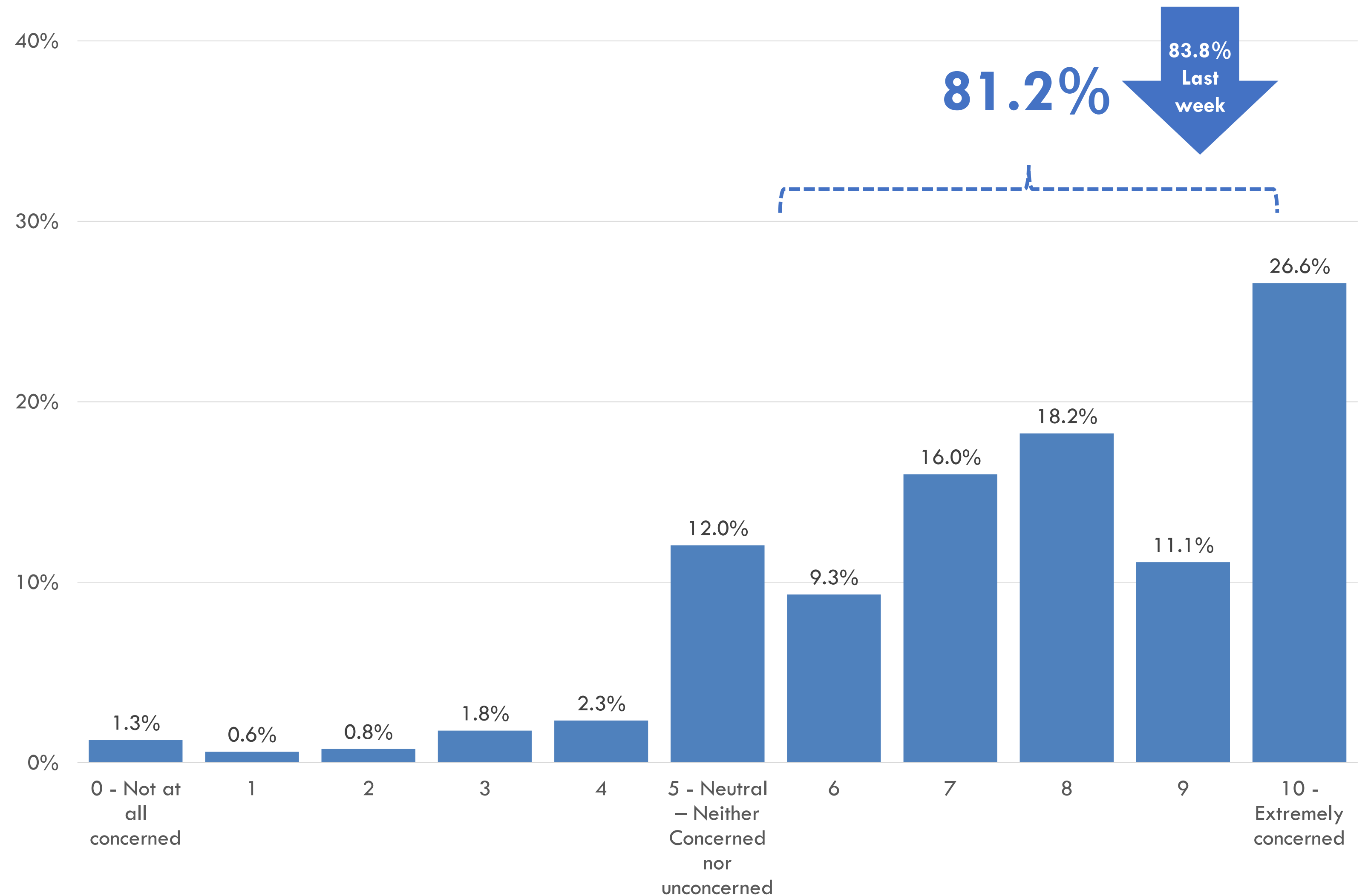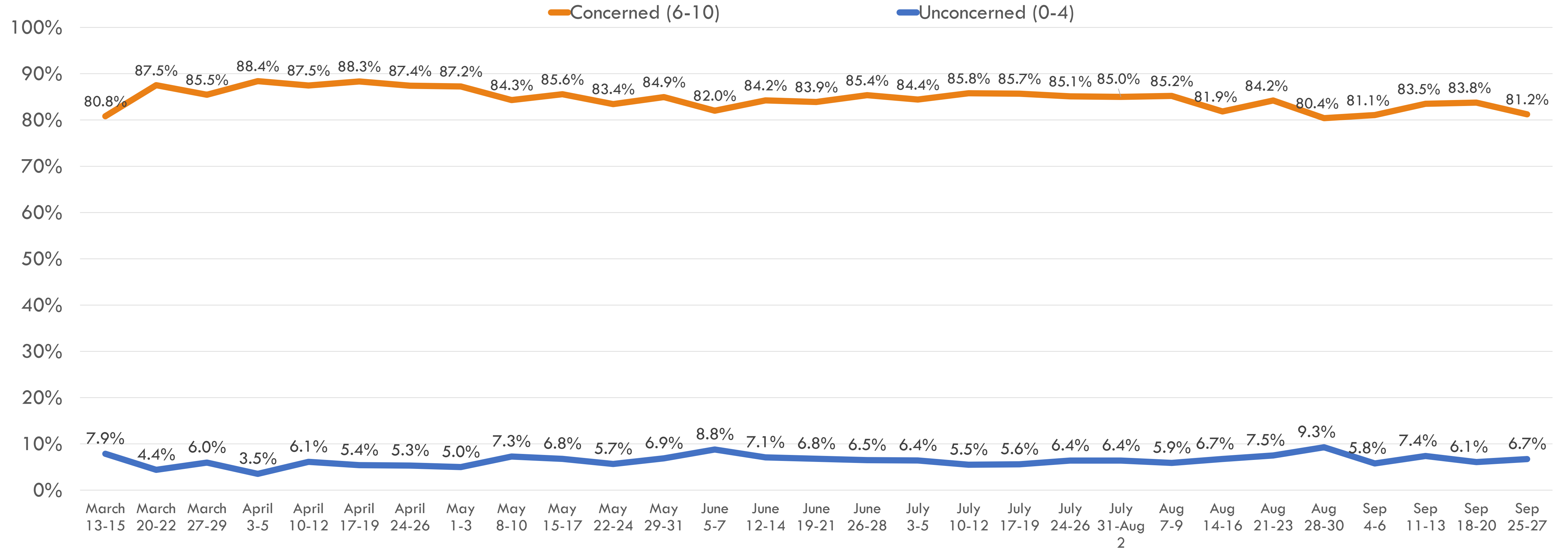

(Base: Waves 1-29. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)
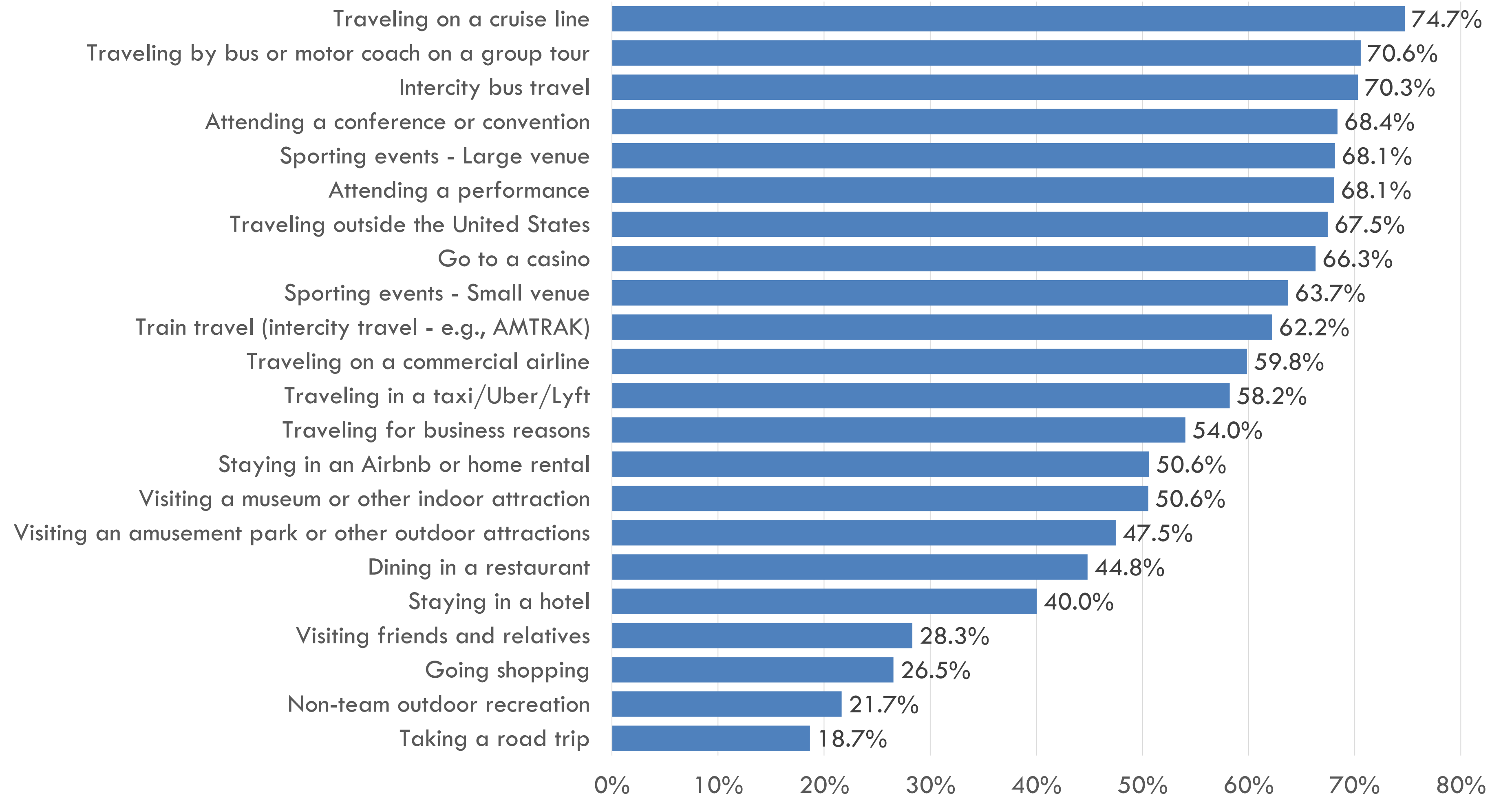
PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 29)

Question: At this moment, how safe would you feel doing each type of travel activity?

(Base: Wave 29 data. All respondents, 1,205 completed surveys. Data collected Sep 25-27, 2020)

Top 2-Box Score: Percent Selecting Each as "Somewhat Unsafe" or "Very Unsafe"

Activity	Percent
Traveling on a cruise line	74.7%
Traveling by bus or motor coach on a group tour	70.6%
Intercity bus travel	70.3%
Attending a conference or convention	68.4%
Sporting events - Large venue	68.1%
Attending a performance	68.1%
Traveling outside the United States	67.5%
Go to a casino	66.3%
Sporting events - Small venue	63.7%
Train travel (intercity travel - e.g., AMTRAK)	62.2%
Traveling on a commercial airline	59.8%
Traveling in a taxi/Uber/Lyft	58.2%
Traveling for business reasons	54.0%
Staying in an Airbnb or home rental	50.6%
Visiting a museum or other indoor attraction	50.6%
Visiting an amusement park or other outdoor attractions	47.5%
Dining in a restaurant	44.8%
Staying in a hotel	40.0%
Visiting friends and relatives	28.3%
Going shopping	26.5%
Non-team outdoor recreation	21.7%
Taking a road trip	18.7%

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PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-29 COMPARISON)

Question: At this moment, how safe would you feel doing each type of travel activity?

(Base: Waves 1-29. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)

% Somewhat unsafe or Very unsafe (AVERAGE SCORE FOR ALL ACTIVITES TESTED)
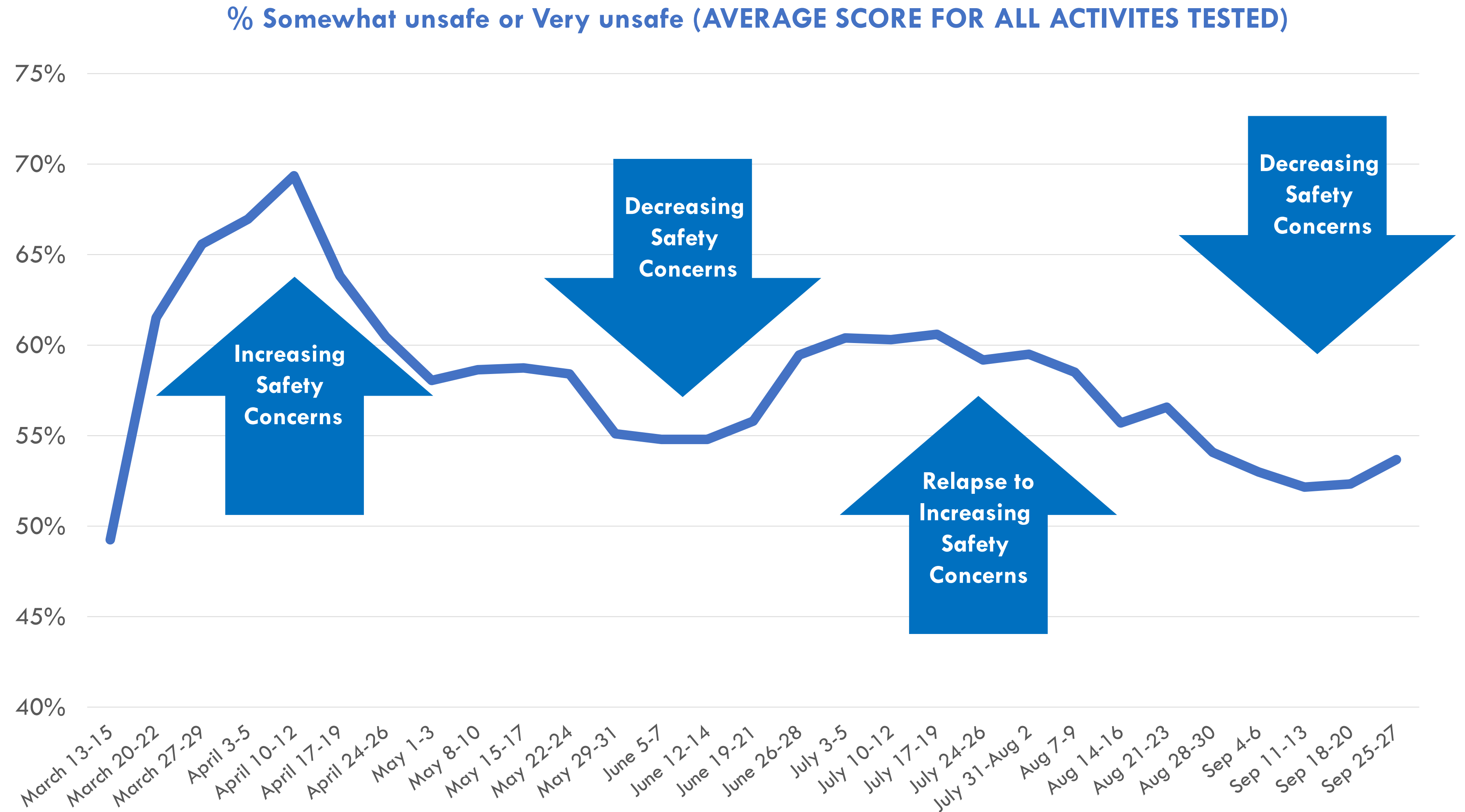
EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

Question: In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change? (Select one)

In the next month the coronavirus situation will _____

(Base: Wave 29 data. All respondents, 1,205 completed surveys. Data collected Sep 25-27, 2020)

Get much worse — 9.7%

Get worse — 33.3%
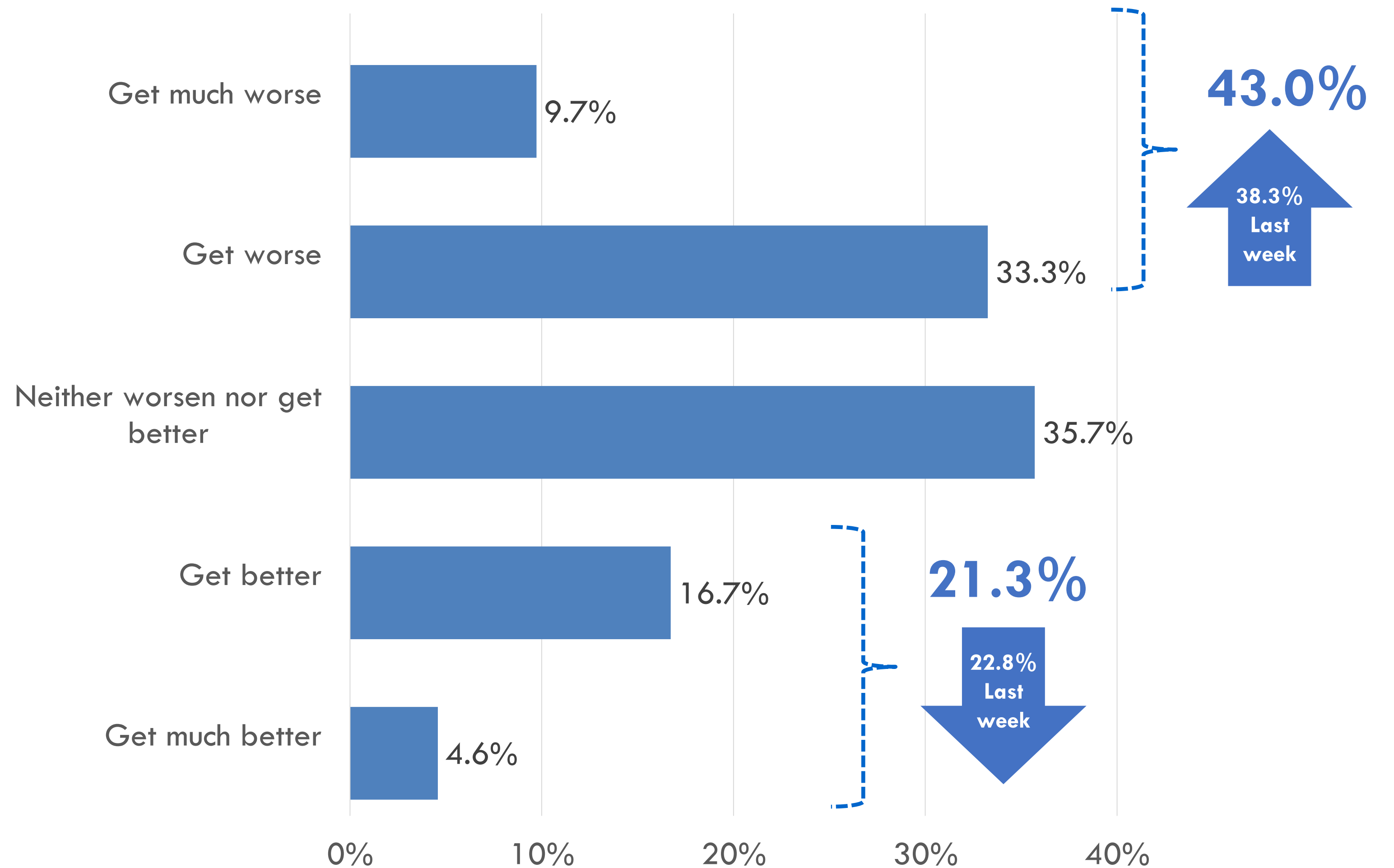
Neither worsen nor get better — 35.7%

Get better — 16.7%

Get much better — 4.6%

43.0%
38.3% Last week

21.3%
22.8% Last week

Question: In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change?

In the next month the coronavirus situation will _____

(Base: Waves 1-29. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)
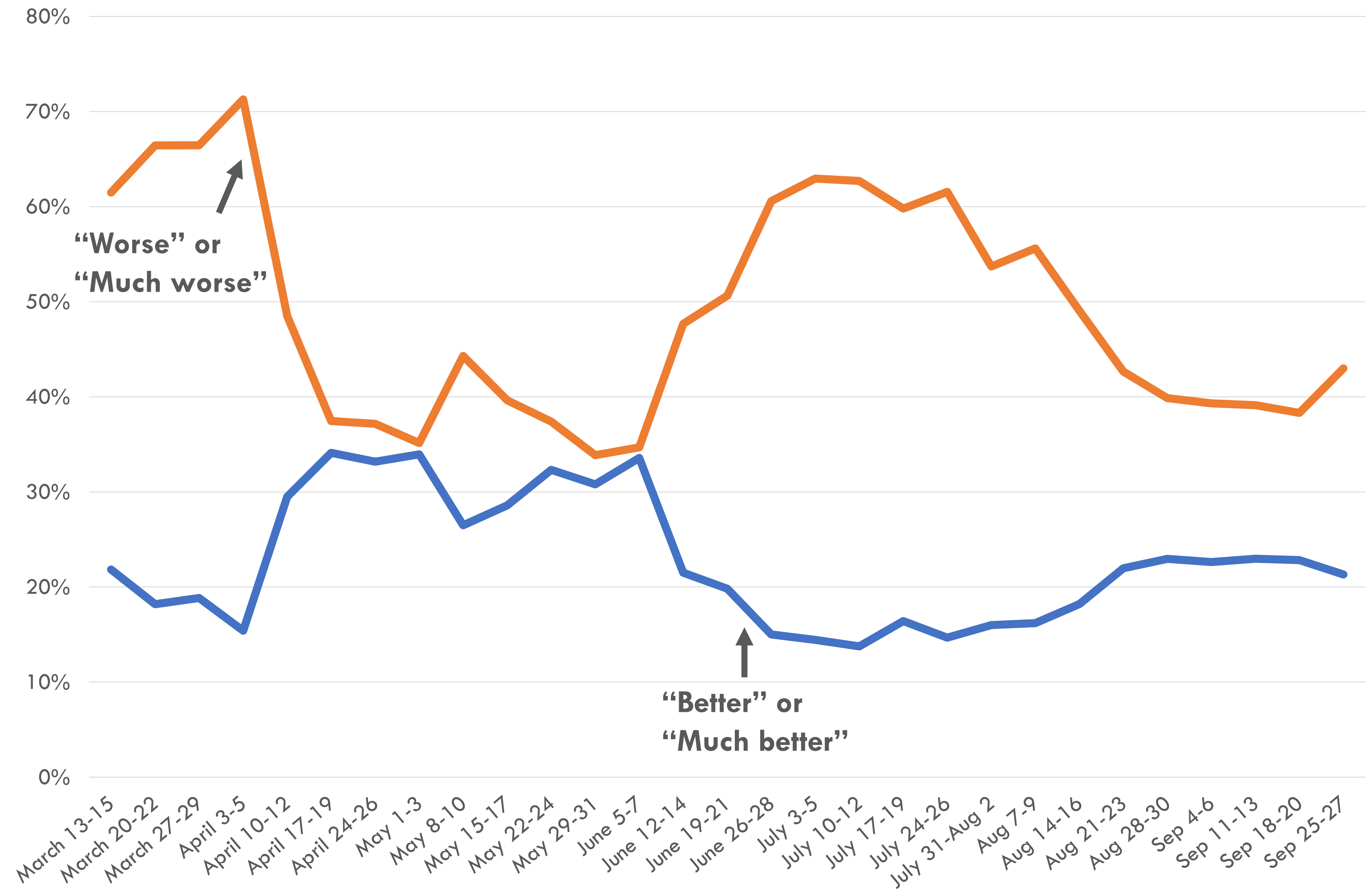
EXCITEMENT TO TRAVEL NOW

Question: Imagine that a good friend (or close family member) asks you to take a weekend getaway with them sometime in the next month.

How excited would you be to go? (Assume the getaway is to a place you want to visit)

(Base: Wave 29 data. All respondents, 1,205 completed surveys. Data collected Sep 25-27, 2020)

10 - Extremely excited — 13.1%
9 — 7.9%
8 — 13.7%
7 — 11.6%
6 — 7.0%
5 - Neutral — Neither excited nor unexcited — 16.0%
4 — 4.0%
3 — 3.5%
2 — 5.1%
1 — 3.5%
0 - Not at all excited — 14.5%

53.3%

52.9% Last week
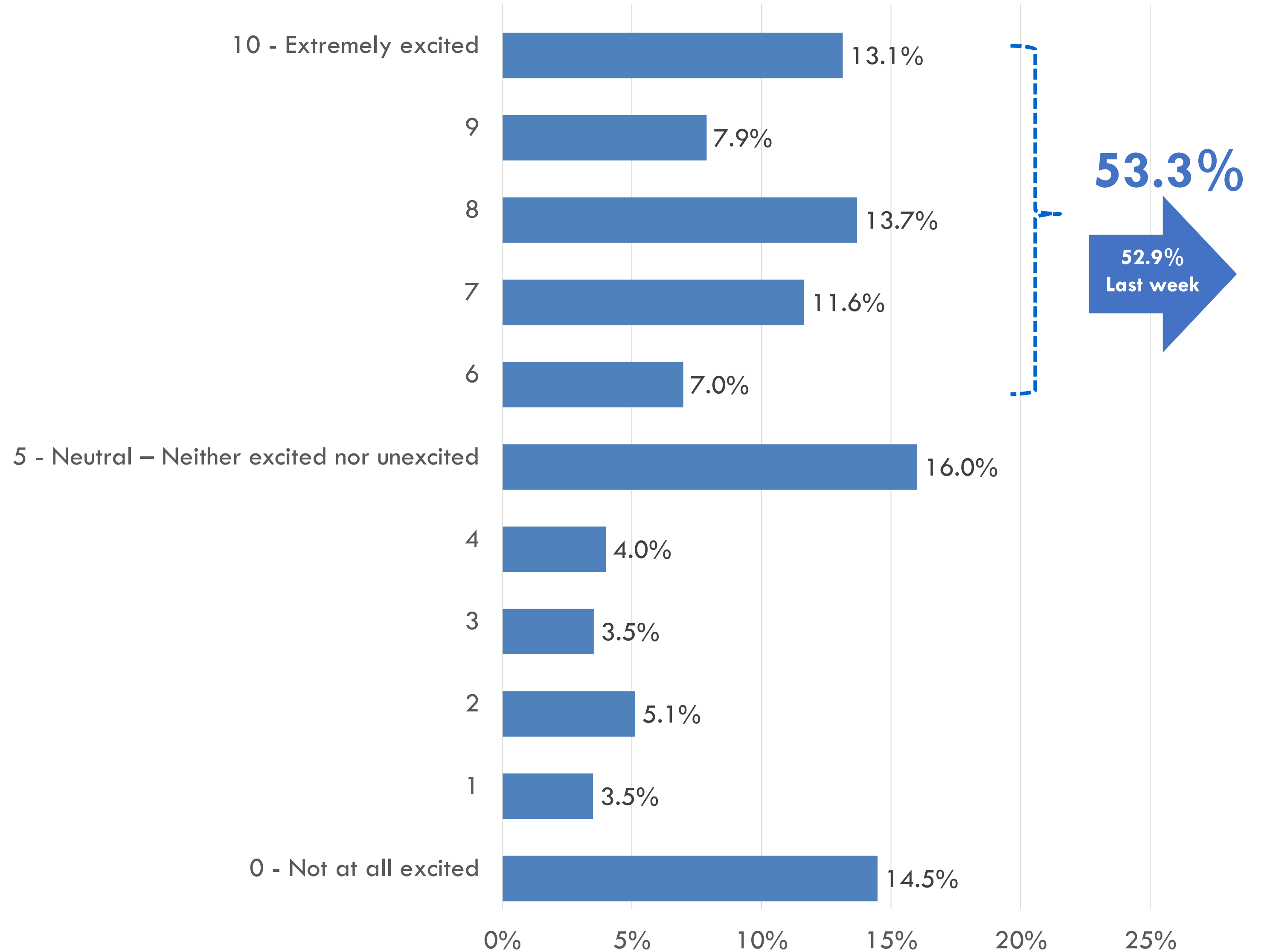
OPENNESS TO TRAVEL INFORMATION

Question: At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?

(Base: Wave 29 data. All respondents, 1,205 completed surveys. Data collected Sep 25-27, 2020)

10 - Extremely excited	11.4%
9	5.9%
8	12.4%
7	10.5%
6	9.1%
5 - Neutral – Neither excited nor unexcited	21.2%
4	4.3%
3	4.1%
2	5.0%
1	2.7%
0 - Not at all excited	13.4%

49.3%

51.8% last week

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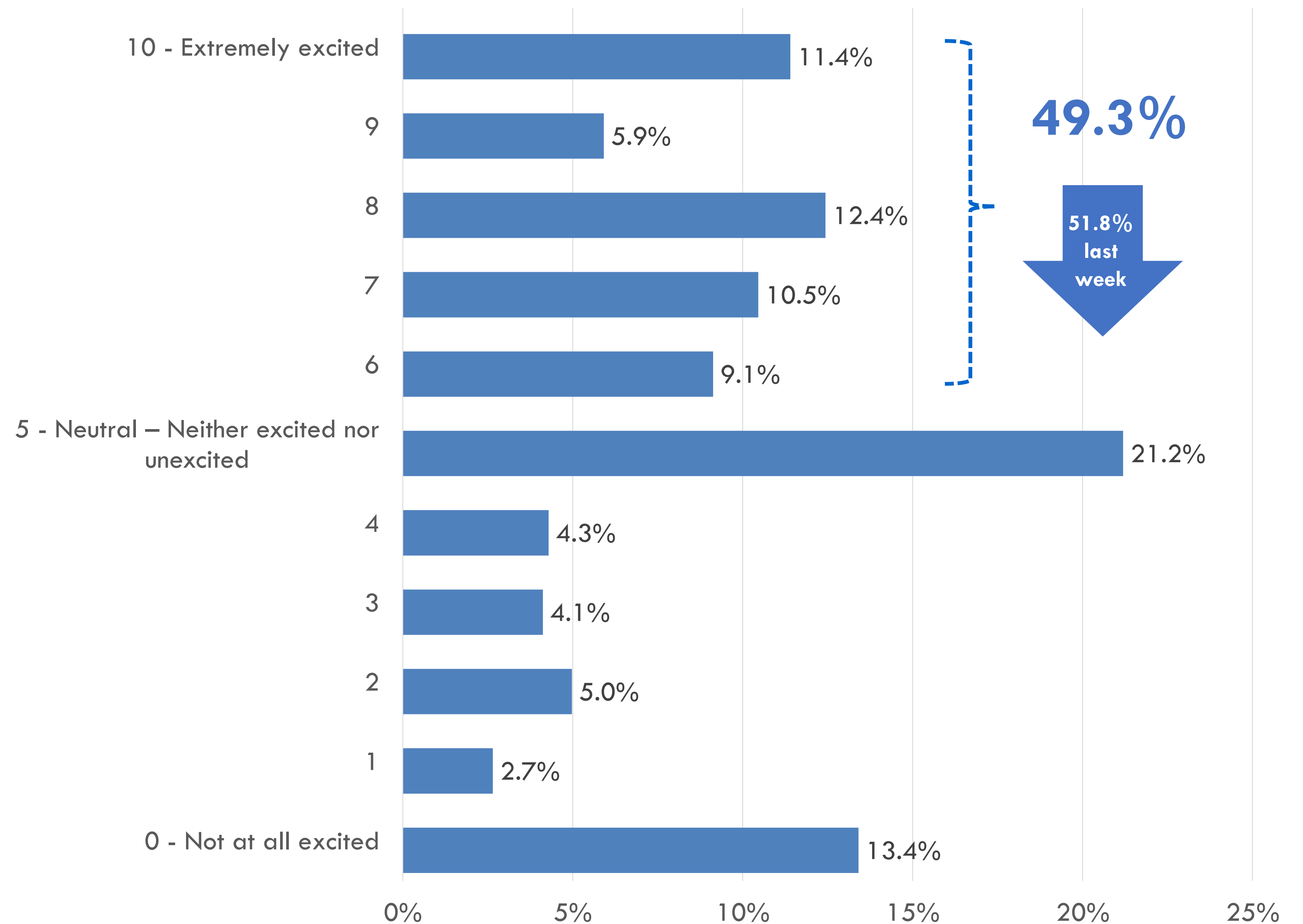
MOST TALKED ABOUT CORONAVIRUS HOTSPOTS

Question: What are the THREE (3) U.S. travel destinations (if any) that have been most talked about as places with coronavirus issues? (OPEN-ENDED QUESTION)

(Base: Wave 29 data. All respondents, 1,205 completed surveys. Data collected Sep 25-27, 2020)

Destination	Percentage
New York	65.7%
Florida	54.7%
California	41.9%
Texas	18.8%
Arizona	8.8%
Los Angeles	8.4%
Las Vegas	8.1%
Miami	5.4%
New Jersey	4.8%
Chicago	4.6%
Hawaii	4.2%
Seattle	4.0%
Washington	3.8%
New Orleans	3.7%
Georgia	3.1%

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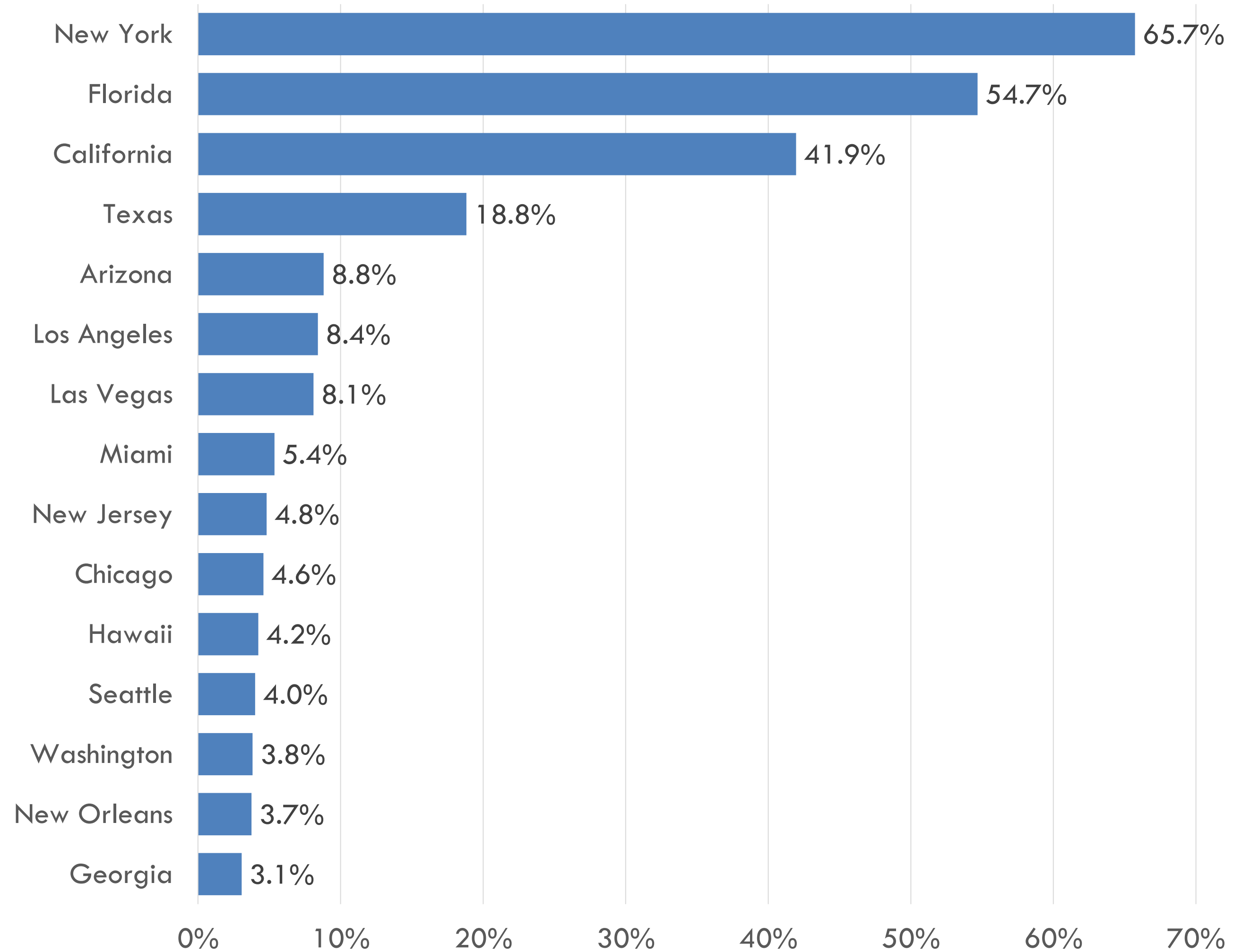
MOST TALKED ABOUT CORONAVIRUS HOTSPOTS (WAVES 1-29)

Question: What are the THREE (3) U.S. travel destinations (if any) that have been most talked about as places with coronavirus issues? (OPEN-ENDED QUESTION)
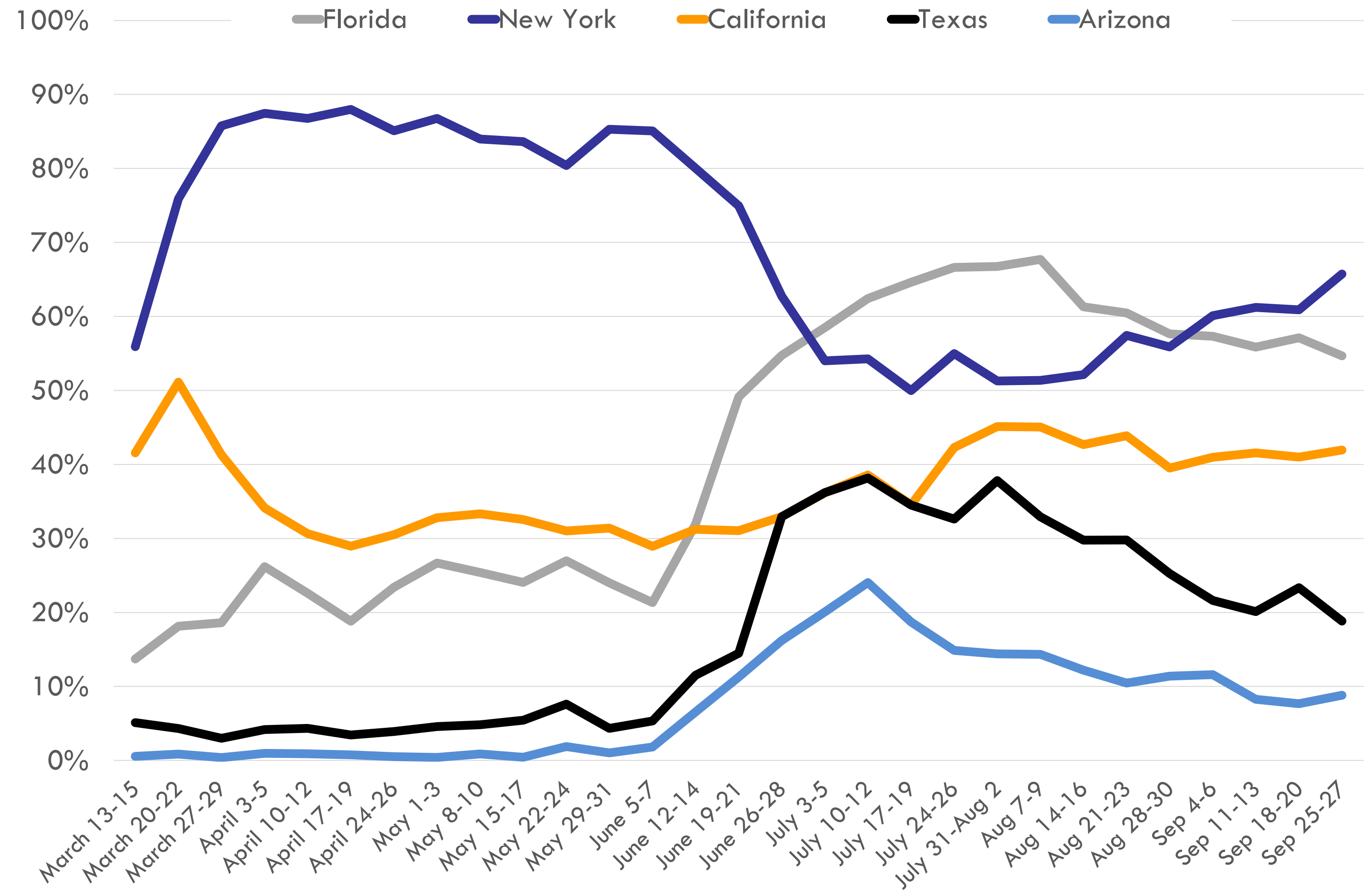
(Base: Waves 1-29. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)

IMPACT OF CORONAVIRUS ISSUES ON FUTURE INTENT TO VISIT

Question: When the coronavirus situation is over, will you be less likely to visit any of these destinations because of their current Coronavirus-related issues?

(Base: Wave 29 data. All respondents, 1,205 completed surveys. Data collected Sep 25-27, 2020)
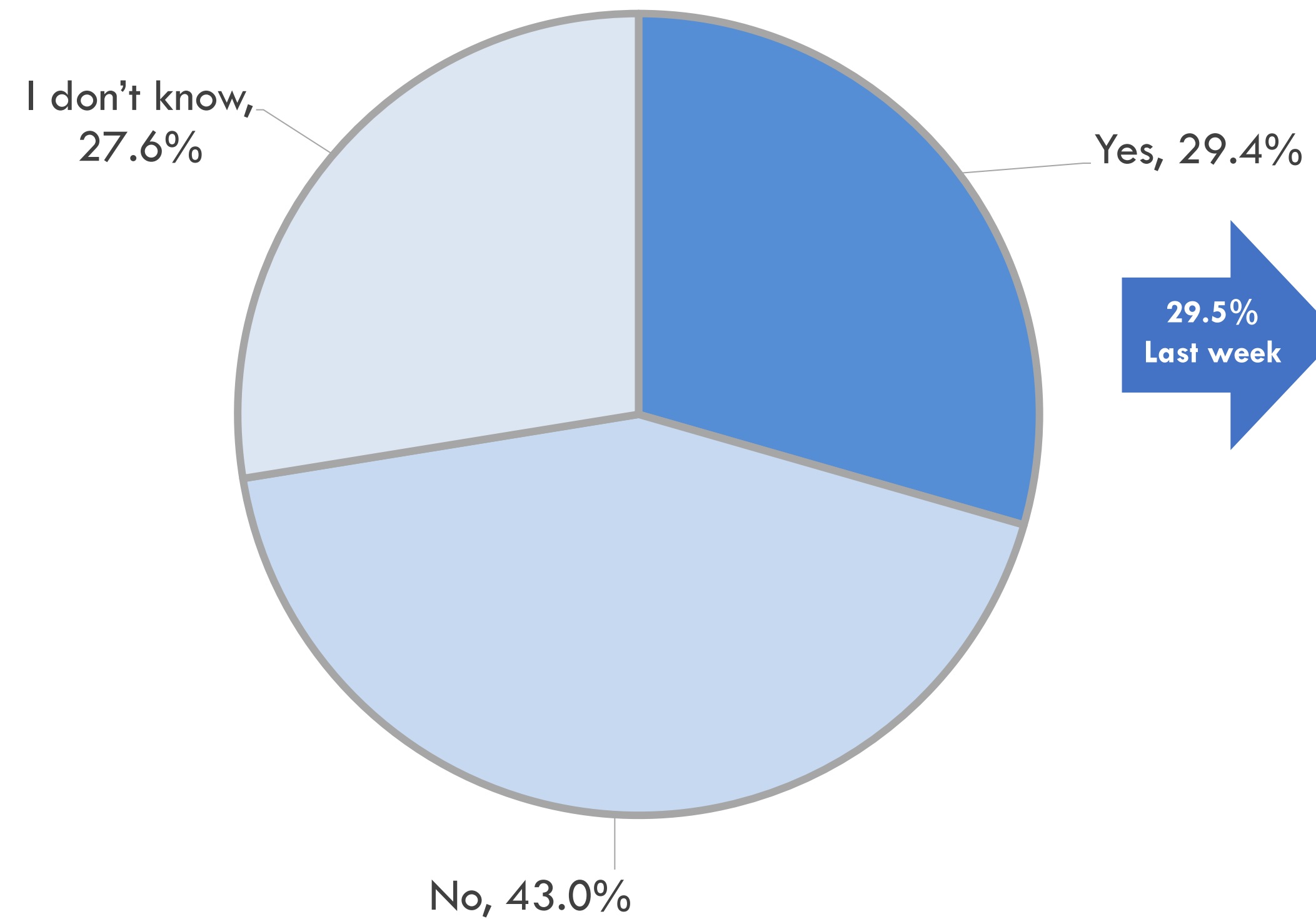
I don't know, 27.6%

Yes, 29.4%

29.5% Last week

No, 43.0%

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THE PANDEMIC'S IMPACT ON TRAVEL

IMPACT OF THE CORONAVIRUS ON TRAVEL

Question: Has the current coronavirus situation affected your travel in any way? (Please consider all your travel--leisure, business, group meeting, etc.)

Historical data
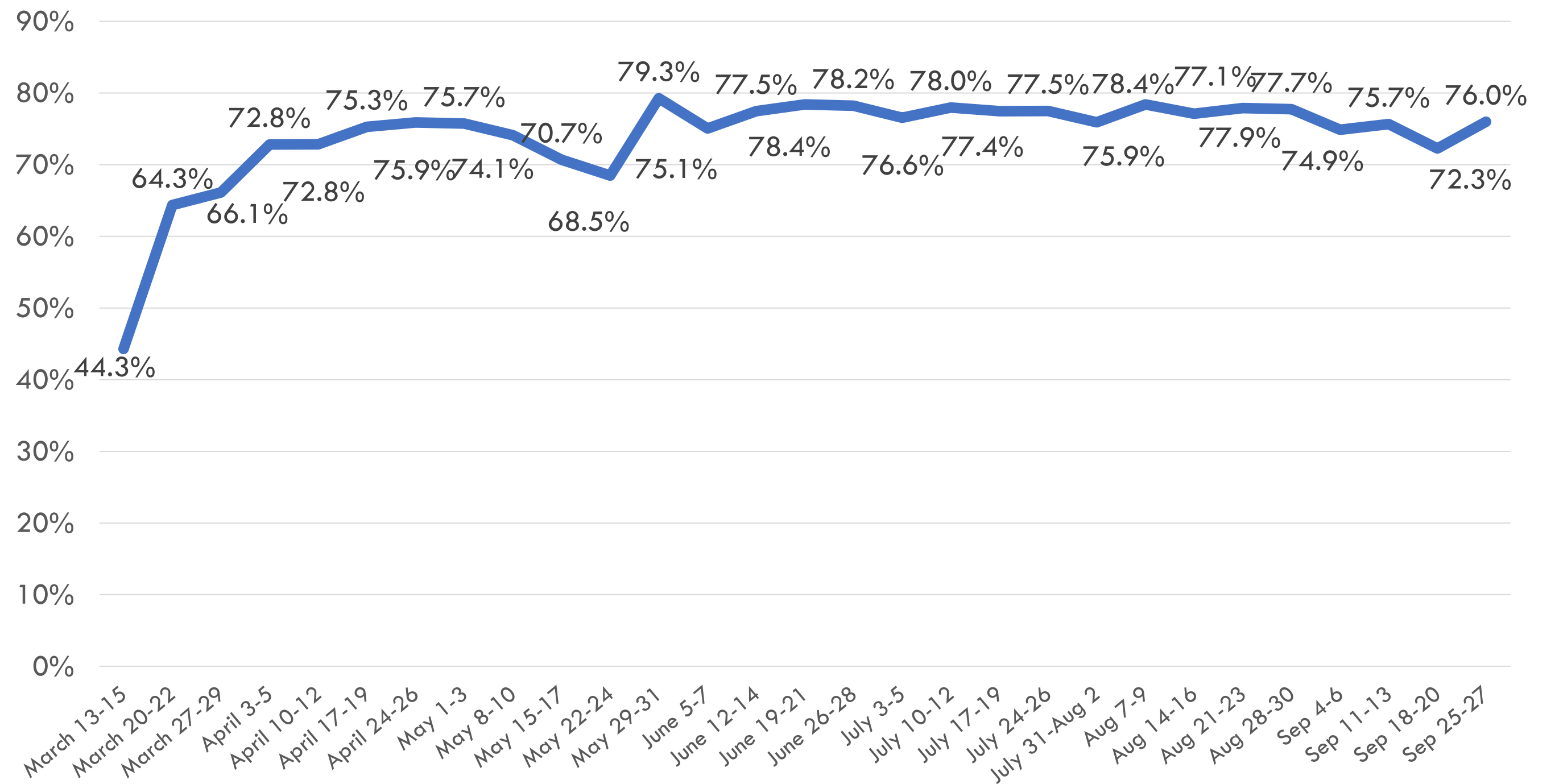
I don't know, 2.2%

No, 21.9%

Yes, 76.0%

Chart values: 44.3%, 64.3%, 66.1%, 72.8%, 72.8%, 75.3%, 75.9%, 75.7%, 74.1%, 70.7%, 68.5%, 75.1%, 79.3%, 78.4%, 77.5%, 78.2%, 76.6%, 78.0%, 77.4%, 77.5%, 75.9%, 78.4%, 77.1%, 77.9%, 77.7%, 74.9%, 75.7%, 72.3%, 76.0%

X-axis: March 13-15, March 20-22, March 27-29, April 3-5, April 10-12, April 17-19, April 24-26, May 1-3, May 8-10, May 15-17, May 22-24, May 29-31, June 5-7, June 12-14, June 19-21, June 26-28, July 3-5, July 10-12, July 17-19, July 24-26, July 31-Aug 2, Aug 7-9, Aug 14-16, Aug 21-23, Aug 28-30, Sep 4-6, Sep 11-13, Sep 18-20, Sep 25-27

(Base: Waves 1-29. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)
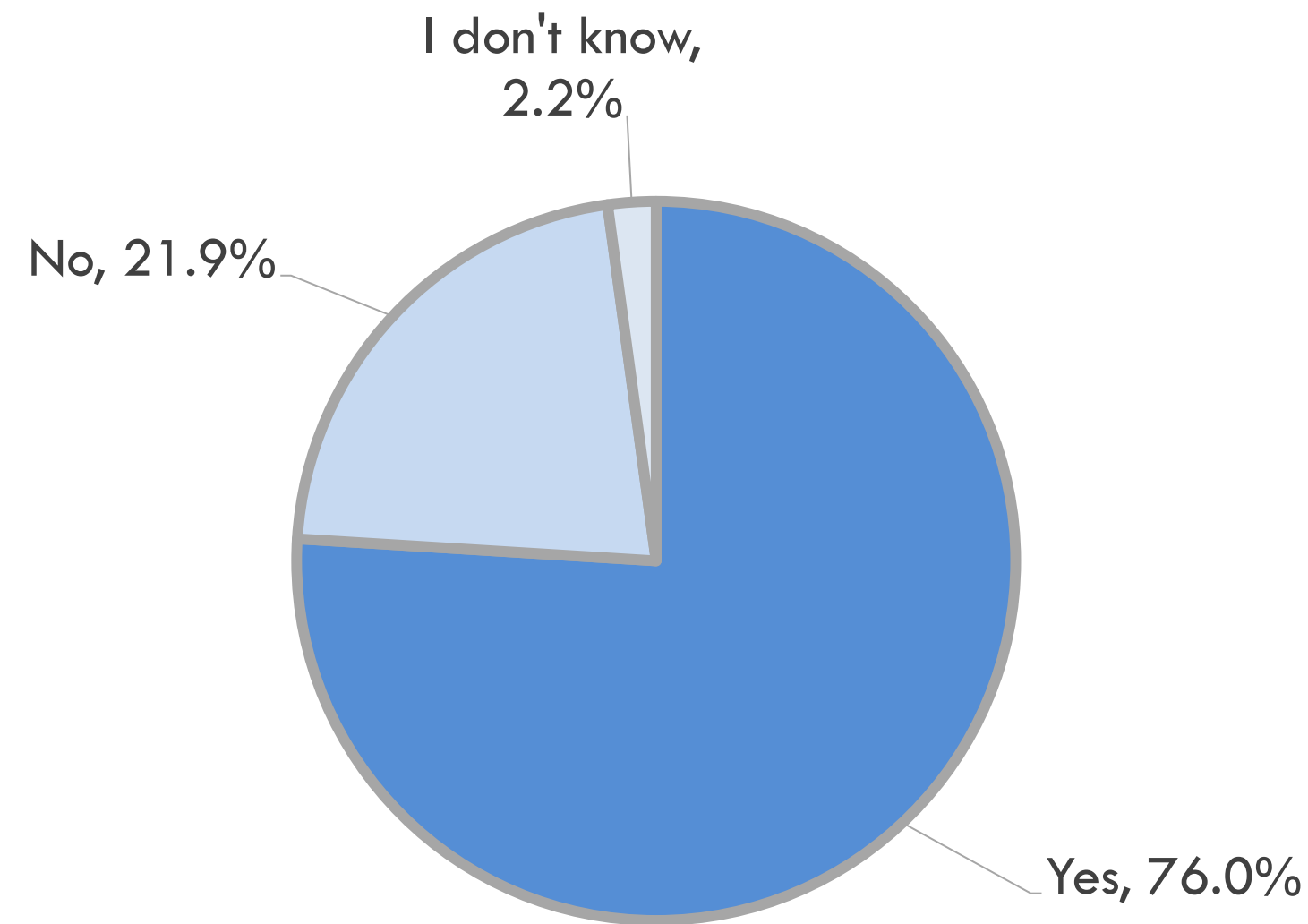
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HOW THE CORONAVIRUS HAS IMPACTED TRAVEL

Question: **How has the coronavirus situation affected your travel? (Select all that apply)**

Due to the coronavirus situation, I have_____.

(Base: Wave 29. Respondents whose travel was impacted by the coronavirus, 916 completed surveys. Data collected Sep 25-27, 2020)

Canceled a trip(s) — 70.1%

Postponed a trip(s) — 52.0%

Changed destinations I would visit — 14.7%

Changed the mode of transportation used — 11.9%

Changed my activities on a trip(s) — 10.9%

Shortened the length of a trip(s) — 5.2%
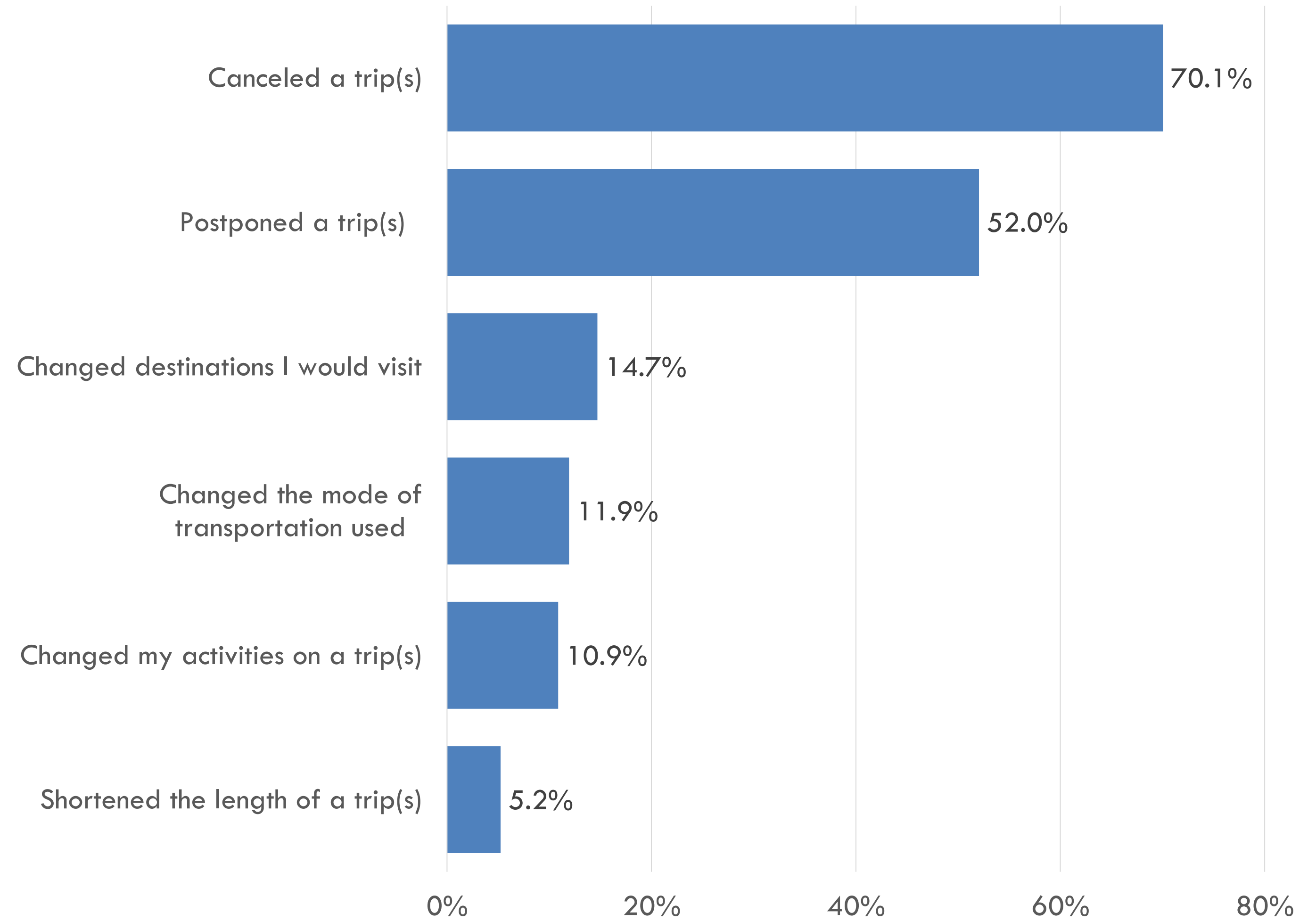
WHY THE CORONAVIRUS IS IMPACTING TRAVEL

Question: Which of the following are reasons the coronavirus situation has changed your travels?

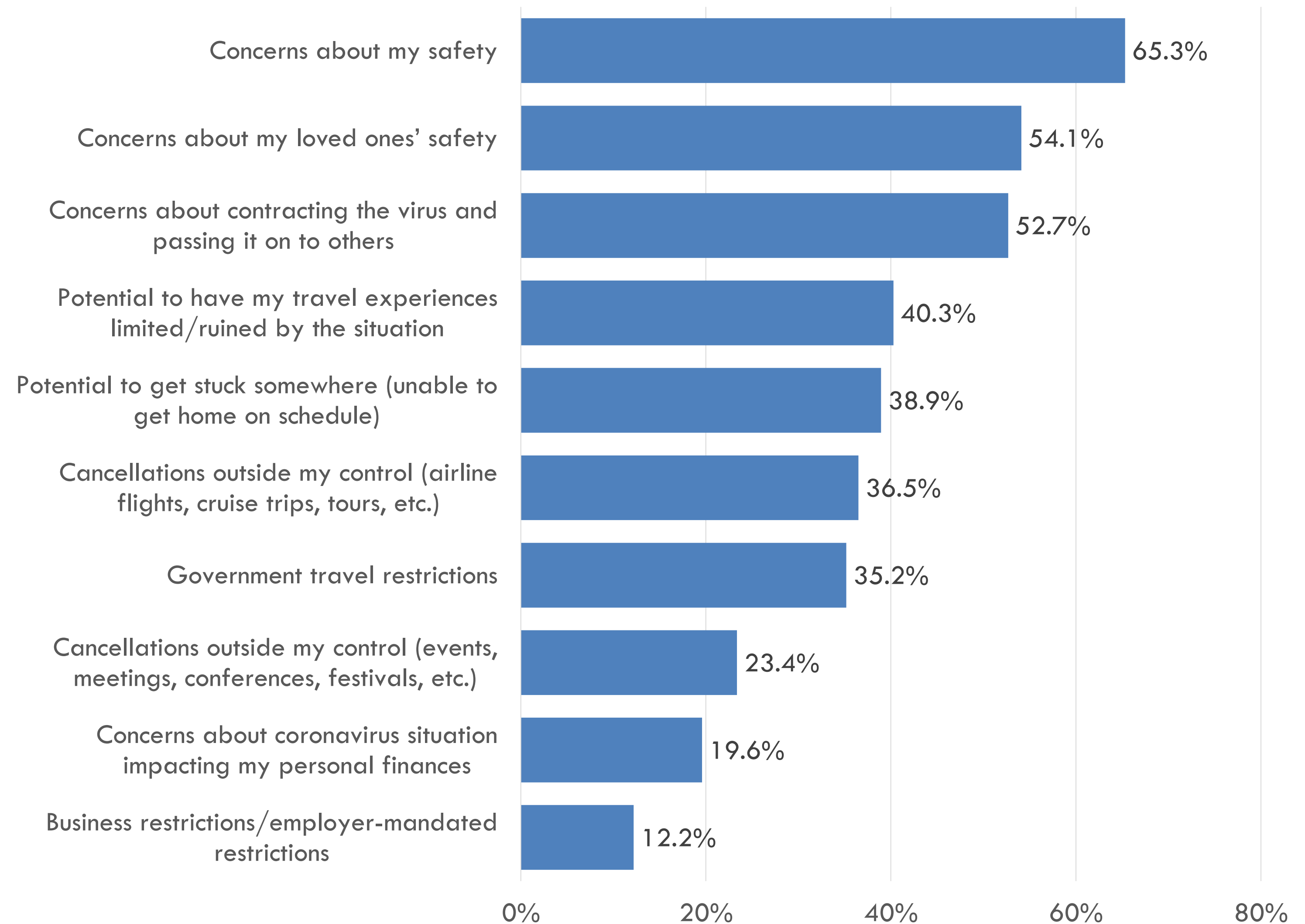*(Base: Wave 29. Respondents whose travel was impacted by the coronavirus, 914 completed surveys. Data collected Sep 25-27, 2020)*

Reason	Percentage
Concerns about my safety	65.3%
Concerns about my loved ones' safety	54.1%
Concerns about contracting the virus and passing it on to others	52.7%
Potential to have my travel experiences limited/ruined by the situation	40.3%
Potential to get stuck somewhere (unable to get home on schedule)	38.9%
Cancellations outside my control (airline flights, cruise trips, tours, etc.)	36.5%
Government travel restrictions	35.2%
Cancellations outside my control (events, meetings, conferences, festivals, etc.)	23.4%
Concerns about coronavirus situation impacting my personal finances	19.6%
Business restrictions/employer-mandated restrictions	12.2%

Destination Analysts
DO YOUR RESEARCH

TRIPS CANCELLED/POSTPONED

Question: How many trips did you cancel?

Wave 29 (Sep 25-27)

Avg. # trips cancelled = 2.0

Trips	Percentage
6 or more	2.7%
5	1.4%
4	4.7%
3	12.4%
2	34.2%
1	44.7%
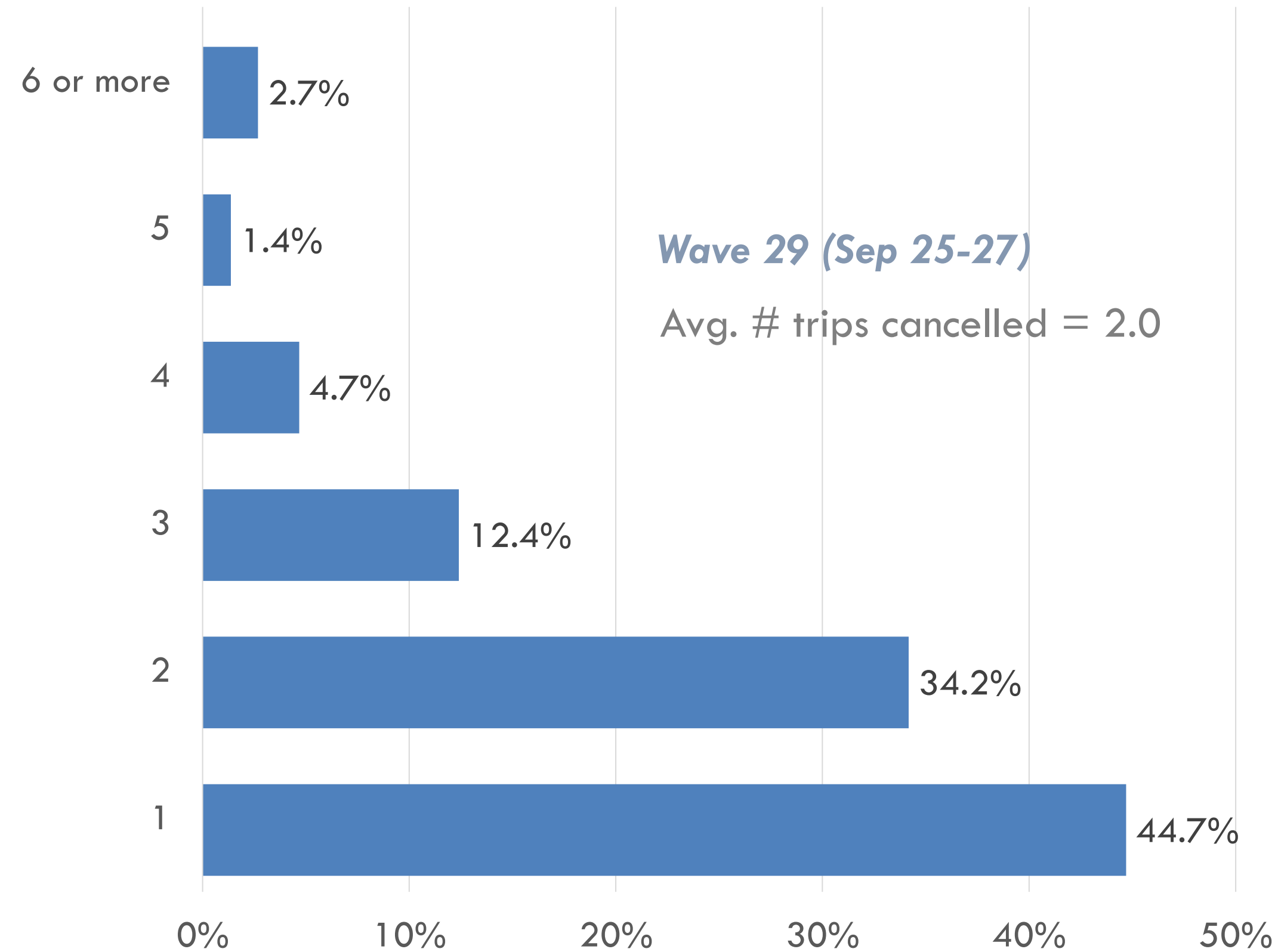
Question: How many trips did you postpone?

Wave 29 (Sep 25-27)

Avg. # trips postponed = 1.7

Trips	Percentage
6 or more	2.6%
5	1.3%
4	2.2%
3	9.3%
2	24.4%
1	60.2%
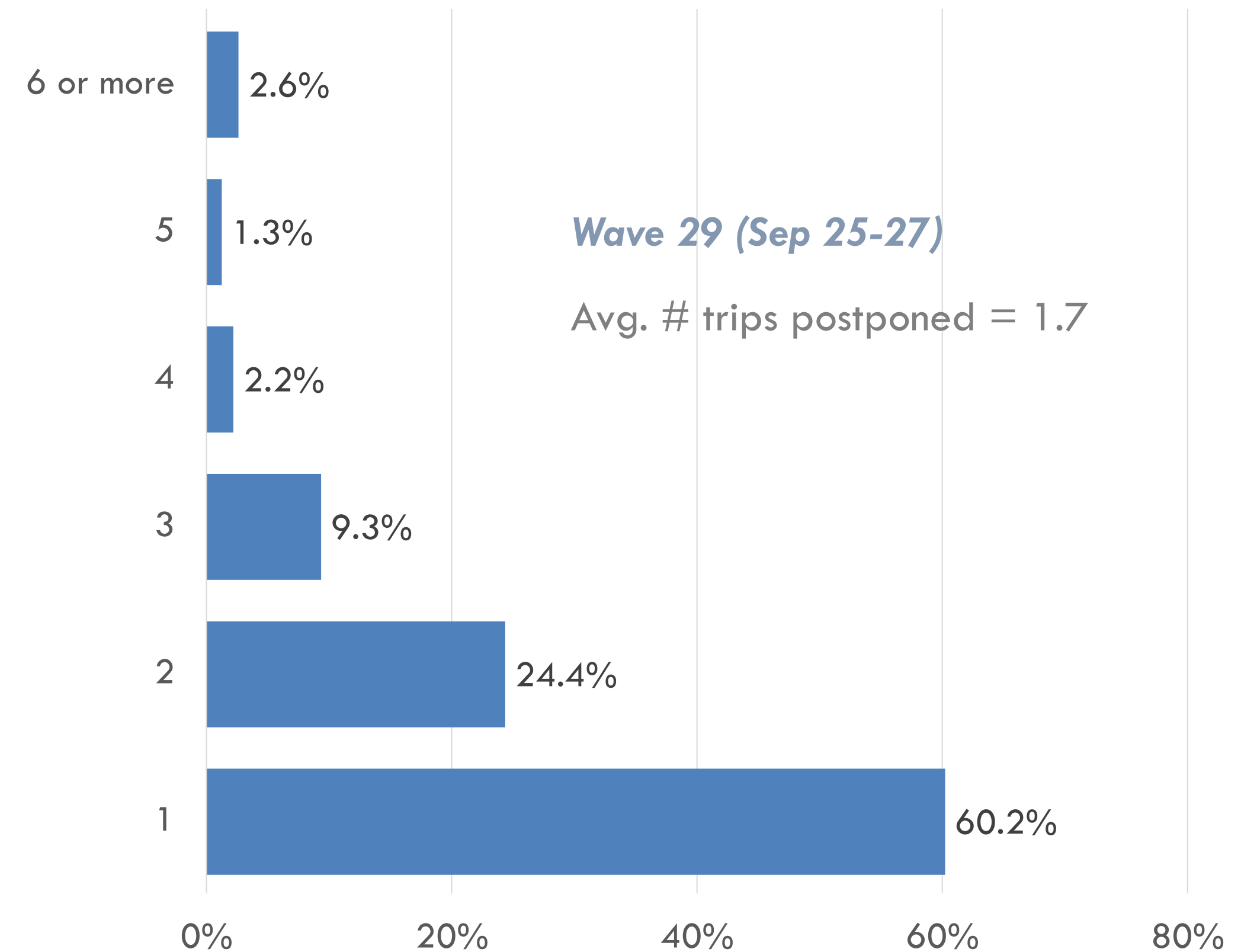
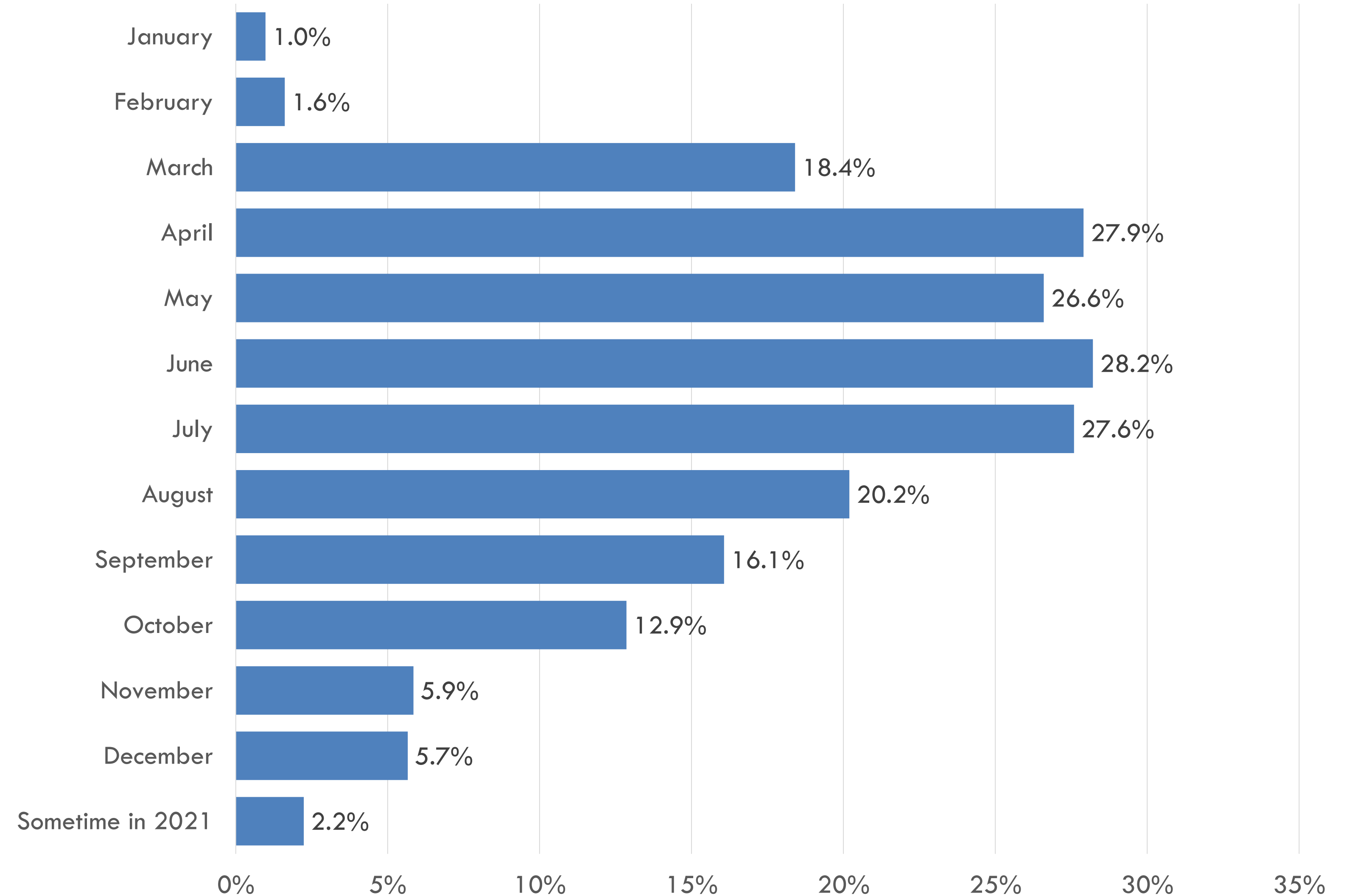*(Base: Wave 29 data. Respondents cancelling/postponing a trip, 650/477 completed surveys. Data collected Sep 25-27, 2020)*

Destination Analysts
DO YOUR RESEARCH

MONTH OF TRIP CANCELLATION

Question: The trip(s) you CANCELED would have taken place in which months? (Select all that apply)

(Base: Wave 29 data. Respondents cancelling a trip, 649 completed surveys. Data collected Sep 25-27, 2020)

Month	Percentage
January	1.0%
February	1.6%
March	18.4%
April	27.9%
May	26.6%
June	28.2%
July	27.6%
August	20.2%
September	16.1%
October	12.9%
November	5.9%
December	5.7%
Sometime in 2021	2.2%

Destination Analysts
DO YOUR RESEARCH

MONTH OF TRIP CANCELLATION

Legend:
- March 13-15
- March 20-22
- March 27-29
- April 3-5
- April 10-12
- April 17-19
- April 24-26
- May 1-3
- May 8-10
- May 15-17
- May 22-24
- May 29-31
- June 5-7
- June 12-14
- June 19-21
- June 26-28
- July 3-5
- July 10-12
- July 17-19
- July 24-26
- July 31-Aug 2
- August 7-9
- August 14-16
- August 21-23
- August 28-30
- September 4-6
- September 11-13
- September 18-20
- September 25-27

Categories: September, October, November, December, Sometime in 2021

(Base: Waves 1-29. Cancelling trips, 292, 477, 506, 580, 623, 643, 582, 640, 605, 582, 554, 651, 616, 645, 640, 665, 728, 675, 672, 664, 687, 626, 620, 636, 654, 613, 619 and 649 completed surveys.)

Destination Analysts
DO YOUR RESEARCH

DID TRAVELER GET FULL REFUNDS?

Question: Did you get full refunds for any reservations you canceled? (Select one)

Historical data

(Base: Wave 29 data. Respondents cancelling a trip, 649 completed surveys. Data collected Sep 25-27, 2020)

Destination Analysts
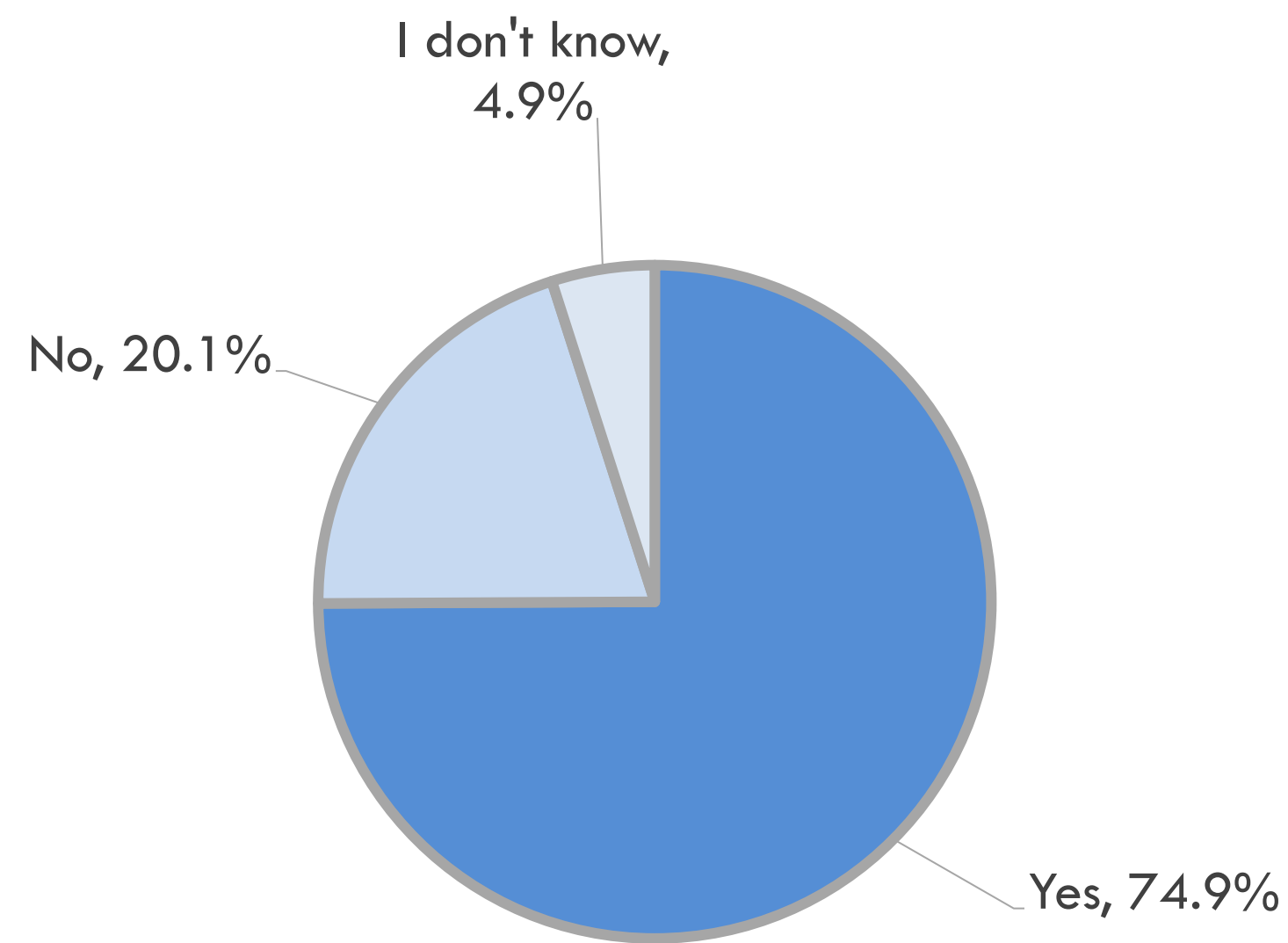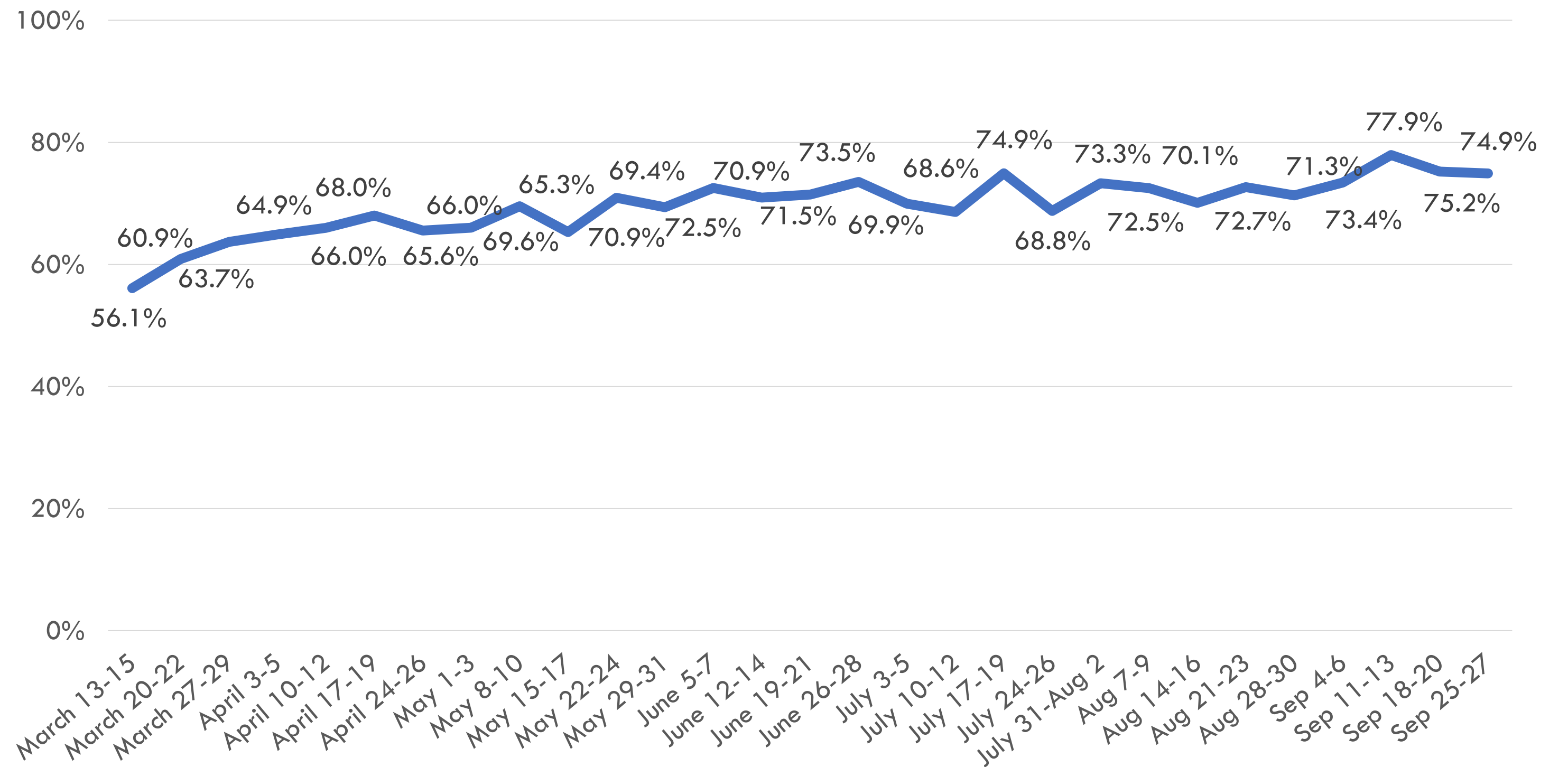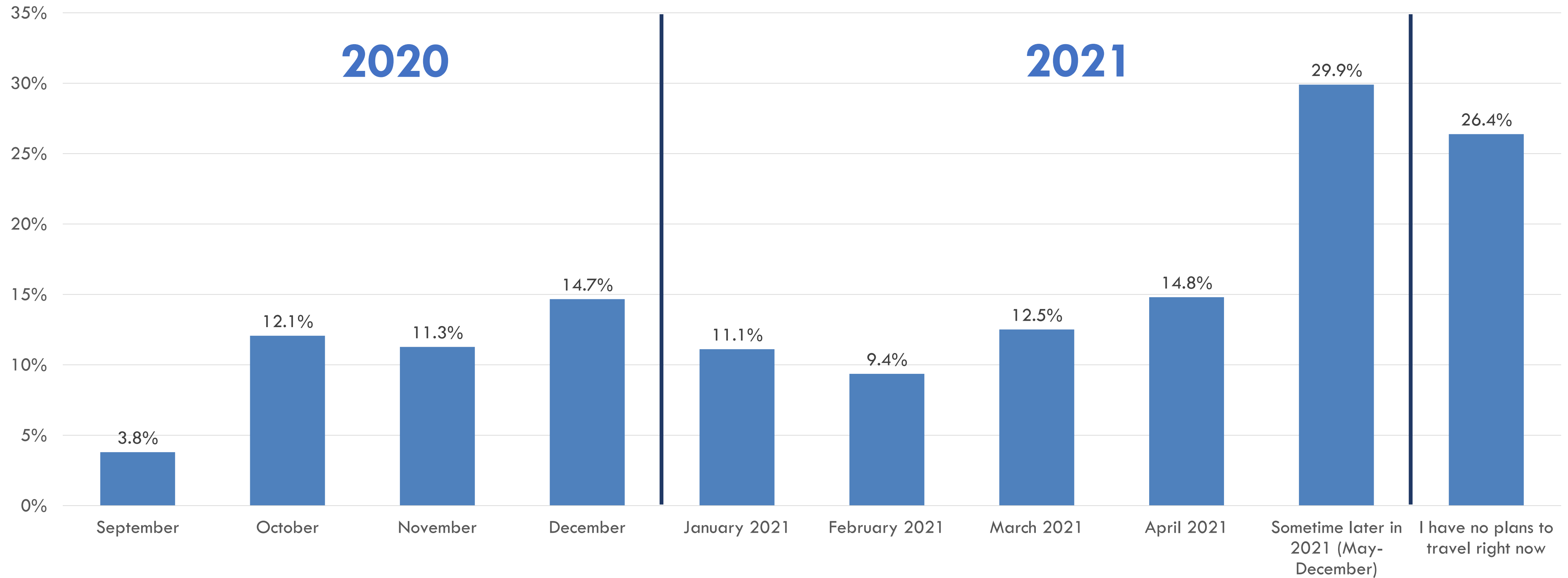DO YOUR RESEARCH

UPCOMING TRAVEL PLANS

Question: Even if only tentatively scheduled, in which months of this year do you currently plan to take any leisure trips?

2020

2021

Month	Percentage
September	3.8%
October	12.1%
November	11.3%
December	14.7%
January 2021	11.1%
February 2021	9.4%
March 2021	12.5%
April 2021	14.8%
Sometime later in 2021 (May-December)	29.9%
I have no plans to travel right now	26.4%

(Base: Wave 29 data. All respondents, 1,205 completed surveys. Data collected Sep 25-27, 2020)

Destination Analysts
DO YOUR RESEARCH

Question: In what month do you expect you will take your NEXT ROAD TRIP (Traveling in a personal automobile)?

Question: In what month do you expect you will take your NEXT TRIP on a commercial airline?

Average road trip length = 336 miles
Average air trip length = 1,145 miles

- Road trip
- Commercial airline

2020 / **2021**

Month	Road trip	Commercial airline
September	4.6%	1.7%
October	16.3%	4.1%
November	11.9%	3.5%
December	9.5%	5.3%
January 2021	5.8%	5.8%
February 2021	4.6%	4.8%
March 2021	5.3%	6.6%
April 2021	4.6%	7.2%
Sometime later in 2021 (May-December)	22.6%	31.9%
Sometime in 2022 or later	7.6%	14.9%
Never - I don't or won't take a road/air trip	7.2%	14.0%

(Base: Wave 29 data. All respondents, 1,205 completed surveys. Data collected Sep 25-27, 2020)

Destination Analysts
DO YOUR RESEARCH

FALL TRAVEL

NUMBER OF FALL TRIPS EXPECTED

Question: **How many total trips do you expect to take this Fall? (Select one)**

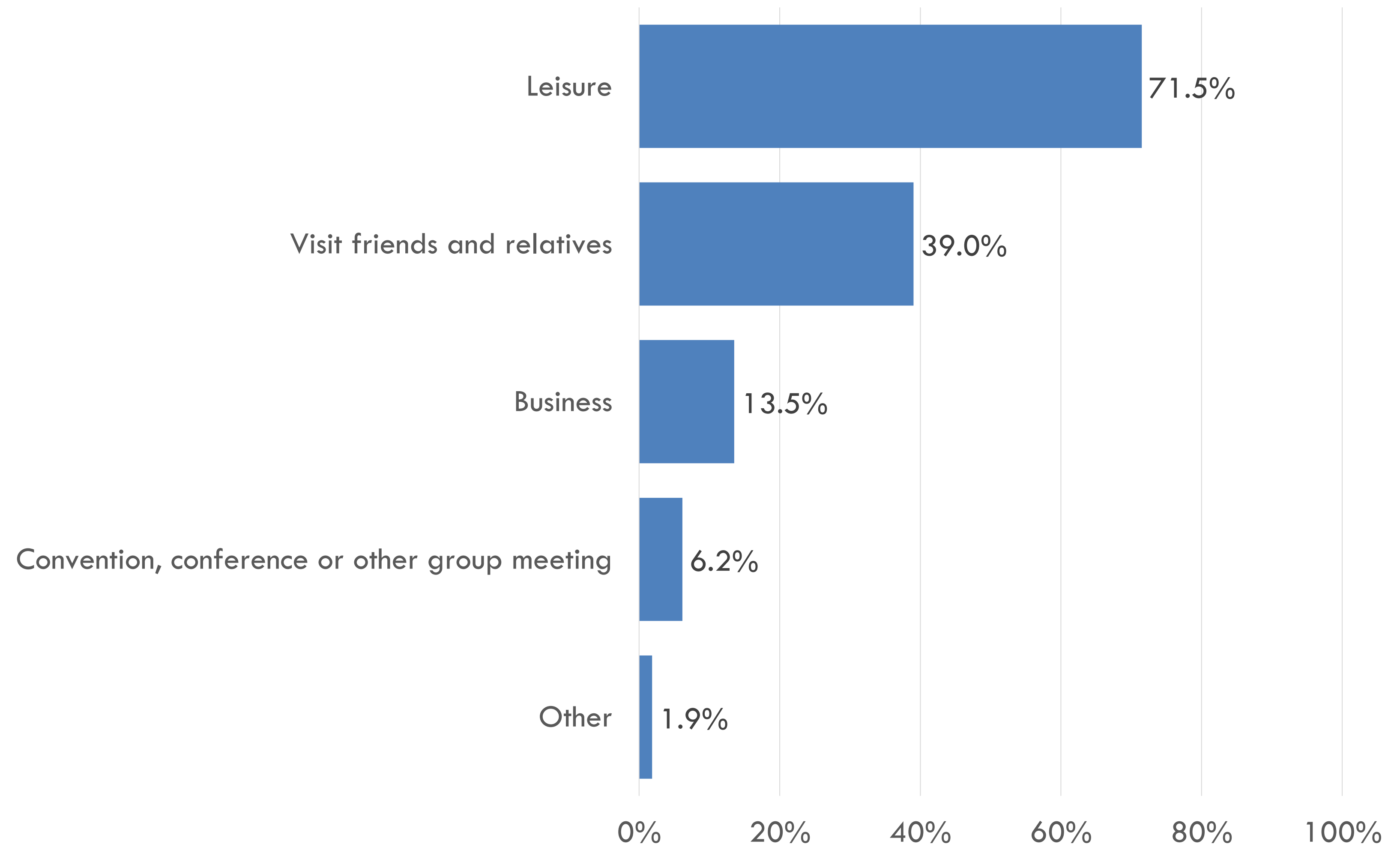*(Base: Wave 29 data. All respondents, 1,204 completed surveys. Data collected Sep 25-27, 2020)*

Average = 1.5 trips

Trips	Percent
5 or more	6.4%
4	5.5%
3	6.7%
2	17.1%
1	28.8%
0	35.6%

Destination Analysts
DO YOUR RESEARCH
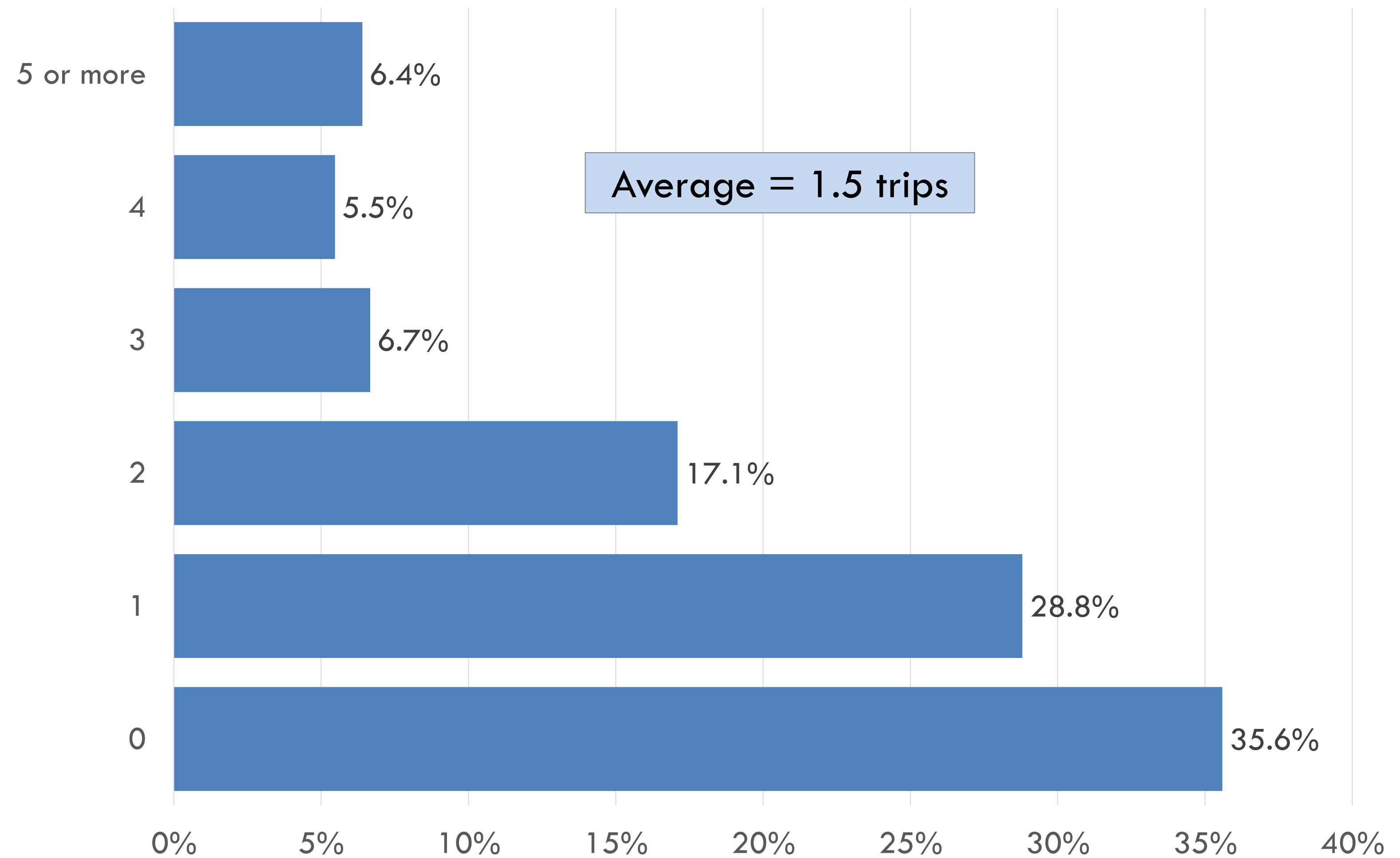
TYPES OF FALL TRIPS TAKEN

Question: **Which of the following types of travel are you planning for this Fall?**

(Base: Wave 29 data. Fall traveling respondents, 745 completed surveys. Data collected Sep 25-27, 2020)

Leisure **71.5%**

Visit friends and relatives **39.0%**

Business **13.5%**

Convention, conference or other group meeting **6.2%**

Other **1.9%**

0%   20%   40%   60%   80%   100%

Destination Analysts
DO YOUR RESEARCH

NUMBER OF REGIONAL FALL TRIPS EXPECTED

Question: **How many of your Fall trips will be REGIONAL TRIPS (less than 250 miles at most from your home)? (Select one)**

(Base: Wave 29 data. Fall traveling respondents, 745 completed surveys. Data collected Sep 25-27, 2020)

Average = 1.7 trips

Category	Percentage
5 or more	7.9%
4	3.9%
3	6.5%
2	20.1%
1	42.8%
0	18.8%

Destination Analysts
DO YOUR RESEARCH

NUMBER OF OVERNIGHT TRIPS THIS FALL

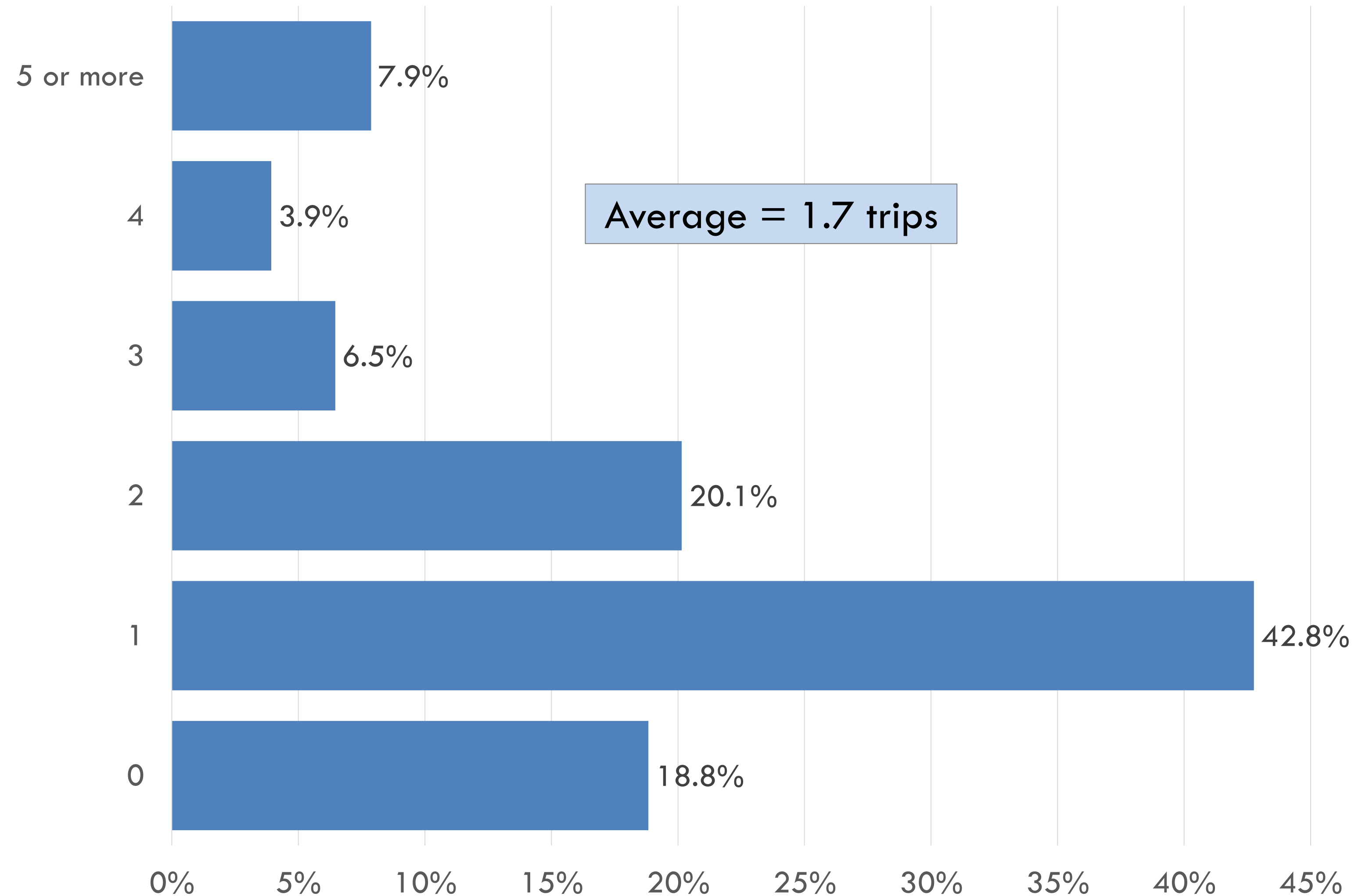**Question:** How many of your Fall trips will be **OVERNIGHT TRIPS (at least one night away from home)? (Select one)**

(Base: Wave 29 data. Fall traveling respondents, 745 completed surveys. Data collected Sep 25-27, 2020)

Average = 1.7 trips

Category	Percentage
5 or more	7.5%
4	2.4%
3	7.5%
2	23.1%
1	43.6%
0	15.8%

FALL TRIPS WITH CHILDREN

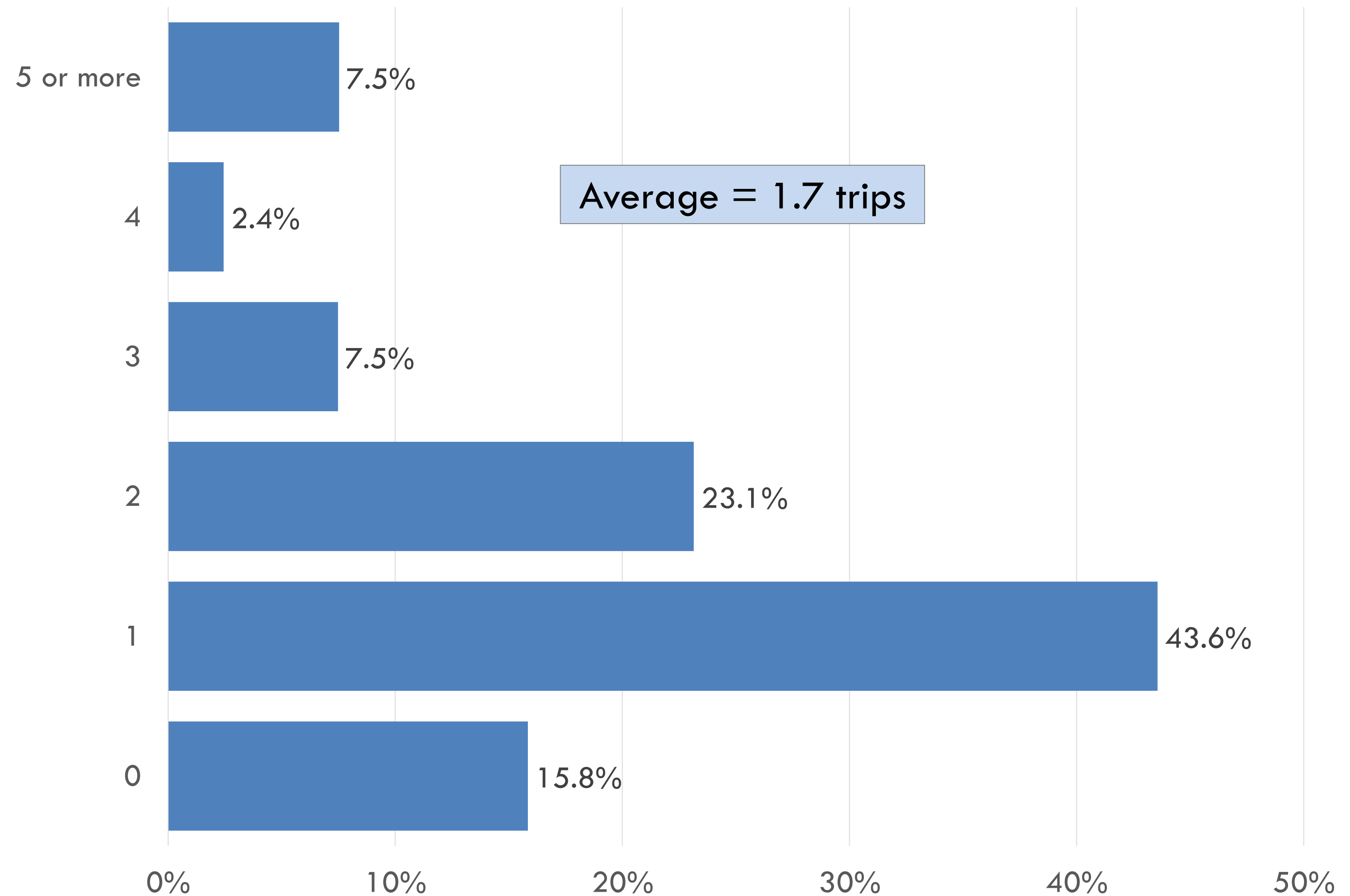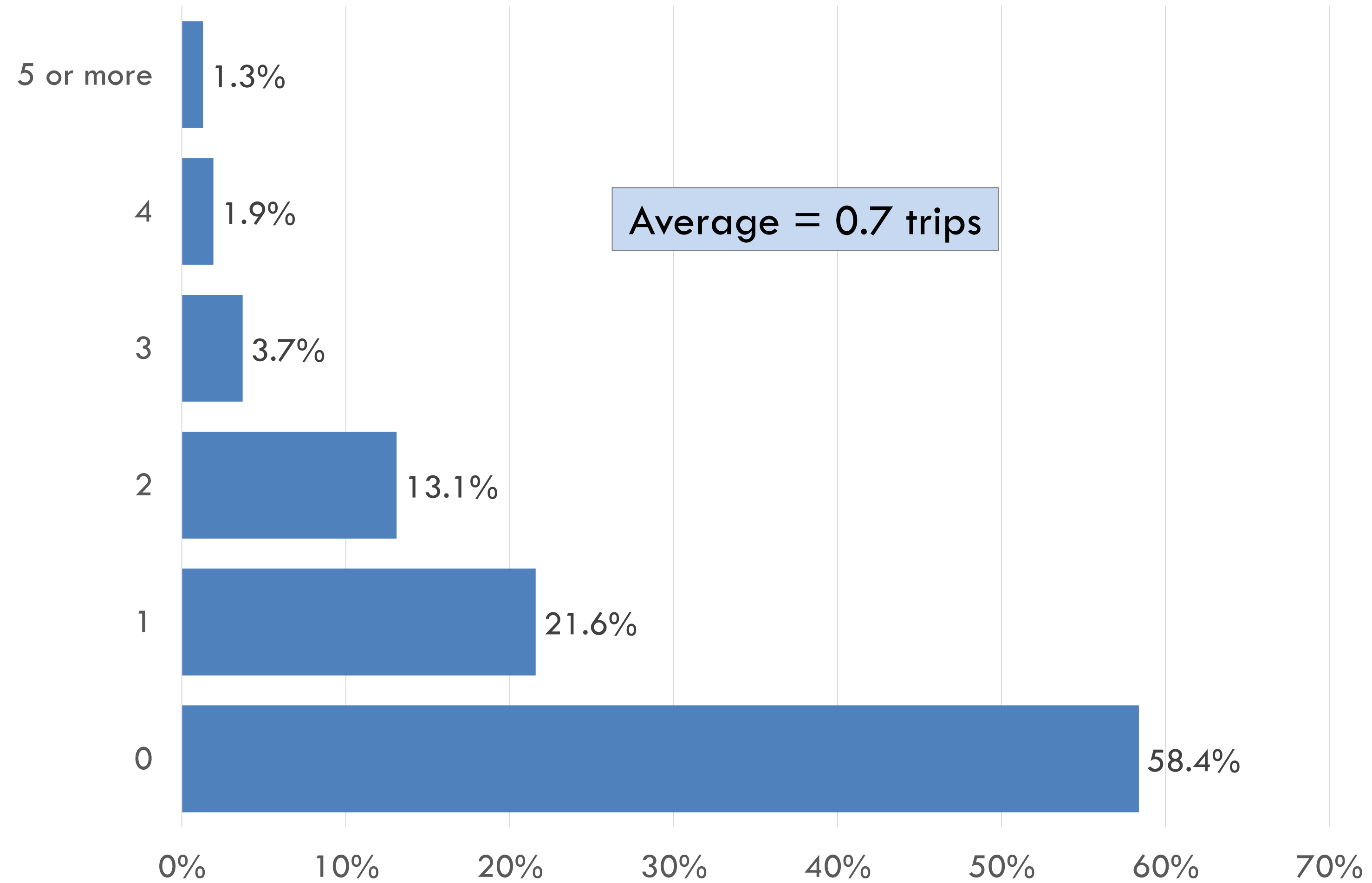**Question:** On how many of your Fall trips will you be **TRAVELING WITH YOUR OWN CHILDREN?**

(Base: Wave 29 data. Fall traveling respondents, 745 completed surveys. Data collected Sep 25-27, 2020)

Average = 0.7 trips

Category	Percentage
5 or more	1.3%
4	1.9%
3	3.7%
2	13.1%
1	21.6%
0	58.4%

Destination Analysts
DO YOUR RESEARCH

LODGING USED ON FALL TRIPS

Question: In which of the following will you stay overnight at during any of your Fall trip(s)? (Select all that apply)

(Base: Wave 29 data. Fall overnight traveling respondents, 627 completed surveys. Data collected Sep 25-27, 2020)

Lodging Type	Percentage
Full-service or 3-4 star hotel	35.0%
Private home of a friend or relative	32.0%
Budget hotel or motel	15.2%
Luxury or 5-star hotel	15.0%
Bed & breakfast Inn	11.4%
Vacation home rental	11.3%
Peer-to-peer lodging (i.e., Airbnb, VRBO, etc.)	9.8%
Campground or RV park	9.5%
Time-share property	8.4%
All-inclusive resort property	7.2%
NONE OF THESE	6.2%

Destination Analysts
DO YOUR RESEARCH
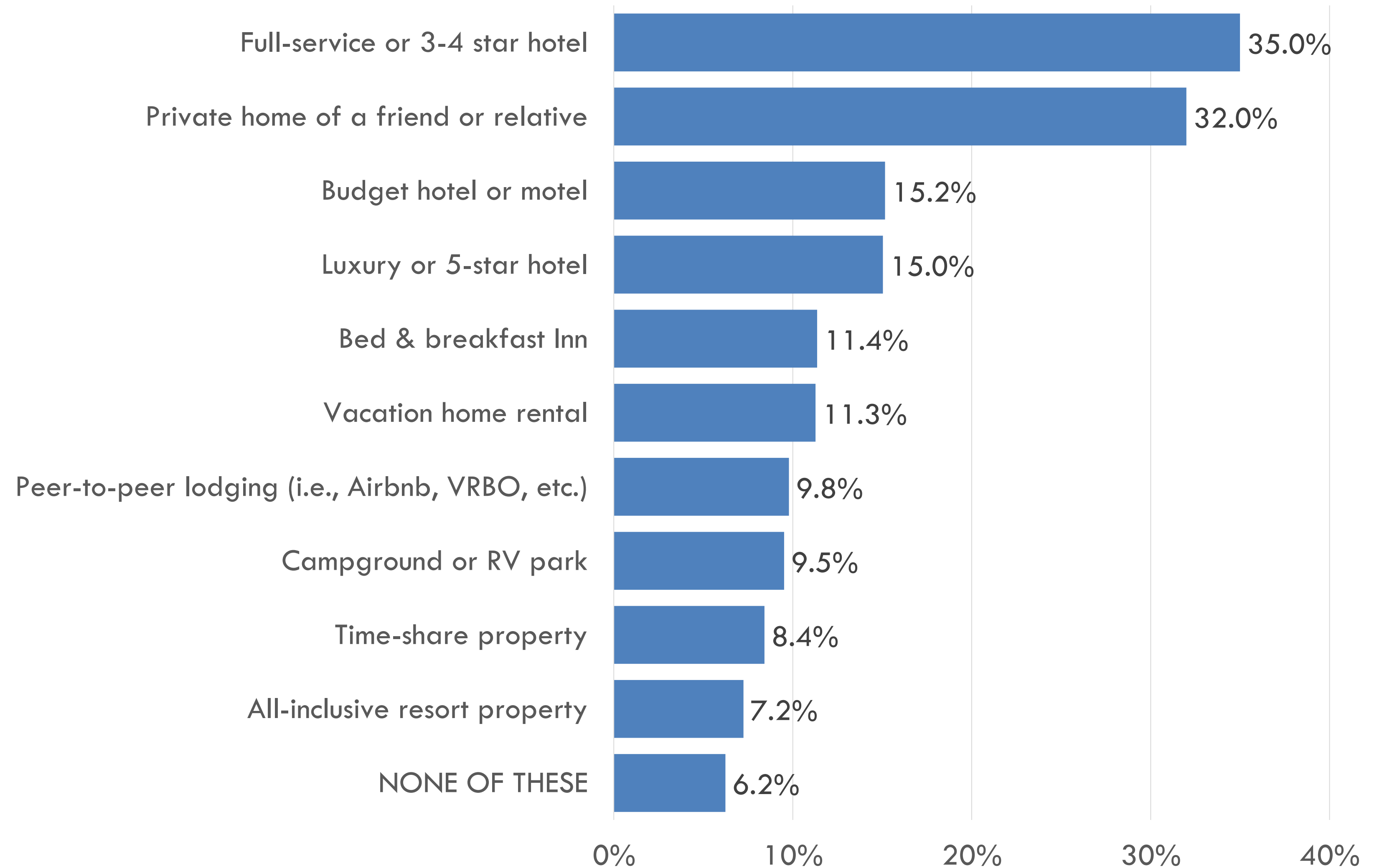
DESTINATION TYPES ON FALL TRIPS

Question: **Thinking about where you are currently considering/planning to visit, which types of destinations are you considering? (Select all that apply)**

(Base: Wave 29 data. Fall traveling respondents, 745 completed surveys. Data collected Sep 25-27, 2020)

Small towns, villages or rural destinations/attractions — 38.1%
Cities or metropolitan areas — 30.4%
Beach destinations/resorts — 26.6%
State, county or regional parks or recreation areas — 18.6%
U.S. National Parks — 17.3%
Mountain destinations/resorts (including ski resorts) — 16.5%
Theme or amusement parks — 9.2%
Desert destinations/resorts — 6.1%

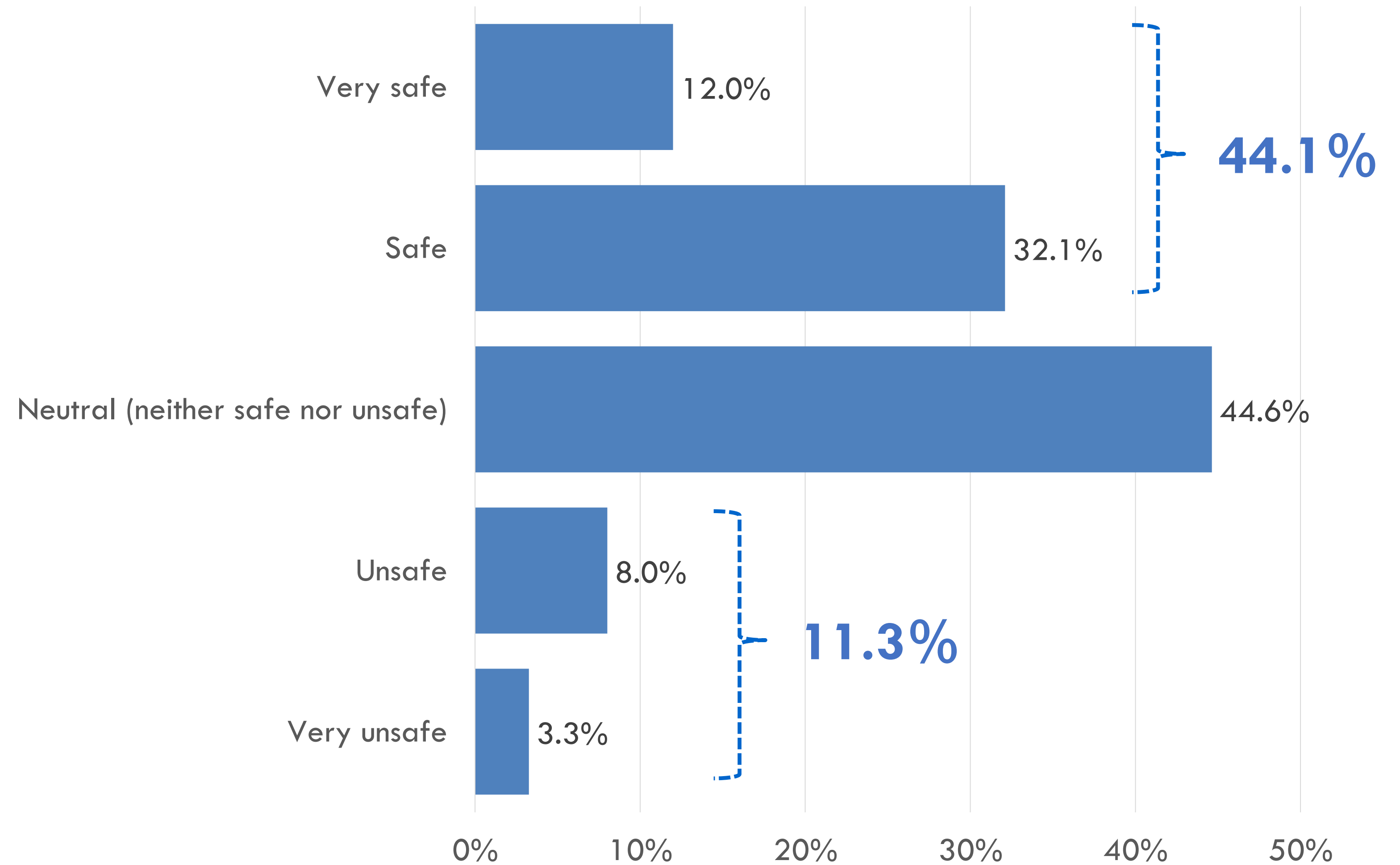Destination Analysts
DO YOUR RESEARCH
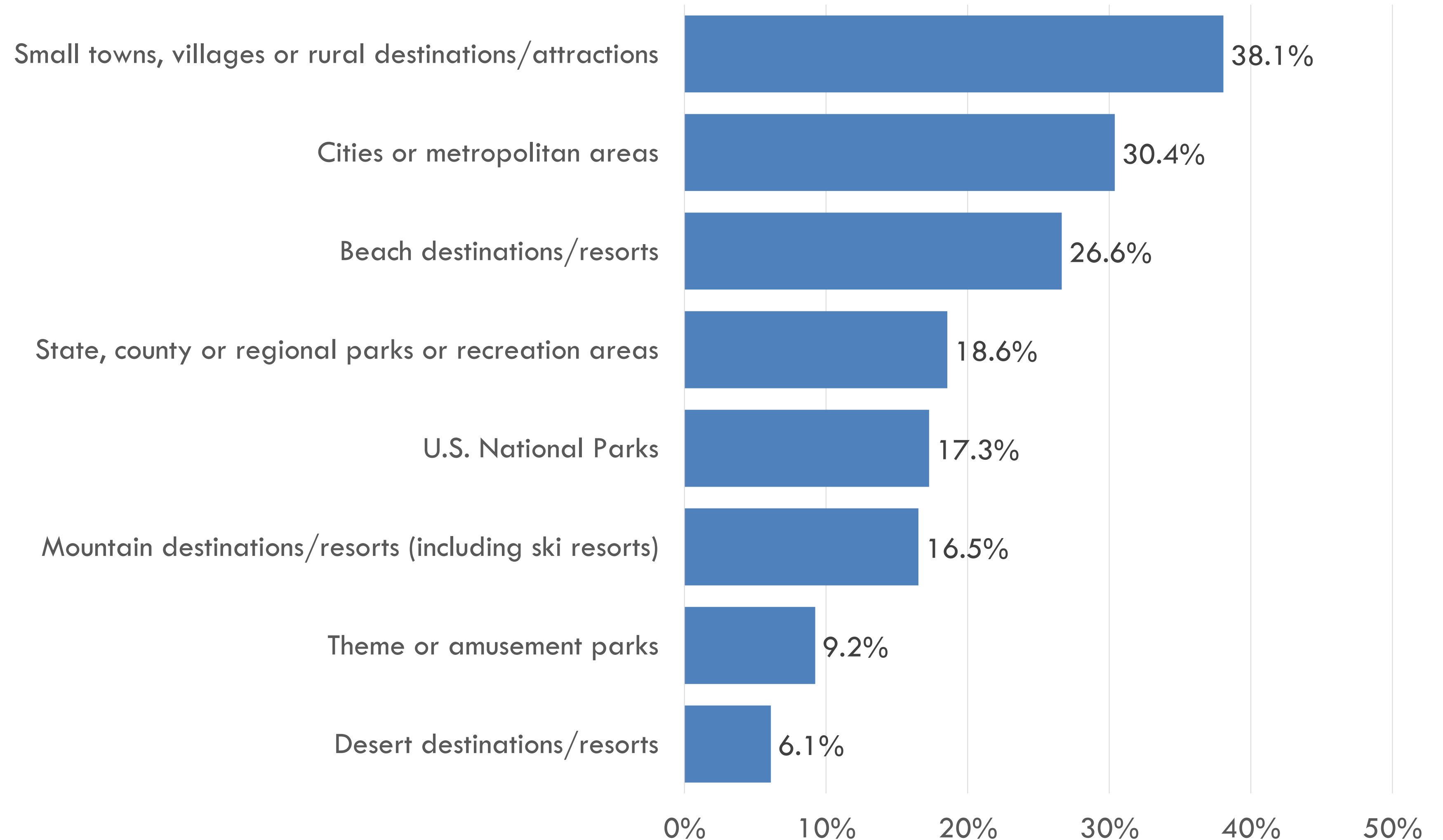
SAFETY OF URBAN TRIPS: FALL URBAN TRAVELERS

Question: You said that you are considering/planning a trip to cities or metropolitan areas this Fall.

Thinking about the Coronavirus situation, in general how safe do you feel it is to visit cities or metropolitan areas?

(Base: Wave 29 data. Fall urban traveling respondents, 230 completed surveys. Data collected Sep 25-27, 2020)

Category	Percentage
Very safe	12.0%
Safe	32.1%
Neutral (neither safe nor unsafe)	44.6%
Unsafe	8.0%
Very unsafe	3.3%

44.1%

11.3%

SAFETY OF URBAN TRIPS: FALL NON-URBAN TRAVELERS

Question: Thinking about the Coronavirus situation, in general how safe would you feel visiting cities or metropolitan areas this Fall?

(Base: Wave 29 data. Fall non-urban traveling respondents, 511 completed surveys. Data collected Sep 25-27, 2020)

Very safe — 8.5%
Safe — 24.4%
33.0%

Neutral (neither safe nor unsafe) — 36.6%

Unsafe — 19.6%
Very unsafe — 10.8%
30.4%

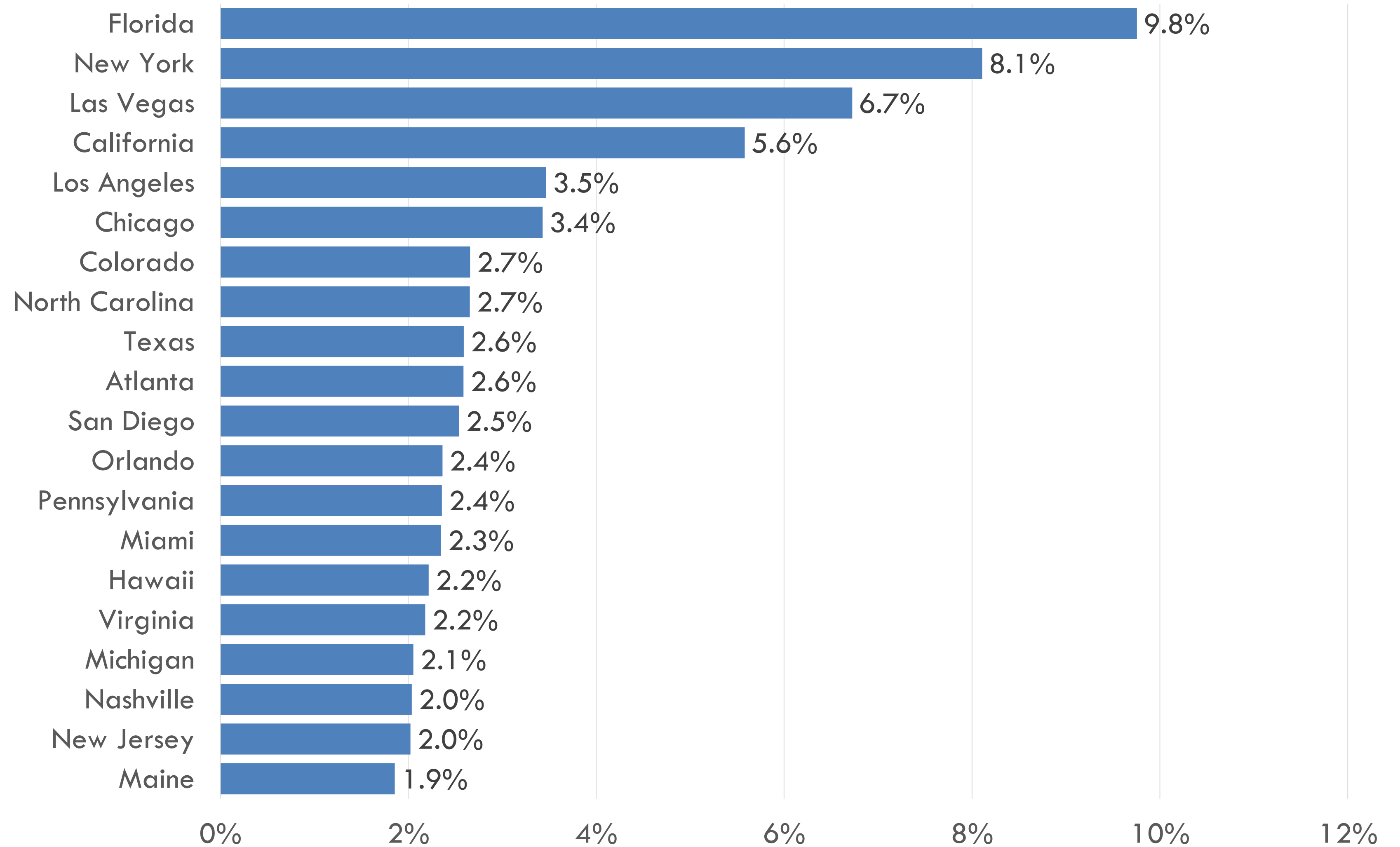Destination Analysts
DO YOUR RESEARCH
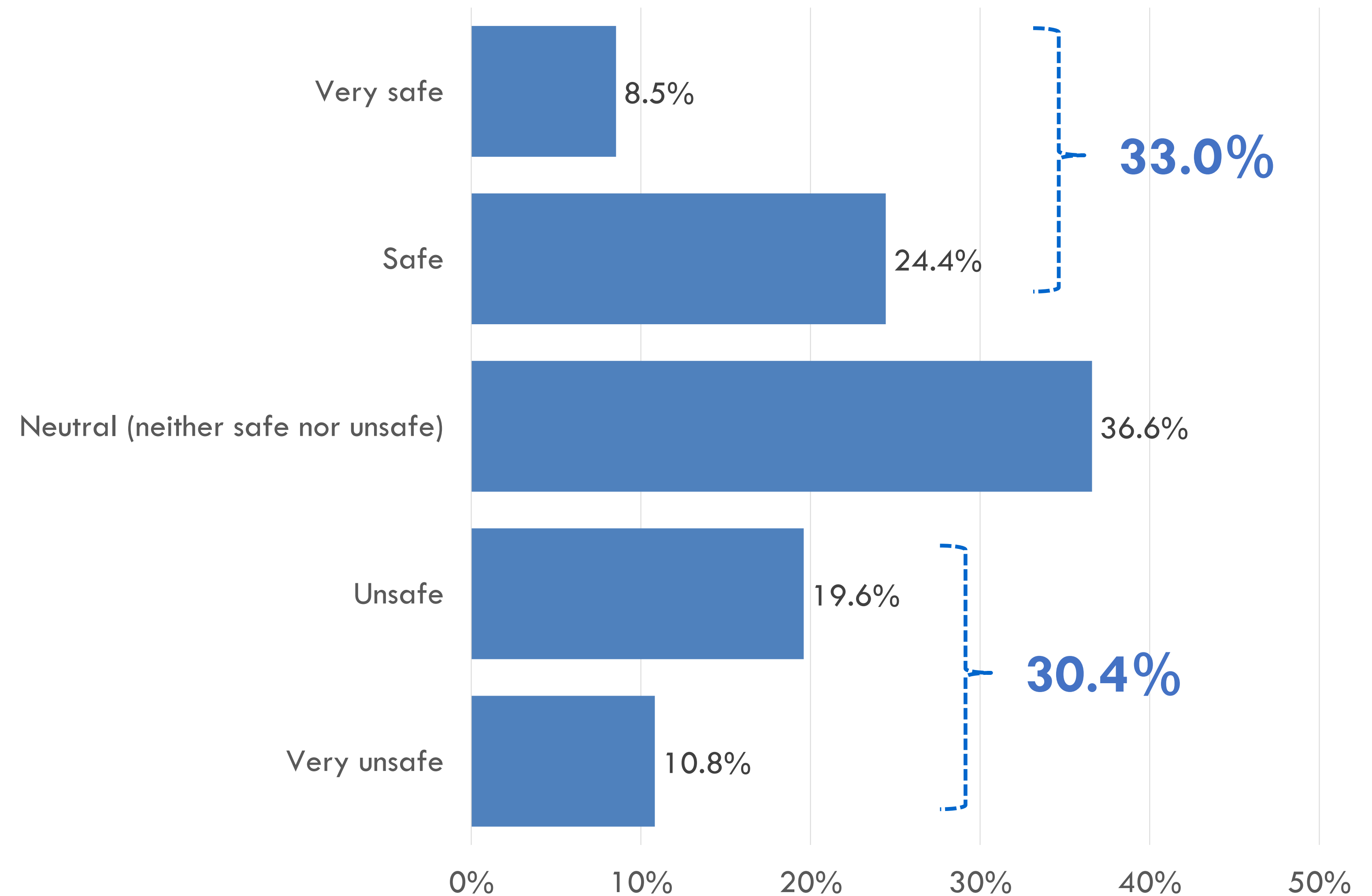
DOMESTIC DESTINATIONS THIS FALL

Question: Which domestic destinations (if any) are you planning to visit or considering visiting this Fall? (Write in up to your top 3)

Please only consider destination in the United States for your answers.

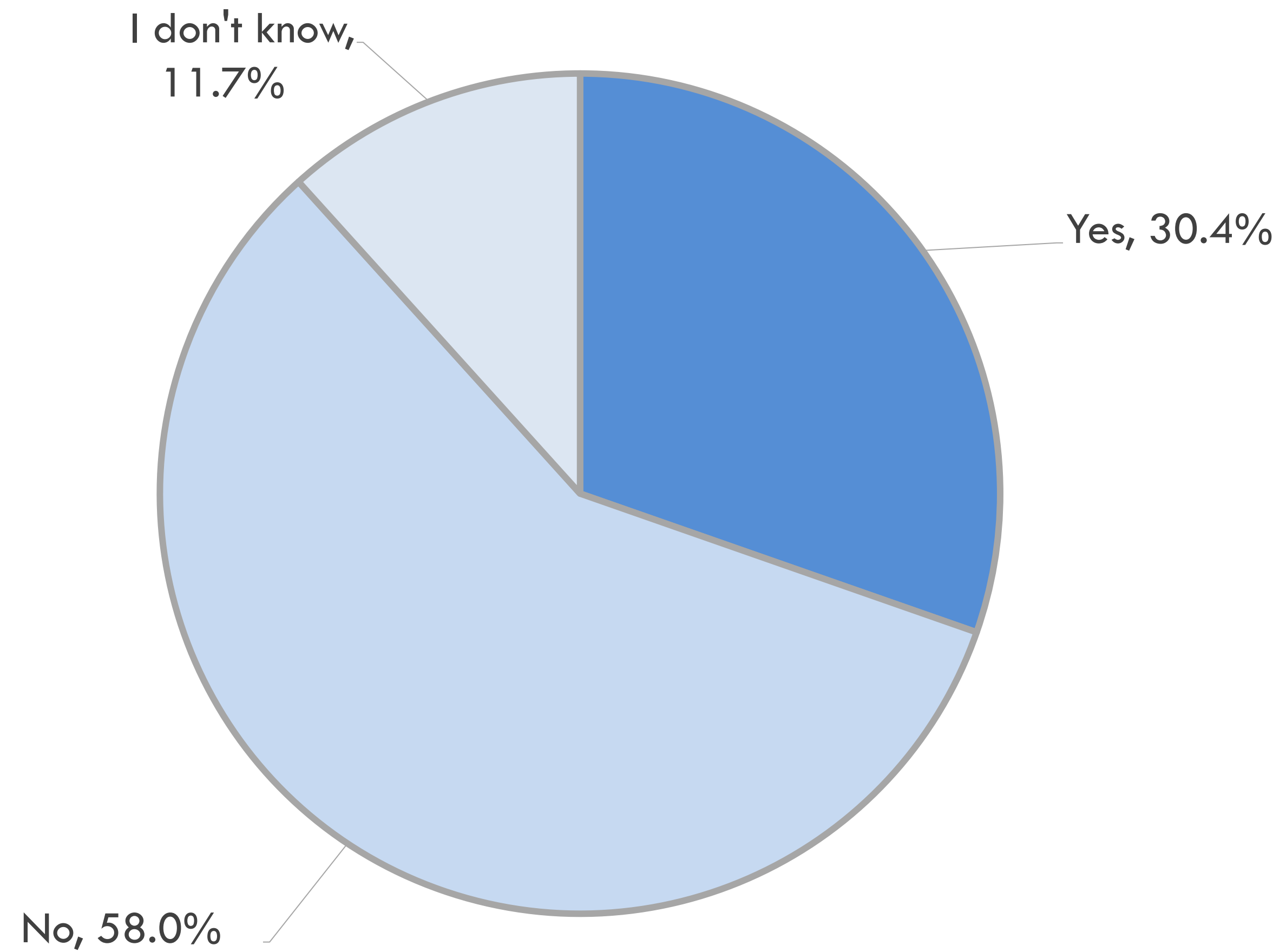*(Base: Wave 29 data. Fall traveling respondents, 745 completed surveys. Data collected Sep 25-27, 2020)*

Destination	Percentage
Florida	9.8%
New York	8.1%
Las Vegas	6.7%
California	5.6%
Los Angeles	3.5%
Chicago	3.4%
Colorado	2.7%
North Carolina	2.7%
Texas	2.6%
Atlanta	2.6%
San Diego	2.5%
Orlando	2.4%
Pennsylvania	2.4%
Miami	2.3%
Hawaii	2.2%
Virginia	2.2%
Michigan	2.1%
Nashville	2.0%
New Jersey	2.0%
Maine	1.9%

Destination Analysts
DO YOUR RESEARCH

Question: Has the Coronavirus situation changed the destinations you are likely to visit this Fall?

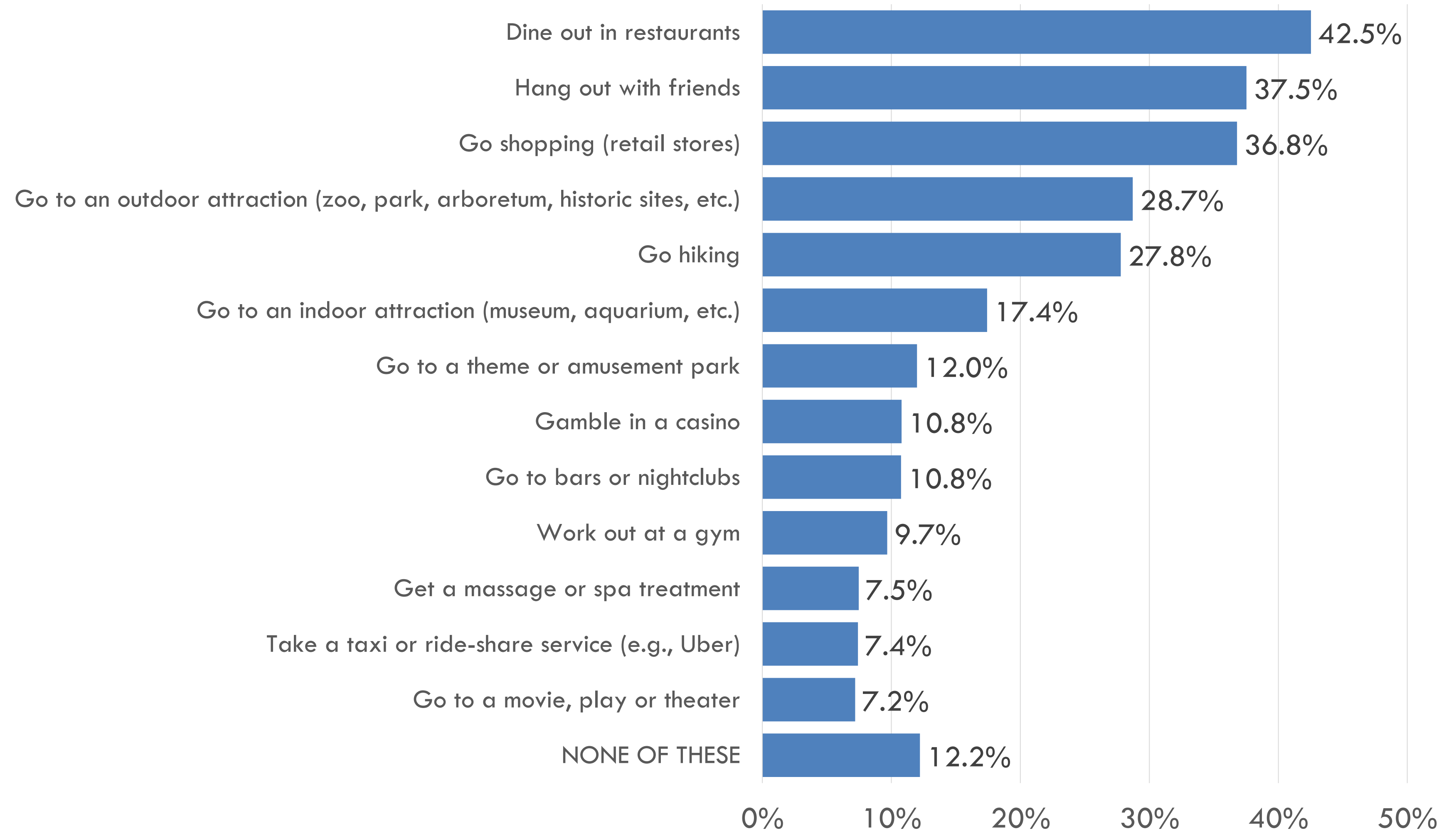*(Base: Wave 29 data. Fall traveling*

respondents, 745 completed surveys.

Data collected Sep 25-27, 2020)

I don't know, 11.7%

Yes, 30.4%

No, 58.0%

Destination Analysts
DO YOUR RESEARCH

FALL TRAVEL ACTIVITIES

Question: **Which of the following are you likely to do while traveling this Fall? (Select all that apply)**

(Base: Wave 29 data. Fall traveling respondents, 745 completed surveys. Data collected Sep 25-27, 2020)

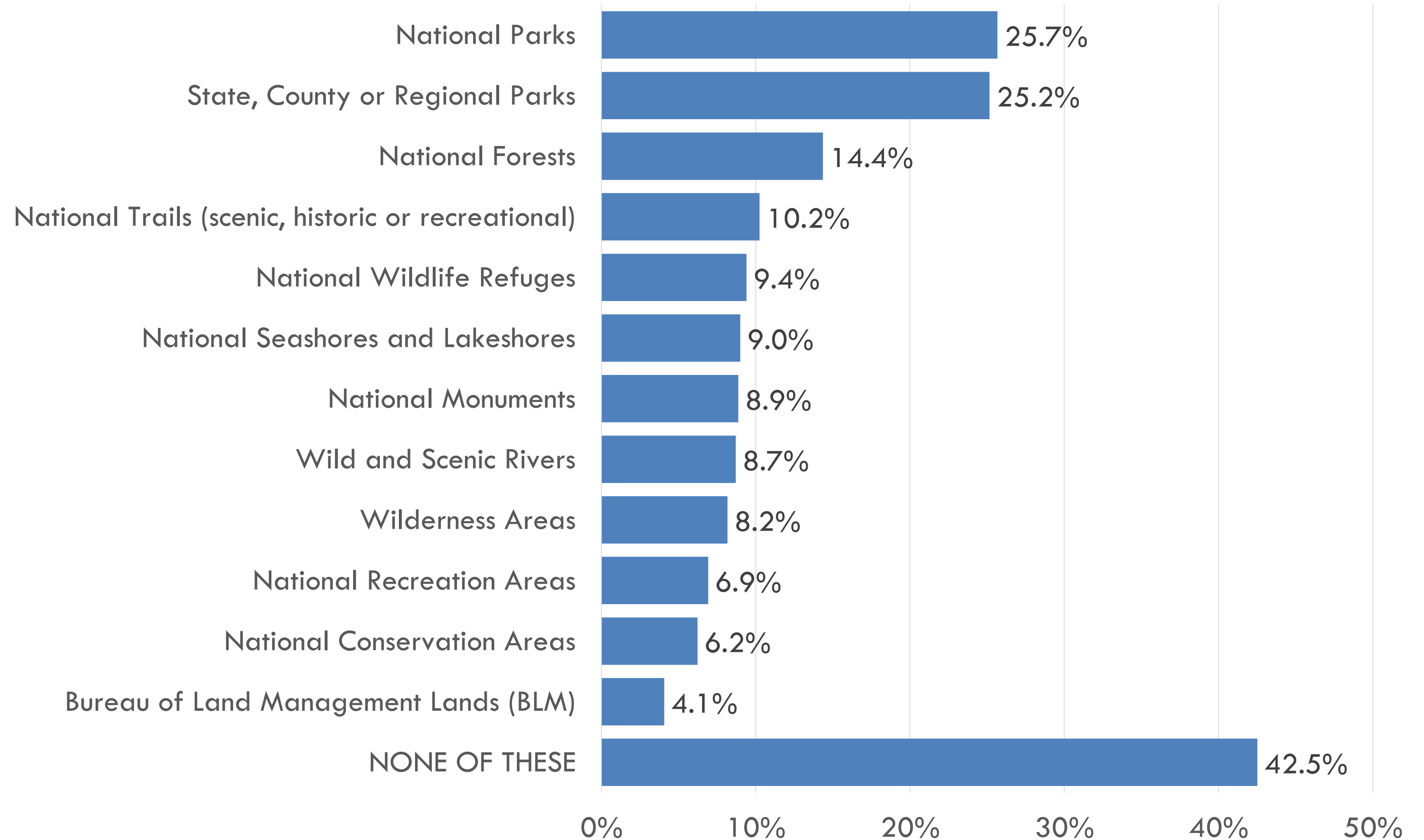| Activity	%
Dine out in restaurants	42.5%
Hang out with friends	37.5%
Go shopping (retail stores)	36.8%
Go to an outdoor attraction (zoo, park, arboretum, historic sites, etc.)	28.7%
Go hiking	27.8%
Go to an indoor attraction (museum, aquarium, etc.)	17.4%
Go to a theme or amusement park	12.0%
Gamble in a casino	10.8%
Go to bars or nightclubs	10.8%
Work out at a gym	9.7%
Get a massage or spa treatment	7.5%
Take a taxi or ride-share service (e.g., Uber)	7.4%
Go to a movie, play or theater	7.2%
NONE OF THESE	12.2%

Destination Analysts
DO YOUR RESEARCH

PUBLIC LANDS AND FALL TRAVEL

Question: On any of your Fall trips will you visit any of the following types of public lands? (Select all that apply)
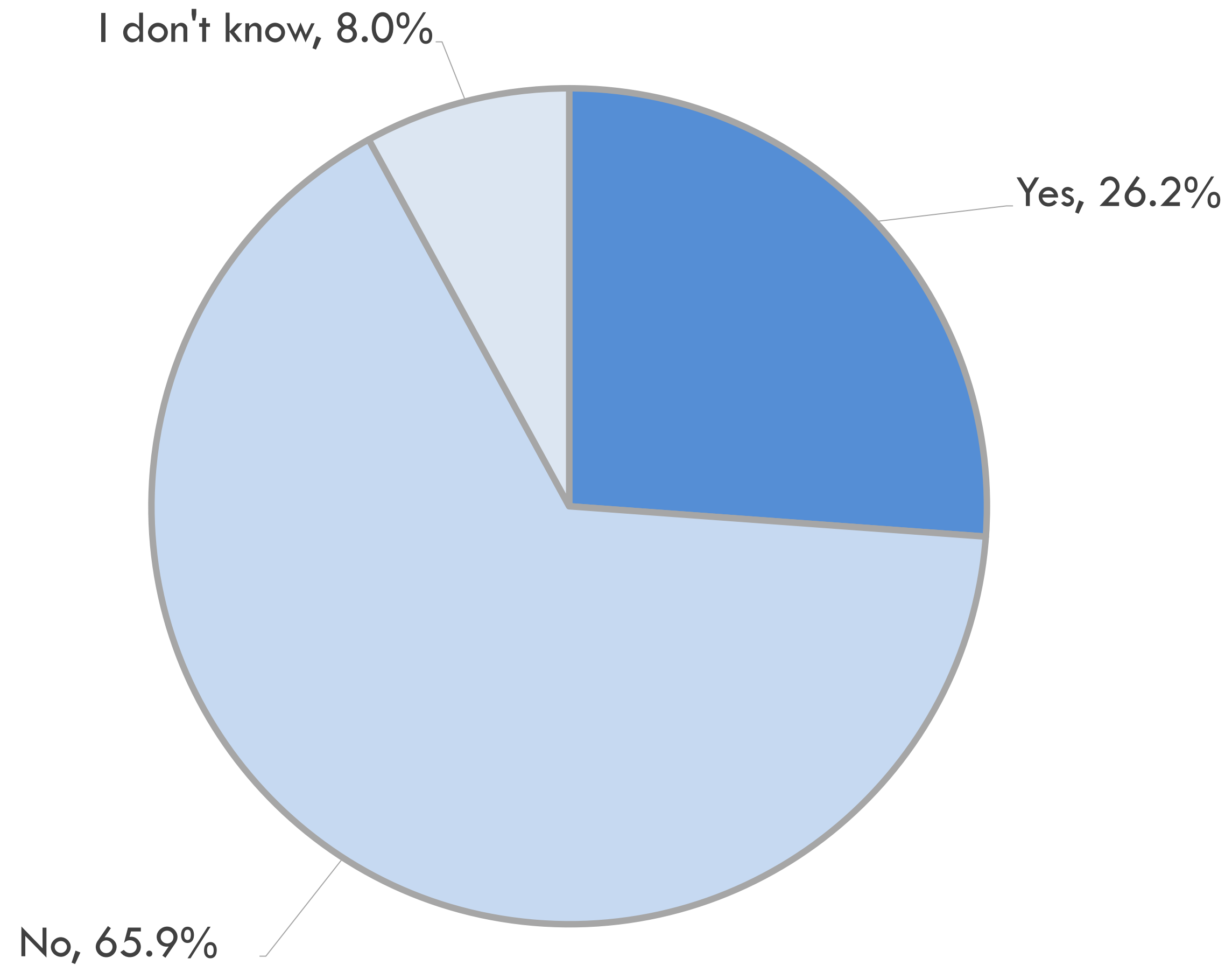
(Base: Wave 29 data. Fall traveling respondents, 745 completed surveys. Data collected Sep 25-27, 2020)

Type of Public Land	Percentage
National Parks	25.7%
State, County or Regional Parks	25.2%
National Forests	14.4%
National Trails (scenic, historic or recreational)	10.2%
National Wildlife Refuges	9.4%
National Seashores and Lakeshores	9.0%
National Monuments	8.9%
Wild and Scenic Rivers	8.7%
Wilderness Areas	8.2%
National Recreation Areas	6.9%
National Conservation Areas	6.2%
Bureau of Land Management Lands (BLM)	4.1%
NONE OF THESE	42.5%

Destination Analysts
DO YOUR RESEARCH

USE OF COMMERCIAL AIRLINES THIS FALL

Question: On any Fall trip(s), will you travel on a commercial airline?

(Base: Wave 29 data. Fall traveling respondents, 745 completed surveys. Data collected Sep 25-27, 2020)
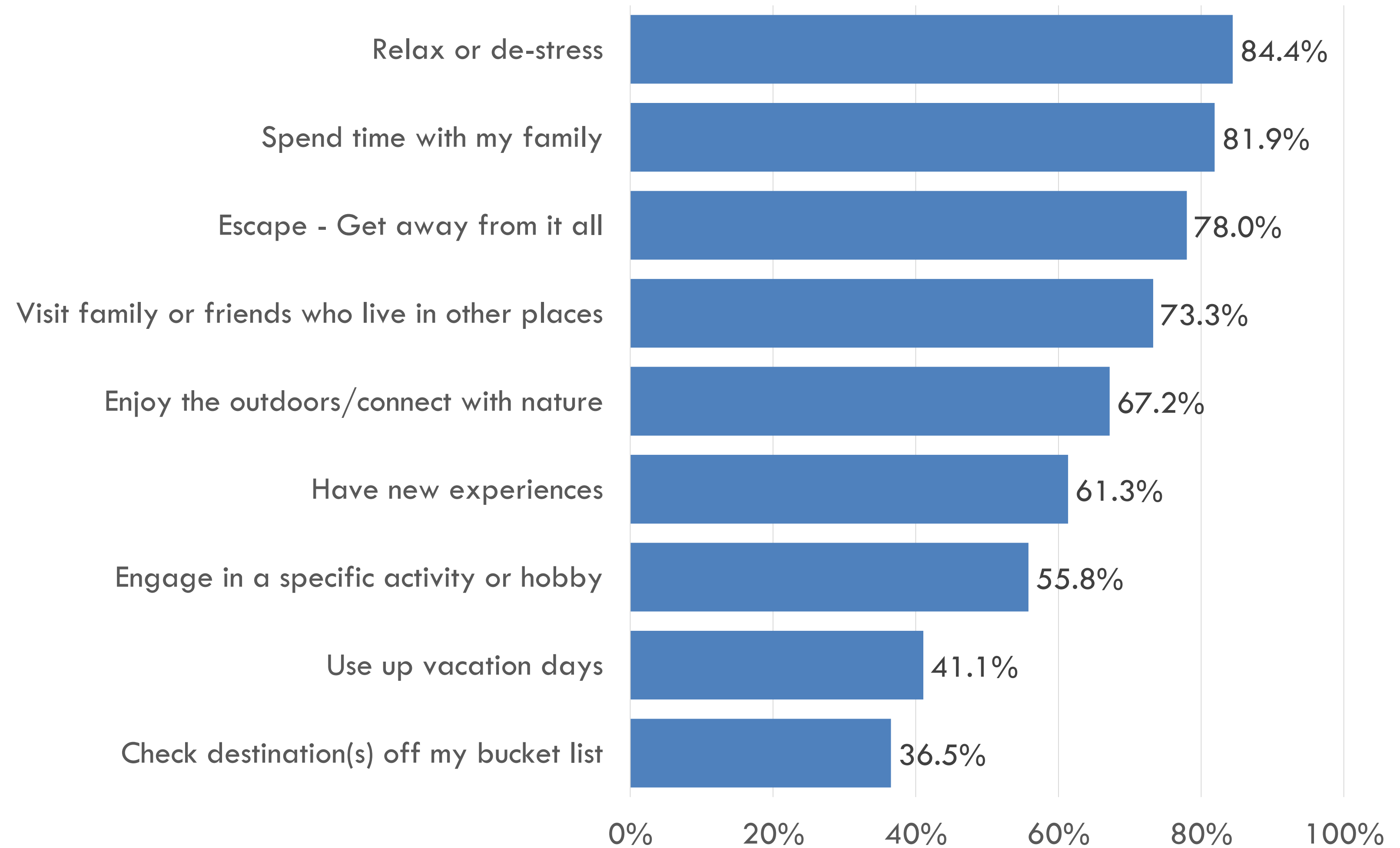
I don't know, 8.0%

Yes, 26.2%

No, 65.9%

Destination Analysts
DO YOUR RESEARCH

REASONS FOR FALL TRAVEL

Top 2 Box Score: Important or Very Important

Question: Tell us about your motivations for traveling this Fall. Please evaluate the importance of each.

(Base: Wave 29 data. Fall traveling respondents, 745 completed surveys. Data collected Sep 25-27, 2020)

Relax or de-stress	84.4%
Spend time with my family	81.9%
Escape - Get away from it all	78.0%
Visit family or friends who live in other places	73.3%
Enjoy the outdoors/connect with nature	67.2%
Have new experiences	61.3%
Engage in a specific activity or hobby	55.8%
Use up vacation days	41.1%
Check destination(s) off my bucket list	36.5%

Destination Analysts
DO YOUR RESEARCH

TRAVEL BUDGET THIS FALL

Question: **Continue to think about your travel(s) this Fall. Compared to before the Coronavirus situation, how budget conscious will you be while traveling this Fall?**

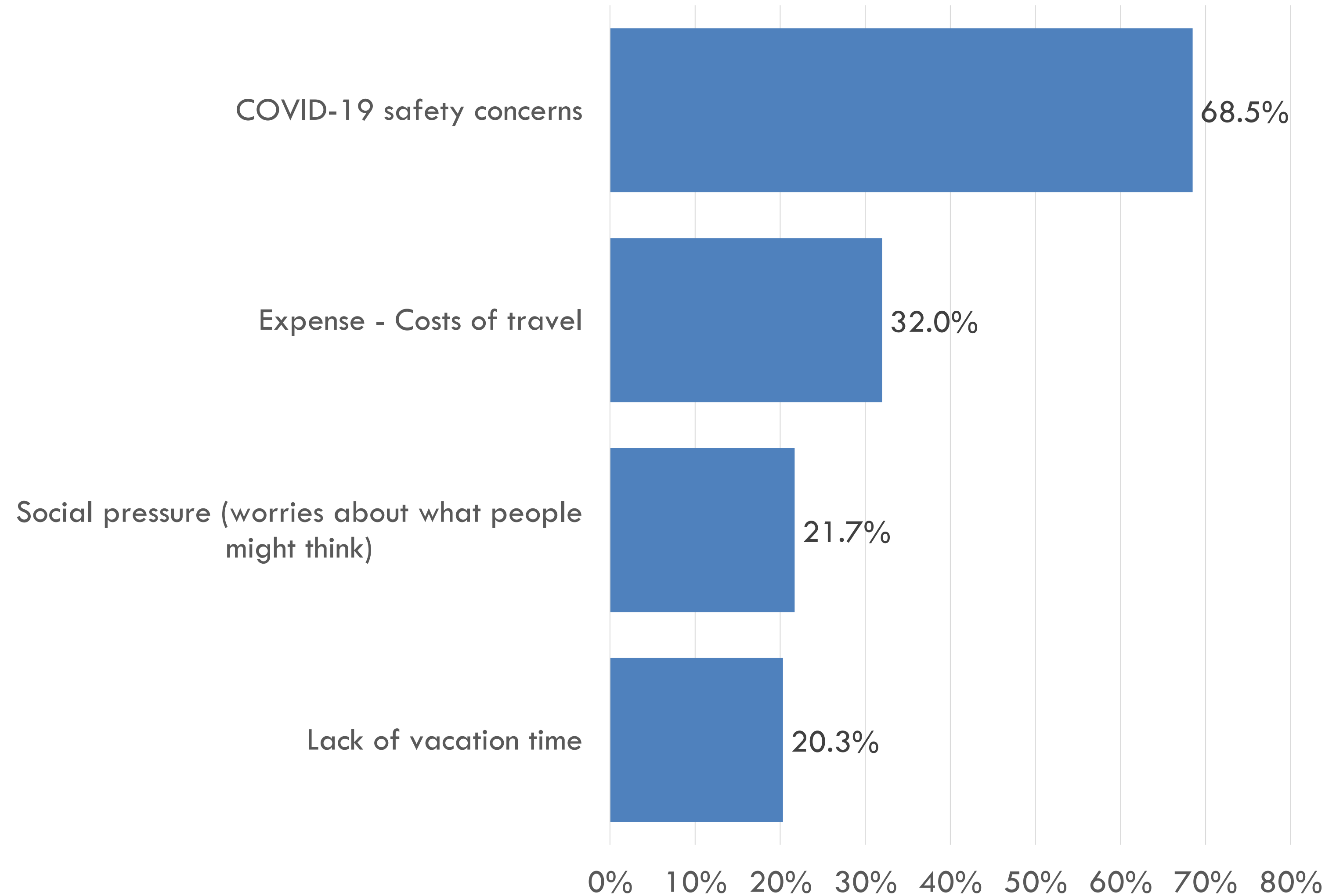**This Fall while traveling I will be**

_____

(Base: Wave 29 data. All respondents, 1,204 completed surveys. Data collected Sep 25-27, 2020)

Much more budget conscious — 16.7%

More budget conscious — 25.2%

41.9%

Neither more nor less budget conscious — 47.0%

Less budget conscious — 6.0%

7.8%

Much less budget conscious — 1.8%

I don't know — 3.3%

0%   10%   20%   30%   40%   50%   60%

Destination Analysts
DO YOUR RESEARCH
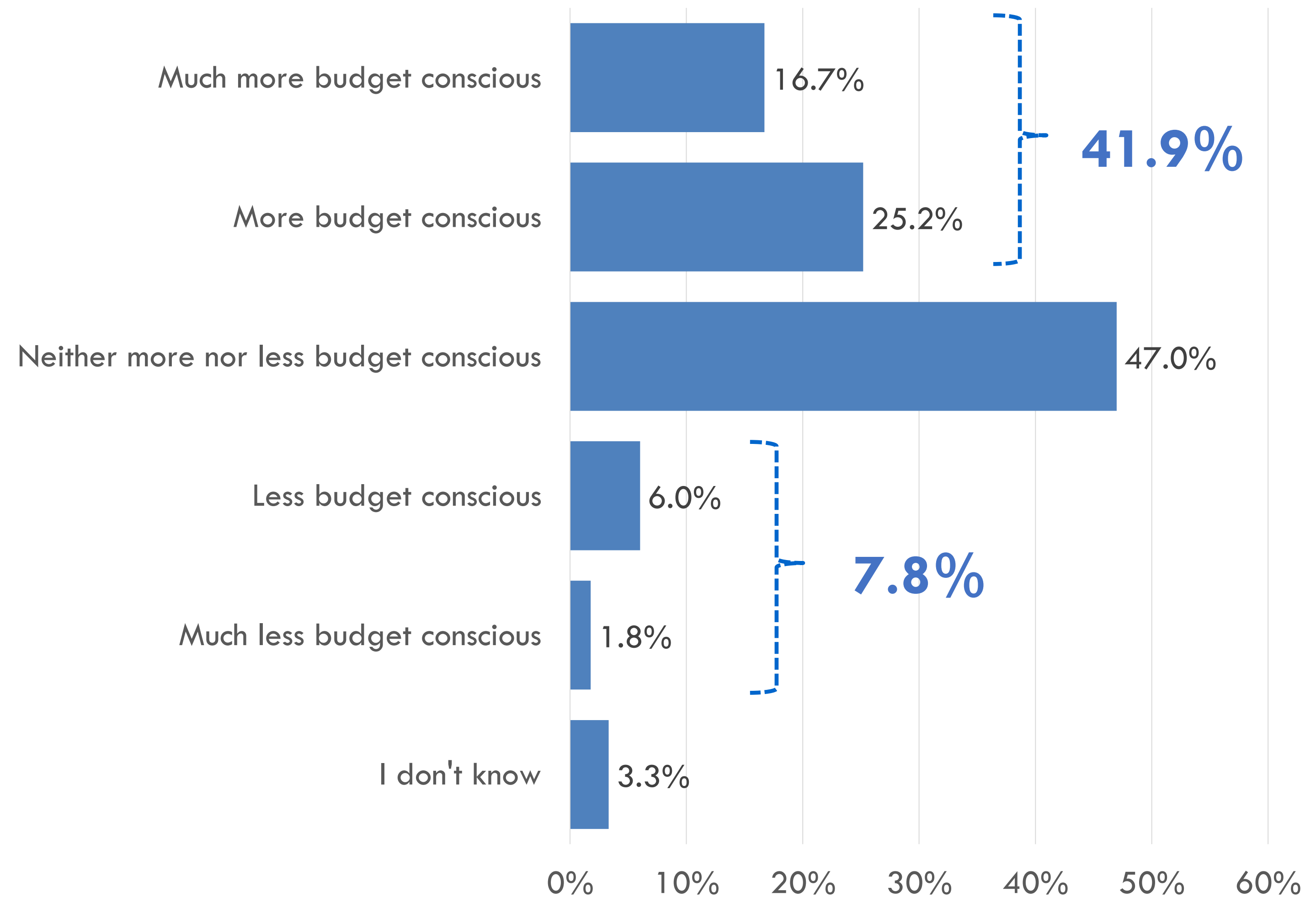
IMPEDIMENTS TO FALL TRAVEL

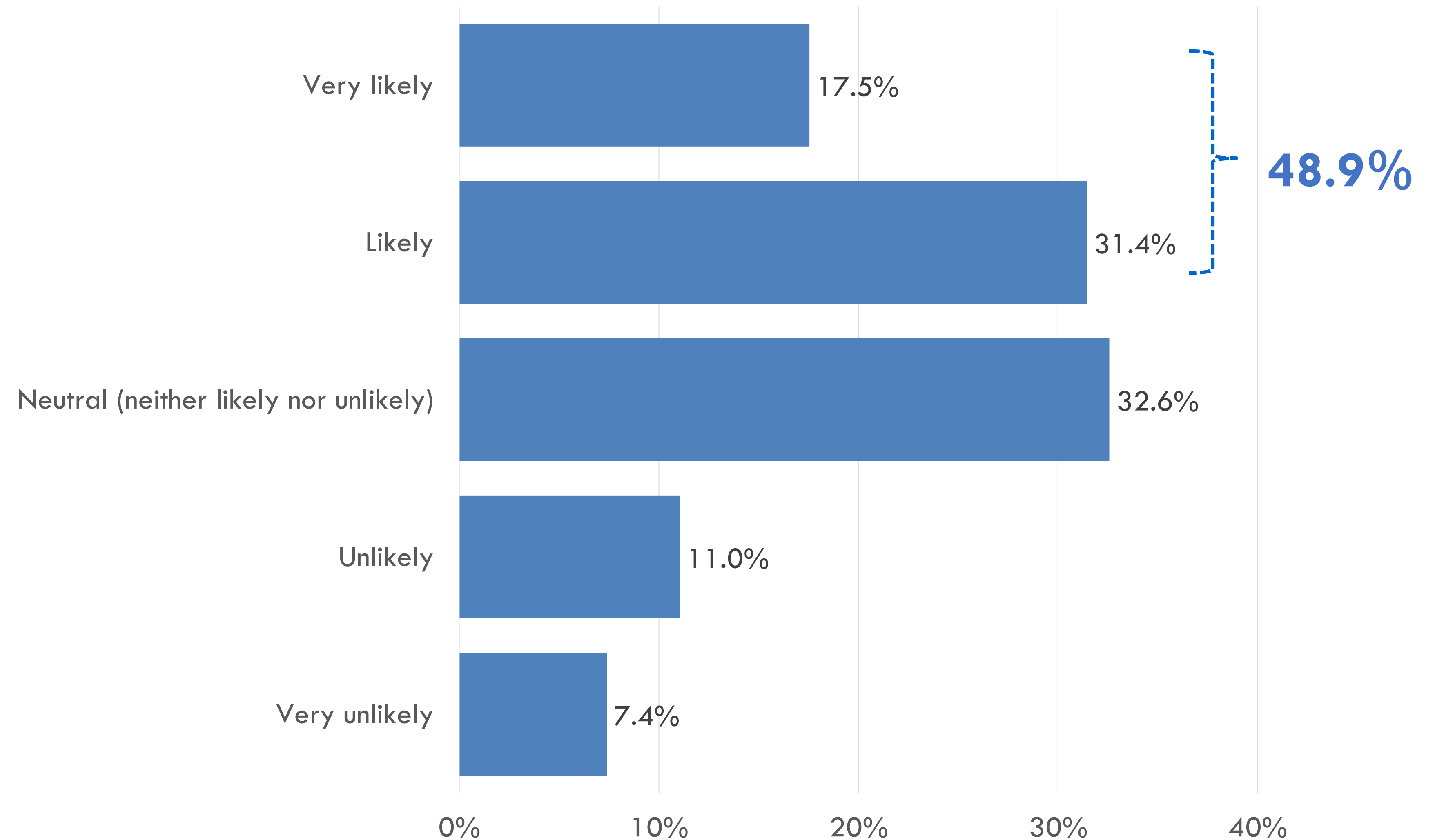**Question:** **Have any of the following kept you from planning any Fall travel beyond what you have described above?**

(Base: Wave 29 data. Fall traveling respondents, 745 completed surveys. Data collected Sep 25-27, 2020)

COVID-19 safety concerns — 68.5%

Expense - Costs of travel — 32.0%

Social pressure (worries about what people might think) — 21.7%

Lack of vacation time — 20.3%

0% 10% 20% 30% 40% 50% 60% 70% 80%

Destination ◆ Analysts
DO YOUR RESEARCH

OPENNESS TO NEW FALL DESTINATIONS

Question: If a good opportunity presented itself, how likely would you be to take a leisure trip this Fall THAT YOU HAVEN'T ALREADY CONSIDERED?

(Base: Wave 29 data. Fall traveling respondents, 745 completed surveys. Data collected Sep 25-27, 2020)

| Response	Percentage
Very likely	17.5%
Likely	31.4%
Neutral (neither likely nor unlikely)	32.6%
Unlikely	11.0%
Very unlikely	7.4%

48.9% (Very likely + Likely)

FALL WORKCATIONS & SCHOOLCATIONS

POTENTIAL FOR REMOTE WORK

Question: **Does your job allow you to work remotely? (Select one)**

(Base: Wave 29 data. Employed respondents, 901 completed surveys. Data collected Sep 25-27, 2020)

No, 41.3%

Yes, 58.7%

Destination Analysts
DO YOUR RESEARCH
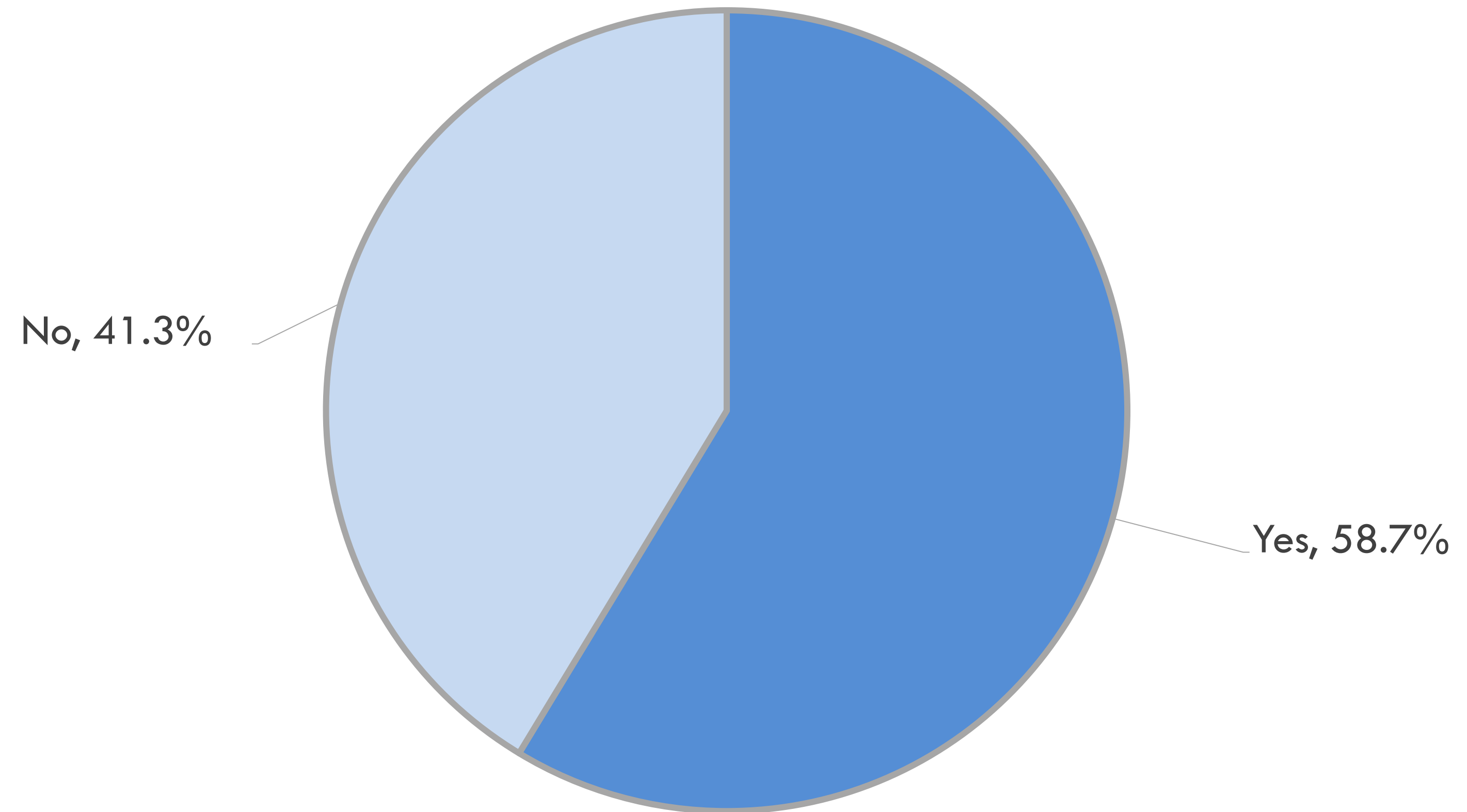
INTEREST IN WORKCATIONS THIS FALL

Question: A "Workcation" is a new term being used to describe travel where people visit a vacation destination while still working remotely.

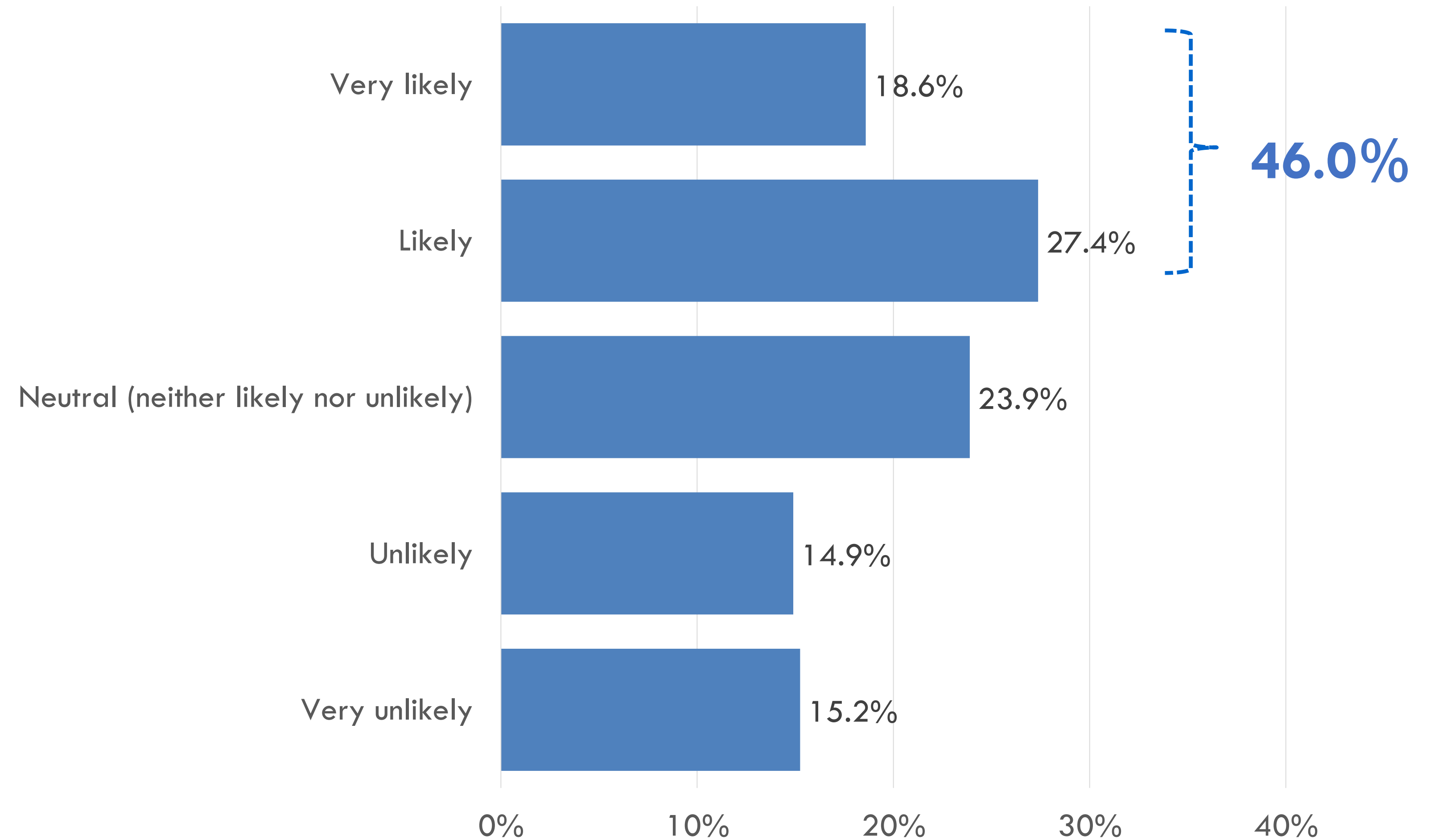**How interested would you be in taking a "workcation" this Fall?**

(Base: Wave 29 data. Respondents who can work remotely, 526 completed surveys. Data collected Sep 25-27, 2020)

Very interested — 25.8%

Interested — 19.9%

45.7%

Slightly interested — 18.3%

Not at all interested — 36.0%
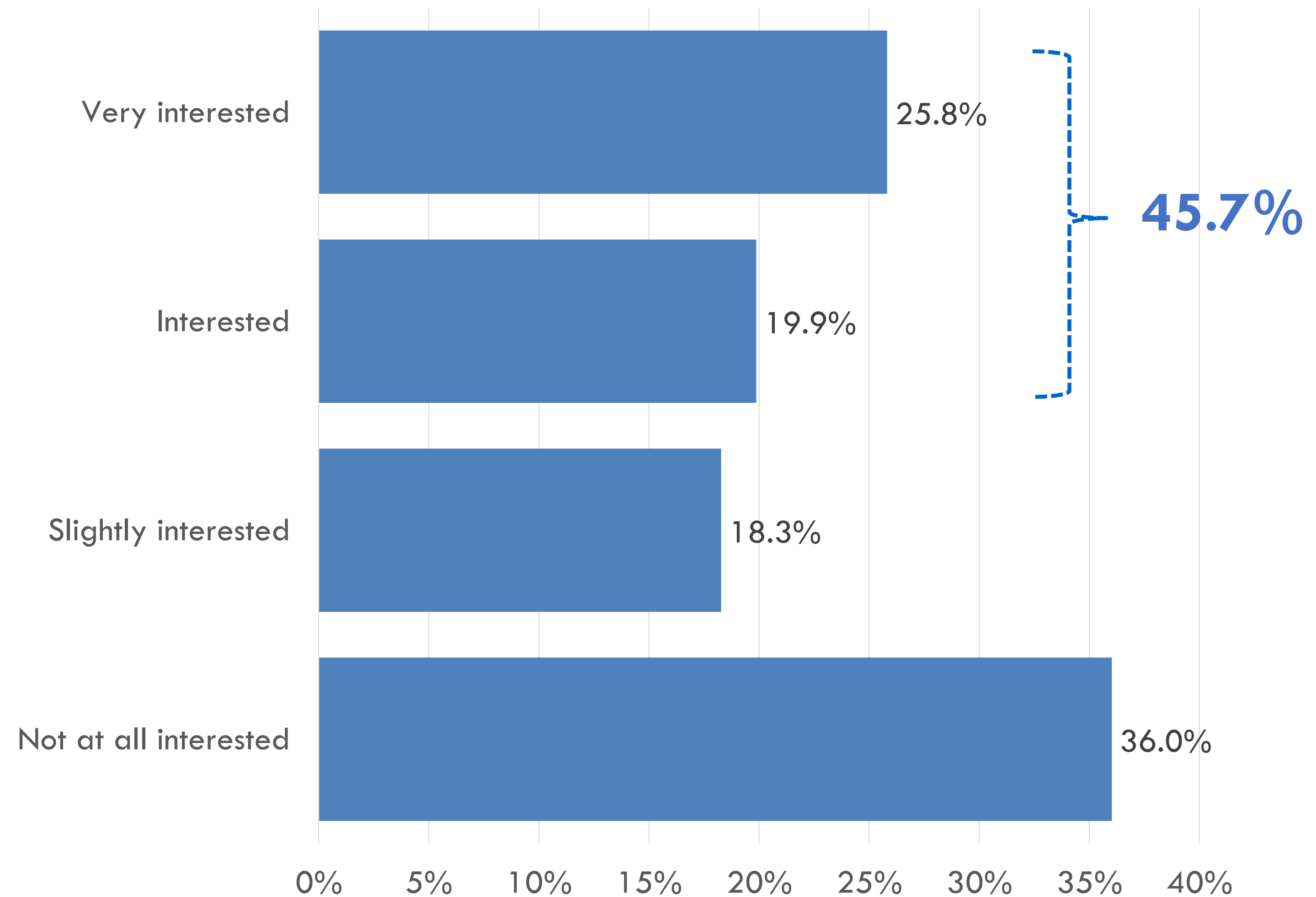
LIKELIHOOD OF TAKING A WORKCATION THIS FALL
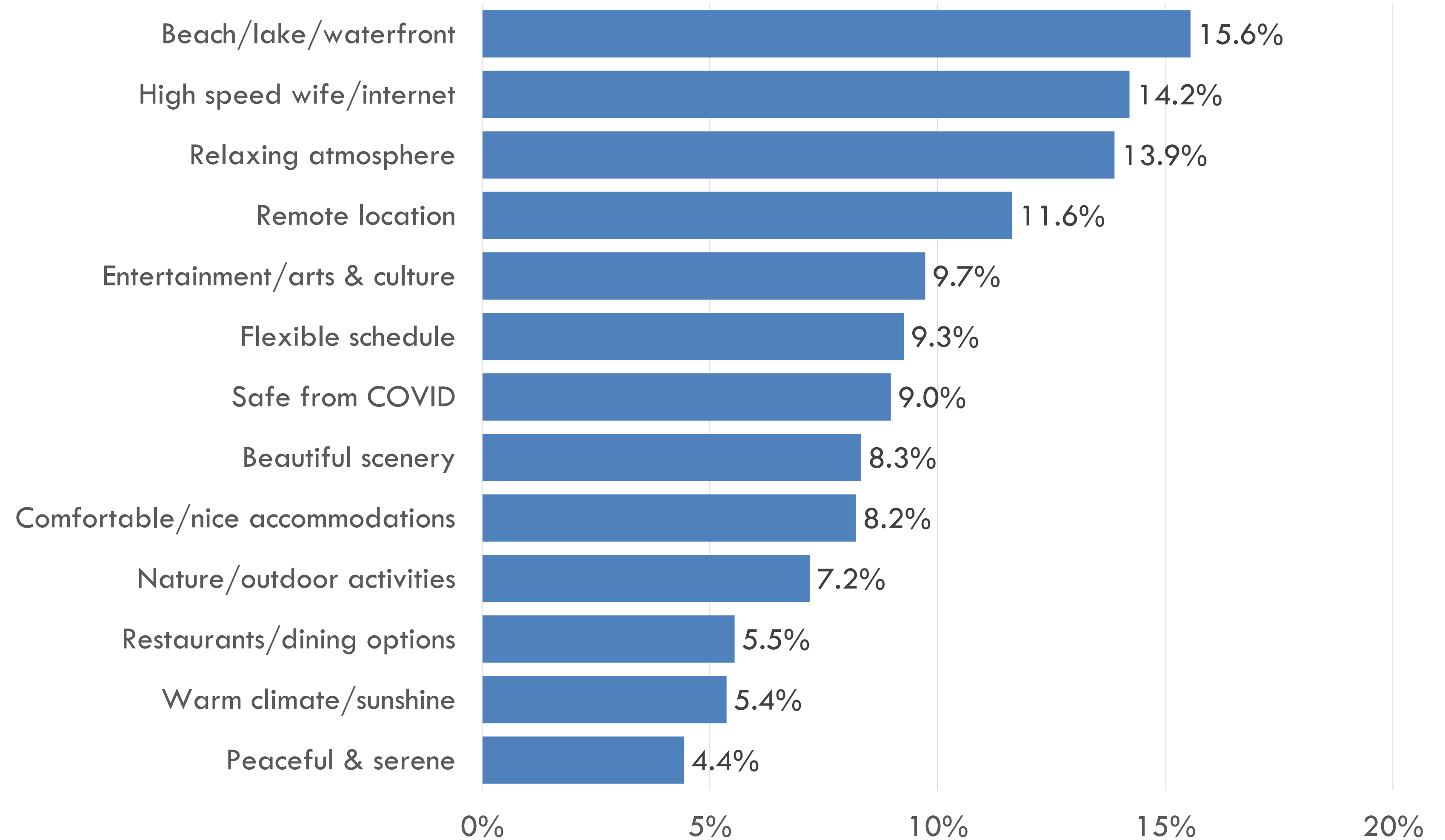
Question: **How likely are you to take a "workcation" this Fall?**

(Base: Wave 29 data. Respondents interested to any degree in workcations, 329 completed surveys. Data collected Sep 25-27, 2020)

Very likely — 18.6%

Likely — 27.4%

Neutral (neither likely nor unlikely) — 23.9%

Unlikely — 14.9%

Very unlikely — 15.2%

46.0%

0%   10%   20%   30%   40%

CHARACTERISTICS OF AN IDEAL WORKCATION DESTINATION

Question: **What would be the ideal characteristics of a "workcation destination" for you? (Write in as many as three)**

(Base: Wave 29 data. All

respondents, 1,204 completed surveys.

Data collected Sep 25-27, 2020)

Beach/lake/waterfront — 15.6%
High speed wife/internet — 14.2%
Relaxing atmosphere — 13.9%
Remote location — 11.6%
Entertainment/arts & culture — 9.7%
Flexible schedule — 9.3%
Safe from COVID — 9.0%
Beautiful scenery — 8.3%
Comfortable/nice accommodations — 8.2%
Nature/outdoor activities — 7.2%
Restaurants/dining options — 5.5%
Warm climate/sunshine — 5.4%
Peaceful & serene — 4.4%

Destination Analysts
DO YOUR RESEARCH

INTEREST IN SCHOOLCATIONS

Question: A "Schoolcation" is a new term being used this year to describe travel where students can vacation with their families while attending classes online.

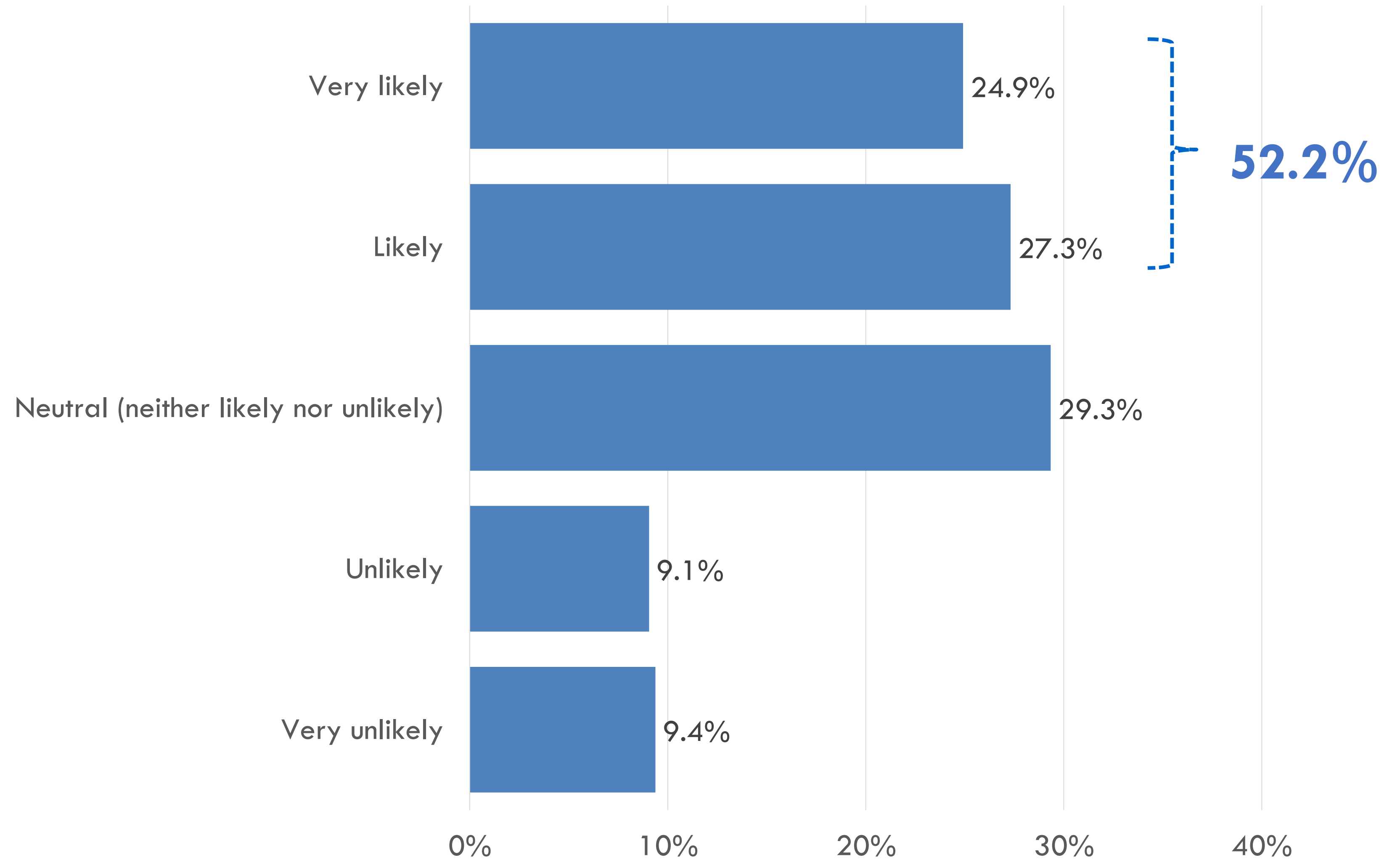**How interested would you be in taking a "schoolcation" this Fall with your family?**

(Base: Wave 29 data. Respondents who travel with children, 326 completed surveys. Data collected Sep 25-27, 2020)

Very interested — 22.0%

Interested — 23.8%

45.8%

Slightly interested — 13.3%

Not at all interested — 40.9%
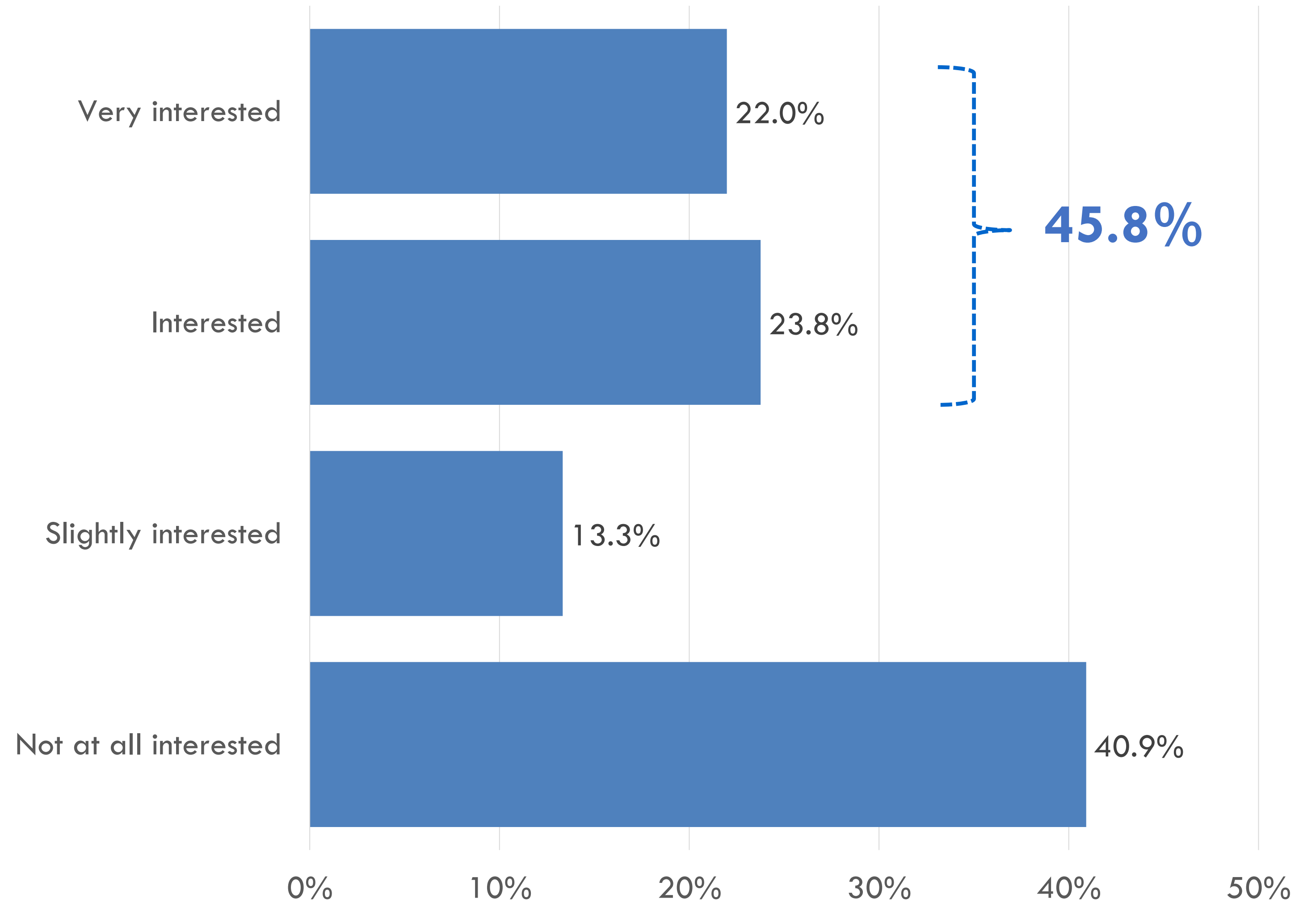
LIKELIHOOD OF TAKING A FALL SCHOOLCATION

Question: How likely are you to take a "schoolcation" this Fall?
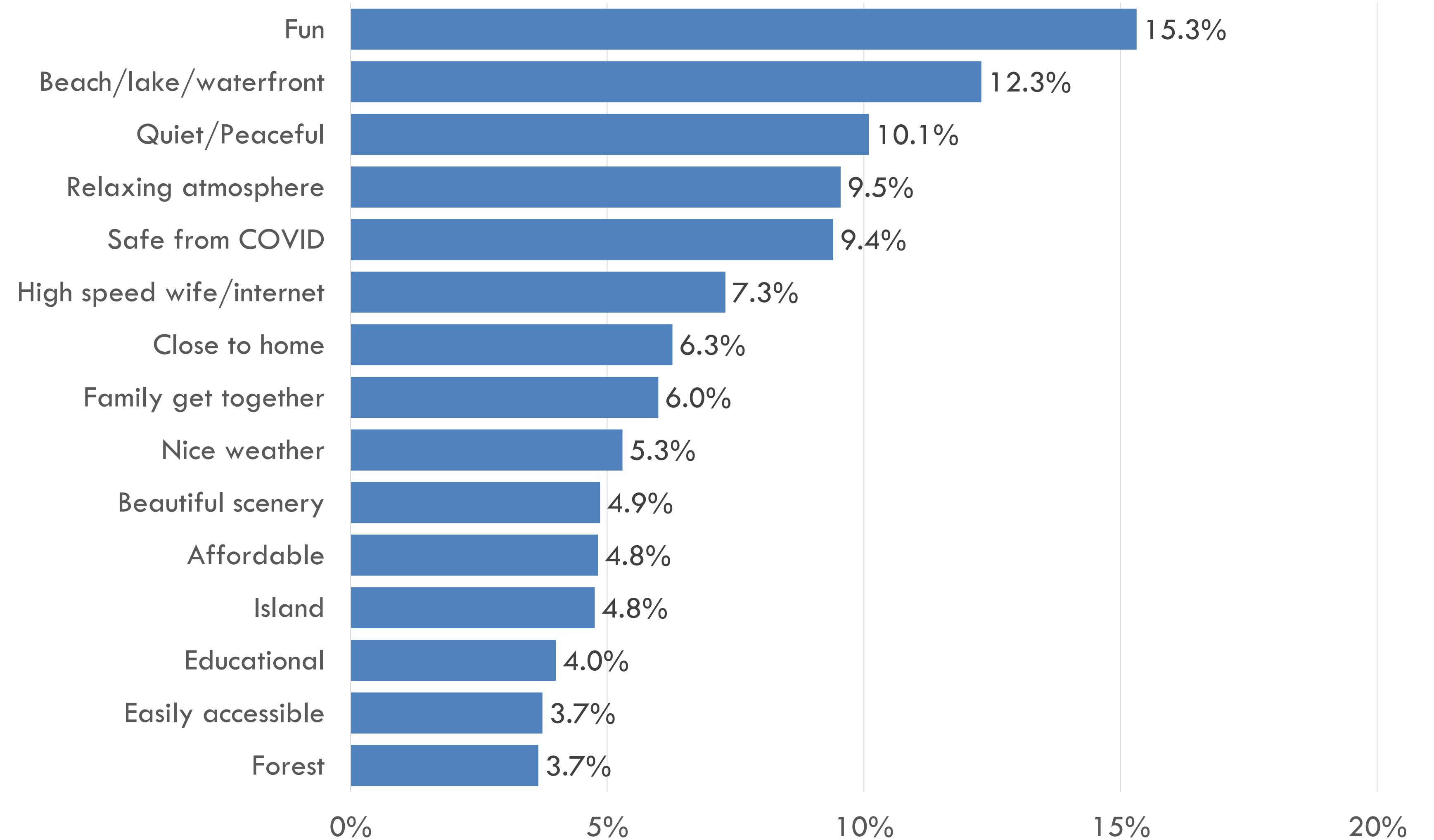
(Base: Wave 29 data. Respondents with some level of interest in schoolcations, 180 completed surveys. Data collected Sep 25-27, 2020)

52.2%

- Very likely — 24.9%
- Likely — 27.3%
- Neutral (neither likely nor unlikely) — 29.3%
- Unlikely — 9.1%
- Very unlikely — 9.4%

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CHARACTERISTICS OF AN IDEAL SCHOOLCATION DESTINATION

Question: What would be the ideal characteristics of a "schoolcation" destination for you? (Write in as many as three)

(Base: Wave 29 data. All respondents,

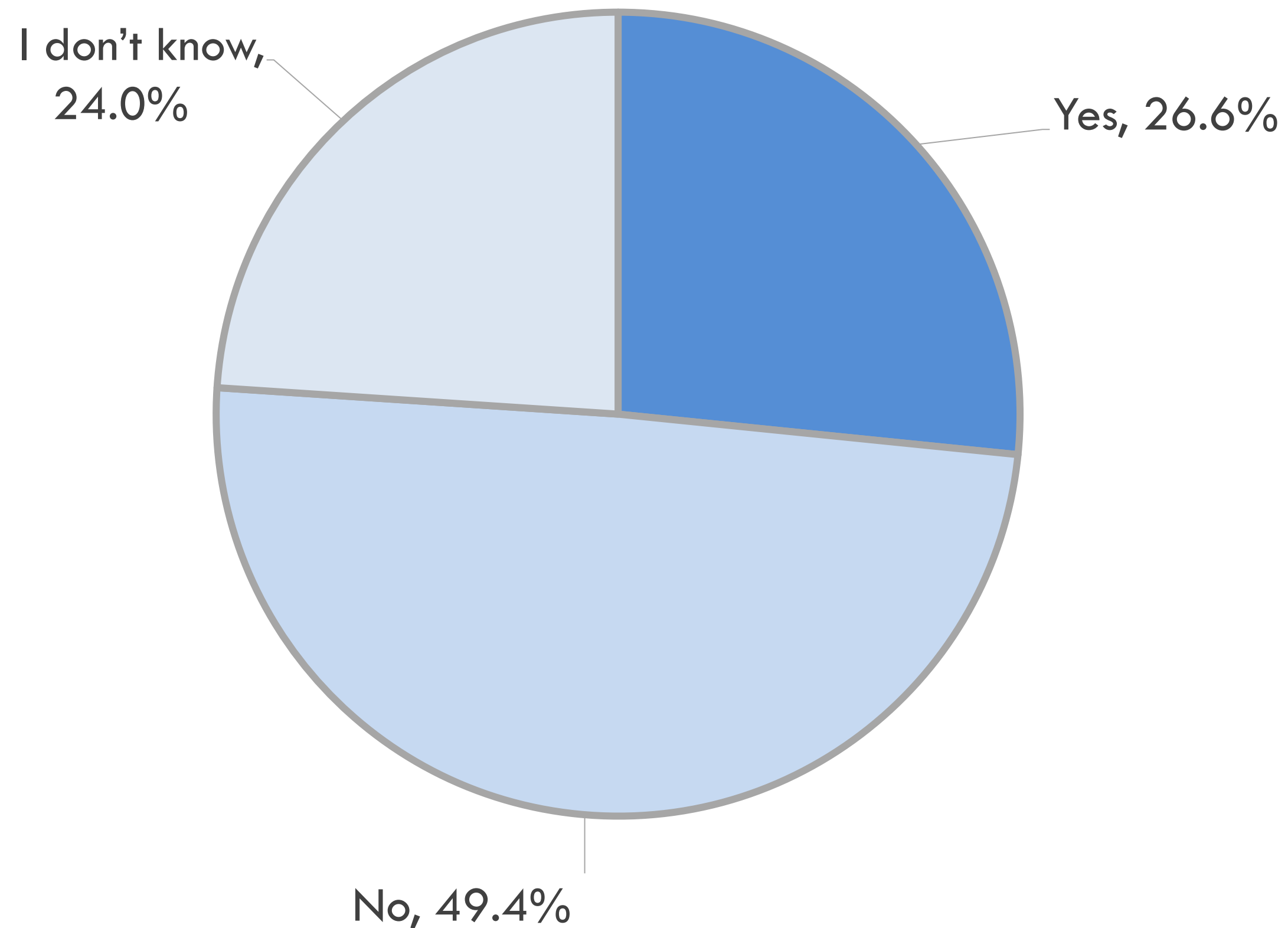*1,204 completed surveys. Data collected*

Sep 25-27, 2020)

Characteristic	Percentage
Fun	15.3%
Beach/lake/waterfront	12.3%
Quiet/Peaceful	10.1%
Relaxing atmosphere	9.5%
Safe from COVID	9.4%
High speed wife/internet	7.3%
Close to home	6.3%
Family get together	6.0%
Nice weather	5.3%
Beautiful scenery	4.9%
Affordable	4.8%
Island	4.8%
Educational	4.0%
Easily accessible	3.7%
Forest	3.7%

Destination Analysts
DO YOUR RESEARCH

TRAVEL'S IMPACT ON ENVIRONMENT

DOES TRAVEL HAVE A NEGATIVE EFFECT ON THE ENVIRONMENT?

Question: Do you believe that people traveling for leisure have an overall negative impact on the environment? (Select one)

(Base: Wave 29 data. All respondents, 1,204 completed surveys. Data collected Sep 25-27, 2020)

I don't know, 24.0%

Yes, 26.6%

No, 49.4%

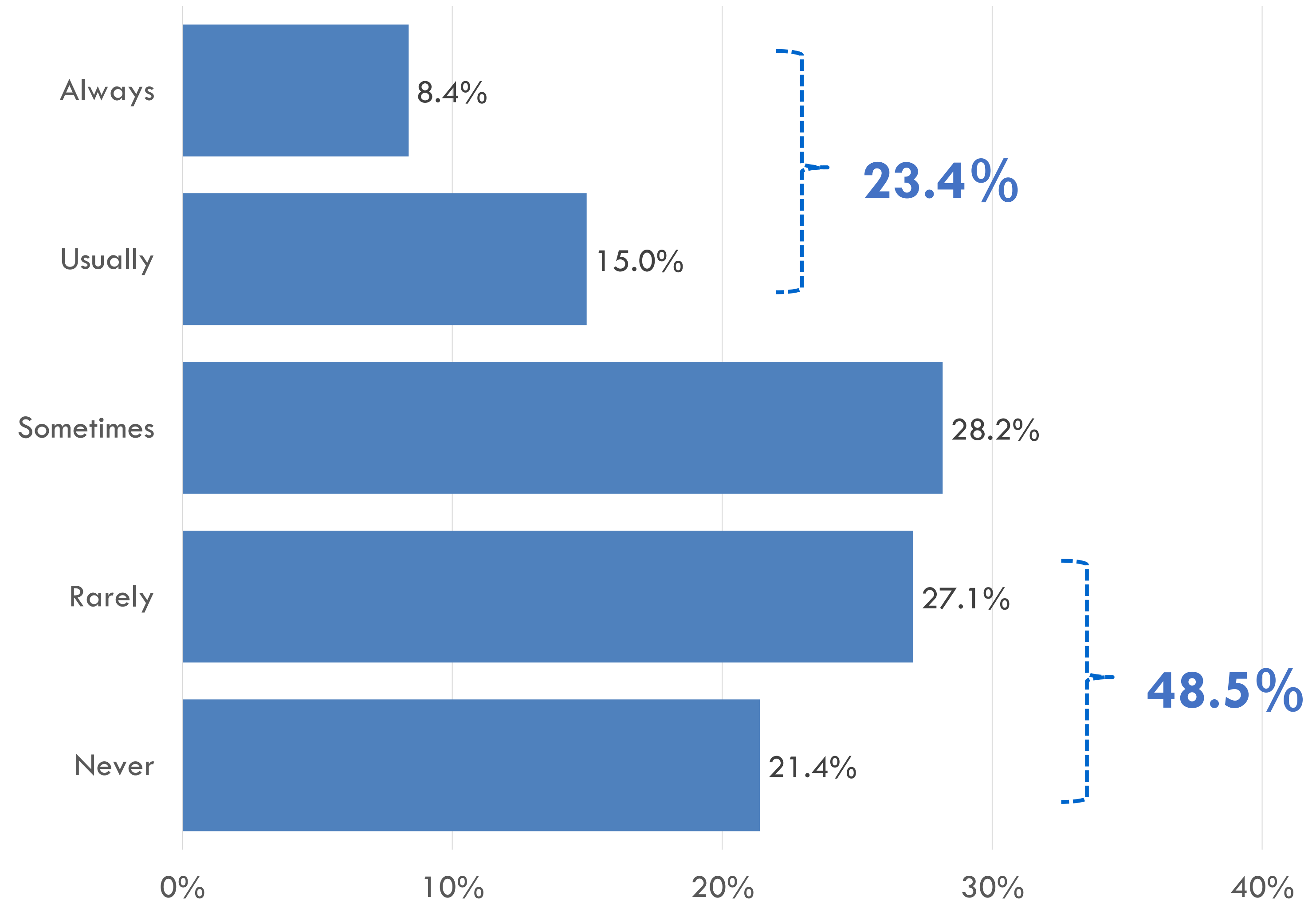Destination Analysts
DO YOUR RESEARCH

CONCERN ABOUT THE ENVIRONMENT WHEN TRAVEL PLANNING

Question: When planning your trips, how often do you think about the impact of your trips on the environment? (Select one)

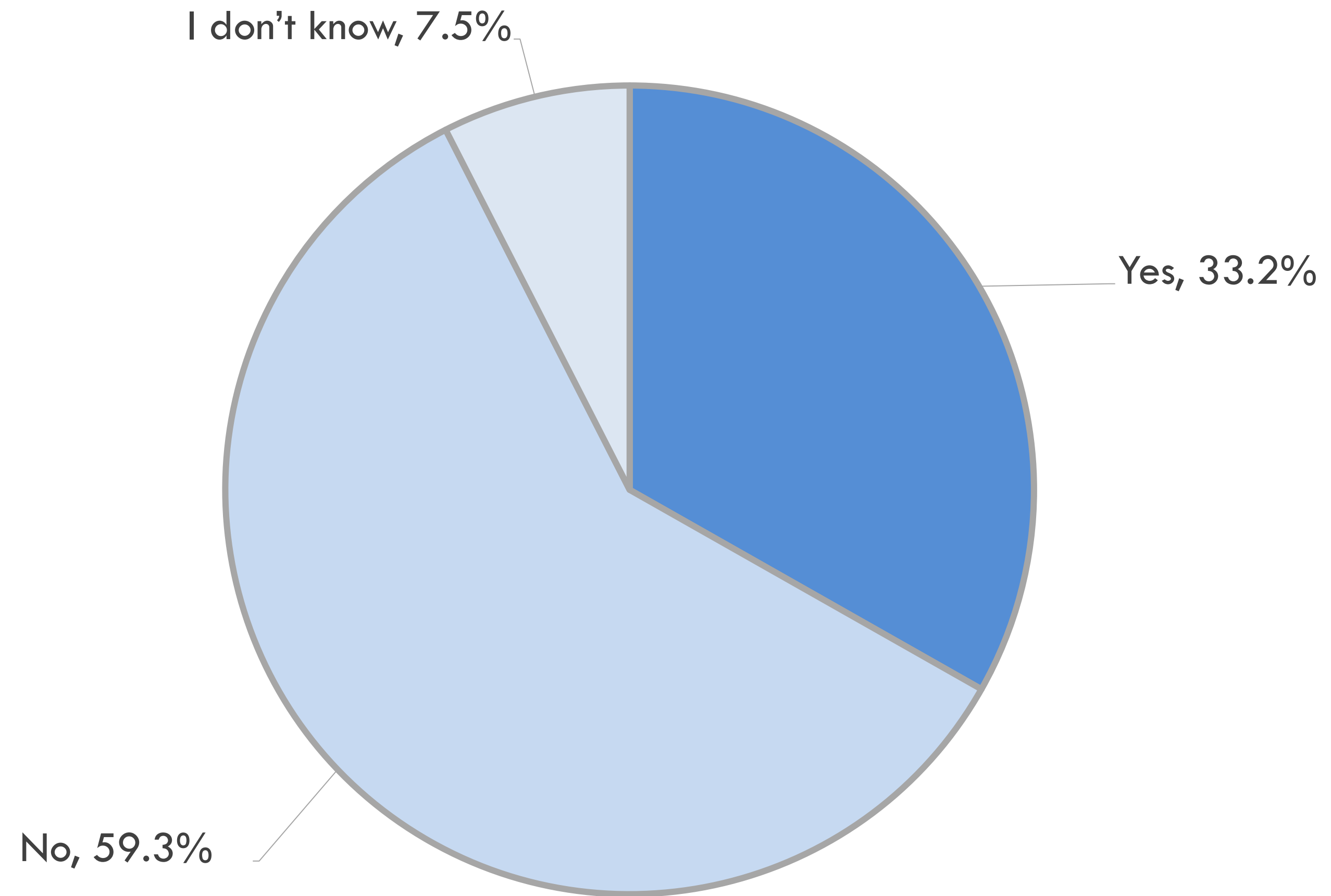*(Base: Wave 29 data. All respondents, 1,204 completed surveys. Data collected Sep 25-27, 2020)*

Always 8.4%

Usually 15.0%

23.4%

Sometimes 28.2%

Rarely 27.1%

Never 21.4%

48.5%

Destination Analysts
DO YOUR RESEARCH

AWARENESS OF CARBON OFFSETS

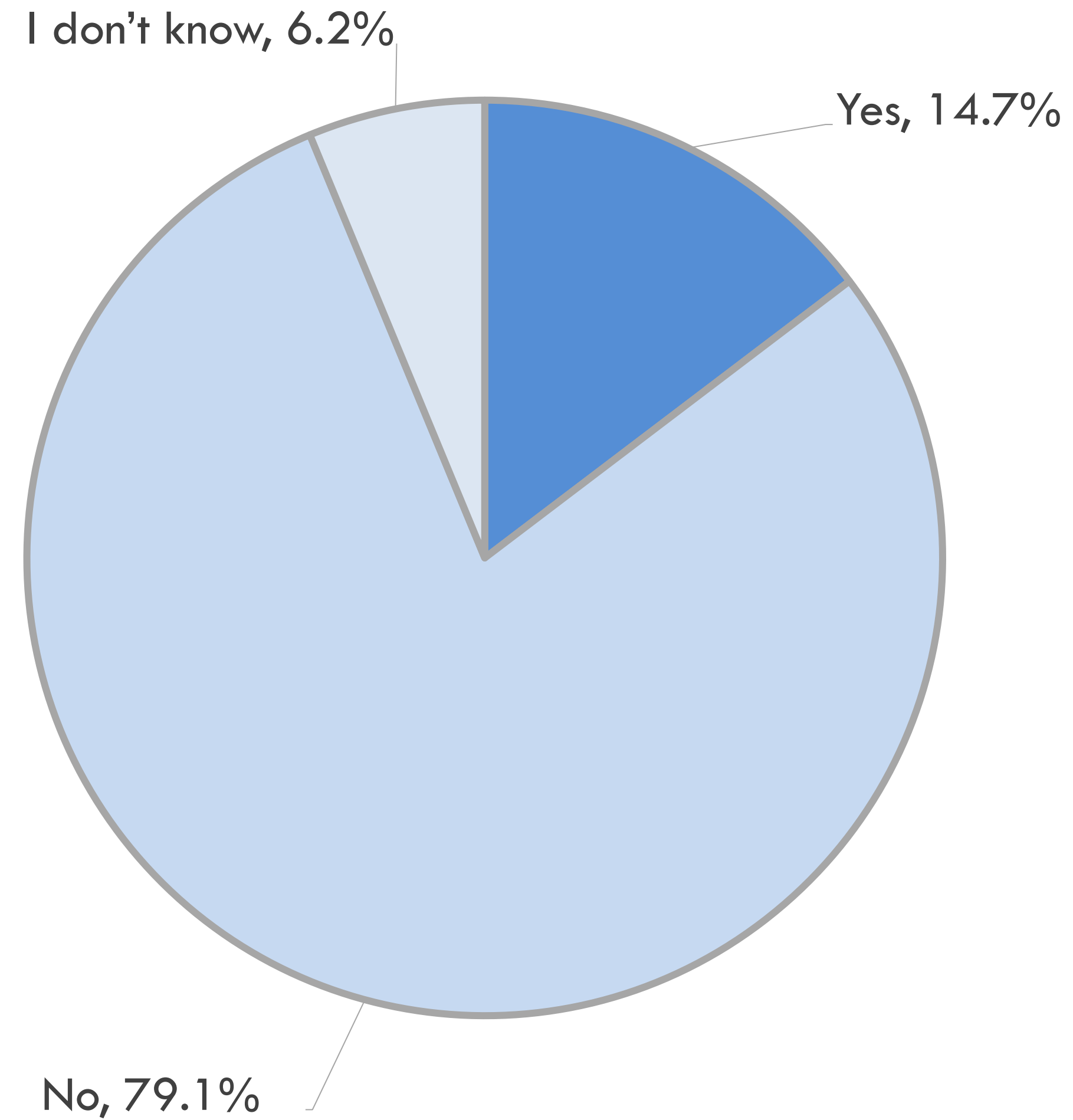**Question:** Before taking this survey, have you ever heard of "carbon offsets" for travel? (Select one)

(Base: Wave 29 data. All respondents, 1,204 completed surveys. Data collected Sep 25-27, 2020)

I don't know, 7.5%

Yes, 33.2%

No, 59.3%

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PAST PURCHASE OF CARBON OFFSETS

Question: **Have you ever purchased a "carbon offset" for your travel? (Select one)**

(Base: Wave 29 data. Respondents aware of carbon offsets, 385 completed surveys. Data collected Sep 25-27, 2020)

I don't know, 6.2%

Yes, 14.7%

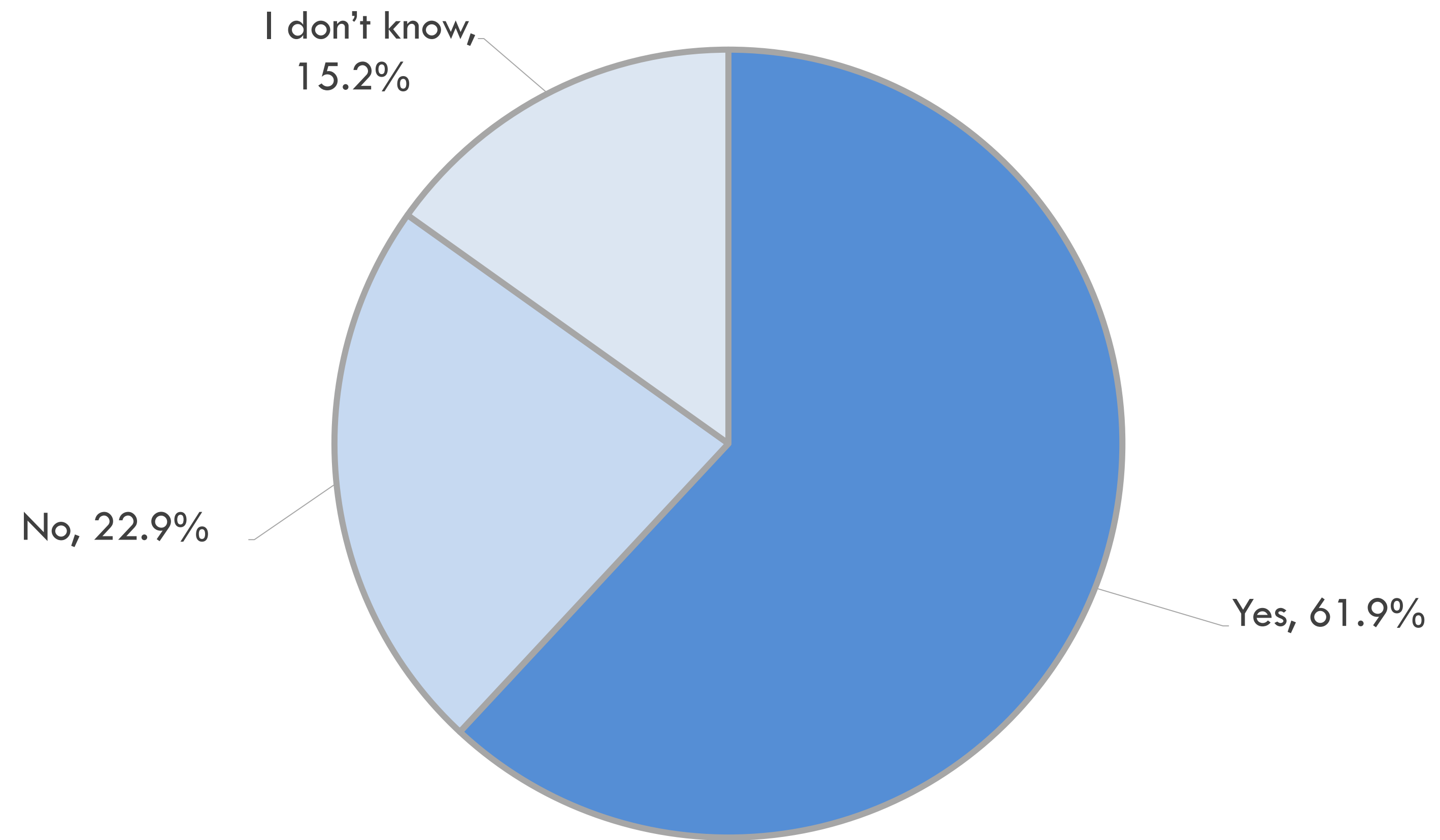No, 79.1%

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DO YOUR RESEARCH

HUMAN ACTIVITY AND CLIMATE CHANGE

Question: **Do you believe that human activity is responsible for climate change? (Select one)**

(Base: Wave 29 data. All respondents, 1,204 completed surveys. Data collected Sep 25-27, 2020)

I don't know, 15.2%

No, 22.9%

Yes, 61.9%

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IMPACT OF CLIMATE CHANGE OF PAST TRAVEL

Question: In the **PAST FIVE (5) YEARS,** on a scale of 1 to 10 please rate, how much you think climate change has impacted your leisure travel?

(Base: Wave 29 data. All respondents, 1,204 completed surveys. Data collected Sep 25-27, 2020)

10 - SIGNIFICANT IMPACT ON MY LEISURE TRAVEL — 5.0%
9 — 2.6%
8 — 5.3%
7 — 6.8%
6 — 8.9%
28.6%
5 — 17.4%
4 — 5.6%
3 — 8.7%
2 — 6.1%
1 — NO IMPACT ON MY LEISURE TRAVEL — 33.6%

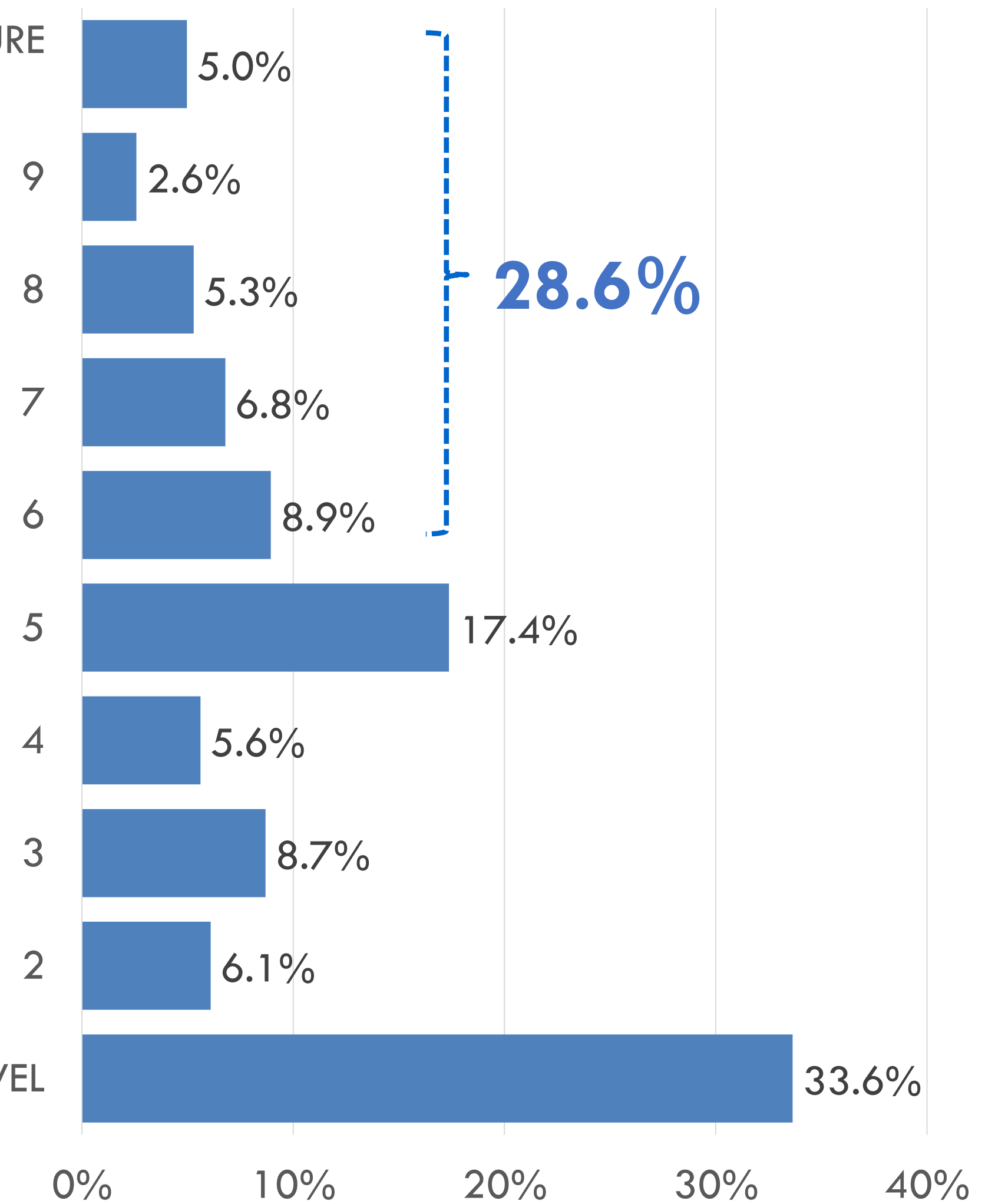Destination Analysts
DO YOUR RESEARCH

IMPACT OF CLIMATE CHANGE OF FUTURE TRAVEL

Question: **In the NEXT FIVE (5) YEARS, on a scale of 1 to 10 please rate, how much you think climate change will impact your leisure travel?**

(Base: Wave 29 data. All respondents, 1,204 completed surveys. Data collected Sep 25-27, 2020)

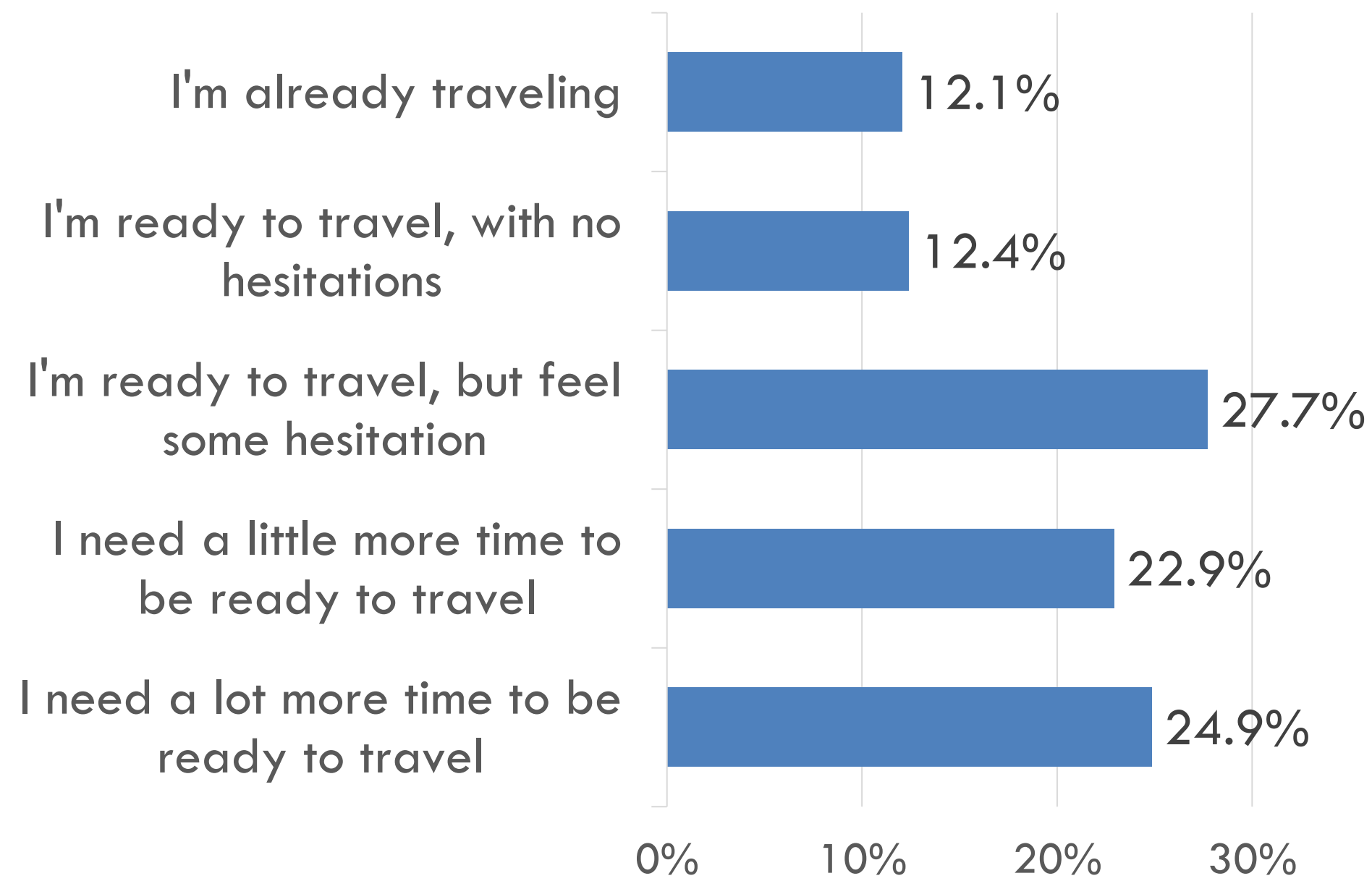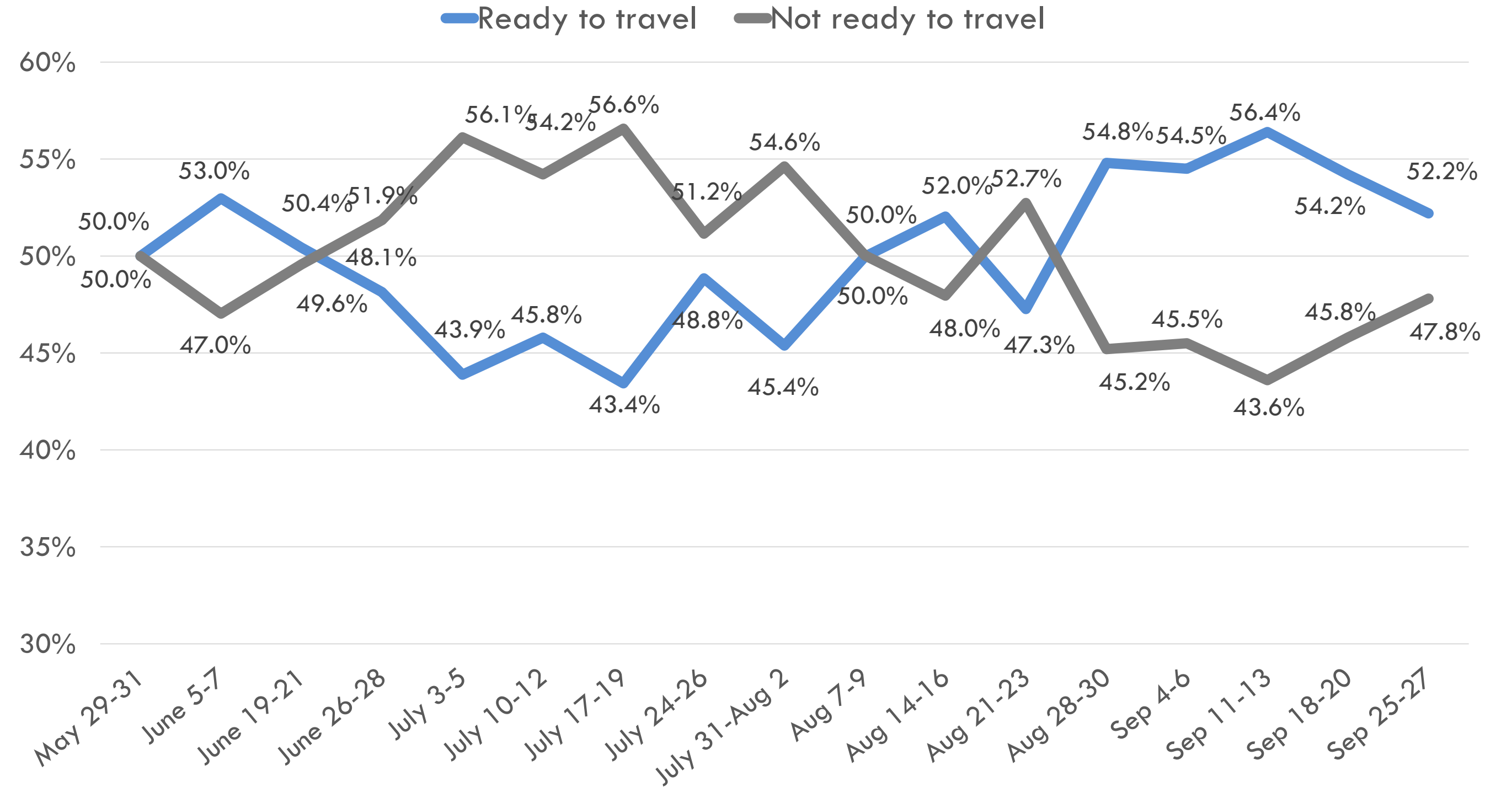| Rating	Percentage
10 - SIGNIFICANT IMPACT ON MY LEISURE TRAVEL	6.6%
9	3.1%
8	7.0%
7	9.7%
6	10.6%
5	19.5%
4	5.6%
3	5.6%
2	4.8%
1 – NO IMPACT ON MY LEISURE TRAVEL	27.5%

37.0%

OPINIONS ON TRAVEL & THE CORONAVIRUS

TRAVEL STATE-OF-MIND

Question: When it comes to getting back out and traveling again, which best describes your current state of mind? (Select one)

I'm already traveling — 12.1%

I'm ready to travel, with no hesitations — 12.4%

I'm ready to travel, but feel some hesitation — 27.7%

I need a little more time to be ready to travel — 22.9%

I need a lot more time to be ready to travel — 24.9%

(Base: Waves 12-13 and 15-29. All respondents, 1,257, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)

Historical data

Ready to travel — Not ready to travel

	Ready to travel	Not ready to travel
May 29-31	50.0%	50.0%
June 5-7	53.0%	47.0%
June 19-21	50.4%	49.6%
June 26-28	48.1%	51.9%
July 3-5	43.9%	56.1%
July 10-12	45.8%	54.2%
July 17-19	43.4%	56.6%
July 24-26	48.8%	51.2%
July 31-Aug 2	45.4%	54.6%
Aug 7-9	50.0%	50.0%
Aug 14-16	52.0%	48.0%
Aug 21-23	47.3%	52.7%
Aug 28-30	54.8%	45.2%
Sep 4-6	54.5%	45.5%
Sep 11-13	56.4%	43.6%
Sep 18-20	54.2%	45.8%
Sep 25-27	52.2%	47.8%

AVOIDING TRAVEL UNTIL THE CORONAVIRUS BLOWS OVER

How much do you agree with the following statement?

Statement: I'm planning to avoid all travel until the Coronavirus situation blows over.
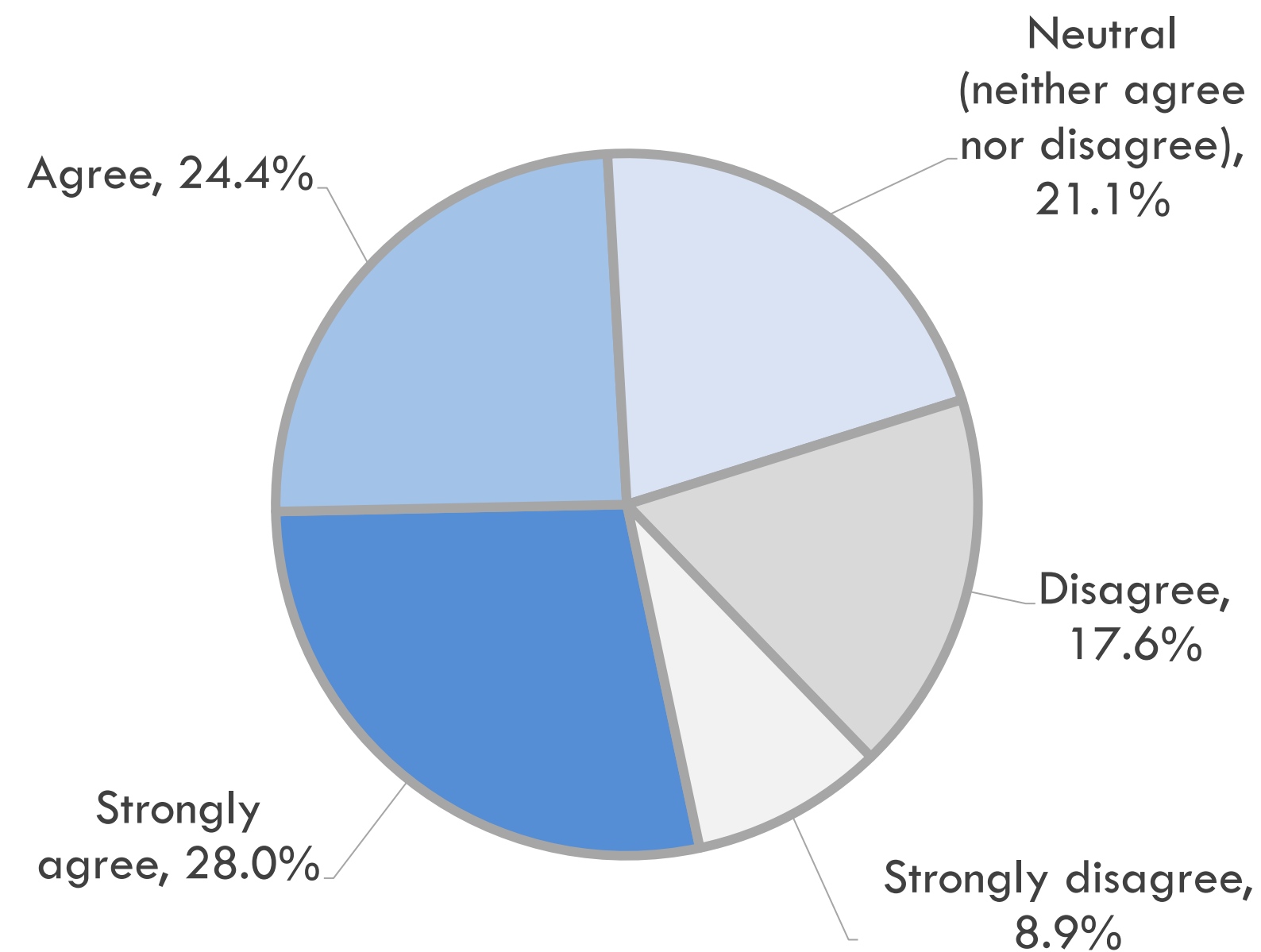
Agree, 24.4%

Neutral (neither agree nor disagree), 21.1%

Disagree, 17.6%

Strongly agree, 28.0%

Strongly disagree, 8.9%

Historical data

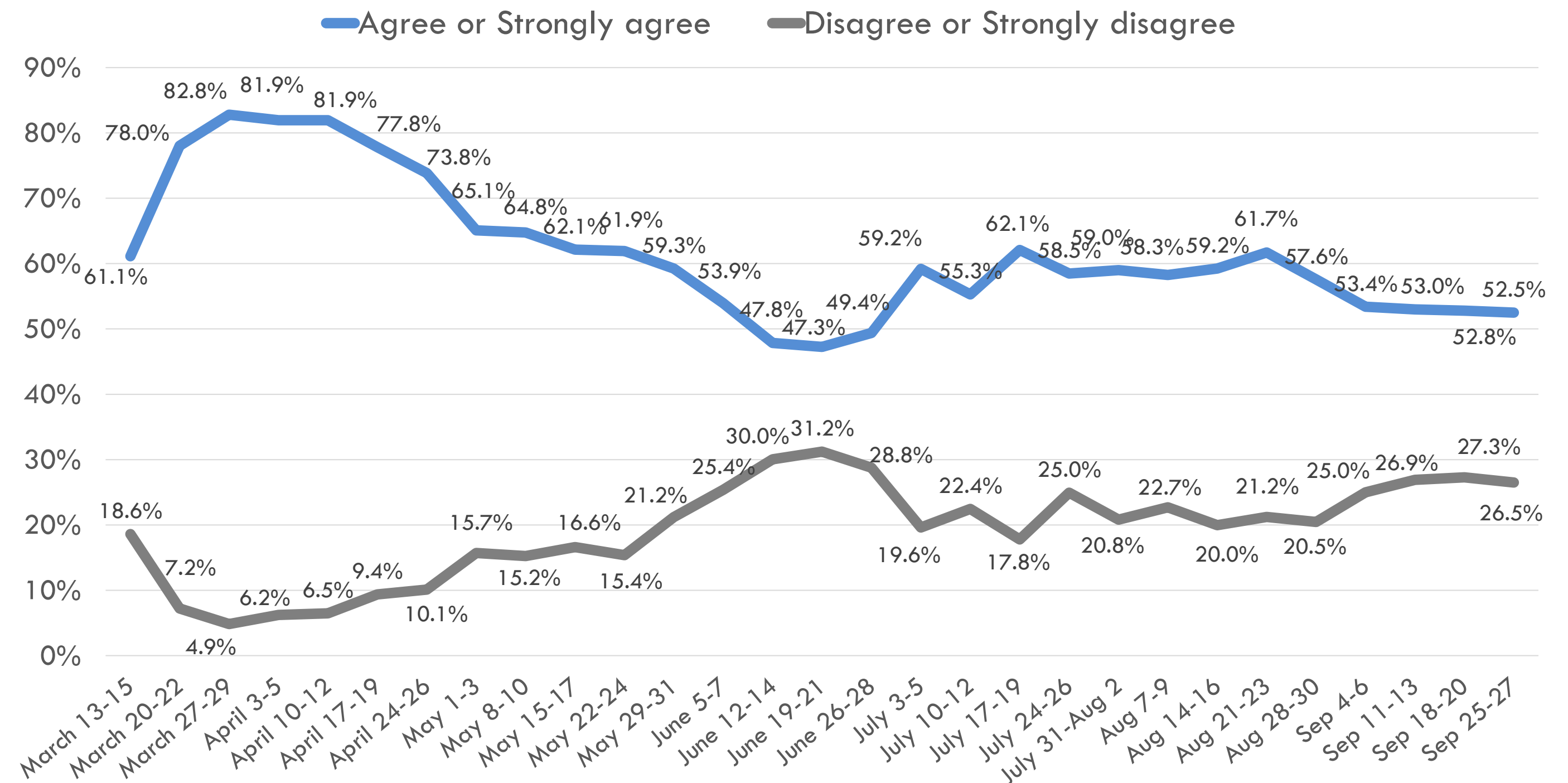*(Base: Waves 1-29. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)*

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EXPECTATIONS FOR TRAVELING IN THE FALL

How much do you agree with the following statement?

Statement: I expect that I will be traveling in the Fall of 2020.

Neutral (neither agree nor disagree), 17.8%

Agree, 18.8%

Disagree, 23.5%

Strongly agree, 13.4%

Strongly disagree, 26.5%

(Base: Waves 4-29. All respondents, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)
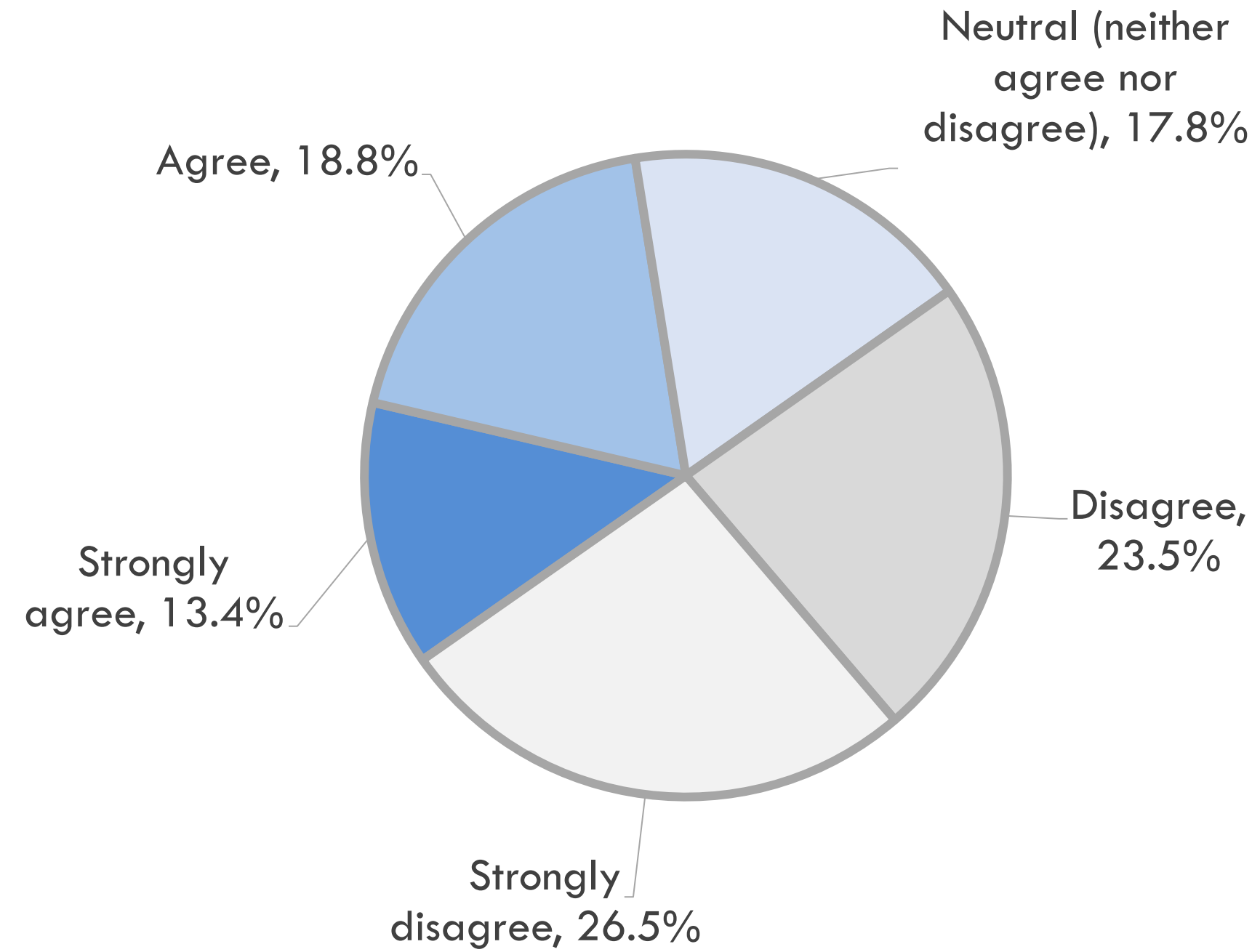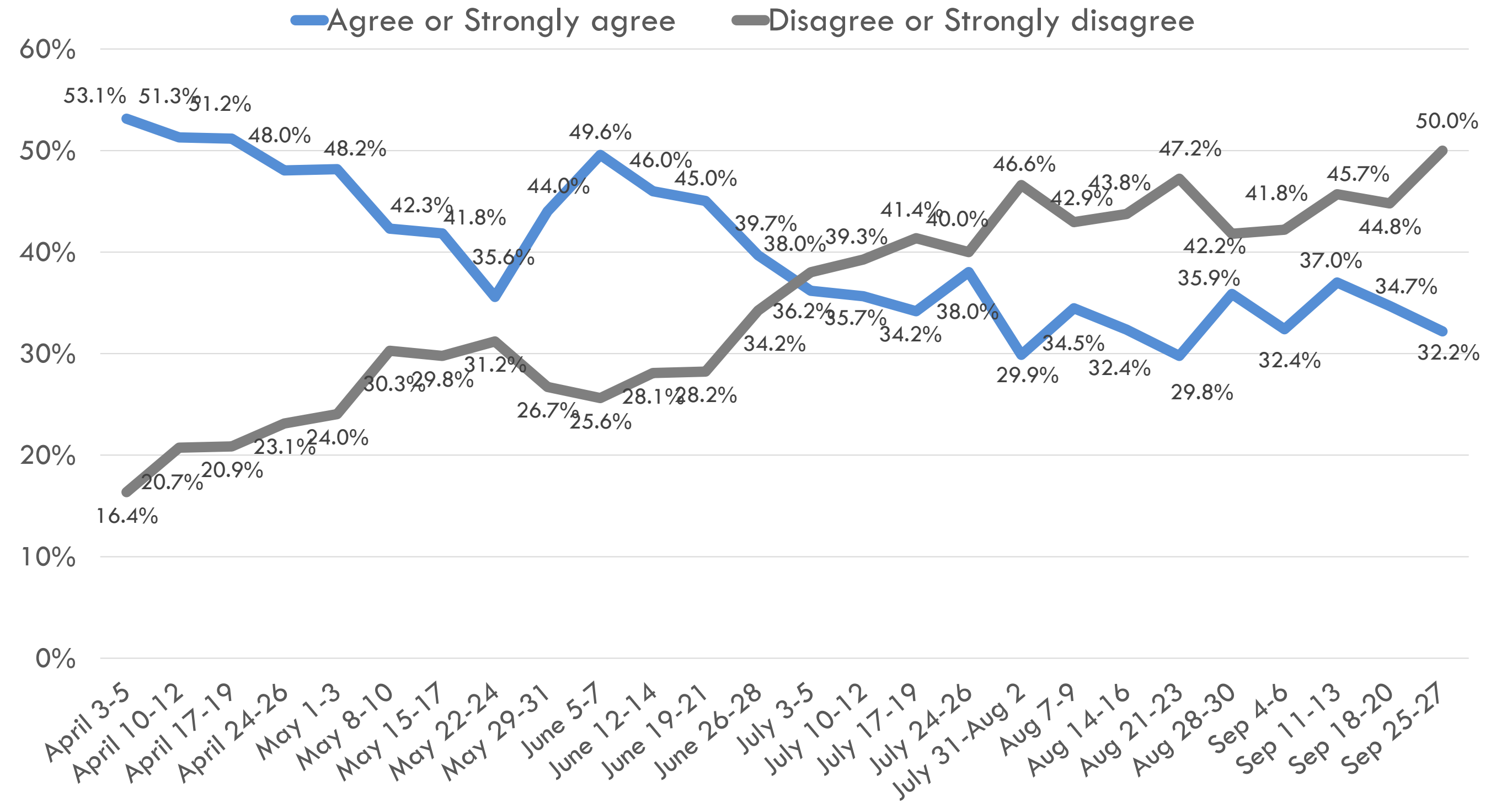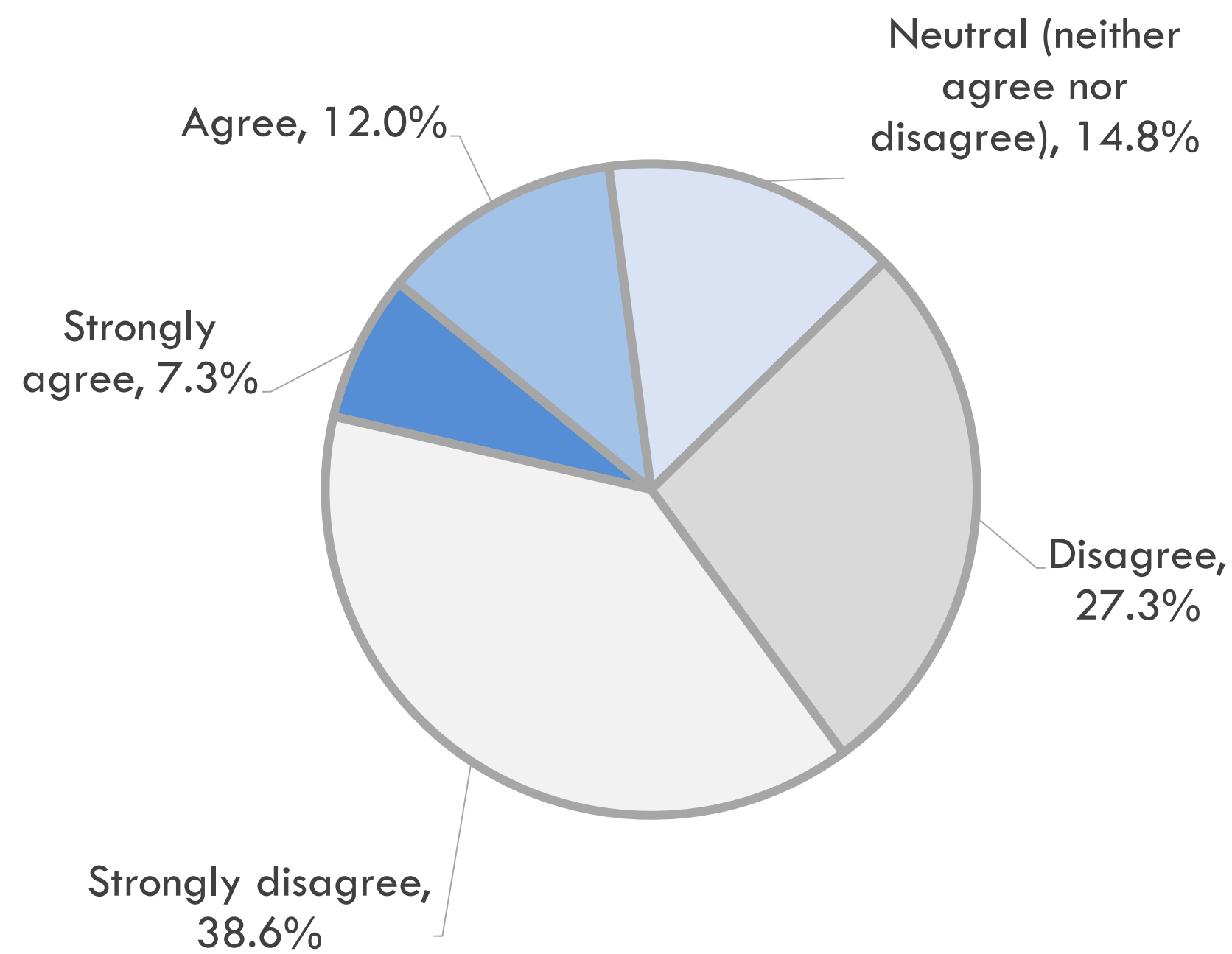
Historical data

— Agree or Strongly agree   — Disagree or Strongly disagree

Agree or Strongly agree: 53.1%, 51.3%, 51.2%, 48.0%, 48.2%, 42.3%, 41.8%, 35.6%, 44.0%, 49.6%, 46.0%, 45.0%, 39.7%, 38.0%, 36.2%, 35.7%, 34.2%, 38.0%, 29.9%, 34.5%, 32.4%, 29.8%, 35.9%, 32.4%, 37.0%, 34.7%, 32.2%

Disagree or Strongly disagree: 16.4%, 20.7%, 20.9%, 23.1%, 24.0%, 30.3%, 29.8%, 31.2%, 26.7%, 25.6%, 28.1%, 28.2%, 34.2%, 39.3%, 41.4%, 40.0%, 46.6%, 42.9%, 43.8%, 42.2%, 47.2%, 35.9%, 41.8%, 44.8%, 45.7%, 50.0%

April 3-5, April 10-12, April 17-19, April 24-26, May 1-3, May 8-10, May 15-17, May 22-24, May 29-31, June 5-7, June 12-14, June 19-21, June 26-28, July 3-5, July 10-12, July 17-19, July 24-26, July 31-Aug 2, Aug 7-9, Aug 14-16, Aug 21-23, Aug 28-30, Sep 4-6, Sep 11-13, Sep 18-20, Sep 25-27

Destination Analysts
DO YOUR RESEARCH

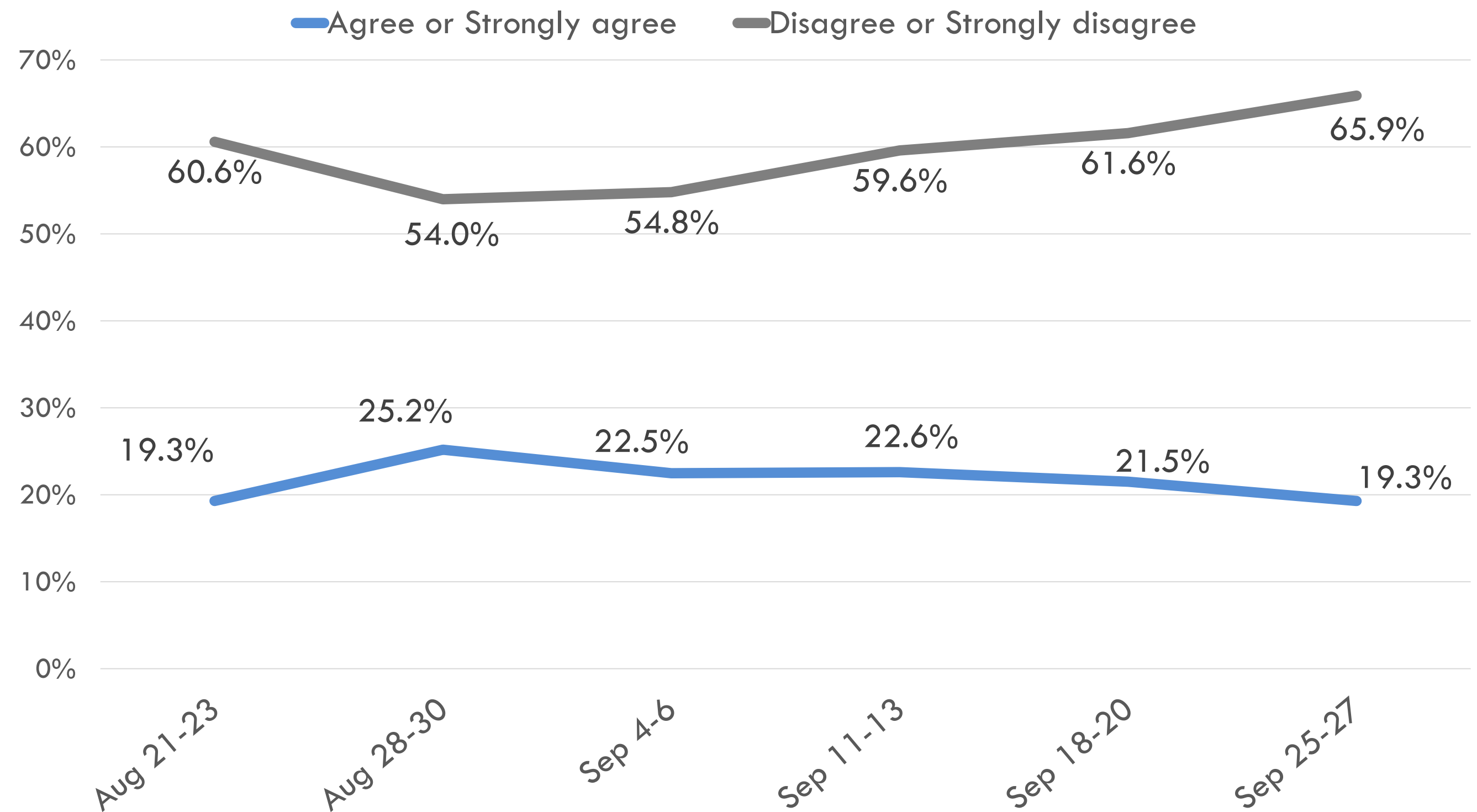# EXPECTATIONS FOR THE PANDEMIC'S COURSE AT THE END OF 2020

How much do you agree with the following statement?

Statement: I expect the Coronavirus situation will be resolved BEFORE THE END OF THIS YEAR.

Pie chart:
- Neutral (neither agree nor disagree), 14.8%
- Agree, 12.0%
- Strongly agree, 7.3%
- Disagree, 27.3%
- Strongly disagree, 38.6%

(Base: Waves 24-29. All respondents, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)

Historical data

Line chart:
- **Agree or Strongly agree** — Aug 21-23: 19.3%, Aug 28-30: 25.2%, Sep 4-6: 22.5%, Sep 11-13: 22.6%, Sep 18-20: 21.5%, Sep 25-27: 19.3%
- **Disagree or Strongly disagree** — Aug 21-23: 60.6%, Aug 28-30: 54.0%, Sep 4-6: 54.8%, Sep 11-13: 59.6%, Sep 18-20: 61.6%, Sep 25-27: 65.9%

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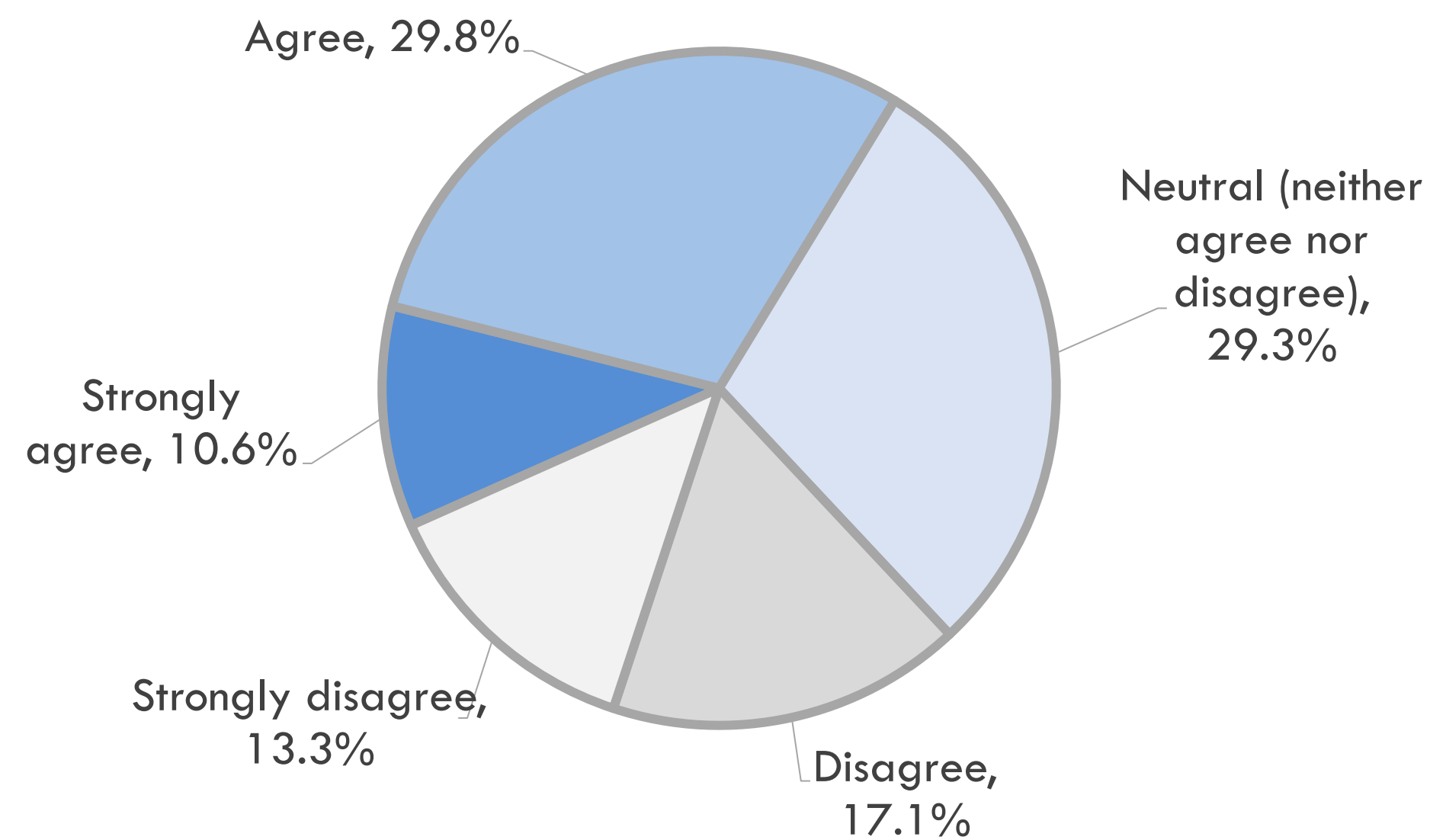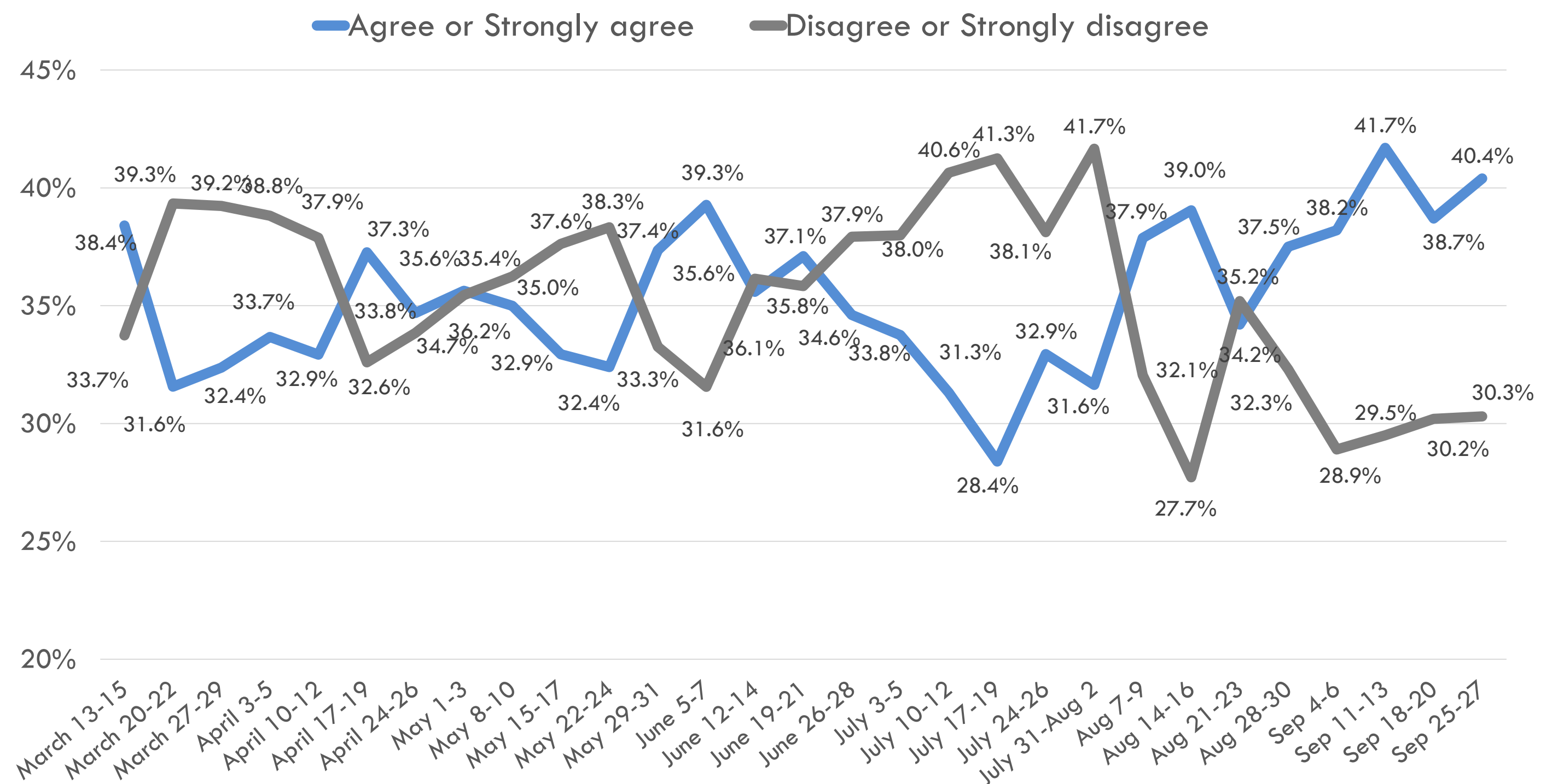
DISCOUNTS AND PRICE CUTS

How much do you agree with the following statement?

Statement: The coronavirus has led many travel providers to cut their prices. These discounts and price cuts (airline, hotel, etc.) make me more interested in traveling in the NEXT THREE (3) MONTHS.

Agree, 29.8%

Neutral (neither agree nor disagree), 29.3%

Strongly agree, 10.6%

Strongly disagree, 13.3%

Disagree, 17.1%

(Base: Waves 1-29. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)

Historical data

Legend: ● Agree or Strongly agree ● Disagree or Strongly disagree

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ROAD TRIPS AS A REPLACEMENT FOR AIRLINE TRAVEL

How much do you agree with the following statement?

Statement: Because of the Coronavirus, I'll probably be taking more road trips this year to avoid airline travel.

Neutral (neither agree nor disagree), 34.6%
Agree, 30.8%
Disagree, 11.9%
Strongly disagree, 10.2%
Strongly agree, 12.5%

(Base: Waves 1-29. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)
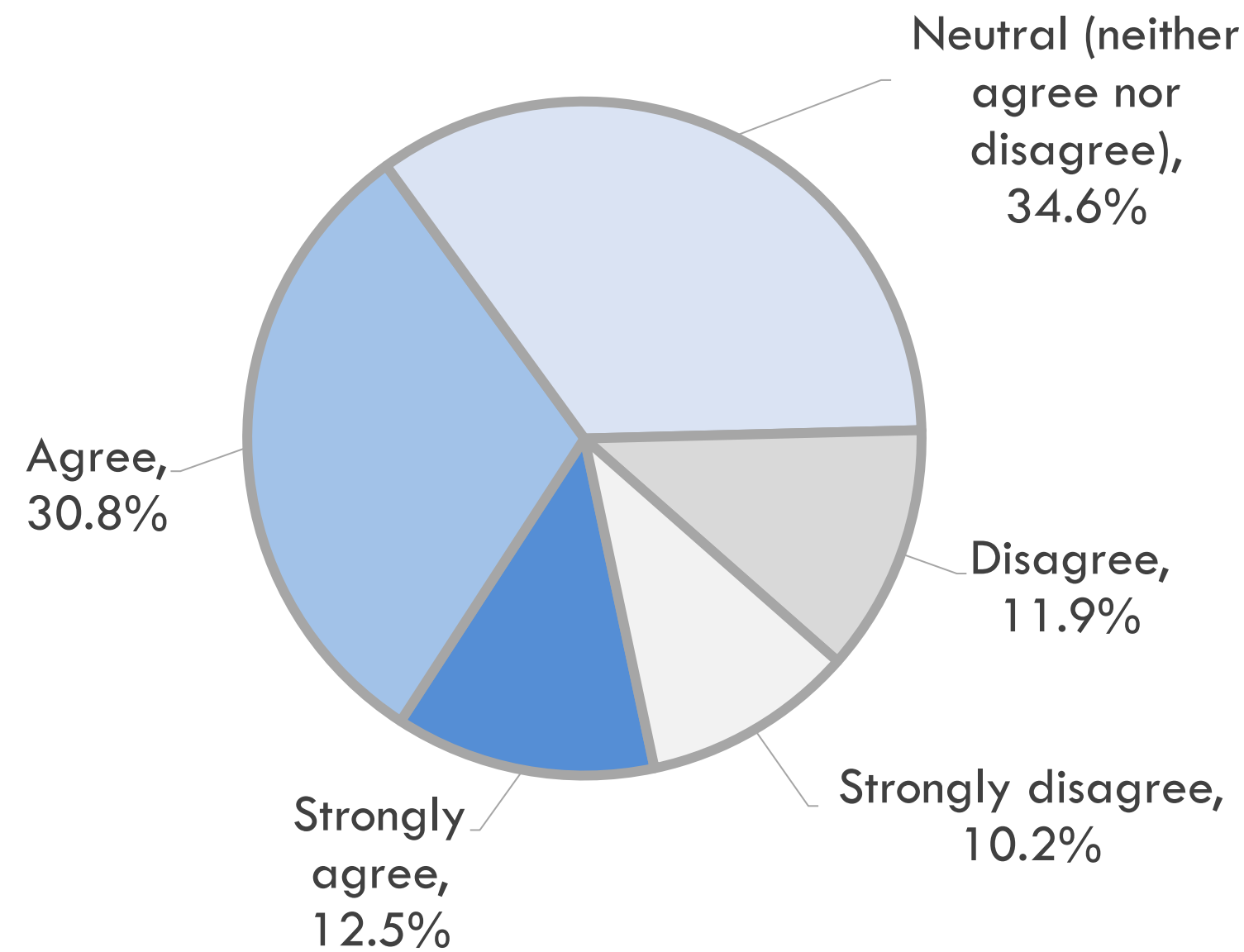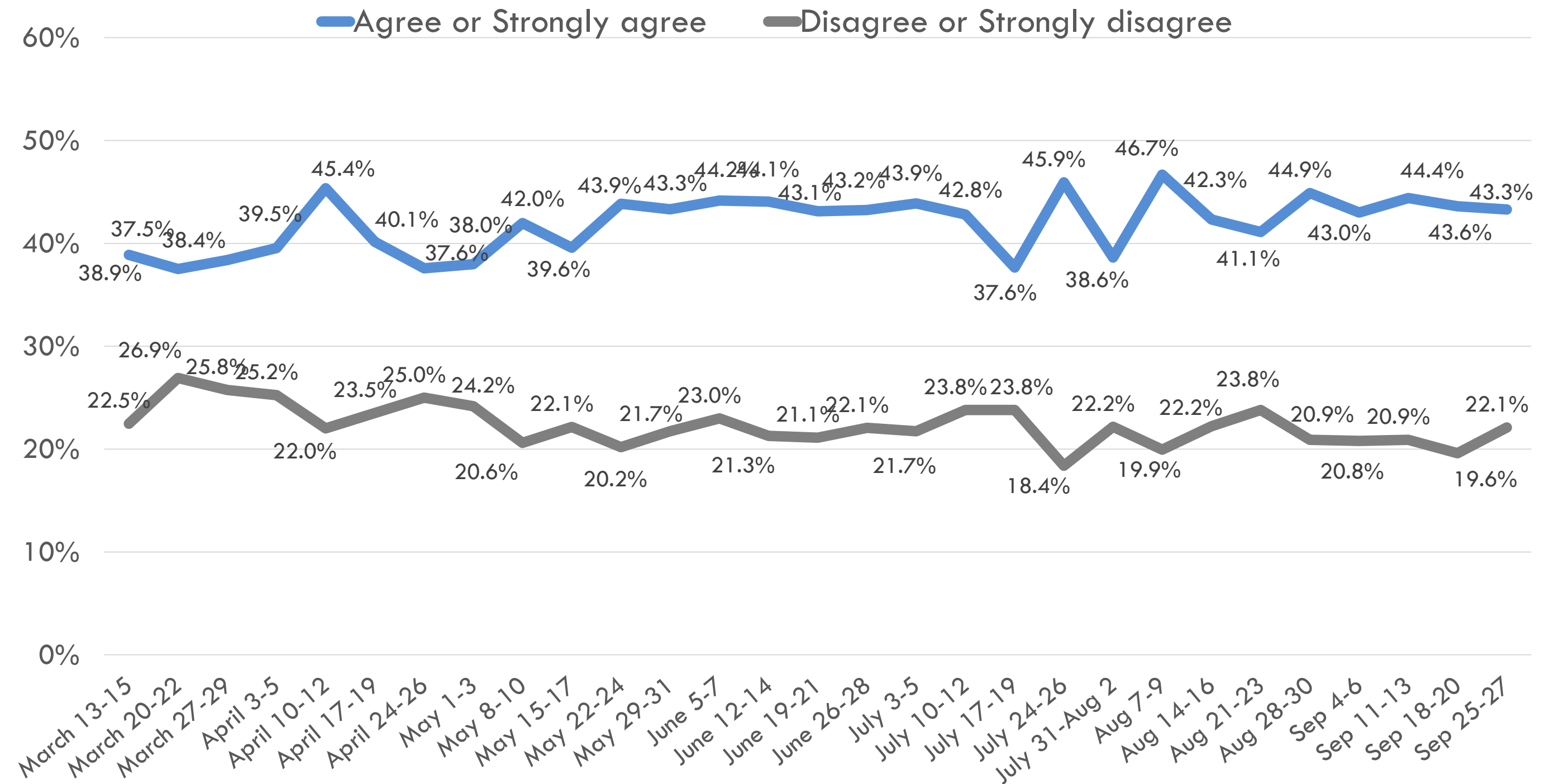
Historical data

— Agree or Strongly agree — Disagree or Strongly disagree

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REGIONAL TRIPS AS A REPLACEMENT FOR LONG-HAUL TRAVEL

How much do you agree with the following statement?

Statement: Because of the Coronavirus, I'll probably be taking more regional trips and avoid long-haul travel (further from home).

Historical data

Pie chart:
- Neutral (neither agree nor disagree), 29.4%
- Agree, 36.0%
- Strongly agree, 15.7%
- Strongly disagree, 7.7%
- Disagree, 11.2%

(Base: Waves 1-29. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)
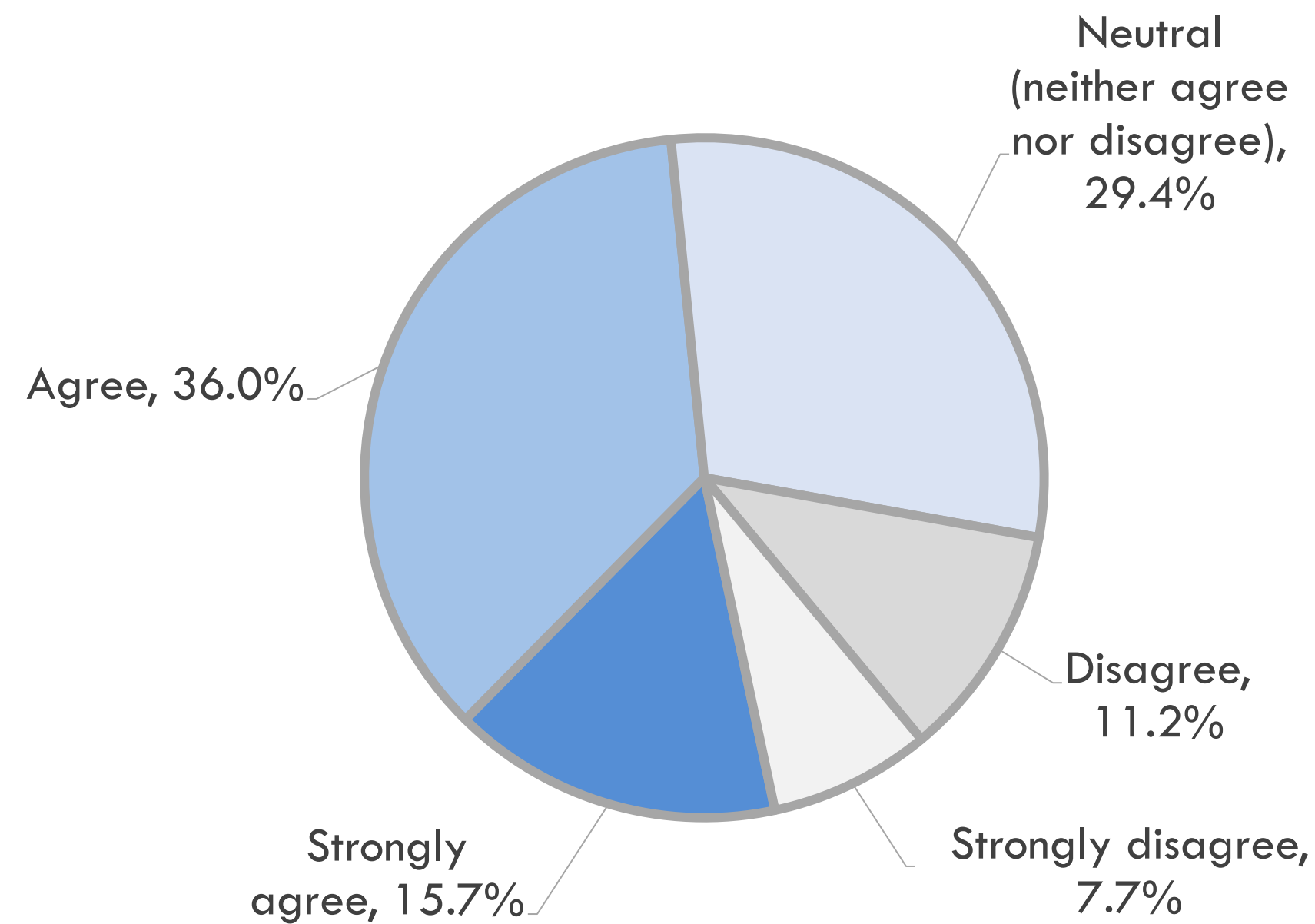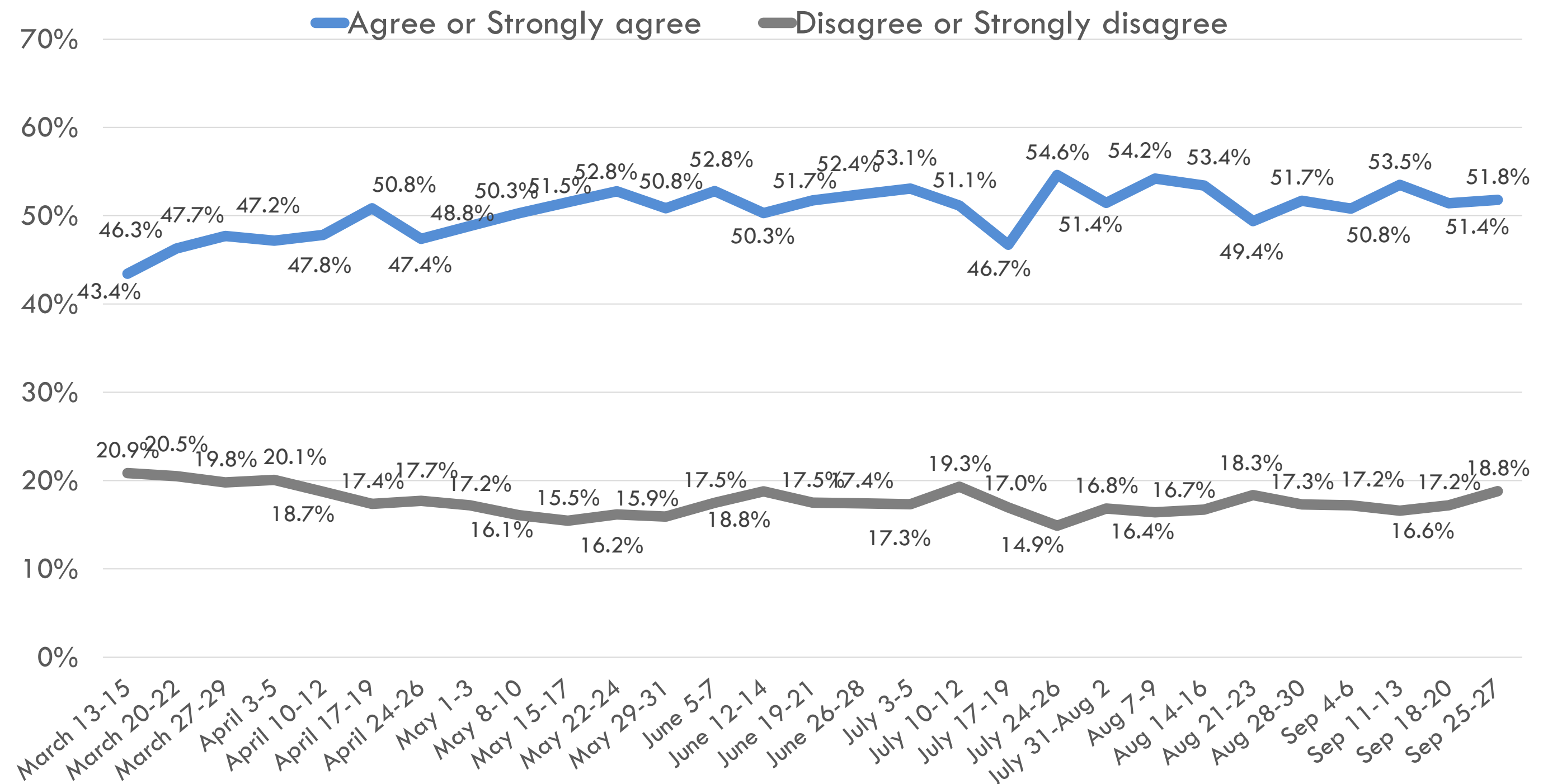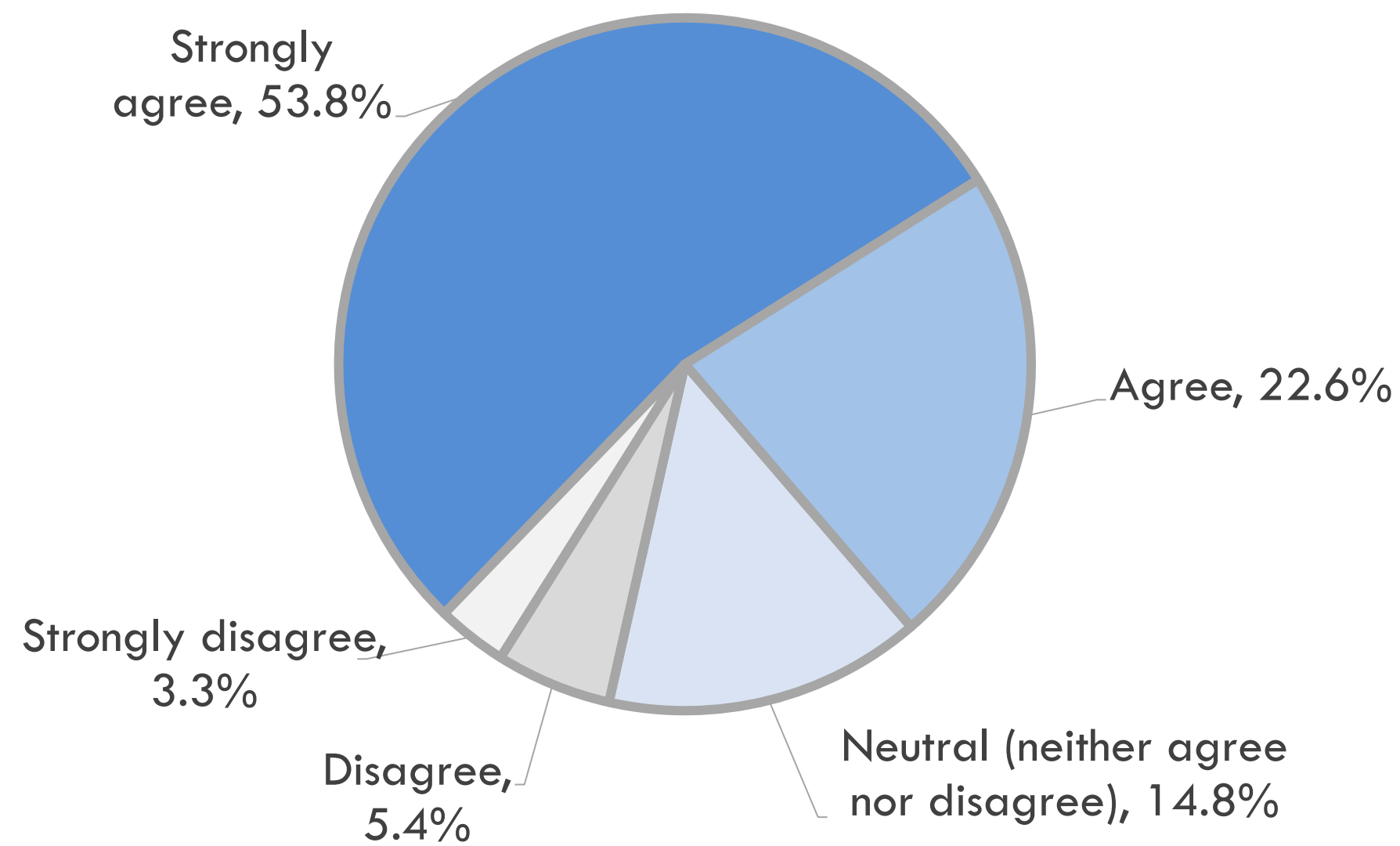
Line chart legend:
— Agree or Strongly agree
— Disagree or Strongly disagree

Agree or Strongly agree values: 43.4%, 46.3%, 47.7%, 47.2%, 47.8%, 50.8%, 47.4%, 48.8%, 50.3%, 51.5%, 52.8%, 50.8%, 52.8%, 50.3%, 51.7%, 52.4%, 53.1%, 51.1%, 46.7%, 54.6%, 51.4%, 54.2%, 53.4%, 49.4%, 51.7%, 50.8%, 53.5%, 51.4%, 51.8%

Disagree or Strongly disagree values: 20.9%, 20.5%, 19.8%, 20.1%, 18.7%, 17.4%, 17.7%, 17.2%, 16.1%, 15.5%, 15.9%, 16.2%, 17.5%, 18.8%, 17.5%, 17.4%, 19.3%, 17.0%, 14.9%, 16.8%, 16.4%, 16.7%, 18.3%, 17.3%, 17.2%, 16.6%, 17.2%, 18.8%

X-axis labels: March 13-15, March 20-22, March 27-29, April 3-5, April 10-12, April 17-19, April 24-26, May 1-3, May 8-10, May 15-17, May 22-24, May 29-31, June 5-7, June 12-14, June 19-21, June 26-28, July 3-5, July 10-12, July 17-19, July 24-26, July 31-Aug 2, Aug 7-9, Aug 14-16, Aug 21-23, Aug 28-30, Sep 4-6, Sep 11-13, Sep 18-20, Sep 25-27

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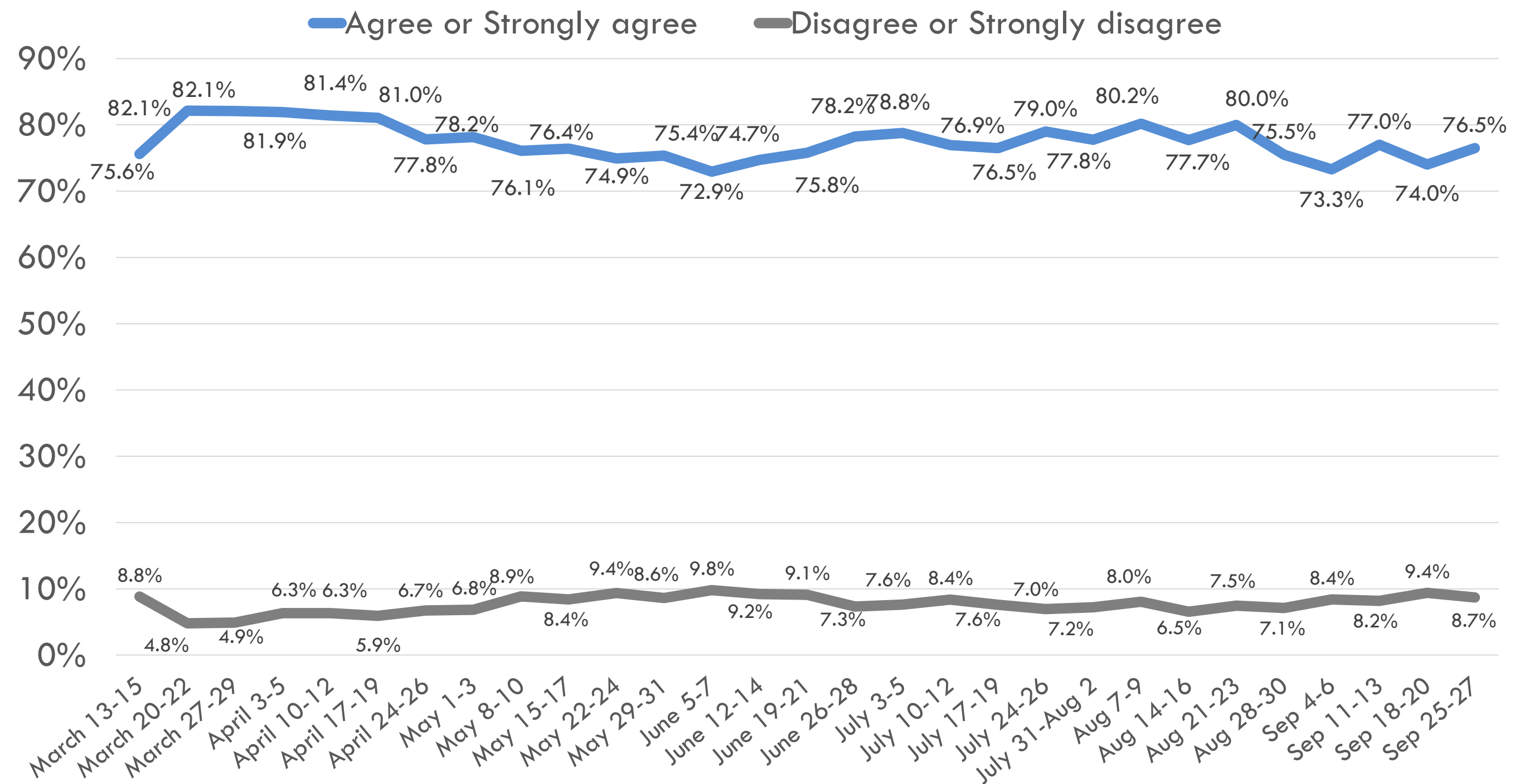DO YOUR RESEARCH

AVOIDING INTERNATIONAL TRAVEL

How much do you agree with the following statement?

Statement: I will be unlikely to travel outside the United States until the coronavirus situation is resolved.

Strongly agree, 53.8%

Agree, 22.6%

Neutral (neither agree nor disagree), 14.8%

Disagree, 5.4%

Strongly disagree, 3.3%

(Base: Waves 1-29. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)

Historical data

Legend: Agree or Strongly agree — Disagree or Strongly disagree

Agree or Strongly agree values: 75.6%, 82.1%, 82.1%, 81.9%, 81.4%, 81.0%, 77.8%, 78.2%, 76.1%, 76.4%, 74.9%, 75.4%, 74.7%, 72.9%, 75.8%, 78.2%, 78.8%, 76.5%, 76.9%, 77.8%, 79.0%, 77.7%, 80.2%, 73.3%, 80.0%, 75.5%, 74.0%, 77.0%, 76.5%

Disagree or Strongly disagree values: 8.8%, 4.8%, 4.9%, 6.3%, 6.3%, 5.9%, 6.7%, 6.8%, 8.9%, 8.4%, 9.4%, 8.6%, 9.8%, 9.2%, 9.1%, 7.3%, 7.6%, 8.4%, 7.6%, 7.0%, 7.2%, 8.0%, 6.5%, 7.5%, 7.1%, 8.4%, 8.2%, 9.4%, 8.7%

X-axis: March 13-15, March 20-22, March 27-29, April 3-5, April 10-12, April 17-19, April 24-26, May 1-3, May 8-10, May 15-17, May 22-24, May 29-31, June 5-7, June 12-14, June 19-21, June 26-28, July 3-5, July 10-12, July 17-19, July 24-26, July 31-Aug 2, Aug 7-9, Aug 14-16, Aug 21-23, Aug 28-30, Sep 4-6, Sep 11-13, Sep 18-20, Sep 25-27
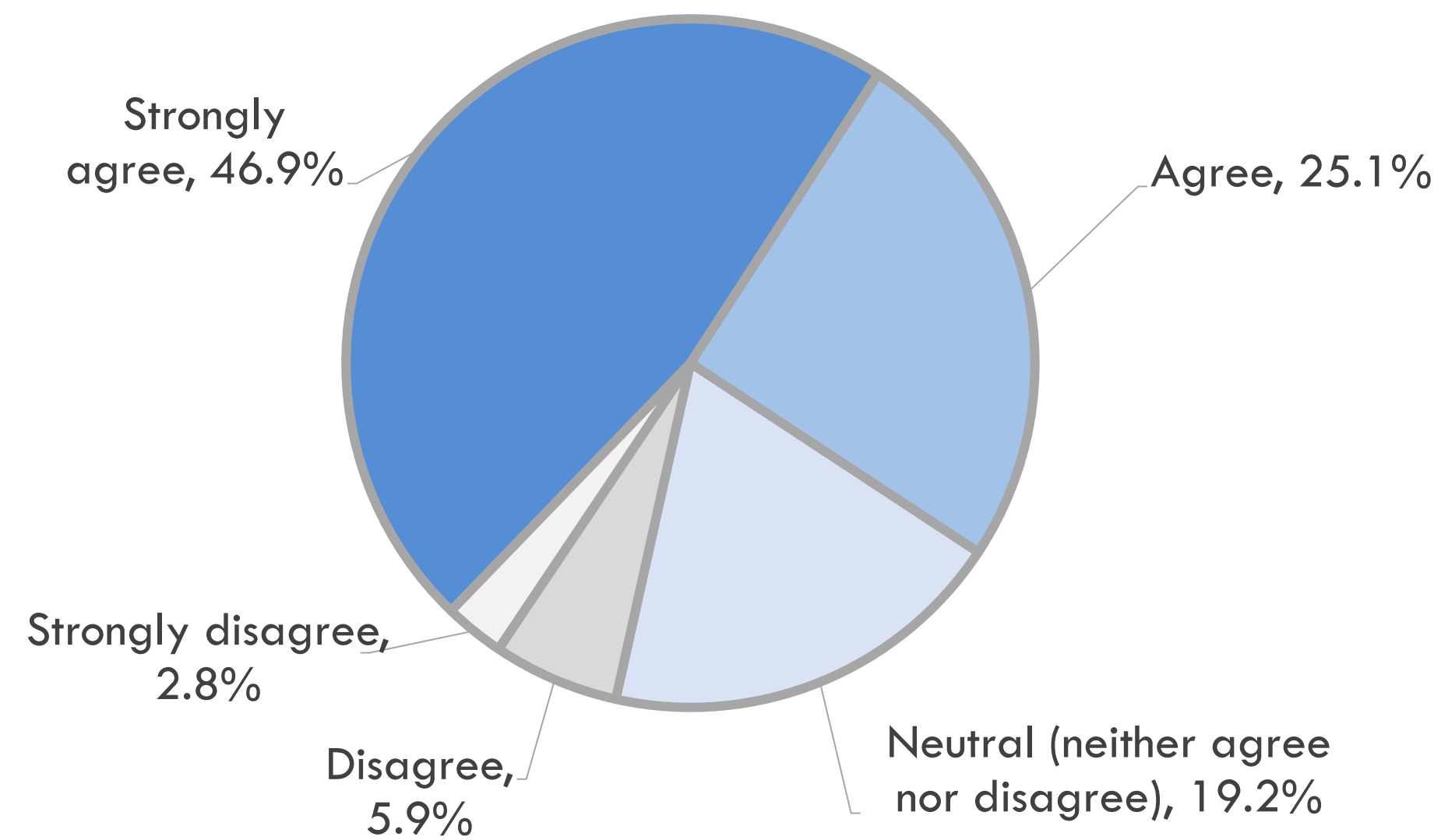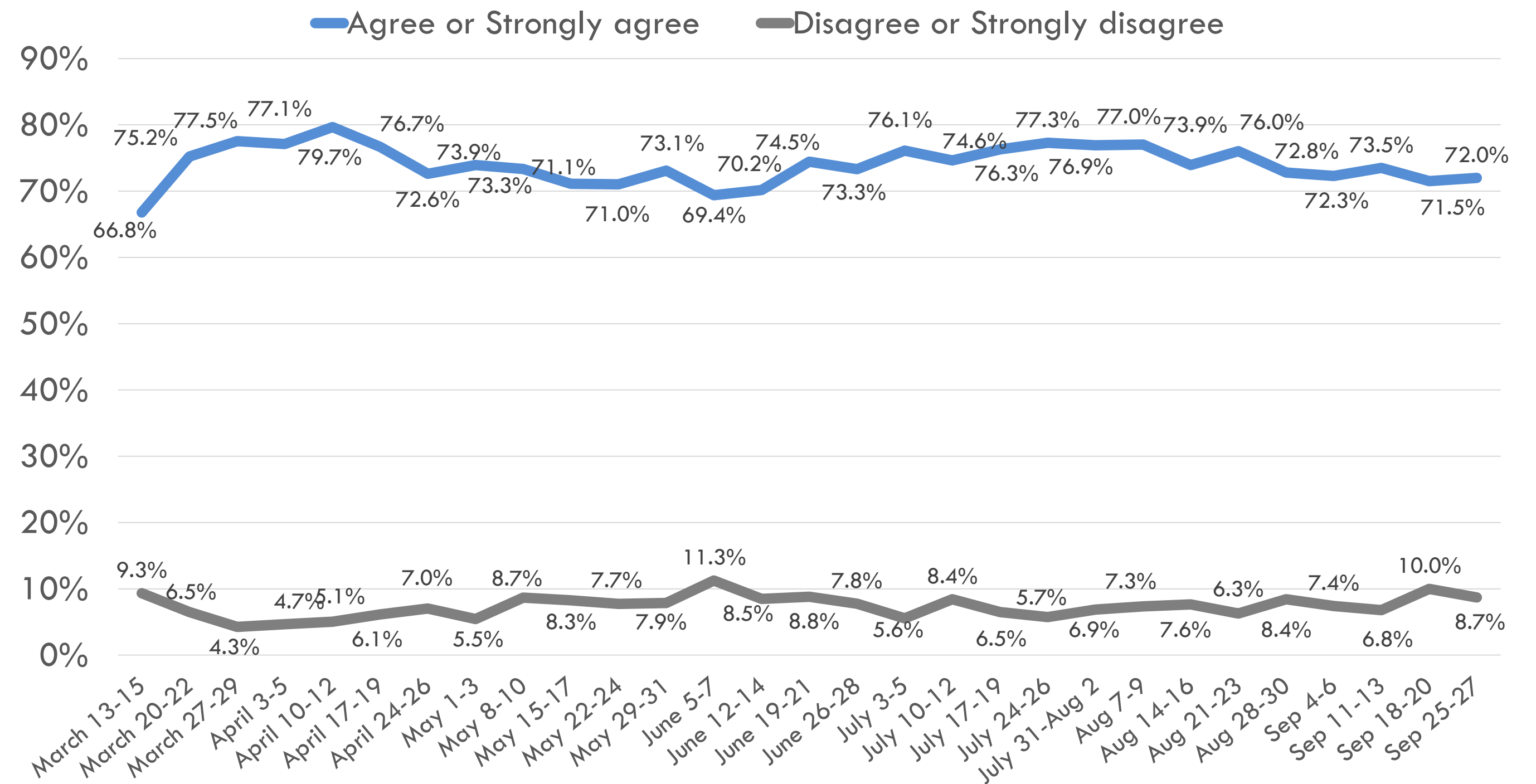
AVOIDING CONVENTIONS & CONFERENCES

How much do you agree with the following statement?

Statement: I will be unlikely to attend any conferences or conventions until the coronavirus situation is resolved.

Strongly agree, 46.9%

Agree, 25.1%

Strongly disagree, 2.8%

Disagree, 5.9%

Neutral (neither agree nor disagree), 19.2%

(Base: Waves 1-29. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)
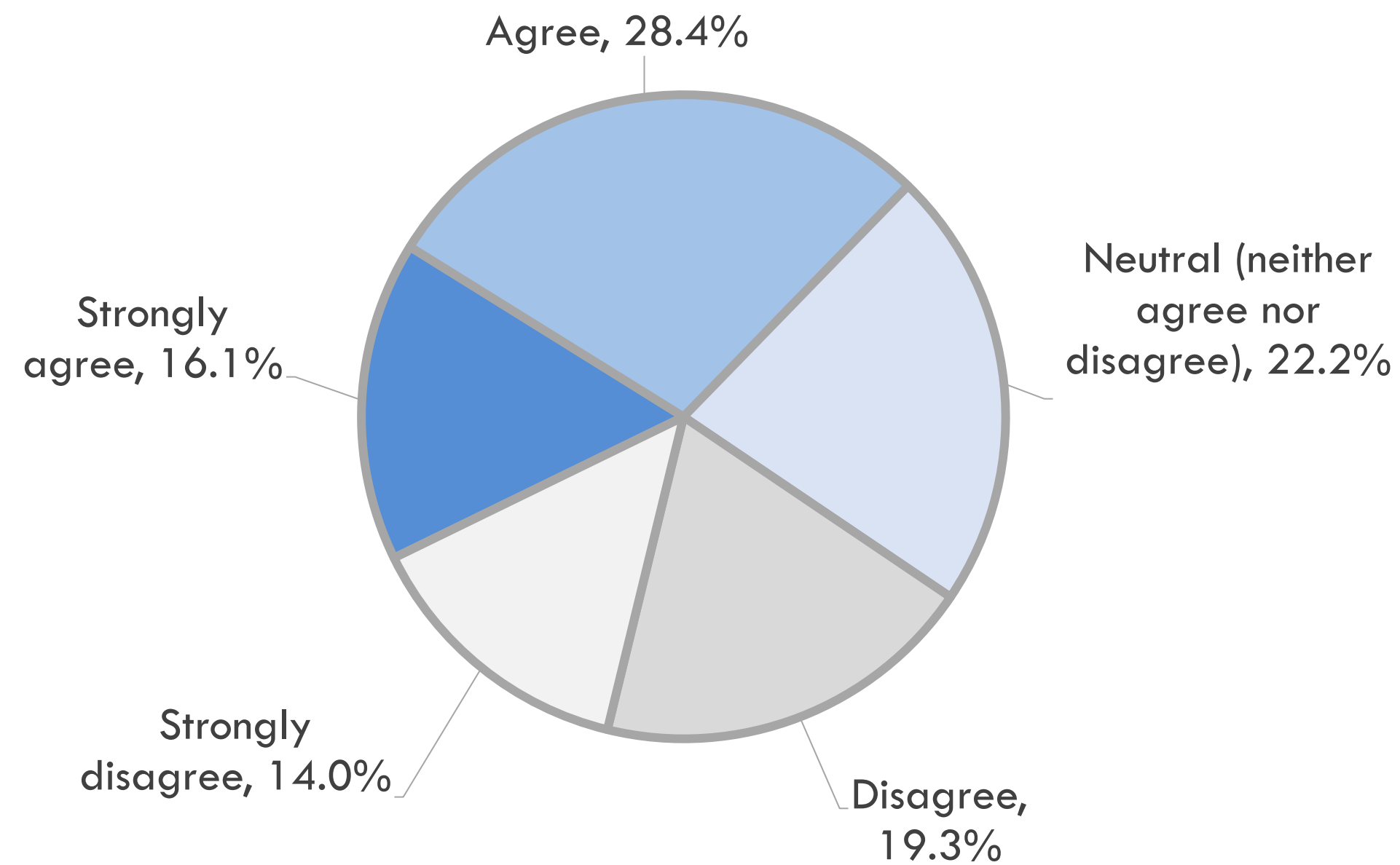
Historical data

Legend: ——— Agree or Strongly agree   ——— Disagree or Strongly disagree

Agree or Strongly agree: 66.8%, 75.2%, 77.5%, 77.1%, 79.7%, 76.7%, 72.6%, 73.9%, 73.3%, 71.1%, 71.0%, 73.1%, 69.4%, 70.2%, 73.3%, 74.5%, 76.1%, 74.6%, 76.3%, 77.3%, 76.9%, 77.0%, 73.9%, 76.0%, 72.8%, 72.3%, 73.5%, 71.5%, 72.0%

Disagree or Strongly disagree: 9.3%, 6.5%, 4.3%, 4.7%, 5.1%, 6.1%, 7.0%, 5.5%, 8.7%, 8.3%, 7.7%, 7.9%, 11.3%, 8.5%, 8.8%, 7.8%, 5.6%, 8.4%, 6.5%, 5.7%, 6.9%, 7.3%, 7.6%, 6.3%, 8.4%, 7.4%, 6.8%, 10.0%, 8.7%

X-axis: March 13-15, March 20-22, March 27-29, April 3-5, April 10-12, April 17-19, April 24-26, May 1-3, May 8-10, May 15-17, May 22-24, May 29-31, June 5-7, June 12-14, June 19-21, June 26-28, July 3-5, July 10-12, July 17-19, July 24-26, July 31-Aug 2, Aug 7-9, Aug 14-16, Aug 21-23, Aug 28-30, Sep 4-6, Sep 11-13, Sep 18-20, Sep 25-27

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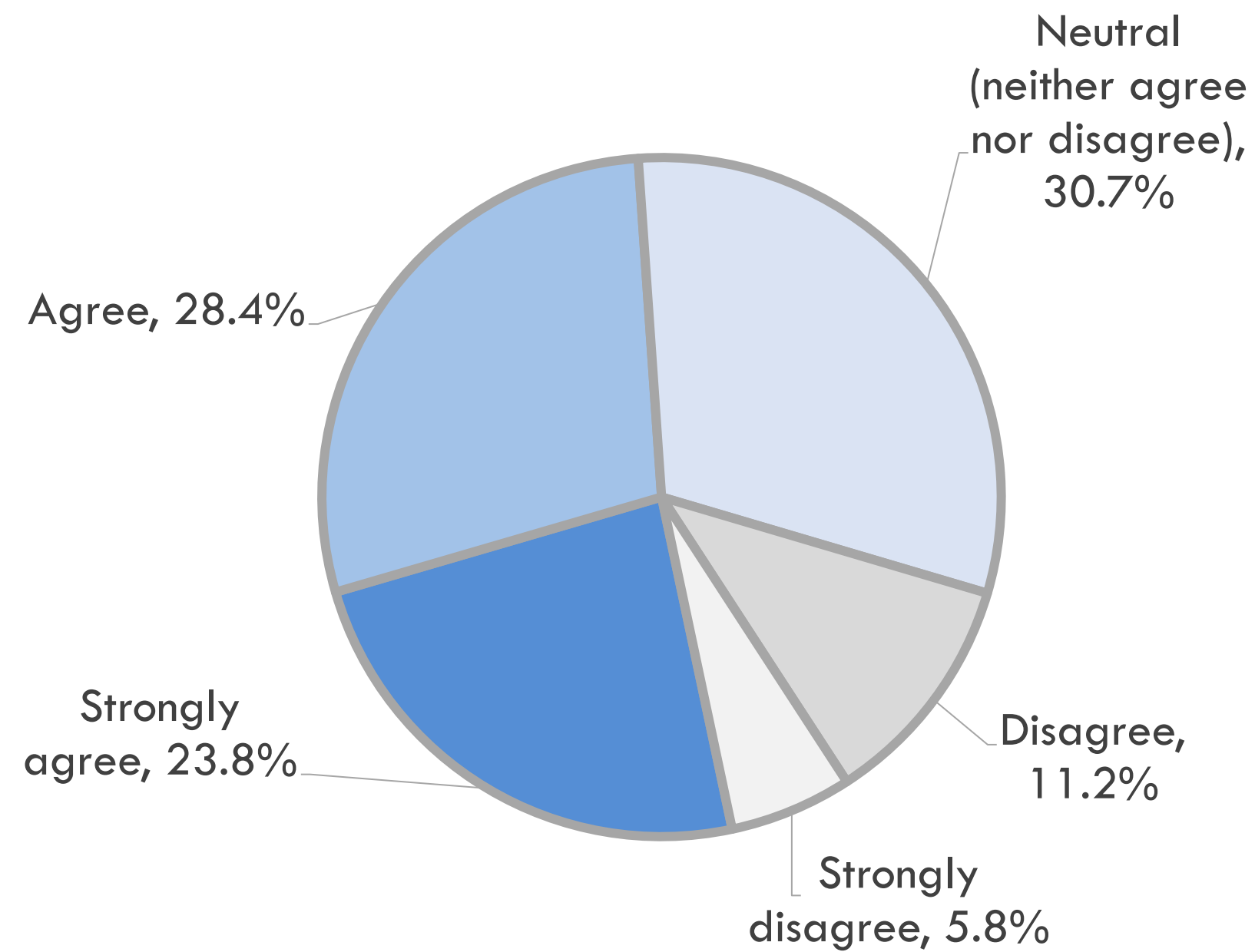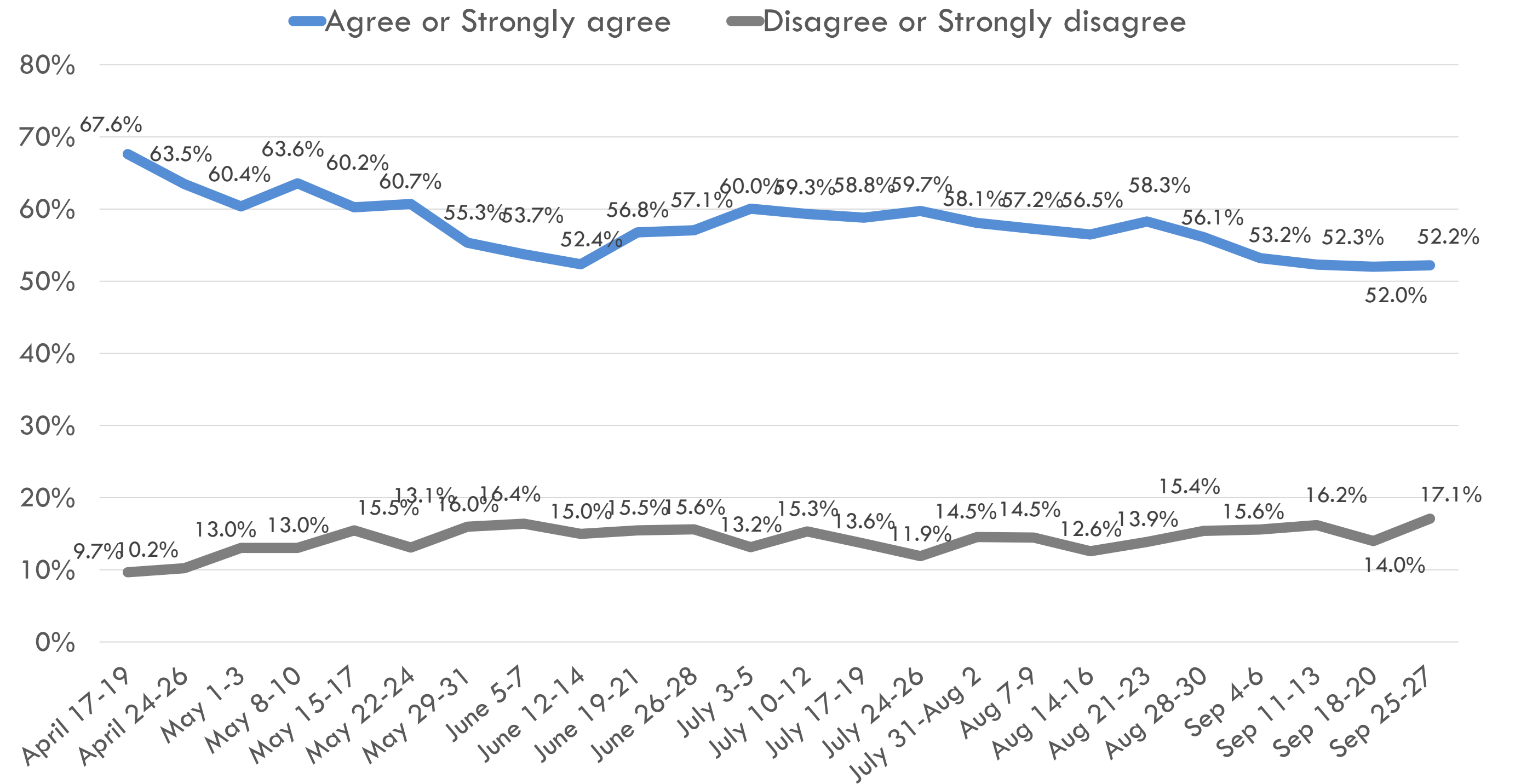# COMFORT ENJOYING HOME COMMUNITY

How much do you agree with the following statement?

Statement: I still feel comfortable going out in my community to restaurants, local attractions and undertaking local activities.

Agree, 28.4%

Neutral (neither agree nor disagree), 22.2%

Strongly agree, 16.1%

Strongly disagree, 14.0%

Disagree, 19.3%

Historical data

(Base: Waves 1-29. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)
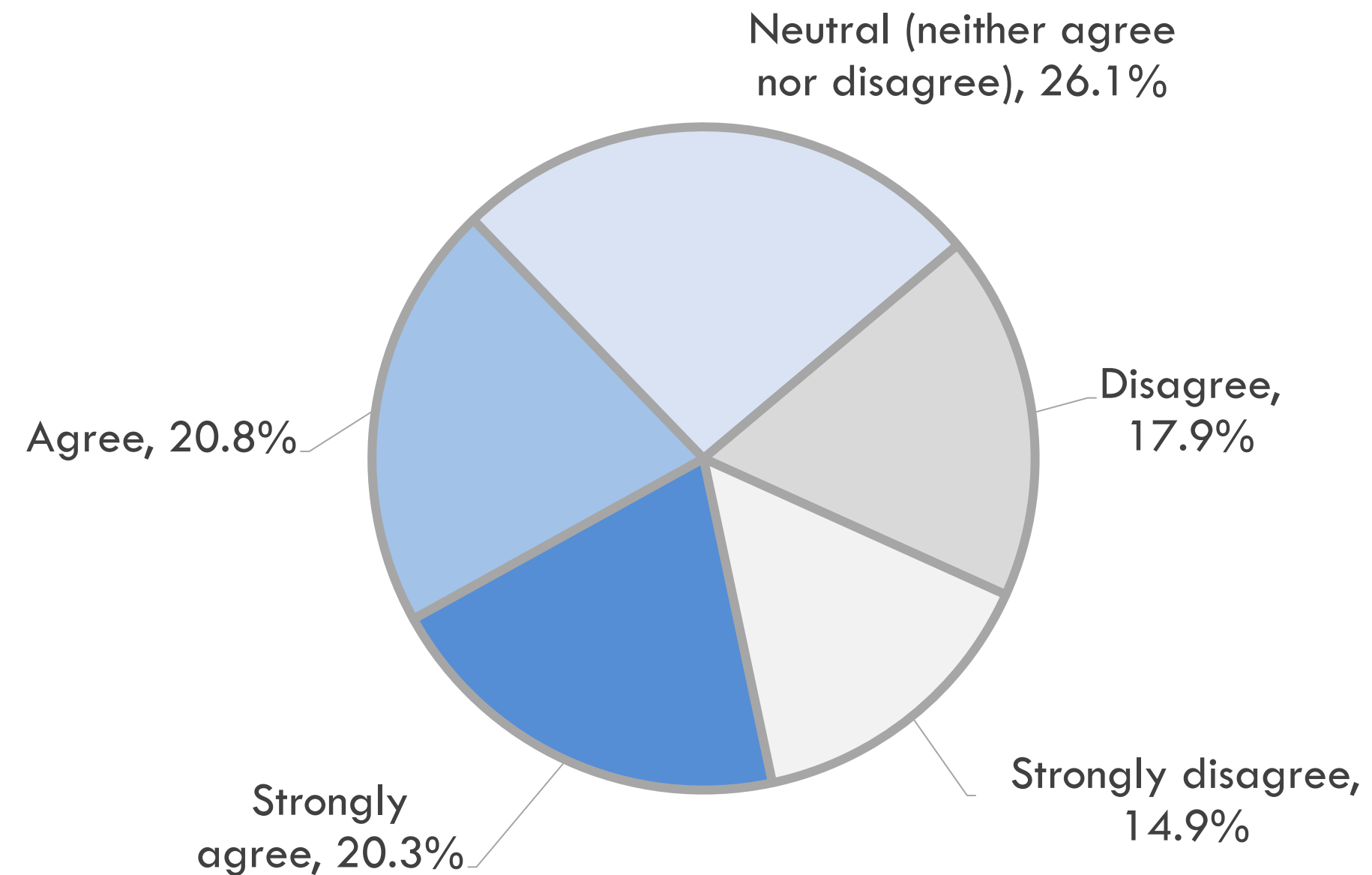
Destination Analysts
DO YOUR RESEARCH
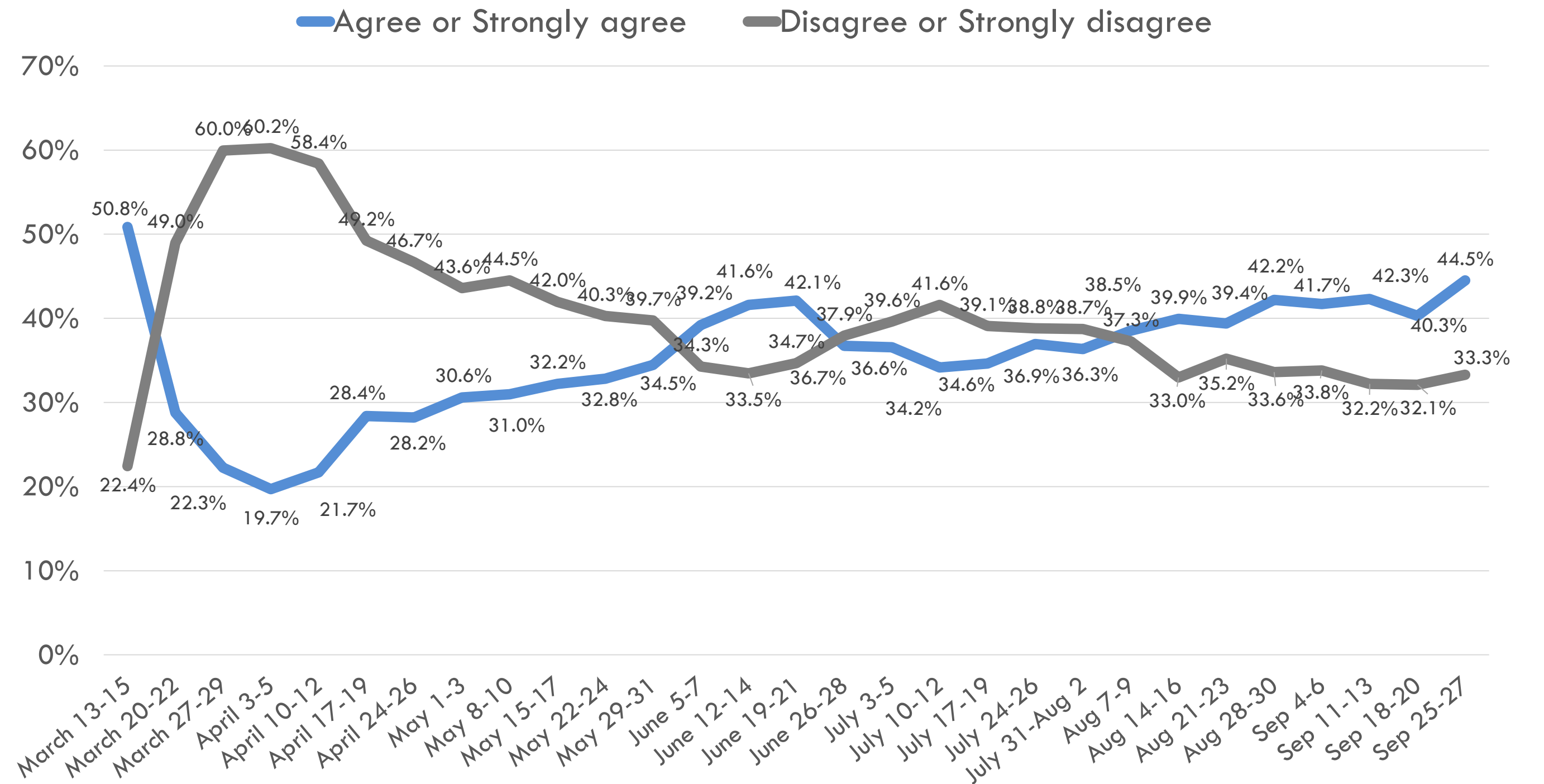
TRAVELERS IN COMMUNITY ARE UNWANTED

How much do you agree with the following statement?

Statement: I do not want travelers coming to visit my community right now.

Neutral (neither agree nor disagree), 30.7%

Agree, 28.4%

Strongly agree, 23.8%

Strongly disagree, 5.8%

Disagree, 11.2%

(Base: Waves 6-29. All respondents, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed survey.)

Historical data

Agree or Strongly agree
Disagree or Strongly disagree

67.6% 63.5% 60.4% 63.6% 60.2% 60.7% 55.3% 53.7% 52.4% 56.8% 57.1% 60.0% 59.3% 58.8% 59.7% 58.1% 57.2% 56.5% 58.3% 56.1% 53.2% 52.3% 52.2% 52.0%

9.7% 10.2% 13.0% 13.0% 15.5% 13.1% 16.0% 16.4% 15.0% 15.5% 15.6% 13.2% 15.3% 13.6% 11.9% 14.5% 14.5% 12.6% 13.9% 15.4% 15.6% 16.2% 14.0% 17.1%

April 17-19, April 24-26, May 1-3, May 8-10, May 15-17, May 22-24, May 29-31, June 5-7, June 12-14, June 19-21, June 26-28, July 3-5, July 10-12, July 17-19, July 24-26, July 31-Aug 2, Aug 7-9, Aug 14-16, Aug 21-23, Aug 28-30, Sep 4-6, Sep 11-13, Sep 18-20, Sep 25-27

WON'T TRAVEL WITHOUT VACCINE

How much do you agree with the following statement?

Statement: I'm not traveling until there is a vaccine.

Neutral (neither agree nor disagree), 26.1%

Disagree, 17.9%

Agree, 20.8%

Strongly agree, 20.3%

Strongly disagree, 14.9%

Historical data

Agree or Strongly agree — Disagree or Strongly disagree

(Base: Waves 6-29. All respondents, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)
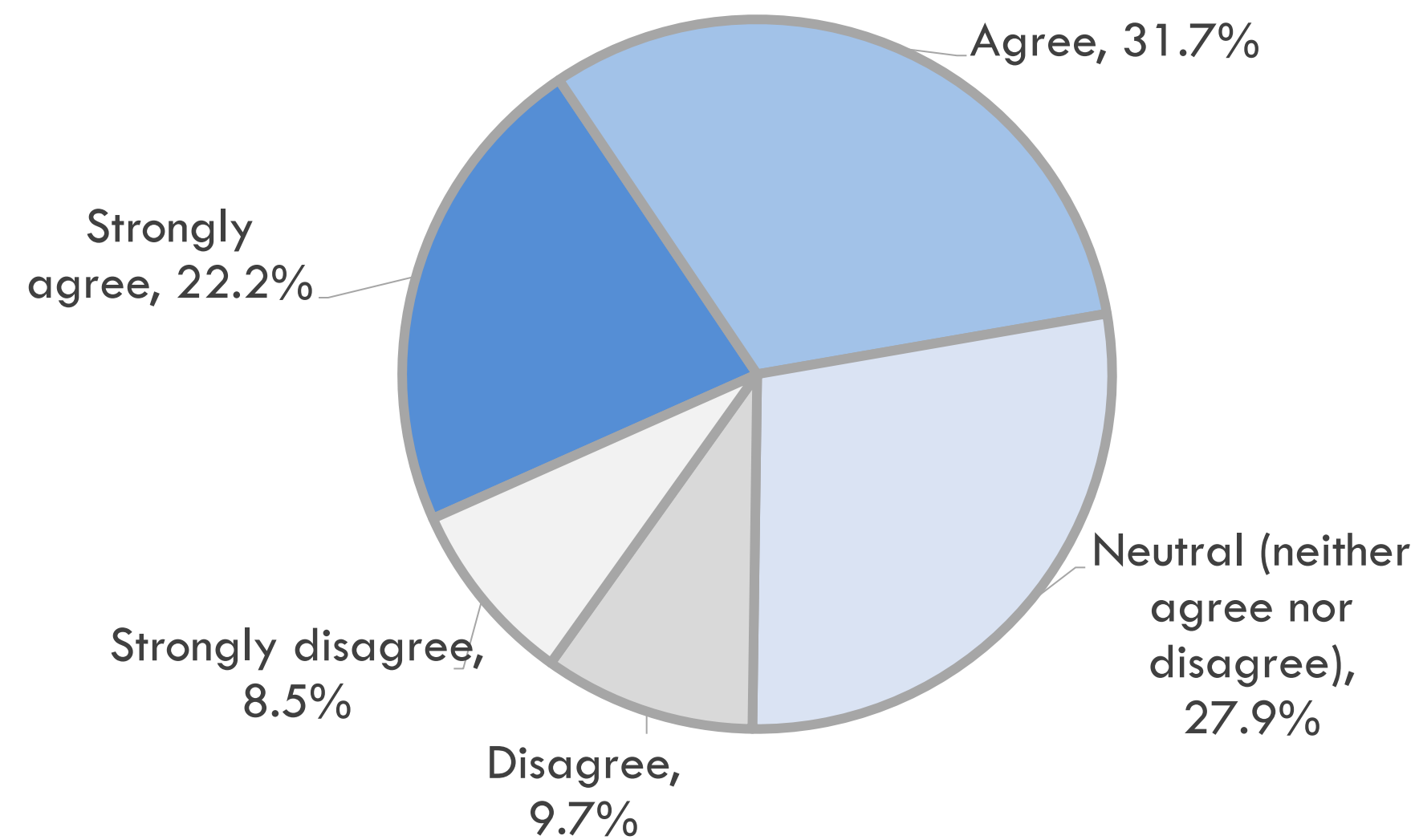
Agree or Strongly agree values: 36.5%, 35.2%, 29.8%, 35.3%, 36.9%, 36.9%, 31.7%, 31.8%, 35.6%, 37.0%, 38.3%, 44.1%, 42.7%, 44.2%, 44.5%, 45.3%, 42.5%, 41.9%, 43.6%, 40.7%, 42.0%, 38.3%, 36.8%, 41.1%

Disagree or Strongly disagree values: 33.1%, 32.6%, 37.6%, 32.1%, 33.5%, 33.4%, 36.7%, 41.2%, 36.1%, 36.8%, 34.1%, 28.5%, 29.9%, 25.6%, 31.4%, 26.9%, 32.1%, 27.1%, 29.7%, 29.7%, 27.9%, 34.7%, 33.6%, 32.8%

Time periods: April 17-19, April 24-26, May 1-3, May 8-10, May 15-17, May 22-24, May 29-31, June 5-7, June 12-14, June 19-21, June 26-28, July 3-5, July 10-12, July 17-19, July 24-26, July 31-Aug 2, Aug 7-9, Aug 14-16, Aug 21-23, Aug 28-30, Sep 4-6, Sep 11-13, Sep 18-20, Sep 25-27

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FEELINGS SEEING AN AD PROMOTING TOURISM TO COMMUNITY

Question: How would you feel if you saw an advertisement today promoting your community as a place for tourists to come visit when it is safe?

Happy, 17.6%

Very happy, 11.7%

Neutral, 37.9%

Very unhappy, 13.7%

Unhappy, 19.1%
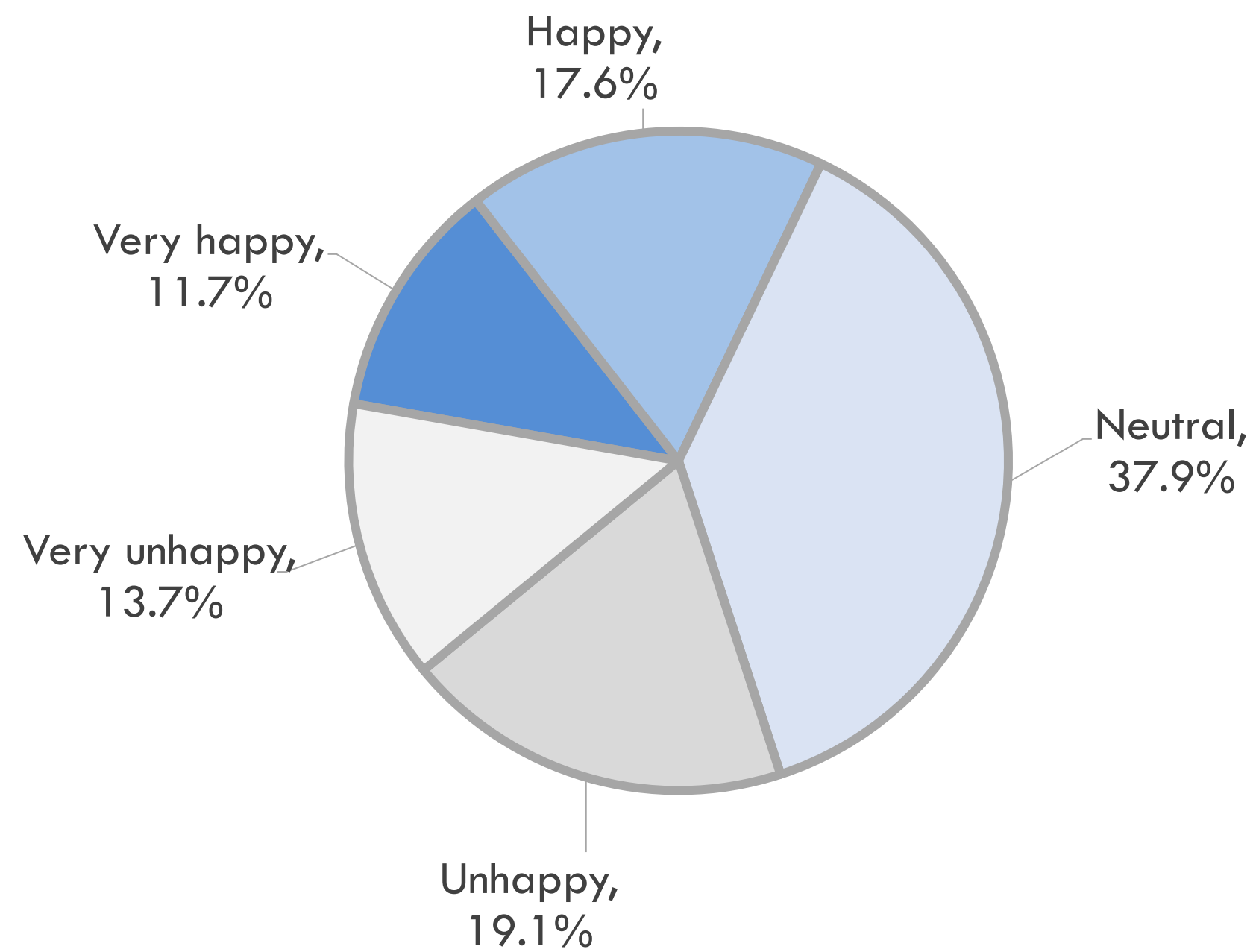
(Base: Waves 7-9, 12-13 and 16-29. All respondents, 1,198 1,199, 1,250, 1,203, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)

Historical data

Happy or Very happy / Unhappy or Very unhappy
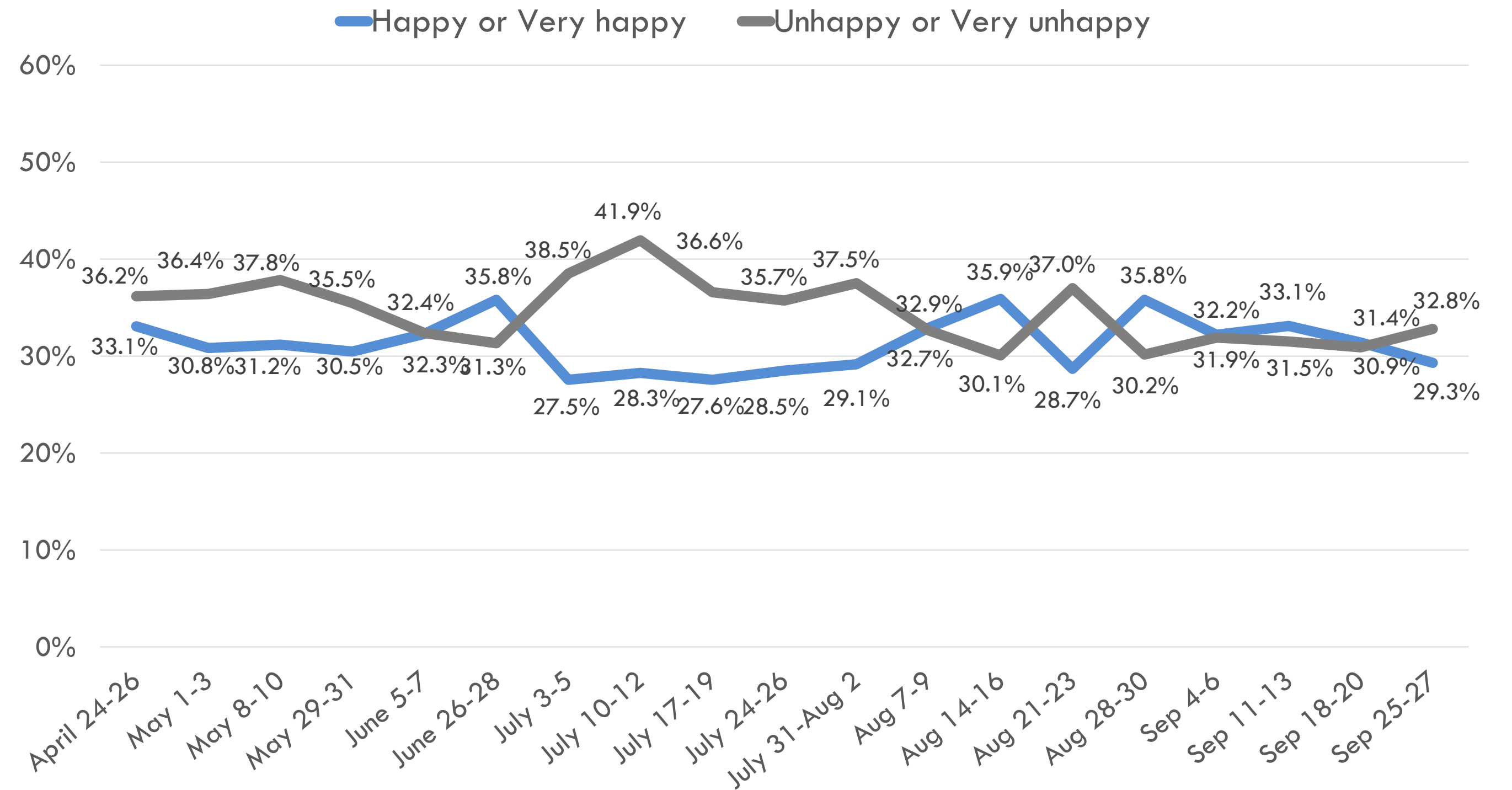
HAPPINESS PLANNING A VACATION WITHIN NEXT 6 MONTHS

How much do you agree with the following statement?

Statement: Planning a vacation for sometime in the next six months would bring me happiness.

Agree, 31.7%

Strongly agree, 22.2%

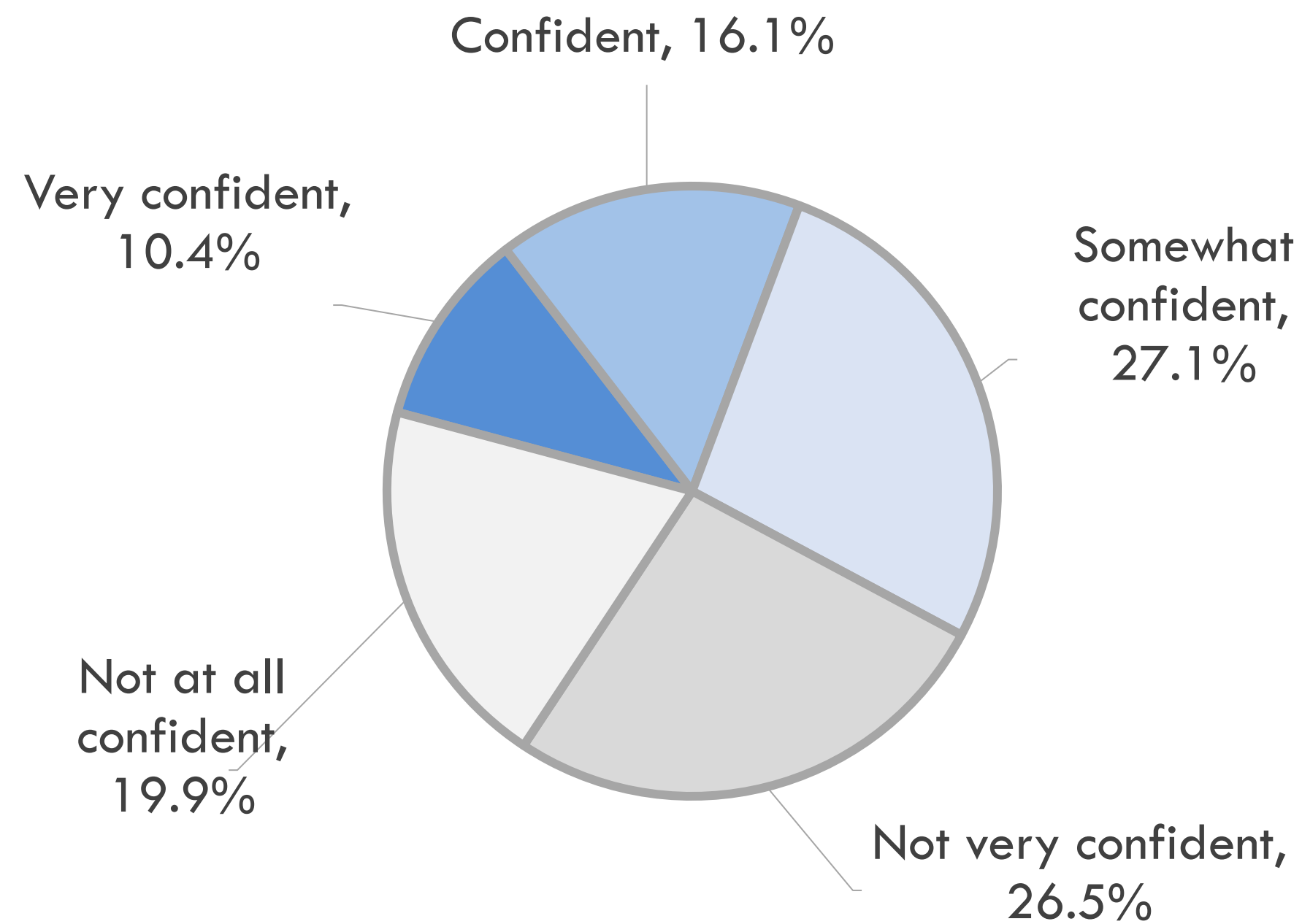Strongly disagree, 8.5%

Disagree, 9.7%

Neutral (neither agree nor disagree), 27.9%

(Base: Waves 22-29. All respondents, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)

Historical data

— Agree or Strongly agree — Disagree or Strongly disagree

Agree or Strongly agree: 57.3%, 54.5%, 54.4%, 55.0%, 54.7%, 58.6%, 56.3%, 53.9%

Disagree or Strongly disagree: 19.0%, 16.6%, 22.0%, 18.7%, 18.0%, 18.5%, 19.0%, 18.1%

Aug 7-9, Aug 14-16, Aug 21-23, Aug 28-30, Sep 4-6, Sep 11-13, Sep 18-20, Sep 25-27

Destination Analysts
DO YOUR RESEARCH
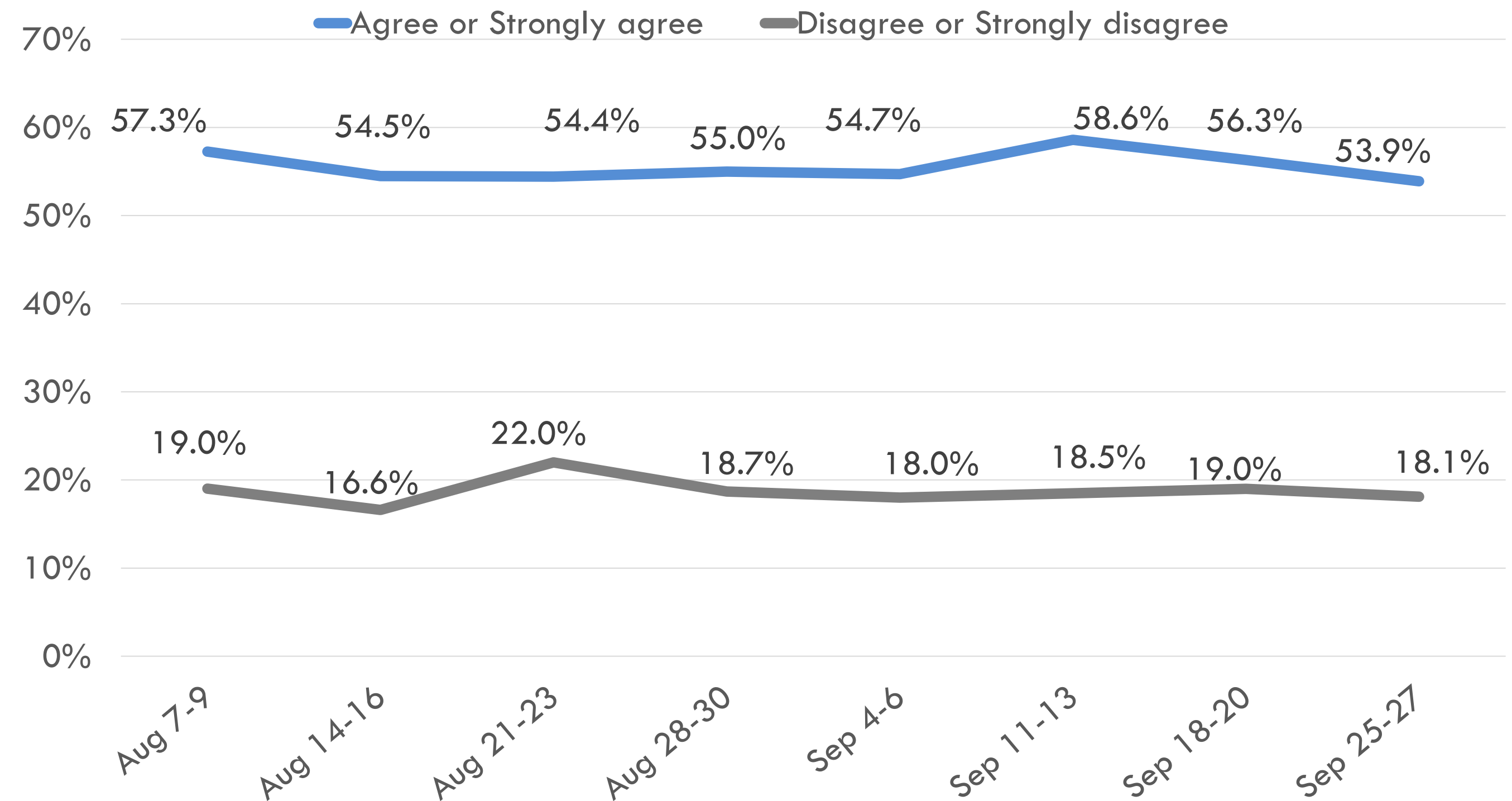
HAPPINESS WITH SCHEDULING A VACATION IN NEXT 6 MONTHS

How much do you agree with the following statement?

Statement: Having a vacation scheduled in the next six months would make me feel there is something happy to look forward to.

Historical data

Agree, 35.4%

Strongly agree, 21.6%

Strongly disagree, 8.4%

Disagree, 10.0%

Neutral (neither agree nor disagree), 24.5%

(Base: Waves 22-29. All respondents, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)

Agree or Strongly agree   Disagree or Strongly disagree

	Aug 7-9	Aug 14-16	Aug 21-23	Aug 28-30	Sep 4-6	Sep 11-13	Sep 18-20	Sep 25-27
Agree or Strongly agree	56.6%	52.9%	51.8%	54.8%	54.5%	58.4%	53.6%	57.1%
Disagree or Strongly disagree	19.7%	15.9%	23.1%	19.3%	18.0%	17.8%	20.6%	18.4%

Destination Analysts
DO YOUR RESEARCH
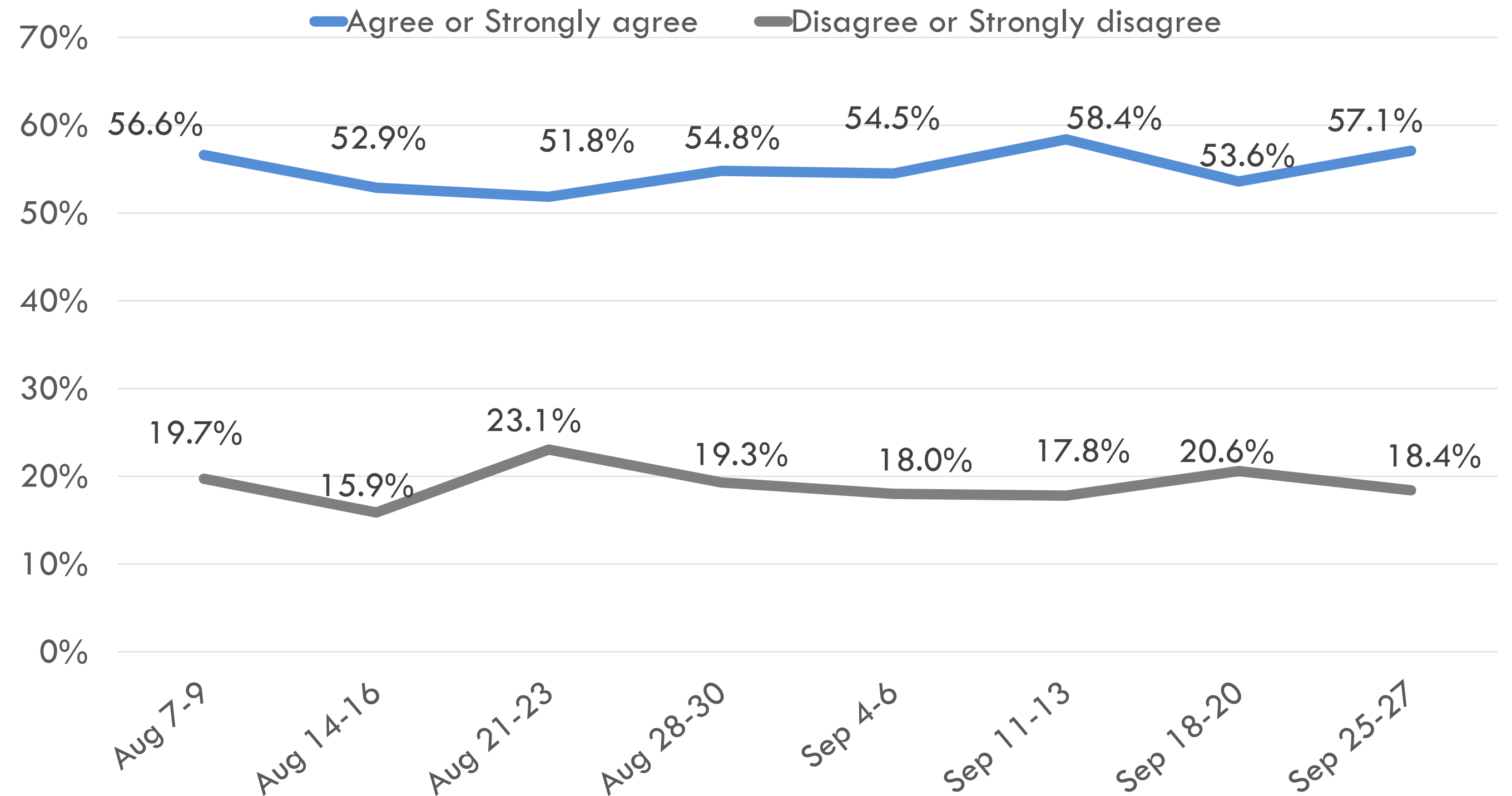
CONFIDENCE IN TRAVELING SAFELY

Question: How confident are you that you can travel safely in the current environment?

Confident, 16.1%

Very confident, 10.4%

Somewhat confident, 27.1%

Not at all confident, 19.9%

Not very confident, 26.5%

Historical data

Confident or Very confident — Not very or Not at all confident

	Aug 21-23	Aug 28-30	Sep 4-6	Sep 11-13	Sep 18-20	Sep 25-27
Not very or Not at all confident	36.9%	46.0%	46.3%	45.8%	45.1%	46.4%
Confident or Very confident	34.2%	29.7%	28.4%	30.2%	30.5%	26.5%

(Base: Wave 24-29 data. All respondents, 1,207, 1,250, 1,225, 1,205, 1,200 and 1,205 completed surveys.)

Destination Analysts
DO YOUR RESEARCH
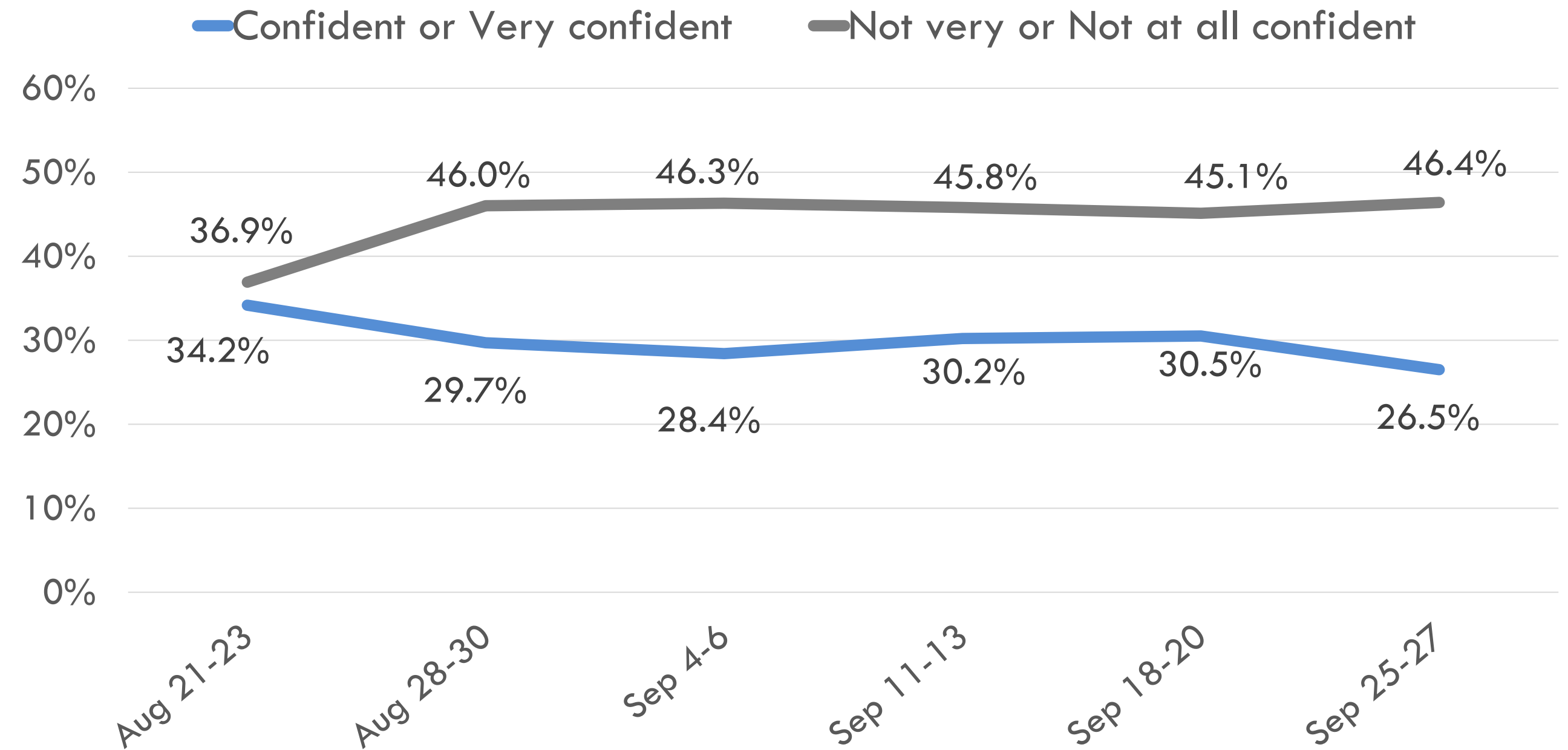
INABILITY TO FULLY ENJOY TRAVEL RIGHT NOW

How much do you agree with the following statement?

Statement: If I were to travel now for leisure, I would not be able to fully enjoy it.
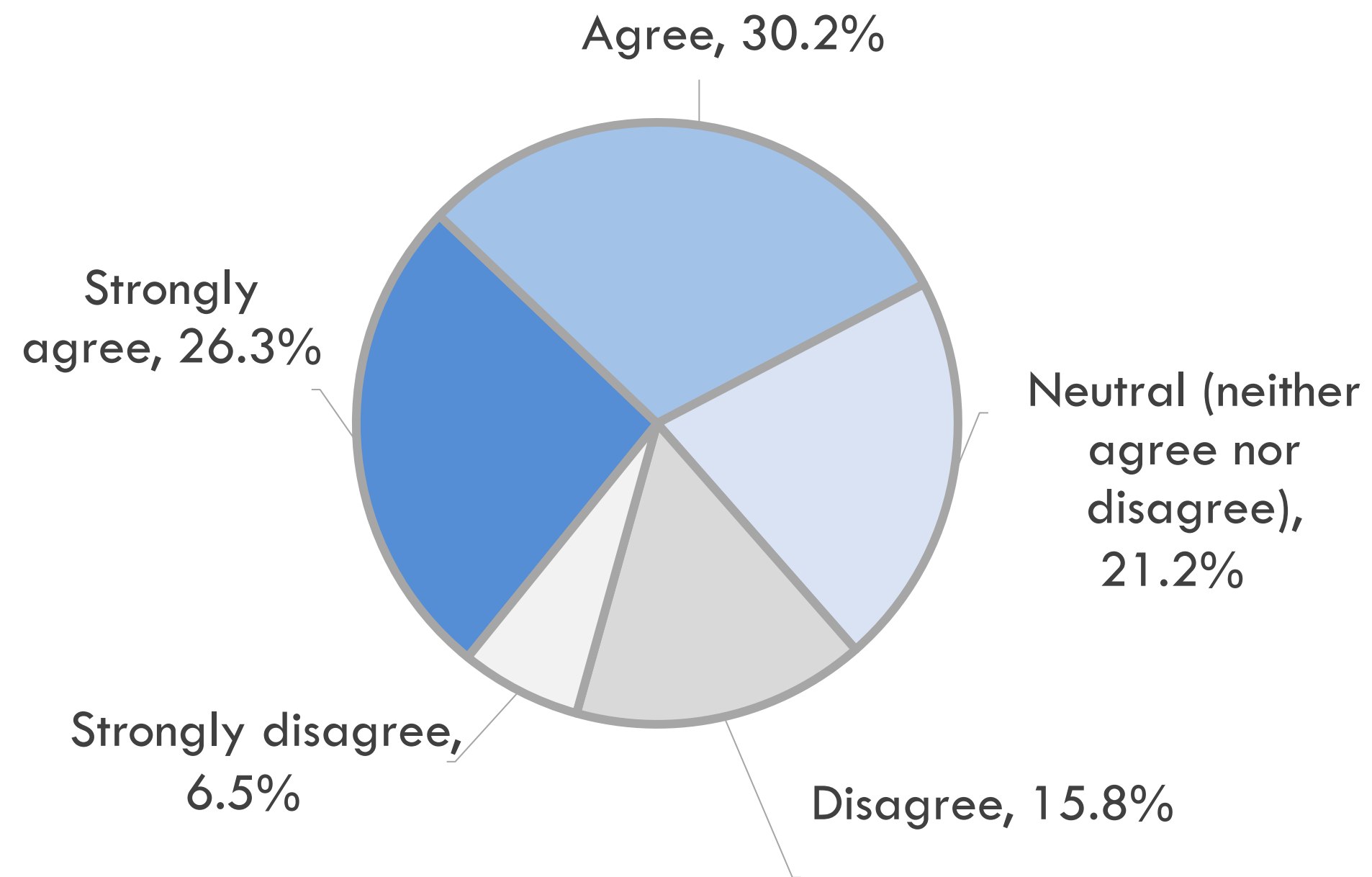
Agree, 30.2%

Strongly agree, 26.3%

Neutral (neither agree nor disagree), 21.2%

Strongly disagree, 6.5%

Disagree, 15.8%

(Base: Waves 20, 28 and 29 data. All respondents, 1,206, 1,200 and 1,205 completed surveys.)
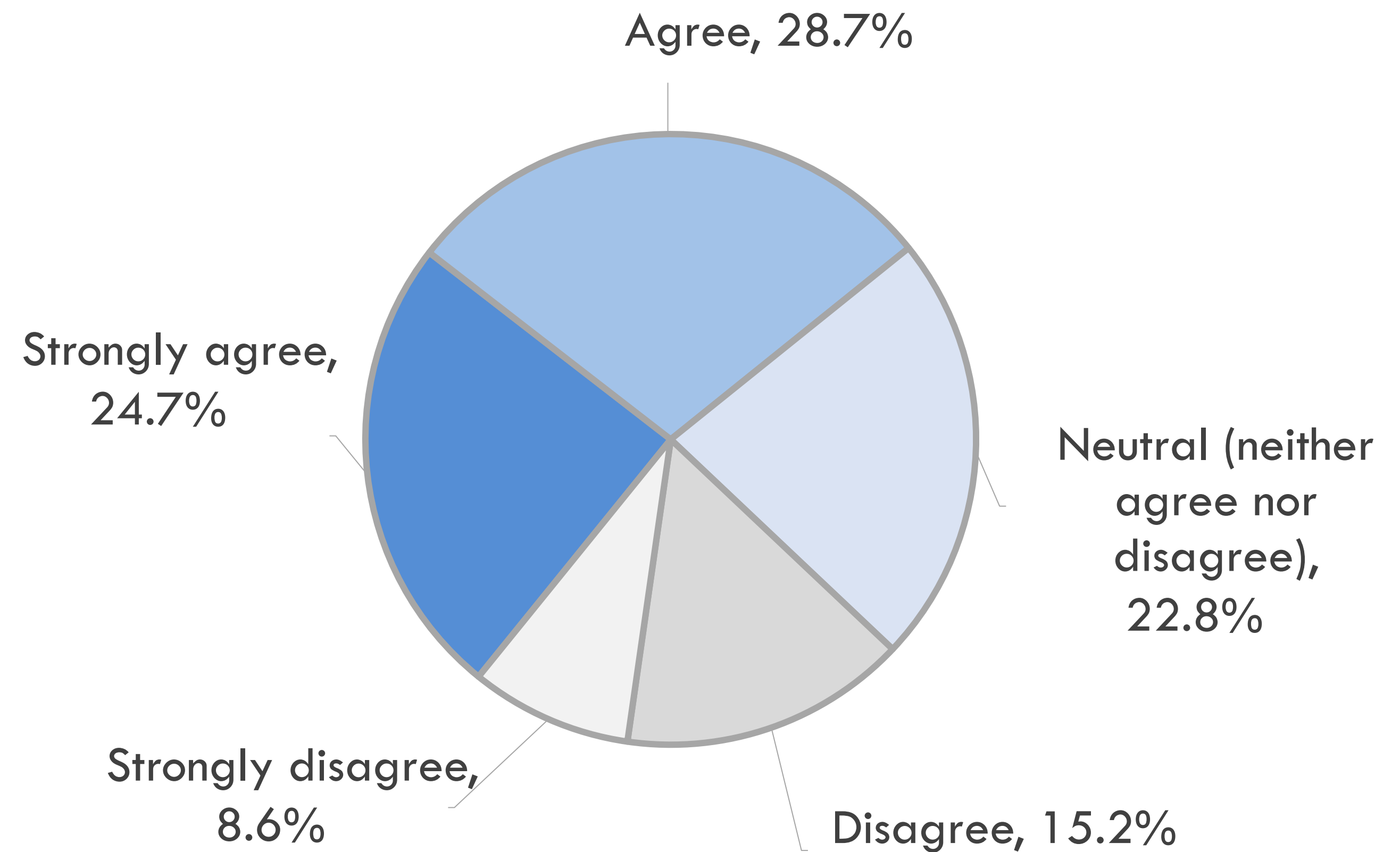
Historical data

── Agree of Strongly Agree   ── Disagree or Strongly Disagree

	July 24-26	Sep 18-20	Sep 25-27
Agree or Strongly Agree	60.5%	56.8%	56.5%
Disagree or Strongly Disagree	19.2%	22.3%	22.3%

Destination Analysts
DO YOUR RESEARCH
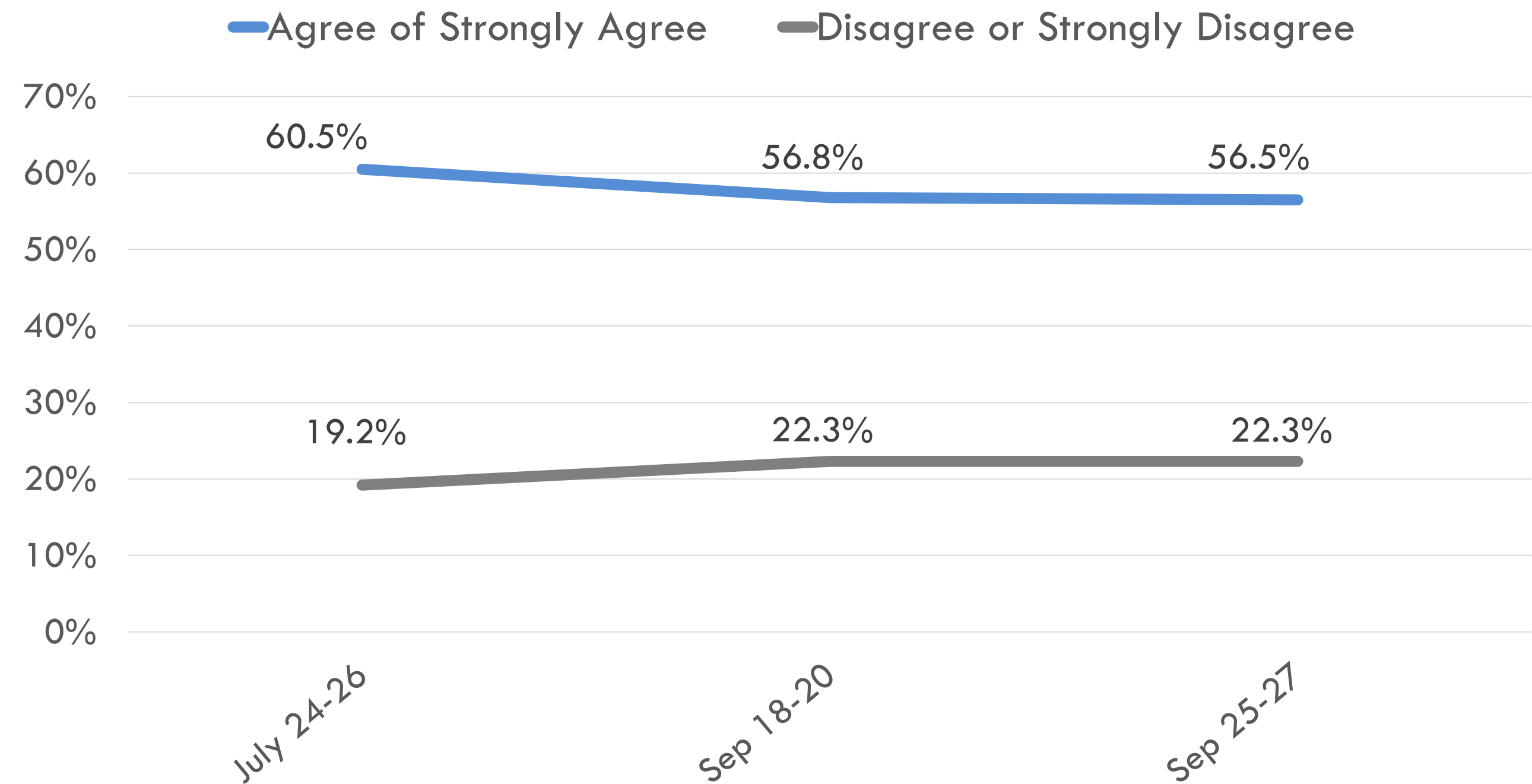
LOSS OF INTEREST IN TRAVEL

How much do you agree with the following statement?

Statement: I have lost my interest in/taste for traveling for the time being.
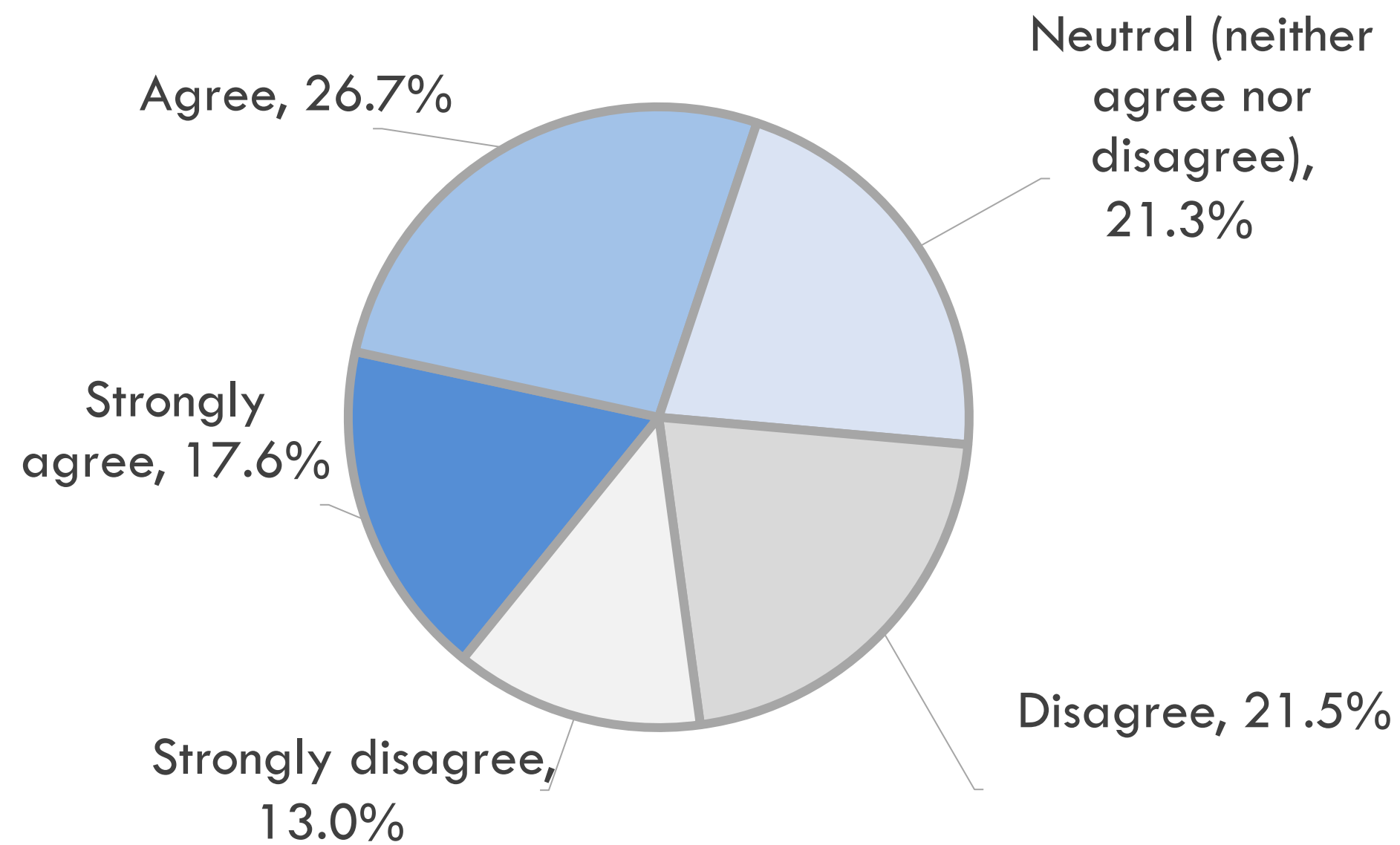
Historical data

Pie chart:
- Neutral (neither agree nor disagree), 21.3%
- Agree, 26.7%
- Strongly agree, 17.6%
- Strongly disagree, 13.0%
- Disagree, 21.5%

Line chart legend: Agree of Strongly Agree — Disagree or Strongly Disagree

- July 24-26: 49.5% / 27.1%
- Sep 18-20: 43.0% / 32.4%
- Sep 25-27: 44.3% / 34.4%

(Base: Waves 20, 28 and 29 data. All respondents, 1,206, 1,200 and 1,205 completed surveys.)

Destination Analysts
DO YOUR RESEARCH
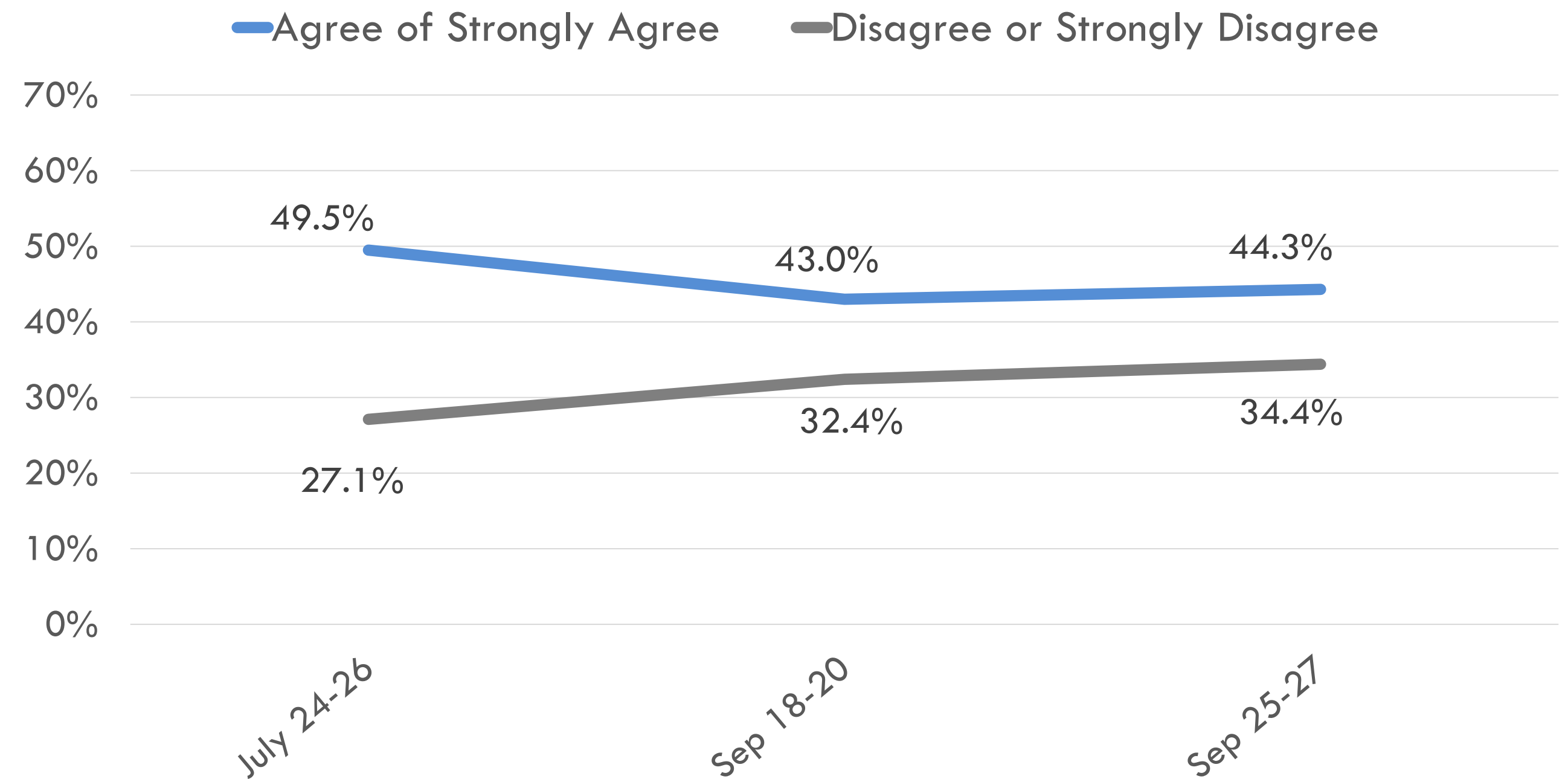
TRAVEL AS AN ESSENTIAL NEED ONLY

How much do you agree with the following statement?

Statement: Due to the Coronavirus situation, I believe travel should be limited to essential needs only.

(Base: Wave 29 data. All respondents, 1,205 completed surveys.)

Agree, 28.7%

Neutral (neither agree nor disagree), 22.8%

Strongly agree, 24.7%

Strongly disagree, 8.6%

Disagree, 15.2%

Destination Analysts
DO YOUR RESEARCH

Coronavirus Travel Sentiment Index

Measuring the Potential Influence of Travel Marketing

Highlights from the Week of September 28th

What is a Predictive Index?

Indexing is the practice of compiling data into one single metric.
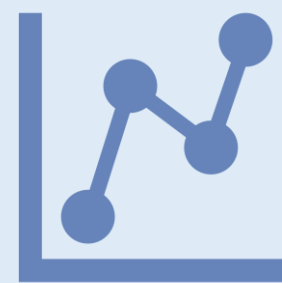
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.

The goals are to identify:

- WHO are the traveler segments that appear receptive to travel marketing and

- WHEN will they be ready to travel

Predictive Index Formula

$$\left[\begin{array}{c} \text{Concern for} \\ \text{Personal Health} \\ + \\ \text{Concern for} \\ \text{Personal Finances} \end{array} \right] \times \left[\begin{array}{c} \text{Openness to} \\ \text{Messaging} \\ + \\ \text{Excitement to} \\ \text{Travel Now} \end{array} \right]$$
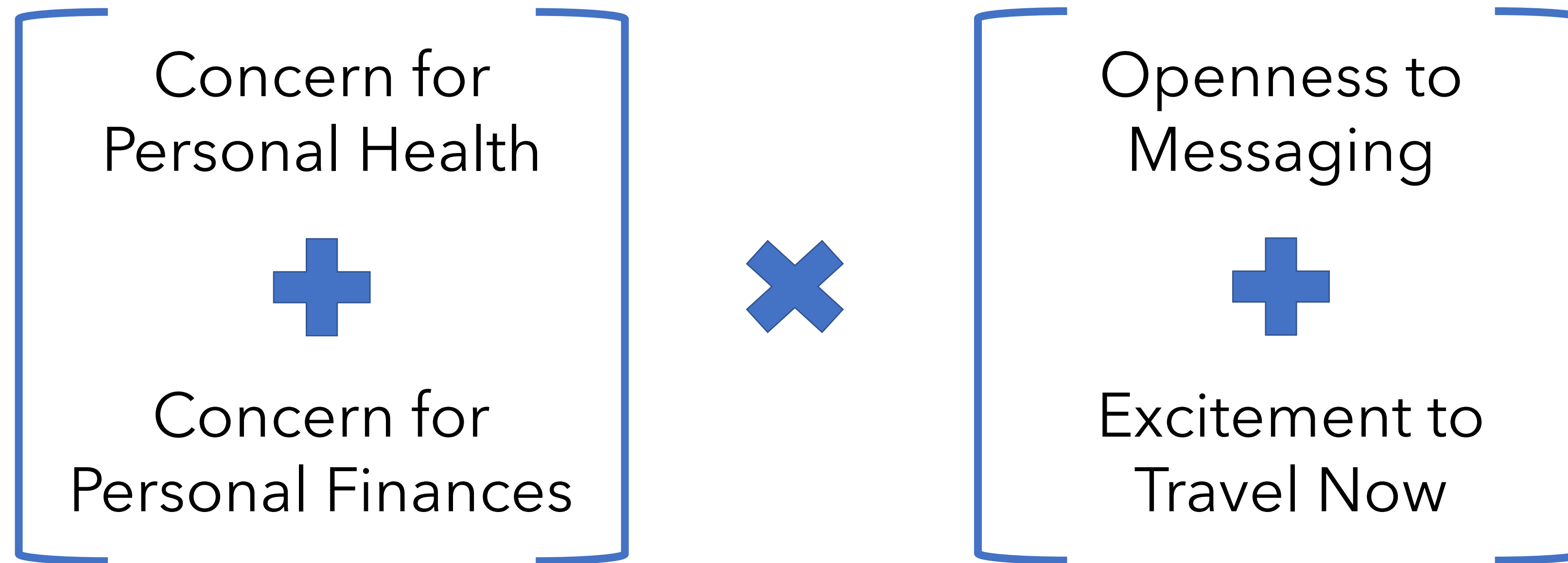
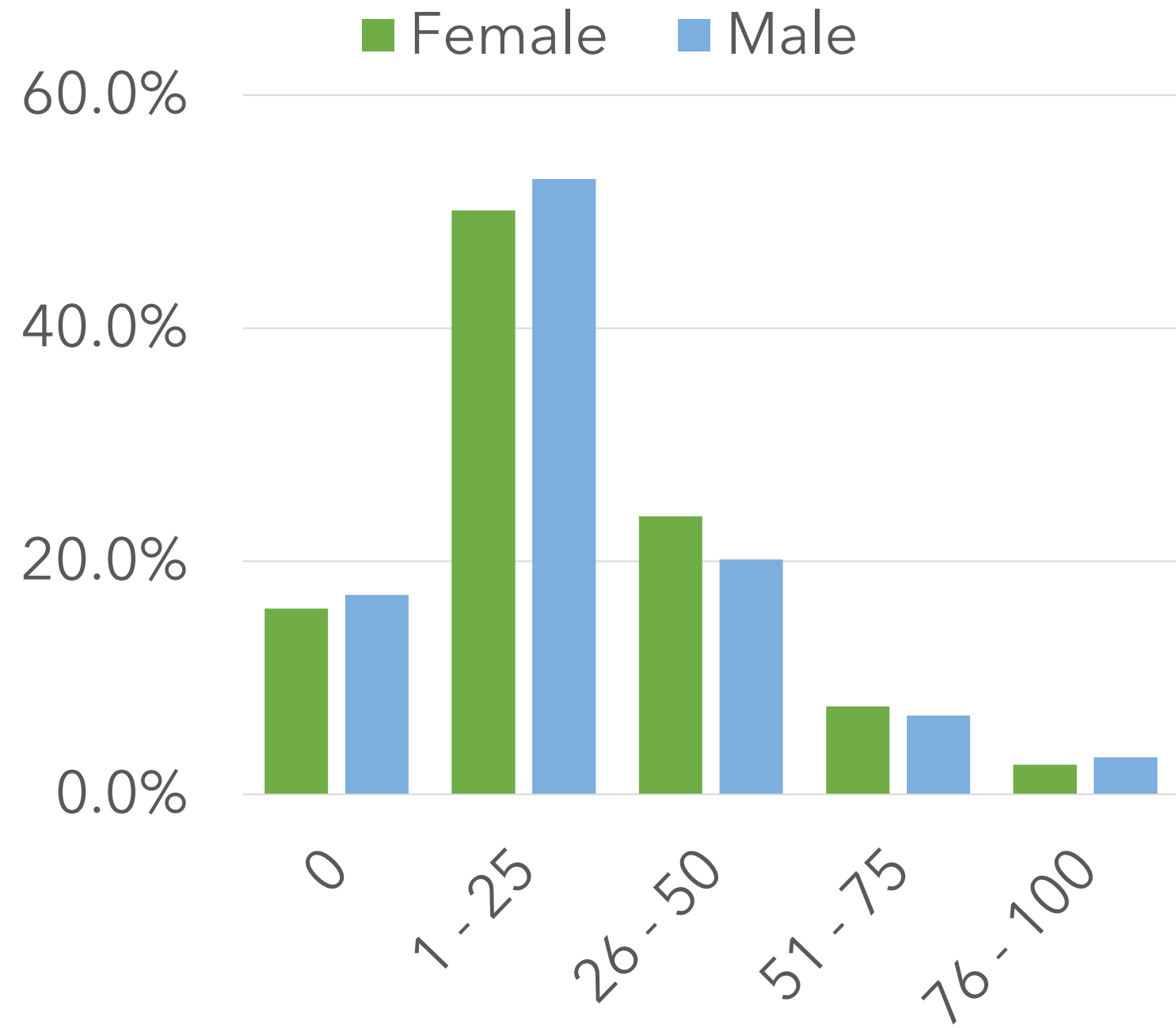*Normalized to a 100pt scale

Healthy Travel Outlook
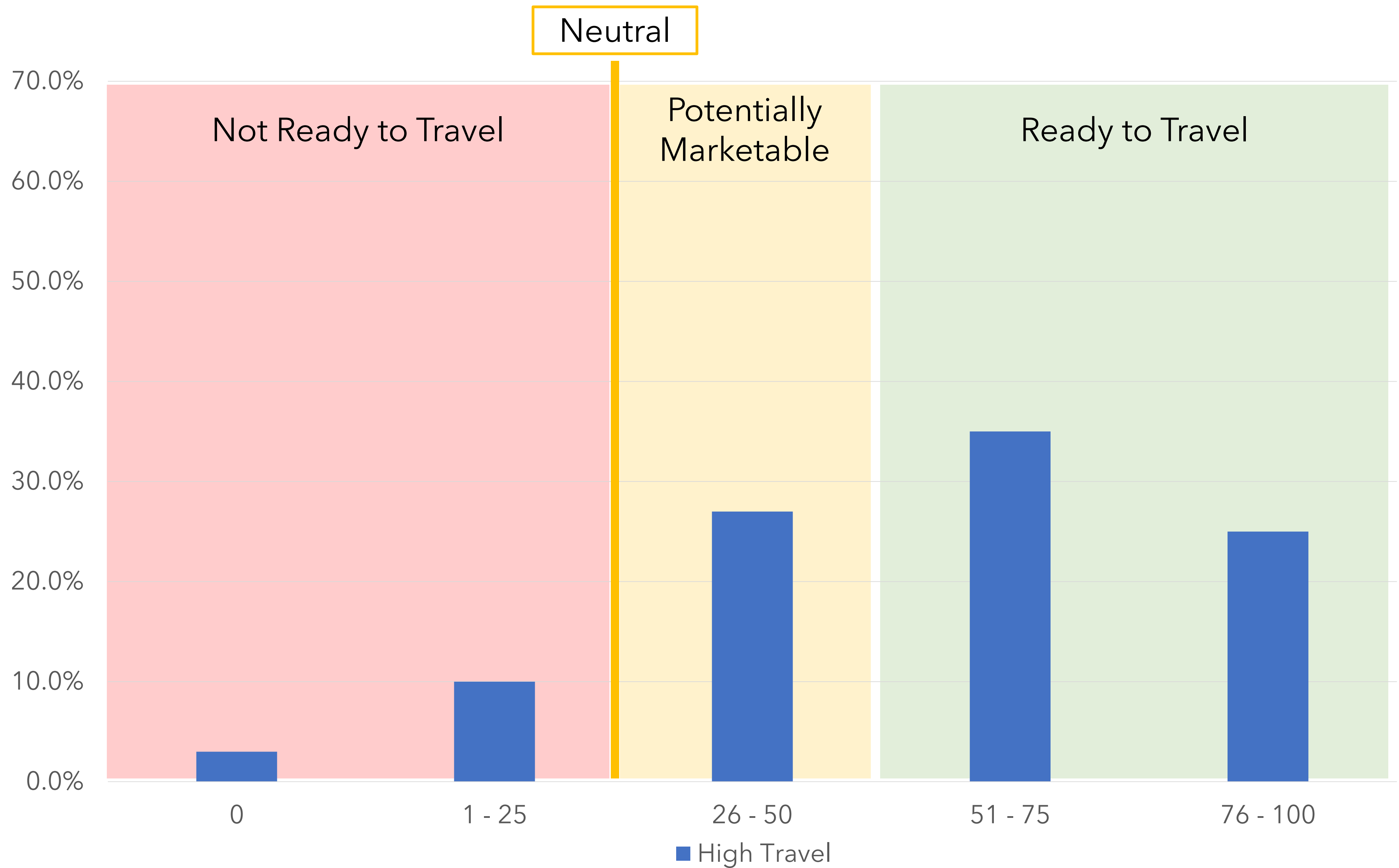
Travel Outlook

Neutral

Not Ready to Travel

Potentially Marketable

Ready to Travel

Ready to Travel

Potentially Marketable

Not Ready to Travel

—Total	
—Millennials or younger	
—Gen X	
—Boomer or older	
—WEST	
—MIDWEST	
—NORTHEAST	
—SOUTH	
—International Travelers	
—Air Travelers	
—Cruise Travelers	
—Leisure Travelers	
—VFR Travelers	
—Business Travelers	
—Convention Travelers	
—Female	
—Male	
—Affluent - Over $125K	
—$80K - $125K	
—Under $80K	
—City Travelers	
—Beach Travelers	
—US National Parks Travelers	
—Mountain Travelers	
—Dessert Travelers	
—Suburban area	
—Large city (urban area)	
—Rural area	
—Luxury Hotel	
—Non-Luxury Hotel	
—Peer-to-peer lodging	
—Campground or RV park	

Airline and Cruise Travelers
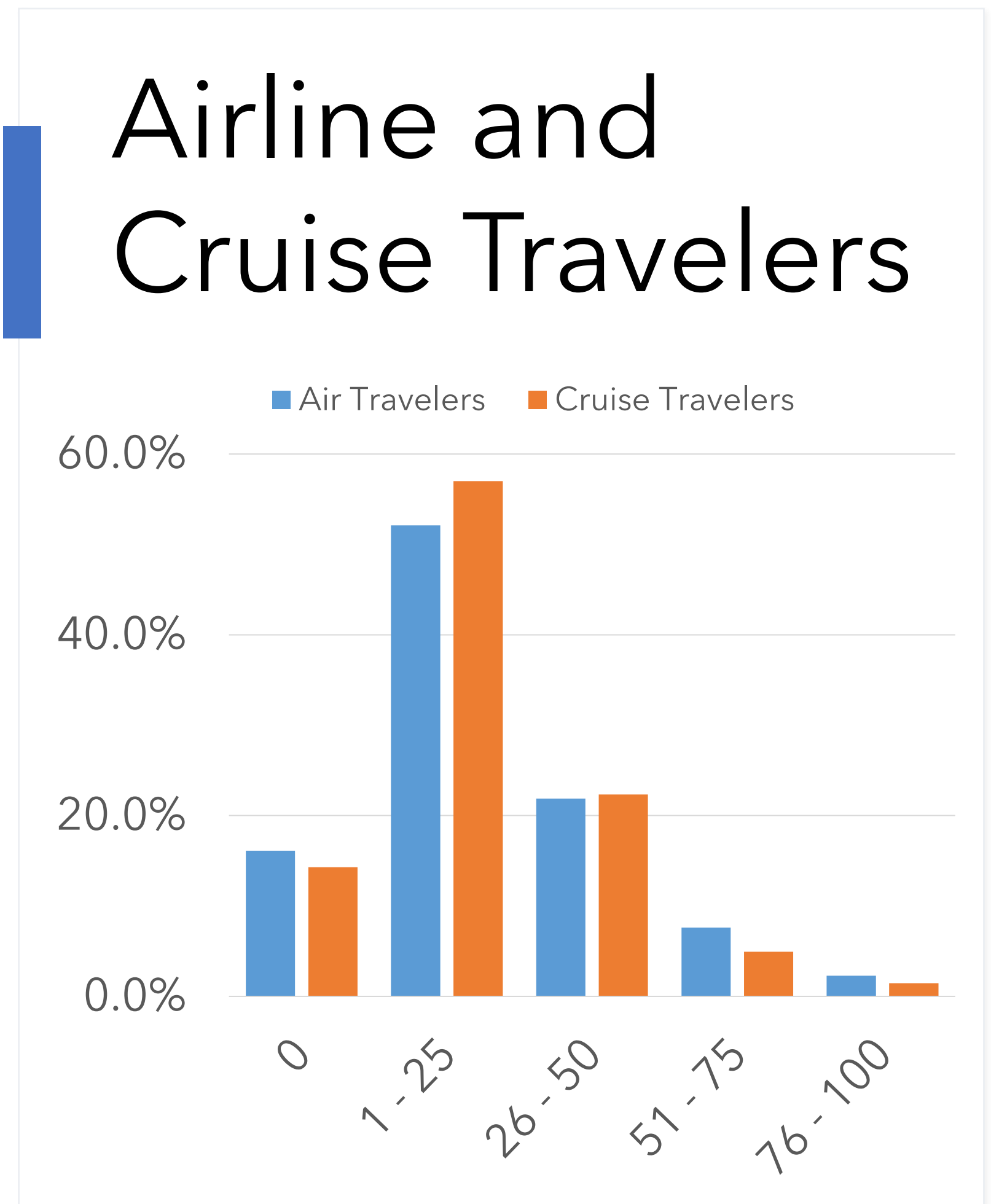
Percent Potentially Marketable
(Index Above 25)
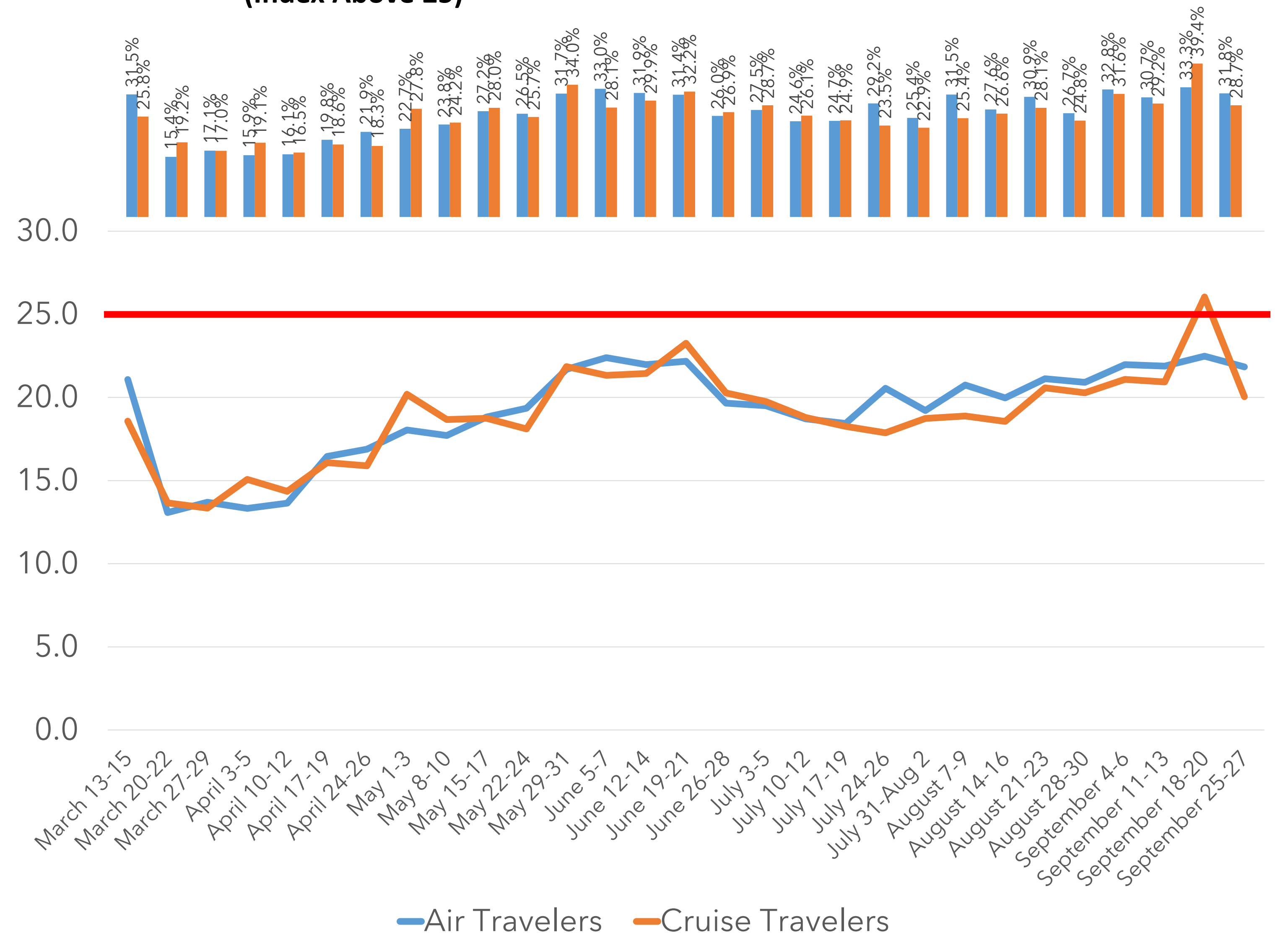
Gender

Percent Potentially Marketable
(Index Above 25)

Generation

PAGE 99

US Regions

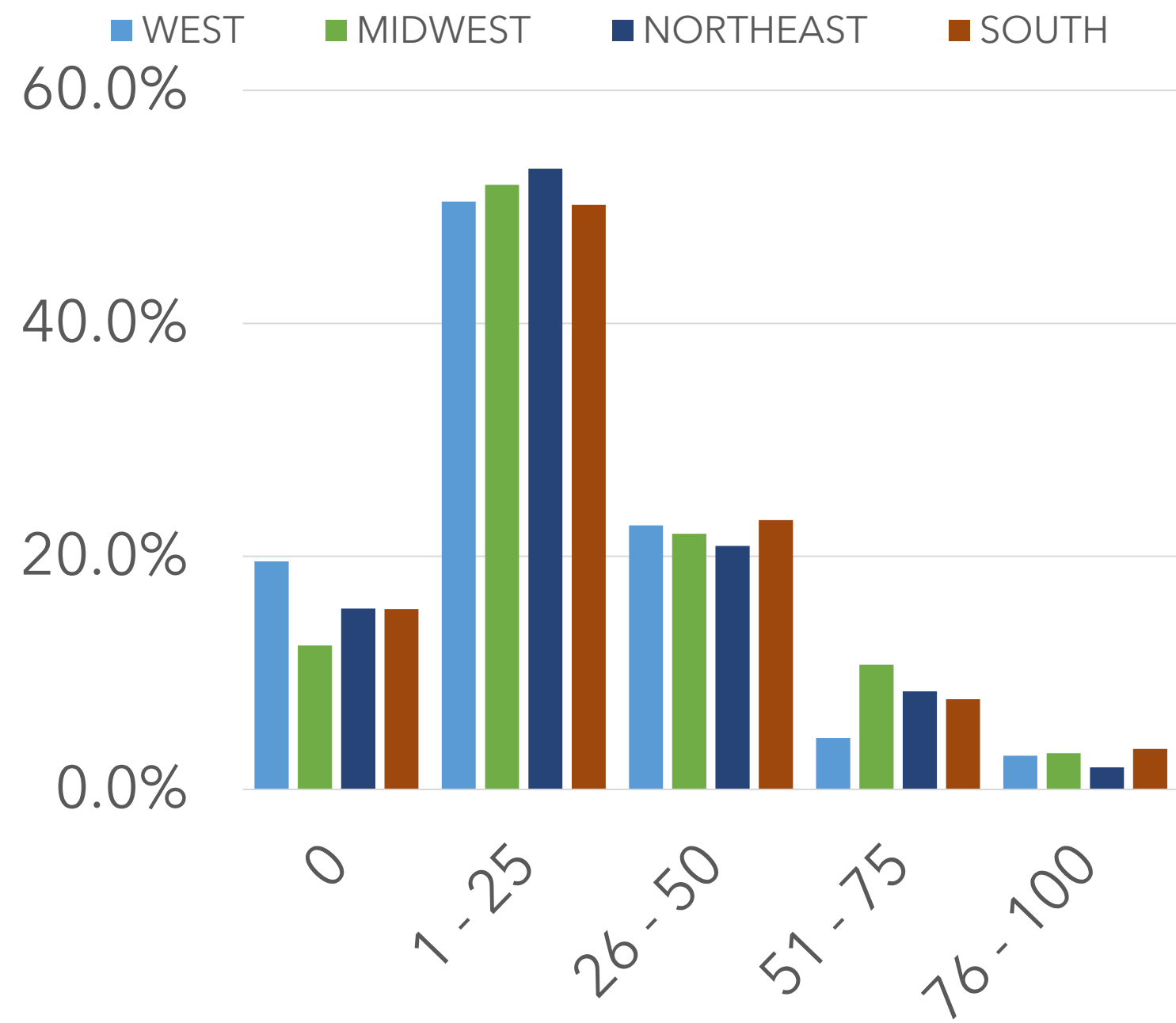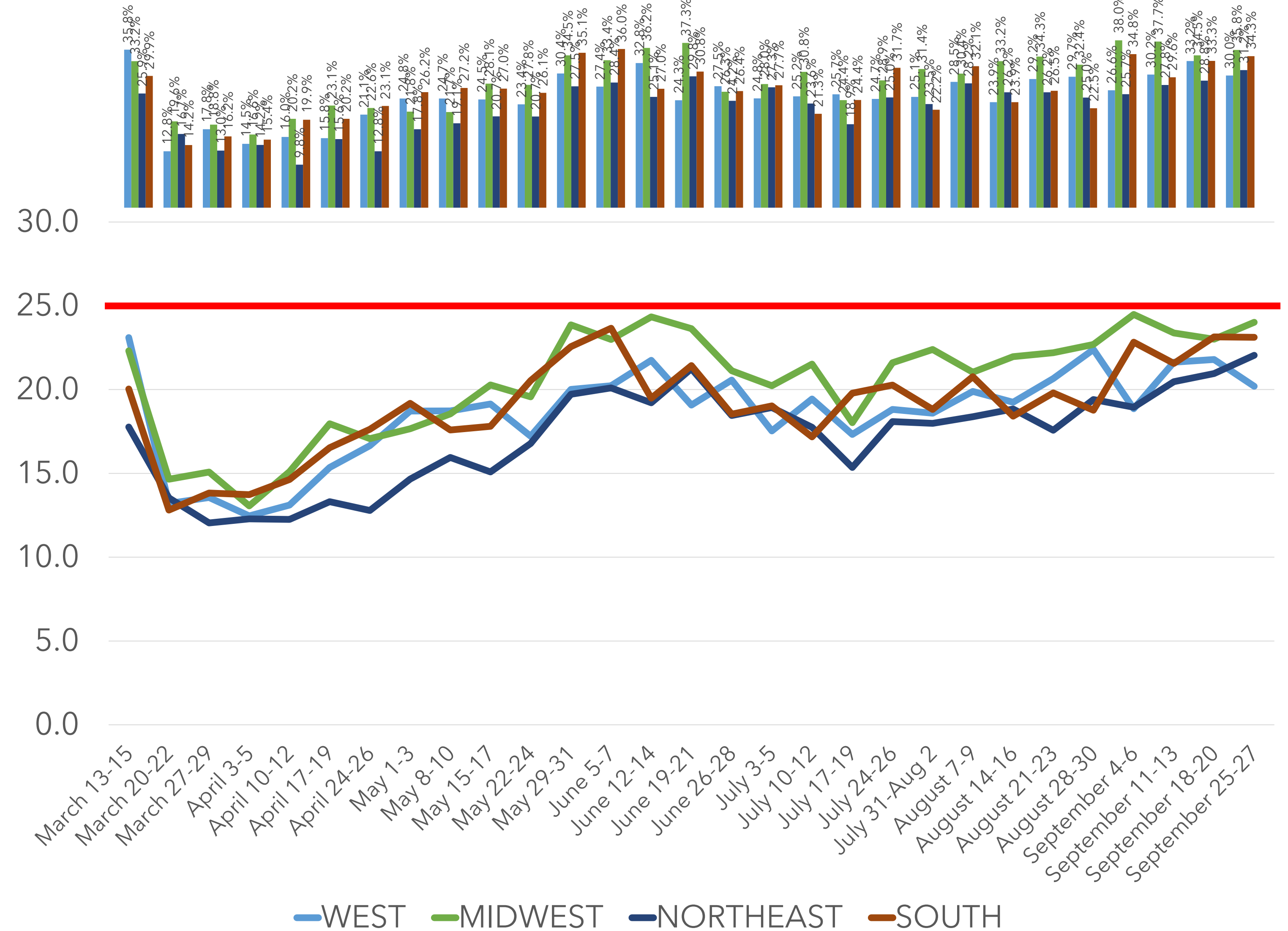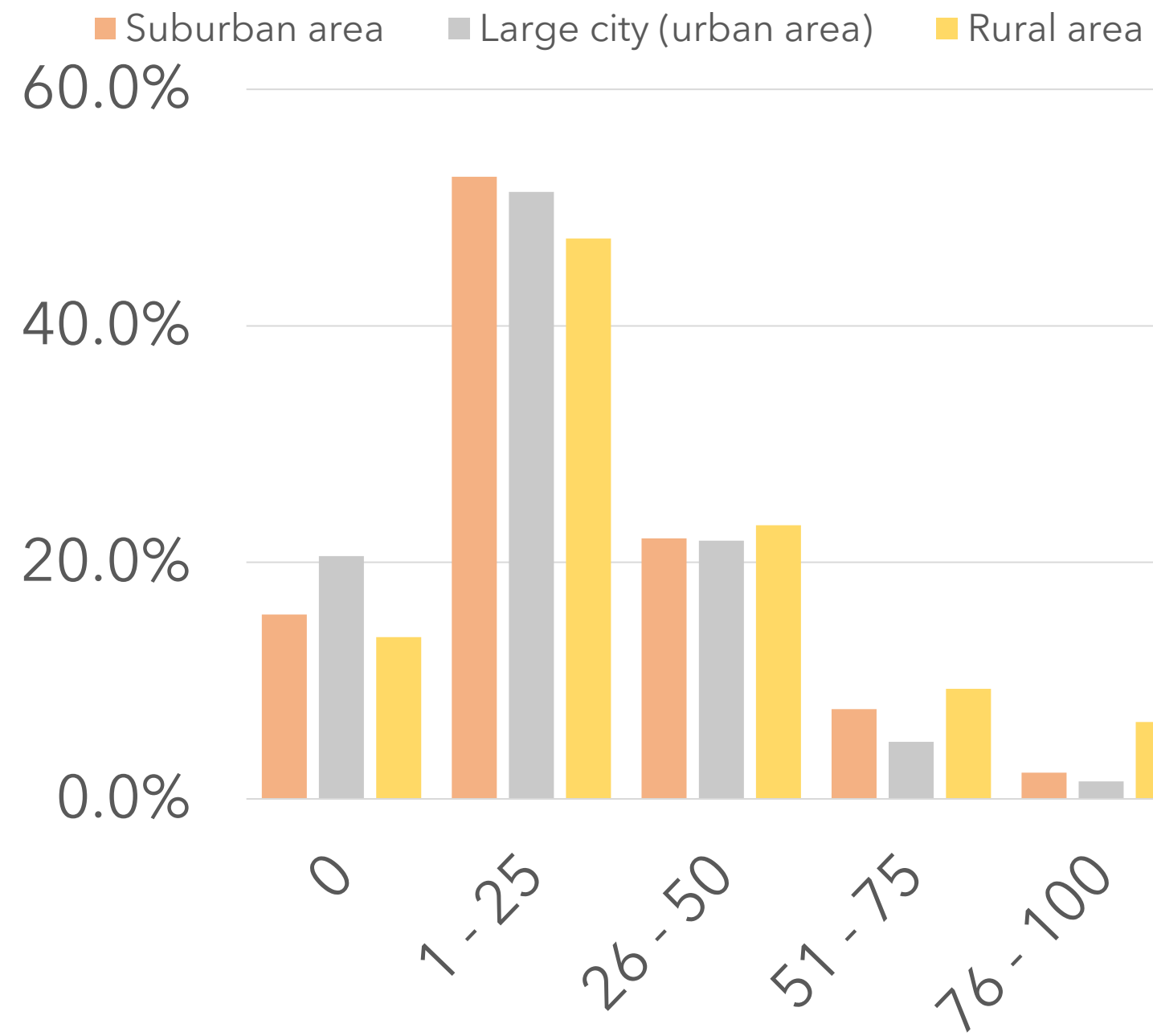Percent Potentially Marketable
(Index Above 25)

Residence Type

Legend: Suburban area, Large city (urban area), Rural area

Percent Potentially Marketable
(Index Above 25)

Legend: Suburban area, Large city (urban area), Rural area
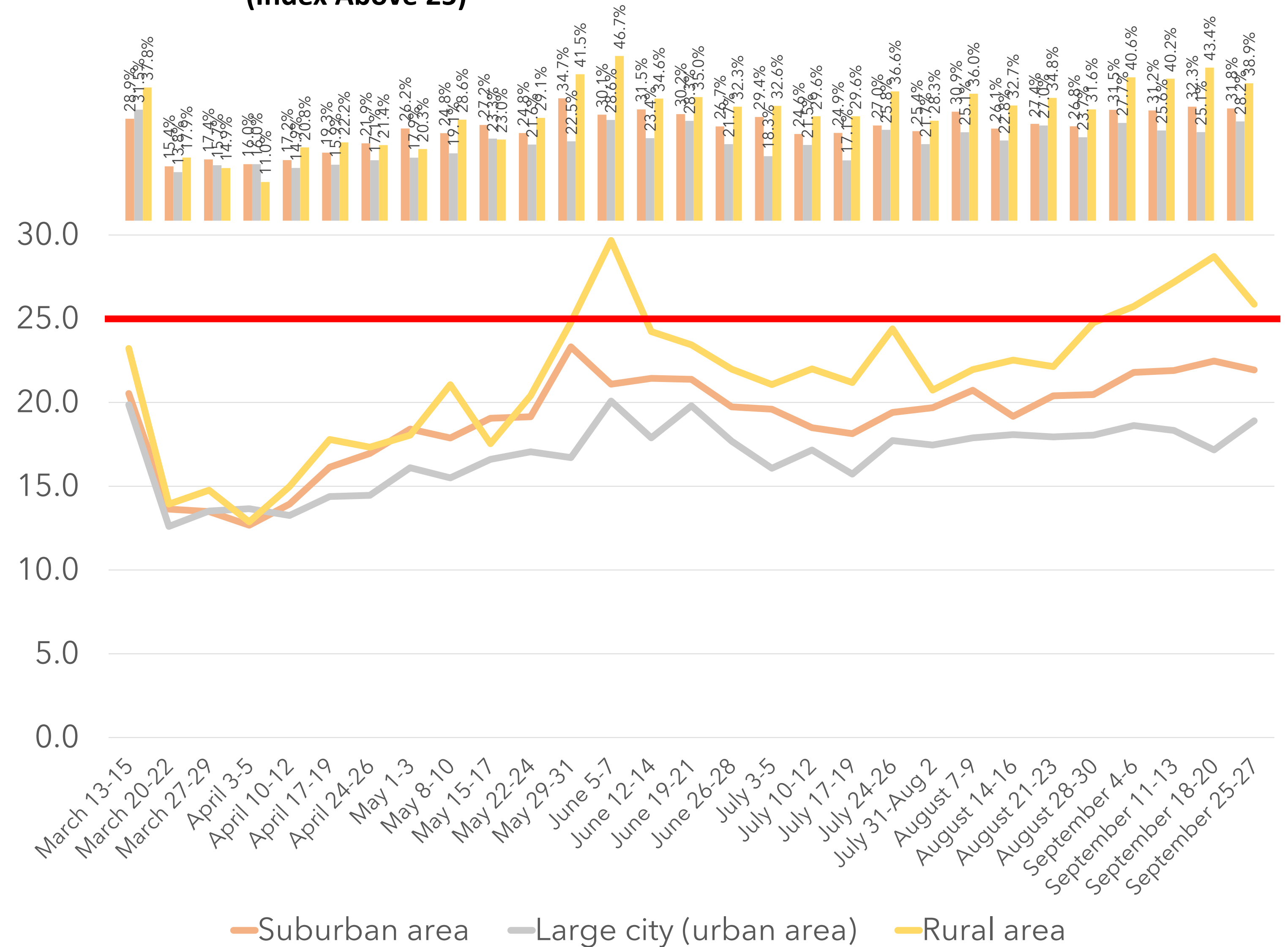
Lodging Preference
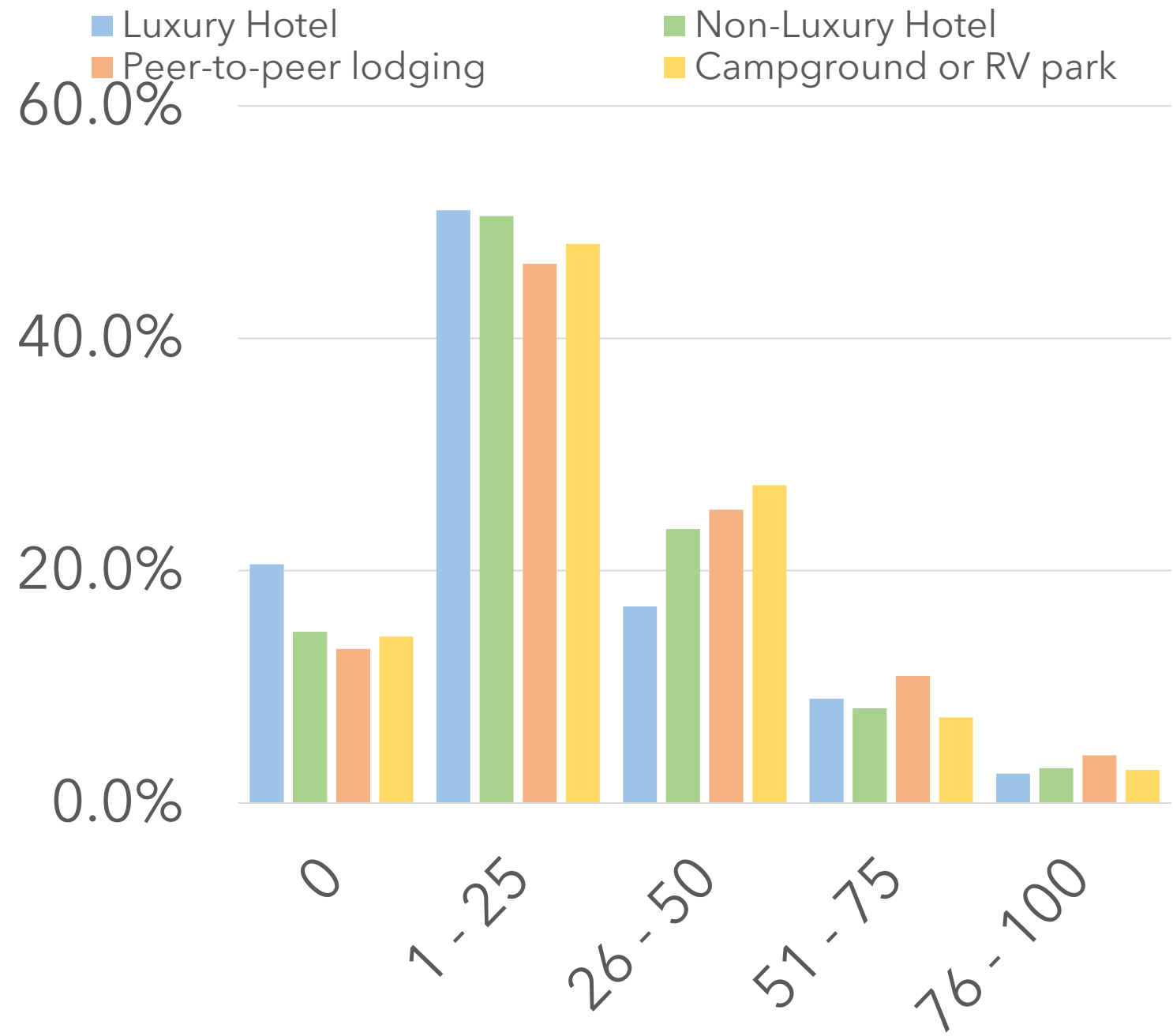
Percent Potentially Marketable
(Index Above 25)
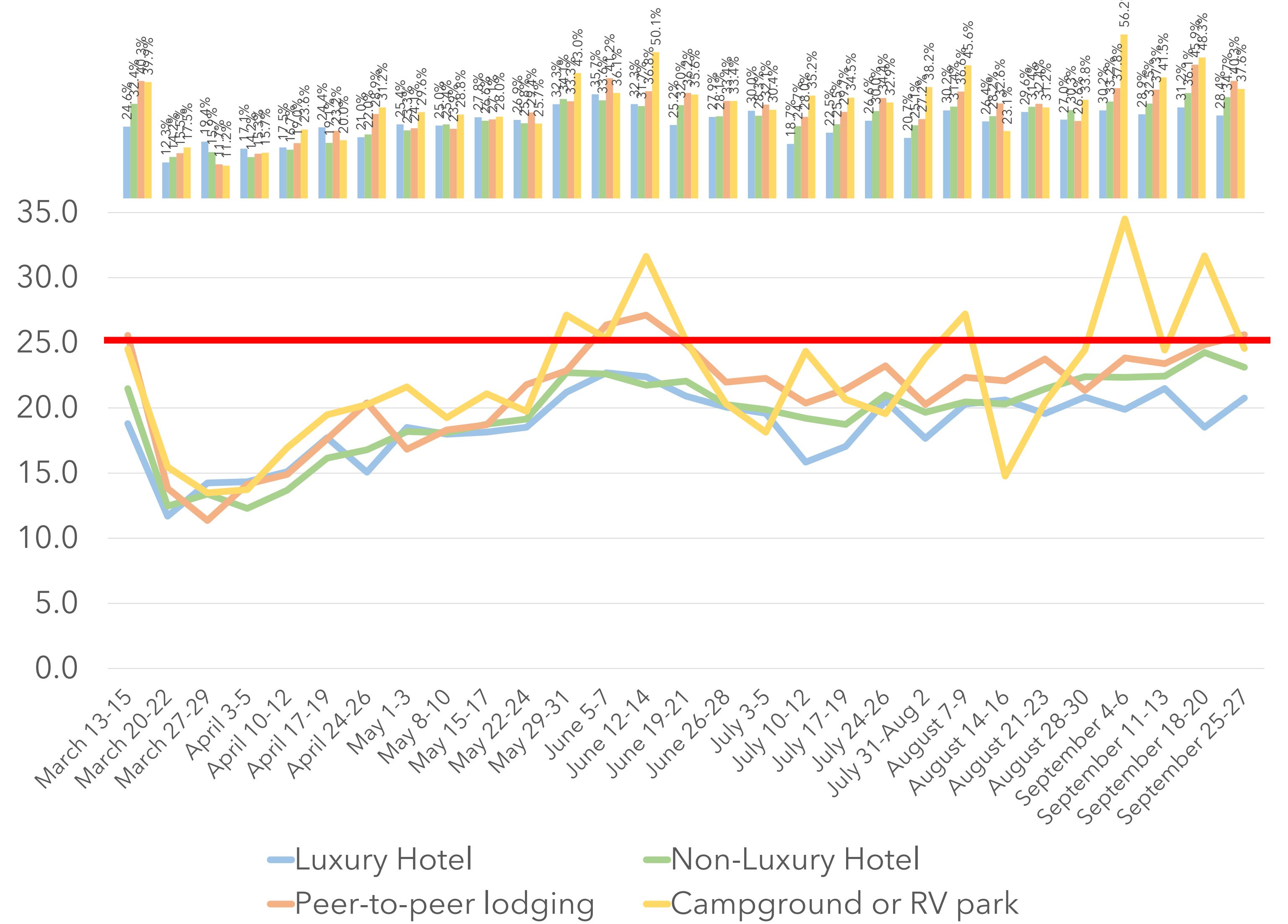
ACCESSING DATA IN THE ONLINE DASHBOARD
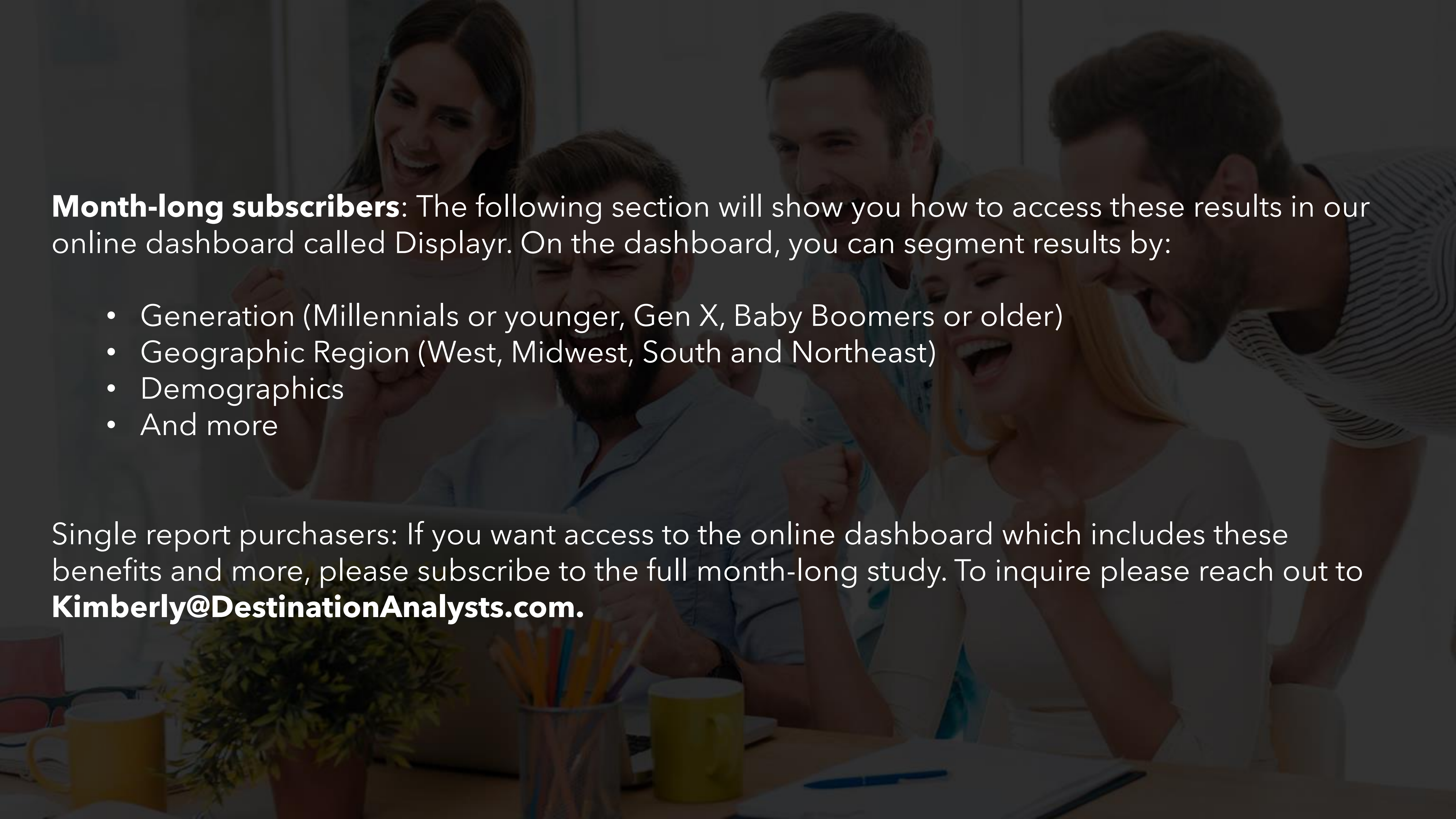
Month-long subscribers: The following section will show you how to access these results in our online dashboard called Displayr. On the dashboard, you can segment results by:

- Generation (Millennials or younger, Gen X, Baby Boomers or older)
- Geographic Region (West, Midwest, South and Northeast)
- Demographics
- And more

Single report purchasers: If you want access to the online dashboard which includes these benefits and more, please subscribe to the full month-long study. To inquire please reach out to **Kimberly@DestinationAnalysts.com.**

HOW TO USE DISPLYR

Guidelines on viewing, segmenting and exporting data from the dashboard.

NAVIGATING THE DASHBOARD:

Toggle between the report sections by clicking on the header(s) in this navigation pane

Coronavirus Travel Sentiment Index Report

Filters ⌄   Export ⌄   ⑦   ⤢

Search...   —   + 65 %

▷ 📄 Project Overview
▷ 📄 Topline Findings
▷ 📄 Traveler Perceptions and Expectations

Coronavirus Travel
Sentiment Index Report

Online Dashboard

Last Updated: 3/16/2020

Research prepared by:

Destination ◆ Analysts

NAVIGATING THE REPORT:

To view submenu data points in a particular section, click on the arrow to the left of the heading.

This allows you to jump to specific data points without having to scroll through the entire report.

Coronavirus Travel Sentiment Index Report

- ▷ Project Overview
- ▷ Topline Findings
- ◢ Traveler Perceptions and Expectations
  - Anticipated Change in Coronavirus S
  - Anticipated Change in Coronavirus S
  - Perceived Safety of Travel Activities
  - Perceived Safety of Travel Activities -
  - Avoiding Travel Until the Crisis Blows
  - Avoiding Travel Until the Crisis Blows
  - Expectations for Summer Travel Sea
  - Expectations for Summer Travel Sea
  - Staycations as a Replacement for Va
  - Staycations as a Replacement for Va
  - Road Trips as a Replacement for Air
  - Road Trips as a Replacement for Air
  - Regional Trips as a Replacement for
  - Regional Trips as a Replacement for
  - Avoiding Conferences or Convention
  - Avoiding Conferences or Convention
  - Avoiding International Travel
  - Avoiding International Travel - Break
  - Comfort Enjoying Home Community
  - Comfort Enjoying Home Community
  - Discounts Drive Interest in Travel
  - Discounts Drive Interest in Travel - B
  - Upcoming Travel Plans

Search...   − + 65 %

Filters ⌄ Export ⌄ ?

Coronavirus Travel Sentiment Index Report

Online Dashboard

Last Updated: 3/16/2020

Research prepared by:

Destination Analysts

FILTERING THE REPORT:

To segment the results by a specific group (generational, geographical, etc.)
Click on "Filters" in the top right corner.

Coronavirus Travel Sentiment Index Report

Millenial or younger   Filters ⌄   Export ⌄   (?)

Search...

Project Overview
Topline Findings
 Concerned Personally
 Concerned Personally - Breakout
 Concerned for Friends/Family
 Concerned for Friends/Family - Brea
 Concerned for Personal Finances
 Concerned for Personal Finances - B
 Concerned for National Economy
 Concerned for National Economy - B
 Destinations Associated with Corona
 Travel Affected by Coronavirus
 How Travel Was Affected by Corona
 How Travel Was Affected by Corona
 Why Travel Was Affected by Corona
 Why Travel Was Affected by Corona
 Number of Trips Cancelled/Postpone
 Number of Trips Cancelled - Breakou
 Number of Trips Postponed - Breakc
 Month of Trips Cancelled
 Month of Trips Cancelled - Breakout
 Refunds for Cancelled Reservations
 Rescheduled Postponed Trips
 Month of Rescheduled Postponed Tr
 Month of Rescheduled Postponed Tr
 Type of Trips Cancelled Or Postpone

Concerned Personally

20.7%

15%

10%

5%

0%

6.6%   2.0%   5.1%   2.4%   4.7%   16.9%   9.4%   15.9%

0 - Not at all concerned   1   2   3   4   5 - Neutral – Neither Concerned nor unconcerned   6   7

Question: Thinking about the current coronavirus situation, in general, <u>HOW CONCERNED ARE YOU PERSON</u> contracting the virus?
Base: Millenial or younger 629 responses.

Filters panel

Wave
☐ March 13-15

Segmentation
☐ Total
☑ Millenial or younger
☐ Gen X
☐ Boomers or Older
☐ West
☐ Midwest
☐ Northeast
☐ South

Travel Activity Past 2 Years
☐ Took 1+ Leisure Trips
☐ Visited Friends & Relatives
☐ Took 1+ Business Trips
☐ Attended a Convention, Conference or Group Meeting
☐ Used a Commercial Airline
☐ Used a Commercial Cruise Line
☐ Used Commercial Lodging
☐ Traveled Outside the US

Lodging Type Used in Last 2 Years
☐ Full-service or 3-4 star hotel
☐ Budget hotel or motel
☐ Luxury or 5-star hotel

IMPORTANT NOTE: When you select a filter, it will ONLY APPLY to the specific data point you are currently viewing. It WILL NOT apply to the entire report. Be sure to check the base description in the blue text (highlighted here) to see if a filter is being applied.
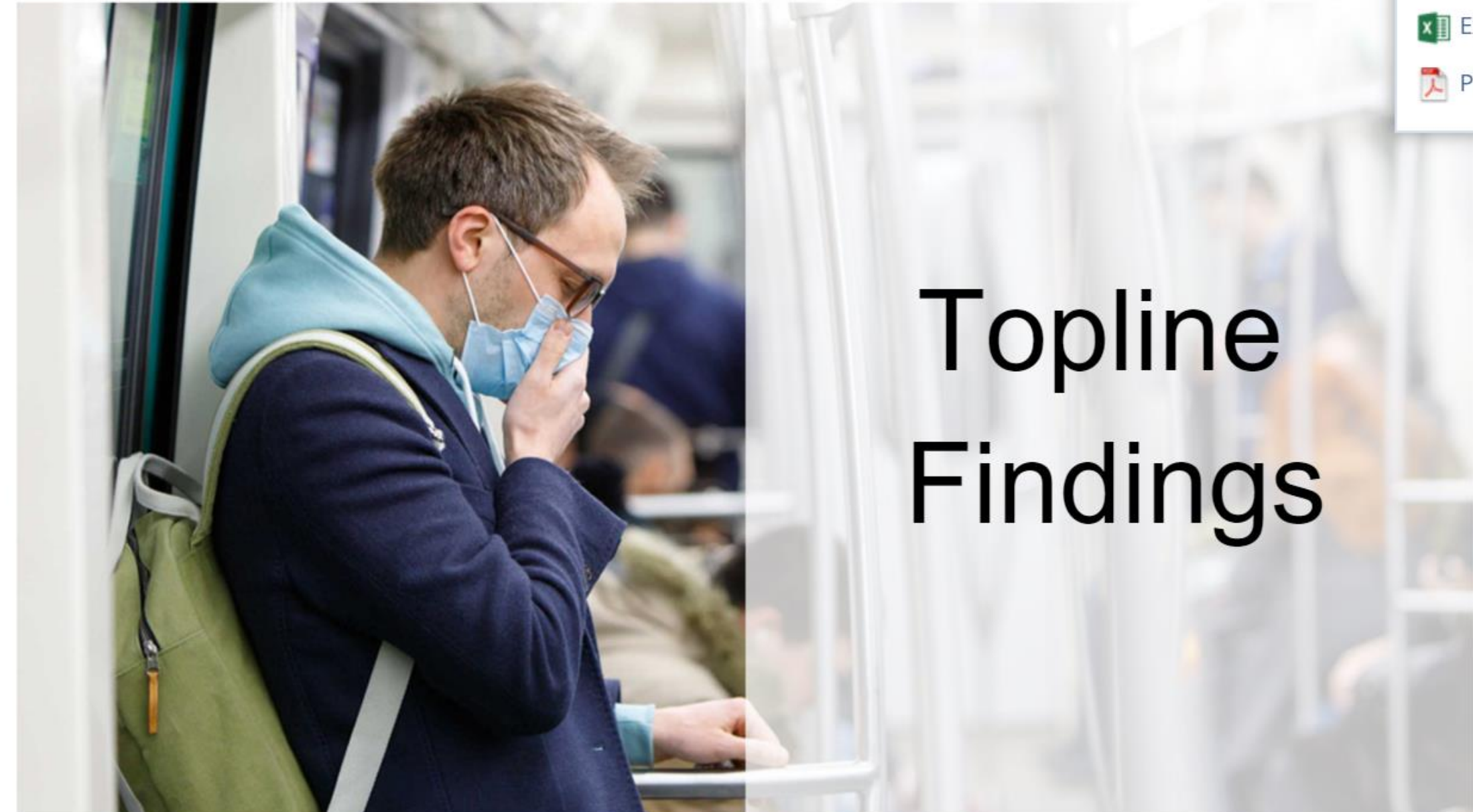
EXPORTING THE DATA:

To share the results with others in your organization, click on "Export" in the top right corner and select your preferred file type (PowerPoint, Excel or PDF).

If you want to export a specific report section, be sure to select it in the navigation pane BEFORE you click "Export"

Coronavirus Travel Sentiment Index Report

Filters ˅   Export ˅   ?

Search...

PowerPoint
Excel
PDF

Project Overview
Topline Findings
    Concerned Personally
    Concerned Personally - Breakout
    Concerned for Friends/Family
    Concerned for Friends/Family - Brea
    Concerned for Personal Finances
    Concerned for Personal Finances - B
    Concerned for National Economy
    Concerned for National Economy - B
    Destinations Associated with Corona
    Travel Affected by Coronavirus
    How Travel Was Affected by Corona
    How Travel Was Affected by Corona
    Why Travel Was Affected by Corona
    Why Travel Was Affected by Corona
    Number of Trips Cancelled/Postpone
    Number of Trips Cancelled - Breakou
    Number of Trips Postponed - Breako
    Month of Trips Cancelled
    Month of Trips Cancelled - Breakout
    Refunds for Cancelled Reservations
    Rescheduled Postponed Trips
    Month of Rescheduled Postponed Tr
    Month of Rescheduled Postponed Tr
   Type of Trips Cancelled Or Postpone

Topline Findings

EXPORTING THE DATA:

After selecting your preferred file type, Displayr will prompt you to select "Current Selection" or "All"

"Current Selection" will only export the single data point you are viewing (or an entire report section if it is selected in the navigation pane as shown in this screenshot).

"All" will allow you to download the entire report.
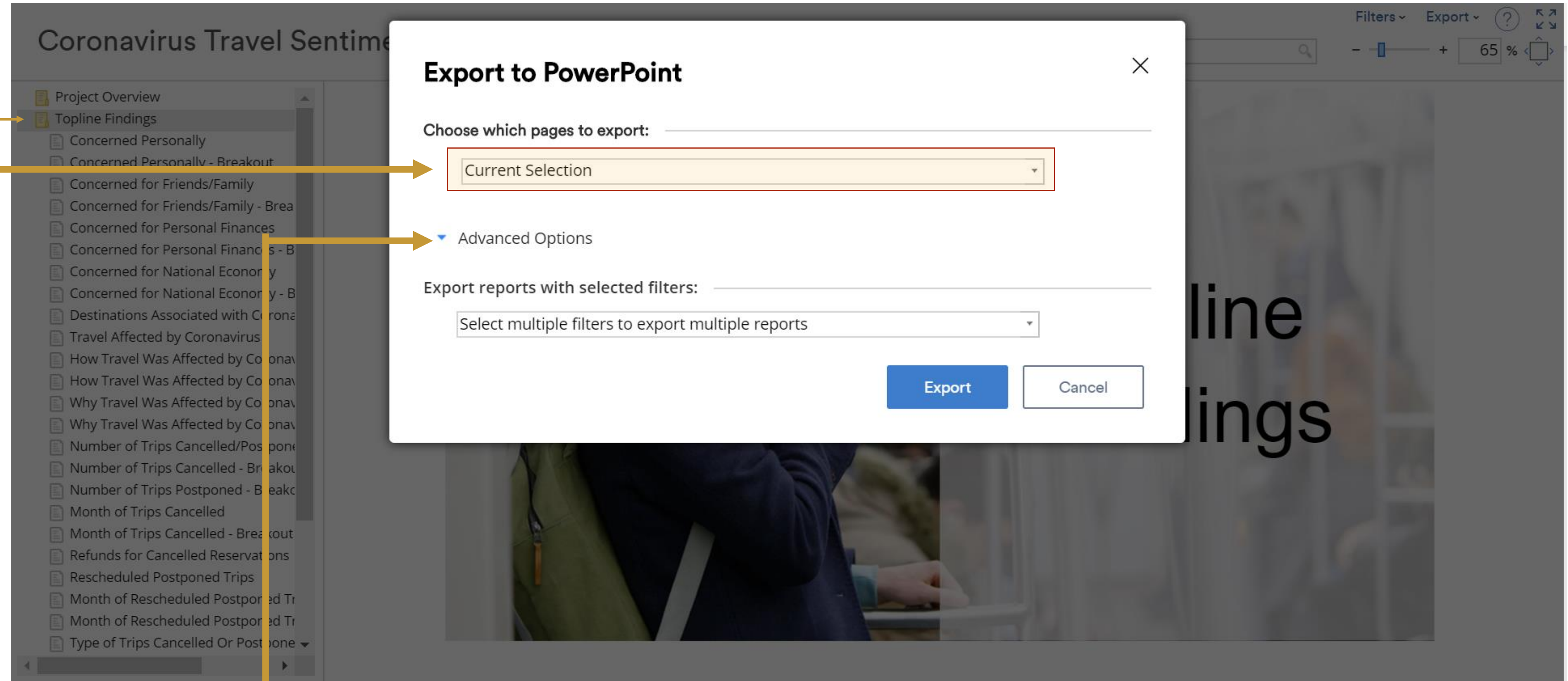
IMPORTANT NOTE: Use the "Advanced Options" to apply specific filters to the data you want to export.

NEED MORE HELP?

If you have any additional questions about using Displayr please reach out to our dashboard expert:

Chingun Ganzorig

Research Manager

Chingun@DestinationAnalysts.com

(415) 722-2503