

CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT, WAVE 57

RESEARCH FINDINGS

April 12, 2021

Destination  Analysts



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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 57th 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 57th wave of this survey was collected from April 9th – 11th, 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, 1,202 fully completed surveys were collected, suggesting the topline results presented here have a confidence interval of +/- 2.8%.

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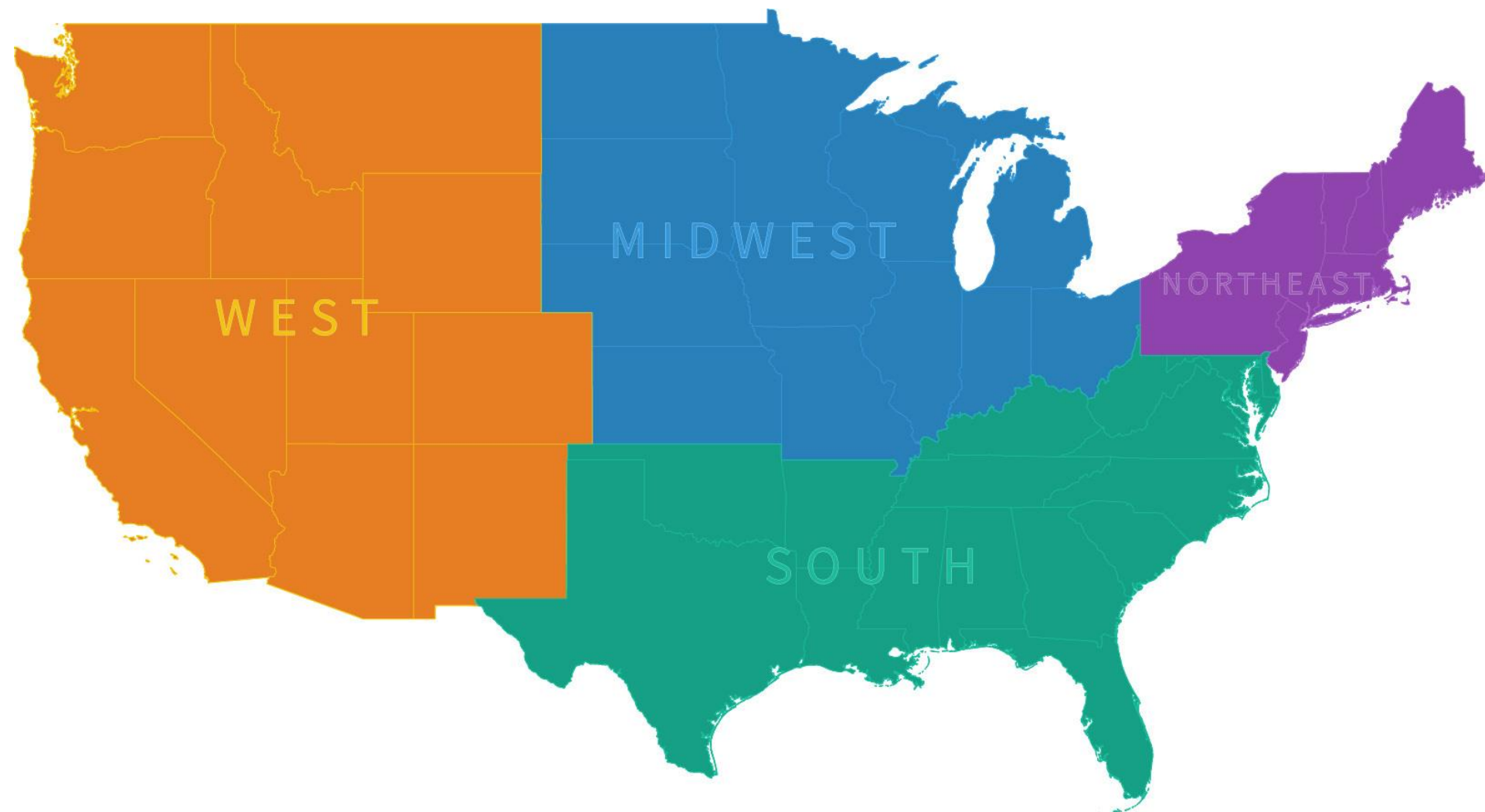


PROJECT OVERVIEW

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:



2020

	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 12
Wave #32	October 16-18	October 19
Wave #33	October 23-25	October 26
Wave #34	Oct 30- Nov 1	November 2
Wave #35	November 6-8	November 9
Wave #36	November 13-15	November 16
Wave #37	November 20-22	November 23
Wave #38	November 27-29	November 30
Wave #39	December 4-6	December 7
Wave #40	December 11-13	December 14
Wave #41	December 18-20	December 21
Wave #42	December 25-27	December 28

2021

	Data collection	Report release
Wave #43	January 1-3	January 4
Wave #44	January 8-10	January 11
Wave #45	January 15-17	January 18
Wave #46	January 22-24	January 25
Wave #47	January 29-31	February 1
Wave #48	February 5-7	February 8
Wave #49	February 12-14	February 15
Wave #50	February 19-21	February 22
Wave #51	February 26-28	March 1
Wave #52	March 5-7	March 8
Wave #53	March 12-14	March 15
Wave #54	March 19-21	March 22
Wave #55	March 26-28	March 29
Wave #56	April 2-4	April 5
Wave #57	April 9-11	April 12
Wave #58	April 16-18	April 19
Wave #59	April 23-25	April 26
Wave #60	April 30 – May 2	May 3
Wave #61	May 7-9	May 10
Wave #62	May 14-16	May 17
Wave #63	May 21-23	May 24
Wave #64	May 28-30	May 31
Wave #65	June 4-6	June 7
Wave #66	June 11-13	June 14
Wave #67	June 18-20	June 21
Wave #68	June 25-27	June 28

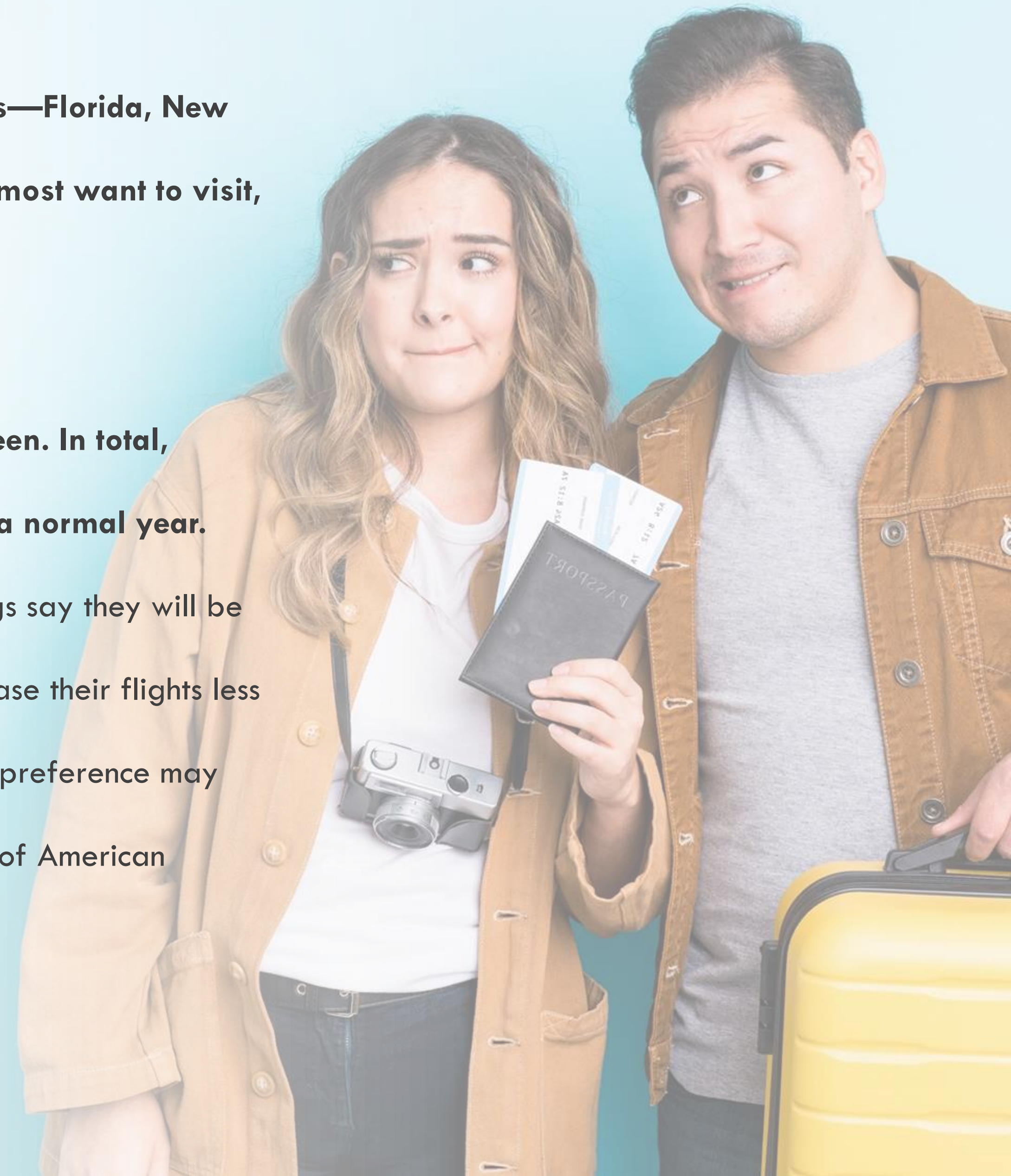
TOP TAKEAWAYS

The following are the top takeaways that emerged from Wave 57 of this weekly consumer traveler sentiment tracking study.

- **As of this week, over 27% of the U.S. adult population is vaccinated against COVID-19 and the proportion of Americans highly concerned about their family or friends contracting the virus is now at an all-time low. Yet with cases rising in some regions and the pandemic ongoing, Americans have been exhibiting a lessening optimism over the last month, after reaching a pandemic peak the week of March 14th.** Compared to a month ago, those who feel the coronavirus situation in the U.S. will improve over the next four weeks has declined nearly 15 percentage points (45.5% from 60.3%), while nearly twice as many now feel things are going to get worse (21.3% from 11.1%). Nevertheless, fear about travel has continued on a course of steady decline. Of the travel and leisure activities we track, only a handful remain perceived as unsafe by a majority of American travelers. In fact, the average perception of these activities as unsafe is down 20 percentage points from January 1st—a pandemic record low (37.9%). Those who would NOT feel guilty traveling now exceeds those who would (39.1% vs 36.7%). And more than two-thirds have a “ready-to-travel” state-of-mind.
- **The readiness around travel has resulted in a lot of travel plans. Over 86% of American travelers currently have at least tentative leisure travel plans and 72.8% expect to travel for leisure within the next three months alone.** In terms of what is motivating Americans to travel right now, while relaxing, getting away from their daily life and spending time with family remain important, about half are highly seeking escaping boredom, having new experiences and visiting new places they have never been. One-third are out to party while a quarter are even traveling specifically to meet new people.

TOP TAKEAWAYS

- **As Americans look out on their travel in the months ahead, many iconic tourism spots—Florida, New York, Las Vegas, Hawaii, California—top their lists of the domestic destinations they most want to visit, including popular cities, from Chicago to New Orleans.**
- **In terms of Americans' timing on booking travel, the pandemic's impact can still be seen. In total, 45.7% say they will make reservations closer to their travel date than they would in a normal year.**
Over 40% of travelers who will be making hotel, car rental, attraction and event bookings say they will be doing so less than 4 weeks out. Even 28.5% of upcoming air travelers say they will purchase their flights less than a month before travel. Given the high demand for travel, this short booking window preference may have consequences. Nevertheless, booking continues at a steady pace. This week, 13.9% of American travelers said they had made a travel reservation or booking in the last seven days.



TOP TAKEAWAYS

- **Looking at the types of travel Americans have planned for the next quarter, leisure travel is indeed leading the recovery with 52.4% planning a vacation or getaway and 36.8% traveling to visit friends or relatives.** Business travel is further back in recovery. Right now, 13.6% of American travelers say they will be taking a business trip in the next 3 months and 11.4% say they have a convention/group meeting trip (Note: if we look at the business traveler segment alone, one-third say they will be taking a business trip this quarter). In a typical year pre-pandemic, about 20% of American travelers reported having upcoming business, convention or group meeting trips.
- **This week we can celebrate that the appeal of attending in-person meetings has improved. Over 54% of business travelers say they would be happy if their employer asked them to attend an in-person conference, convention or group meeting in the next six months.** This is nearly double what was recorded last August. In addition, about 40% of American business travelers say they currently have plans to attend a conference/convention/group meeting this year. Still, a meetings industry rebound may be further into the future. Two-thirds of business travelers feel it won't be until this summer or later that they will be comfortable attending in-person meetings. The majority (56.4%) of business travelers still would prefer a virtual meeting to an in-person one if it were happening this month. Only 20 percent say they would prefer an in-person event right now.

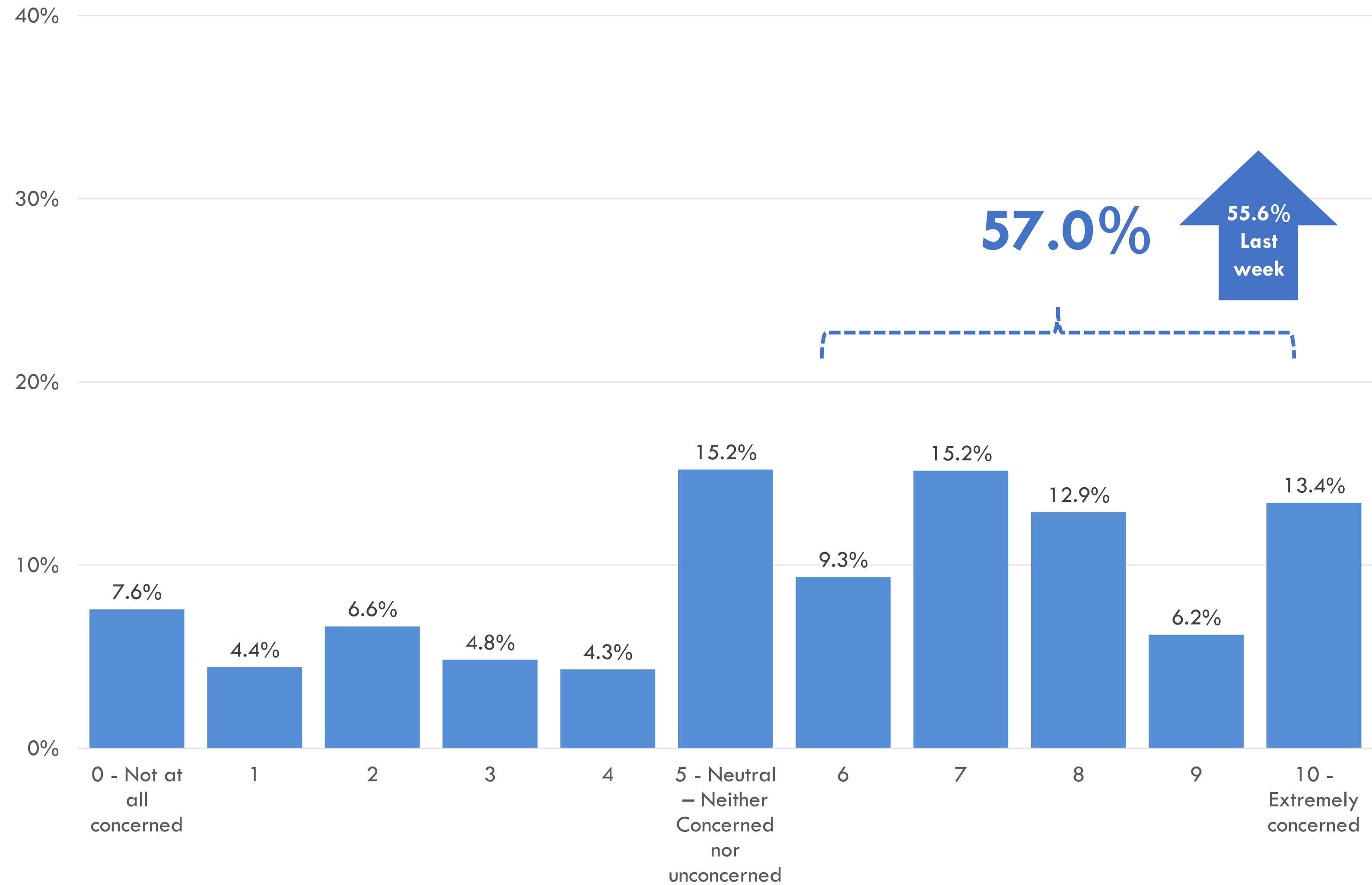
A woman with long brown hair, wearing glasses, a blue surgical face mask, a white turtleneck, a long brown coat, and blue jeans, stands in an airport security line. She is holding a yellow rolling suitcase. The background shows a blurred airport terminal with white security barriers and a red retractable belt. The text "CURRENT FEELINGS ABOUT THE CORONAVIRUS & TRAVEL" is overlaid in the center of the image.

**CURRENT FEELINGS ABOUT
THE CORONAVIRUS & TRAVEL**

PERSONAL HEALTH CONCERNS

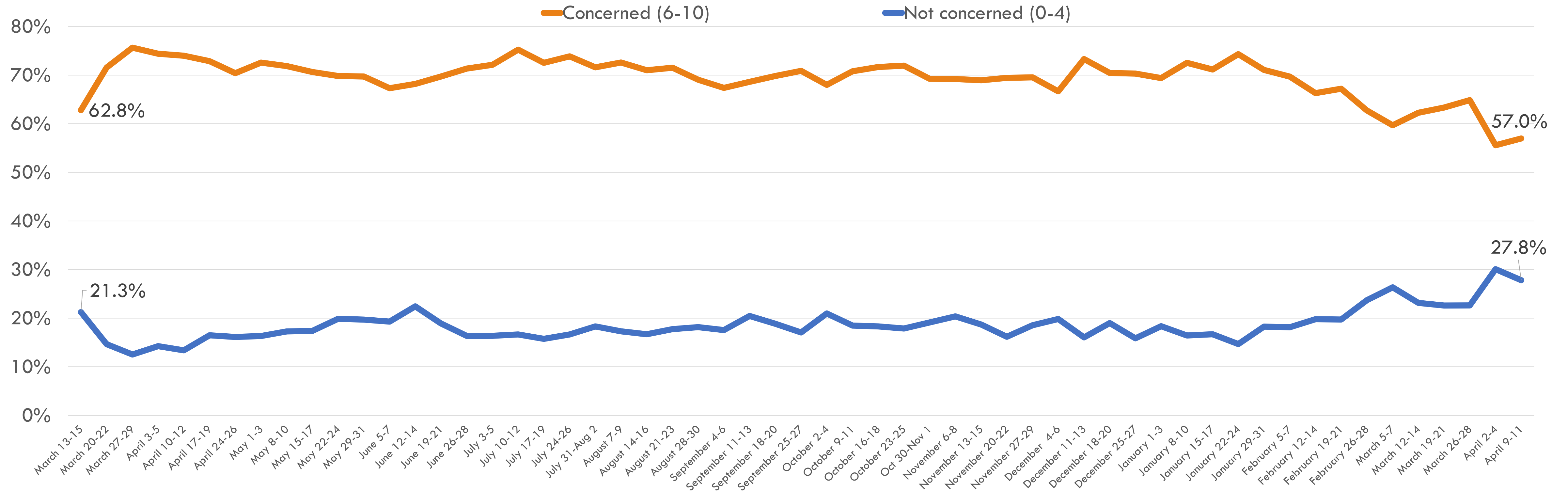
Question: Thinking about the current coronavirus situation, in general, **HOW CONCERNED ARE YOU PERSONALLY** about contracting the virus? (Please answer using the scale below)

(Base: Wave 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)



PERSONAL HEALTH CONCERNS (WAVES 1-57)

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

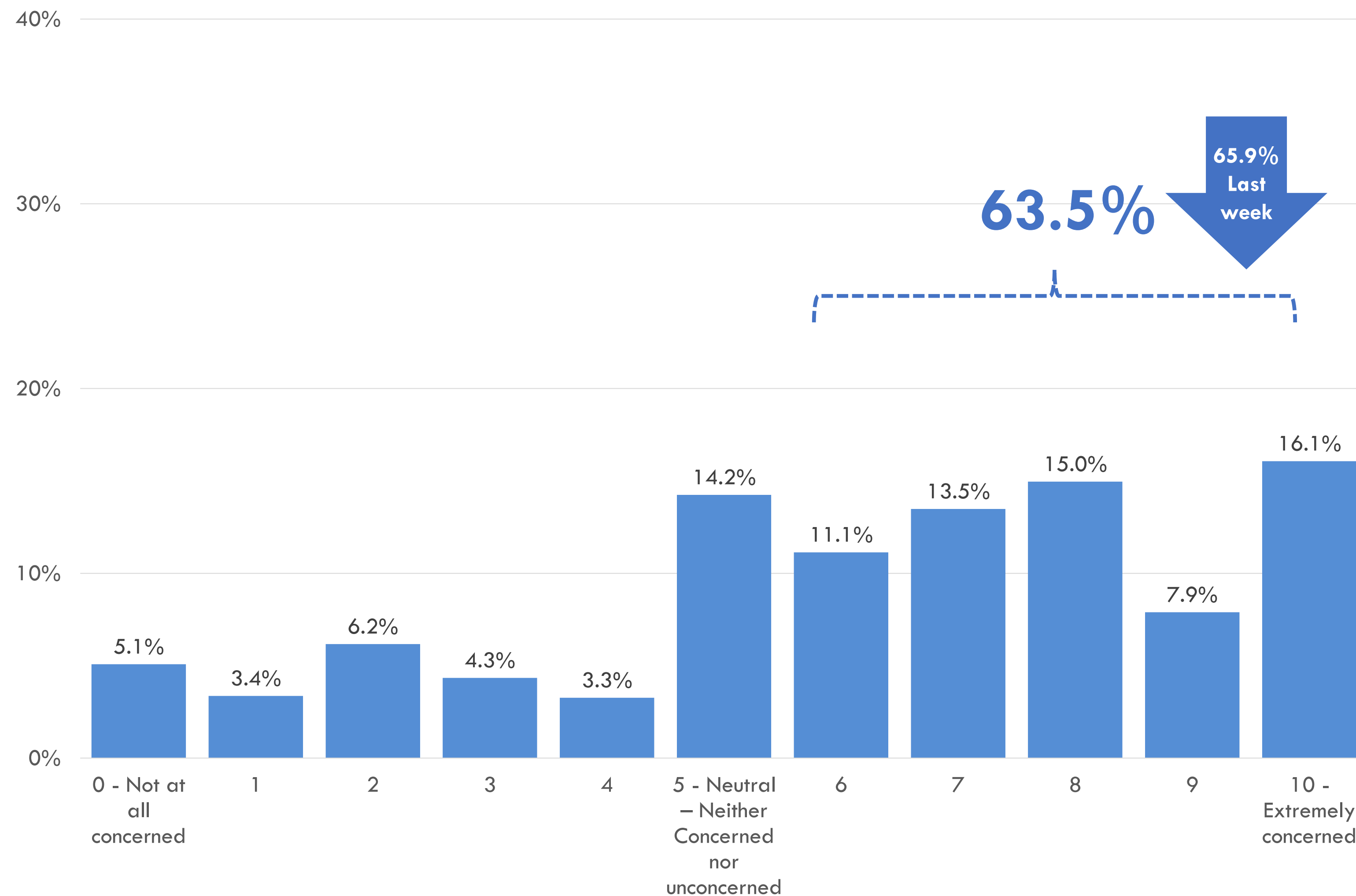


(Base: Waves 1-57. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206 and 1,202 completed surveys.)

HEALTH CONCERNS (FAMILY & FRIENDS)

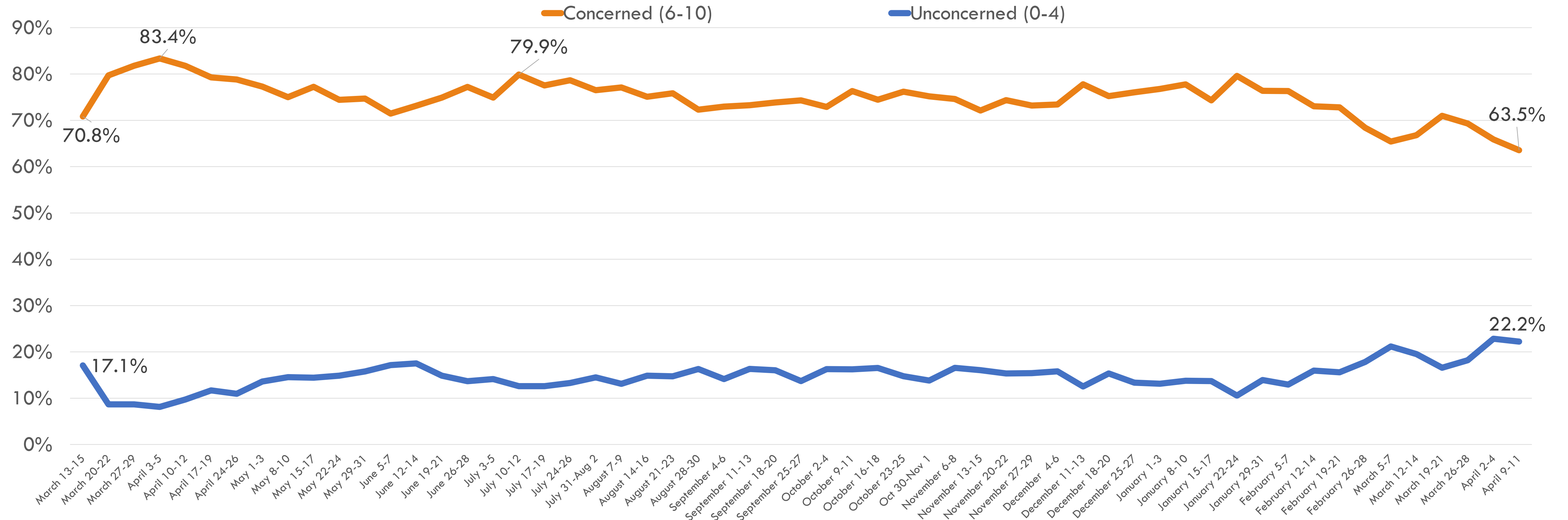
Question: Thinking about the current coronavirus situation, in general, how concerned are you about your FRIENDS OR FAMILY contracting the virus? (Please answer using the scale below)

(Base: Wave 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)



HEALTH CONCERNS (FAMILY & FRIENDS) (WAVES 1-57)

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)

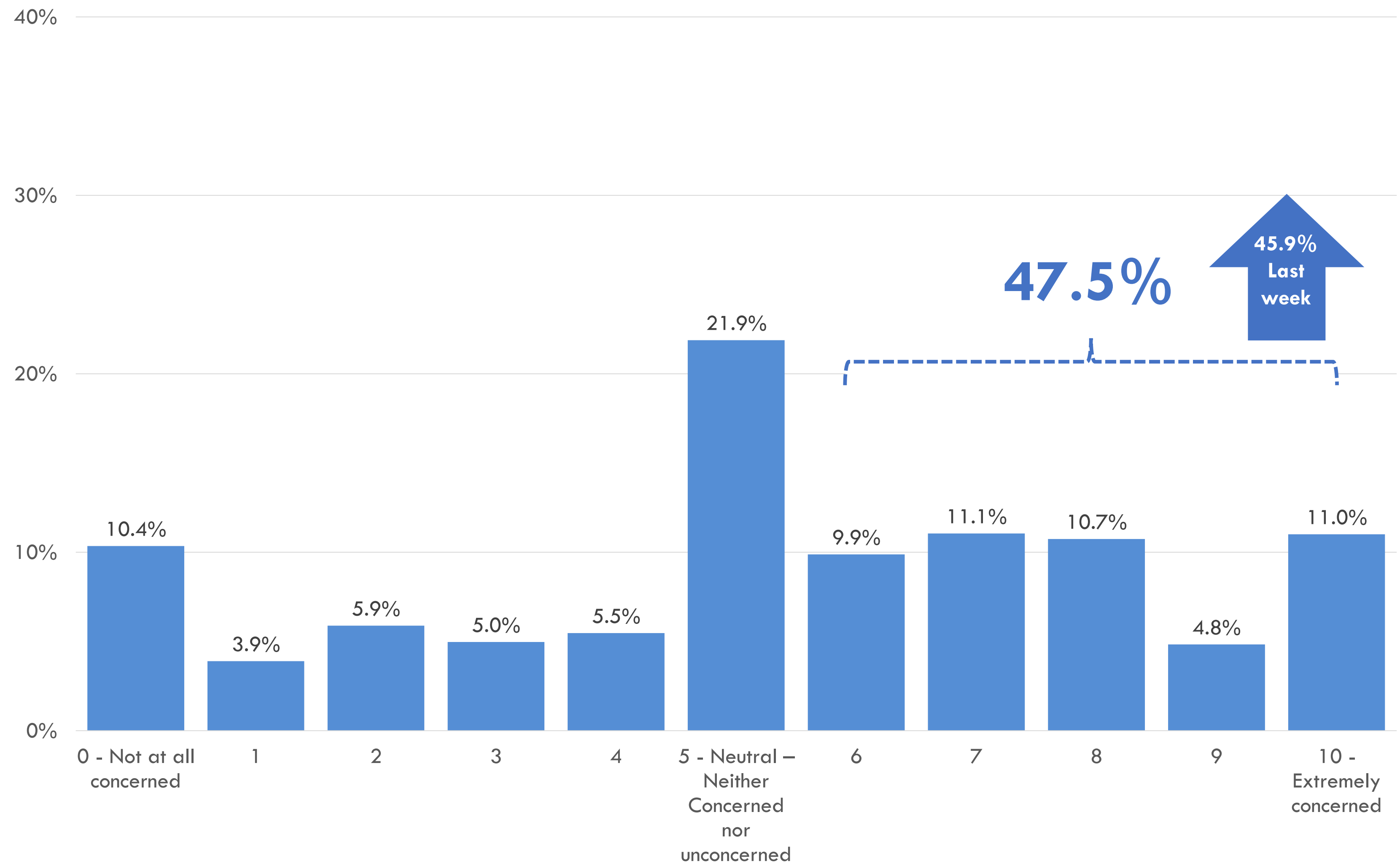


(Base: Waves 1-57. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206 and 1,202 completed surveys.)

CONCERNS ABOUT PERSONAL FINANCES

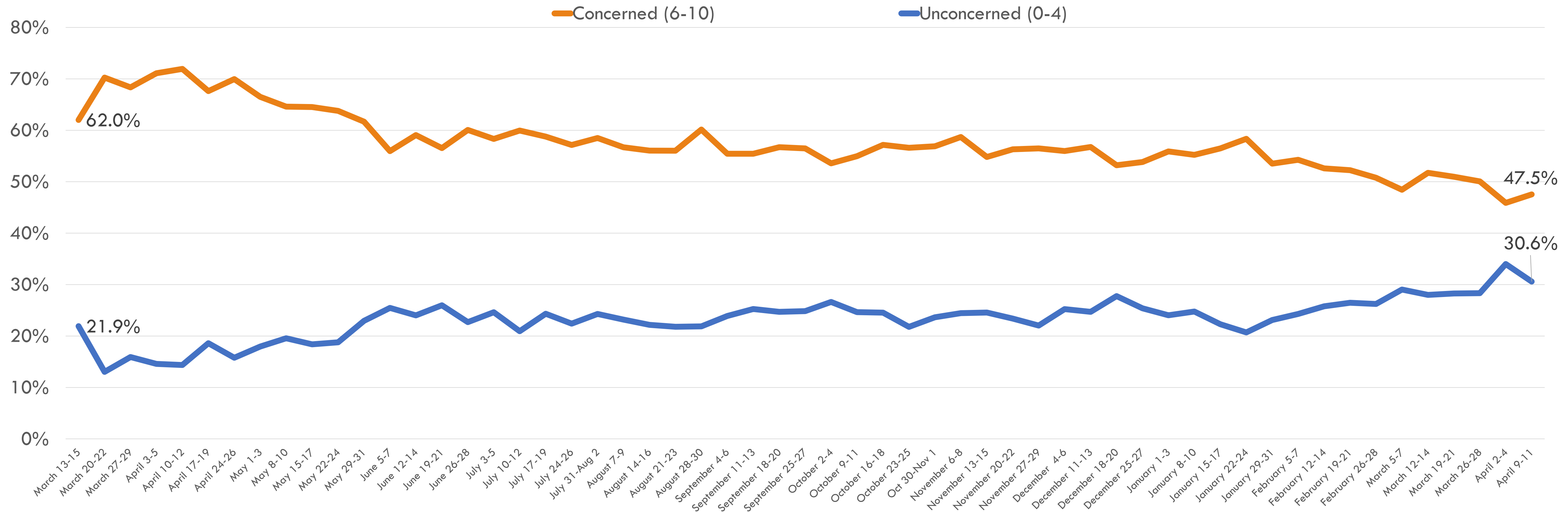
Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on your **PERSONAL FINANCES?** (Please answer using the scale below)

(Base: Wave 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)



CONCERNS ABOUT PERSONAL FINANCES (WAVES 1-57)

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)

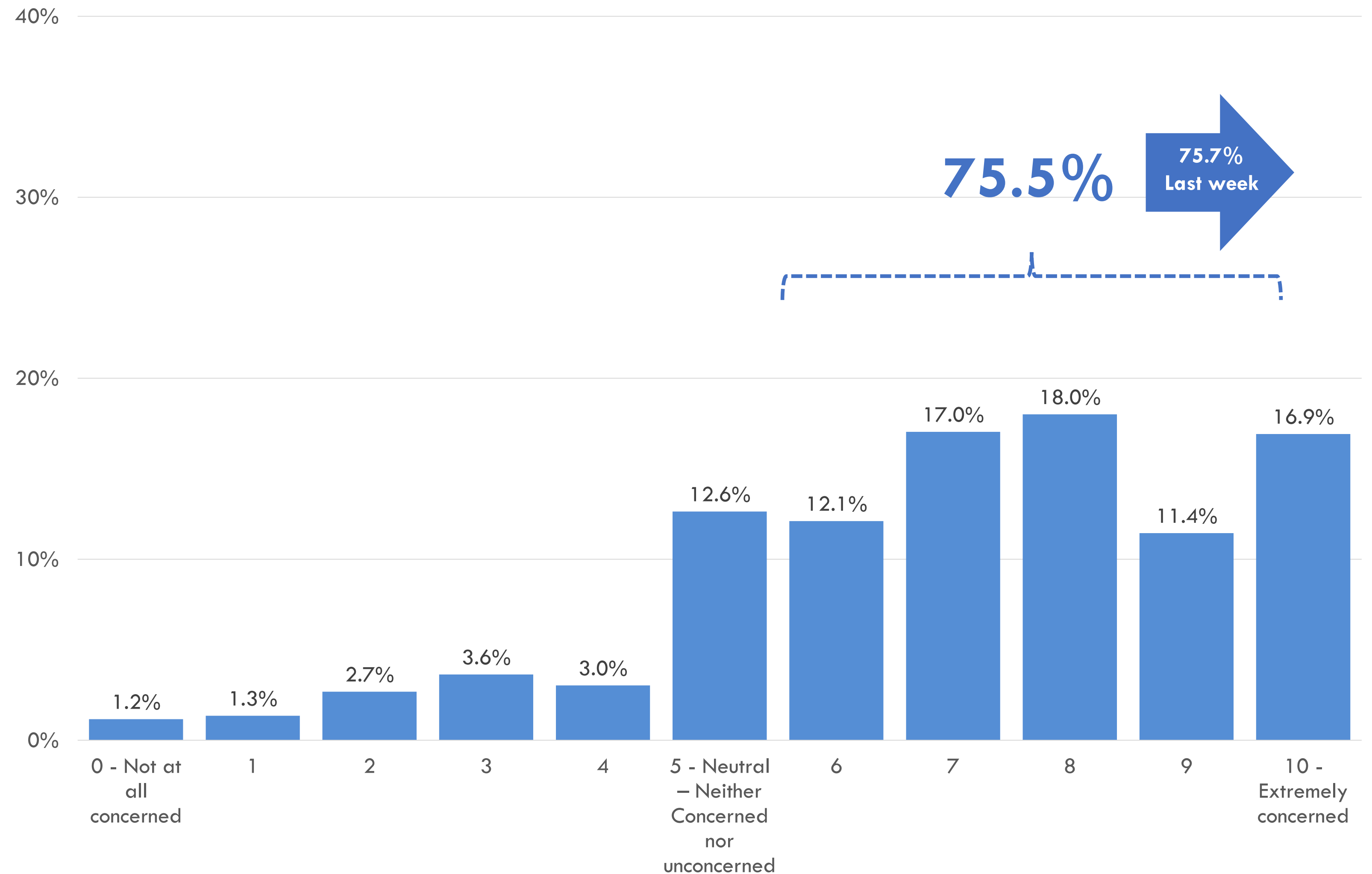


(Base: Waves 1-57. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206 and 1,202 completed surveys.)

CONCERNS ABOUT NATIONAL ECONOMY

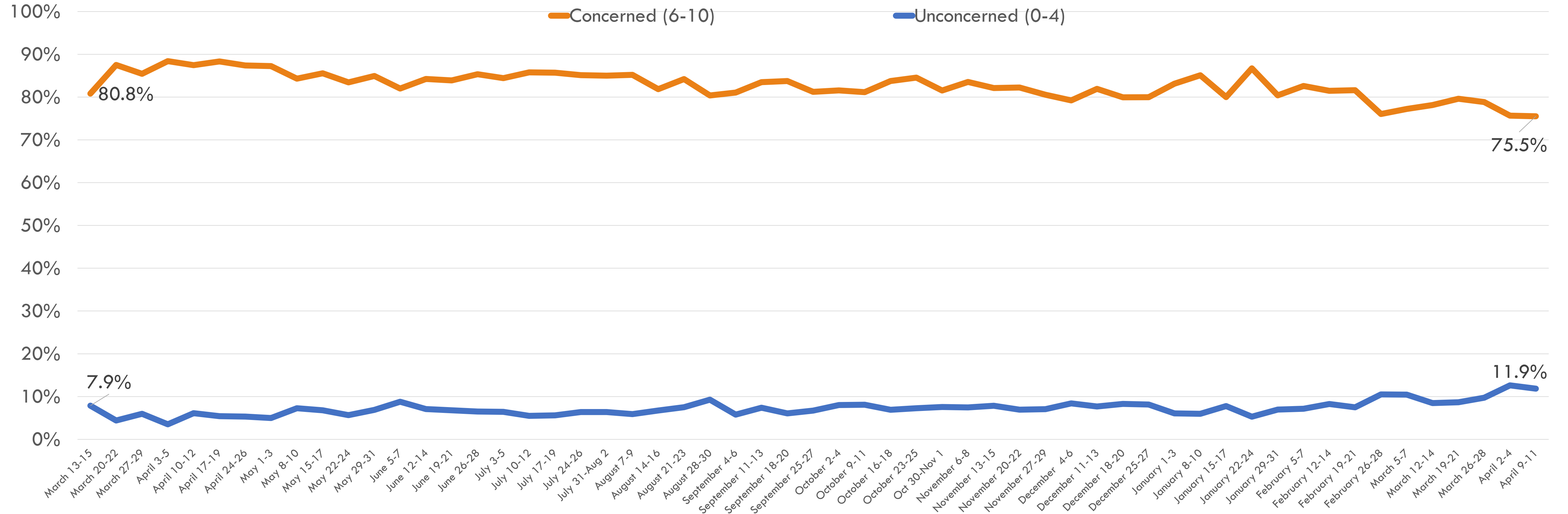
Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on the NATIONAL ECONOMY?

(Base: Wave 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)



CONCERNS ABOUT NATIONAL ECONOMY (WAVES 1-57)

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



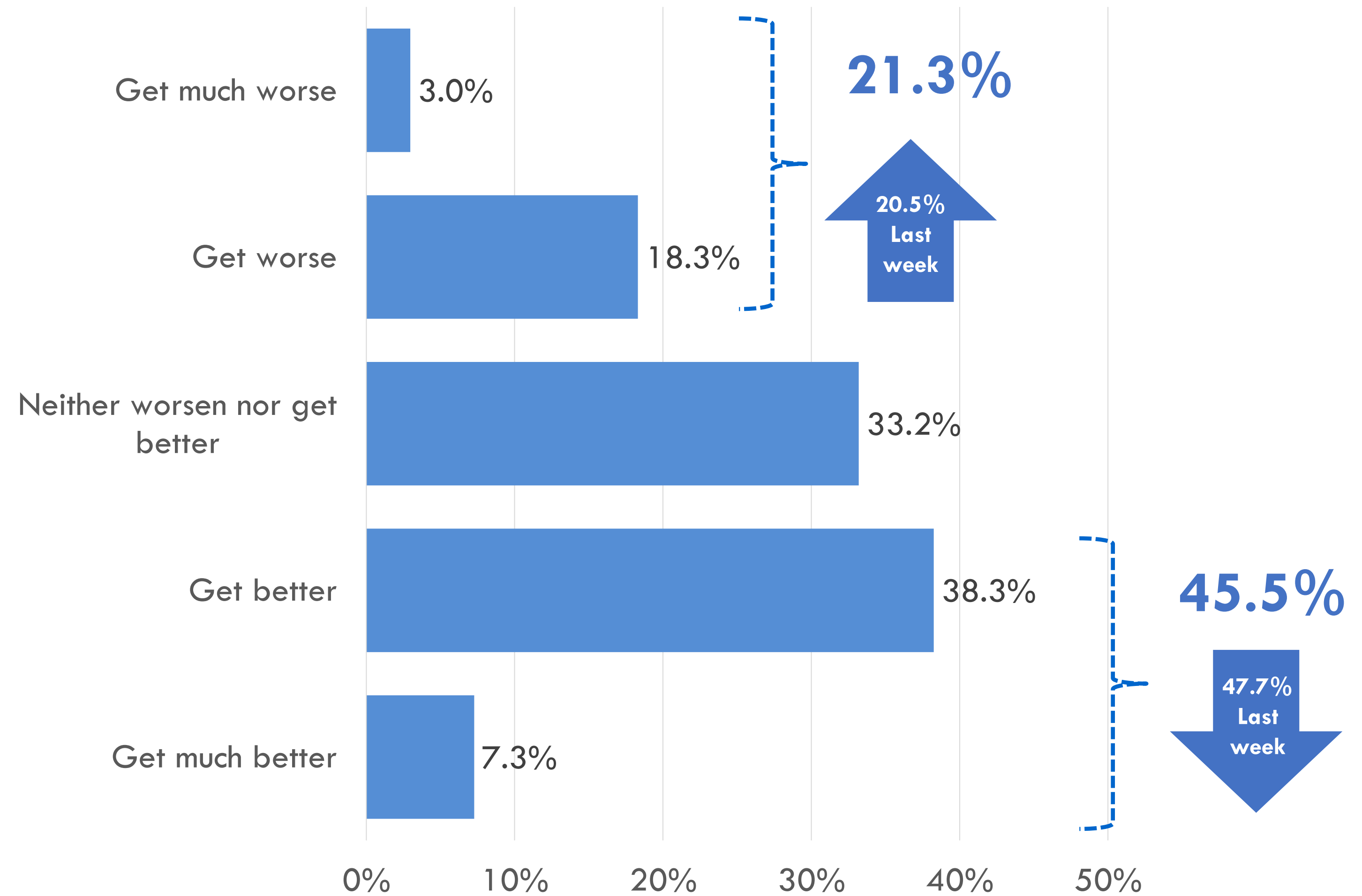
(Base: Waves 1-57. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206 and 1,202 completed surveys.)

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 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)

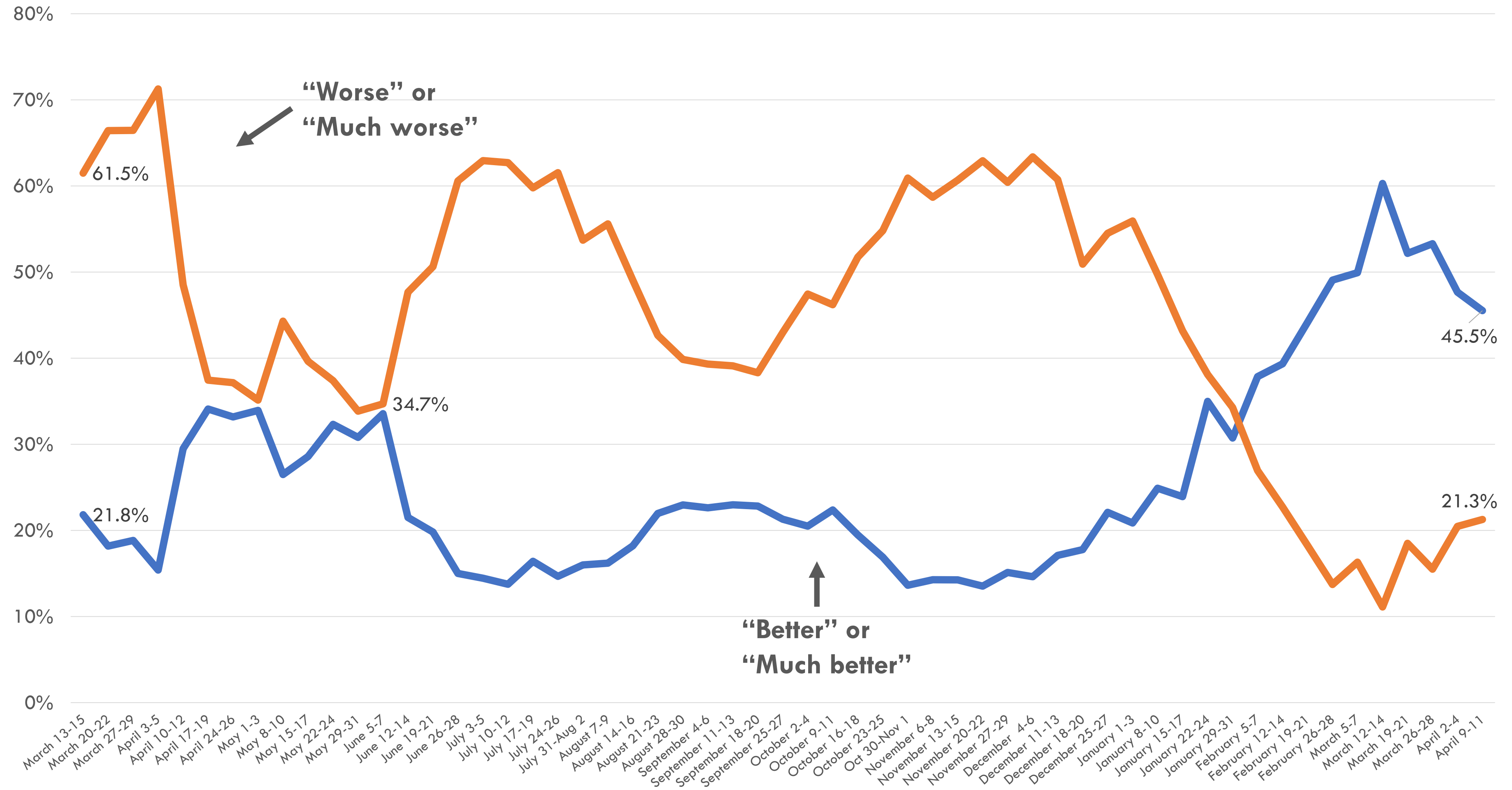


EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-57)

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

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(Base: Waves 1-57. 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, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206 and 1,202 completed surveys.)

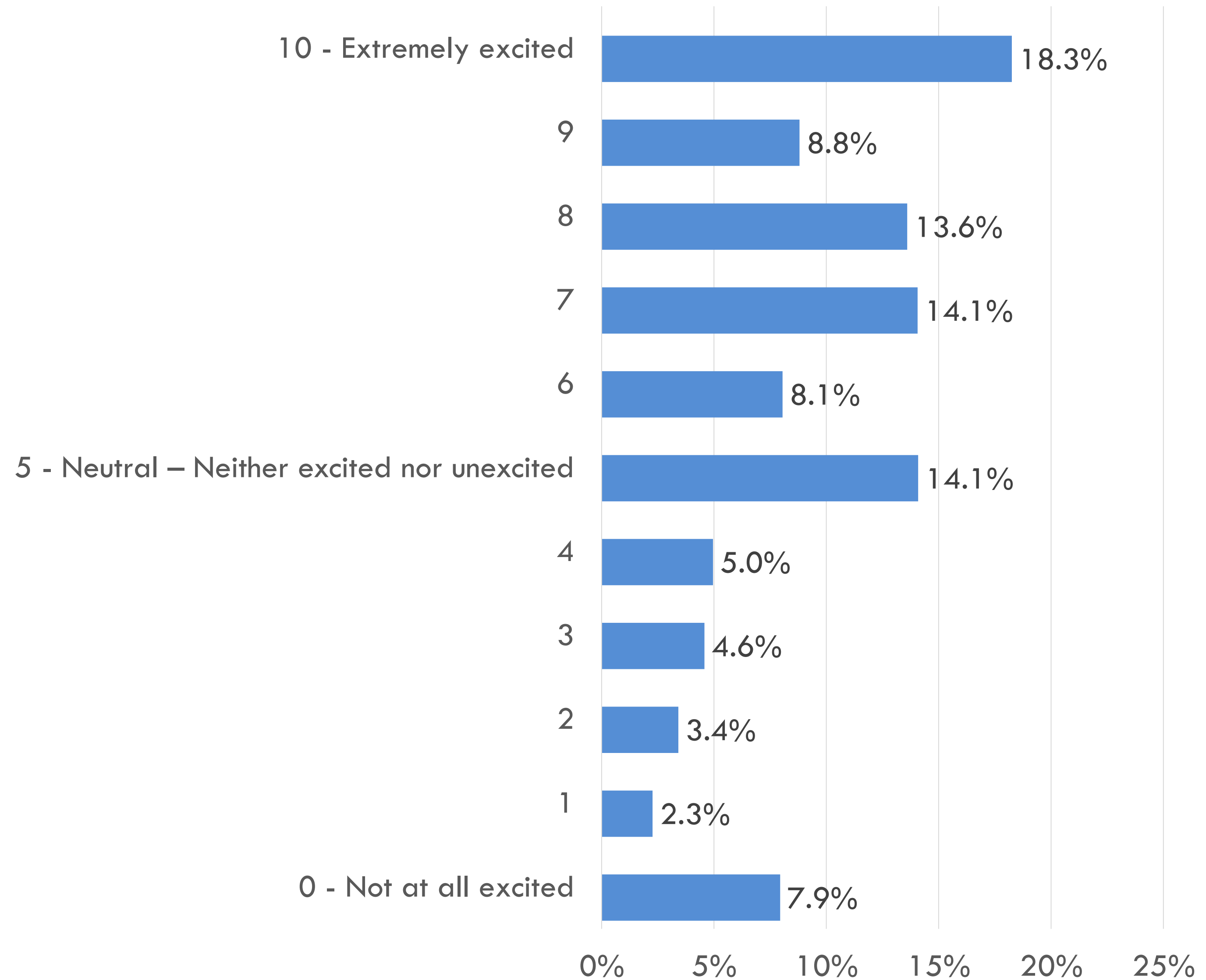


EXCITEMENT TO TRAVEL NOW

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 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)

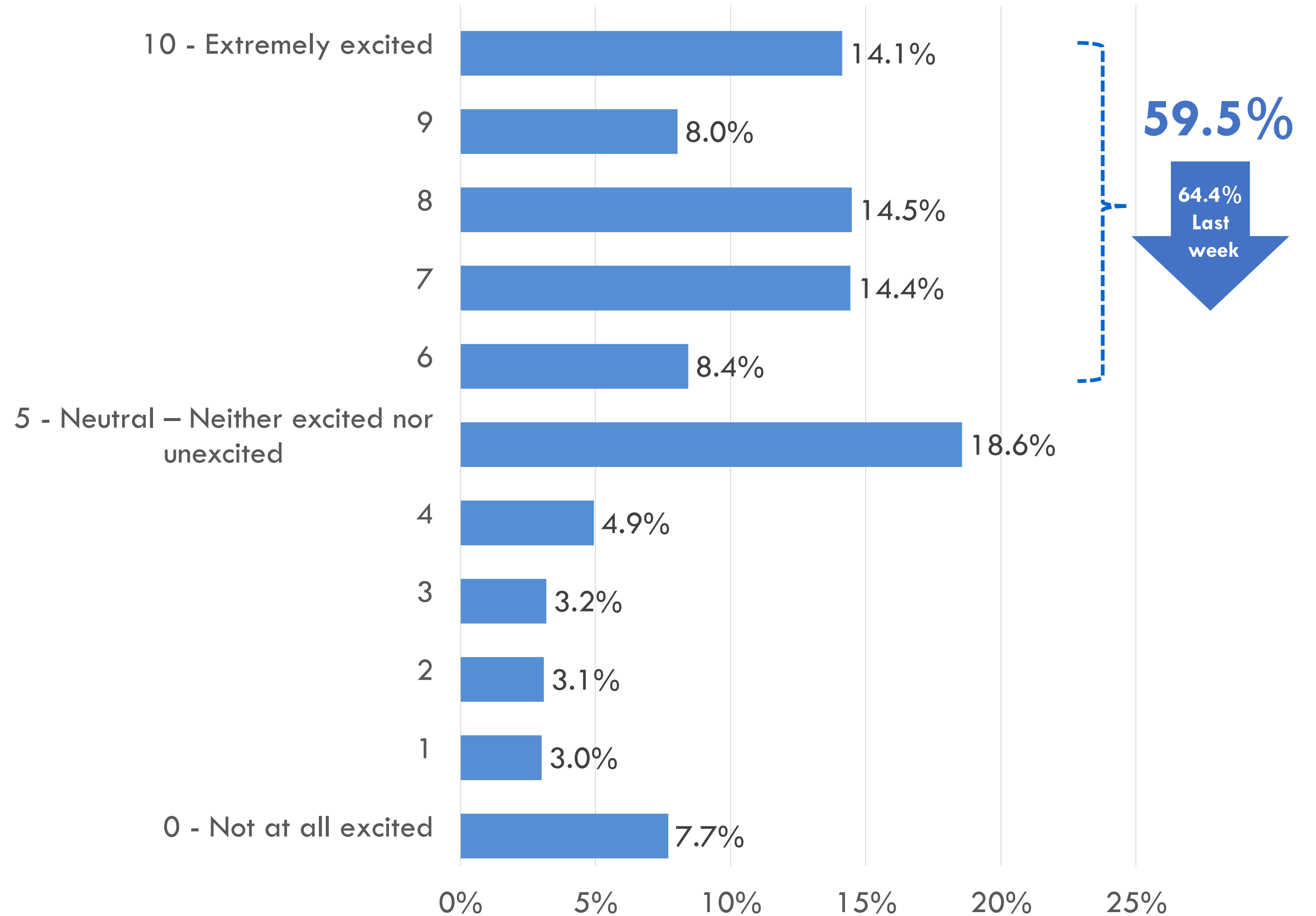


62.8%
65.2%
Last week

OPENNESS TO TRAVEL INSPIRATION

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

(Base: Wave 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)

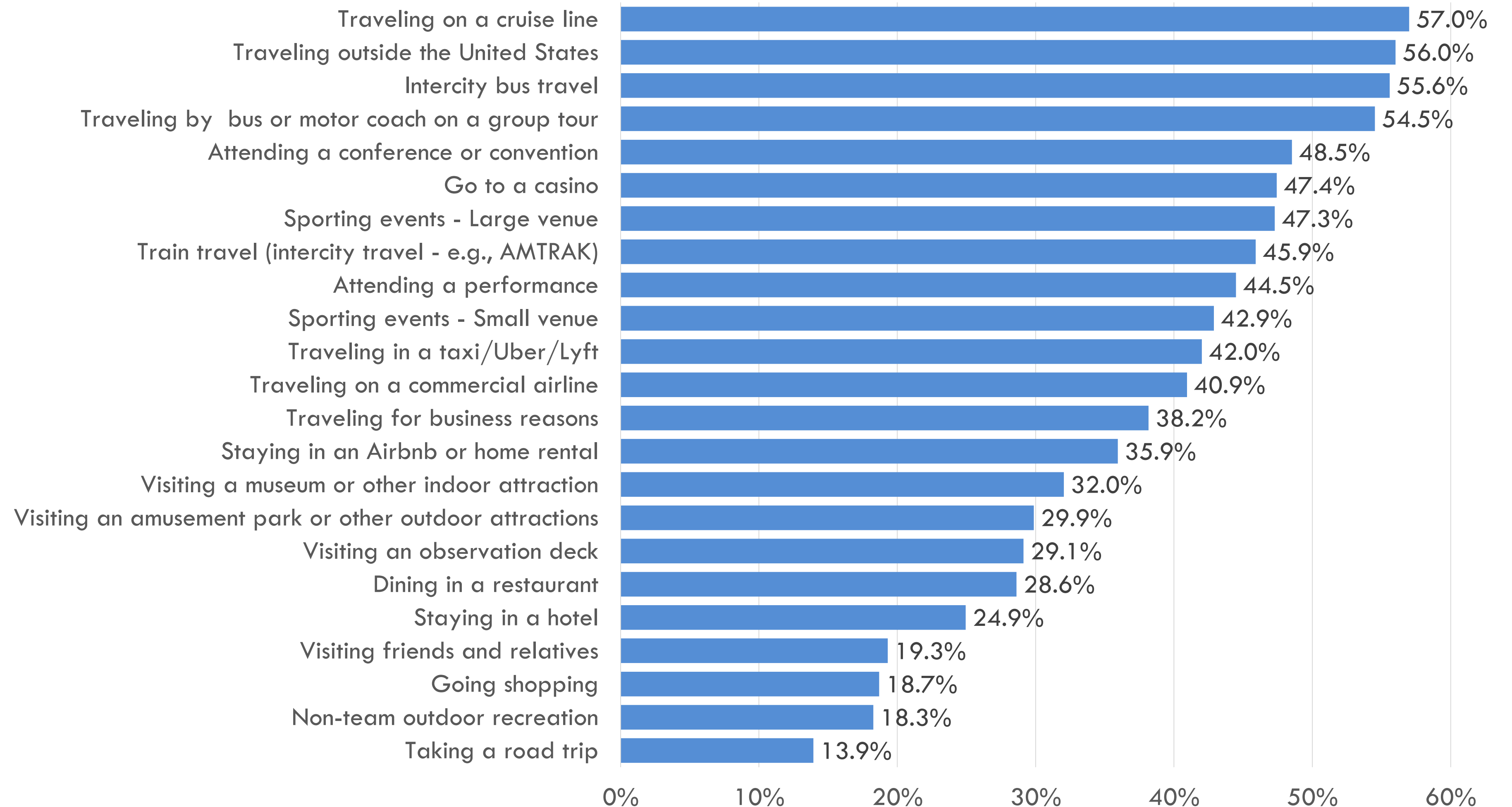


PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 57)

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

(Base: Wave 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)

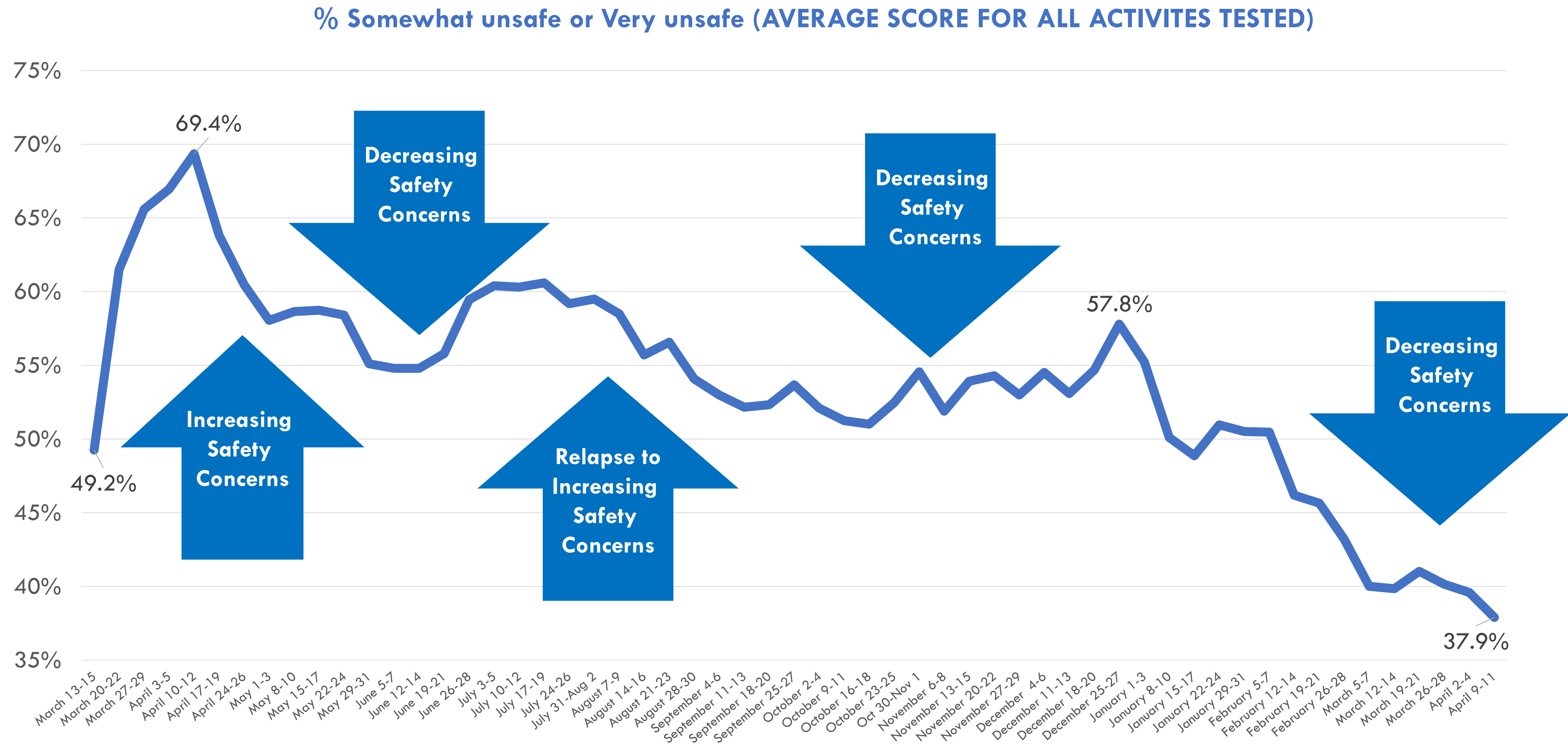
Top 2-Box Score: Percent Selecting Each as “Somewhat Unsafe” or “Very Unsafe”



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-57 COMPARISON)

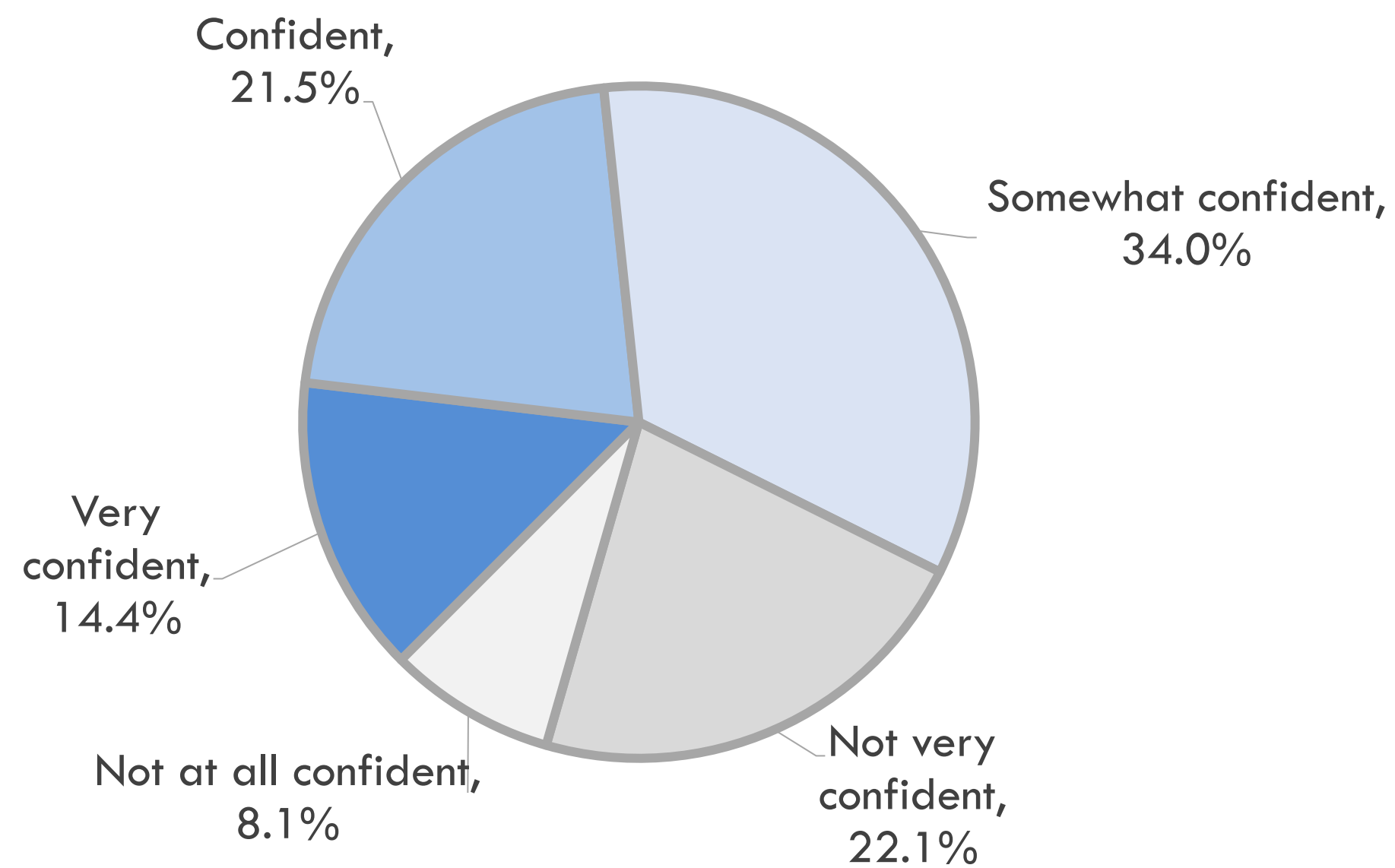
Question: At this moment, how safe would you feel doing each type of travel activity?

(Base: Waves 1-57. 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, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206 and 1,202 completed surveys.)

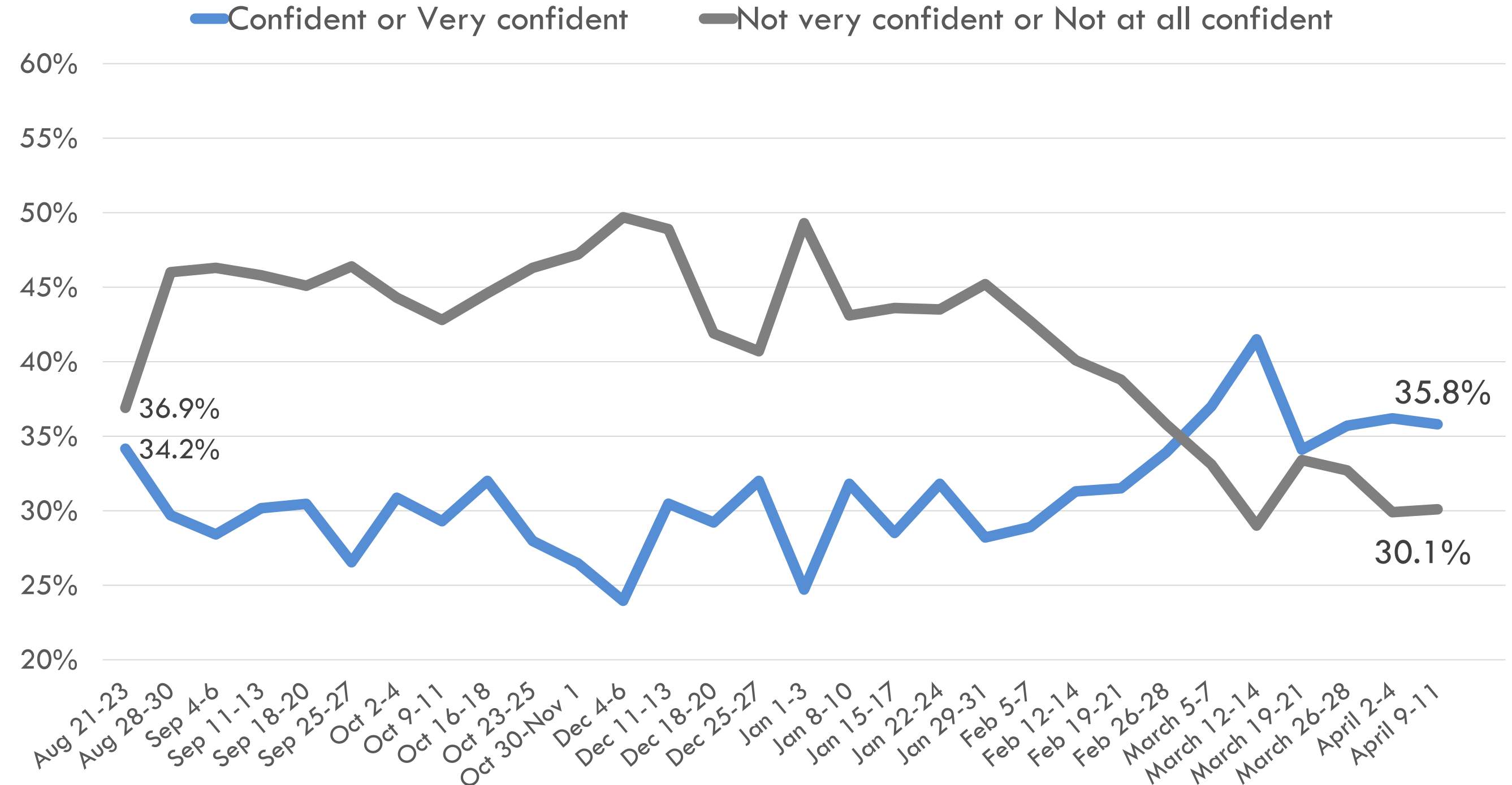


CONFIDENCE IN ABILITY TO TRAVEL SAFELY

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



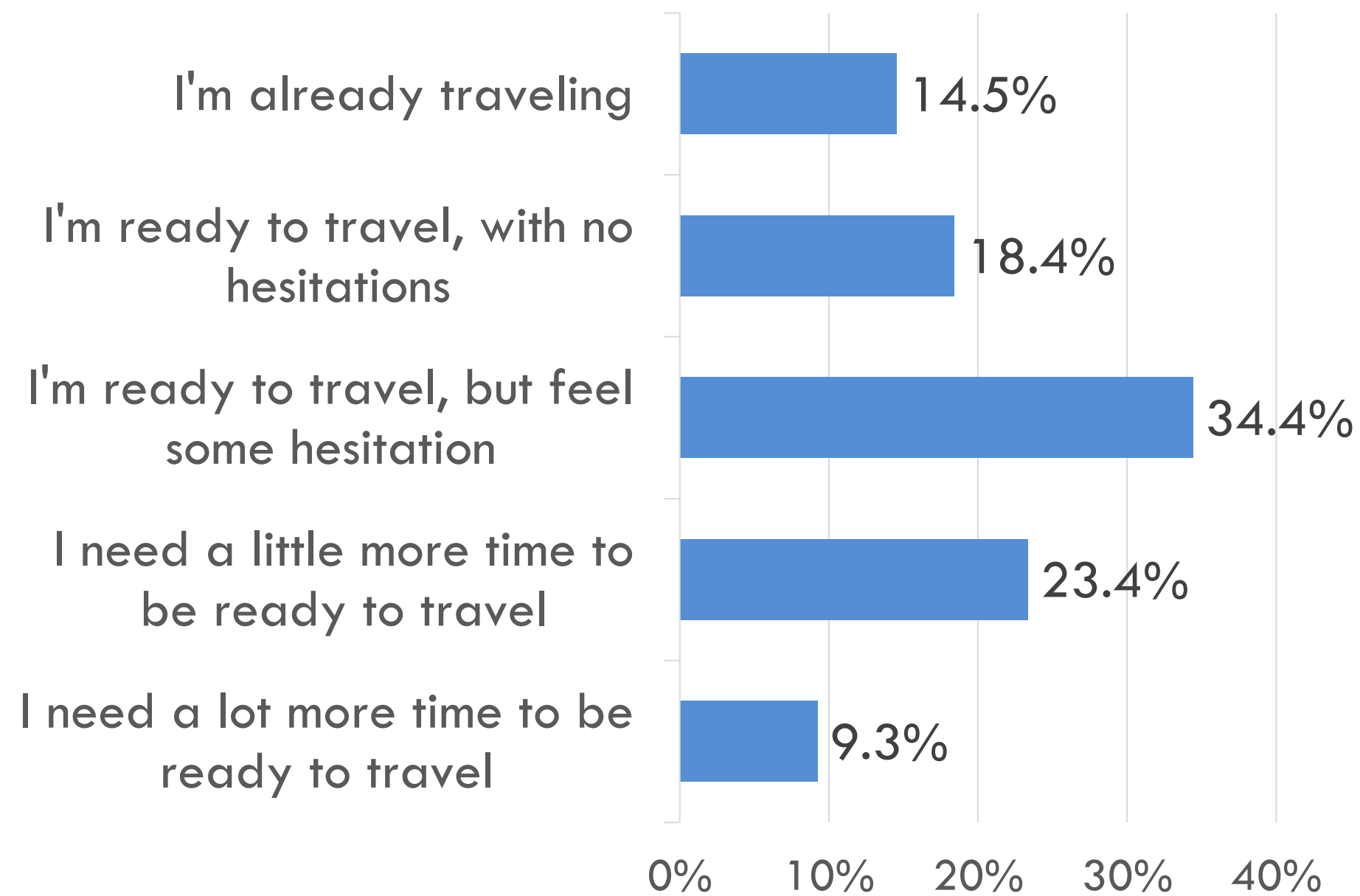
Historical data



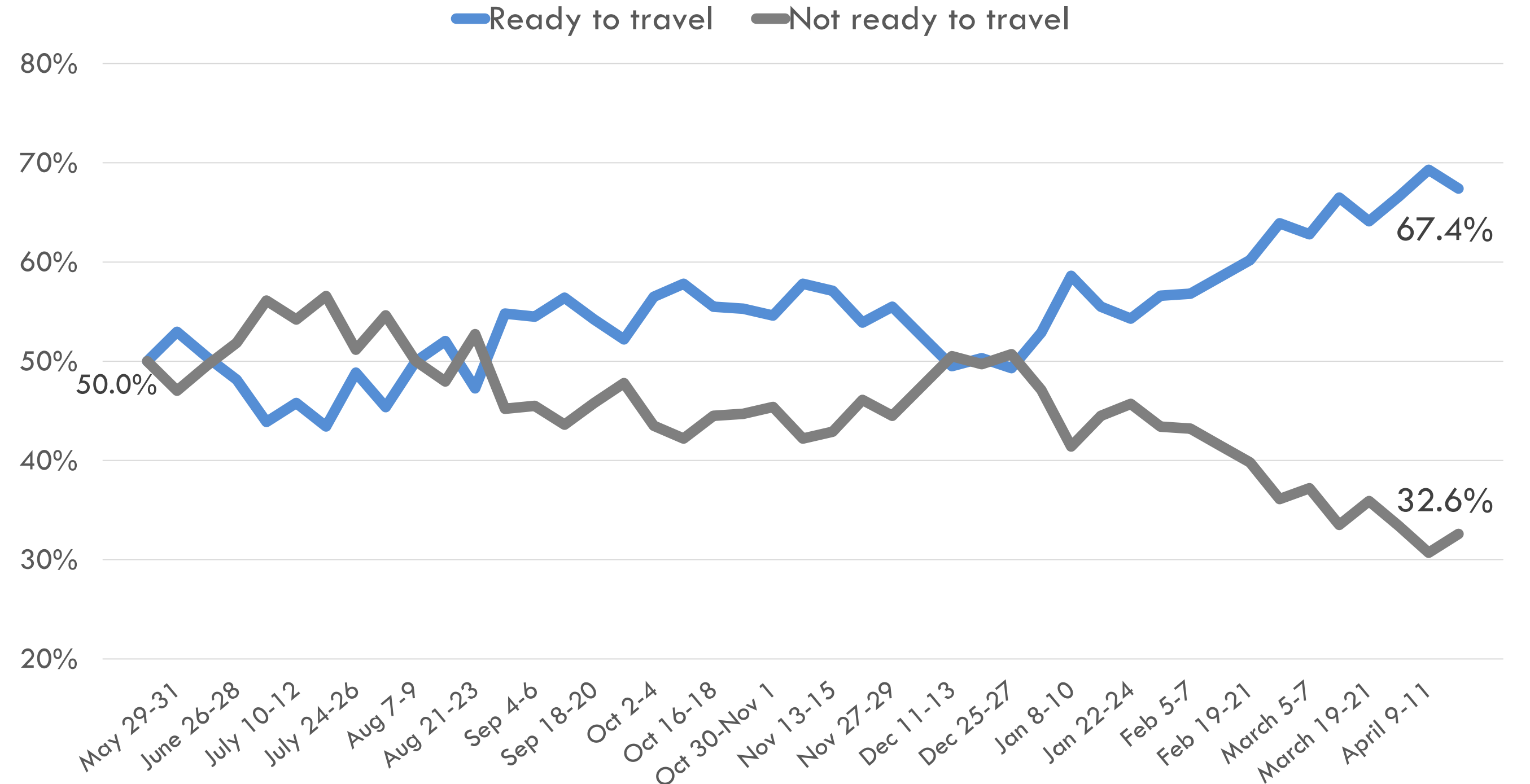
(Base: Wave 24-34 and 39-57 data. All respondents, 1,202, 1,246, 1,222, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206 and 1,202 completed surveys.)

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)



Historical data

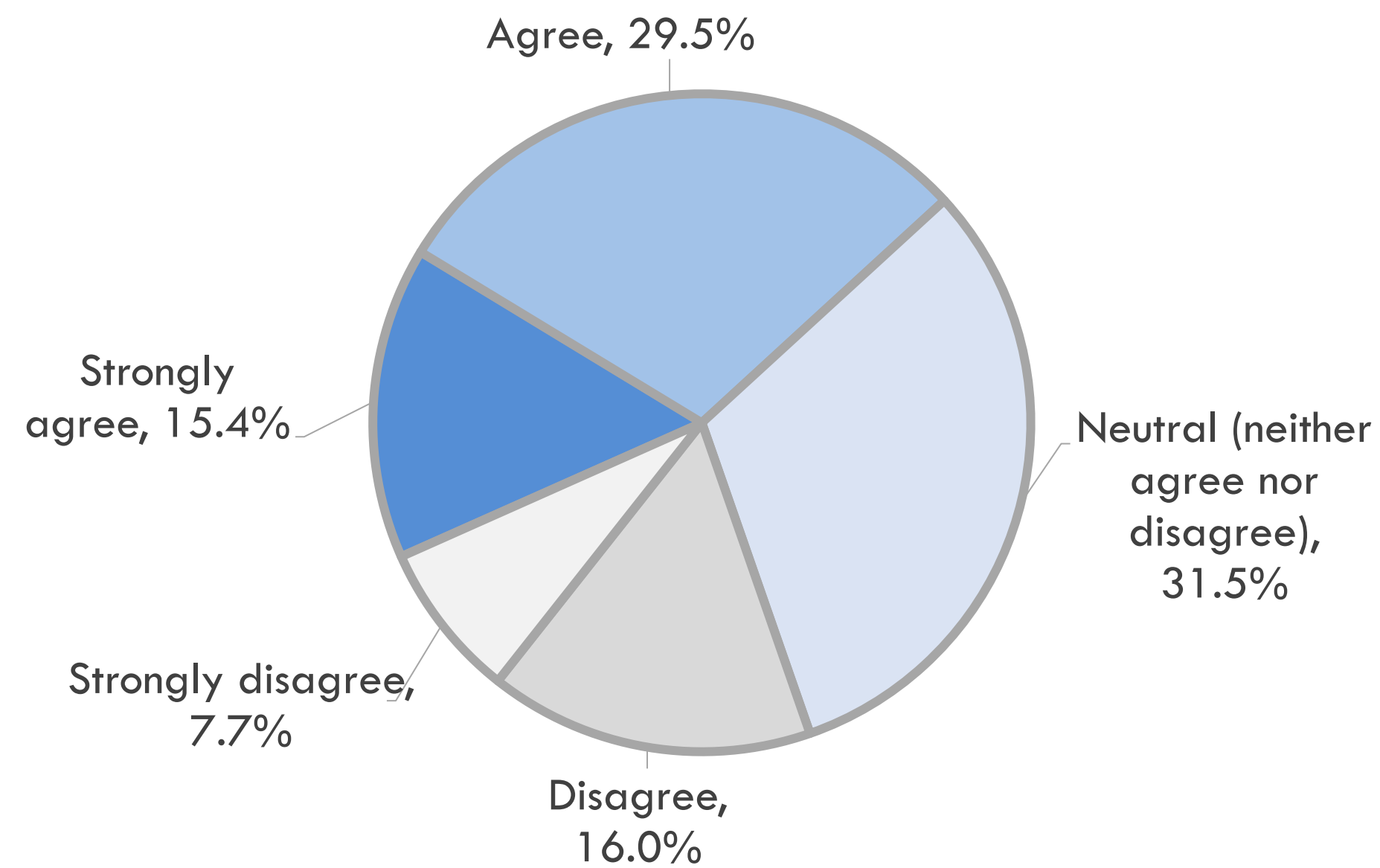


(Base: Waves 12-13 and 15-57. All respondents, 1,257, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206 and 1,202 completed surveys.)

DISCOUNTS AND PRICE CUTS

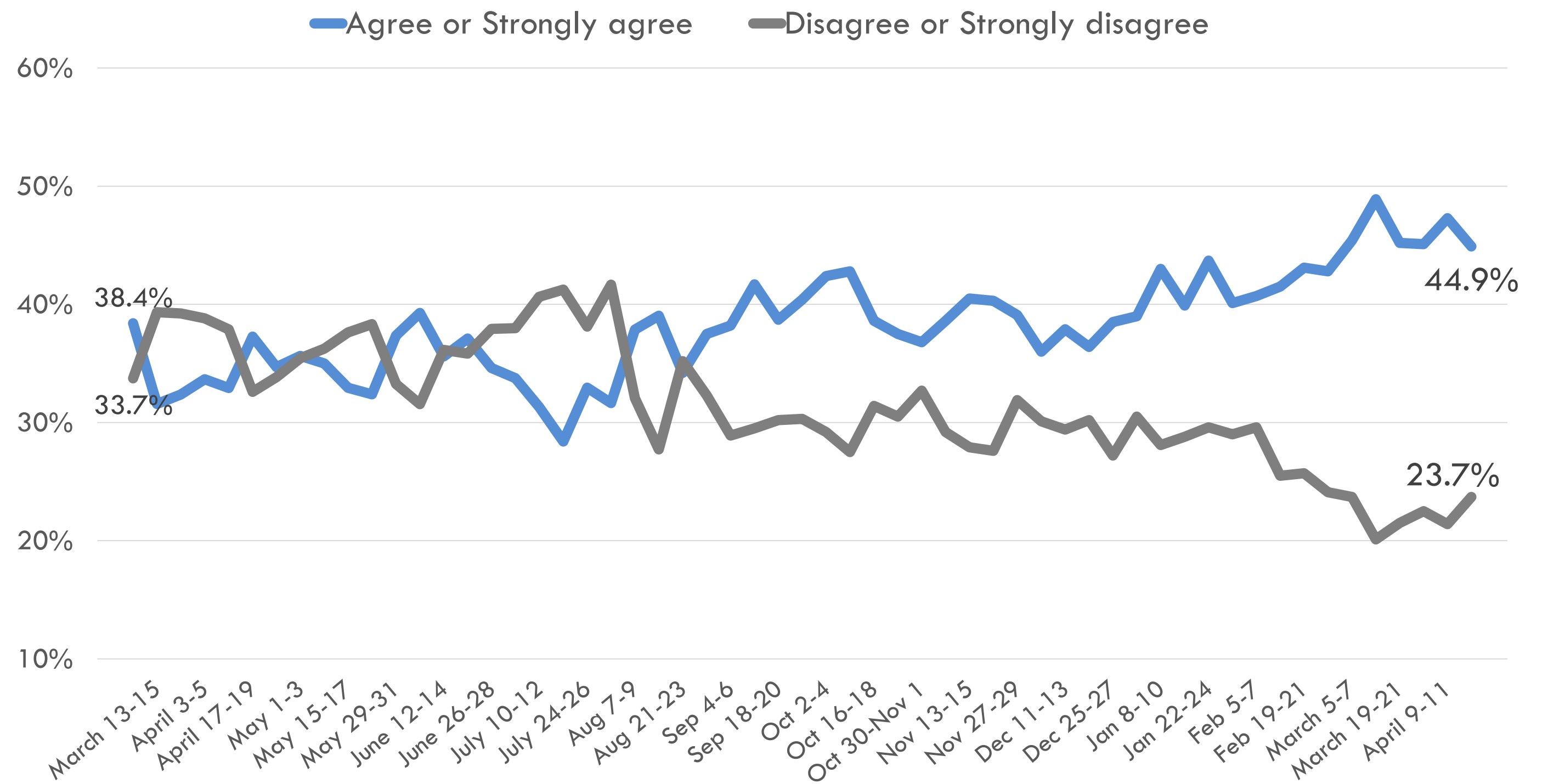
How much do you agree with the following statement?

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.



(Base: Waves 1-57. 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, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206 and 1,202 completed surveys.)

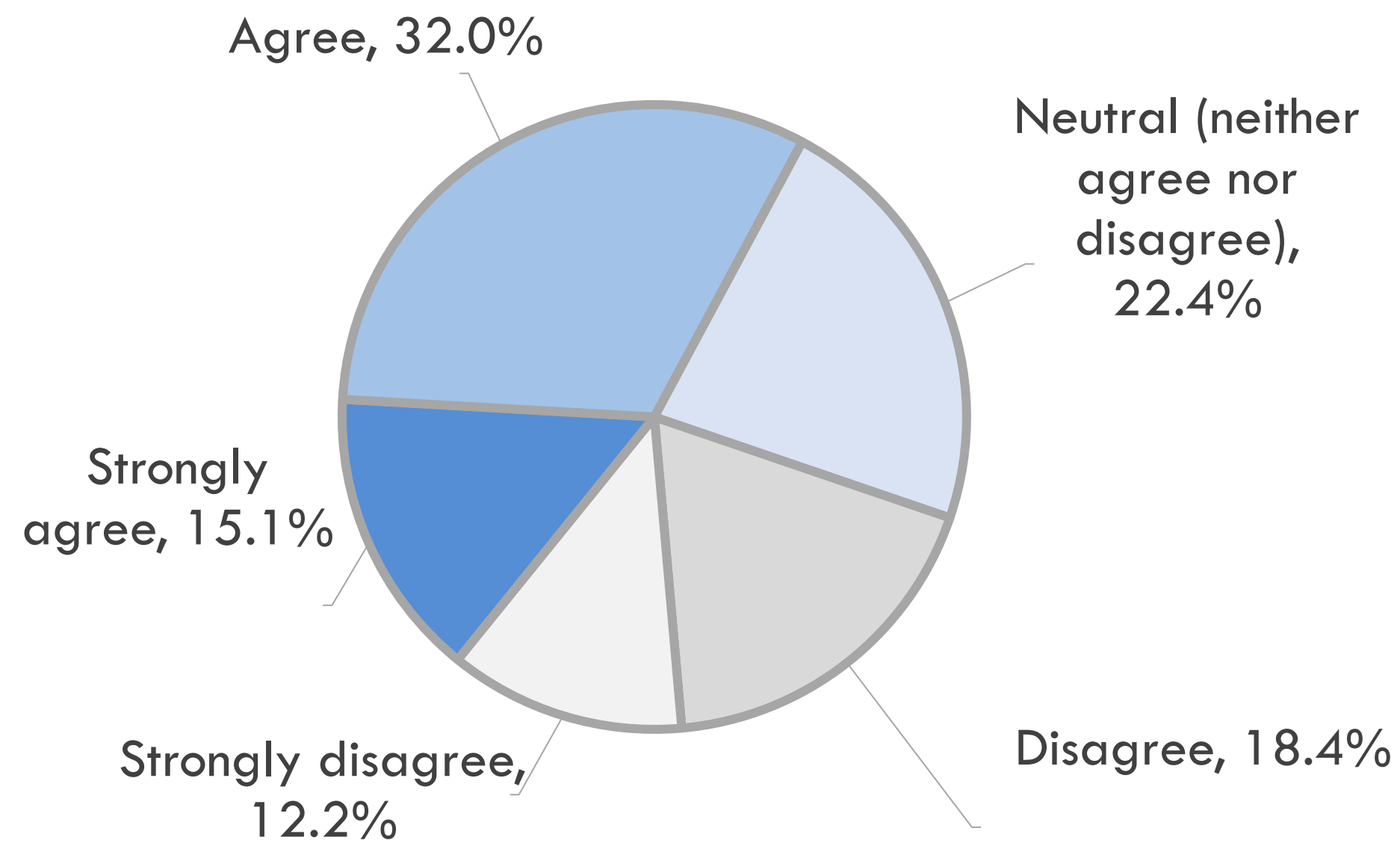
Historical data



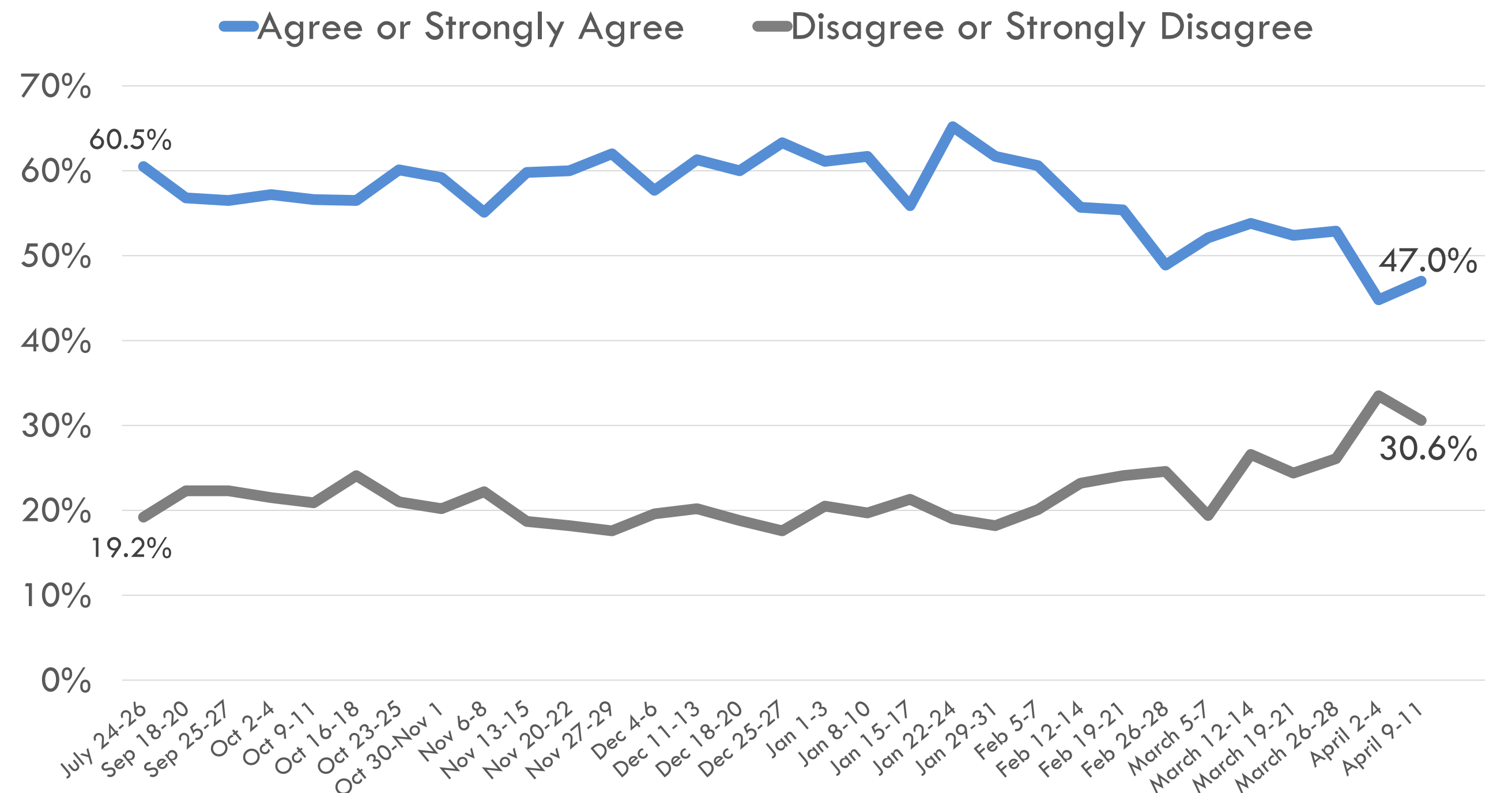
INABILITY TO FULLY ENJOY TRAVEL RIGHT NOW

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.



Historical data

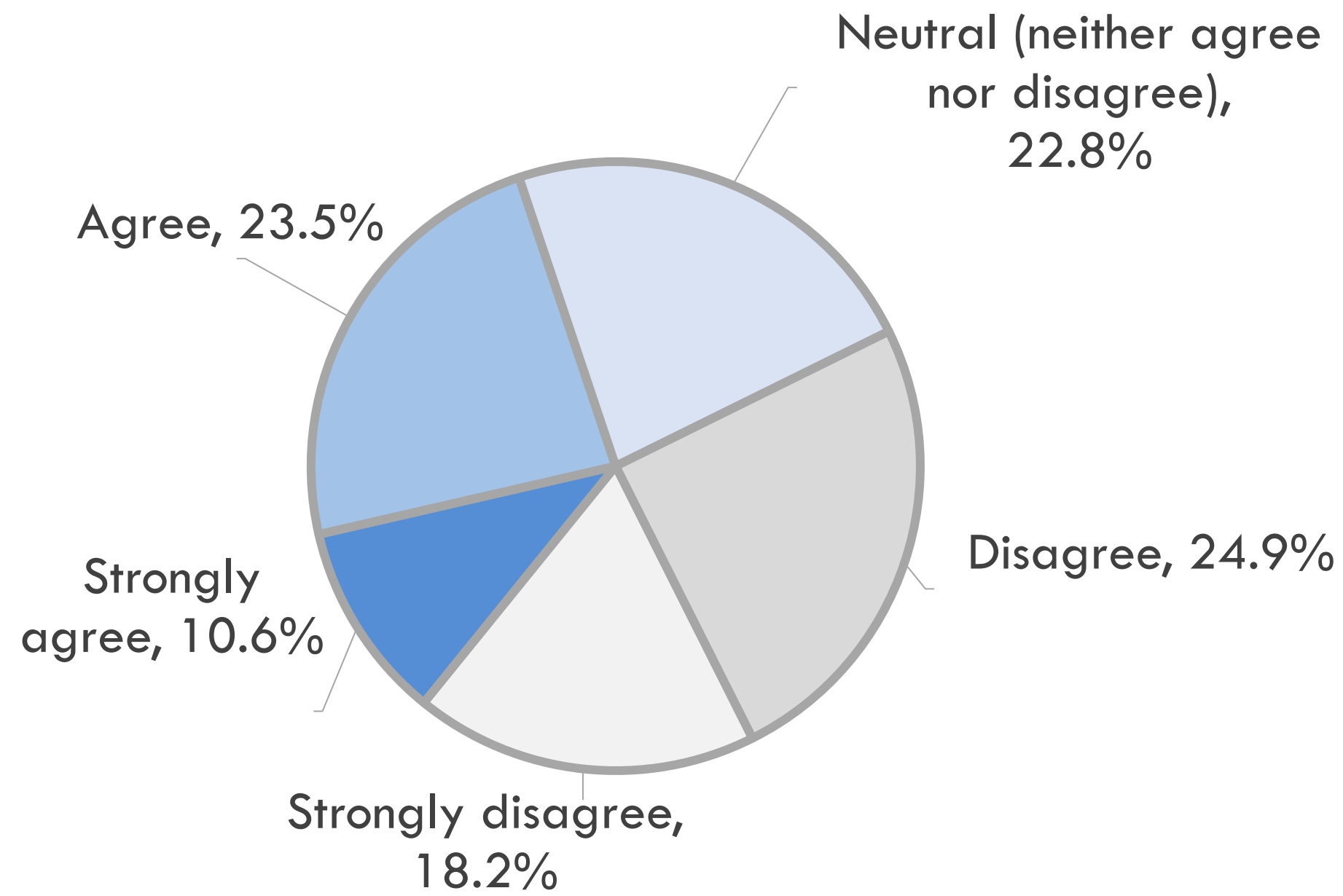


(Base: Waves 20, 28-57 data. All respondents, 1,206, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206 and 1,202 completed surveys.)

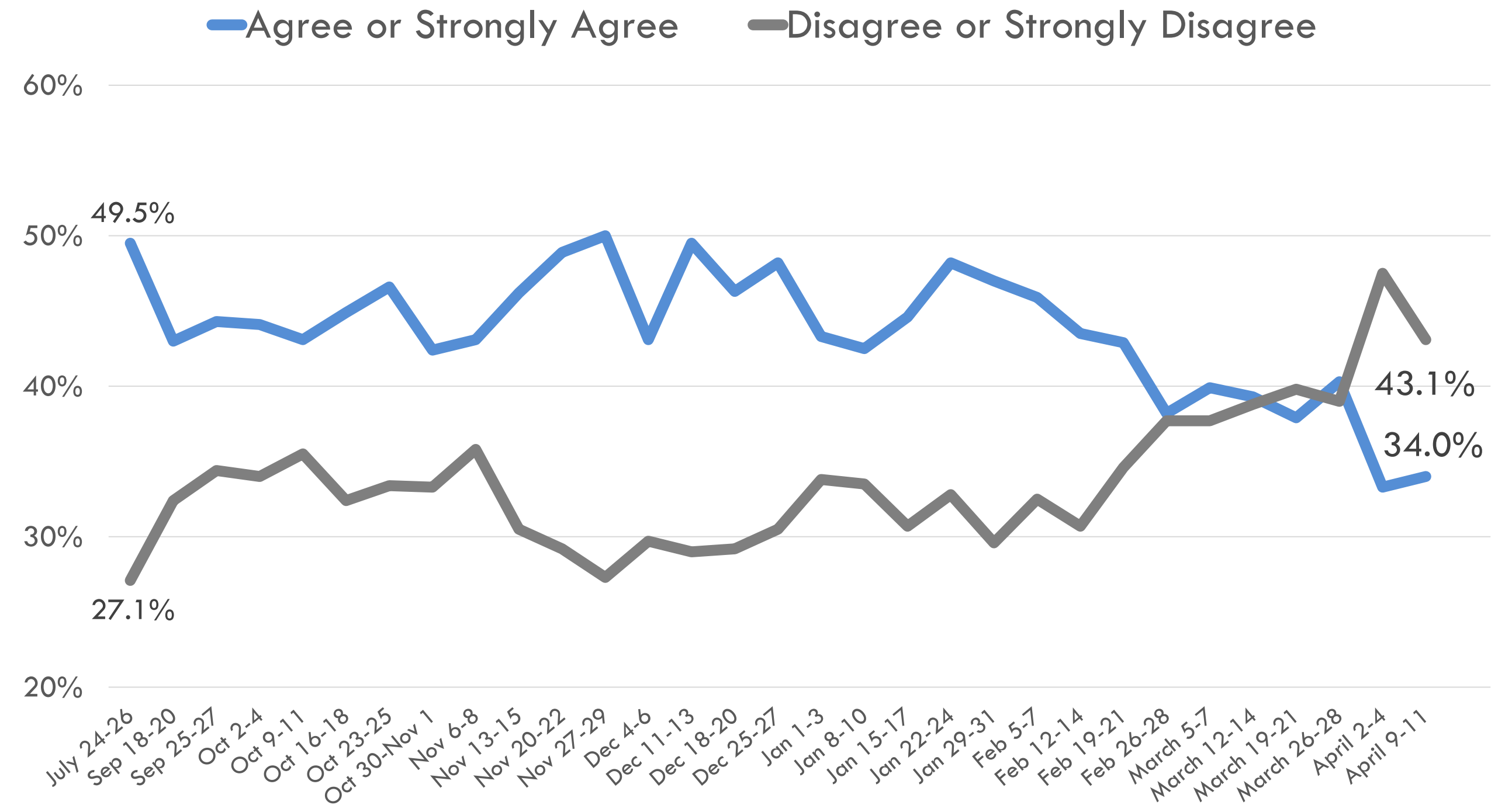
LOSS OF INTEREST IN TRAVEL

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

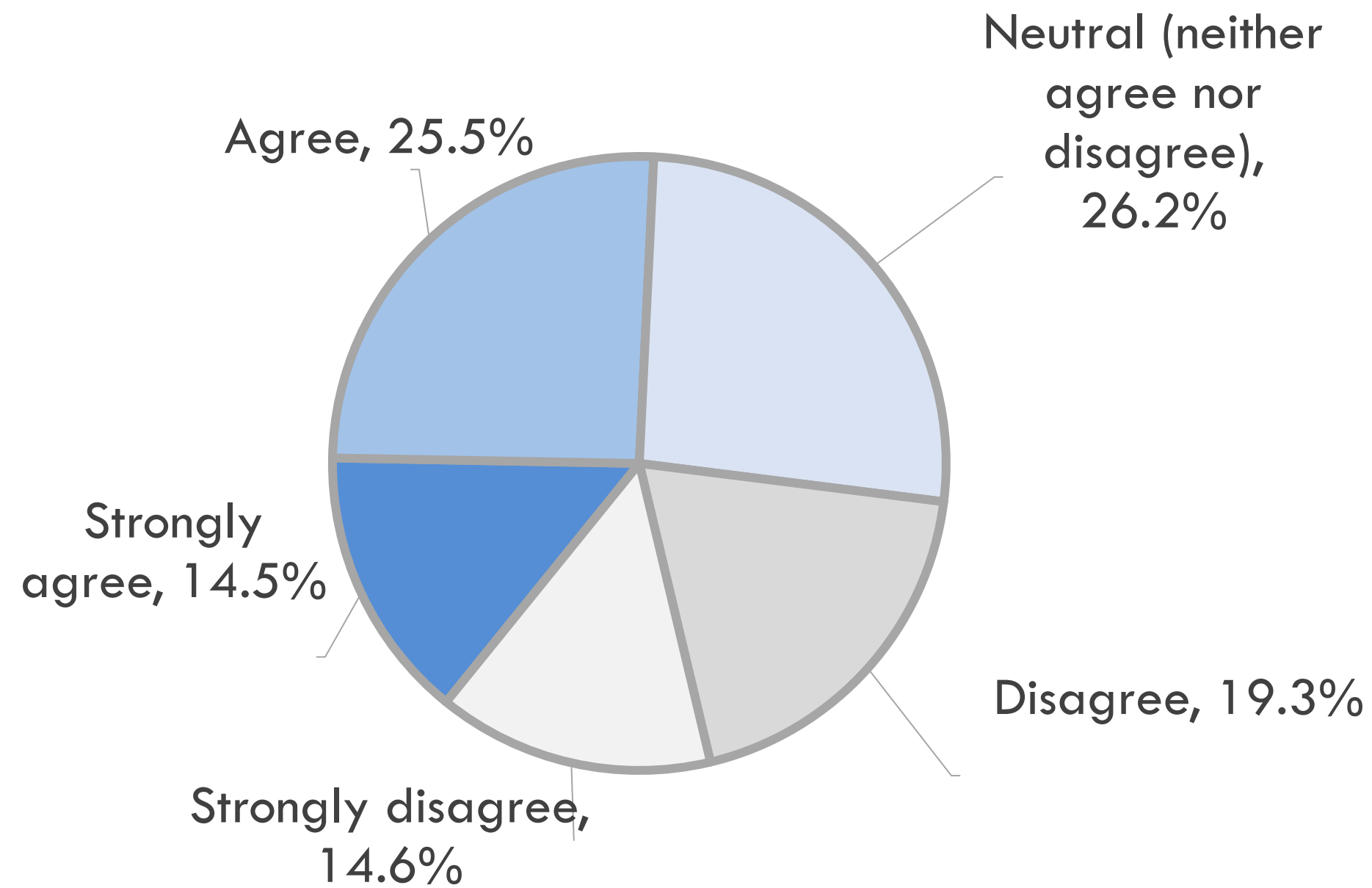


(Base: Waves 20, 28-57 data. All respondents, 1,206, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206 and 1,202 completed surveys.)

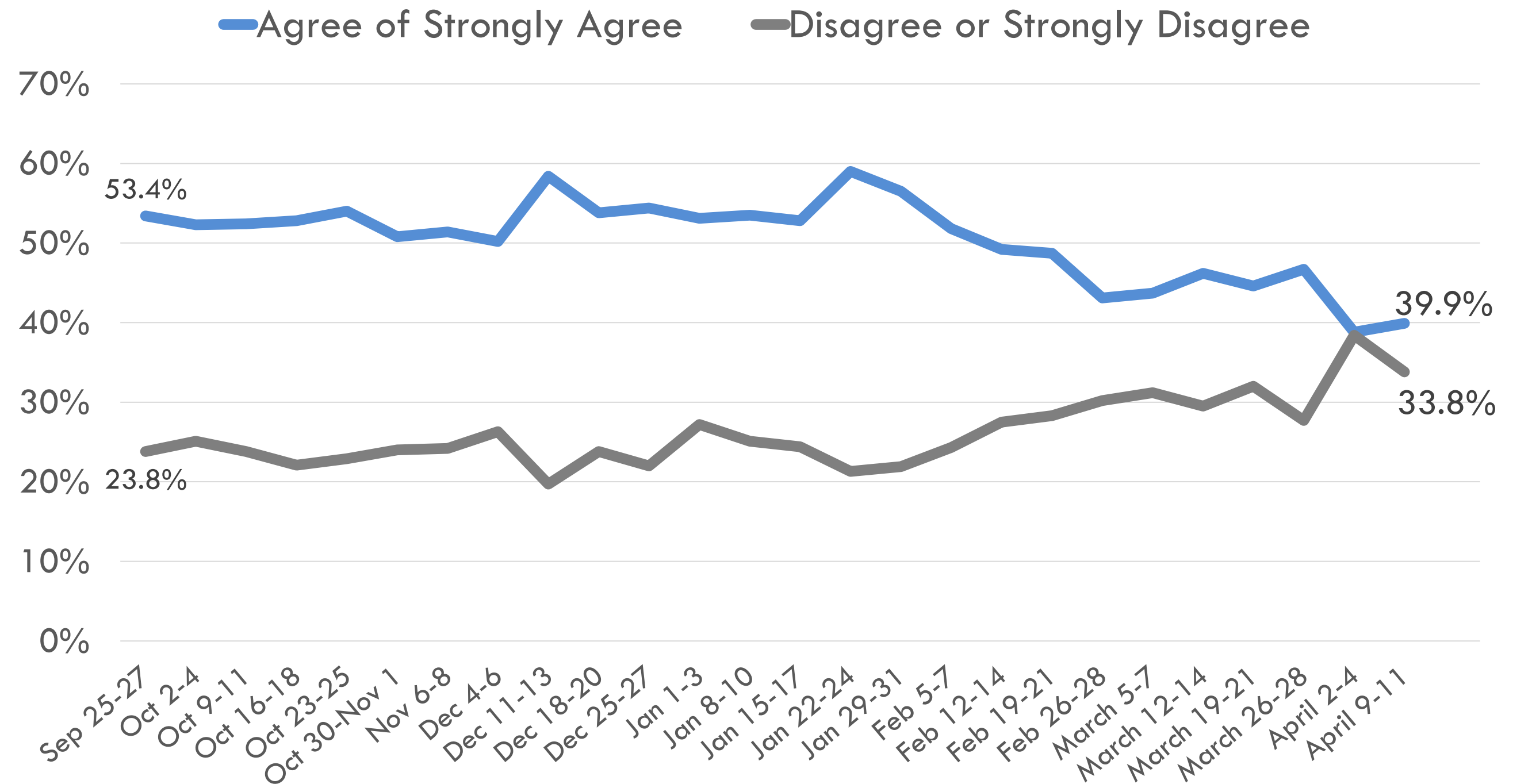
TRAVEL AS AN ESSENTIAL NEED ONLY

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.



Historical data

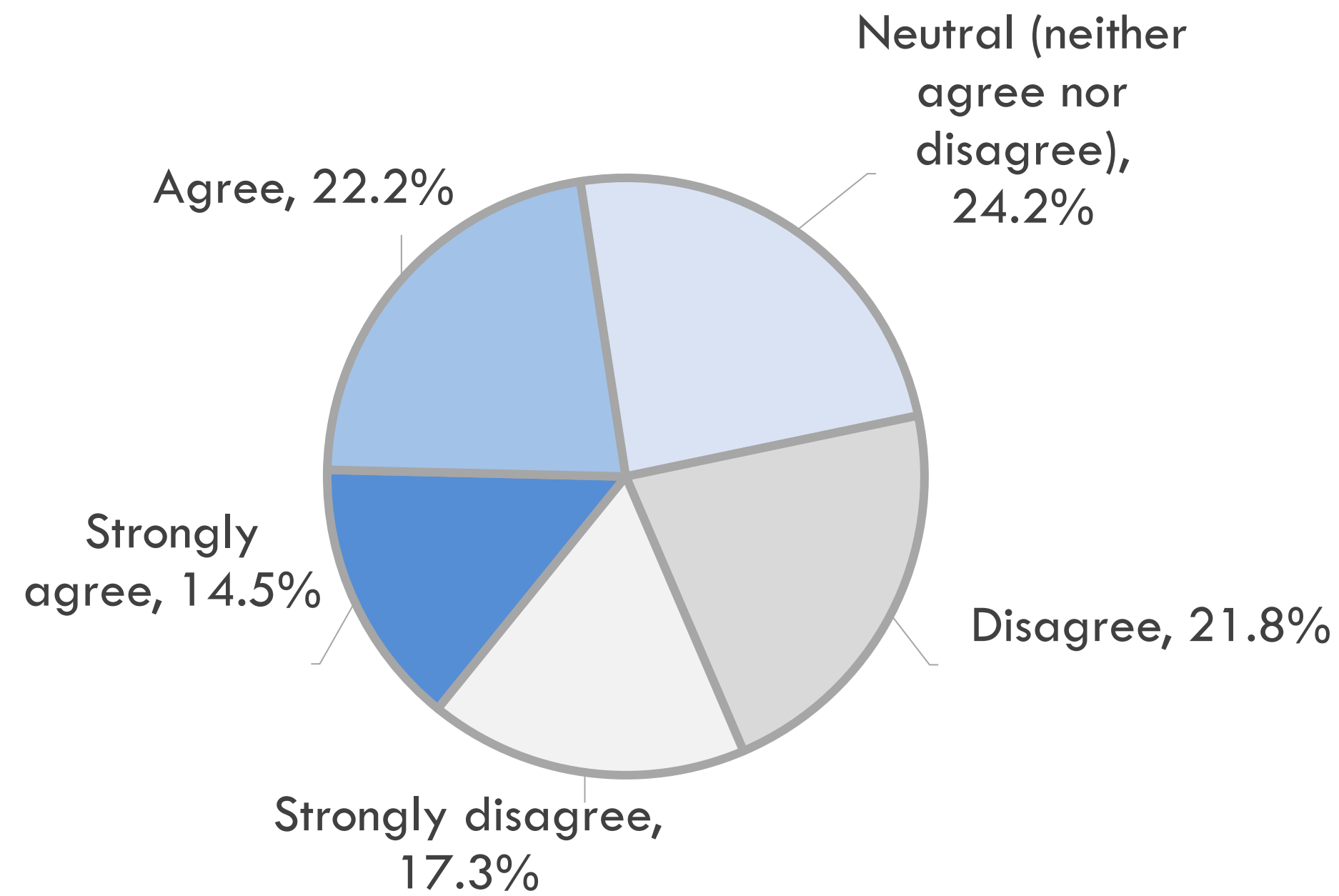


(Base: Waves 29-35, 39-57 data. All respondents, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206 and 1,202 completed surveys.)

TRAVEL GUILT

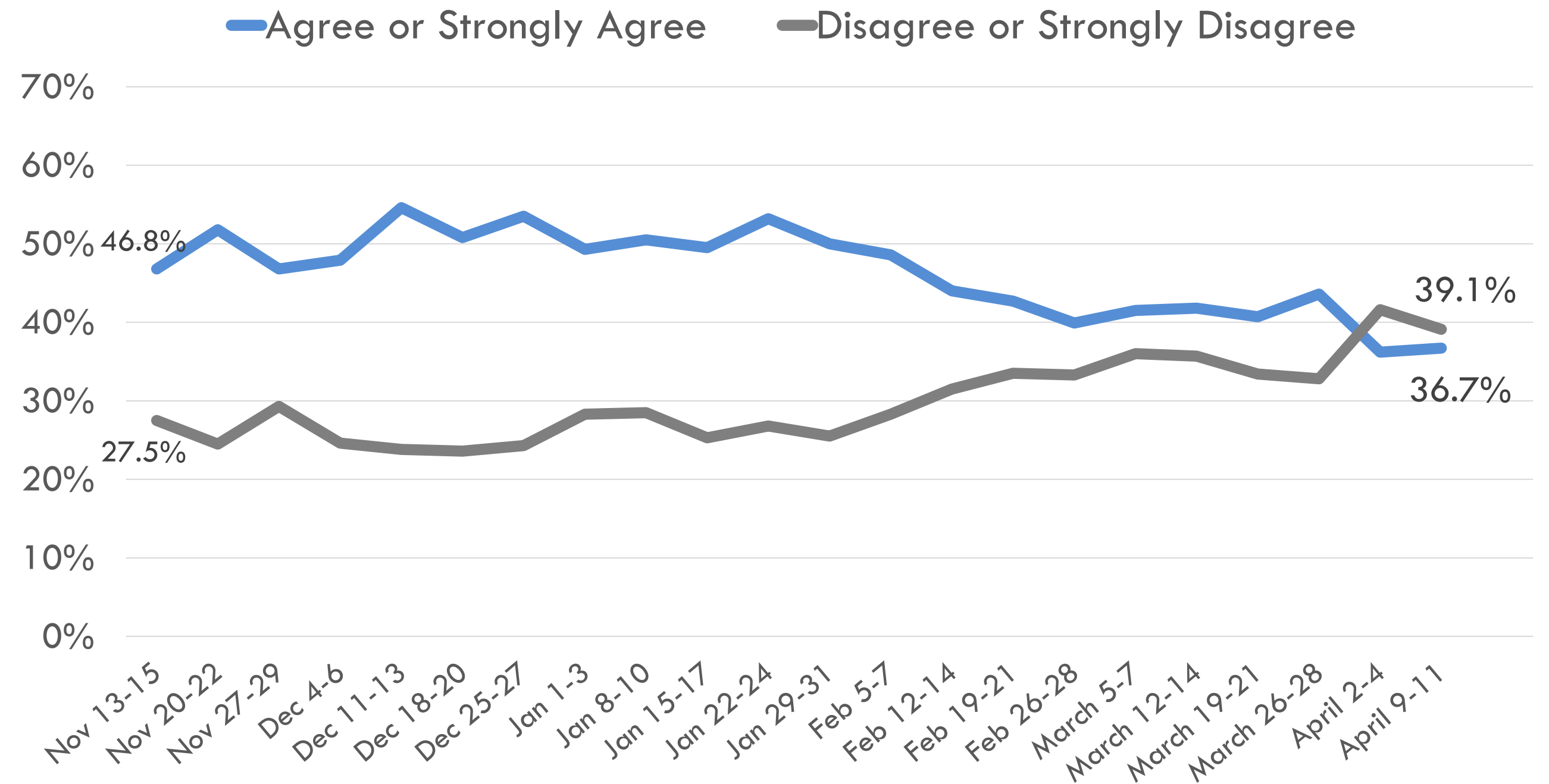
How much do you agree with the following statement?

Statement: I would feel guilty traveling right now.



(Base: Waves 36-57 data. All respondents, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206 and 1,202 completed surveys.)

Historical data



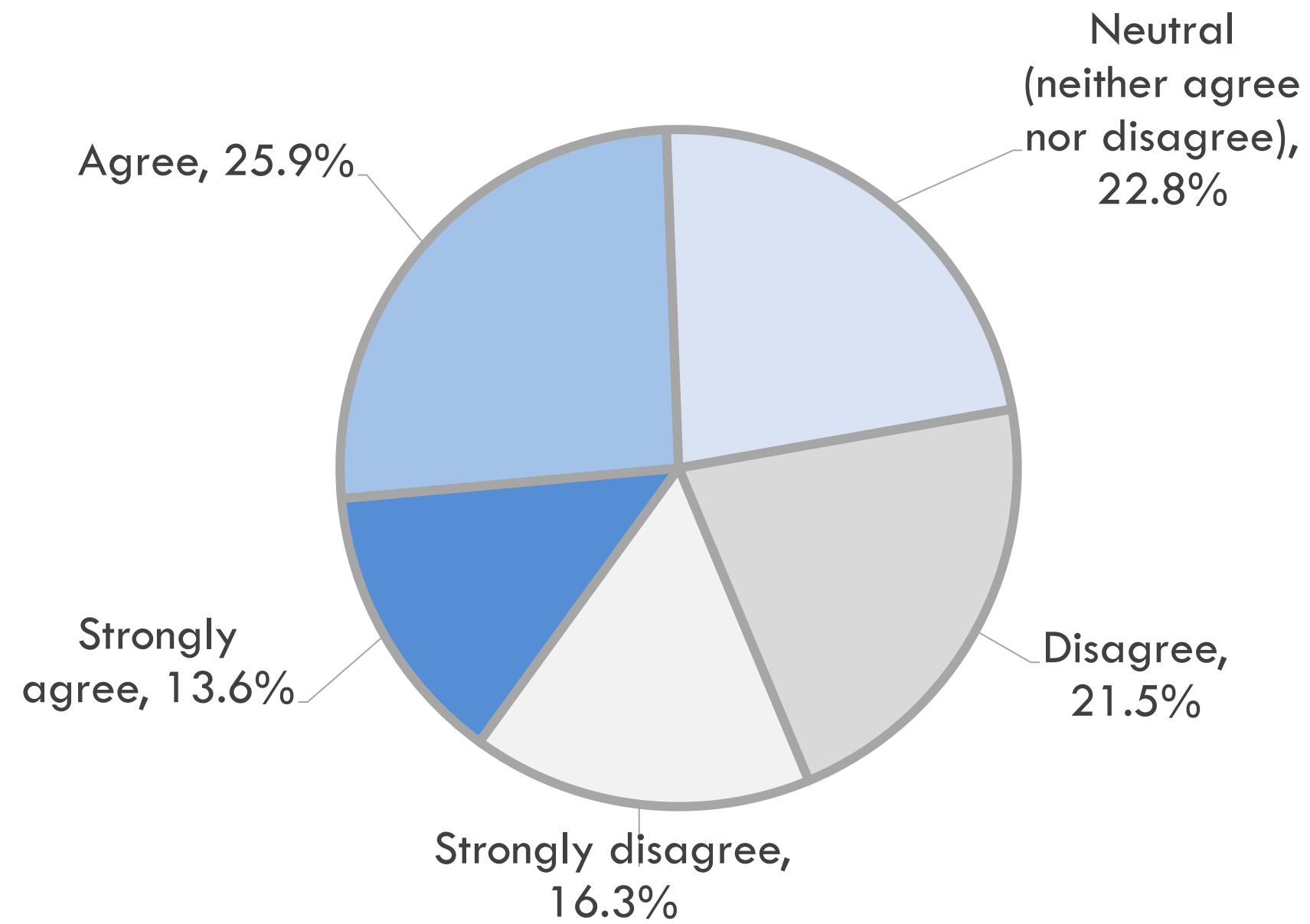


TRAVEL AVOIDANCE

AVOIDING TRAVEL UNTIL THE CORONAVIRUS BLOWS OVER

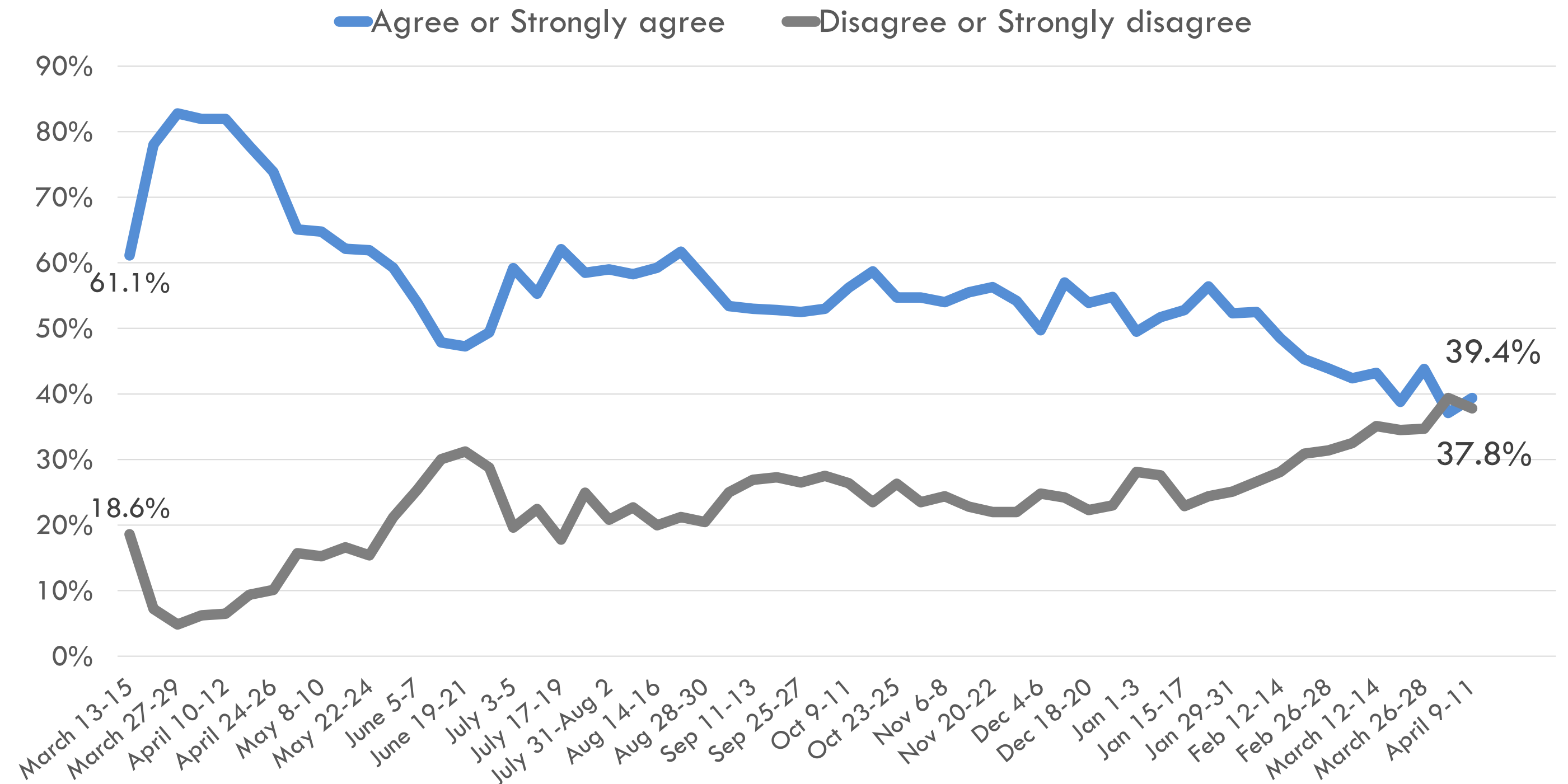
How much do you agree with the following statement?

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



(Base: Waves 1-57. 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, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206 and 1,202 completed surveys.)

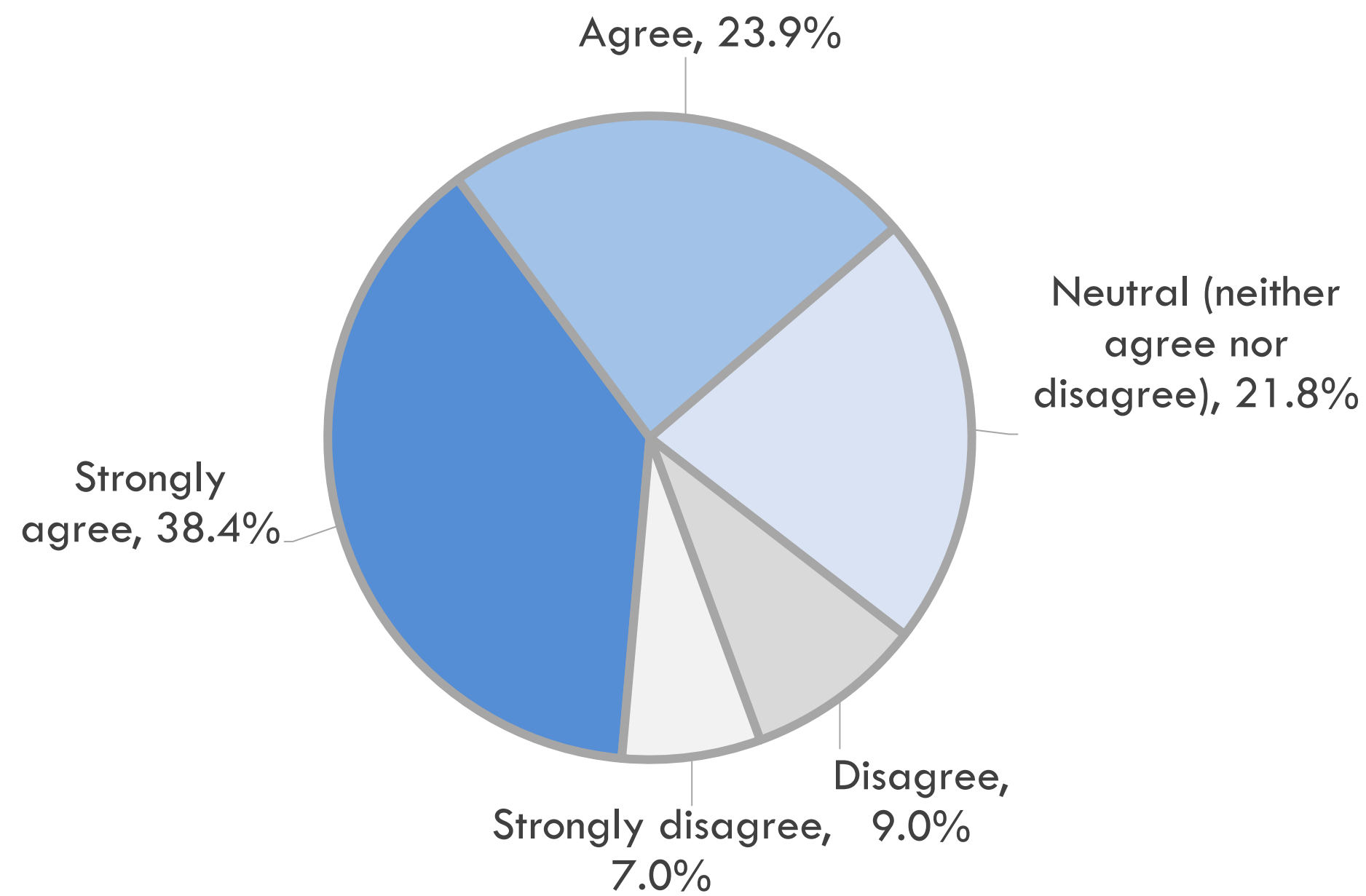
Historical data



AVOIDING INTERNATIONAL TRAVEL

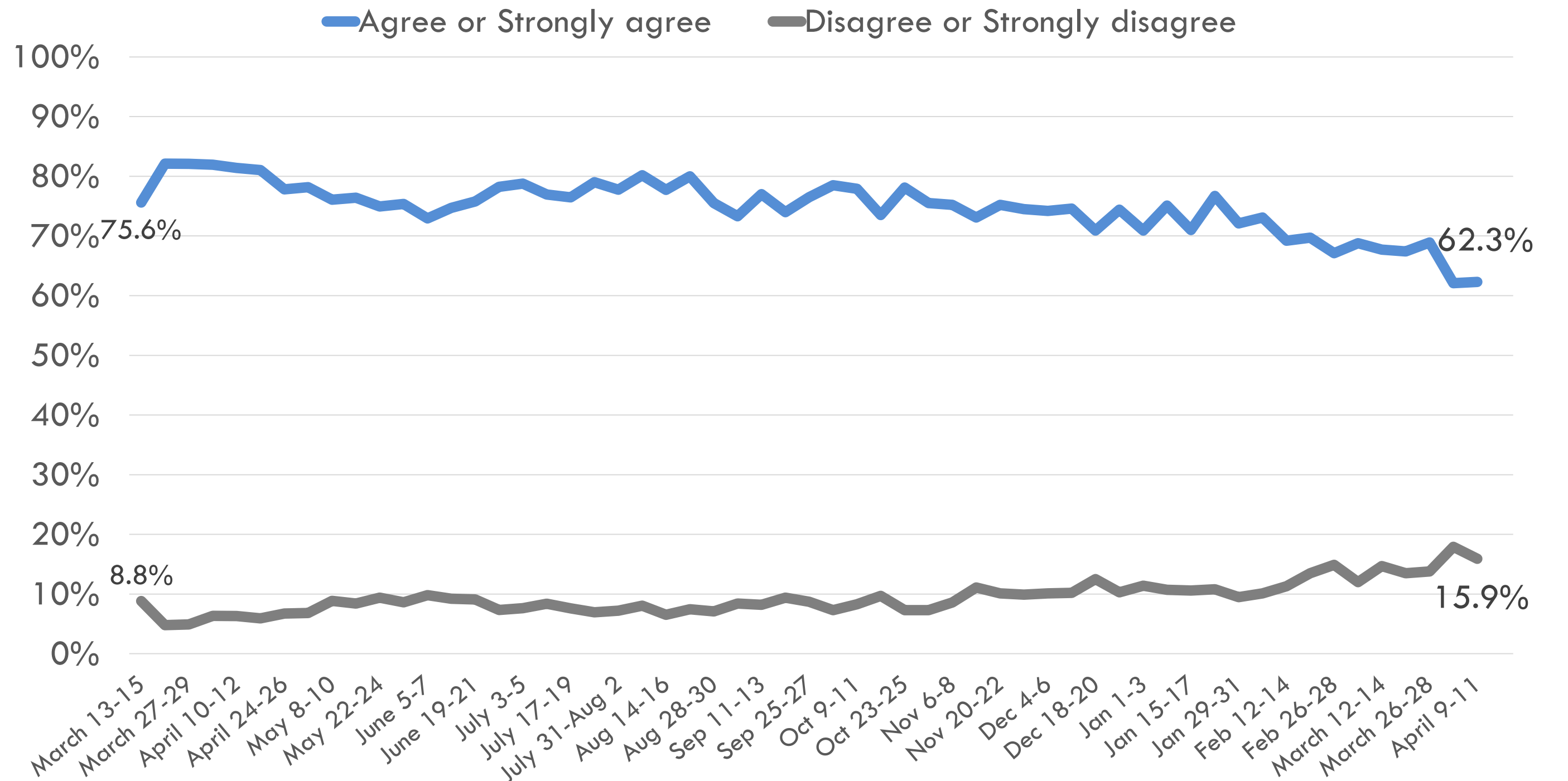
How much do you agree with the following statement?

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



(Base: Waves 1-57. 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, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206 and 1,202 completed surveys.)

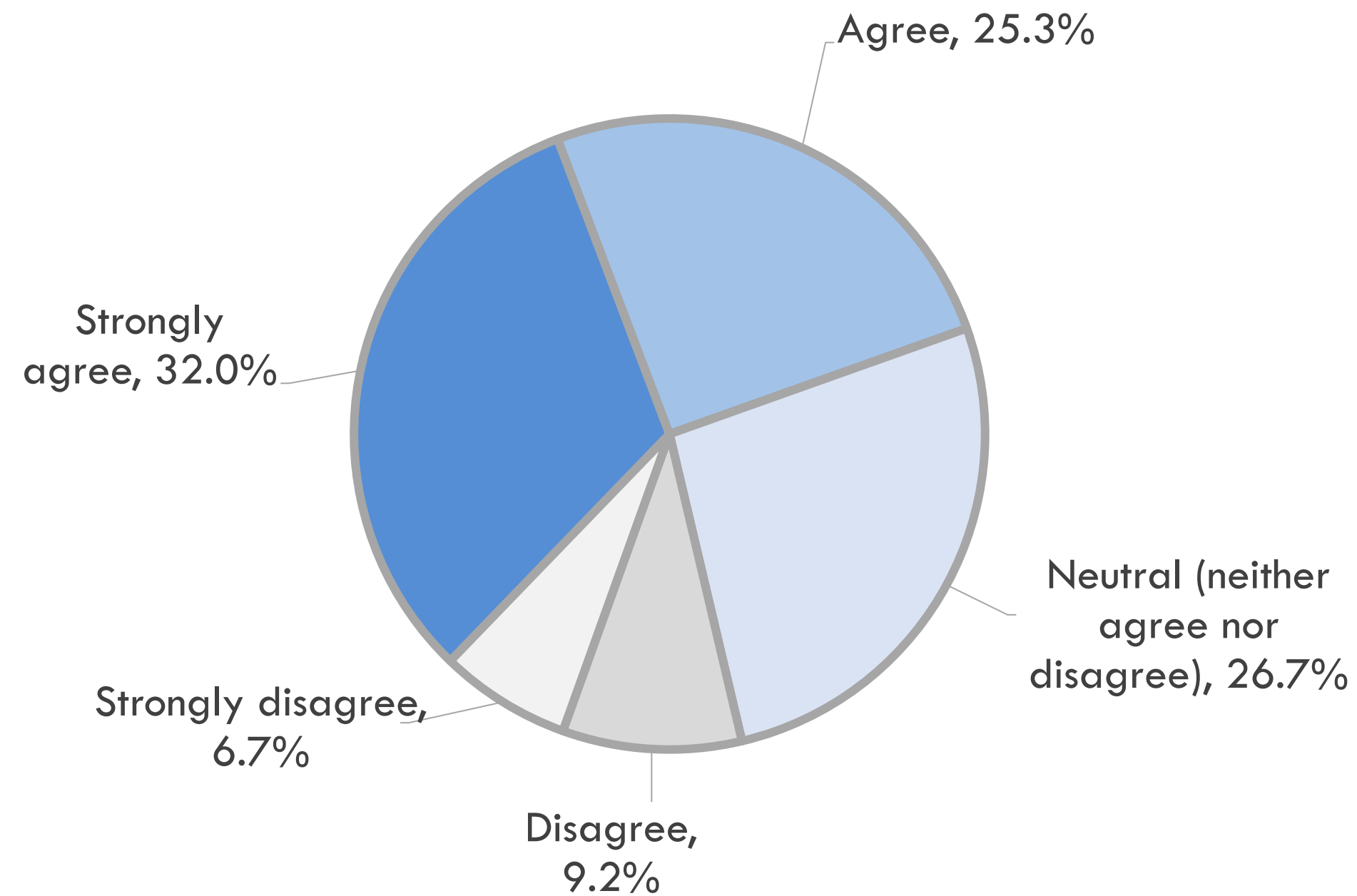
Historical data



AVOIDING CONVENTIONS & CONFERENCES

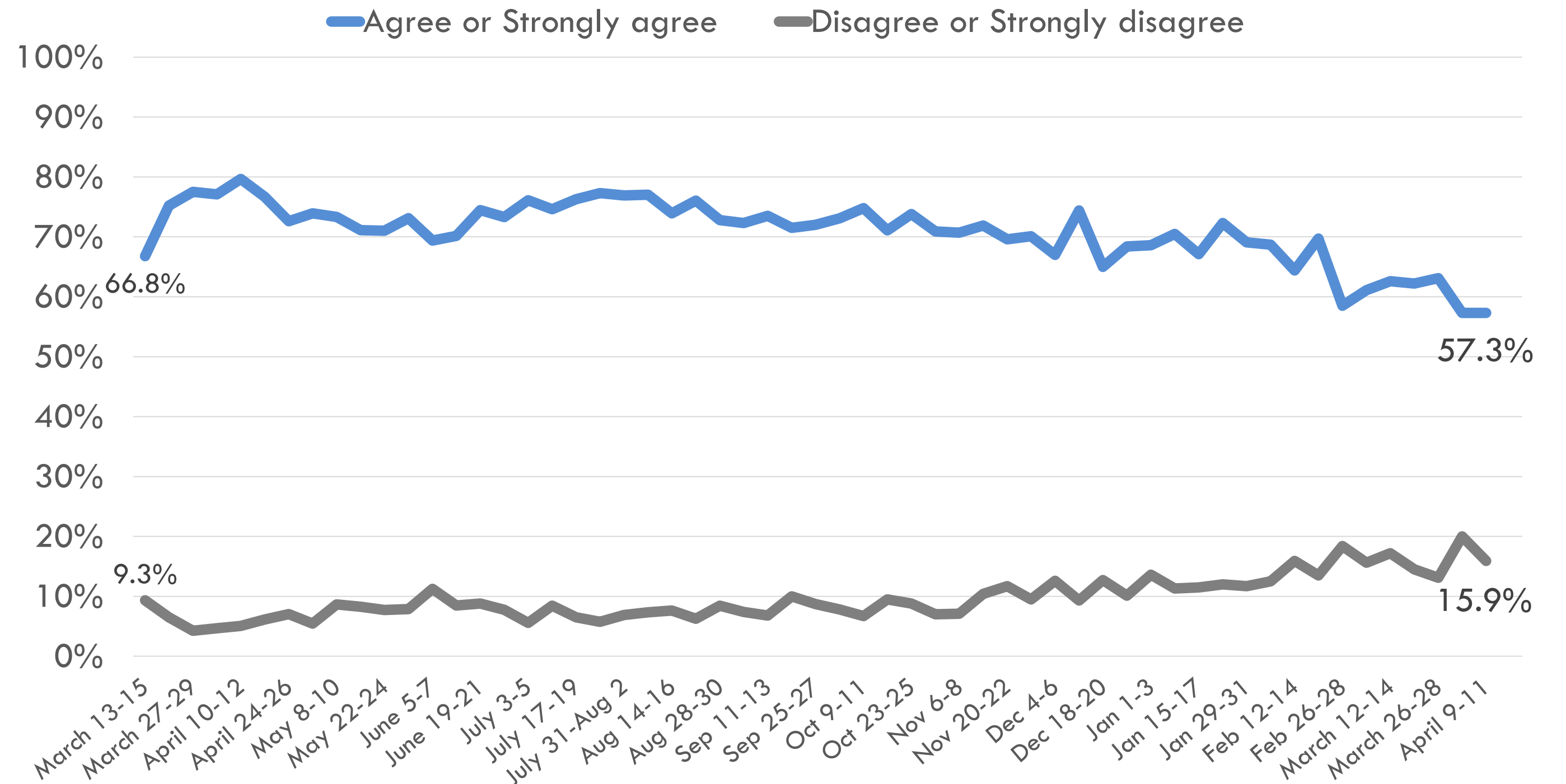
How much do you agree with the following statement?

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



(Base: Waves 1-57. 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, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206 and 1,202 completed surveys.)

Historical data



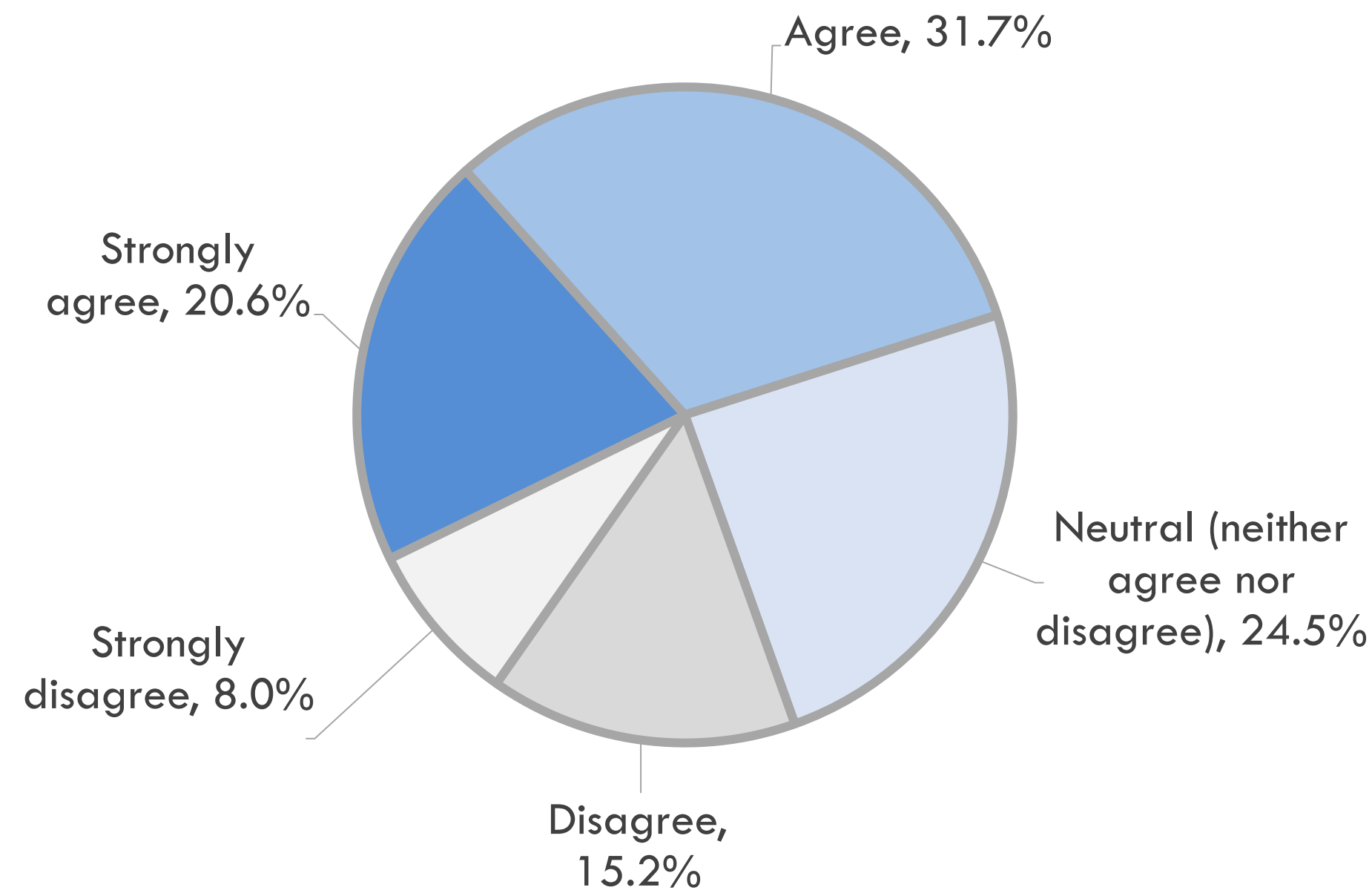
RESIDENT SENTIMENT



COMFORT ENJOYING HOME COMMUNITY

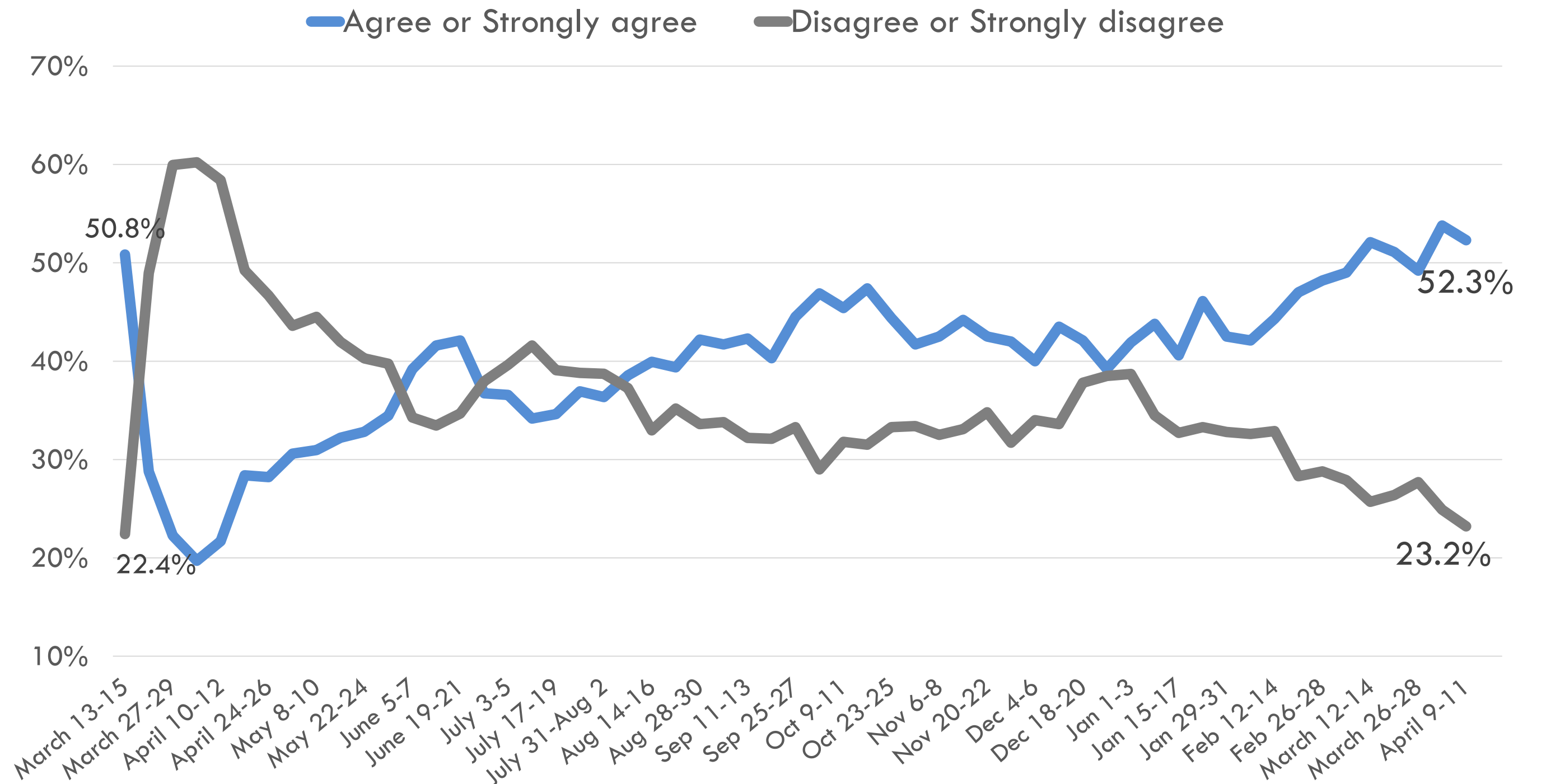
How much do you agree with the following statement?

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



(Base: Waves 1-57. 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, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206 and 1,202 completed surveys.)

Historical data

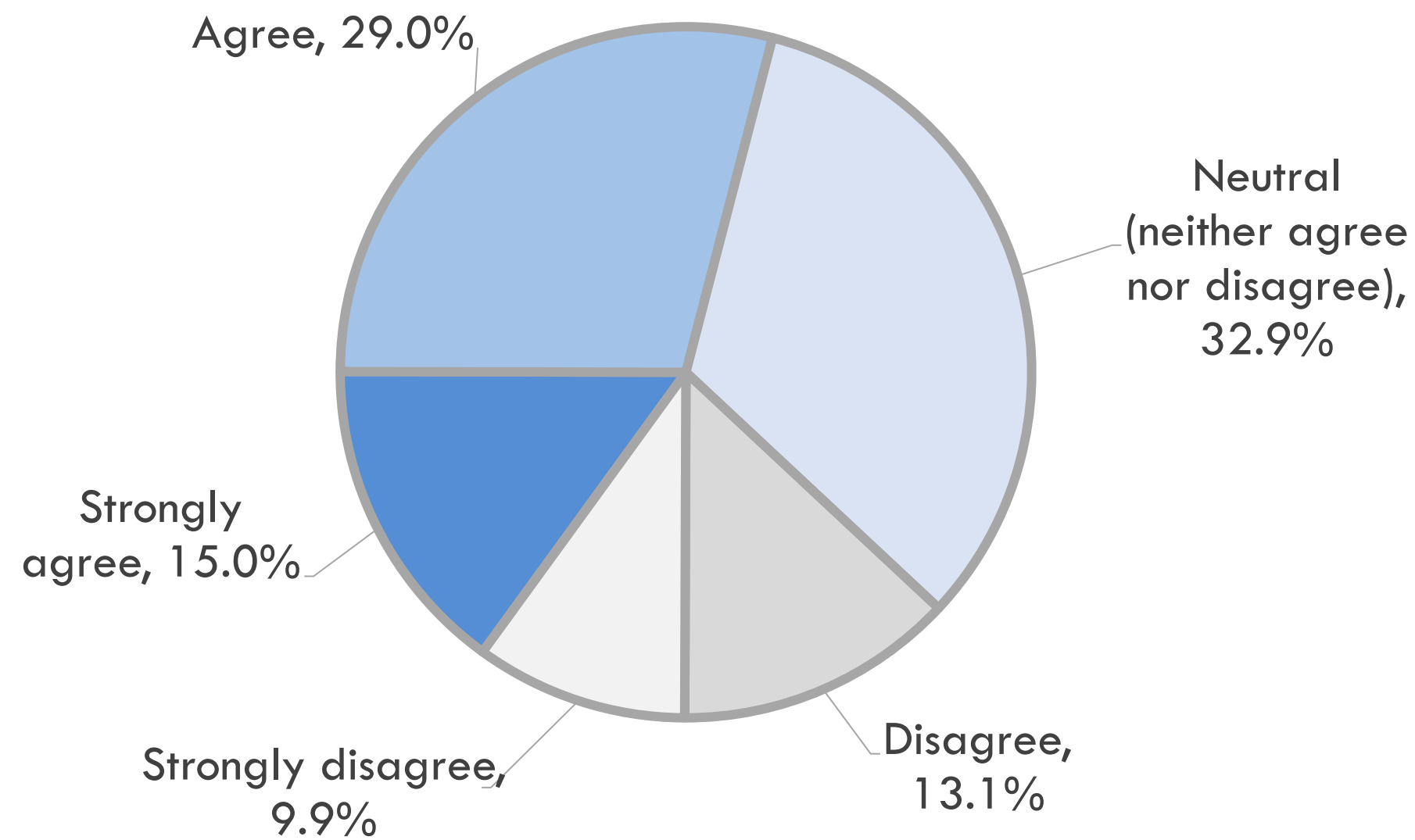
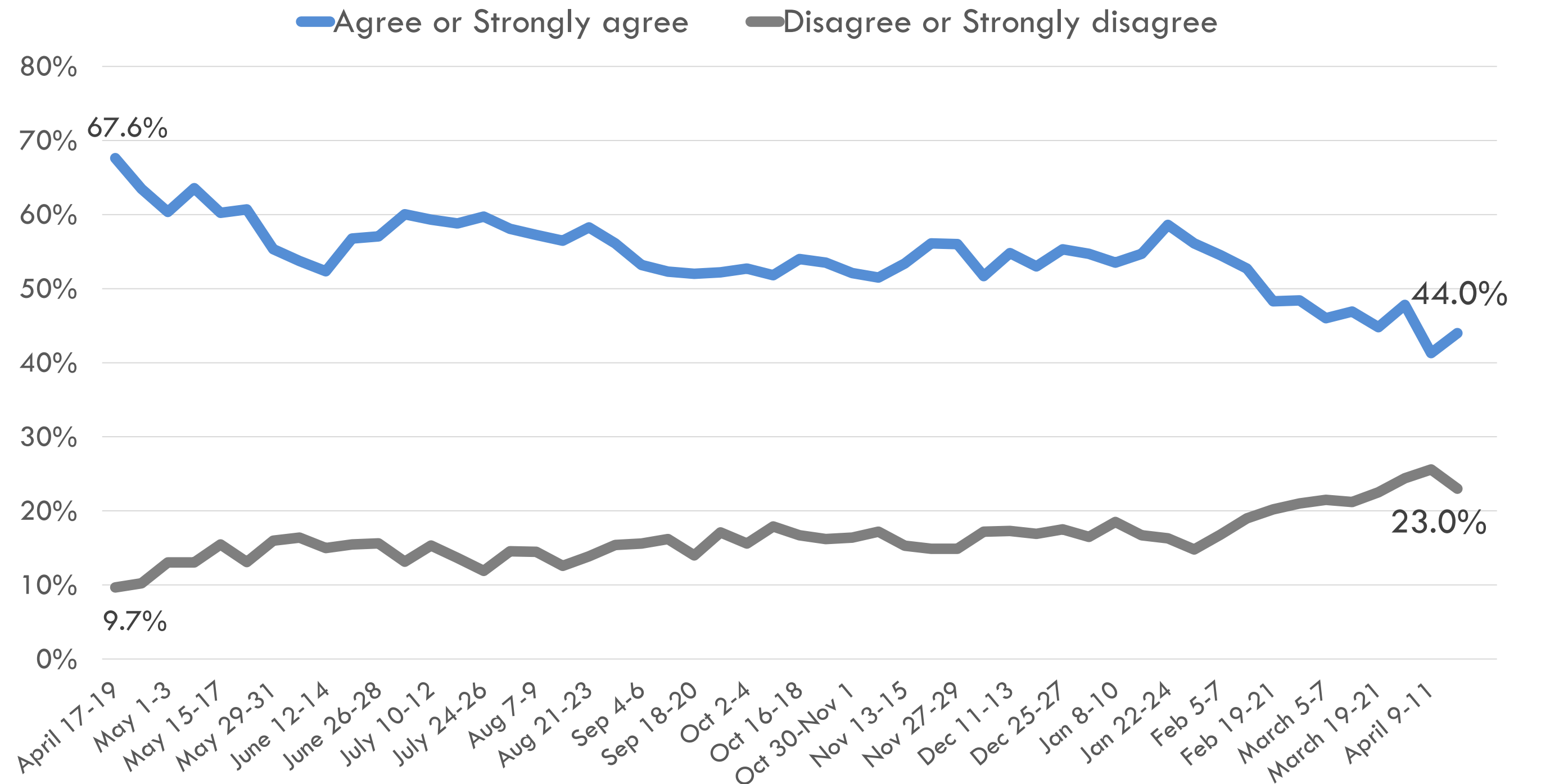


TRAVELERS IN COMMUNITY ARE UNWANTED

How much do you agree with the following statement?

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

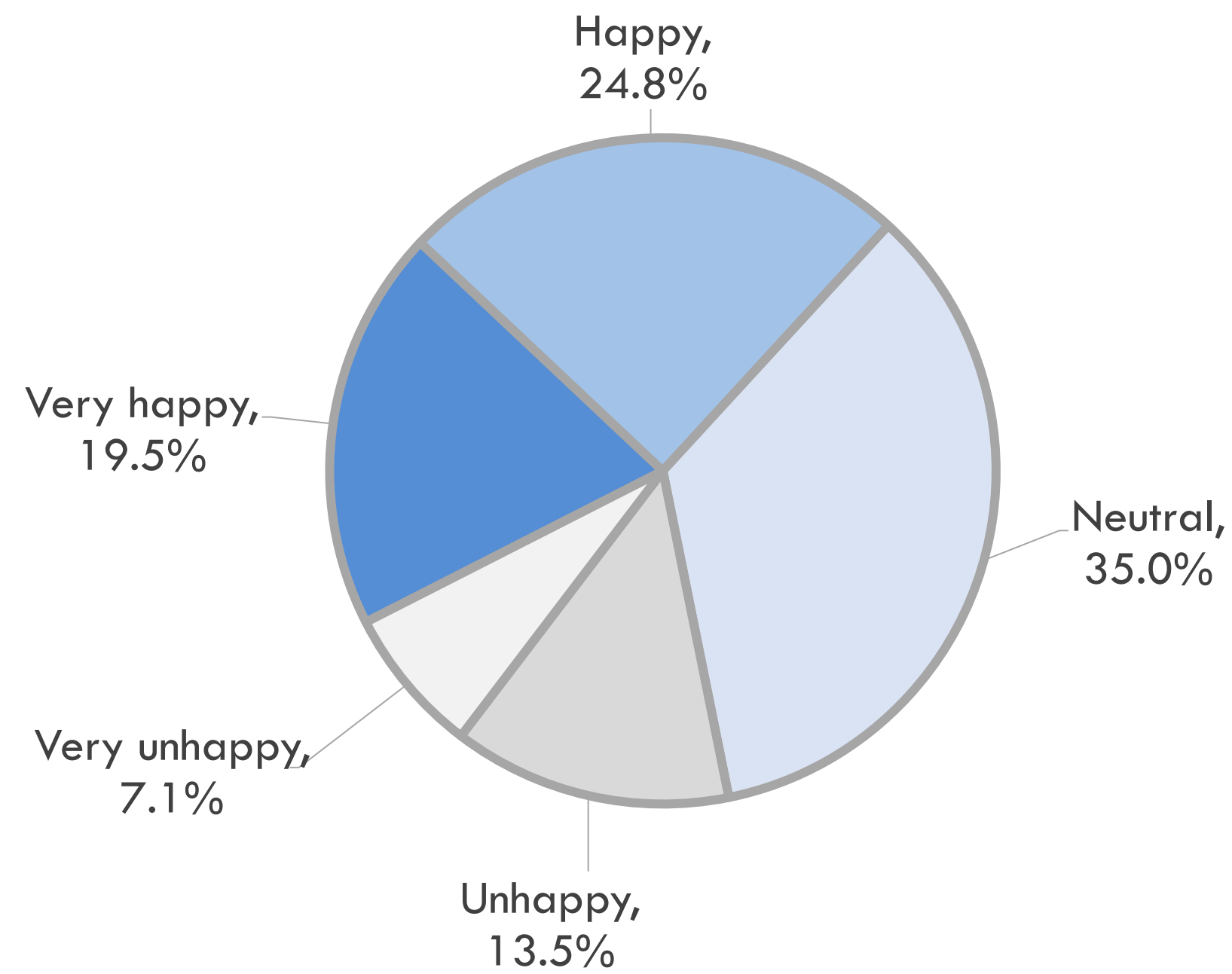
Historical data



(Base: Waves 6-57. 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, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206 and 1,202 completed surveys.)

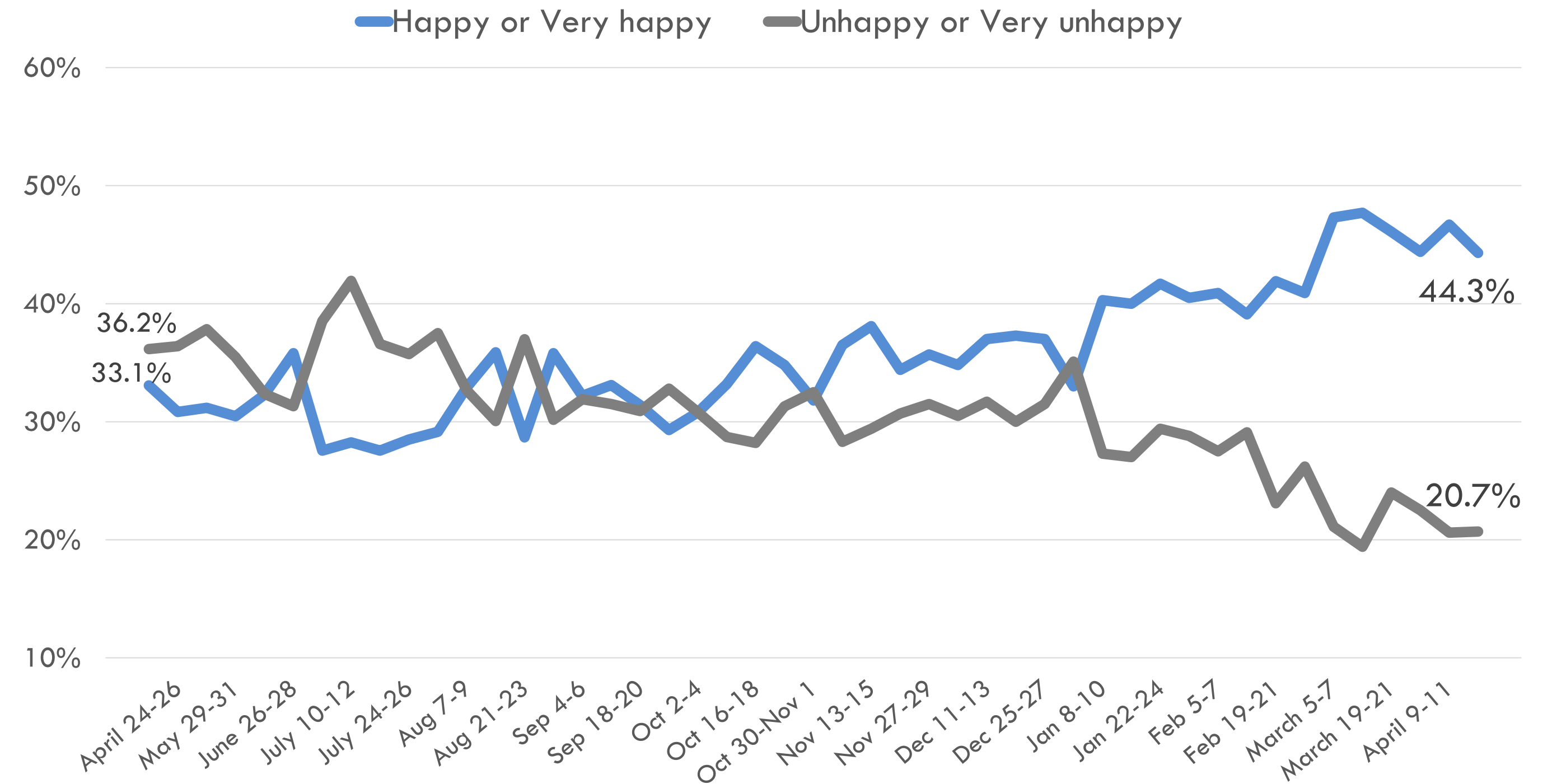
FEELINGS SEEING AN AD PROMOTING TOURISM TO COMMUNITY

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?



(Base: Waves 7-9, 12-13 and 16-57. 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, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206 and 1,202 completed surveys.)

Historical data



FEELINGS ABOUT COVID-19 VACCINES

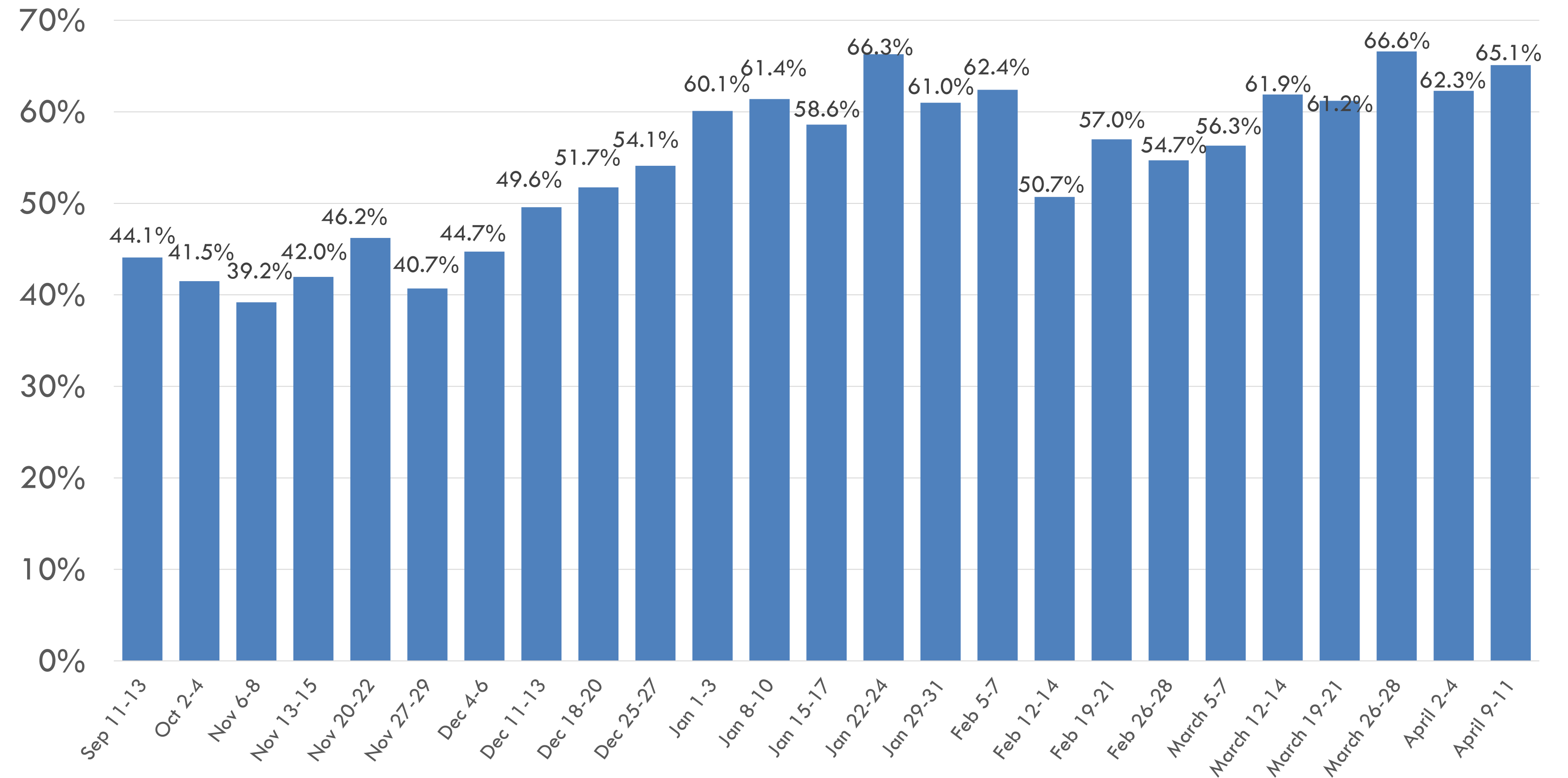


EXPECTATIONS TO TAKE A COVID-19 VACCINE

Question: Will you take (or have you already taken) one of the COVID-19 vaccines?

(Base: Waves 27, 30, 35-57 data. All respondents, 1,205, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206 and 1,202 completed surveys.)

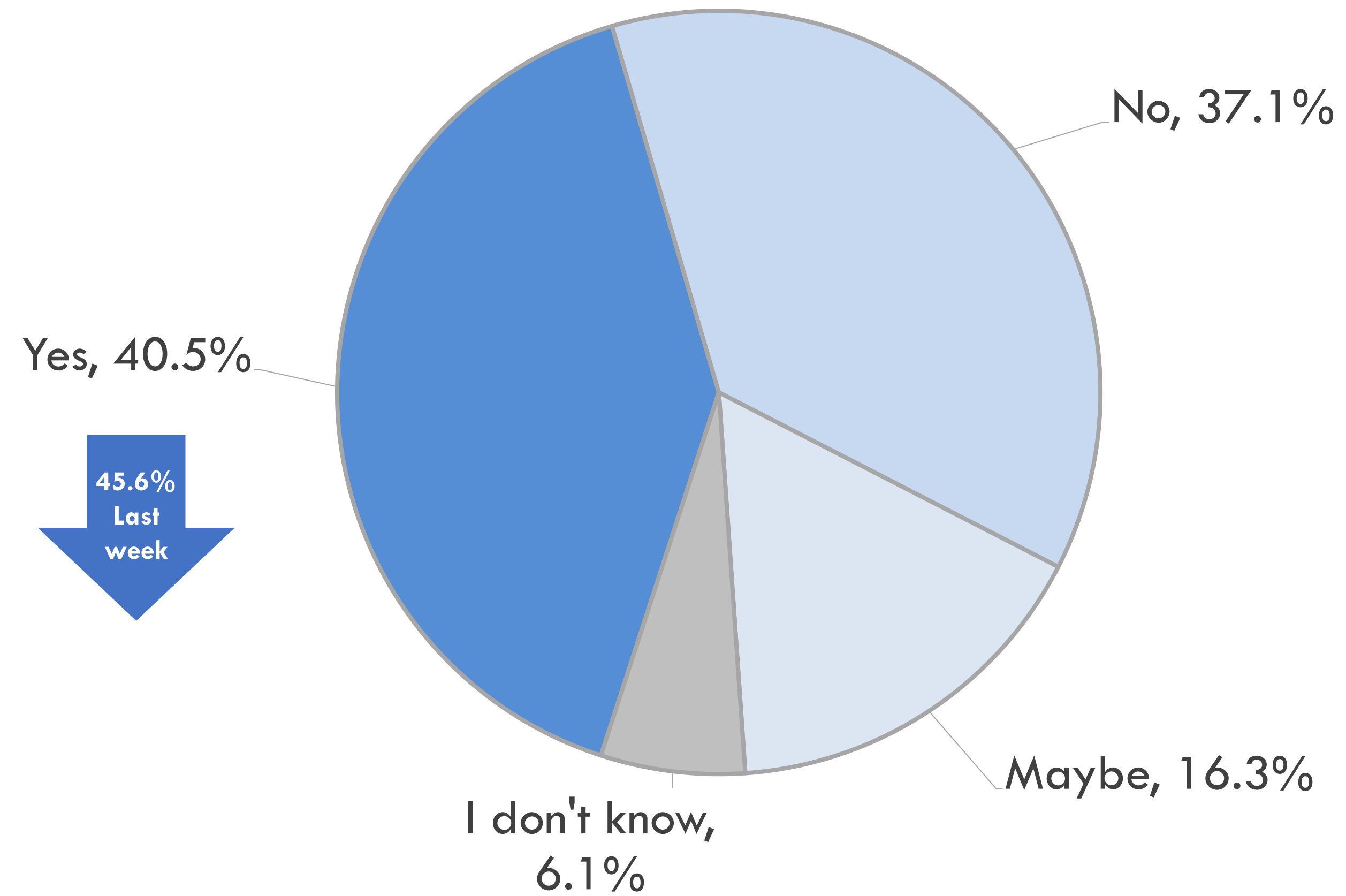
% Who Say Yes



VACCINES FOR CHILDREN

Question: Will you have your children take a COVID-19 vaccine? (Select one)

(Base: Wave 57 data. All respondents with school-aged children, 354 completed surveys. Data collected April 9-11, 2021)





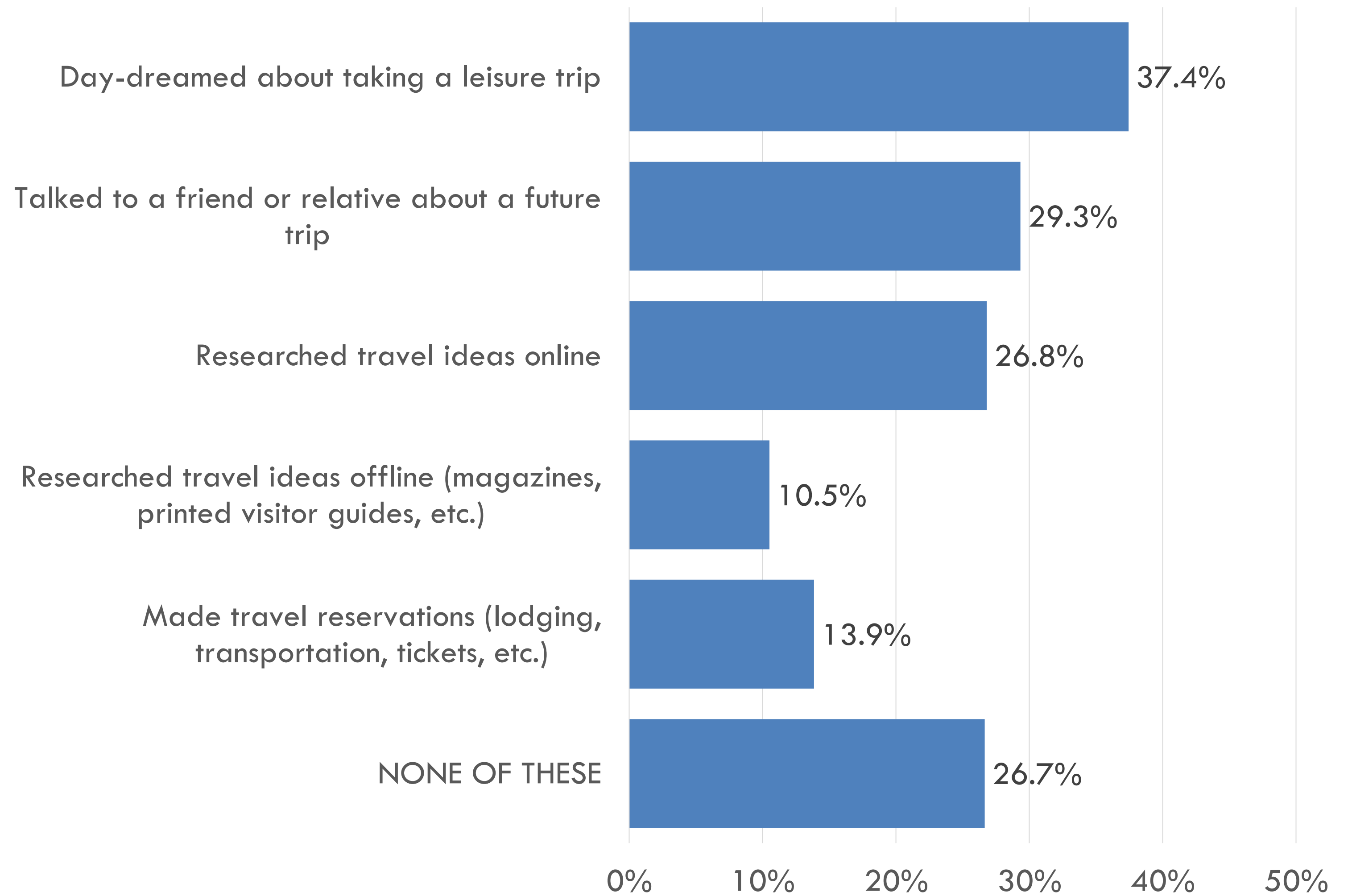
TRAVEL PLANNING IN THE PAST WEEK

TRAVEL PLANNING IN THE PAST WEEK

Question: In the PAST WEEK, which of the following have you done?
(Select all that complete the sentence)

In the PAST WEEK I have

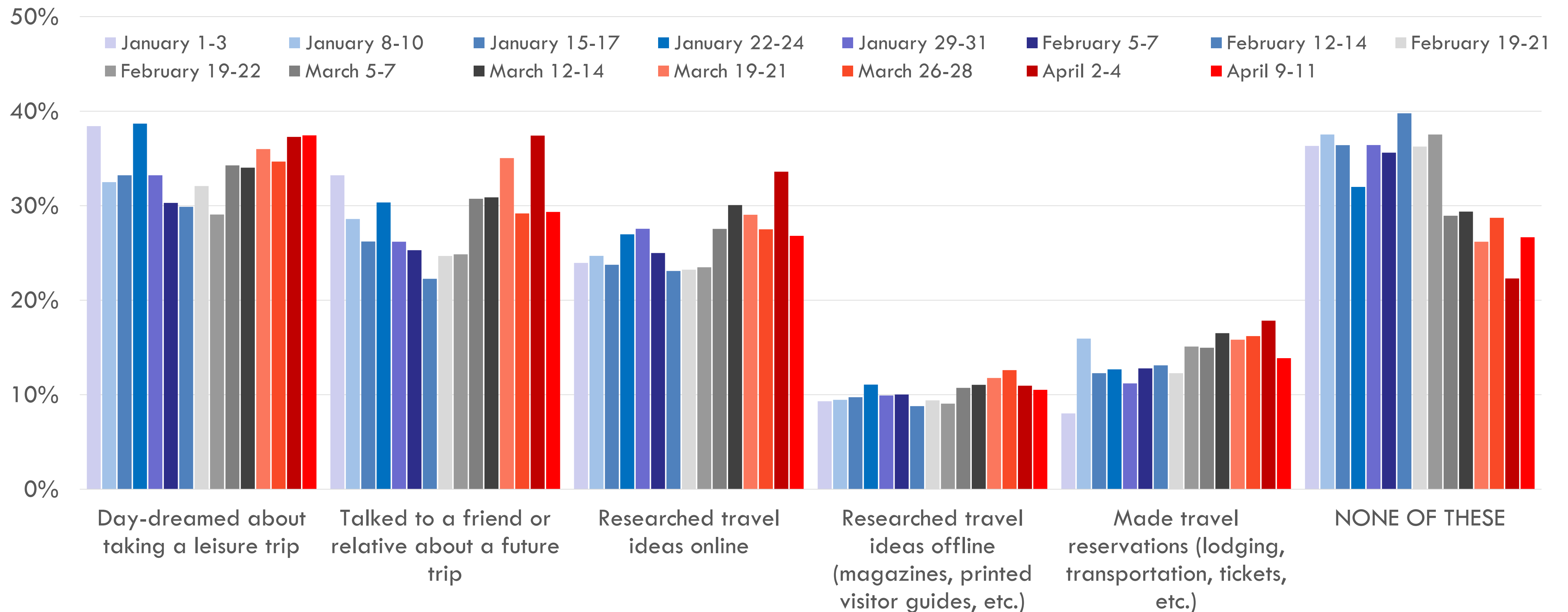
(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)



TRAVEL PLANNING IN THE PAST WEEK

Question: In the PAST WEEK, which of the following have you done? (Select all that complete the sentence)

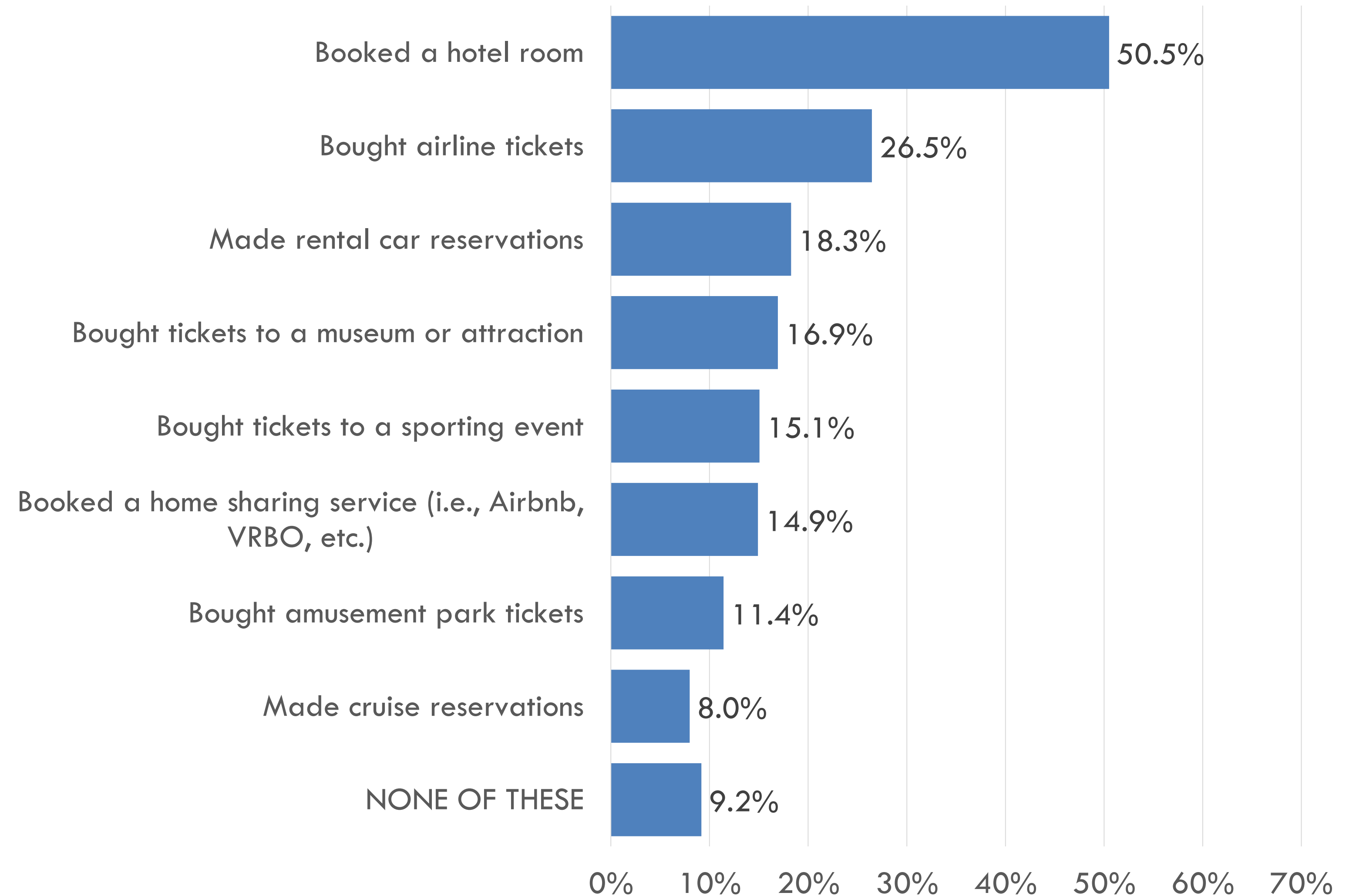
In the PAST WEEK I have _____



TRAVEL RESERVATIONS MADE IN THE PAST WEEK

Question: Which of these travel reservations did you make this week? (Select all that apply)

(Base: Wave 57 data. Respondents who made travel reservations this week, 162 completed surveys. Data collected April 9-11, 2021)



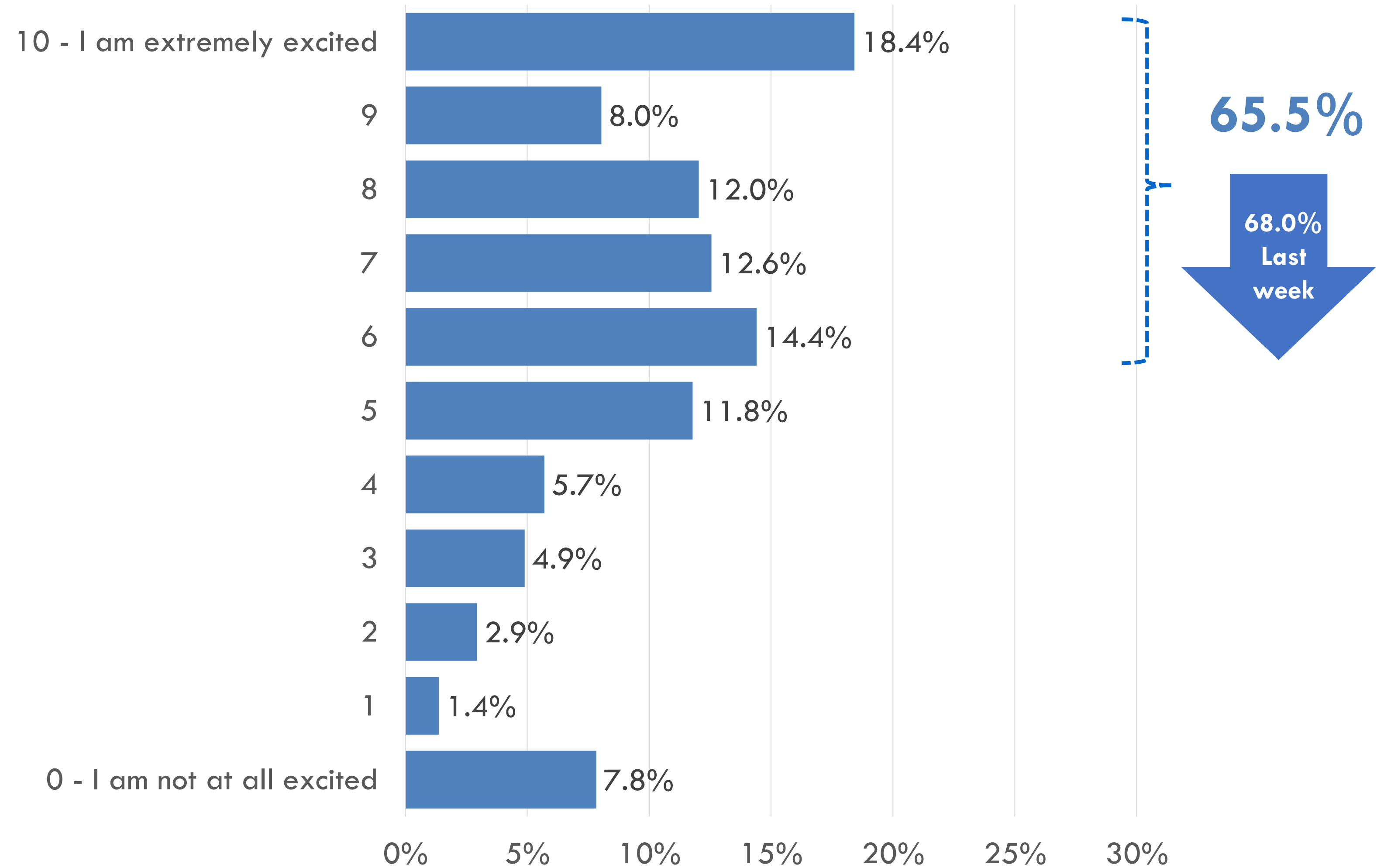


TRAVEL IN 2021

EXCITEMENT FOR LEISURE TRAVEL IN 2021

Question: Which best describes how excited you are about LEISURE TRAVEL in this year (2021)? (Please answer using the 11-point scale below)

(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)

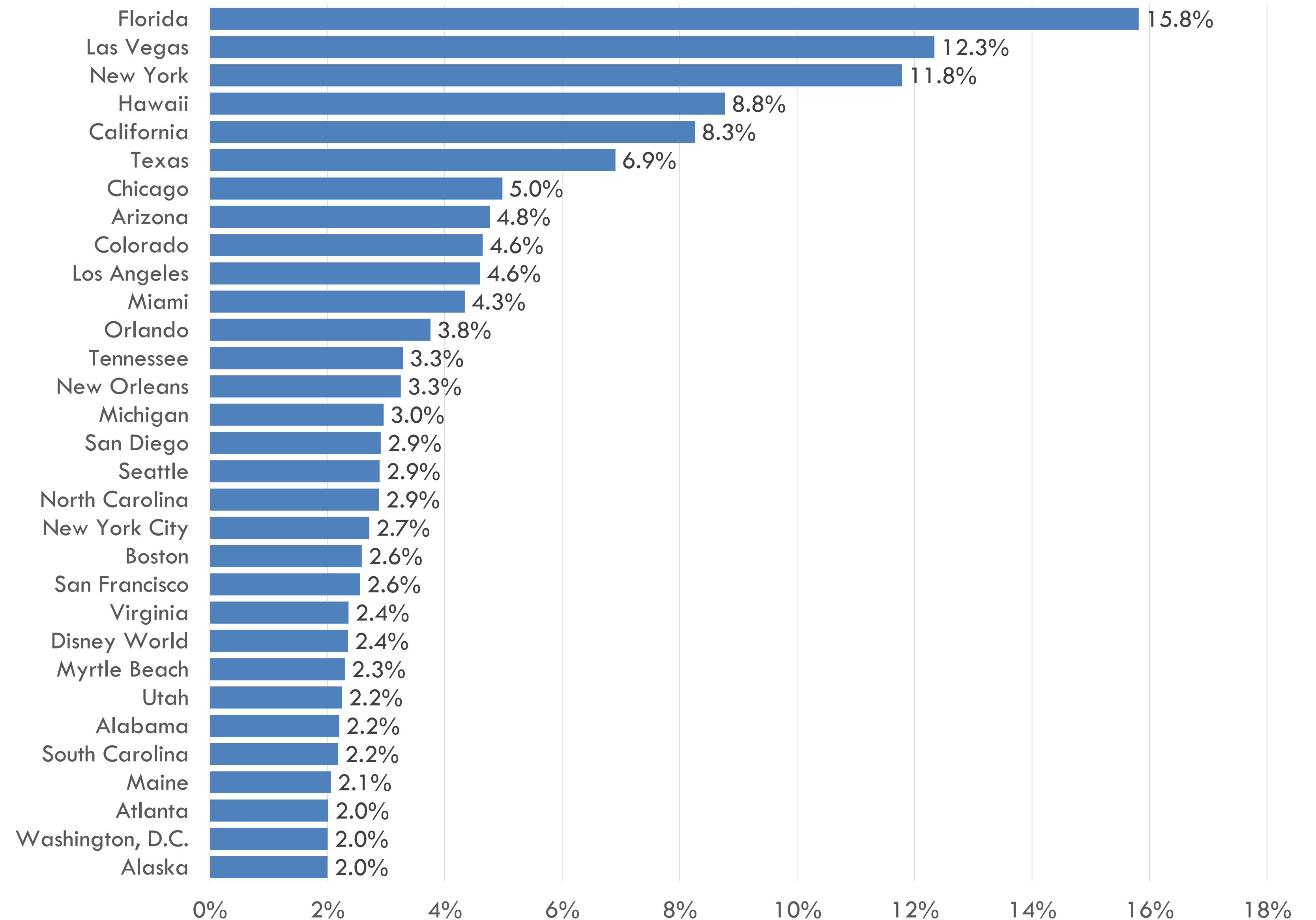


MOST DESIRED DOMESTIC DESTINATIONS

Question: Which domestic destinations do you most want to visit this upcoming year? (Write in up to three)

(Please only include destinations in the United States)

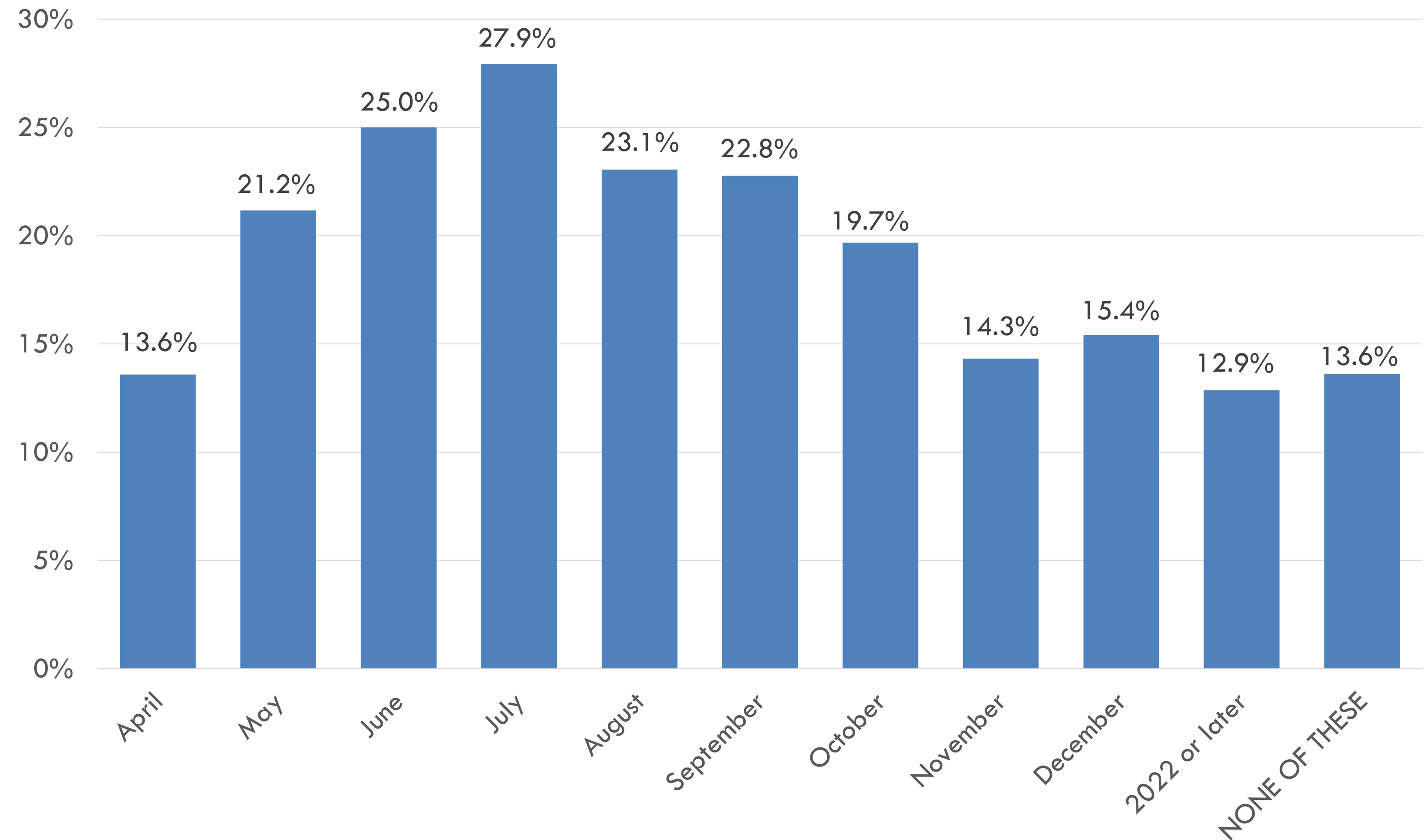
(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)



MONTHS OF EXPECTED LEISURE TRIPS IN 2021

Question: Even if only tentatively scheduled, in which months do you currently plan to take any leisure trips? (Select all that apply)

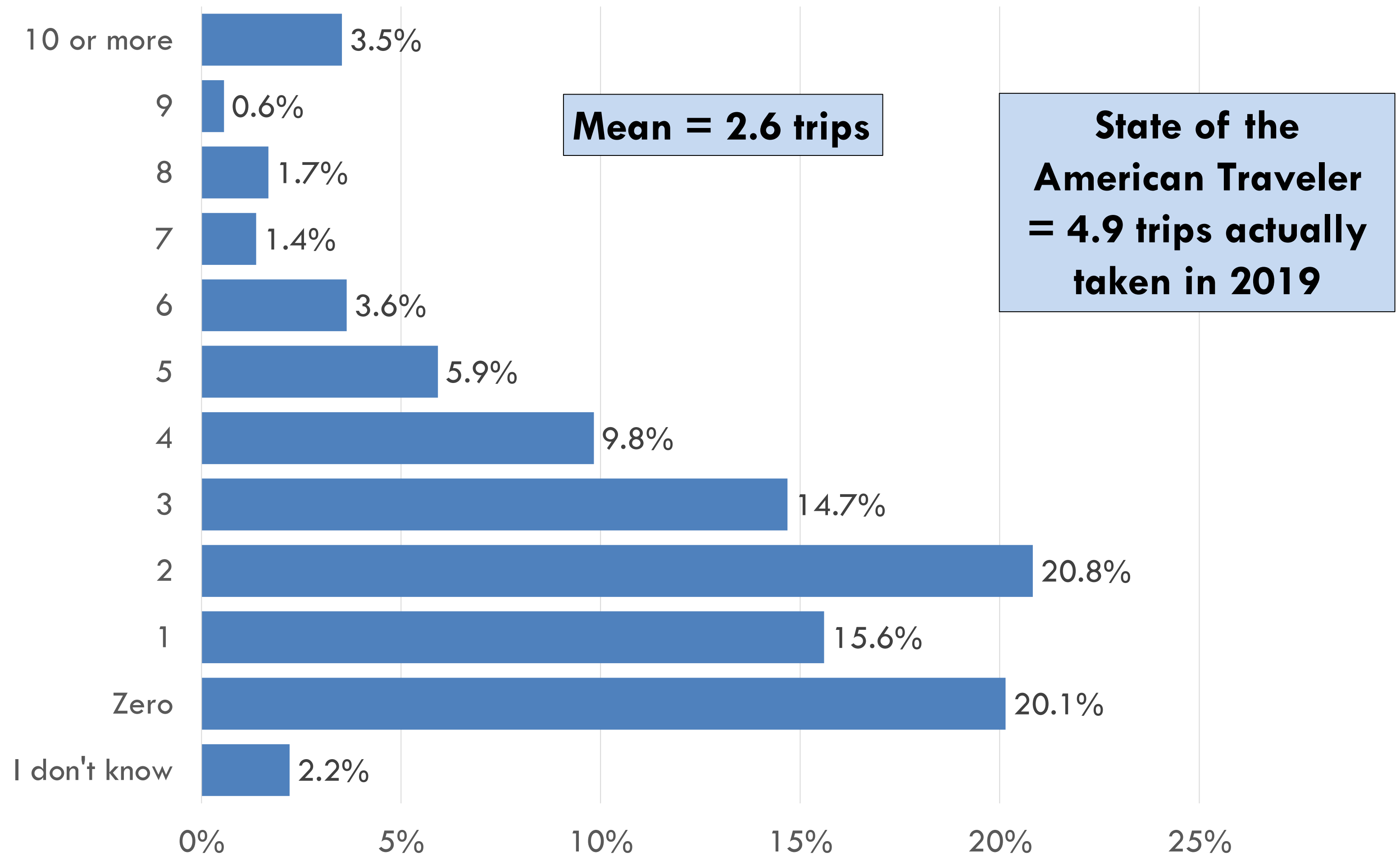
(Base: Wave 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)



EXPECTED NUMBER OF LEISURE TRIPS IN 2021

Question: IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in 2021? (Select one)

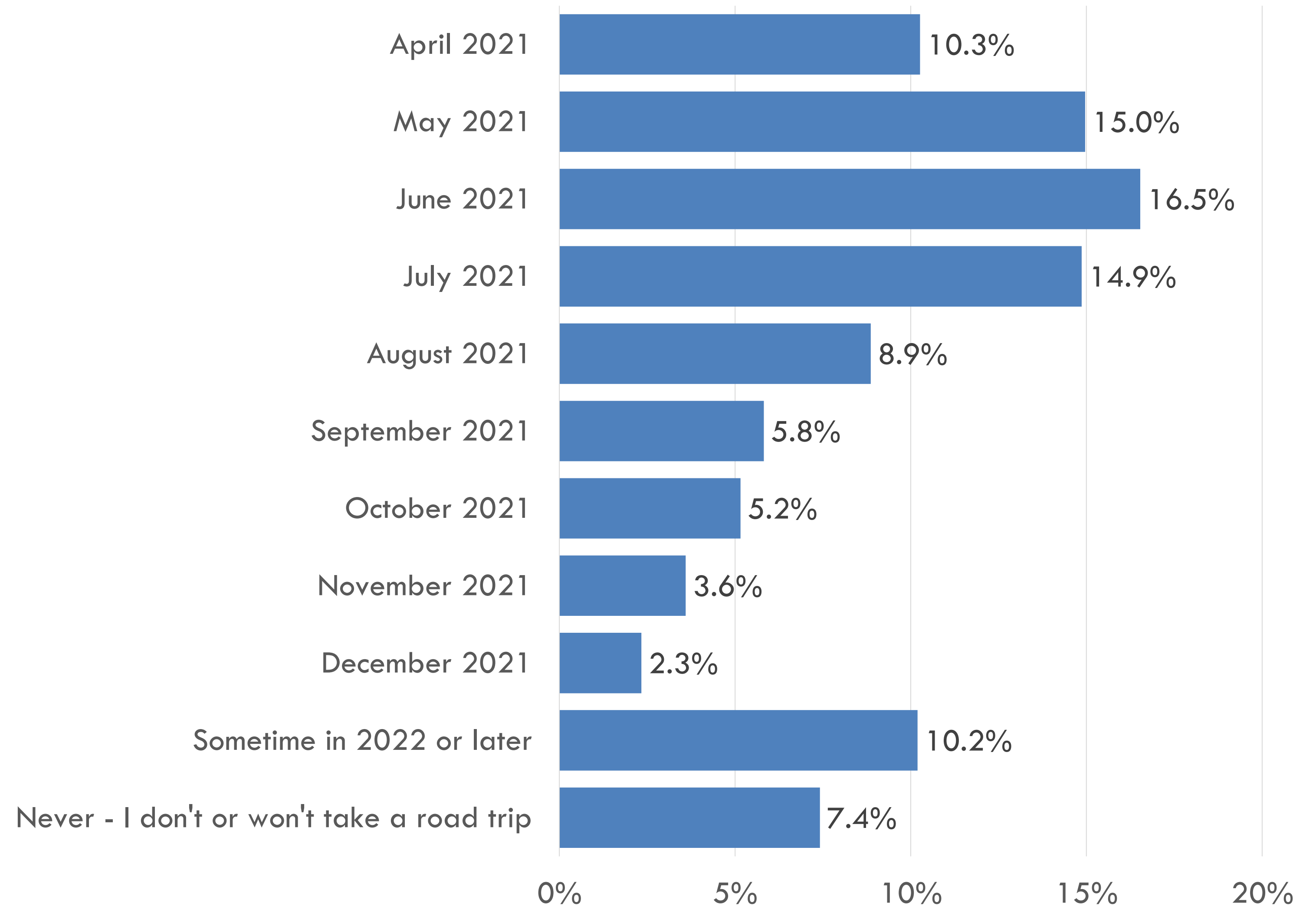
(Base: Wave 57 data. Respondents who have tentative plans to travel in 2021, 1,173 completed surveys. Data collected April 9-11, 2021)



MONTH OF NEXT ROAD TRIP

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

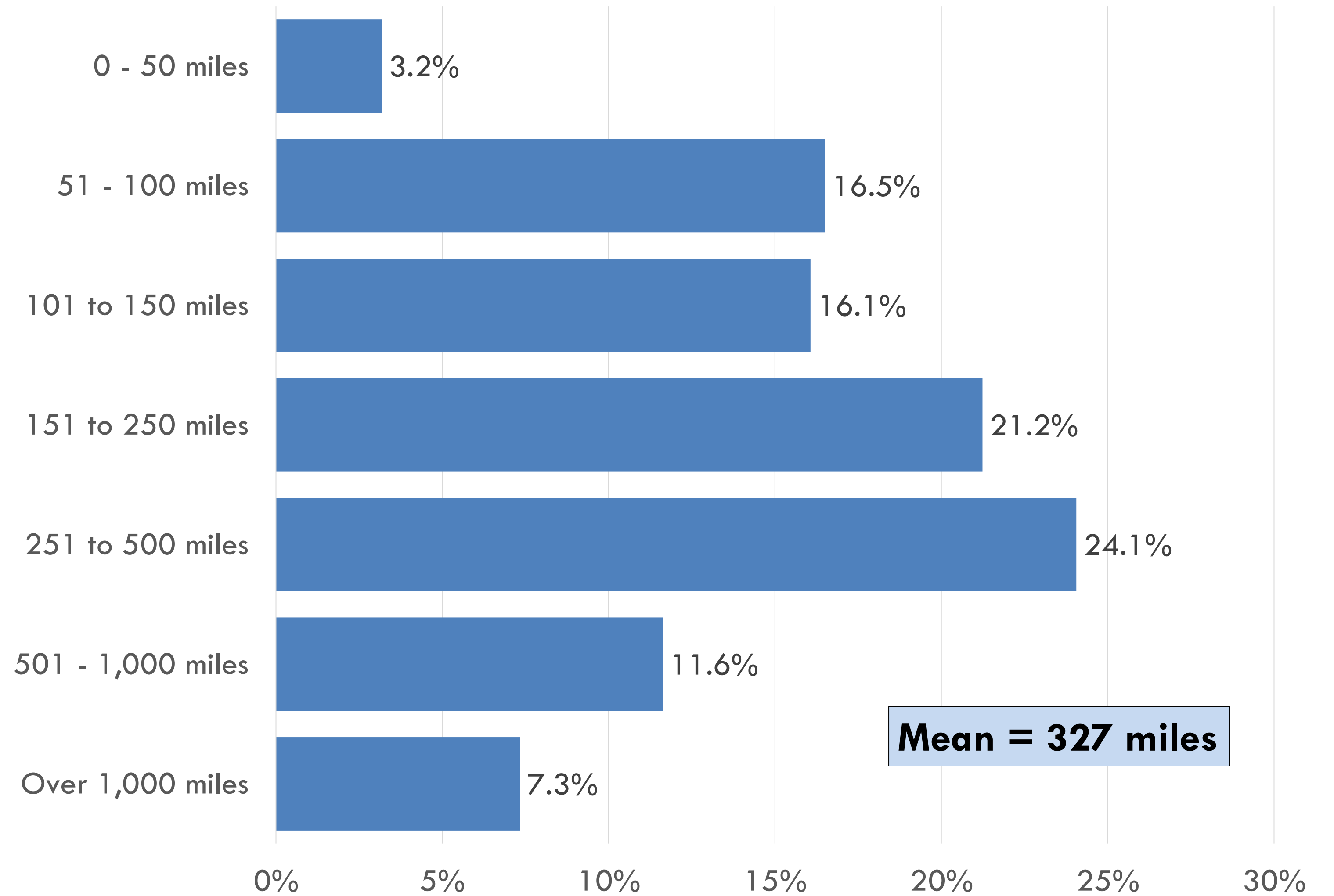
(Base: Wave 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)



NEXT ROAD TRIP: DISTANCE FROM HOME

Question: On your next ROAD TRIP, how far away from home will you be likely to travel?

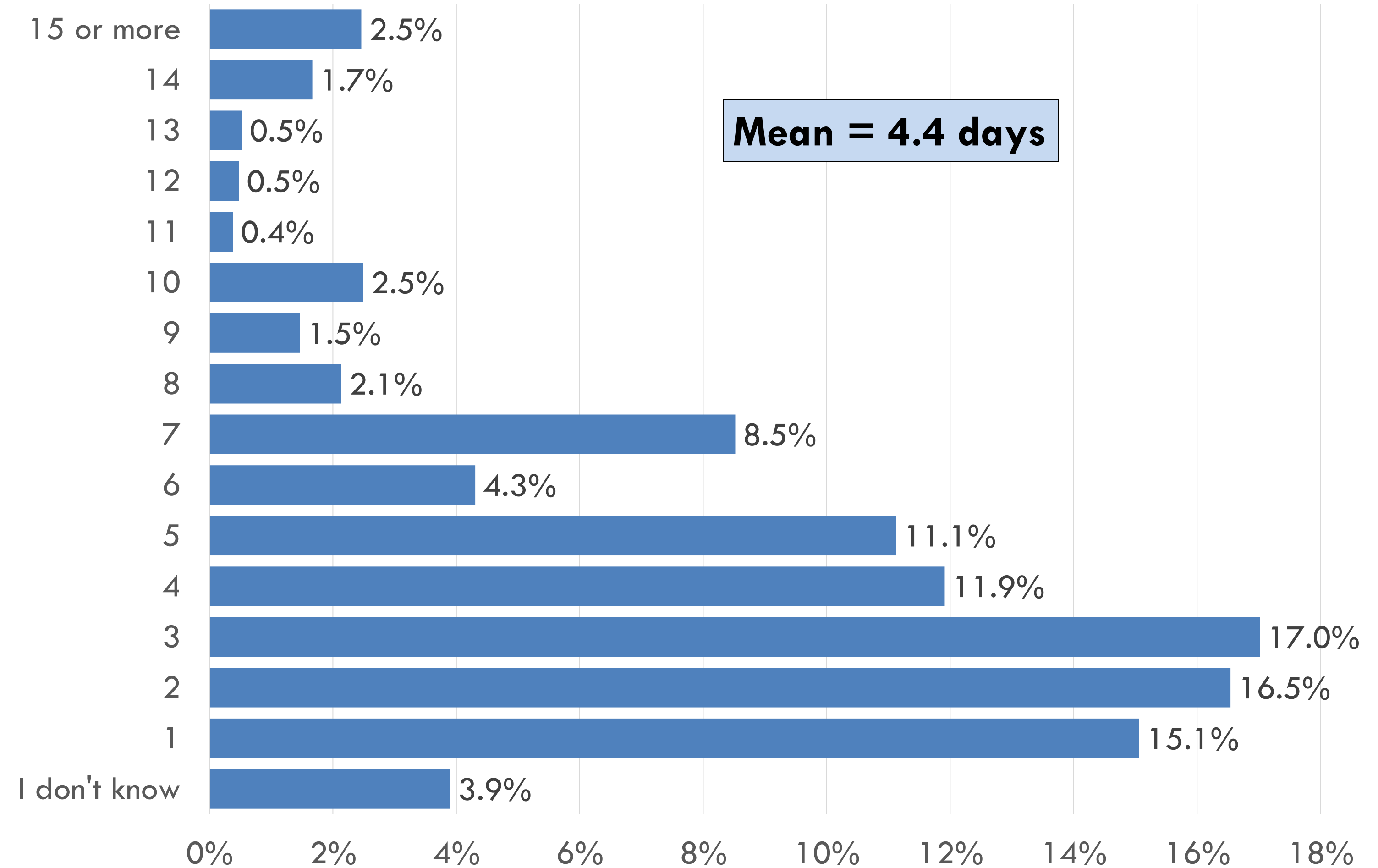
(Base: Wave 57 data. All respondents taking road trips, 1,110 completed surveys. Data collected April 9-11, 2021)



NEXT ROAD TRIP: LENGTH OF TRIP

Question: On your next ROAD TRIP, how many days away from home do you expect to spend? (Select one)

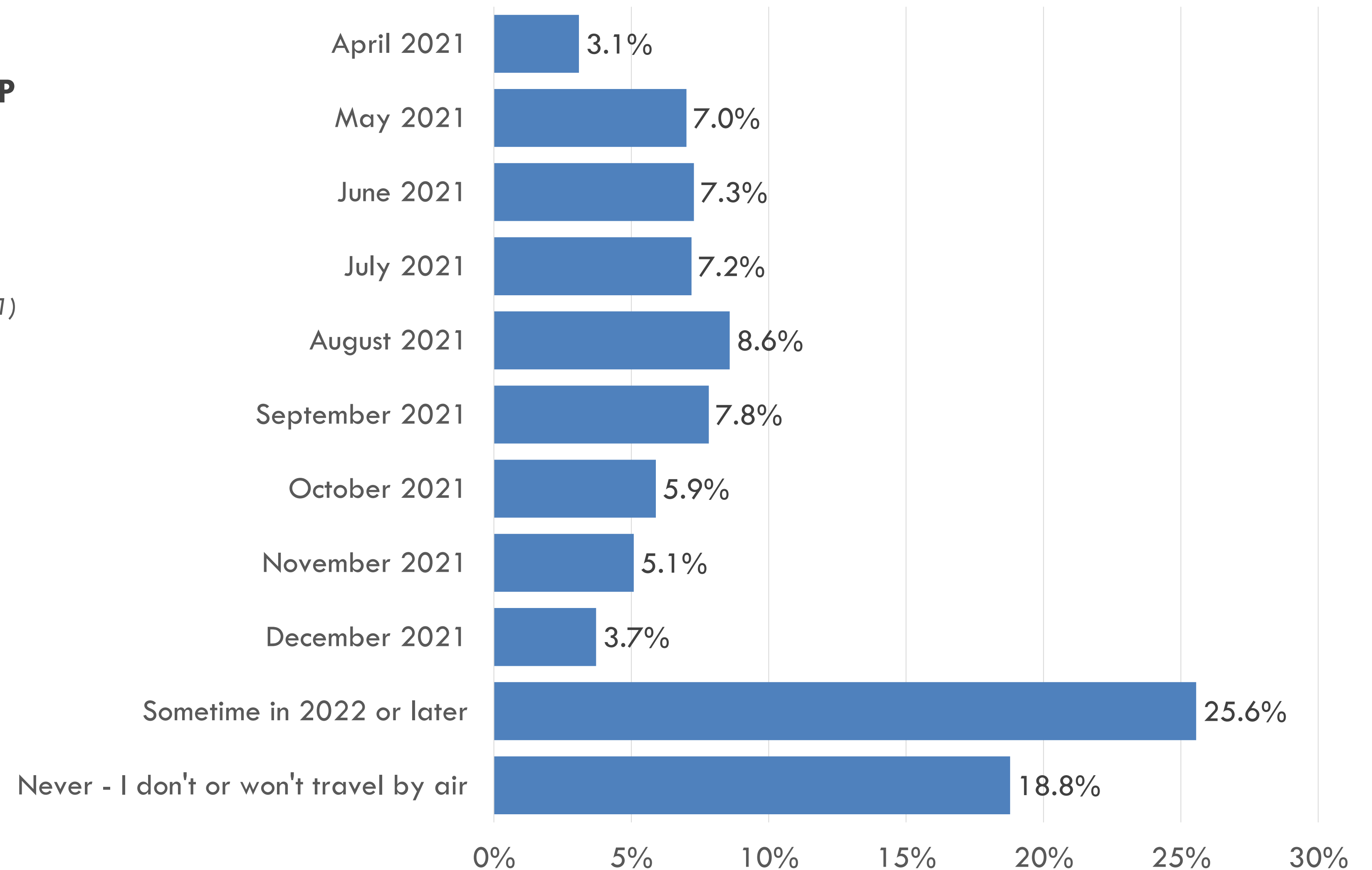
(Base: Wave 57 data. All respondents taking road trips, 1,060 completed surveys. Data collected April 9-11, 2021)



MONTH OF NEXT COMMERCIAL AIRLINE FLIGHT

Question: In what month do you expect you will take your NEXT TRIP ON A COMMERCIAL AIRLINE?

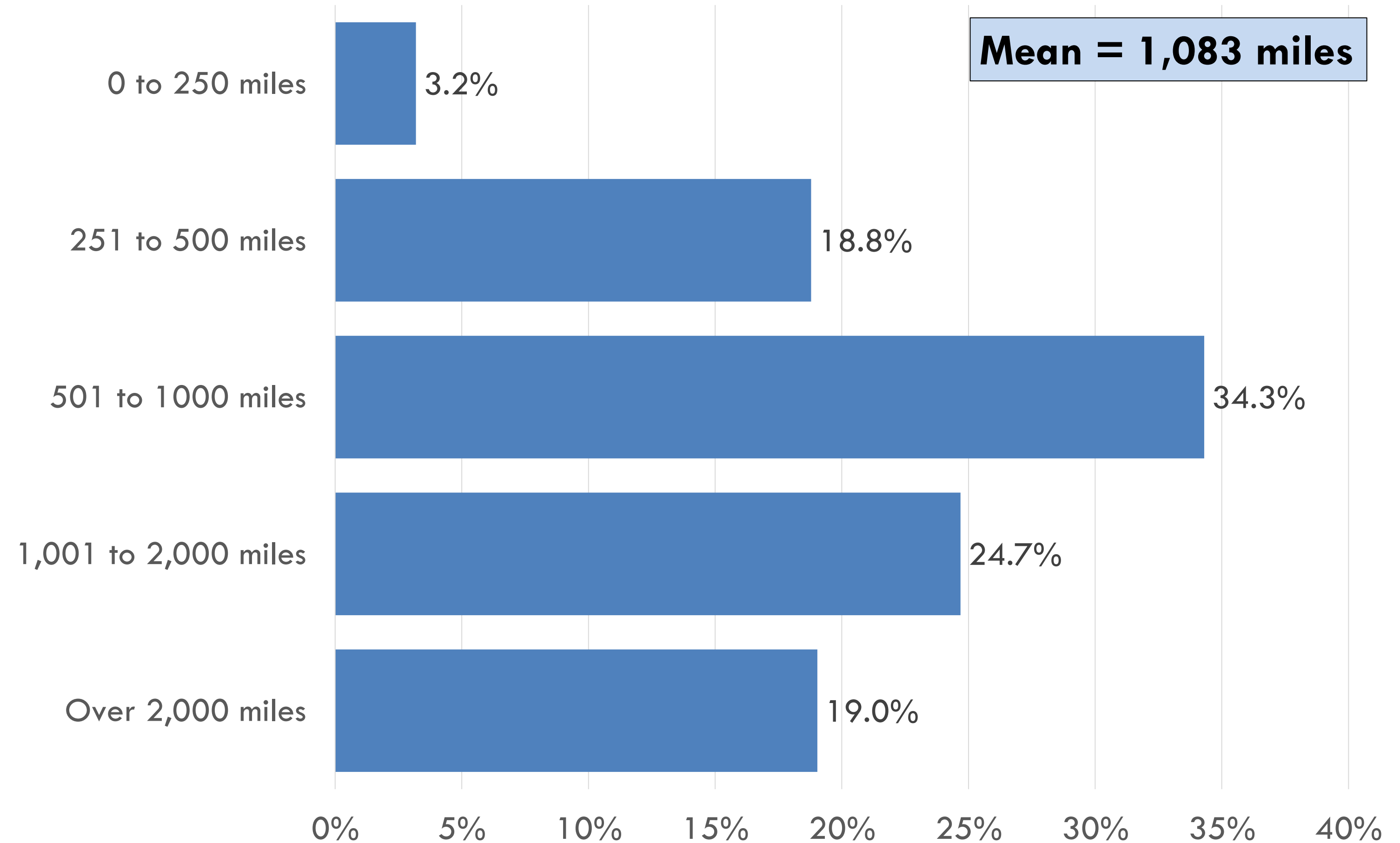
(Base: Wave 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)



NEXT COMMERCIAL AIRLINE TRIP: DISTANCE FROM HOME

Question: On your next TRIP ON A COMMERCIAL AIRLINE, how far away from home will you be likely to travel?

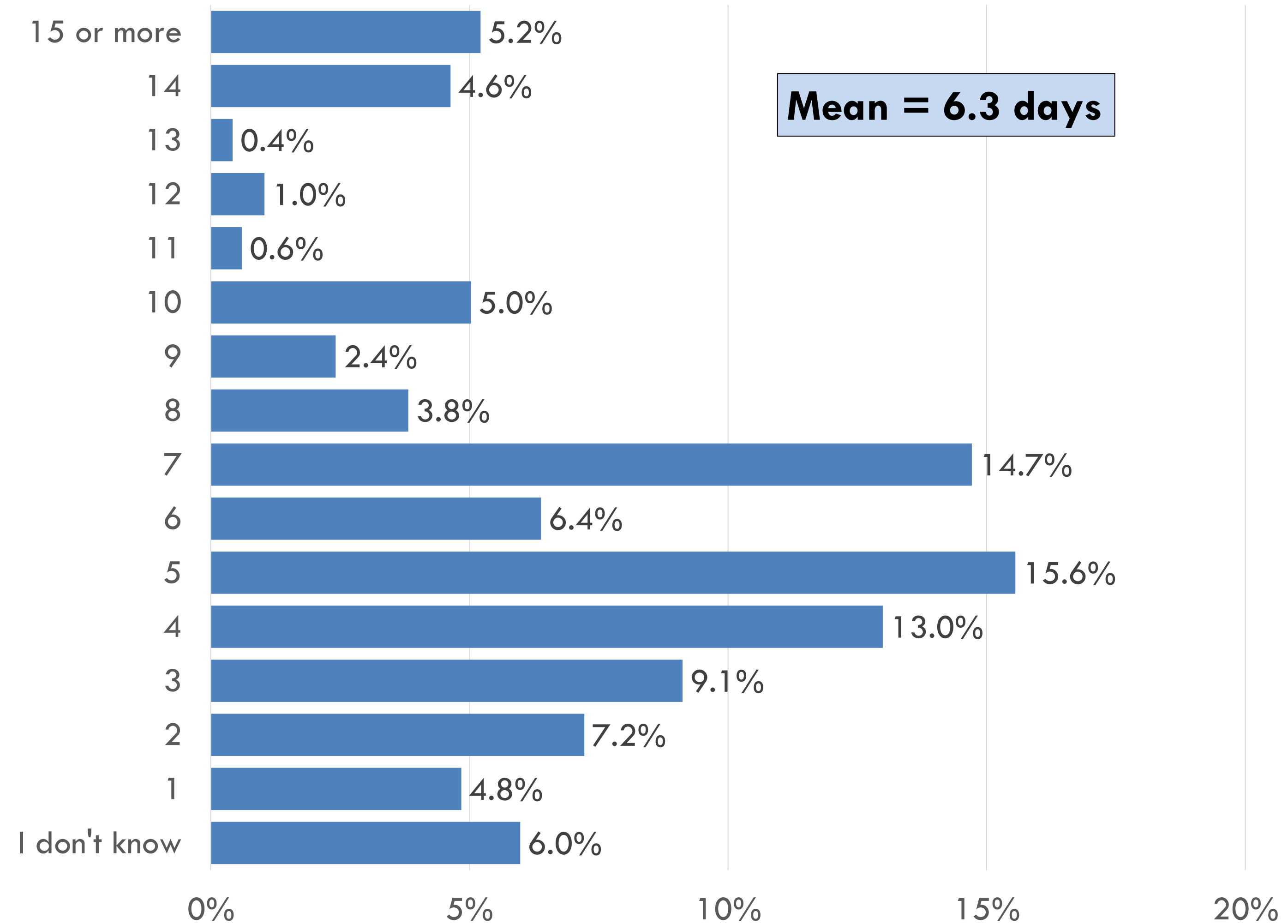
(Base: Wave 57 data. All respondents taking commercial airline trips, 987 completed surveys. Data collected April 9-11, 2021)



NEXT COMMERCIAL AIRLINE TRIP: LENGTH OF TRIP

Question: On your next TRIP ON A COMMERCIAL AIRLINE, how many days away from home do you expect to spend? (Select one)

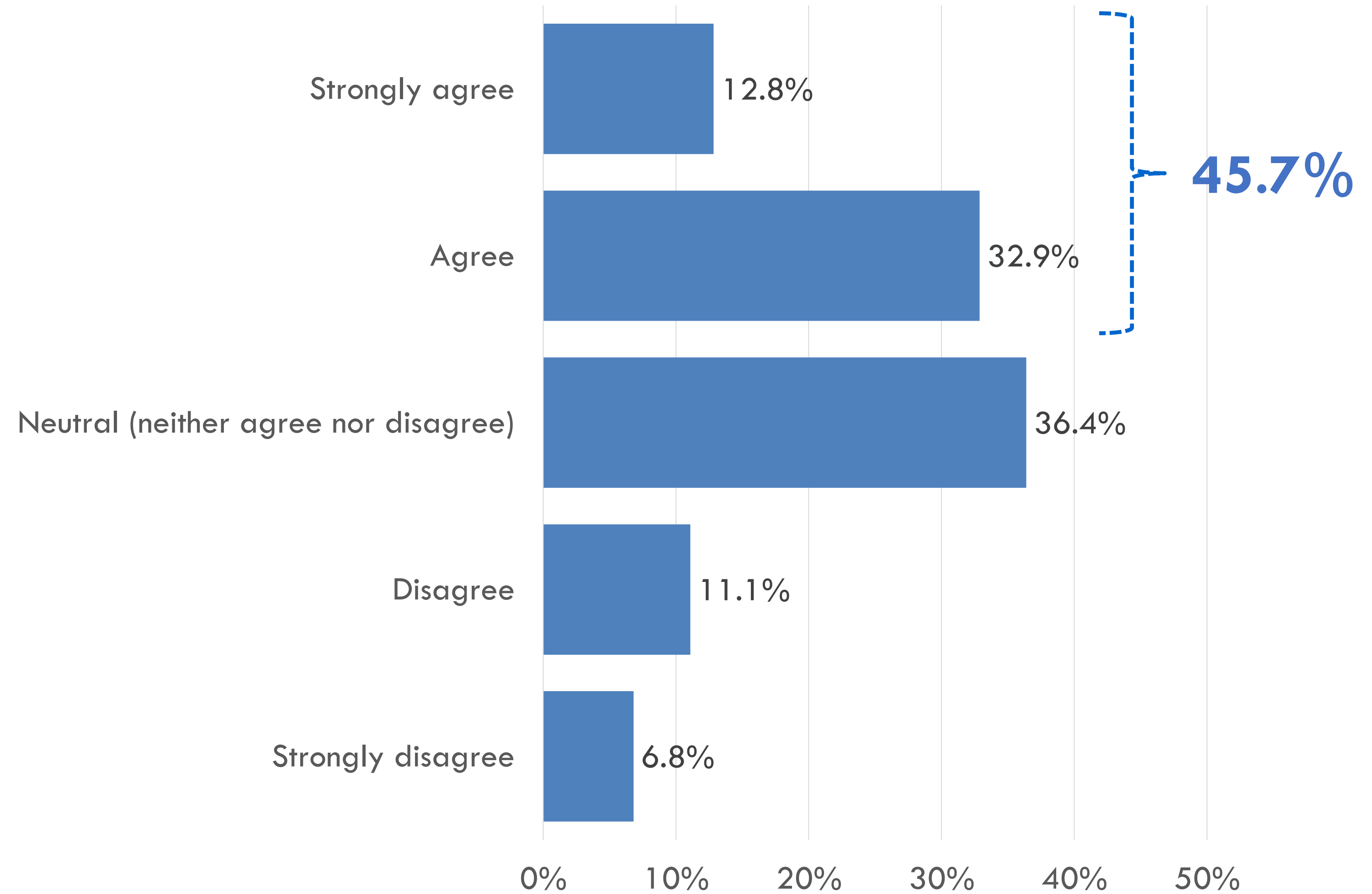
(Base: Wave 57 data. All respondents taking commercial airline trips, 927 completed surveys. Data collected April 9-11, 2021)



BOOKING TRAVEL RESERVATIONS CLOSER TO THE START OF TRIP

Question: This year, I expect to **BOOK MY TRAVEL RESERVATIONS** closer to the start of my trip(s) than I would in a normal year.

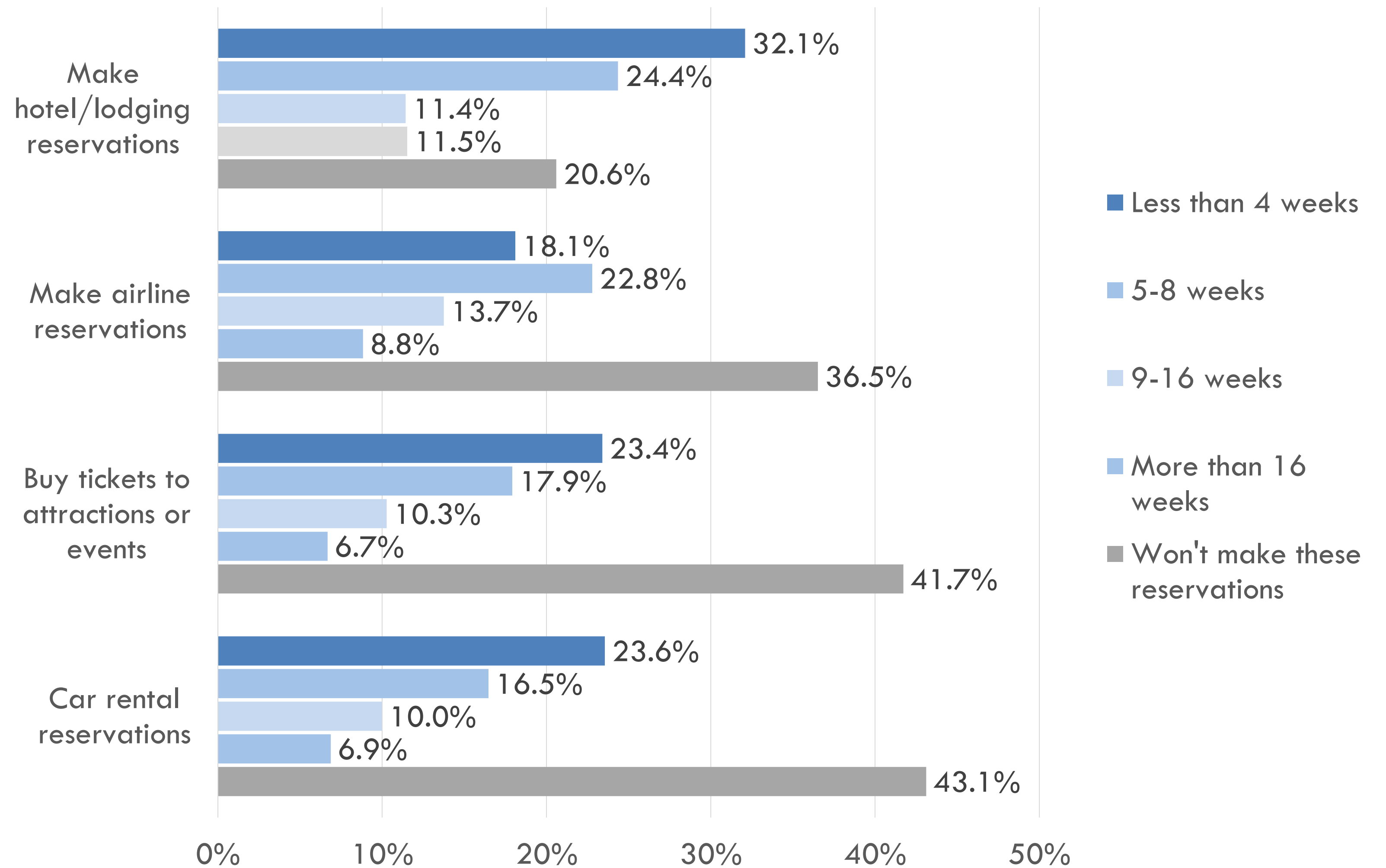
(Base: Wave 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)



ADVANCED RESERVATION BOOKINGS

Question: For your next leisure trip, **HOW FAR IN ADVANCE** will you (or did you already) begin making reservations? For each of the following, please use the scale to state how far in advance you will (or did) start making your reservations.

(Base: Wave 57 data. Respondents who expect to take 1 or more trip(s) in 2021, 960 completed surveys. Data collected April 9-11, 2021)

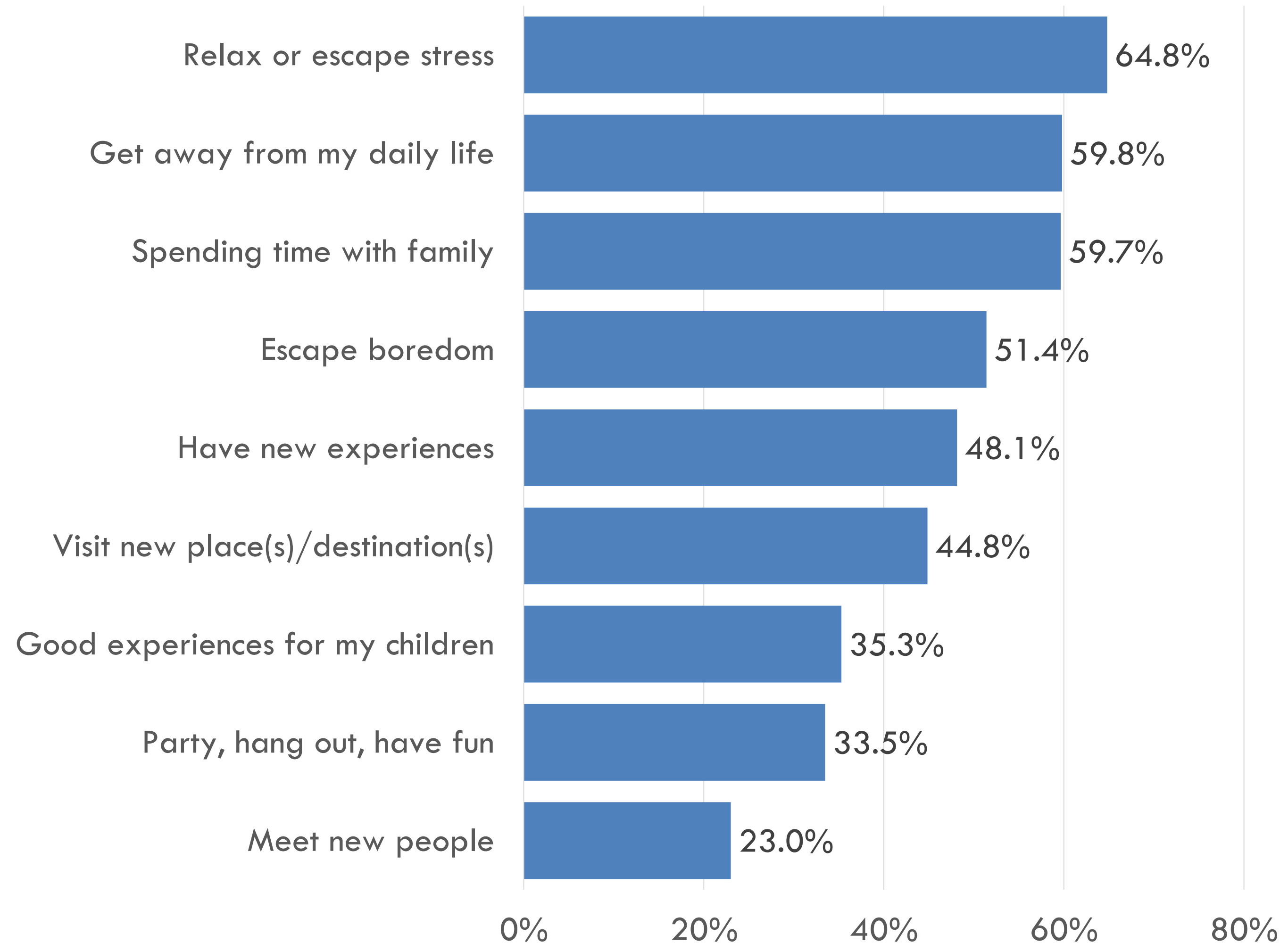


IMPORTANT FACTORS FOR NEXT LEISURE TRIP

Question: How important are each to why you will be traveling for your next leisure trip? (Use the scale below to evaluate the importance of each)

(Base: Wave 57 data. Respondents who expect to take 1 or more trip(s) in 2021, 960 completed surveys. Data collected April 9-11, 2021)

(Percent rating each as “Important” or “Critically important”)



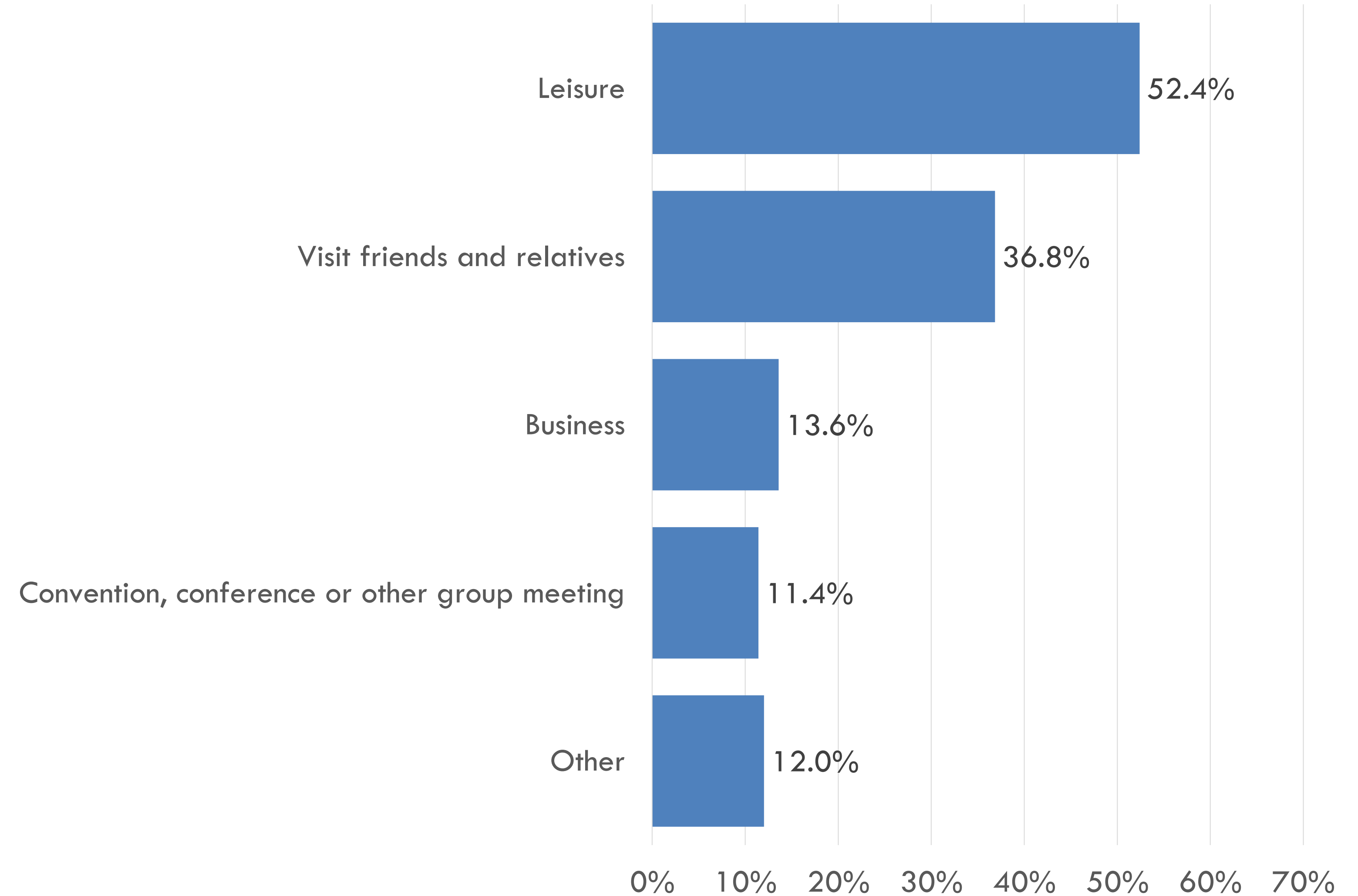


**TRAVEL IN THE
NEXT 3 MONTHS**

TRAVEL EXPECTED IN THE NEXT 3 MONTHS: TRIP TYPE

Question: Which of the following types of travel are you planning during the next 3 months?

(Base: Wave 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)

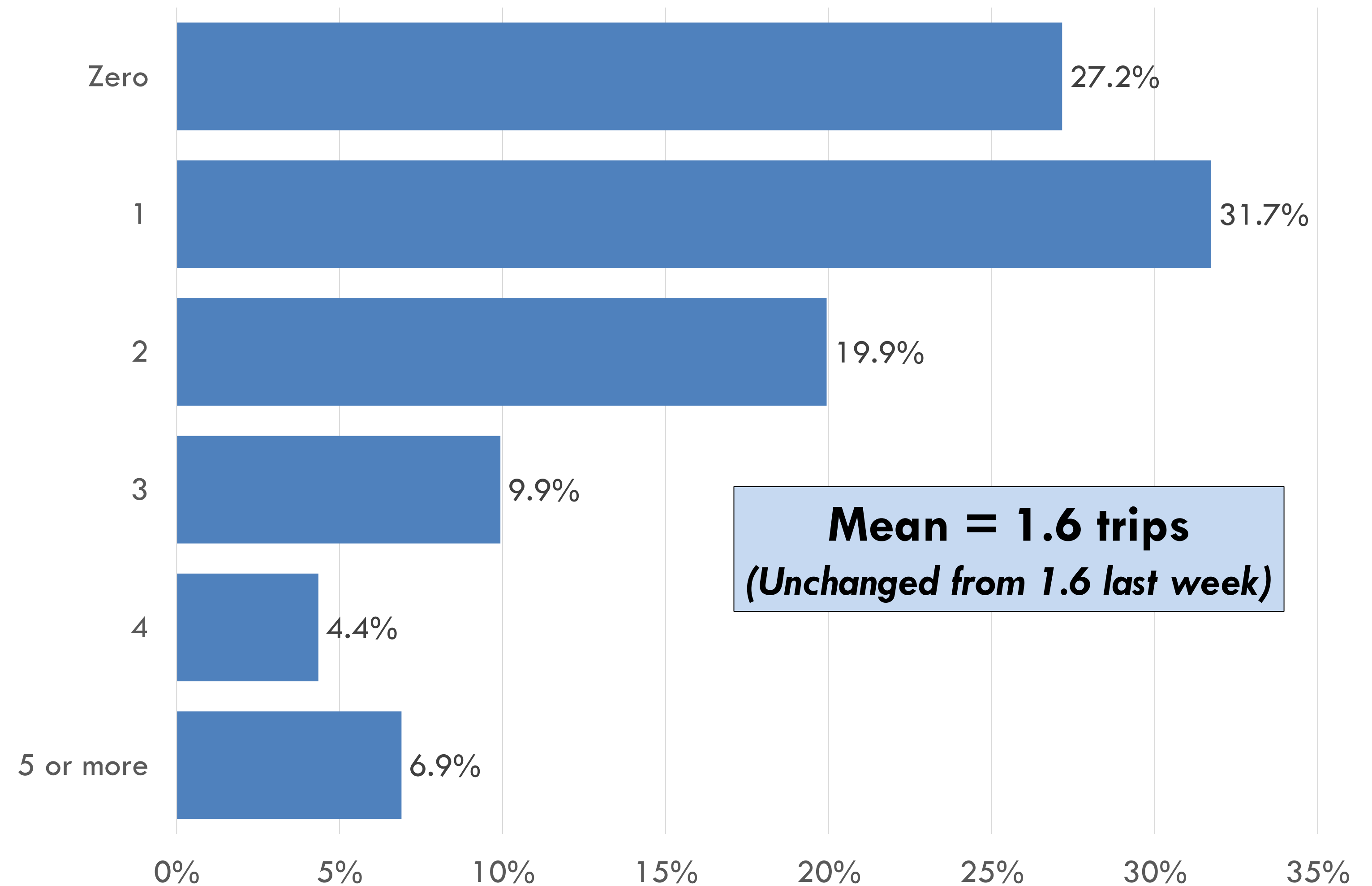


LEISURE TRIPS EXPECTED (NEXT 3 MONTHS)

Question: HOW MANY LEISURE TRIPS do you expect to take (even if tentatively) during the next three months?

I expect to take _____ leisure trips

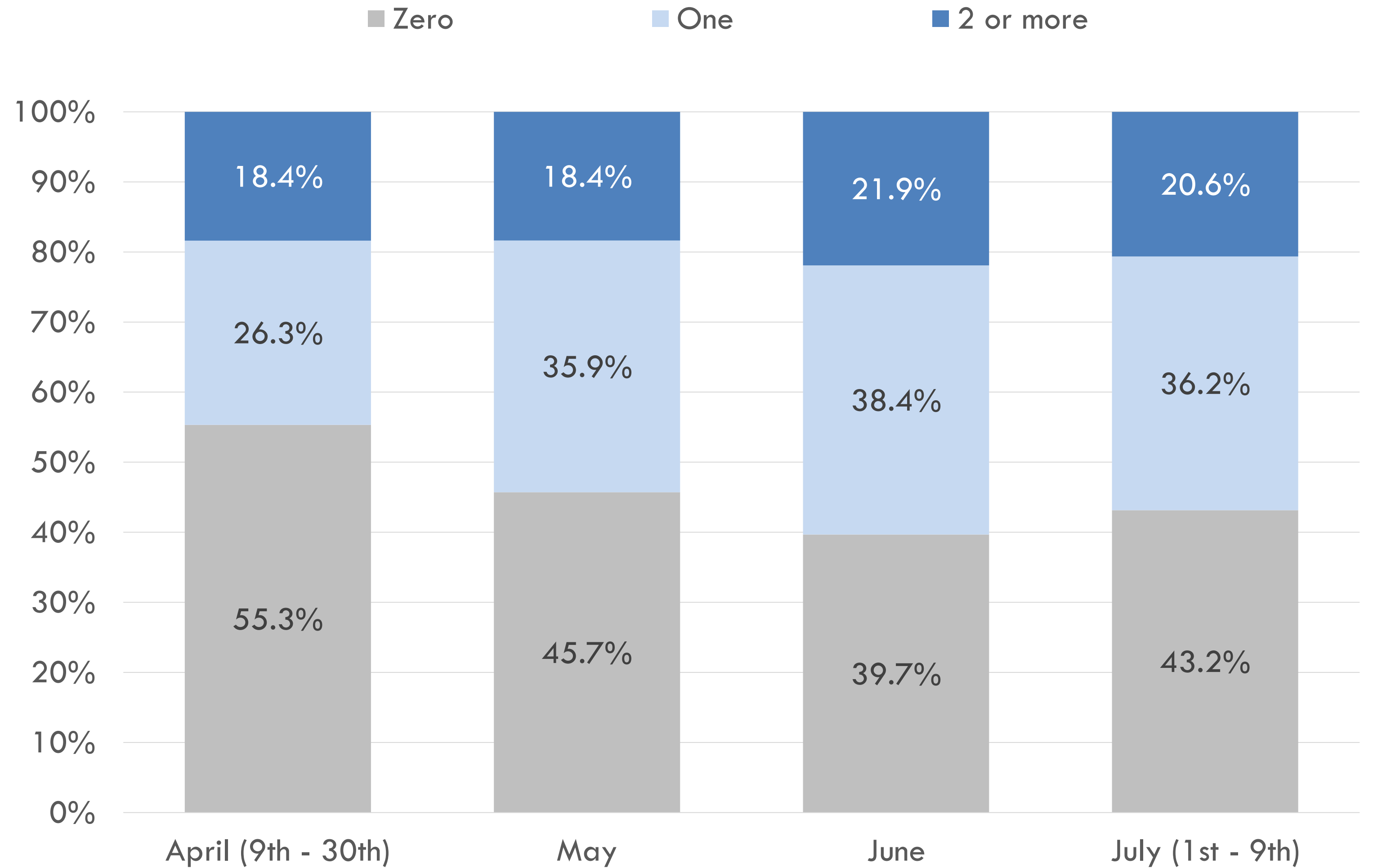
(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)



LEISURE TRIPS EXPECTED (BY MONTH)

Question: How many leisure trips do you expect to take (even if tentatively) in each of these months?

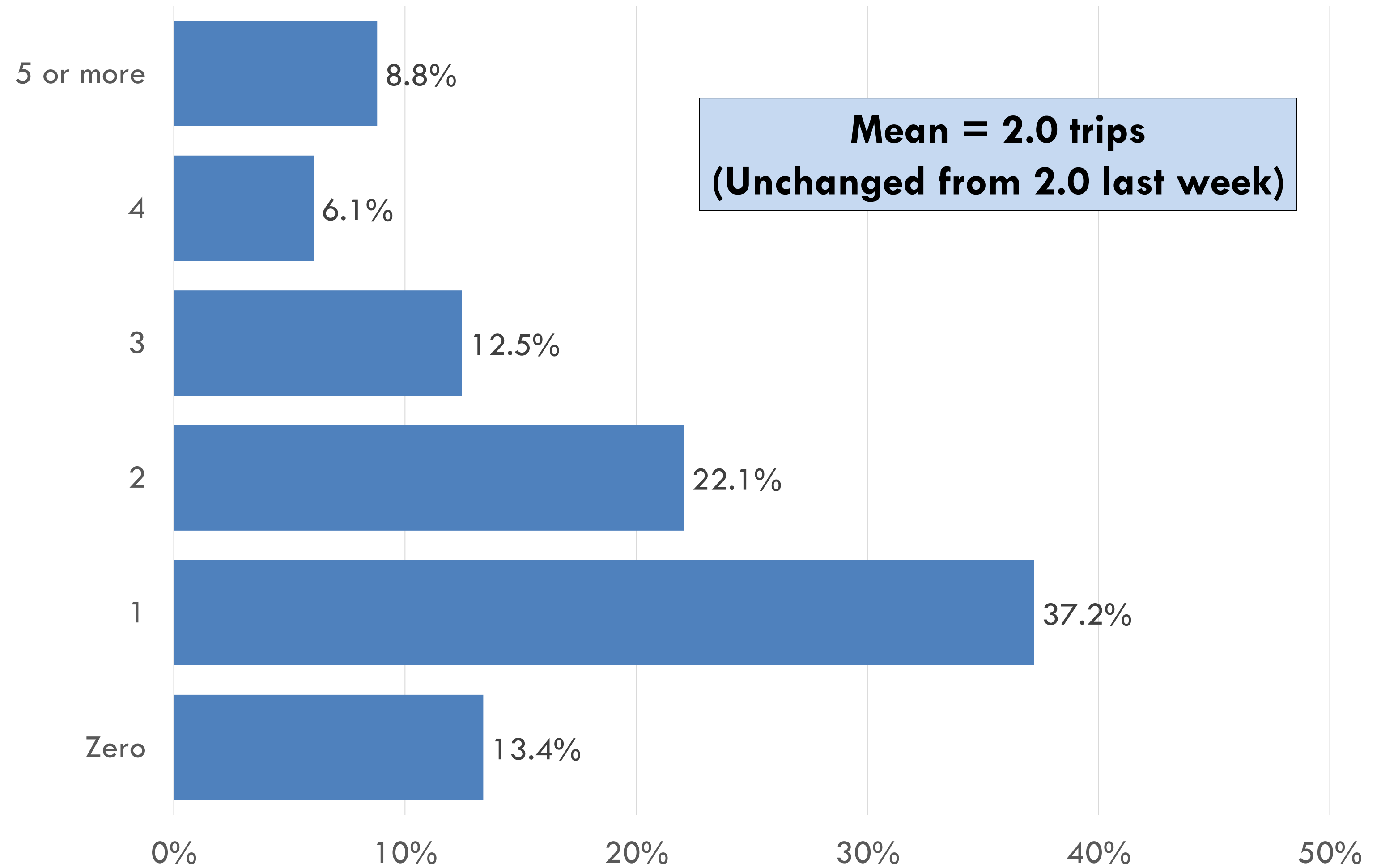
(Base: Wave 57 data. Respondents expecting to travel in the next three months, 879 completed surveys. Data collected April 9-11, 2021)



OVERNIGHT TRIPS EXPECTED (NEXT 3 MONTHS)

Question: How many of these leisure trips will be **OVERNIGHT TRIPS** (i.e., trips including at least one night away from your home)?

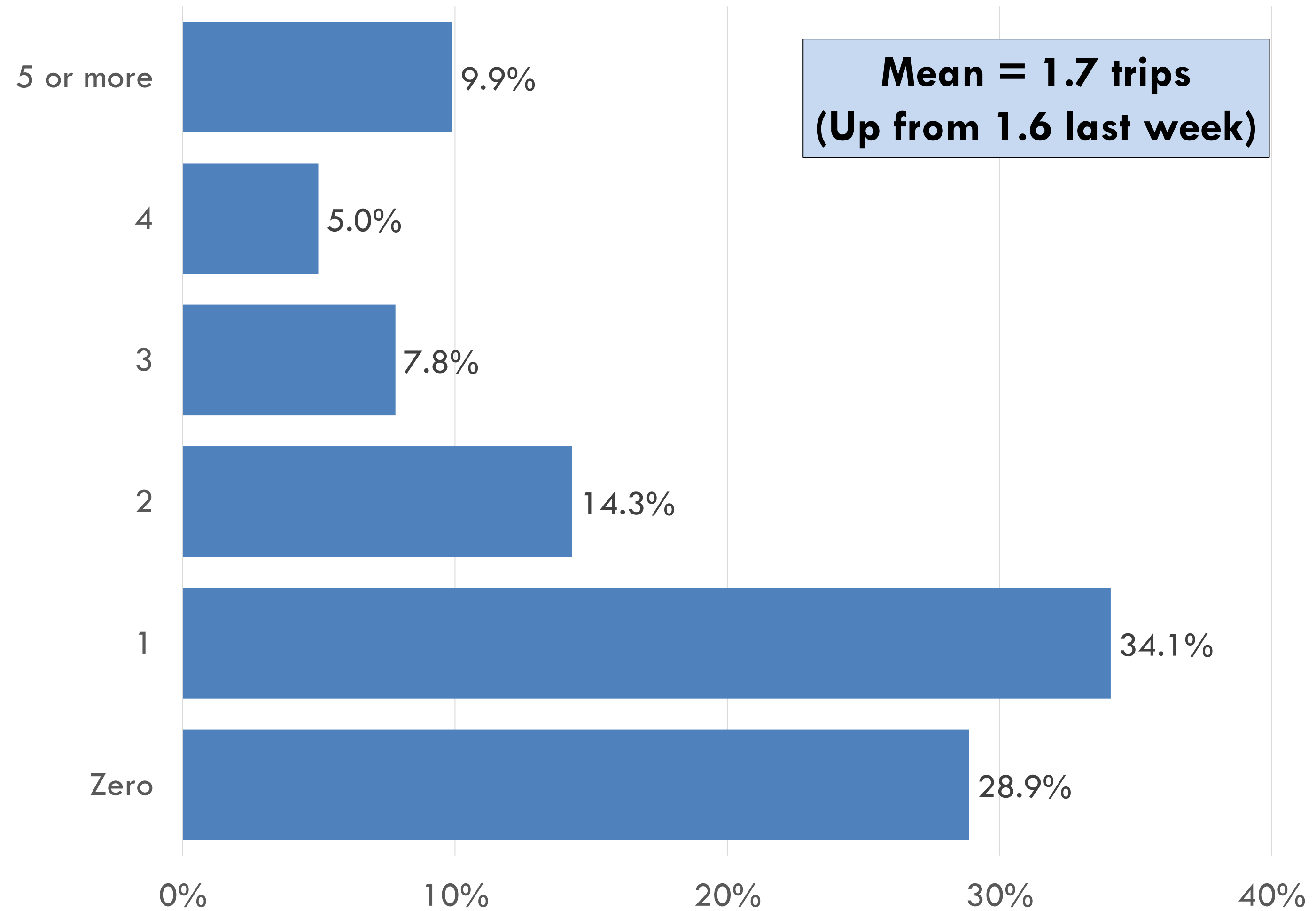
(Base: Wave 57 data. Respondents expecting to travel in the next three months, 879 completed surveys. Data collected April 9-11, 2021)



REGIONAL TRIPS EXPECTED (NEXT 3 MONTHS)

Question: How many of these leisure trips will be **REGIONAL TRIPS** (travel less than 250 miles from your home)?

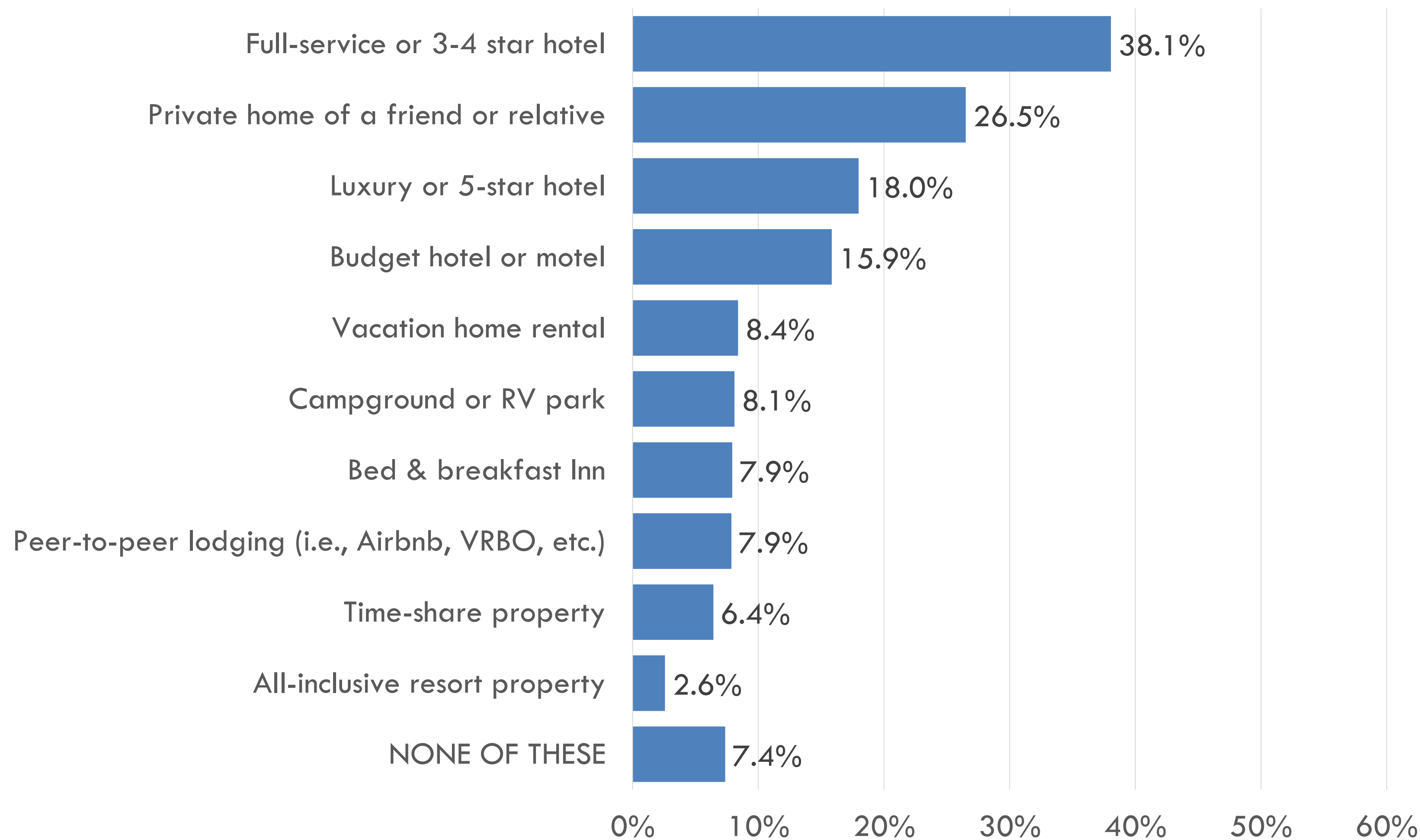
(Base: Wave 57 data. Respondents expecting to travel in the next three months, 879 completed surveys. Data collected April 9-11, 2021)



EXPECTED PLACE OF STAY (NEXT 3 MONTHS)

Question: On these leisure trips, in which of the following are you expecting to stay overnight?

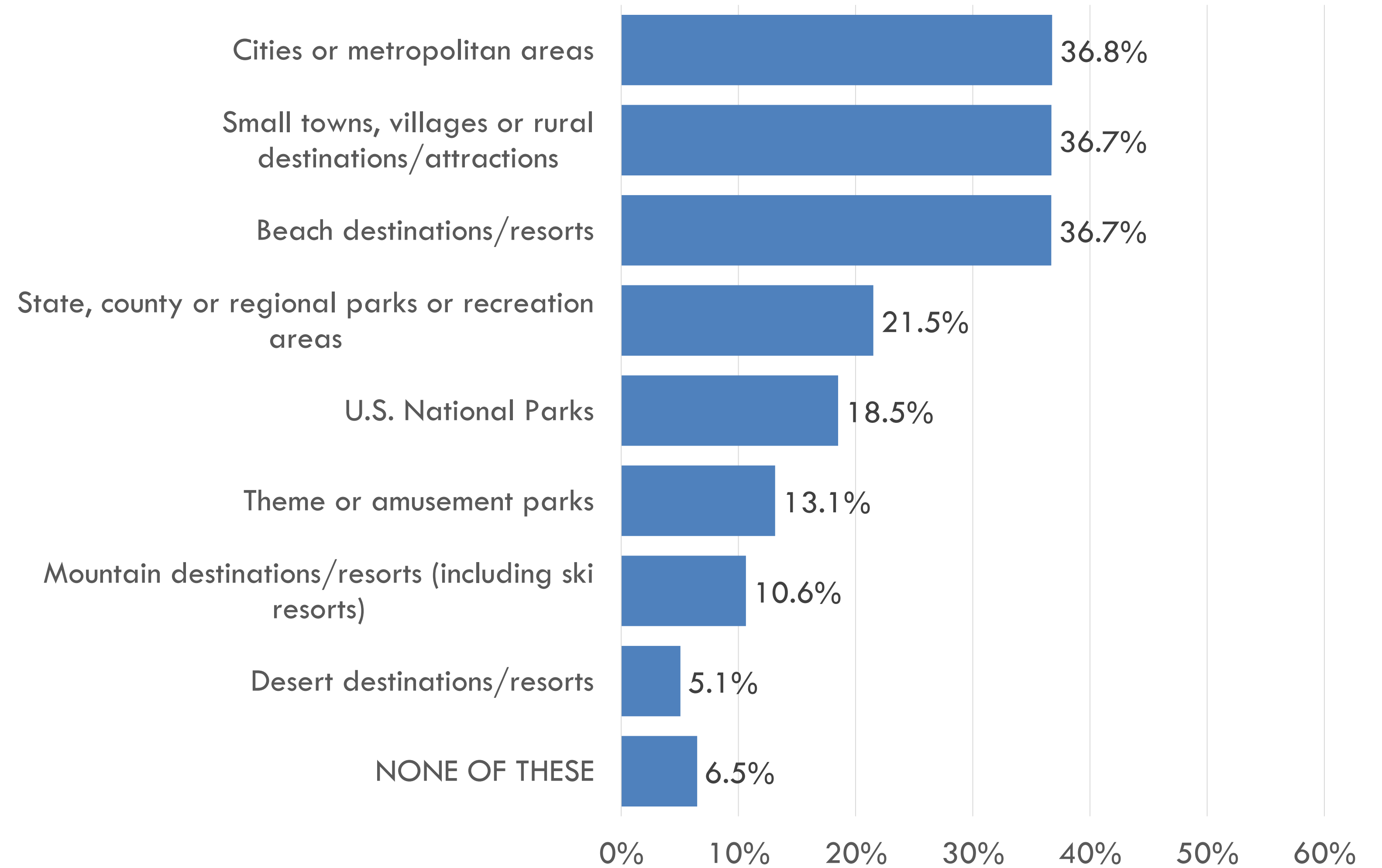
(Base: Wave 57 data. Respondents expecting to travel in the next three months, 879 completed surveys. Data collected April 9-11, 2021)



DESTINATION TYPES EXPECTED (NEXT 3 MONTHS)

Question: On these leisure trips, which of the following are you expecting to visit?

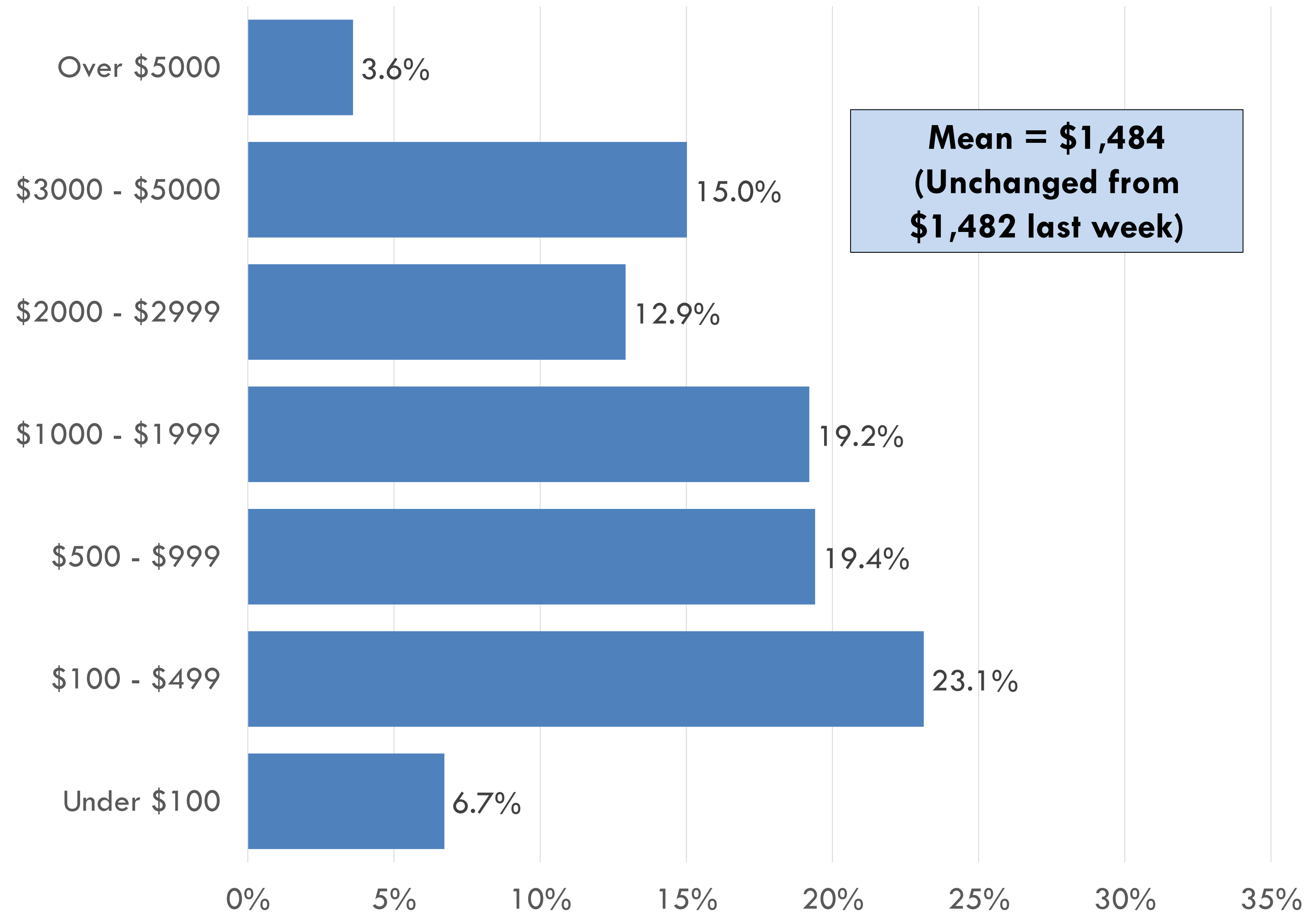
(Base: Wave 57 data. Respondents expecting to travel in the next three months, 879 completed surveys. Data collected April 9-11, 2021)



EXPECTED LEISURE TRAVEL SPENDING (NEXT 3 MONTHS)

Question: How much IN TOTAL do you expect to spend on the leisure trips you will take in the NEXT THREE-MONTH PERIOD?

(Base: Wave 57 data. Respondents expecting to travel in the next three months, 879 completed surveys. Data collected April 9-11, 2021)



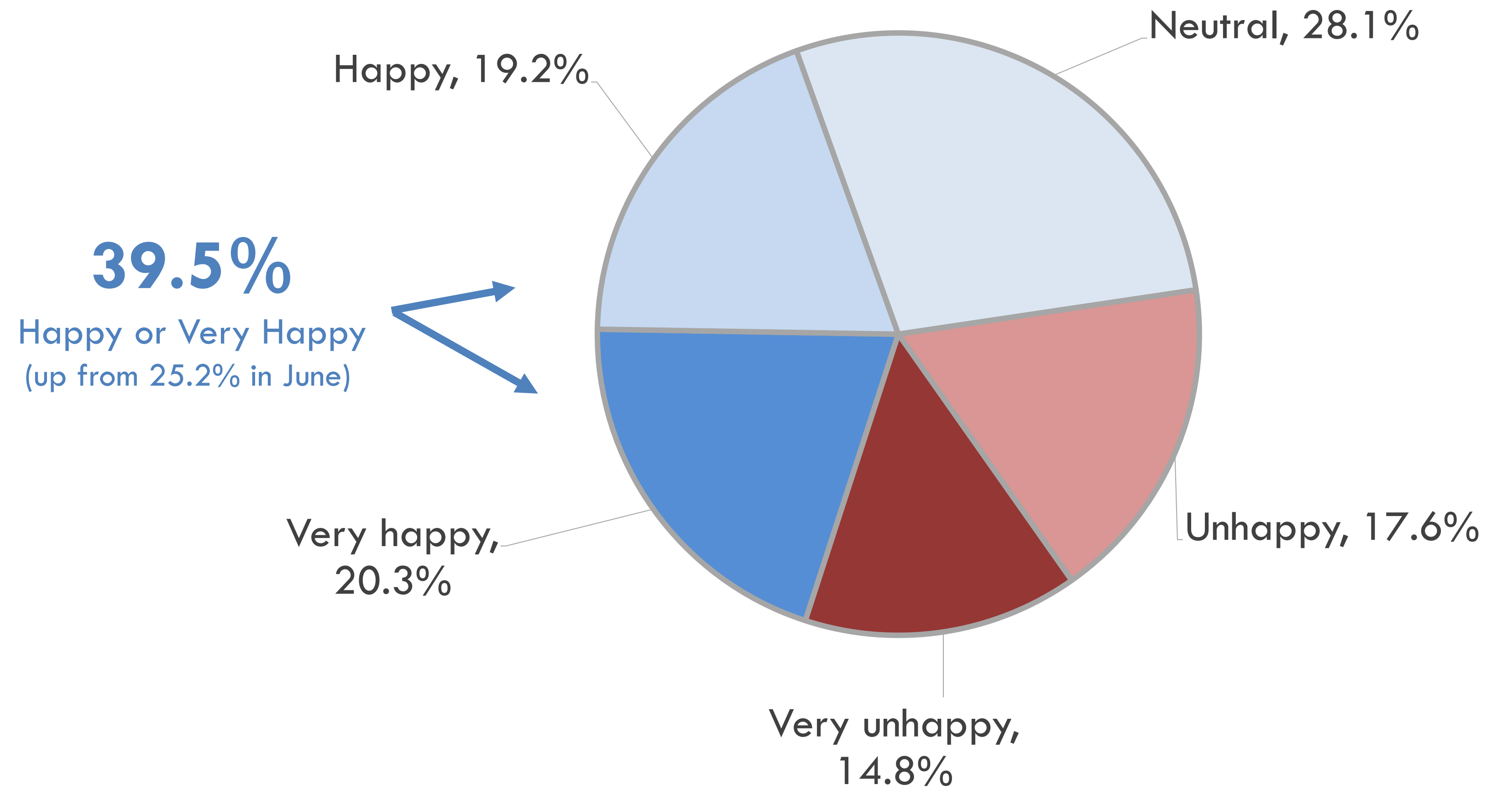
THE RETURN OF GROUP MEETINGS

A large crowd of people is seen from behind, filling the foreground and middle ground. They are looking towards a stage area in the distance. The scene is illuminated by a dense array of stage lights, primarily in shades of blue and orange, creating a bokeh effect in the background. The overall atmosphere is that of a large-scale event or concert.

FEELINGS ABOUT BEING ASKED TO TRAVEL OUT-OF-STATE FOR BUSINESS

Question: How would you feel if your employer needed you to take an out-of-state business trip some time in the next 6 months?

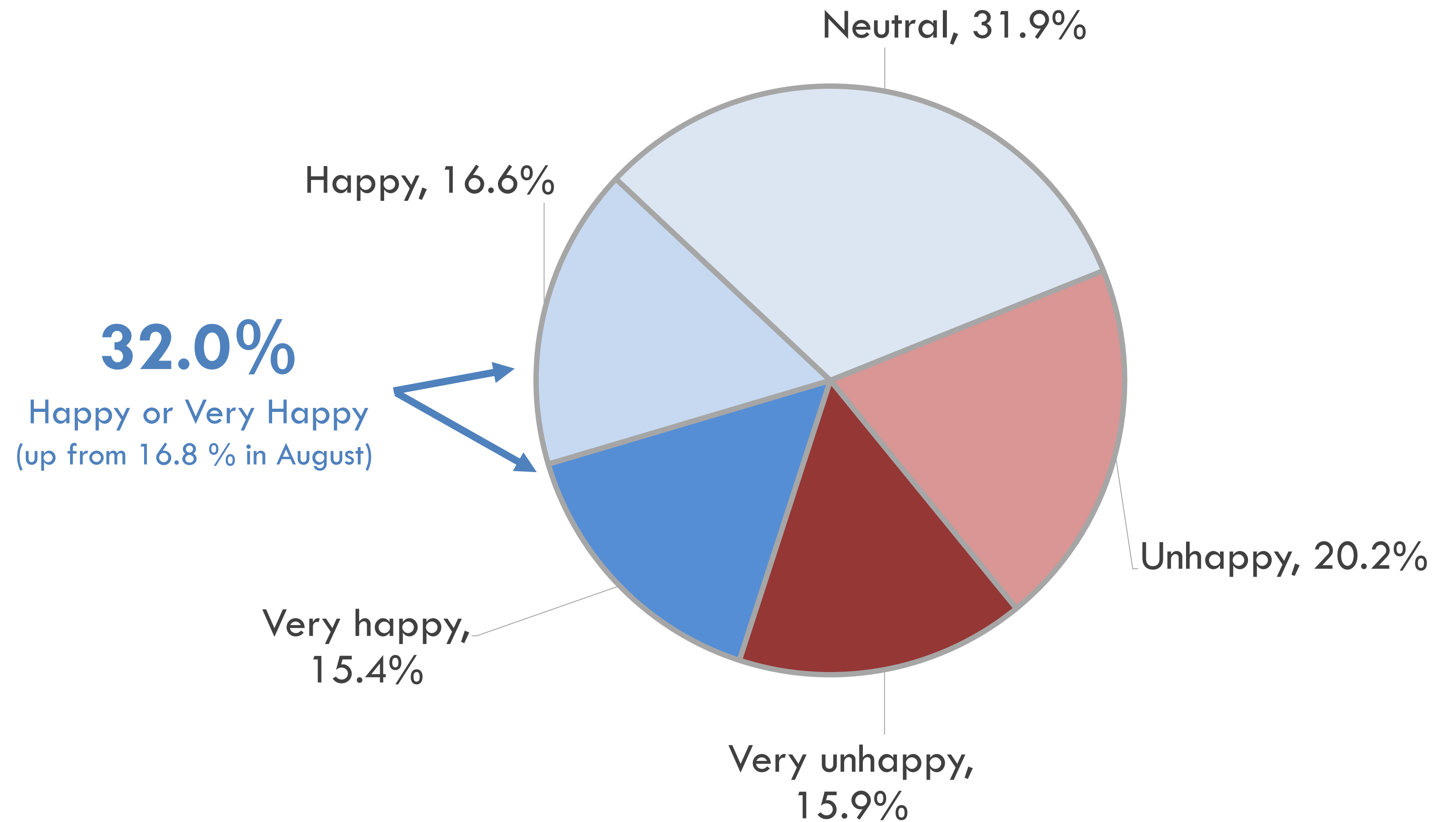
(Base: Waves 57 data. All respondents who are currently employed, 865 completed surveys. Data collected April 9-11, 2021)



FEELINGS ABOUT ATTENDING A GROUP MEETING

Question: How would you feel if you were asked to attend a conference, convention or group meeting sometime in the NEXT SIX (6) MONTHS?

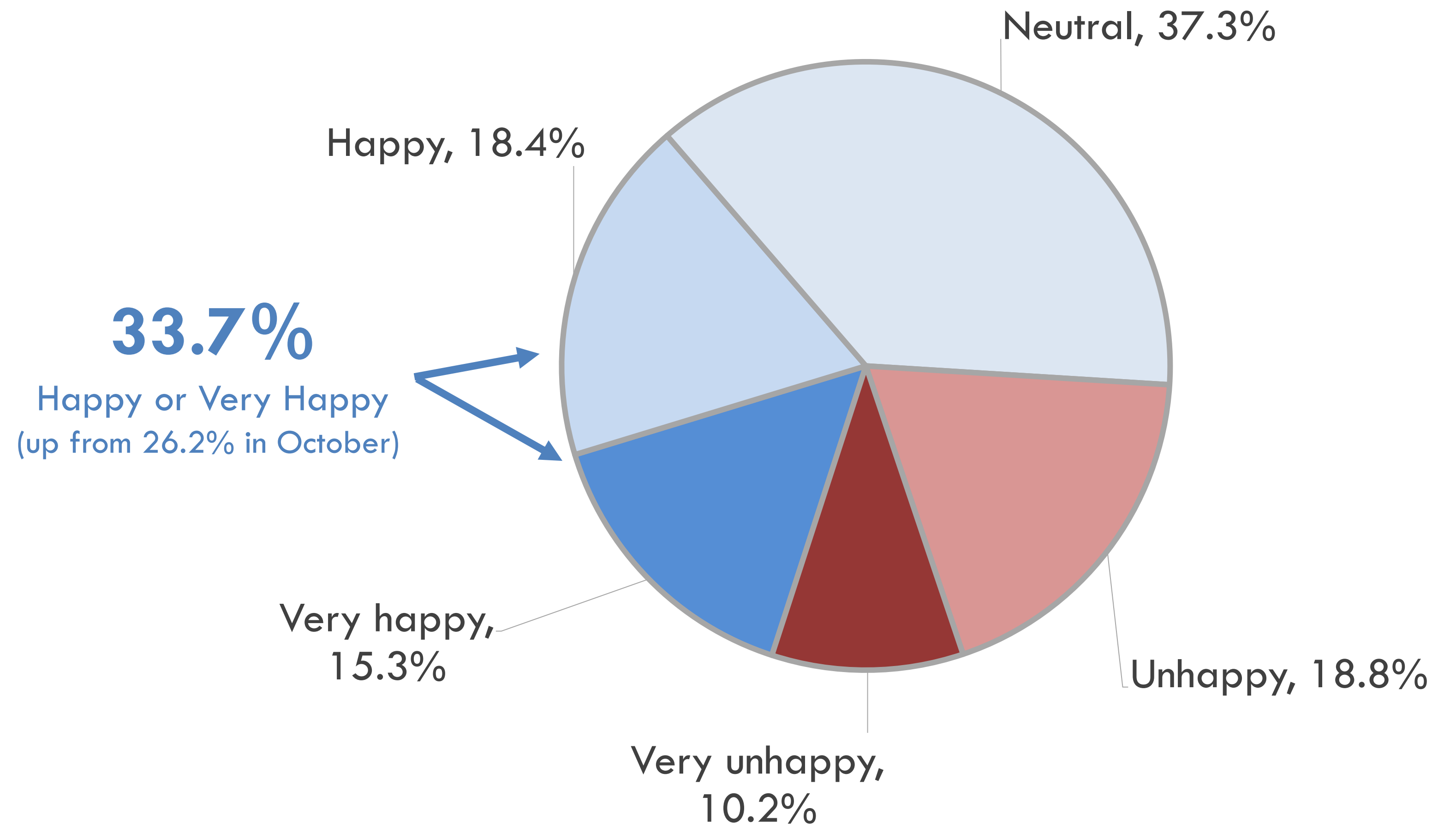
(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)



FEELINGS ABOUT MEETINGS IN HOME COMMUNITIES

Question: How would you feel if you learned that a conference, convention or group meeting was being held in your community in the **NEXT SIX (6) MONTHS?**

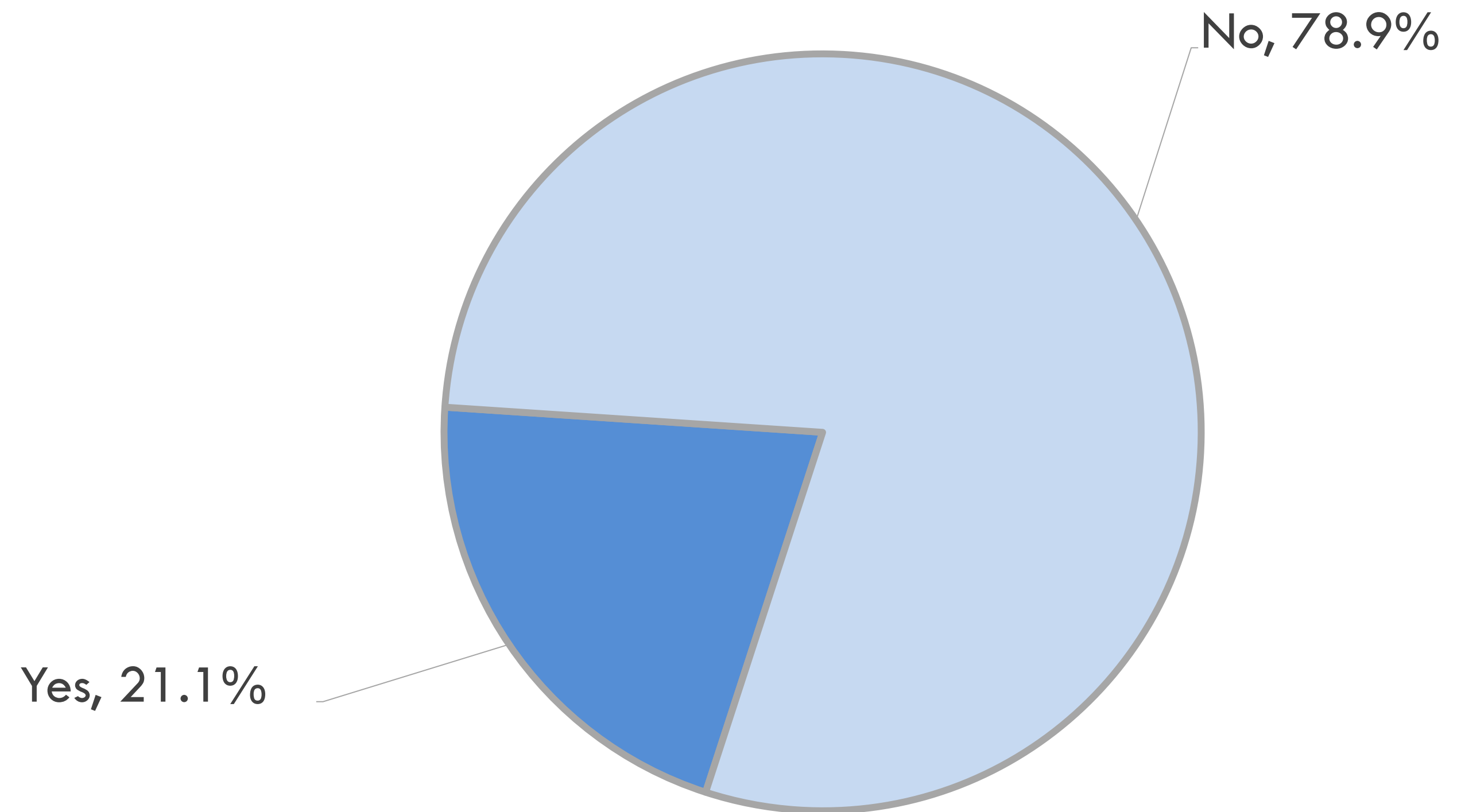
(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)



PLANS FOR ATTENDING MEETINGS THIS YEAR

Question: Do you currently have any travel (even tentatively) planned for a convention, conference or other group meeting at some point this year (i.e., 2021)?

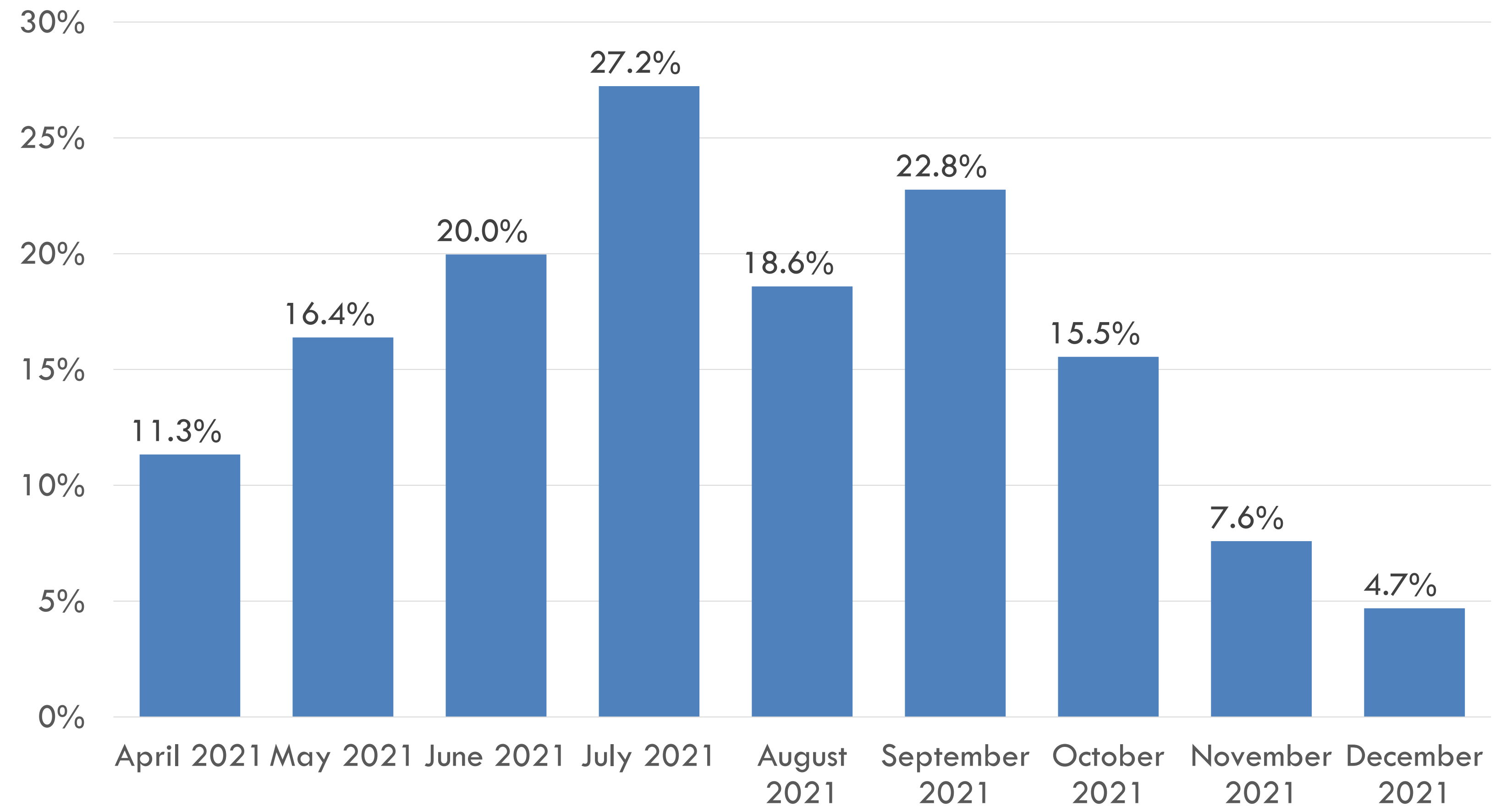
(Base: Waves 57 data. All respondents who are currently employed, 865 completed surveys. Data collected April 9-11, 2021)



MONTHS OF PLANNED MEETINGS TRAVEL

Question: In what month(s) do you have travel for a **CONVENTION, CONFERENCE OR GROUP MEETING** planned? (Select all that apply)

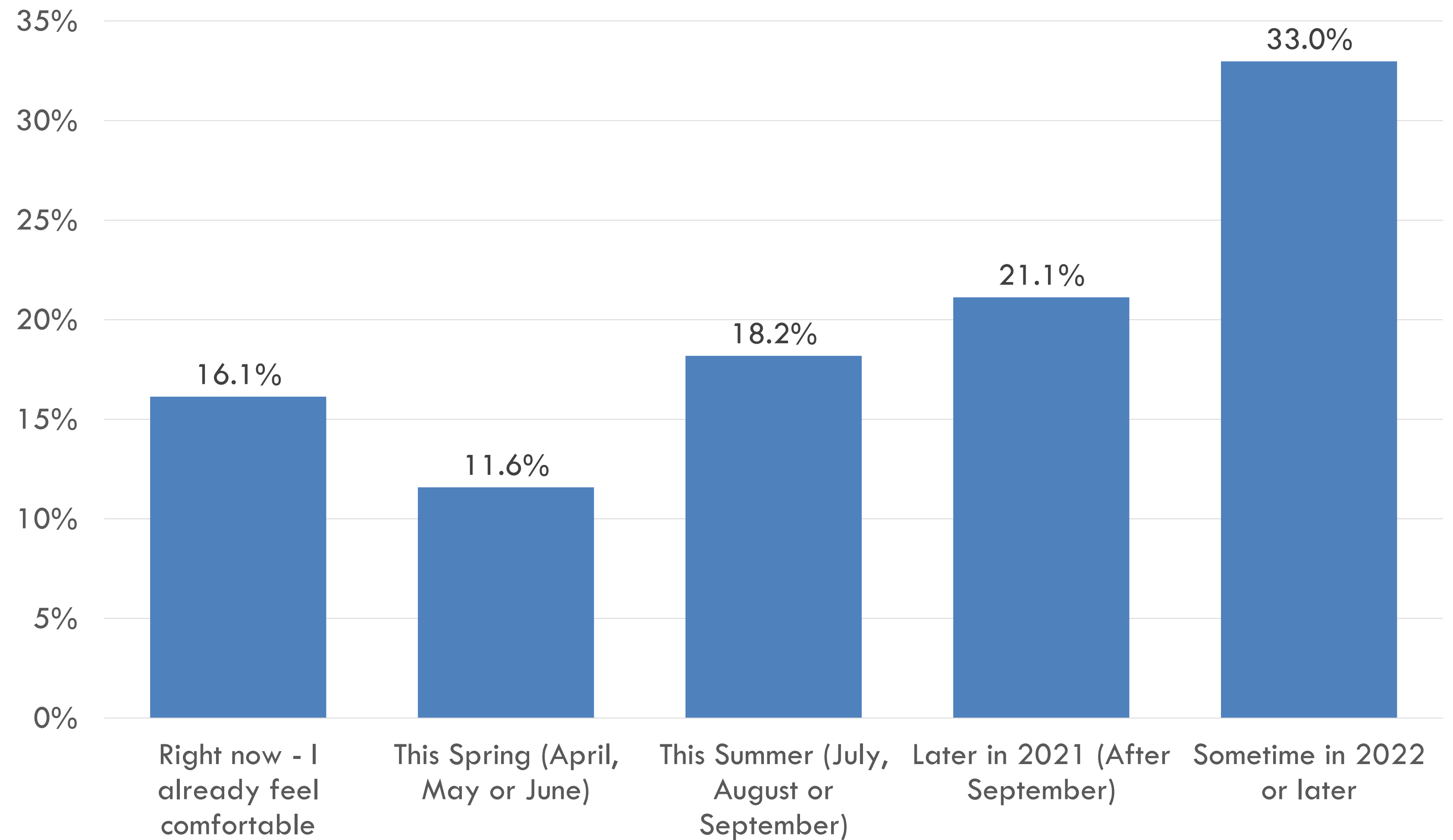
(Base: Waves 57 data. Respondents who are currently planning a meetings-related trip, 157 completed surveys. Data collected April 9-11, 2021)



EXPECTATIONS FOR COMFORT ATTENDING IN-PERSON MEETINGS

Question: When do you expect you will feel comfortable enough to attend in-person conventions, conferences or group meetings again?

(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)



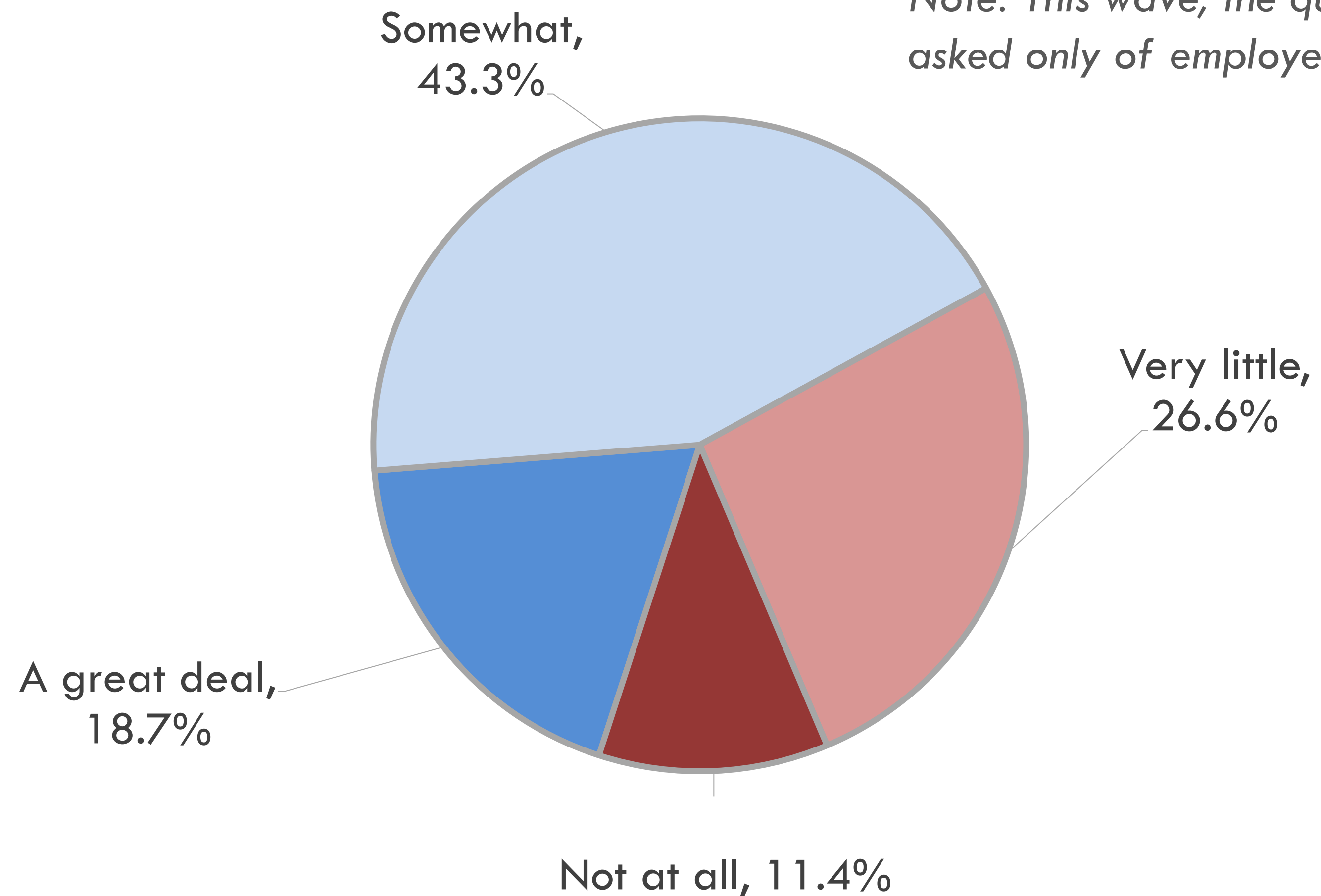
TRUST IN FELLOW MEETINGS ATTENDEES

Question: Suppose you were to attend a conference or convention sometime in the next 12 months. In general, how much would you trust your fellow attendees to conduct themselves appropriately, doing what they can to protect other attendees from exposure to the COVID-19 virus?

I trust my fellow attendees _____.

(Base: Waves 57 data. All respondents who are currently employed, 865 completed surveys. Data collected April 9-11, 2021)

Note: This wave, the question was asked only of employed respondents.



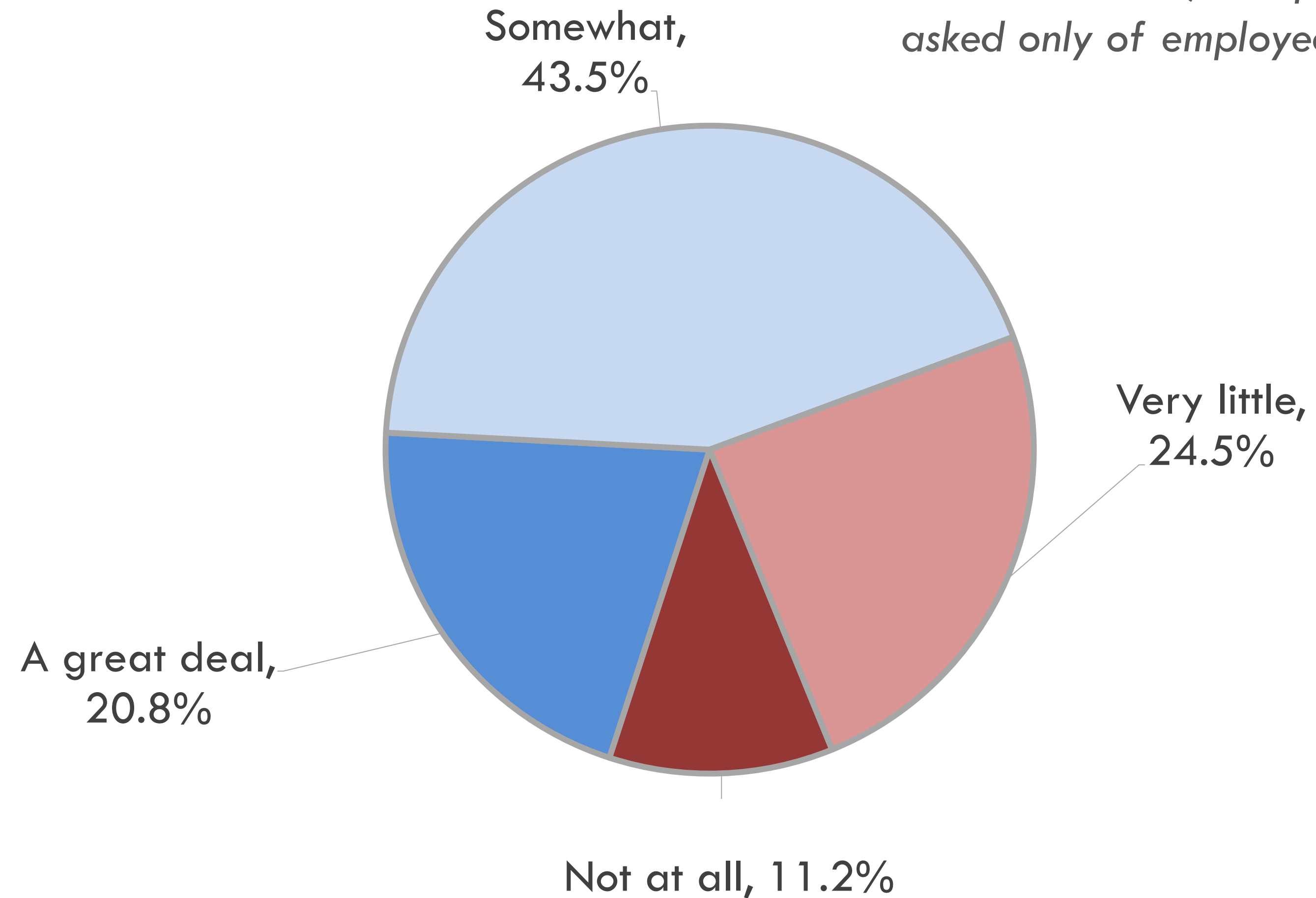
TRUST IN HOSTING ORGANIZATION

Question: In general, how much would you trust the organization hosting the conference or convention to look out for your health?

I would trust the hosting organization _____.

(Base: Waves 57 data. All respondents who are currently employed, 865 completed surveys. Data collected April 9-11, 2021)

Note: This wave, the question was asked only of employed respondents.

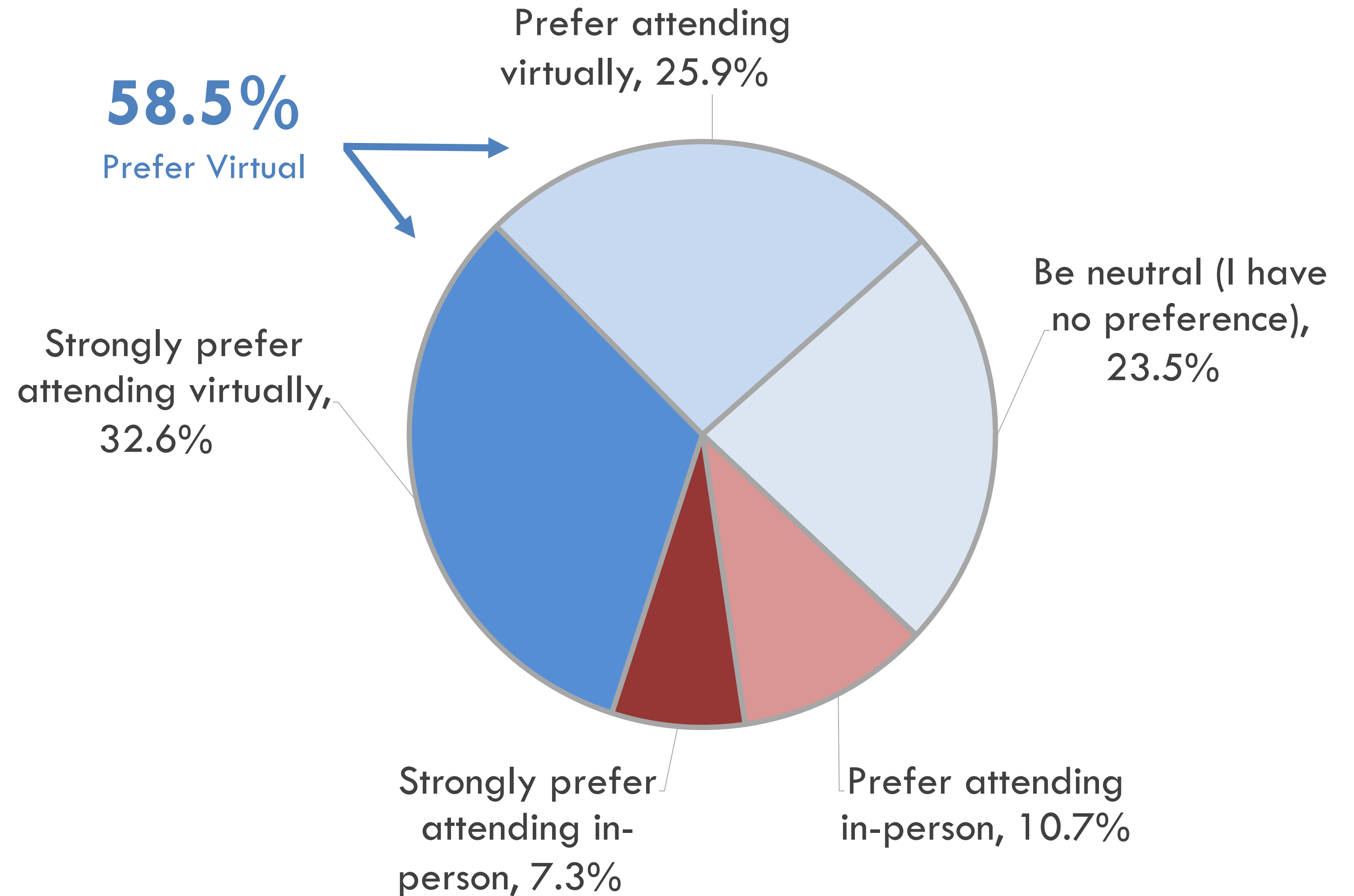


CURRENT PREFERENCE FOR VIRTUAL OR IN-PERSON MEETINGS

Question: If you were going to **ATTEND A GROUP MEETING OR LECTURE** in the next month, would you prefer to do so in-person or virtually (i.e., through a video conference system)?

I would _____

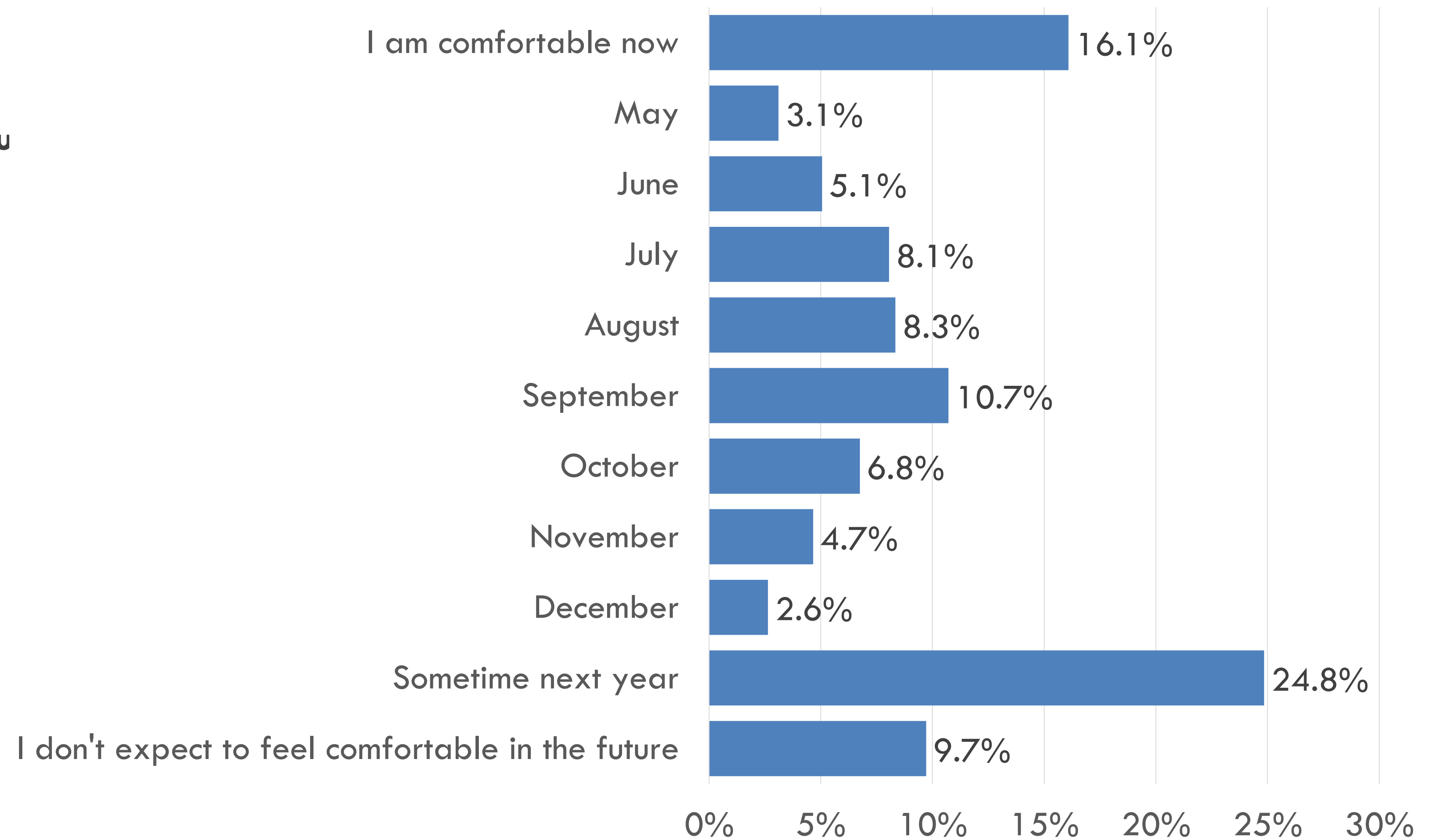
(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)



EXPECTATIONS FOR COMFORT AT IN-PERSON GROUP MEETINGS

Question: When do you expect you will feel comfortable attending an **IN-PERSON GROUP MEETING OR LECTURE?** (Select the first month you expect you will be comfortable)

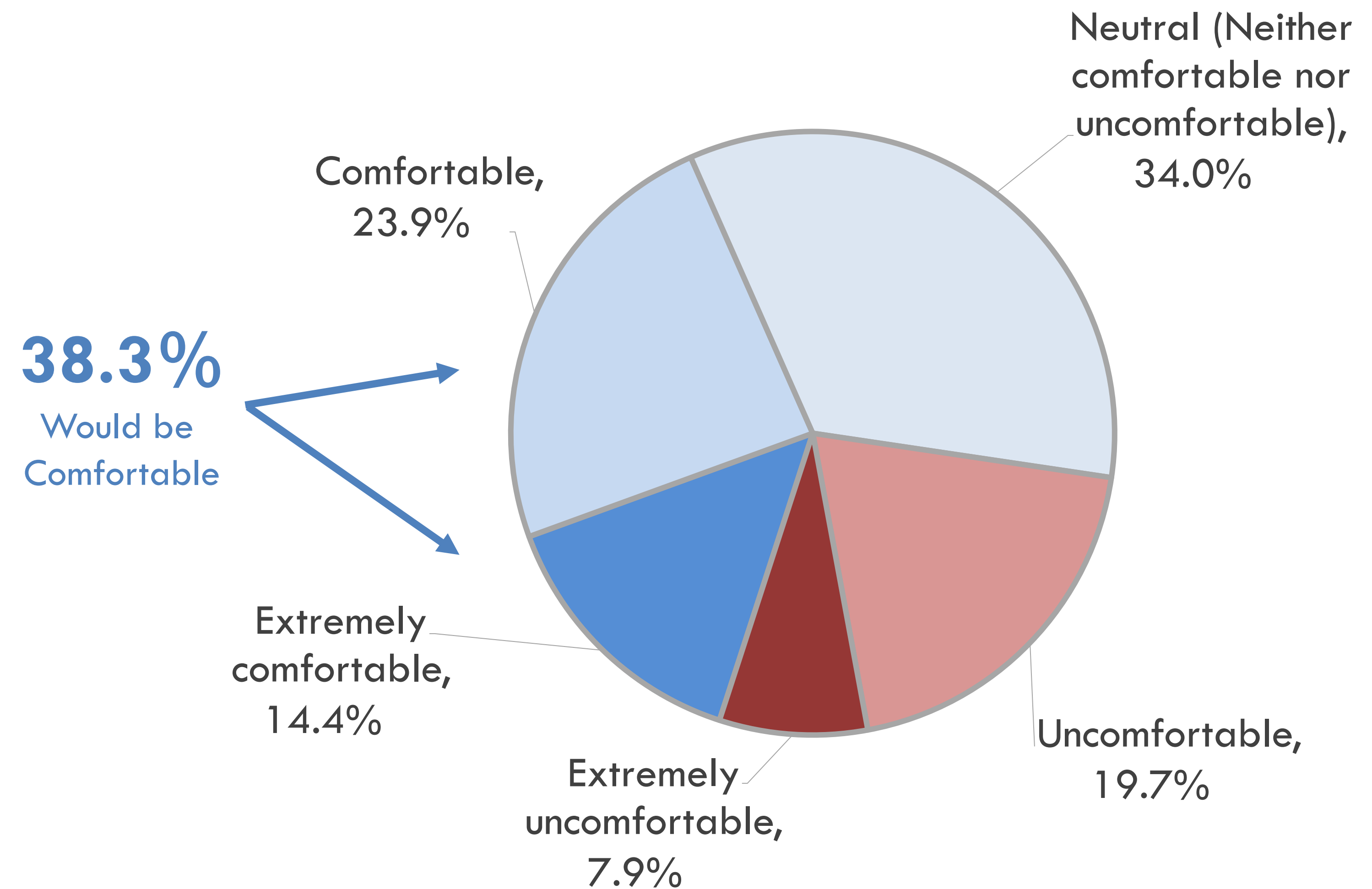
(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)



CURRENT COMFORT IN A SMALL GROUP MEETING

Question: If properly organized, how comfortable would you currently expect to be in a seated, **SMALL GROUP** lecture? (Select one)

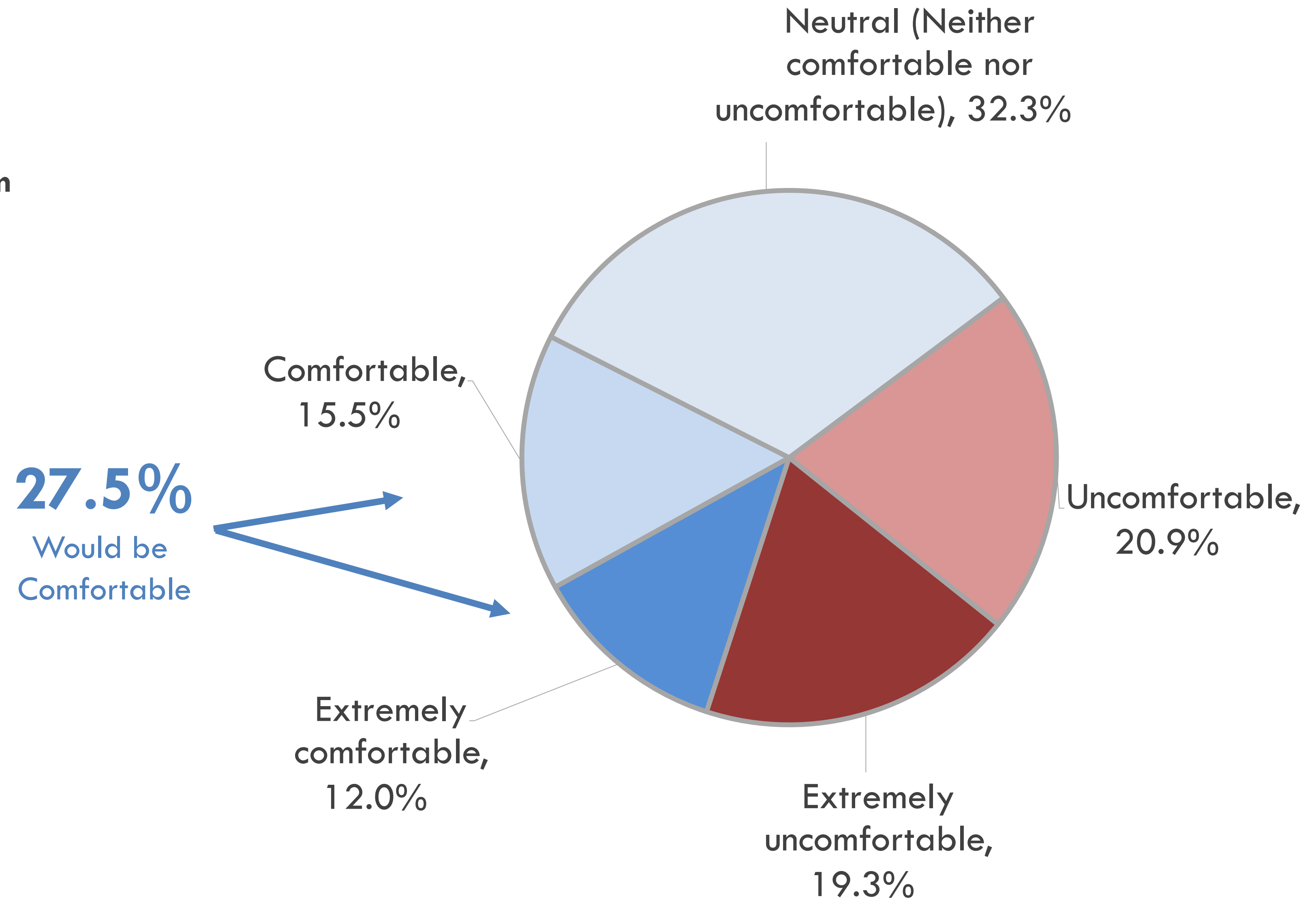
(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)



CURRENT COMFORT IN A LARGE GROUP MEETING

Question: If properly organized, how comfortable would you currently expect to be in a seated, **LARGE GROUP** lecture (auditorium style)? (Select one)

(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)

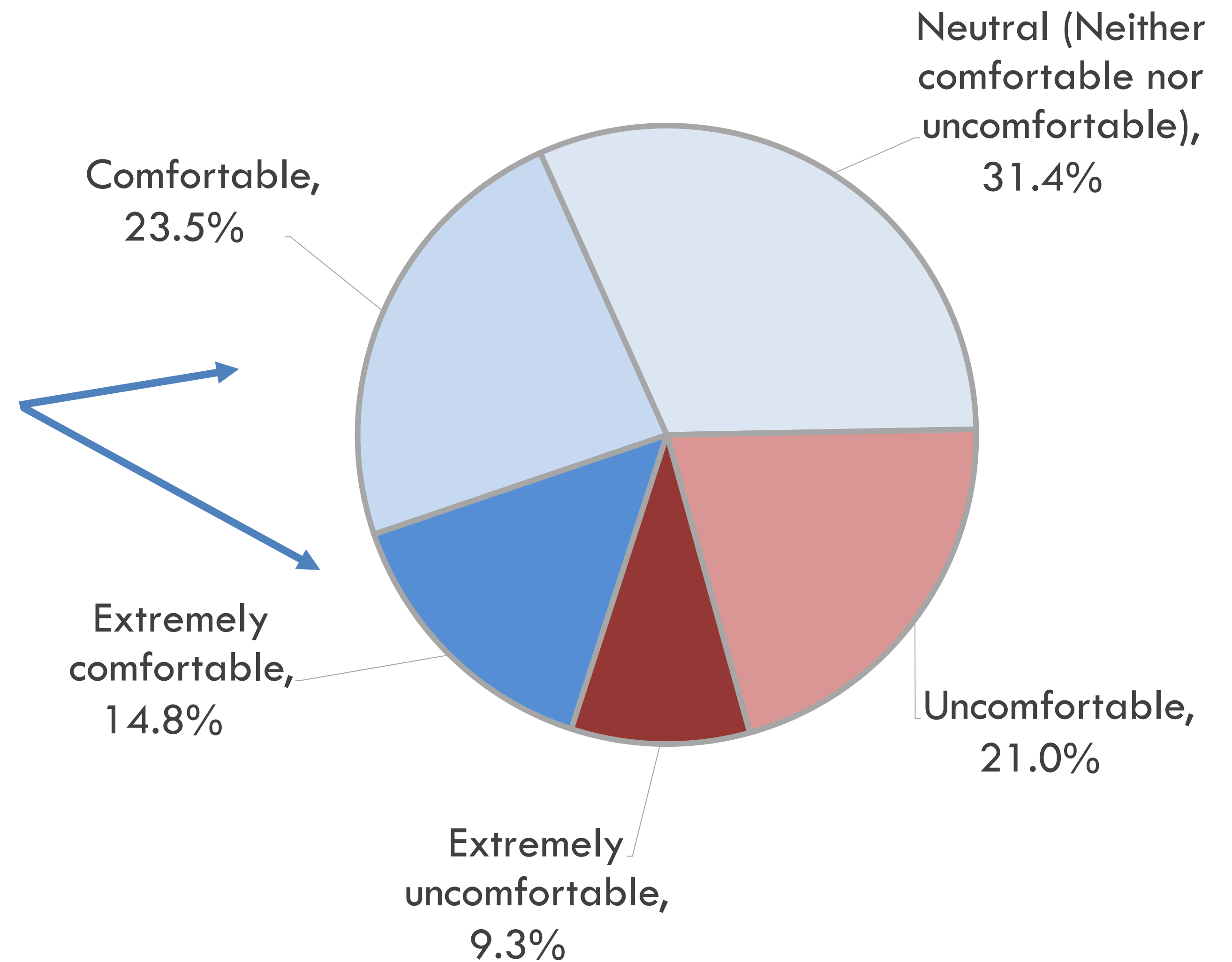


CURRENT COMFORT IN A GROUP TOUR

Question: How comfortable would you expect to be walking around a facility (like a museum or attraction) in a group taking a tour? (Select one)

(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)

38.3%
Would be Comfortable





Coronavirus Travel Sentiment Index

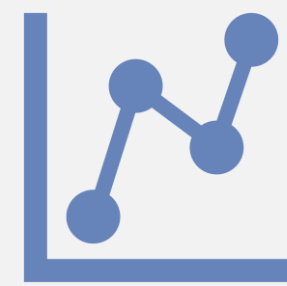
Measuring the Potential Influence of Travel Marketing

Highlights from the Week of April 12th

What is a Predictive Index?



Indexing is the practice of compiling data into one single metric.



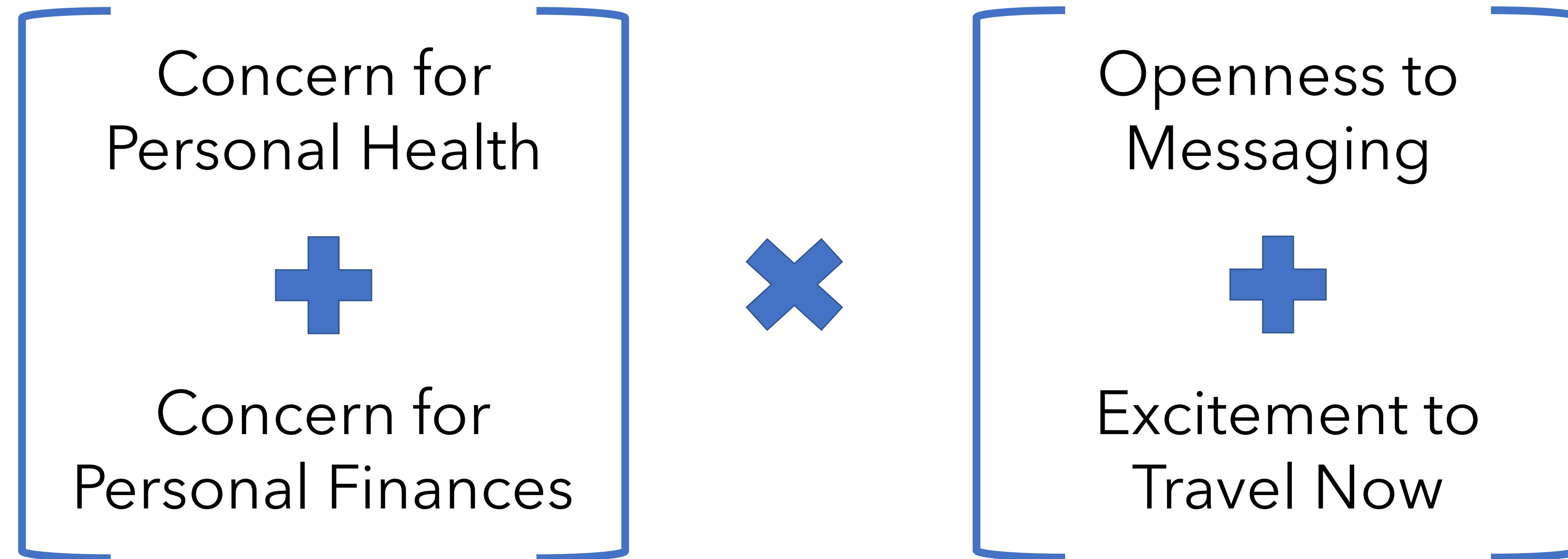
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.



The goals are to identify:

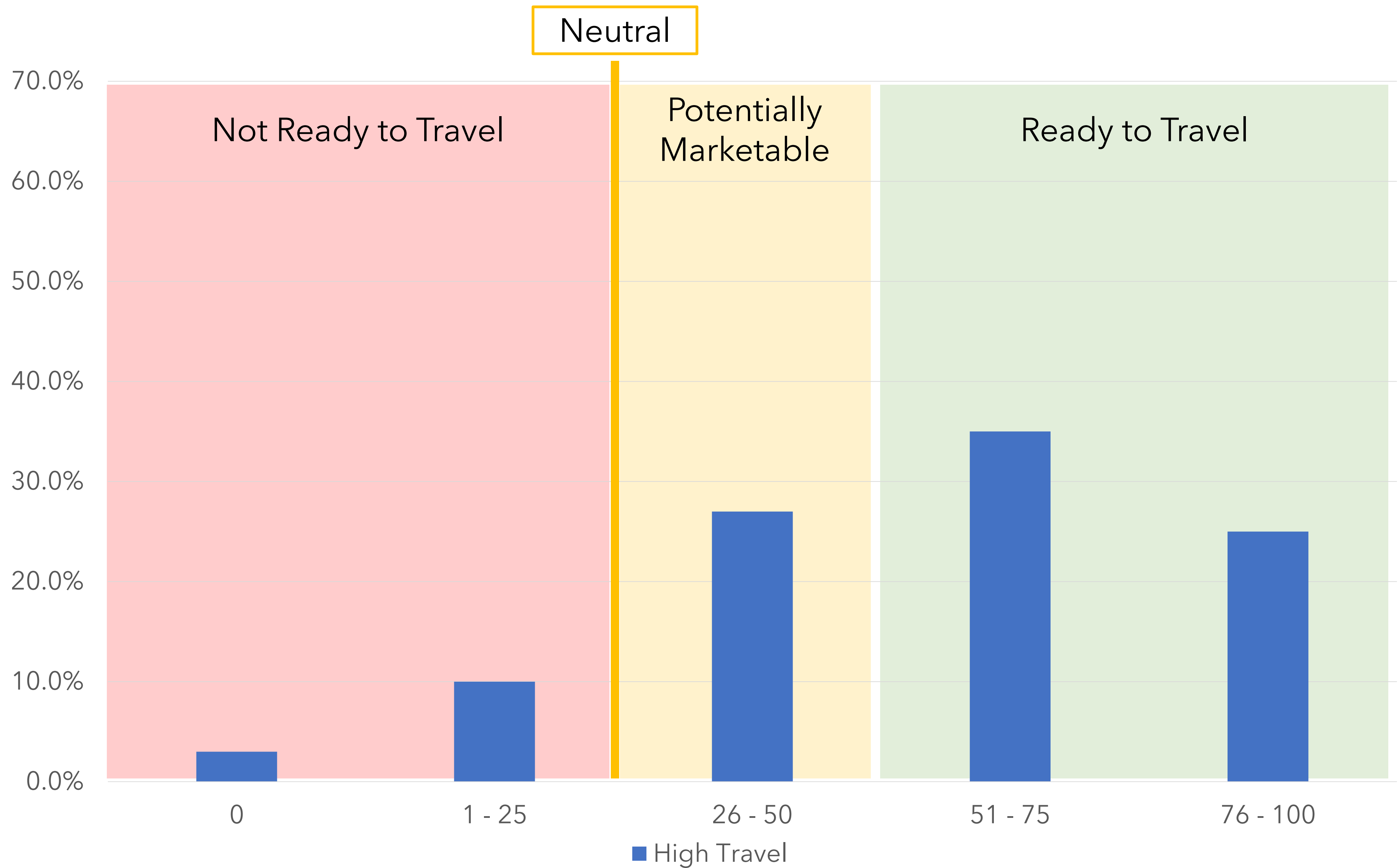
- WHO are the traveler segments that appear receptive to travel marketing and
- WHEN will they be ready to travel

Predictive Index Formula



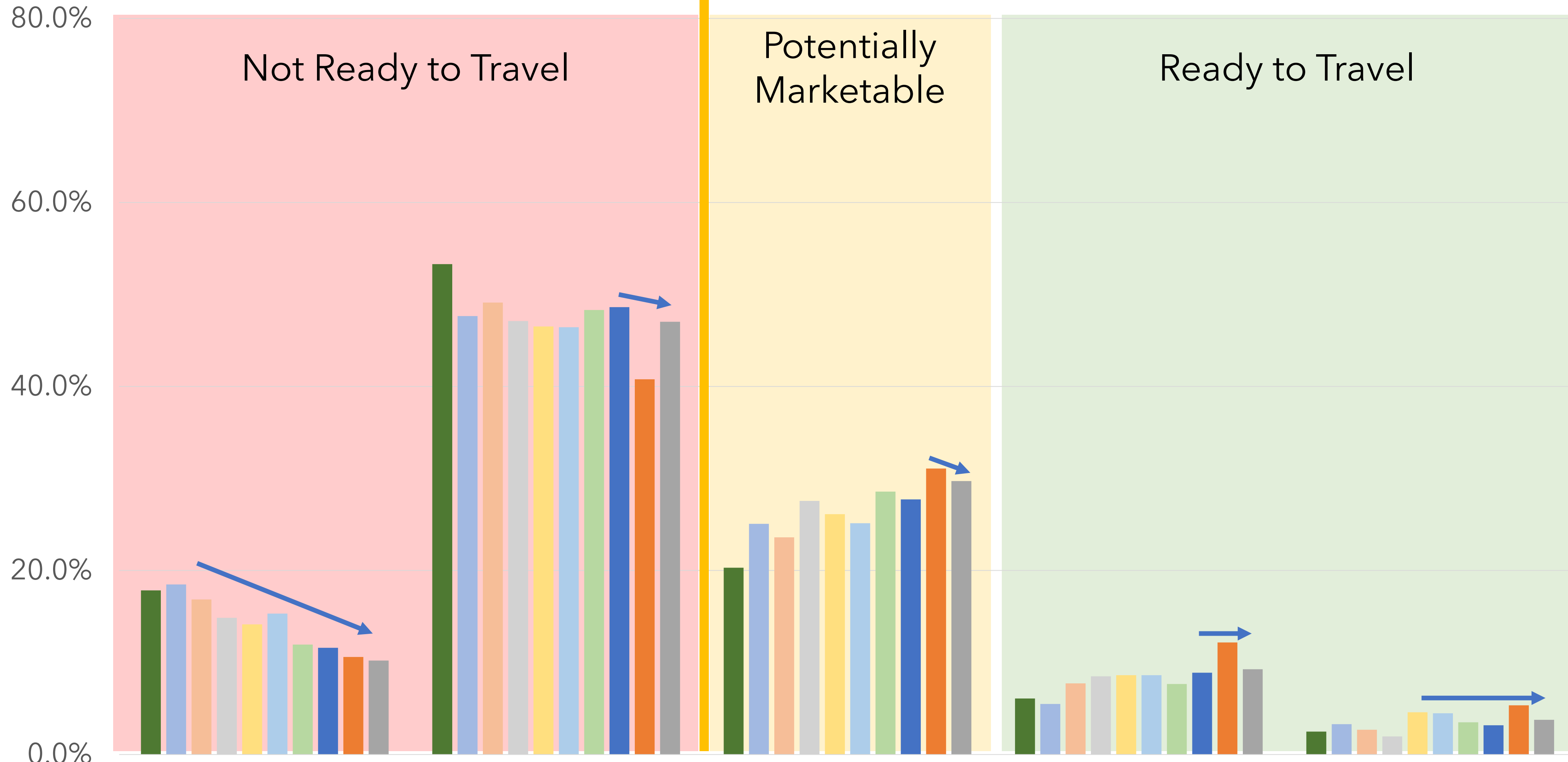
*Normalized to a 100pt scale

Healthy Travel Outlook



Travel Outlook

Neutral



February 5-7

February 12-14

February 19-21

February 26-28

March 5-7

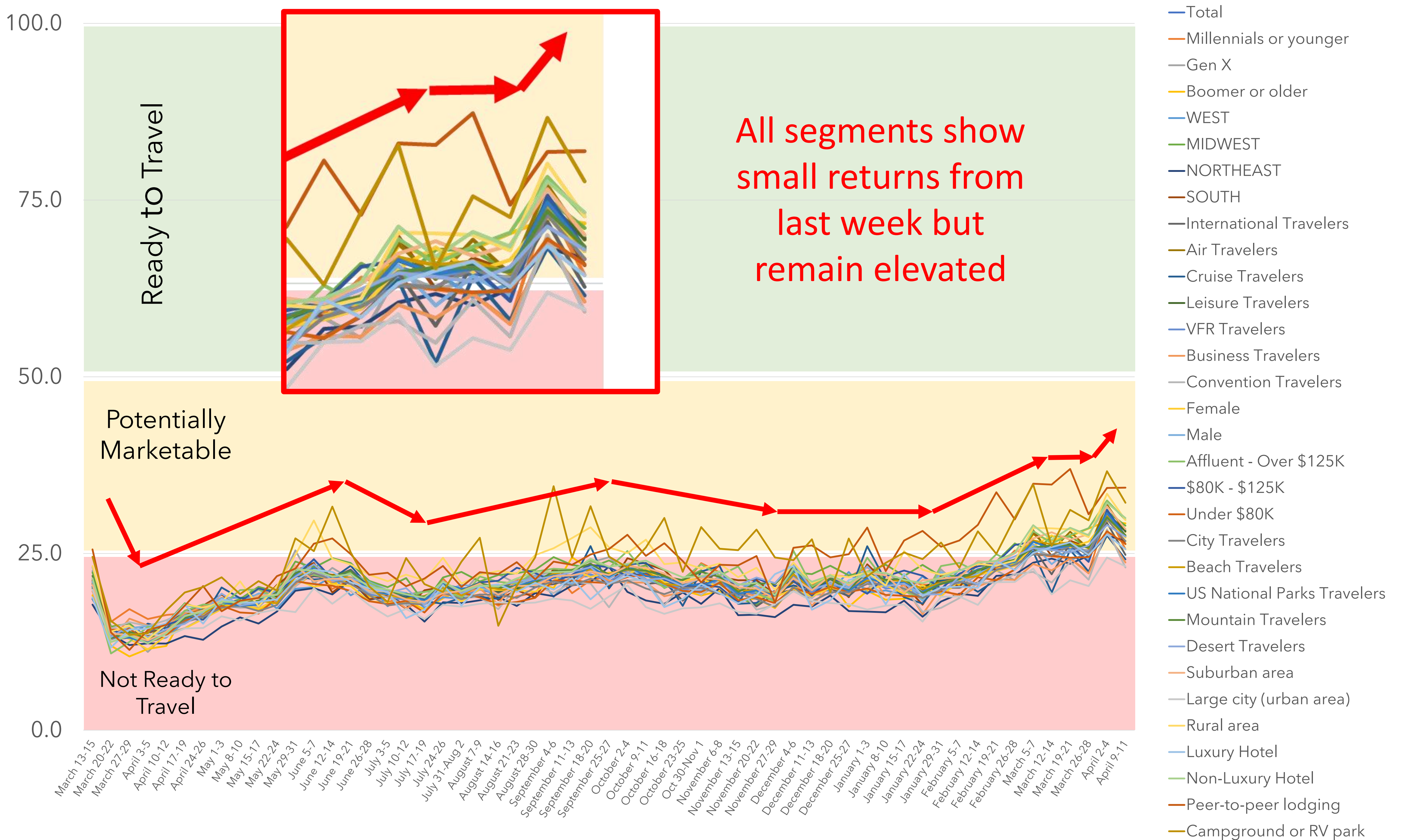
March 12-14

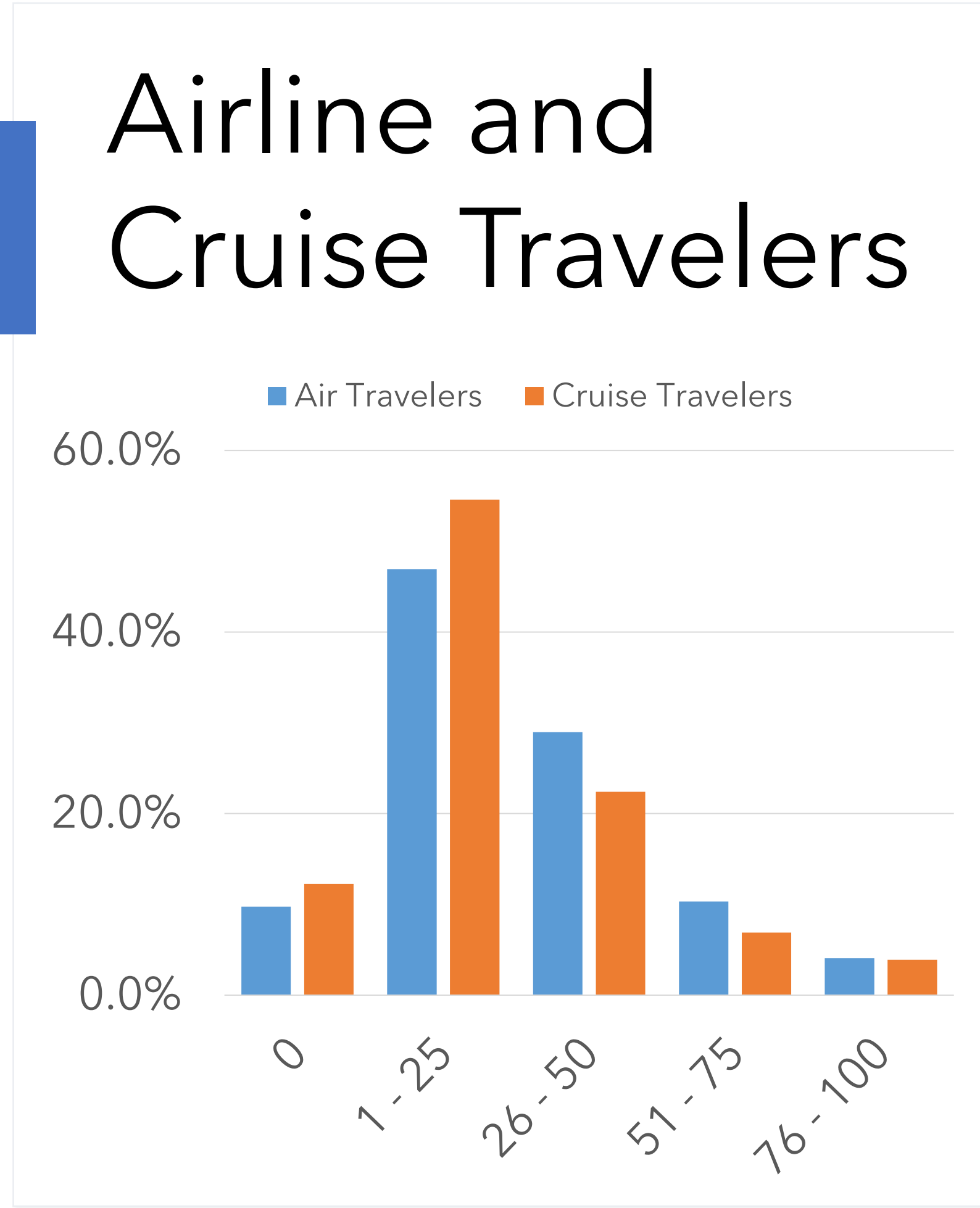
March 19-21

March 26-28

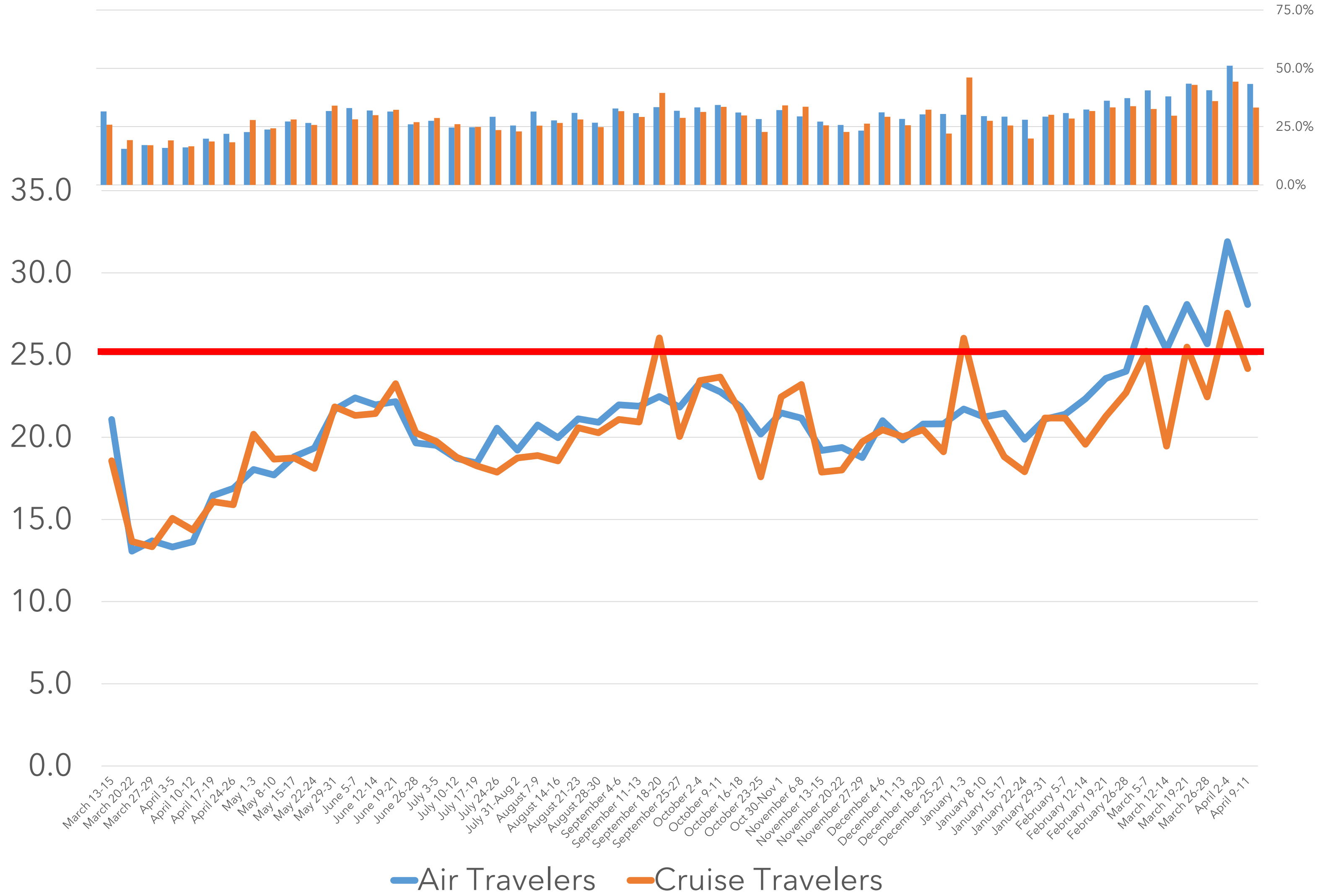
April 2-4

April 9-11

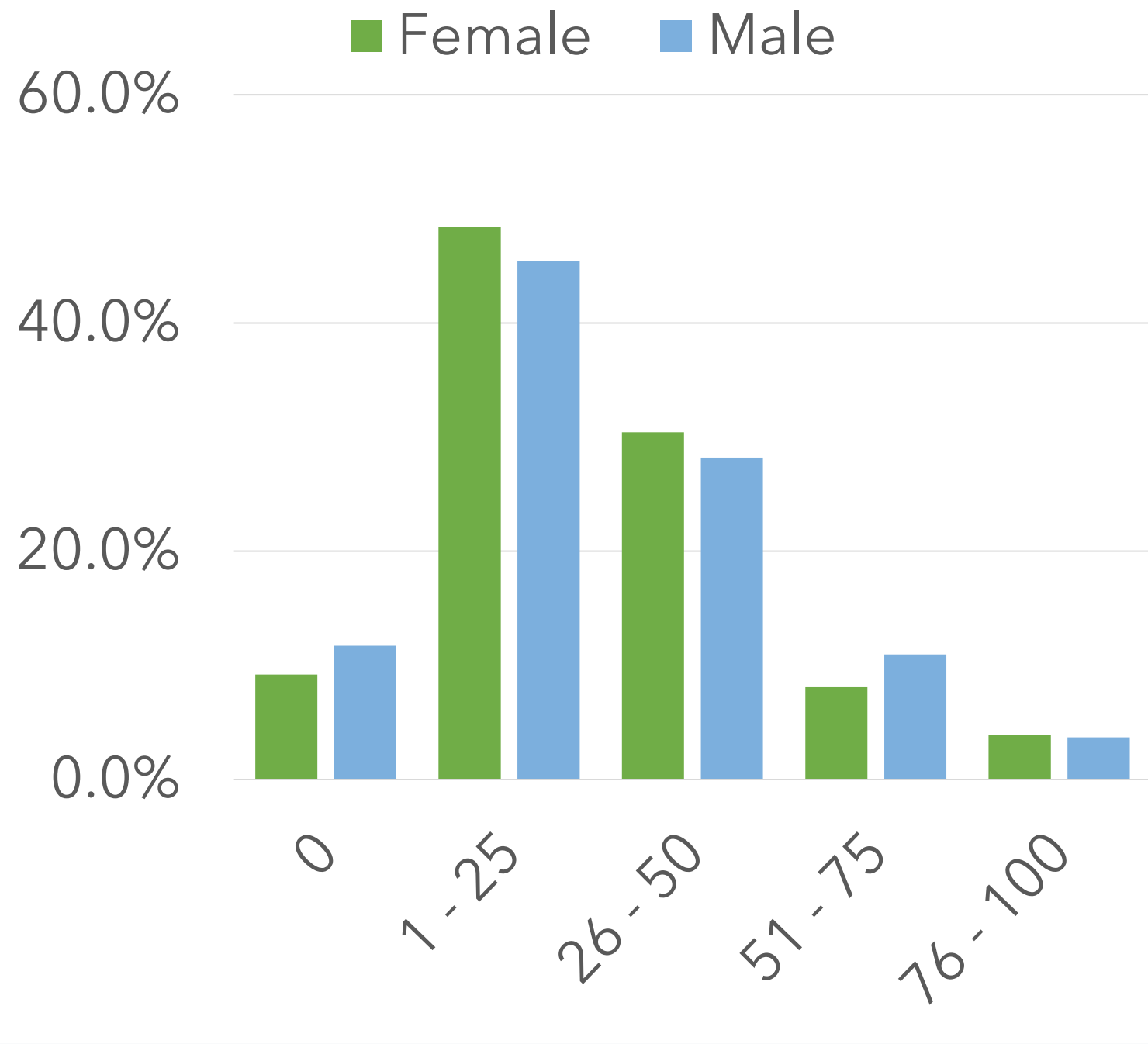




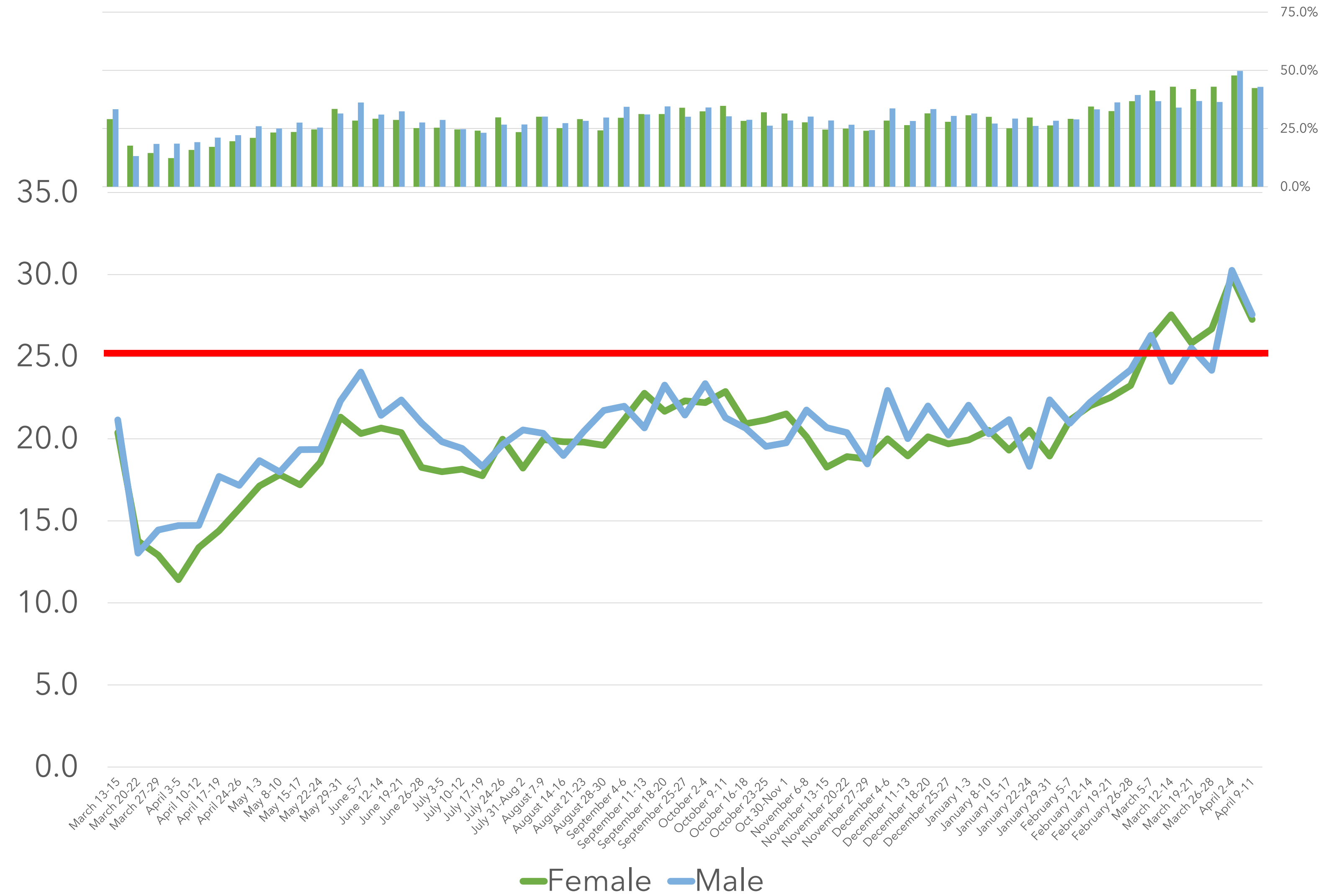
**Percent Potentially Marketable
(Index Above 25)**



Gender

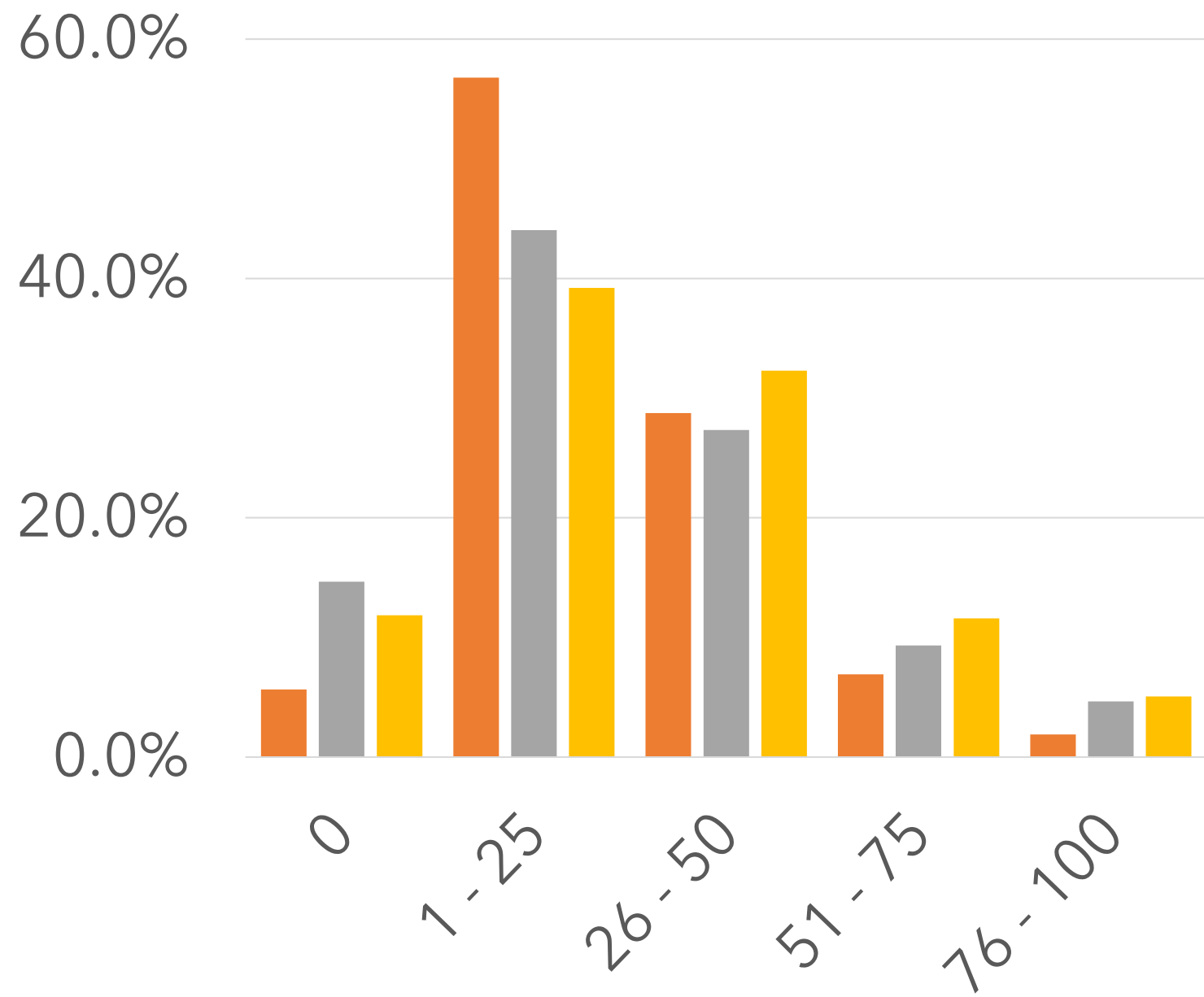


Percent Potentially Marketable (Index Above 25)

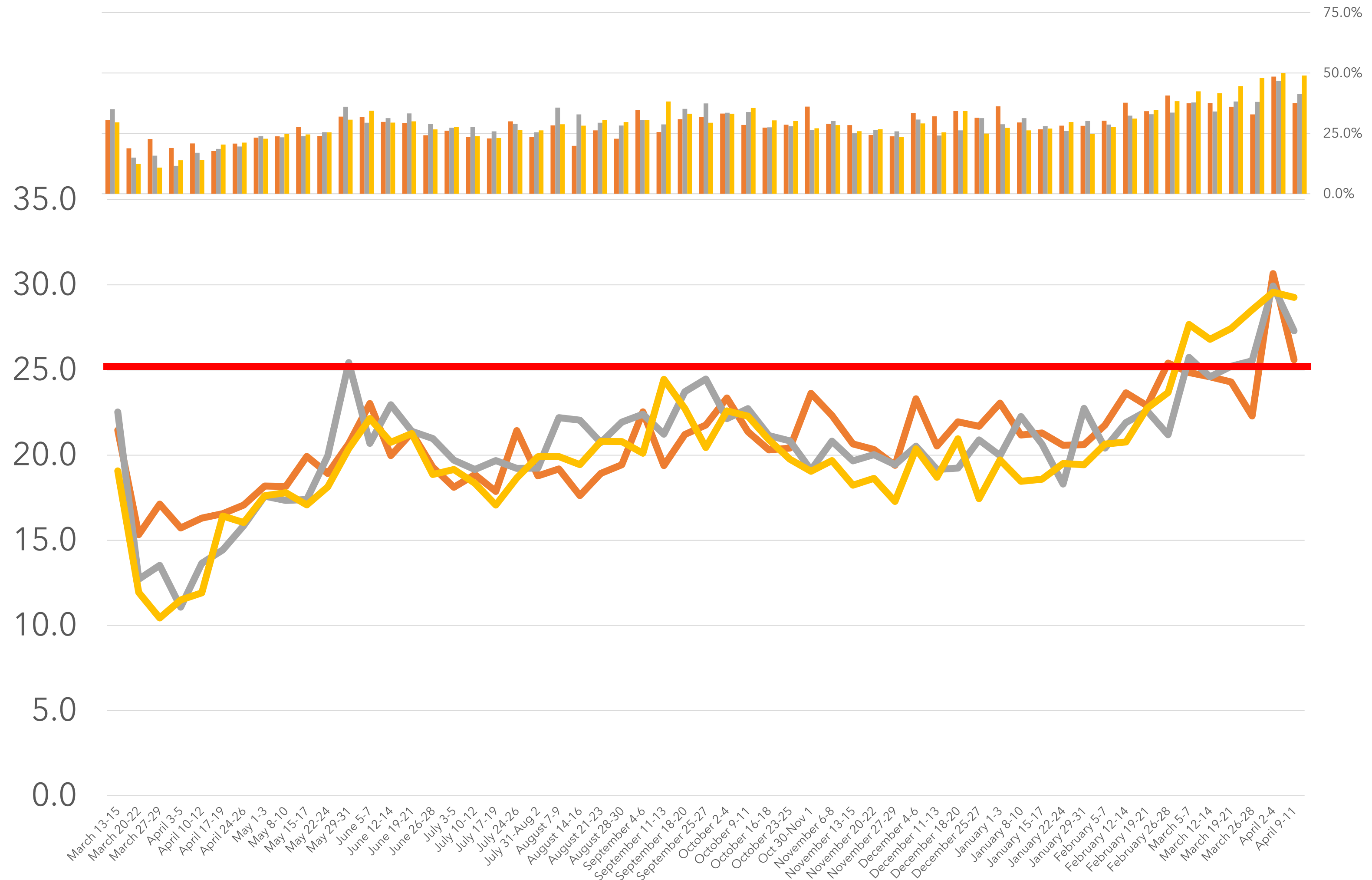


Generation

■ Millennials or younger
 ■ Gen X
 ■ Boomer or older



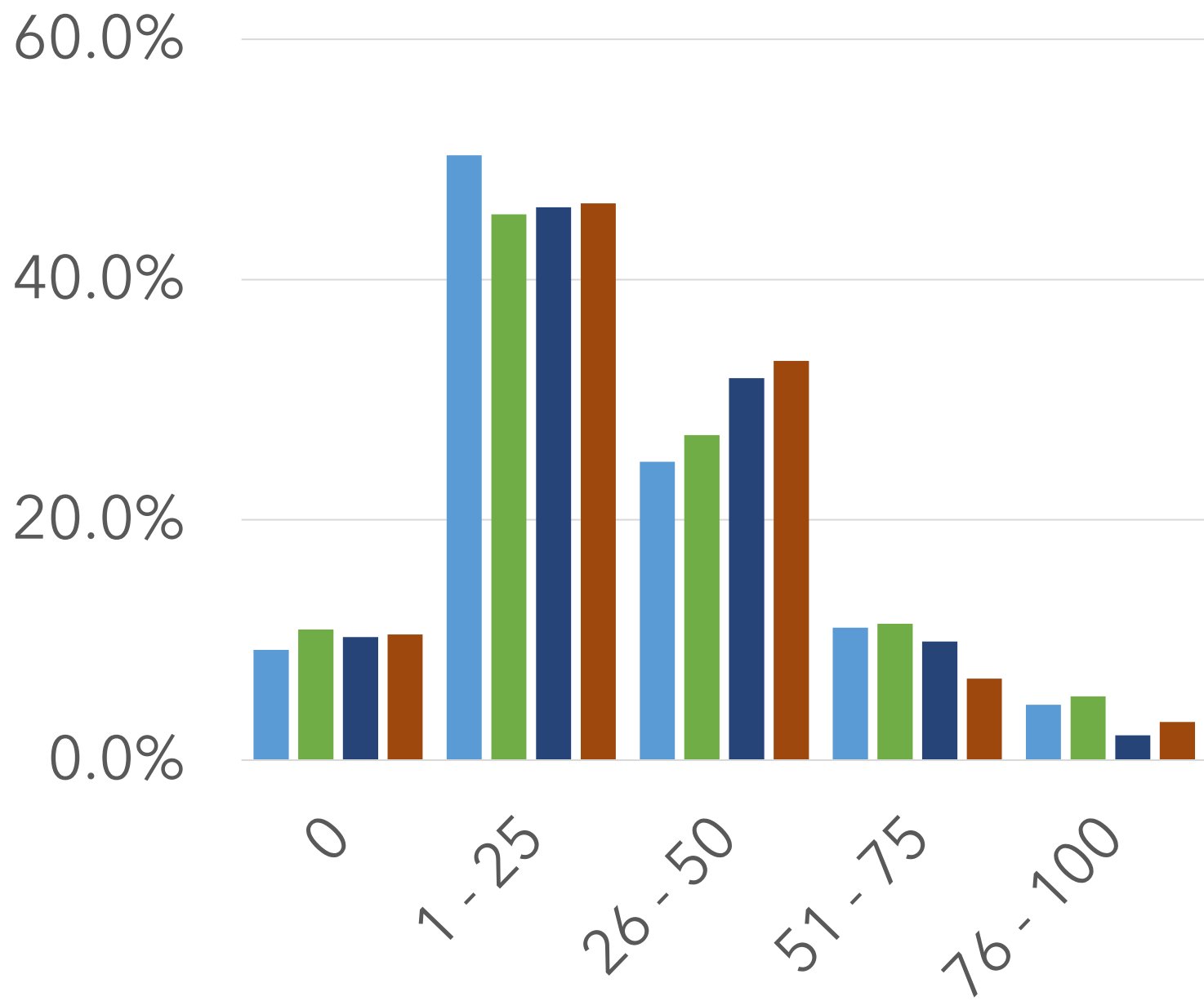
Percent Potentially Marketable (Index Above 25)



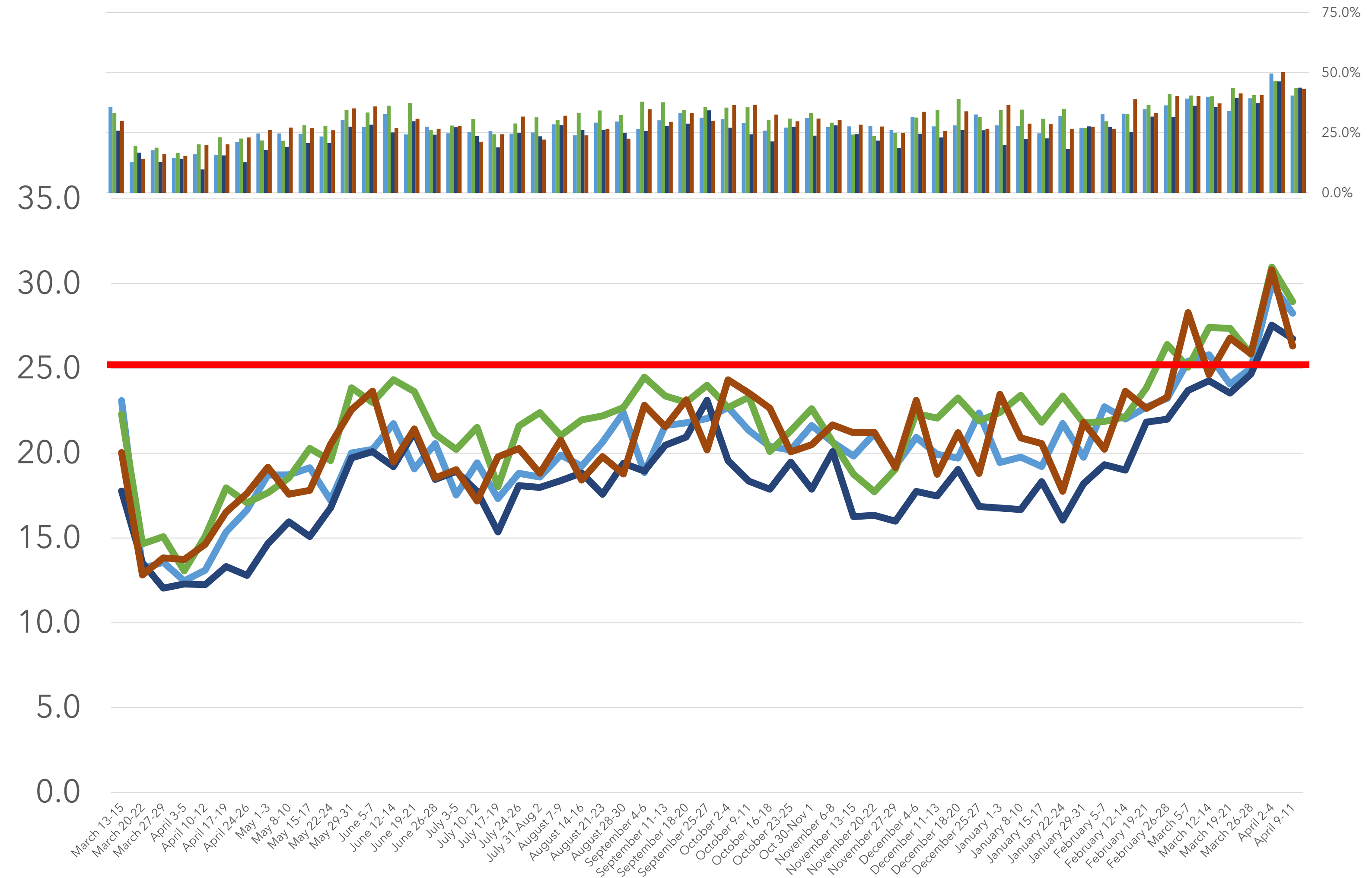
— Millennials or younger
 — Gen X
 — Boomer or older

US Regions

WEST MIDWEST NORTHEAST SOUTH

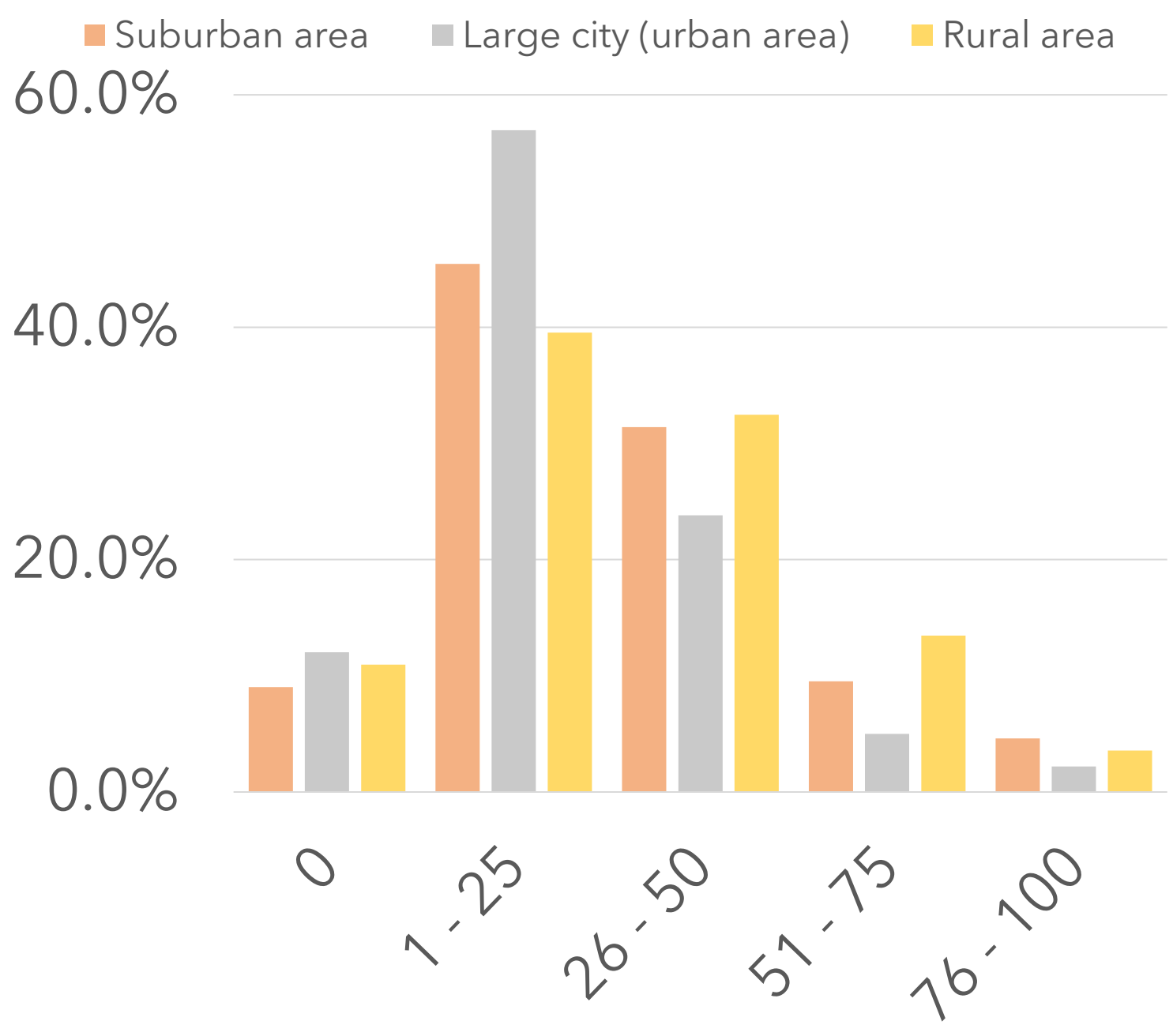


Percent Potentially Marketable (Index Above 25)

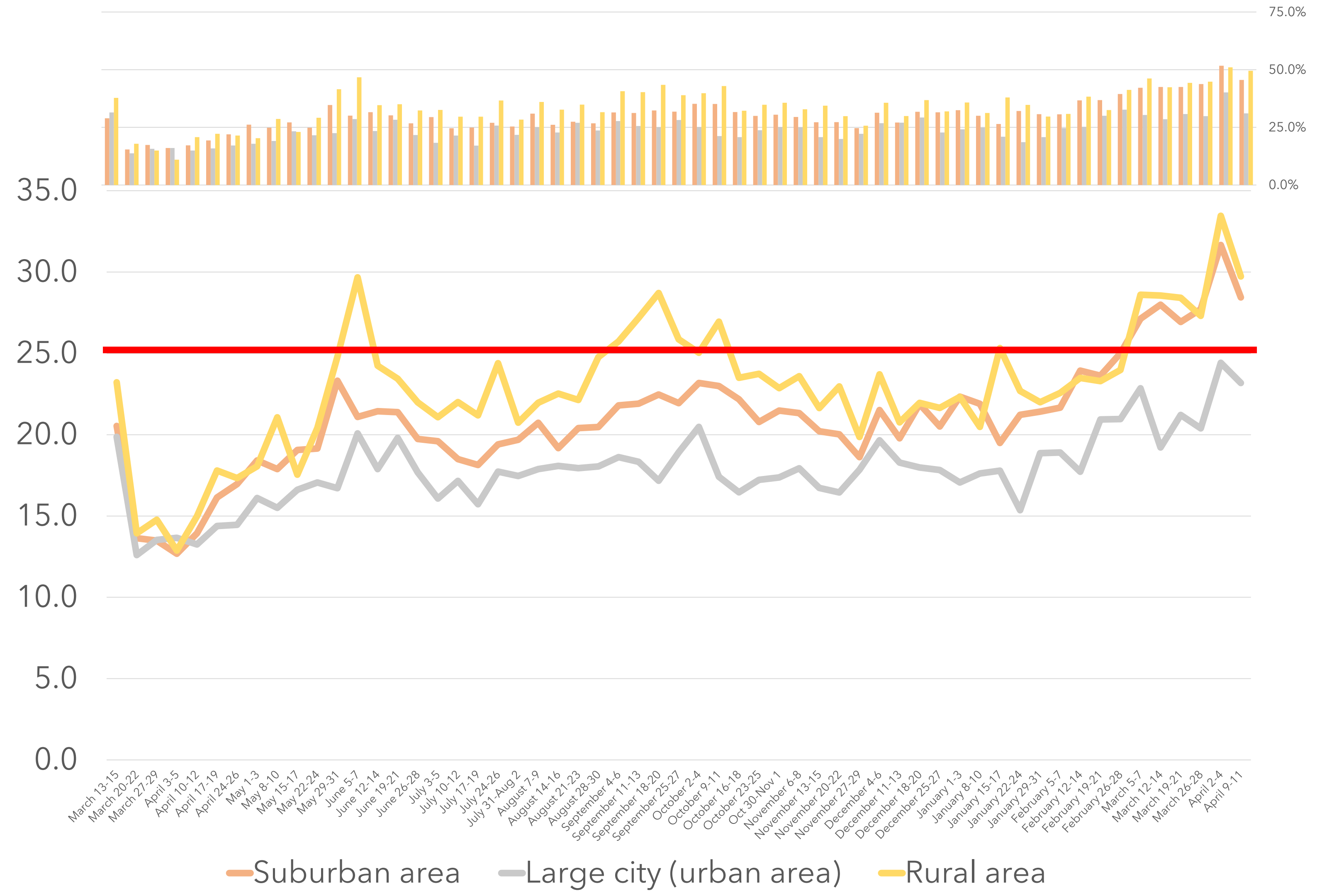


WEST MIDWEST NORTHEAST SOUTH

Residence Type

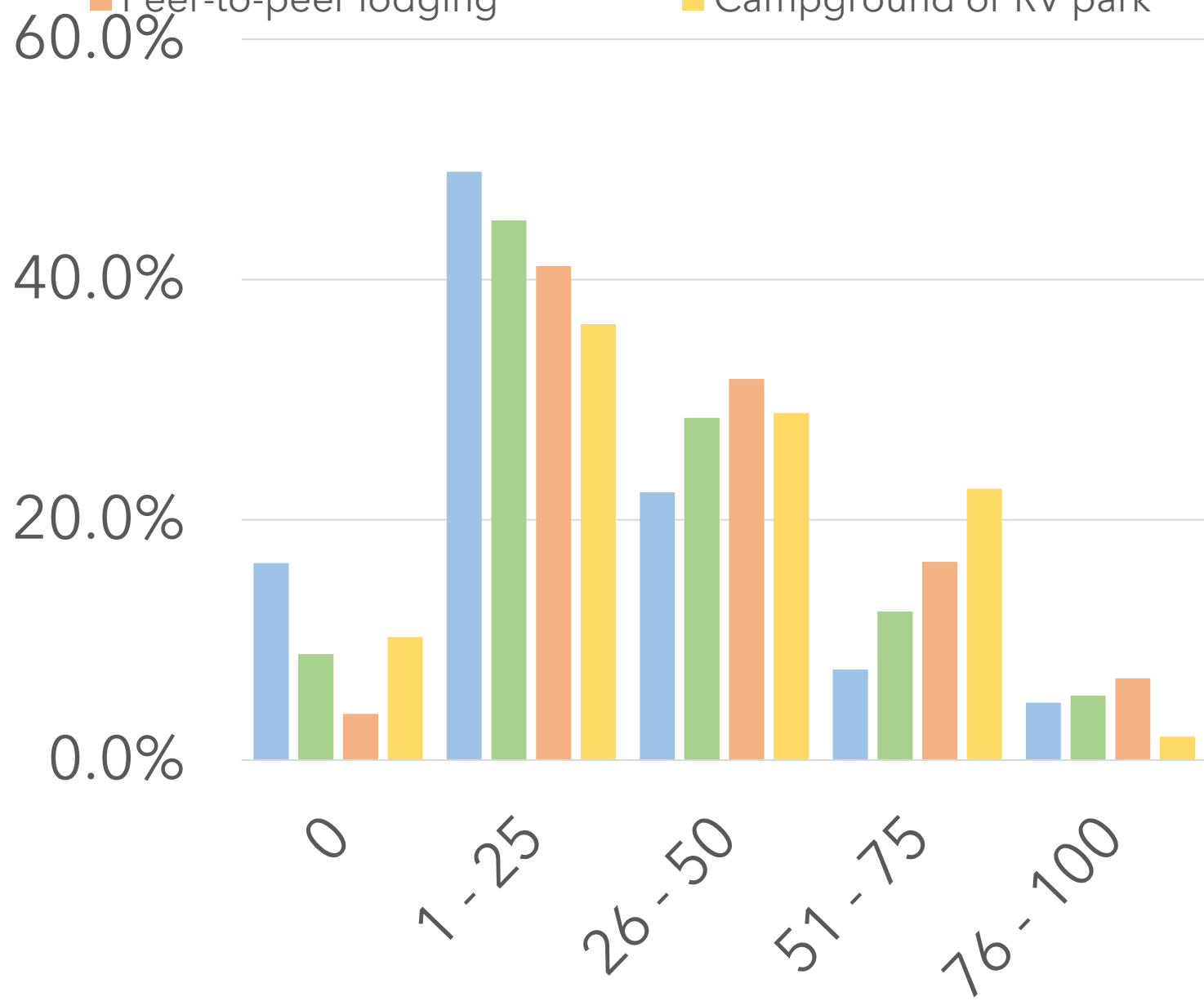


Percent Potentially Marketable (Index Above 25)

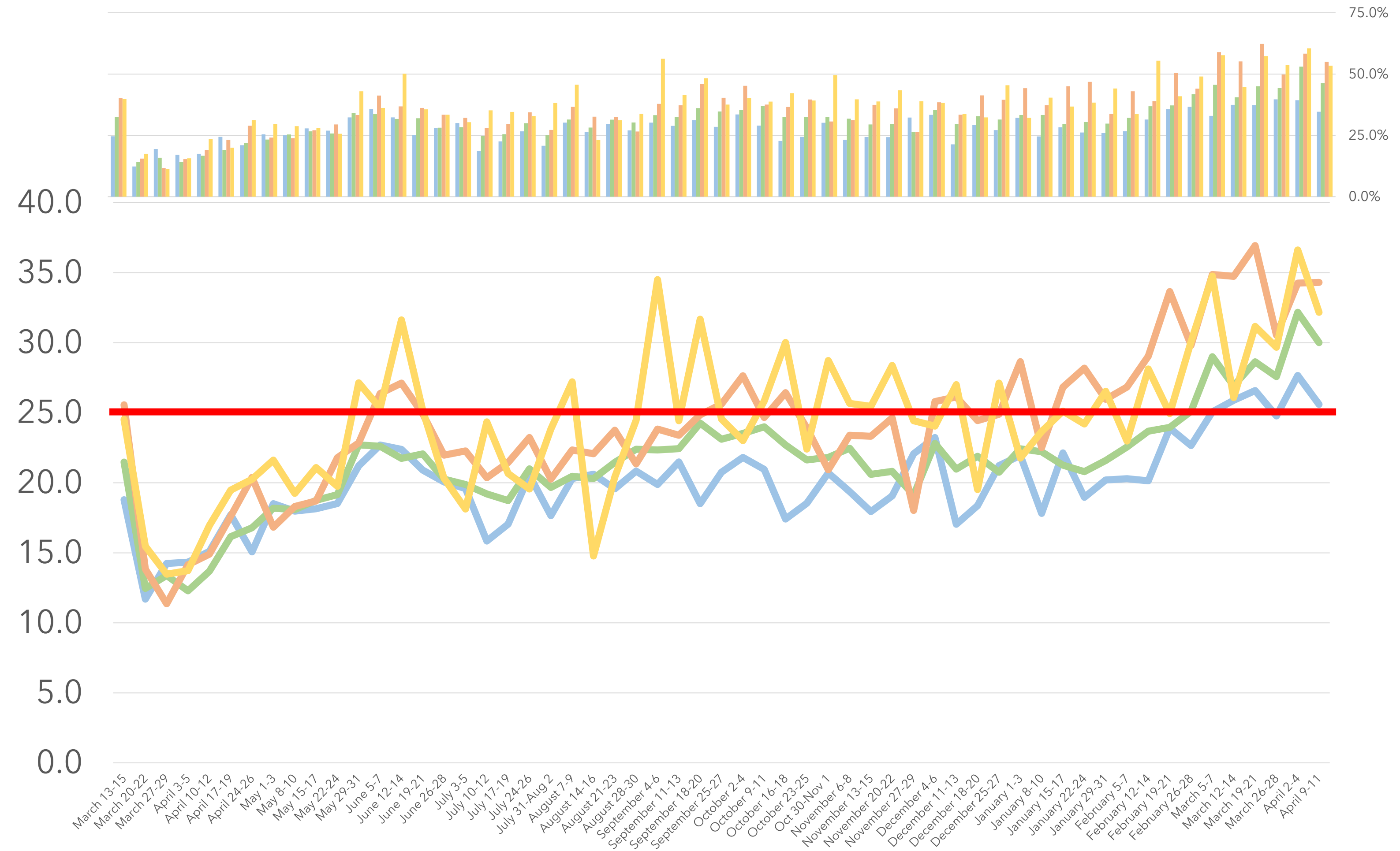


Lodging Preference

■ Luxury Hotel
 ■ Non-Luxury Hotel
 ■ Peer-to-peer lodging
 ■ Campground or RV park



Percent Potentially Marketable (Index Above 25)



— Luxury Hotel
 — Non-Luxury Hotel
 — Peer-to-peer lodging
 — Campground or RV park

ACCESSING DATA IN THE ONLINE DASHBOARD

08:54:30
VOICE FEED: NETWORK: 12.38.73

Evolution:

SECURITY

Actual vs Target

PROFILE:

PROJECT:

MISSION

ADDRESS:

Market Share

KPI: Product

FRONT-CAMERA-IP: 143.453.00

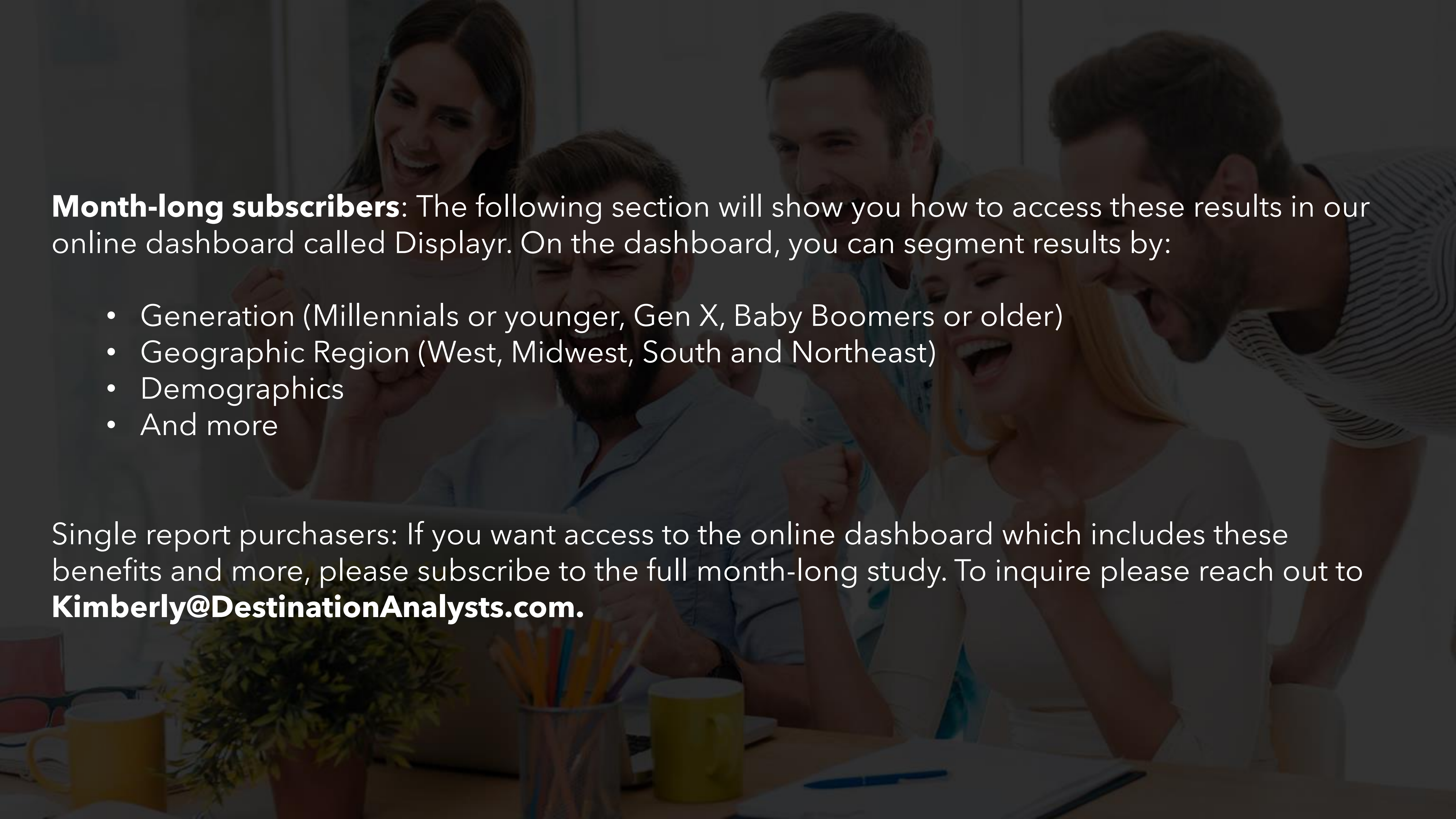
01:43:55

POWER: ON: OFF
TIME-DATE 00:38:29

Customers Satisfaction

CONTROL-AREA





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.



60%	CTMX	0.45	▲	+0.45%
	FTR	-0.23	▼	-2.34%
	CSCO	-1.01	▼	-1.89%
	CHK	0.02	▲	+0.21%
	AAPL	+2.58	▲	+3.05%
	PRTG	-0.14	▼	-1.42%
	AMZN	-0.73	▼	-0.90%
	TSLA	+1.08	▲	+5.12%
	AVGO	-0.87	▼	-3.88%
	SIRI	-0.65	▼	-1.37%

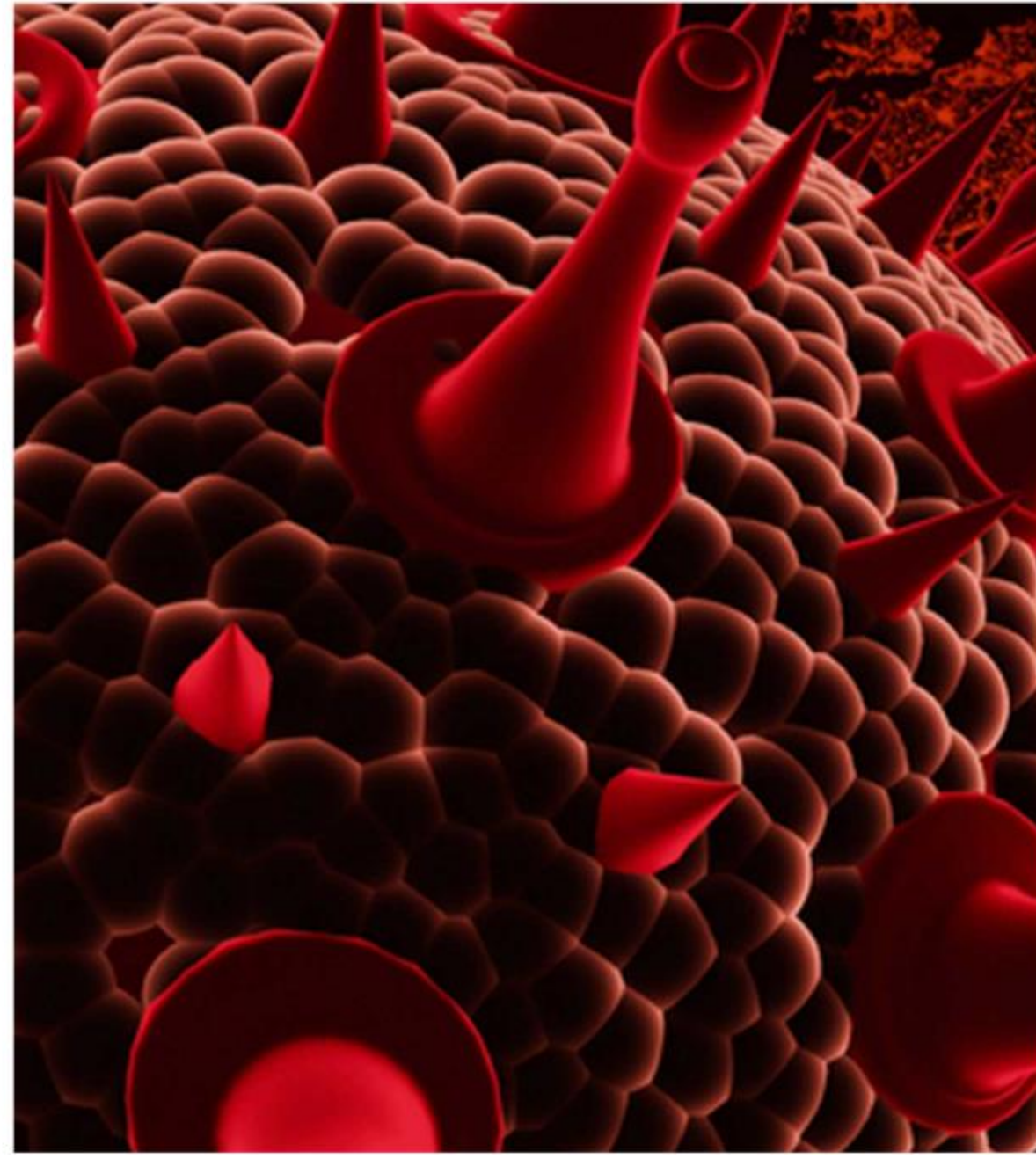
NAVIGATING THE DASHBOARD:

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

Coronavirus Travel Sentiment Index Report

Filters ▾ Export ▾ ?
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 Blow:
 - Avoiding Travel Until the Crisis Blow:
 - 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 Conventior
 - Avoiding Conferences or Conventior
 - 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



FILTERING THE REPORT:

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



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.

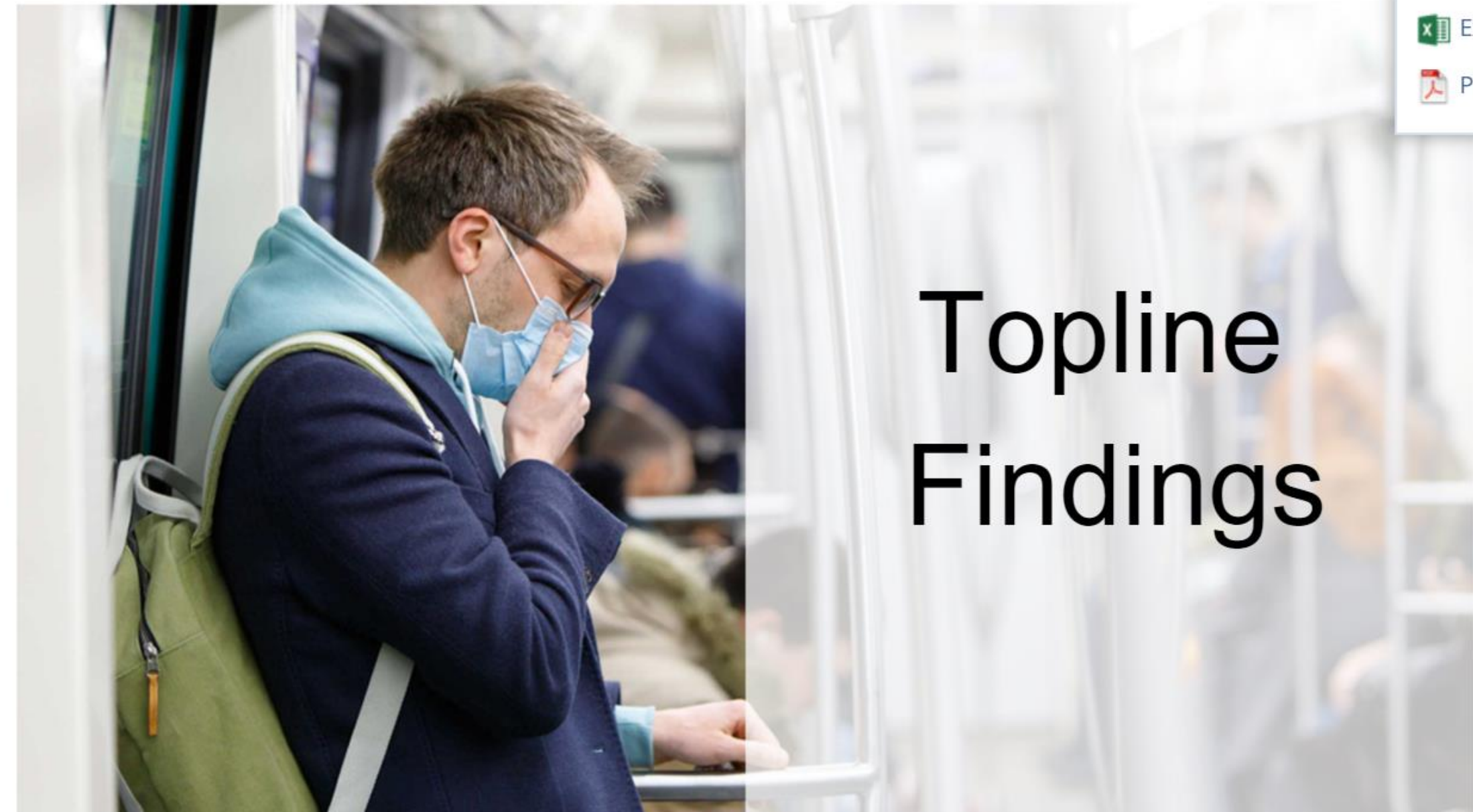
EXPORTING THE DATA:

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

- 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 Coron
 - Travel Affected by Coronavirus
 - How Travel Was Affected by Coronav
 - How Travel Was Affected by Coronav
 - Why Travel Was Affected by Coronav
 - Why Travel Was Affected by Coronav
 - Number of Trips Cancelled/Postpone
 - Number of Trips Cancelled - Breako
 - 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



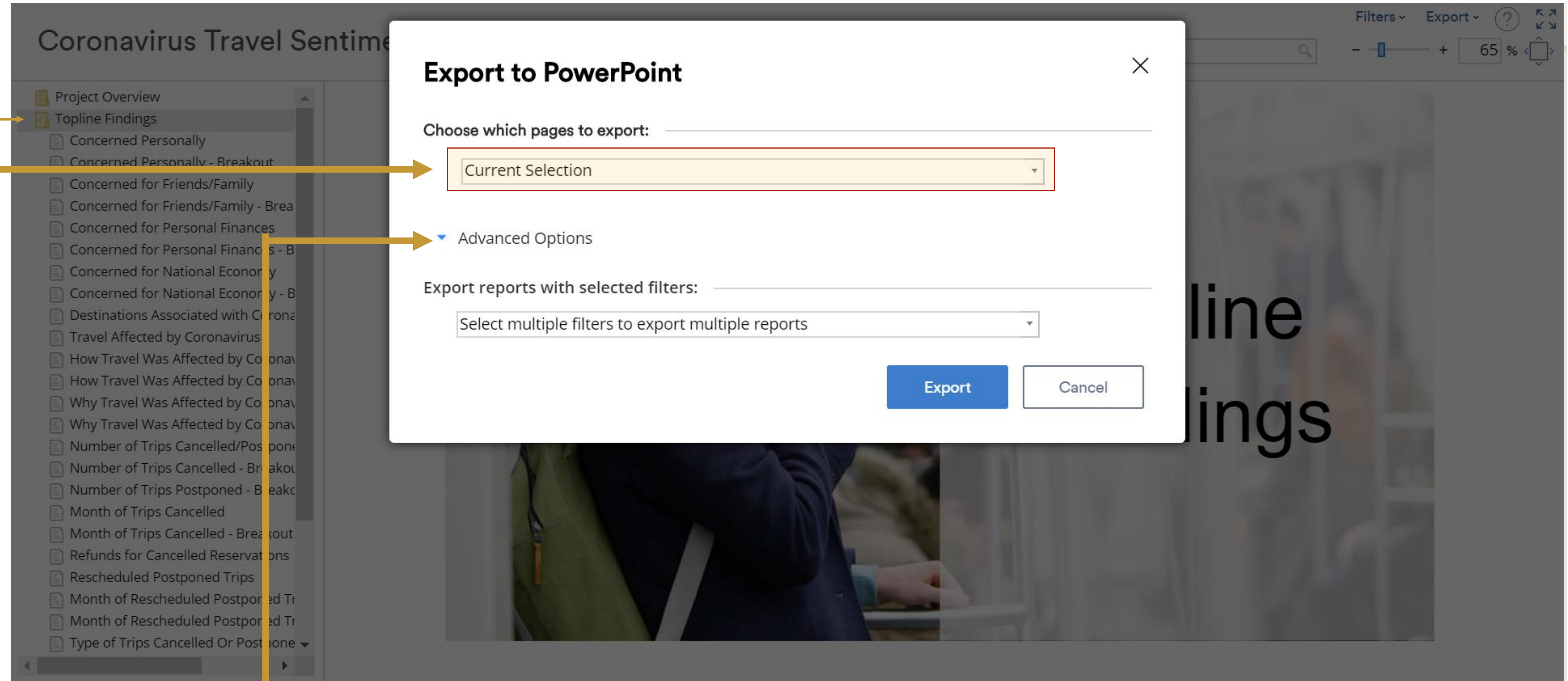
Topline Findings

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



MORE RESEARCH WE CAN PROVIDE

- Visitor & Target Audience Profiles
- Audience Persona Identification
- Brand Performance
- Visitor Activity Analysis & Segmentation
- Resident + Stakeholder Research
- Advertising Testing

info@destinationanalysts.com

