

# CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT, WAVE 58

## RESEARCH FINDINGS

April 19, 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 58<sup>th</sup> 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 58th wave of this survey was collected from April 16<sup>th</sup> – 18<sup>th</sup>,** 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, 1,210 fully completed surveys were collected, suggesting the topline results presented here have a confidence interval of +/- 2.8%.

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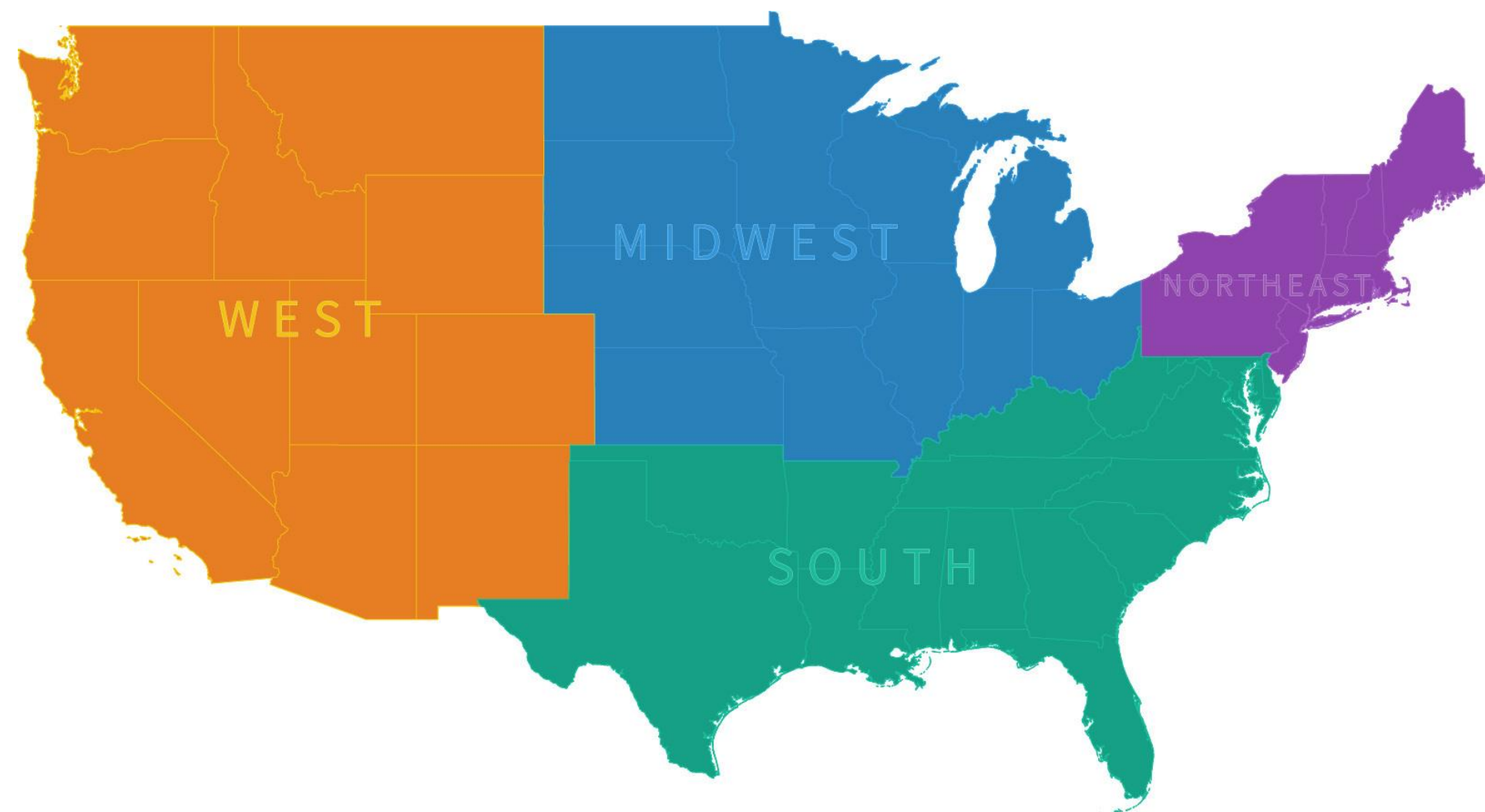


# PROJECT OVERVIEW

**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
<b>Wave #58</b>	<b>April 16-18</b>	<b>April 19</b>
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 58 of this weekly consumer traveler sentiment tracking study.*

- **Although coronavirus cases are rising in nearly half of the U.S., Americans' COVID anxiety grew only mildly. Even in the Midwest, which is particularly affected by the latest growth in cases, levels of COVID concern remained relatively stable; in fact, it is those in the Northeast who continue to exhibit the highest levels of COVID concerns.** Also, despite the pause in Johnson & Johnson vaccine administration, two-thirds of American travelers still say they have or plan to get a COVID-19 vaccine. Of those who report receiving a vaccine, over 70% say they are now fully vaccinated. This combined with optimism about the future (47.6% feel that the pandemic situation will improve in the next month) have contributed to another week of record setting in travel readiness and safety. Americans' confidence in their ability to travel safely reached a pandemic record, as did the perception of travel activities as safe. Now 72% say they are in a ready-to-travel mindset—up nearly 20 percentage points since the start of the year.
- **The growth in a readiness mindset has led to an increase in the dreaming, planning, booking—and actual doing of —travel. Three-quarters of American travelers did some travel planning and dreaming in the past week alone, with 16.4% actually making a reservation or booking.** Of these bookers, over half made a hotel reservation, nearly a fifth reserved a vacation home/Airbnb and a third bought airline tickets. Over 75% of American travelers will take at least one trip in the next 3 months, and a record 88% have at least tentative travel plans for the future. Americans are also showing that they are open to even more travel beyond what they may currently have planned. Nearly two-thirds have a high excitement level about the prospect of a trip they had not previously considered, and similarly 63.4% are highly open to travel inspiration right now.



# TOP TAKEAWAYS

- **For travel marketers to reach and capitalize on the high rates of excitement and openness to inspiration, fortunately, American travelers are showing a receptiveness to travel messaging in a variety of channels.** However, save for email and online articles/blogs, desired channels for travel content and advertising are highly impacted by age. Social media is most common for younger travelers, who are open to travel messaging on a variety of these platforms, while older travelers remain largely committed to Facebook. TikTok, a rising star throughout the pandemic, is growing as a channel for travel influence, with nearly a quarter of younger travelers saying it is an ideal place to reach them, surpassing Twitter. Television remains a top source to reach travelers, with younger travelers on streaming services and older travelers on broadcast. Search engine marketing also remains key for travel marketing, particularly to reach older travelers. An important proportion of travelers—even the younger ones—are looking to print resources like travel & lifestyle magazines, as well.
- Americans are even demonstrating increased happiness on seeing their own communities advertised for tourism, reflecting a larger trend in support of travel. **This week, a record 50.4% said they would feel happy if they saw an ad promoting where they live as a place for tourists to come visit.** Conversely, a record-low 39.5% said they aren't ready for tourists in their community yet.



# TOP TAKEAWAYS

- As we continue to study the ongoing and lingering effects of the coronavirus pandemic on travel attitudes and behaviors, this week we looked at whether and how road trips—the archetype of travel in the COVID era—would sustain its level of popularity. **Two-thirds of American travelers road tripped during the pandemic, taking 2.5 of these trips on average. Over 62% of these pandemic-era road trippers agreed that this travel reminded them of how much fun road trips can be.** Thus, well over half also say their pandemic road trip experiences have made travel by car more appealing. Interestingly, this sentiment was even stronger among Millennial and younger travelers, 60.5% of whom said that travel by car is now more appealing.
- Finally, there continues to be more good news about still-slow-but-recovering business travel. **Now 56% of those employed by companies in which there is business travel say that this travel has resumed, up 8 percentage points from last month.** Perhaps most importantly, the extent of the perceived lasting changes to business travel appears to be retreating. Somewhat fewer business travelers report that the pandemic will change the way their employer does business travel (47% down from 50% in March). The ways business travelers expect changes are also largely down from last month, with less feeling there will be fewer business trips taken and the replacing of trips with virtual meetings.





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.

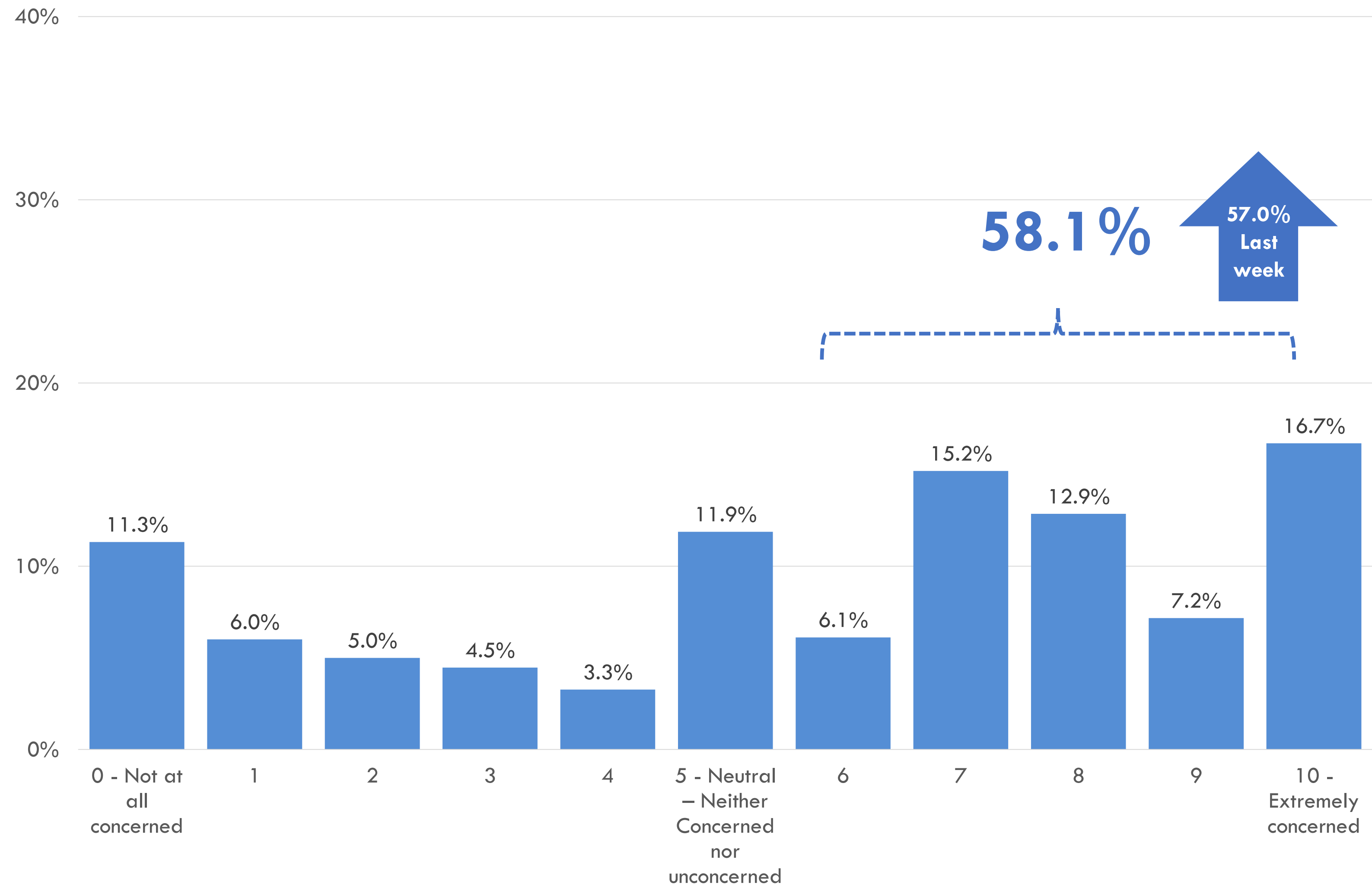
**CURRENT FEELINGS ABOUT  
THE CORONAVIRUS & TRAVEL**



# 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)

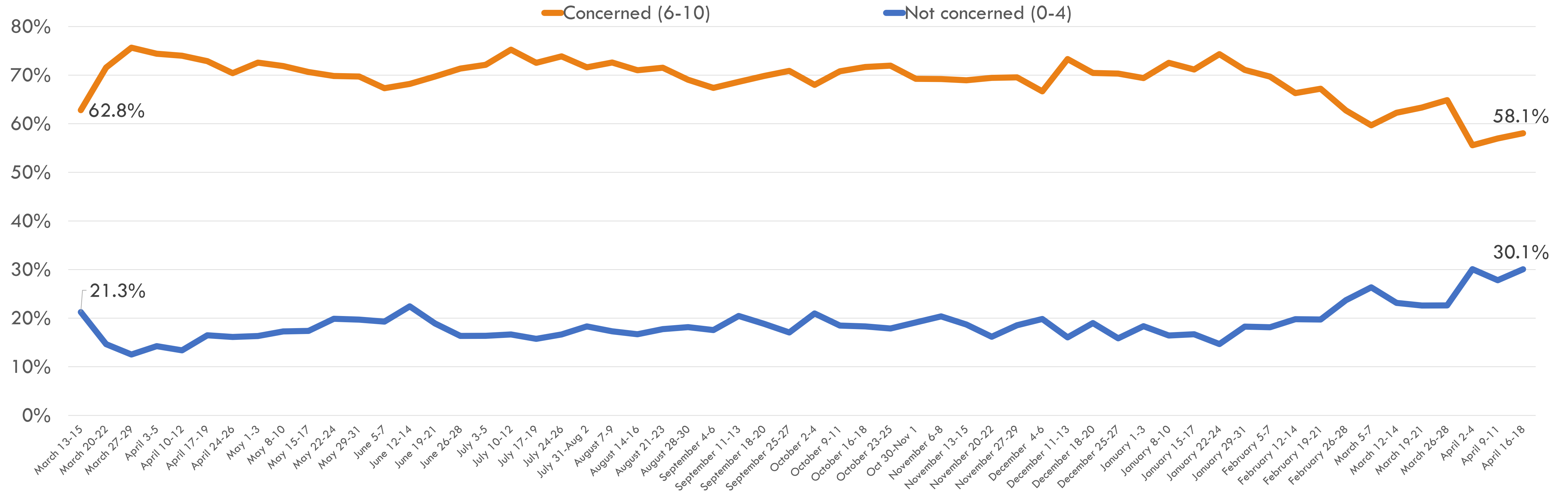
(Base: Wave 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)





# PERSONAL HEALTH CONCERNS (WAVES 1-58)

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



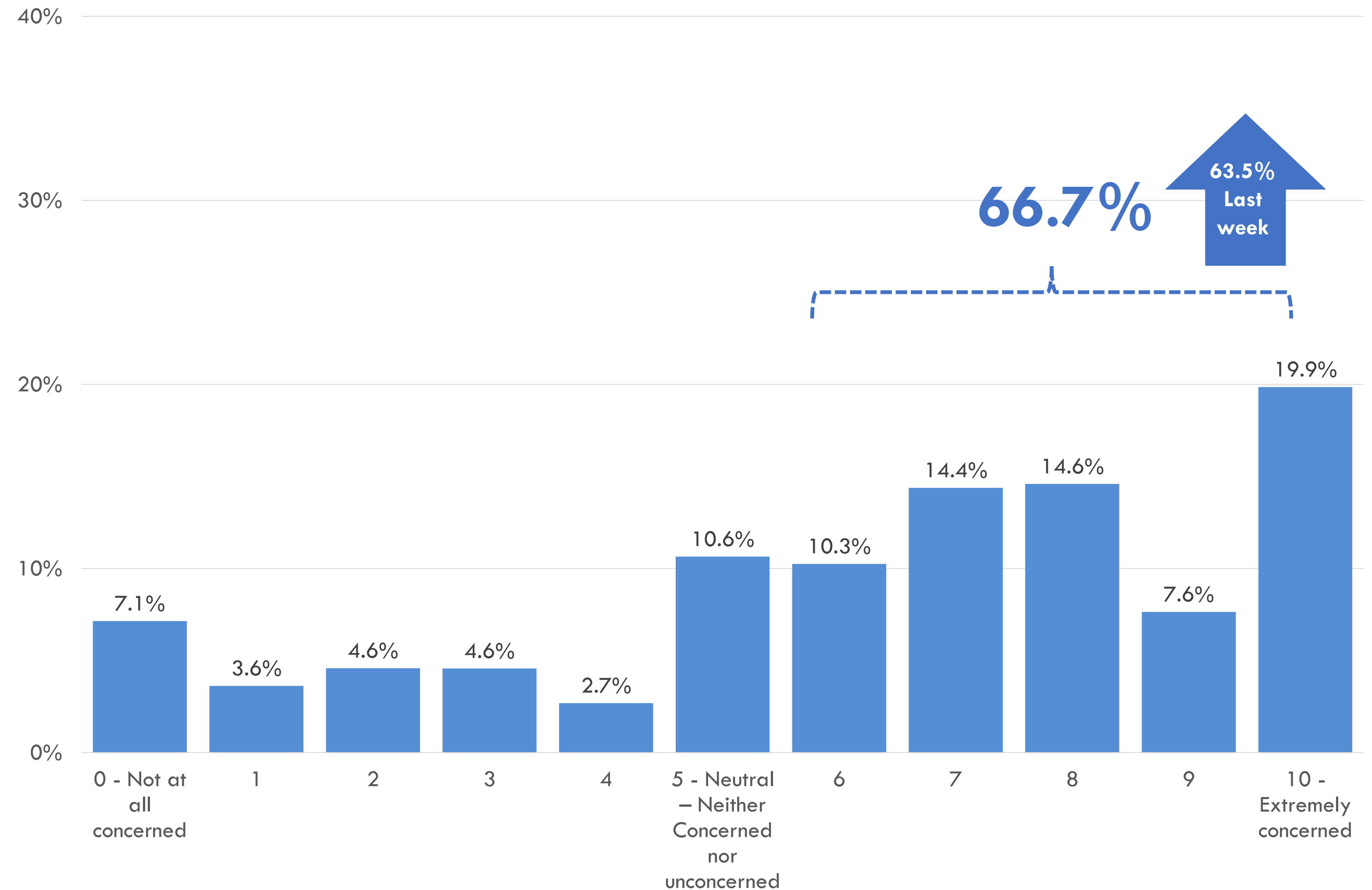
(Base: Waves 1-58. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 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, 1,202 and 1,210 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)

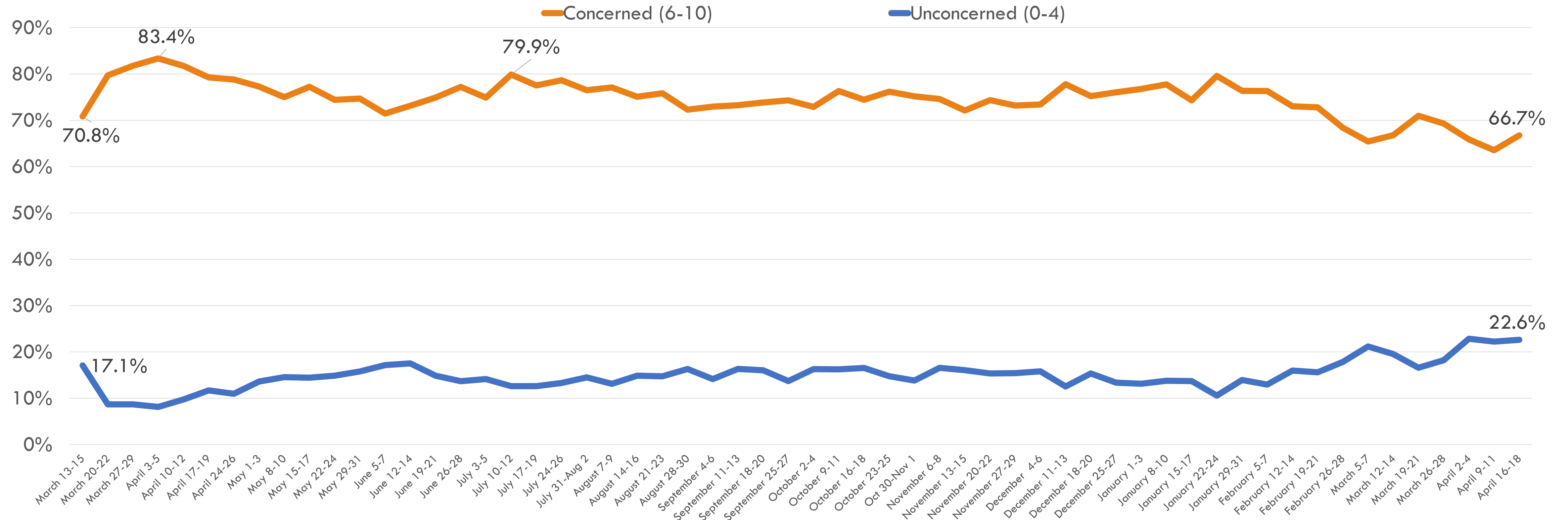
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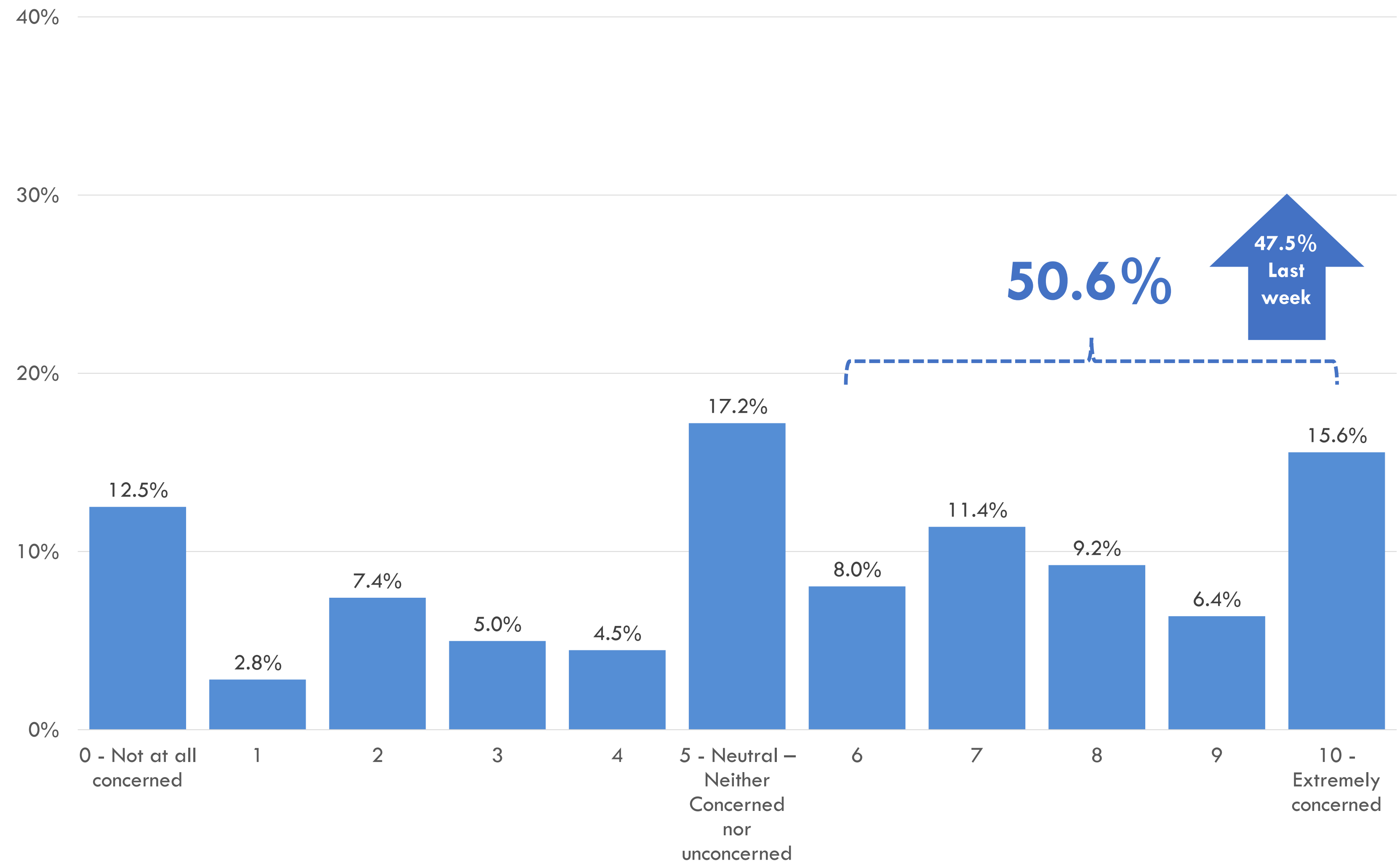


(Base: Waves 1-58. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 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, 1,202 and 1,210 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)

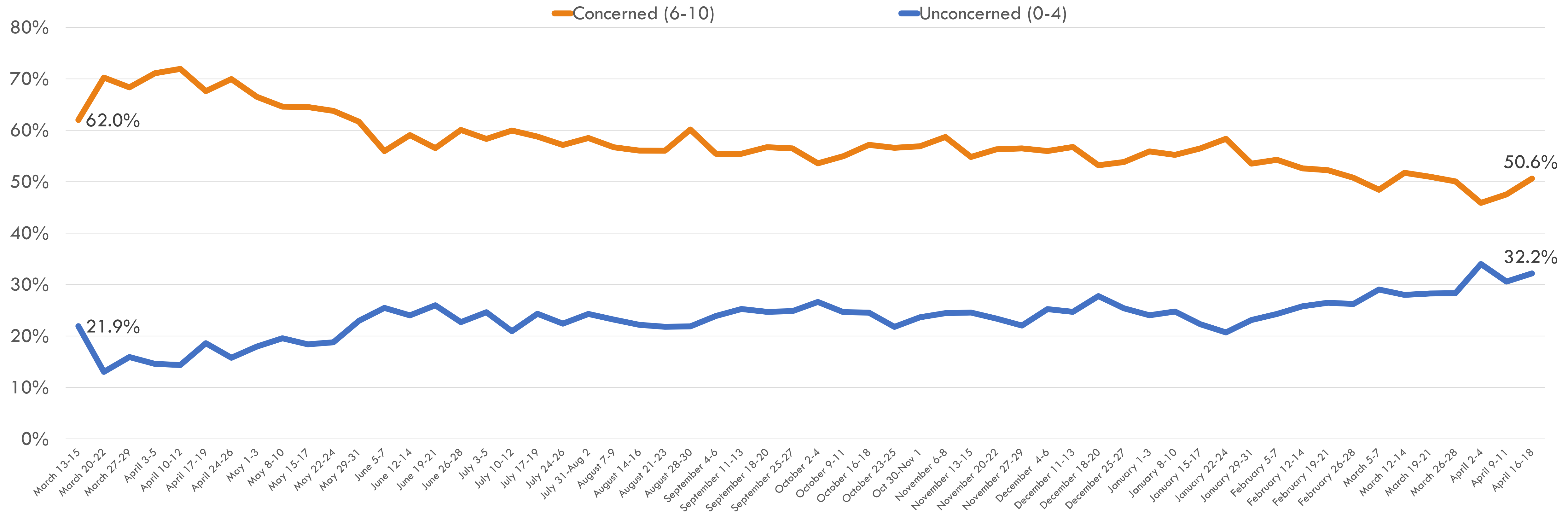
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# CONCERNS ABOUT PERSONAL FINANCES (WAVES 1-58)

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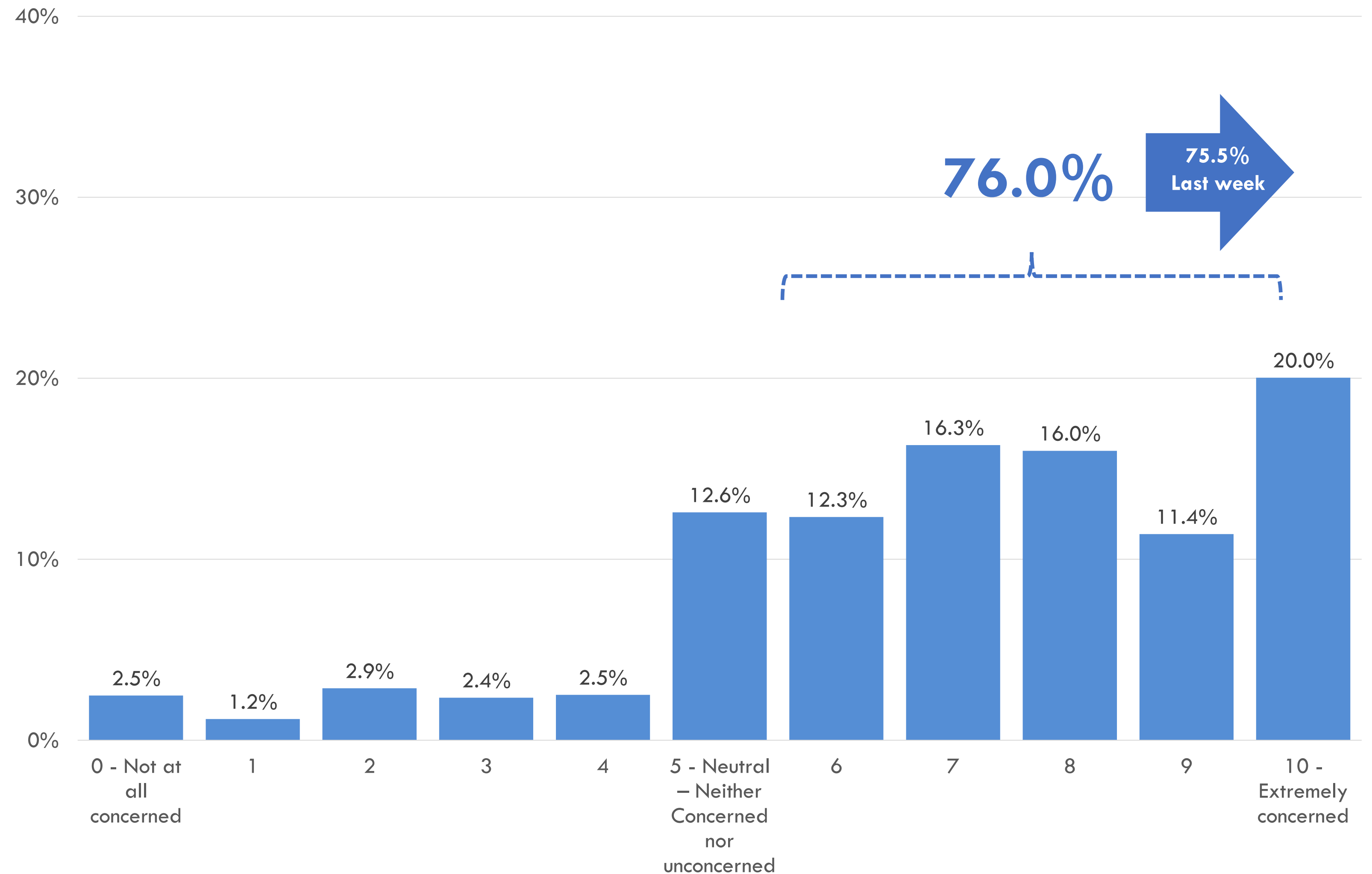


(Base: Waves 1-58. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 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, 1,202 and 1,210 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?

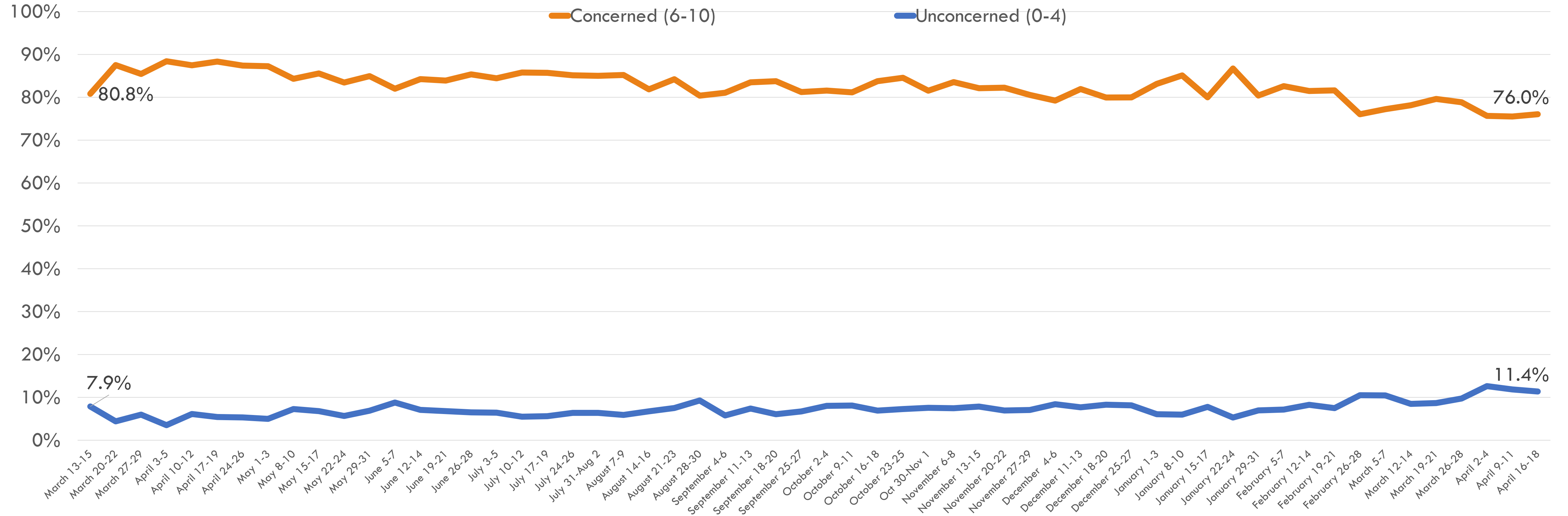
(Base: Wave 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)





# CONCERNS ABOUT NATIONAL ECONOMY (WAVES 1-58)

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



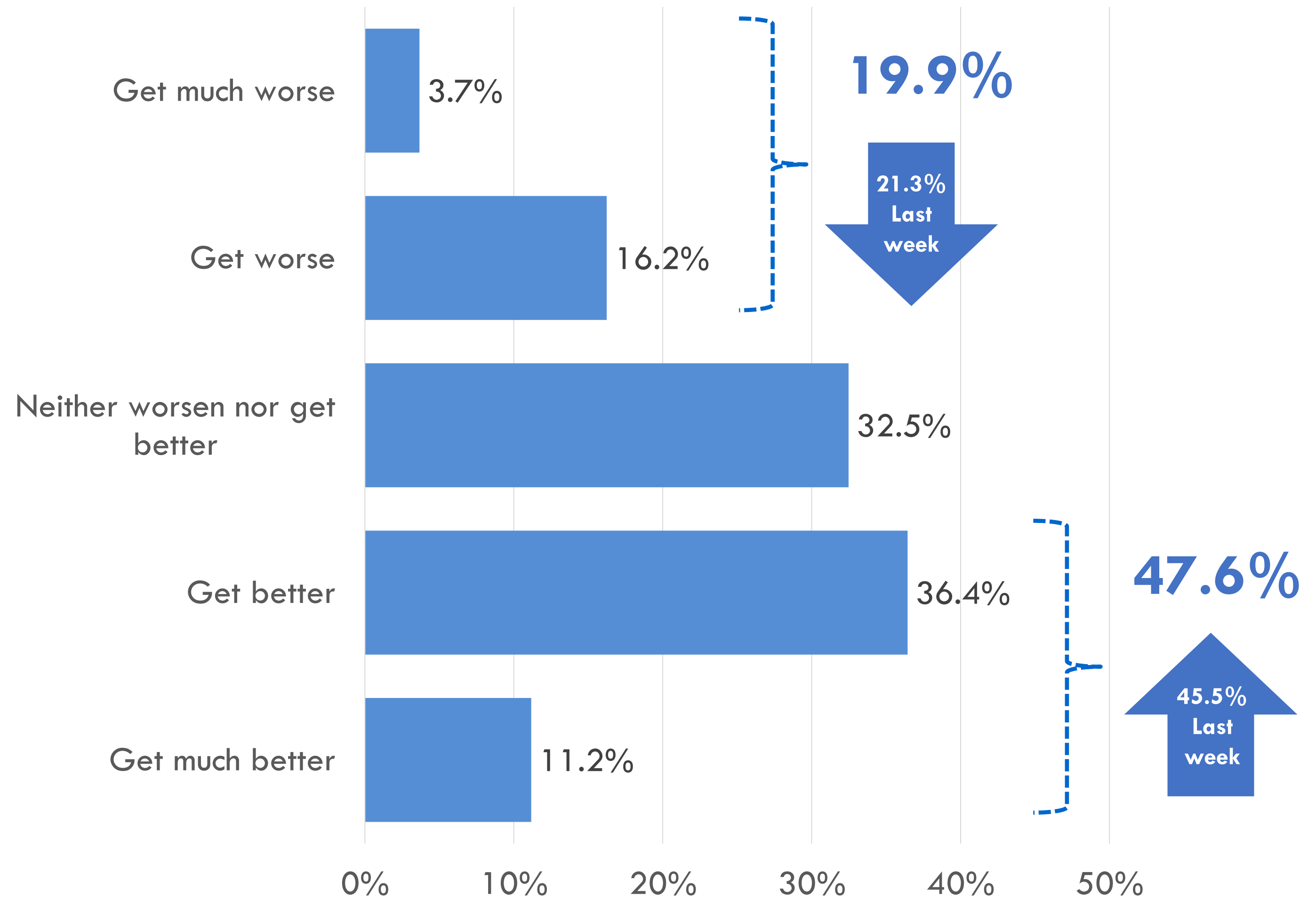
(Base: Waves 1-58. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 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, 1,202 and 1,210 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 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)



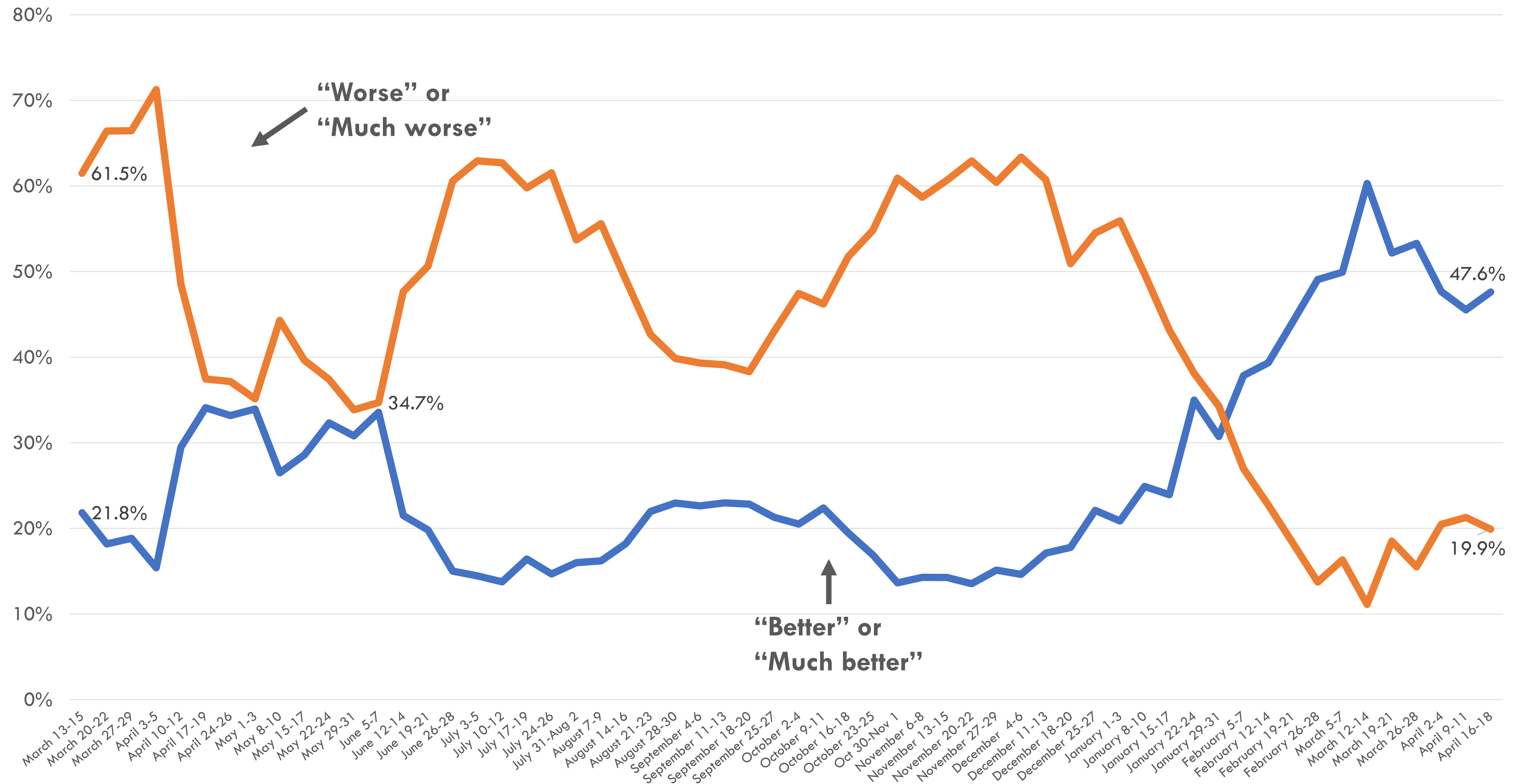


# EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-58)

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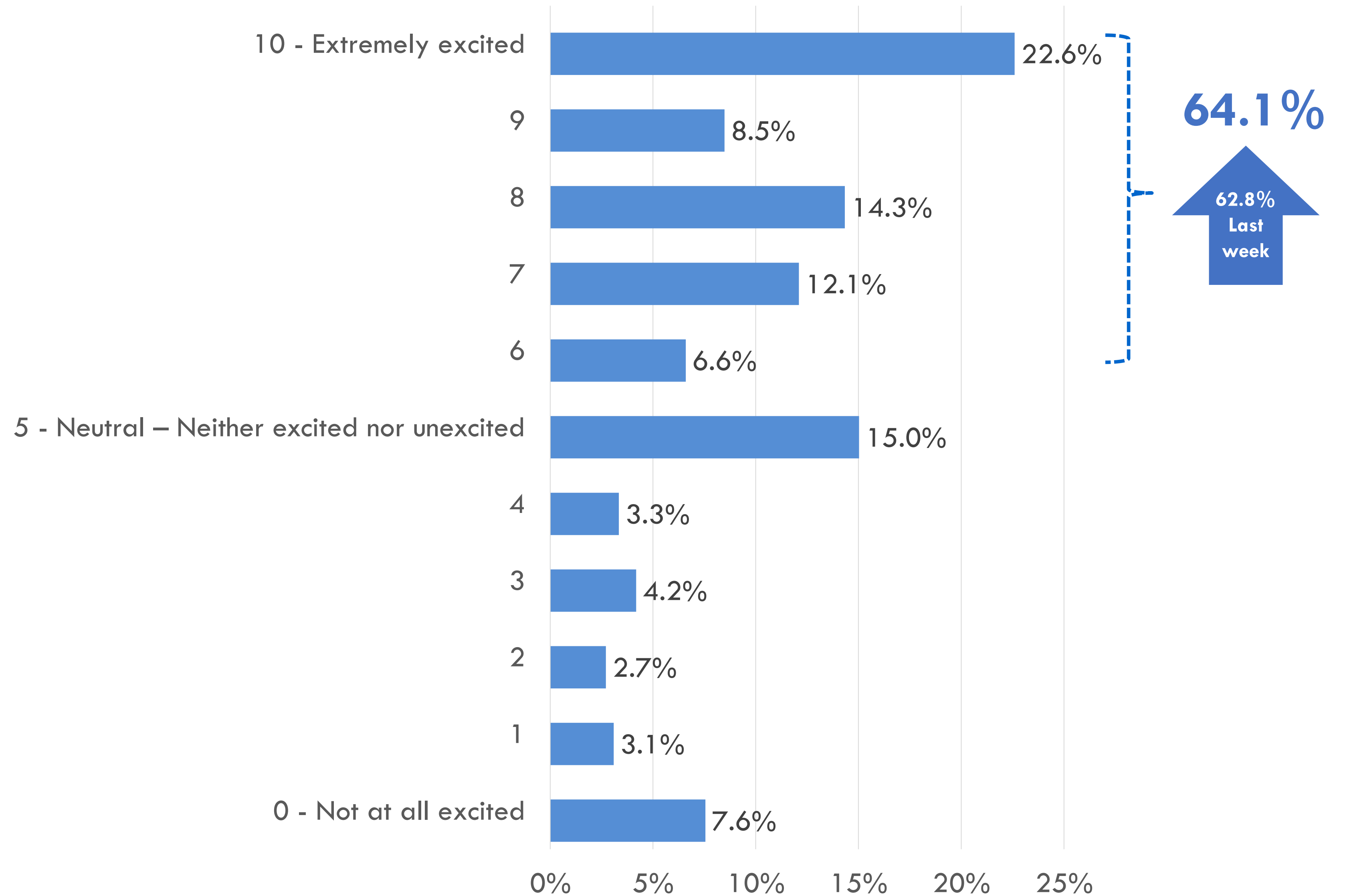


# EXCITEMENT TO TRAVEL NOW

**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 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)*

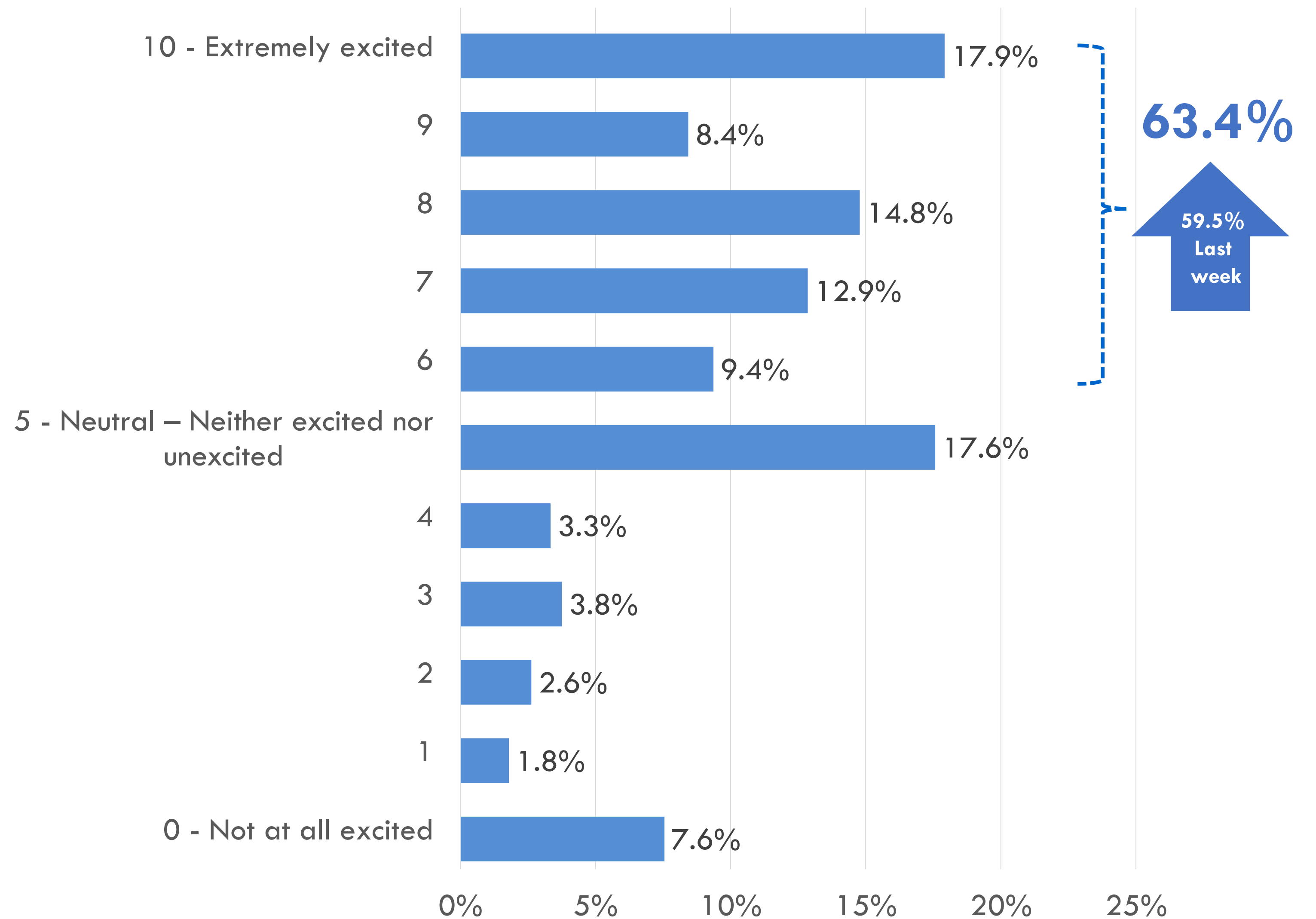




# OPENNESS TO TRAVEL INSPIRATION

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

(Base: Wave 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)

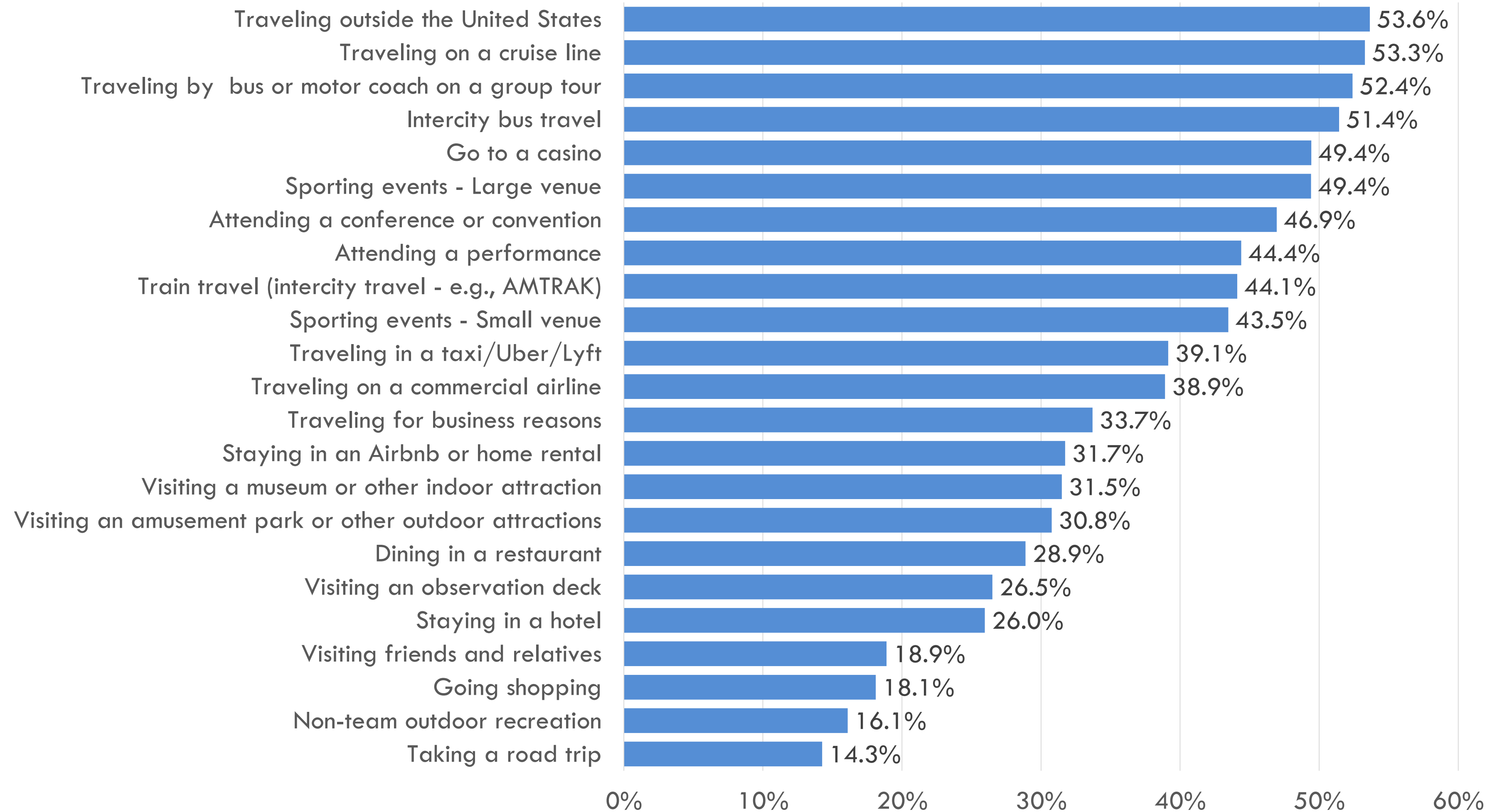


# PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 58)

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

*(Base: Wave 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)*

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

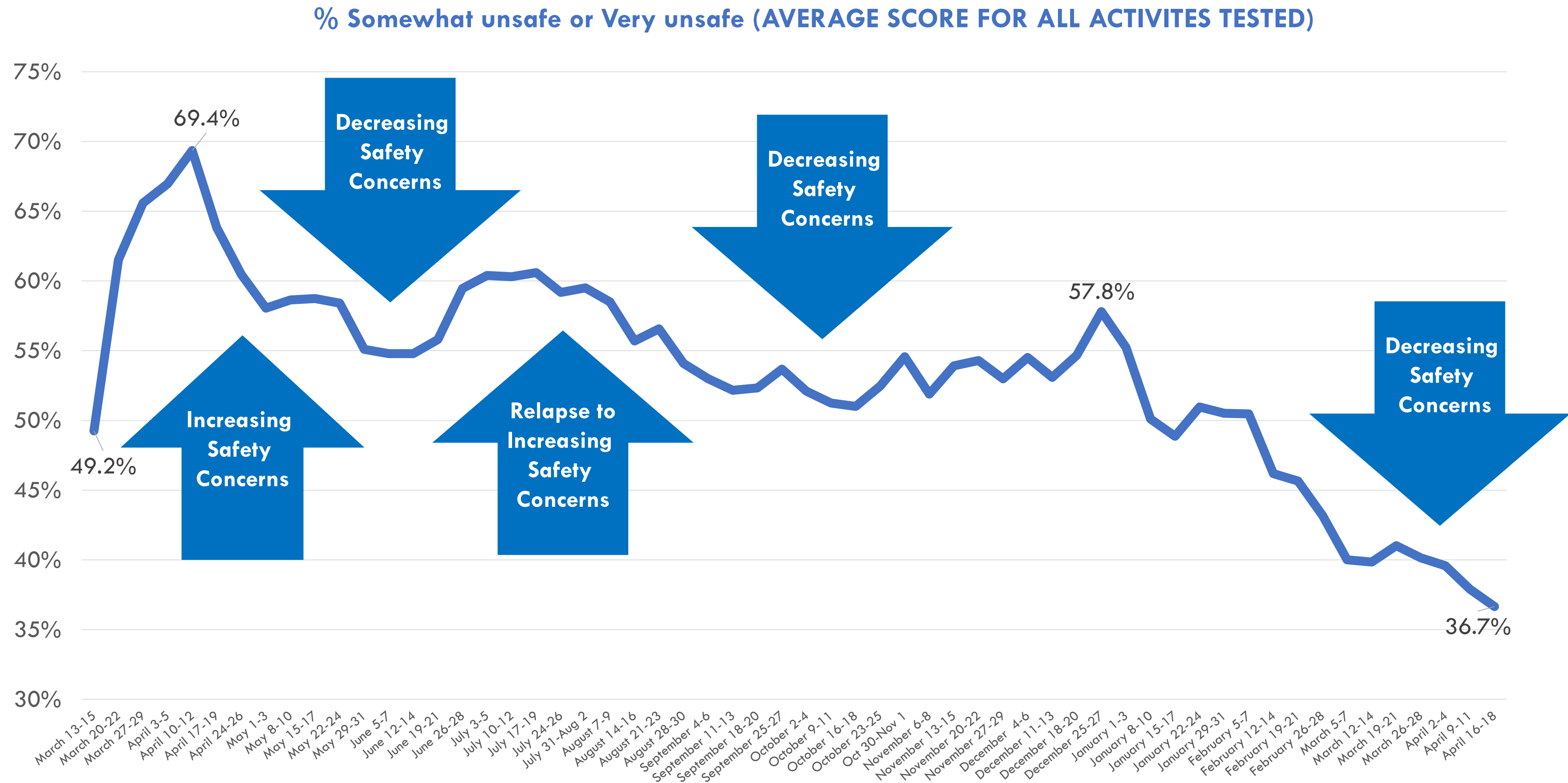




# PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-58 COMPARISON)

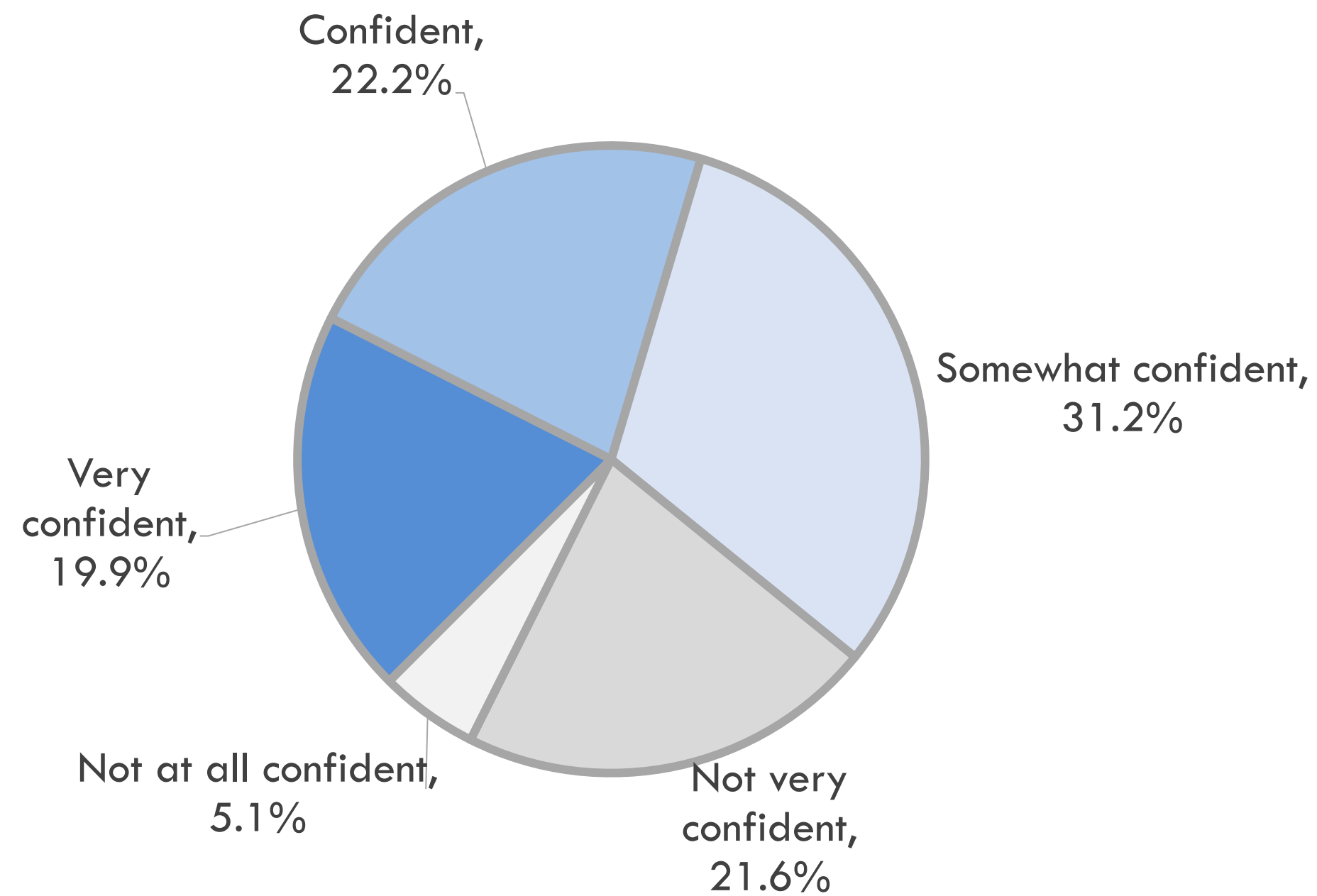
**Question: At this moment, how safe would you feel doing each type of travel activity?**

(Base: Waves 1-58. 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, 1,202 and 1,210 completed surveys.)

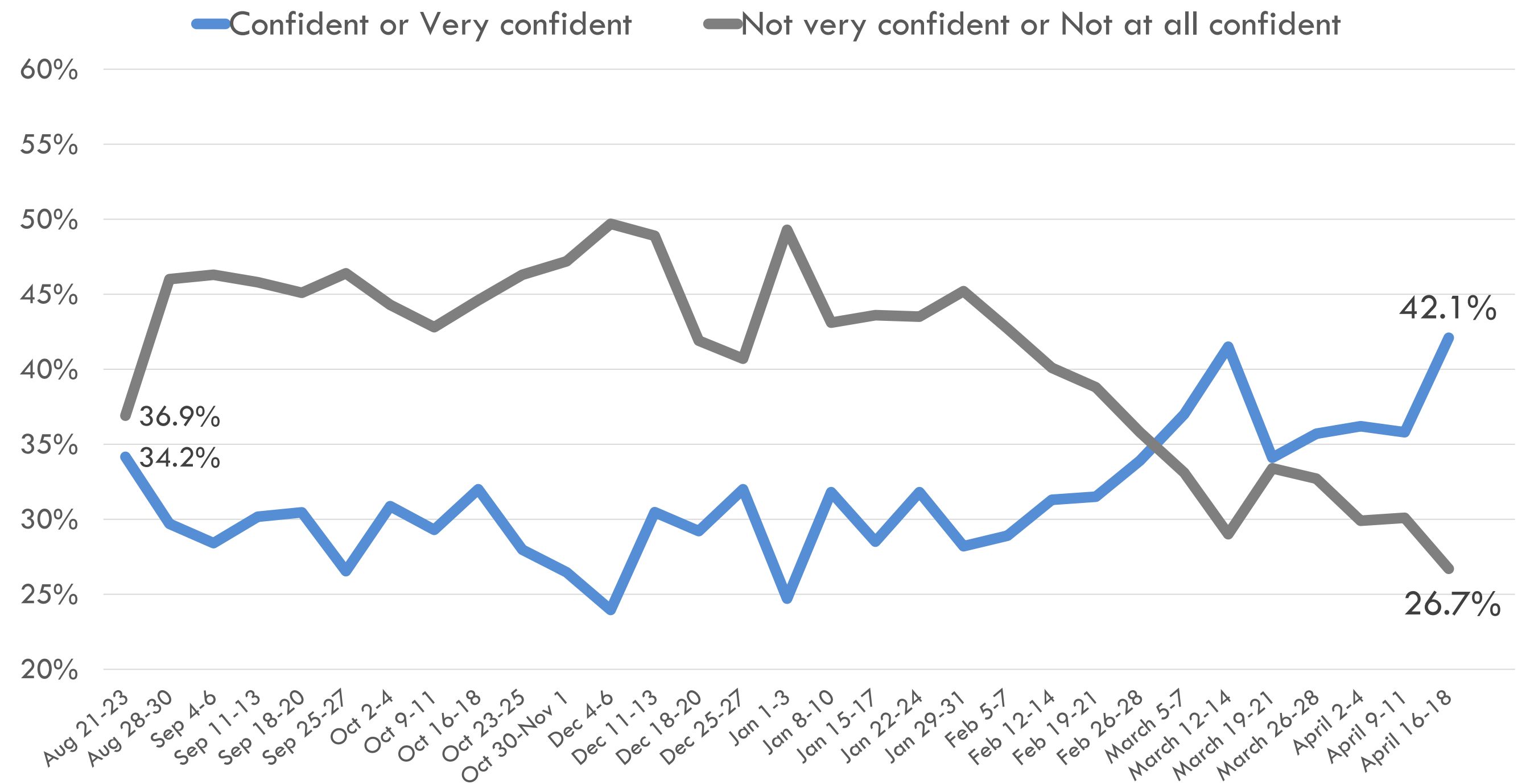


# CONFIDENCE IN ABILITY TO TRAVEL SAFELY

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



## Historical data

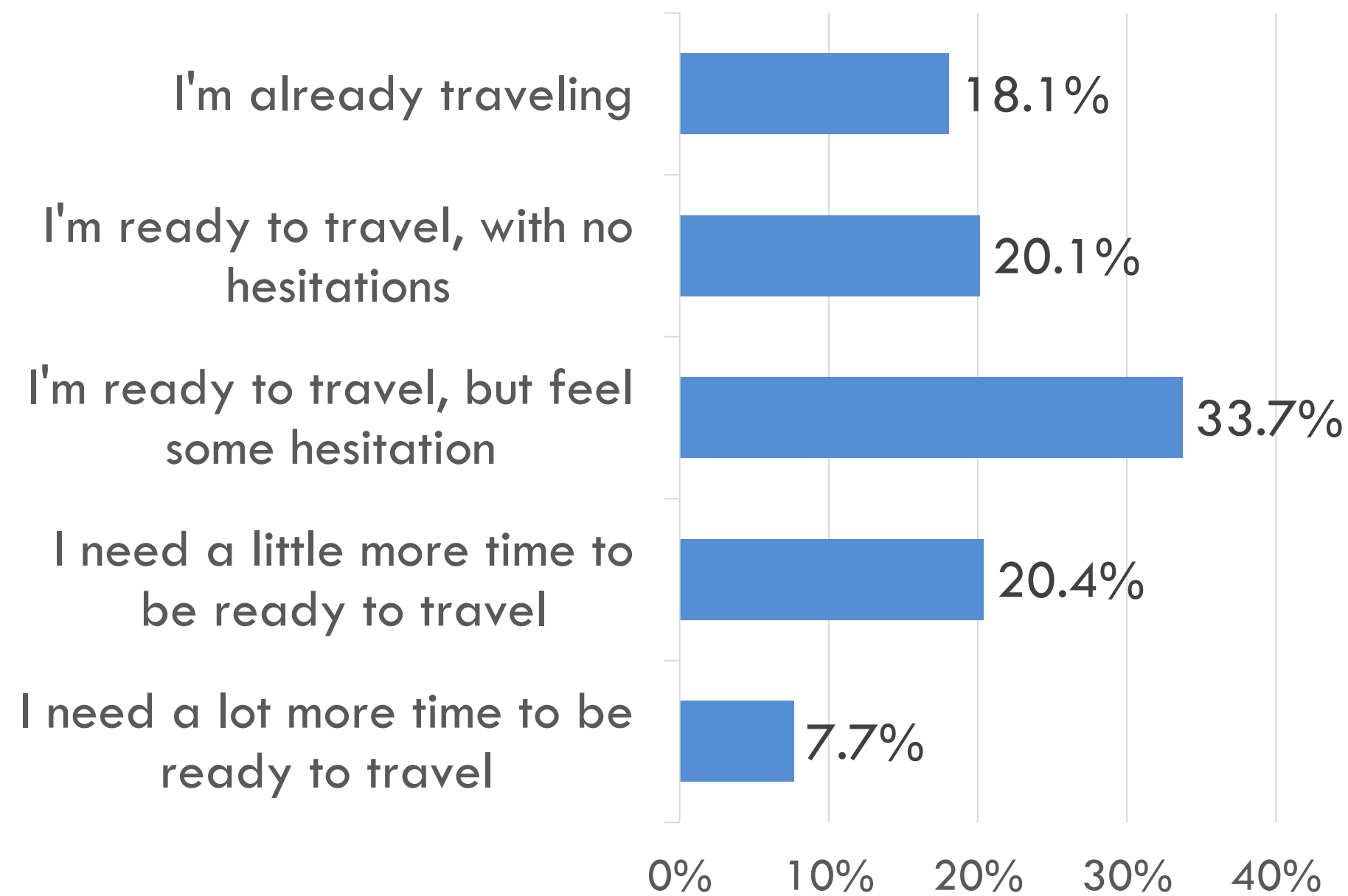


(Base: Wave 24-34 and 39-58 data. All respondents, 1,202, 1,246, 1,222, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206, 1,202 and 1,210 completed surveys.)

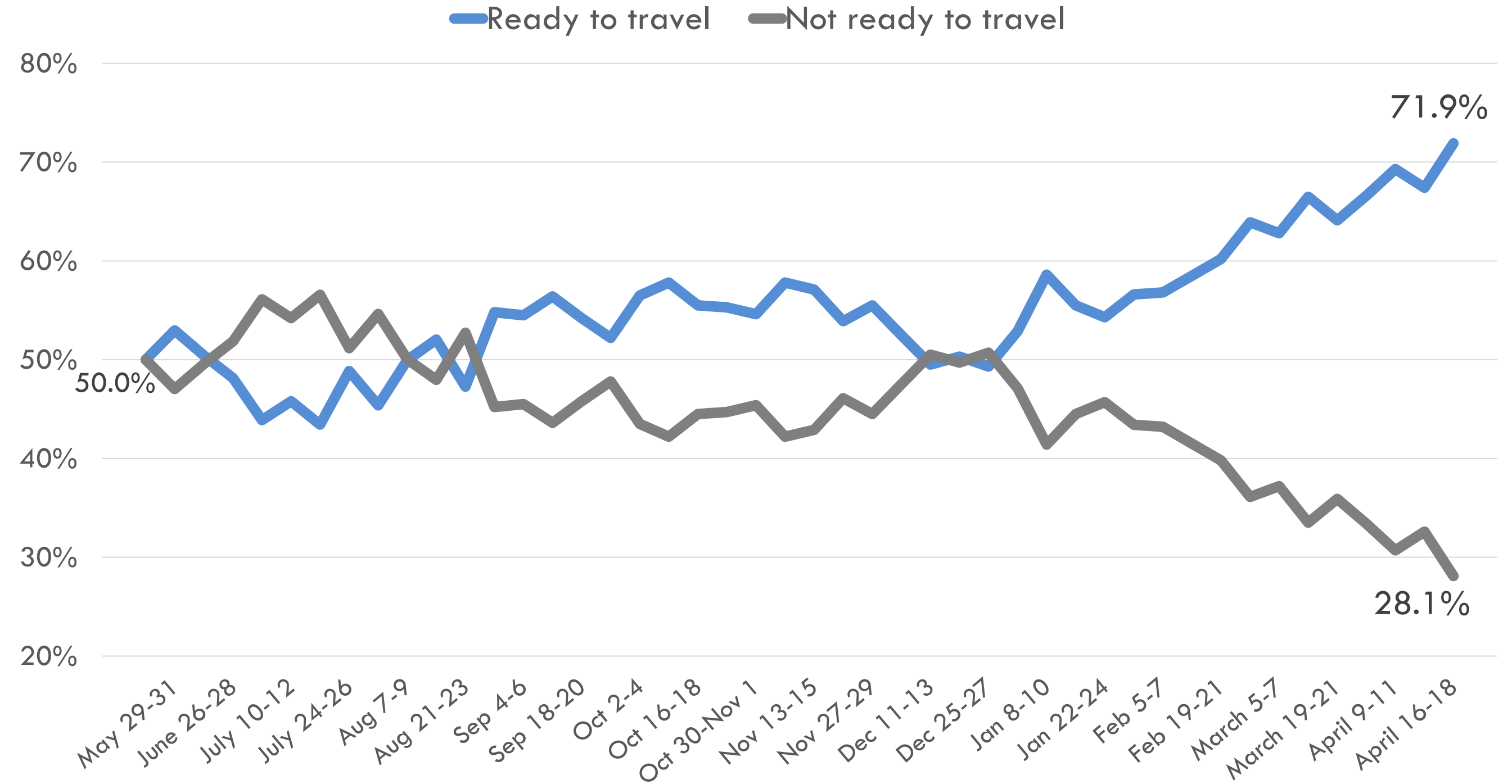


# TRAVEL STATE-OF-MIND

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



## Historical data

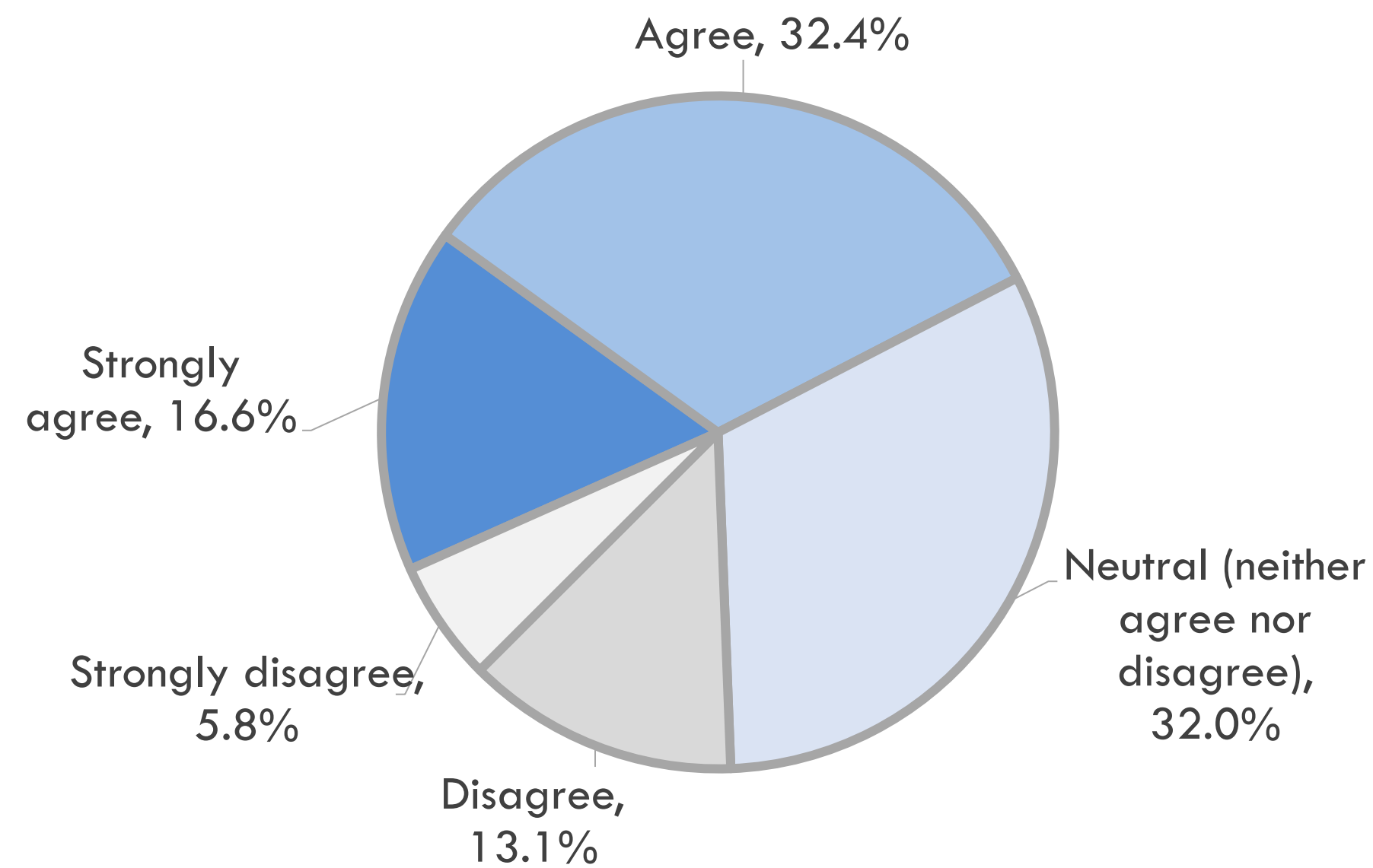


(Base: Waves 12-13 and 15-58. All respondents, 1,257, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206, 1,202 and 1,210 completed surveys.)

# DISCOUNTS AND PRICE CUTS

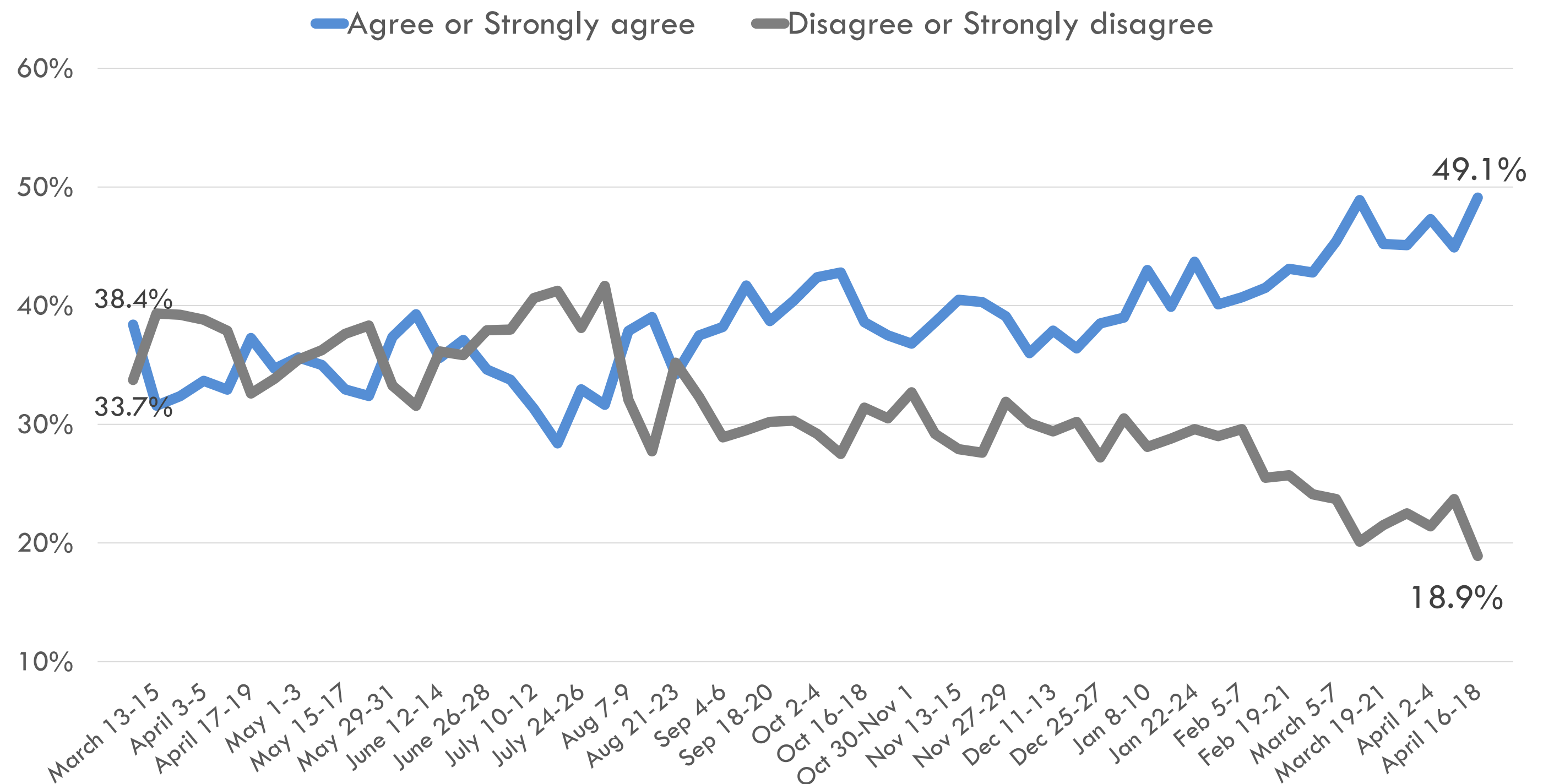
**How much do you agree with the following statement?**

**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 1-58. 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, 1,202 and 1,210 completed surveys.)

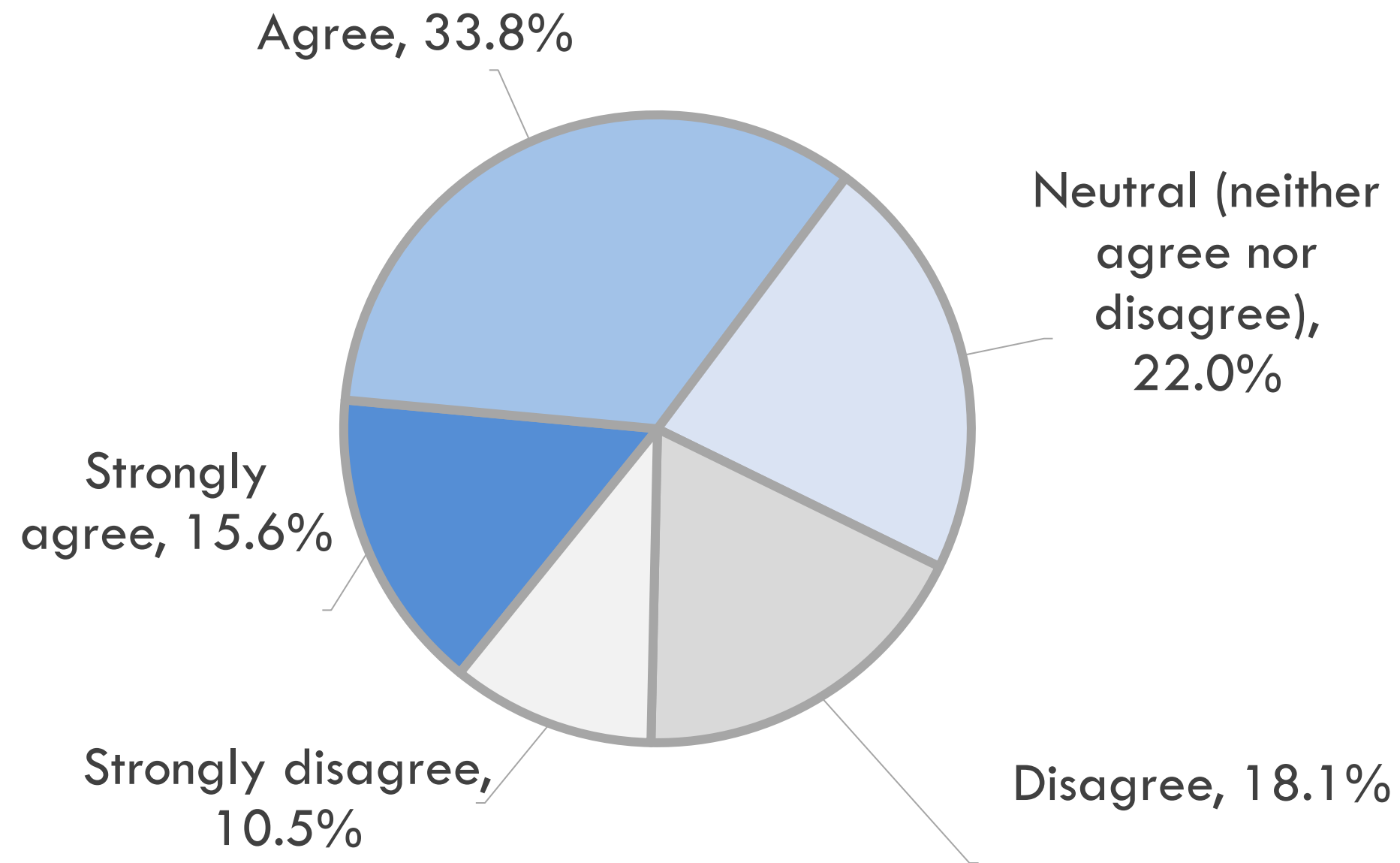
## Historical data



# INABILITY TO FULLY ENJOY TRAVEL RIGHT NOW

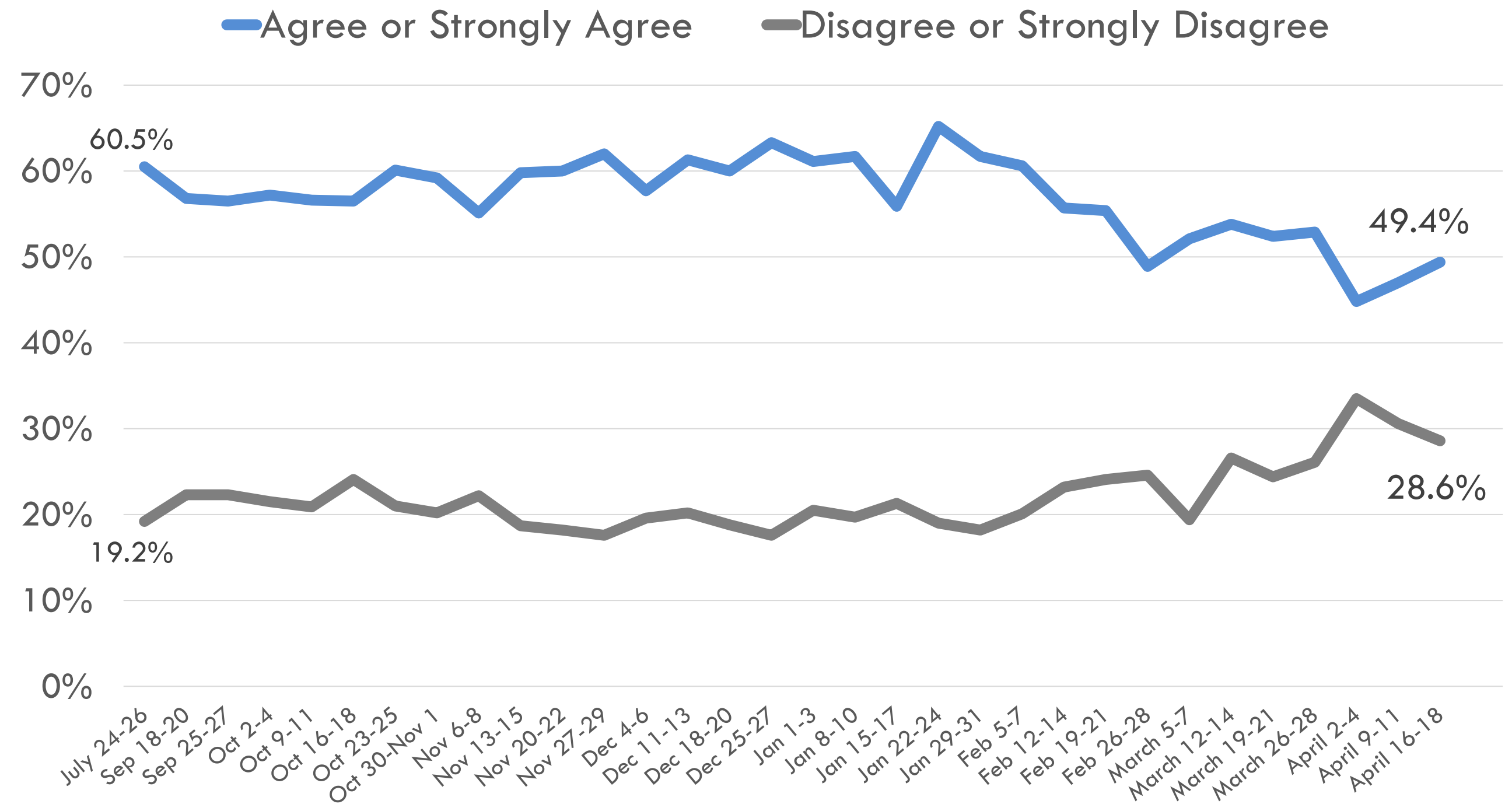
**How much do you agree with the following statement?**

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



(Base: Waves 20, 28-58 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, 1,202 and 1,210 completed surveys.)

## Historical data

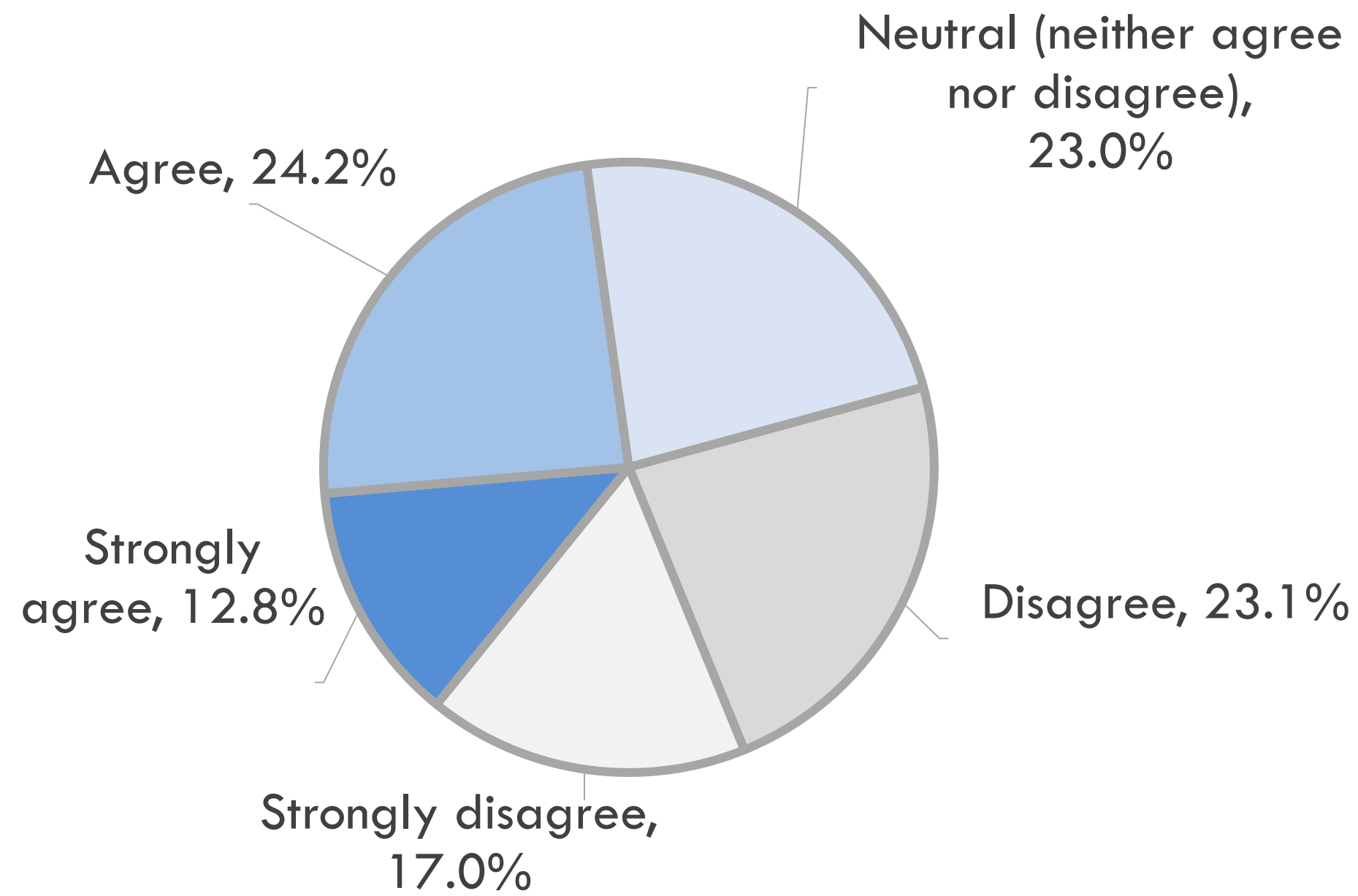




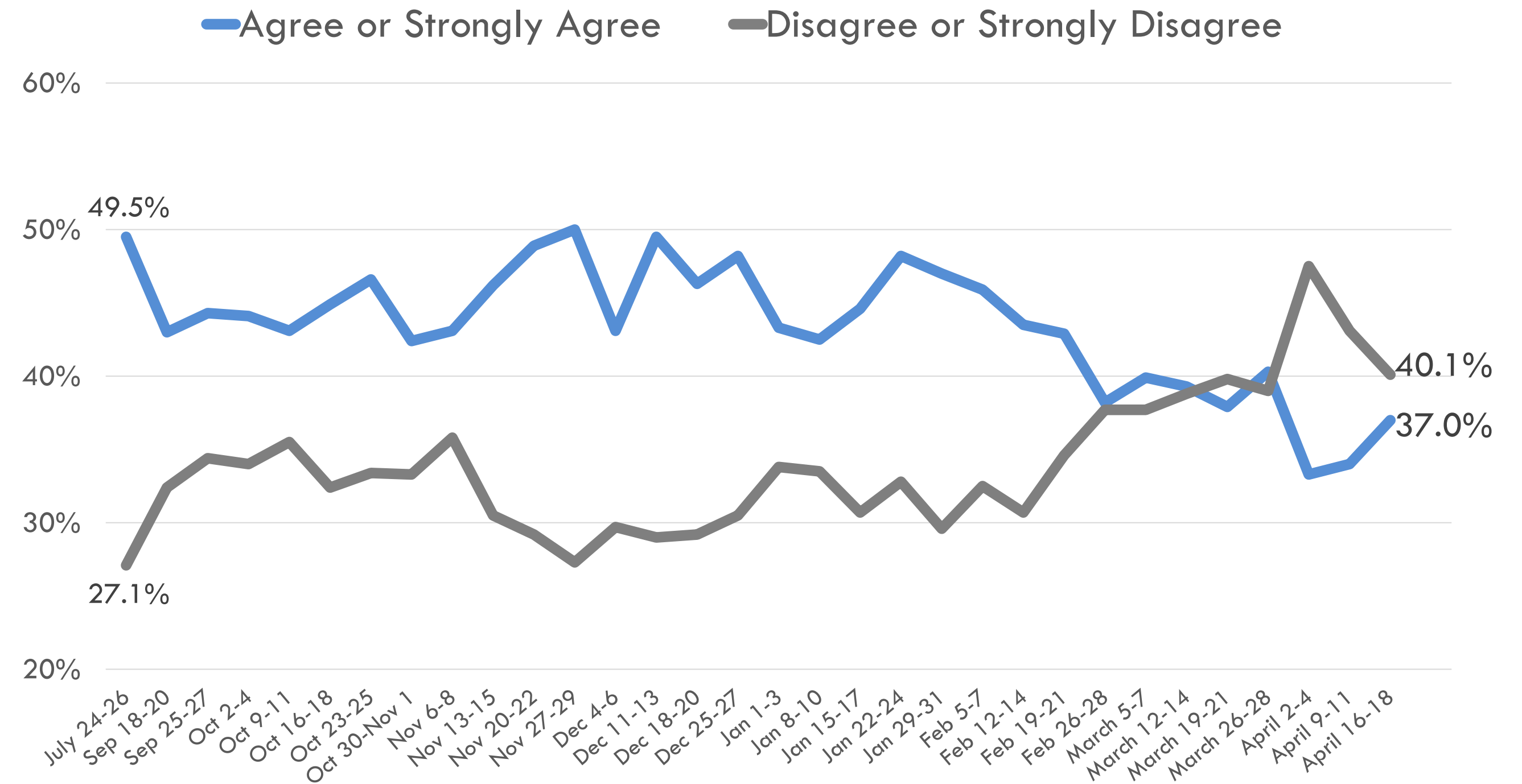
# LOSS OF INTEREST IN TRAVEL

**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

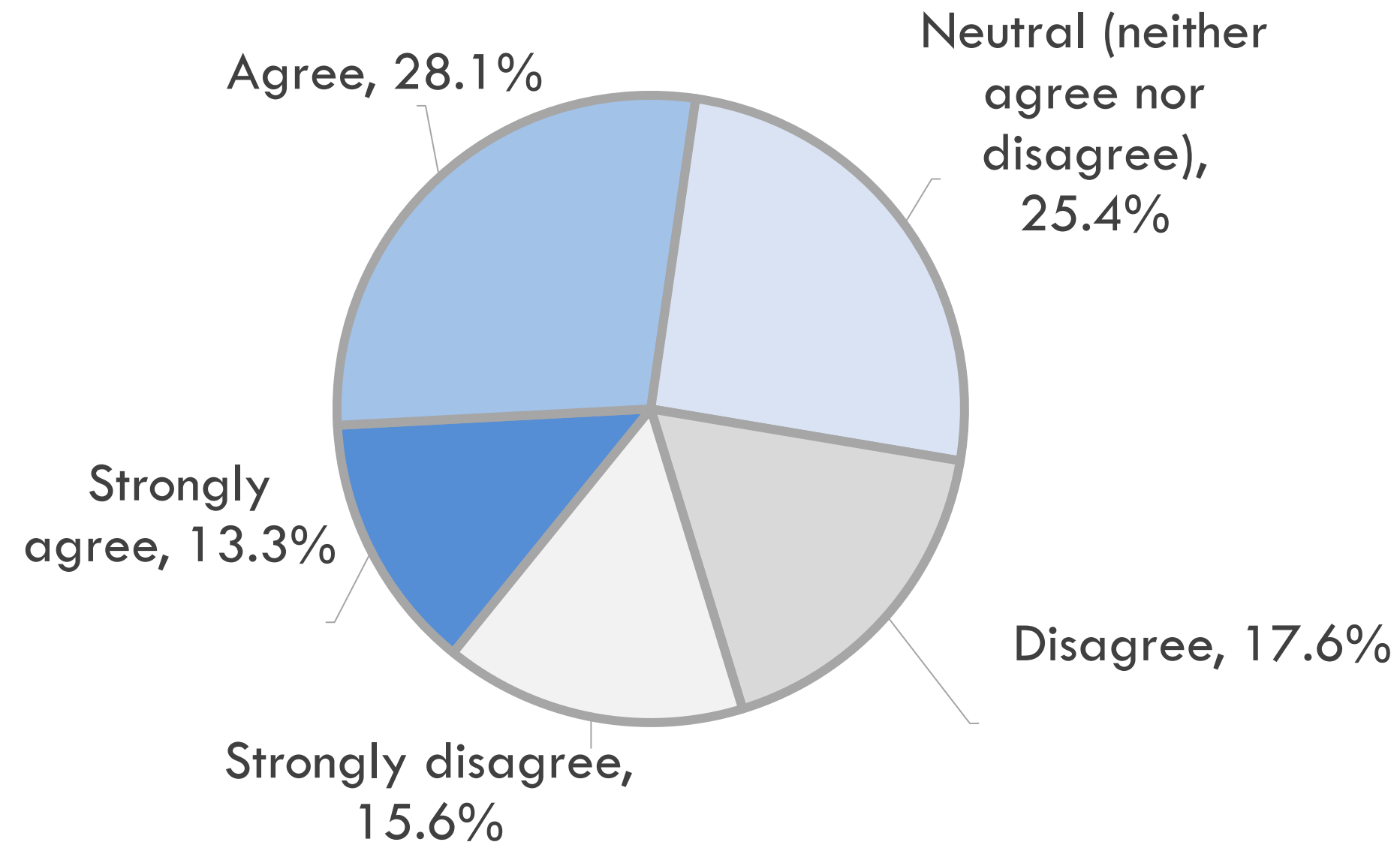


(Base: Waves 20, 28-58 data. All respondents, 1,206, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206, 1,202 and 1,210 completed surveys.)

# TRAVEL AS AN ESSENTIAL NEED ONLY

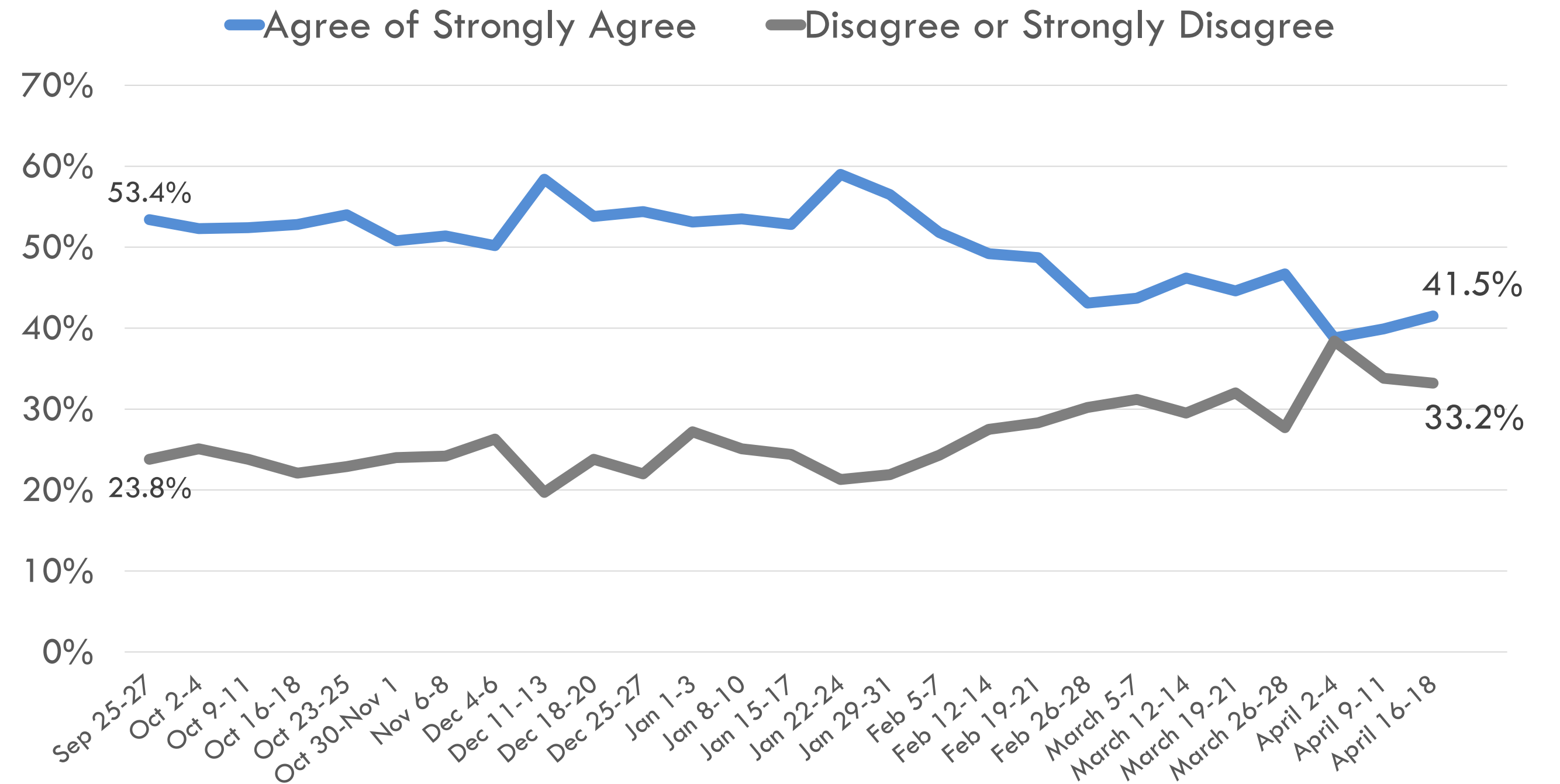
**How much do you agree with the following statement?**

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



(Base: Waves 29-35, 39-58 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, 1,202 and 1,210 completed surveys.)

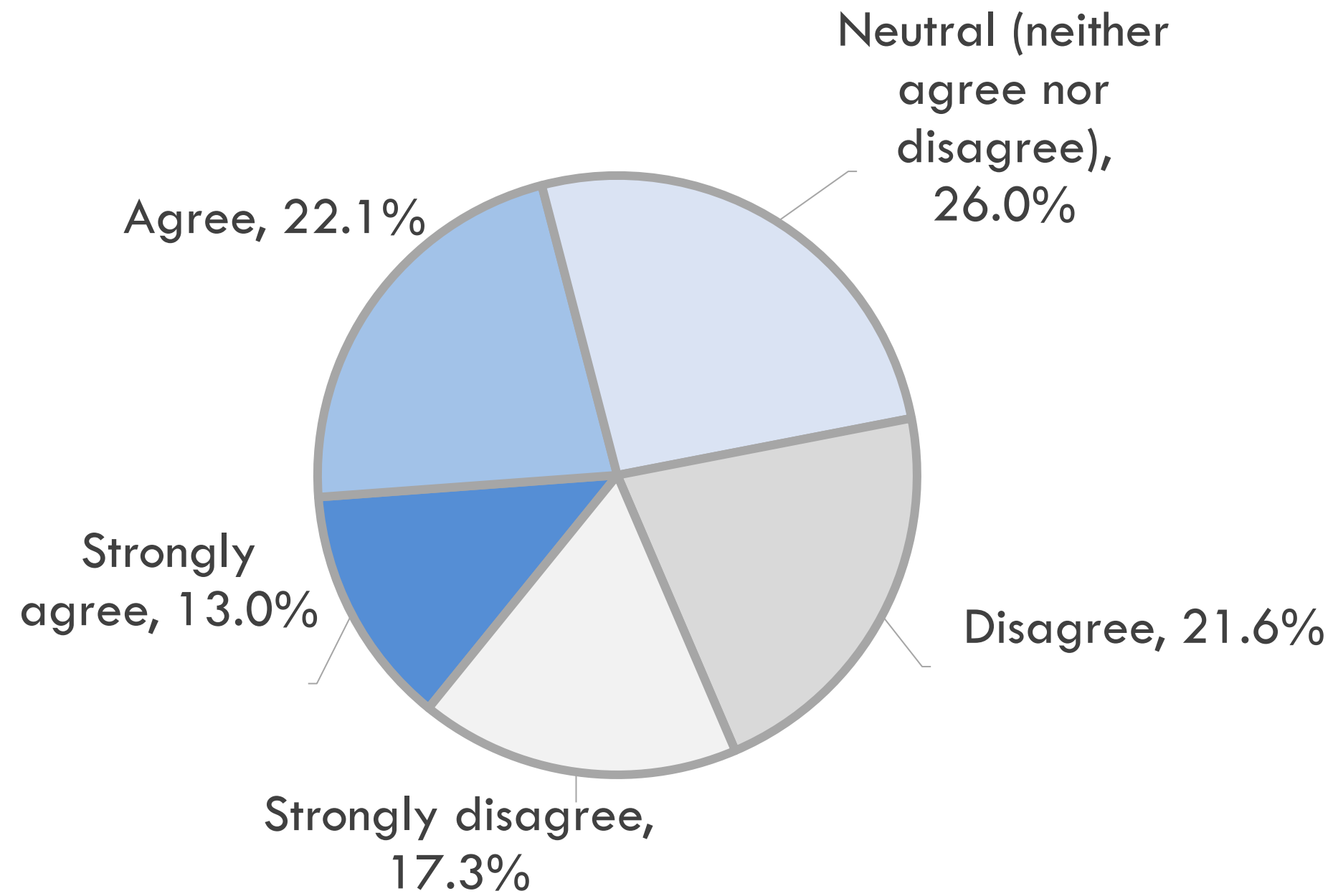
## Historical data



# TRAVEL GUILT

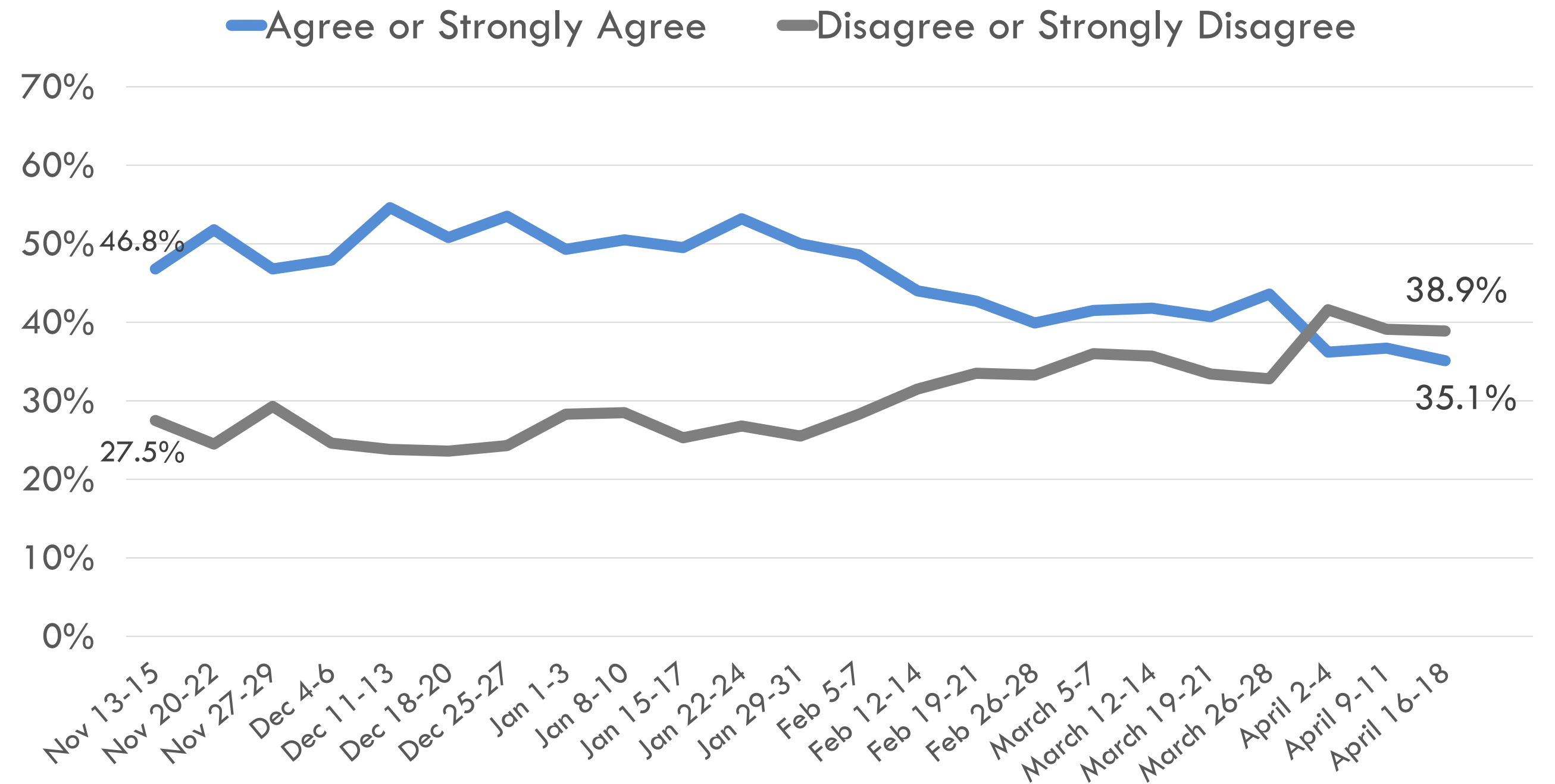
**How much do you agree with the following statement?**

**Statement:** I would feel guilty traveling right now.



(Base: Waves 36-58 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, 1,202 and 1,210 completed surveys.)

## Historical data





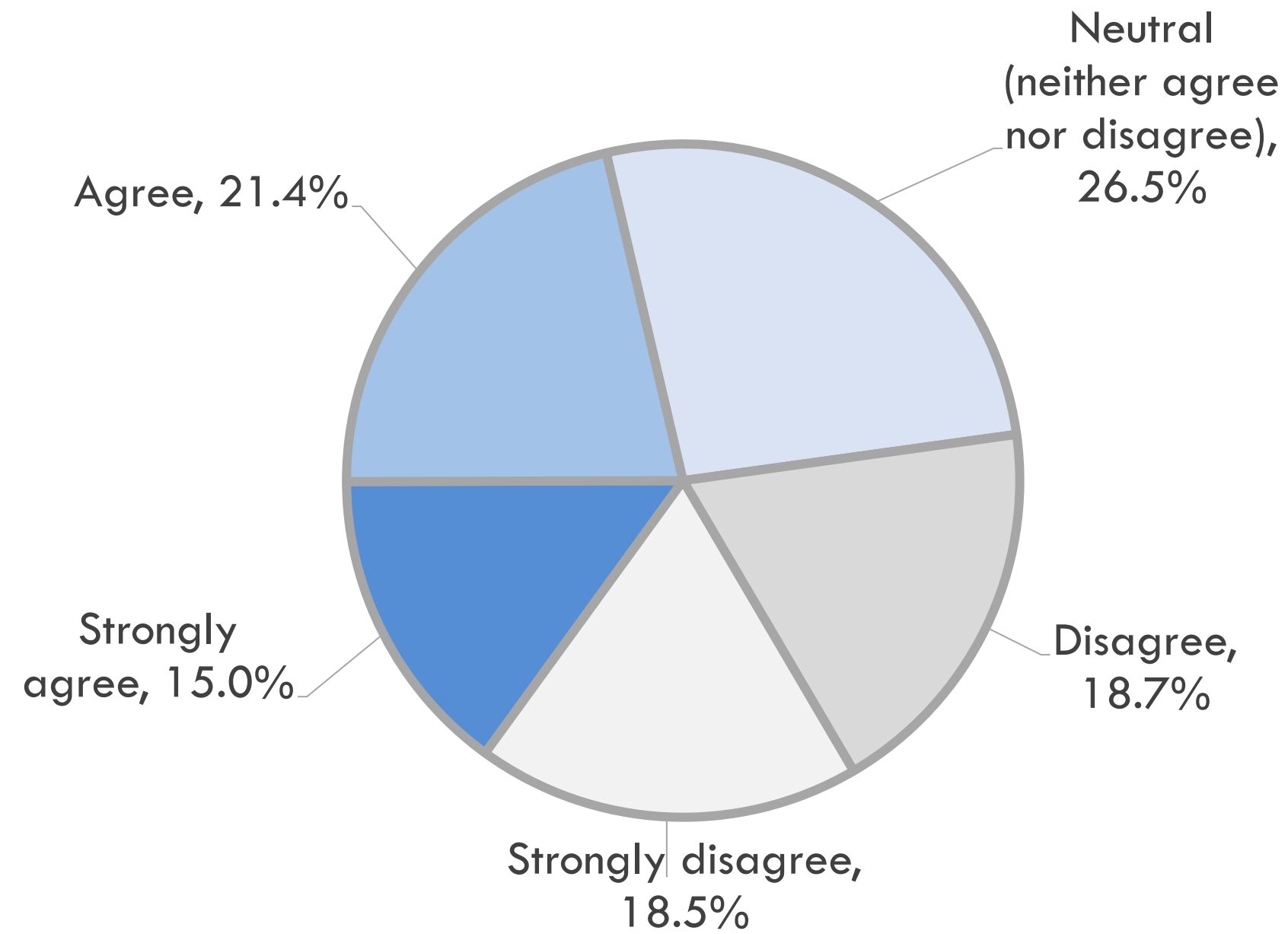


# TRAVEL AVOIDANCE

# AVOIDING TRAVEL UNTIL THE CORONAVIRUS BLOWS OVER

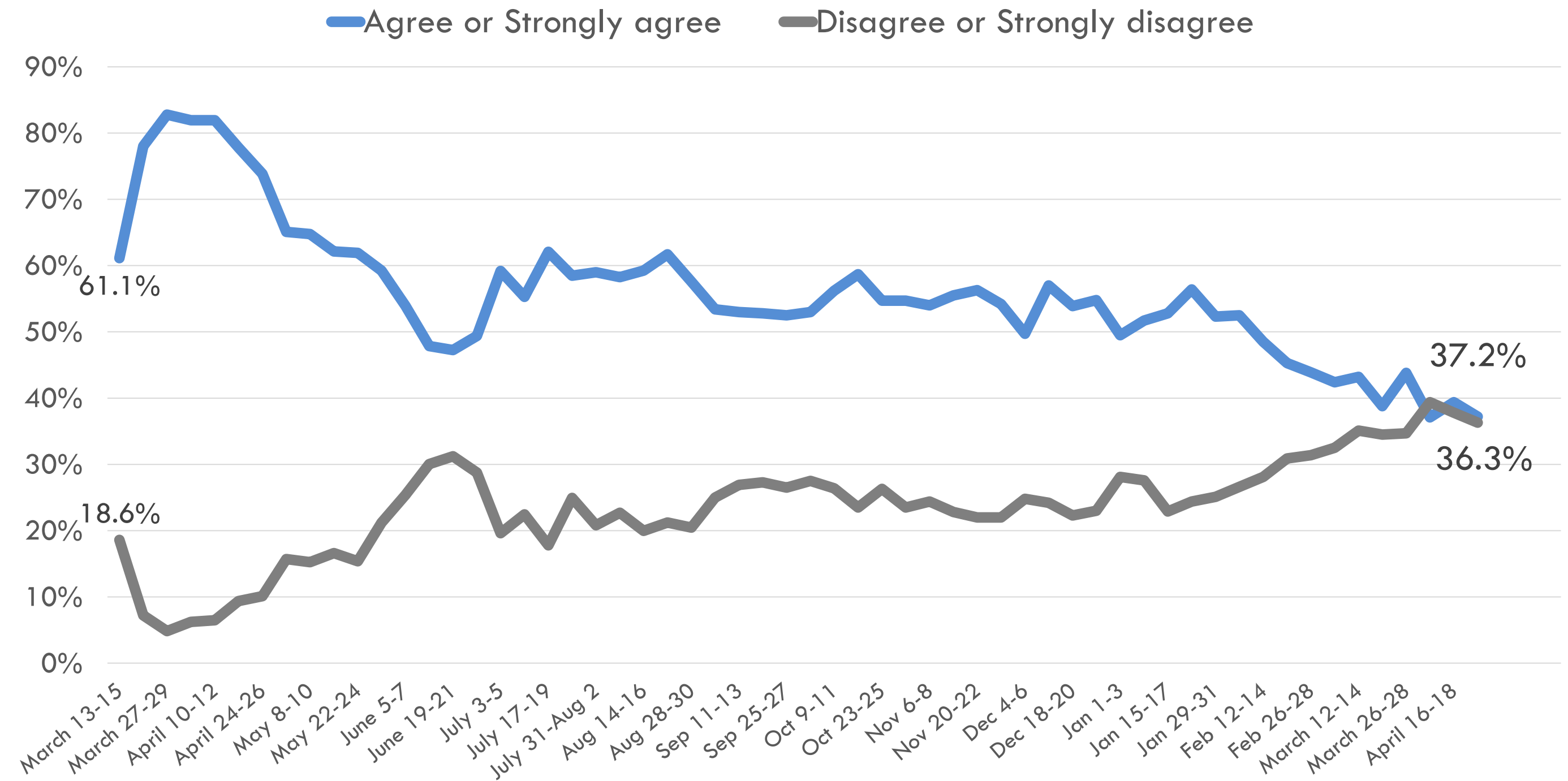
**How much do you agree with the following statement?**

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



(Base: Waves 1-58. 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, 1,202 and 1,210 completed surveys.)

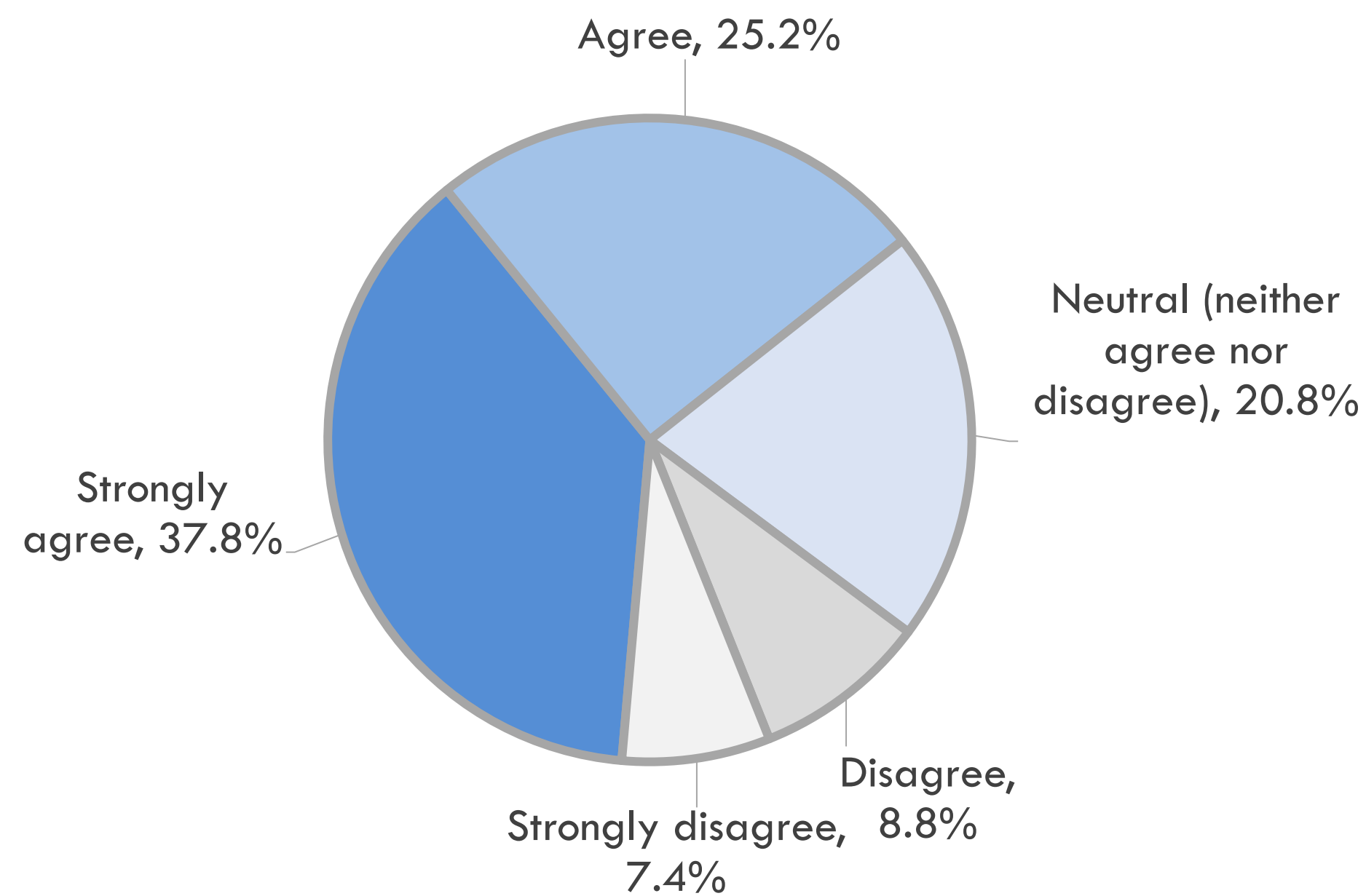
## Historical data



# AVOIDING INTERNATIONAL TRAVEL

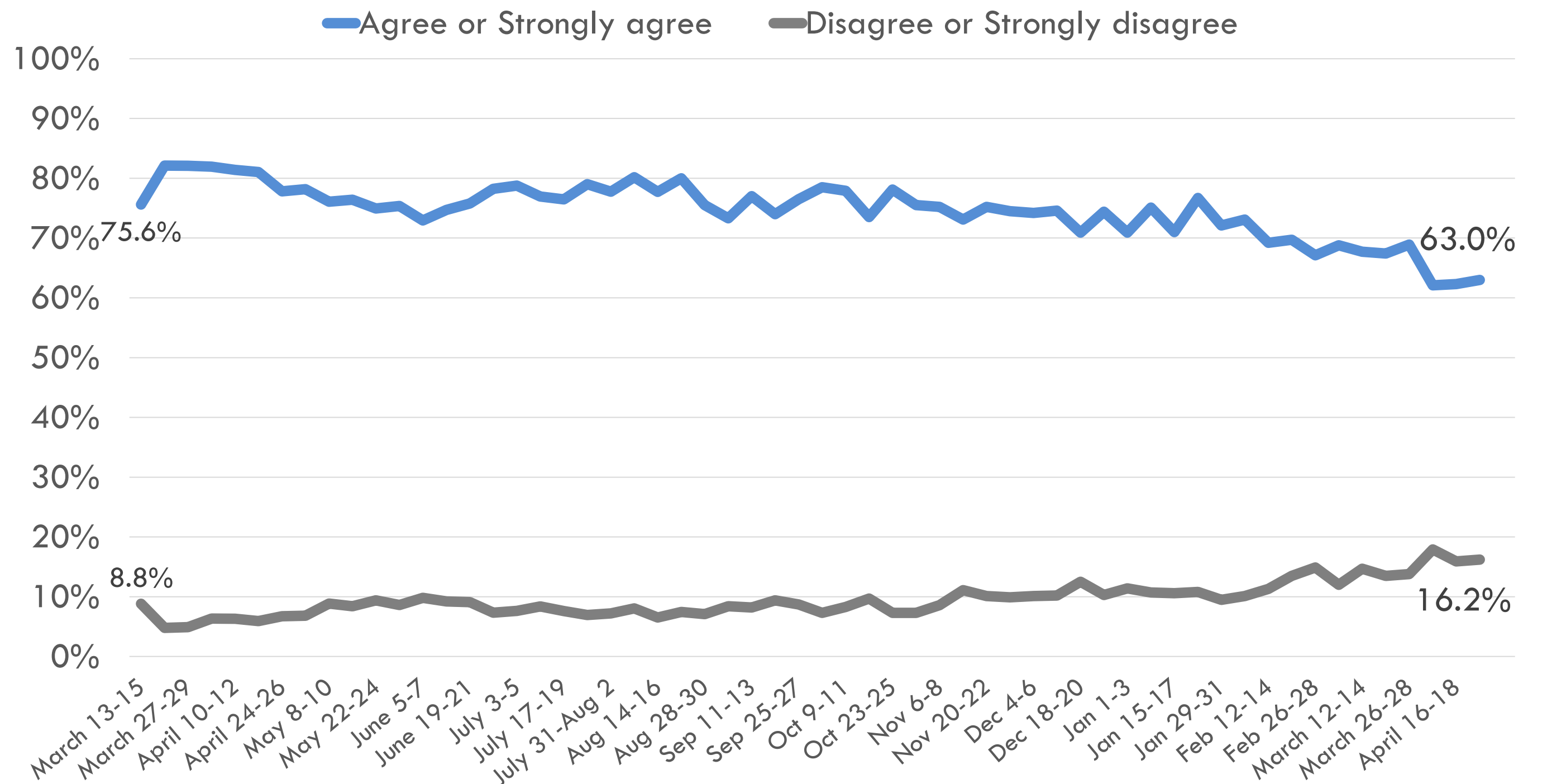
**How much do you agree with the following statement?**

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



(Base: Waves 1-58. 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, 1,202 and 1,210 completed surveys.)

## Historical data

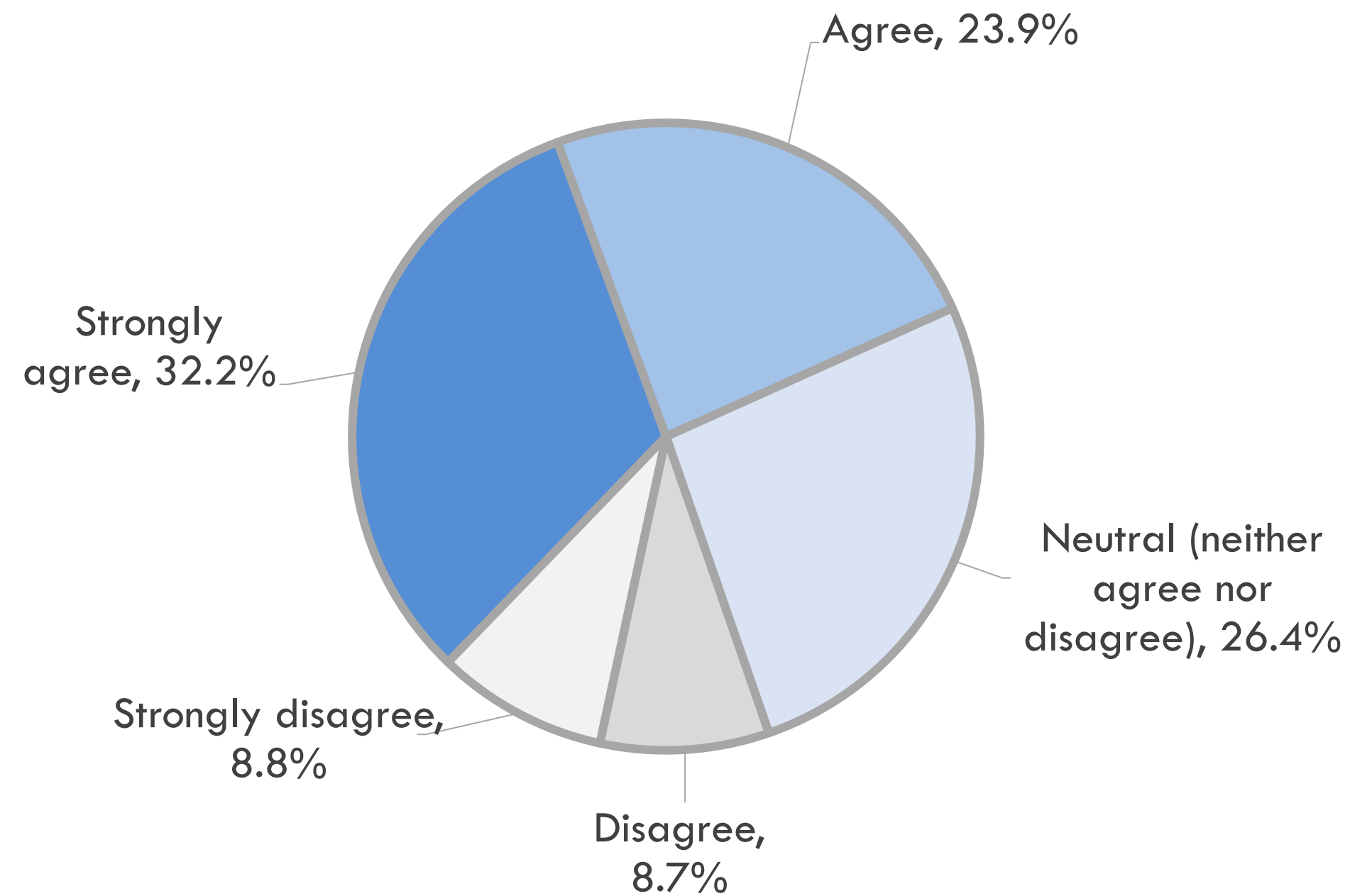




# AVOIDING CONVENTIONS & CONFERENCES

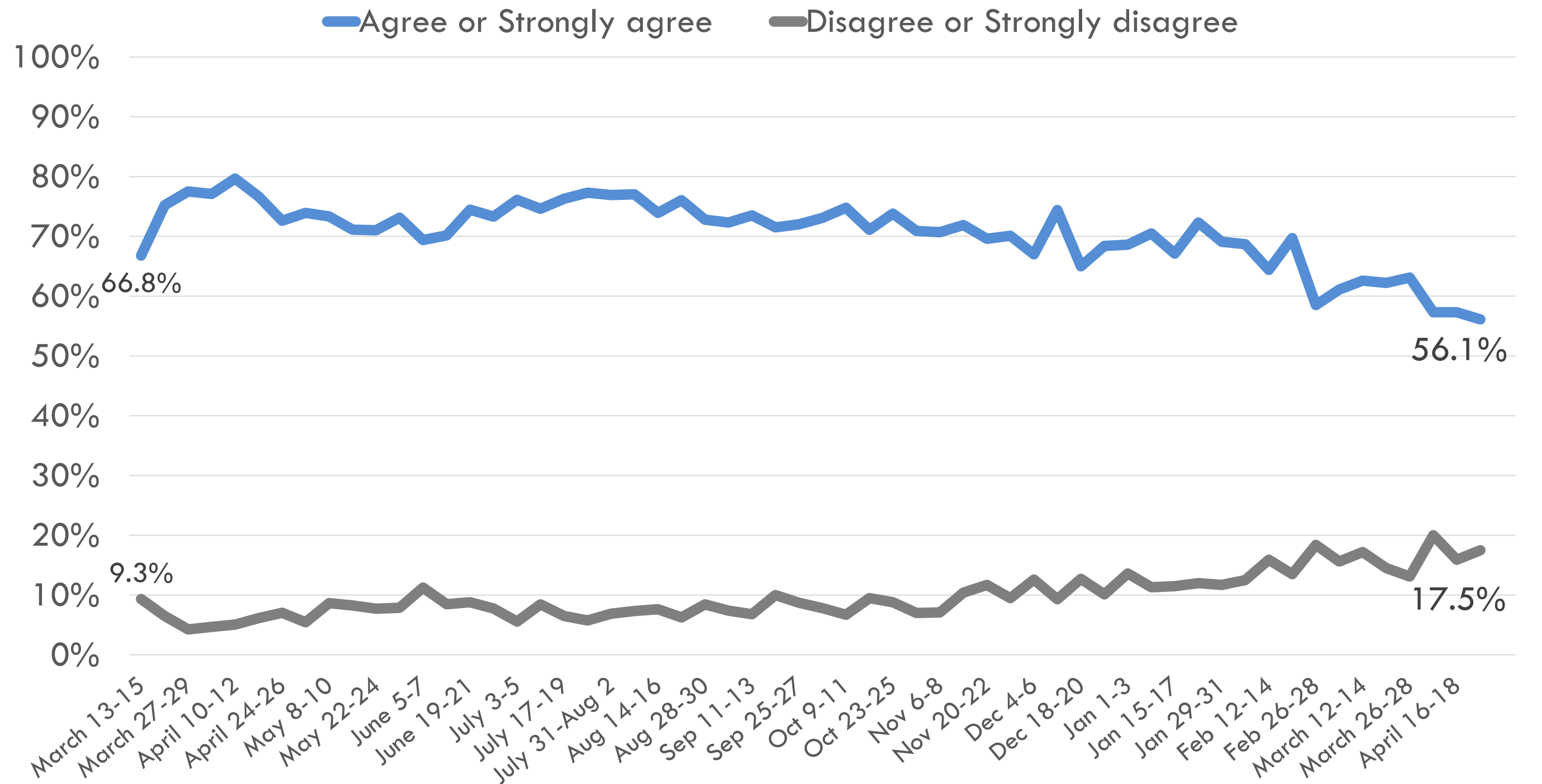
**How much do you agree with the following statement?**

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



(Base: Waves 1-58. 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, 1,202 and 1,210 completed surveys.)

## Historical data





# RESIDENT SENTIMENT

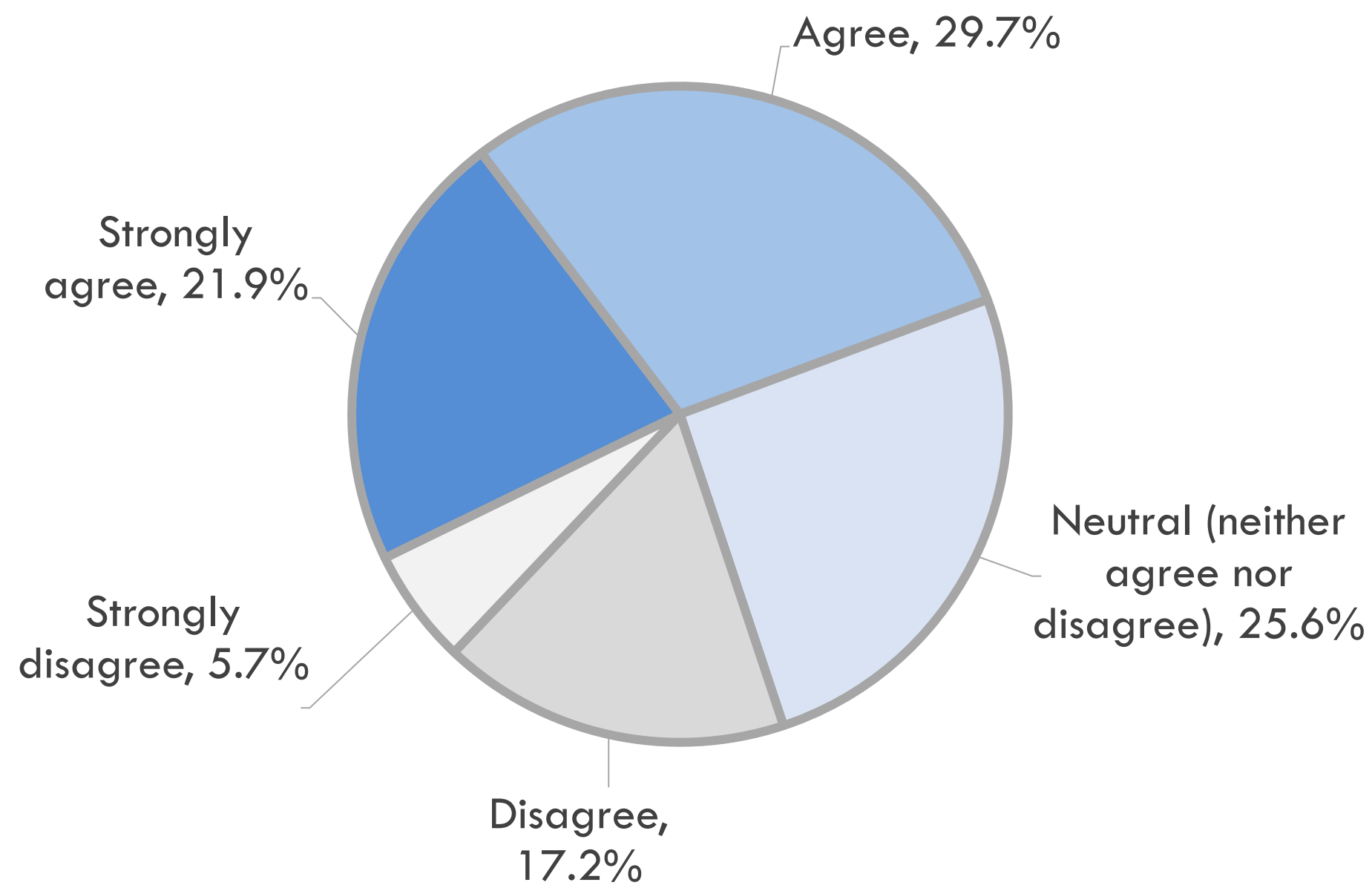




# COMFORT ENJOYING HOME COMMUNITY

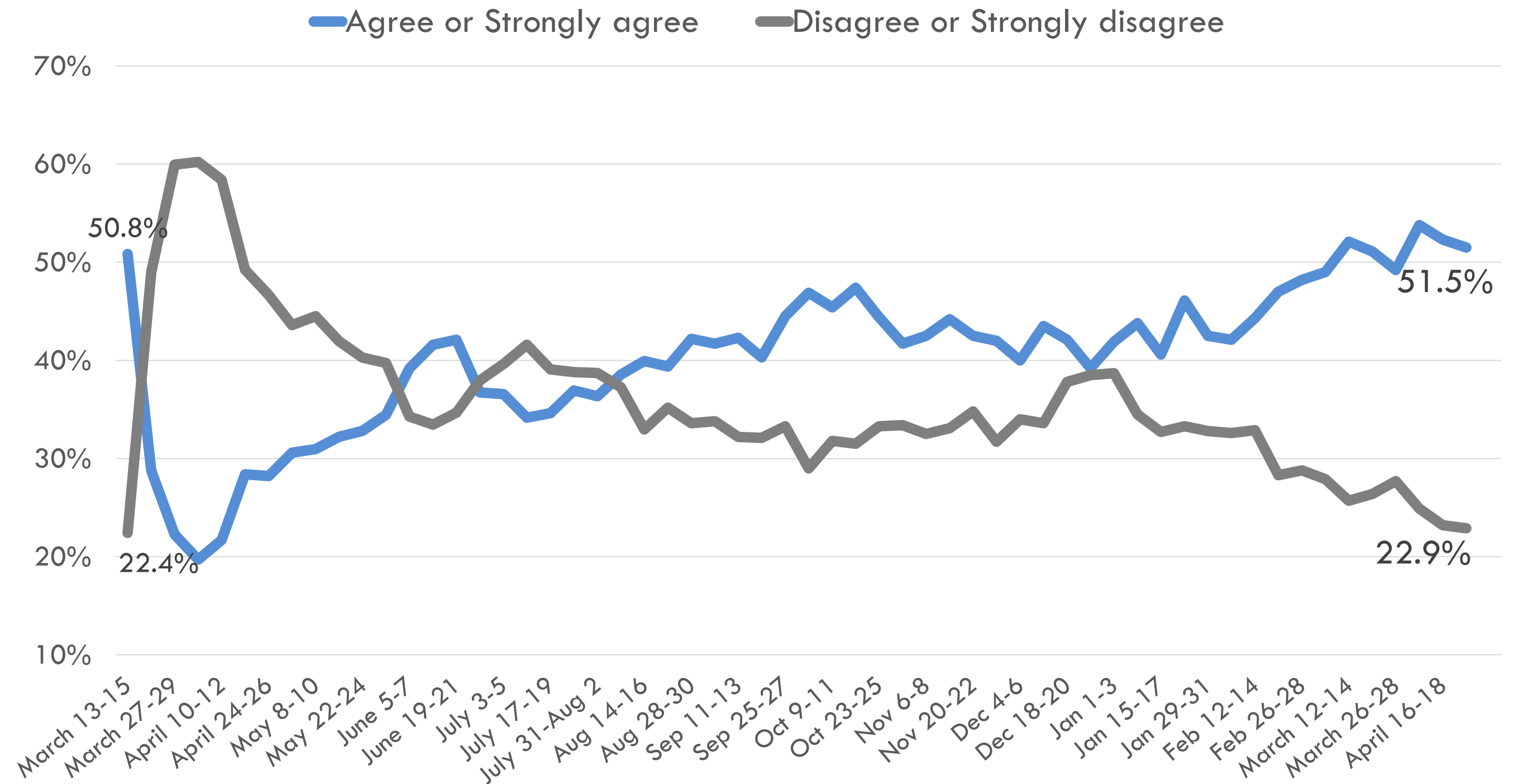
**How much do you agree with the following statement?**

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



(Base: Waves 1-58. 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, 1,202 and 1,210 completed surveys.)

## Historical data



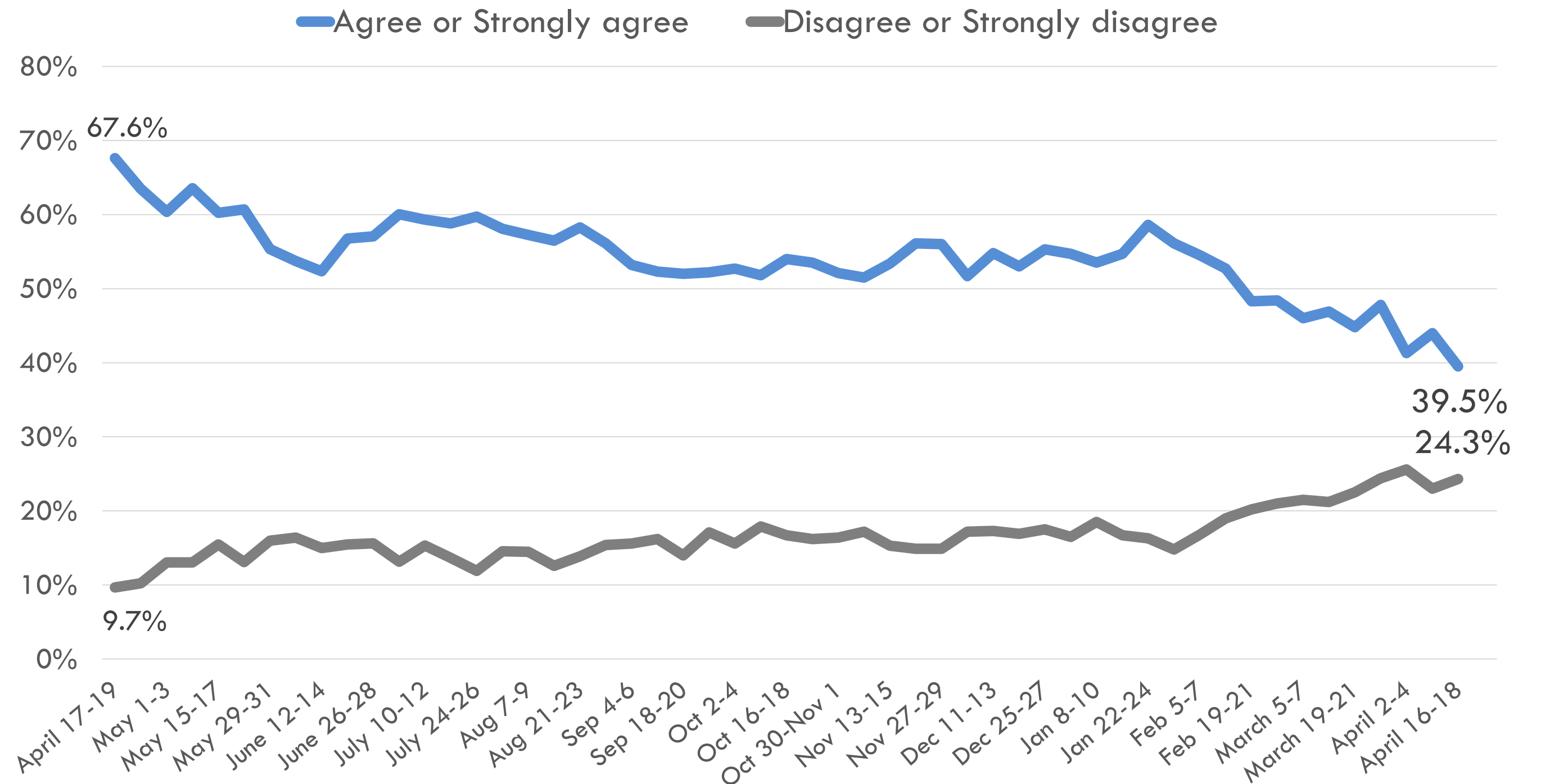
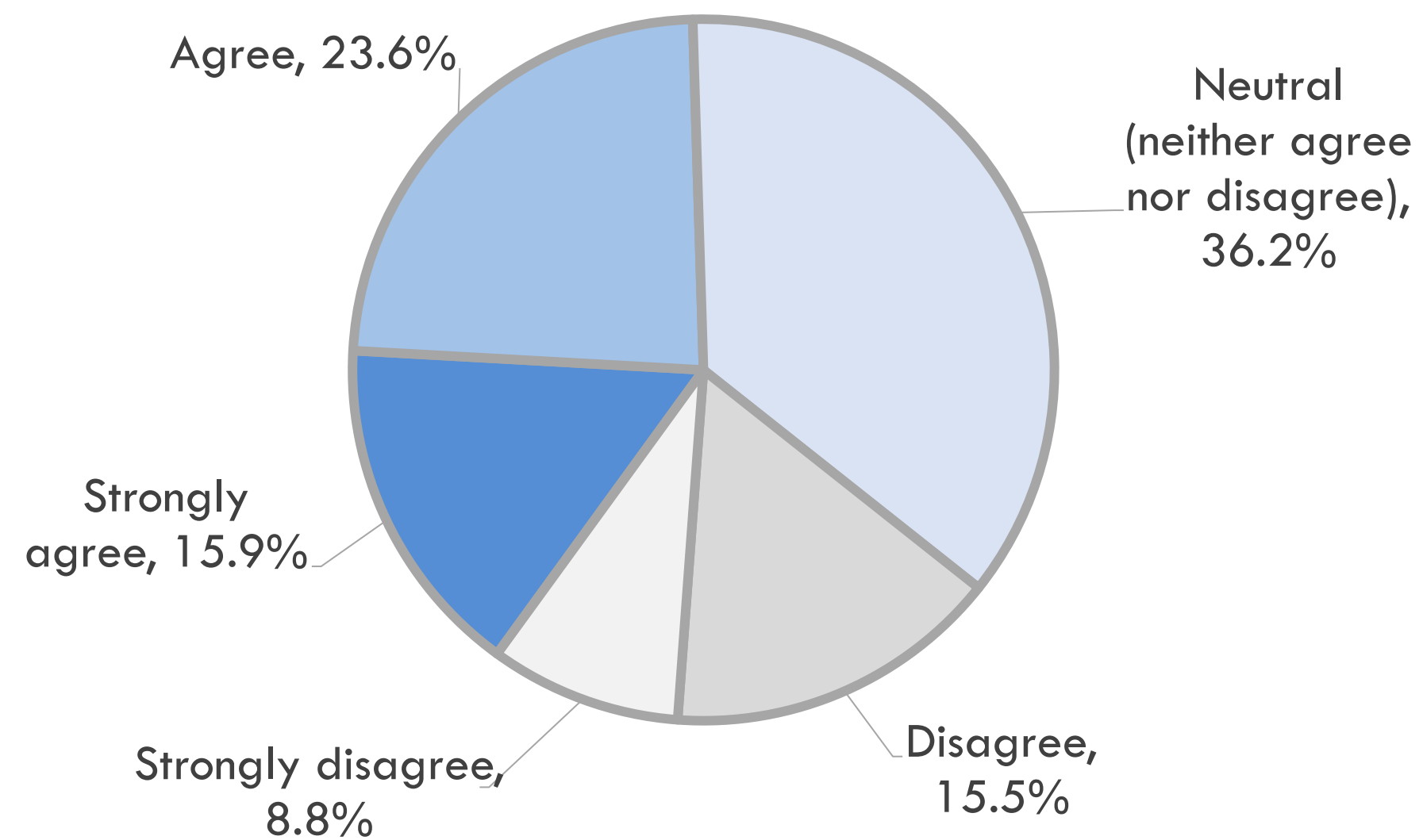


# TRAVELERS IN COMMUNITY ARE UNWANTED

**How much do you agree with the following statement?**

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

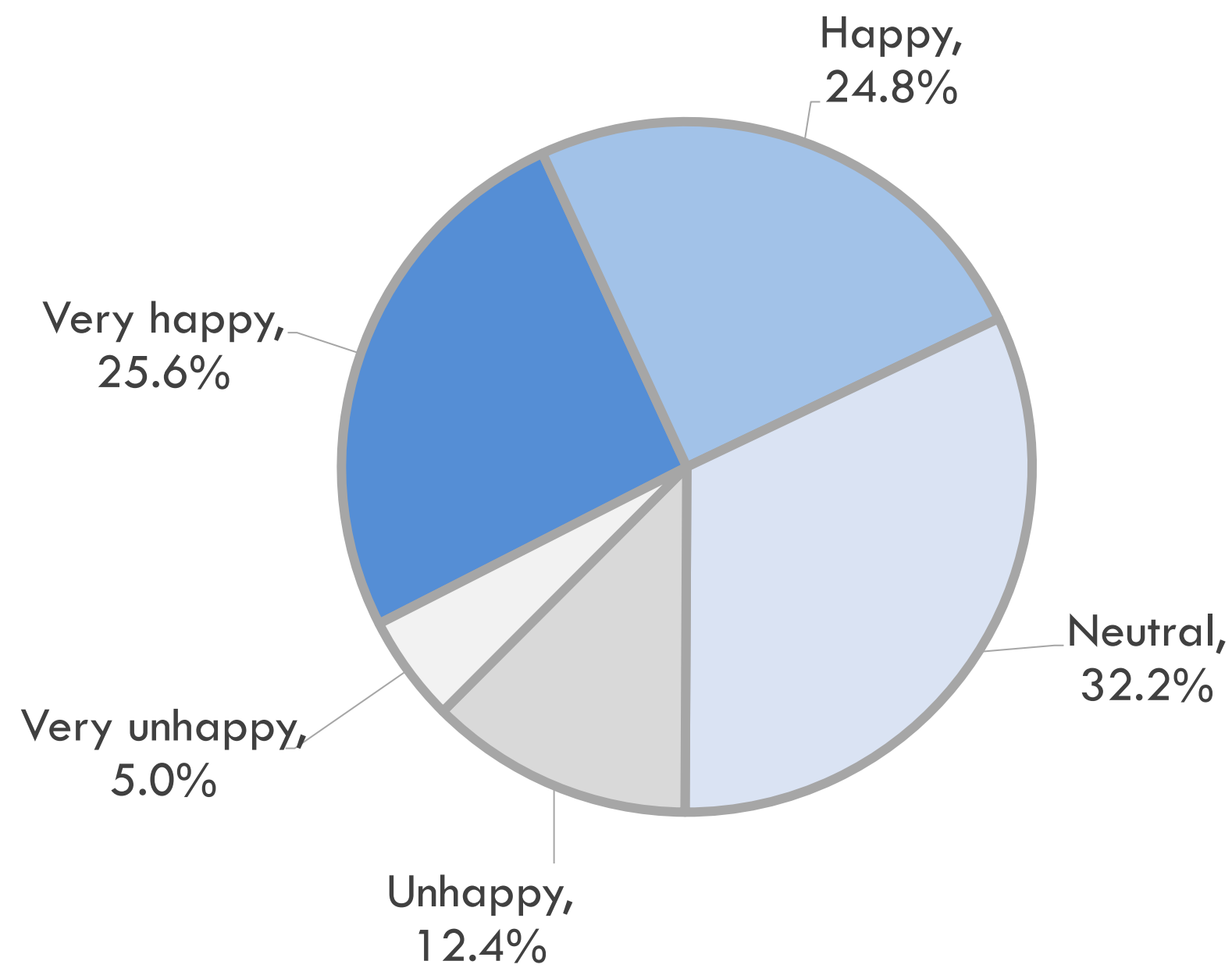
## Historical data



(Base: Waves 6-58. 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, 1,202 and 1,210 completed surveys.)

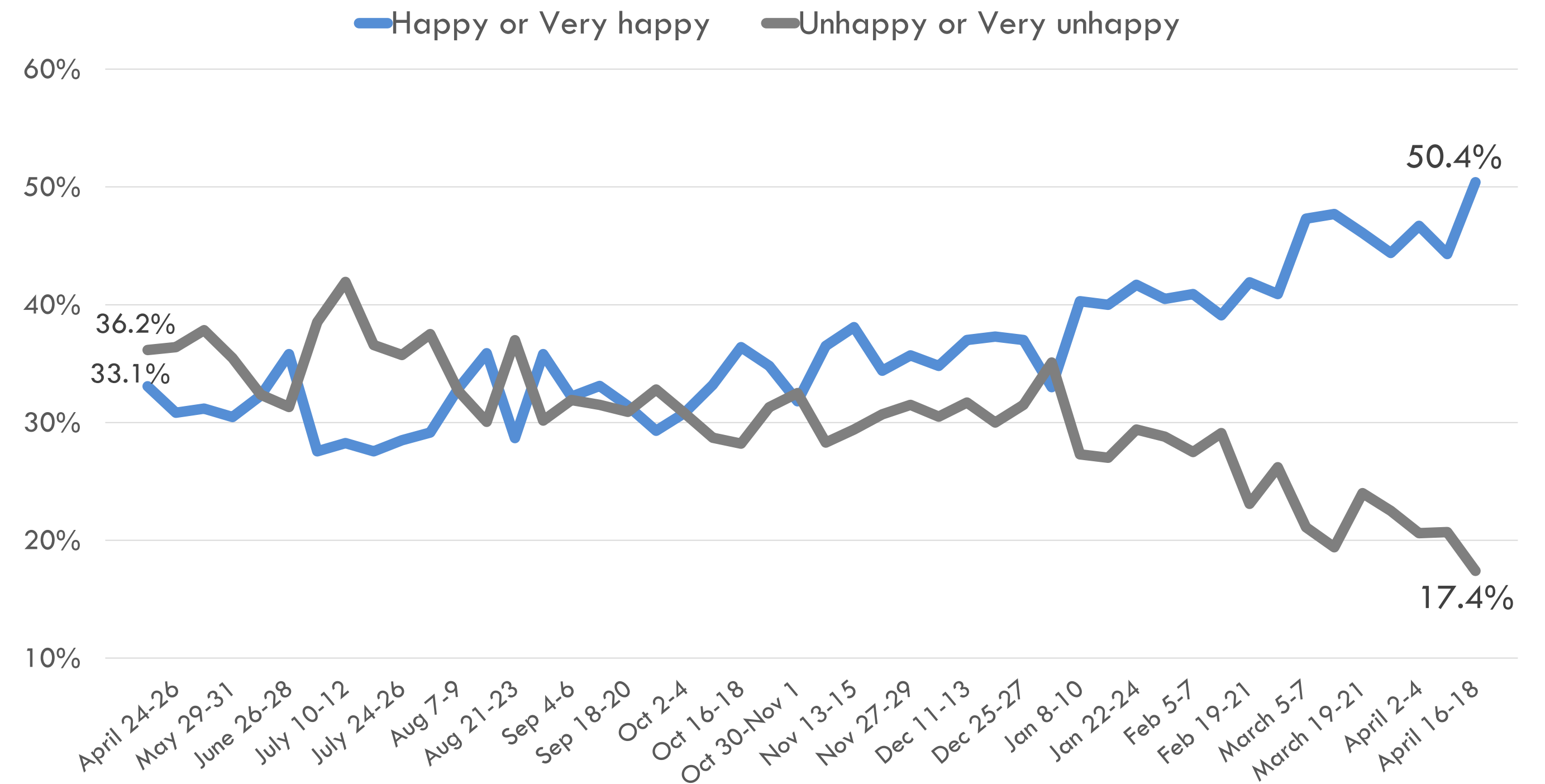
# FEELINGS SEEING AN AD PROMOTING TOURISM TO COMMUNITY

**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 16-58. 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, 1,202 and 1,210 completed surveys.)

## Historical data



# FEELINGS ABOUT COVID-19 VACCINES



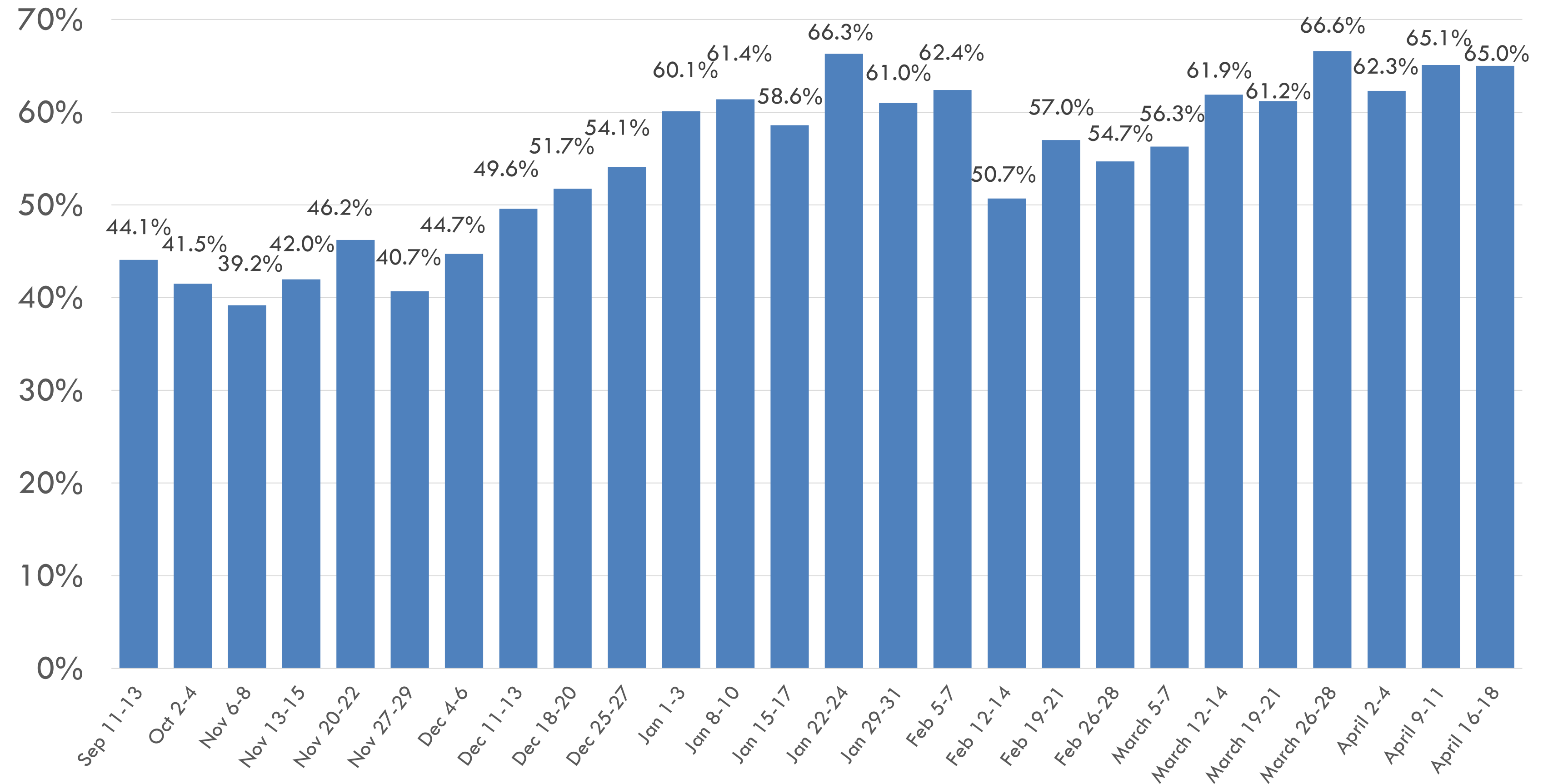


# EXPECTATIONS TO TAKE A COVID-19 VACCINE

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

(Base: Waves 27, 30, 35-58 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, 1,202 and 1,210 completed surveys.)

## % Who Say Yes

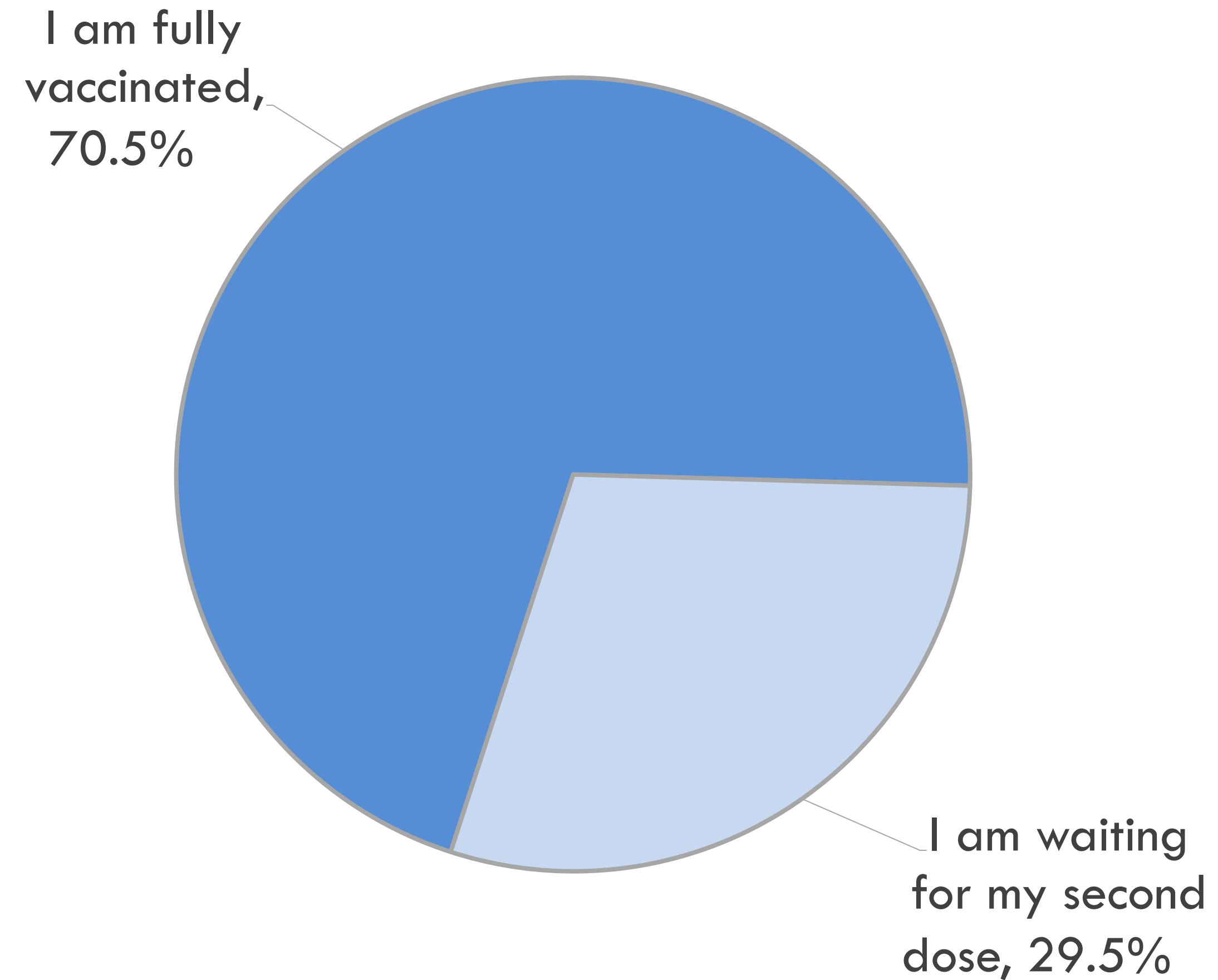


# VACCINATION STATUS

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**Question:** Are you now fully vaccinated or are you waiting for your second dose? (Select the one that describes you)

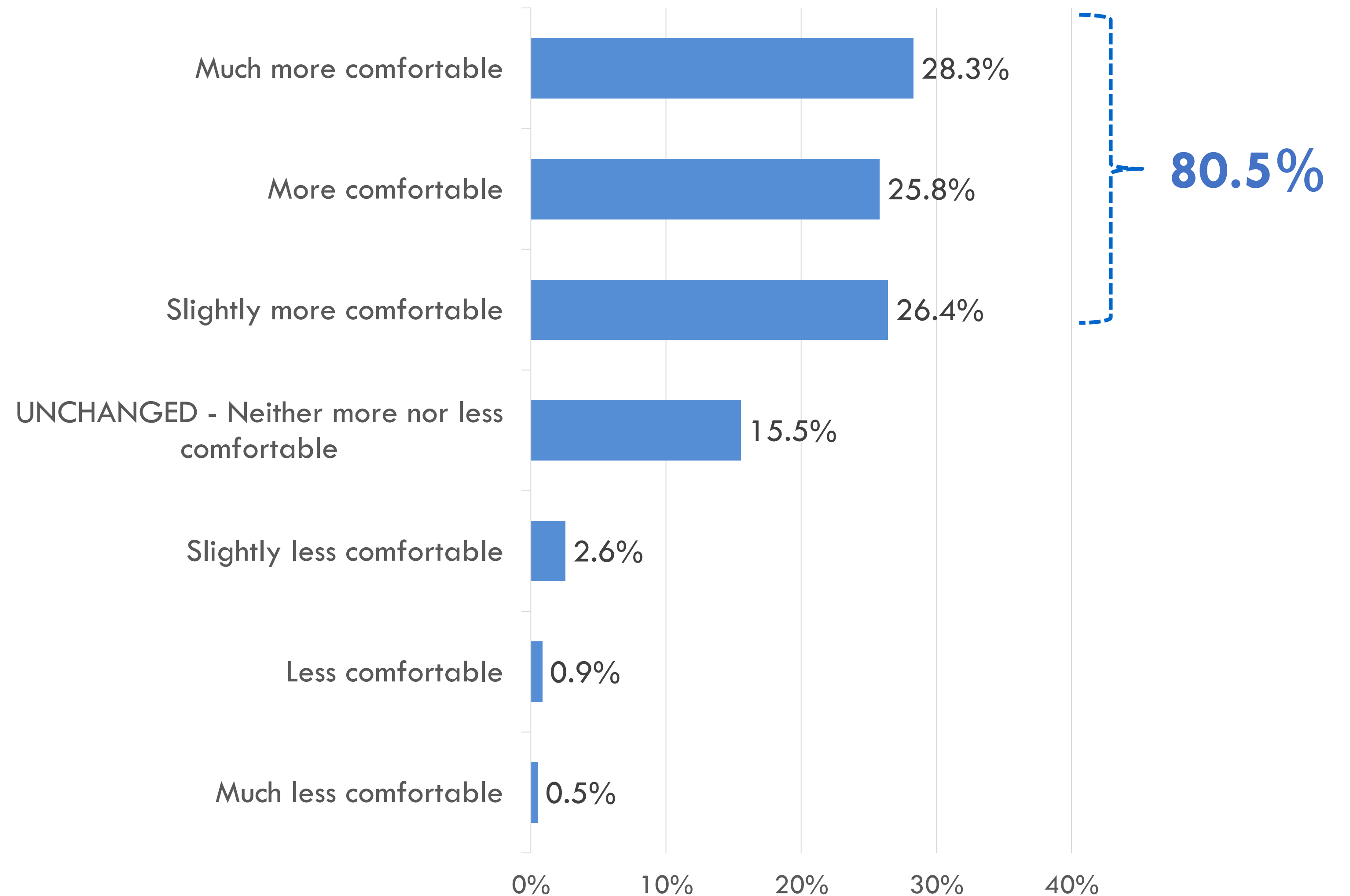
*(Base: Wave 58 data. Respondents who have received a COVID-19 vaccine, 676 completed surveys. Data collected April 16-18, 2021)*



# COMFORT WITH TRAVELING AFTER VACCINATION

**Question:** After receiving a COVID-19 vaccine, how comfortable do you feel with the idea of traveling? (Select the one that best describes you)

(Base: Wave 58 data. Respondents who have received a COVID-19 vaccine, 676 completed surveys. Data collected April 16-18, 2021)



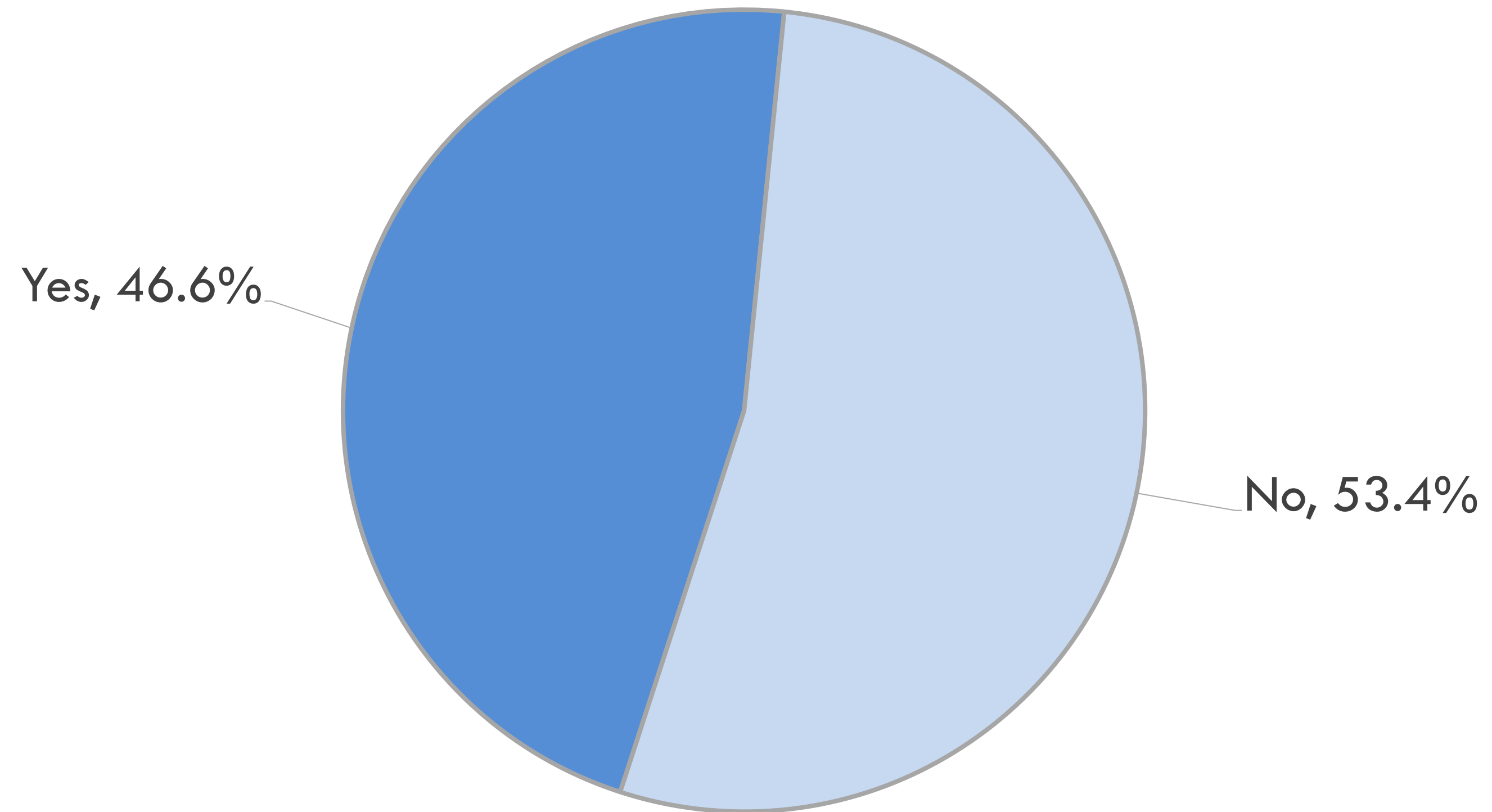


# POST-VACCINATION MOOD OR LIFESTYLE CHANGE

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**Question:** Since receiving the COVID-19 vaccine, has your mood or lifestyle changed in any way?

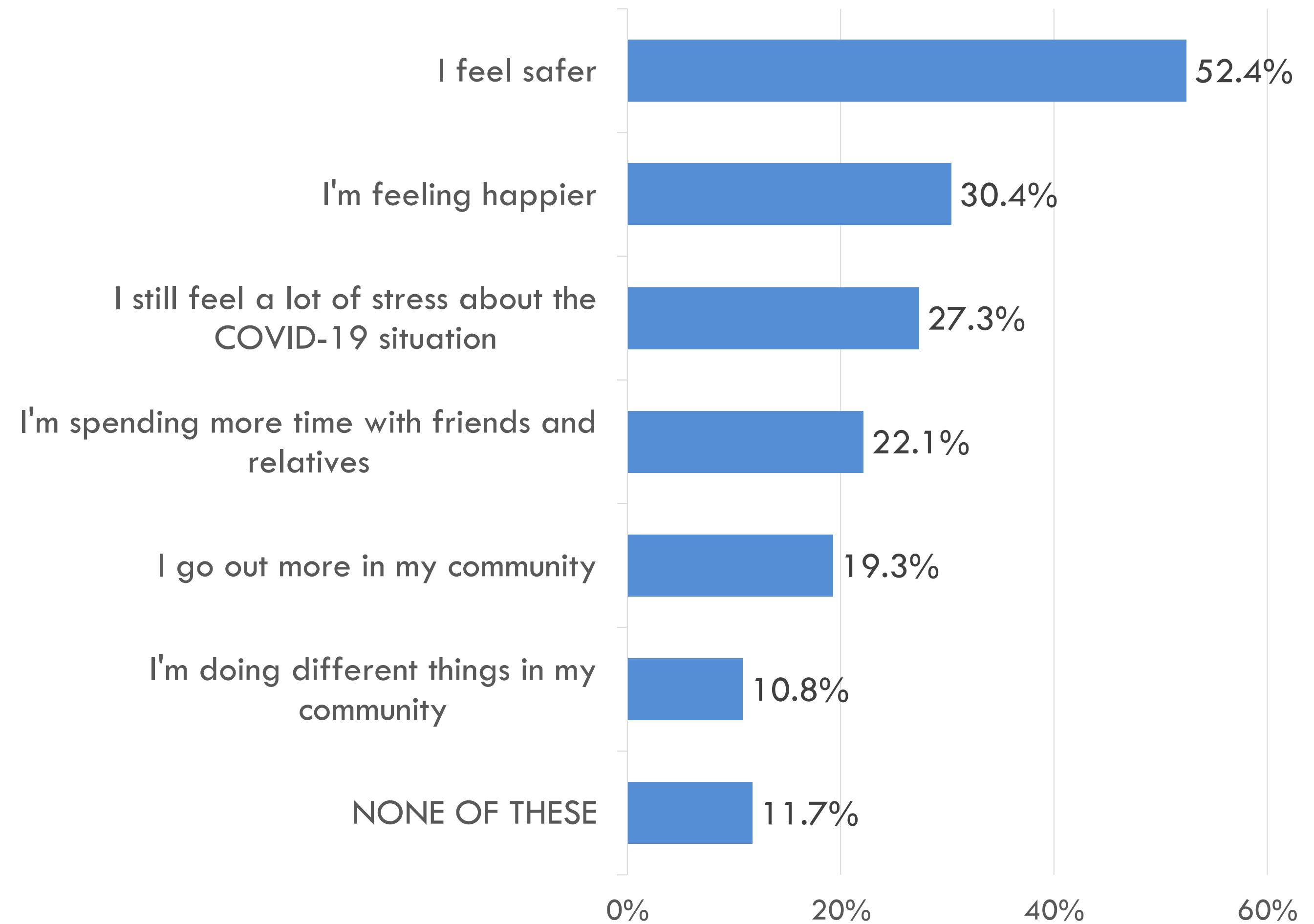
*(Base: Wave 58 data. Respondents who have received a COVID-19 vaccine, 676 completed surveys. Data collected April 16-18, 2021)*



# POST-VACCINATION FEELINGS AND ACTIVITIES

**Question:** Which of these describe you after receiving the vaccine? (Select all that apply)

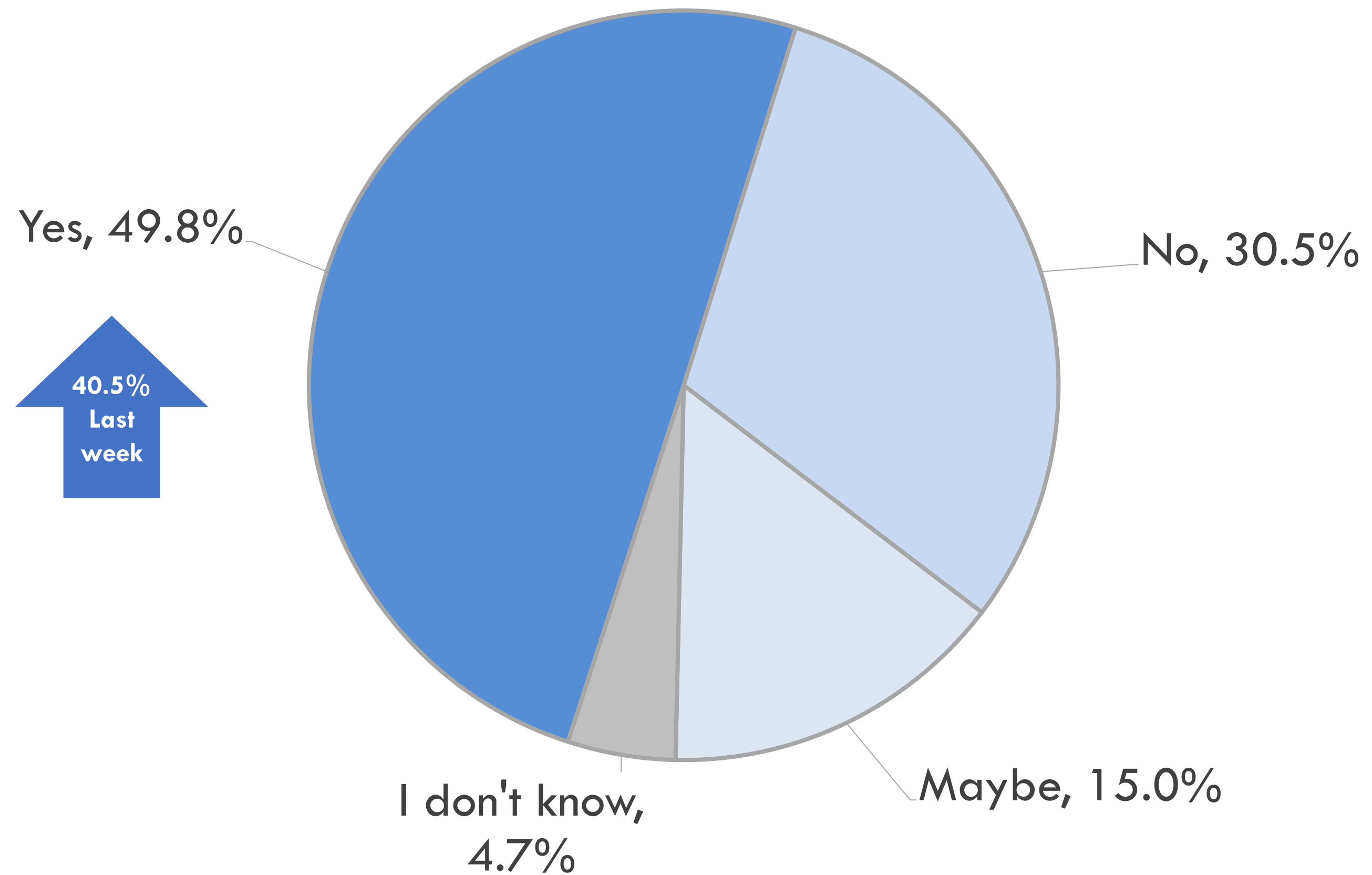
*(Base: Wave 58 data. Respondents who have received a COVID-19 vaccine, 676 completed surveys. Data collected April 16-18, 2021)*



# VACCINES FOR CHILDREN

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

*(Base: Wave 58 data. All respondents with school-aged children, 473 completed surveys. Data collected April 16-18, 2021)*







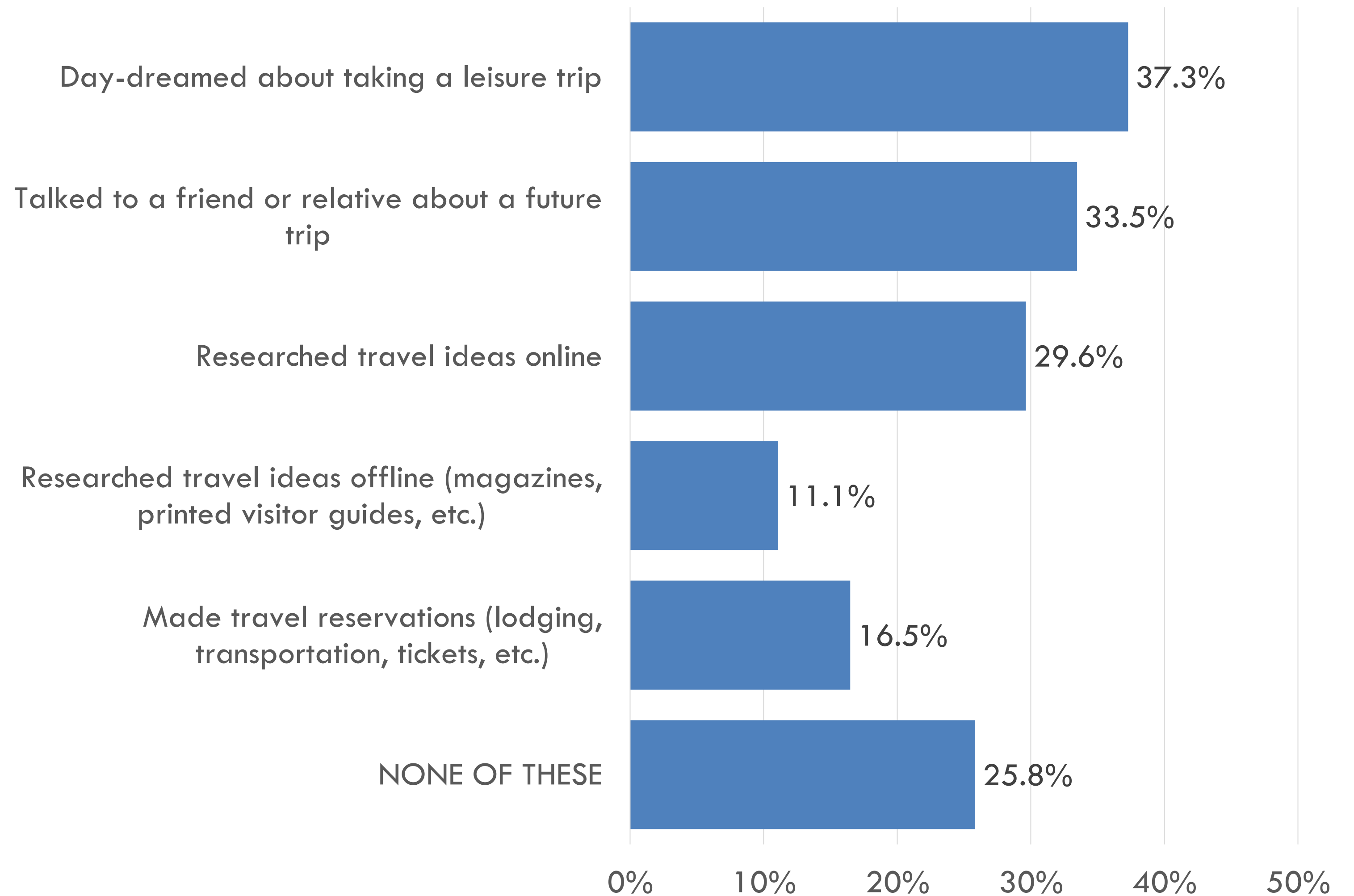
# TRAVEL PLANNING IN THE PAST WEEK

# 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**

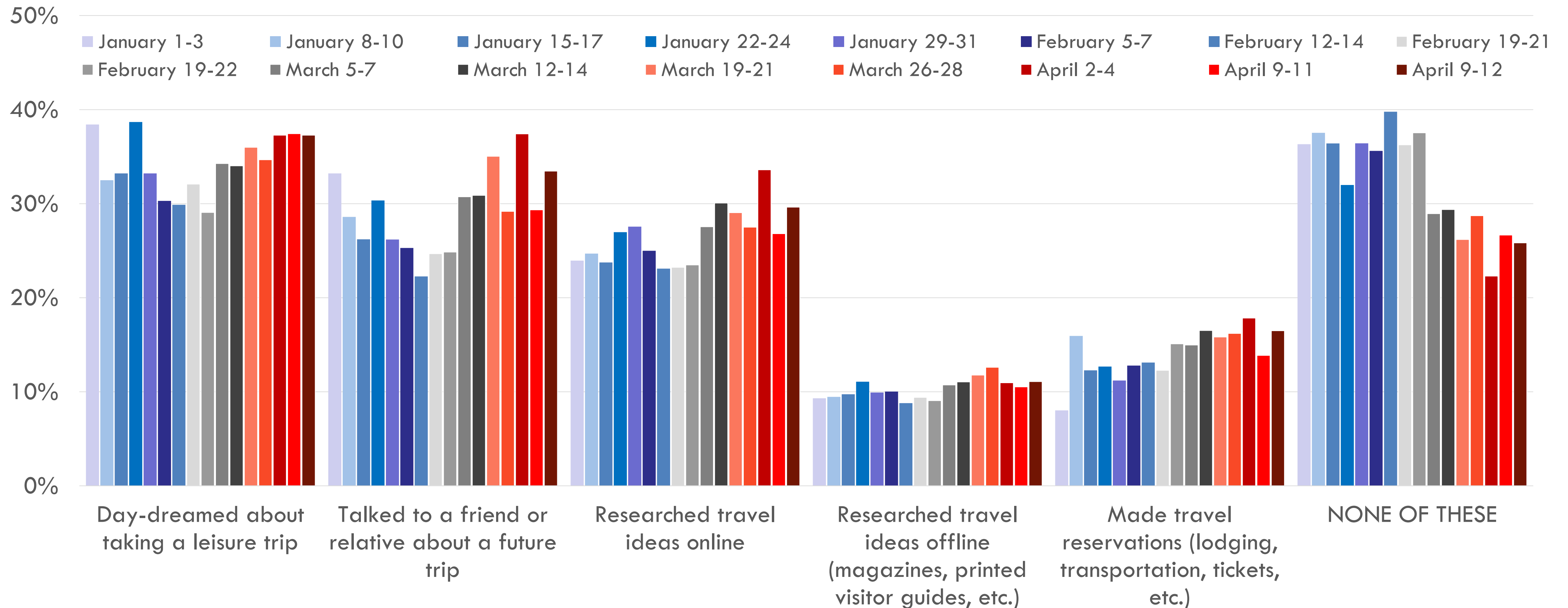
*(Base: Waves 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)*



# 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 \_\_\_\_\_

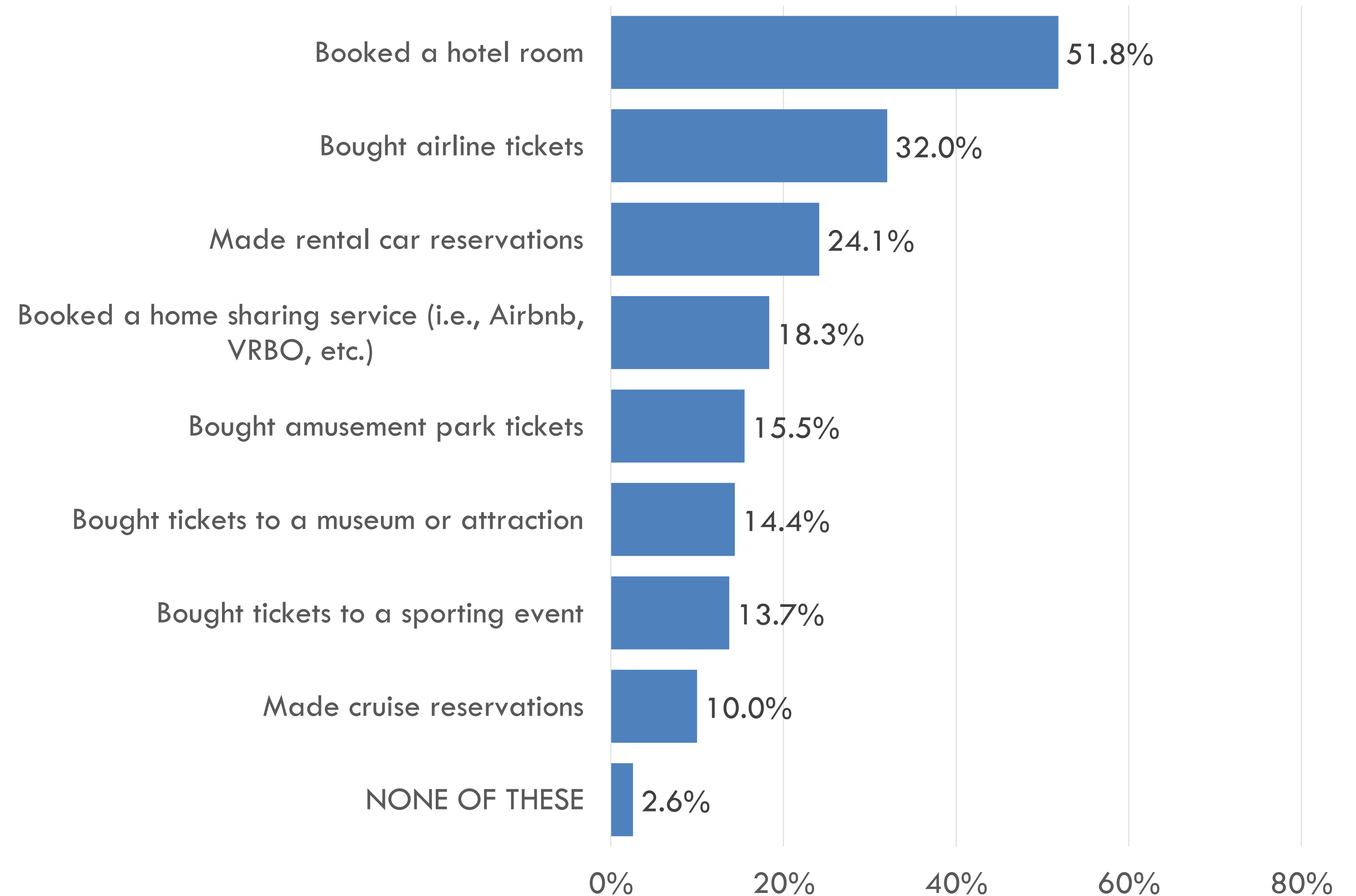




# TRAVEL RESERVATIONS MADE IN THE PAST WEEK

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

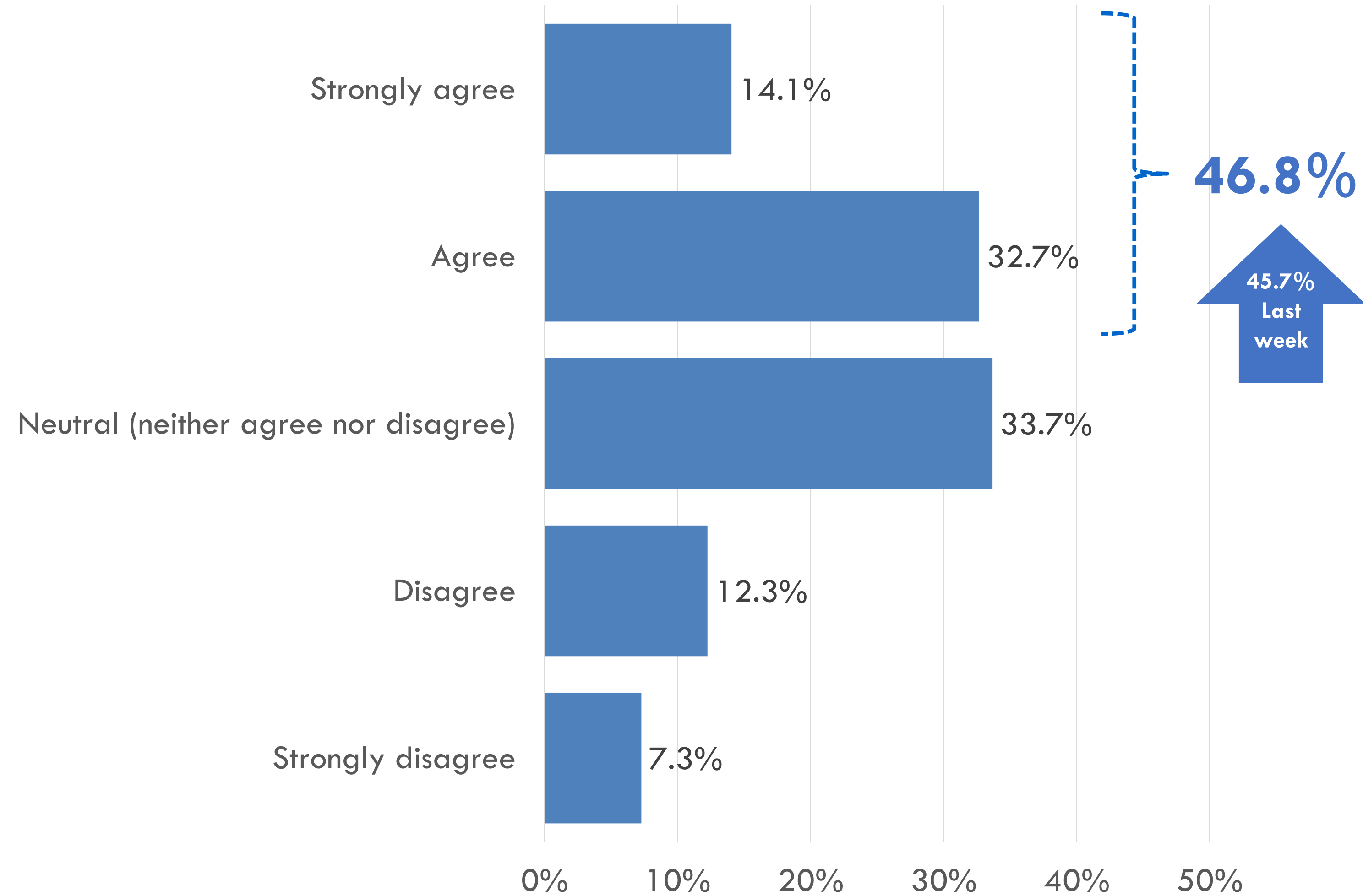
*(Base: Wave 58 data. Respondents who made travel reservations this week, 216 completed surveys. Data collected April 16-18, 2021)*



# 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 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)





A collection of travel items is arranged on a light-colored, textured surface. On the left is a dark blue, ribbed suitcase. Resting on top of it is a light blue surgical mask and a small white spray bottle. To the right of the suitcase is a wide-brimmed straw hat with a brown band. In front of the hat are a pair of brown-rimmed glasses. To the right of the hat is a folded orange garment. Below the hat and glasses are several pieces of clothing, including a blue denim jacket and a blue and white striped shirt. A silver telescopic handle with black grips is visible in the upper right quadrant. The text "TRAVEL IN 2021" is centered over the image in a bold, white, sans-serif font.

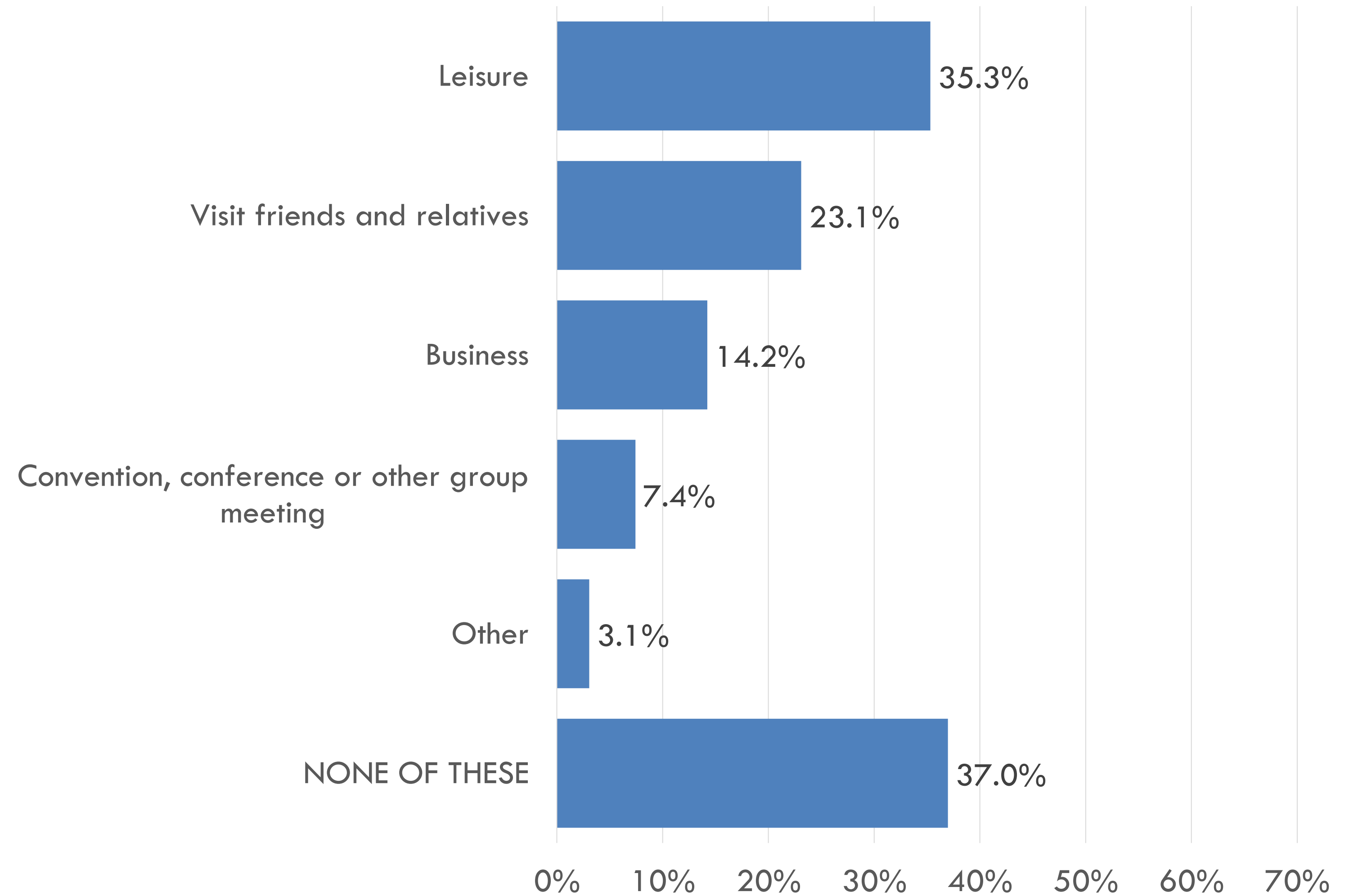
**TRAVEL IN 2021**



# TRIPS ALREADY TAKEN THIS YEAR

**Question:** Which of the following types of trips have you **ALREADY TAKEN THIS YEAR** (i.e., in 2021)?

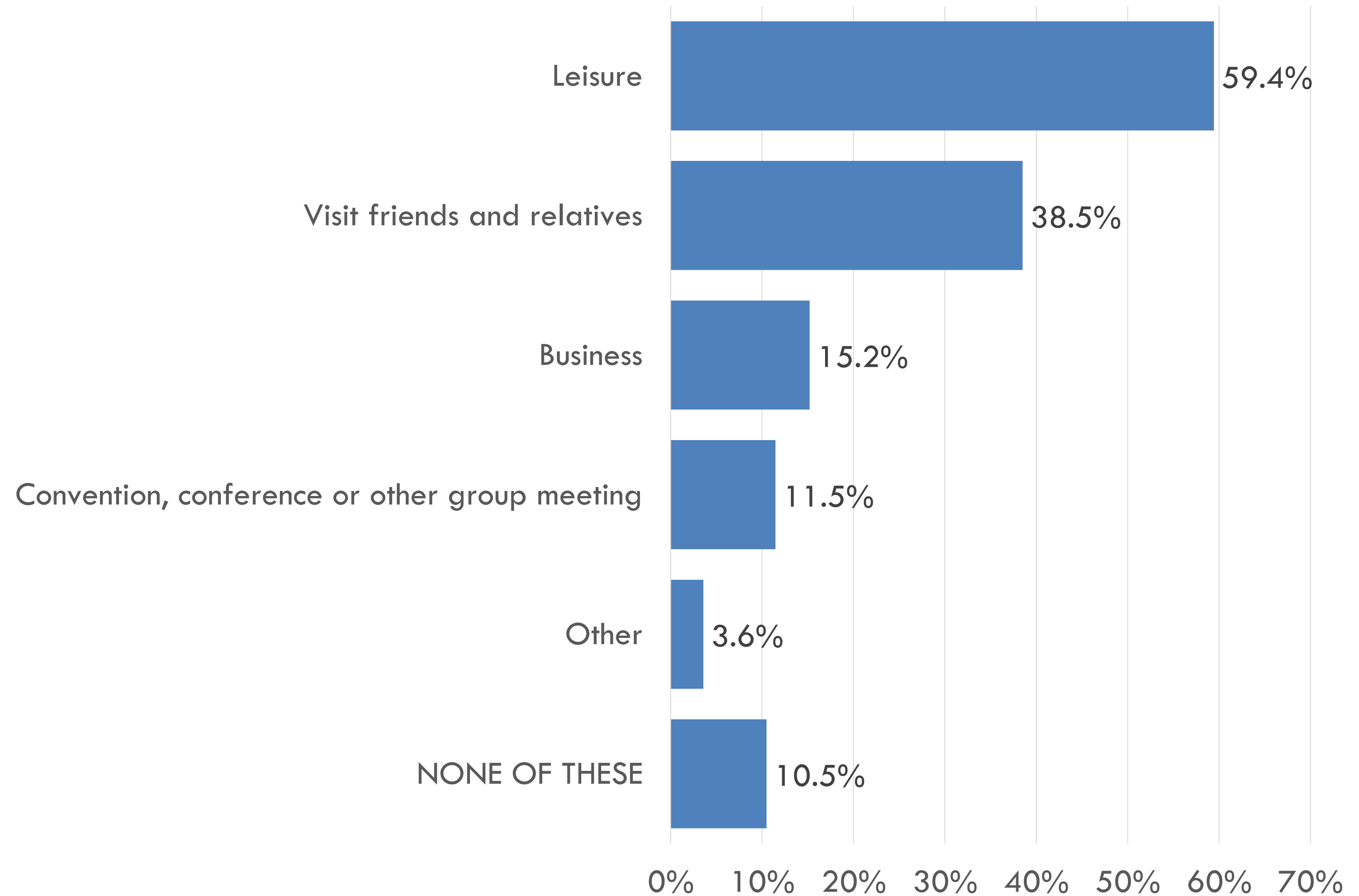
*(Base: Waves 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)*



# TRIPS EXPECTED LATER THIS YEAR

**Question:** Which of the following types of trips are you likely to take LATER THIS YEAR (i.e., April to December)?

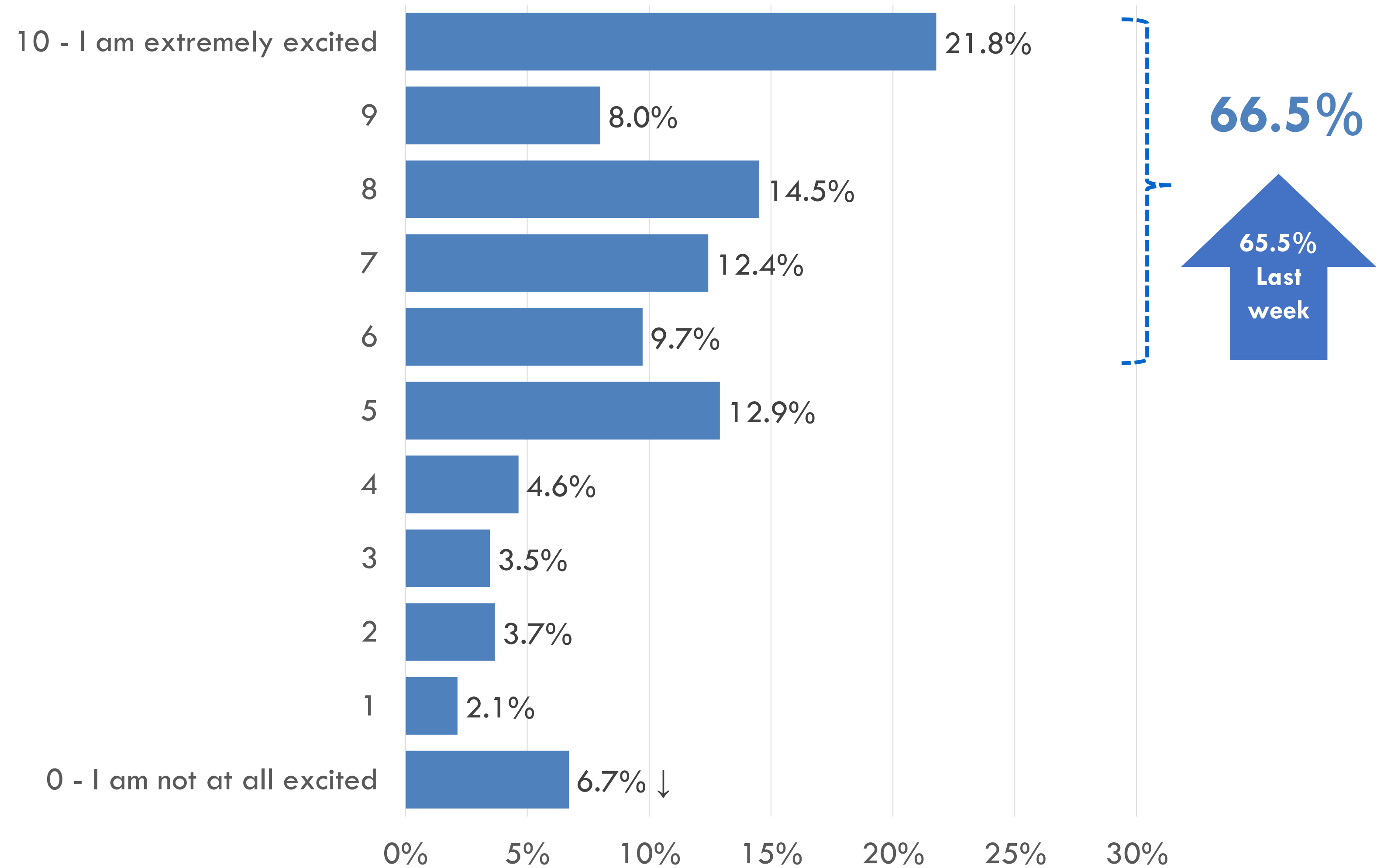
*(Base: Waves 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)*



# 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 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)*



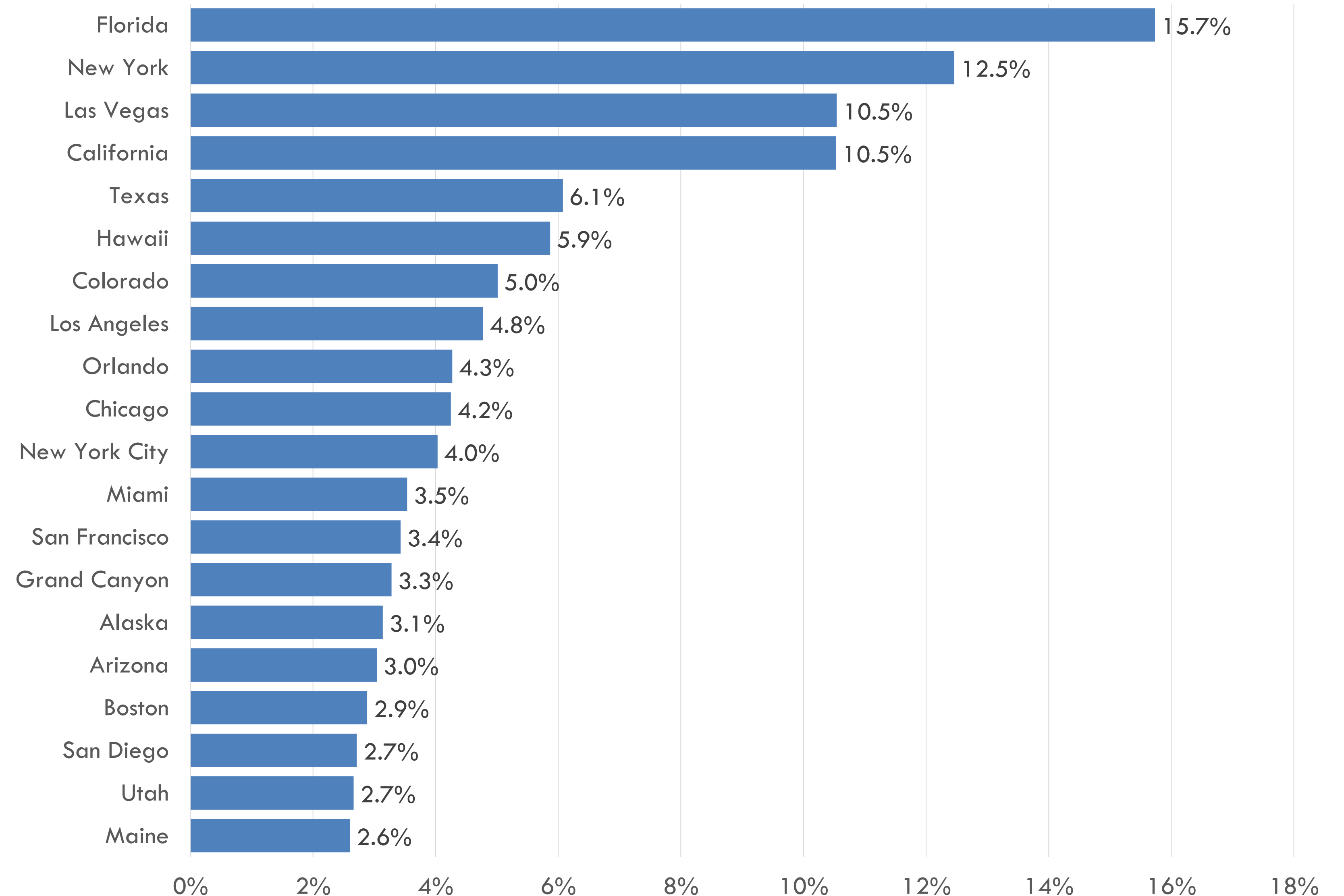


# MOST DESIRED DOMESTIC DESTINATIONS

**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)**

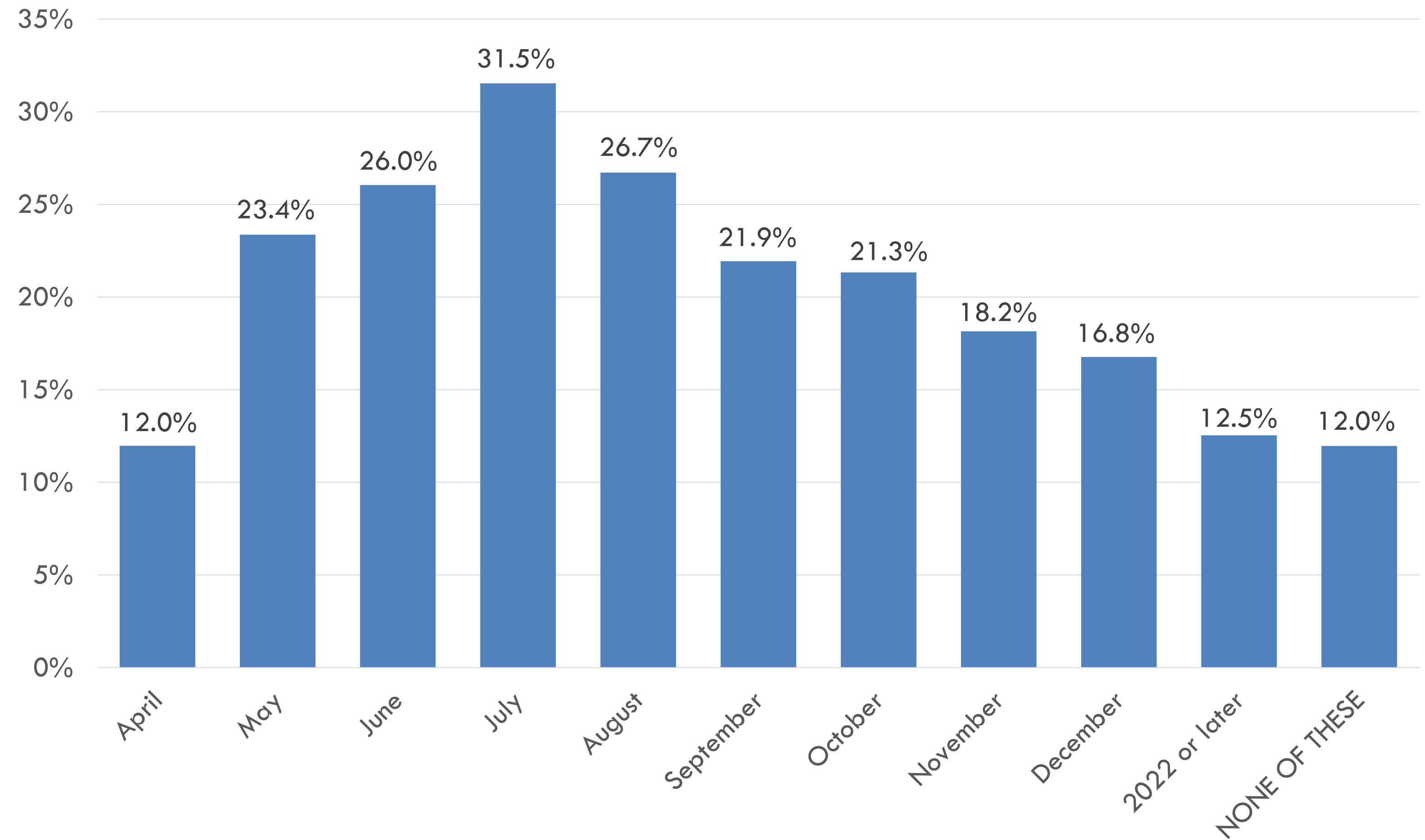
*(Base: Waves 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)*



# 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)

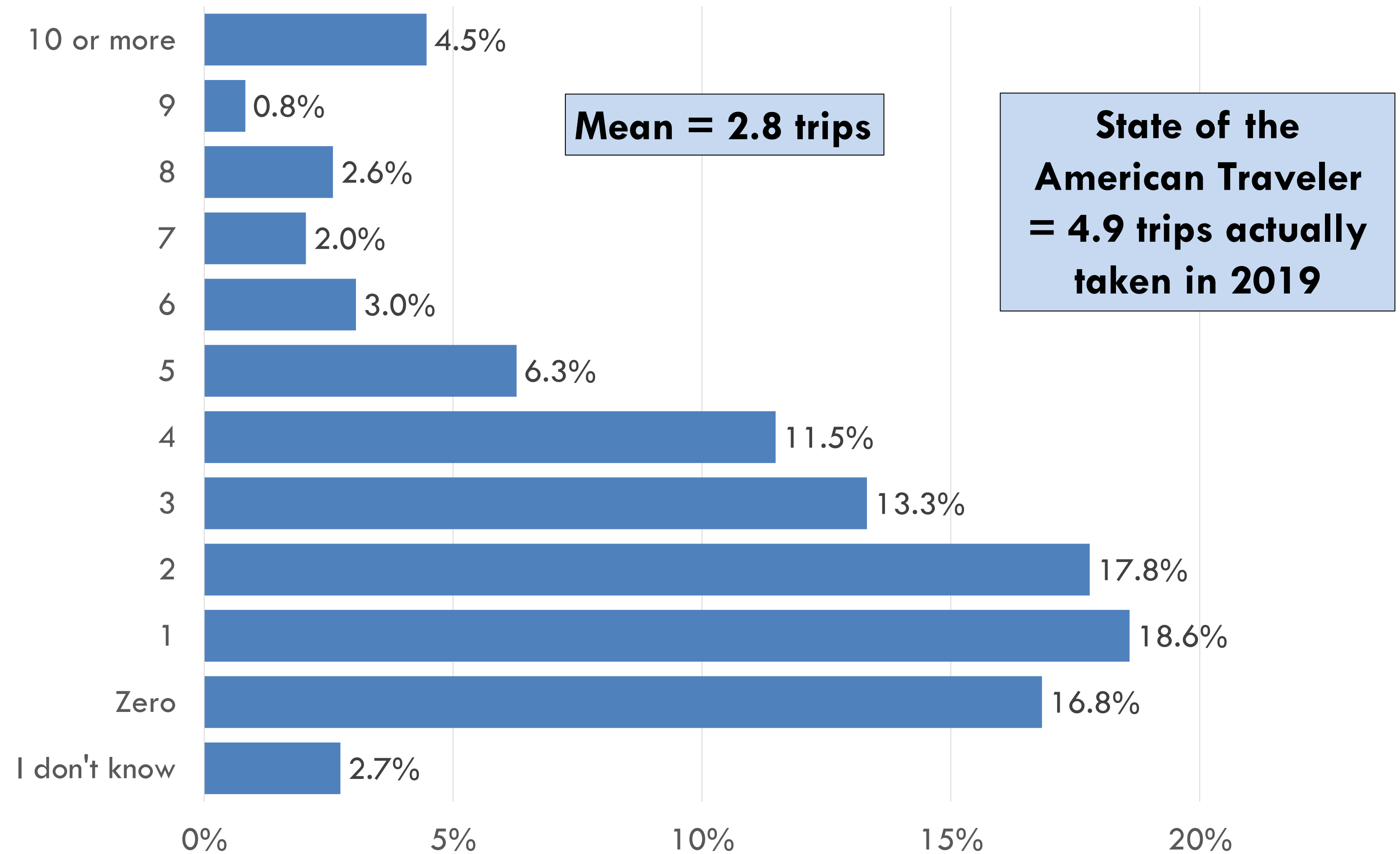
(Base: Wave 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)



# 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 58 data. Respondents who have tentative plans to travel in 2021, 1,184 completed surveys. Data collected April 16-18, 2021)

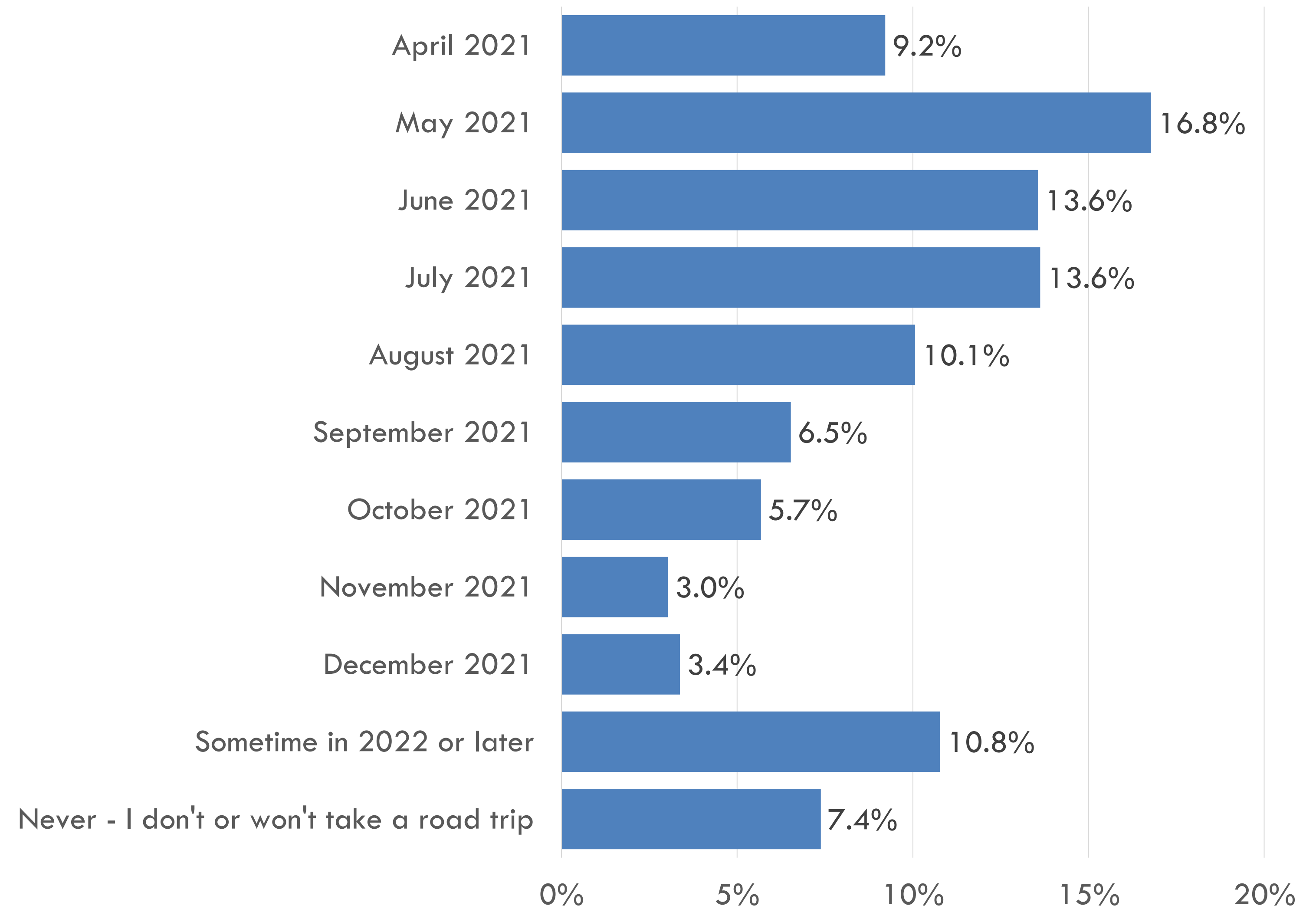




# MONTH OF NEXT ROAD TRIP

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

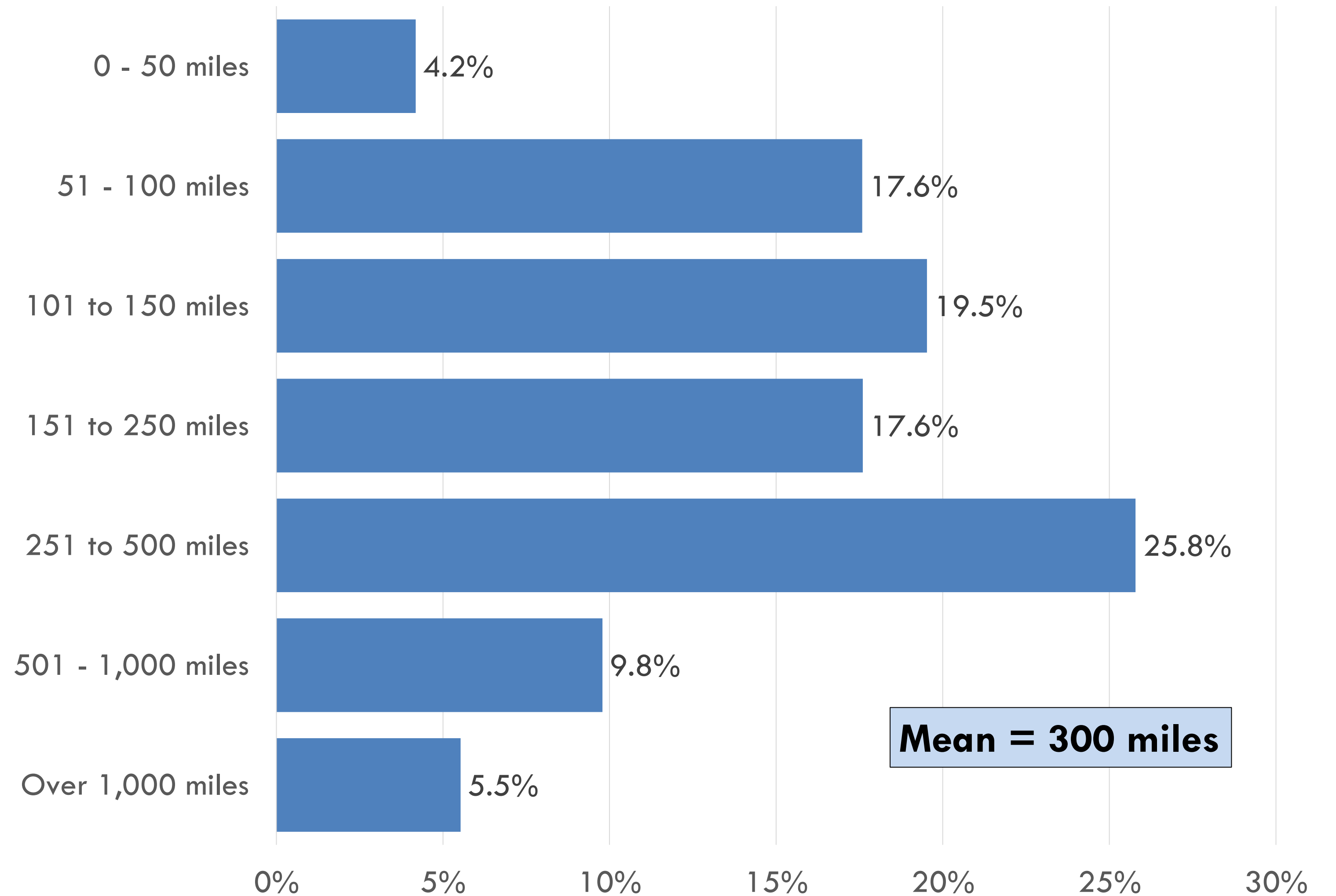
(Base: Wave 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)



# NEXT ROAD TRIP: DISTANCE FROM HOME

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

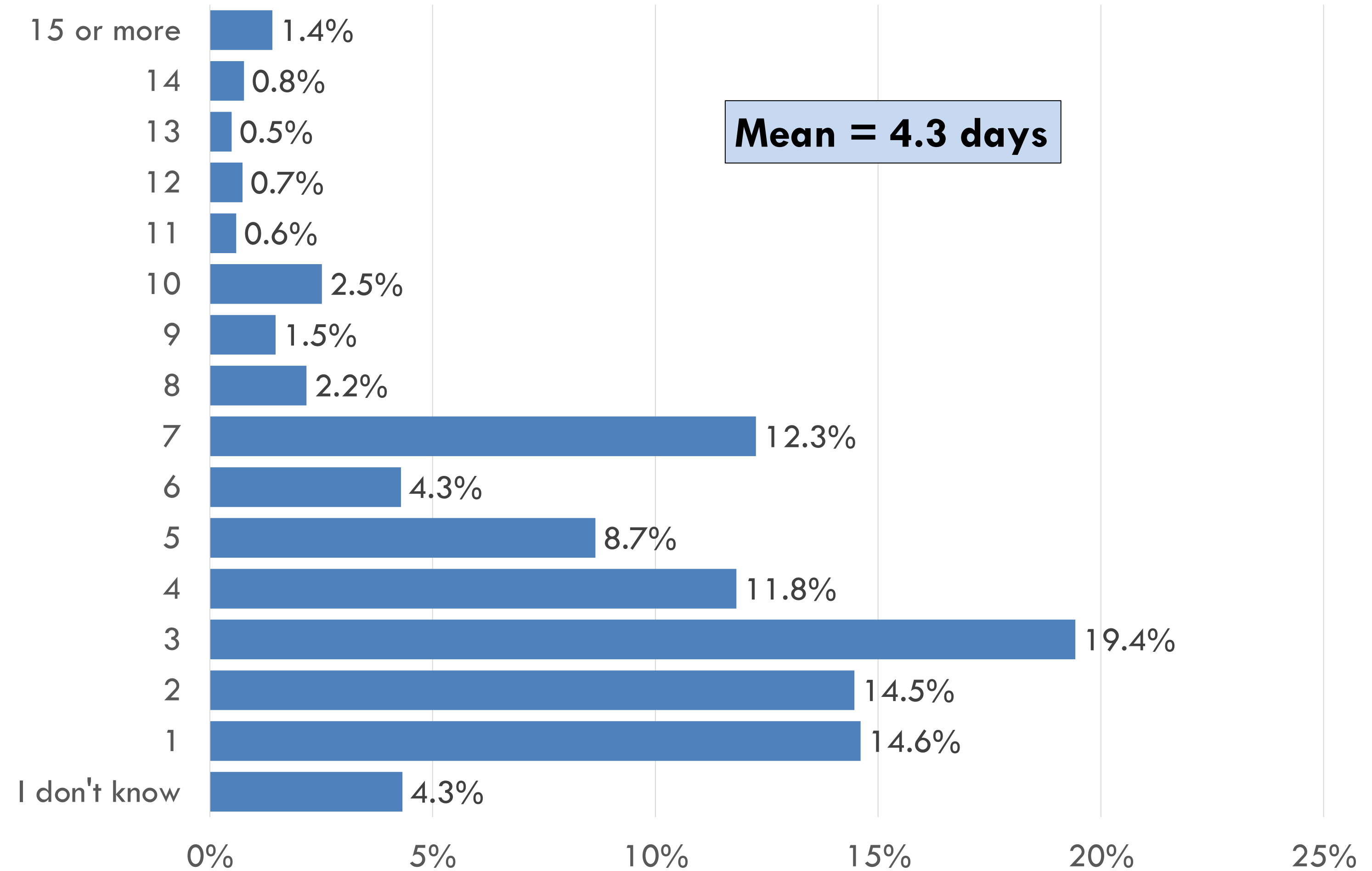
*(Base: Wave 58 data. All respondents taking road trips, 1,125 completed surveys. Data collected April 16-18, 2021)*



# 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 58 data. All respondents taking road trips, 1,074 completed surveys. Data collected April 16-18, 2021)

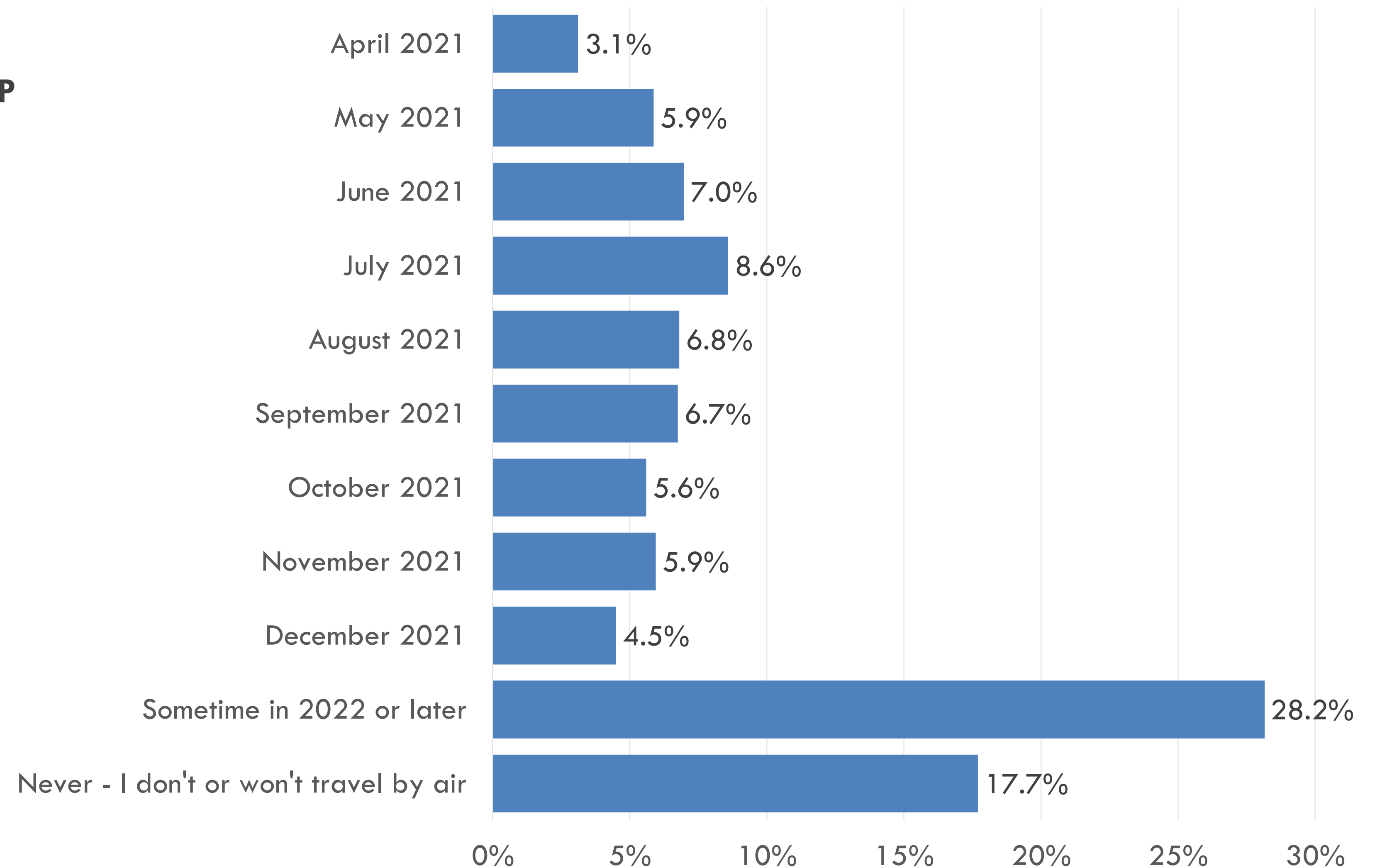




# MONTH OF NEXT COMMERCIAL AIRLINE FLIGHT

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

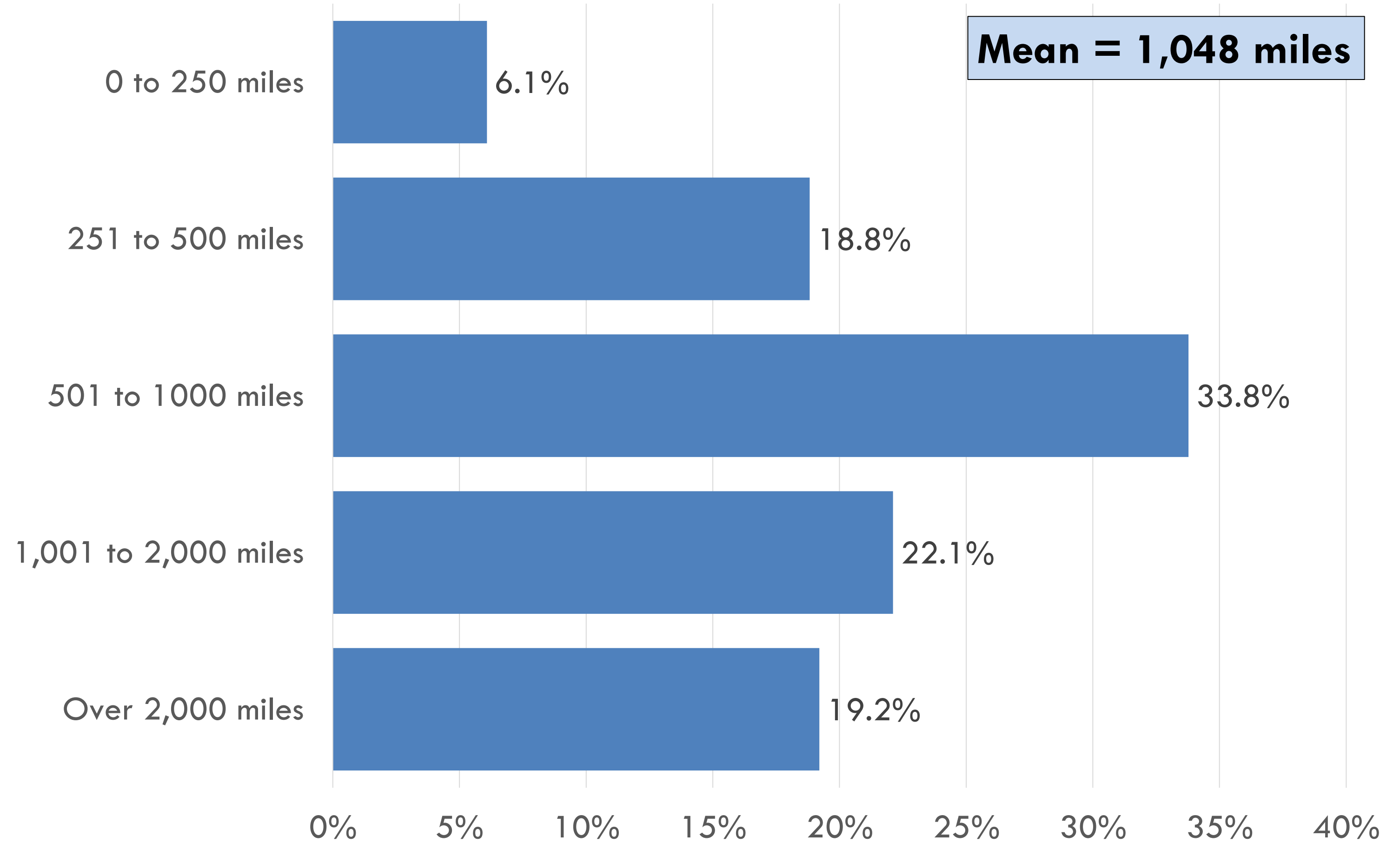
(Base: Wave 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)



# 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?

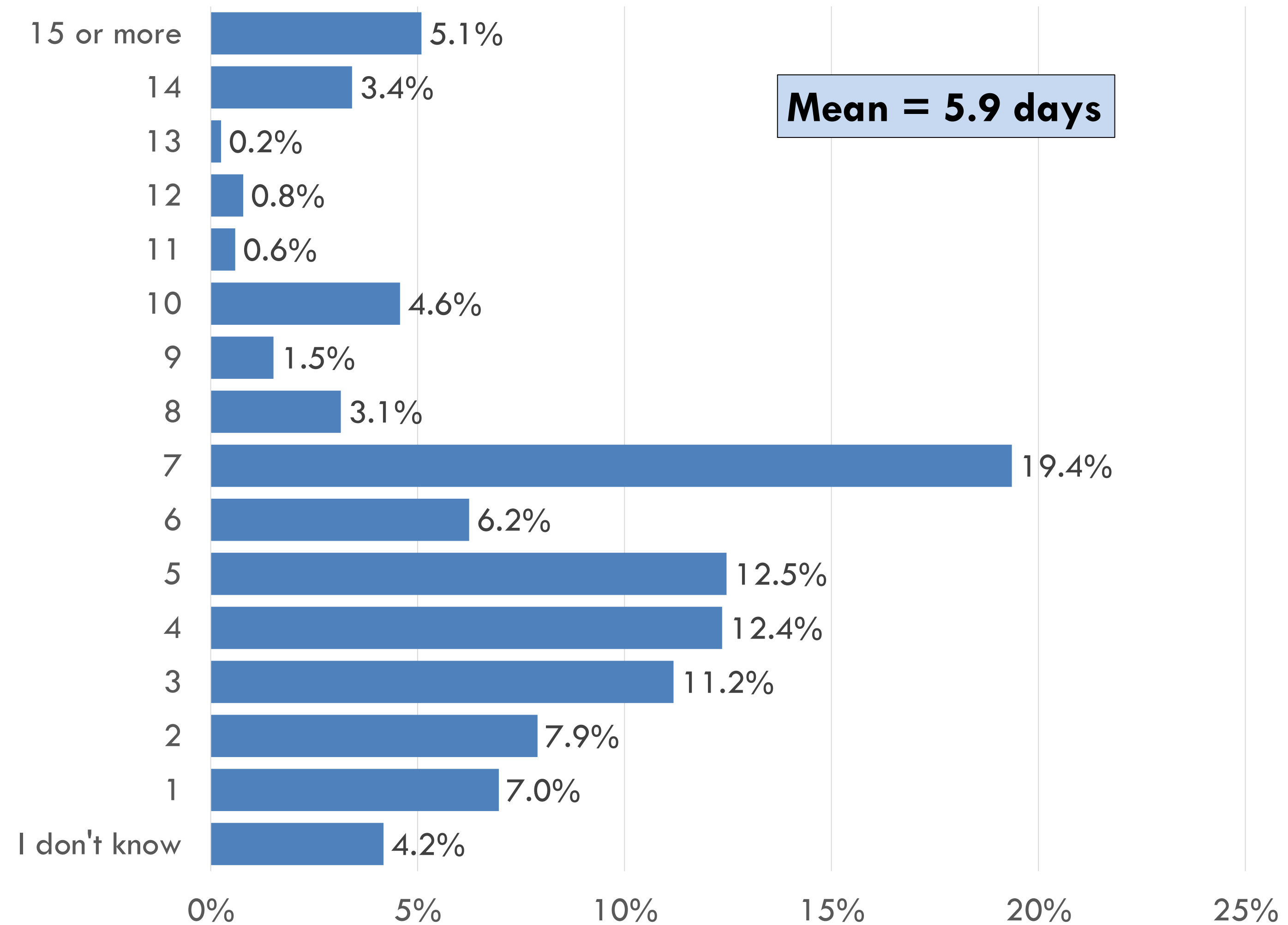
*(Base: Wave 58 data. All respondents taking commercial airline trips, 1,030 completed surveys. Data collected April 16-18, 2021)*



# 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 58 data. All respondents taking commercial airline trips, 983 completed surveys. Data collected April 16-18, 2021)



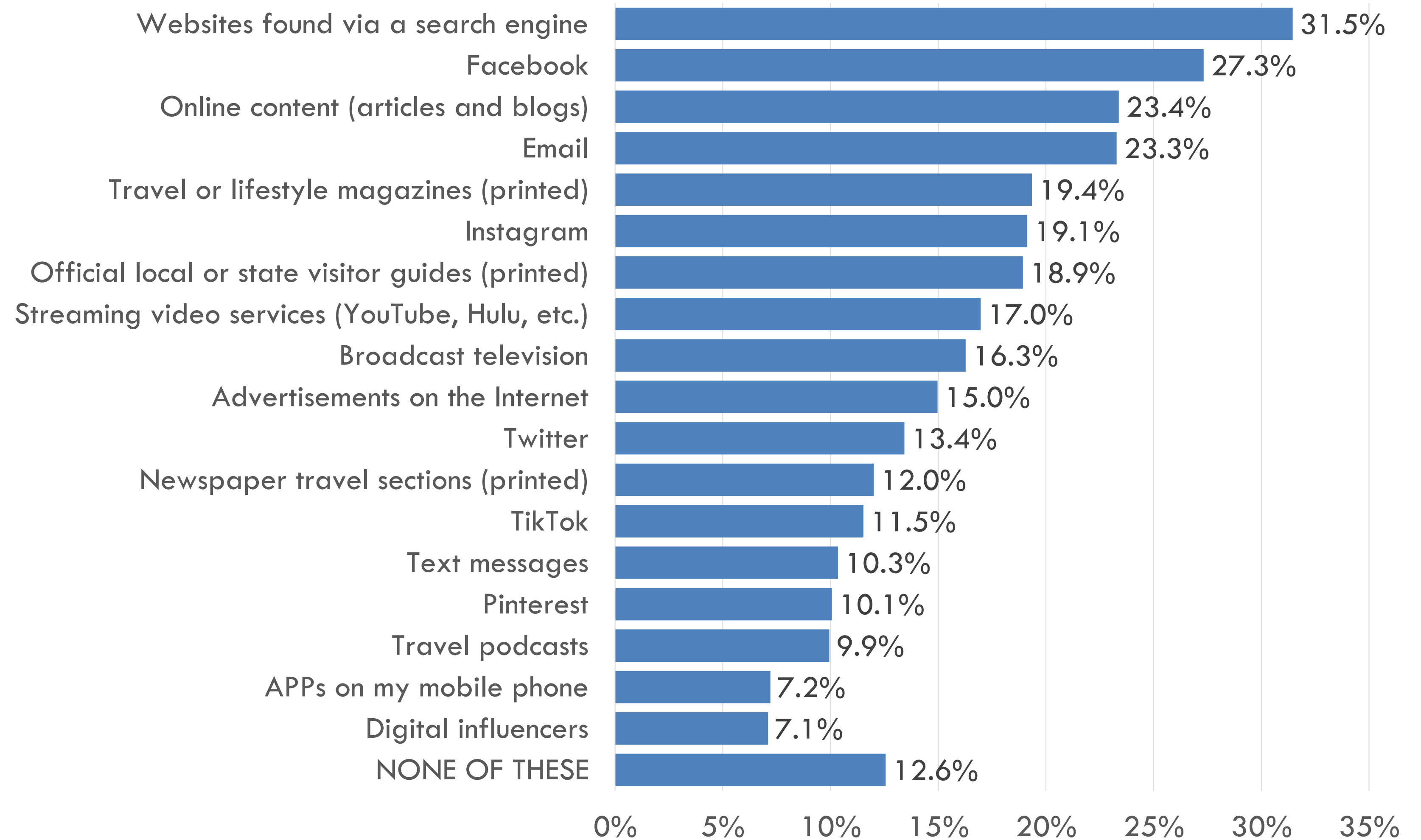


# RECEPTIVITY TO DESTINATION PROMOTION BY CHANNEL

**Question:** Please think about how travel destinations could best reach you with their messages right now.

Where would you generally be **MOST RECEPTIVE** to learning about new destinations to visit? (Please select all that apply)

(Base: Waves 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)







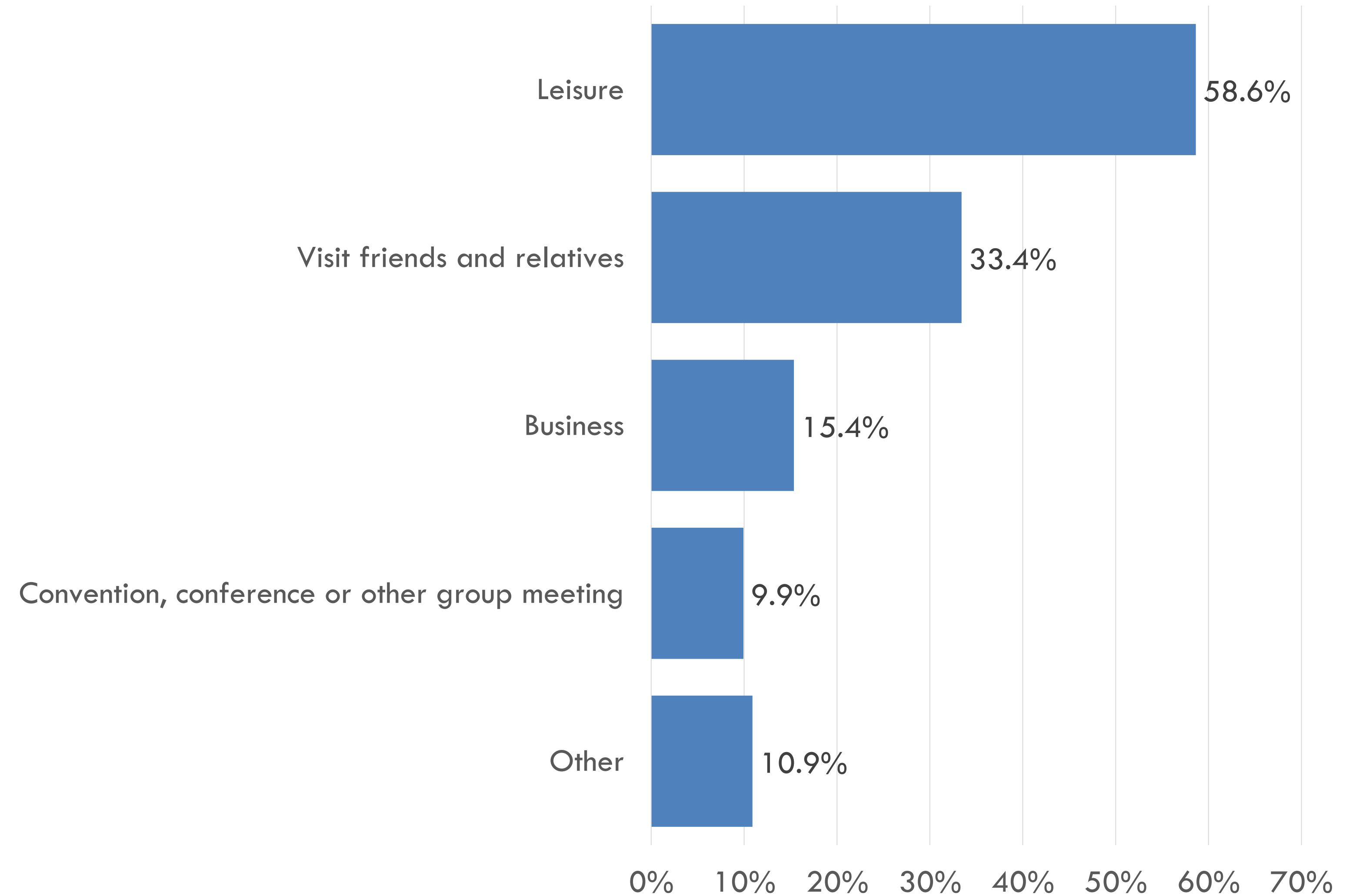
**TRAVEL IN THE  
NEXT 3 MONTHS**



# 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: Waves 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)*



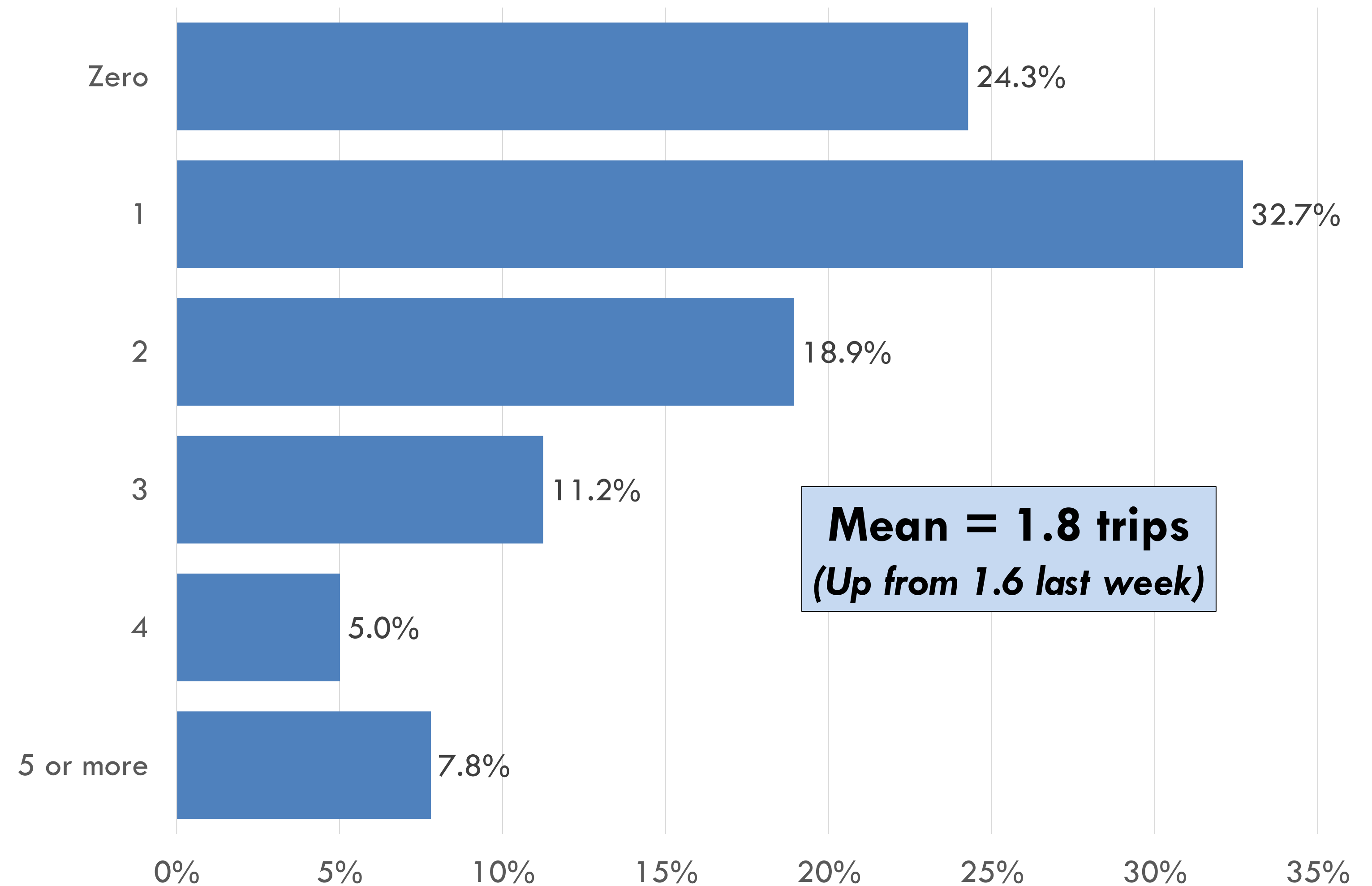


# LEISURE TRIPS EXPECTED (NEXT 3 MONTHS)

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

I expect to take \_\_\_\_\_ leisure trips

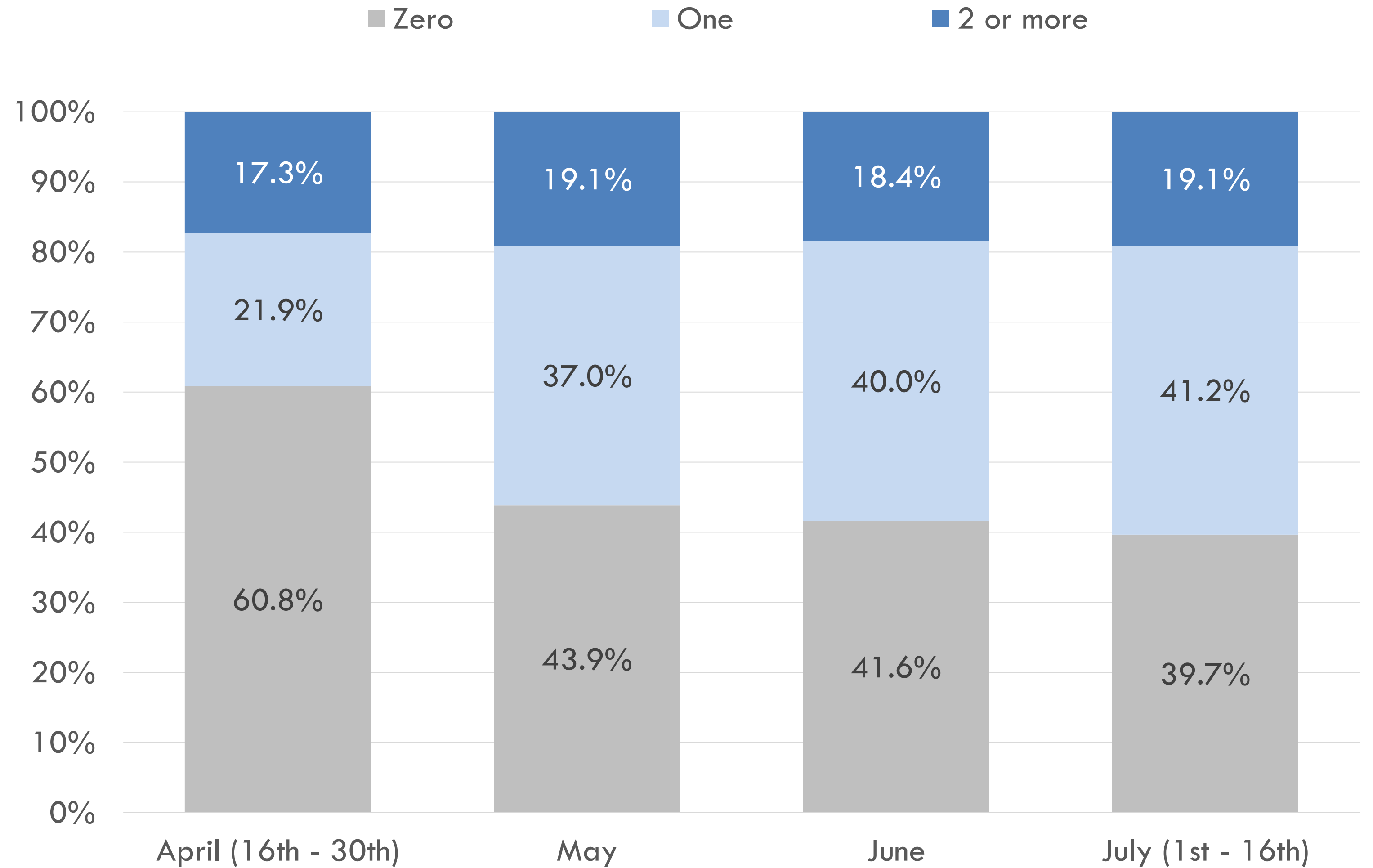
(Base: Waves 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)



# LEISURE TRIPS EXPECTED (BY MONTH)

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

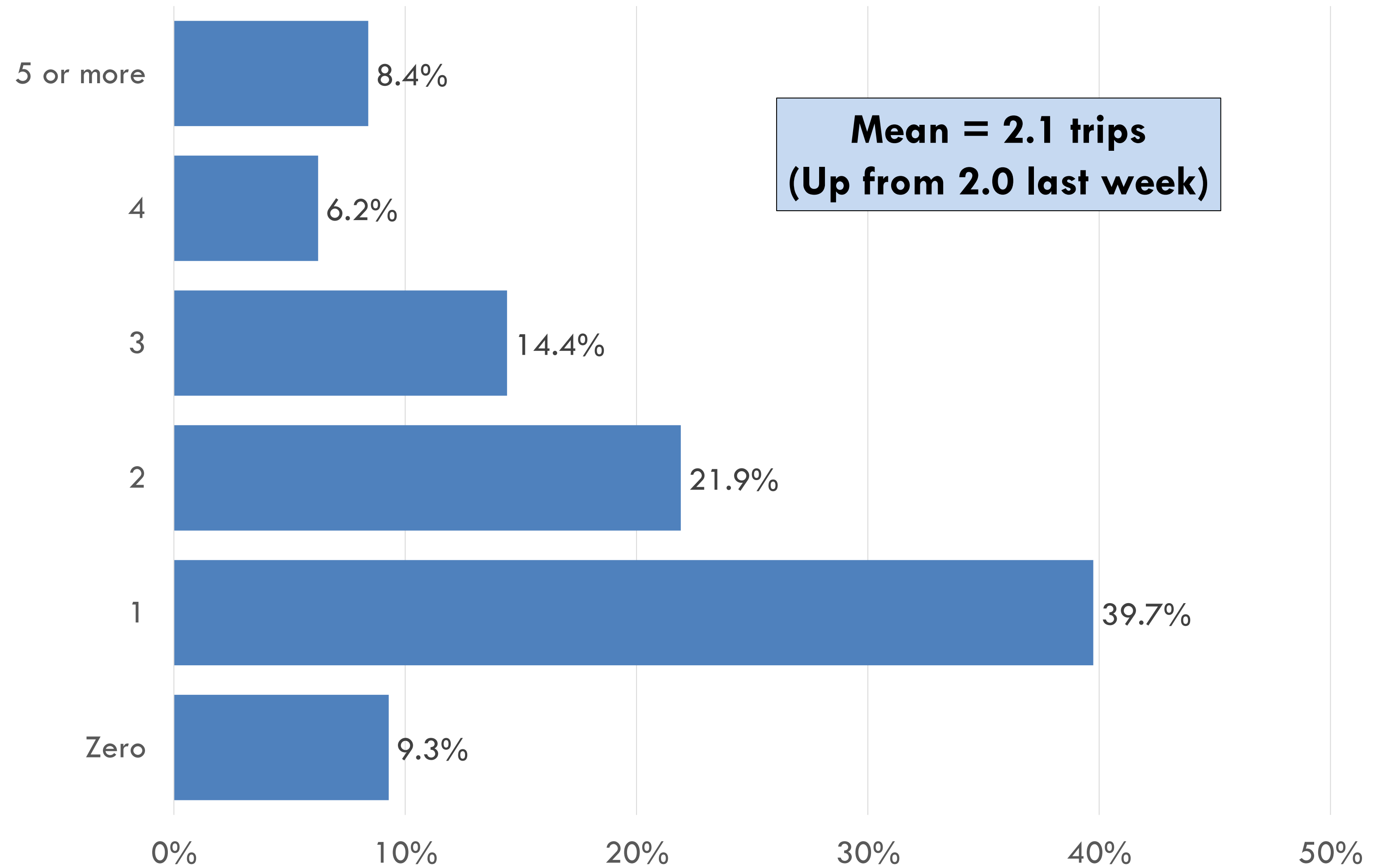
*(Base: Wave 58 data. Respondents expecting to travel in the next three months, 928 completed surveys. Data collected April 16-18, 2021)*



# 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 58 data. Respondents expecting to travel in the next three months, 928 completed surveys. Data collected April 16-18, 2021)*

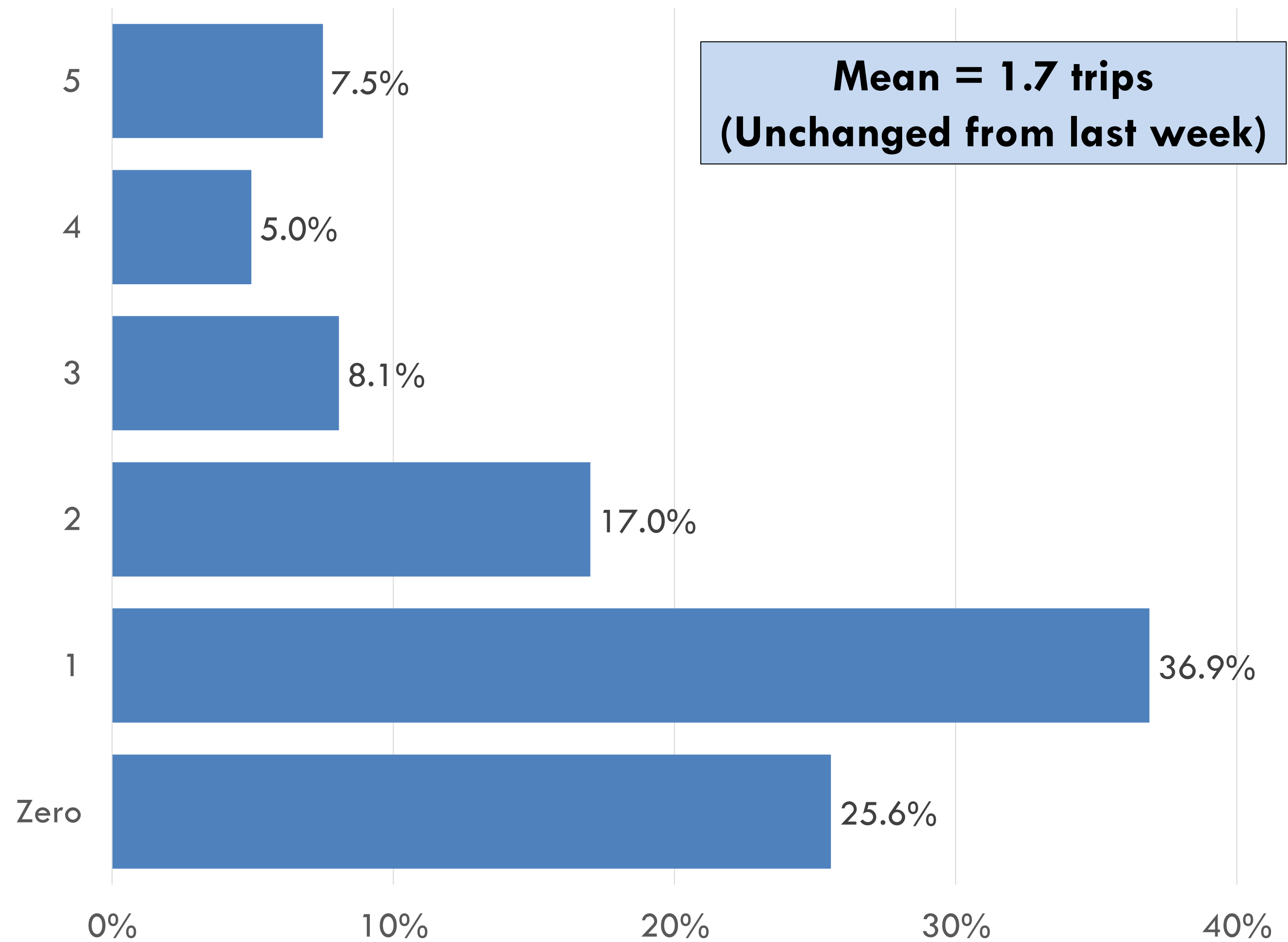




# REGIONAL TRIPS EXPECTED (NEXT 3 MONTHS)

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

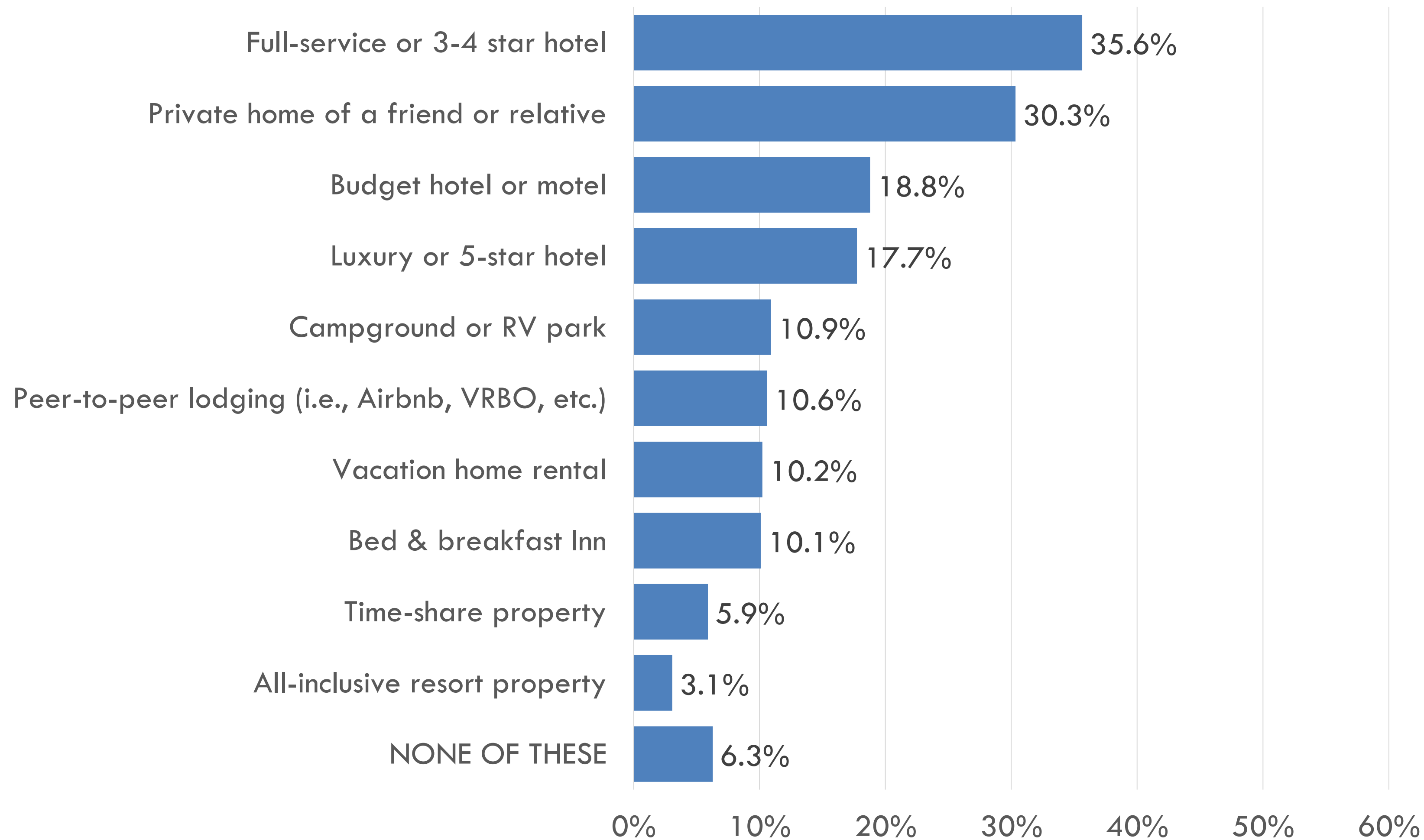
*(Base: Wave 58 data. Respondents expecting to travel in the next three months, 928 completed surveys. Data collected April 16-18, 2021)*



# EXPECTED PLACE OF STAY (NEXT 3 MONTHS)

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

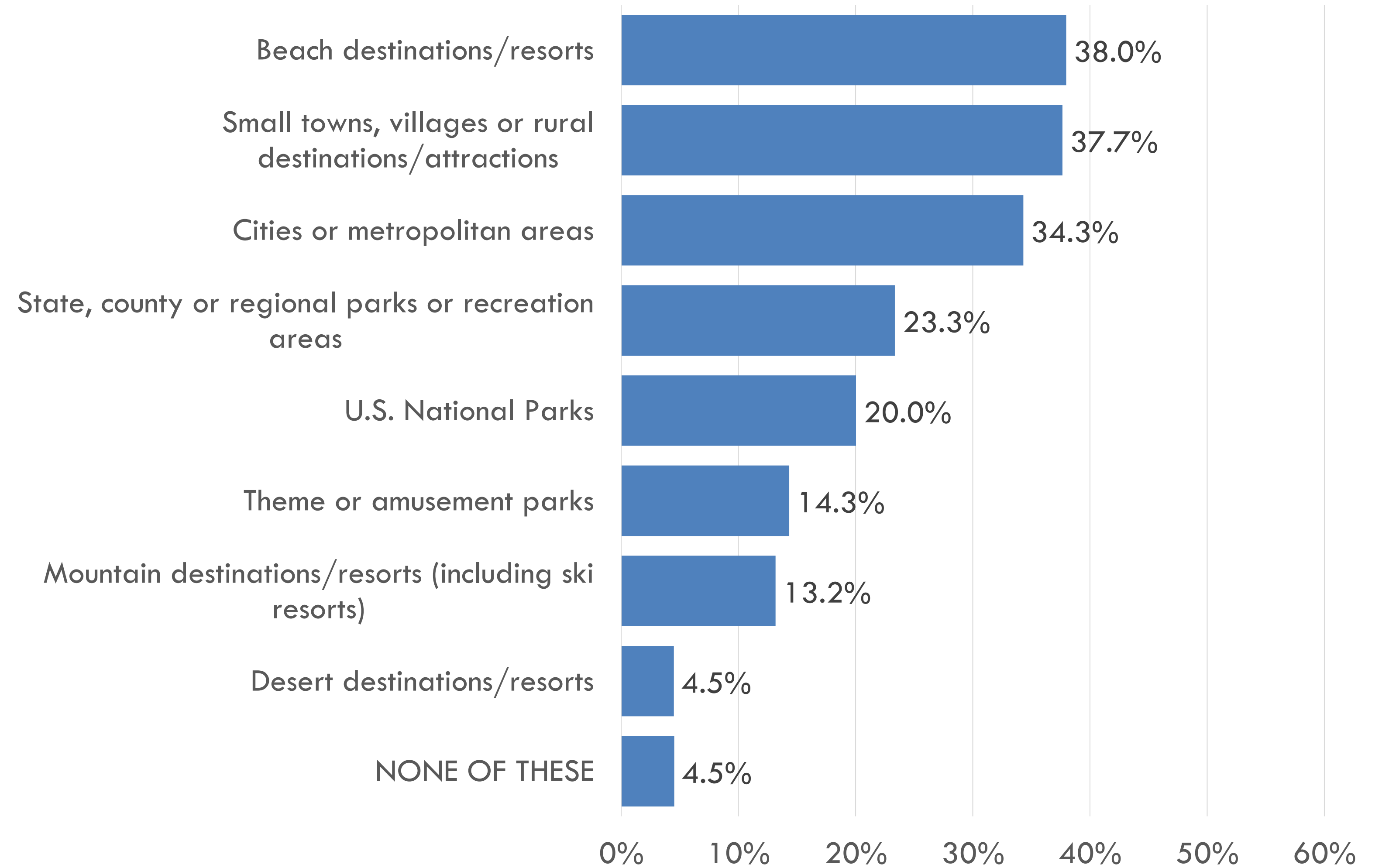
*(Base: Wave 58 data. Respondents expecting to travel in the next three months, 928 completed surveys. Data collected April 16-18, 2021)*



# DESTINATION TYPES EXPECTED (NEXT 3 MONTHS)

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

*(Base: Wave 58 data. Respondents expecting to travel in the next three months, 928 completed surveys. Data collected April 16-18, 2021)*

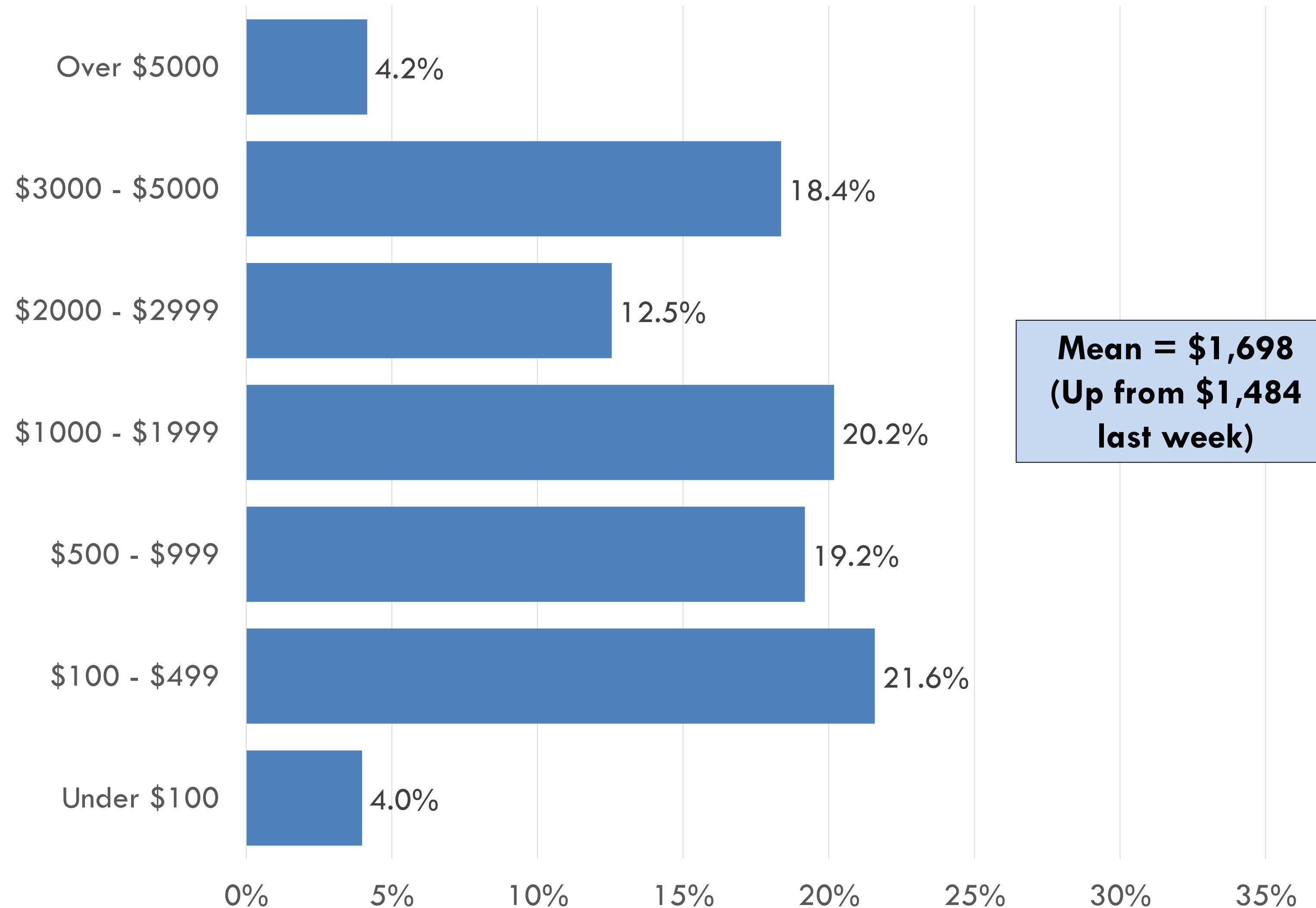




# EXPECTED LEISURE TRAVEL SPENDING (NEXT 3 MONTHS)

**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 58 data. Respondents expecting to travel in the next three months, 928 completed surveys. Data collected April 16-18, 2021)*





# THE RETURN OF BUSINESS TRAVEL

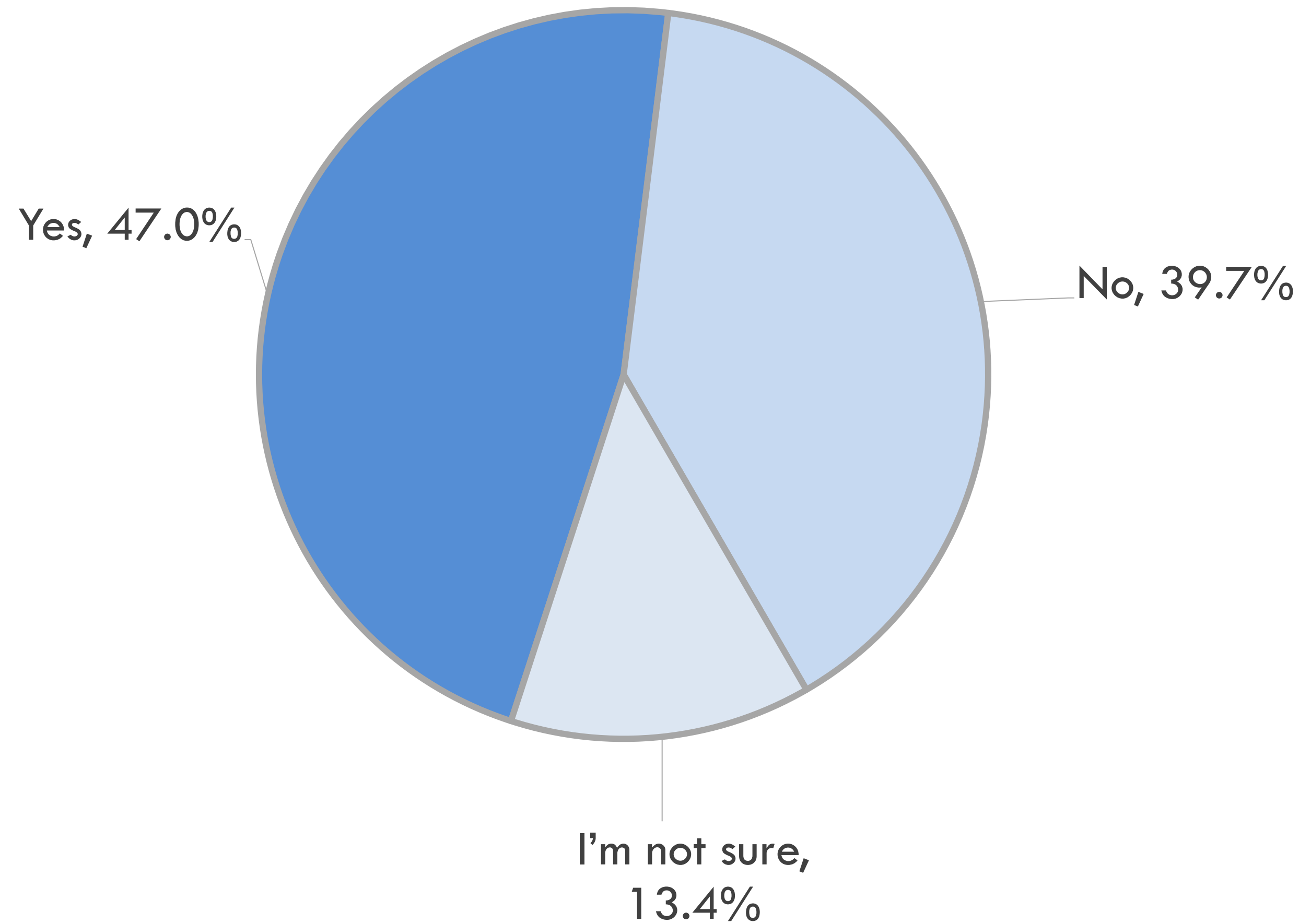




# BUSINESS TRAVEL BEFORE THE PANDEMIC

**Question:** Prior to the COVID-19 pandemic, did people at the company/organization you work for travel for business purposes? (Select one)

*(Base: Waves 58 data. All employed respondents, 961 completed surveys. Data collected April 16-18, 2021)*

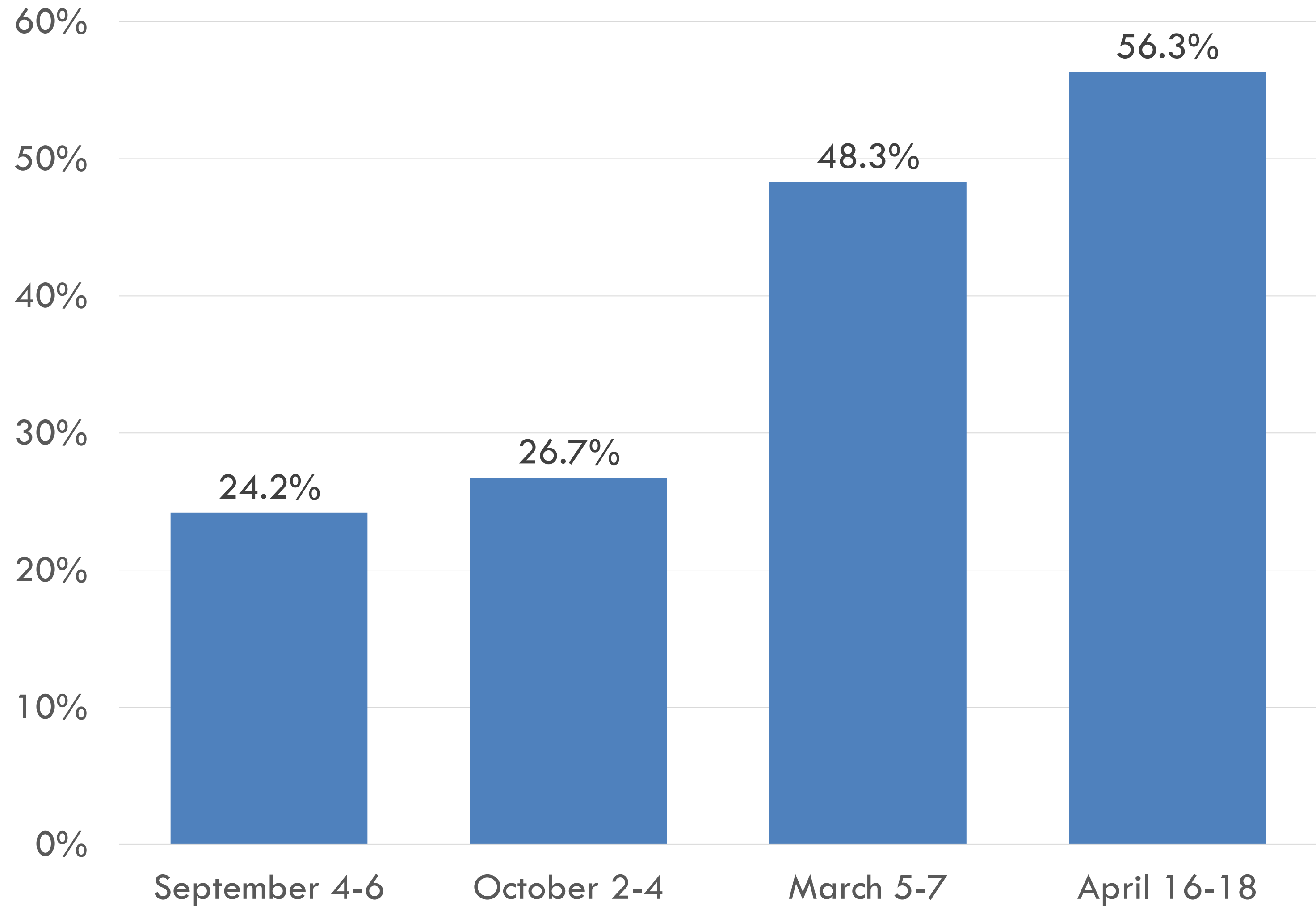




# HAS COMPANY RETURNED TO BUSINESS TRAVEL

**Question:** To your knowledge, have people at the company/organization you work for started traveling for business purposes again?

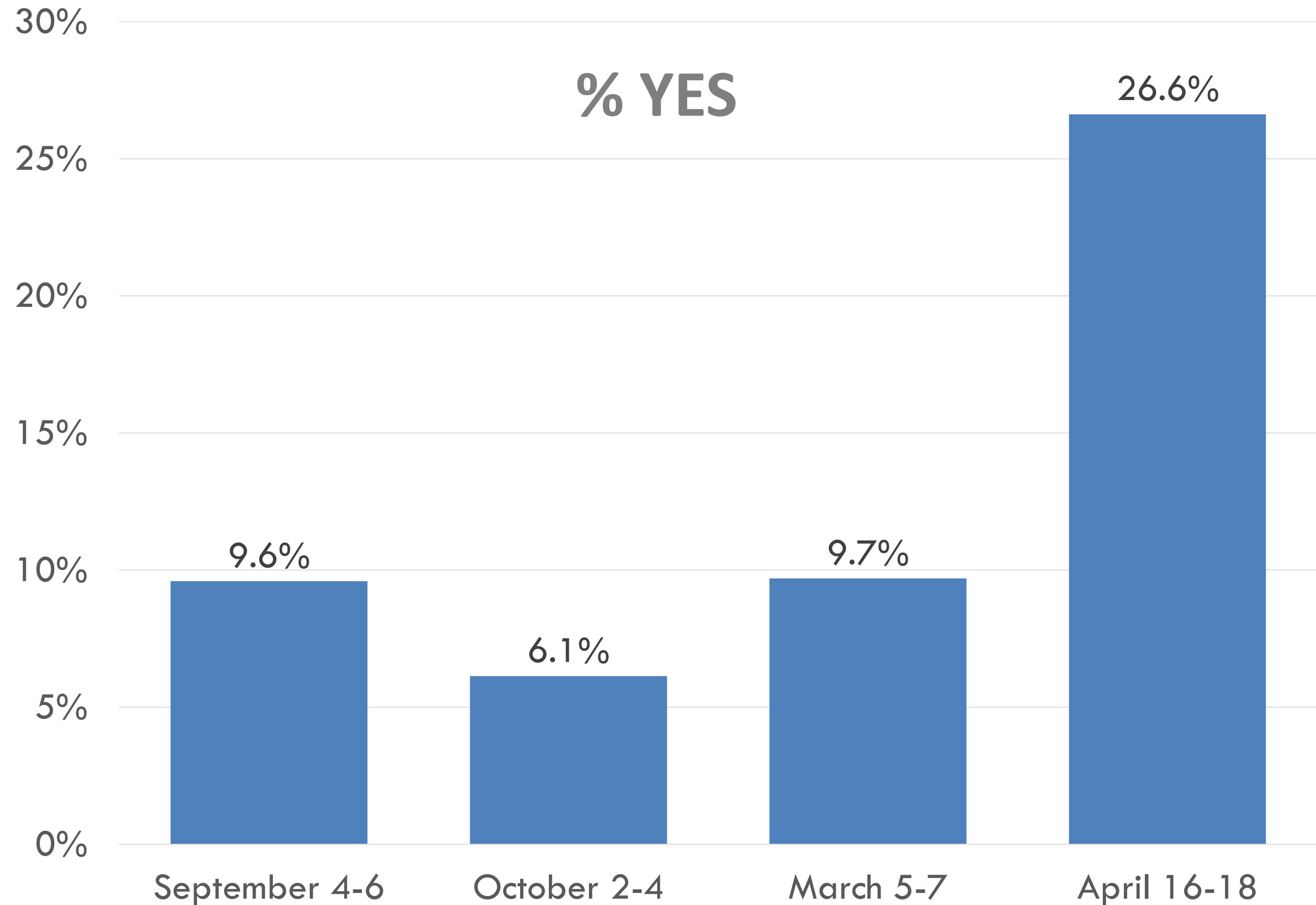
*(Base: Waves 58 data. Respondents employed at companies that do business travel, 452 completed surveys. Data collected April 16-18, 2021)*



# INDICATION OF WHEN BUSINESS TRAVEL WILL RESUME

**Question:** Has the company/organization you work for given any indication on when company business travel will begin again?

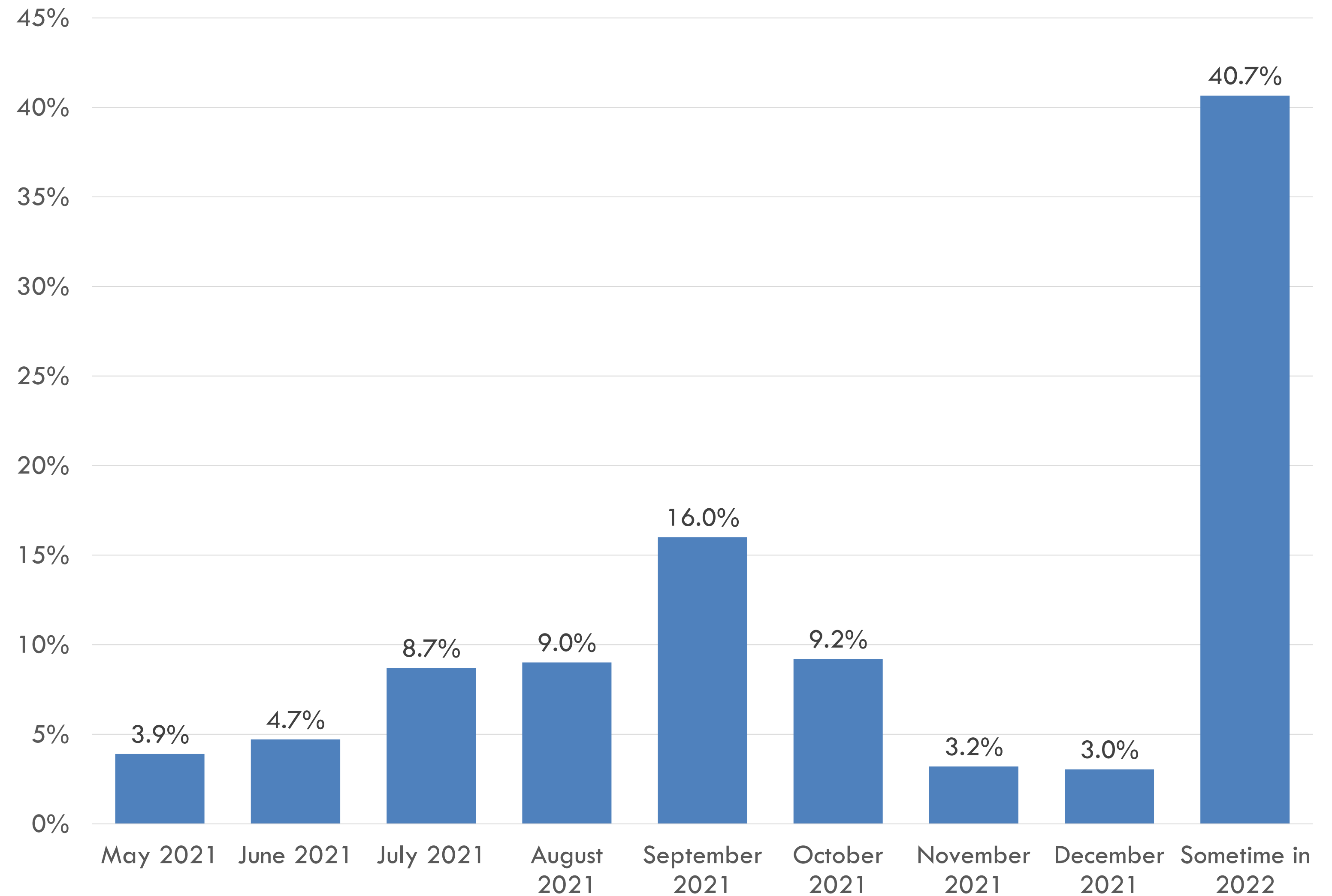
*(Base: Waves 58 data. Respondents employed at companies that have not returned to business travel, 213 completed surveys. Data collected April 16-18, 2021)*



# ANTICIPATED MONTH OF BUSINESS TRAVEL RESUMPTION

**Question:** Which month do you anticipate the company/organization you work for will begin traveling for business again?

(Base: Waves 58 data. Respondents employed at companies that have not returned to business travel, 213 completed surveys. Data collected April 16-18, 2021)



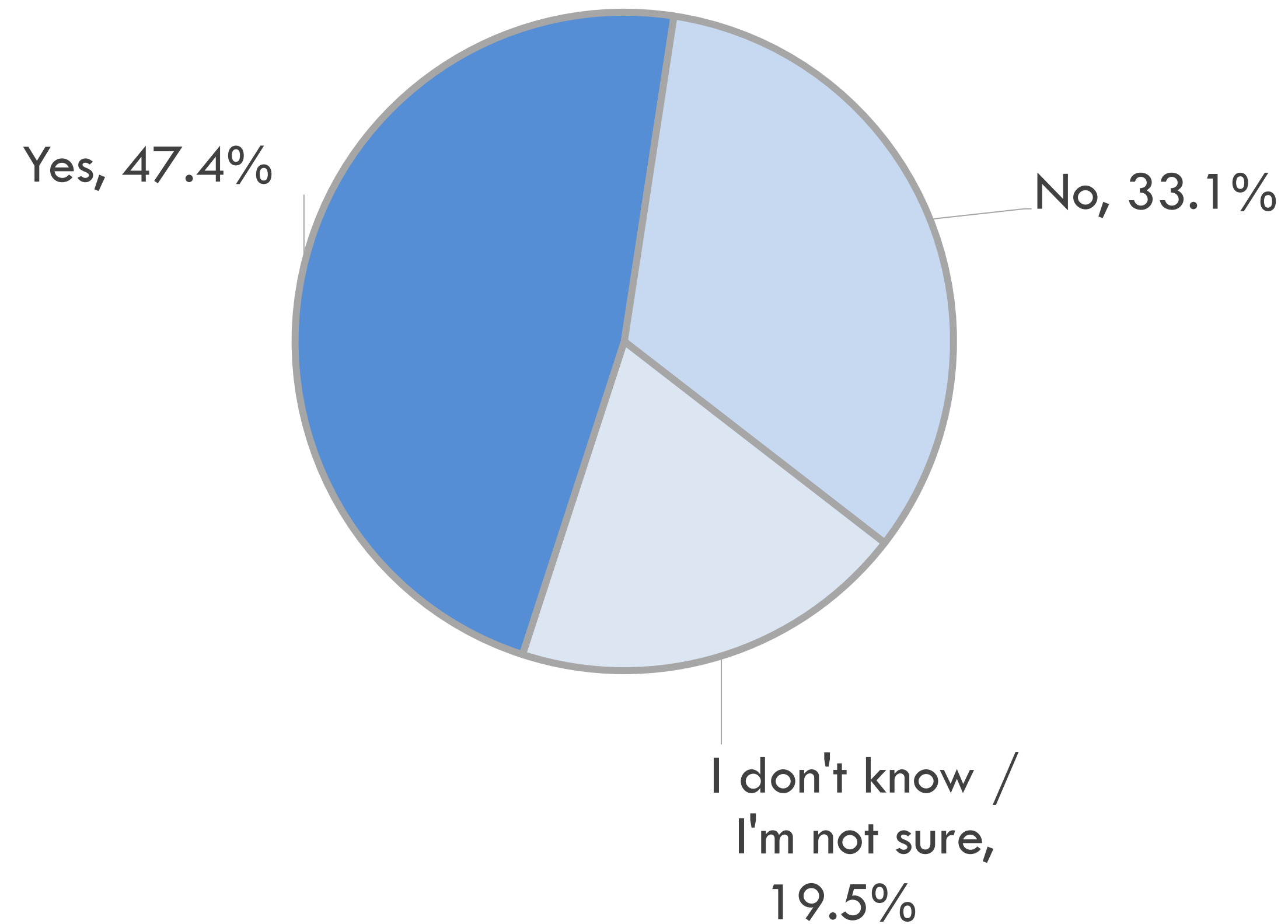


# EXPECTATIONS FOR LONG-TERM CHANGES IN BUSINESS TRAVEL

**Question:** You said earlier that you have taken **BUSINESS TRIP(S)** in the past 2 years.

In the longer-term (2-5 years from now), do you feel the **COVID-19** experience will change the way your employer does business travel?

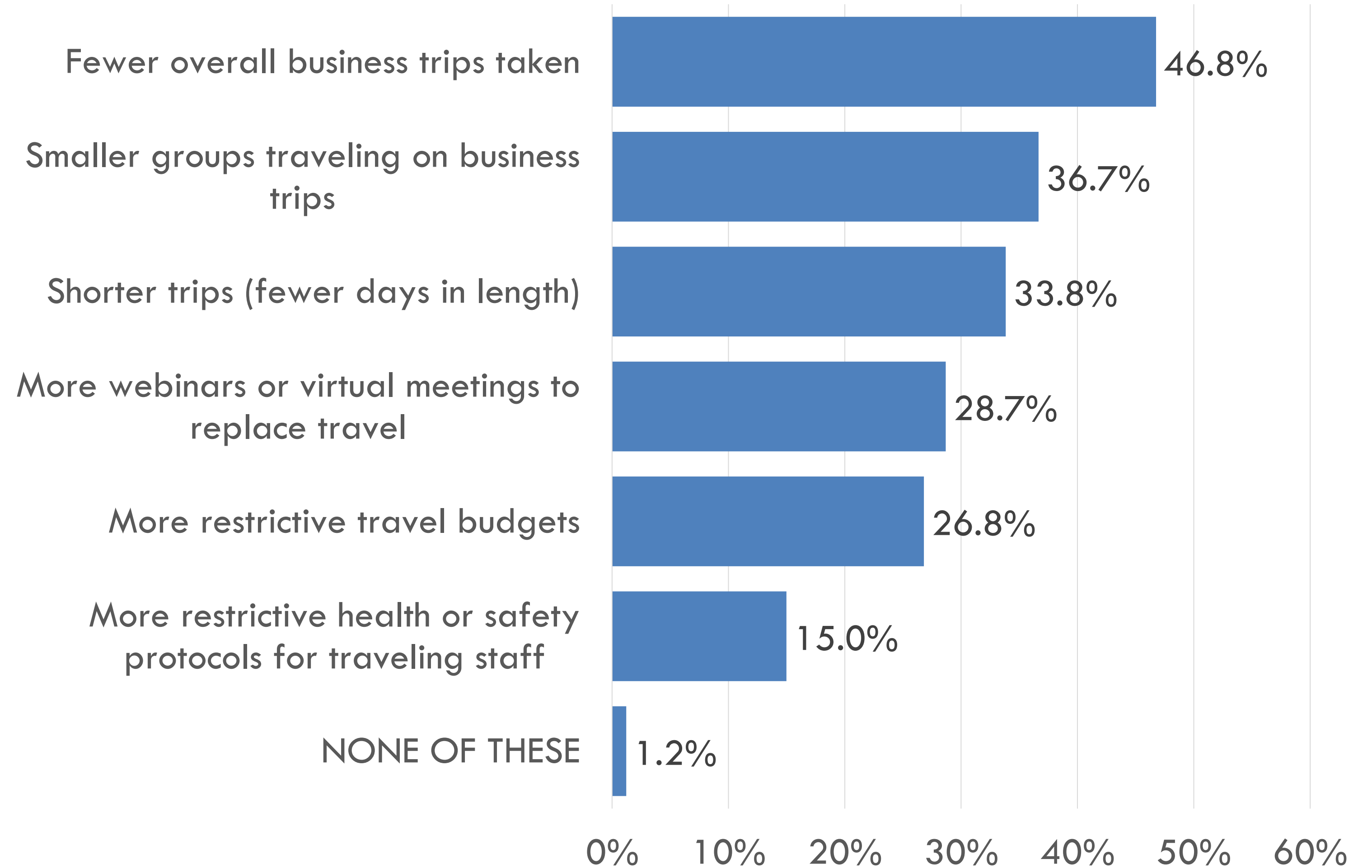
*(Base: Waves 58 data. All business travelers, 489 completed surveys. Data collected April 16-18, 2021)*



# SPECIFIC EXPECTED CHANGES IN BUSINESS TRAVEL

**Question:** In which of the following ways do you expect your employer will change its business travel over the longer term? (Select all that apply)

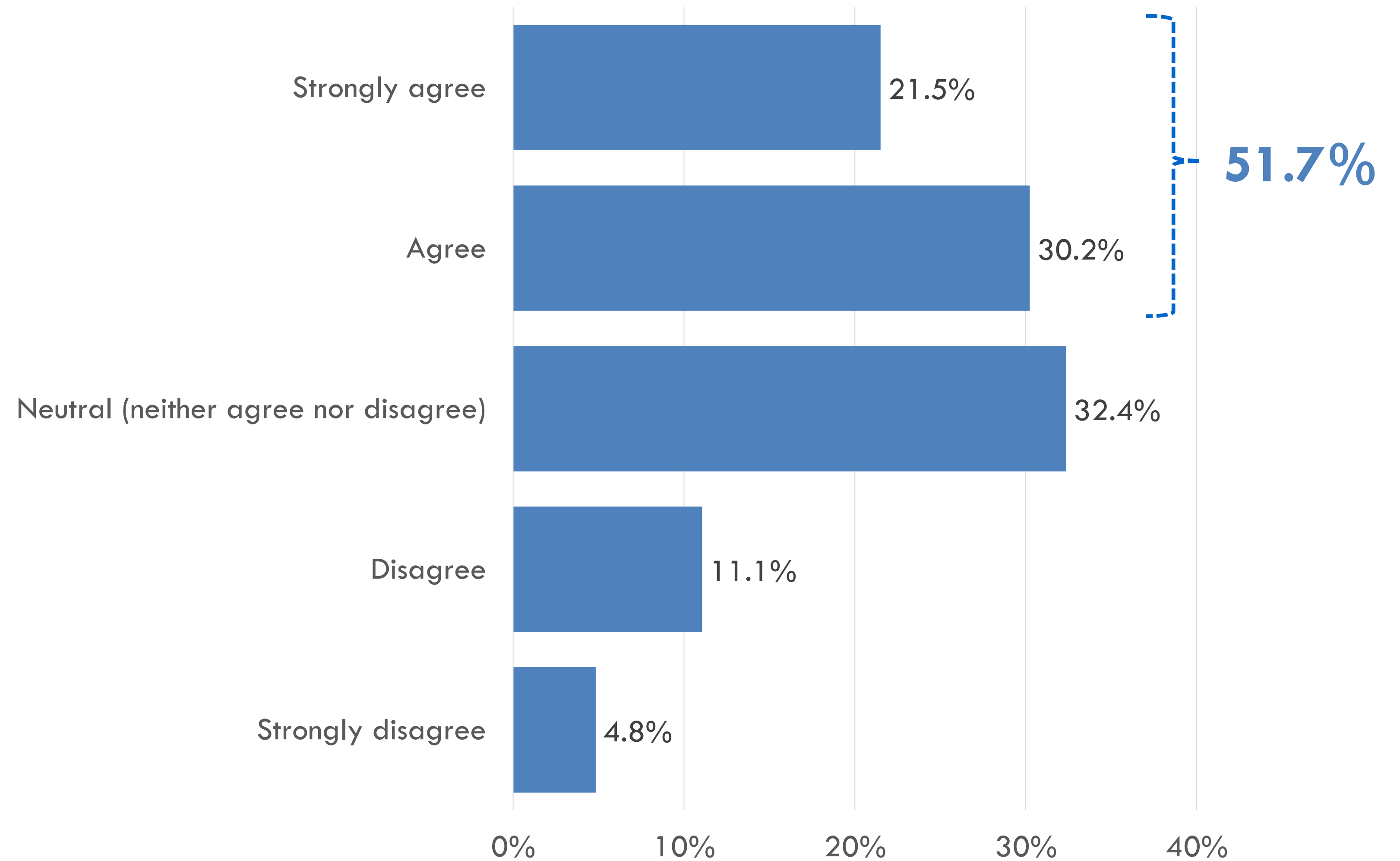
*(Base: Waves 58 data. All business travelers who expect long-term changes in business travel, 257 completed surveys. Data collected April 16-18, 2021)*



# LOOKING FORWARD TO NOT TRAVELING AS MUCH FOR BUSINESS

**Statement Agreement:** Looking forward, I hope that I don't have to travel as much for business as I did before the pandemic.

(Base: Waves 58 data. All business travelers, 489 completed surveys. Data collected April 16-18, 2021)





A perspective view of a two-lane asphalt road with white dashed center lines and solid edge lines, leading towards a horizon. The road is flanked by blue metal guardrails. On either side of the guardrails are silhouettes of evergreen trees. In the background, there are rolling mountains under a warm, orange and yellow sunset sky with a large, bright sun partially obscured by the mountains.

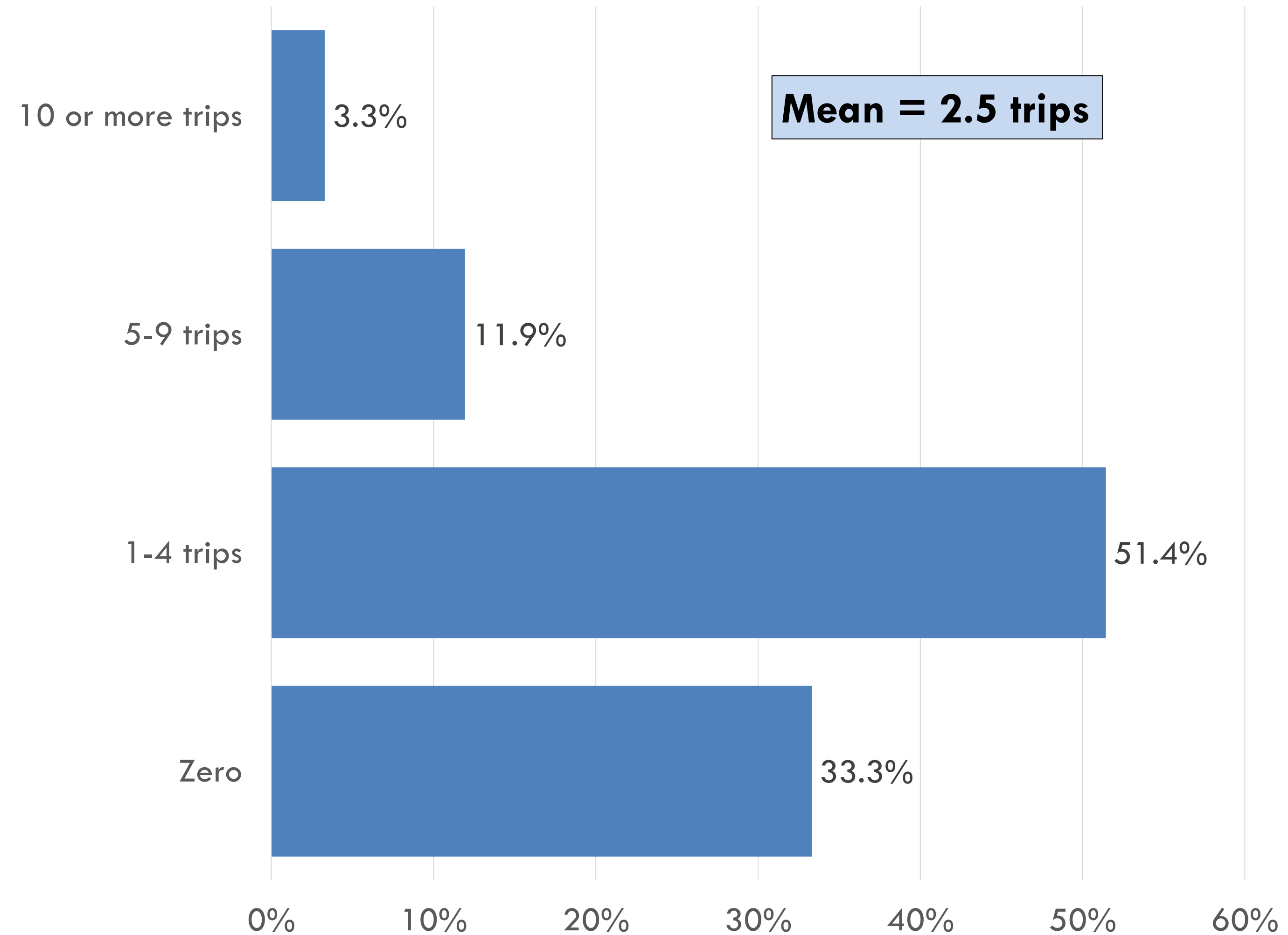
# **FEELINGS ABOUT ROAD TRIPS**



# ROAD TRIPS TAKEN DURING THE PANDEMIC

**Question:** During the COVID-19 pandemic (March 2020 to today) how many ROAD TRIPS have you taken? (Select one)

(Base: Wave 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)

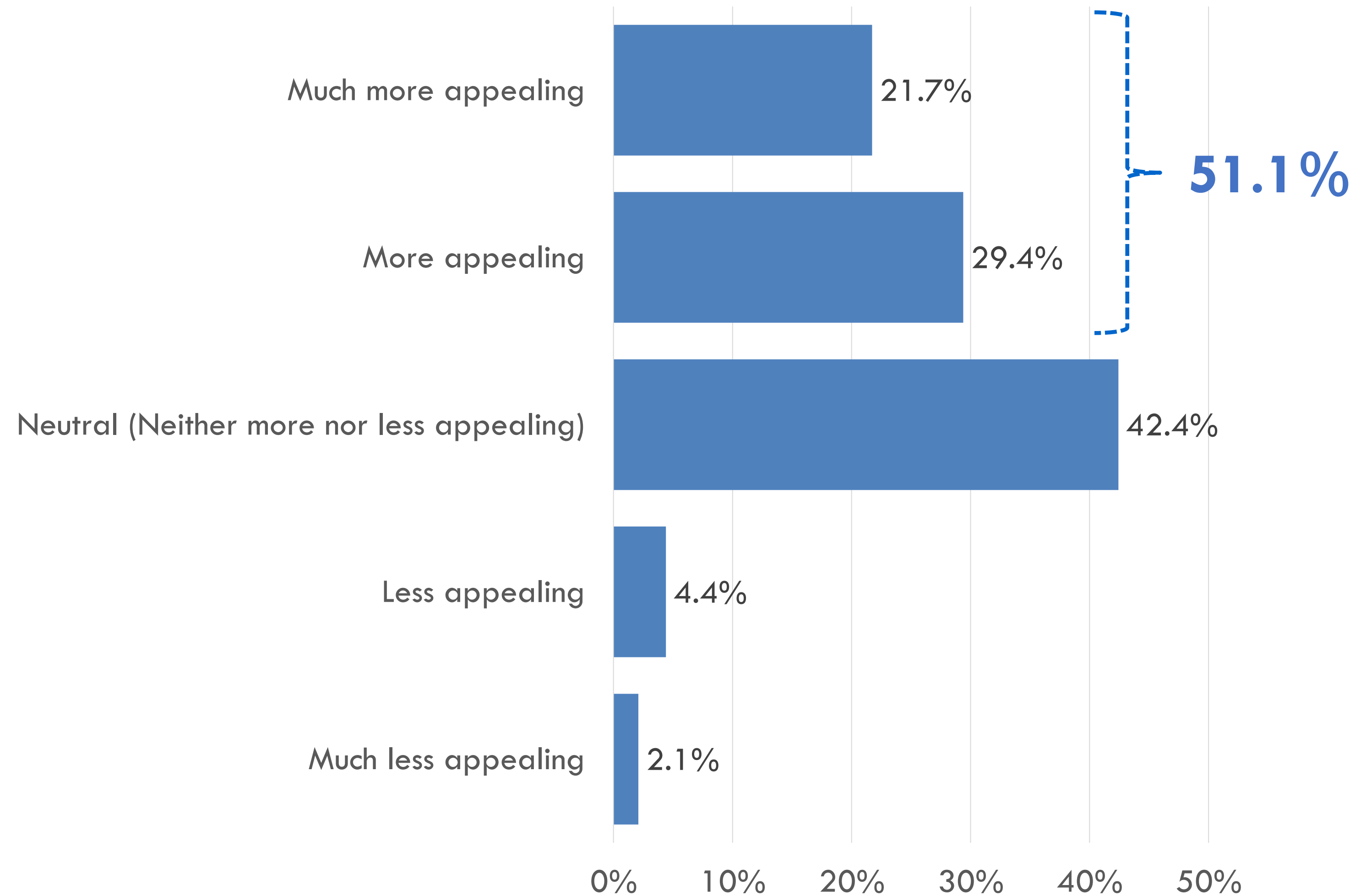


# APPEAL OF ROAD TRIPS AFFECTED BY THE PANDEMIC

**Question:** Have your road trip experiences during the pandemic changed your feelings about traveling by car? (Select one to complete the sentence)

**My road trip experiences during the pandemic have made the idea of travel by car**

*(Base: Wave 58 data. Respondents who have taken at least 1 road trip during the pandemic, 808 completed surveys. Data collected April 16-18, 2021)*



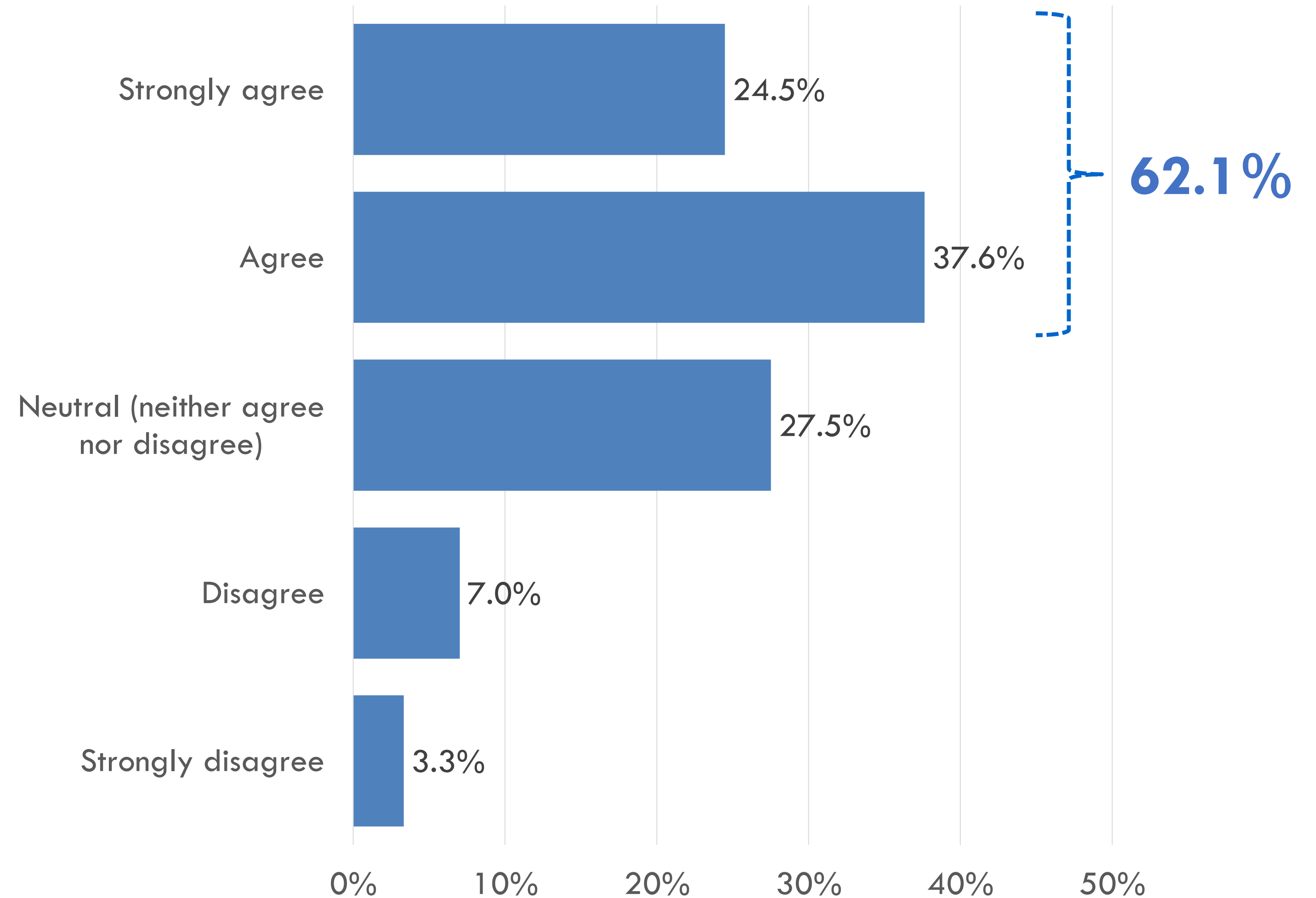


# REINFORCEMENT THAT ROAD TRIPS ARE FUN

**How much do you agree with the following statement?**

**Statement:** My travel in the last year has reminded me how much fun road trips can be.

*(Base: Wave 58 data. Respondents who have taken at least 1 road trip during the pandemic, 808 completed surveys. Data collected April 16-18, 2021)*





# MARIJUANA TOURISM



# ALL RESPONDENTS: PURCHASE OF MARIJUANA WHILE TRAVELING

**Question:** While on a leisure trip in the PAST TWO (2) YEARS, have you purchased any marijuana or marijuana-based products (e.g., edibles, CBD oils, etc.)?

*(Base: Waves 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)*

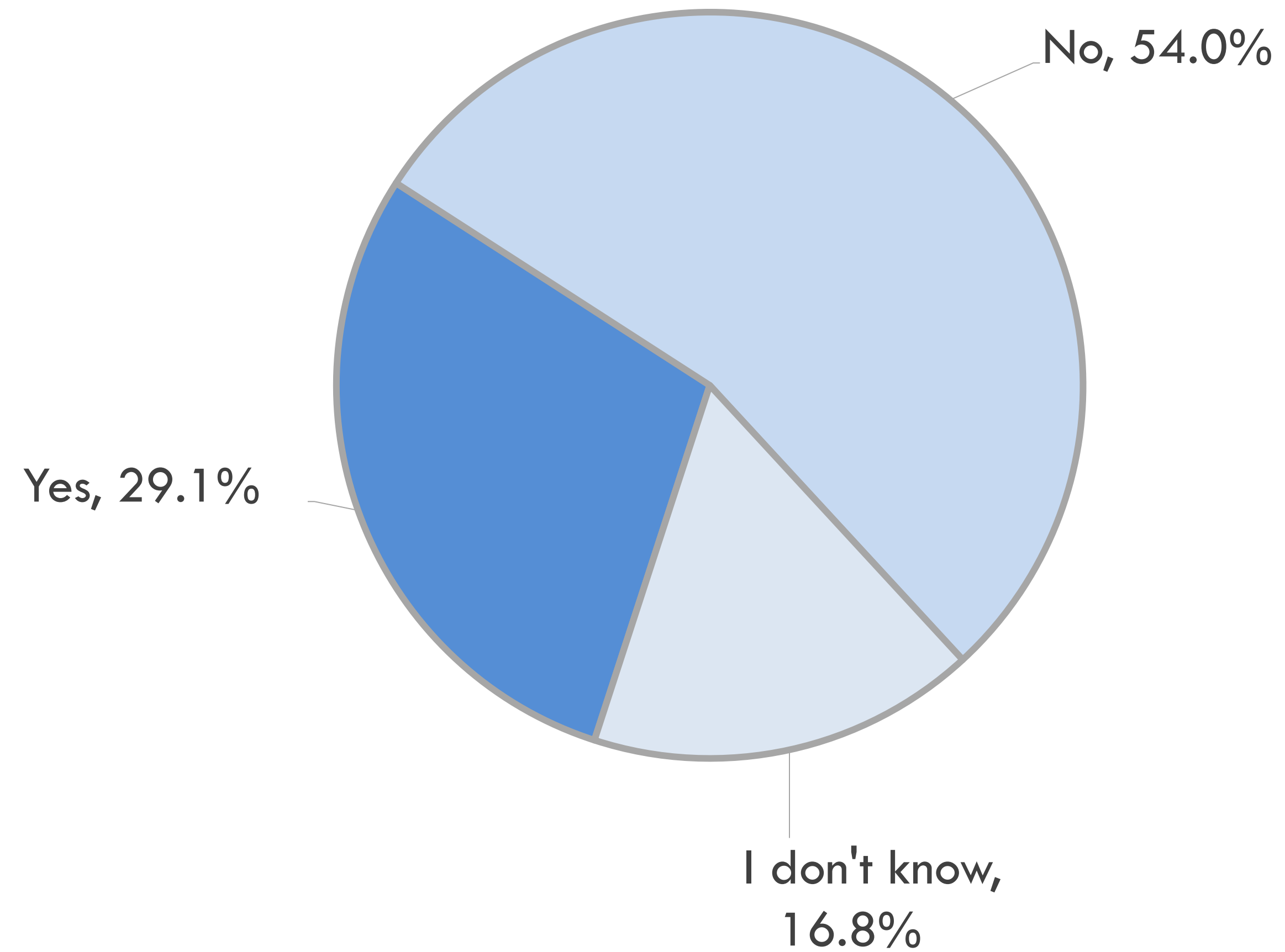




# ALL RESPONDENTS: VISITS TO STATES WHERE MARIJUANA IS LEGALIZED

**Question:** In the PAST TWO (2) YEARS, have you taken a leisure trip to any state(s) that have legalized marijuana?

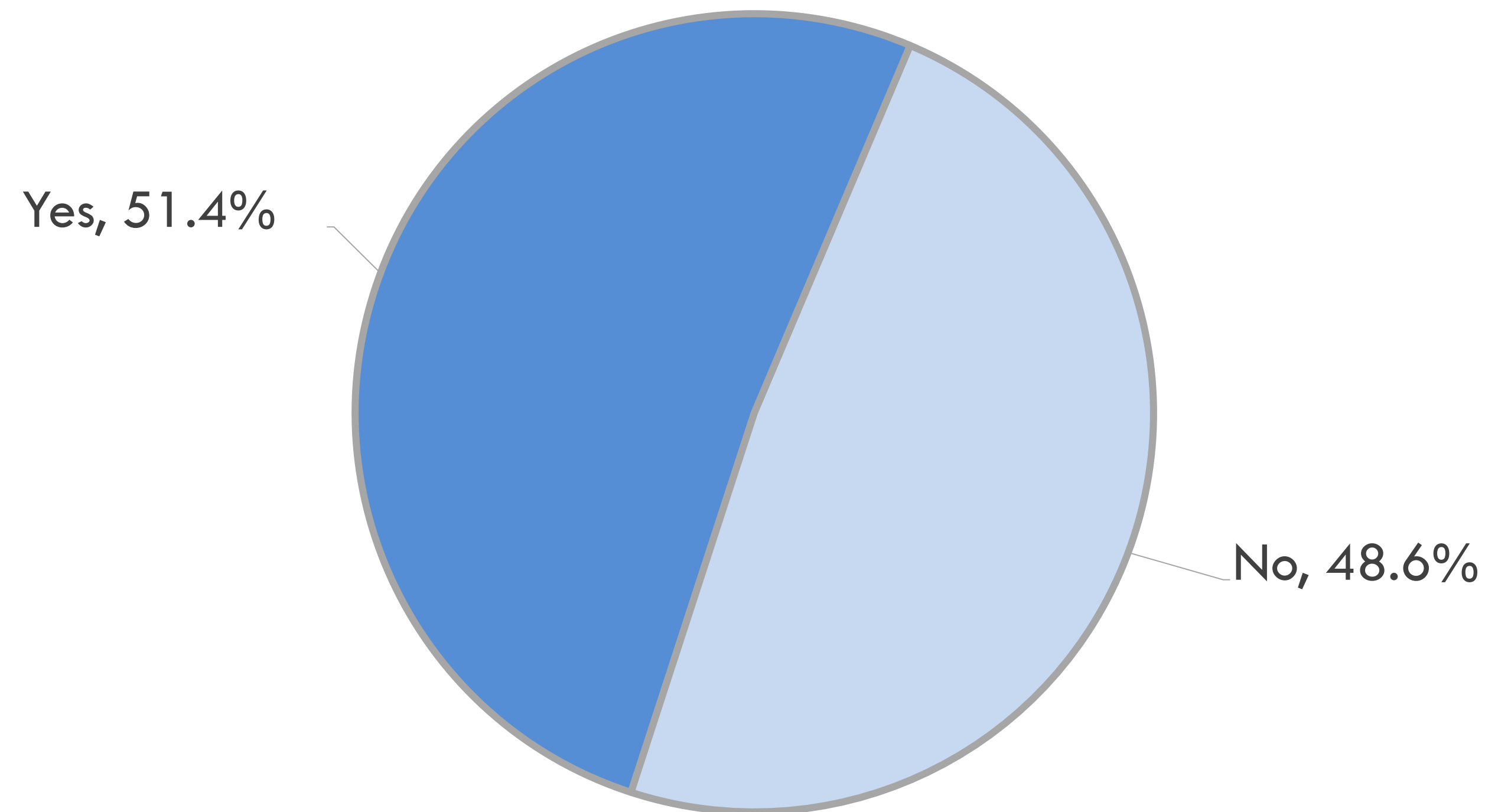
*(Base: Waves 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)*



# PAST VISITORS TO STATES WHERE MARIJUANA IS LEGALIZED: PURCHASE OF MARIJUANA WHILE TRAVELING

**Question:** In the PAST TWO (2) YEARS while on a leisure trip, have you purchased any marijuana or marijuana-based products (e.g., edibles, CBD oils, etc.)?

*(Base: Waves 58 data. All respondents who have visited marijuana legal states, 386 completed surveys. Data collected April 16-18, 2021)*







# **Coronavirus Travel Sentiment Index**

## **Measuring the Potential Influence of Travel Marketing**

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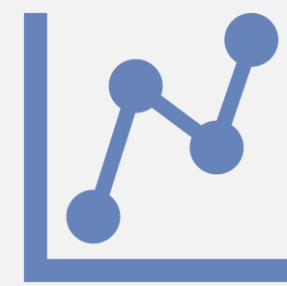
**Highlights from the Week of April 19th**



# What is a Predictive Index?



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



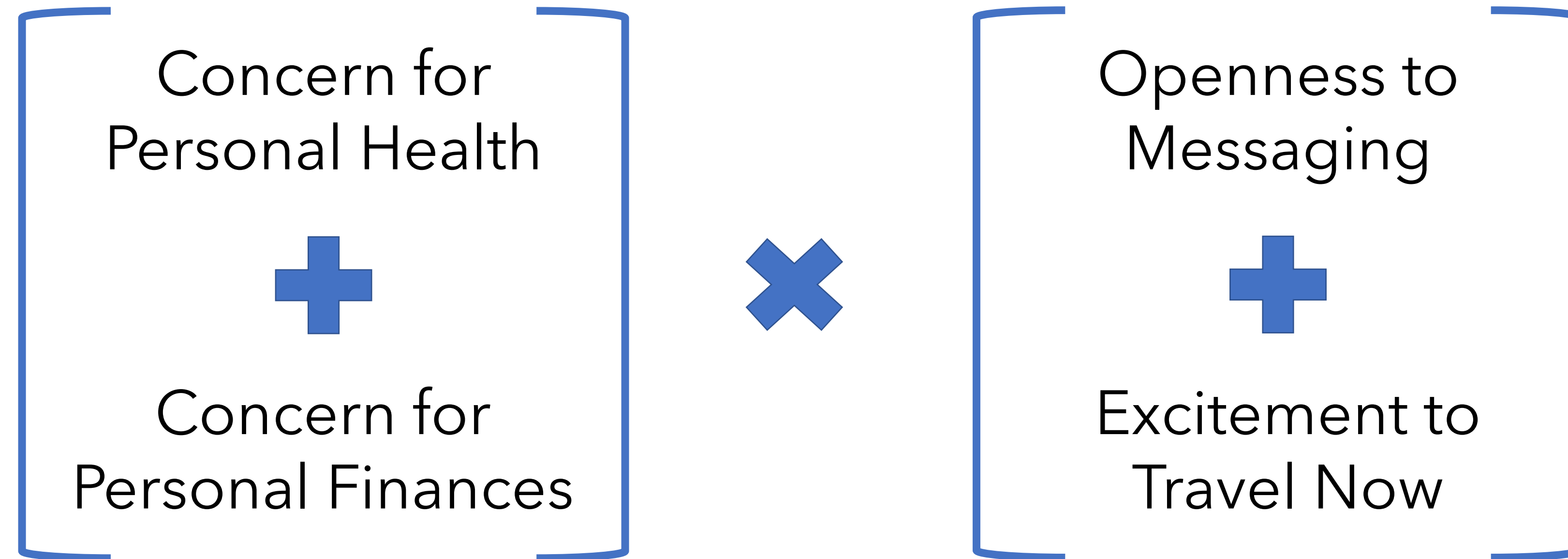
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.



The goals are to identify:

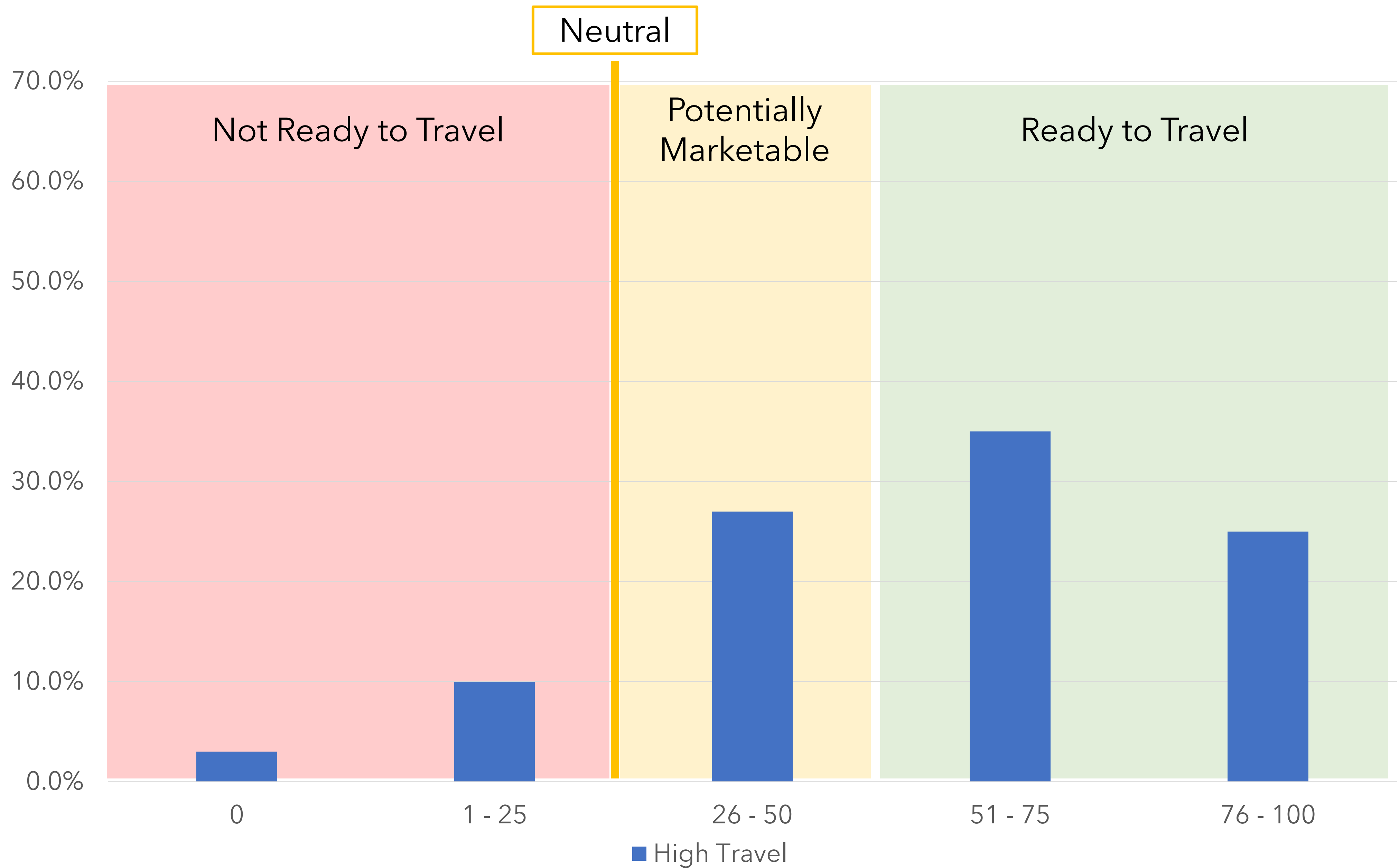
- WHO are the traveler segments that appear receptive to travel marketing and
- WHEN will they be ready to travel

# Predictive Index Formula



\*Normalized to a 100pt scale

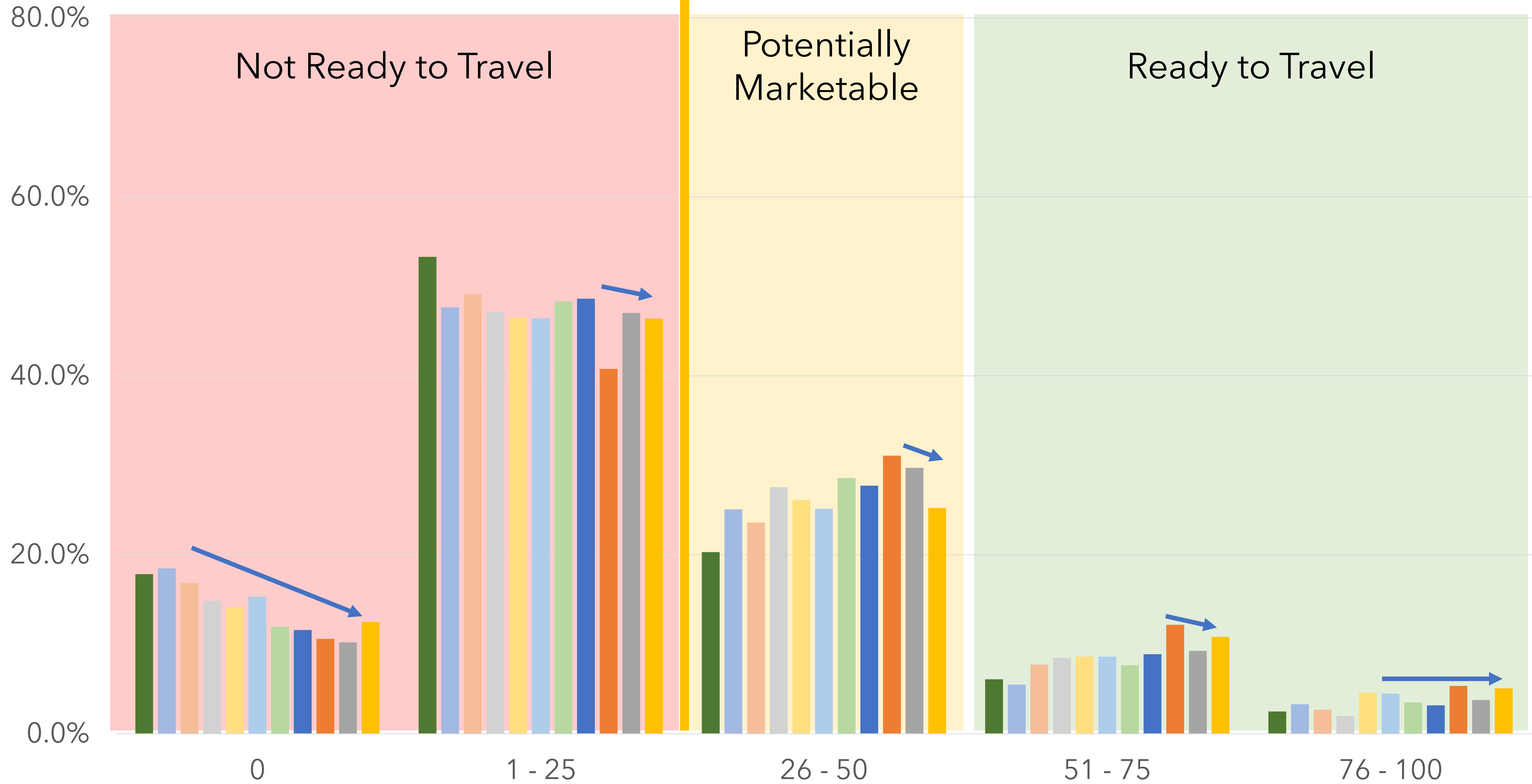
# Healthy Travel Outlook



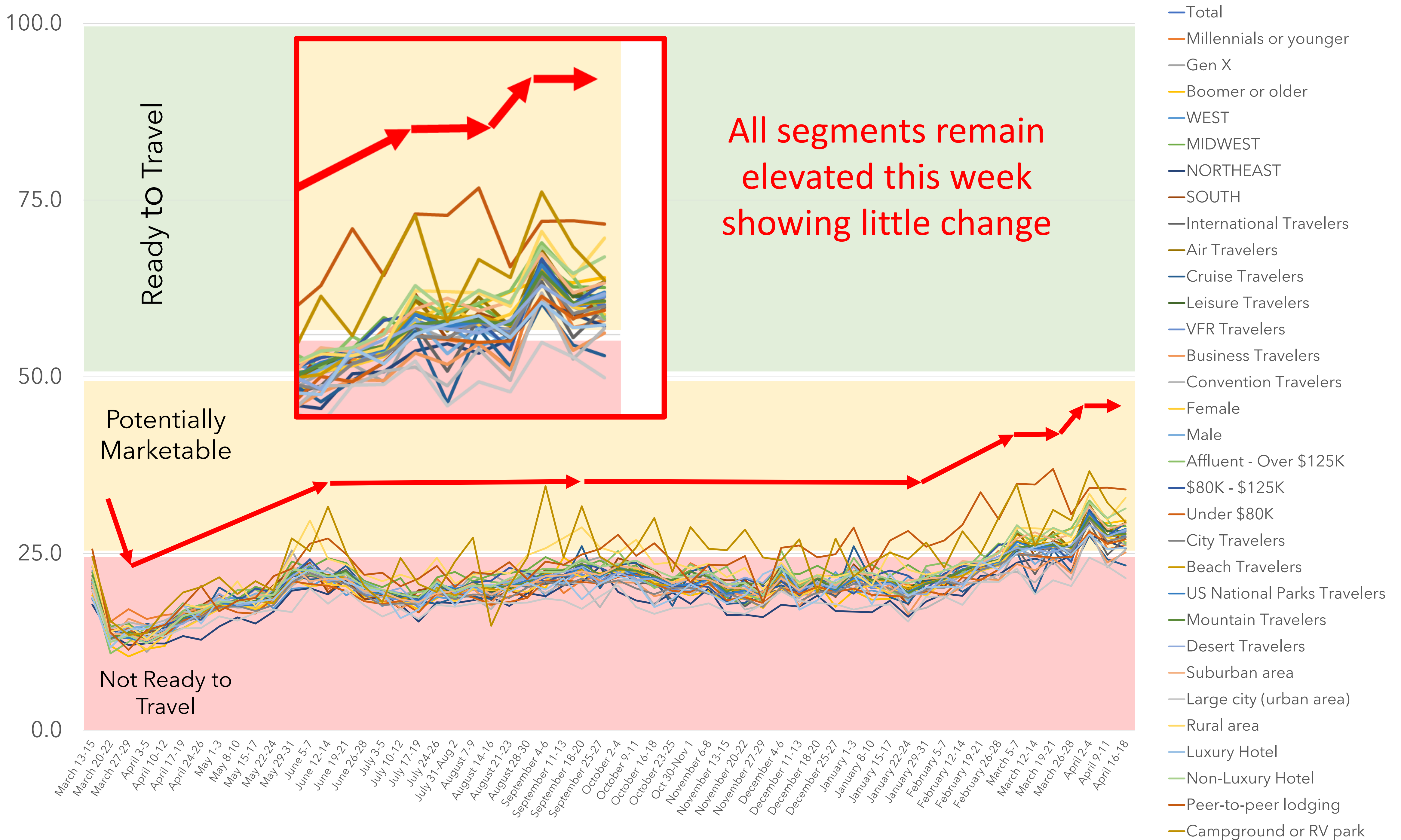


# Travel Outlook

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
- April 16-18



Ready to Travel

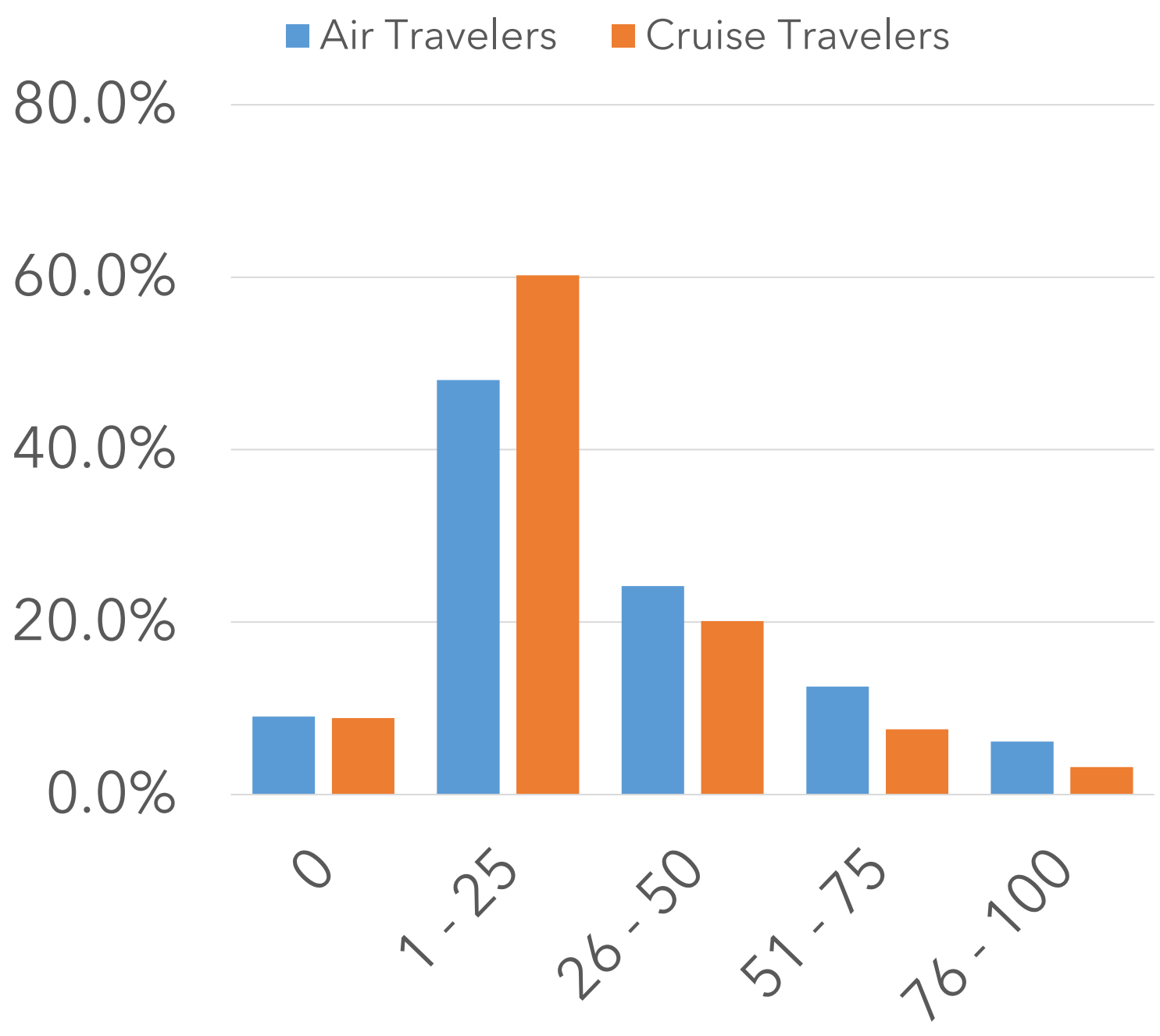
Potentially Marketable

Not Ready to Travel

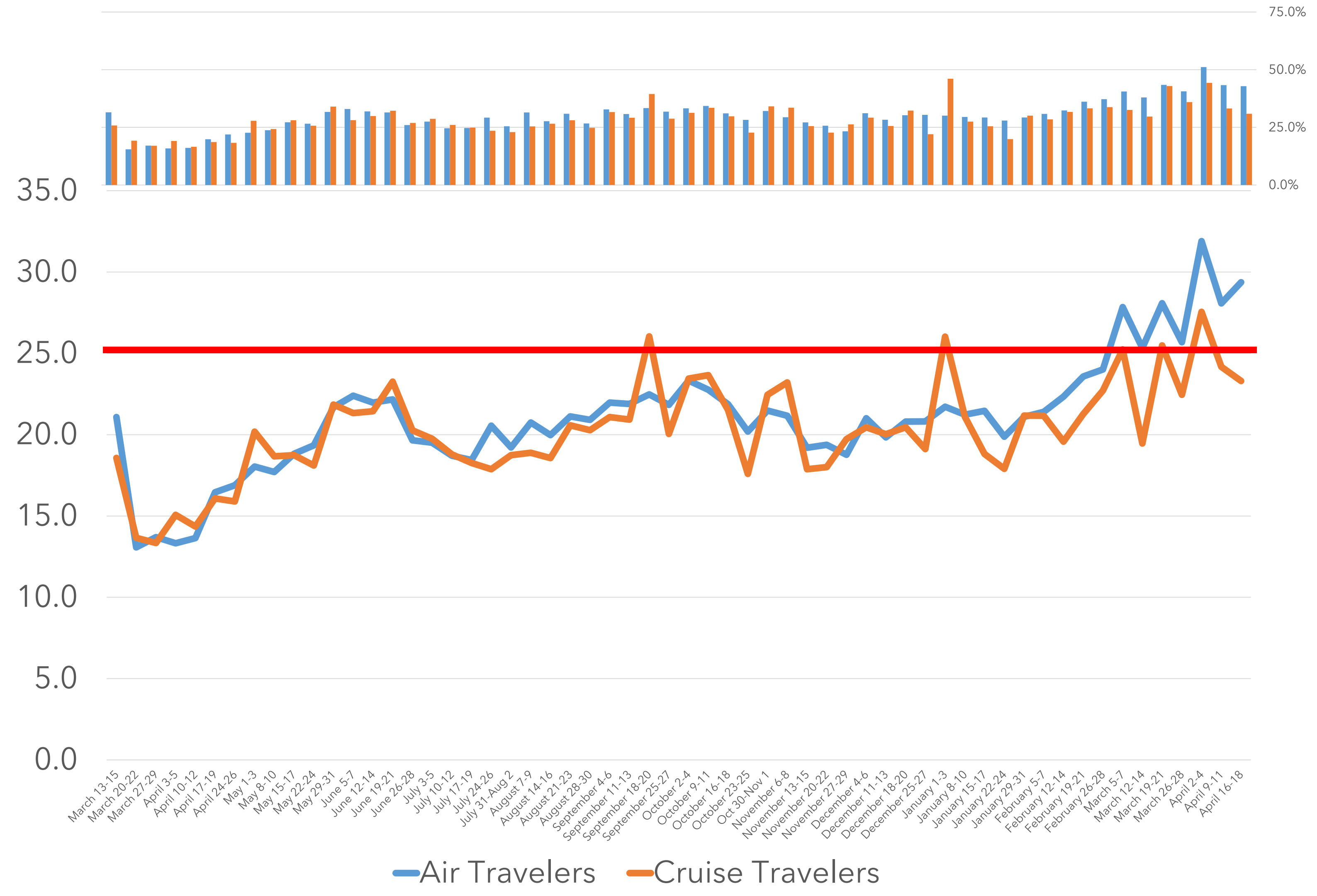
All segments remain elevated this week showing little change

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  
 October 2-4  
 October 9-11  
 October 16-18  
 October 23-25  
 Oct 30-Nov 1  
 November 6-8  
 November 13-15  
 November 20-22  
 November 27-29  
 December 4-6  
 December 11-13  
 December 18-20  
 December 25-27  
 January 1-3  
 January 8-10  
 January 15-17  
 January 22-24  
 January 29-31  
 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  
 April 16-18

# Airline and Cruise Travelers

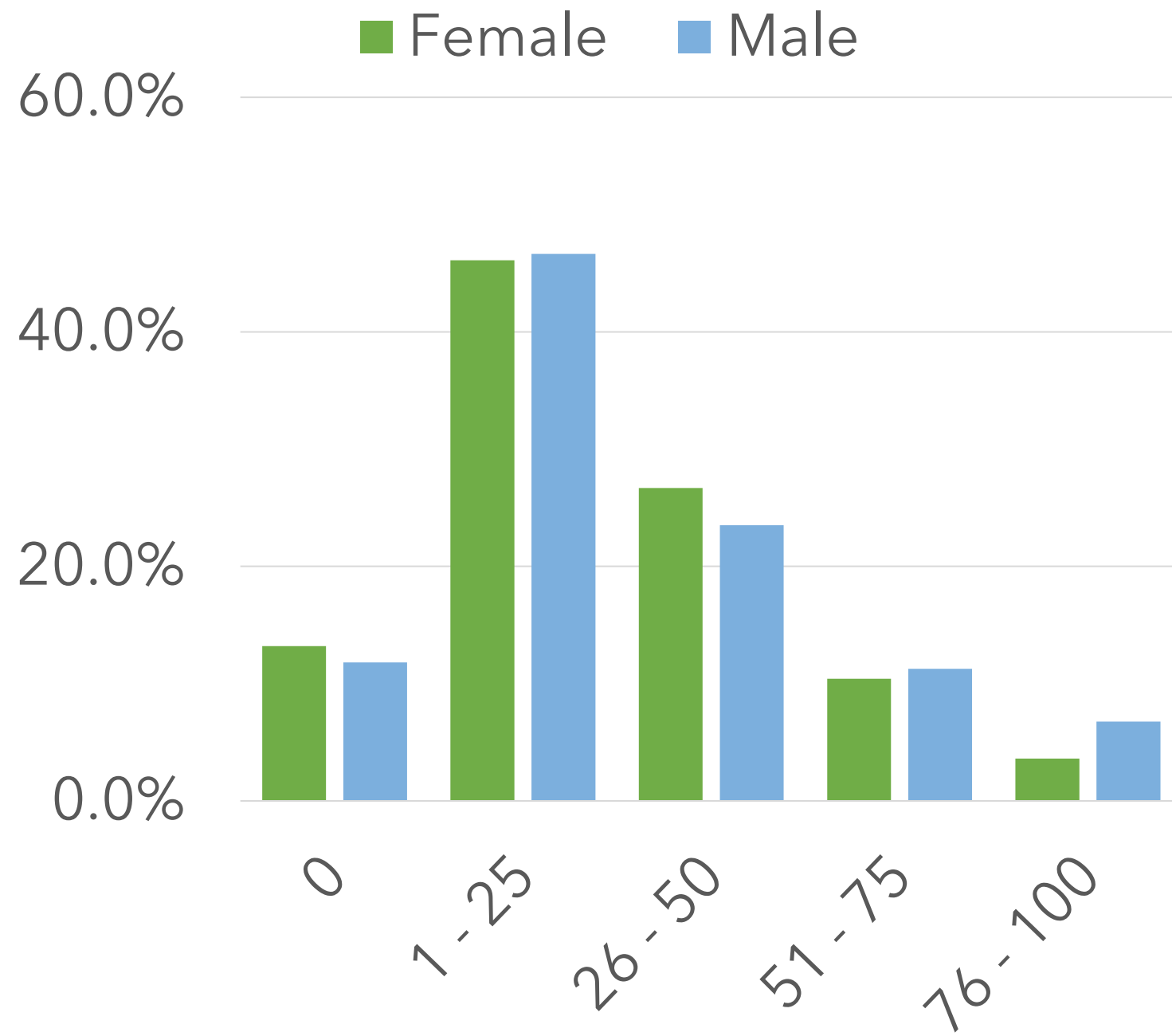


## Percent Potentially Marketable (Index Above 25)

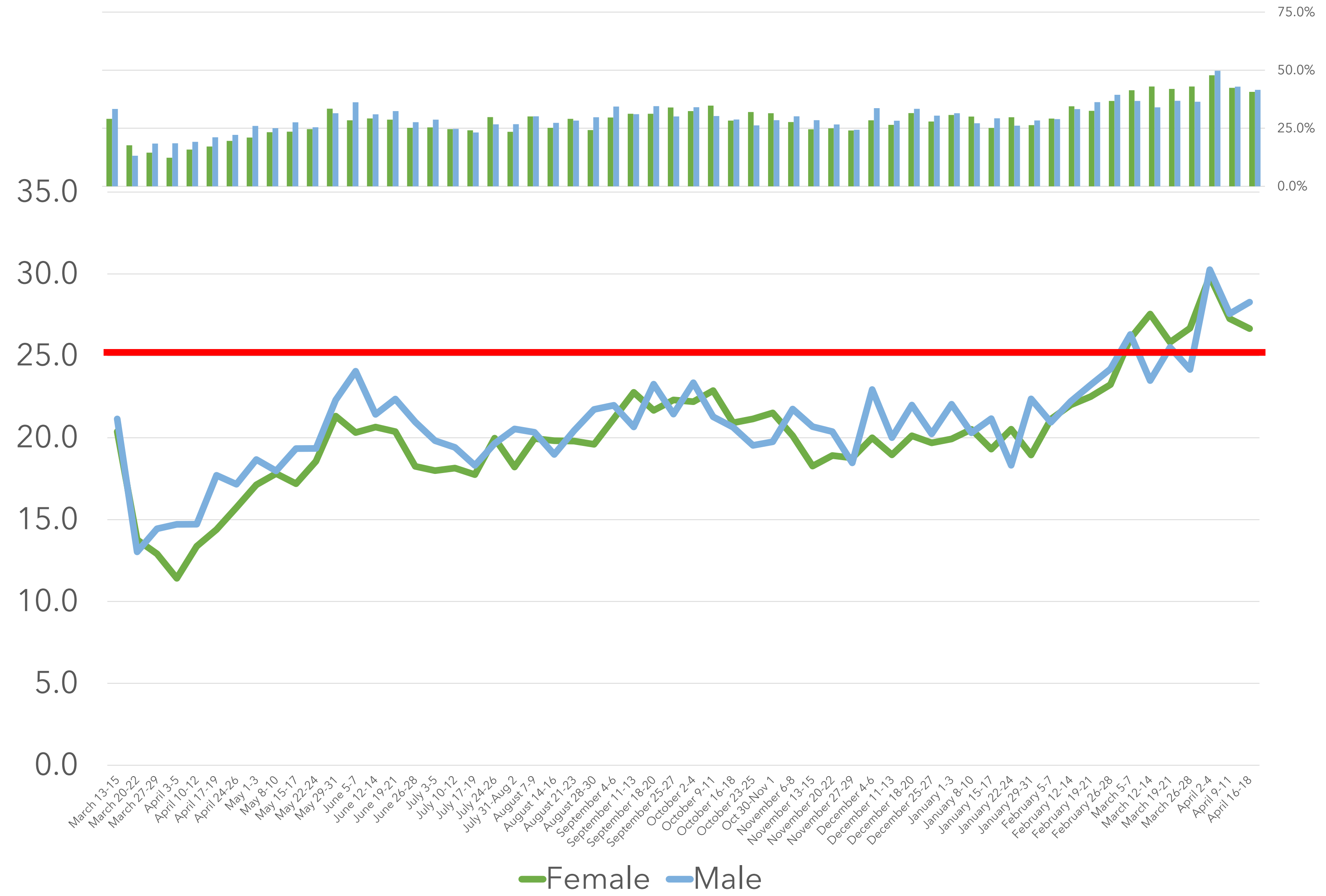




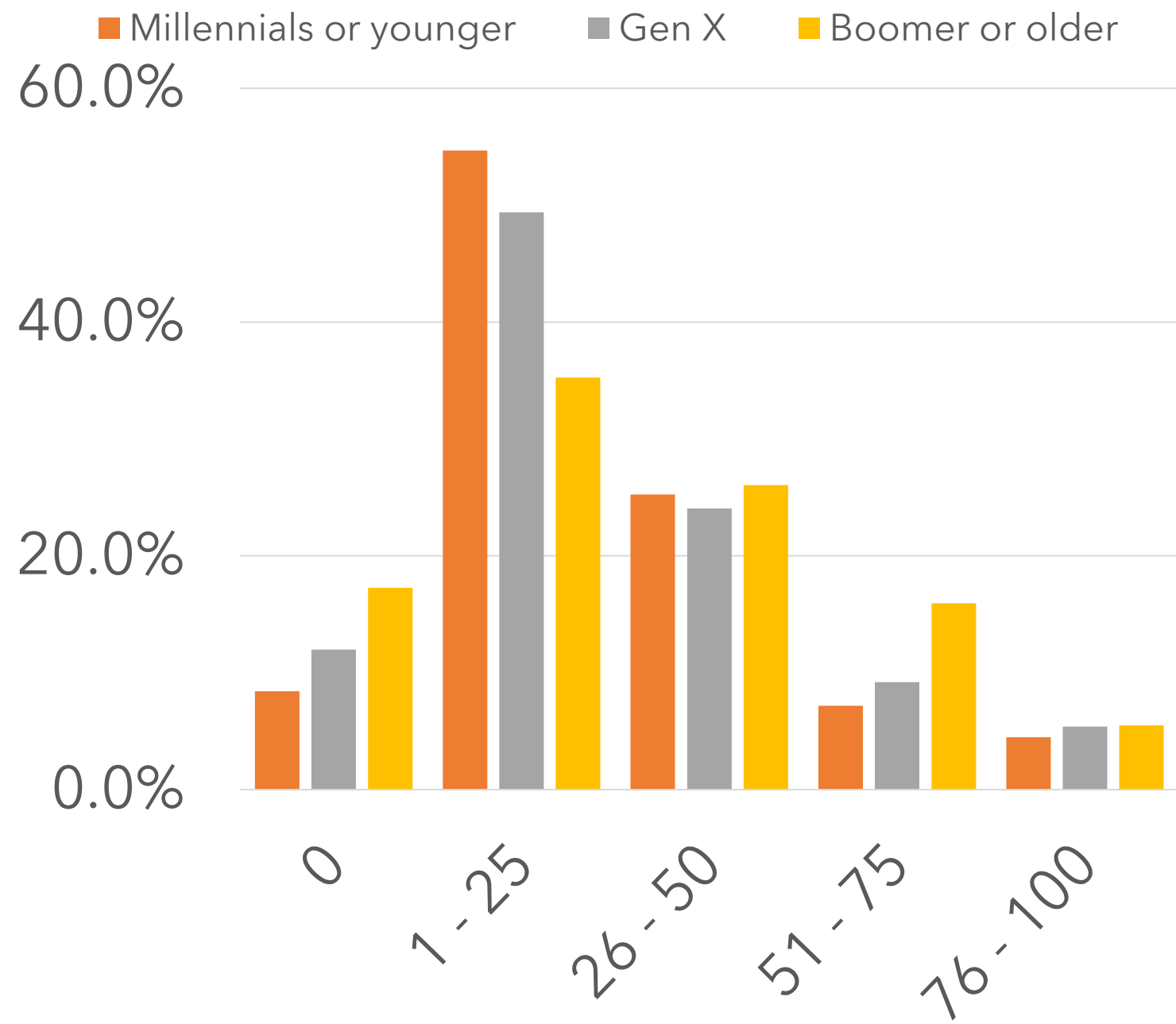
# Gender



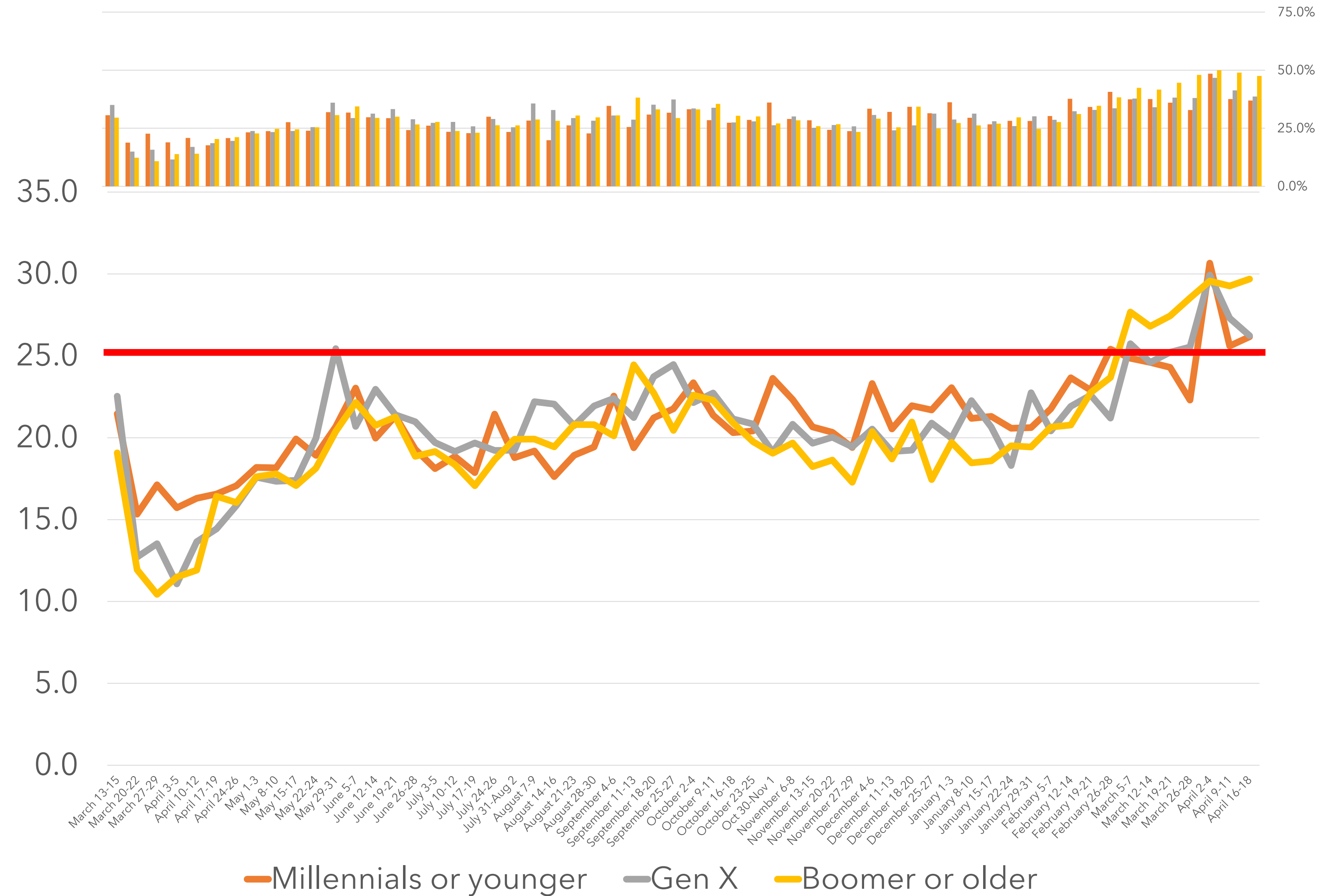
## Percent Potentially Marketable (Index Above 25)



# Generation

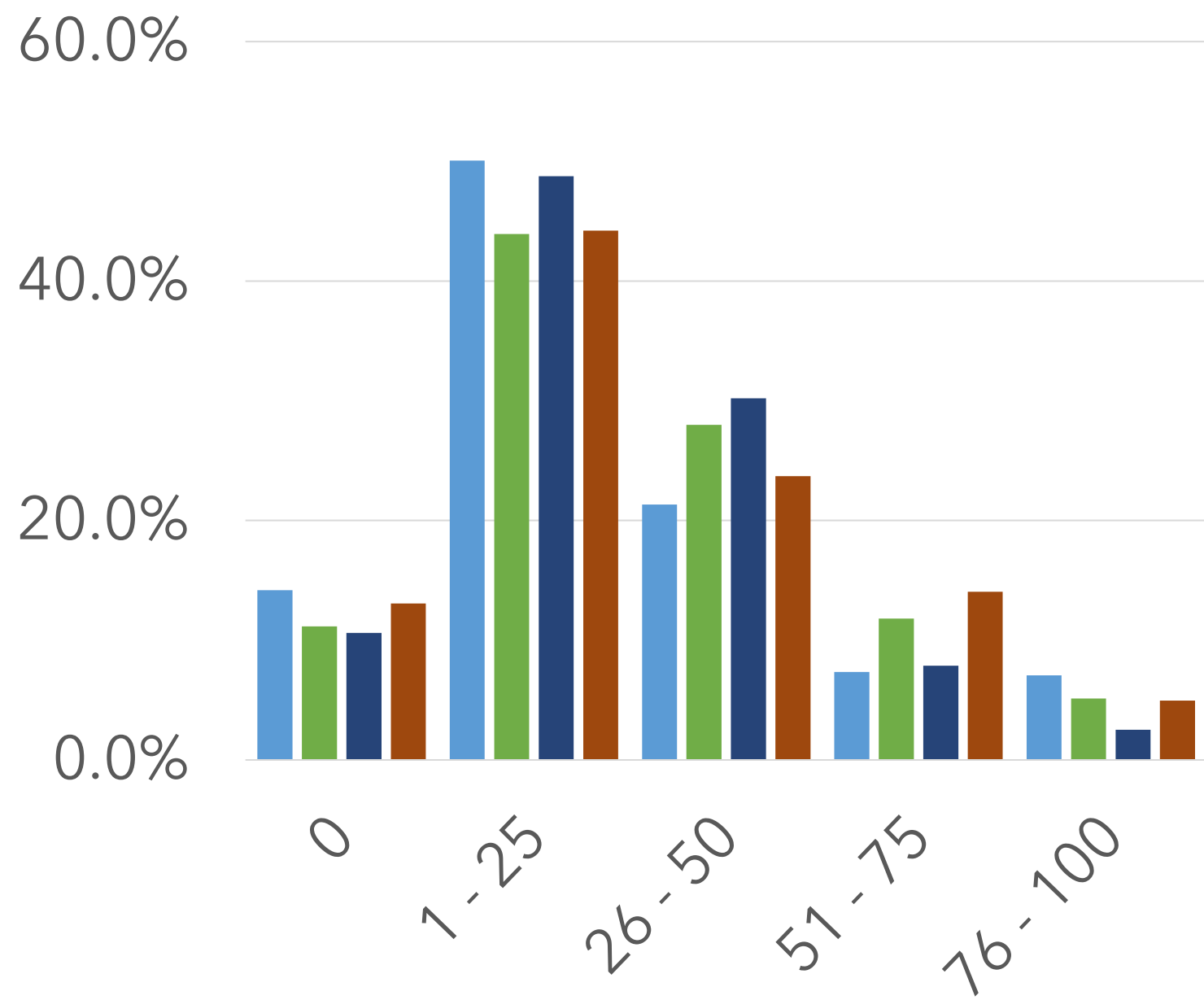


## Percent Potentially Marketable (Index Above 25)

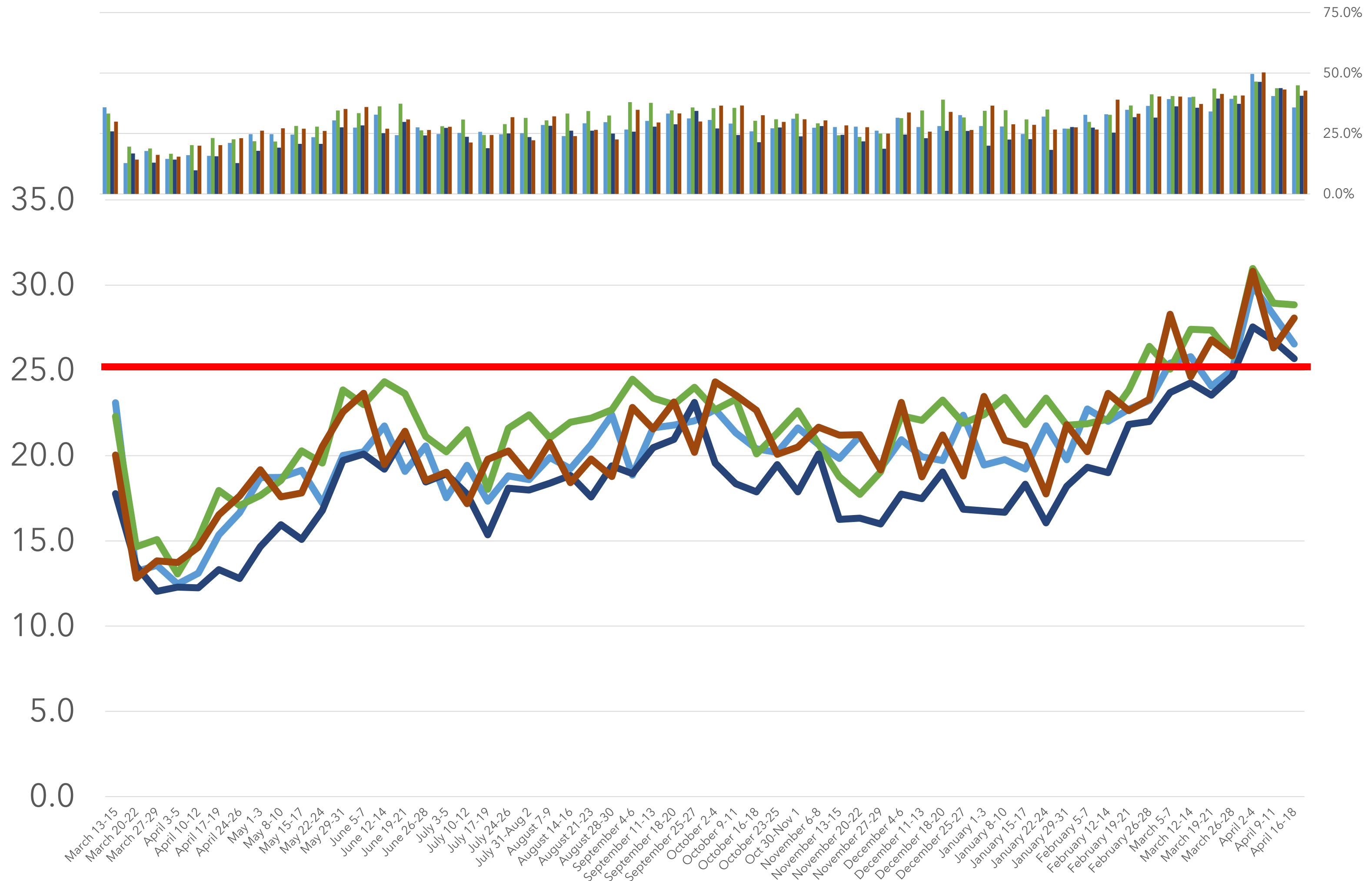


# US Regions

WEST MIDWEST NORTHEAST SOUTH



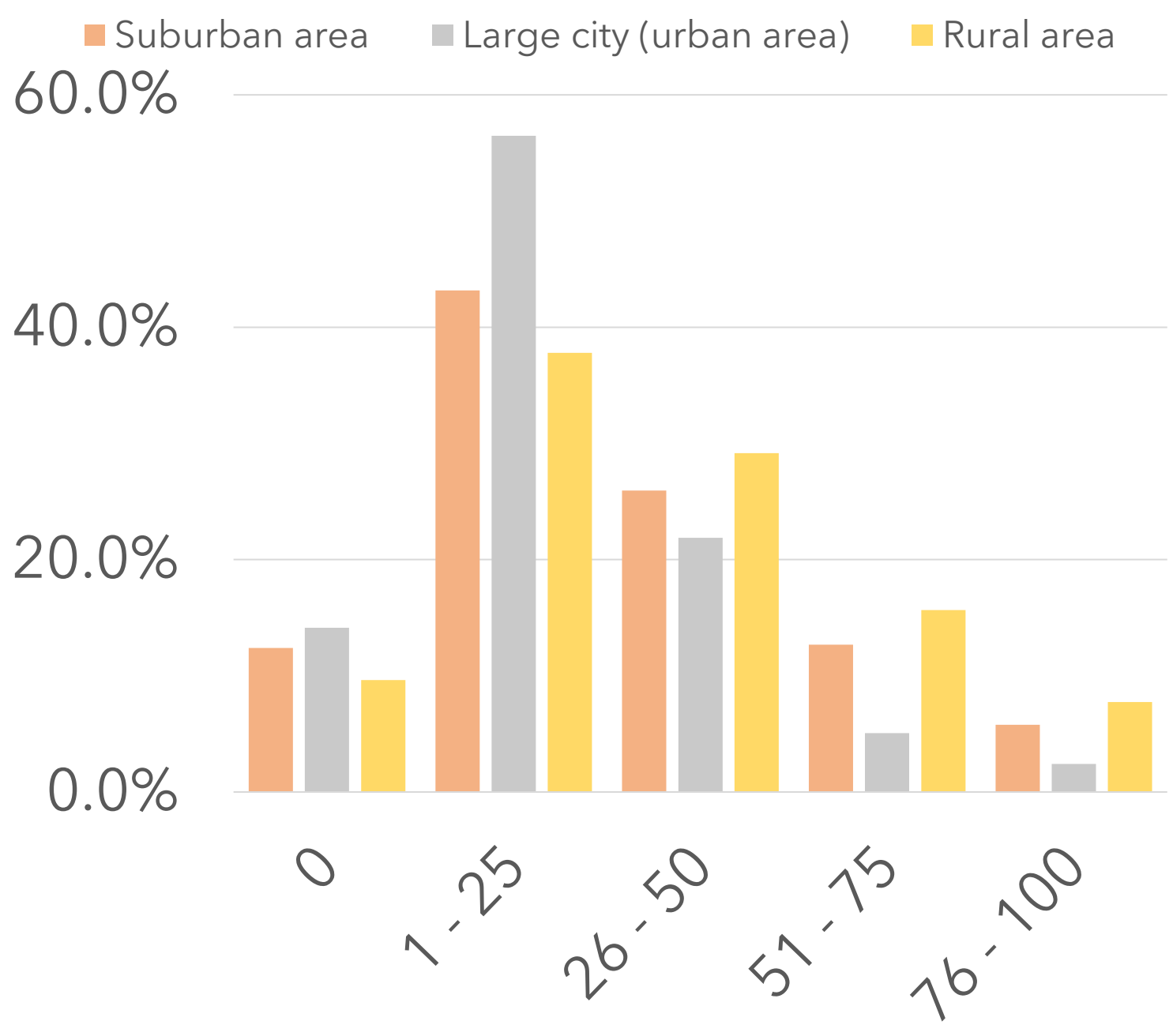
## Percent Potentially Marketable (Index Above 25)



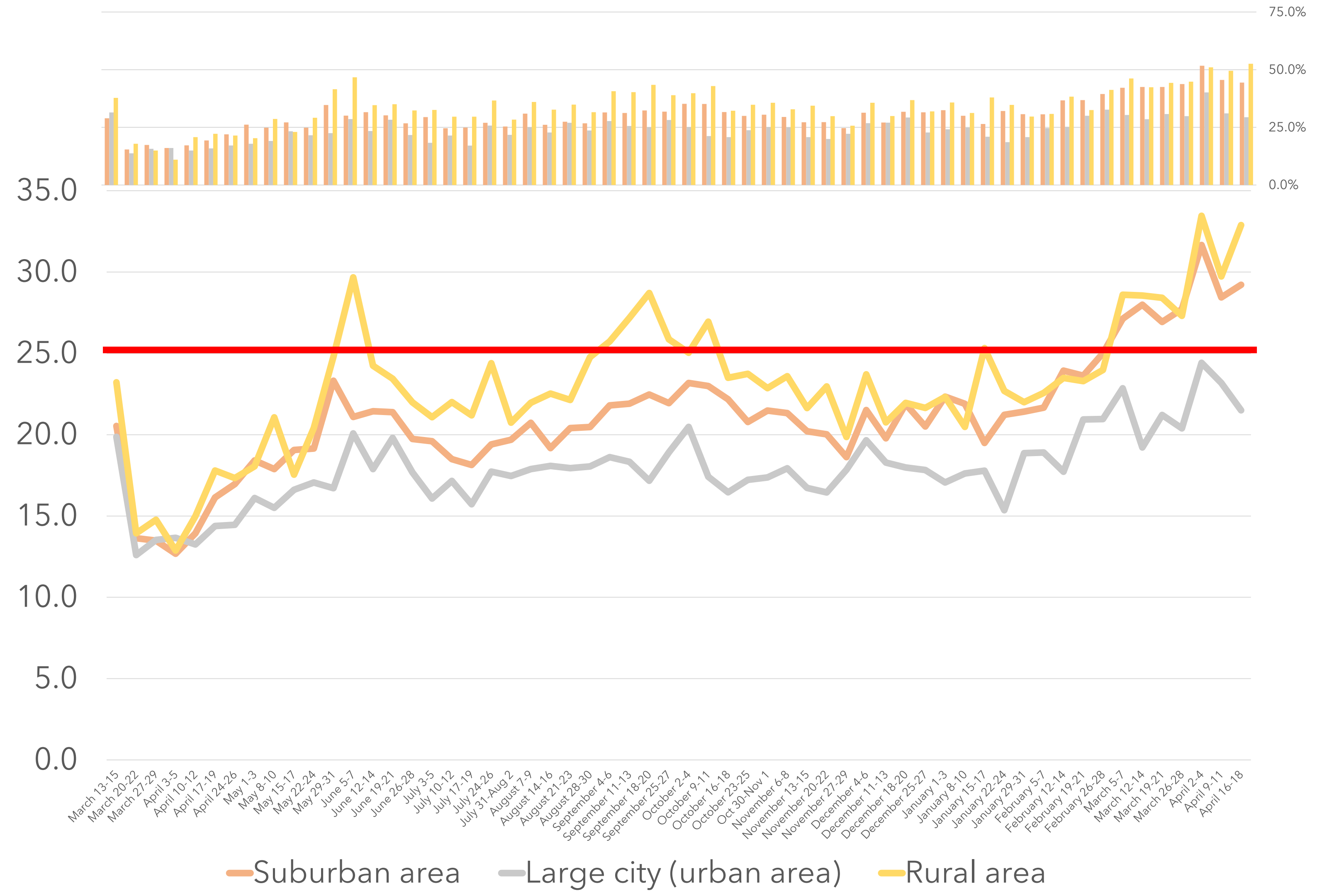
WEST MIDWEST NORTHEAST SOUTH



# Residence Type

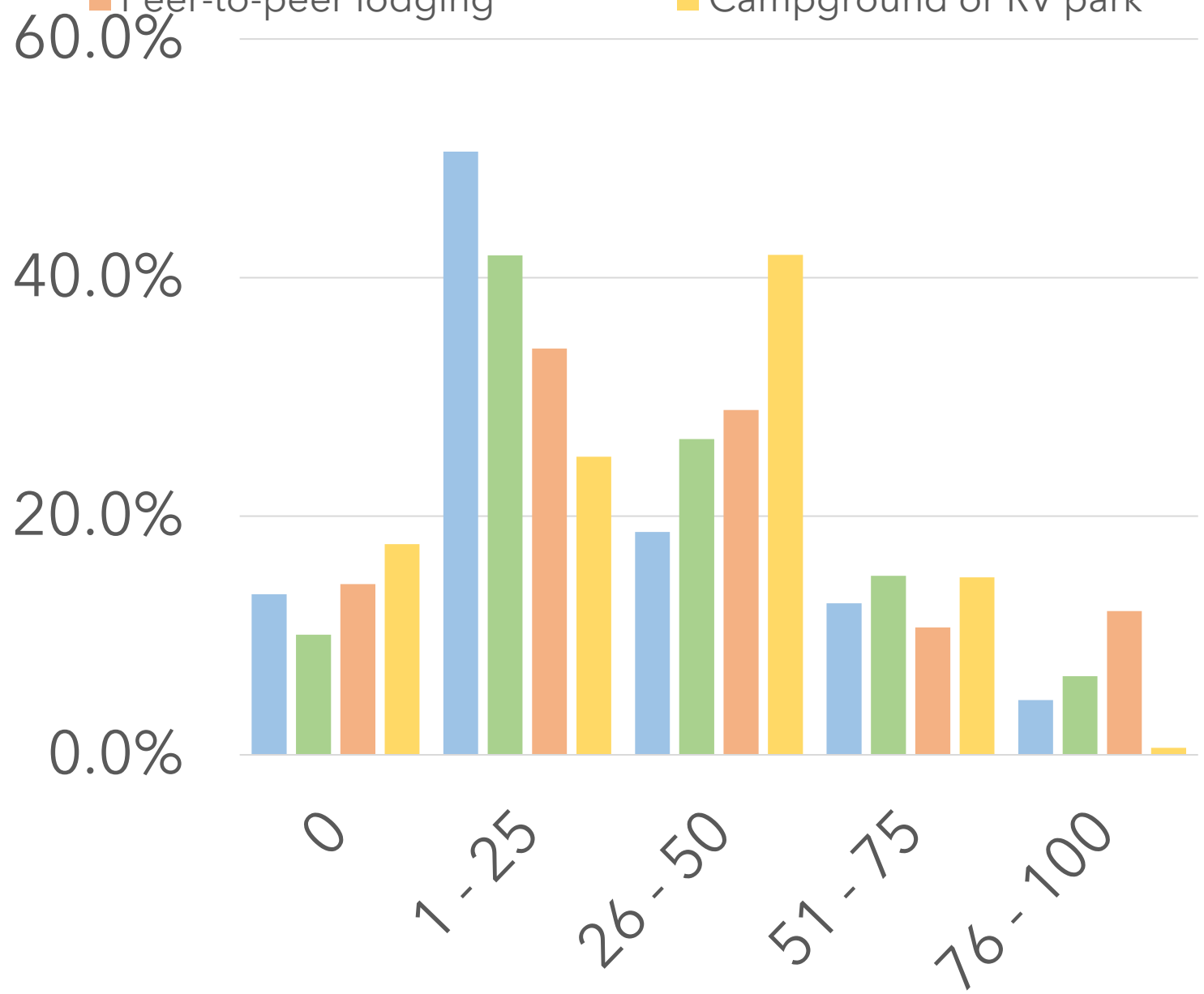


## Percent Potentially Marketable (Index Above 25)

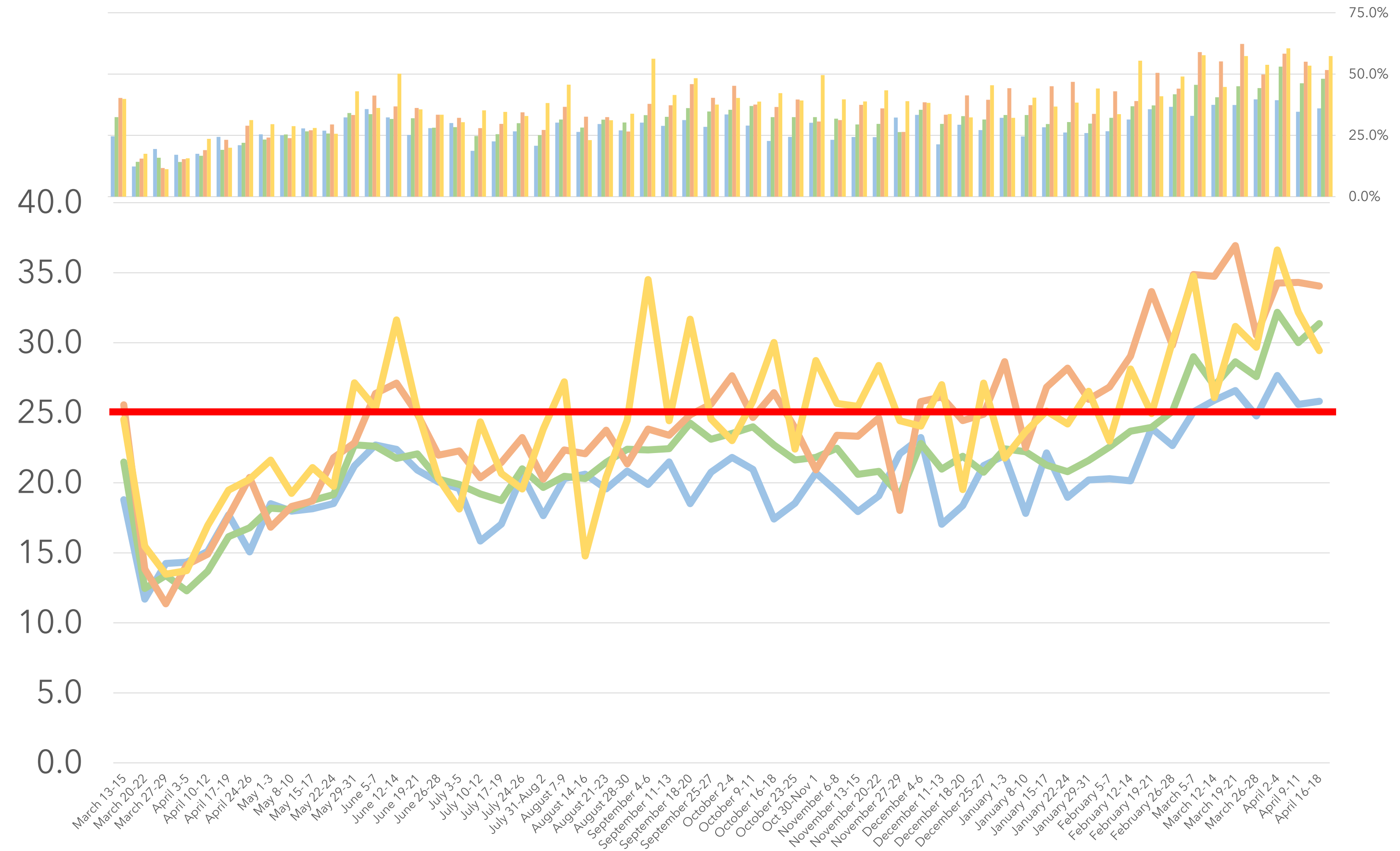


# Lodging Preference

■ 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

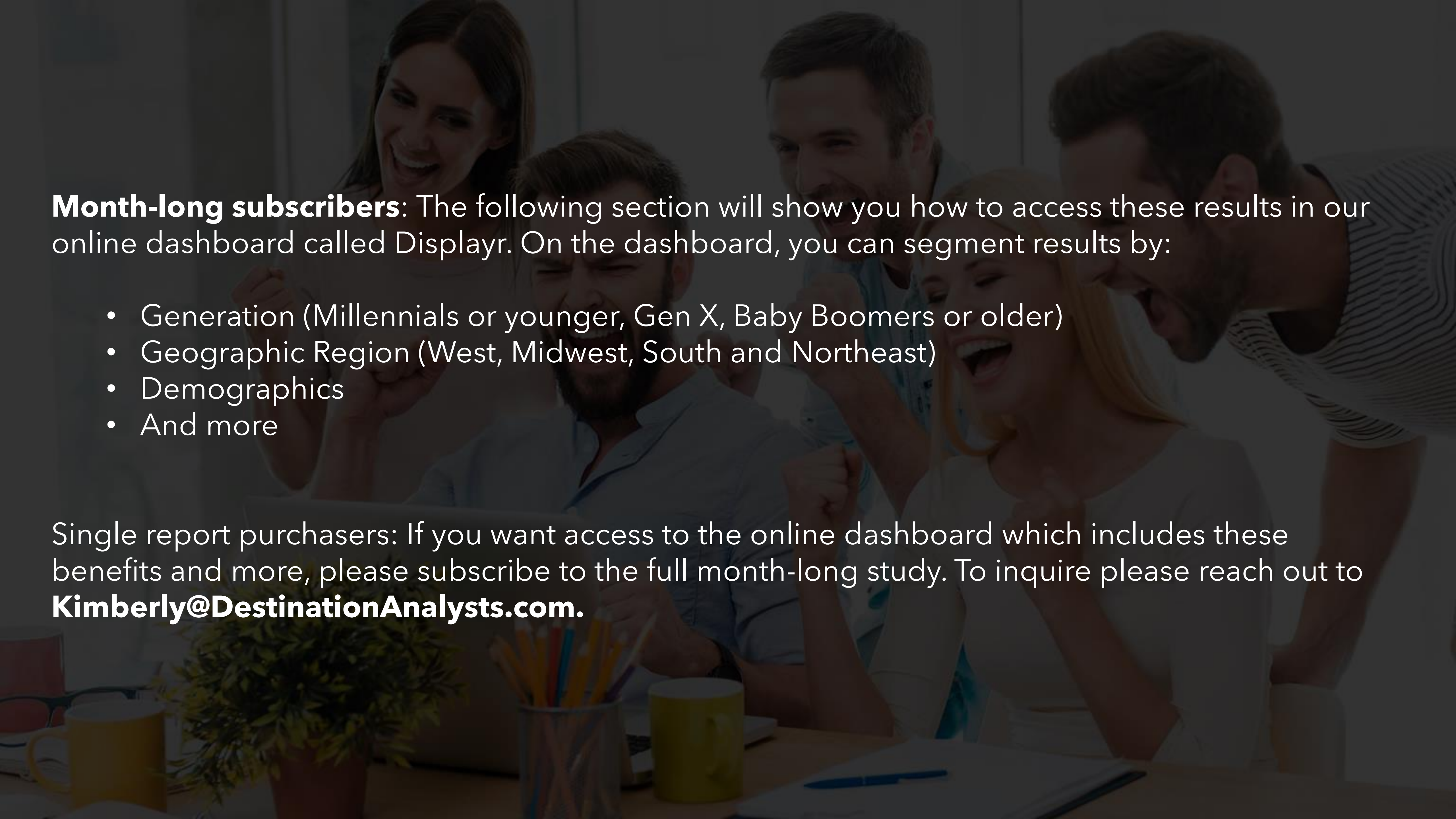
POWER: ON: OFF  
TIME-DATE 00:38:29

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%



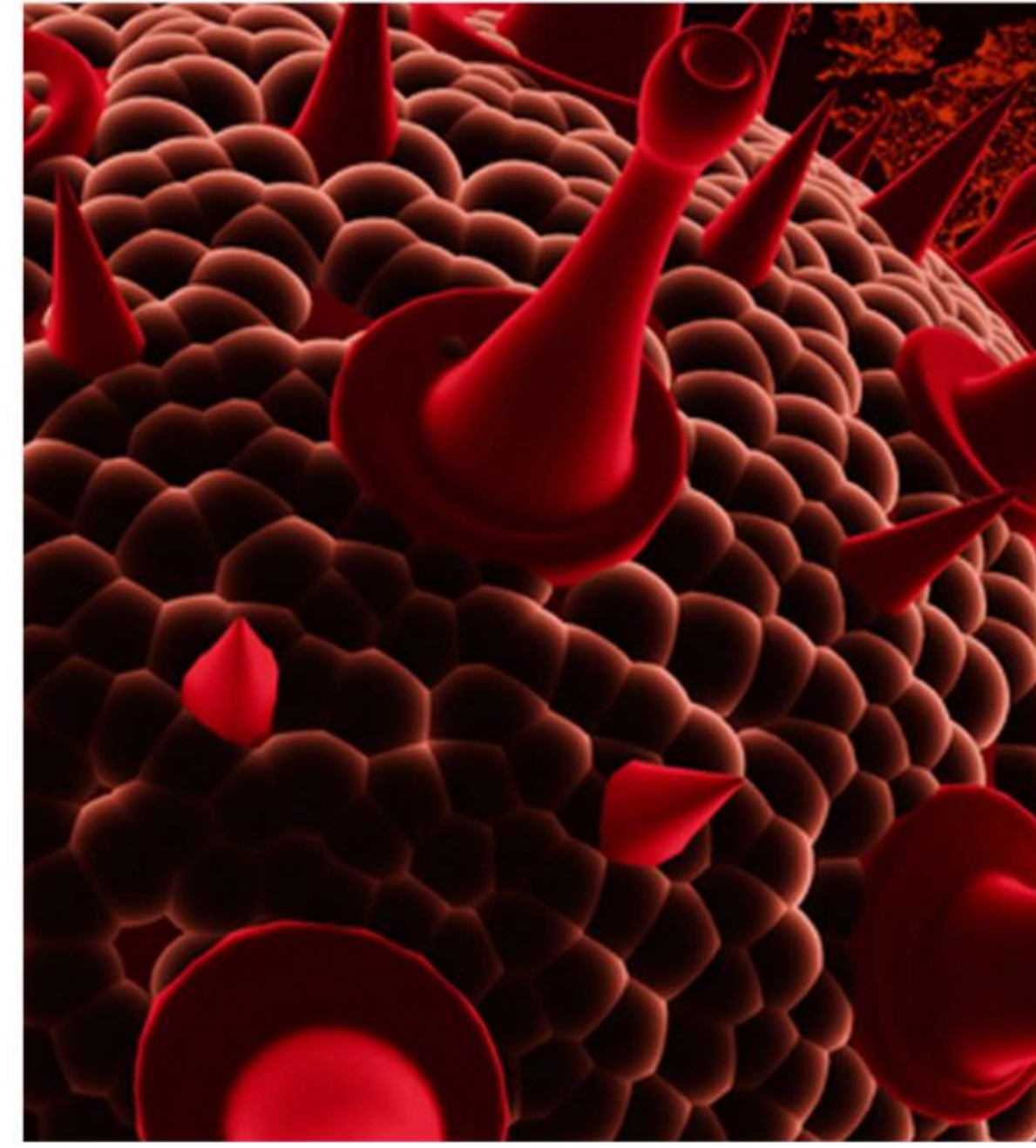
# NAVIGATING THE DASHBOARD:

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

Filters Export ? 65%

- 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.

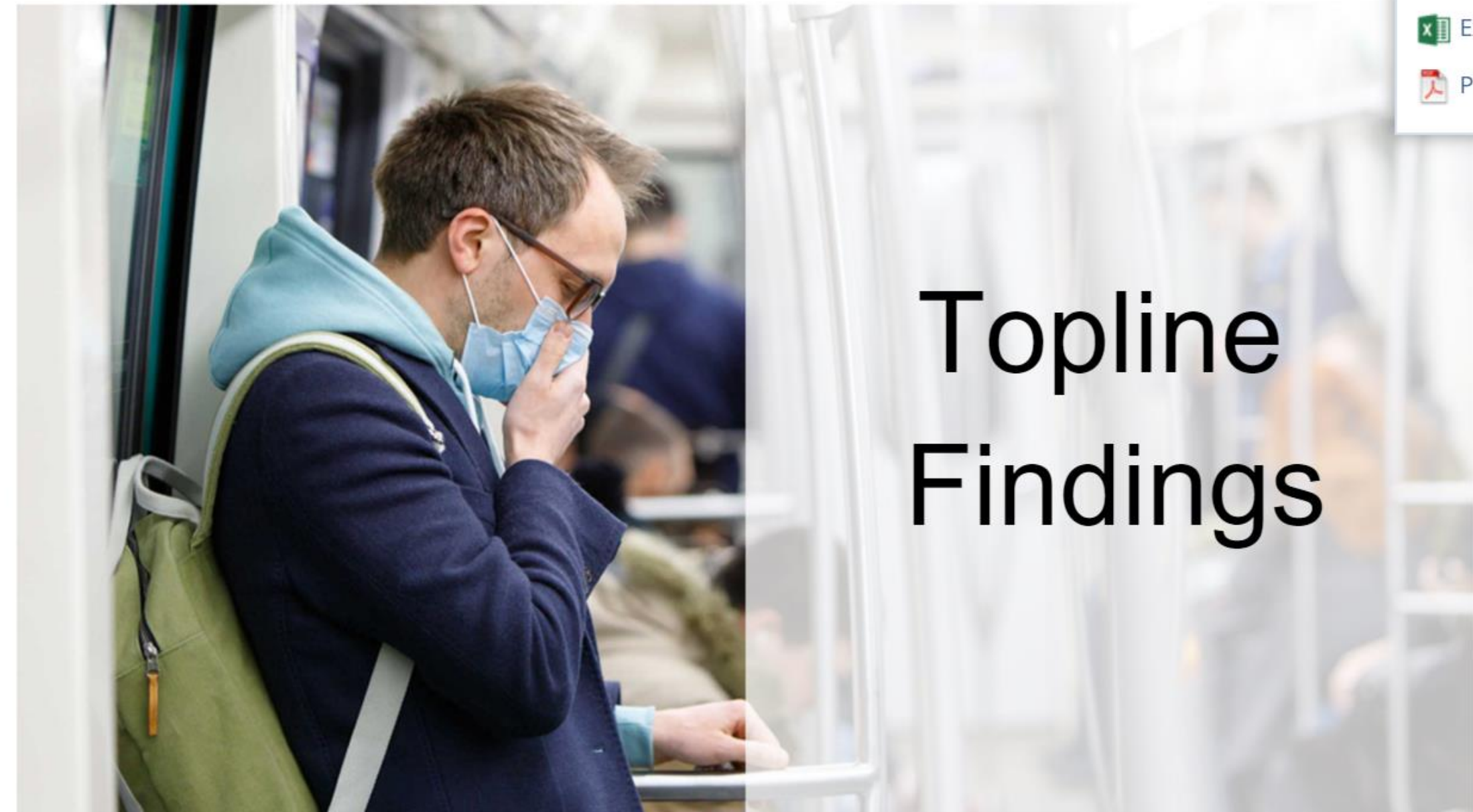
# EXPORTING THE DATA:

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

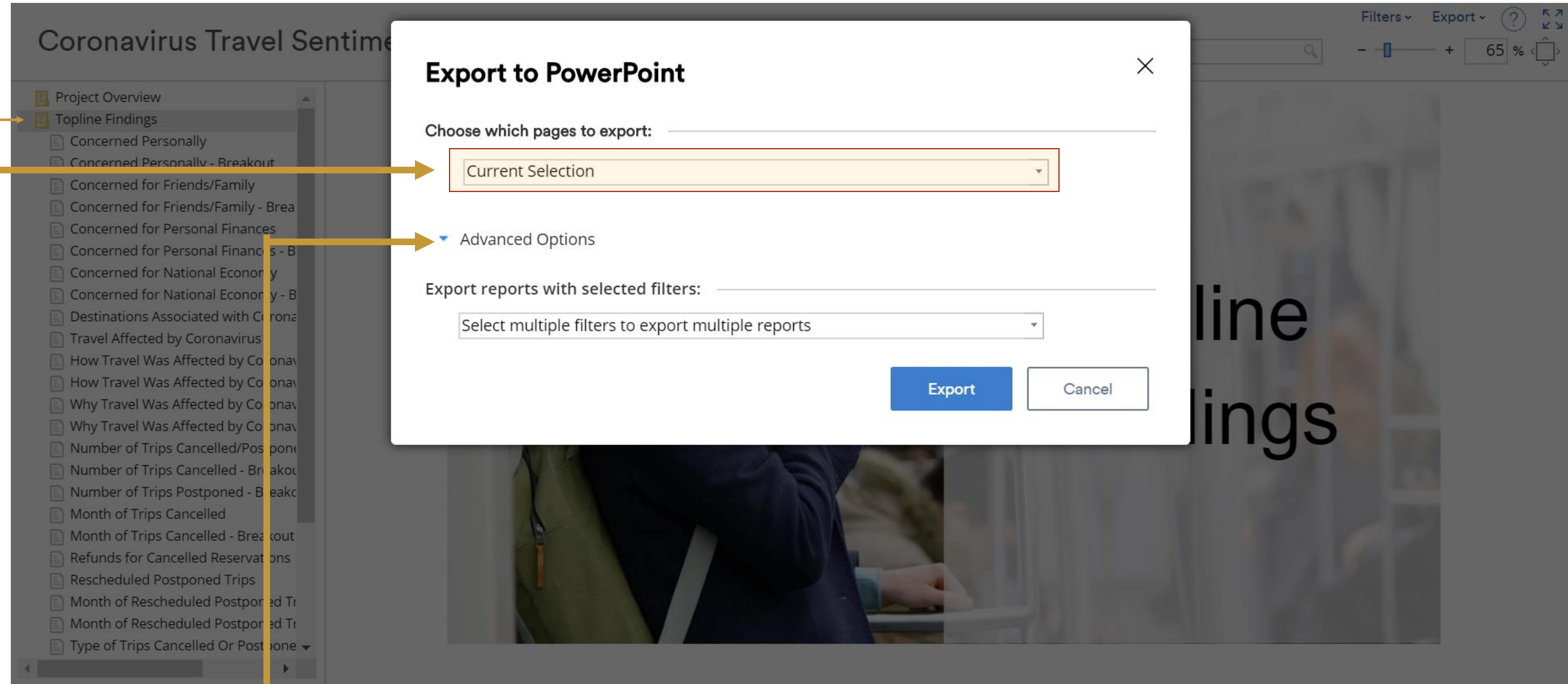


# EXPORTING THE DATA:

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](mailto: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](mailto:info@destinationanalysts.com)

