

# CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT, WAVE 65

## RESEARCH FINDINGS

June 7, 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 65<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 65<sup>th</sup> wave of this survey was collected from June 2<sup>nd</sup> – June 4<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, 1,217 fully completed surveys were collected, suggesting the topline results presented here have a confidence interval of +/- 2.8%.

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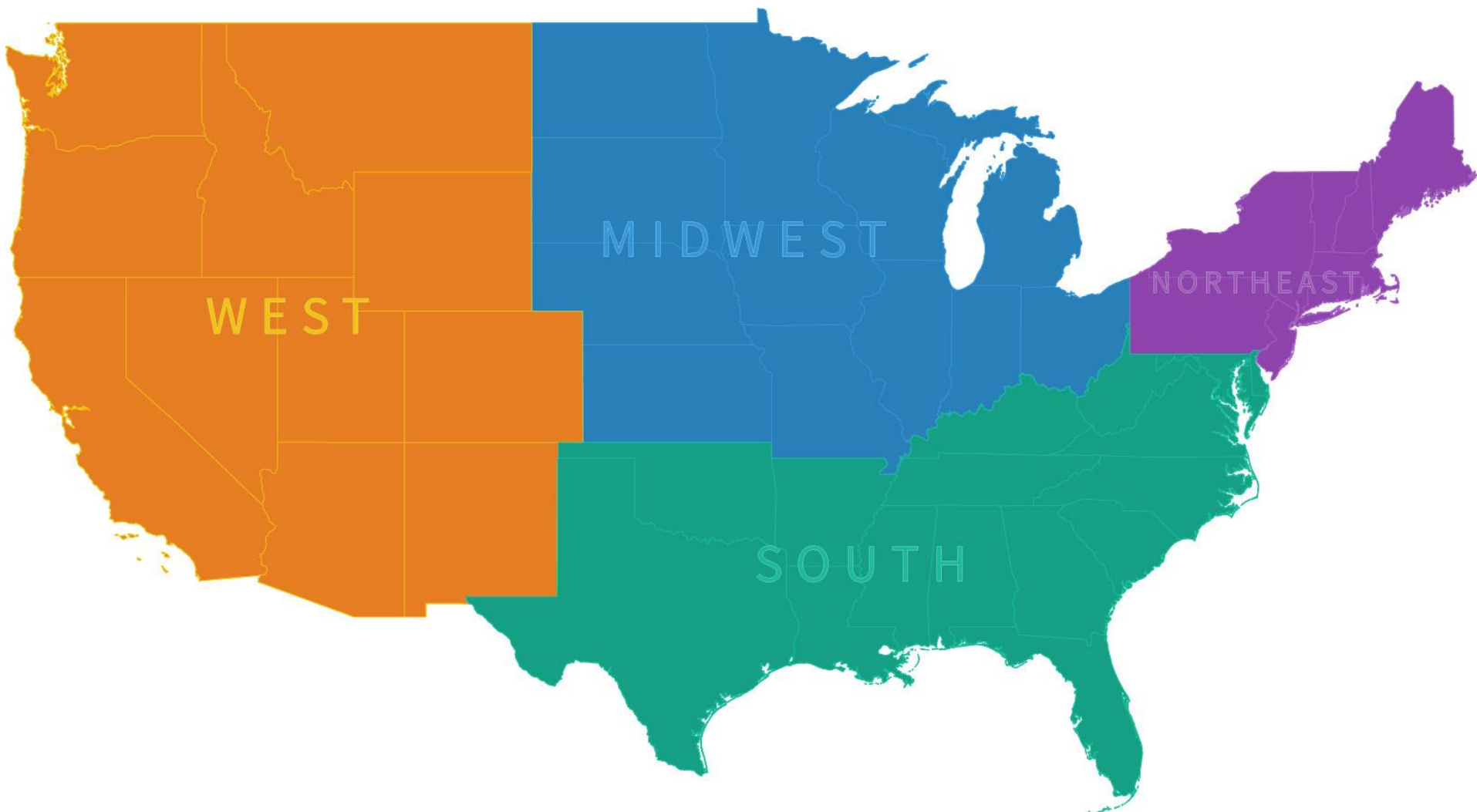


# PROJECT OVERVIEW

**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 6-8	May 10
Wave #62	May 13-15	May 17
Wave #63	May 20-22	May 24
Wave #64	May 26-28	May 31
Wave #65	June 2-4	June 7
Wave #66	June 9-11	June 14
Wave #67	June 16-18	June 21
Wave #68	June 23-25	June 28

# TOP TAKEAWAYS

*The following are the top takeaways that emerged from Wave 65 of this weekly consumer traveler sentiment tracking study.*

- **Memorial Day trips increase American's comfort with traveling:** Over the Memorial Day holiday, nearly a quarter (22.4%) of American travelers took a trip. Of which, 64.6% said they had a negative-leaning experience—most commonly restaurants not being fully open (19.1%), crowding (19.0%) and poor COVID-19 safety standards (17.9%). In addition, about 40% said they found other travelers they encountered on these trips to be irritating. Still though, these trips are building traveler confidence. In fact, well over half (53.6%) said their Memorial Day trip helped them feel more comfortable with being out and traveling again.
- **Cruising appears to be on the rebound:** With decreasing concerns around COVID and Americans' confidence in travel's safety continuing to grow, this week the percent of travel bookers who made cruise reservations for an upcoming trip more than doubled in the last week (from 7.0% to 16.1%). In addition, perceptions of traveling by cruise line being unsafe has hit a pandemic-era low (46.0%—down from 60.4% at the beginning of April).



# TOP TAKEAWAYS

- **Vaccines for children are on the rise:** More American parents than ever during the pandemic now say they will have their children vaccinated against COVID (59.7% up from 44.5% last week). However, expectations for adult American travelers has stalled. This week 72.9% say they will or have been vaccinated, a figure that has been stagnant over the last 5 weeks and has yet to surpass the 75% mark.
- **A pandemic record breaking 8-in-10 Americans now say they are ready to travel:** This growing readiness is certainly fueled by feelings that the worst of the virus is behind us. In fact, another record breaking 67.8% expect the coronavirus situation in the U.S. will get better in the next month. Meanwhile, a historic low 6.7% expect things to get worse.
- **The demand for summer travel continues its positive trend:** With increasingly more Americans in a travel ready state-of-mind, the outlook for summer leisure travel continues to be healthy. The expected number of leisure trips in the next 3 months grew this week to 3.0 trips on average. While small towns and rural destinations are the likeliest types of destinations that travelers will visit, as has been seen over the past month, urban destinations are returning, with approximately 40% saying they anticipate visiting a city in the next 3 months. Average leisure trip spending during this time period is anticipated to be \$1,810, higher than \$1,691 reported last week.



# TOP TAKEAWAYS

- **More Americans than ever during the pandemic recall seeing travel-related advertising:** In total, 45.5% reported seeing advertisements for travel destinations in the past month. Broadcast television (42.7%) and online advertisements (41.5%) were the top mediums in which Americans recall travel ads, while ads for hotels (44.1%) and theme parks (42.2%) were the types of ads most widely recalled. Travel ads are also bringing joy to Americans as well as influencing destination decisions. When asked to consider the most recent travel ad they saw, over half said these ads made them feel happy (53.3%). Importantly though, a third of American travelers say that they have indeed decided to visit a destination as a result of having seen an advertisement (32.2%).
- **American travelers want ads that are honest, friendly and fun:** Websites found via search engine, broadcast television, Facebook, streaming video, print magazines and email campaigns are the best ways to reach Americans with travel messaging. Younger travelers in particular (Millennials or younger and Gen X) are especially likely to turn to Facebook to learn about new destinations to visit. The most appealing tones in travel messaging right now are ones that are honest, friendly and fun. A significant rise compared to one year ago, the desire for a fun/entertaining tone in travel ads has increased 30 percentage points, from 21.7% to now 47.1%.





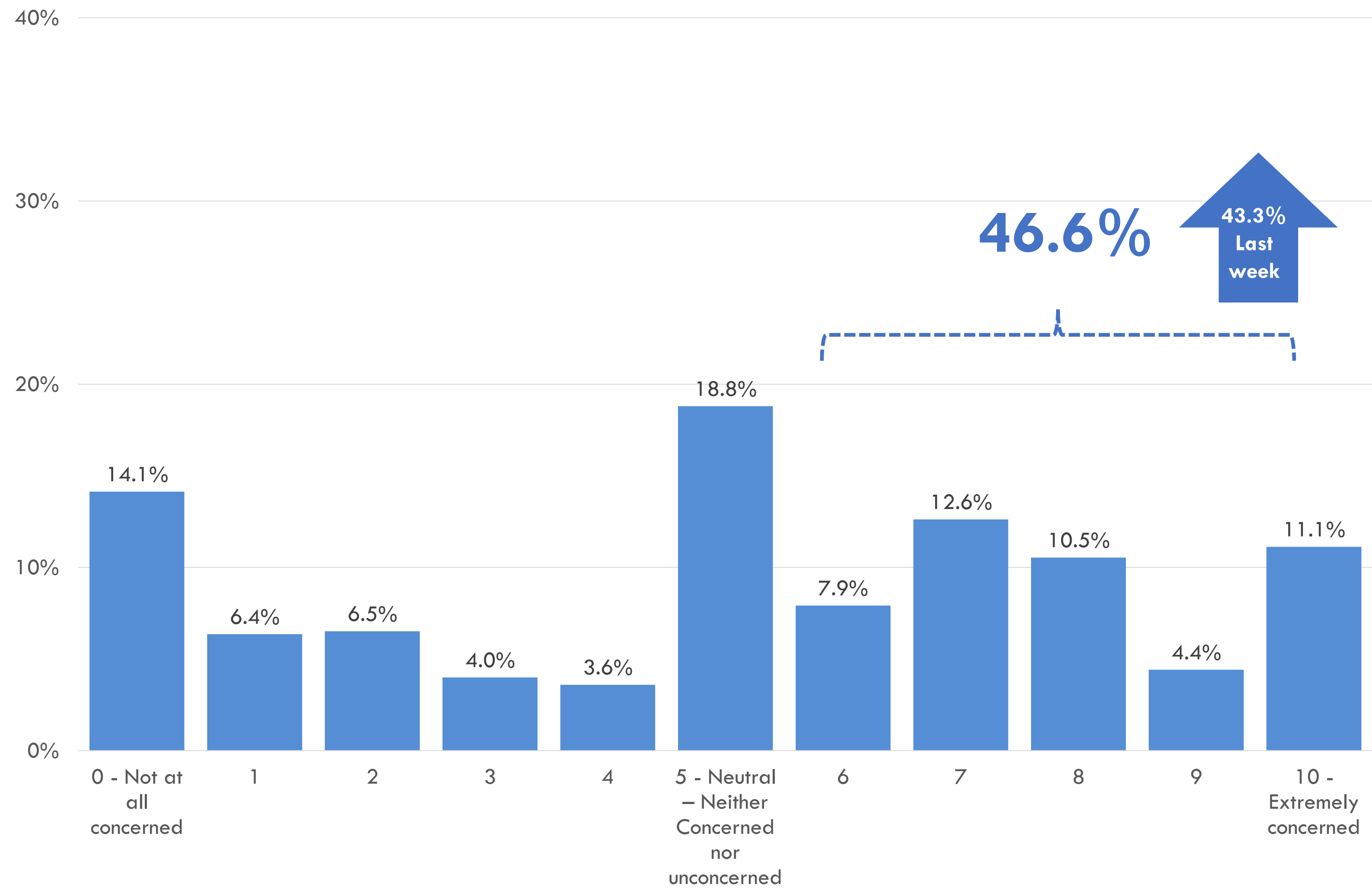
# **CURRENT FEELINGS ABOUT THE CORONAVIRUS & TRAVEL**



# 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)

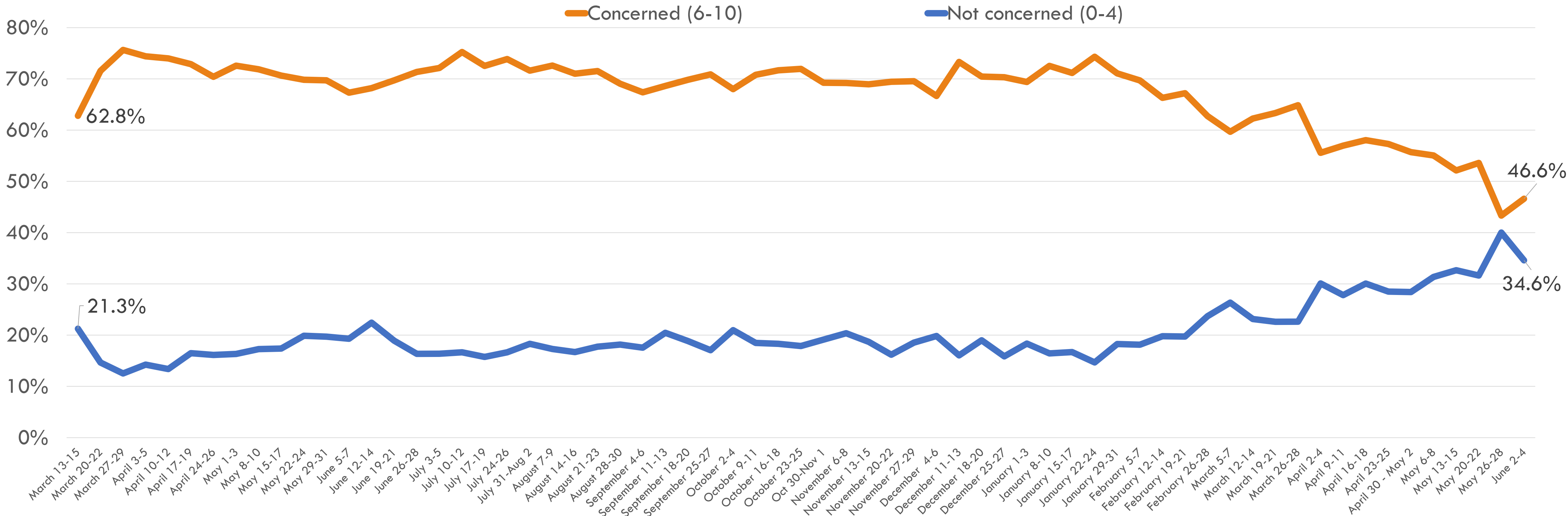
(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)





# PERSONAL HEALTH CONCERNS (WAVES 1-65)

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



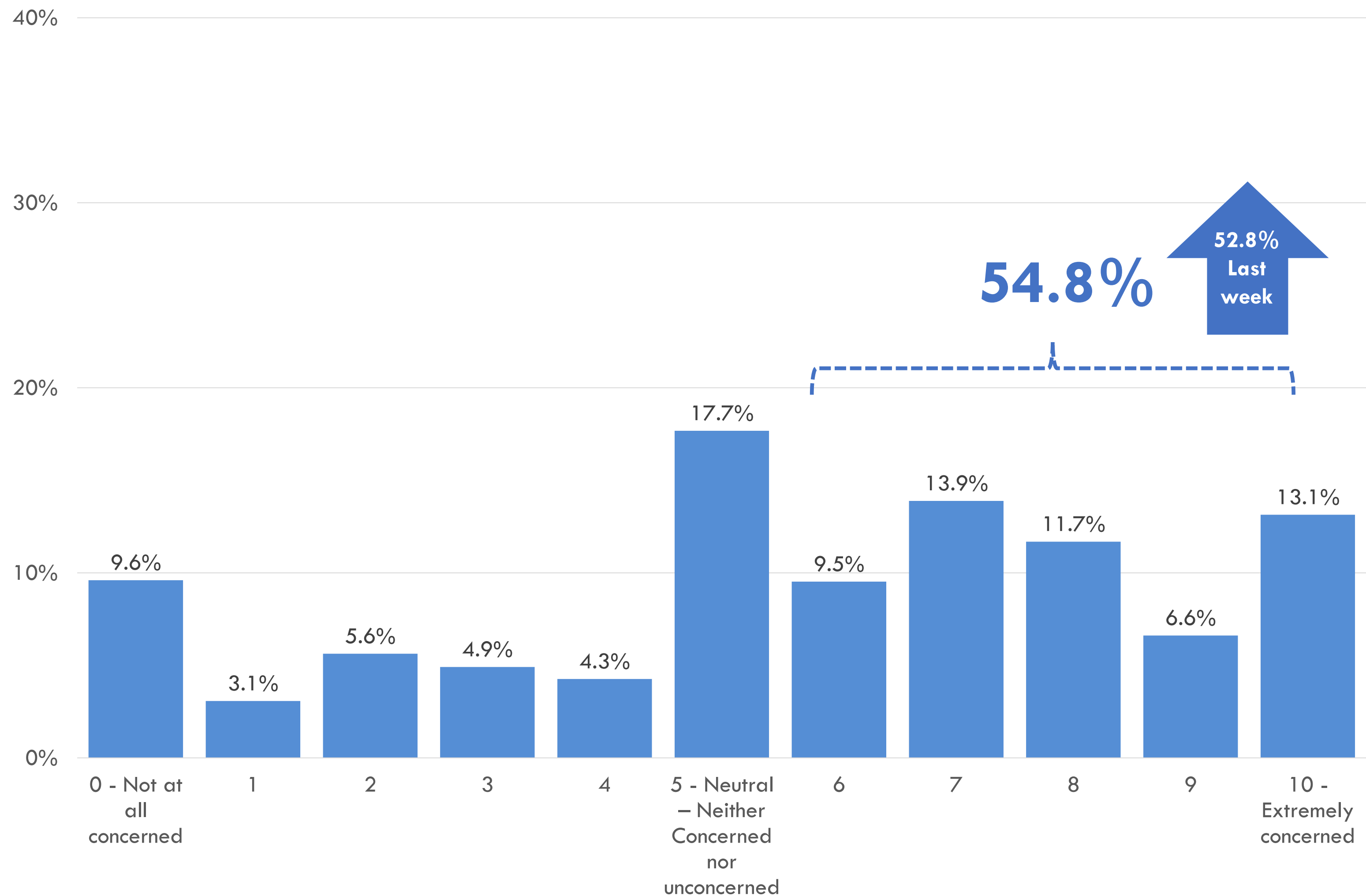
(Base: Waves 1-65. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 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, 1,210, 1,215, 1,206, 1,205, 1,208, 1,201, 1,215 and 1,217 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)

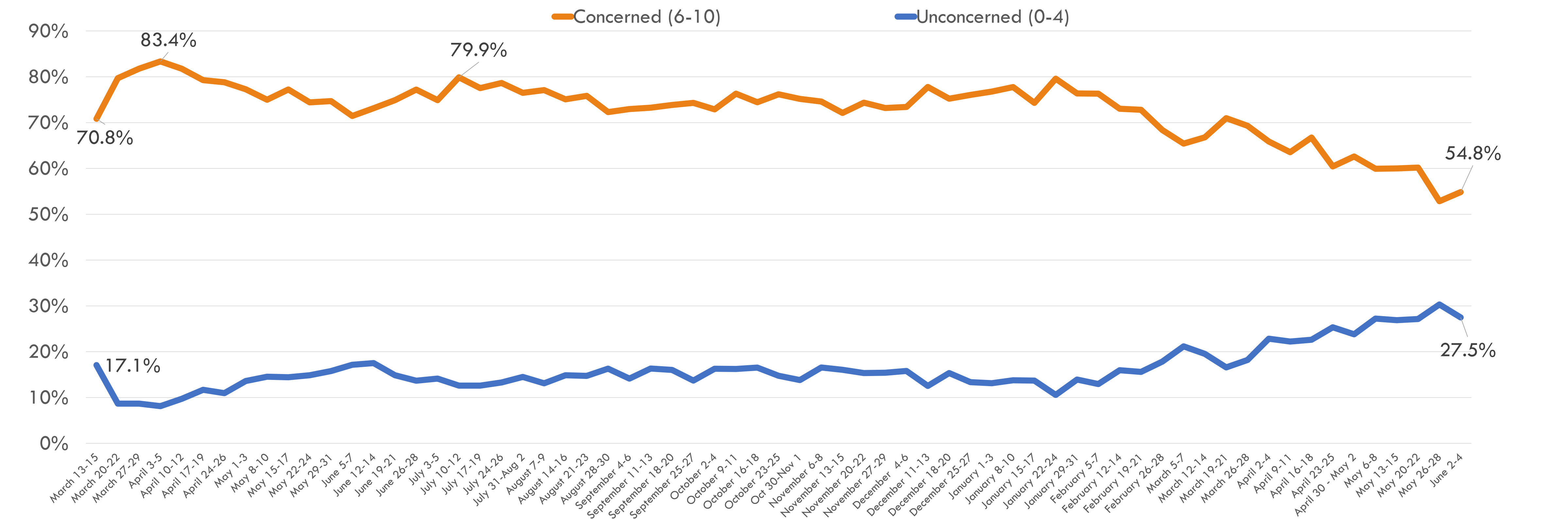
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# HEALTH CONCERNS (FAMILY & FRIENDS) (WAVES 1-65)

**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)



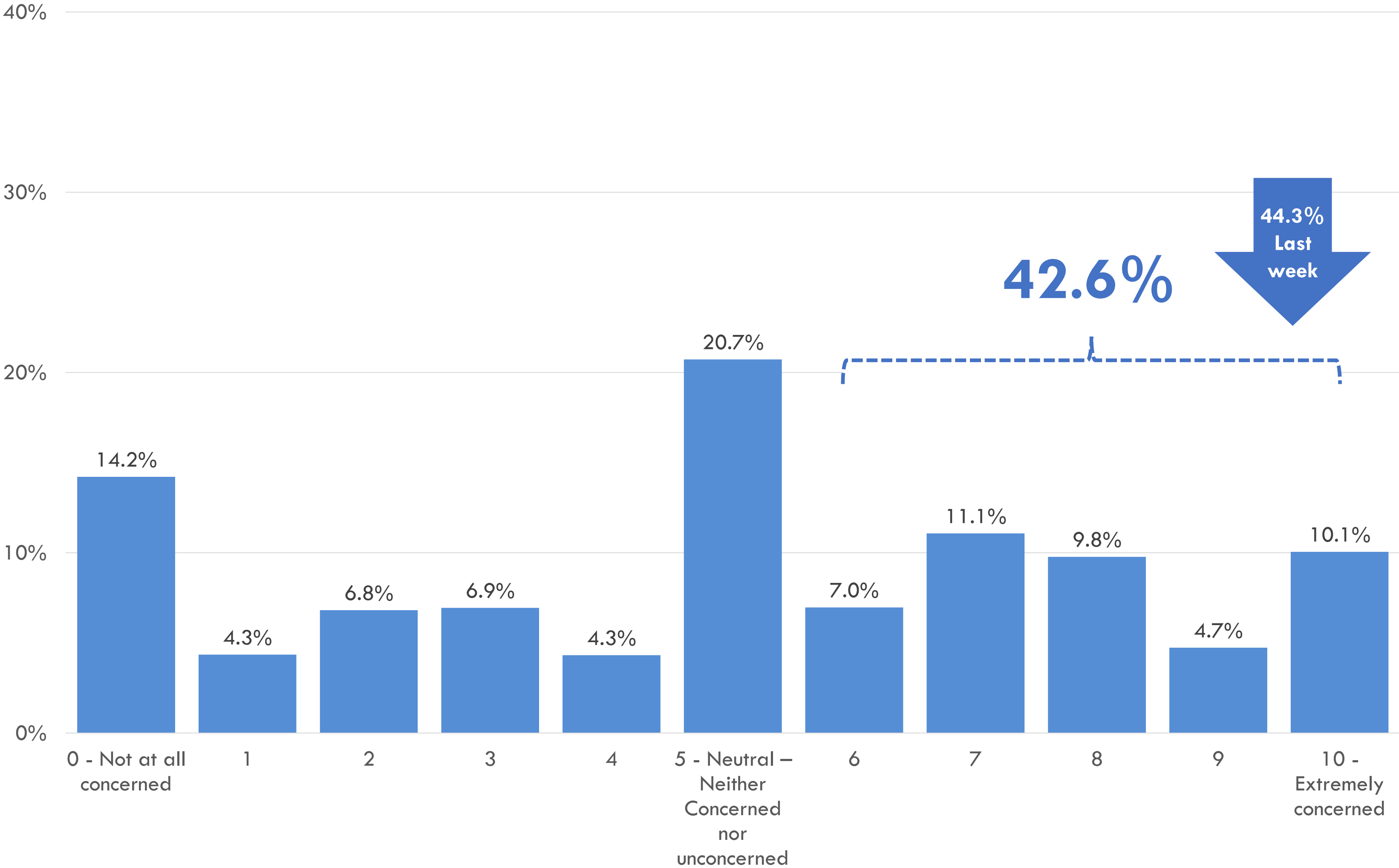
(Base: Waves 1-65. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 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, 1,210, 1,215, 1,206, 1,205, 1,208, 1,201, 1,215 and 1,217 completed surveys.)



# CONCERNS ABOUT PERSONAL FINANCES

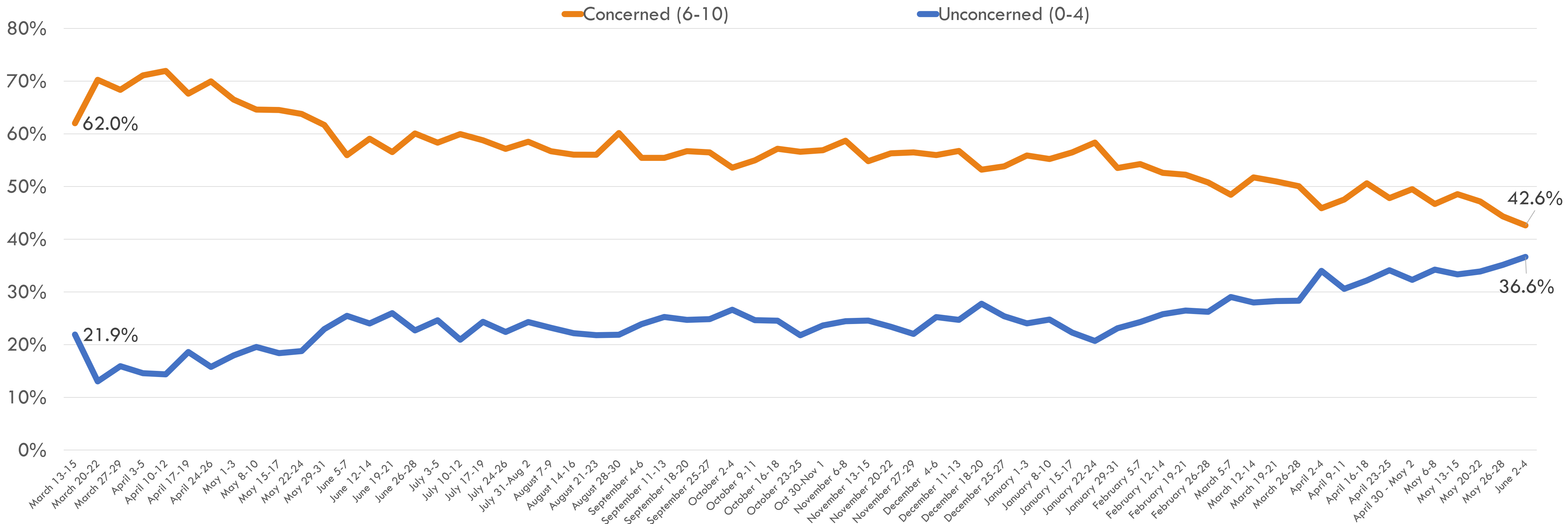
**Question:** Thinking about the current coronavirus situation, how concerned are you about the impact it may have on your **PERSONAL FINANCES?** (Please answer using the scale below)

(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)



# CONCERNS ABOUT PERSONAL FINANCES (WAVES 1-65)

**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)



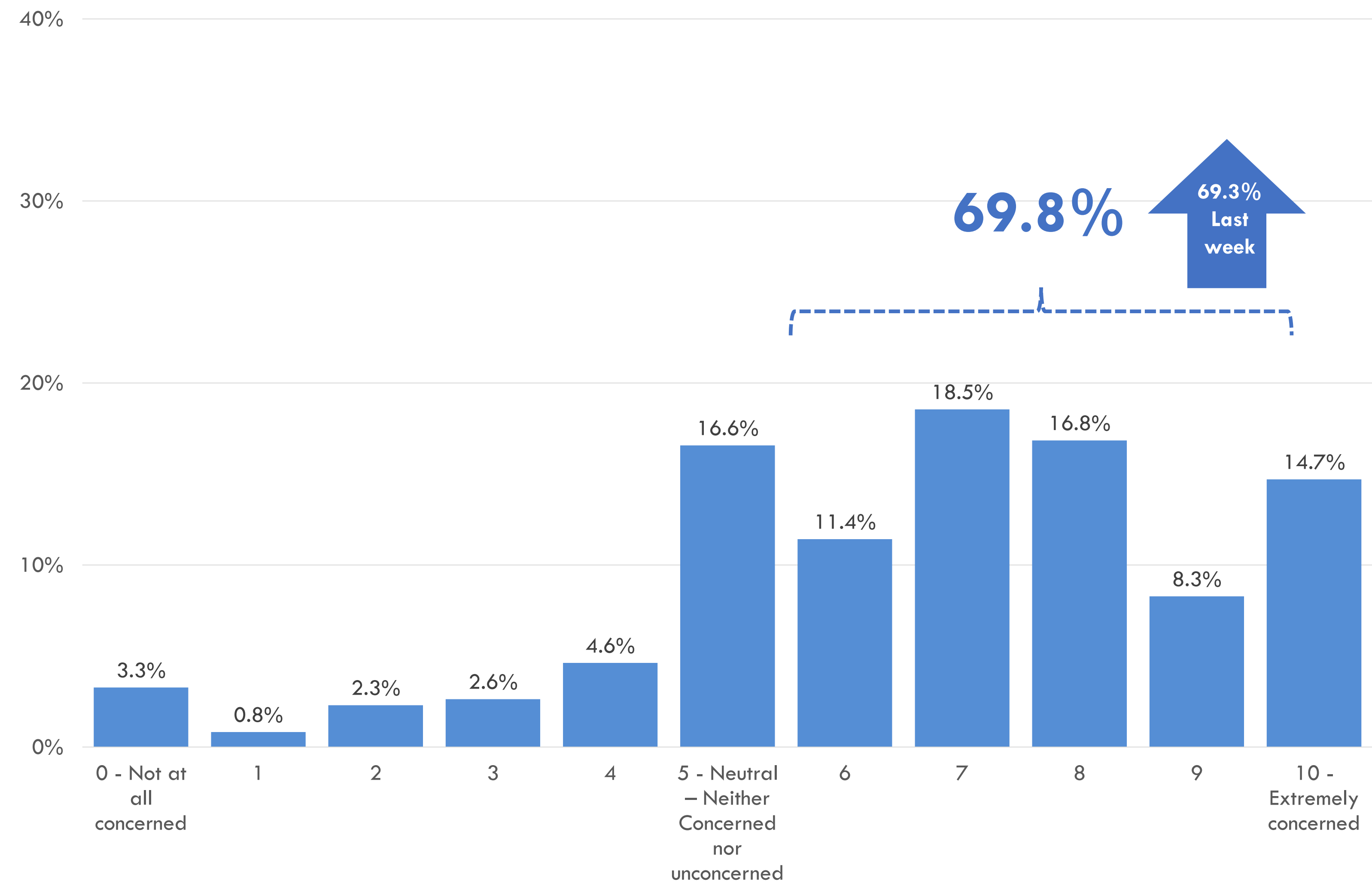
(Base: Waves 1-65. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 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, 1,210, 1,215, 1,206, 1,205, 1,208, 1,201, 1,215 and 1,217 completed surveys.)



# CONCERNS ABOUT NATIONAL ECONOMY

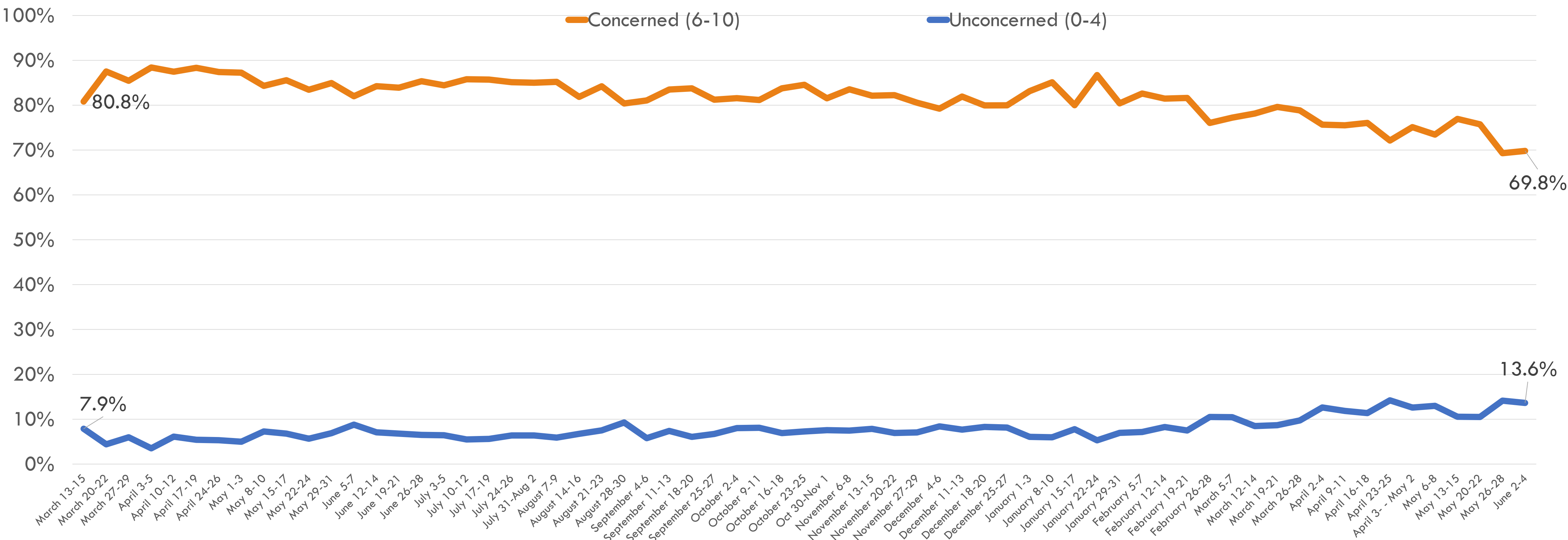
**Question:** Thinking about the current coronavirus situation, how concerned are you about the impact it may have on the NATIONAL ECONOMY?

(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)



# CONCERNS ABOUT NATIONAL ECONOMY (WAVES 1-65)

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



(Base: Waves 1-65. 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, 1,210, 1,215, 1,206, 1,205, 1,208, 1,201, 1,215 and 1,217 completed surveys.)

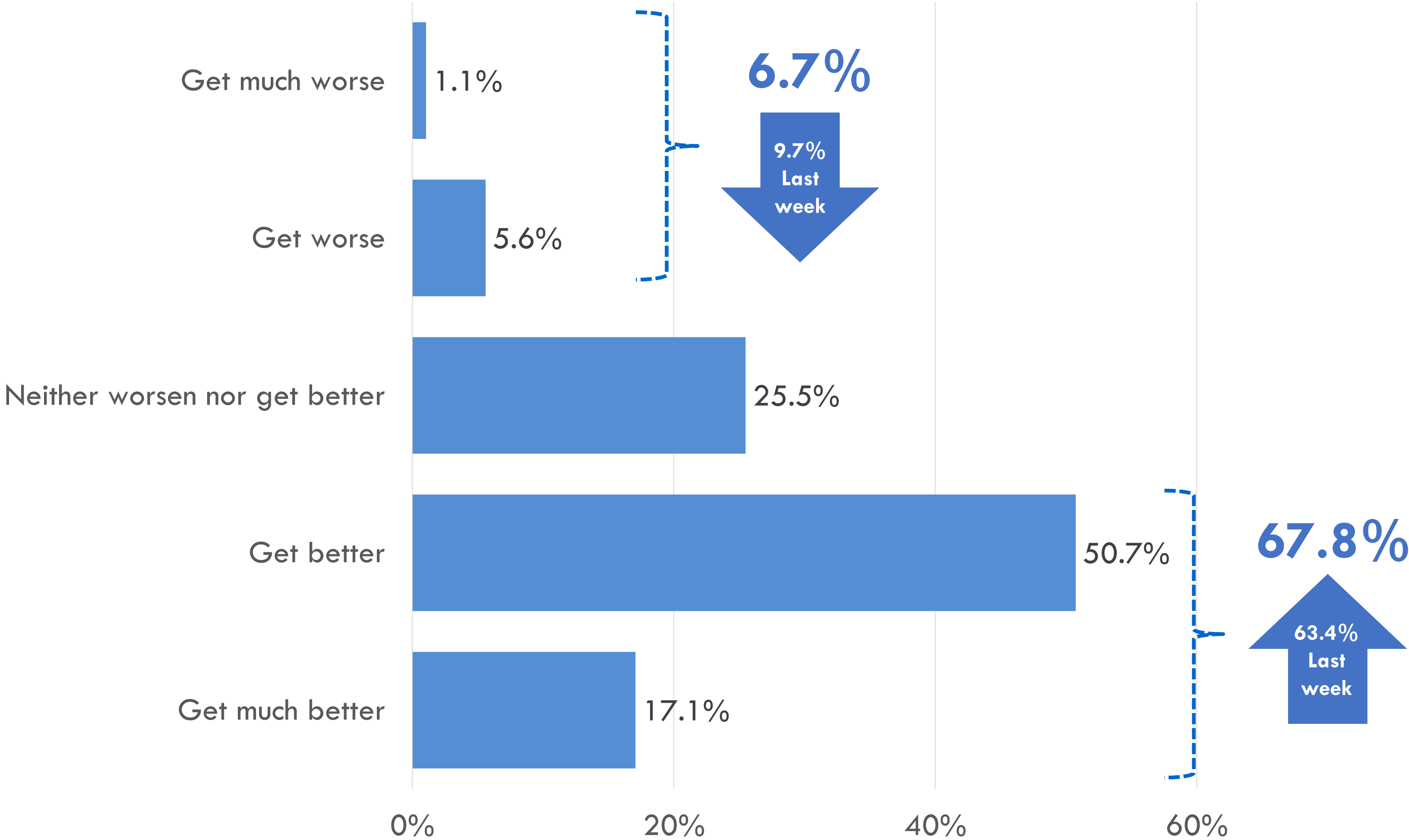


# EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

**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 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)

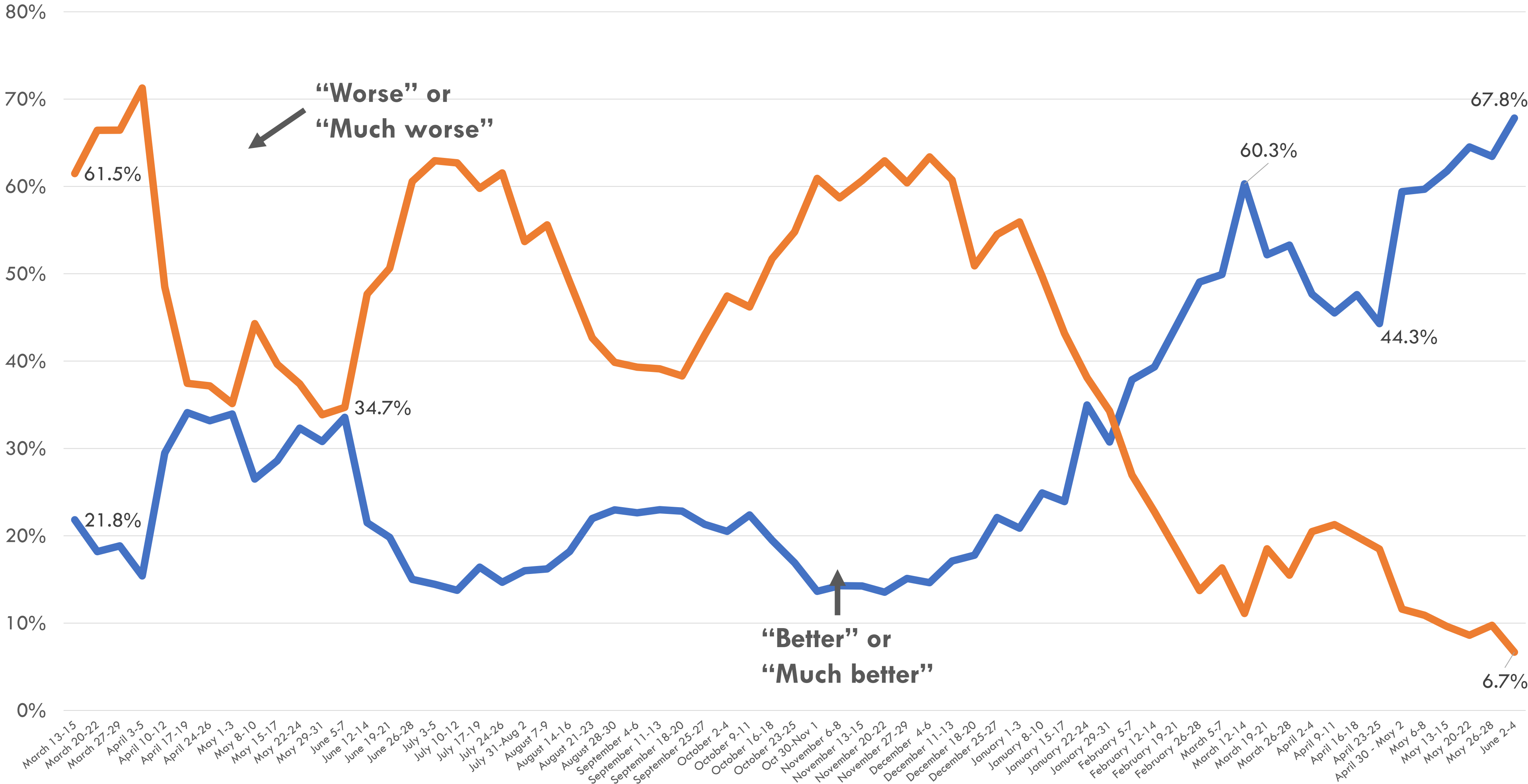


# EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-65)

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

In the next month the coronavirus situation will

(Base: Waves 1-65. 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, 1,210, 1,215, 1,206, 1,205, 1,208, 1,201, 1,215 and 1,217 completed surveys.)



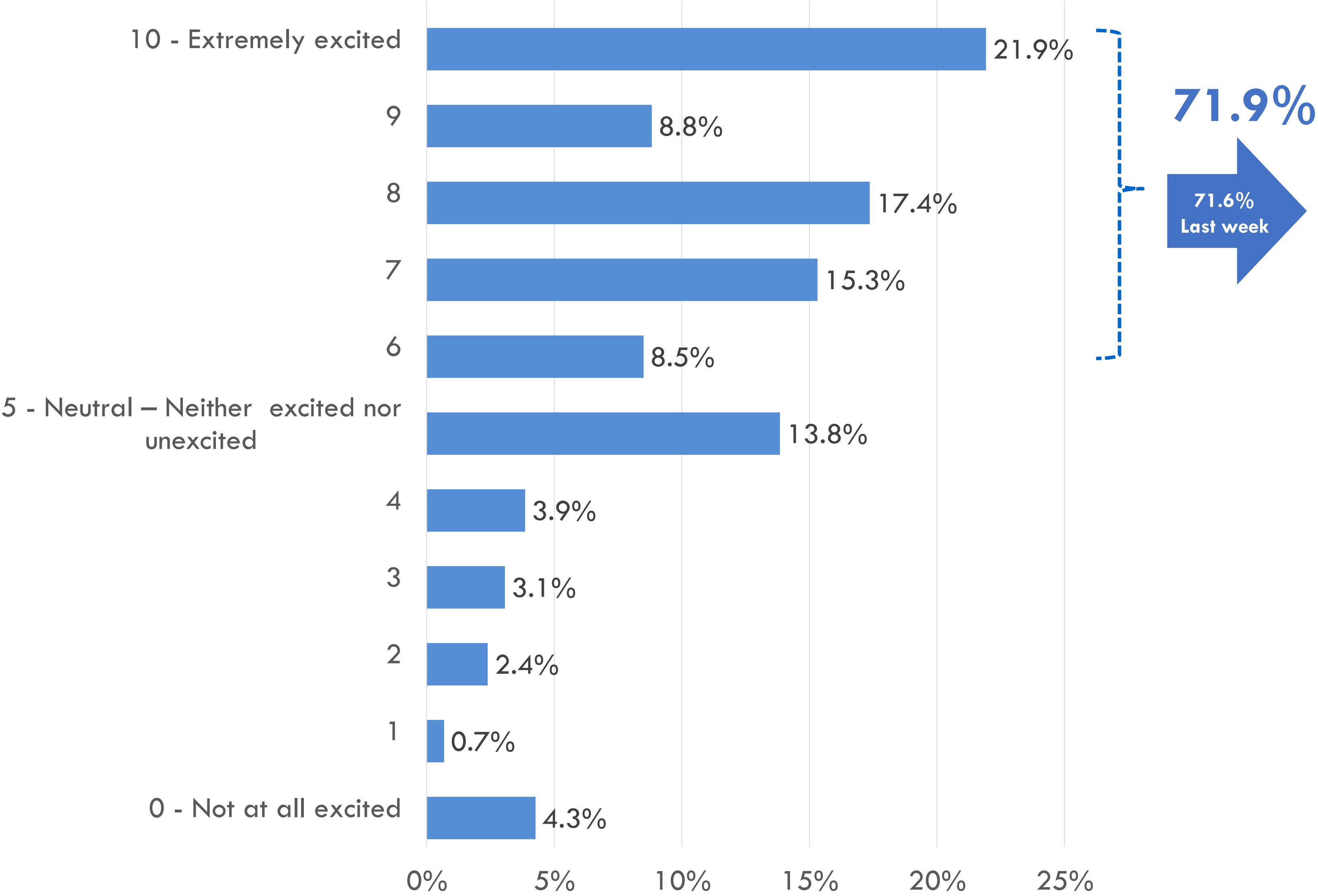


# EXCITEMENT TO TRAVEL NOW

**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)

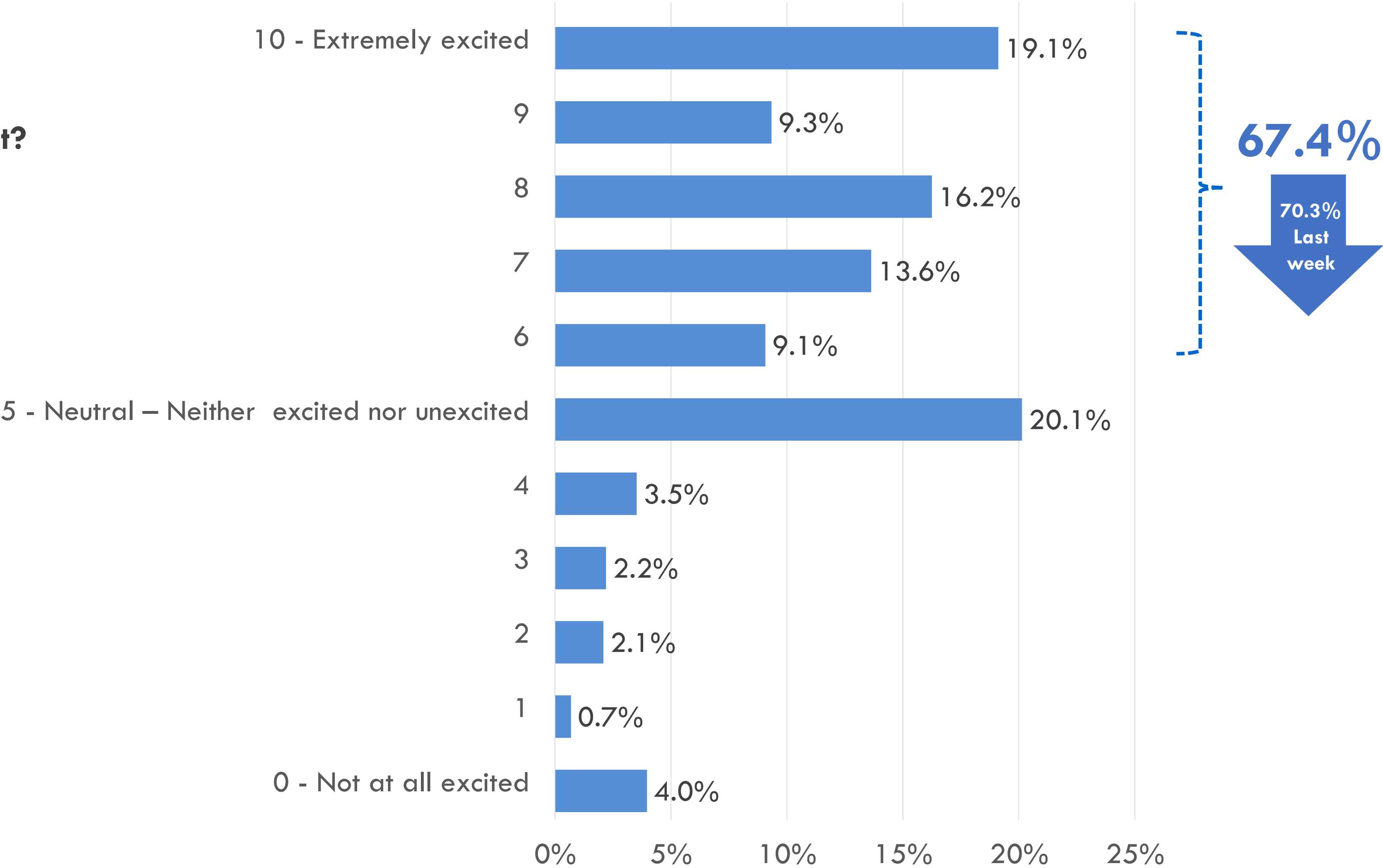
(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)



# 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 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)

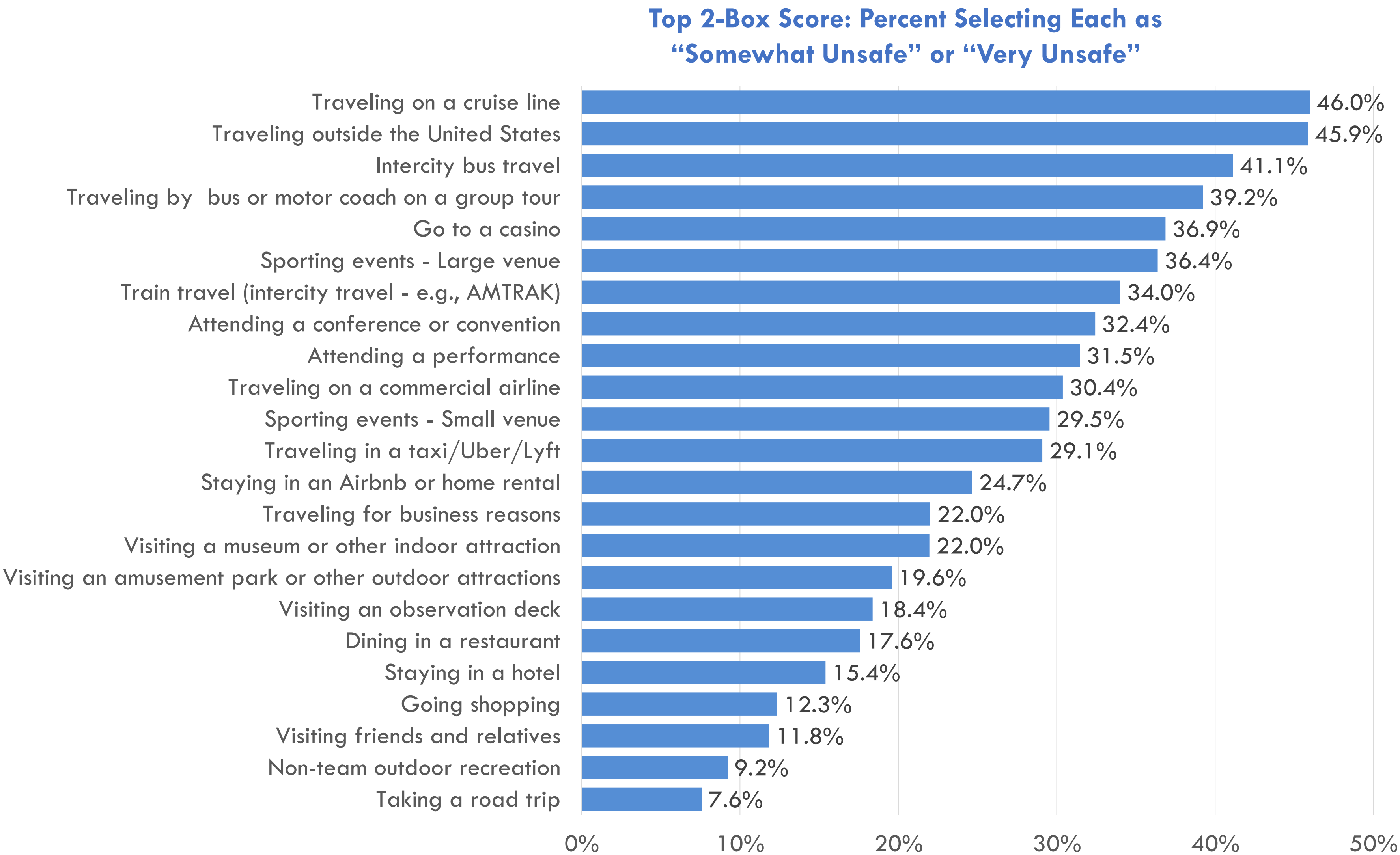




# PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 65)

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

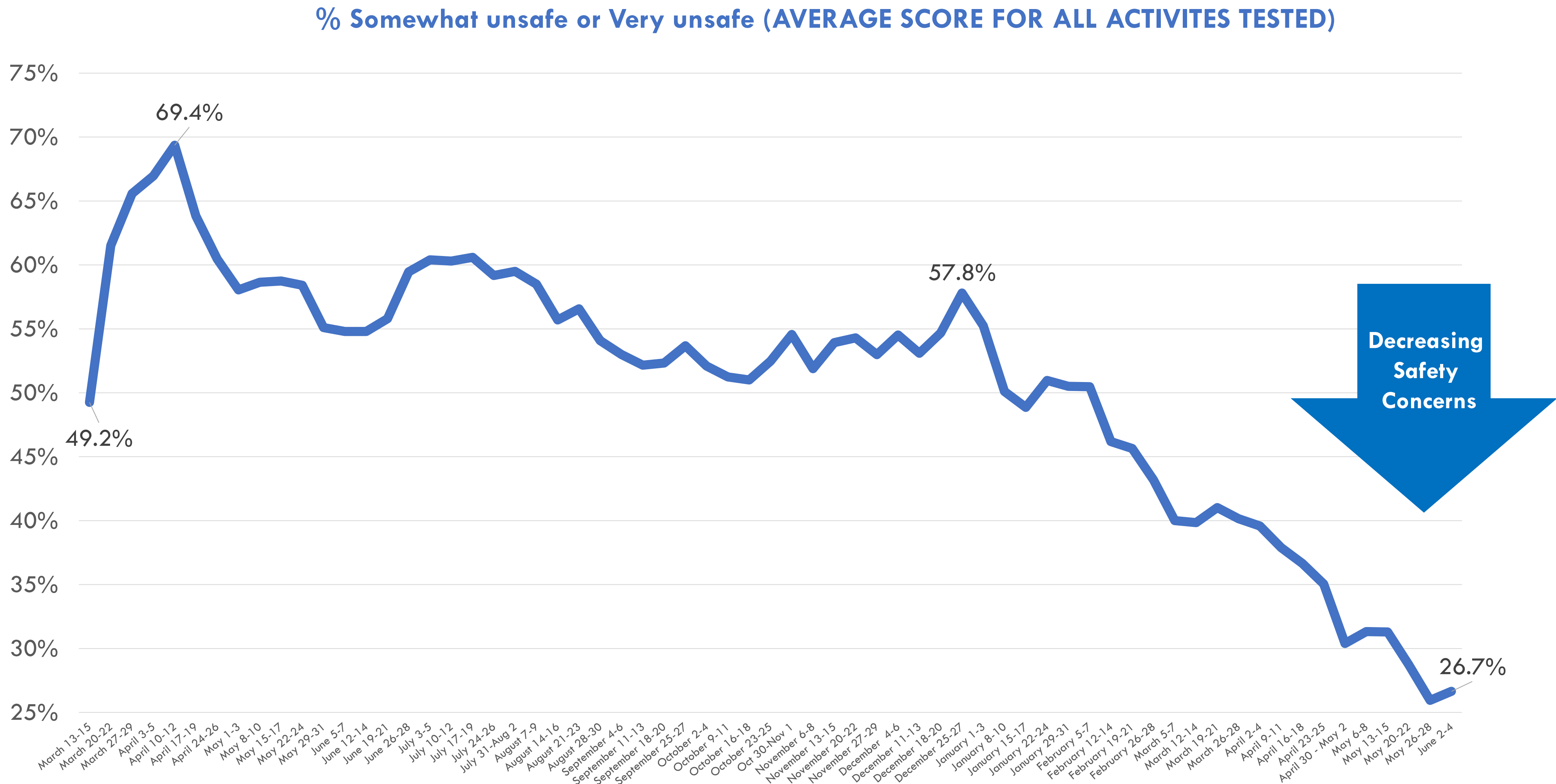
(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)



# PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-65 COMPARISON)

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

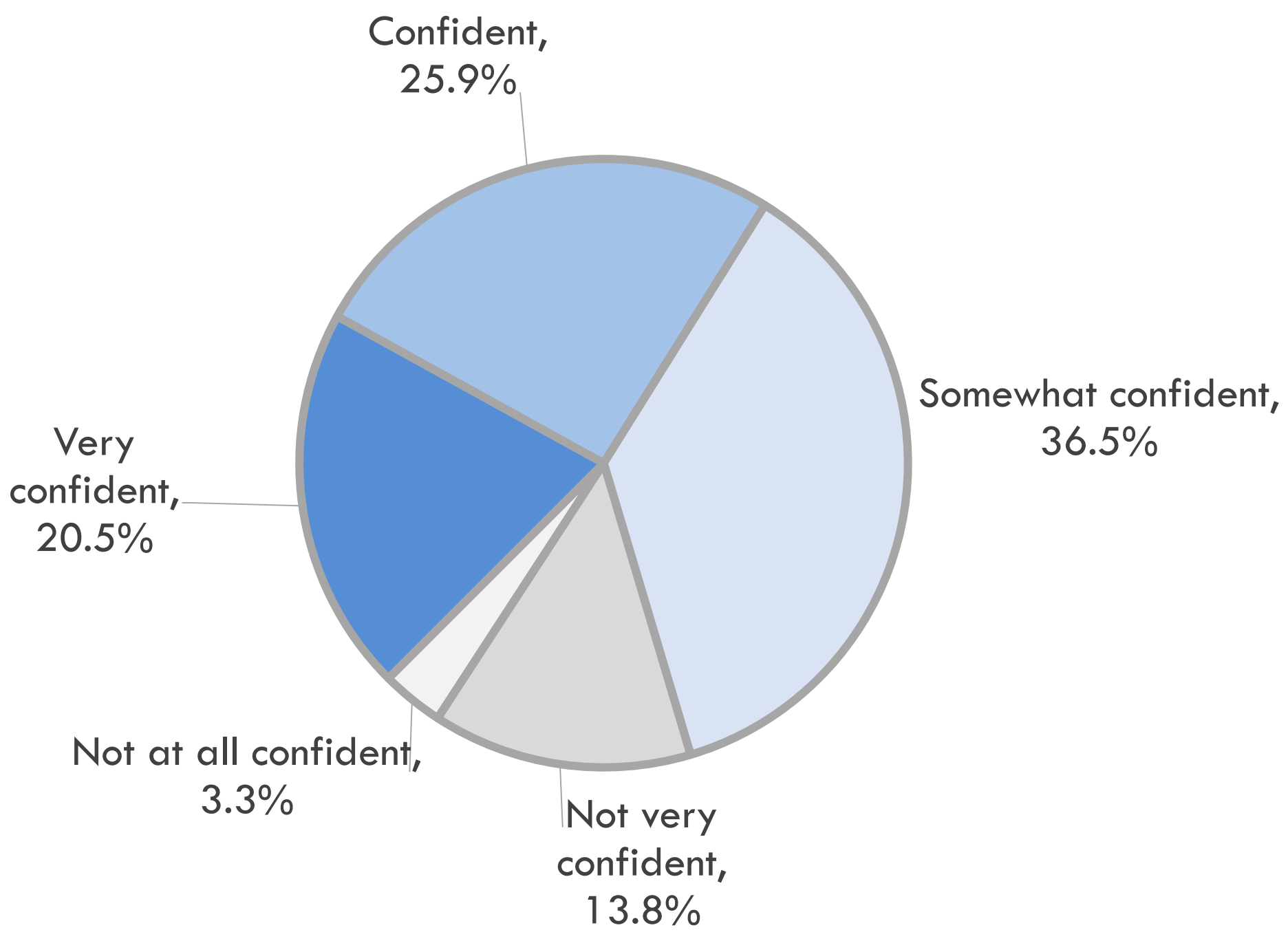
(Base: Waves 1-65. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 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, 1,210, 1,215, 1,206, 1,205, 1,208, 1,201, 1,215 and 1,217 completed surveys.)



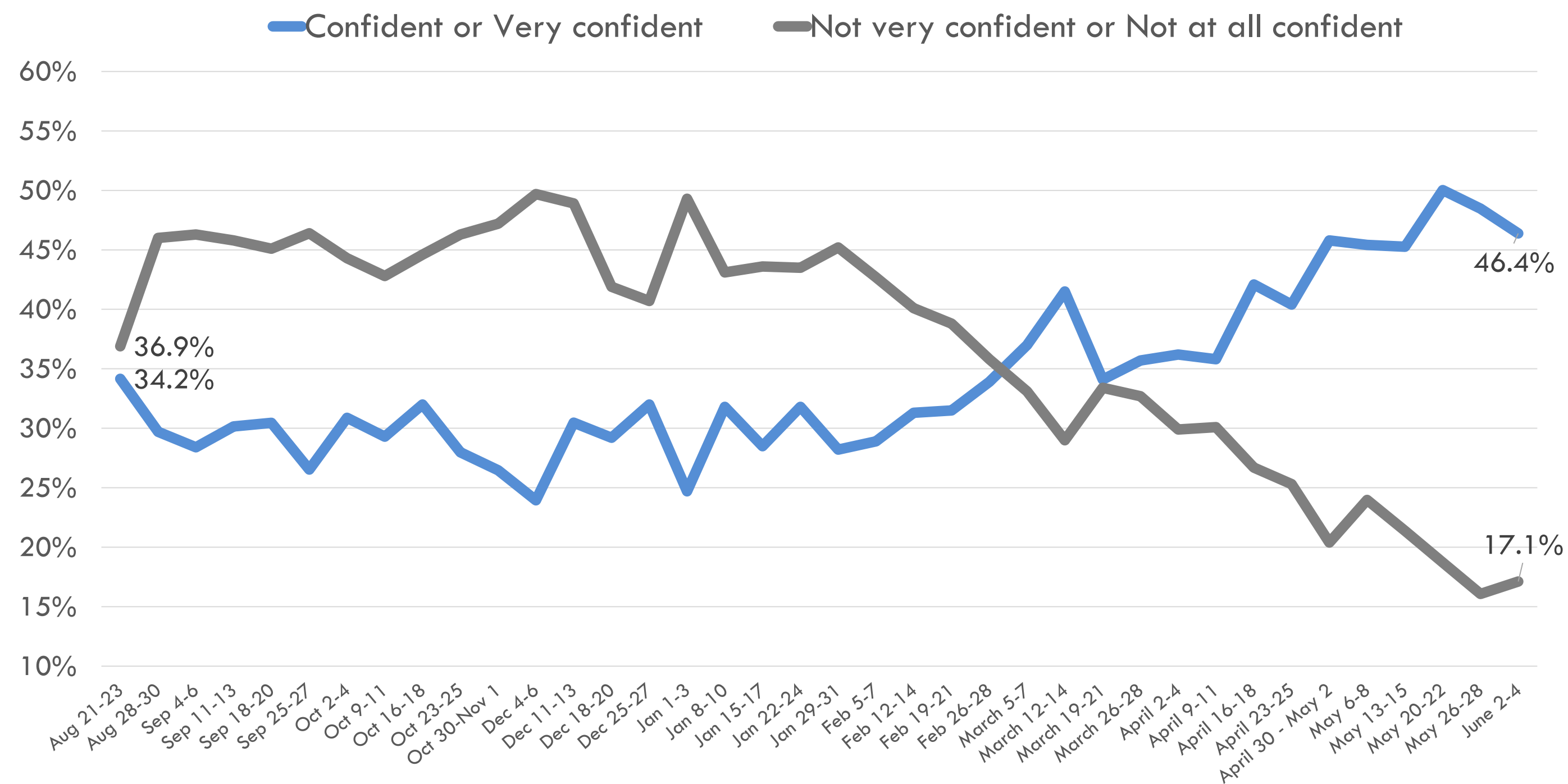


# CONFIDENCE IN ABILITY TO TRAVEL SAFELY

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



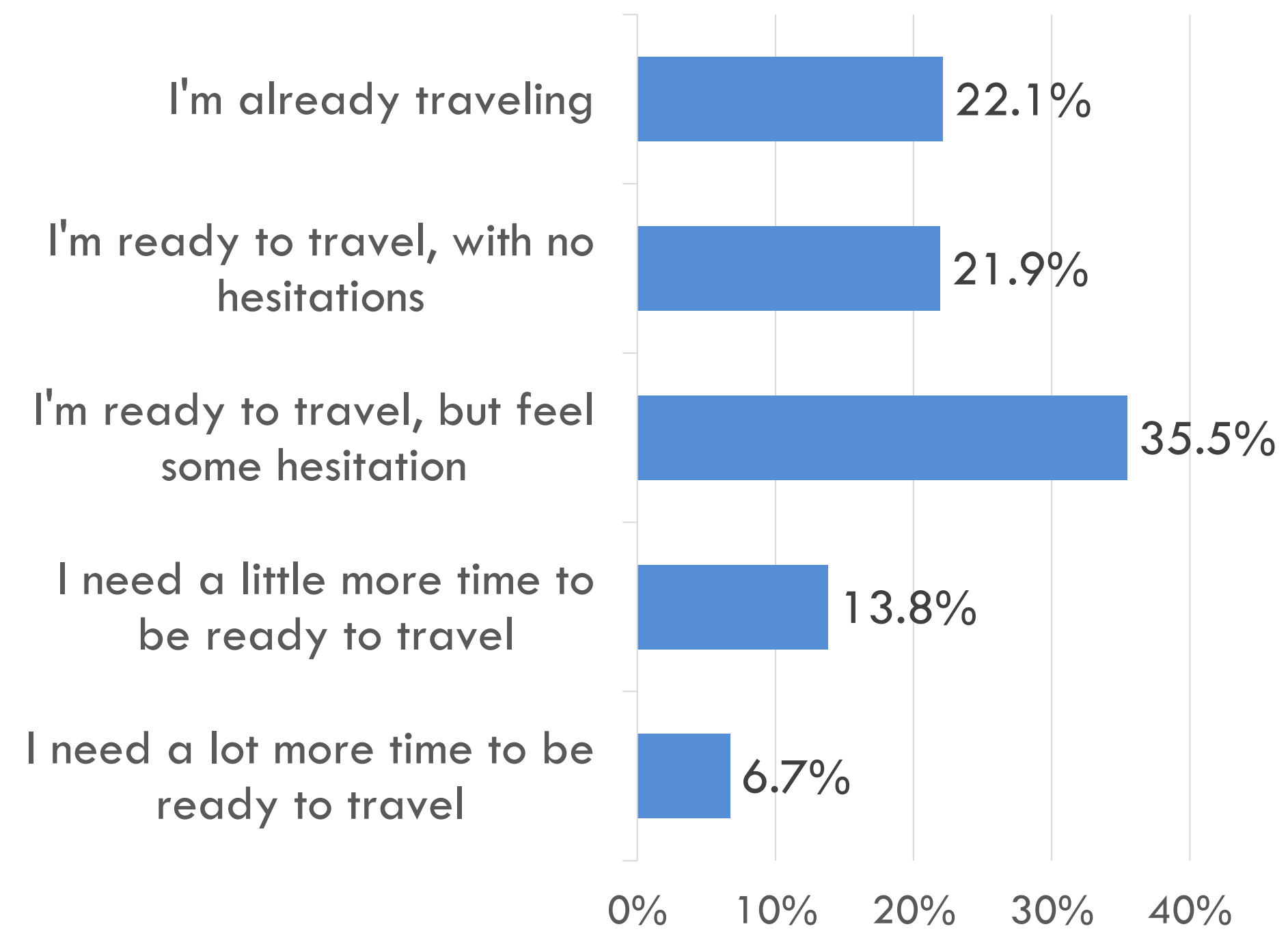
Historical data



(Base: Wave 24-34 and 39-65 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, 1,210, 1,215, 1,206, 1,205, 1,208, 1,201, 1,215 and 1,217 completed surveys.)

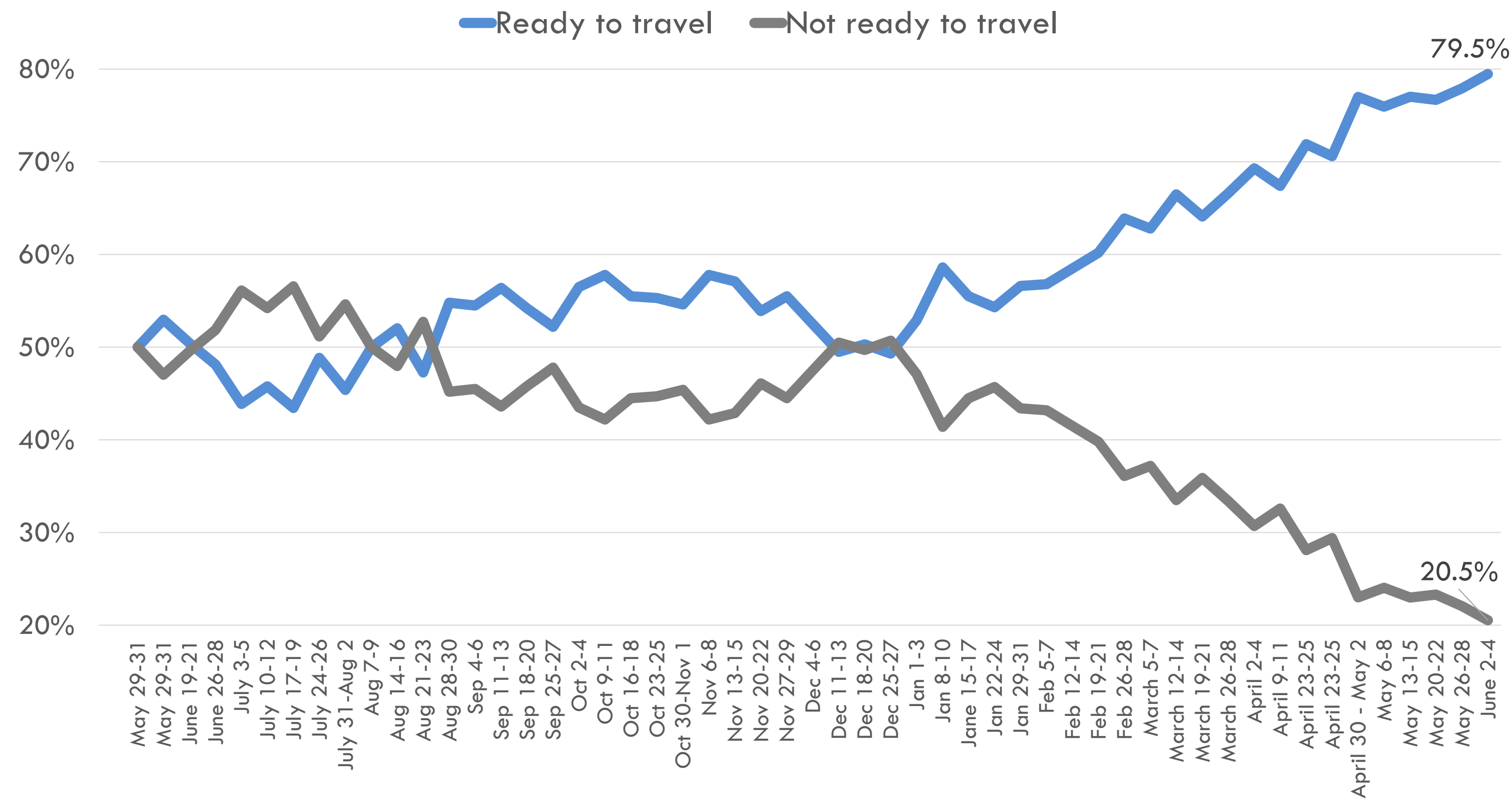
# TRAVEL STATE-OF-MIND

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



(Base: Waves 12-13 and 15-65. 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, 1,210, 1,215, 1,206, 1,205, 1,208, 1,201, 1,215 and 1,217 completed surveys.)

Historical data

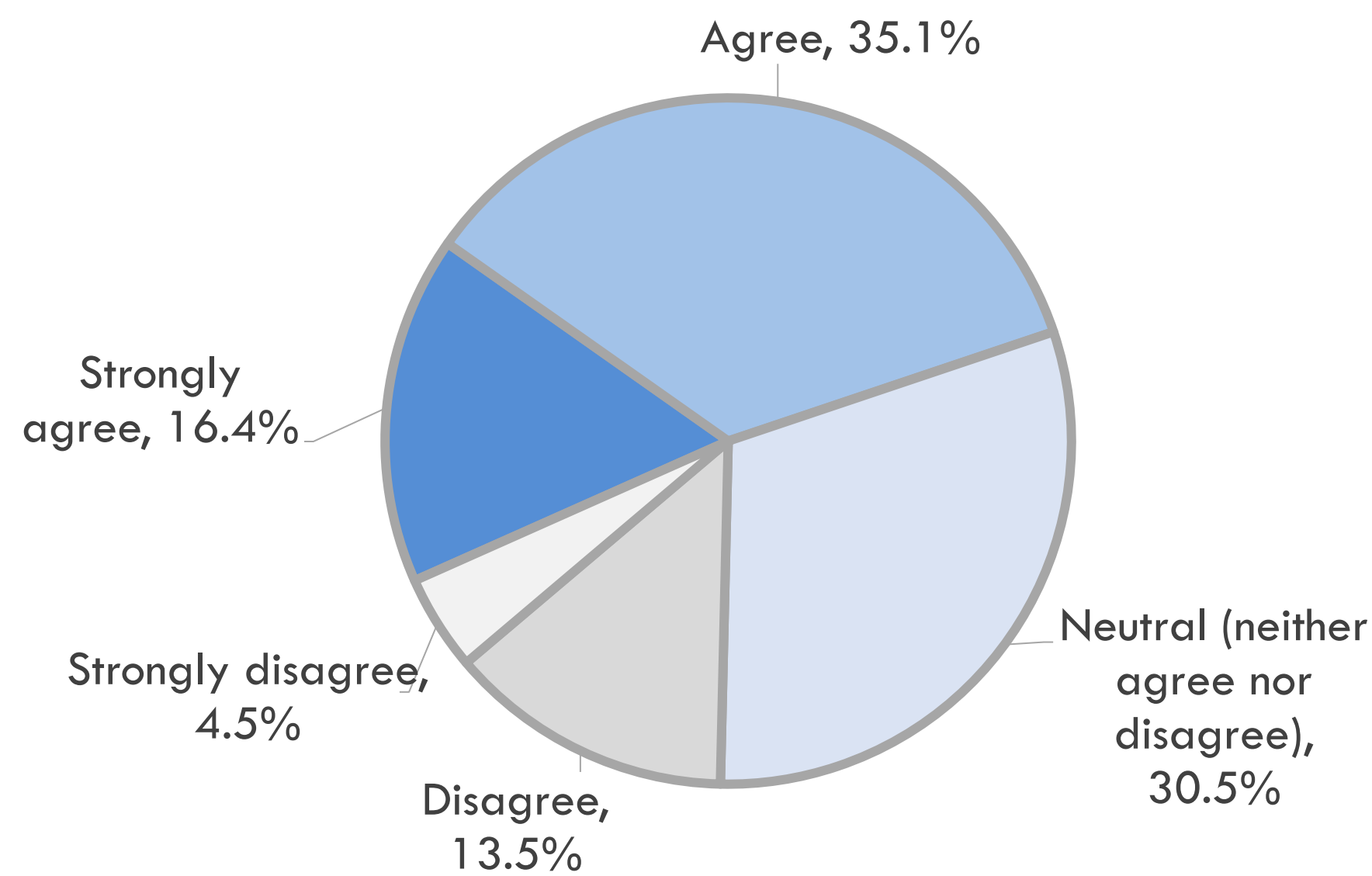




# DISCOUNTS AND PRICE CUTS

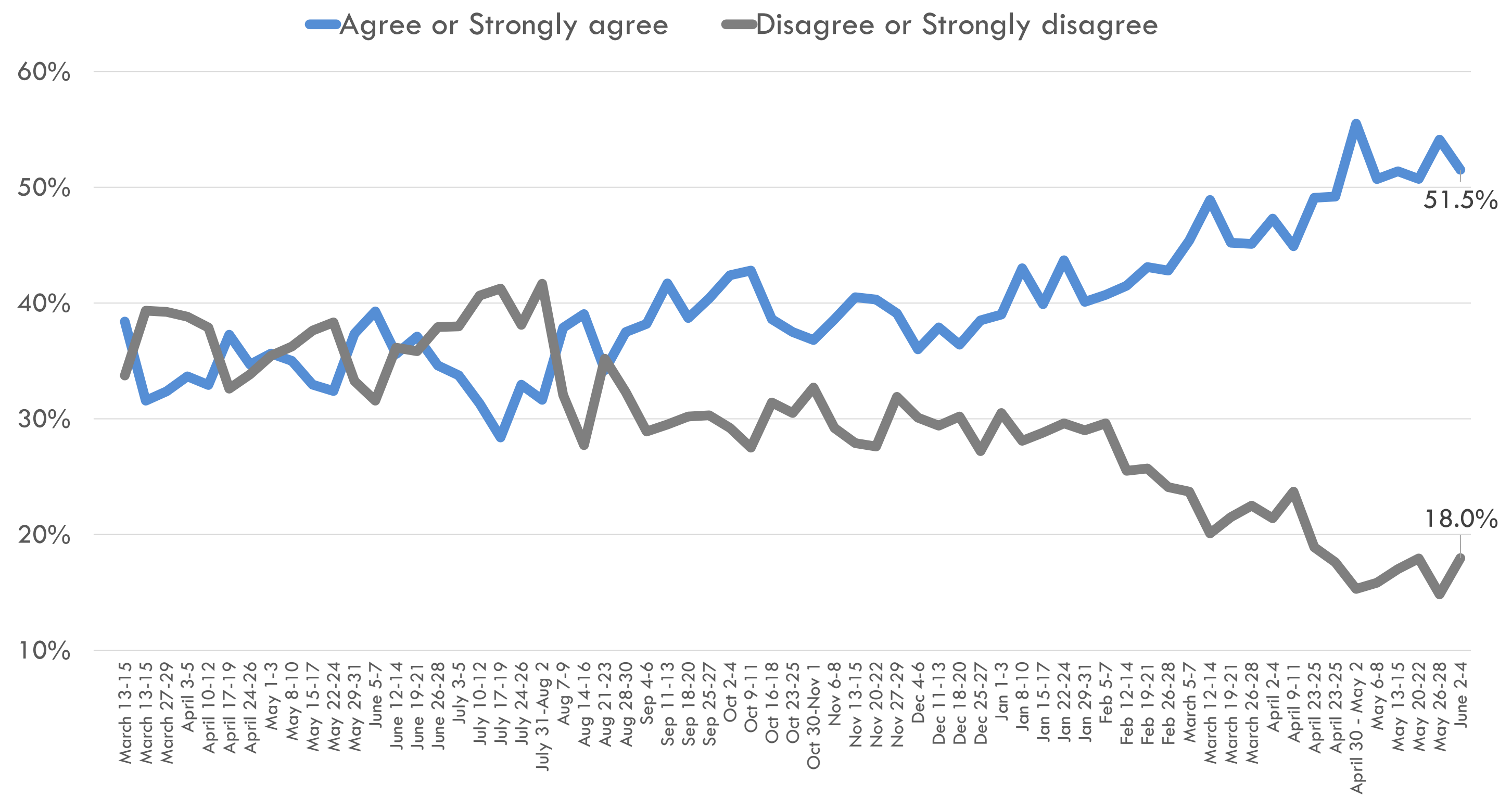
How much do you agree with the following statement?

**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 1-65. 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, 1,210, 1,215, 1,206, 1,205, 1,208, 1,201, 1,215 and 1,217 completed surveys.)

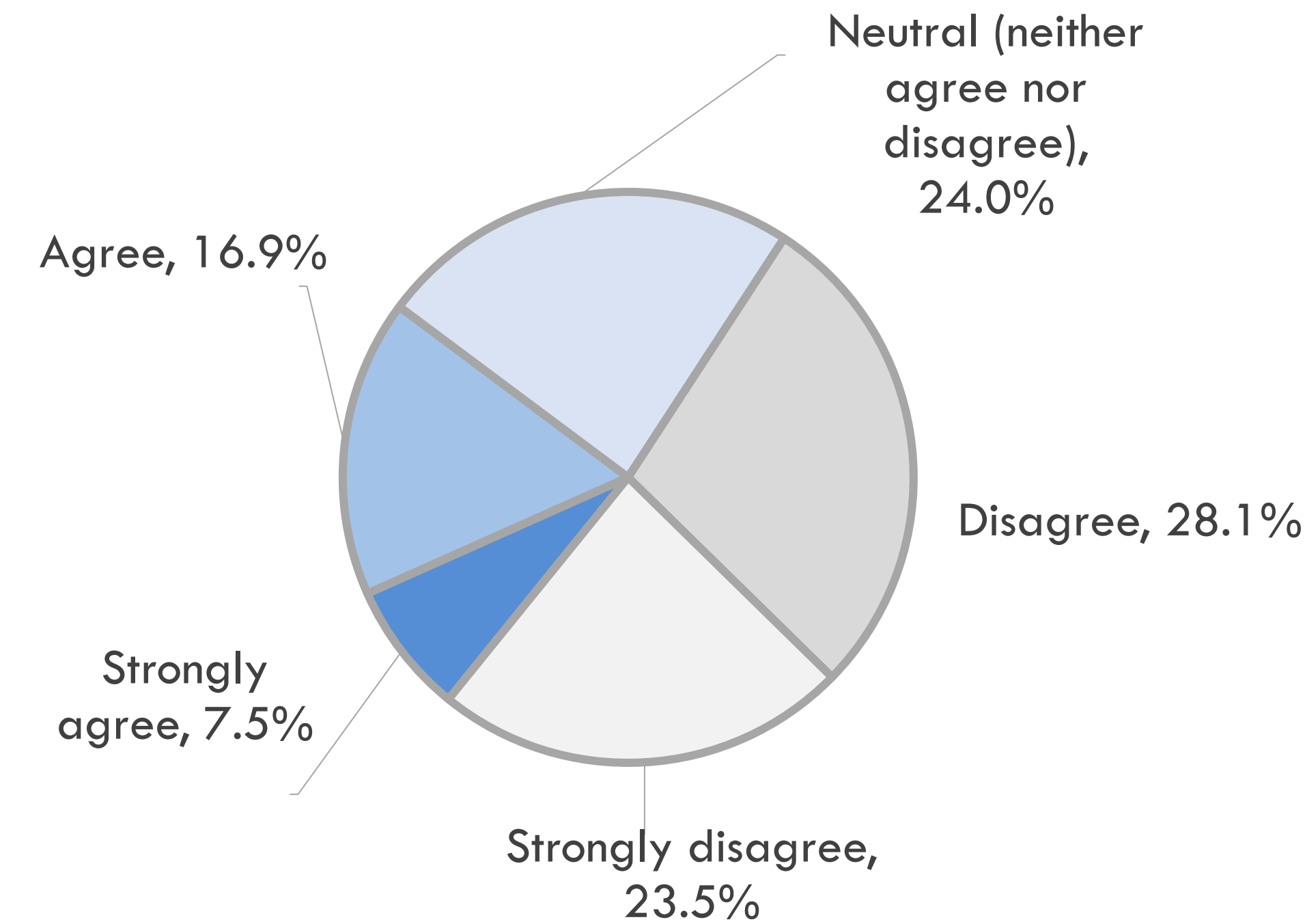
Historical data



# TRAVEL GUILT

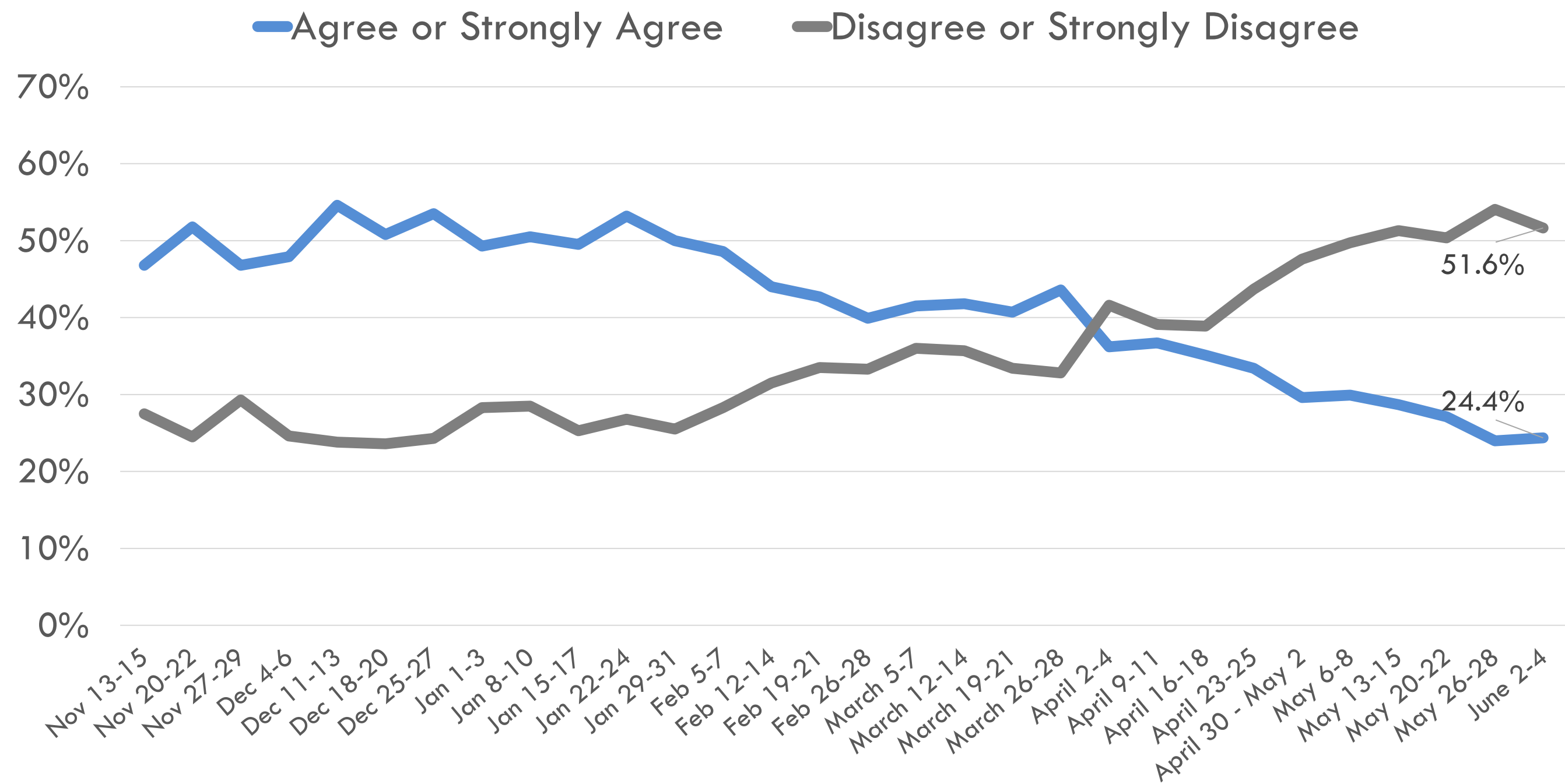
How much do you agree with the following statement?

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



(Base: Waves 36-65 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, 1,210, 1,215, 1,206, 1,205, 1,208, 1,201, 1,215 and 1,217 completed surveys.)

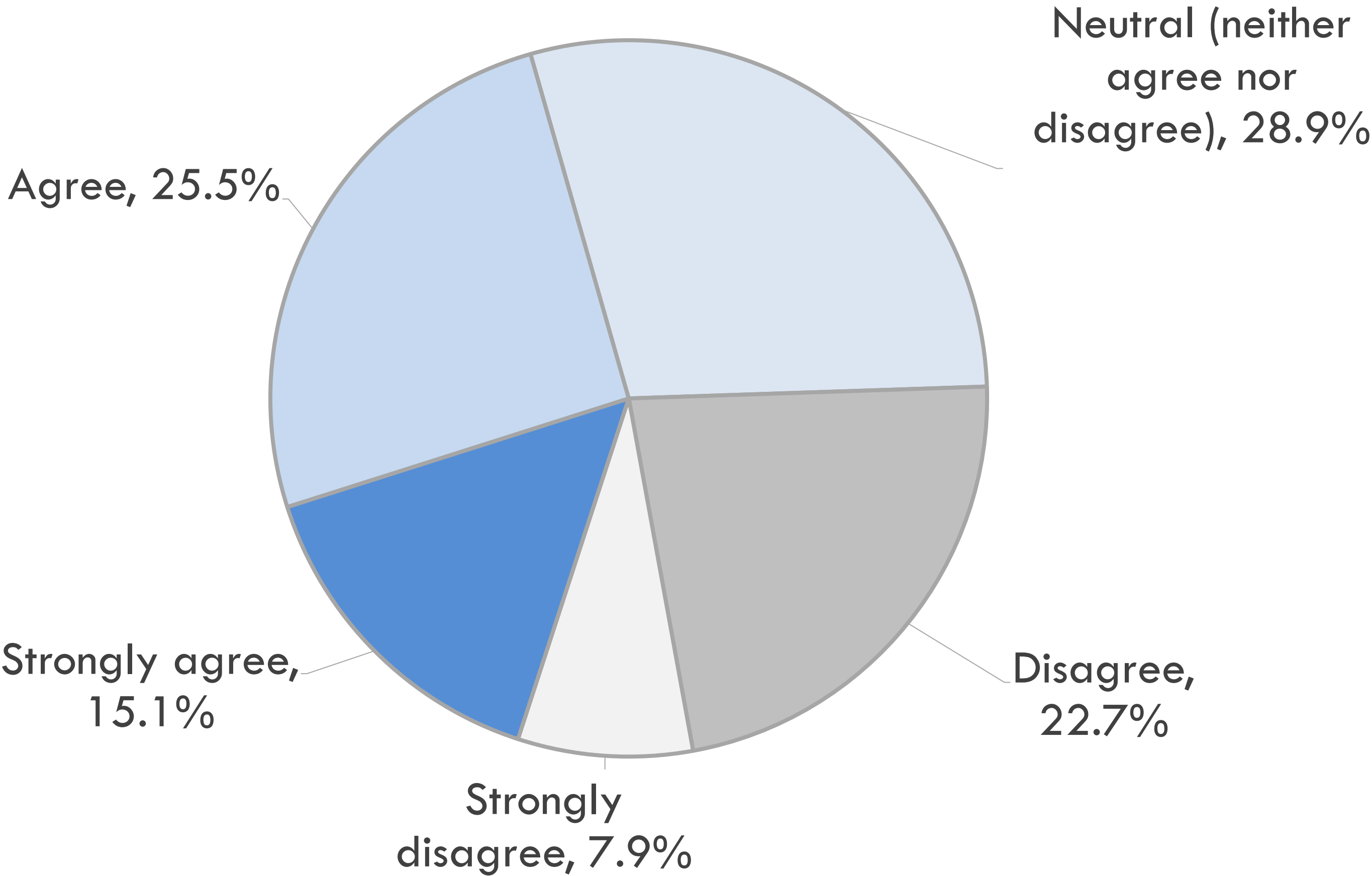
## Historical data



# PANDEMIC IS OVER AND READY TO MOVE FORWARD

**Question:** In my heart, I feel like the COVID-19 pandemic is effectively over. I'm ready to move forward.

*(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)*





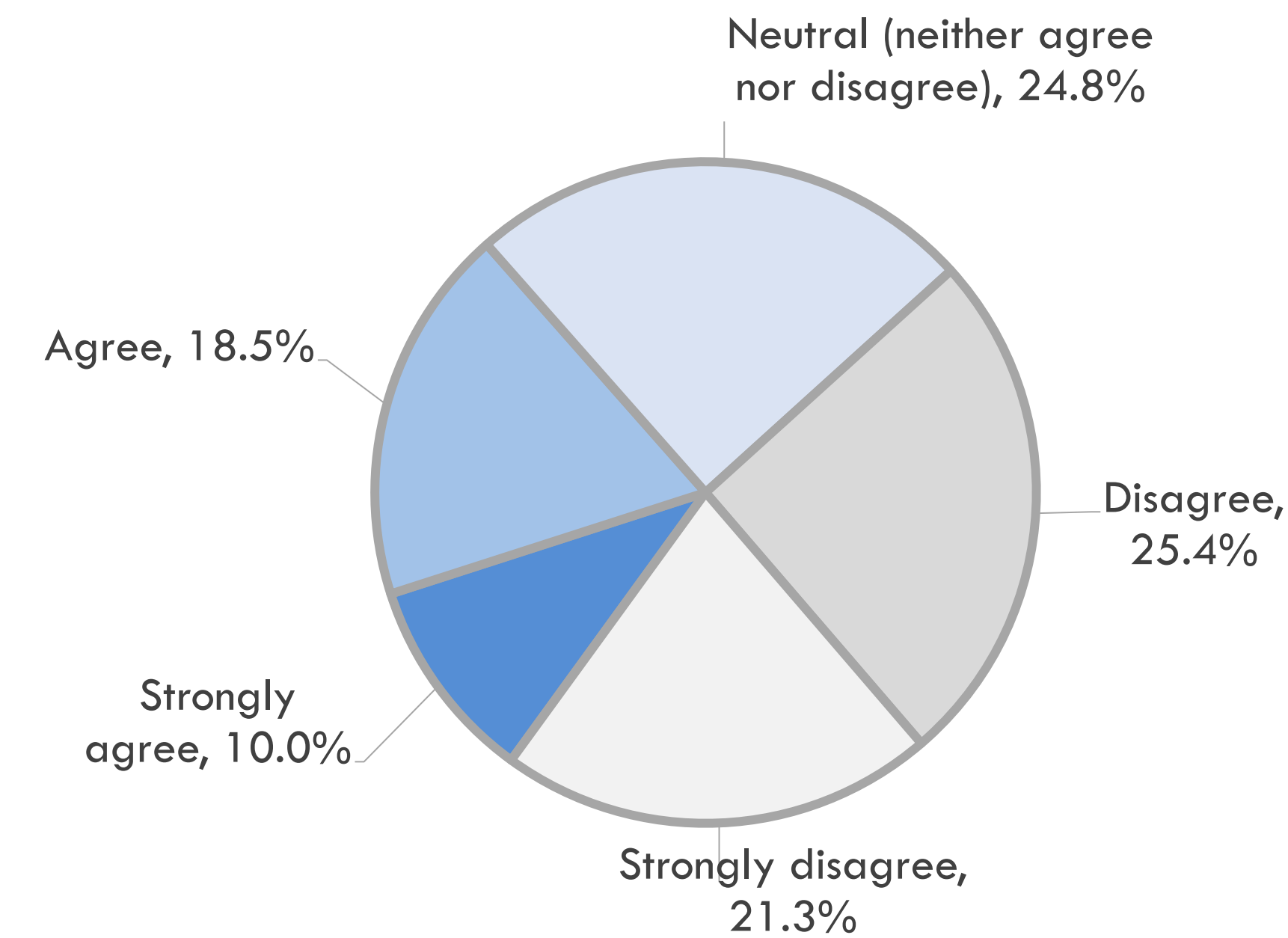


**TRAVEL AVOIDANCE**

# AVOIDING TRAVEL UNTIL THE CORONAVIRUS BLOWS OVER

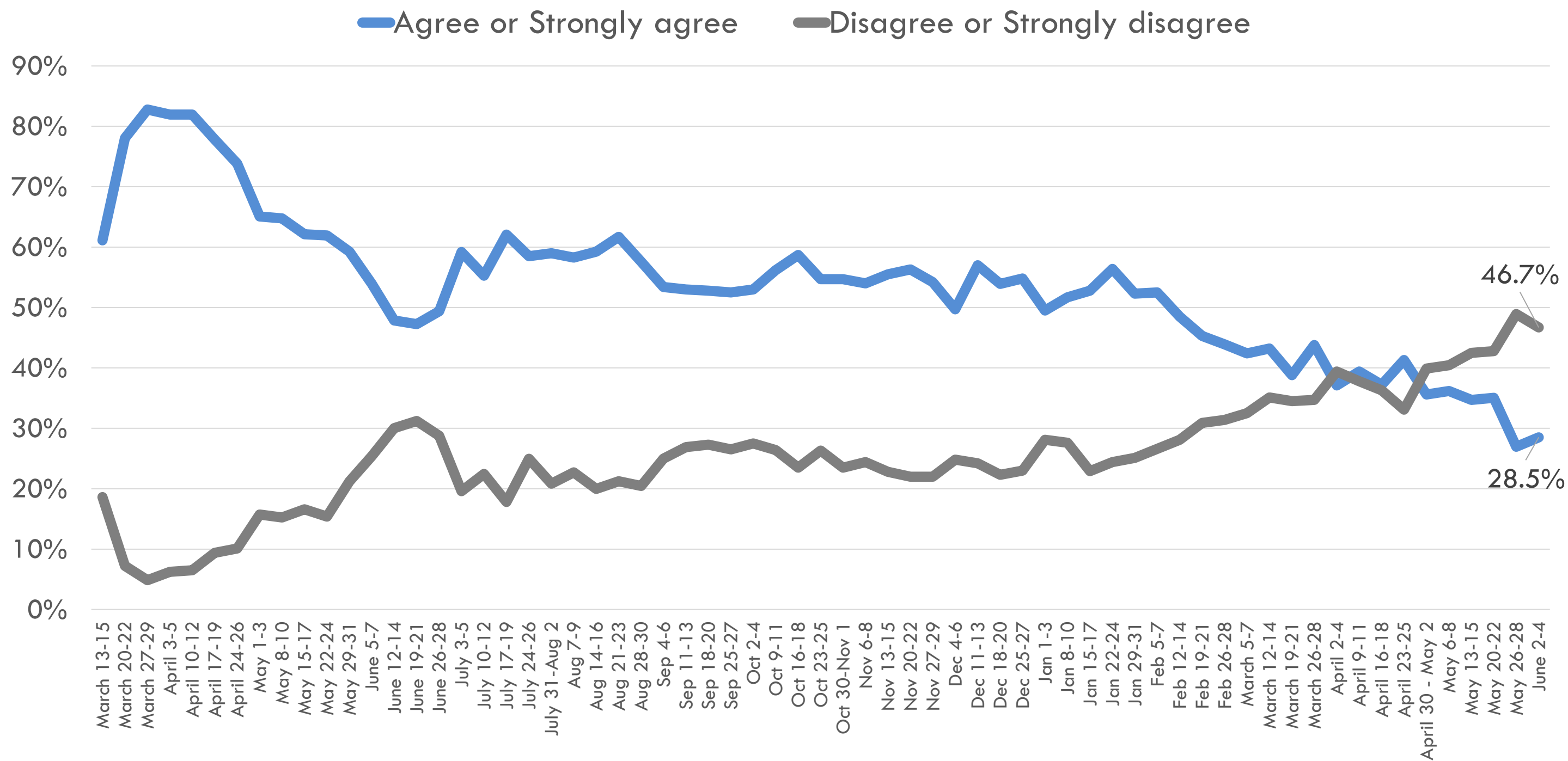
How much do you agree with the following statement?

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



(Base: Waves 1-65. 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, 1,210, 1,215, 1,206, 1,205, 1,208, 1,201, 1,215 and 1,217 completed surveys.)

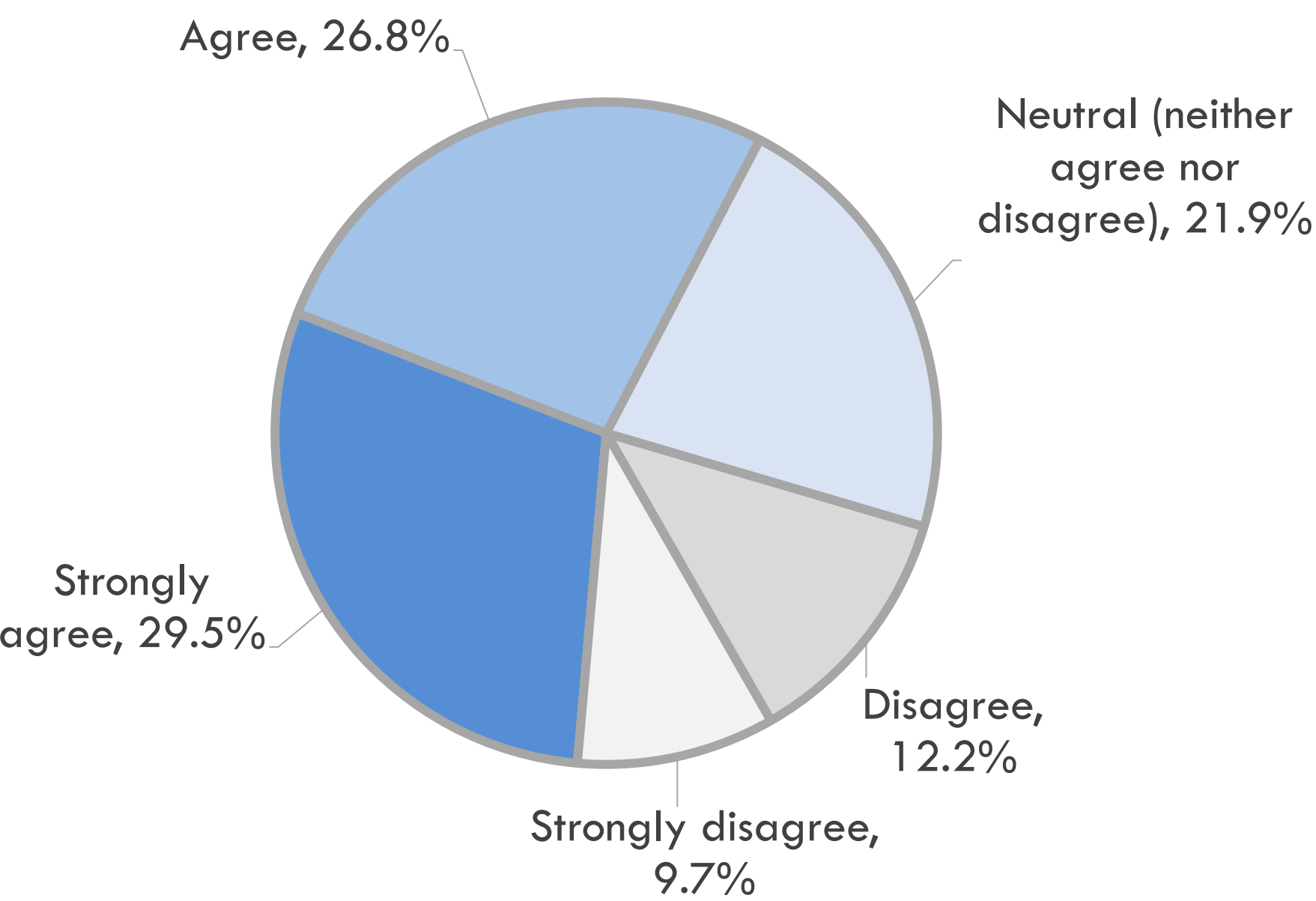
Historical data



# AVOIDING INTERNATIONAL TRAVEL

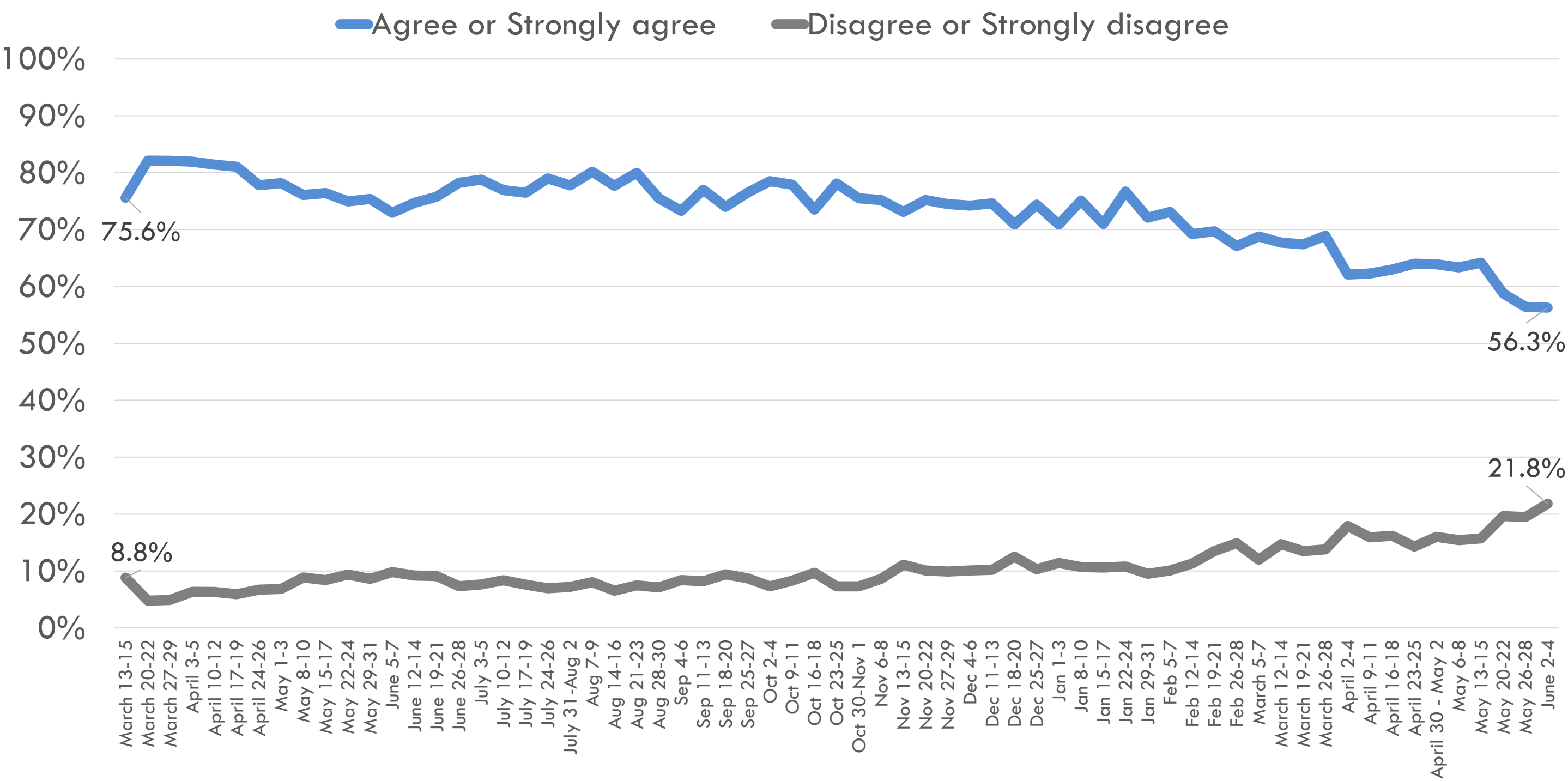
How much do you agree with the following statement?

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



(Base: Waves 1-65. 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, 1,210, 1,215, 1,206, 1,205, 1,208, 1,201, 1,215 and 1,217 completed surveys.)

Historical data

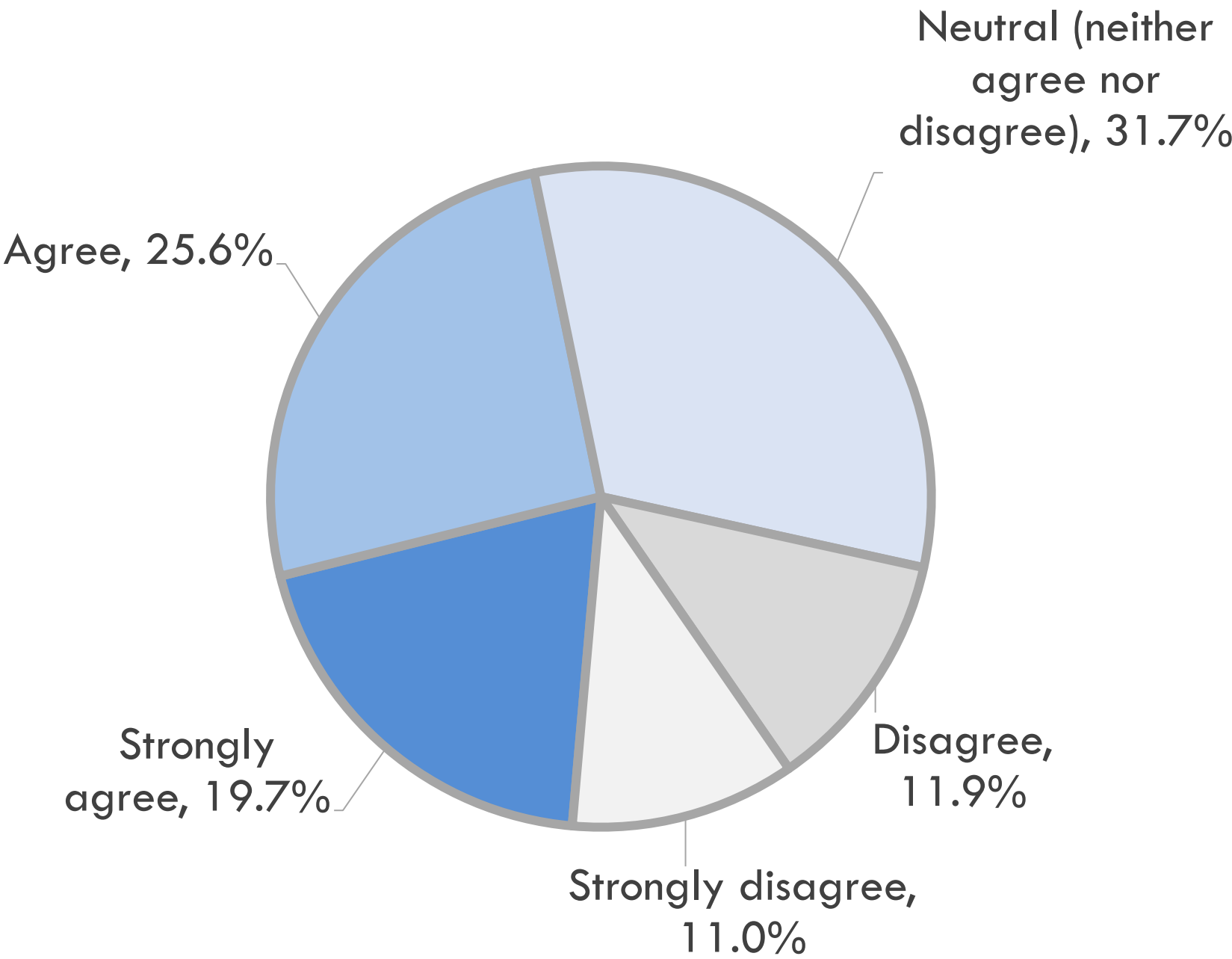




# AVOIDING CONVENTIONS & CONFERENCES

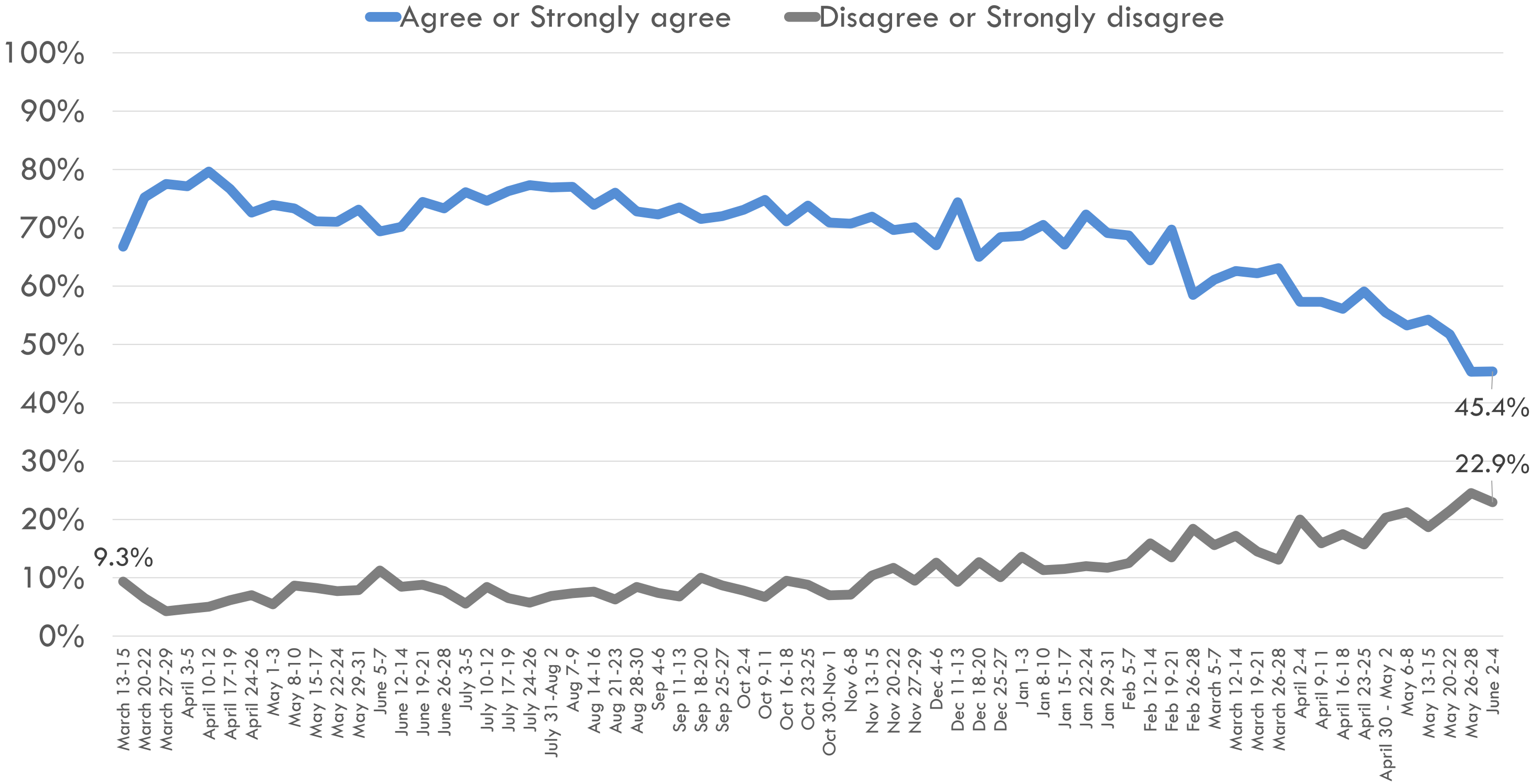
How much do you agree with the following statement?

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



(Base: Waves 1-65. 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, 1,210, 1,215, 1,206, 1,205, 1,208, 1,201, 1,215 and 1,217 completed surveys.)

Historical data





# RESIDENT SENTIMENT

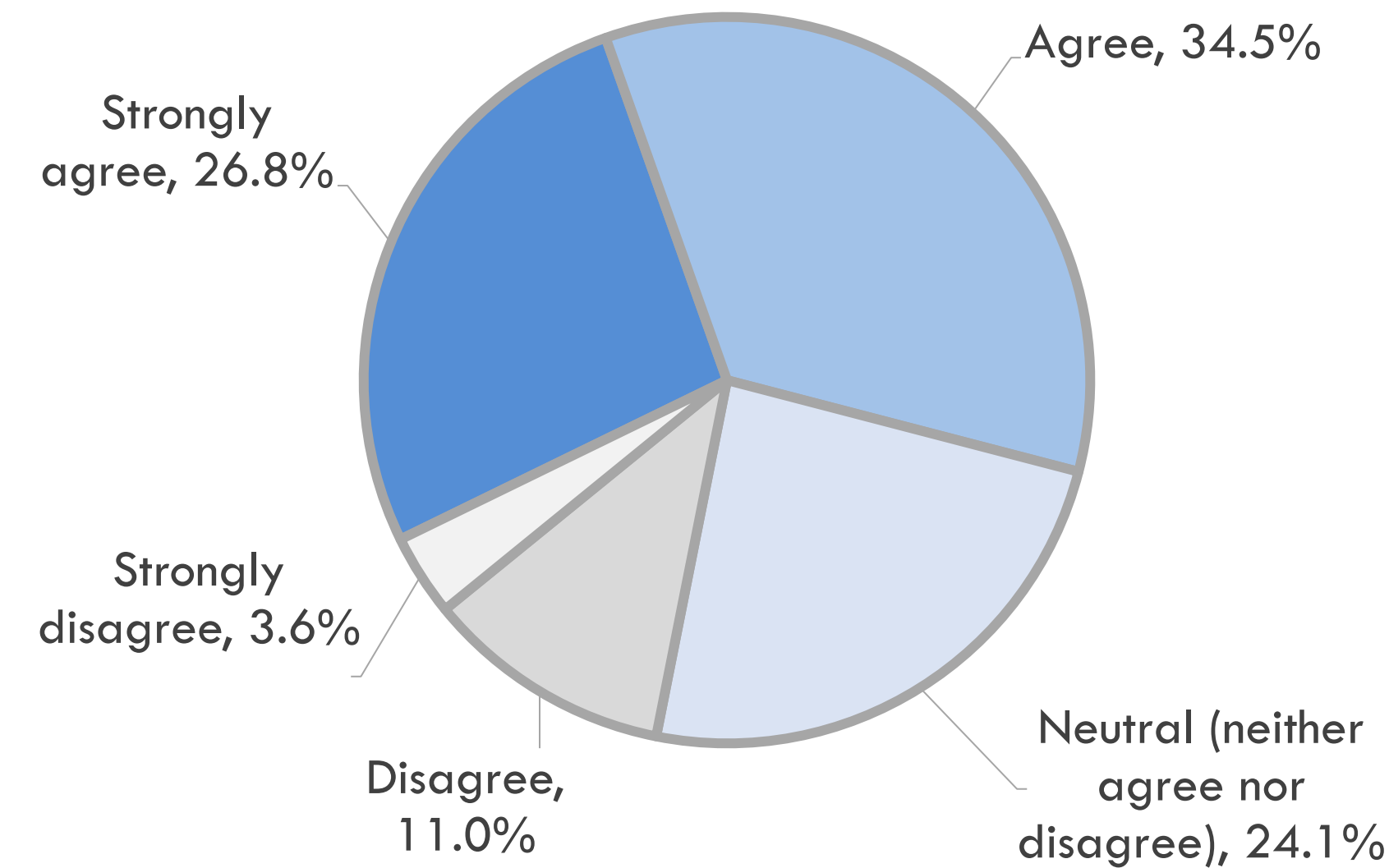




# COMFORT ENJOYING HOME COMMUNITY

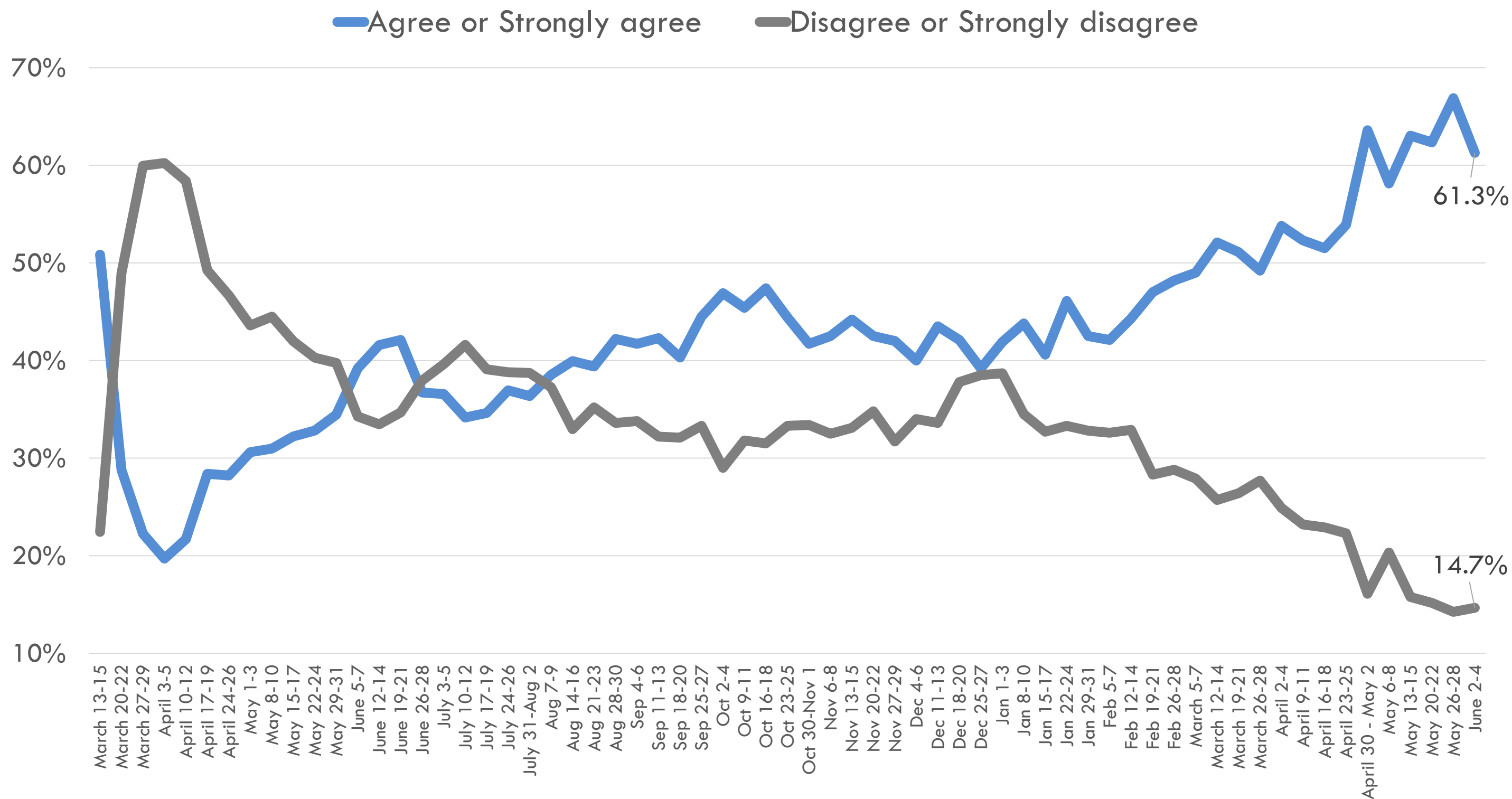
How much do you agree with the following statement?

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



(Base: Waves 1-65. 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, 1,210, 1,215, 1,206, 1,205, 1,208, 1,201, 1,215 and 1,217 completed surveys.)

Historical data

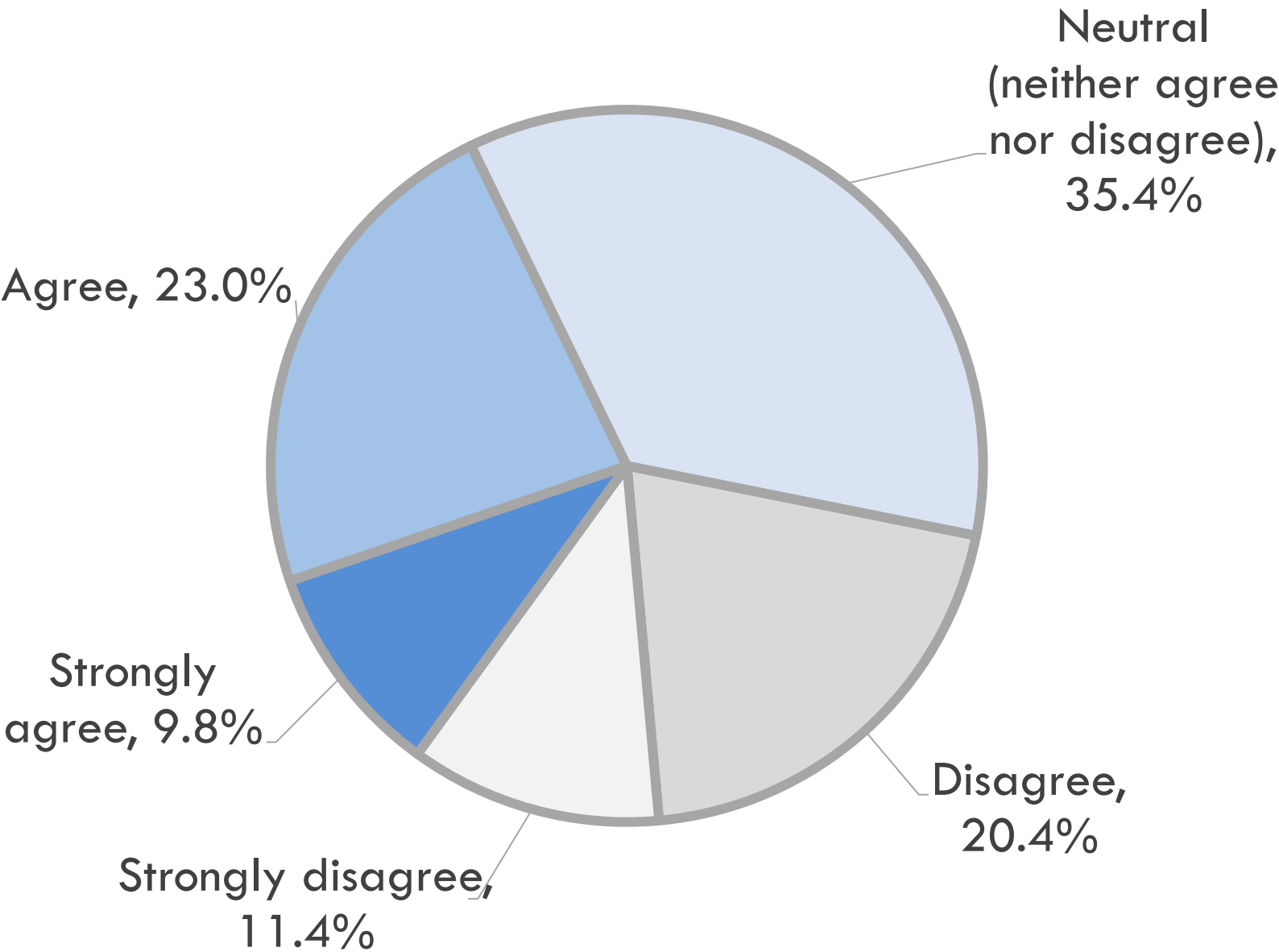




# TRAVELERS IN COMMUNITY ARE UNWANTED

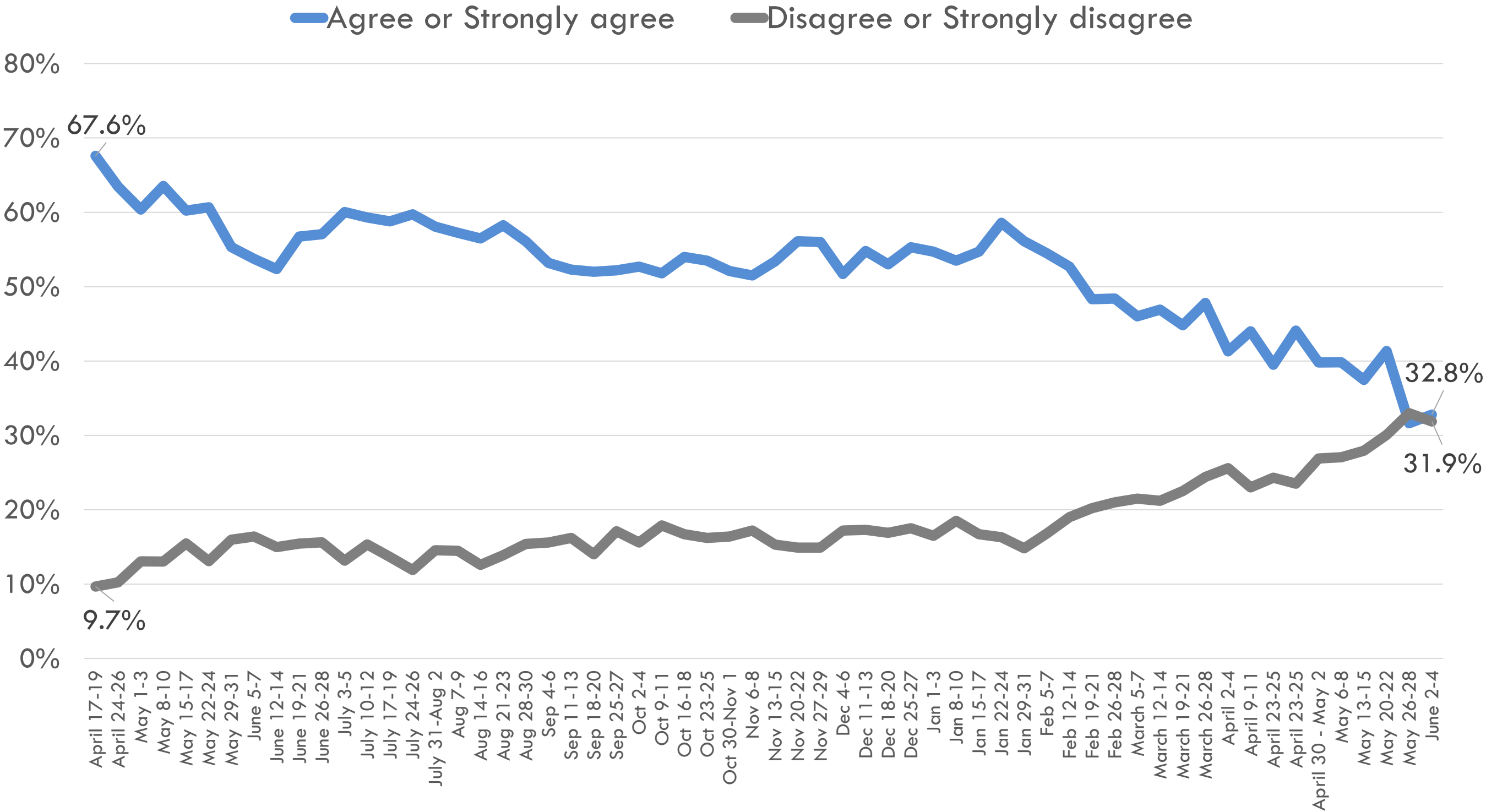
How much do you agree with the following statement?

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



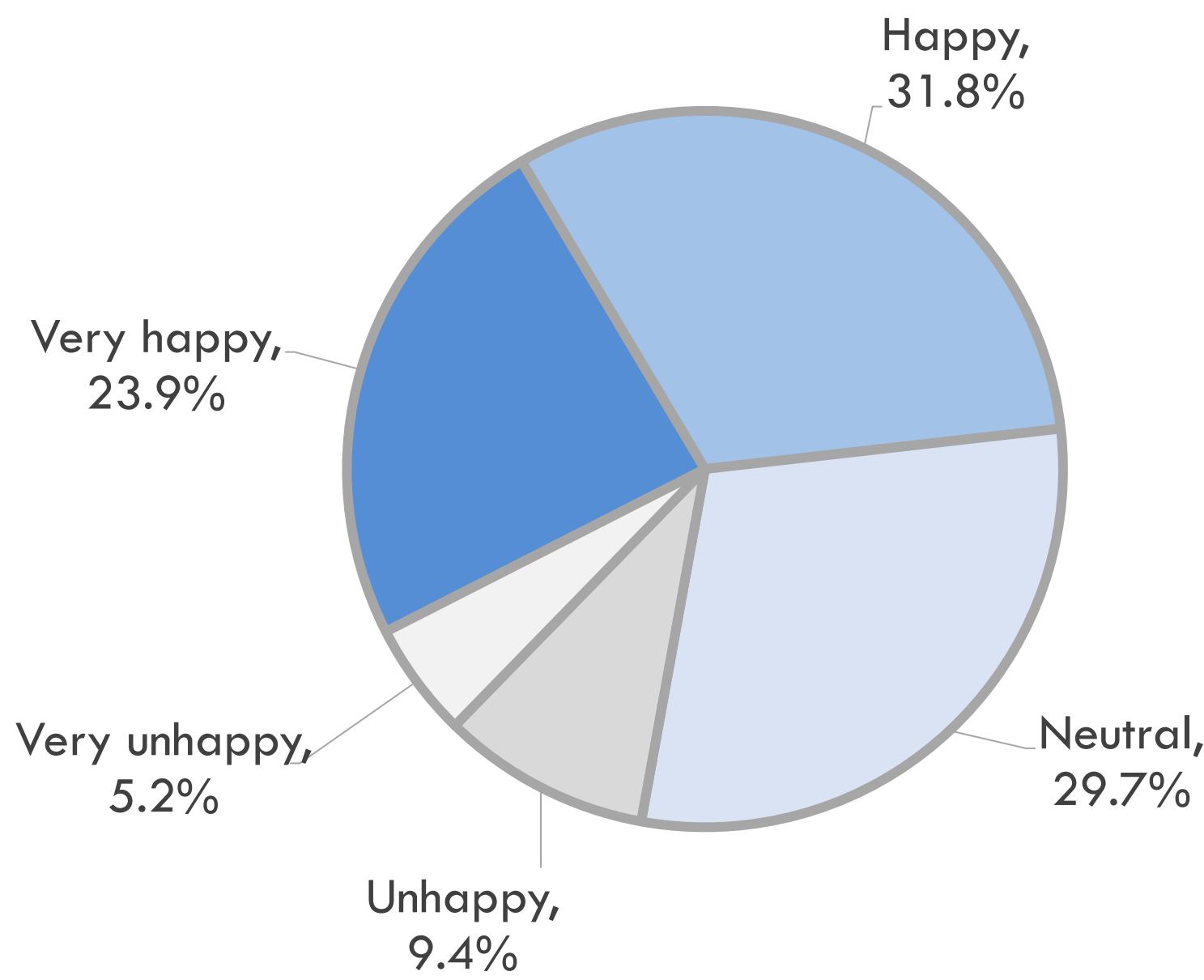
(Base: Waves 6-65. All respondents, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 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, 1,210, 1,215, 1,206, 1,205, 1,208, 1,201, 1,215 and 1,217 completed surveys.)

Historical data



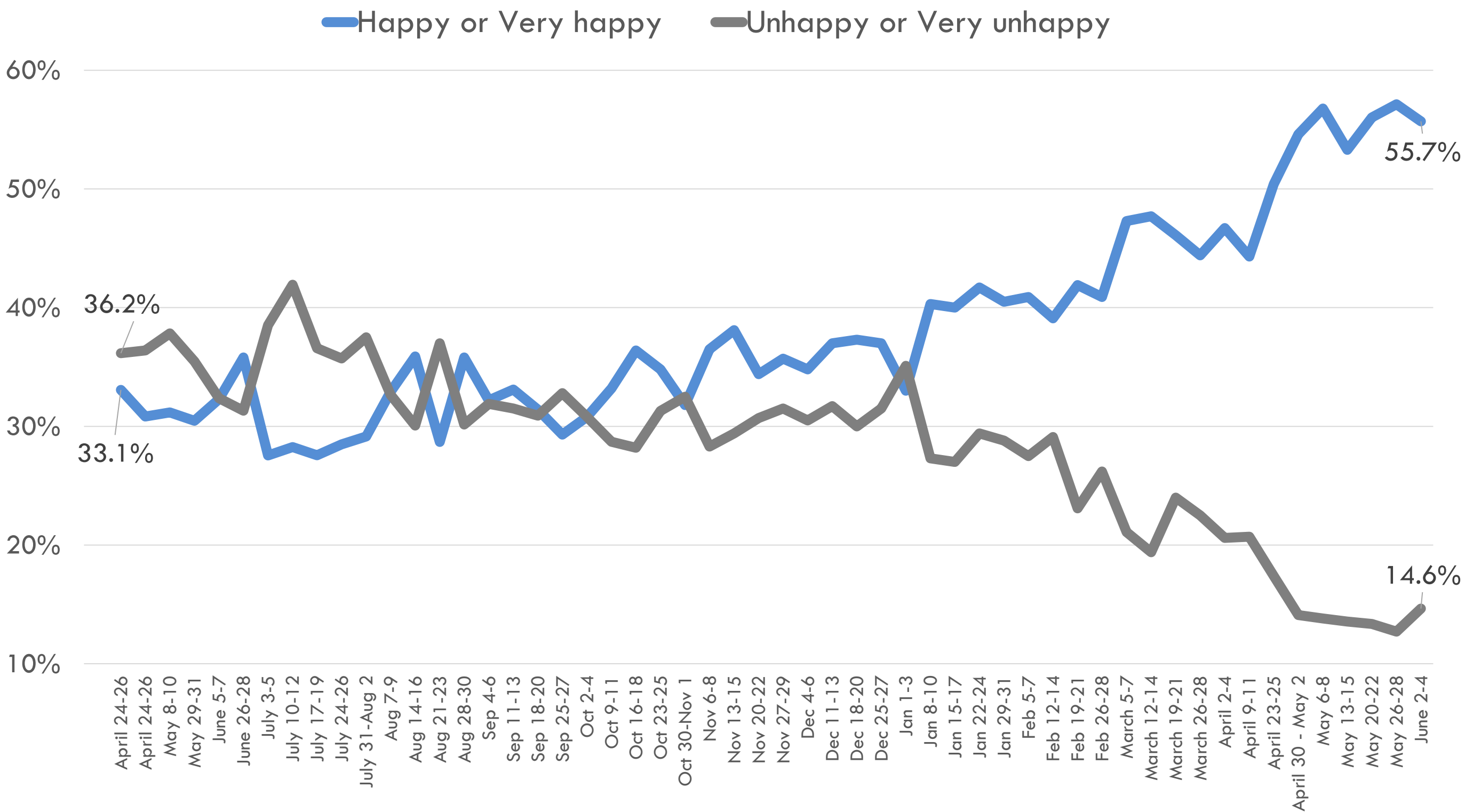
# FEELINGS SEEING AN AD PROMOTING TOURISM TO COMMUNITY

**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?

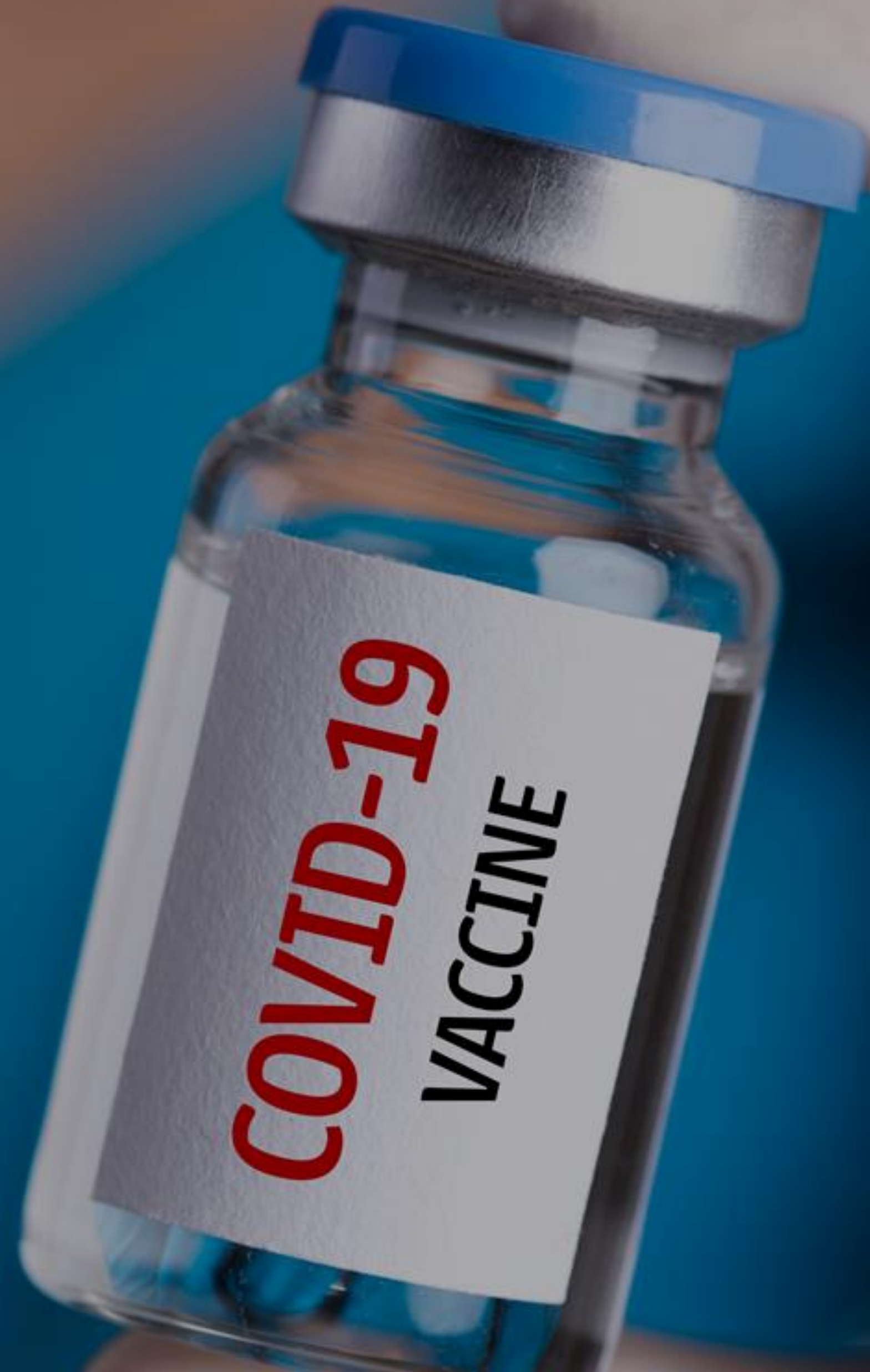


(Base: Waves 7-9, 12-13 and 16-65. All respondents, 1,198 1,199, 1,250, 1,203, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206, 1,202, 1,210, 1,215, 1,206, 1,205, 1,208, 1,201, 1,215 and 1,217 completed surveys.)

Historical data



# FEELINGS ABOUT COVID-19 VACCINES

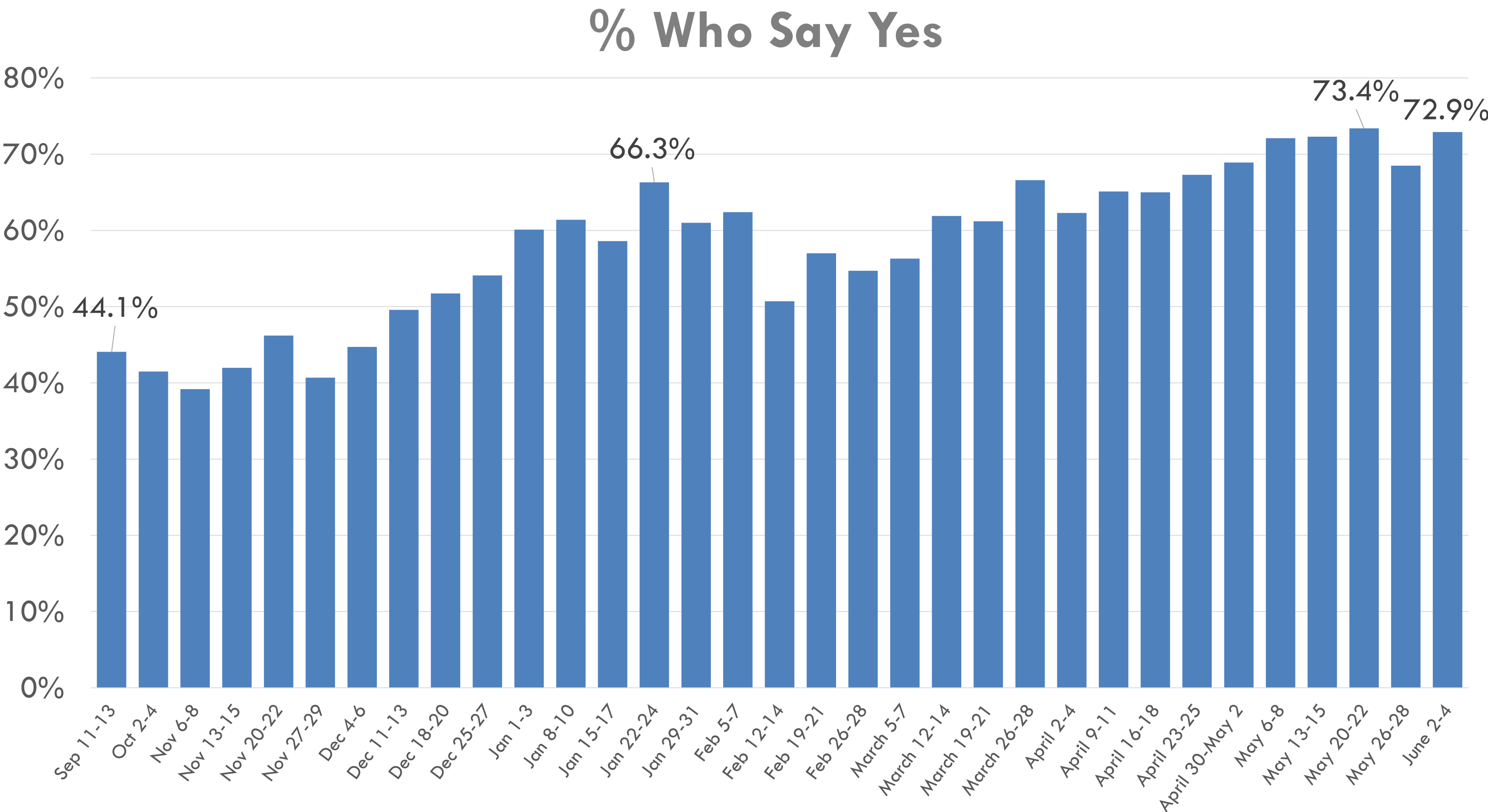




# EXPECTATIONS TO TAKE A COVID-19 VACCINE

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

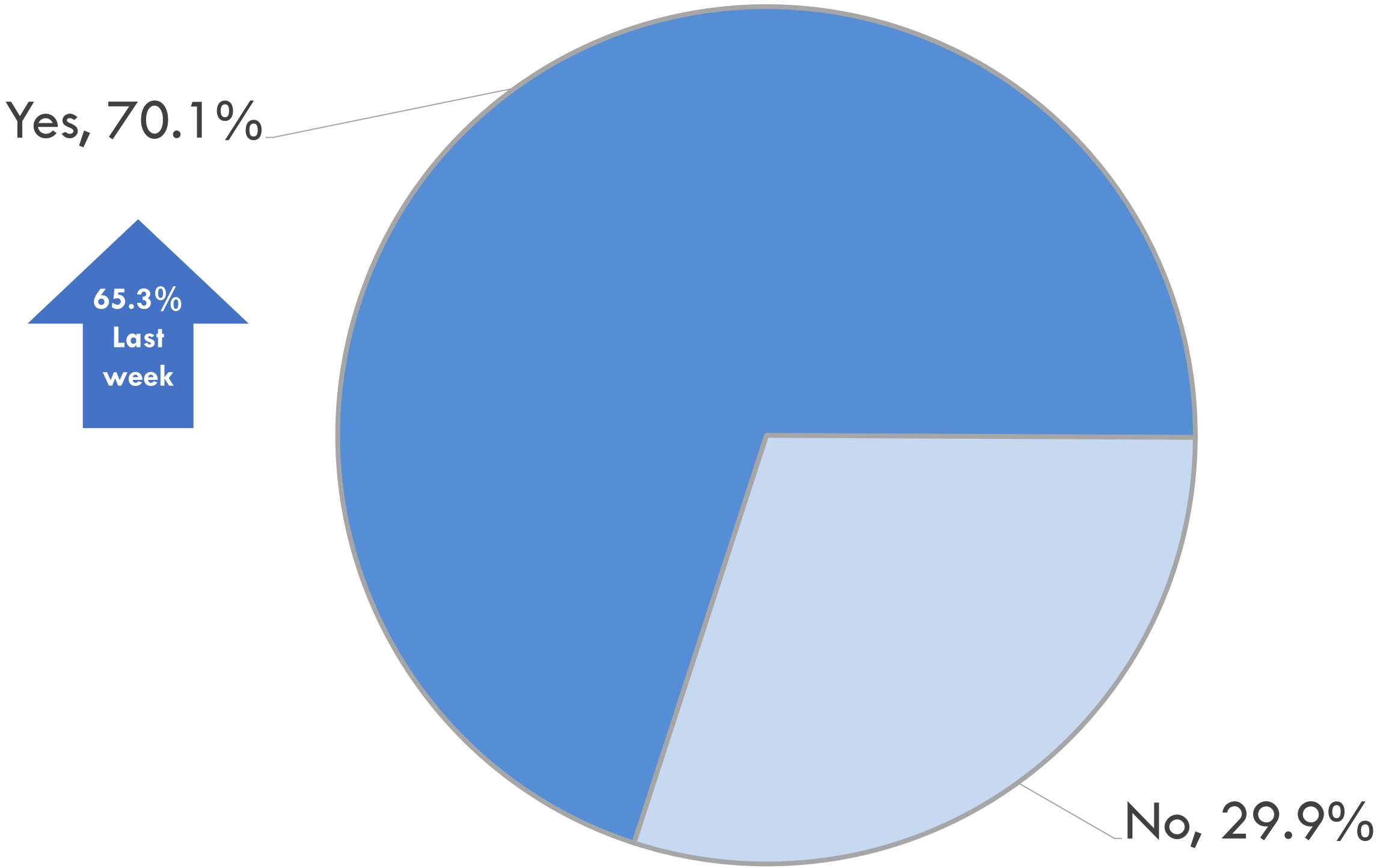
(Base: Waves 27, 30, 35-65 data. All respondents, 1,205, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206, 1,202, 1,210, 1,217, 1,206, 1,205, 1,208, 1,201, 1,215 and 1,217 completed surveys.)



# PERSONALLY RECEIVED A COVID-19 VACCINE

**Question:** Have you personally received a COVID-19 vaccine?

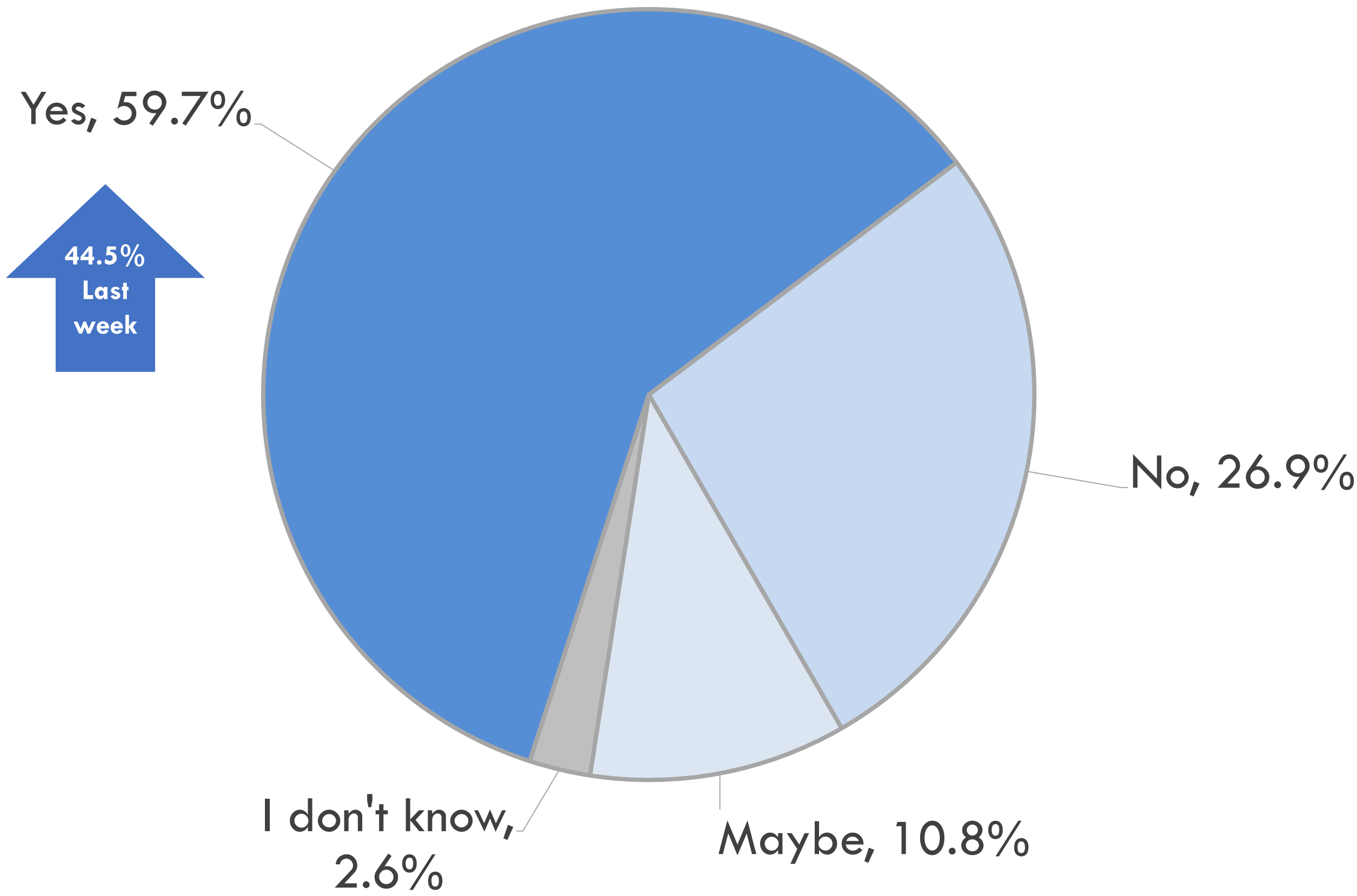
*(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)*



# VACCINES FOR CHILDREN

**Question:** Will you or have you had your children take a COVID-19 vaccine?

(Base: Wave 65 data. All respondents with school-aged children, 450 completed surveys. Data collected June 2-4, 2021)





A collection of travel-related items is arranged on a dark teal background. On the left is a white model of a commercial airplane. In the center-right is a dark red passport. Below the passport is a light blue surgical face mask. To the right of the mask are two boarding passes; the top one is from United Airlines, showing flight 22D from London to New York. Overlaid on these items is the text "TRAVEL PLANNING IN THE PAST WEEK" in a bold, white, sans-serif font.

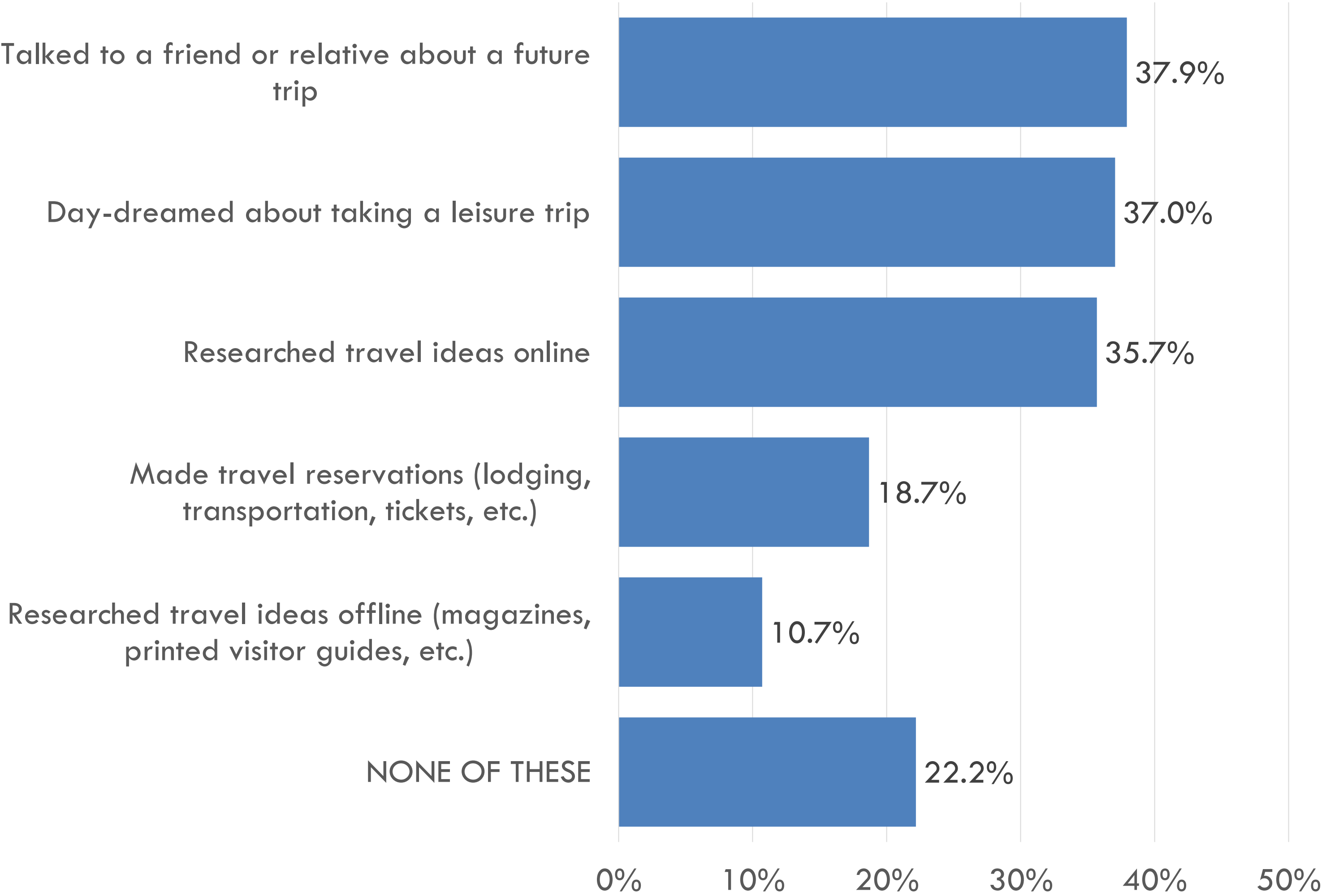
# TRAVEL PLANNING IN THE PAST WEEK

# 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

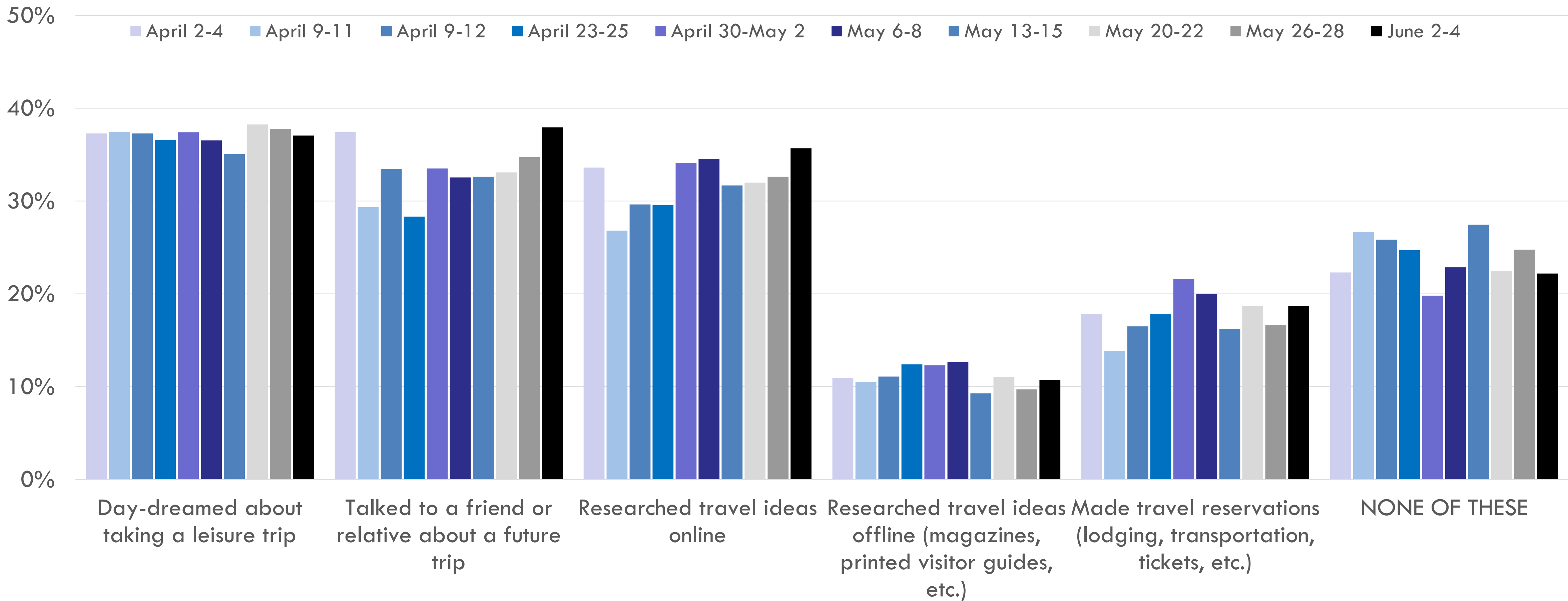
(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)



# 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 \_\_\_\_\_

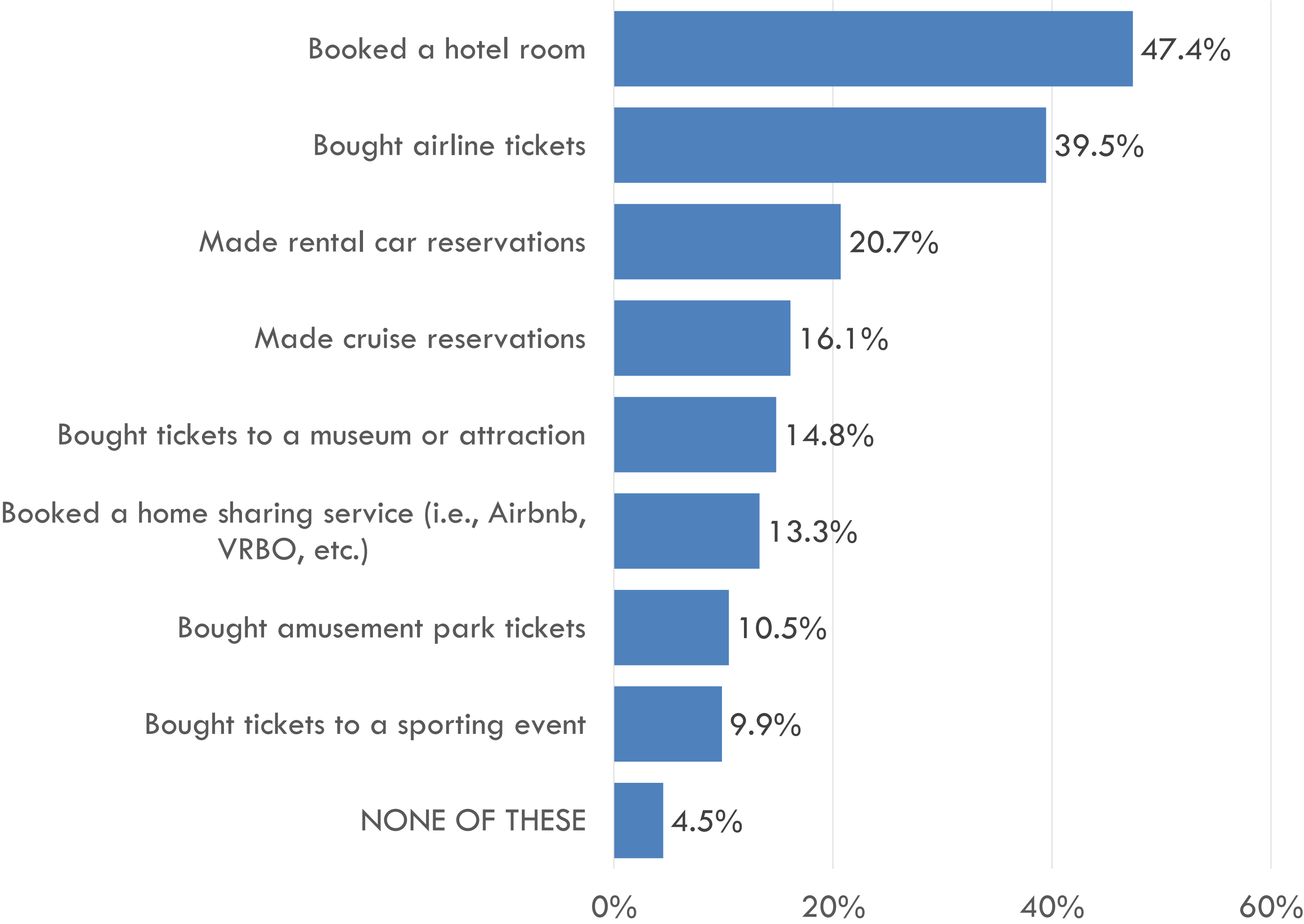





# TRAVEL RESERVATIONS MADE IN THE PAST WEEK

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

*(Base: Wave 65 data. Respondents who made travel reservations this week, 210 completed surveys. Data collected June 2-4, 2021)*





A collection of travel items including a black suitcase, a blue surgical mask, a small bottle of hand sanitizer, a straw hat, a pair of glasses, a blue shirt, a pair of jeans, and a pair of orange pants, all arranged on a light-colored, textured rug.

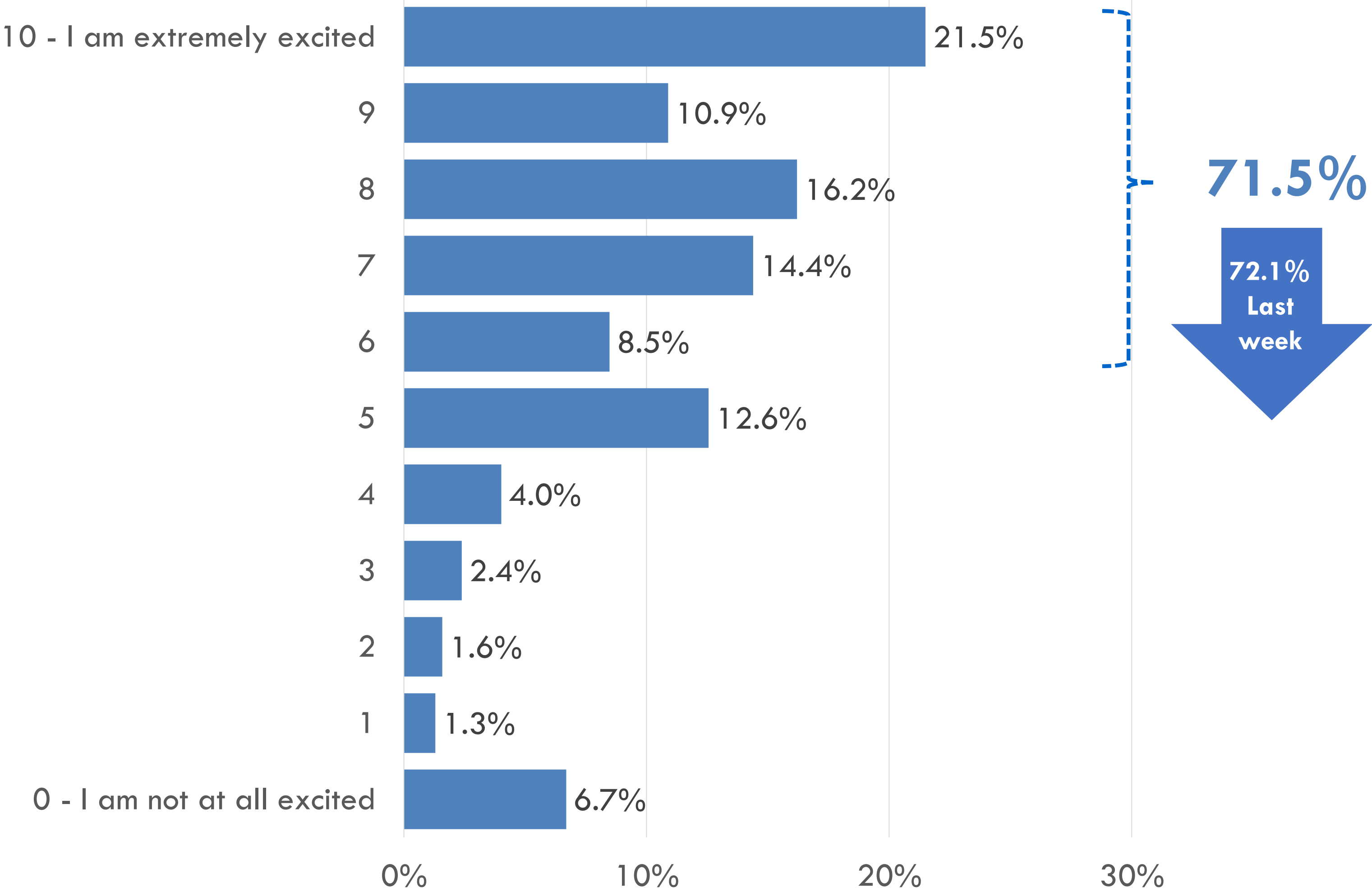
**TRAVEL IN 2021**



# 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: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)



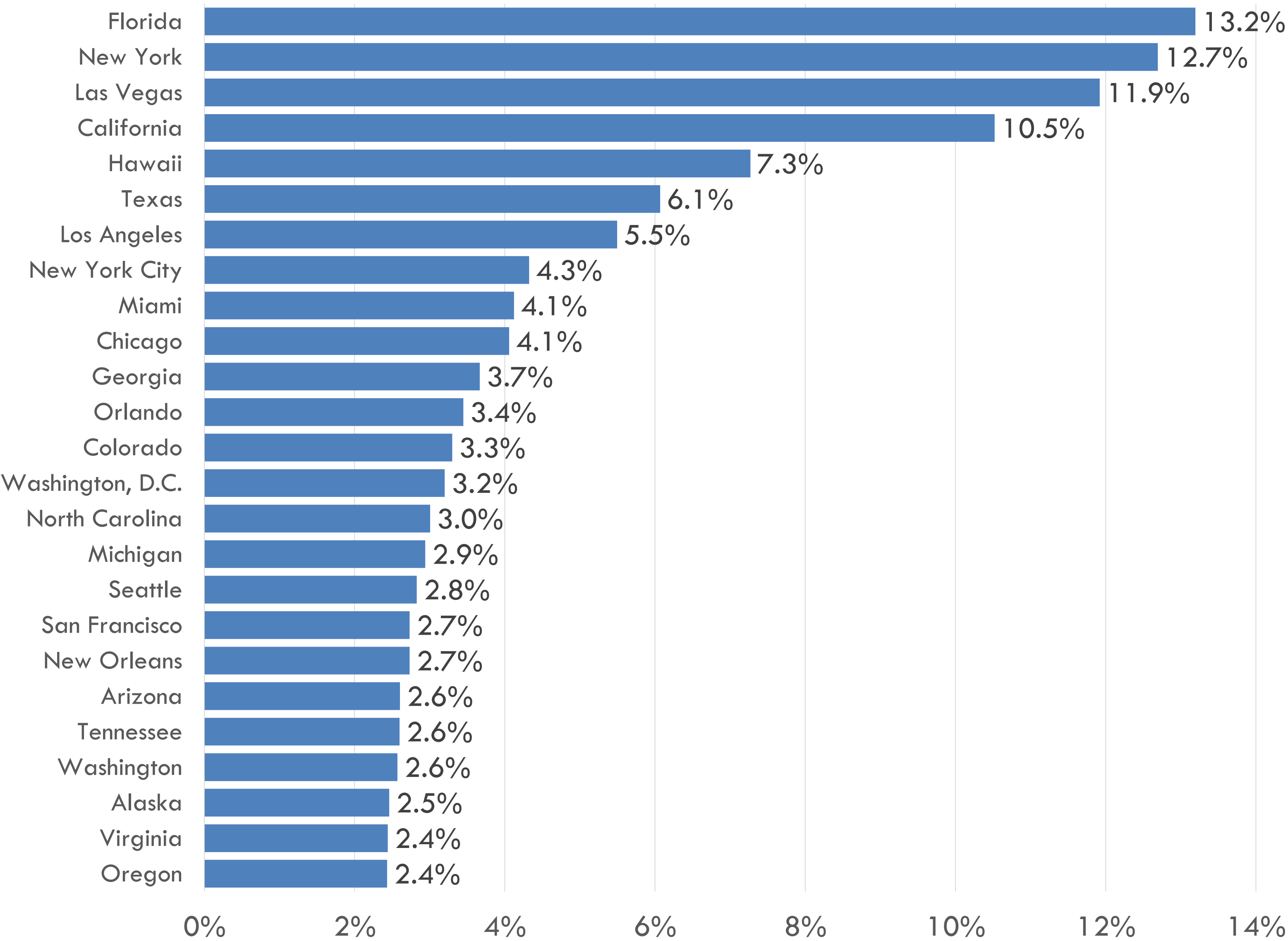


# MOST DESIRED DOMESTIC DESTINATIONS

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

**(Please only include destinations in the United States)**

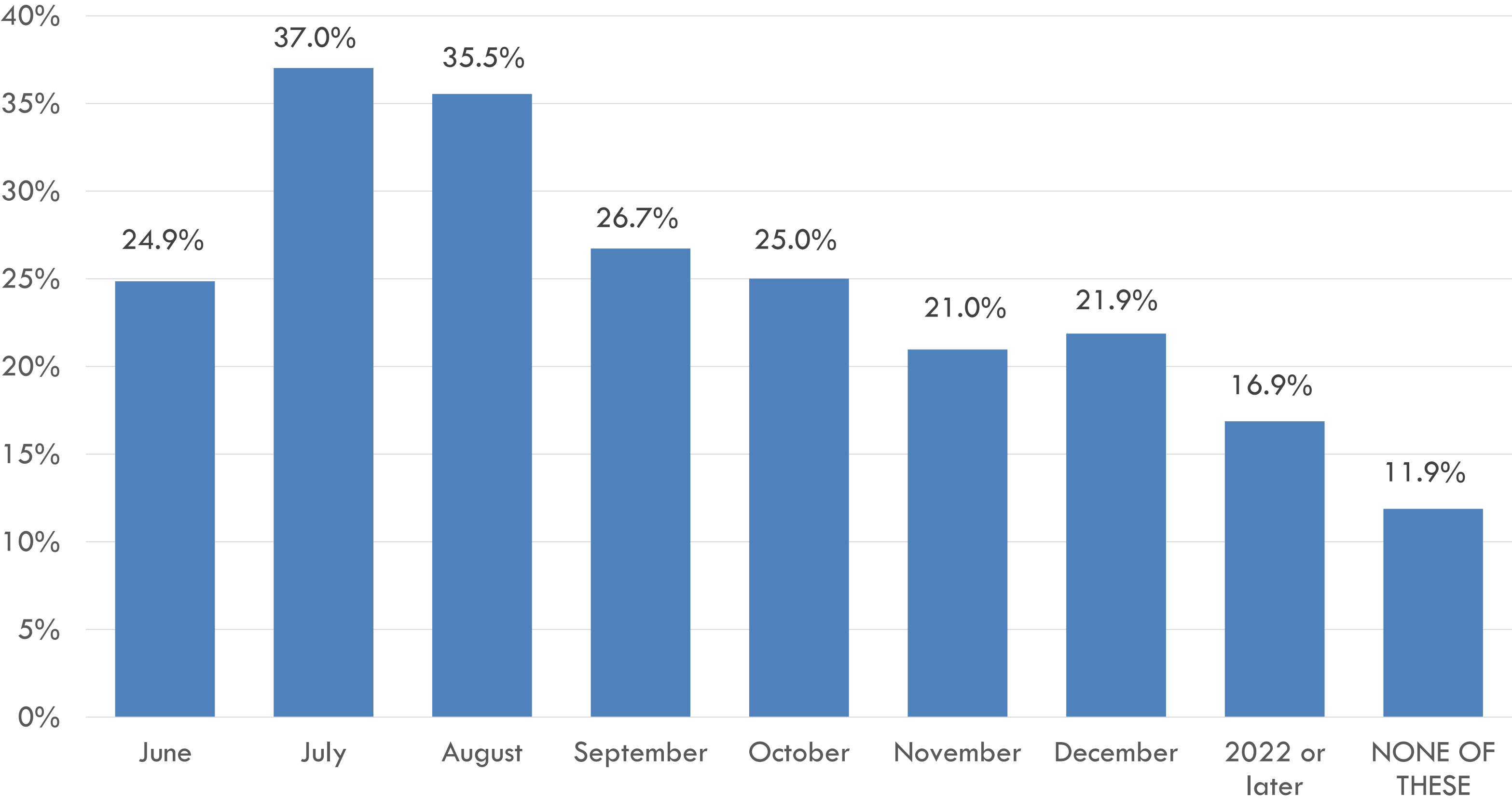
*(Base: Waves 65 data. All respondents, 1,012 completed surveys. Data collected June 2-4, 2021)*



# 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)

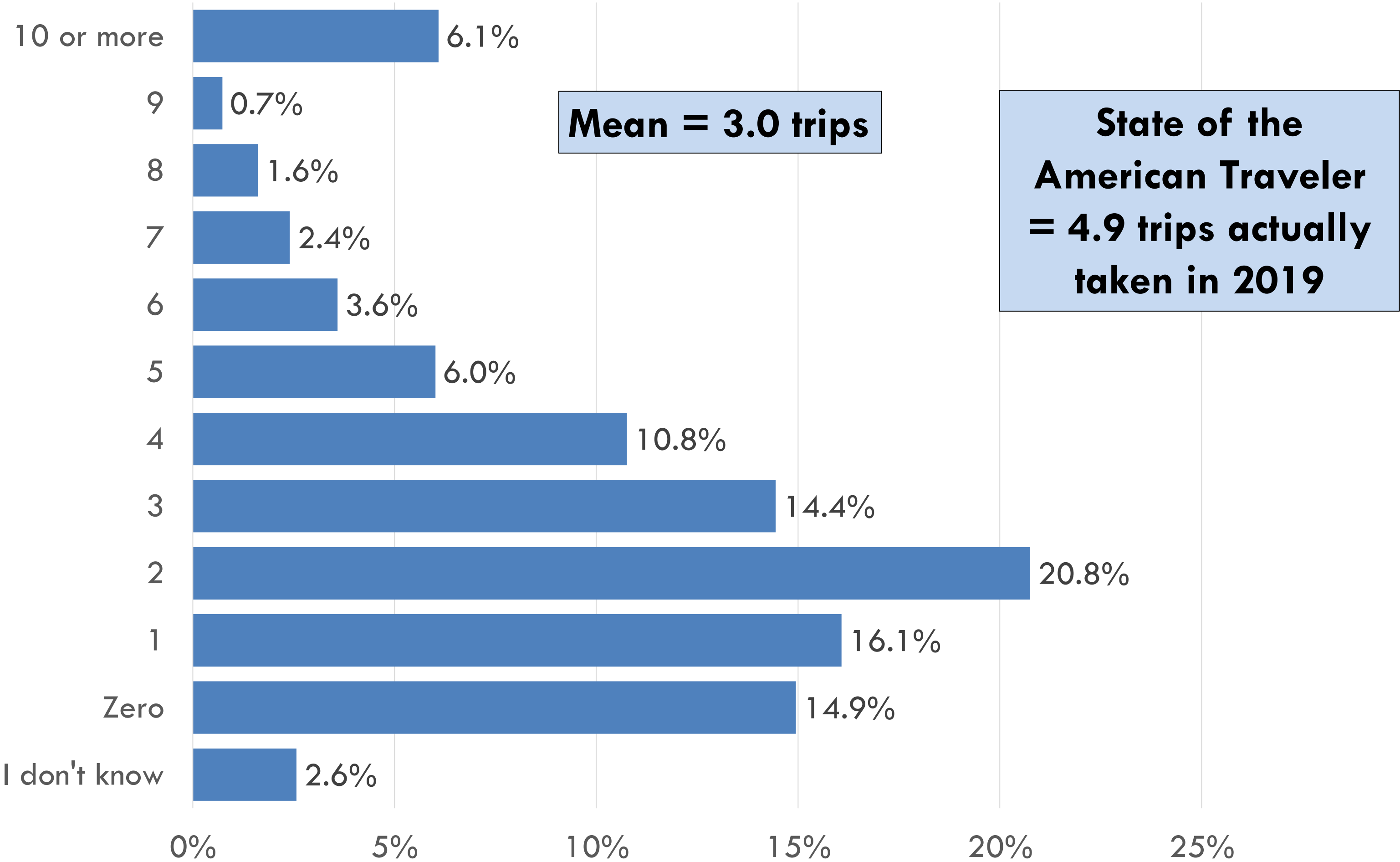
*(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)*



# 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 65 data. Respondents who have tentative plans to travel in 2021, 1,197 completed surveys. Data collected June 2-4, 2021)

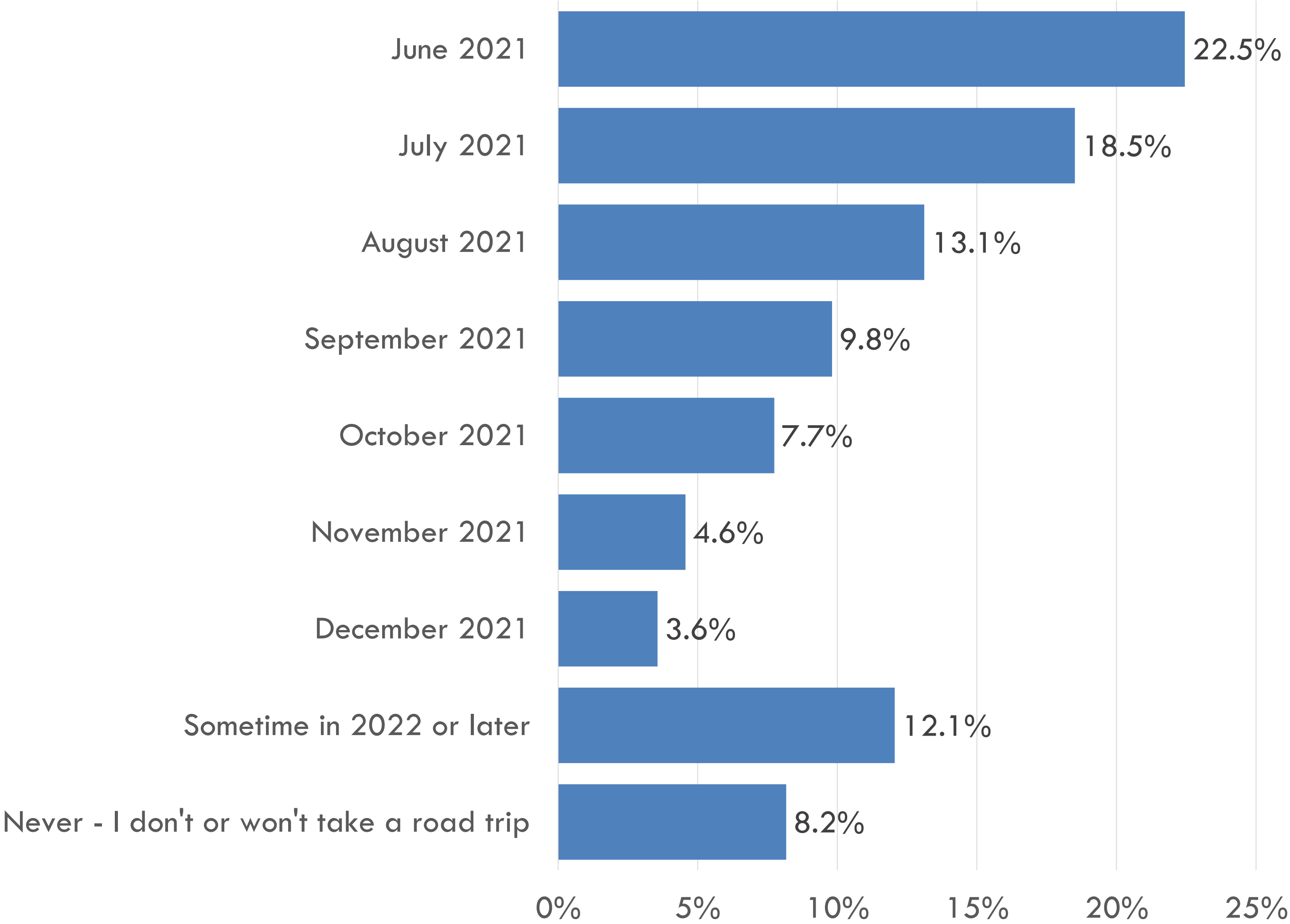




# MONTH OF NEXT ROAD TRIP

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

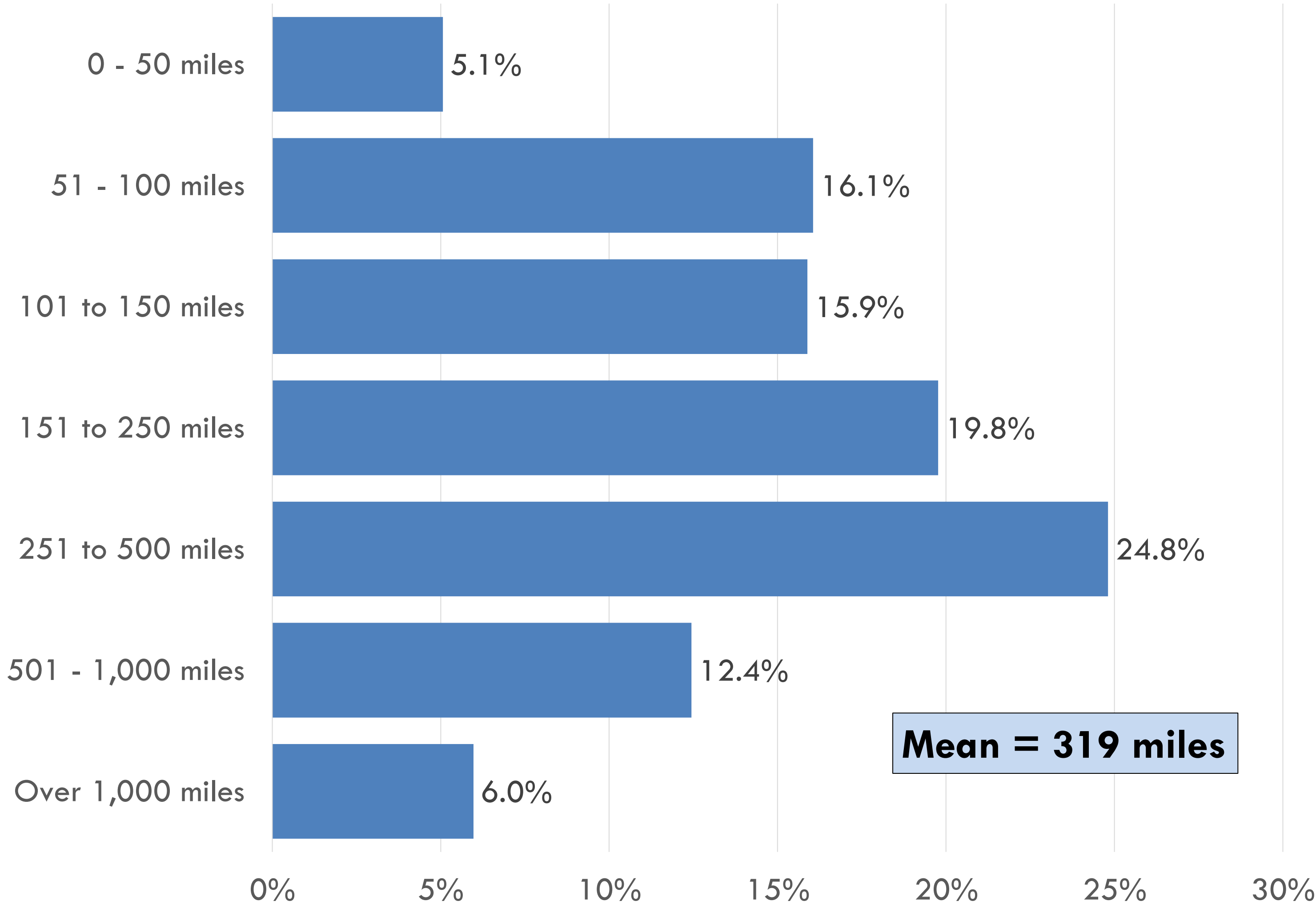
*(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)*



# NEXT ROAD TRIP: DISTANCE FROM HOME

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

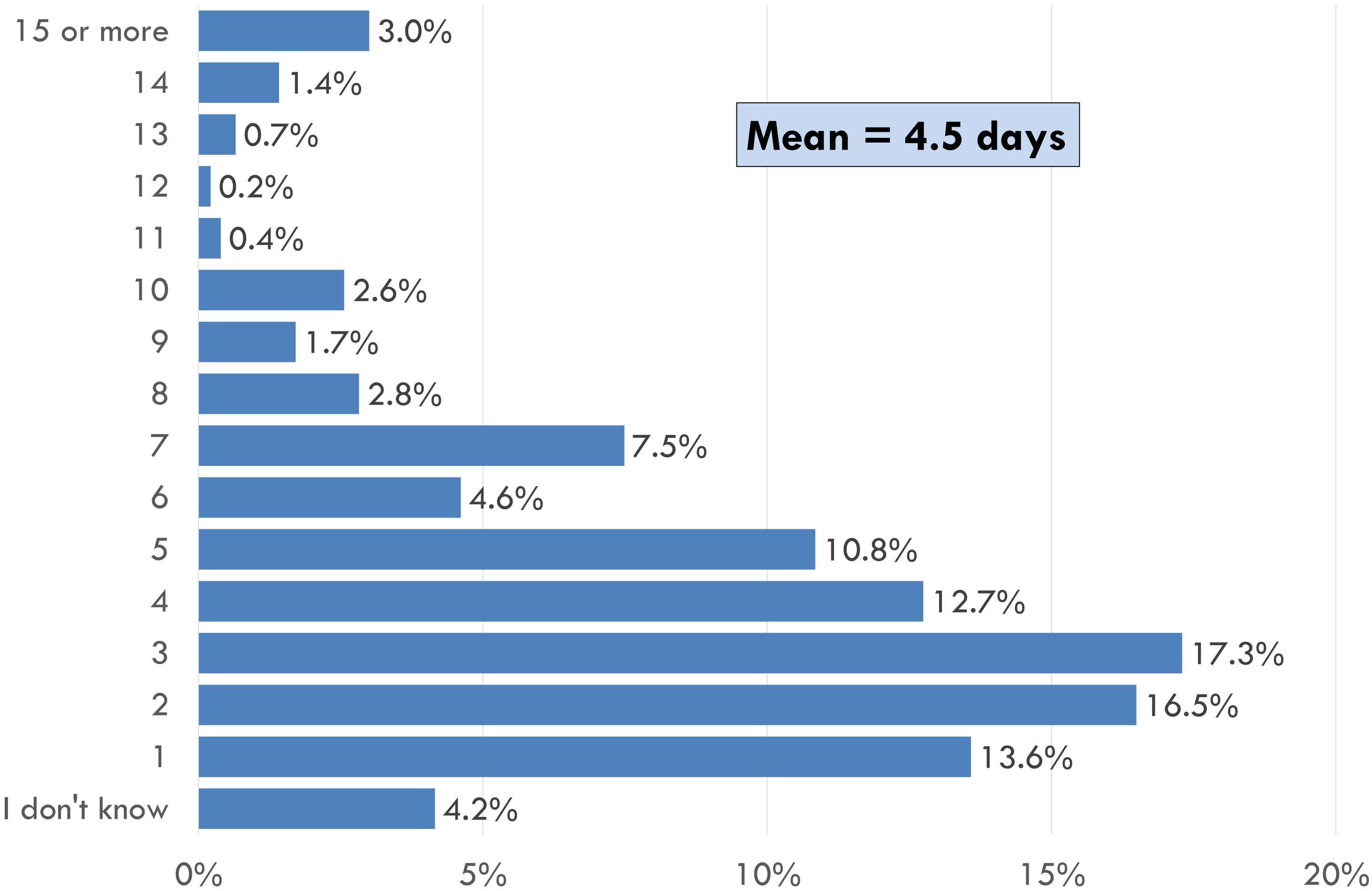
(Base: Wave 65 data. Respondents taking road trips, 1,127 completed surveys. Data collected June 2-4, 2021)



# 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 65 data. Respondents taking road trips, 1,082 completed surveys. Data collected June 2-4, 2021)

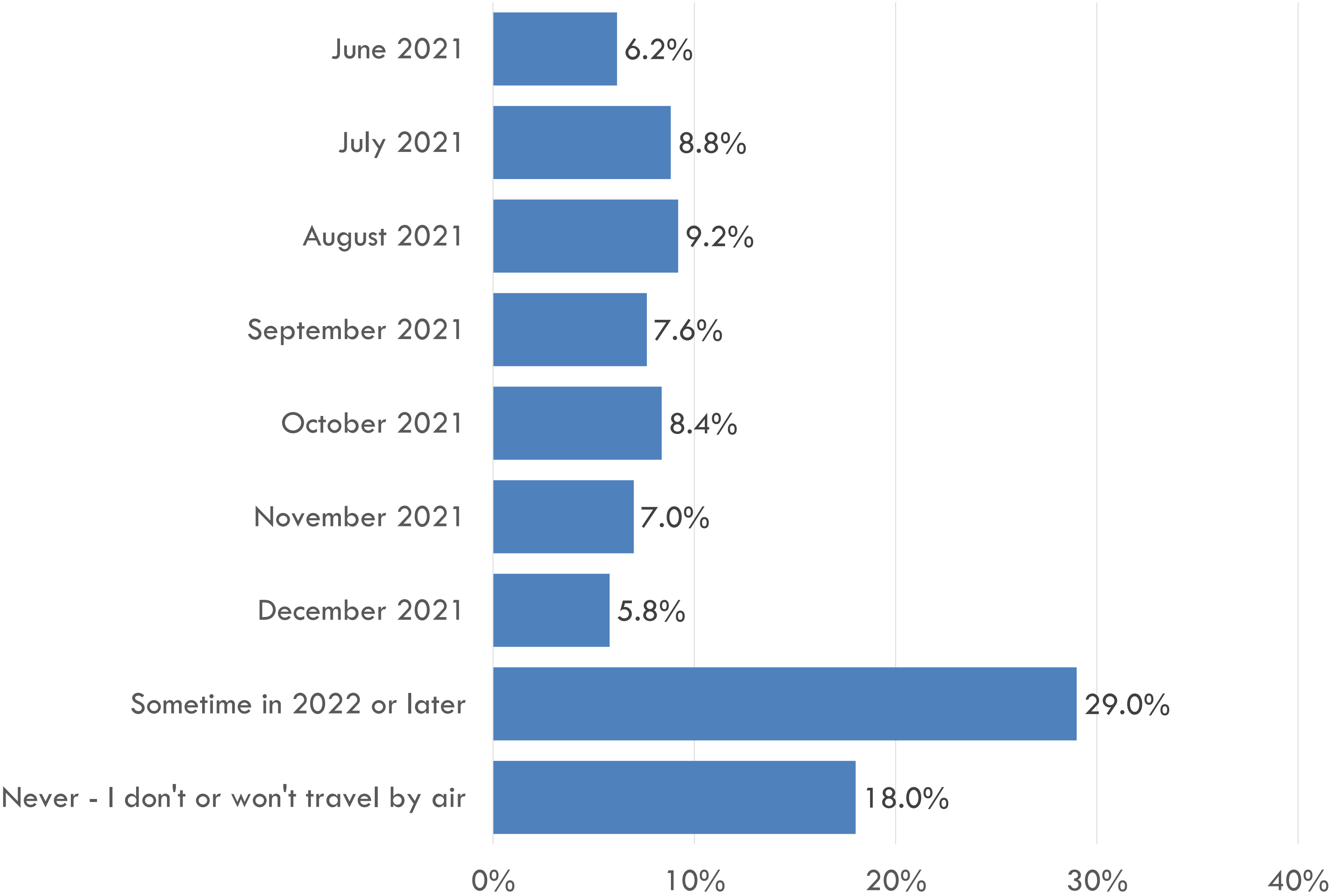




# MONTH OF NEXT COMMERCIAL AIRLINE FLIGHT

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

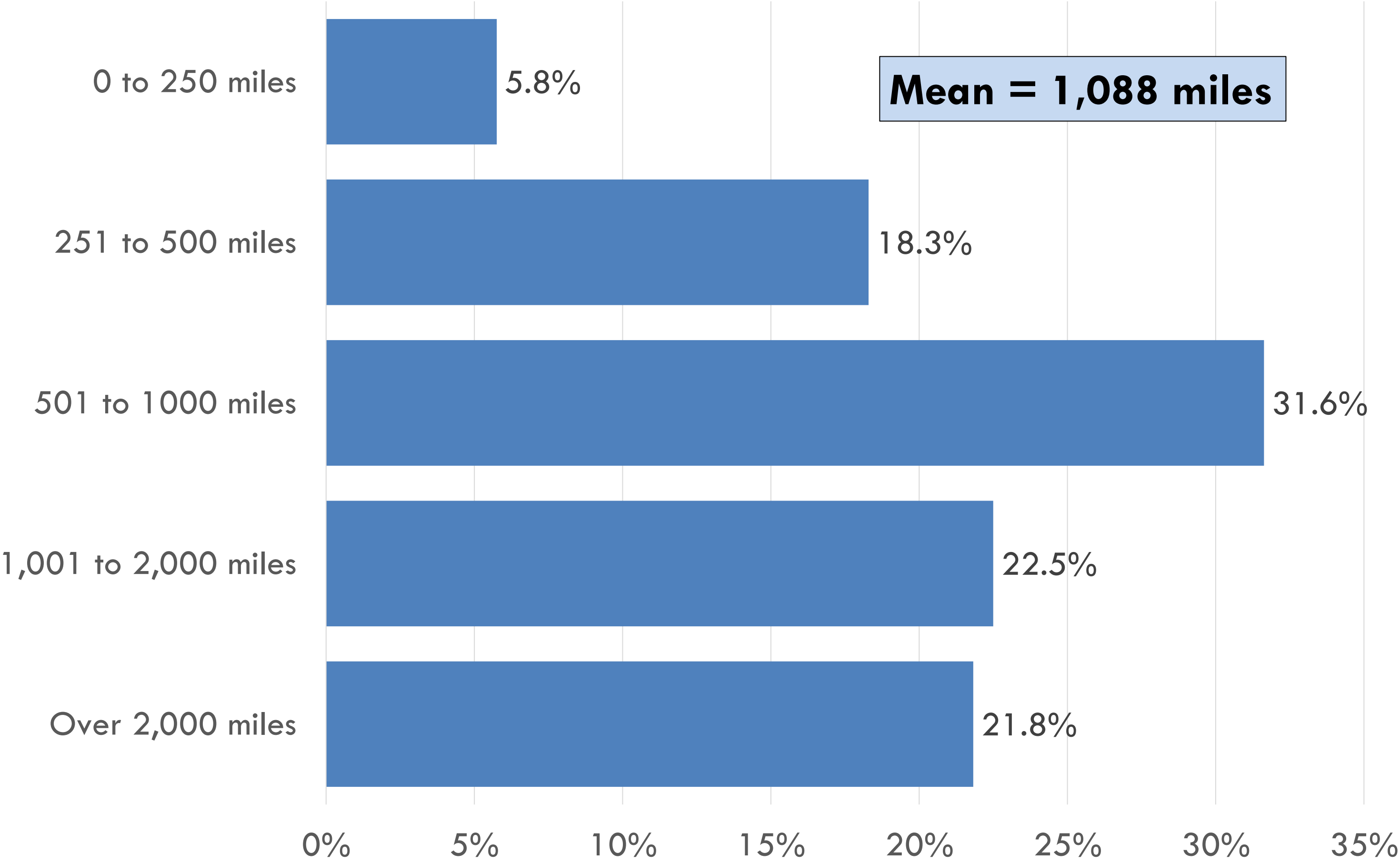
*(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)*



# 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?

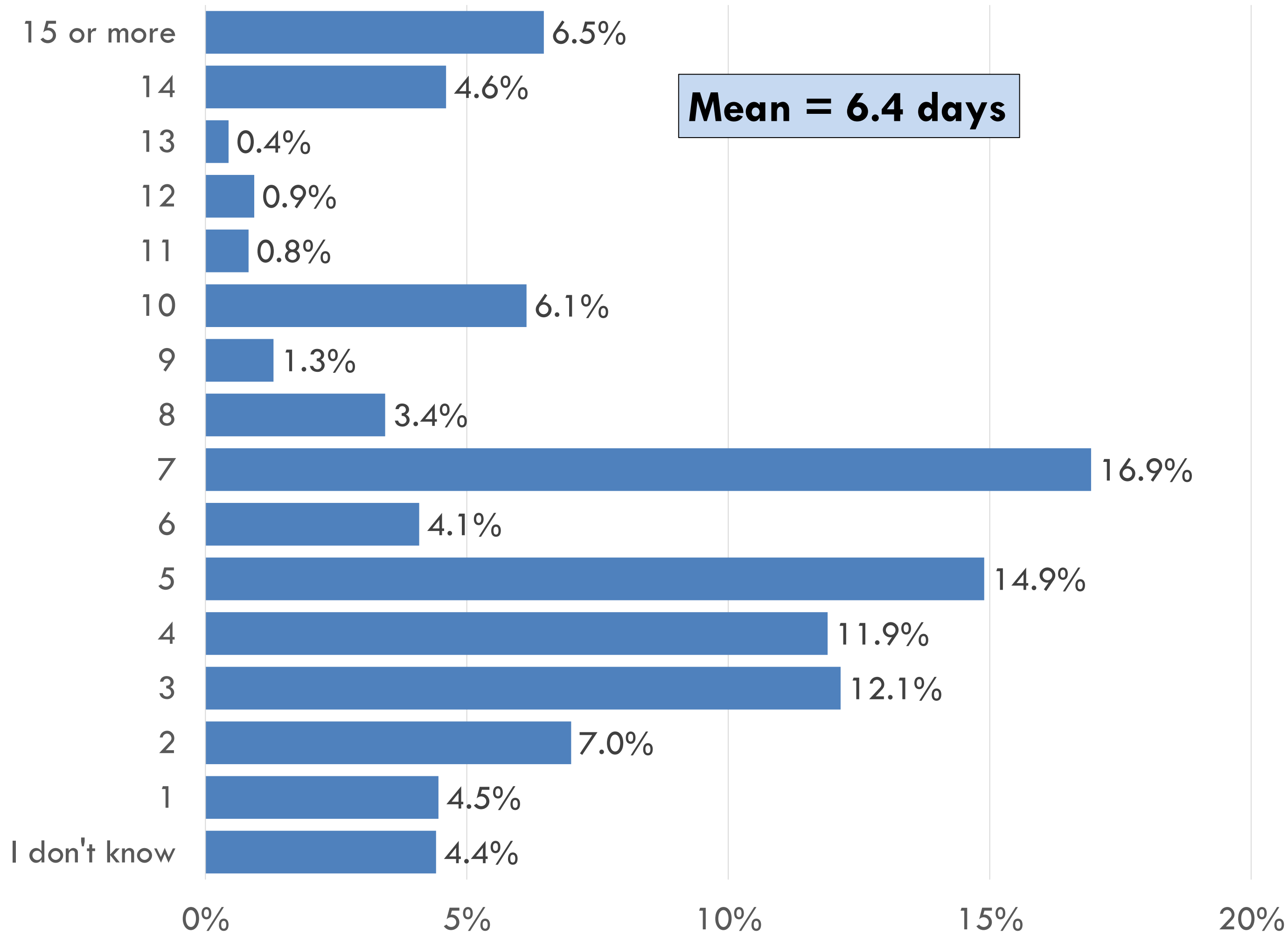
(Base: Wave 65 data. Respondents taking commercial airline trips, 1,012 completed surveys. Data collected June 2-4, 2021)



# 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 65 data. Respondents taking commercial airline trips, 971 completed surveys. Data collected June 2-4, 2021)





A man in a dark sweater and blue jeans is crouching on a rocky mountain peak, looking through binoculars. The background features a vast mountain range with green and brown slopes, and a blue sky with scattered white clouds. The text "TRAVEL IN THE NEXT 3 MONTHS" is overlaid in the center.

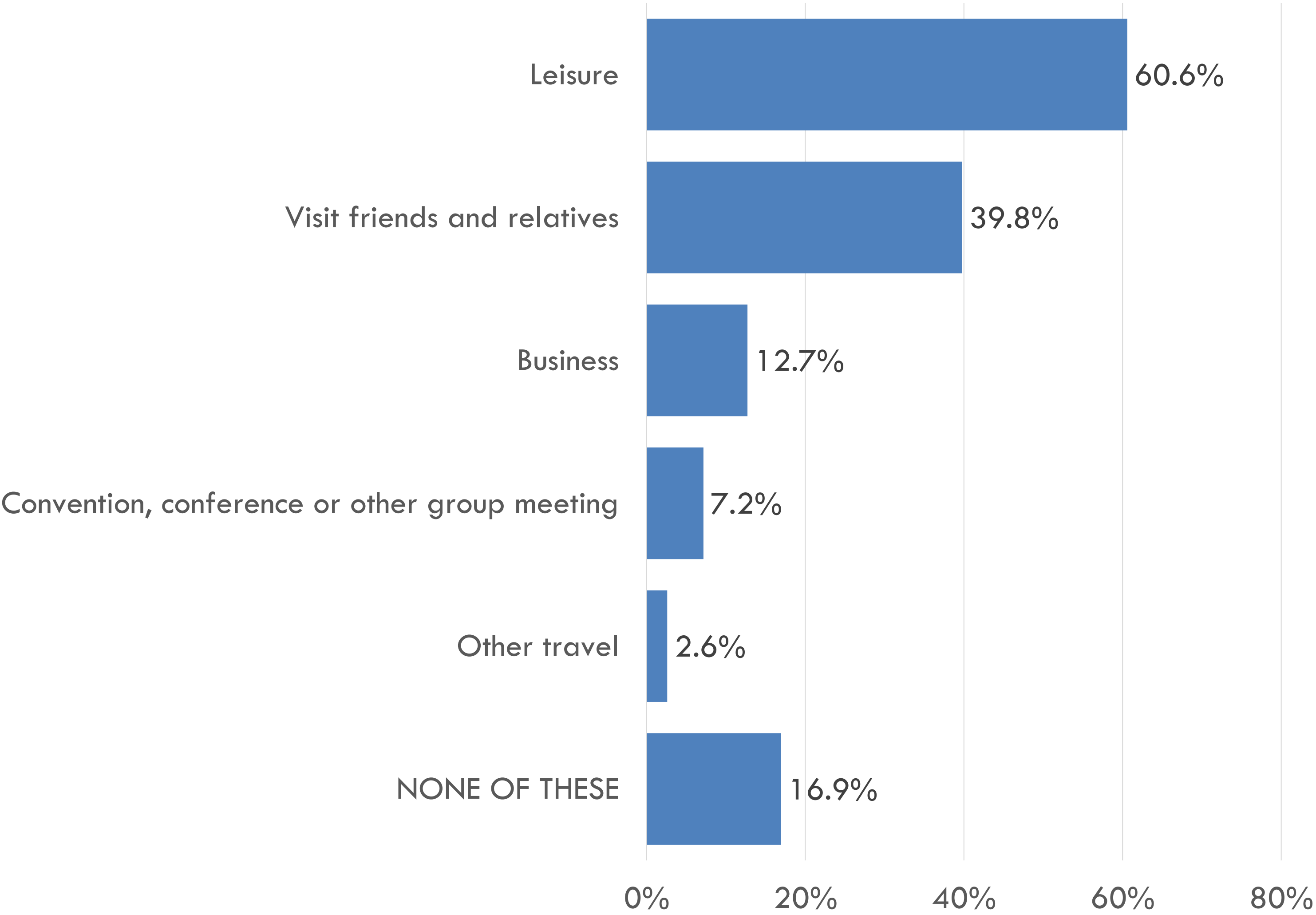
# TRAVEL IN THE NEXT 3 MONTHS



# 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 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)

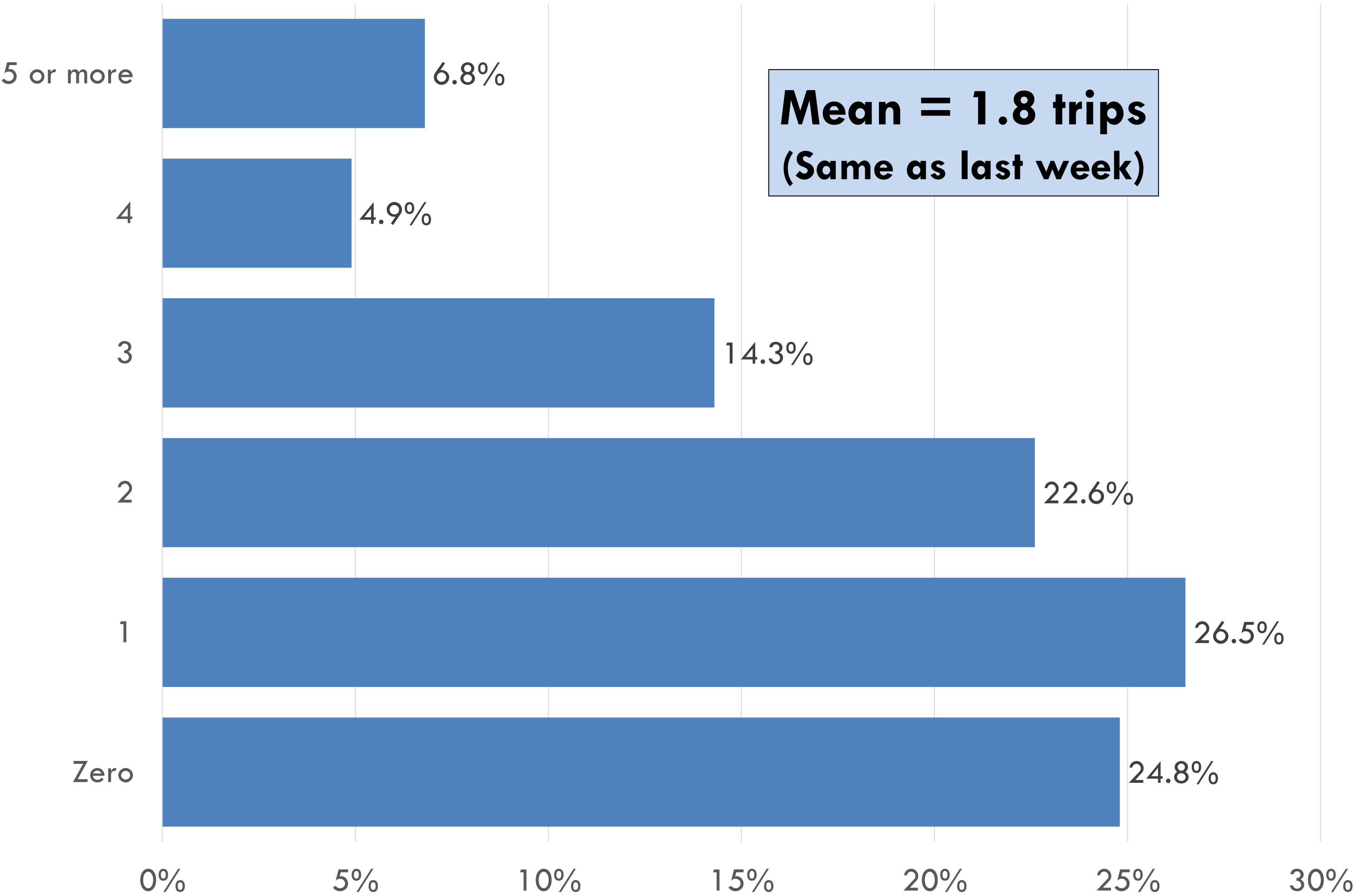


# LEISURE TRIPS EXPECTED (NEXT 3 MONTHS)

**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 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)

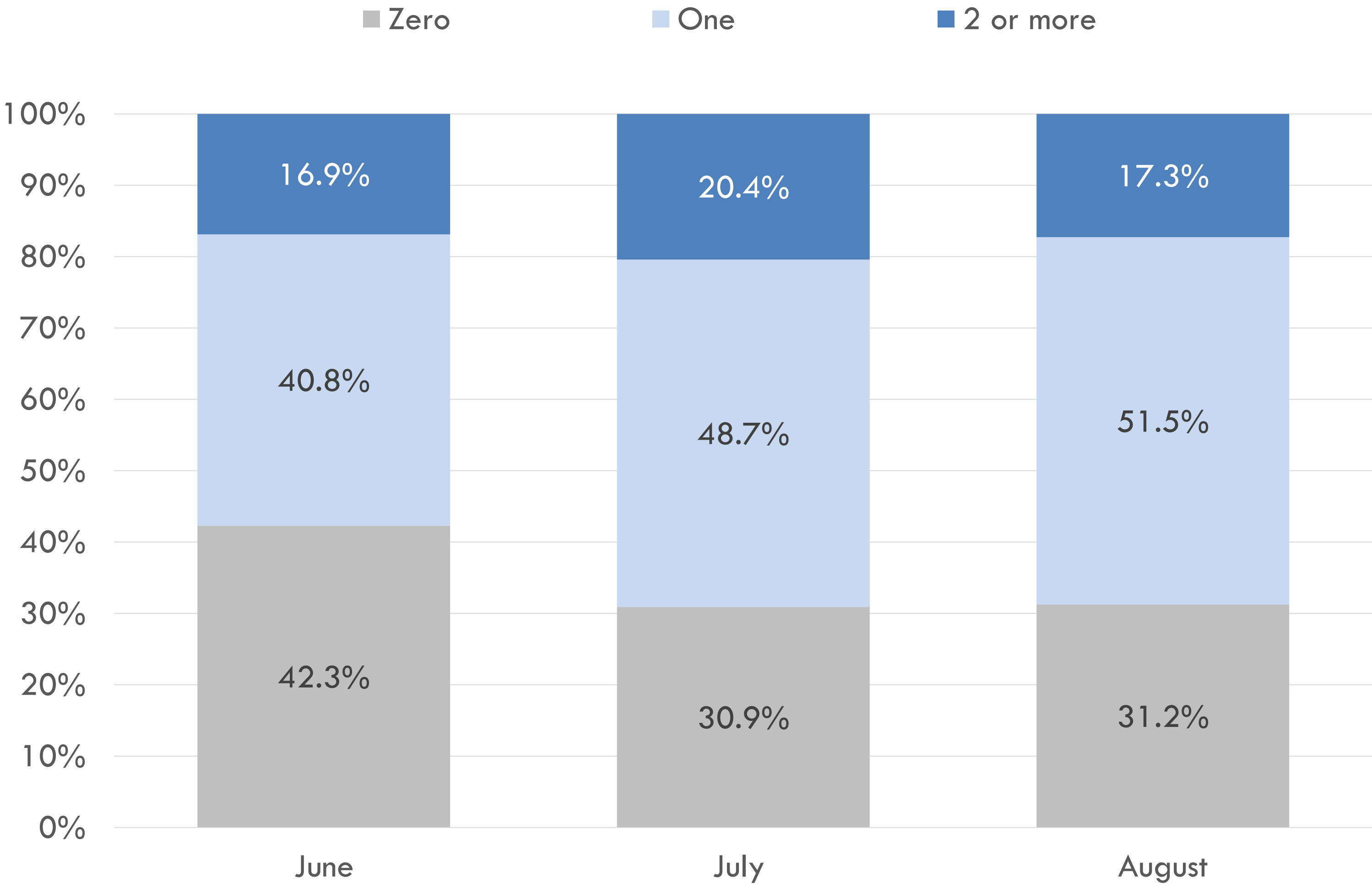




# LEISURE TRIPS EXPECTED (BY MONTH)

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

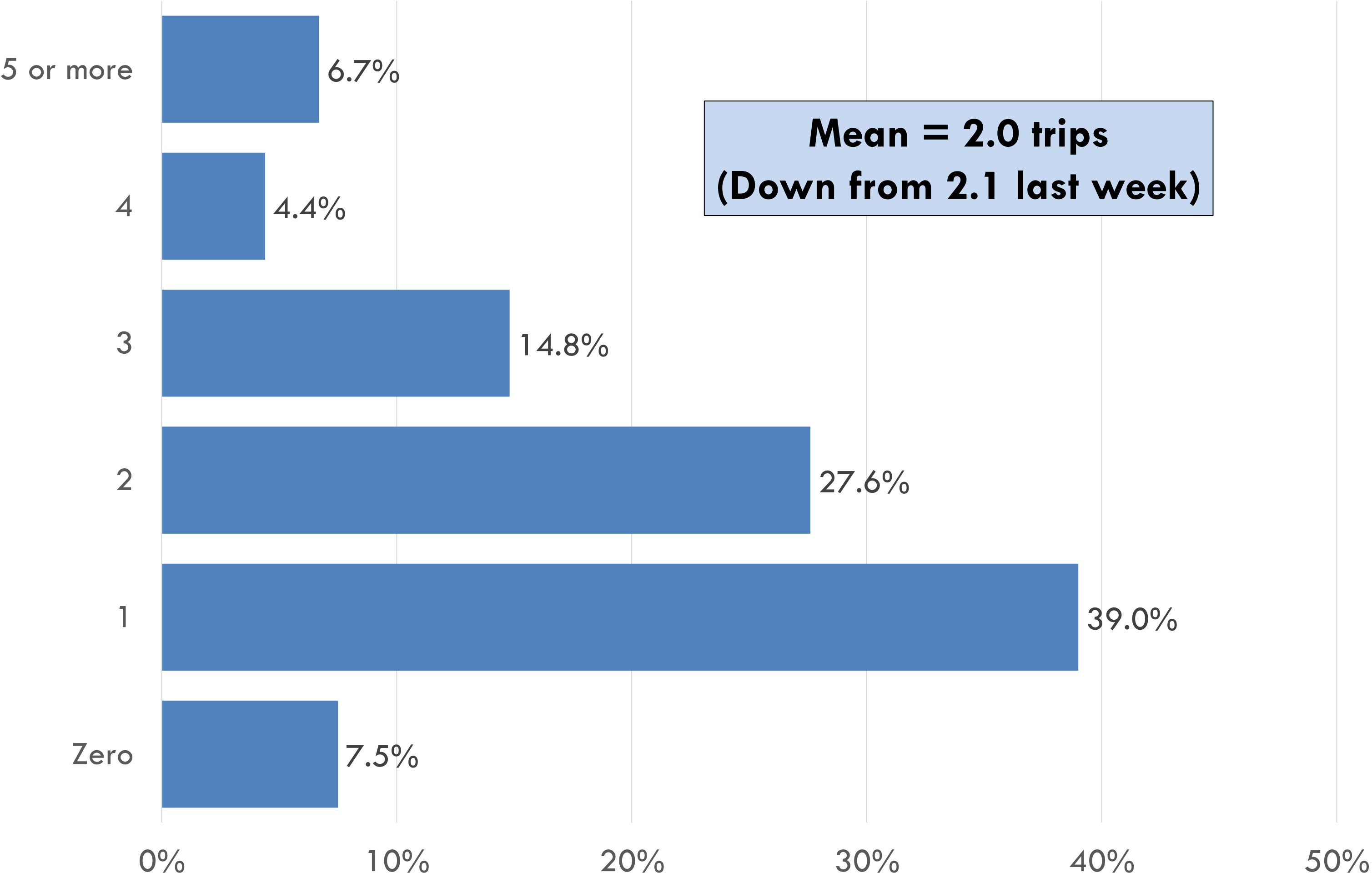
(Base: Wave 65 data. Respondents expecting to travel in the next three months, 916 completed surveys. Data collected June 2-4, 2021)



# 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)?

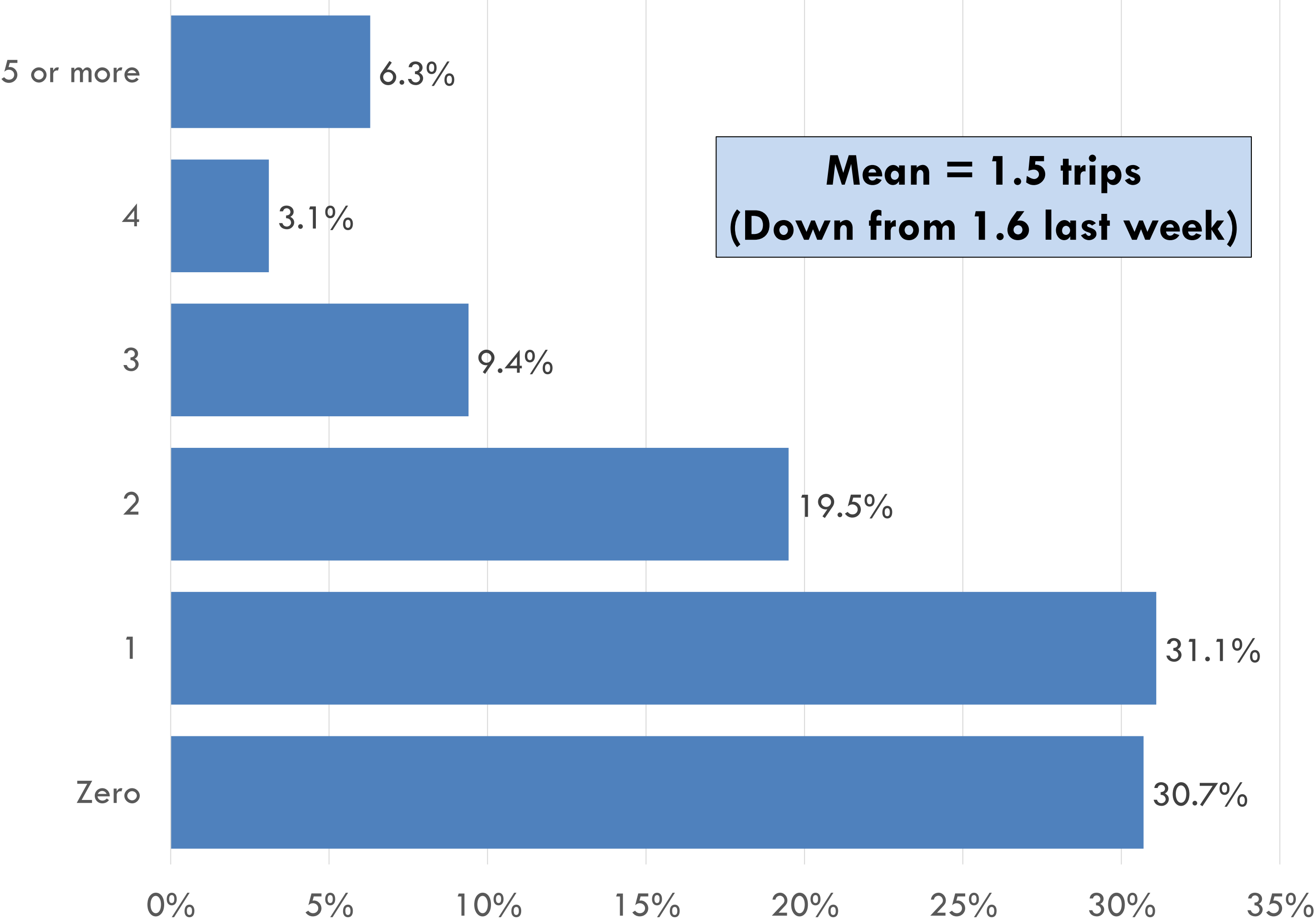
*(Base: Wave 65 data. Respondents expecting to travel in the next three months, 916 completed surveys. Data collected June 2-4, 2021)*



# 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 65 data. Respondents expecting to travel in the next three months, 916 completed surveys. Data collected June 2-4, 2021)*

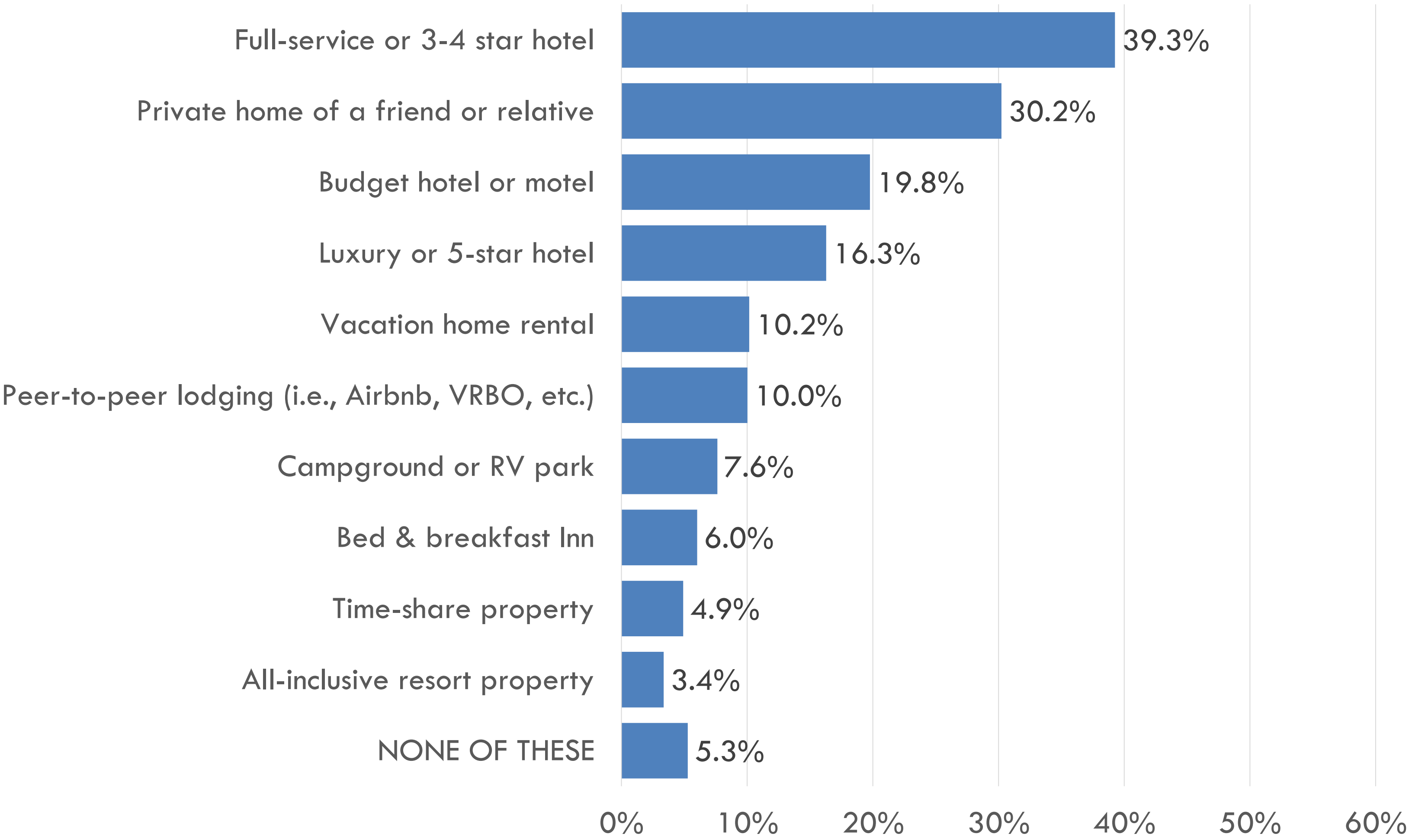




# EXPECTED PLACE OF STAY (NEXT 3 MONTHS)

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

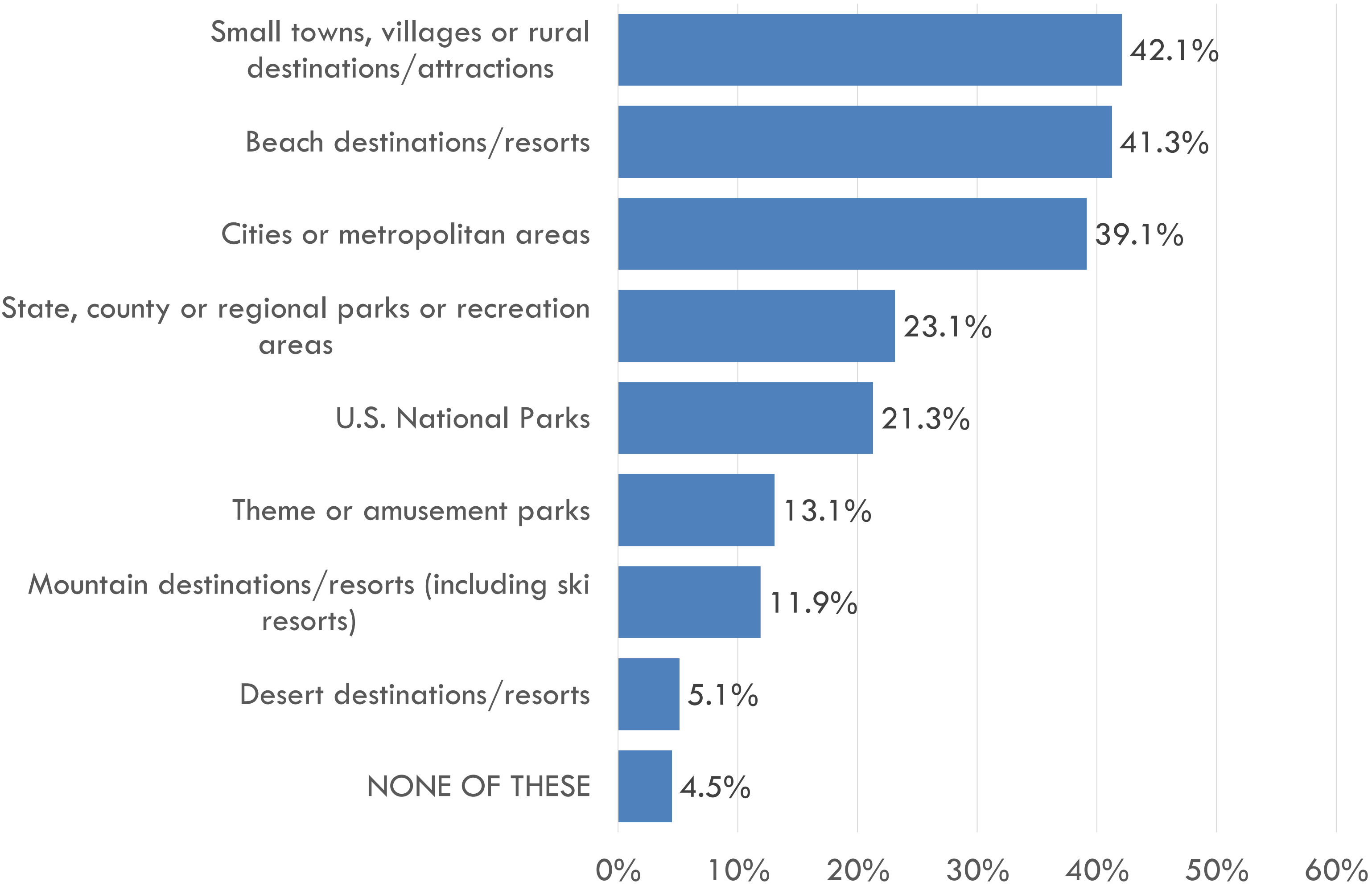
*(Base: Wave 65 data. Respondents expecting to travel in the next three months, 916 completed surveys. Data collected June 2-4, 2021)*



# DESTINATION TYPES EXPECTED (NEXT 3 MONTHS)

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

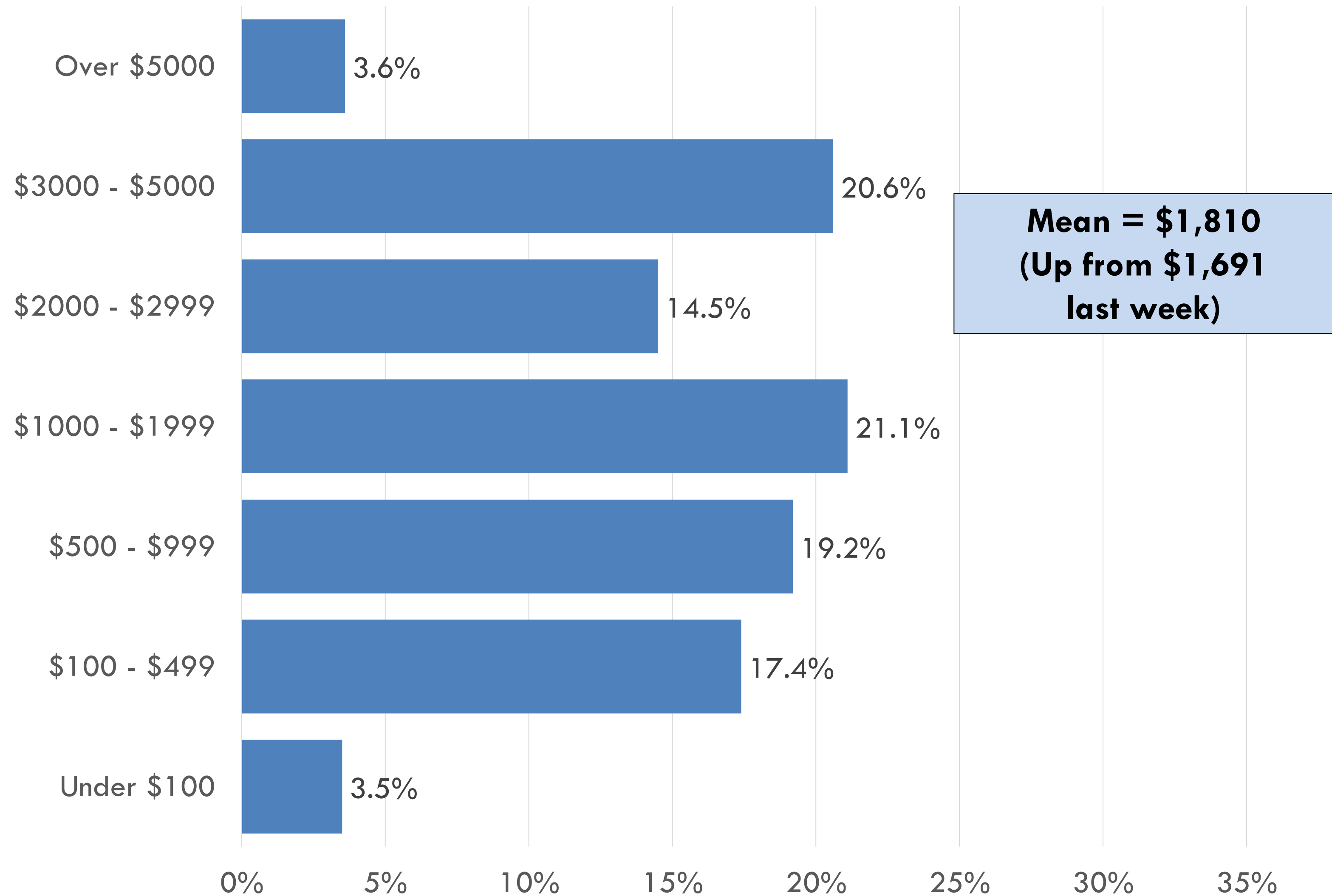
(Base: Wave 65 data. Respondents expecting to travel in the next three months, 916 completed surveys. Data collected June 2-4, 2021)



# 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 65 data. Respondents expecting to travel in the next three months, 859 completed surveys. Data collected June 2-4, 2021)





A large American flag is shown waving in the wind against a clear sky. The flag is partially obscured by a semi-transparent blue overlay. The text "MEMORIAL DAY TRAVEL" is centered over the flag. The background features a warm sunset or sunrise glow, with horizontal bands of orange, yellow, and red light visible through the flag's stripes.

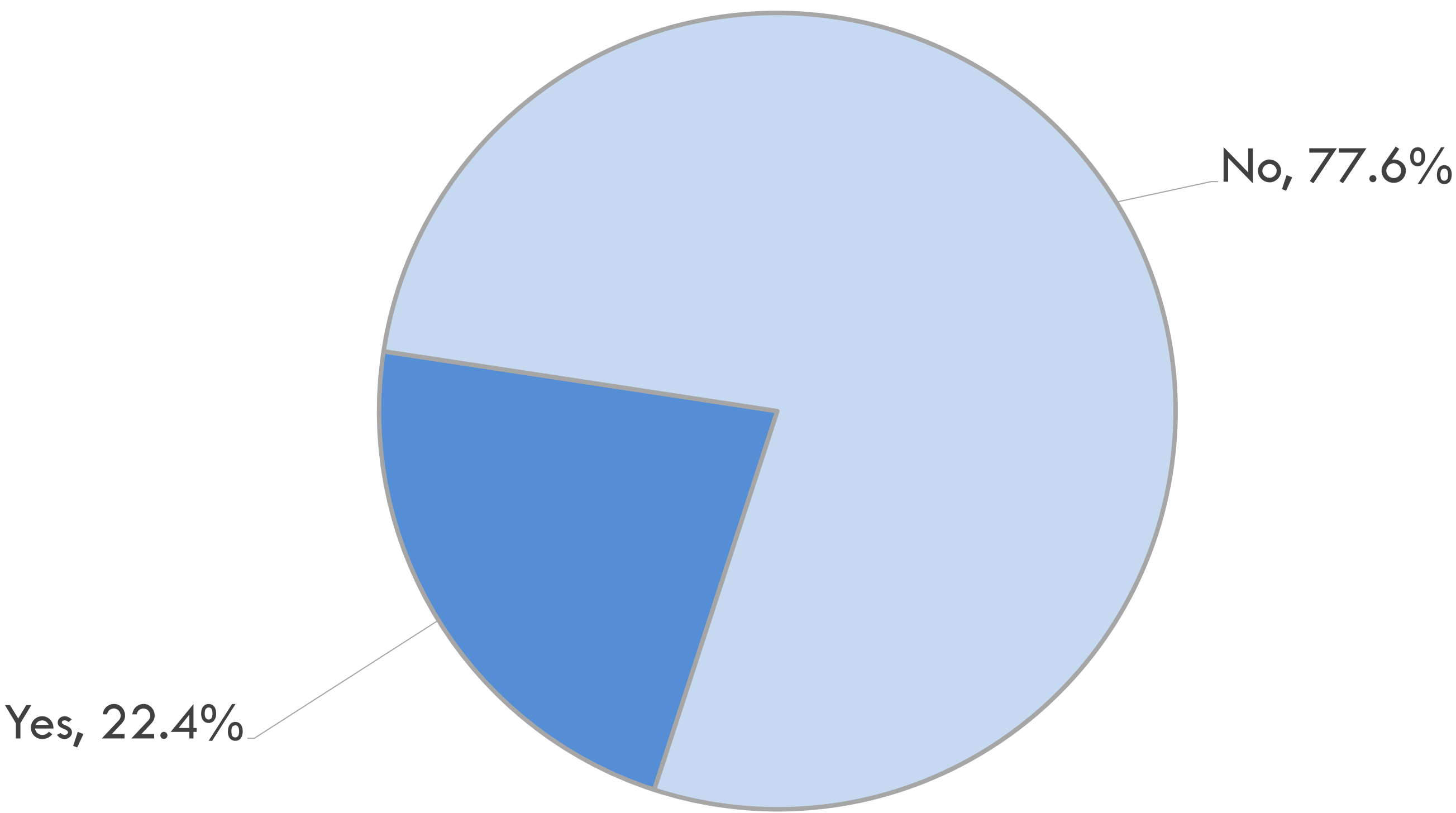
# **MEMORIAL DAY TRAVEL**



# TRAVEL OVER MEMORIAL DAY HOLIDAY

**Question:** Did you travel (50-miles or more away from home) over the Memorial Day holiday?

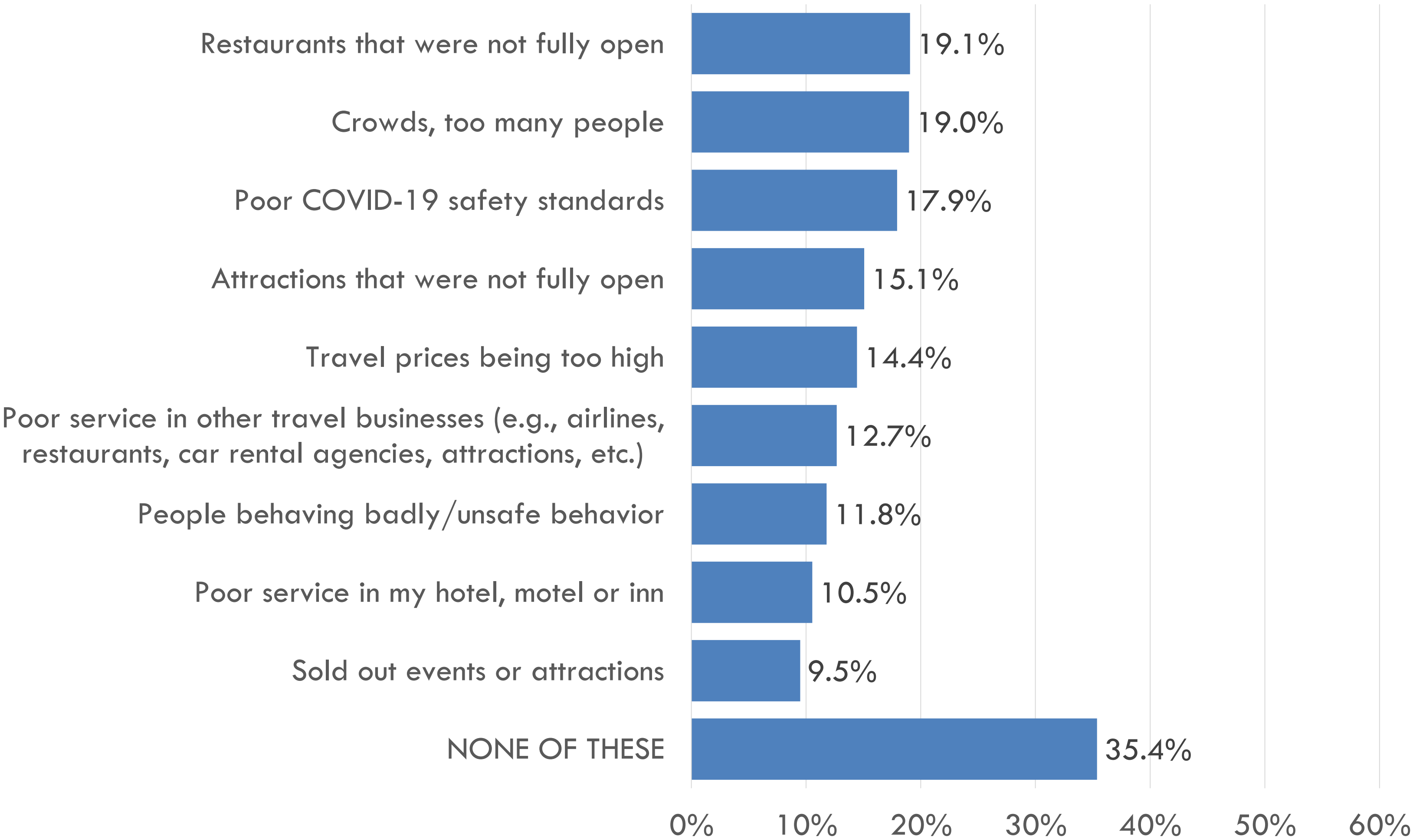
*(Base: Waves 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)*



# MEMORIAL DAY DESTINATION EXPERIENCE

**Question:** Which of the following (if any) did you experience on your Memorial Day trip? (Select all that apply)

(Base: Waves 65 data. Respondents who traveled over the Memorial Day Holiday, 272 completed surveys. Data collected June 2-4, 2021)



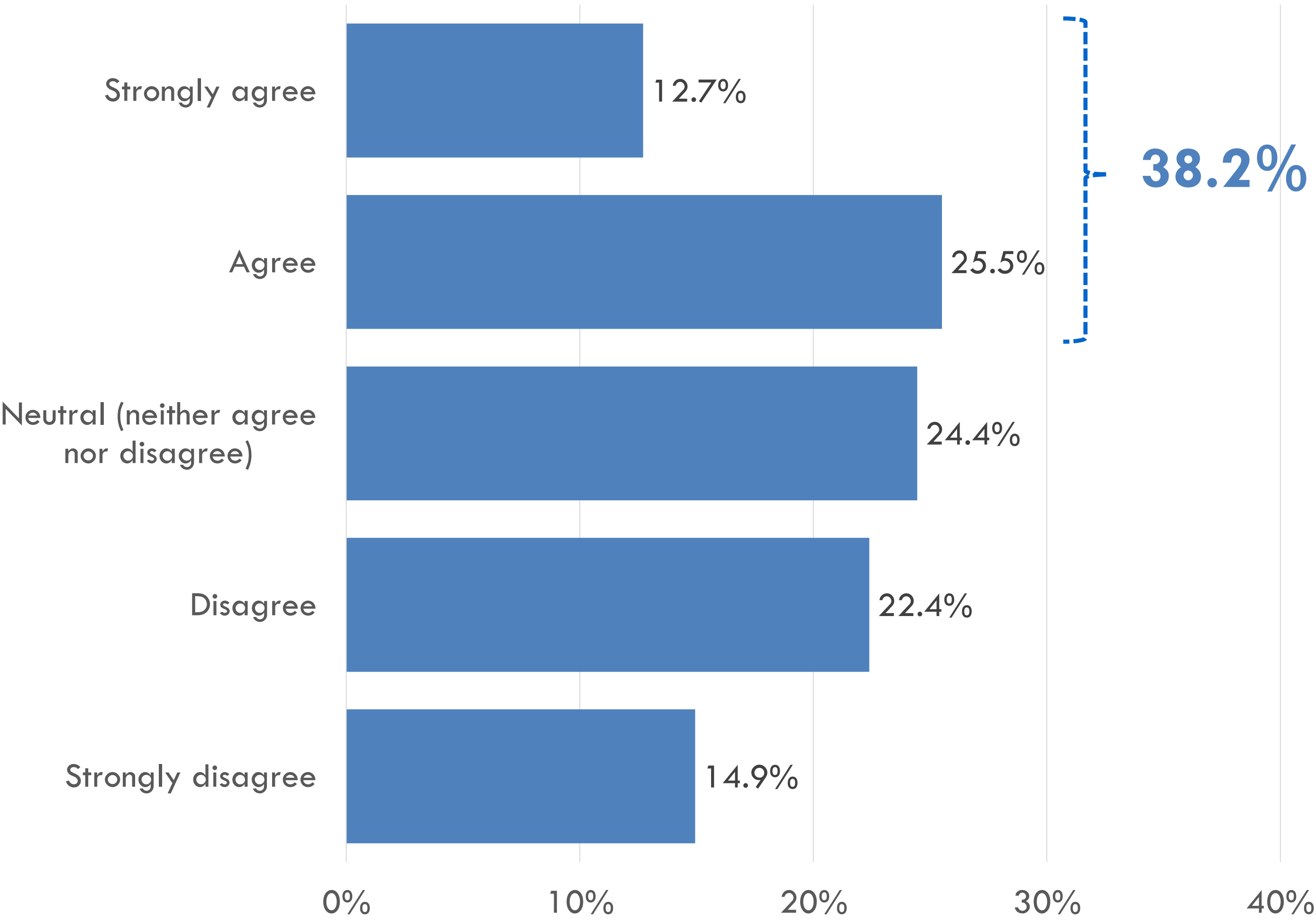


# IRRITATION OF OTHER TRAVELERS OVER THE MEMORIAL DAY HOLIDAY

**Question:** How much do you agree or disagree with the following statement?

**At times during my Memorial Day trip, I found other travelers to be irritating.**

*(Base: Waves 65 data. Respondents who traveled over the Memorial Day Holiday, 272 completed surveys. Data collected June 2-4, 2021)*

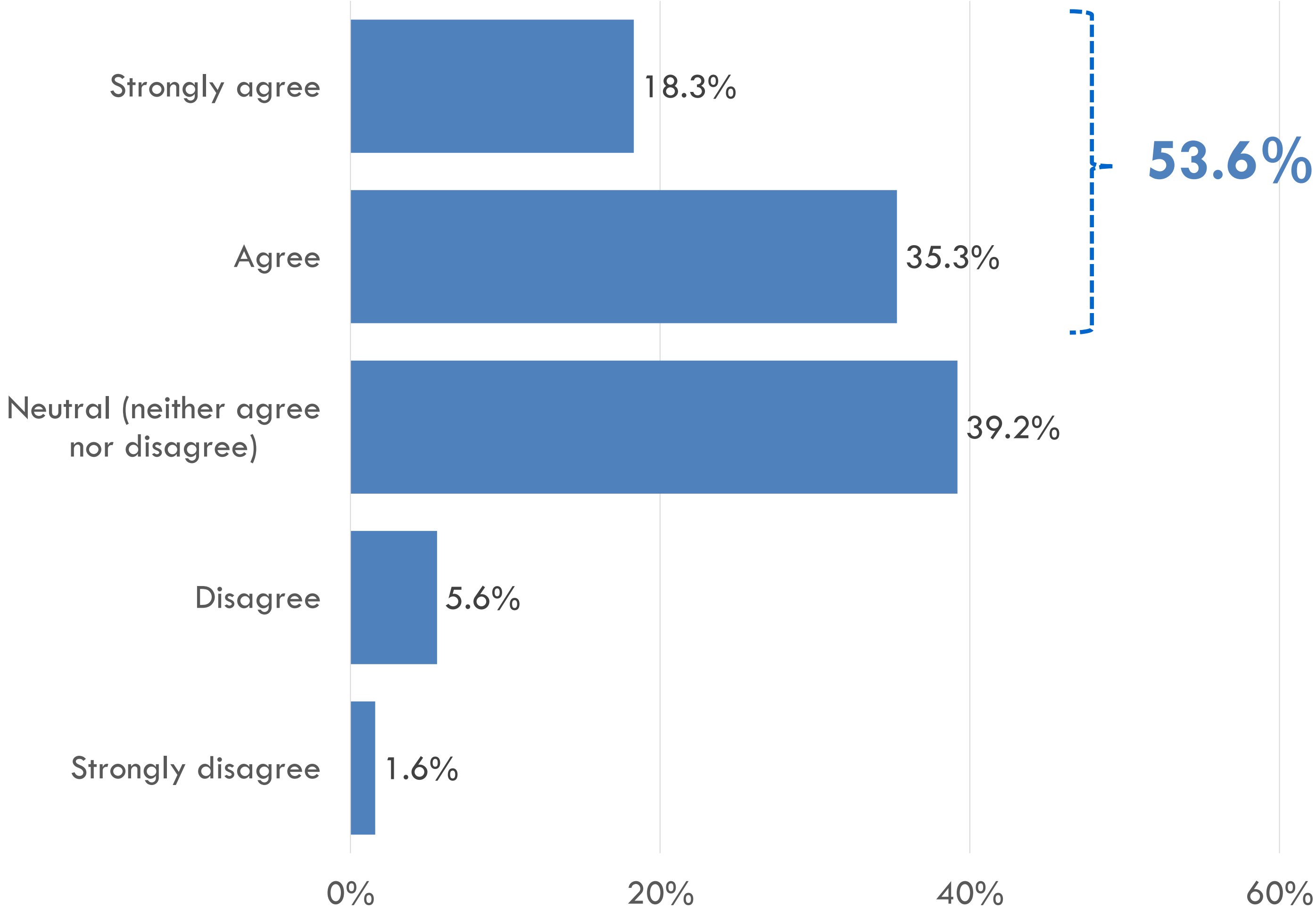


# COMFORTABILITY IN TRAVEL DUE TO THE MEMORIAL DAY HOLIDAY

**Question:** How much do you agree or disagree with the following statement?

**Traveling over the Memorial Day holiday helped me become more comfortable being out traveling.**

*(Base: Waves 65 data. Respondents who traveled over the Memorial Day Holiday, 272 completed surveys. Data collected June 2-4, 2021)*





# TRAVEL ADVERTISING

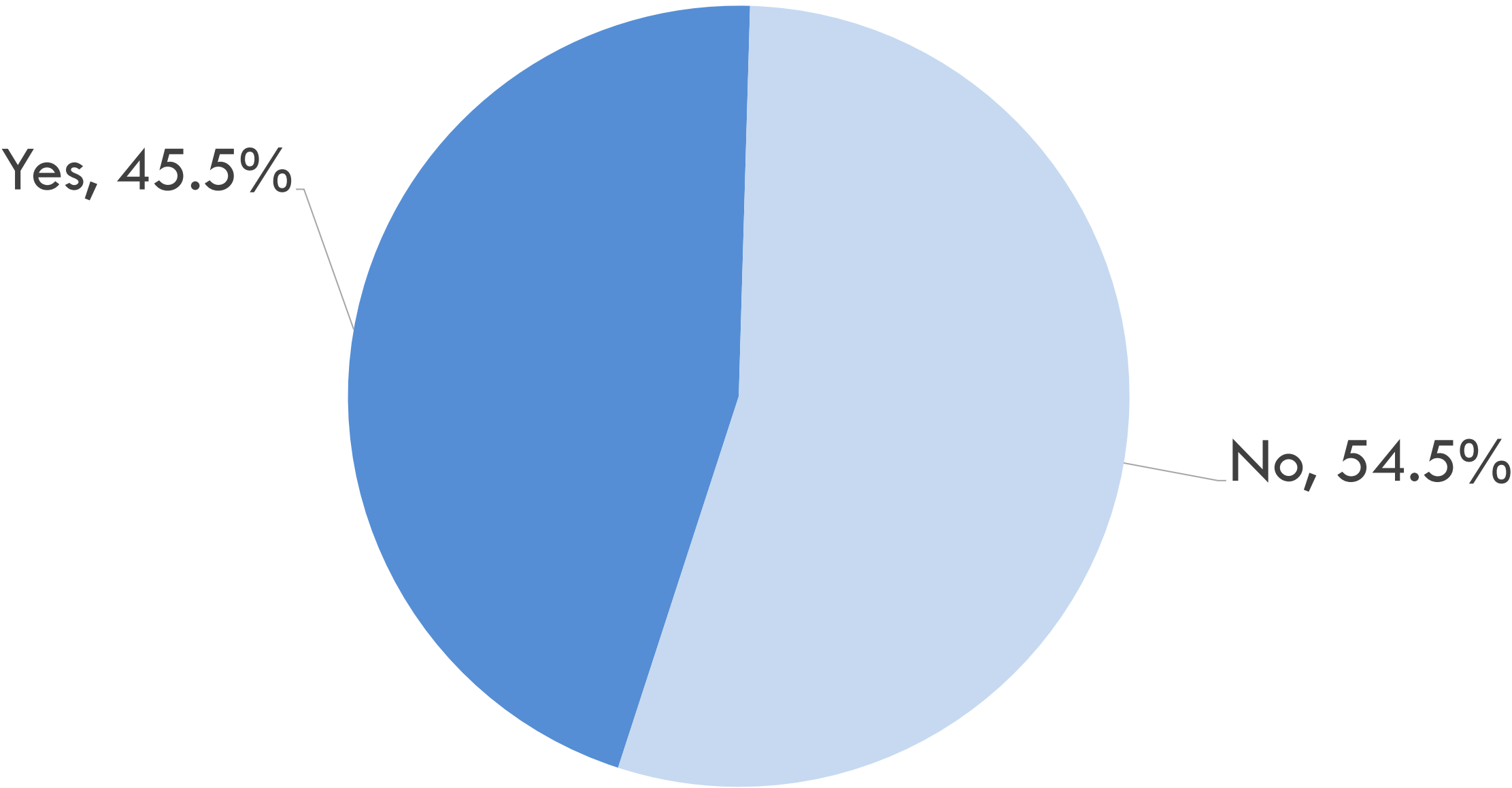




# RECALL OF TRAVEL ADVERTISEMENTS: PAST MONTH

**Question:** Do you recall seeing any specific advertisements for any travel destinations in the past month?

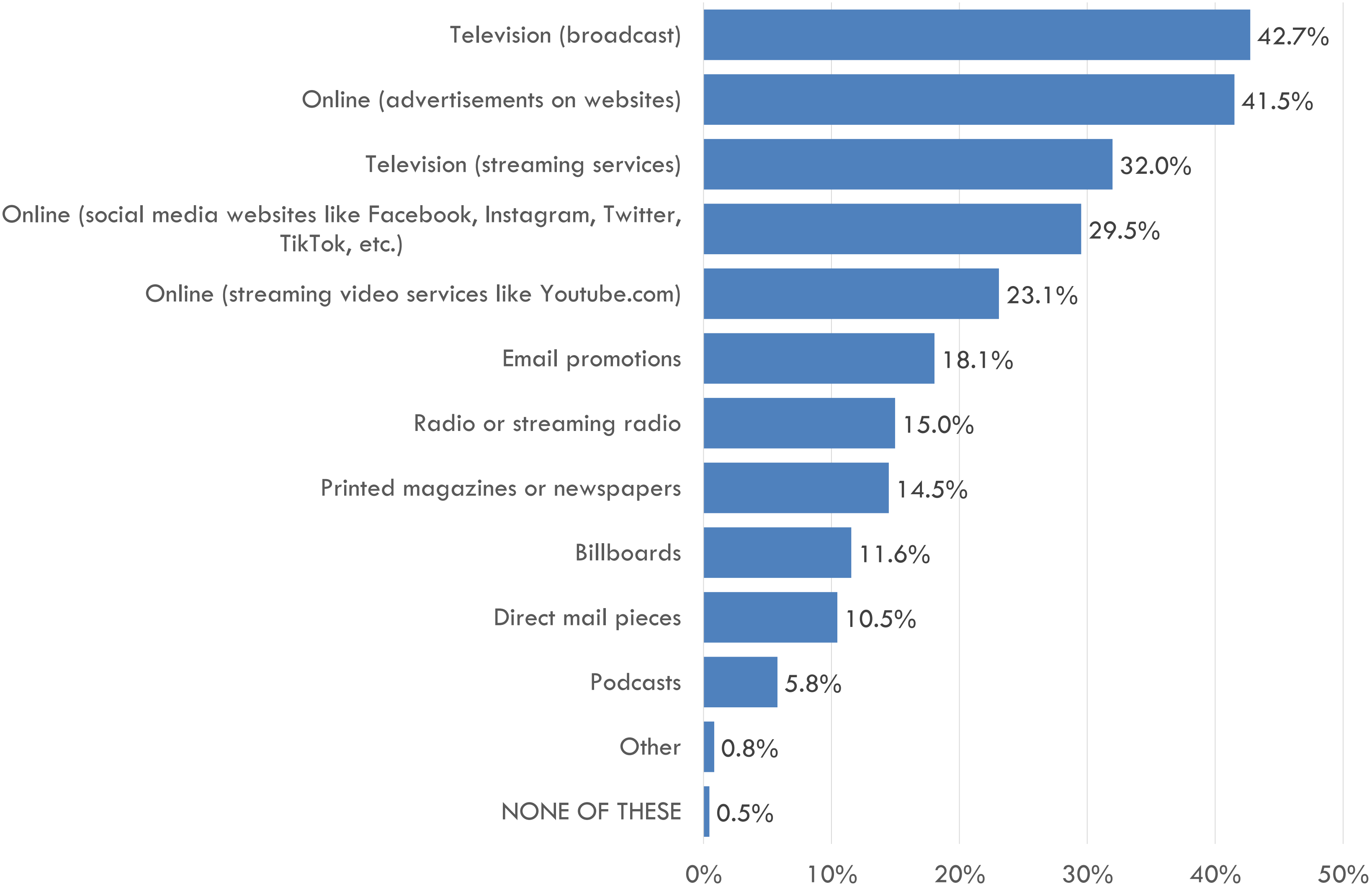
*(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)*



# RECALL OF TRAVEL ADVERTISEMENTS: BY MEDIA

**Question:** In the past month, where did you see or hear advertisement(s) for travel destinations? (Select all that apply)

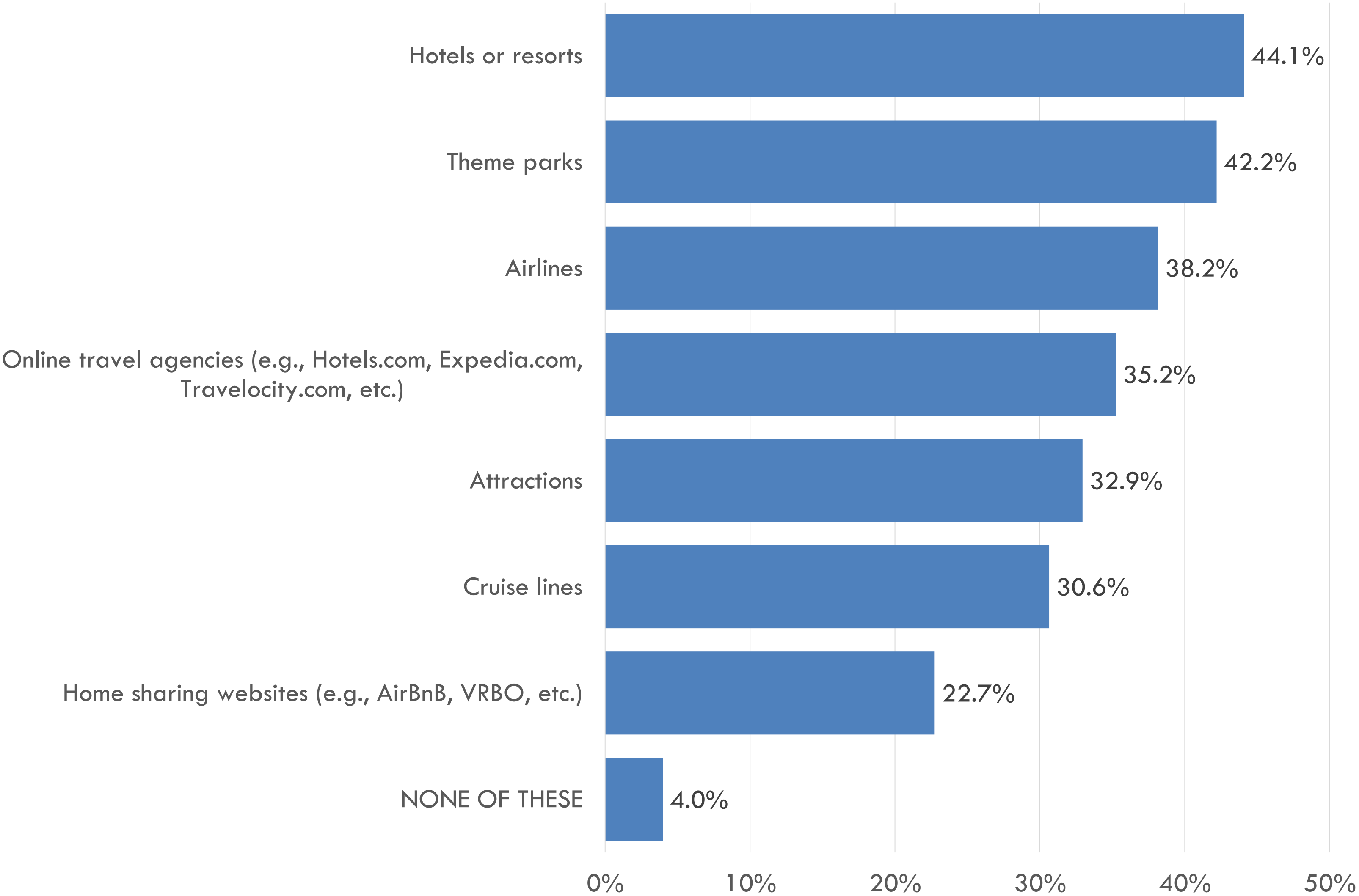
(Base: Wave 65 data. Respondents who saw advertising in the past month, 547 completed surveys. Data collected June 2-4, 2021)



# RECALL OF TRAVEL ADVERTISEMENTS: BY TYPE

**Question:** Which (if any) of these types of travel advertisements do you recall seeing in the past month?

*(Base: Wave 65 data. Respondents who saw advertising in the past month, 547 completed surveys. Data collected June 2-4, 2021)*

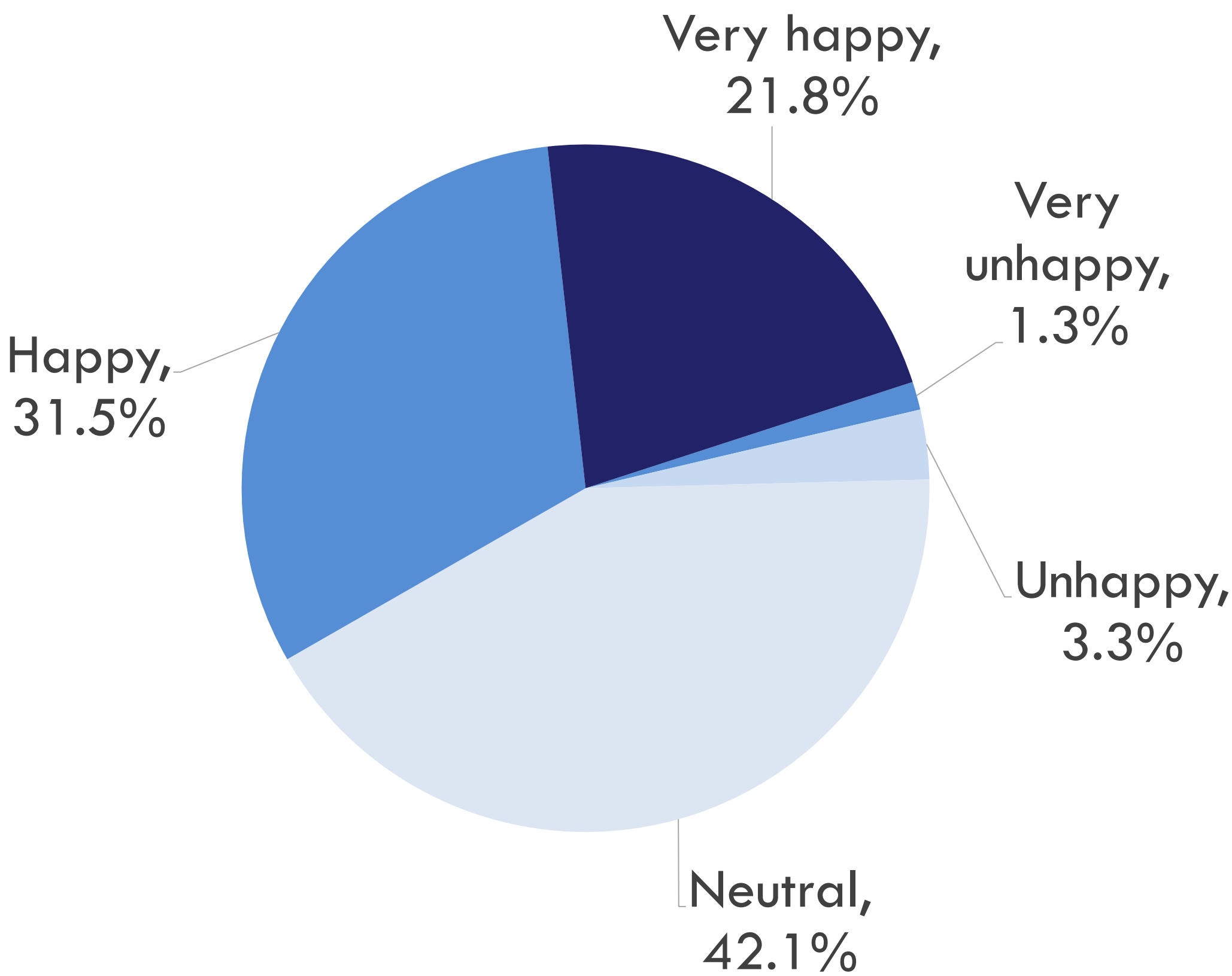




# HAPPINESS ABOUT SEEING TRAVEL ADVERTISEMENTS

**Question:** Please think about the most recent travel destination advertisement you saw. In general, how did that advertisement make you feel?

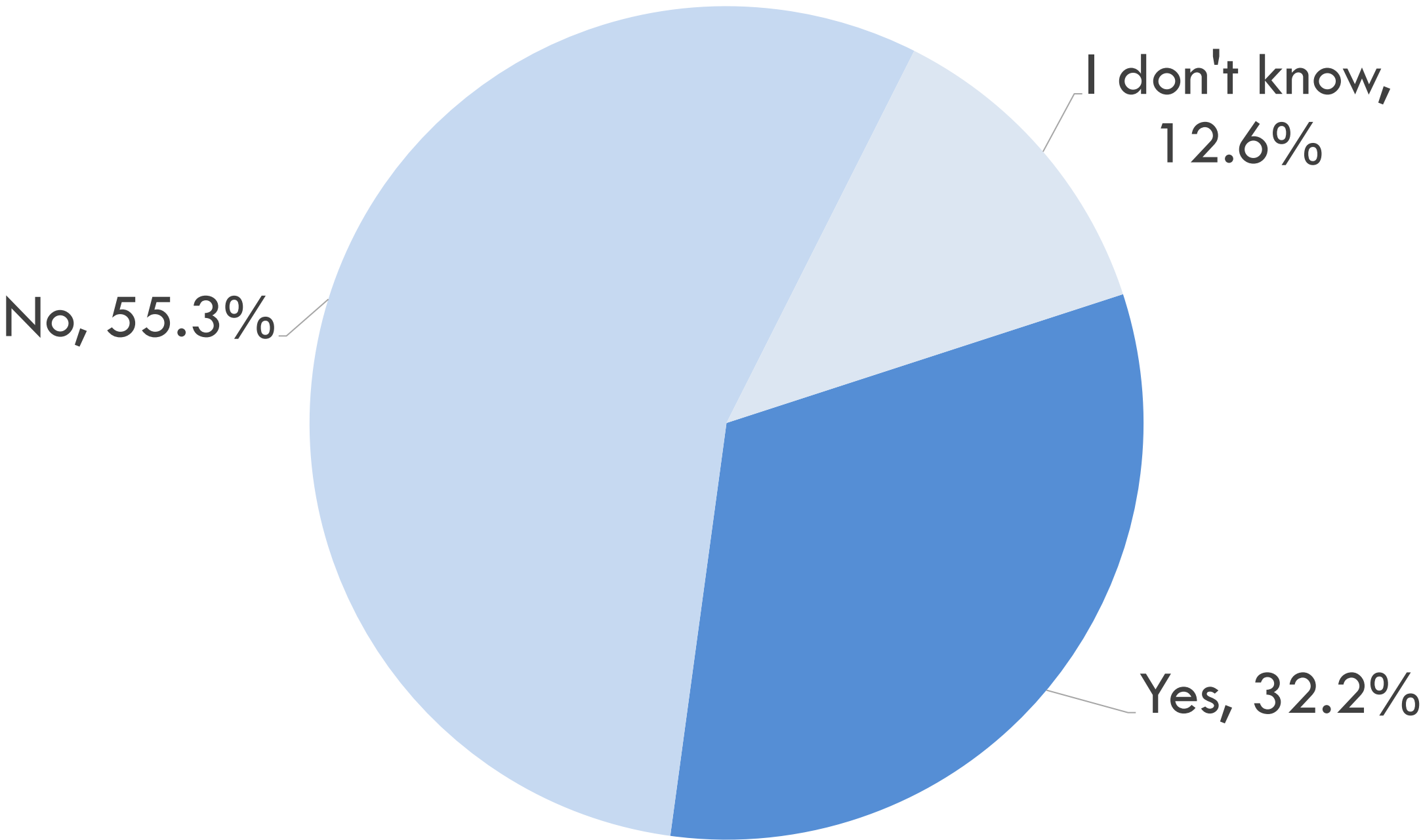
*(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)*



# INFLUENCE OF ADVERTISEMENTS ON DESTINATION SELECTION

**Question:** Have you ever decided to visit a destination as a result of having seen an advertisement for that destination?

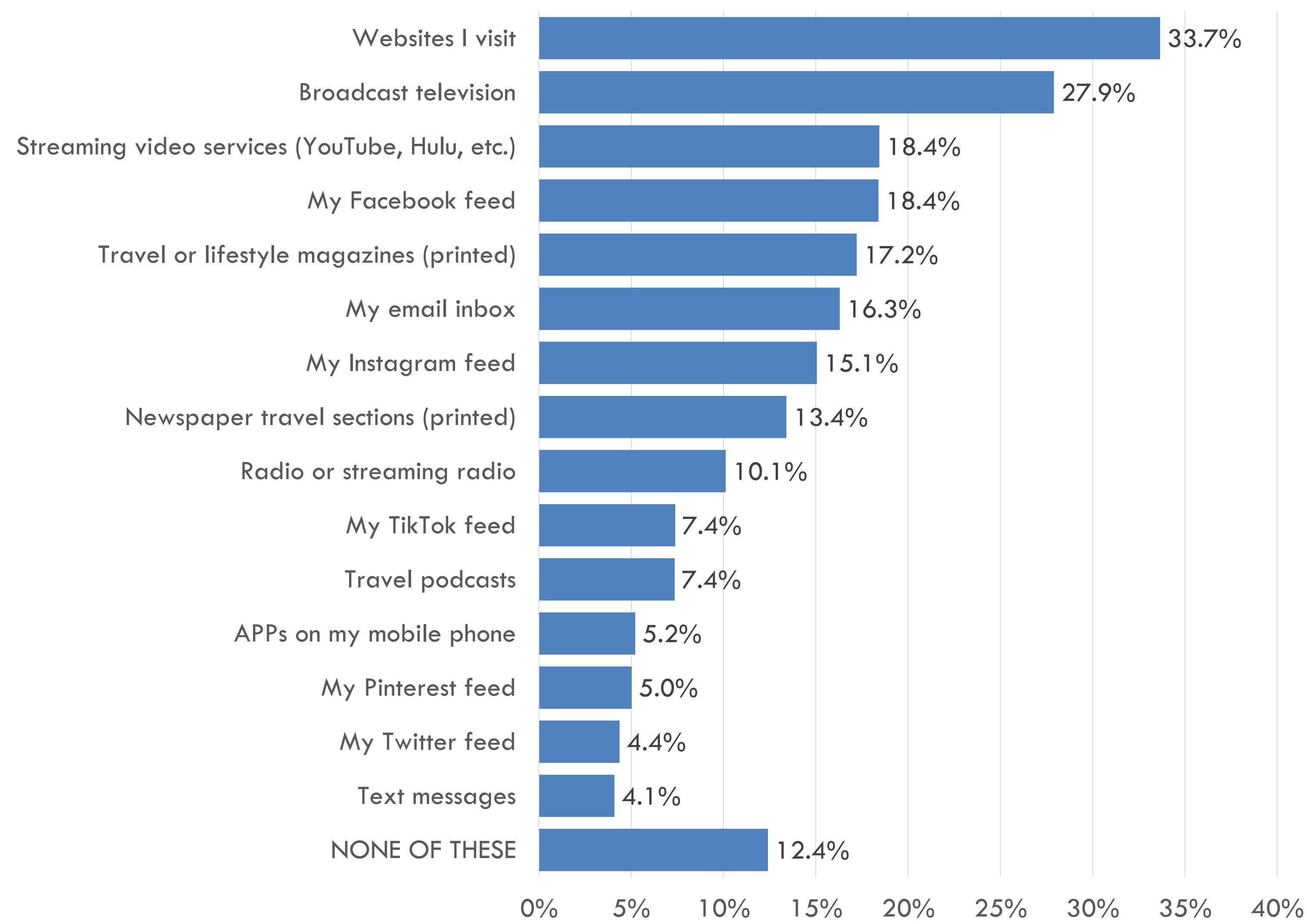
*(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)*



# TRAVEL ADVERTISEMENTS: MOST RECEPTIVE CHANNELS

**Question:** Please think about where (if anywhere) you would be open to seeing travel advertisements. In general, where would you be **MOST RECEPTIVE** to advertisements for travel destinations? (Select the **THREE PLACES** where you would generally be most receptive)

(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)

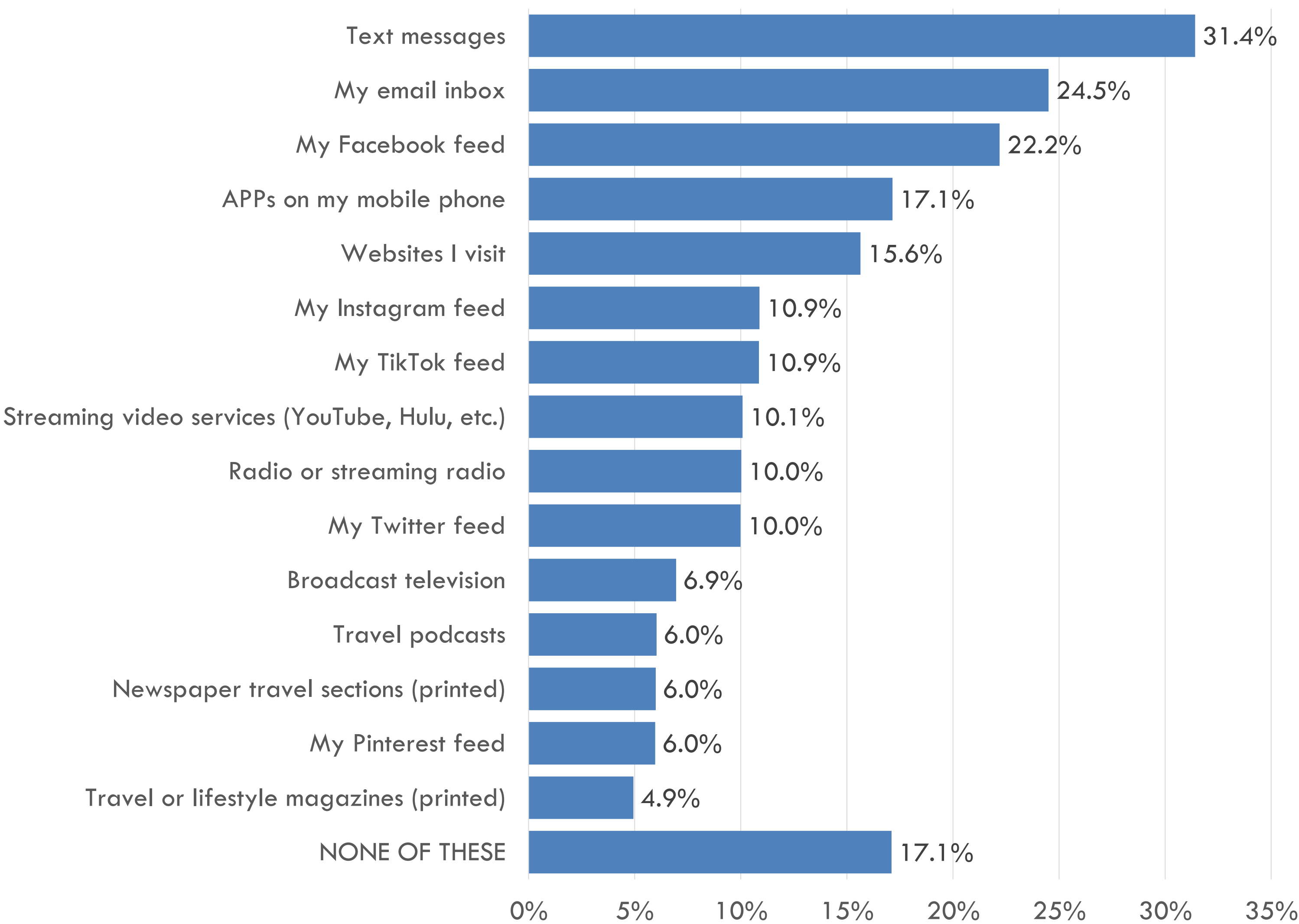




# TRAVEL ADVERTISEMENTS: LEAST RECEPTIVE CHANNELS

**Question:** Please think about where **YOU WOULD NOT WANT TO SEE** travel advertisements. In general, where would you be **LEAST RECEPTIVE** to advertisements for travel destinations? (Select the **THREE PLACES** where you would generally be least receptive)

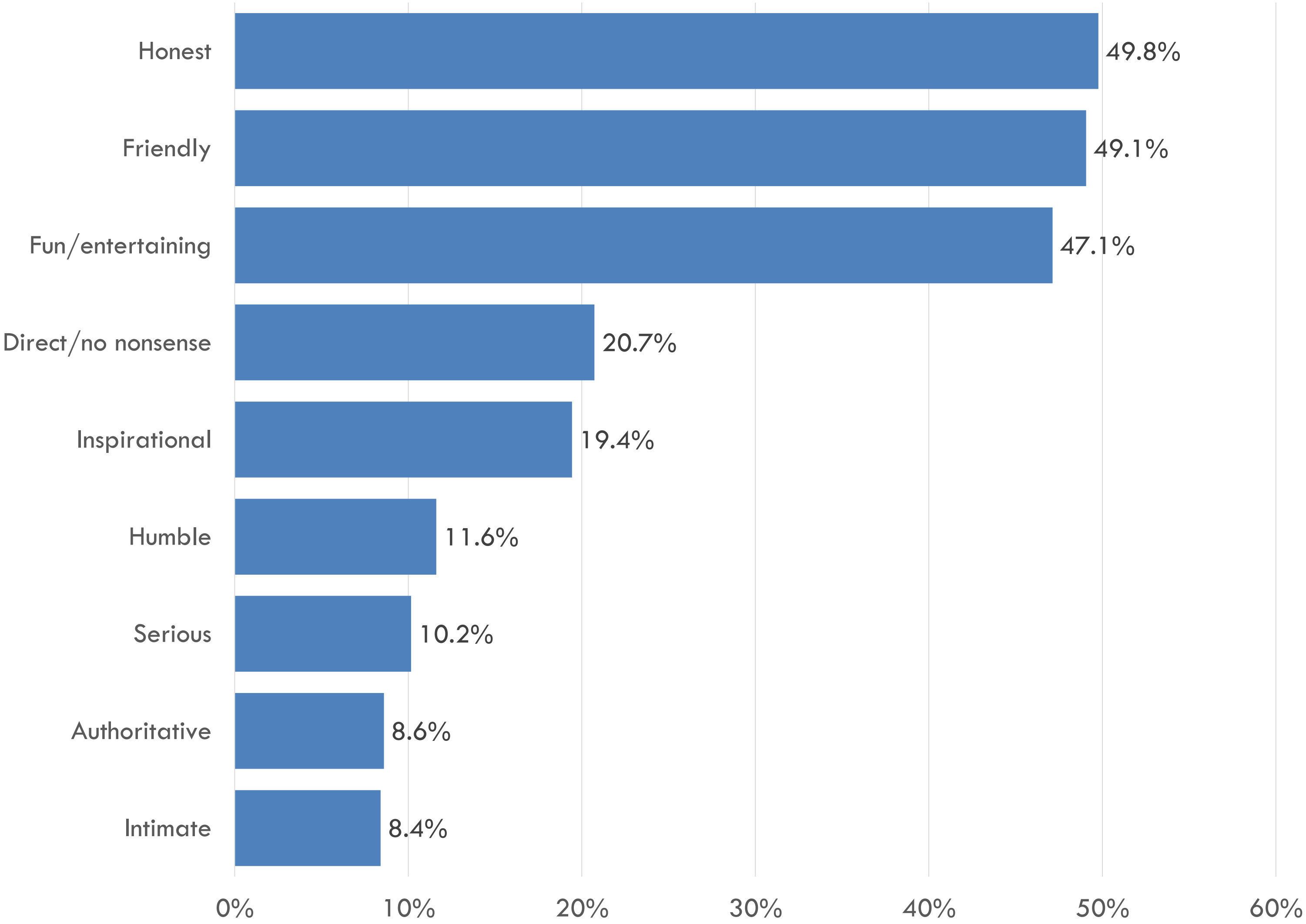
(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)



# DESIRED TONES IN TRAVEL ADVERTISEMENTS

**Question:** Think about advertisements for travel destinations. How would you like travel destinations to speak to you in their advertisements? Which of these tones would you find generally most appealing right now?

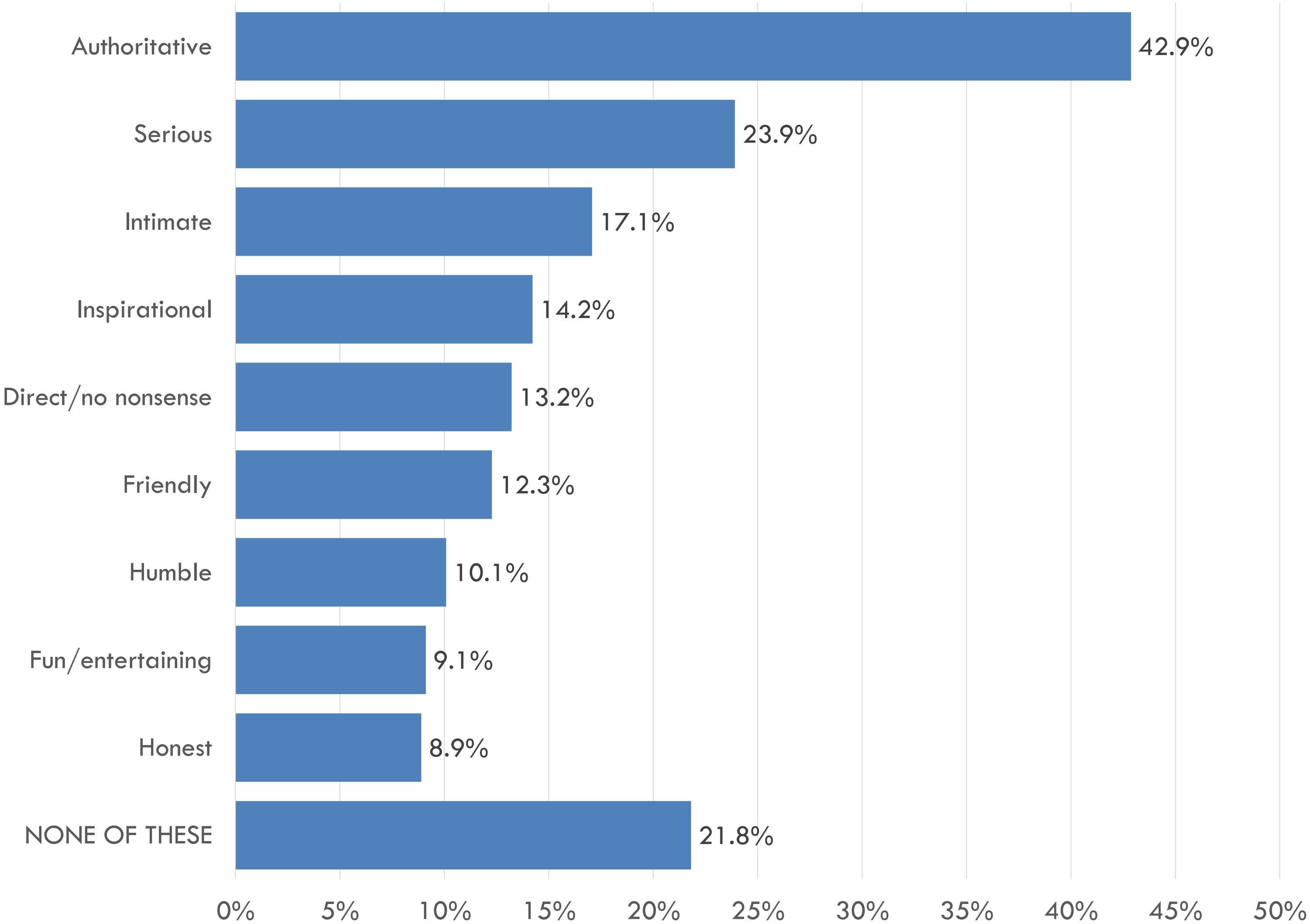
*(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)*



# TONES IN TRAVEL ADVERTISEMENTS: TURNOFFS

**Question:** Would any of these tones (if used by a travel destination) turn you off? (Select any that apply)

(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)





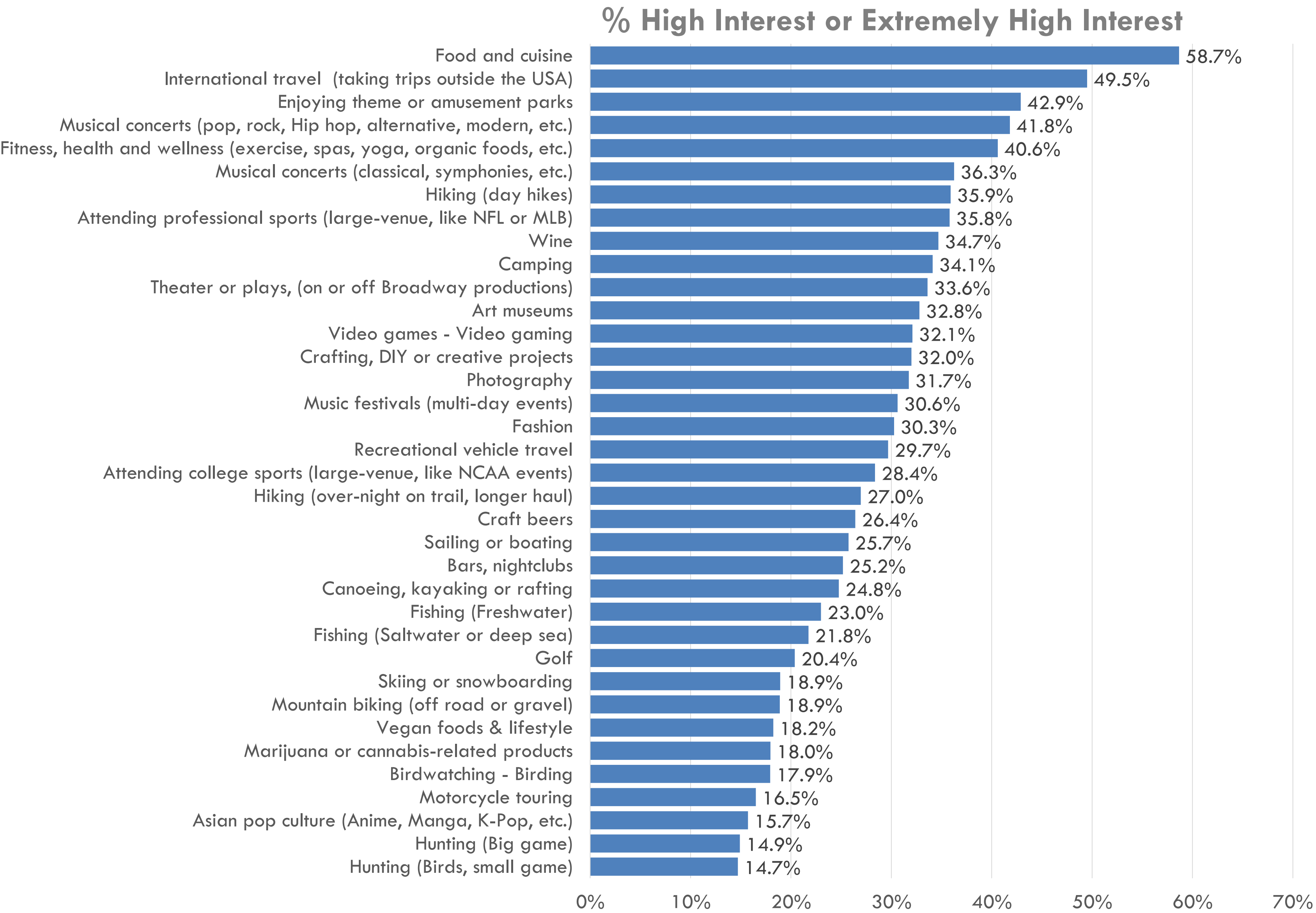
# **LOOKING AHEAD: TRAVEL PASSIONS & DESIRES**



# TRAVEL PASSIONS & HOBBIES

**Question:** Tell us about your hobbies and passions. Please use the scale below to describe your interest in each.

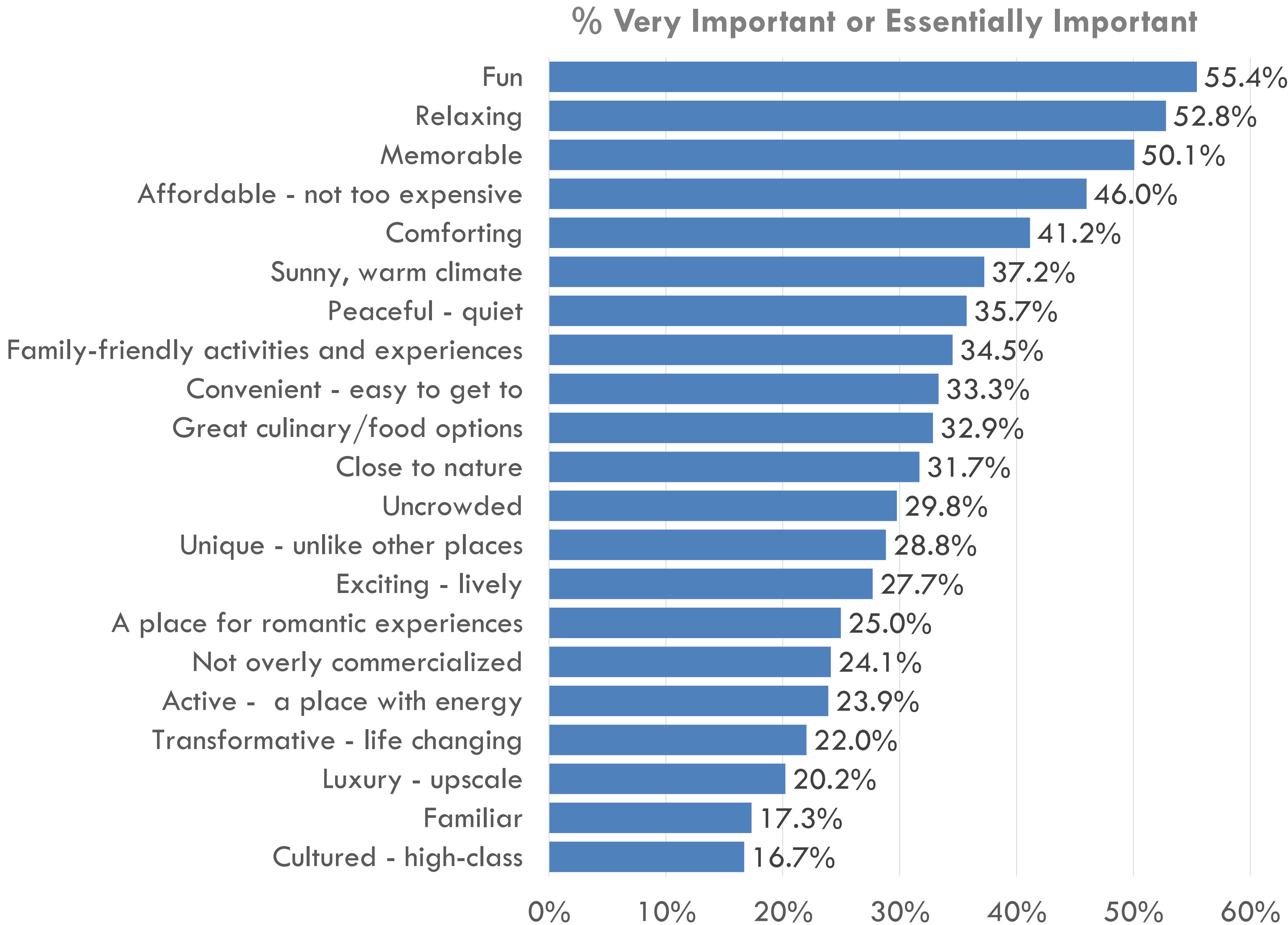
(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)



# DESIRED DESTINATION ATTRIBUTES (NEXT 12 MONTHS)

**Question:** Think about the types of destinations you would most like to visit in the NEXT TWELVE (12) MONTHS. Please tell us how you want the places you visit to be. How important is each attribute?

*(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)*



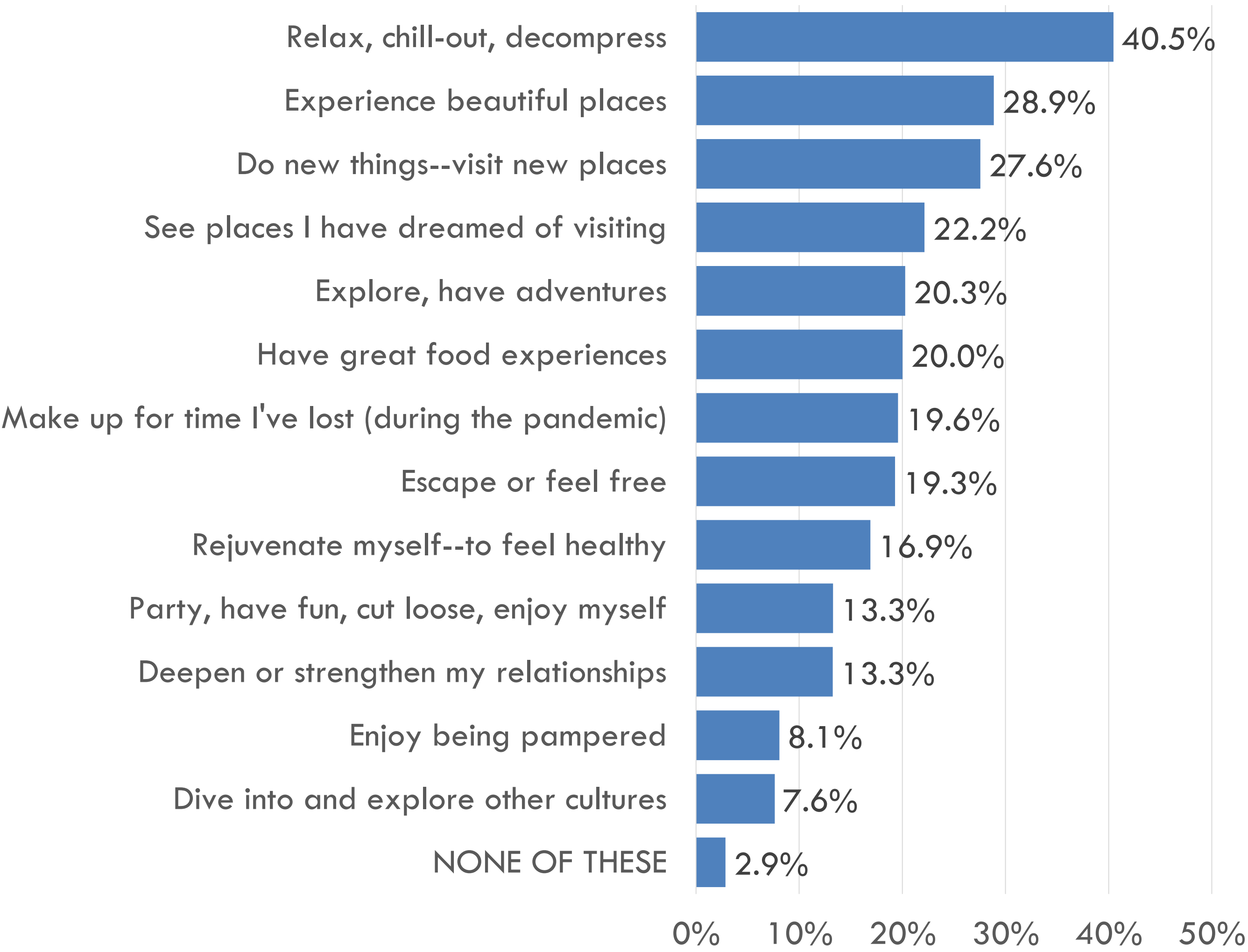


# TRAVEL DESIRES FOR THE COMING YEAR

**Question:** Think about yourself as a traveler this coming year. What do you MOST WANT TO GET OUT OF YOUR TRAVELS? (Select as many as 3 that complete the sentence)

This year I most want to \_\_\_\_\_ while traveling.

(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)



A group of four young people are sitting on a dark, modern bench in what appears to be a transit or public space. From left to right: a man with a beard in a light-colored t-shirt is using a laptop; a woman with curly hair and glasses in a white top is also using a laptop; a woman in a bright yellow sweater and white ripped jeans is looking at a tablet; and a man with a beard in a white t-shirt is holding a smartphone. The background shows large windows and a bright, airy environment. The text 'REACHING TRAVELERS' is overlaid in the center in a bold, white, sans-serif font.

# REACHING TRAVELERS

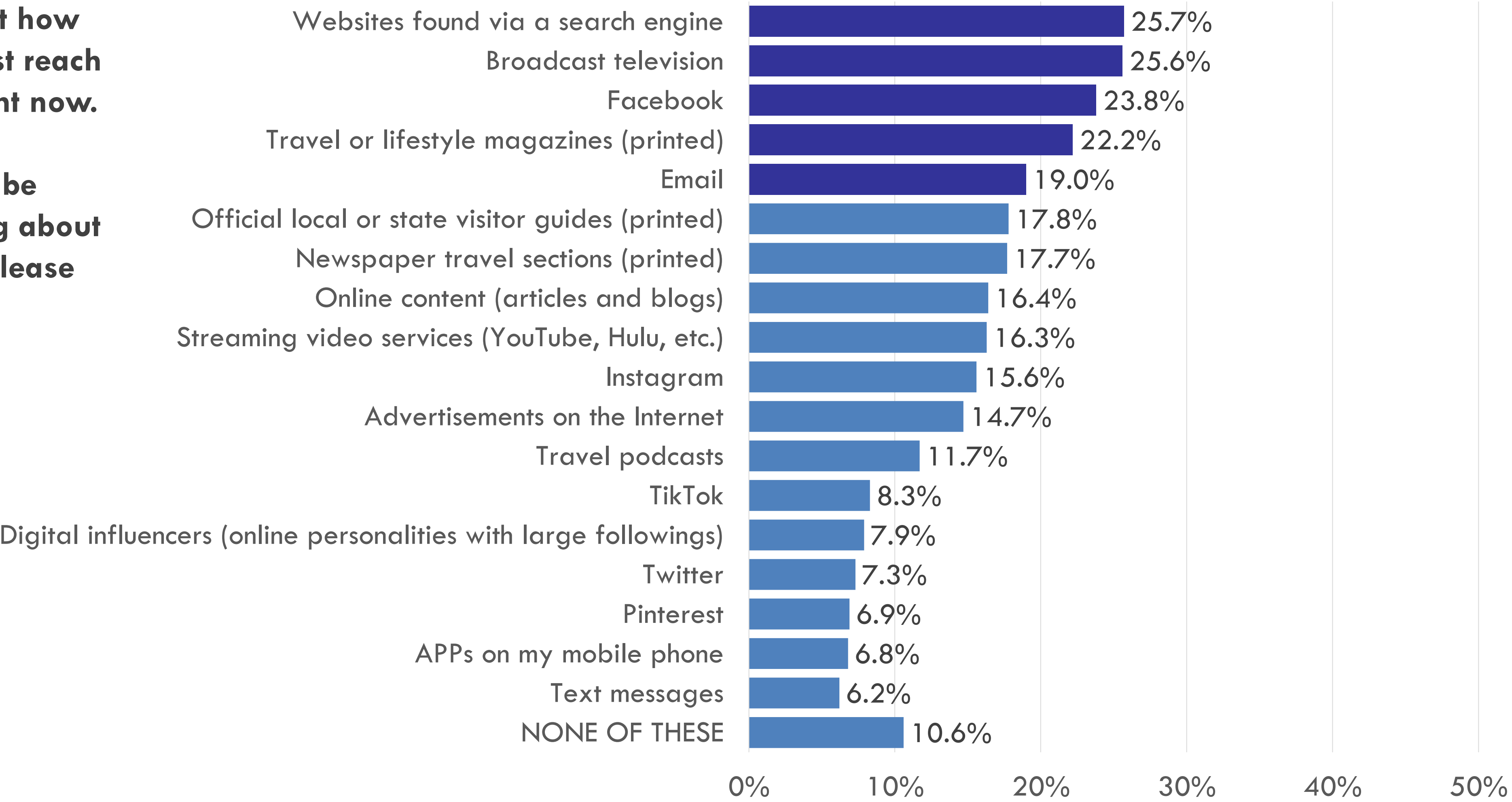


# RECEPTIVITY TO DESTINATION PROMOTION BY CHANNEL

**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: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)



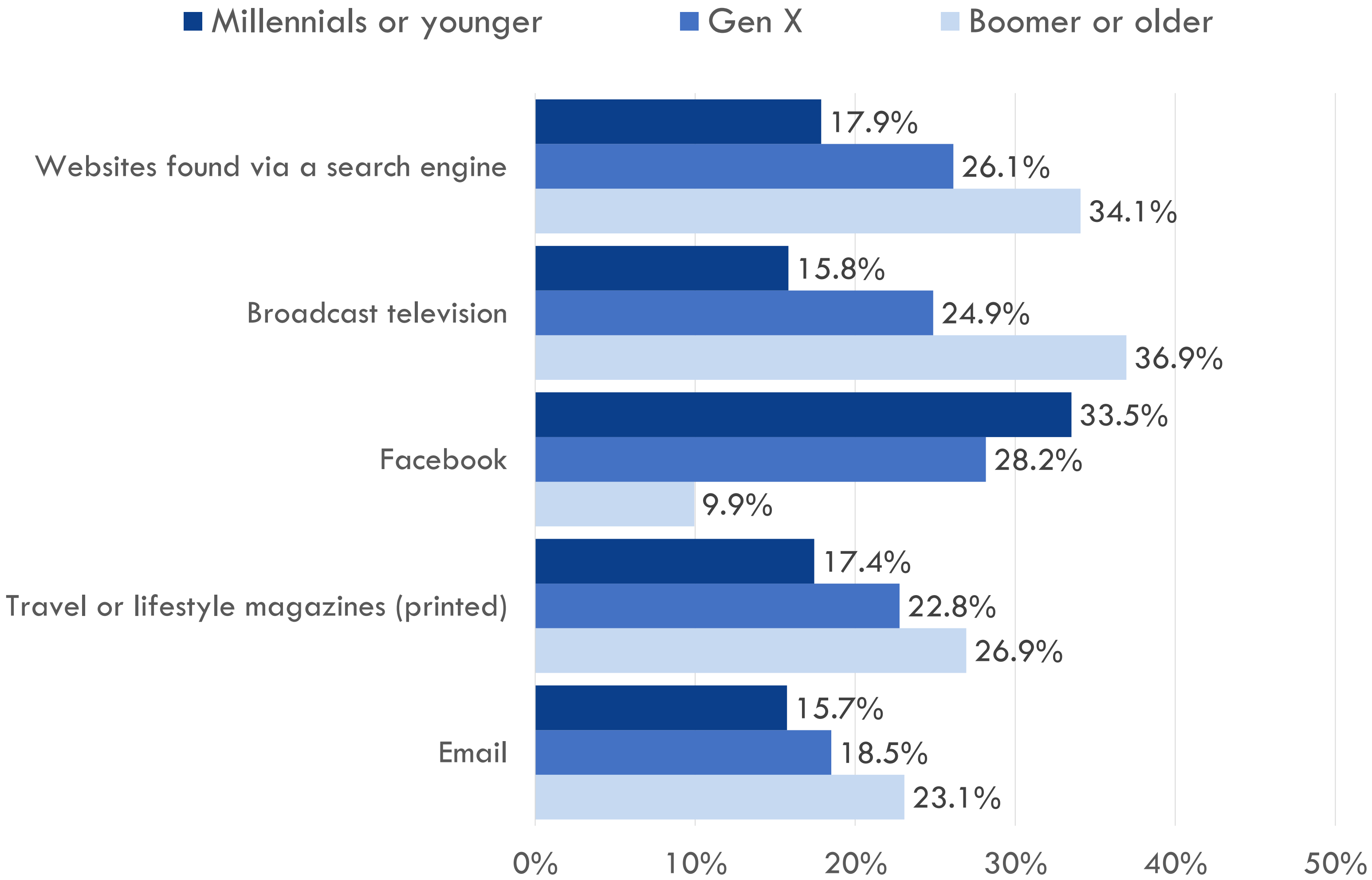


# RECEPTIVITY TO DESTINATION PROMOTION BY TOP 5 CHANNELS: BY GENERATION

**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)

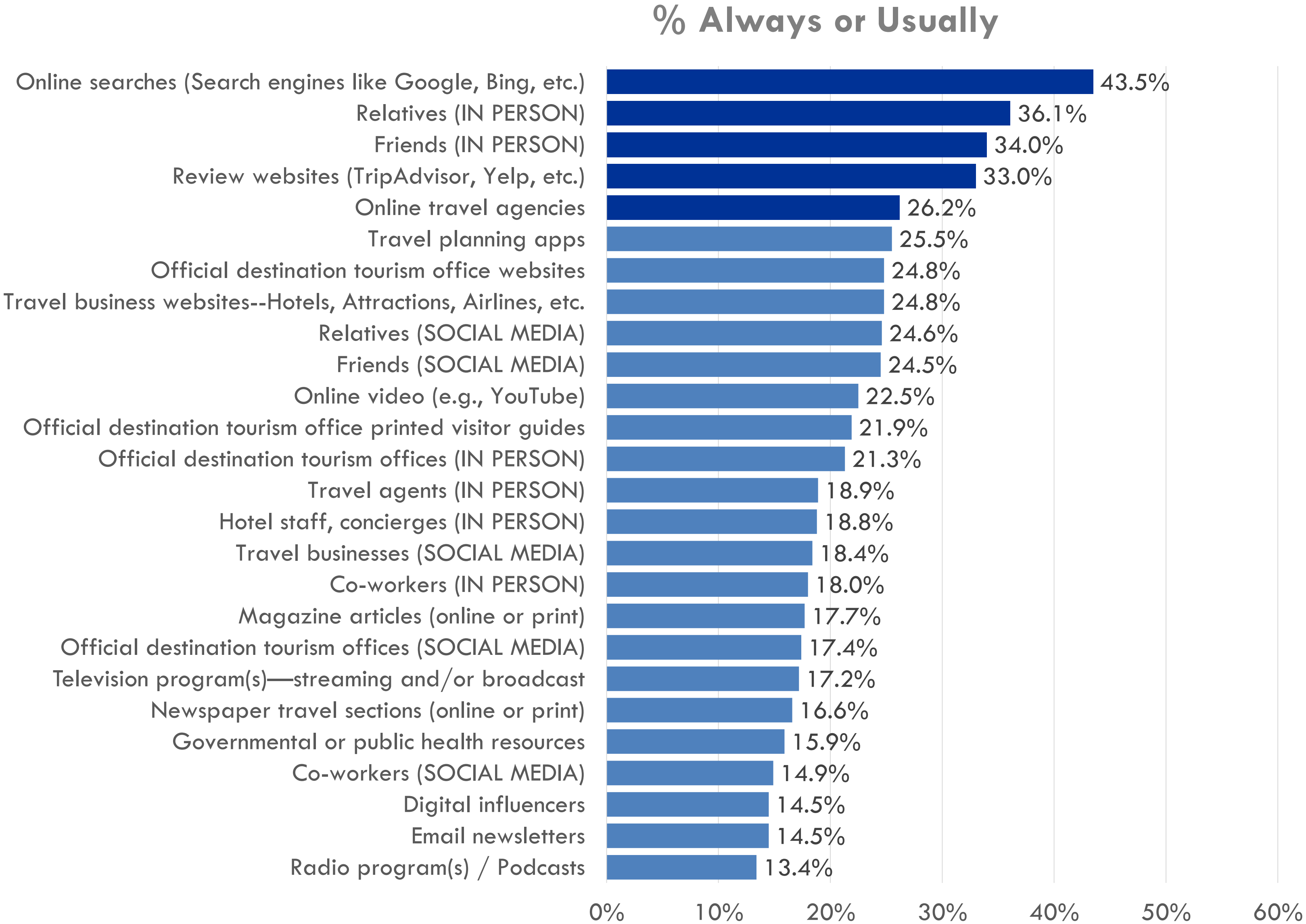
(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)



# TRAVEL PLANNING RESOURCES FREQUENTLY USED

**Question:** How frequently do you generally use the following to help plan your leisure trips?

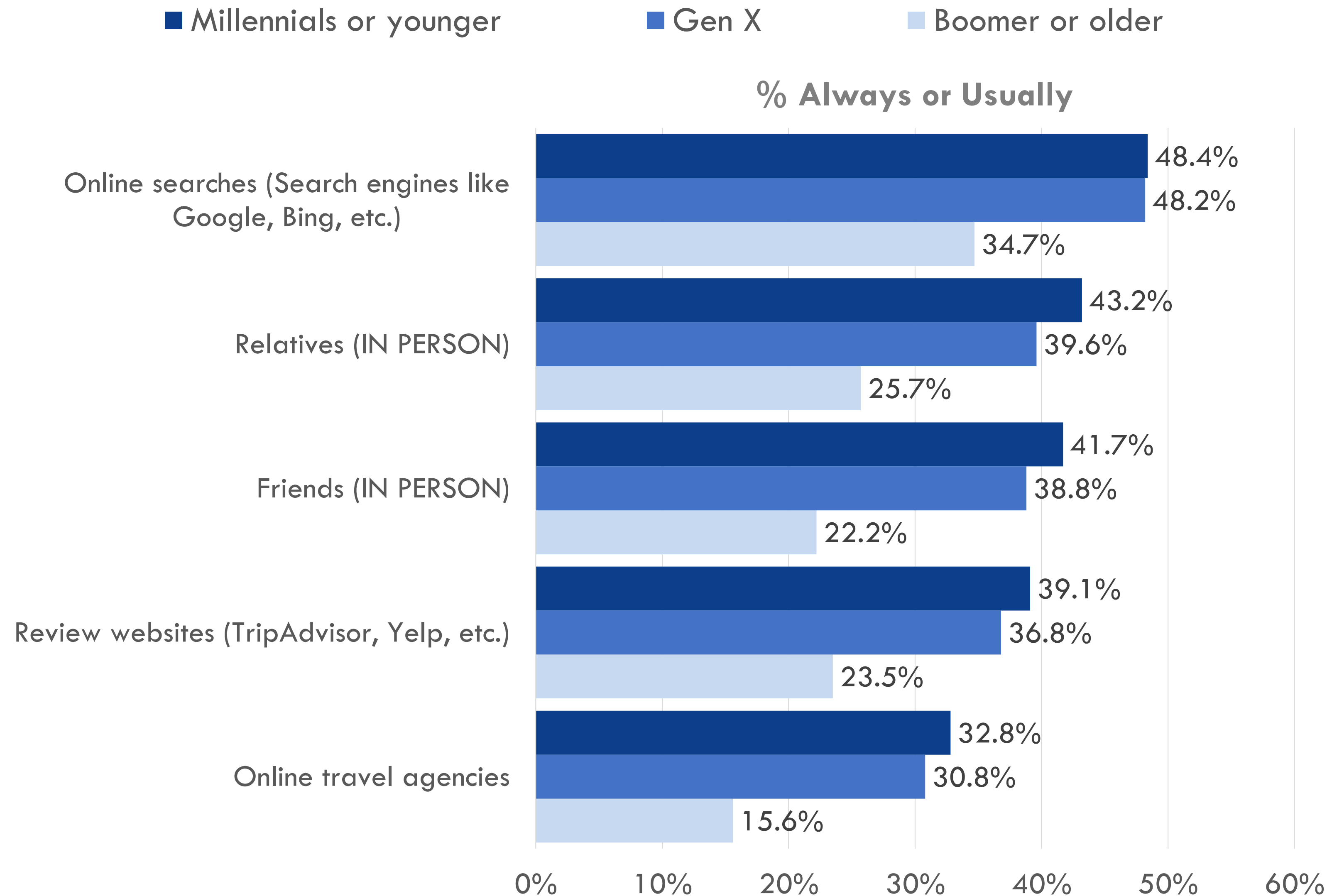
(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)



# TOP 5 TRAVEL PLANNING RESOURCES FREQUENTLY USED: BY GENERATION

**Question:** How frequently do you generally use the following to help plan your leisure trips?

(Base: Wave 65 data. All respondents, 1,217 completed surveys. Data collected June 2-4, 2021)







# **Coronavirus Travel Sentiment Index**

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

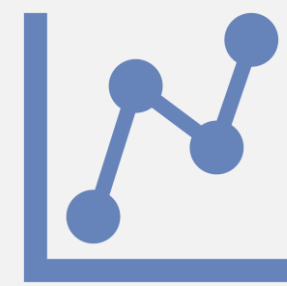
**Highlights from the Week of June 7th**



# What is a Predictive Index?



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



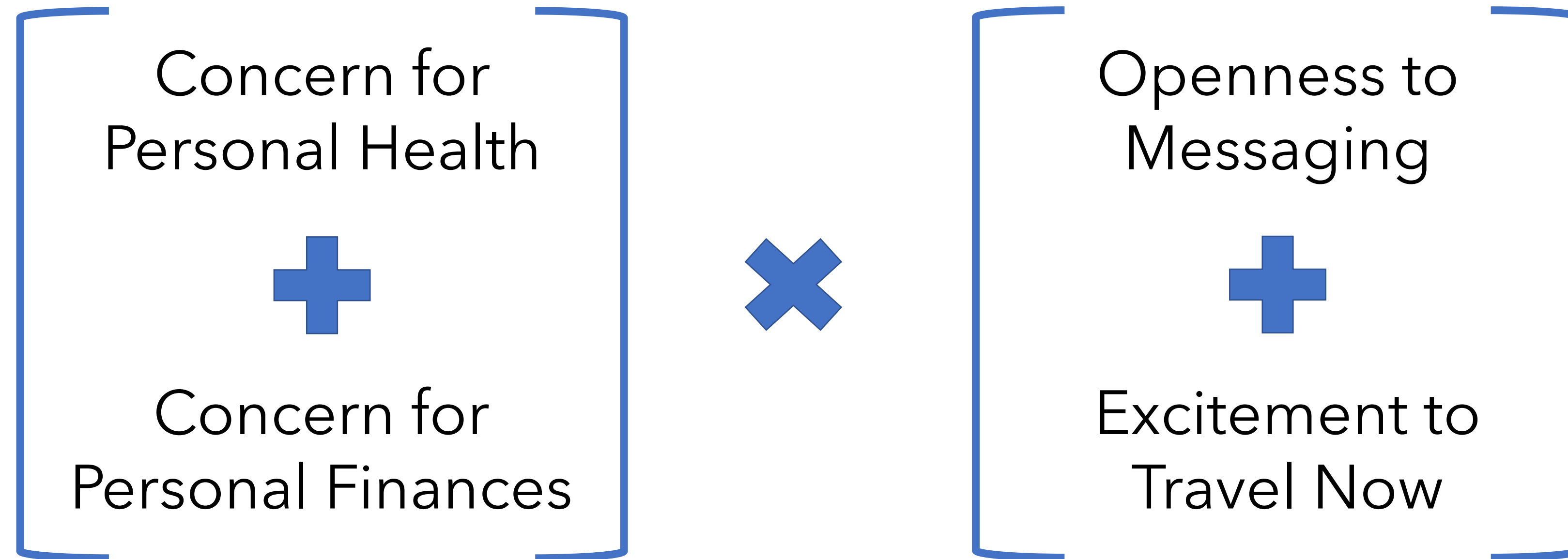
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.



The goals are to identify:

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

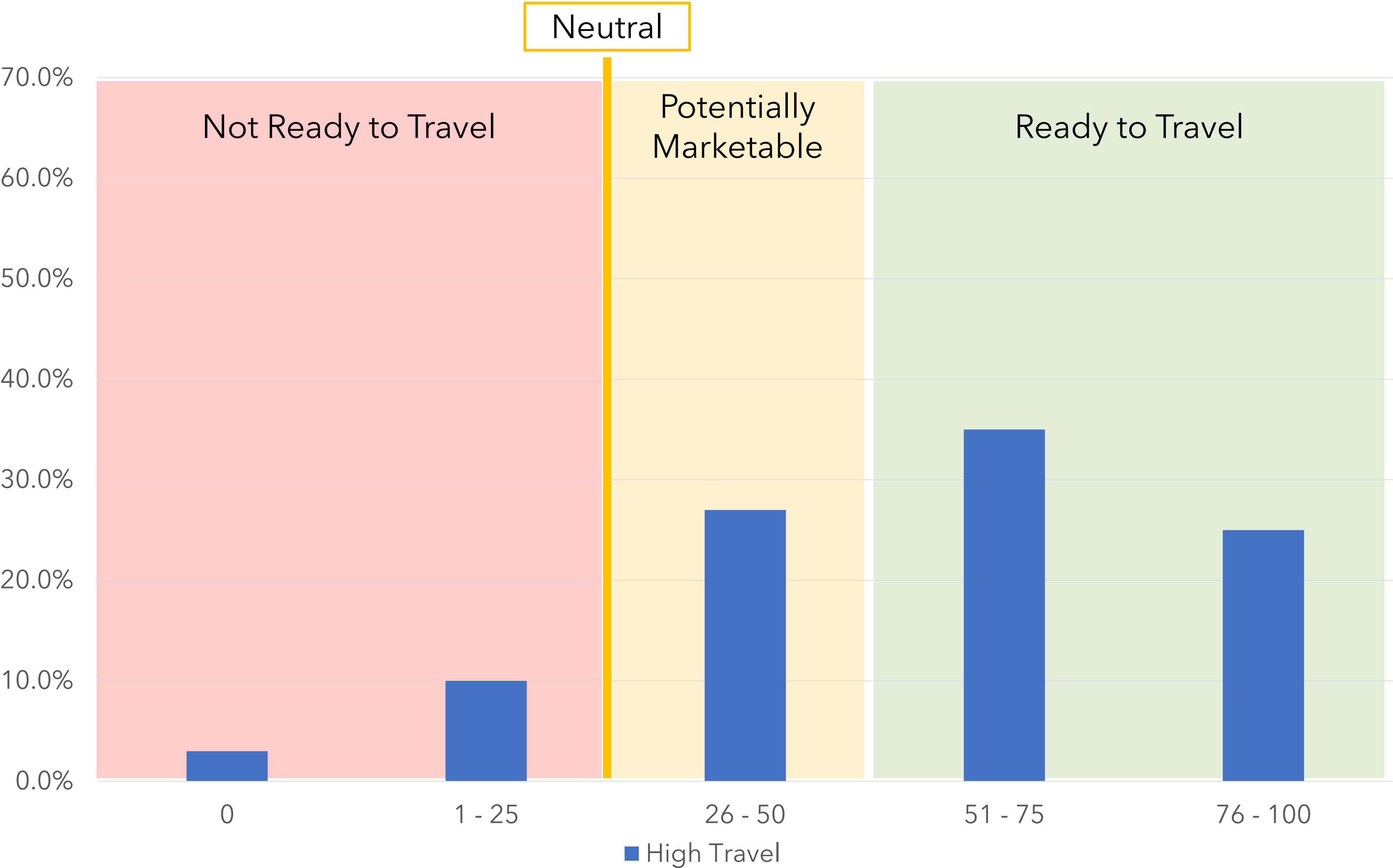
# Predictive Index Formula



\*Normalized to a 100pt scale

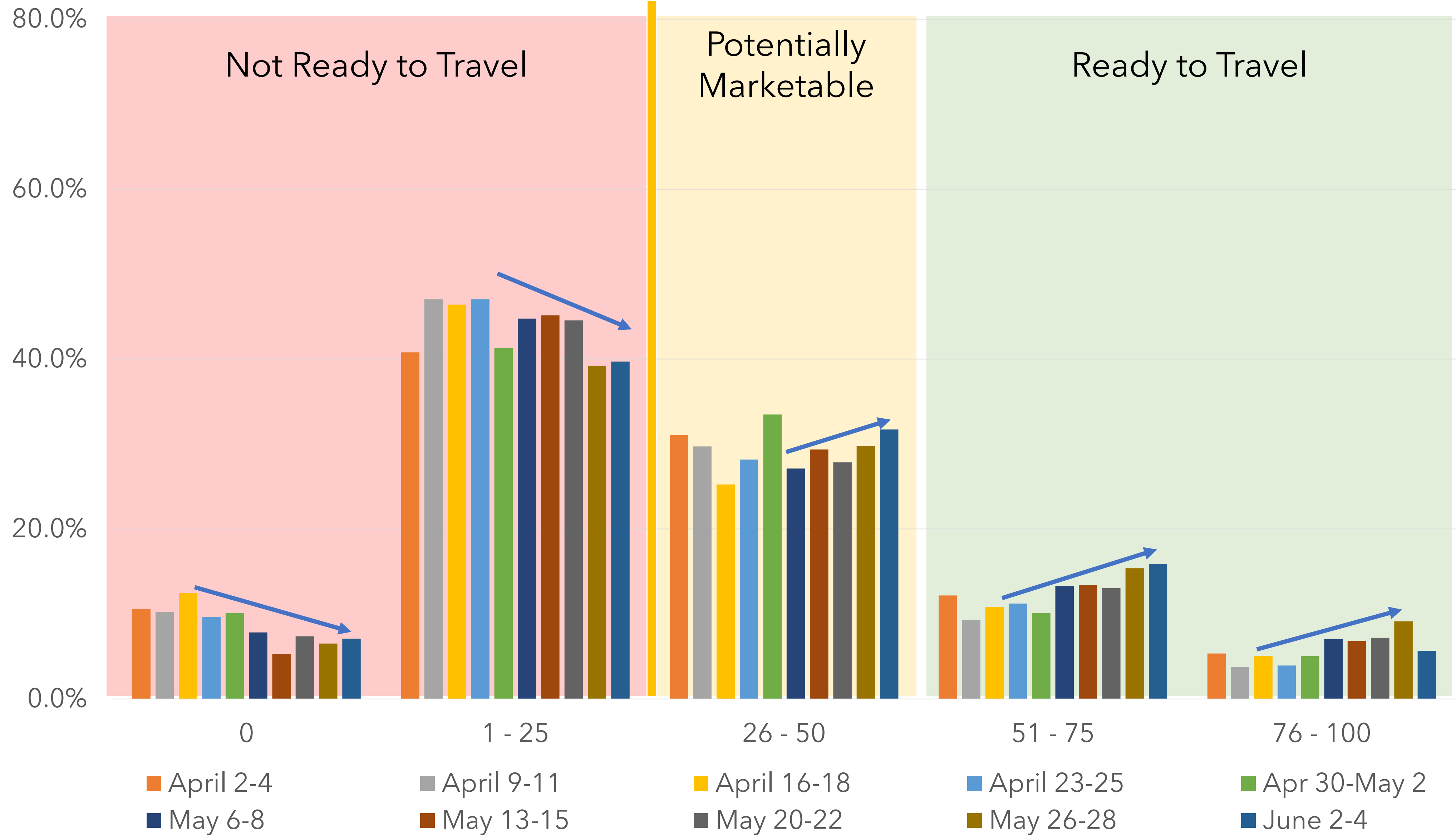


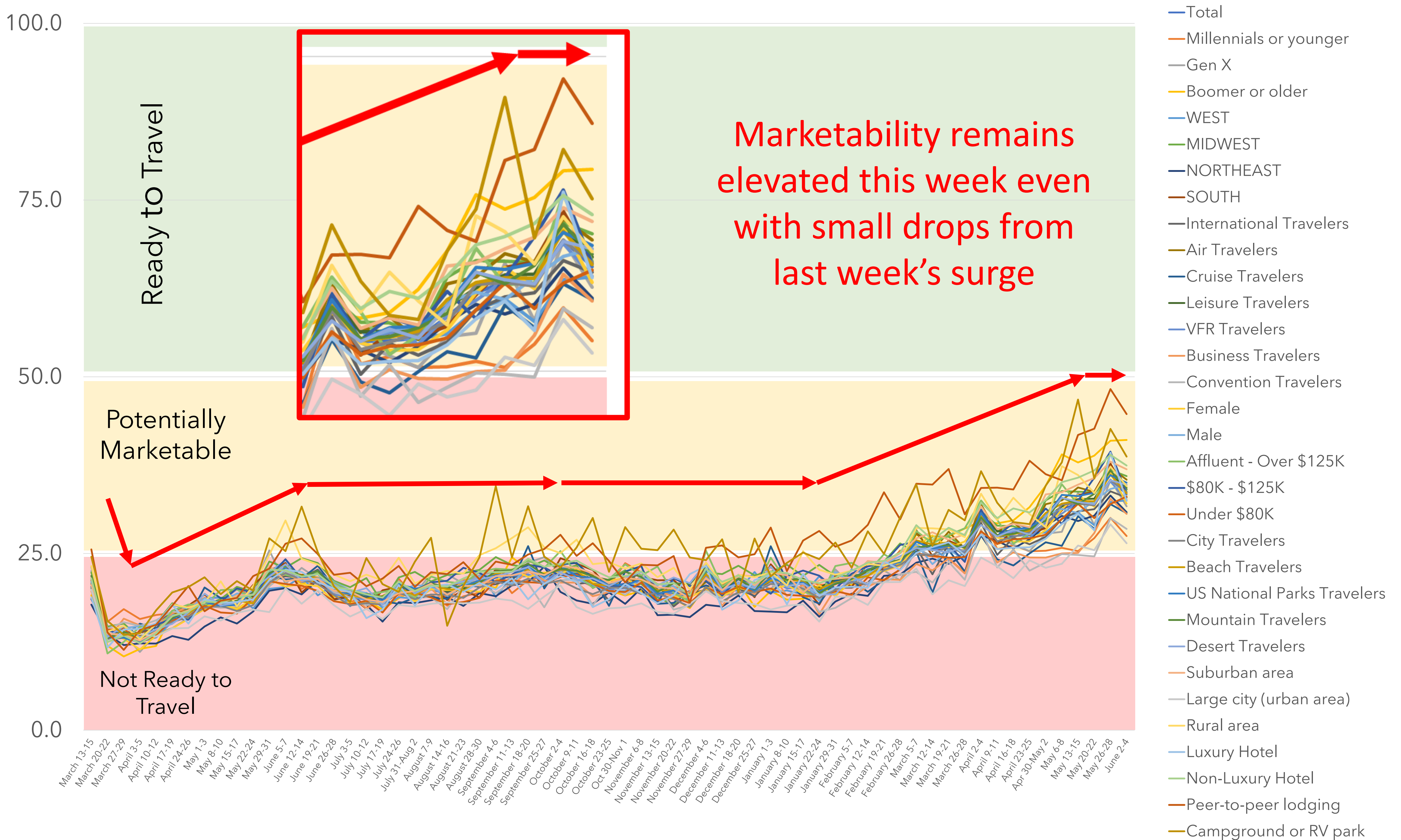
# Healthy Travel Outlook



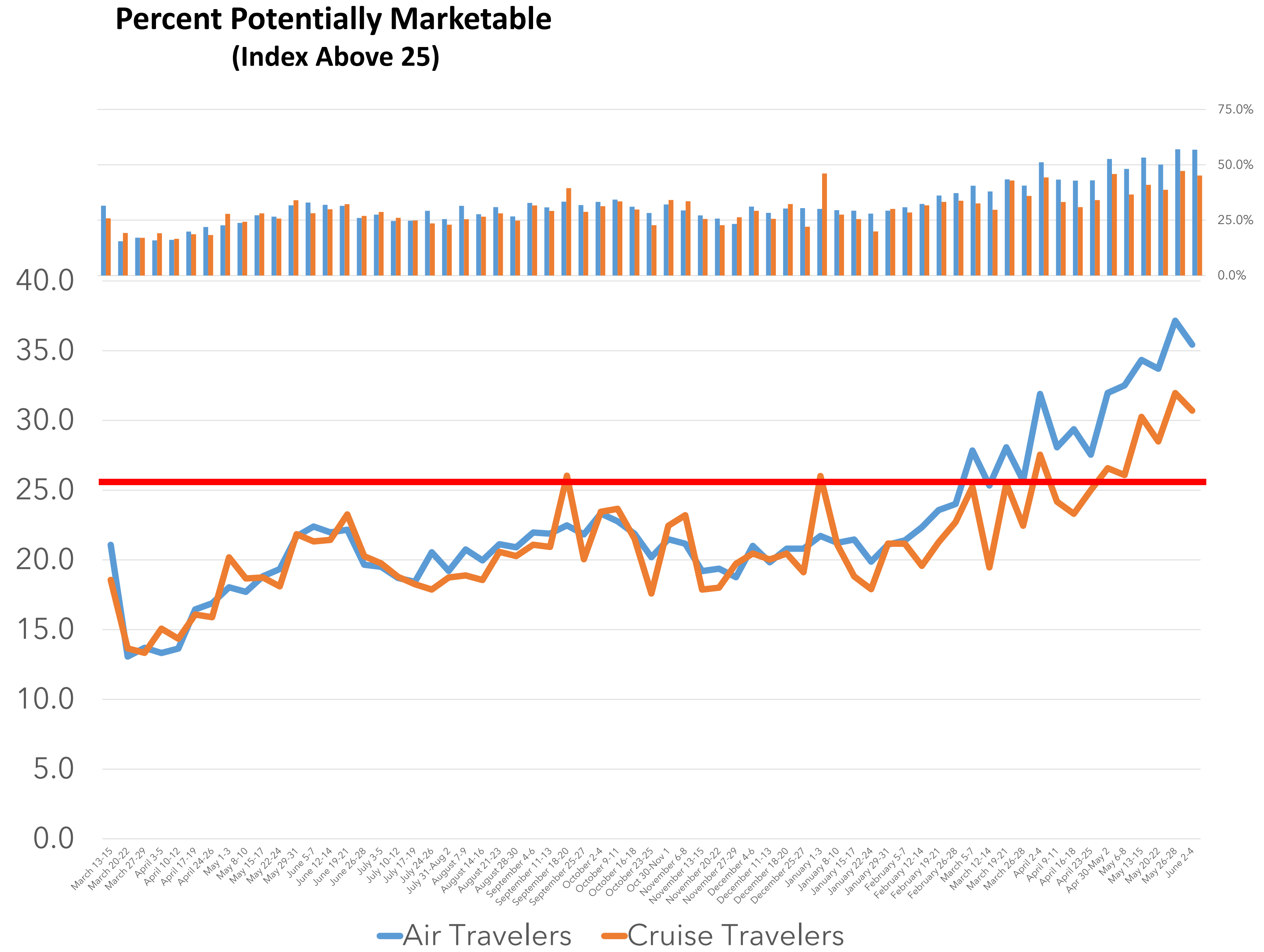
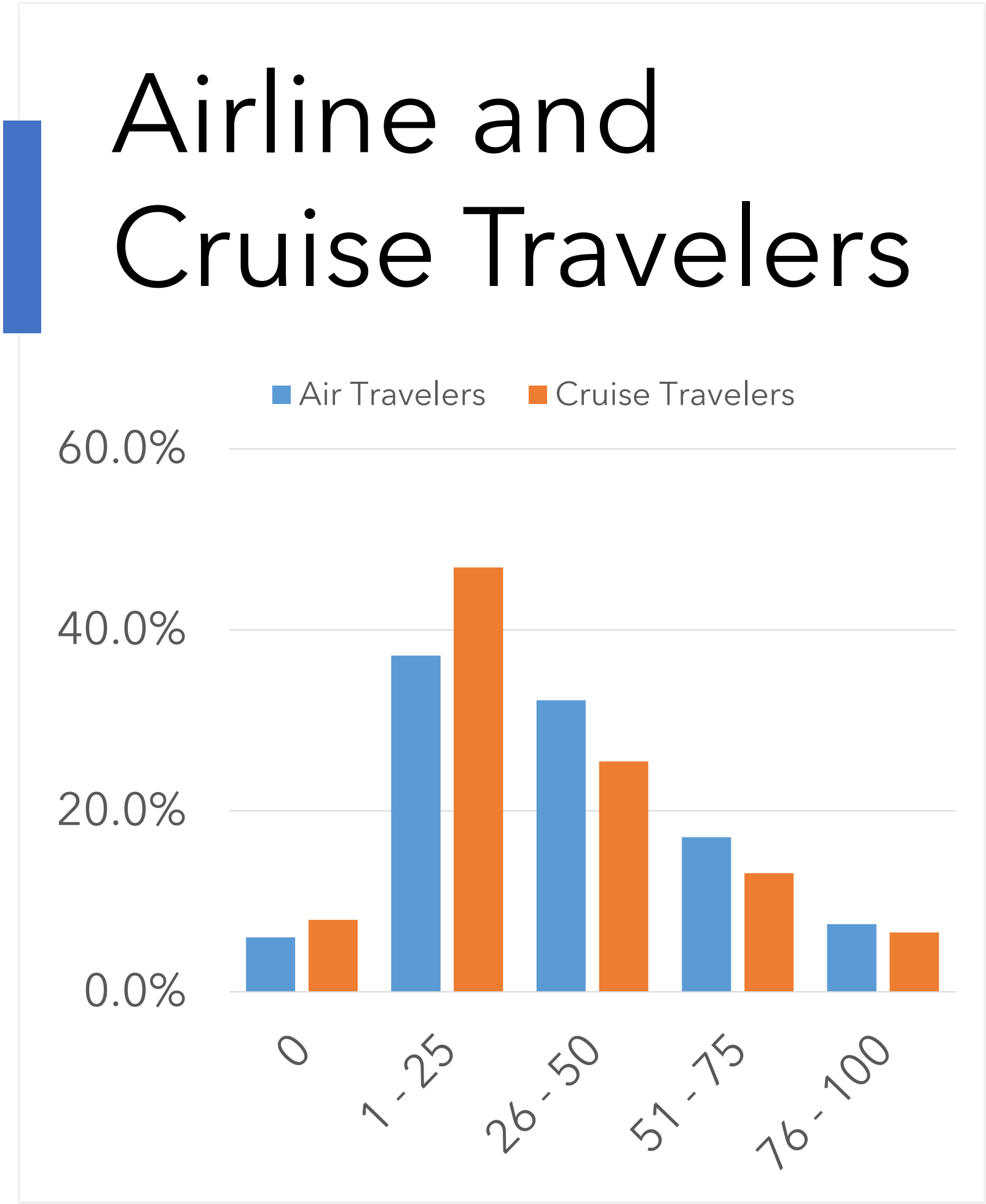
# Travel Outlook

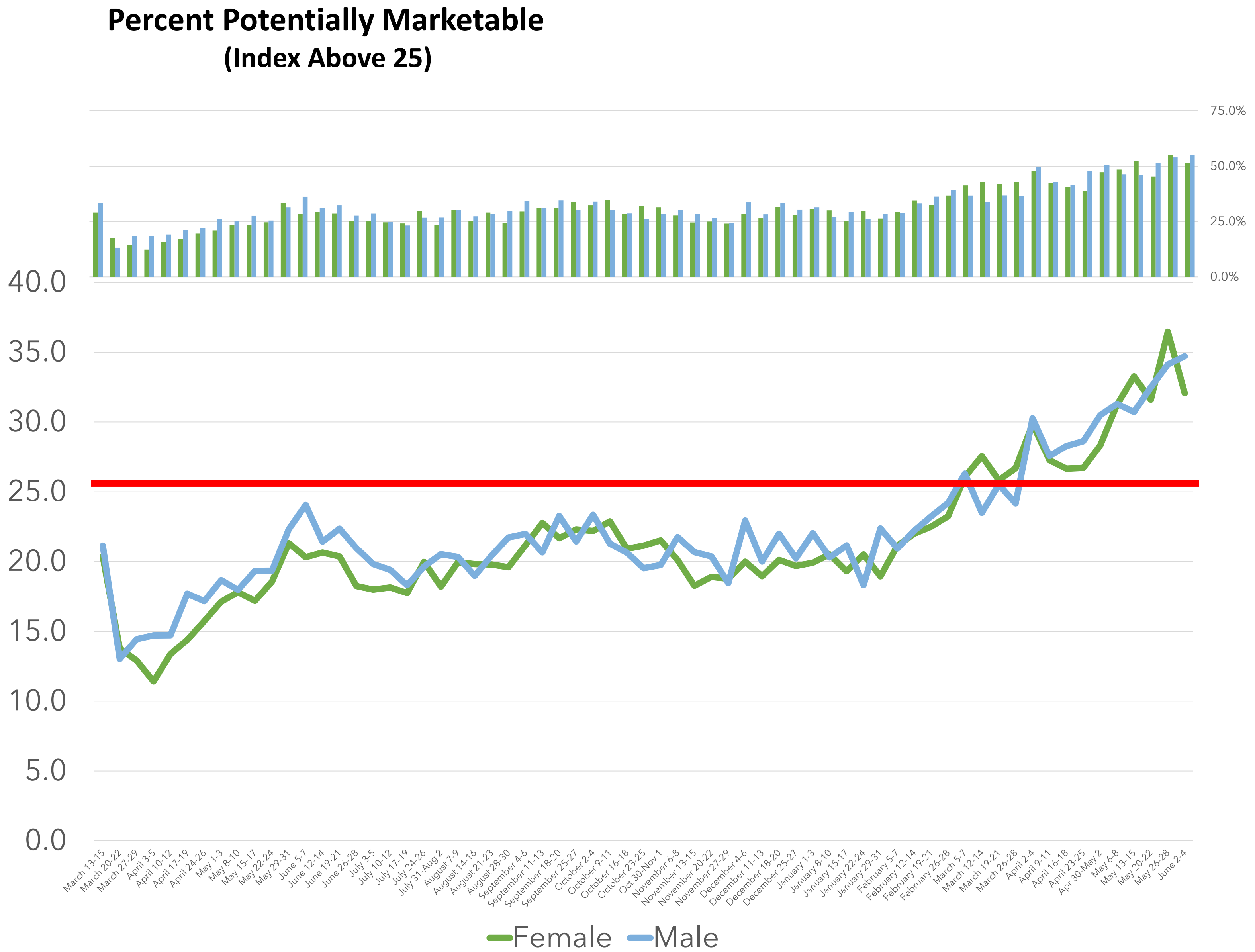
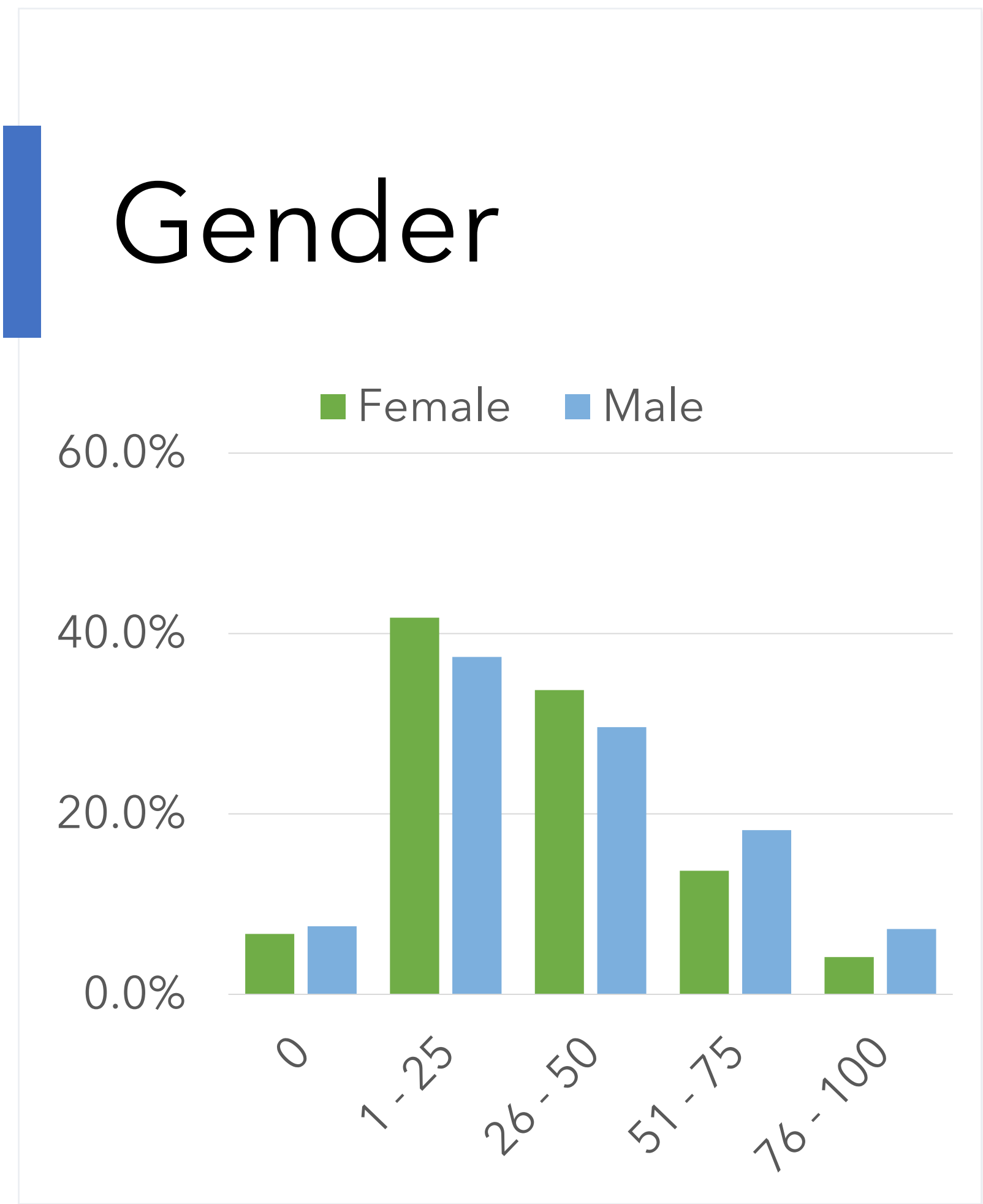
Neutral





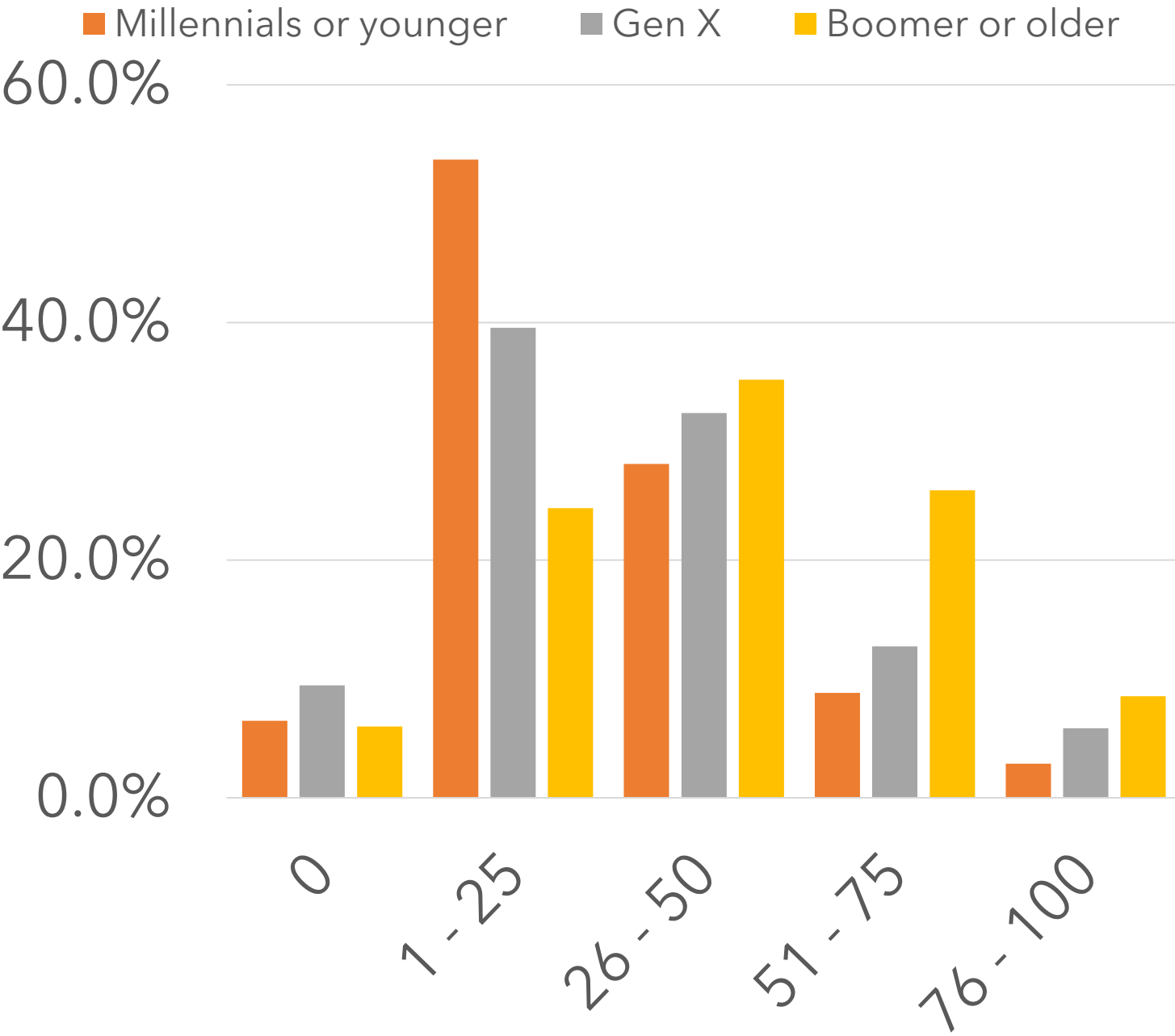




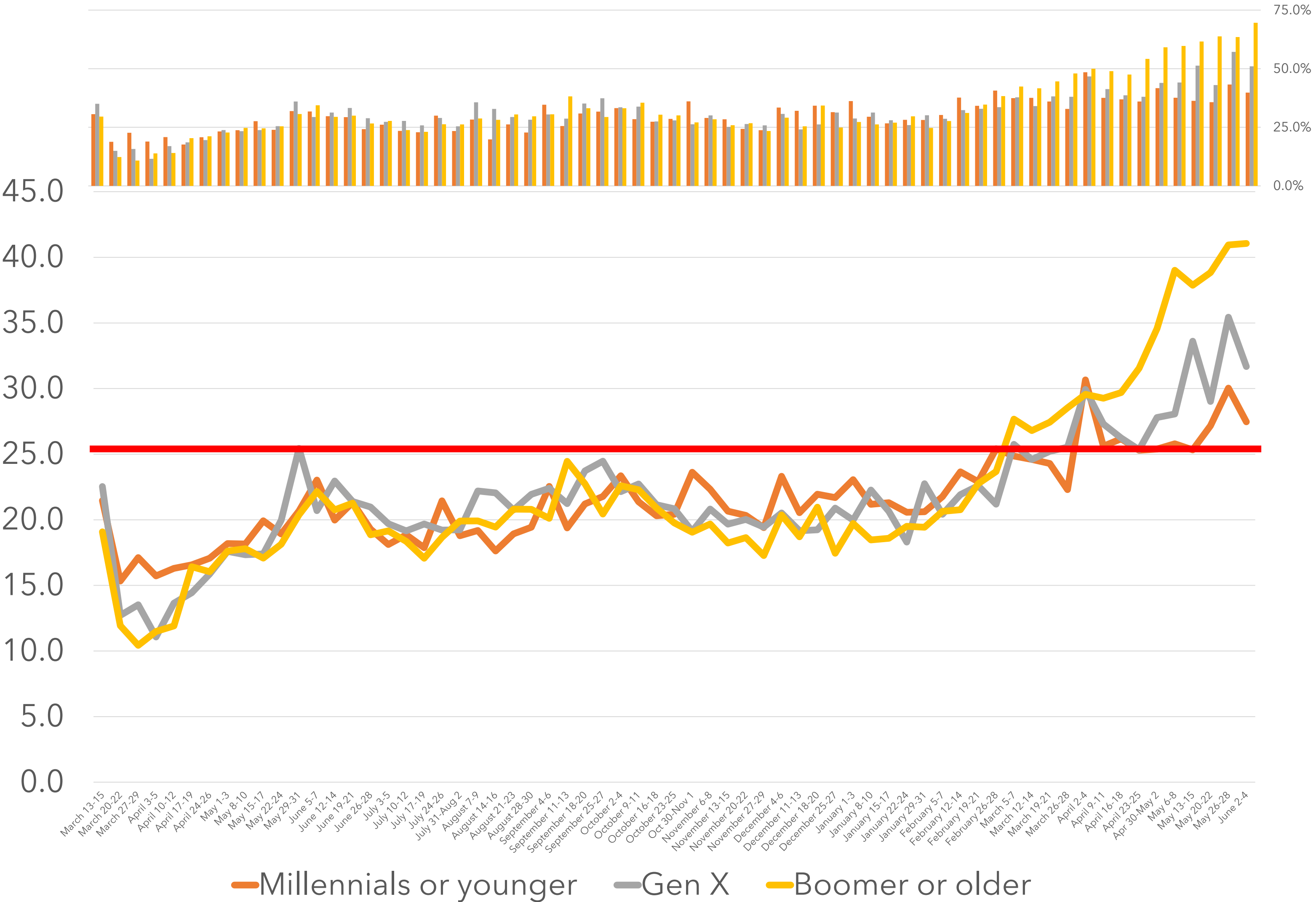




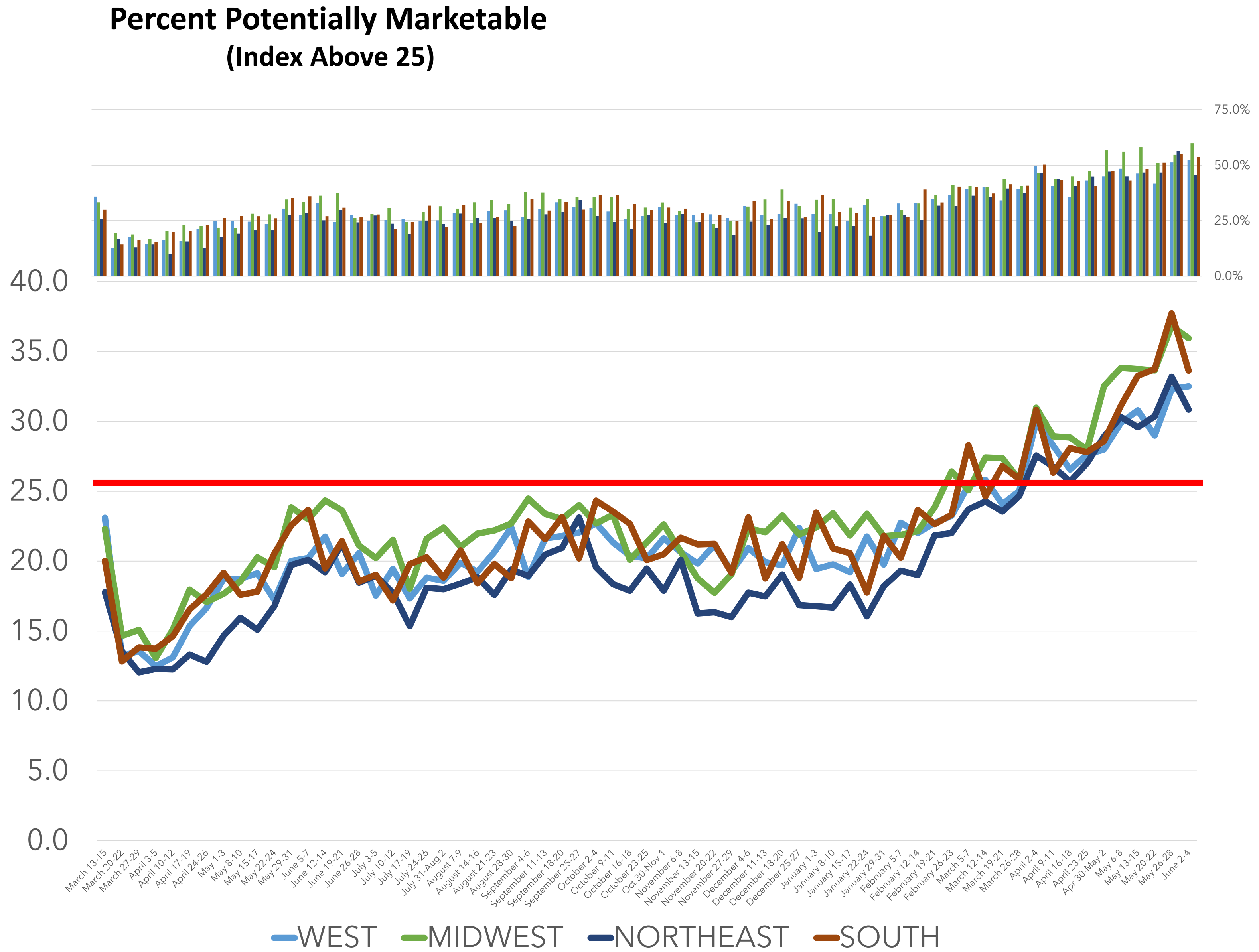
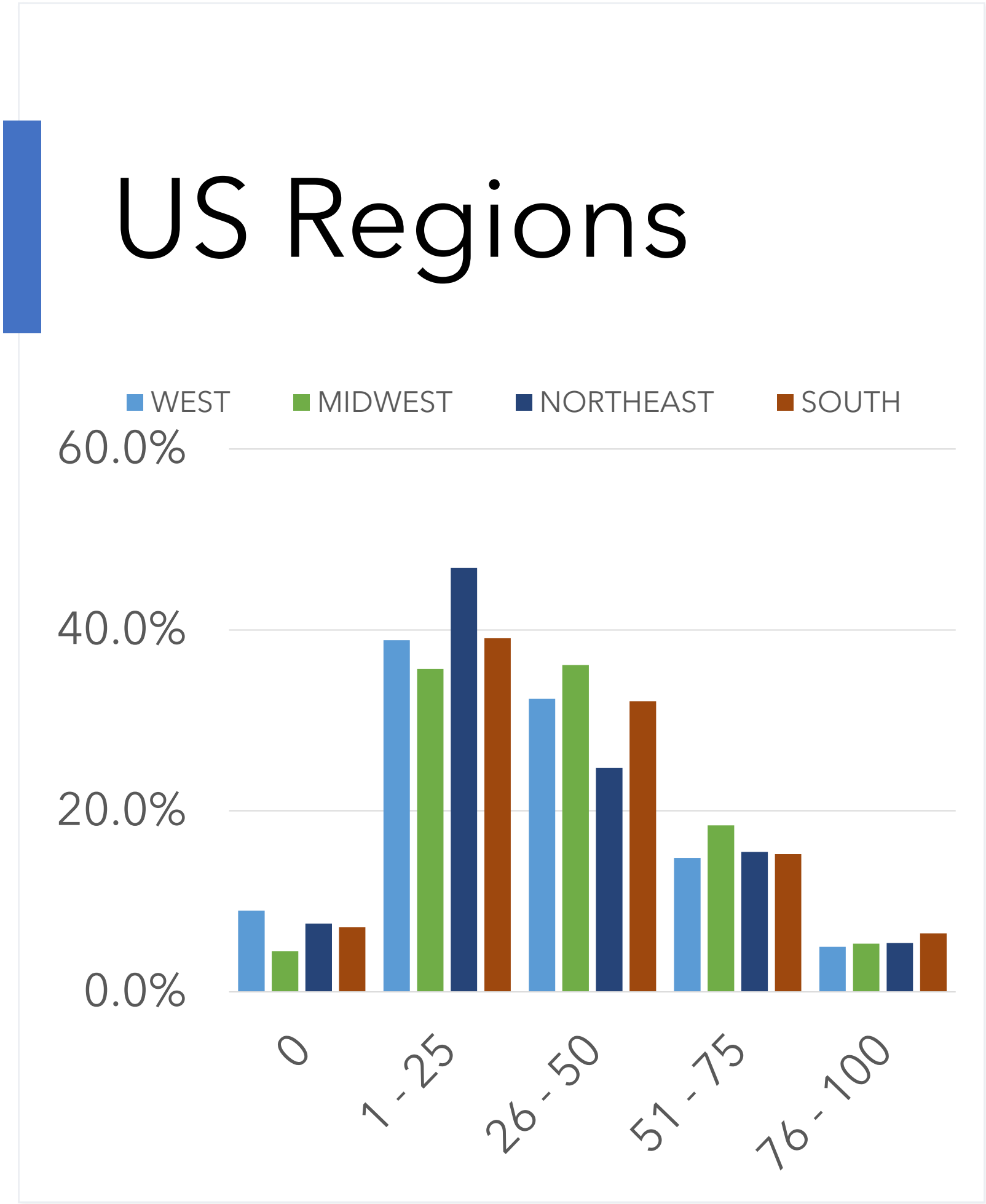
# Generation



## Percent Potentially Marketable (Index Above 25)

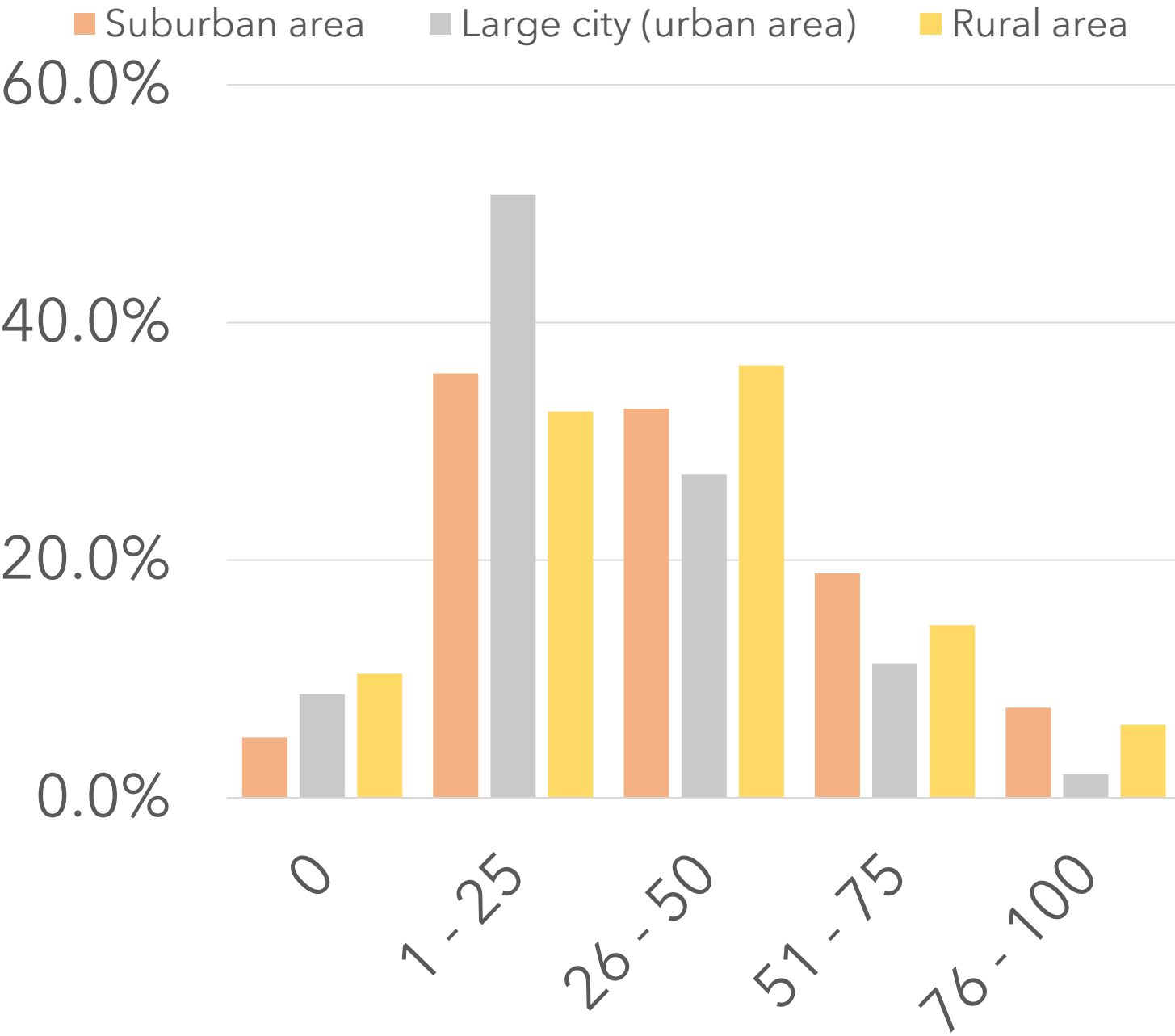




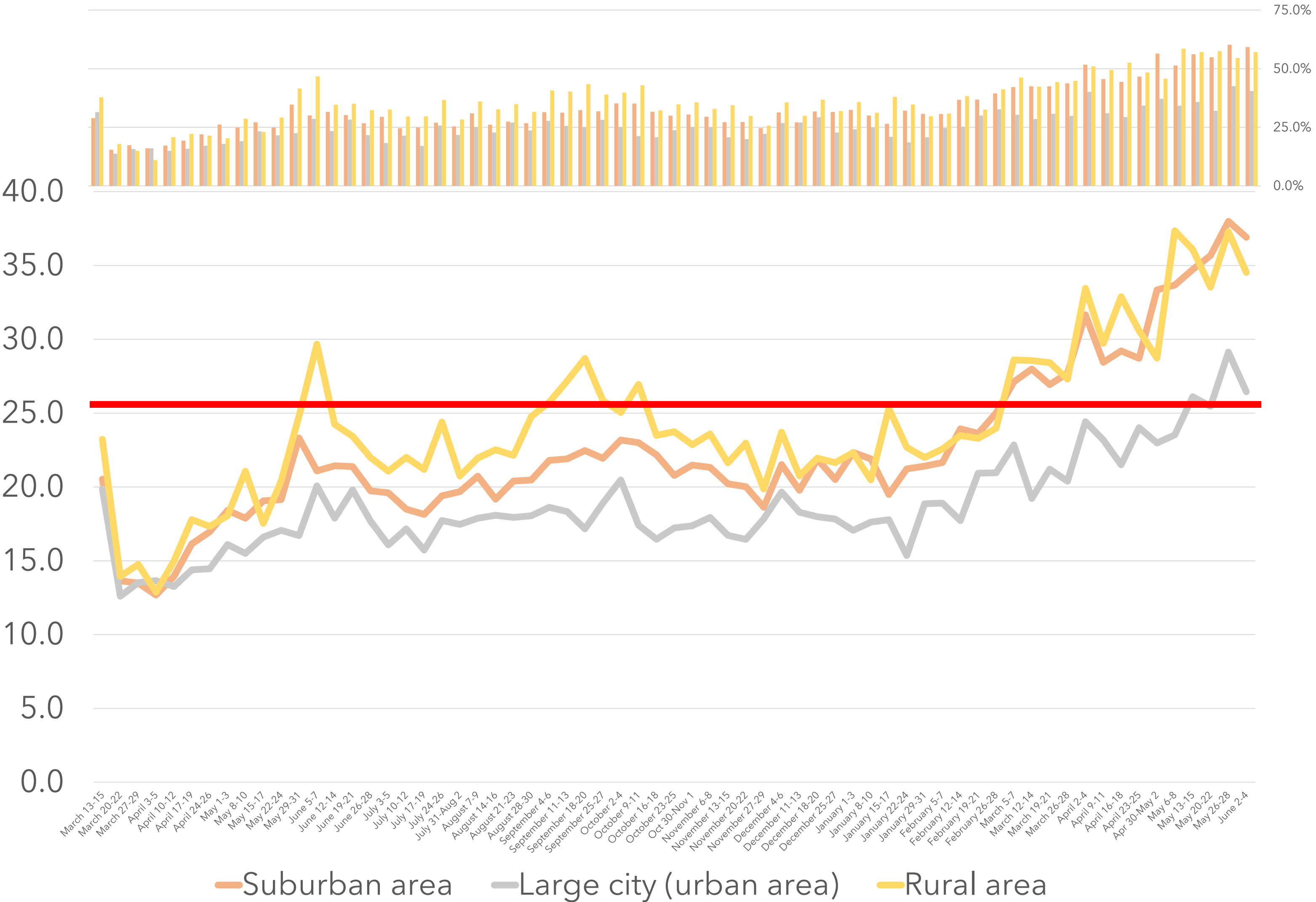


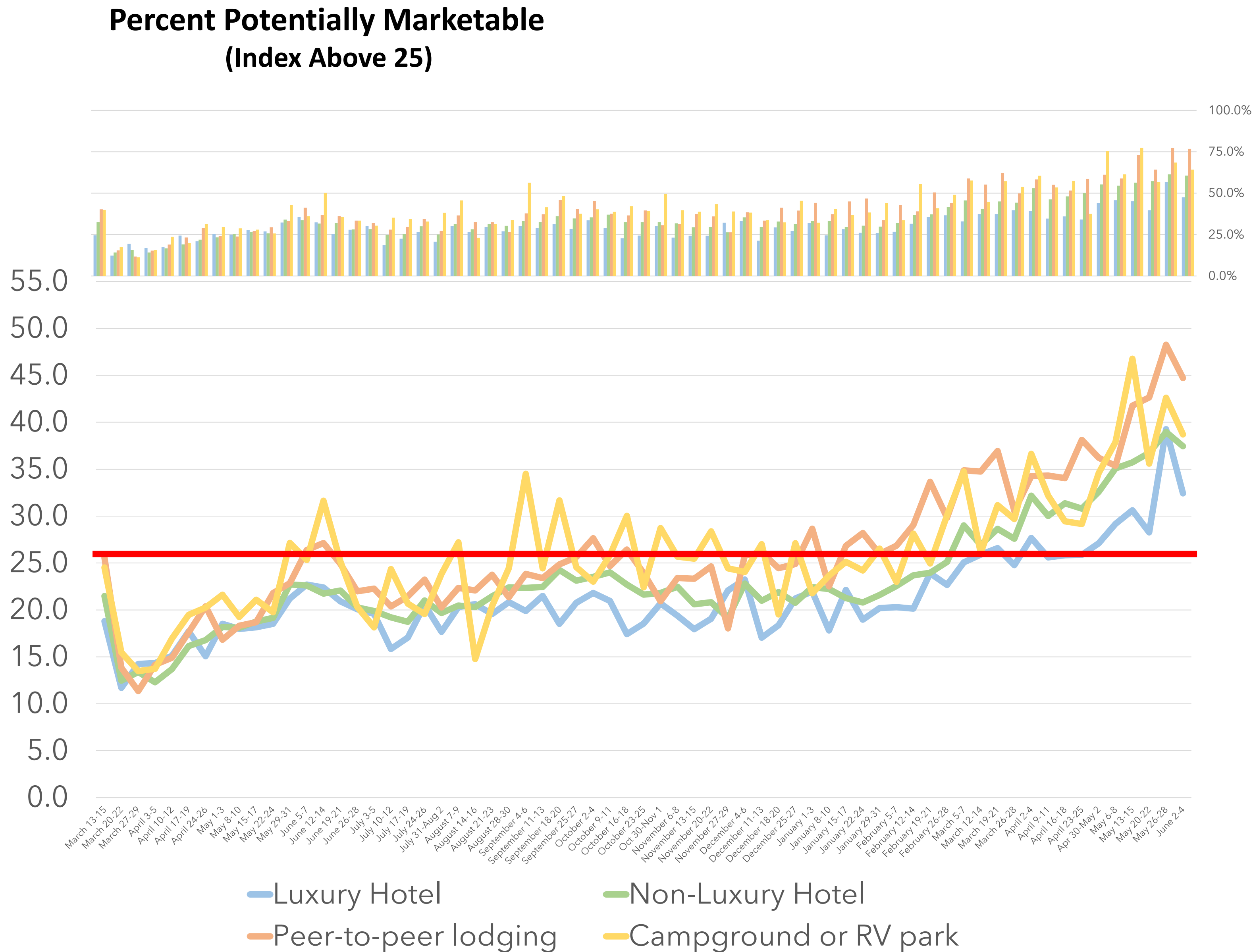
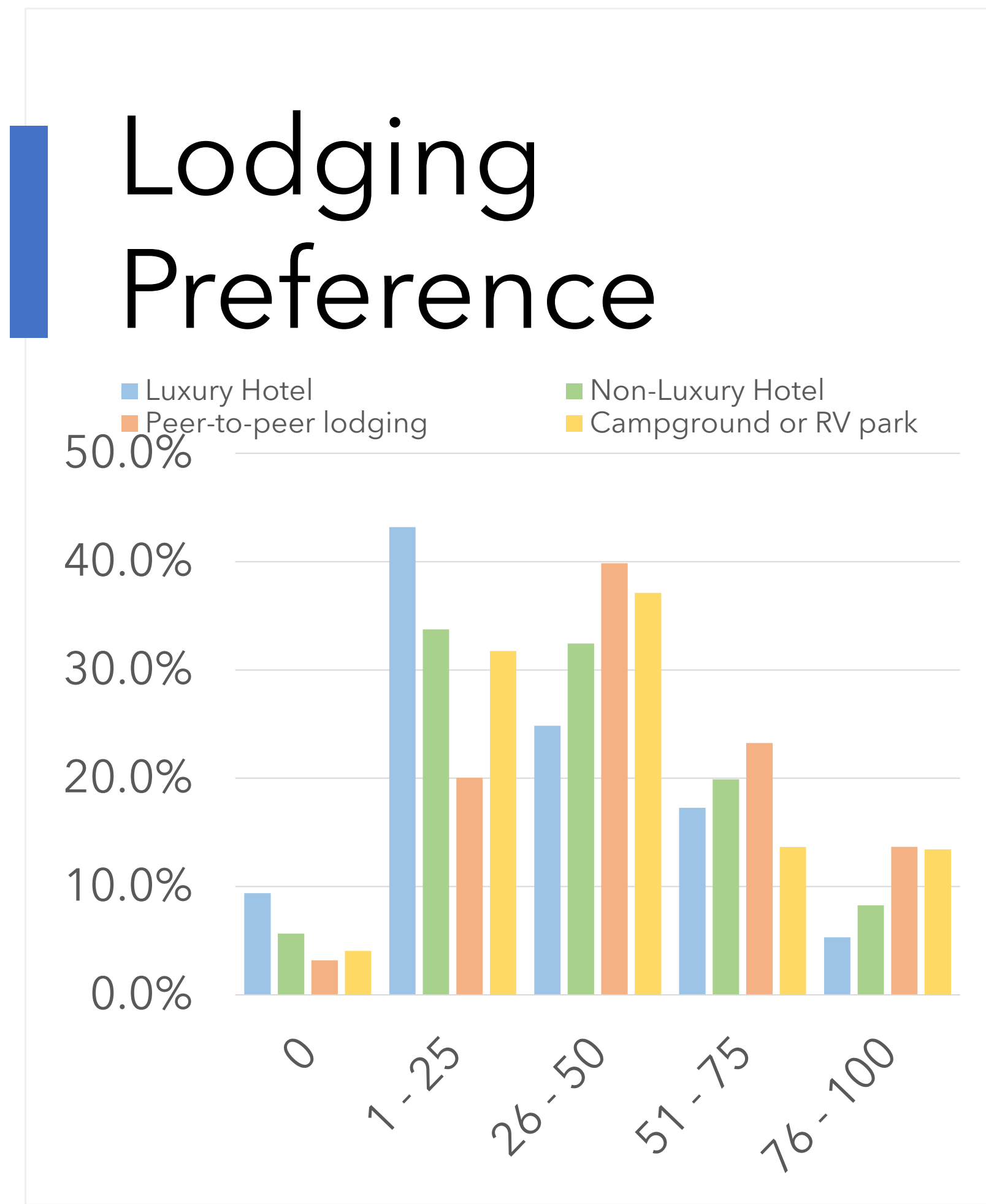


# Residence Type



## Percent Potentially Marketable (Index Above 25)



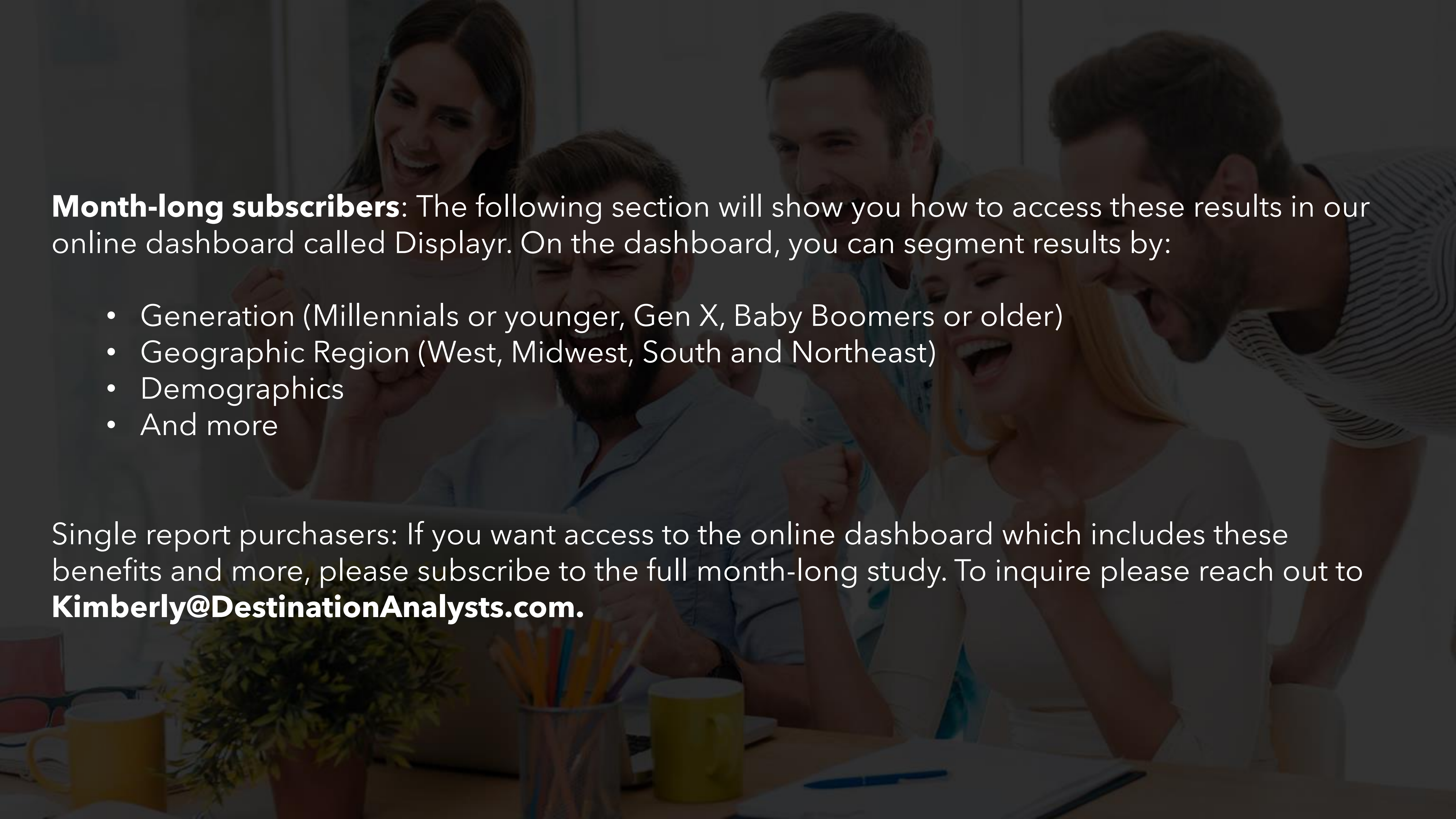




# ACCESSING DATA IN THE ONLINE DASHBOARD







**Month-long subscribers:** The following section will show you how to access these results in our online dashboard called Displayr. On the dashboard, you can segment results by:

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

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



# HOW TO USE DISPLYR

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





# NAVIGATING THE DASHBOARD:

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

Coronavirus Travel Sentiment Index Report

Search...

Filters ▾ Export ▾ ?

-

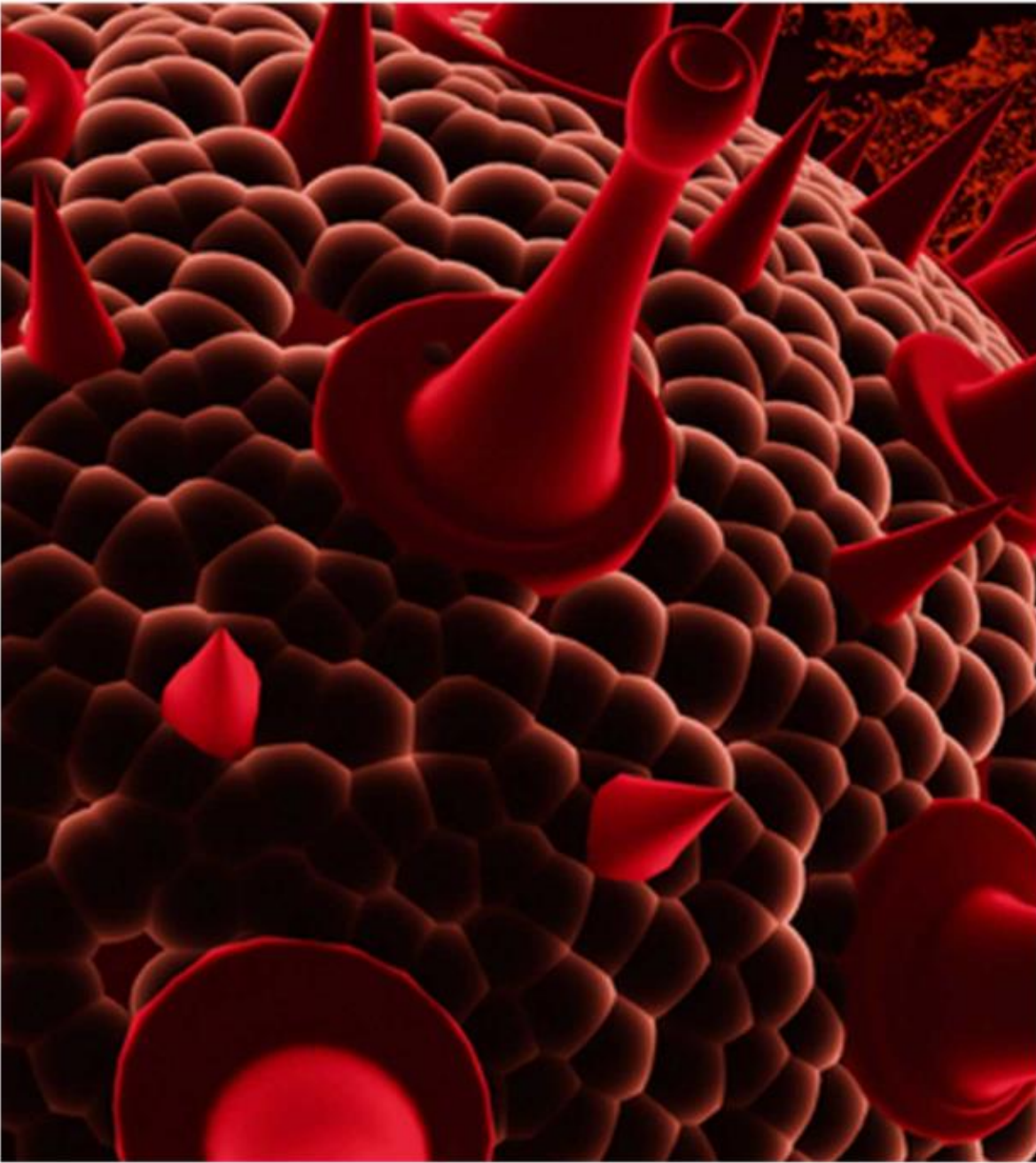
+

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

FiltersExport?65%

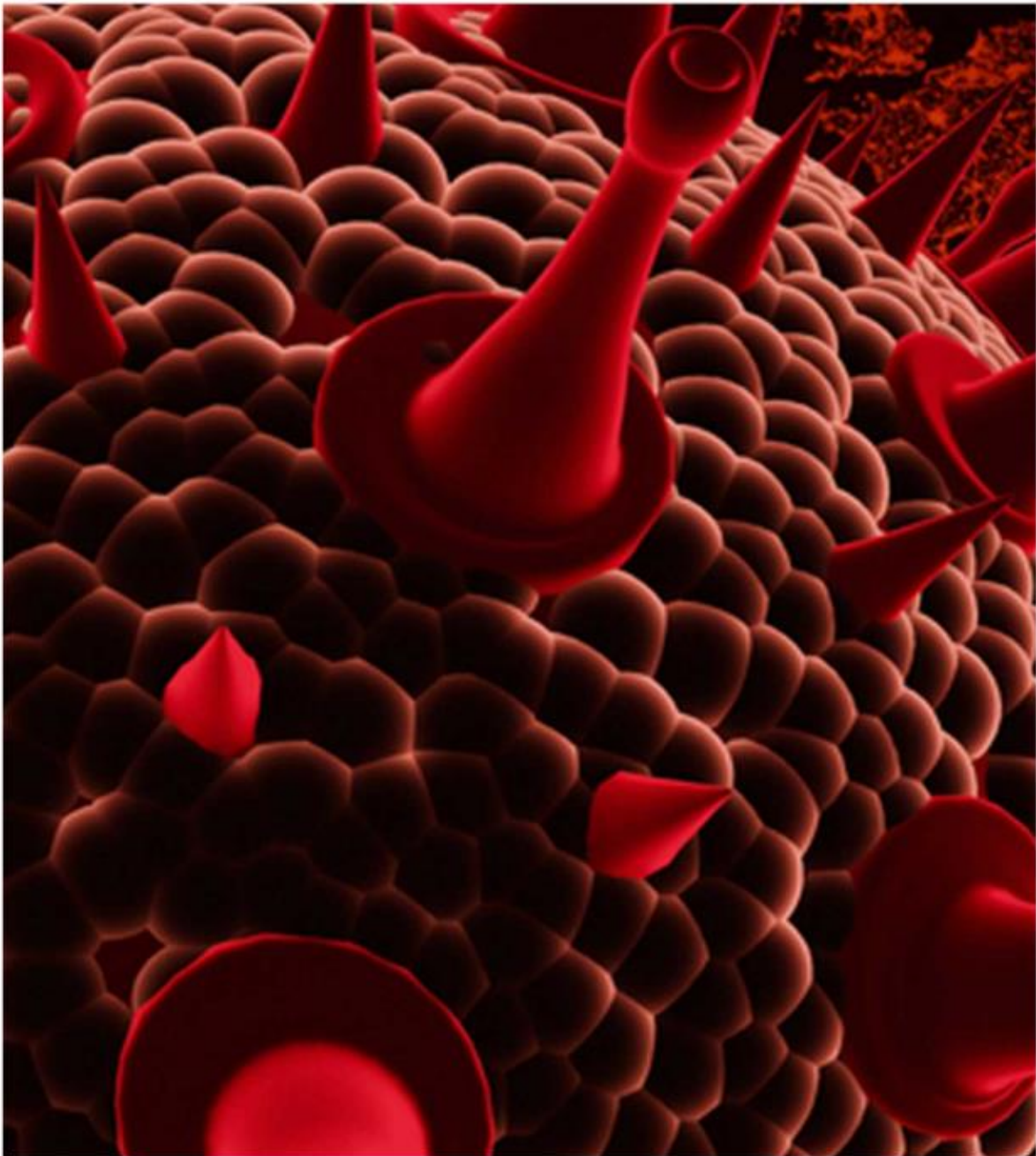
Search...

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 Convention
- Avoiding Conferences or Convention
- Avoiding International Travel
- Avoiding International Travel - Break
- Comfort Enjoying Home Community
- Comfort Enjoying Home Community
- Discounts Drive Interest in Travel
- Discounts Drive Interest in Travel - B
- Upcoming Travel Plans



## Coronavirus Travel Sentiment Index Report

### Online Dashboard

Last Updated: 3/16/2020

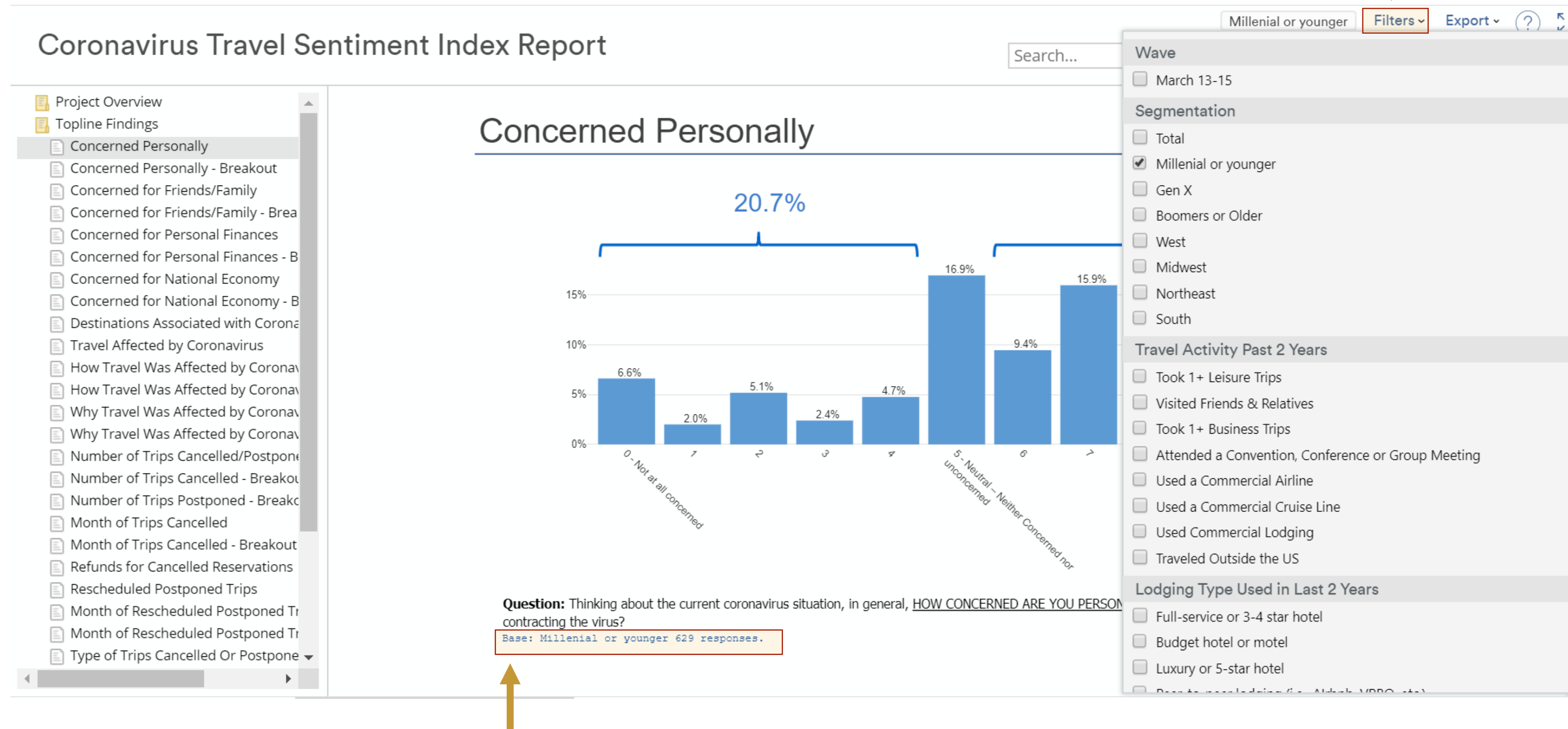
Research prepared by:

**Destination Analysts**



# FILTERING THE REPORT:

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



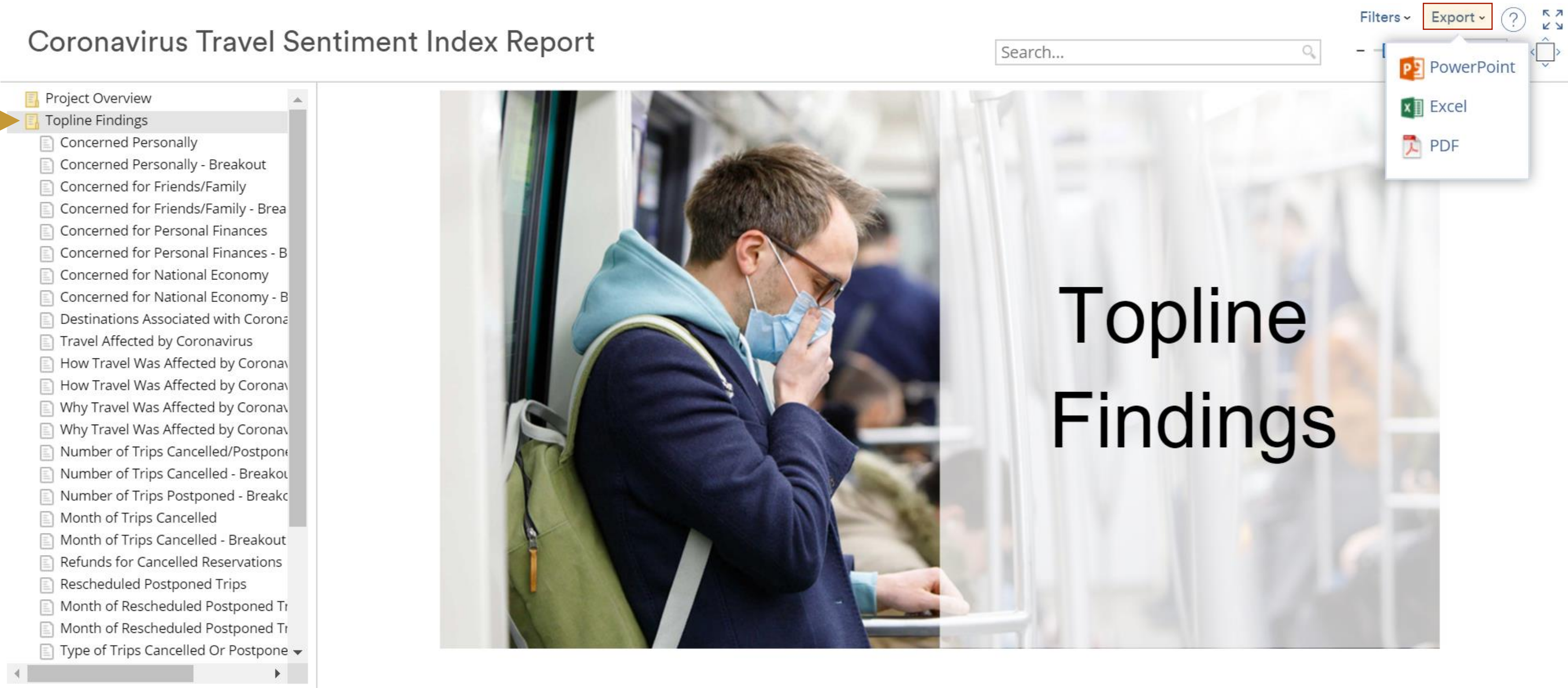
**IMPORTANT NOTE:** When you select a filter, it will ONLY APPLY to the specific data point you are currently viewing. It WILL NOT apply to the entire report. Be sure to check the base description in the blue text (highlighted here) to see if a filter is being applied.



# 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”

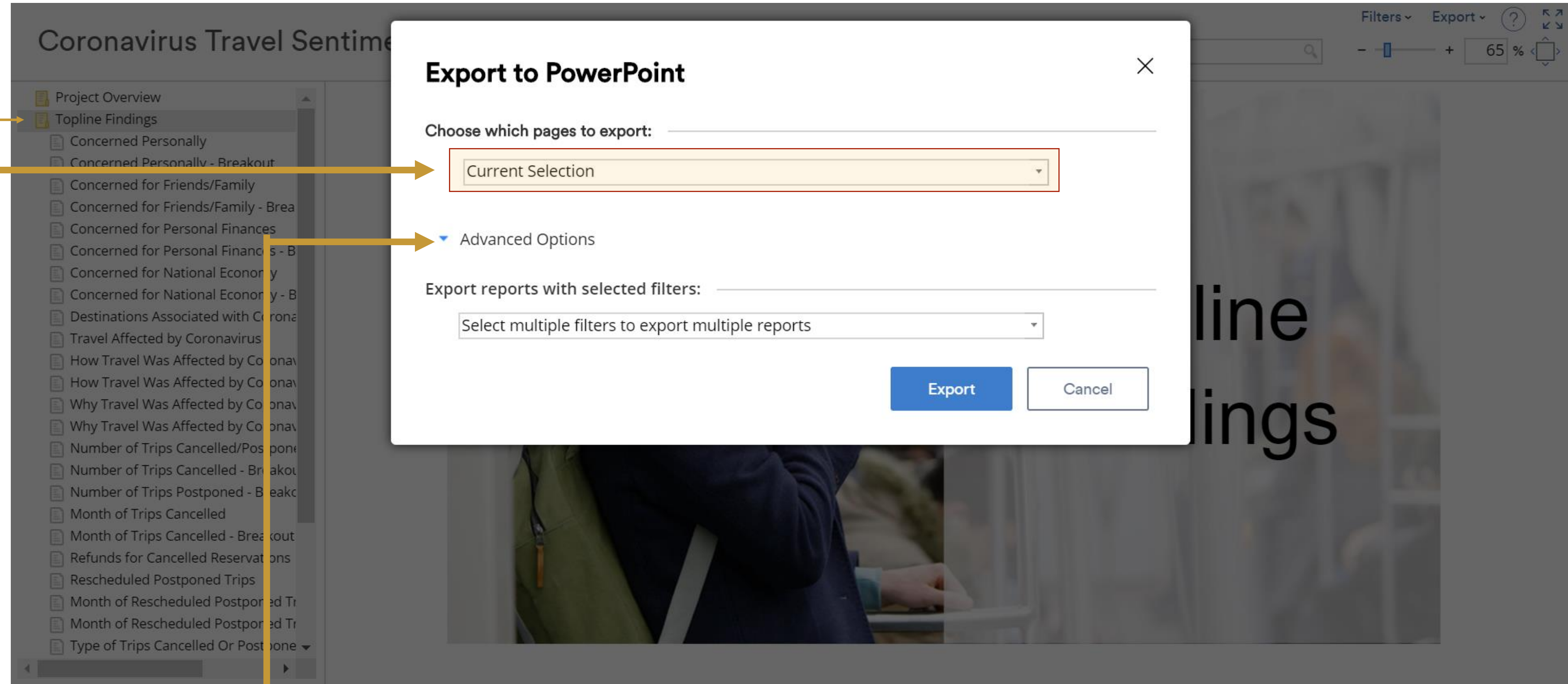


# EXPORTING THE DATA:

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](mailto:info@destinationanalysts.com)

