

# CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT, WAVE 73

## RESEARCH FINDINGS

September 6, 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 tracking survey of adult American travelers. The results of the 73<sup>rd</sup> wave of this project are presented in this report. The survey is regularly being conducted 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 73<sup>rd</sup> wave of this survey was collected from September 1<sup>st</sup> – September 3<sup>rd</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, 1,208 fully completed surveys were collected, suggesting the topline results presented here have a confidence interval of +/- 2.8%.

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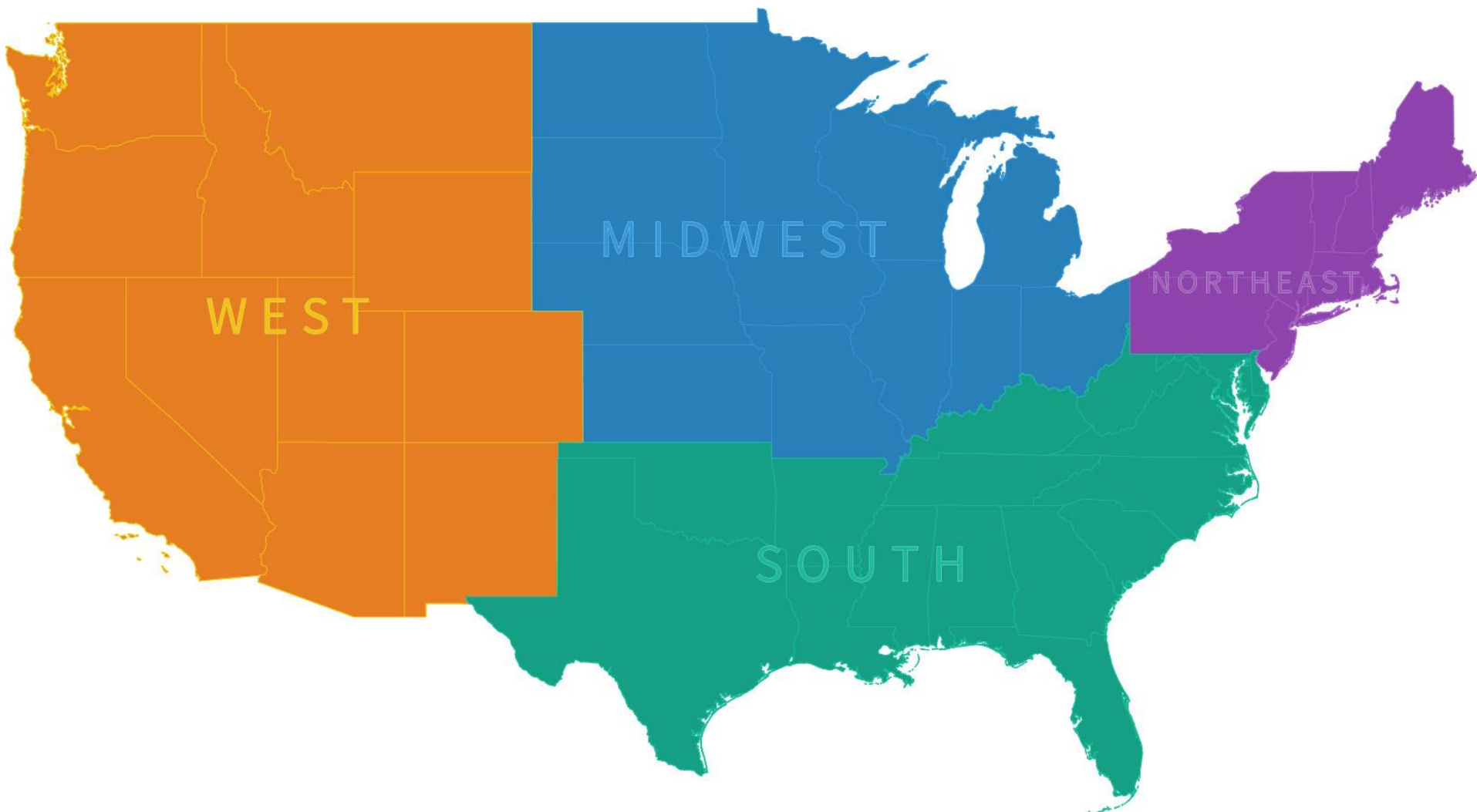


# PROJECT OVERVIEW

**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 evolving, and its impact on the travel industry is far from clear. As a result, Destination Analysts plans to conduct this survey bi-weekly through December 2021. 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
Wave #69	July 7-9	July 12
Wave #70	July 21-23	July 26
Wave #71	August 4-6	August 9
Wave #72	August 18-20	August 23
Wave #73	September 1-3	September 7



# TOP TAKEAWAYS

*The following are the top takeaways that emerged from Wave 73 of this weekly consumer traveler sentiment tracking study.*

- **Far more Americans headed out for Labor Day weekend trips this year compared to last.** Nearly a quarter of Americans said they would be traveling for the holiday, almost doubling 2020 levels (24.0% vs. 13.0%).
- **Labor Day travel would have been stronger had not Americans been grappling with the disruption of the Delta variant.** Among the American travelers who did not head out on Labor Day trips, 13.0% of this group said they had cancelled trip plans specifically because of Delta variant concerns.
- **Summer ends in quite a different place than it started: Since the Fourth of July, Americans' sense of normalcy and optimism about the pandemic's course has fallen by half.** Over half (51.2%) of American travelers expect the pandemic to get worse in the next month; comparatively only 16.2% felt this way heading into the Fourth of July holiday just two months ago. When asked how close to "normal" the U.S. is in terms of leisure activity, just 21.6% of American travelers felt that the U.S. was at least 70% back to normal, down from 42.7% at the beginning of July. Those Millennial age or younger were much likelier than Baby Boomer-age travelers to feel normalcy (27.7% vs 15.1%). Meanwhile, those in the South were less likely to feel normalcy (16.1%).





# TOP TAKEAWAYS

- **Although Americans generally continue to see travel and leisure activities as safe rather than unsafe, air travel, indoor attractions and restaurants have suffered notable declines in safety perceptions.** Since early July, perceptions of commercial air travel as safe has fallen to 37.1% from 51.1%, while indoor attractions (like museums and aquariums) have declined to 44.4% from 59.9%, and dining in a restaurants to 52.8% from 67.7%.
- **Although Americans largely remain excited to travel in the next 12 months, expectations to travel for leisure in the next 3 months has declined.** In total, 71.4% said they have a high level of excitement. However, compared to just two weeks ago, fewer Americans now report planned overnight leisure trips (52.6% down from 56.7% two weeks ago) and leisure day trips (43.1% down from 51.4%) in that timeframe.
- **The appeal of out-of-state business trips and convention travel has improved among employed American travelers relative to early this year.** Now 45.7% of employed American travelers says they would be happy to take an out-of-state business trip in the next 6 months, up from 39.5% the week of April 12th. Also on the rise since April is the appeal of attending in-person group meetings. Now 40.4% would be happy to do so, up from 37.9% the week of April 12th. In fact, one-in-five employed American travelers now plans to attend a convention, conference or other group meeting sometime in the remainder of 2021, with October appearing to be the peak month for this trip type. However, the Delta variant is disrupting group meetings travel—16.8% say they have cancelled an upcoming trip to attend an in-person conference/convention and another 6.2% say they are currently considering cancelling such upcoming trips.



# TOP TAKEAWAYS

- **The welcoming reputation of destinations remains important to a majority of American travelers (68.0% consider it important or very important), but perceptions of specific destinations as being unwelcoming appears to be shifting.** Of the 17.2% of American travelers who say they can name a destination that does not have a welcoming atmosphere for people like themselves, far more of this group are now naming New York, Texas and Hawaii as places that they feel are unwelcoming.
- **After a recent period of decline, Americans' travel marketability index scores have held at the same levels for the last two weeks, offering hope for a turnaround.** In particular, Millennial and Gen Z age travelers are likeliest to be in a ready-to-travel mindset right now (77.1%). They are also likelier to be supportive of pandemic protocols like indoor mask requirements right now (72.1%)

A woman in a black dress stands in a field, looking up at the sky. She is holding a blue surgical mask in her right hand. The background is a hazy, golden landscape under a sunset sky.

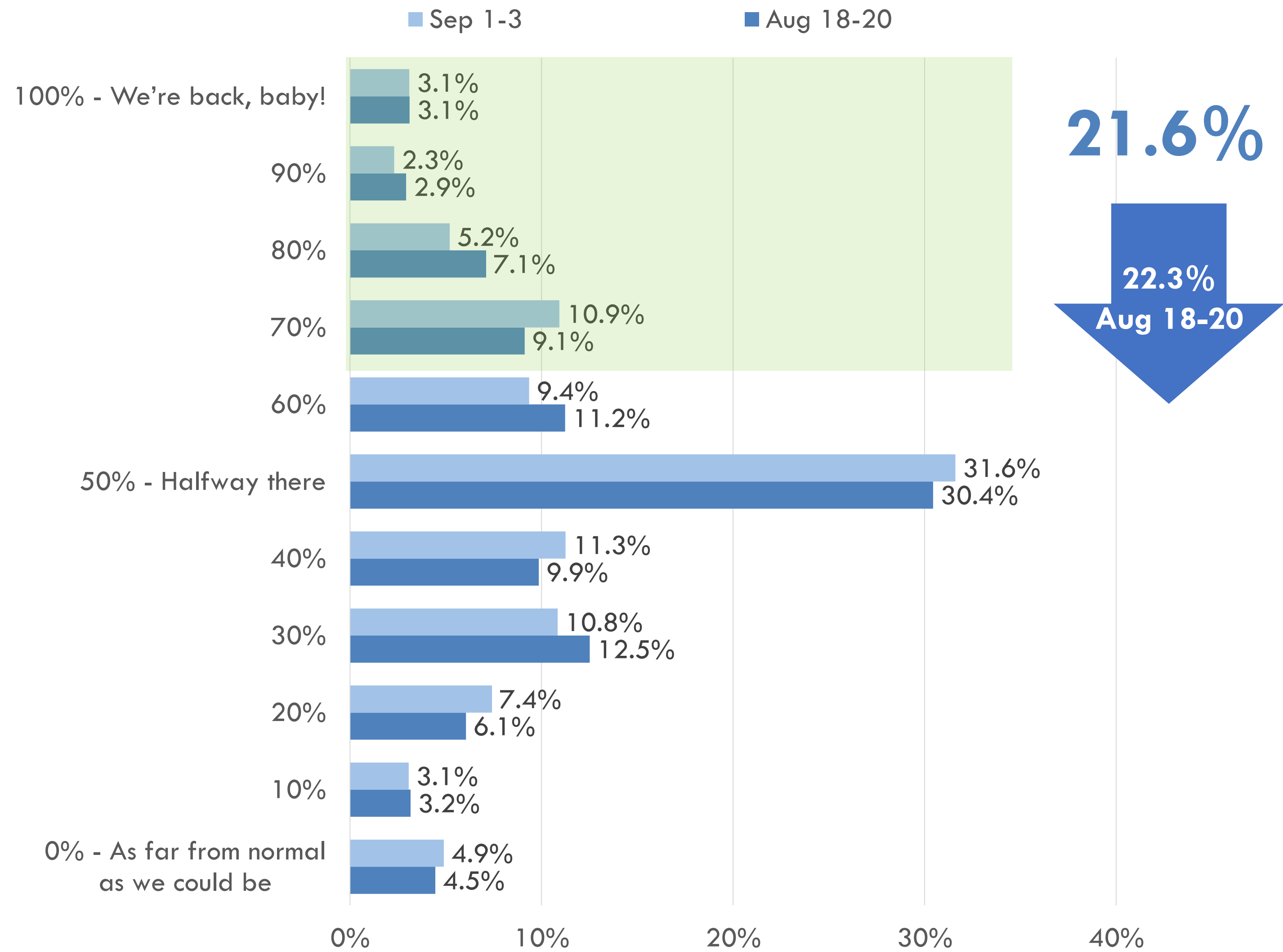
**HOW CLOSE ARE  
WE TO NORMAL?**



# RETURNING TO NORMAL

**Question:** Overall, how close to “normal” is the U.S. in terms of resuming leisure activities (dining out, travel, etc.)?

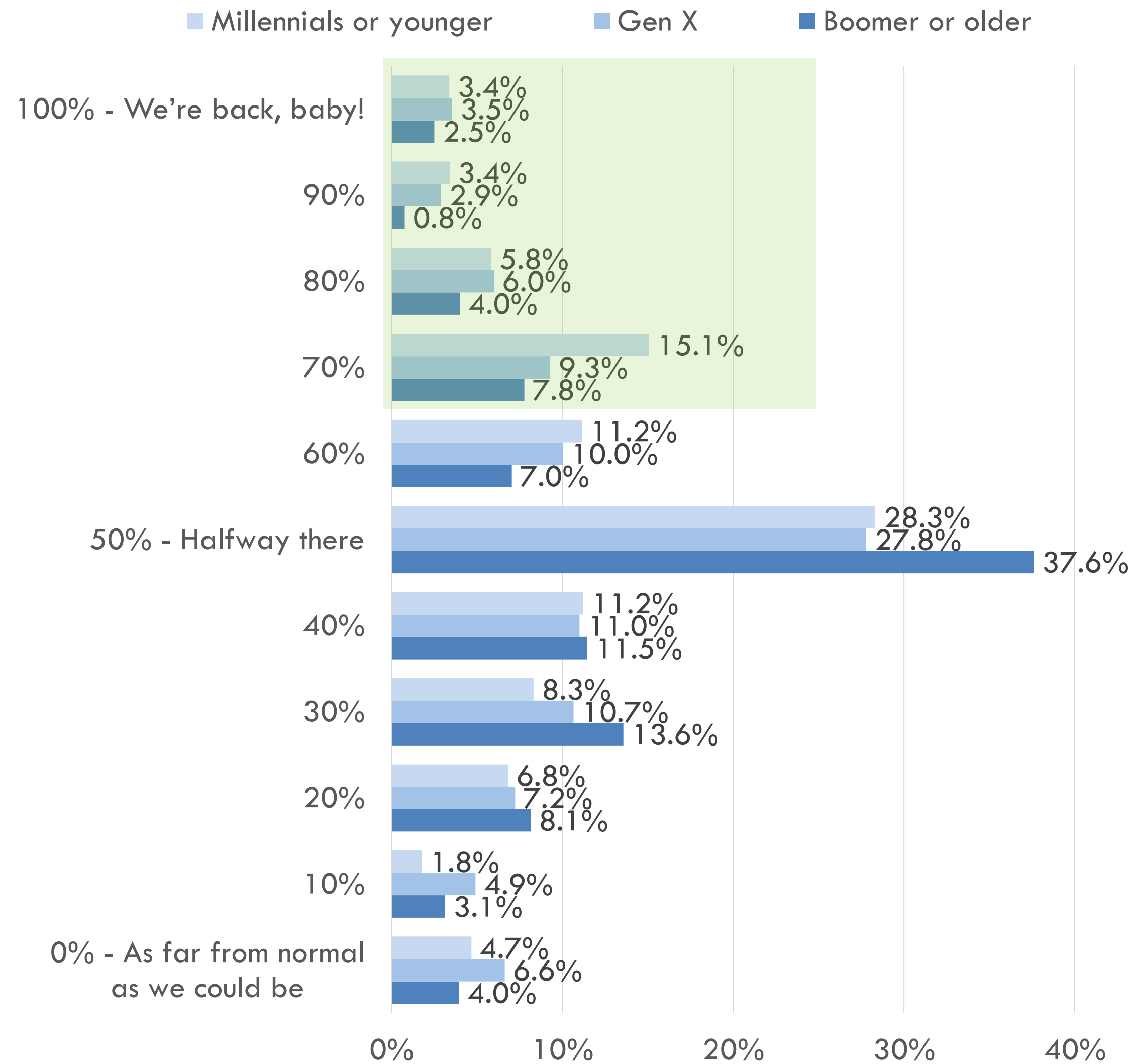
(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



# RETURNING TO NORMAL: BY GENERATION

**Question:** Overall, how close to “normal” is the U.S. in terms of resuming leisure activities (dining out, travel, etc.)?

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



**Millennials or younger**

**27.7%**

**Gen X**

**21.7%**

**Boomer or older**

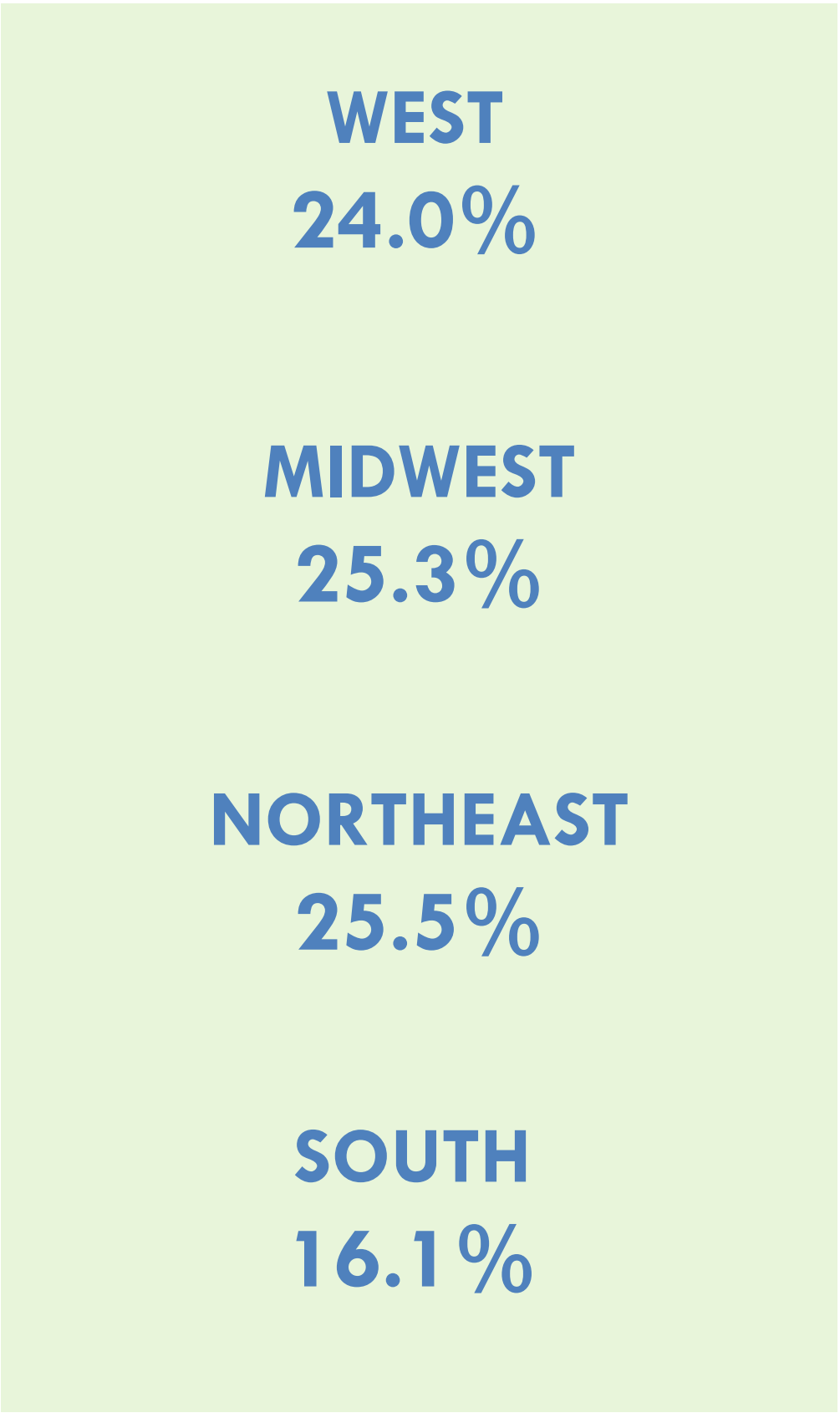
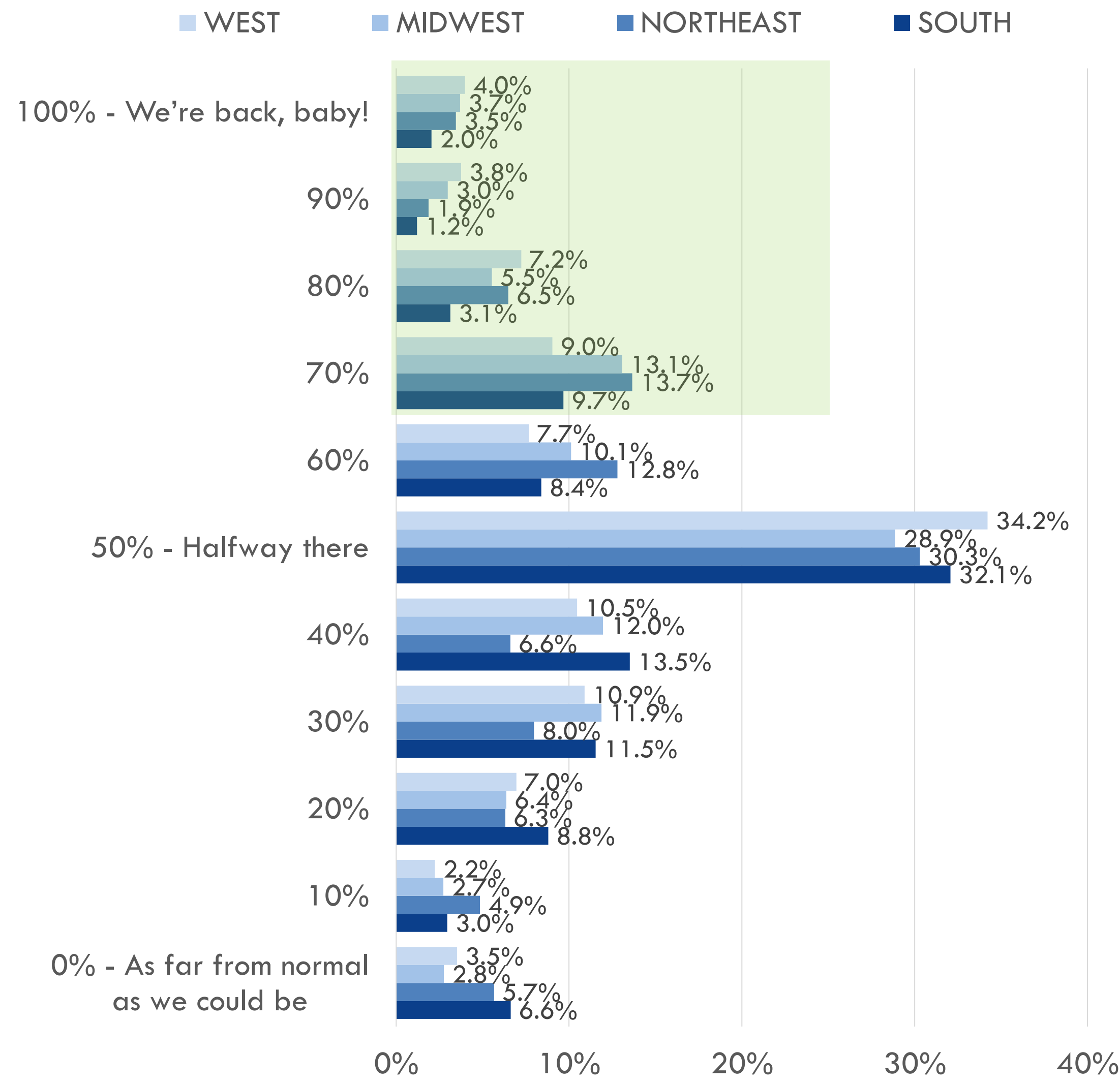
**15.1%**



# RETURNING TO NORMAL: BY REGION

**Question:** Overall, how close to “normal” is the U.S. in terms of resuming leisure activities (dining out, travel, etc.)?

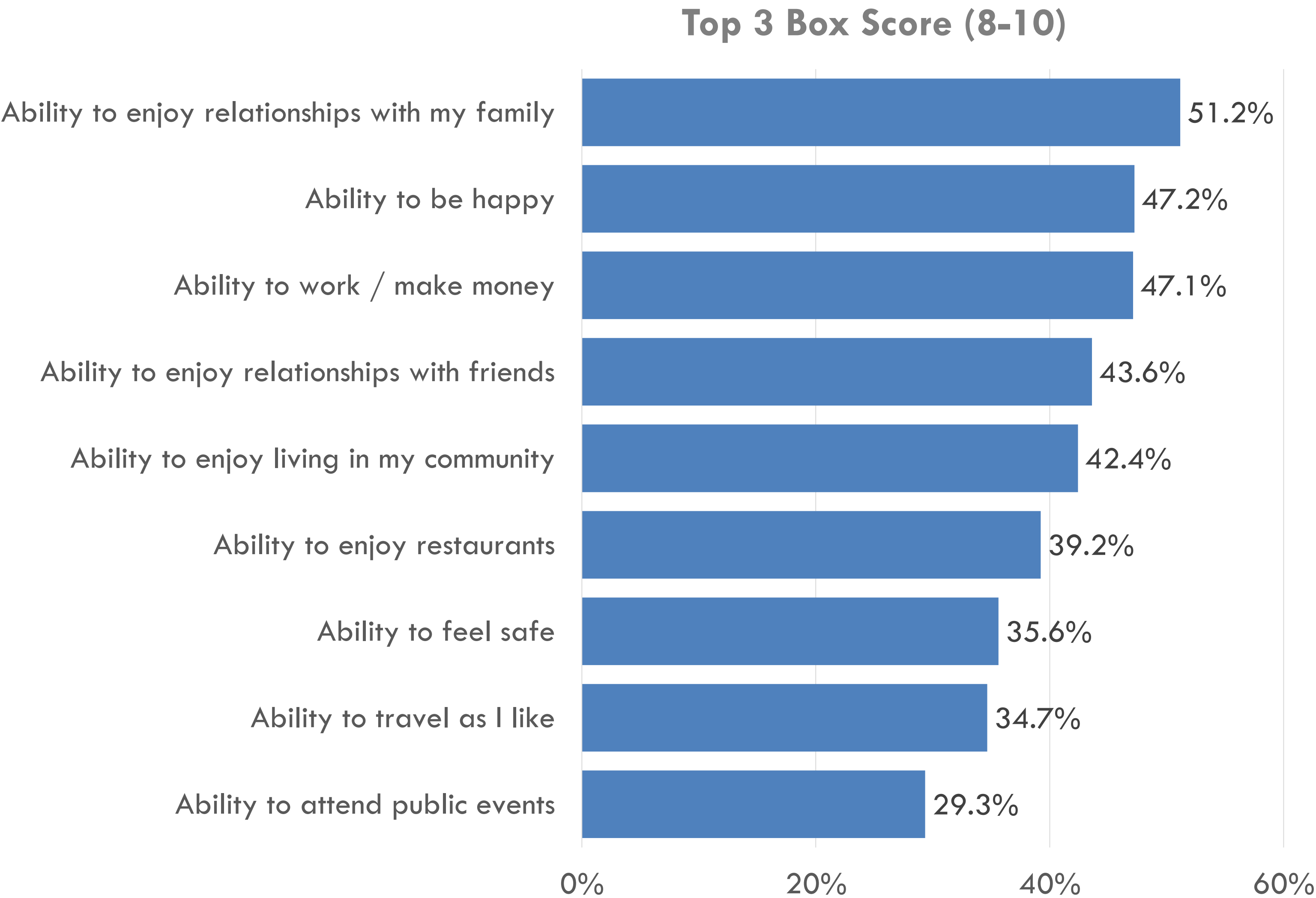
(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



# RETURNING TO NORMAL

**Question:** Now let's talk about how close (or far from) your life is to normal (i.e., being totally unaffected by the COVID-19 situation). For each, tell us about your life using the scale where 1 equals "Still very far from normal" and 10 equals "Already completely normal."

*(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)*





# ONE WORD TO DESCRIBE TRAVEL RIGHT NOW (UNAIDED)

**Question:** What ONE WORD best describes how you feel about travel right now?

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)





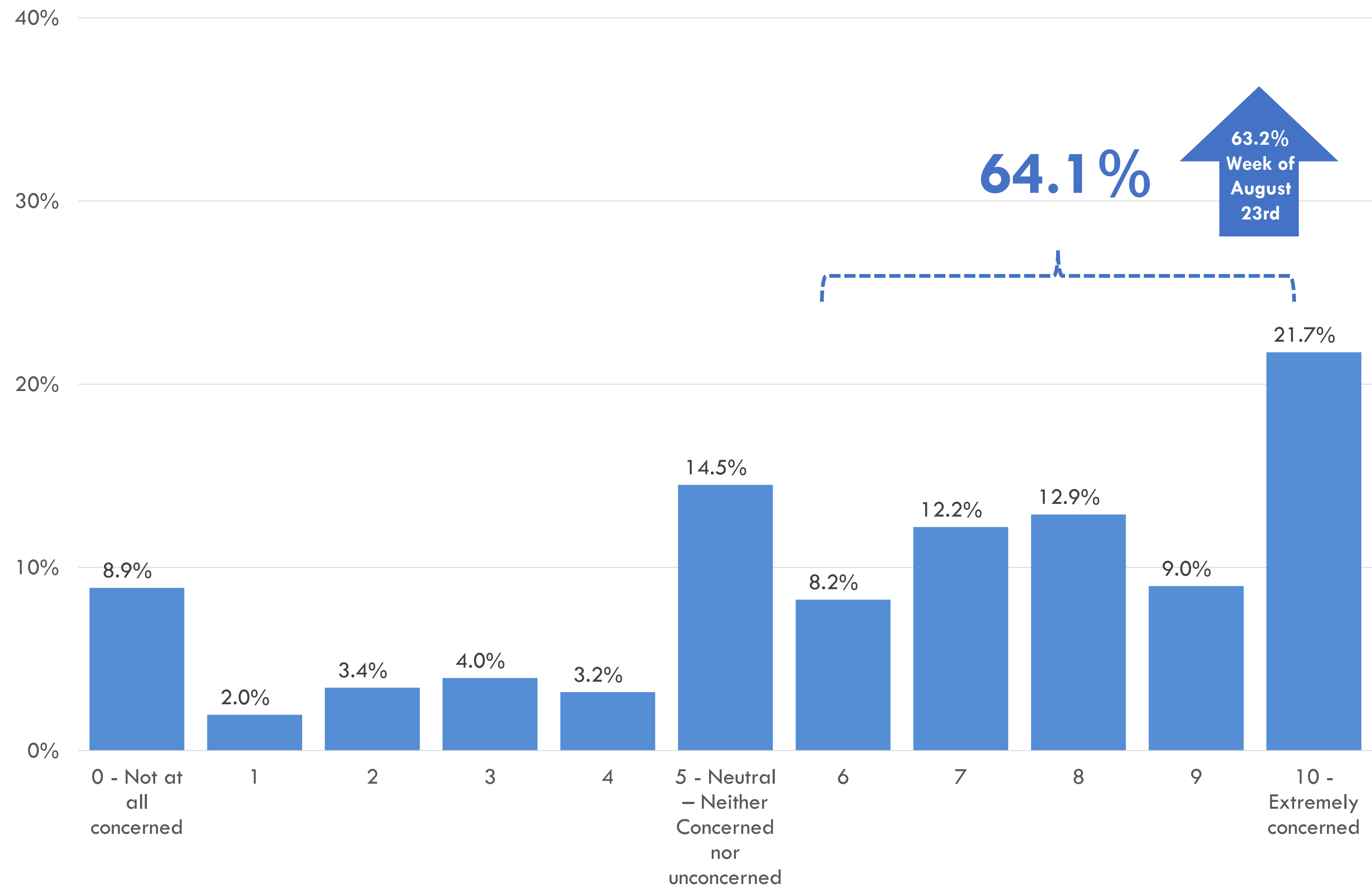
# **CURRENT FEELINGS ABOUT THE CORONAVIRUS & TRAVEL**



# PERSONAL HEALTH CONCERNS

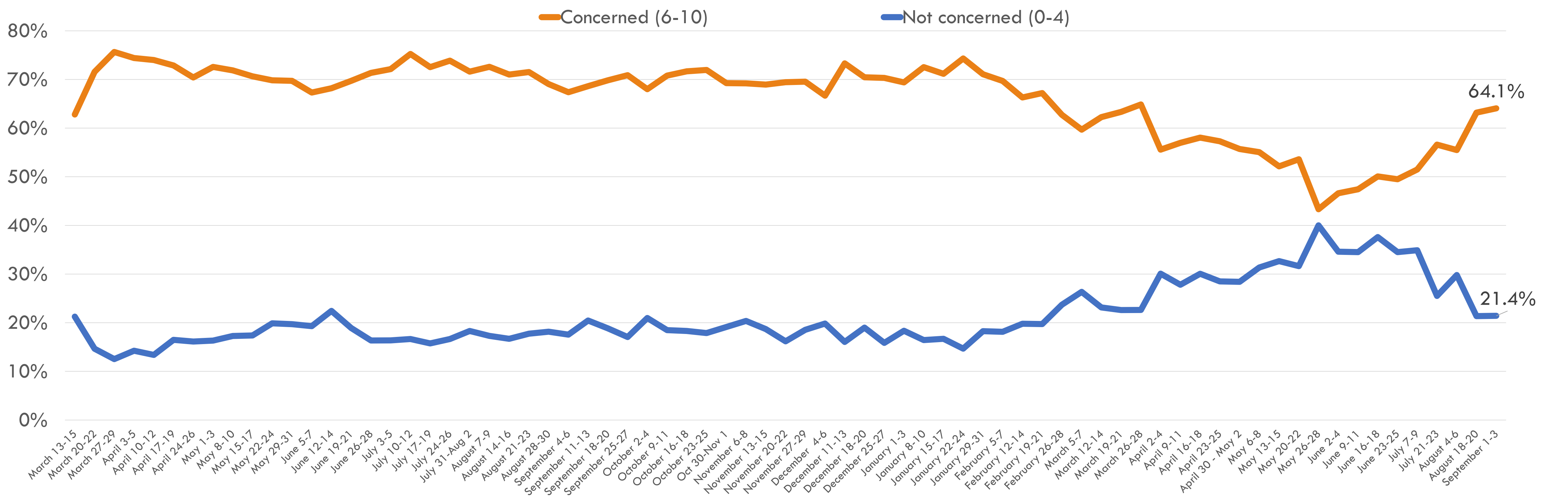
**Question:** Thinking about the current coronavirus situation, in general, HOW CONCERNED ARE YOU PERSONALLY about contracting the virus? (Please answer using the scale below)

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



# PERSONAL HEALTH CONCERNS (MAR 2020 – SEP 2021)

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

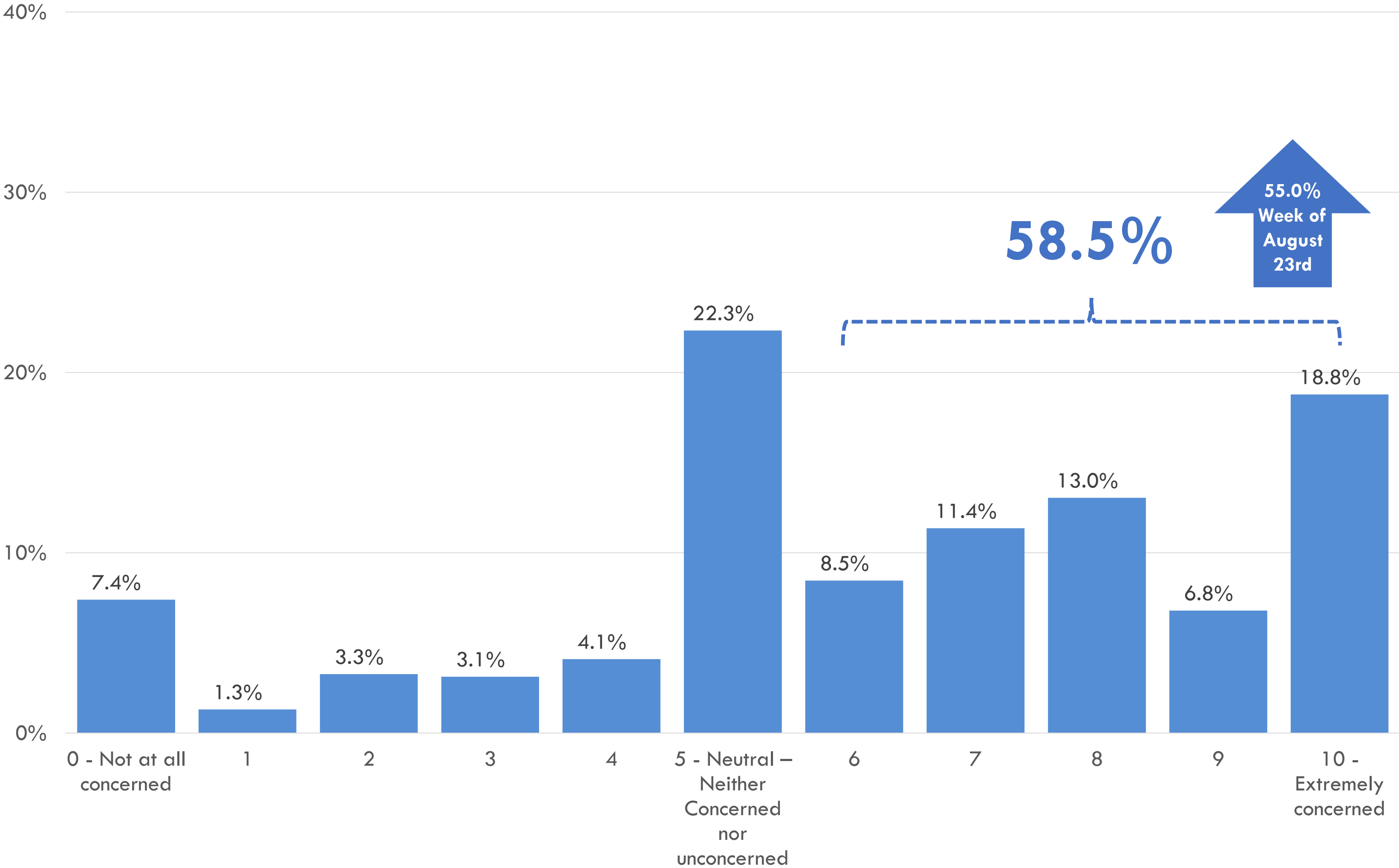


(Base: Waves 1-73. All respondents, 1,200+ completed surveys each wave.)

# 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)

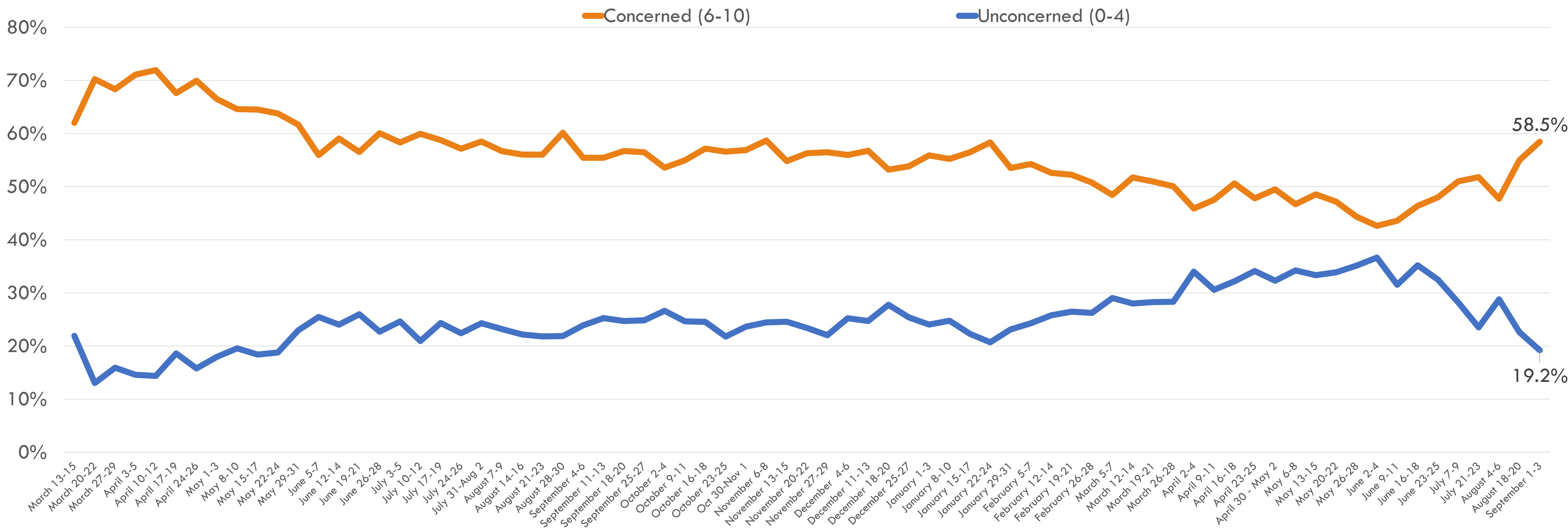
(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)





# CONCERNS ABOUT PERSONAL FINANCES (MAR 2020 – SEP 2021)

**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)



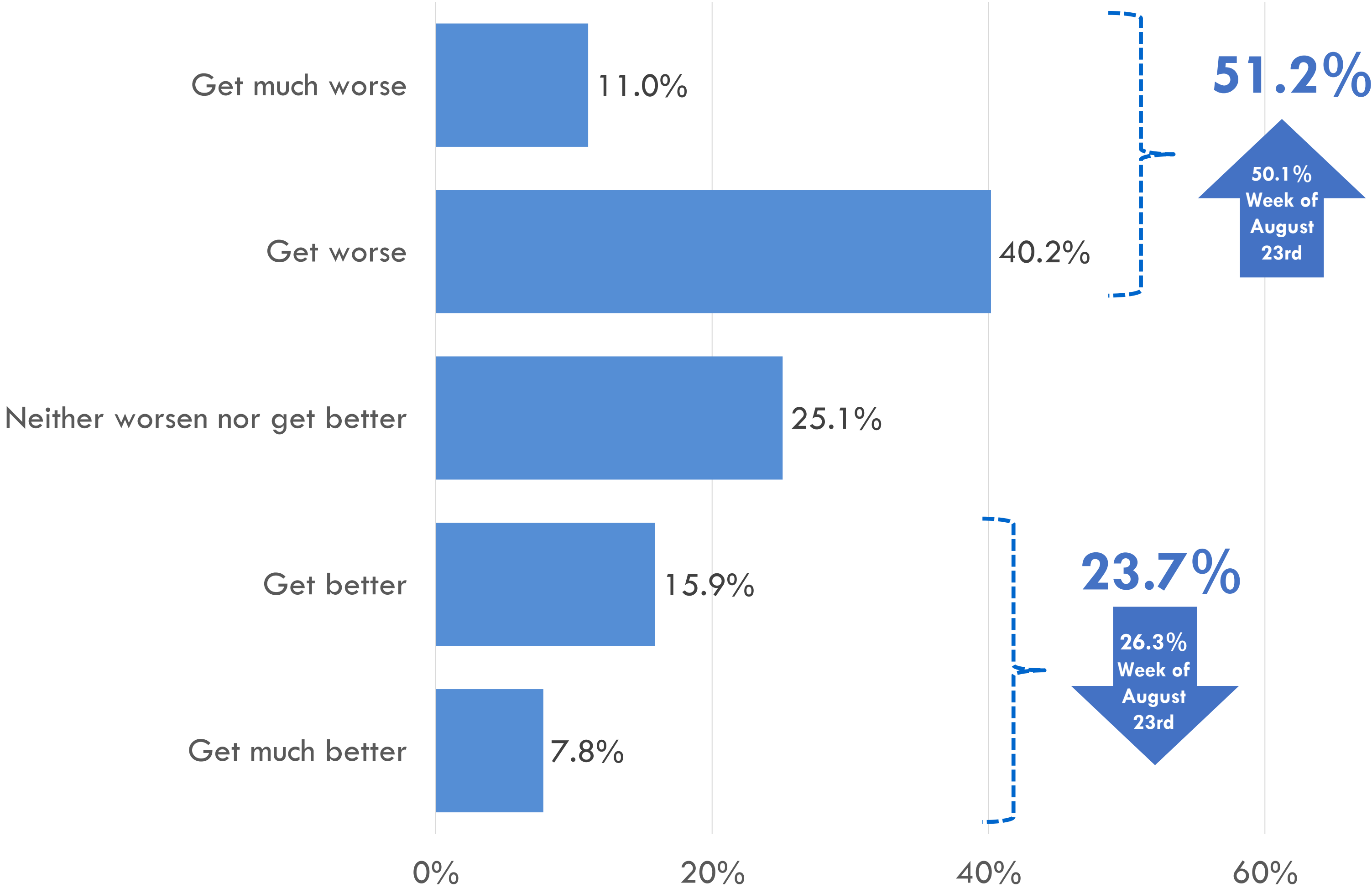
(Base: Waves 1-73. All respondents, 1,200+ completed surveys each wave.)

# 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 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)

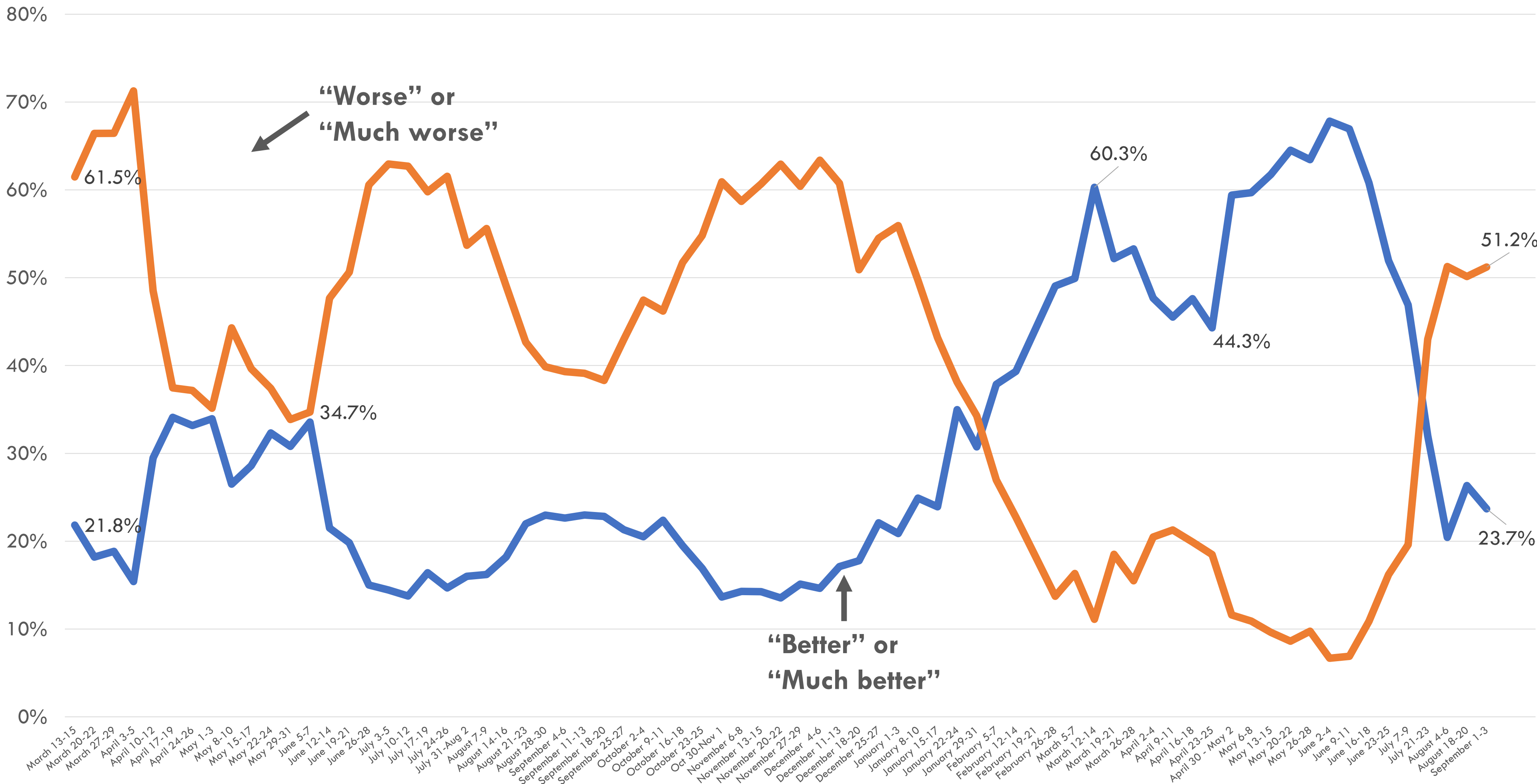


# EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-73)

**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 get \_\_\_\_\_

(Base: Waves 1-73. All respondents, 1,200+ completed surveys each wave.)



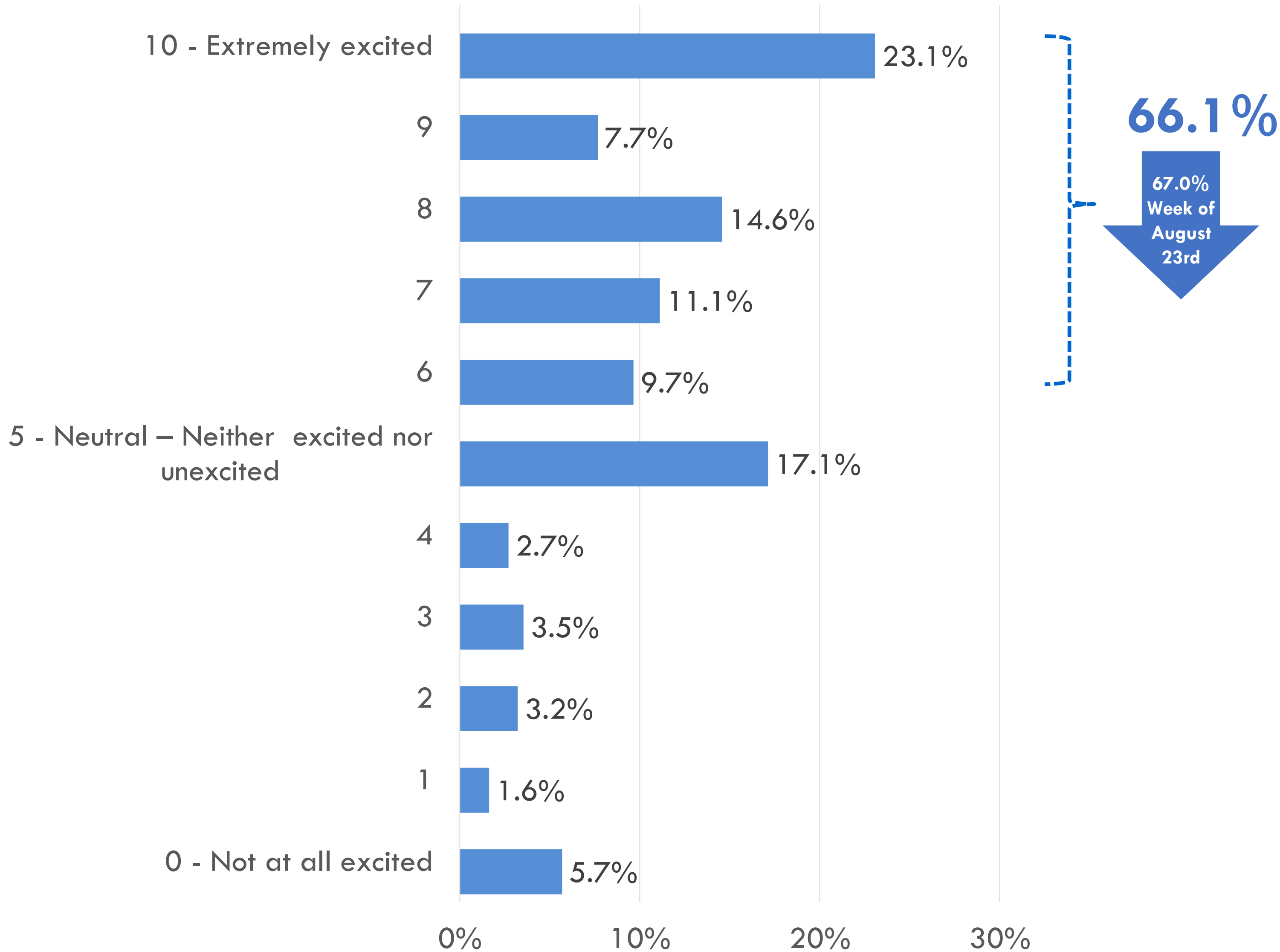


# EXCITEMENT TO TRAVEL NOW

**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)

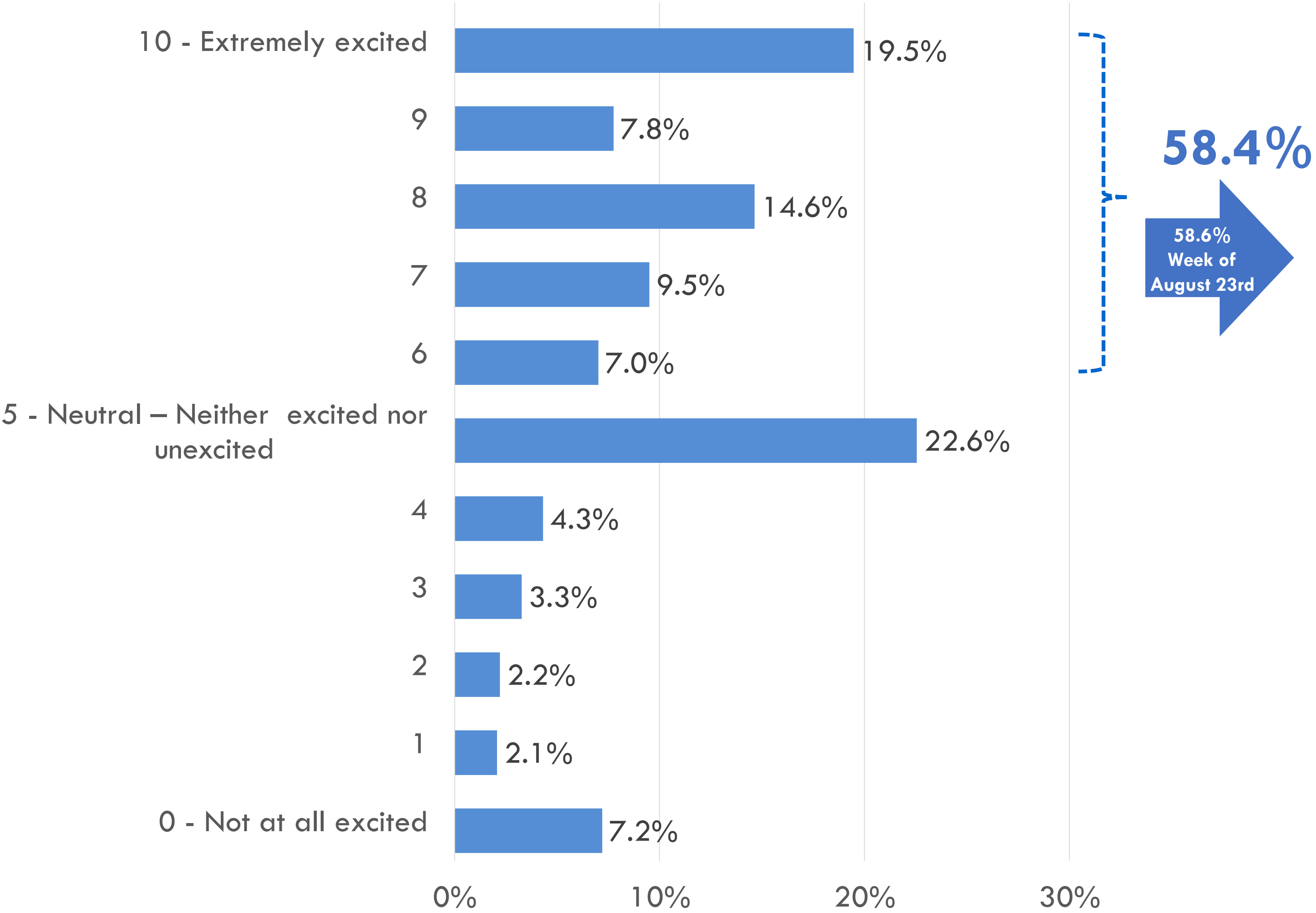
(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



# 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 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)

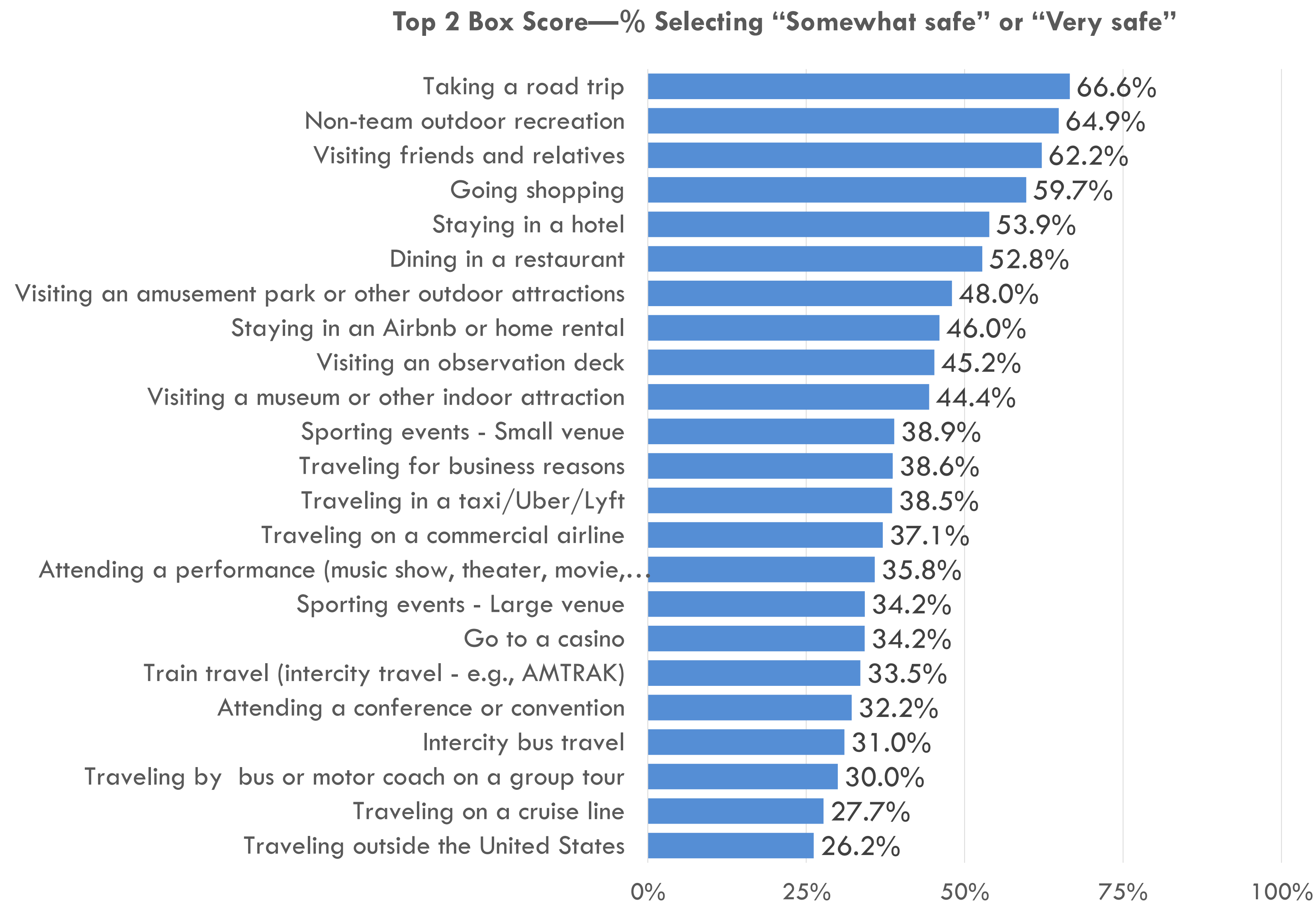




# SAFETY PERCEPTIONS OF TRAVEL ACTIVITIES

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

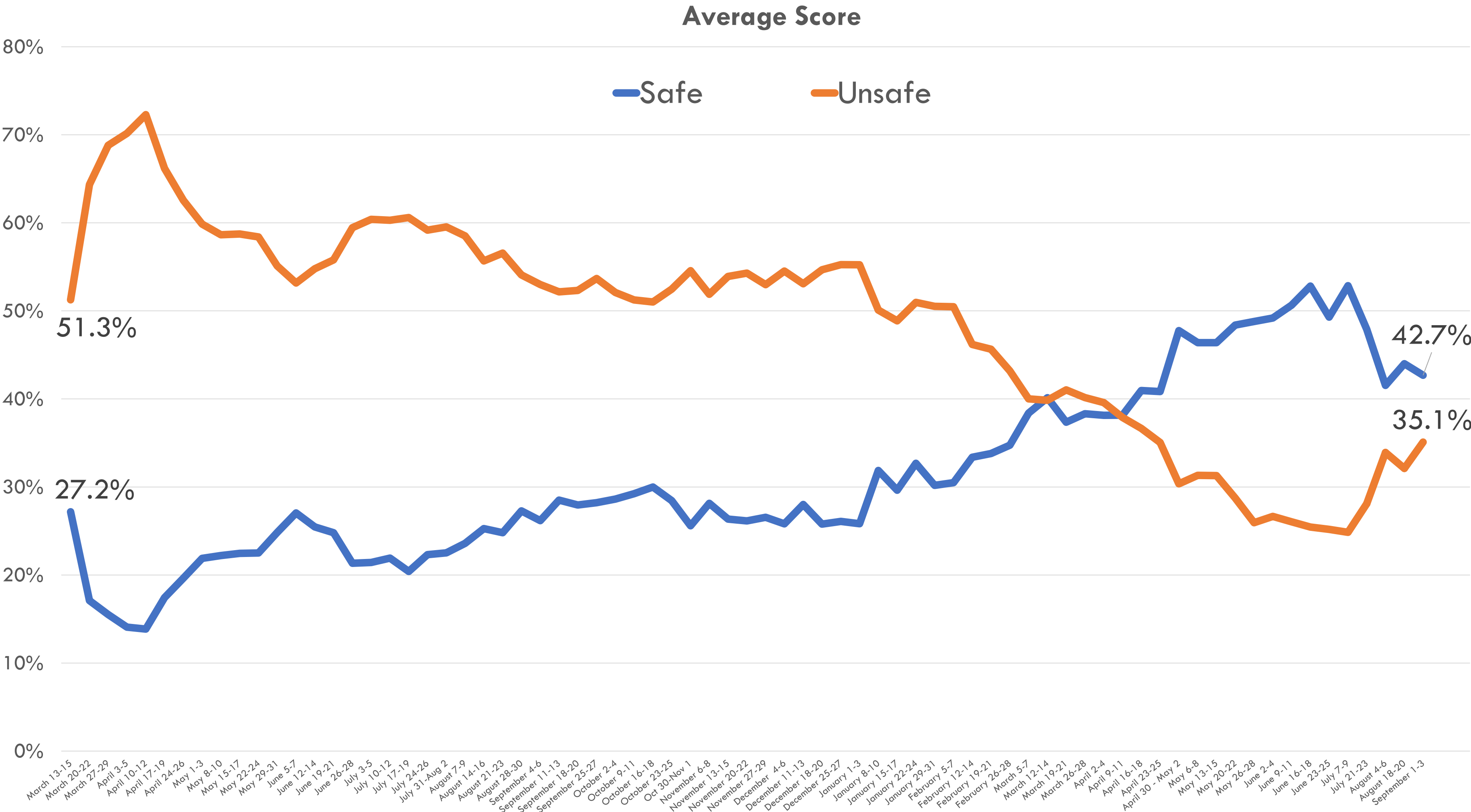
(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



# AVERAGE SAFETY PERCEPTIONS OF TRAVEL ACTIVITIES (MAR 2020 – SEP 2021)

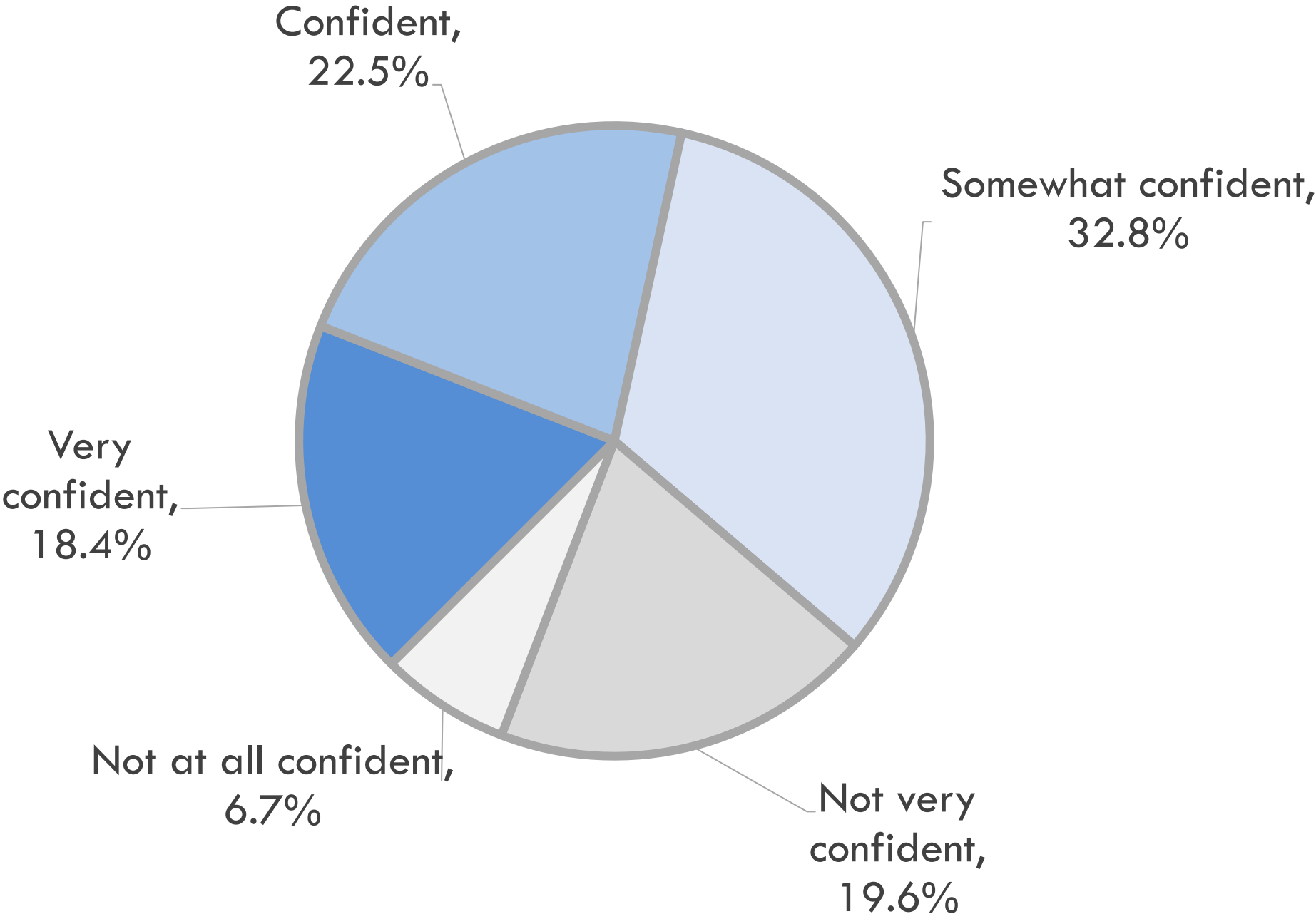
**Question:** At this moment, how safe would you feel doing each type of travel activity?

(Base: Waves 1-73. All respondents, 1,200+ completed surveys each wave.)

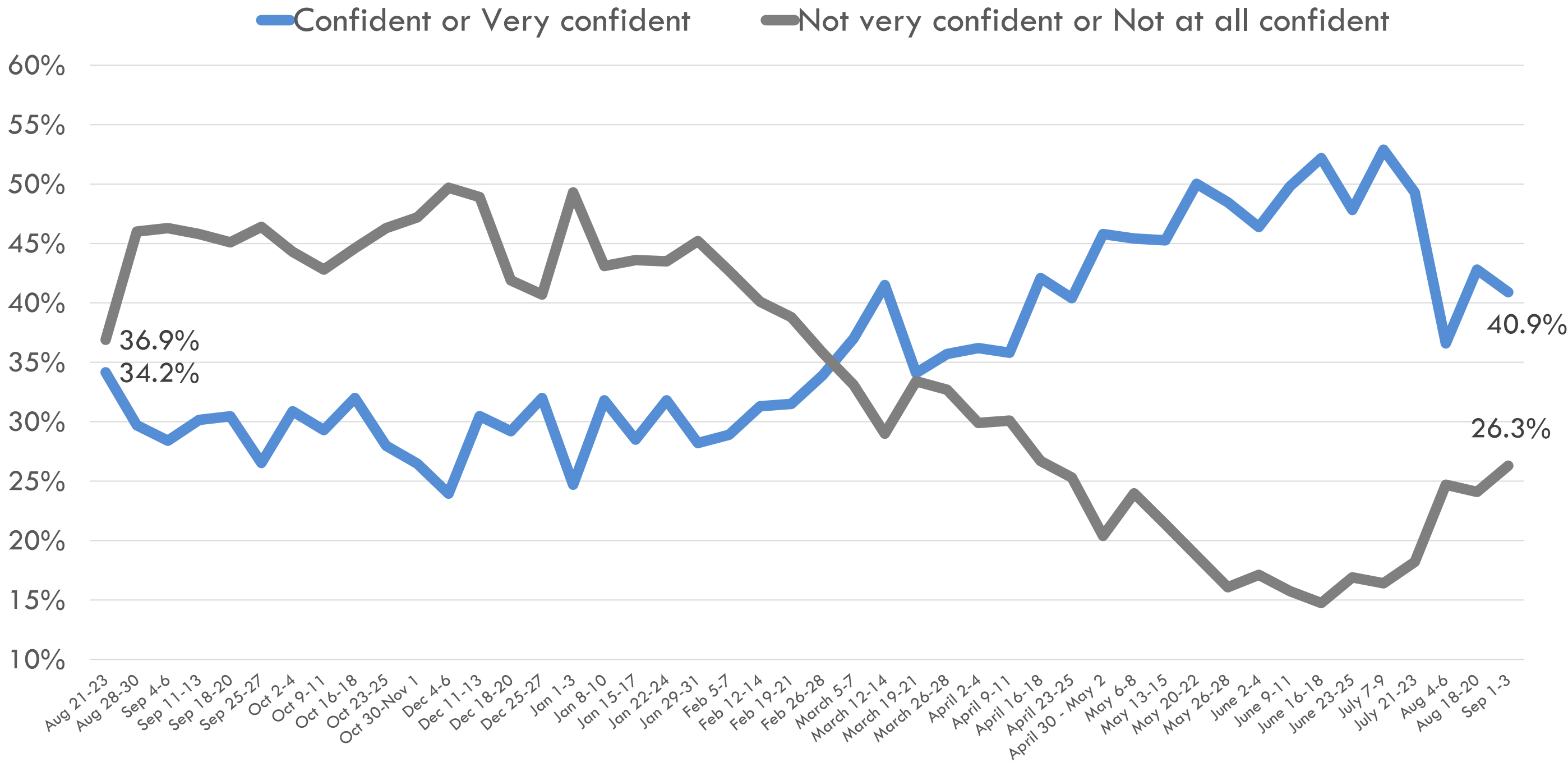


# CONFIDENCE IN ABILITY TO TRAVEL SAFELY

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



Historical data

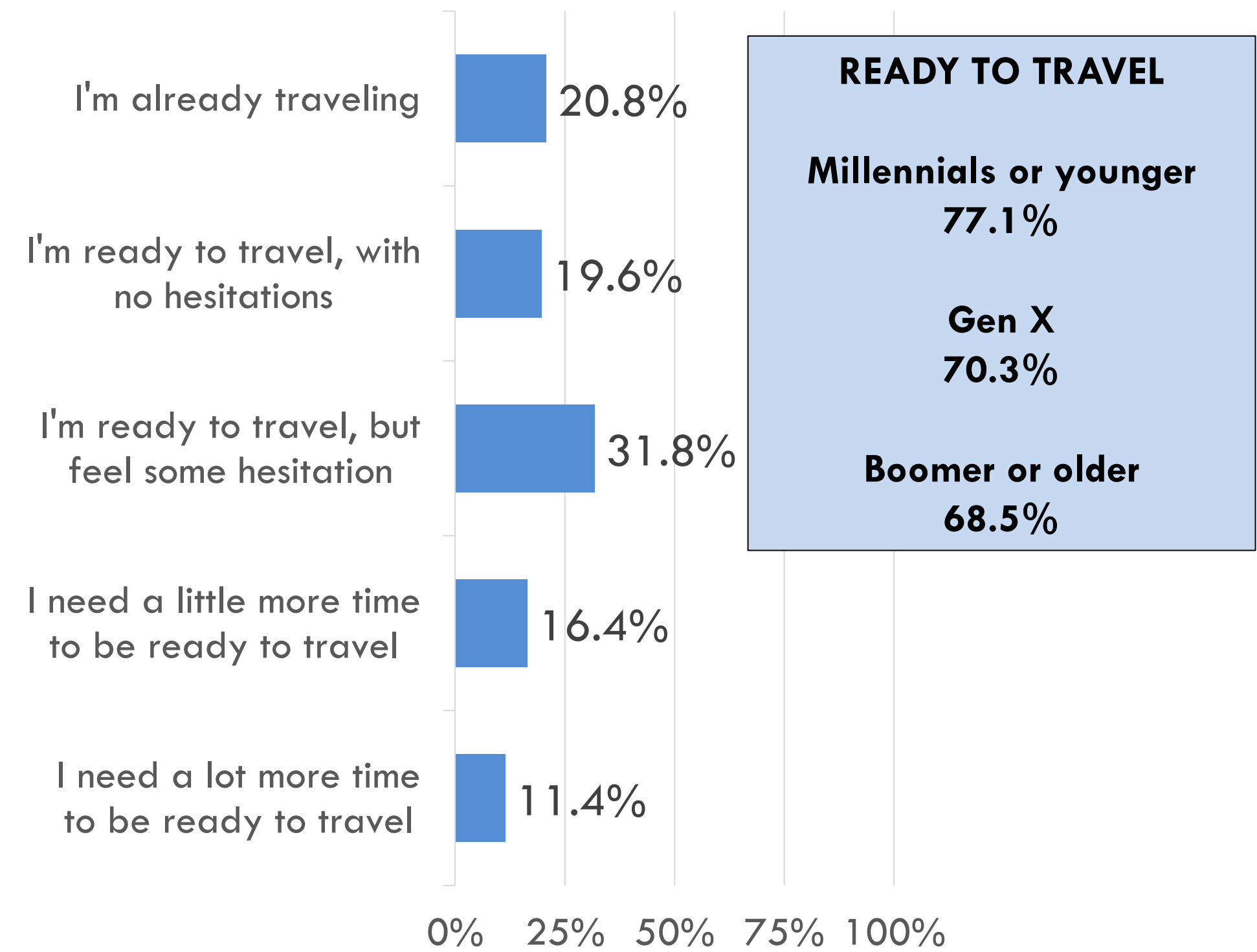


(Base: Wave 24-34 and 39-73 data. All respondents, 1,200+ completed surveys each wave.)



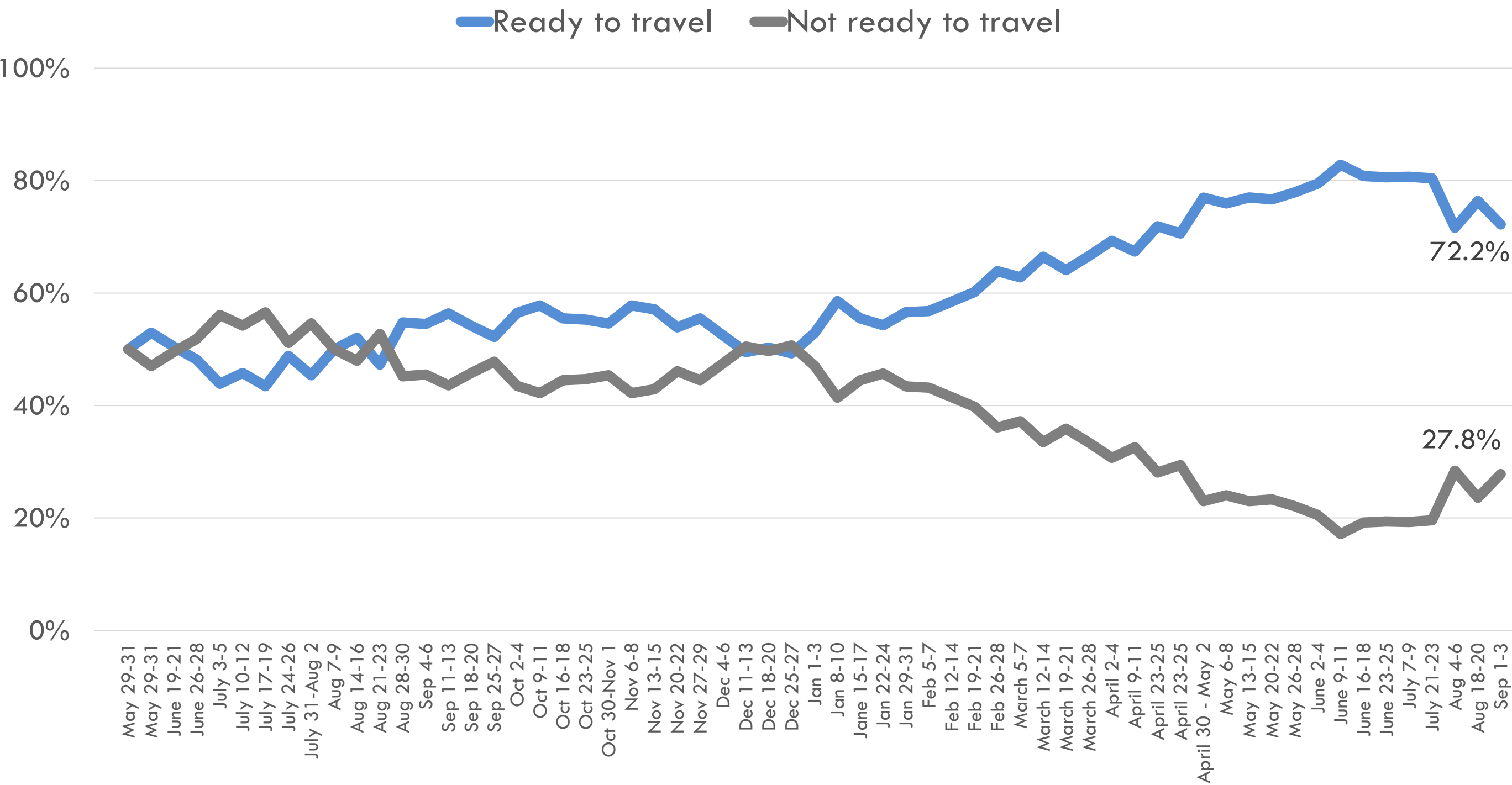
# TRAVEL STATE-OF-MIND

**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 15-73. All respondents, 1,200+ completed surveys each wave.)

## Historical data

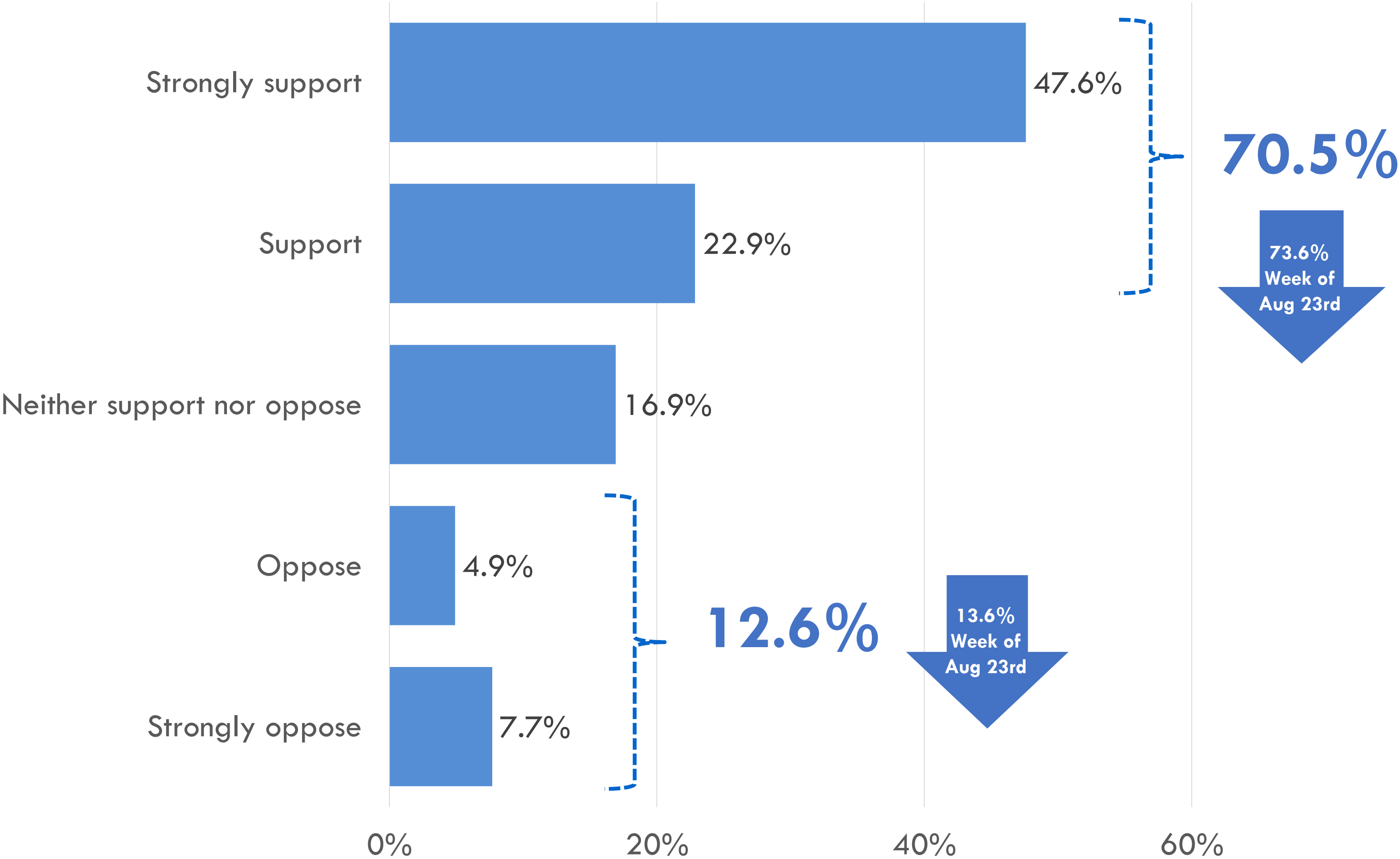


# SUPPORT OF INDOOR MASK REQUIREMENTS

**Question:** Due to recent COVID outbreaks, some cities have reinstated indoor mask requirements. How do you feel about these requirements? (Select one to complete the sentence)

I \_\_\_\_\_ reinstatement of indoor mask requirements when necessary.

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)

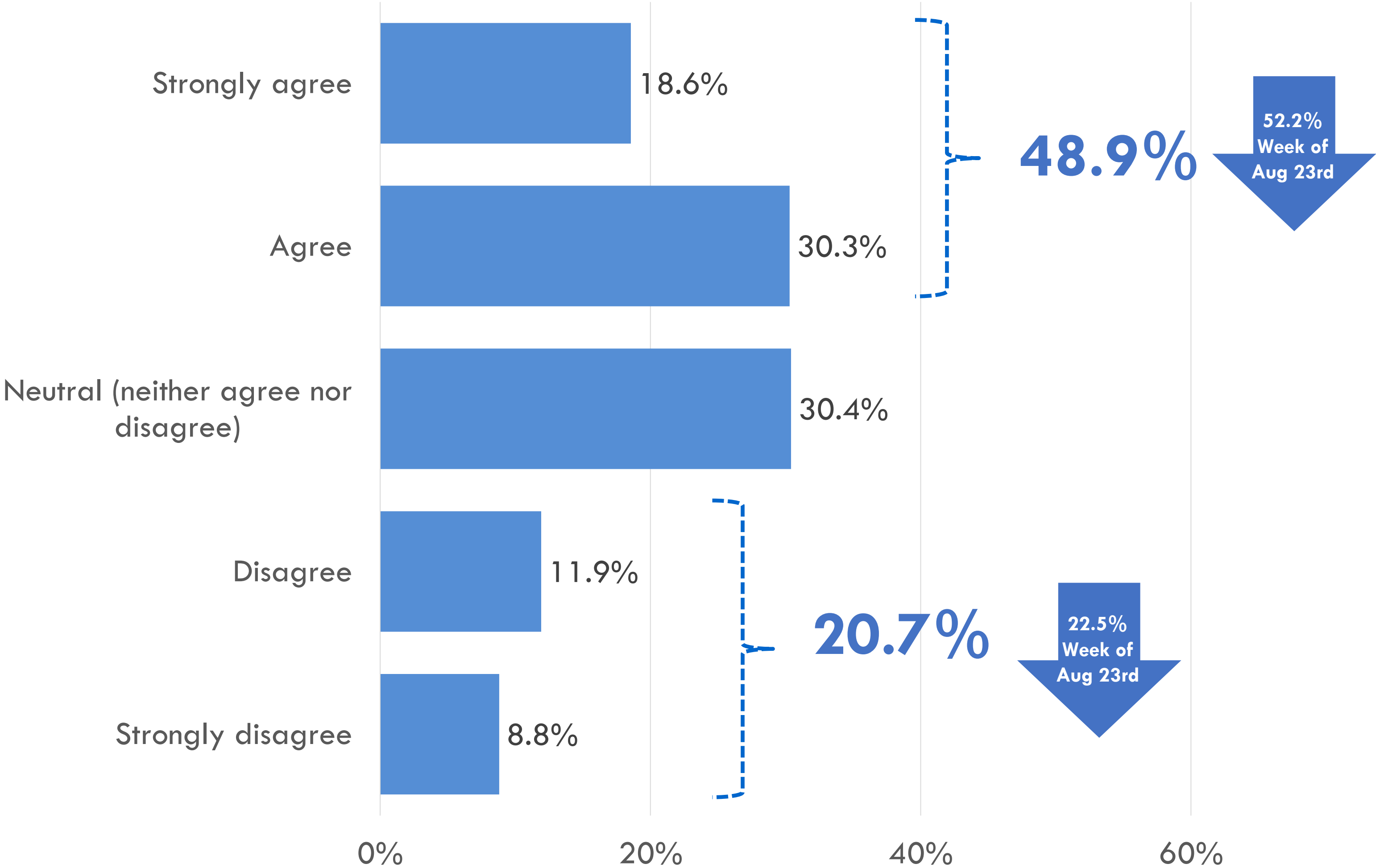


# COVID-19 MEDIA’S EFFECT ON FEELINGS OF SAFETY GOING OUT

**Question:** How much do you agree or disagree with this statement.

Recent media coverage of the COVID-19 situation has me doubting that it is safe to go out and about.

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



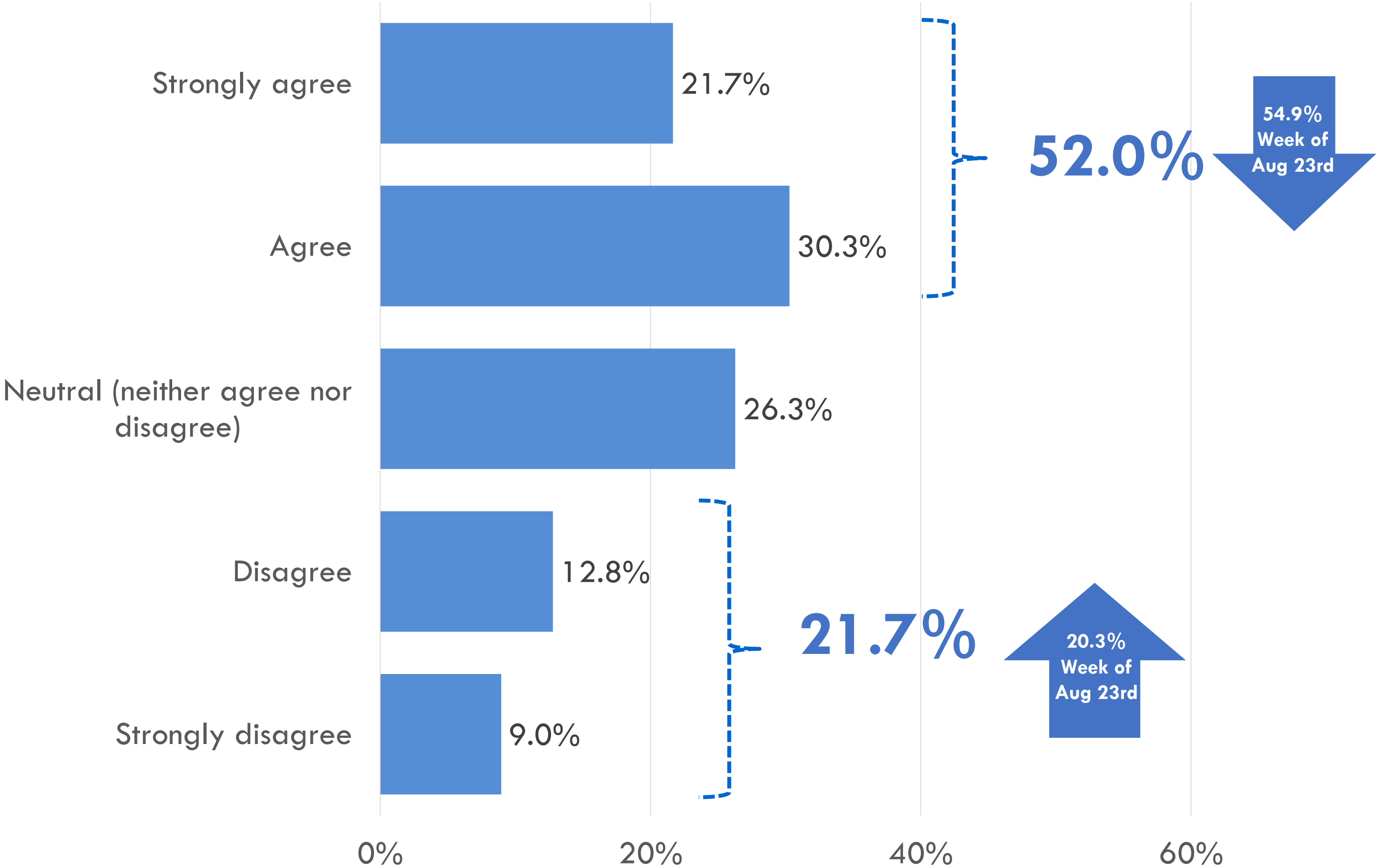


# COVID-19 MEDIA’S EFFECT ON FEELINGS OF TRAVEL SAFETY

**Question:** How much do you agree or disagree with this statement.

Media coverage of the COVID-19 situation has me doubting that it is safe to travel. (Select one)

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



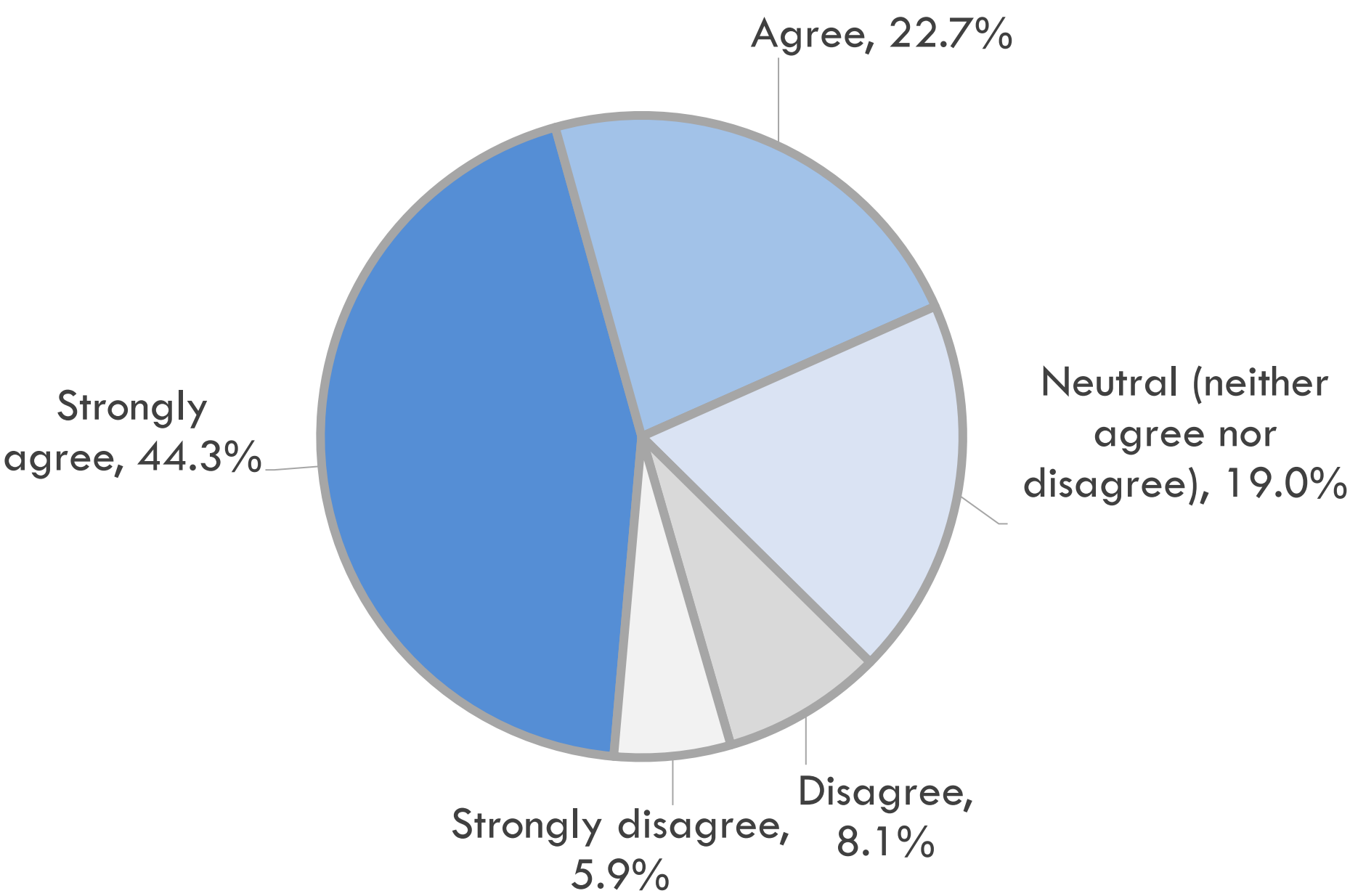


# TRAVEL AVOIDANCE

# AVOIDING INTERNATIONAL TRAVEL

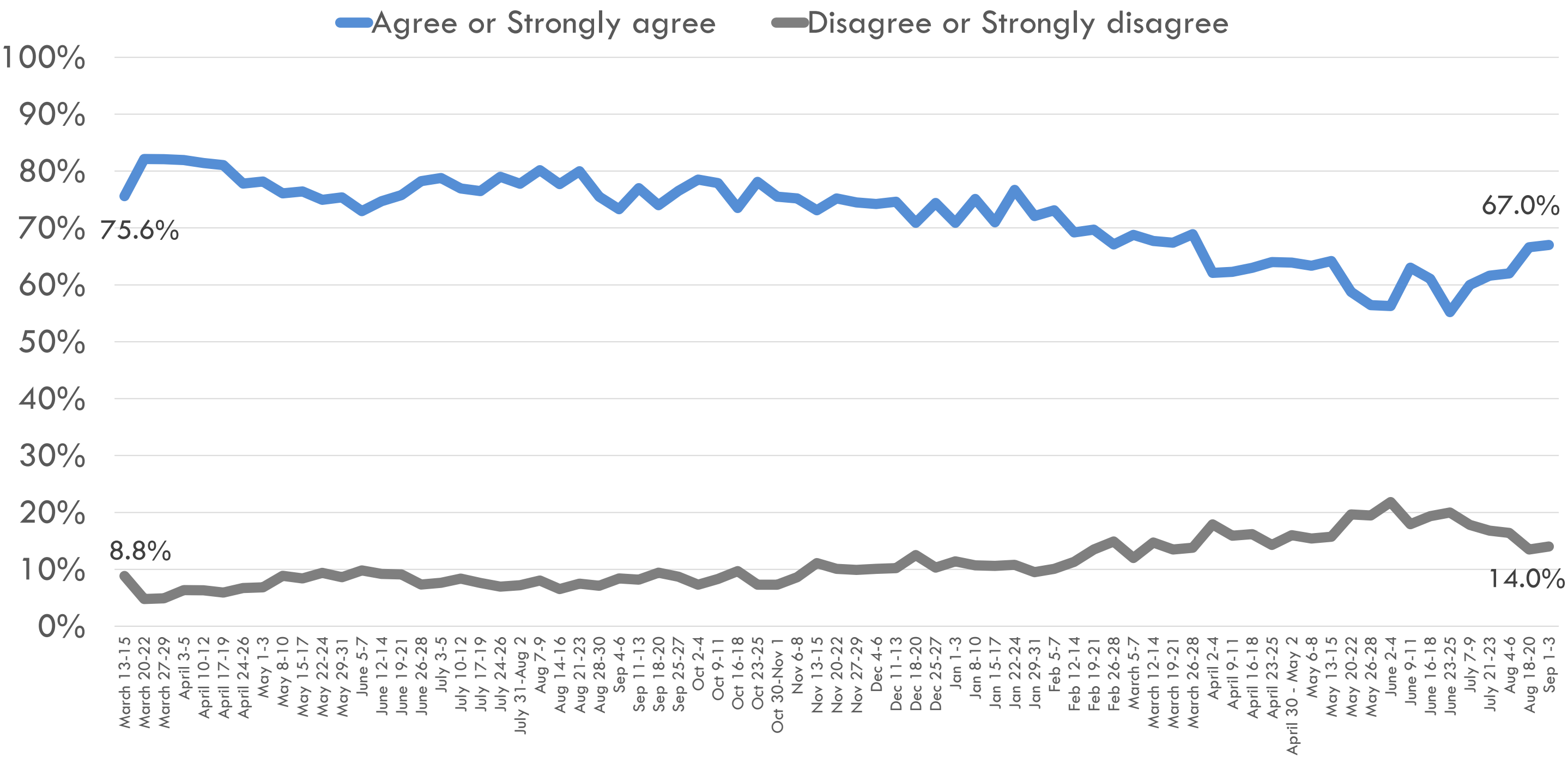
How much do you agree with the following statement?

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



(Base: Waves 1-73. All respondents, 1,200+ completed surveys each wave.)

Historical data

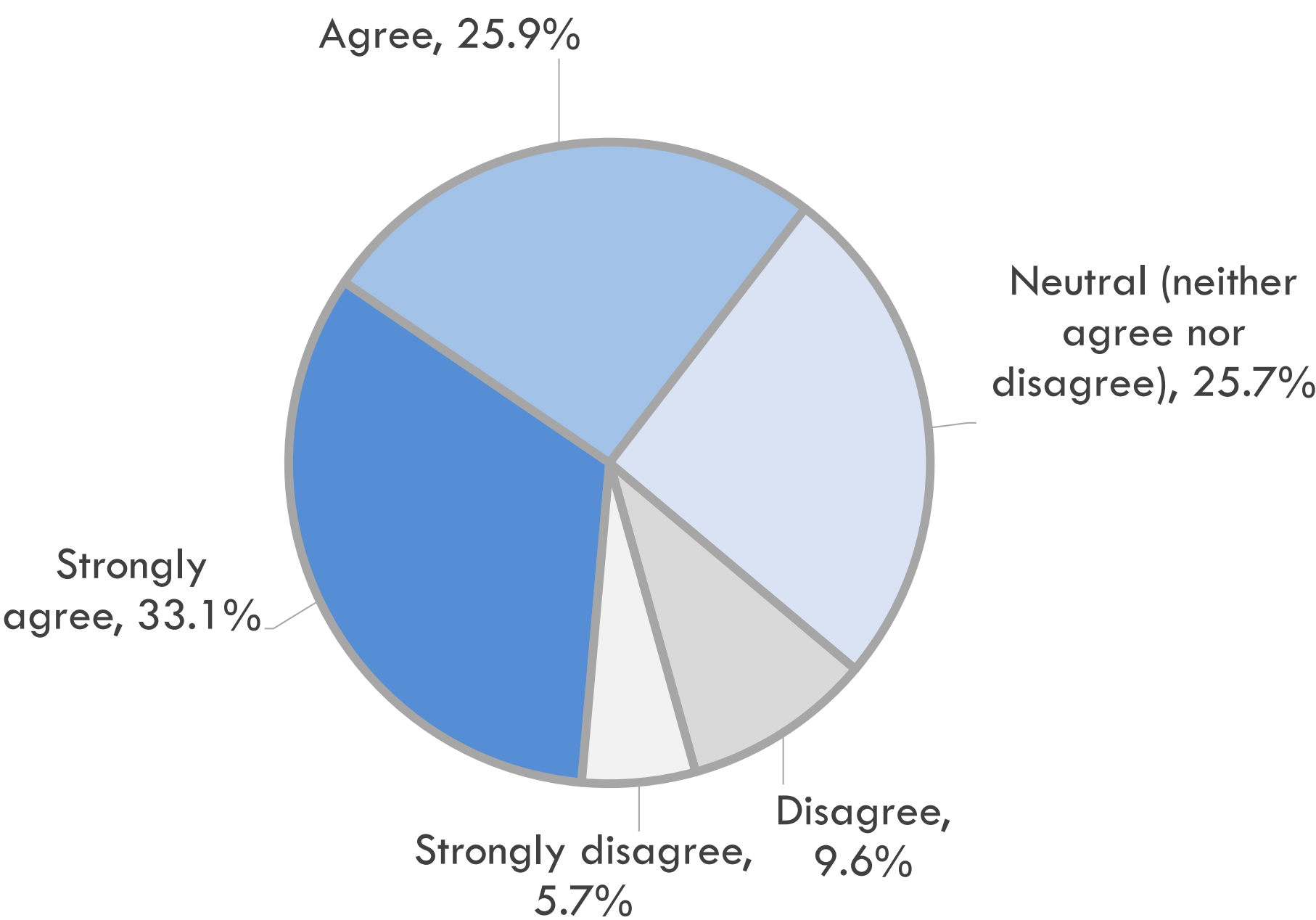




# AVOIDING CONVENTIONS & CONFERENCES

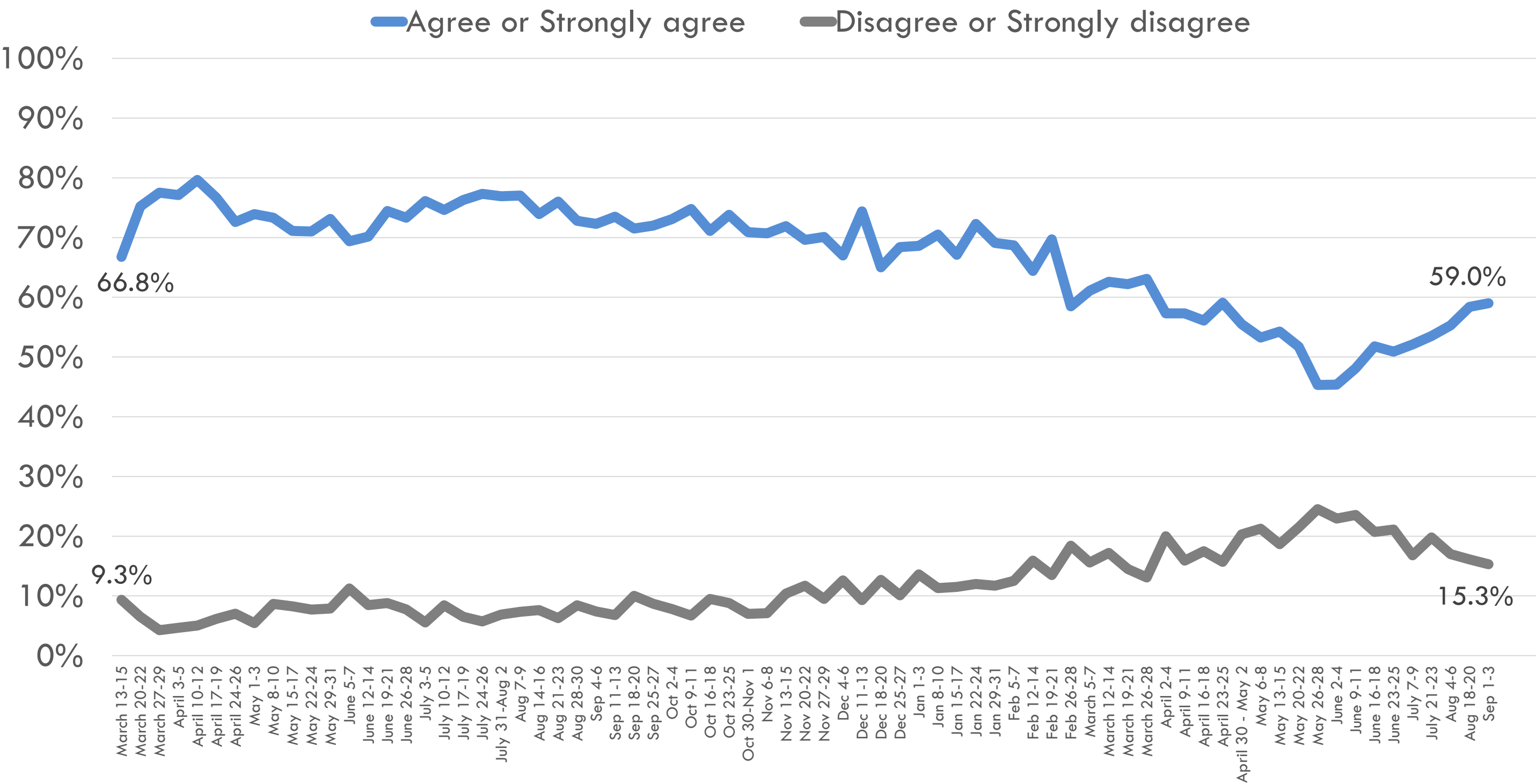
How much do you agree with the following statement?

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



(Base: Waves 1-73. All respondents, 1,200+ completed surveys each wave.)

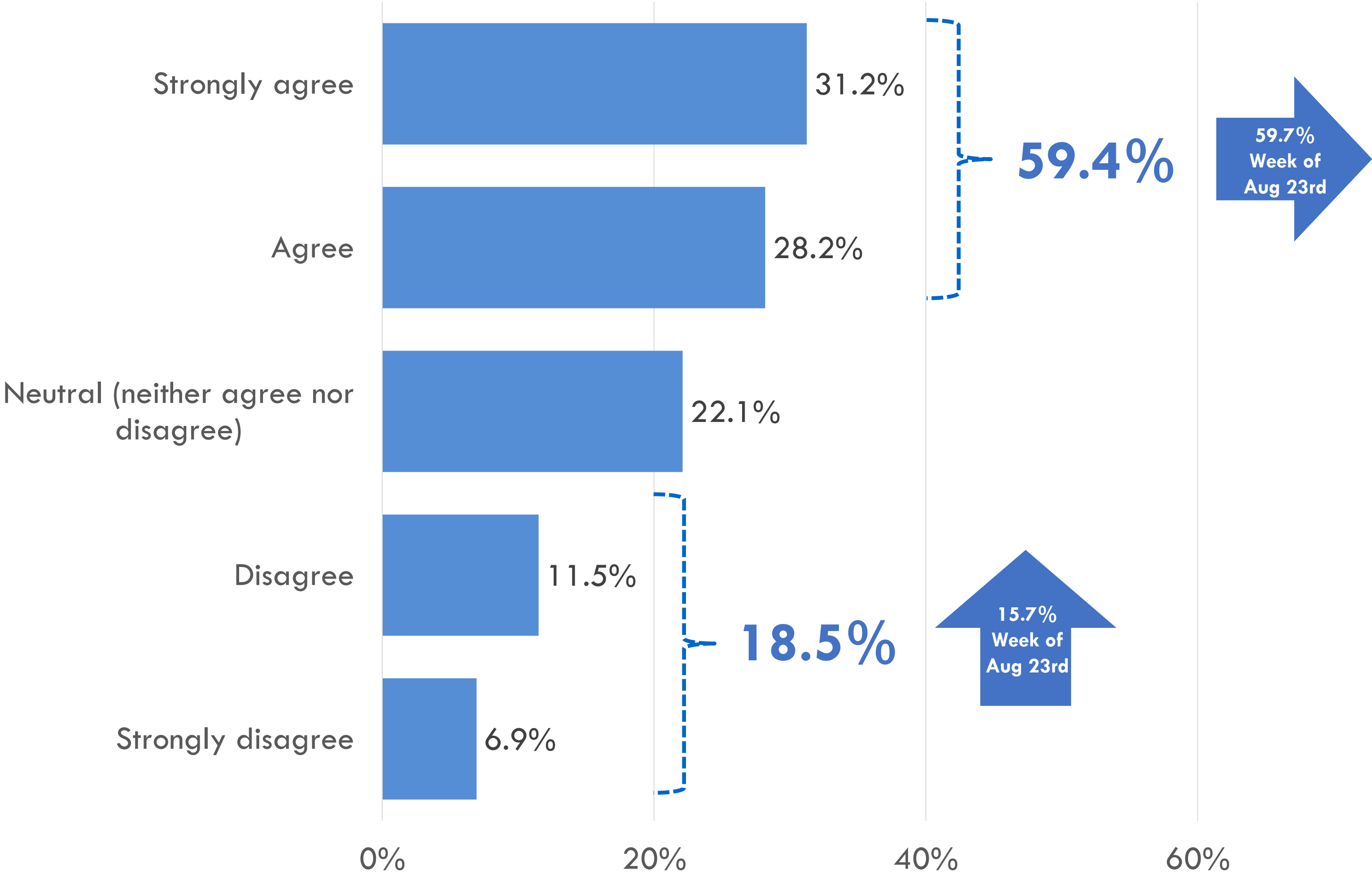
Historical data



# CONCERNS ABOUT THE DELTA VARIANT

**Question:** Recent news about increasing “Delta Variant” cases make me less interested in traveling right now.

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



# POSTPONED TRIPS DUE TO THE DELTA VARIANT

**Question:** Have you postponed any upcoming trips specifically due to the Delta variant?

*(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)*





# CANCELLED TRIPS DUE TO THE DELTA VARIANT

**Question:** Have you cancelled any upcoming trips specifically due to the Delta variant?

*(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)*



# DESTINATIONS ASSOCIATED WITH DELTA VARIANT (UNAIDED)

**Question:** What are the THREE (3)  
United States travel destinations (if  
any) that you most closely associate  
with currently having PROBLEMS  
WITH THE DELTA VARIANT?

*(Base: Wave 73 data. All respondents, 1,208 completed  
surveys. Data collected September 1-3, 2021)*





# RESIDENT SENTIMENT

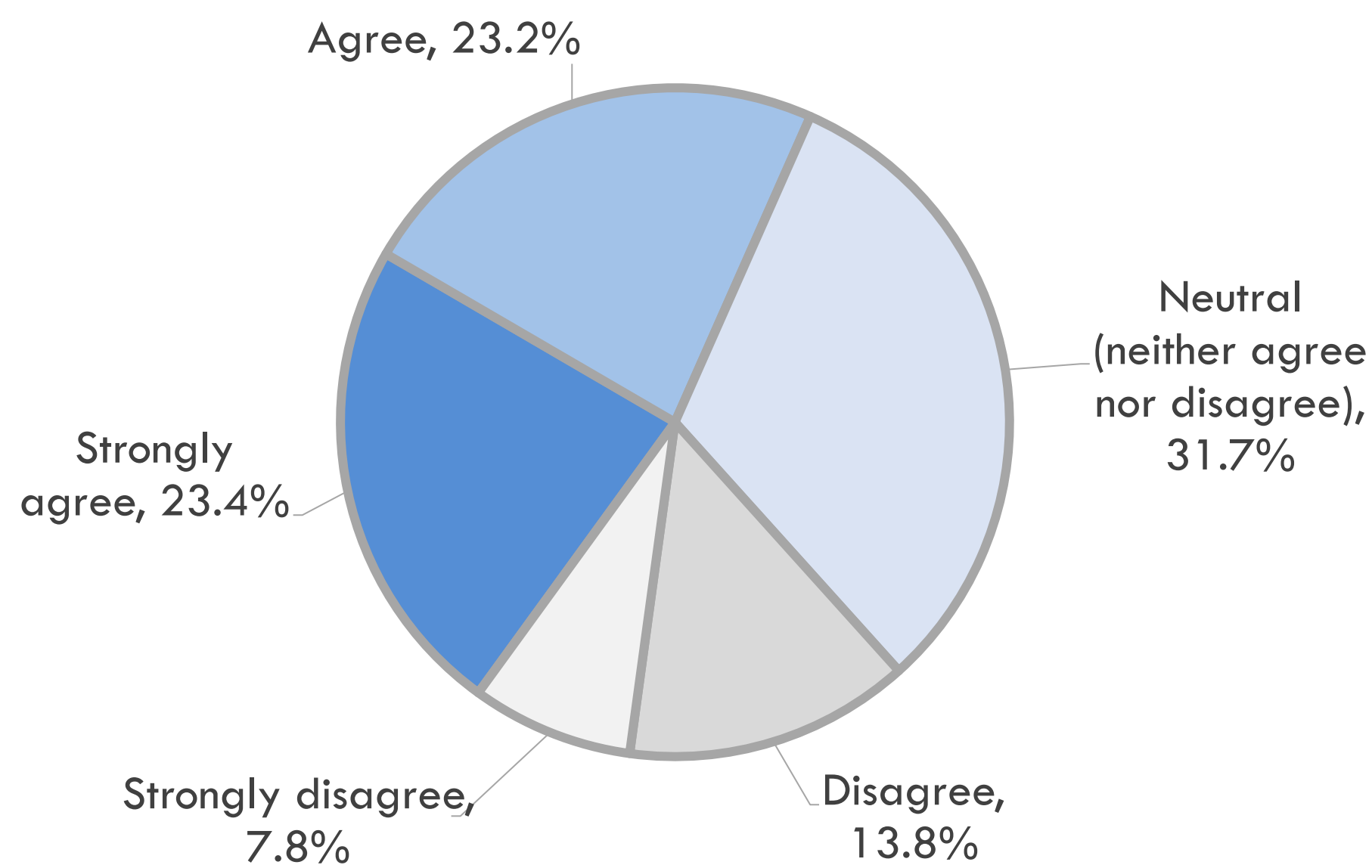




# TRAVELERS IN COMMUNITY ARE UNWANTED

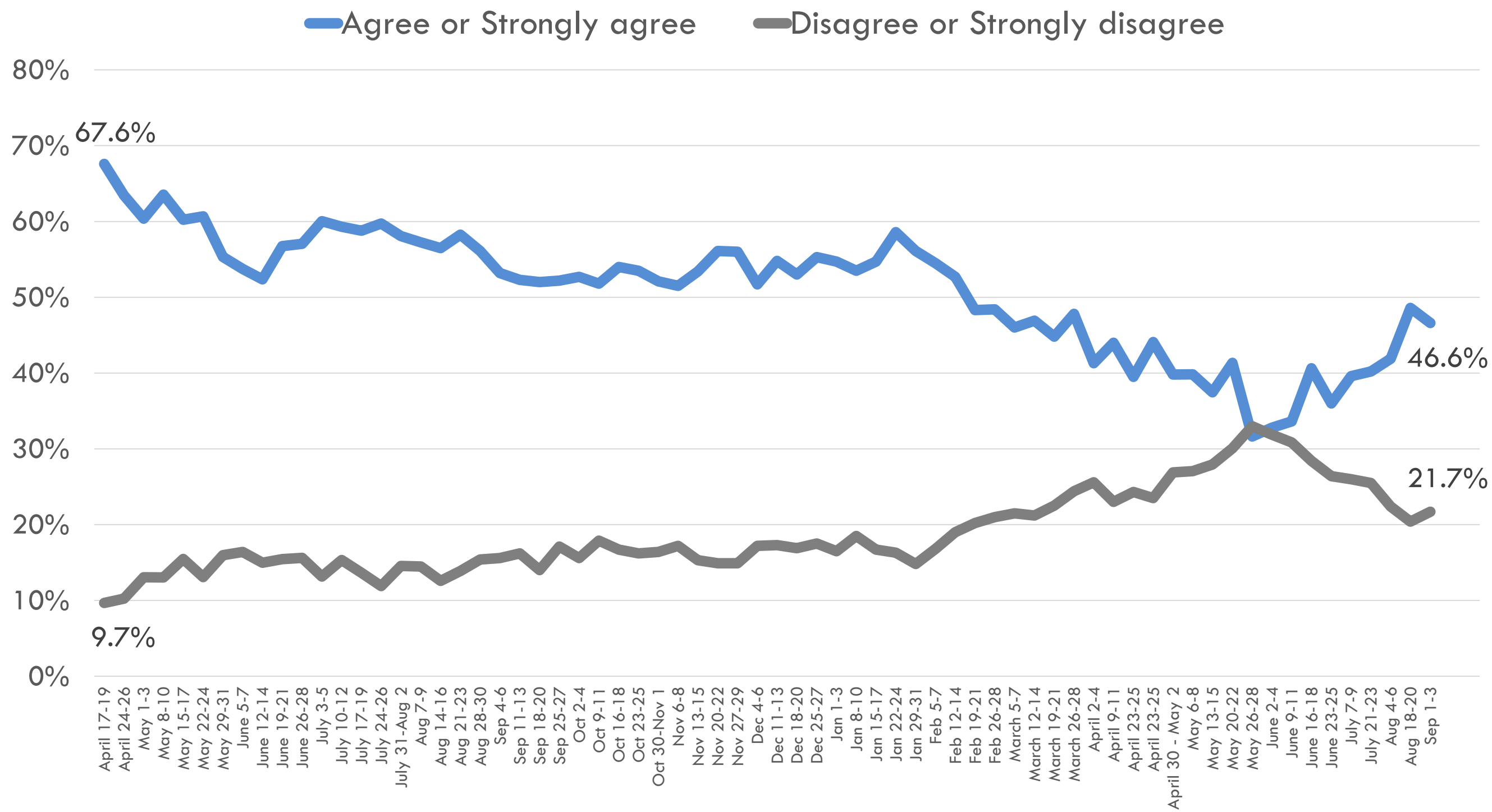
How much do you agree with the following statement?

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



(Base: Waves 6-73. All respondents, 1,200+ completed surveys each wave.)

Historical data



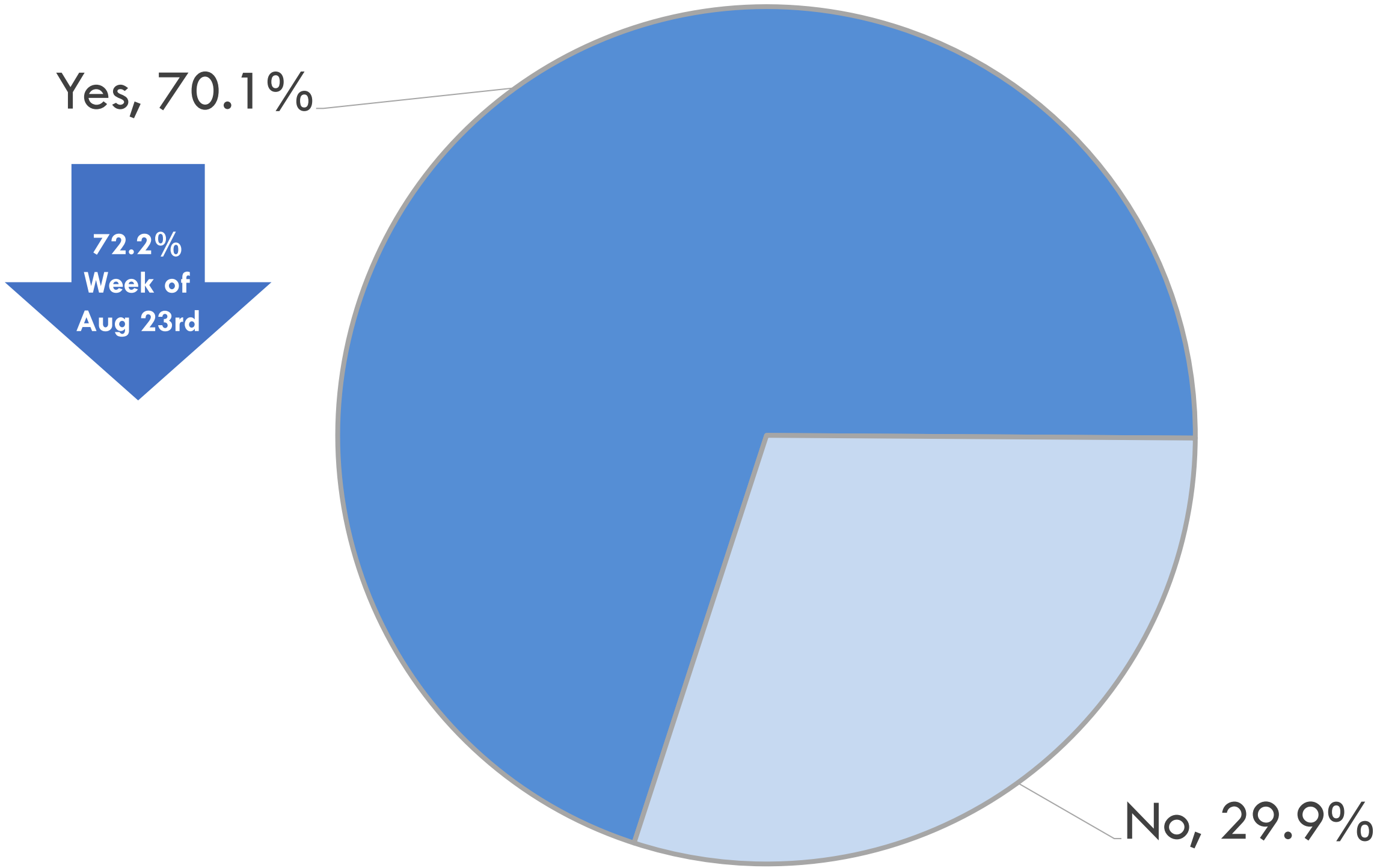
# **FEELINGS ABOUT COVID-19 VACCINES & VACCINE REQUIREMENTS**



# PERSONALLY RECEIVED A COVID-19 VACCINE

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

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)

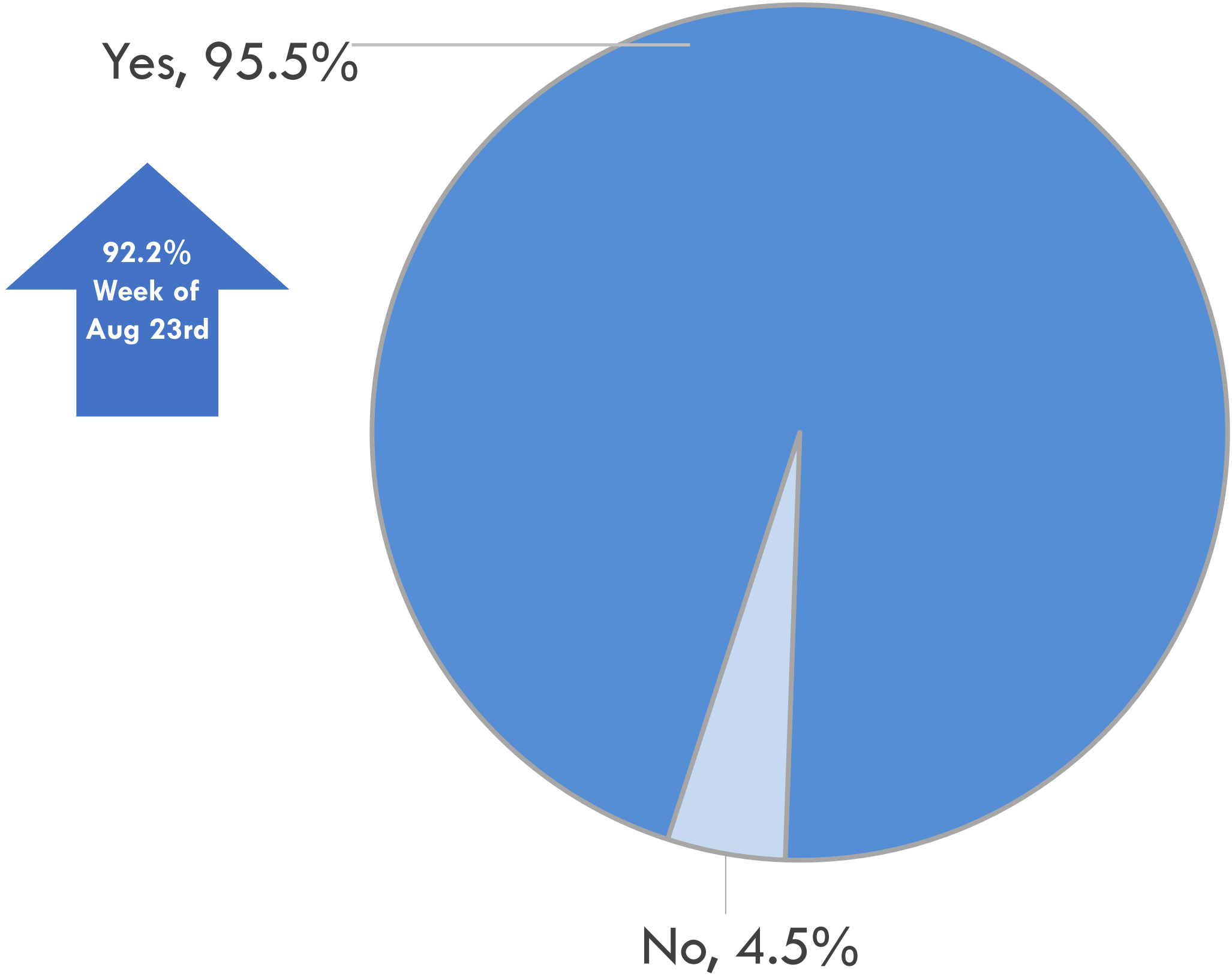




# FULLY VACCINATED

**Question:** Are you fully vaccinated?

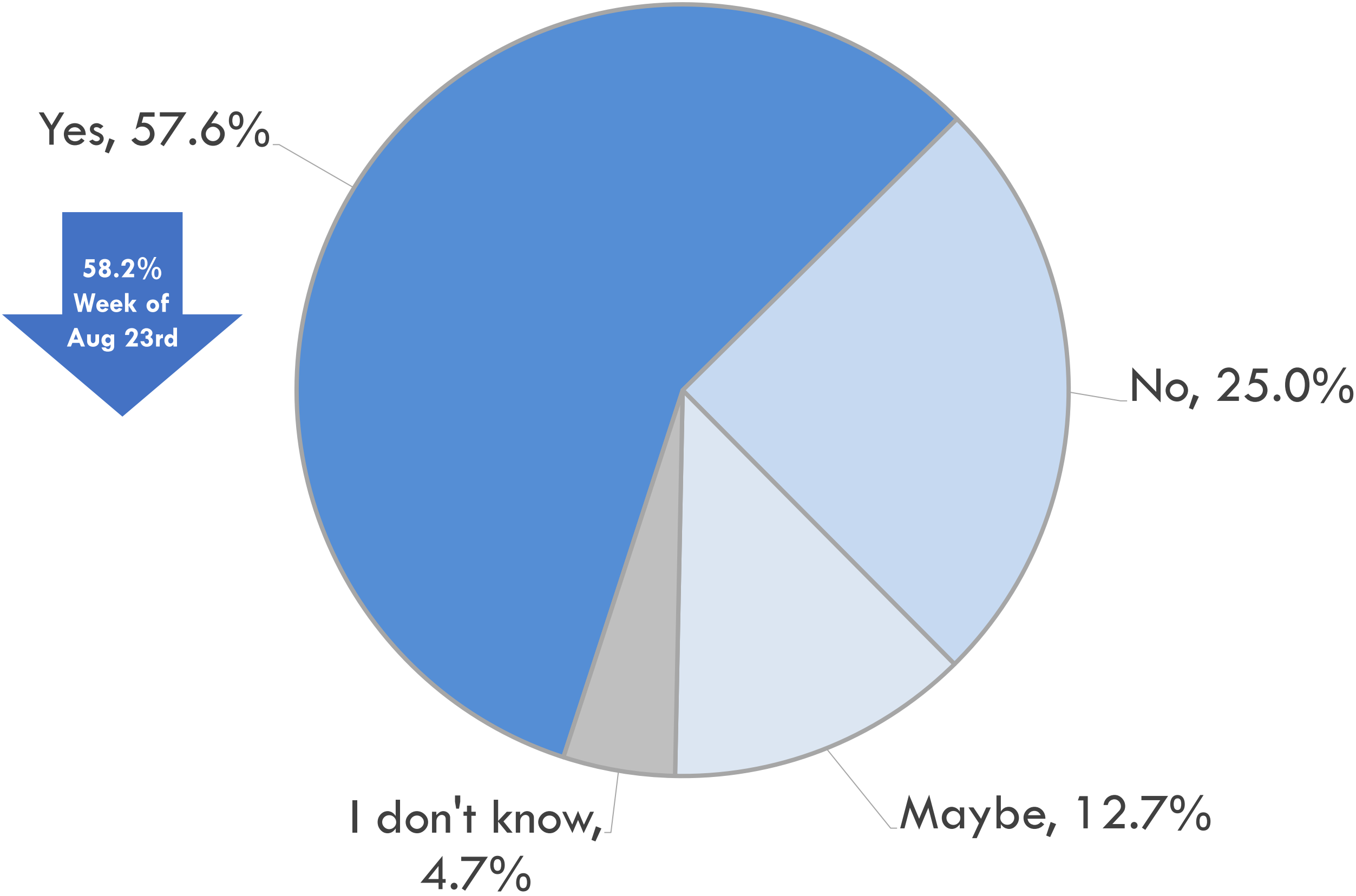
*(Base: Wave 73 data. Respondents who have personally received a COVID-19 vaccine, 837 completed surveys. Data collected September 1-3, 2021)*



# VACCINES FOR CHILDREN

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

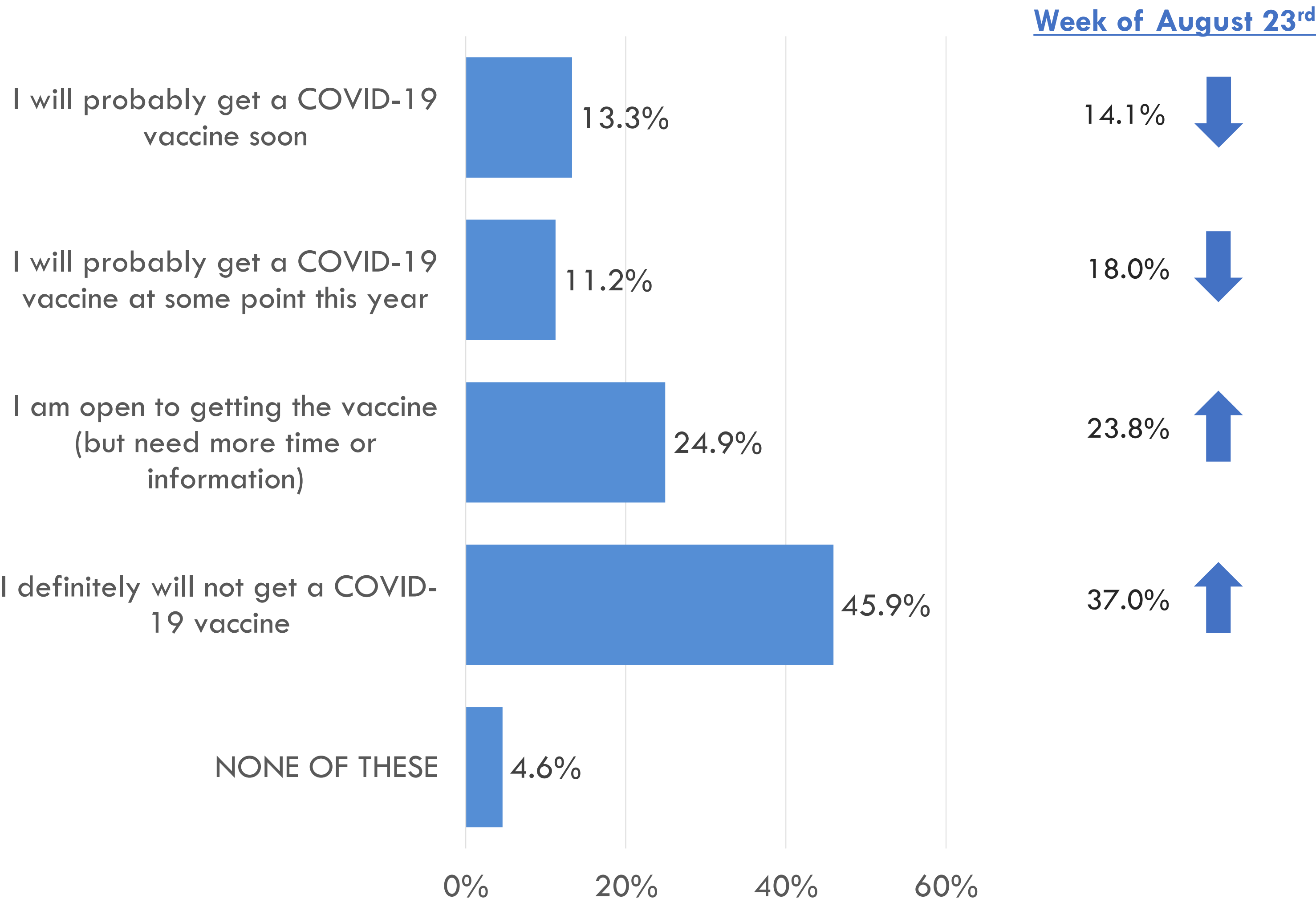
(Base: Wave 73 data. All respondents with school-aged children, 519 completed surveys. Data collected September 1-3, 2021)



# UNVACCINATED TRAVELERS' MINDSET ABOUT THE COVID-19 VACCINE

**Question:** Which best describes your current mindset? (Select one)

(Base: Wave 73 data. Respondents who have not received a COVID-19 vaccine, 371 completed surveys. Data collected September 1-3, 2021)



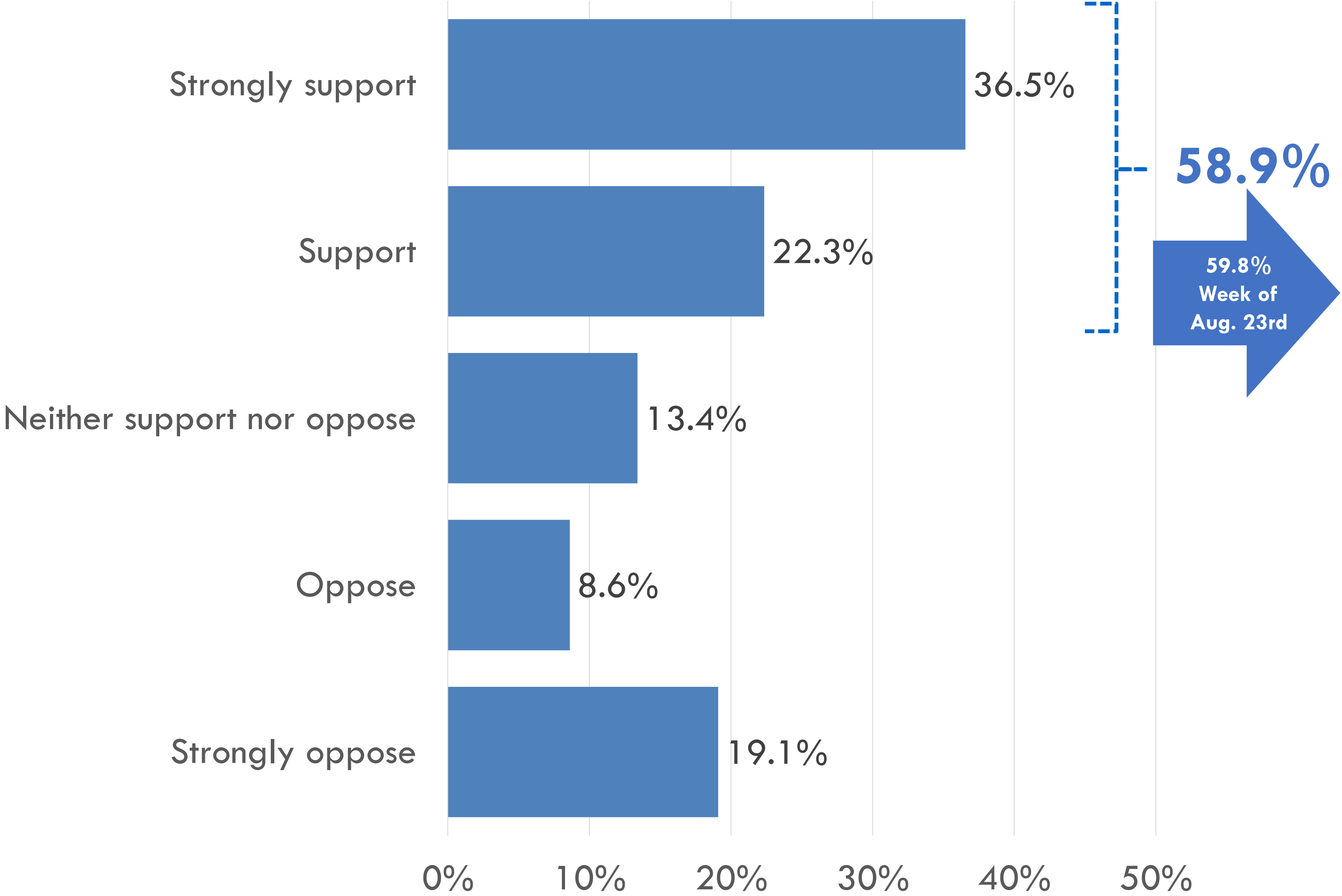


# SUPPORT FOR INDOOR VACCINE MANDATES IN HOME COMMUNITY

**Question:** Would you support an indoor vaccine mandate program in your home community? (Select one to complete the sentence)

I would \_\_\_\_\_ an indoor vaccine mandate in my community.

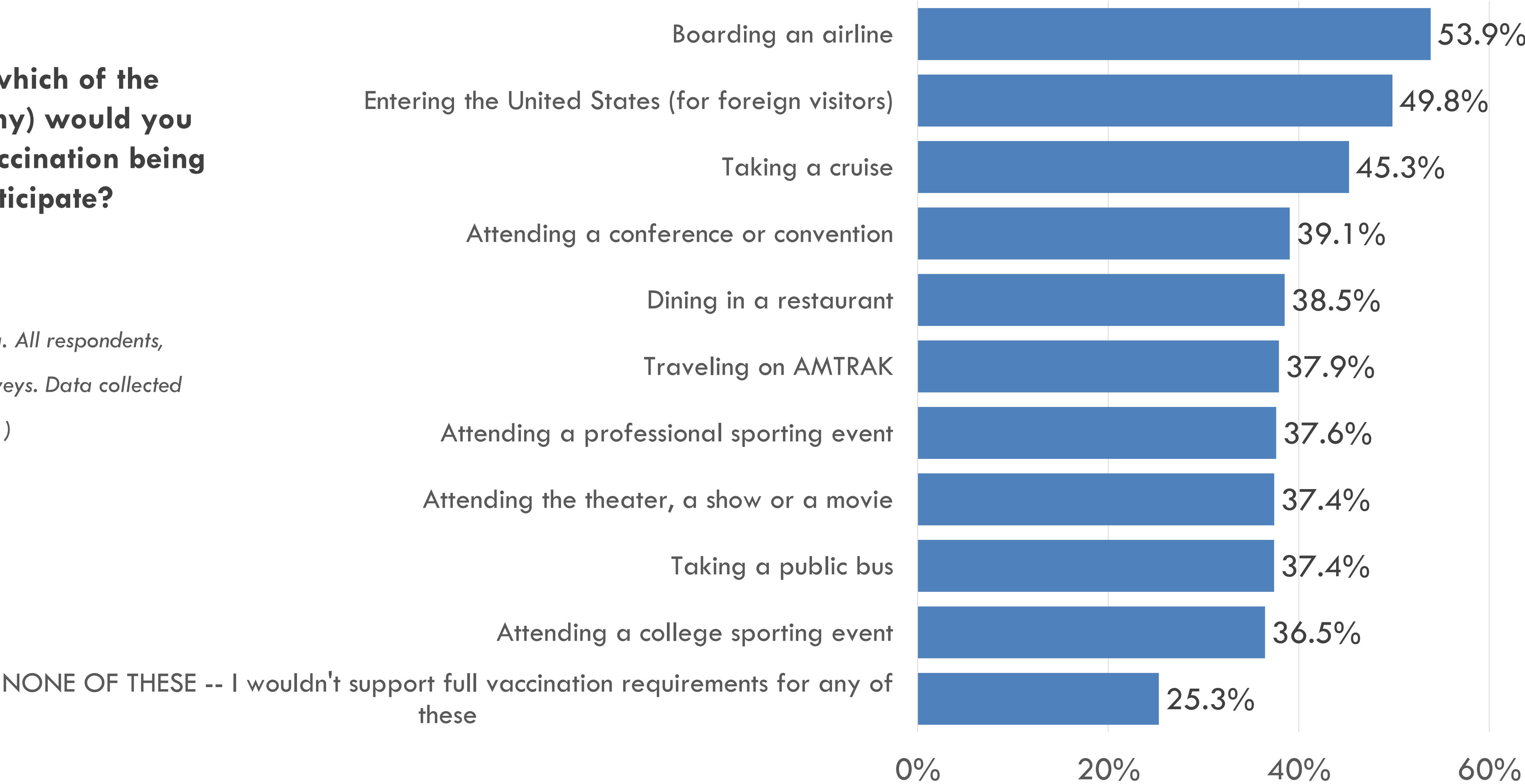
(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



# TRAVEL ACTIVITIES AND VACCINE REQUIREMENTS

**Question:** For which of the following (if any) would you support full-vaccination being required to participate?

*(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)*







Time  
To  
TRAVEL

**TRAVEL IN THE  
NEAR FUTURE**

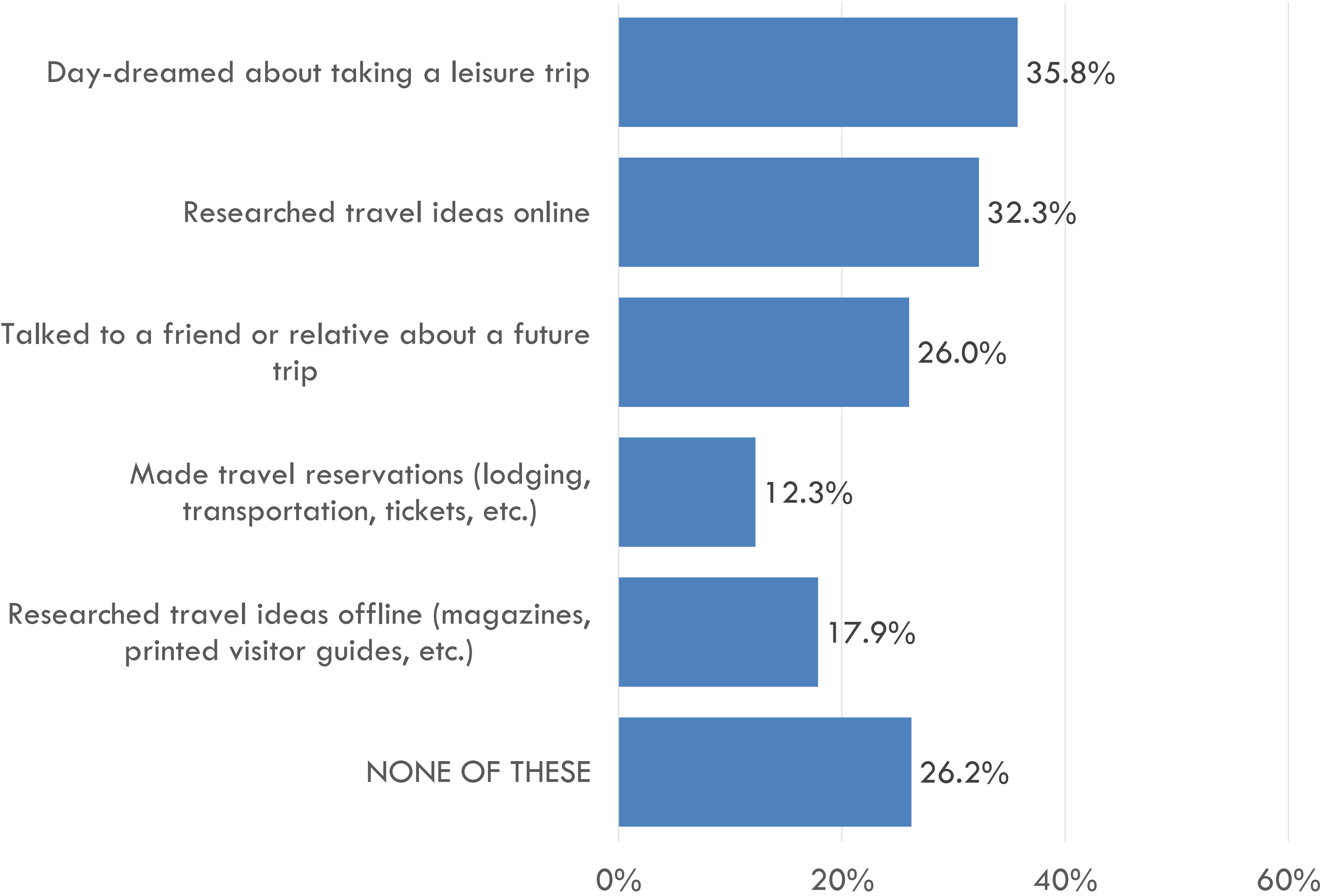


# TRAVEL PLANNING IN THE PAST WEEK

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

In the PAST WEEK I have

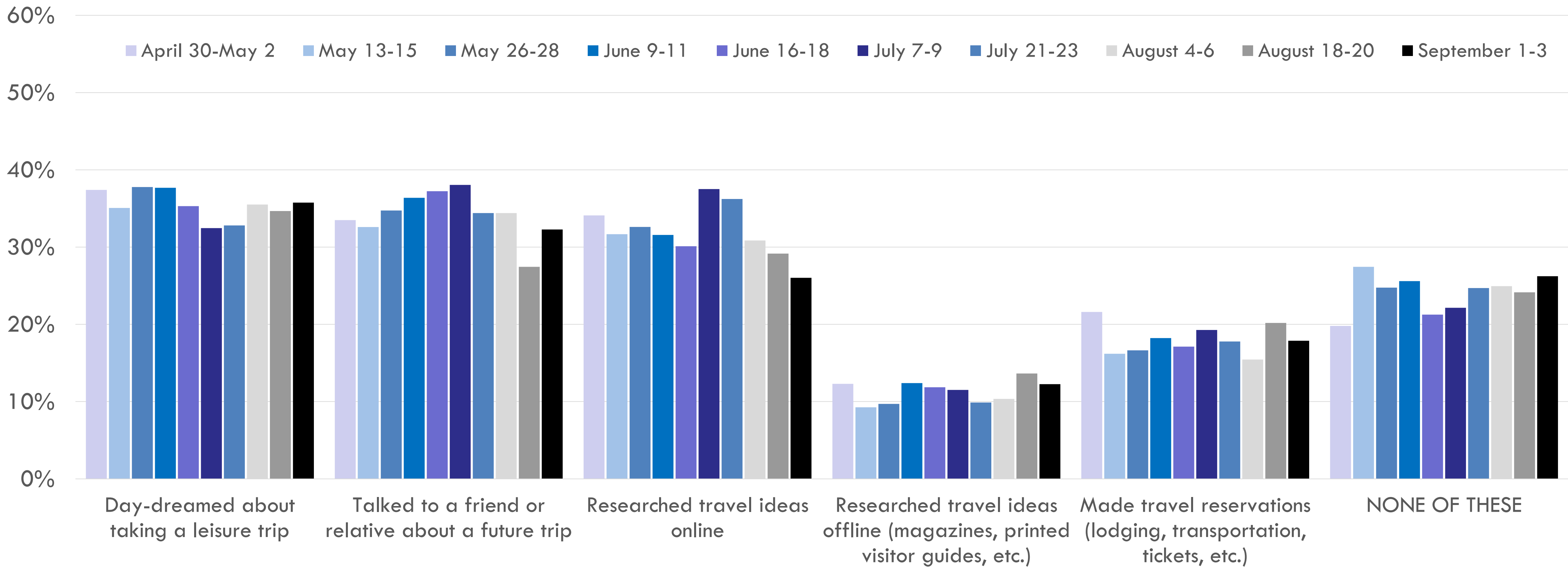
(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



# TRAVEL PLANNING IN THE PAST WEEK

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

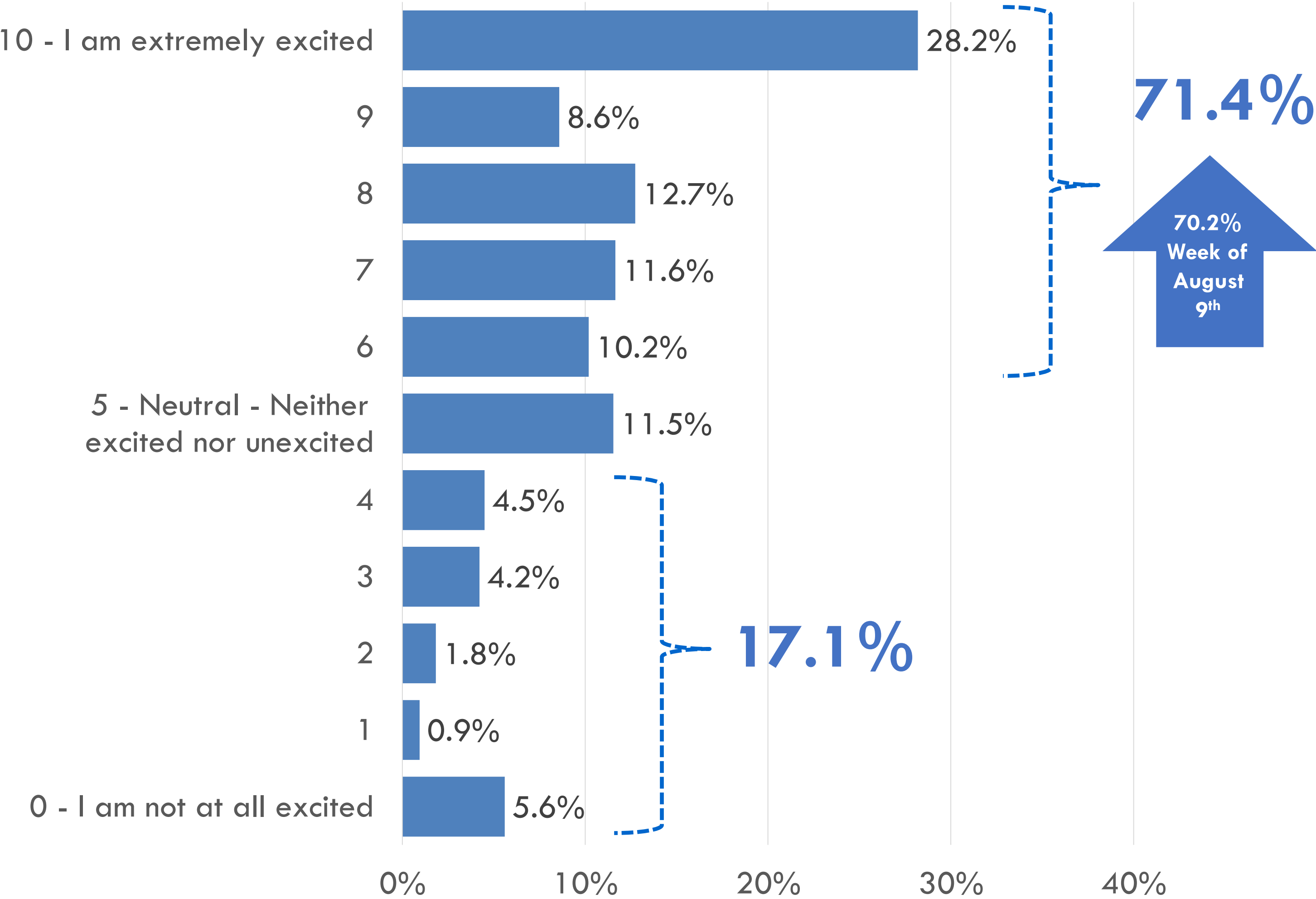
In the PAST WEEK I have \_\_\_\_\_



# EXCITEMENT FOR LEISURE TRAVEL IN THE NEXT 12 MONTHS

**Question:** Which best describes how excited you are about LEISURE TRAVEL in the NEXT **TWELVE (12) MONTHS?** (Please answer using the 11-point scale below)

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)

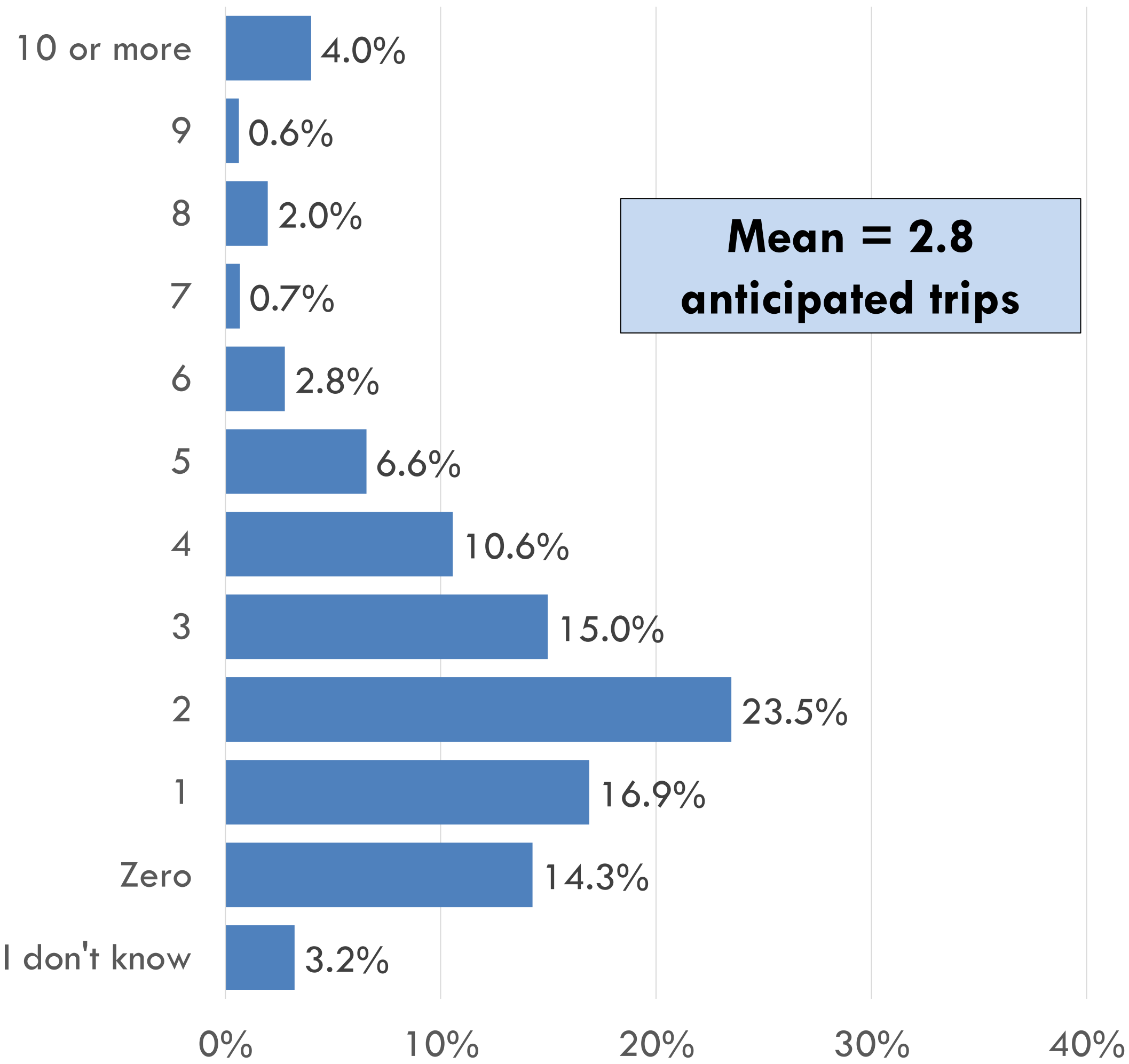




# NUMBER OF LEISURE TRIPS ANTICIPATED IN THE NEXT 12 MONTHS

**Question:** IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in the **NEXT TWELVE (12) MONTHS?** (Select one)

(Base: Wave 73 data. All respondents, 1,180 completed surveys. Data collected September 1-3, 2021)

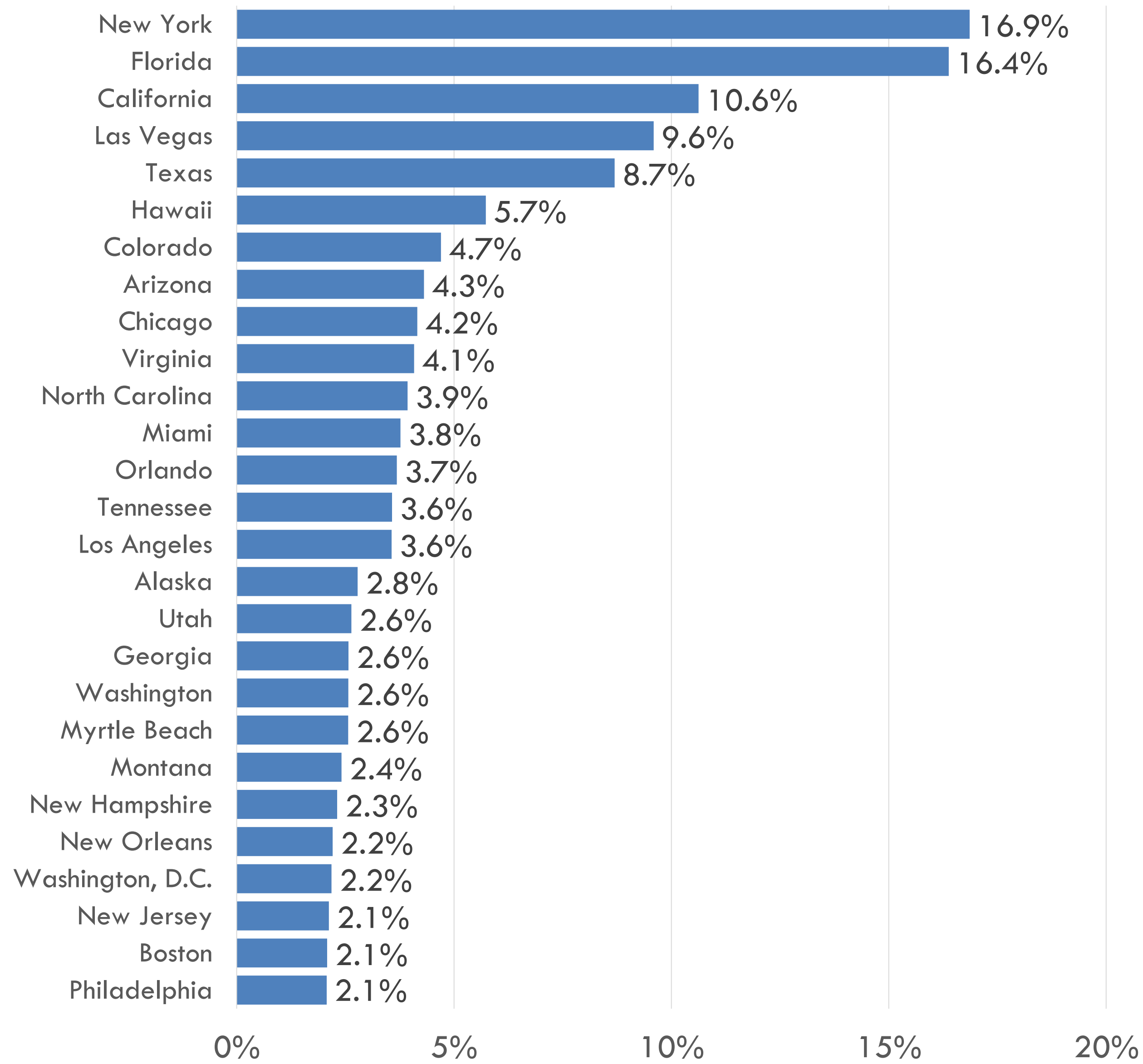


# MOST DESIRED DOMESTIC DESTINATIONS IN THE NEXT 12 MONTHS (UNAIDED)

**Question:** Which domestic destinations do you most want to visit in the NEXT TWELVE (12) MONTHS? (Write in up to five)

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

*(Base: Wave 73 data. All respondents, 919 completed surveys. Data collected September 1-3, 2021)*

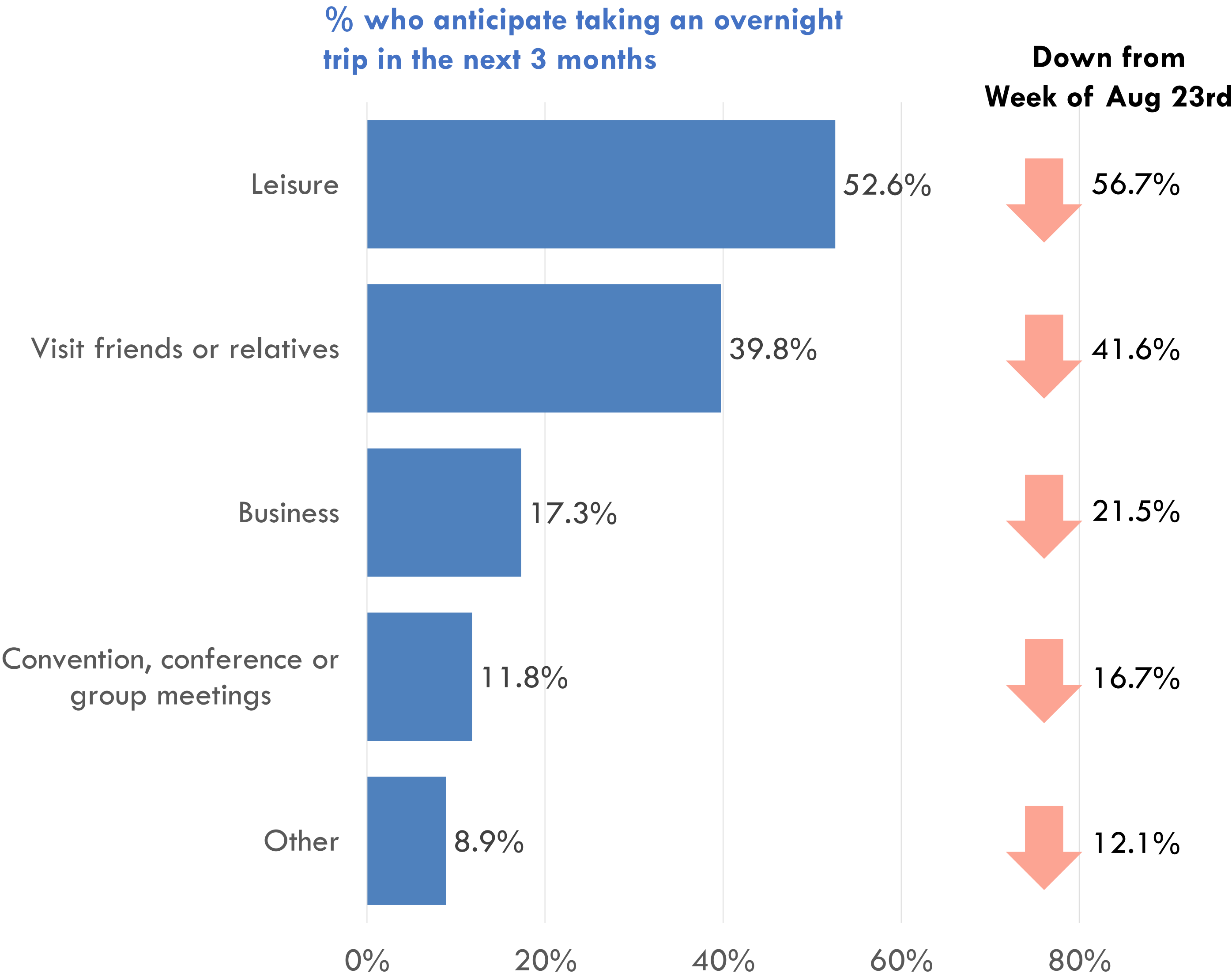


# EXPECTED OVERNIGHT TRIPS IN THE NEXT 3 MONTHS

**Question:** How many **OVERNIGHT TRIPS** of each type are you planning to take (even if tentatively) in the **NEXT THREE (3) MONTHS?**

(Please only include travel 50-miles or more one way from your home)

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



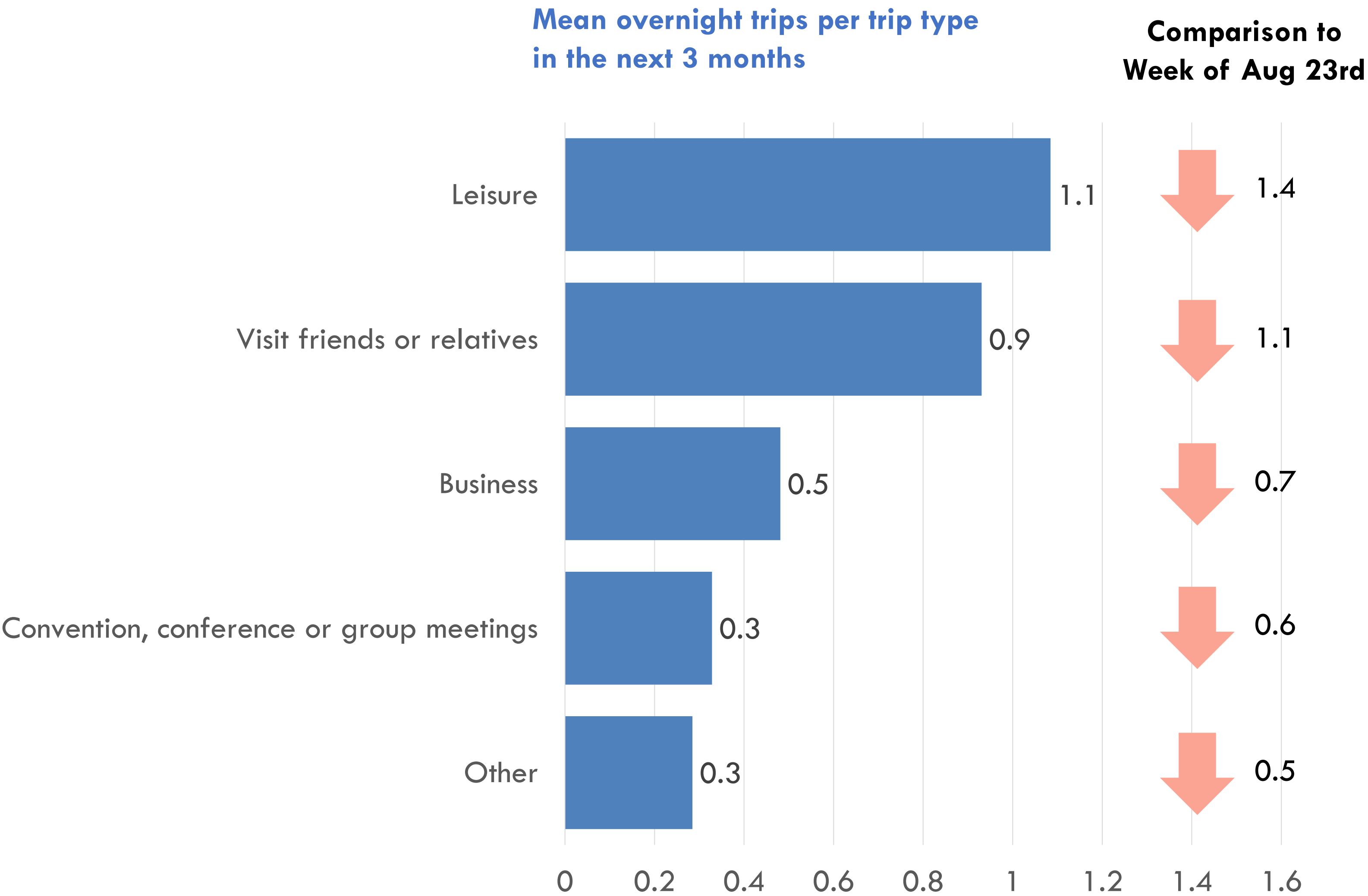


# NUMBER OF EXPECTED OVERNIGHT TRIPS IN THE NEXT 3 MONTHS

**Question:** How many **OVERNIGHT TRIPS** of each type are you planning to take (even if tentatively) in the **NEXT THREE (3) MONTHS?**

(Please only include travel 50-miles or more one way from your home)

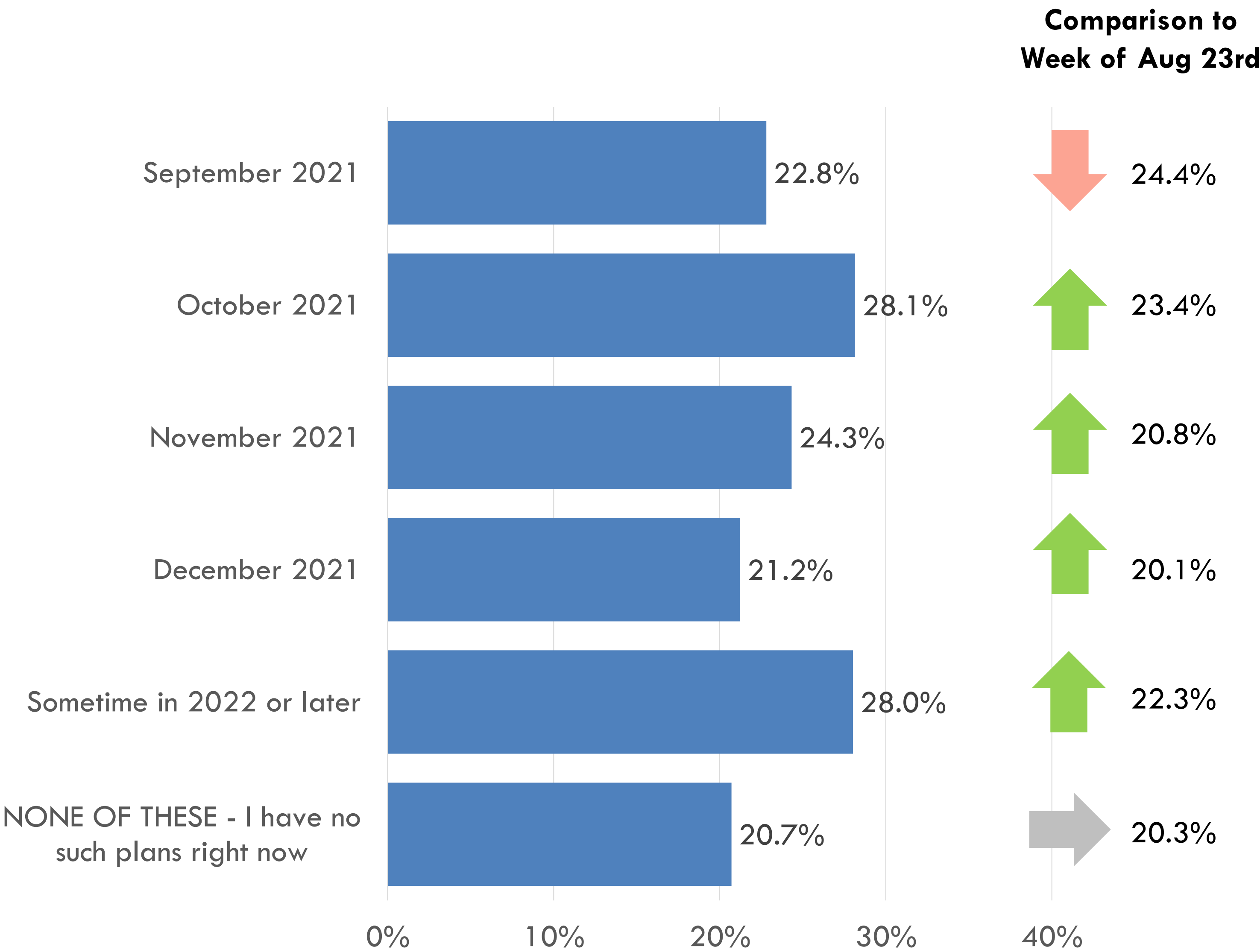
(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



# MONTHS IN WHICH OVERNIGHT TRIPS ARE PLANNED

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

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)

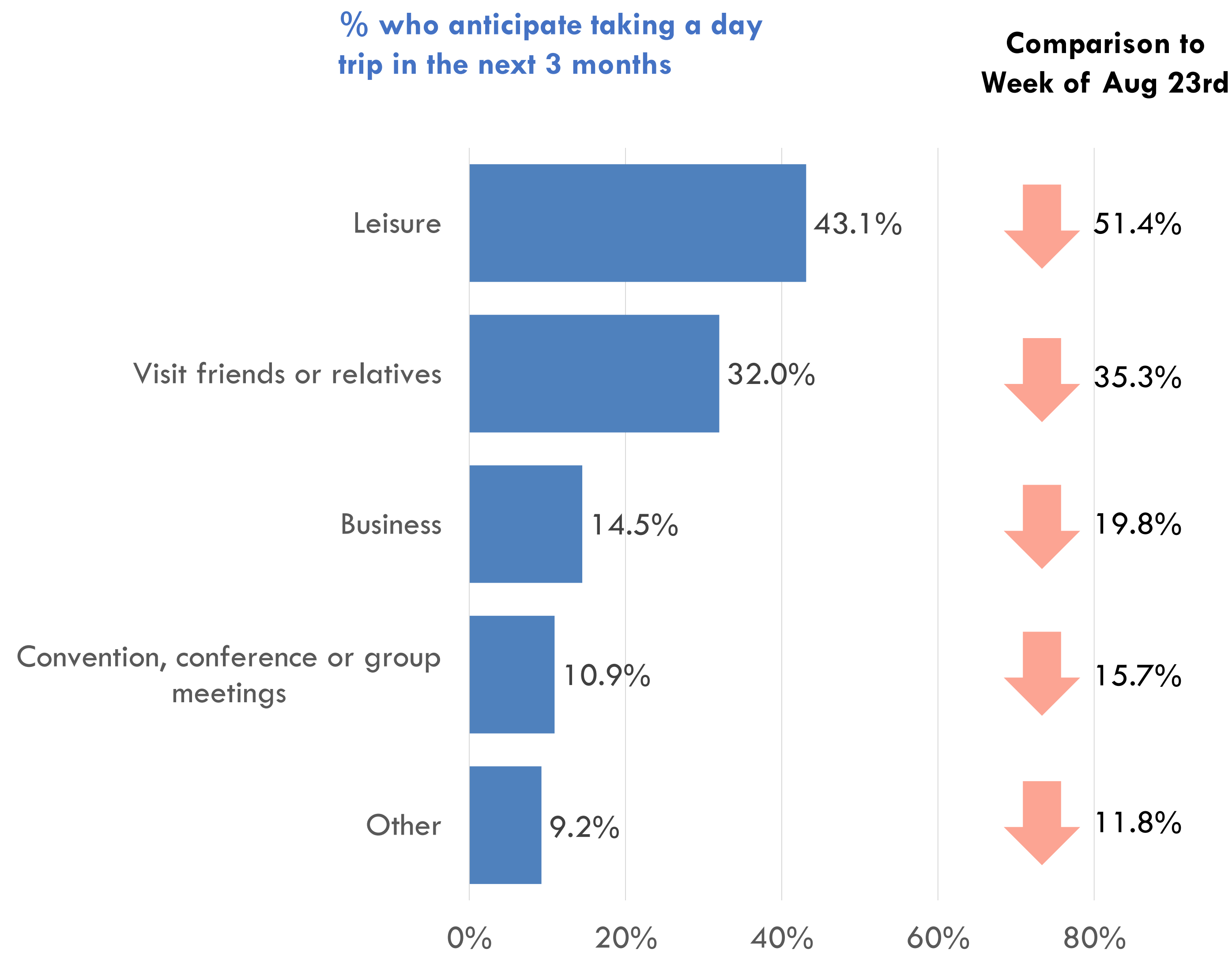


# EXPECTED DAY TRIPS IN THE NEXT 3 MONTHS

**Question:** How many DAY TRIPS of each type are you planning to take (even if tentatively) in the **NEXT THREE (3) MONTHS?**

**(Please only include travel 50-miles or more one way from your home)**

*(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)*



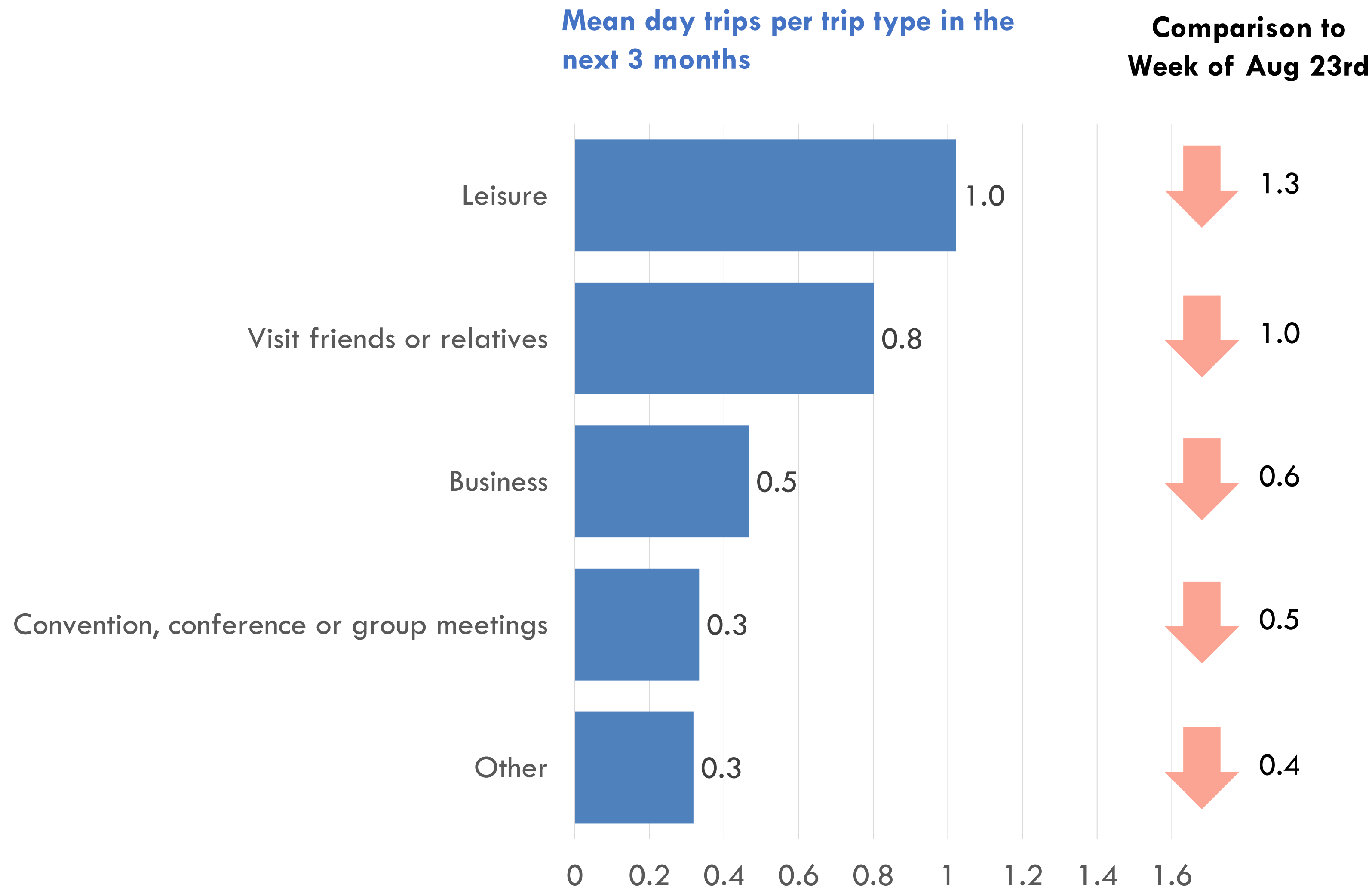


# NUMBER OF EXPECTED DAY TRIPS IN THE NEXT 3 MONTHS

**Question:** How many DAY TRIPS of each type are you planning to take (even if tentatively) in the **NEXT THREE (3) MONTHS?**

**(Please only include travel 50-miles or more one way from your home)**

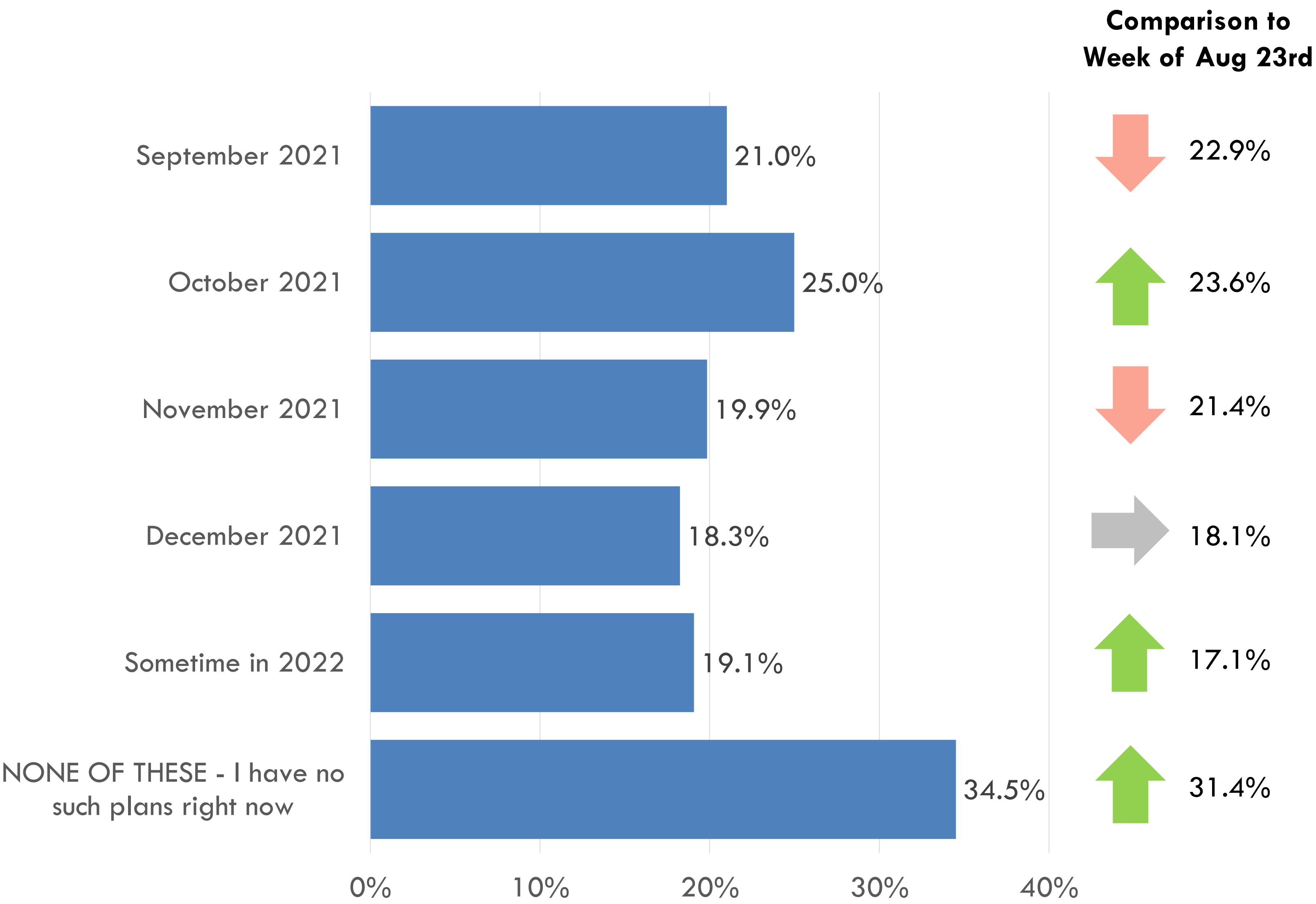
*(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)*



# MONTHS IN WHICH DAY TRIPS ARE PLANNED

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

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)





A group of four friends are gathered around a wooden table in a restaurant, celebrating. They are all smiling and holding up glasses of red wine in a toast. The man in the center, wearing a checkered shirt and a blue face mask, is looking towards the woman on his right. The woman on the far right is laughing heartily. The background is slightly blurred, showing other tables and chairs in the restaurant. The overall atmosphere is joyful and social.

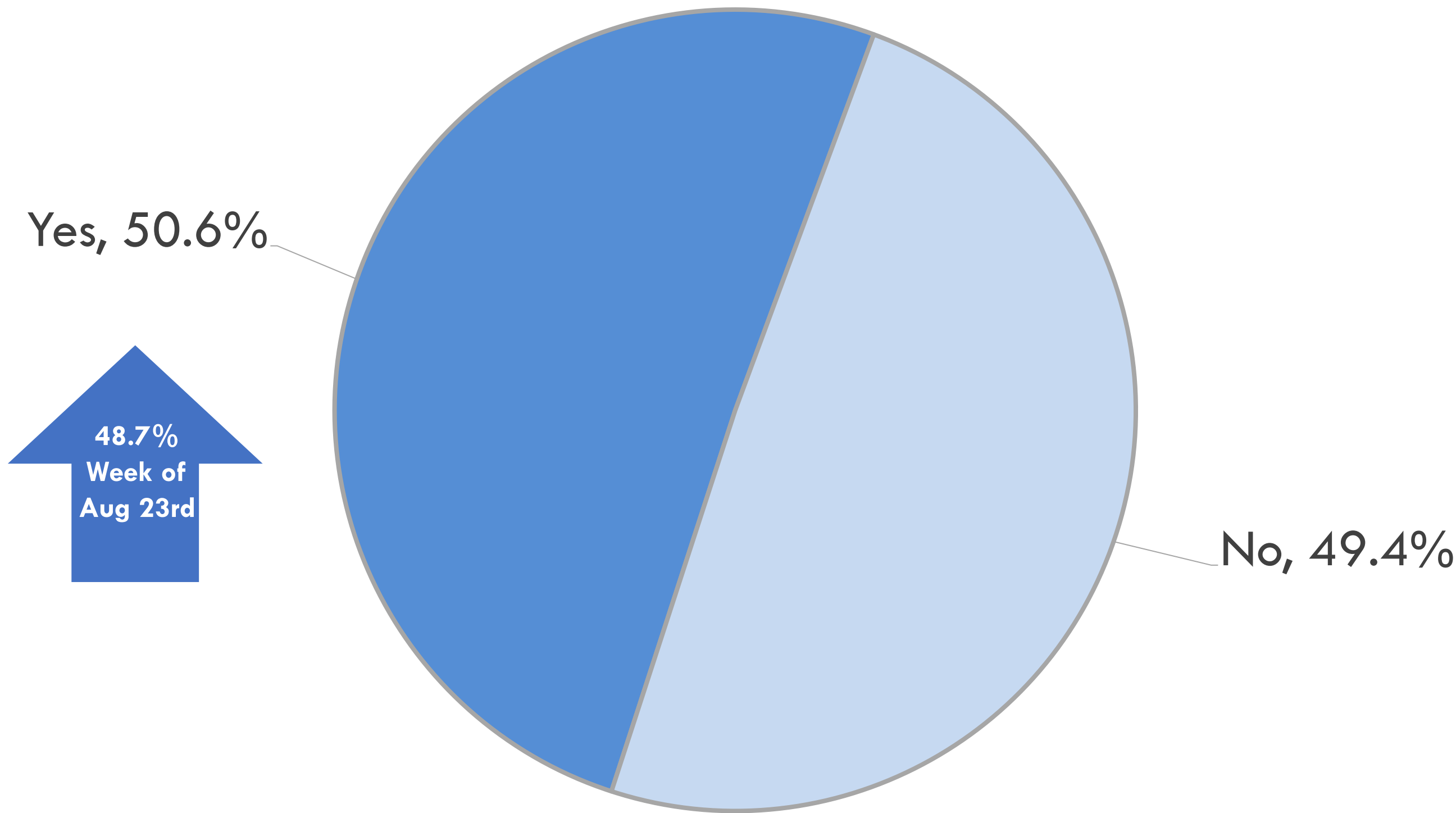
# RECENT TRAVEL EXPERIENCES



# TOOK AN OVERNIGHT TRIP IN PAST THREE MONTHS

**Question:** In the PAST THREE MONTHS have you taken any OVERNIGHT TRIPS (50 miles or more from your home)?

*(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)*

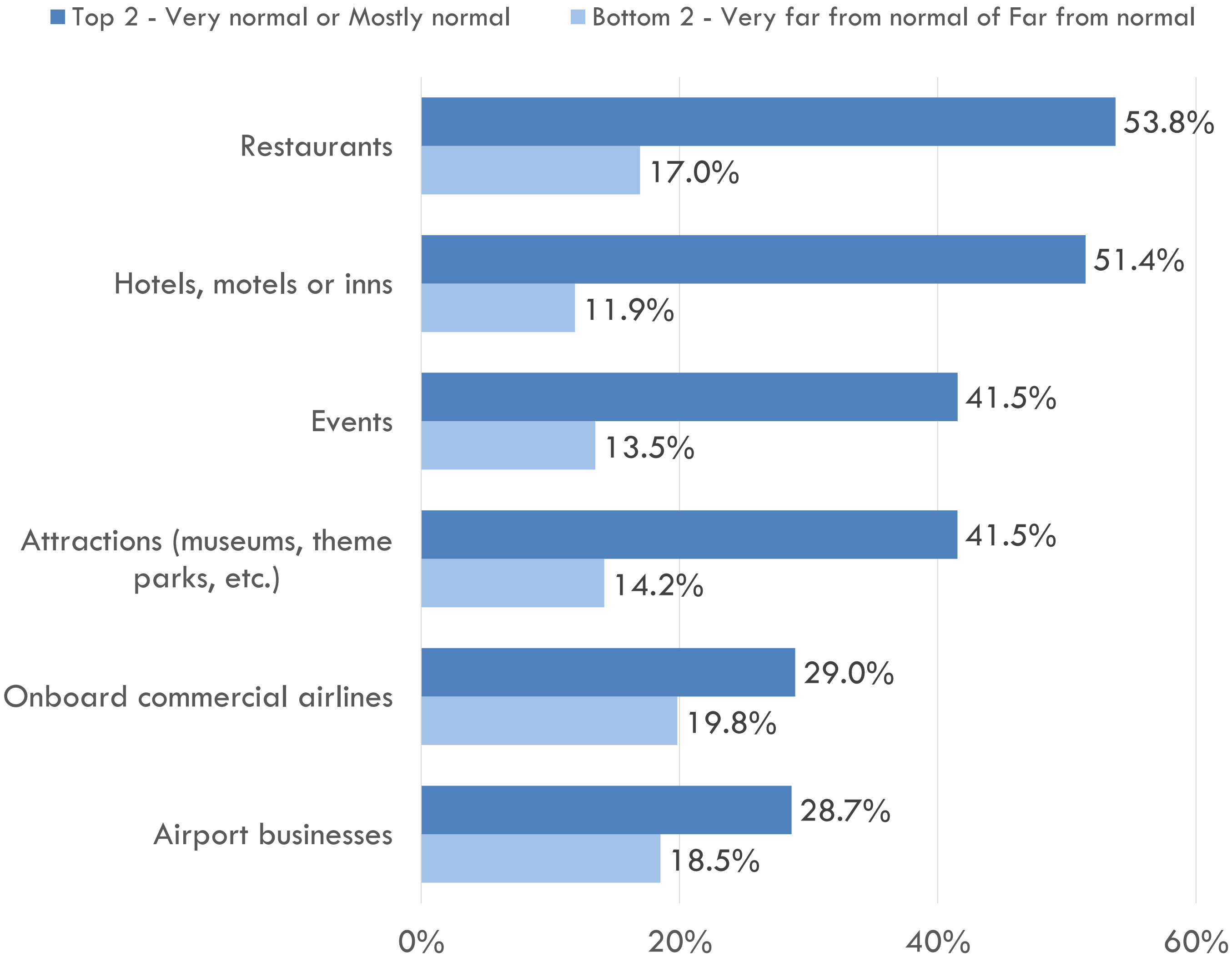


# MOST RECENT OVERNIGHT TRIP: NORMALCY OF EXPERIENCES

**Question:** On this most recent overnight trip, how CLOSE TO NORMAL were your experiences in each of the following (For each, select one to complete the sentence)

Overall, my experiences were \_\_\_\_\_ .

(Base: Wave 73 data. Respondents who took an overnight trip in the past three months, 618 completed surveys. Data collected September 1-3, 2021.)

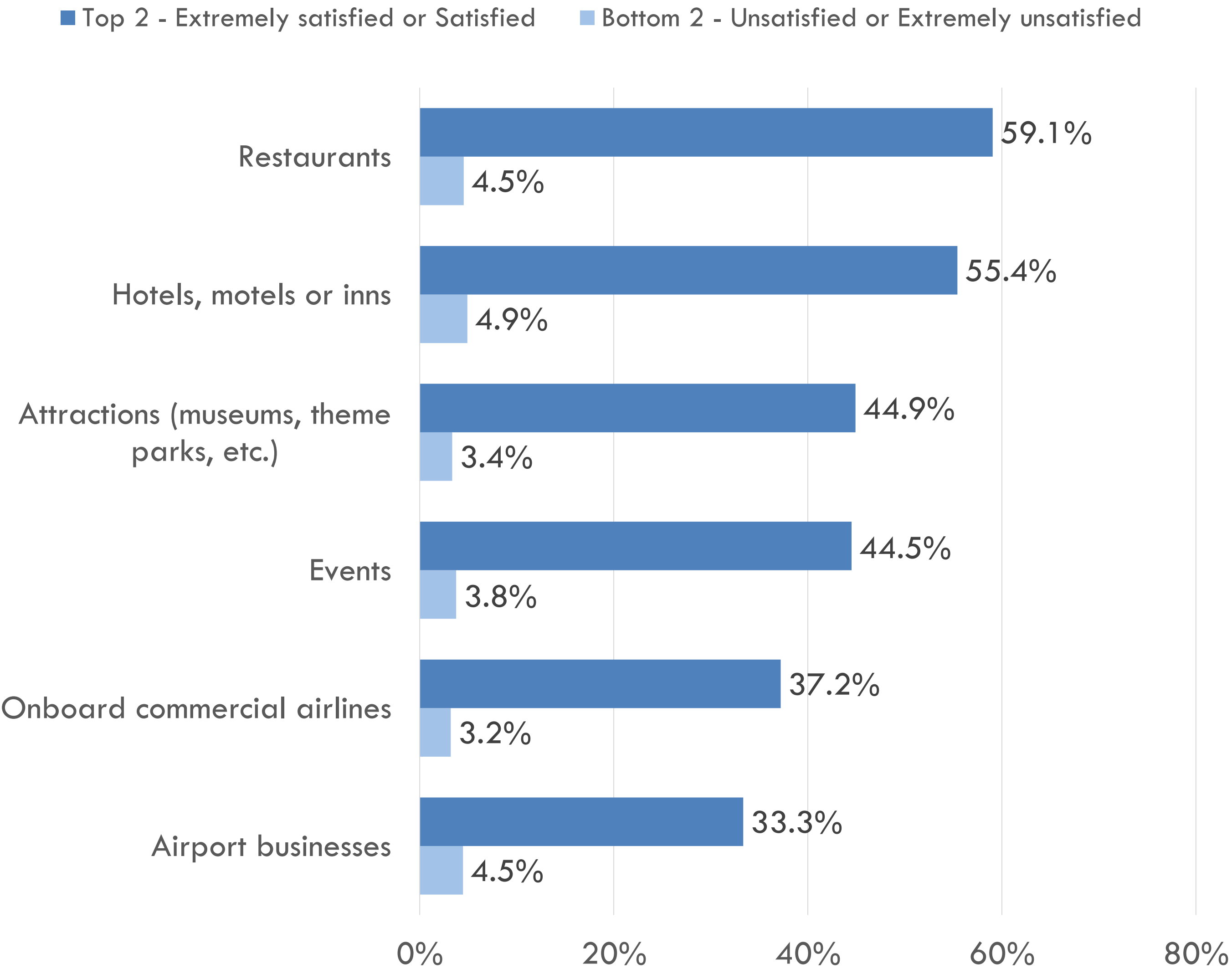


# MOST RECENT OVERNIGHT TRIP: SATISFACTION WITH EXPERIENCES

**Question:** On your most recent overnight trip, overall how would you rate your experiences in each of these? (For each, select one to complete the sentence)

Overall, I was \_\_\_\_\_ with my experiences.

(Base: Wave 73 data. Respondents who took an overnight trip in the past three months, 618 completed surveys. Data collected September 1-3, 2021.)

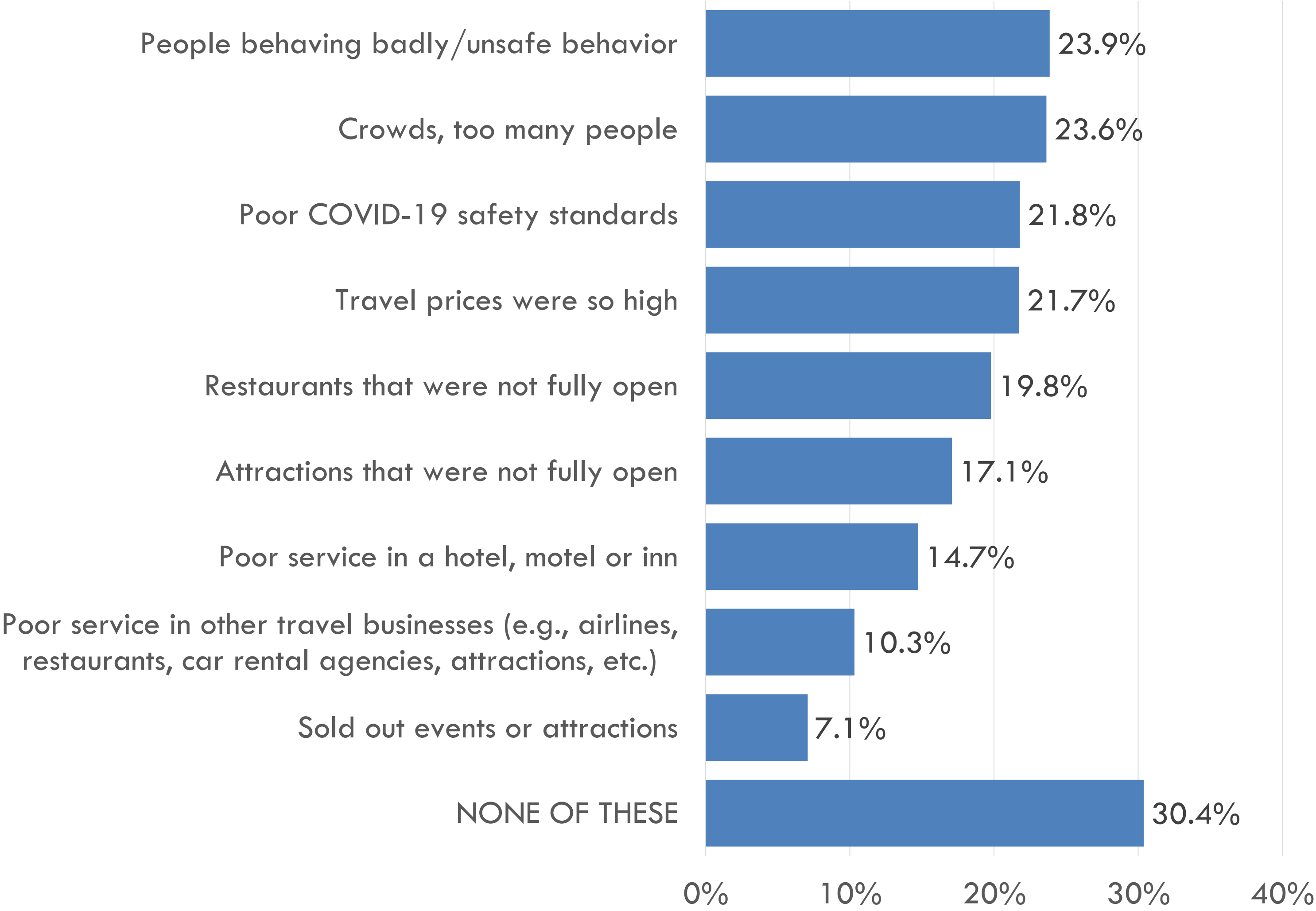




# MOST RECENT OVERNIGHT TRIP: LESS SATISFACTORY EXPERIENCES

**Question:** On your most recent overnight trip, which of the following did you experience as making your trip less satisfactory? (Select all that apply)

(Base: Wave 73 data. Respondents who took an overnight trip in the past three months, 618 completed surveys. Data collected September 1-3, 2021.)

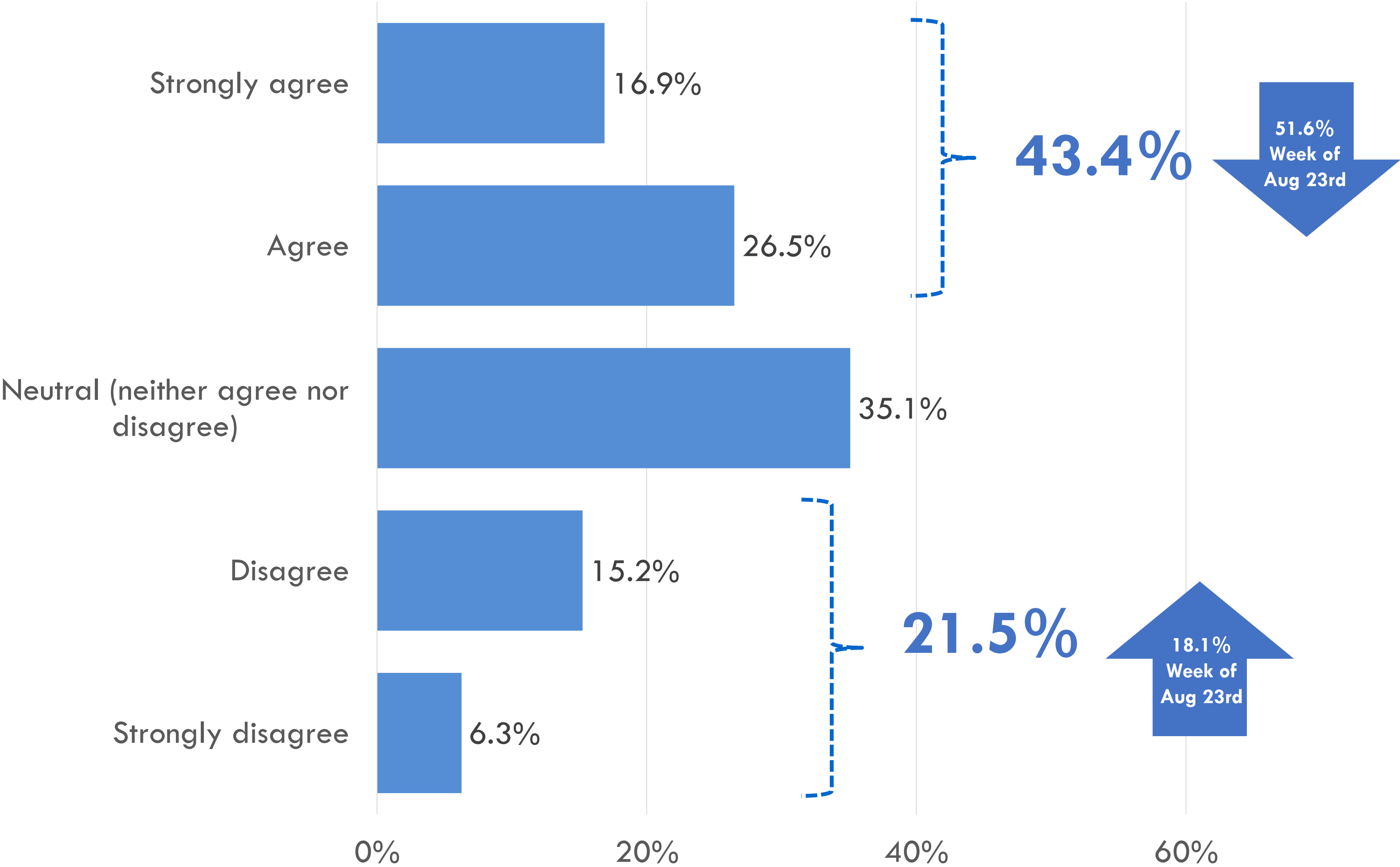


# MOST RECENT OVERNIGHT TRIP: TRAVEL BUSINESSES PROVIDING ADEQUATE SERVICE

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

On my most recent trip, it seemed like businesses in the travel industry were having trouble providing adequate service to travelers.

(Base: Wave 73 data. Respondents who took an overnight trip in the past three months, 618 completed surveys. Data collected September 1-3, 2021.)





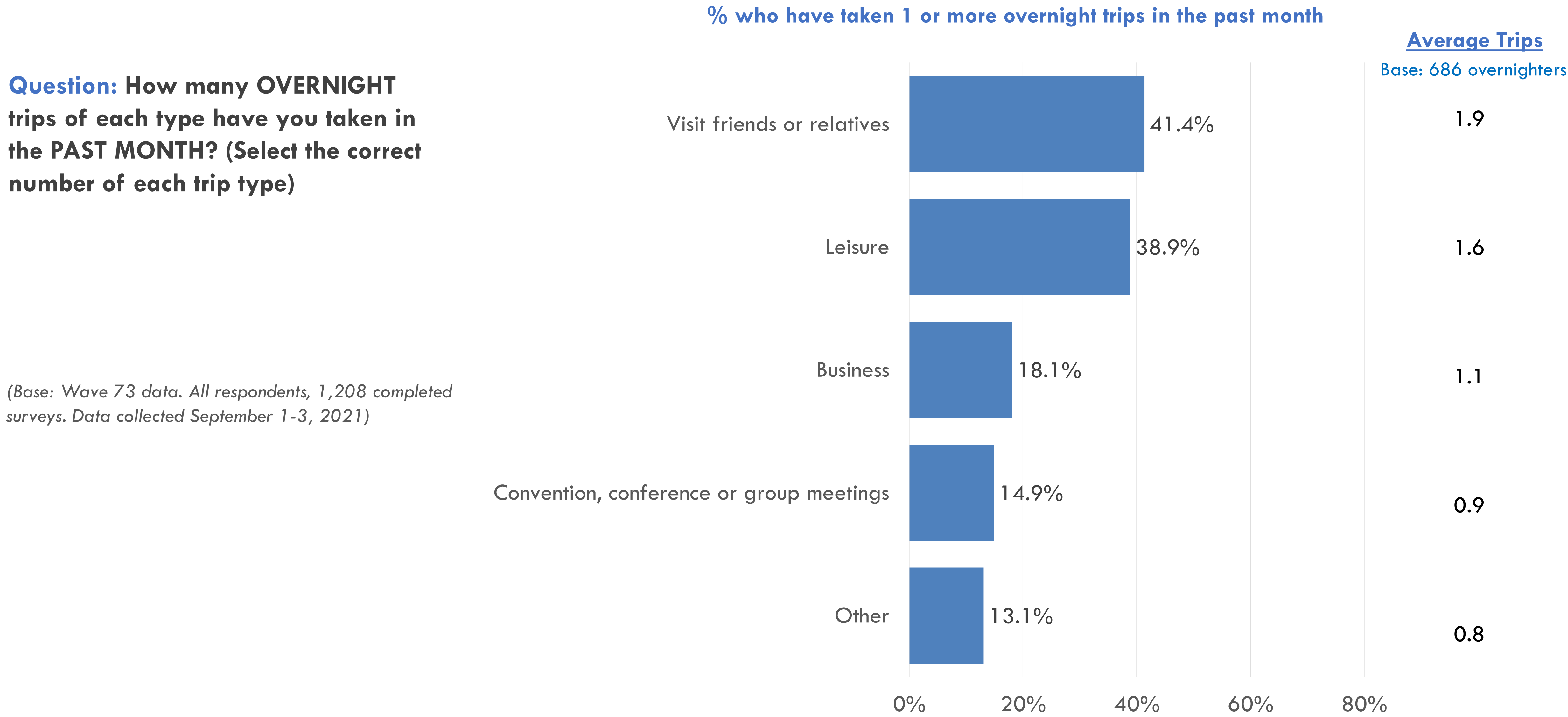
**MOST RECENT OVERNIGHT TRIP**



# OVERNIGHT TRIPS IN THE PAST MONTH: BY TRIP TYPE

**Question:** How many OVERNIGHT trips of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)

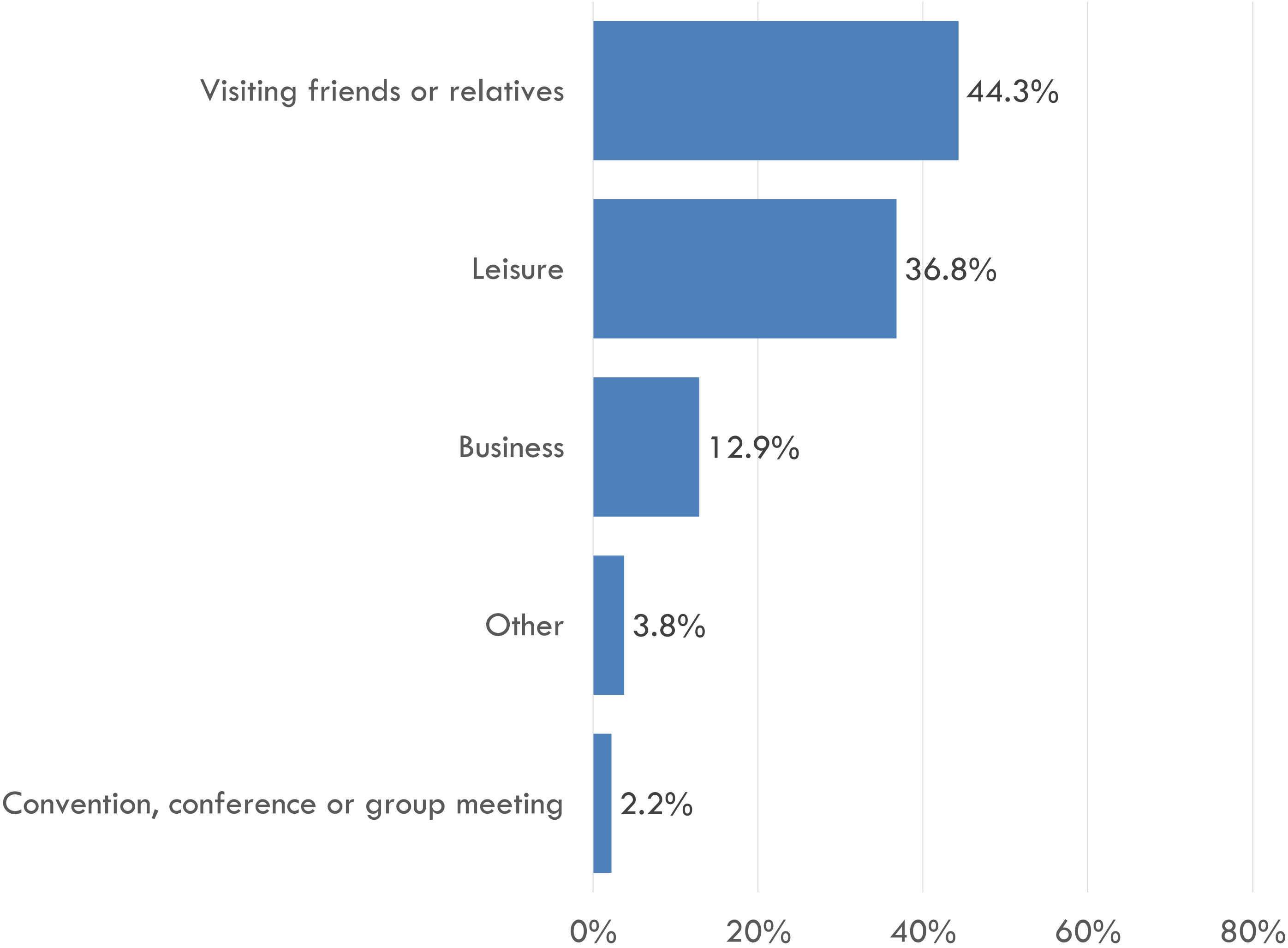
(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



# TYPE OF MOST RECENT OVERNIGHT TRIP

**Question:** Please tell us about your most recent **OVERNIGHT TRIP**. Which best describes this trip?

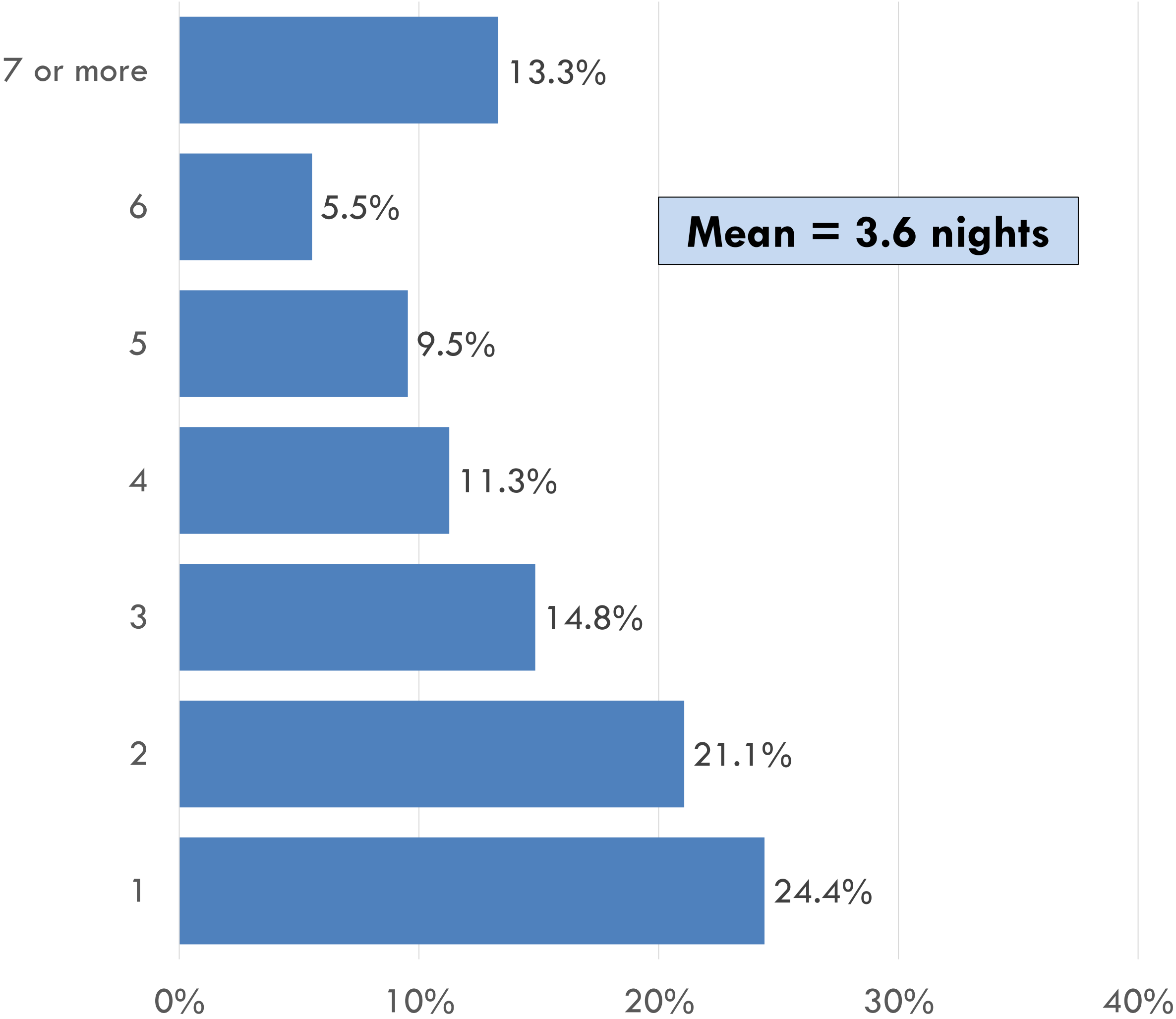
(Base: Wave 73 data. Respondents who took 1 or more overnight trip(s) in the past month, 686 completed surveys. Data collected September 1-3, 2021)



# NIGHTS AWAY FROM HOME

**Question:** How many nights away from home did you spend on this MOST RECENT OVERNIGHT TRIP? (Select one)

(Base: Wave 73 data. Respondents who took 1 or more overnight trip(s) in the past month, 686 completed surveys. Data collected September 1-3, 2021)

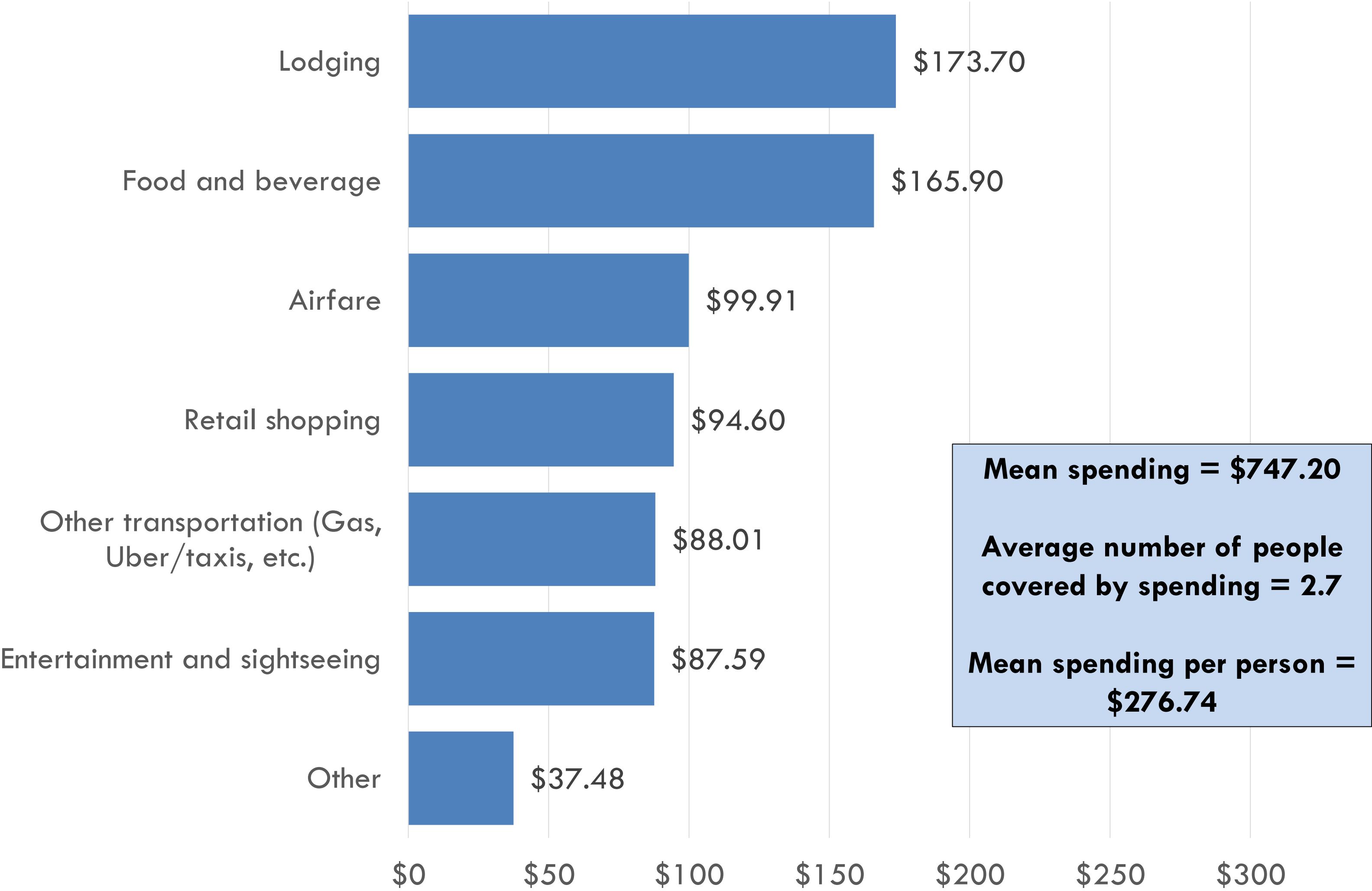




# OVERNIGHT TRIP SPENDING

**Question:** How much did you spend (IN TOTAL) for this most recent overnight trip in each of the following categories?

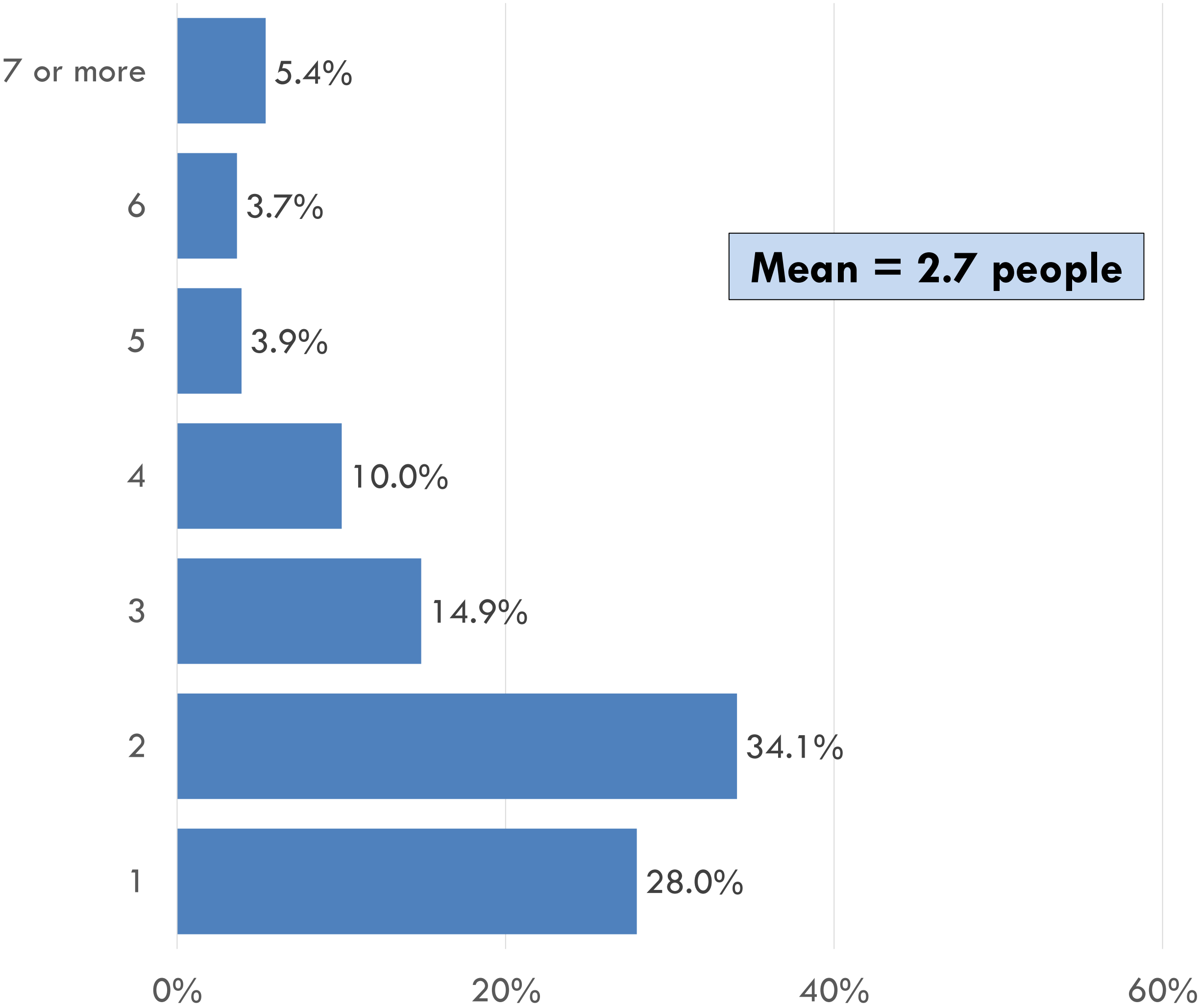
(Base: Wave 73 data. Respondents who took 1 or more overnight trip(s) in the past month, 686 completed surveys. Data collected September 1-3, 2021)



# NUMBER OF PEOPLE COVERED BY SPENDING

**Question:** How many people did this travel spending **FULLY COVER**?  
(Select one)

(Base: Wave 73 data. Respondents who took 1 or more overnight trip(s) in the past month, 686 completed surveys. Data collected September 1-3, 2021)

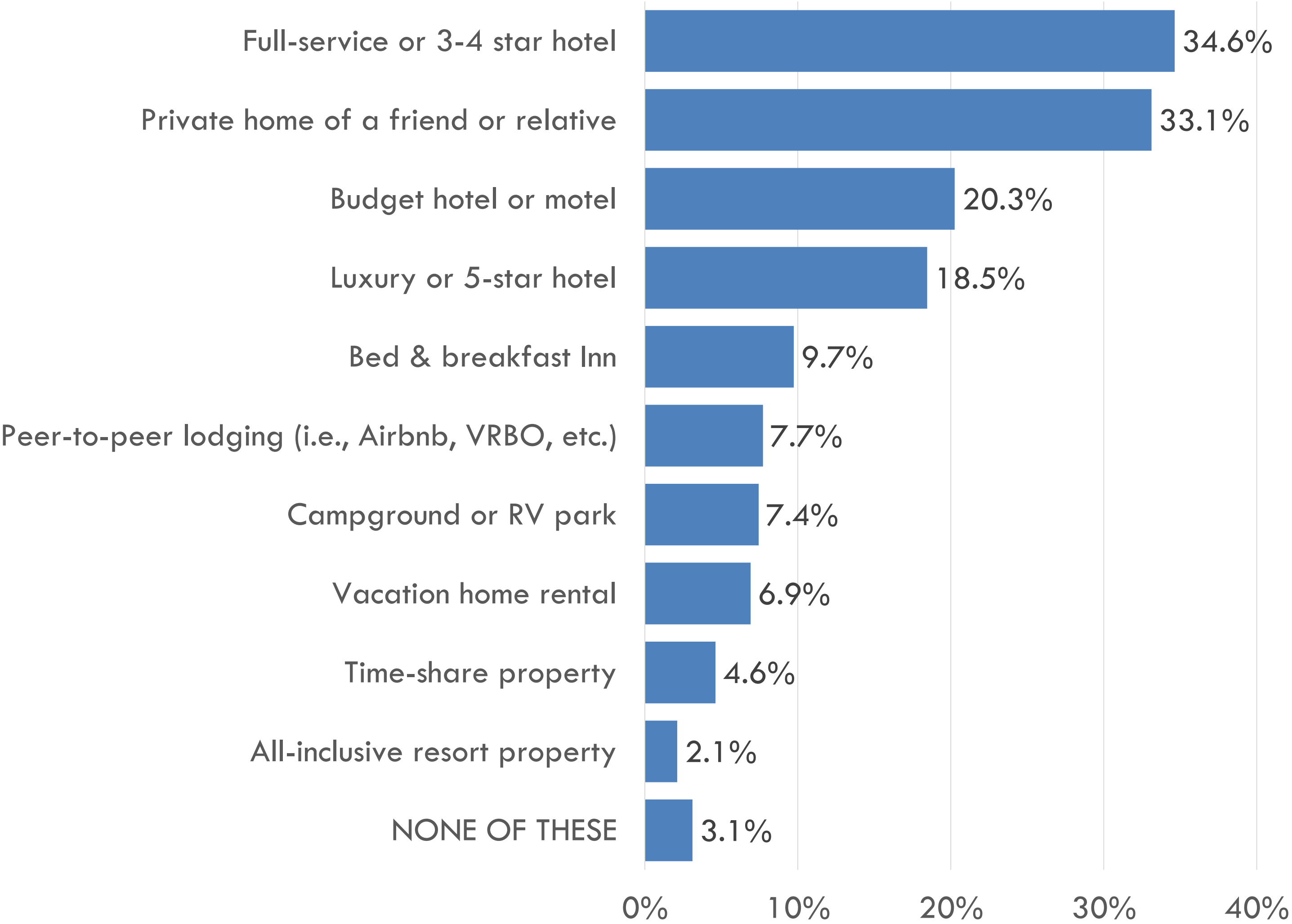


# PLACE OF STAY

**Question:** In which of the following did you stay overnight on this trip?

**(Please select all the places you stayed)**

*(Base: Wave 73 data. Respondents who took 1 or more overnight trip(s) in the past month, 686 completed surveys. Data collected September 1-3, 2021)*



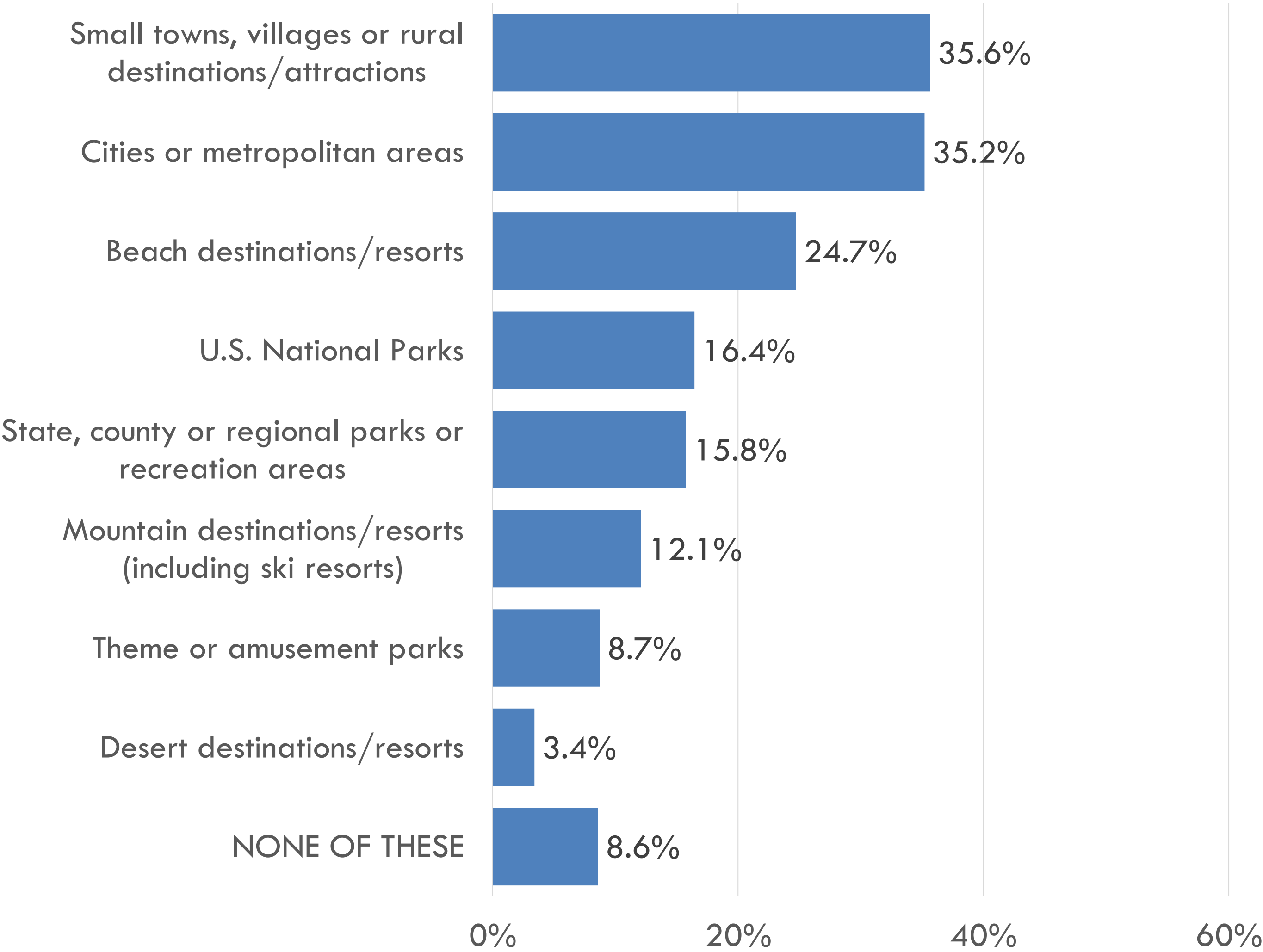


# DESTINATION TYPES VISITED

**Question:** Which of the following did you visit on this overnight trip?

(Please select all the places you visited on this trip)

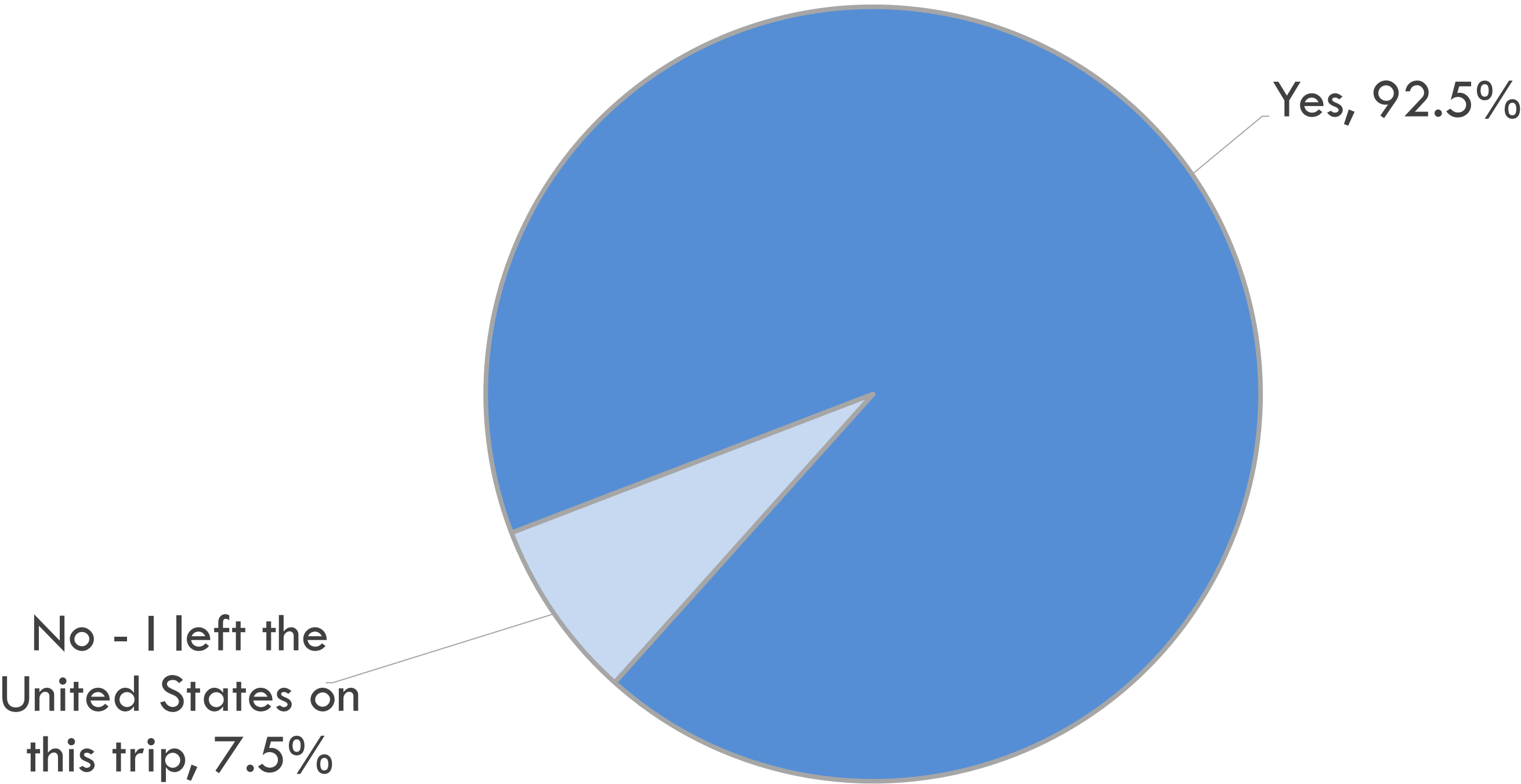
(Base: Wave 73 data. Respondents who took 1 or more overnight trip(s) in the past month, 686 completed surveys. Data collected September 1-3, 2021)



# INTERNATIONAL OVERNIGHT TRIP

**Question:** Was this overnight trip entirely inside the United States?

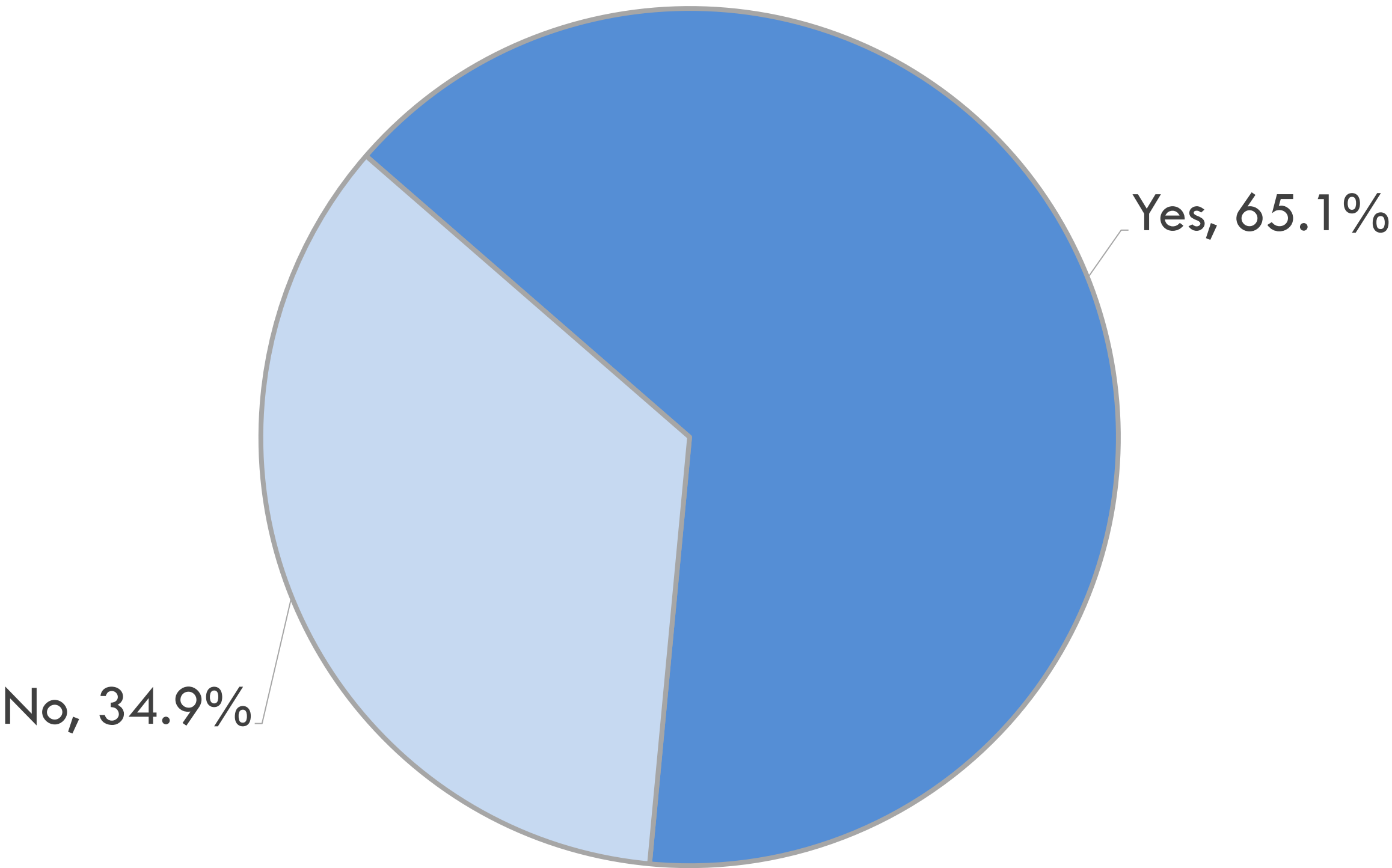
*(Base: Wave 73 data. Respondents who took 1 or more overnight trip(s) in the past month, 686 completed surveys. Data collected September 1-3, 2021)*



# REGIONAL OVERNIGHT TRIP

**Question:** Was this overnight trip a **REGIONAL TRIP** (i.e., travel less than 250 miles from your home)?

*(Base: Wave 73 data. Respondents who took 1 or more overnight trip(s) in the past month, 686 completed surveys. Data collected September 1-3, 2021)*





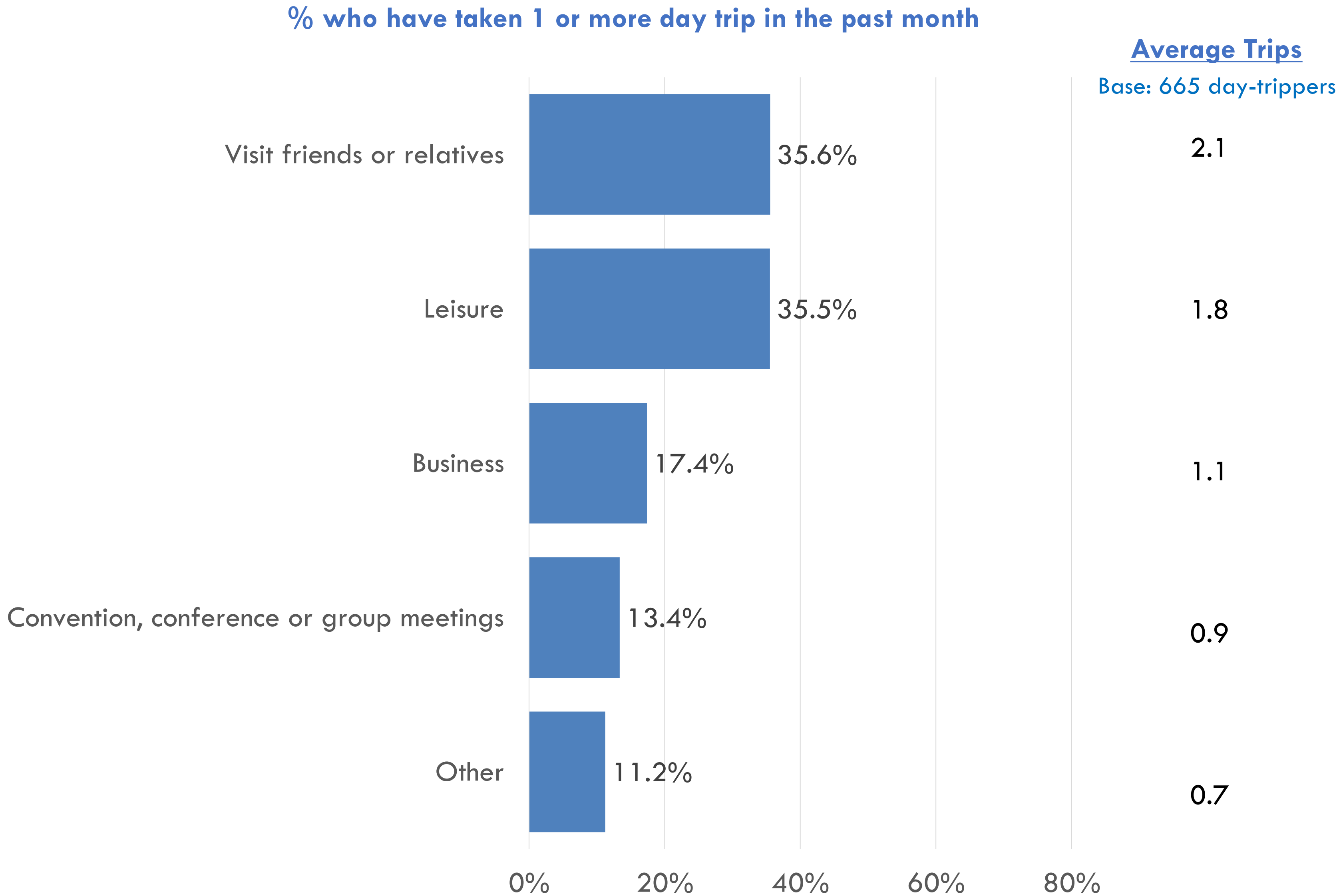
# MOST RECENT DAY TRIP



# DAY TRIPS IN THE PAST MONTH: BY TRIP TYPE

**Question:** How many DAY TRIPS (i.e., no overnight stay) of each type have you taken in the PAST MONTH?

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)

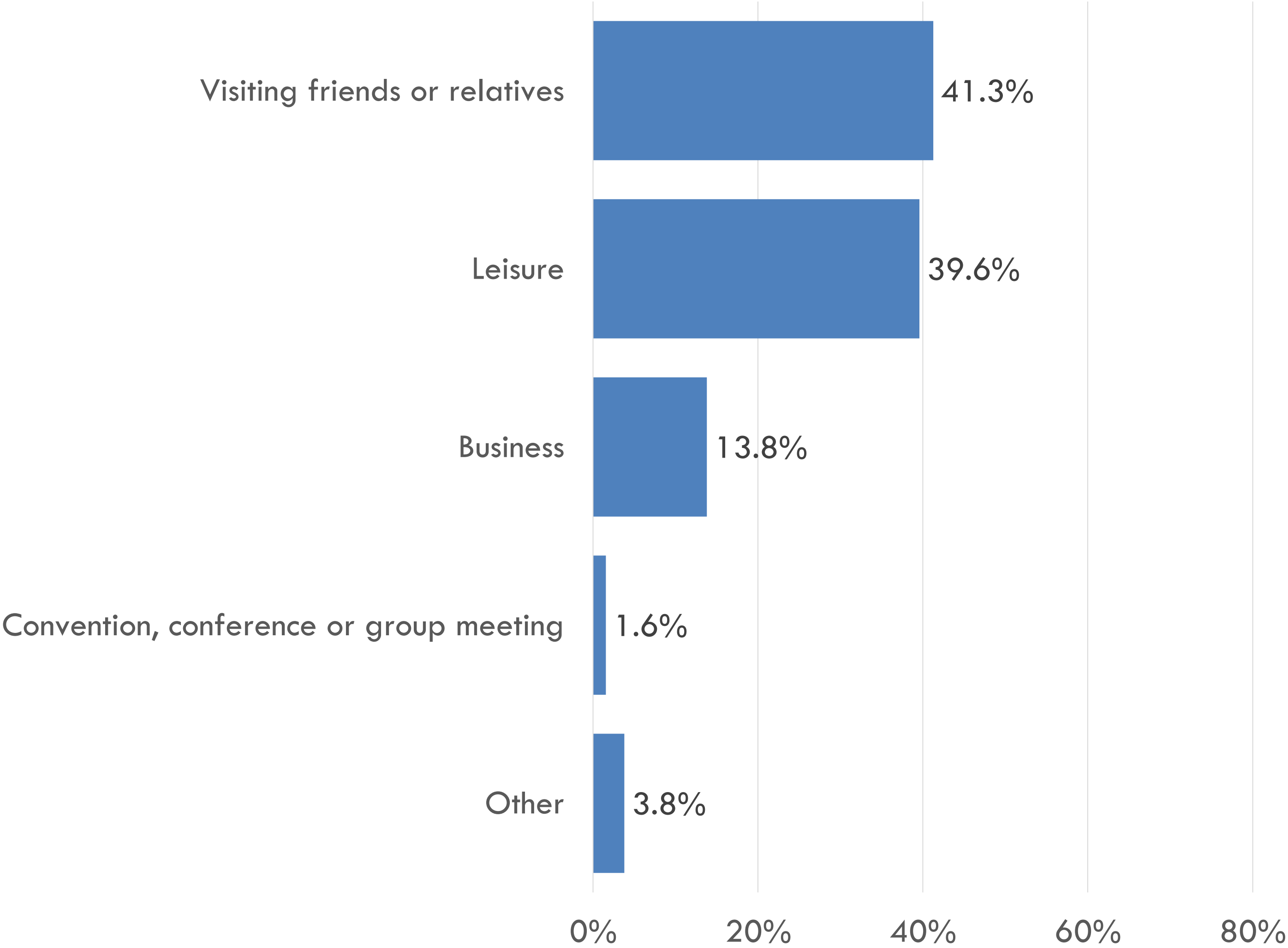




# TYPE OF MOST RECENT DAY TRIP

**Question:** Please tell us about your most recent DAY TRIP. Which best describes this trip?

*(Base: Wave 73 data. Respondents who took 1 or more day trip(s) in the past month, 665 completed surveys. Data collected September 1-3, 2021)*

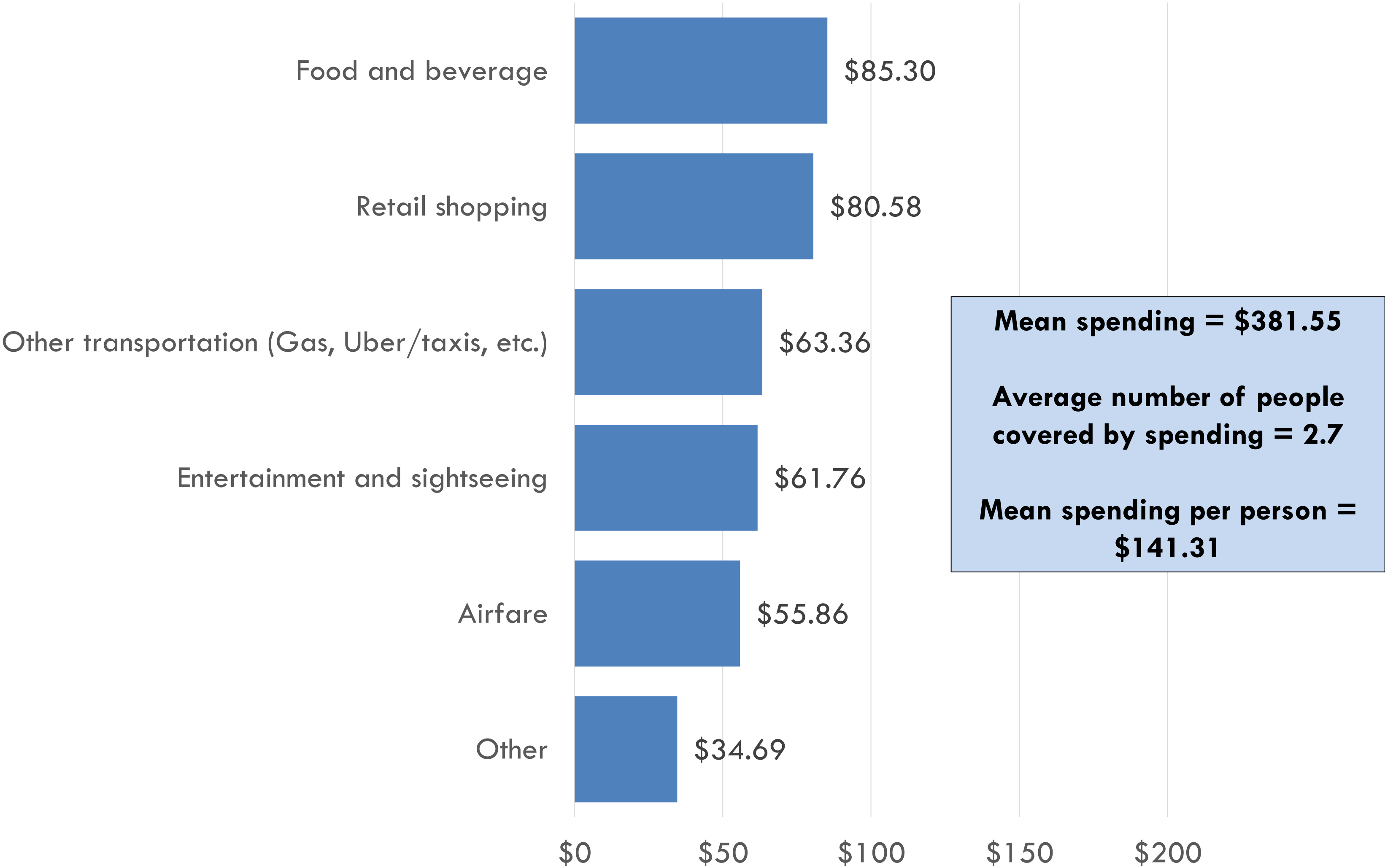




# DAY TRIP SPENDING

**Question:** How much did you spend (IN TOTAL) for this most recent day trip in each of the following categories?

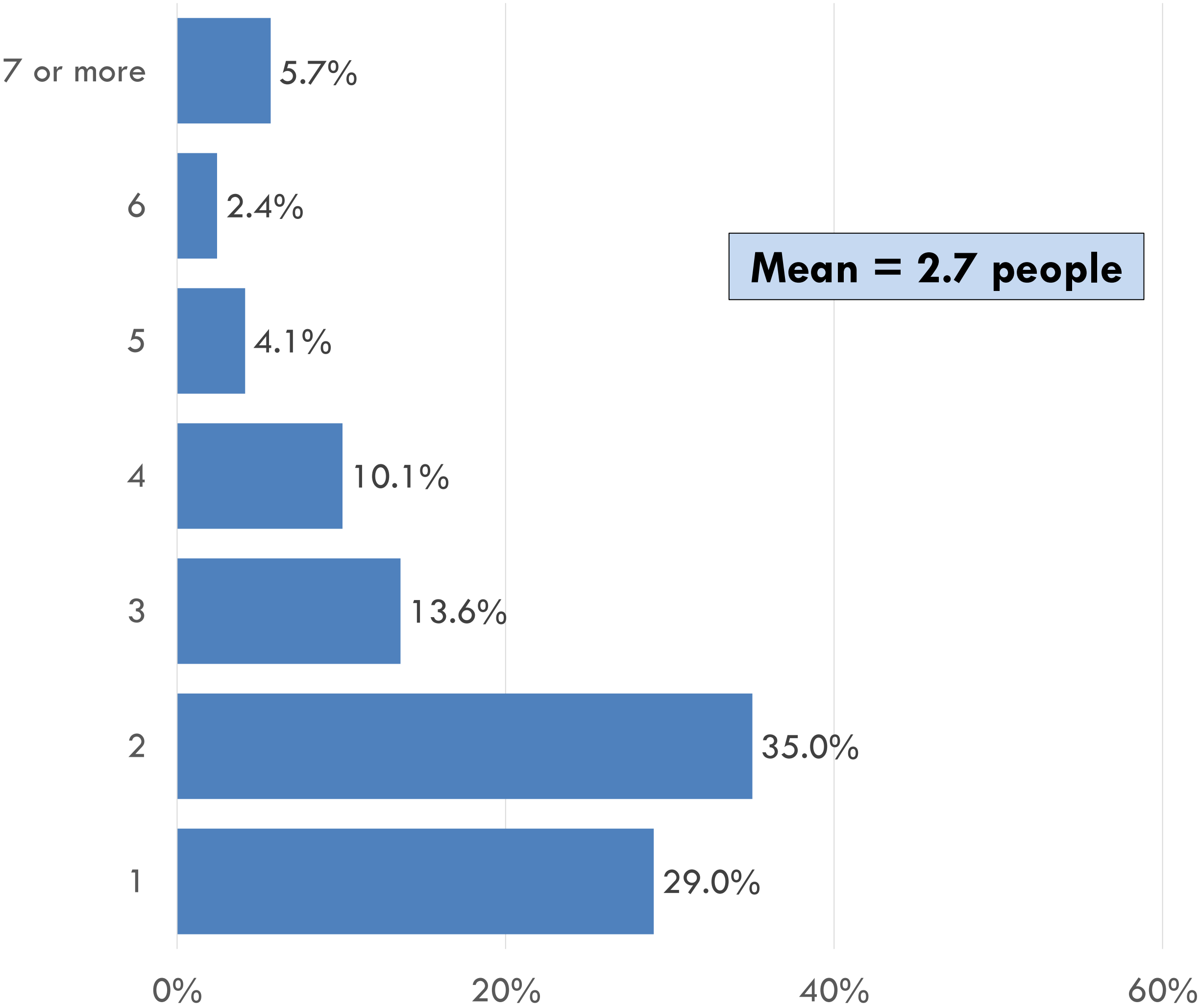
(Base: Wave 73 data. Respondents who took 1 or more day trip(s) in the past month, 665 completed surveys. Data collected September 1-3, 2021)



# NUMBER OF PEOPLE COVERED BY SPENDING

**Question:** How many people's travel expenses did this spending **FULLY COVER?** (Select one)

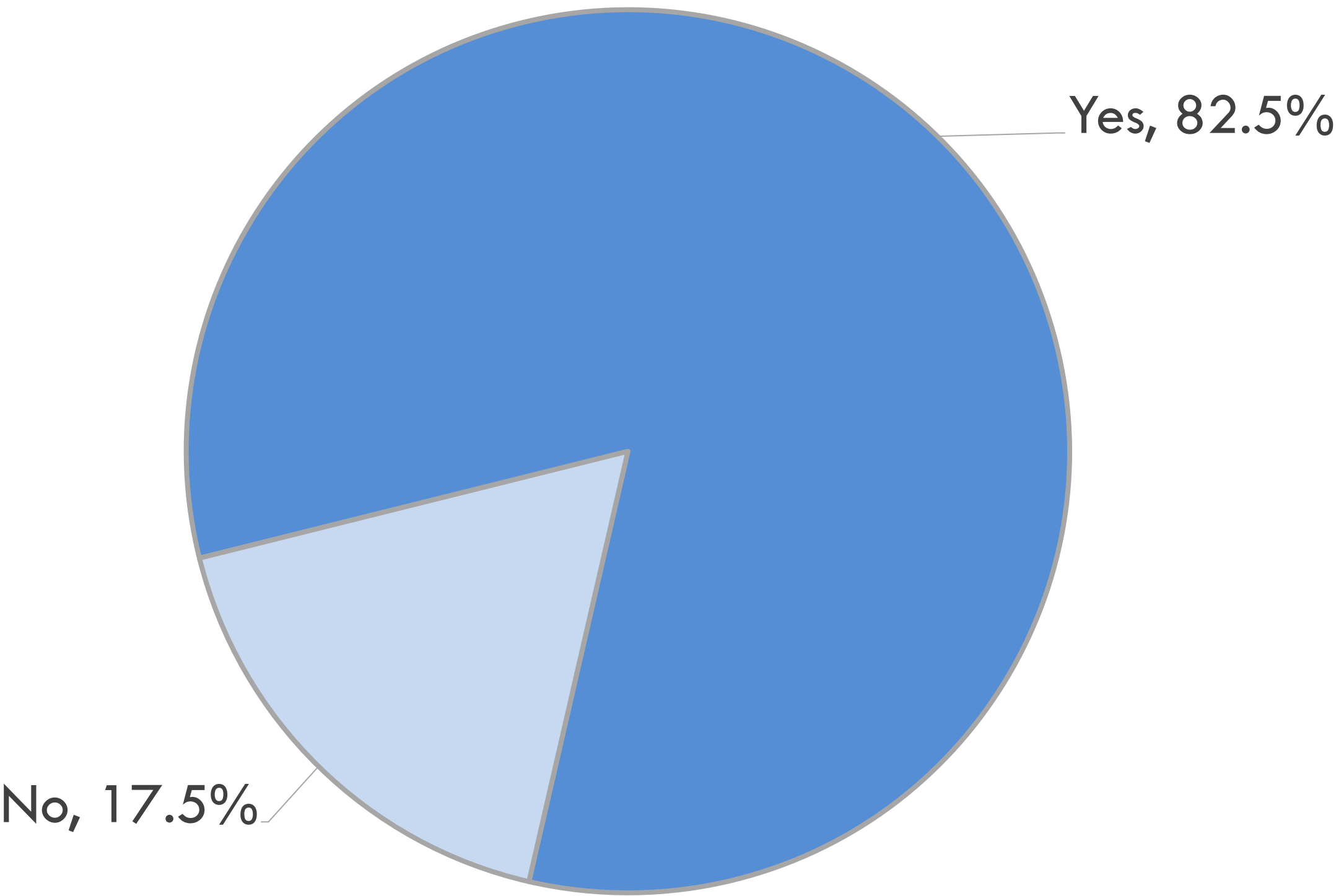
(Base: Wave 73 data. Respondents who took 1 or more day trip(s) in the past month, 665 completed surveys. Data collected September 1-3, 2021)



# REGIONAL DAY TRIP

**Question:** Was this day trip  
a **REGIONAL TRIP** (i.e., travel less  
than 250 miles from your home)?

*(Base: Wave 73 data. Respondents who took 1 or  
more day trip(s) in the past month, 665 completed  
surveys. Data collected September 1-3, 2021)*





A person is holding a large American flag in a field of tall grass at sunset. The flag is waving in the wind, and the sun is low on the horizon, creating a warm, golden glow. The text "LABOR DAY TRAVEL" is overlaid in the center of the image.

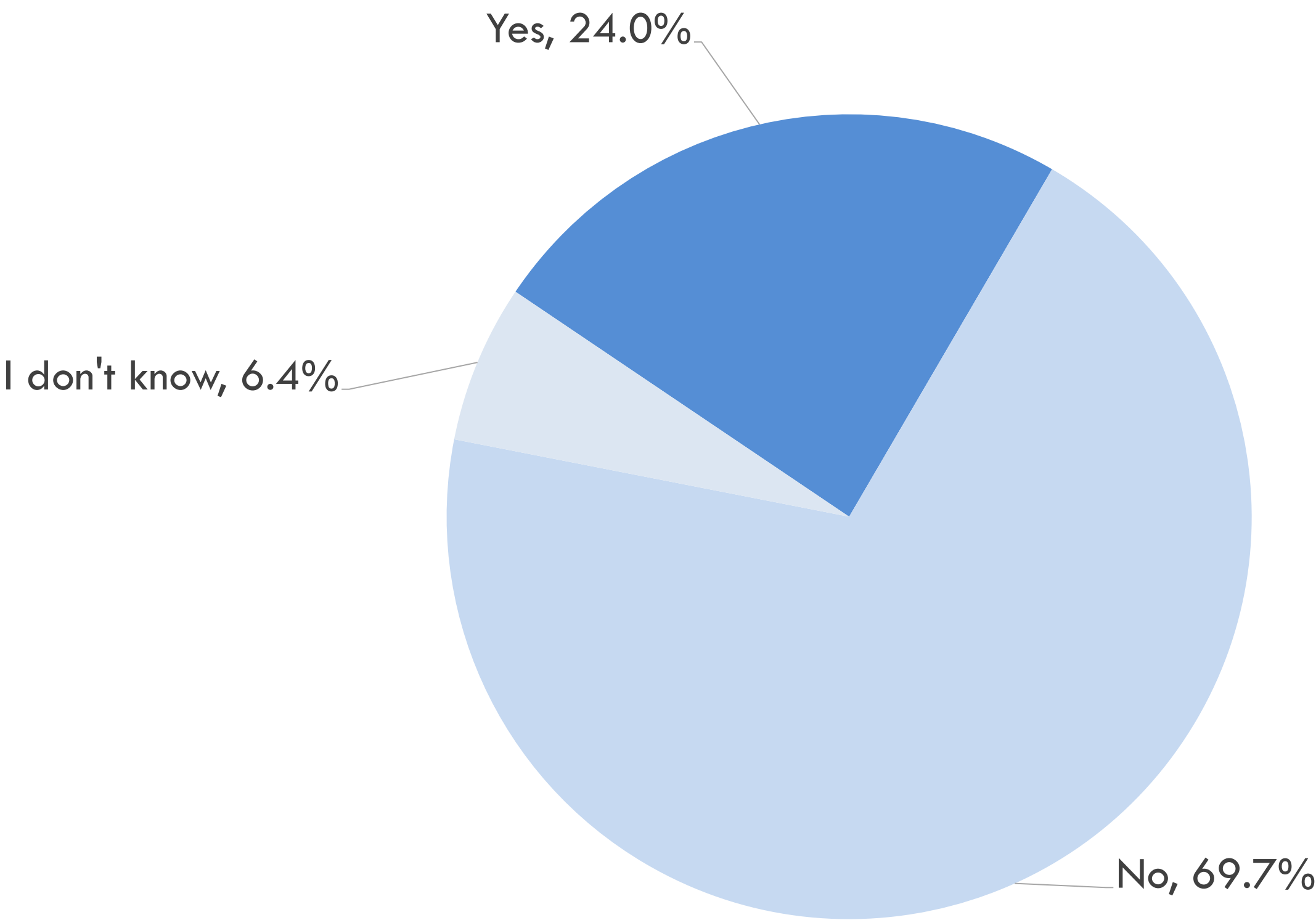
# LABOR DAY TRAVEL



# TRAVEL OVER THE LABOR DAY WEEKEND

**Question:** Are you traveling (or planning to travel) for any reason this weekend (Labor Day weekend)?

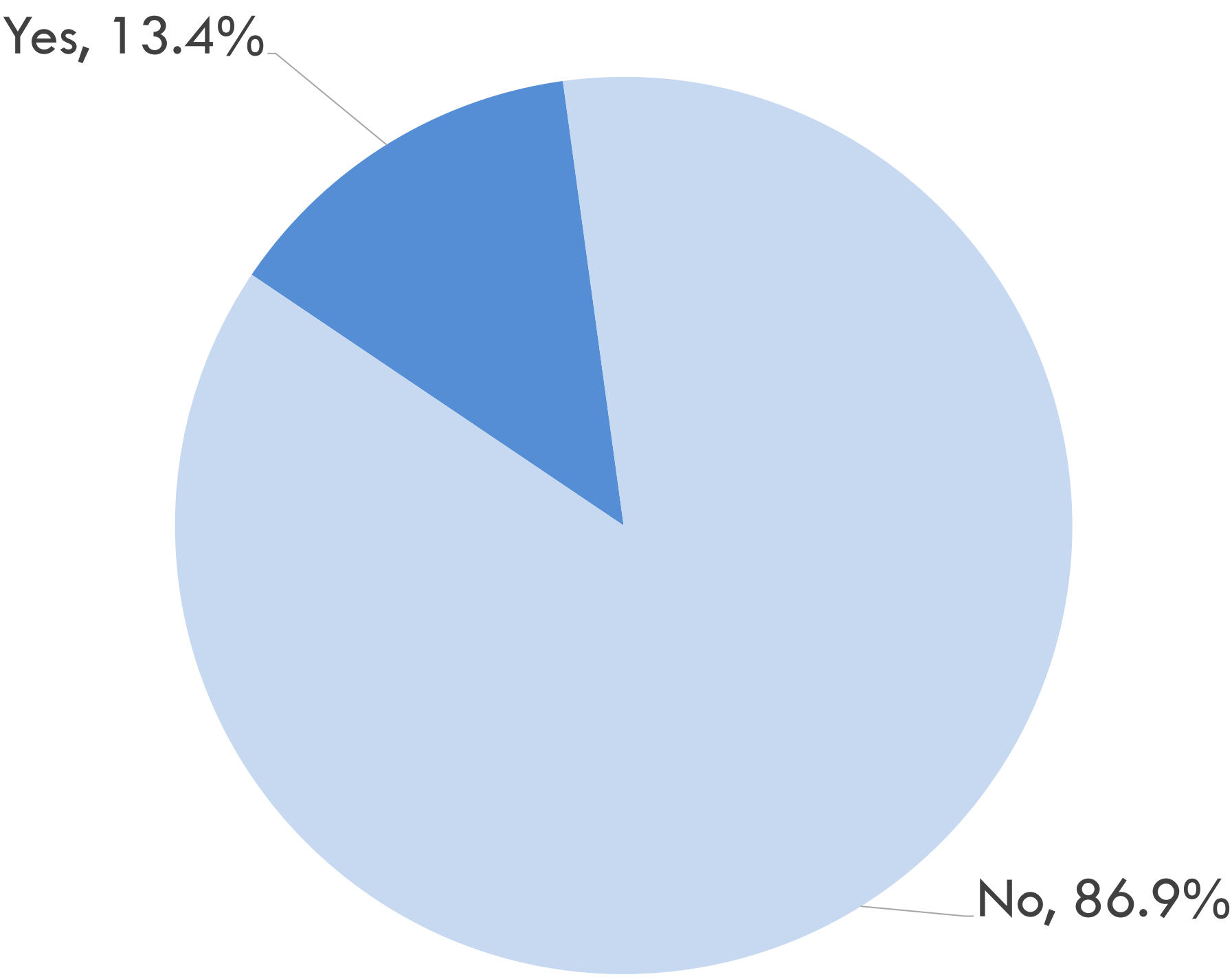
(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



# LABOR DAY TRAVEL CANCELLATIONS DUE TO DELTA VARIANT

**Question:** Have you cancelled any previously planned Labor Day travel due to the current COVID-19/Delta Variant situation?

*(Base: Wave 73 data. Respondents expecting to not travel over Labor Day weekend, 871 completed surveys. Data collected September 1-3, 2021)*





# THE RETURN OF BUSINESS TRAVEL & GROUP MEETINGS

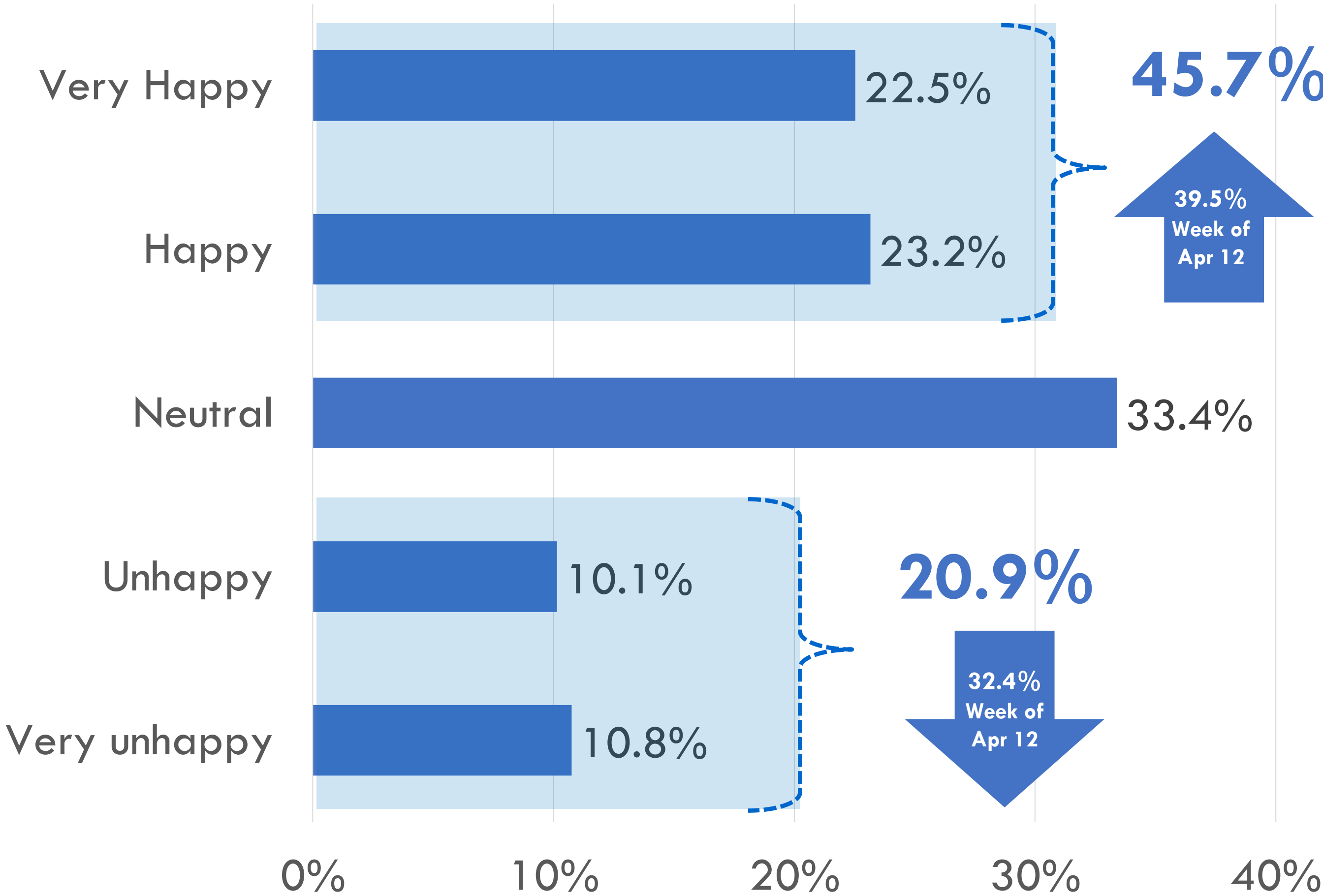




# FEELINGS ABOUT BEING ASKED TO TRAVEL OUT-OF-STATE FOR BUSINESS

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

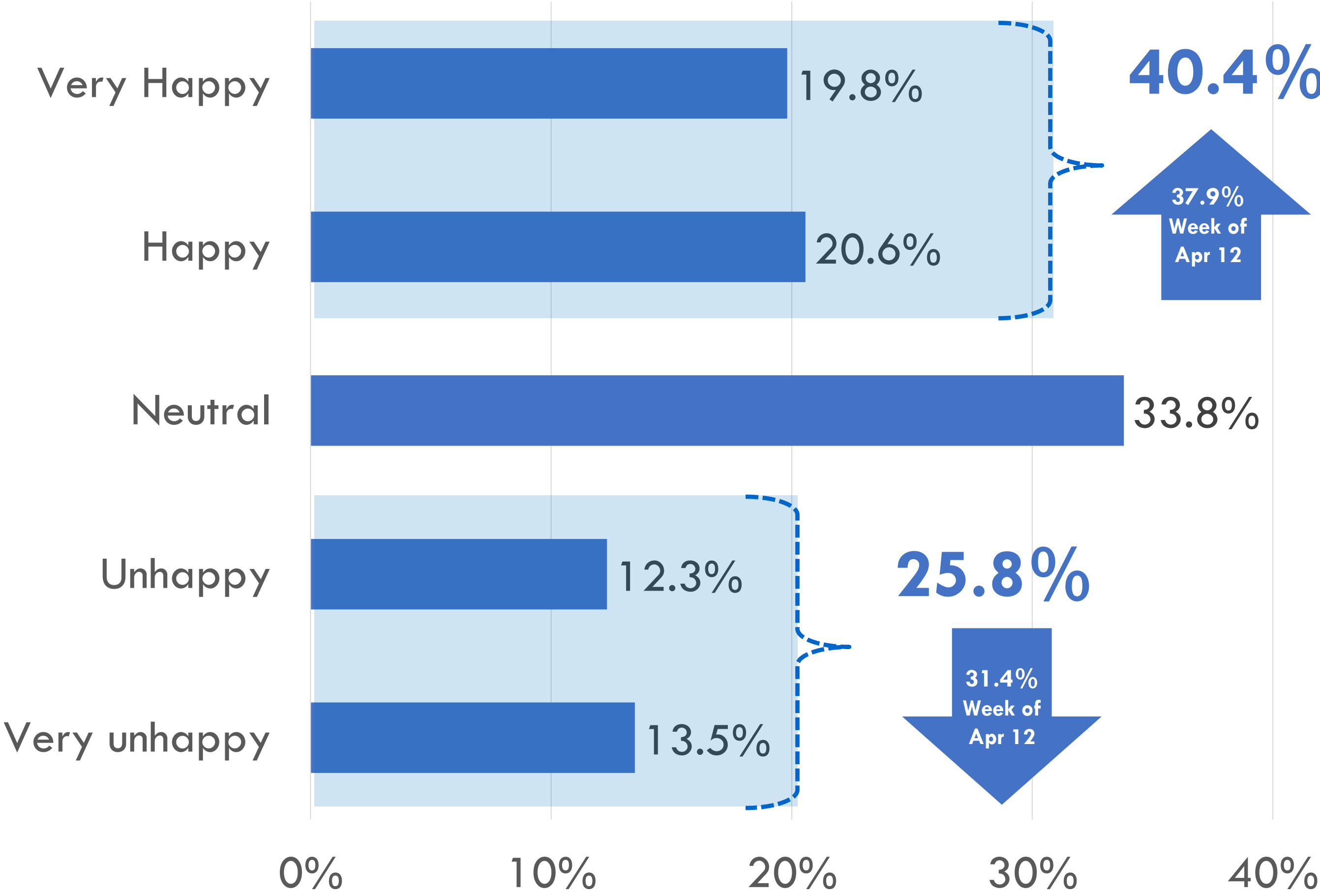
(Base: Waves 73 data. All respondents who are currently employed, 987 completed surveys. Data collected September 1-3, 2021)



# FEELINGS ABOUT ATTENDING A GROUP MEETING

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

(Base: Waves 73 data. All respondents who are currently employed, 987 completed surveys. Data collected September 1-3, 2021)

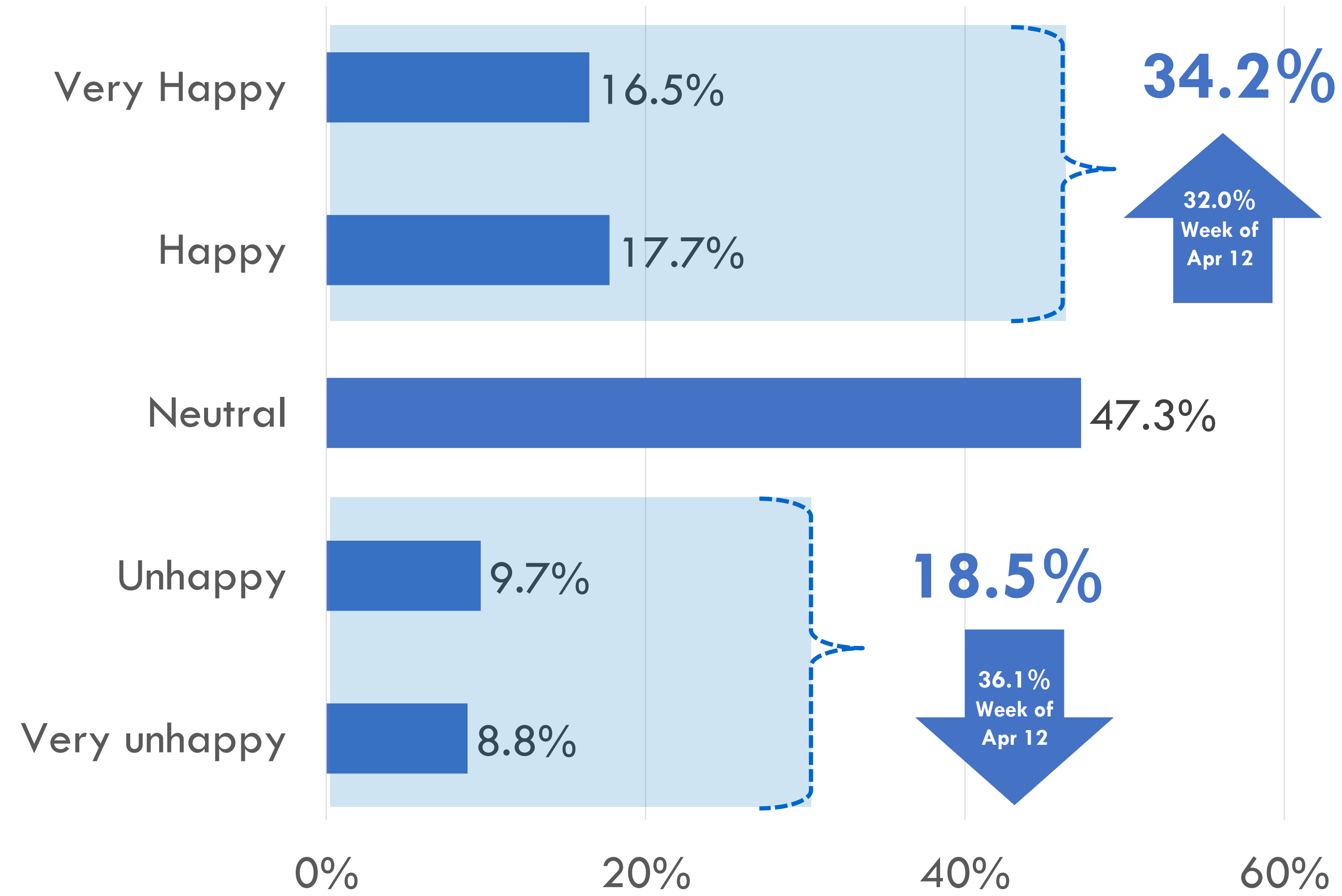




# FEELINGS ABOUT MEETINGS IN HOME COMMUNITIES

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

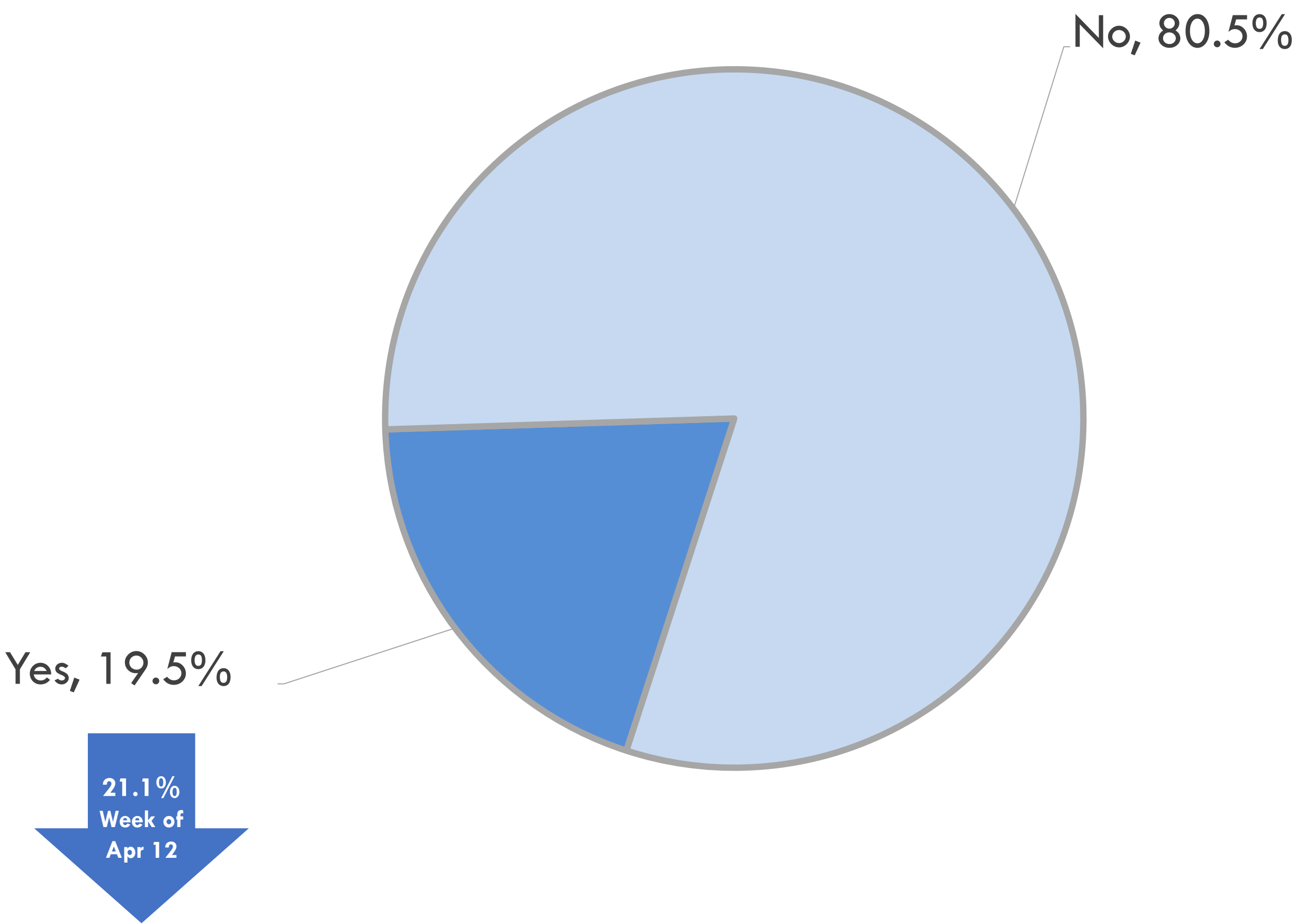
(Base: Waves 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



# PLANS FOR ATTENDING MEETINGS THIS YEAR

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

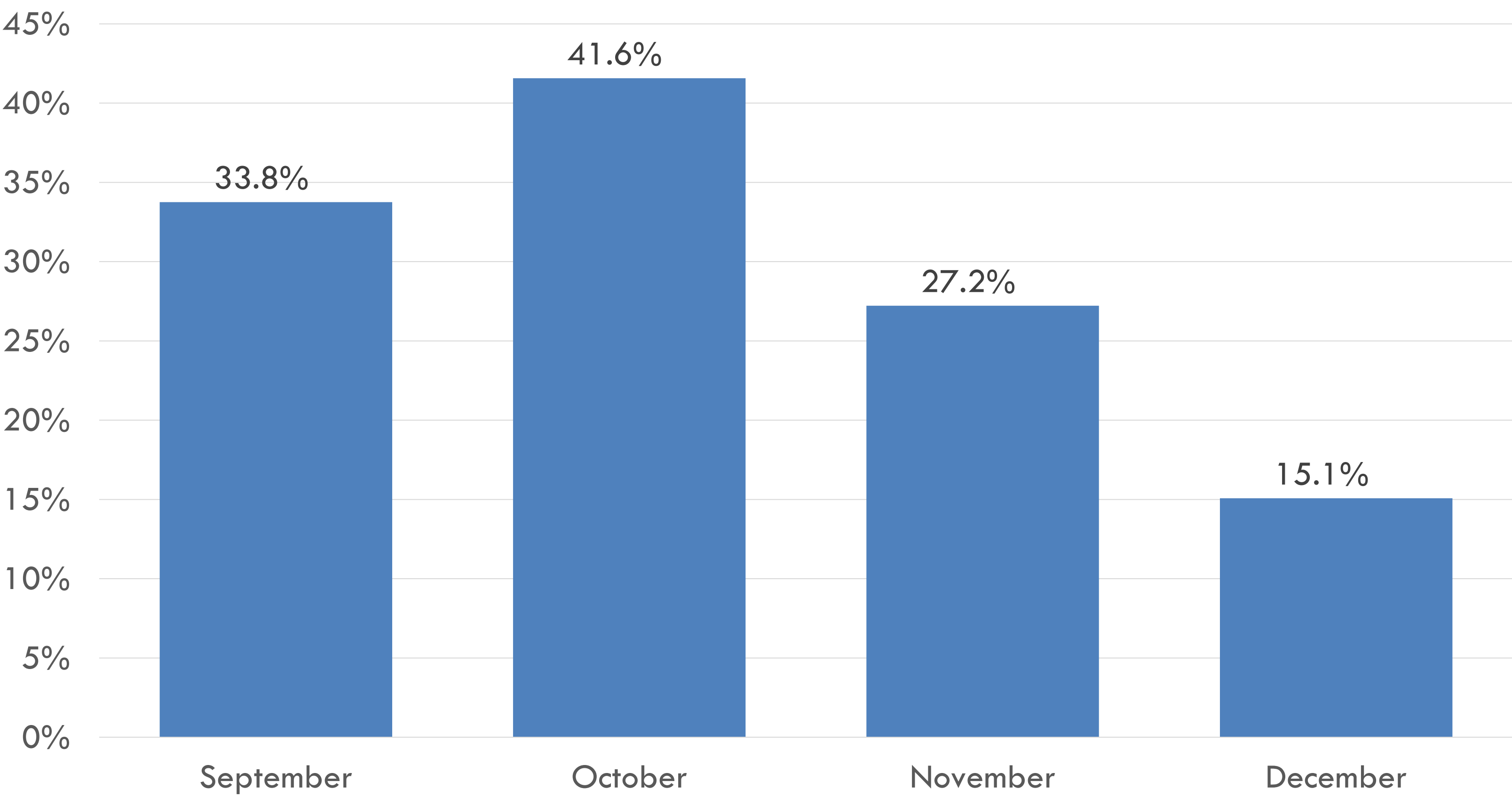
*(Base: Waves 57 data. All respondents who are currently employed, 865 completed surveys. Data collected September 1-3, 2021)*



# MONTHS OF PLANNED MEETINGS TRAVEL

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

*(Base: Waves 73 data. Respondents who are currently planning a meetings-related trip, 269 completed surveys. Data collected April 9-11, 2021)*

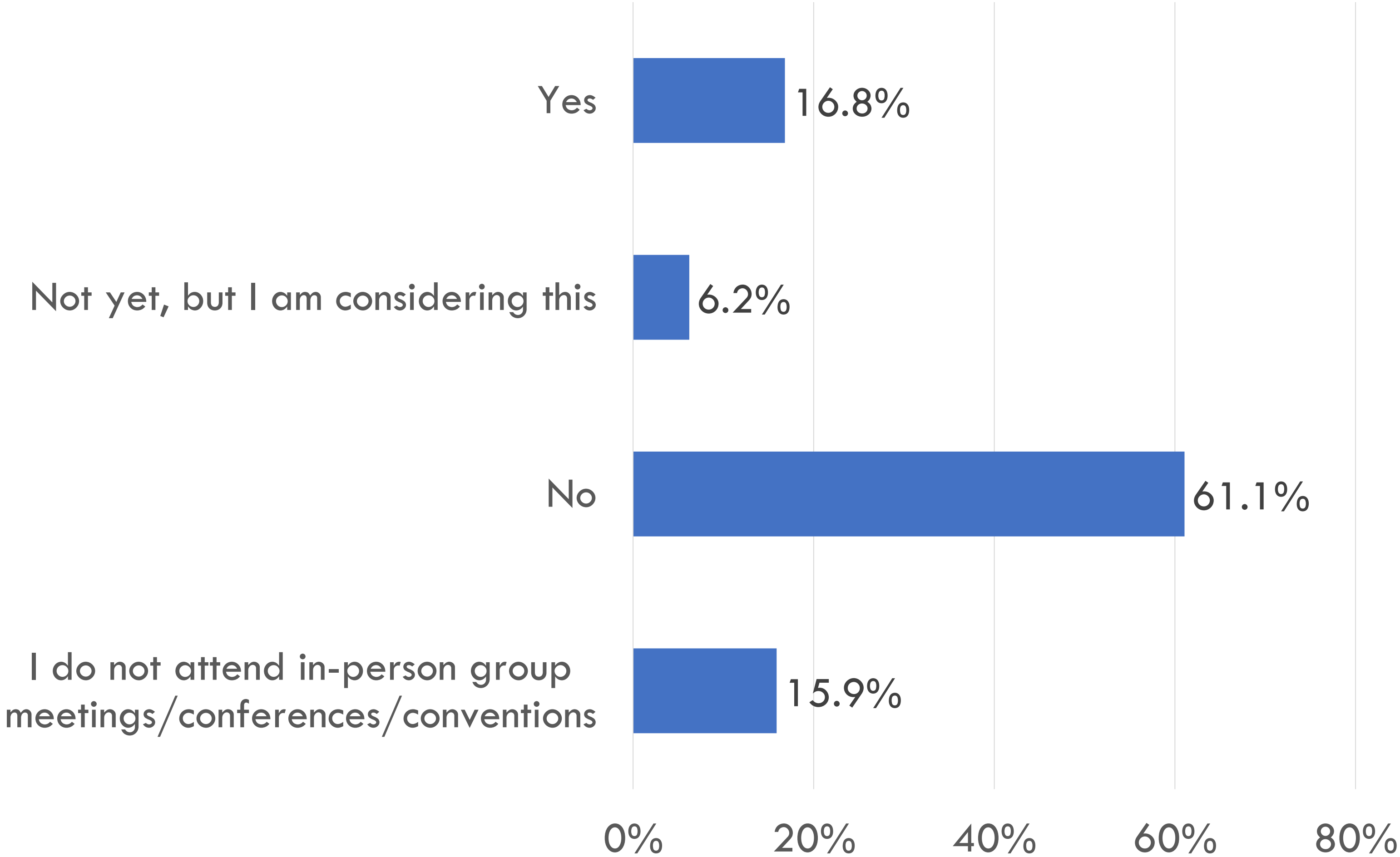




# CANCELLED UPCOMING GROUP MEETING PLANS DUE TO DELTA VARIANT

**Question:** Have you cancelled any upcoming plans to attend an in-person group meeting/conference/convention due to the Delta variant?

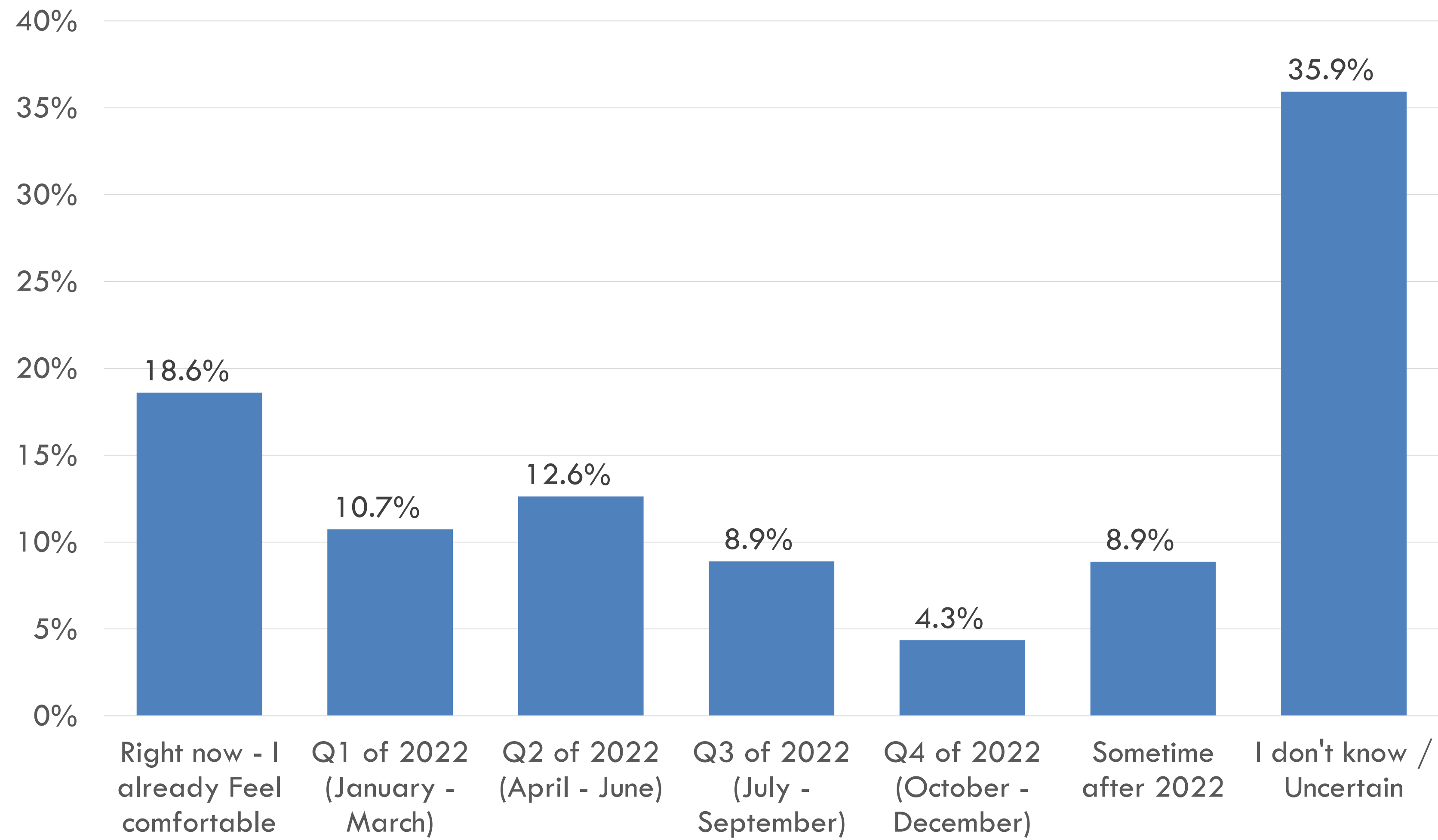
(Base: Waves 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



# EXPECTATIONS FOR COMFORT ATTENDING IN-PERSON MEETINGS

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

(Base: Waves 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)

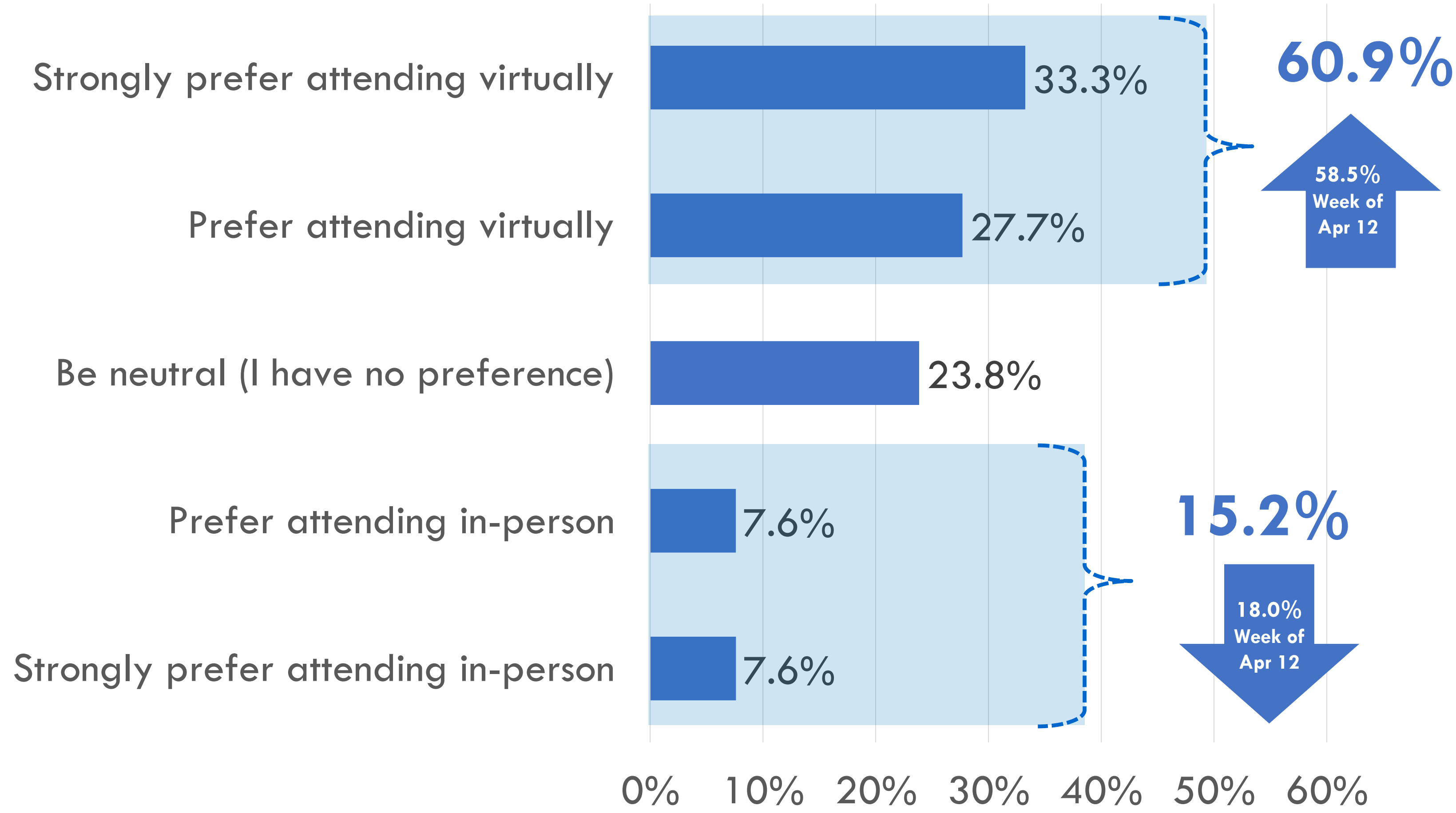


# CURRENT PREFERENCE FOR VIRTUAL OR IN-PERSON MEETINGS

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

I would \_\_\_\_\_

(Base: Waves 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)





A low-angle shot of a person standing in a dense bamboo forest. The person is wearing a bright yellow jacket and has their arms raised in a gesture of joy or awe, looking up at the towering bamboo stalks that reach towards the sky. The bamboo stalks are green and brown, creating a strong vertical pattern. The sky is visible through the canopy of leaves at the top.

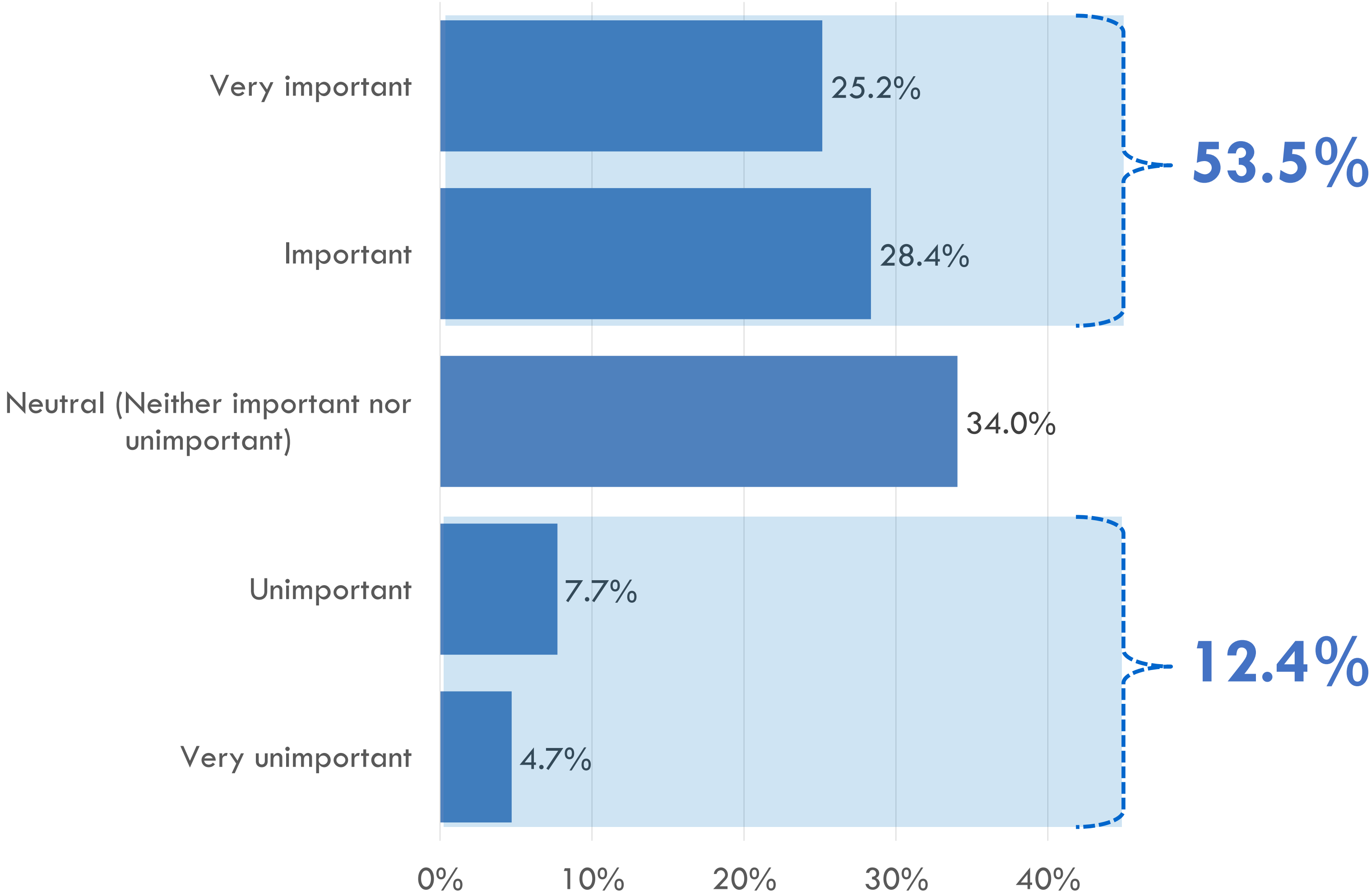
# CONSCIOUS TRAVEL



# IMPACT OF TRAVEL ON THE ENVIRONMENT

**Question:** When planning your trips, how important to you is the impact of your travel on the environment? (Select one)

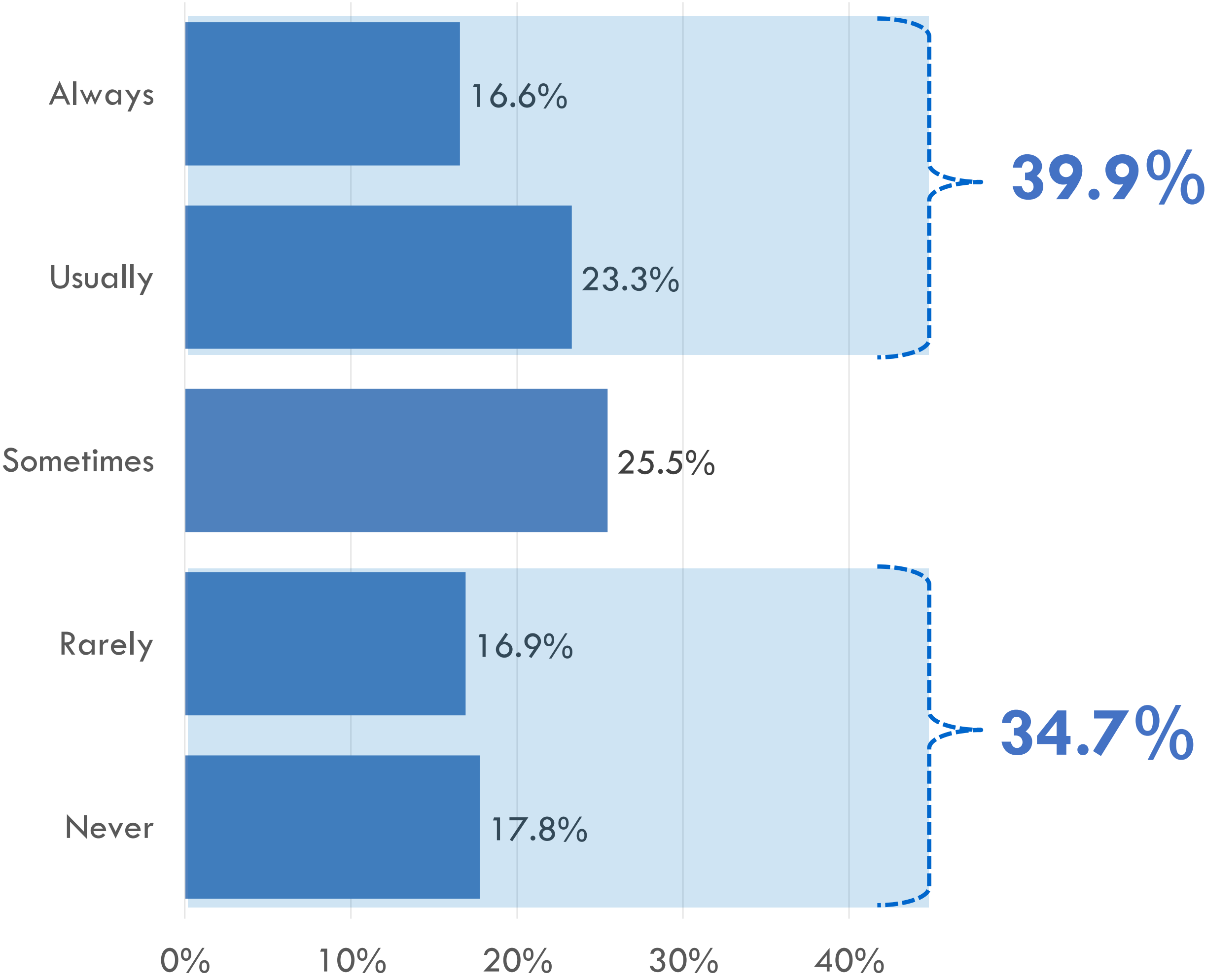
(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



# CONSIDERATION ABOUT THE IMPACT ON ENVIRONMENT

**Question:** When planning your trips, how often do you make your plans specifically thinking about the impact of your travel on the environment?

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)

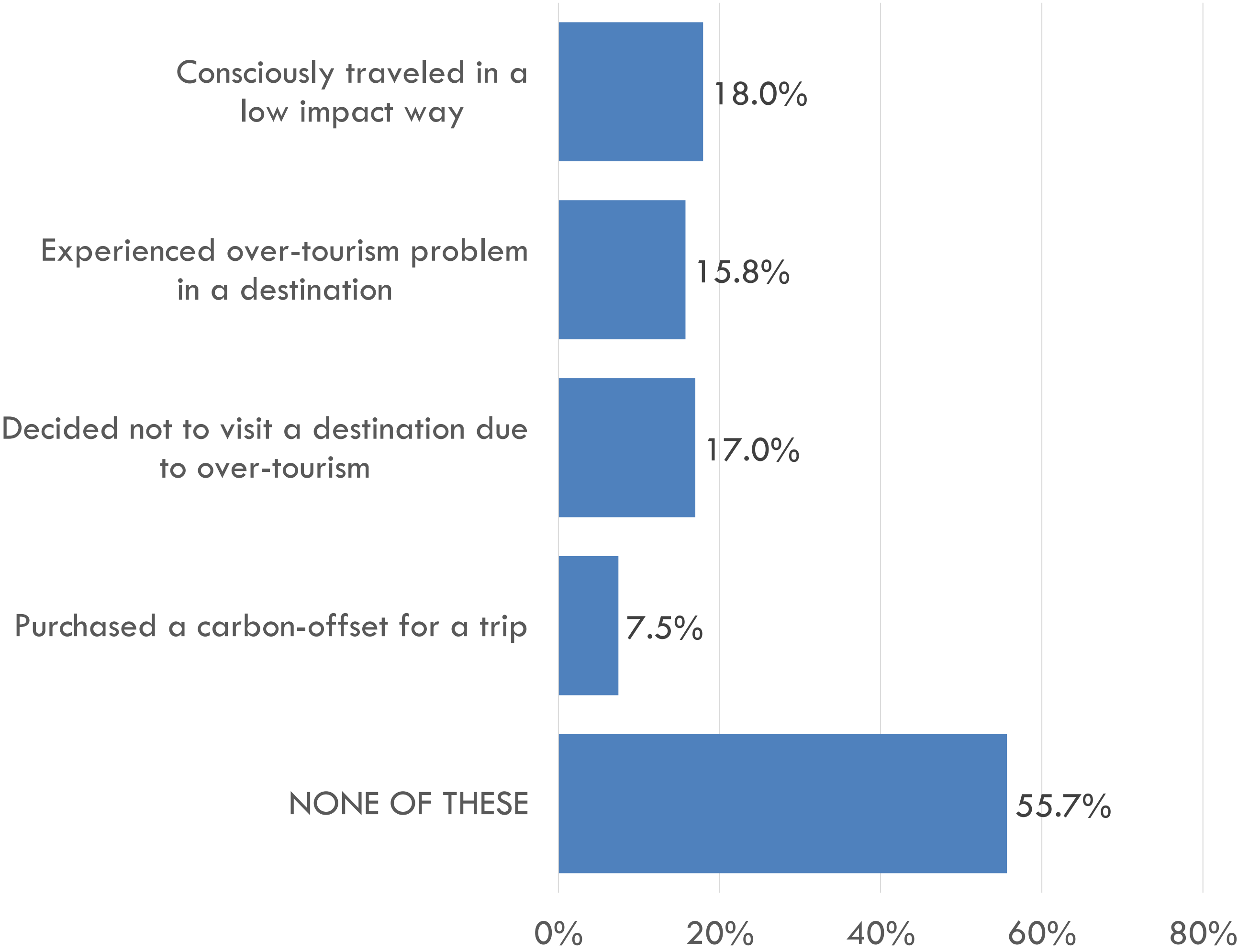




# CONSCIOUS TRAVEL PLANNING

**Question:** Which of the following have you done in the past TWO YEARS? (Select all that apply)

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)





A photograph of a beach at sunset or sunrise. The ocean waves are breaking onto the shore, creating white foam. The sand is a warm, golden-brown color. The word 'WELCOME' is written in the sand in a simple, blocky font. The text 'WELCOMING ATMOSPHERE' is overlaid on the image in a bold, white, sans-serif font.

**WELCOMING ATMOSPHERE**

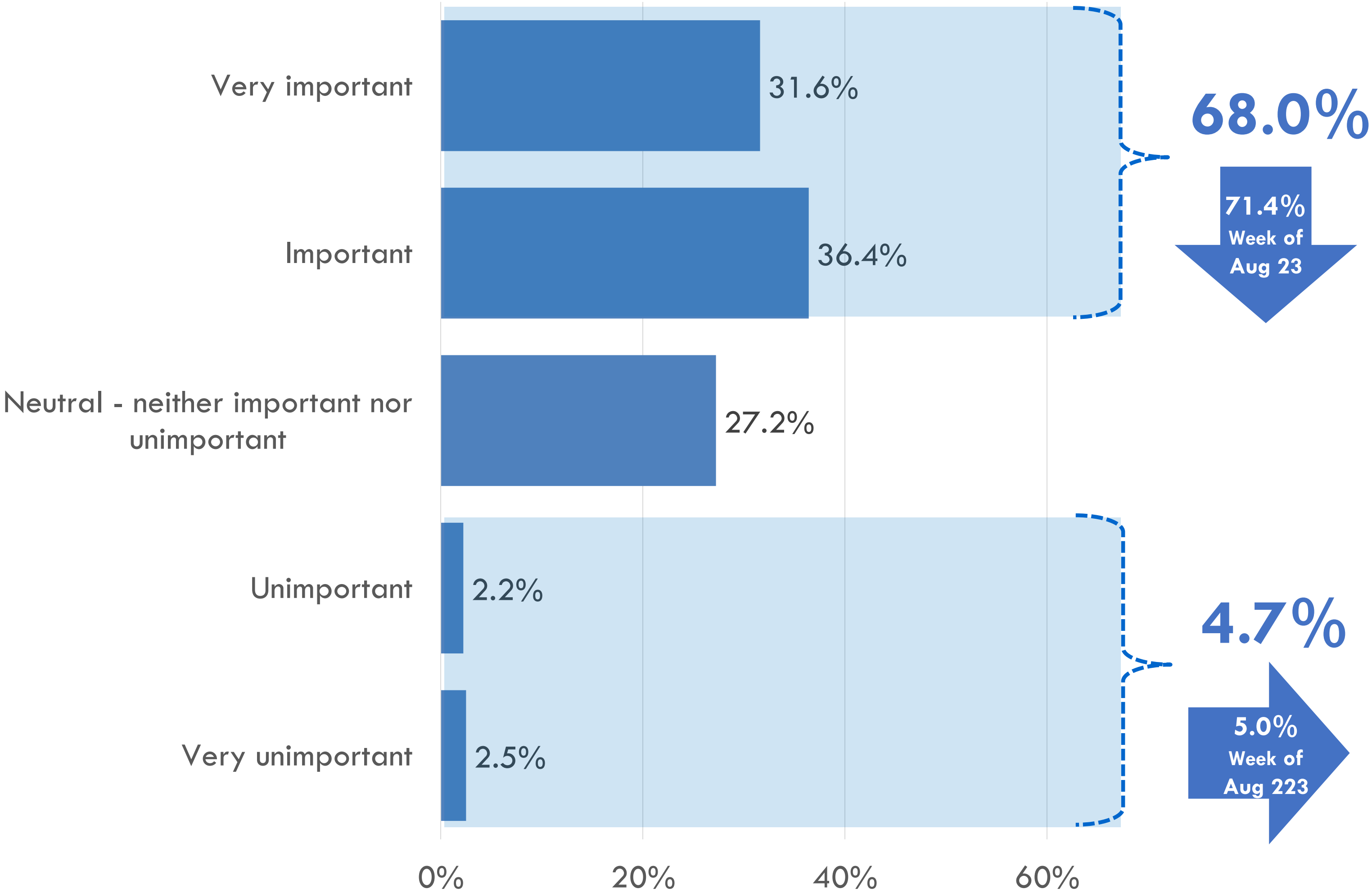
WELCOME



# IMPORTANCE OF A WELCOMING REPUTATION

**Question:** When planning your trips, how important to you is it that your destinations have a reputation for being welcoming to people like yourself?

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



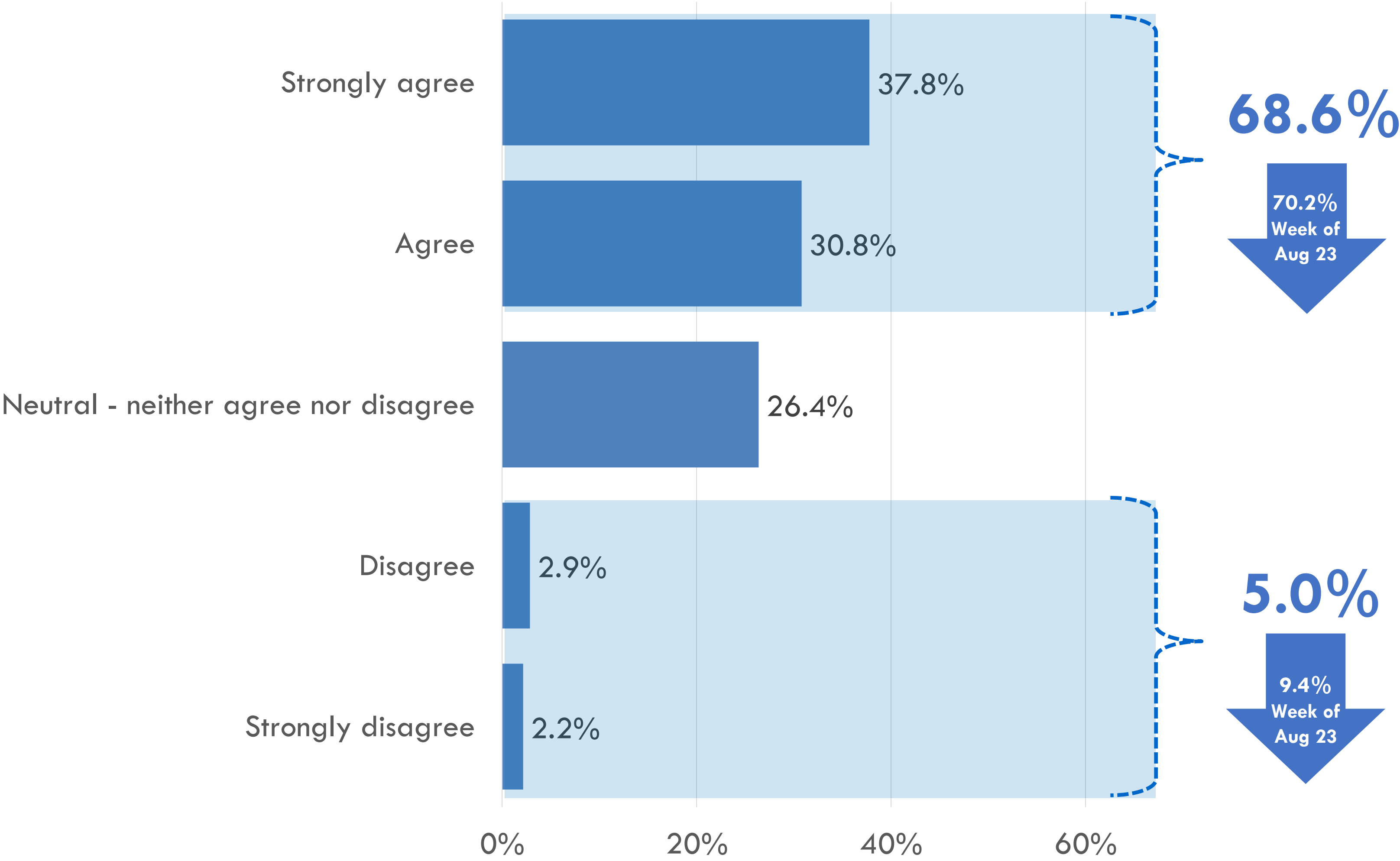


# LIKELIHOOD TO VISIT UNWELCOMING DESTINATION

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

If I thought a destination was **NOT WELCOMING** to people like myself, I would be unlikely to visit.

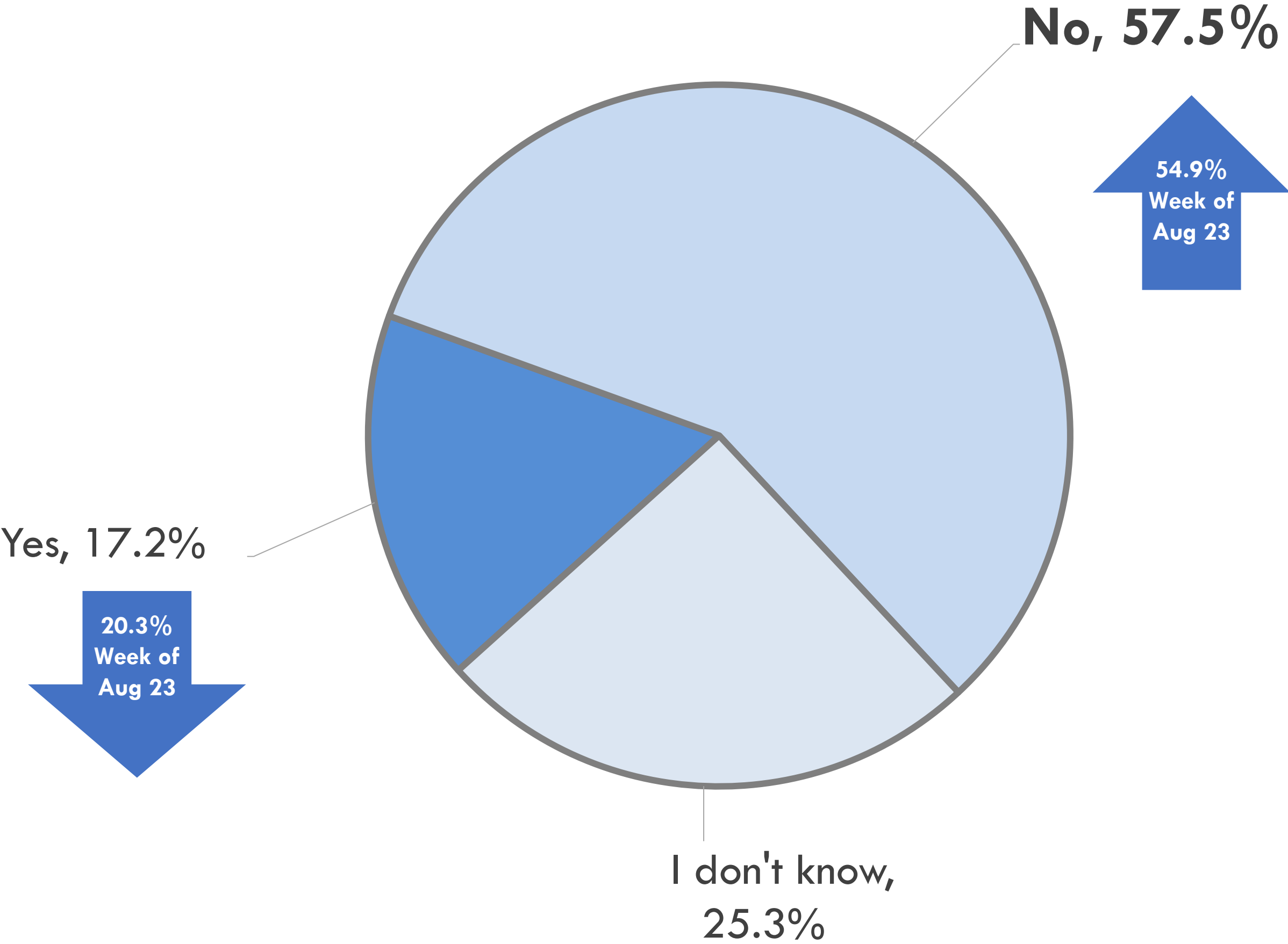
(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



# EXPECT UNWELCOMING DESTINATIONS

**Question:** Can you think of any destinations in the United States where you would expect there would not be a welcoming atmosphere for people like yourself?

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)

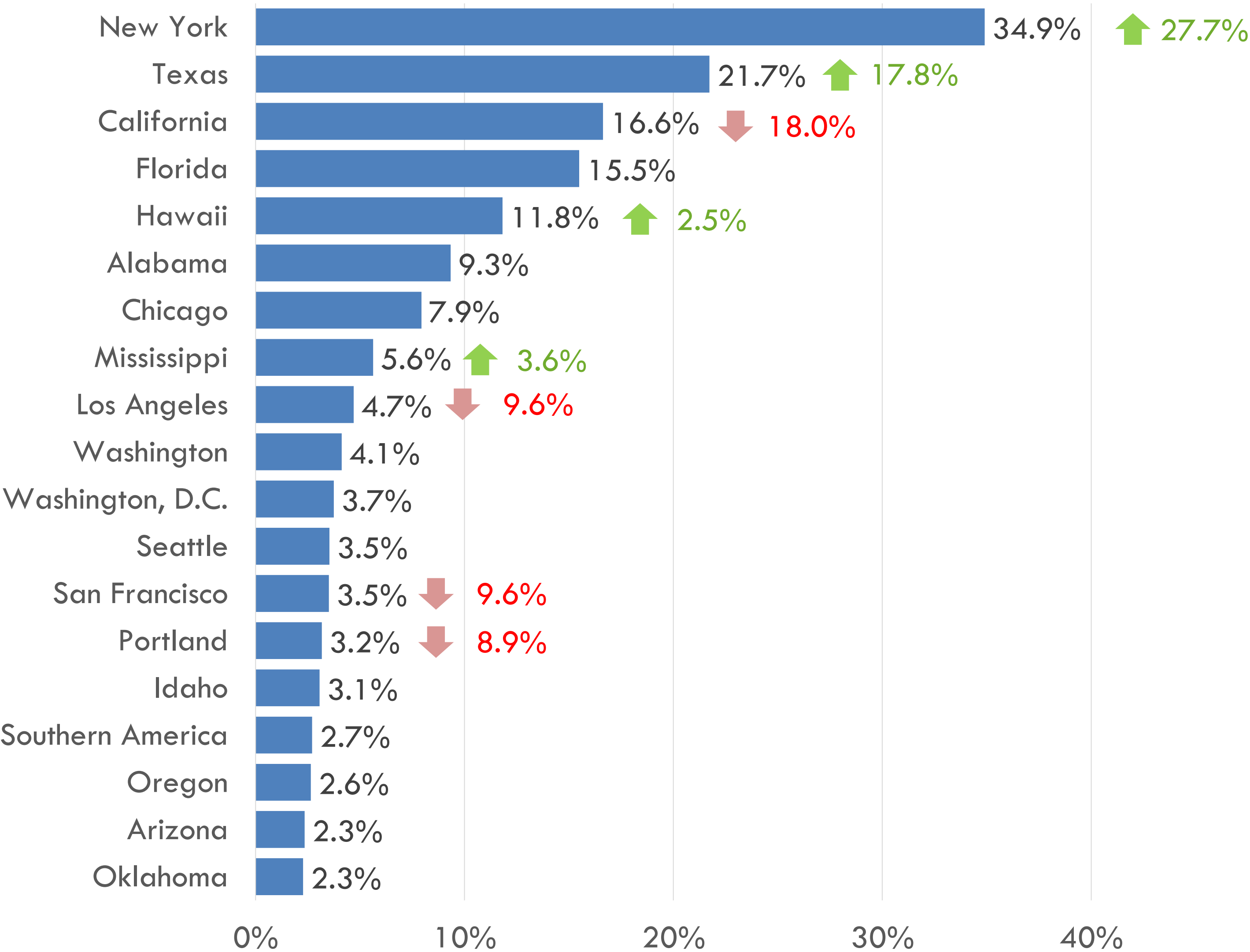


# DESTINATIONS PERCEIVED AS POTENTIALLY UNWELCOMING

**Question:** Which domestic destinations come to mind as potentially being **UNWELCOMING TO PEOPLE LIKE YOURSELF?** (Write in up to five)

(Base: Wave 73 data. All respondents who can think of any destinations with an unwelcoming atmosphere, 180 completed surveys. Data collected September 1-3, 2021)

Comparison to  
Week of Aug 23rd

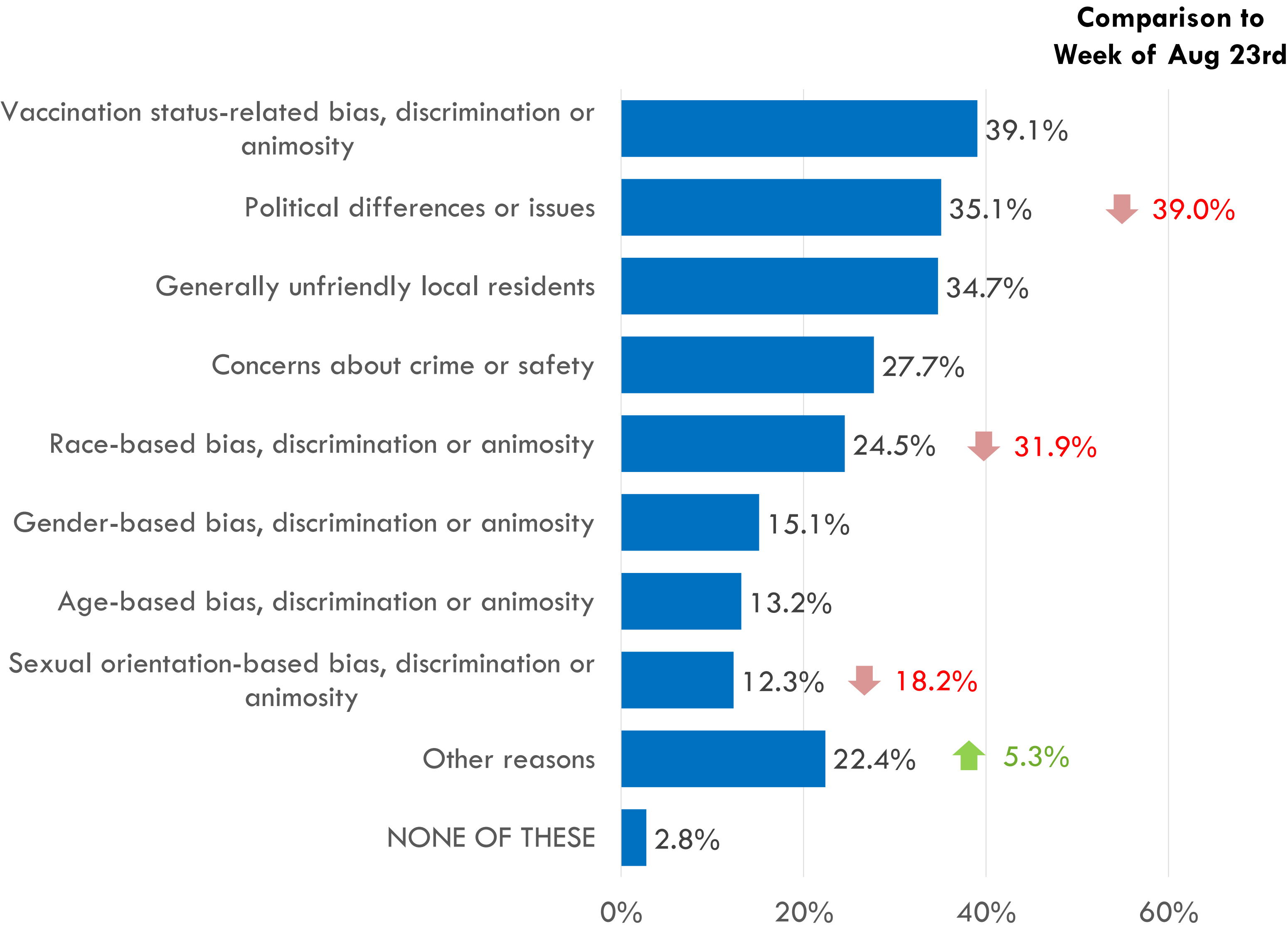




# EXPECTED REASONS FOR FEELING UNWELCOME

**Question:** Which of the following best describe the reasons you would expect to feel unwelcomed? (Select all that apply)

(Base: Wave 73 data. All respondents who can think of any destinations with an unwelcoming atmosphere, 210 completed surveys.). Data collected September 1-3, 2021)





The image features three small green seedlings with two leaves each, growing out of stacks of silver coins. The stacks are of increasing height from left to right. They are placed on a bed of dark brown soil. In the background, a burlap sack is partially visible, and the overall scene is set against a blurred green background with bokeh light effects.

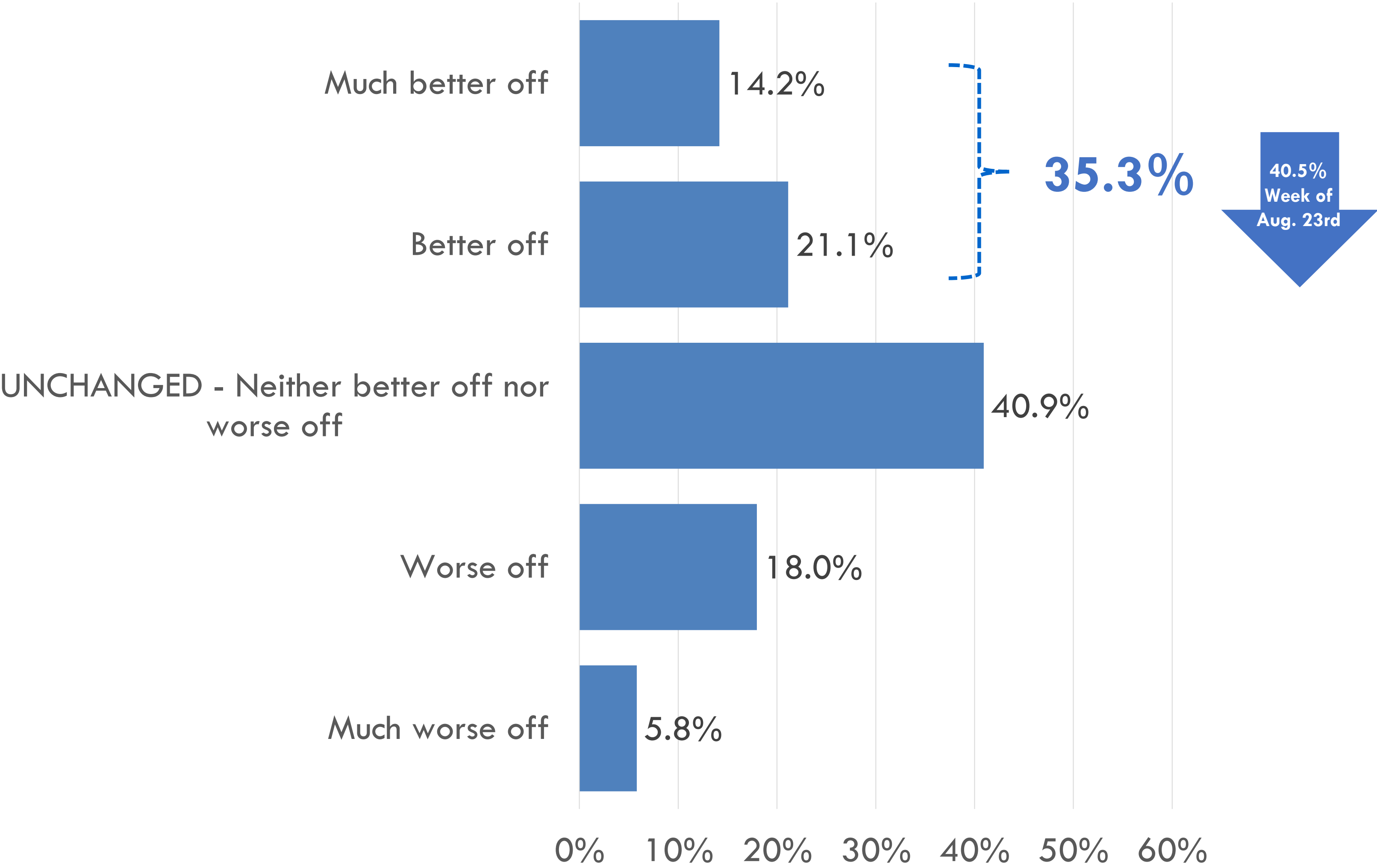
# FINANCIAL WELLNESS



# CURRENT HOUSEHOLD FINANCIAL STATUS

**Question:** Would you say that you (and your household) are better off or worse off financially than you were a year ago? (Select one)

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



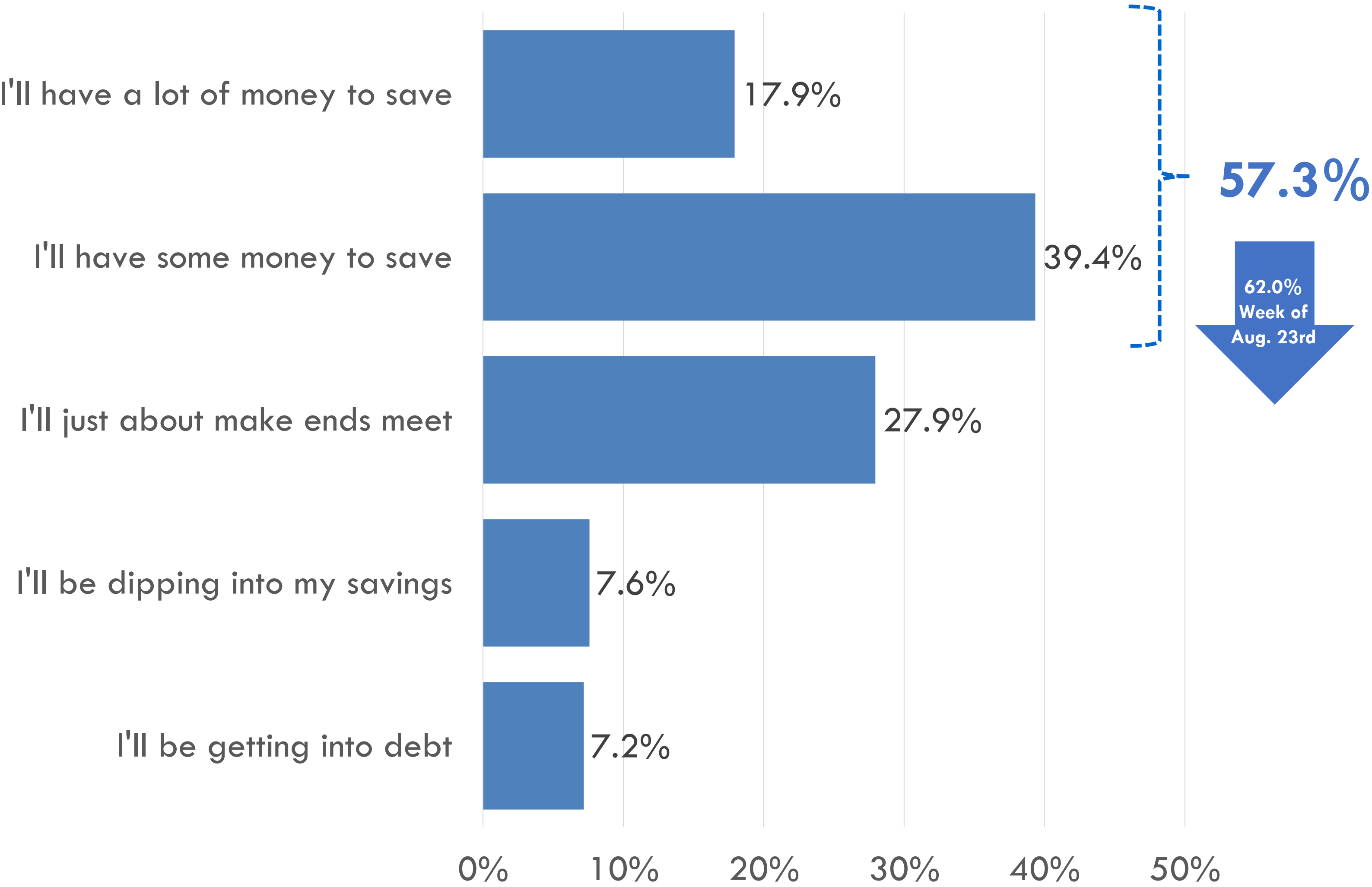


# CURRENT HOUSEHOLD FINANCIAL STATUS: ABILITY TO SAVE

**Question:** Which of these statements best describes the current financial position of your household? (Select one to complete the sentence)

This month\_\_\_\_\_.

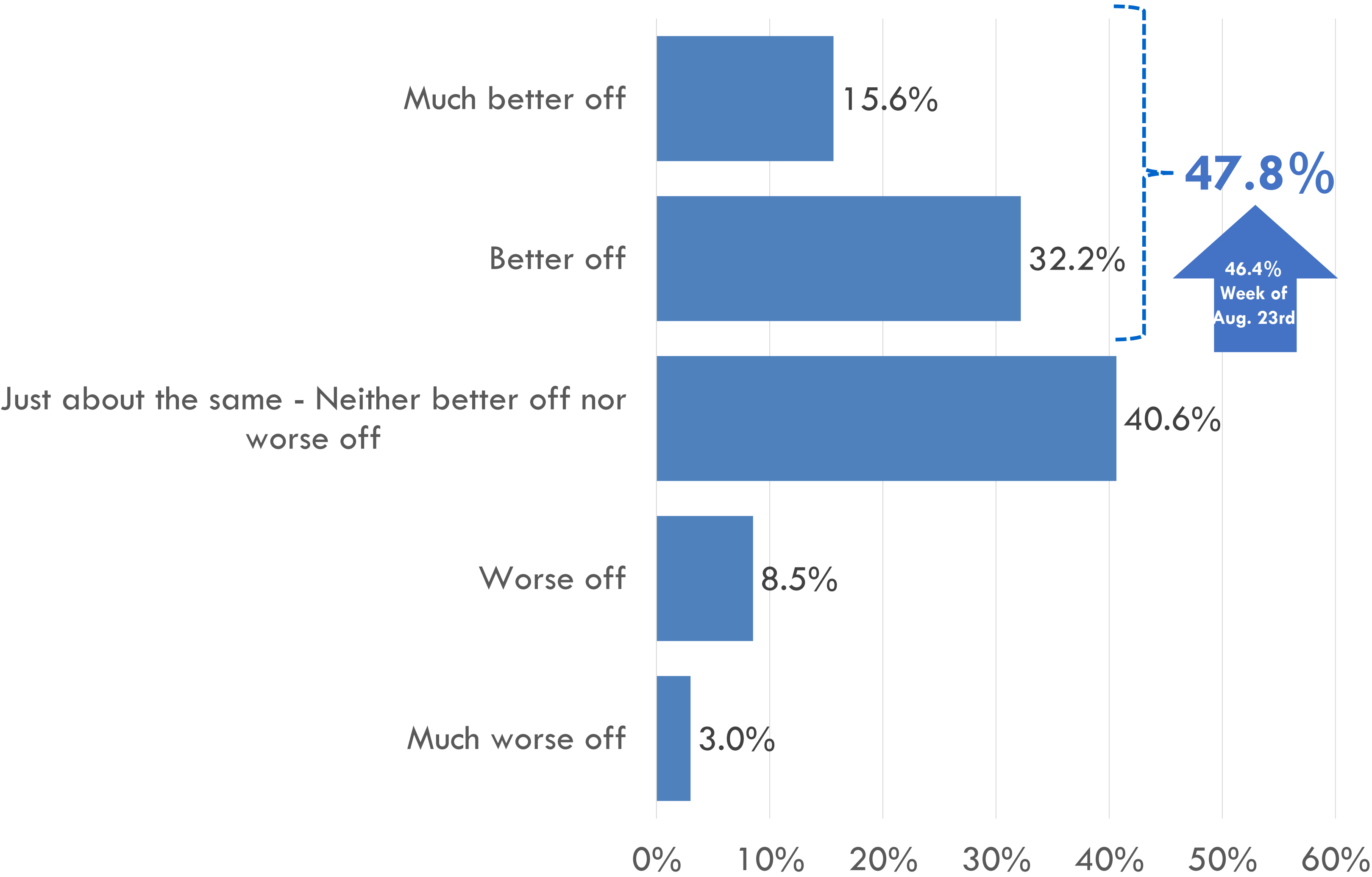
(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



# EXPECTATIONS FOR FUTURE FINANCES

**Question: LOOKING FORWARD—do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?**

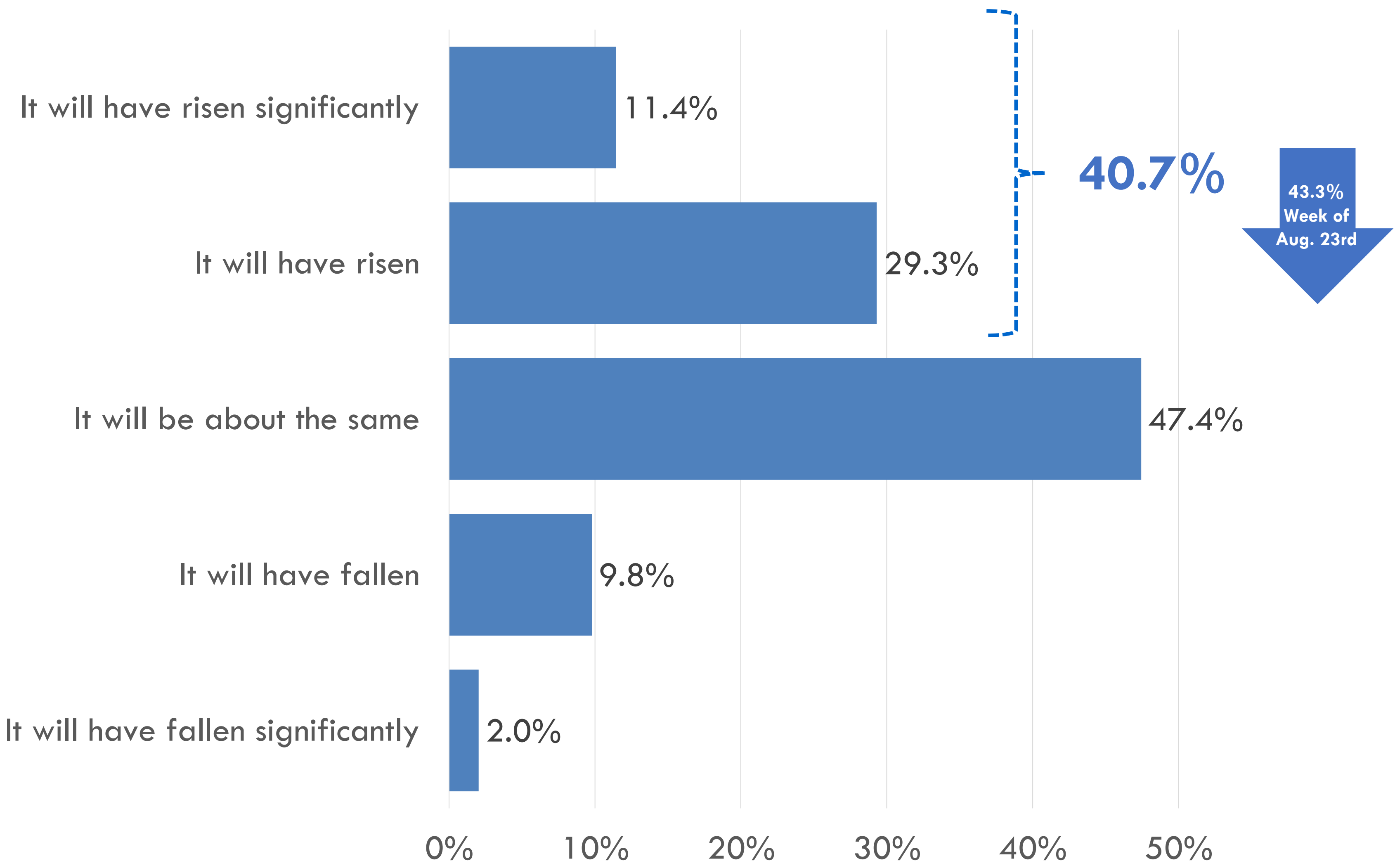
*(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)*



# EXPECTATIONS FOR FUTURE INCOME

**Question: LOOKING FORWARD—do you feel that six months from now your total family income will have risen or fallen or stayed about the same? (Select one)**

*(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)*





A top-down view of a travel planning workspace. A vintage-style map is spread across a wooden table. In the center, a glass jar with a black lid and a label that says 'TRAVEL' and '50' is filled with Euro banknotes. To the left, a silver and black vintage camera with a lens cap removed sits on the map. Below the camera is a small, round, silver compass. To the right of the compass is a white plastic model of a commercial airplane. In the background, a person's hands are visible; one hand holds a wooden pencil over an open spiral notebook, and the other hand holds a white smartphone. A black mug is partially visible in the upper left corner. The overall lighting is warm and soft, creating a cozy and focused atmosphere for travel planning.

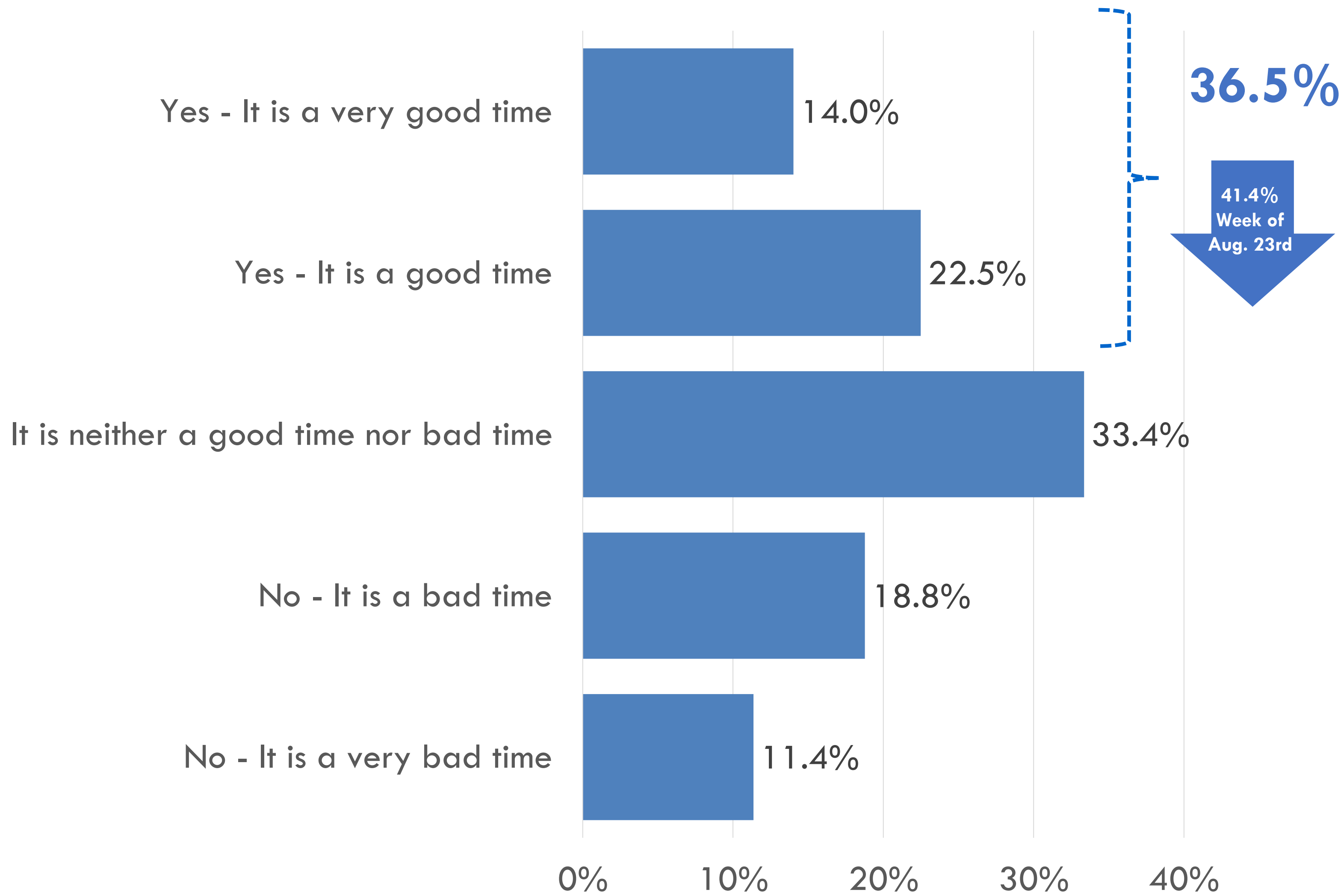
# TRAVEL BUDGET & TRAVEL SPENDING



# IS IT A GOOD TIME TO SPEND ON TRAVEL?

**Question:** Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel? (Select one)

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)

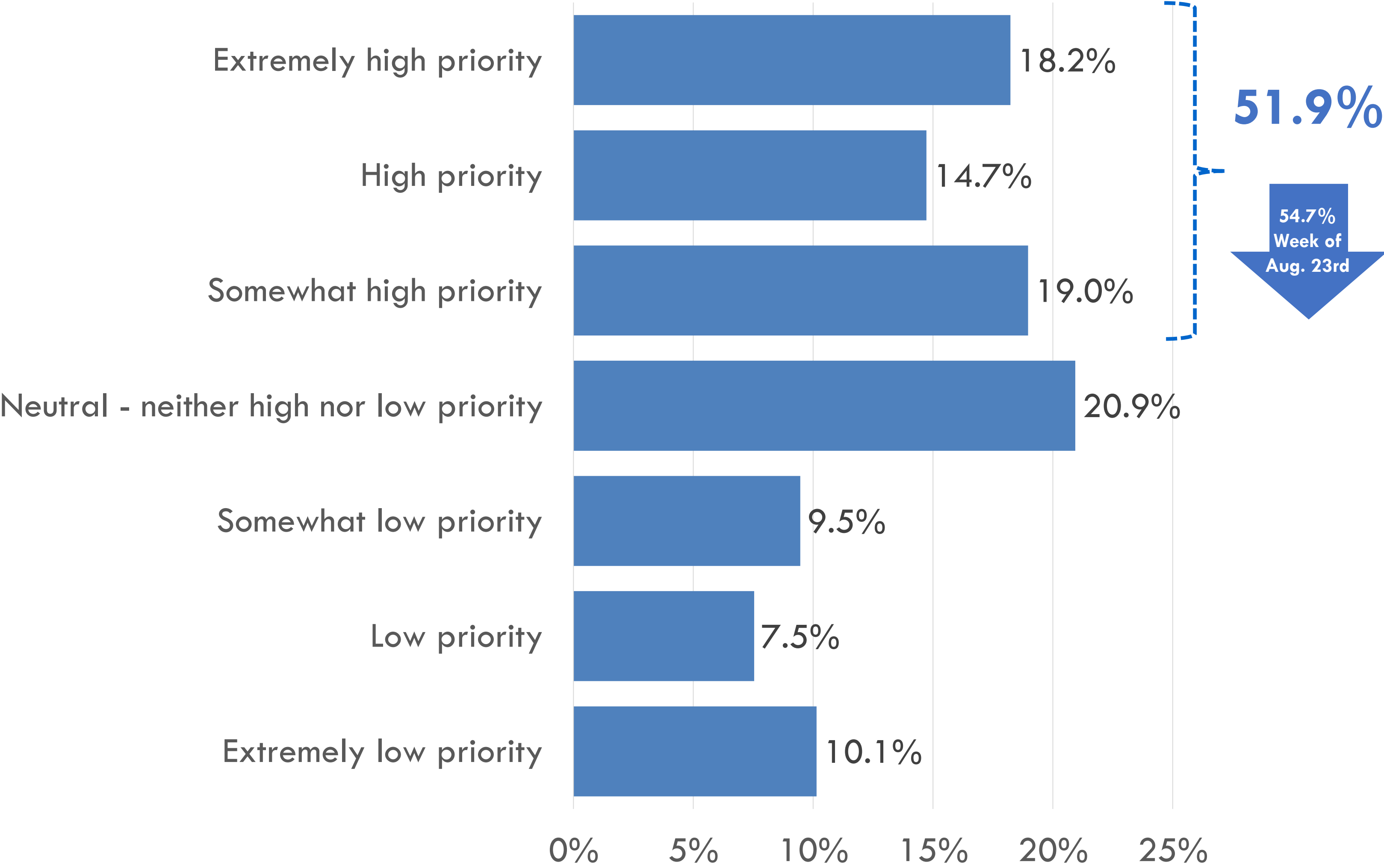


# TRAVEL AS A BUDGET PRIORITY

**Question:** Thinking carefully about how you expect to spend your income in the **NEXT THREE MONTHS**, please use the scale below to describe your spending priorities. (Select one)

**Leisure travel will be a(n)**  
\_\_\_\_\_.

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



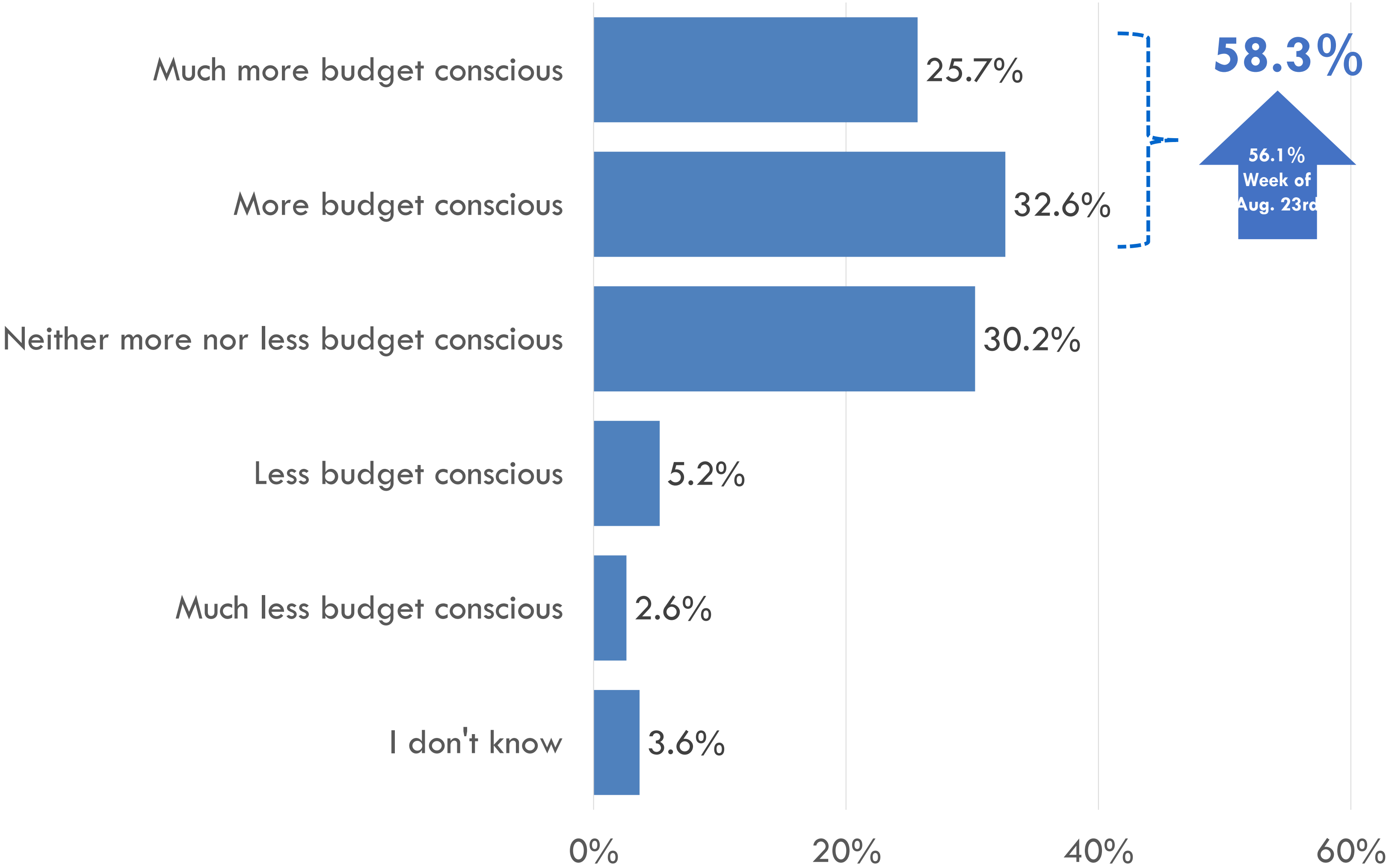


# BUDGET CONCIOUSNESS

**Question:** Compared to most recent three months, how budget conscious will you be while traveling in the NEXT THREE MONTHS?

I will be \_\_\_\_\_ while traveling.

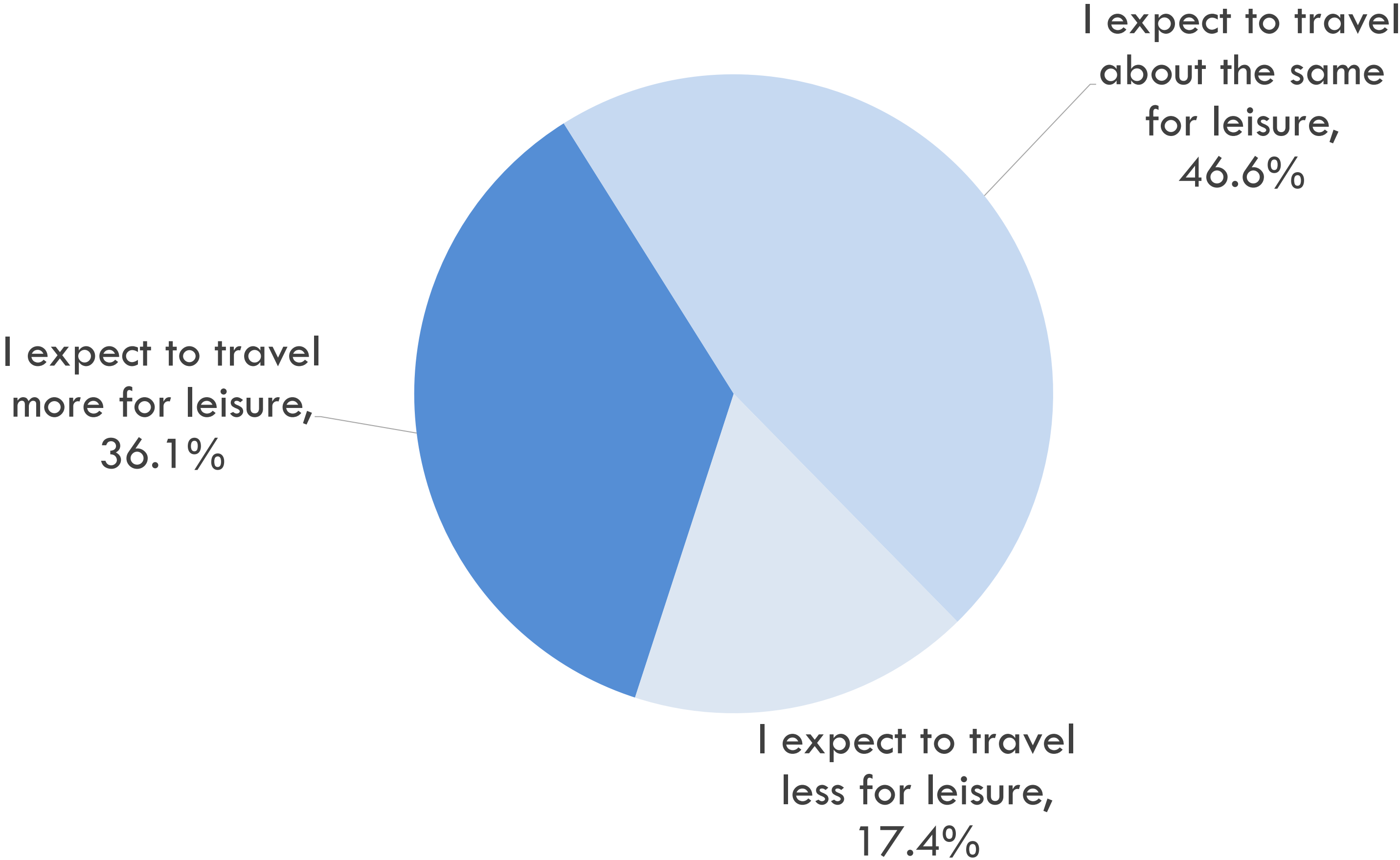
(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



# EXPECTATIONS FOR TRAVEL (NEXT 12 MONTHS)

**Question:** In the NEXT 12 MONTHS, do you expect to travel more or less for leisure than you did in the most recent 12 month period? (Select one)

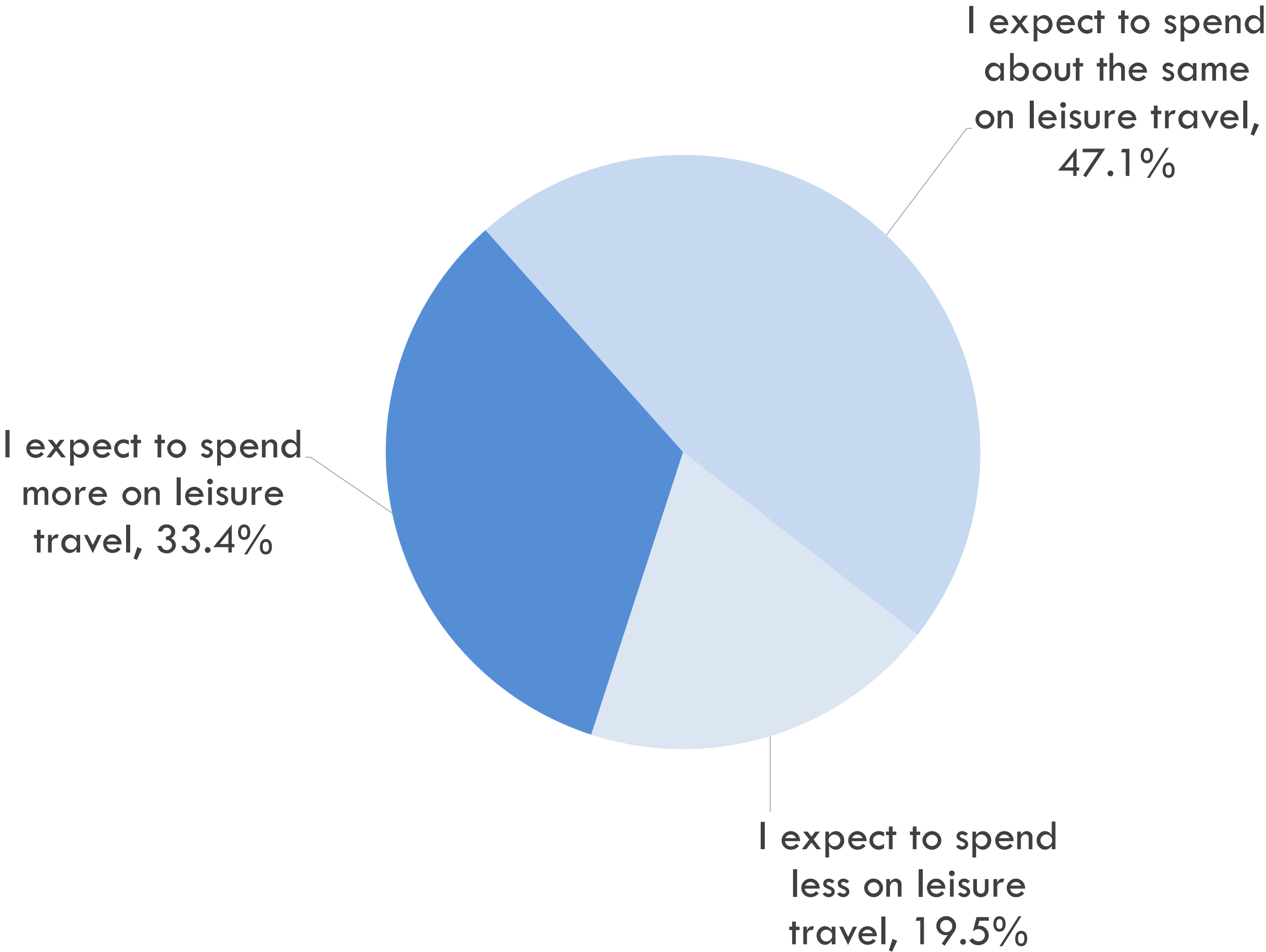
*(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)*



# EXPECTATIONS FOR TRAVEL SPENDING (NEXT 12 MONTHS)

**Question:** In the NEXT 12 MONTHS, do you expect to spend more or less for leisure travel than you did in the most recent 12 month period? (Select one)

*(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)*

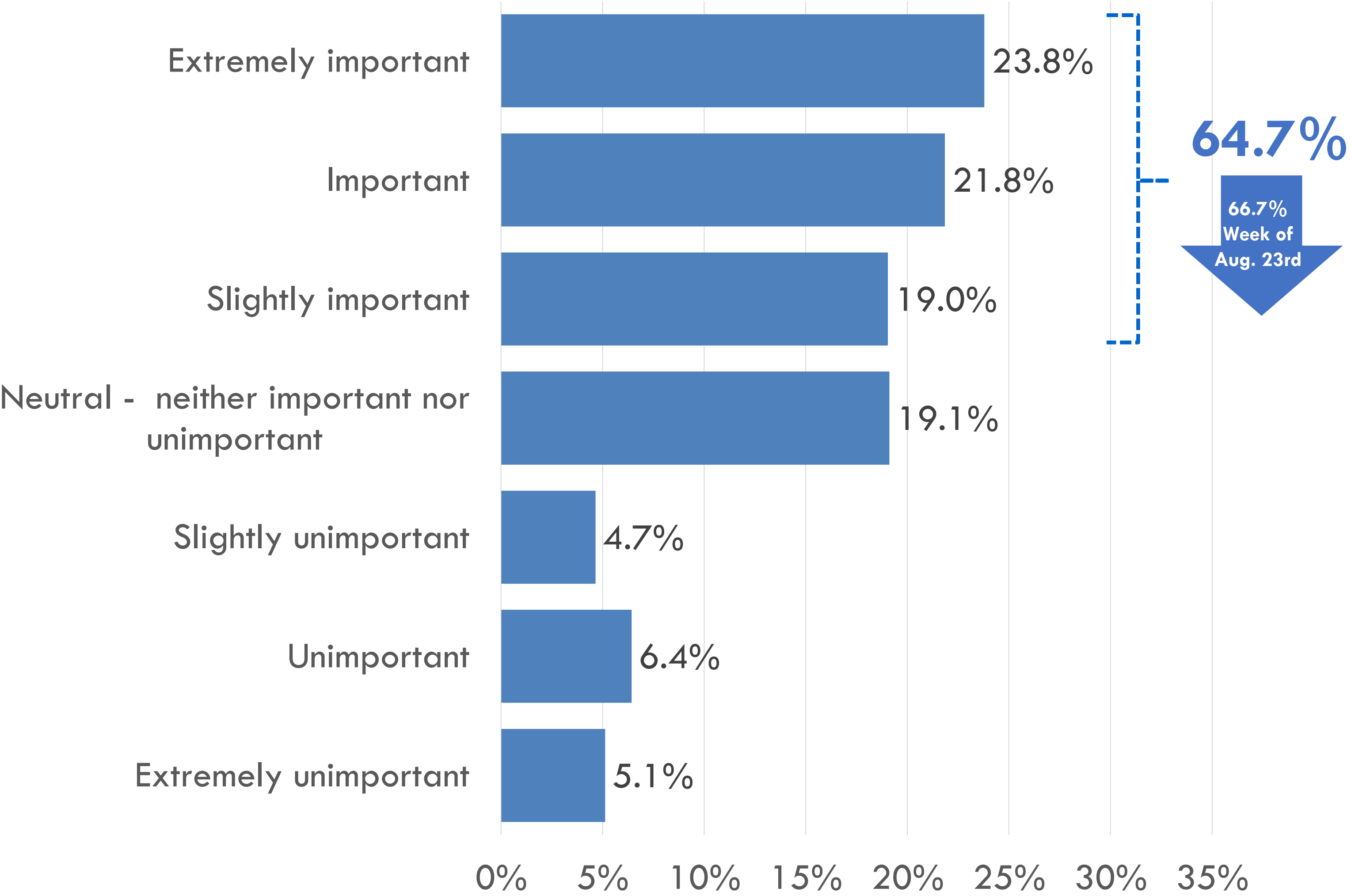




# IMPORTANCE OF TRAVEL REWARDS PROGRAMS

**Question:** How important are travel rewards programs (hotels, airlines, etc.) to how you generally plan your leisure travels?

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)

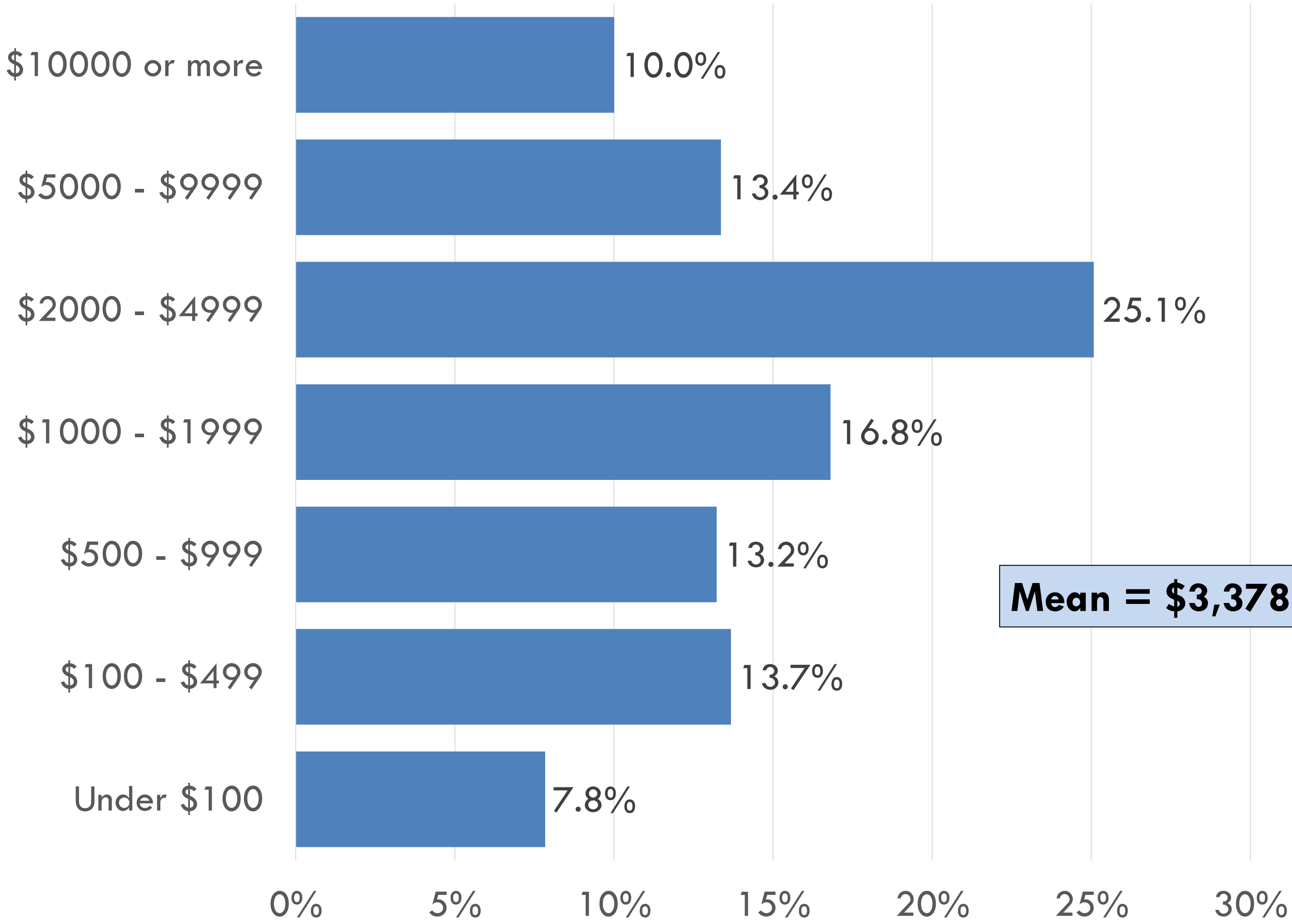


# MAXIMUM TRAVEL SPENDING: NEXT 12 MONTHS

**Question:** How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?

**Maximum I would spend on leisure travel (next 12 months):**

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



# HIGH TRAVEL PRICES



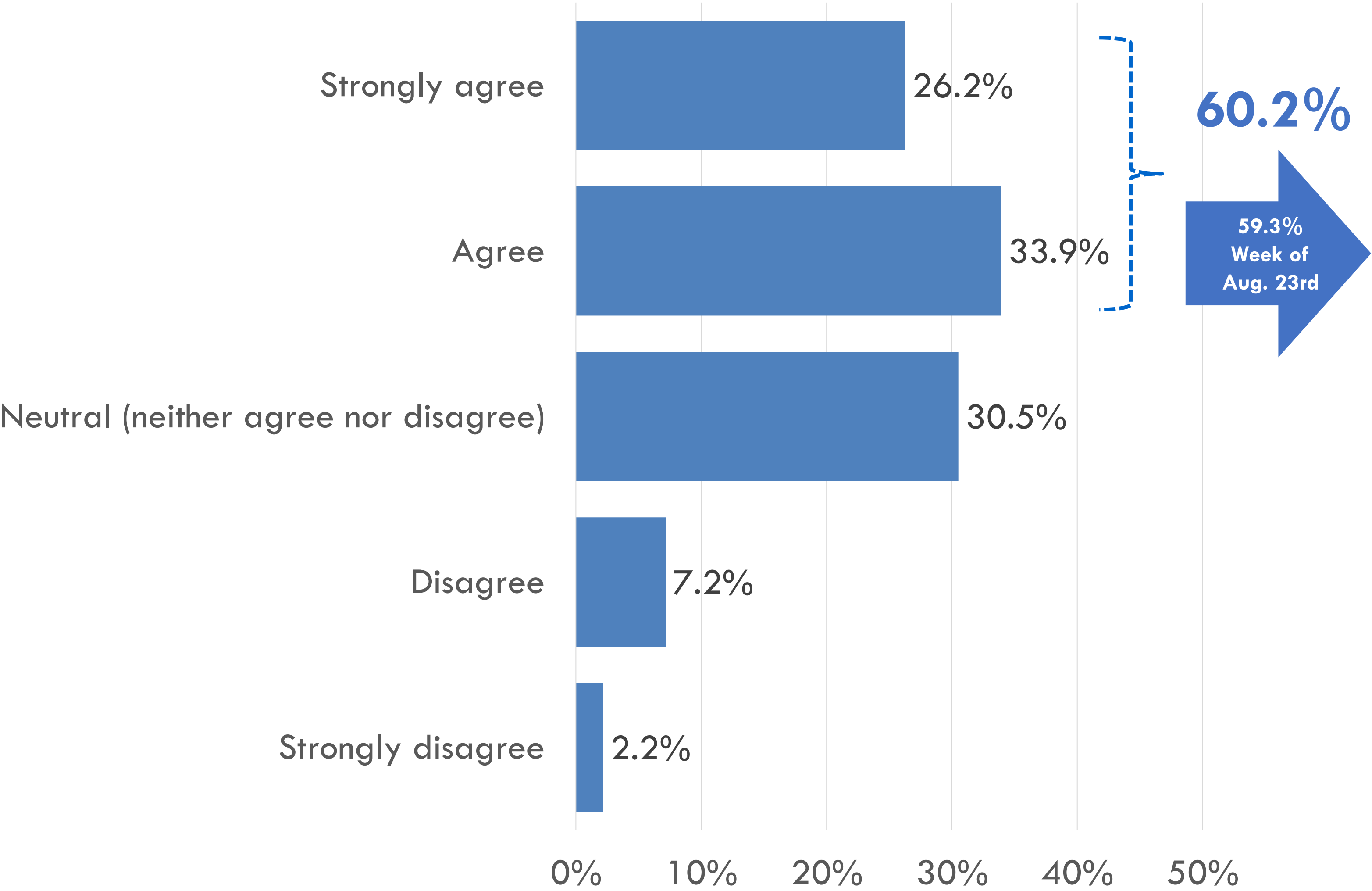


# TRAVEL PRICES BEING TOO HIGH RIGHT NOW

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

**Travel prices are generally too high right now.**

*(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)*

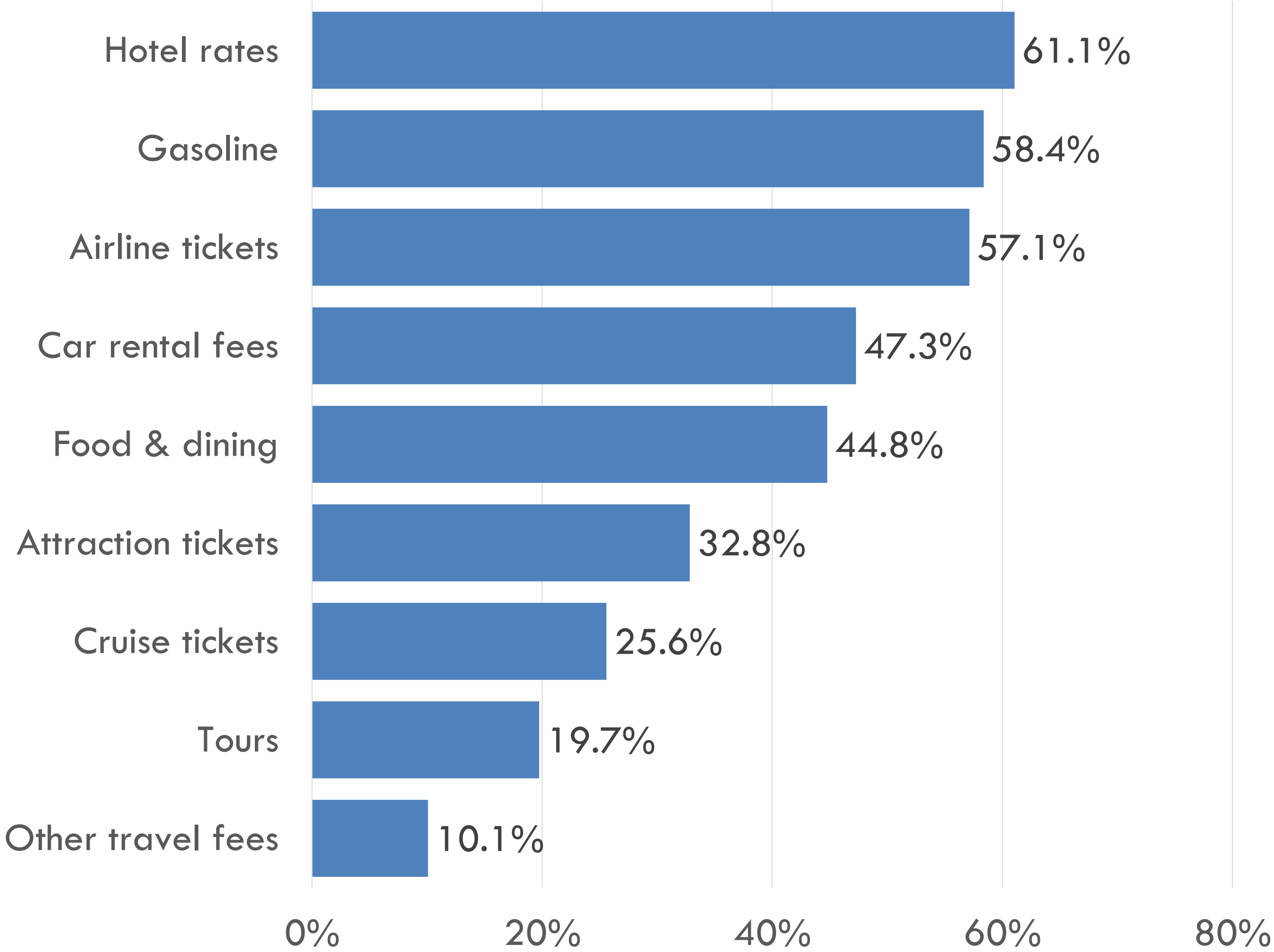


# WHICH TRAVEL SERVICES ARE TOO EXPENSIVE

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

Which travel prices do you feel are generally too high right now? (Select all that apply)

(Base: Wave 73 data. All respondents saying travel prices were too high, 758 completed surveys. Data collected September 1-3, 2021)

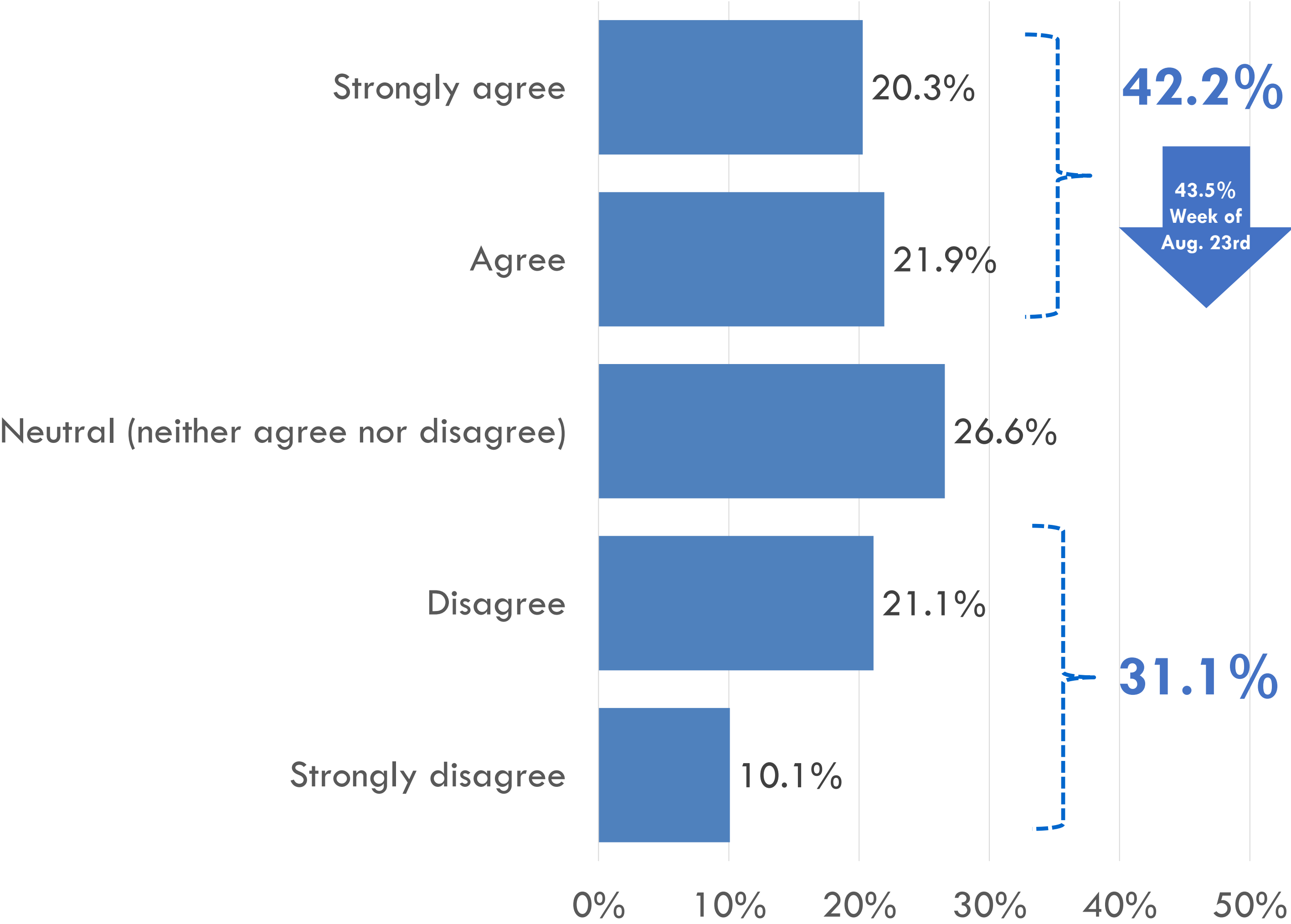


# TRAVEL PRICES AS AN IMPEDIMENT TO TRAVEL

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

**High travel prices have kept me from traveling in the past month.**

*(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)*







# **Coronavirus Travel Sentiment Index**

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

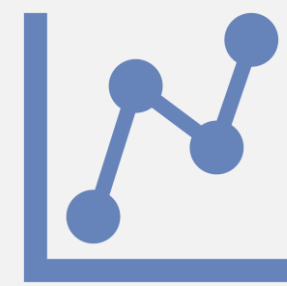
**Highlights from the Week of September 6<sup>th</sup>**



# What is a Predictive Index?



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



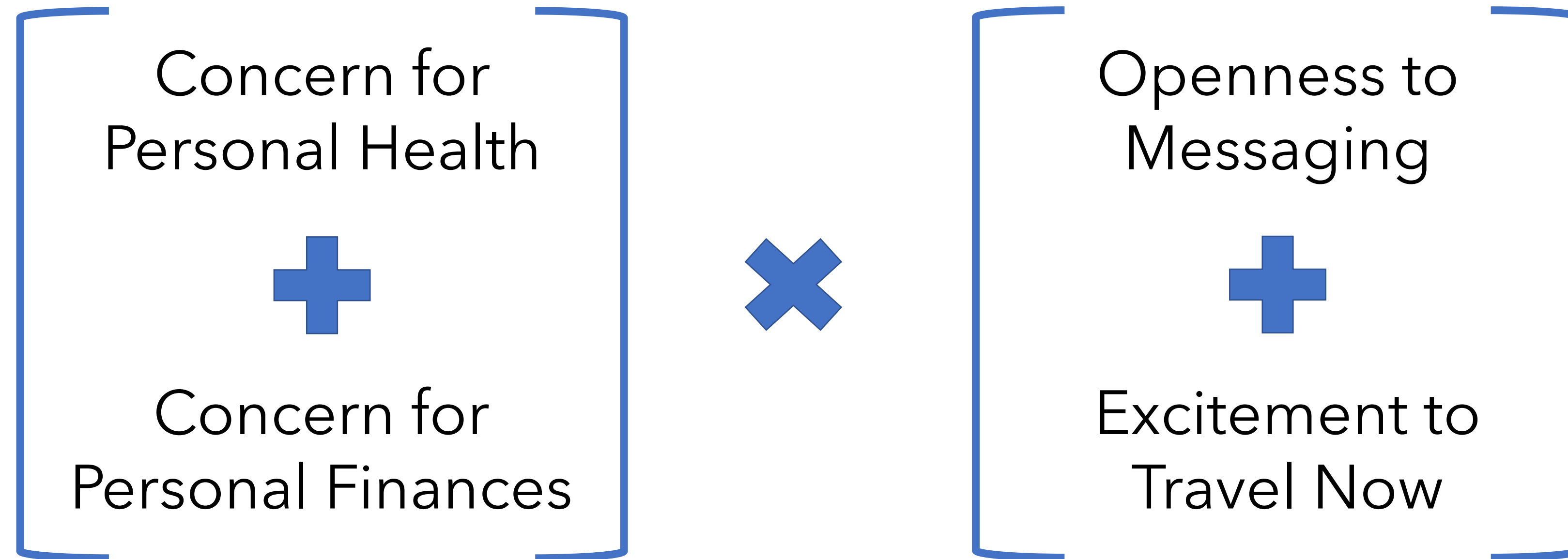
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.



The goals are to identify:

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

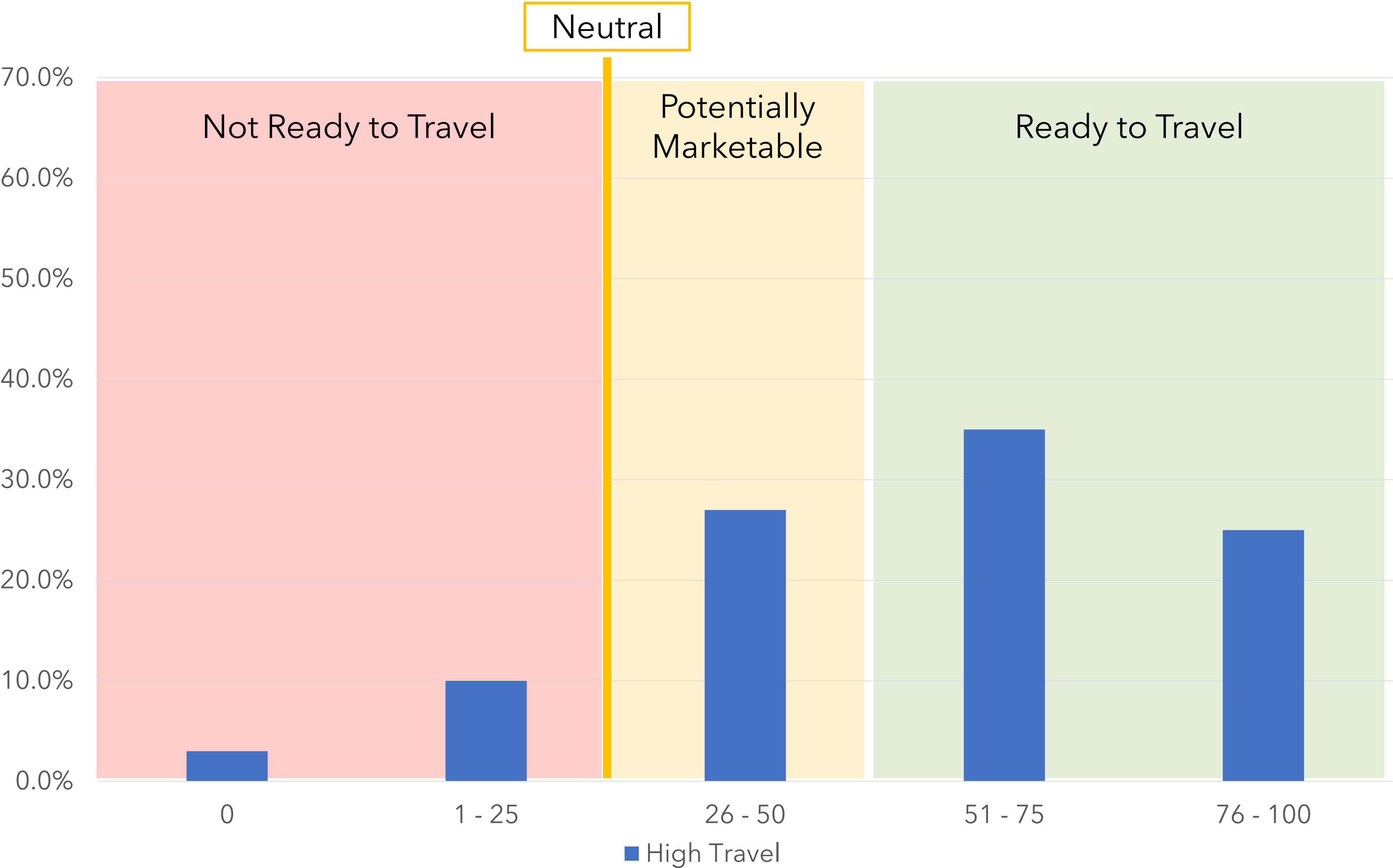
# Predictive Index Formula



\*Normalized to a 100pt scale

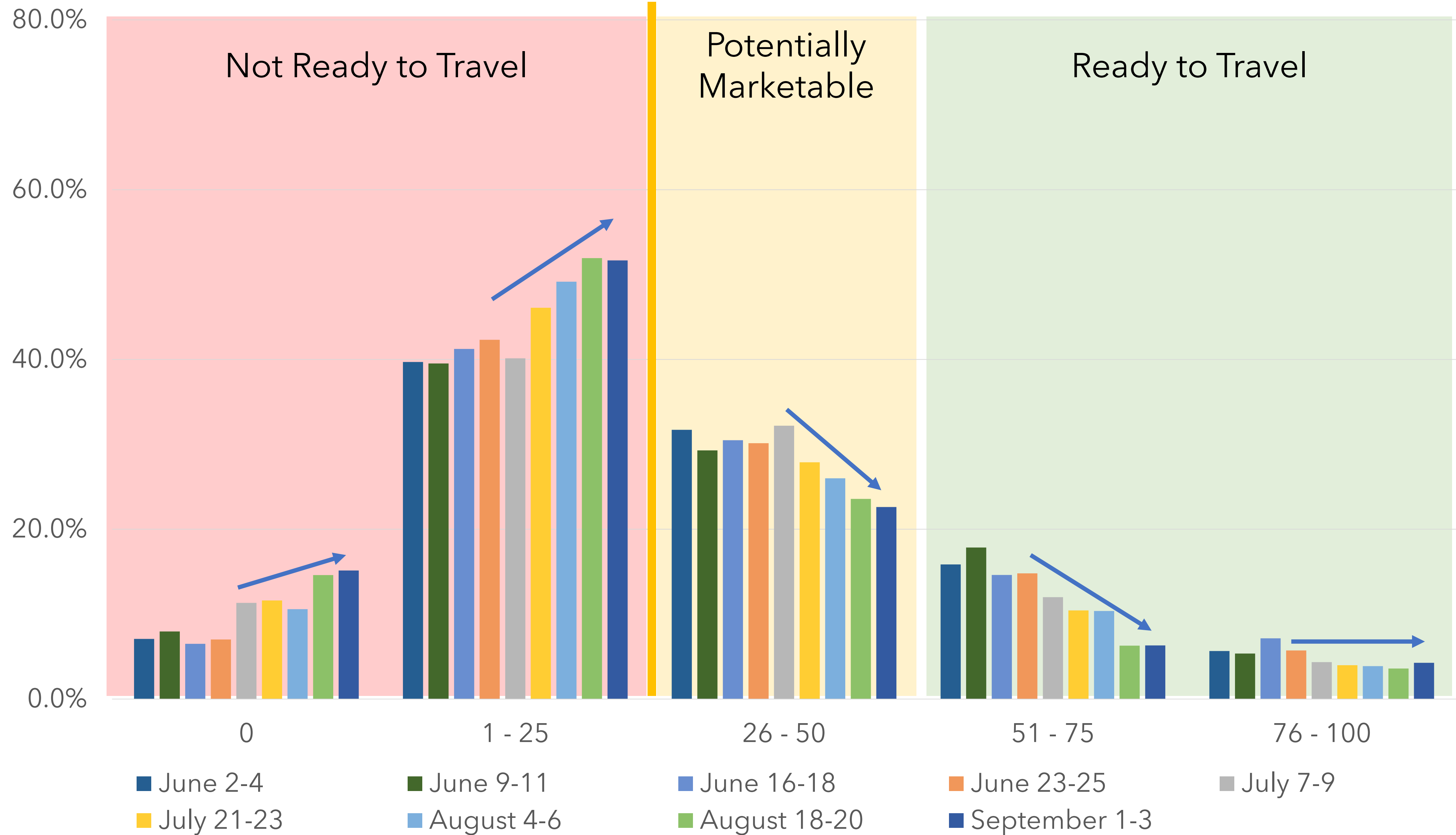


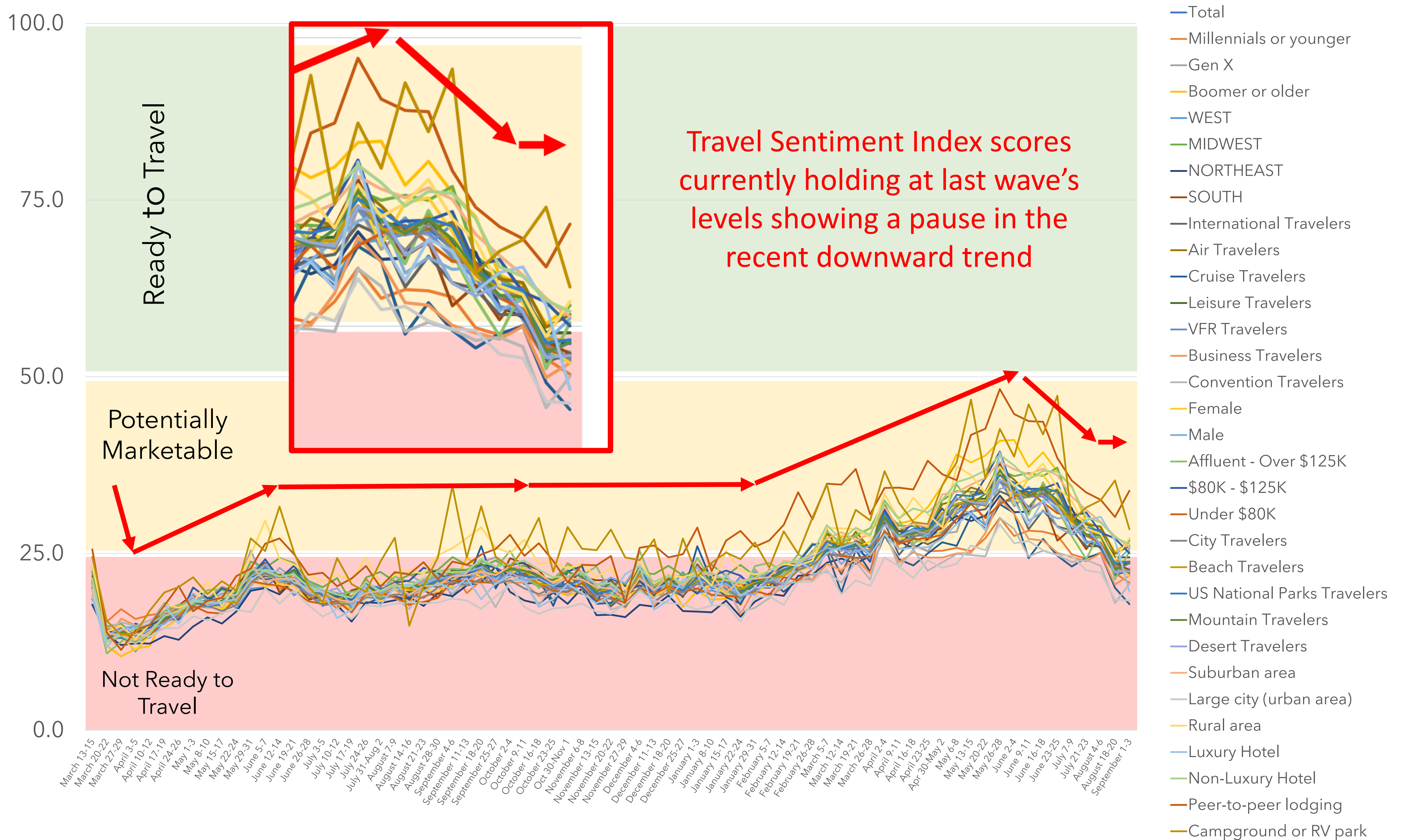
# Healthy Travel Outlook



# Travel Outlook

Neutral

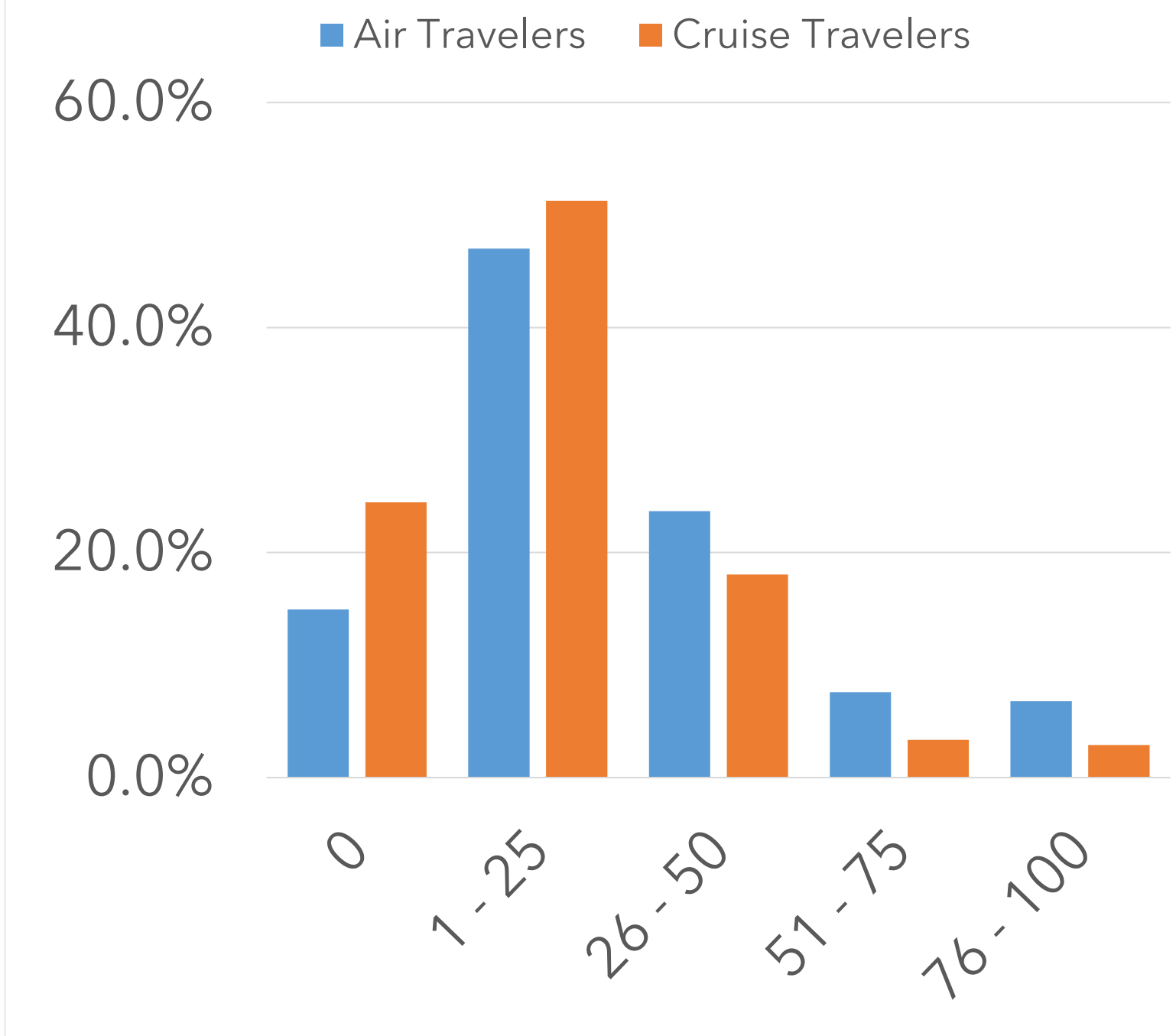




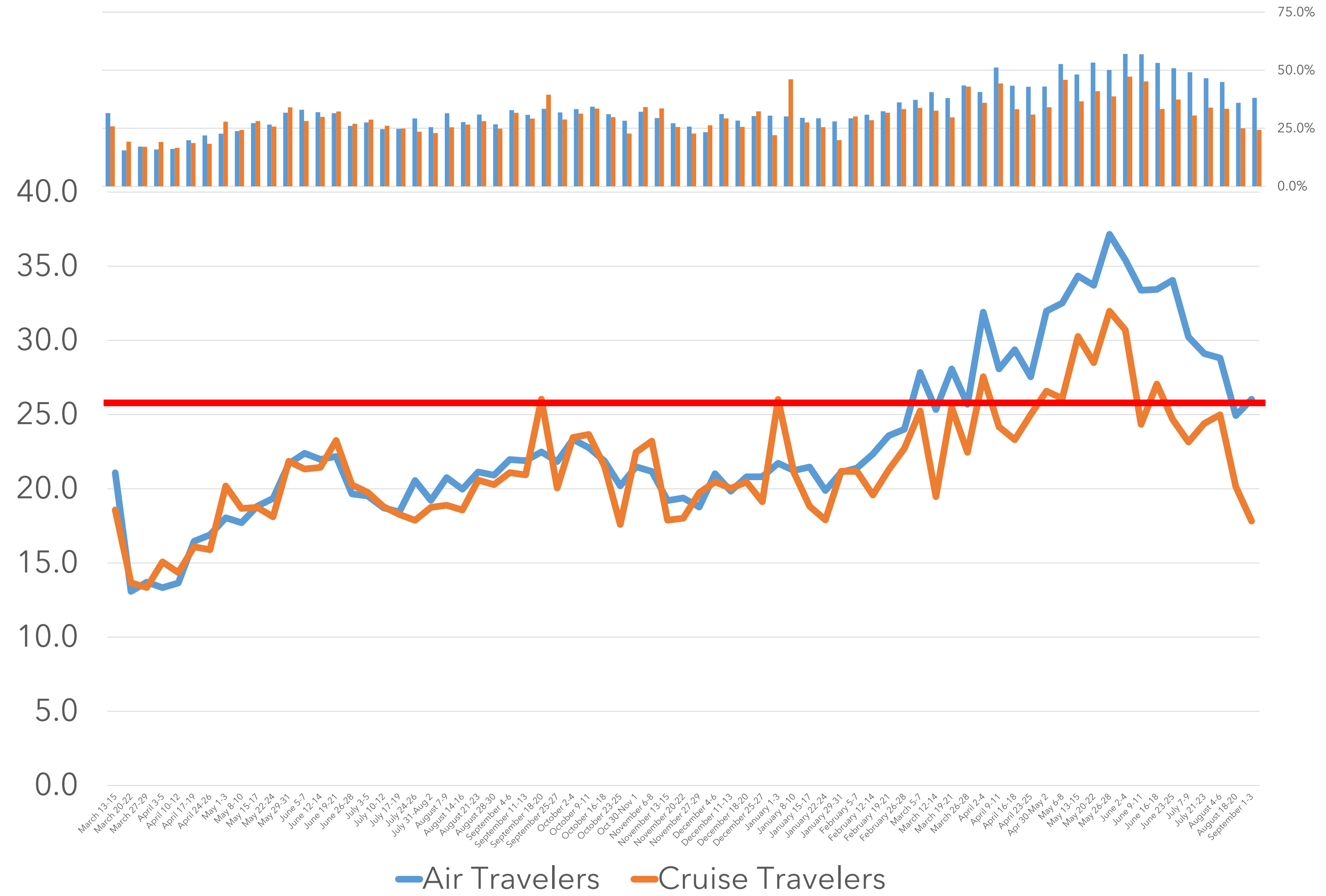


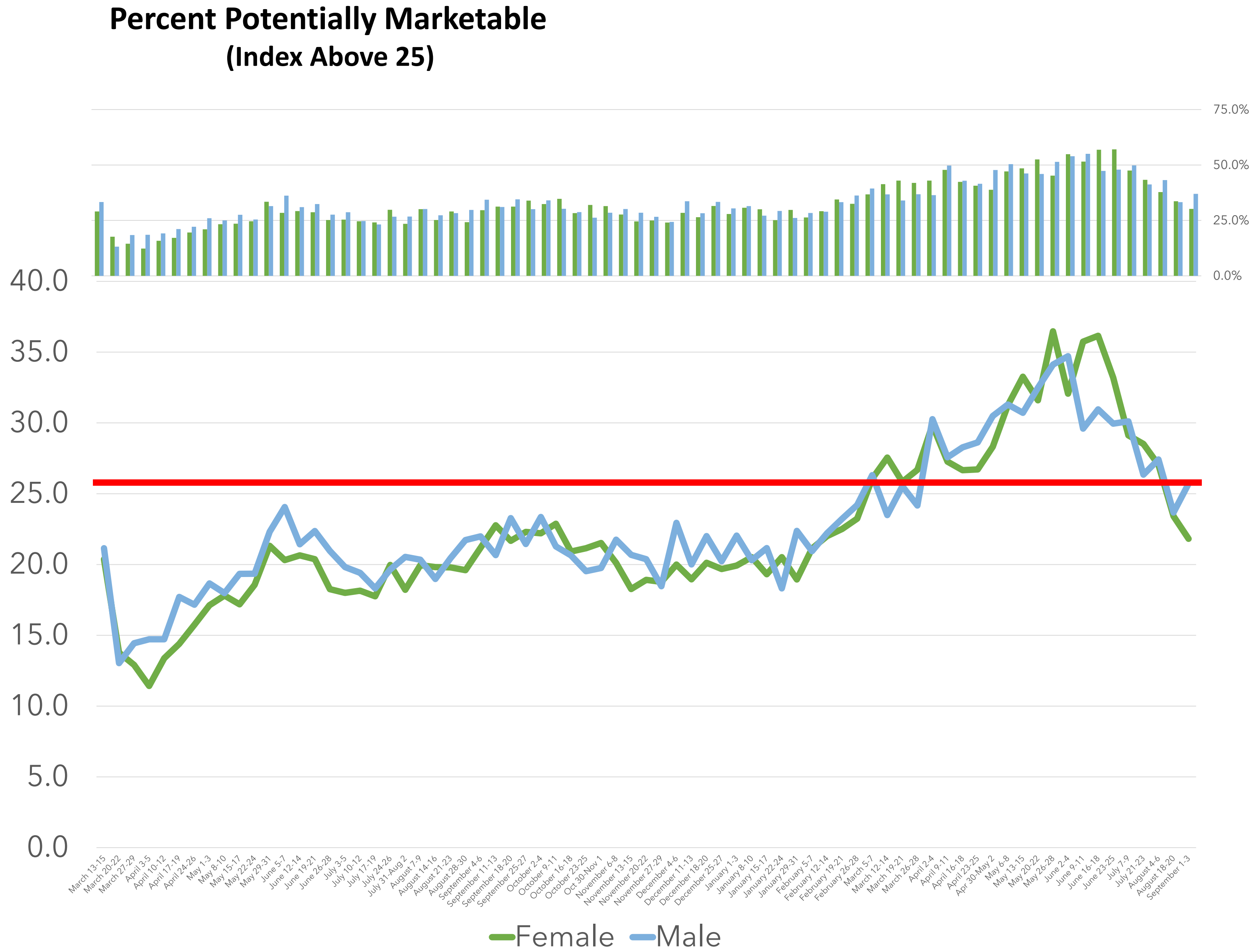
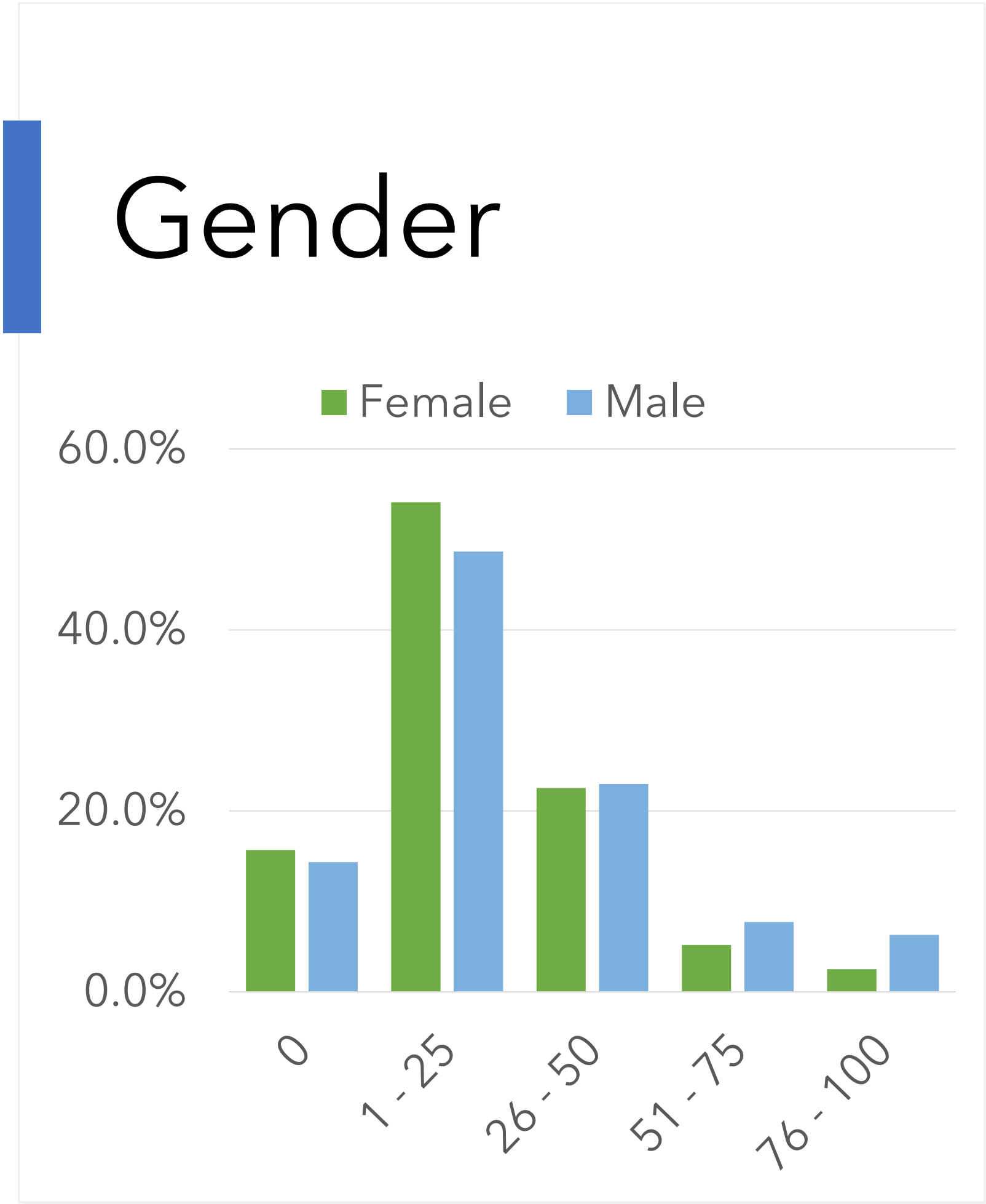


# Airline and Cruise Travelers



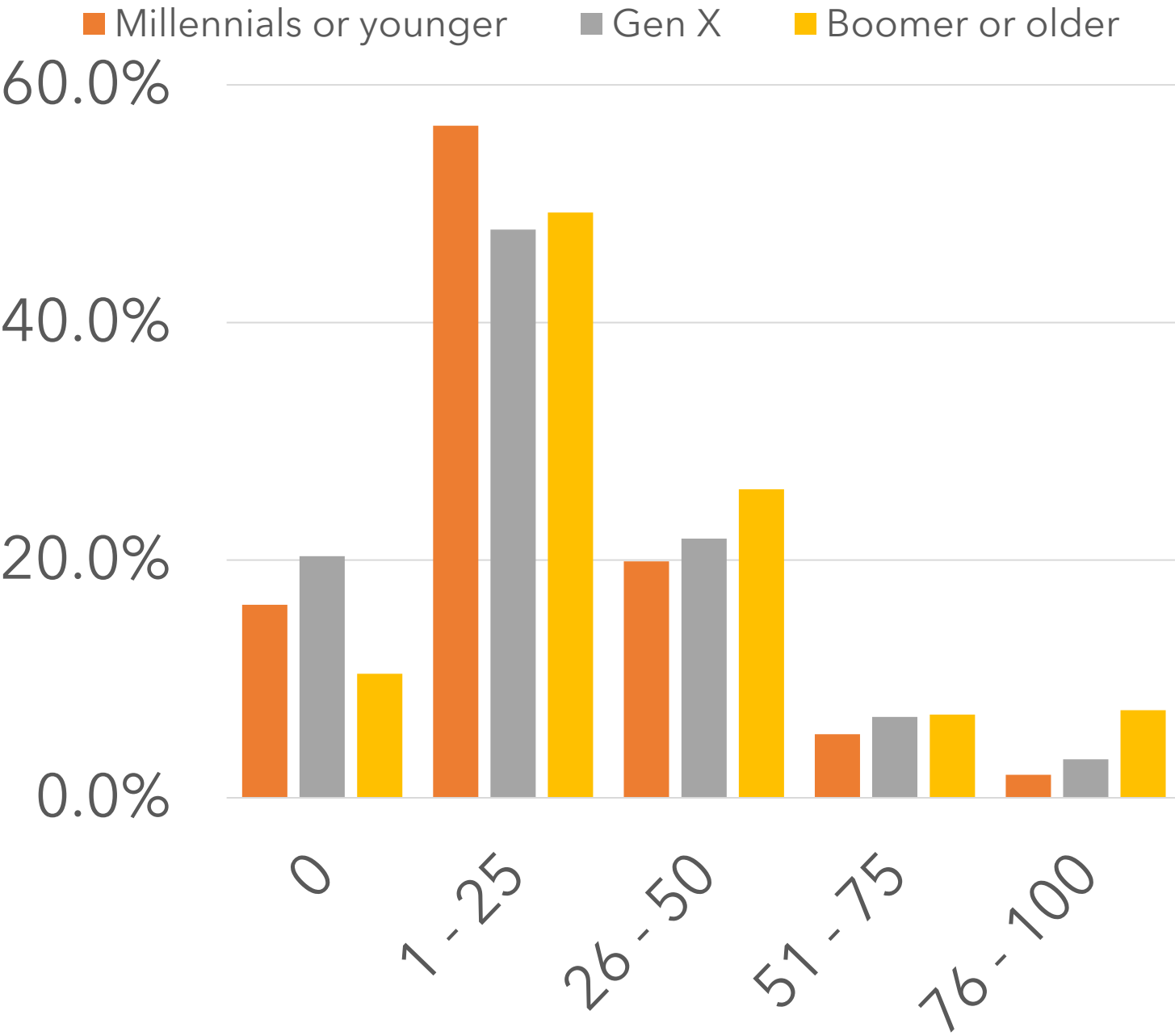
## Percent Potentially Marketable (Index Above 25)



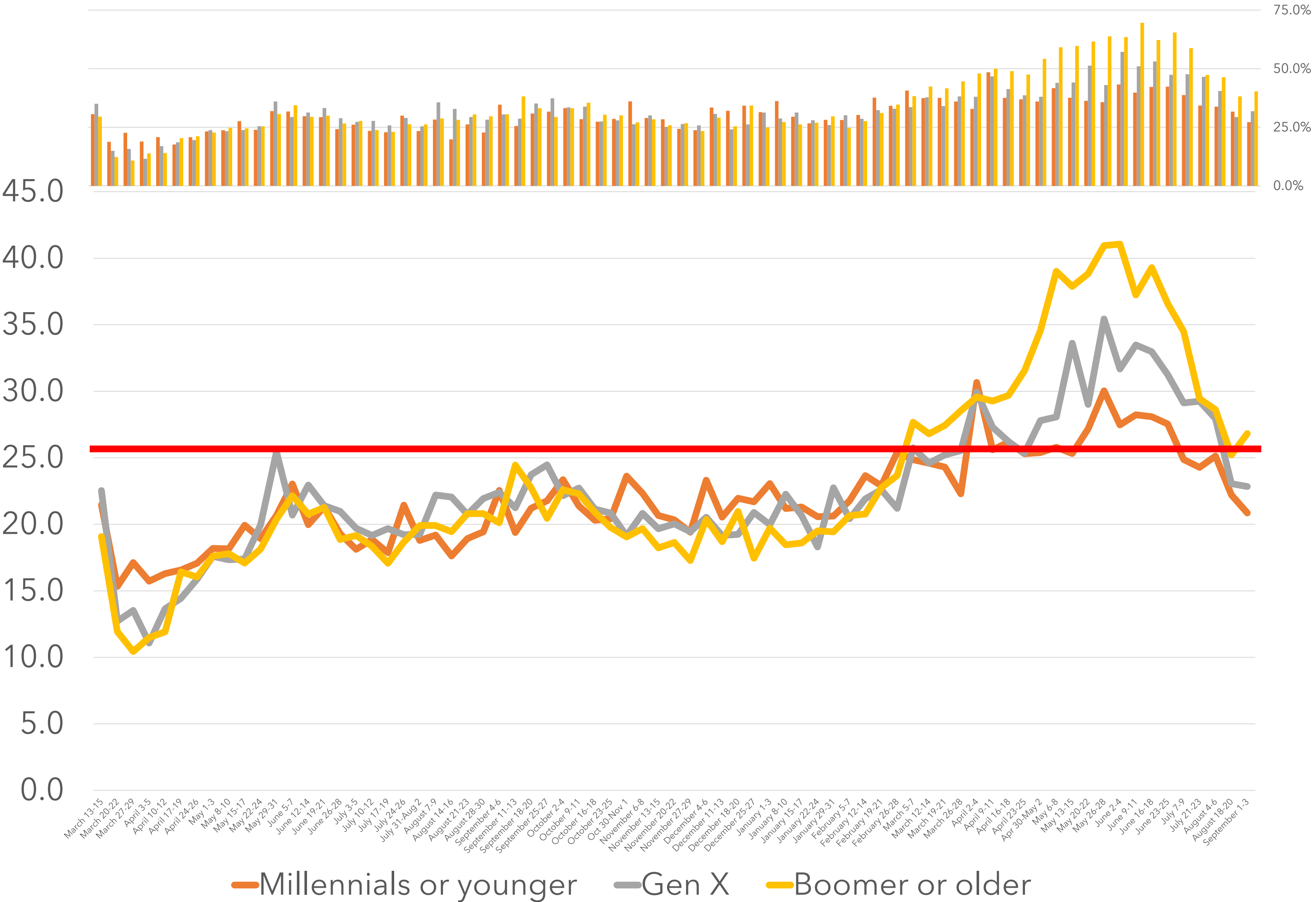




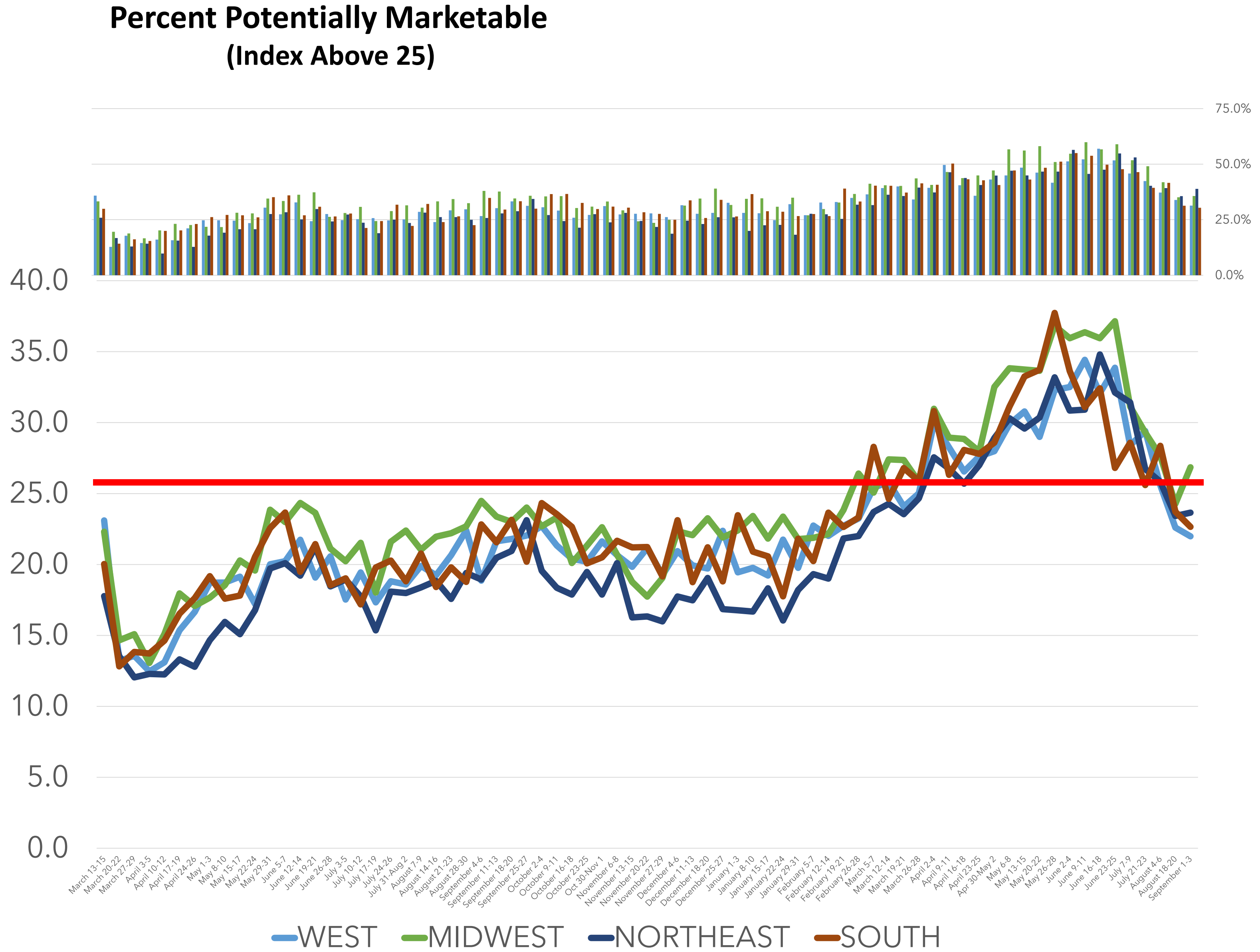
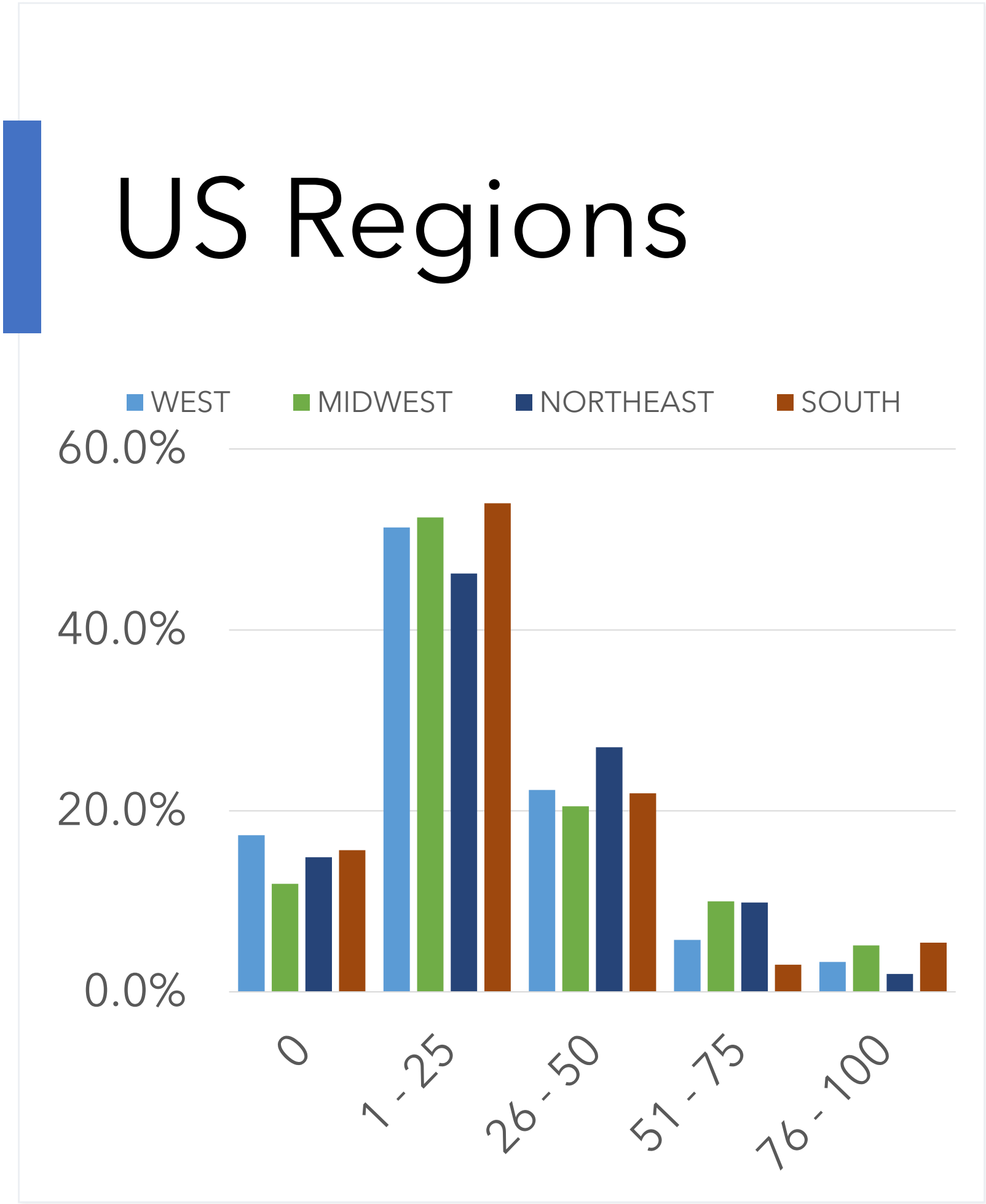
# Generation



## Percent Potentially Marketable (Index Above 25)

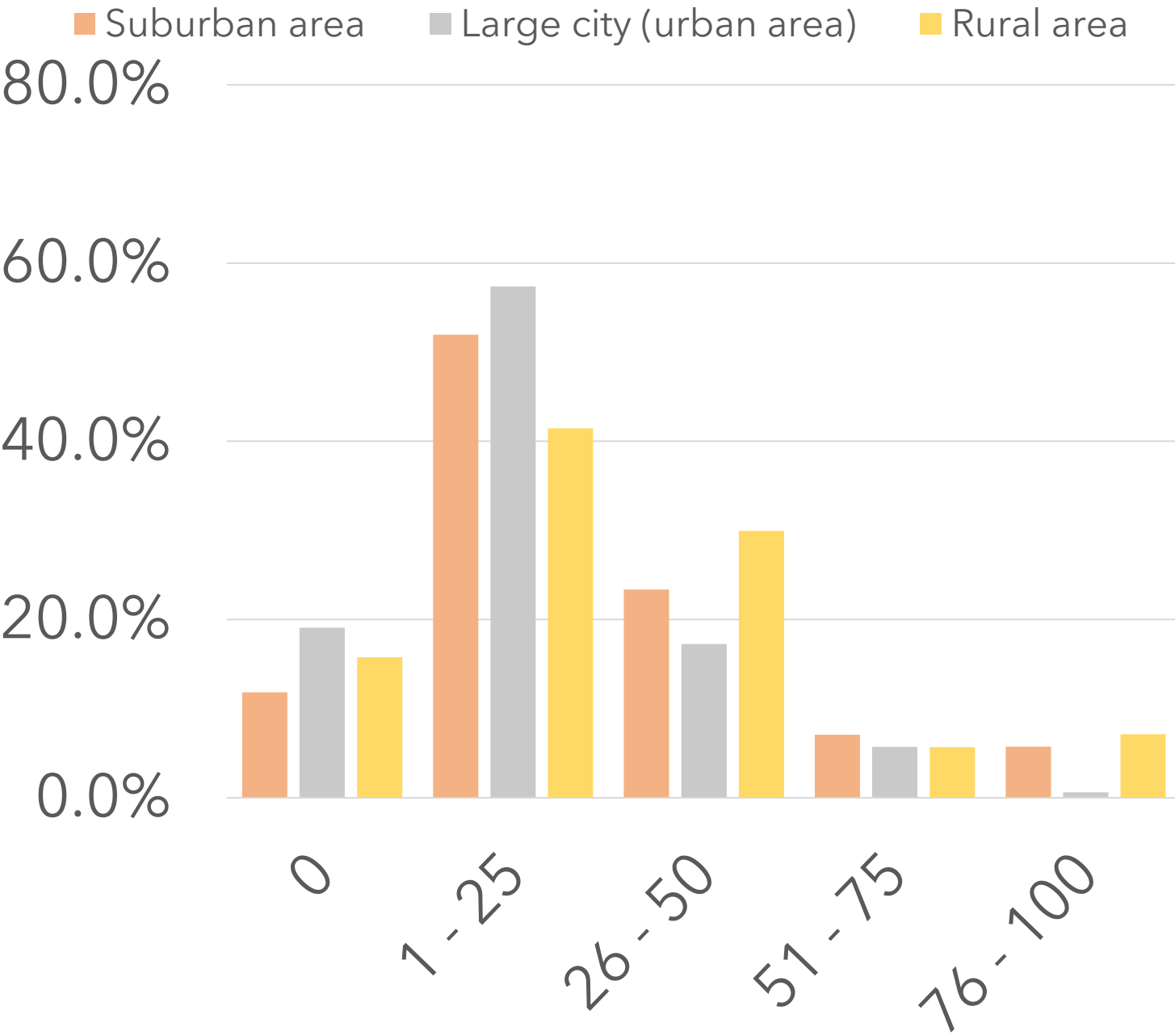




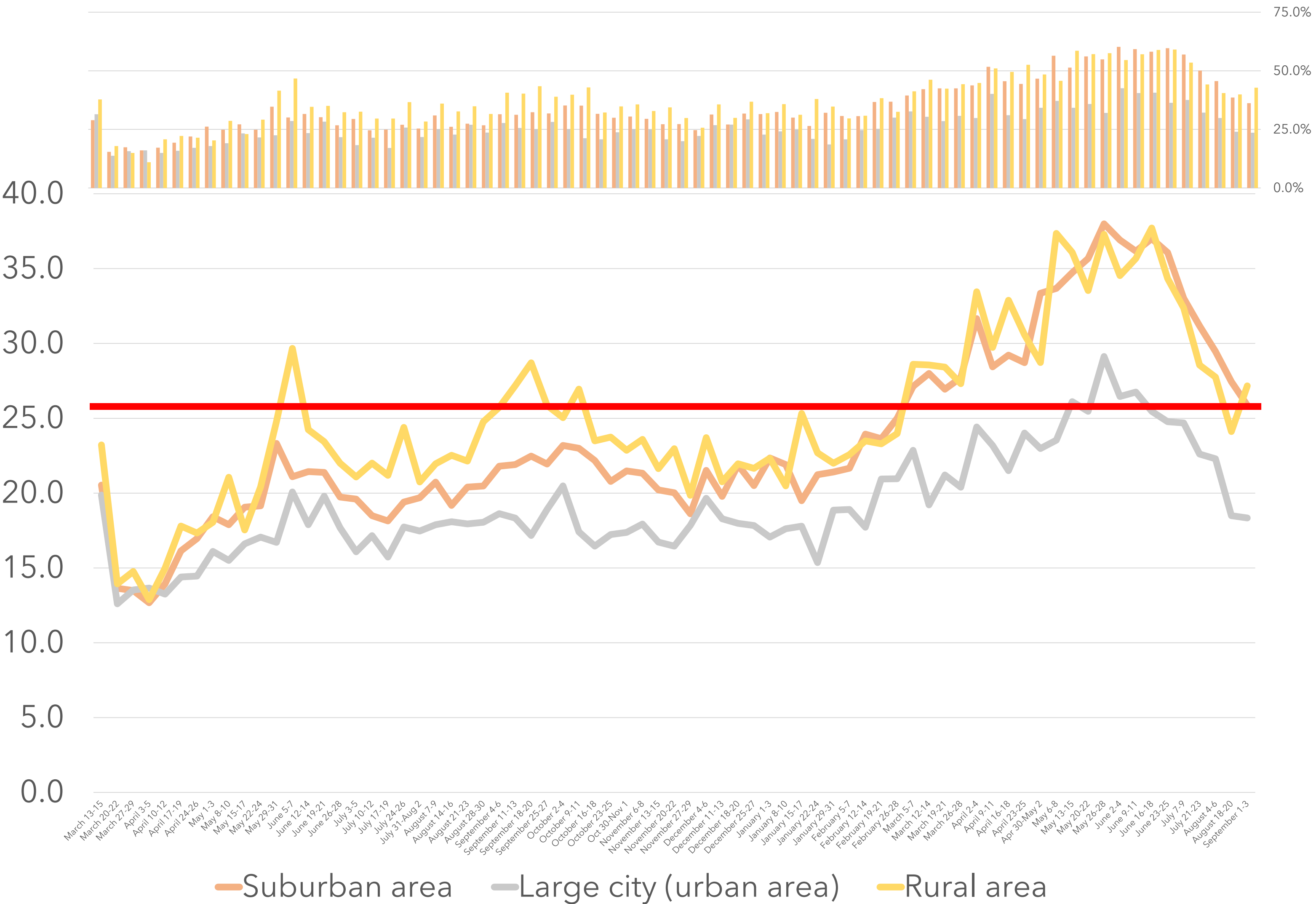




# Residence Type

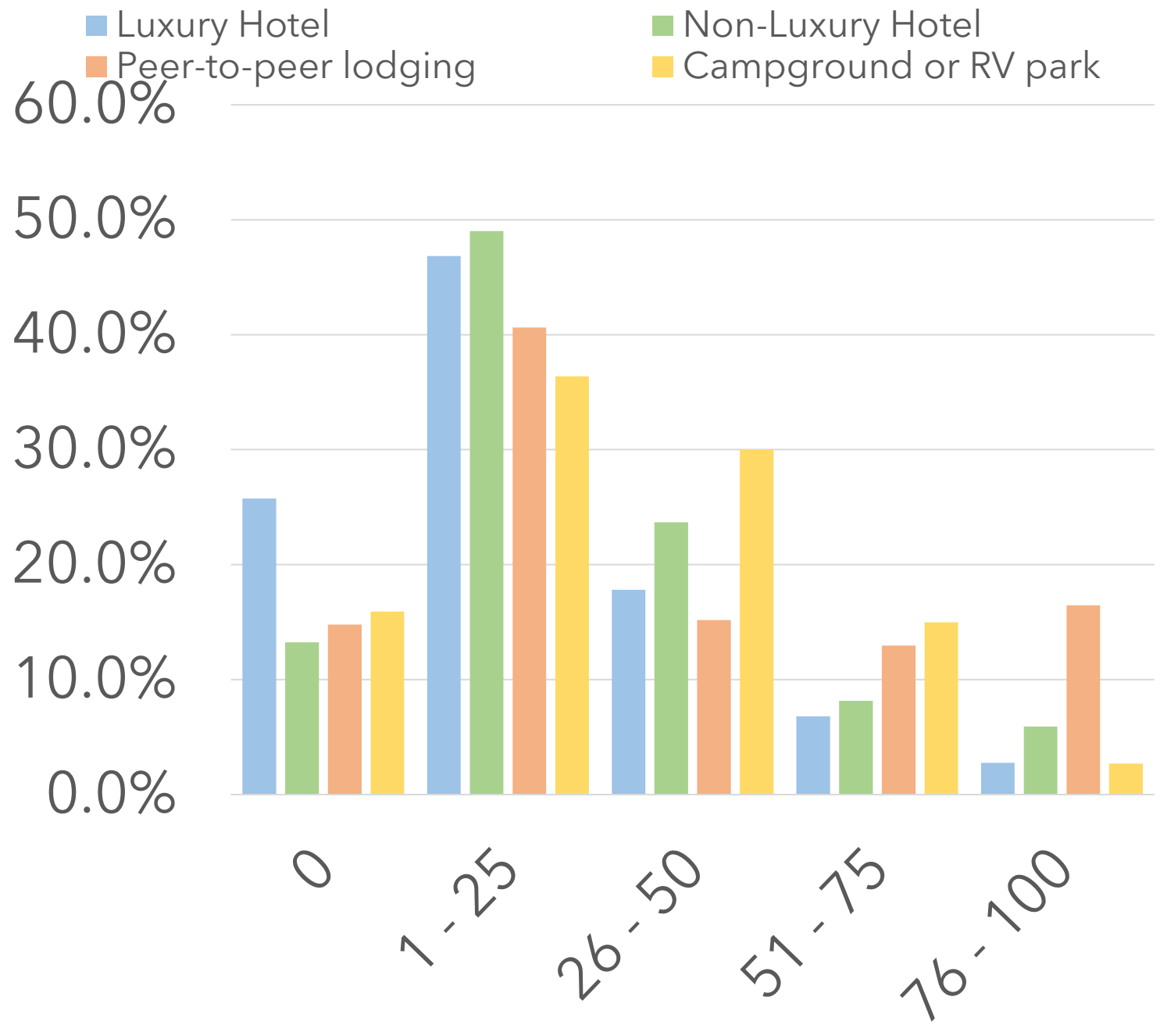


## Percent Potentially Marketable (Index Above 25)

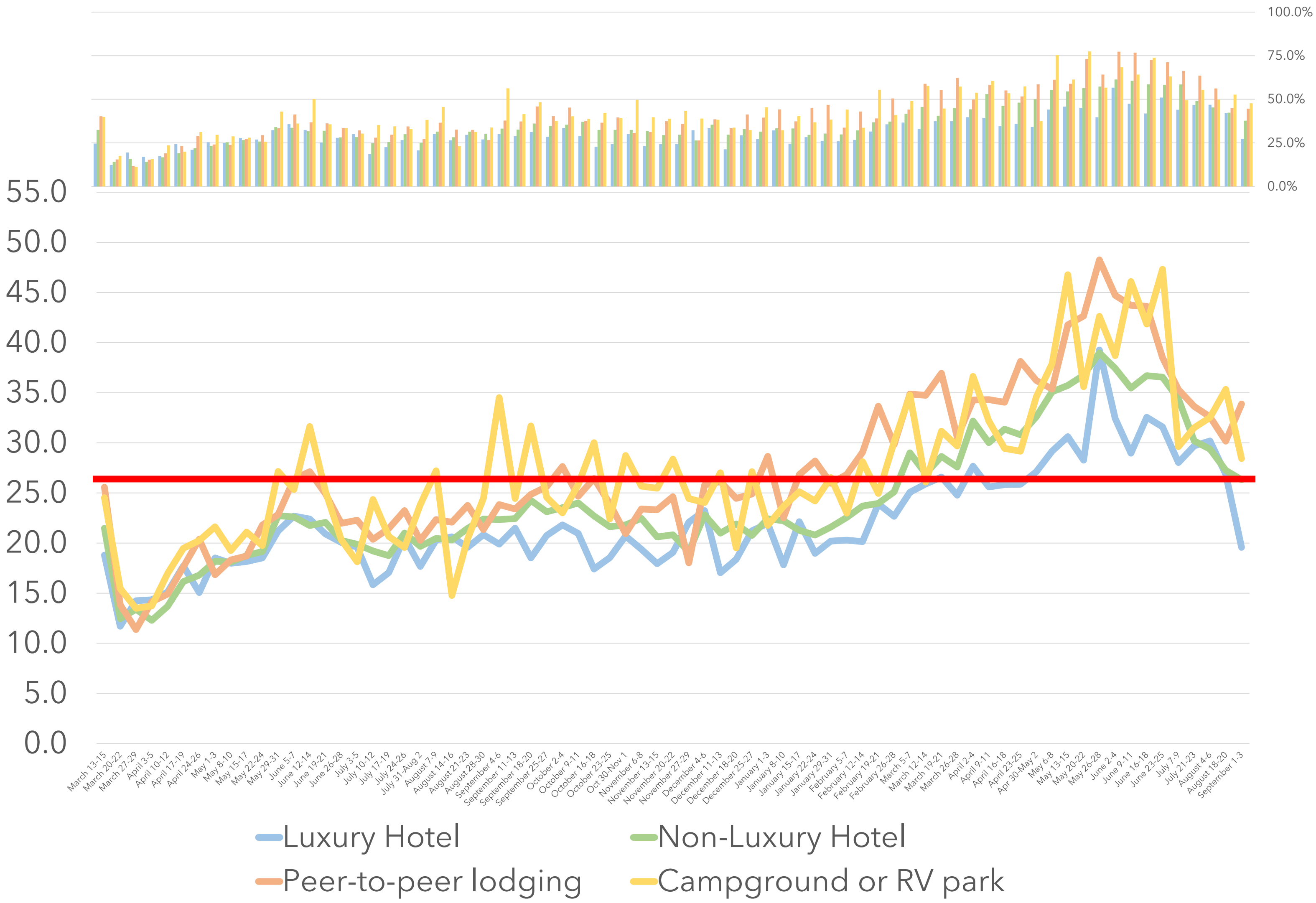




# Lodging Preference



## Percent Potentially Marketable (Index Above 25)

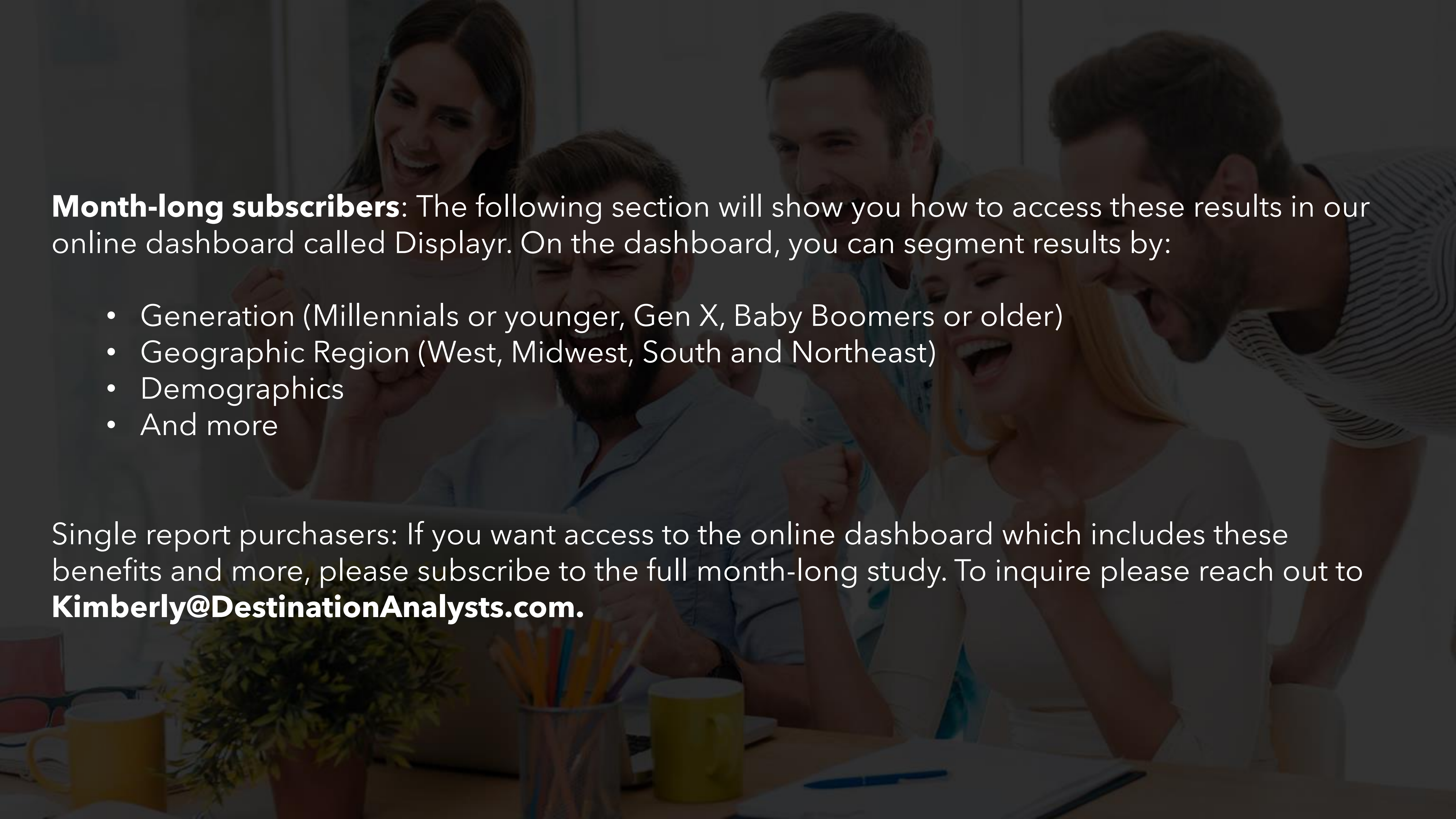




# ACCESSING DATA IN THE ONLINE DASHBOARD







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

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

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



# HOW TO USE DISPLYR

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





# NAVIGATING THE DASHBOARD:

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

Coronavirus Travel Sentiment Index Report

Search...

Filters ▾ Export ▾ ?

-

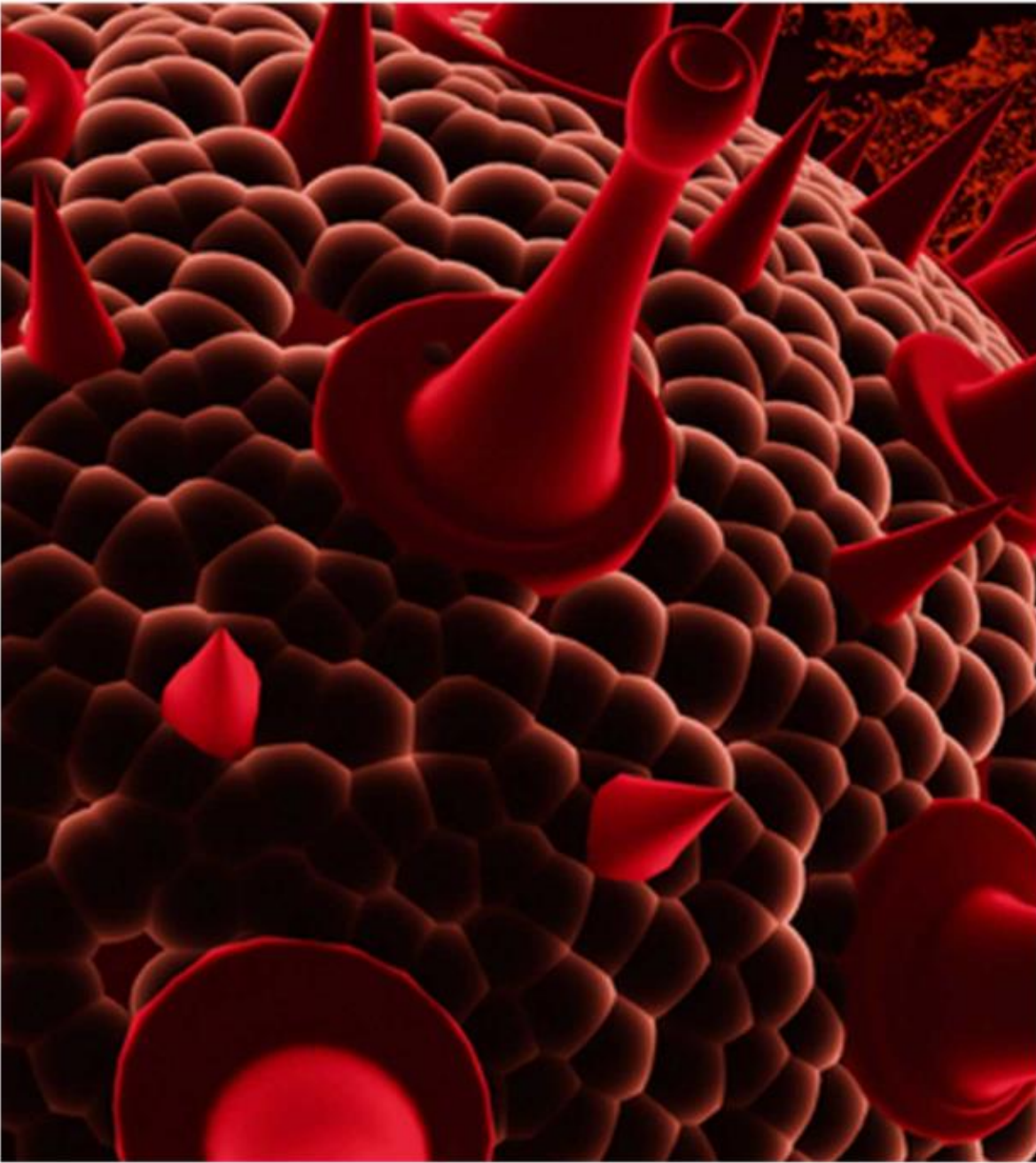
+

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

Filters ▾

Export ▾

?

↕

↕

Search...

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

Coronavirus Travel Sentiment Index Report

Online Dashboard

Last Updated: 3/16/2020

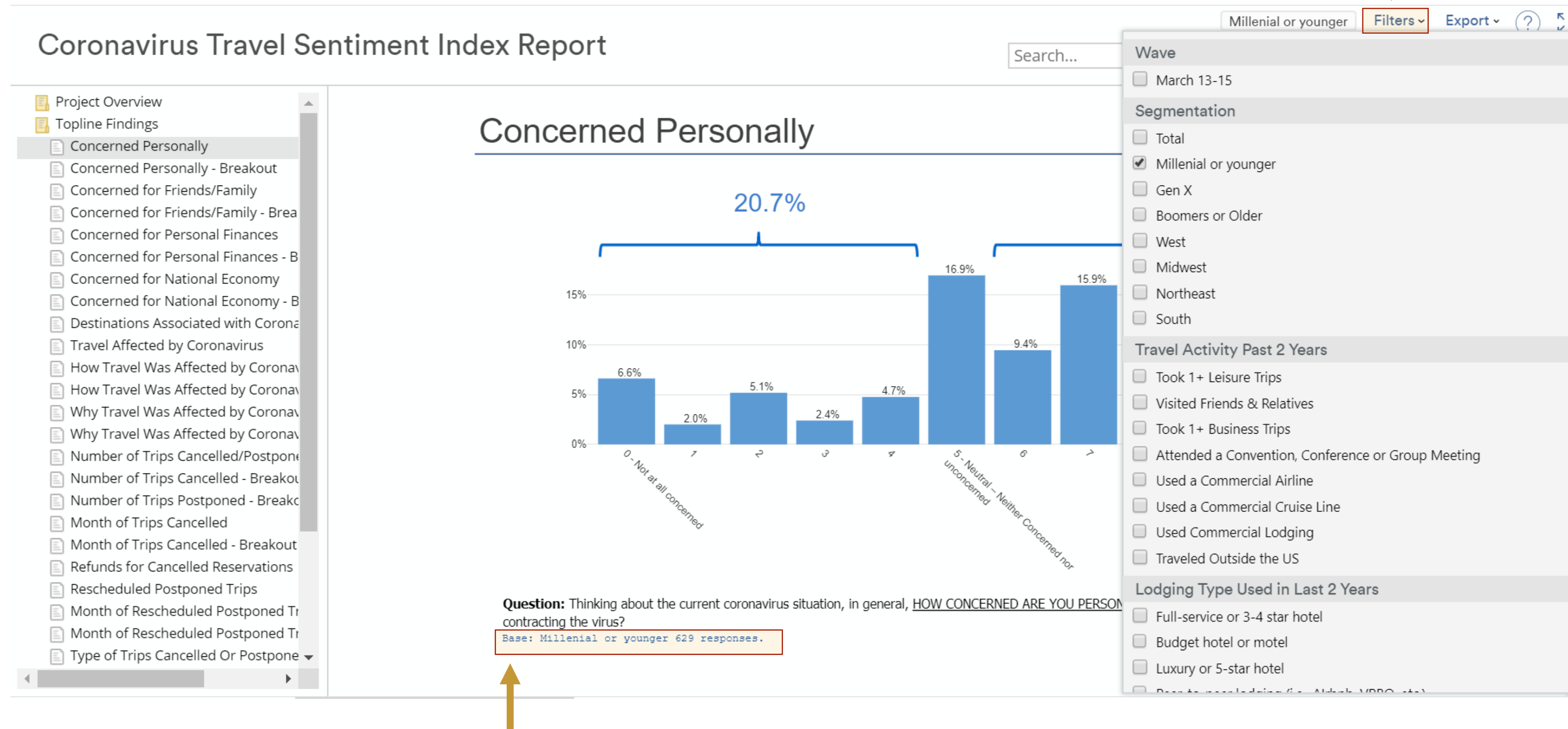
Research prepared by:

Destination Analysts



# FILTERING THE REPORT:

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



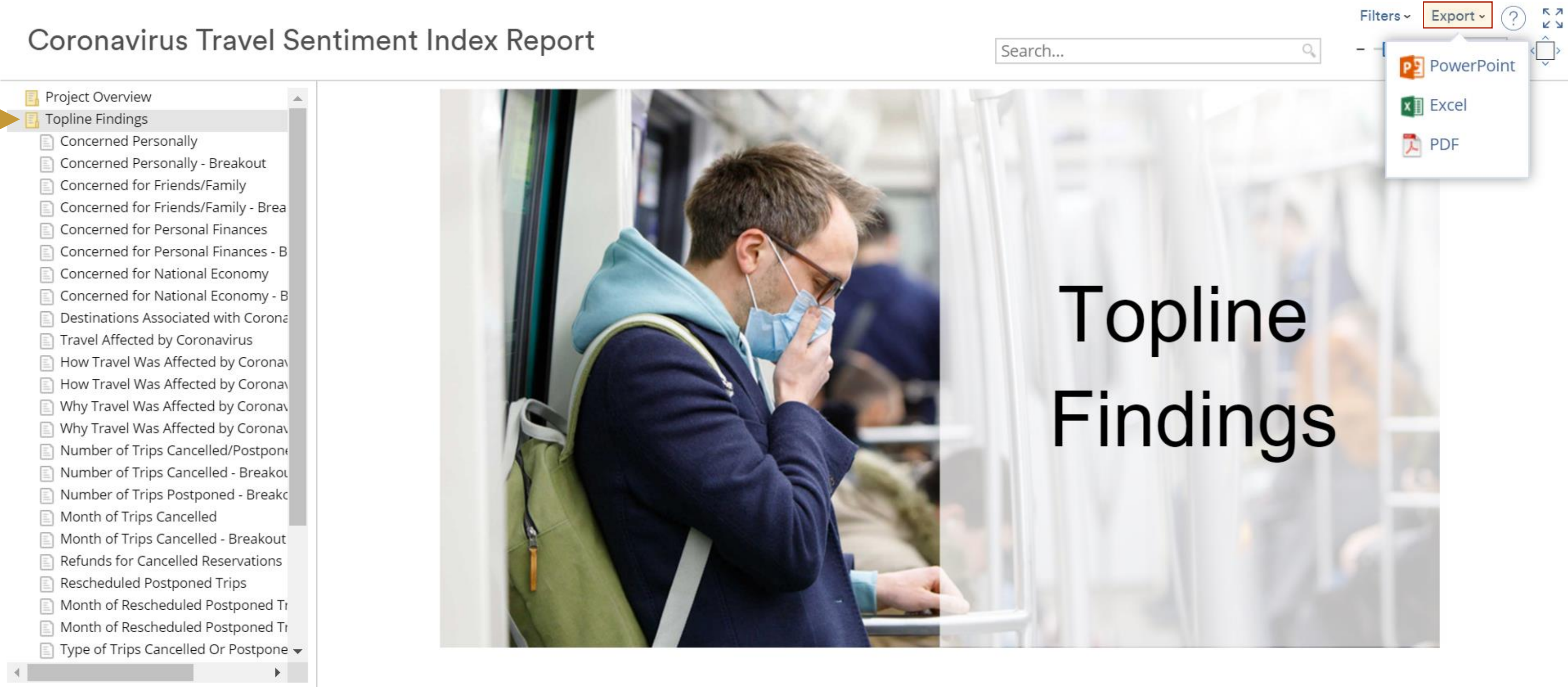
**IMPORTANT NOTE:** When you select a filter, it will ONLY APPLY to the specific data point you are currently viewing. It WILL NOT apply to the entire report. Be sure to check the base description in the blue text (highlighted here) to see if a filter is being applied.



# 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"

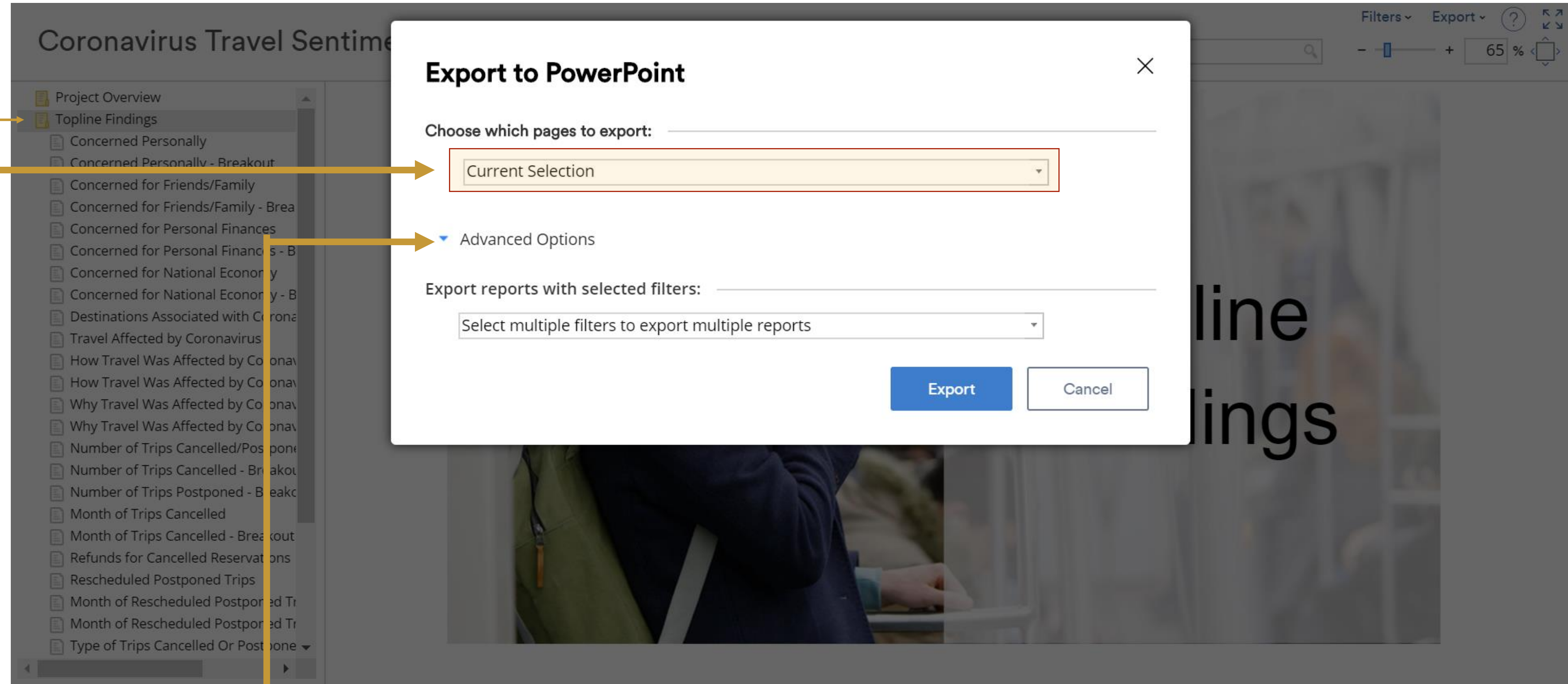


# EXPORTING THE DATA:

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)

