

CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT, WAVE 80

RESEARCH FINDINGS

December 13, 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 80th 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 80th wave of this survey was collected from December 8th – 10th, 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, 1,201 fully completed surveys were collected, suggesting the topline results presented here have a confidence interval of +/- 2.8%.

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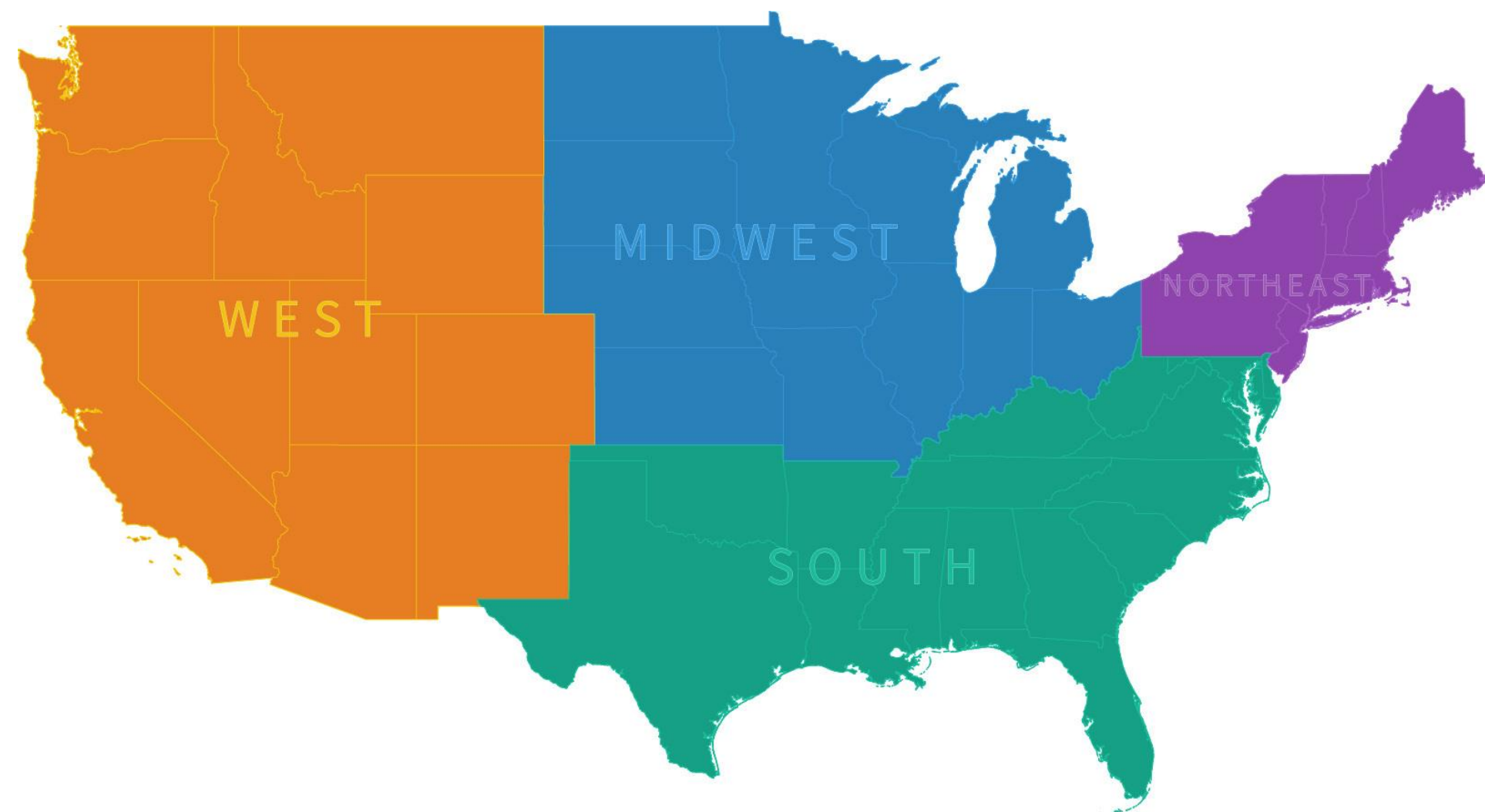


PROJECT OVERVIEW

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
Wave #74	September 15-17	September 20
Wave #75	Sept 29 – Oct 1	October 4
Wave #76	October 13-15	October 18
Wave #77	October 27-29	November 1
Wave #78	November 10-12	November 15
Wave #79	November 24-26	November 29
Wave #80	December 8-10	December 13

TOP TAKEAWAYS

The following are the top takeaways that emerged from Wave 80 of this weekly consumer traveler sentiment tracking study.

With the Omicron variant front and center in the news while the holidays approach, American travelers are feeling more anxious and less optimistic about the near-term. Those that expect the pandemic situation to get worse in the U.S. over the next month rose nearly 10 percentage points in the last two weeks to 42.6%, and about two-thirds now say that another significant wave is likely to occur in the next three months (another ~10-point increase). Belief in COVID's long-term presence jumped to over 70%. Here is what our latest research found about the impact of the Omicron variant and the current pandemic situation on travel:

- **Travel Sentiment:** While 76.0% of American travelers remain in a ready-to-travel state of mind, this is down from 82.0% October 15th, when this metric recovered from the Delta variant. In fact, well over half of American travelers say the recent news about the Omicron variant make them less interested in traveling right now. High excitement levels about a potential getaway in the next month has declined 3 percentage points in the last two weeks to 65.7%. Similarly, those highly excited as they look out over their leisure travel in the next year has fallen 4.1 percentage points to 67.2%. Openness to travel inspiration is at 59.7%, falling from 64.0% November 26th. In Destination Analysts' Travel Marketing Sentiment Index, the impact of the Omicron variant is now apparent, although the declines have not dipped to the lows of the Delta-variant period.

TOP TAKEAWAYS

- **Trip Plans & Booking:** Right now, 30.9% of American travelers say that the Omicron variant has impacted their travel in some way—37.2% of this group saying they have cancelled an upcoming trip and 47.3% saying they have postponed—and among those that have NOT been impacted, 26.8% say it's likely that they will be eventually. American travelers' expected number of overnight trips in the next 3 months year has fallen from 2.7 to 2.0 since November 26th, while expected day trips has declined to 1.9 from 2.7. Fewer Americans report dreaming and planning travel recently, dropping from 70.8% two weeks ago to 64.2%. Nevertheless, about 30% of American travelers say they plan to take a trip over the Christmas holiday (similar to Thanksgiving 2021), up from 17.4% who reported they would take a Christmas trip back in 2020.
- **Safety & Normalcy:** American travelers report a decreasing sense of normalcy this week and those highly concerned about contracting COVID-19 has increased over 5 percentage points to 61.8%. The course the Omicron variant takes could also potentially weaken confidence in vaccine protection against COVID-19. Amongst vaccinated American travelers, 60.5% report feeling confident in their vaccination's protection against COVID, down slightly from 62.0% the week of November 29th. The average safety perceptions of travel and leisure activities is down from 47.5% to 44.6%, with taking a cruise, staying in a hotel, and going shopping showing some declines in safety perceptions. This week 33.9% say that their ability to travel is returning to or completely normal, compared to 37.8% the week of November 29th. Nearly 70% of American travelers say they will be more careful during their upcoming trips because of the Omicron variant.

TOP TAKEAWAYS

Other Trends for Travel Marketers to Note:

- The average American traveler continues to report a sense of financial wellness. Nearly half say that travel will be a high priority in their budget over the next 3 months and the mean reported annual travel budget is \$3,746.
- Over a quarter of American travelers (26.1%) have used a Visitor Information Center in the past 12 months. 61.5% feel that it is “important” or “very important” for a destination to have a Visitor Information Center and another 48.9% report that they are likely to use this resource in the next 12 months.

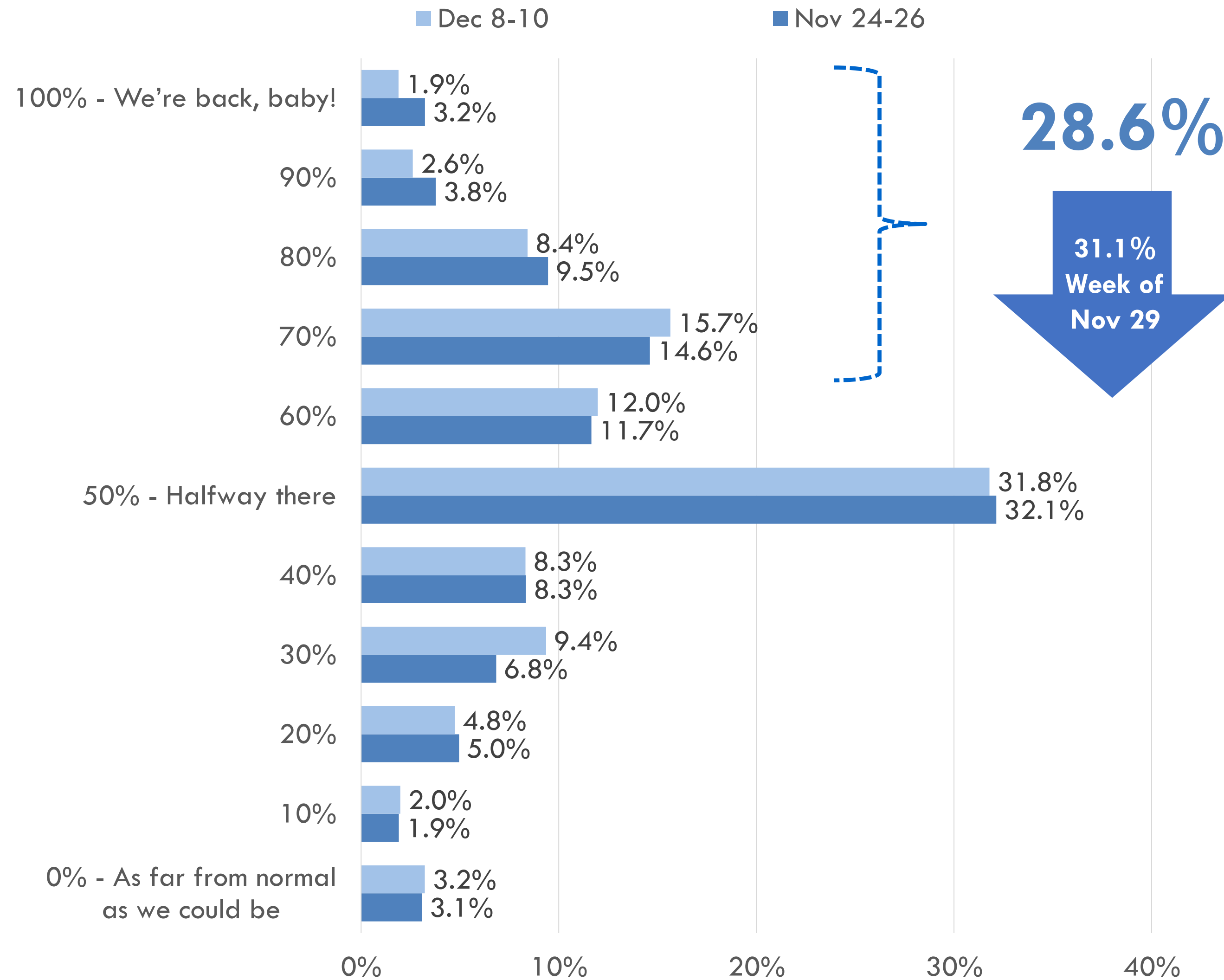
A woman in a black dress stands in a field at sunset, looking up with her arms outstretched. She is holding a blue surgical mask in her right hand. The background is a soft, golden landscape with trees and hills under a clear sky.

**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.)?

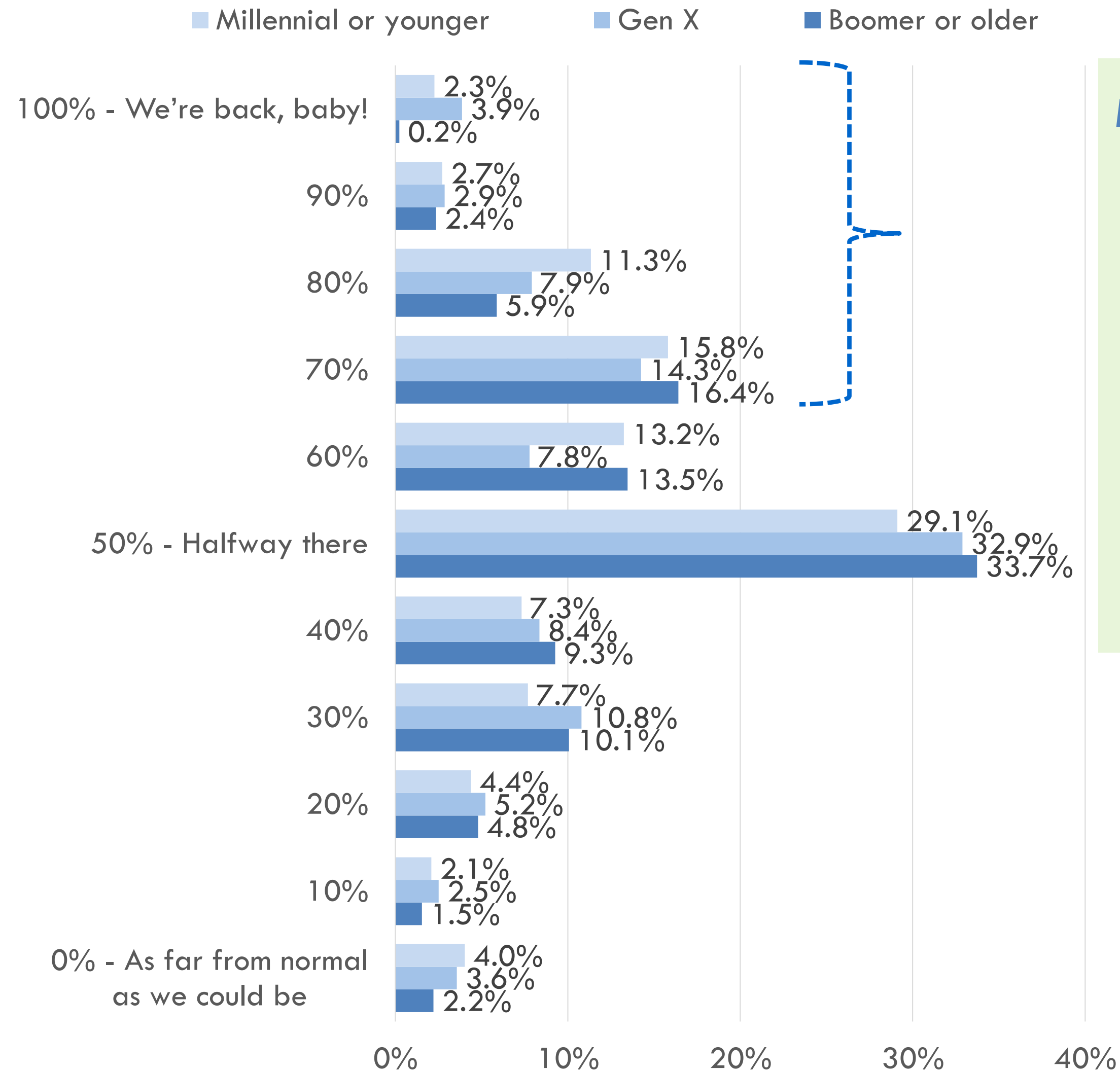
(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



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 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



Week of Nov 29th

Millennial or younger
32.1%

33.6%



Gen X
28.9%

29.8%



Boomer or older
24.9%

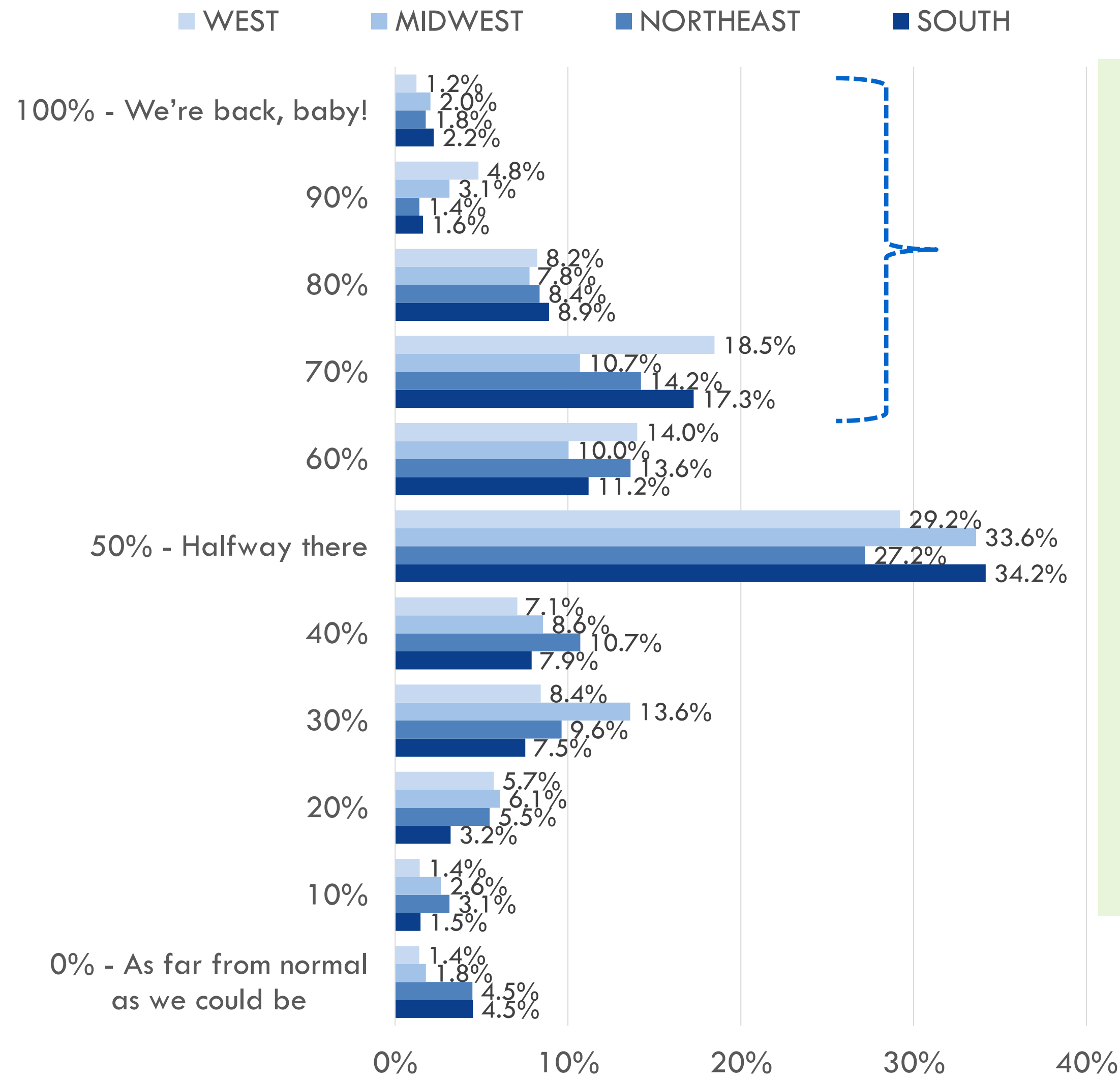
29.5%



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 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



Week of Nov 29^h

WEST
32.7%

MIDWEST
23.7%

NORTHEAST
25.8%

SOUTH
30.0%

28.4% ↑

25.6% ↓

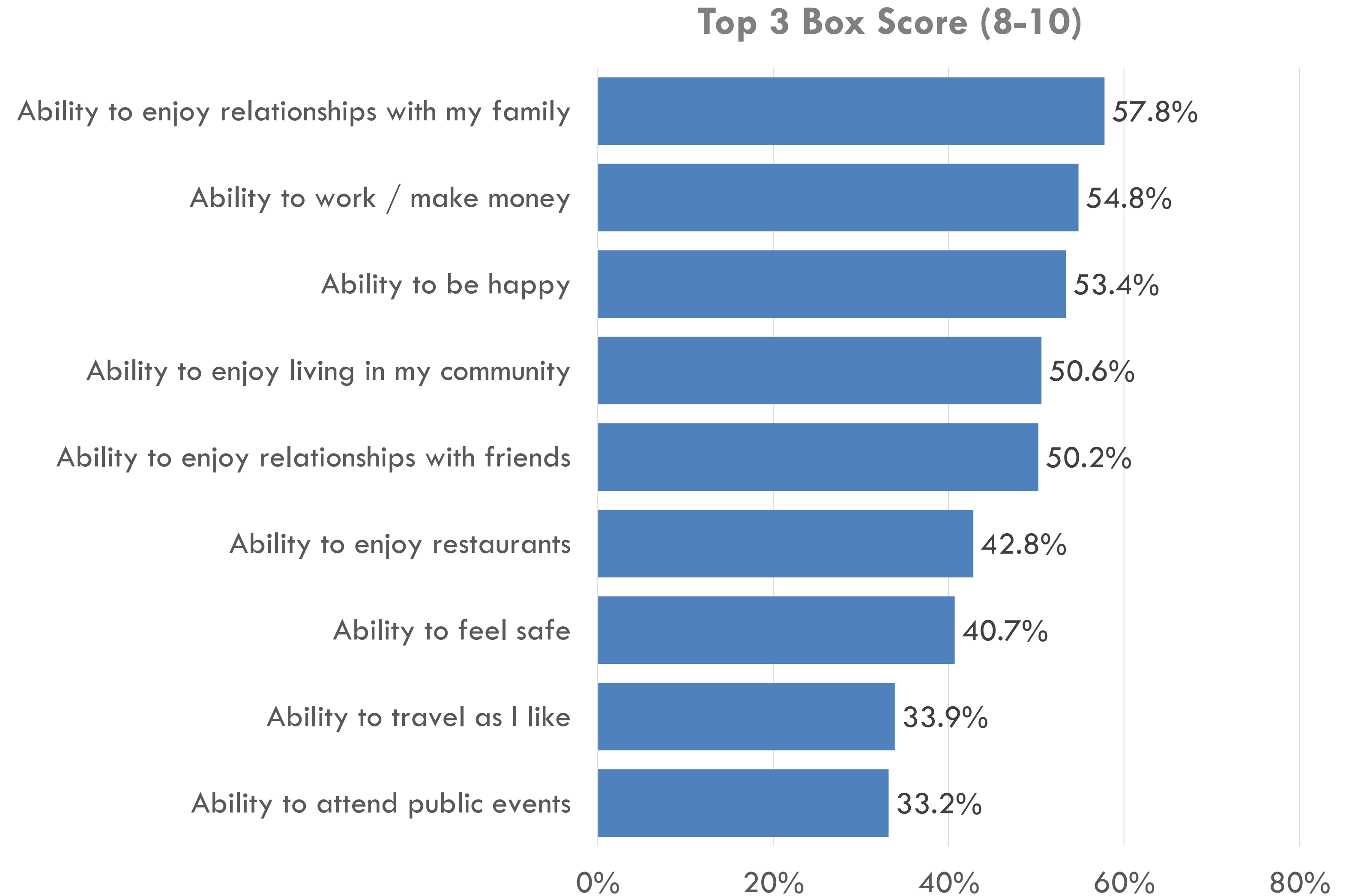
34.3% ↓

34.3% ↓

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 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



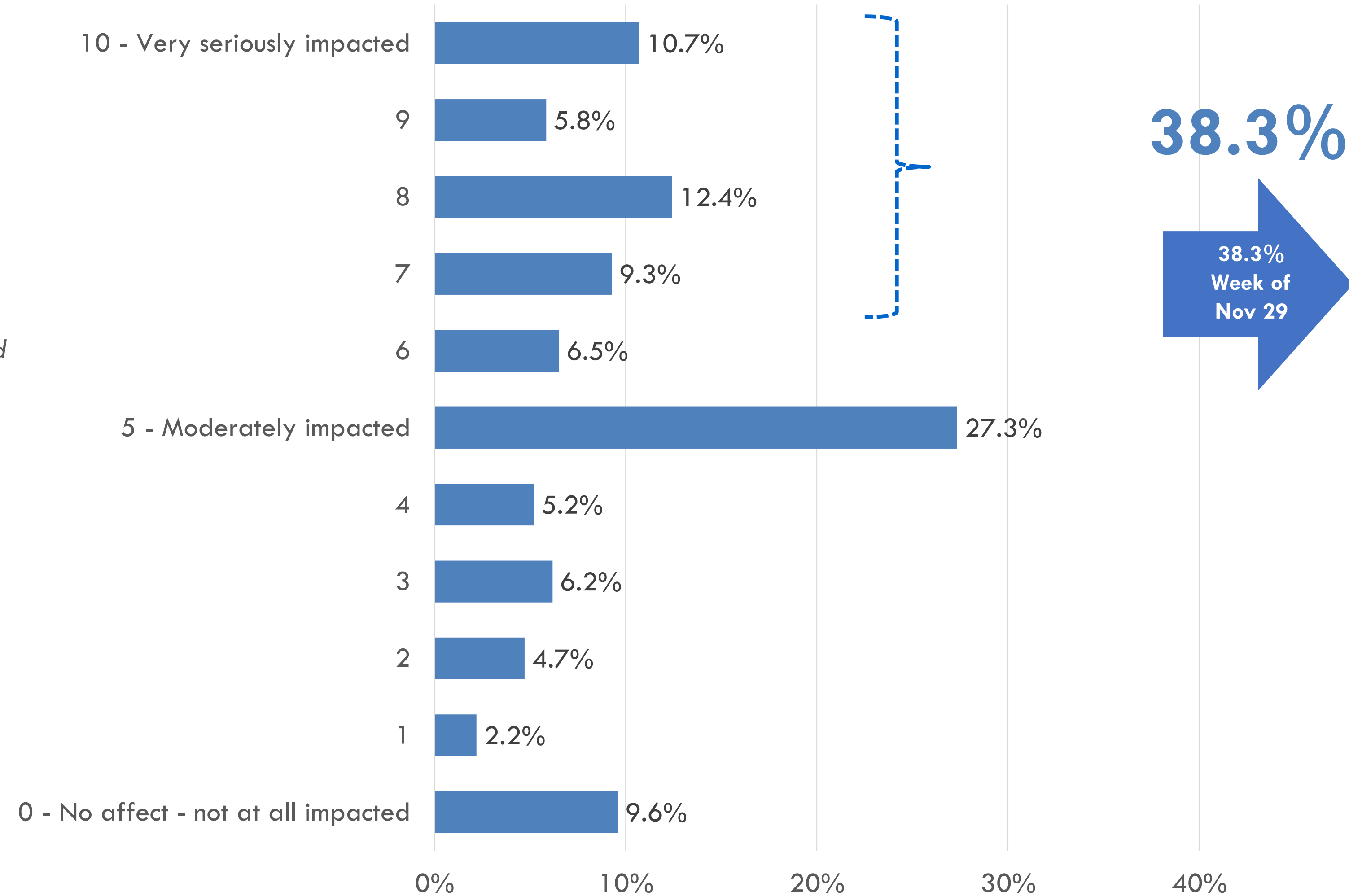
A woman with long brown hair, wearing glasses, a blue surgical face mask, a white turtleneck, a long brown coat, and blue jeans, stands in an airport security line. She is holding a yellow rolling suitcase. The background shows a blurred airport terminal with white security barriers and a red retractable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

**CURRENT FEELINGS ABOUT
THE CORONAVIRUS & TRAVEL**

COVID-19'S IMPACT ON MEANINGFUL TRAVEL EXPERIENCES

Question: How much is the COVID-19 issue impacting your ability to have meaningful travel experiences?
(Select one)

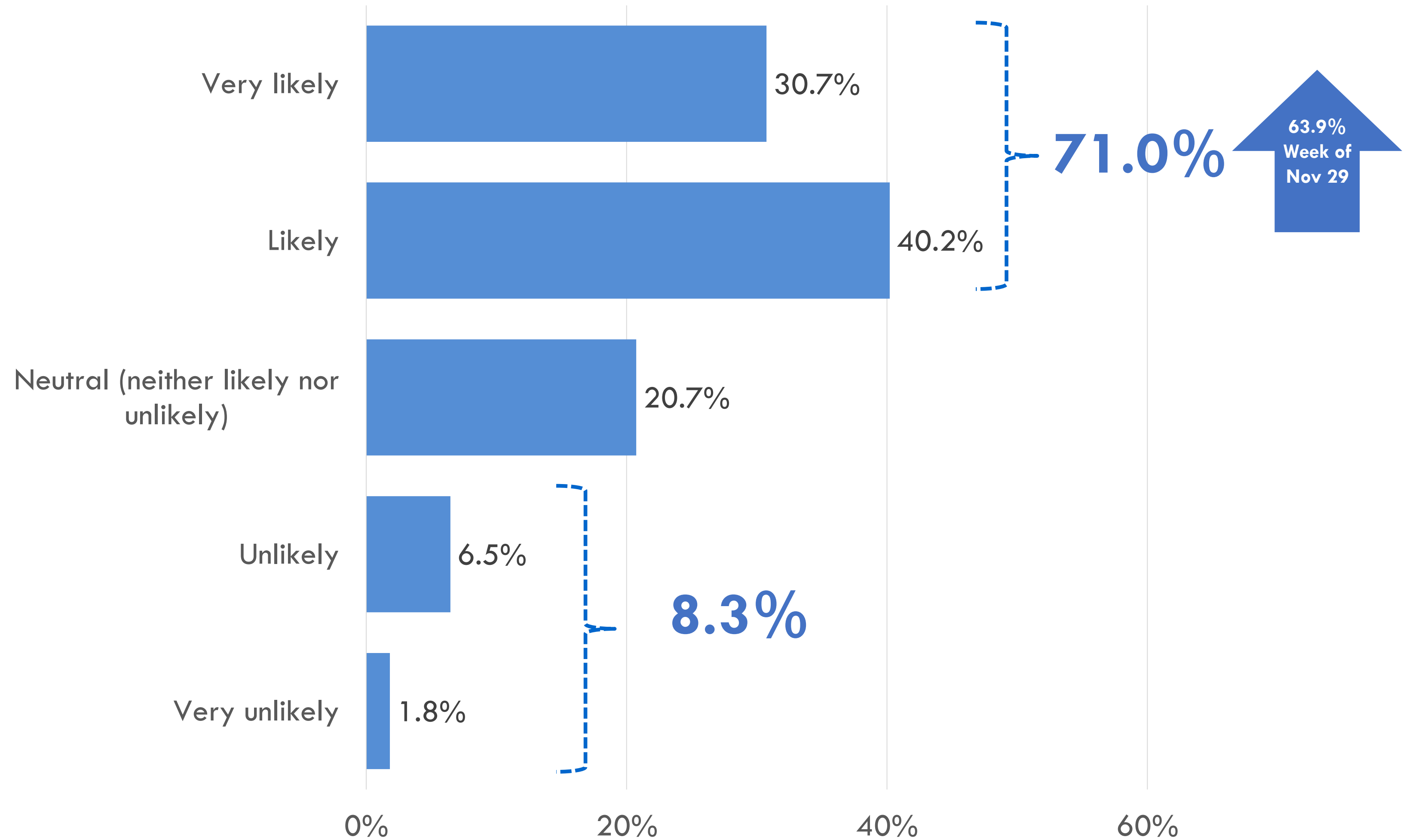
(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



LIKELIHOOD THAT COVID-19 WILL BE WITH US IN THE LONGER-TERM

Question: In your opinion, how likely is it that the COVID-19 issue will be with us for the longer-term (i.e., at least the next several years)? (Select one)

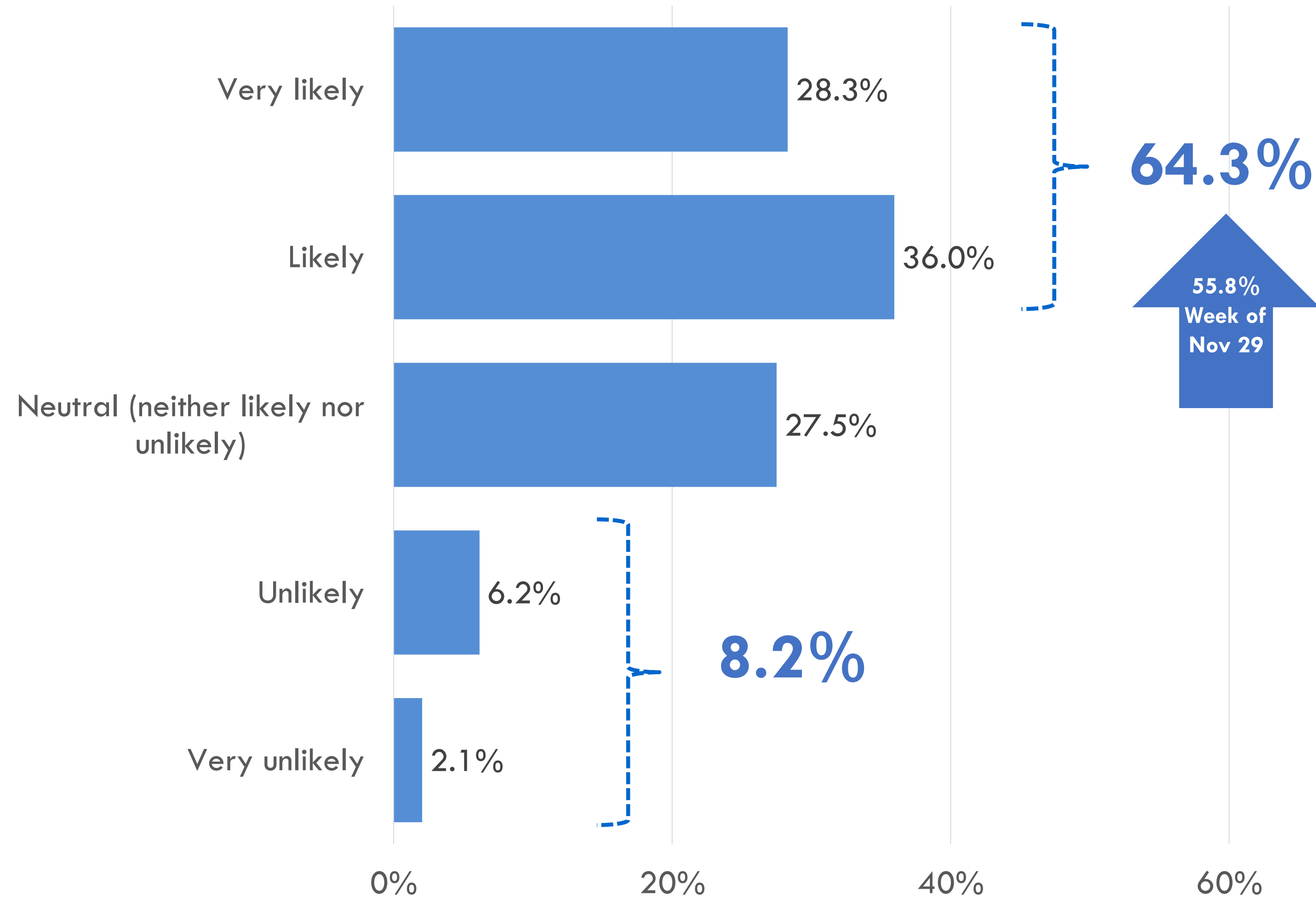
(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



LIKELIHOOD THE U.S. WILL FACE ANOTHER SIGNIFICANT WAVE OF COVID-19

Question: In your opinion, how likely is it that the USA will face another significant wave of COVID-19 at some point in the NEXT THREE (3) MONTHS? (Select one)

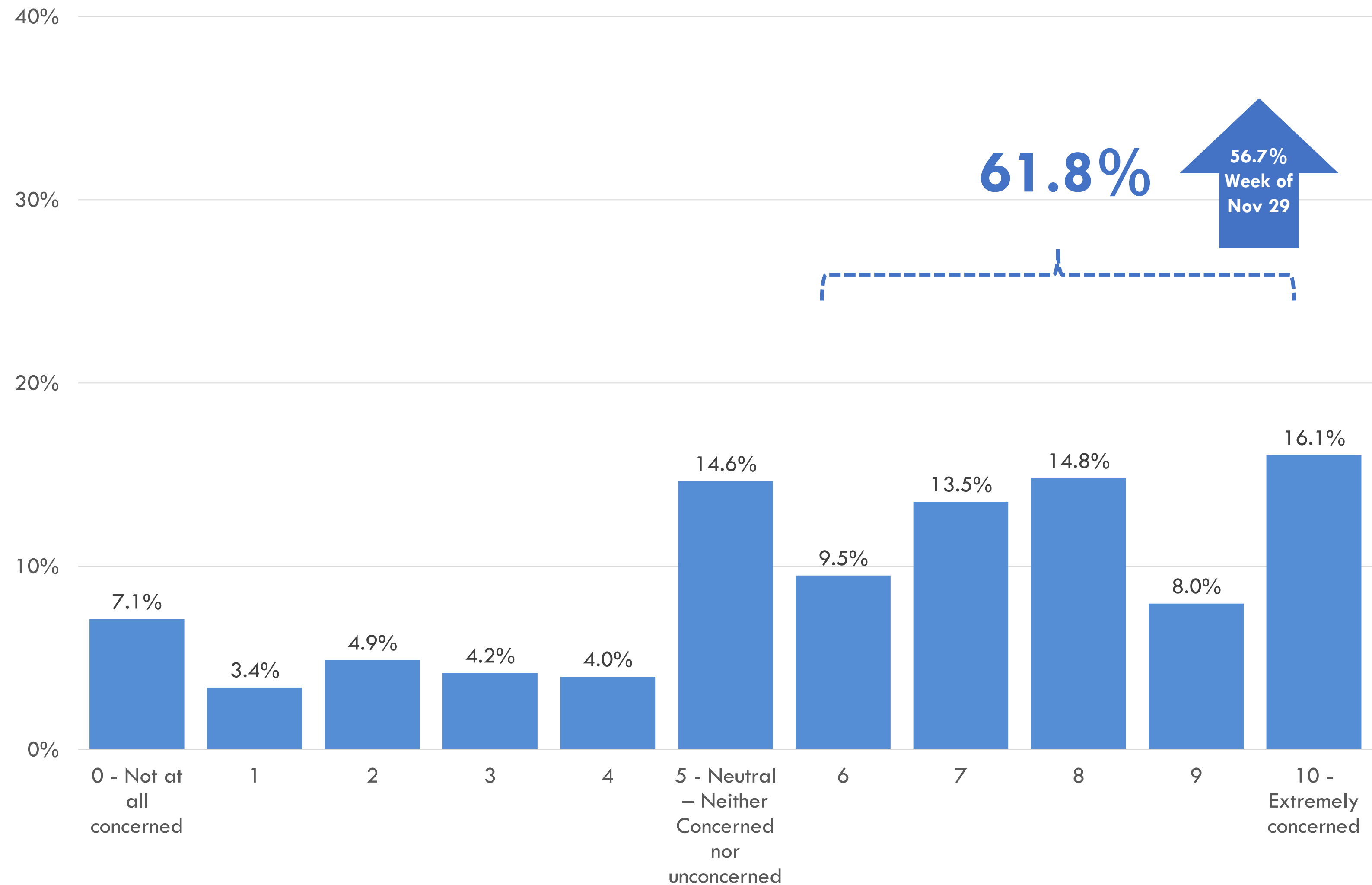
(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



PERSONAL HEALTH CONCERNS

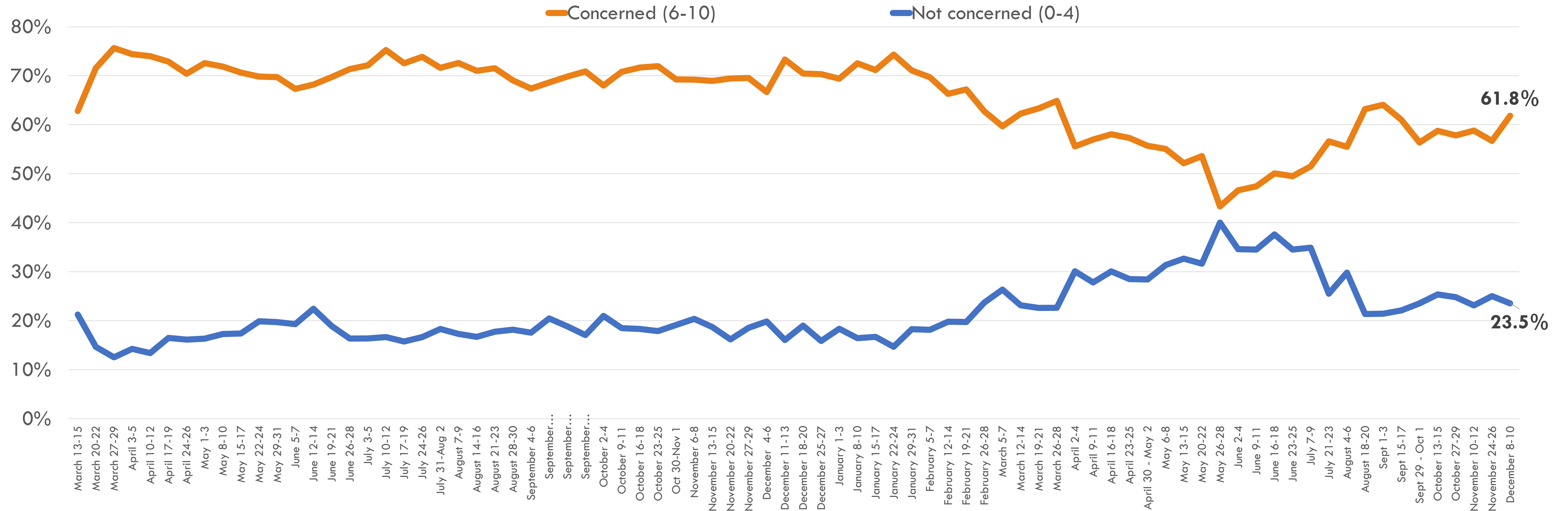
Question: Thinking about the current coronavirus situation, in general, **HOW CONCERNED ARE YOU PERSONALLY** about contracting the virus? (Please answer using the scale below)

(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



PERSONAL HEALTH CONCERNS (MAR 2020 – DEC 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)

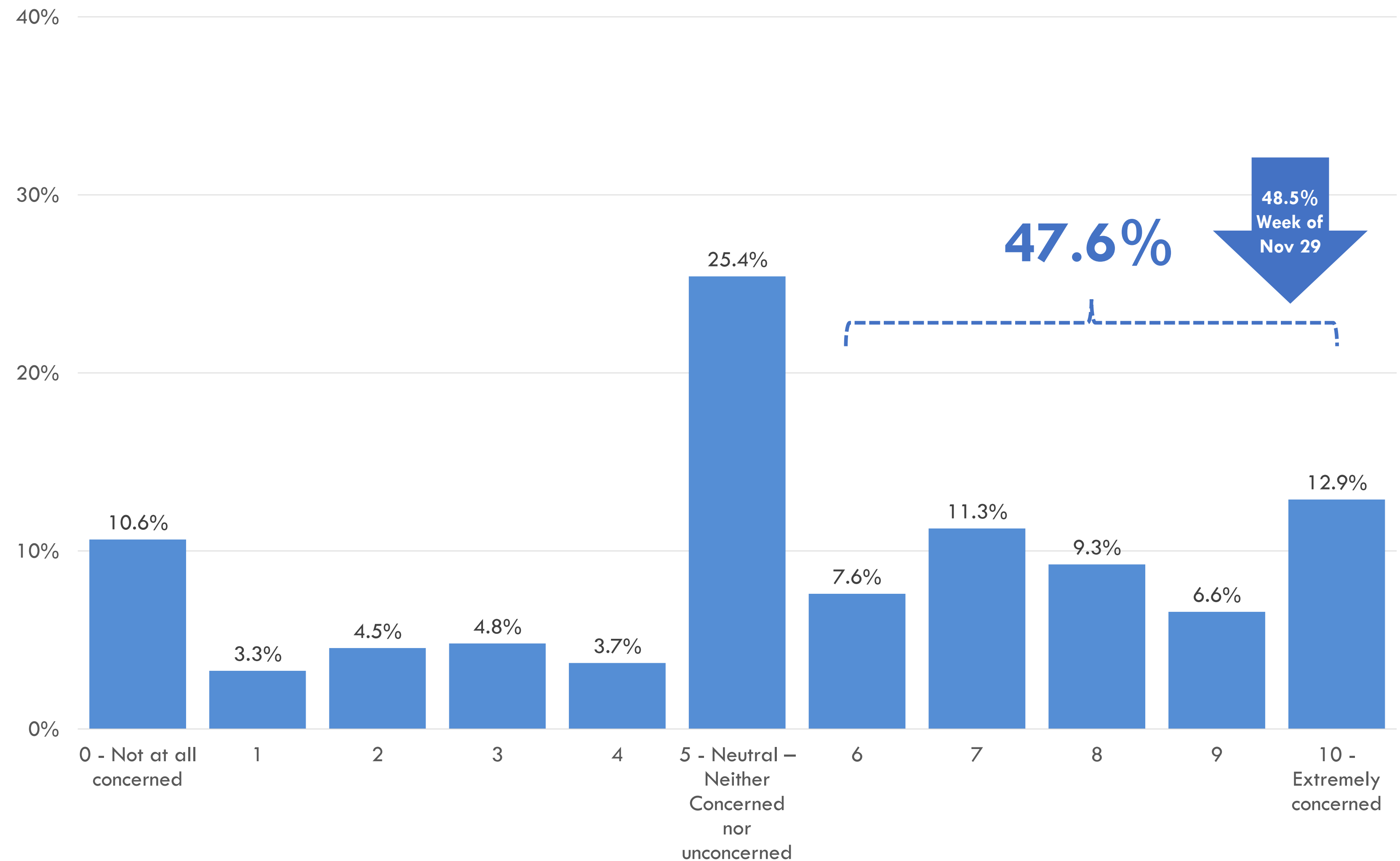


(Base: Waves 1-80. All respondents, 1,200+ completed surveys each wave.)

CONCERNS ABOUT PERSONAL FINANCES

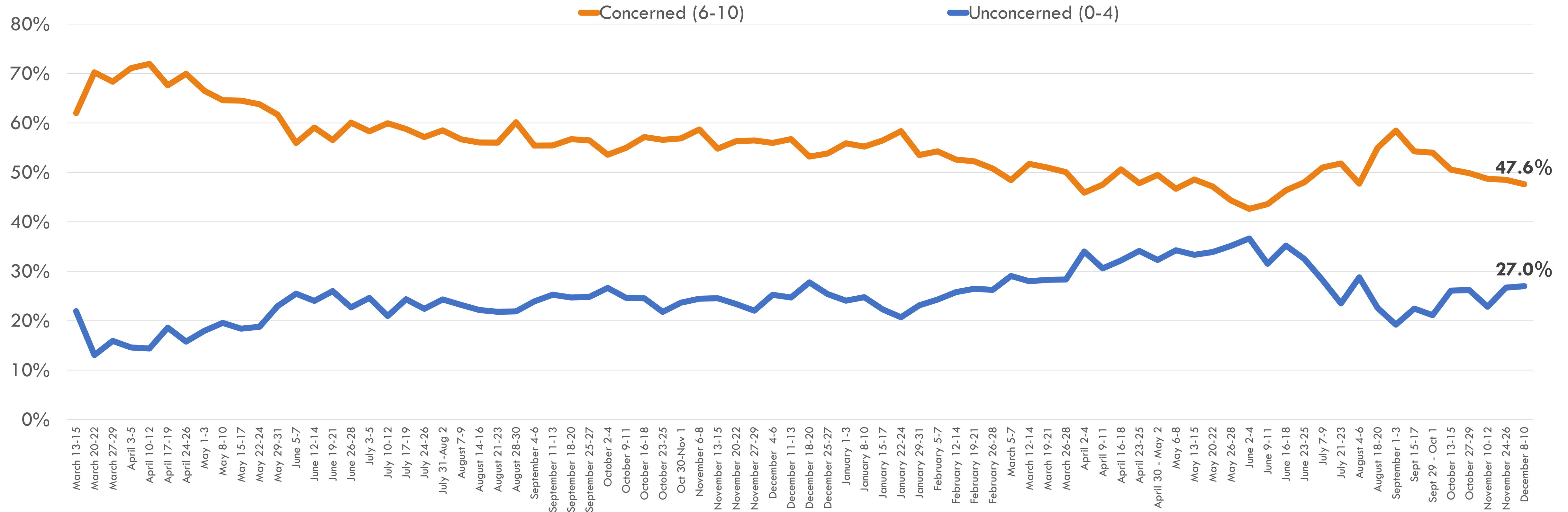
Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on your **PERSONAL FINANCES?** (Please answer using the scale below)

(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



CONCERNS ABOUT PERSONAL FINANCES (MAR 2020 – DEC 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)



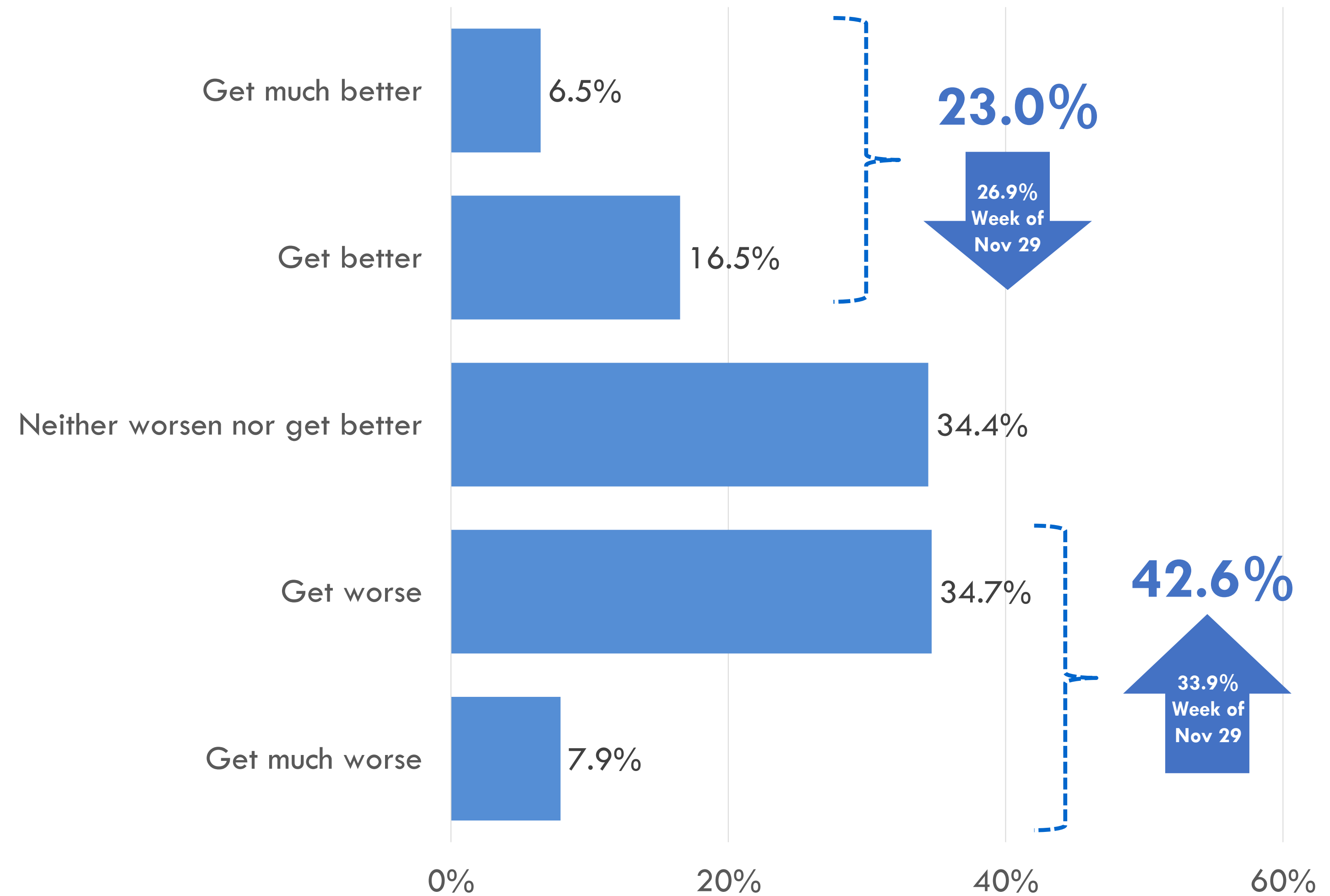
(Base: Waves 1-80. All respondents, 1,200+ completed surveys each wave.)

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 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)

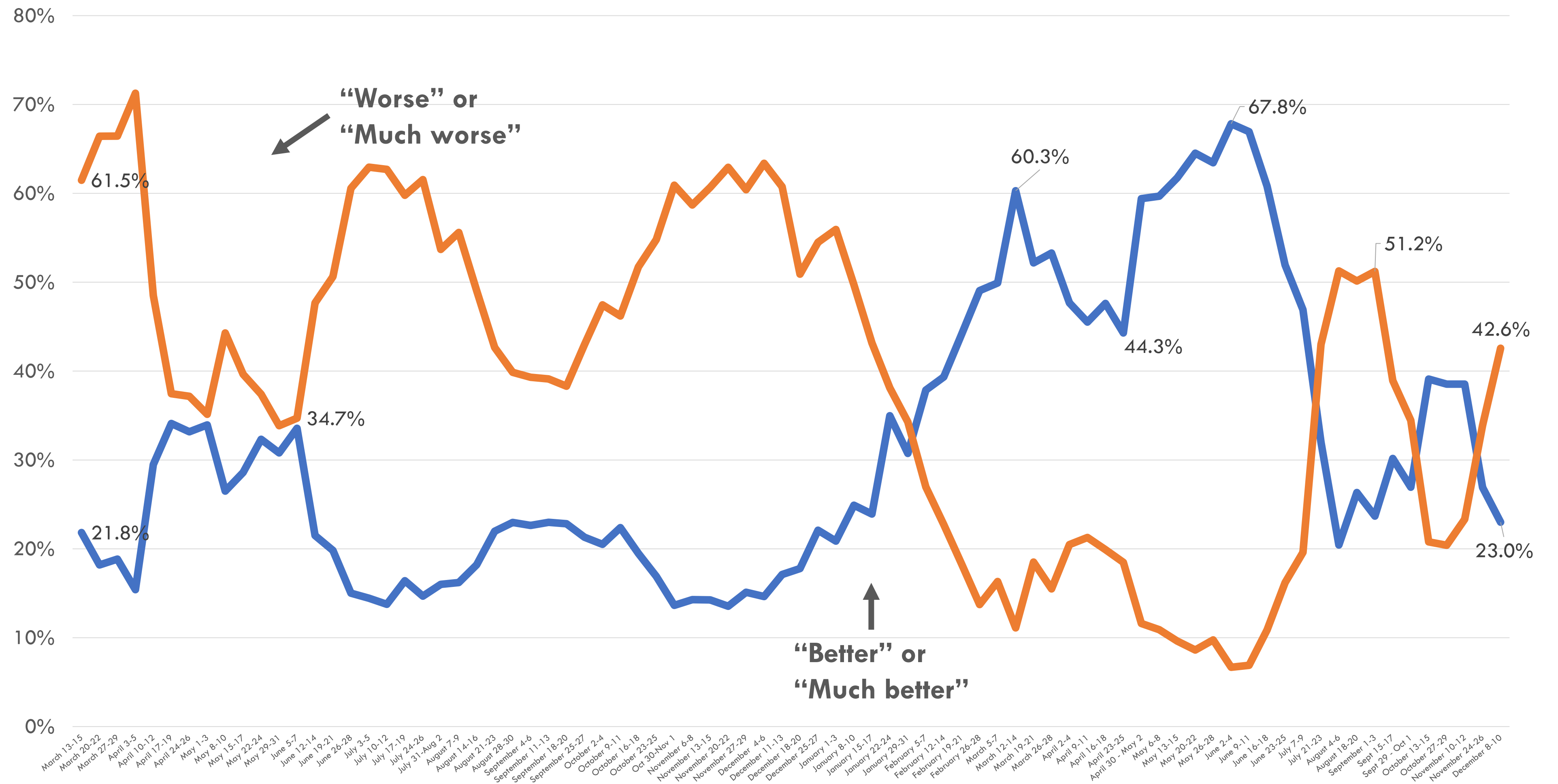


EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-80)

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 1-80. All respondents, 1,200+ completed surveys each wave.)

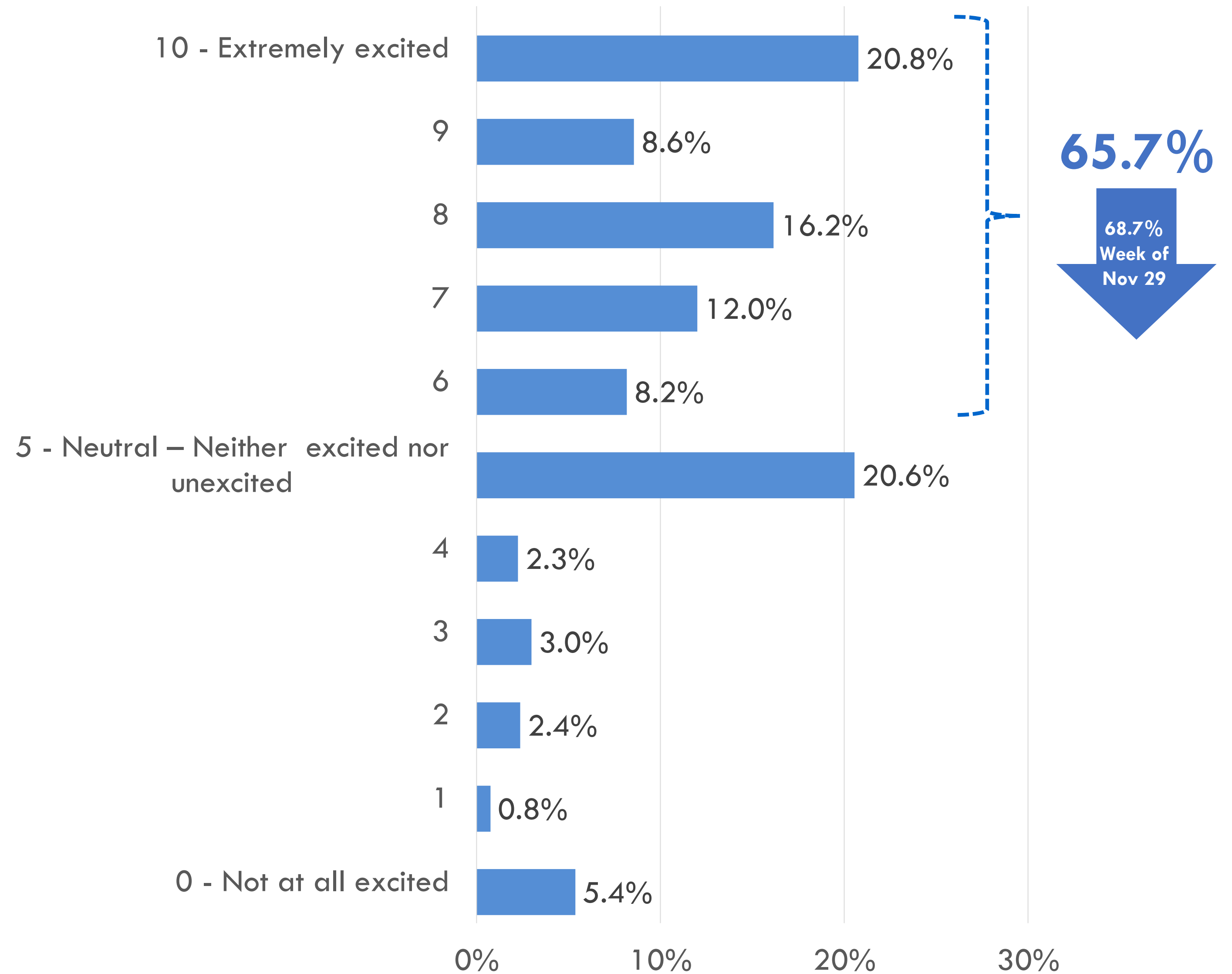


EXCITEMENT TO TRAVEL NOW

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)

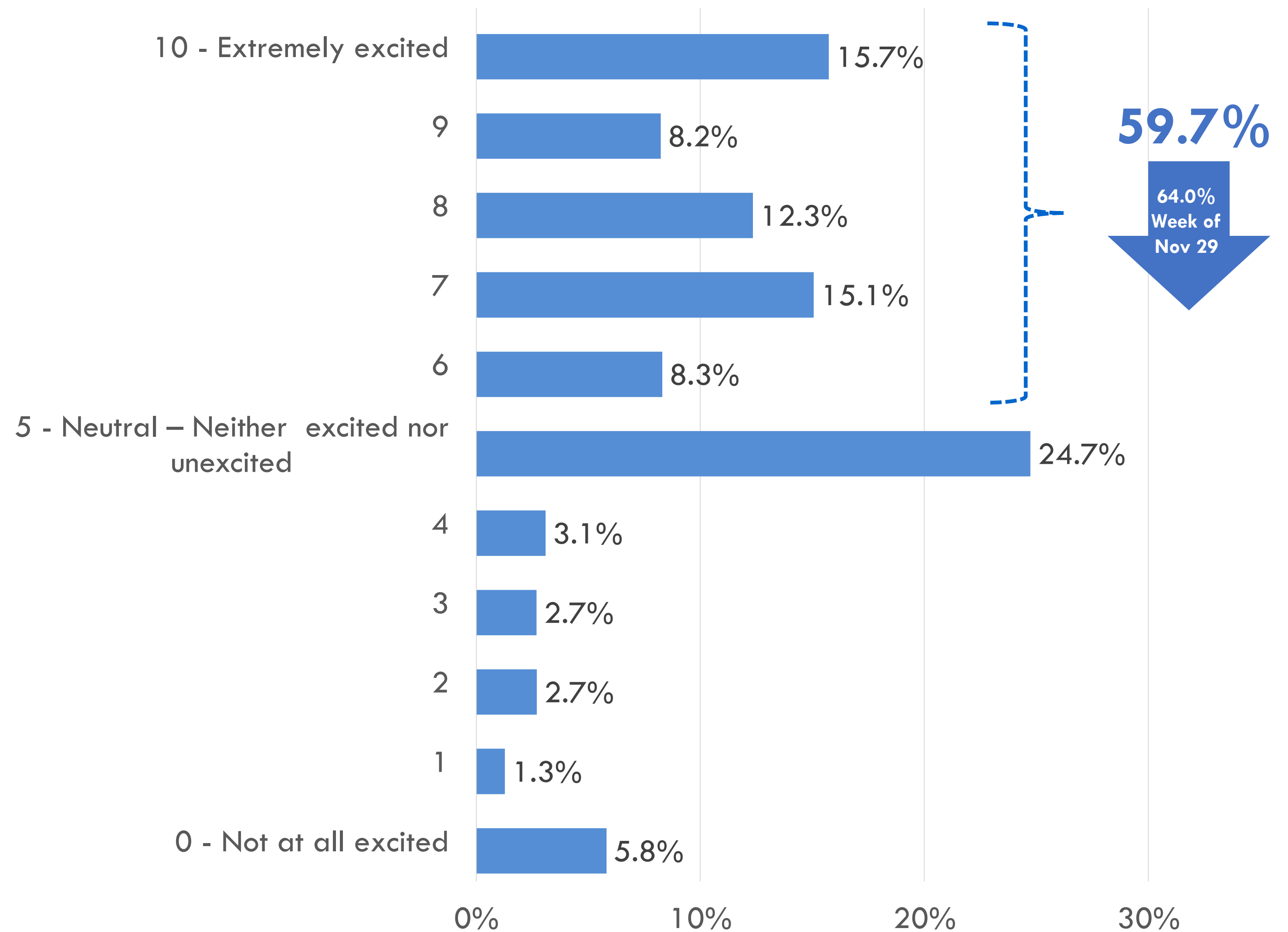
(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



OPENNESS TO TRAVEL INSPIRATION

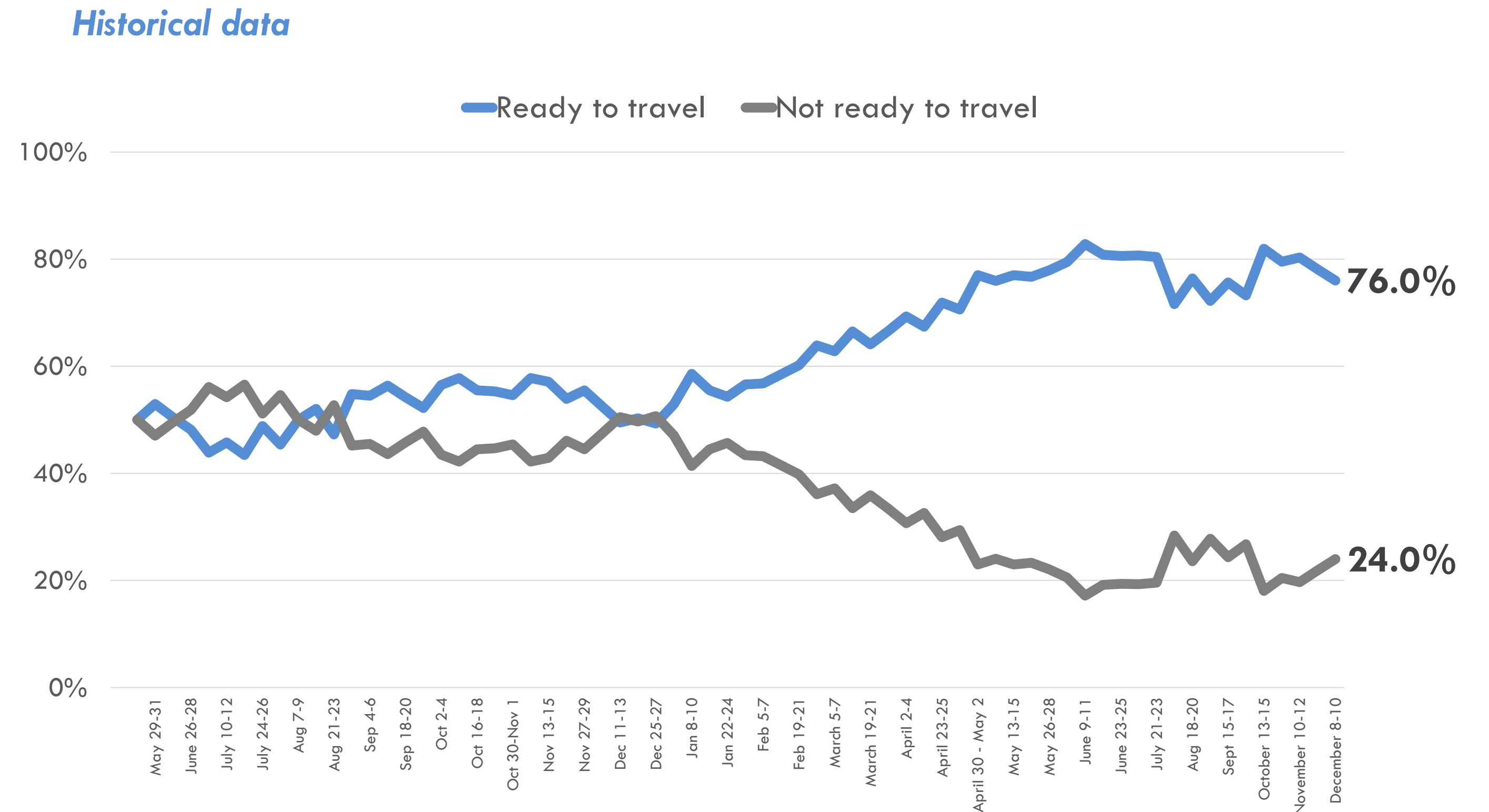
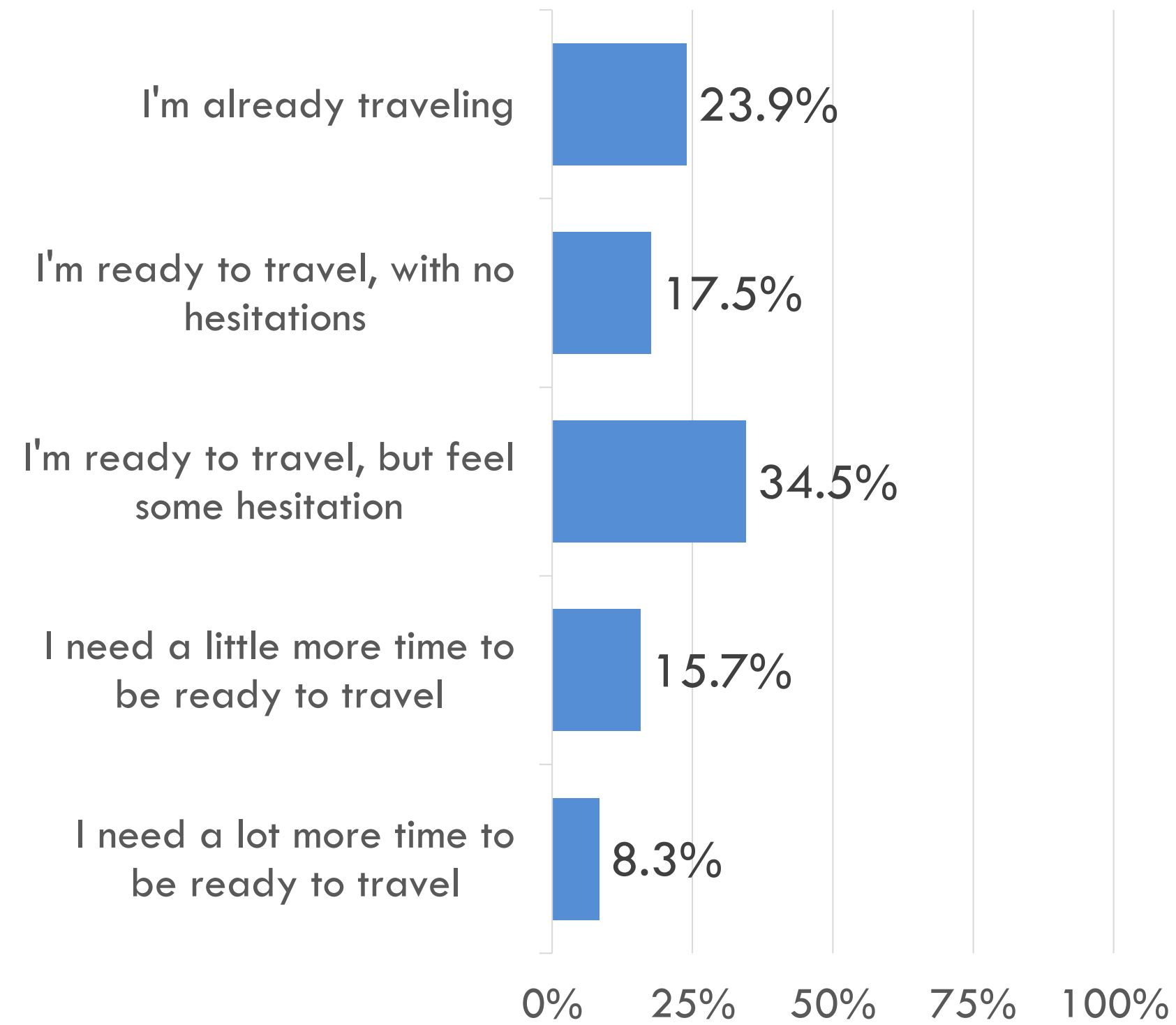
Question: At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?

(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



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: Wave 80 data. All respondents, 1,201 completed surveys.

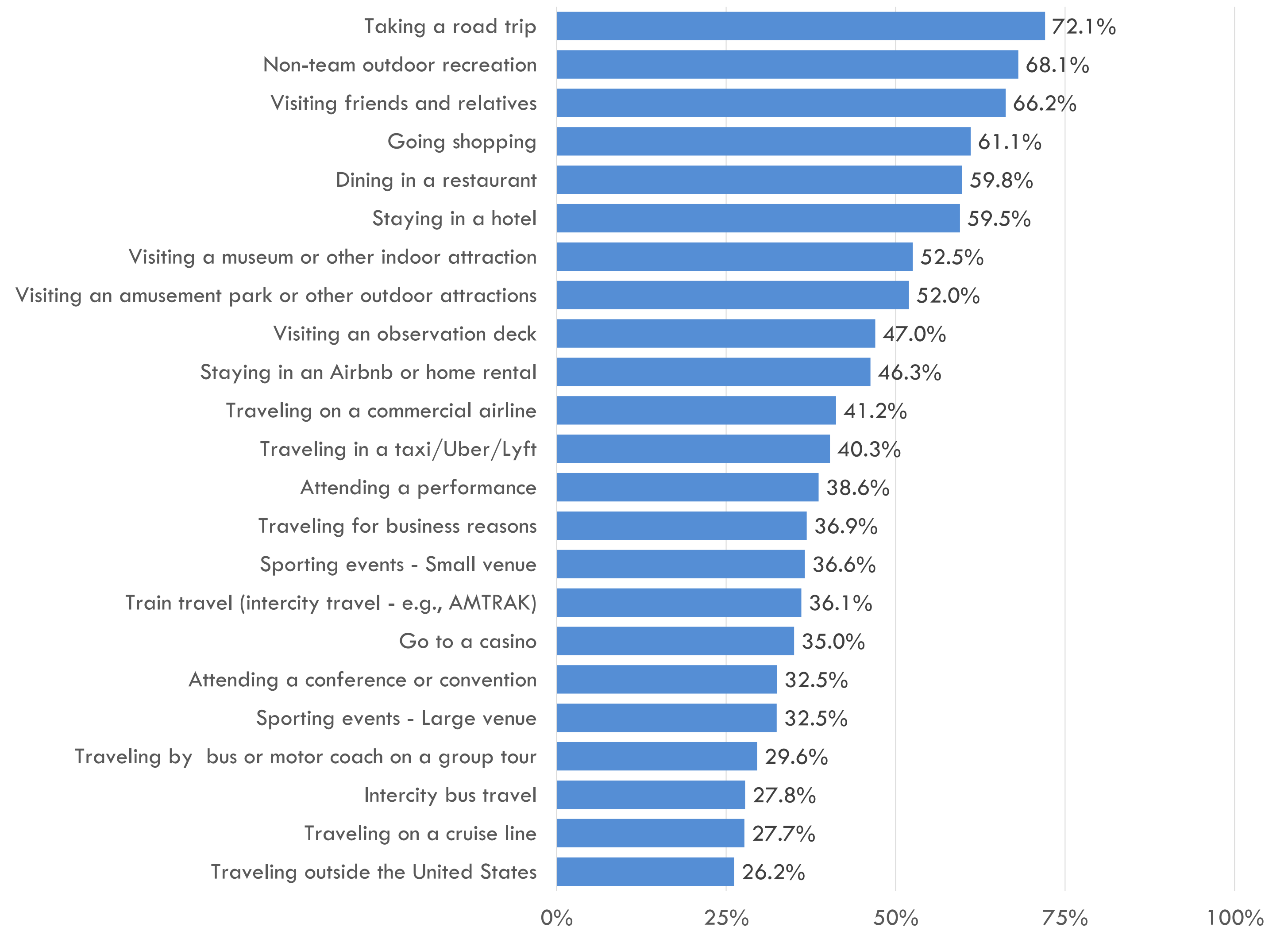
Data collected December 8-10, 2021)

SAFETY PERCEPTIONS OF TRAVEL ACTIVITIES

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

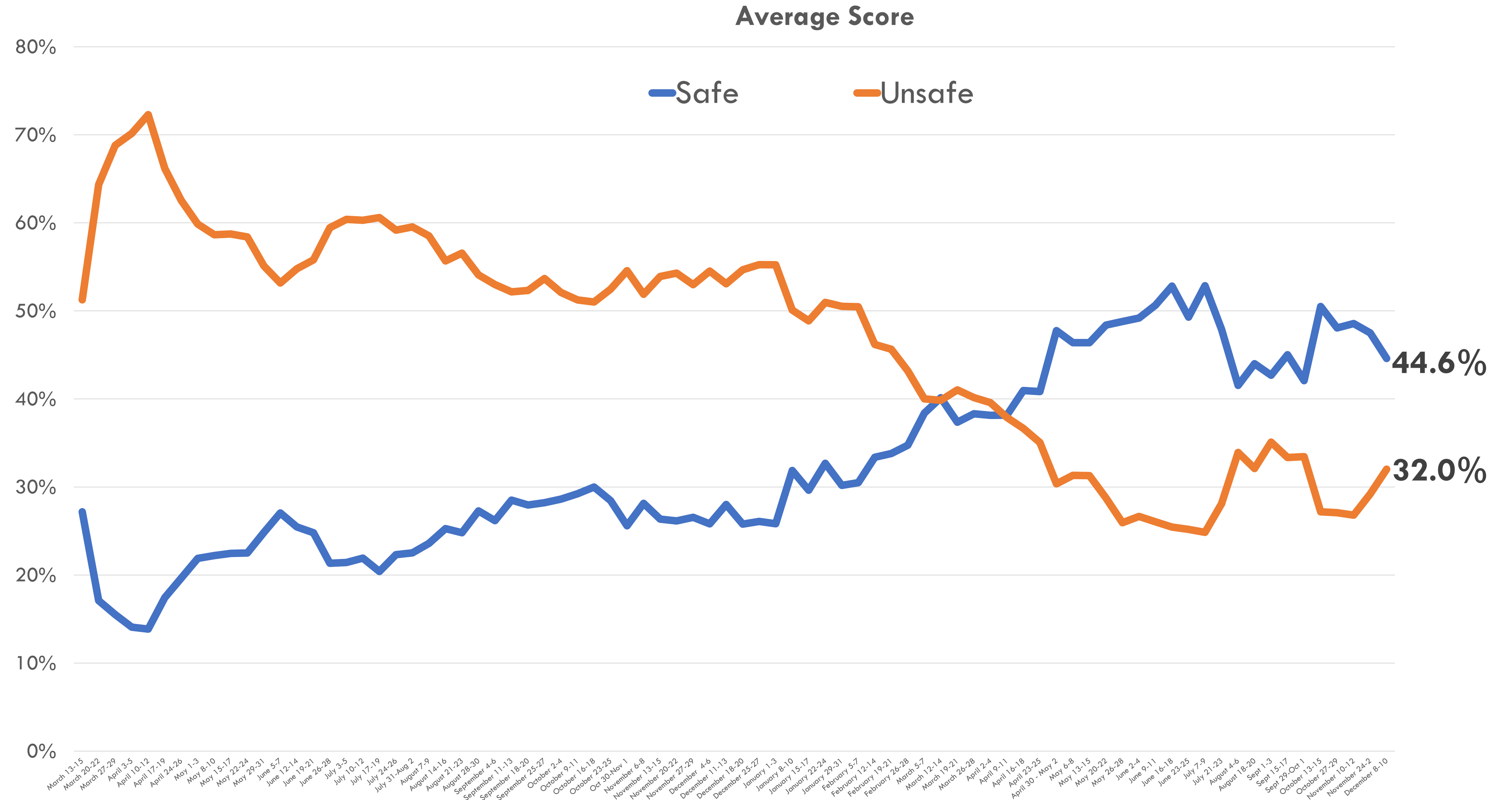
(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)

Top 2 Box Score—% Selecting “Somewhat safe” or “Very safe”



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

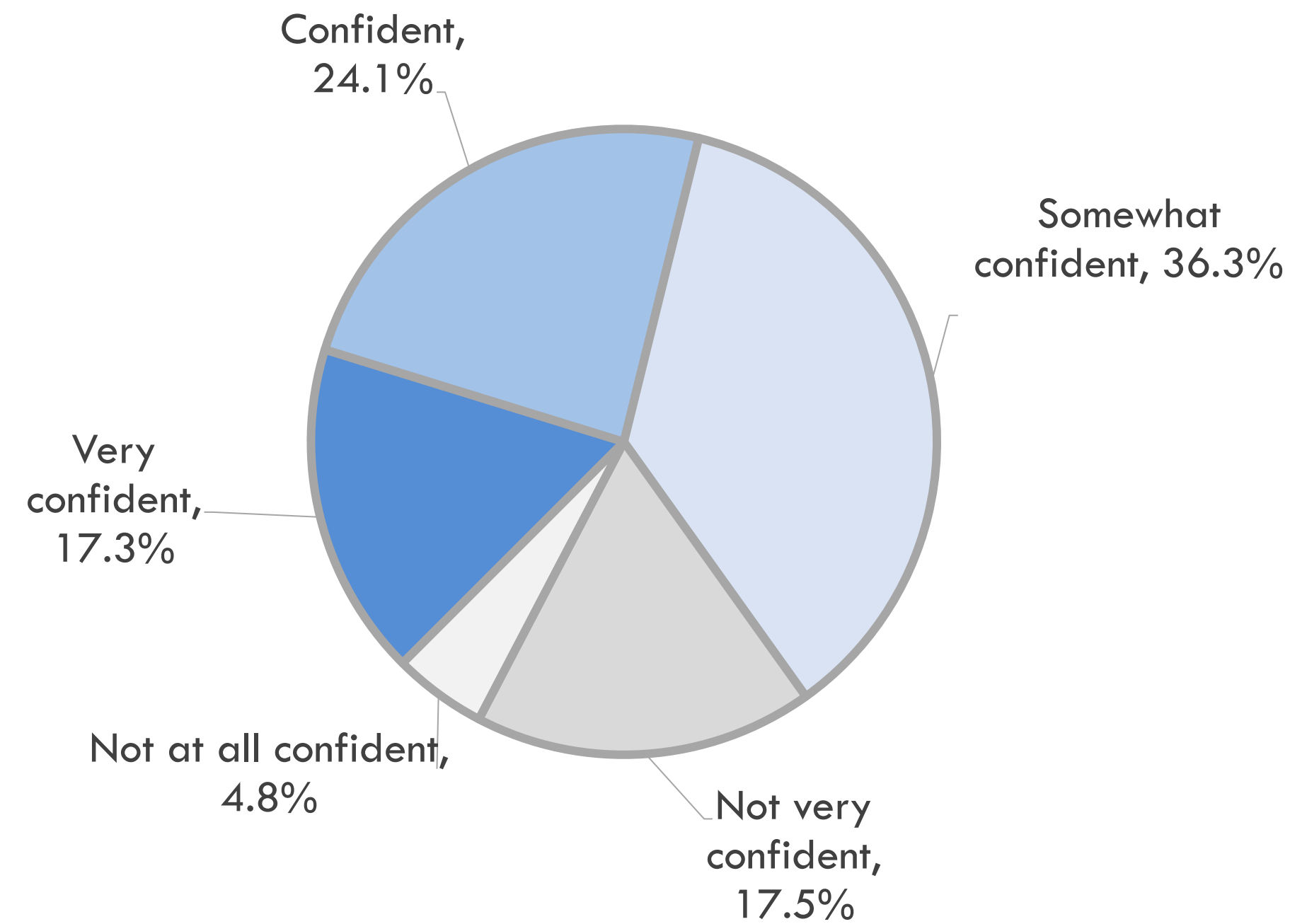
Question: At this moment, how safe would you feel doing each type of travel activity?



(Base: Waves 1-80. All respondents, 1,200+ completed surveys each wave.)

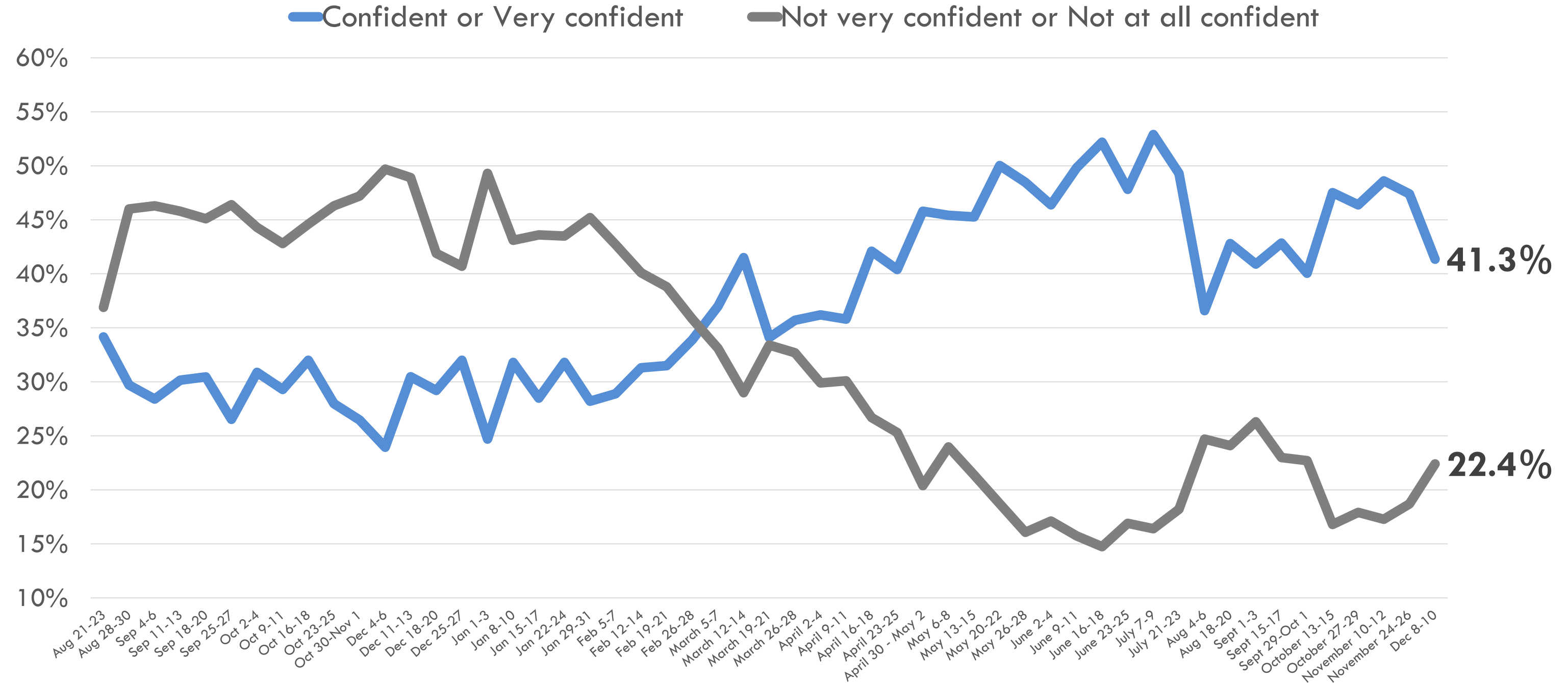
CONFIDENCE IN ABILITY TO TRAVEL SAFELY

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



(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)

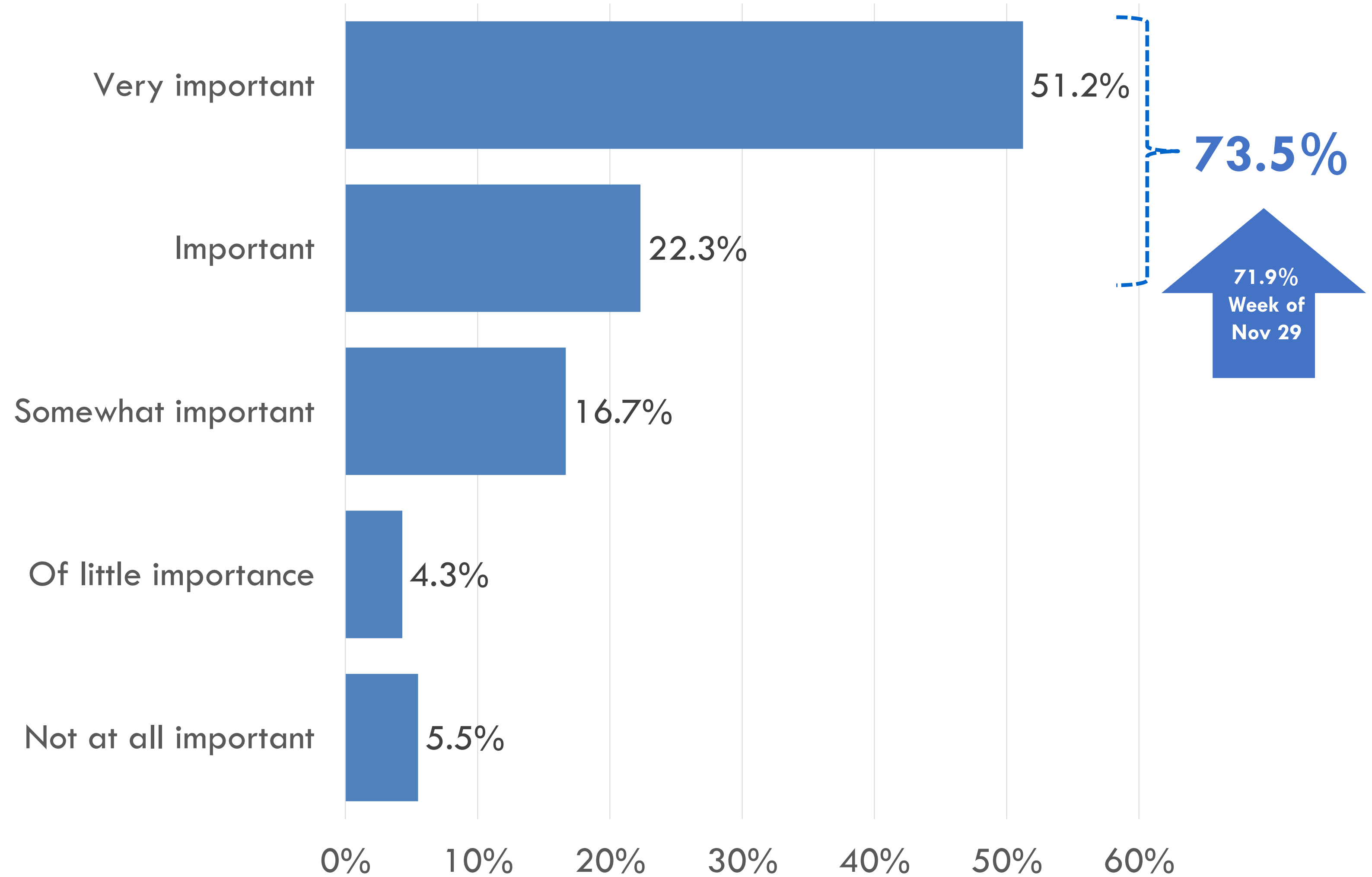
Historical data



IMPORTANCE OF COVID-19 SAFETY PROTOCOLS CONTINUATION

Question: How important is it to you that the destinations you visit are continuing to maintain careful COVID-19 safety protocols and practices? (Select one)

(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



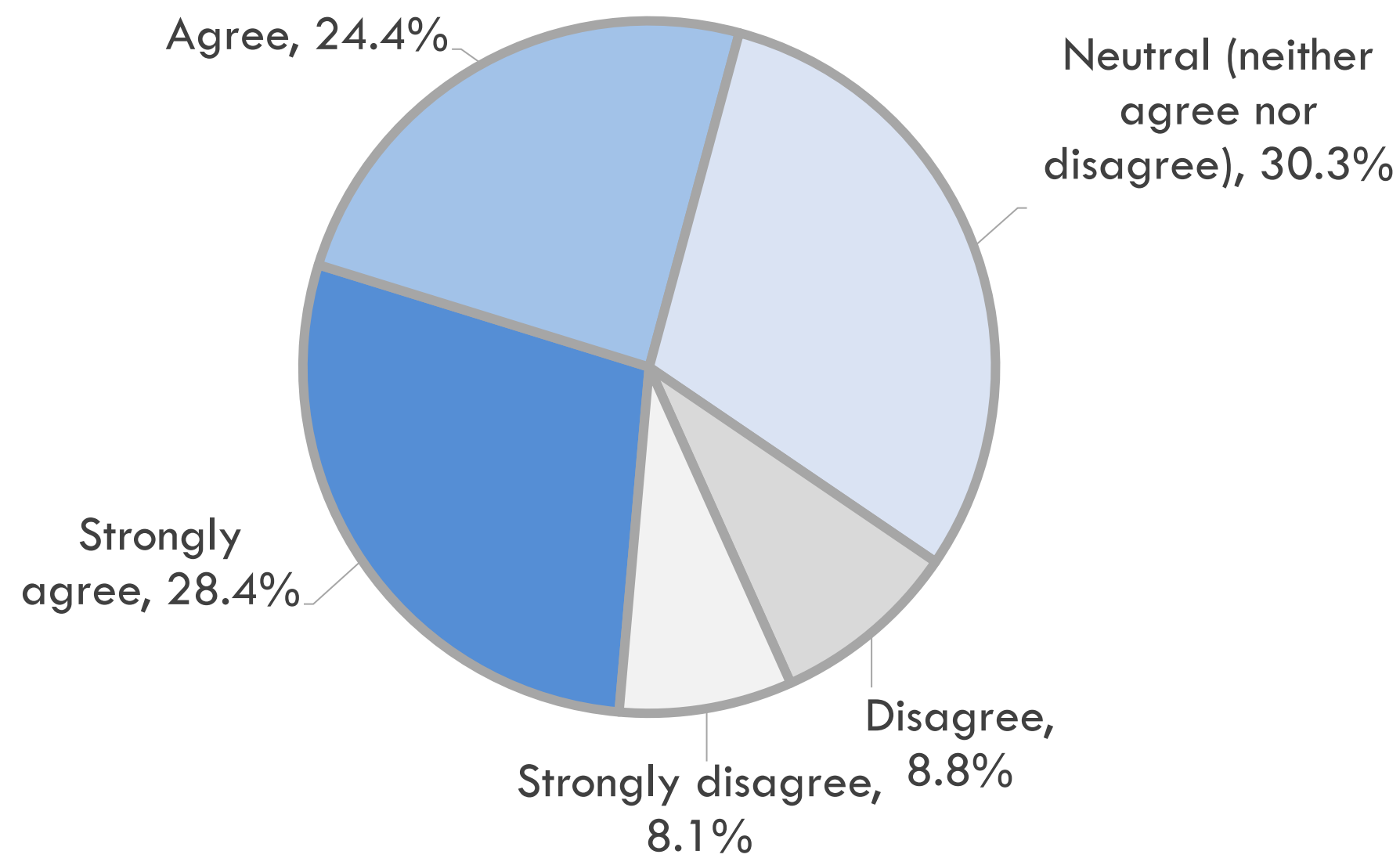


TRAVEL AVOIDANCE

AVOIDING CONVENTIONS & CONFERENCES

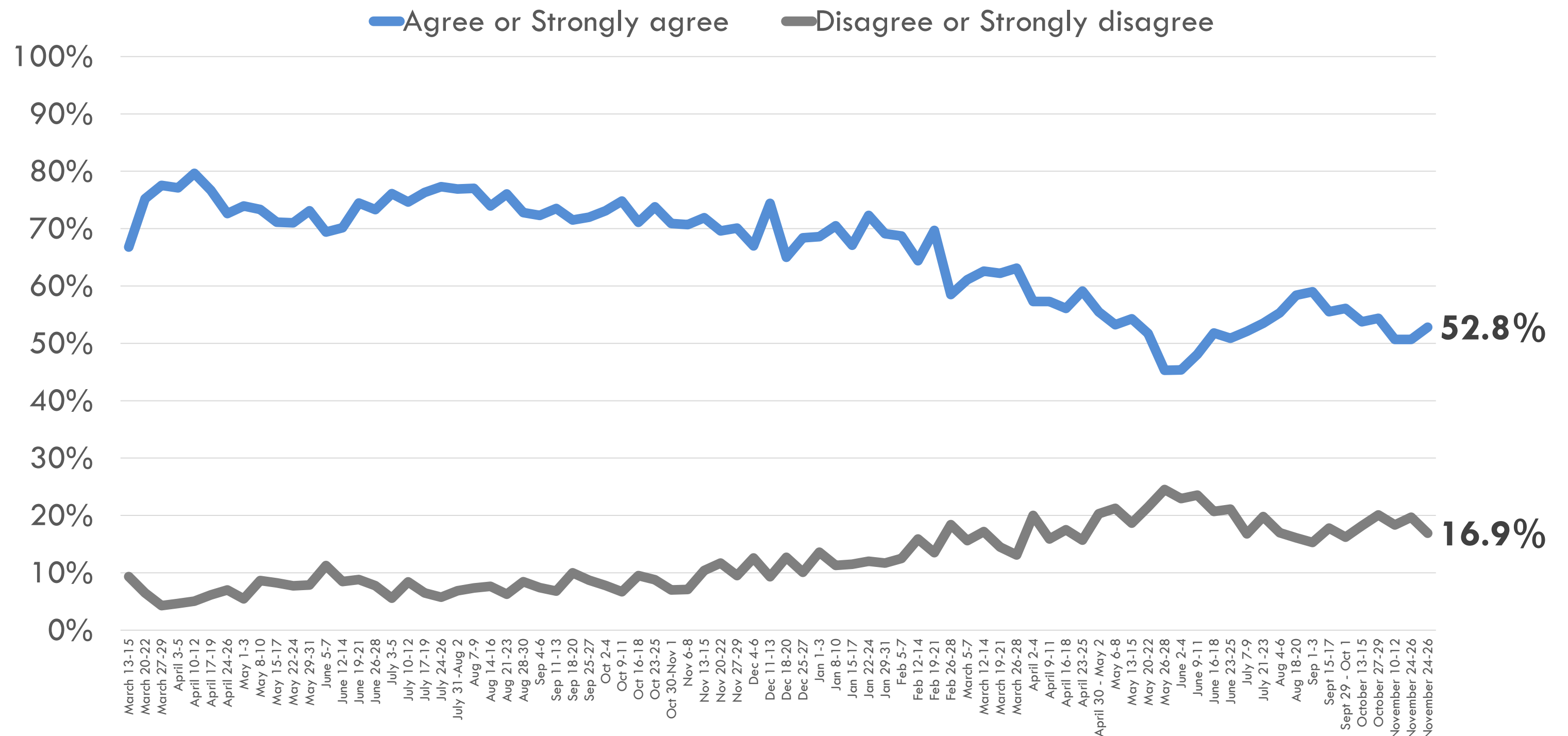
How much do you agree with the following statement?

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



(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)

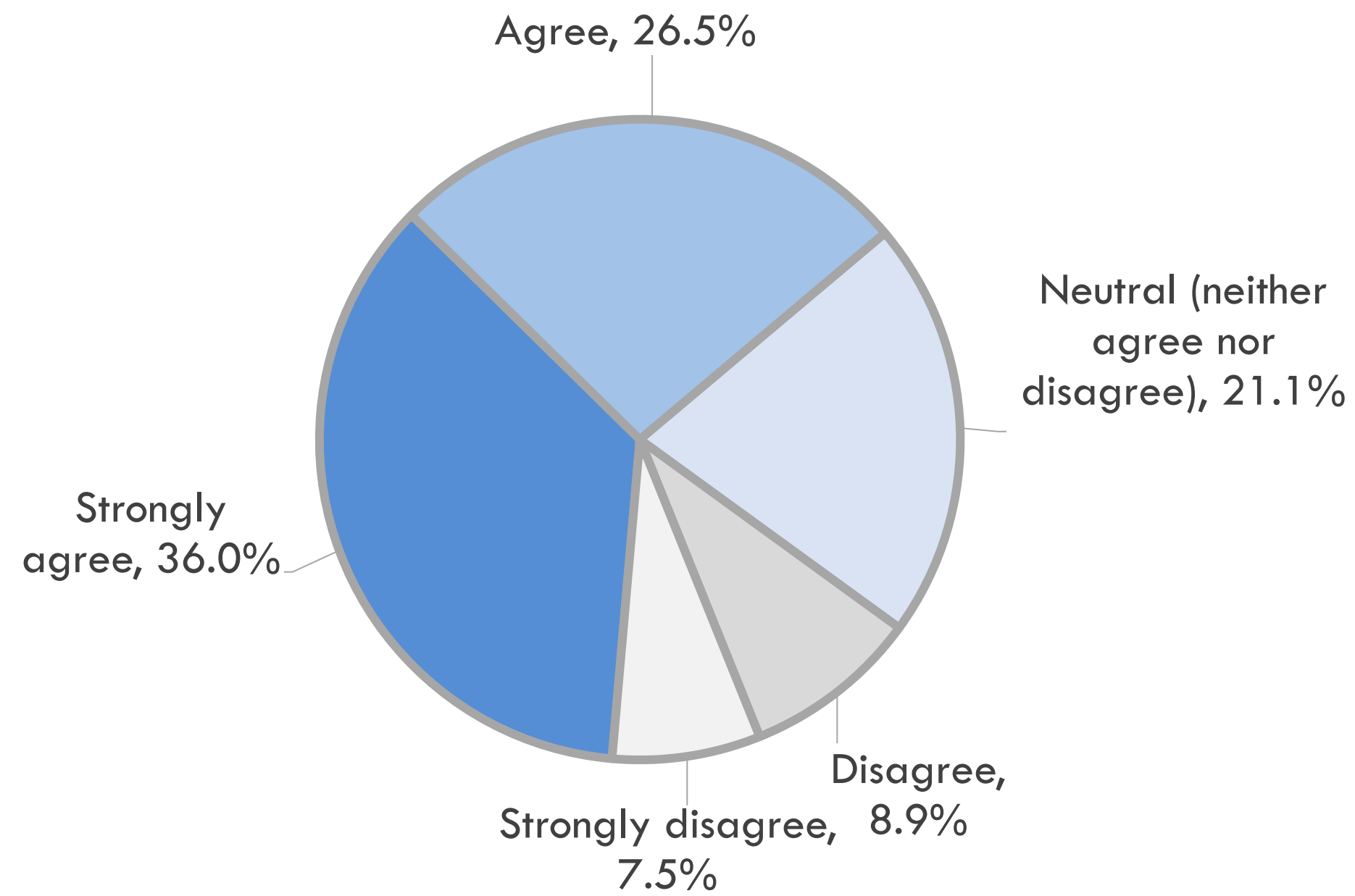
Historical data



AVOIDING INTERNATIONAL TRAVEL

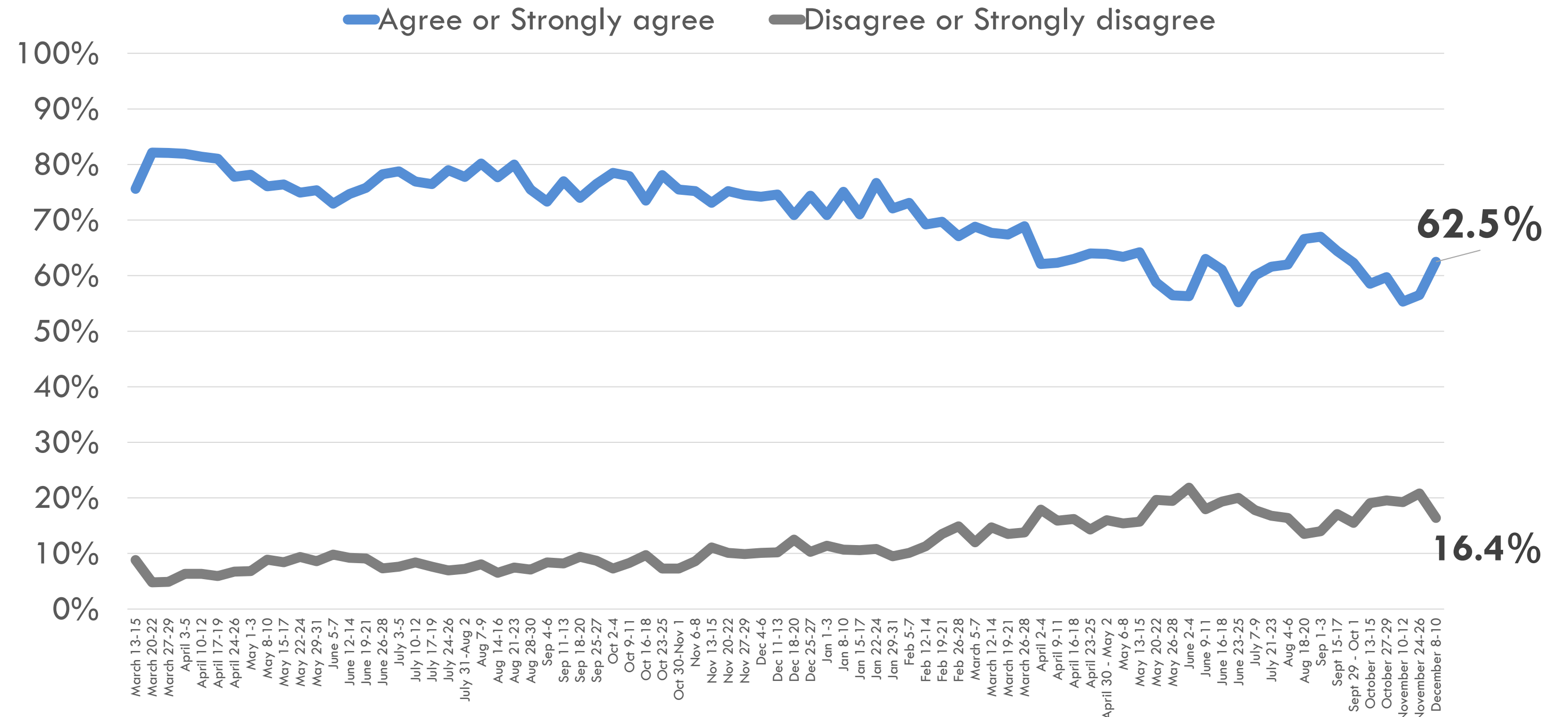
How much do you agree with the following statement?

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



(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)

Historical data



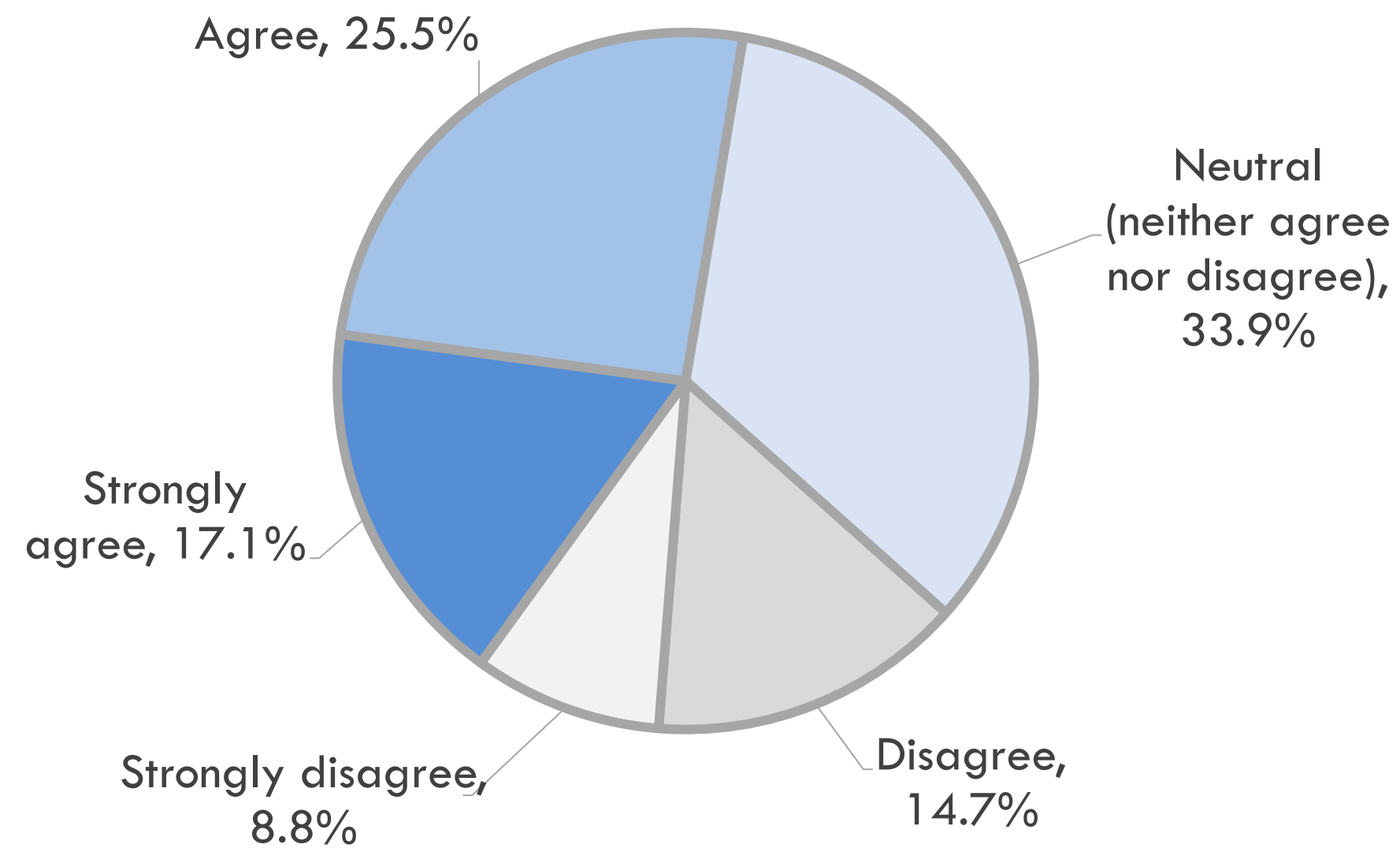
RESIDENT SENTIMENT



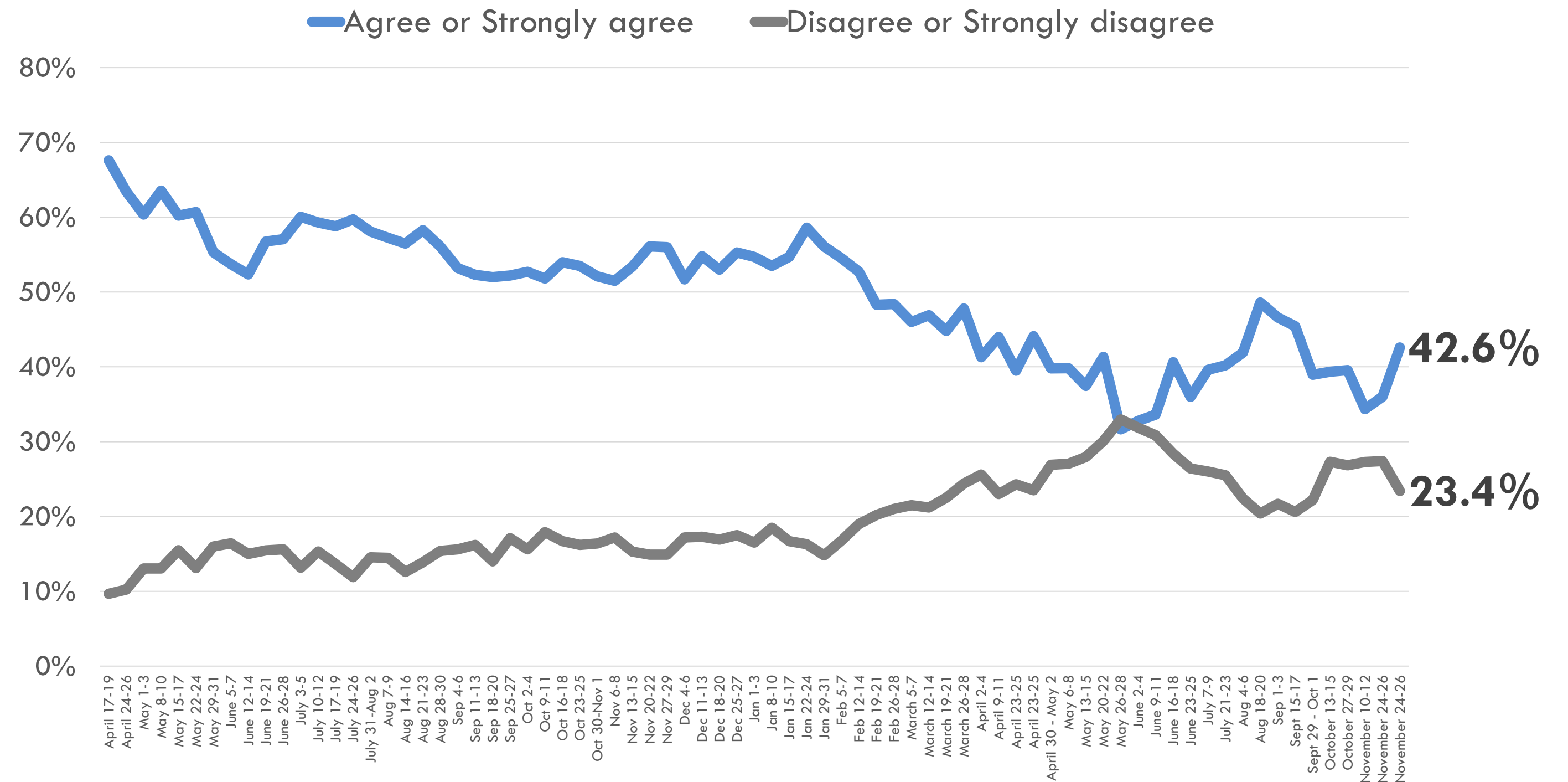
TRAVELERS IN COMMUNITY ARE UNWANTED

How much do you agree with the following statement?

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



Historical data



(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)

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



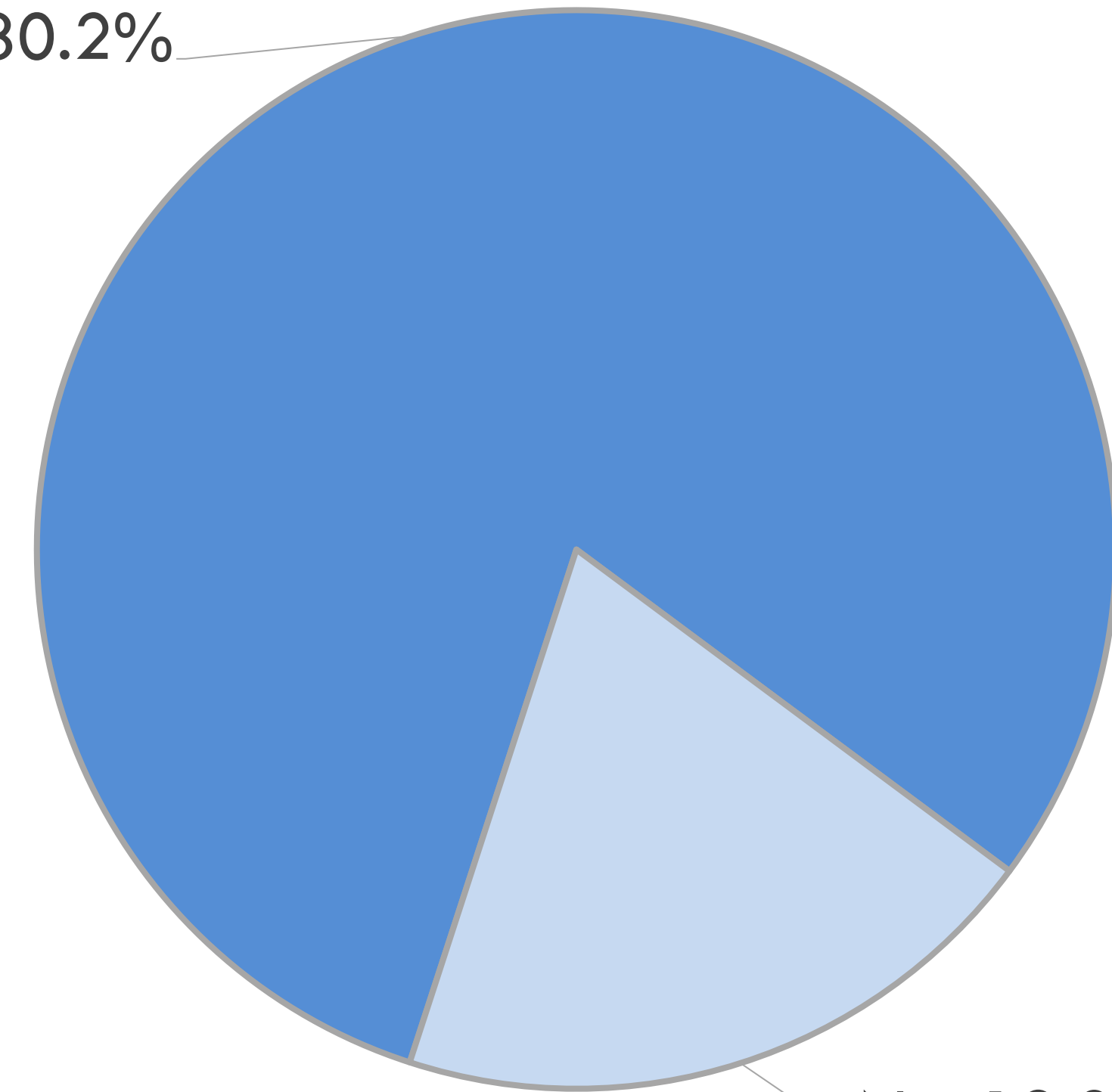
PERSONALLY RECEIVED A COVID-19 VACCINE

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

(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)

73.9%
Week of
Nov 29

Yes, 80.2%

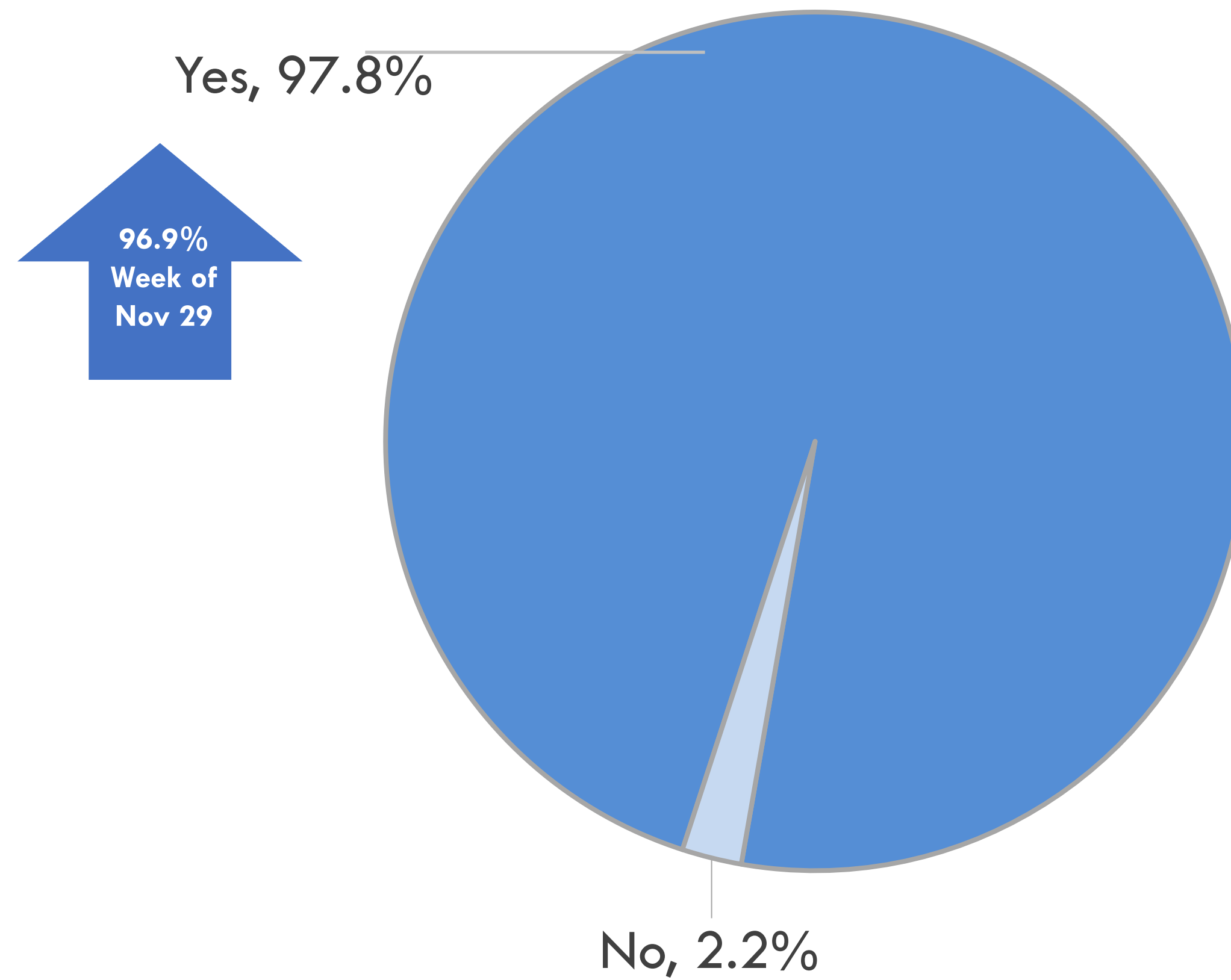


No, 19.8%

FULLY VACCINATED

Question: Are you fully vaccinated?

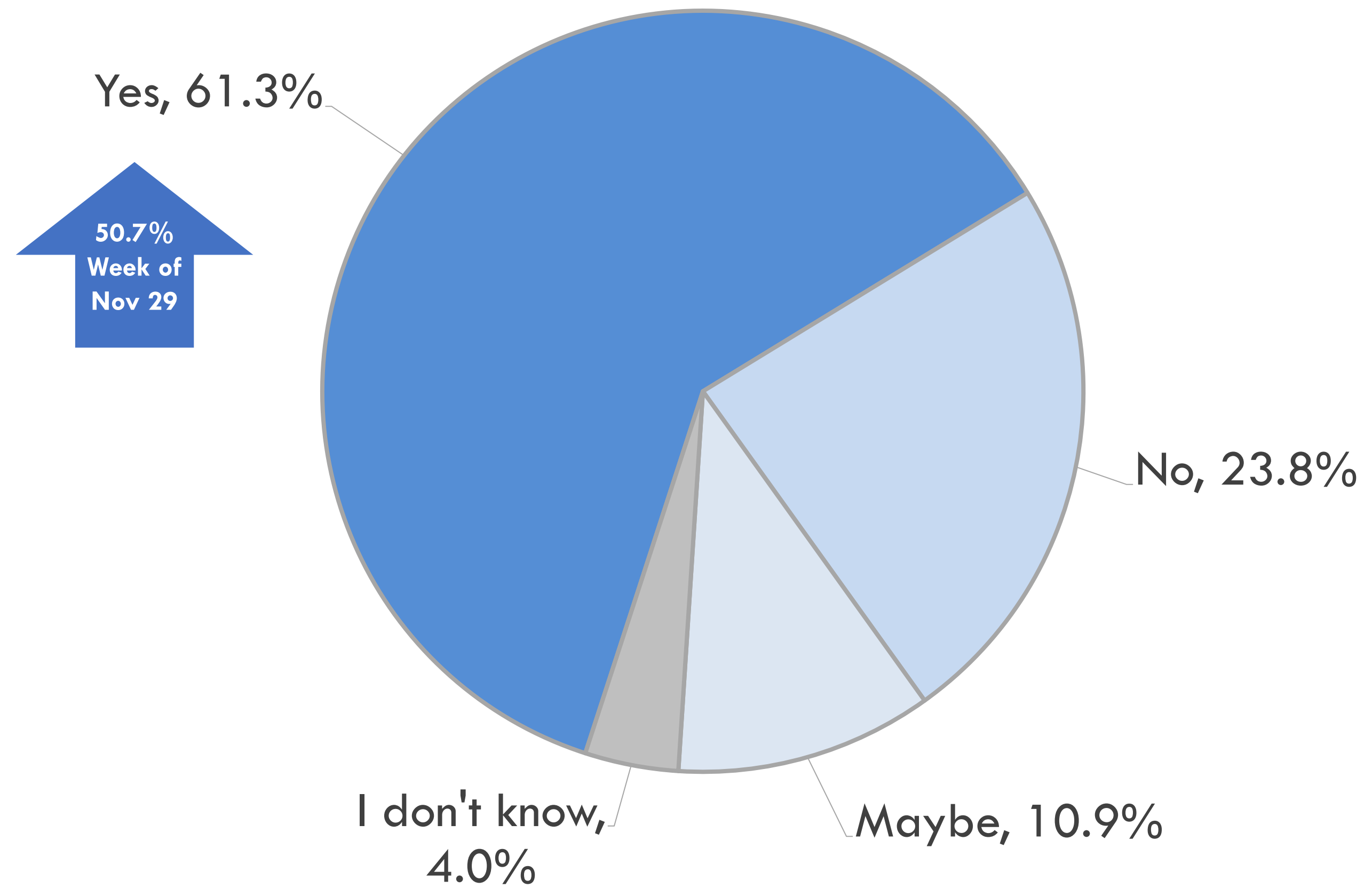
(Base: Wave 80 data. All vaccinated respondents, 984 completed surveys. Data collected December 8-10, 2021)



VACCINES FOR CHILDREN

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

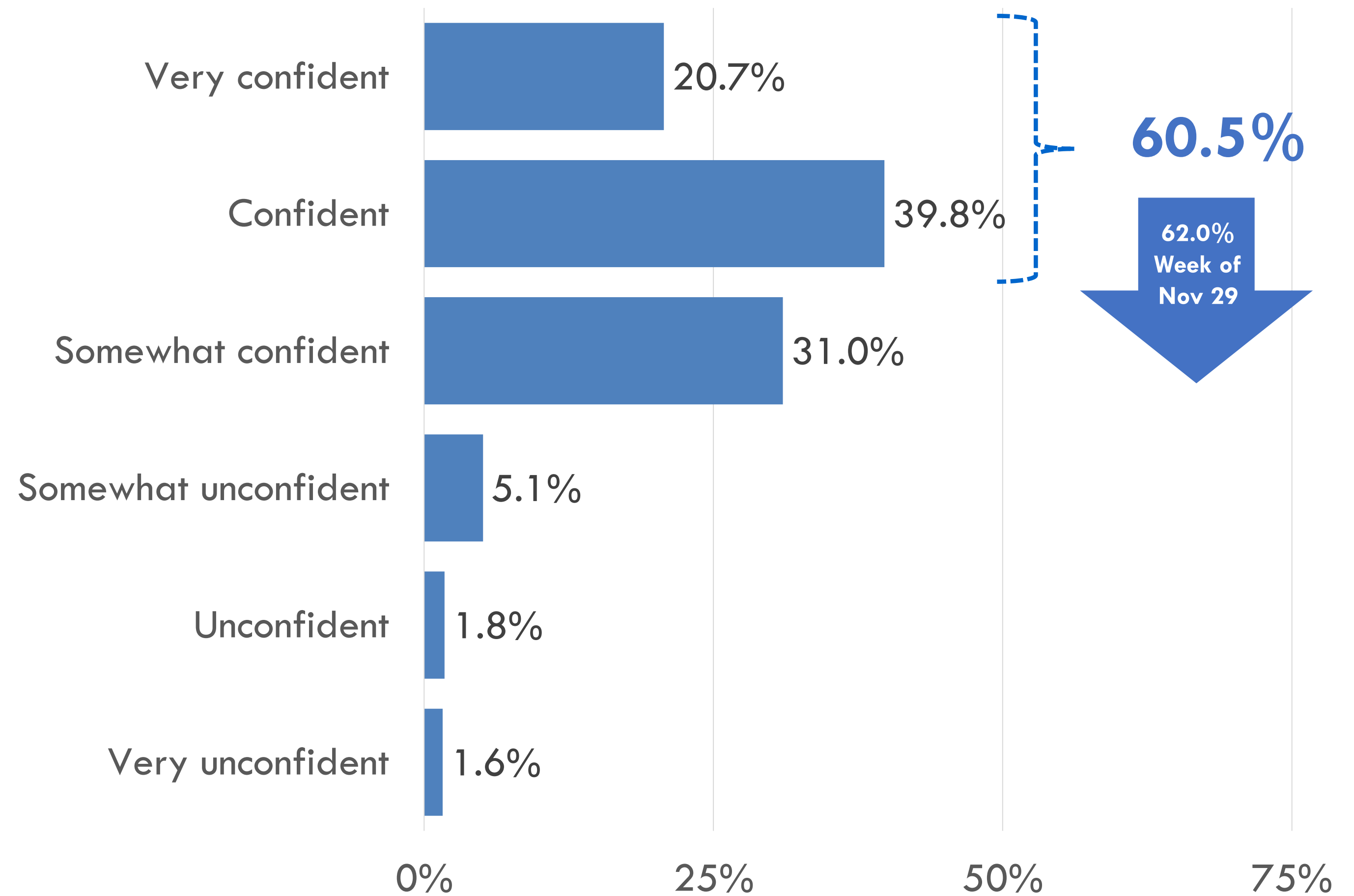
(Base: Wave 80 data. All respondents with school-aged children, 387 completed surveys.
Data collected December 8-10, 2021)



CONFIDENCE IN SAFETY PROVIDED BY THE VACCINE

Question: How confident do you feel in the protection against COVID-19 your vaccination is providing you? (Select one)

(Base: Wave 80 data. Respondents who have received the COVID-19 vaccine, 984 completed surveys. Data collected December 8-10, 2021)



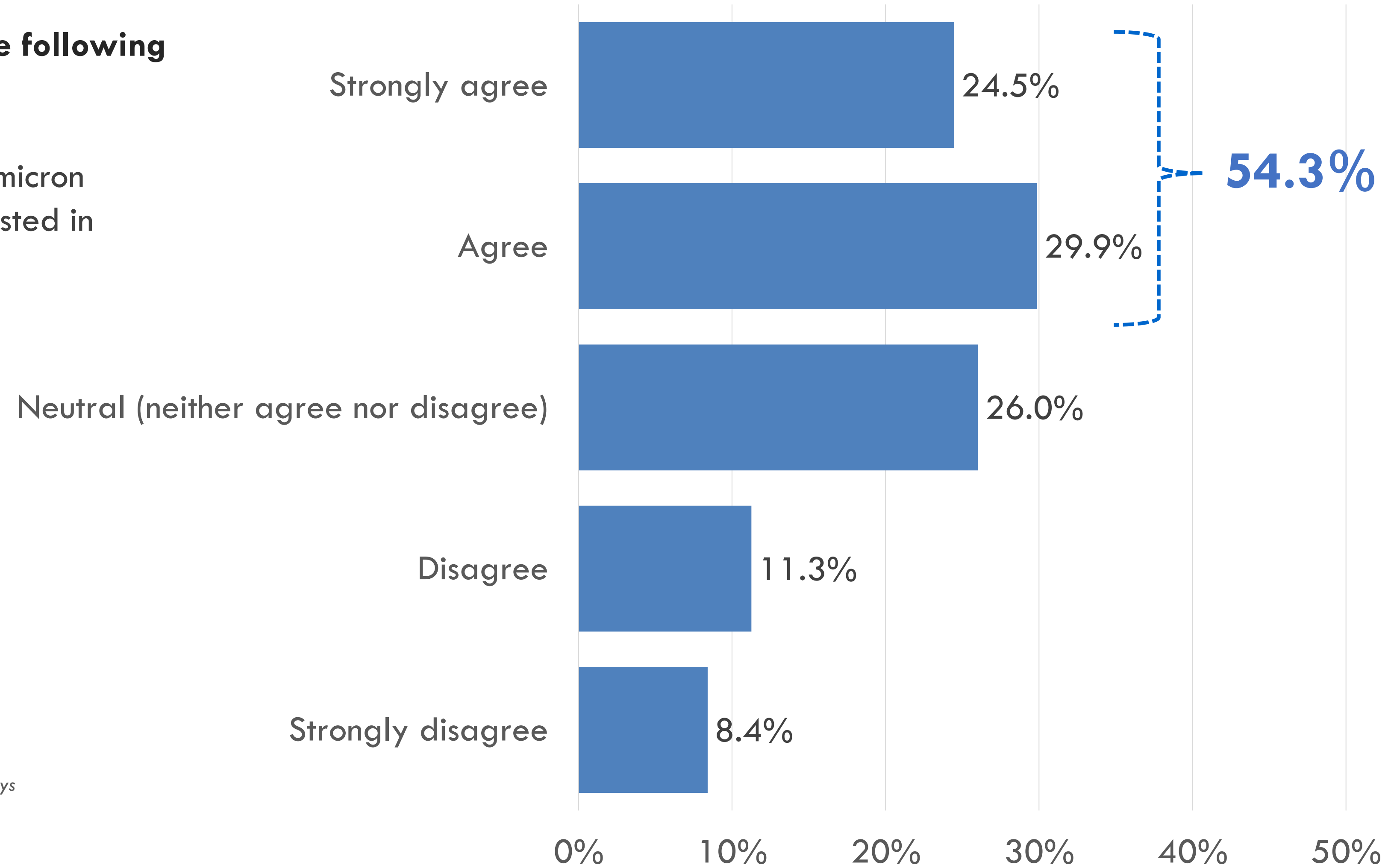
The background is a dark, reddish-brown field filled with various microscopic elements. On the left and center, there are several spherical virus particles with prominent, spiky surface proteins, rendered in shades of light blue and purple. Interspersed among these are smooth, reddish-brown oval shapes, likely representing red blood cells. On the right side, a large, detailed structure is shown in shades of green and blue, featuring numerous long, thin, hair-like projections extending from its surface, resembling a complex biological structure or a different type of virus. The overall composition is dense and scientific in nature.

IMPACT OF OMICRON VARIANT

THE OMICRON VARIANT'S IMPACT OF INTEREST IN TRAVEL

How much do you agree with the following statement?

Statement: Recent news about “Omicron variant” cases make me less interested in traveling right now.



(Base: Wave 80 data. All respondents, 1,201 completed surveys 2021)

IMPACT OF OMICRON ON TRAVEL BEHAVIOR

Question: At this point, has the newly discovered "Omicron variant" impacted your travels in any way?

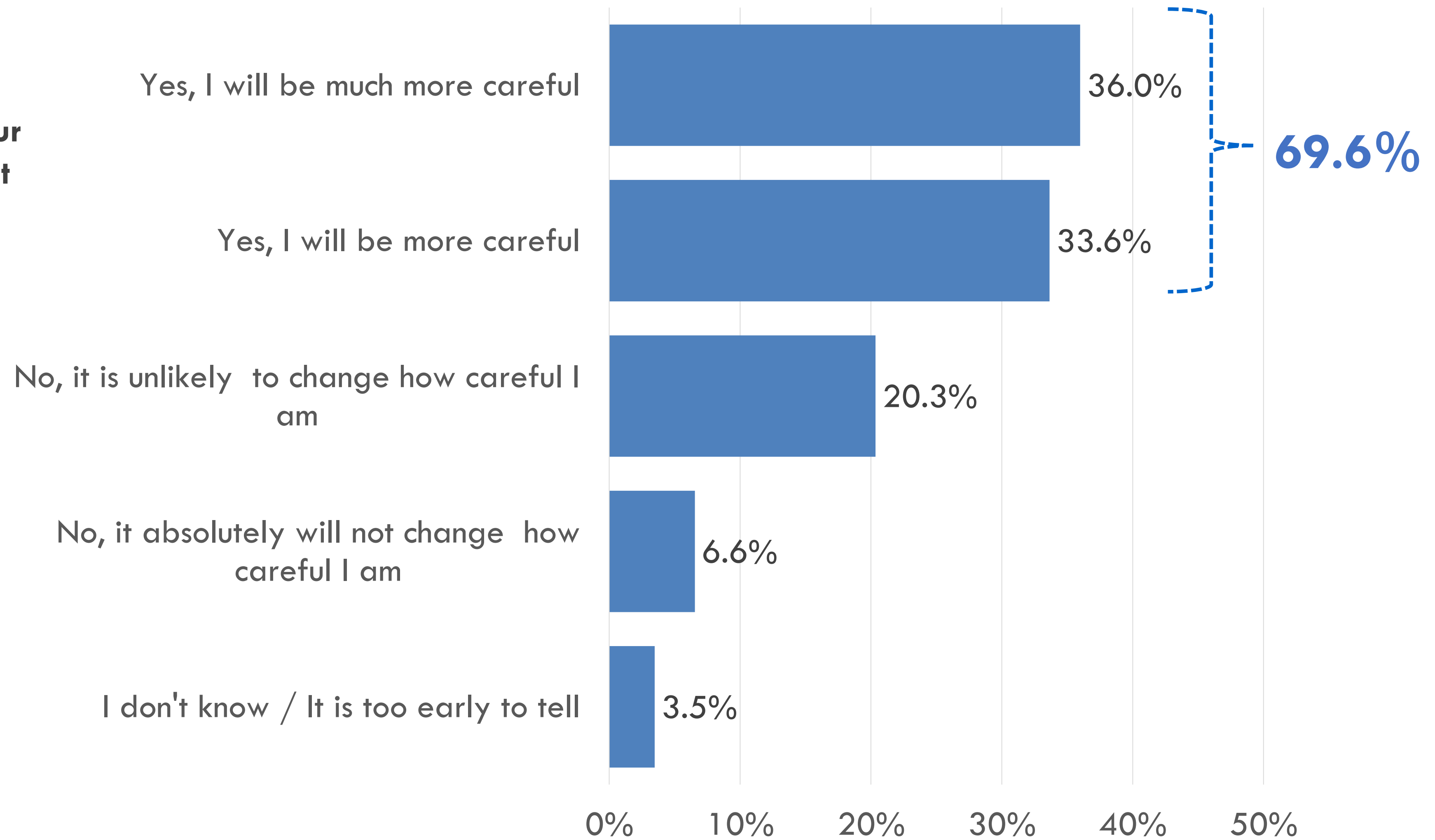
(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



OMICRON AND TRAVEL SAFETY BEHAVIOR

Question: Due to the newly discovered "Omicron variant" will you be **MORE CAREFUL** about COVID-19 safety in your upcoming trips? (select the one that best describes you)

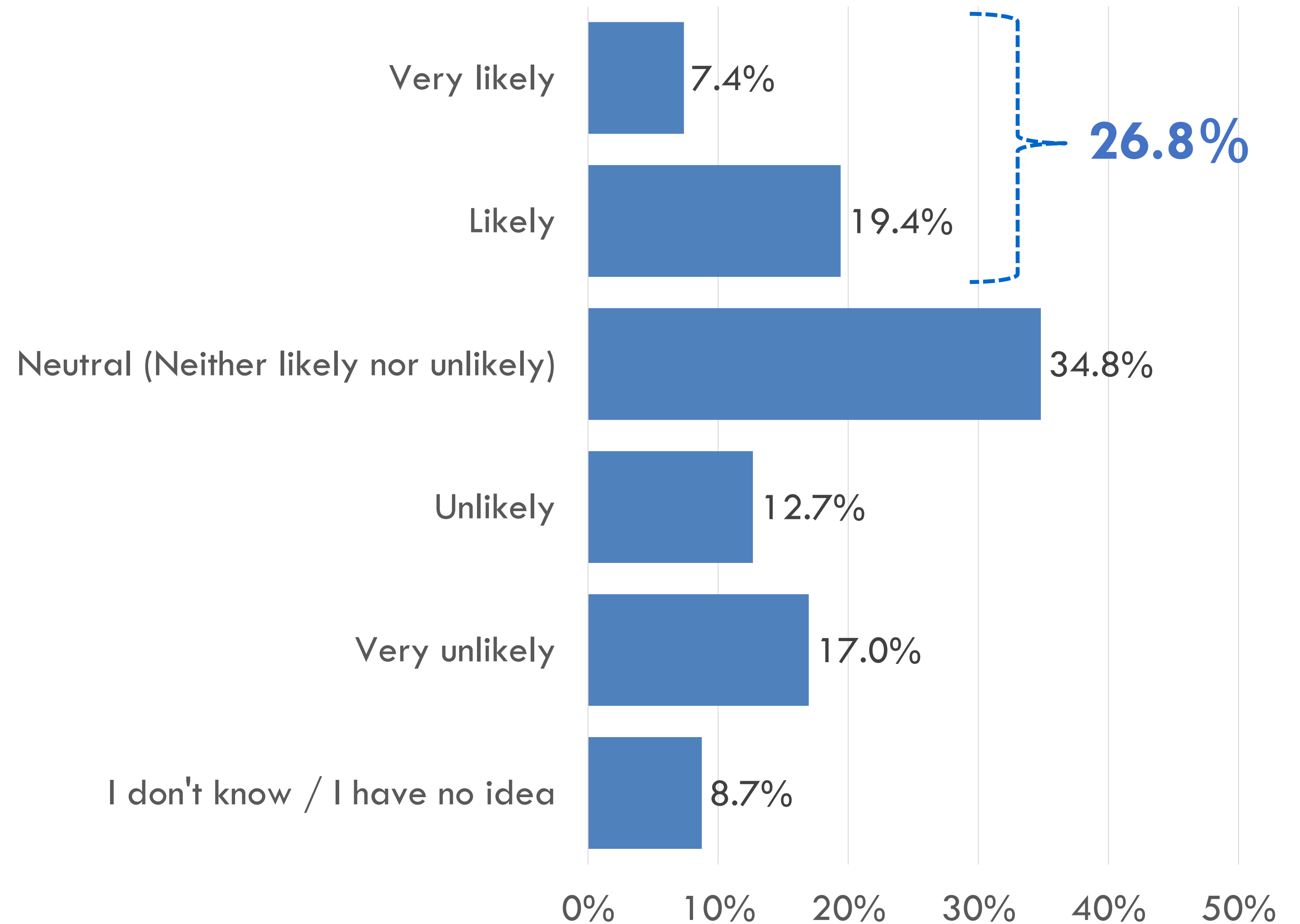
(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



LIKELIHOOD OMICRON VARIANT WILL IMPACT TRAVEL

Question: How likely do you think it is that the Omicron variant will impact your travels in the NEXT SIX (6) MONTHS? (Select one)

(Base: Wave 80 data. All respondents whose travel has not been affected by the variant, 854 completed surveys. Data collected December 8-10, 2021)

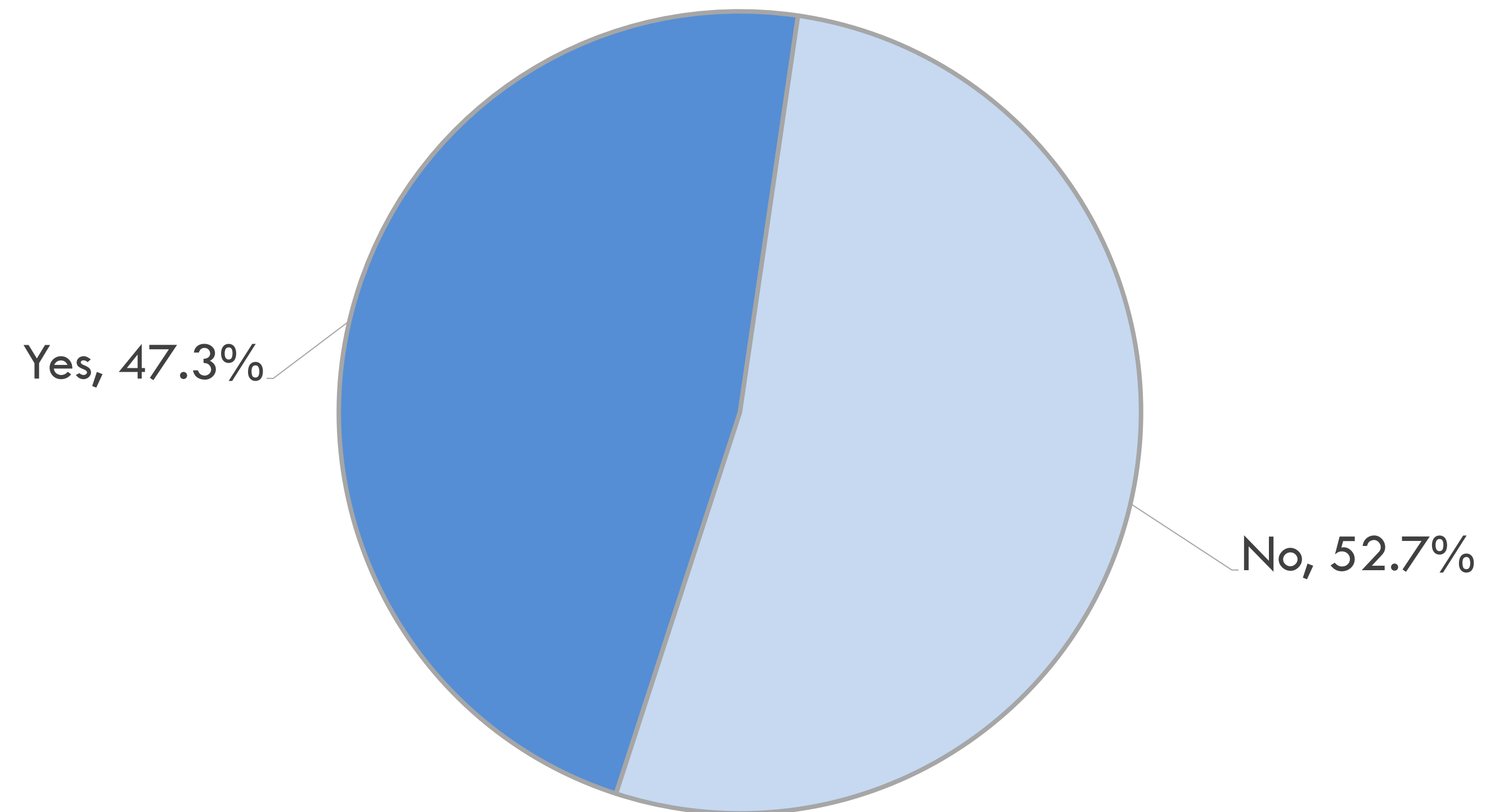


TRIPS POSTPONED DUE TO OMICRON VARIANT

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

Important note: This question was only asked of respondents who said their travel has been impacted by the Omicron variant (30.9% of respondents)

(Base: Wave 80 data. All respondents whose travel has been impacted by the Omicron variant, 347 completed surveys. Data collected December 8-10, 2021)



TRIPS CANCELLED DUE TO OMICRON

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

Important note: This question was only asked of respondents who said their travel has been impacted by the Omicron variant (30.9% of respondents)

(Base: Wave 80 data. All respondents whose travel has been impacted by the Omicron variant, 347 completed surveys. Data collected December 8-10, 2021)

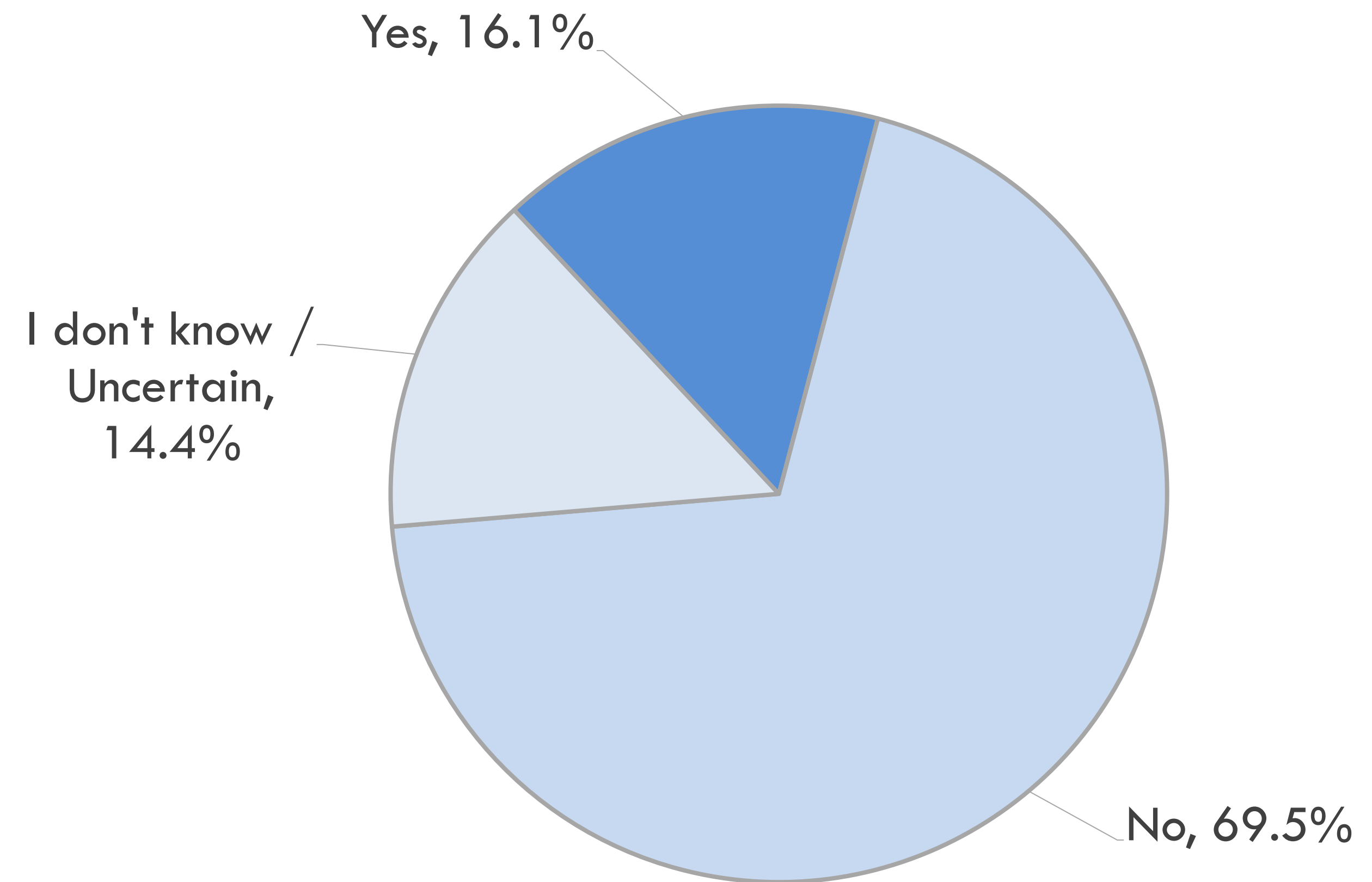


THE OMICRON VARIANT AND VACCINATION PLANS

Question: Does recent news about increasing “Omicron Variant” cases make you more likely to get a COVID-19 vaccine?

Important note: This question was only asked of respondents who said they were not yet vaccinated.

(Base: Wave 80 data. All respondents who have not been vaccinated, 217 completed surveys. Data collected December 8-10, 2021)



A top-down view of various travel items on a light-colored wooden surface. In the center is a black spiral-bound notebook with the words "Time To TRAVEL" written in white chalk. To the left of the notebook is a map of the Americas with a magnifying glass over it, a pair of brown sunglasses, and a small Eiffel Tower figurine. Above the notebook is a white toy car. To the right is a silver camera, a black SD card, and a small globe. In the bottom right corner, there are two straw hats. The overall scene is a collection of classic and modern travel accessories.

Time
To
TRAVEL

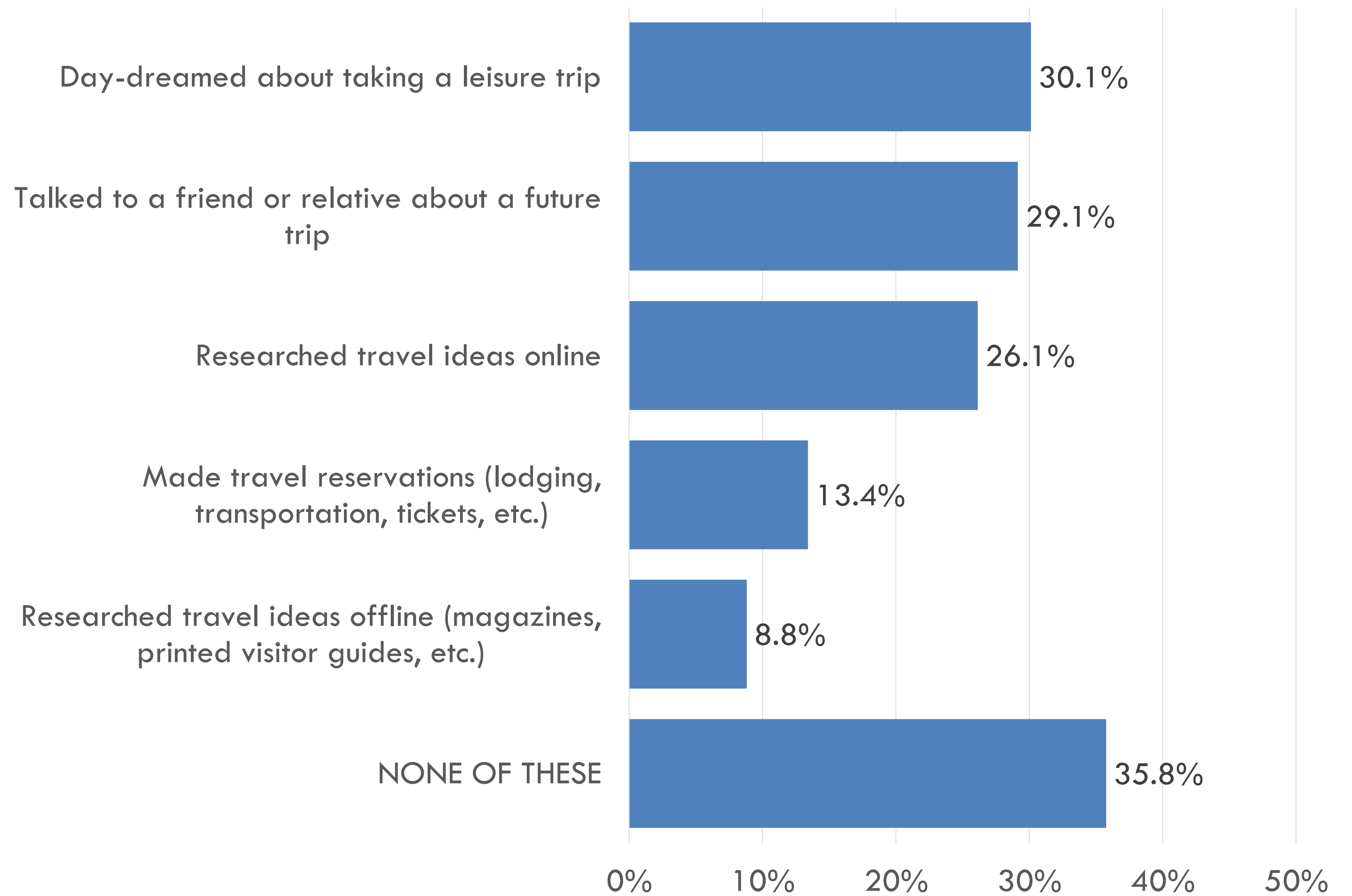
**TRAVEL IN THE
NEAR FUTURE**

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

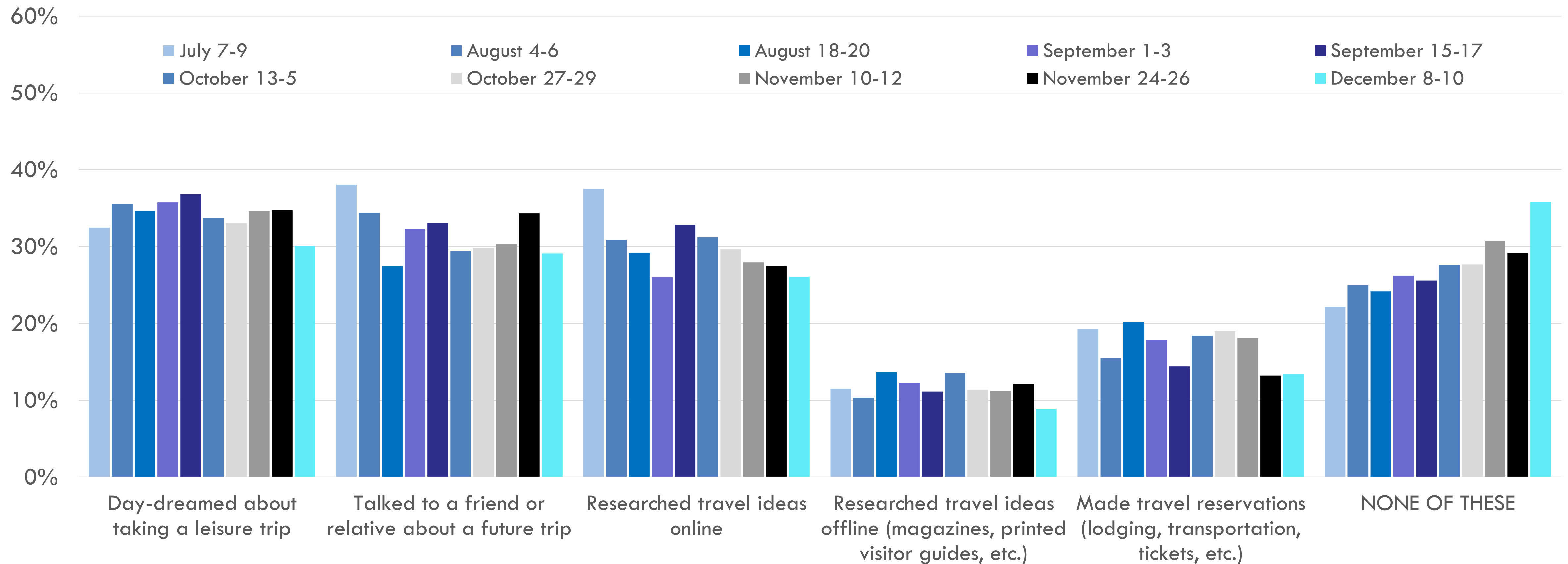
(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



TRAVEL PLANNING IN THE PAST WEEK

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

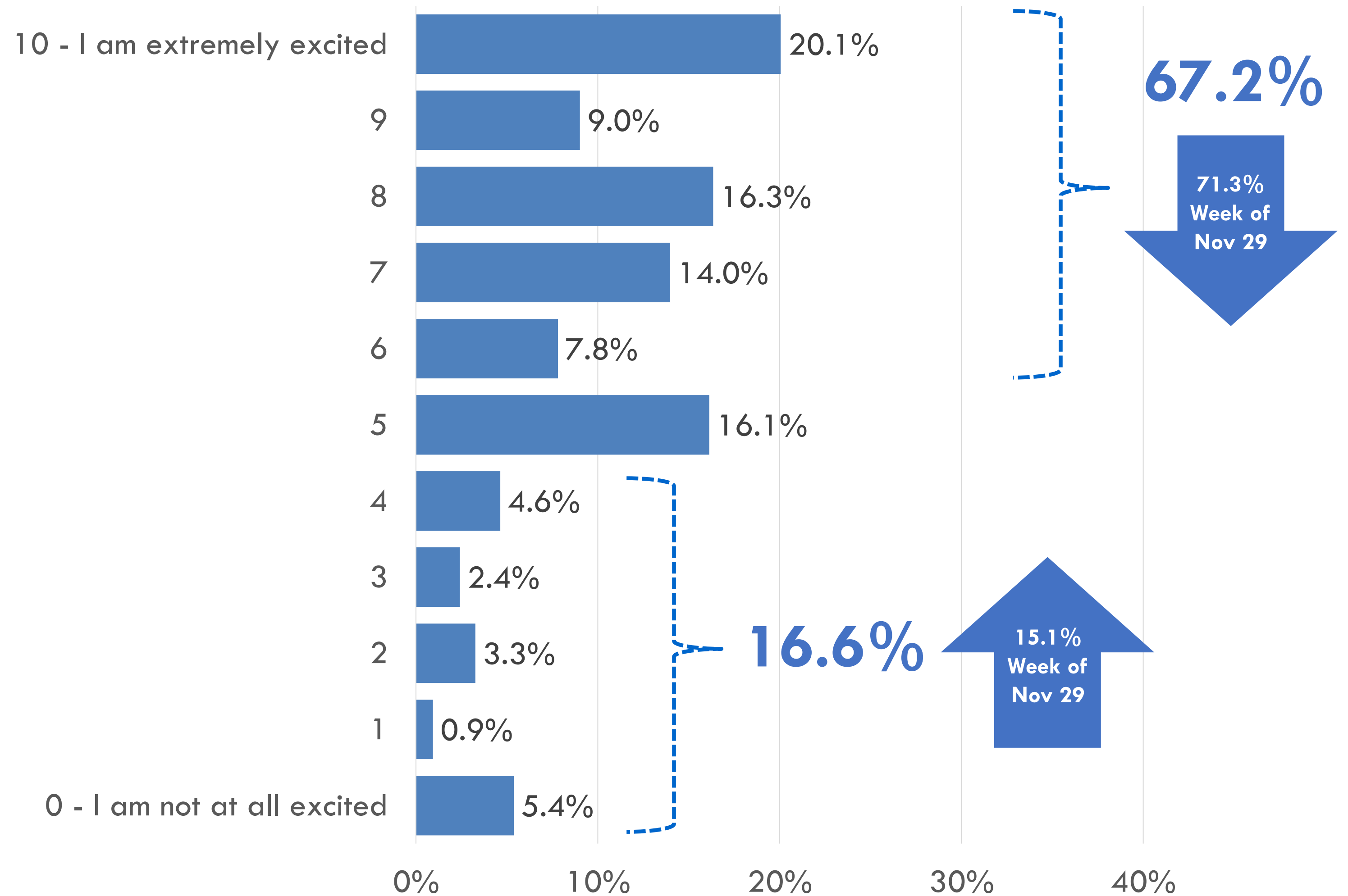
In the PAST WEEK I have _____



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)

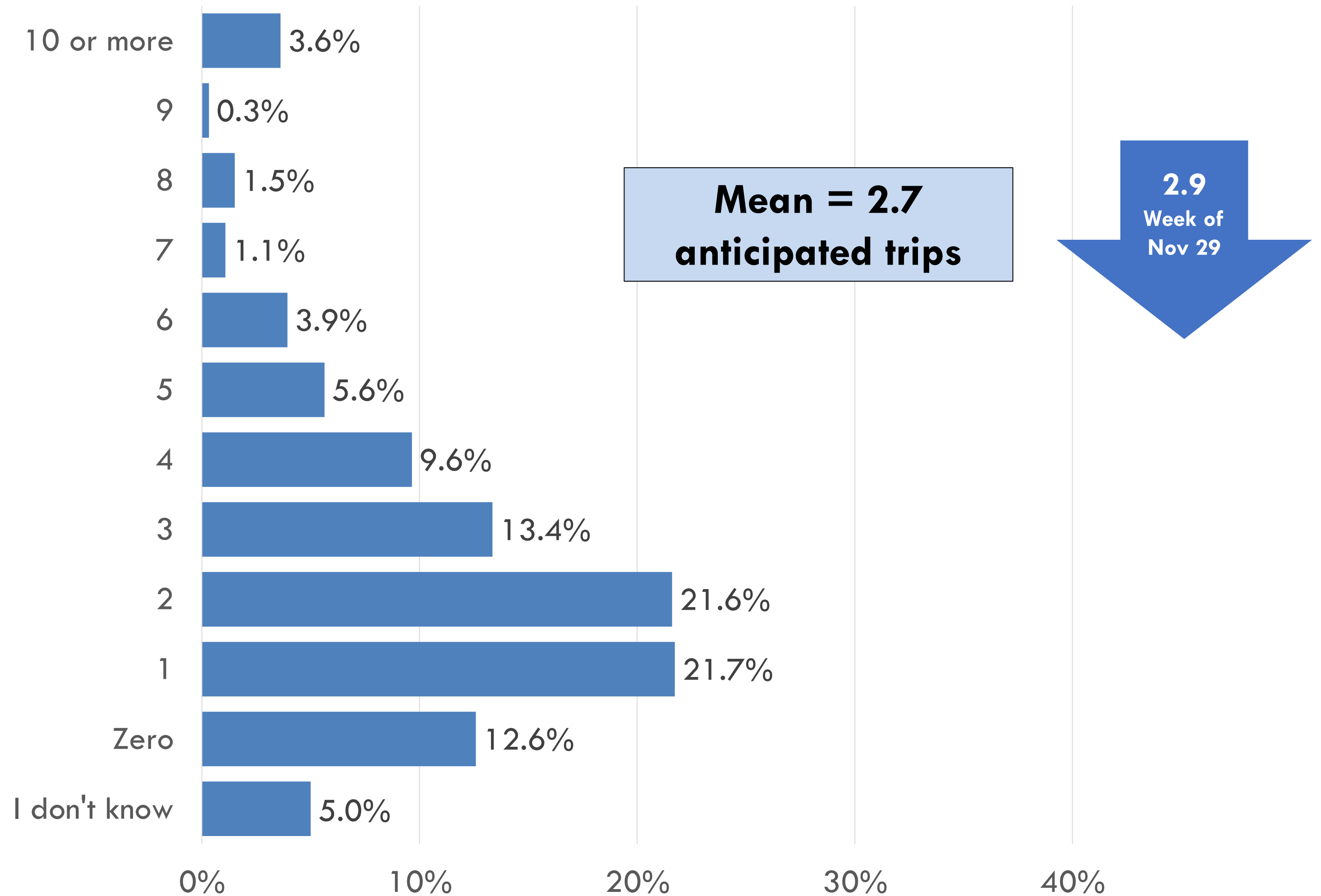
(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



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 80 data. All respondents, 1,136 completed surveys. Data collected December 8-10, 2021)

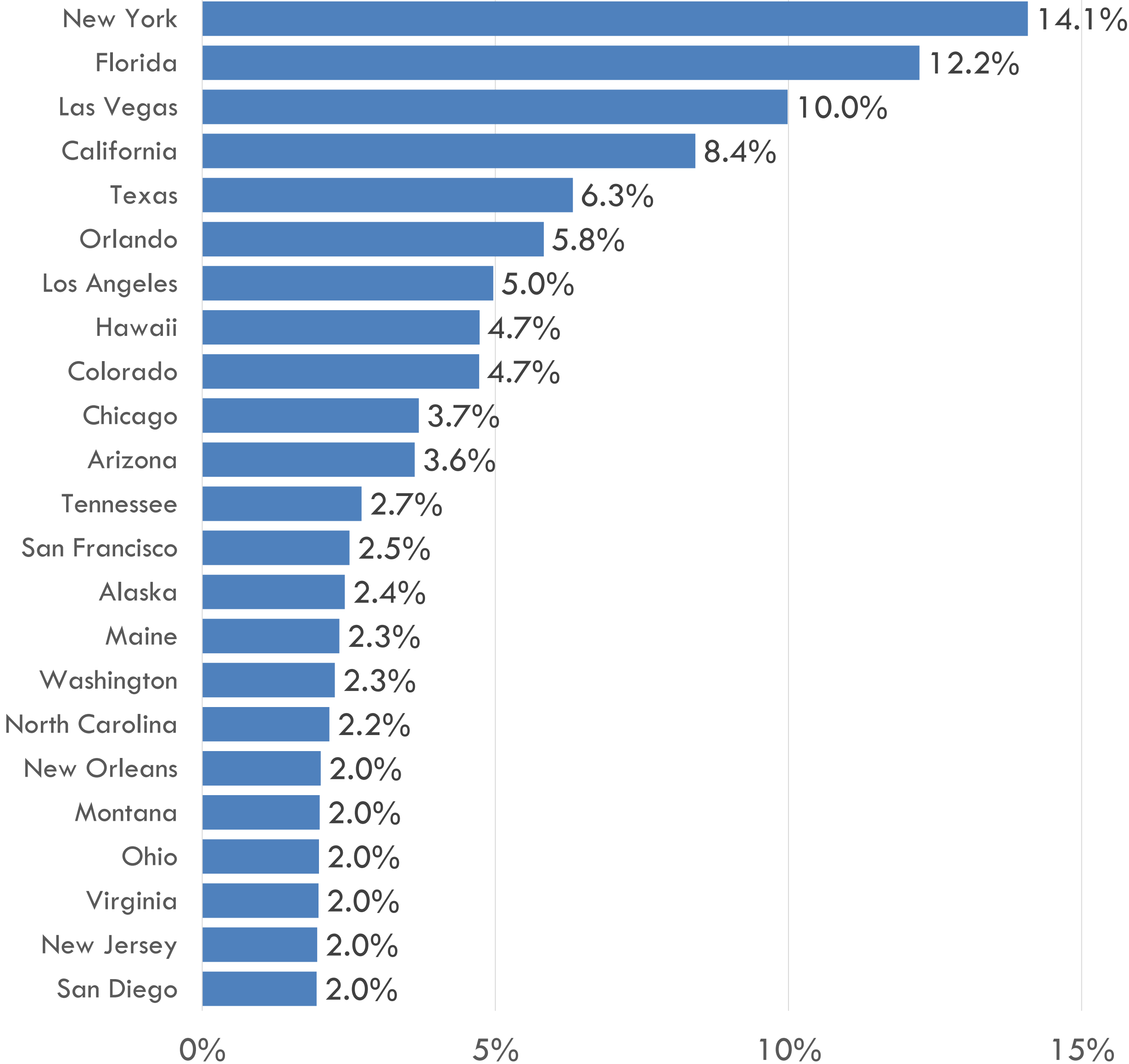


MOST DESIRED DOMESTIC DESTINATIONS IN THE NEXT 12 MONTHS (UNAIDED)

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 80 data. All respondents, 945 completed surveys. Data collected December 8-10, 2021)

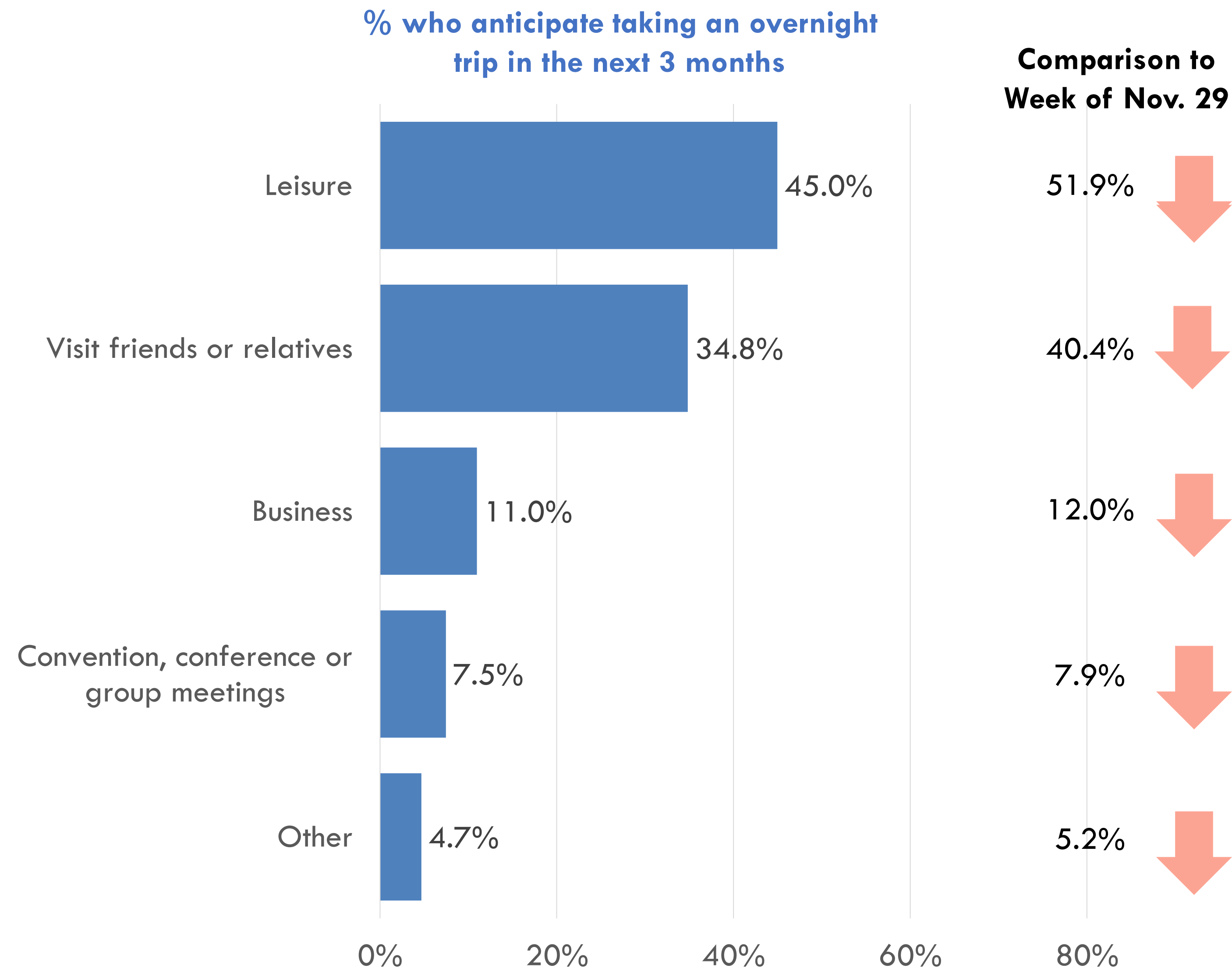


EXPECTED OVERNIGHT TRIPS IN THE NEXT 3 MONTHS

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 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)

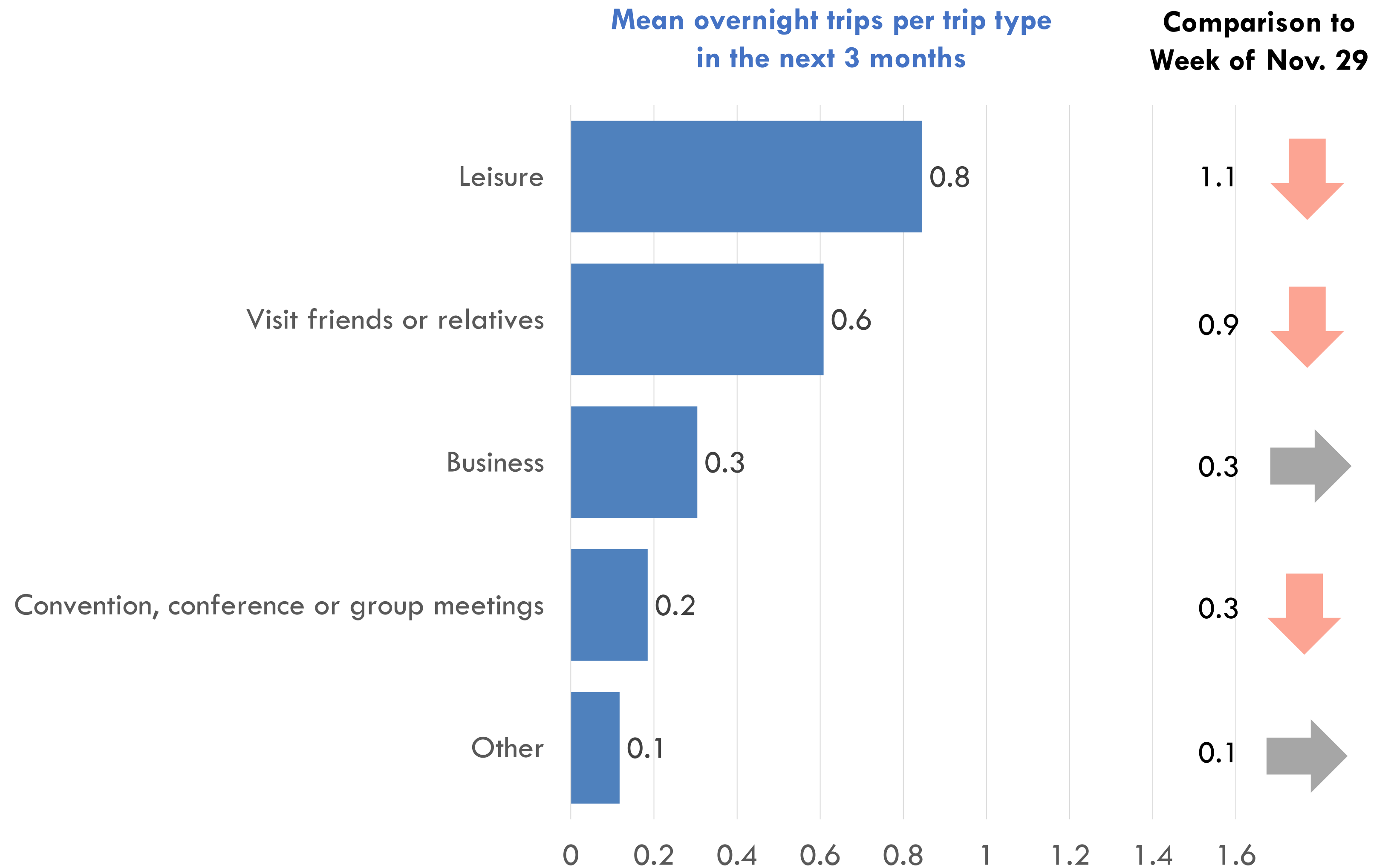


NUMBER OF EXPECTED OVERNIGHT TRIPS IN THE NEXT 3 MONTHS

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

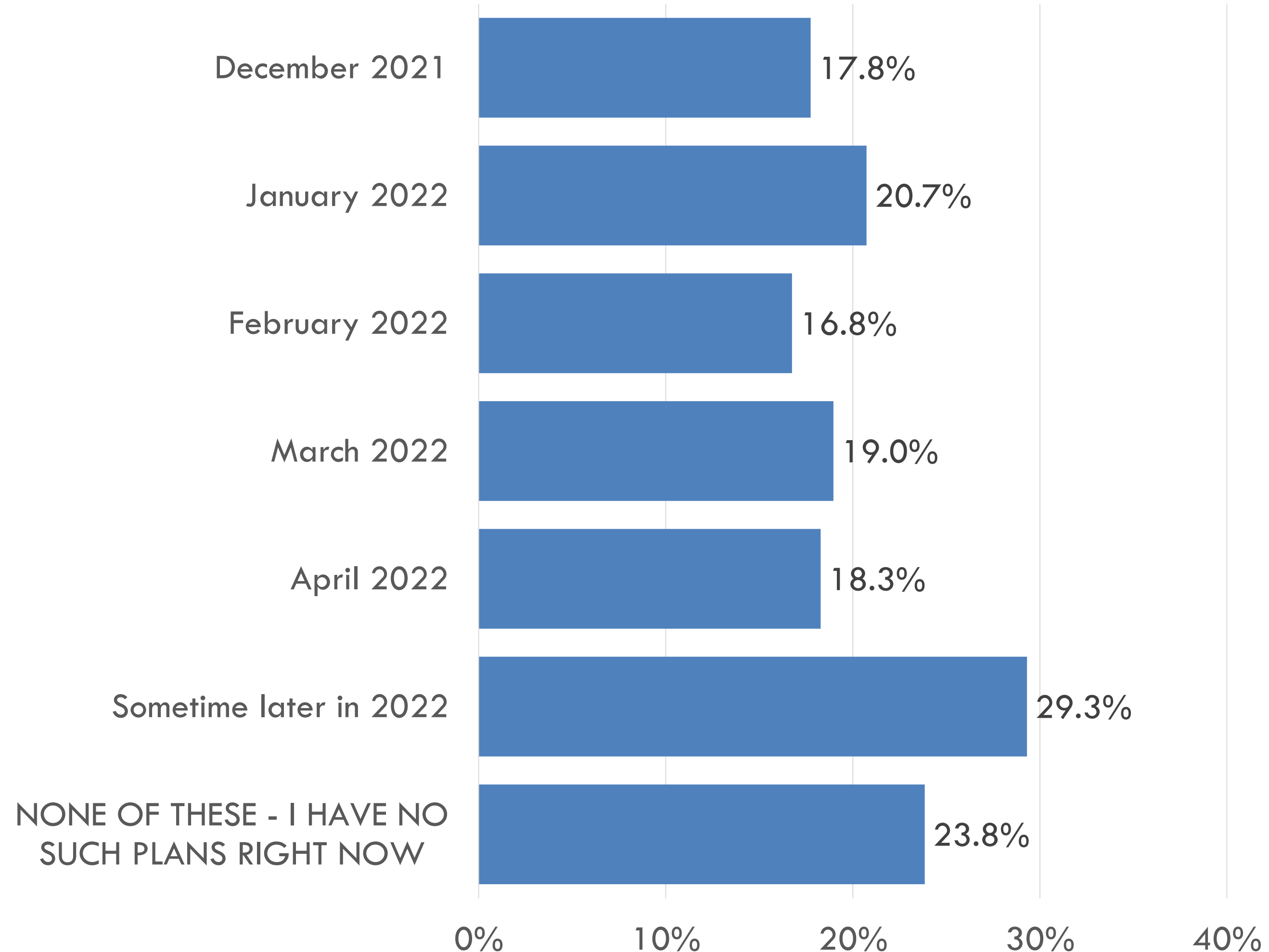
(Please only include travel 50-miles or more one way from your home)

(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 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)



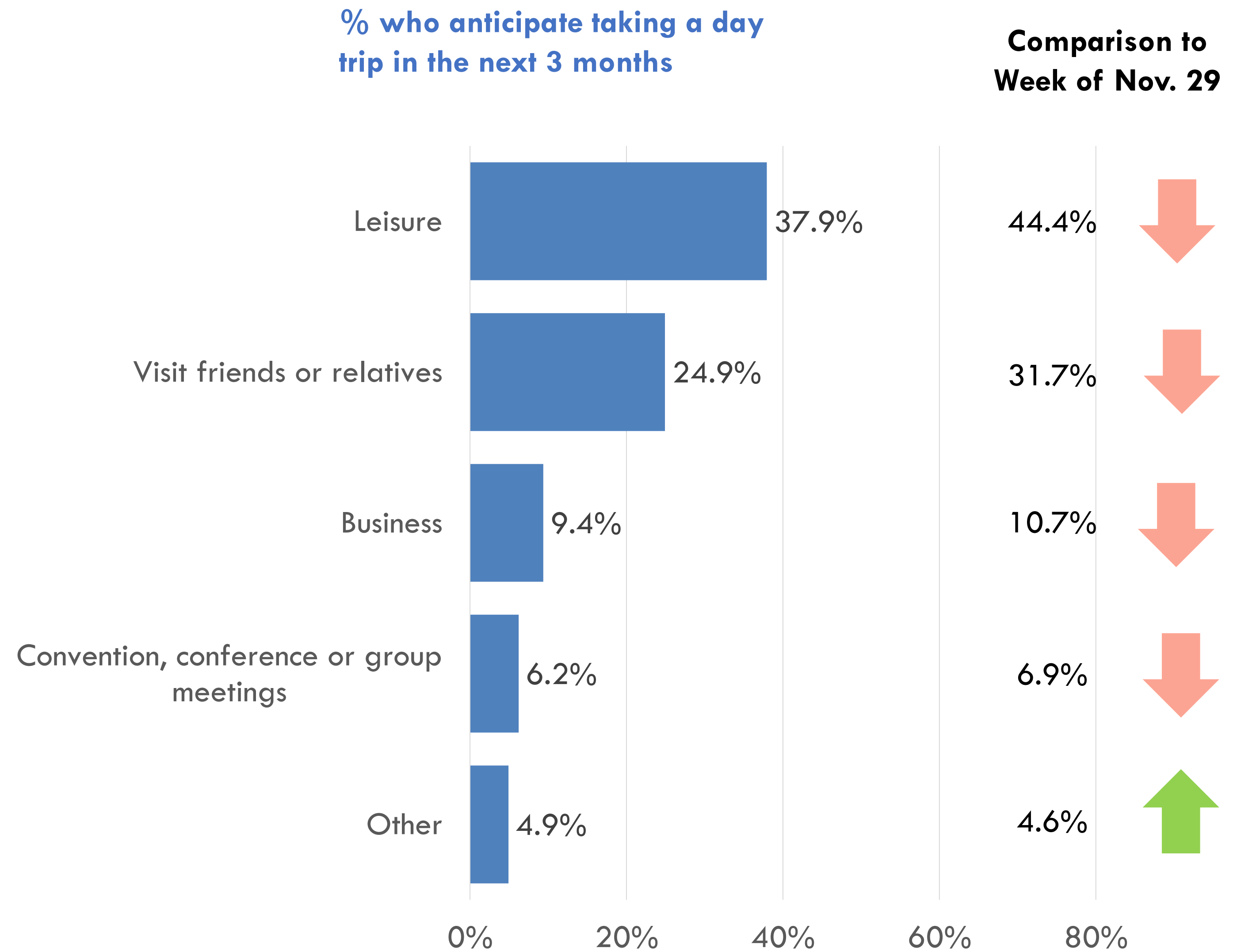
(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)

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 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



NUMBER OF EXPECTED DAY TRIPS IN THE NEXT 3 MONTHS

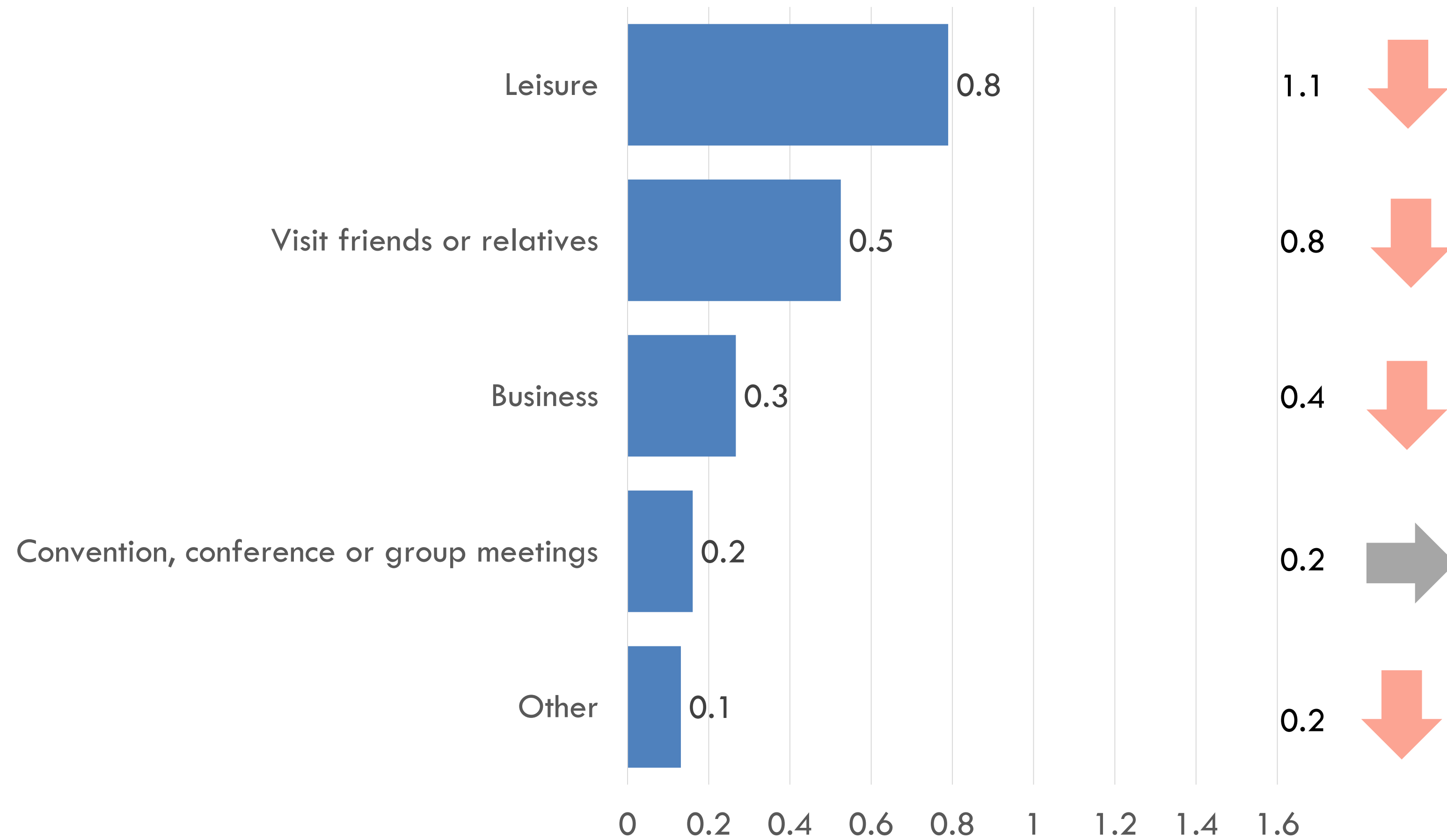
Question: How many DAY TRIPS of each type are you planning to take (even if tentatively) in the **NEXT THREE (3) MONTHS?**

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

(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)

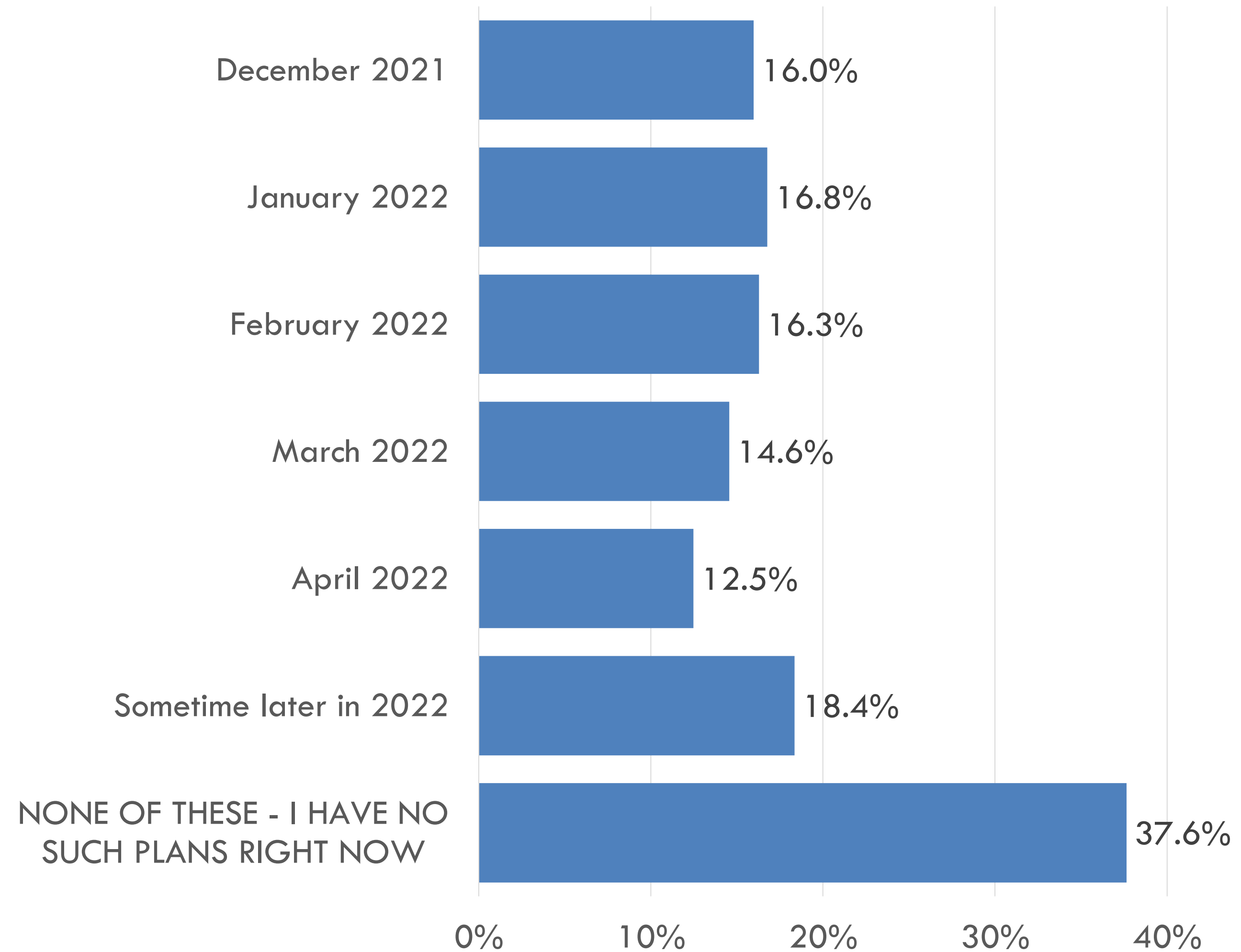
Mean day trips per trip type in the next 3 months

Comparison to Week of Nov. 29



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)

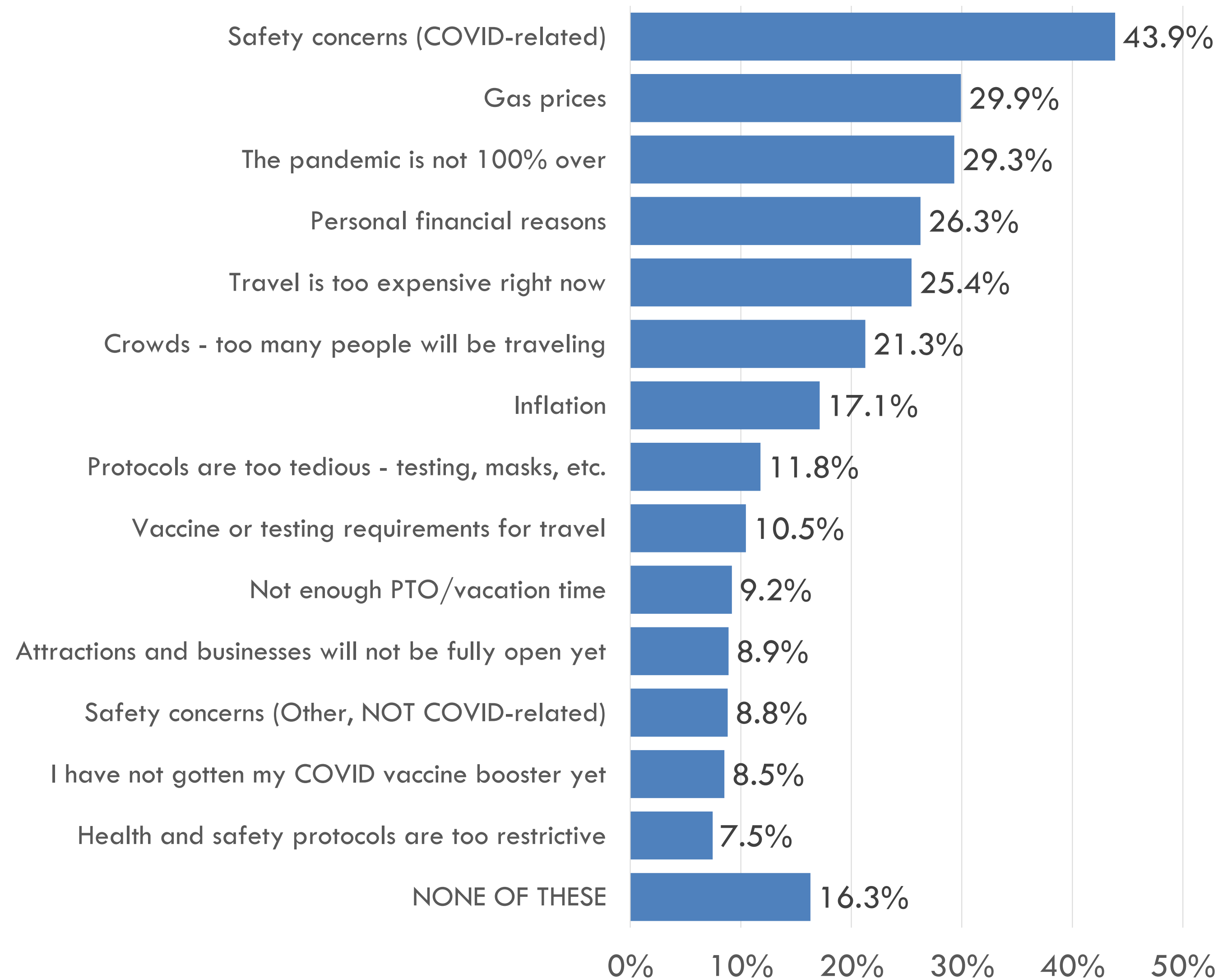


(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)

DETERRENTS FOR TRAVEL THIS WINTER SEASON

Question: What, if anything, is keeping you from taking more leisure trips this winter season?

(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



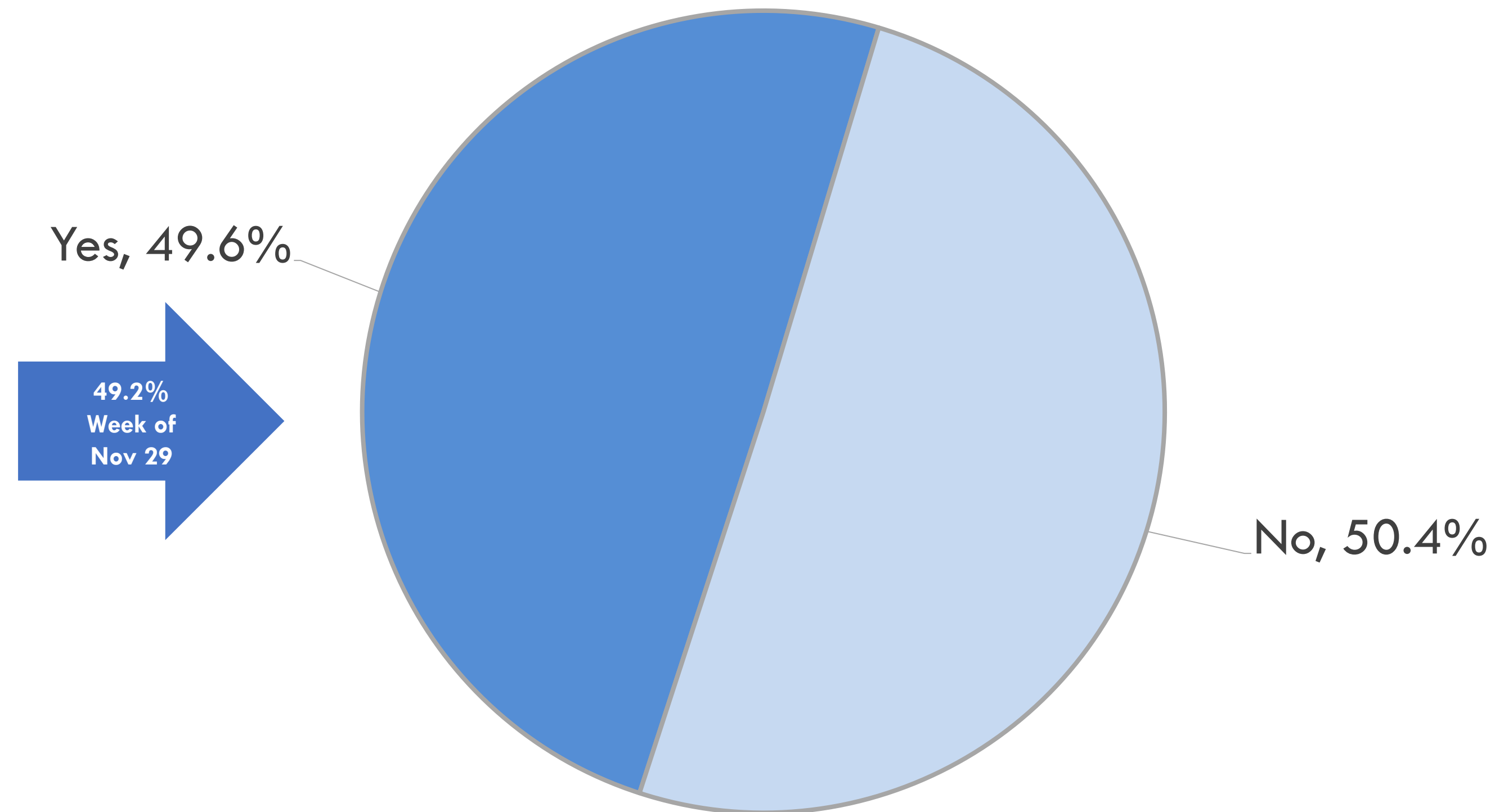
A group of diverse people are gathered around a wooden table in a restaurant, toasting with wine glasses. The scene is filled with joy and social interaction. In the center, a man with a beard and a checkered shirt smiles broadly. To his right, a blonde woman with sunglasses on her head laughs heartily. On the left, a woman with dark hair and a blue patterned scarf also smiles. In the foreground, several hands hold up wine glasses filled with red wine, clinking together. The background shows a blurred restaurant interior with wooden chairs and tables. The overall atmosphere is warm and celebratory.

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 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)

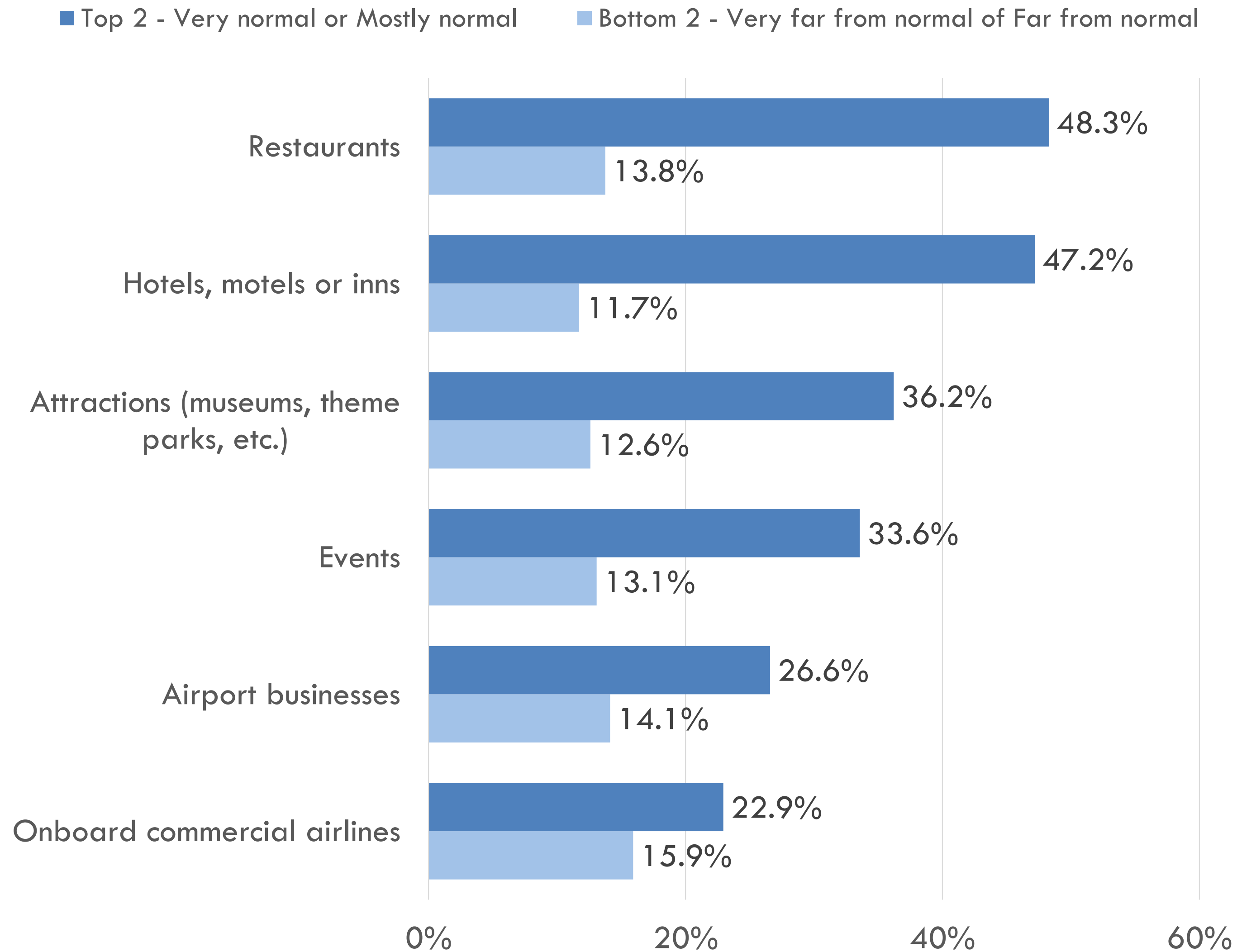


MOST RECENT OVERNIGHT TRIP: NORMALCY OF EXPERIENCES

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 80 data. Respondents who took an overnight trip in the past three months, 579 completed surveys. Data collected December 8-10, 2021)

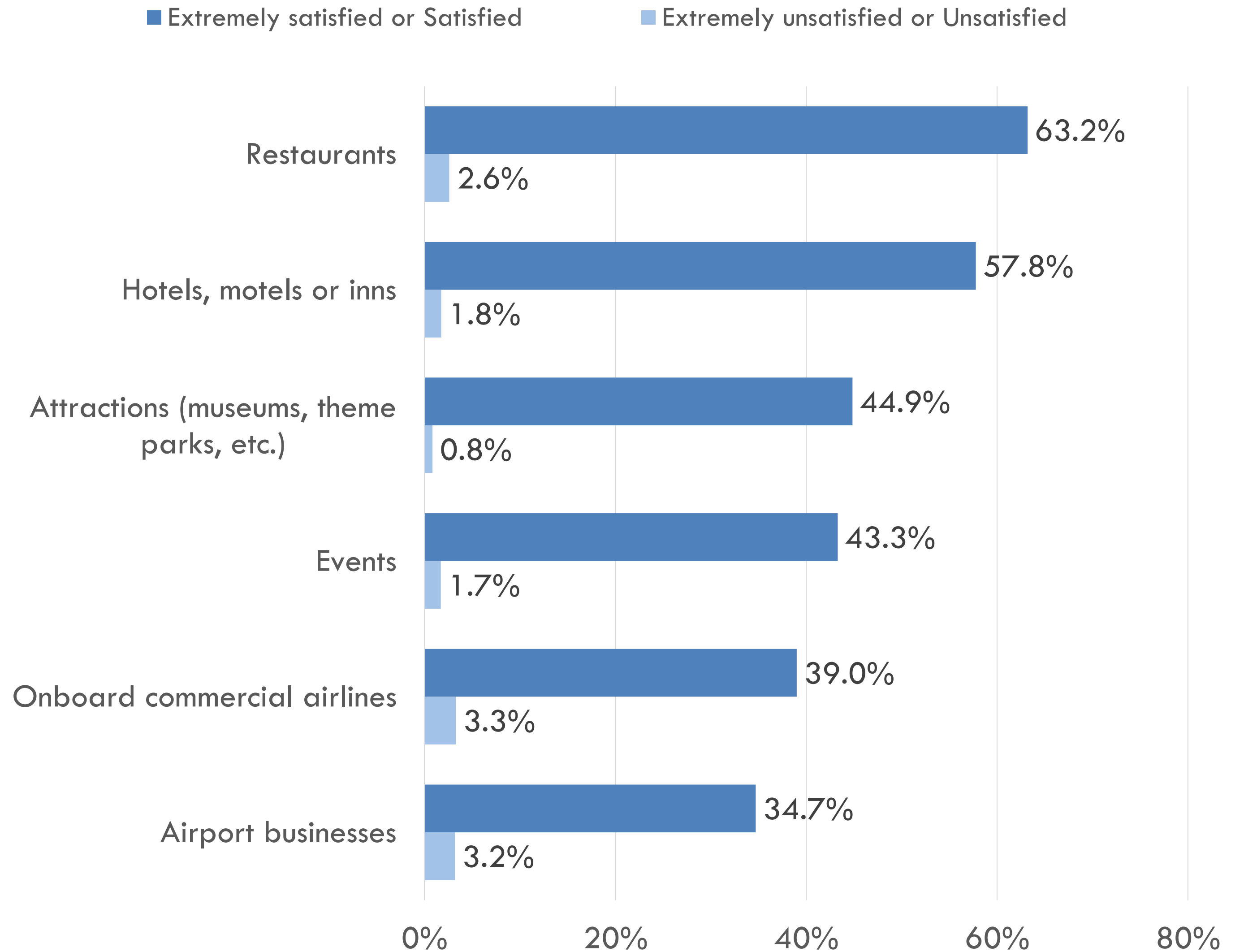


MOST RECENT OVERNIGHT TRIP: SATISFACTION WITH EXPERIENCES

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 80 data. Respondents who took an overnight trip in the past three months, 579 completed surveys. Data collected December 8-10, 2021)

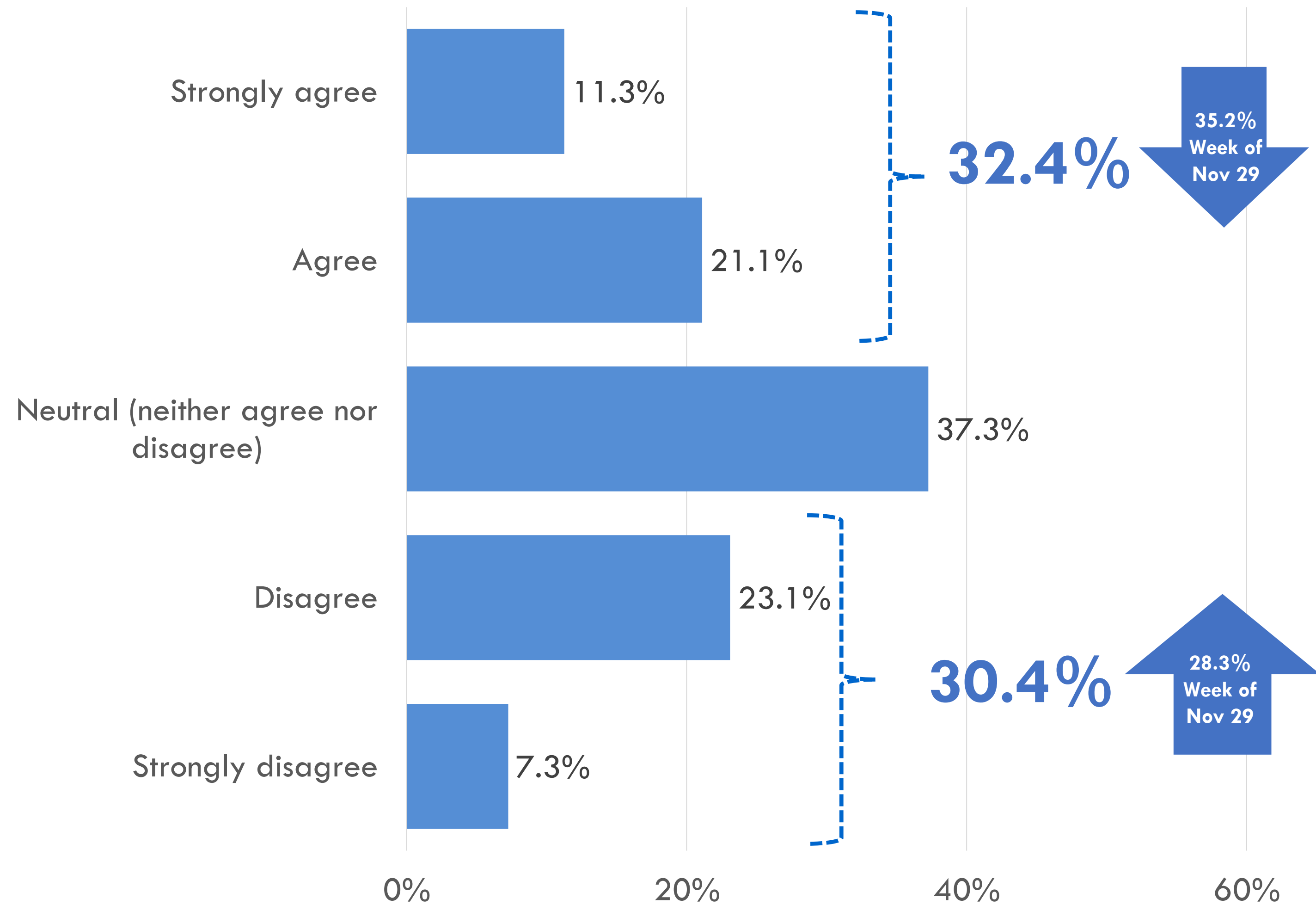


MOST RECENT OVERNIGHT TRIP: TRAVEL BUSINESSES HAVING TROUBLE PROVIDING ADEQUATE SERVICE

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.

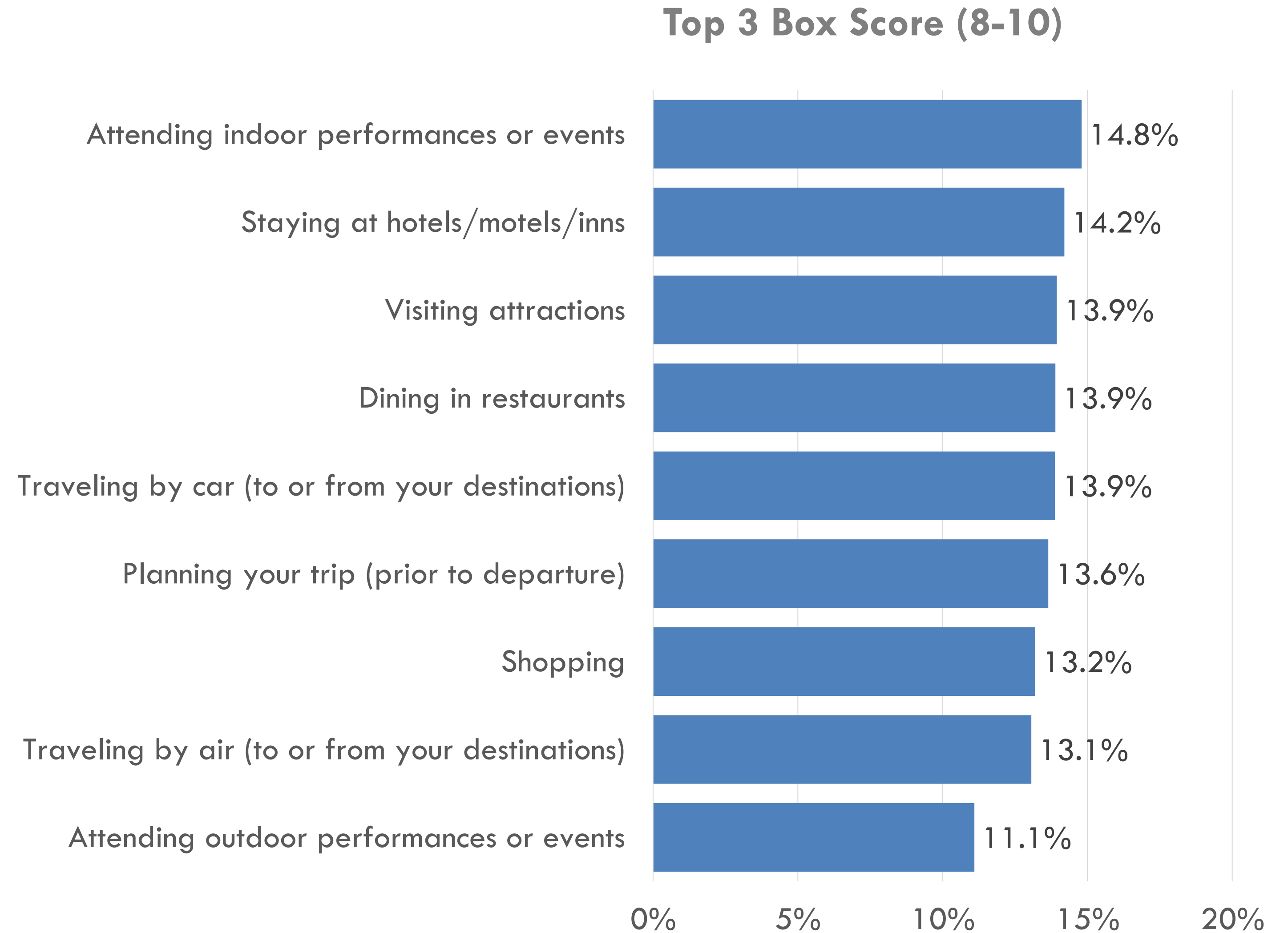
(Base: Wave 80 data. Respondents who took an overnight trip in the past three months, 579 completed surveys. Data collected December 8-10, 2021)



MOST RECENT OVERNIGHT TRIP: STRESSFUL EXPERIENCES

Question: Thinking about any COVID-19 related stress you may have felt on your MOST RECENT OVERNIGHT TRIP, please rate how you generally found each of the following during your travel.

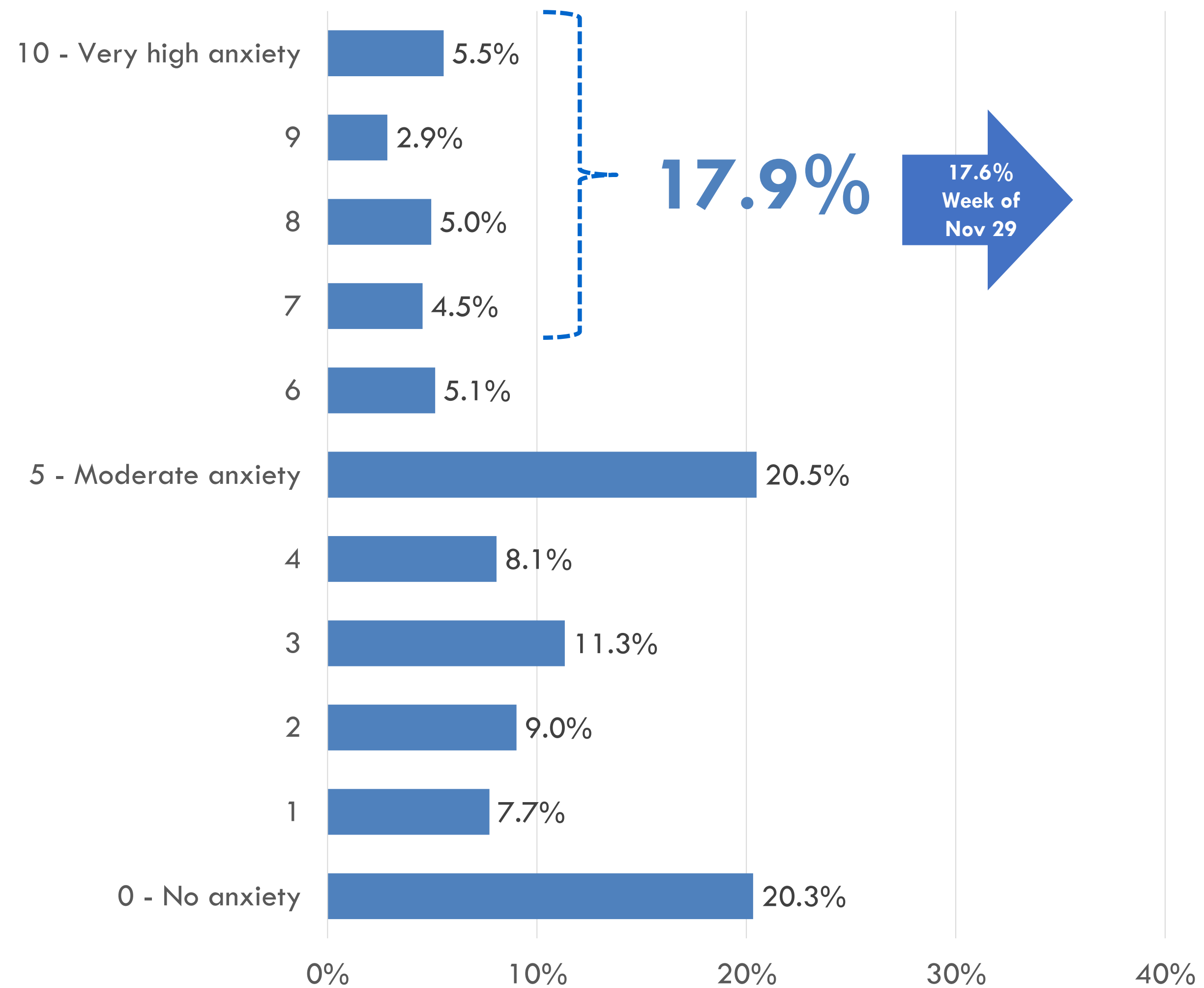
(Base: Wave 80 data. Respondents who took an overnight trip in the past three months, 579 completed surveys. Data collected December 8-10, 2021)



MOST RECENT OVERNIGHT TRIP: COVID-19 ANXIETY

Question: While traveling on your most recent overnight trip, HOW MUCH ANXIETY did you generally feel about the COVID-19 situation?

(Base: Wave 80 data. Respondents who took an overnight trip in the past three months, 579 completed surveys. Data collected December 8-10, 2021)



A stack of four suitcases in various shades of brown and tan is positioned in the foreground on the left side of the frame. The suitcases are stacked vertically, with the largest one at the bottom and the smallest at the top. In the background, a large window looks out onto a sky with scattered clouds. An airplane is seen flying across the sky from left to right, positioned in the upper right quadrant. The overall lighting is warm, suggesting a sunset or sunrise. The text "MOST RECENT OVERNIGHT TRIP" is overlaid in the center of the image in a bold, white, sans-serif font.

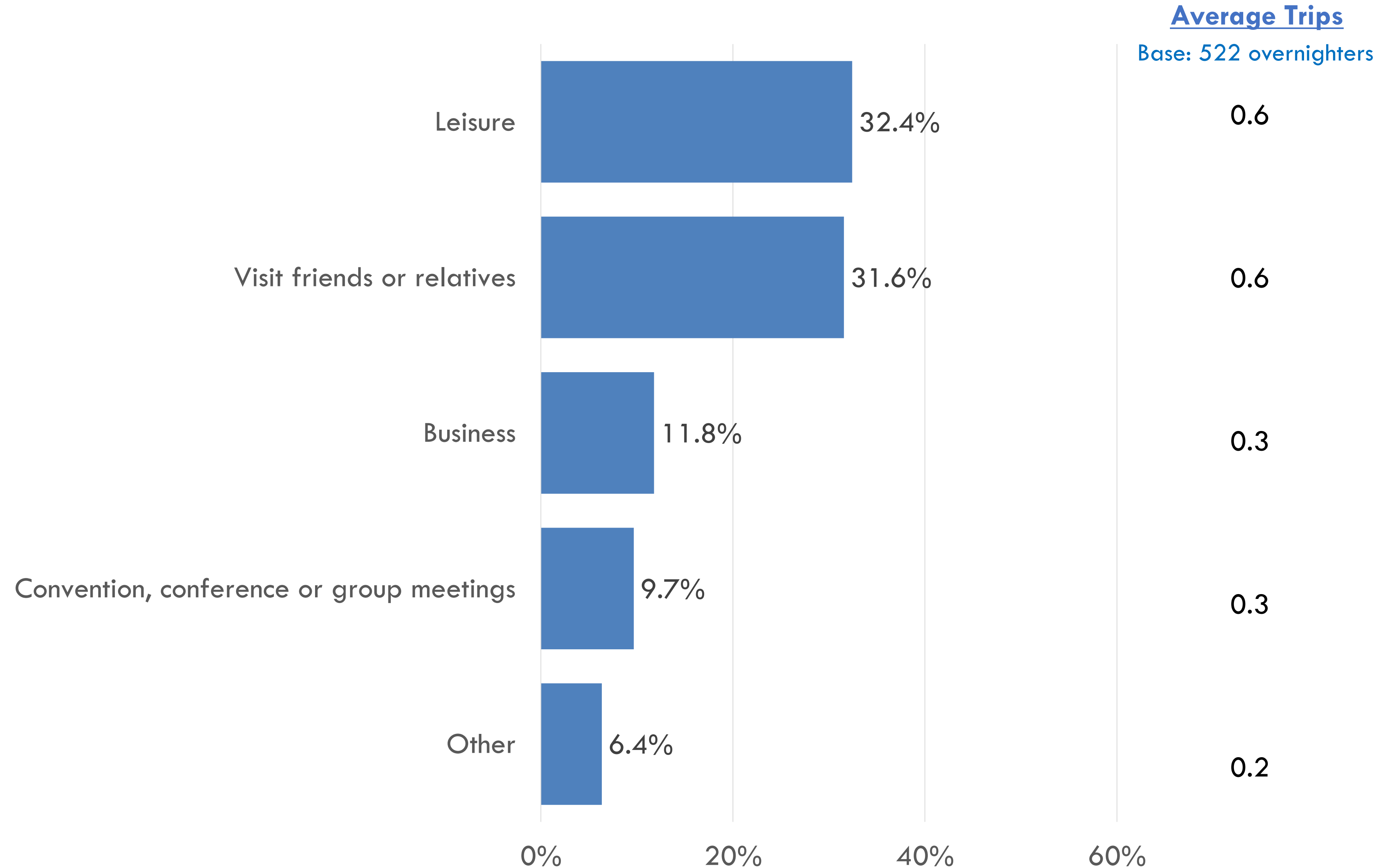
MOST RECENT OVERNIGHT TRIP

OVERNIGHT TRIPS IN THE PAST MONTH: BY TRIP TYPE

% who have taken 1 or more overnight trips in the past month

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

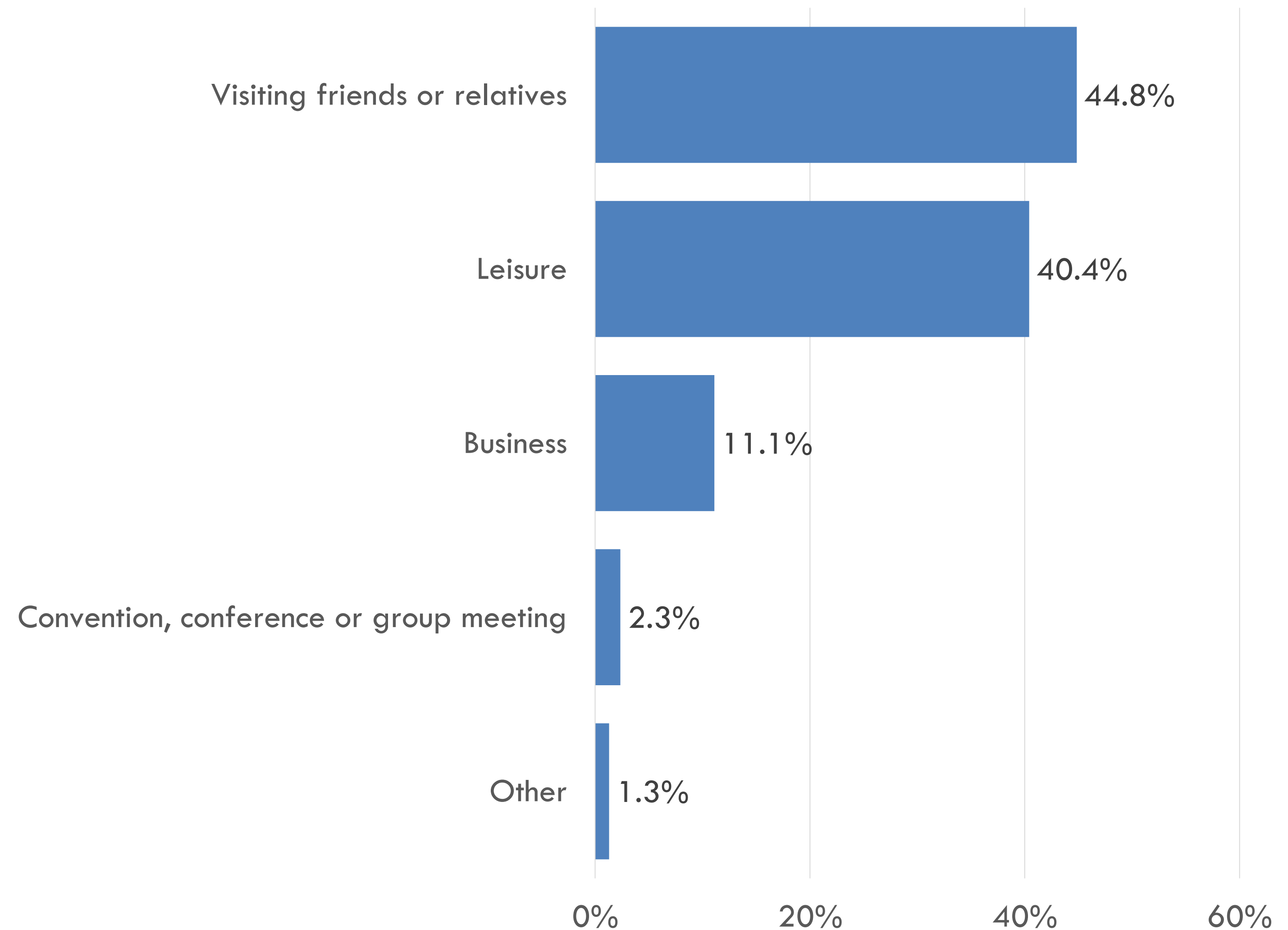
(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



TYPE OF MOST RECENT OVERNIGHT TRIP

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

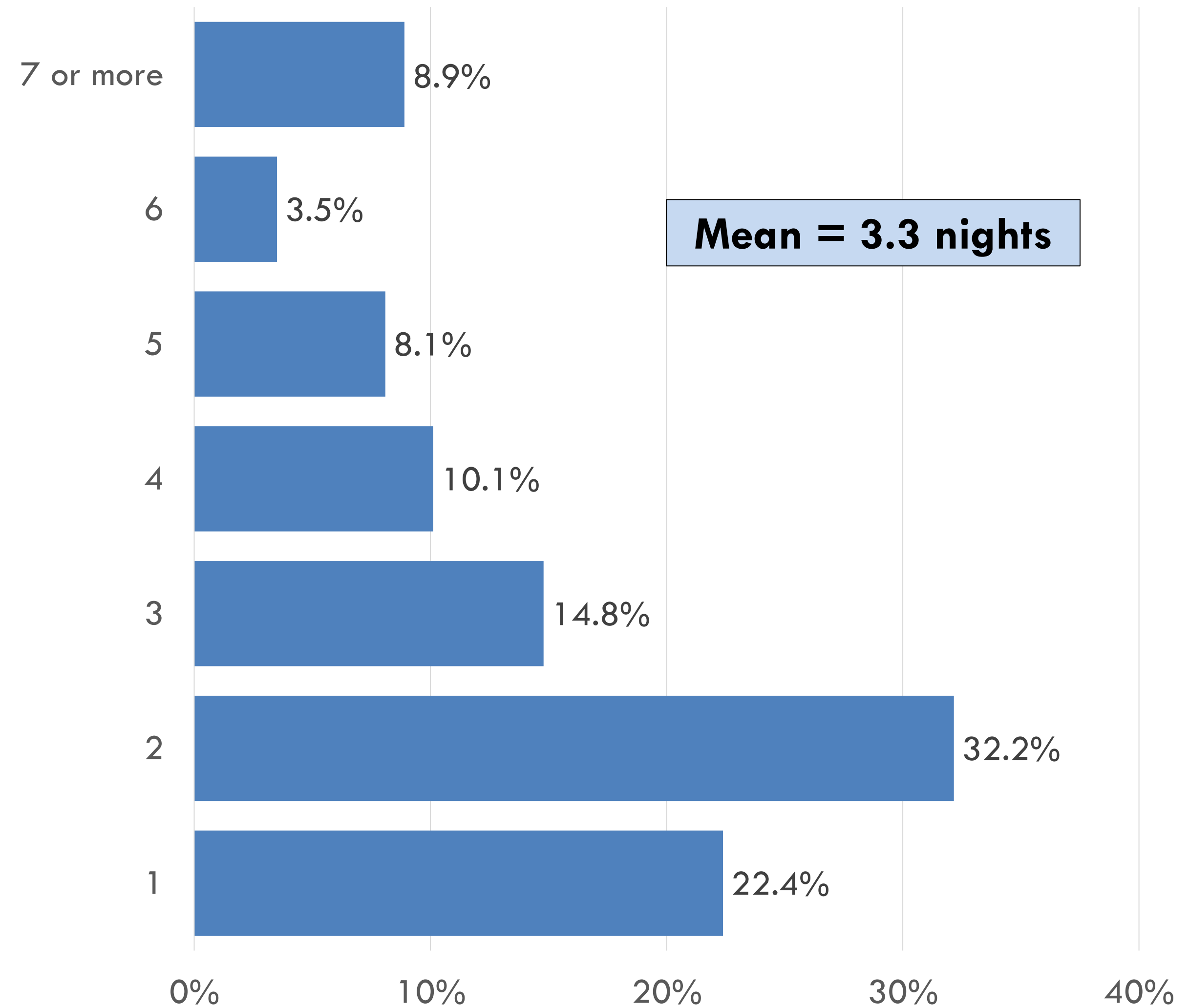
(Base: Wave 80 data. Respondents who took 1 or more overnight trip(s) in the past month, 522 completed surveys. Data collected December 8-10, 2021)



NIGHTS AWAY FROM HOME

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

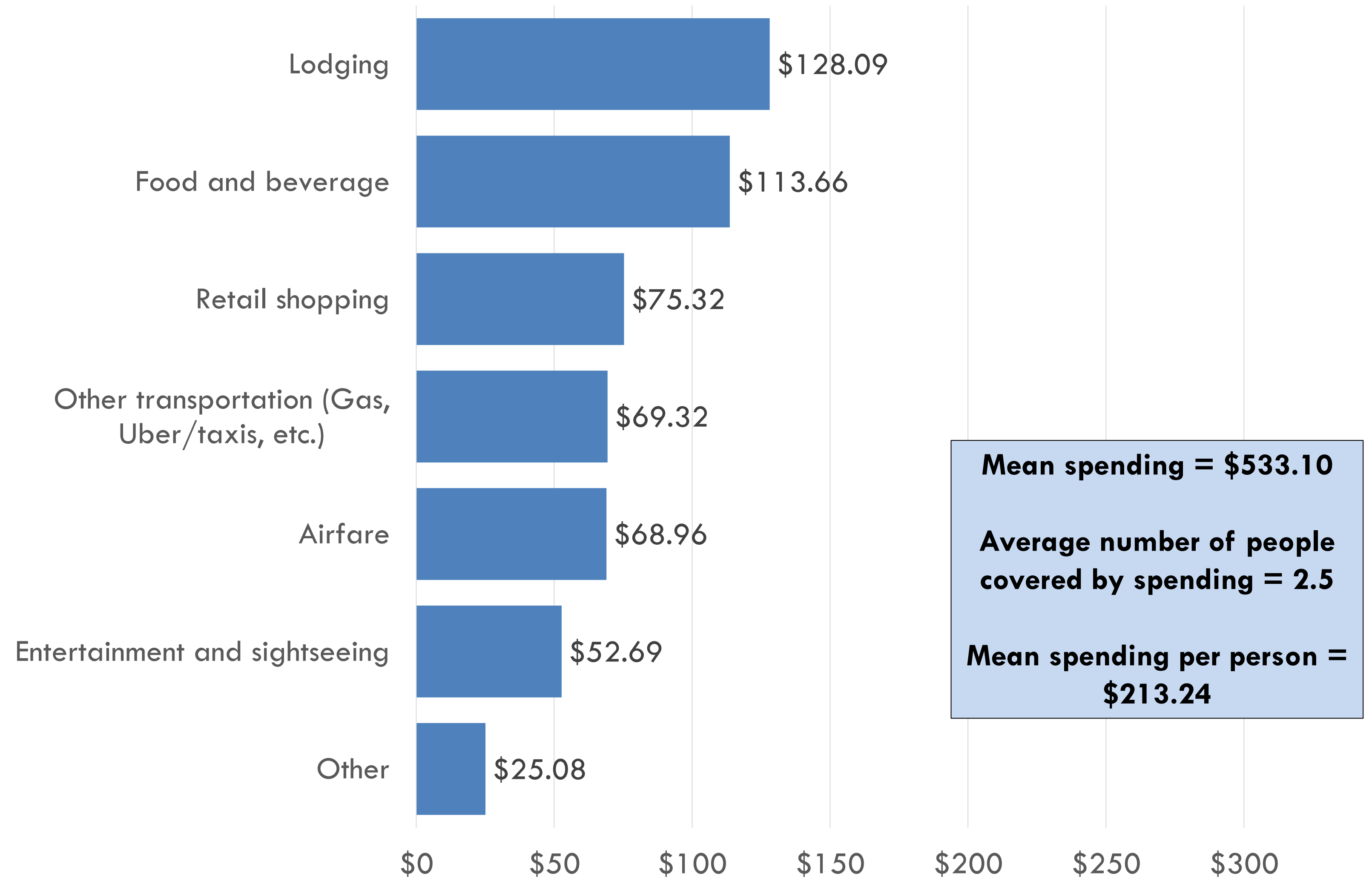
(Base: Wave 80 data. Respondents who took 1 or more overnight trip(s) in the past month, 522 completed surveys. Data collected December 8-10, 2021)



OVERNIGHT TRIP SPENDING

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

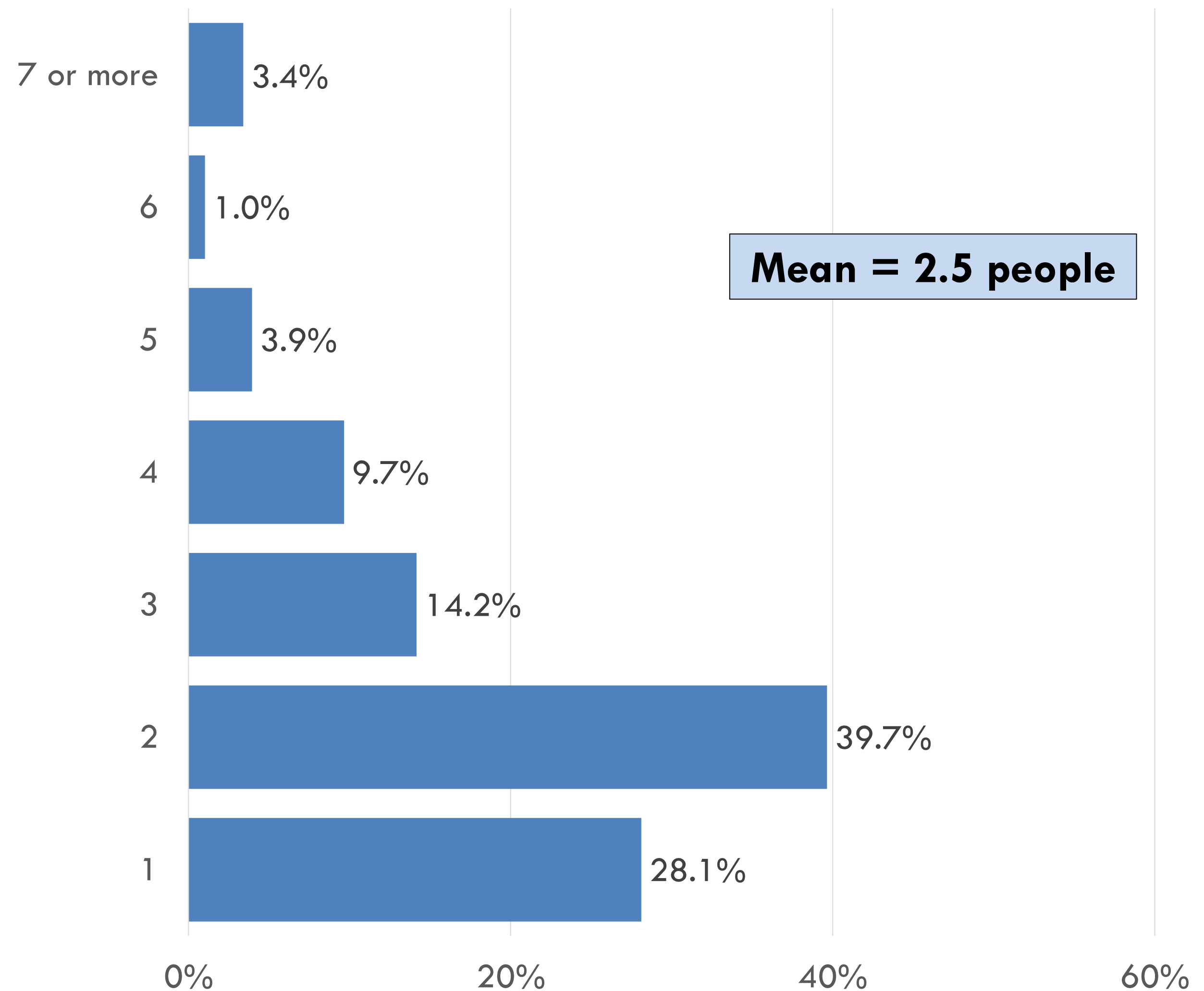
(Base: Wave 80 data. Respondents who took 1 or more overnight trip(s) in the past month, 522 completed surveys. Data collected December 8-10, 2021)



NUMBER OF PEOPLE COVERED BY SPENDING

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

(Base: Wave 80 data. Respondents who took 1 or more overnight trip(s) in the past month, 522 completed surveys. Data collected December 8-10, 2021)

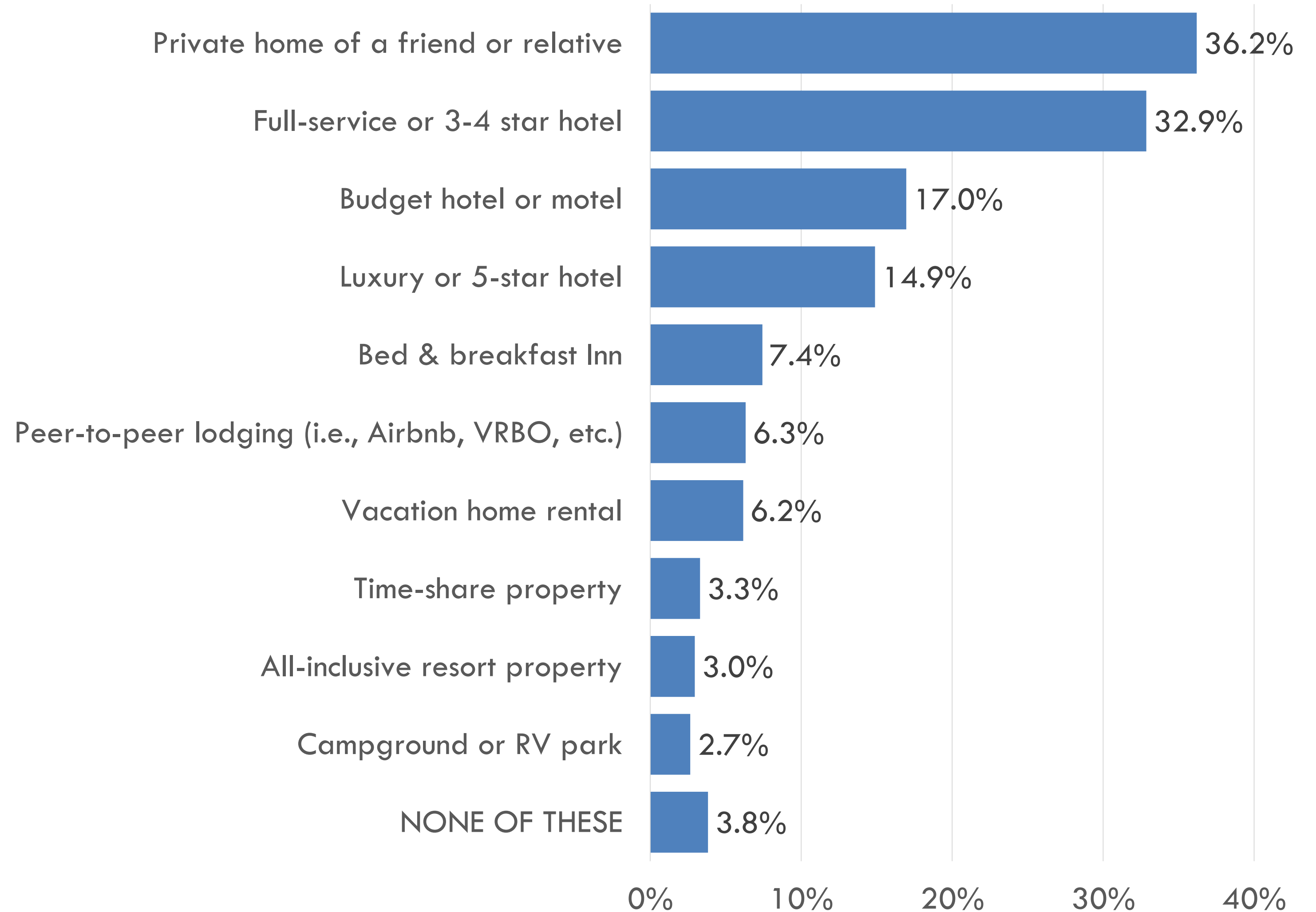


PLACE OF STAY

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

(Please select all the places you stayed)

(Base: Wave 80 data. Respondents who took 1 or more overnight trip(s) in the past month, 522 completed surveys. Data collected December 8-10, 2021)

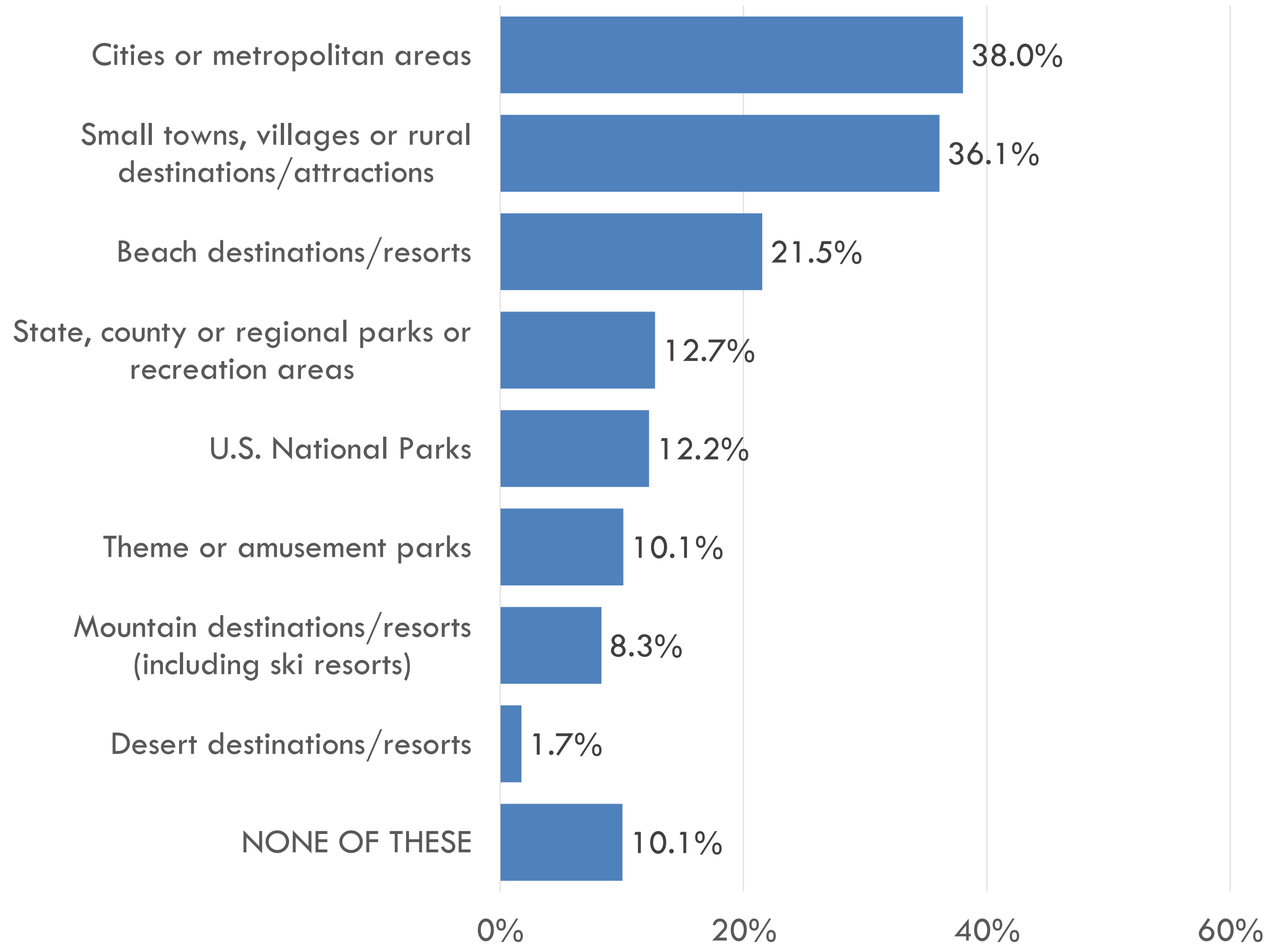


DESTINATION TYPES VISITED

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

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

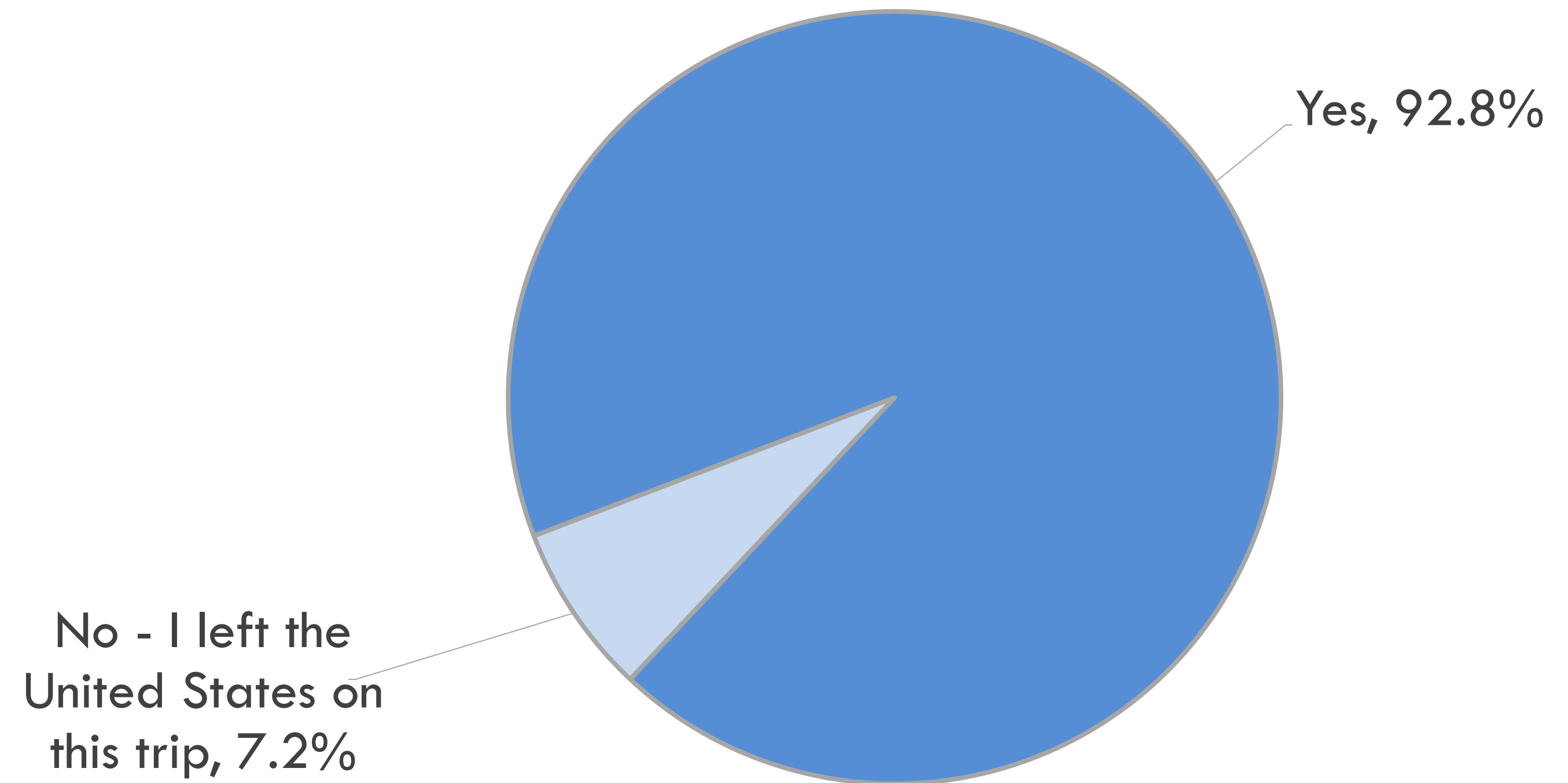
(Base: Wave 80 data. Respondents who took 1 or more overnight trip(s) in the past month, 522 completed surveys. Data collected December 8-10, 2021)



INTERNATIONAL OVERNIGHT TRIP

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

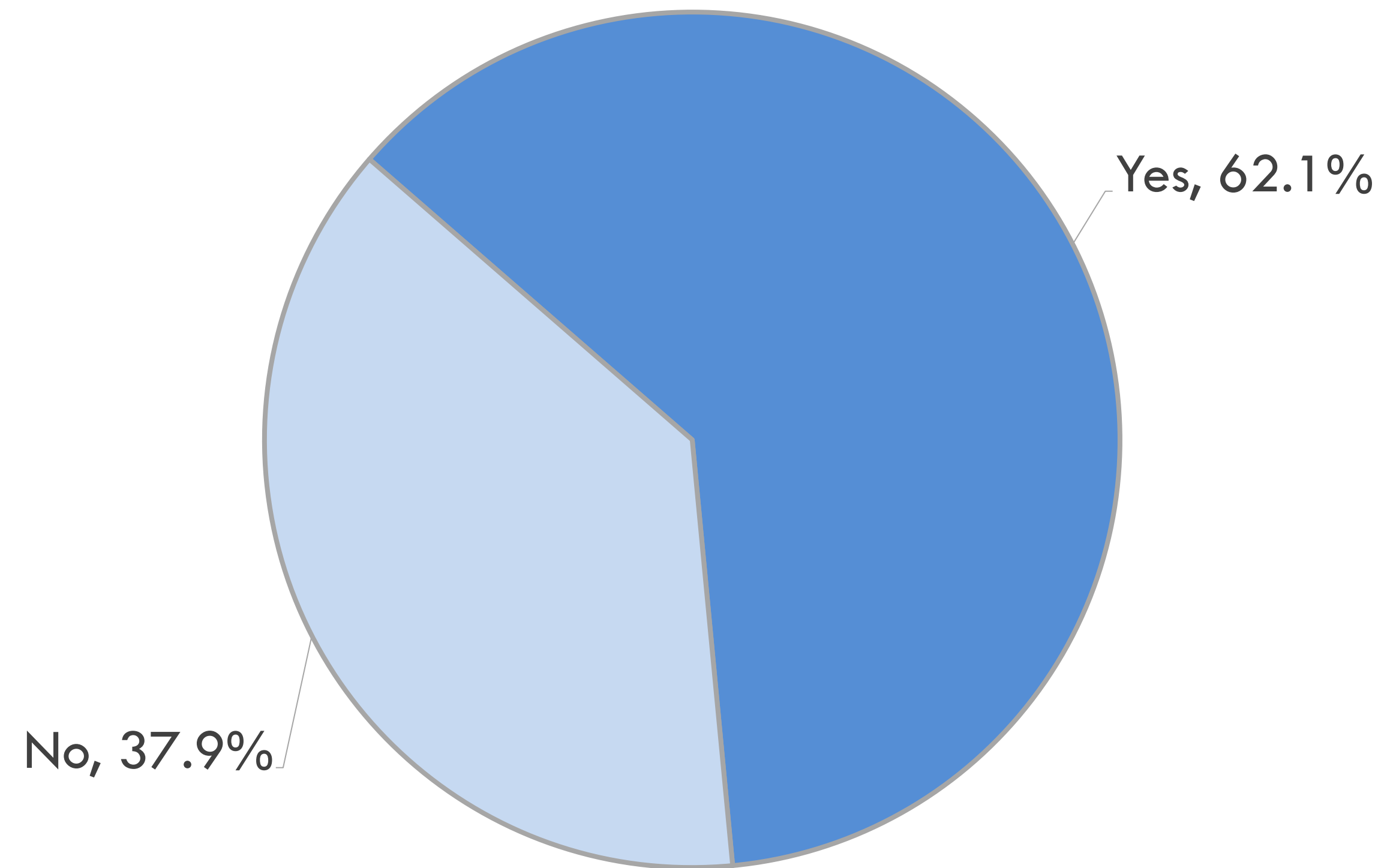
(Base: Wave 80 data. Respondents who took 1 or more overnight trip(s) in the past month, 522 completed surveys. Data collected December 8-10, 2021)



REGIONAL OVERNIGHT TRIP

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

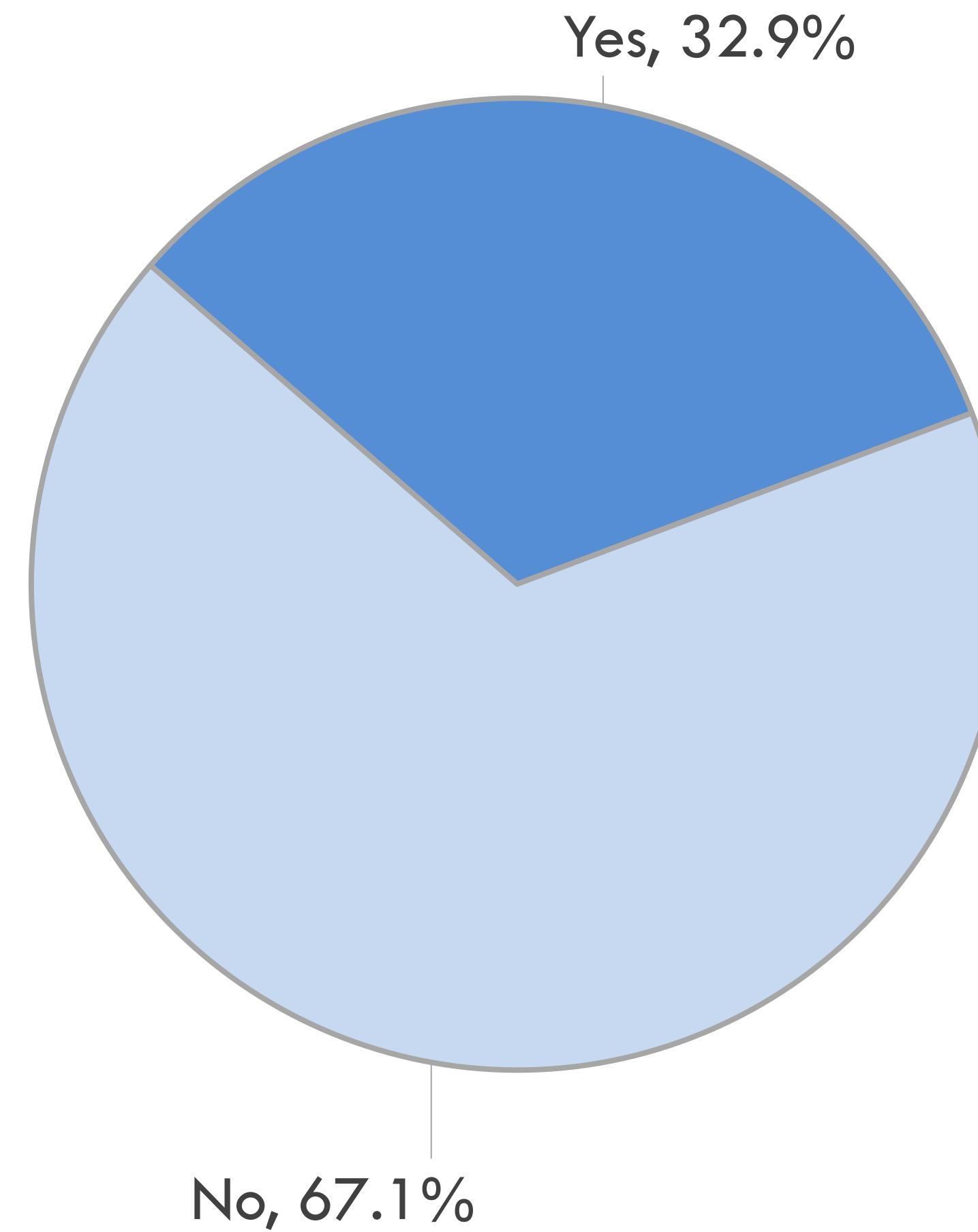
(Base: Wave 80 data. Respondents who took 1 or more overnight trip(s) in the past month, 522 completed surveys. Data collected December 8-10, 2021)



USE OF COMMERCIAL AIRLINE ON OVERNIGHT TRIP

Question: Did you travel using a **COMMERCIAL AIRLINE** on this overnight trip?

(Base: Wave 80 data. Respondents who took 1 or more overnight trip(s) in the past month, 522 completed surveys. Data collected December 8-10, 2021)



MOST RECENT DAY TRIP

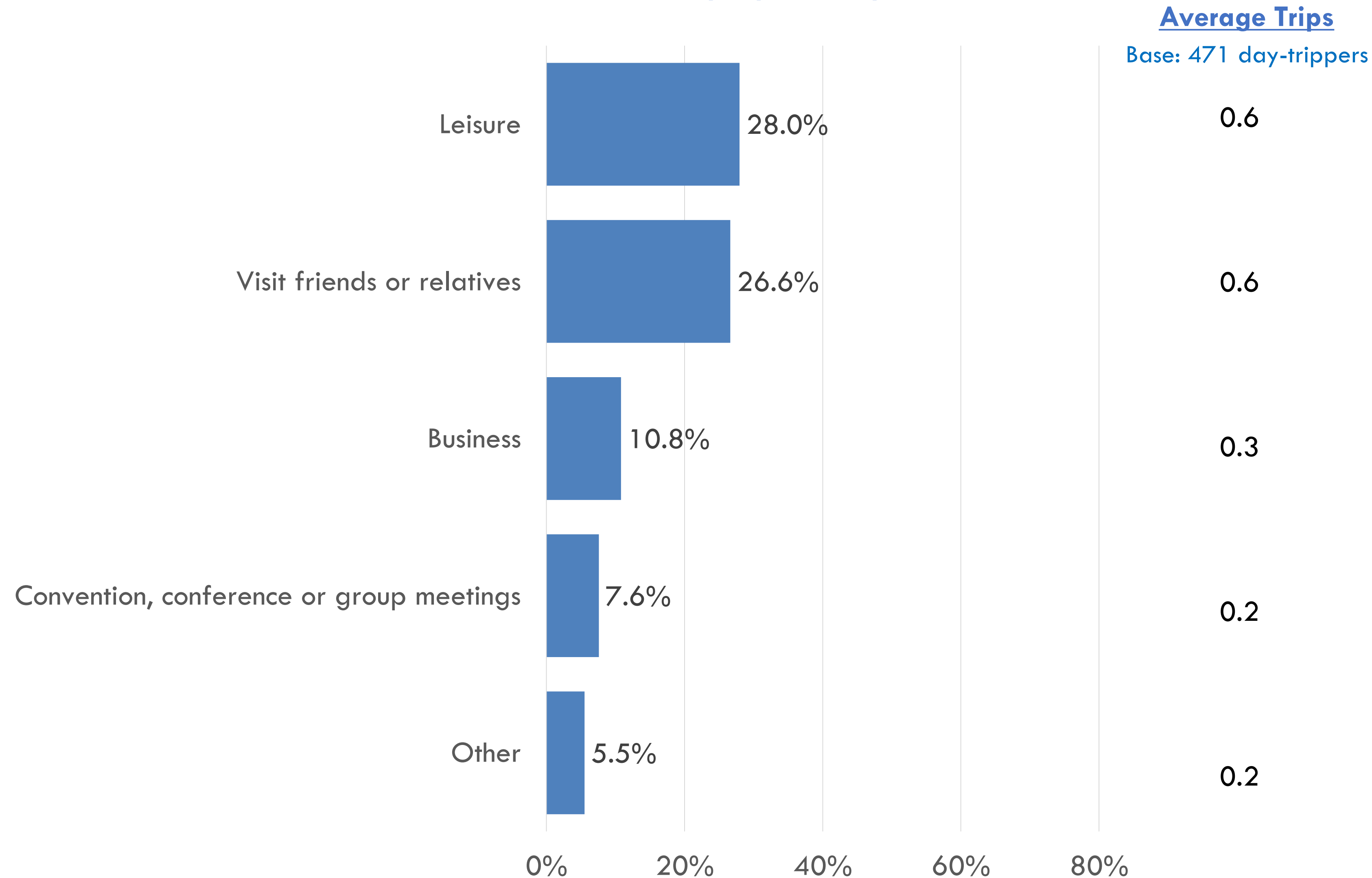
A couple is driving a white convertible car on a winding road during sunset. The driver is a man in a white shirt, and the passenger is a woman with her arms raised in the air. The road is paved and has double yellow lines. The background shows a valley with a sea of clouds under a warm, orange sky. The overall mood is romantic and adventurous.

DAY TRIPS IN THE PAST MONTH: BY TRIP TYPE

% who have taken 1 or more day trips in the past month

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

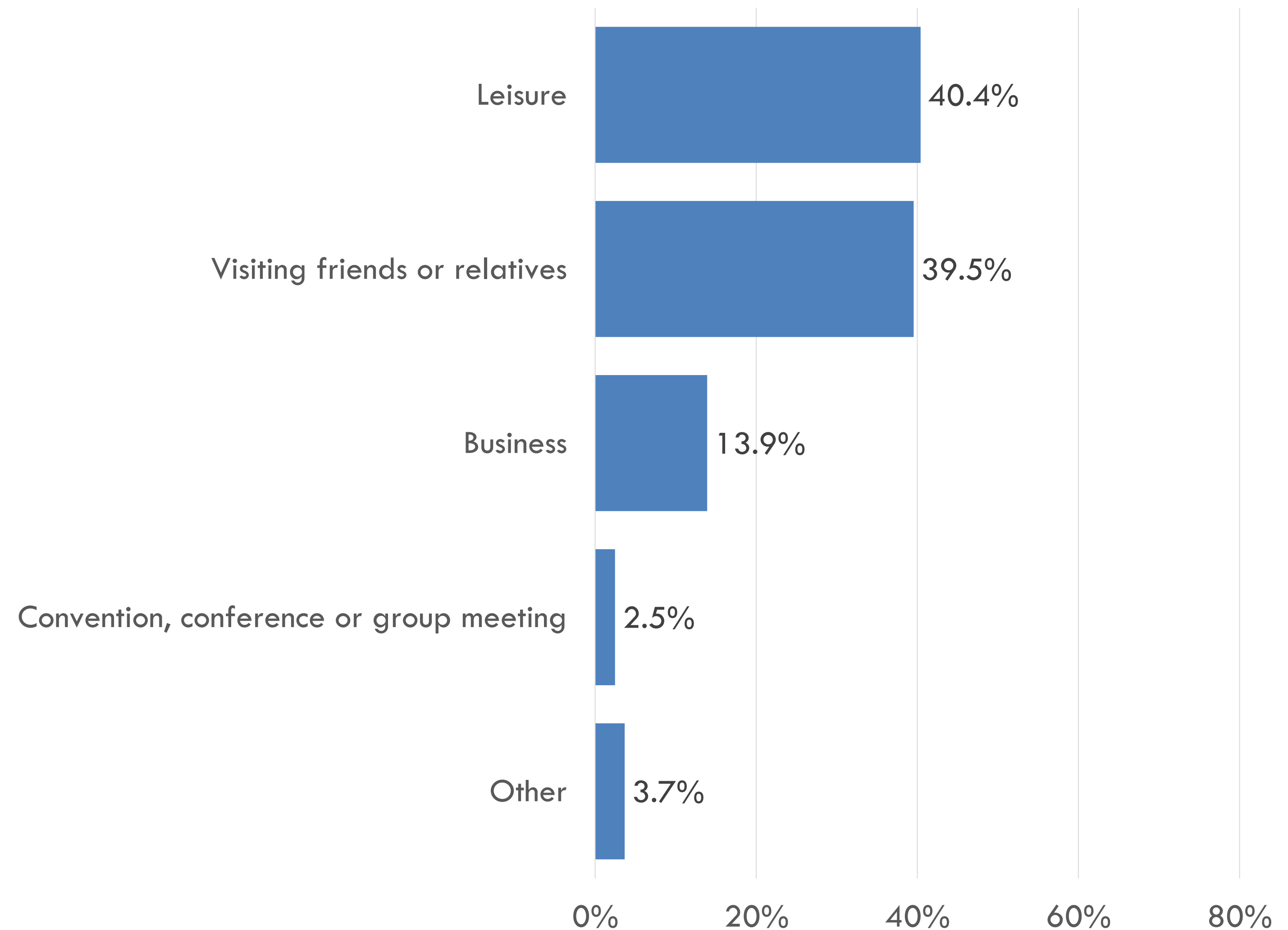
(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



TYPE OF MOST RECENT DAY TRIP

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

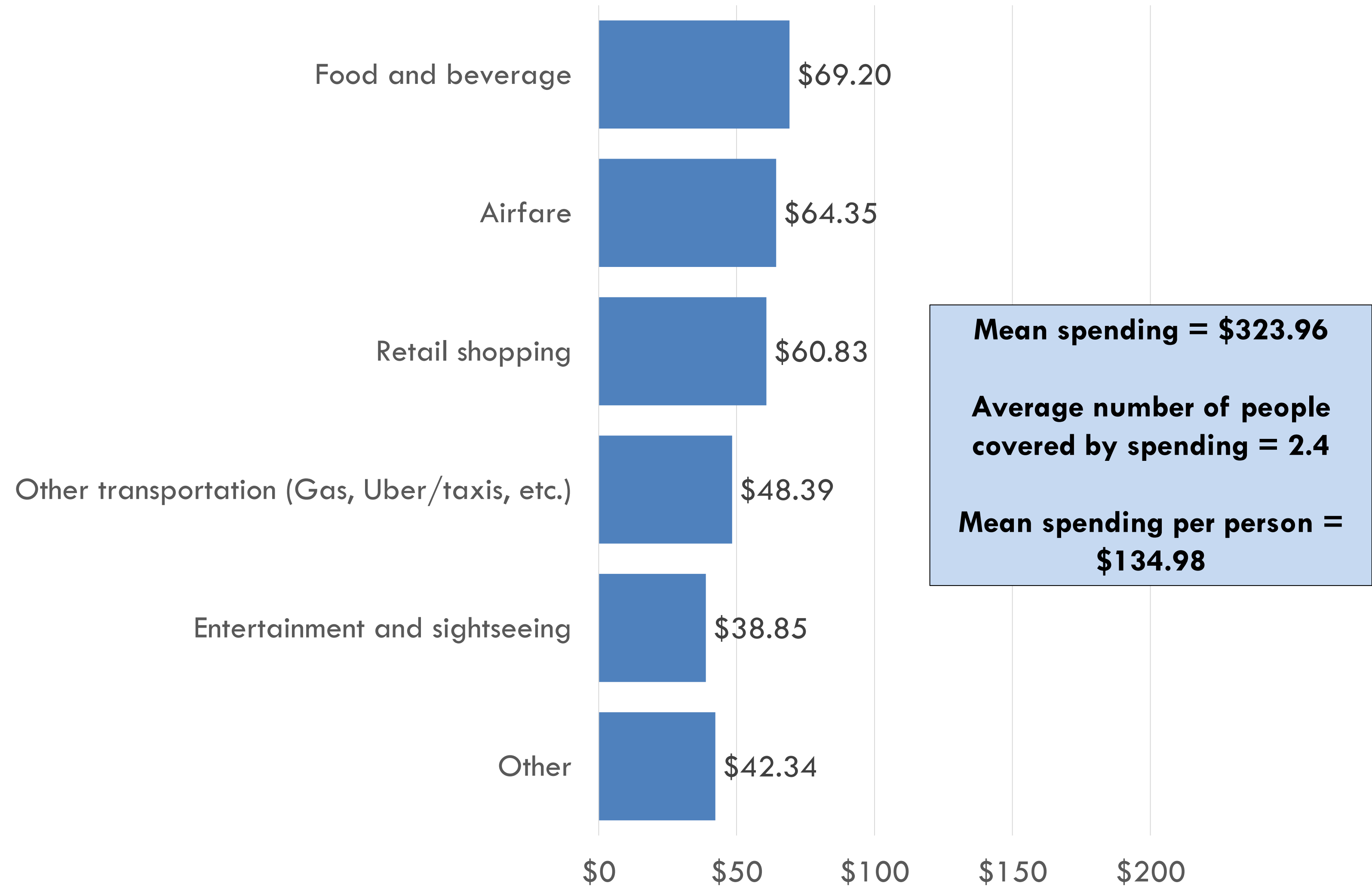
(Base: Wave 80 data. Respondents who took 1 or more day trip(s) in the past month, 471 completed surveys. Data collected December 8-10, 2021)



DAY TRIP SPENDING

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

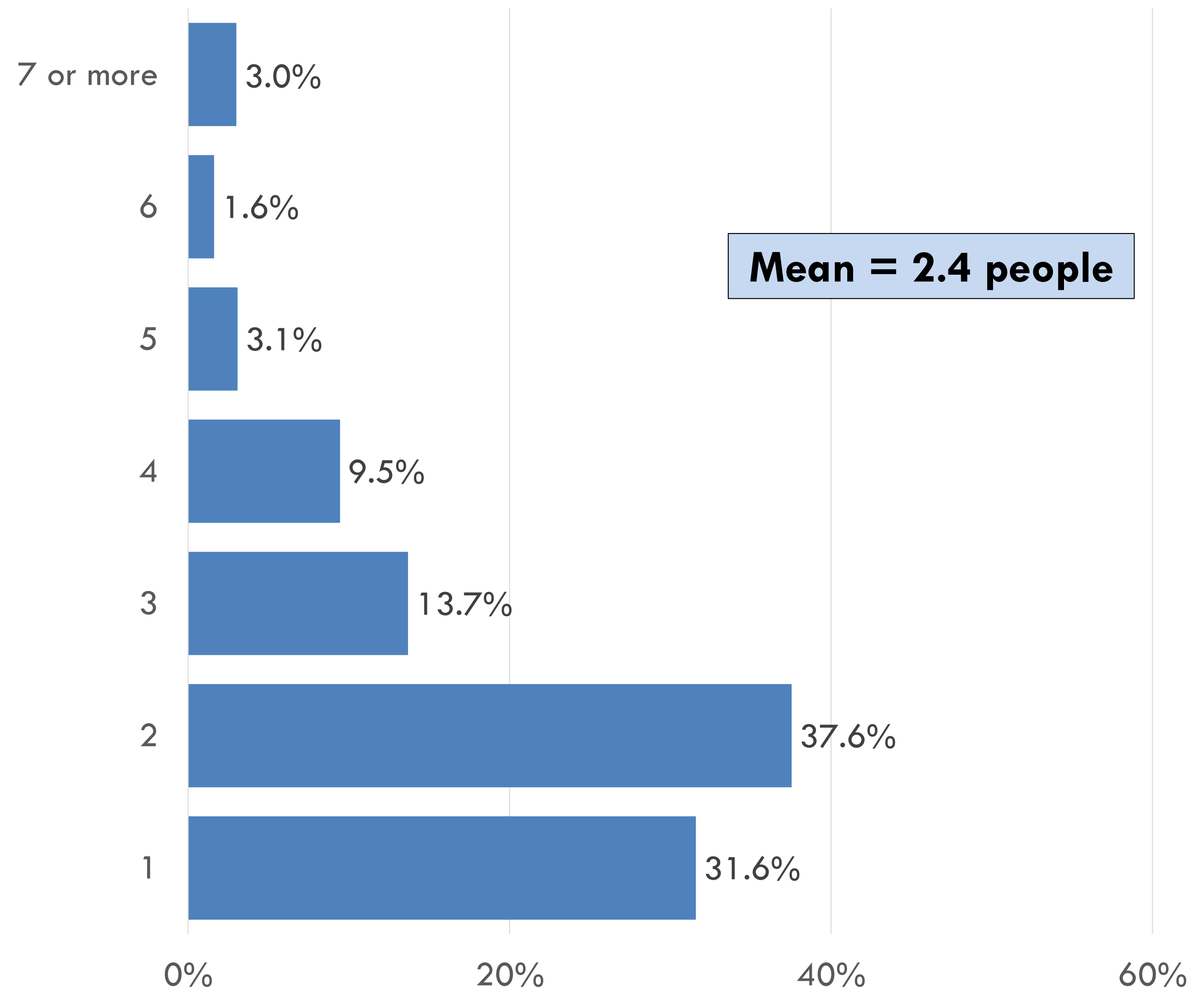
(Base: Wave 80 data. Respondents who took 1 or more day trip(s) in the past month, 471 completed surveys. Data collected December 8-10, 2021)



NUMBER OF PEOPLE COVERED BY SPENDING

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

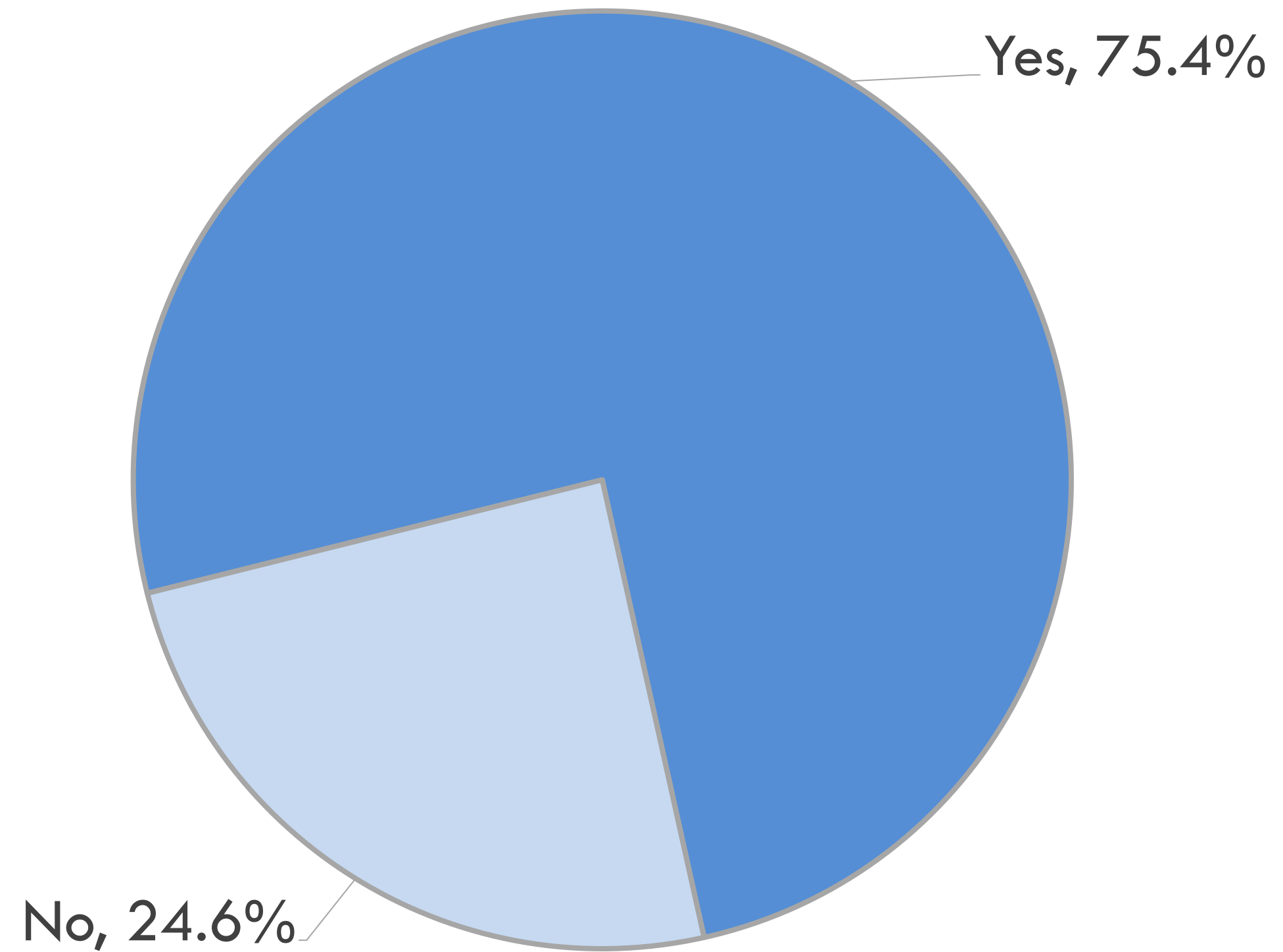
(Base: Wave 80 data. Respondents who took 1 or more day trip(s) in the past month, 471 completed surveys. Data collected December 8-10, 2021)



REGIONAL DAY TRIP

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

(Base: Wave 80 data. Respondents who took 1 or more day trip(s) in the past month, 471 completed surveys. Data collected December 8-10, 2021)

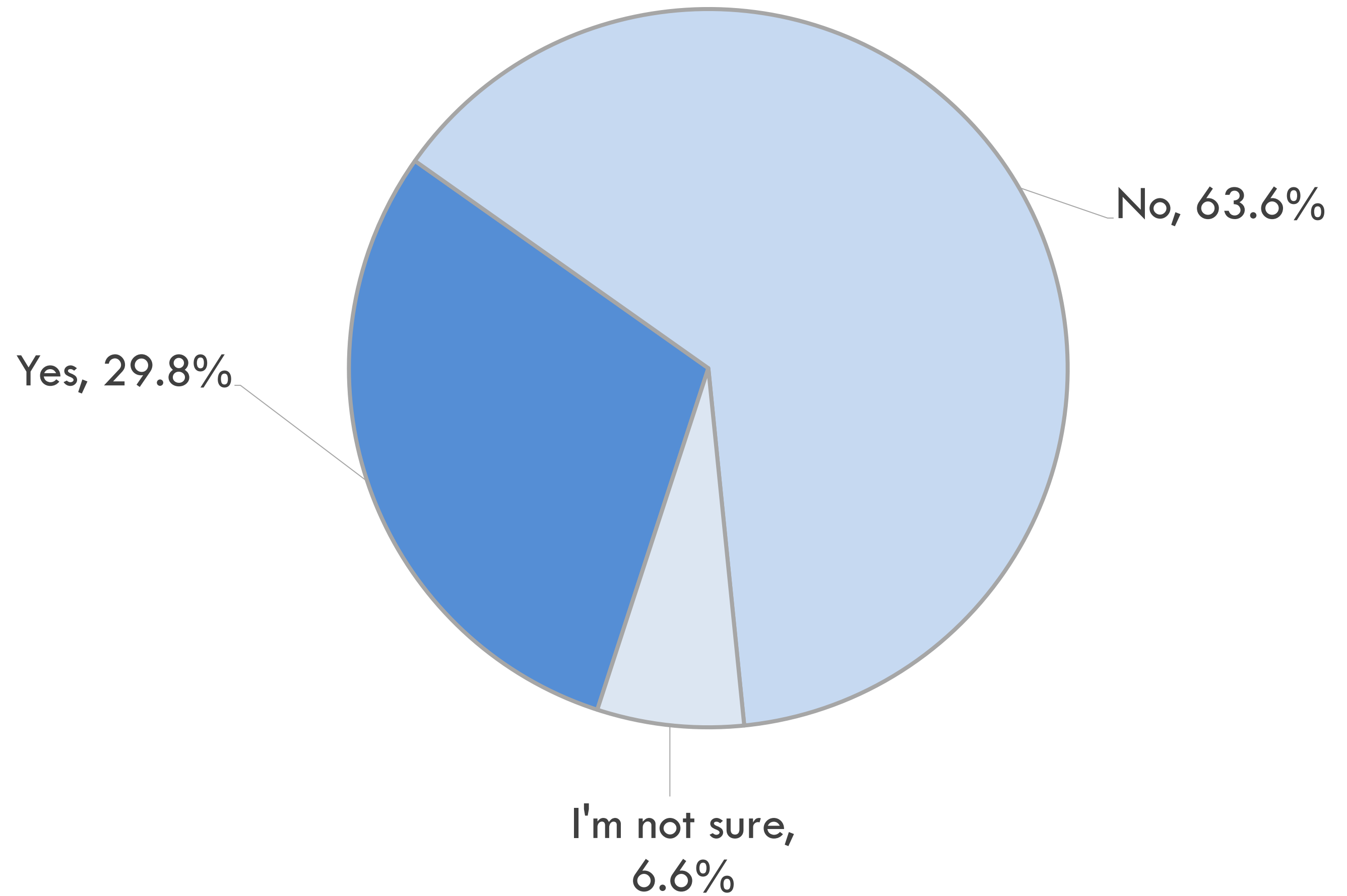


A red Santa hat with a white pom-pom is perched on the edge of a white rope hammock. The hammock is strung over a wooden frame. The background is a blurred view of a beach with turquoise water and a sandy shore. The text "HOLIDAY TRAVEL" is overlaid in white, bold, sans-serif font across the center of the image.

HOLIDAY TRAVEL

CHRISTMAS TRAVEL PLANS

Question: Do you currently have plans to travel (50 miles or more one-way from your home) over the Christmas Holiday?

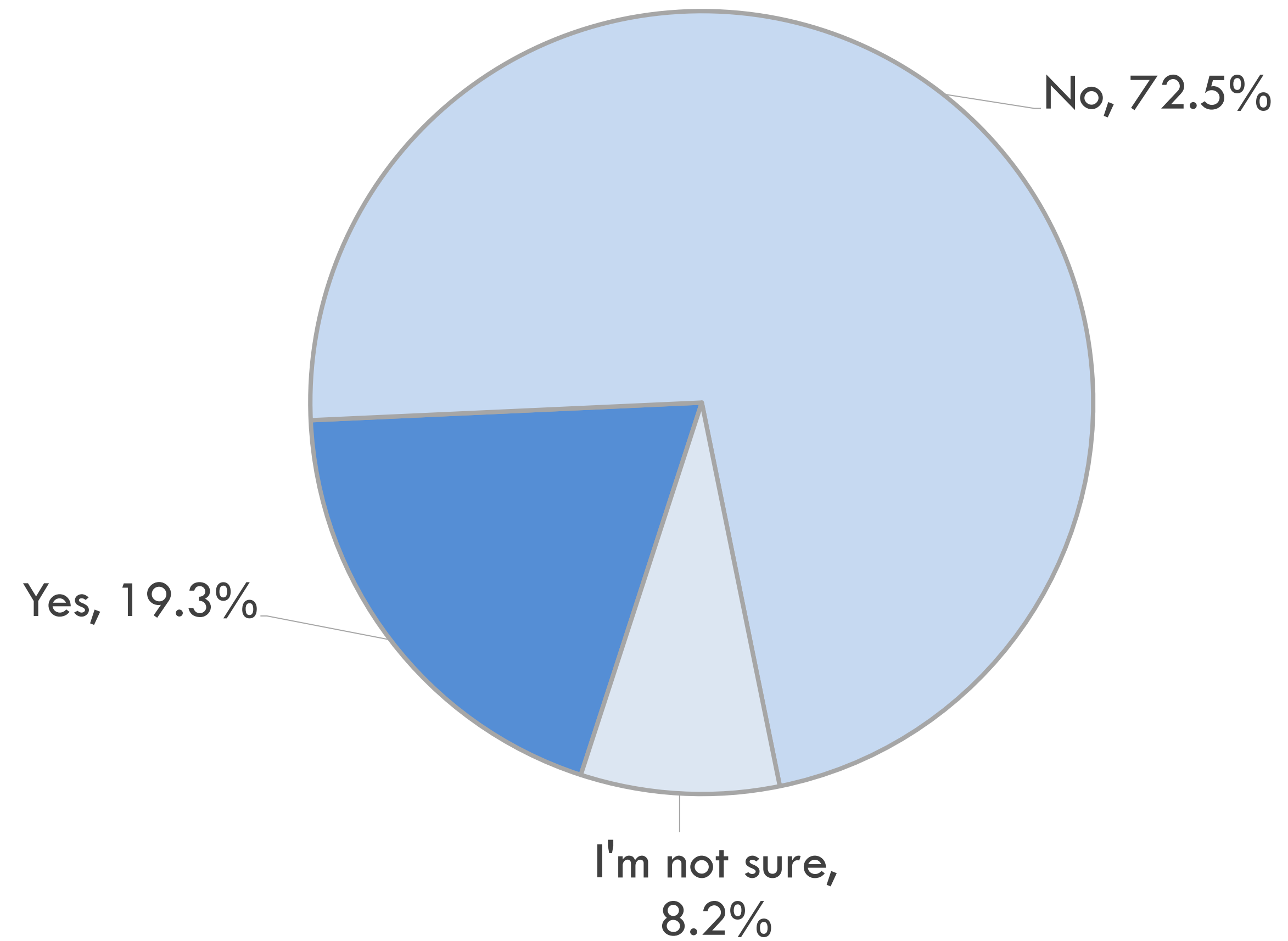


(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)

NEW YEARS TRAVEL PLANS

Question: Do you currently have plans to travel (50 miles or more one-way from your home) over the New Years Holiday?

(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



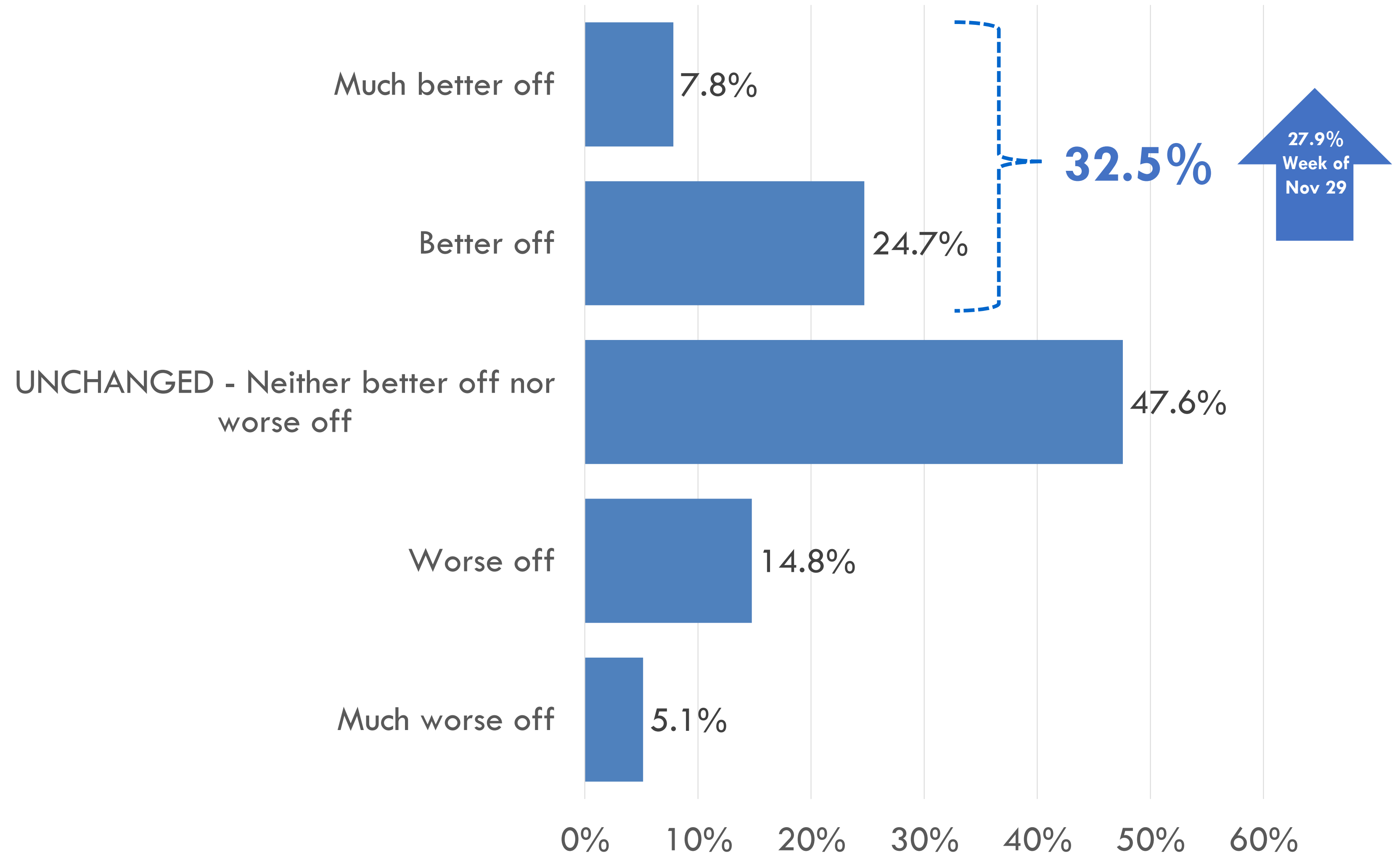
The image features three stacks of silver coins of varying heights, each with a small green seedling growing out of the top. The stacks are placed on a mound of dark, rich soil. In the background, a burlap sack is partially visible, and the overall scene is set against a soft, out-of-focus green background with bokeh light effects. The text 'FINANCIAL WELLNESS' is overlaid in white, bold, sans-serif font across the middle of the image.

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 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)

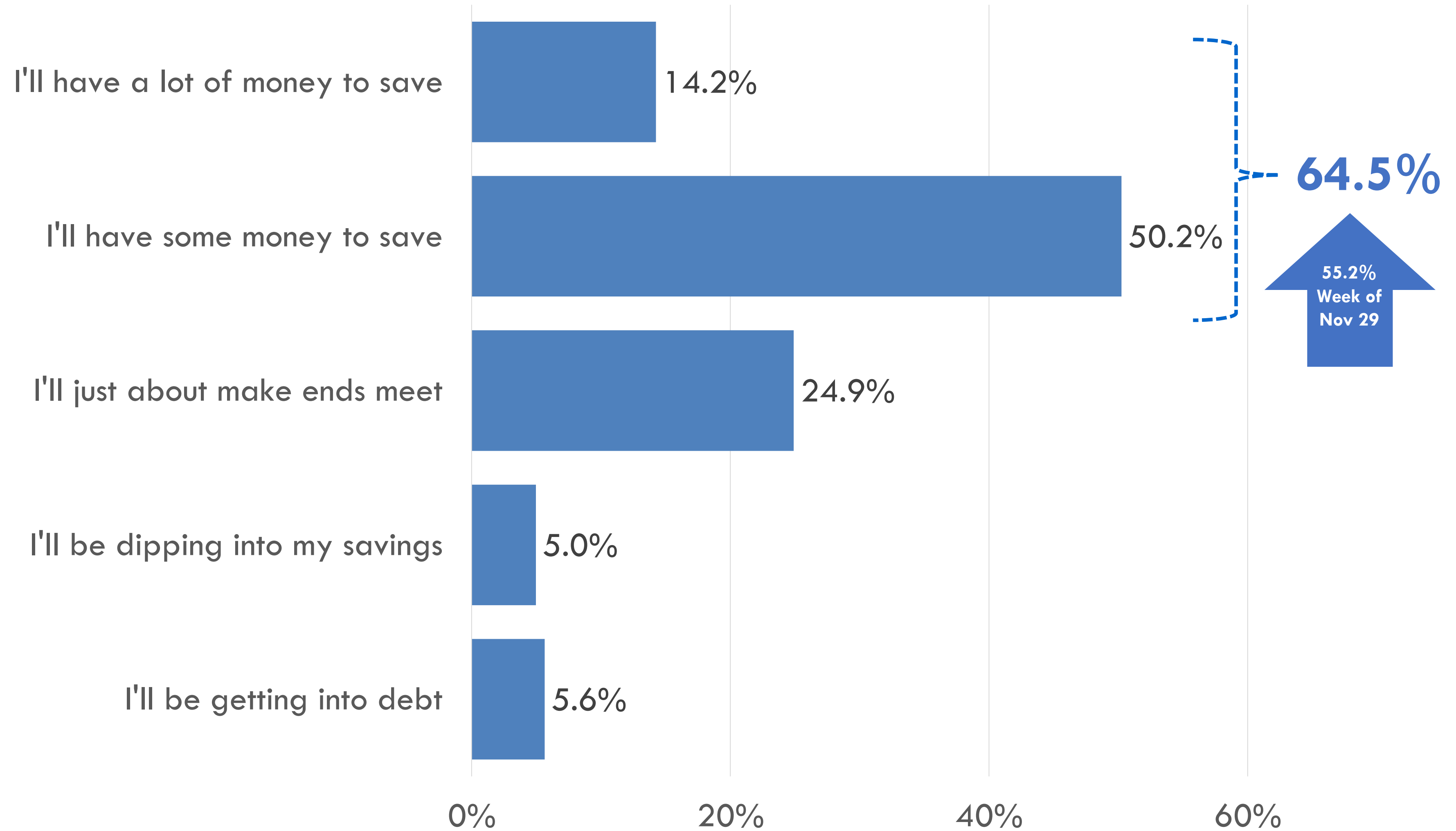


CURRENT HOUSEHOLD FINANCIAL STATUS: ABILITY TO SAVE

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

This month _____.

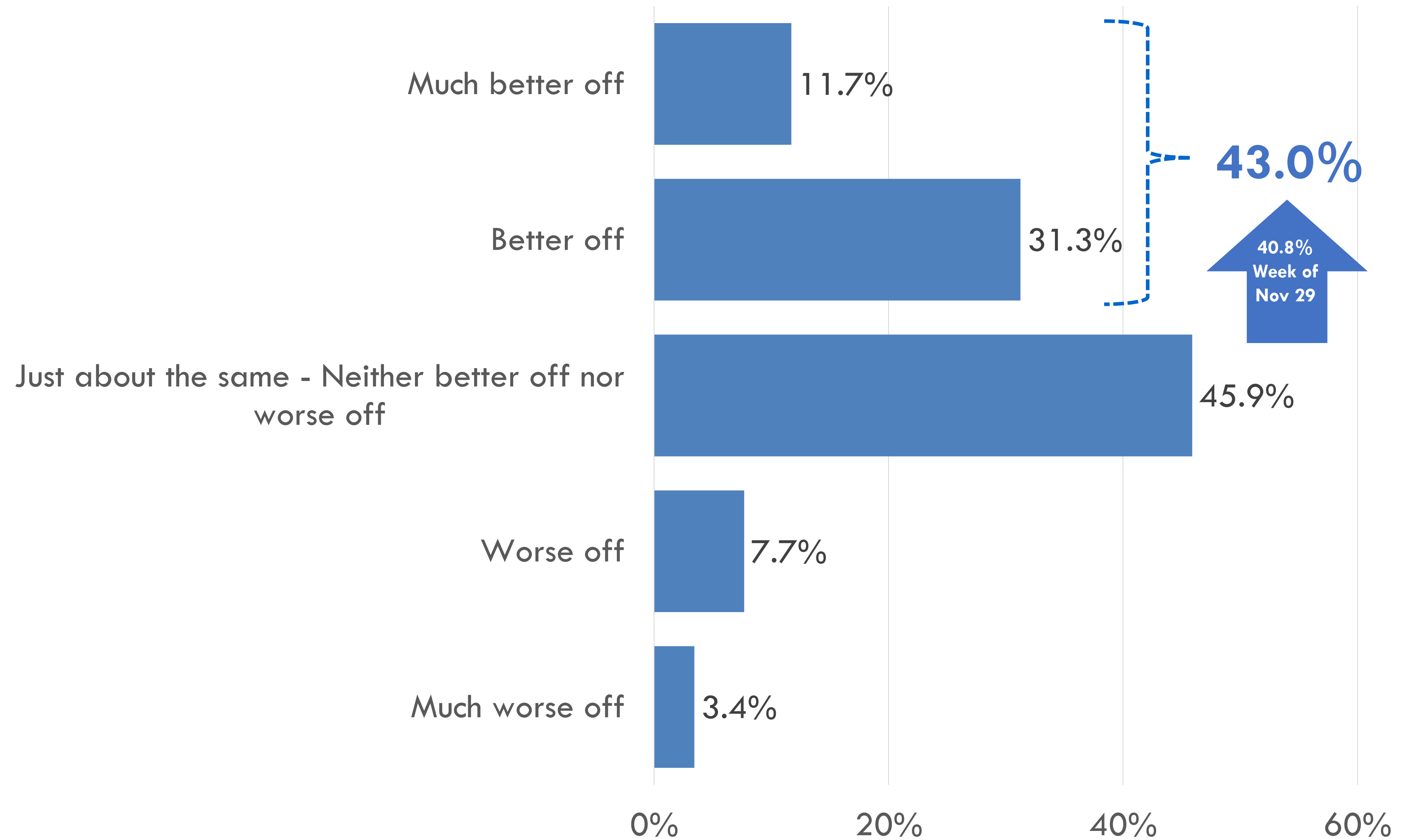
(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



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?

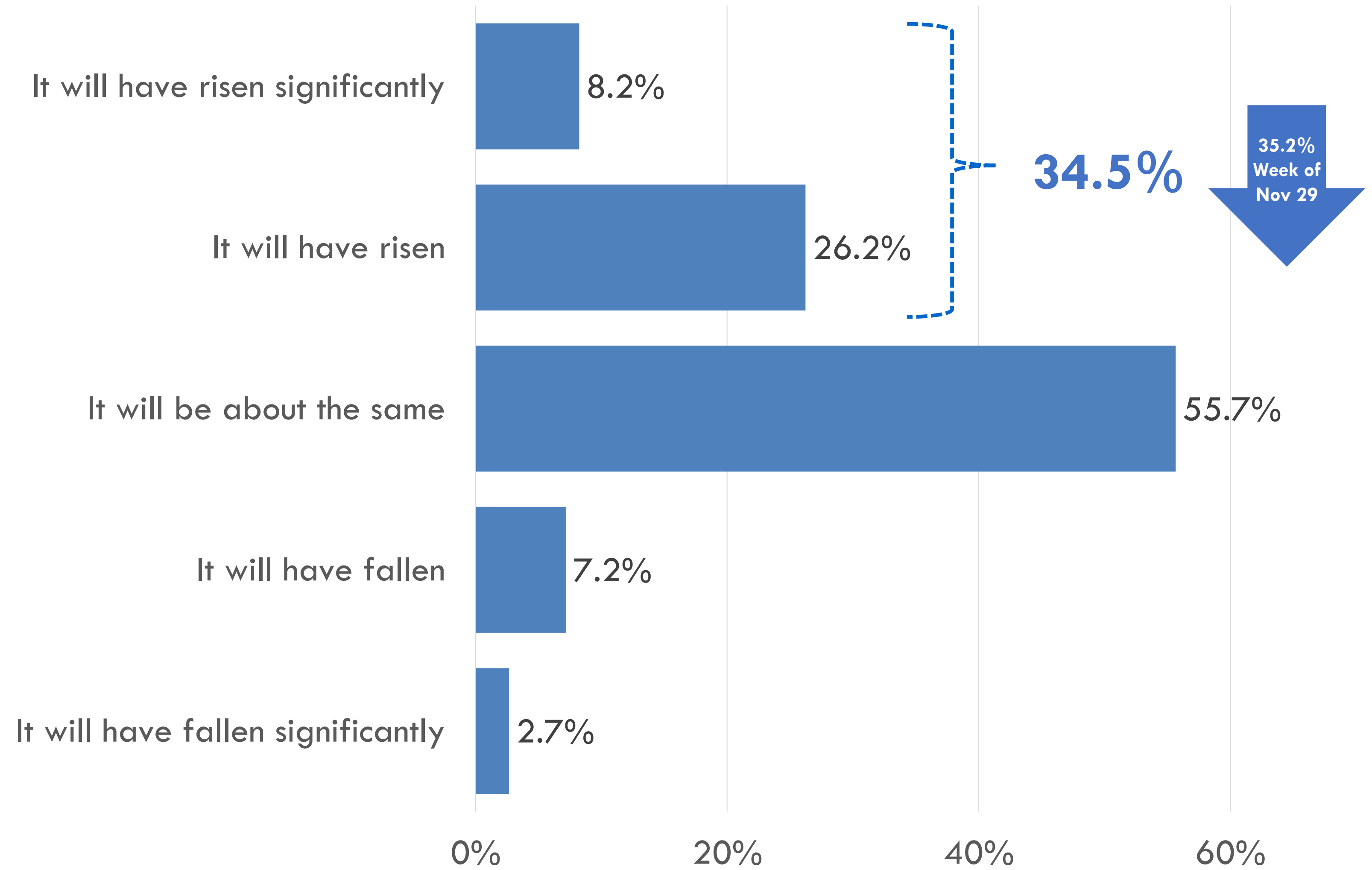
(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



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 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



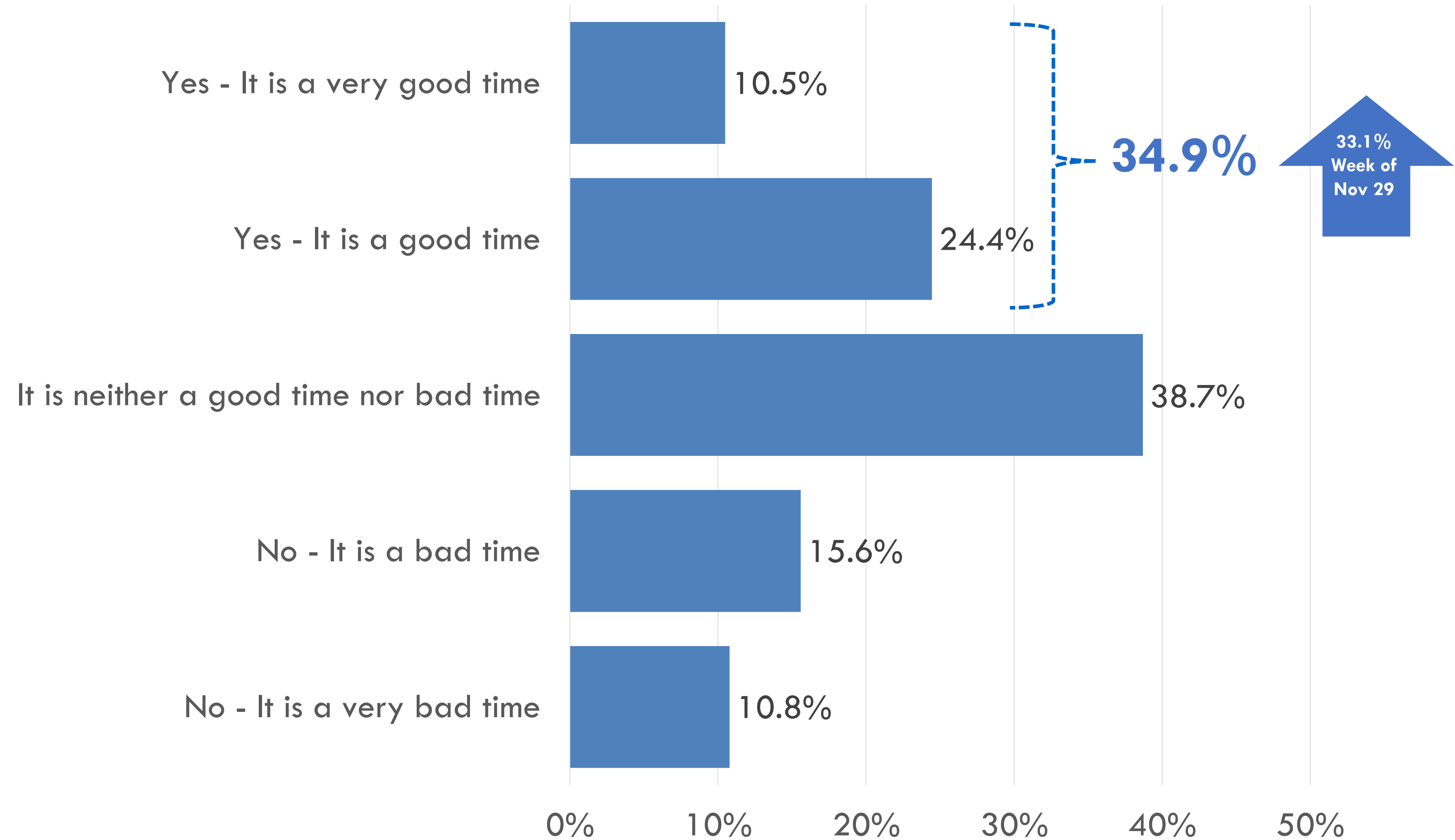
A top-down view of a travel-themed desk. A vintage-style camera with a lens cap is on the left. In the center is a glass jar with a black lid and a label that says 'TRAVEL' and '50'. To the right is a spiral notebook with a pen resting on it. Further right is a hand holding a smartphone. In the foreground, a compass and a white toy airplane are on a map. A black mug is in the background.

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 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)

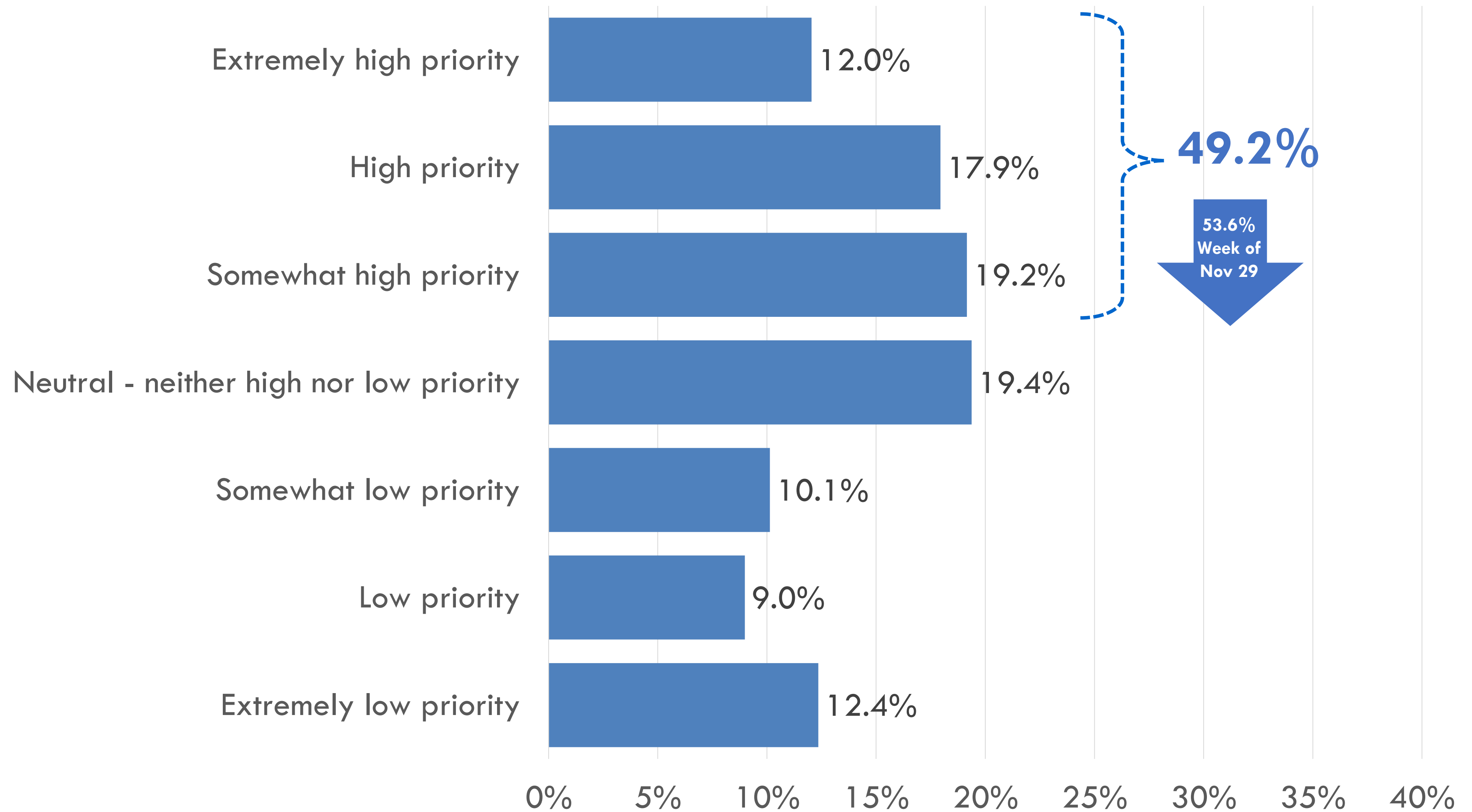


TRAVEL AS A BUDGET PRIORITY

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 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)

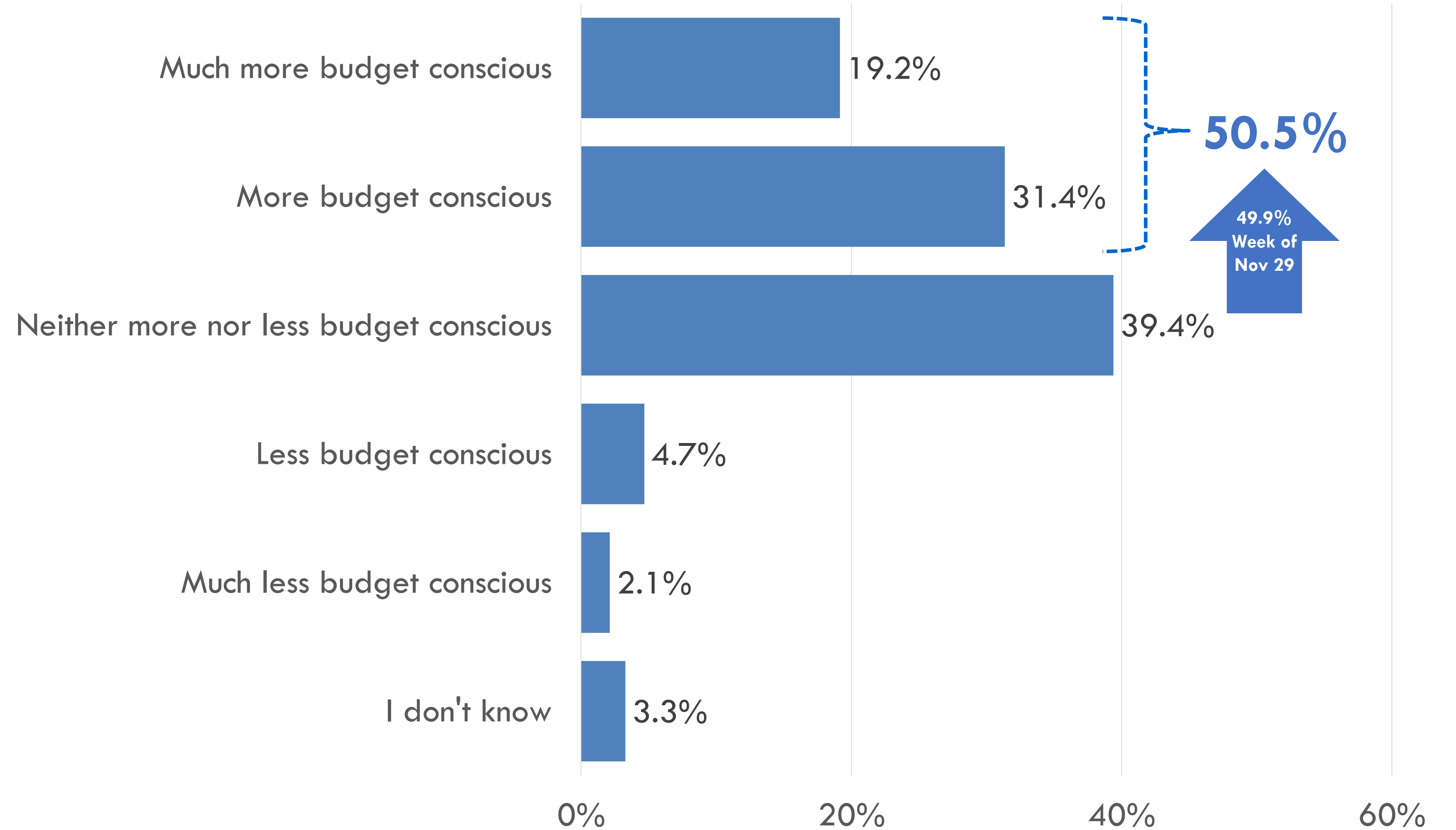


BUDGET CONCIOUSNESS

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.

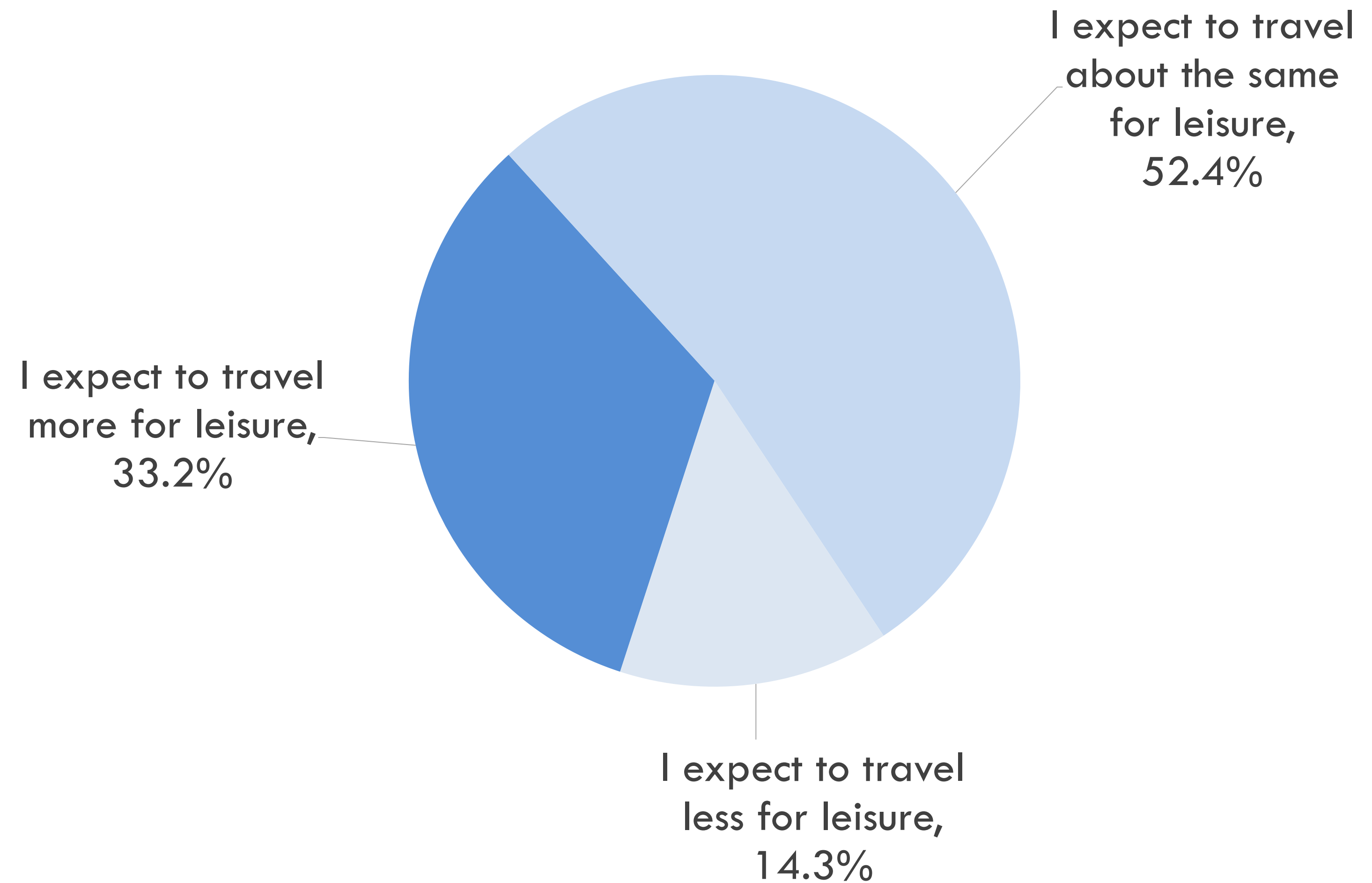
(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



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)

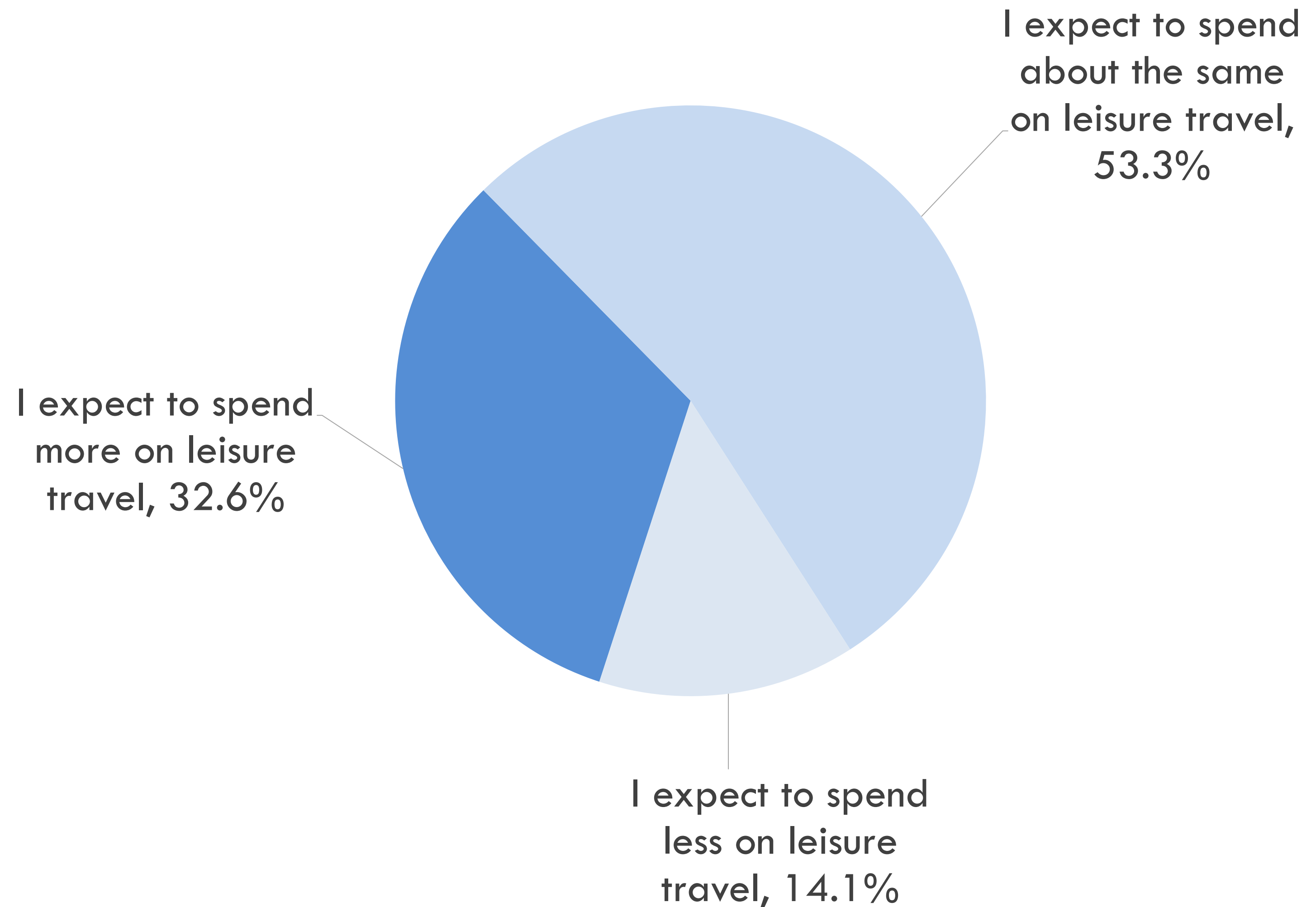
(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



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)

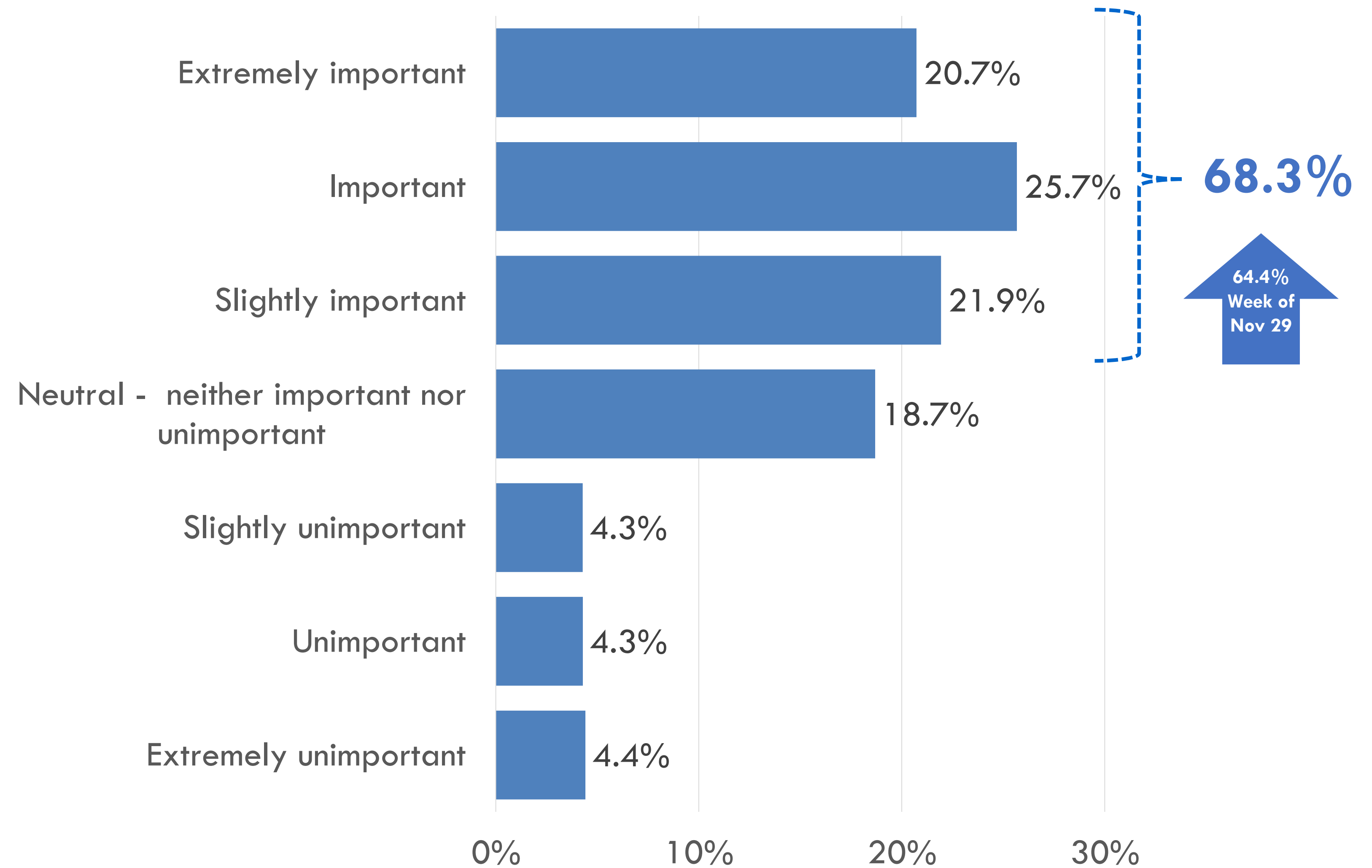
(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



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 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)

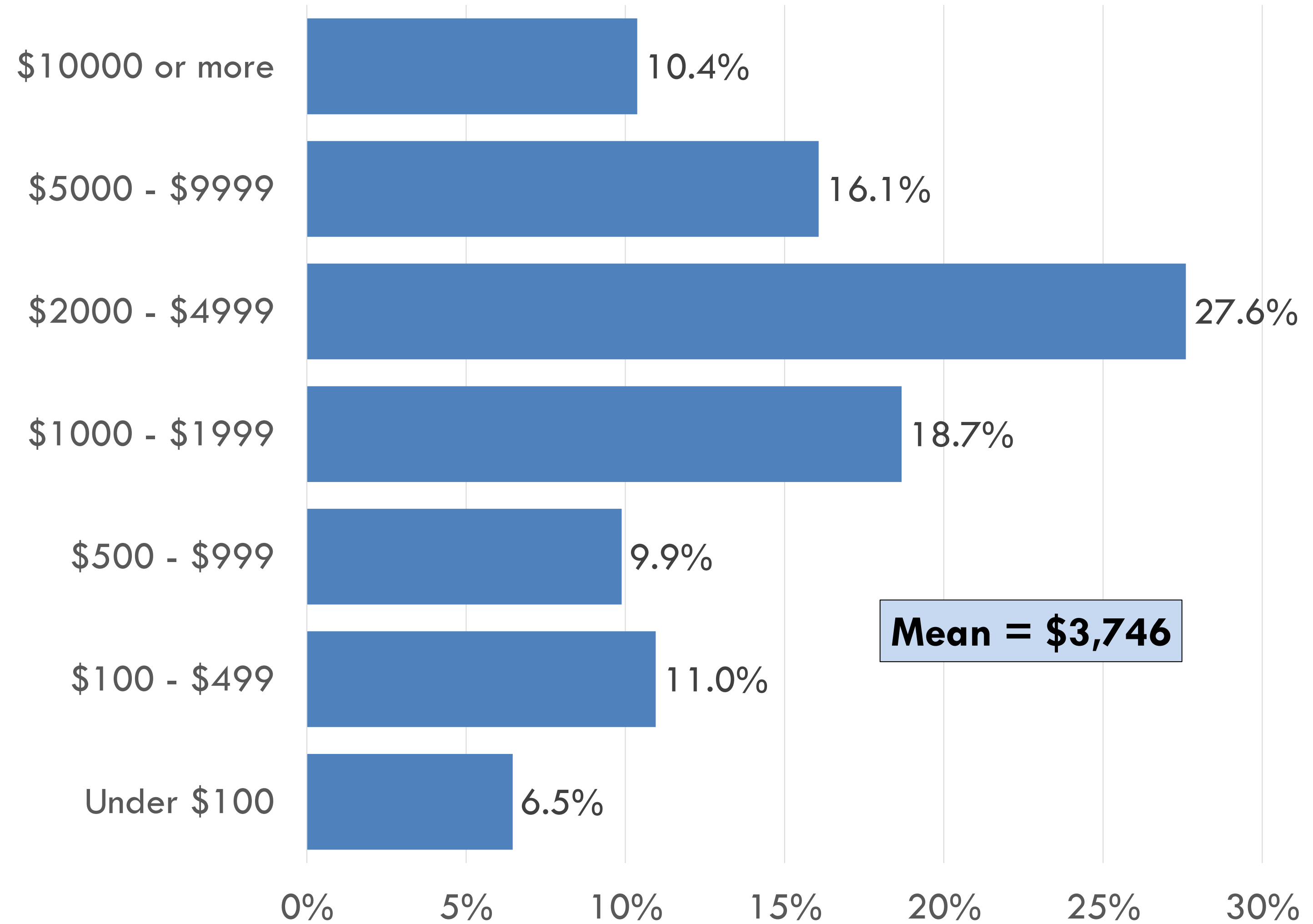


MAXIMUM TRAVEL SPENDING: NEXT 12 MONTHS

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 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



HIGH TRAVEL PRICES

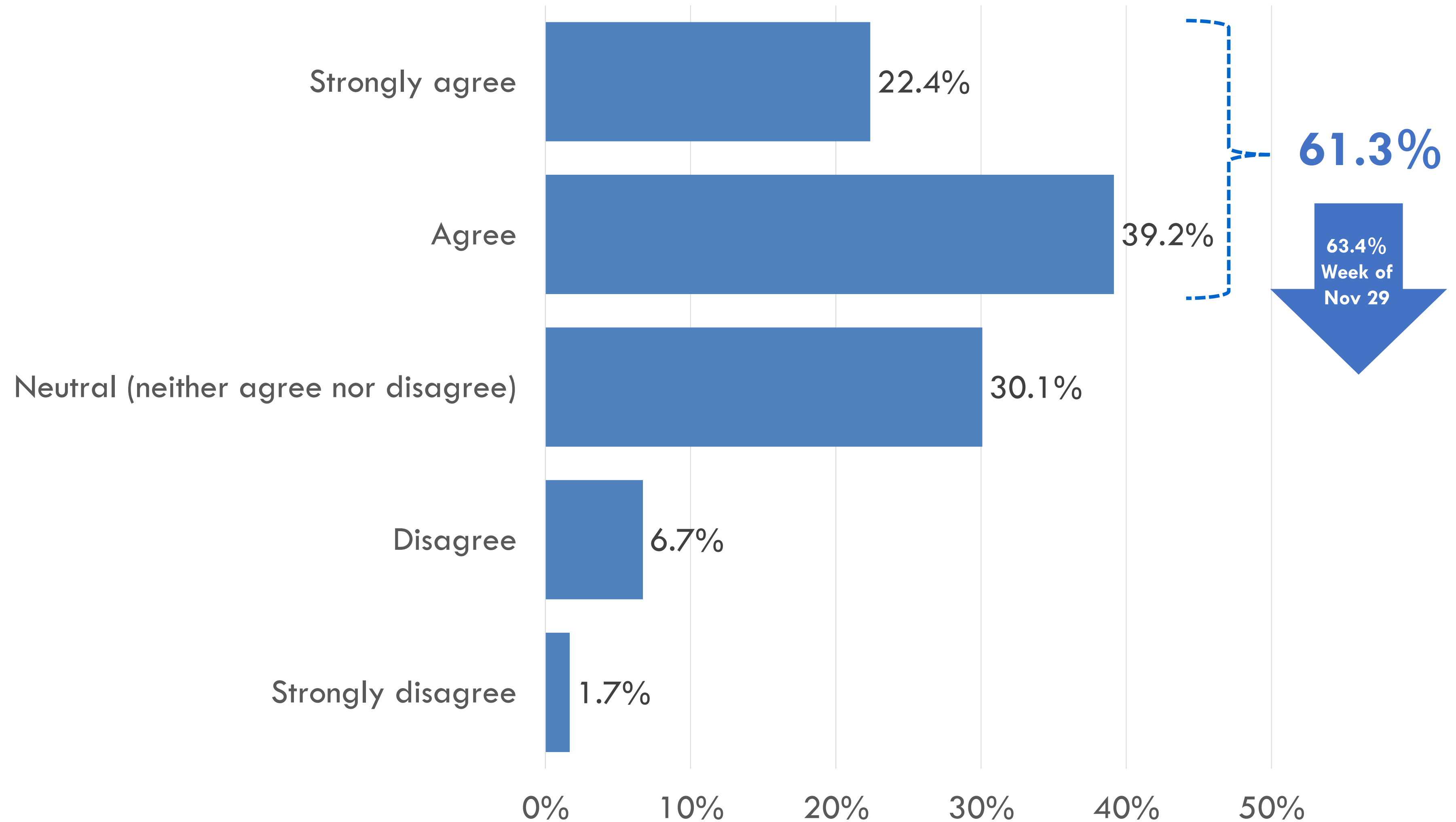


TRAVEL PRICES BEING TOO HIGH RIGHT NOW

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

Travel prices are generally too high right now.

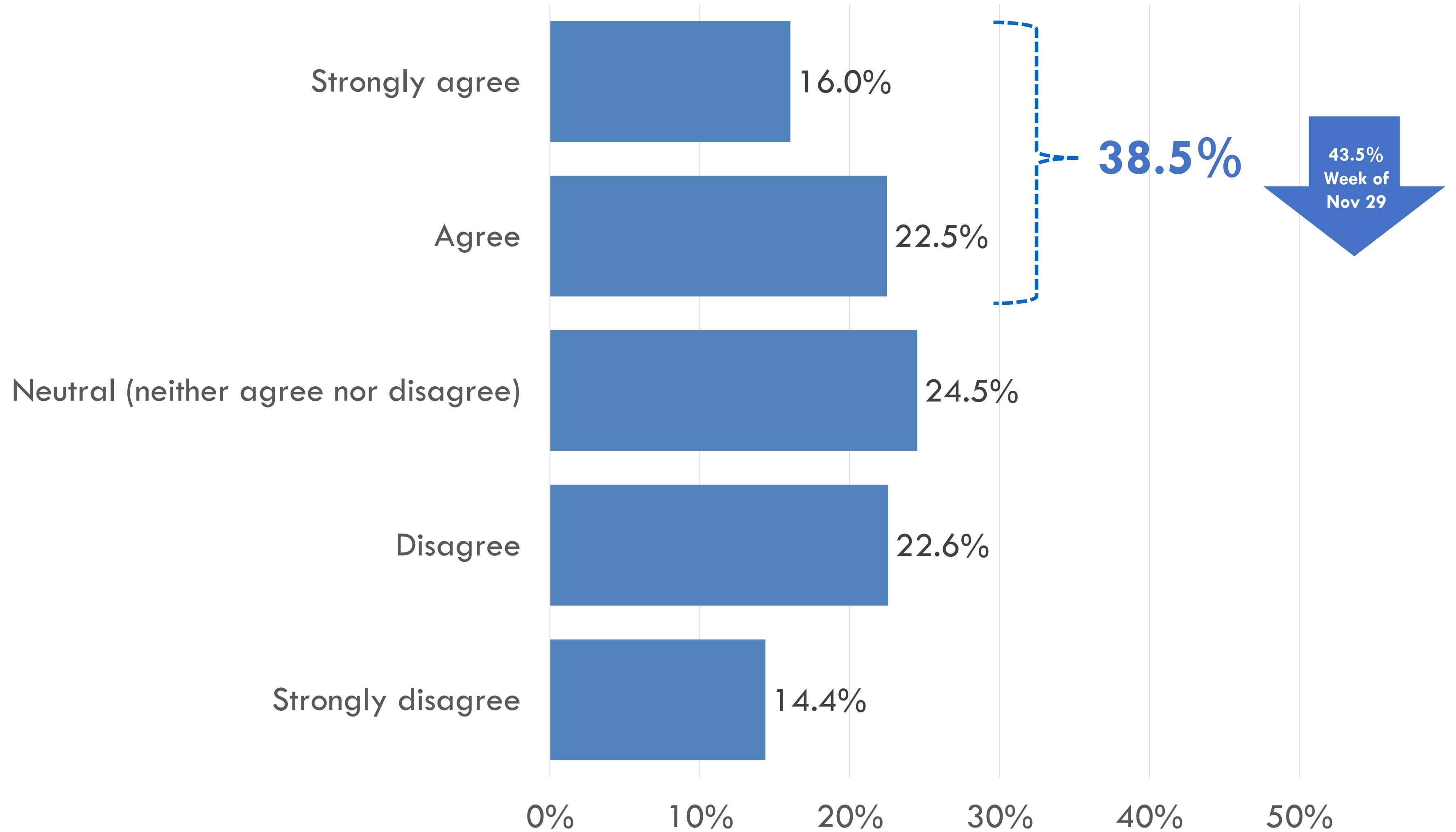
(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



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 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)

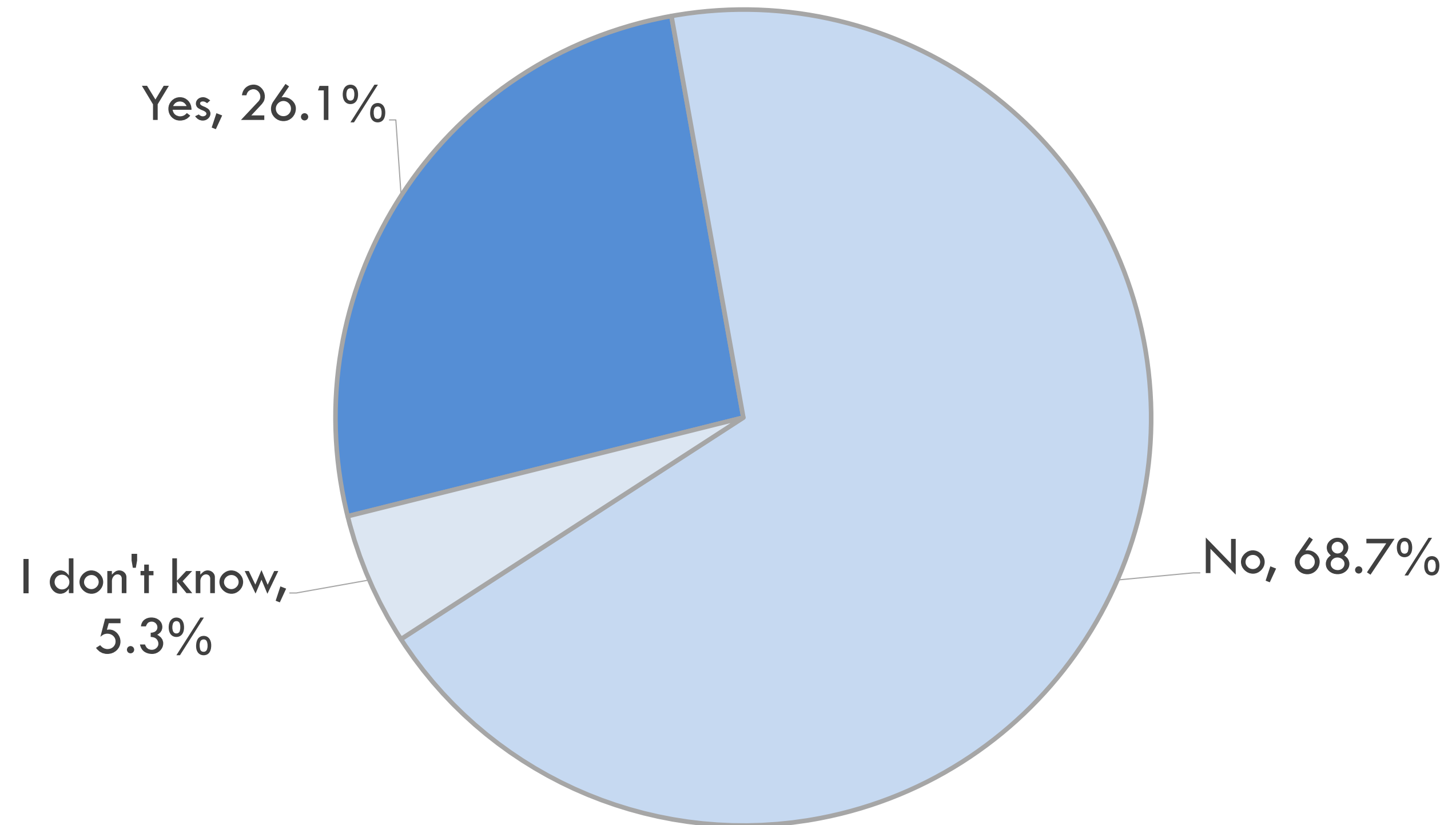
A woman with long brown hair, wearing a dark blue blazer over a light blue shirt, is smiling warmly. She is holding a white card or document in her hands. The background shows an office setting with several snake plants on a ledge and large windows. The scene is brightly lit, suggesting a professional and welcoming environment.

VISITOR INFORMATION CENTERS

USE OF VISITOR INFORMATION CENTERS IN THE PAST 12 MONTHS

Question: In the PAST TWELVE (12) MONTHS while traveling for leisure, have you used resources from an official city, state or regional VISITOR INFORMATION CENTER?

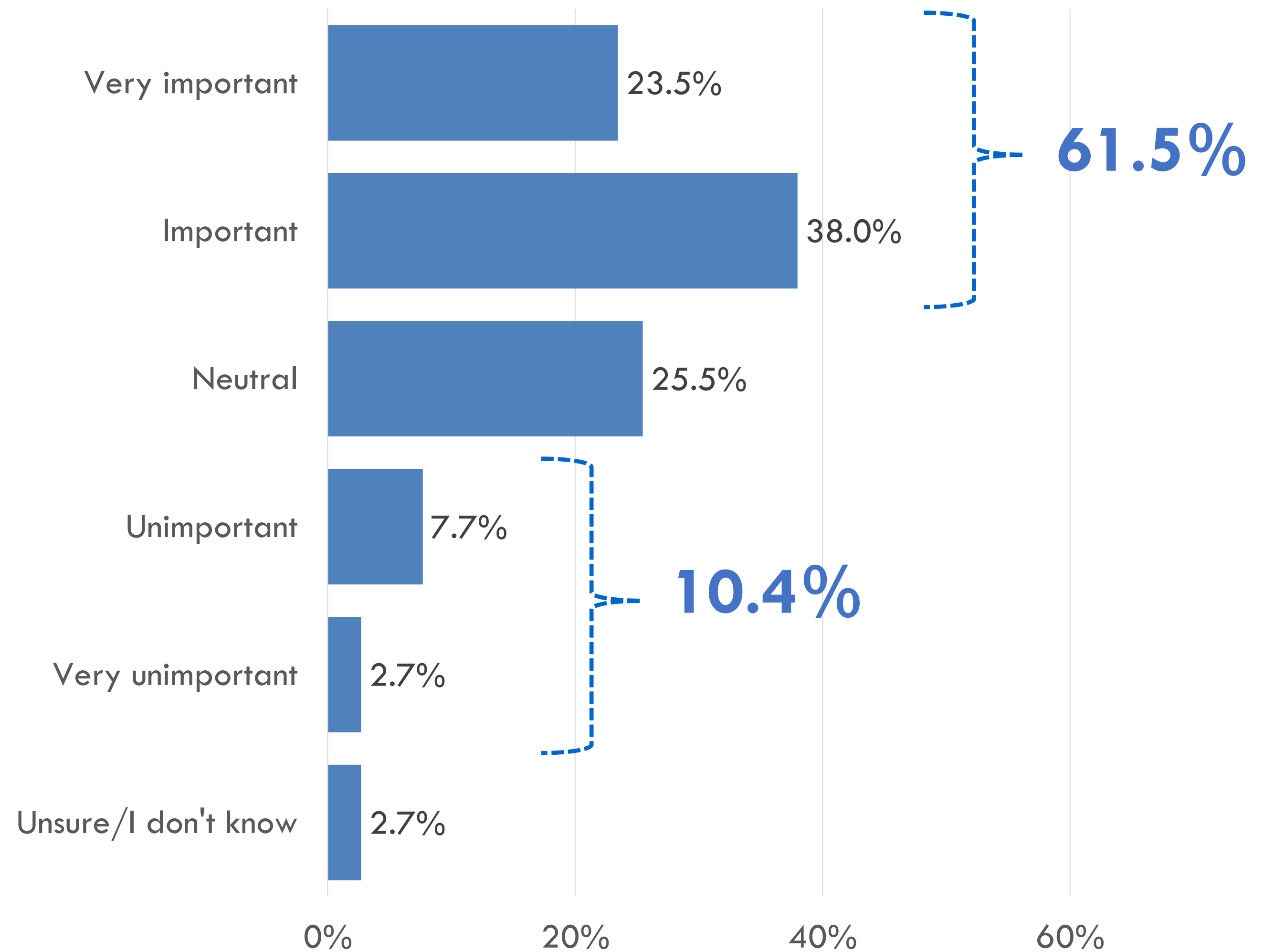
(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



IMPORTANCE OF VISITOR INFORMATION CENTERS

Question: In your opinion, how important is it for a destination to have a VISITOR INFORMATION CENTER?

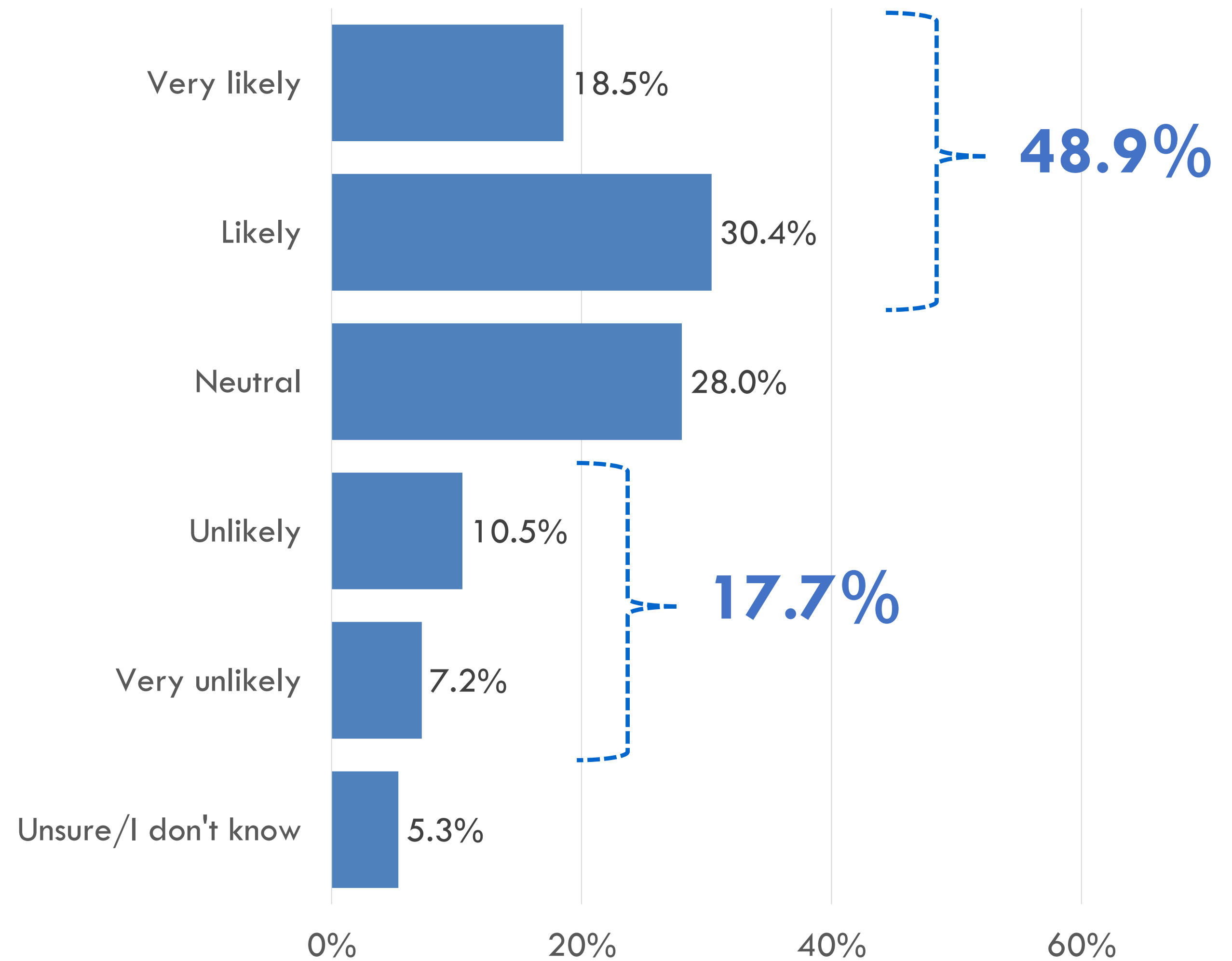
(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)



LIKELIHOOD TO USE A VISITOR INFO CENTER IN THE NEXT 12 MONTHS

Question: In the NEXT TWELVE (12) MONTHS while traveling for leisure, how likely are you to use resources from an official city, state or regional VISITOR INFORMATION CENTER?

(Base: Wave 80 data. All respondents, 1,201 completed surveys. Data collected December 8-10, 2021)





Coronavirus Travel Sentiment Index

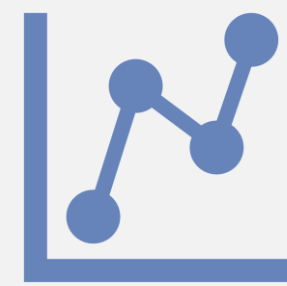
Measuring the Potential Influence of Travel Marketing

Highlights from the Week of December 13th

What is a Predictive Index?



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



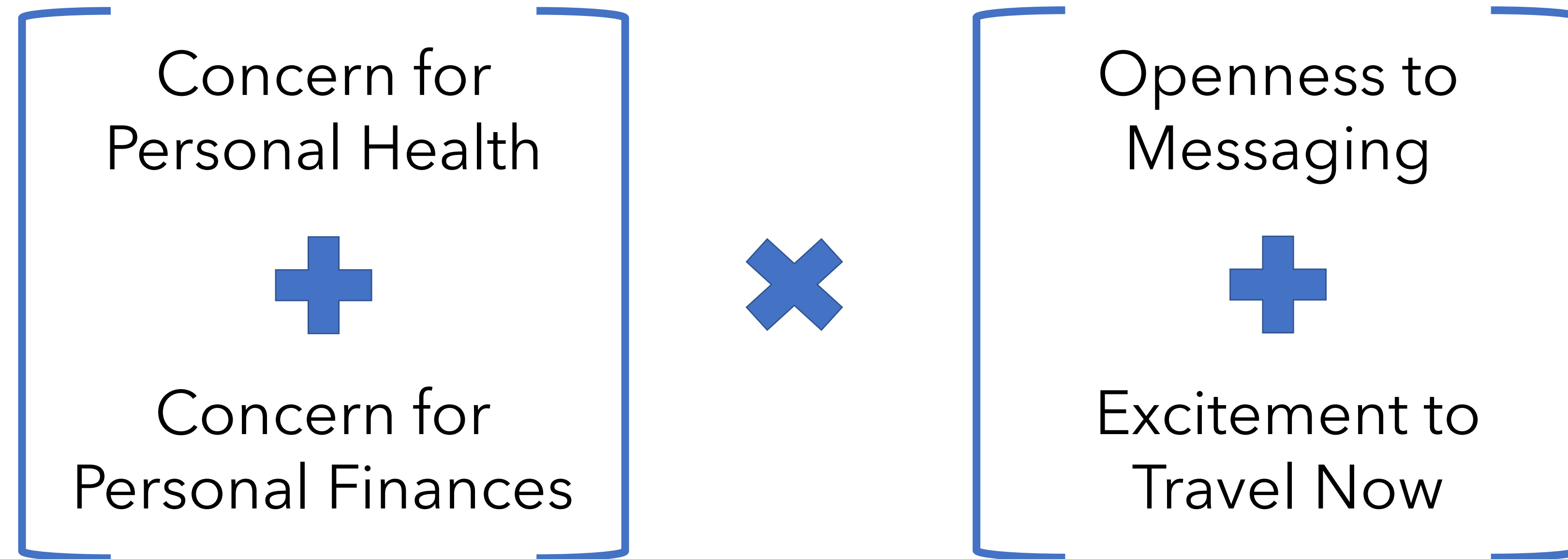
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.



The goals are to identify:

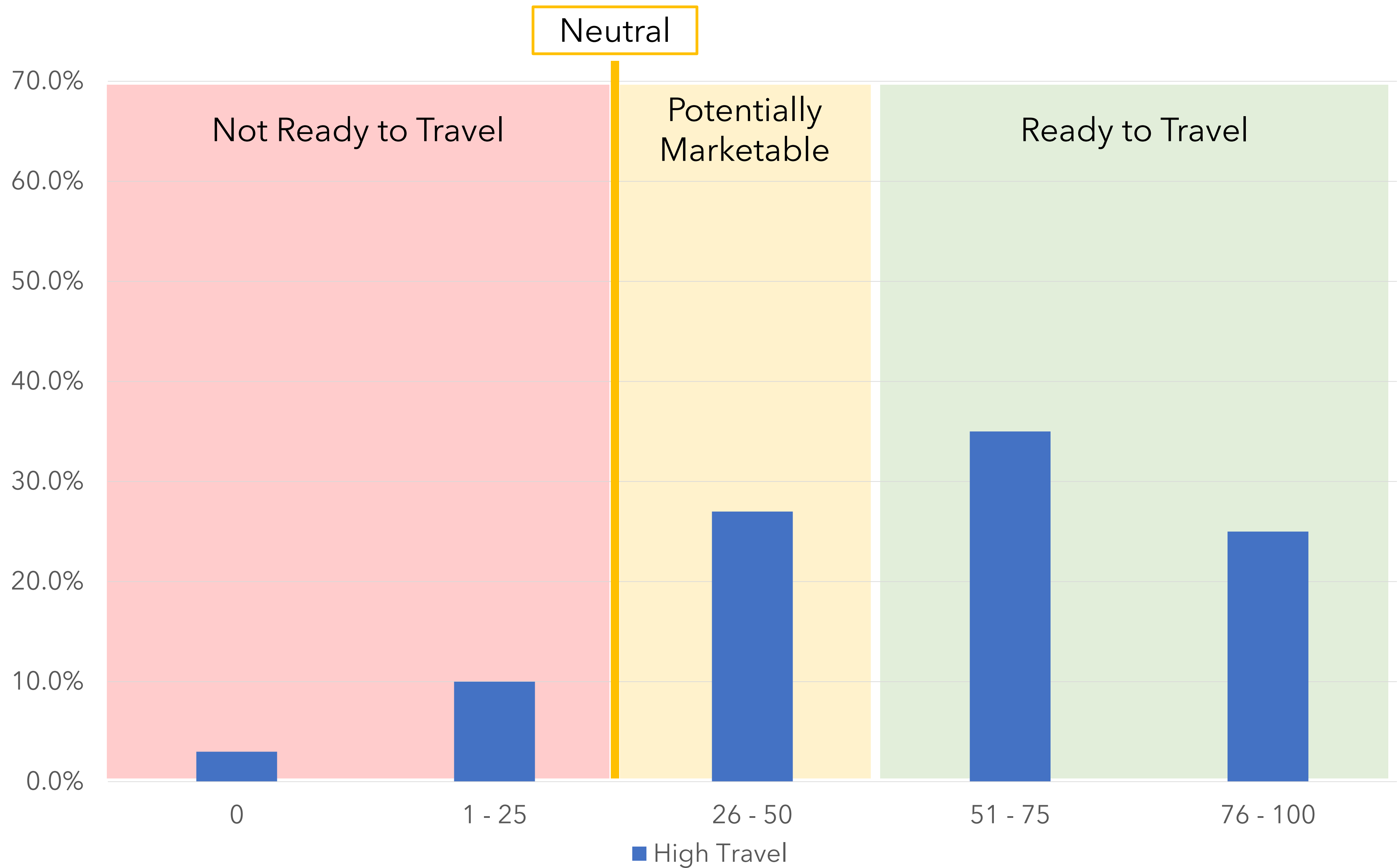
- WHO are the traveler segments that appear receptive to travel marketing and
- WHEN will they be ready to travel

Predictive Index Formula



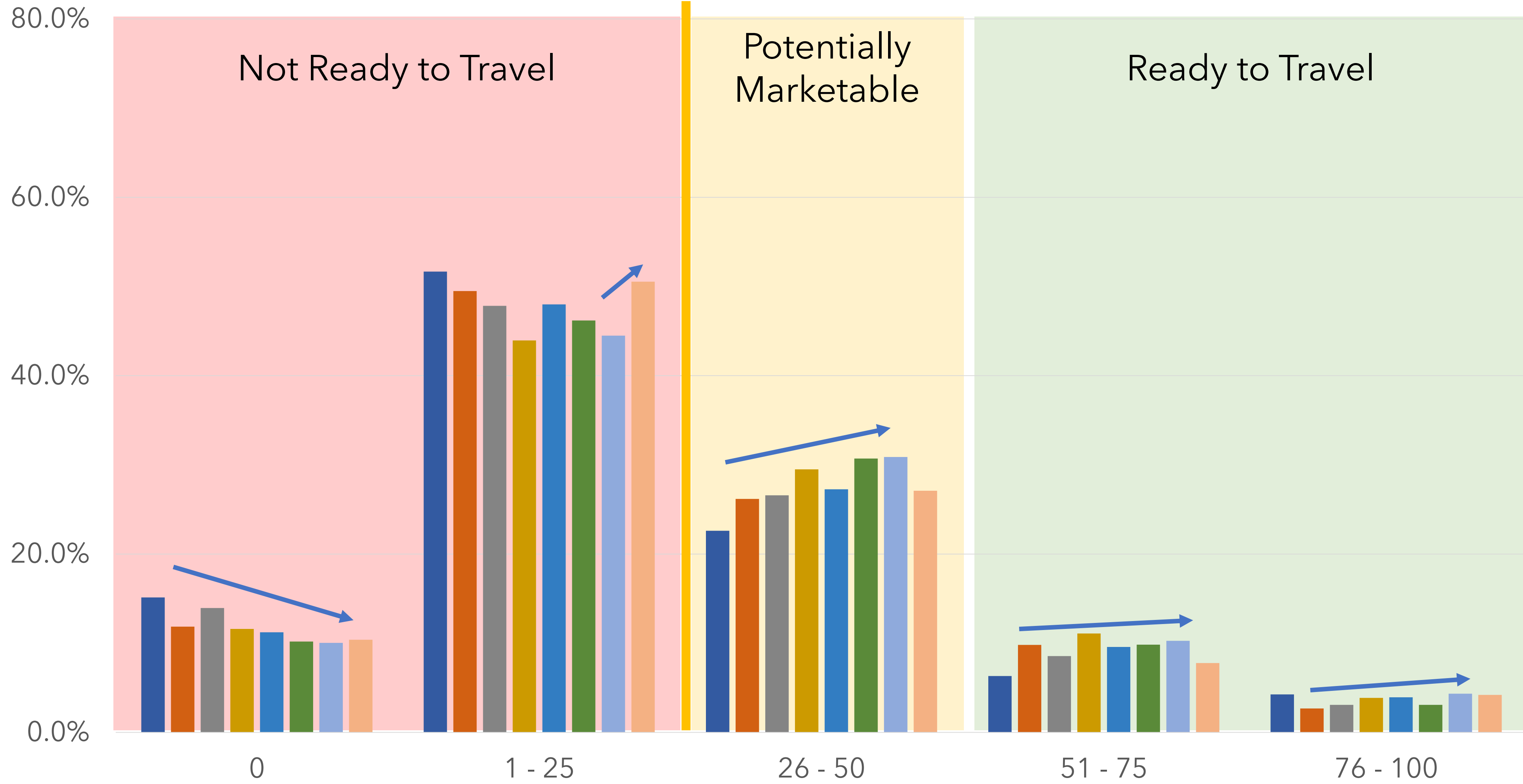
*Normalized to a 100pt scale

Healthy Travel Outlook



Travel Outlook

Neutral

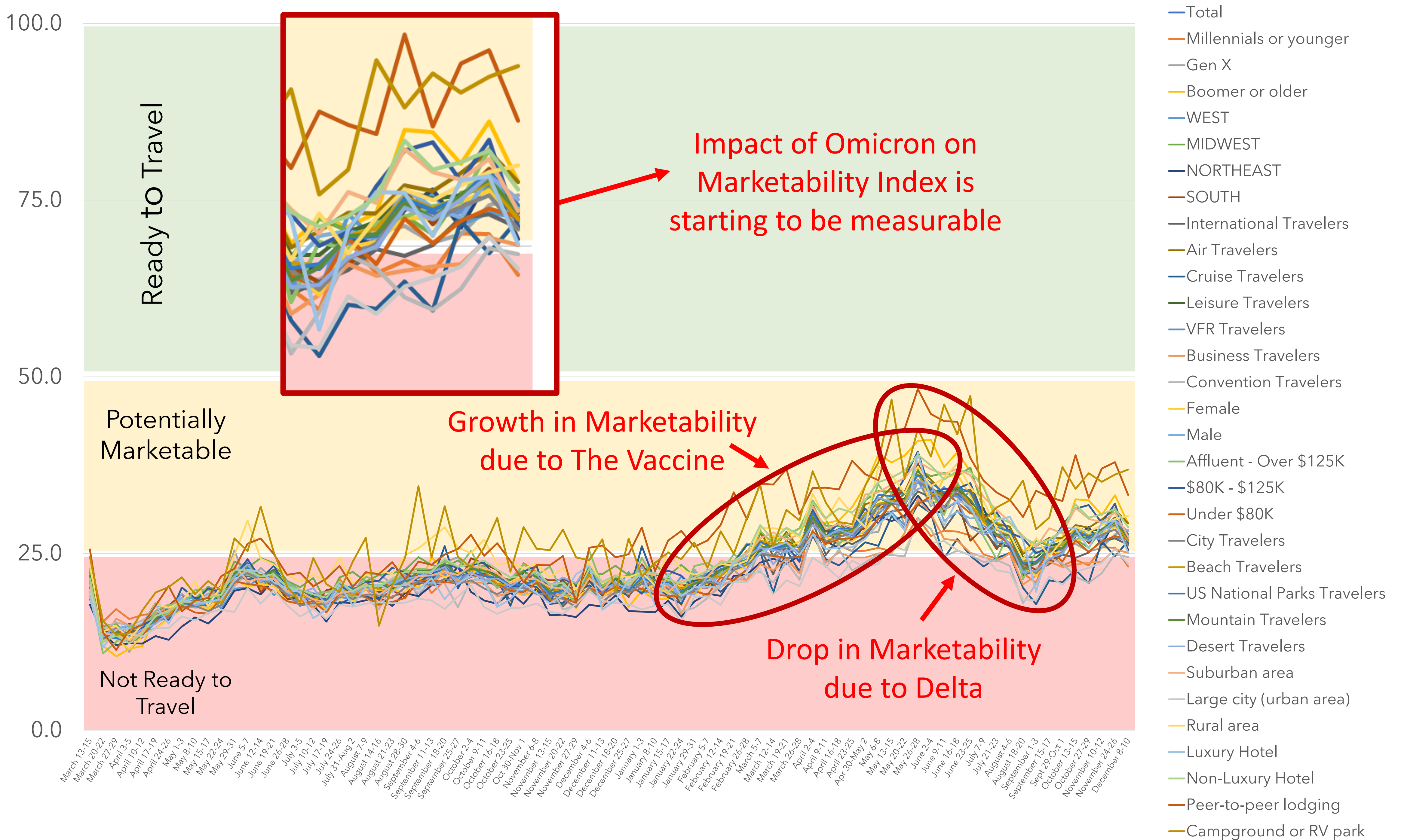


■ September 1-3
■ October 27-29

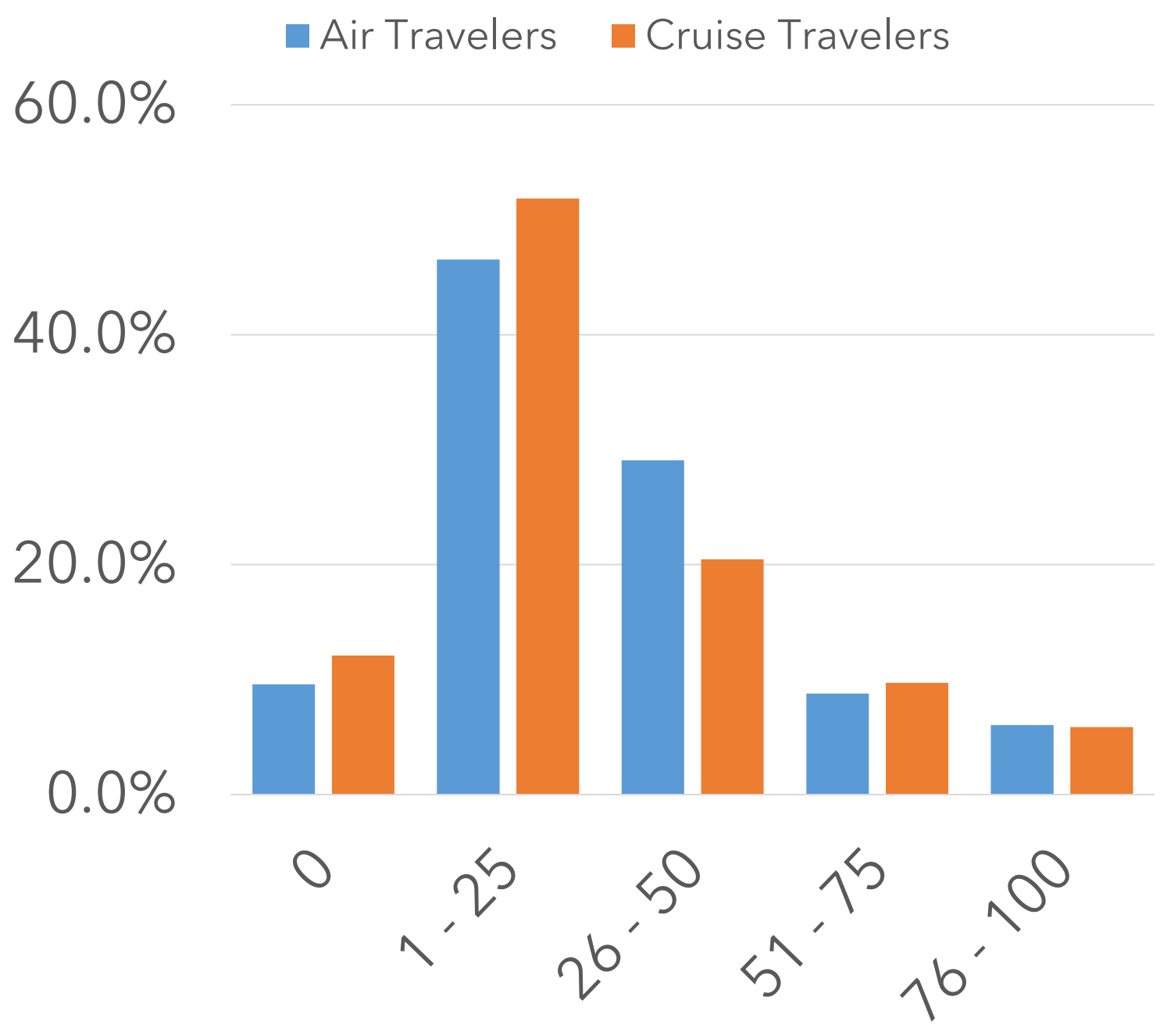
■ September 15-17
■ November 10-12

■ Sept 29-Oct 1
■ November 24-26

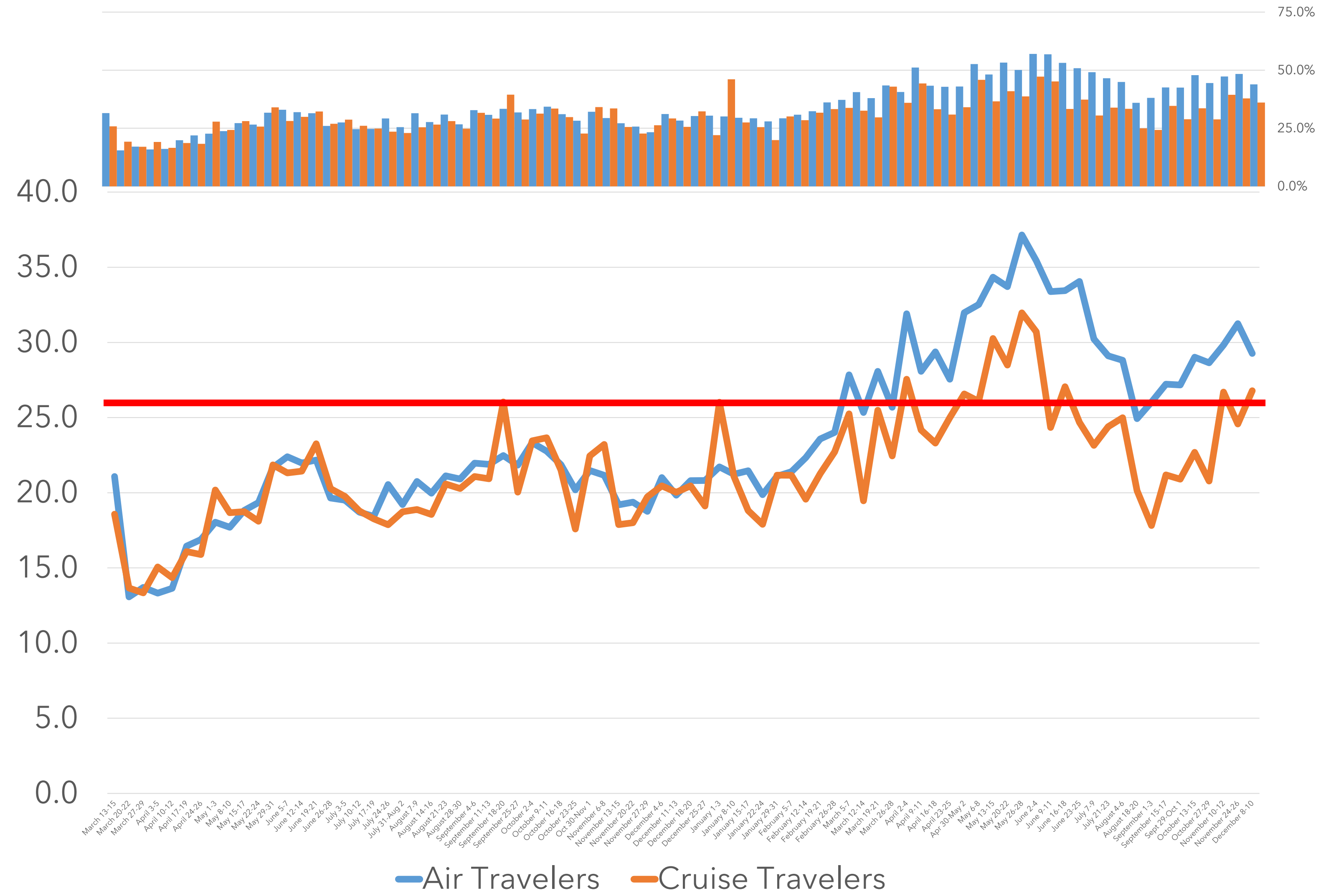
■ October 13-15
■ December 8-10



Airline and Cruise Travelers

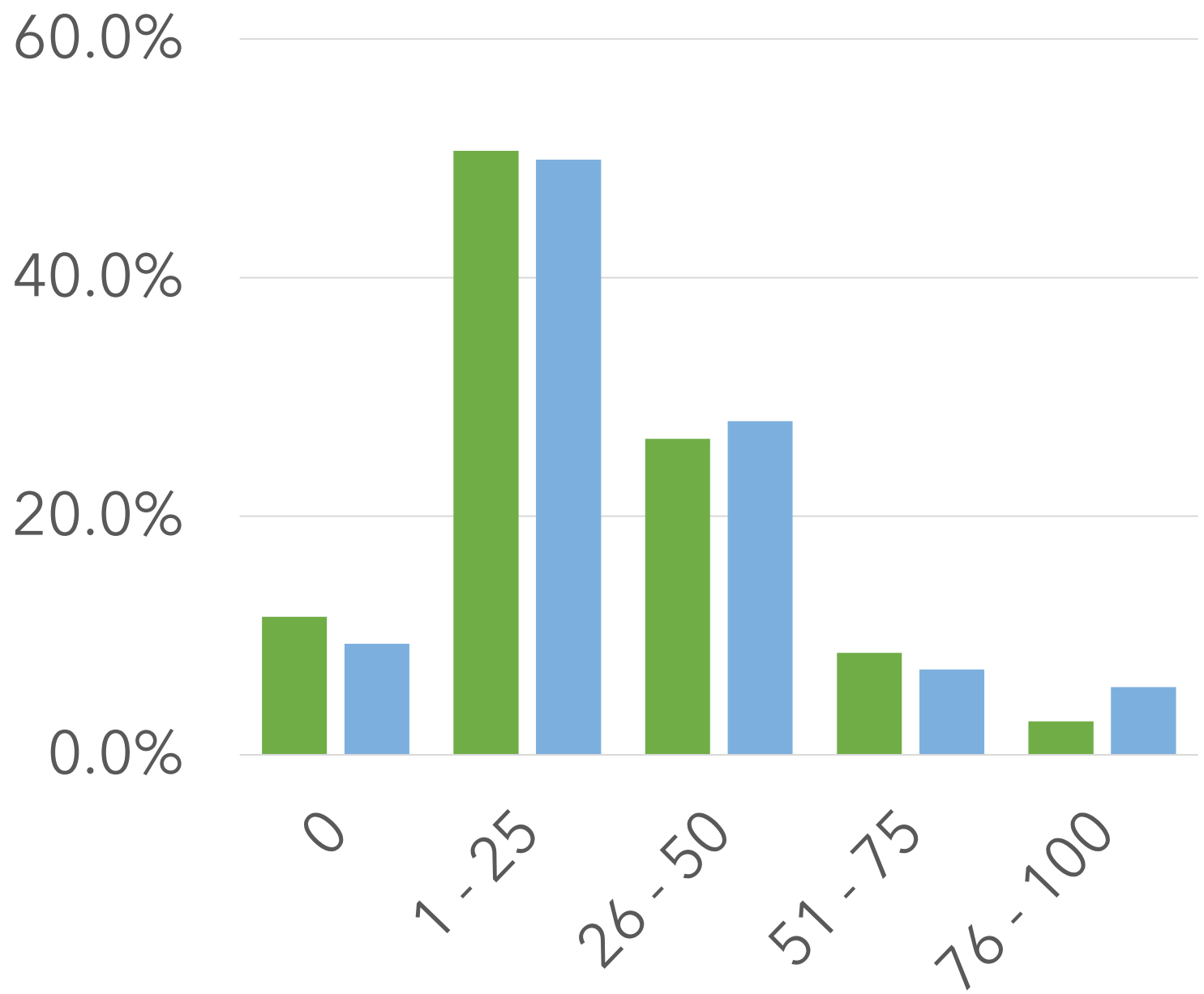


Percent Potentially Marketable (Index Above 25)

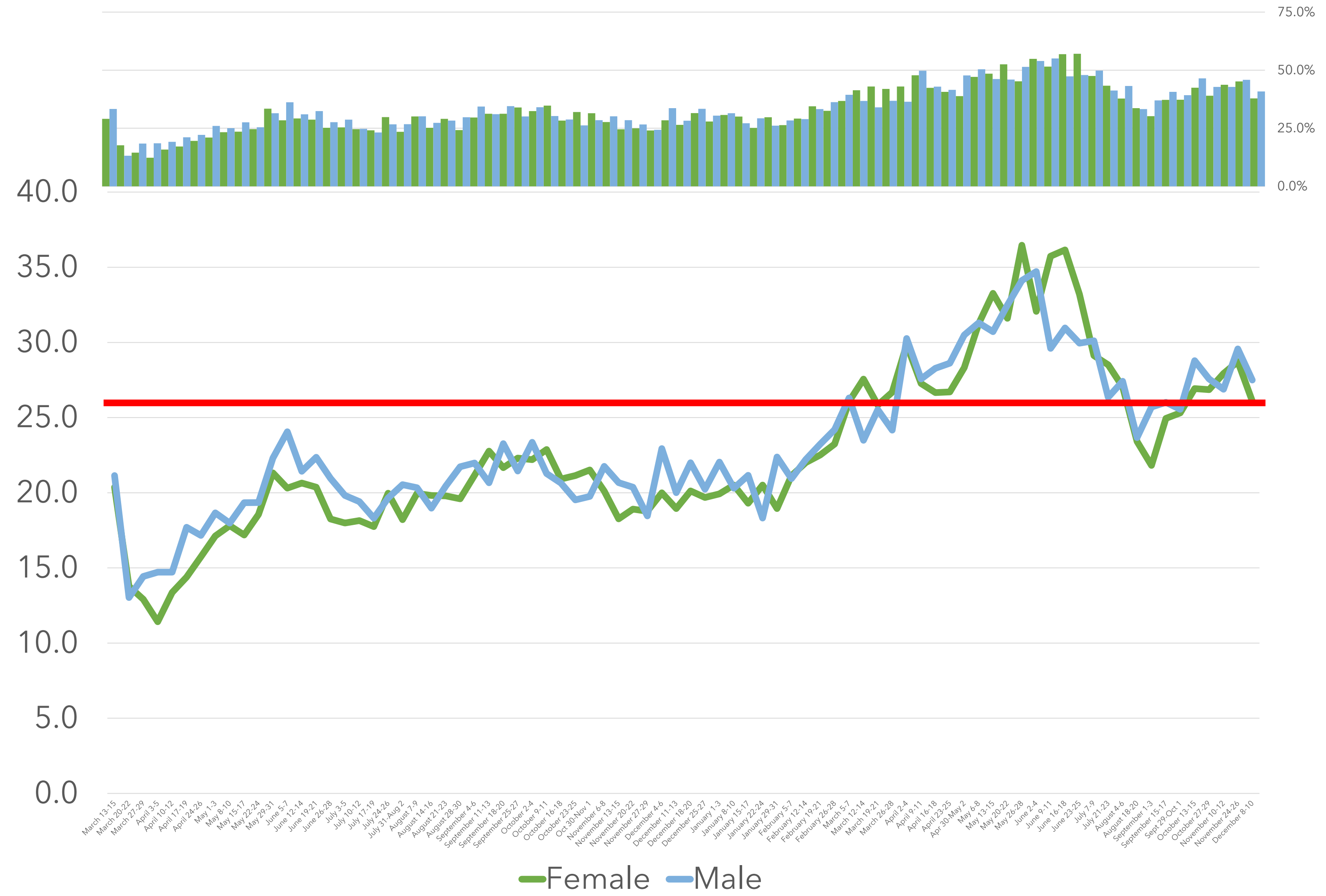


Gender

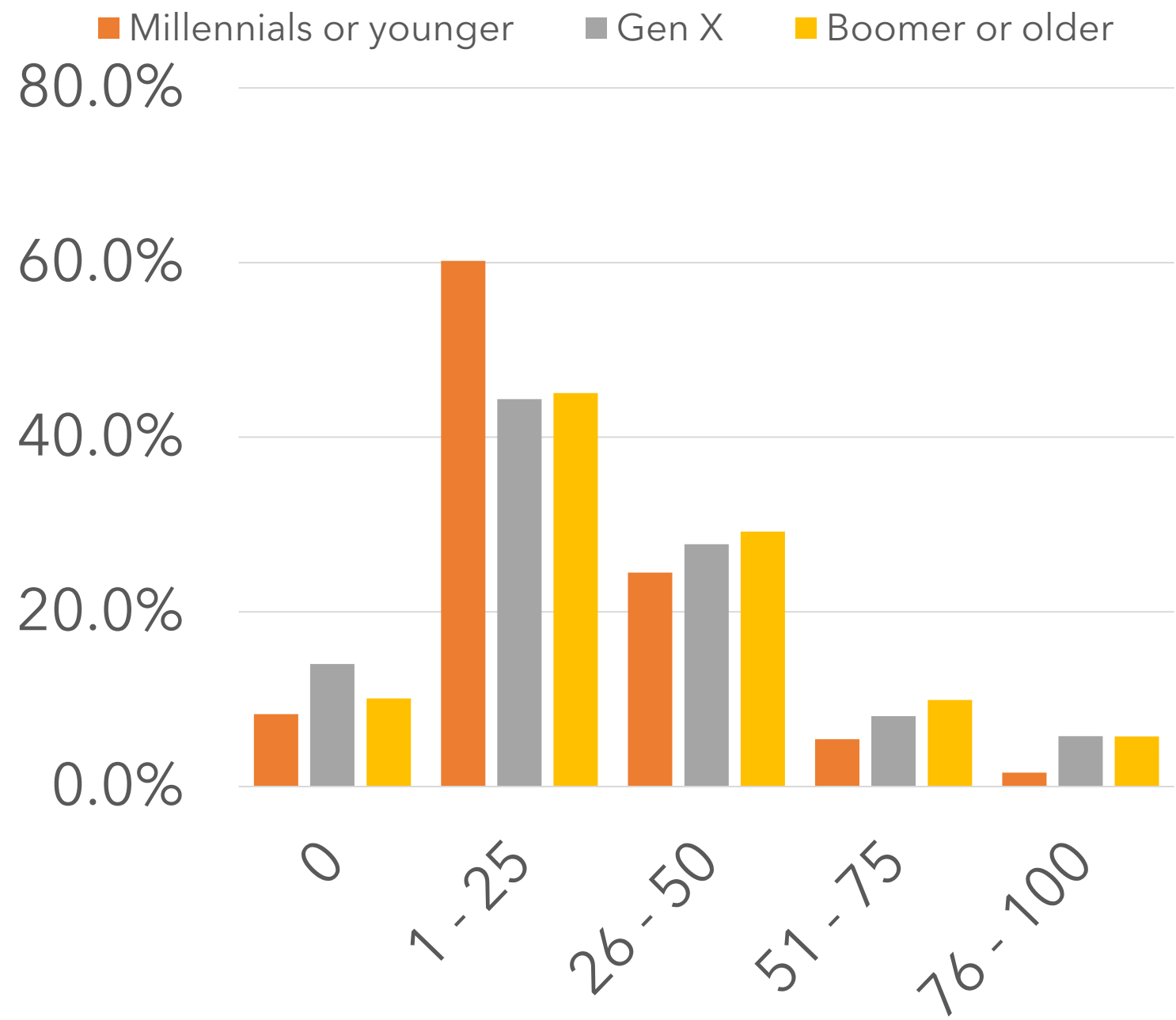
Female Male



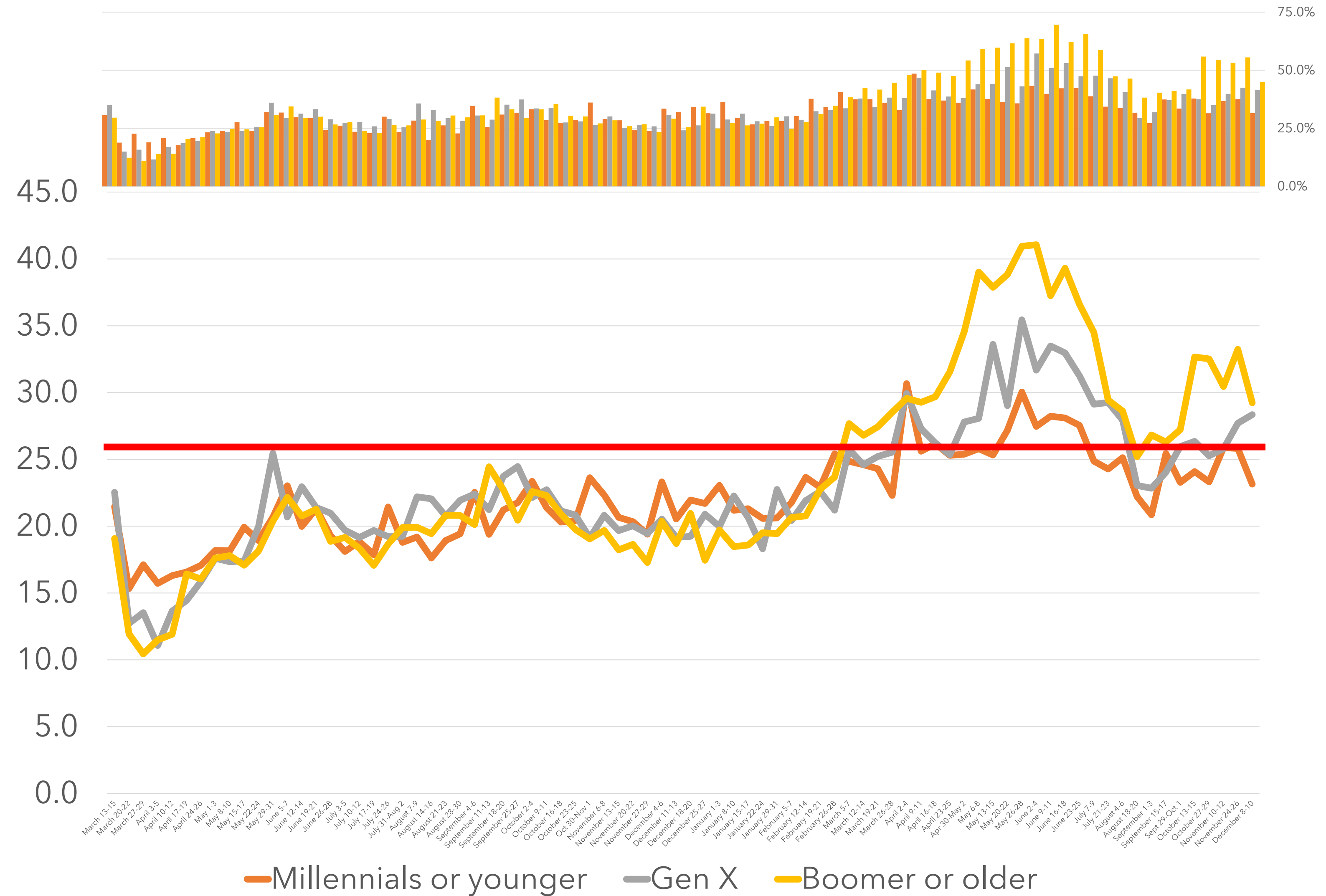
Percent Potentially Marketable (Index Above 25)



Generation

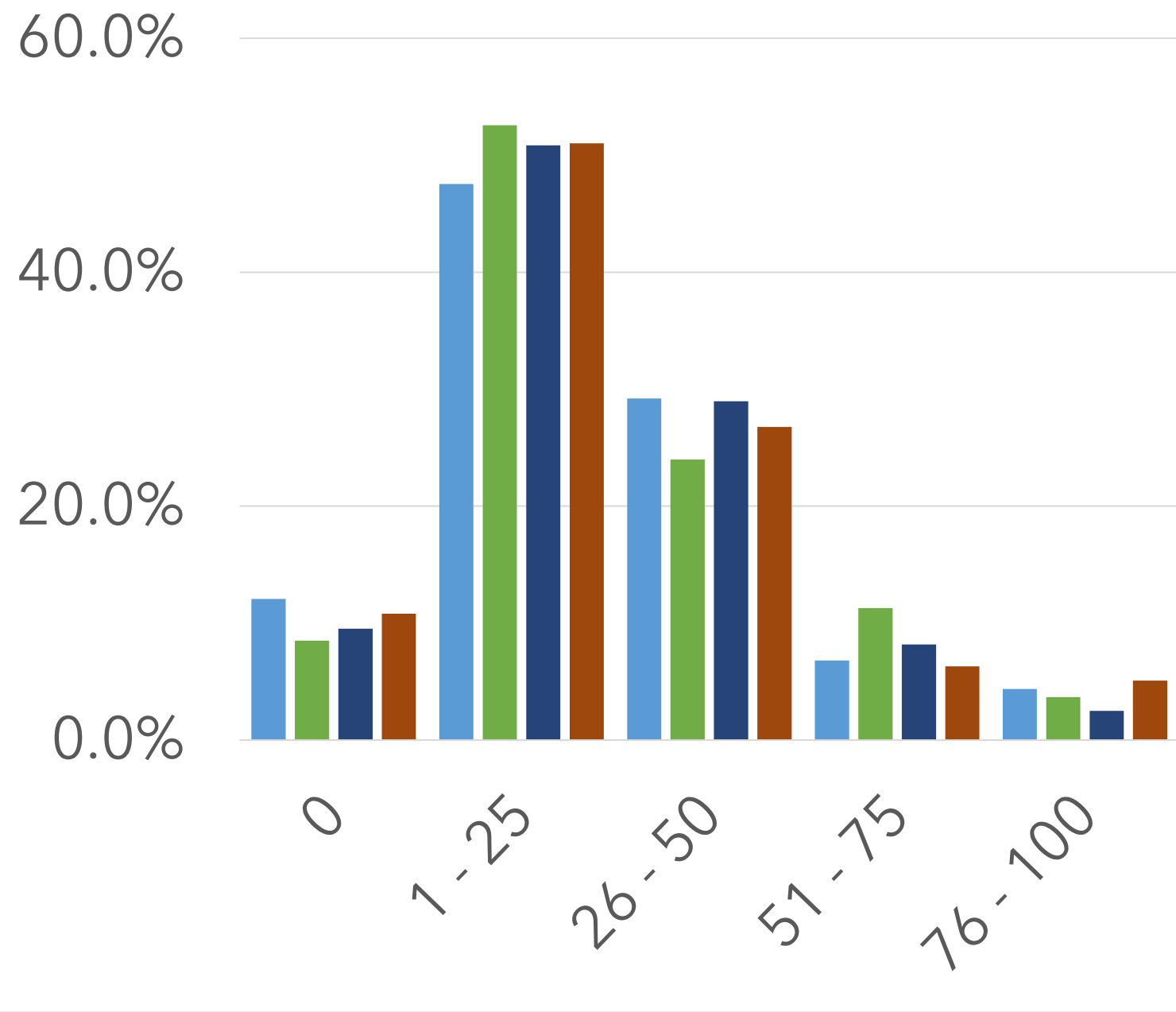


Percent Potentially Marketable (Index Above 25)

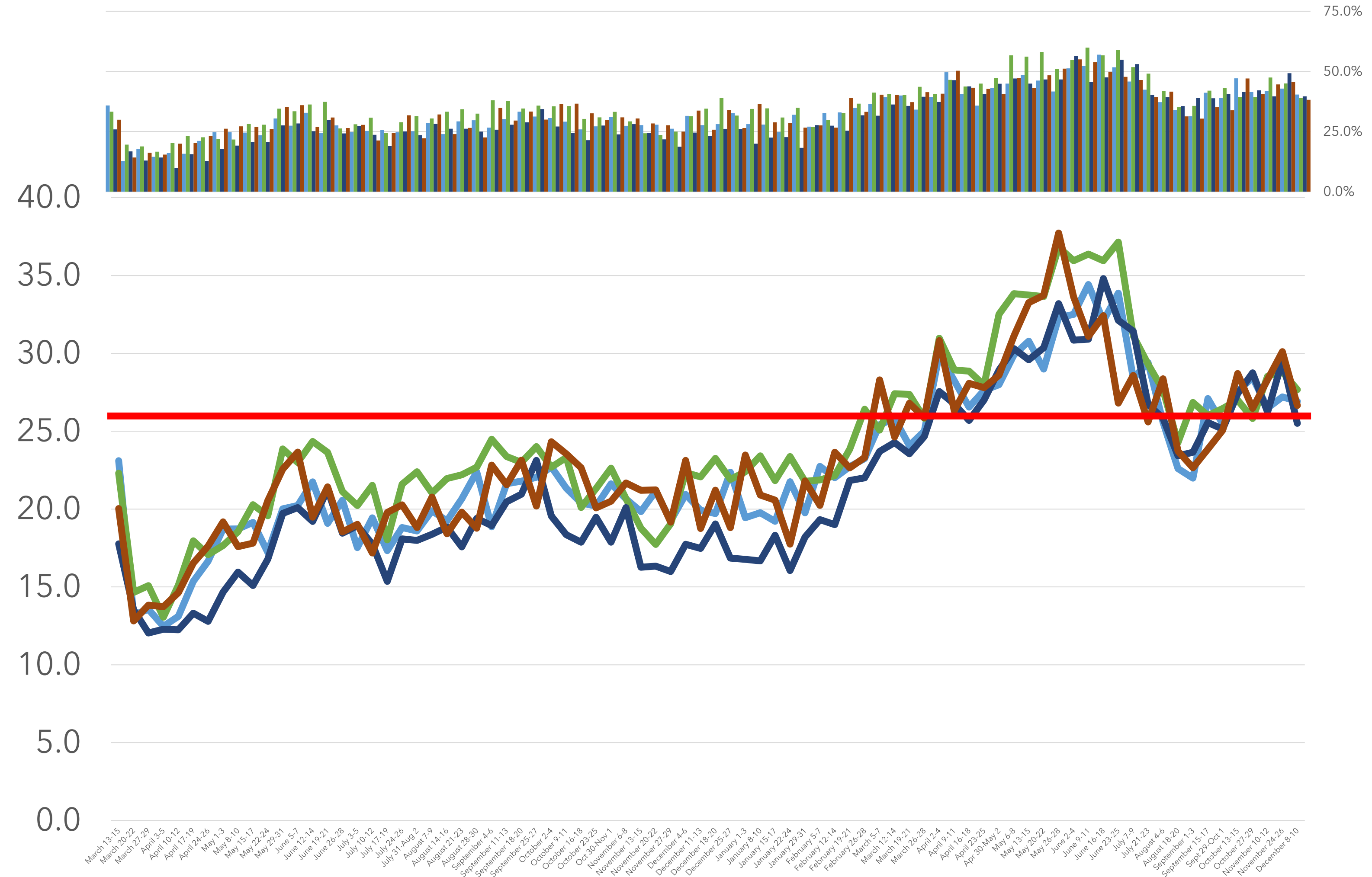


US Regions

WEST MIDWEST NORTHEAST SOUTH

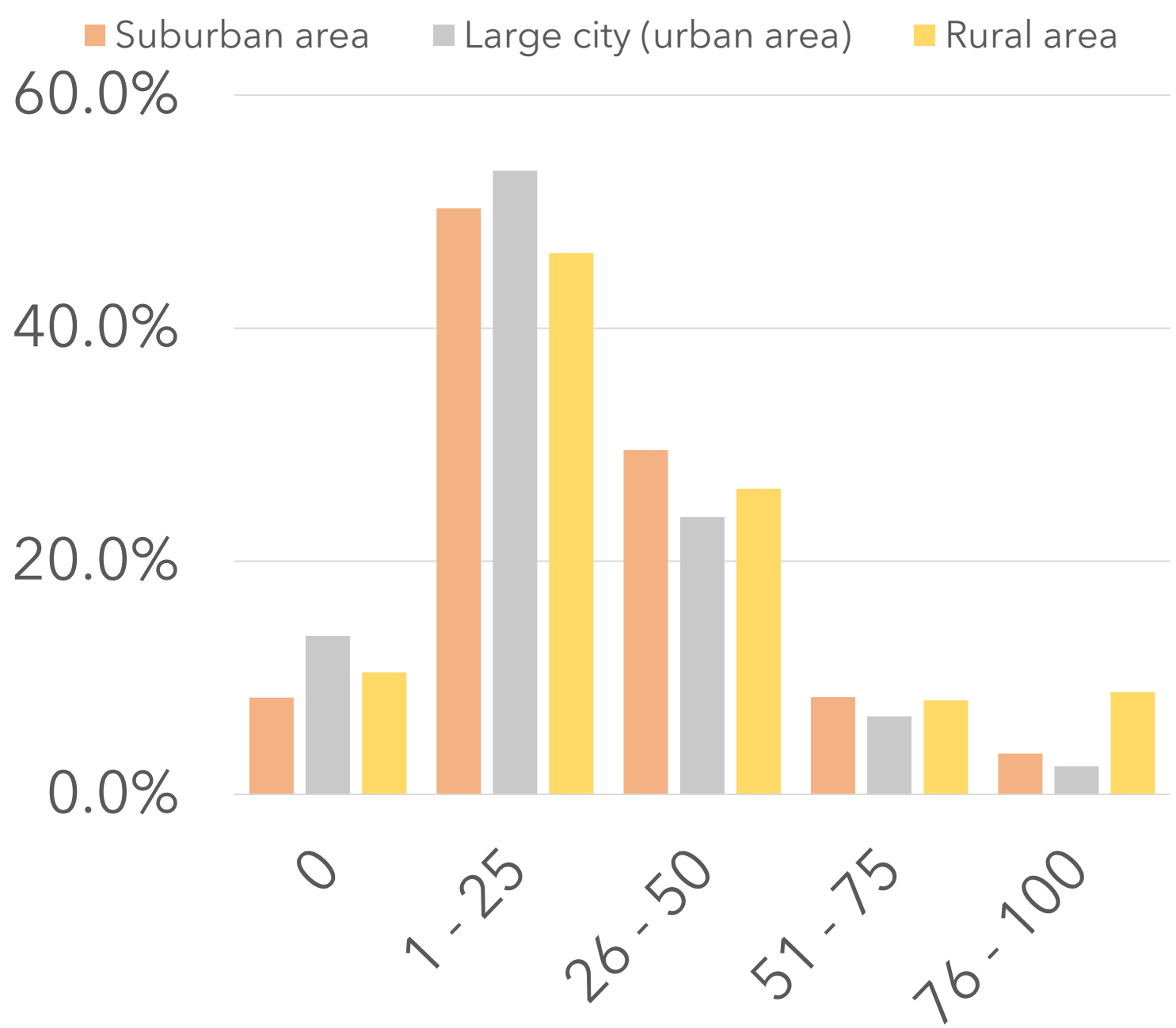


Percent Potentially Marketable (Index Above 25)

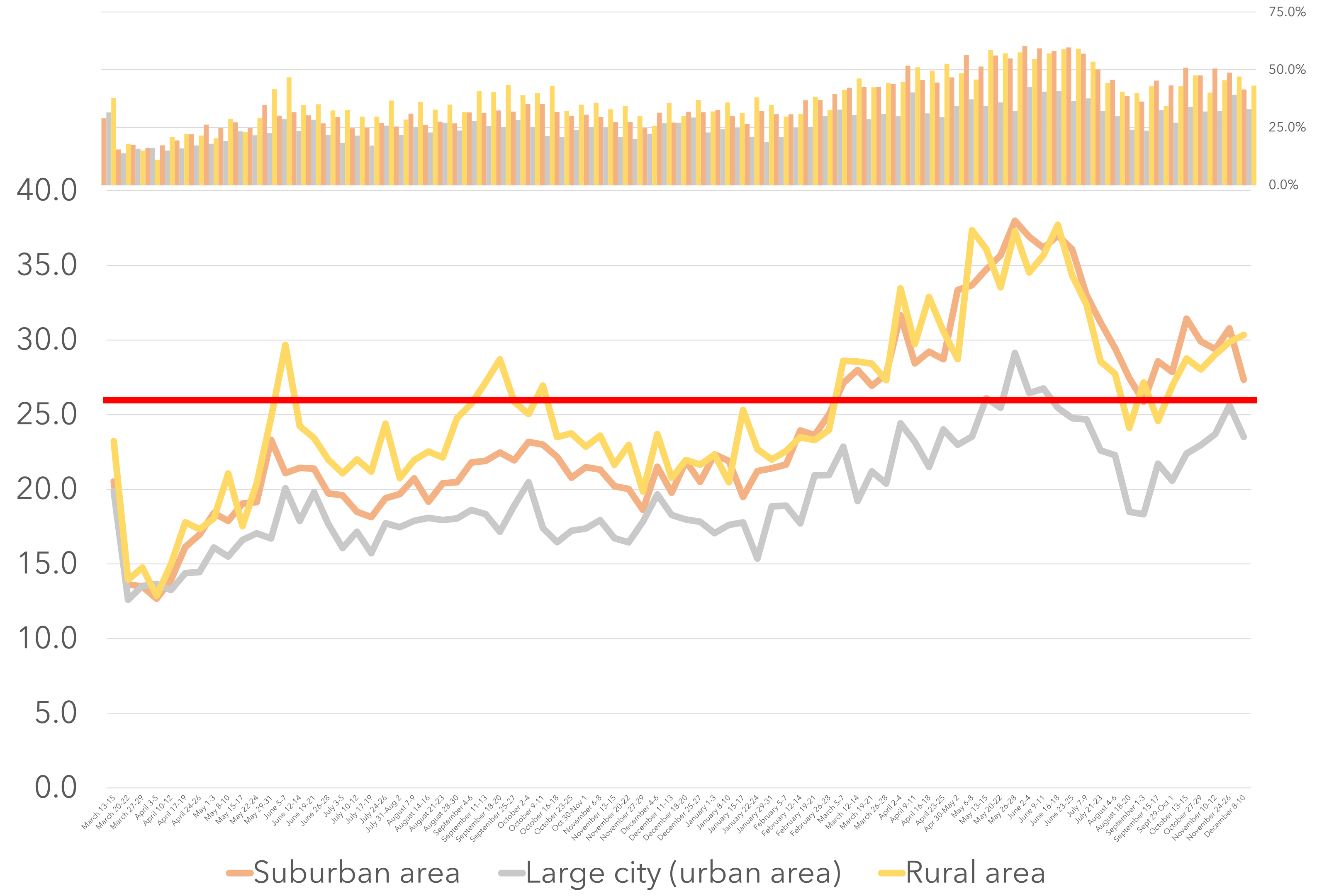


WEST MIDWEST NORTHEAST SOUTH

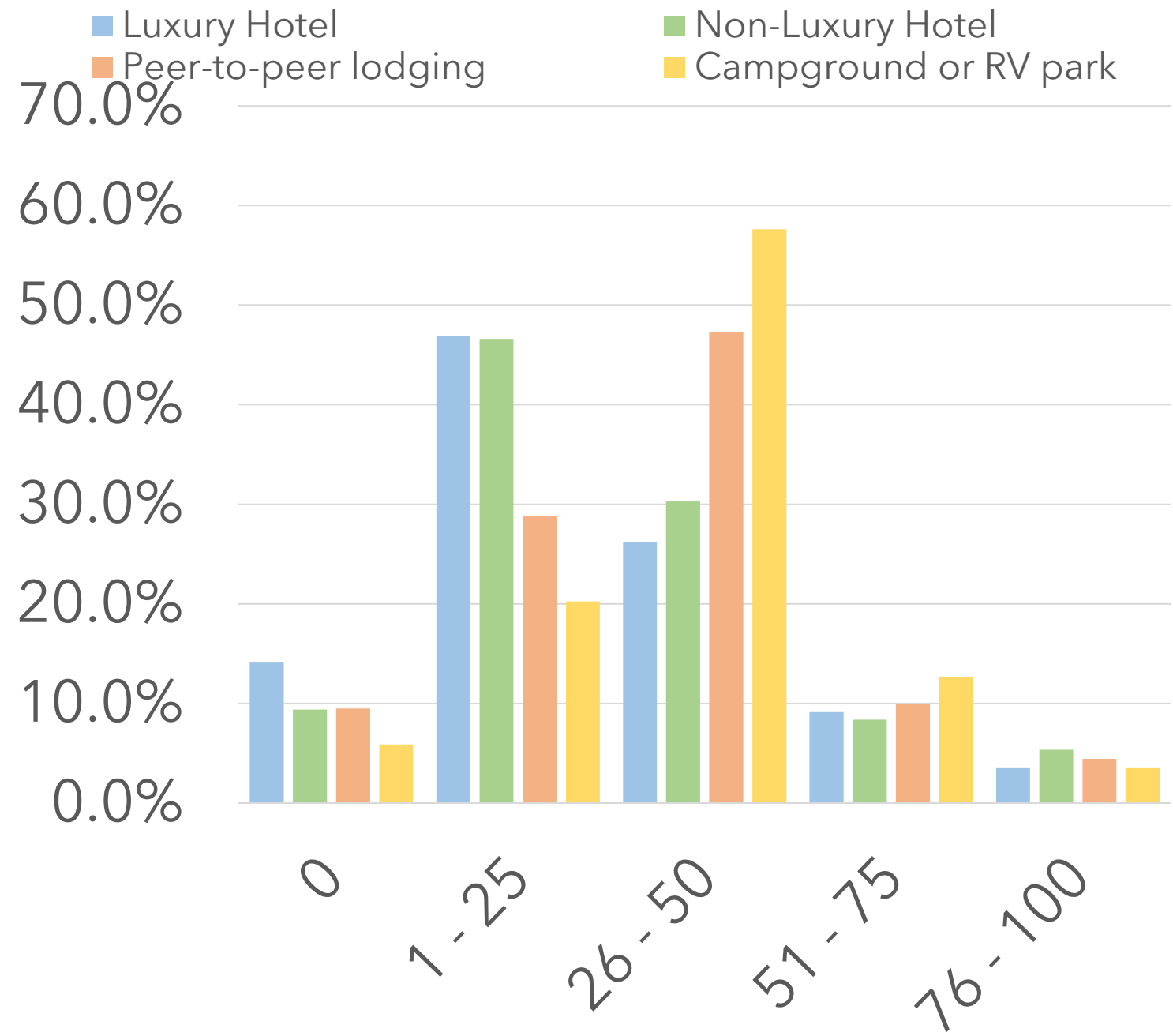
Residence Type



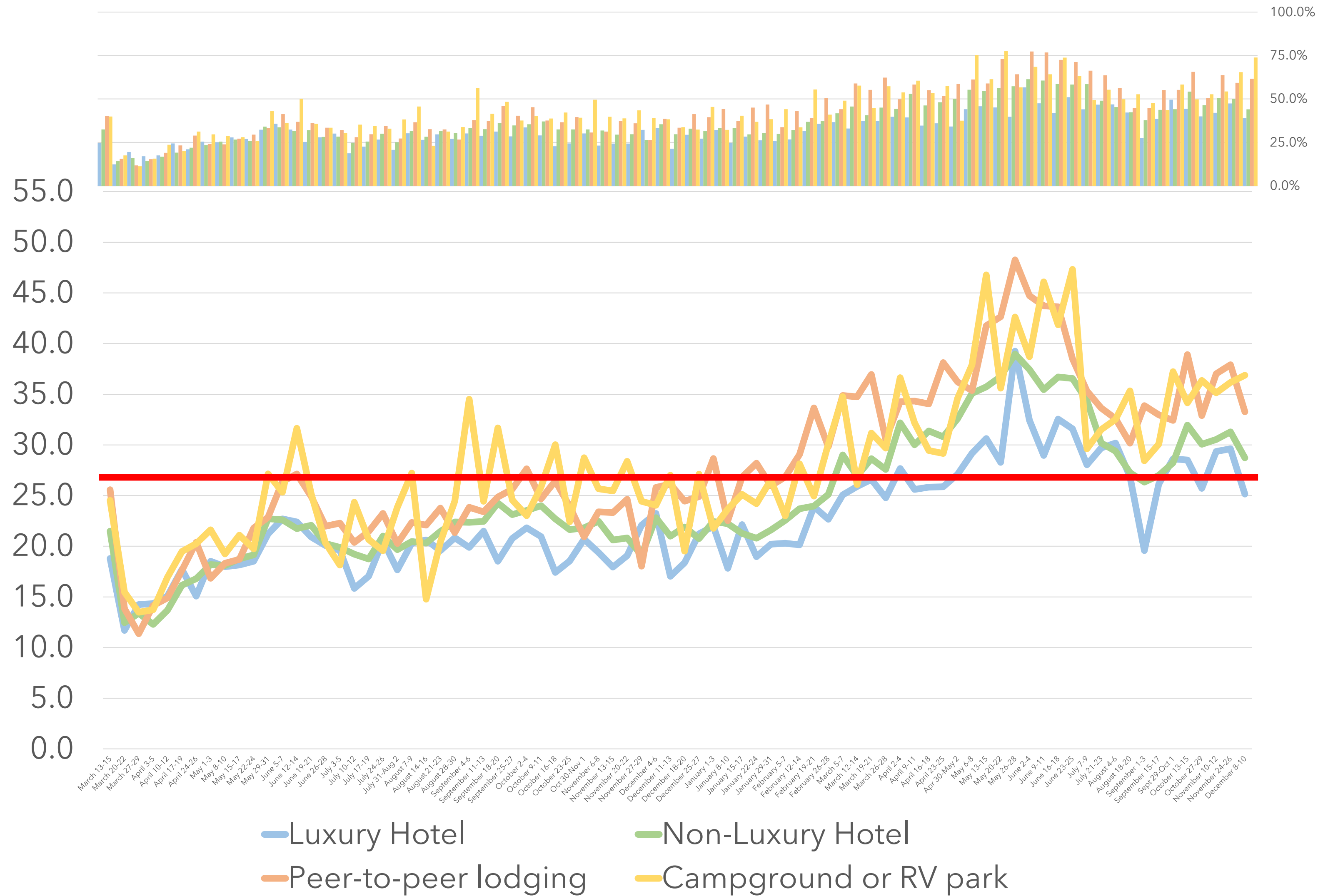
Percent Potentially Marketable (Index Above 25)



Lodging Preference



Percent Potentially Marketable (Index Above 25)



ACCESSING DATA IN THE ONLINE DASHBOARD

08:54:30
VOICE FEED: NETWORK: 12.38.73

Evolution:

SECURITY

Actual vs Target

Data Availability

Market Share

KPI: Product

FRONT-CAMERA-IP: 143.453.00

01:43:55

Customers Satisfaction

TIME-DATE 00:38:29

CONTROL-AREA

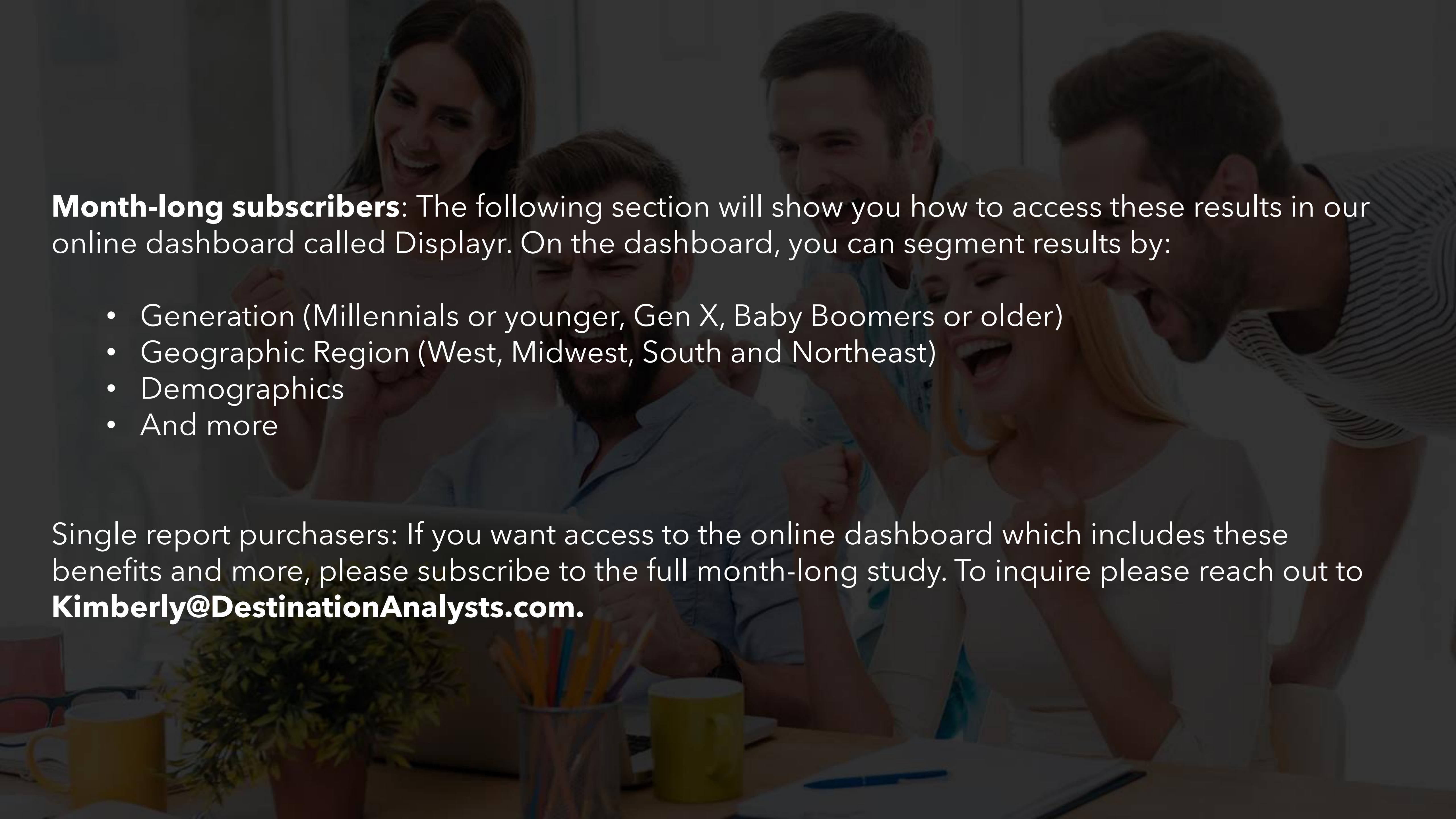


PROFILE:

PROJECT:

MISSION

POWER: ON: OFF



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

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

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

HOW TO USE DISPLYR

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



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

NAVIGATING THE DASHBOARD:

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

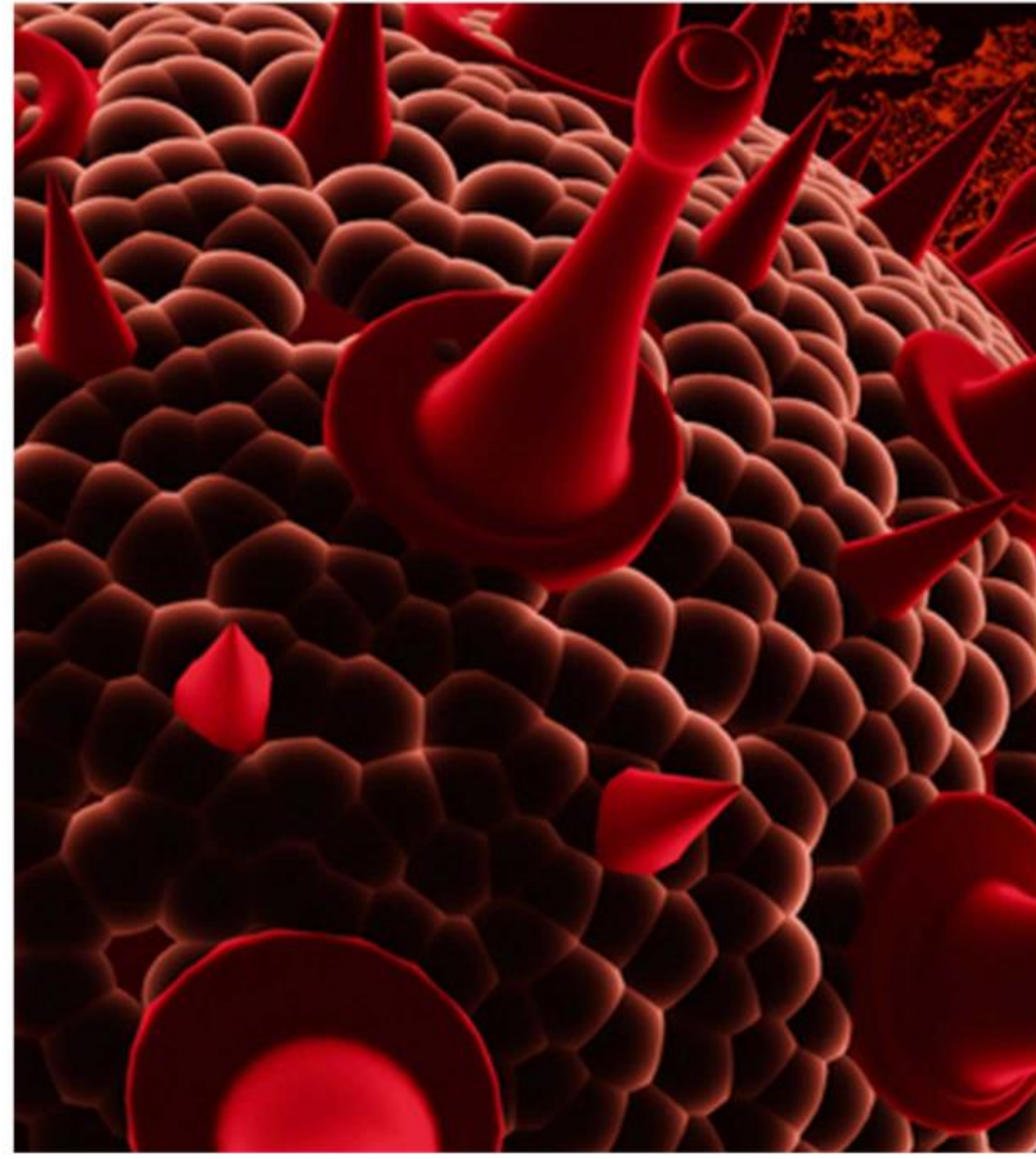
Coronavirus Travel Sentiment Index Report

Filters ▾ Export ▾ ?

Search...

- + 65%

- Project Overview
- Topline Findings
- Traveler Perceptions and Expectations



Coronavirus Travel Sentiment Index Report

Online Dashboard

Last Updated: 3/16/2020

Research prepared by:

Destination  Analysts

NAVIGATING THE REPORT:

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

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

Coronavirus Travel Sentiment Index Report

Filters ▾ Export ▾ ? ↕
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



FILTERING THE REPORT:

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



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

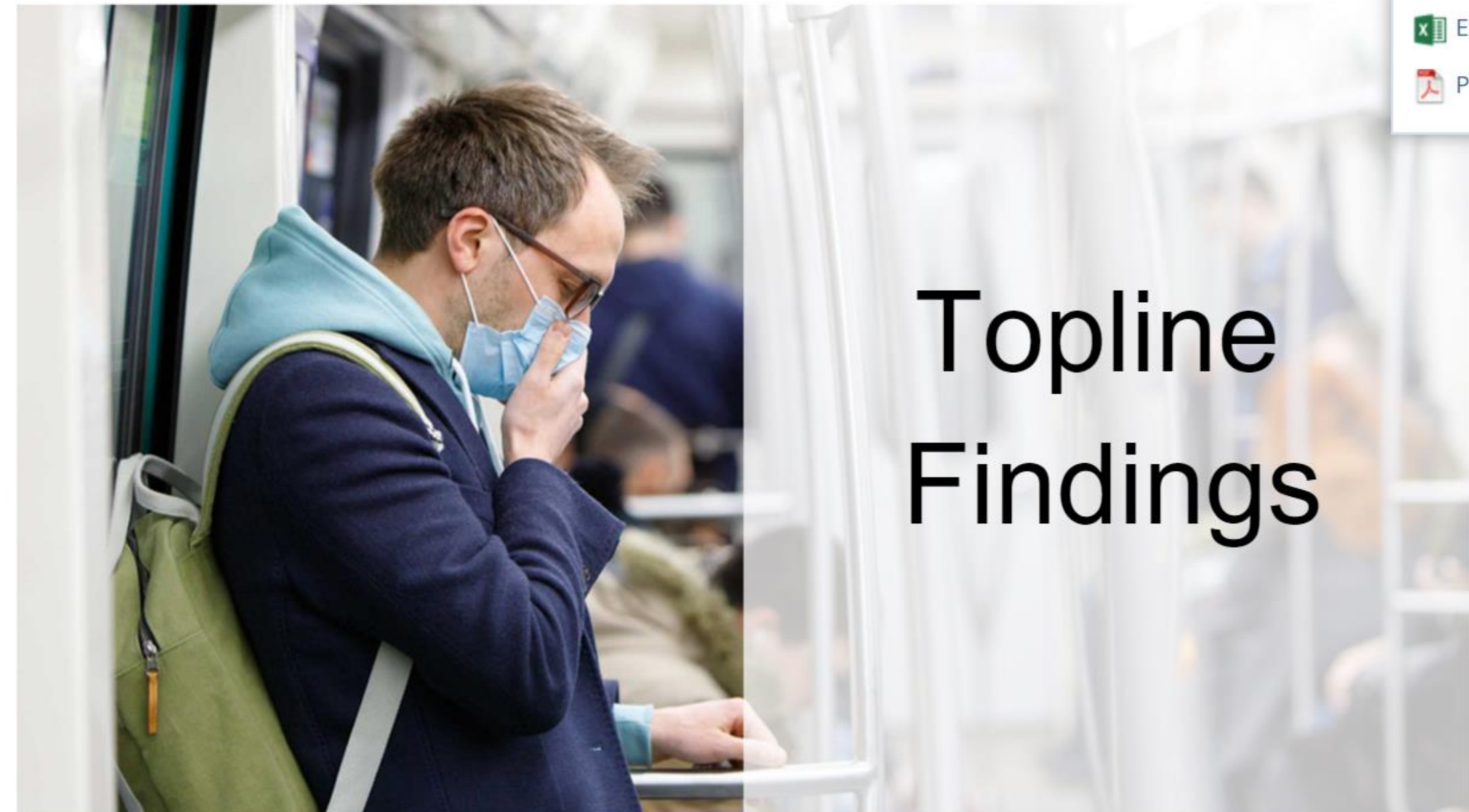
EXPORTING THE DATA:

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

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

Coronavirus Travel Sentiment Index Report

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



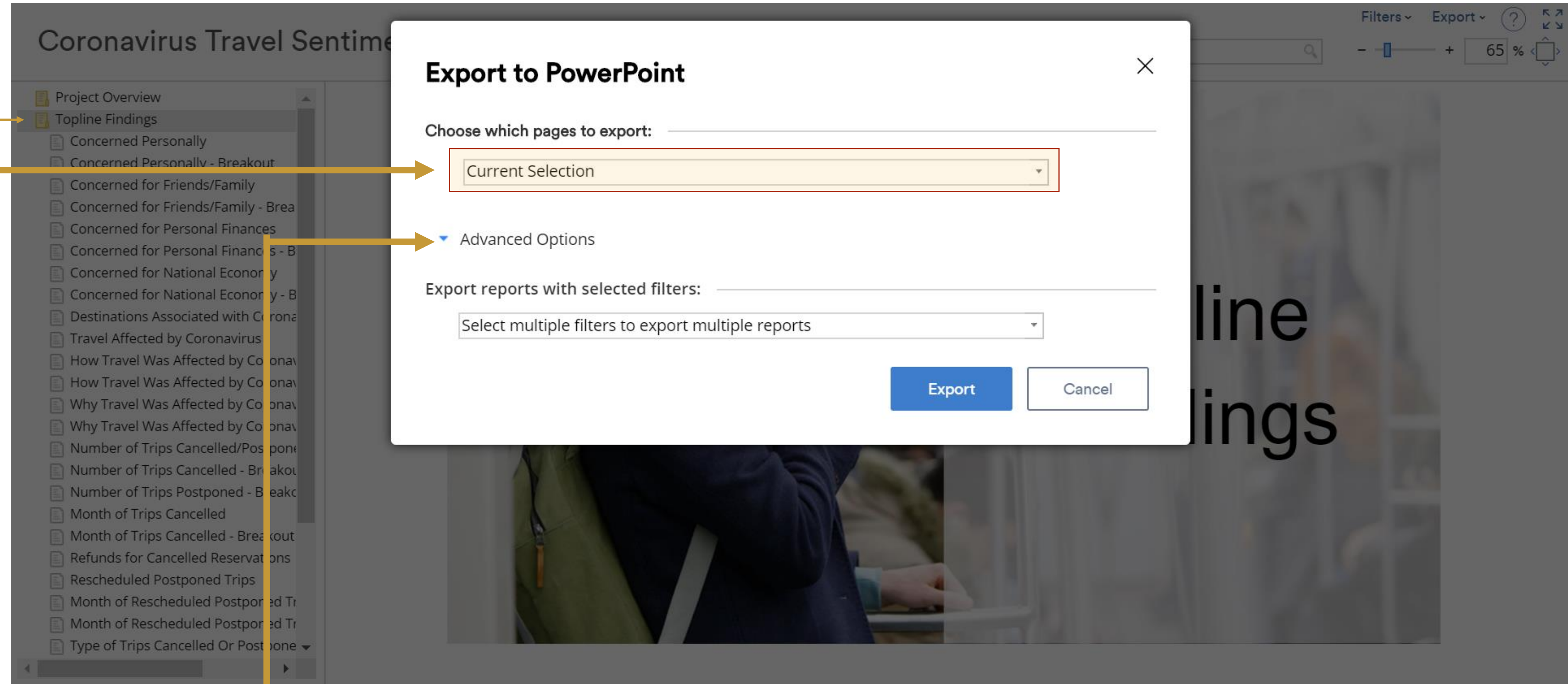
Topline Findings

EXPORTING THE DATA:

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

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

"All" will allow you to download the entire report.



IMPORTANT NOTE: Use the "Advanced Options" to apply specific filters to the data you want to export.

NEED MORE HELP?

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

Chingun Ganzorig

Research Manager

Chingun@DestinationAnalysts.com

(415) 722-2503



MORE RESEARCH WE CAN PROVIDE

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

info@destinationanalysts.com

