# CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT, WAVE 81

#### **RESEARCH FINDINGS** January 3, 2022







# TABLE OF CONTENTS

Destination Analysts

Project Ove Top Takeaw How Close A **Current Feel Travel Avoid Resident Ser** Feelings Ab Impact of th Travel in the Marketing T Travel in the **Recent Trave** Most Recent Most Recent Holiday Tray Financial W Travel Budge High Travel Coronavirus Accessing D

erview	3
ays	5
Are We to Normal	8
lings About the Coronavirus & Travel	15
dance	36
ntiment	39
out COVID-19 Vaccines & Vaccine Requirements	41
ne Omicron Variant	50
e Next 12 Months	58
Iravel	72
e Near Future	74
el Experiences	93
t Overnight Trip	102
t Day Trip	123
ive	135
/ellness	138
jet & Travel Spending	147
Prices	162
s Travel Sentiment Index	167
ata in the Online Dashboard	179

#### **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 81<sup>st</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 81<sup>st</sup> wave of this survey was collected from December 26<sup>th</sup> – 28<sup>th</sup>, from a demographically representative sample of adult American travelers in each of four U.S. regions. Travelers are defined as adults having taken at least one trip (50-miles or more from home) in the past two years. In total, 1,205 fully completed surveys were collected, suggesting the topline results presented here have a confidence interval of  $\pm$  2.8%.

This report is made available for use by clients of Destination Analysts, Inc. Reproduction or distribution of the report in whole or part, without written permission is prohibited.

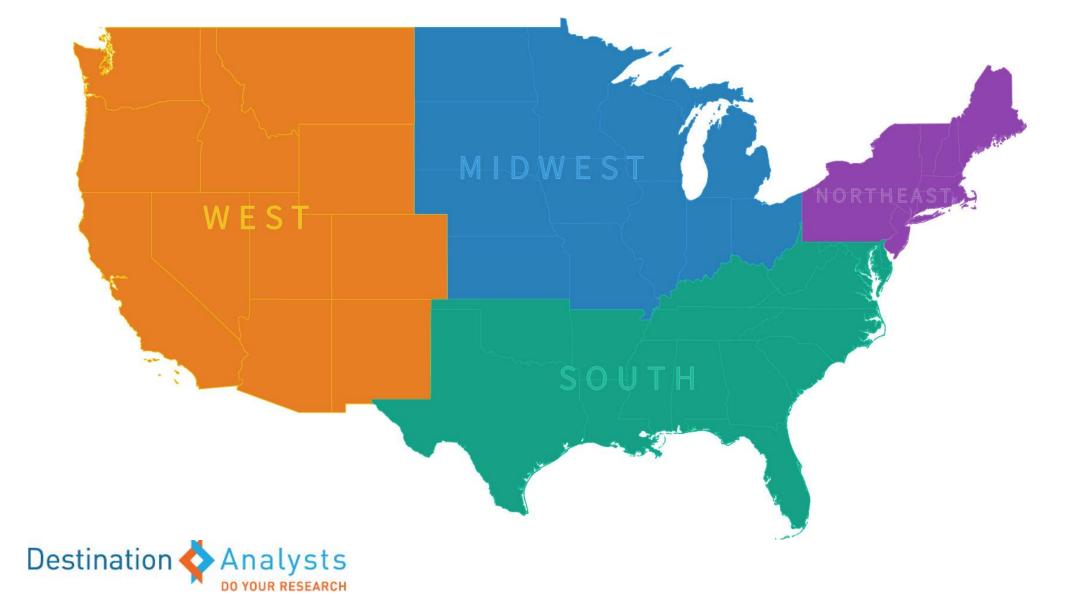


### **PROJECT OVERVIEW**

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 February 28. Reports have been, or will be, made on the following schedule at right.

#### Map of U.S. Showing Survey Regions:



## 2021

Wave #80

	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

December 8-10

December 13

#### 2022

#### Data collection Report release

December 26-28 January 12-14 January 26-28 February 9-11 February 23-25

Wave #81

Wave #82

Wave #83

Wave #84

Wave #85

**January 3** January 31

January 17 February 14 February 28

#### **TOP TAKEAWAYS**

The following are the top takeaways that emerged from Wave 81 of this weekly consumer traveler sentiment tracking study.

Omicron did impact holiday and other future travel. The number of American travelers reporting that that the situation with the Omicron variant has impacted their travel continued to grow—to 32.9%, up from 30.9% two weeks prior. Of the group of travelers who were impacted, 50.7% say they have postponed one or more trips and 43.5% say they have flat-out cancelled a trip(s). When asked the week of December 13th, 29.8% of American travelers said they planned to travel over the Christmas holiday. However, when asked if they had in fact traveled over the holiday, only 23.3% actually did. While one-in-five (20.7%) continued to report that they would travel over the New Year's holiday, there was still a 5-point decline in the percent of American travelers who said they would take leisure trips in January (to 15.1% from 20.7% two weeks ago). Nevertheless, leisure travel appeared robust in the last quarter of the year overall, with over one-third of American travelers taking at least one overnight leisure trip during this period and 33.6% reporting taking an overnight trip to visit friends or relatives.





### TOP TAKEAWAYS

- COVID still looms large. Currently 25% of travelers are experiencing stronger levels of anxiety, the highest rate we've seen since October 27th. Nearing half (46.3%) feel that the pandemic in America will get "worse" or "much worse" in the next month—up over 20 points since Fall. Firm confidence in travel's safety has also declined. This week just 38.2% say they are confident or very confident in their ability to travel safely in the current environment, down 10 points from November 12th. Americans feeling higher degrees of normalcy in their ability to travel as they like dropped to 31.0%—the lowest it has been since September 29th. Plus, 27.5% say it's likely that Omicron will impact their travel over the next 6 months.
- Yet despite record COVID cases in the U.S. and a holiday period of massive flight cancellations, Americans' overall travel sentiment has actually improved. Those in a ready-to-travel state of mind rose to 77.9%—up from 76.0% December 13th and among the highest levels since the start of the pandemic. The proportions avoiding conferences/conventions and international travel have both declined (now at 50.5%) and 60.6% respectively). Just 38.2% say they don't want tourists in their own communities right now-meaning Omicron did not impact local sentiment towards tourism to the same degree that Delta or the original viral strain did. While Omicron has and will impact travel, thus far it has not quelled Americans' interest in travel in the ways previous COVID surges did. In fact, fewer now say that news about Omicron cases makes them less interested in traveling (50.1%, down from 54.3%). Strong excitement for leisure travel grew to 69.2%. Americans are also increasingly enthusiastic to learn about new travel experiences (61.1%). They are also willing to make the financial commitment for travel-35.5% feel that now is a good time to spend on travel and 57.5% will prioritize spending on travel in the next three months. Over 30% of American travelers expect to take more leisure trips in 2022 than 2021 and the average American traveler plans to spend \$3,912 on their travel this year. In Q1 of 2022 alone, 46.0% say they will take at least one leisure trip and 11.1% say they will take at least one business trip.





#### TOP TAKEAWAYS

American travelers will have a firm focus on fun. When asked about their travel in 2022, Americans' most say they will prioritize having fun (75.8%), followed by relaxing (69.2%), finding happiness (64.1%) and escaping stress (60.9%). For the majority of American travelers, the travel experiences they will highly prioritize are spending time with loved ones, enjoying nature, going to new place they have not been before and getting away from crowds. In contrast, only 21.1% say they will prioritize staying close to home. Millennial and Gen Z travelers are also likely to orient towards budget travel in this new year. Trip experiences garnering a strong interest from American travelers include enjoying scenic beauty (70.2%), warm weather outdoor activities (66.0%), beach destinations and resorts (63.4%), road trips (61.3%), visiting U.S. National Parks (58.8%), and cuisine and food experiences (56.8%)—thus, marketing travel with one or more of these types of experiences should be successful in garnering interest. Note that for Millennial and Gen Z-aged travelers—who have stronger interests in a more diverse set of experiences overall—festivals and special events (75.2%), big city experiences (74.3%), arts and culture (70.8%), and theme and amusement parks (75.5%) are much more attractive (relative to older travelers). Florida and Orlando, Hawaii, New York, California, and Las Vegas still dominate American travelers' thinking about popular trip destinations. And when it comes to the COVID-age workcation trend, 46.0% of employed American travelers say they are interested or extremely interested in taking a workcation in 2022.





# HOW CLOSE ARE WE TO NORMAL?

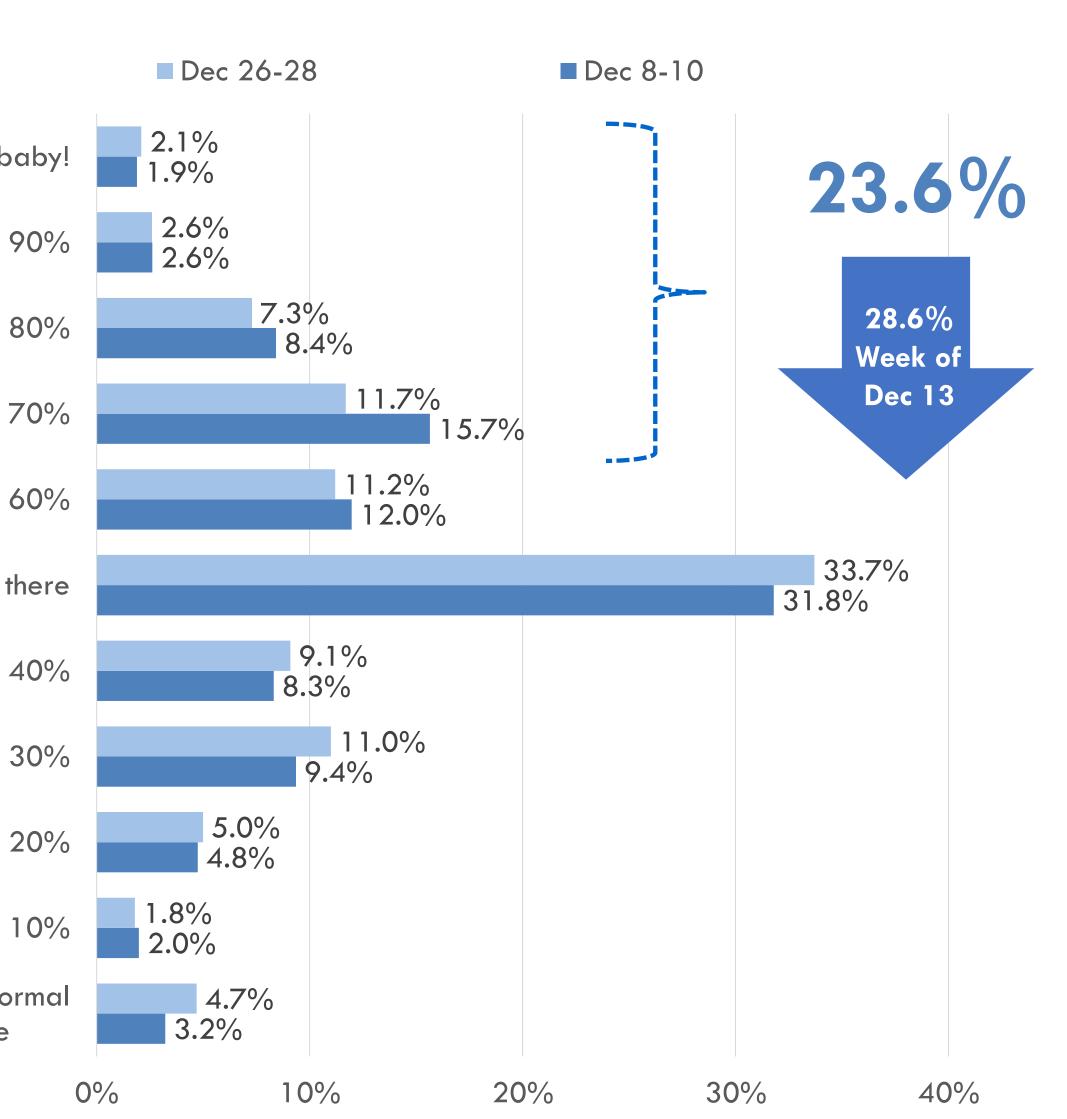


#### **RETURNING TO NORMAL**

Question: Overall, how close to	
"normal" is the U.S. in terms of	100% - We're back, ba
resuming leisure activities (dining	9
out, travel, etc.)?	8
	7
(Base: Wave 81 data. All respondents,	L
1,205 completed surveys. Data collected	6
December 26-28, 2021)	50% - Halfway th

0% - As far from normal as we could be





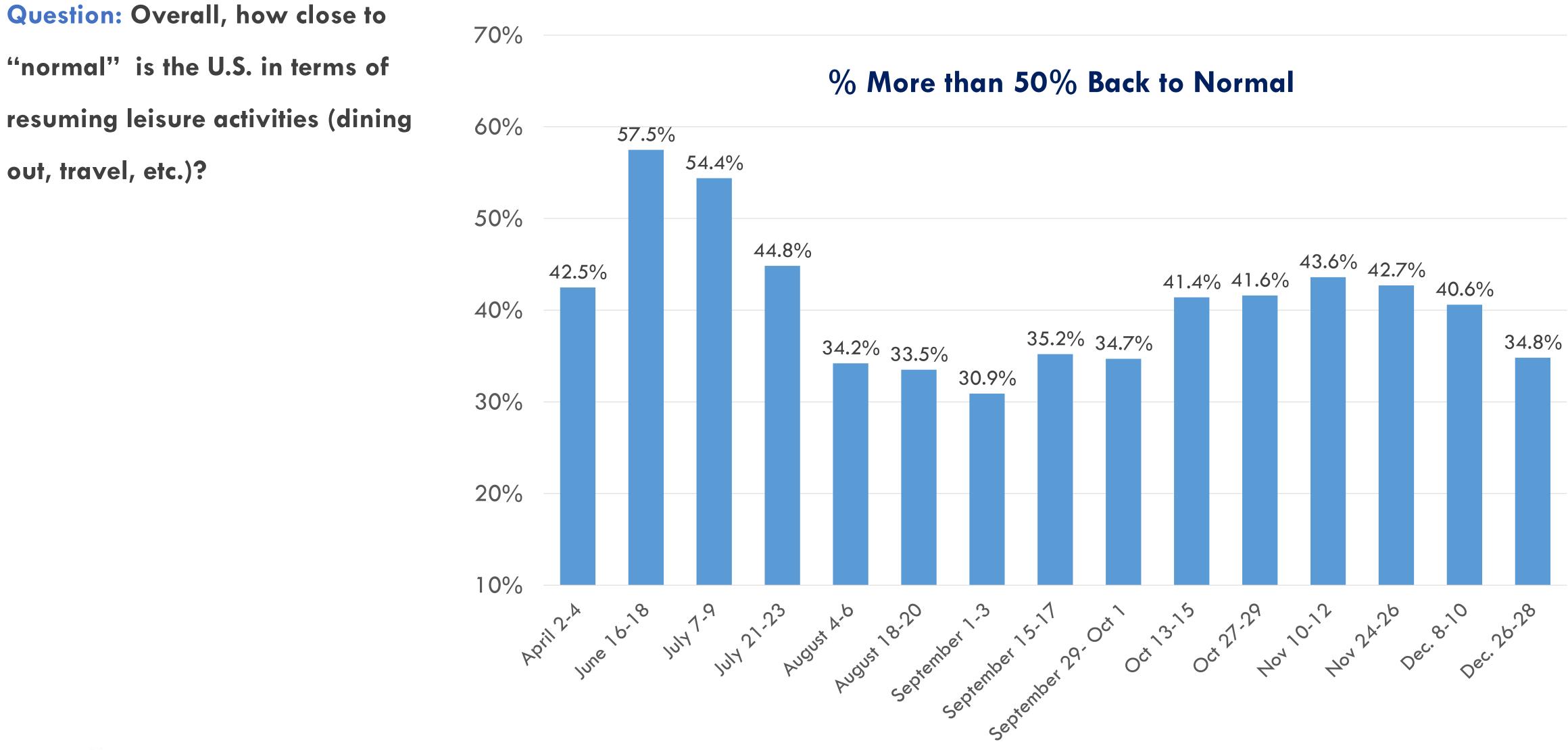








#### **RETURNING TO NORMAL**

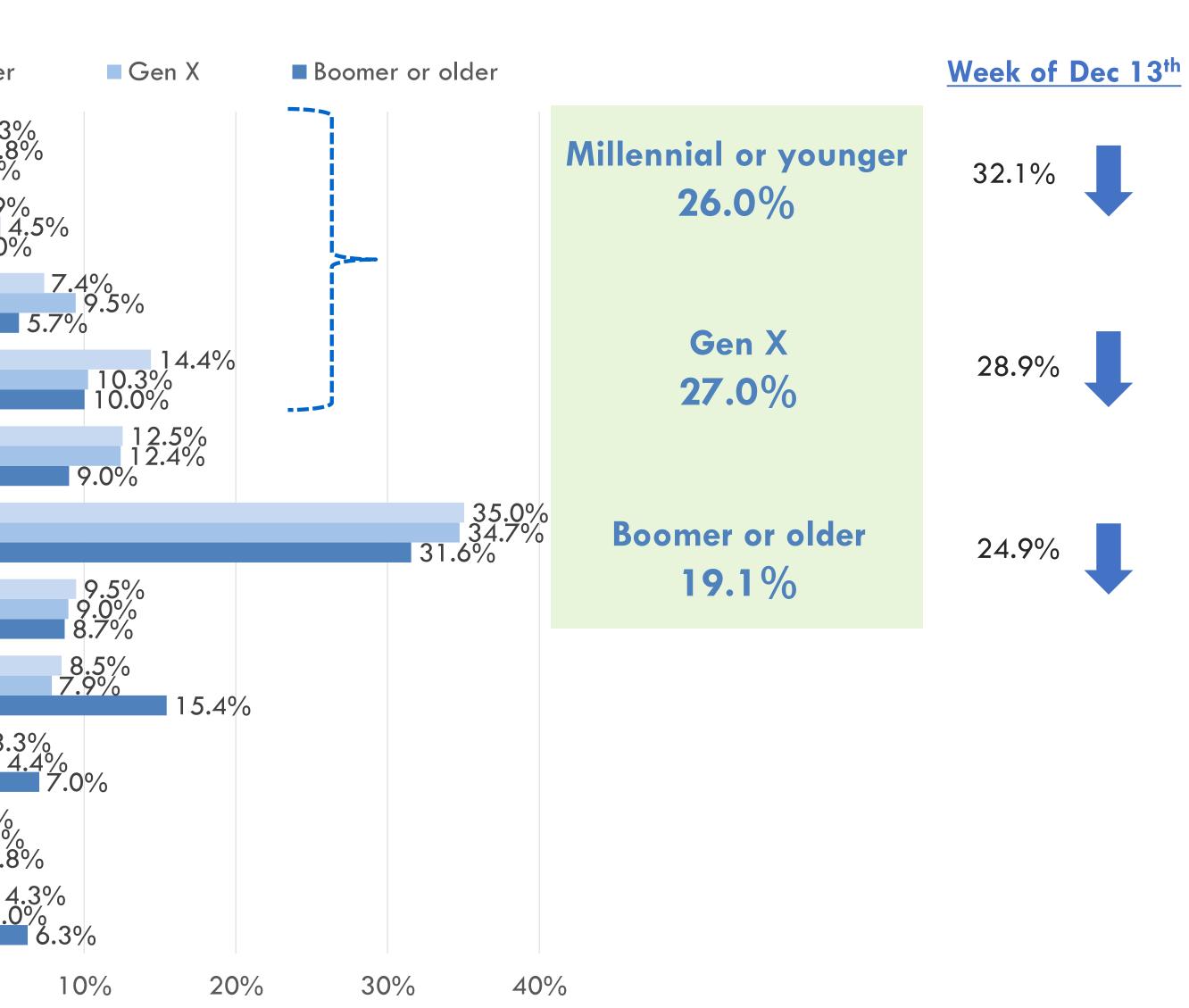




## **RETURNING TO NORMAL: BY GENERATION**

Question: Overall, how close to	Millennial or younger	
"normal" is the U.S. in terms of	100% - We're back, baby!	2.39 2.8 1.3%
resuming leisure activities (dining	90%	1.9% 2 2.0%
out, travel, etc.)?	80%	
(Paras, )A/aura 91 darta, All roomandanta	70%	
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected	60%	
December 26-28, 2021)	50% - Halfway there	
	40%	
	30%	
	20%	3.3
	10%	0.8% 1.6% 2.8
	0% - As far from normal as we could be	4 3.0
	C	0%











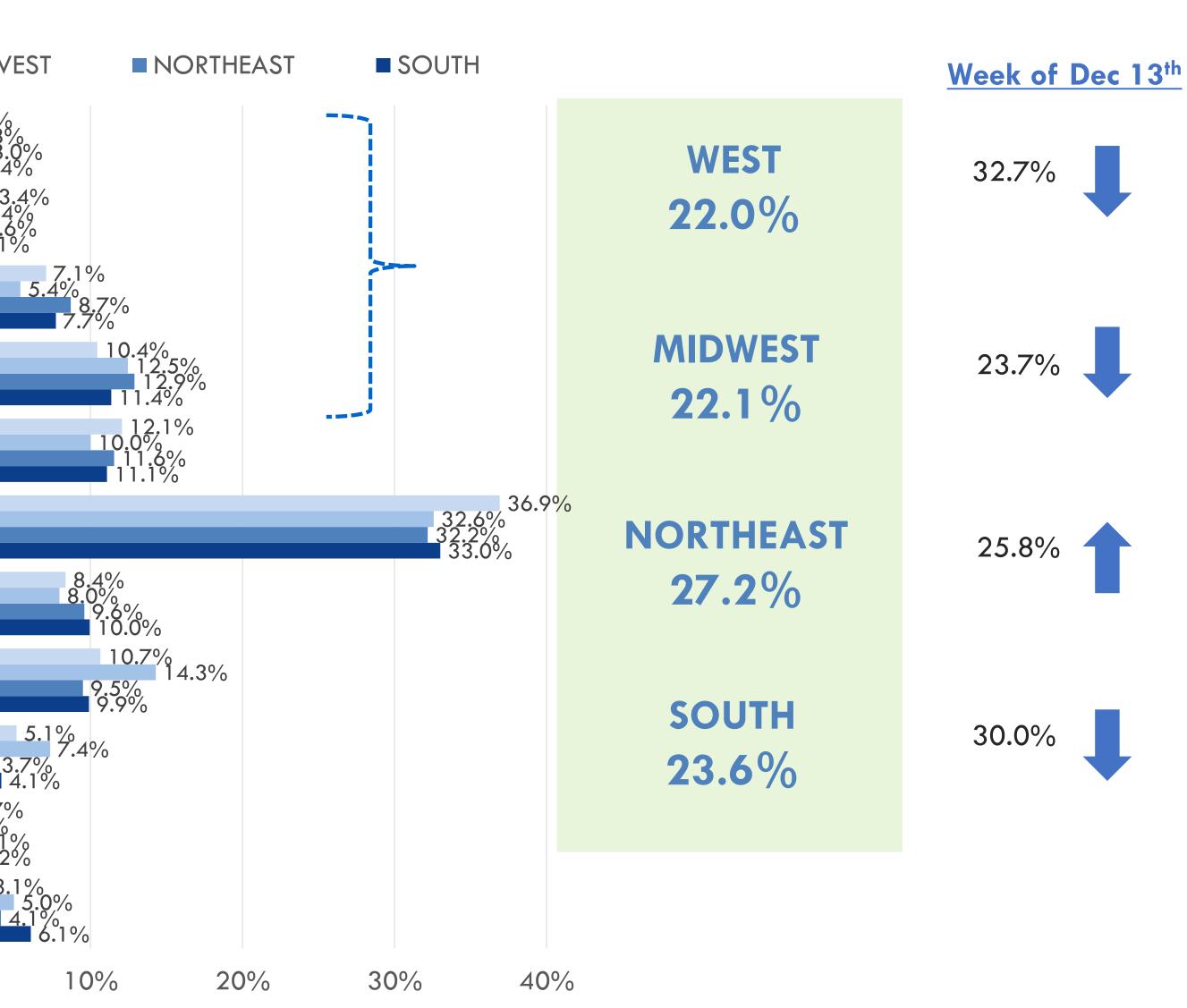


## **RETURNING TO NORMAL: BY REGION**

	Question: Overall, how close to	■ WEST	MIDWE
	"normal" is the U.S. in terms of	100% - We're back, baby!	1.0% 1.8% 3.0 2.4%
	resuming leisure activities (dining	90%	3.4 2.4 2.6 2.1
	out, travel, etc.)?	80%	
		70%	
	(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected	60%	
December 26-28, 2021)	50% - Halfway there		
		40%	
		30%	
		20%	3.
		10%	1.7% 0.8% 2.1% 2.2%
		0% - As far from normal as we could be	3.1
			0%



0%











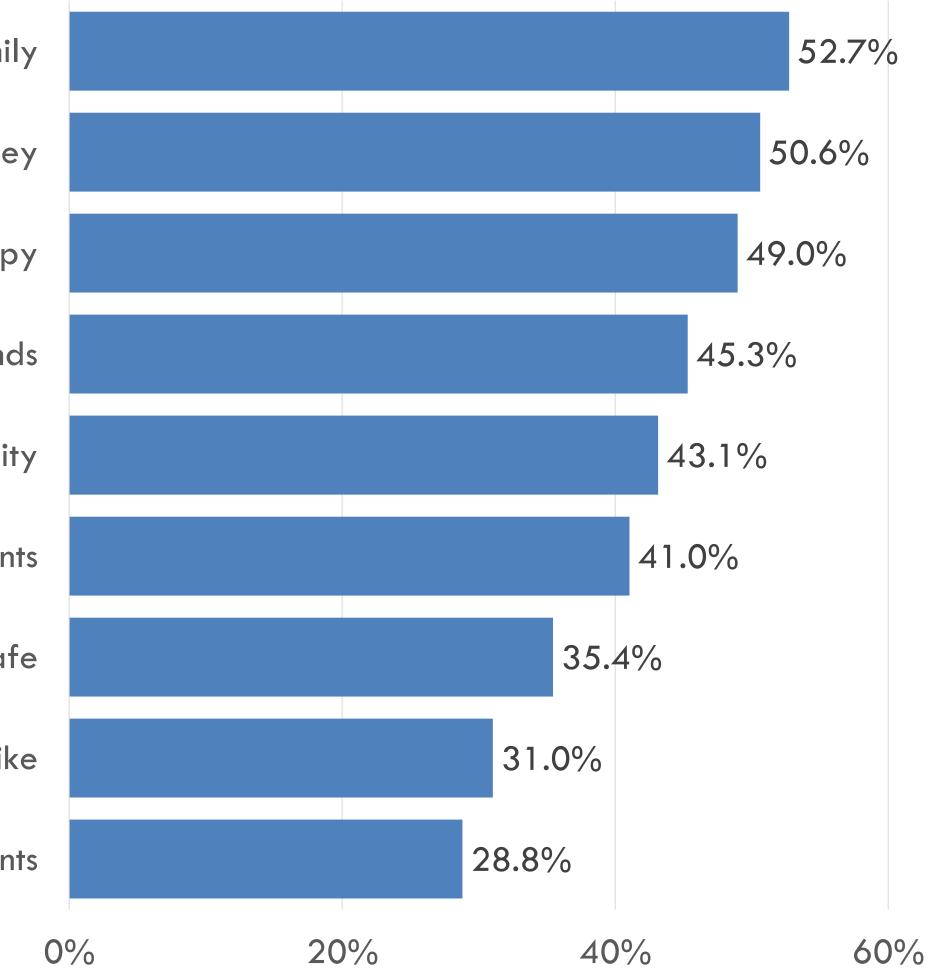
#### **RETURNING TO NORMAL**

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

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)



#### Top 3 Box Score (8-10)



- onships with my family
- work / make money
- Ability to be happy
- ationships with friends
- iving in my community
- Ability to enjoy restaurants
  - Ability to feel safe
  - Ability to travel as I like
- Ability to attend public events







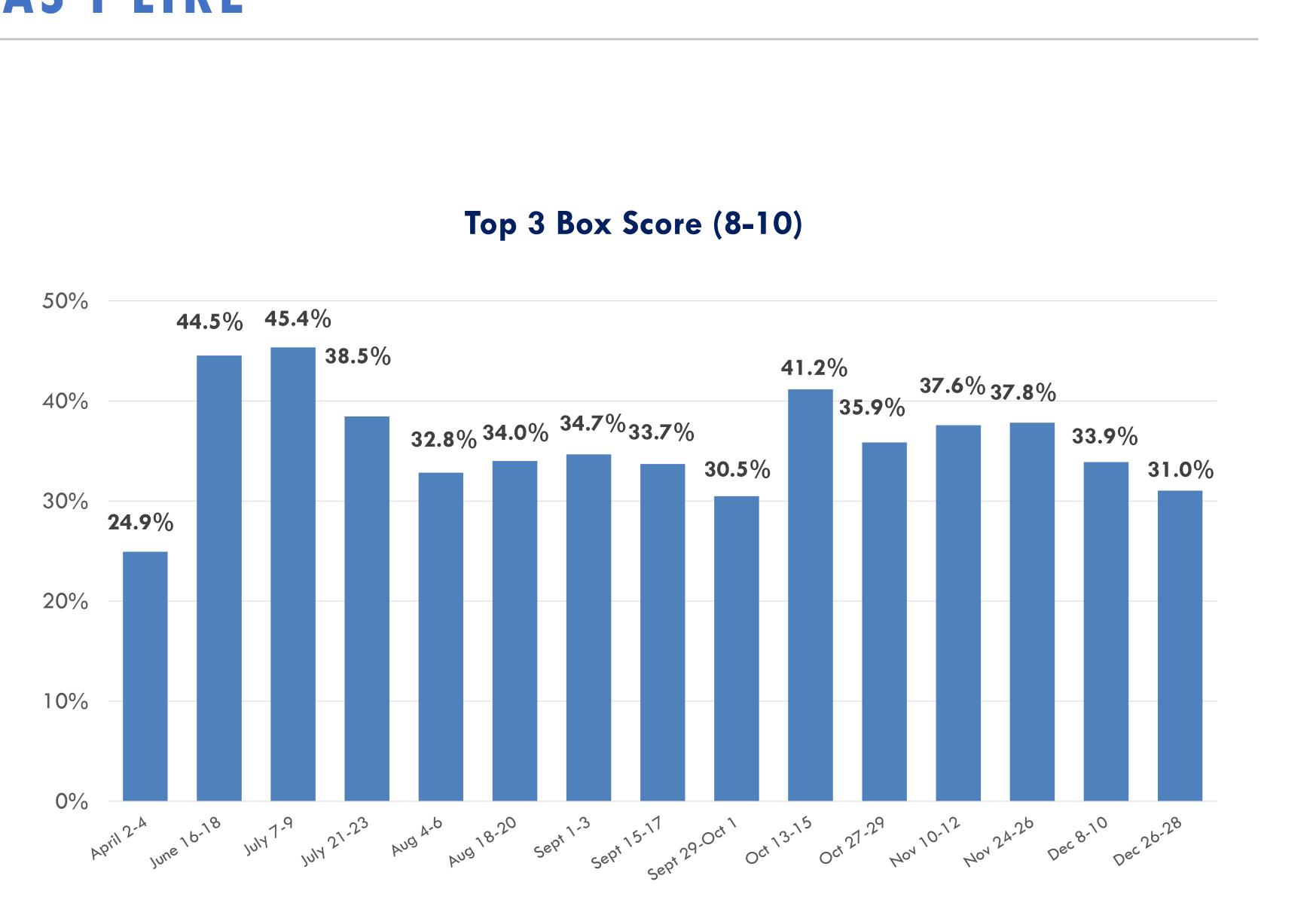




## **ABILITY TO TRAVEL AS I LIKE**

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."





PAGE 14









# 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)

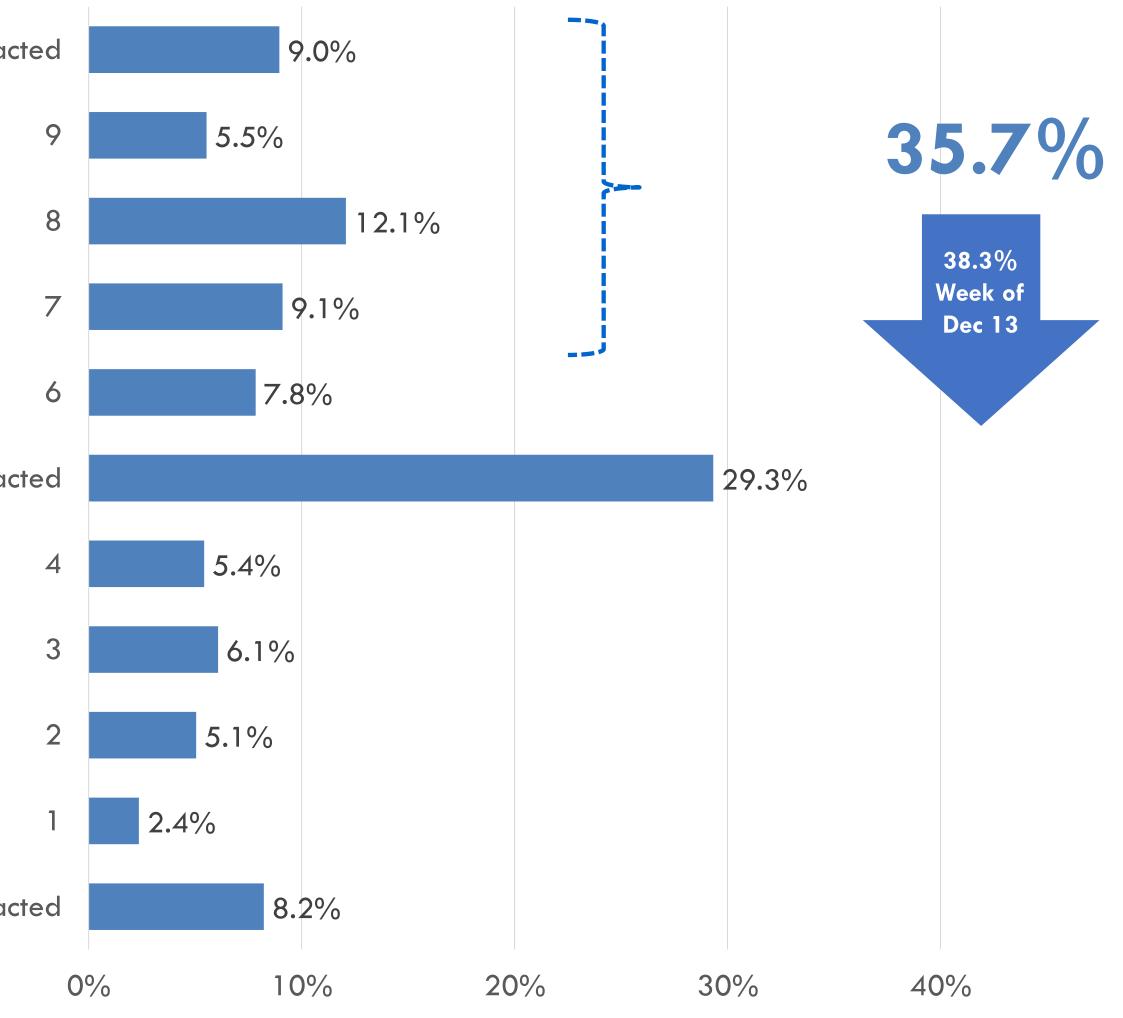
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

10 - Very seriously impacted

5 - Moderately impacted

0 - No affect - not at all impacted







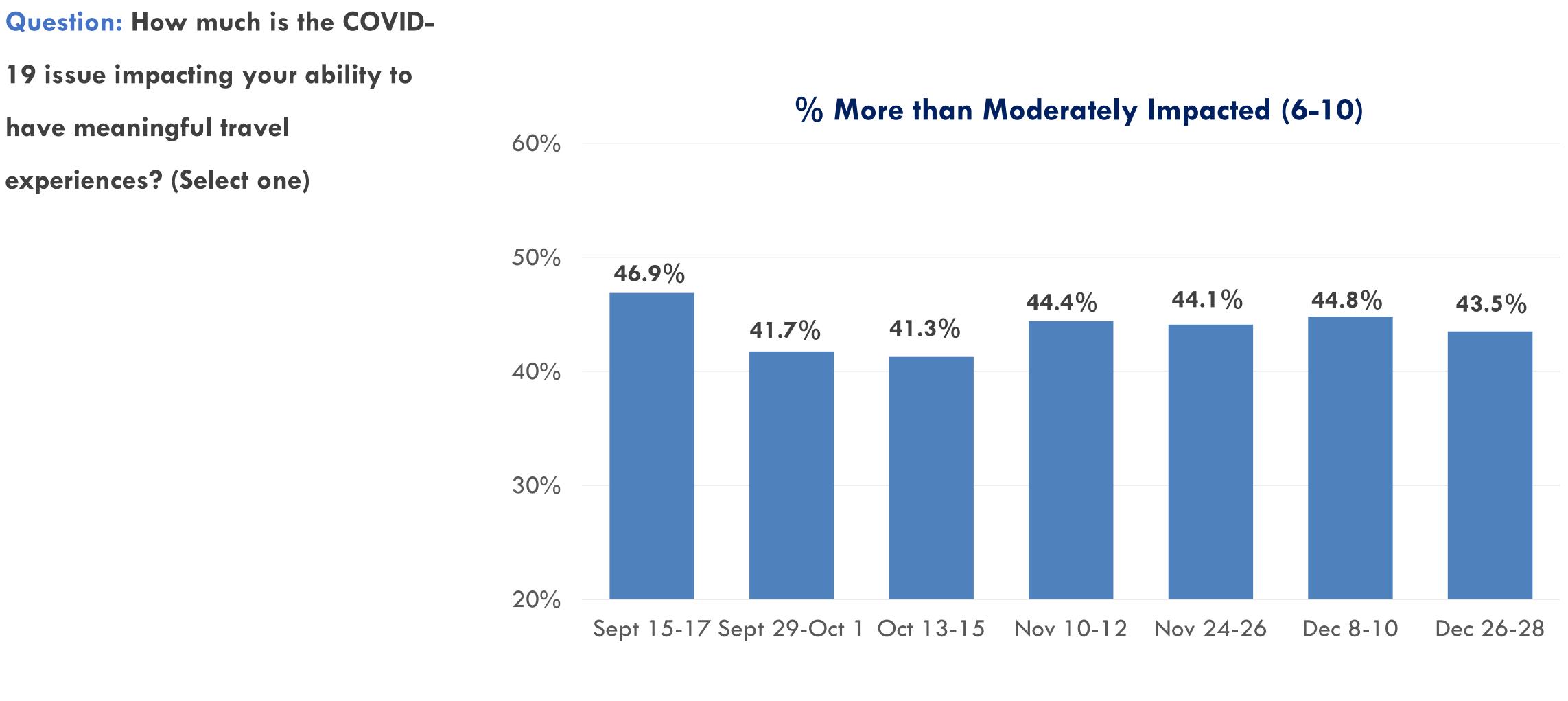








### **COVID-19'S IMPACT ON MEANINGFUL TRAVEL EXPERIENCES**















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

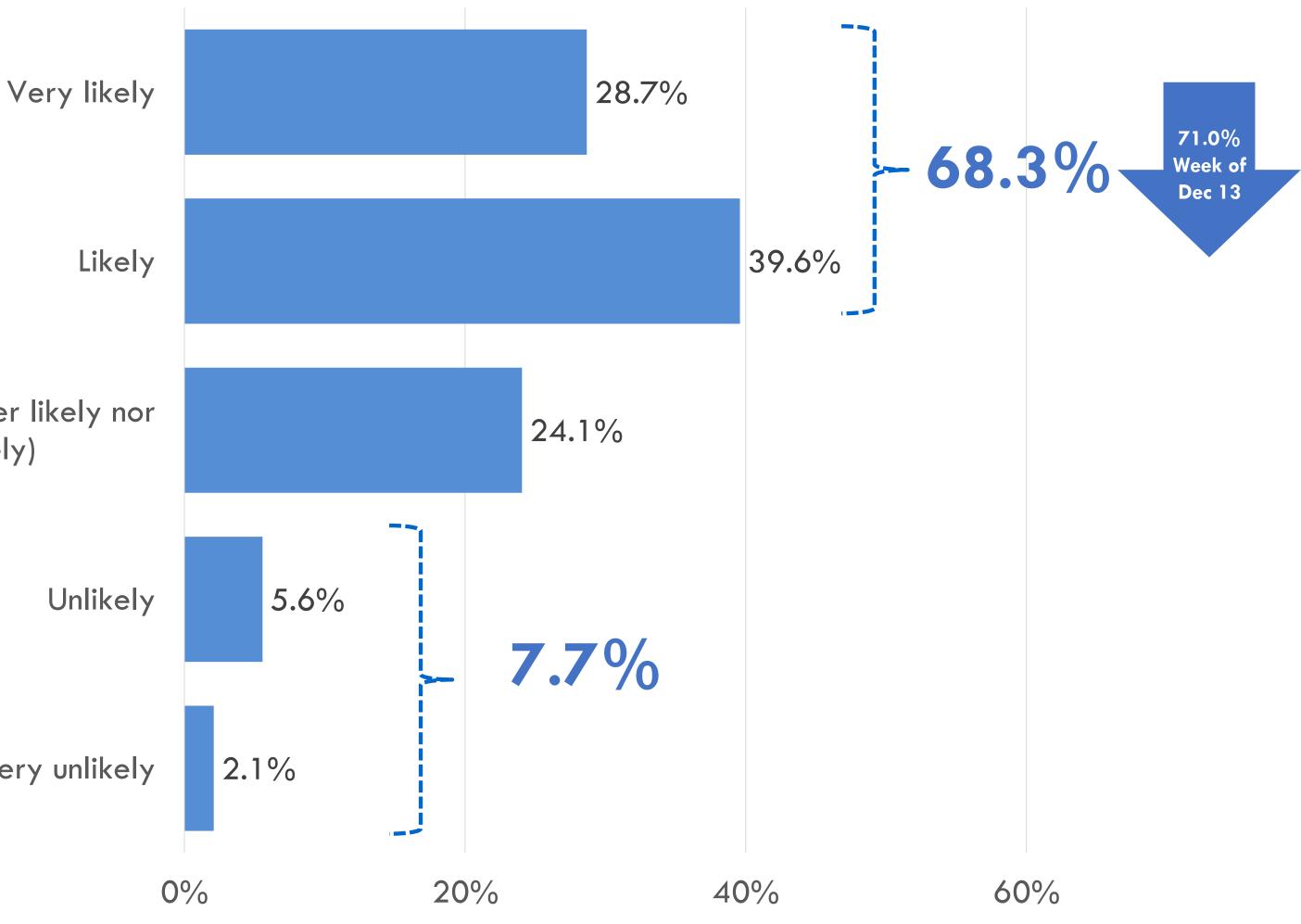
Question: In your opinion, how likely is it that the COVID-19 issue will be with us for the longer-term (i.e., at least the next several years)? (Select one)

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

Neutral (neither likely nor unlikely)

Very unlikely









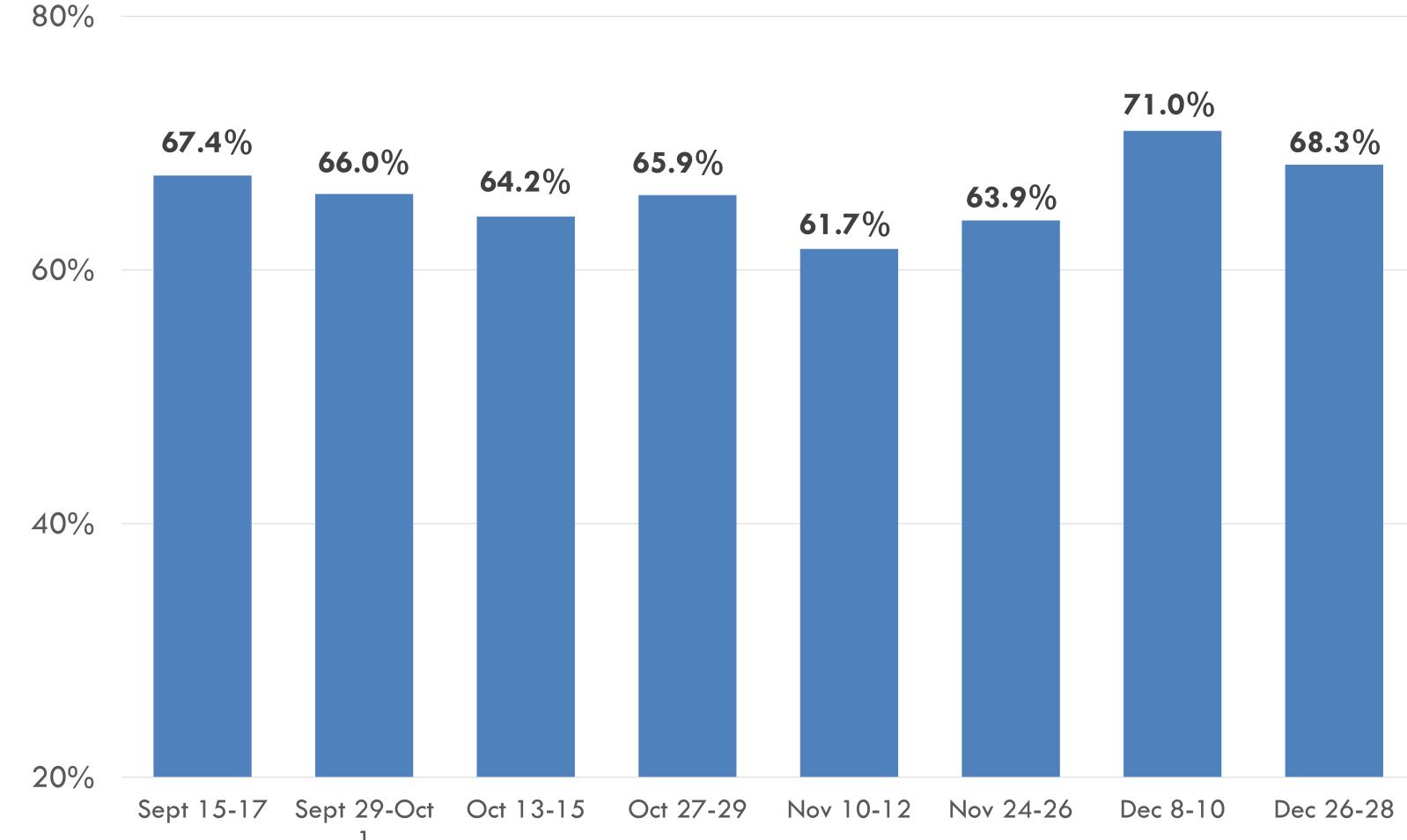






#### LIKELIHOOD THAT COVID-19 WILL BE WITH US IN THE LONGER-TERM

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)





#### % Likely or Very Likely











#### PERSONAL HEALTH CONCERNS

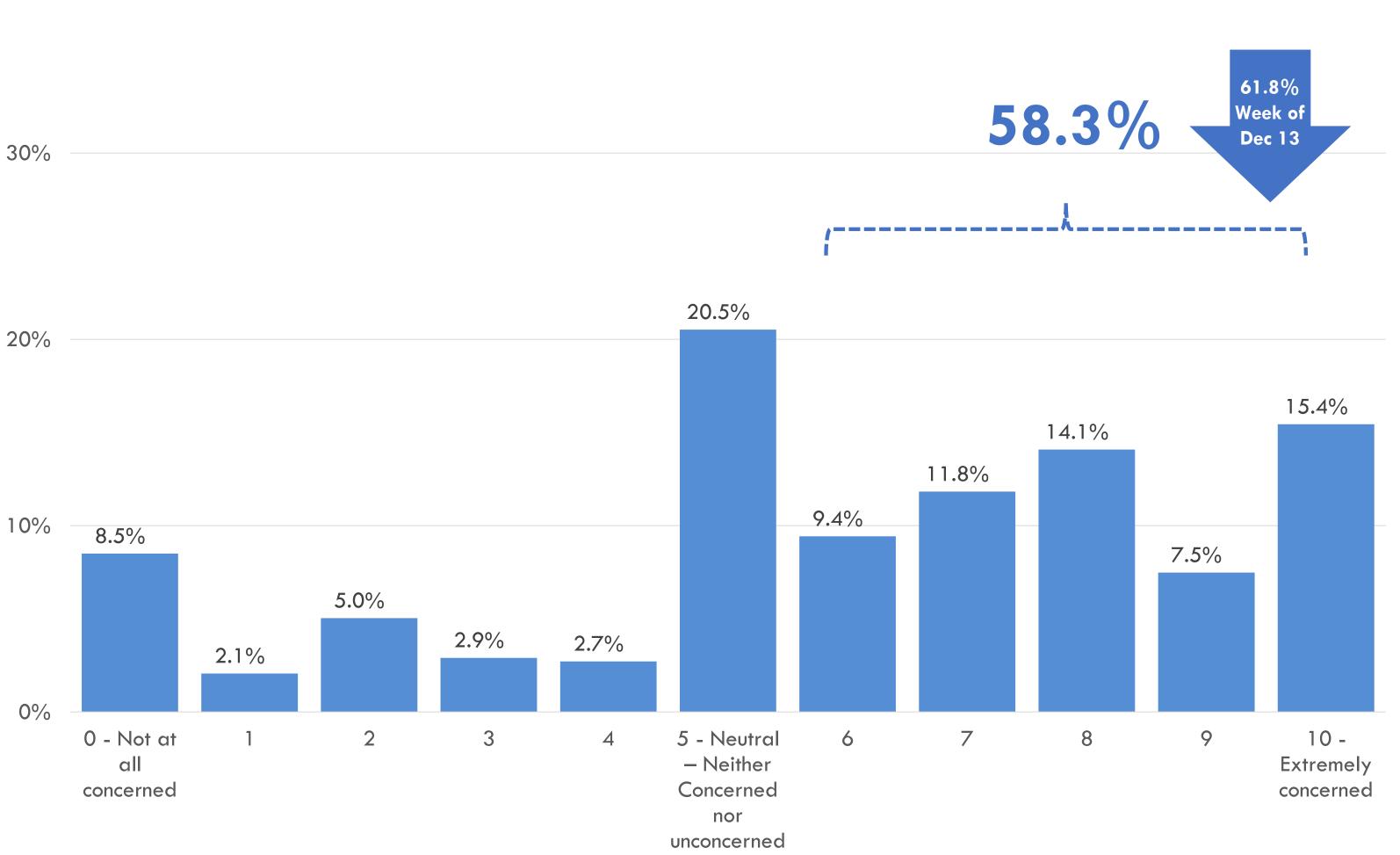
**Question:** Thinking about the current coronavirus situation, in general, HOW CONCERNED **ARE YOU PERSONALLY about** contracting the virus? (Please answer using the scale below)

(Base: Wave 81 data. All respondents,

1,205 completed surveys. Data collected

December 26-28, 2021)

40%		
4070		
30%		
20%		









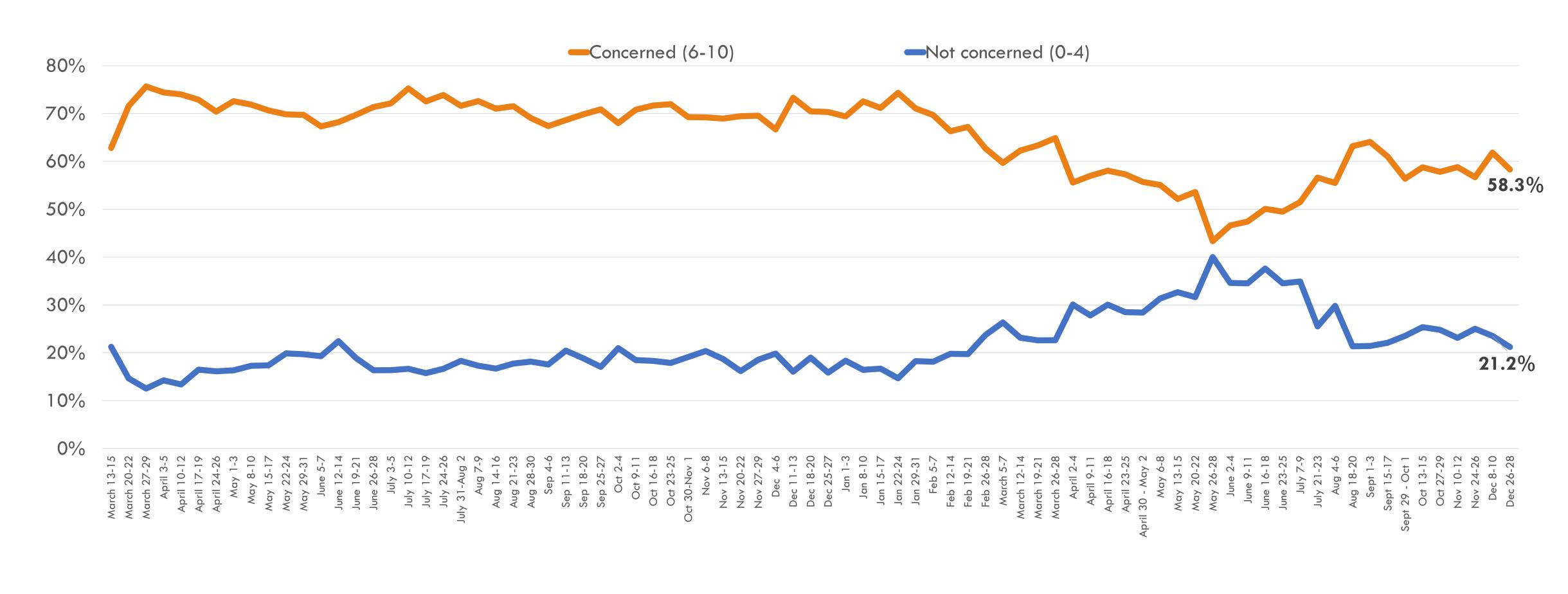






## PERSONAL HEALTH CONCERNS (MAR 2020 – DEC 2021)

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 1-81. All respondents, 1,200+ completed surveys each wave.)





PAGE 21









### **CONCERNS ABOUT PERSONAL FINANCES**

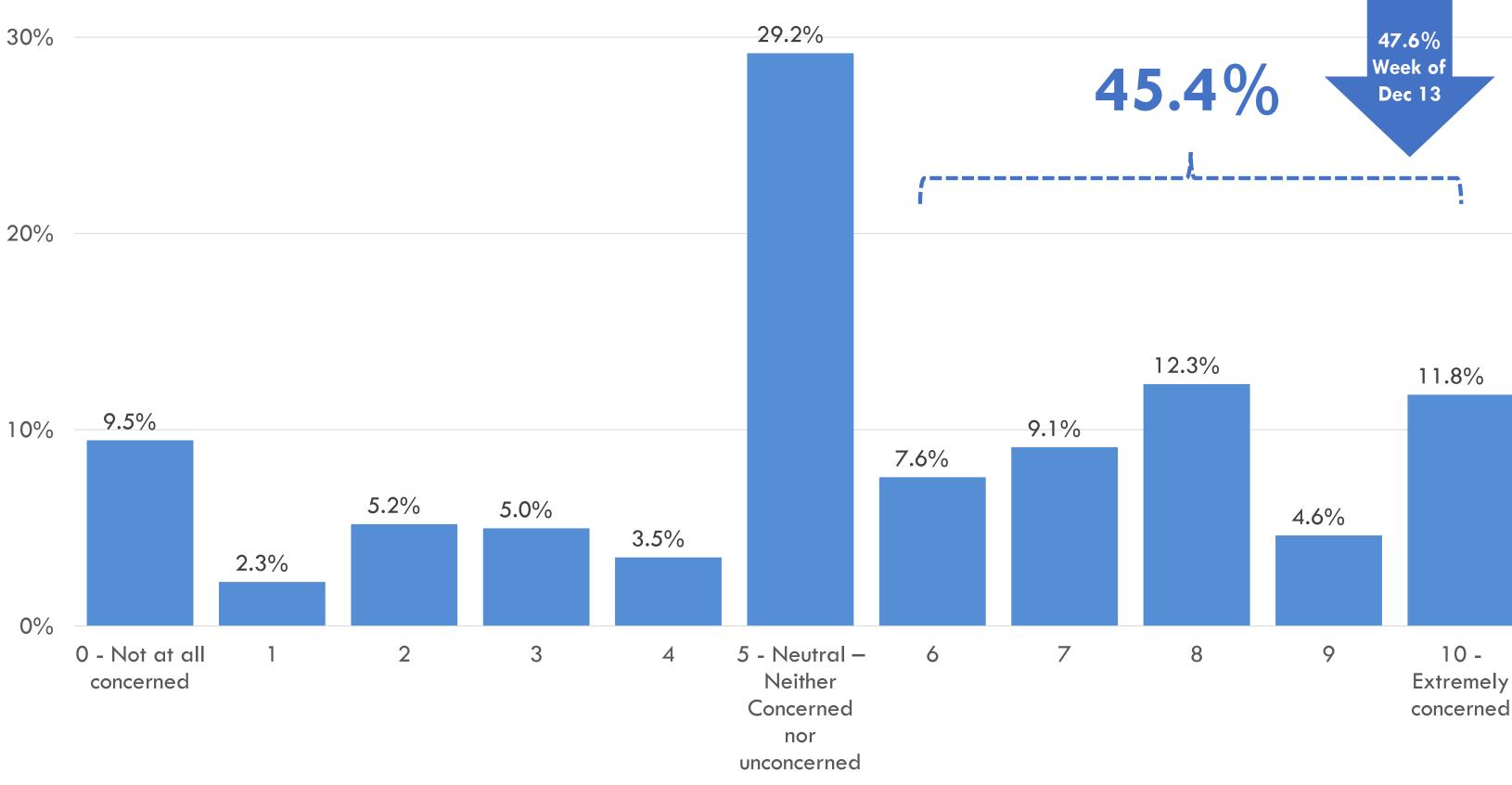
**Question:** Thinking about the current coronavirus situation, how concerned are you about the impact it may have on your **PERSONAL FINANCES?** (Please answer using the scale below)

(Base: Wave 81 data. All respondents,

1,205 completed surveys. Data collected

December 26-28, 2021)

40%		
1070		
30%		
5070		
20%		
20/0		









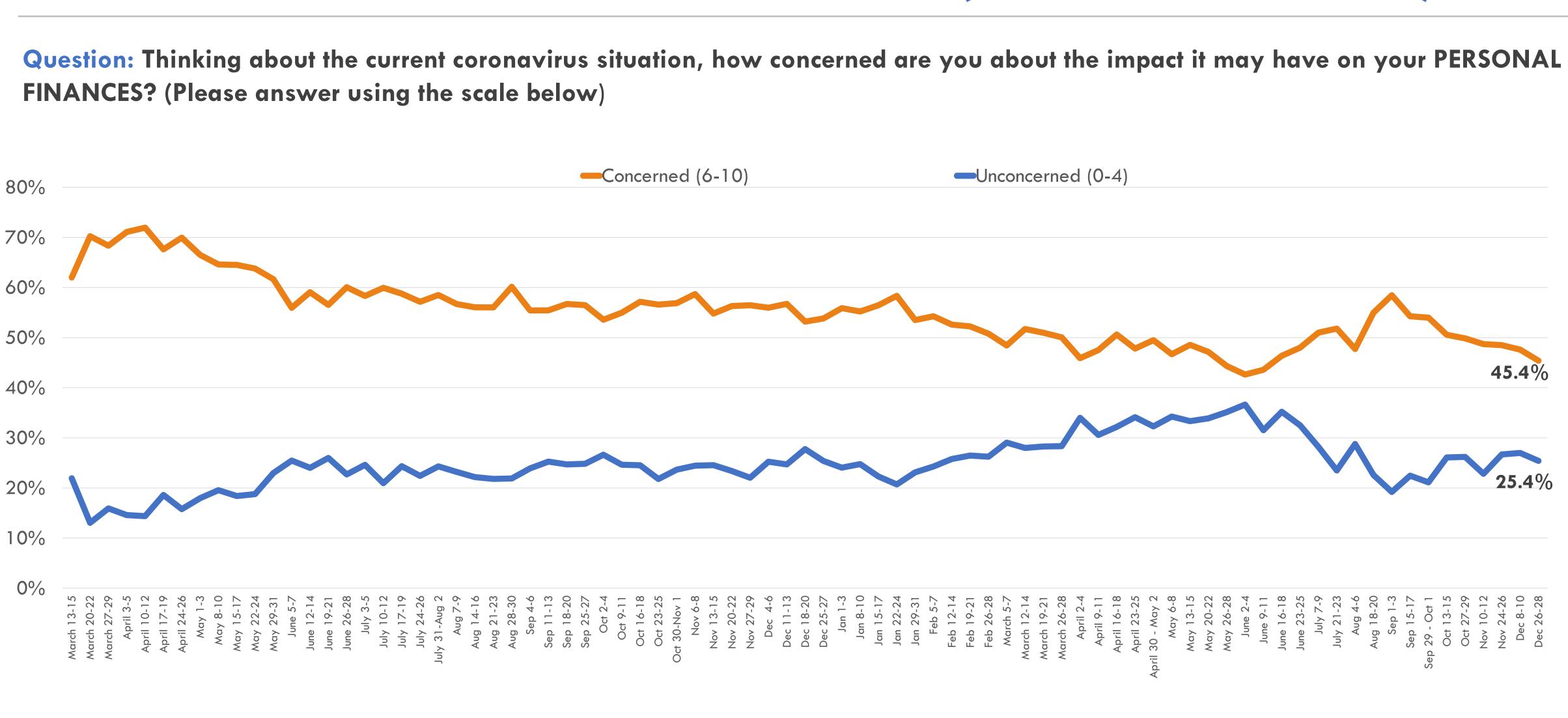








## **CONCERNS ABOUT PERSONAL FINANCES** (MAR 2020 – DEC 2021)



(Base: Waves 1-81. All respondents, 1,200+ completed surveys each wave.)











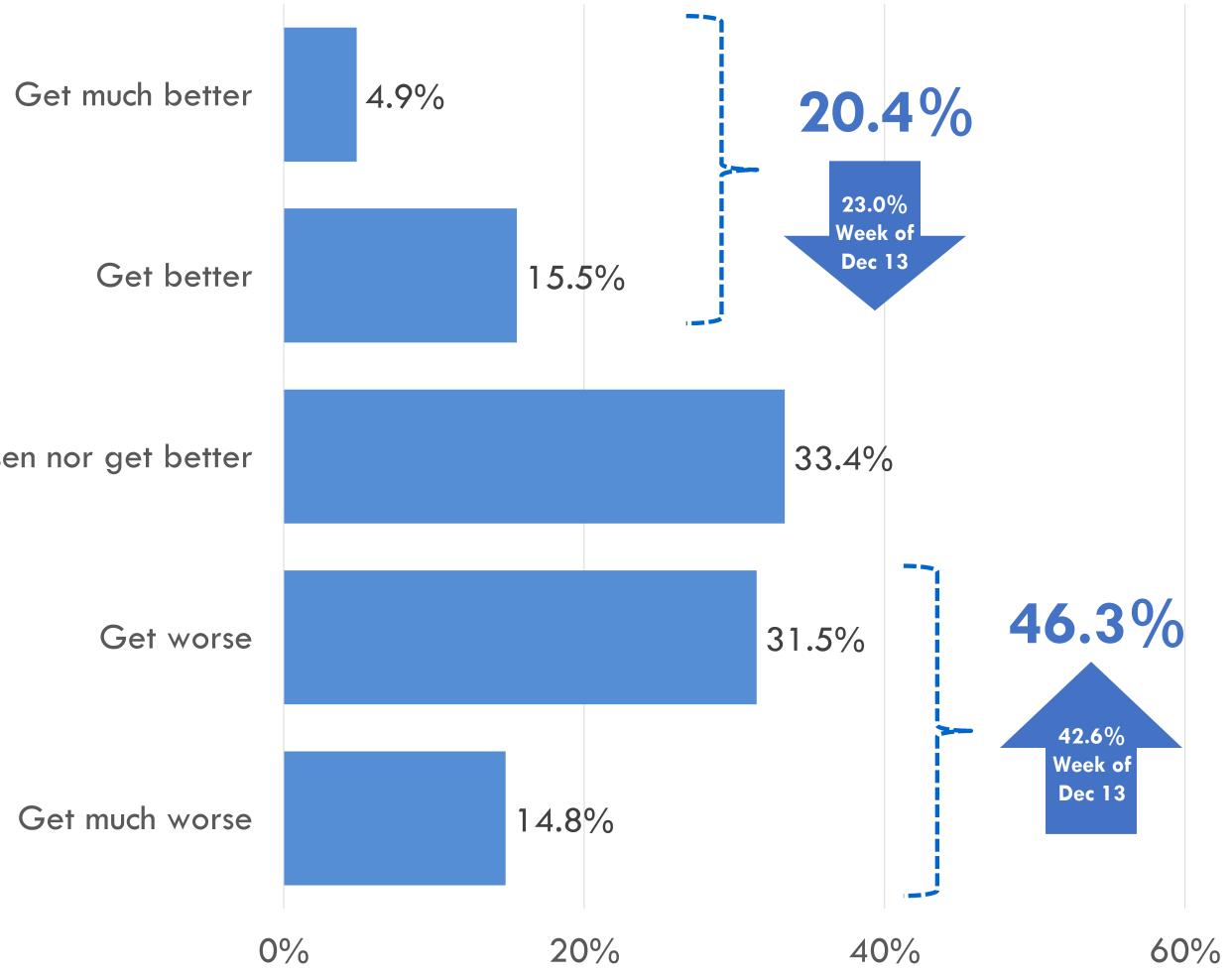


### **EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK**

<b>Question:</b> In the NEXT MONTH, how	Ger much b
(if at all) do you expect the severity	
of the coronavirus situation in the	
United States to change? (Select one)	Get b
In the next month the coronavirus	
situation will	Neither worsen nor get b

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021) Get much worse







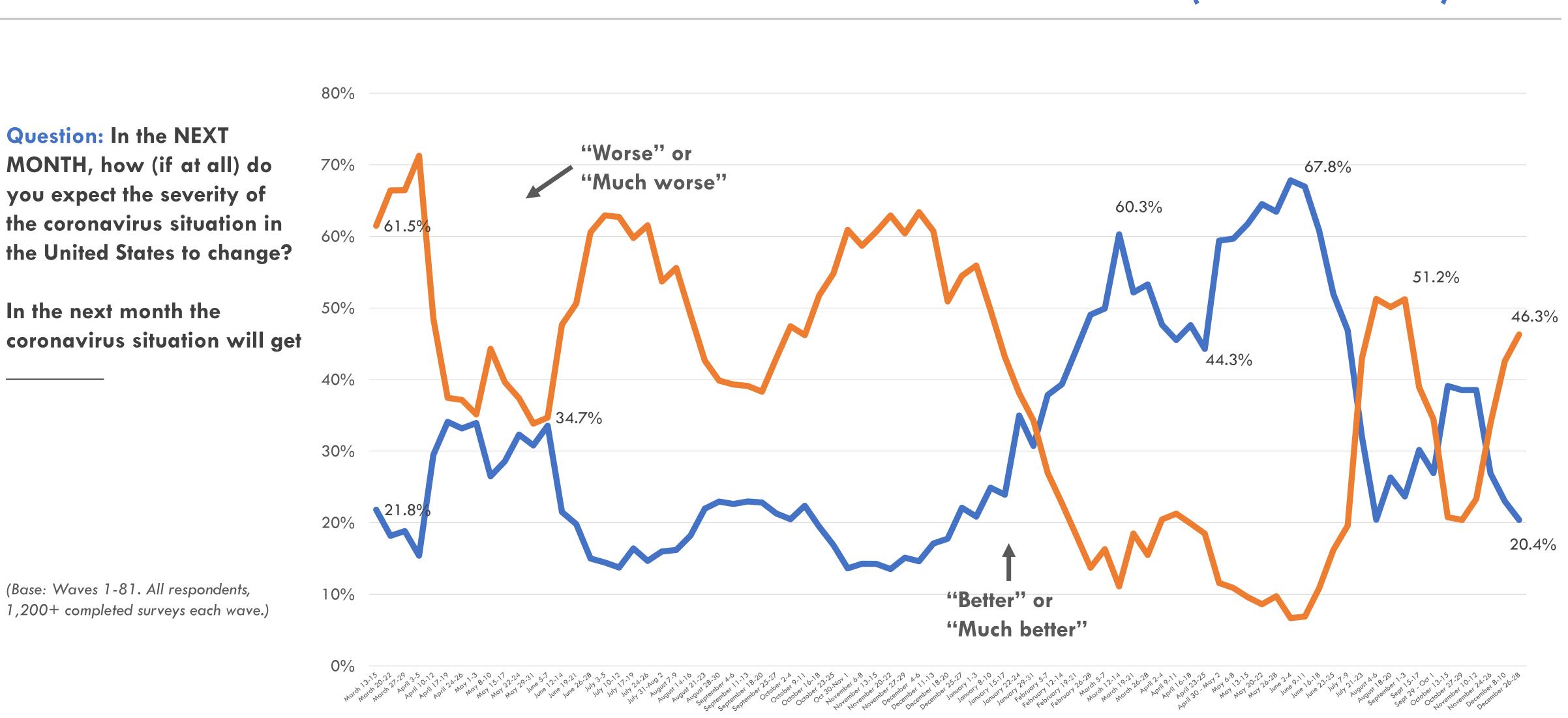








## **EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-81)**















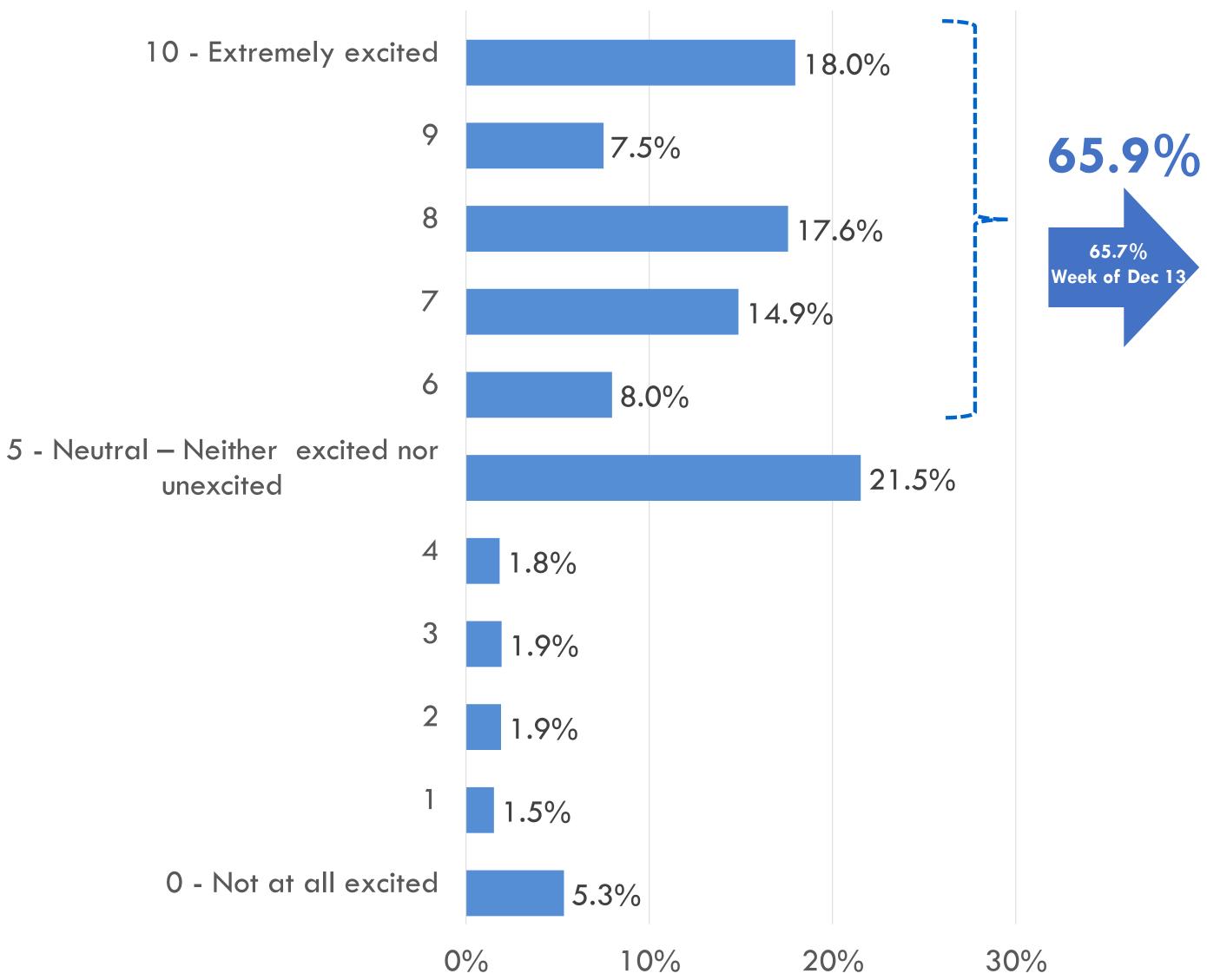
### **EXCITEMENT TO TRAVEL NOW**

**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 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)









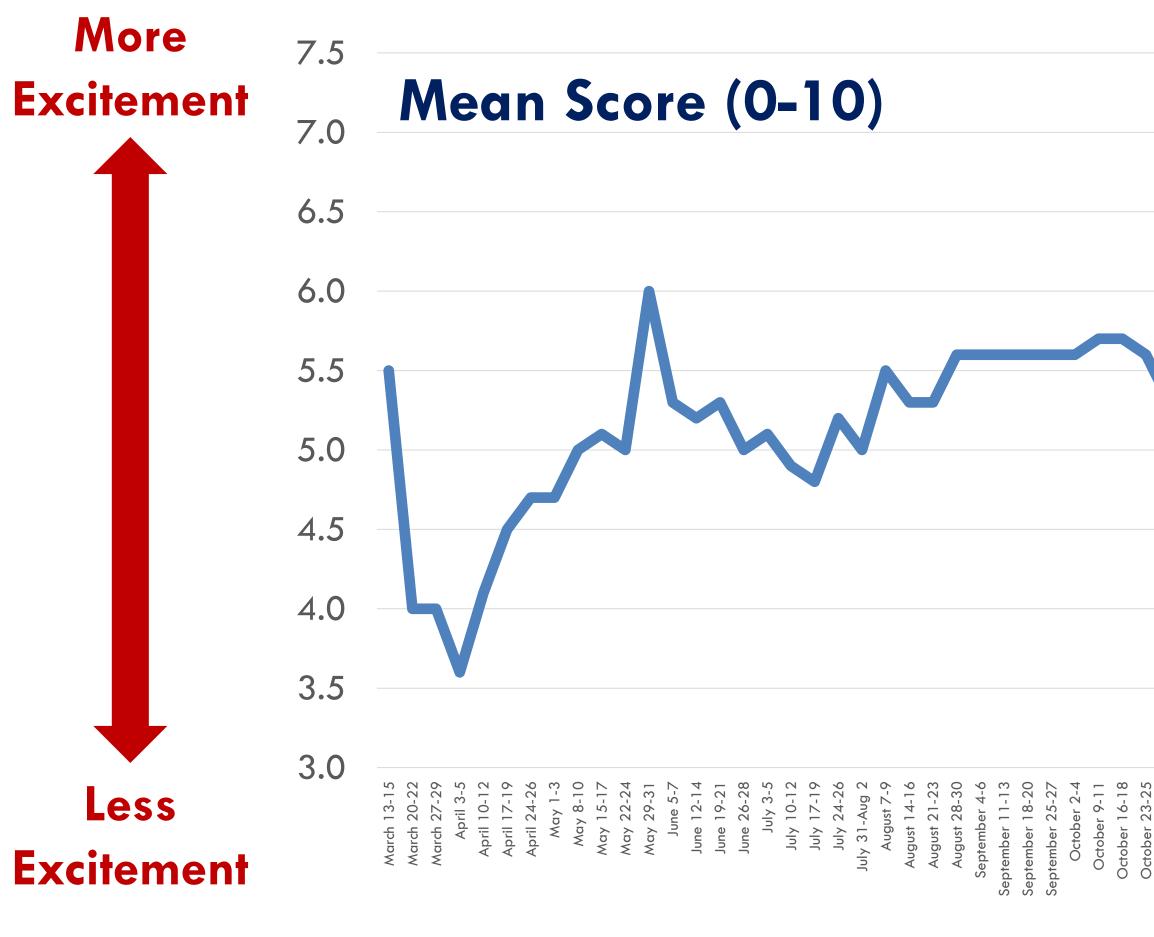






### EXCITEMENT TO TRAVEL NOW

Question: Imagine that a good friend (or close family member) asks you to take a weekend getaway with them someti in the next month. How excited would you be to go? (Assume the getaway is to a place you want to visit)





March 13-15 March 20-25 March 27-25 April 3-5 April 10-15 April 10-15 April 10-15 April 10-15 April 10-15 April 24-26 May 1-3 July 1-19 July 15-17 May 25-27 June 12-14 May 25-27 June 12-14 May 25-27 June 12-14 May 26-28 March 12-23 July 10-12 July 10-12 July 10-12 July 10-12 July 10-12 July 24-26 July 24-26 July 24-26 July 24-26 July 10-12 July 24-26 July 10-12 July 10-12 July 24-26 July 10-12 July 10-12 July 24-26 July 11-13 September 12-23 August 18-20 September 12-14 April 23-25 April 23-25 April 23-25 July 21-23 August 18-20 September 26-28 July 21-23 August 18-20 September 26-28 July 21-23 August 18-20 September 26-28 July 21-23 August 18-20 Sept 10-12 July 21-23 August 18-20 Sept 10-12 July 21-23 August 18-20 Sept 10-12 July 21-23 August 18-20 Sept 15-17 Sept 29- 0ct 1 June 2-3 July 21-23 August 18-20 Sept 15-17 Sept 29- 0ct 1 June 23-25 Dec 8-10 Dec 8-10 Dec 8-10 Dec 20-28

•	
	me

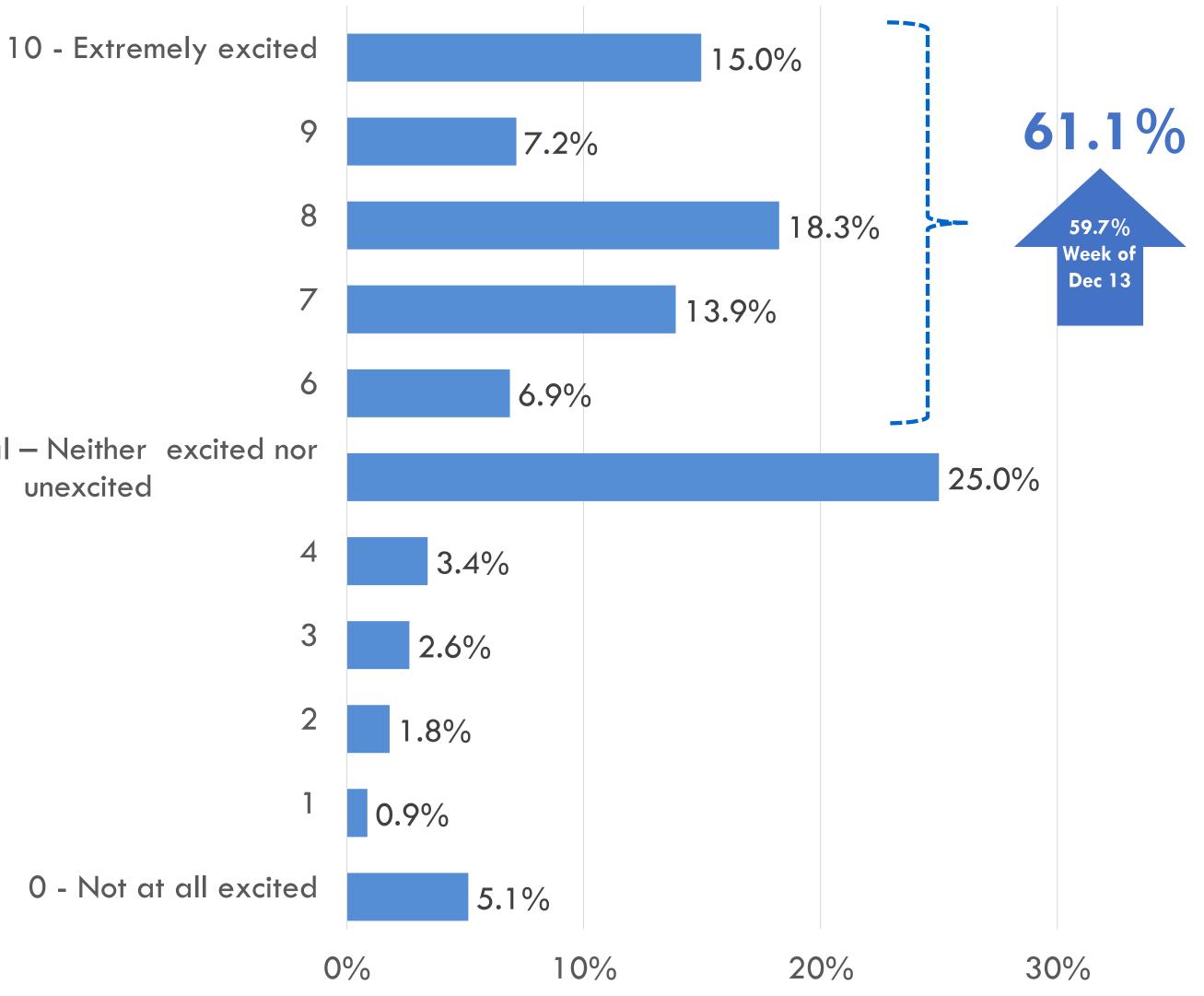
### **OPENNESS TO TRAVEL INSPIRATION**

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

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

> 5 - Neutral – Neither excited nor unexcited









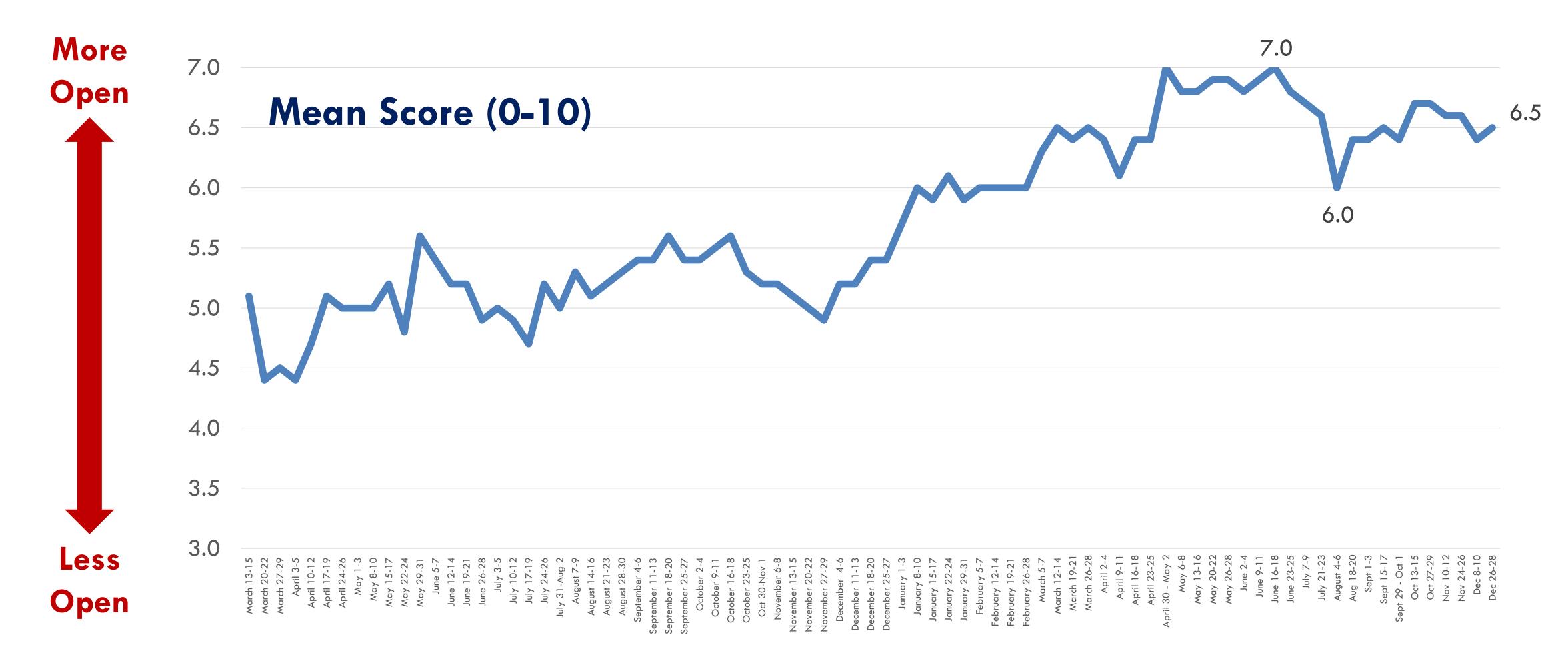






## **OPENNESS TO TRAVEL INSPIRATION**

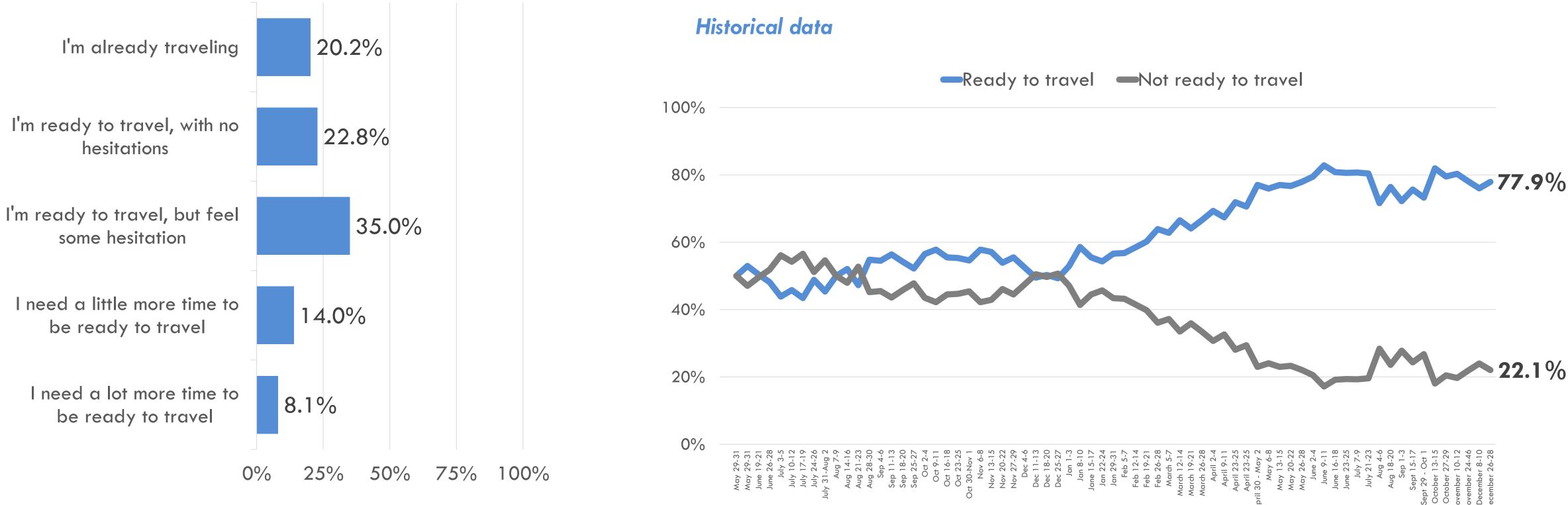
# Question: At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?





#### **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 81 data. All respondents, 1,205 completed surveys.

Data collected December 26-28, 2021)













### **SAFETY PERCEPTIONS OF TRAVEL ACTIVITIES**

Taking a road trip Visiting friends and relatives Going shopping Staying in a hotel Dining in a restaurant Visiting an observation deck Staying in an Airbnb or home rental Traveling on a commercial airline Traveling in a taxi/Uber/Lyft Traveling for business reasons Go to a casino

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

Non-team outdoor recreation (biking, hiking, etc.) Visiting an amusement park, zoo, gardens, parks or other outdoor attractions Visiting a museum, aquarium, landmarks or other indoor attraction

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

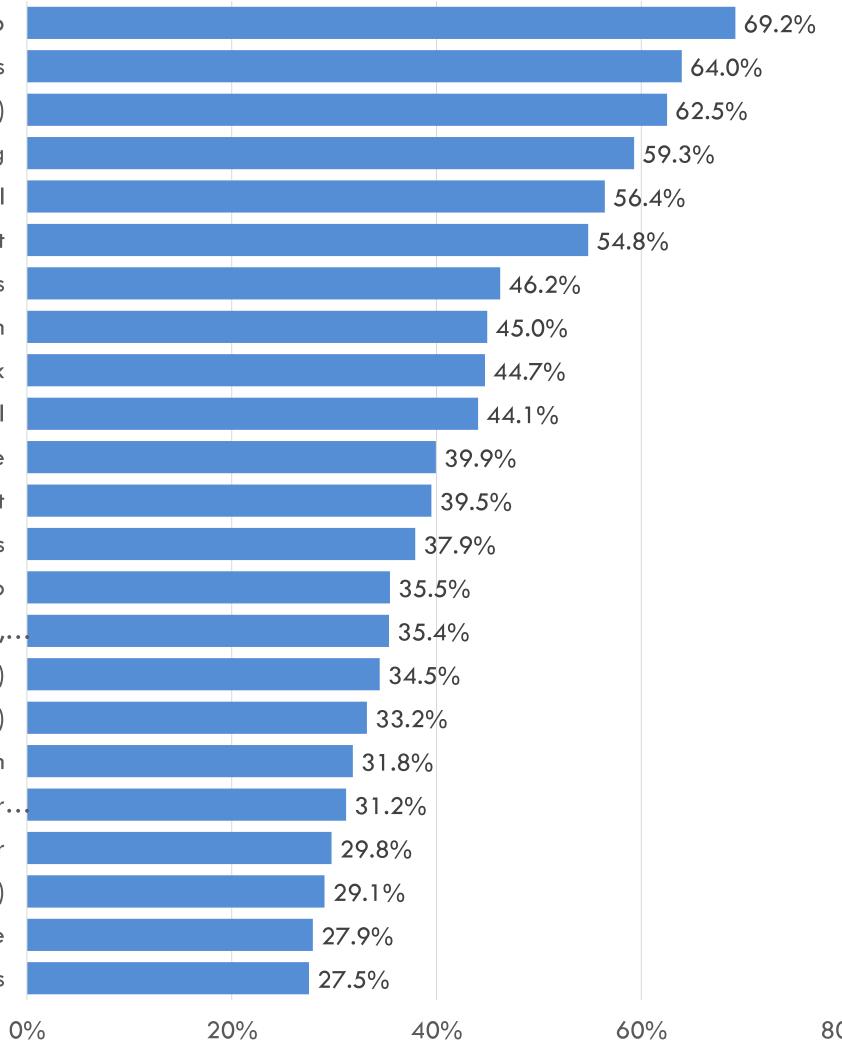
Attending a performance (music show, theater, movie, etc.) Train travel (intercity travel - e.g., AMTRAK) Attending a conference or convention Traveling by bus or motor coach on a group tour Intercity bus travel (Greyhound, Bolt, Megabus, etc.)

Sporting events - Small venue (School sports, youth sport leagues,... Sporting events - Large venue (e.g., professionalsports, minor league or...

Traveling on a cruise line Traveling outside the United States



#### Top 2 Box Score—% Selecting "Somewhat safe" or "Very safe"









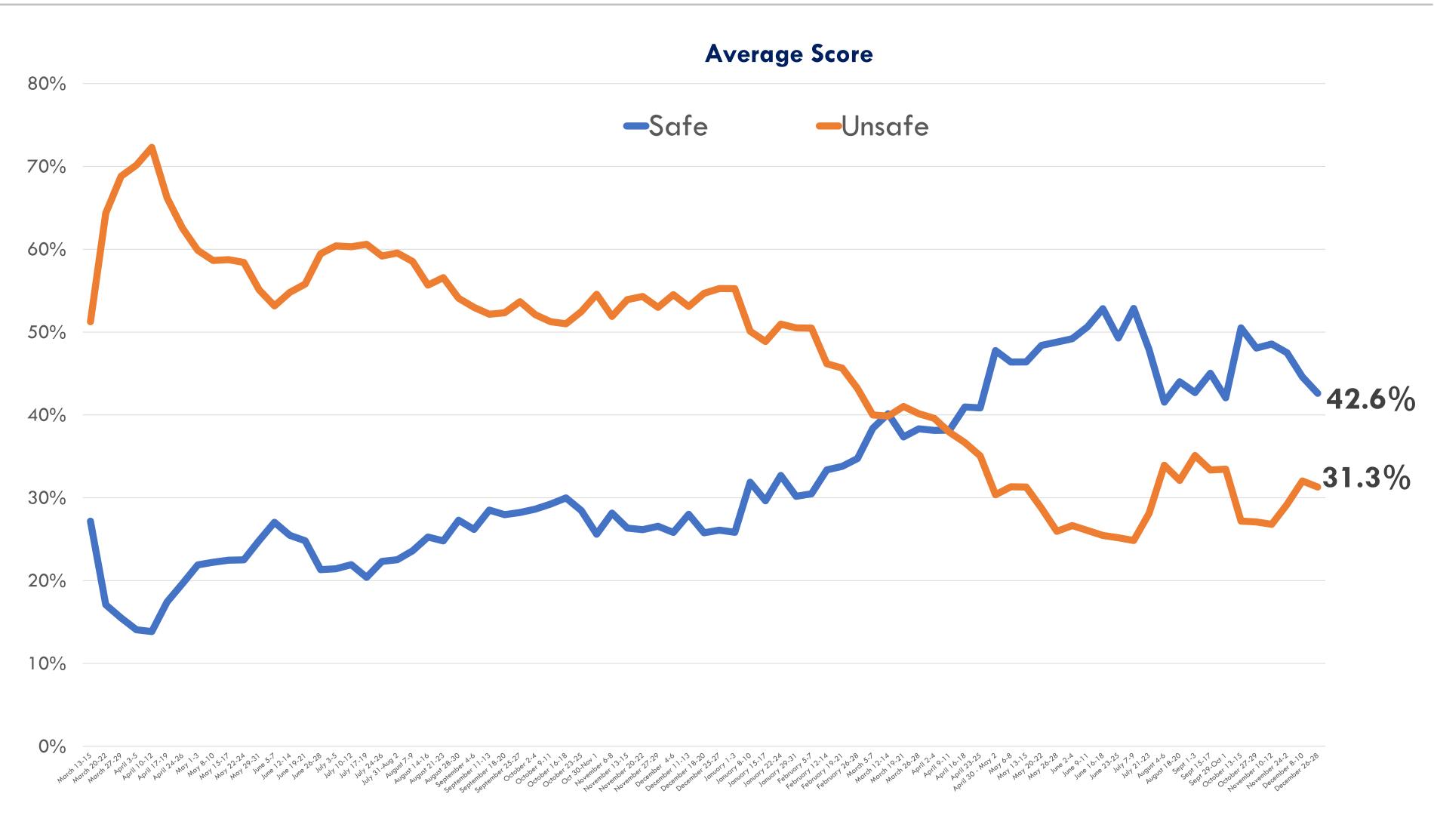






#### **AVERAGE SAFETY PERCEPTIONS OF TRAVEL ACTIVITIES** (MAR 2020 - DEC 2021)

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



(Base: Waves 1-81. All respondents, 1,200+ completed surveys each wave.)









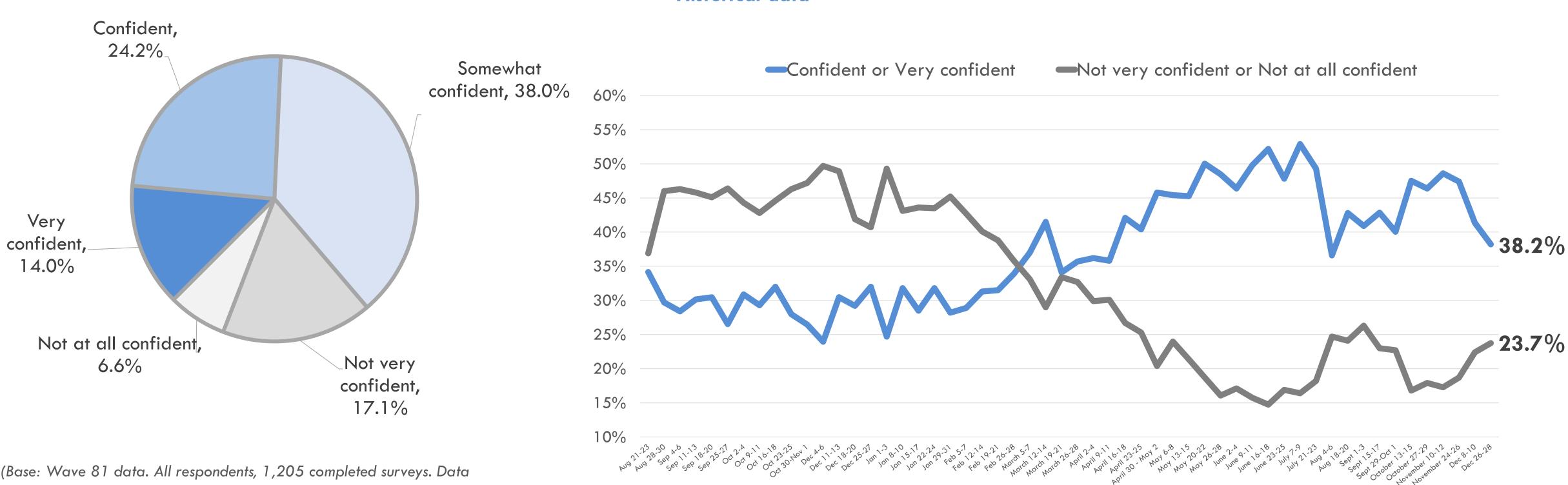






#### **CONFIDENCE IN ABILITY TO TRAVEL SAFELY**

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



(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 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)

Very important

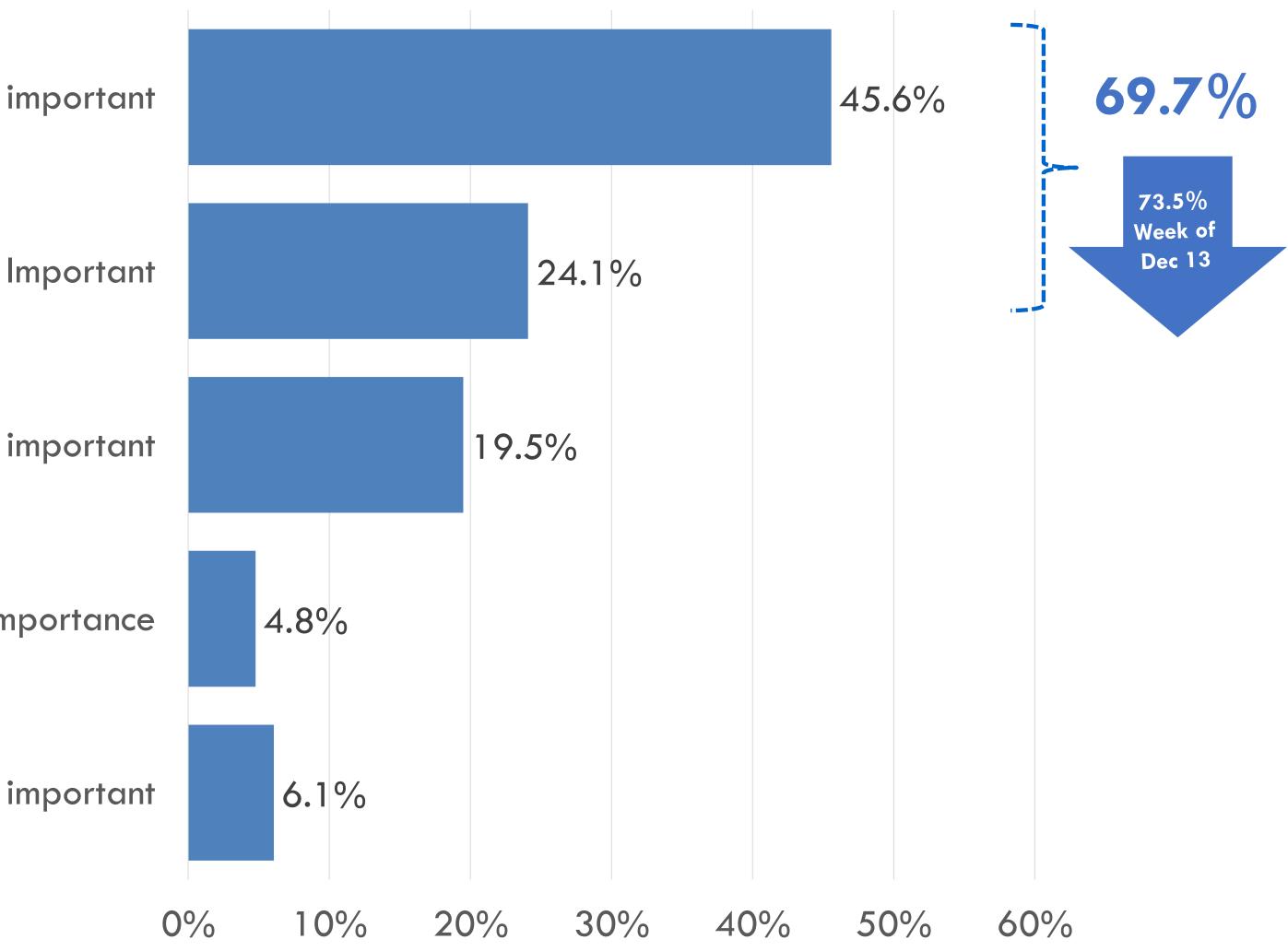
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

Somewhat important

Of little importance

Not at all important











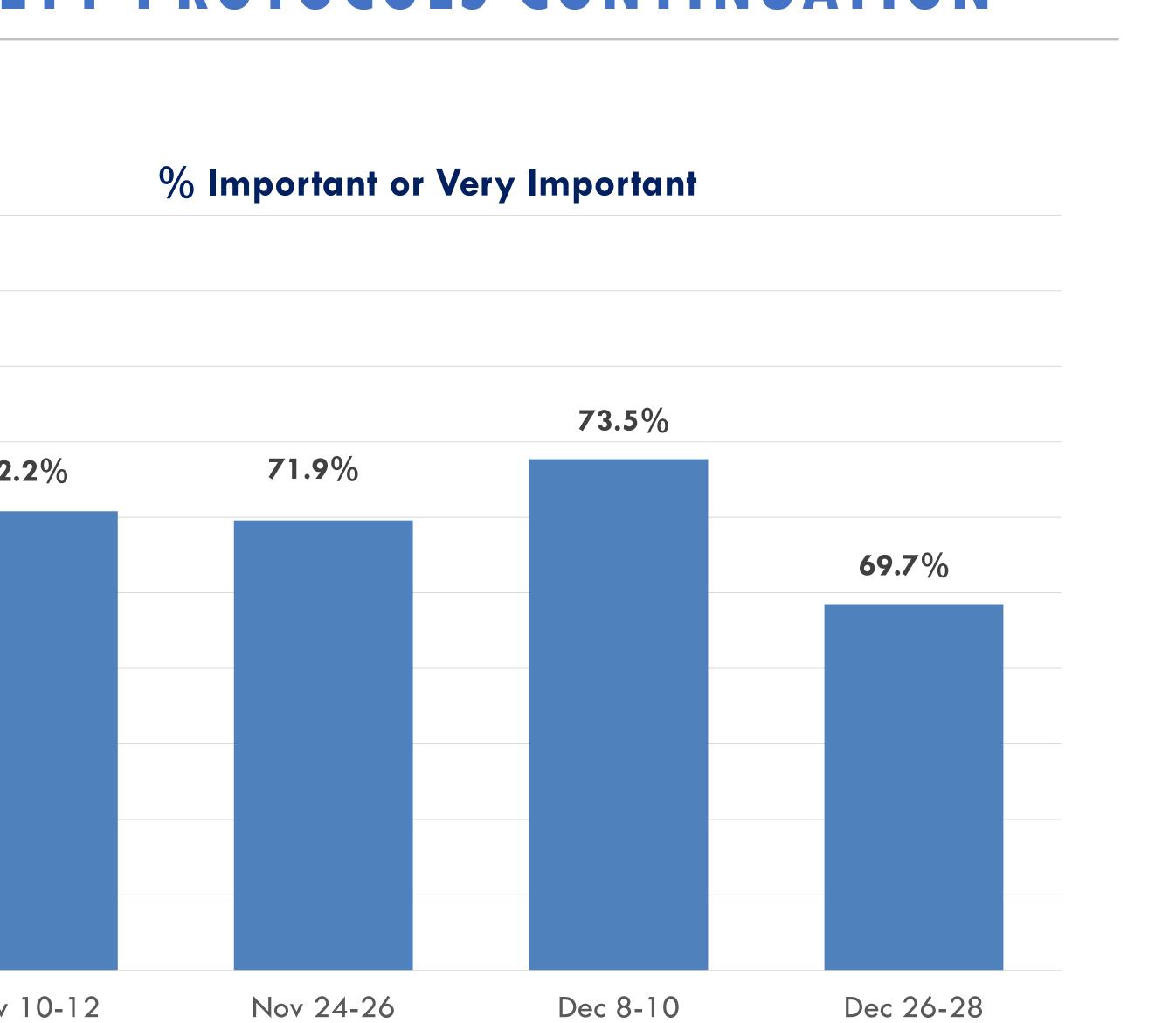




### **IMPORTANCE OF COVID-19 SAFETY PROTOCOLS CONTINUATION**

Question: How important is it to you that the	80%	
destinations you visit are continuing to maintain careful COVID-19 safety protocols	78%	
and practices? (Select one)	76%	
	74%	72
(Base: Wave 81 data. All respondents, 1,205 completed	72%	
surveys. Data collected December 26-28, 2021)	70%	
	68%	
	66%	
	64%	
	62%	
	60%	Niere
		Nov





Dec 26-28



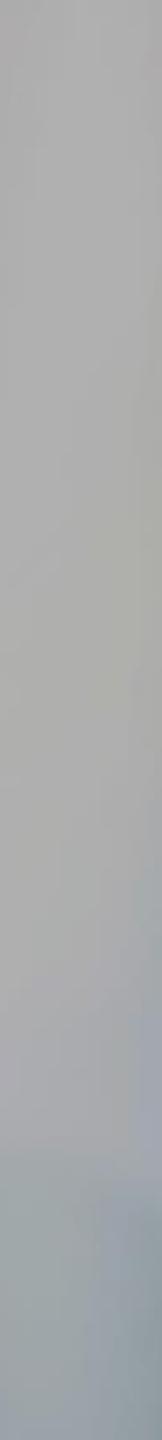








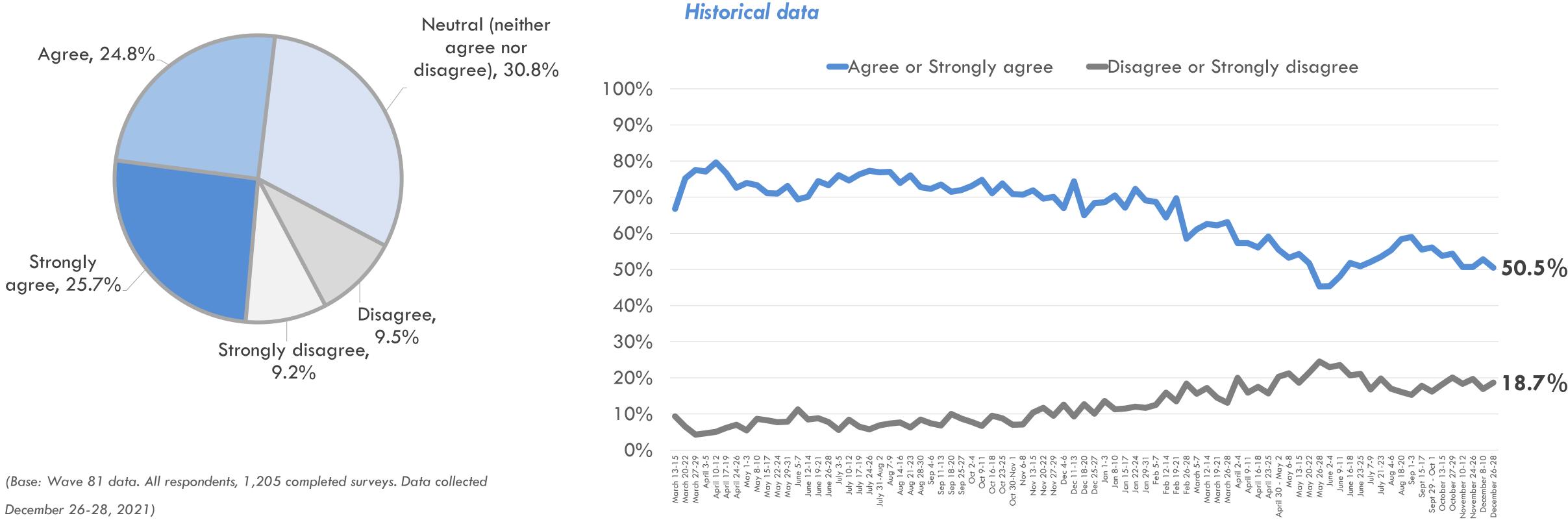
# TRAVEL AVOIDANCE



## **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.











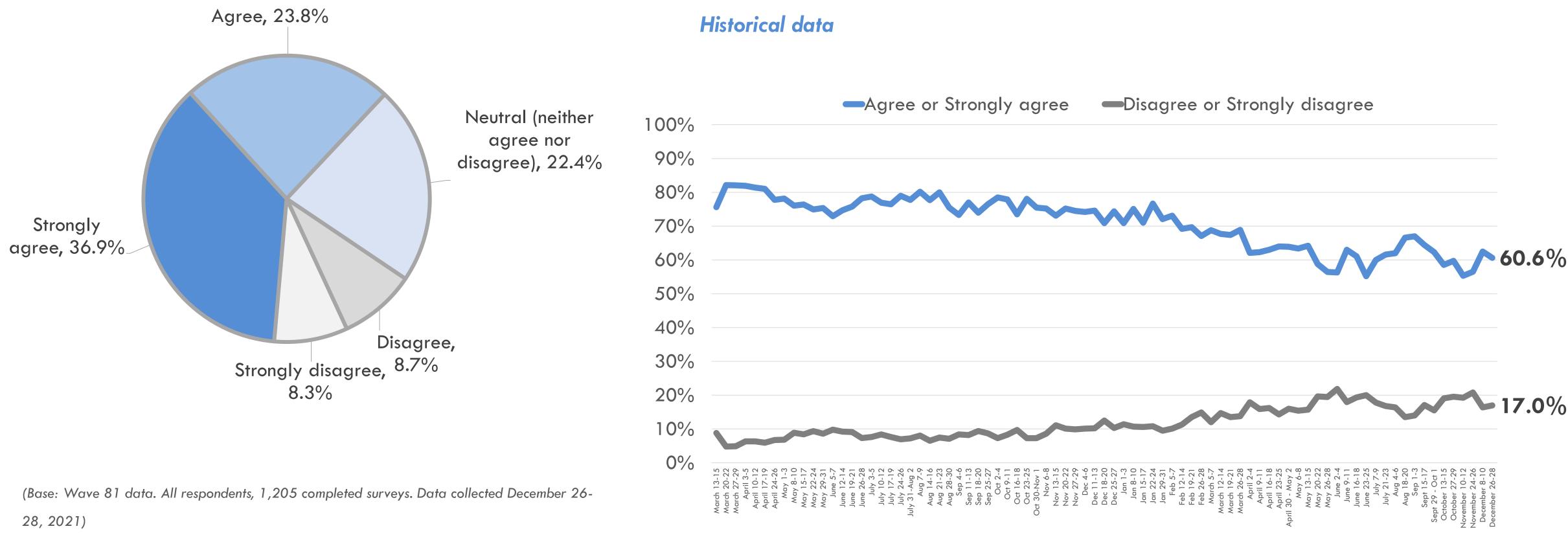




## **AVOIDING INTERNATIONAL TRAVEL**

#### 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.

















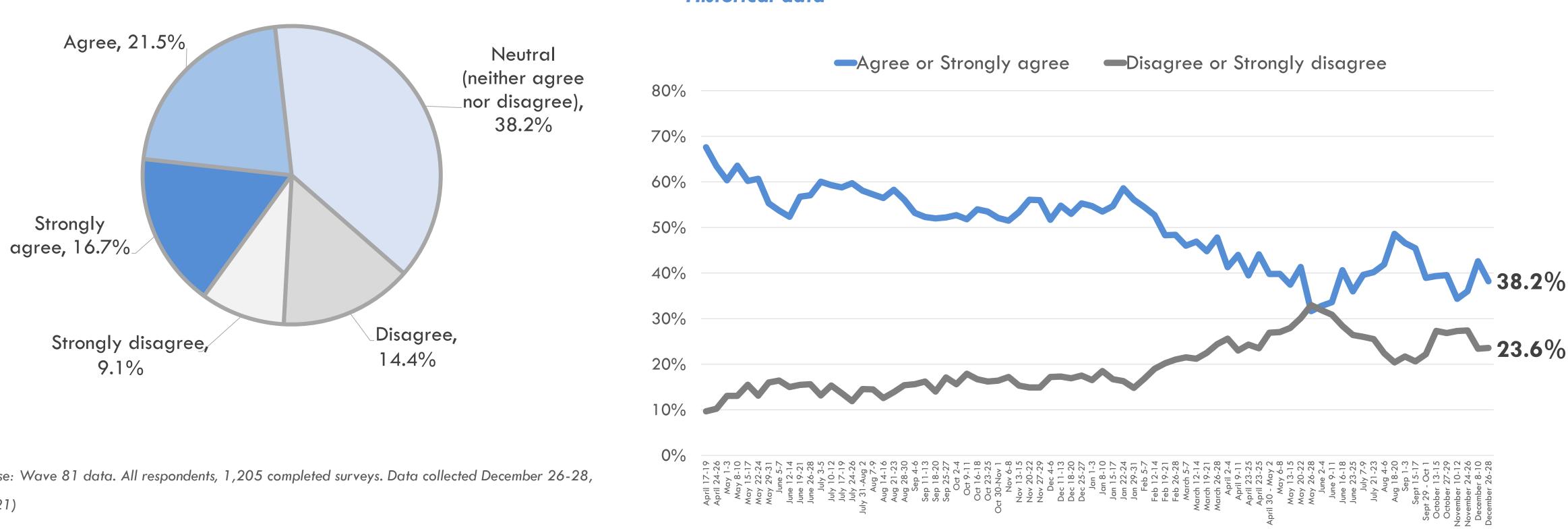
## RESIDENT SENTIMENT



## 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: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)



Historical data











## FEELINGS ABOUT COVID-19 VACCINES & VACCINE REQUIREMENTS

# in the second se



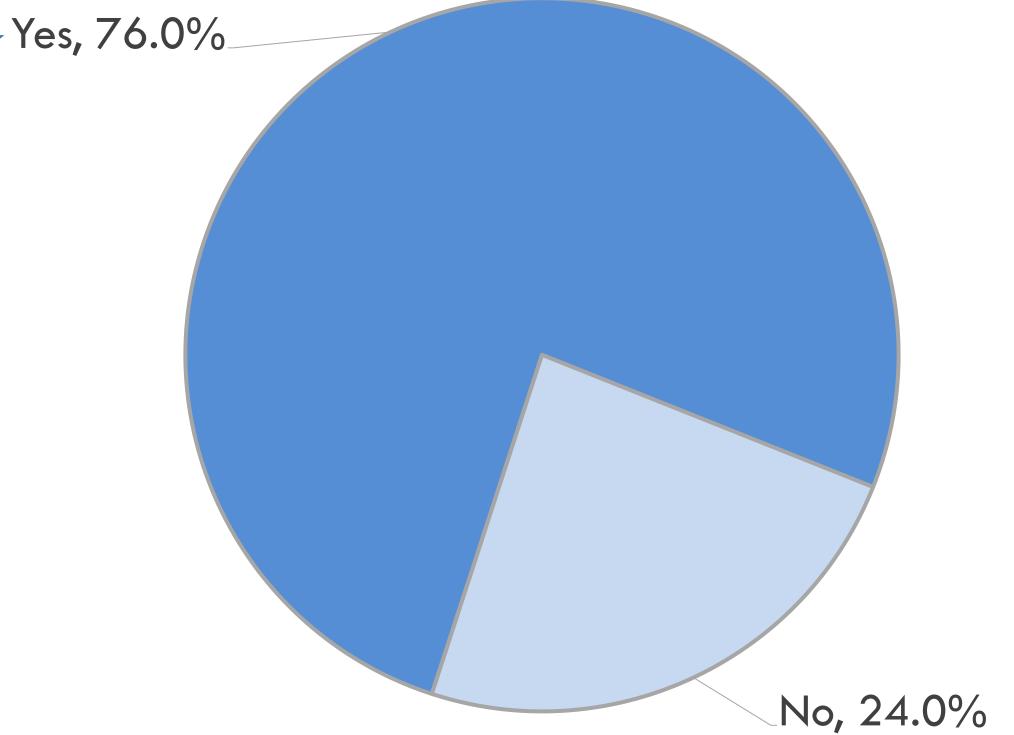
## PERSONALLY RECEIVED A COVID-19 VACCINE

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

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)















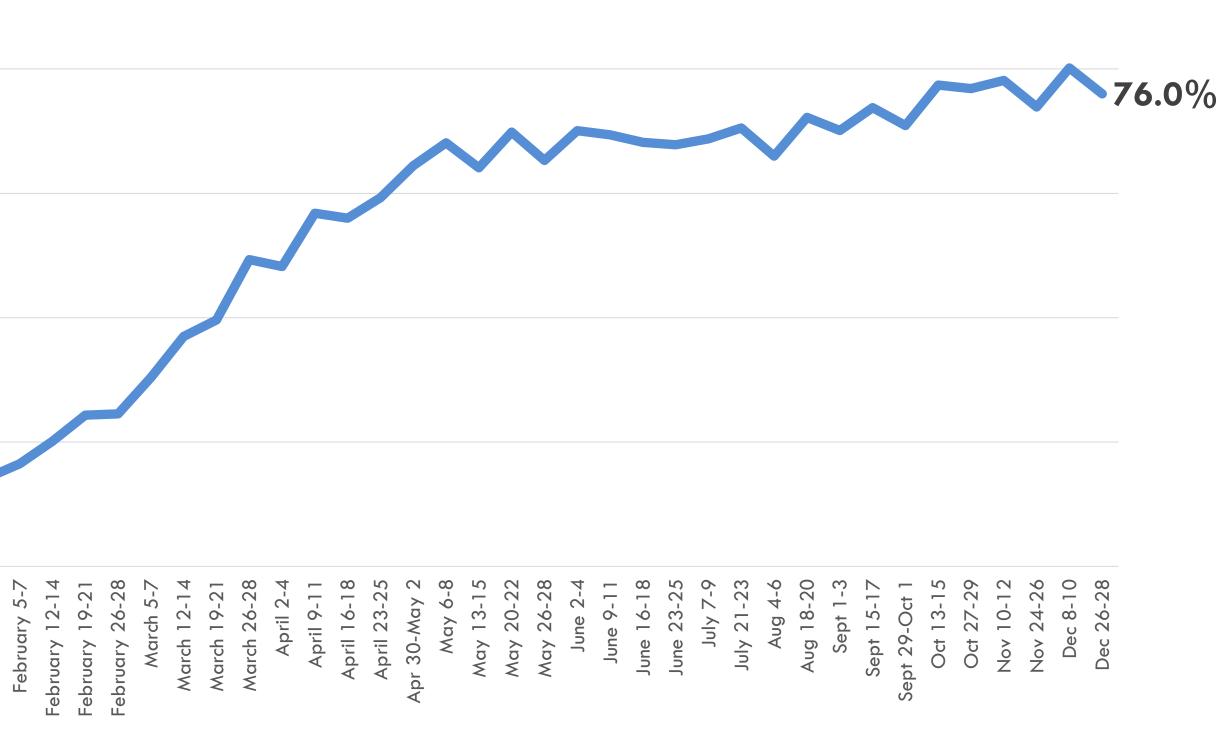


## PERSONALLY RECEIVED A COVID-19 VACCINE (JAN-DEC 2021)

Question: Have you personally received a COVID-19 vaccine?	Historical data	
(Base: Wave 81 data. All respondents, 1,205	100%	
completed surveys. Data collected December 26-28, 2021)	80%	
	60%	
	40%	
	20%	
	0%	January 1-3 January 8-10 January 15-17 January 22-24 January 29-31



#### % Yes











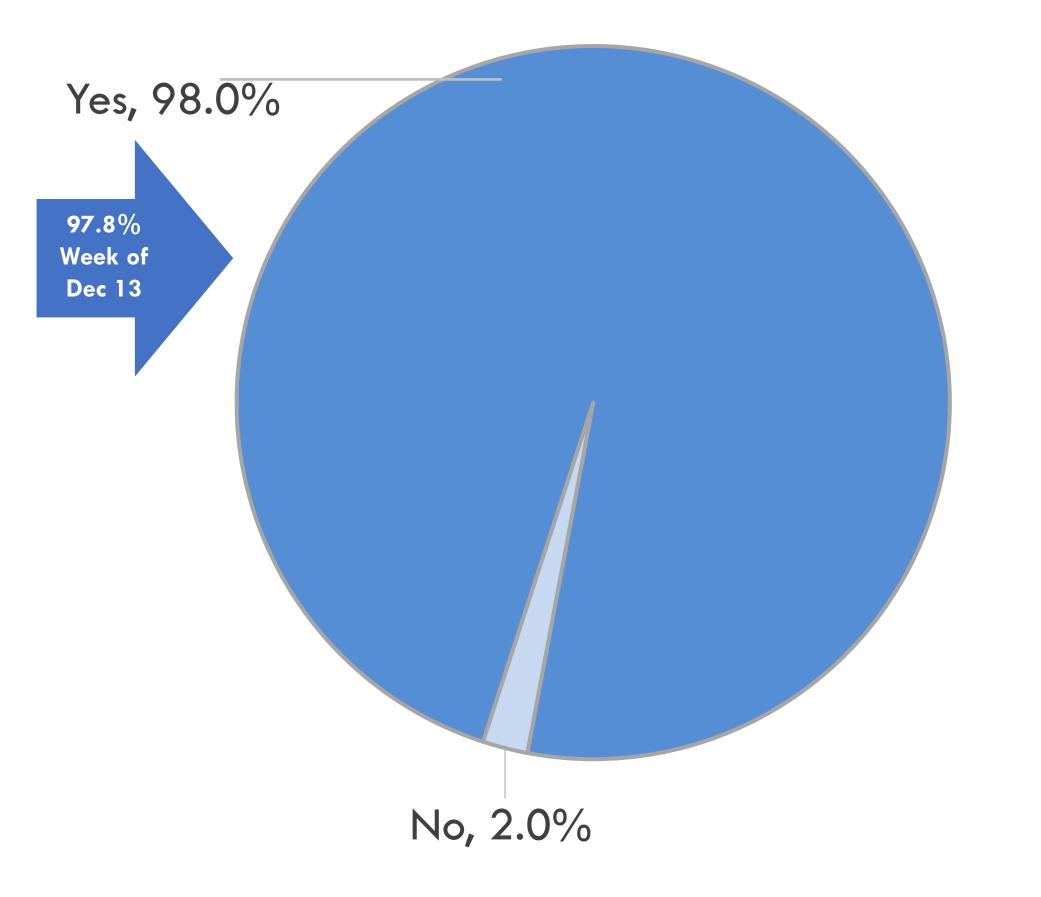




#### FULL VACCINATION STATUS

#### **Question:** Are you fully vaccinated?

(Base: Wave 81 data. All vaccinated respondents, 935 completed surveys. Data collected December 26-28, 2021)











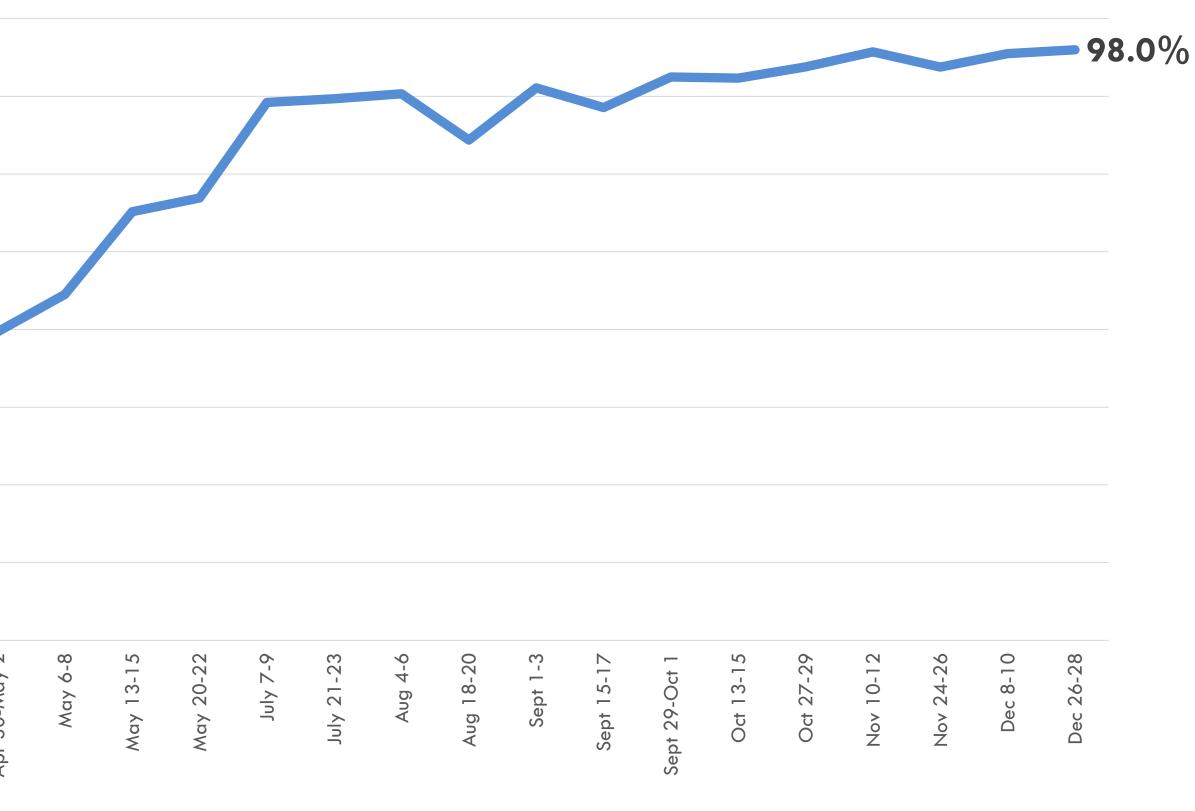


## FULL VACCINATION STATUS (APR-DEC 2021)

Question: Are you fully vaccinated?	Histor	ical dat	a 9
(Base: Wave 81 data. All vaccinated respondents, 935	100%		
completed surveys. Data collected December 26-28,	95%		
2021)	90%		
	85%		
	80%		
	75%		
	70%		
	65%		
	60%	April 16-18 April 23-25	Apr 30-May 2



#### % Yes













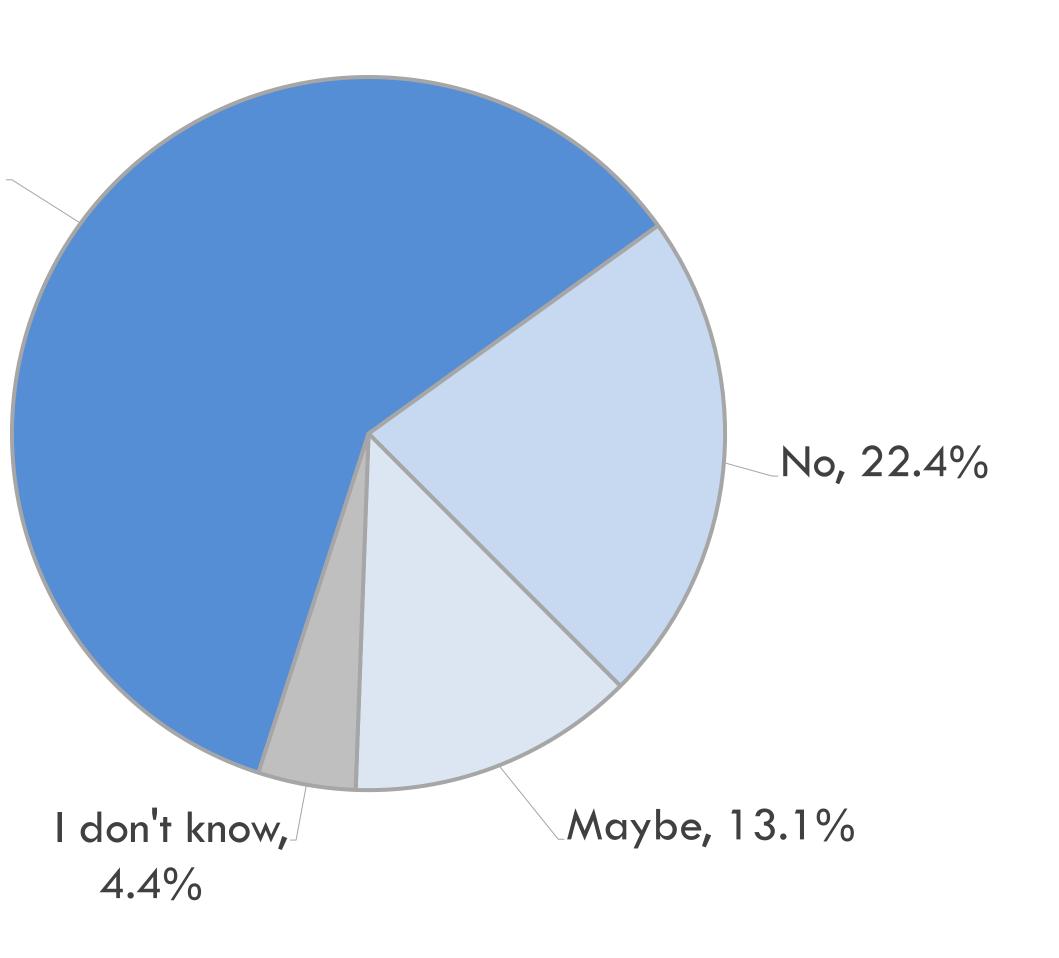
#### **VACCINES FOR CHILDREN**

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

(Base: Wave 81 data. All respondents with school-aged children, 358 completed surveys. Data collected December 26-28, 2021)









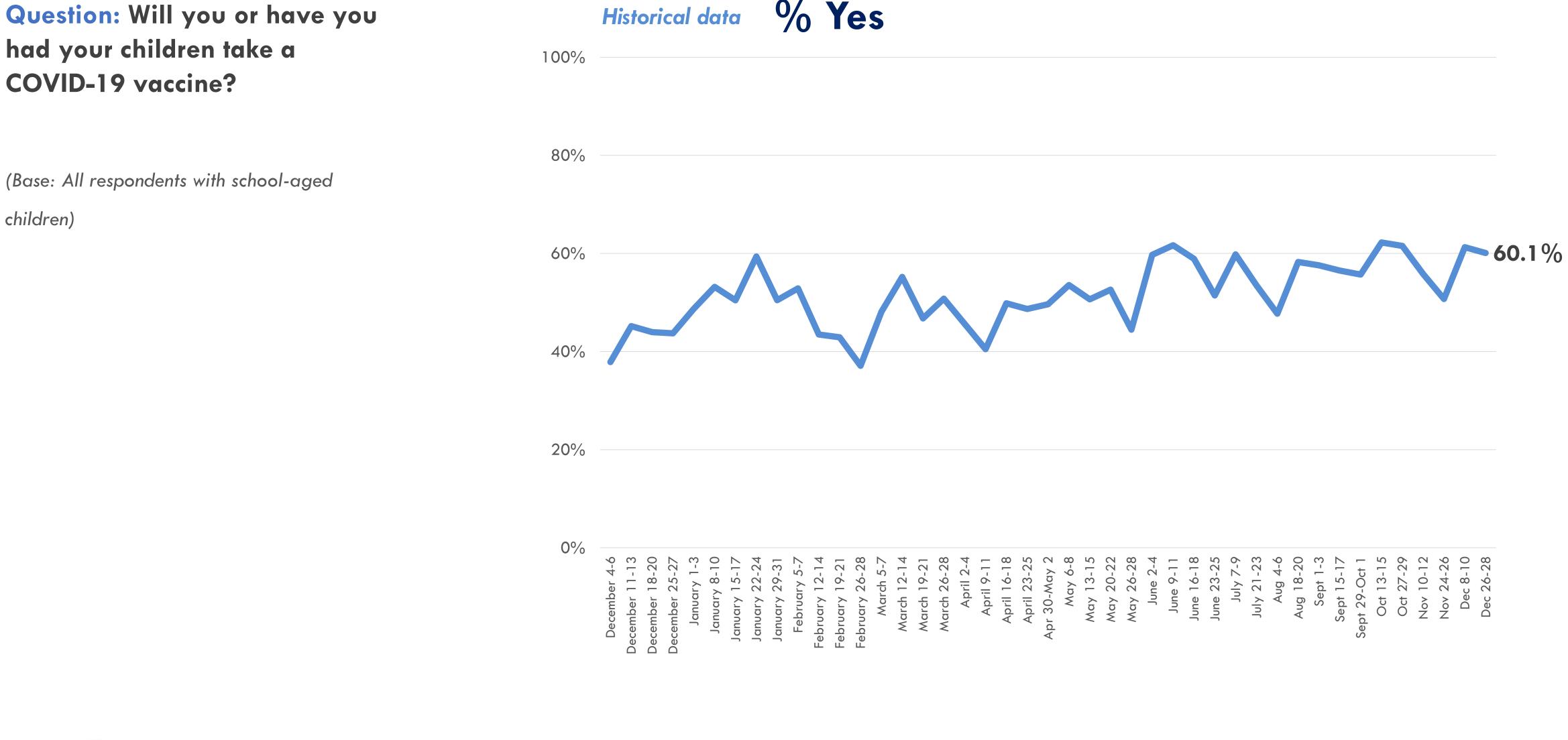








## VACCINES FOR CHILDREN (DEC 2020 – DEC 2021)





#### % Yes











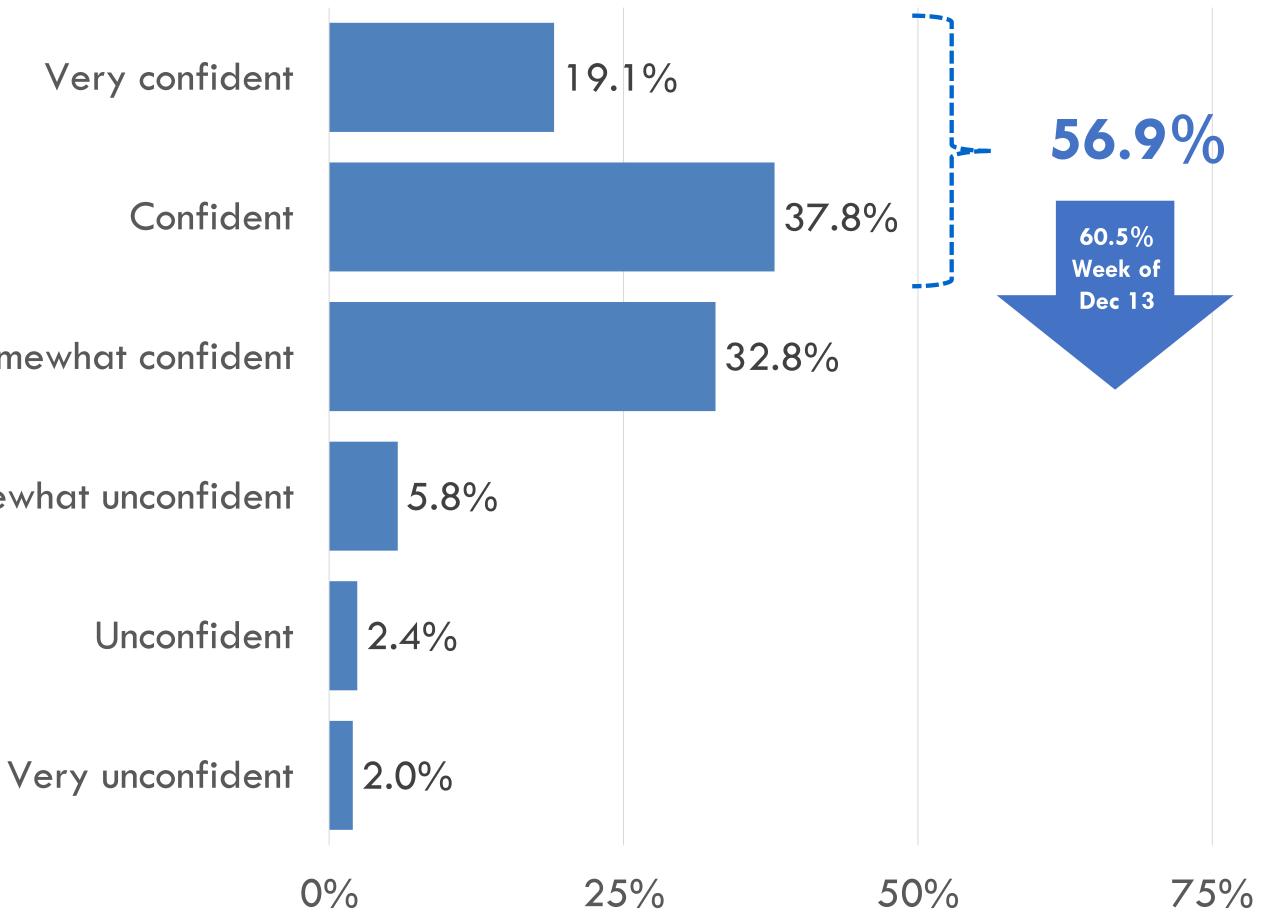


#### **CONFIDENCE IN SAFETY PROVIDED BY THE VACCINE**

**Question:** How confident do you feel in the protection against COVID-19 your vaccination is providing you? (Select one) (Base: Wave 81 data. Respondents who have received the COVID-19 vaccine, 935 completed surveys. Data collected Somewhat confident December 26-28, 2021)

Somewhat unconfident















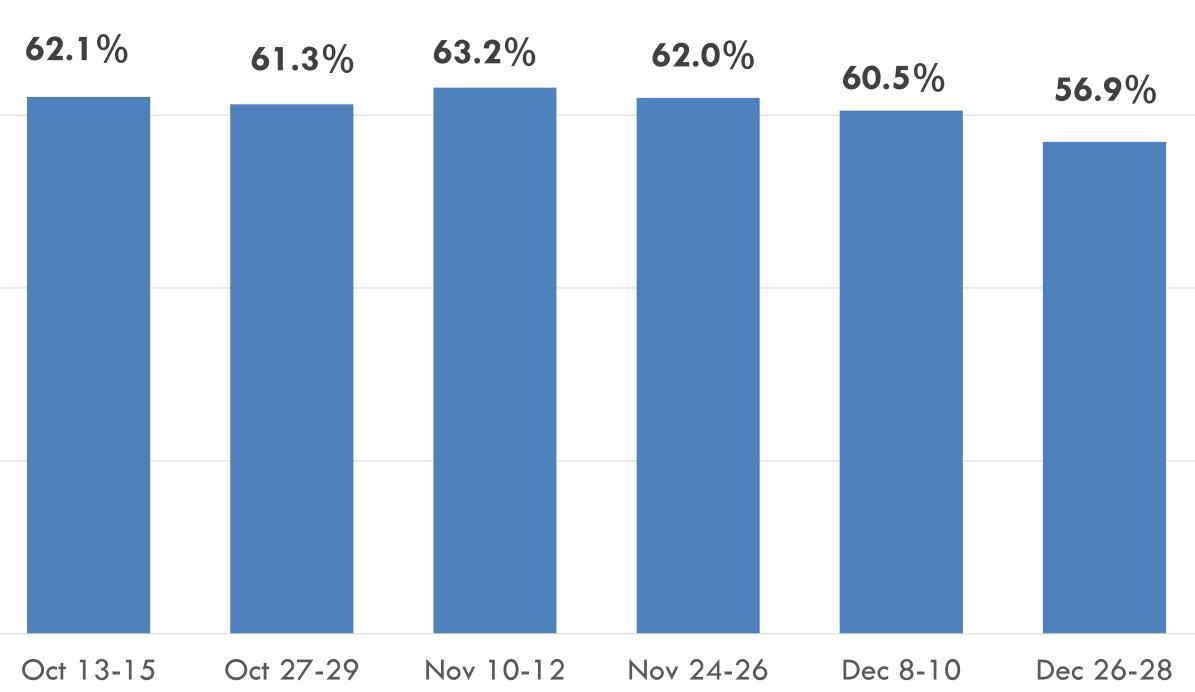
#### **CONFIDENCE IN SAFETY PROVIDED BY THE VACCINE**

Question: How confident do you feel in the protection against COVID-19 your vaccination is providing you? (Select	100% -	
one)	80%	
	60% -	52.3%
	40%	
	20%	
	0%	

Sept 29-Oct 1



#### % Confident or Very Confident



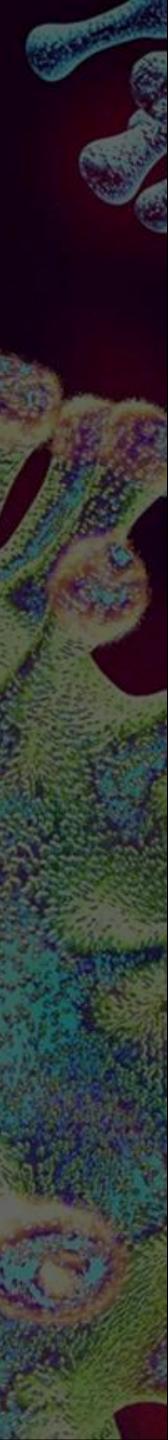








# IMPACT OF THE OMICRON VARIANT



## THE OMICRON VARIANT'S IMPACT ON INTEREST IN TRAVEL

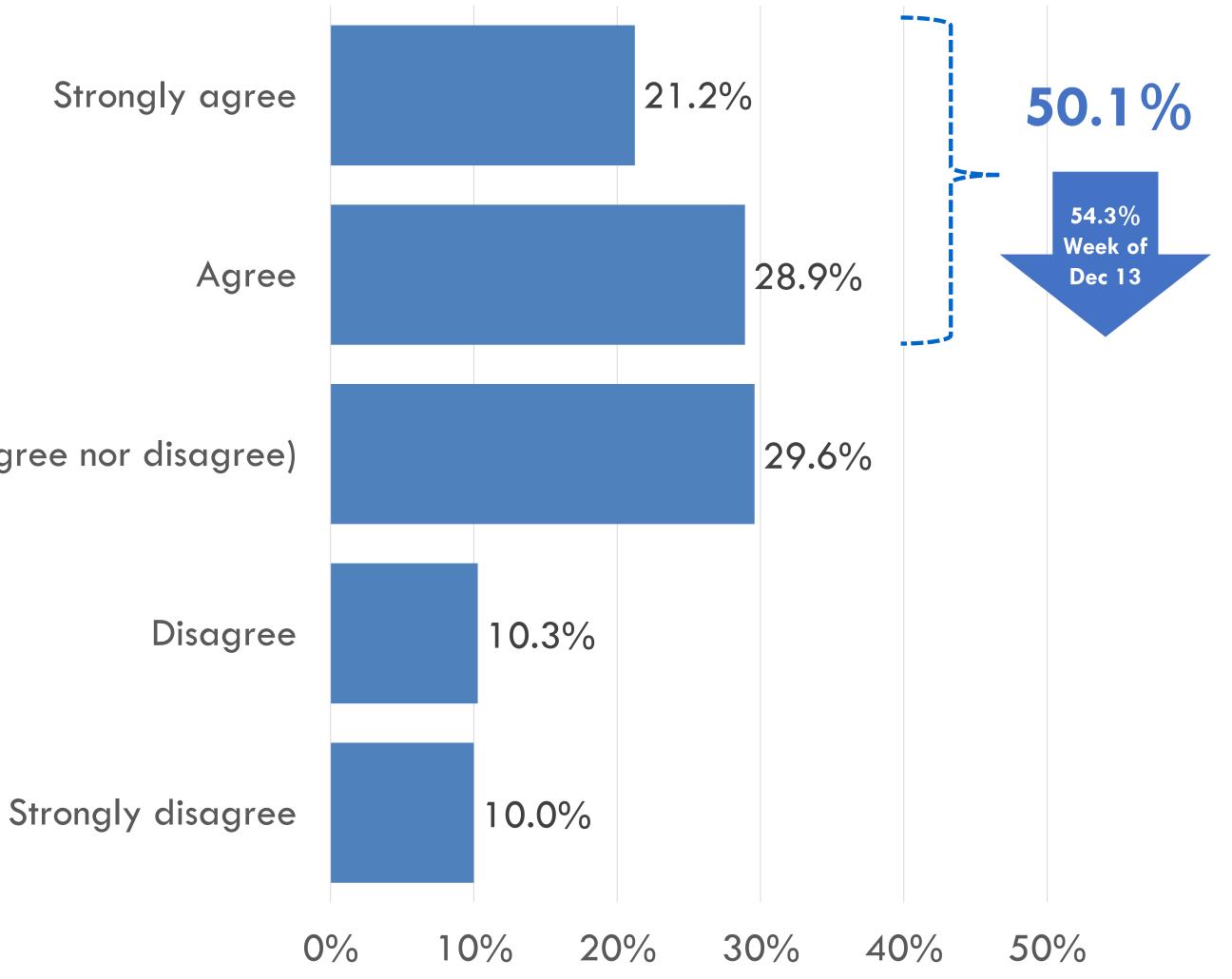
#### How much do you agree with the following statement?

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

Neutral (neither agree nor disagree)

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)















## **IMPACT OF OMICRON ON TRAVEL BEHAVIOR**

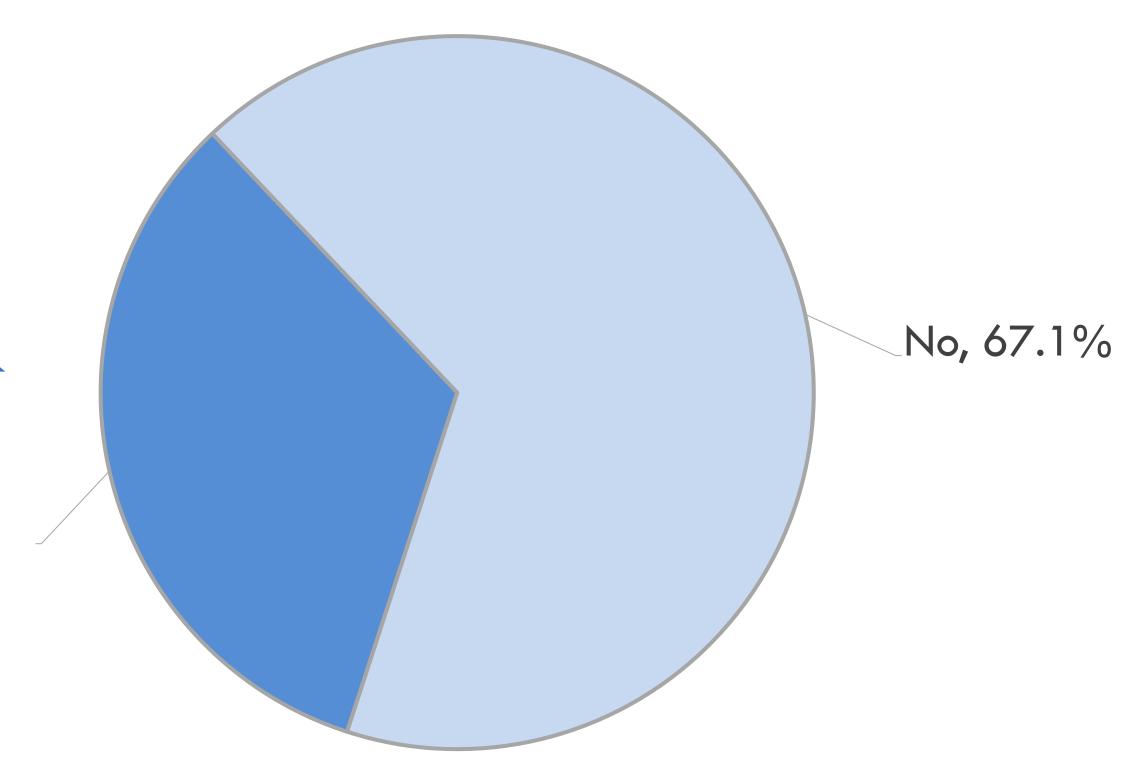
**Question:** At this point, has the newly discovered "Omicron variant" impacted your travels in any way?

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)



Yes, 32.9%















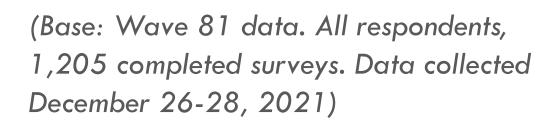
## **OMICRON AND TRAVEL SAFETY BEHAVIOR**

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)

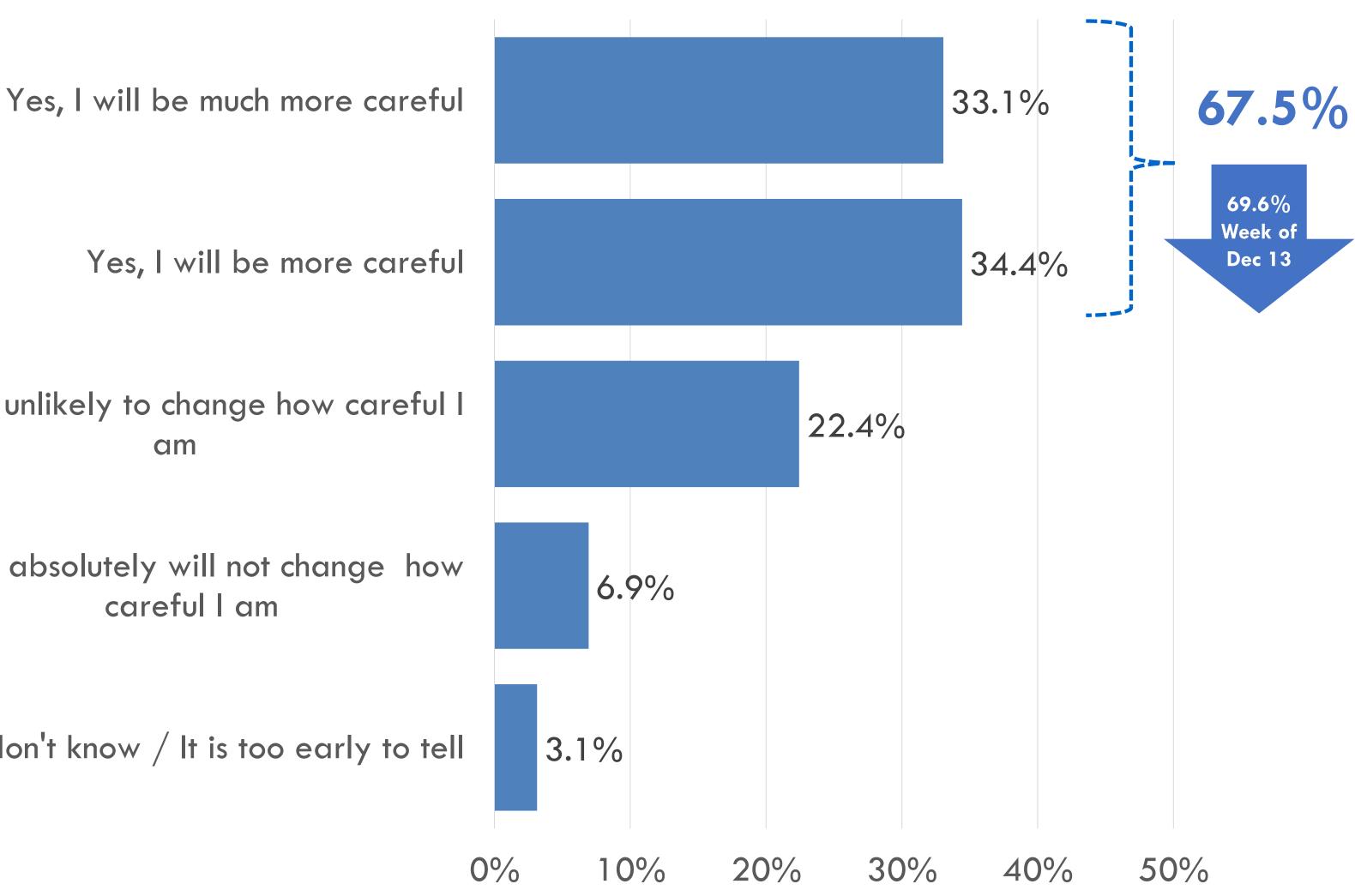
No, it is unlikely to change how careful I am

No, it absolutely will not change how careful I am

I don't know / It is too early to tell















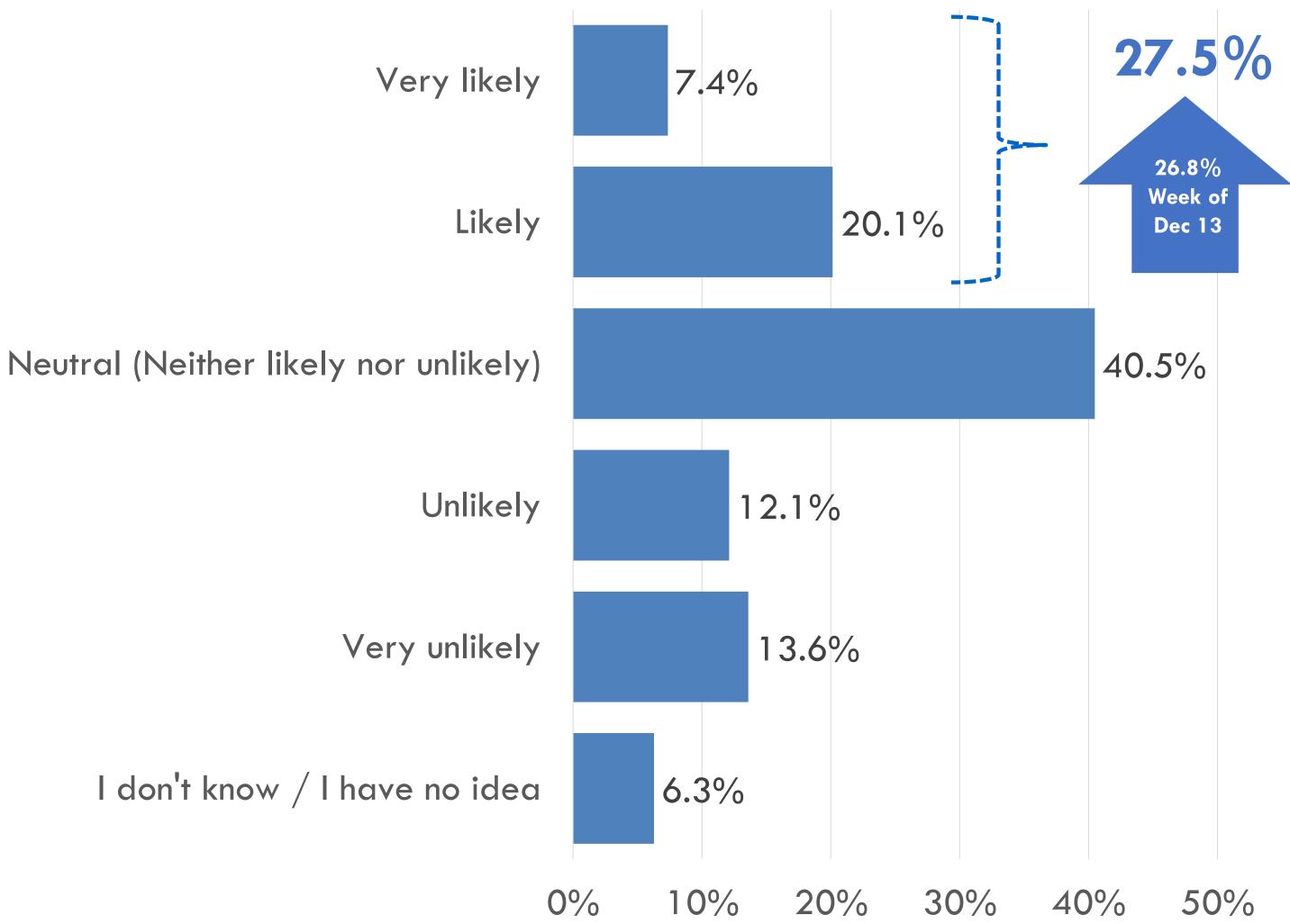


### LIKELIHOOD OMICRON VARIANT WILL IMPACT TRAVEL

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 81 data. All respondents whose travel has not been affected by the variant, 793 completed surveys. Data collected December 26-28, 2021)















### TRIPS POSTPONED DUE TO OMICRON VARIANT

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

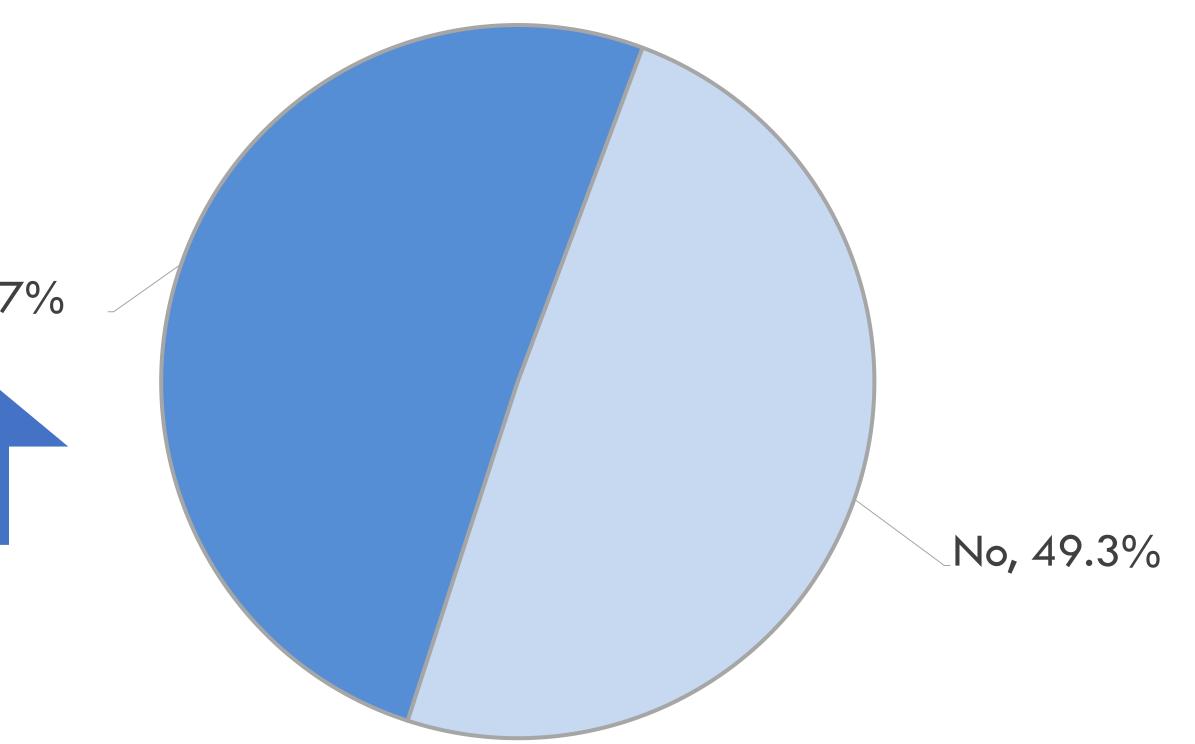
Important note: This question was only asked of respondents who said their travel has been impacted by the Omicron variant (32.9% of respondents)

(Base: Wave 81 data. All respondents whose travel has been impacted by the Omicron variant, 412 completed surveys. Data collected December 26-28, 2021)

Yes, 50.7%

47.3% Week of **Dec** 13













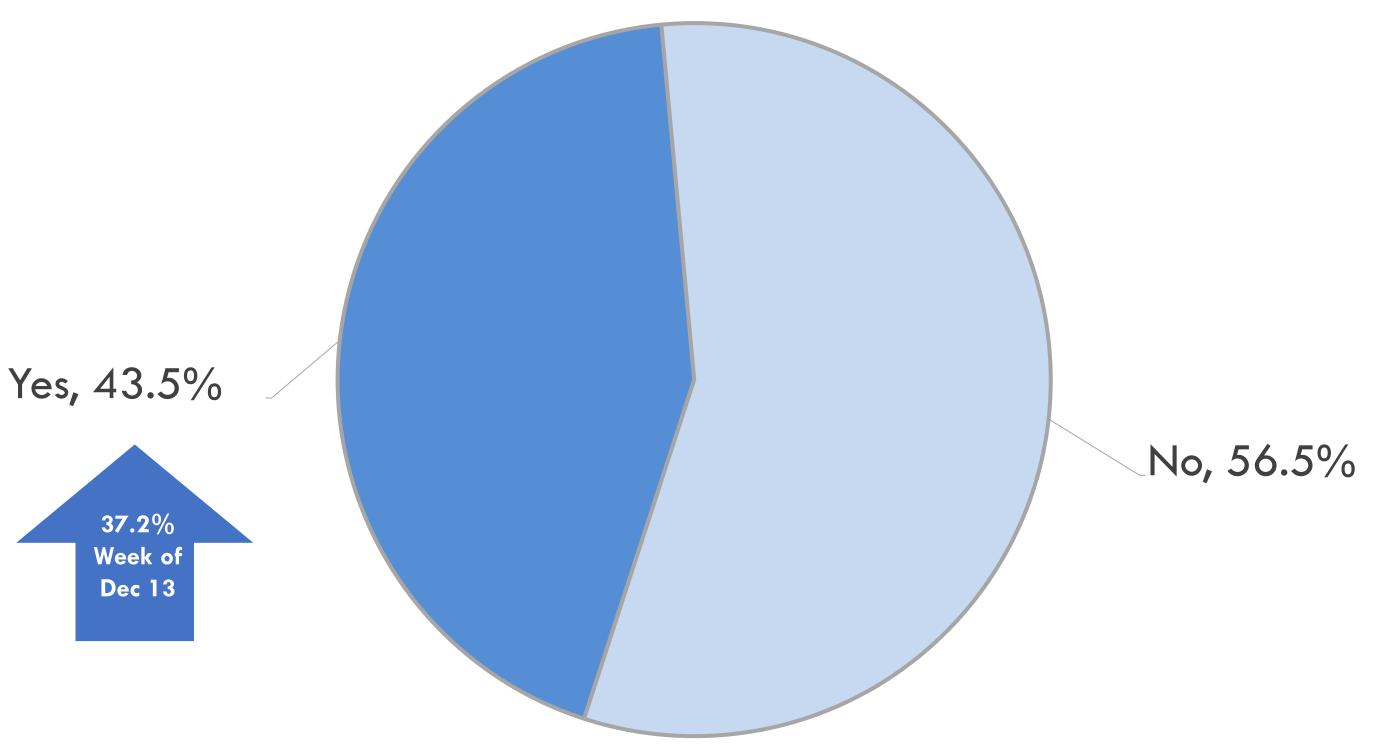


## **TRIPS CANCELLED DUE TO OMICRON**

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 (32.9% of respondents)

(Base: Wave 81 data. All respondents whose travel has been impacted by the Omicron variant, 412 completed surveys. Data collected December 26-28, 2021)















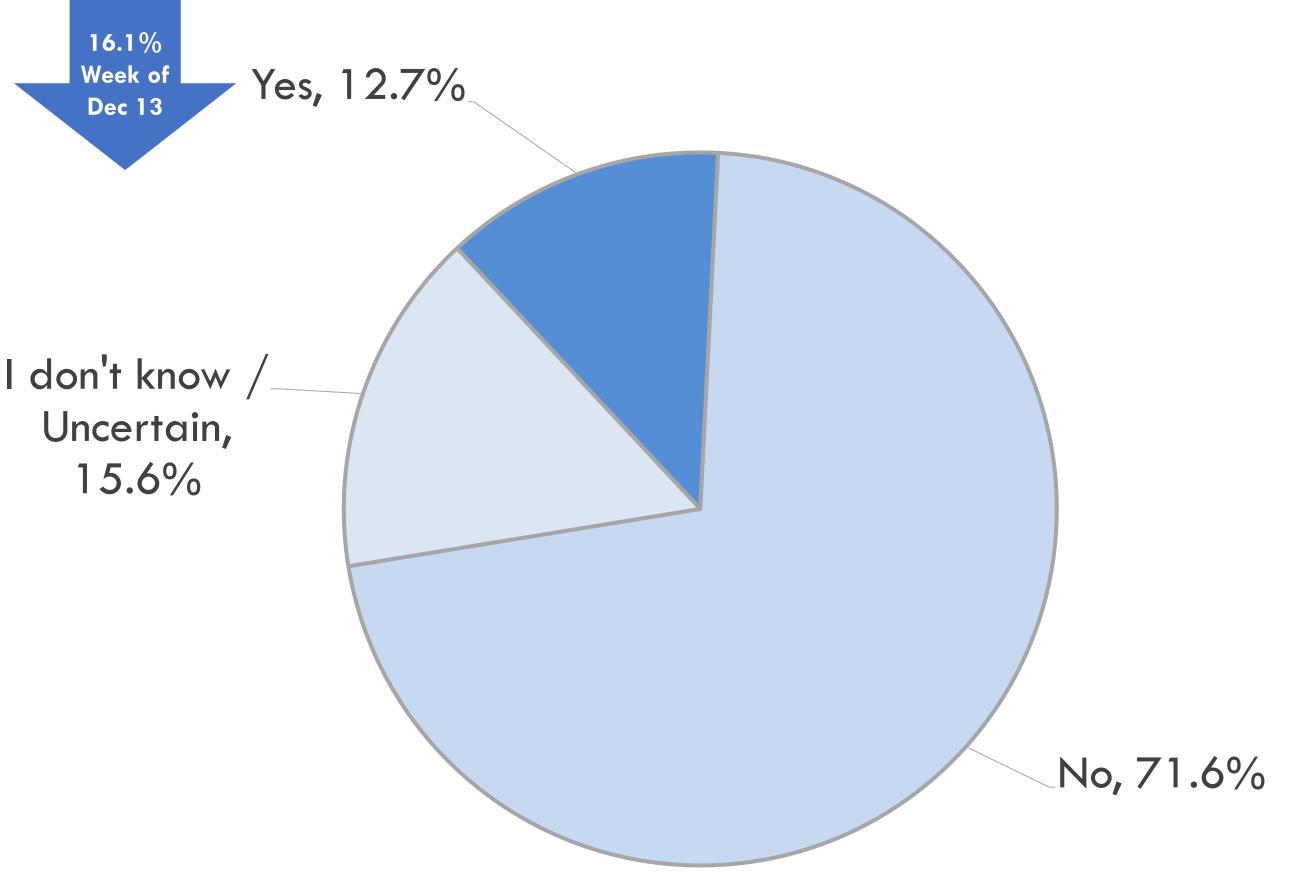
## THE OMICRON VARIANT AND VACCINATION PLANS

**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 81 data. All respondents who have not been vaccinated, 270 completed surveys. Data collected December 26-28, 2021)















## TRAVEL IN THE NEXT 12 MONTHS



#### HOTTEST / MOST POPULAR PLACES TO VISIT IN THE NEXT 12 MONTHS (UNAIDED)

**Question:** Which domestic destinations do you think will be the "hottest" or "most popular" places to visit in the NEXT **TWELVE (12) MONTHS? (Write in** up to three)

(Please only include destinations in the United States)

(Base: Wave 81 data. All respondents, 1,116 completed surveys. Data collected December 26-28, 2021)



















#### **UNPOPULAR / PLACES PEOPLE WILL AVOID IN THE NEXT 12 MONTHS** (UNAIDED)

MONTANA

OKLAHOMA

VIRCINIA

LAS VIG

**Question:** Which domestic destinations do you think will be "unpopular" or "places people will avoid" places to visit in the **NEXT TWELVE (12) MONTHS?** (Write in up to three)

(Please only include destinations in the United States)

(Base: Wave 81 data. All respondents, 1,059 completed surveys. Data collected December 26-28, 2021)















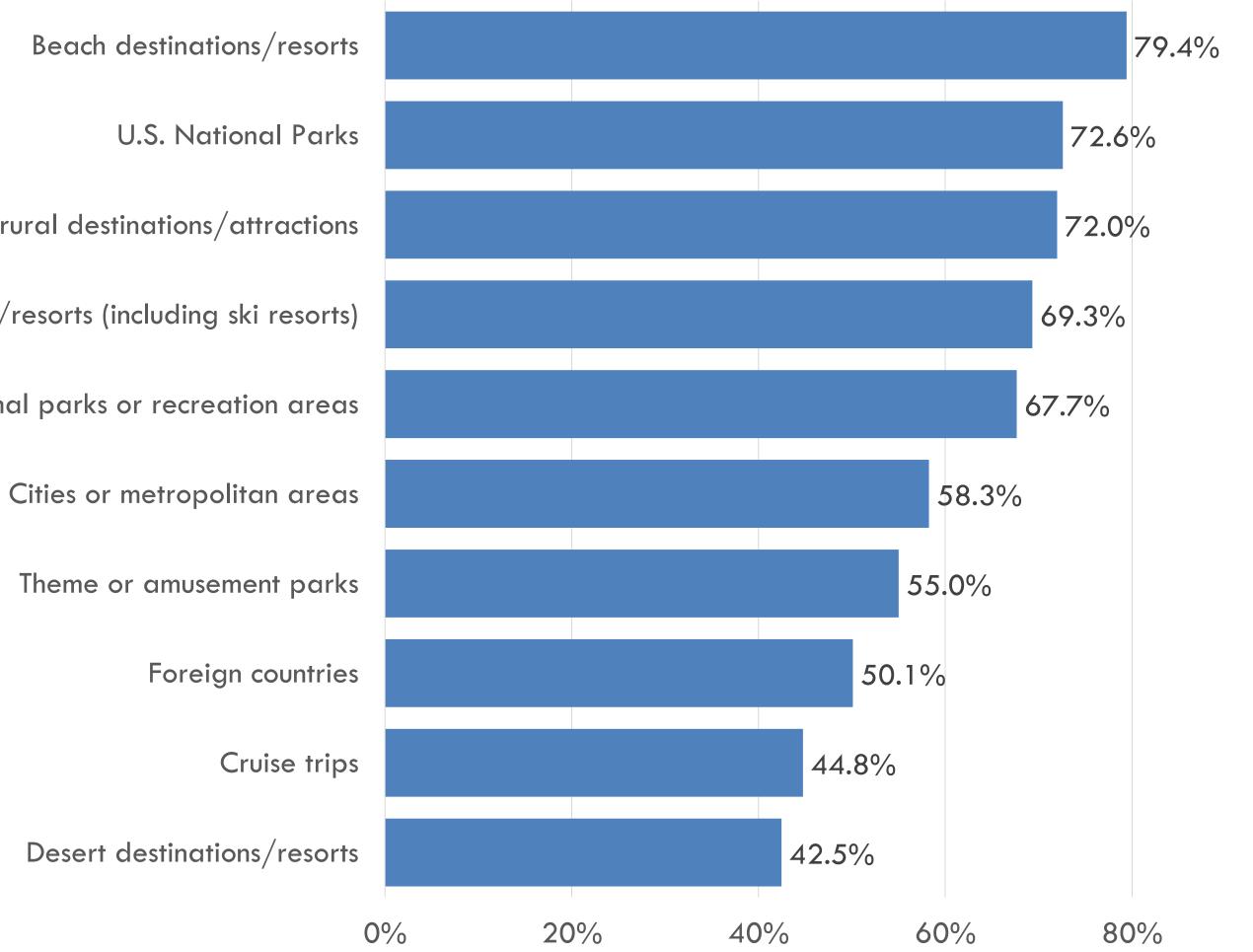


### FEELINGS ABOUT TYPES OF TRAVEL

Question: In general, how do you	
feel about leisure trips to the	
following types of travel	Beach de
destinations?	U.
	Small towns, villages or rural destine
(Thinking back prior to the current	Mountain destinations/resorts (inc
Coronavirus situation)	State, county or regional parks or
(Base: Wave 81 data. All respondents,	Cities or m
1,205 completed surveys. Data collected	
December 26-28, 2021)	Theme or



#### % Like it or Love it





### INTEREST IN WORKCATIONS

Question: A "Workcation" is a term used to describe travel where people visit a vacation destination while still working remotely.

How interested would you be in taking a "workcation" at any point in 2022?

(Base: Wave 81 data. All employed respondents, 901 completed surveys. Data collected December 26-28, 2021) Very interested

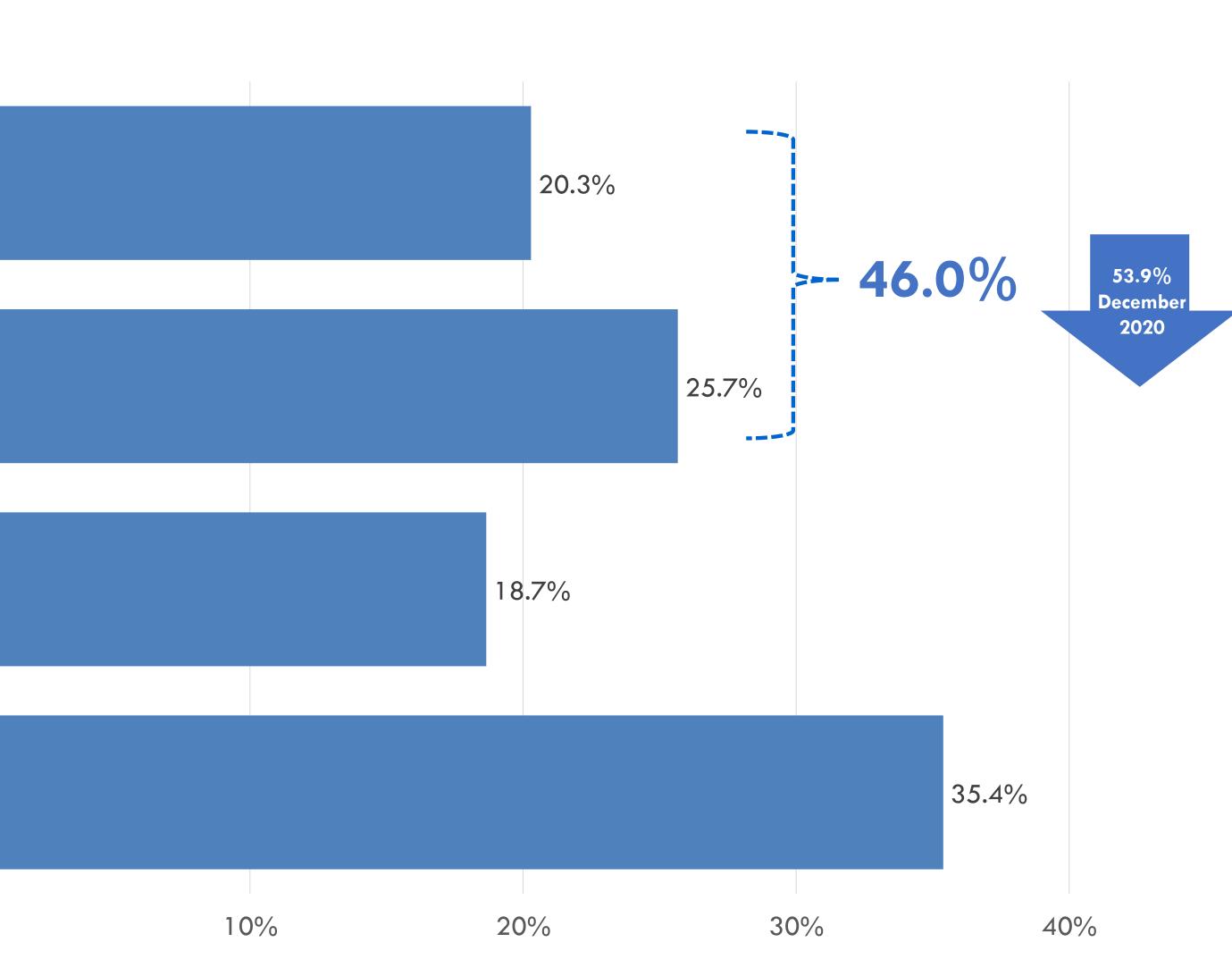
Interested

Slightly interested

Not at all interested

0%





## INTEREST IN WORKCATIONS, 2022 VS. 2021

Question: A "Workcation" is a term used to describe travel where people visit a vacation destination while still working remotely.

How interested would you be in taking a "workcation" at any point in 2022? Very interested

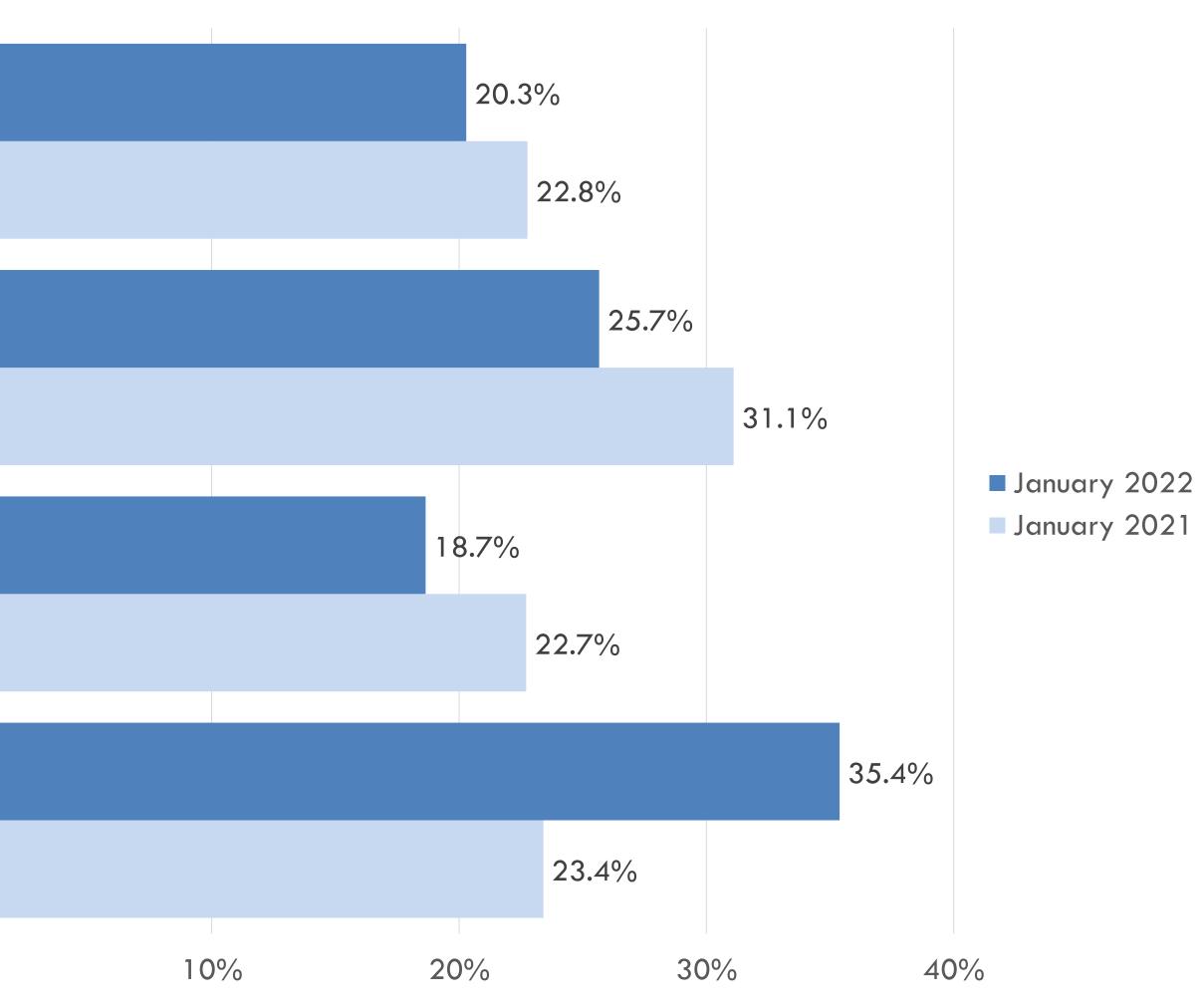
Interested

Slightly interested

Not at all interested

0%



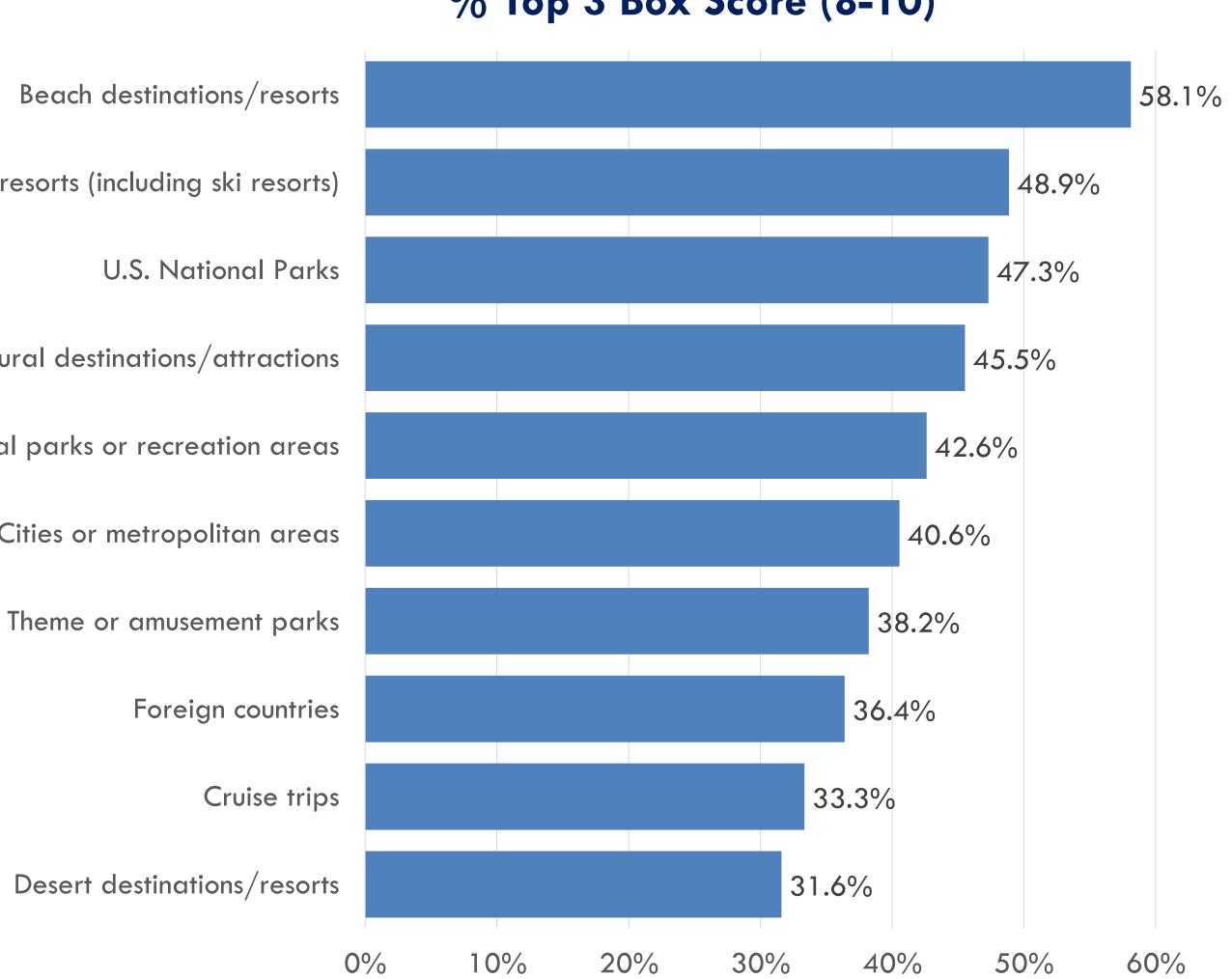


## EXCITEMENT ABOUT DESTINATION TYPES, 2022

<b>Question: Thinking carefully about</b>	
THIS UPCOMING YEAR (2022).	
Use the 10-point scale where 10 =	Mountain destinations/re
"Extremely excited" and 1 = "Not at	
all excited" to state how generally	Small towns, villages or rur
excited you are to visit each in the	State, county or regional
upcoming year.	Ci

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)





% Top 3 Box Score (8-10)











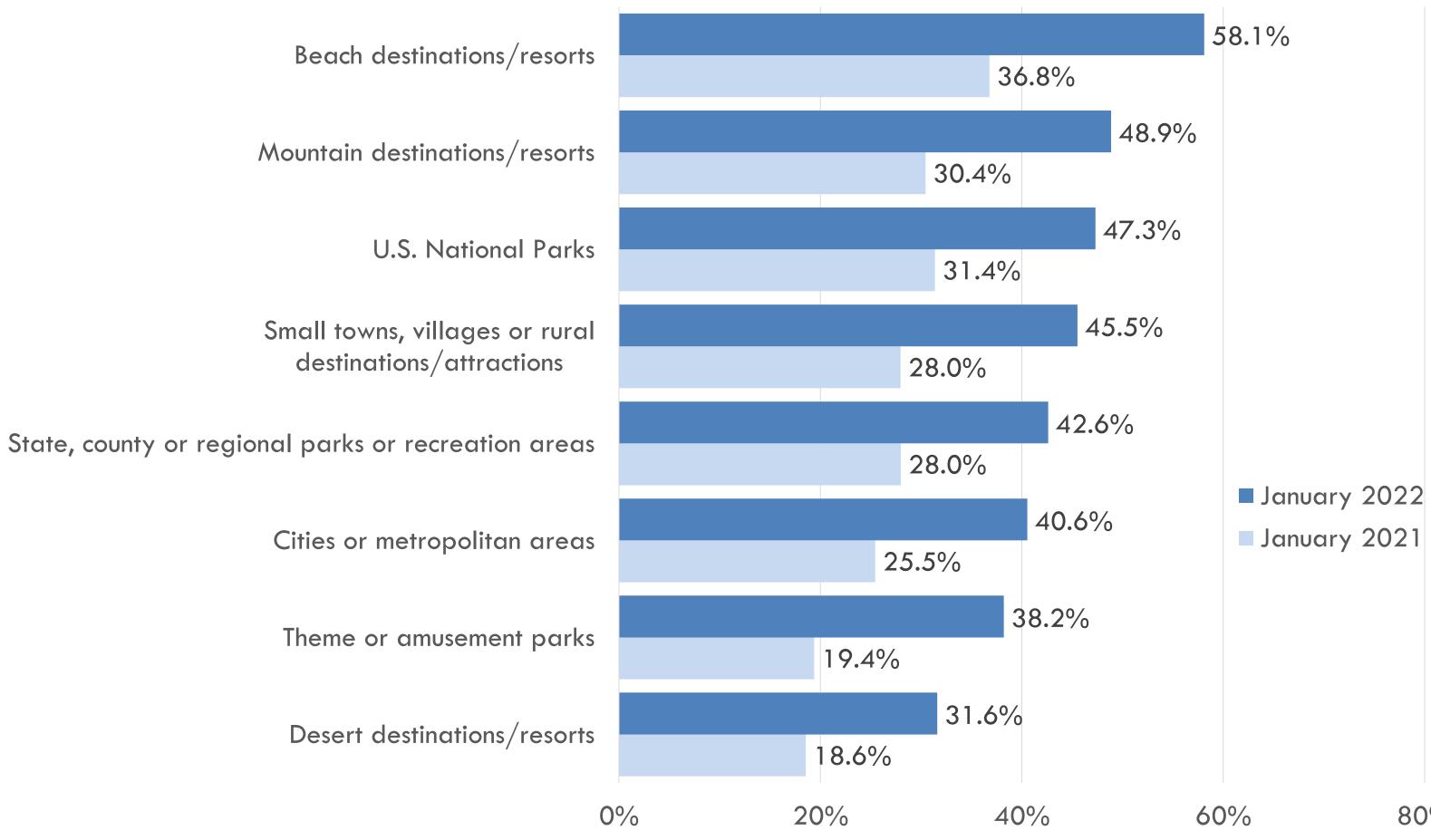


## EXCITEMENT ABOUT DESTINATION TYPES, 2022 VS. 2021

<b>Question: Thinking carefully about</b>	
THIS UPCOMING YEAR (2022).	
	Bec
Use the 10-point scale where 10 =	
"Extremely excited" and 1 = "Not at	Mounto
all excited" to state how generally	
excited you are to visit each in the	Small
upcoming year.	des
	State, county or regional pa



#### % Top 3 Box Score (8-10)













## **INTEREST IN TRIP EXPERIENCES, 2022**

Question: How interested are you in taking LEISURE TRIPS which would include the following in the NEXT **TWELVE (12) MONTHS?** 

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

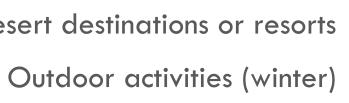
Enjoying scenic beauty Outdoor activities (warm weather) Take Road Trips Visit U.S. National Parks Cuisine and food experiences Visit State, local or regional parks Visiting historical attractions Theme or amusement parks Big city experiences Arts & culture Visits to foreign countries

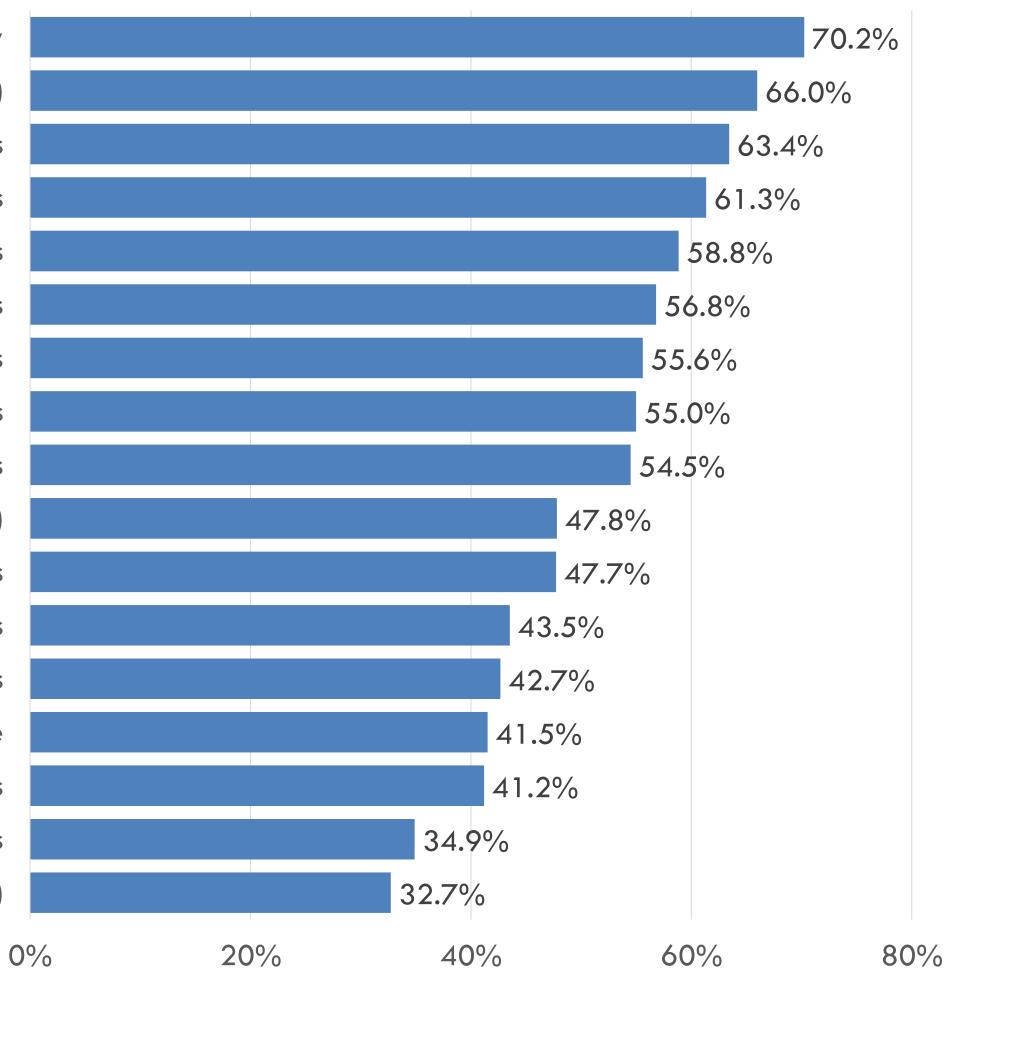
Visits to beach destinations or resorts Attend Festivals and Special Events Visits to desert destinations or resorts

Small towns, villages, rural destinations/attractions Visits to mountain destinations/resorts (including ski resorts)



#### % Interested or Extremely Interested





## INTEREST IN TRIP EXPERIENCES, 2022 VS. 2021

**Question:** How interested are you in taking LEISURE TRIPS which would include the following in the NEXT TWELVE (12) **MONTHS**?

Enjoying scenic beauty

Outdoor activities (warm weather)

Visits to beach destinations or resorts

Visit U.S. National Parks

Cuisine and food experiences

Small towns, villages, rural destinations/attractions

Visit State, local or regional parks

Visiting historical attractions

Visits to mountain destinations/resorts (including ski resorts)

Attend Festivals and Special Events

Theme or amusement parks

Big city experiences

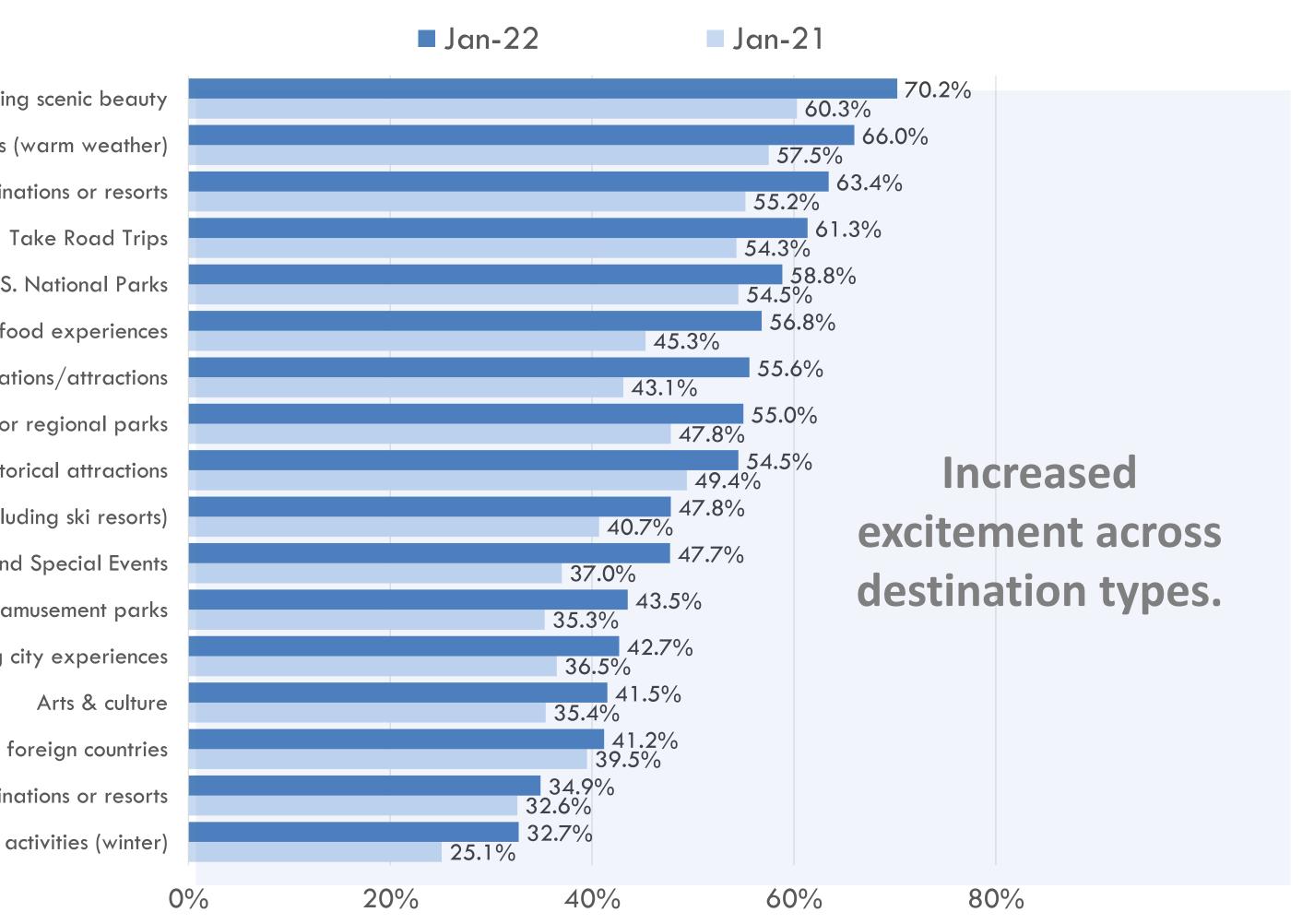
Visits to foreign countries

Visits to desert destinations or resorts

Outdoor activities (winter)



#### % Interested or Extremely Interested



## TRAVEL EXPERIENCE PRIORITIES

**Question:** Thinking about your travel during the NEXT TWELVE (12) MONTHS, what travel experiences will you prioritize? However you personally define each, use the scale provided to indicate how you will prioritize them

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

Spending time with loved ones

Enjoying nature

New places I haven't visited before

Getting away from crowds

Excitement and energy

Bucket list travel

Budget travel

Visiting theme parks

Visiting large cities

Visiting cultural institutions

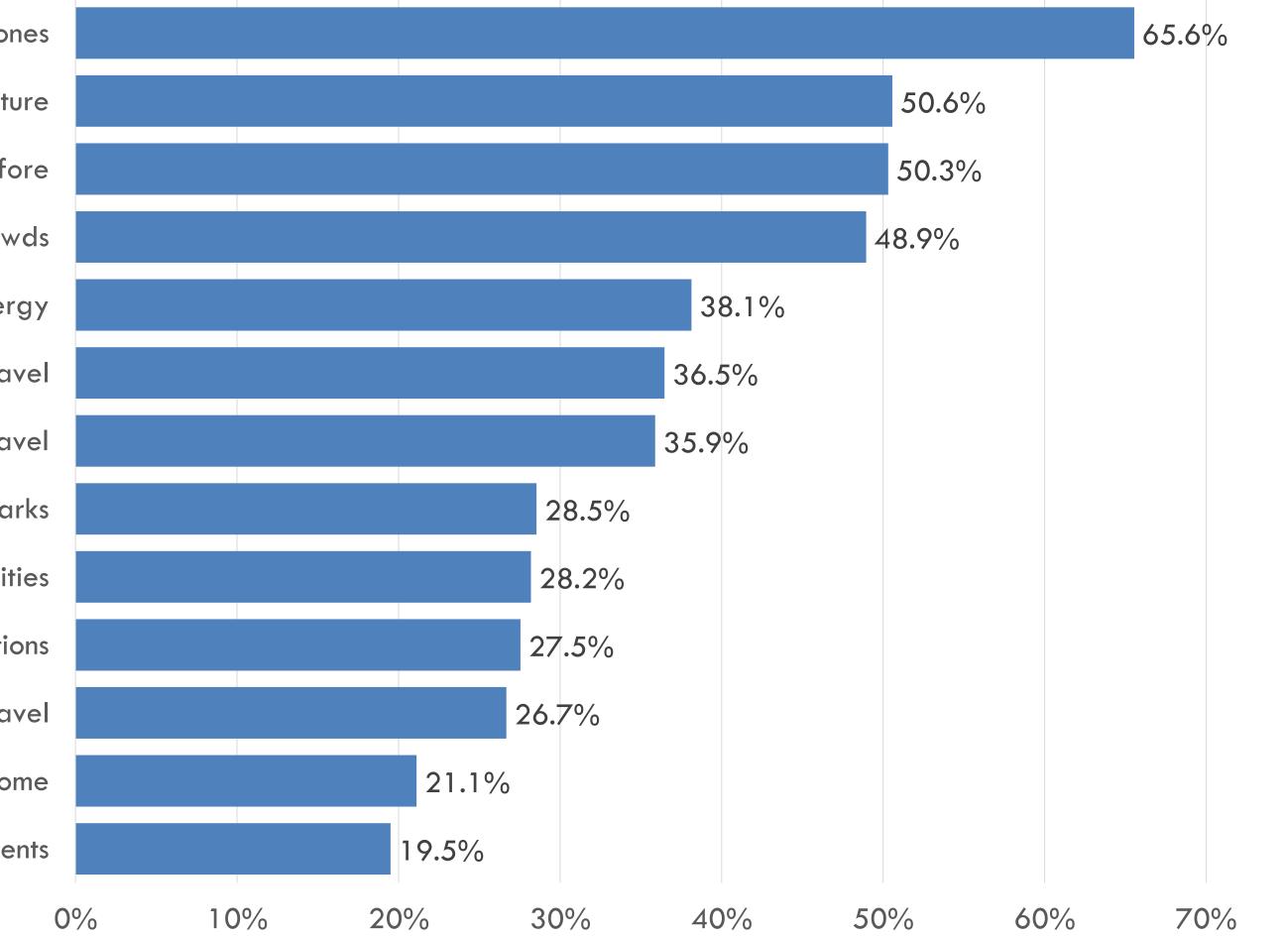
Luxury travel

Staying close to home

Attend sporting events



#### % Top 2 Box Score—Essential or High Priority













## **TRAVEL EXPERIENCE PRIORITIES**

**Question:** Thinking about your travel during the NEXT TWELVE (12) MONTHS, what travel experiences will you prioritize?

However you personally define each, use the scale provided to indicate how you will prioritize them Spending time with loved ones

New places I haven't visited before

Getting away from crowds

Excitement and energy

Bucket list travel

Visiting theme parks

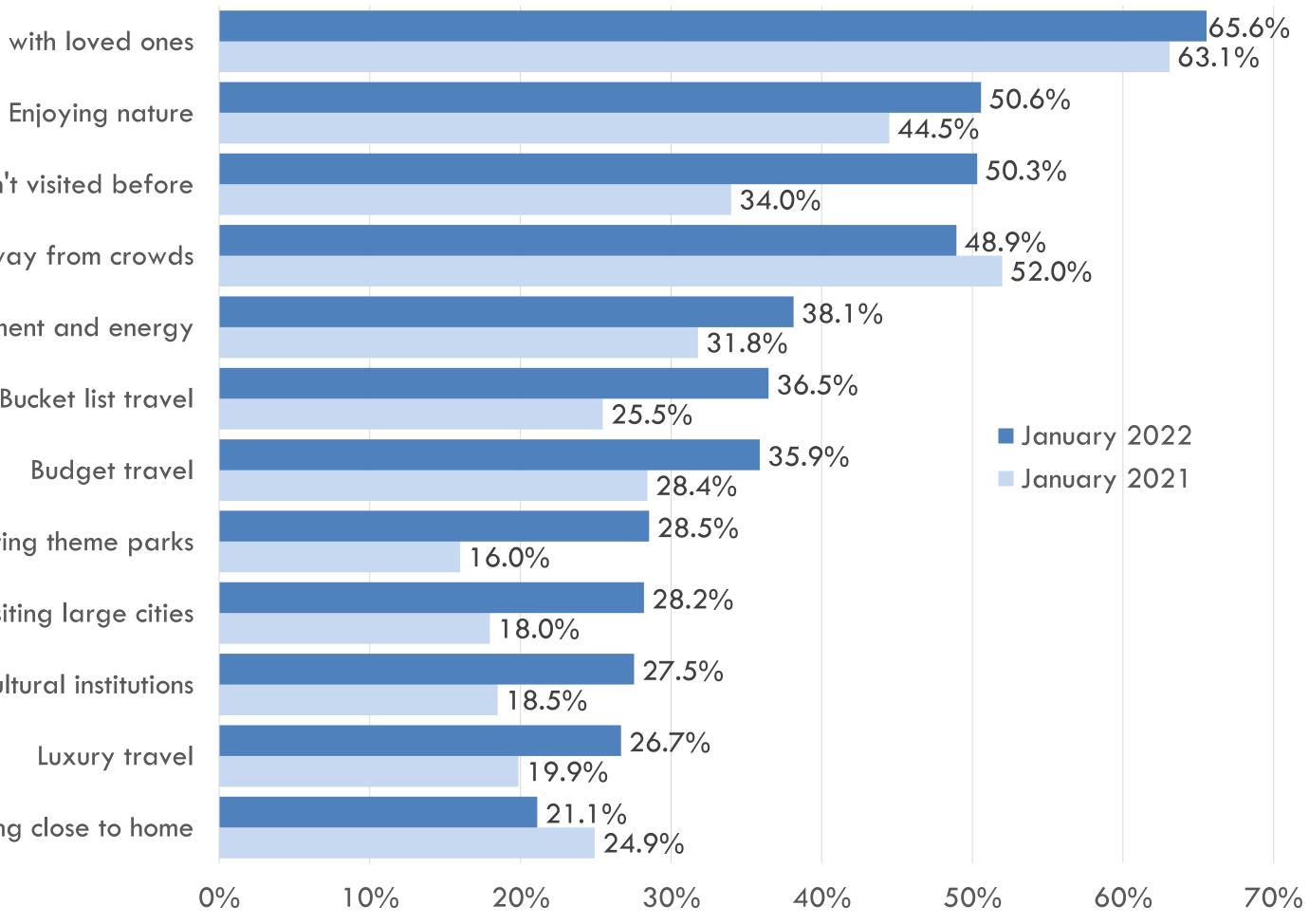
Visiting large cities

Visiting cultural institutions

Staying close to home



#### % Top 2 Box Score—Essential or High Priority



Note: Sporting events was not included in the 2021 question.











### MORE TRAVEL EXPERIENCE PRIORITIES

**Question:** Continuing this line of thought: Thinking about your travel in the NEXT TWELVE (12) MONTHS, what travel experiences will you prioritize?

However you personally define each, use the scale provided to indicate how you will prioritize them.

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

Having fun

Relaxation

Finding happiness

Escaping stress

Escaping boredom

Food/culinary experiences

Adventure

Cultural experiences

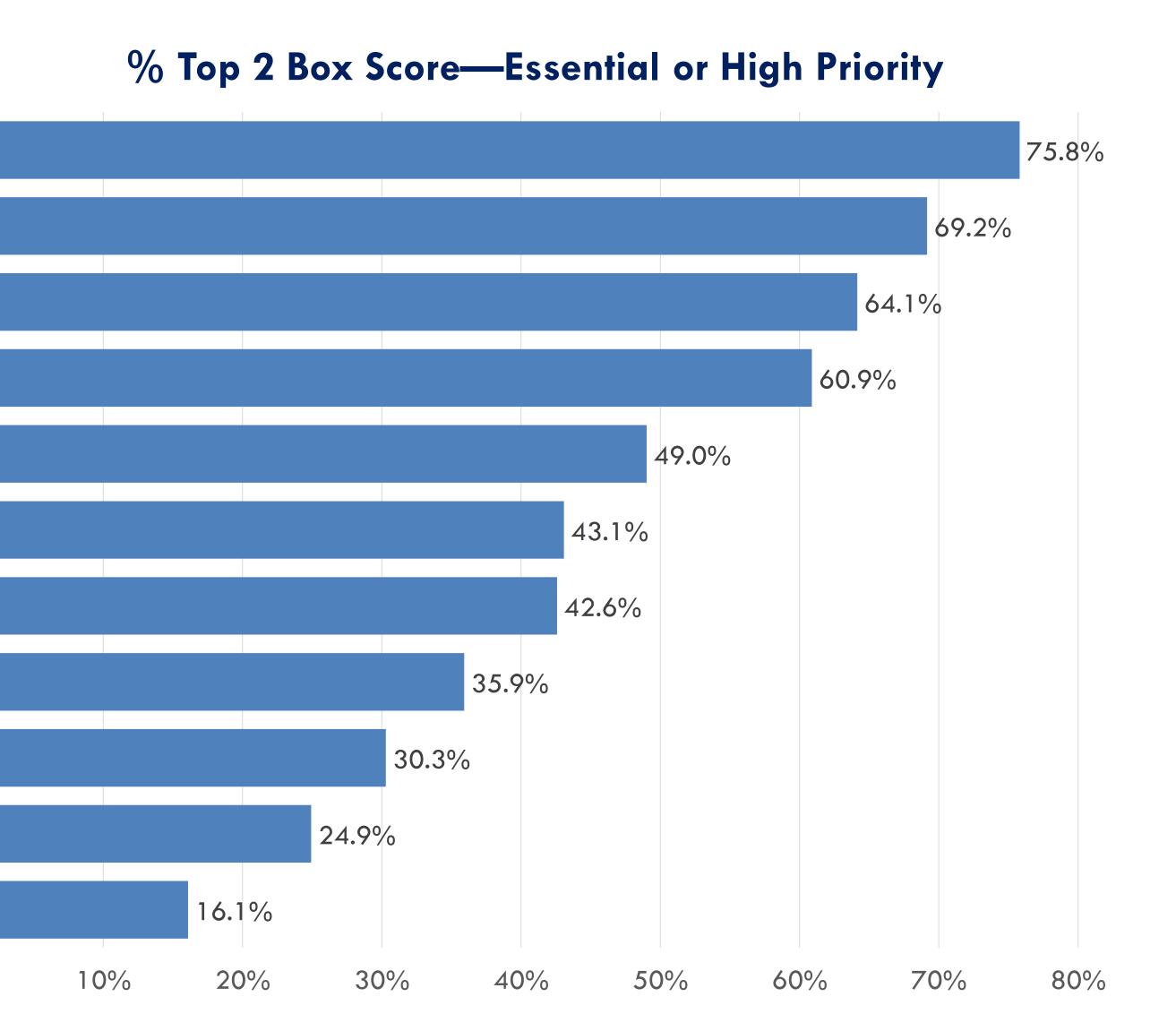
Learning/education

Meeting new people

Bragging rights



0%













### **MORE TRAVEL EXPERIENCE PRIORITIES**

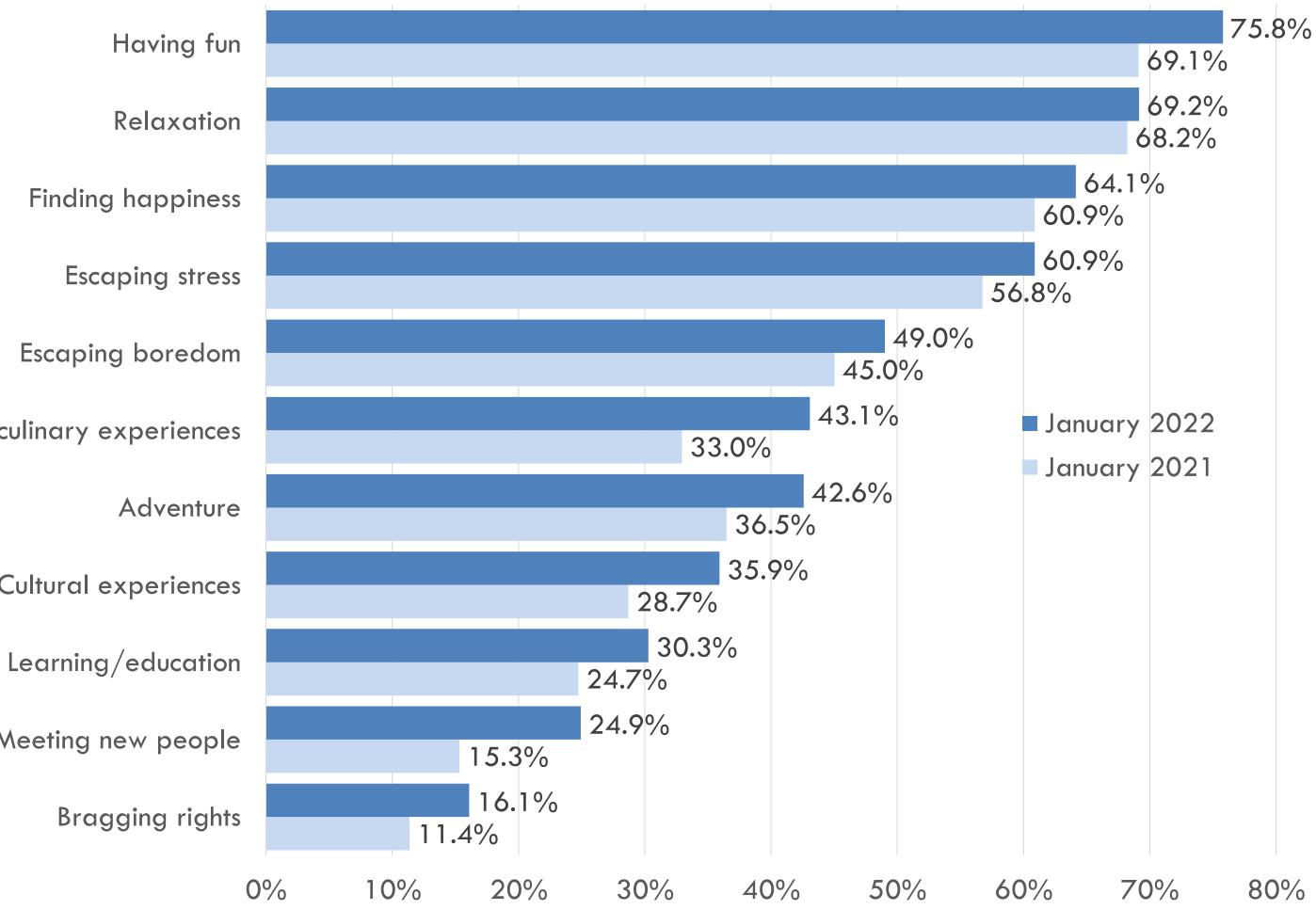
<b>Question: Continuing this line of</b>	
thought: Thinking about your travel	
in the NEXT TWELVE (12) MONTHS,	Havir
what travel experiences will you	Rela
prioritize?	Finding hap
	Escaping
However you personally define	Escaping bor
each, use the scale provided to	Food/culinary exper
indicate how you will prioritize	Adve
them.	Cultural exper
	/ .

Meeting new people

Bragging rights



#### % Top 2 Box Score—Essential or High Priority













# MARKETING TRAVEL

Facebook

radia

Social Media

5

Snapchal

Minaishop

300

പ്പ

3

Gnal

3

V



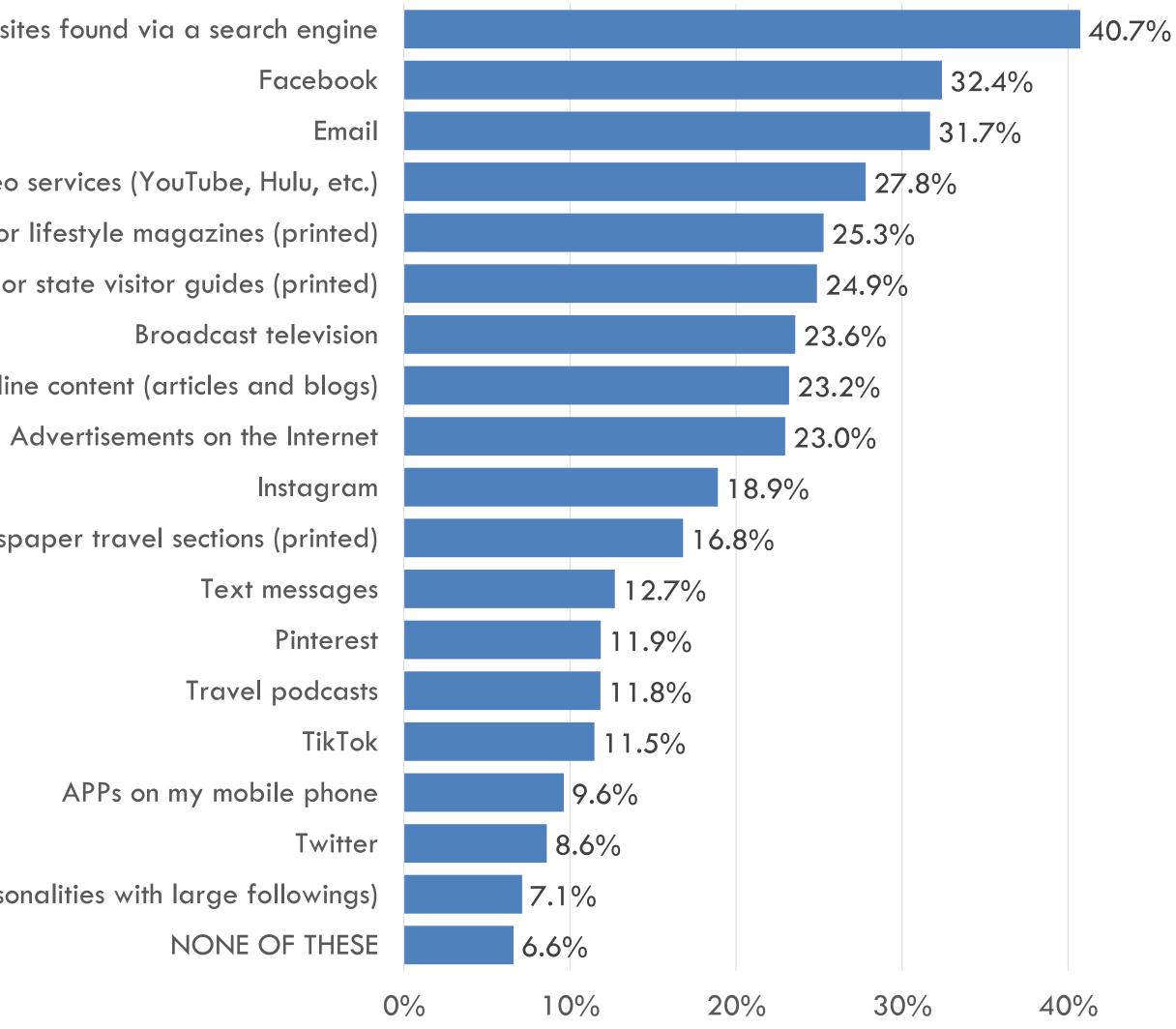
## **RECEPTIVITY TO MARKETING CHANNELS**

<b>Question: Please think about how</b>	Websit
travel destinations could best reach	
you with their messages right now.	Streaming video
	Travel or
Where would you generally be	Official local o
<b>MOST RECEPTIVE to learning about</b>	Onlin
new destinations to visit? (Please	
select all that apply)	Newsp

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

Facebook Email eo services (YouTube, Hulu, etc.) or lifestyle magazines (printed) or state visitor guides (printed) Broadcast television line content (articles and blogs) Advertisements on the Internet Instagram spaper travel sections (printed) Text messages Pinterest Travel podcasts TikTok APPs on my mobile phone Twitter Digital influencers (online personalities with large followings) NONE OF THESE









# 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)

Day-dreamed about taking a leisure trip

Talked to a friend or relative about a future trip

In the PAST WEEK I have

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

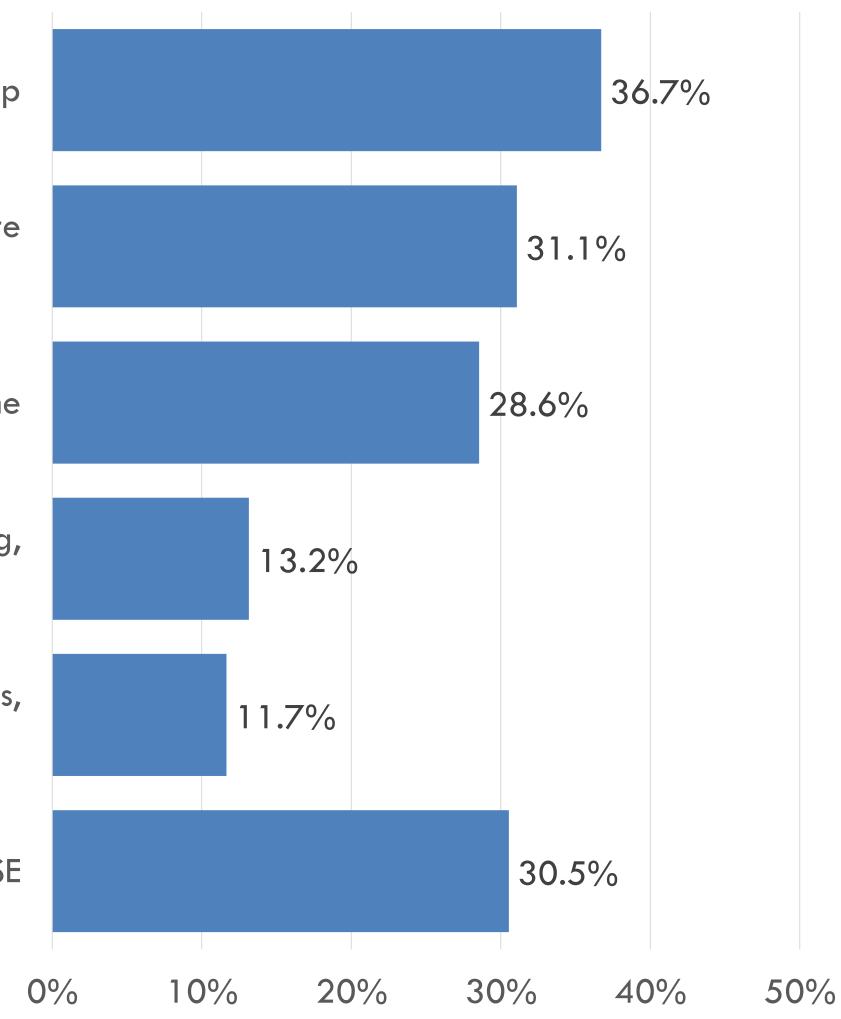
Researched travel ideas online

Made travel reservations (lodging, transportation, tickets, etc.)

Researched travel ideas offline (magazines, printed visitor guides, etc.)



NONE OF THESE







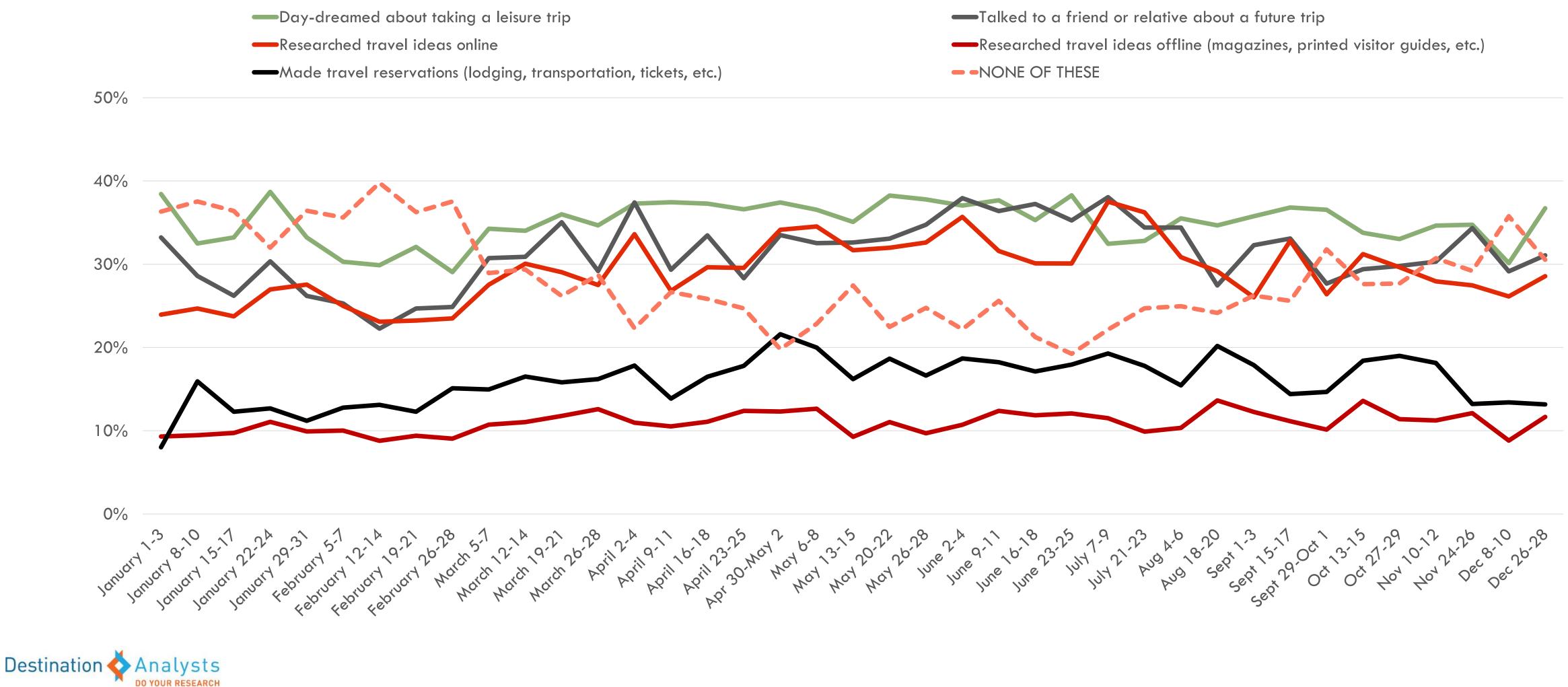






### TRAVEL PLANNING IN THE PAST WEEK

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













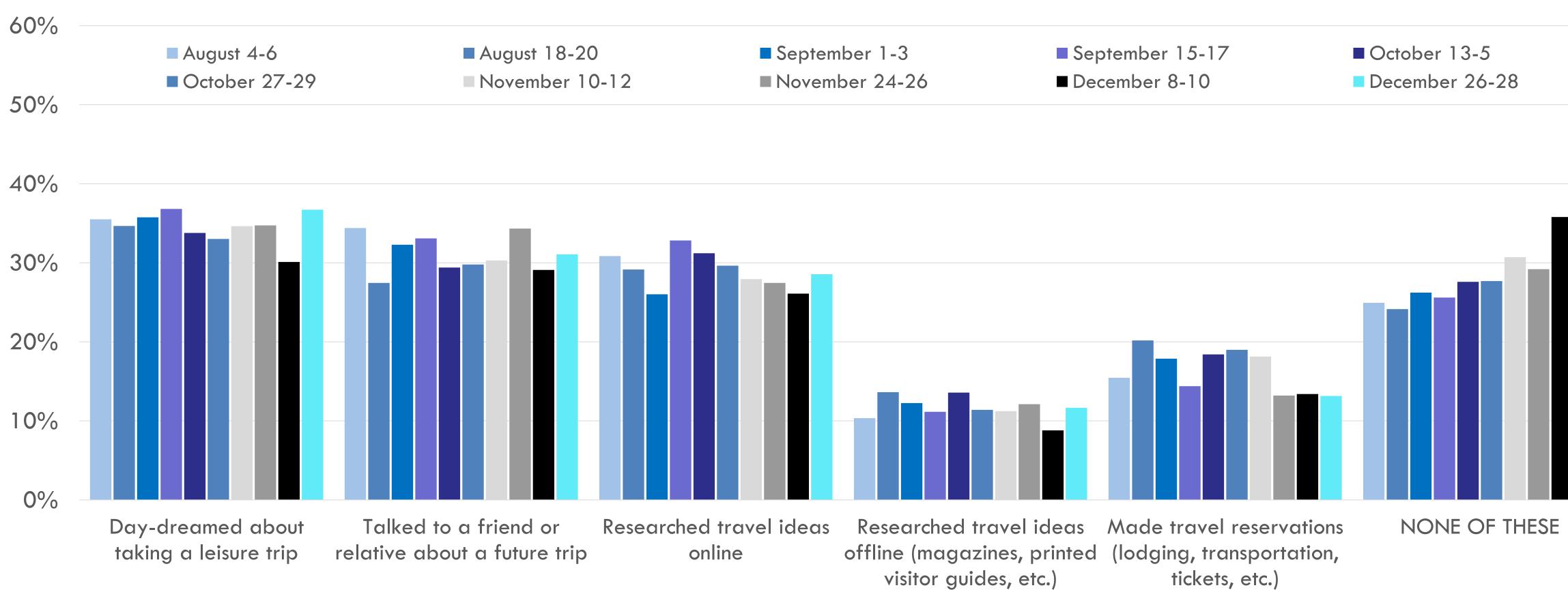




### THE PAST TRAVEL PLANNING IN WEEK

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



















### EXCITEMENT FOR LEISURE TRAVEL IN THE NEXT 12 MONTHS

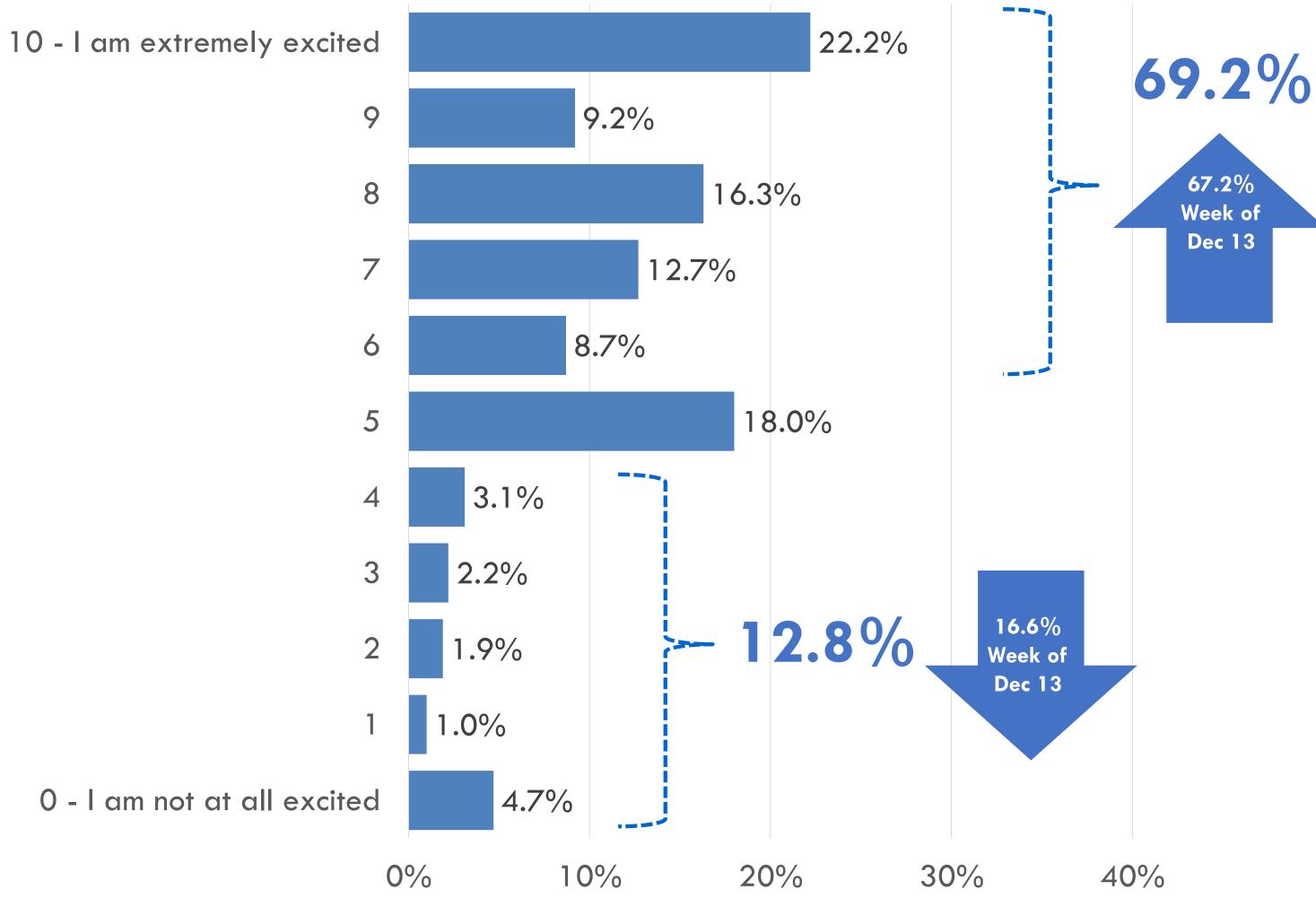
**Question:** Which best describes how excited you are about **LEISURE TRAVEL** in the NEXT **TWELVE (12) MONTHS? (Please** answer using the 11-point scale below)

(Base: Wave 81 data. All respondents,

1,205 completed surveys. Data collected

December 26-28, 2021)











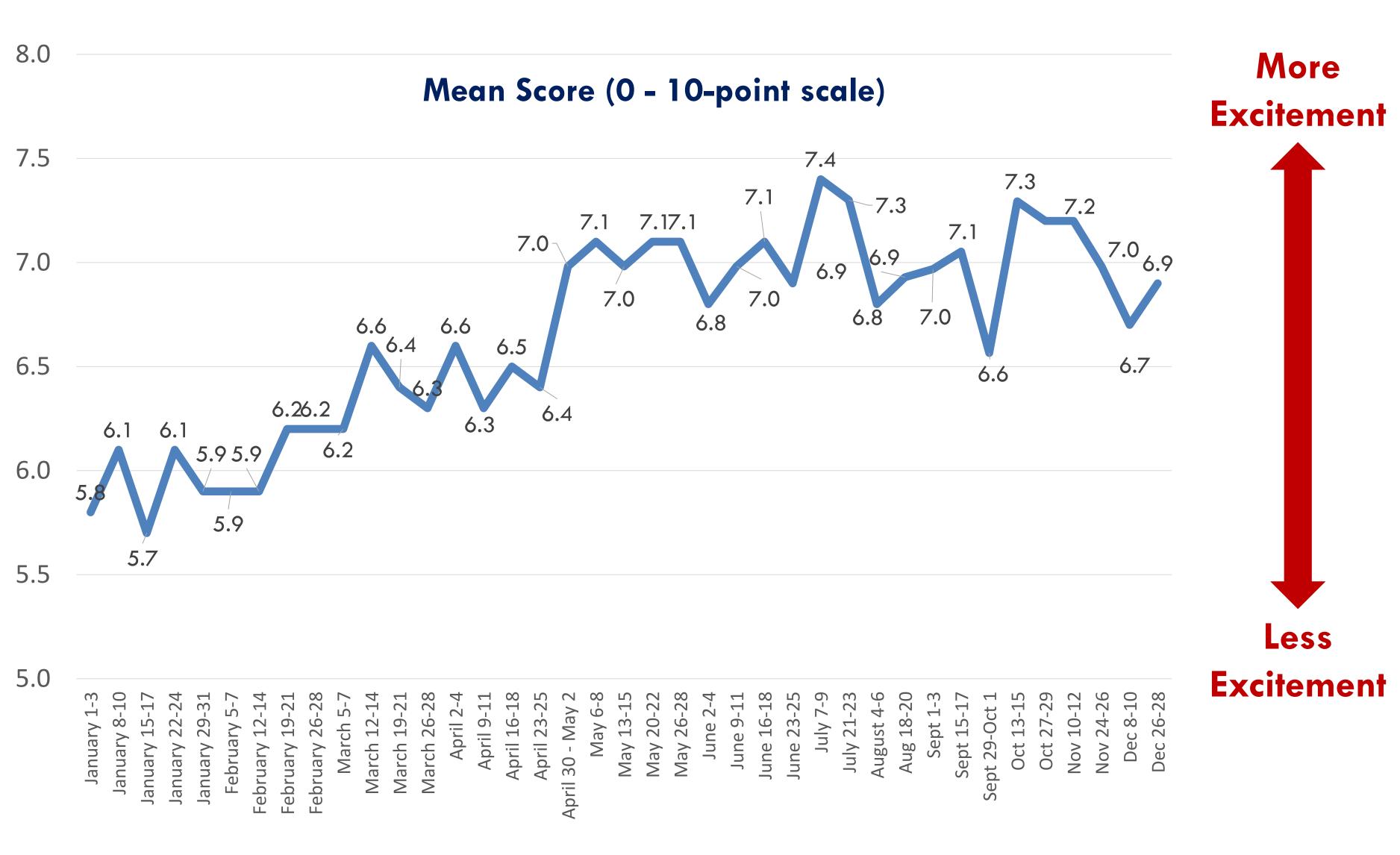






### EXCITEMENT FOR LEISURE TRAVEL IN THE NEXT 12 MONTHS

**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**)





**PAGE 79** 





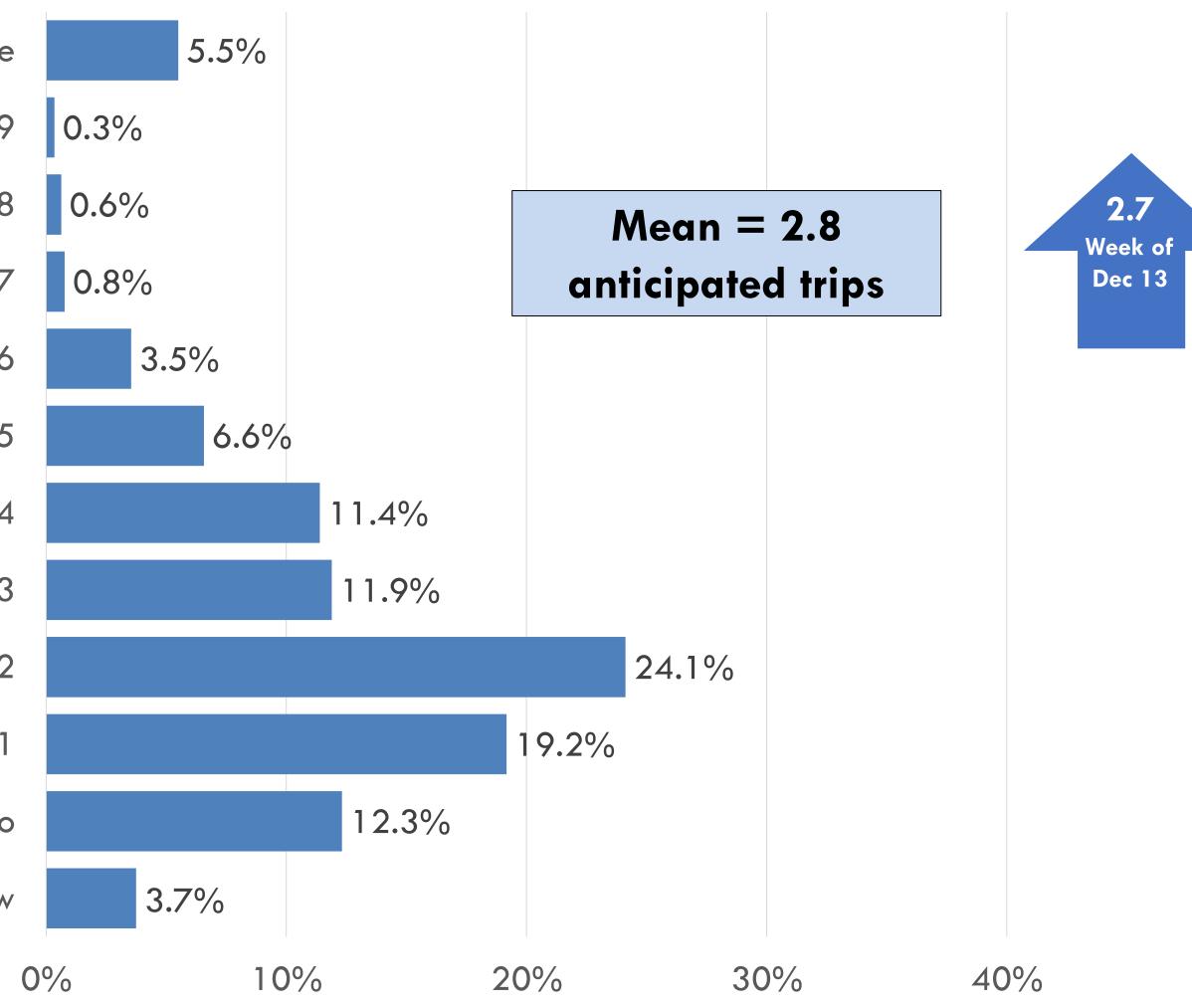
## NUMBER OF LEISURE TRIPS ANTICIPATED IN THE NEXT 12 MONTHS

Question: IN TOTAL, how	10 or more
many <u>leisure trips</u> (of 50 miles or more from your home) do	9
you expect to take in the NEXT	8
TWELVE (12) MONTHS? (Select one)	7
	6
	5
(Base: Wave 81 data. All respondents,	4
1,161 completed surveys. Data collected	3
December 26-28, 2021)	2
	1

Zero

I don't know











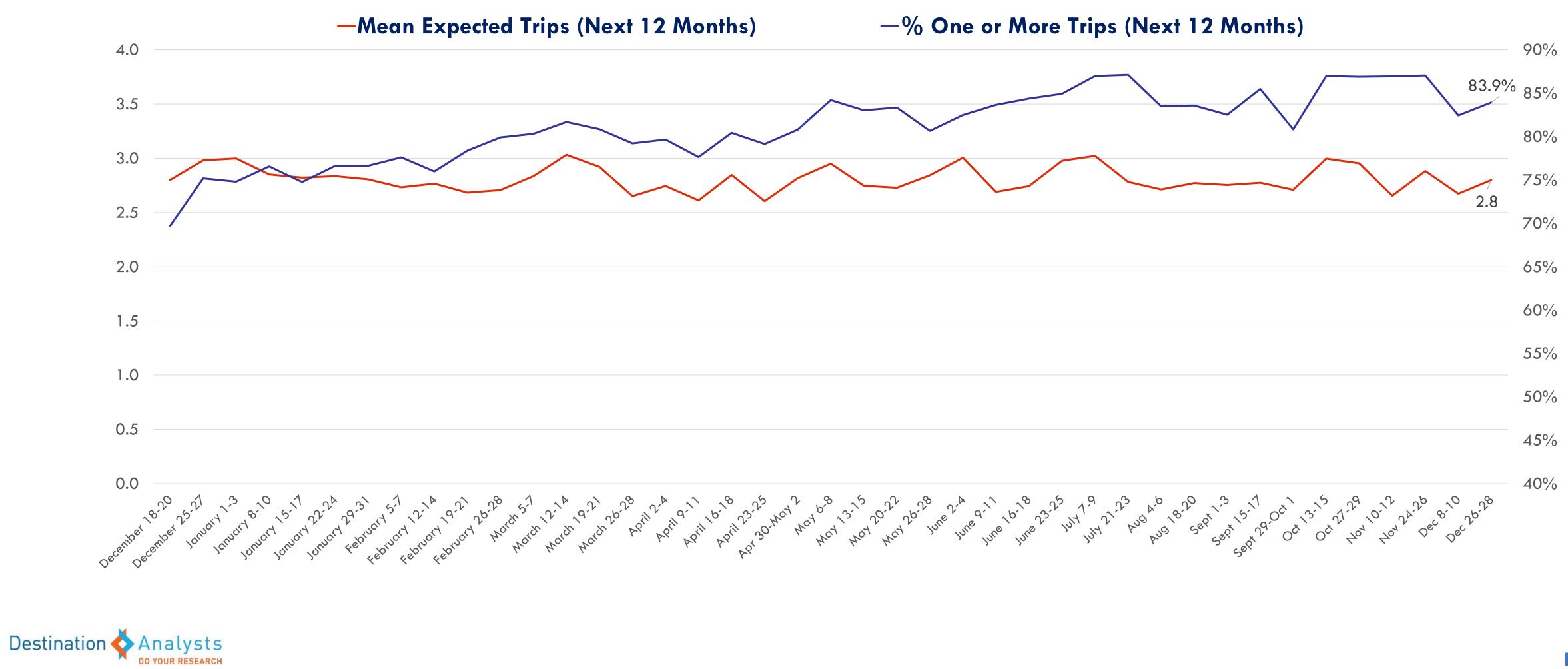






### NUMBER OF LEISURE TRIPS ANTICIPATED IN THE NEXT 12 MONTHS

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)** 















## **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?** 

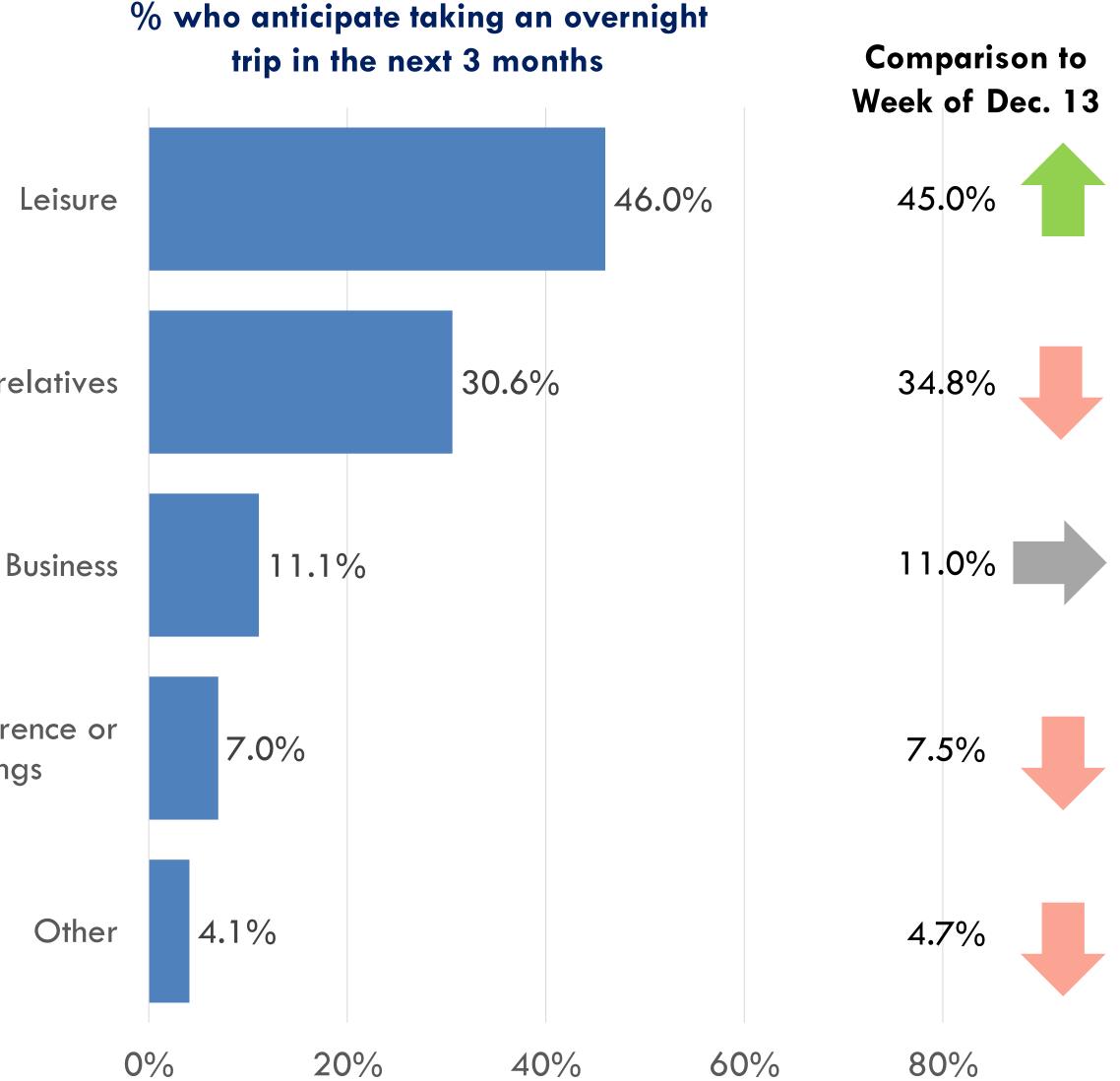
(Please only include travel 50miles or more one way from your home)

Visit friends or relatives

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

Convention, conference or group meetings











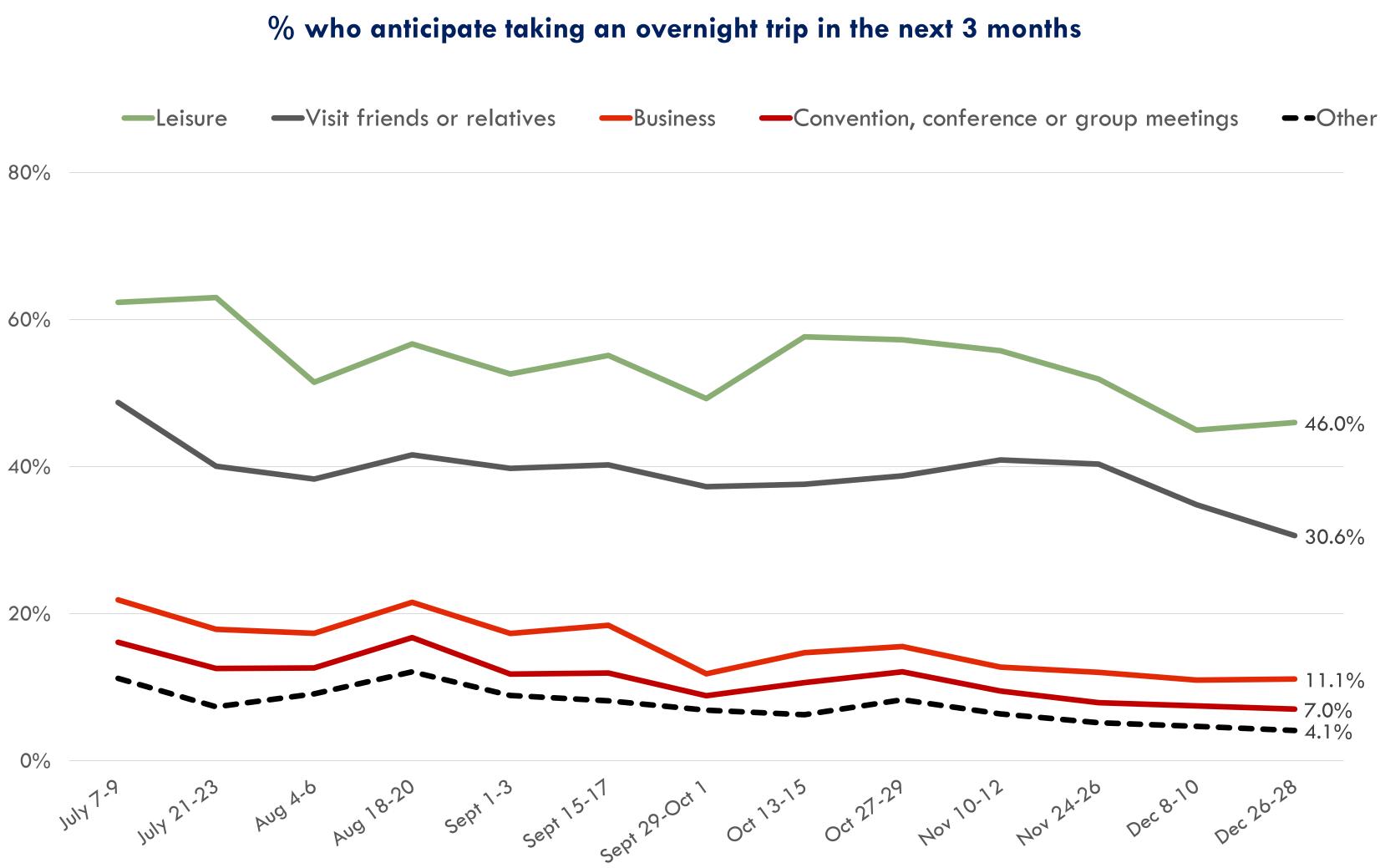




### EXPECTED OVERNIGHT TRIPS IN THE NEXT 3 MONTHS

**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 50miles or more one way from your home)















### NUMBER OF EXPECTED OVERNIGHT TRIPS IN THE NEXT 3 MONTHS

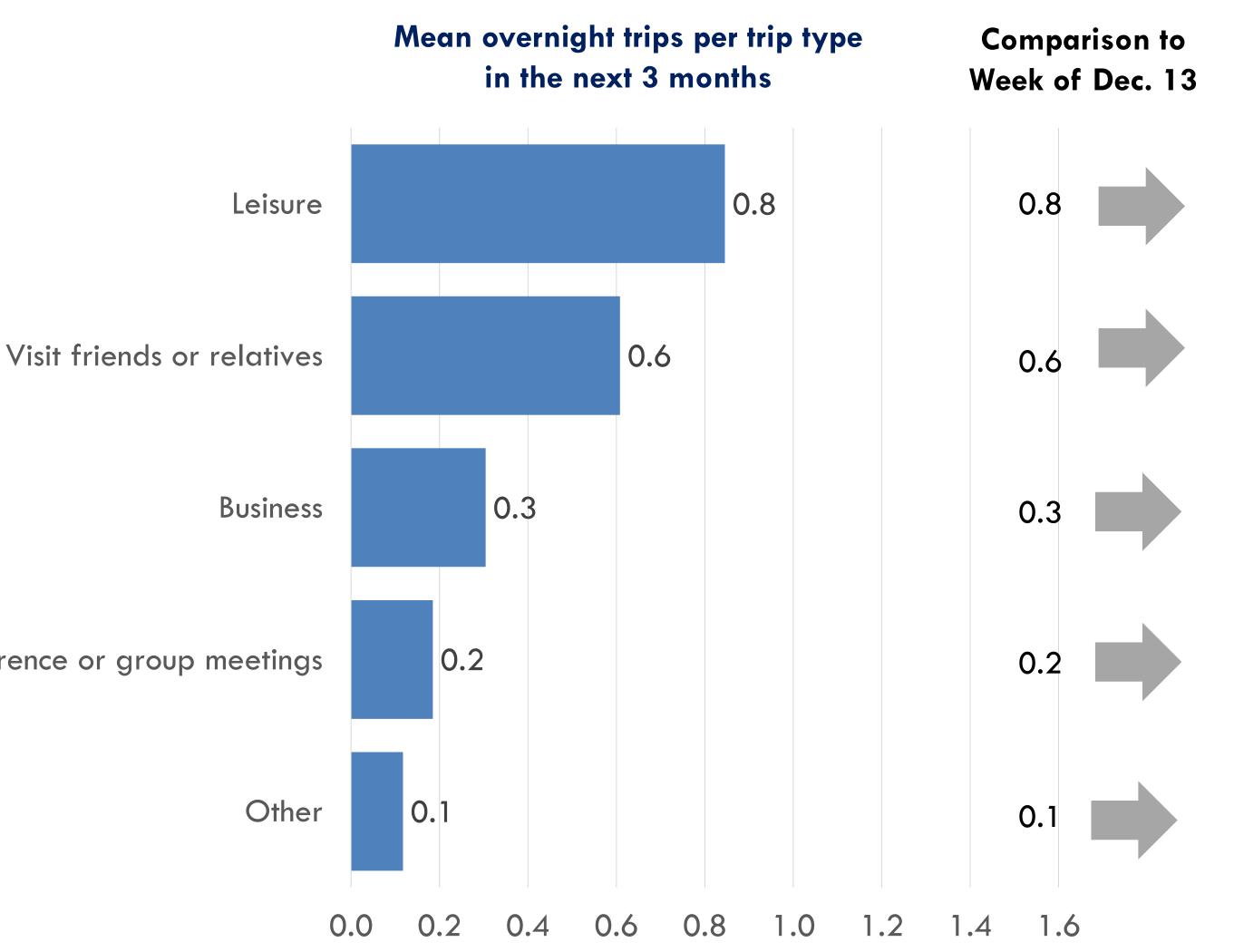
**Question: How many OVERNIGHT TRIPS** of each type are you planning to take (even if tentatively) in the **NEXT THREE (3) MONTHS?** 

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

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

Convention, conference or group meetings













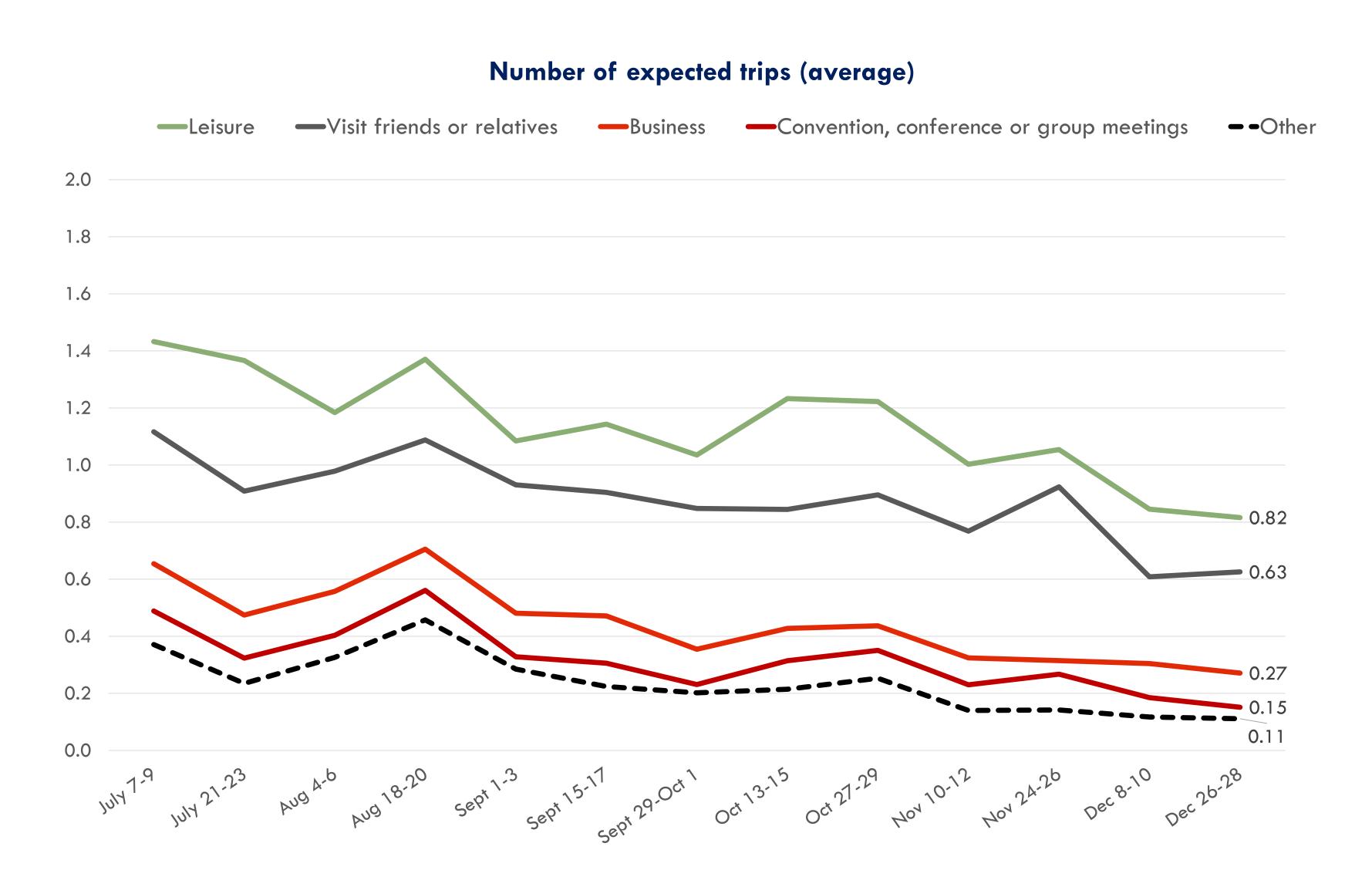




## NUMBER OF EXPECTED OVERNIGHT TRIPS IN THE NEXT 3 MONTHS

**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 50miles or more one way from your home)















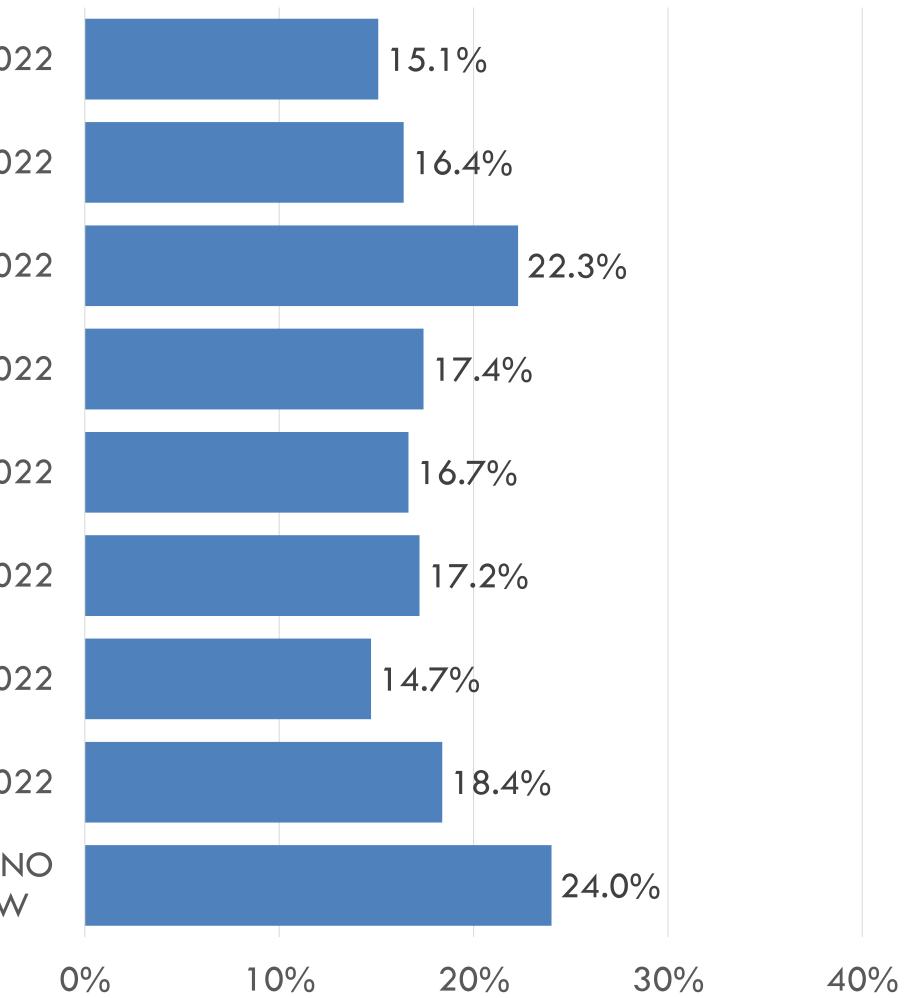


## **MONTHS IN WHICH OVERNIGHT TRIPS ARE PLANNED**

Question: Even if only tentatively scheduled, in which months do	January 202
you currently plan to take any OVERNIGHT TRIPS? (Select all	February 202
that apply)	March 202
	April 202
	May 202
(Base: Wave 81 data. All respondents,	June 202
1,205 completed surveys. Data collected December 26-28, 2021)	July 202
	Sometime later in 202

NONE OF THESE - I HAVE NO SUCH PLANS RIGHT NOW















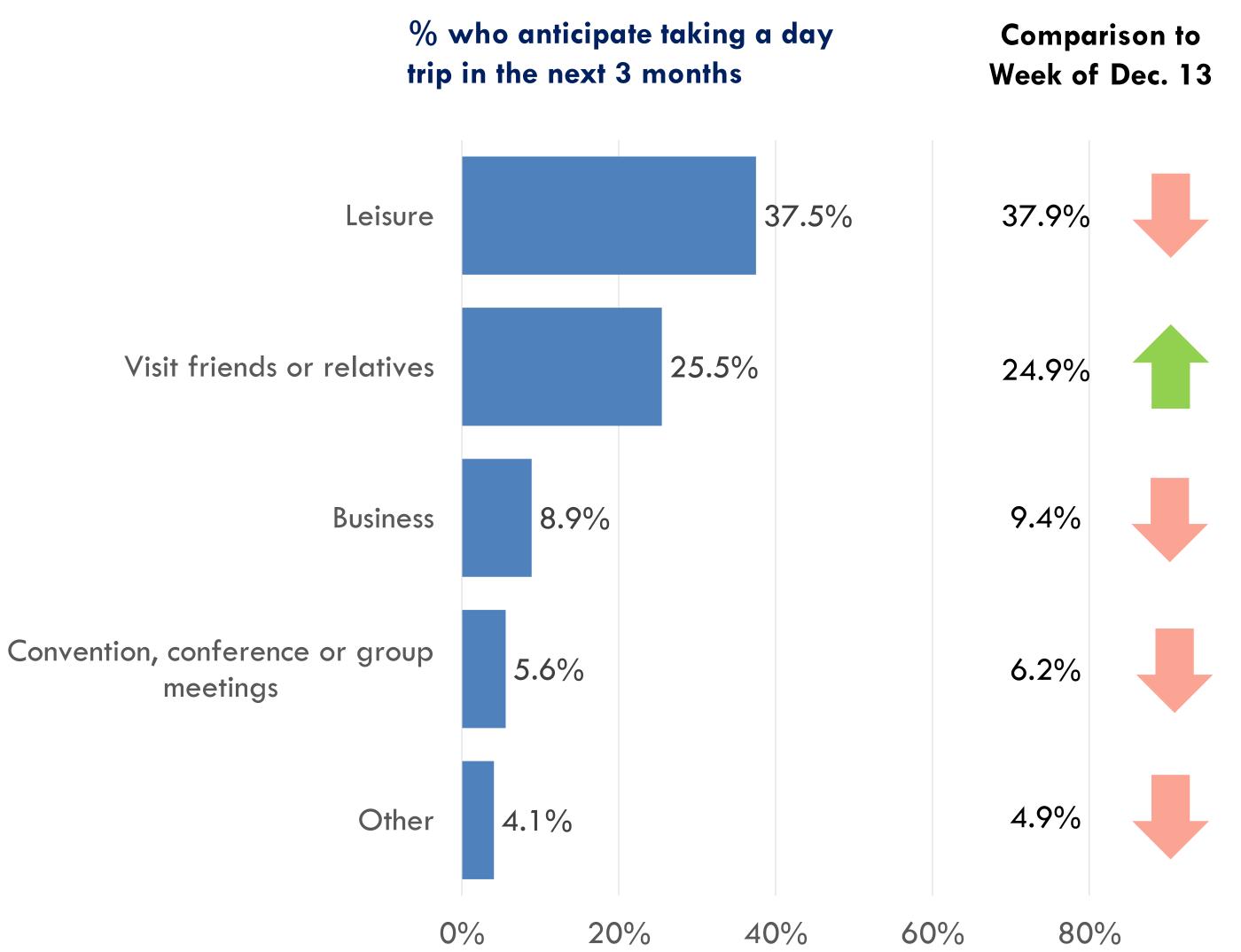
## EXPECTED DAY TRIPS IN THE NEXT 3 MONTHS

**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 50miles or more one way from your home)

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)











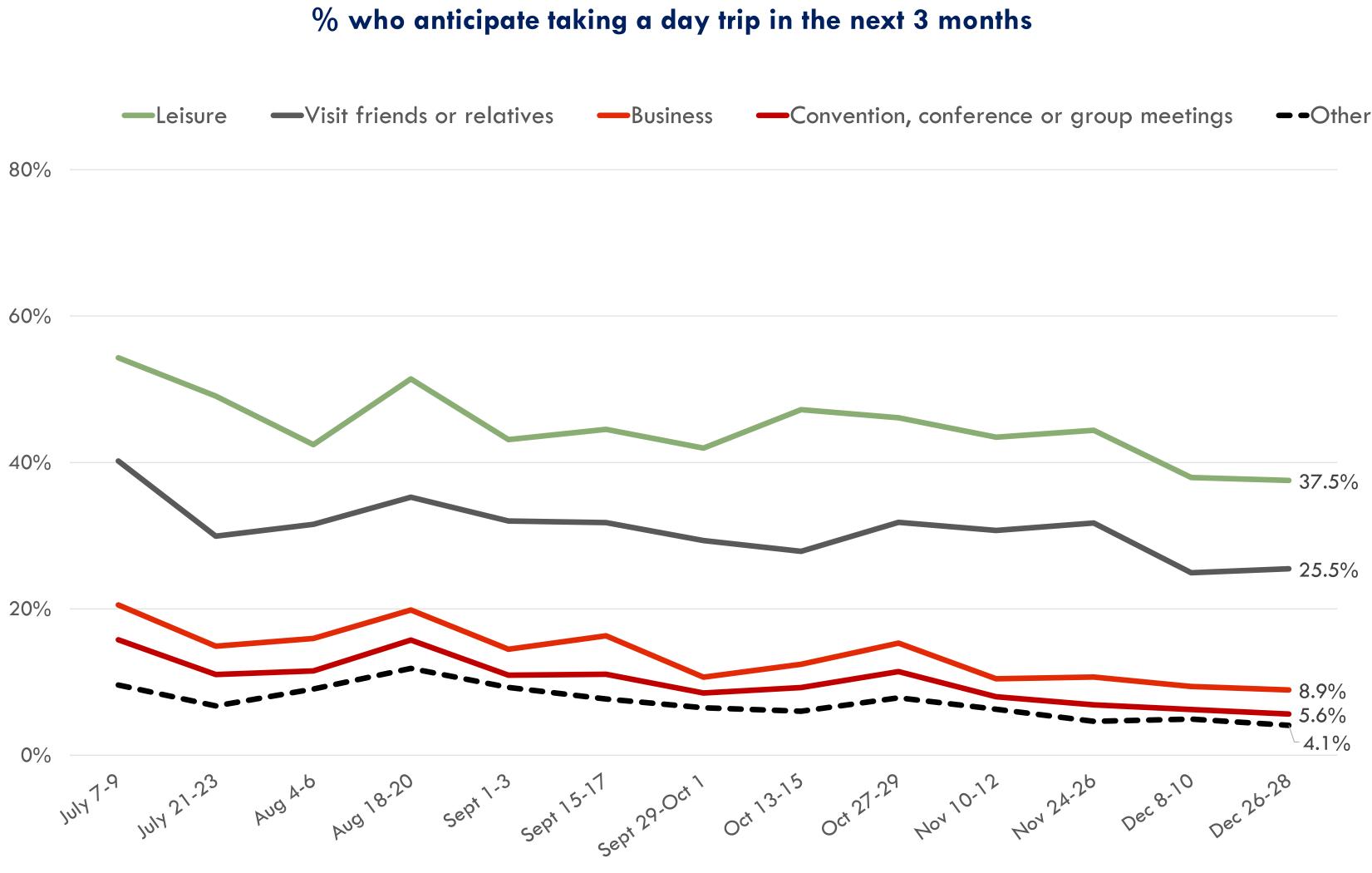




# EXPECTED DAY TRIPS IN THE NEXT 3 MONTHS

**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 50miles or more one way from your home)















### NUMBER OF EXPECTED DAY TRIPS IN THE NEXT 3 MONTHS

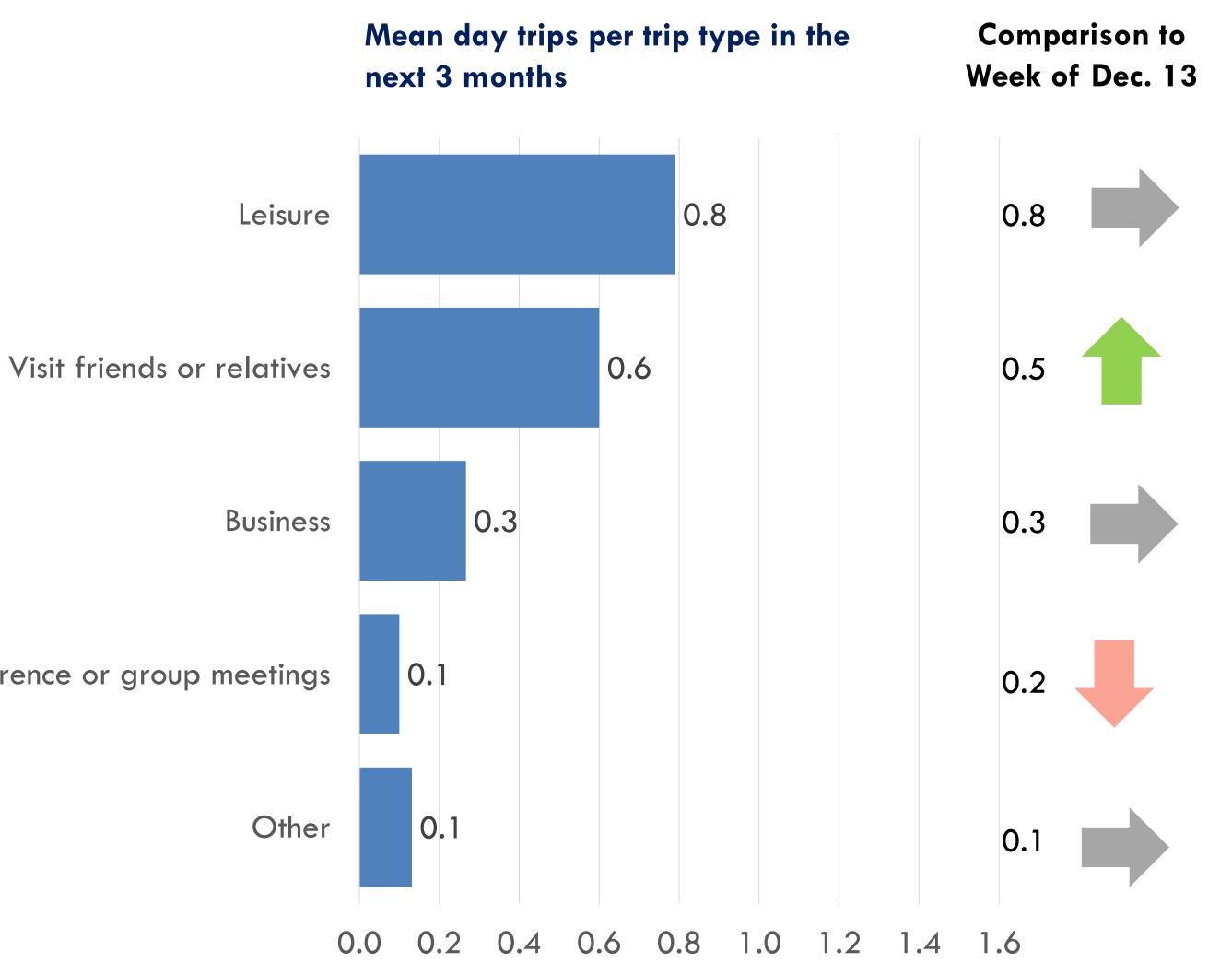
**Question: How many DAY TRIPS** of each type are you planning to take (even if tentatively) in the **NEXT THREE (3) MONTHS?** 

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

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

Convention, conference or group meetings











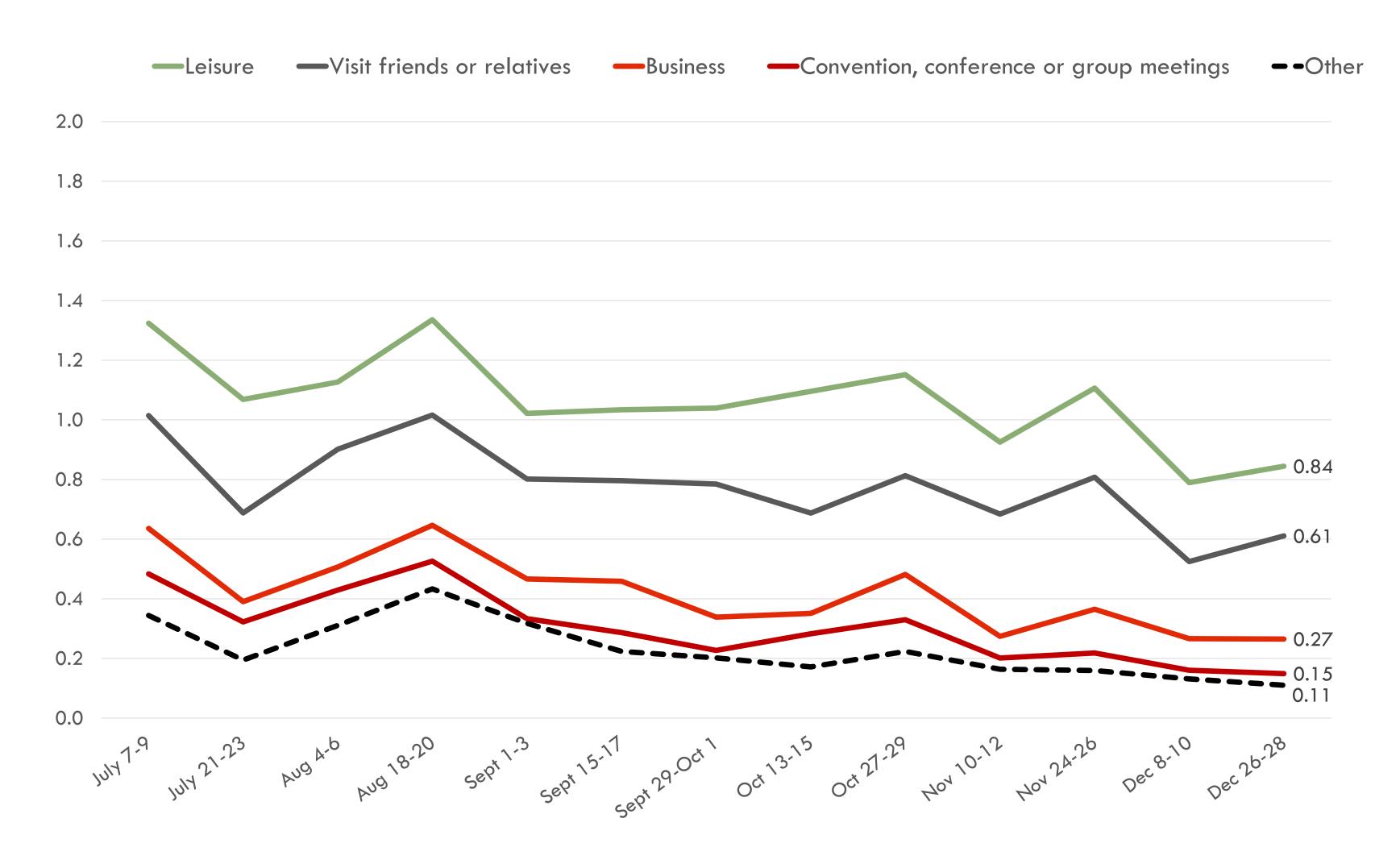




## NUMBER OF EXPECTED DAY TRIPS IN THE NEXT 3 MONTHS

**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 50miles or more one way from your home)















## 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 81 data. All respondents,

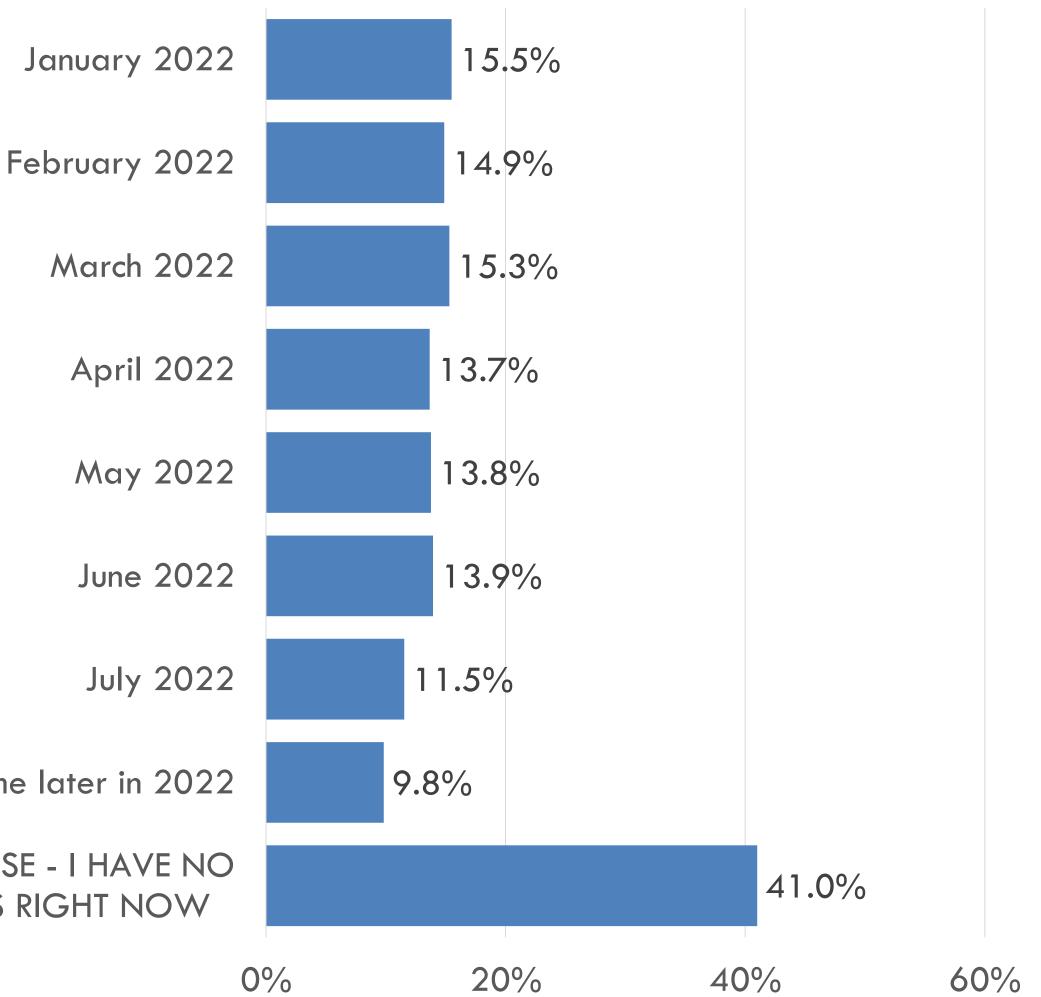
1,205 completed surveys. Data collected

December 26-28, 2021)

Sometime later in 2022

NONE OF THESE - I HAVE NO SUCH PLANS RIGHT NOW















### DETERRENTS FOR TRAVEL THIS WINTER SEASON

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

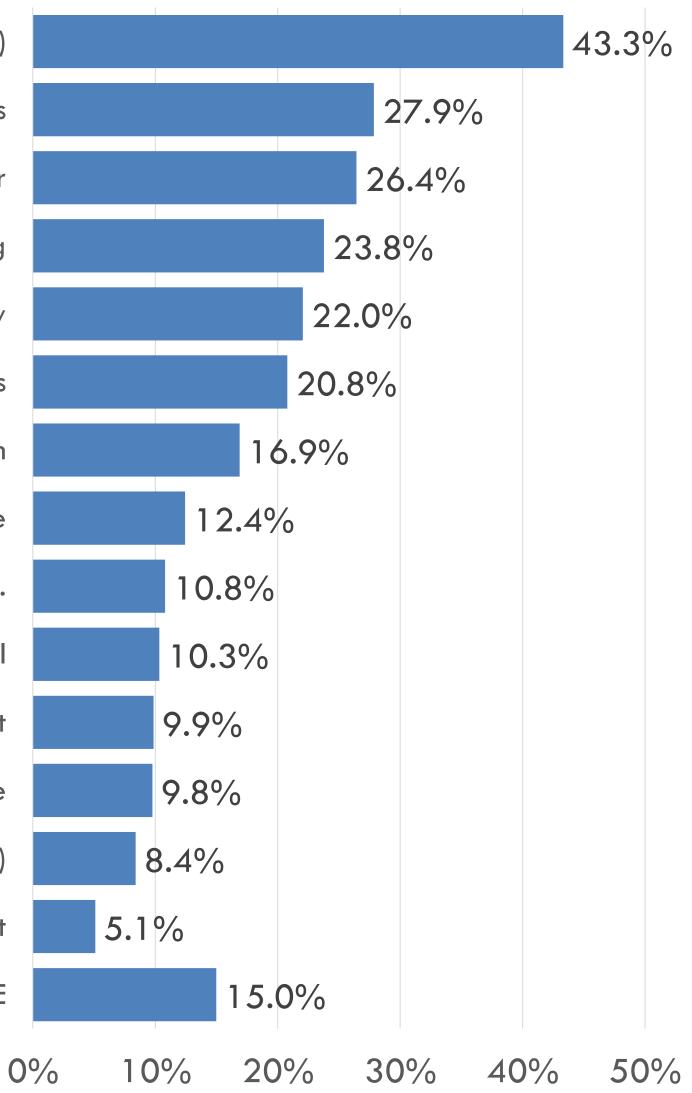
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

NONE OF THESE

Protocols are too tedious - testing, masks, etc. Vaccine or testing requirements for travel Attractions and businesses will not be fully open yet Health and safety protocols are too restrictive Safety concerns (Other, NOT COVID-related) I have not gotten my COVID vaccine booster yet



Safety concerns (COVID-related) Gas prices The pandemic is not 100% over Crowds - too many people will be traveling Travel is too expensive right now Personal financial reasons Inflation Not enough PTO/vacation time













# 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)?

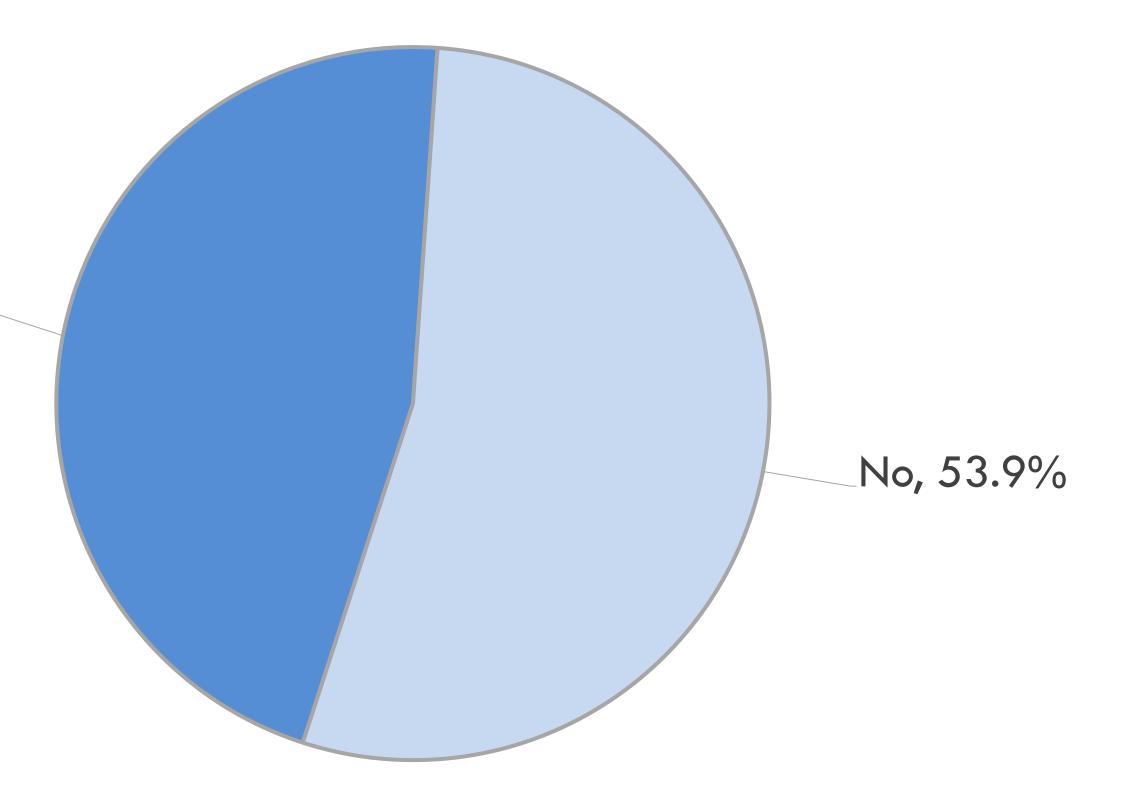
(Base: Wave 81 data. All respondents, 1,205 completed

surveys. Data collected December 26-28, 2021)



Yes, 46.1%









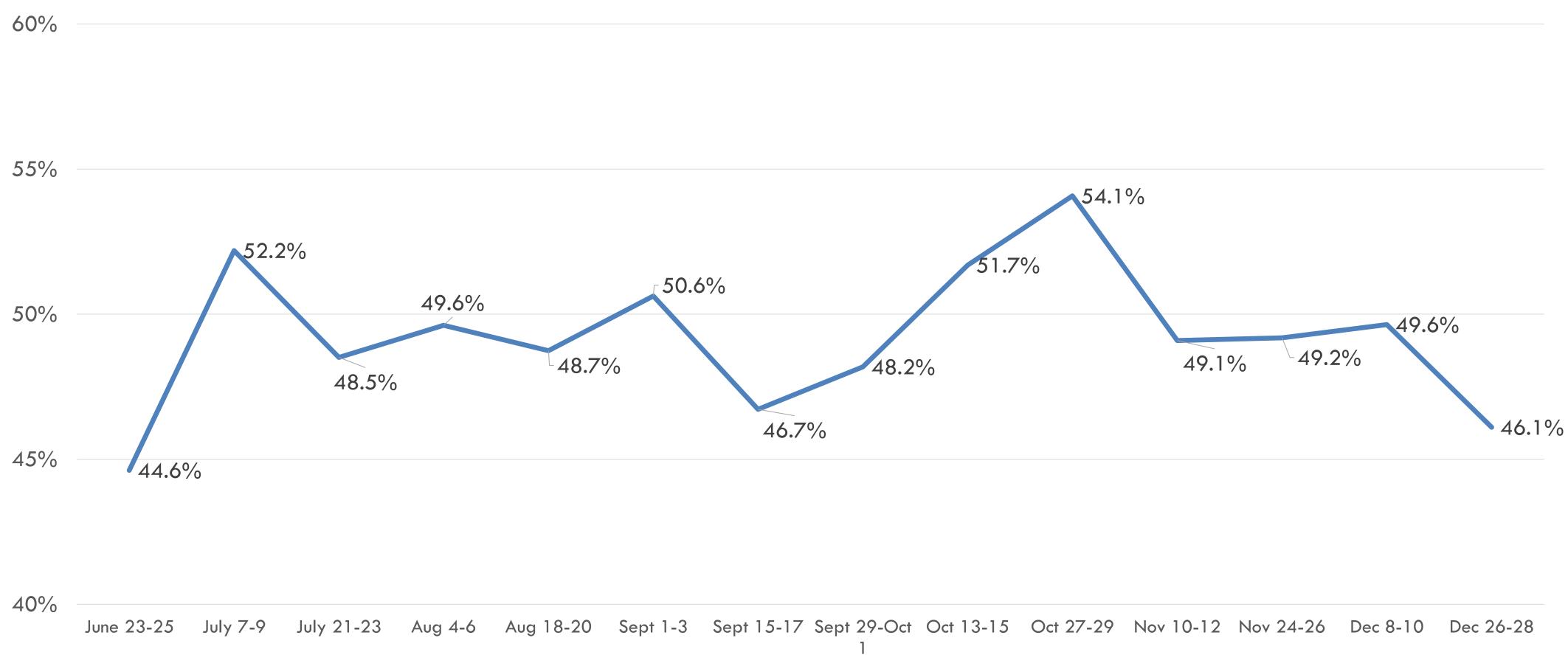






### TOOK AN OVERNIGHT TRIP IN PAST THREE MONTHS

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















## **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)

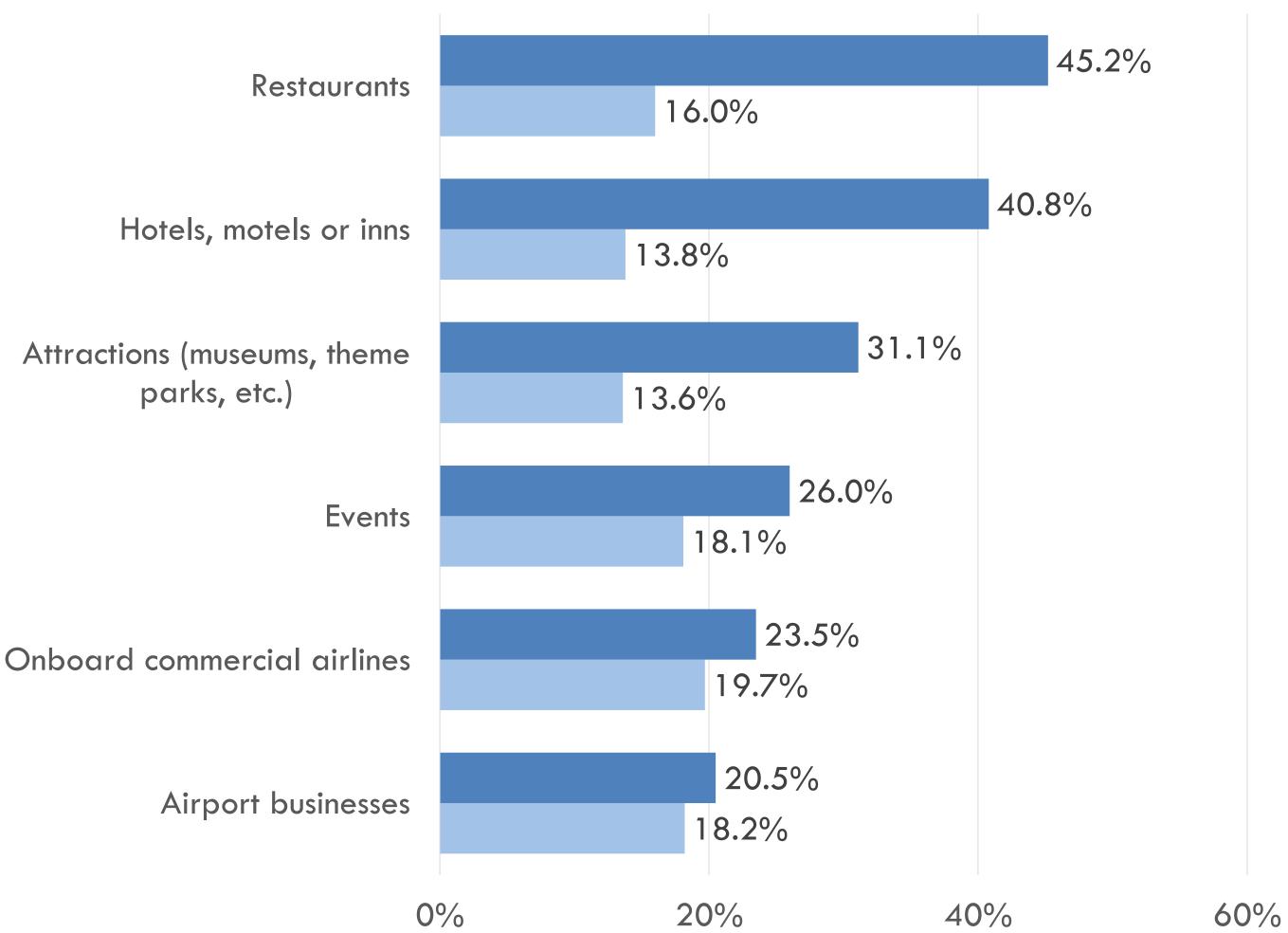
**Overall**, my experiences were

(Base: Wave 81 data. Respondents who took an overnight trip in the past three months, 554 completed surveys. Data collected December 26-28, 2021)



Top 2 - Very normal or Mostly normal

Bottom 2 - Very far from normal of Far from normal













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

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

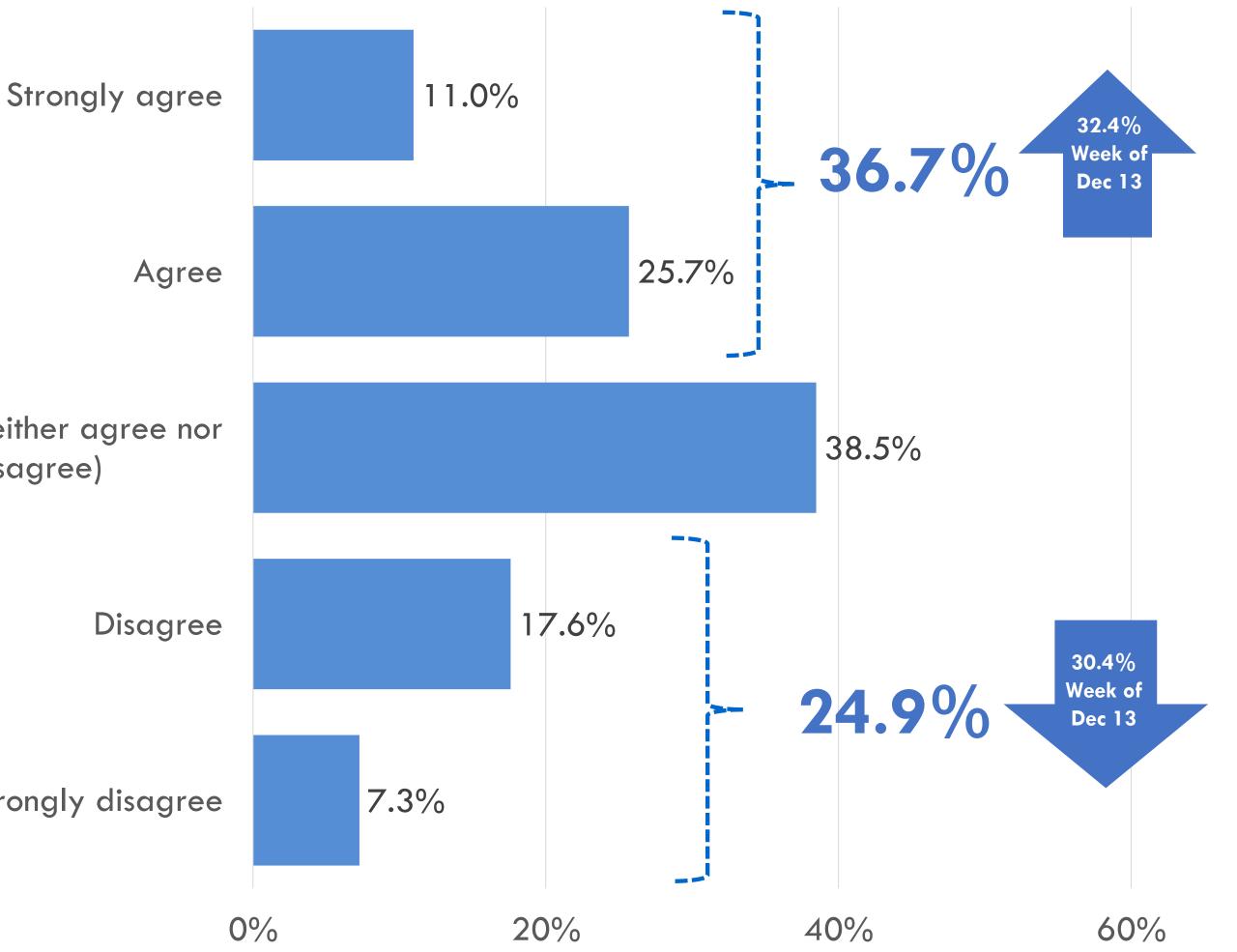
On my most recent trip, it seemed like businesses in the travel industry were having trouble providing adequate service to travelers.

Neutral (neither agree nor disagree)

(Base: Wave 81 data. Respondents who took an overnight trip in the past three months, 554 completed surveys. Data collected December 26-28, 2021)

Strongly disagree







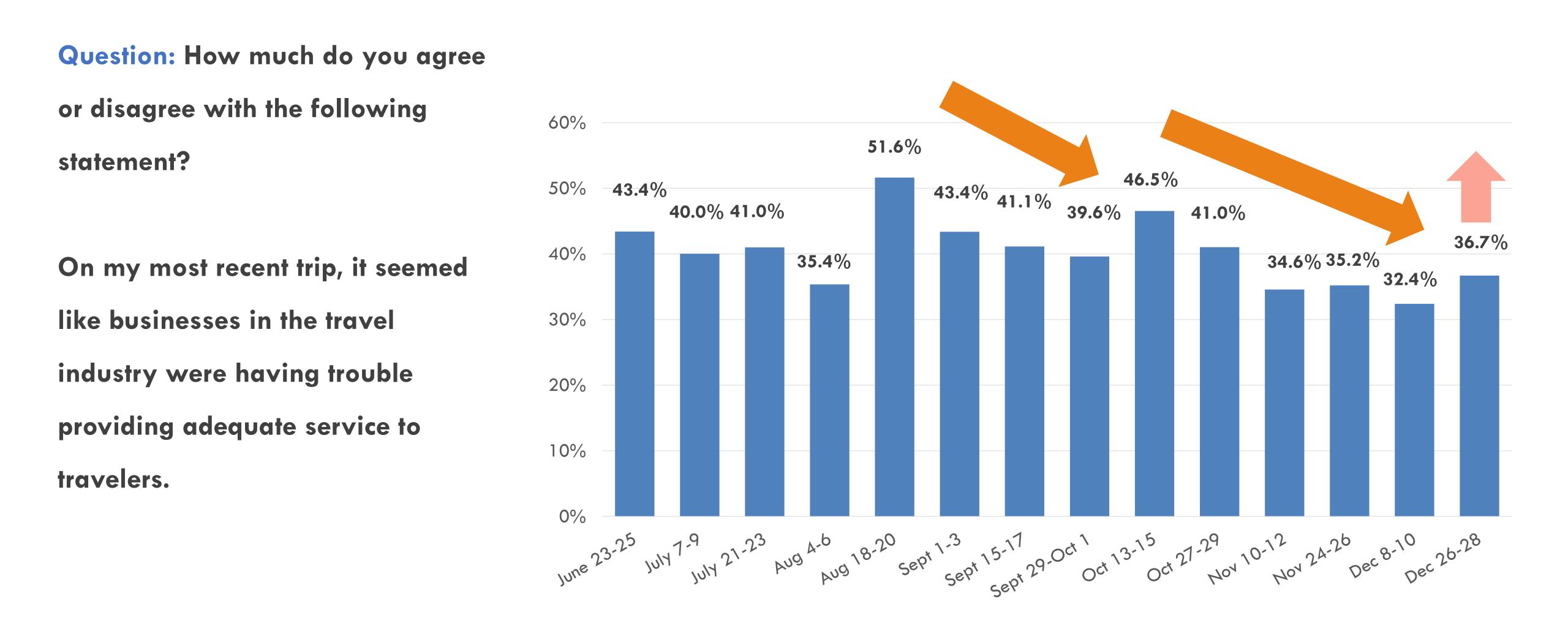








### **MOST RECENT OVERNIGHT TRIP:** TRAVEL BUSINESSES HAVING TROUBLE PROVIDING ADEQUATE SERVICE















### **MOST RECENT OVERNIGHT TRIP: STRESSFUL EXPERIENCES**

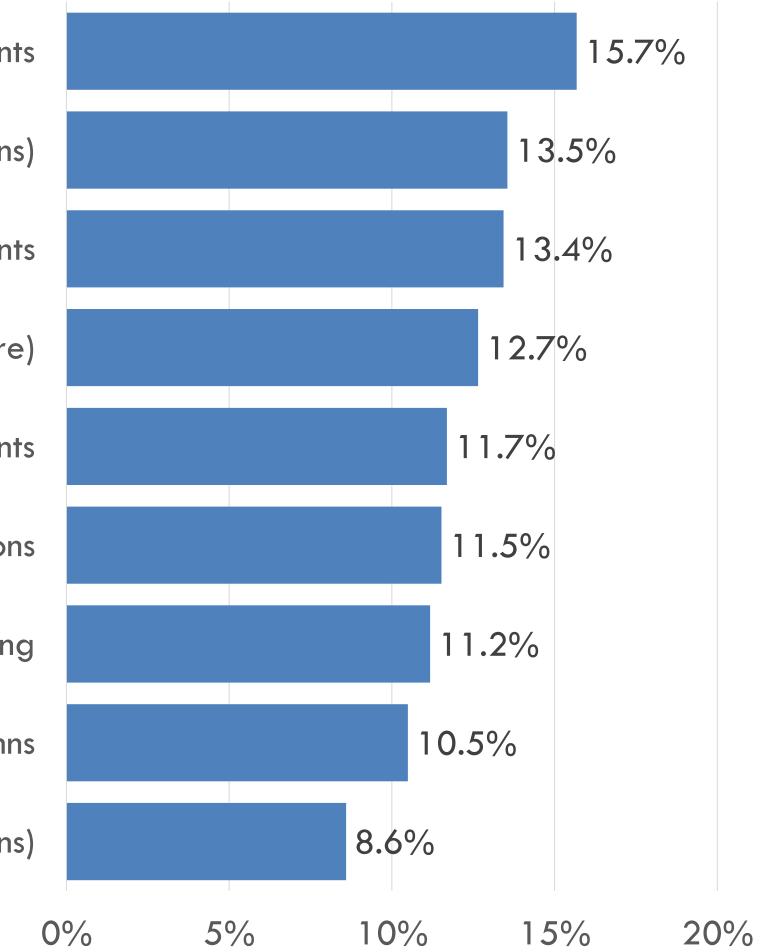
**Question:** Thinking about any COVID-19 related stress you may have felt on your MOST RECENT **OVERNIGHT TRIP**, please rate how you generally found each of the following during your travel.

Attending indoor performances or events

(Base: Wave 81 data. Respondents who took an overnight trip in the past three months, 554 completed surveys. Data collected December 26-28, 2021)



### **Top 3 Box Score (8-10)**



Traveling by air (to or from your destinations) Dining in restaurants Planning your trip (prior to departure) Attending outdoor performances or events Visiting attractions Shopping Staying at hotels/motels/inns Traveling by car (to or from your destinations)











### **MOST RECENT OVERNIGHT TRIP: COVID-19 ANXIETY**

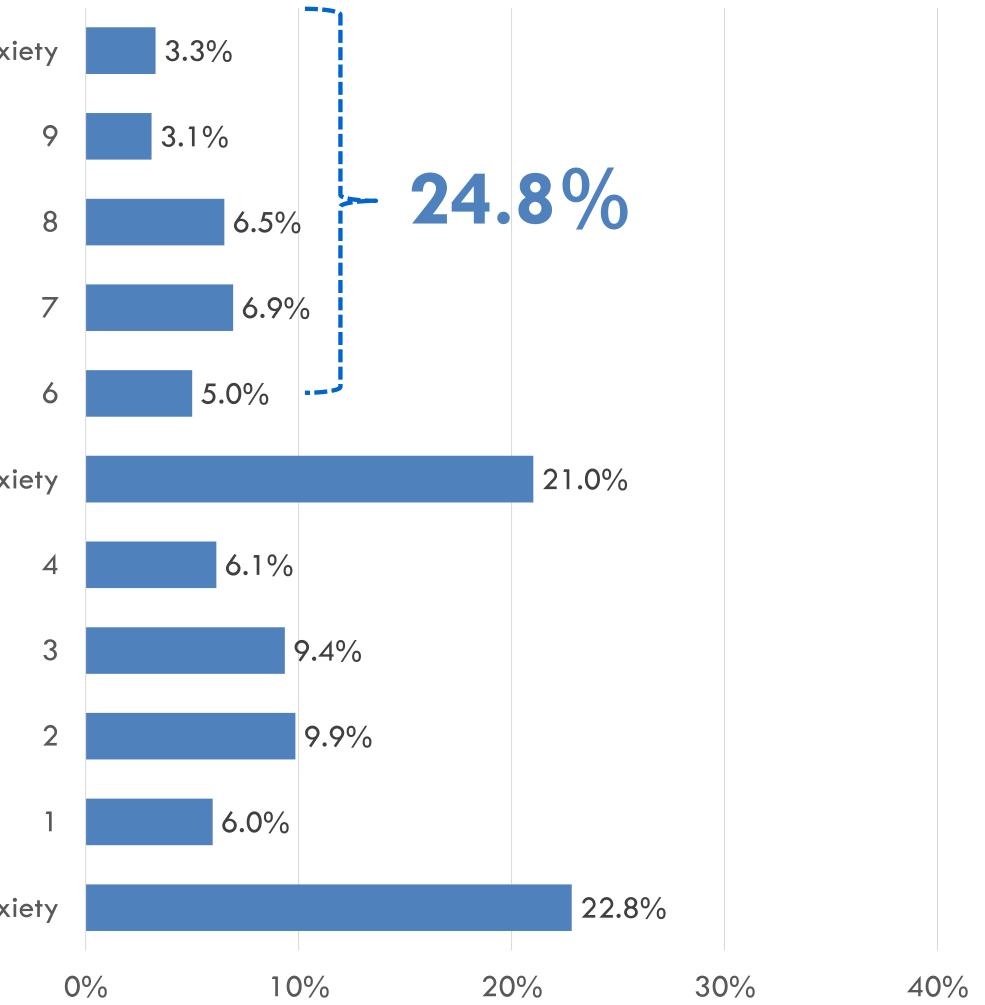
**Question:** While traveling on your 10 - Very high anxiety most recent overnight trip, HOW **MUCH ANXIETY did you generally** feel about the COVID-19 situation?

5 - Moderate anxiety

(Base: Wave 81 data. Respondents who took an overnight trip in the past three months, 579 completed surveys. Data collected December 26-28 2021)

0 - No anxiety







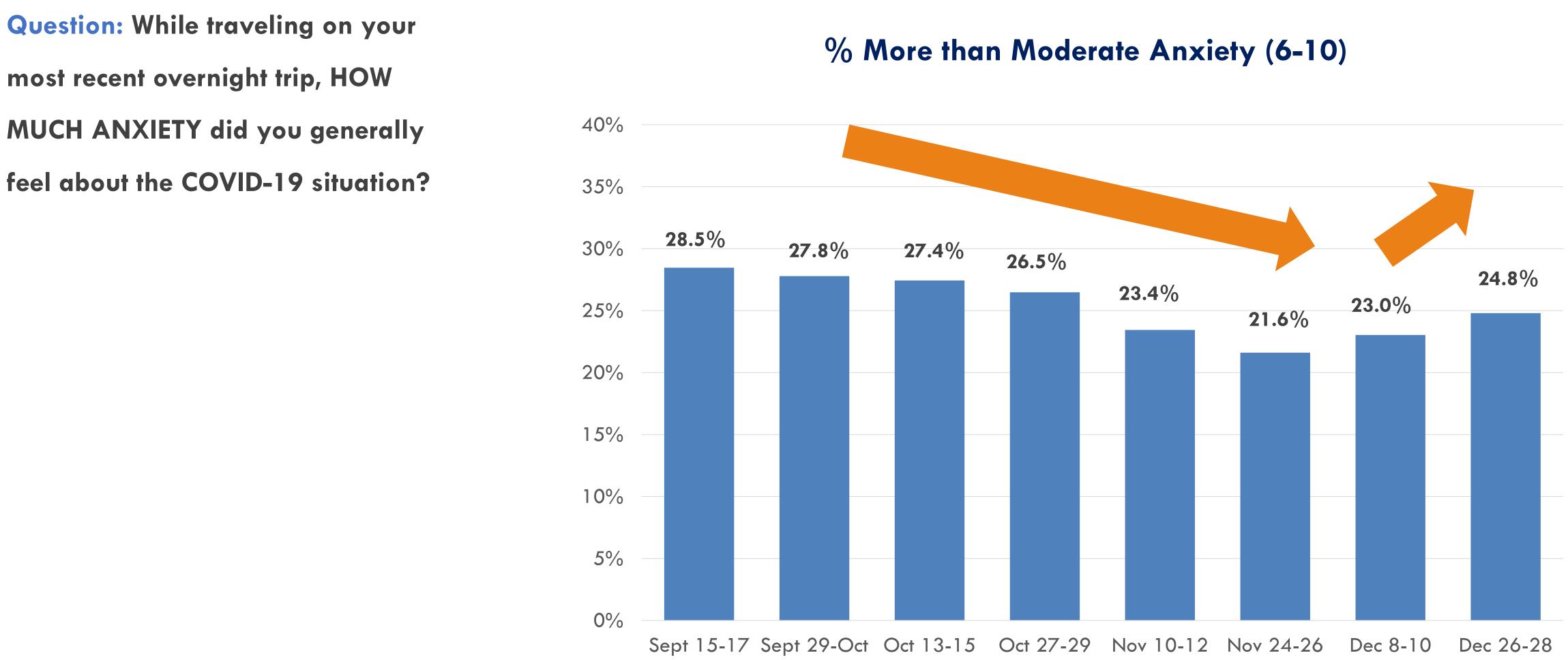








## **MOST RECENT OVERNIGHT TRIP: COVID-19 ANXIETY**

















# MOST RECENT OVERNIGHT TRIP



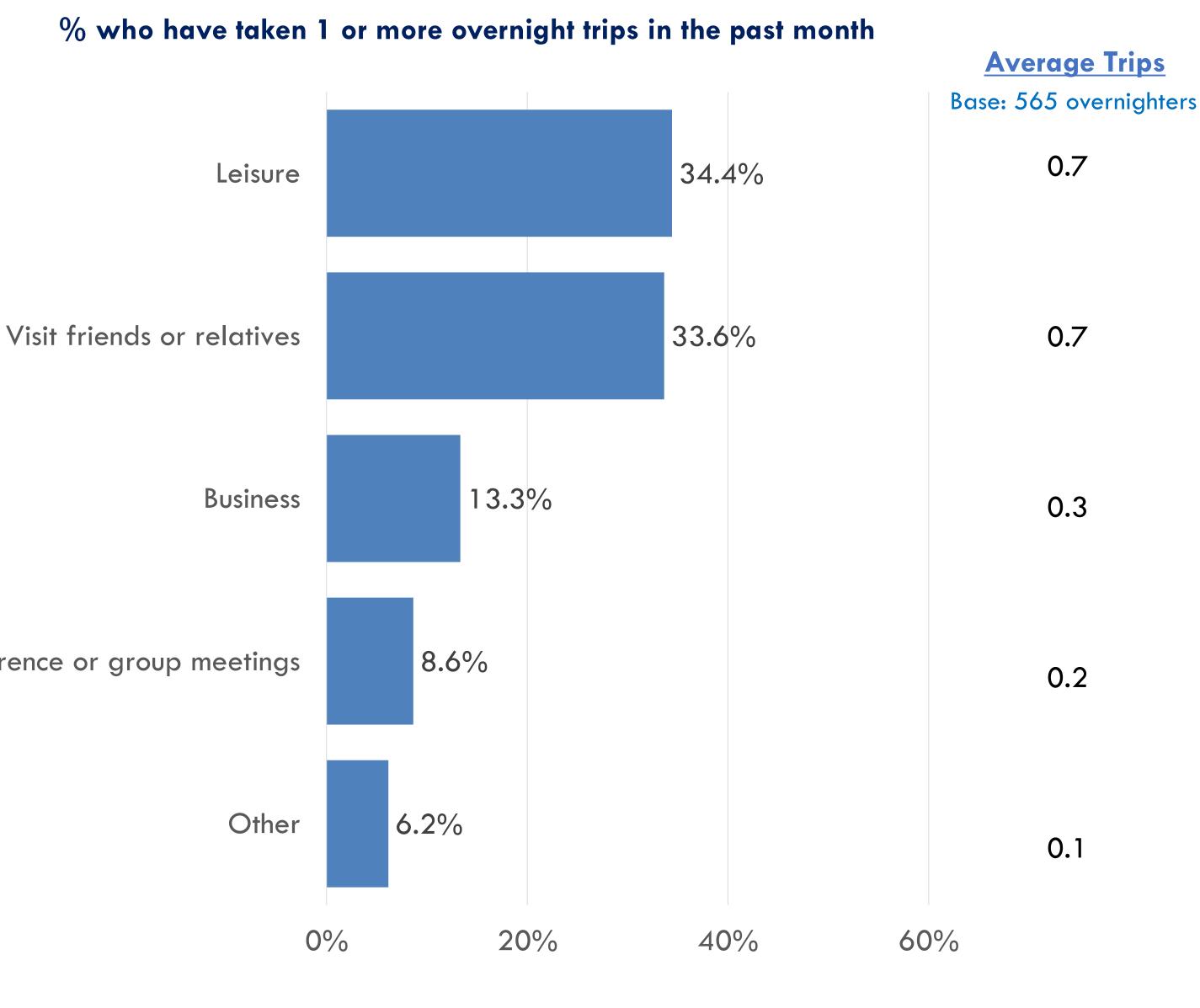
# **OVERNIGHT TRIPS IN THE PAST MONTH: BY TRIP TYPE**

**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 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

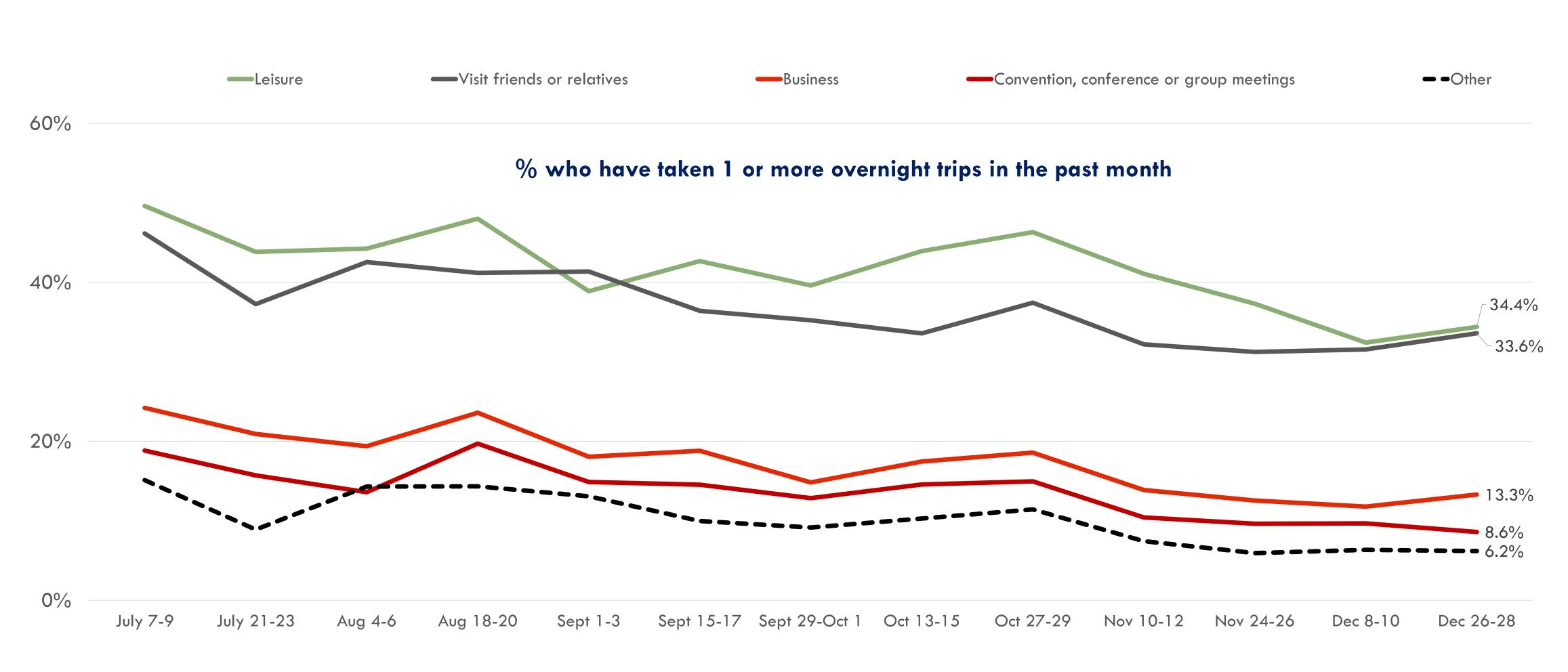
Convention, conference or group meetings





### **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)











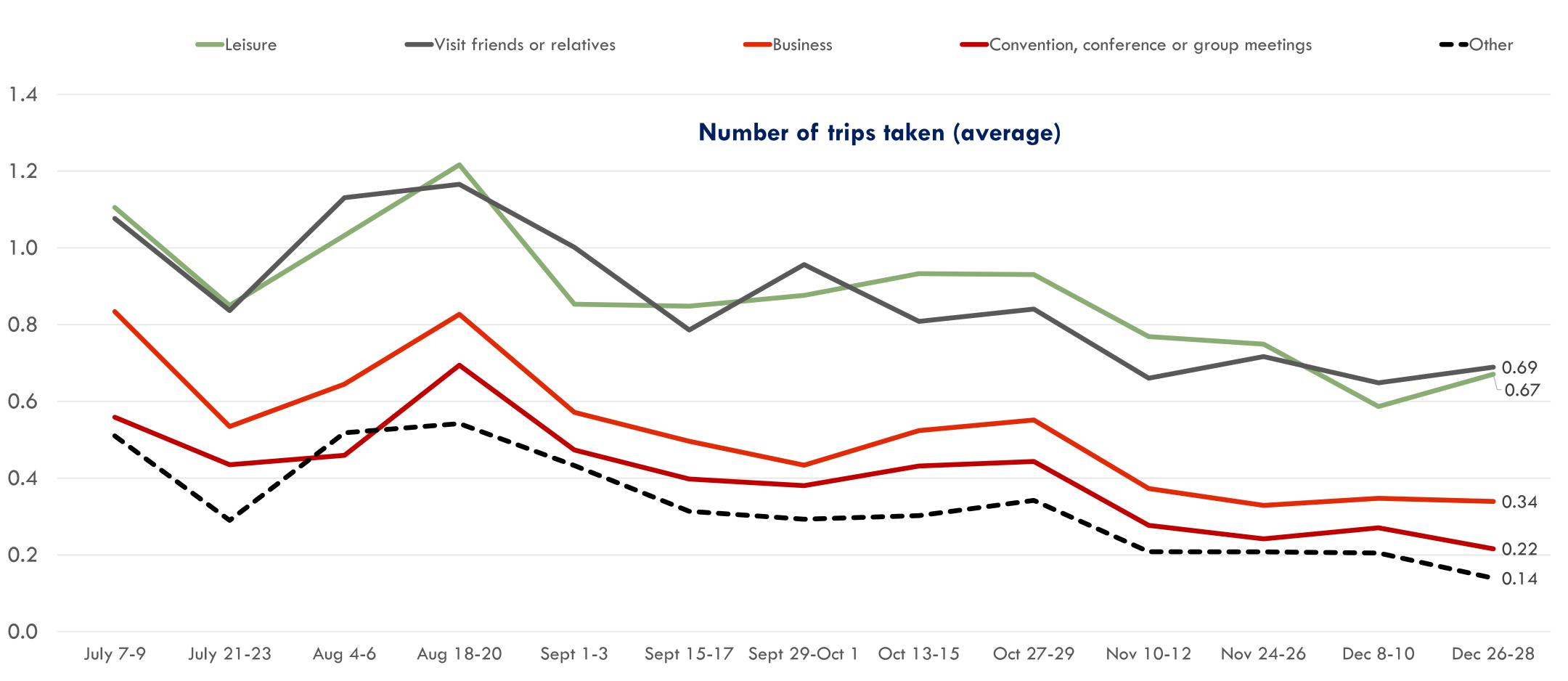








## **OVERNIGHT TRIPS IN THE PAST MONTH: BY TRIP TYPE**





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













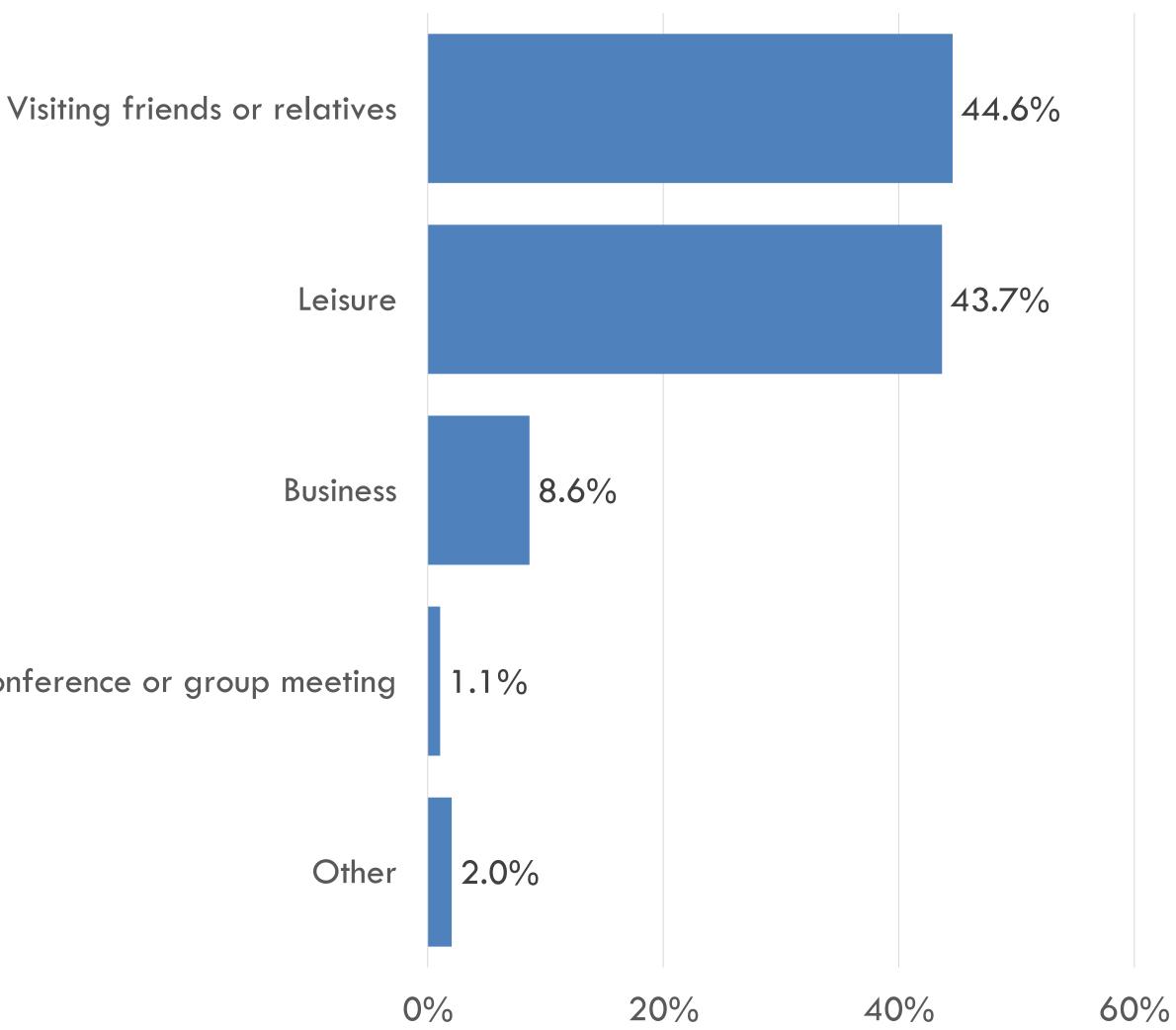
# **TYPE OF MOST RECENT OVERNIGHT TRIP**

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

(Base: Wave 81 data. Respondents who took 1 or more overnight trip(s) in the past month, 566 completed surveys. Data collected December 26-28, 2021)

Convention, conference or group meeting















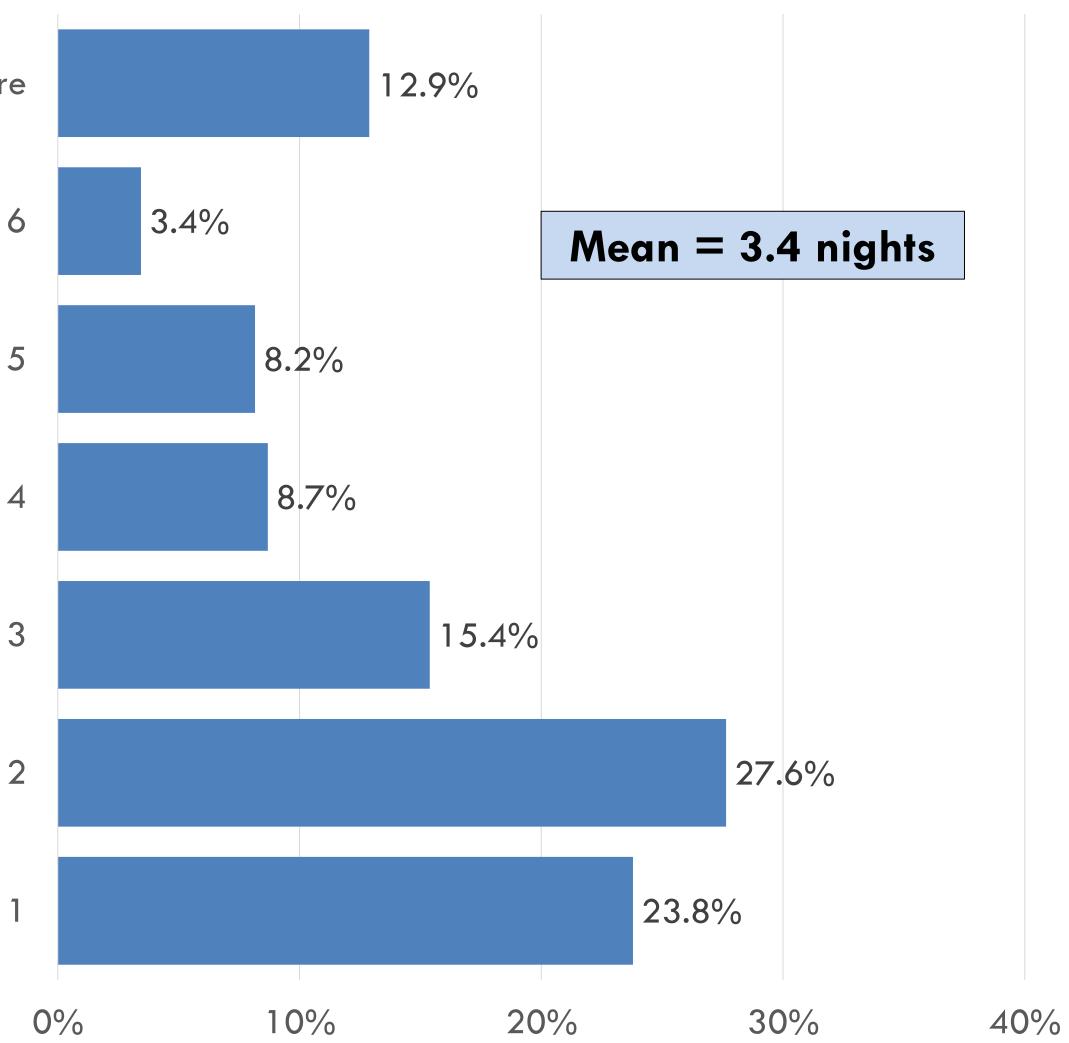
### **NIGHTS AWAY FROM HOME**

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

7 or more

(Base: Wave 81 data. Respondents who took 1 or more overnight trip(s) in the past month, 566 completed surveys. Data collected December 26-28, 2021)

















# **OVERNIGHT TRIP SPENDING**

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

Food and beverage

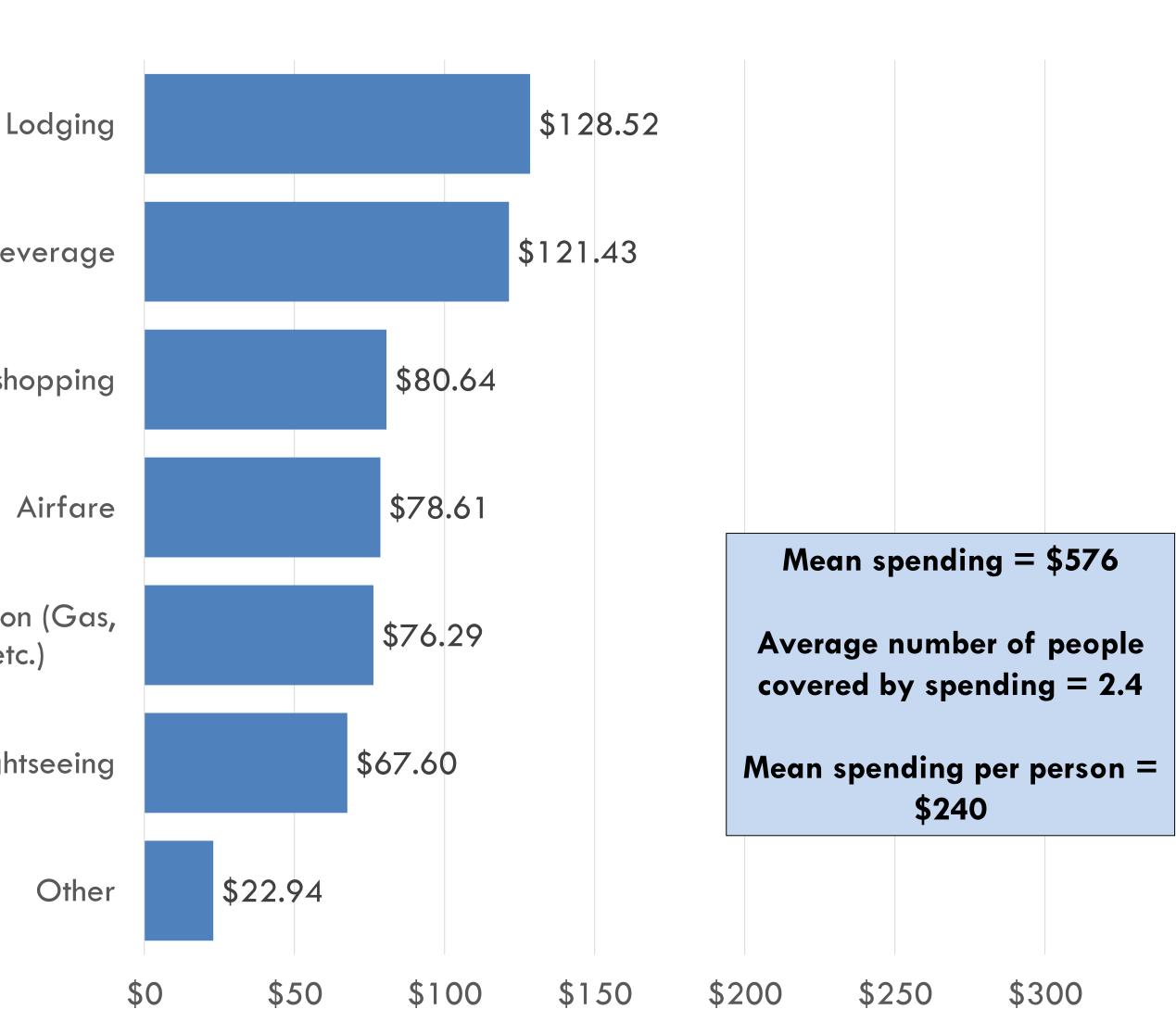
Retail shopping

(Base: Wave 81 data. Respondents who took 1 or more overnight trip(s) in the past month, 619 completed surveys. Data collected December 26-28, 2021)

Other transportation (Gas, Uber/taxis, etc.)

Entertainment and sightseeing











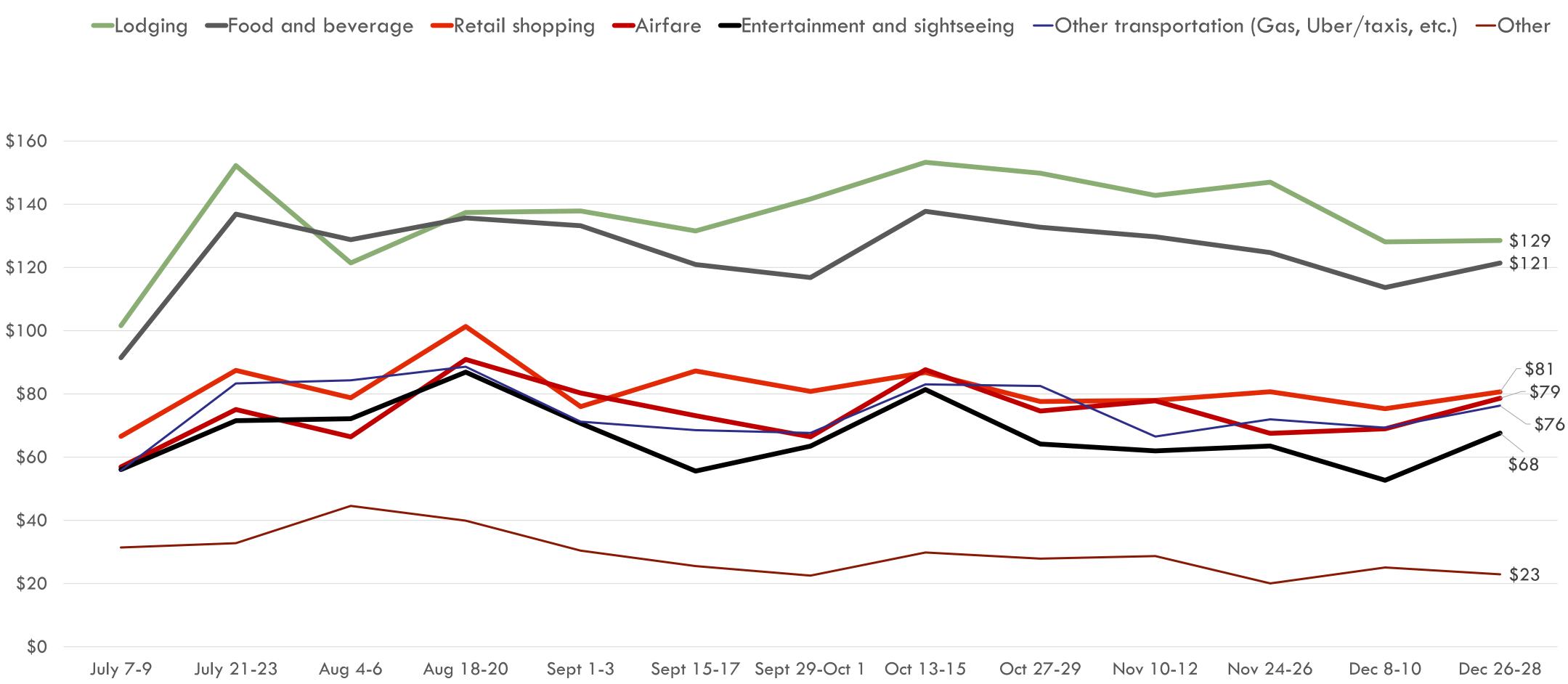






### **OVERNIGHT TRIP SPENDING**

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













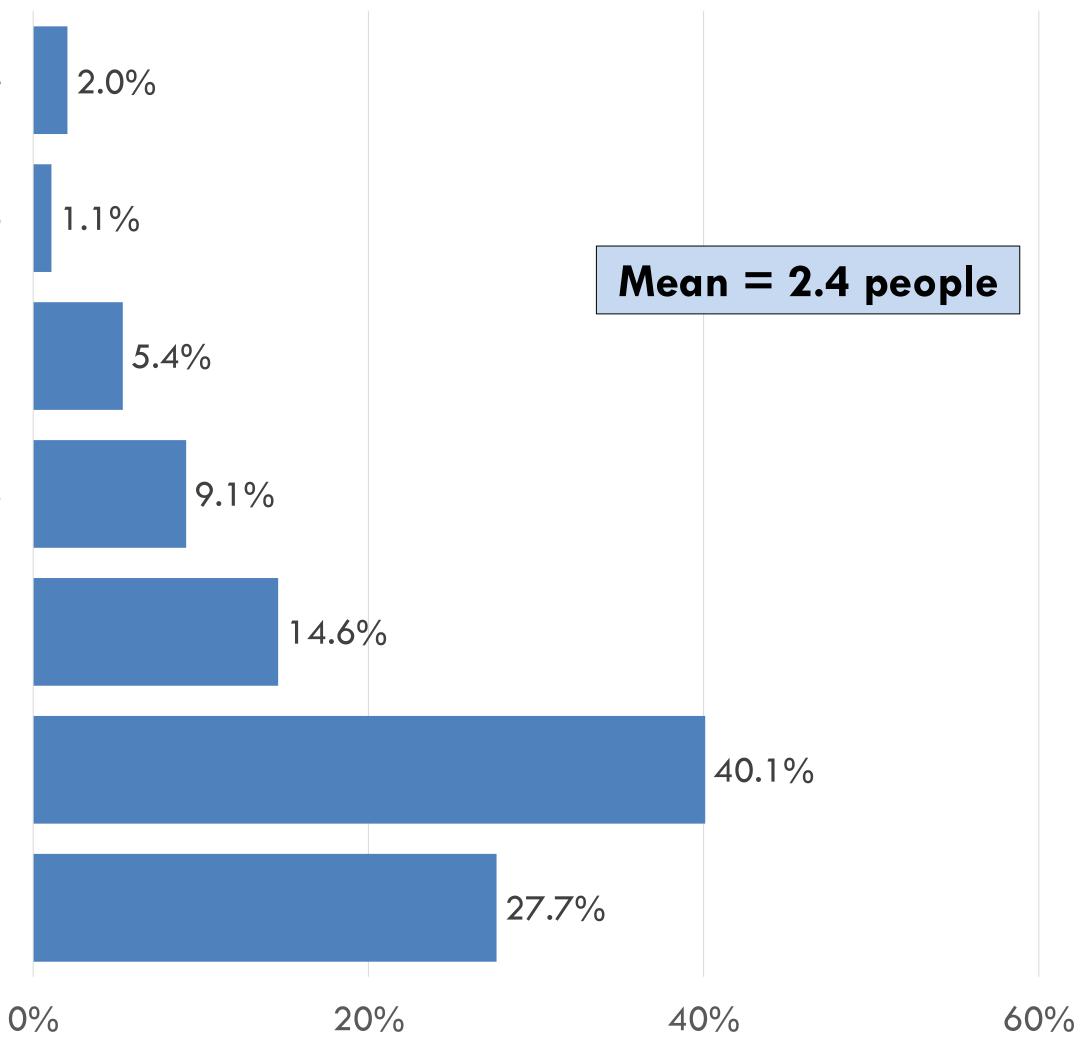




### NUMBER OF PEOPLE COVERED BY SPENDING

Question: How many people did this travel spending FULLY COVER? (Select one)	7 or more
	6
	5
(Base: Wave 81 data. Respondents who took 1 or more overnight trip(s) in the past month, 566 completed surveys. Data collected December 26-28, 2021)	4
	3
	2
	1

















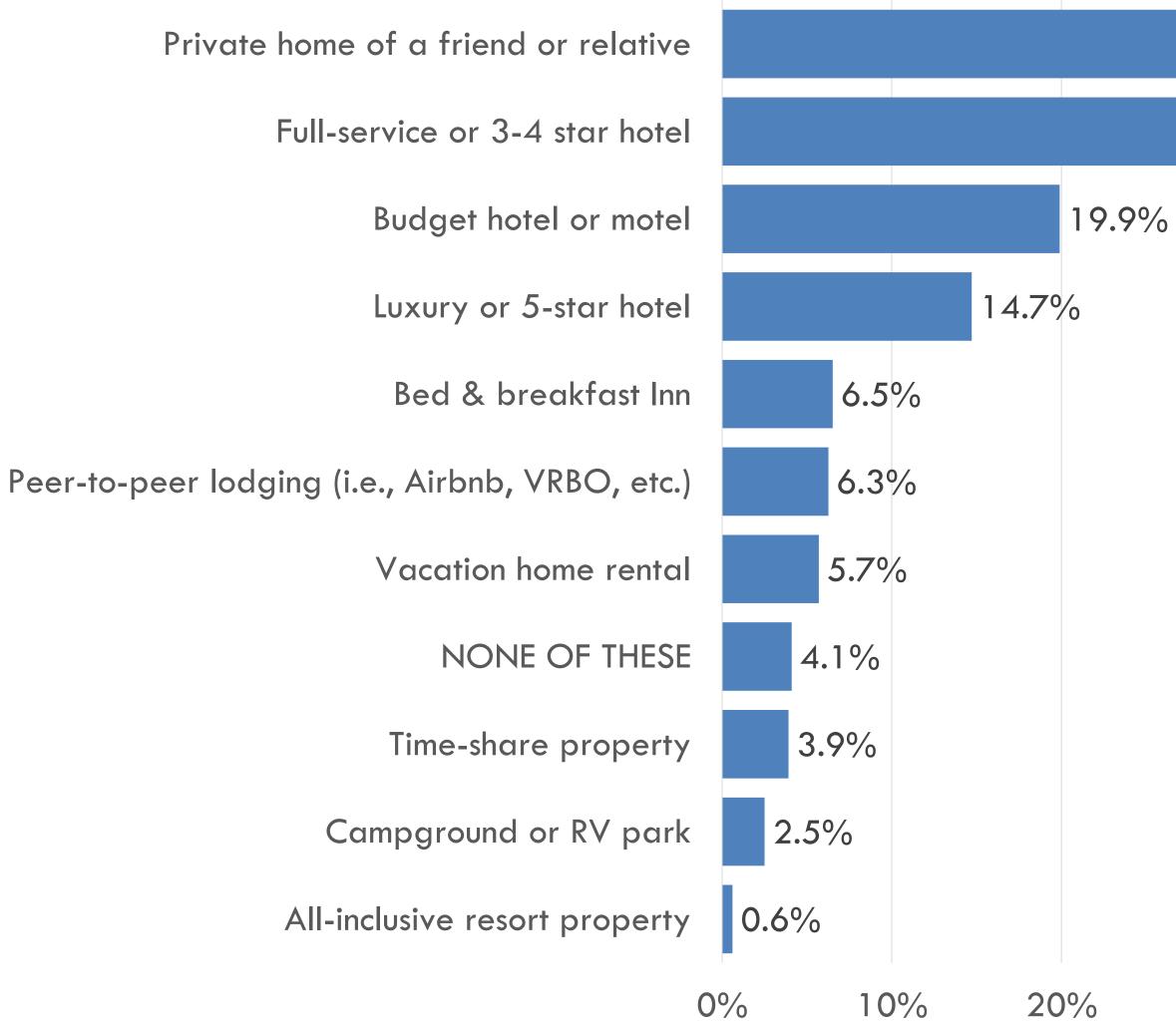
#### PLACE OF STAY

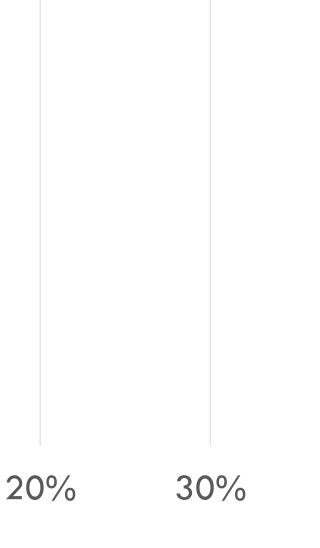
Question: In which of the following did	Private hom
you stay overnight on this trip?	

(Please select all the places you stayed)

(Base: Wave 81 data. Respondents who took 1 or more overnight trip(s) in the past month, 566 completed surveys. Data collected December 26-28, 2021)







30.6%

28.5%







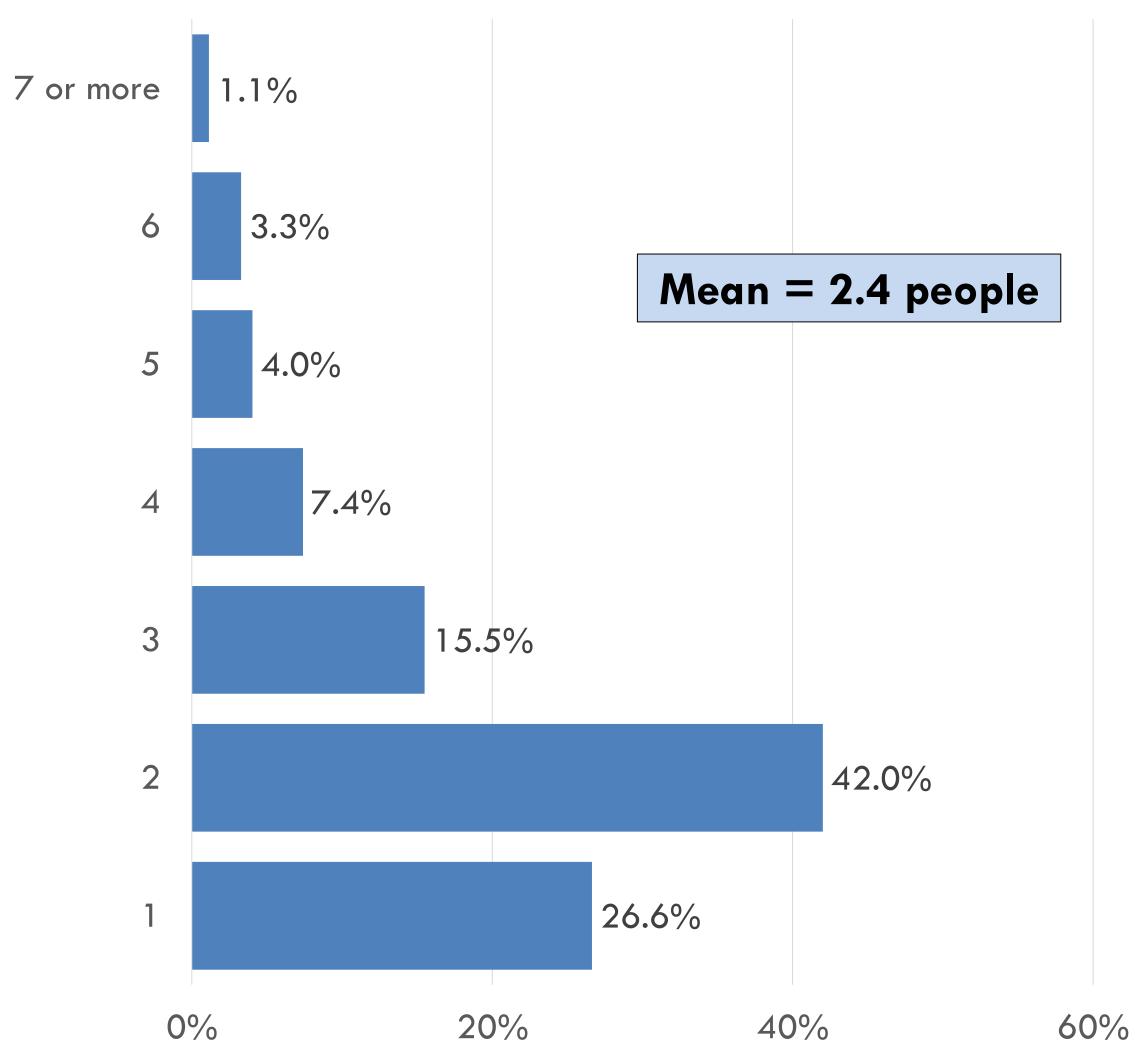
### NUMBER OF PEOPLE IN HOTEL ROOM

Question: On your most recent hotel stay, HOW MANY PEOPLE in total stayed overnight in your hotel room?

(Please include yourself in this answer)

(Base: Wave 81 data. Respondents who took 1 or more overnight trip(s) in the past month, 346 completed surveys. Data collected December 26-28, 2021)

















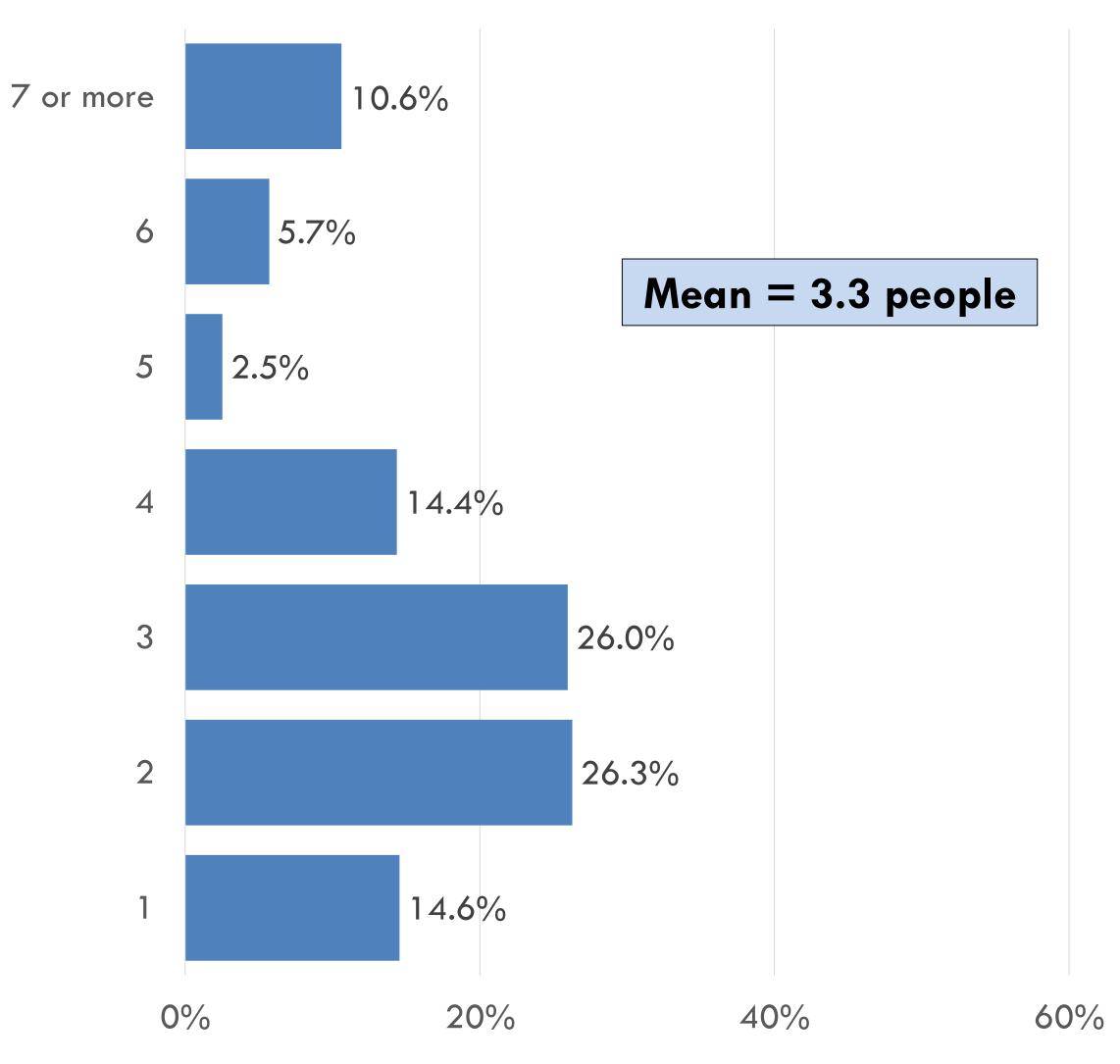
### NUMBER OF PEOPLE IN VACATION RENTAL

Question: On your most recent hotel stay, HOW MANY PEOPLE in total stayed overnight in your Airbnb or vacation home rental?

(Please include yourself in this answer)

(Base: Wave 81 data. Respondents who took 1 or more overnight trip(s) in the past month, 58 completed surveys. Data collected December 26-28, 2021)

















### **DESTINATION TYPES VISITED**

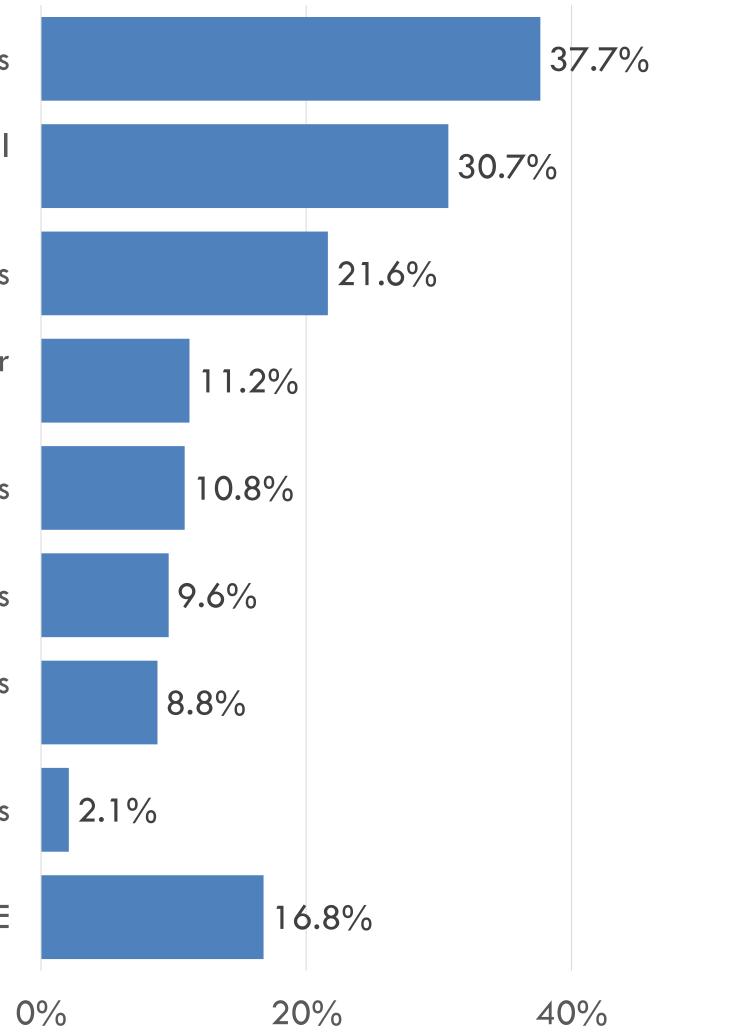
Question: Which of the following did you visit on this overnight trip?	Cities or
(Please select all the places you visited on this trip)	Small tow destine
	Beach
	State, county c recrea
(Base: Wave 81 data. Respondents who took 1 or more overnight trip(s) in the past month, 566 completed surveys. Data collected December 26-28, 2021)	Theme c
	Mountain (inclue





- wns, villages or rural nations/attractions
- destinations/resorts
- or regional parks or eation areas
- U.S. National Parks
- or amusement parks
- destinations/resorts uding ski resorts)
- Desert destinations/resorts

NONE OF THESE







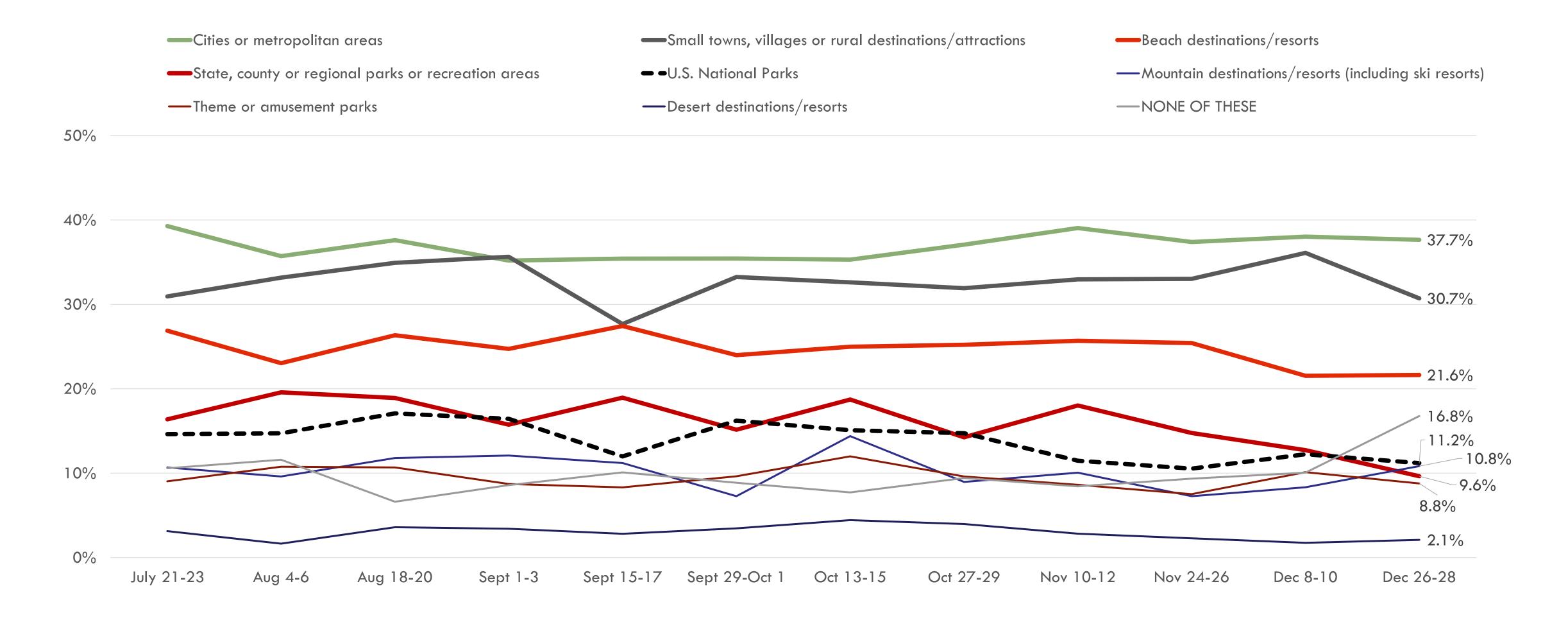






### **DESTINATION TYPES VISITED**

#### Question: Which of the following did you visit on this overnight trip? (Please select all the places you visited on this trip)

















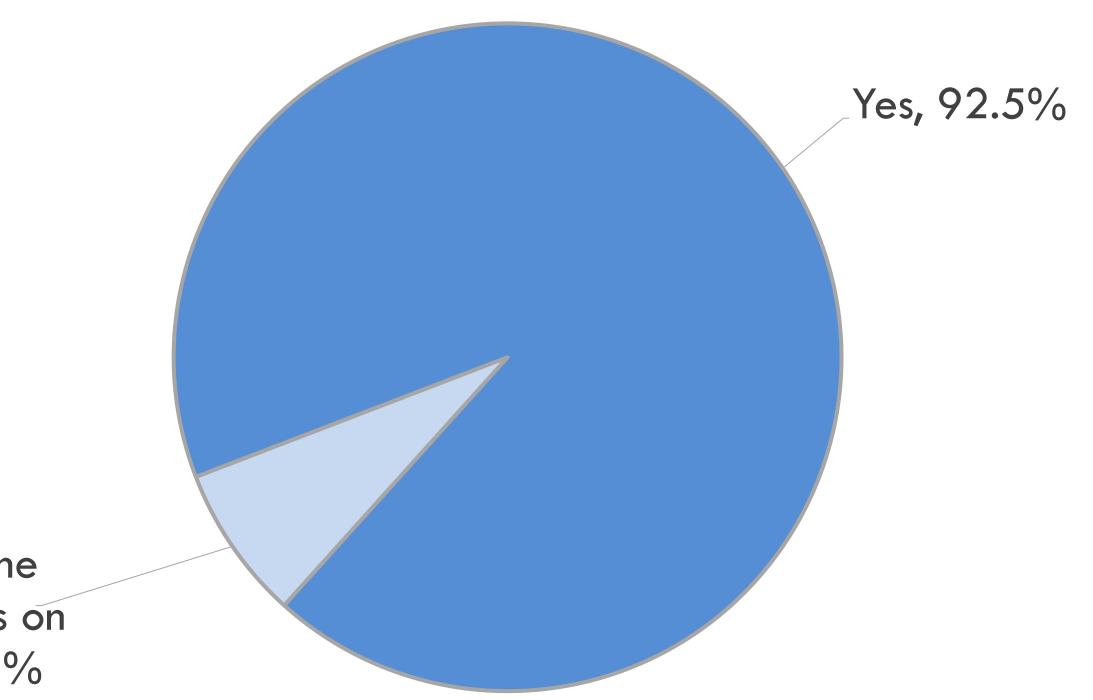
#### **INTERNATIONAL OVERNIGHT TRIP**

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

(Base: Wave 81 data. Respondents who took 1 or more overnight trip(s) in the past month, 566 completed surveys. Data collected December 26-28, 2021)

No - I left the United States on this trip, 7.5%











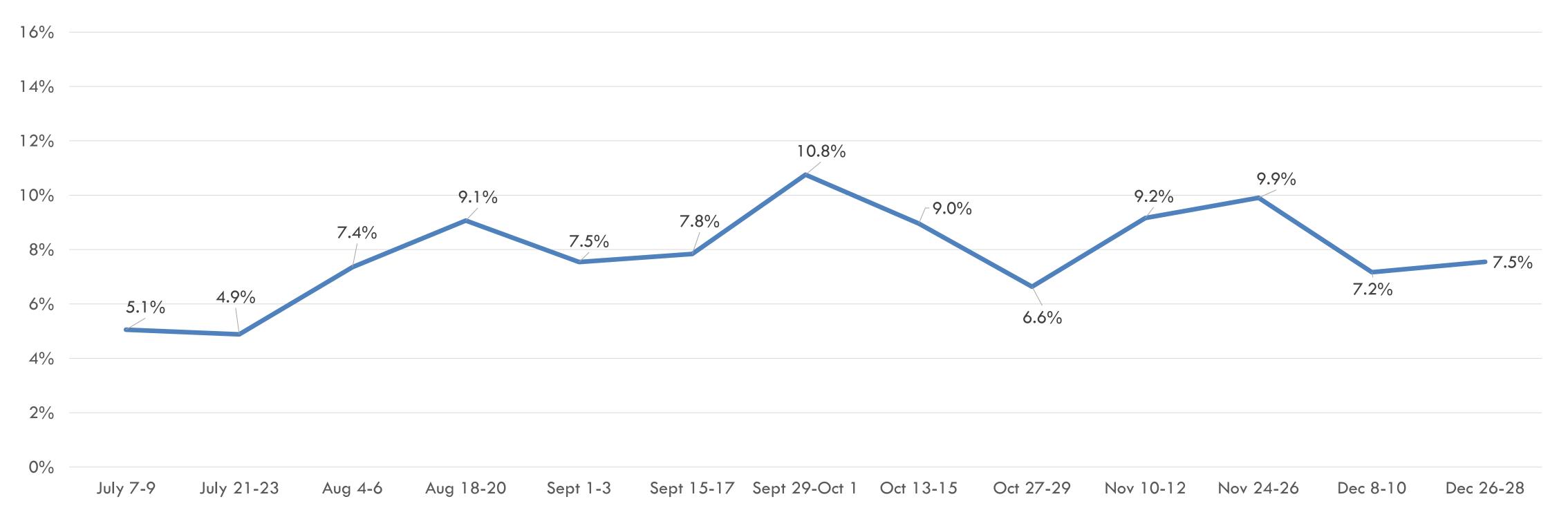




### **INTERNATIONAL OVERNIGHT TRIP**

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

#### % No, I left the United States on this trip













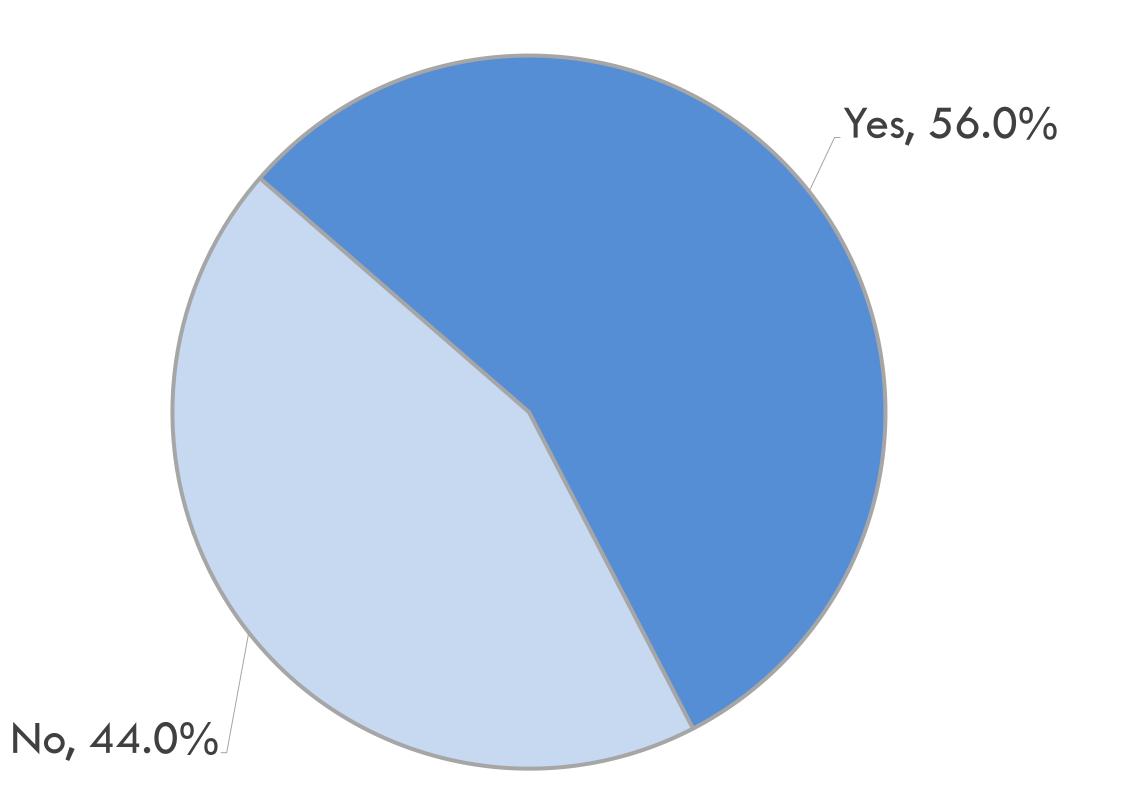


#### **REGIONAL OVERNIGHT TRIP**

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

(Base: Wave 81 data. Respondents who took 1 or more overnight trip(s) in the past month, 566 completed surveys. Data collected December 26-28, 2021)











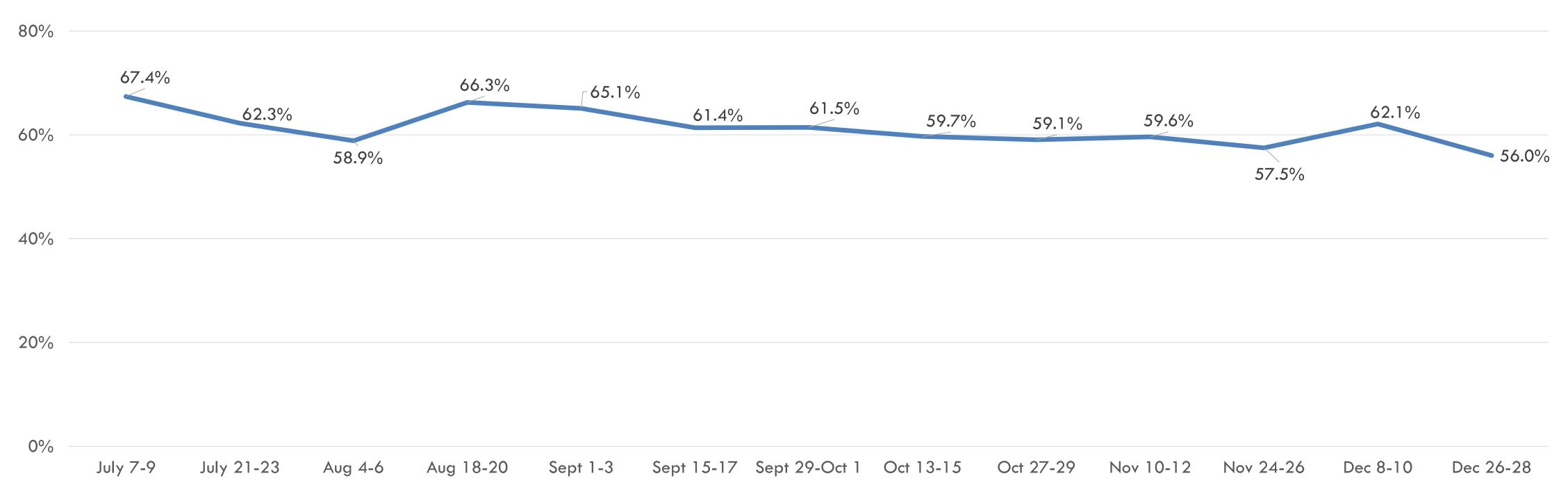






### **REGIONAL OVERNIGHT TRIP**

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



















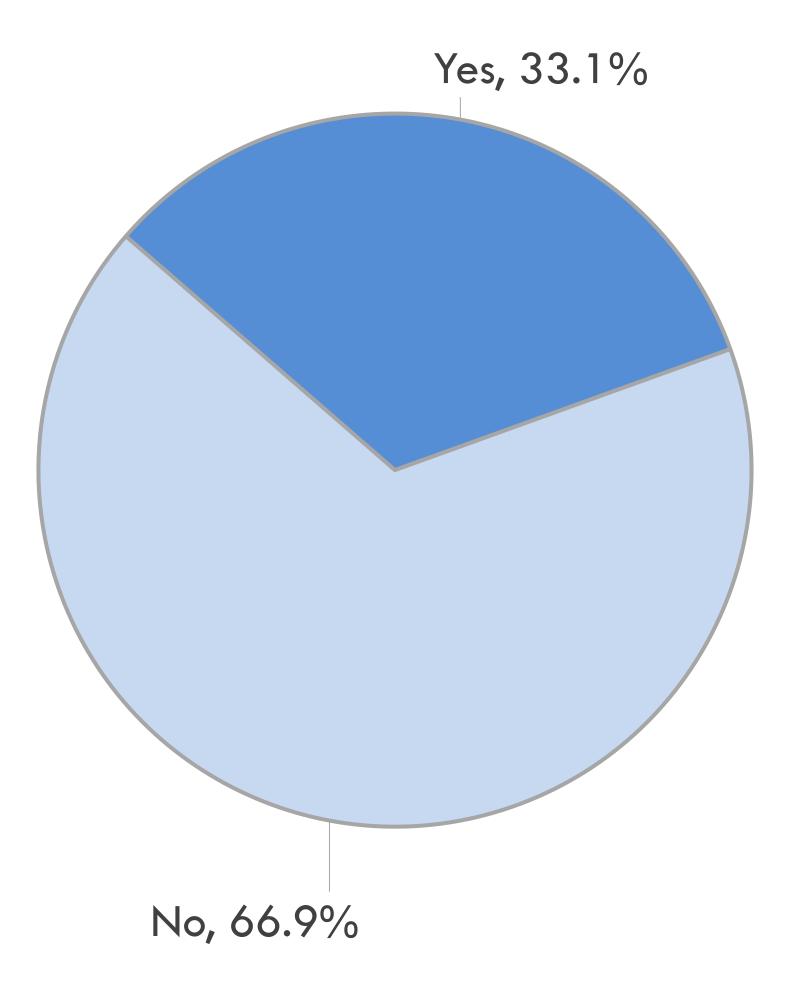


#### **USE OF COMMERCIAL AIRLINE ON OVERNIGHT TRIP**

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

(Base: Wave 81 data. Respondents who took 1 or more overnight trip(s) in the past month, 566 completed surveys. Data collected December 26-28, 2021)















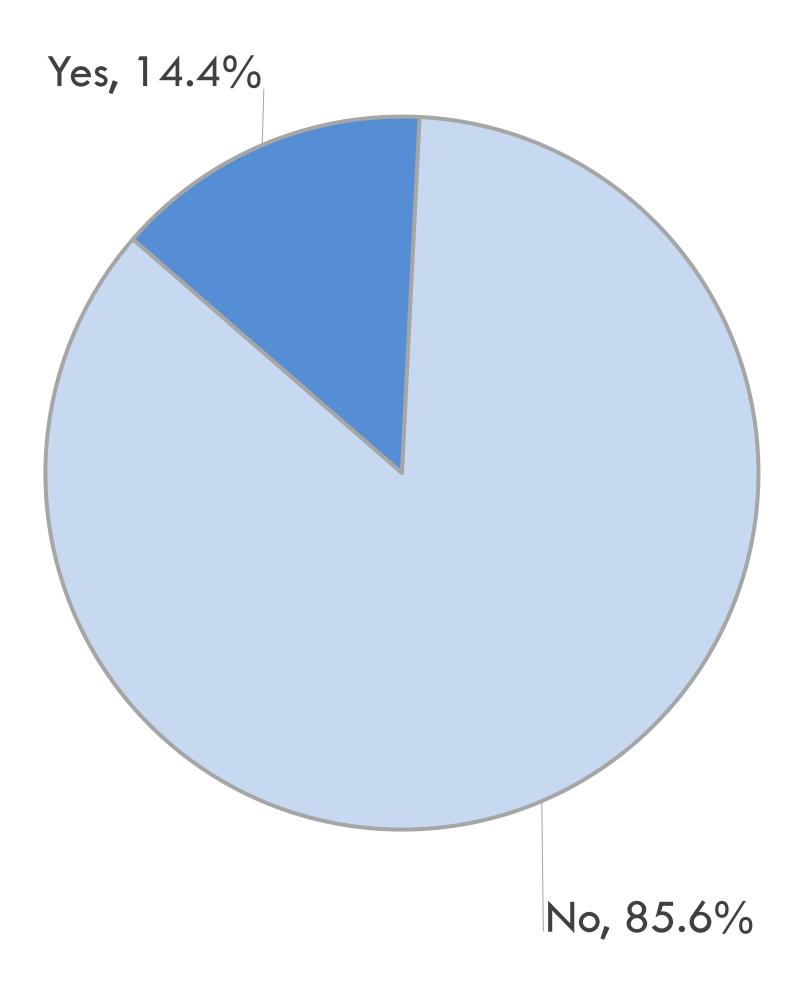


### **USE OF INTER-CITY TRAIN ON OVERNIGHT TRIP**

#### Question: Did you travel using a **INTER-CITY TRAIN** on this overnight trip?

(Base: Wave 81 data. Respondents who took 1 or more overnight trip(s) in the past month, 566 completed surveys. Data collected December 26-28, 2021)









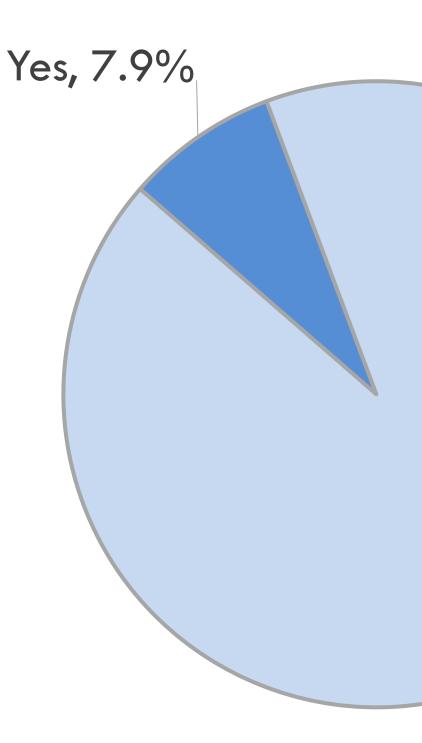






### USE OF COMMERCIAL CRUISE LINE ON OVERNIGHT TRIP

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



(Base: Wave 81 data. Respondents who took 1 or more overnight trip(s) in the past month, 566 completed surveys. Data collected December 26-28, 2021)

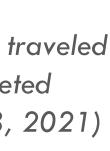


Question: How much did you spend (IN TOTAL) for your cruise tickets/package?

> Mean = \$1,414**Spent on Cruise** Tickets/Package

No, 92.1%

(Base: Wave 81 data. Respondents who traveled using a commercial cruise line, 41 completed surveys. Data collected December 26-28, 2021)













# MOST RECENT DAY TRIP



111111

### DAY TRIPS IN THE PAST MONTH: BY TRIP TYPE

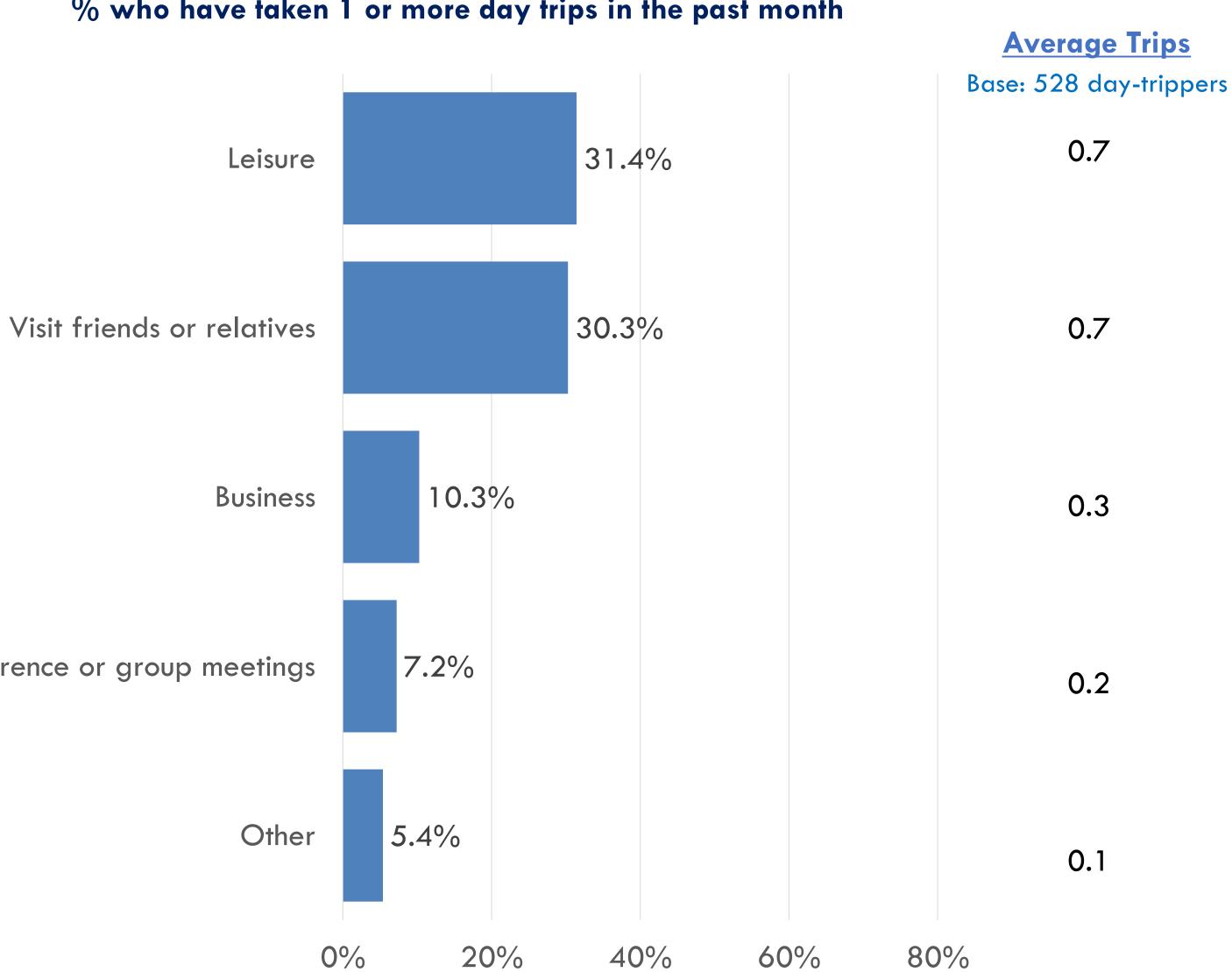
#### **Question: How many DAY TRIPS** (i.e., no overnight stay) of each type have you taken in the PAST **MONTH?**

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

Convention, conference or group meetings



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





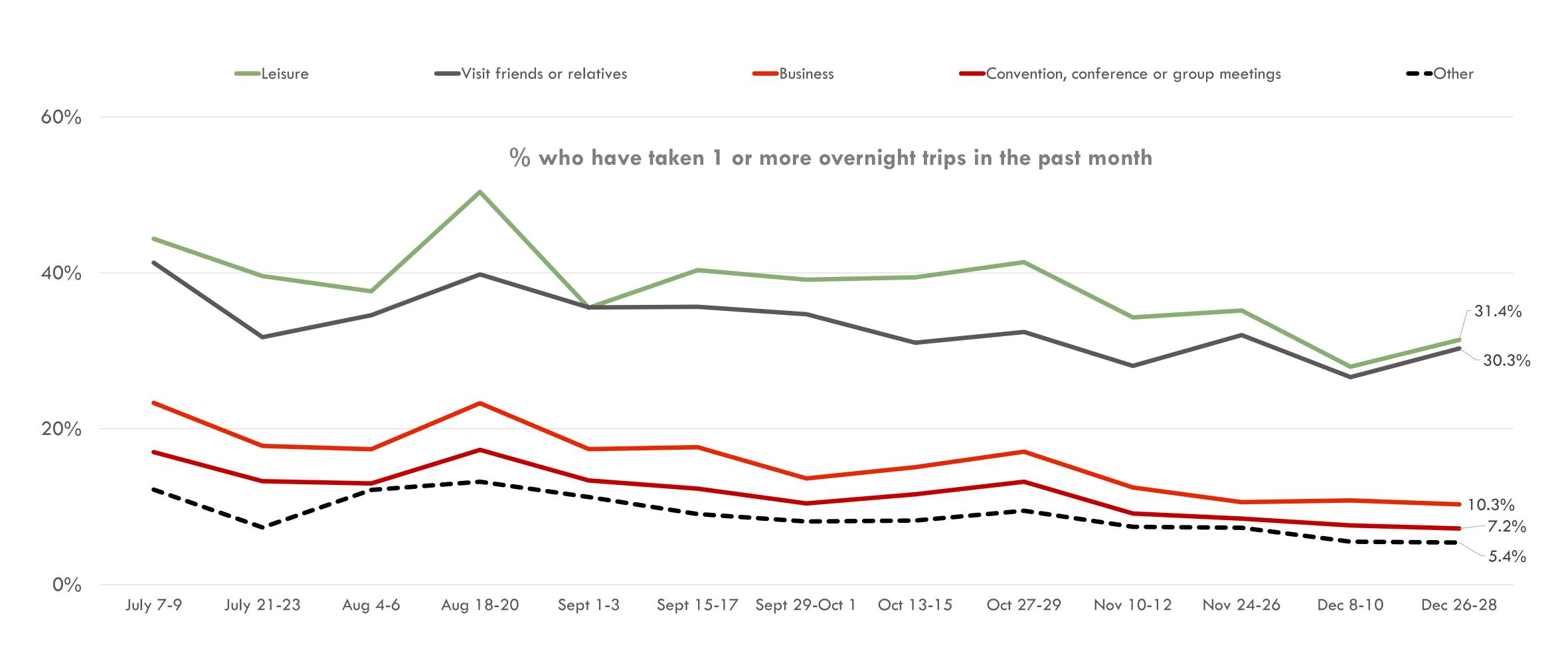






### DAY TRIPS IN THE PAST MONTH: BY TRIP TYPE

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











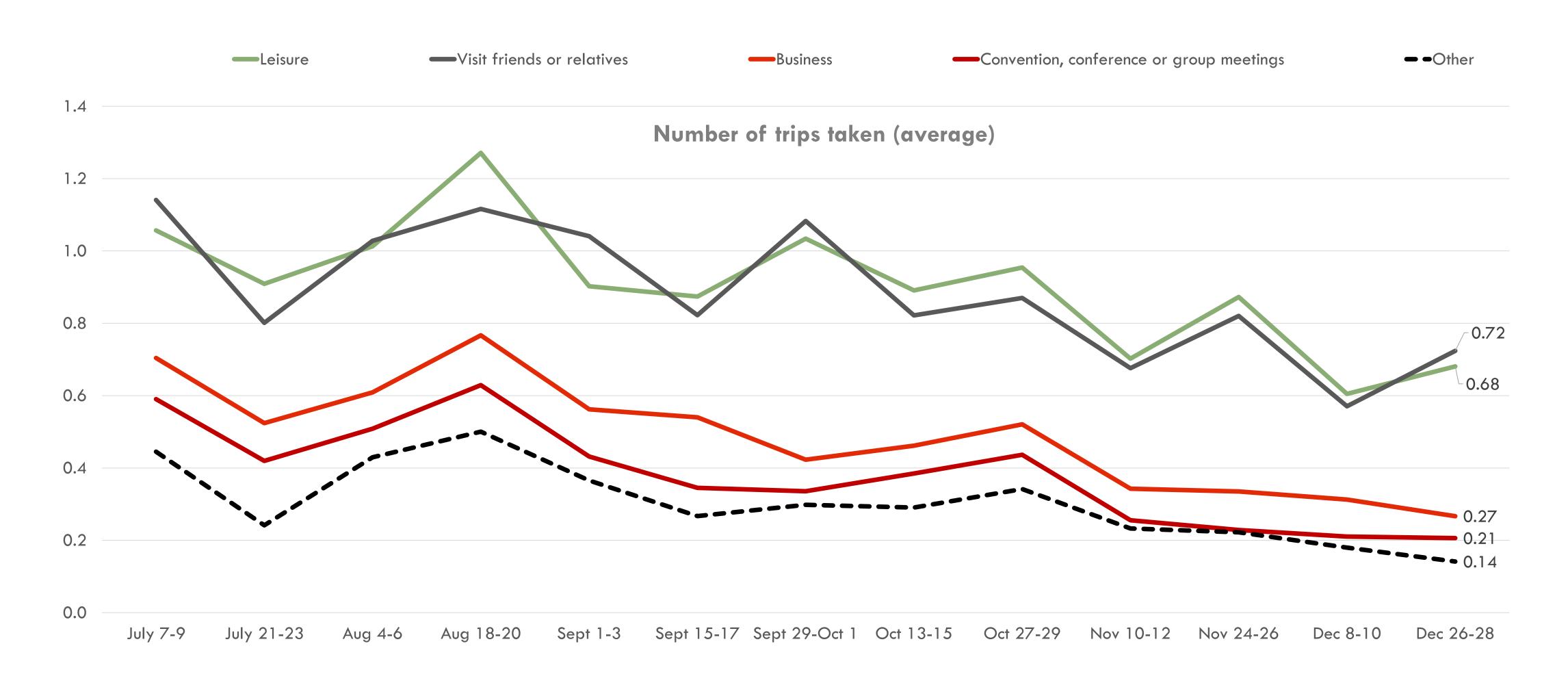






### DAY TRIPS IN THE PAST MONTH: BY TRIP TYPE

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















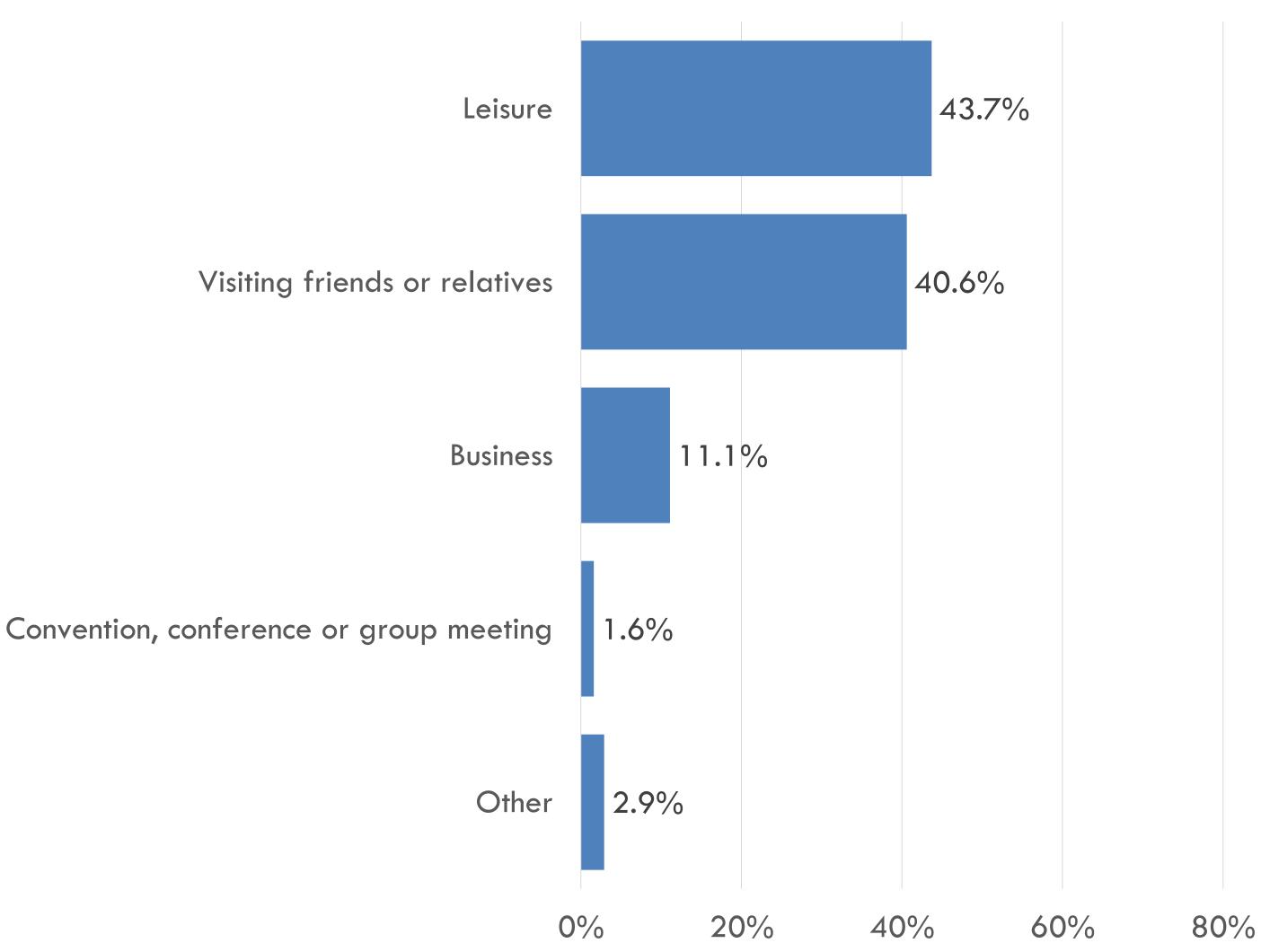


### **TYPE OF MOST RECENT DAY TRIP**

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

(Base: Wave 81 data. Respondents who took 1 or more day trip(s) in the past month, 528 completed surveys. Data collected December 26-28, 2021)

















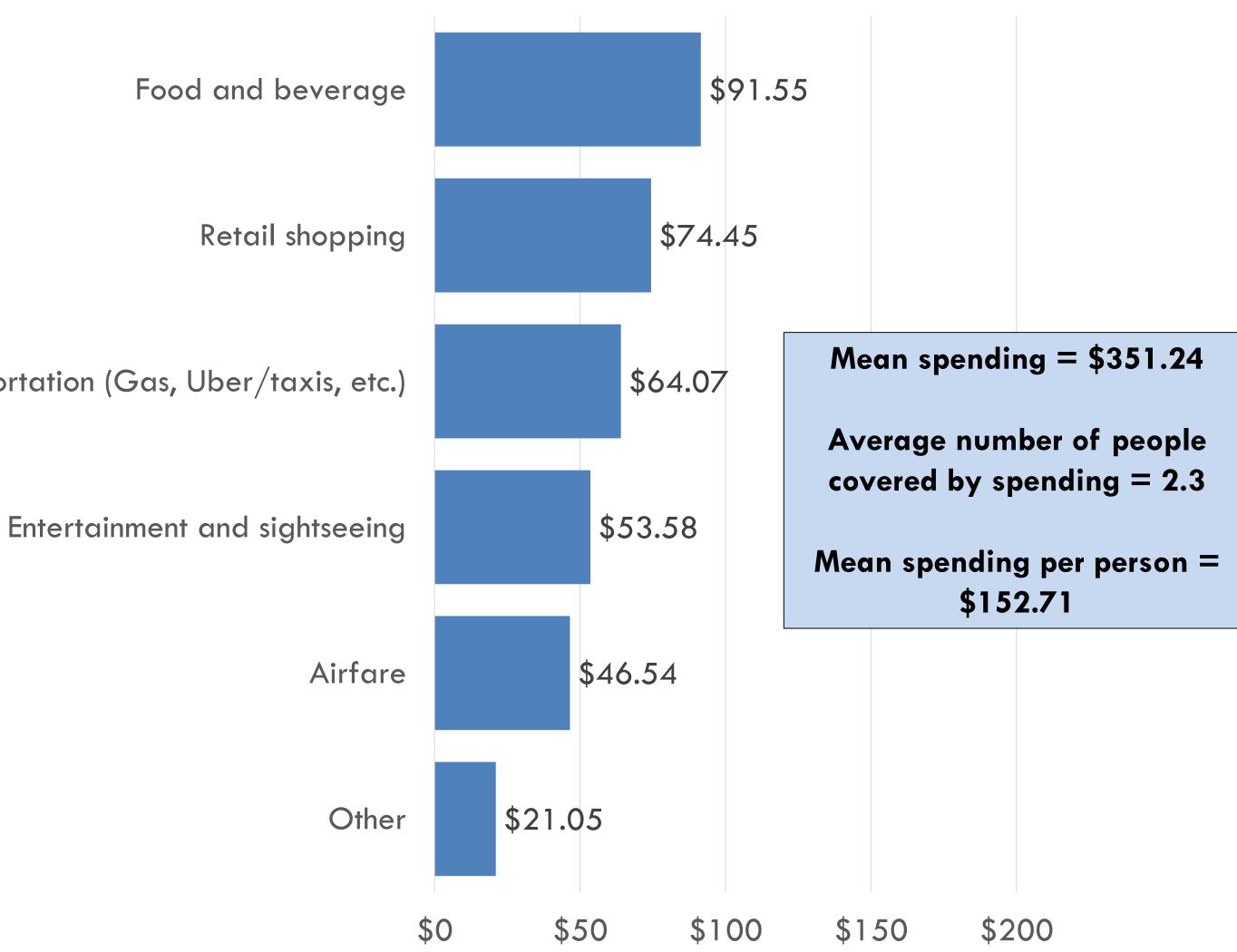
#### Destination Destination

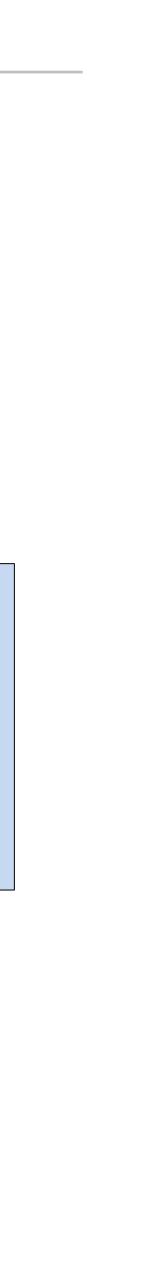
#### DAY TRIP SPENDING

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

Other transportation (Gas, Uber/taxis, etc.)

(Base: Wave 81 data. Respondents who took 1 or more day trip(s) in the past month, 528 completed surveys. Data collected December 26-28, 2021









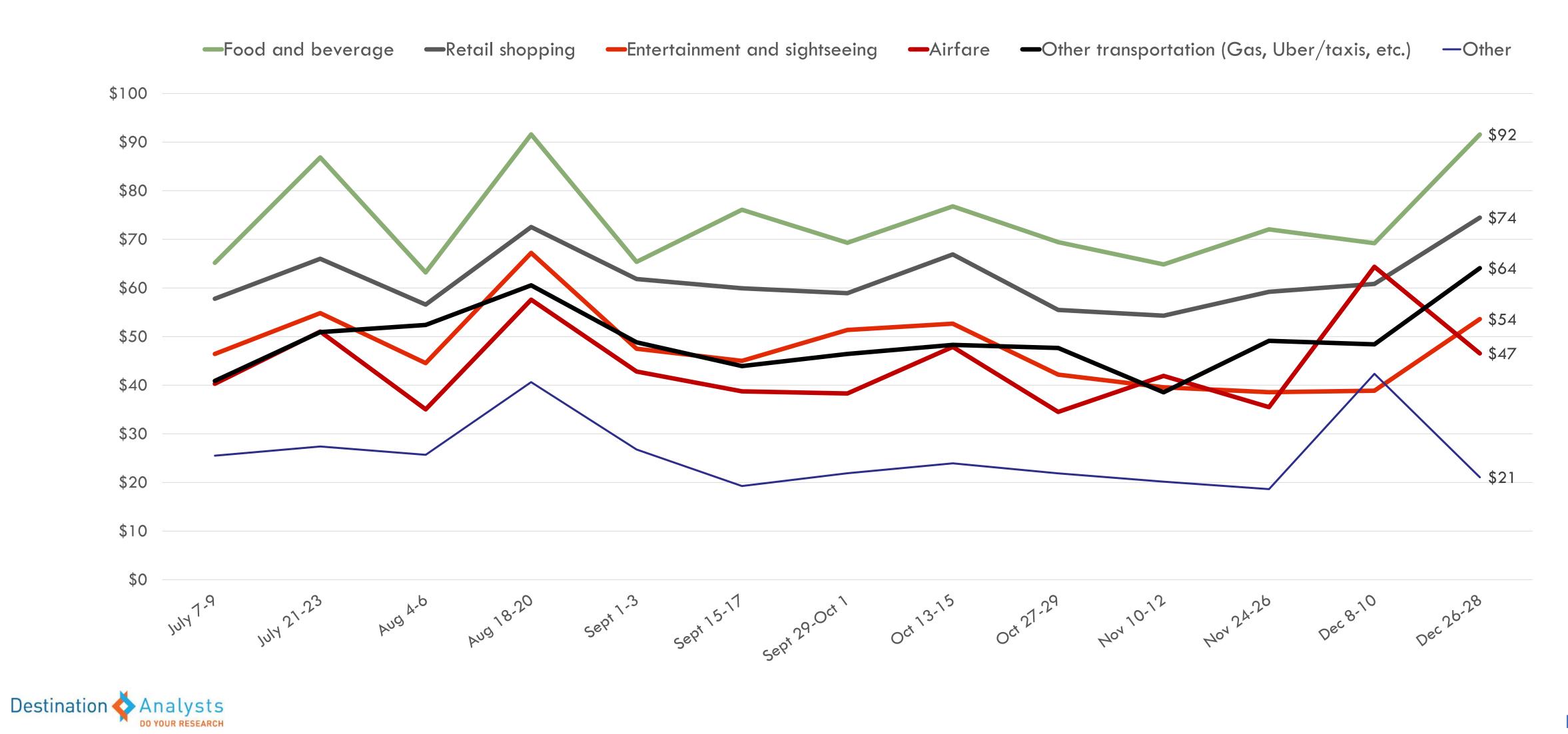






#### DAY TRIP SPENDING

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













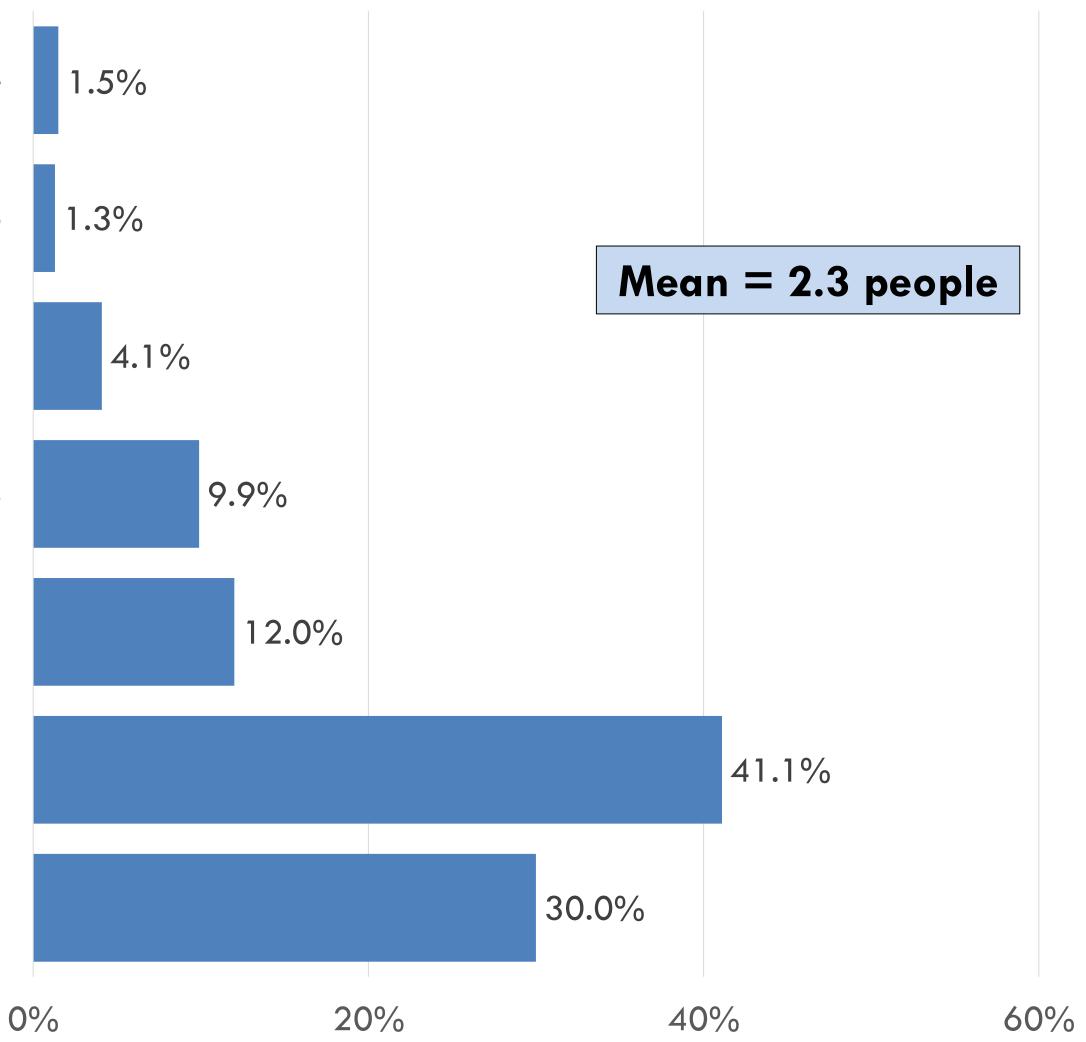


### NUMBER OF PEOPLE COVERED BY SPENDING

1

Question: How many people's travel expenses did this spending FULLY COVER? (Select one)	7 or more
	6
	5
(Base: Wave 81 data. Respondents who took 1 or more day trip(s) in the past month, 528 completed	4
surveys. Data collected December 26-28, 2021	3
	2















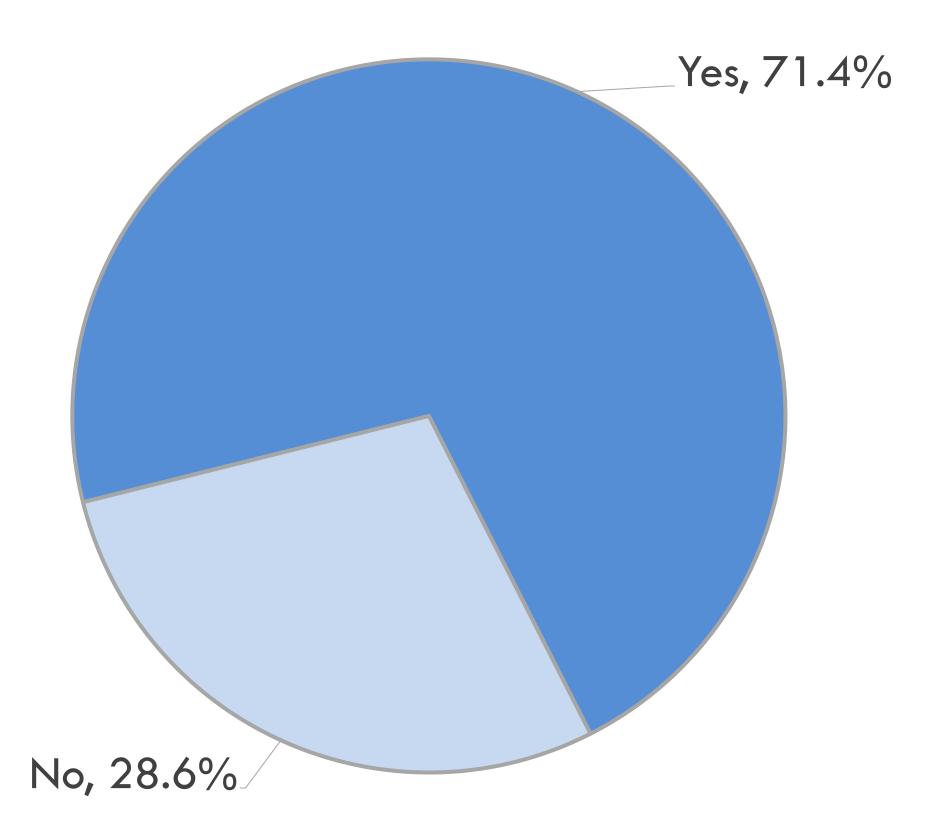


#### **REGIONAL DAY TRIP**

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

(Base: Wave 81 data. Respondents who took 1 or more day trip(s) in the past month, 528 completed surveys. Data collected December 26-28, 2021









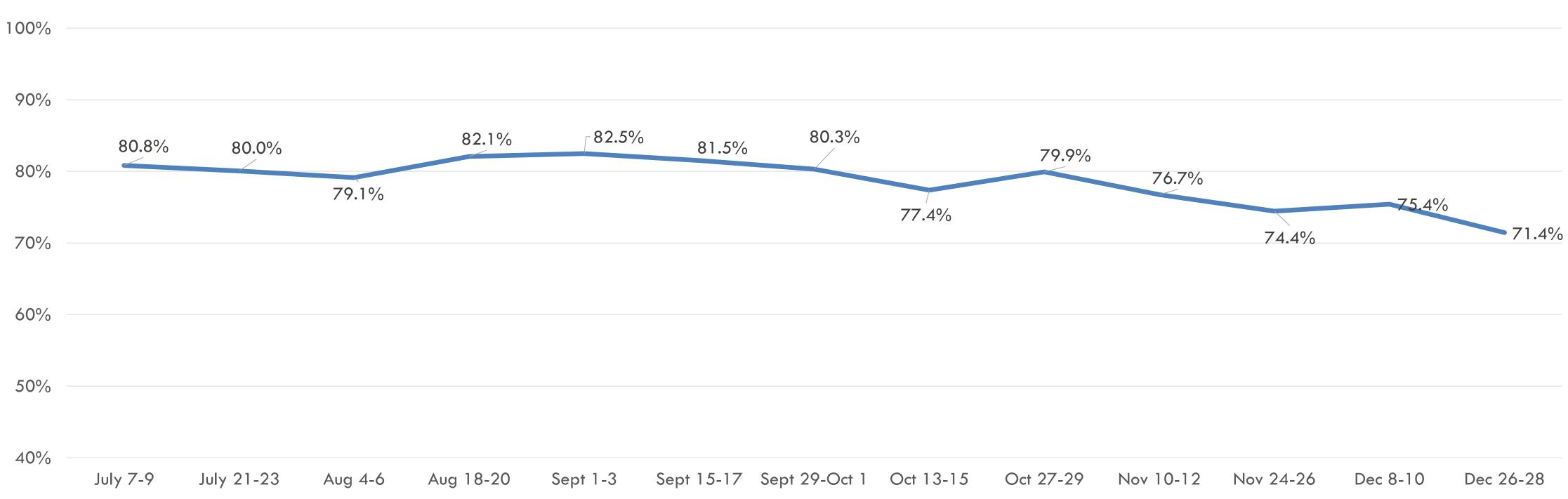






#### **REGIONAL DAY TRIP**

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



















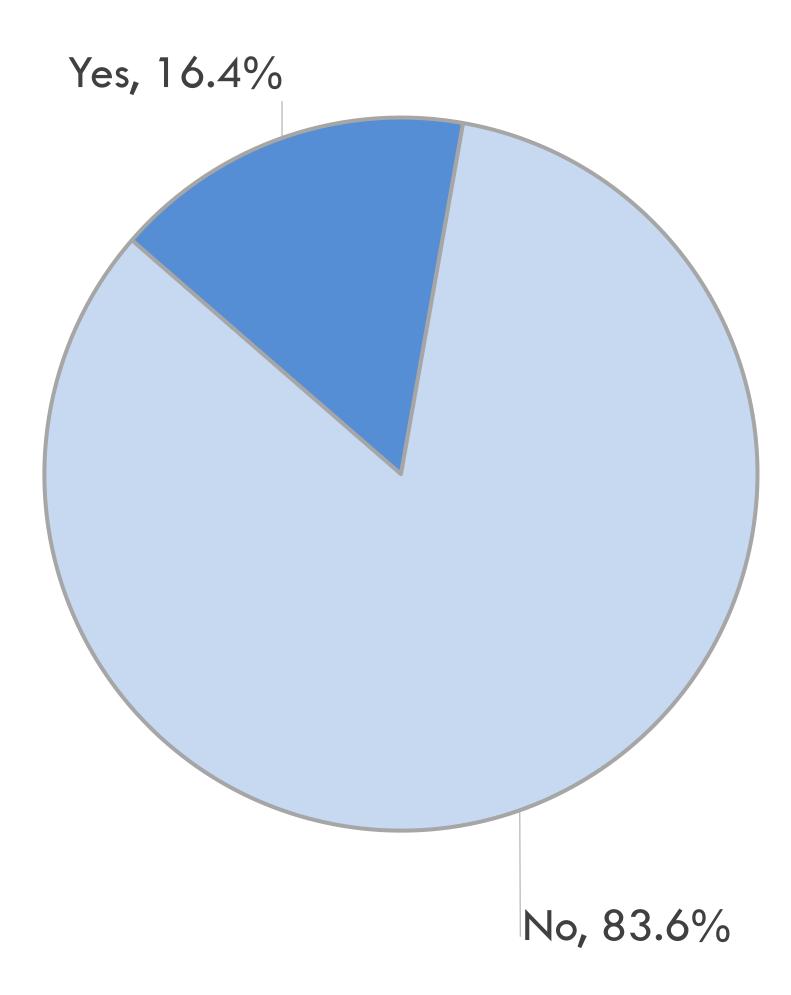


### **USE OF COMMERCIAL AIRLINE ON DAY TRIP**

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

(Base: Wave 81 data. Respondents who took 1 or more day trip(s) in the past month, 528 completed surveys. Data collected December 26-28, 2021















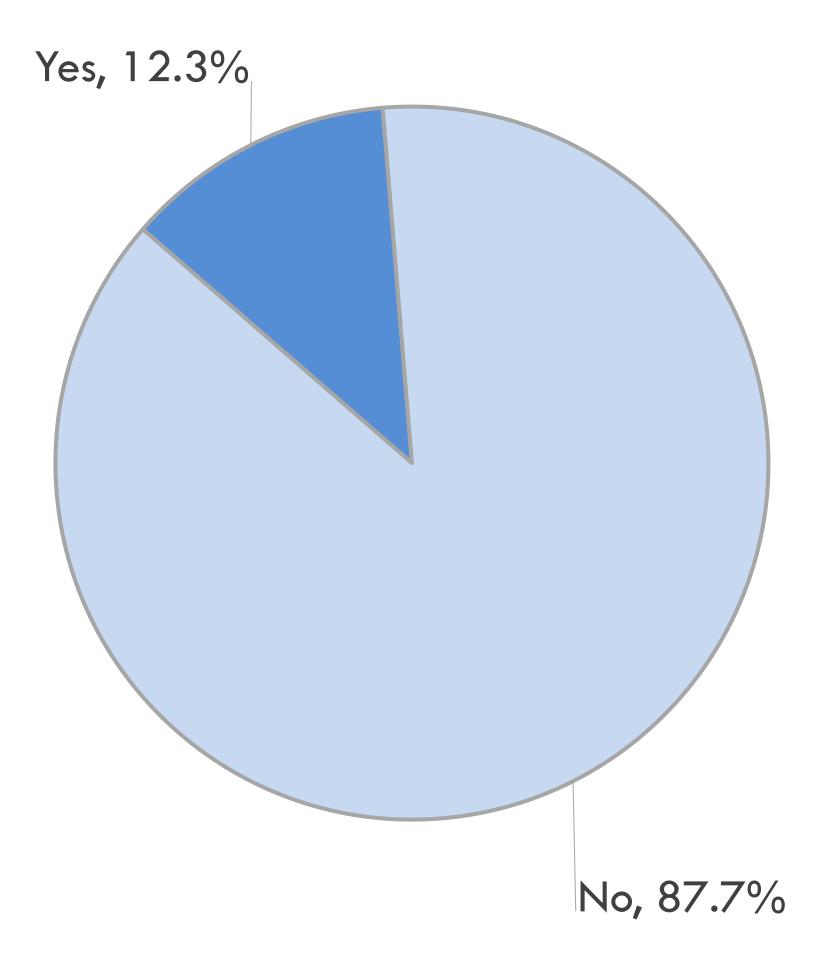


### **USE OF INTER-CITY TRAIN ON DAY TRIP**

Question: Did you travel by INTER-**CITY TRAIN** on this day trip?

(Base: Wave 81 data. Respondents who took 1 or more day trip(s) in the past month, 528 completed surveys. Data collected December 26-28, 2021

















# HOHDAY TRAVE

#### **CHRISTMAS HOLIDAY TRAVEL**

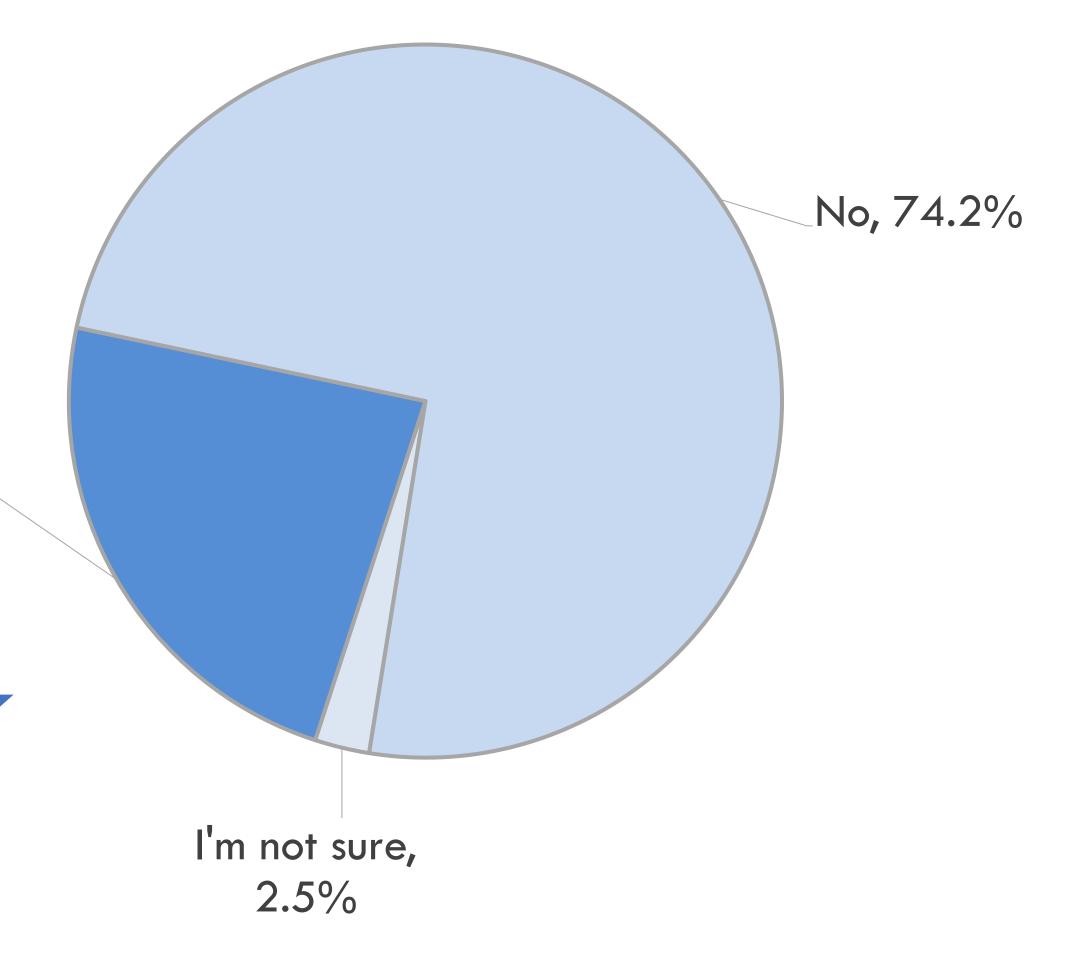
Question: Did you travel (50 miles or more one-way from your home) over the **Christmas Holiday?** 

Yes, 23.3%

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

**29.8**% Said they Would Week of **Dec** 13













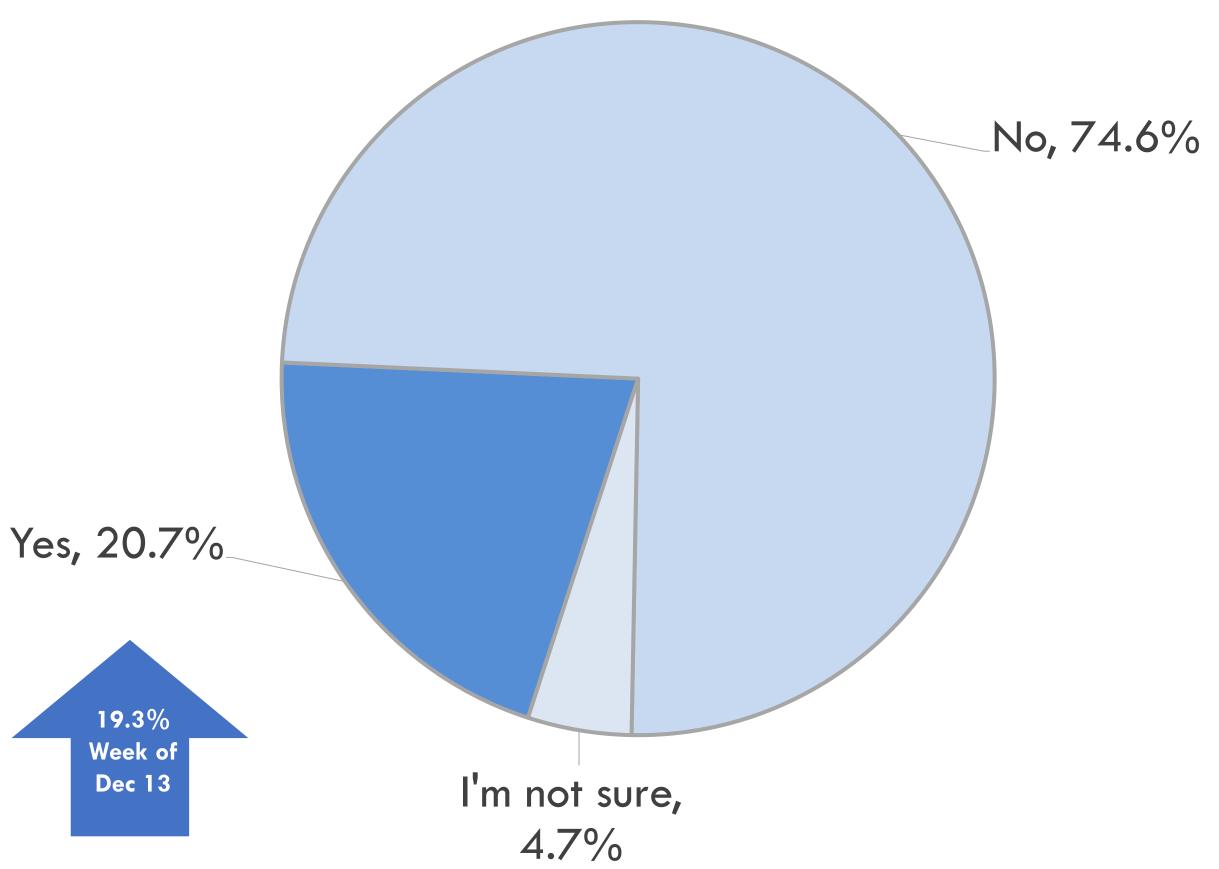




#### **NEW YEAR'S TRAVEL PLANS**

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

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

















## FINANCIAL WEELN ESS



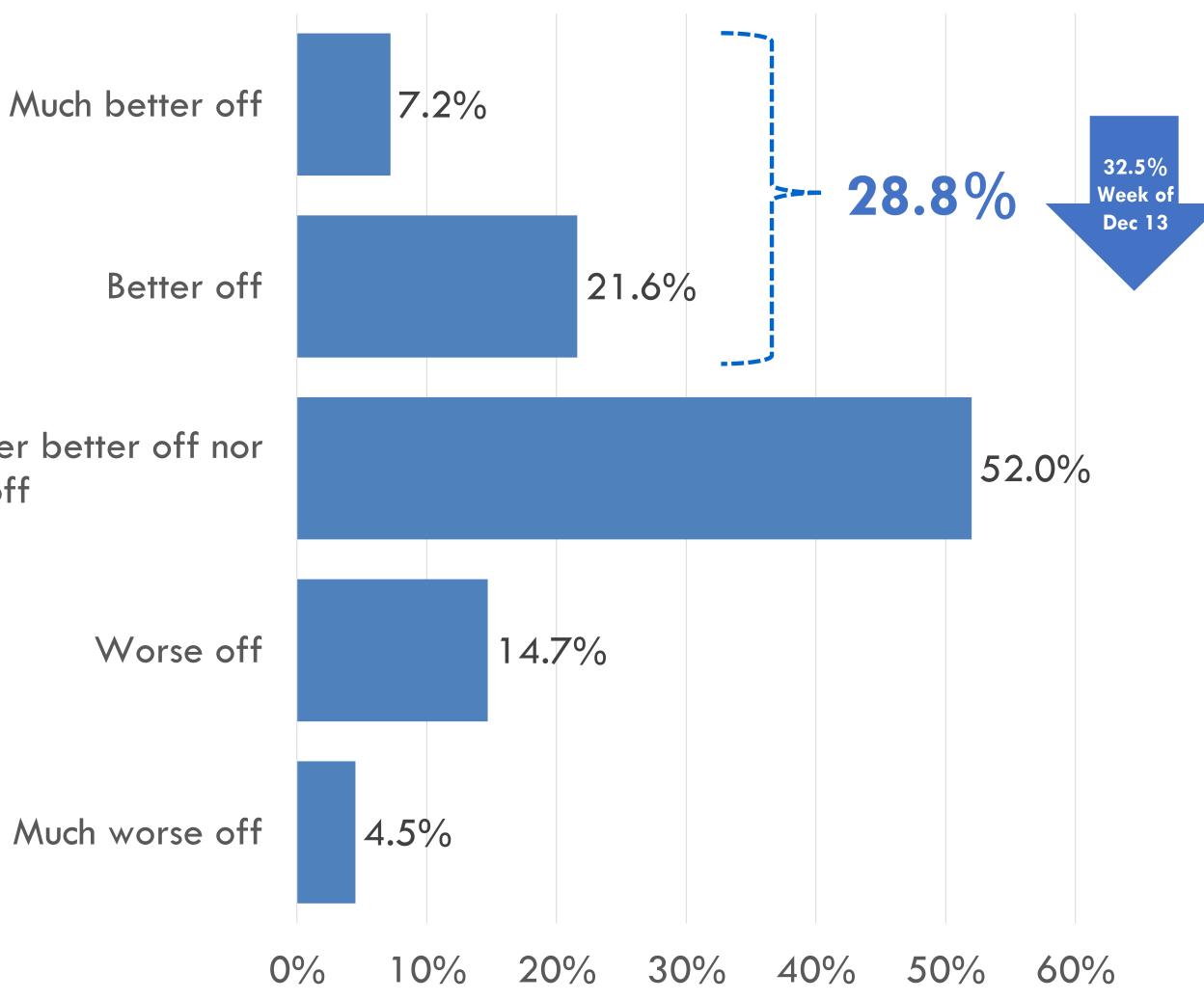
### **CURRENT HOUSEHOLD FINANCIAL STATUS**

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 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

UNCHANGED - Neither better off nor worse off













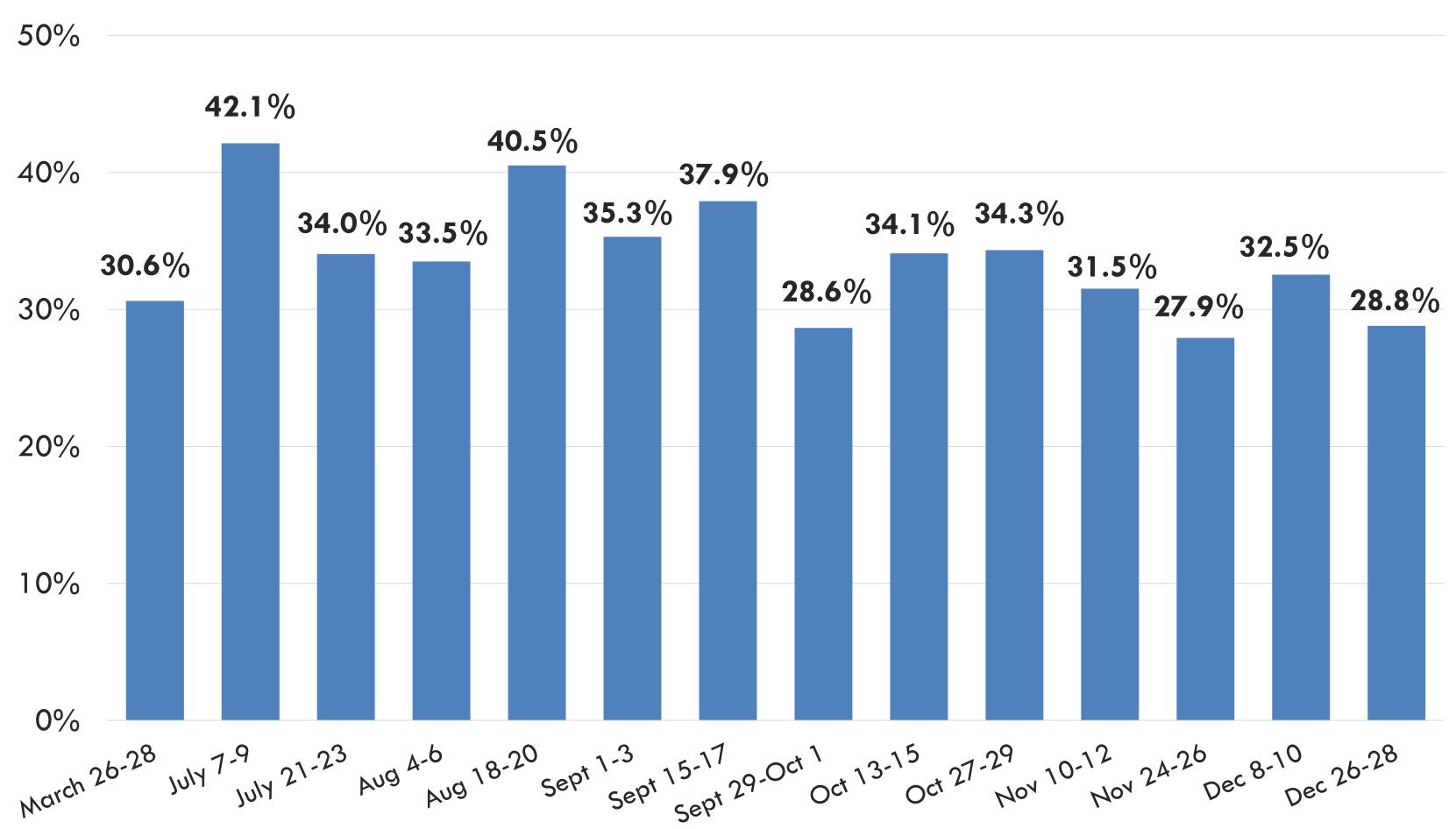






### **CURRENT HOUSEHOLD FINANCIAL STATUS**

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





#### % Better or Much Better











### **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)

I'll have a lot of money to save

I'll have some money to save

This month

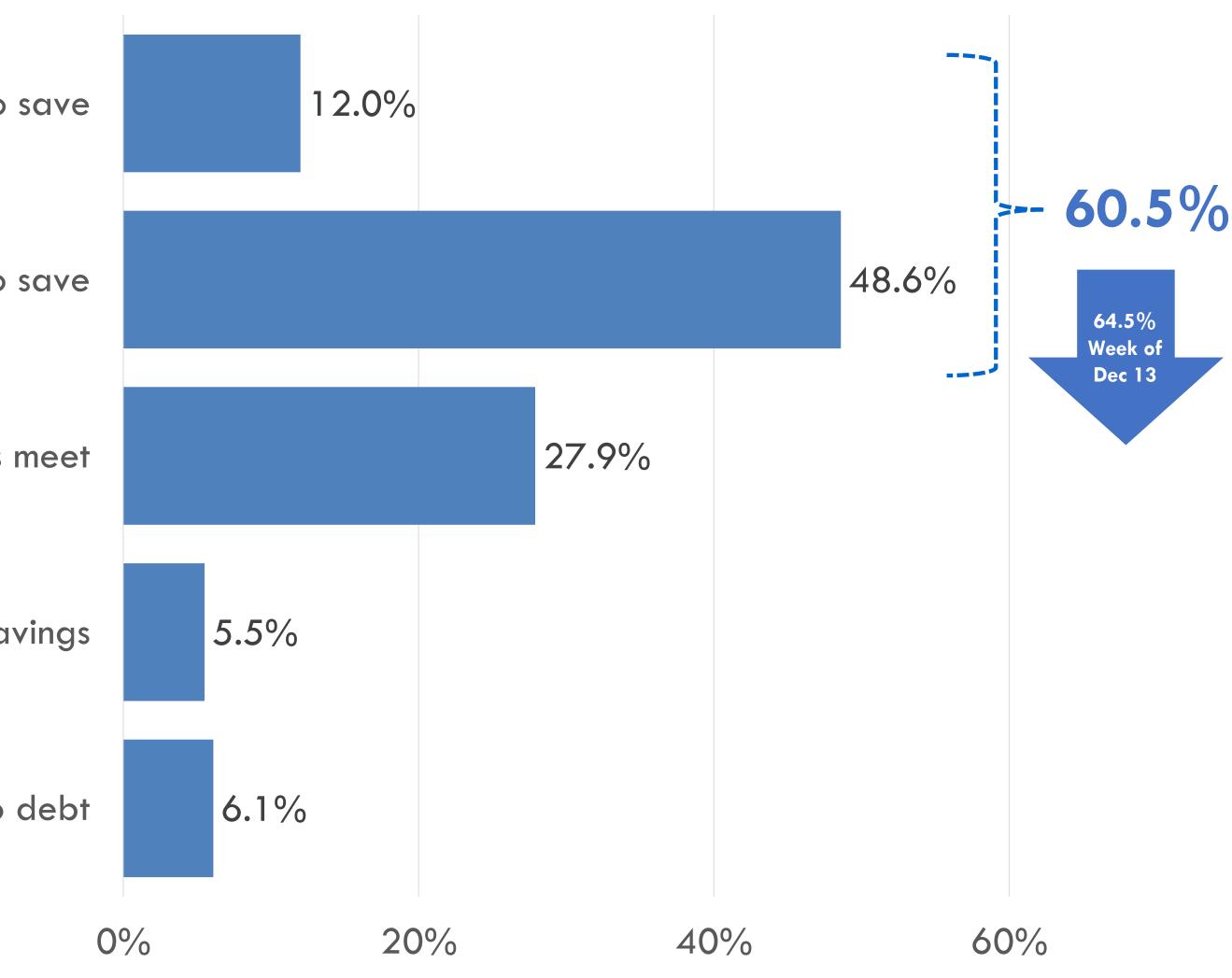
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

I'll just about make ends meet

I'll be dipping into my savings

I'll be getting into debt











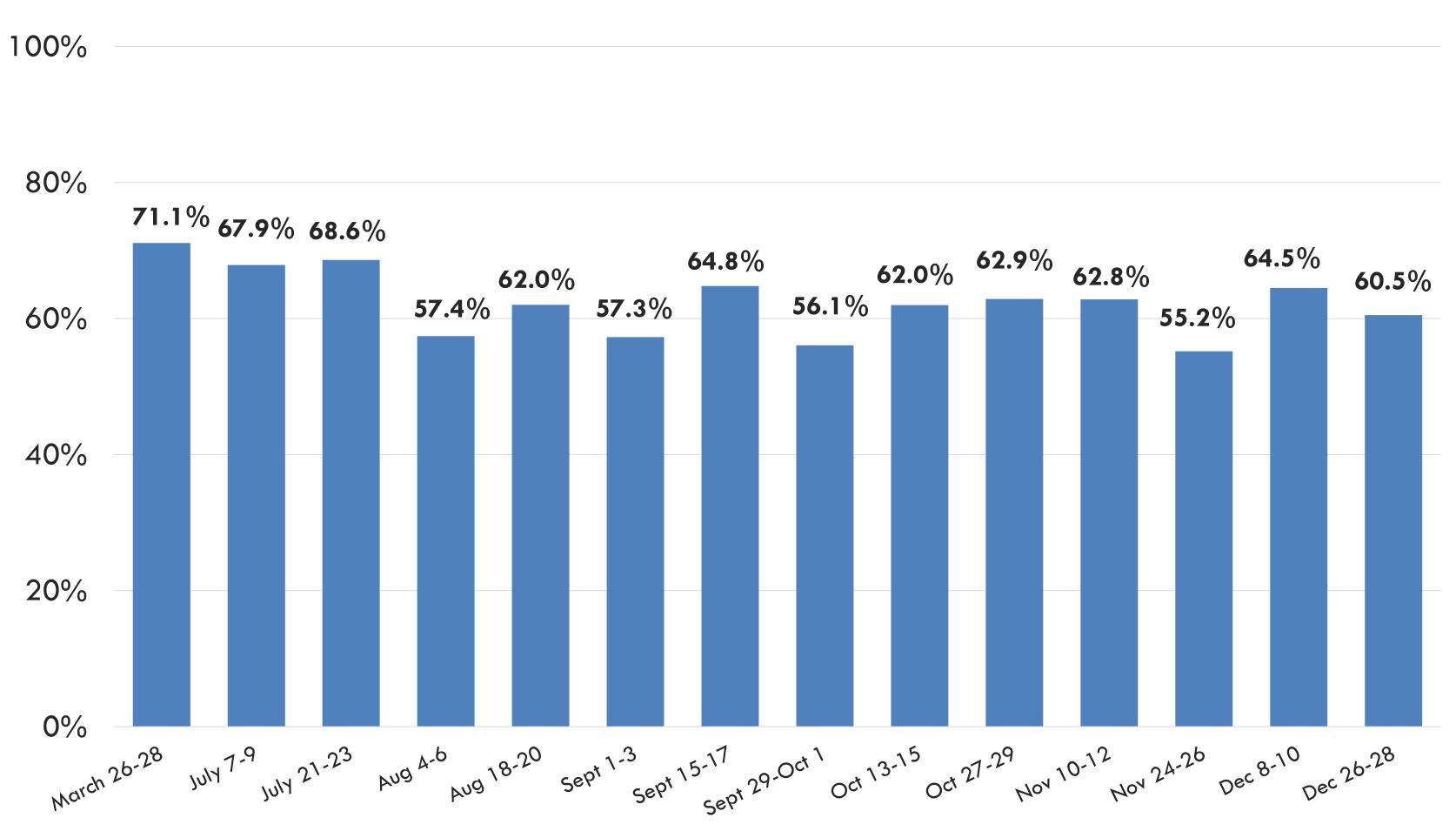




### CURRENT HOUSEHOLD FINANCIAL STATUS: ABILITY TO SAVE

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

This month





#### % Able to Save Some or A Lot













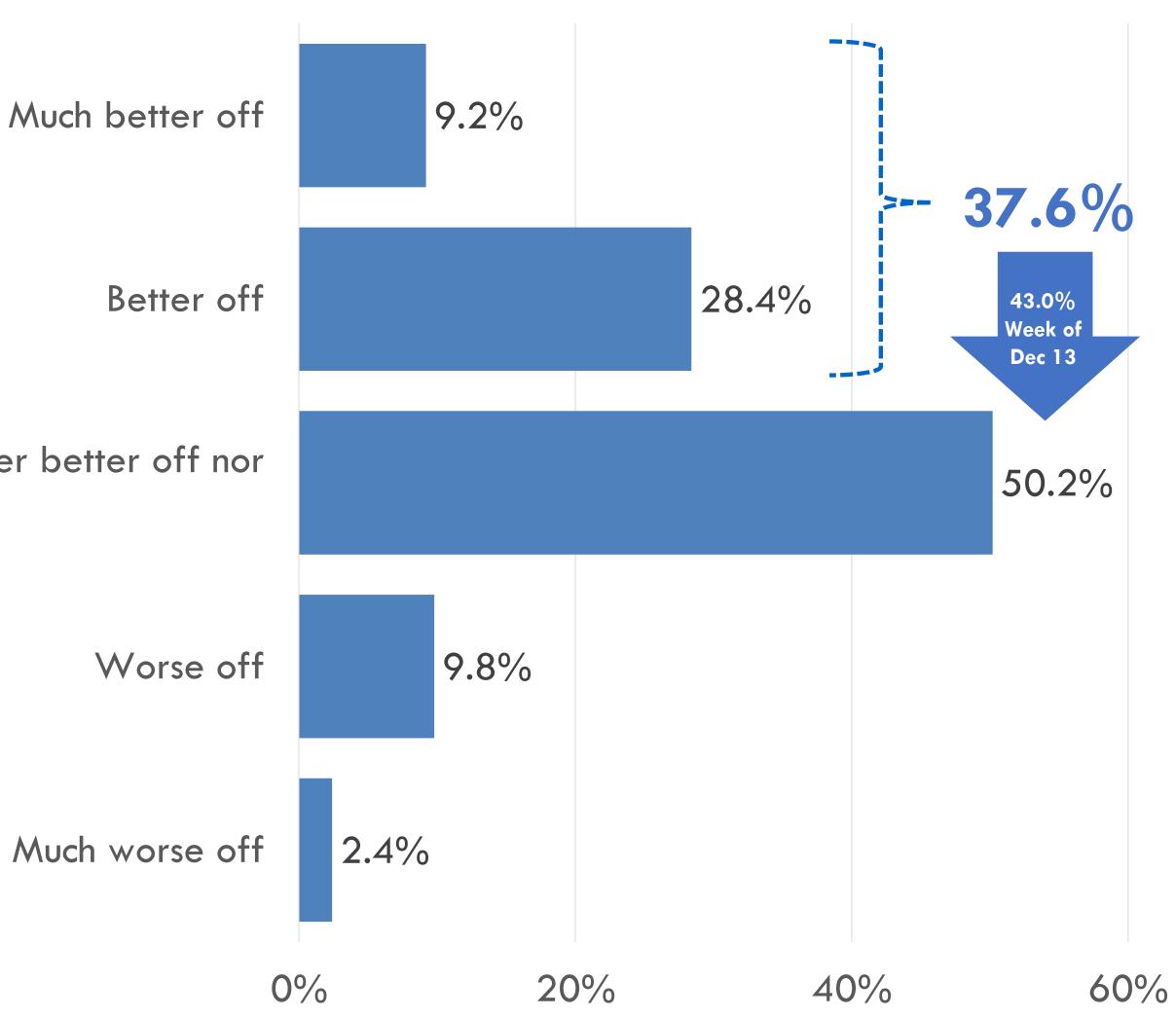
### **EXPECTATIONS FOR FUTURE FINANCES**

**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 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

Just about the same - Neither better off nor worse off











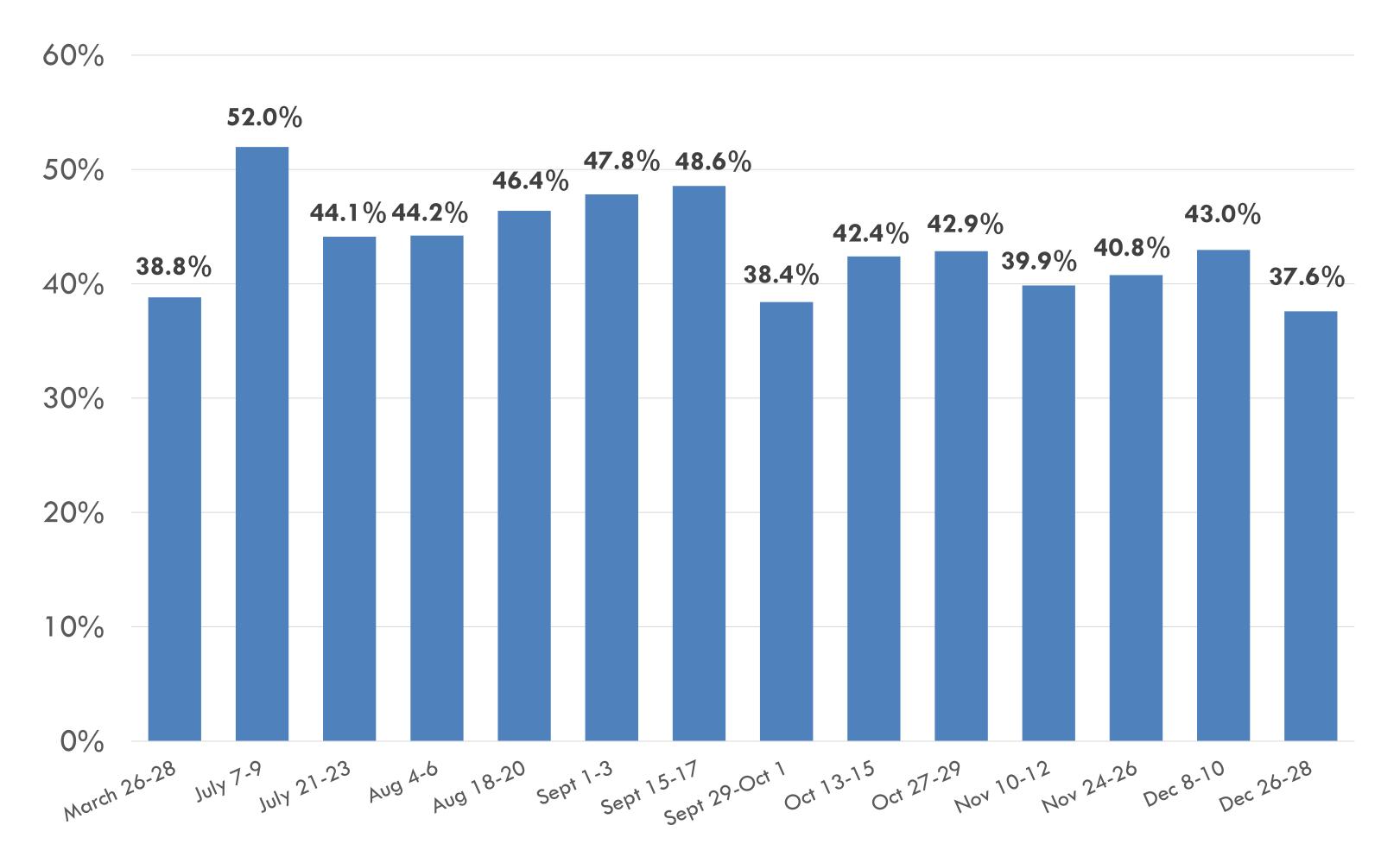






### EXPECTATIONS FOR FUTURE FINANCES

#### **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?







#### % Better or Much Better













# **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 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

It will have risen significantly

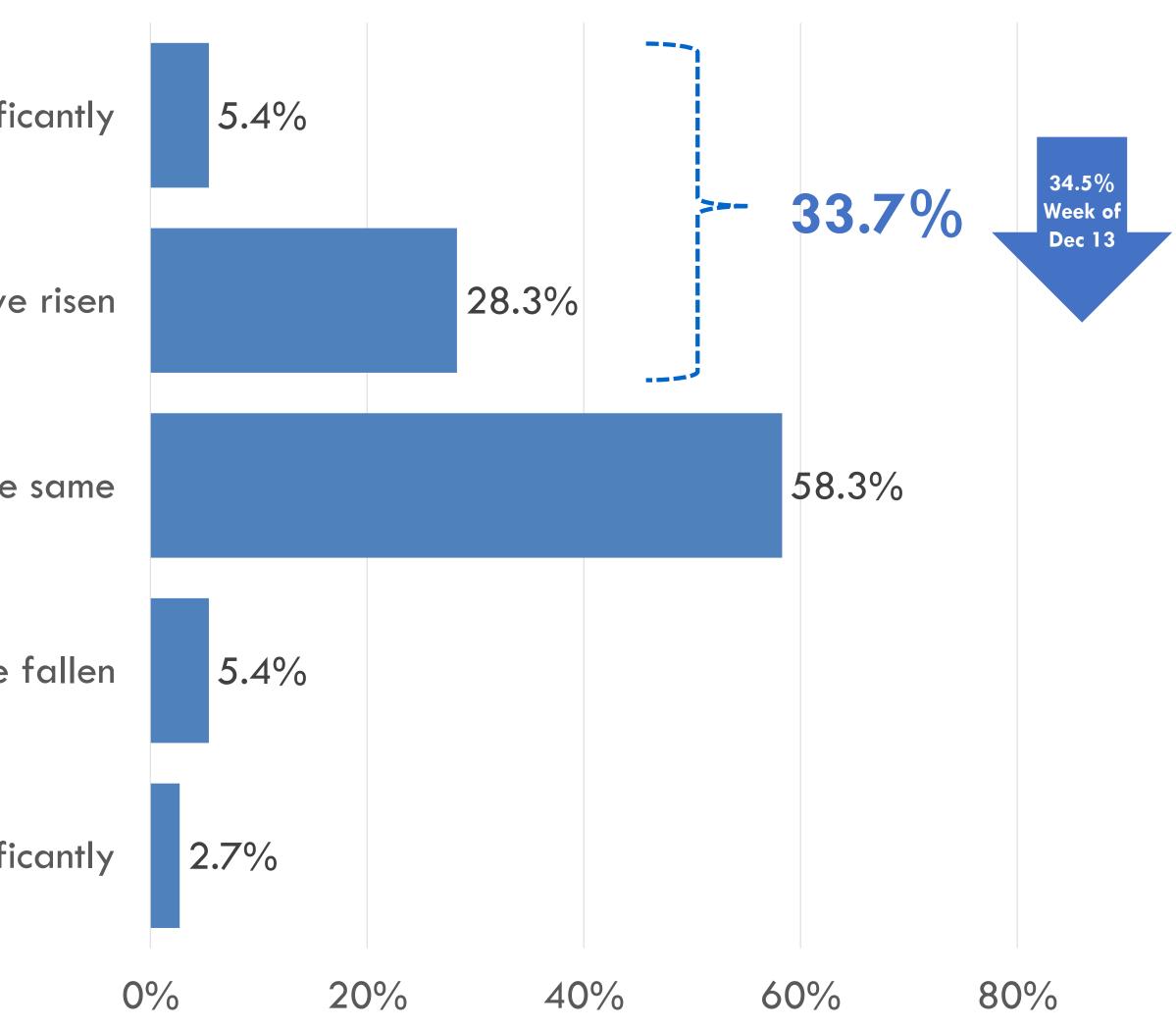
It will have risen

It will be about the same

It will have fallen

It will have fallen significantly











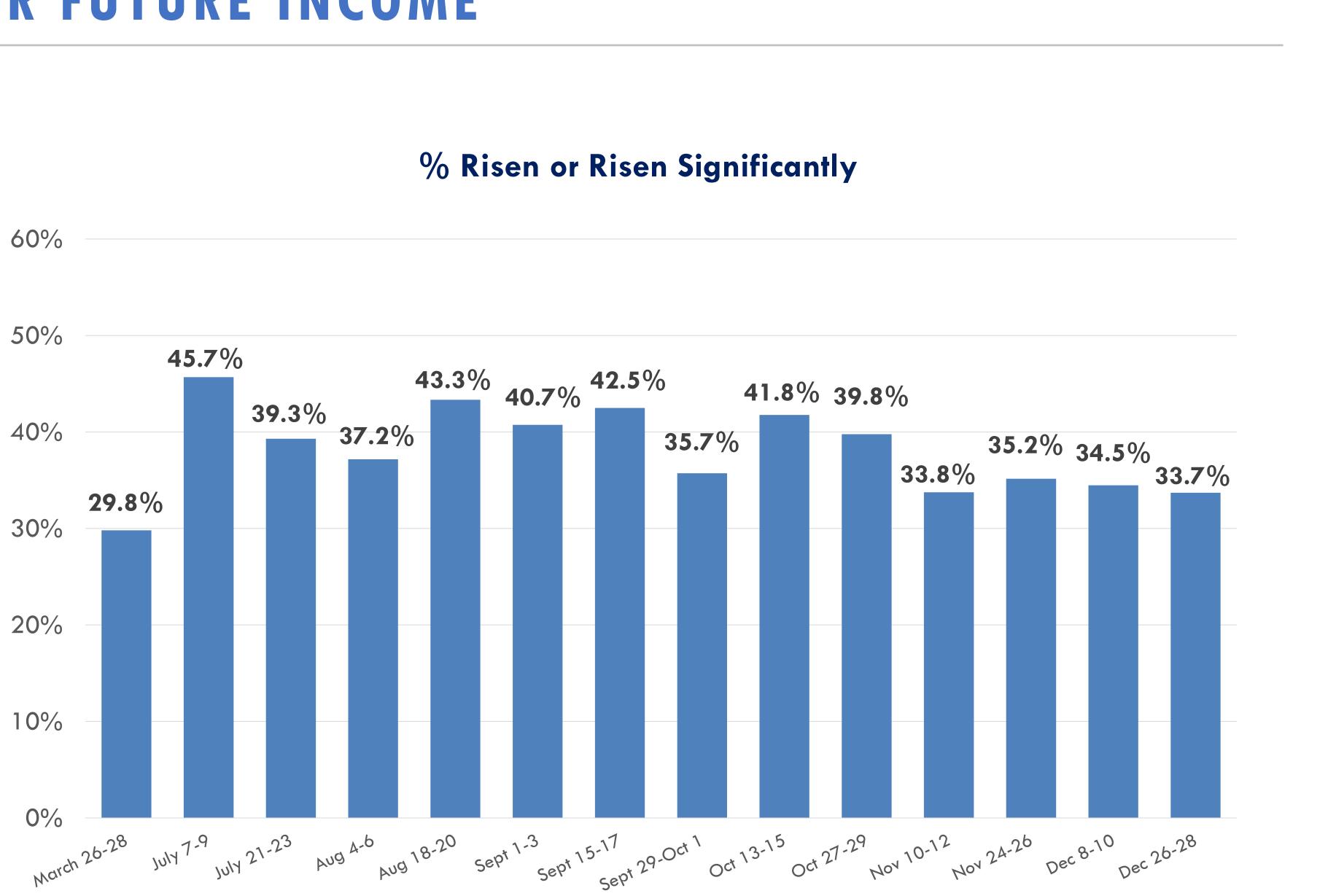






# **EXPECTATIONS FOR FUTURE INCOME**

### **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)















# TRAVEL SPENDING

# TRAVEL BUDGET &



# **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)

Yes - It is a very good time

Yes - It is a good time

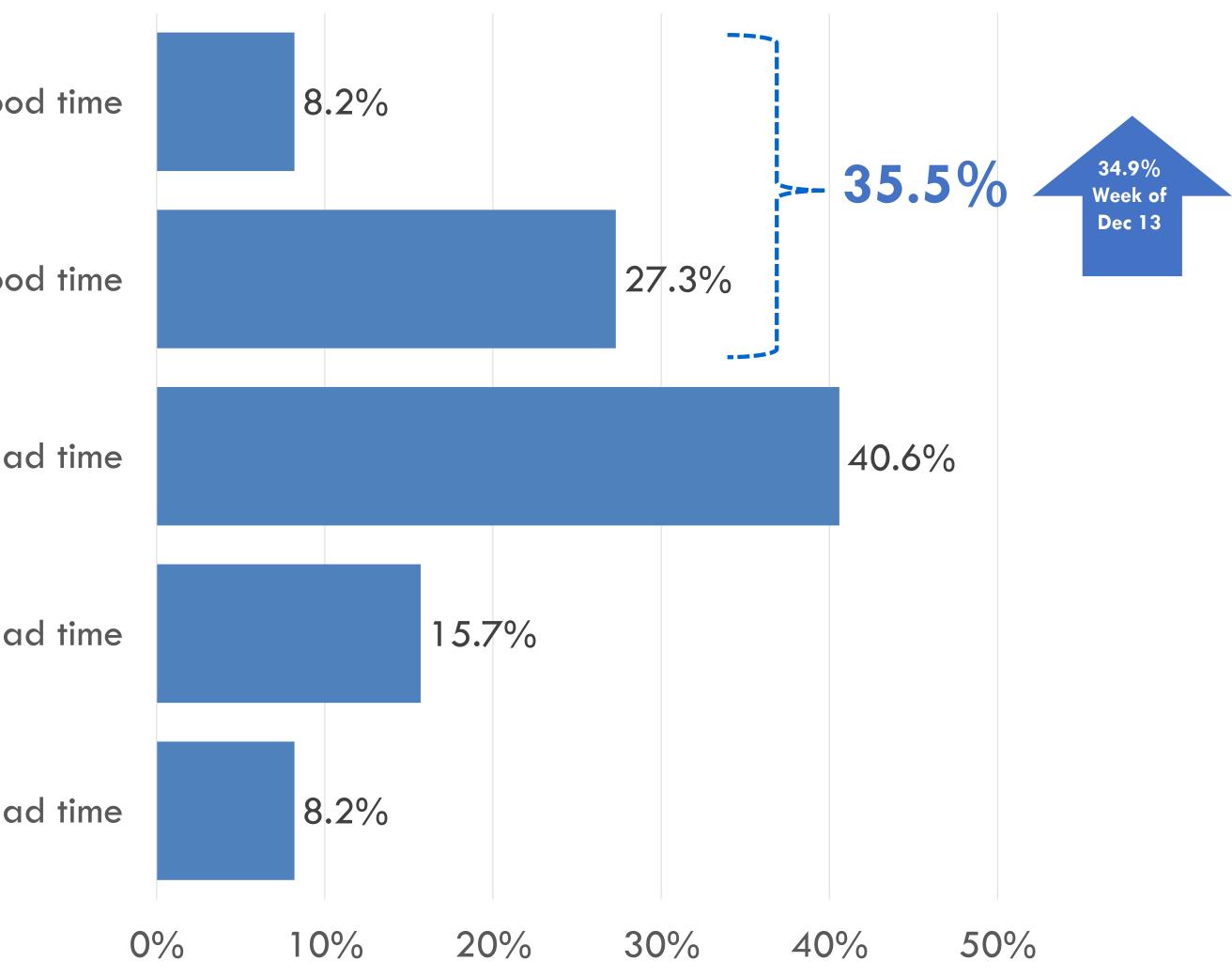
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

It is neither a good time nor bad time

No - It is a bad time

No - It is a very bad time









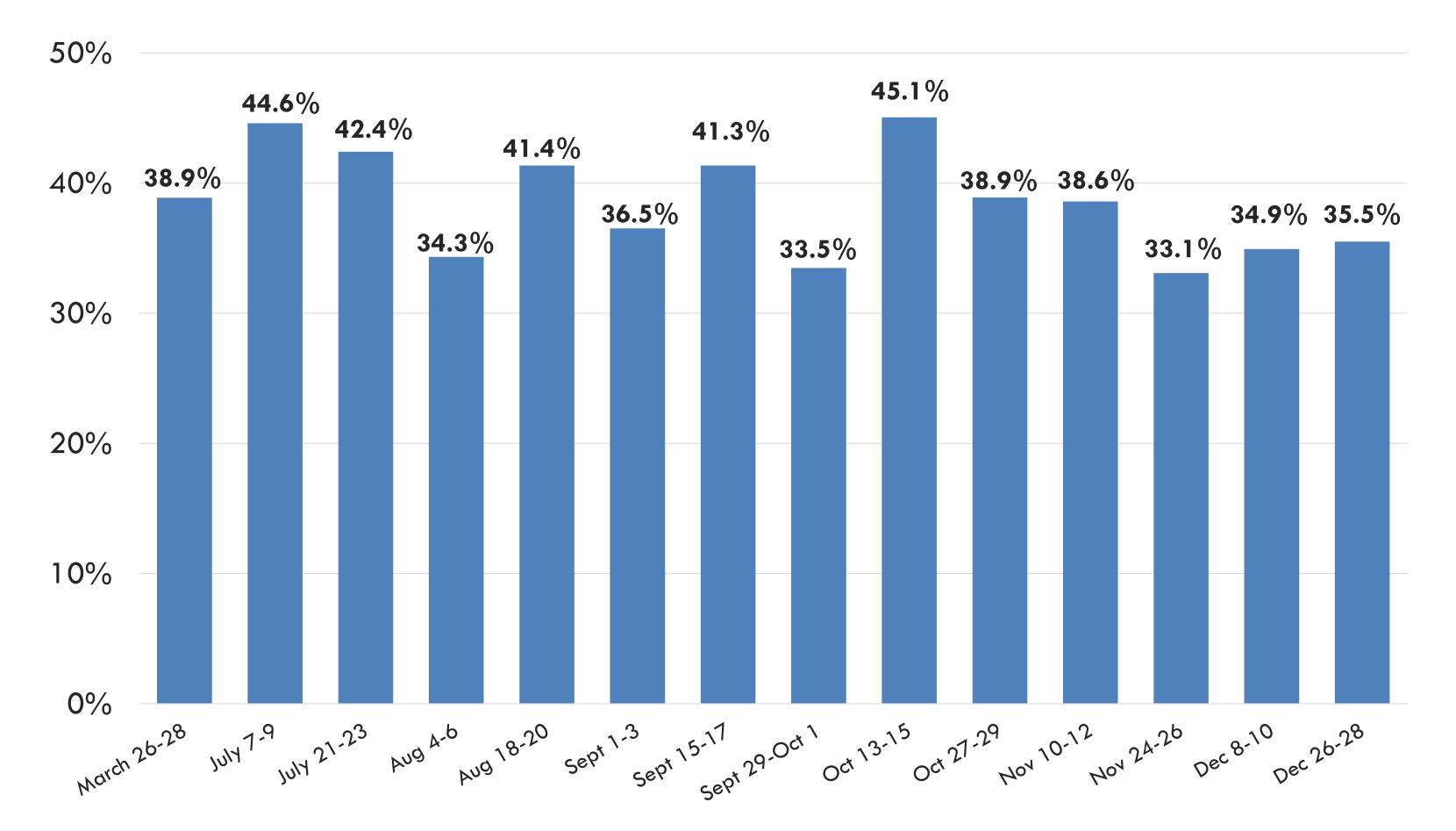






# IS IT A GOOD TIME TO SPEND ON TRAVEL?

**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)





### % Better or Much Better













# 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 81 data. All respondents,

1,205 completed surveys. Data collected

December 26-28, 2021)

Extremely high priority

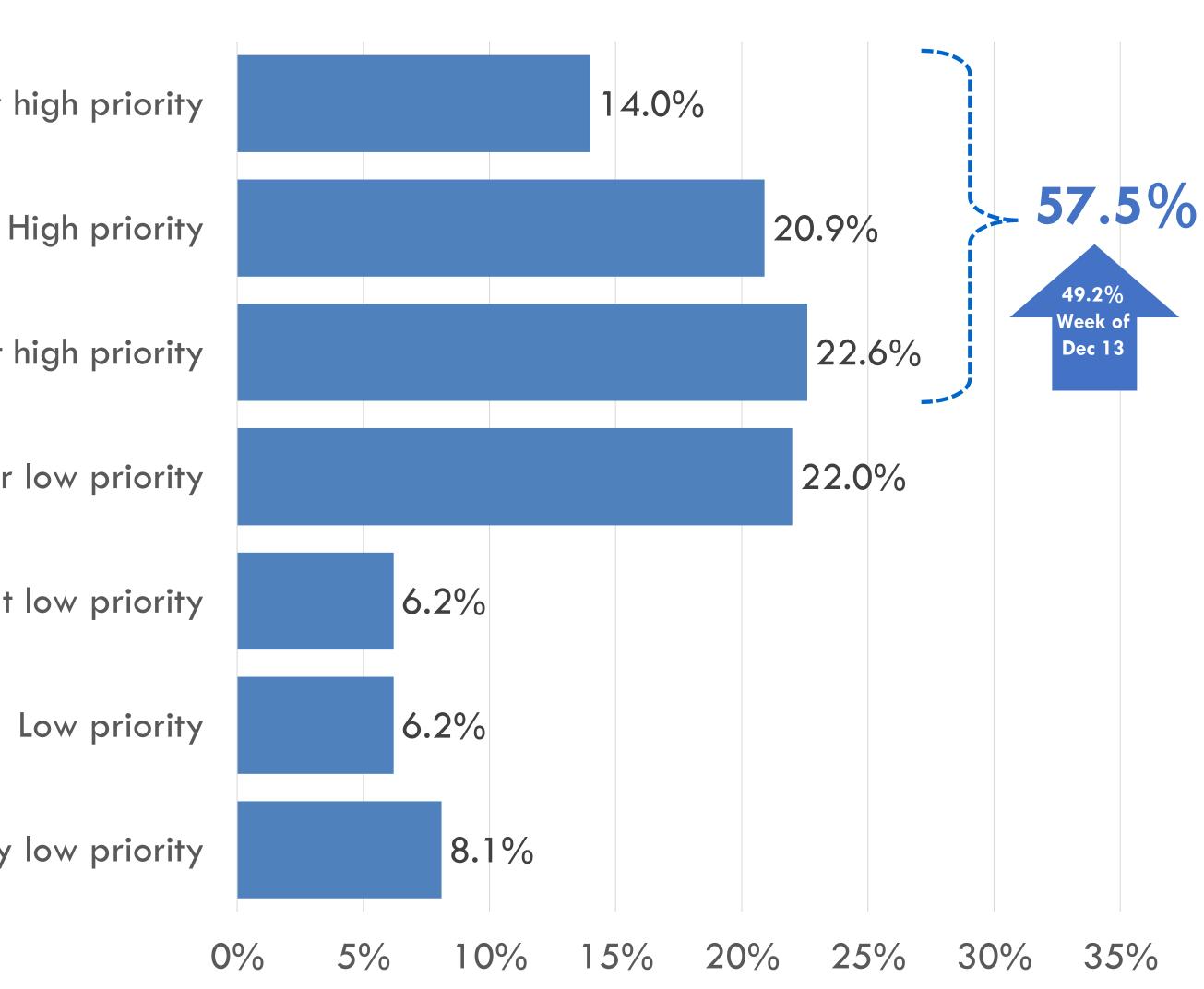
Somewhat high priority

Neutral - neither high nor low priority

Somewhat low priority

Extremely low priority







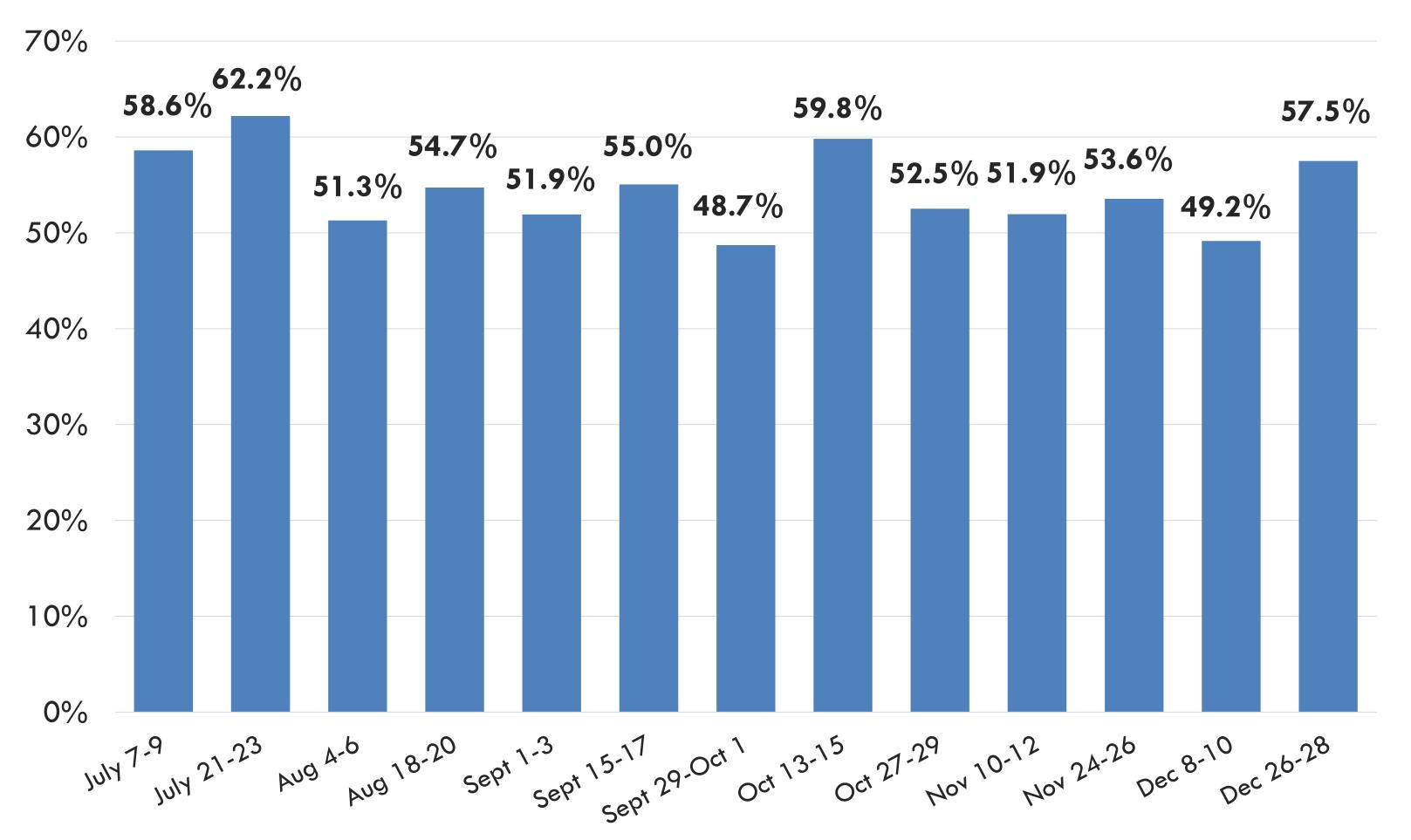




# TRAVEL AS A BUDGET PRIORITY

**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)







### % Somewhat High, High or Extremely High Priority











# **BUDGET CONSCIOUSNESS**

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

Much more budget conscious

More budget conscious

	W	<b>ill</b>	be	
V	vh	ile	tra	veling.

Neither more nor less budget conscious

(Base: Wave 81 data. All respondents,

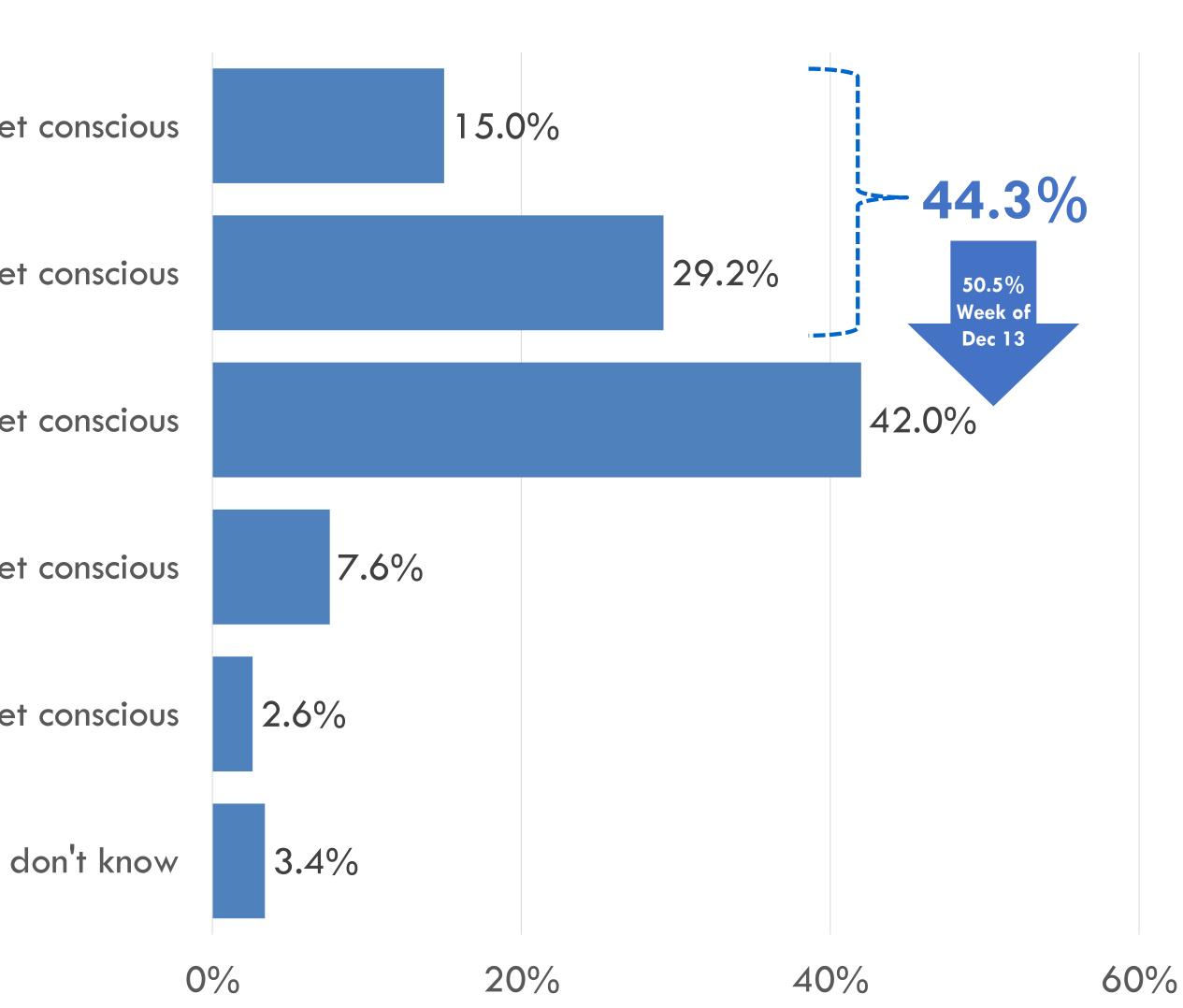
1,205 completed surveys. Data collected

December 26-28, 2021)

Less budget conscious

Much less budget conscious

















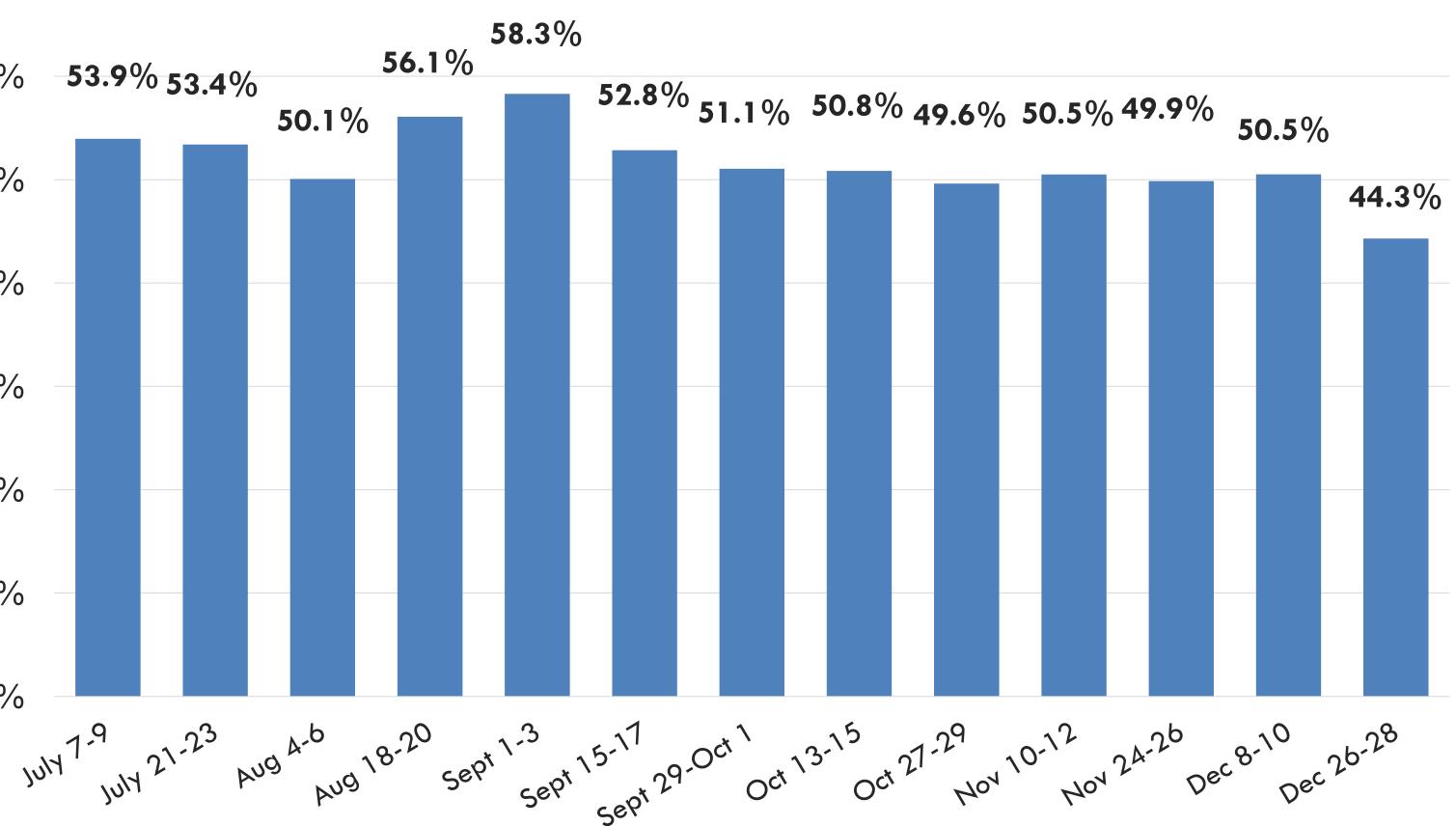


# **BUDGET CONSCIOUSNESS**

Question: Compared to most recent three months, how					%
budget conscious will you be while traveling in the NEXT	70%				
THREE MONTHS?	60%	- <b>53.9</b> %	, 5 <b>3.4</b> %	5 <b>0.1</b> <sup>0</sup>	%
l will be while traveling.	50%				
	40%				
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected	30%				
December 26-28, 2021)	20%				
	10%				
	0%	9	റ്	, .b	



















# 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 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

l expect to travel more for leisure, 30.3%



I expect to travel about the same for leisure, 56.2%

I expect to travel less for leisure, 13.5%





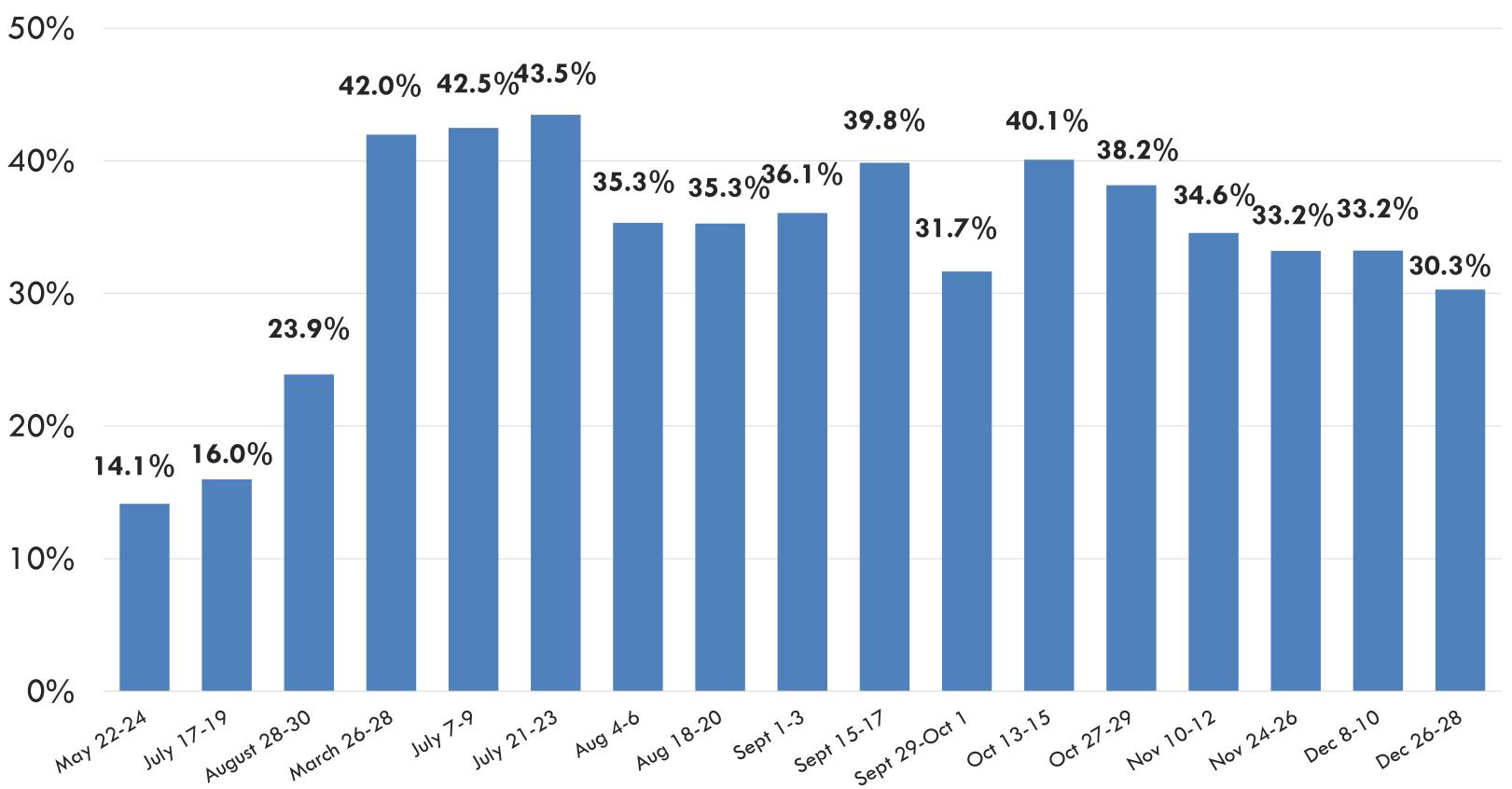






# EXPECTATIONS FOR TRAVEL (NEXT 12 MONTHS)

**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)





### % Expecting to Take More Trips













# 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 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

I expect to spend. more on leisure travel, 31.5%



I expect to spend about the same on leisure travel, 54.3%

expect to spend less on leisure travel, 14.2%







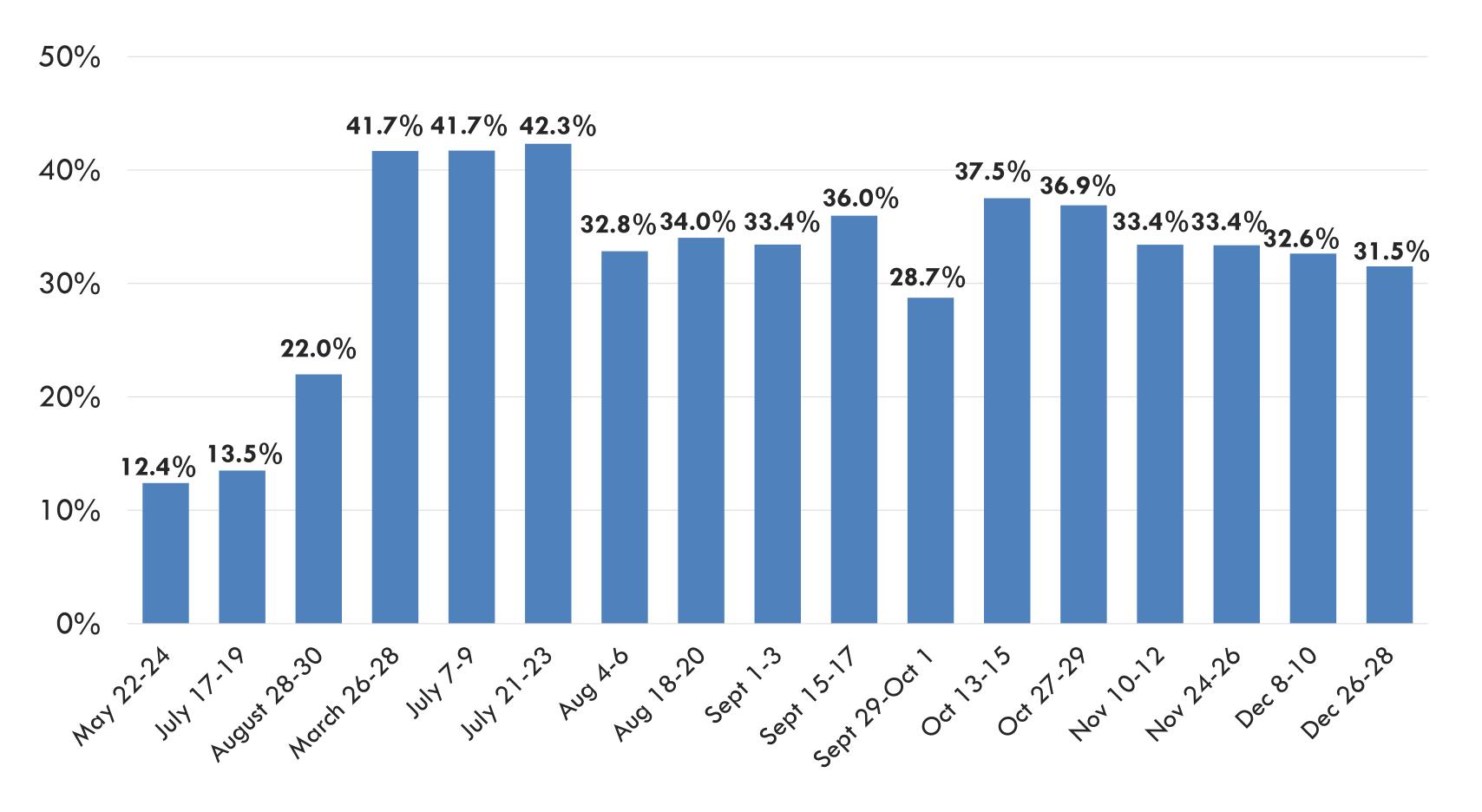






# EXPECTATIONS FOR TRAVEL SPENDING (NEXT 12 MONTHS)

**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)





### % Expecting to Spend More













# **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 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

Extremely important

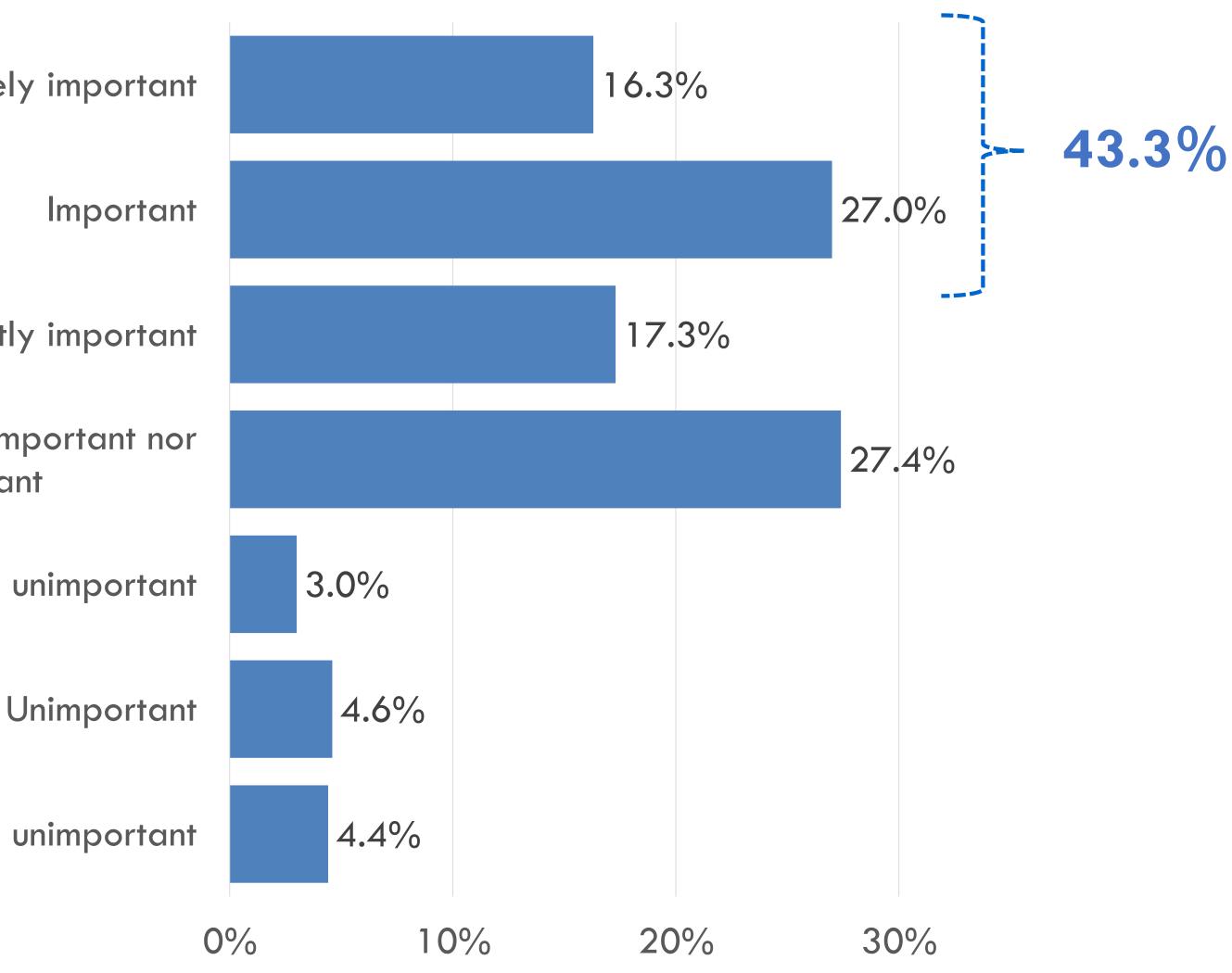
Slightly important

Neutral - neither important nor unimportant

Slightly unimportant

Extremely unimportant



















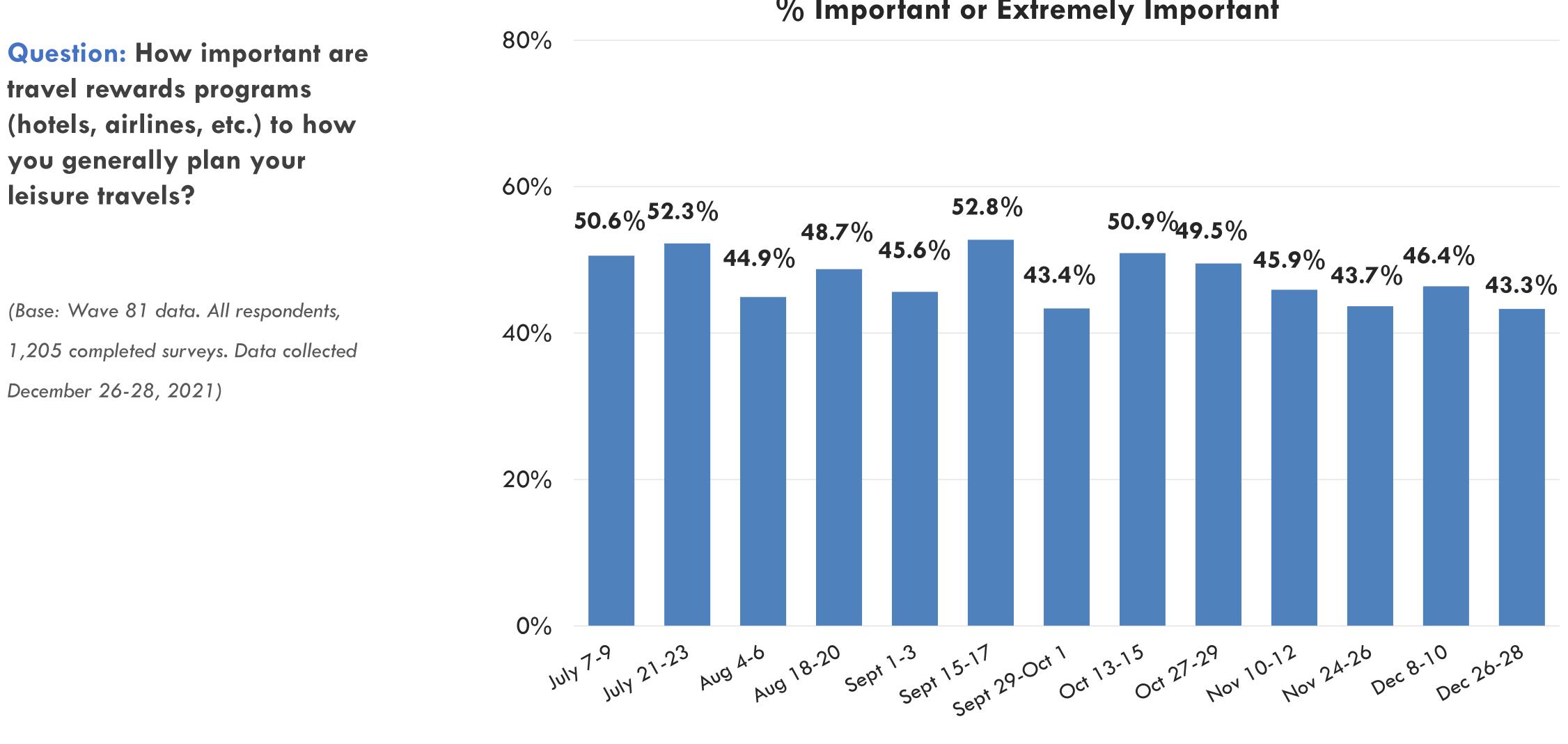








# IMPORTANCE OF TRAVEL REWARDS PROGRAMS





### % Important or Extremely Important











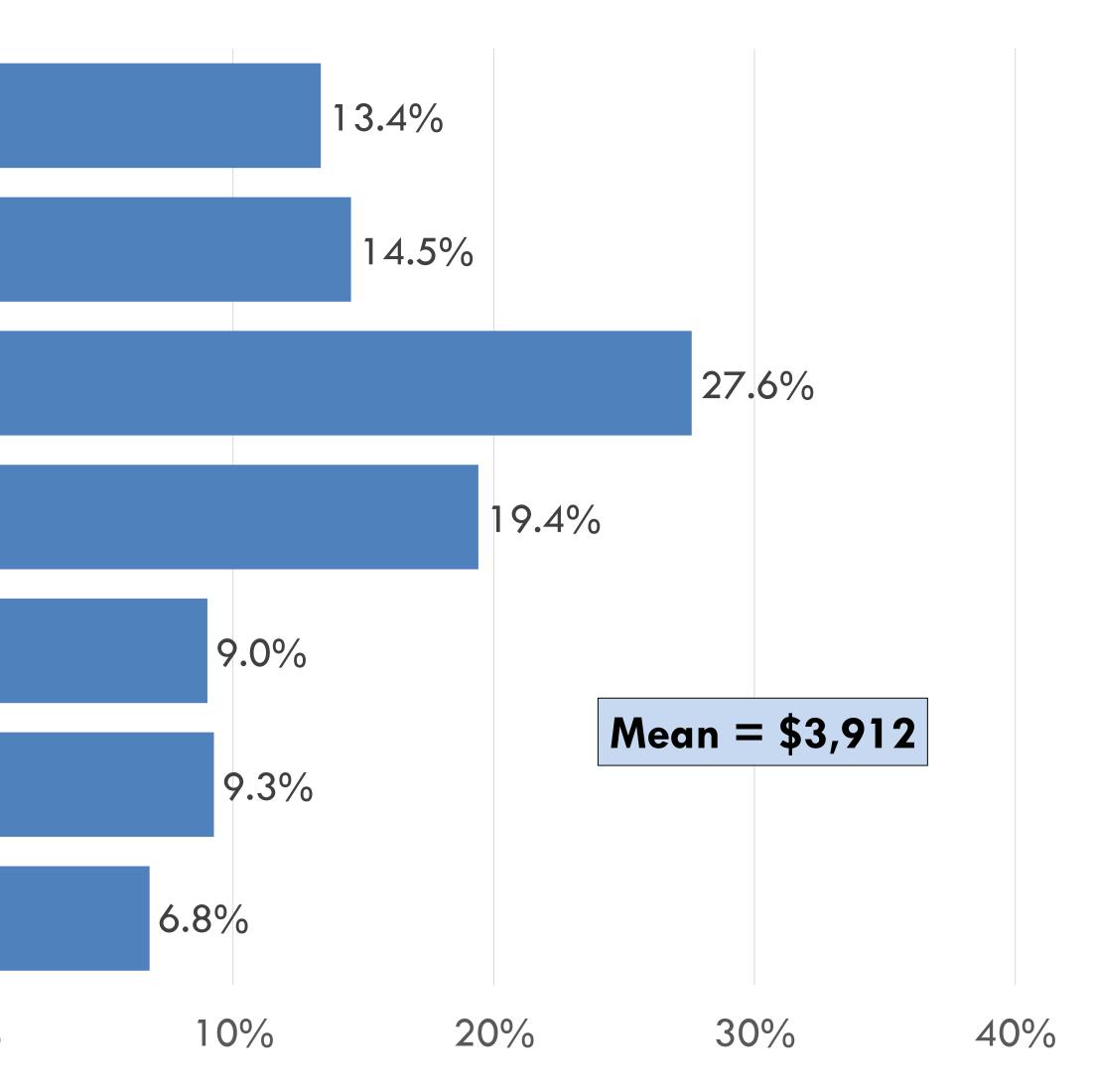


# MAXIMUM TRAVEL SPENDING: NEXT 12 MONTHS

Question: How much IN TOTAL is the maximum you will	\$10000 or more
spend on leisure travel (including airfare, accommodations and all other	\$5000 - \$9999
trip related spending) during the NEXT 12 MONTHS?	\$2000 - \$4999
Maximum I would spend on leisure travel (next 12 months):	\$1000 - \$1999
	\$500 - \$999
(Base: Wave 81 data. All respondents,	
1,205 completed surveys. Data collected	\$100 - \$499
December 26-28, 2021)	
	Under \$100

Destination Do your RESEARCH

0%











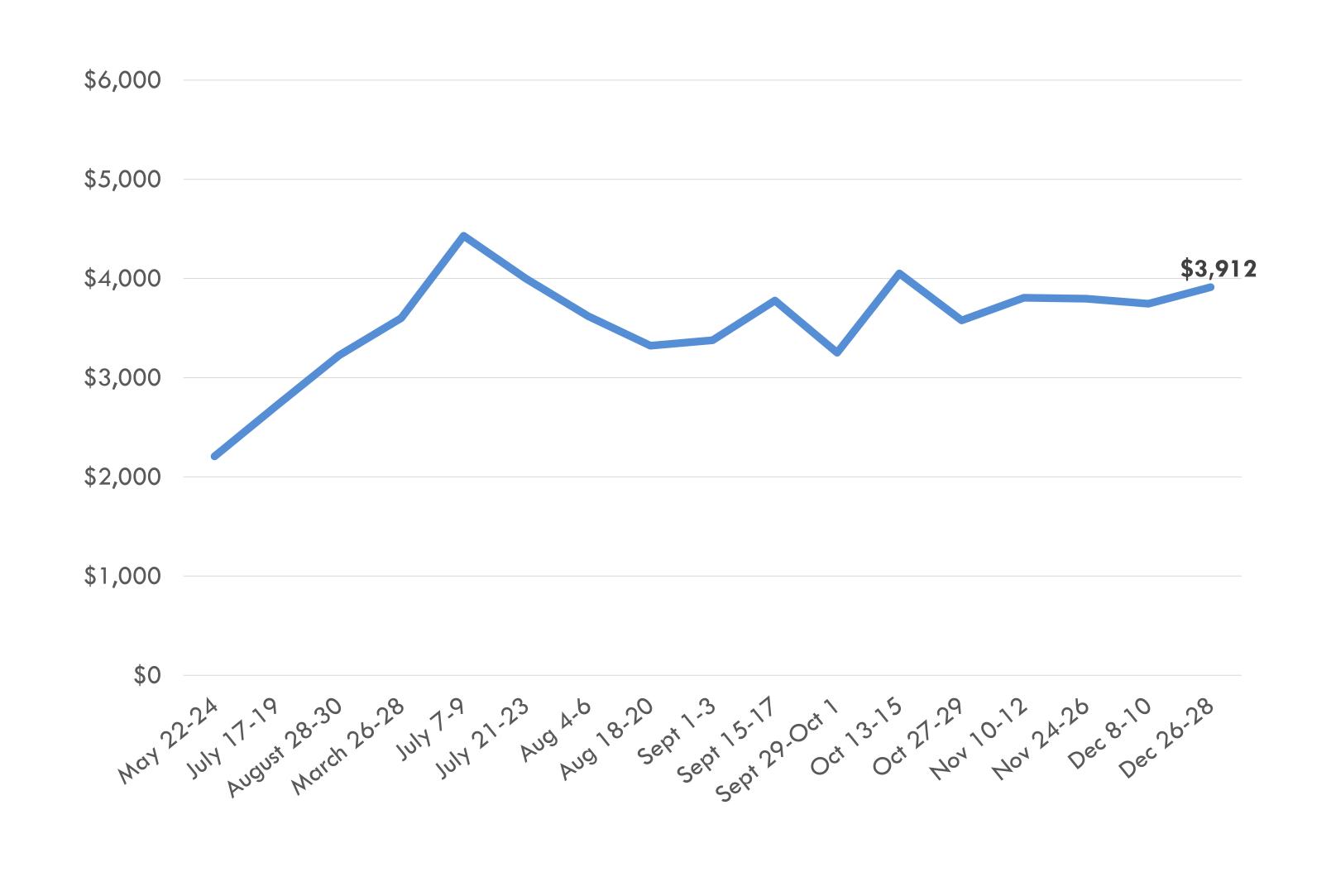




# **MAXIMUM TRAVEL SPENDING: NEXT 12 MONTHS**

<b>Question: How much IN TOTAL</b>
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):















# HIGH TRAVEL PRICES

Attenterererer



# TRAVEL PRICES BEING TOO HIGH RIGHT NOW

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

Strongly agree

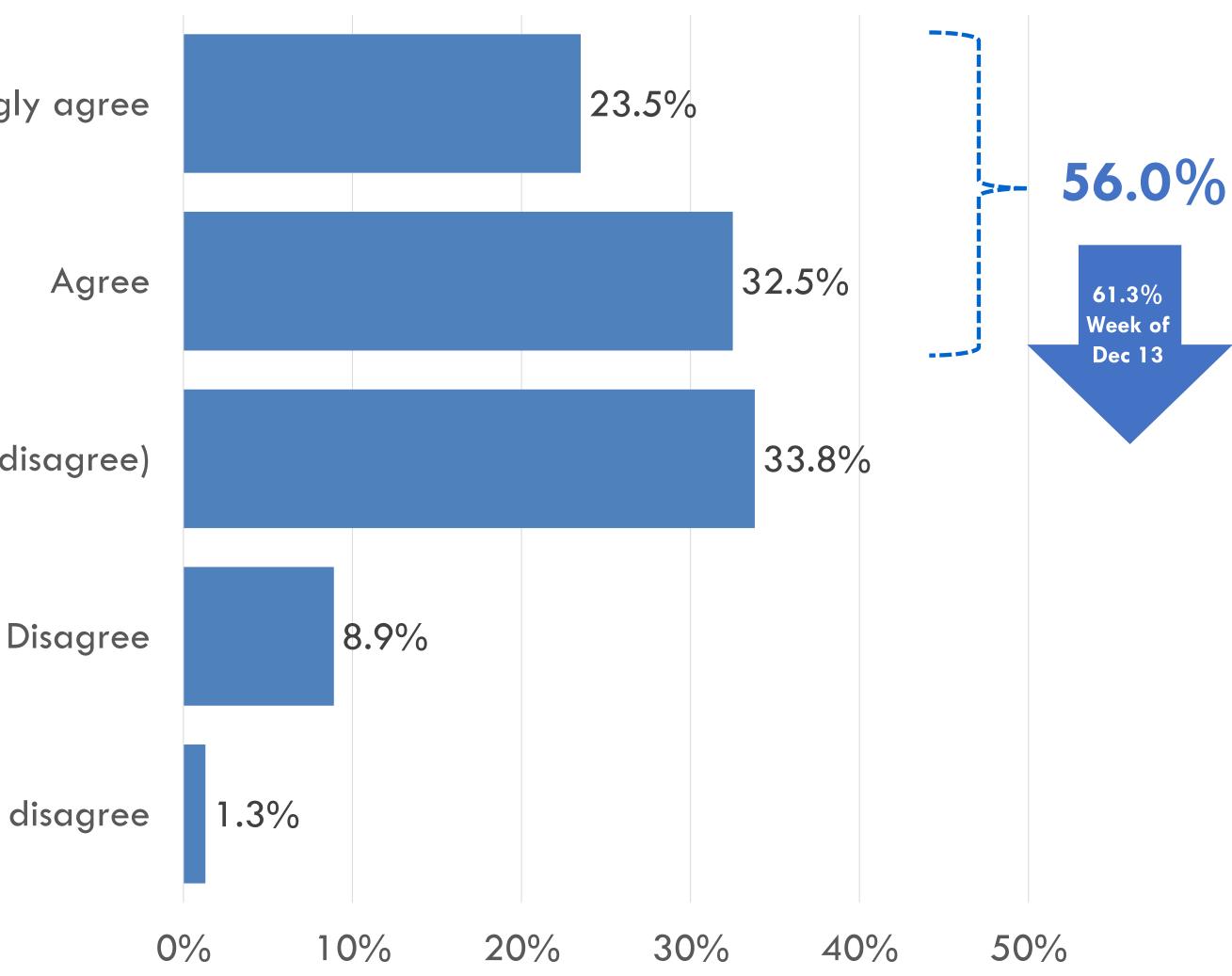
**Travel prices are generally too** high right now.

Neutral (neither agree nor disagree)

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

Strongly disagree









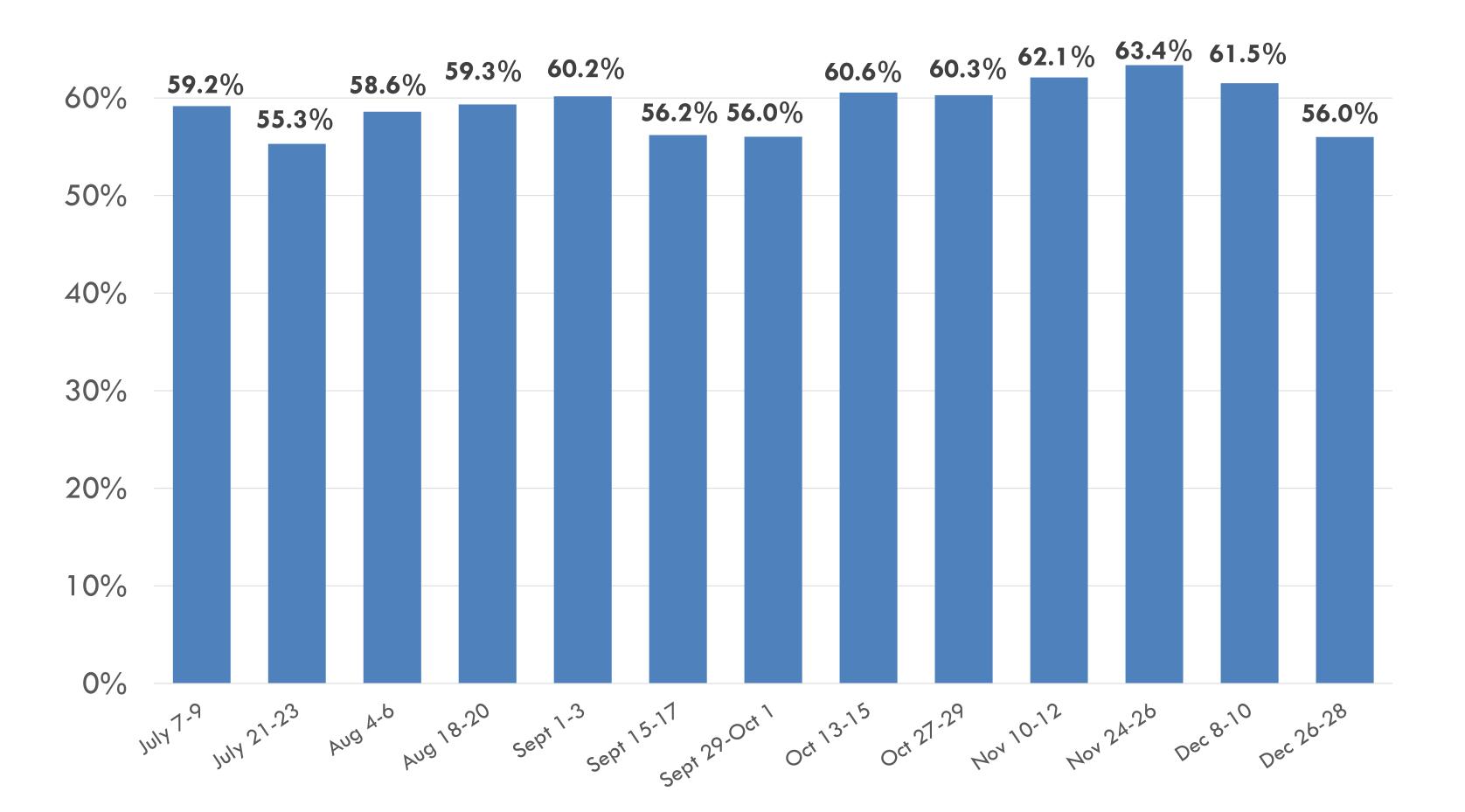




# TRAVEL PRICES BEING TOO HIGH RIGHT NOW

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

Travel prices are generally too high right now.





### % Agree or Strongly agree













# 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.

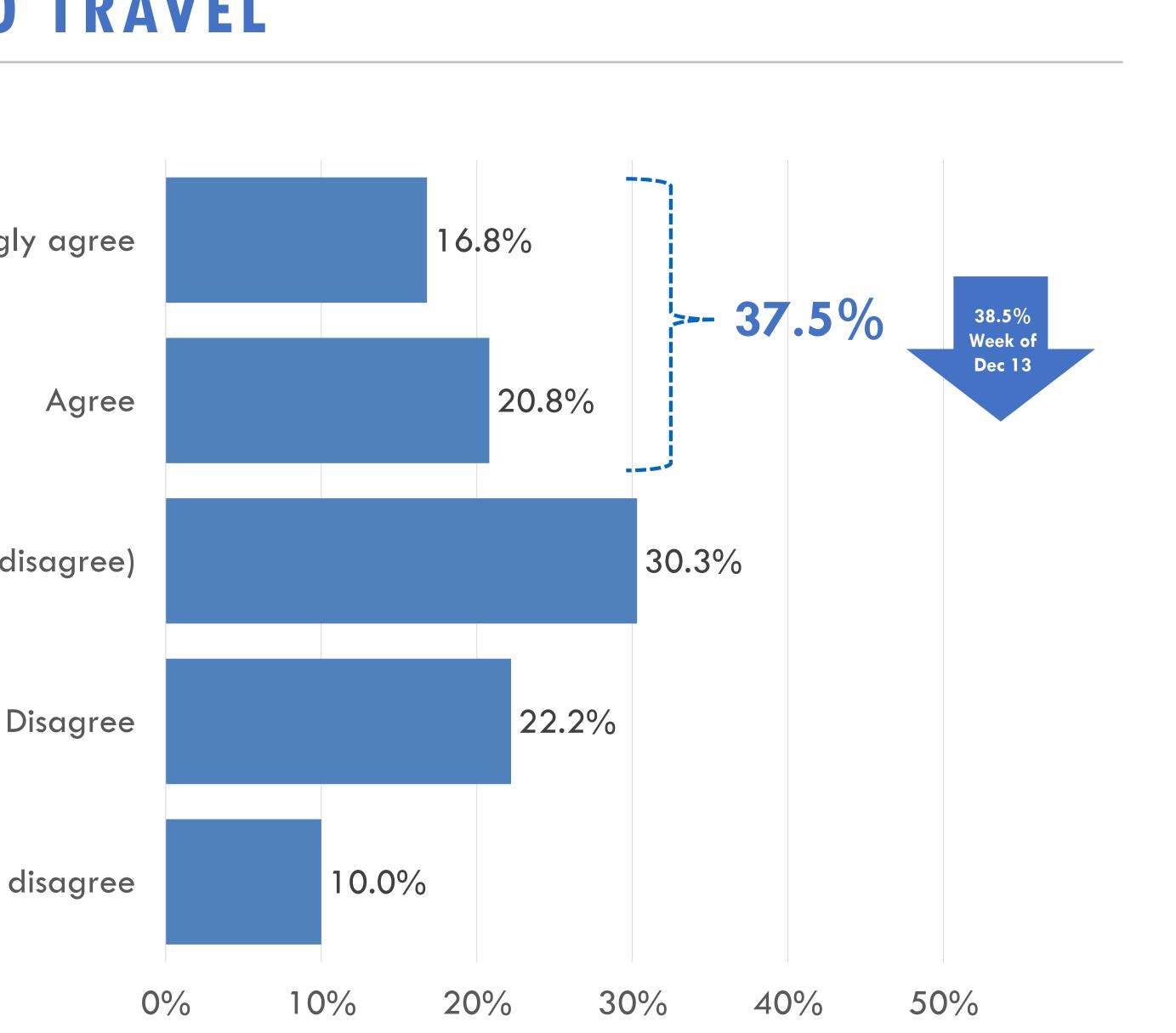
Neutral (neither agree nor disagree)

(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

Strongly disagree



Strongly agree















# PRICES AS AN IMPEDIMENT TO TRAVEL

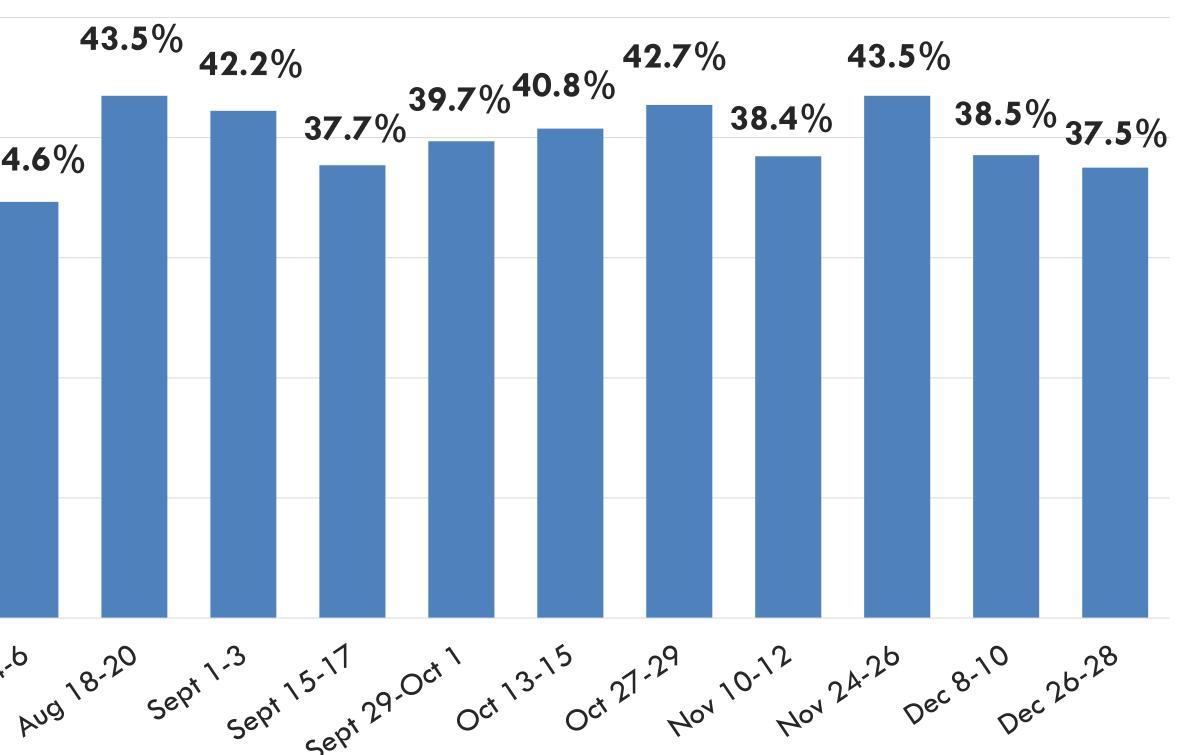
**Question:** How much do you agree or disagree with the following statements?

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

60%			
50%			
40%	36.9	9% 35	5.9 <sup>%</sup> 34.6
30%	-		
20%	-		
10%	_		
0% \\	517 <sup>-9</sup>	1427-23	Aug A-b



### % Agree or Strongly agree





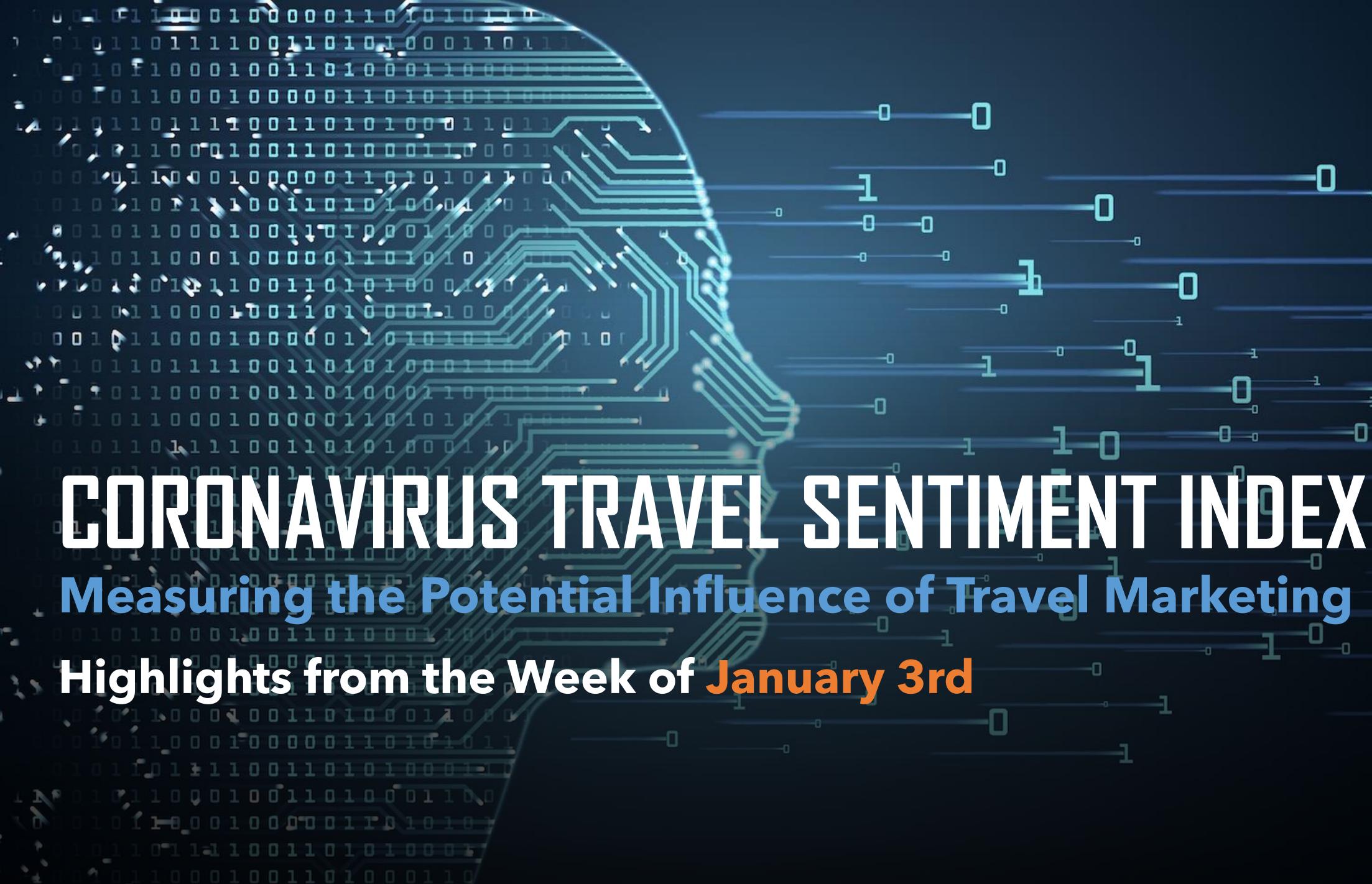












# -0





# What is a Predictive Index?

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

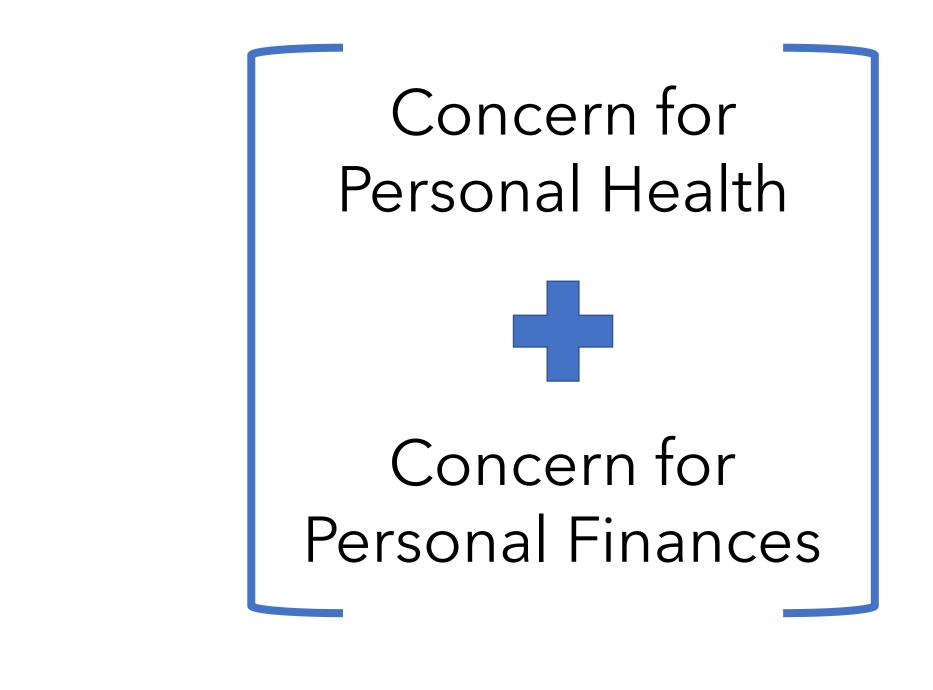
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make datadriven predictions.

The goals are to identify:

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

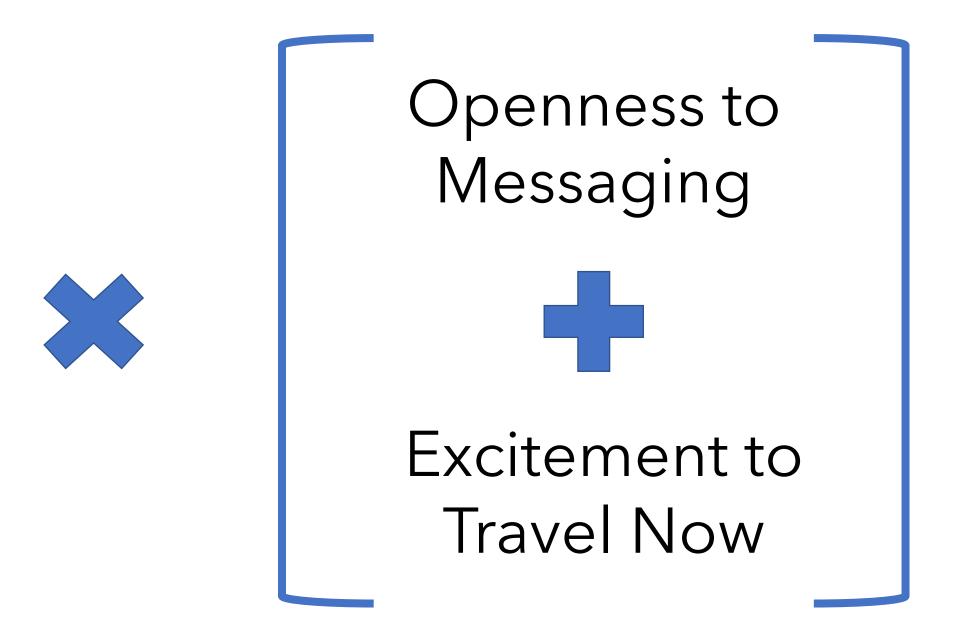


# Predictive Index Formula

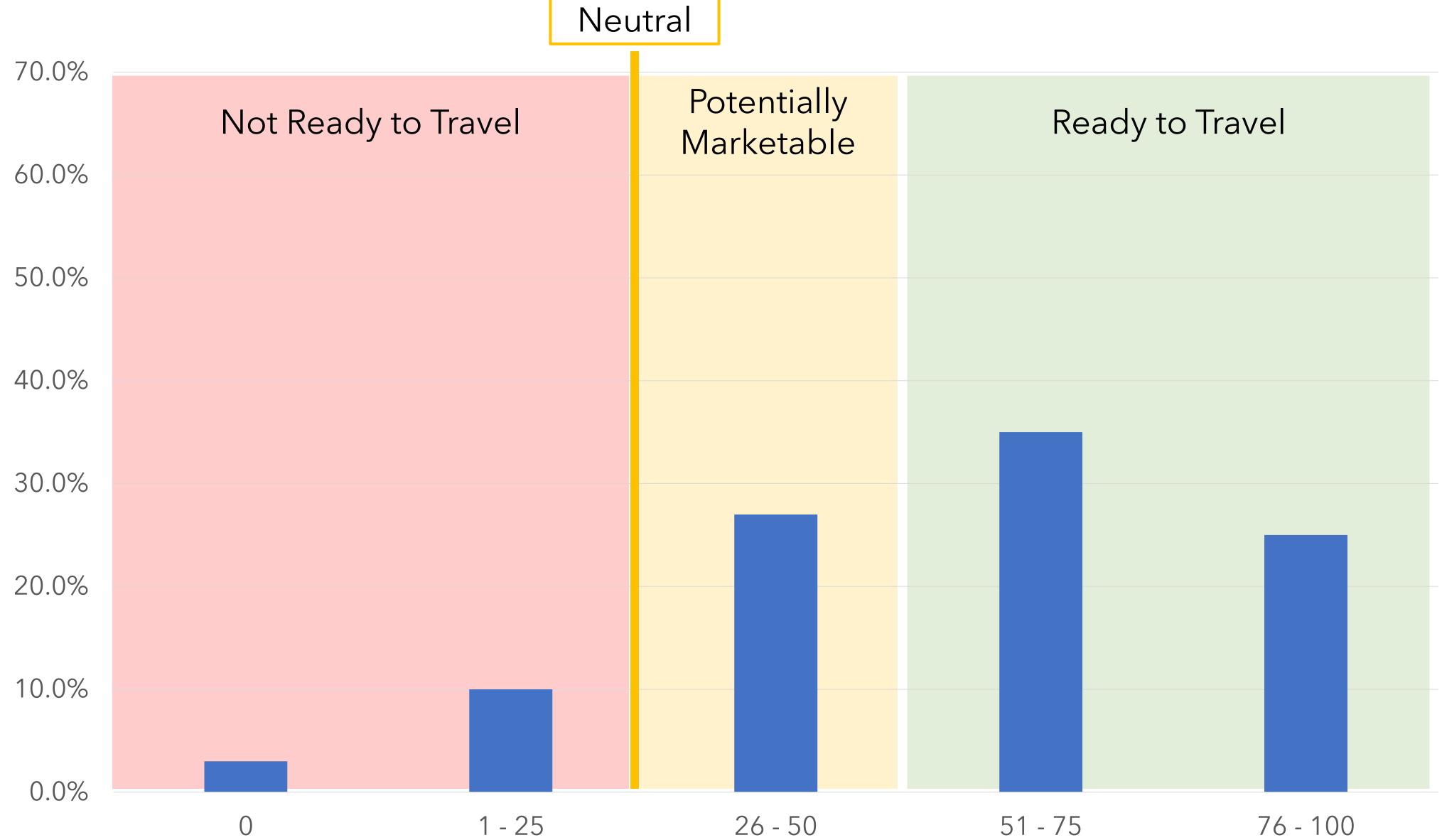


# \*Normalized to a 100pt scale



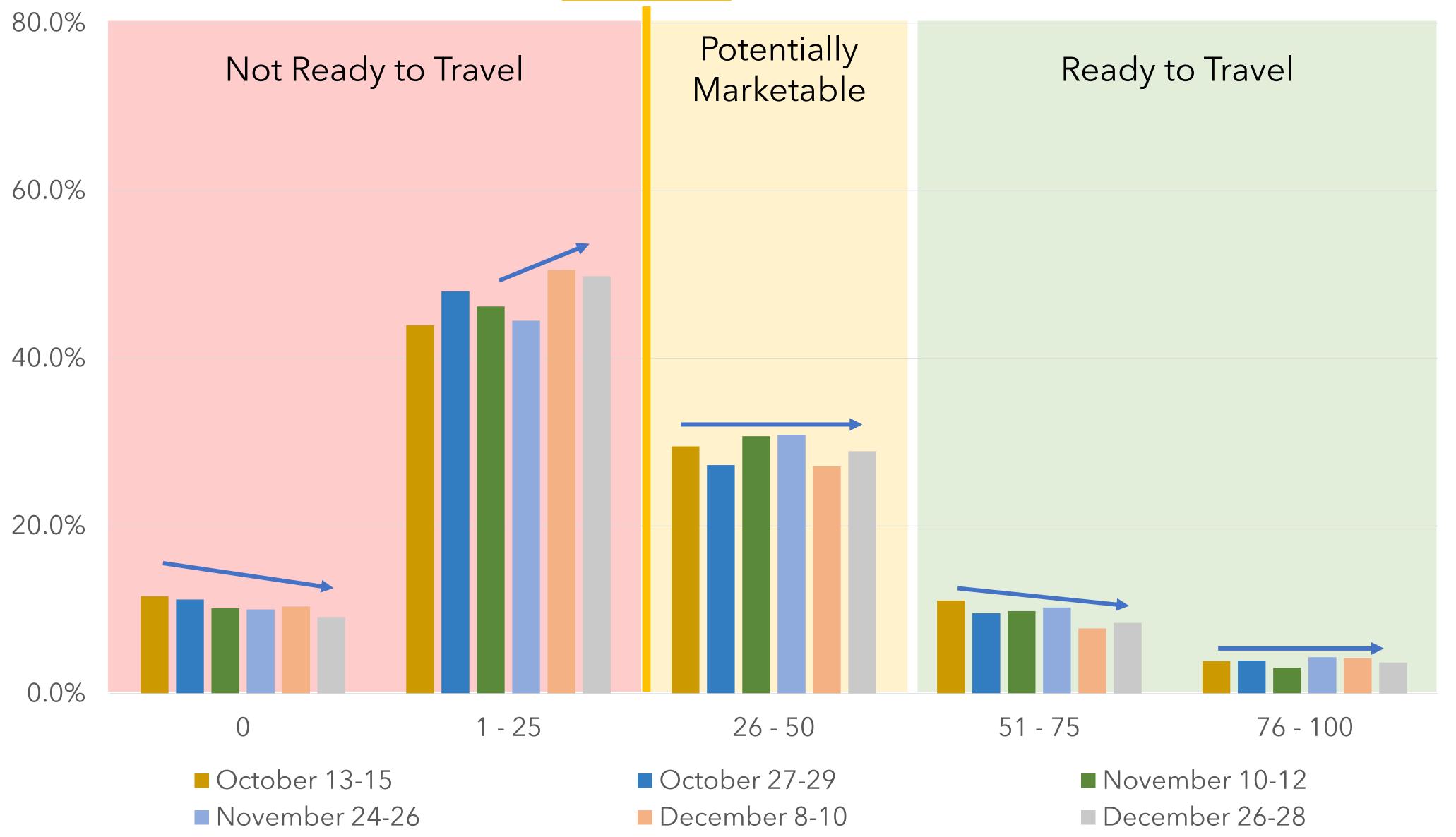


### **Healthy Travel Outlook**

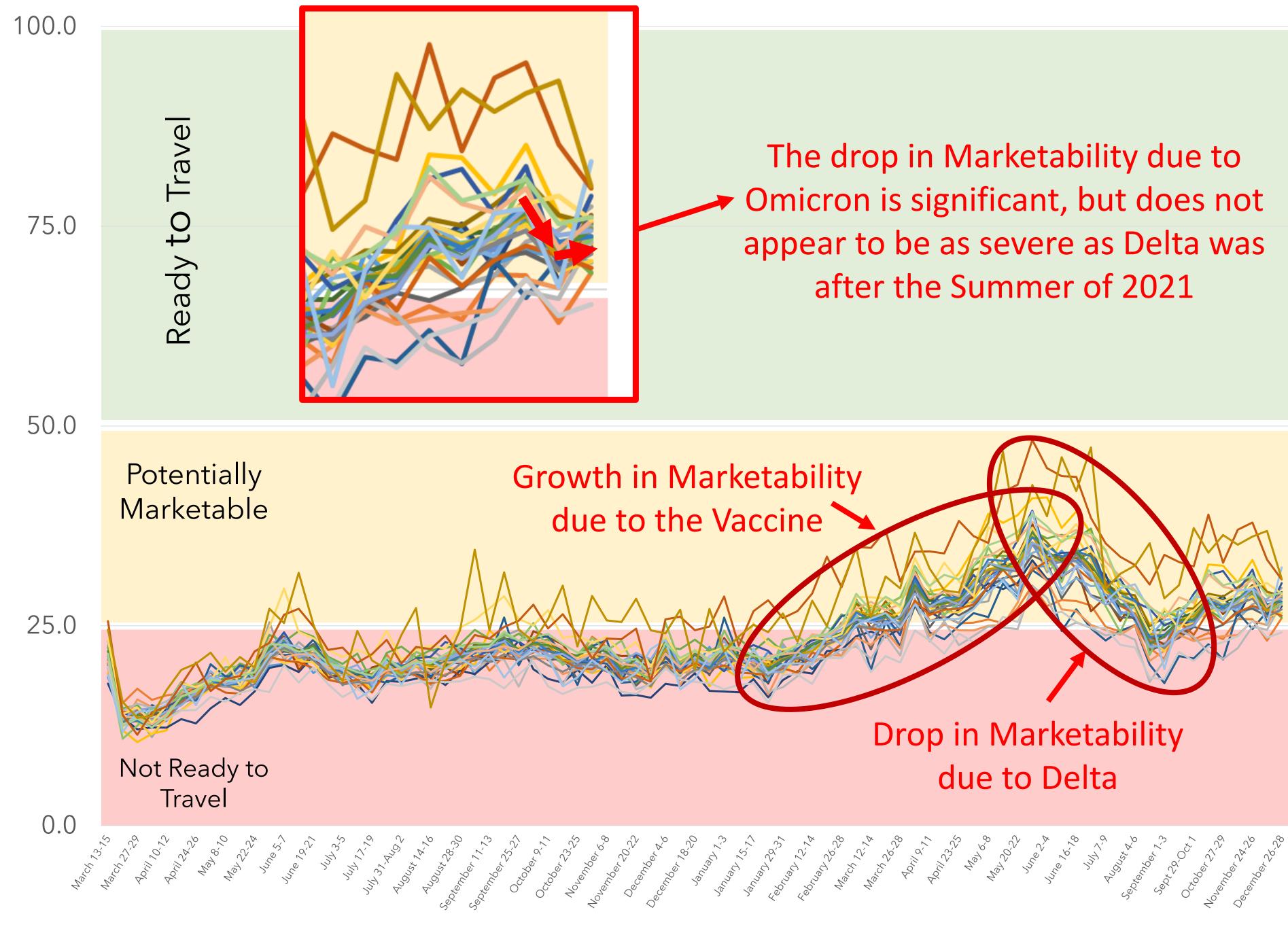


High Travel

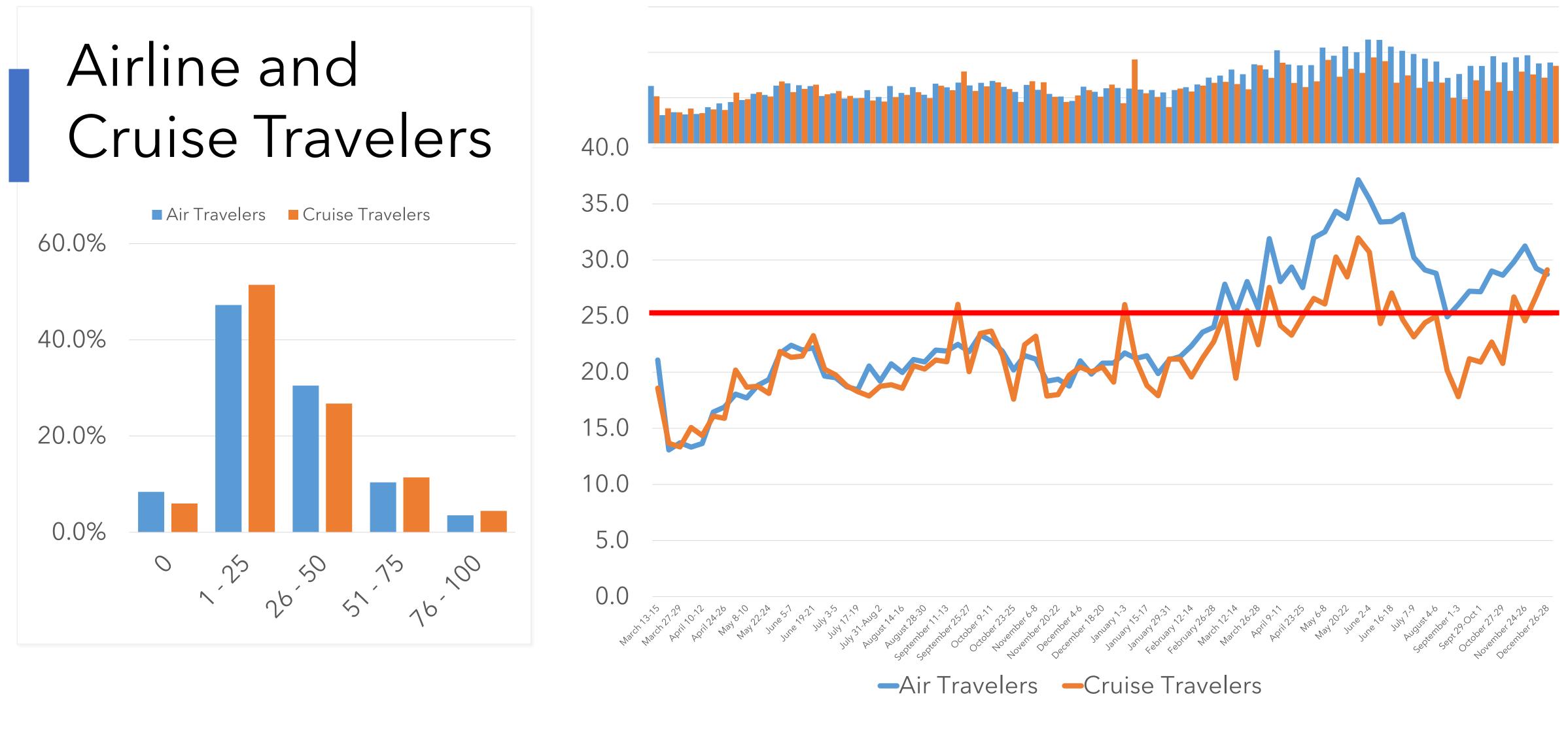
### Neutral



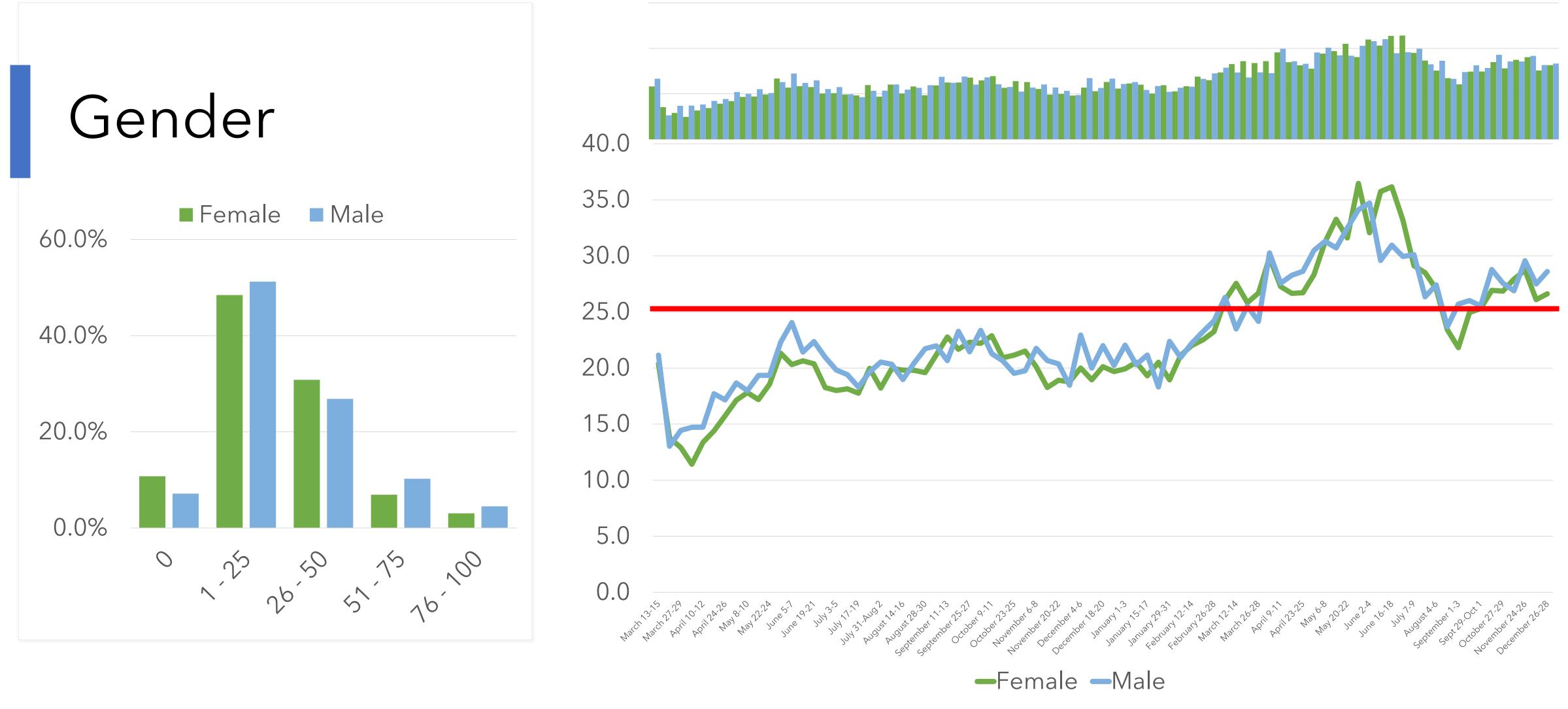




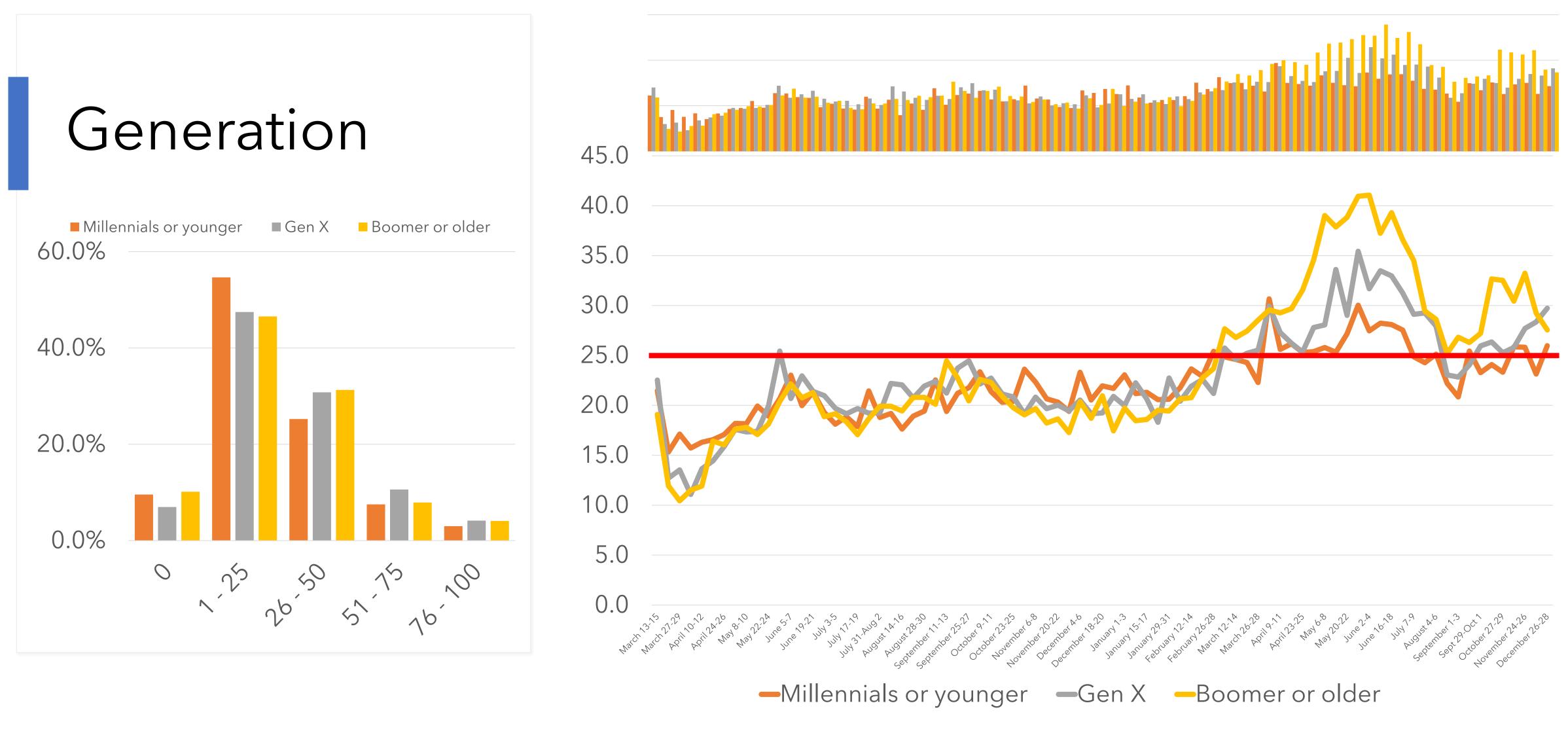
- —Total
- -Millennials or younger
- —Gen X
- -Boomer or older
- -WEST
- -MIDWEST
- -NORTHEAST
- -SOUTH
- —International Travelers
- —Air Travelers
- -Cruise Travelers
- -Leisure Travelers
- -VFR Travelers
- -Business Travelers
- —Female
- —Male
- —Affluent Over \$125K
- **—**\$80K \$125K
- —Under \$80K
- -City Travelers
- -Beach Travelers
- -US National Parks Travelers
- -Mountain Travelers
- Desert Travelers
- -Suburban area
- —Large city (urban area)
- -Rural area
- —Luxury Hotel
- -Non-Luxury Hotel
- -Peer-to-peer lodging
- -Campground or RV park



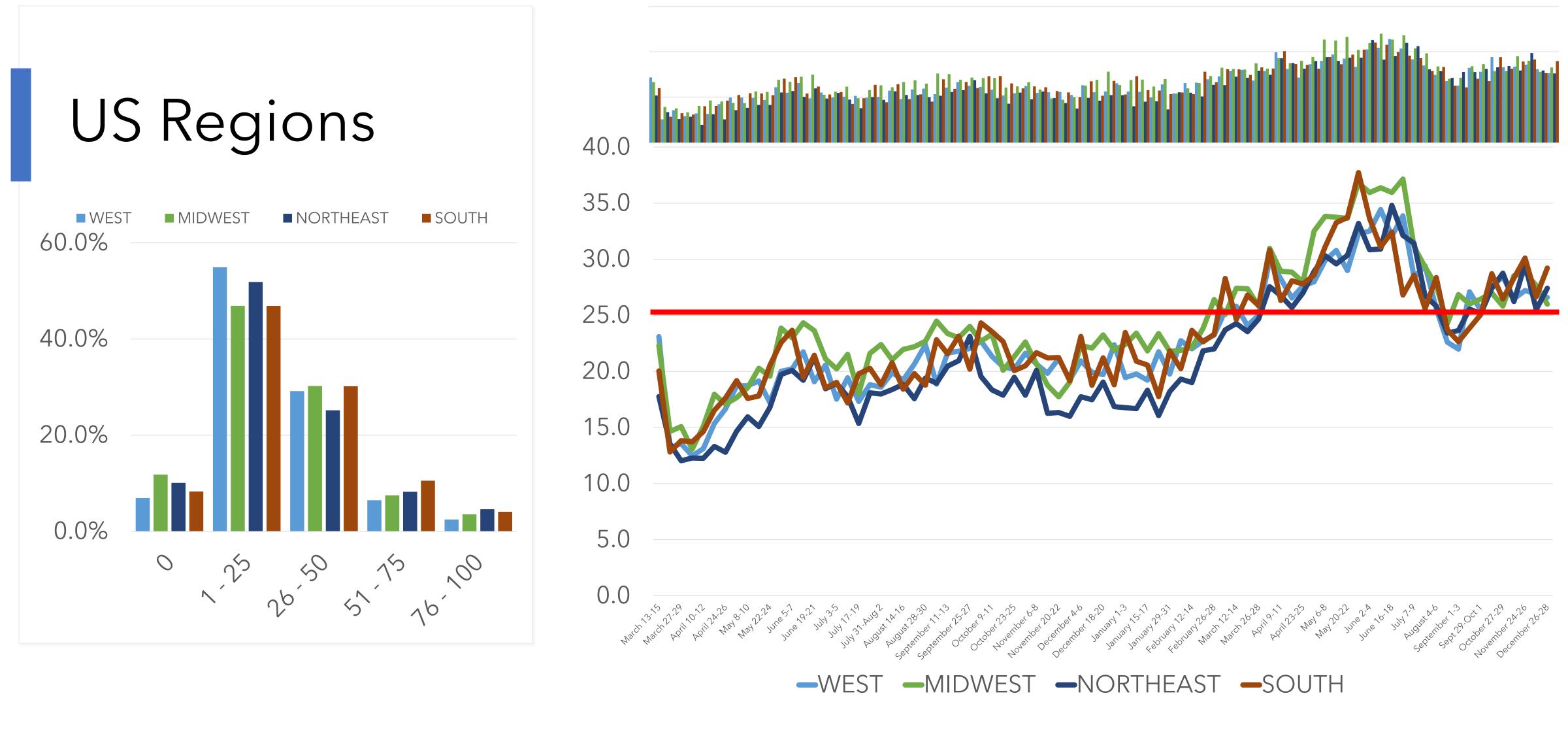




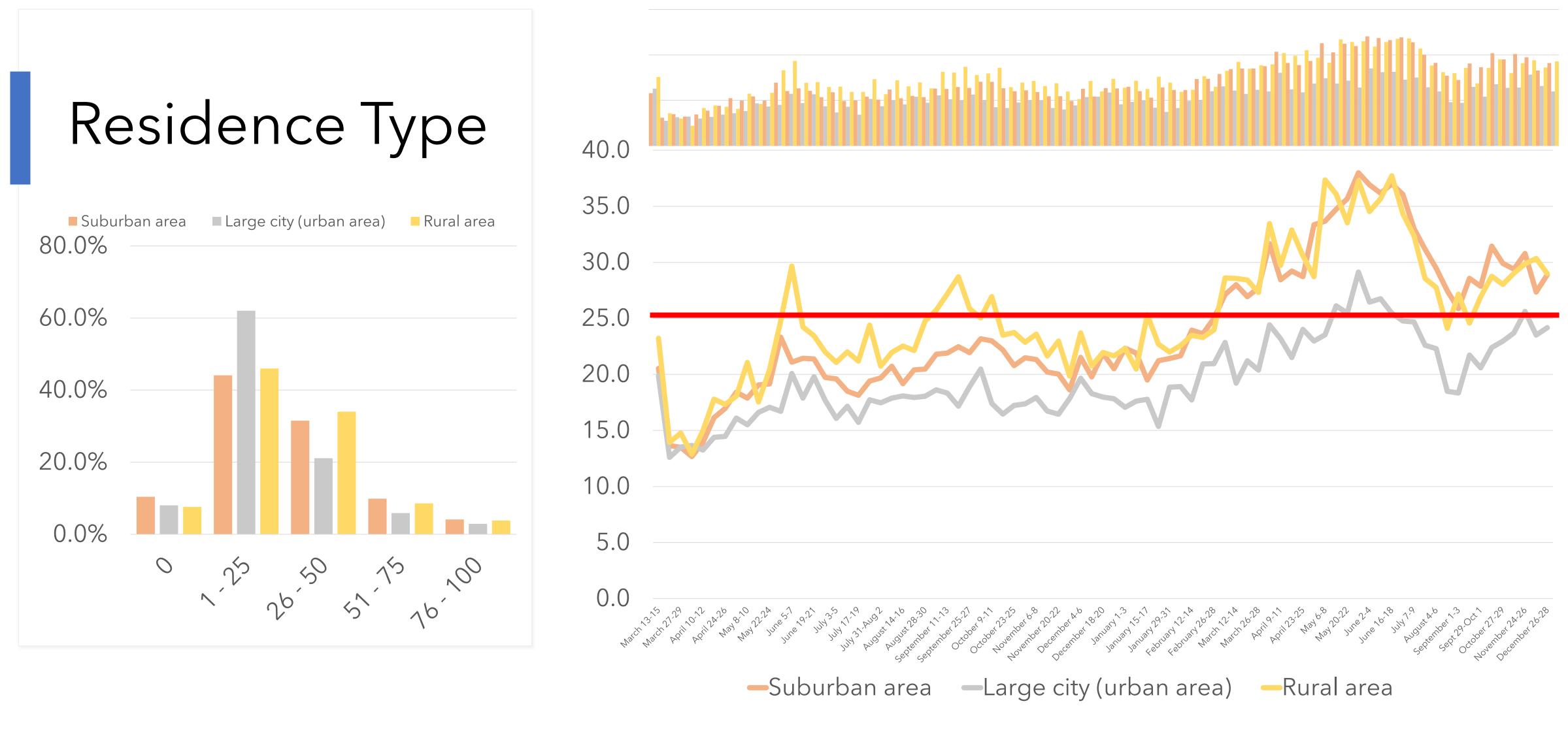


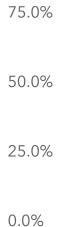


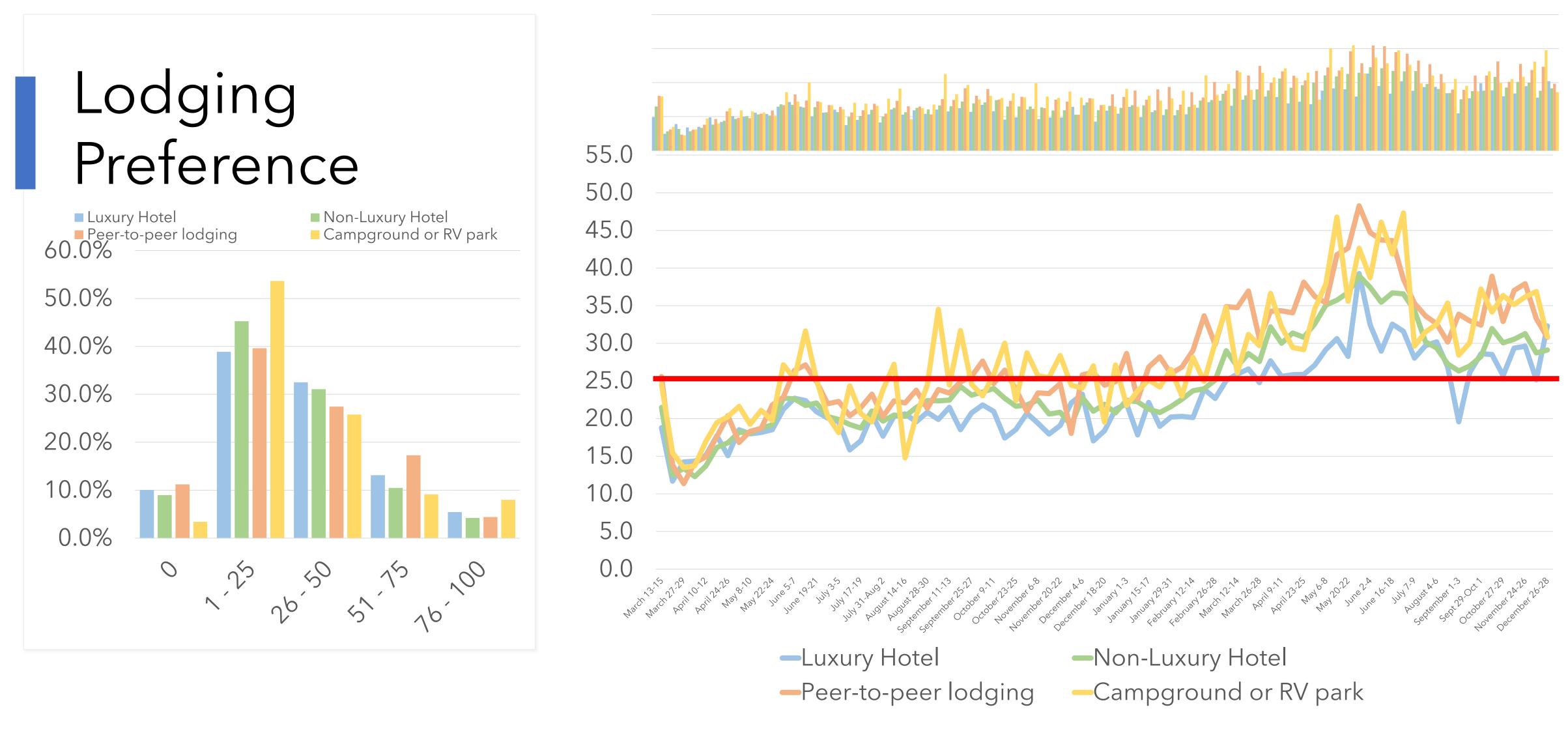












- 100.0%
- 75.0%
- 50.0%
- 25.0%
- 0.0%



# ACCESSING DATA IN THE ONLINE DASHBOARD

### a Availability

CAMERA-IP:143.453.00 .

Customers Satisfaction



**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.** 

n X, Baby Boomers or older) uth and Northeast)



# HOW TO USE DISPLYR

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

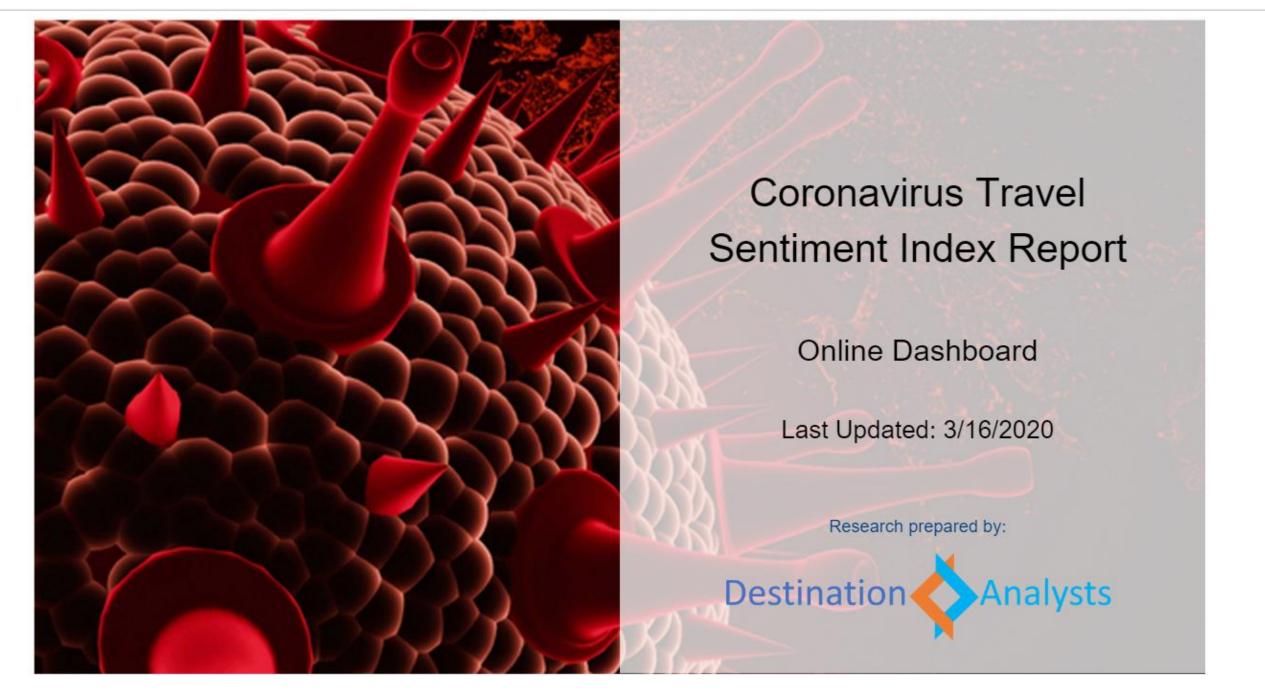


# **NAVIGATING THE DASHBOARD:**

### Coronavirus Travel Sentiment Index Report

- **Project Overview**
- ▷ Interplate Notice Notice
- Traveler Perceptions and Expectations

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



		Filters ~	Expor	?	
Search	0,		- + [	65	%



# NAVIGATING THE REPORT:

### **Coronavirus Travel Sentiment Index 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.

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 Blows	
Avoiding Travel Until the Crisis Blows	
Expectations for Summer Travel Sea	
Expectations for Summer Travel Sea	
🗈 Staycations as a Replacement for Va	
Staycations as a Replacement for Va	
🗈 Road Trips as a Replacement for Air	
🖹 Road Trips as a Replacement for Air	
🗈 Regional Trips as a Replacement for	
Regional Trips as a Replacement for	
Avoiding Conferences or Convention	
Avoiding Conferences or Convention	
Avoiding International Travel	
Avoiding International Travel - Break	
Comfort Enjoying Home Community	
Comfort Enjoying Home Community	
Discounts Drive Interest in Travel	
Discounts Drive Interest in Travel - B	
Upcoming Travel Plans	•

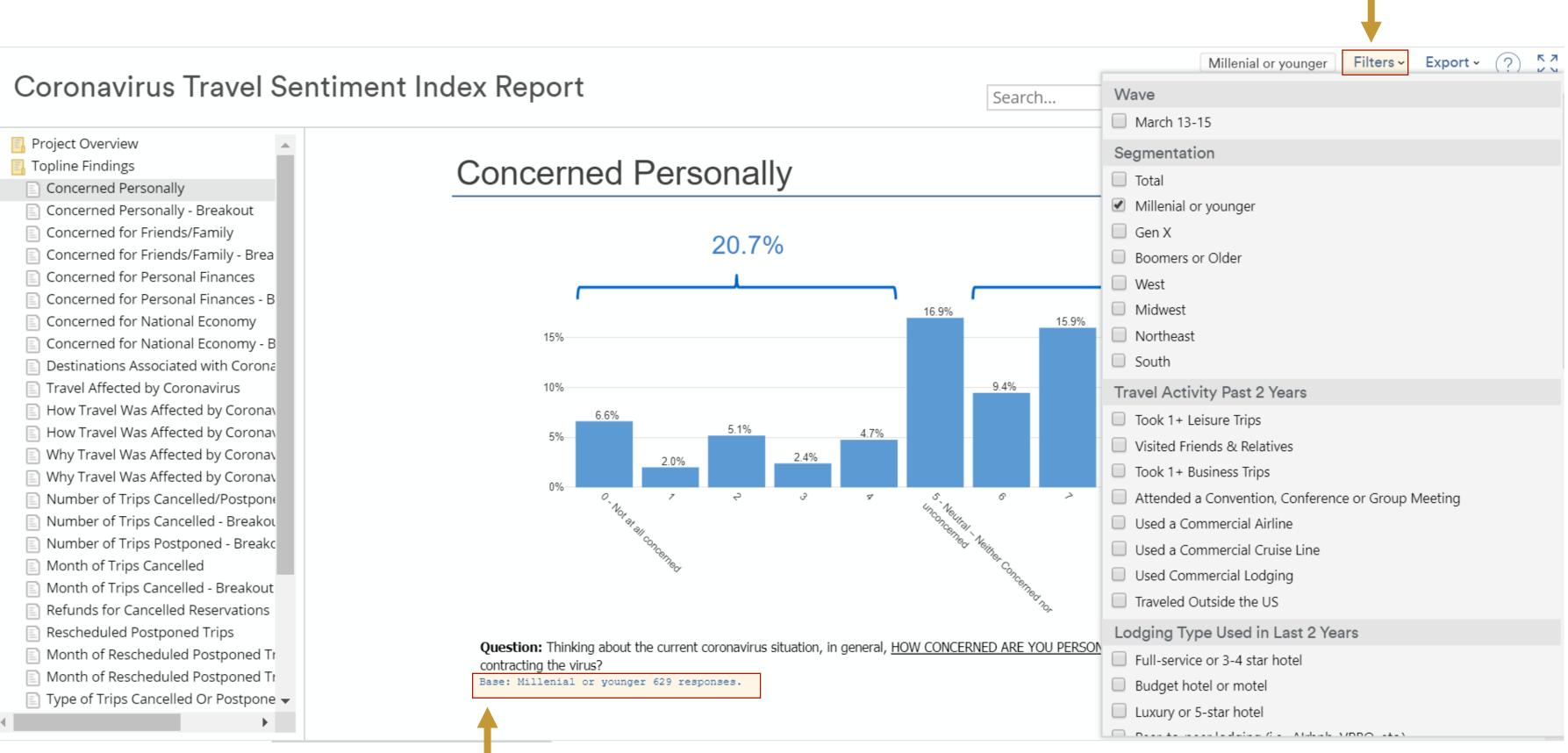
### Search...





Q

# FILTERING THE REPORT:



**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.

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



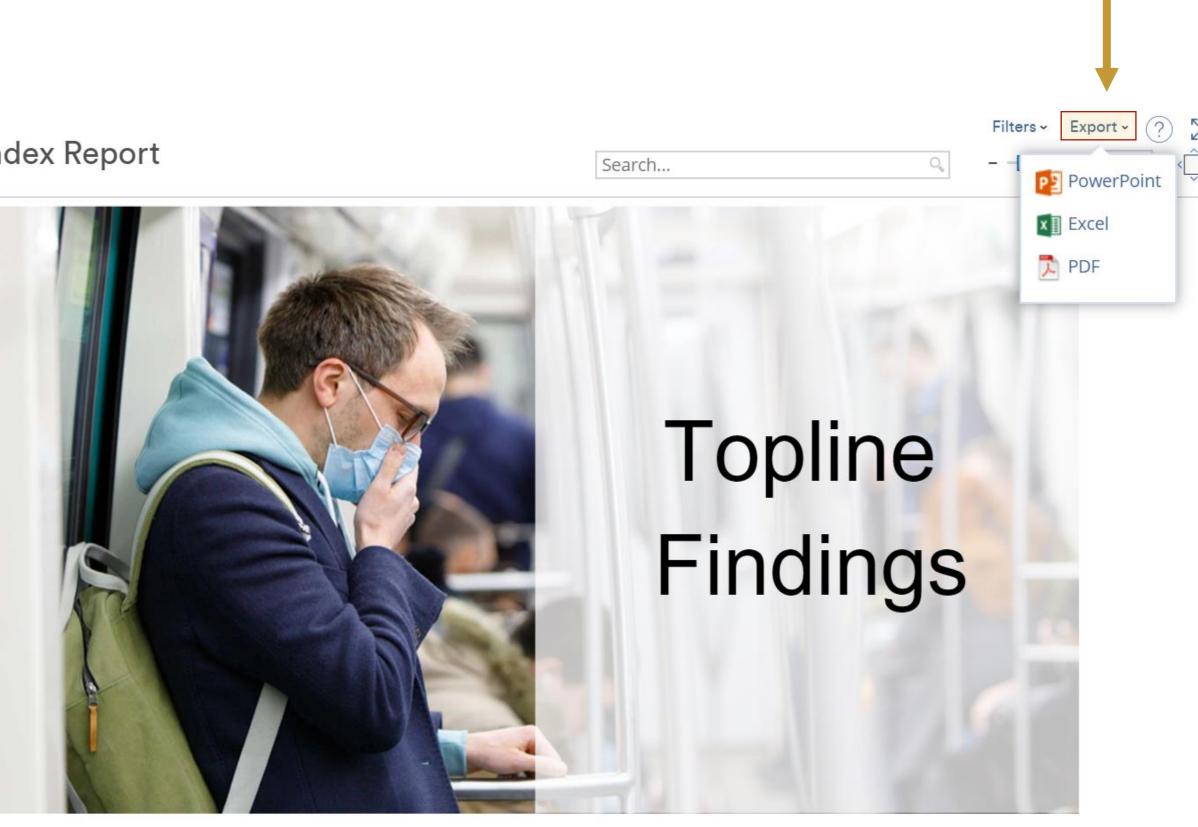
# **EXPORTING THE DATA:**

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

E	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 Corona	
	Travel Affected by Coronavirus	
	How Travel Was Affected by Corona	
	How Travel Was Affected by Corona	
	🖺 Why Travel Was Affected by Corona	
	🖹 Why Travel Was Affected by Corona	
	Number of Trips Cancelled/Postpone	
	🖺 Number of Trips Cancelled - Breakou	
	🖹 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	•
4	•	

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).



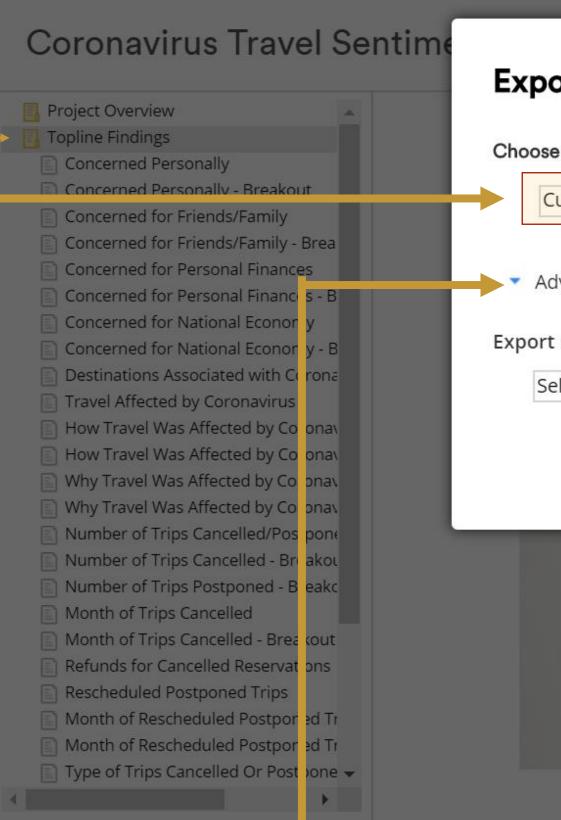


# **EXPORTING THE DATA:**

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

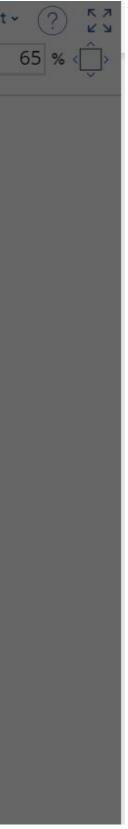
"Current Selection" will only export the single data point you are viewing (or an entire report section if it is selected in the navigation pane as shown in this screenshot).

"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.

	Filters - Expor
ort to PowerPoint	
which pages to export:	
urrent Selection	
lvanced Options	
reports with selected filters:	
reports with selected filters:	
Export Cancel Lings	



# 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

