

CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT, WAVE 81

RESEARCH FINDINGS

January 3, 2022

Destination  Analysts



TABLE OF CONTENTS

Destination  Analysts

Project Overview	3
Top Takeaways	5
How Close Are We to Normal	8
Current Feelings About the Coronavirus & Travel	15
Travel Avoidance	36
Resident Sentiment	39
Feelings About COVID-19 Vaccines & Vaccine Requirements	41
Impact of the Omicron Variant	50
Travel in the Next 12 Months	58
Marketing Travel	72
Travel in the Near Future	74
Recent Travel Experiences	93
Most Recent Overnight Trip	102
Most Recent Day Trip	123
Holiday Travel	135
Financial Wellness	138
Travel Budget & Travel Spending	147
High Travel Prices	162
Coronavirus Travel Sentiment Index	167
Accessing Data 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 81st 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 81st wave of this survey was collected from December 26th – 28th, 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 +/- 2.8%.

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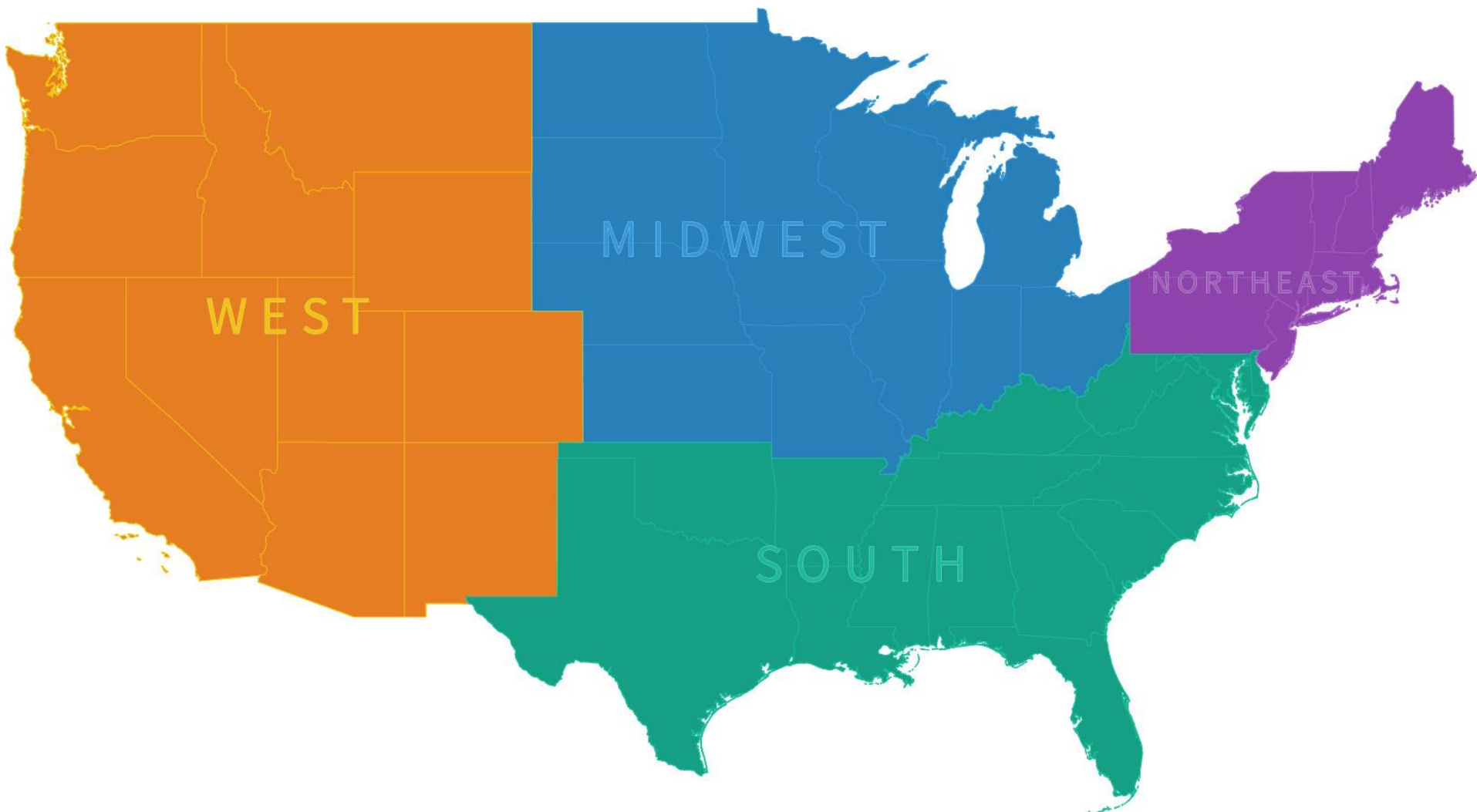


PROJECT OVERVIEW

Data weighting. The survey sampling plan used in this project collected approximately 300 fully-completed surveys in each of the four regions shown in the map below. The overall results presented in this report are weighted to reflect the actual populations of the regions.

Moving forward. The COVID-19 situation is evolving, and its impact on the travel industry is far from clear. As a result, Destination Analysts plans to conduct this survey bi-weekly through February 28. Reports have been, or will be, made on the following schedule at right.

Map of U.S. Showing Survey Regions:



2021

	Data collection	Report release
Wave #43	January 1-3	January 4
Wave #44	January 8-10	January 11
Wave #45	January 15-17	January 18
Wave #46	January 22-24	January 25
Wave #47	January 29-31	February 1
Wave #48	February 5-7	February 8
Wave #49	February 12-14	February 15
Wave #50	February 19-21	February 22
Wave #51	February 26-28	March 1
Wave #52	March 5-7	March 8
Wave #53	March 12-14	March 15
Wave #54	March 19-21	March 22
Wave #55	March 26-28	March 29
Wave #56	April 2-4	April 5
Wave #57	April 9-11	April 12
Wave #58	April 16-18	April 19
Wave #59	April 23-25	April 26
Wave #60	April 30 – May 2	May 3
Wave #61	May 6-8	May 10
Wave #62	May 13-15	May 17
Wave #63	May 20-22	May 24
Wave #64	May 26-28	May 31
Wave #65	June 2-4	June 7
Wave #66	June 9-11	June 14
Wave #67	June 16-18	June 21
Wave #68	June 23-25	June 28
Wave #69	July 7-9	July 12
Wave #70	July 21-23	July 26
Wave #71	August 4-6	August 9
Wave #72	August 18-20	August 23
Wave #73	September 1-3	September 7
Wave #74	September 15-17	September 20
Wave #75	Sept 29 – Oct 1	October 4
Wave #76	October 13-15	October 18
Wave #77	October 27-29	November 1
Wave #78	November 10-12	November 15
Wave #79	November 24-26	November 29
Wave #80	December 8-10	December 13

2022

	Data collection	Report release
Wave #81	December 26-28	January 3
Wave #82	January 12-14	January 17
Wave #83	January 26-28	January 31
Wave #84	February 9-11	February 14
Wave #85	February 23-25	February 28

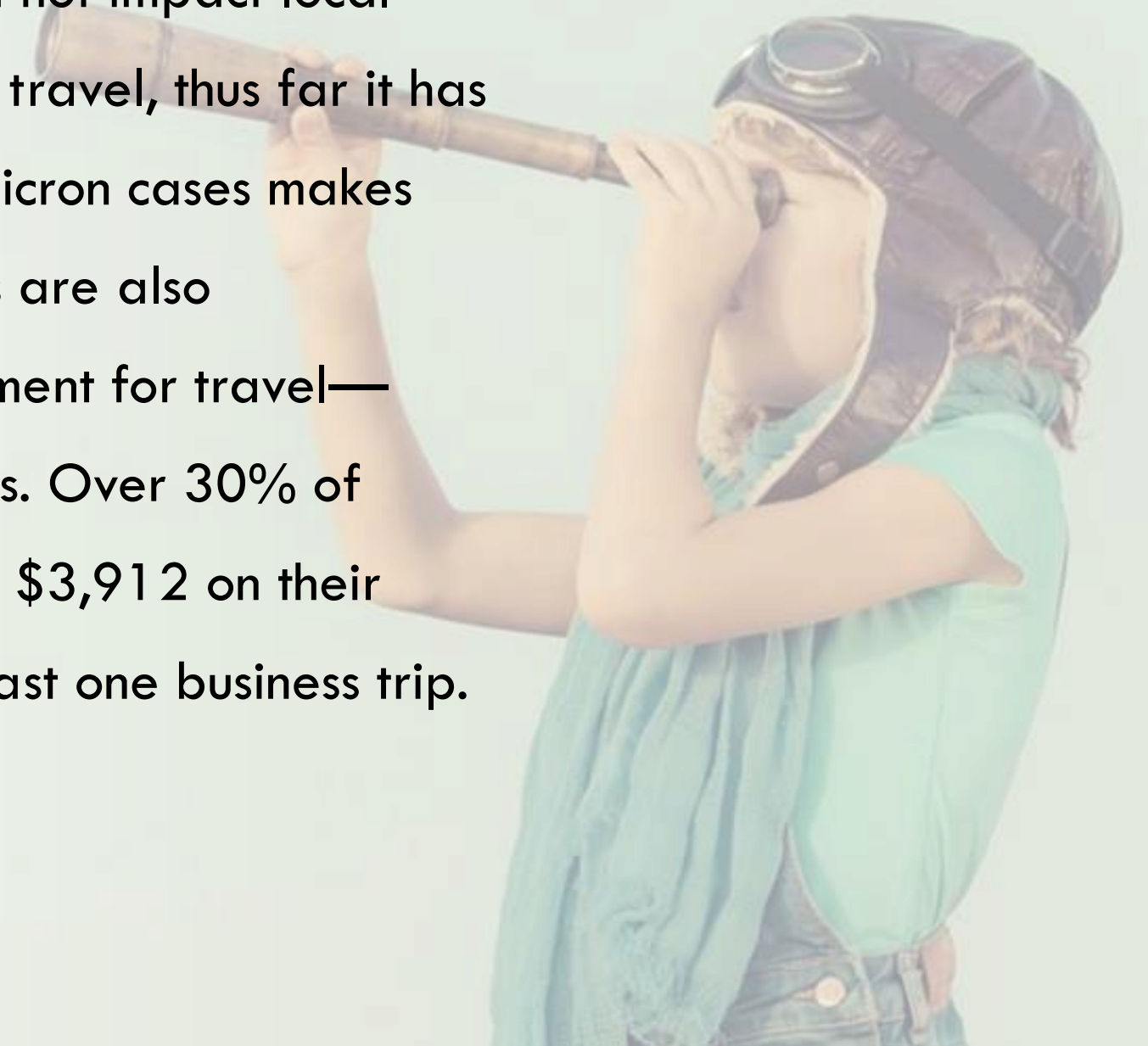
TOP TAKEAWAYS

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 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.

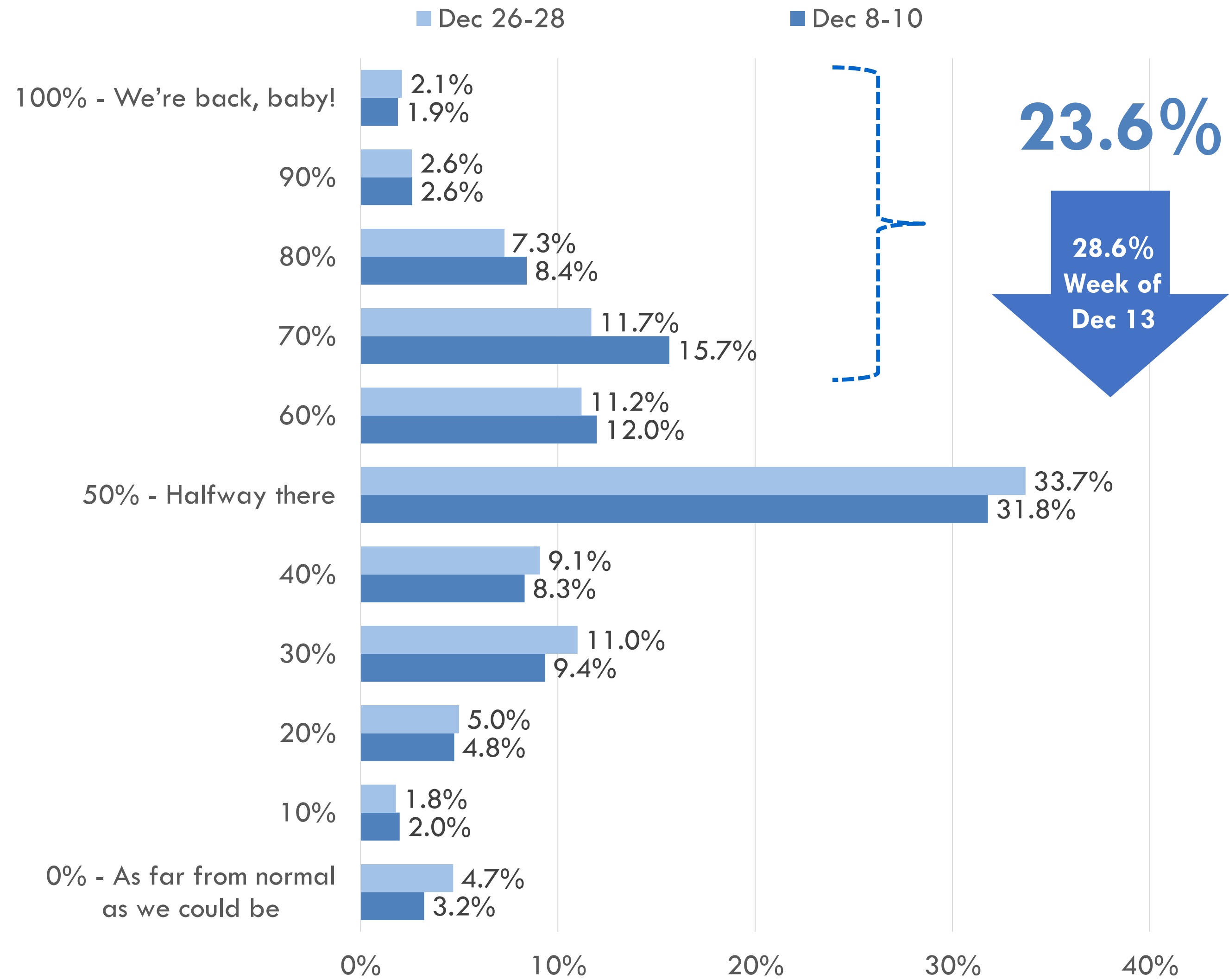
A woman in a black dress stands in a field, holding a blue surgical mask in her right hand. She is looking up towards the sky, with her left arm extended. The background is a hazy, golden landscape under a sunset sky. The text "HOW CLOSE ARE WE TO NORMAL?" is overlaid on the right side of the image.

**HOW CLOSE ARE
WE TO NORMAL?**

RETURNING TO NORMAL

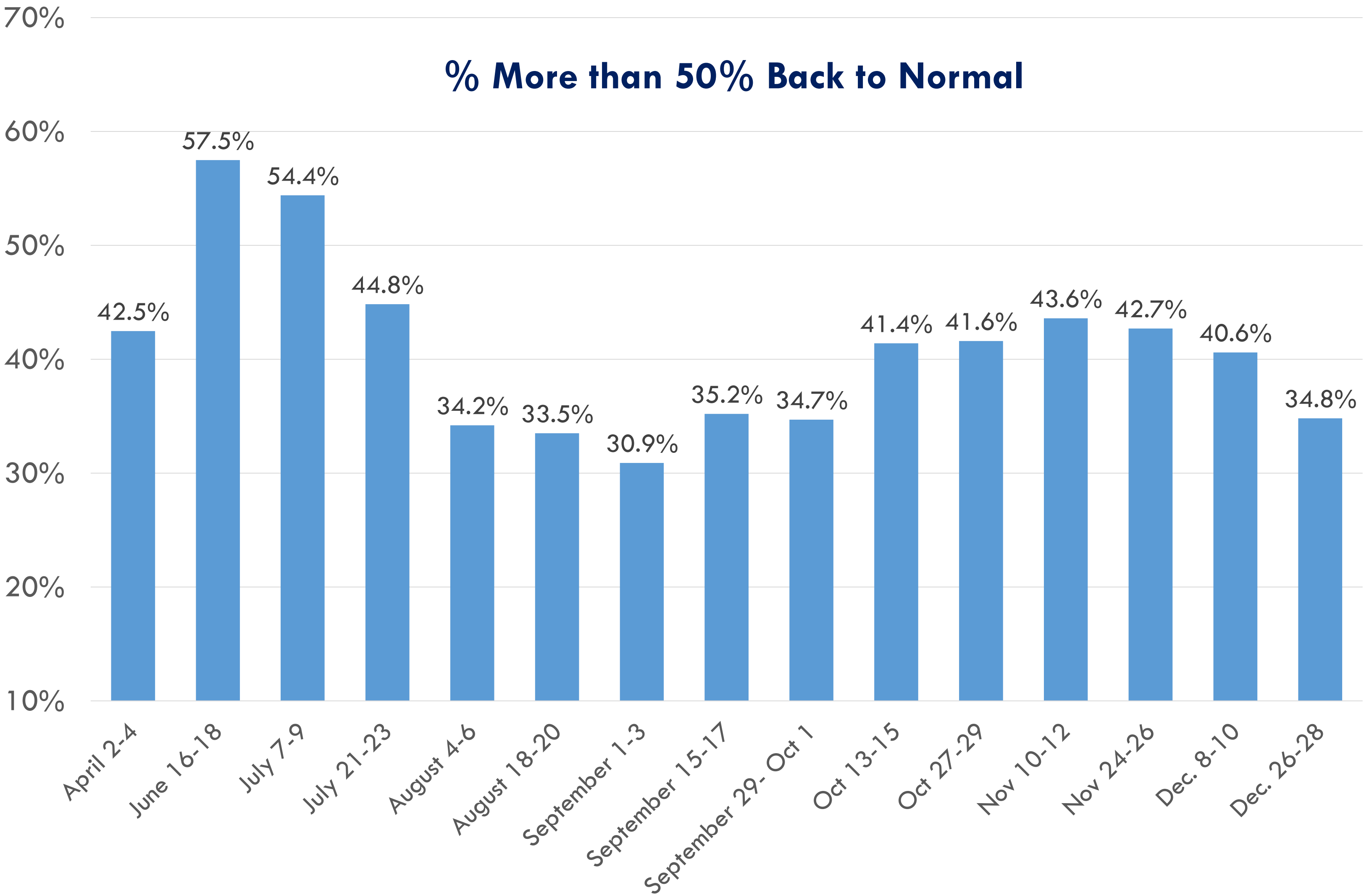
Question: Overall, how close to “normal” is the U.S. in terms of resuming leisure activities (dining out, travel, etc.)?

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



RETURNING TO NORMAL

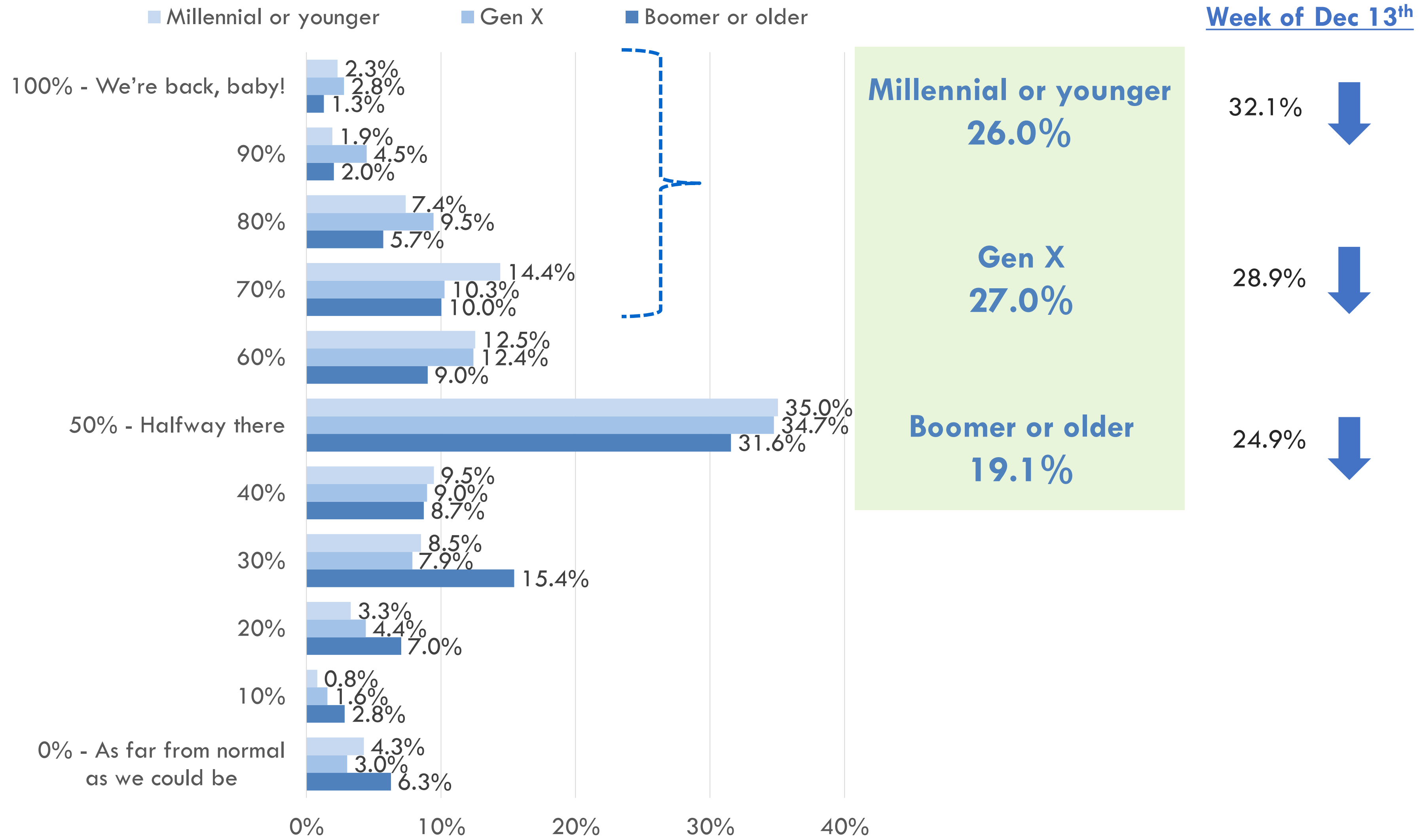
Question: Overall, how close to “normal” is the U.S. in terms of resuming leisure activities (dining out, travel, etc.)?



RETURNING TO NORMAL: BY GENERATION

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

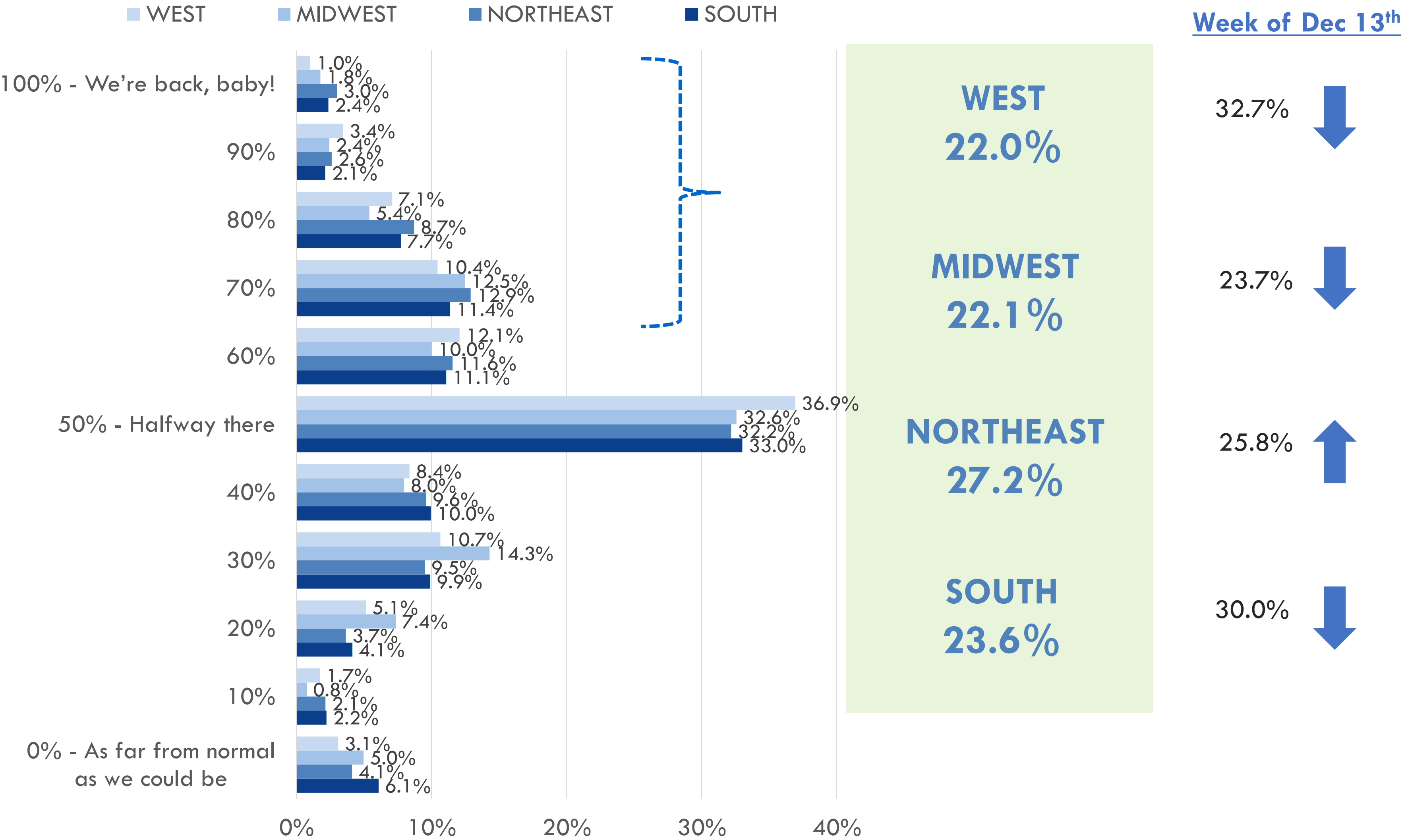
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)



RETURNING TO NORMAL: BY REGION

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

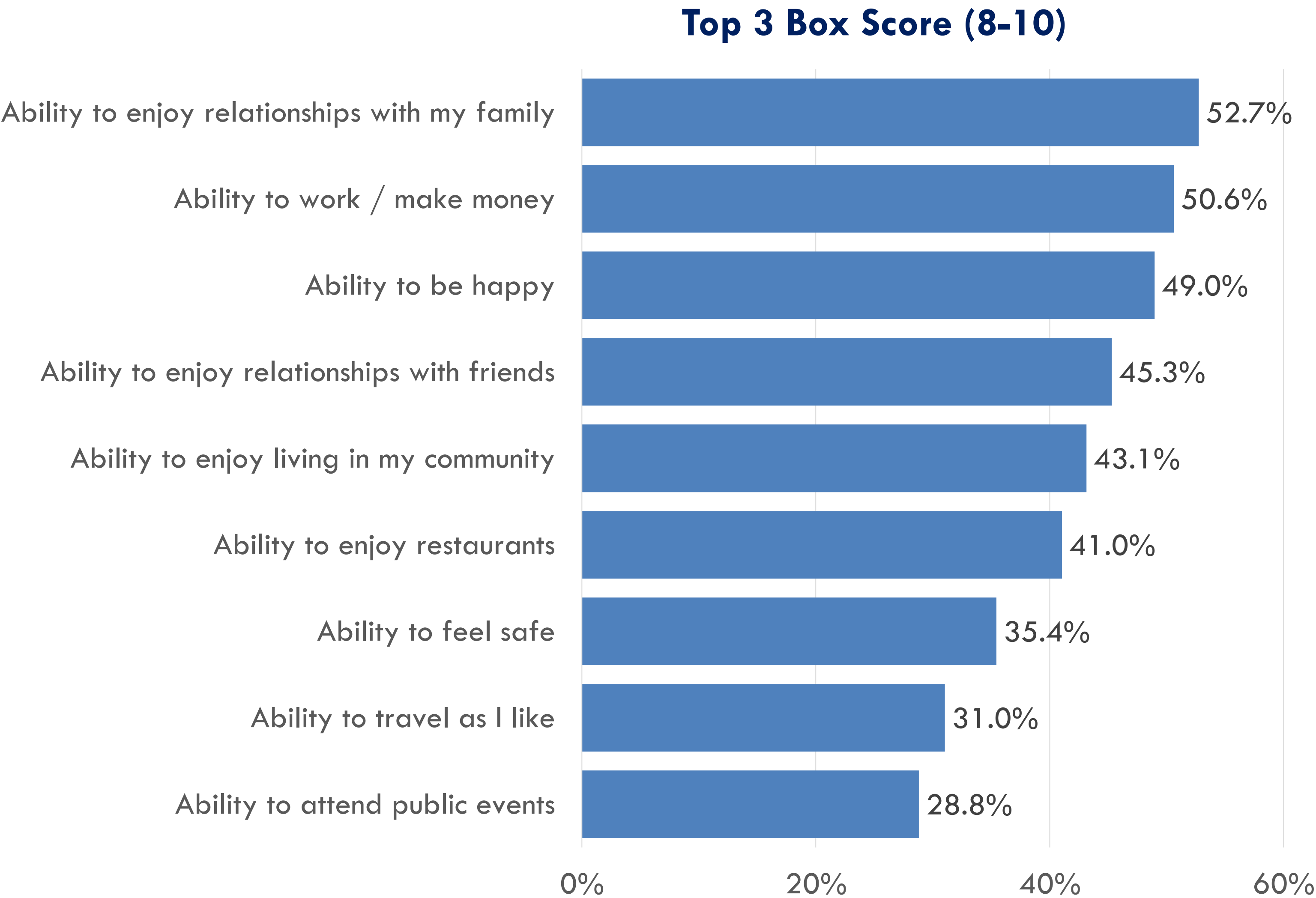
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)



RETURNING TO NORMAL

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

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

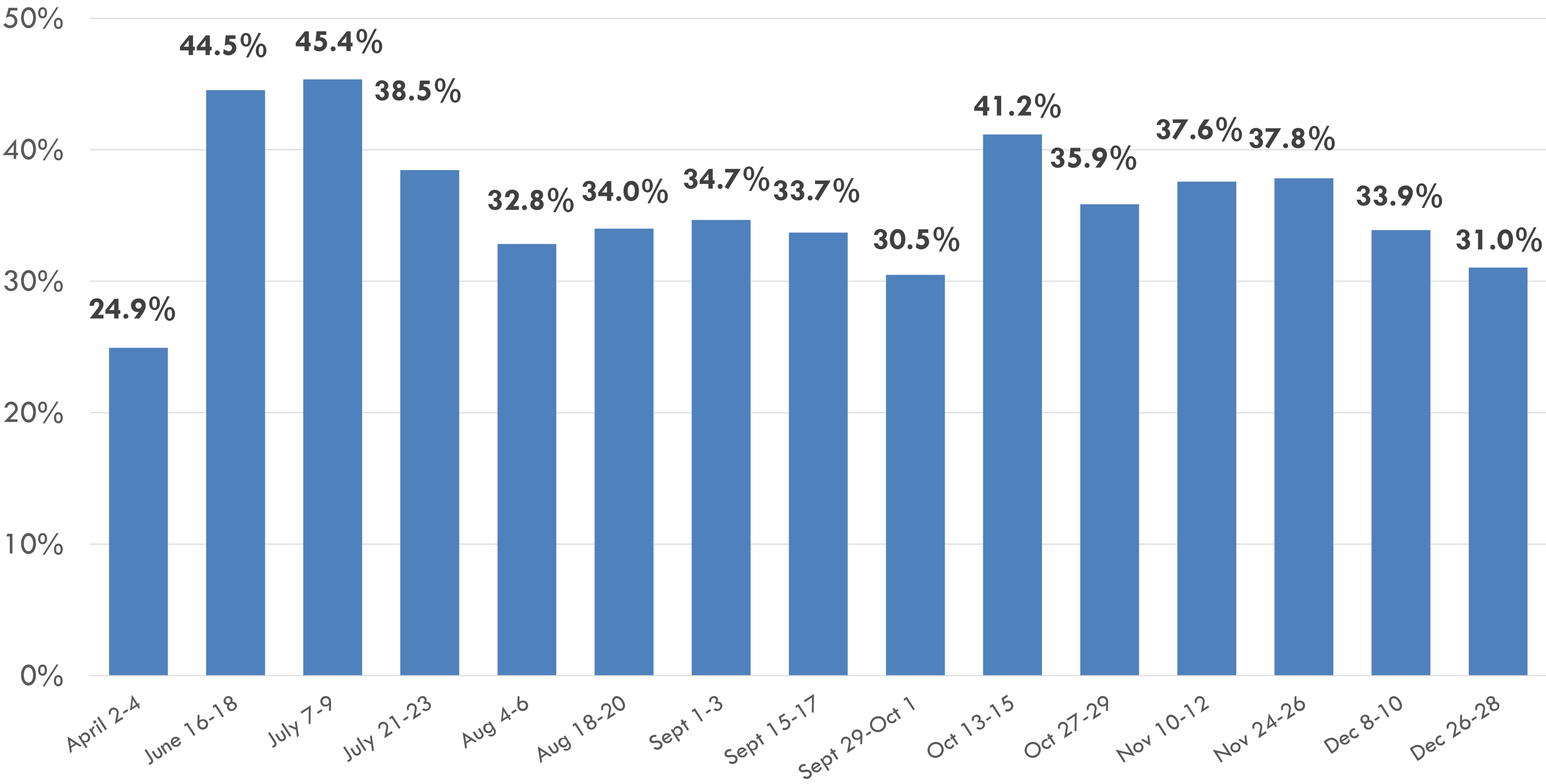


ABILITY TO TRAVEL AS I LIKE

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."

Top 3 Box Score (8-10)



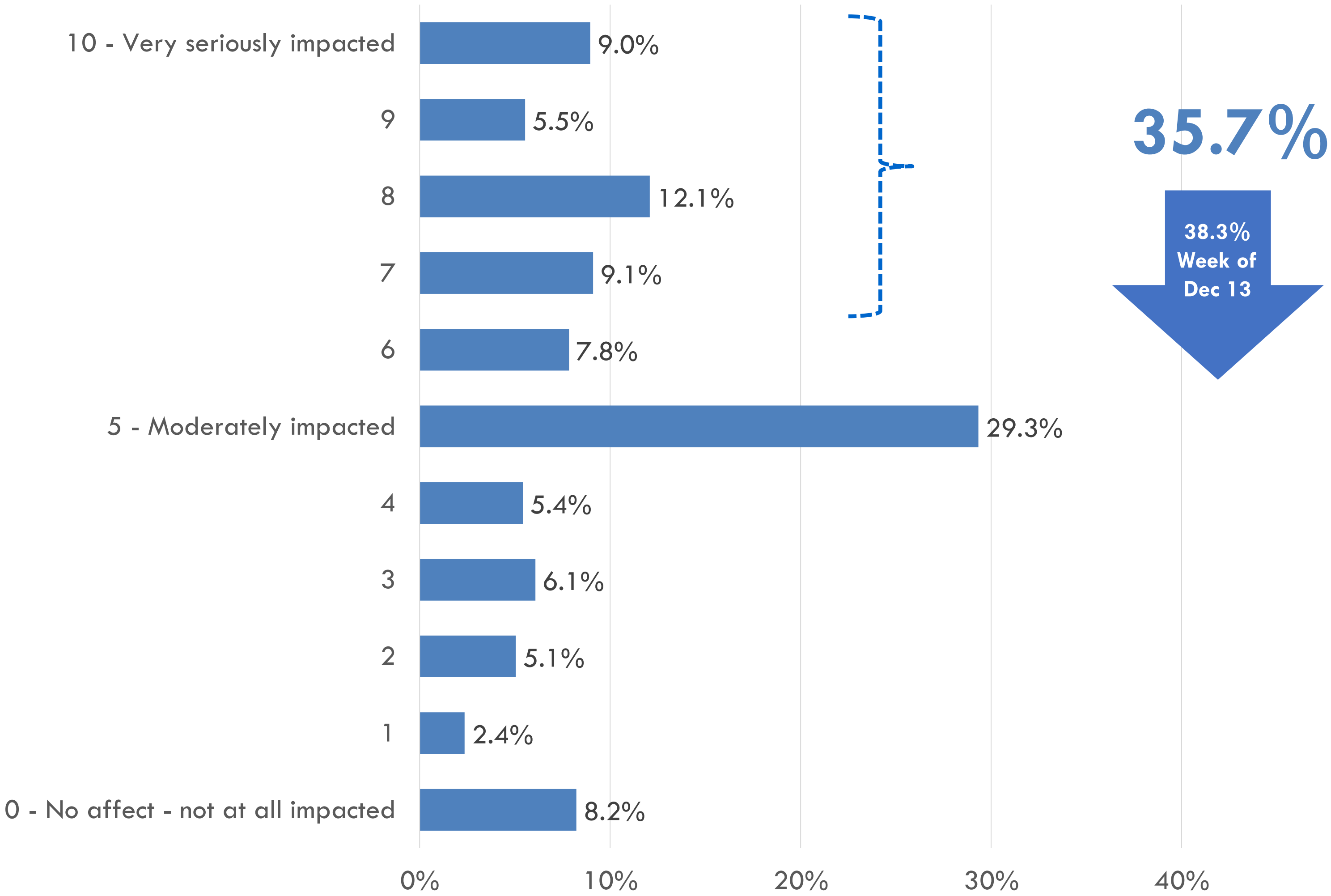


CURRENT FEELINGS ABOUT THE CORONAVIRUS & TRAVEL

COVID-19'S IMPACT ON MEANINGFUL TRAVEL EXPERIENCES

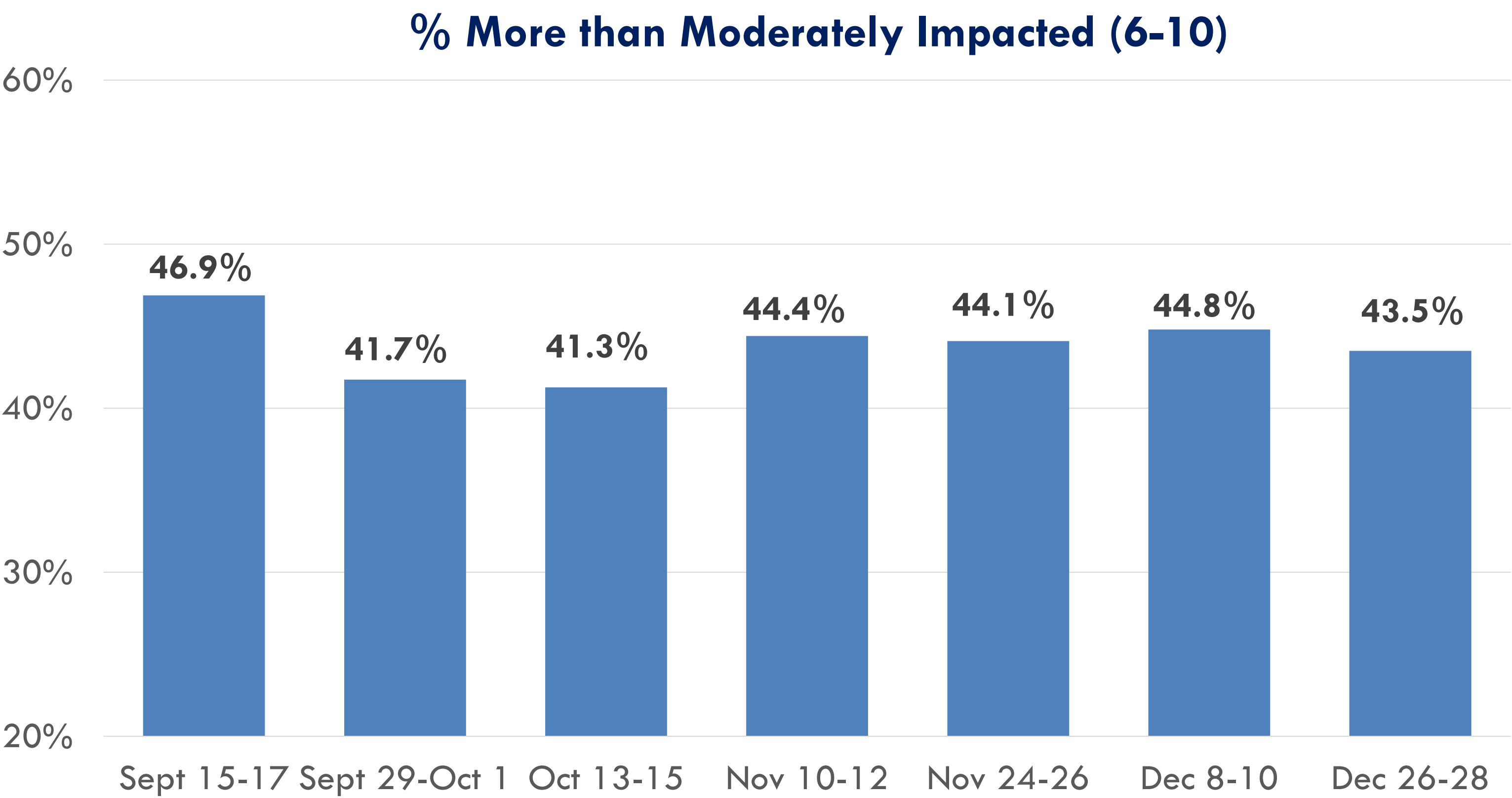
Question: How much is the COVID-19 issue impacting your ability to have meaningful travel experiences?
(Select one)

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



COVID-19'S IMPACT ON MEANINGFUL TRAVEL EXPERIENCES

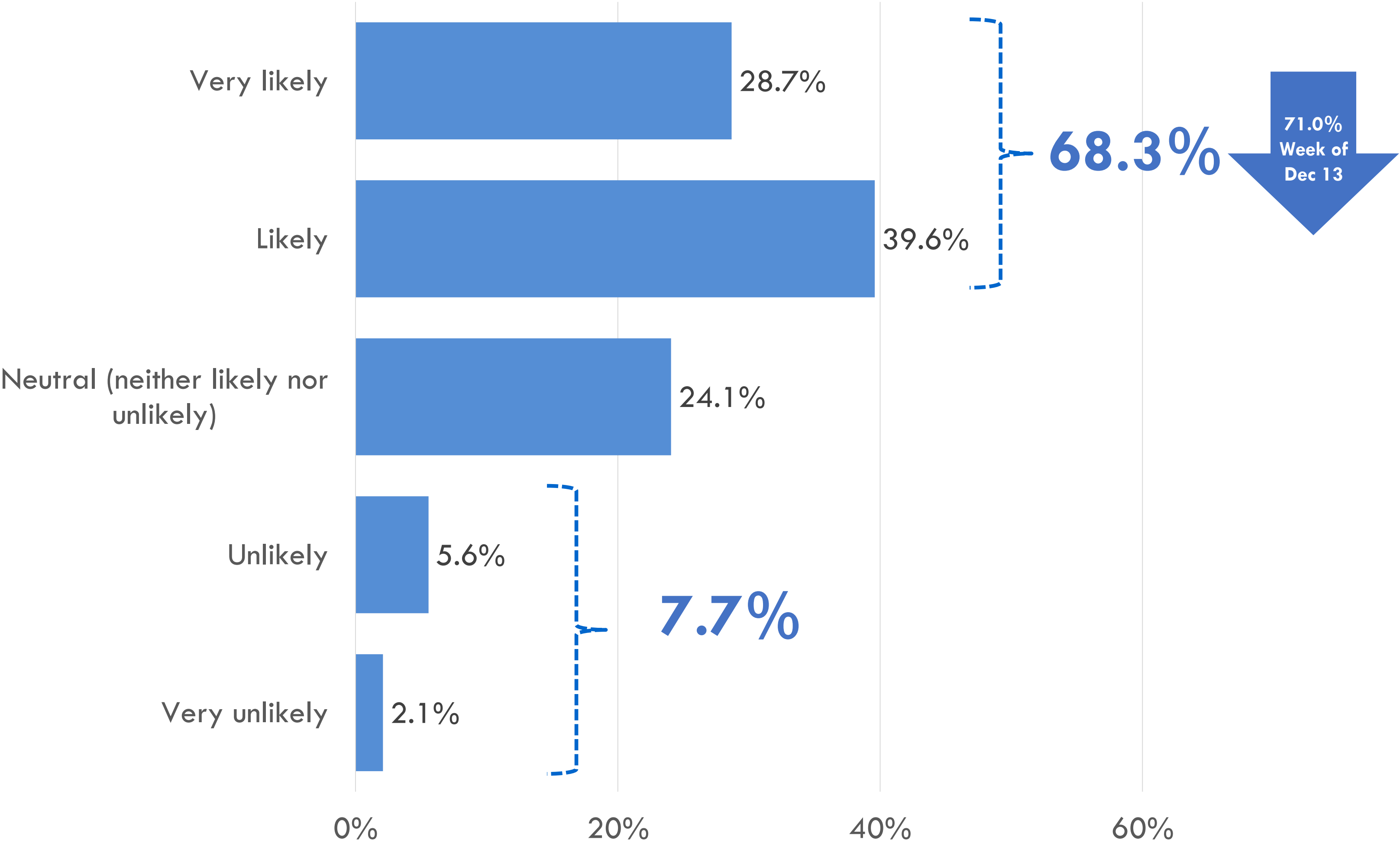
Question: How much is the COVID-19 issue impacting your ability to have meaningful travel experiences? (Select one)



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

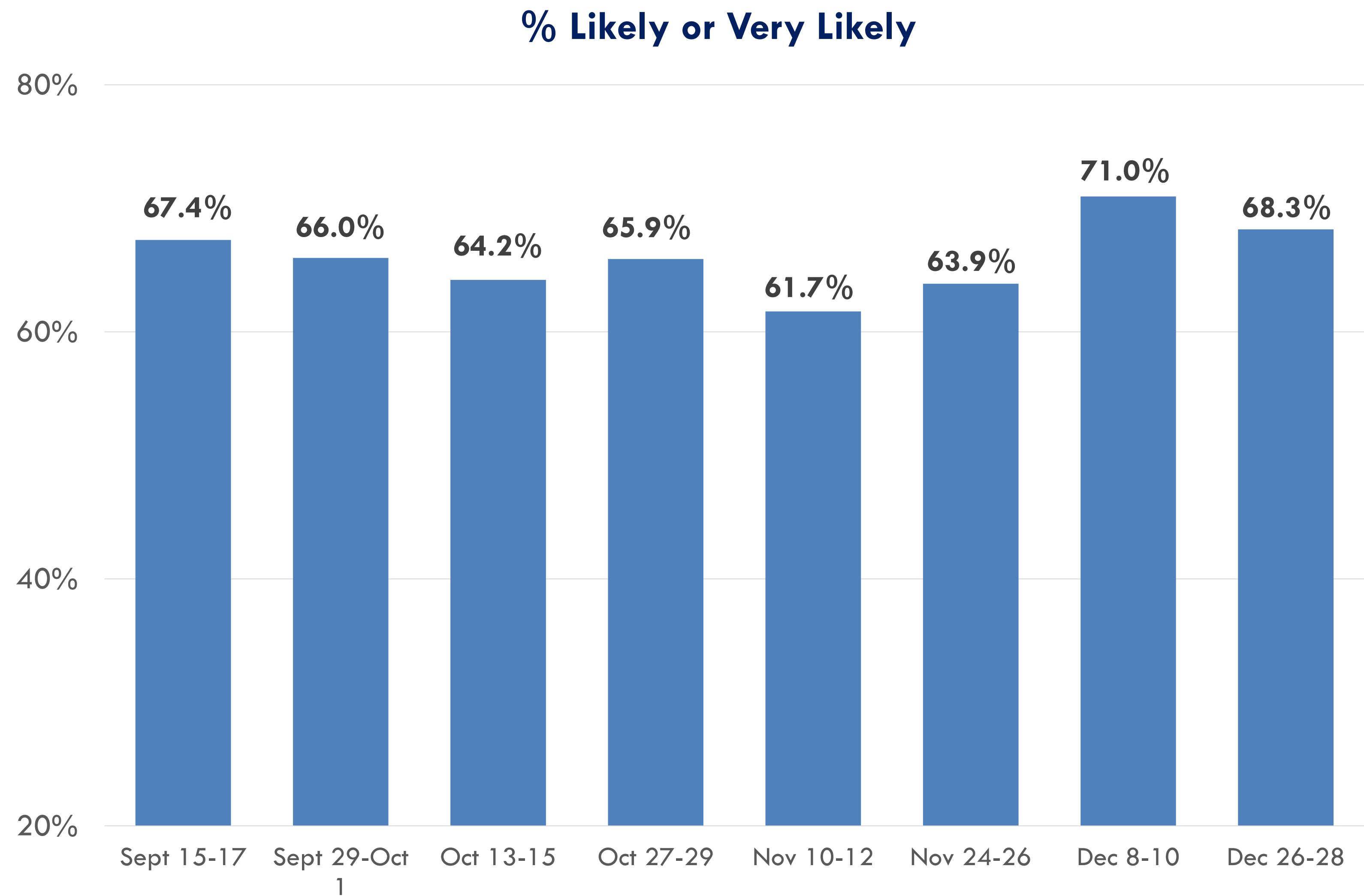
Question: In your opinion, how likely is it that the COVID-19 issue will be with us for the longer-term (i.e., at least the next several years)? (Select one)

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



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

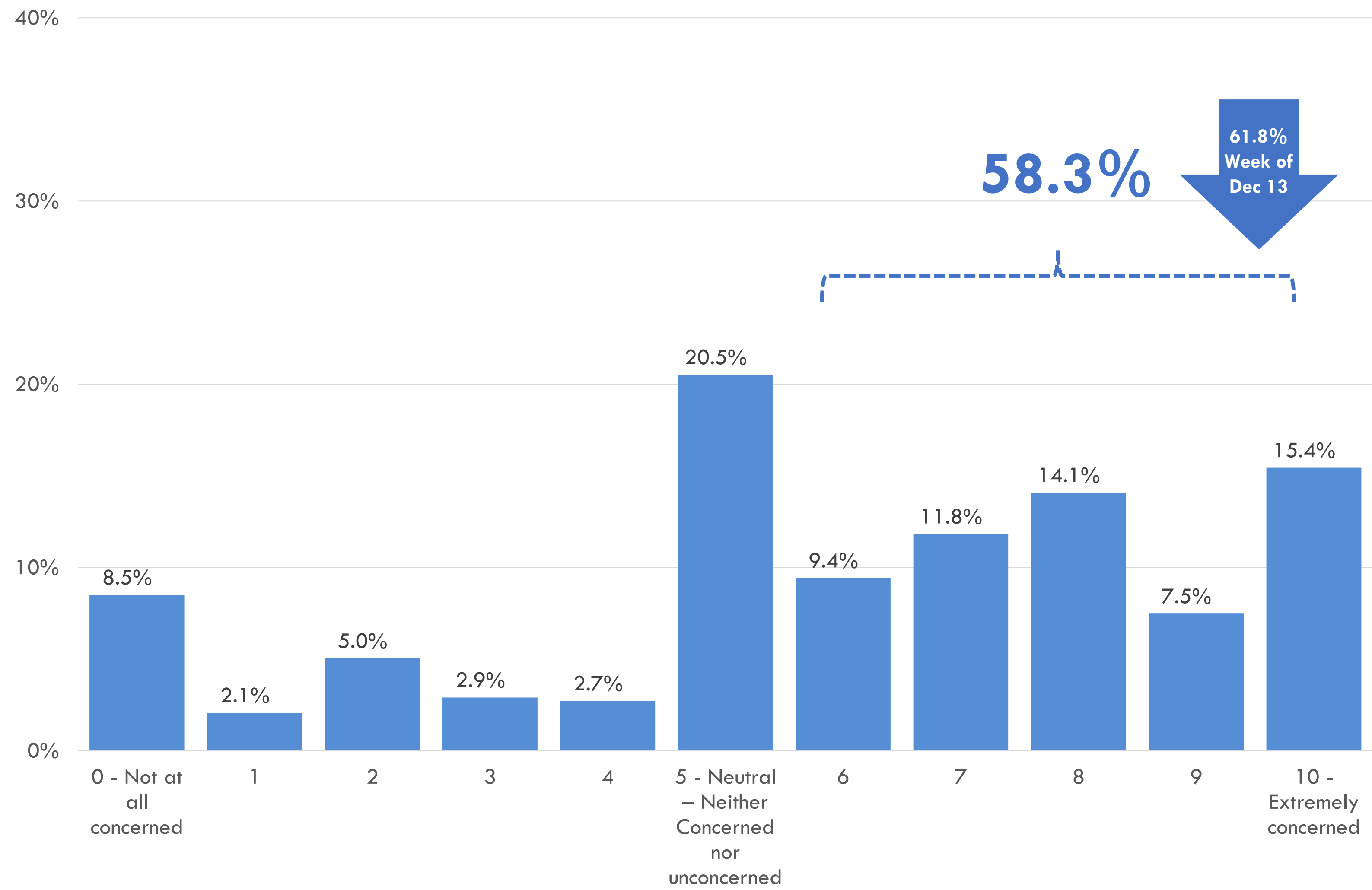
Question: In your opinion, how likely is it that the COVID-19 issue will be with us for the longer-term (i.e., at least the next several years)? (Select one)



PERSONAL HEALTH CONCERNS

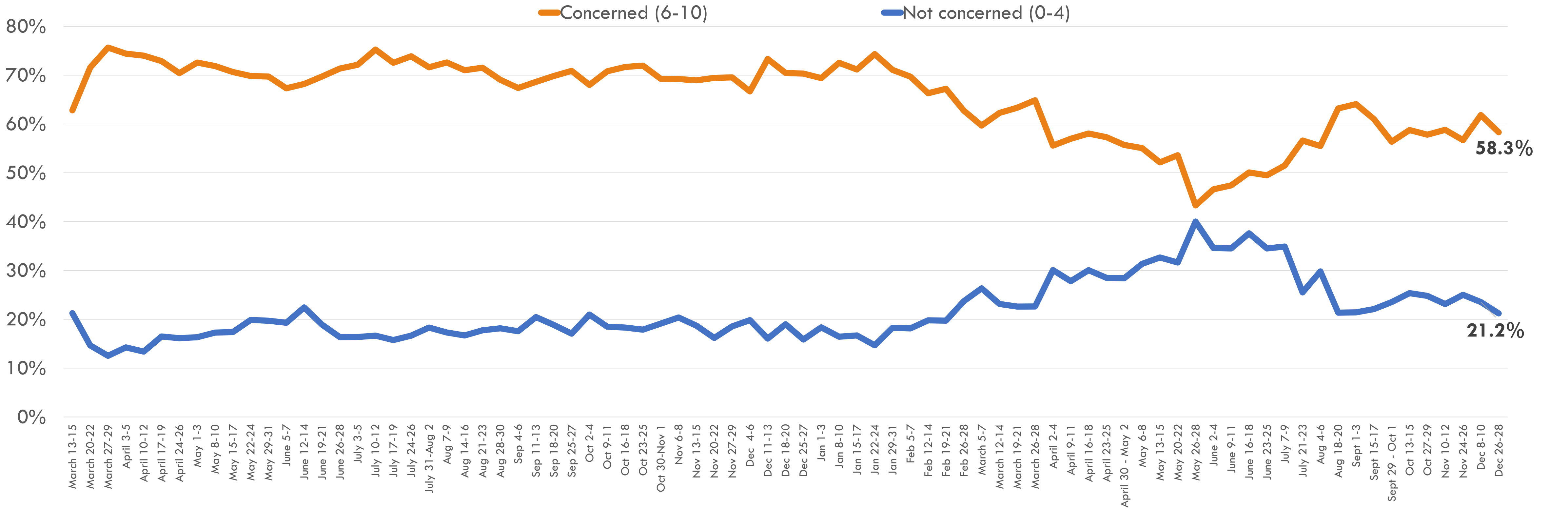
Question: Thinking about the current coronavirus situation, in general, **HOW CONCERNED ARE YOU PERSONALLY** about contracting the virus? (Please answer using the scale below)

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



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)

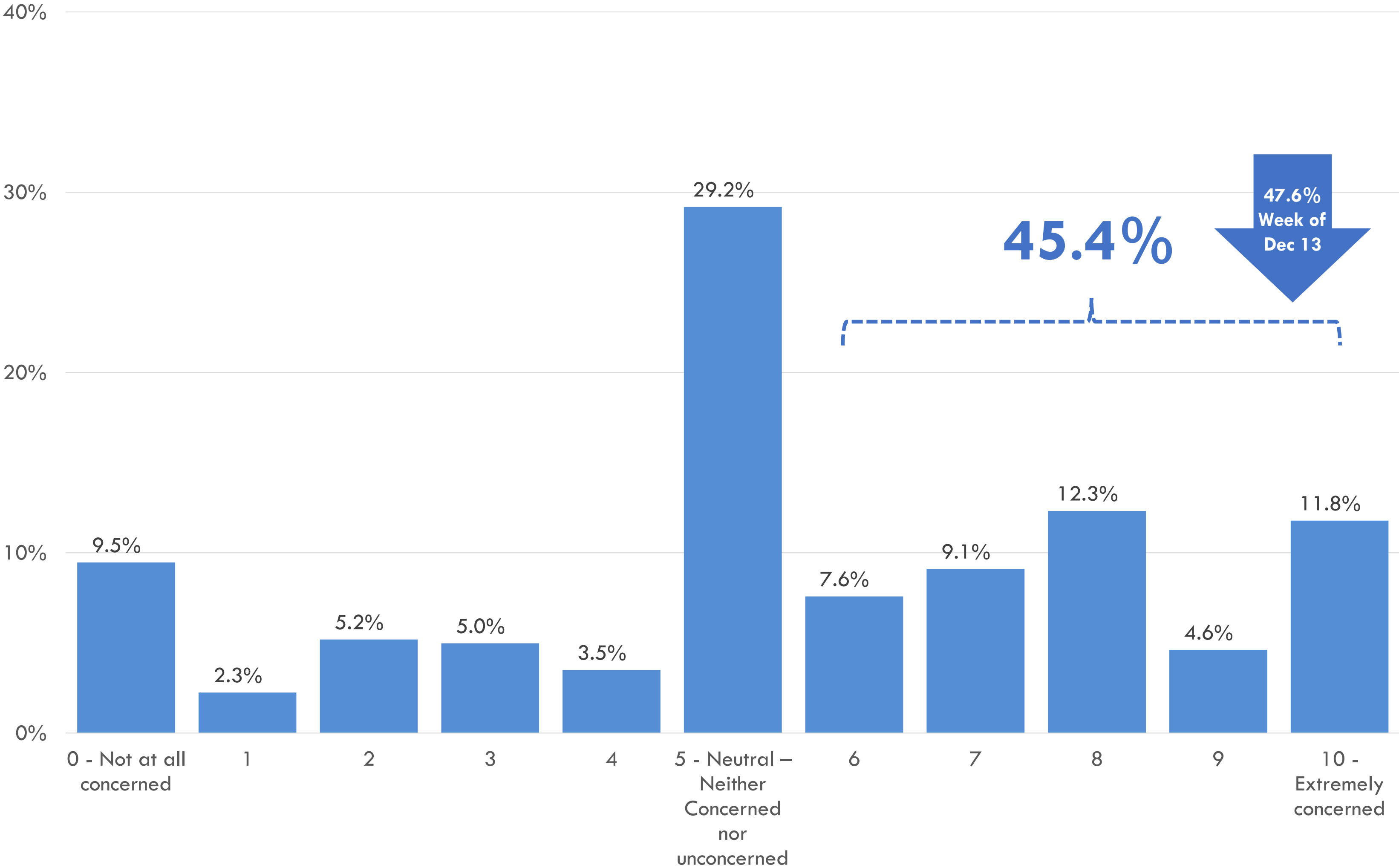


(Base: Waves 1-81. All respondents, 1,200+ completed surveys each wave.)

CONCERNS ABOUT PERSONAL FINANCES

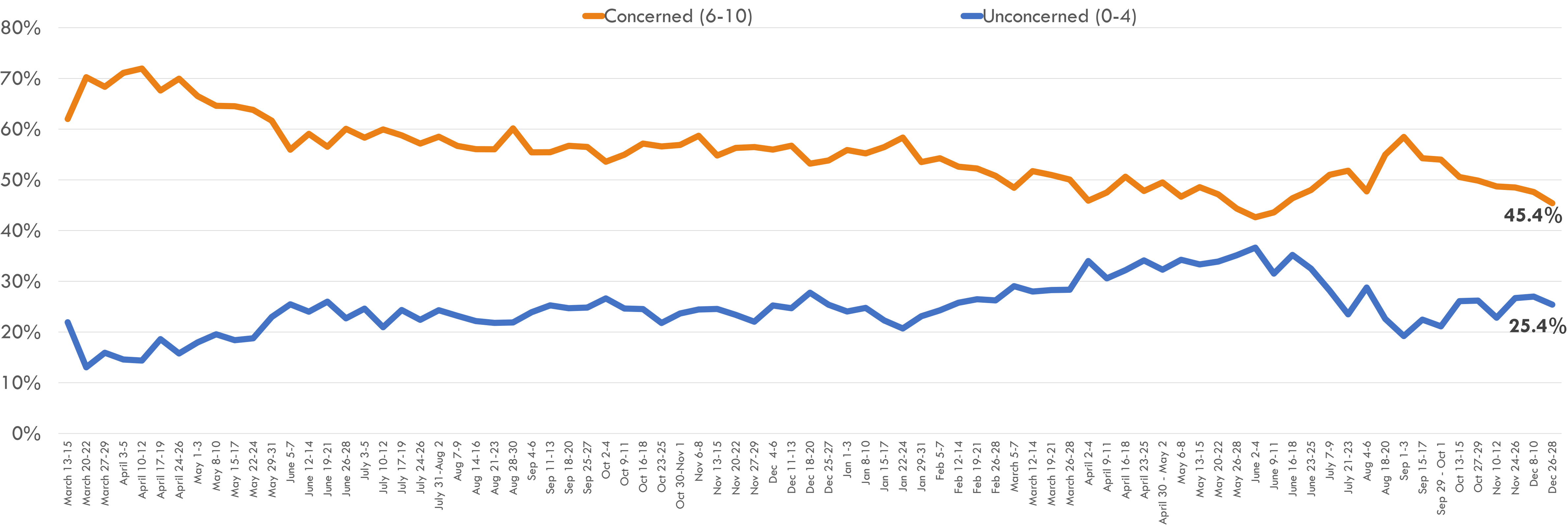
Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on your **PERSONAL FINANCES?** (Please answer using the scale below)

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



CONCERNS ABOUT PERSONAL FINANCES (MAR 2020 – DEC 2021)

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



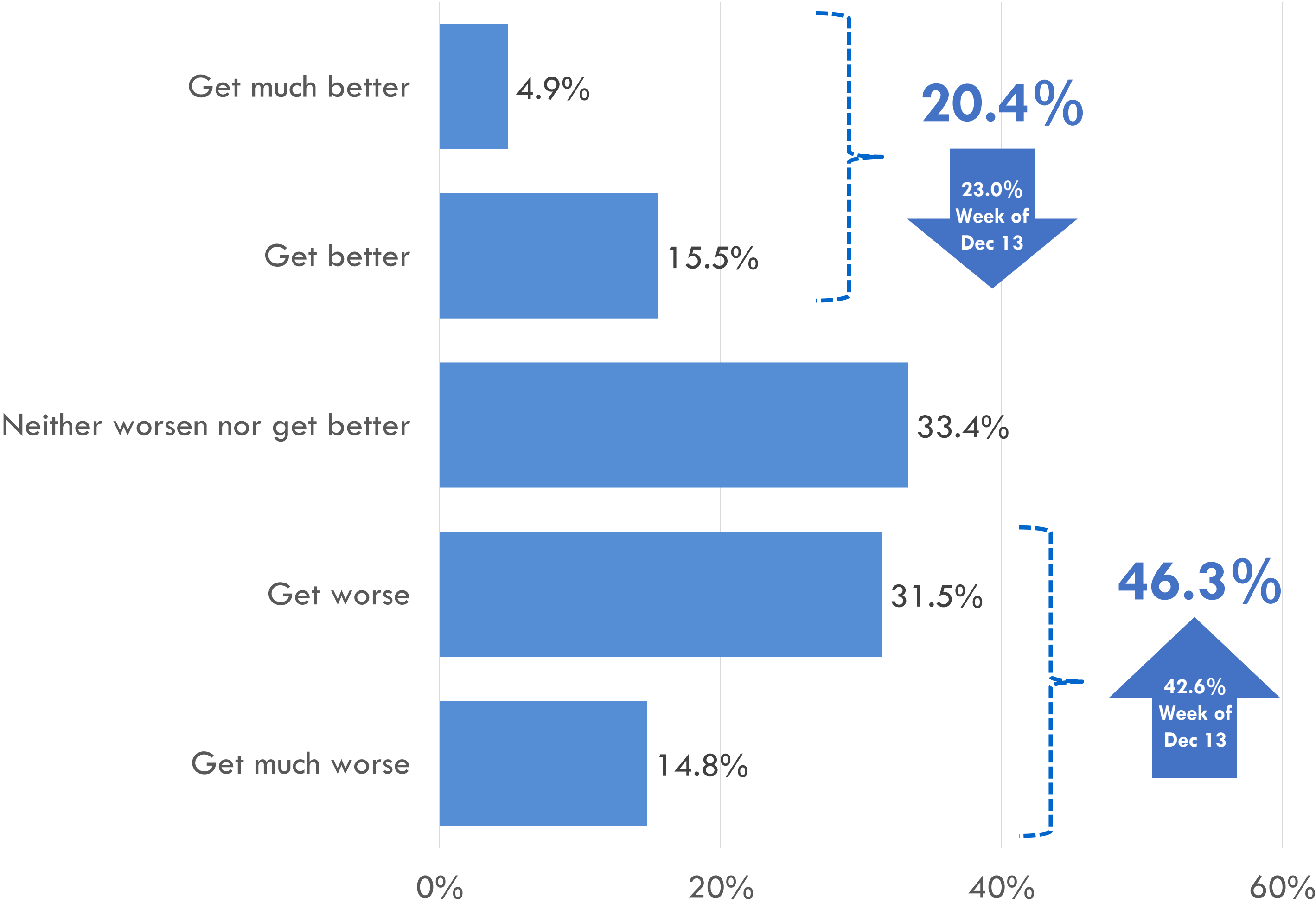
(Base: Waves 1-81. All respondents, 1,200+ completed surveys each wave.)

EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

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

In the next month the coronavirus situation will _____

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

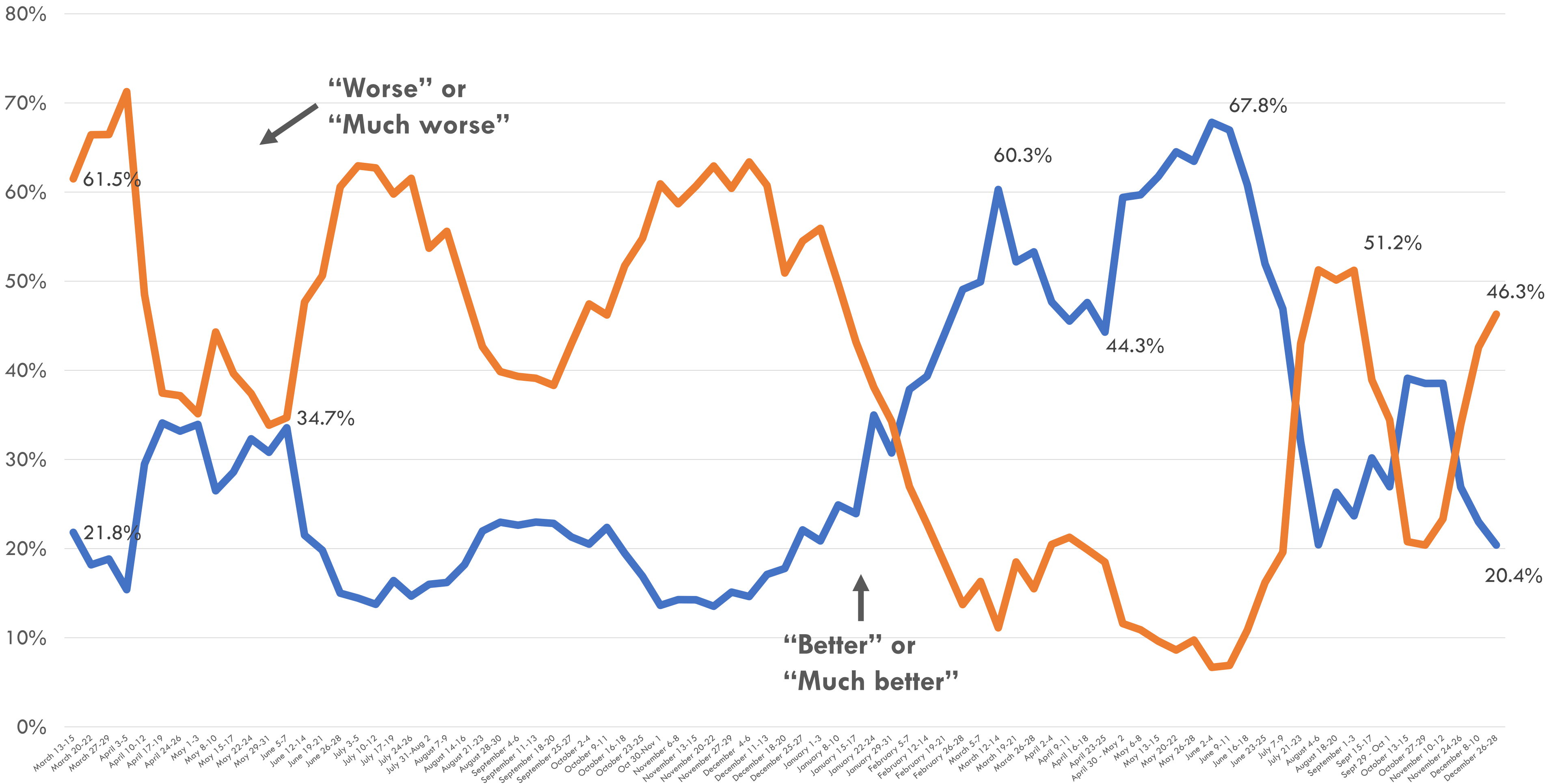


EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-81)

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

In the next month the coronavirus situation will get _____

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

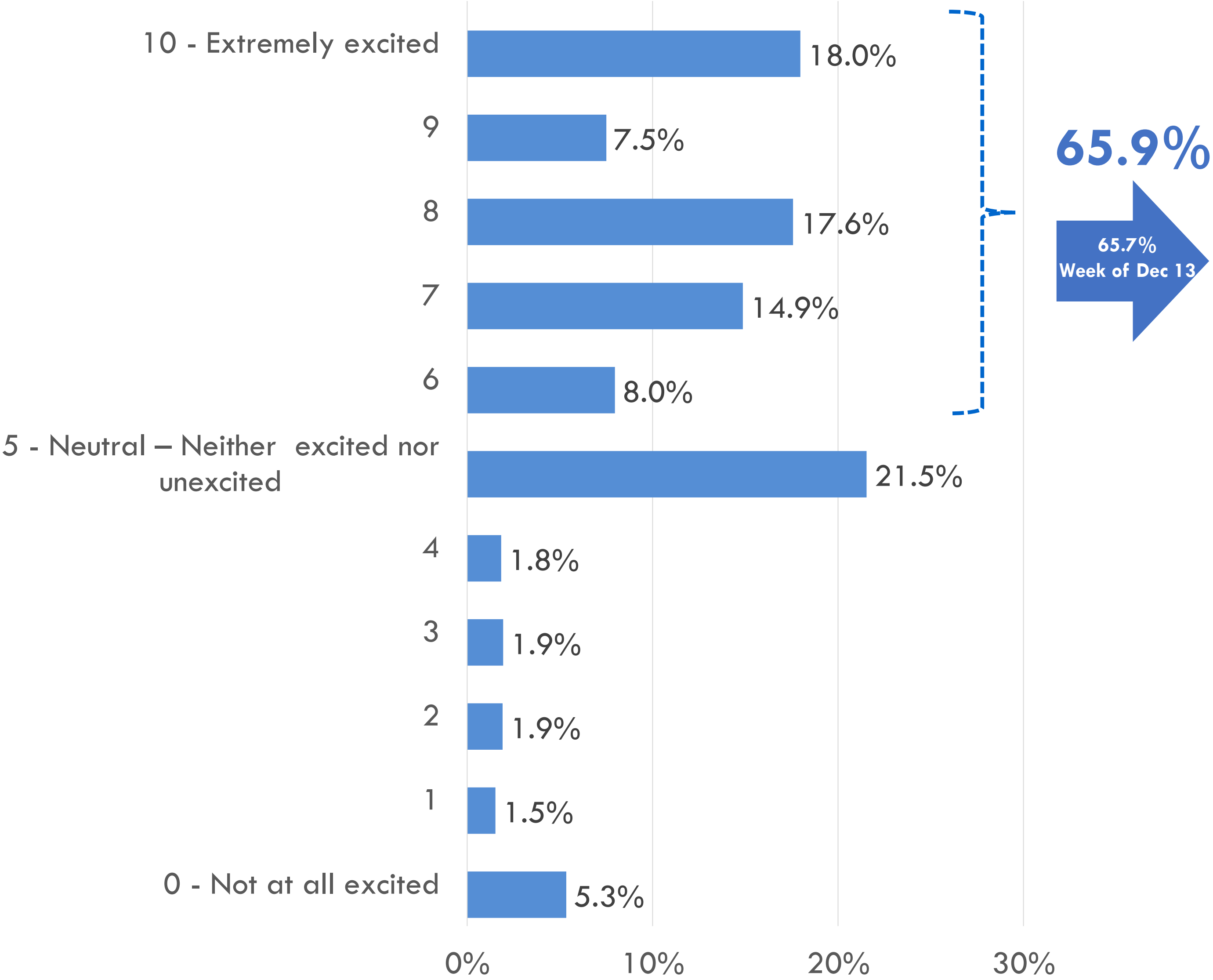


EXCITEMENT TO TRAVEL NOW

Question: Imagine that a good friend (or close family member) asks you to take a weekend getaway with them sometime in the next month.

How excited would you be to go? (Assume the getaway is to a place you want to visit)

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

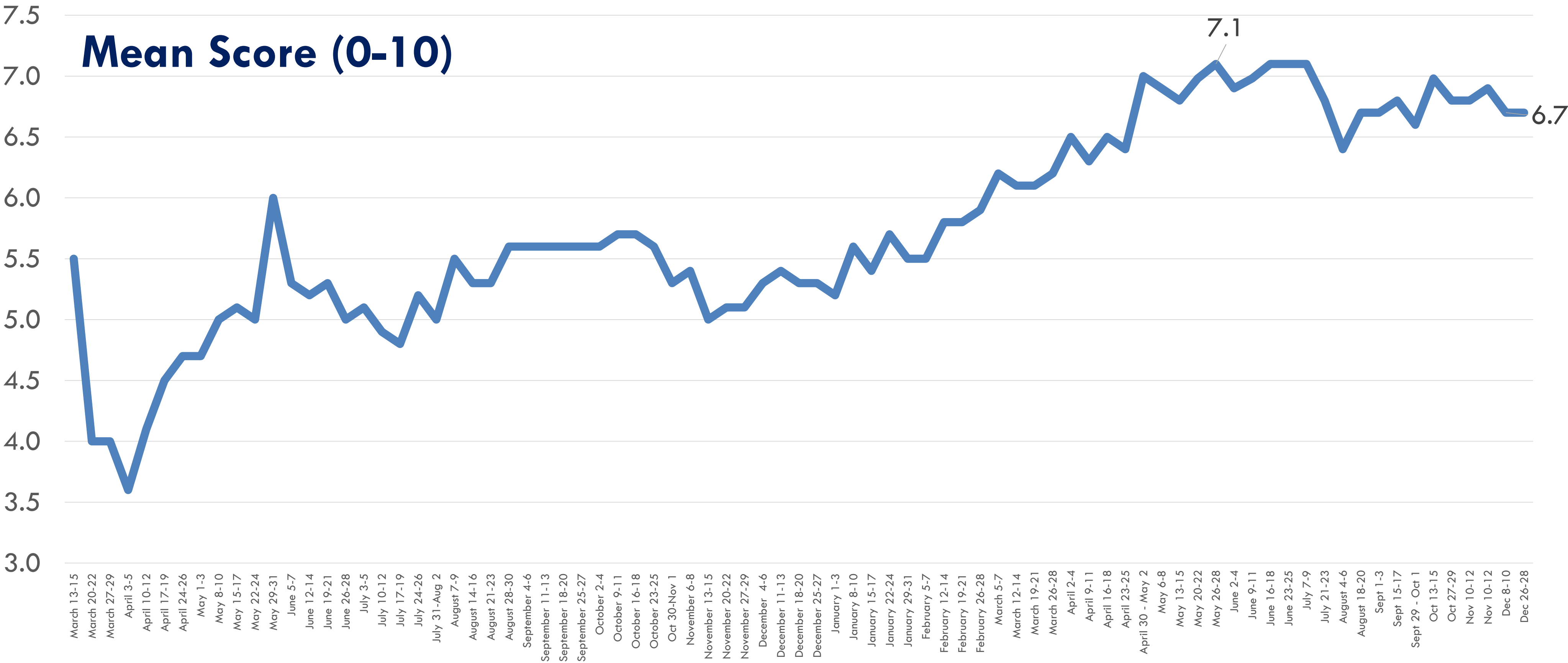


EXCITEMENT TO TRAVEL NOW

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

More
Excitement

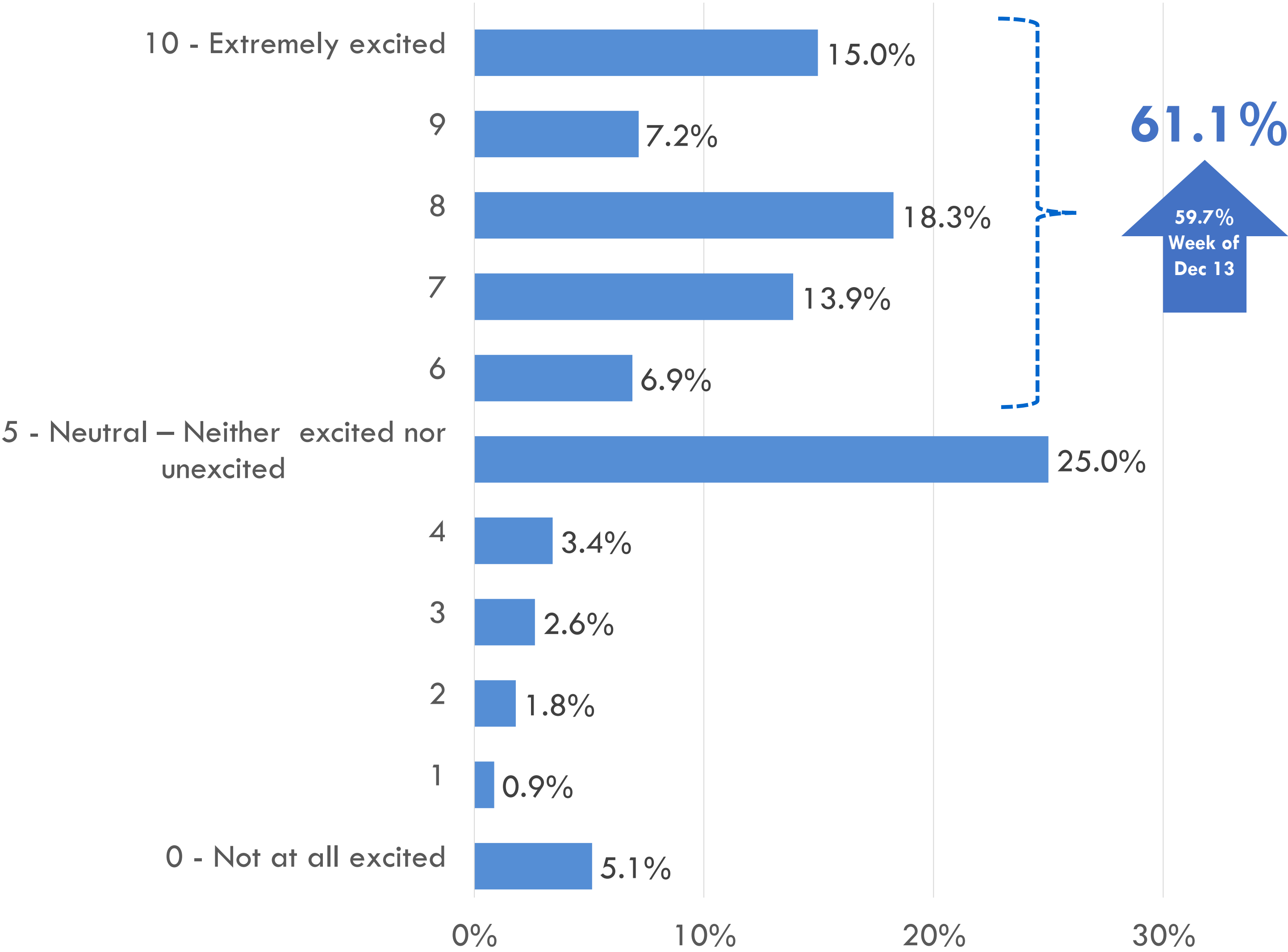
Less
Excitement



OPENNESS TO TRAVEL INSPIRATION

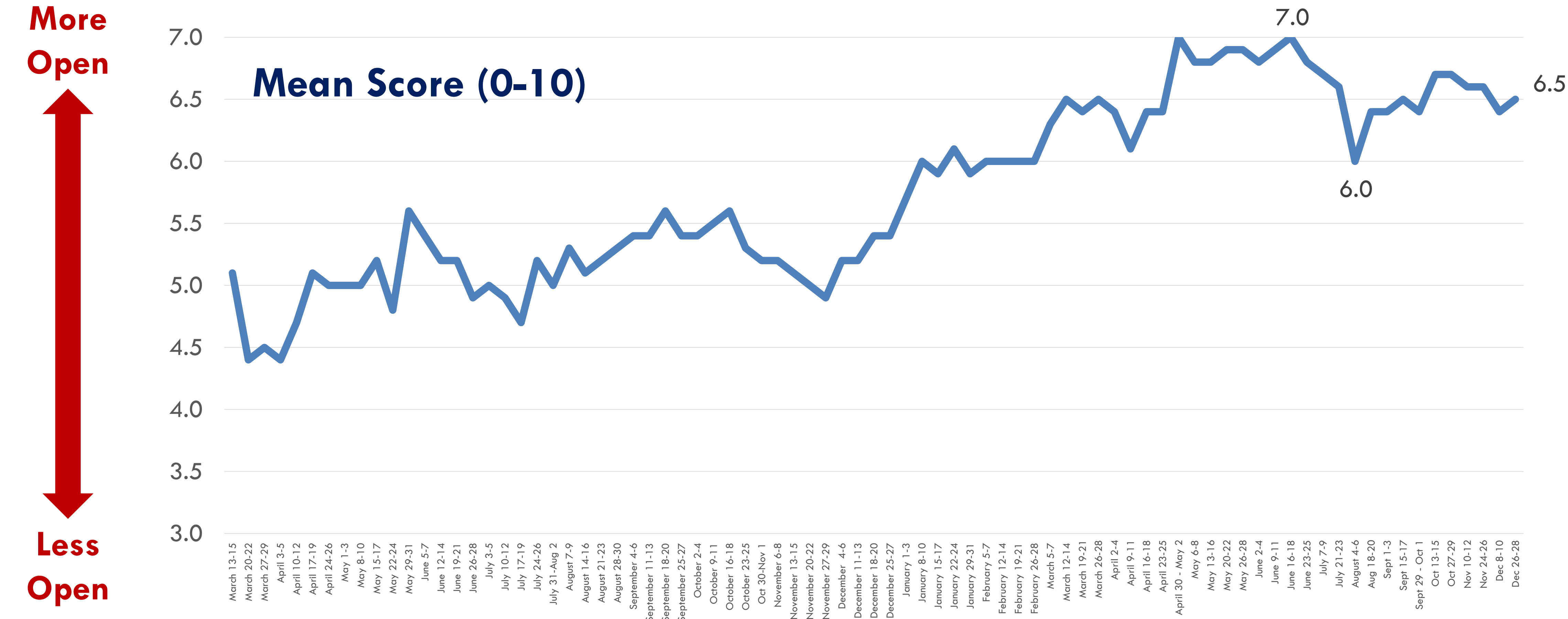
Question: At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?

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



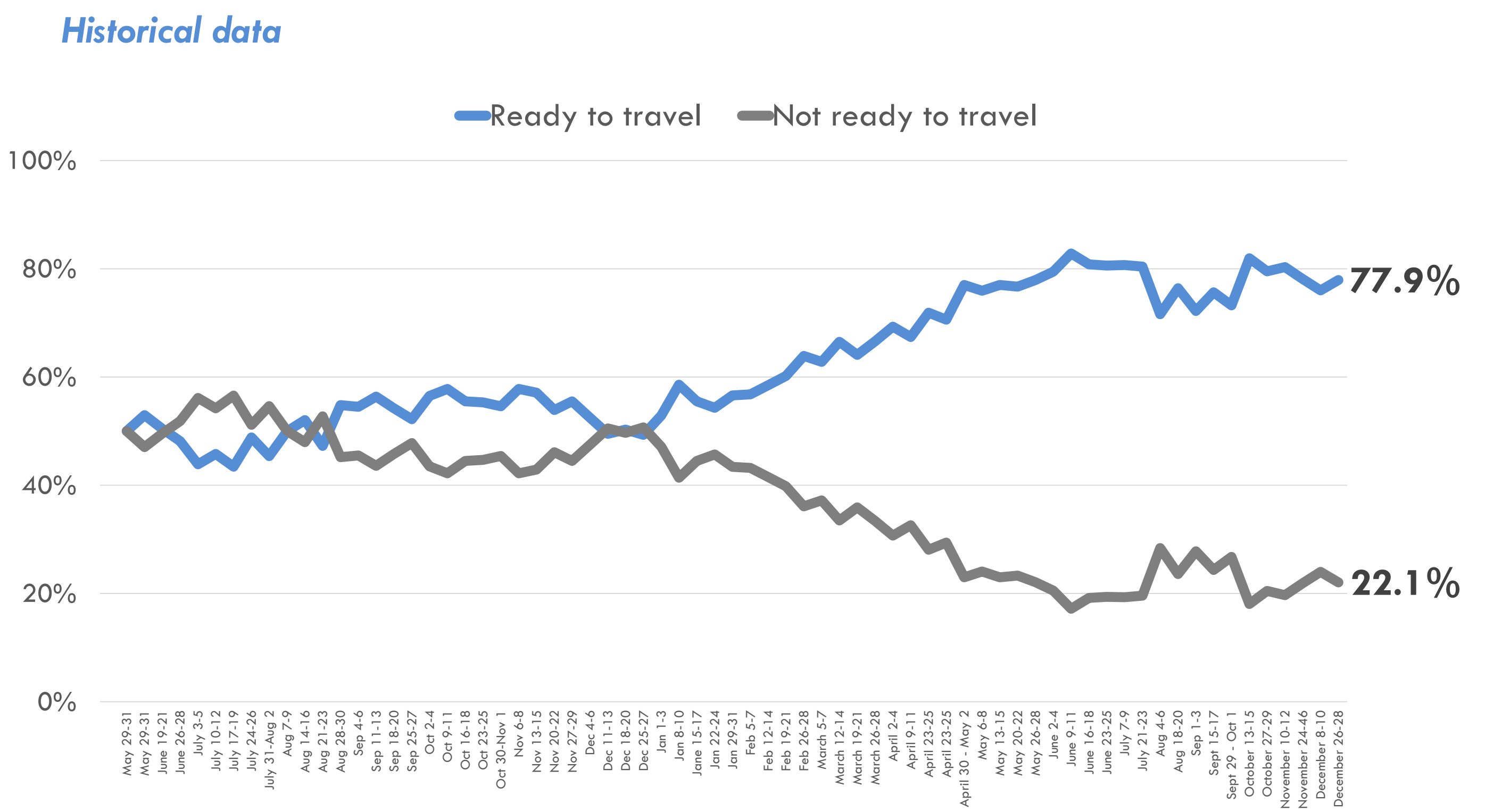
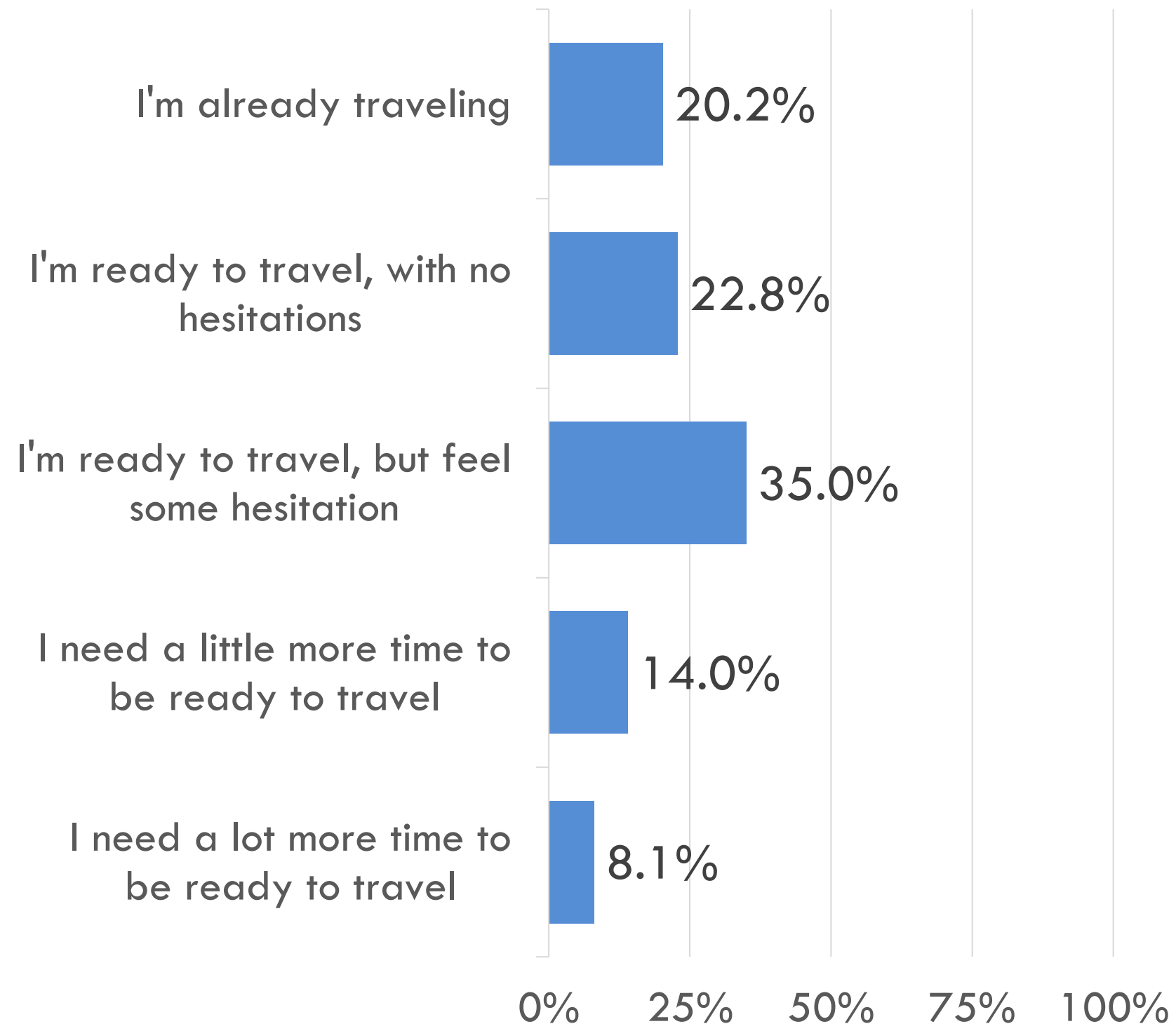
OPENNESS TO TRAVEL INSPIRATION

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

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

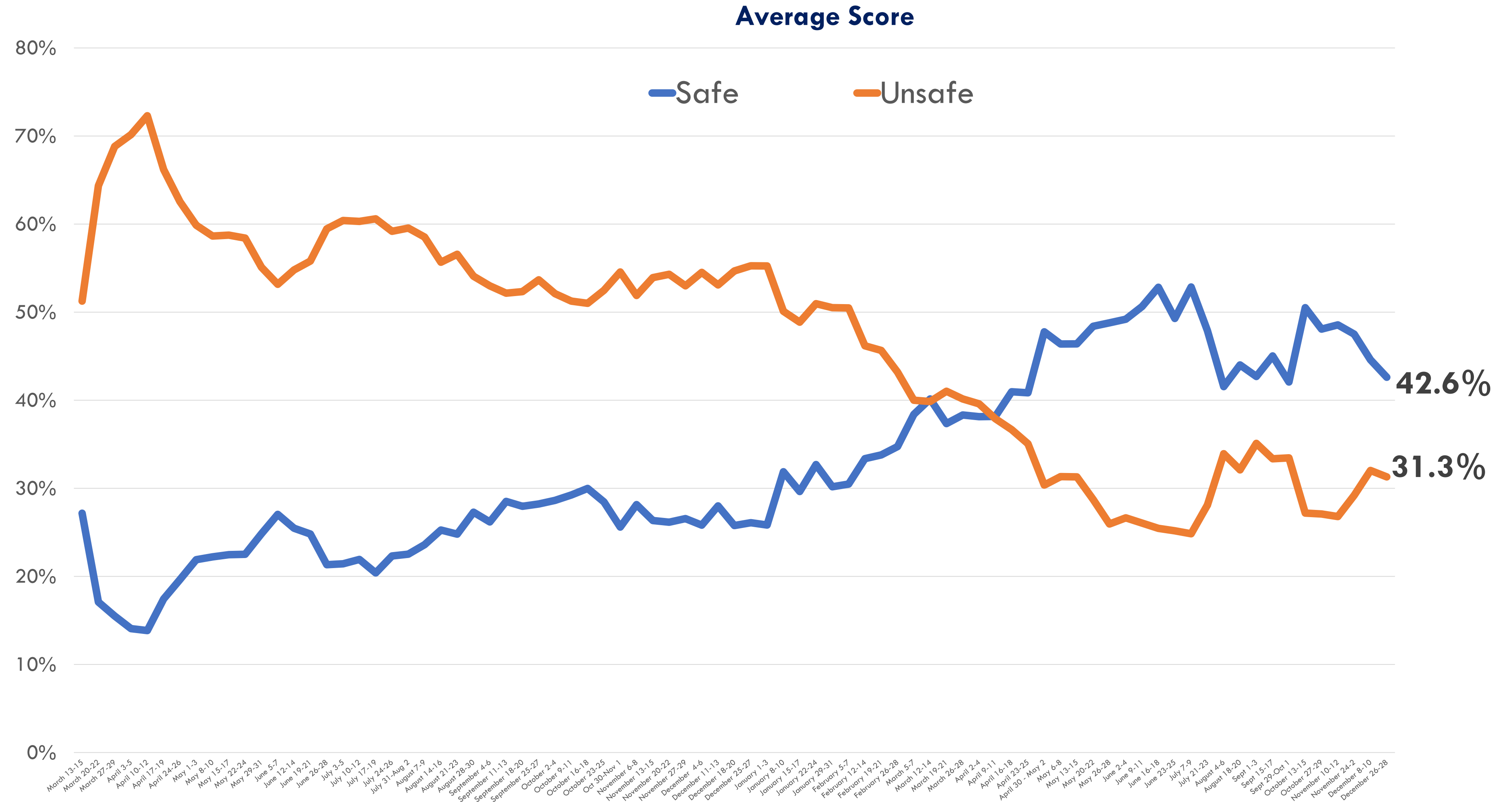
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)



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

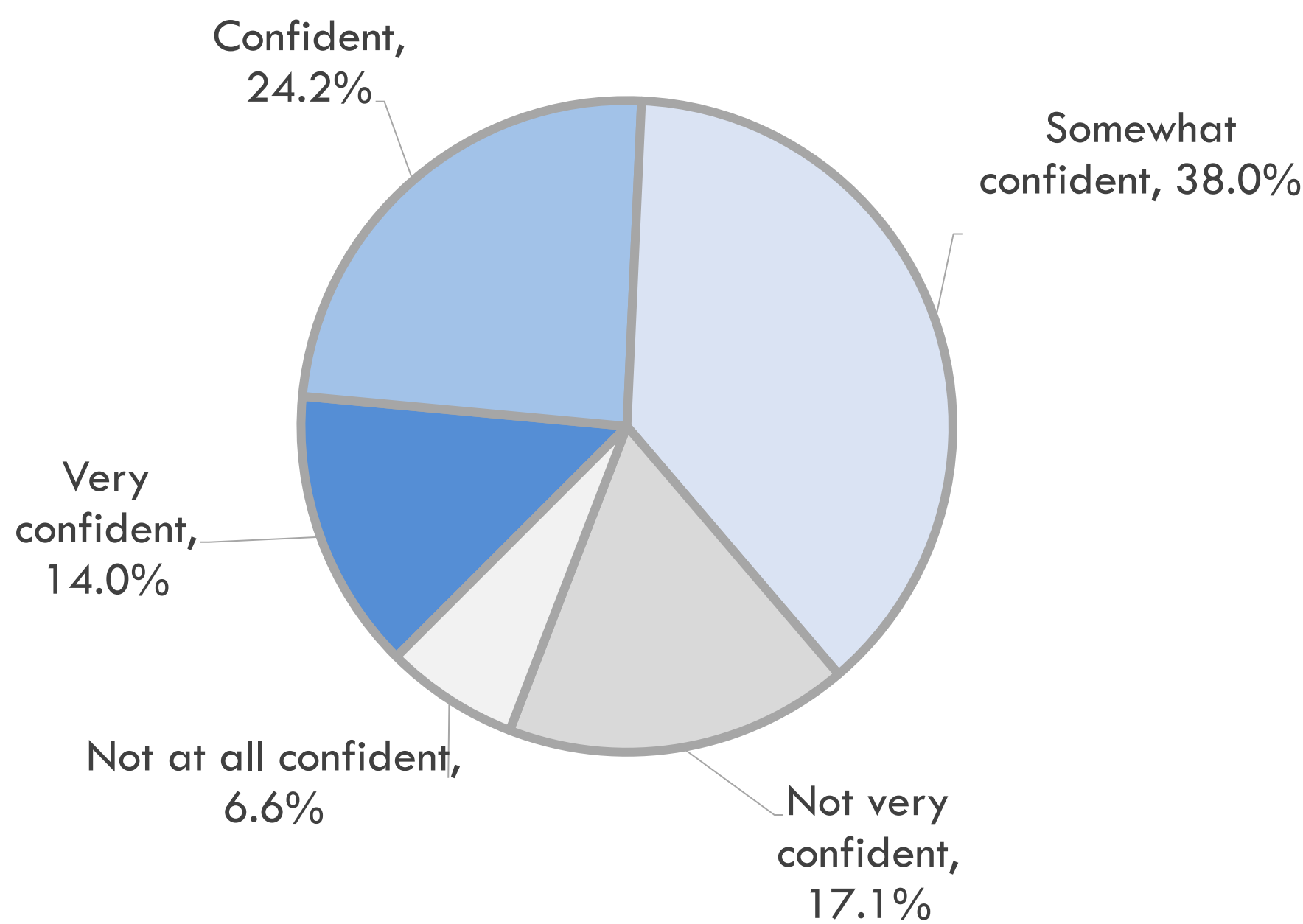
Question: At this moment, how safe would you feel doing each type of travel activity?

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



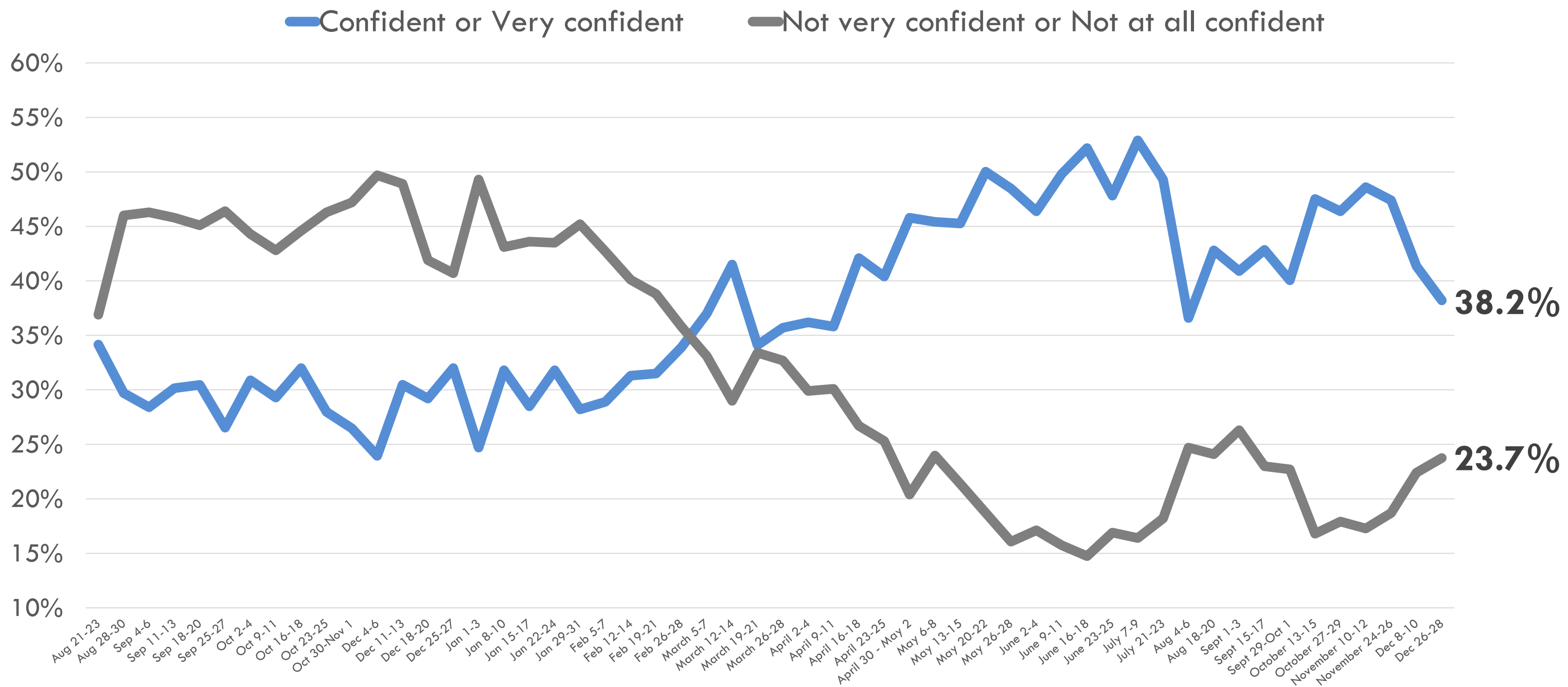
CONFIDENCE IN ABILITY TO TRAVEL SAFELY

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)

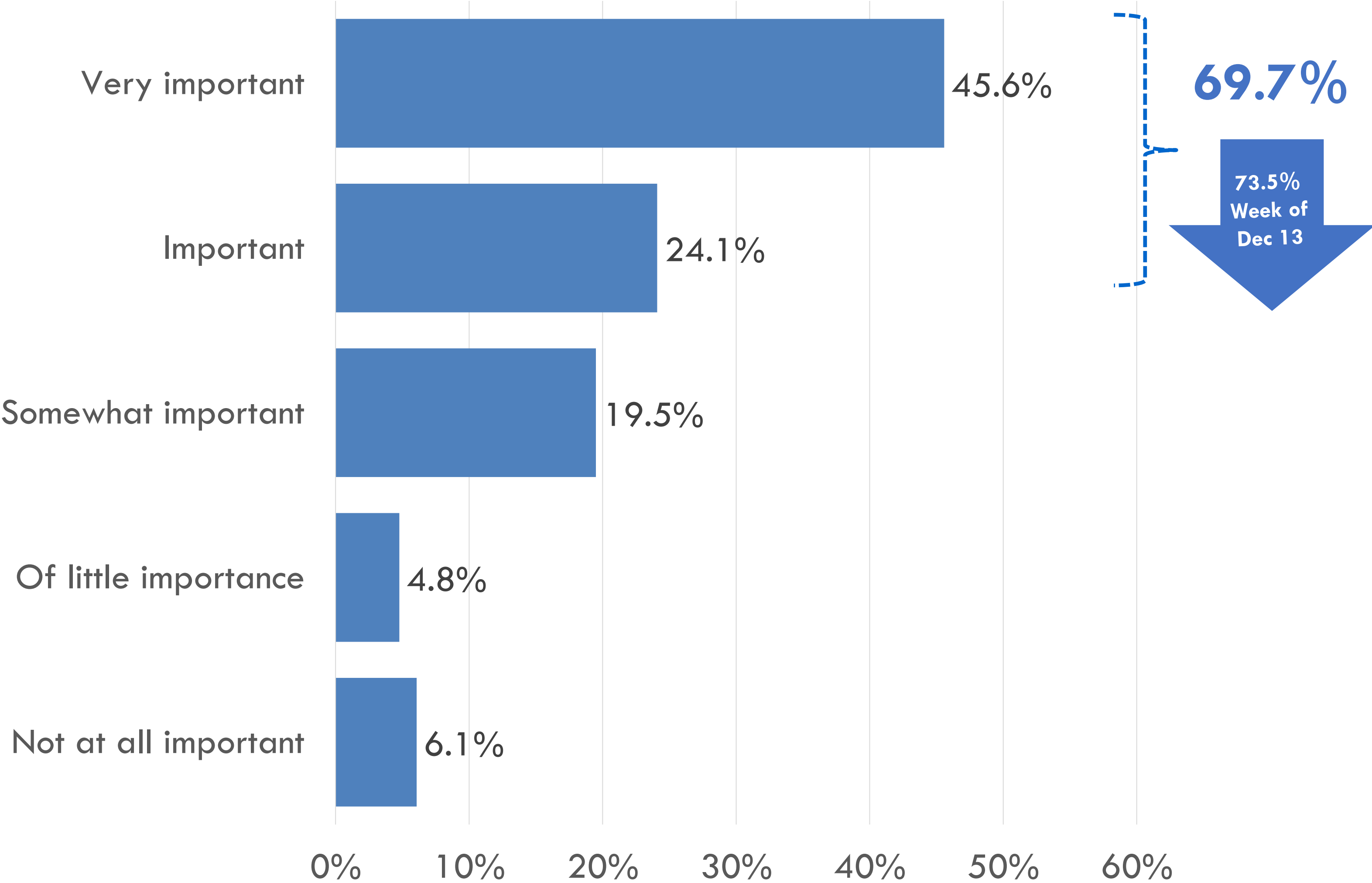
Historical data



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)

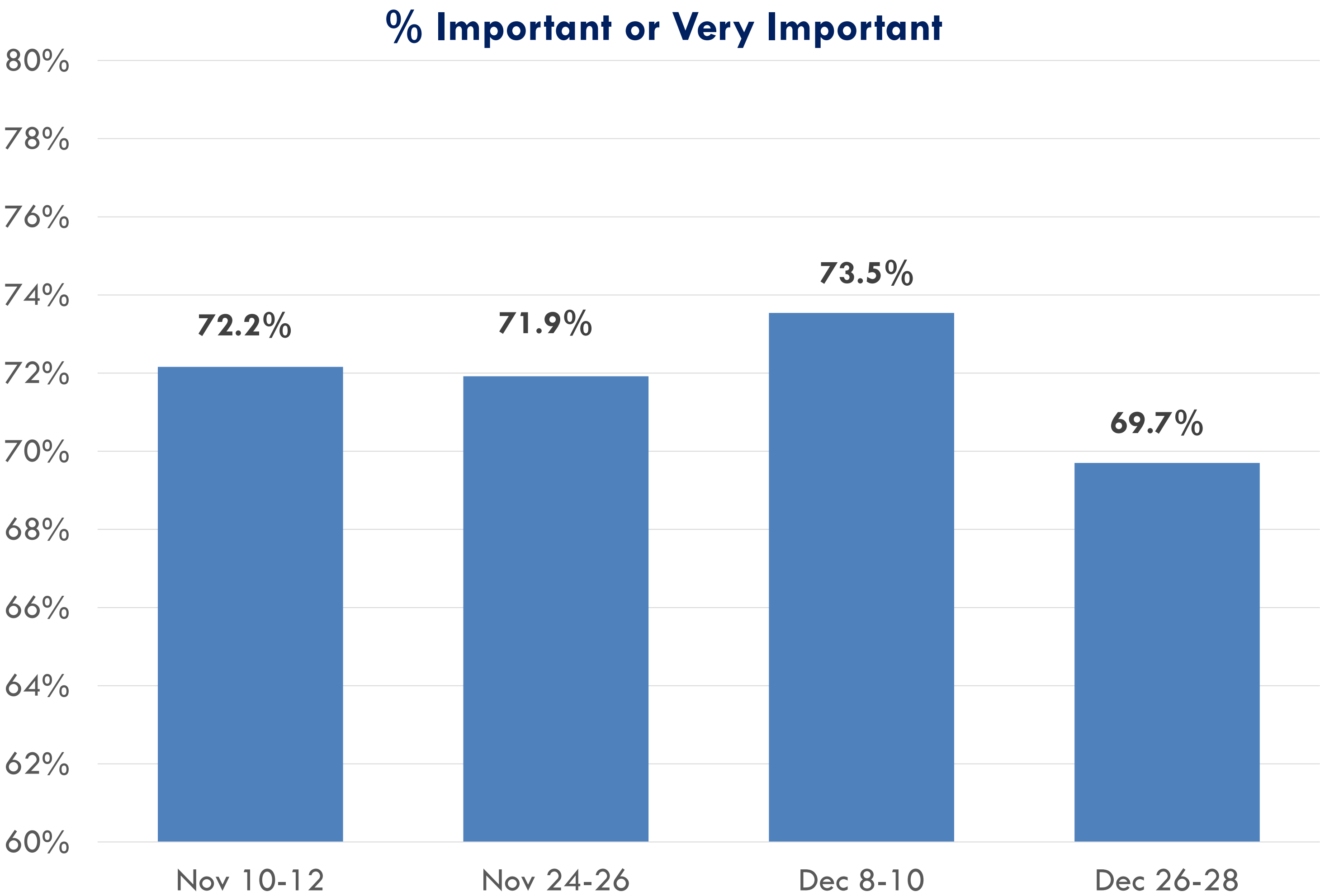
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)



IMPORTANCE OF COVID-19 SAFETY PROTOCOLS CONTINUATION

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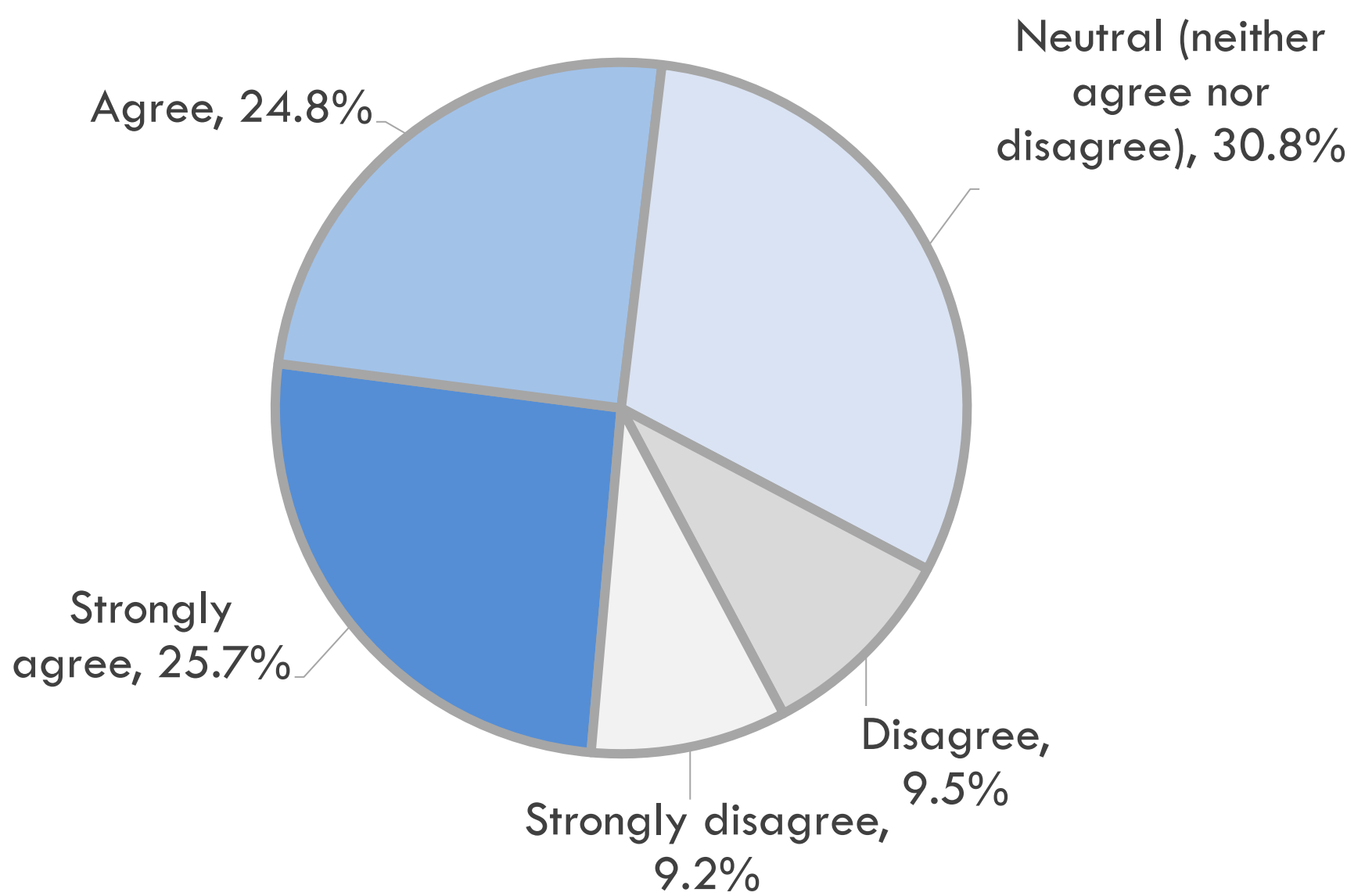


TRAVEL AVOIDANCE

AVOIDING CONVENTIONS & CONFERENCES

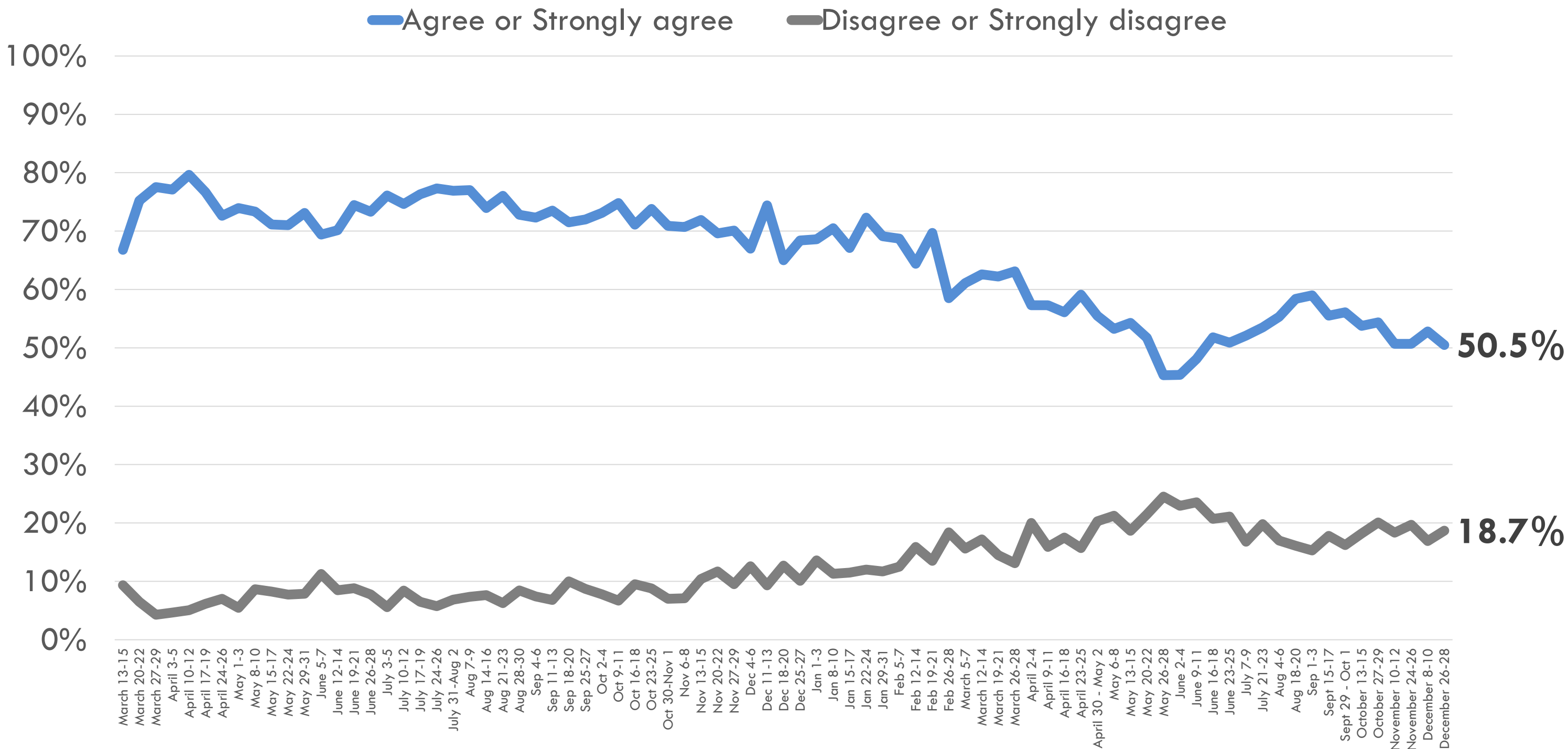
How much do you agree with the following statement?

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



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

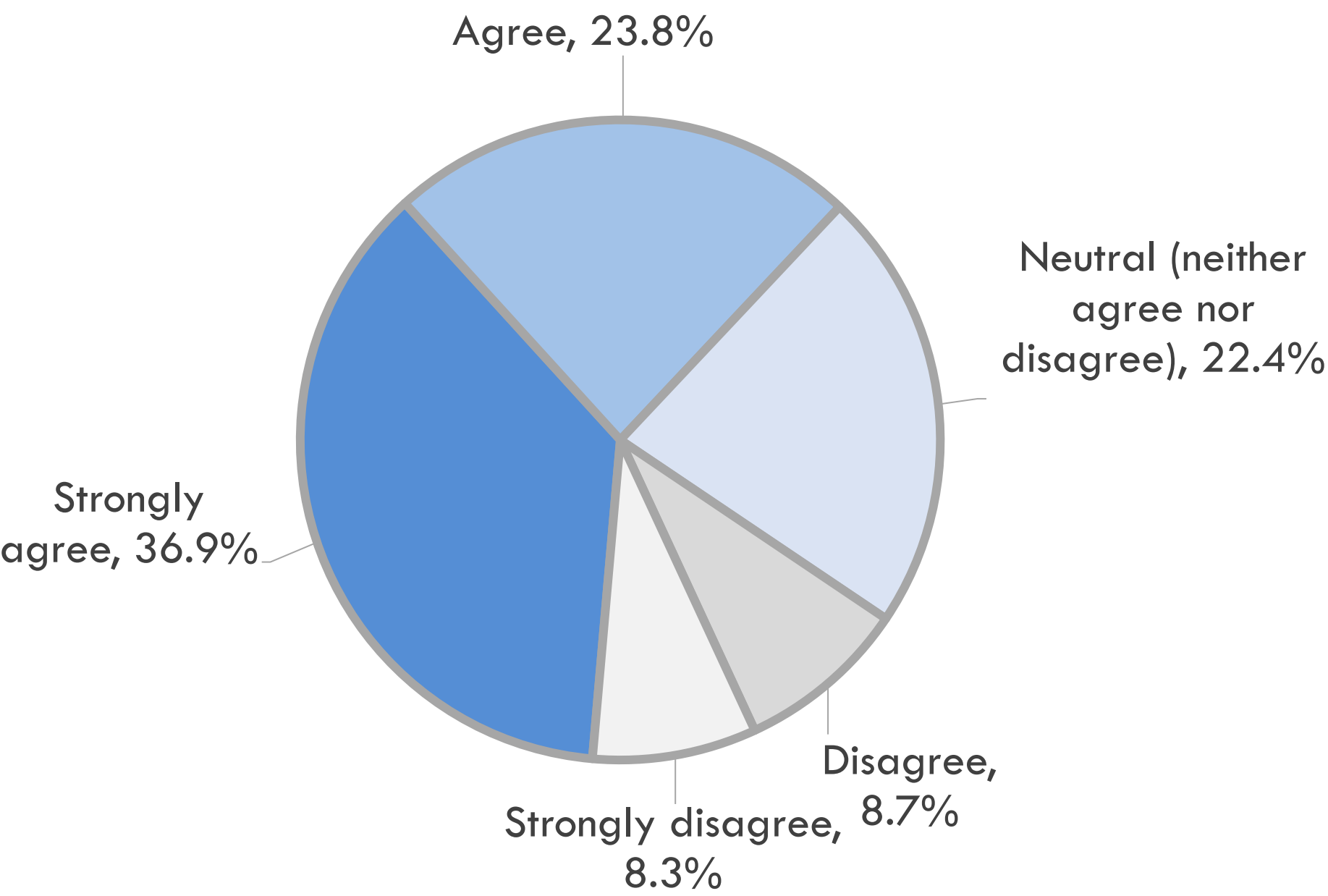
Historical data



AVOIDING INTERNATIONAL TRAVEL

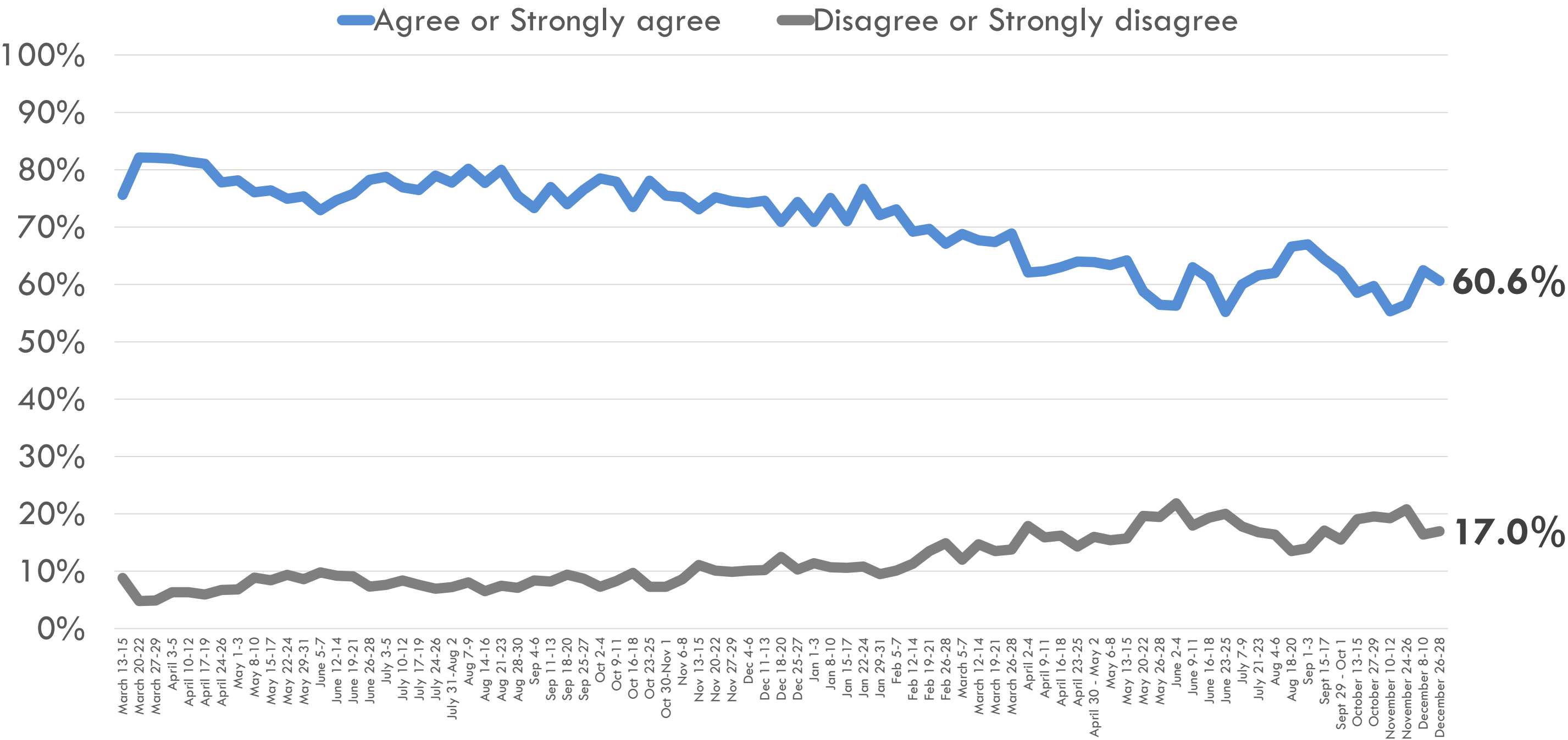
How much do you agree with the following statement?

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



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

Historical data



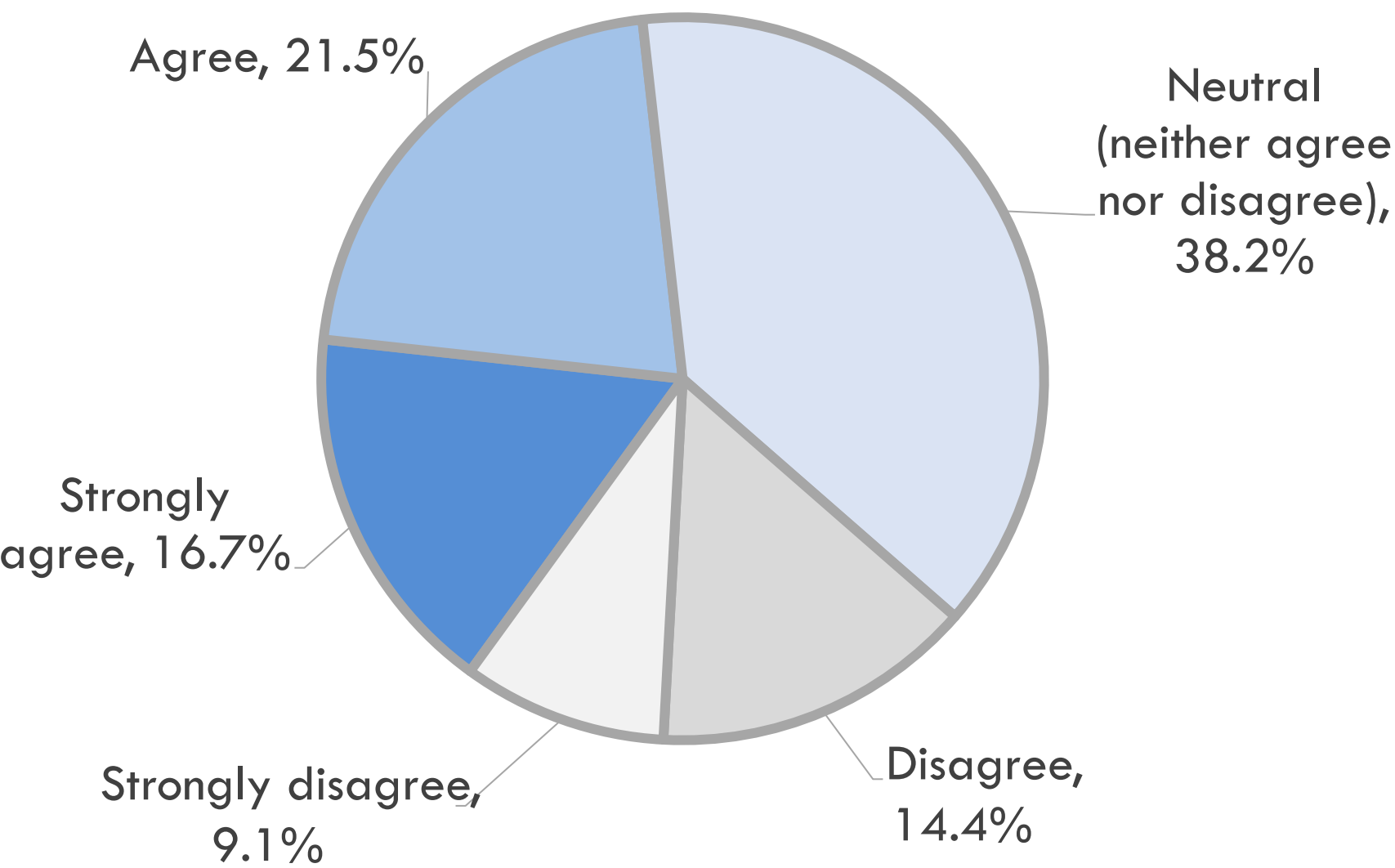
RESIDENT SENTIMENT



TRAVELERS IN COMMUNITY ARE UNWANTED

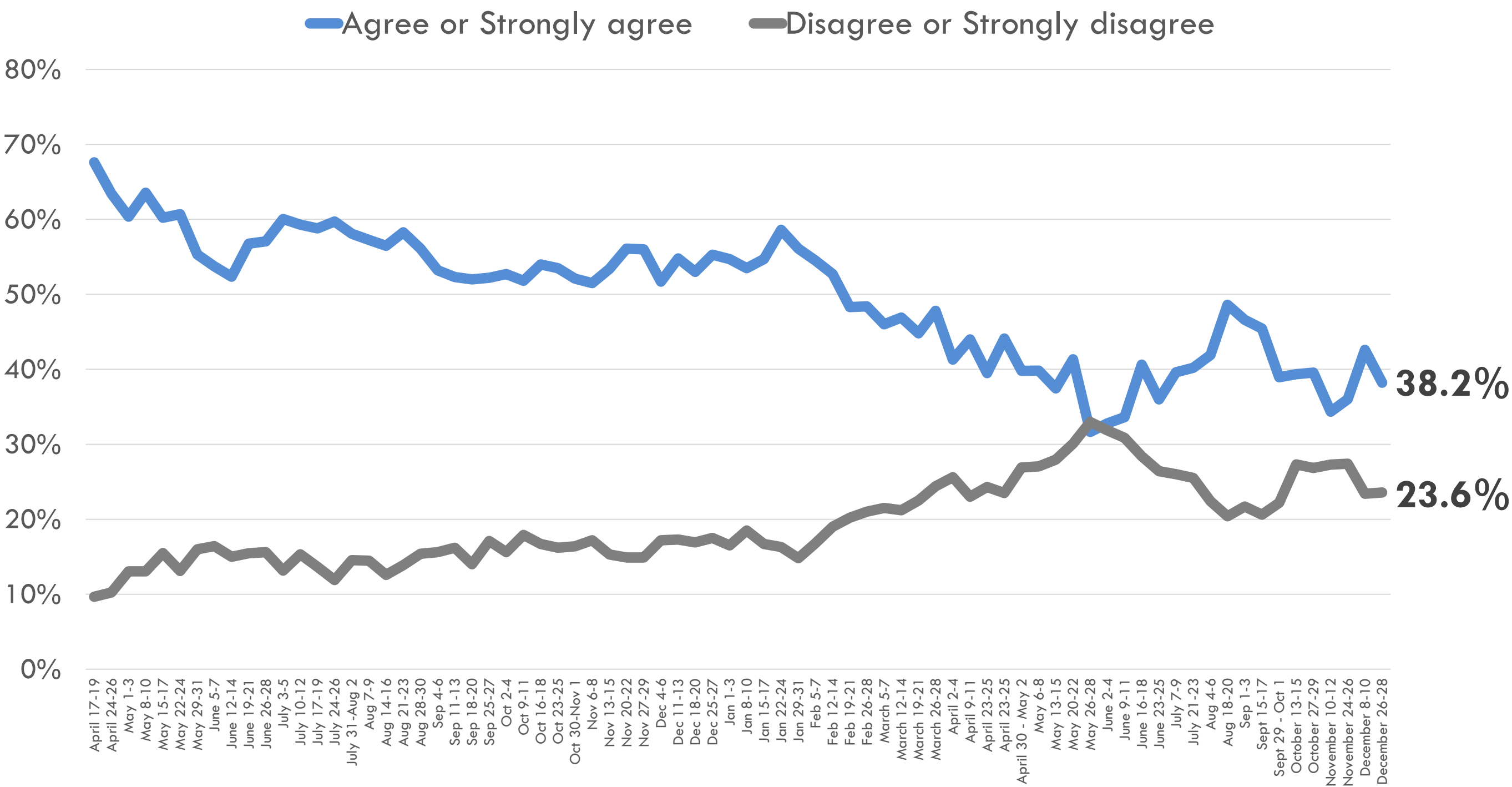
How much do you agree with the following statement?

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



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

Historical data



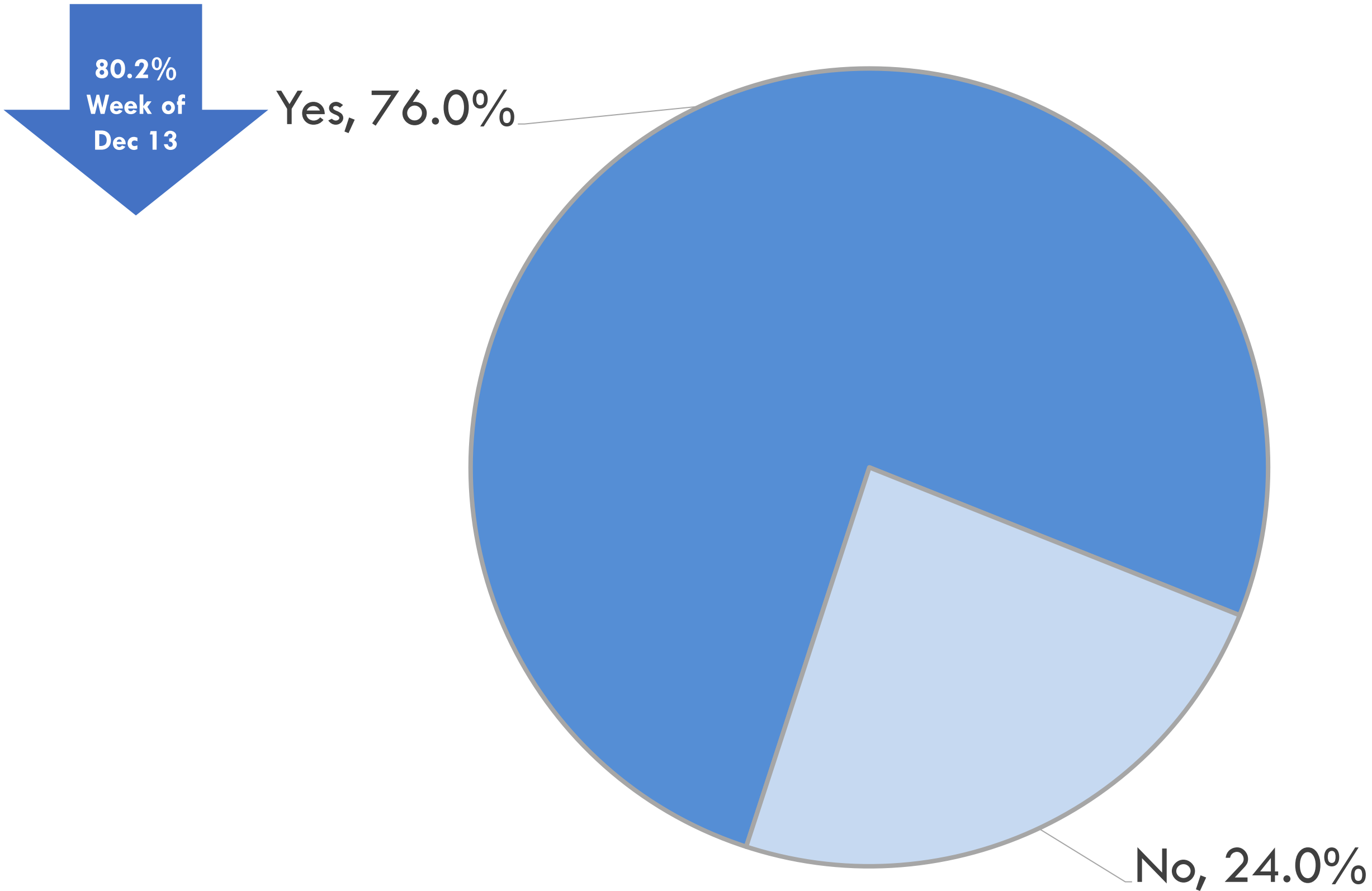
FEELINGS ABOUT COVID-19 VACCINES & VACCINE REQUIREMENTS



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)

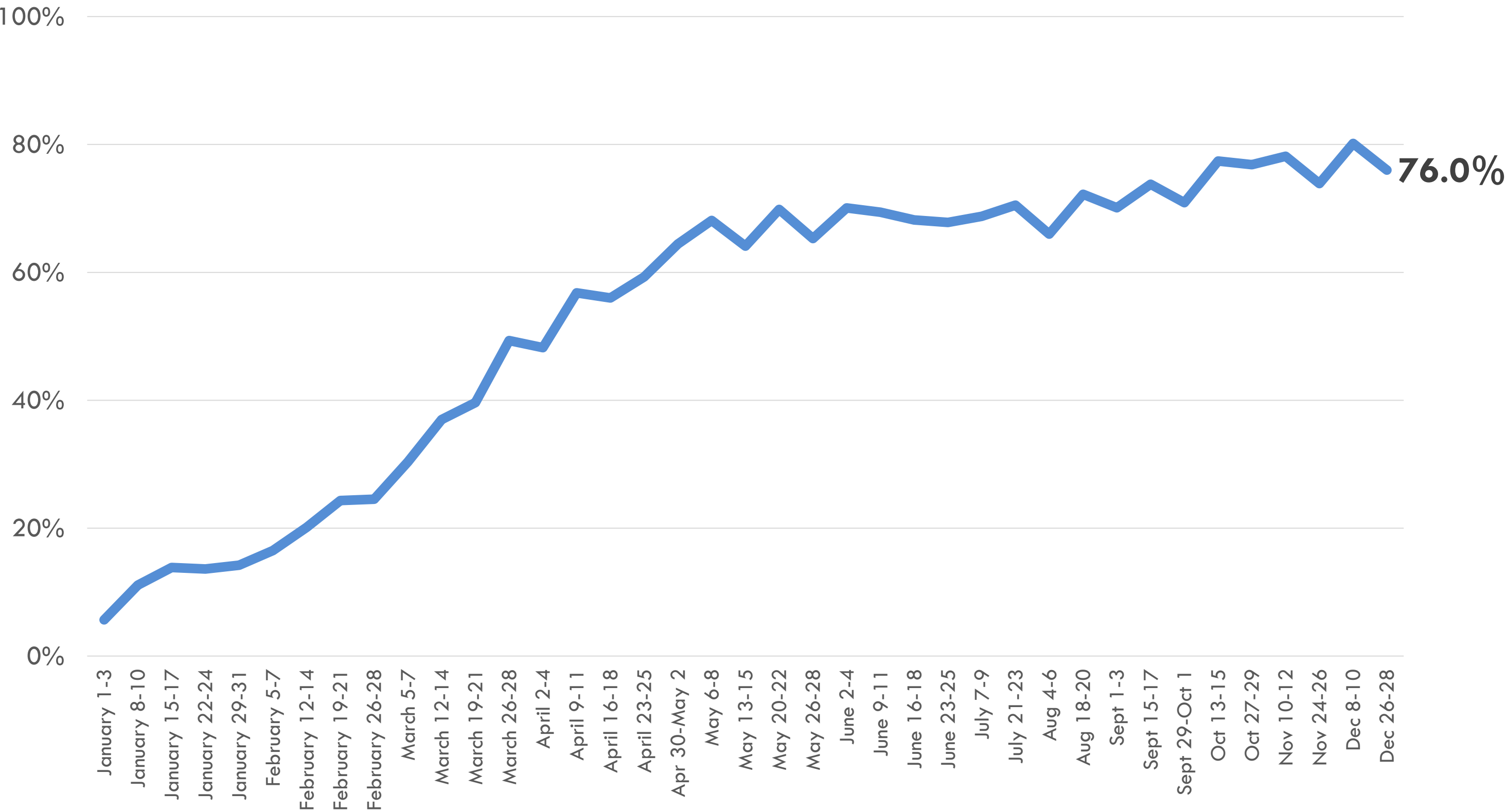


PERSONALLY RECEIVED A COVID-19 VACCINE (JAN–DEC 2021)

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

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

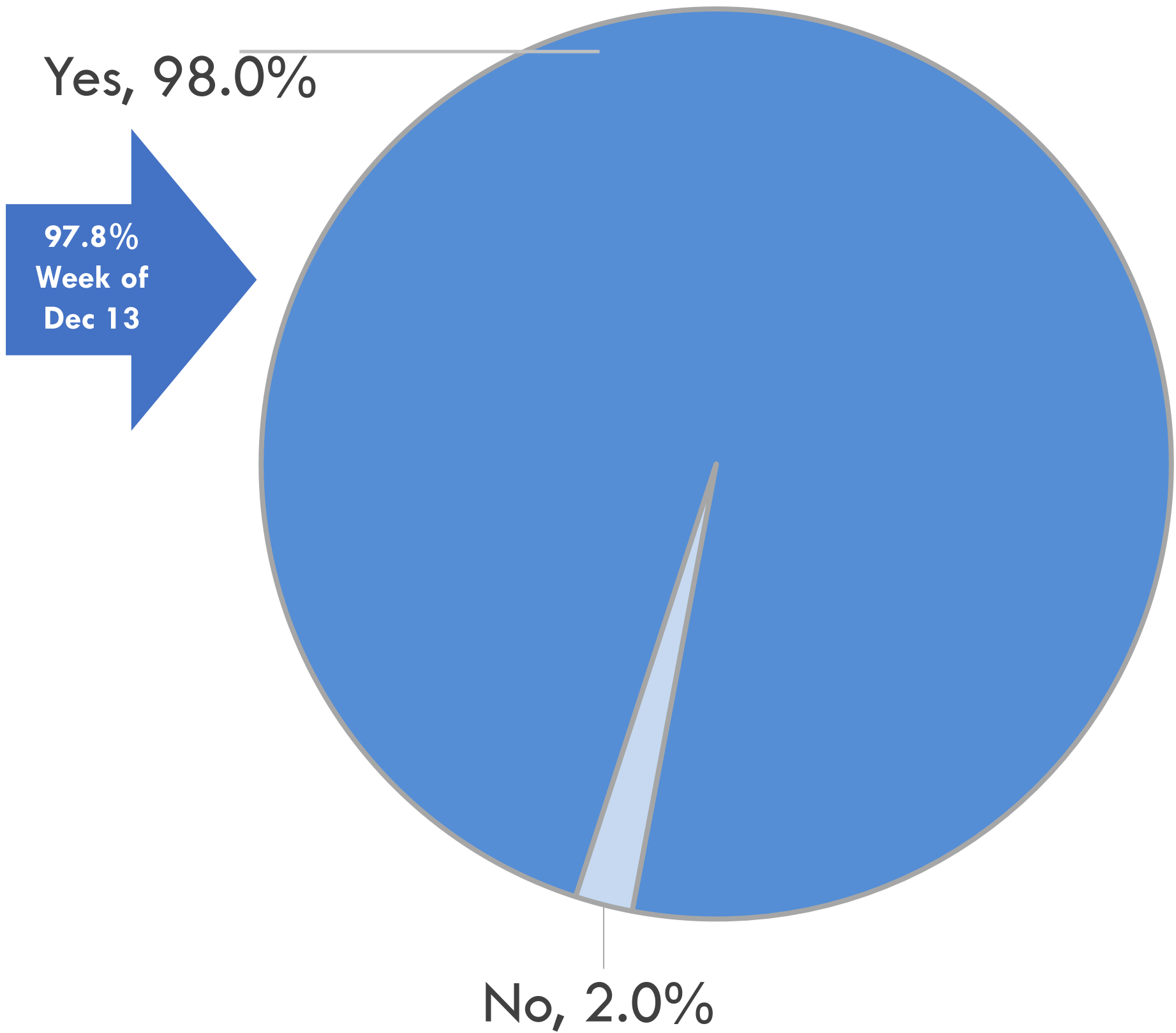
Historical data % Yes



FULL VACCINATION STATUS

Question: Are you fully vaccinated?

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

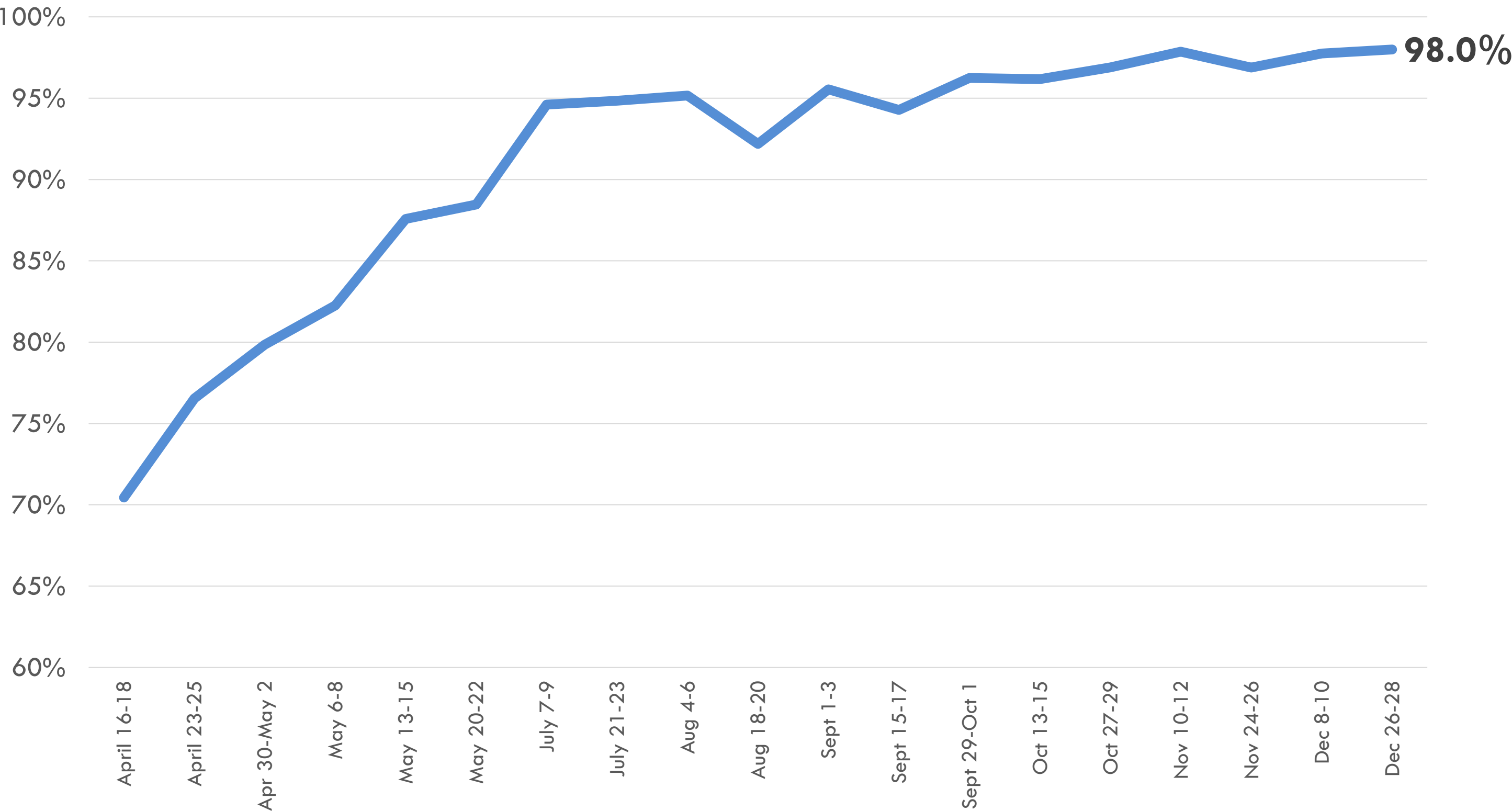


FULL VACCINATION STATUS (APR–DEC 2021)

Question: Are you fully vaccinated?

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

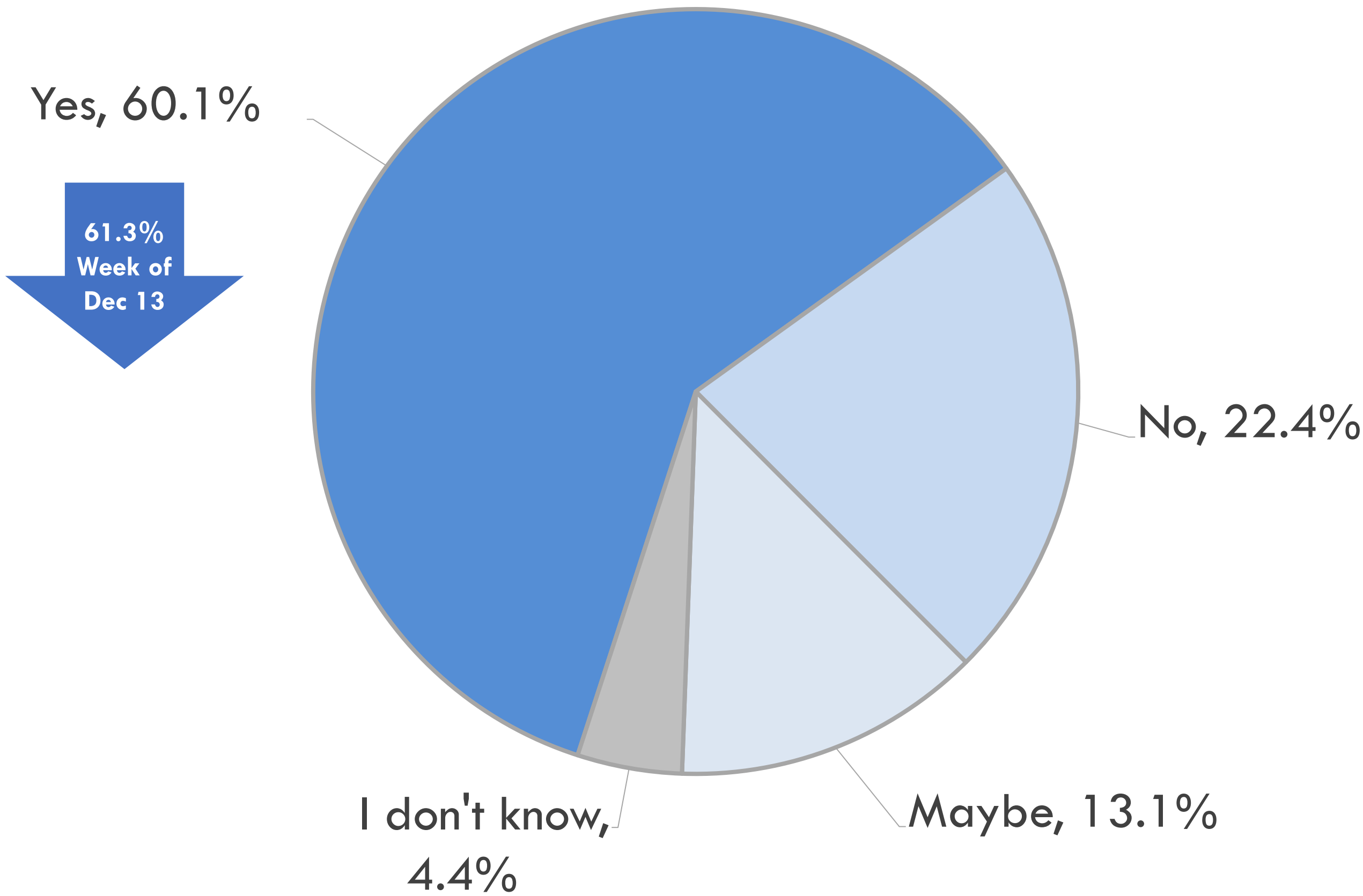
Historical data % Yes



VACCINES FOR CHILDREN

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

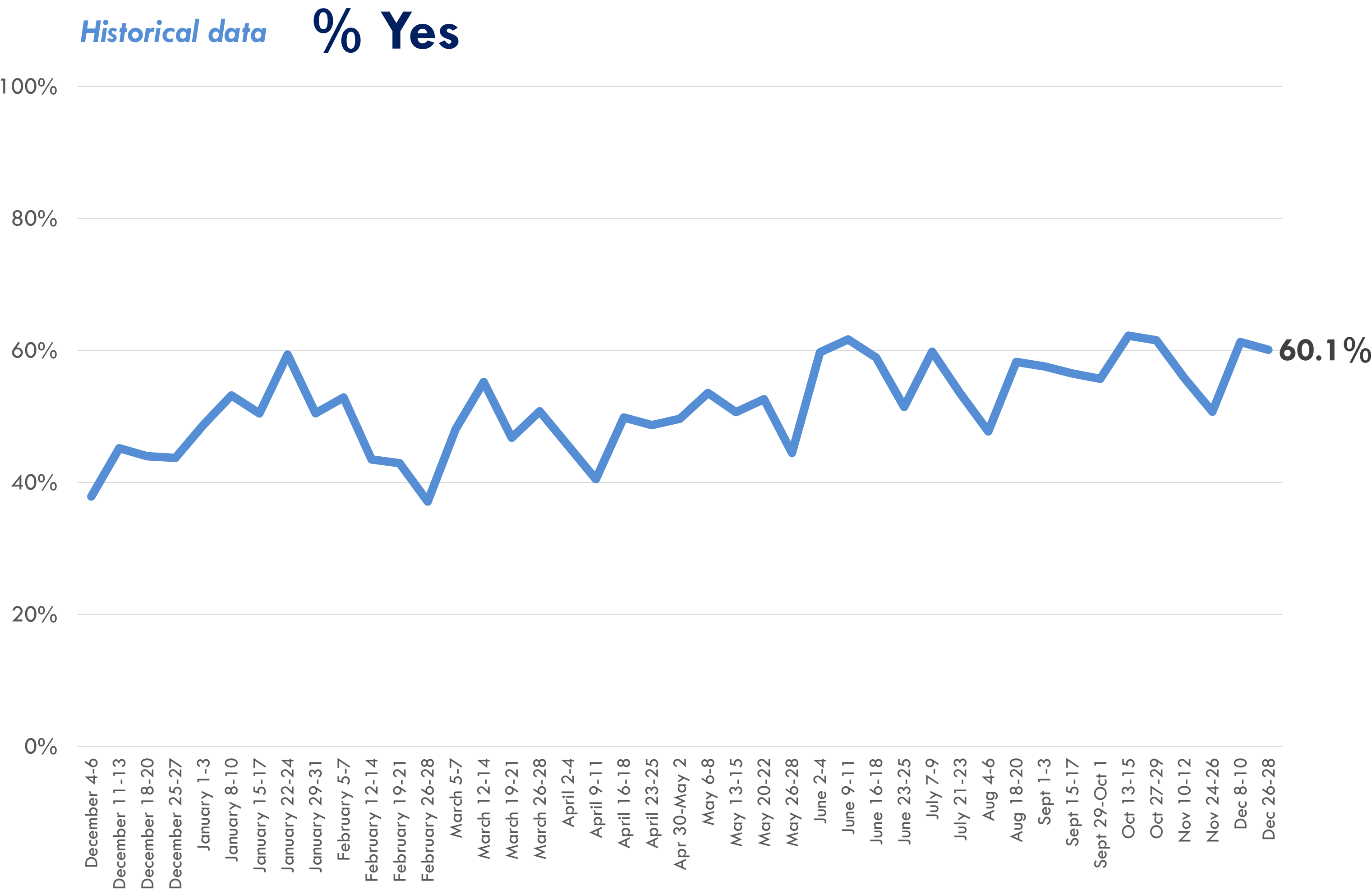
(Base: Wave 81 data. All respondents with school-aged children, 358 completed surveys.
Data collected December 26-28, 2021)



VACCINES FOR CHILDREN (DEC 2020 – DEC 2021)

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

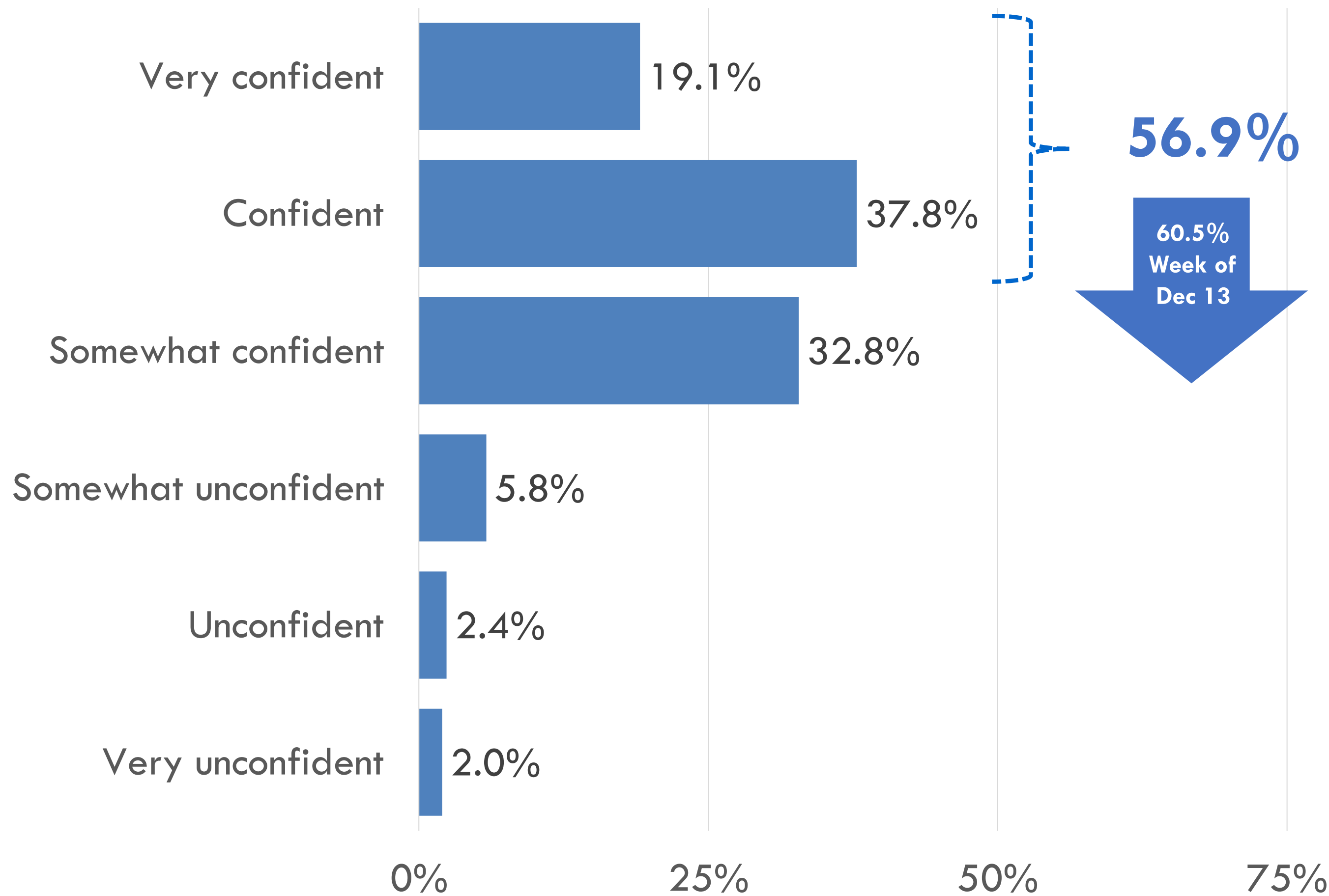
(Base: All respondents with school-aged children)



CONFIDENCE IN SAFETY PROVIDED BY THE VACCINE

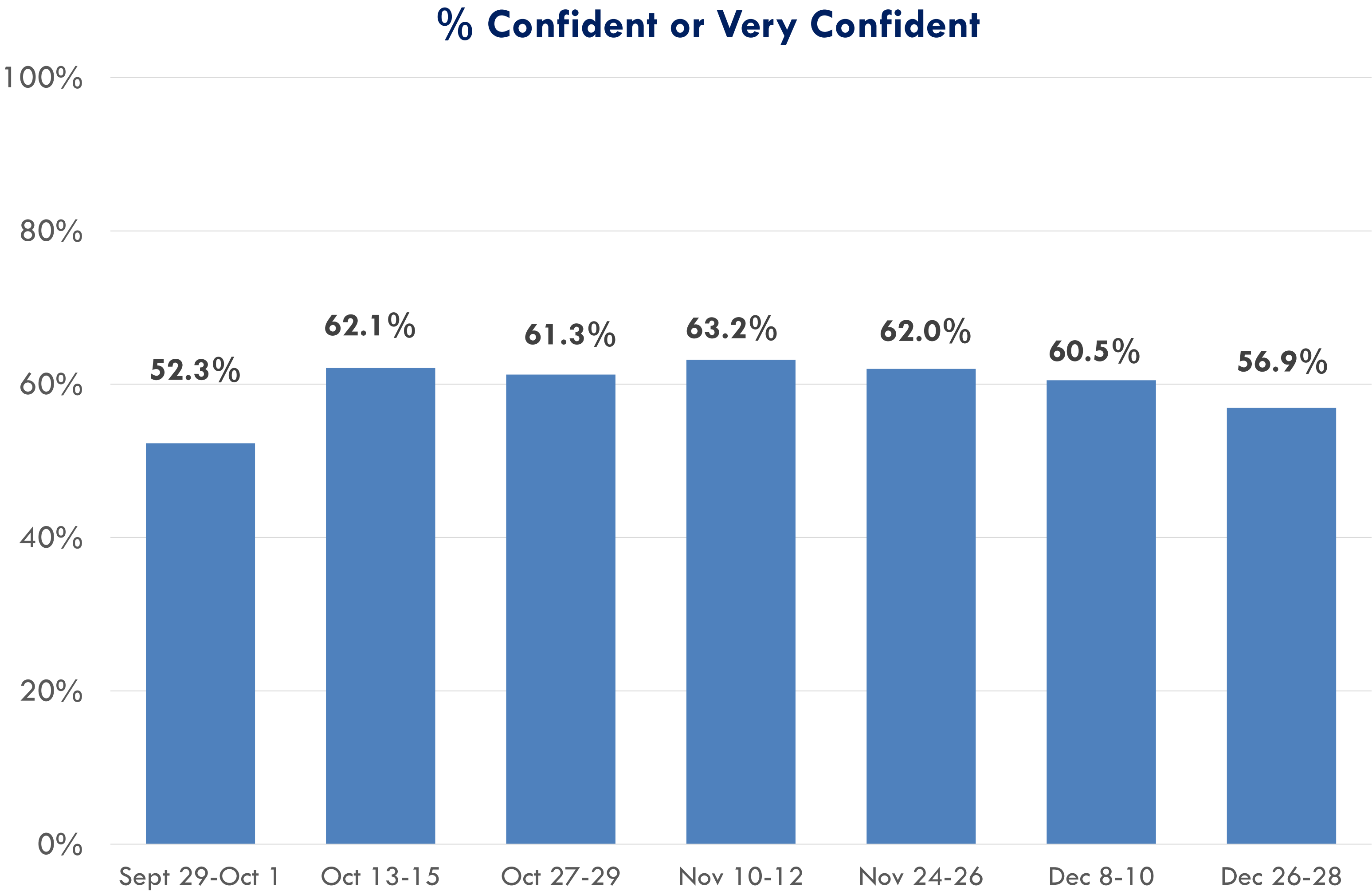
Question: How confident do you feel in the protection against COVID-19 your vaccination is providing you? (Select one)

(Base: Wave 81 data. Respondents who have received the COVID-19 vaccine, 935 completed surveys. Data collected December 26-28, 2021)



CONFIDENCE IN SAFETY PROVIDED BY THE VACCINE

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



The background of the image is a dark, textured field. It is populated with numerous stylized representations of COVID-19 virus particles, which are depicted as spherical entities with prominent, irregular spikes or 'corona' on their surfaces. These particles are rendered in shades of light blue, cyan, and white. Interspersed among the virus particles are several red blood cells, shown as smooth, biconcave discs in a deep red or maroon color. The overall composition is dense and scientific in theme.

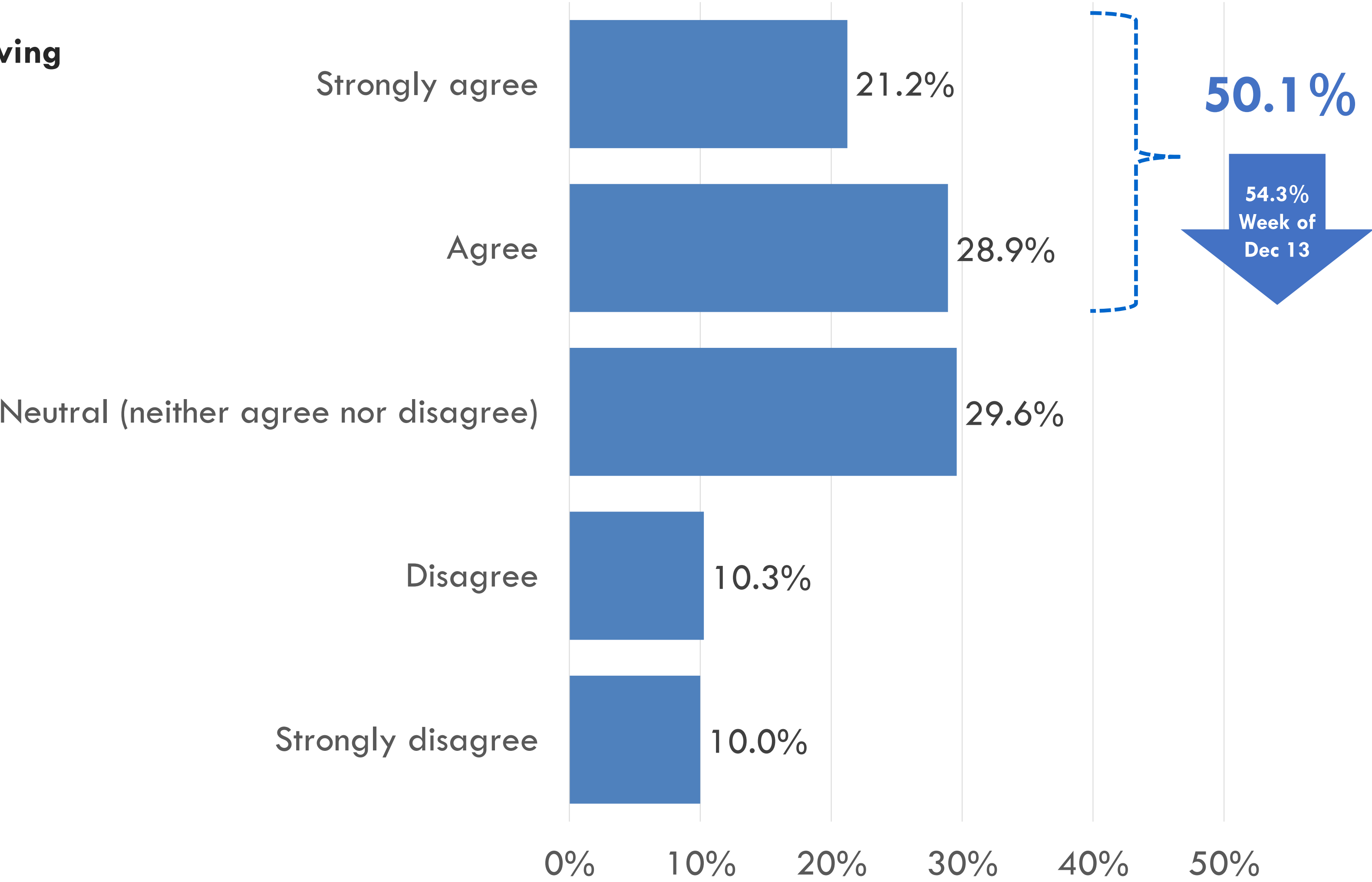
IMPACT OF THE OMICRON VARIANT

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.

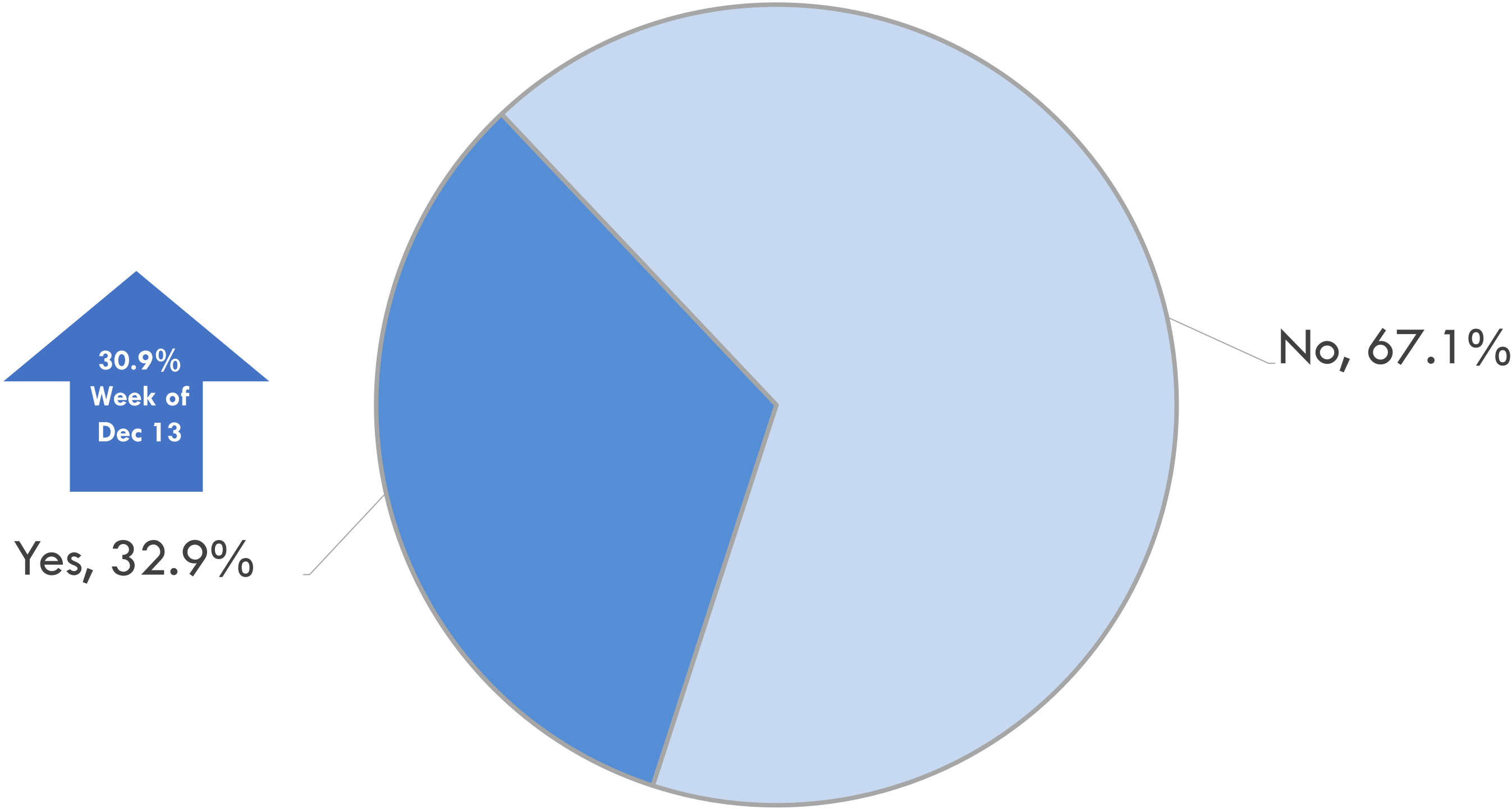
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)



IMPACT OF OMICRON ON TRAVEL BEHAVIOR

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

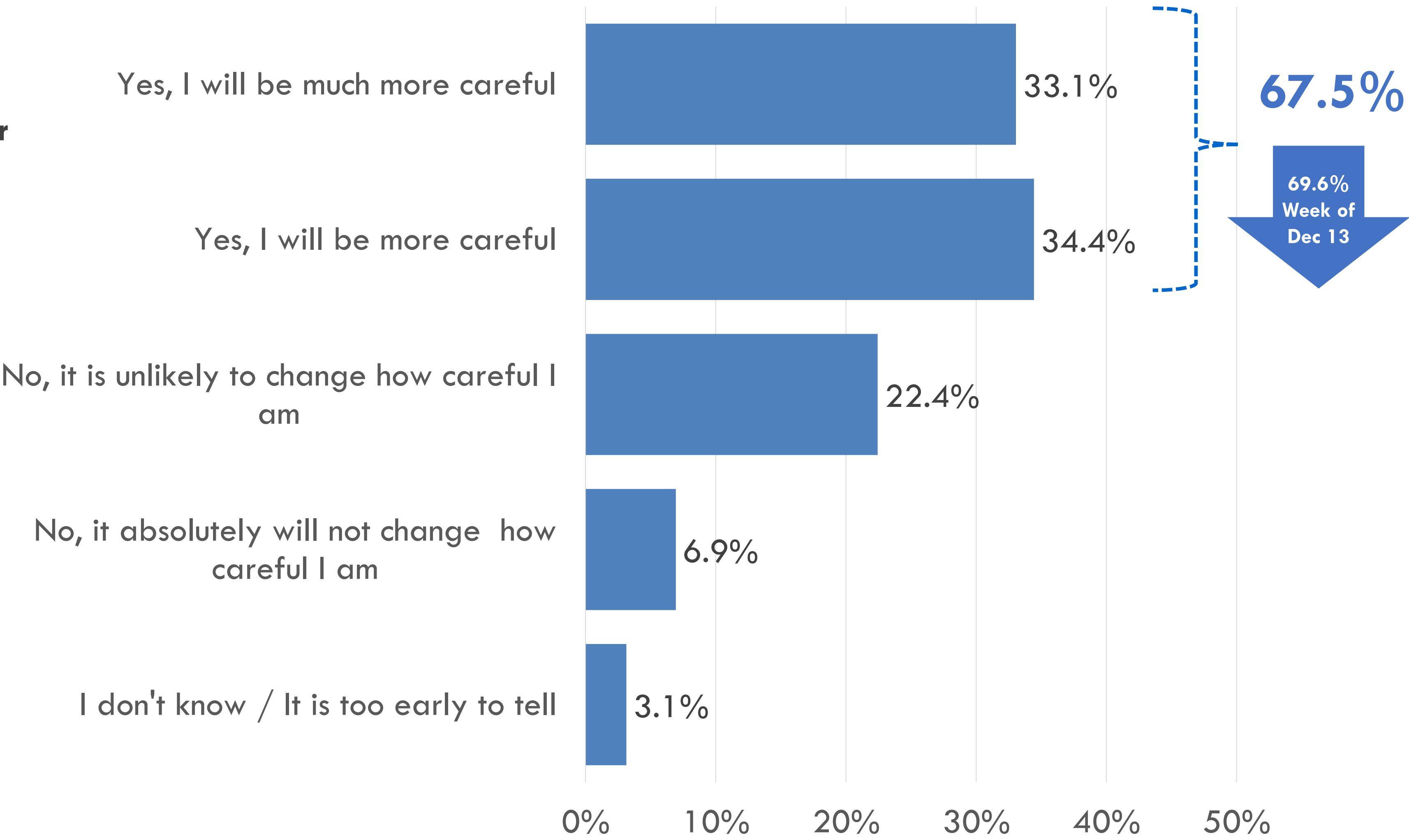
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)



OMICRON AND TRAVEL SAFETY BEHAVIOR

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

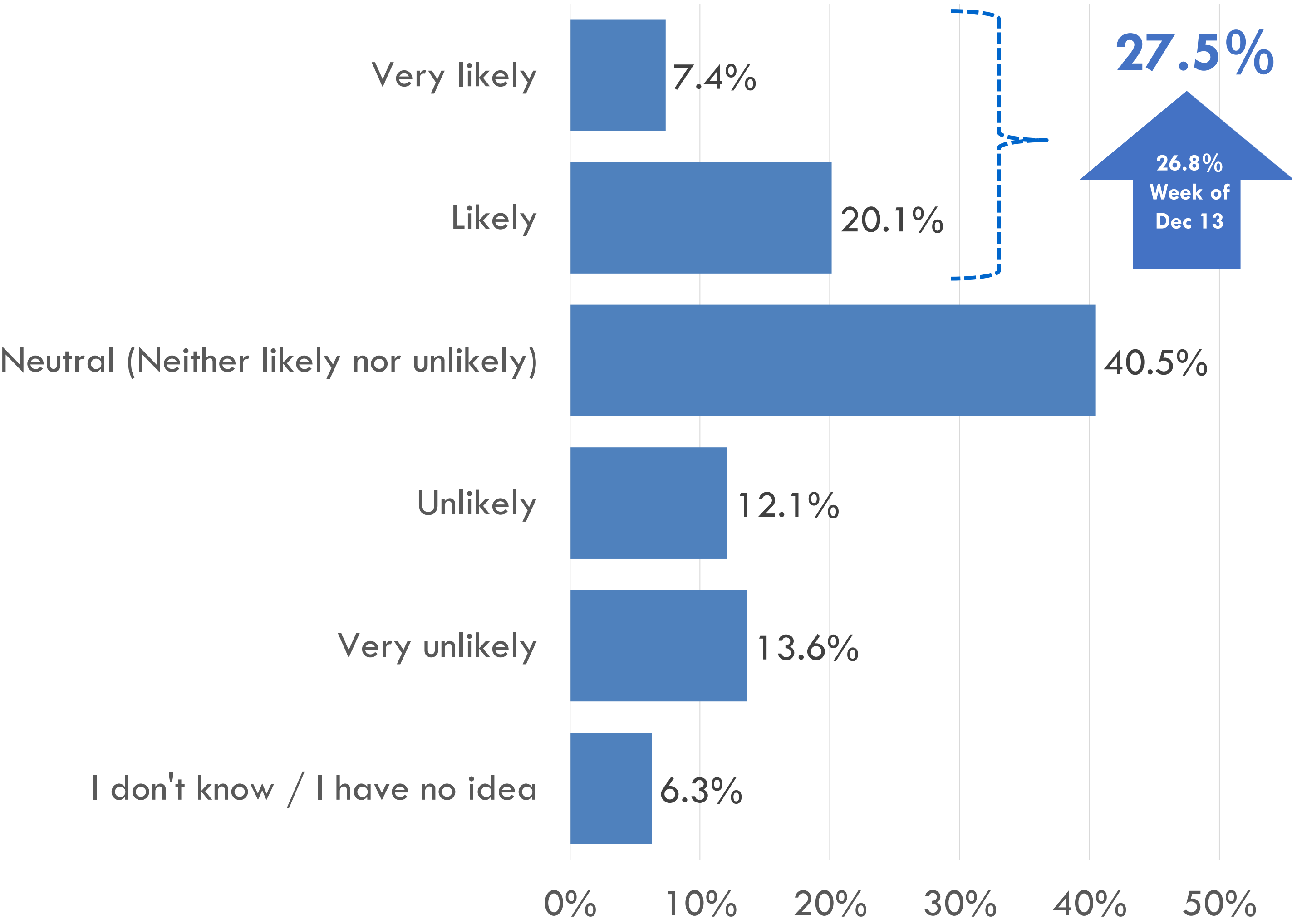
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)



LIKELIHOOD OMICRON VARIANT WILL IMPACT TRAVEL

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

(Base: Wave 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)

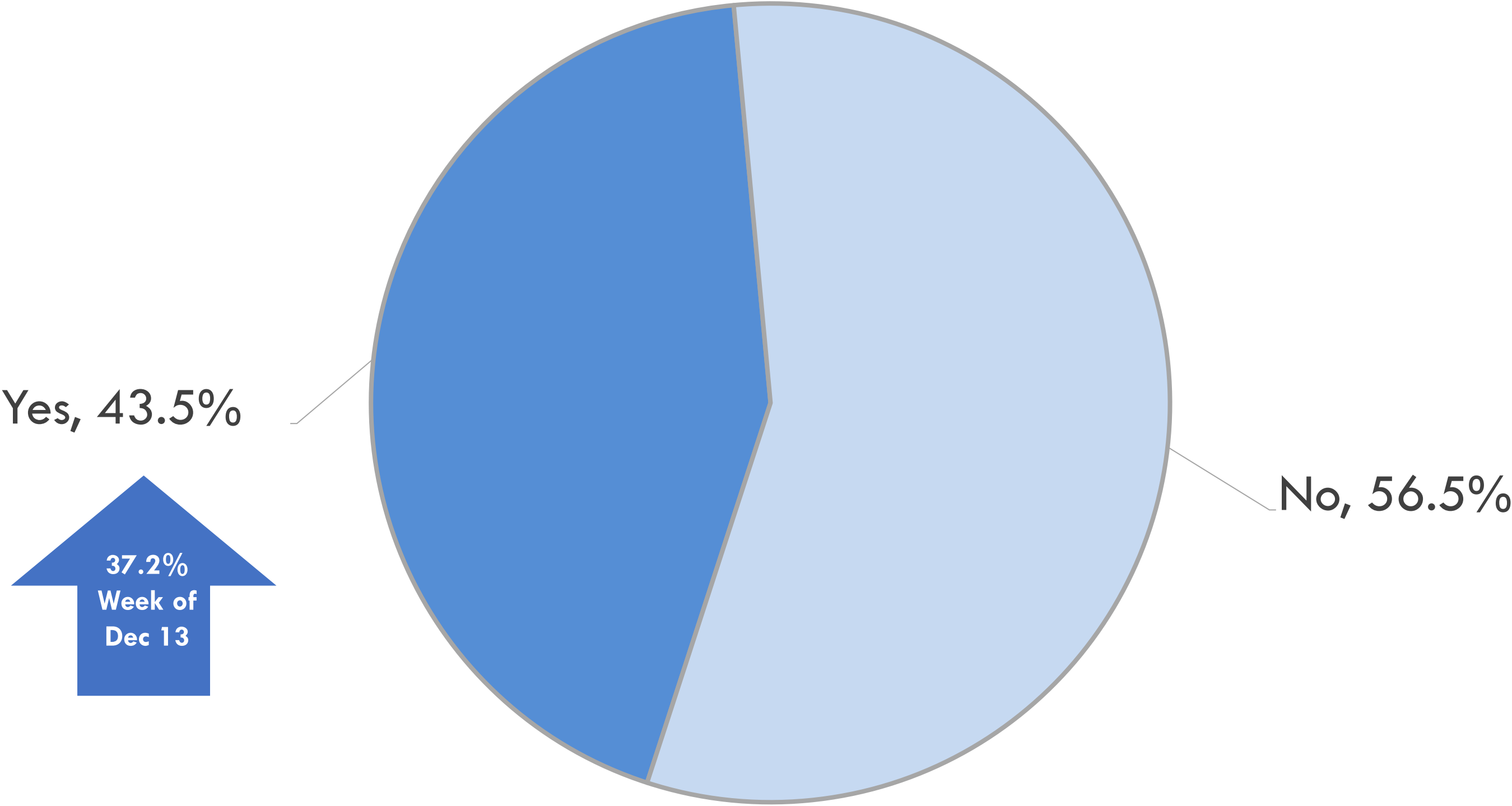


TRIPS CANCELLED DUE TO OMICRON

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)

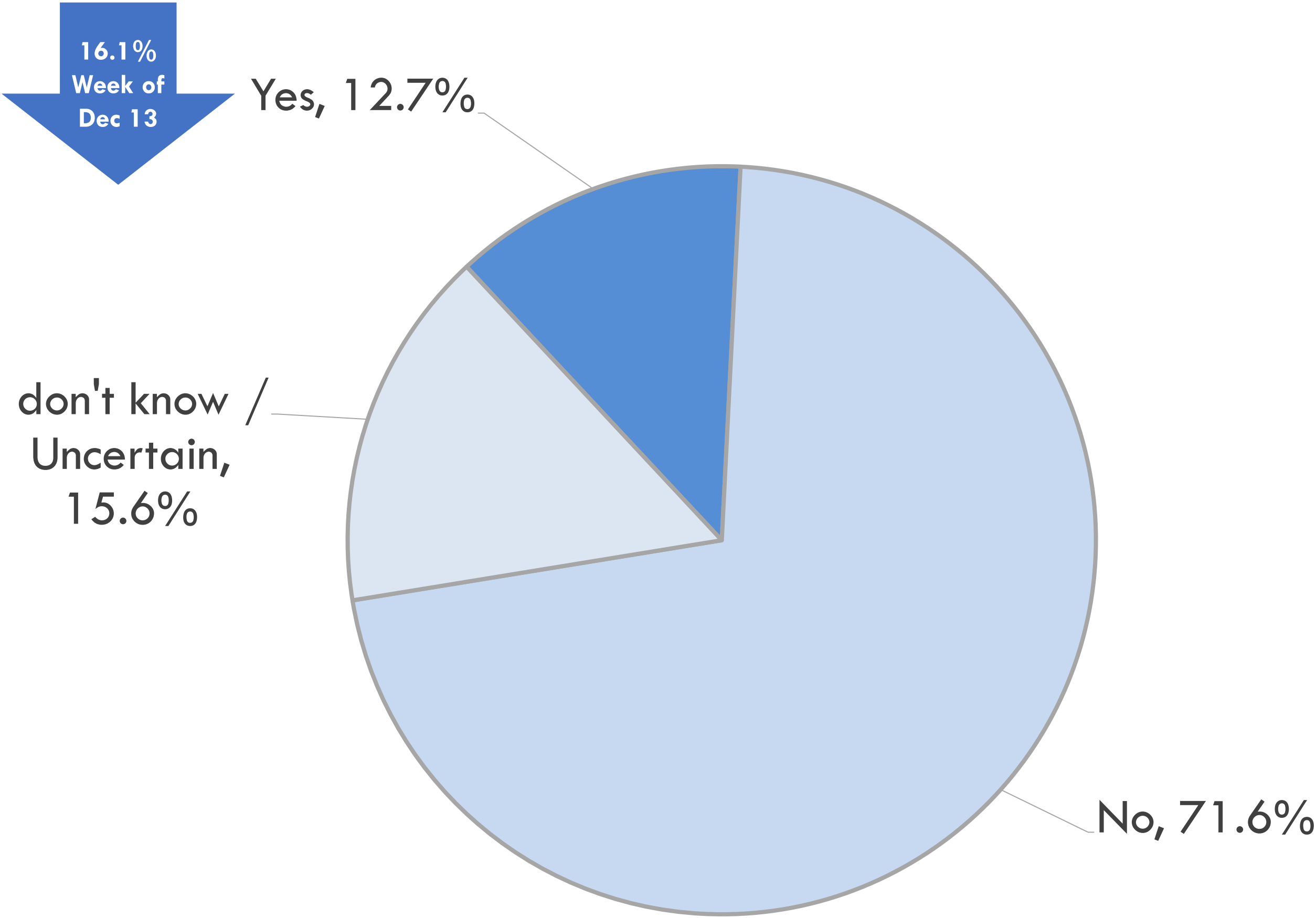


THE OMICRON VARIANT AND VACCINATION PLANS

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)

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)

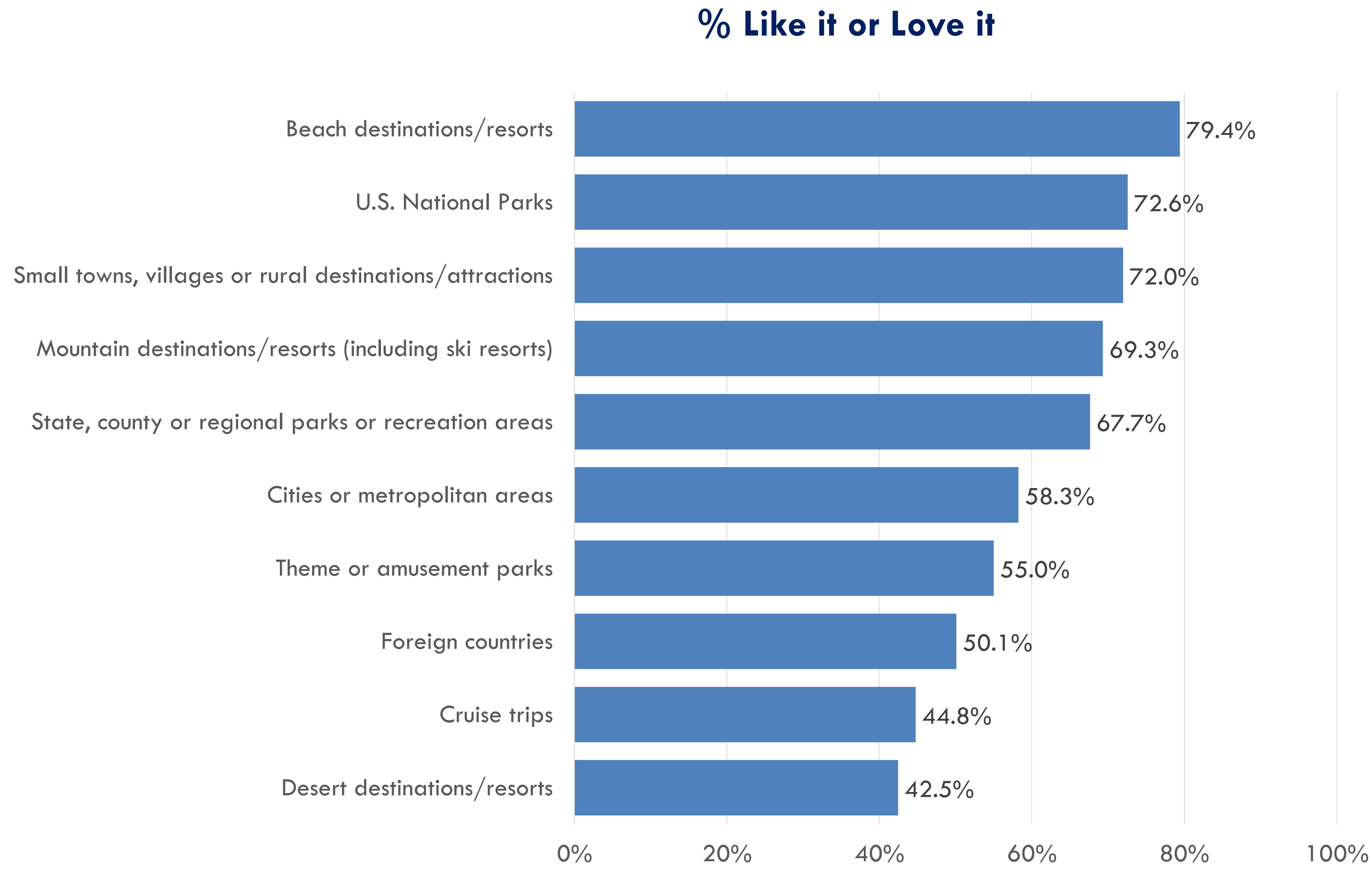


FEELINGS ABOUT TYPES OF TRAVEL

Question: In general, how do you feel about leisure trips to the following types of travel destinations?

(Thinking back prior to the current Coronavirus situation)

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

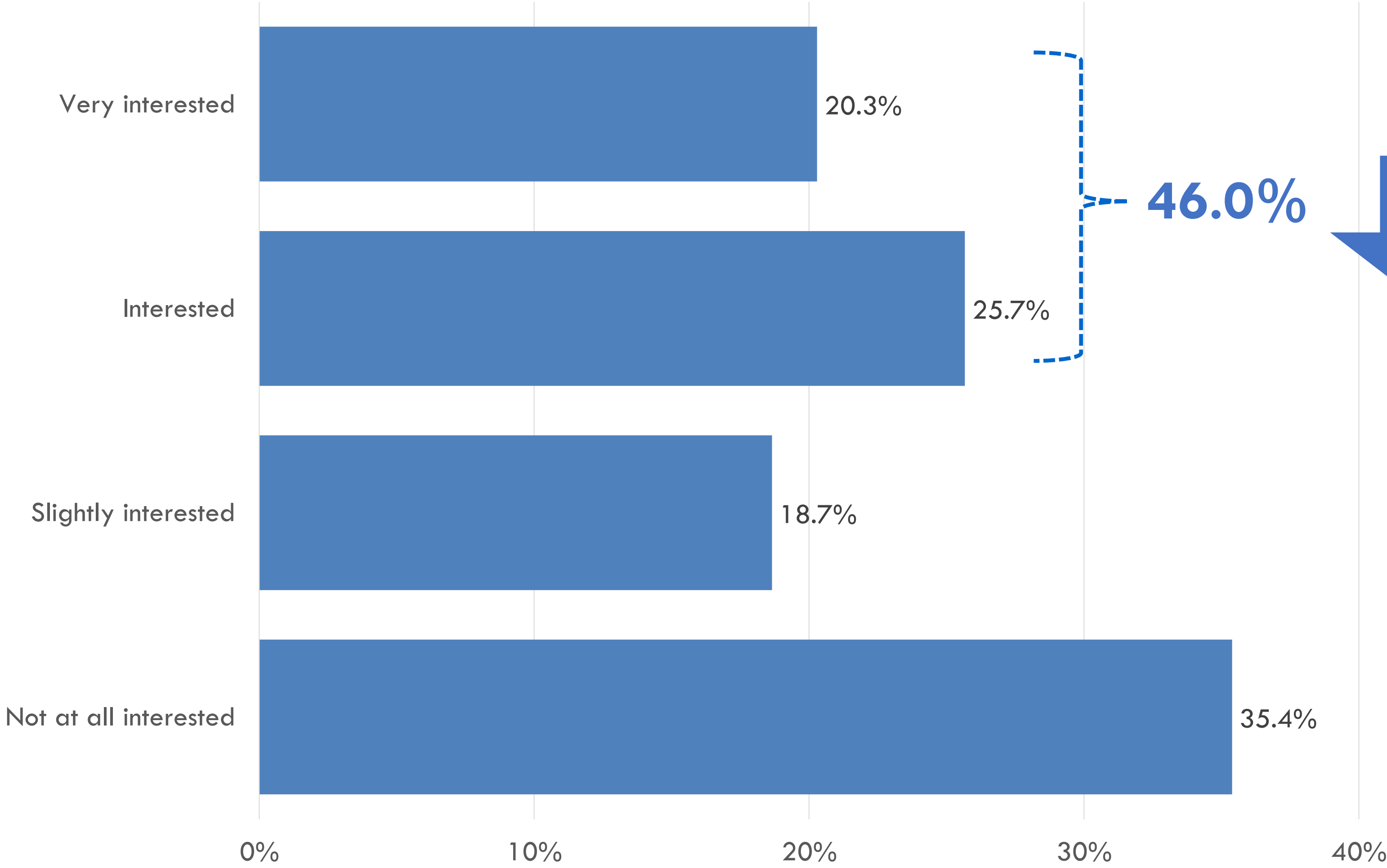


INTEREST IN WORKCATIONS

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?

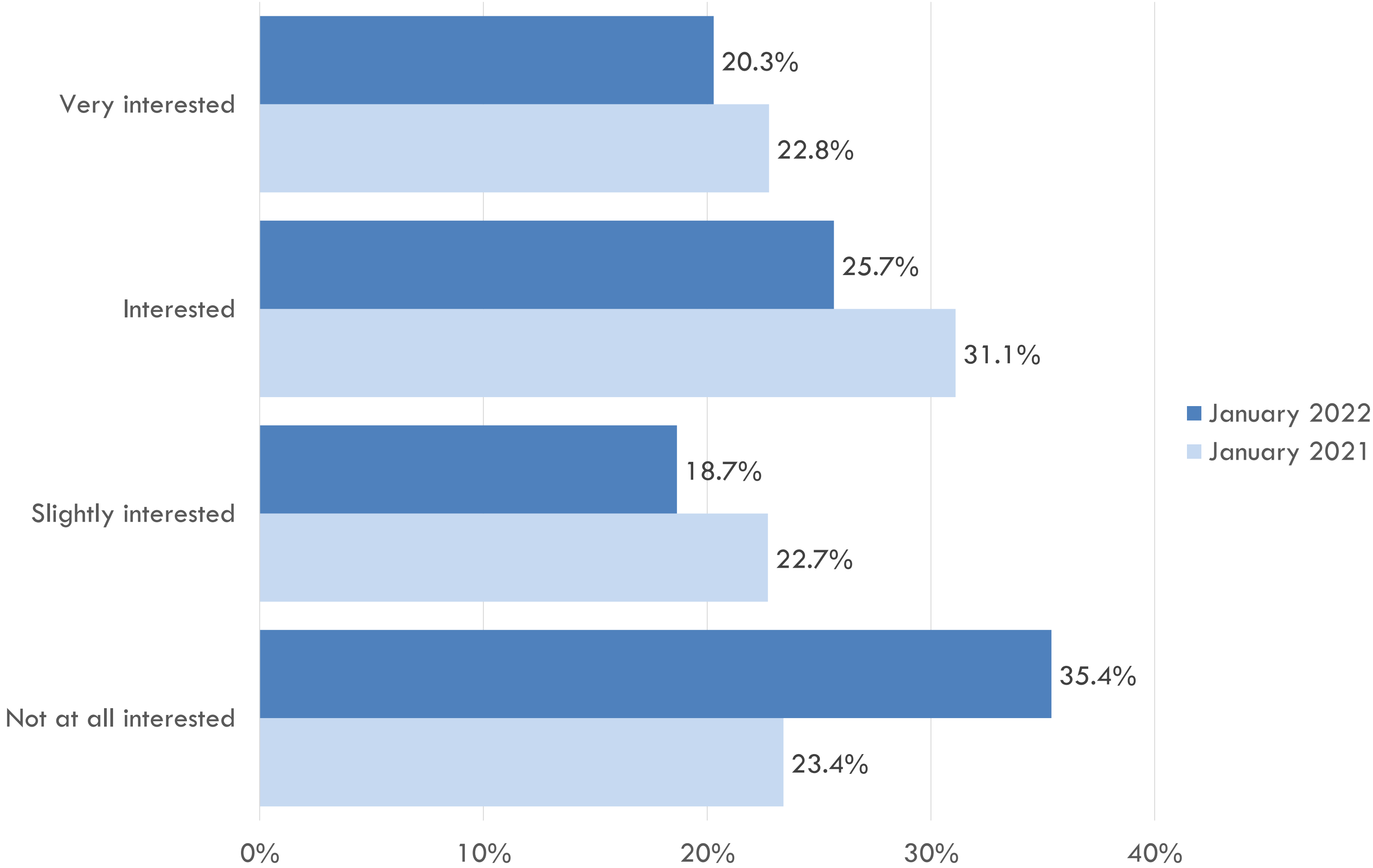
(Base: Wave 81 data. All employed respondents, 901 completed surveys. Data collected December 26-28, 2021)



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?

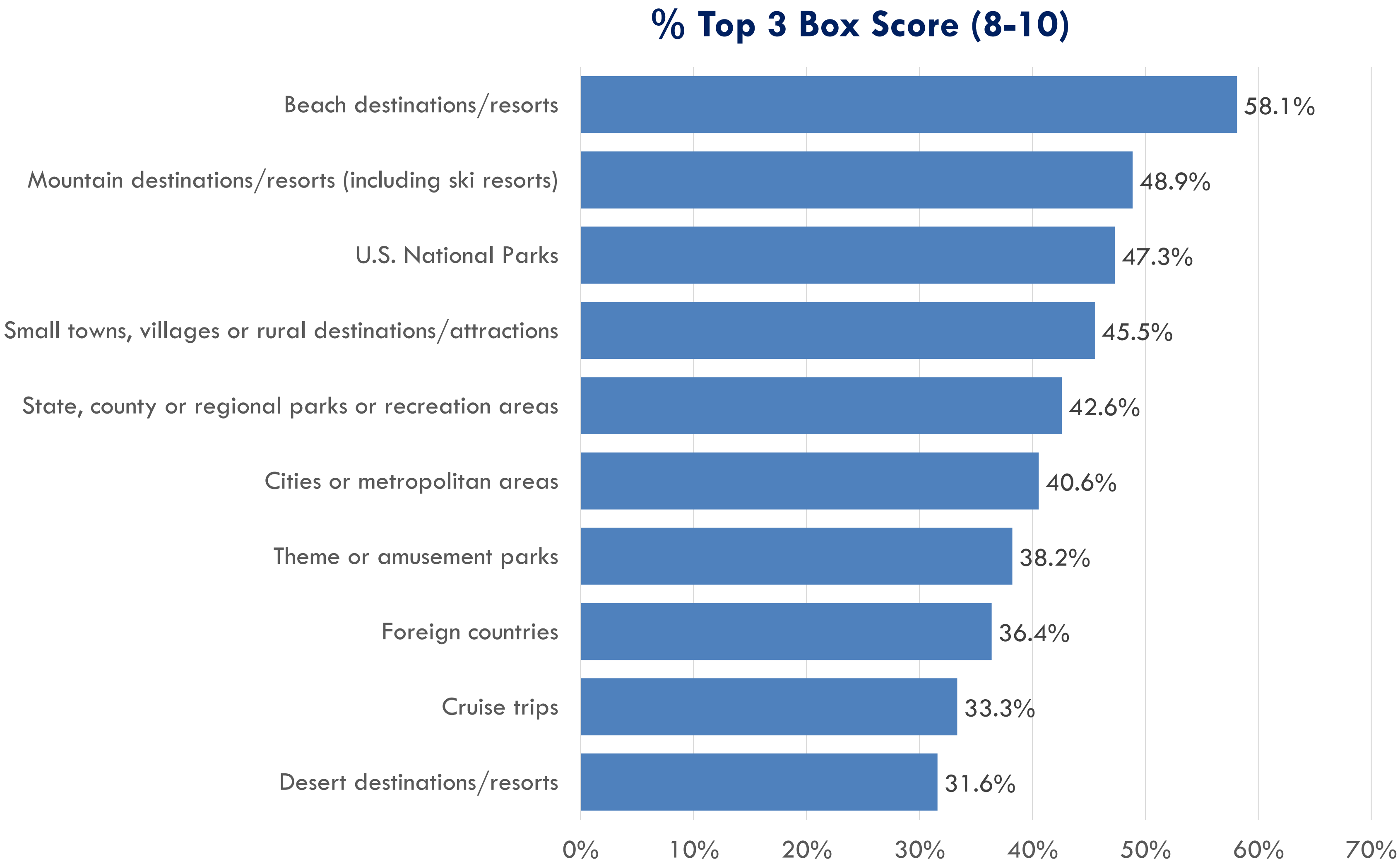


EXCITEMENT ABOUT DESTINATION TYPES, 2022

Question: Thinking carefully about
THIS UPCOMING YEAR (2022).

**Use the 10-point scale where 10 =
"Extremely excited" and 1 = "Not at
all excited" to state how generally
excited you are to visit each in the
upcoming year.**

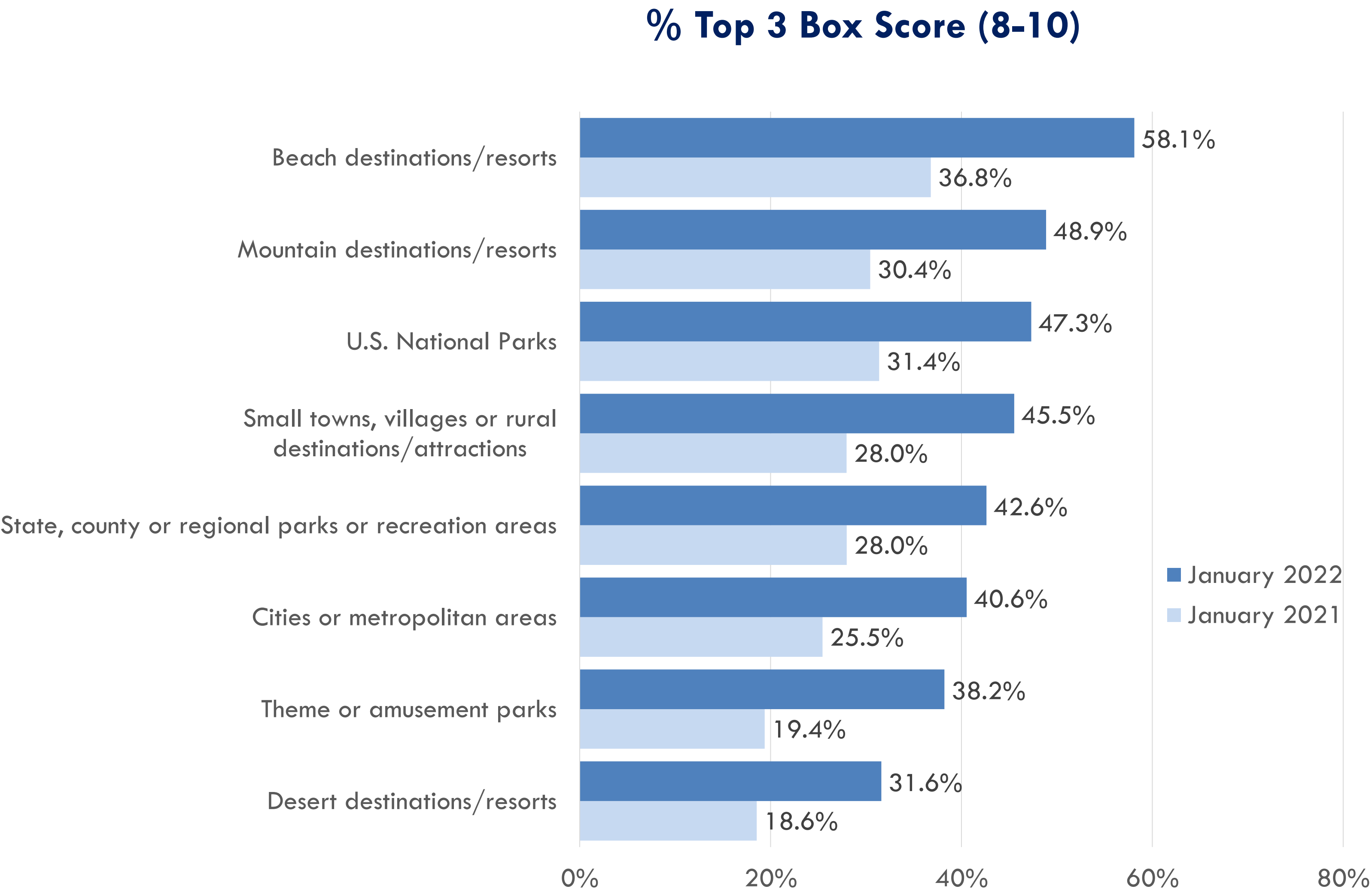
*(Base: Wave 81 data. All respondents,
1,205 completed surveys. Data collected
December 26-28, 2021)*



EXCITEMENT ABOUT DESTINATION TYPES, 2022 VS. 2021

Question: Thinking carefully about THIS UPCOMING YEAR (2022).

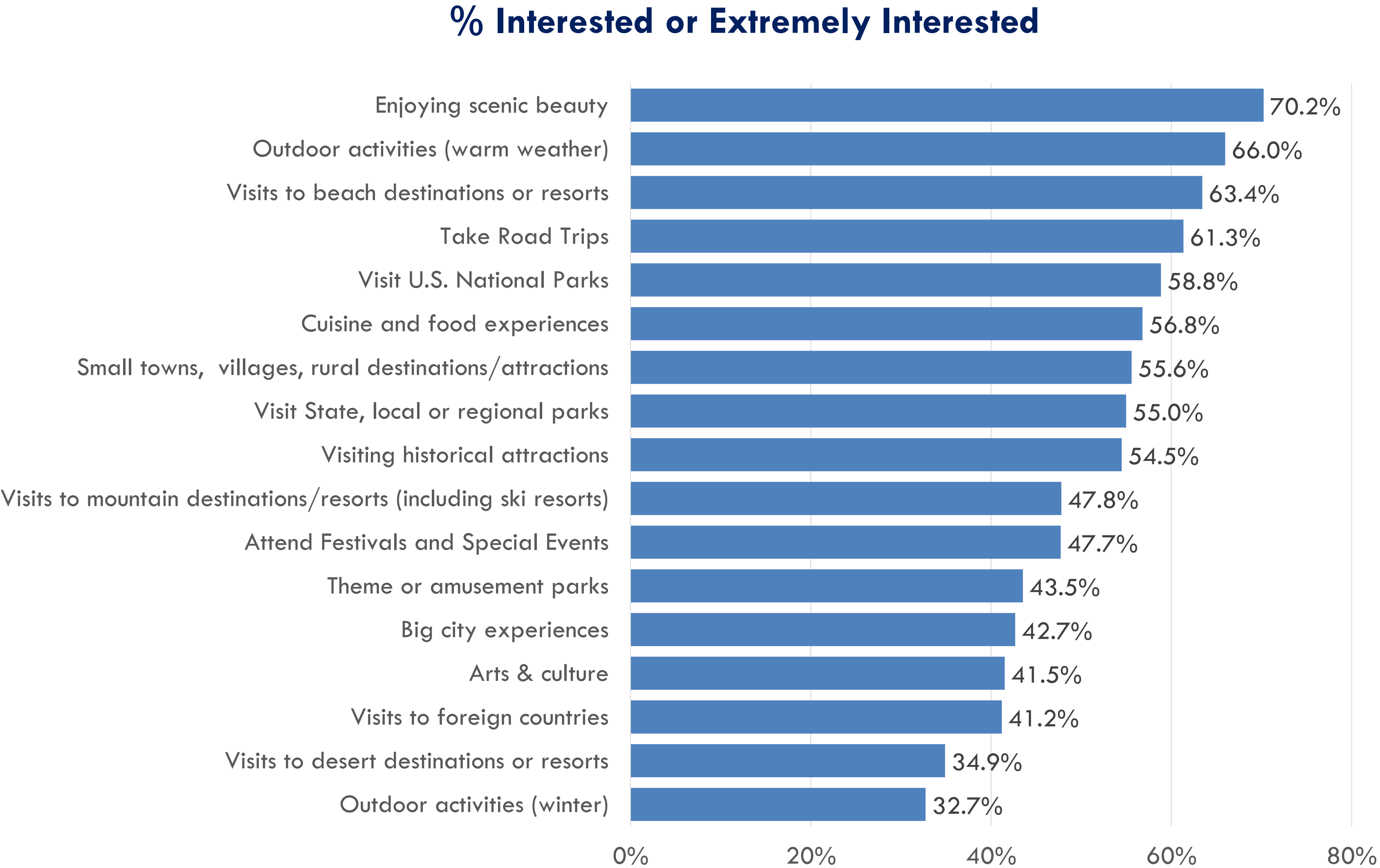
Use the 10-point scale where 10 = "Extremely excited" and 1 = "Not at all excited" to state how generally excited you are to visit each in the upcoming year.



INTEREST IN TRIP EXPERIENCES, 2022

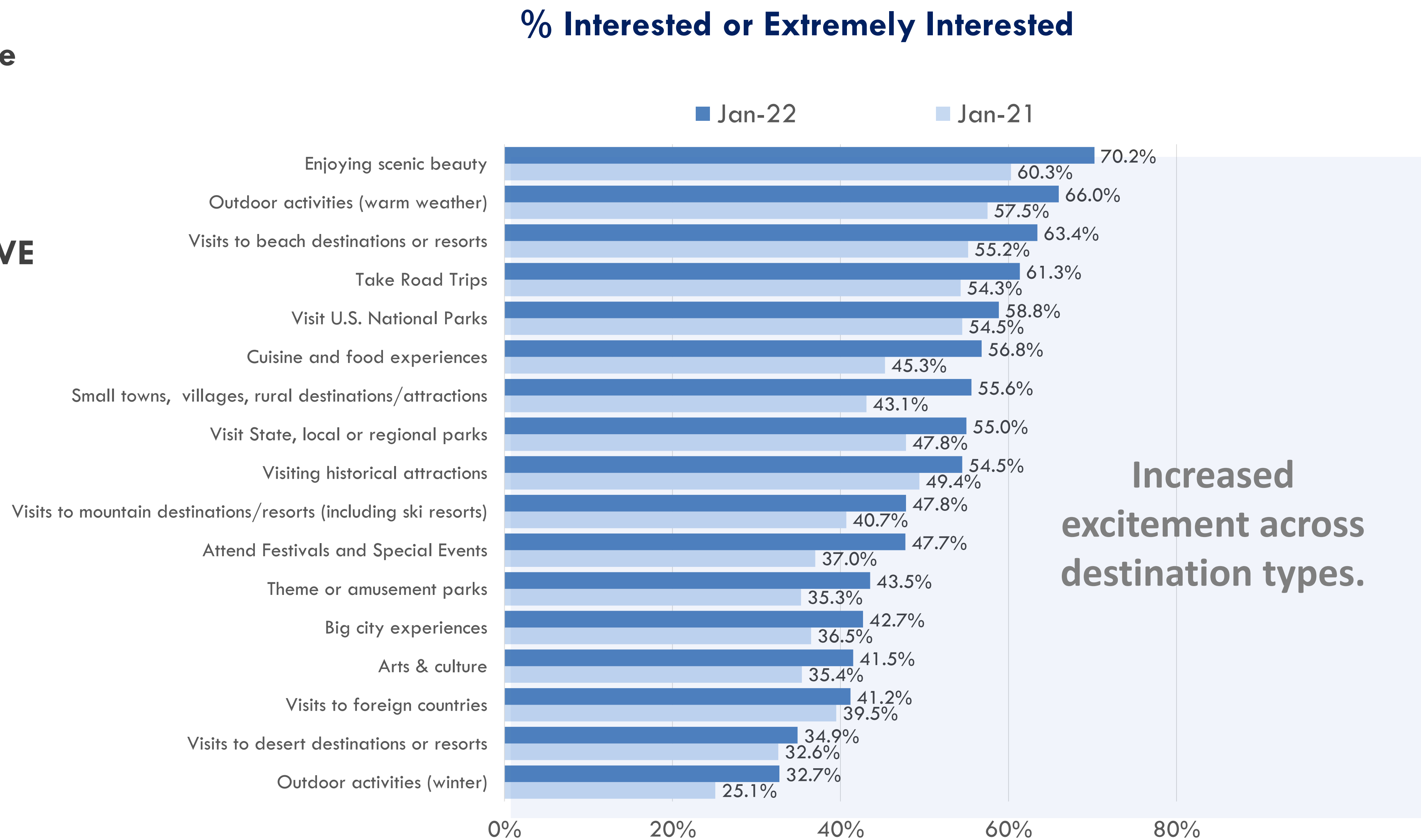
Question: How interested are you in taking LEISURE TRIPS which would include the following in the NEXT TWELVE (12) MONTHS?

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



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?**

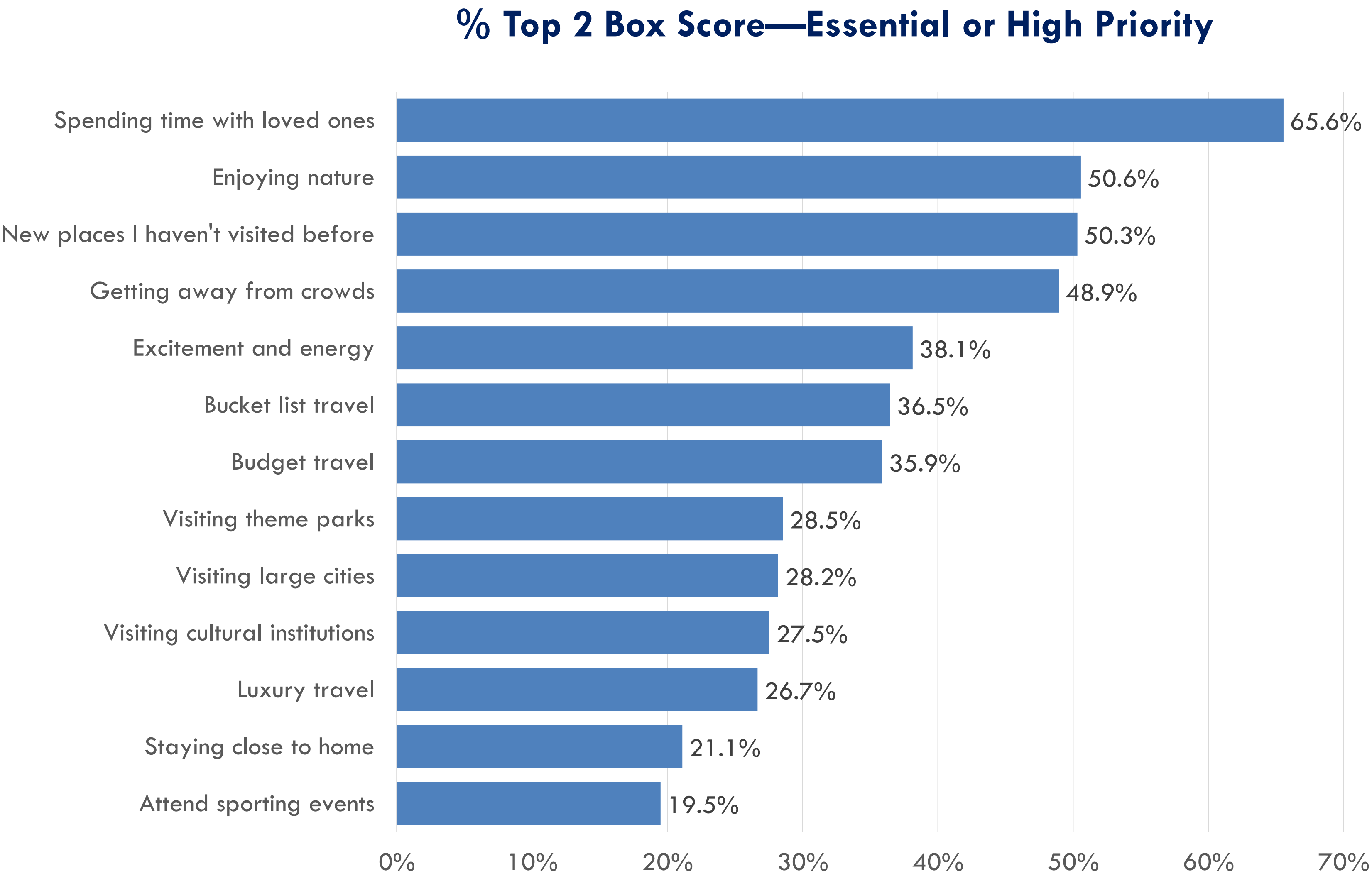


TRAVEL EXPERIENCE PRIORITIES

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

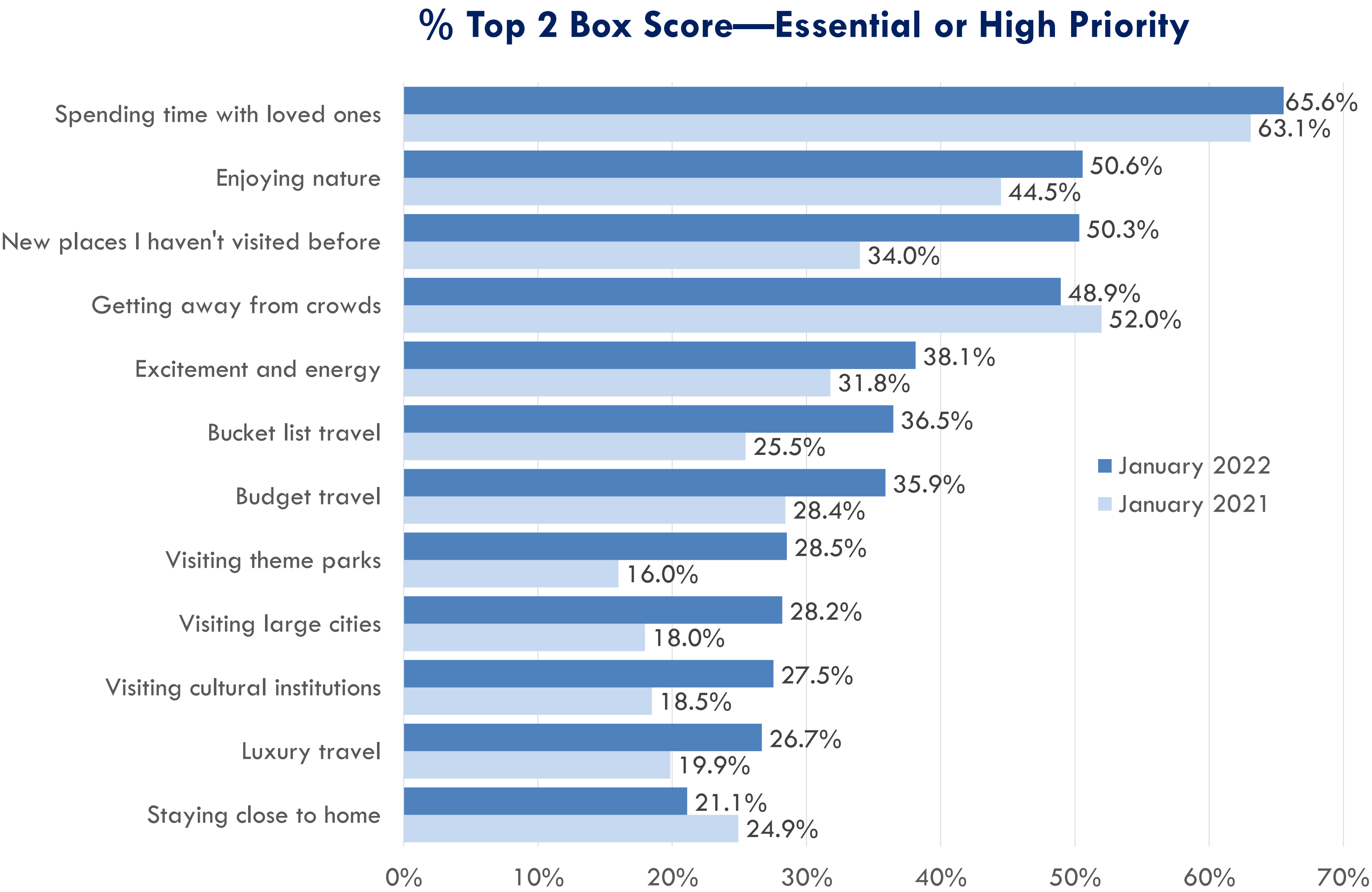
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)



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



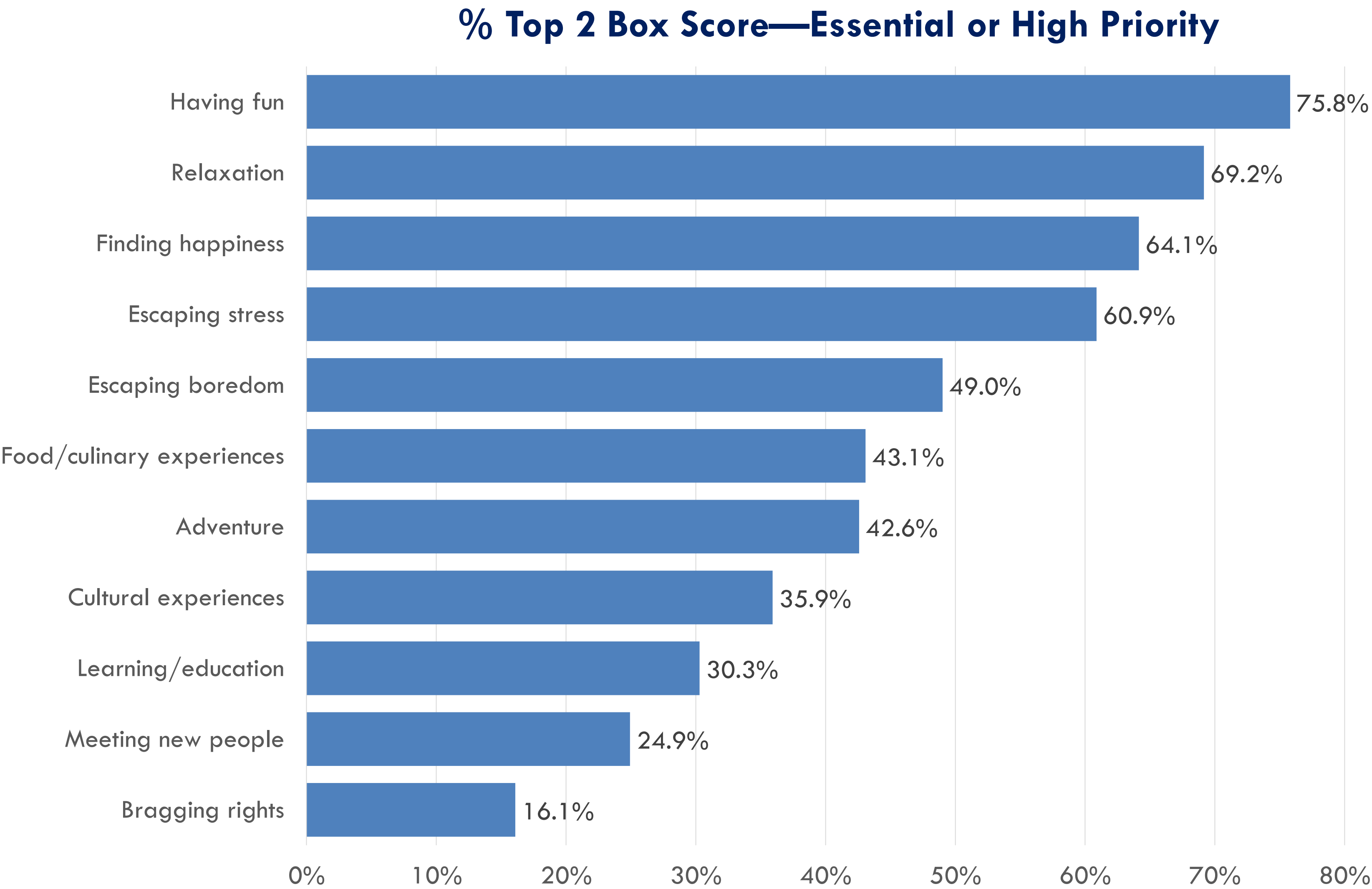
Note: Sporting events was not included in the 2021 question.

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.

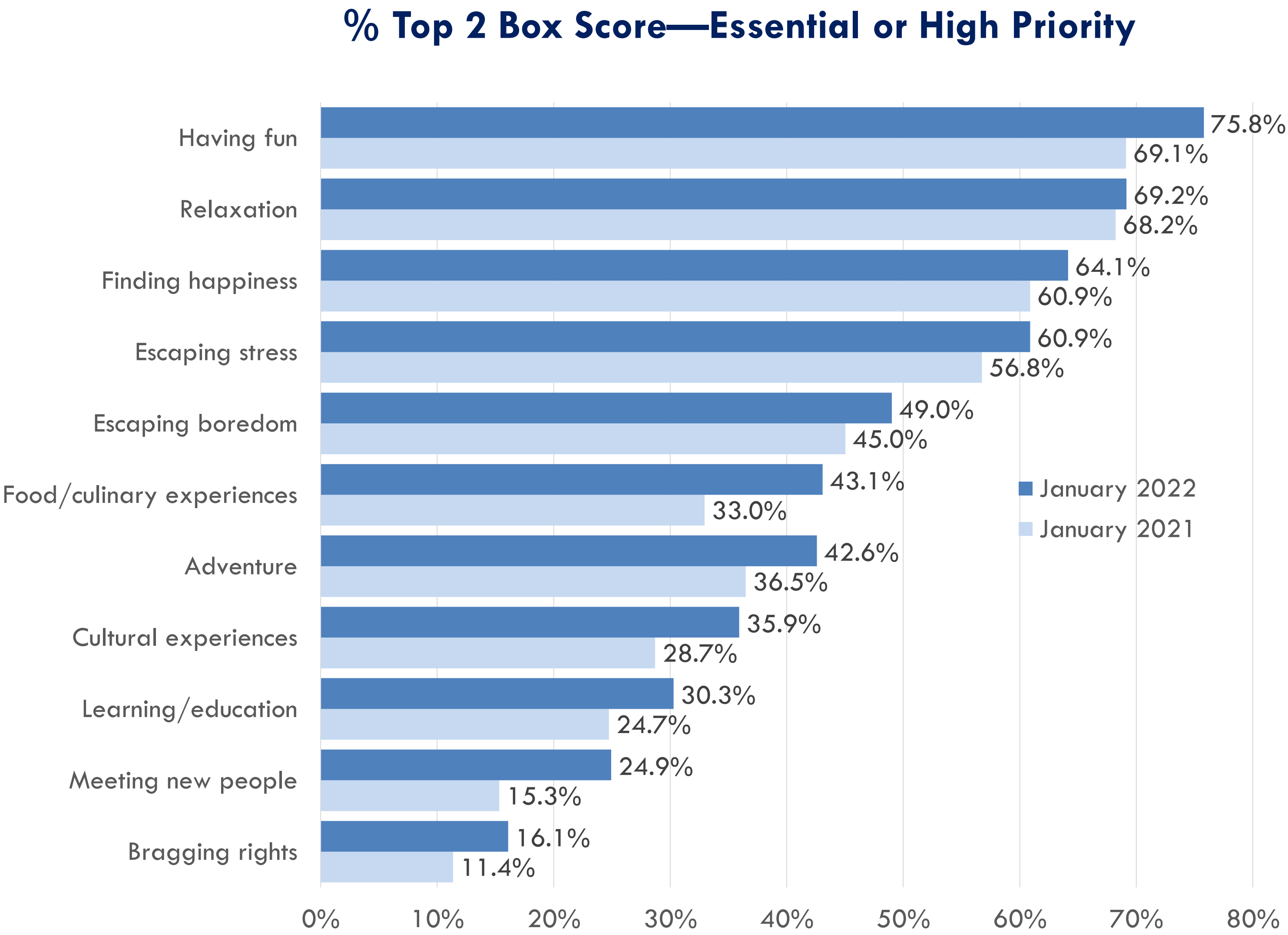
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)



MORE TRAVEL EXPERIENCE PRIORITIES

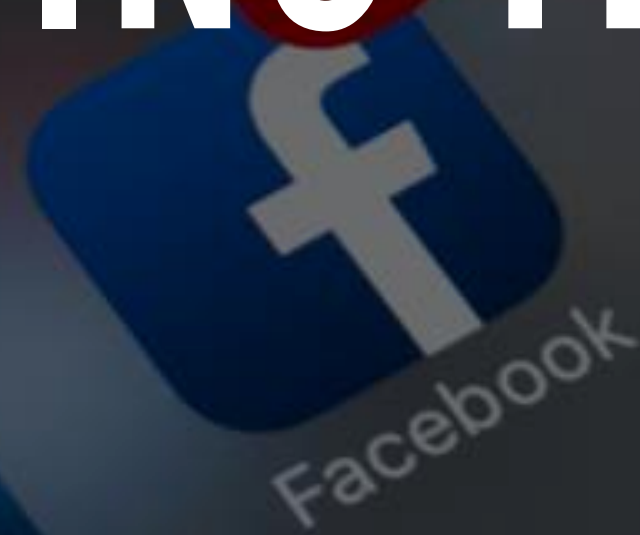
Question: Continuing this line of thought: Thinking about your travel in the NEXT TWELVE (12) MONTHS, what travel experiences will you prioritize?

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



Social Media

MARKETING TRAVEL

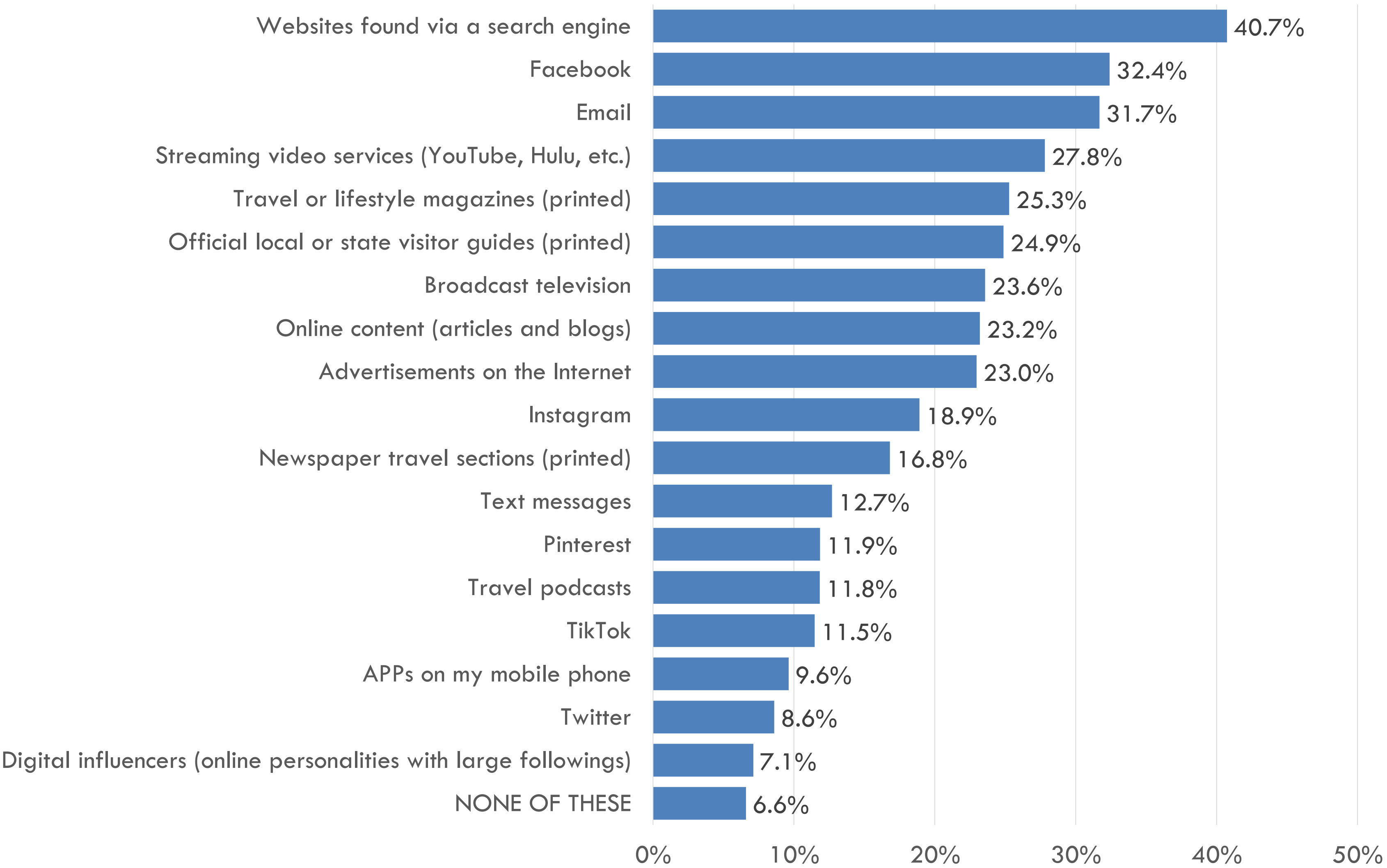


RECEPTIVITY TO MARKETING CHANNELS

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

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

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





Time
To
TRAVEL

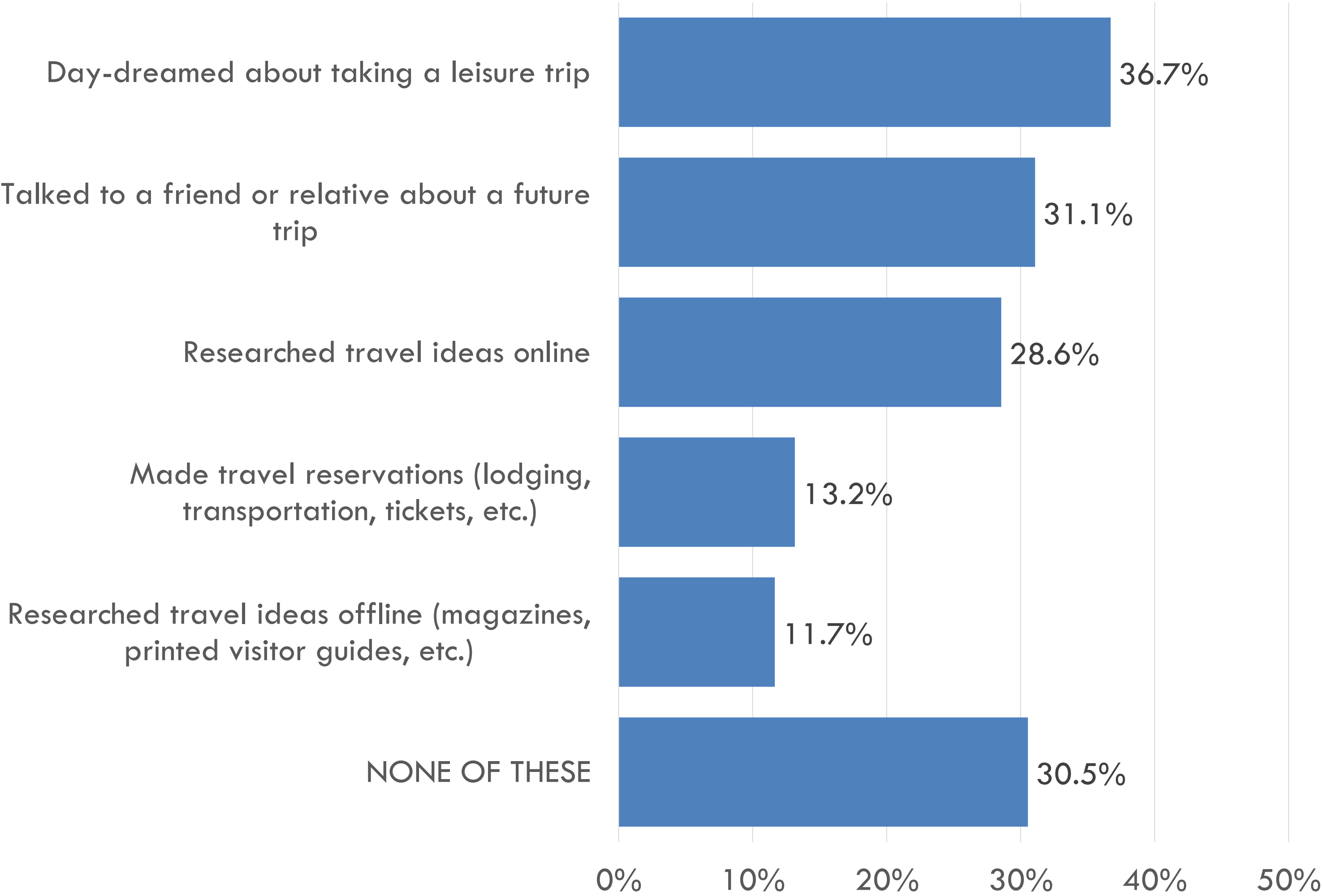
**TRAVEL IN THE
NEAR FUTURE**

TRAVEL PLANNING IN THE PAST WEEK

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

In the PAST WEEK I have

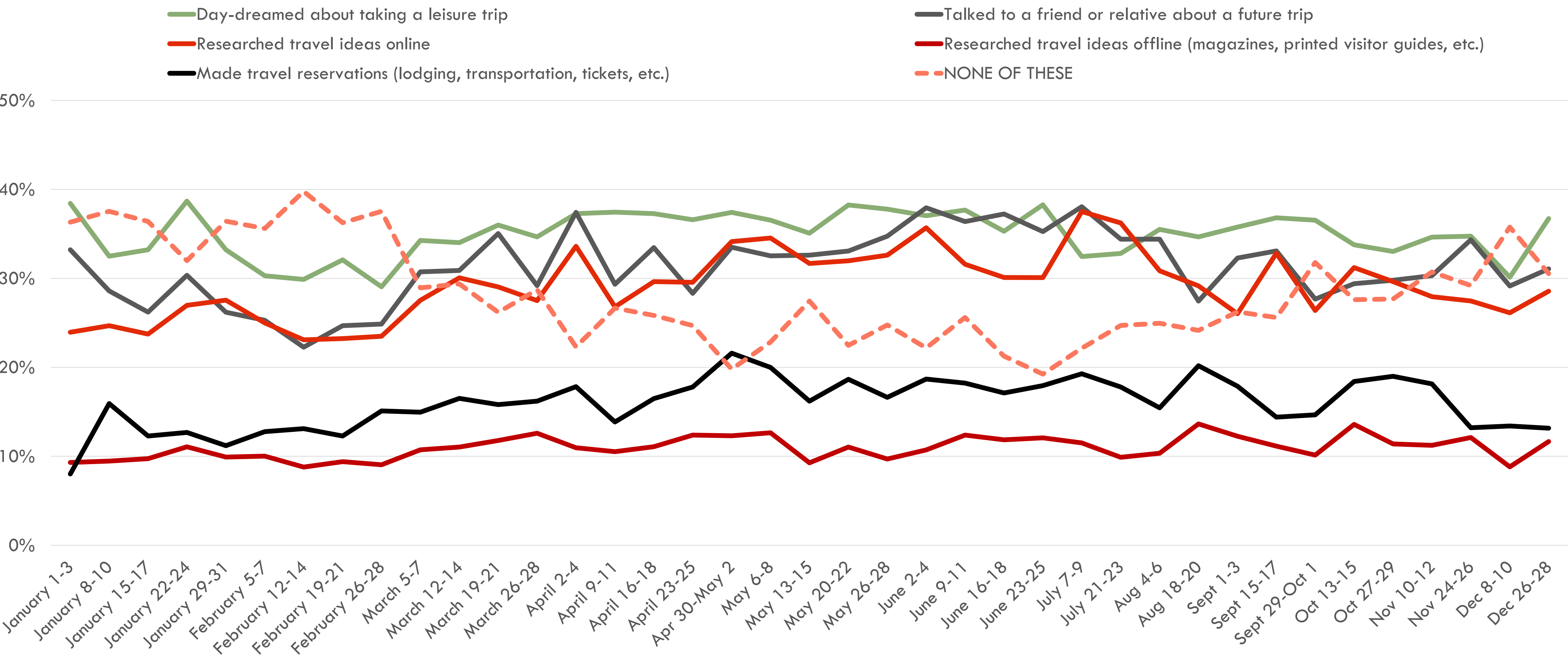
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)



TRAVEL PLANNING IN THE PAST WEEK

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

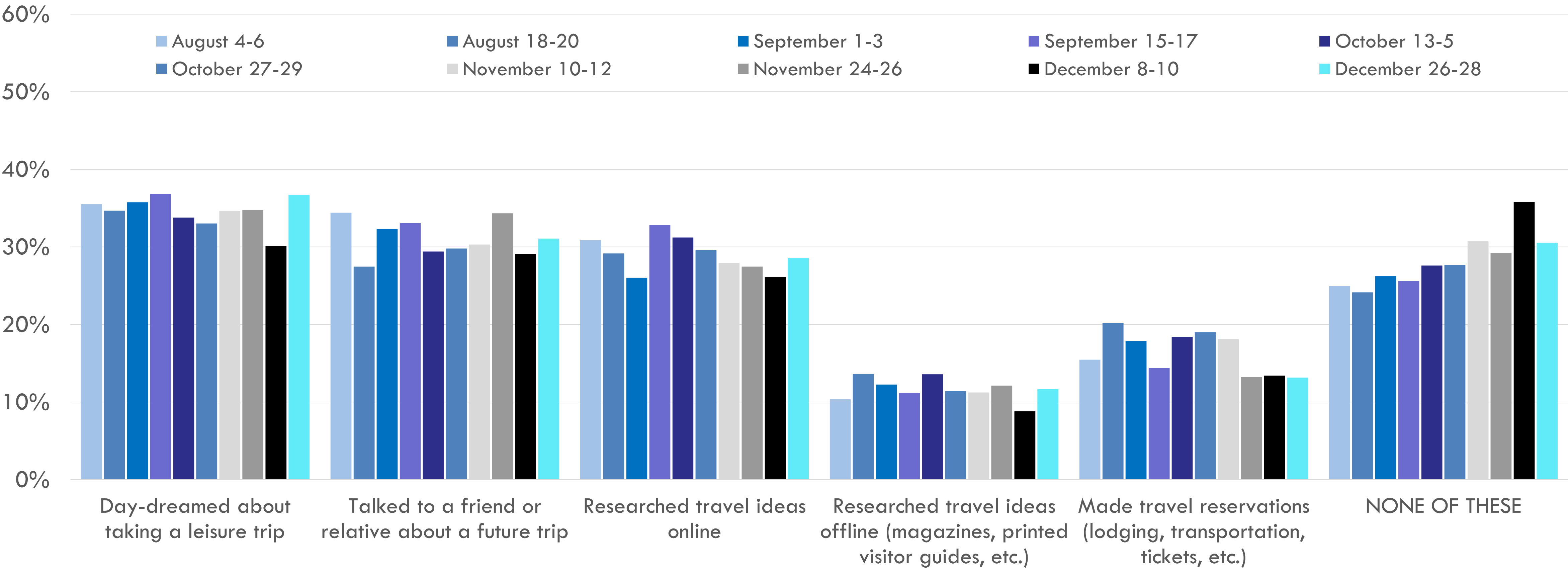
In the PAST WEEK I have _____



TRAVEL PLANNING IN THE PAST WEEK

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

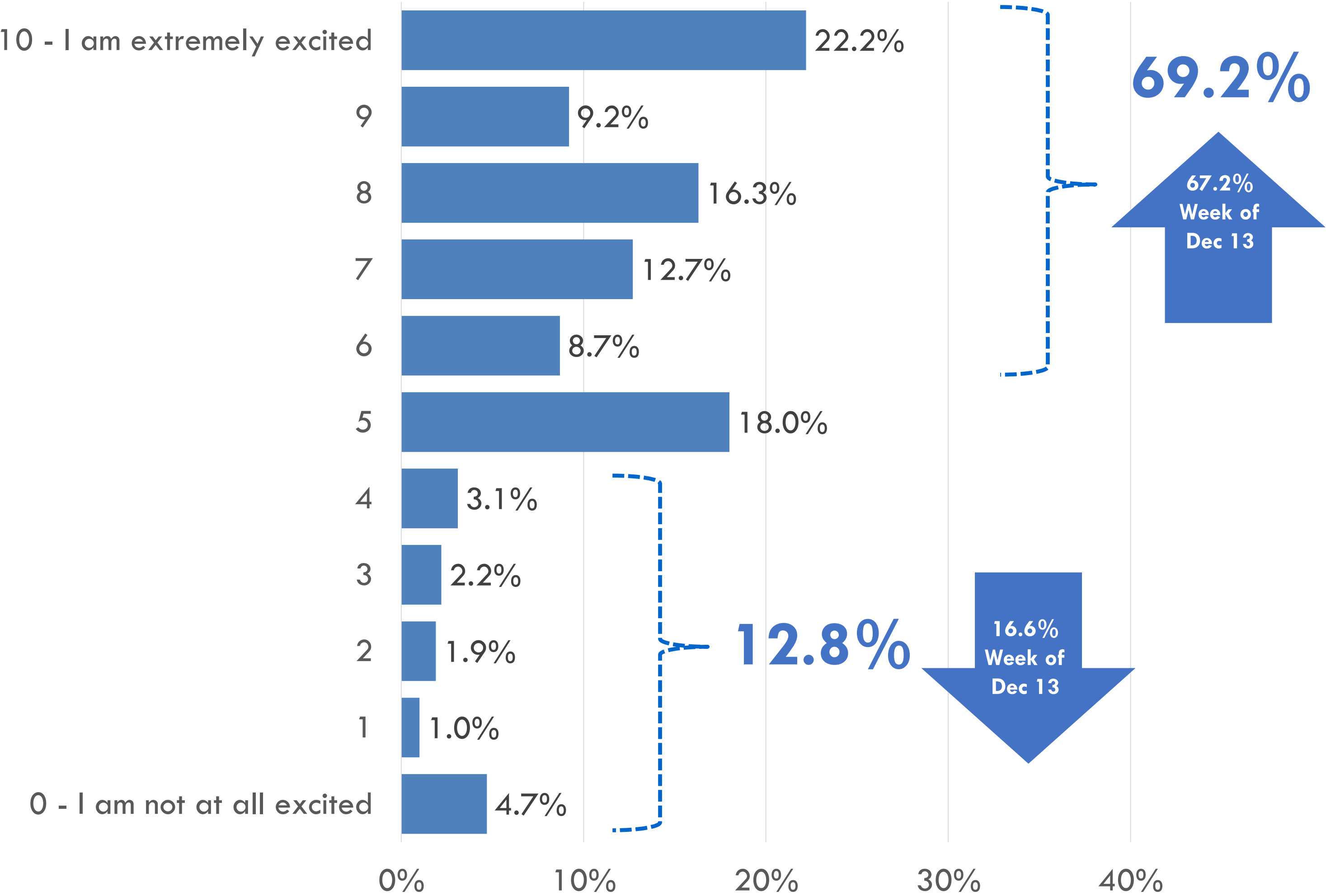
In the PAST WEEK I have _____



EXCITEMENT FOR LEISURE TRAVEL IN THE NEXT 12 MONTHS

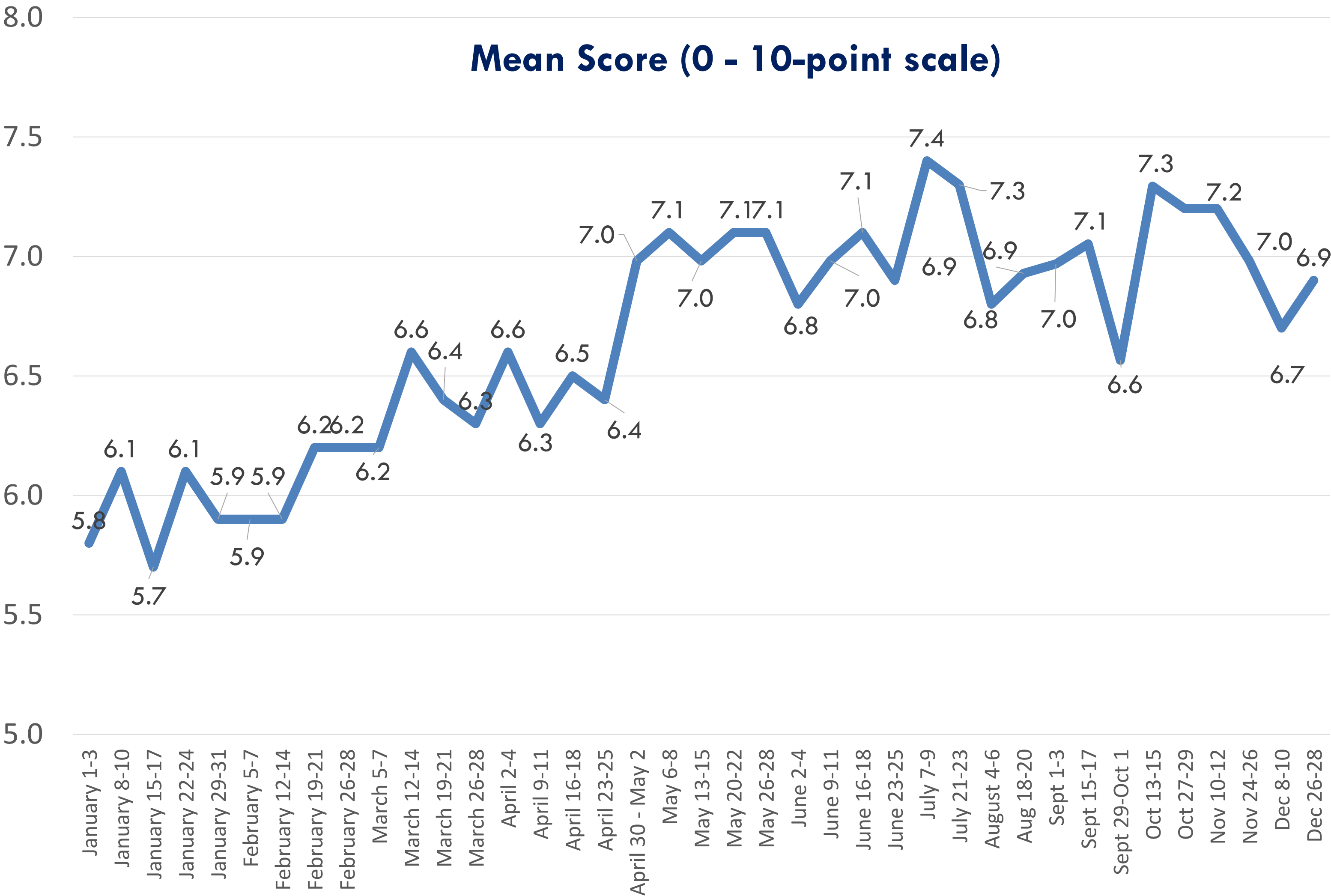
Question: Which best describes how excited you are about LEISURE TRAVEL in the NEXT **TWELVE (12) MONTHS?** (Please answer using the 11-point scale below)

(Base: Wave 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)



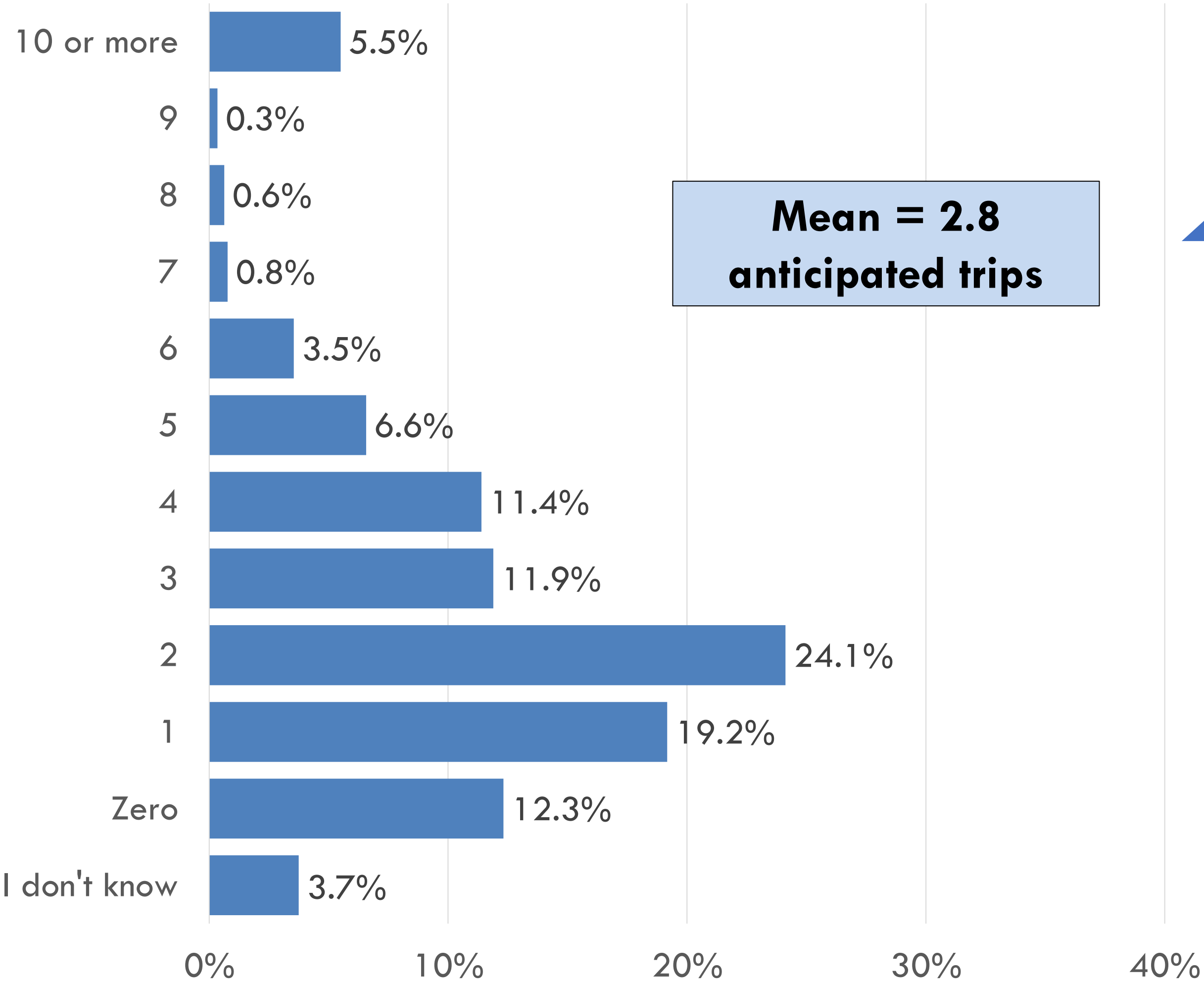
**More
Excitement**

**Less
Excitement**

NUMBER OF LEISURE TRIPS ANTICIPATED IN THE NEXT 12 MONTHS

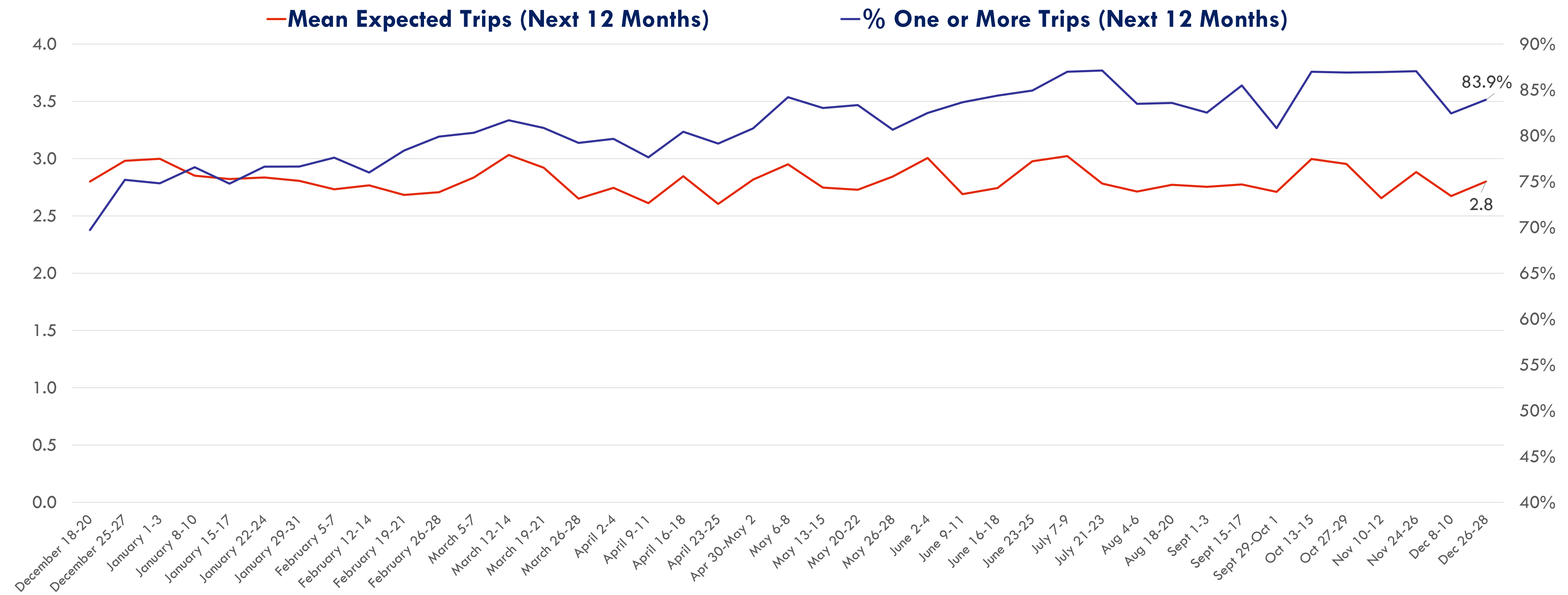
Question: IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in the **NEXT TWELVE (12) MONTHS?** (Select one)

(Base: Wave 81 data. All respondents, 1,161 completed surveys. Data collected December 26-28, 2021)



NUMBER OF LEISURE TRIPS ANTICIPATED IN THE NEXT 12 MONTHS

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

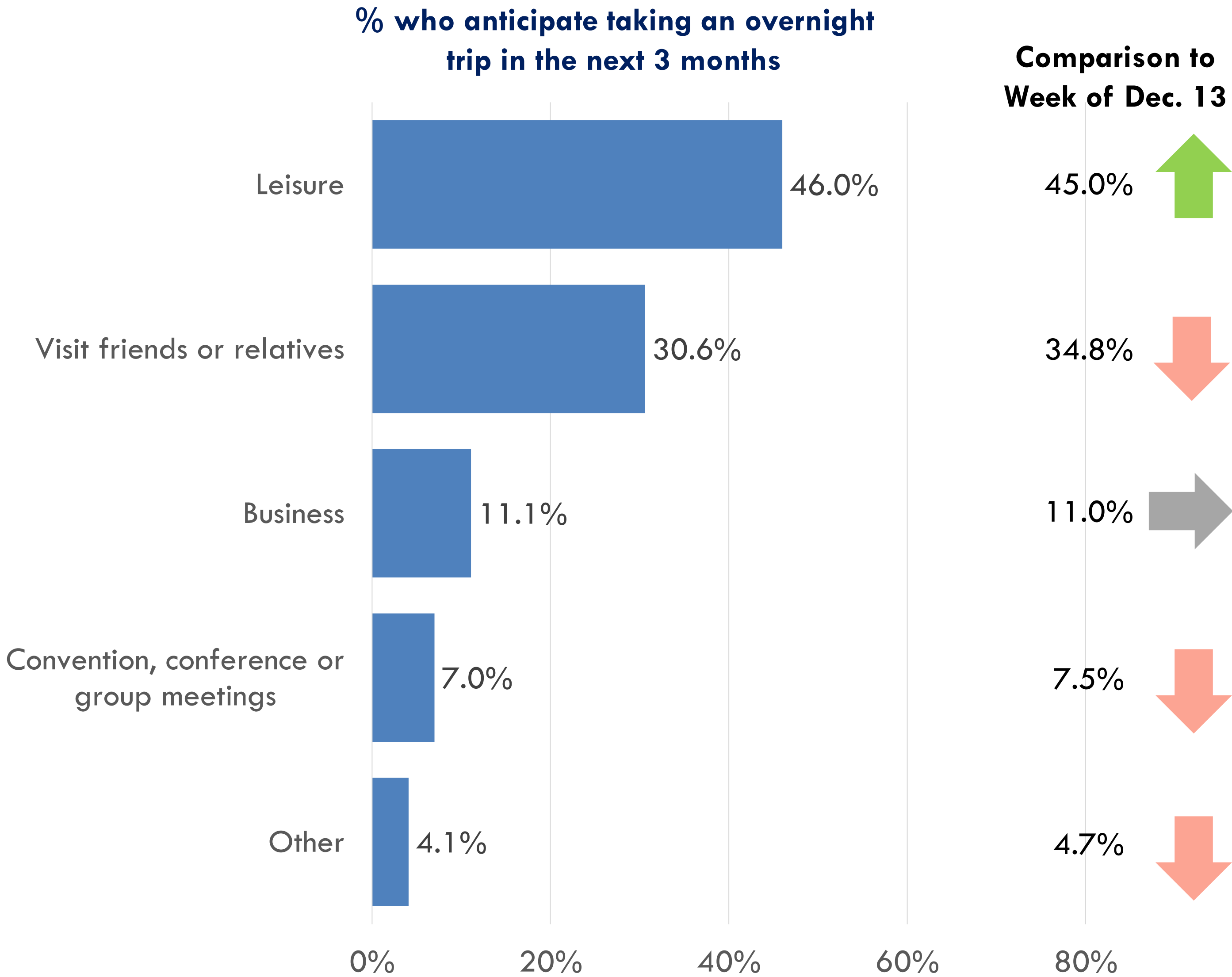


EXPECTED OVERNIGHT TRIPS IN THE NEXT 3 MONTHS

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

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

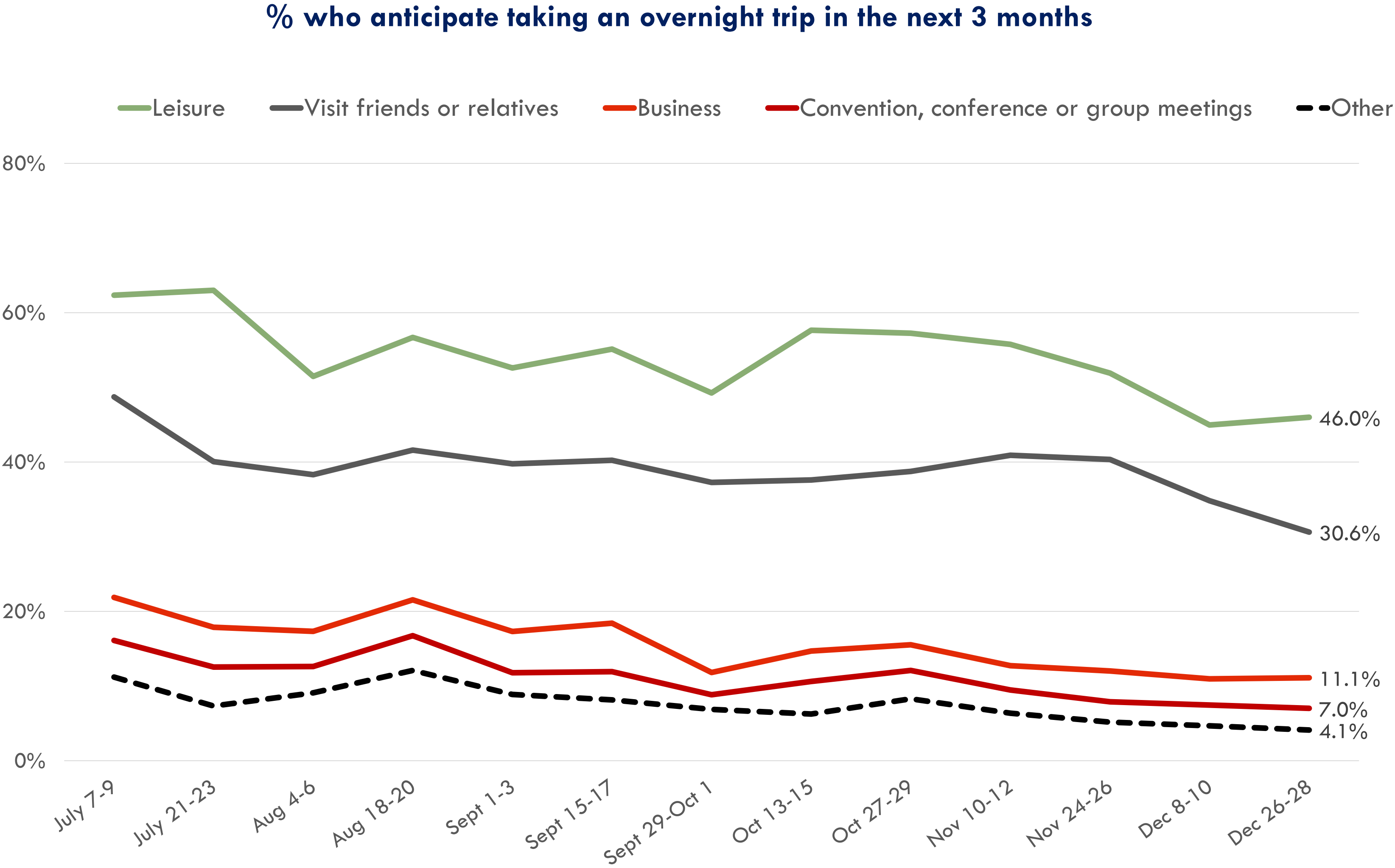
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)



EXPECTED OVERNIGHT TRIPS IN THE NEXT 3 MONTHS

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

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

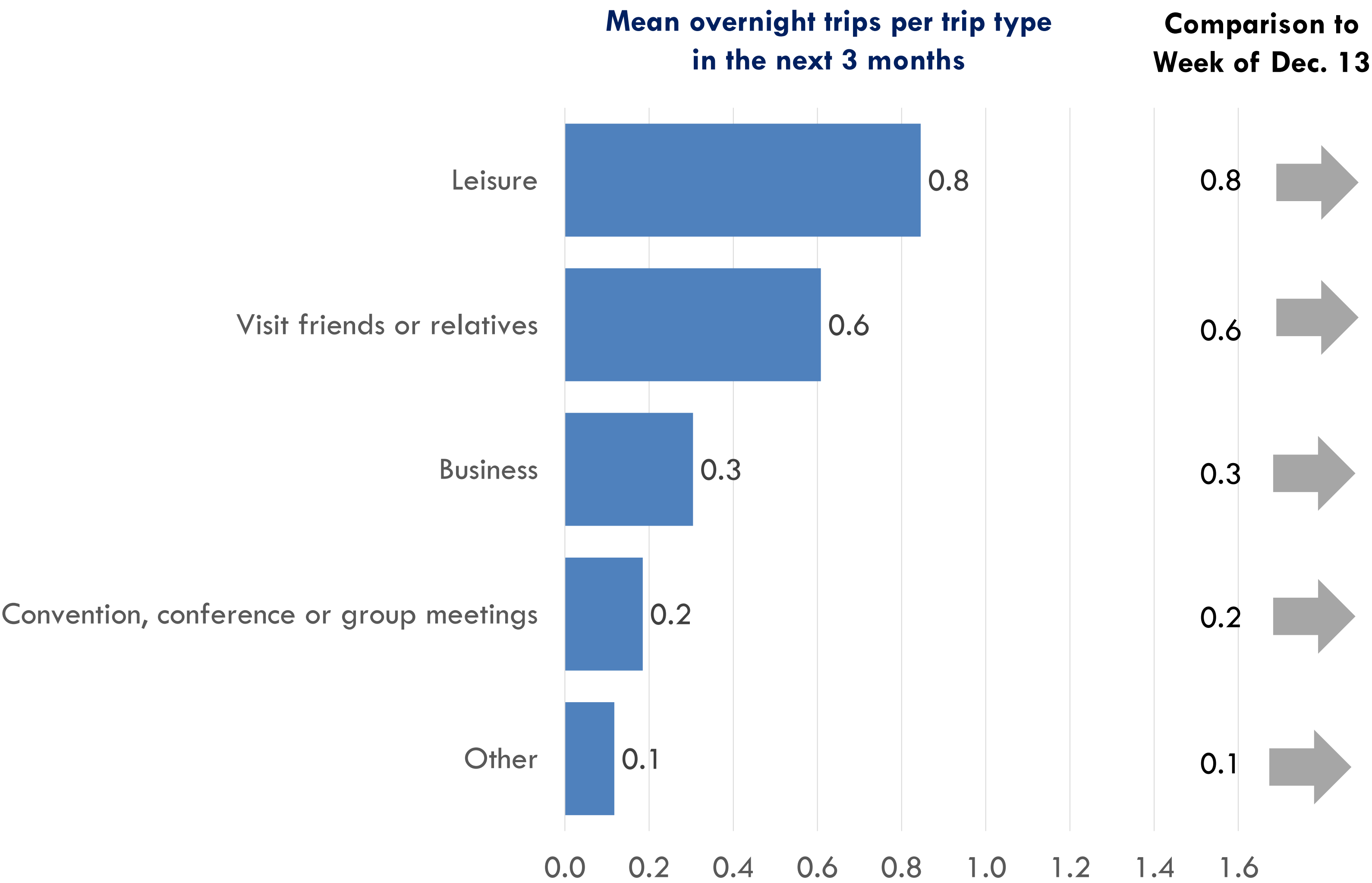


NUMBER OF EXPECTED OVERNIGHT TRIPS IN THE NEXT 3 MONTHS

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

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

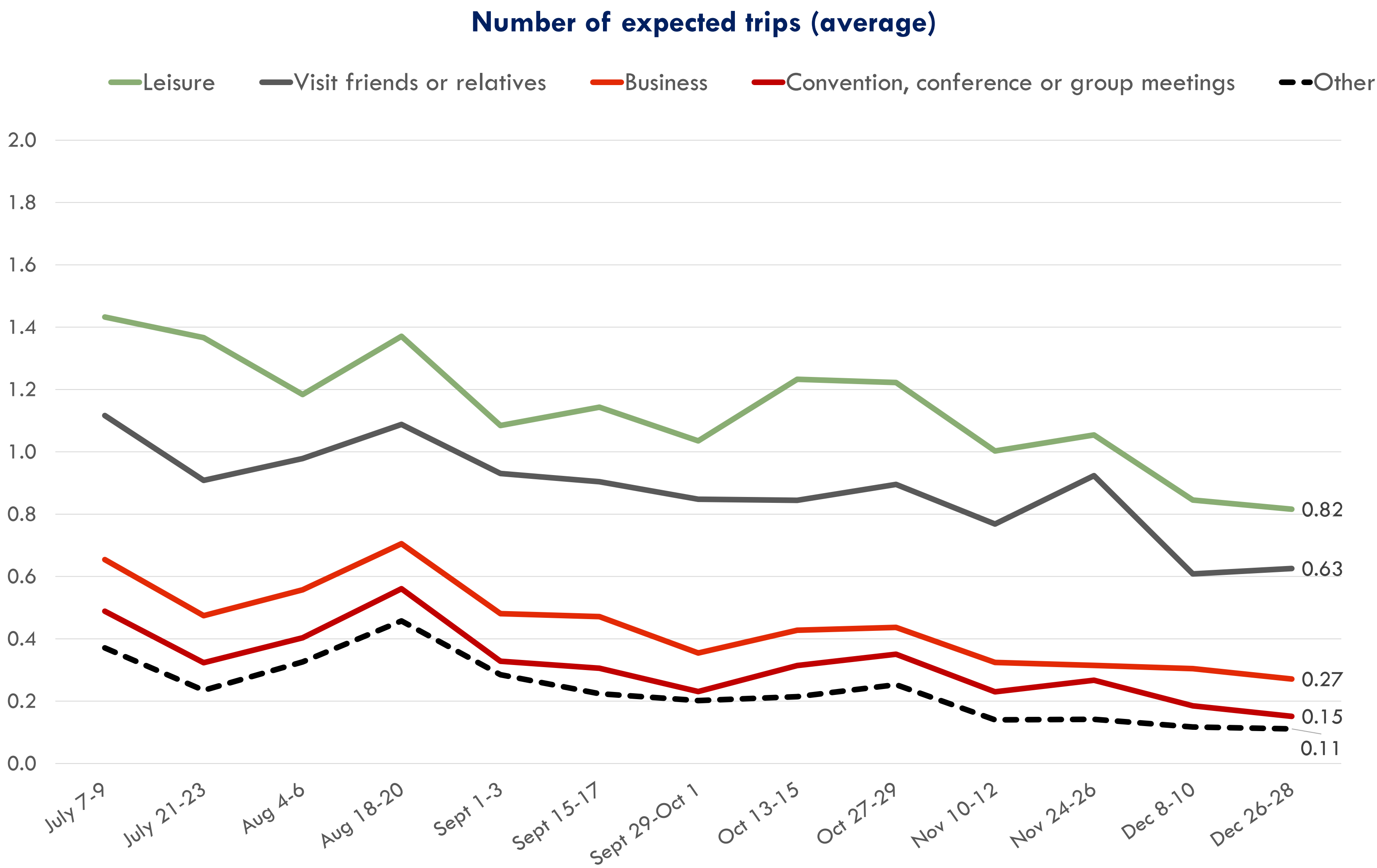
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)



NUMBER OF EXPECTED OVERNIGHT TRIPS IN THE NEXT 3 MONTHS

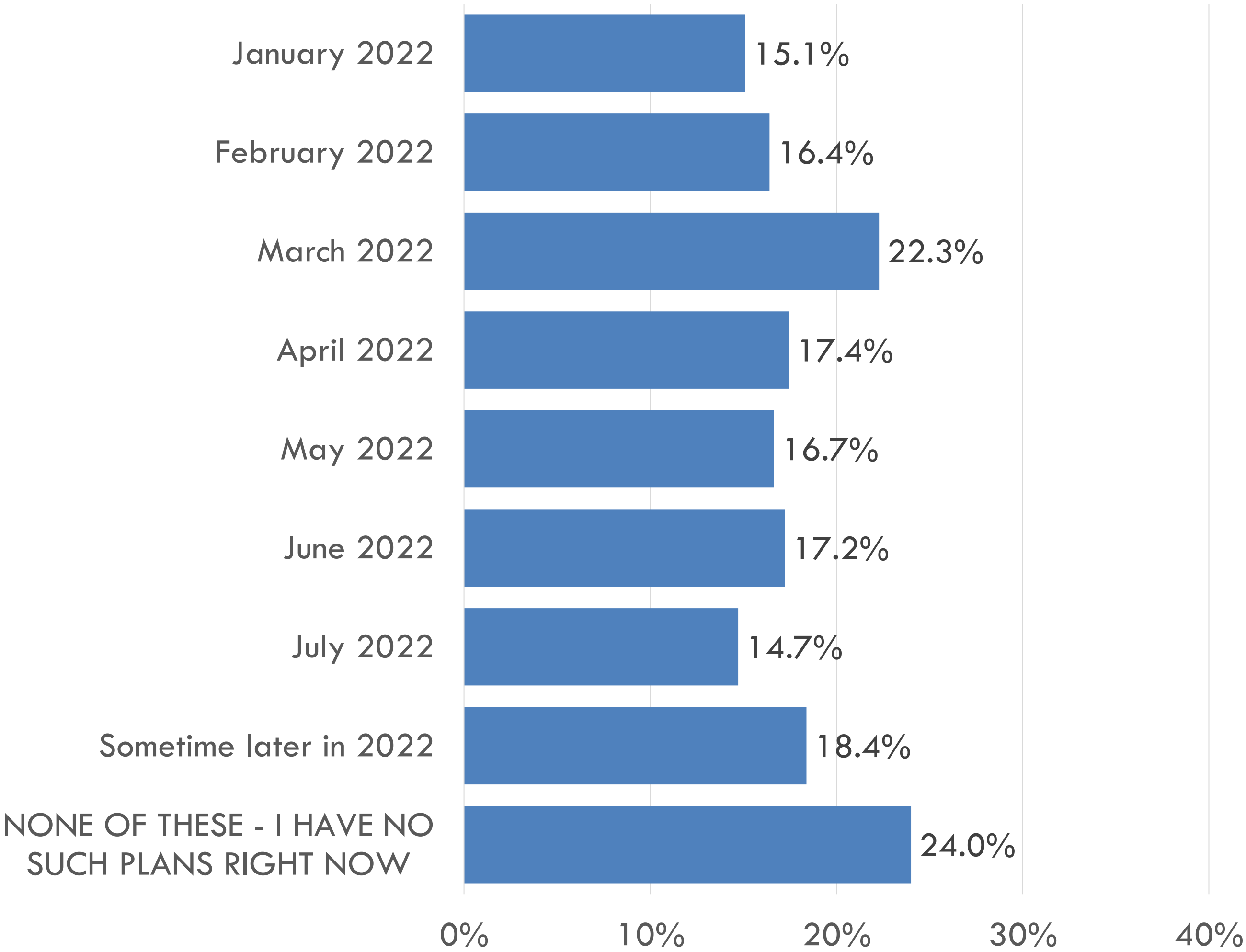
Question: How many **OVERNIGHT TRIPS** of each **type** are you planning to take (even if tentatively) in the **NEXT THREE (3) MONTHS?**

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



MONTHS IN WHICH OVERNIGHT TRIPS ARE PLANNED

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



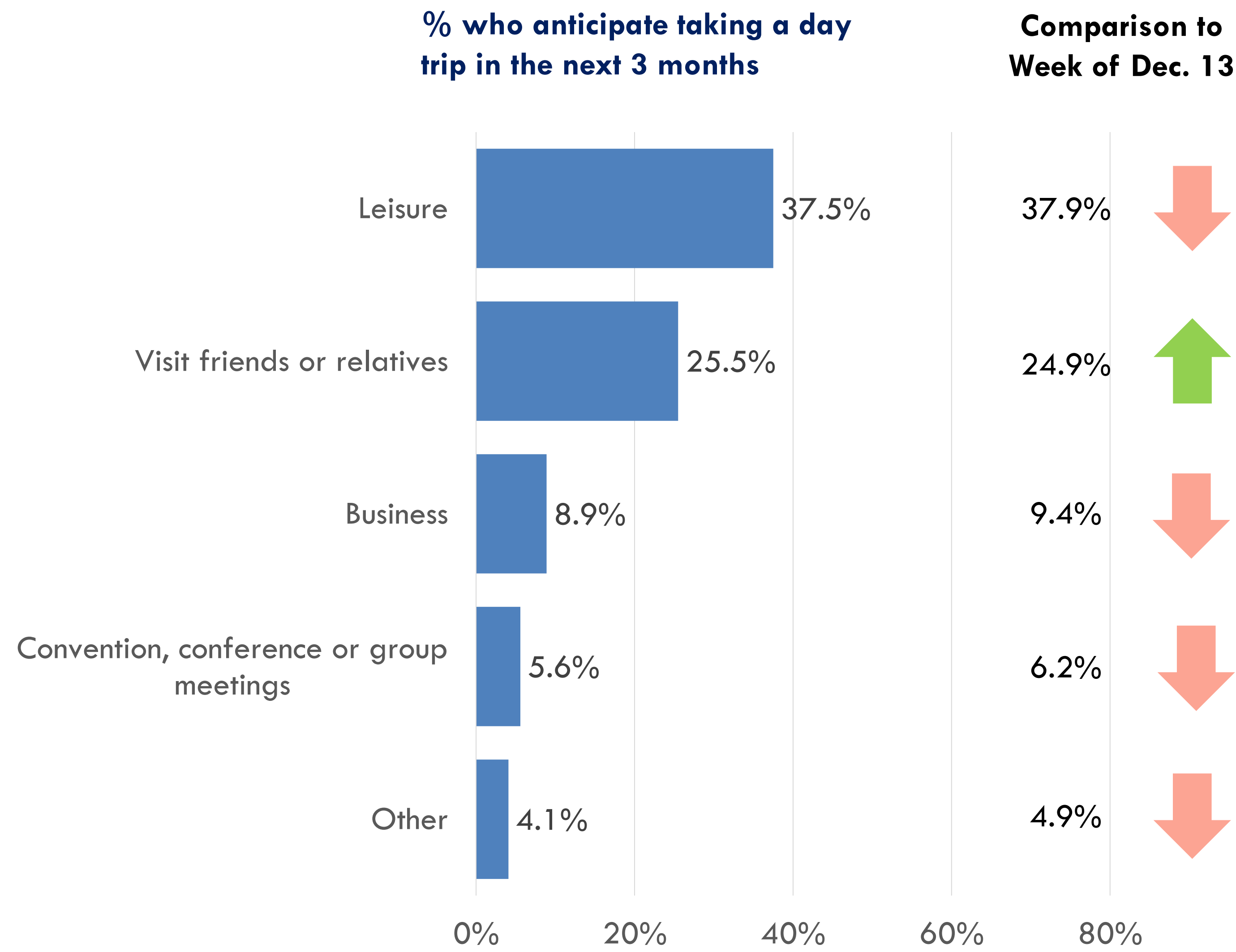
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)

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 50-miles or more one way from your home)

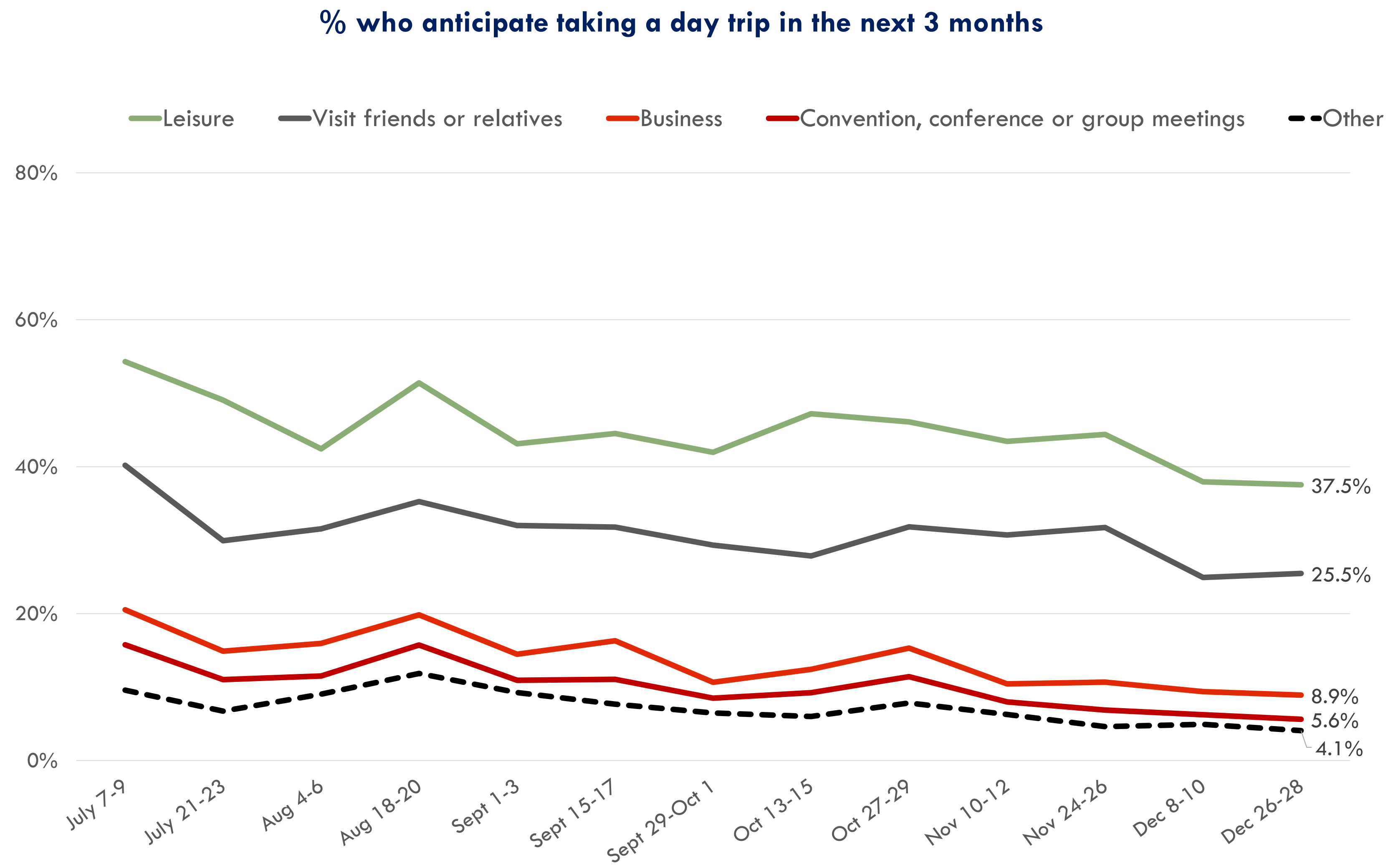
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)



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 50-miles or more one way from your home)

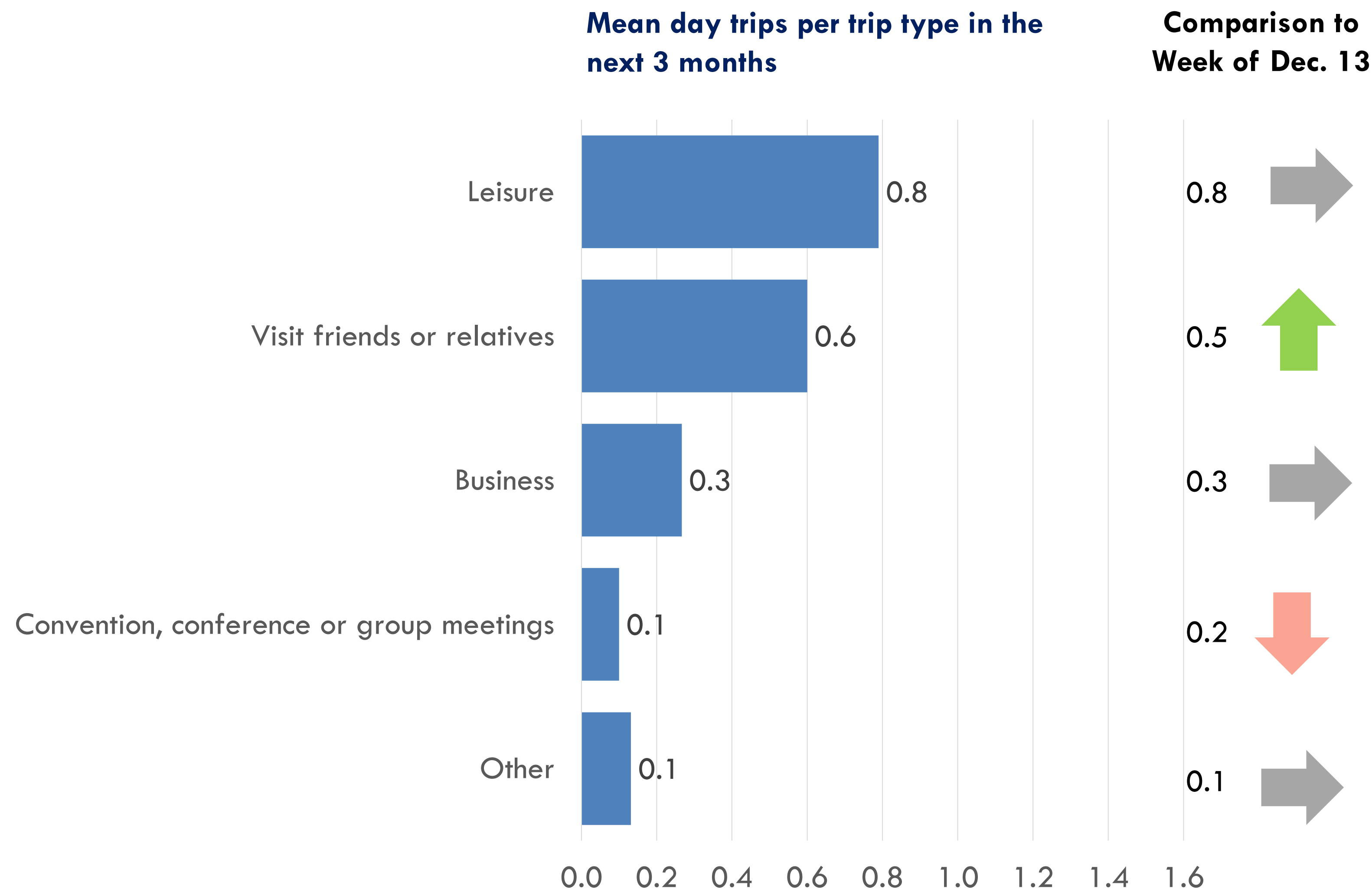


NUMBER OF EXPECTED DAY TRIPS IN THE NEXT 3 MONTHS

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 50-miles or more one way from your home)

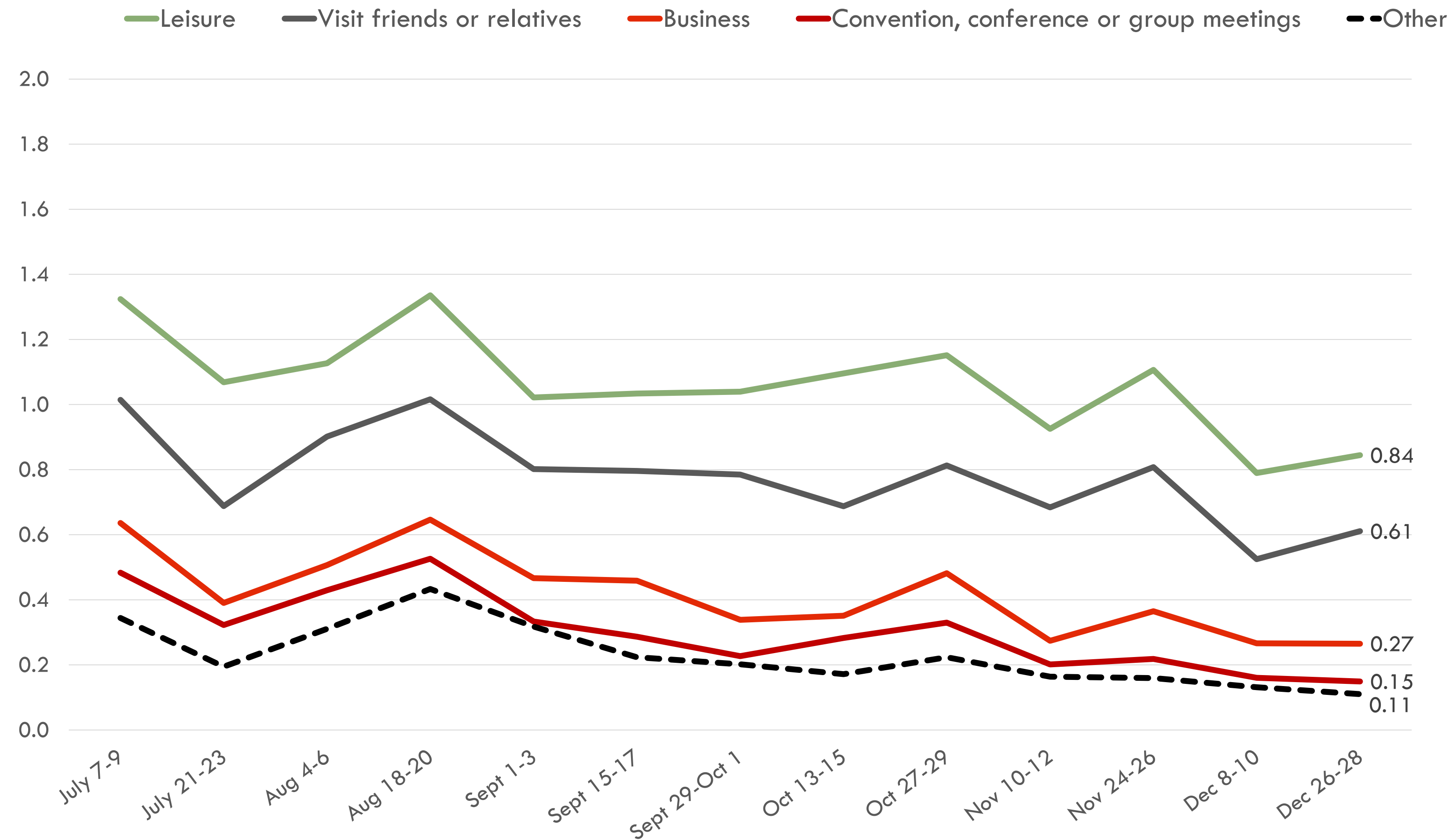
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)



NUMBER OF EXPECTED DAY TRIPS IN THE NEXT 3 MONTHS

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

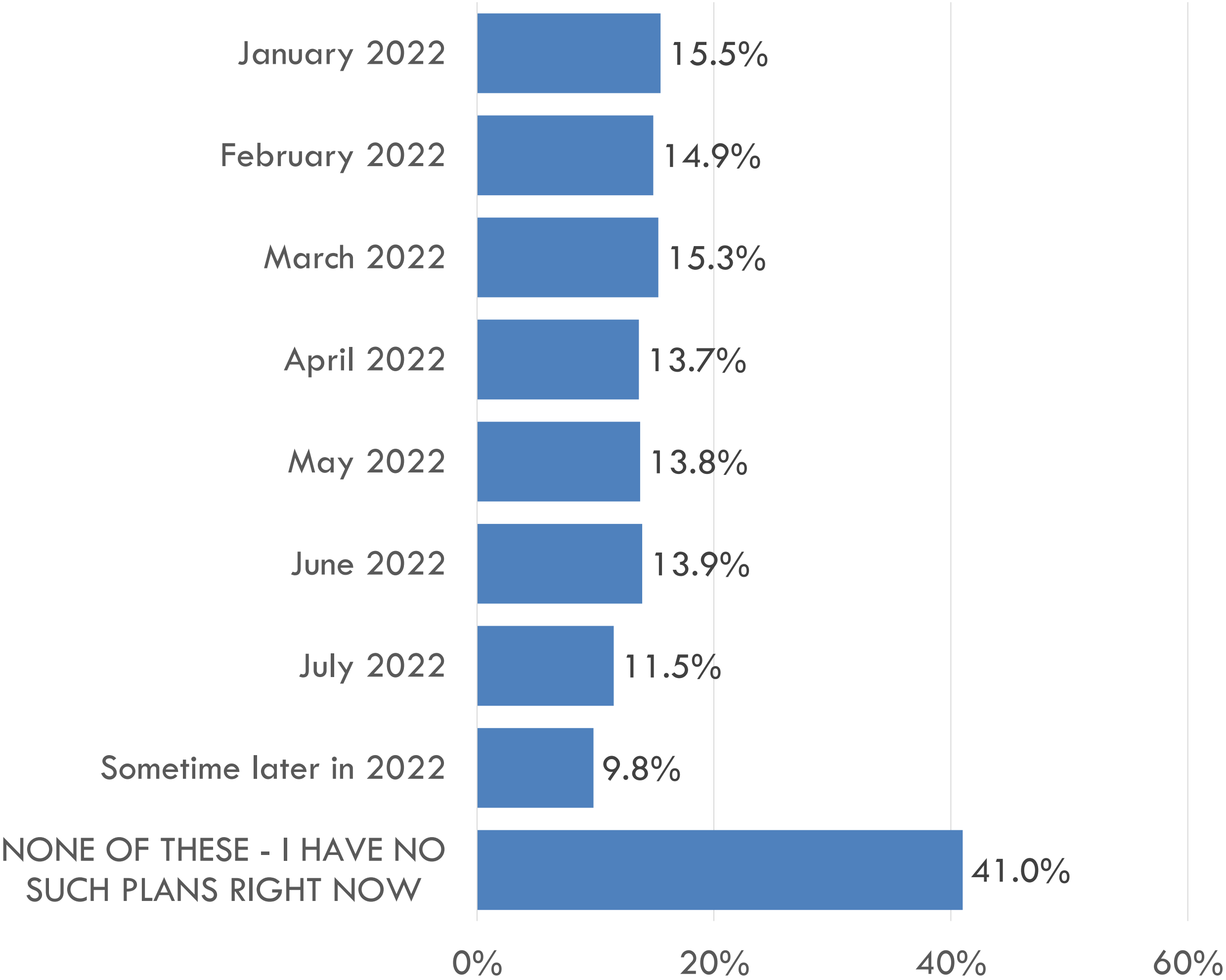
(Please only include travel 50-miles or more one way from your home)



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)

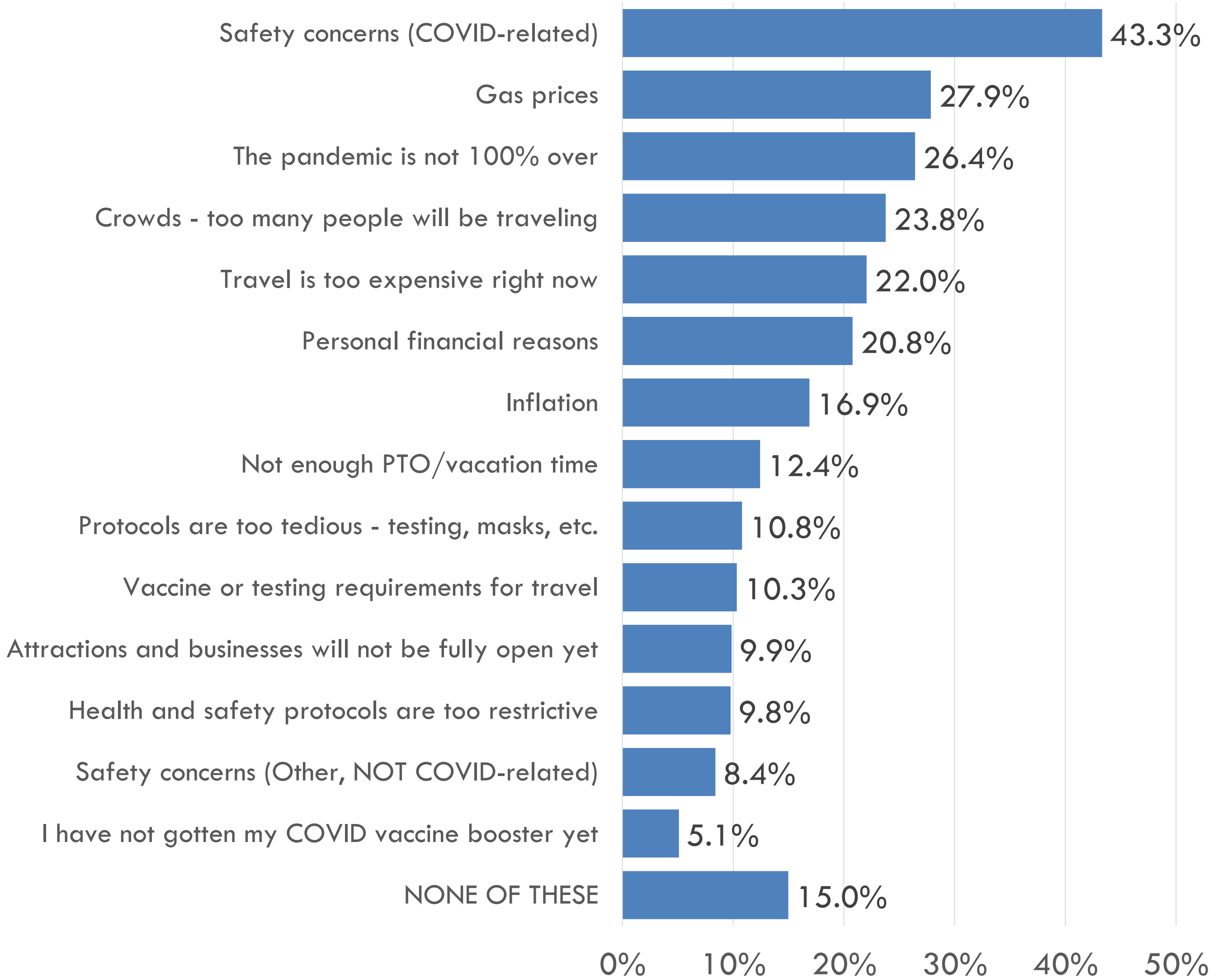
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)



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)



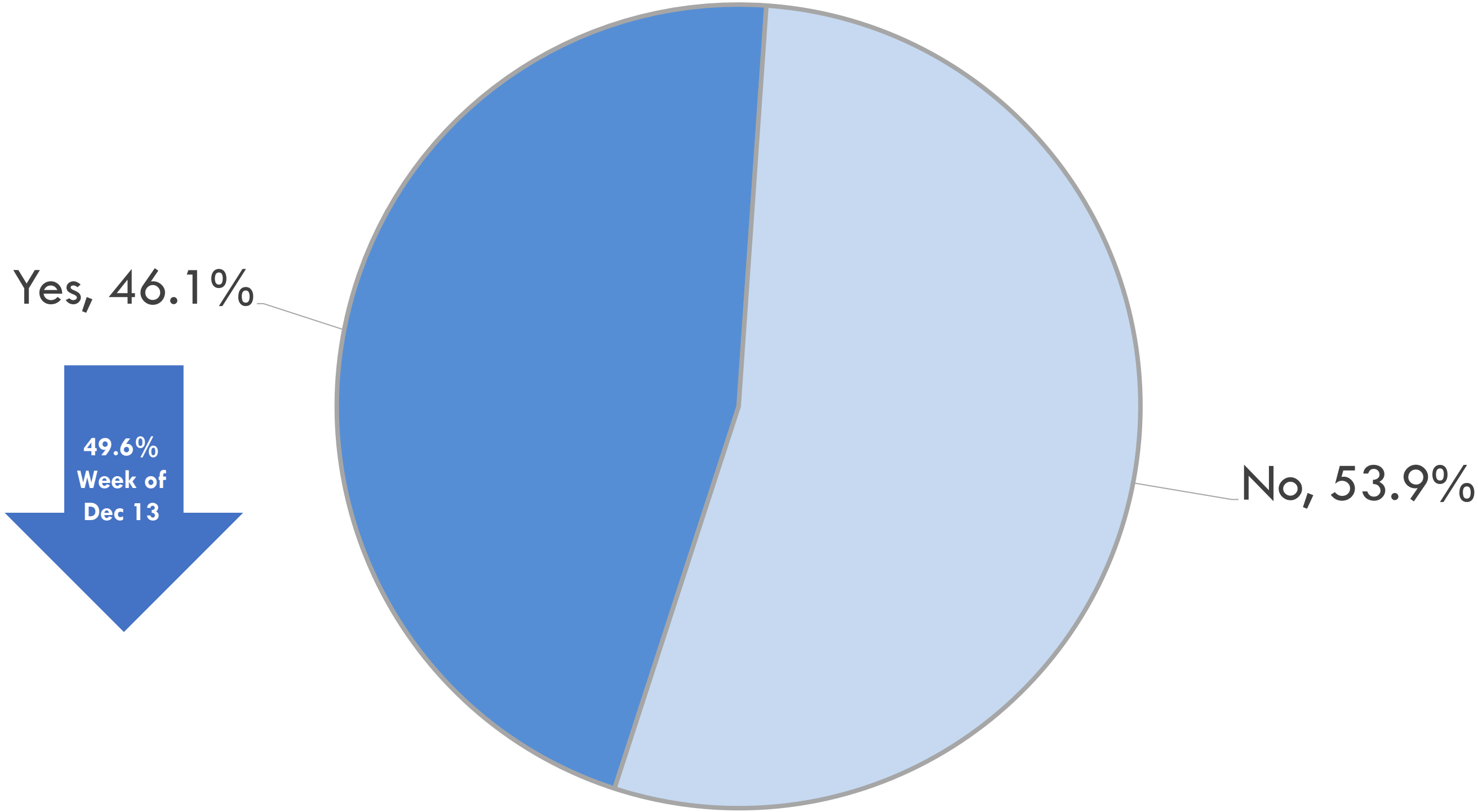
A group of four friends are gathered around a wooden table at an outdoor restaurant, celebrating with wine. A woman on the left, wearing a light blue shirt and a patterned scarf, smiles broadly. Next to her, a man with a beard and a checkered shirt, wearing a blue face mask, looks towards the center with a joyful expression. Behind him, a blonde woman with sunglasses on her head is laughing heartily while holding up a glass of red wine. In the foreground, another person's hand is visible, holding a glass of red wine and reaching towards the center. The background is softly blurred, showing the outdoor setting of the restaurant with wooden chairs and tables. The overall atmosphere is warm and festive.

RECENT TRAVEL EXPERIENCES

TOOK AN OVERNIGHT TRIP IN PAST THREE MONTHS

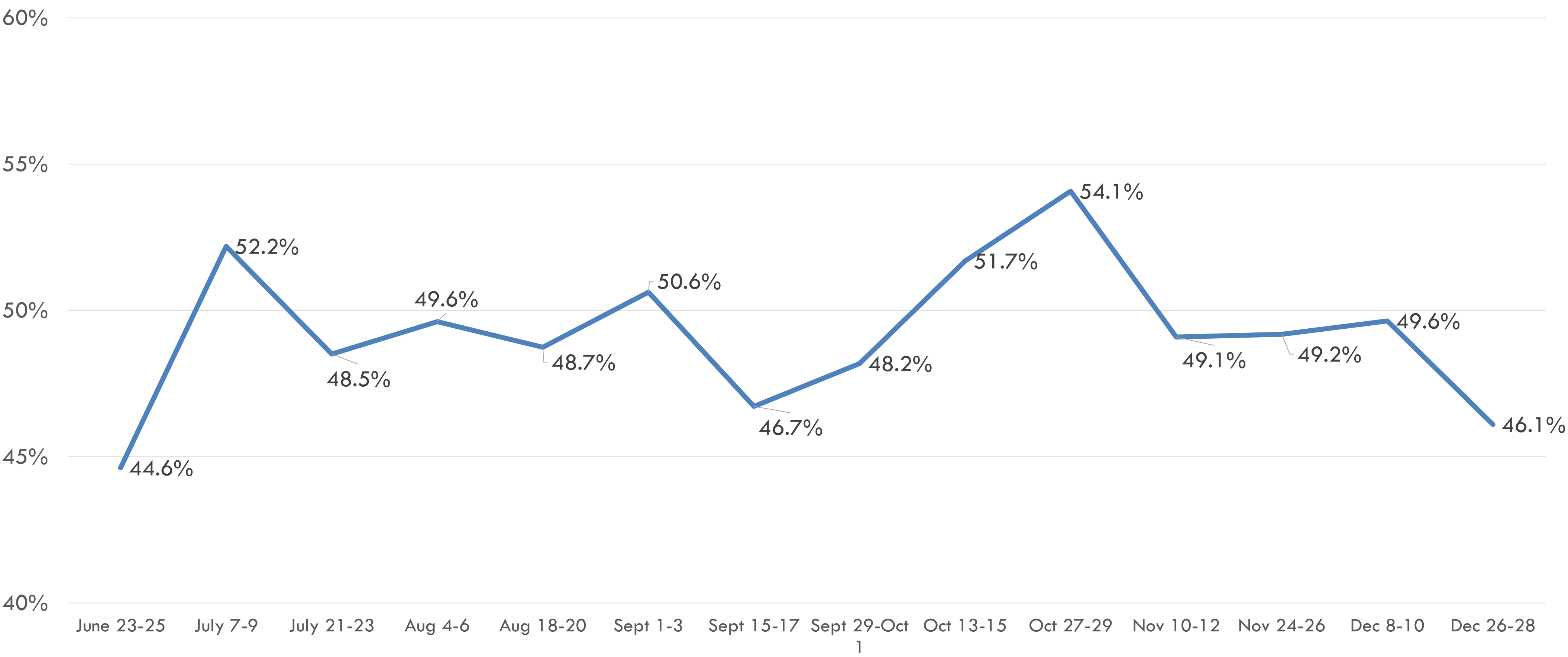
Question: In the PAST THREE MONTHS have you taken any OVERNIGHT TRIPS (50 miles or more from your home)?

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



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)?

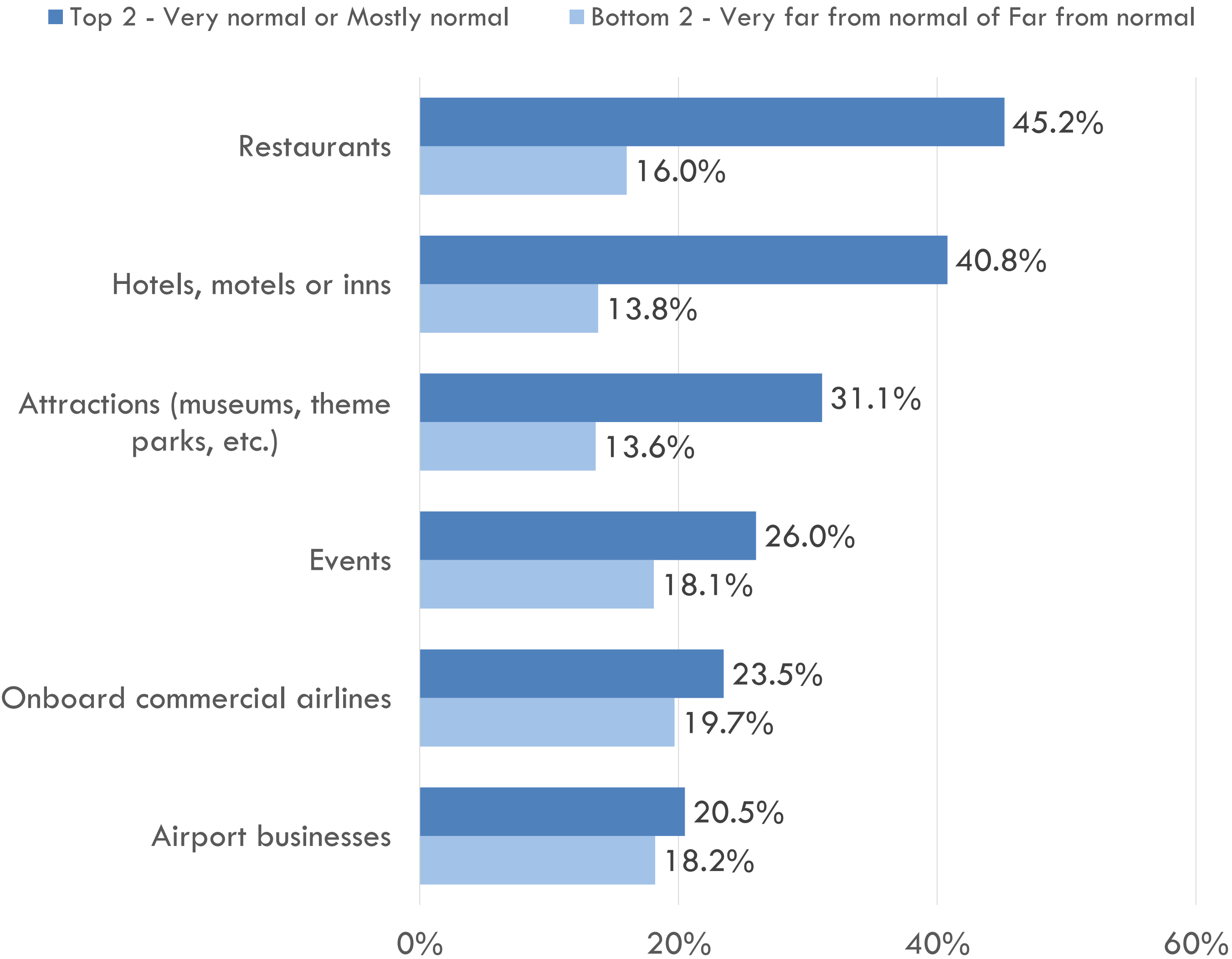


MOST RECENT OVERNIGHT TRIP: NORMALCY OF EXPERIENCES

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)

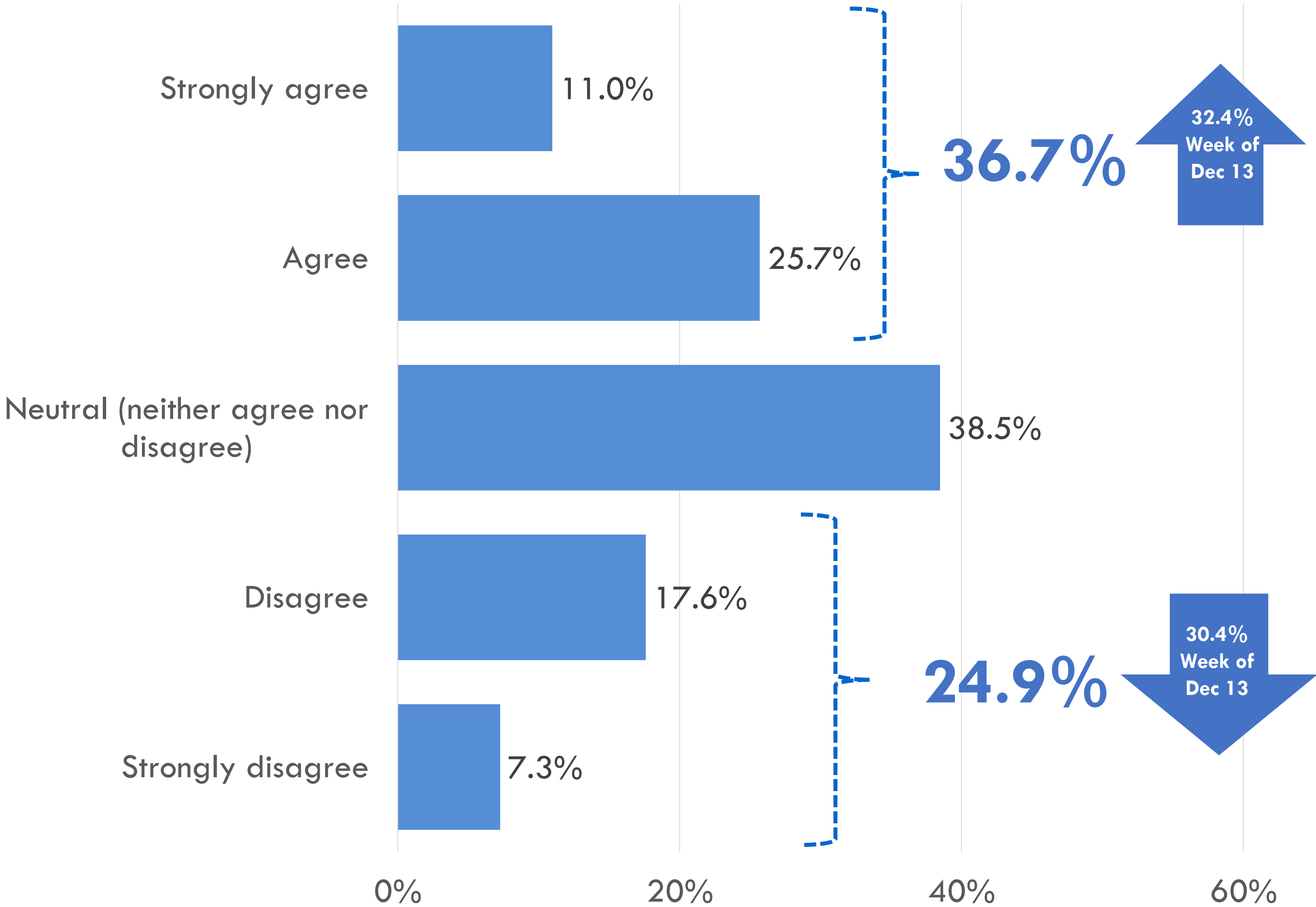


MOST RECENT OVERNIGHT TRIP: TRAVEL BUSINESSES HAVING TROUBLE PROVIDING ADEQUATE SERVICE

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

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

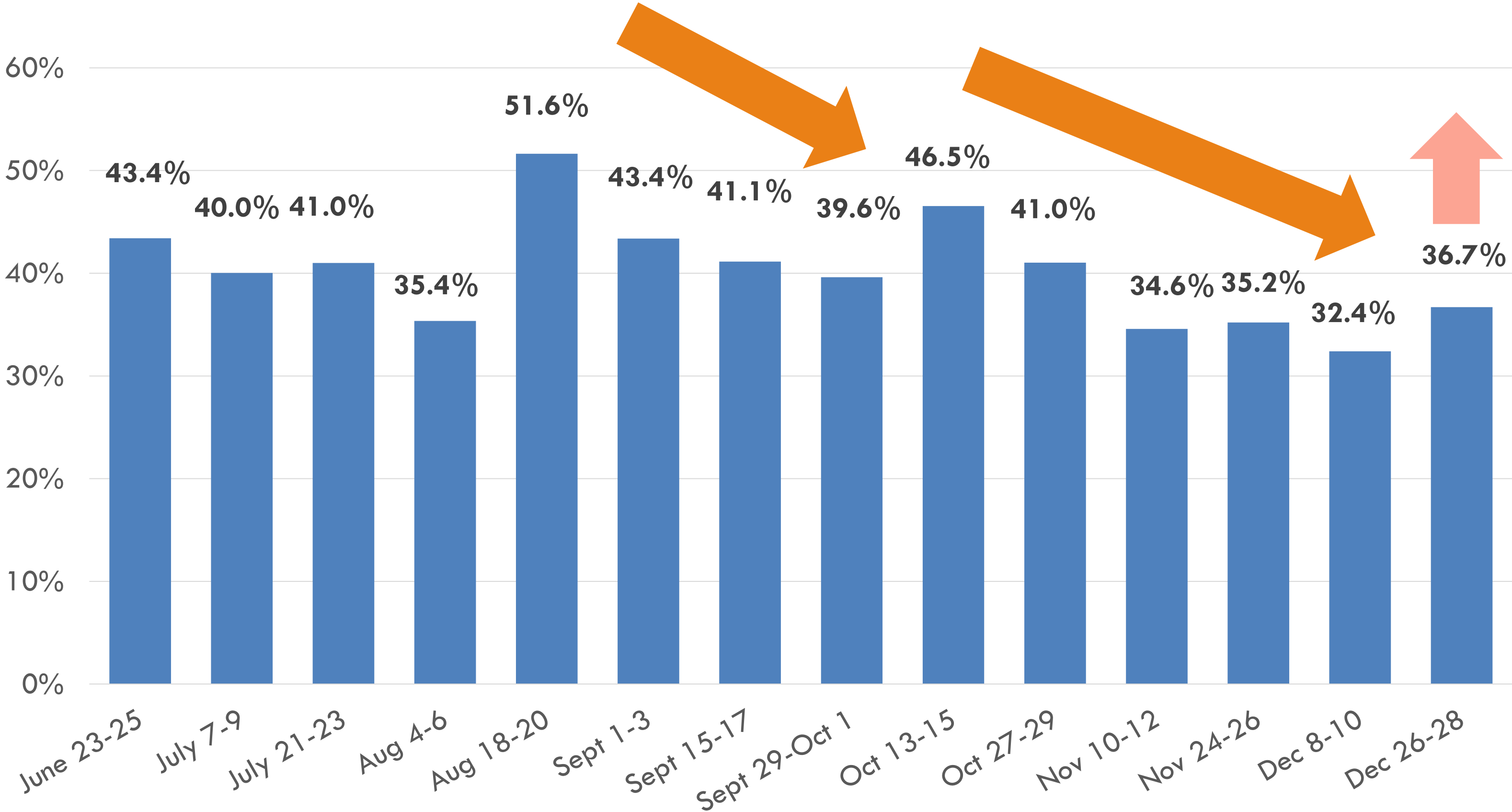
(Base: Wave 81 data. Respondents who took an overnight trip in the past three months, 554 completed surveys. Data collected December 26-28, 2021)



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

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

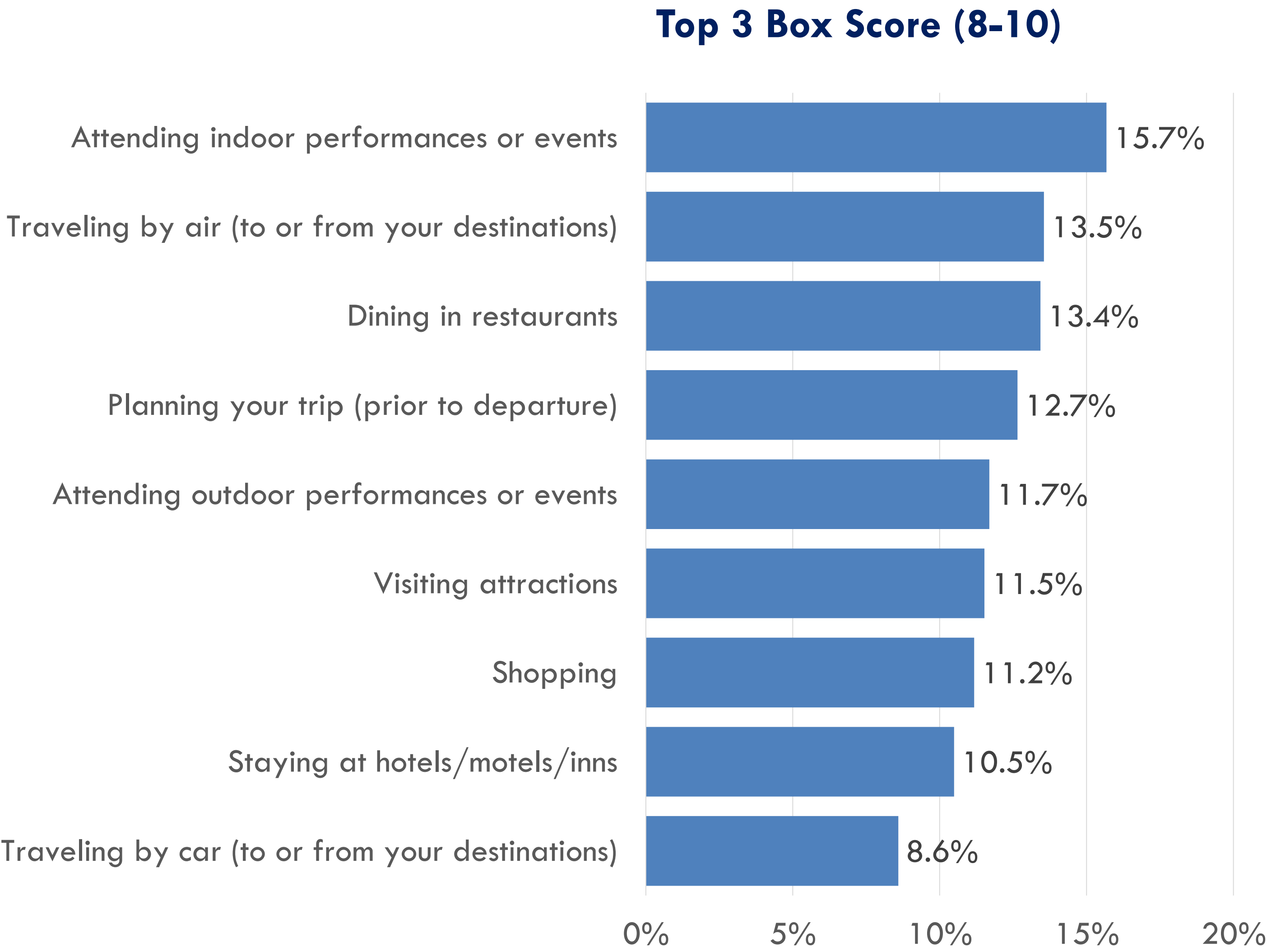
On my most recent trip, it seemed like businesses in the travel industry were having trouble providing adequate service to travelers.



MOST RECENT OVERNIGHT TRIP: STRESSFUL EXPERIENCES

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

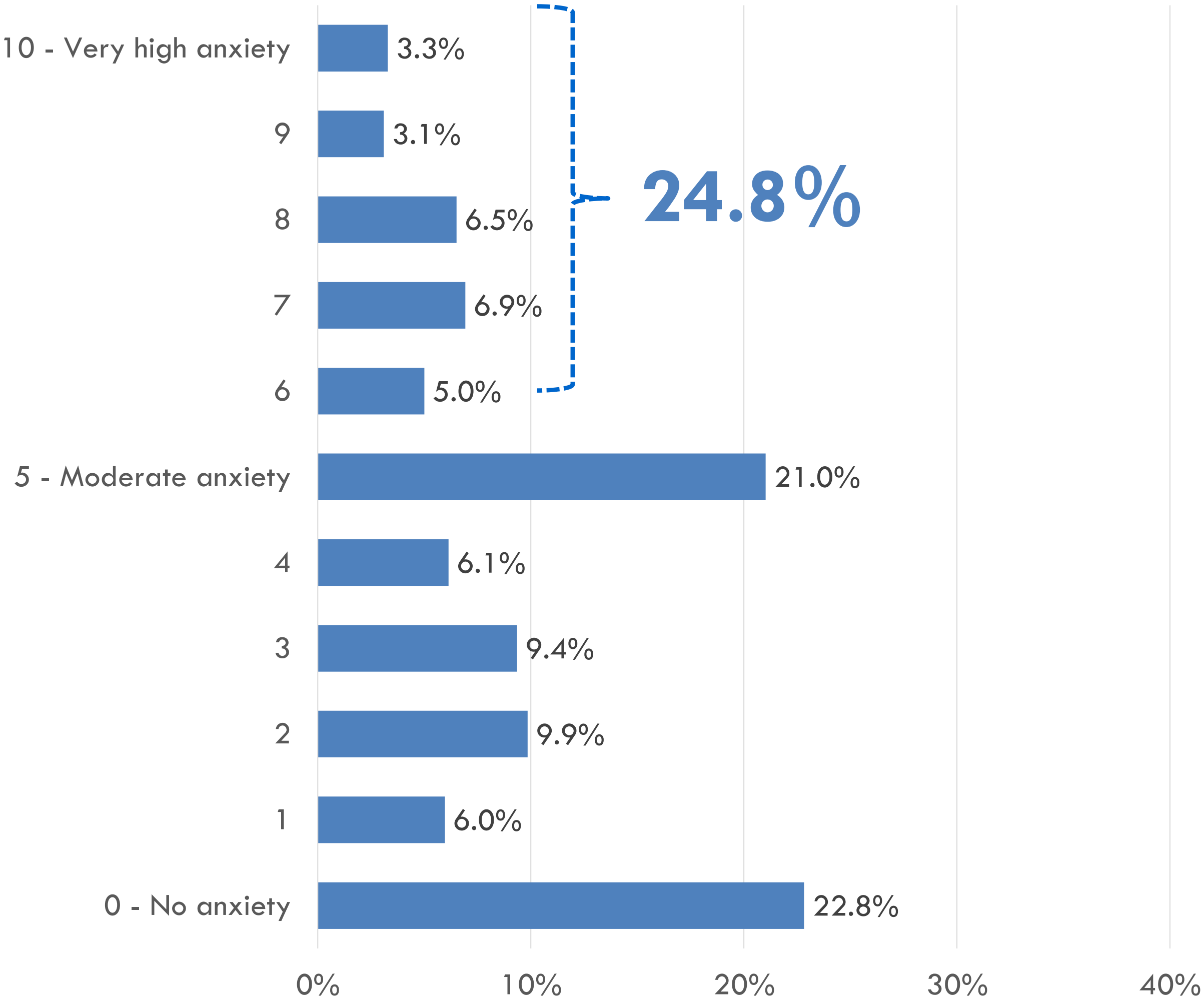
(Base: Wave 81 data. Respondents who took an overnight trip in the past three months, 554 completed surveys. Data collected December 26-28, 2021)



MOST RECENT OVERNIGHT TRIP: COVID-19 ANXIETY

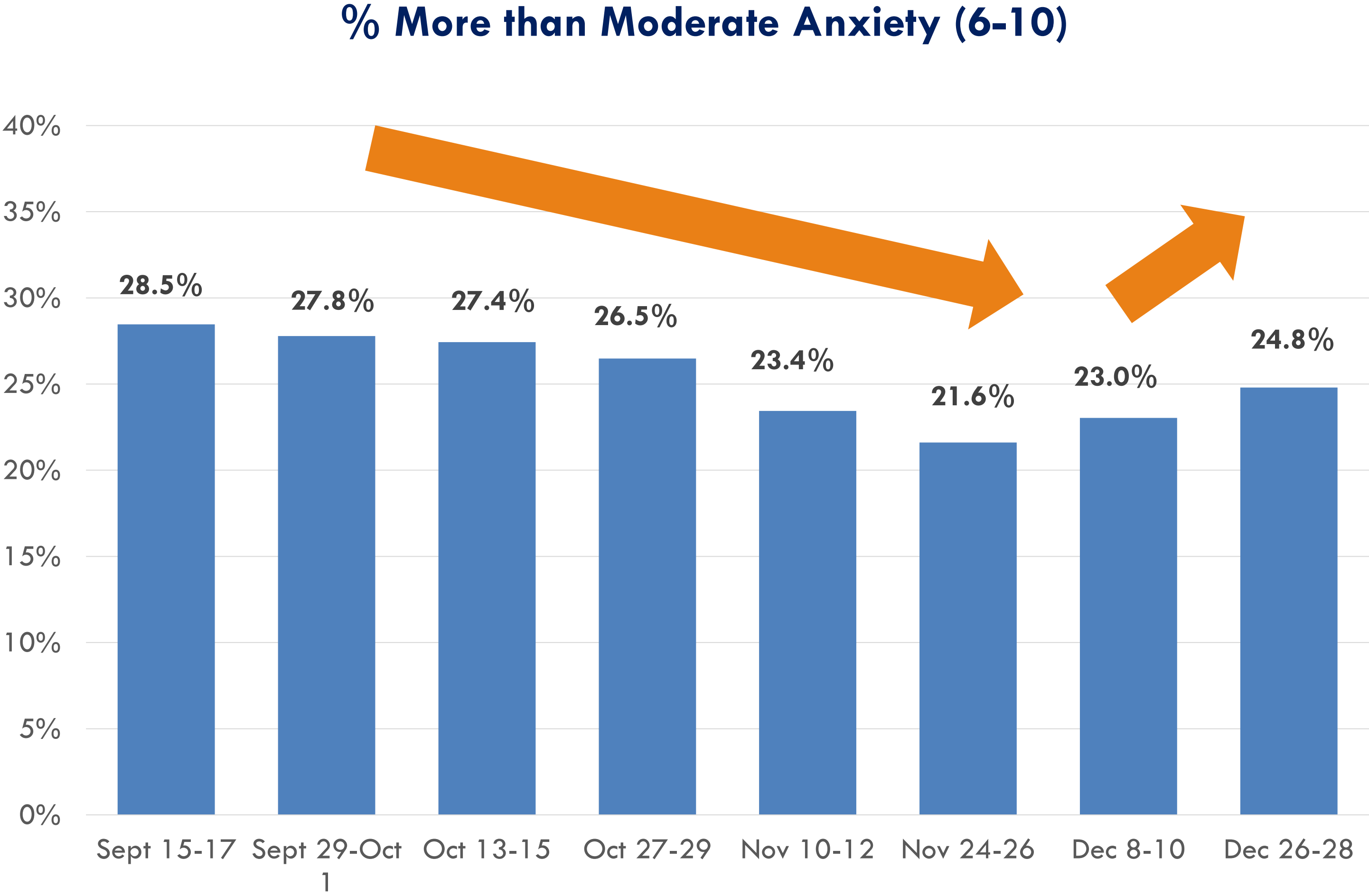
Question: While traveling on your most recent overnight trip, **HOW MUCH ANXIETY** did you generally feel about the COVID-19 situation?

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



MOST RECENT OVERNIGHT TRIP: COVID-19 ANXIETY

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



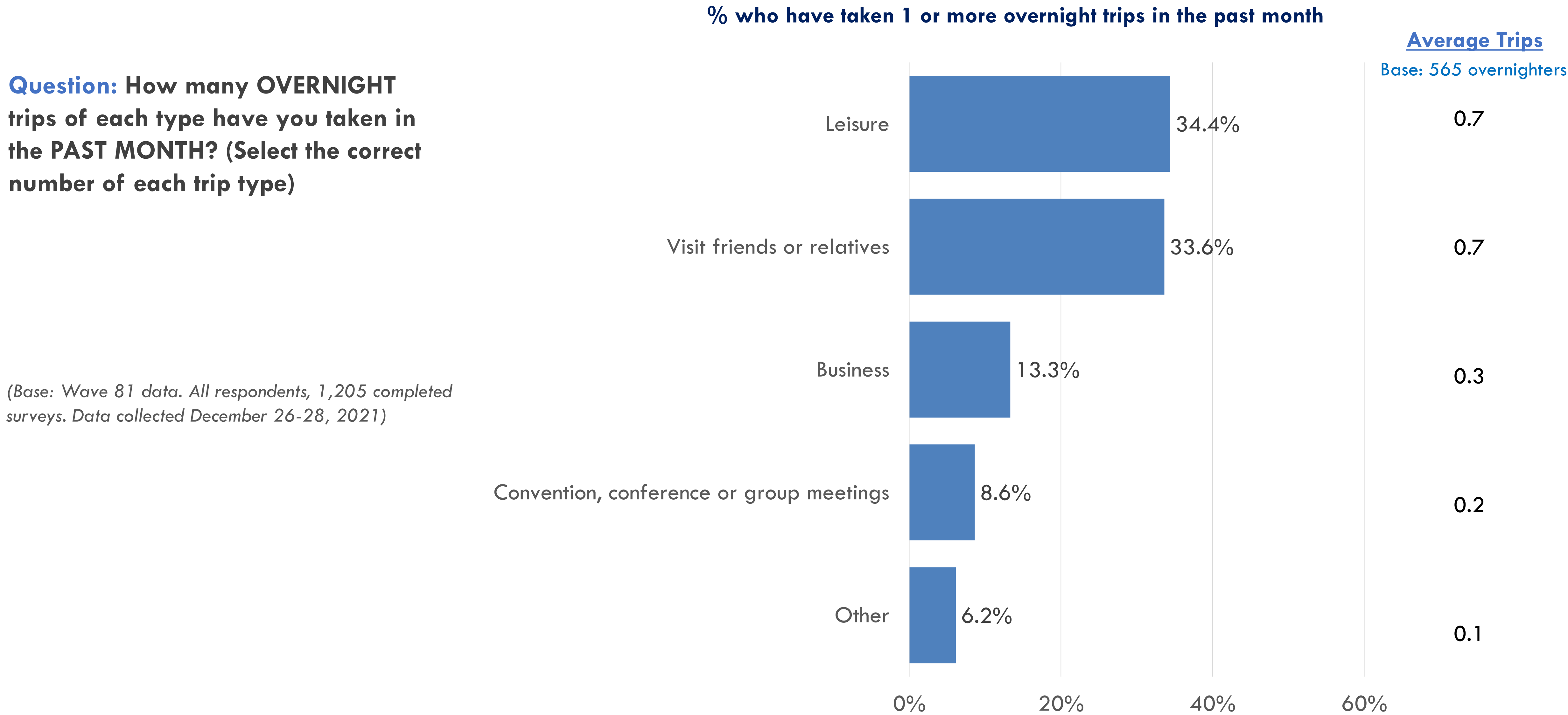


MOST RECENT OVERNIGHT TRIP

OVERNIGHT TRIPS IN THE PAST MONTH: BY TRIP TYPE

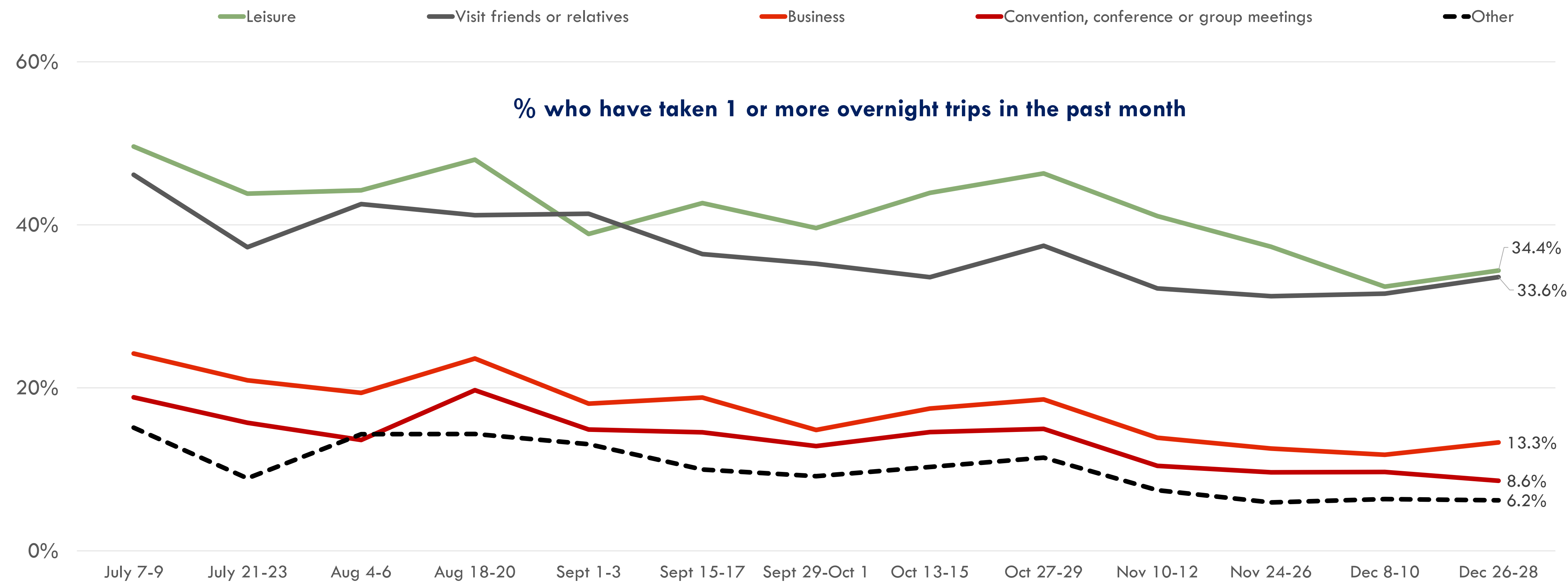
Question: How many OVERNIGHT trips of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)

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



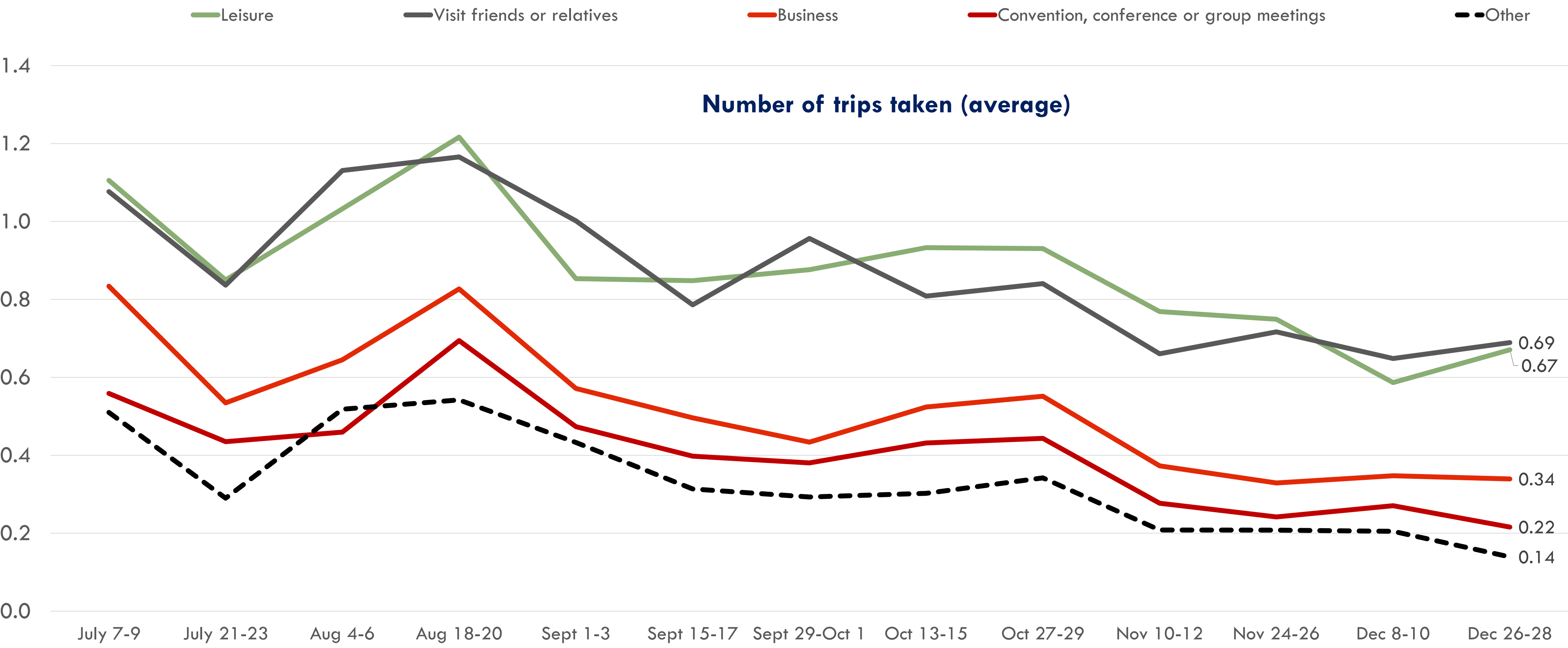
OVERNIGHT TRIPS IN THE PAST MONTH: BY TRIP TYPE

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

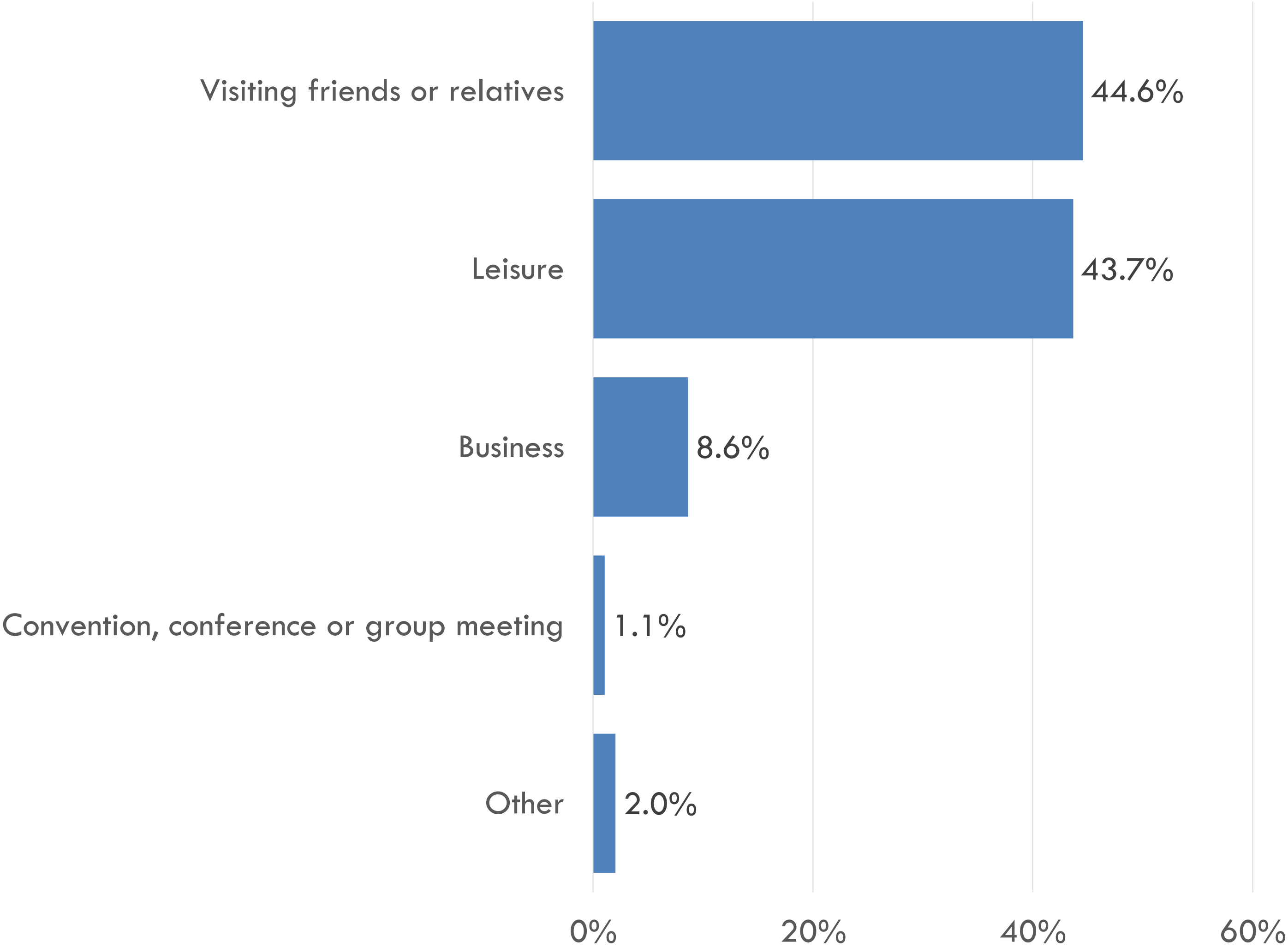
Question: How many OVERNIGHT trips of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)



TYPE OF MOST RECENT OVERNIGHT TRIP

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

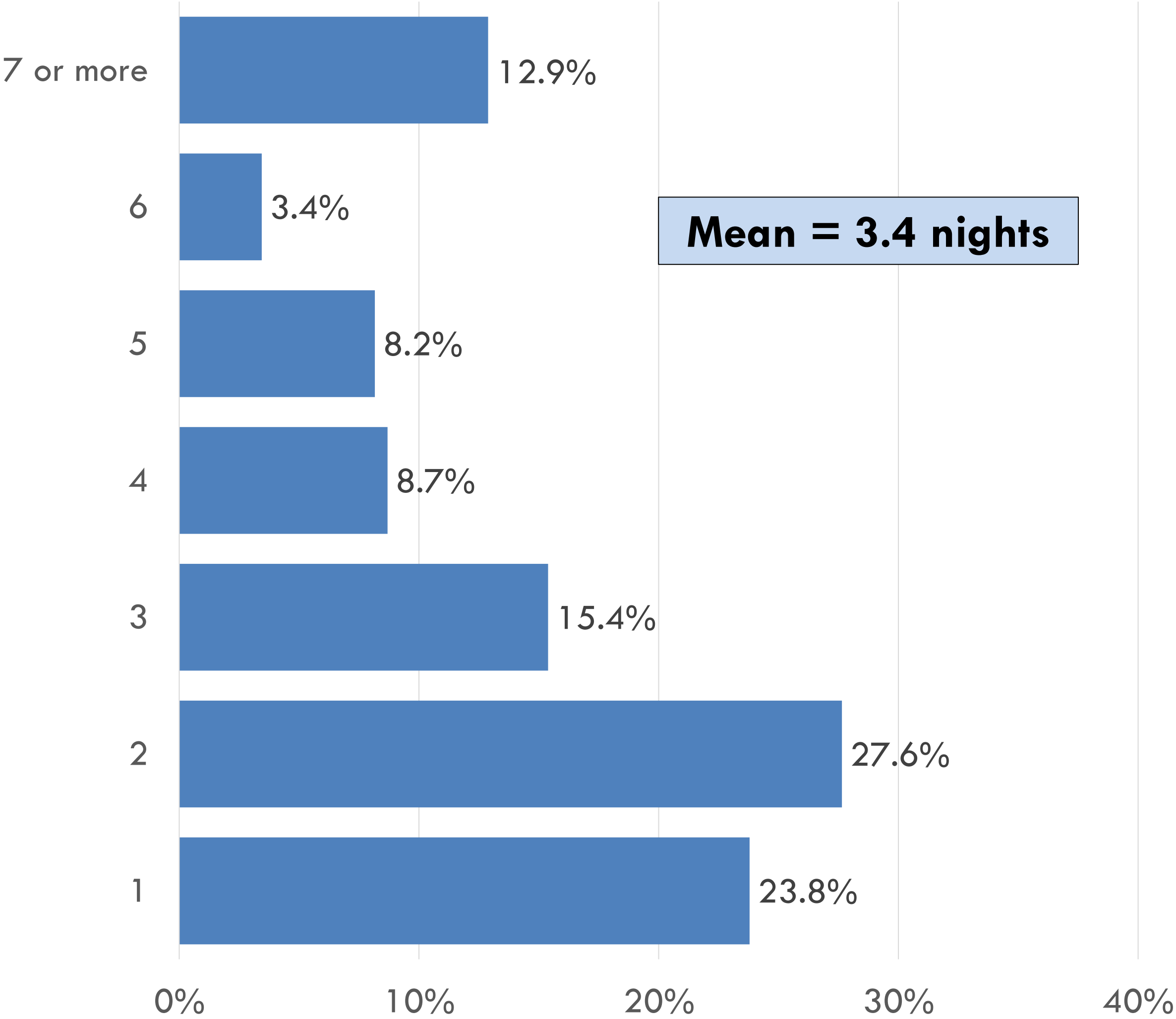
(Base: Wave 81 data. Respondents who took 1 or more overnight trip(s) in the past month, 566 completed surveys. Data collected December 26-28, 2021)



NIGHTS AWAY FROM HOME

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

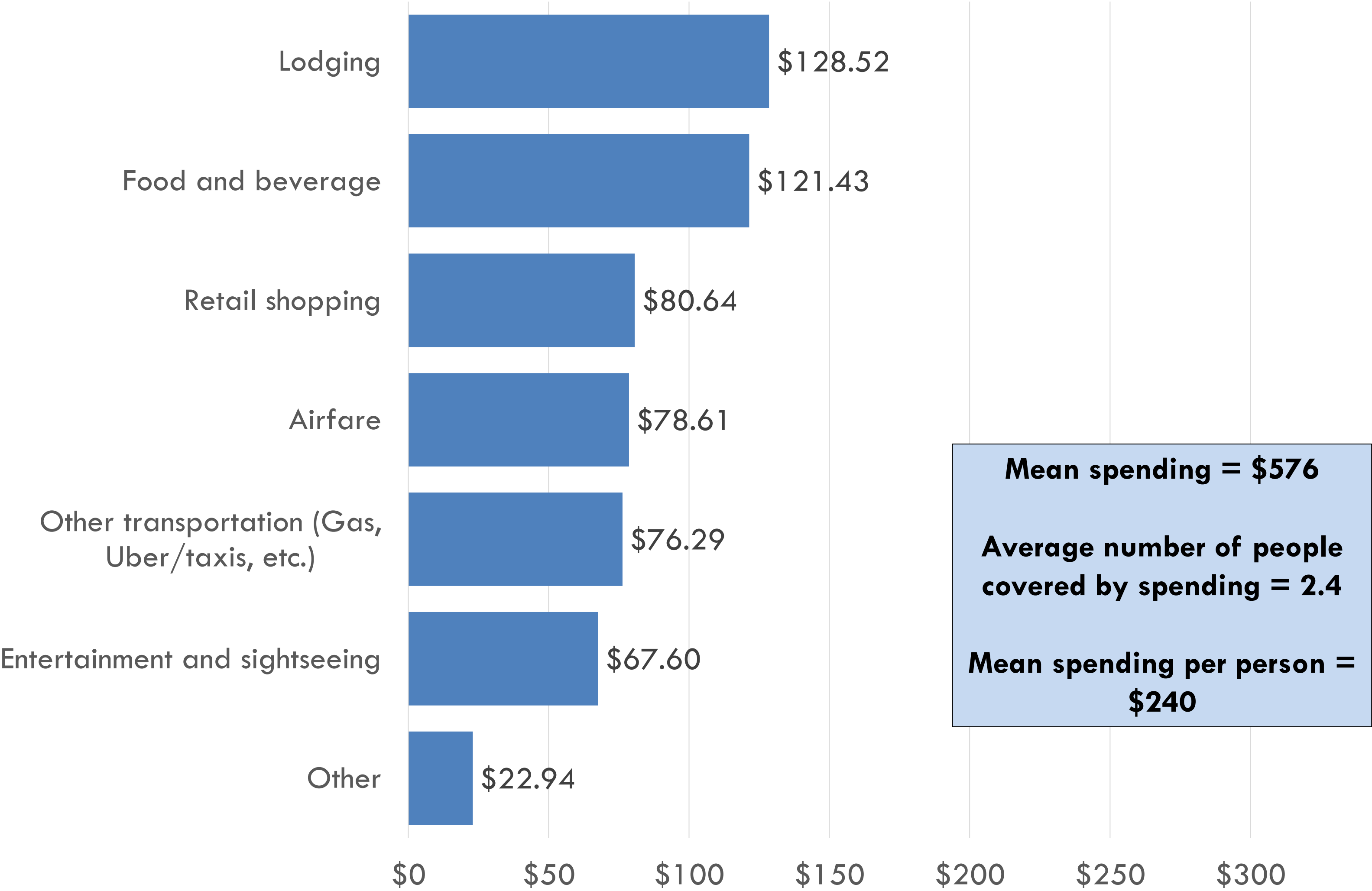
(Base: Wave 81 data. Respondents who took 1 or more overnight trip(s) in the past month, 566 completed surveys. Data collected December 26-28, 2021)



OVERNIGHT TRIP SPENDING

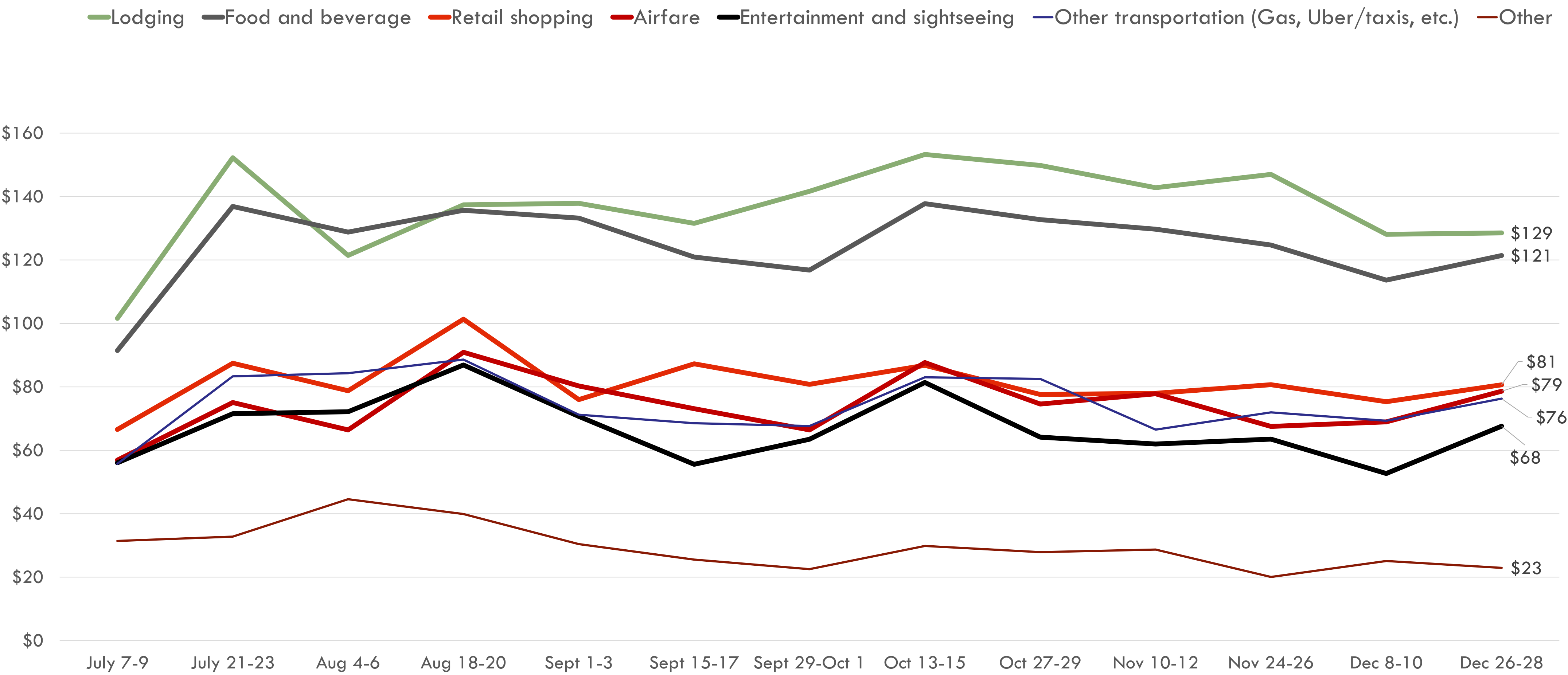
Question: How much did you spend (IN TOTAL) for this most recent overnight trip in each of the following categories?

(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)



OVERNIGHT TRIP SPENDING

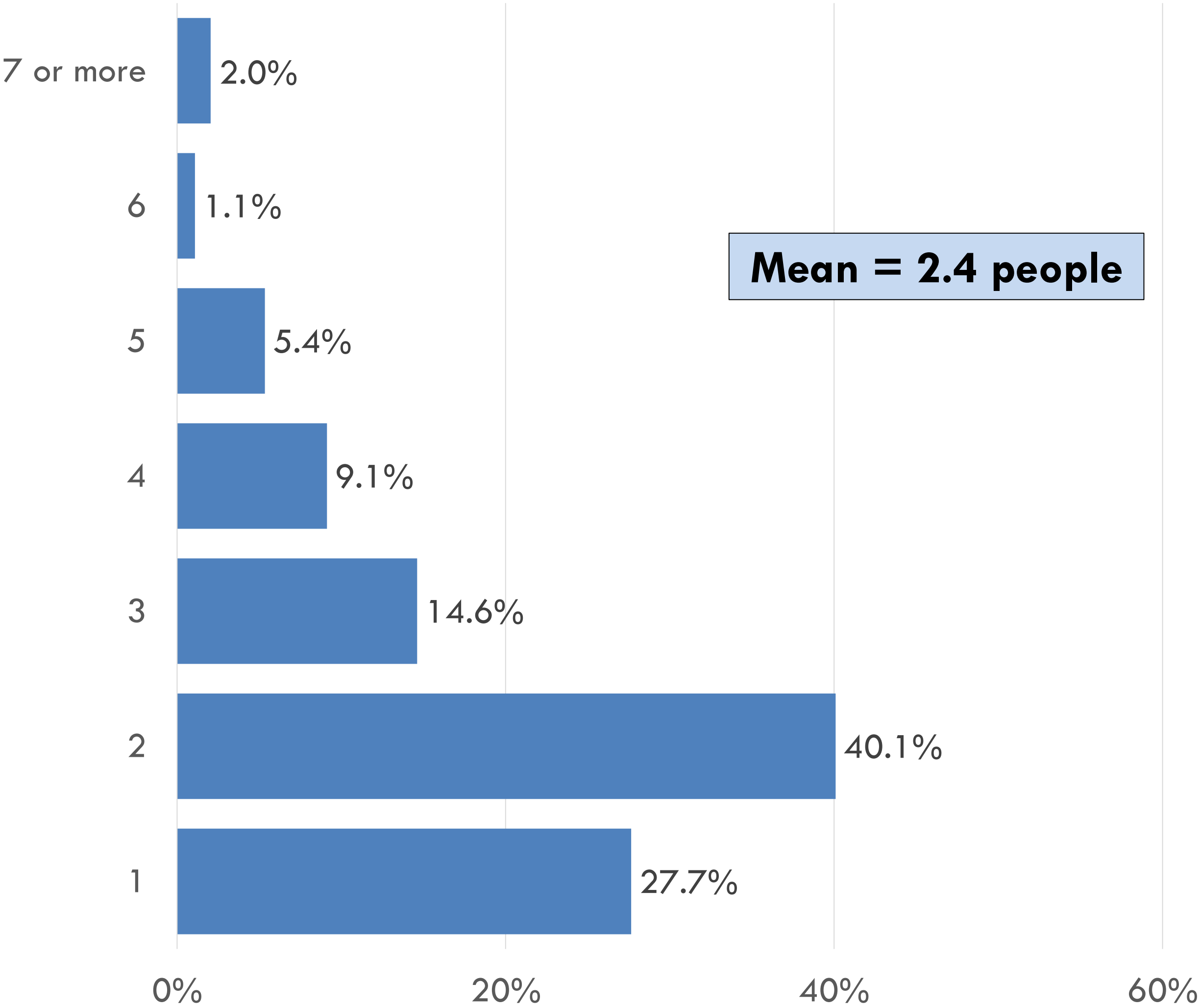
Question: How much did you spend (IN TOTAL) for this most recent overnight trip in each of the following categories?



NUMBER OF PEOPLE COVERED BY SPENDING

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

(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)

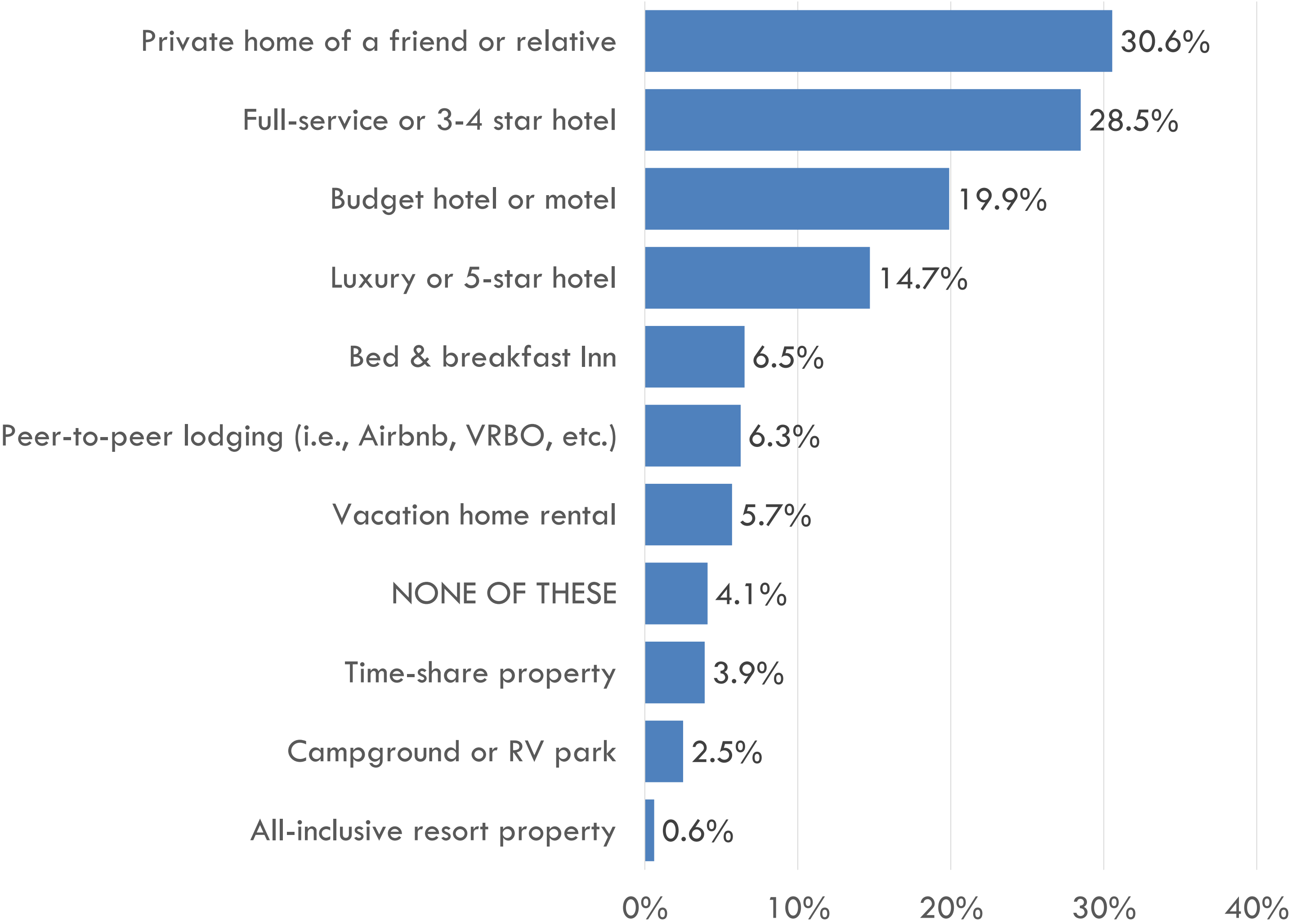


PLACE OF STAY

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

(Please select all the places you stayed)

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

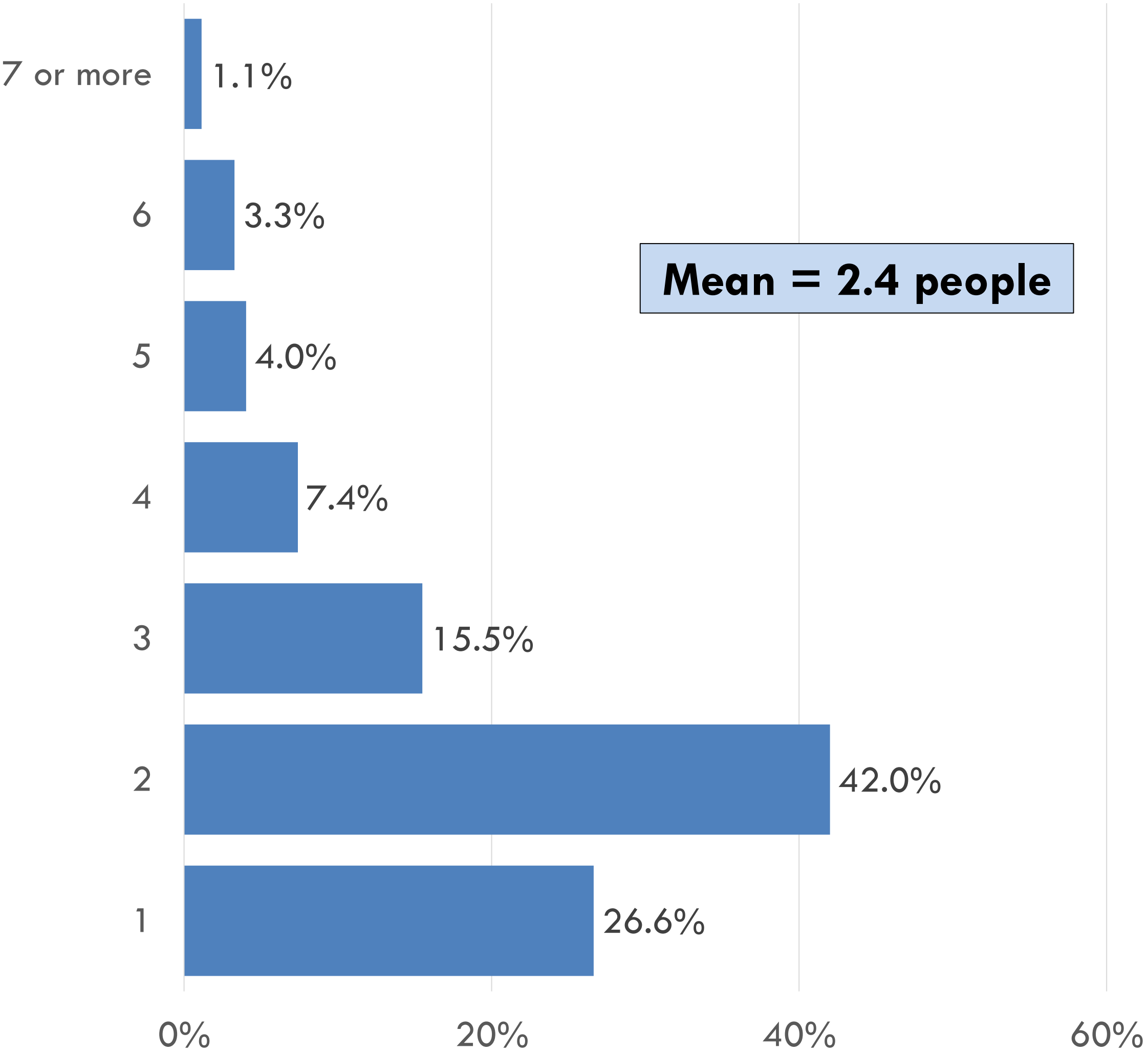


NUMBER OF PEOPLE IN HOTEL ROOM

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)

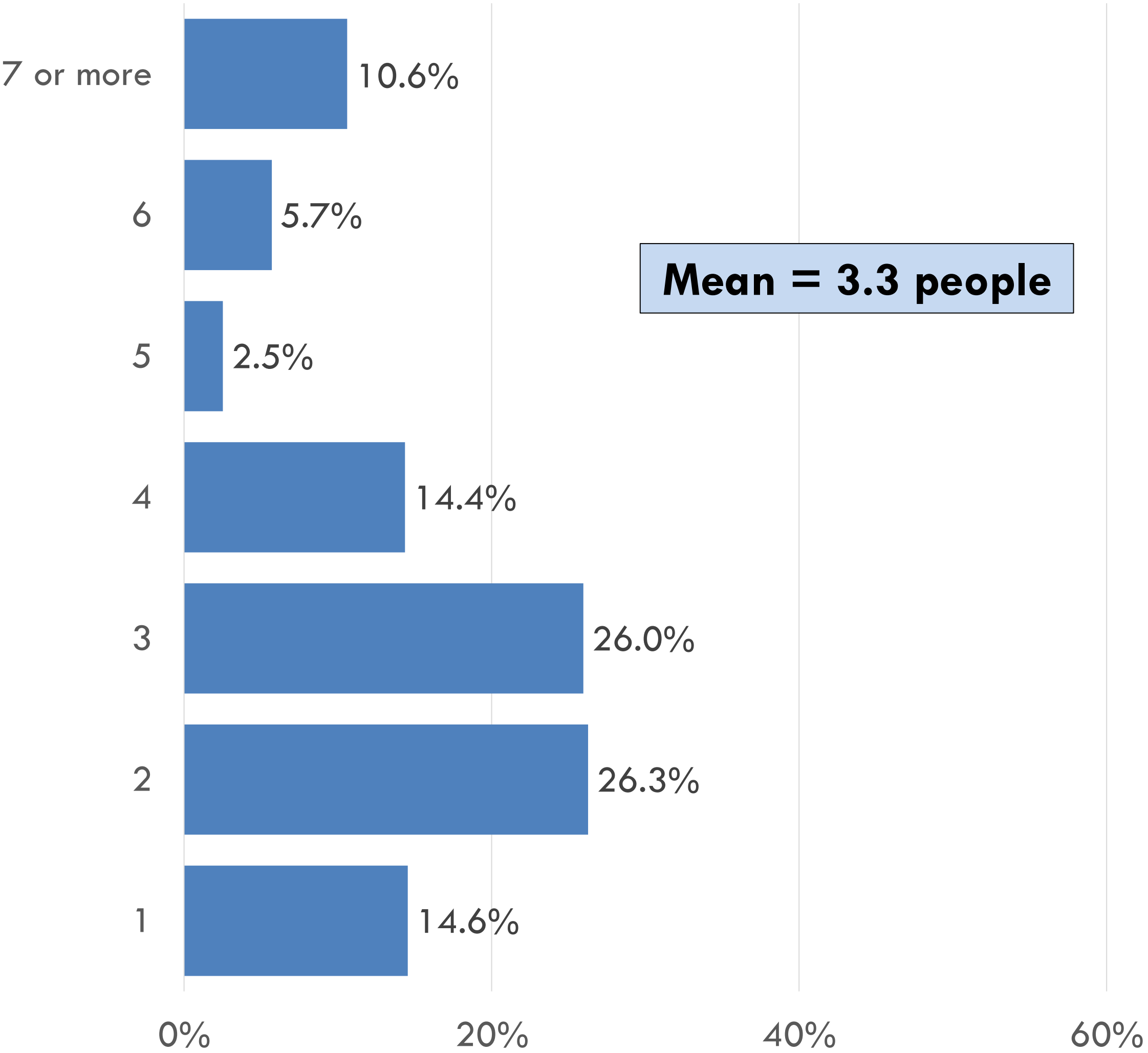


NUMBER OF PEOPLE IN VACATION RENTAL

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)

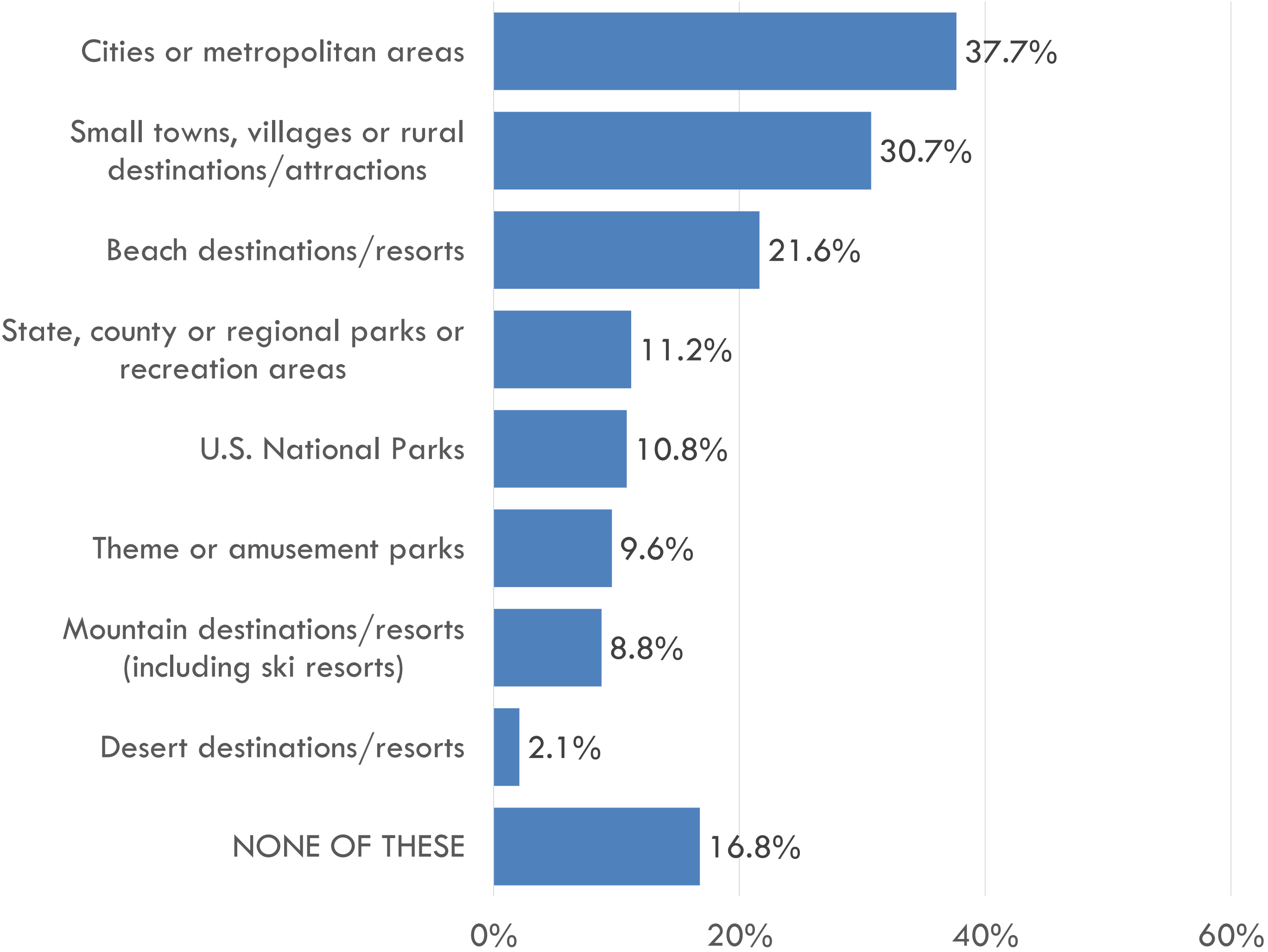


DESTINATION TYPES VISITED

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

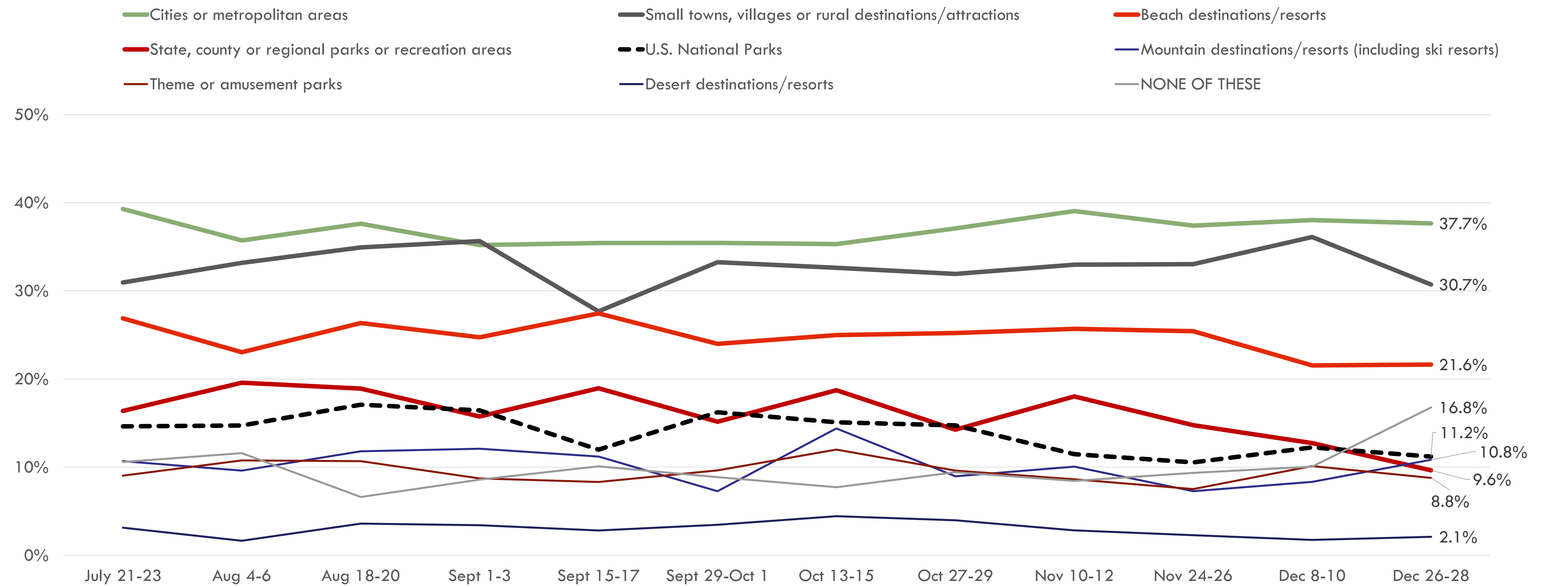
(Please select all the places you visited on this trip)

(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)



DESTINATION TYPES VISITED

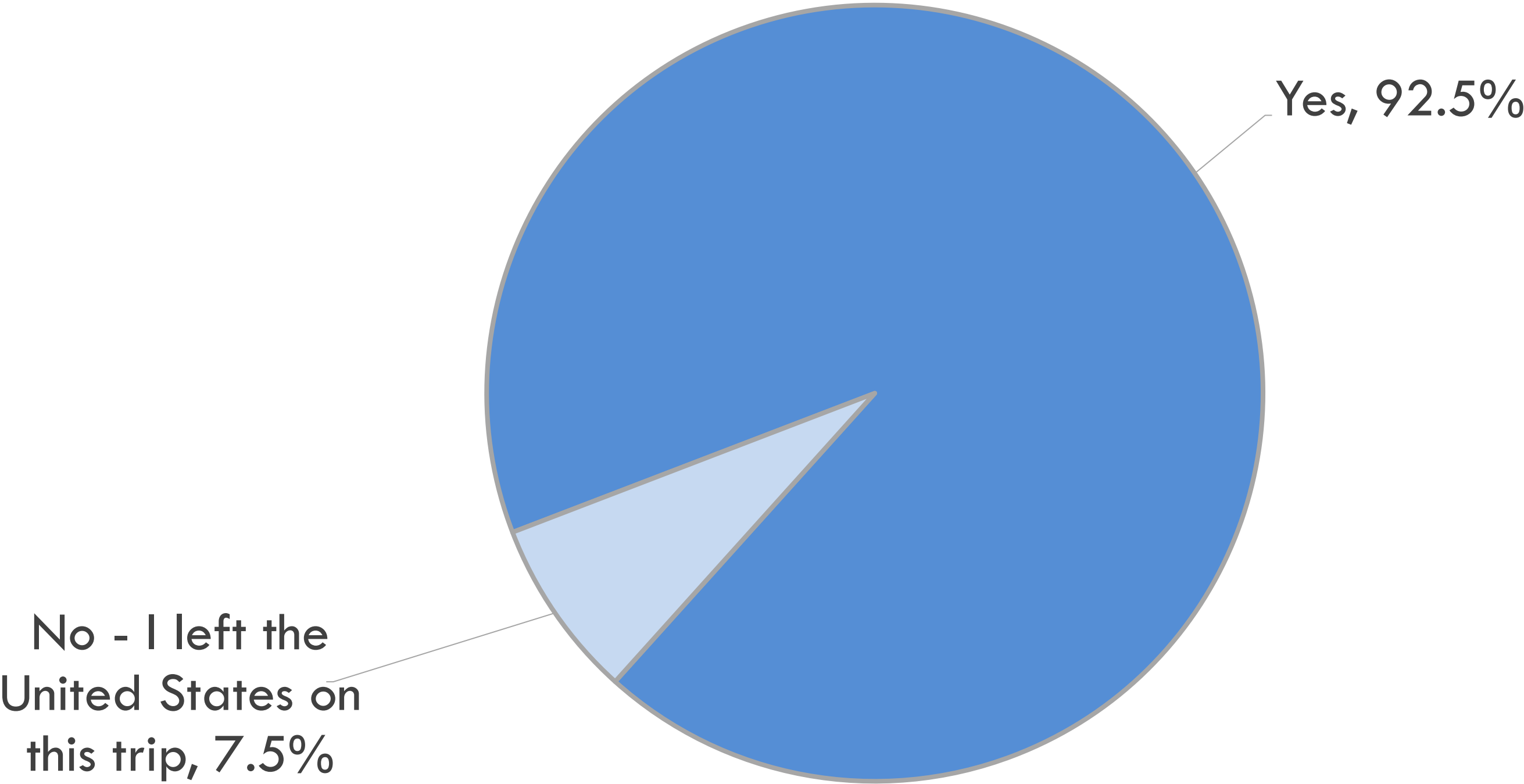
Question: Which of the following did you visit on this overnight trip? (Please select all the places you visited on this trip)



INTERNATIONAL OVERNIGHT TRIP

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

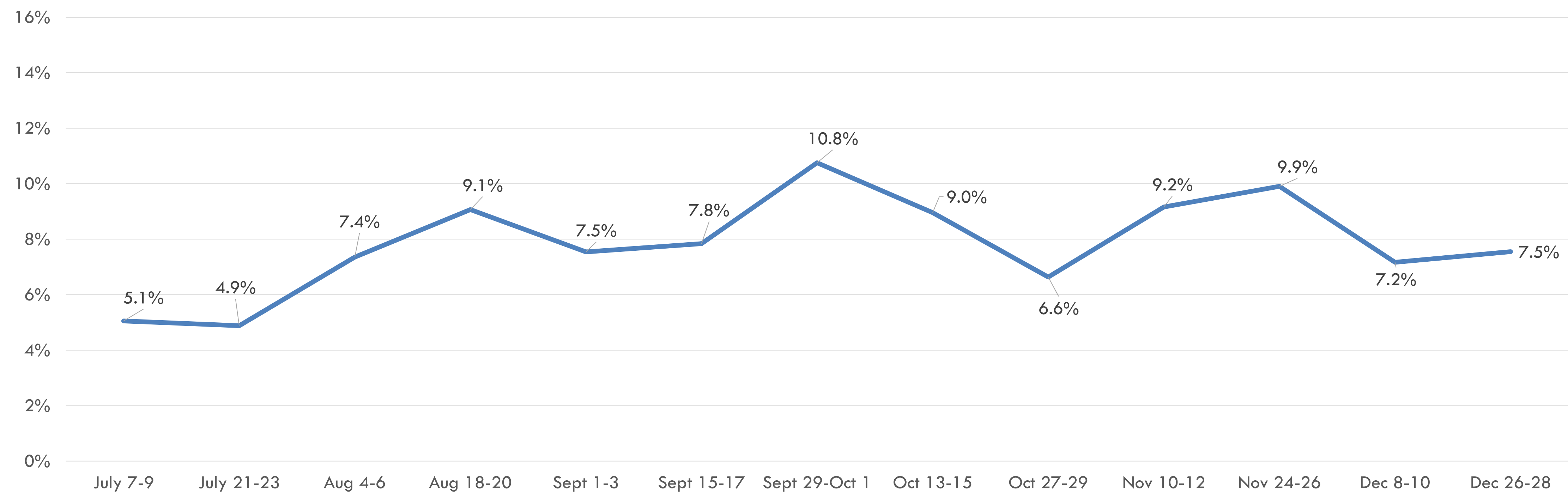
(Base: Wave 81 data. Respondents who took 1 or more overnight trip(s) in the past month, 566 completed surveys. Data collected December 26-28, 2021)



INTERNATIONAL OVERNIGHT TRIP

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

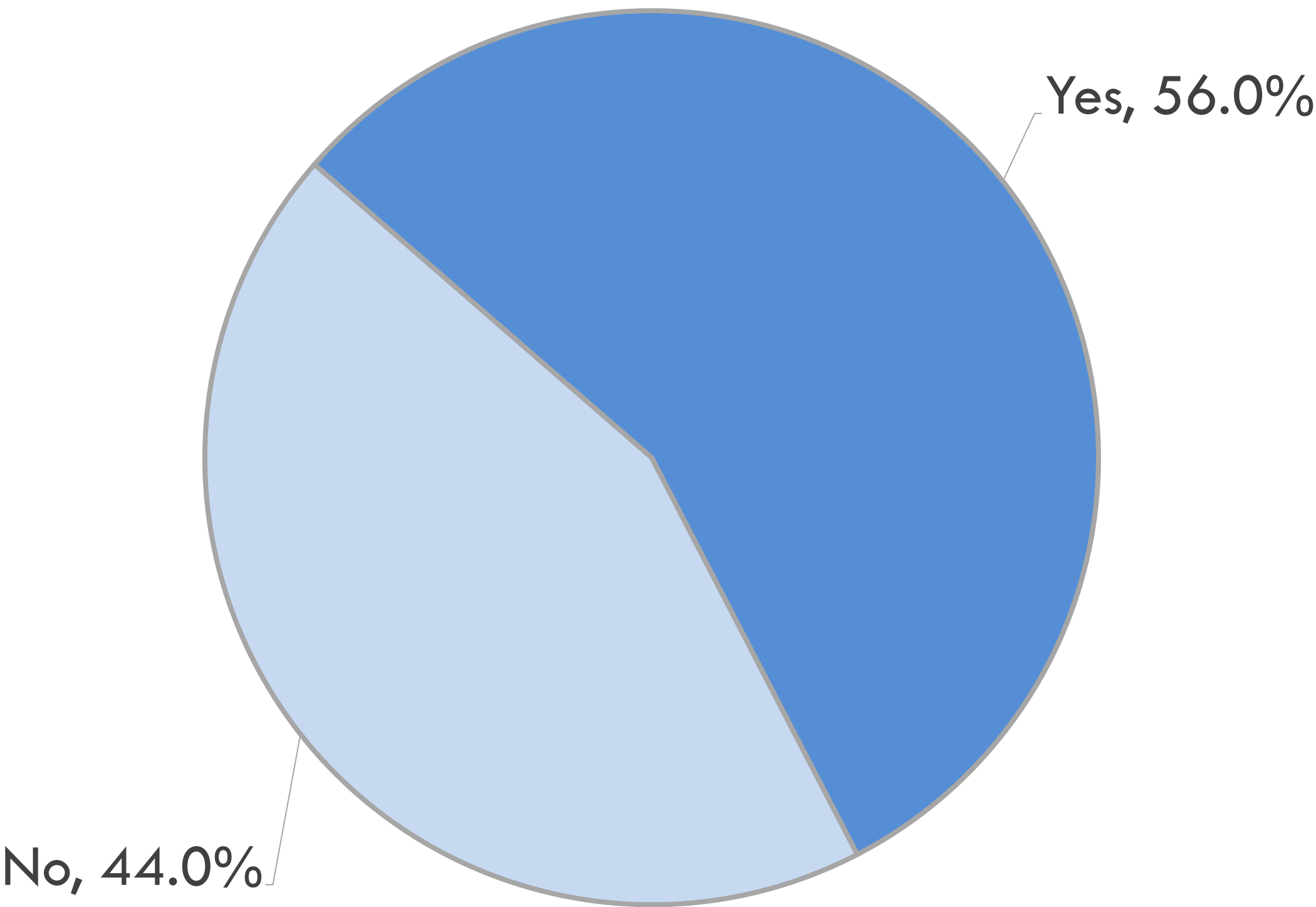
% No, I left the United States on this trip



REGIONAL OVERNIGHT TRIP

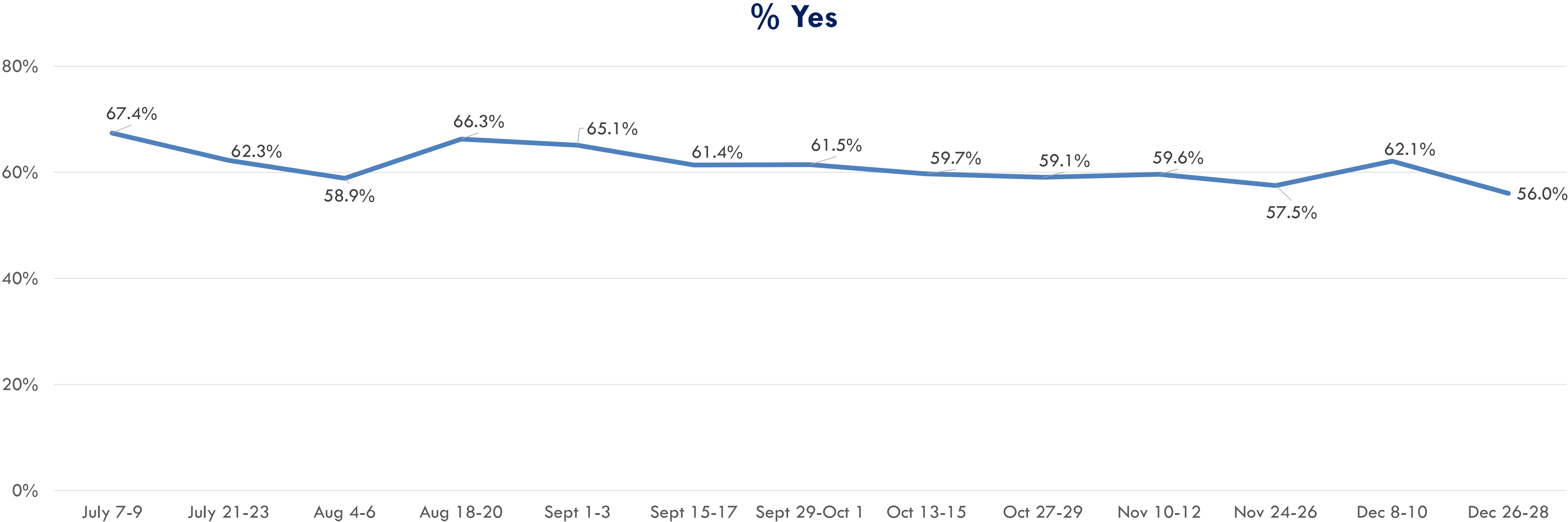
Question: Was this overnight trip a **REGIONAL TRIP** (i.e., travel less than 250 miles from your home)?

(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

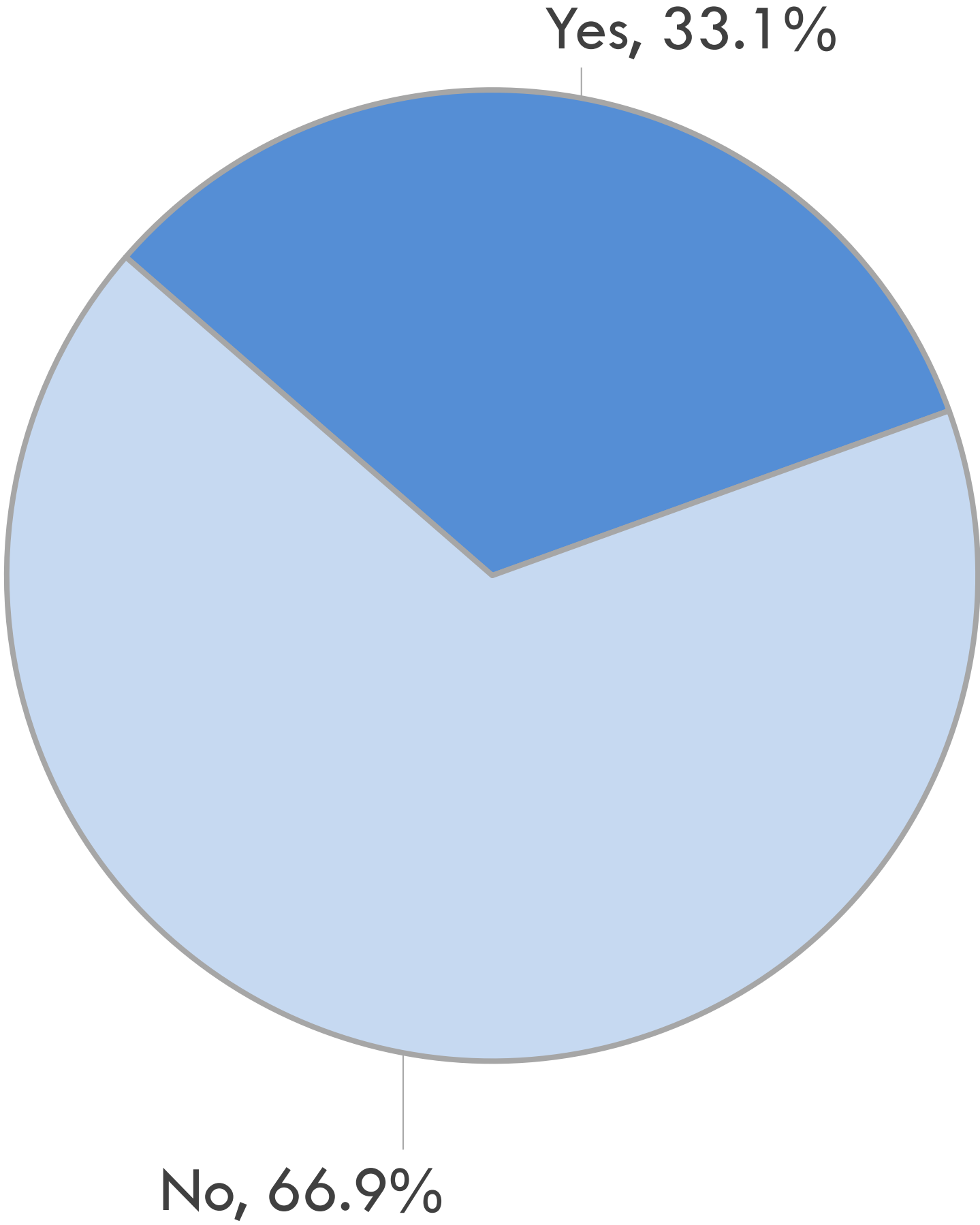
Question: Was this overnight trip a REGIONAL TRIP (i.e., travel less than 250 miles from your home)?



USE OF COMMERCIAL AIRLINE ON OVERNIGHT TRIP

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

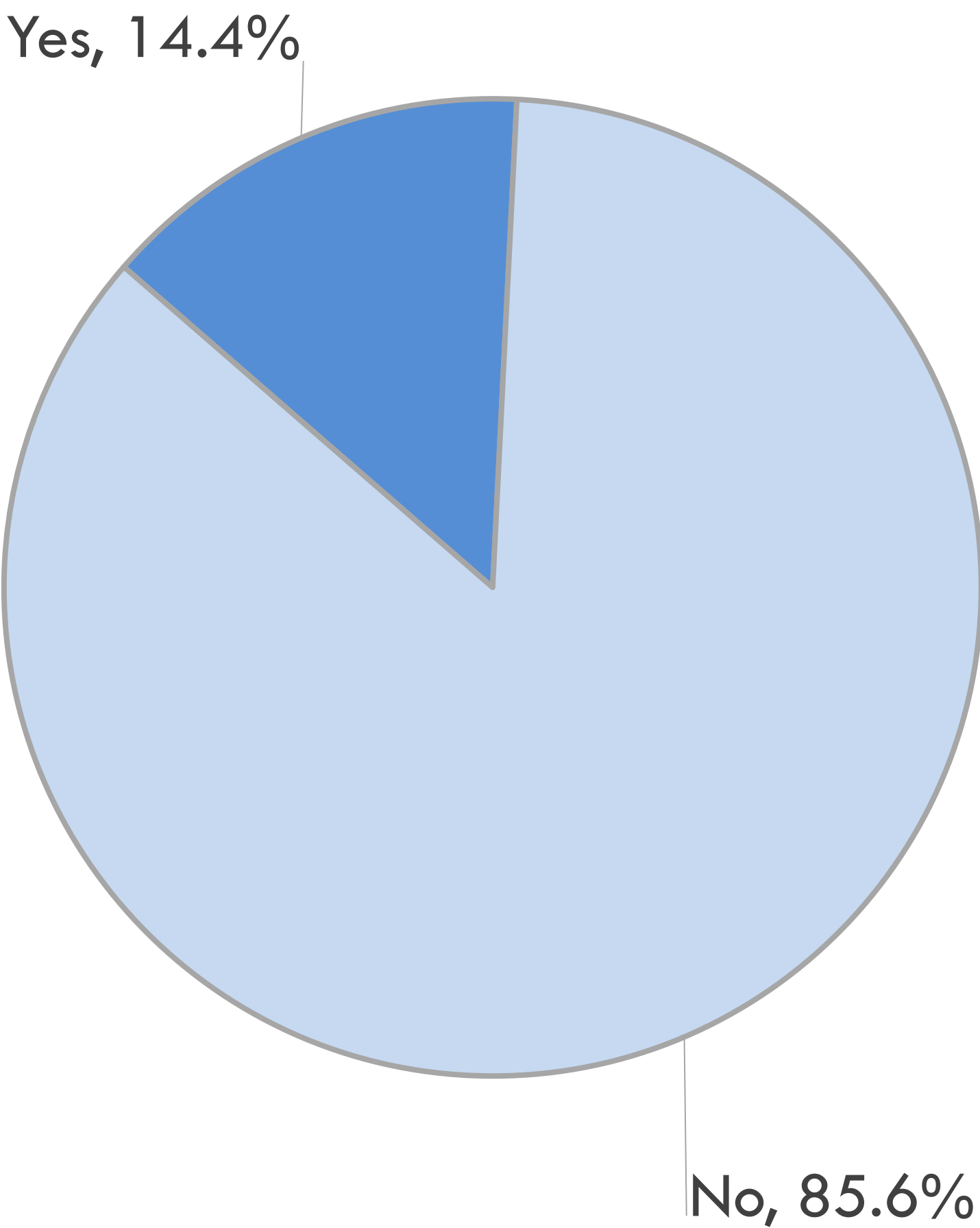
(Base: Wave 81 data. Respondents who took 1 or more overnight trip(s) in the past month, 566 completed surveys. Data collected December 26-28, 2021)



USE OF INTER-CITY TRAIN ON OVERNIGHT TRIP

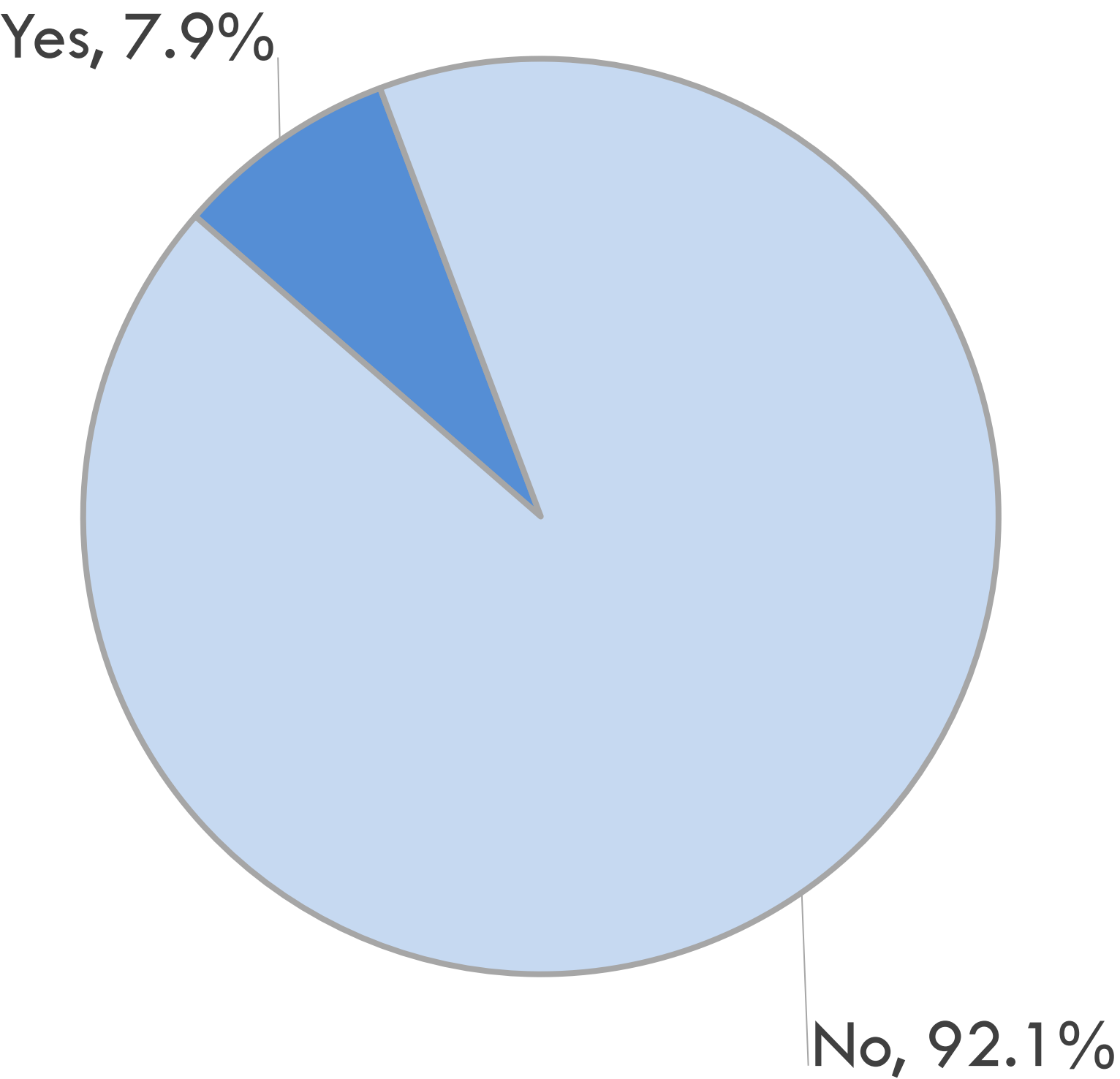
Question: Did you travel using a **INTER-CITY TRAIN** on this overnight trip?

(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**

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

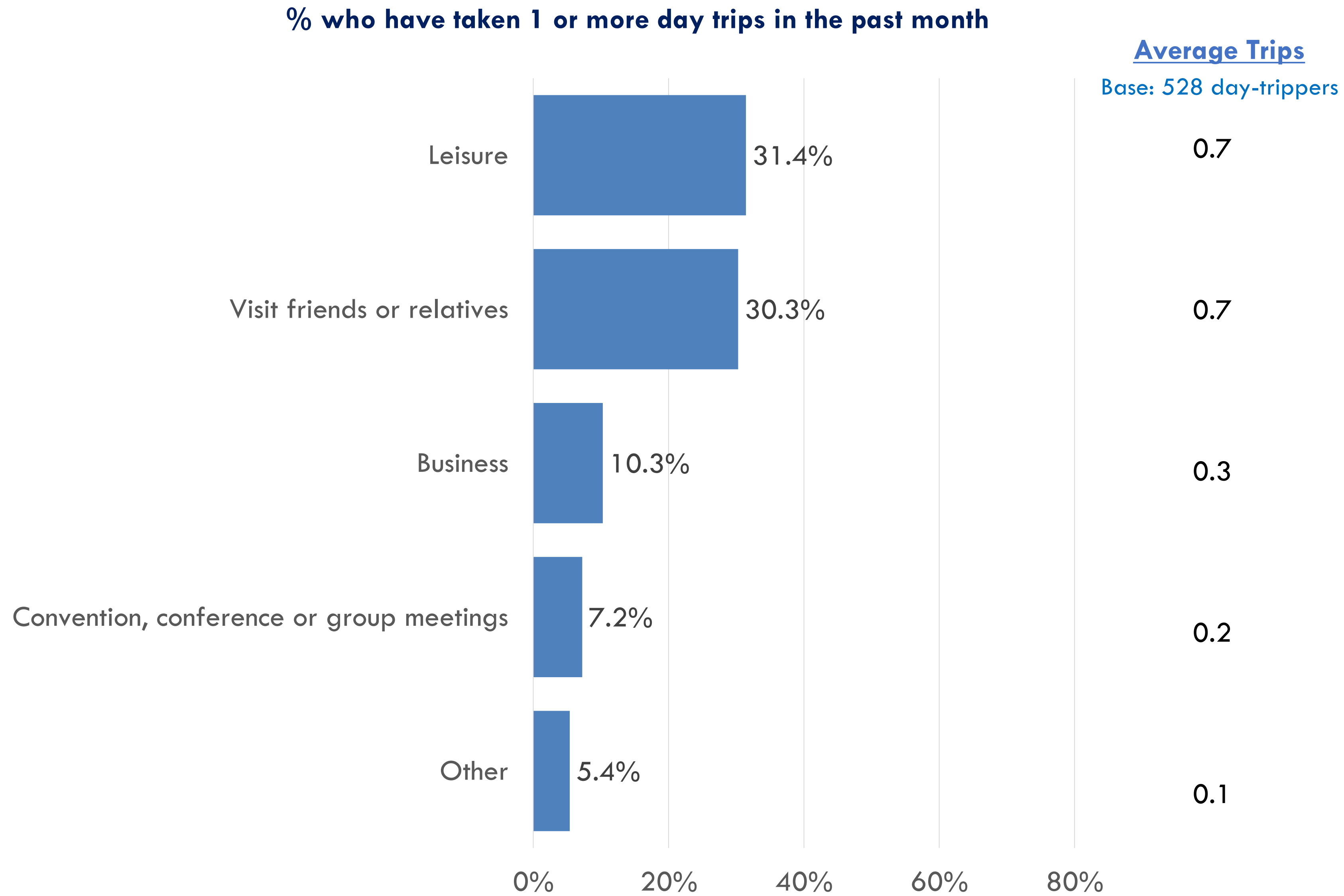
MOST RECENT DAY TRIP



DAY TRIPS IN THE PAST MONTH: BY TRIP TYPE

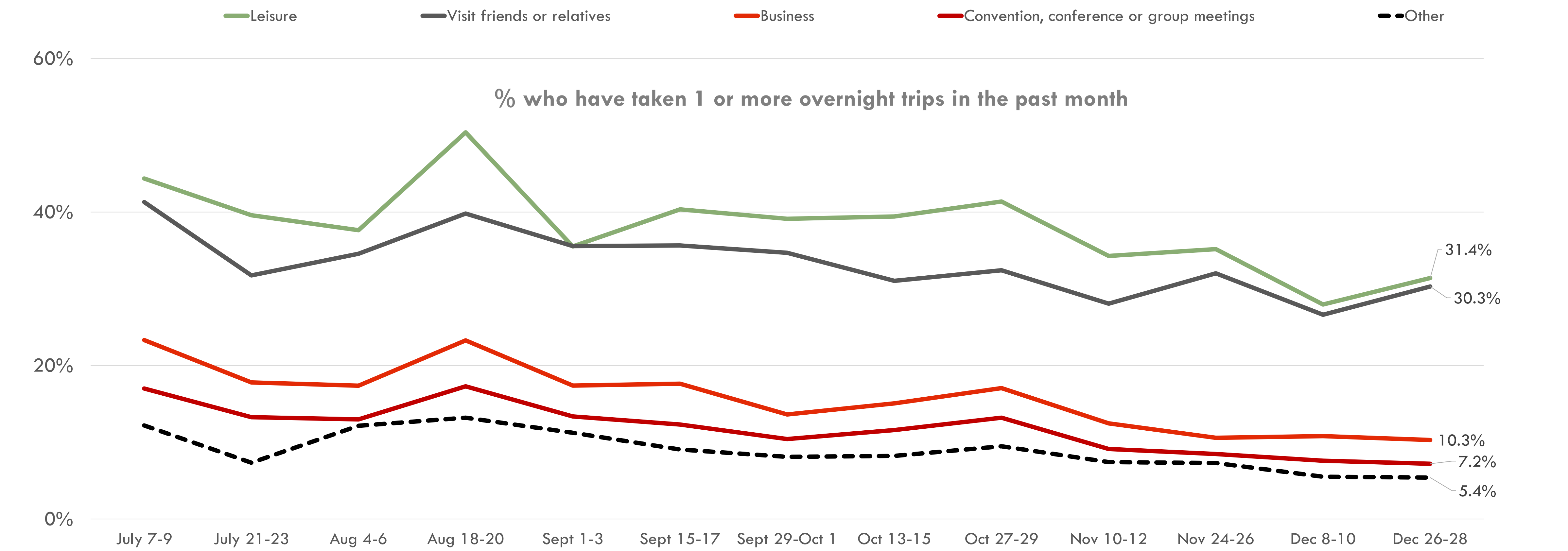
Question: How many DAY TRIPS (i.e., no overnight stay) of each type have you taken in the PAST MONTH?

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



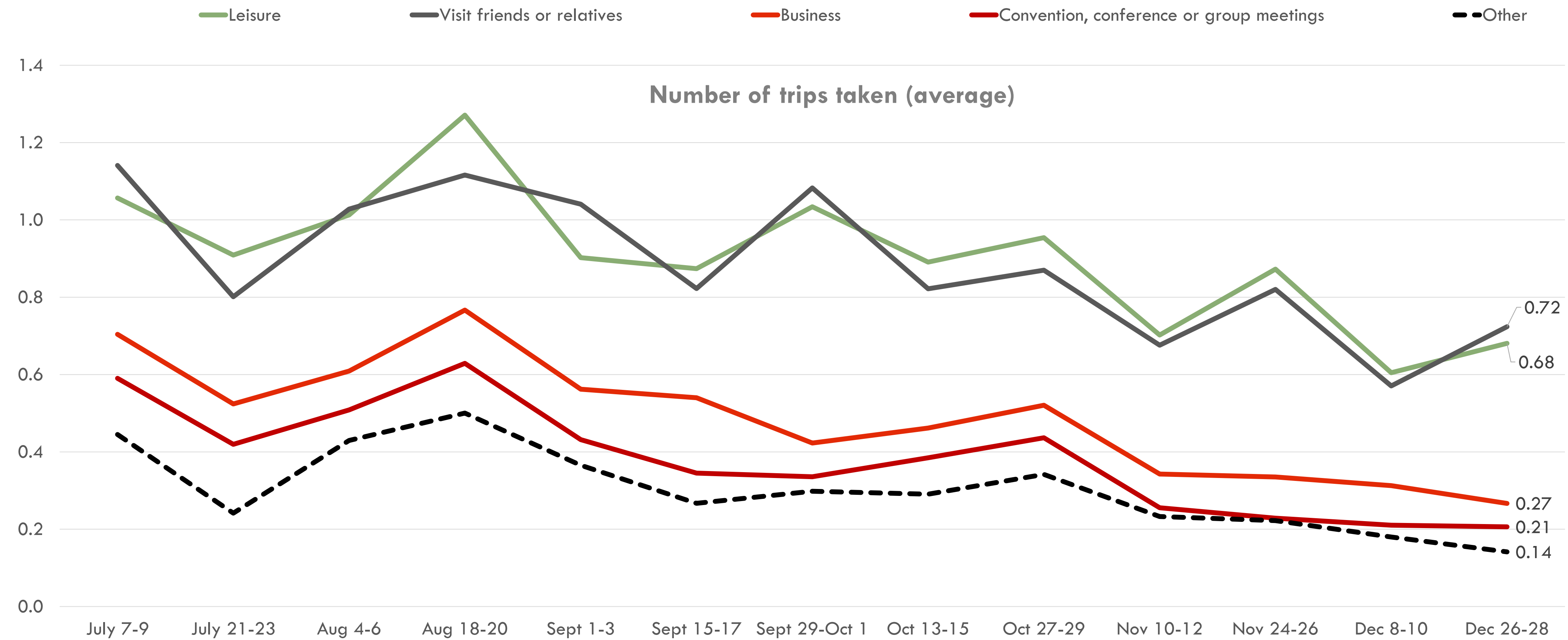
DAY TRIPS IN THE PAST MONTH: BY TRIP TYPE

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

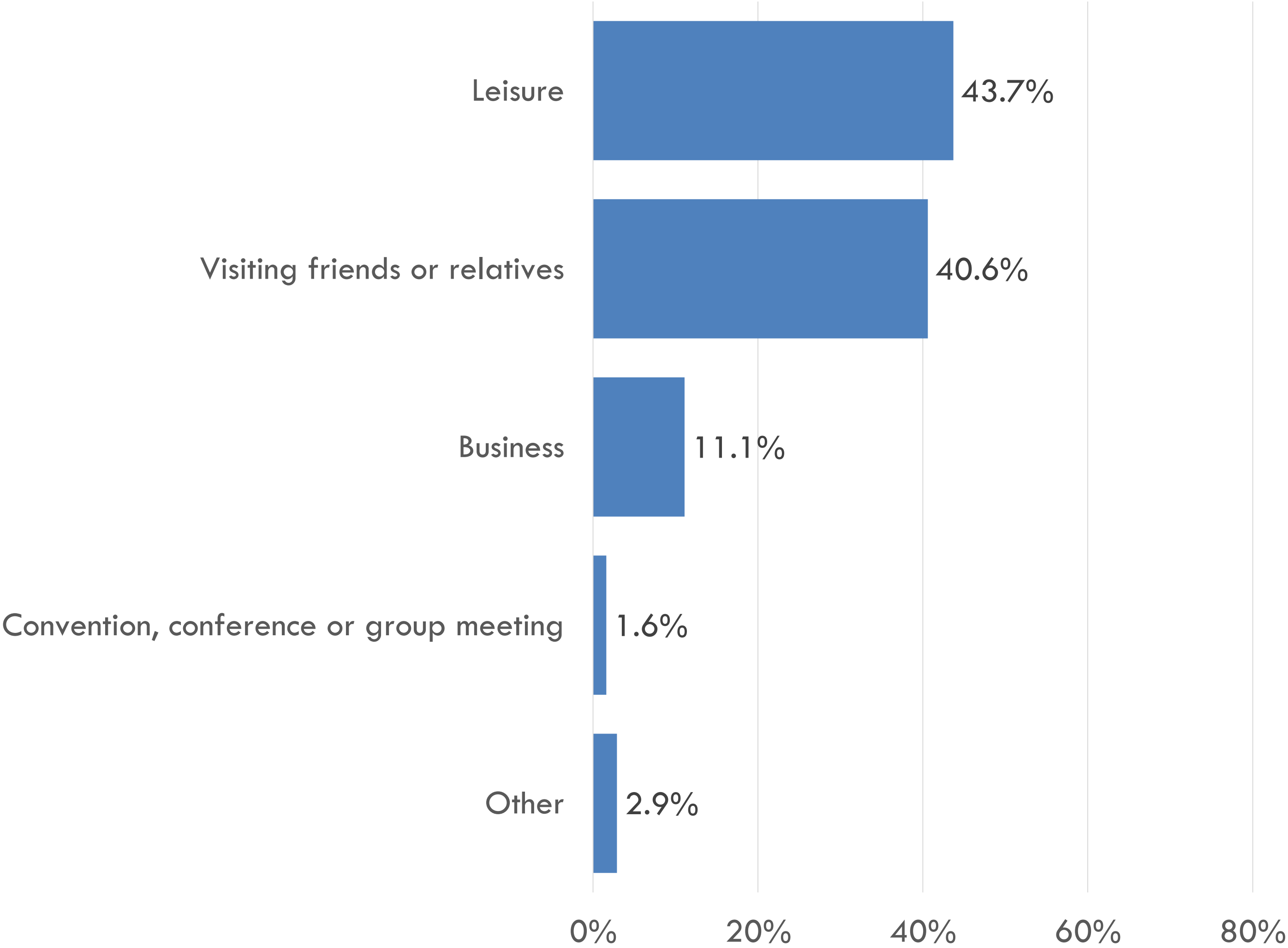
Question: How many DAY TRIPS (i.e., no overnight stay) of each type have you taken in the PAST MONTH?



TYPE OF MOST RECENT DAY TRIP

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

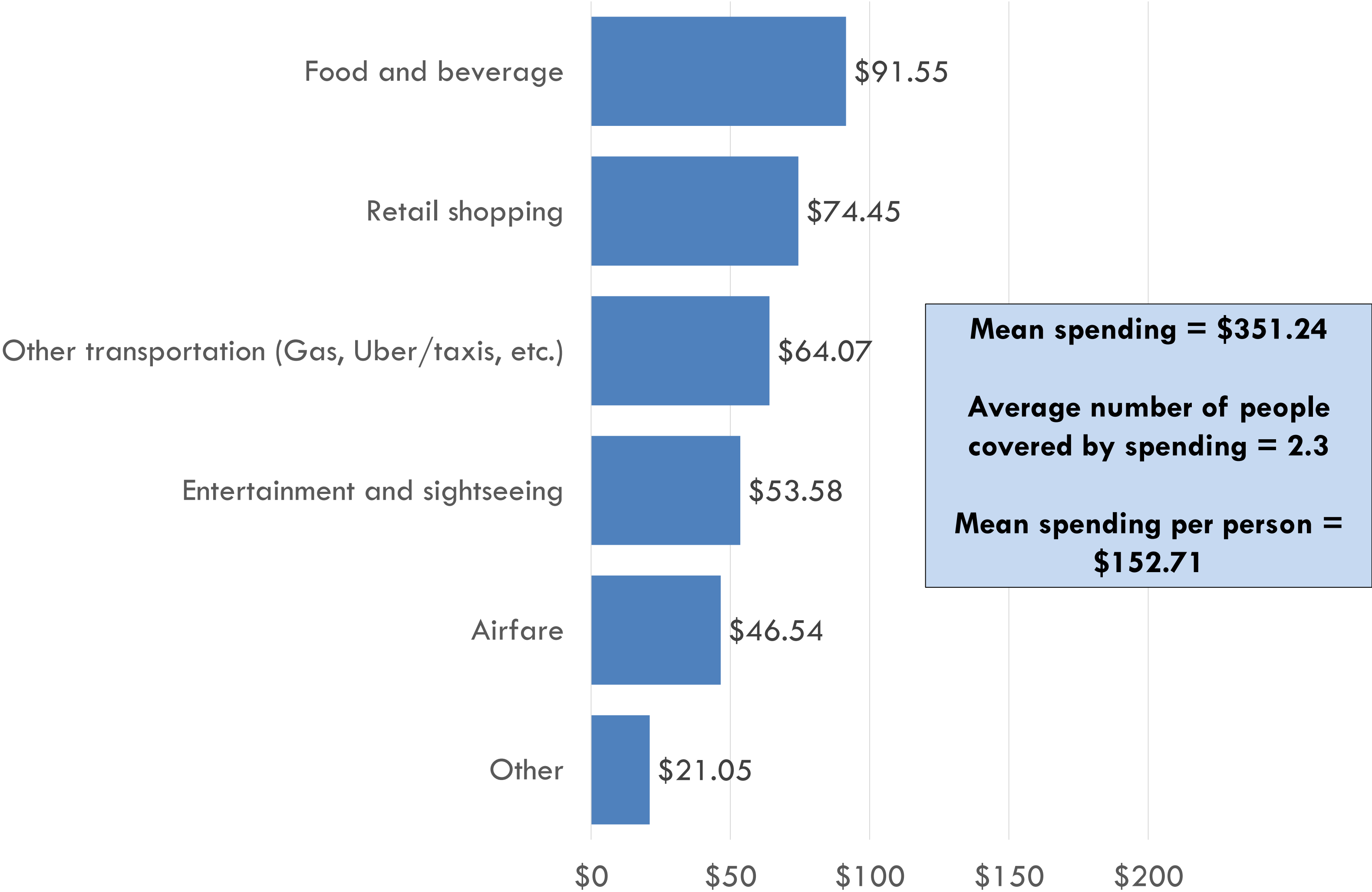
(Base: Wave 81 data. Respondents who took 1 or more day trip(s) in the past month, 528 completed surveys. Data collected December 26-28, 2021)



DAY TRIP SPENDING

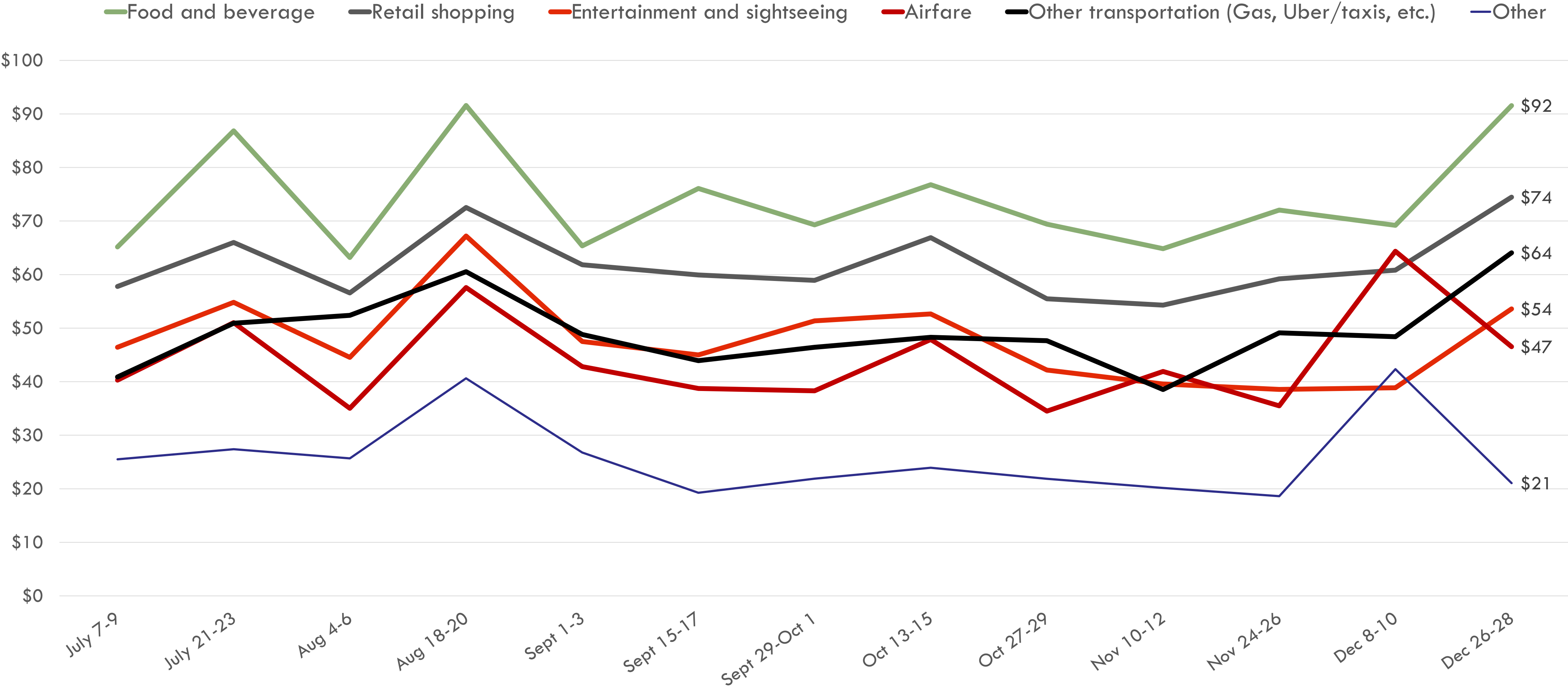
Question: How much did you spend (IN TOTAL) for this most recent day trip in each of the following categories?

(Base: Wave 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

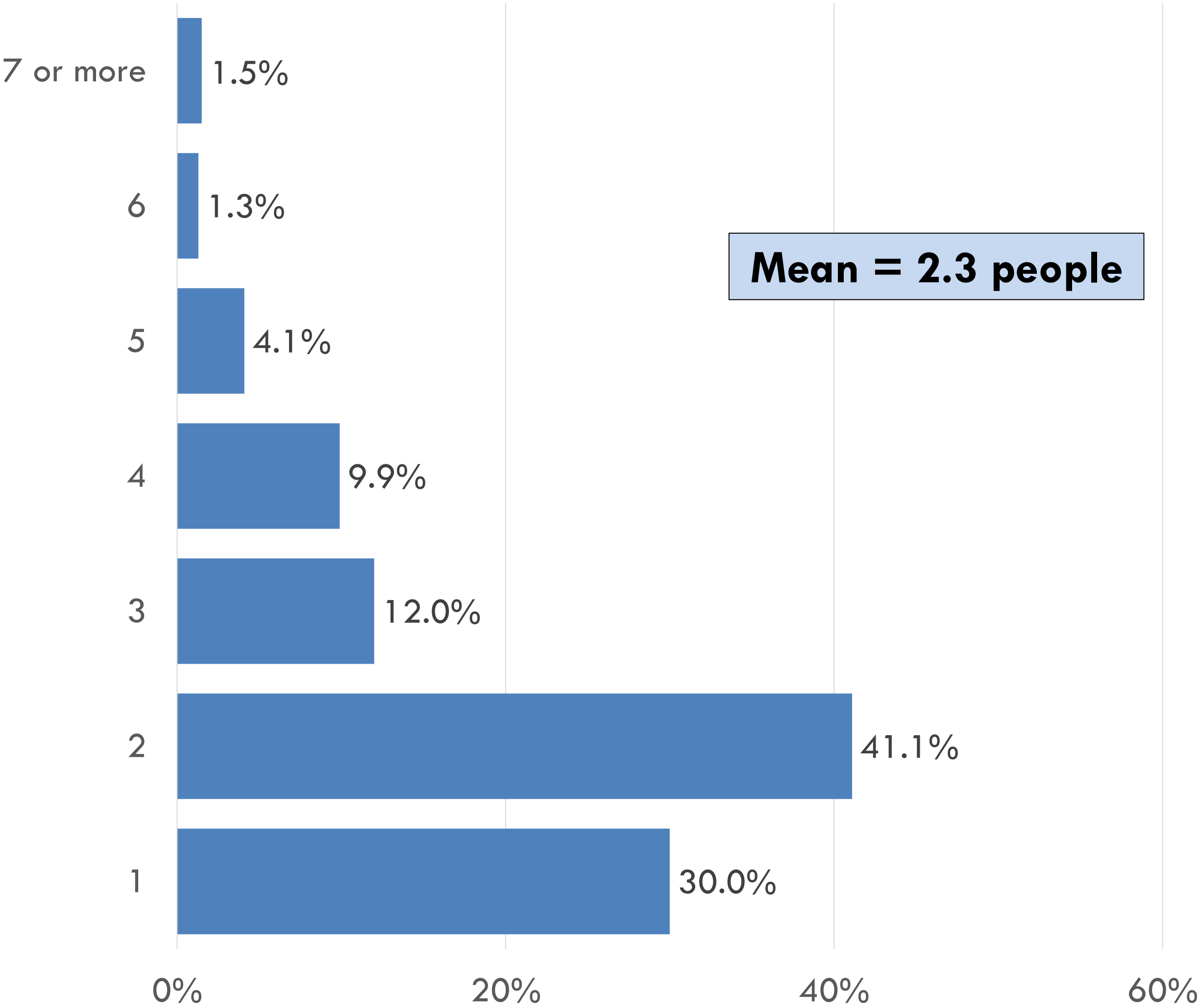
Question: How much did you spend (IN TOTAL) for this most recent day trip in each of the following categories?



NUMBER OF PEOPLE COVERED BY SPENDING

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

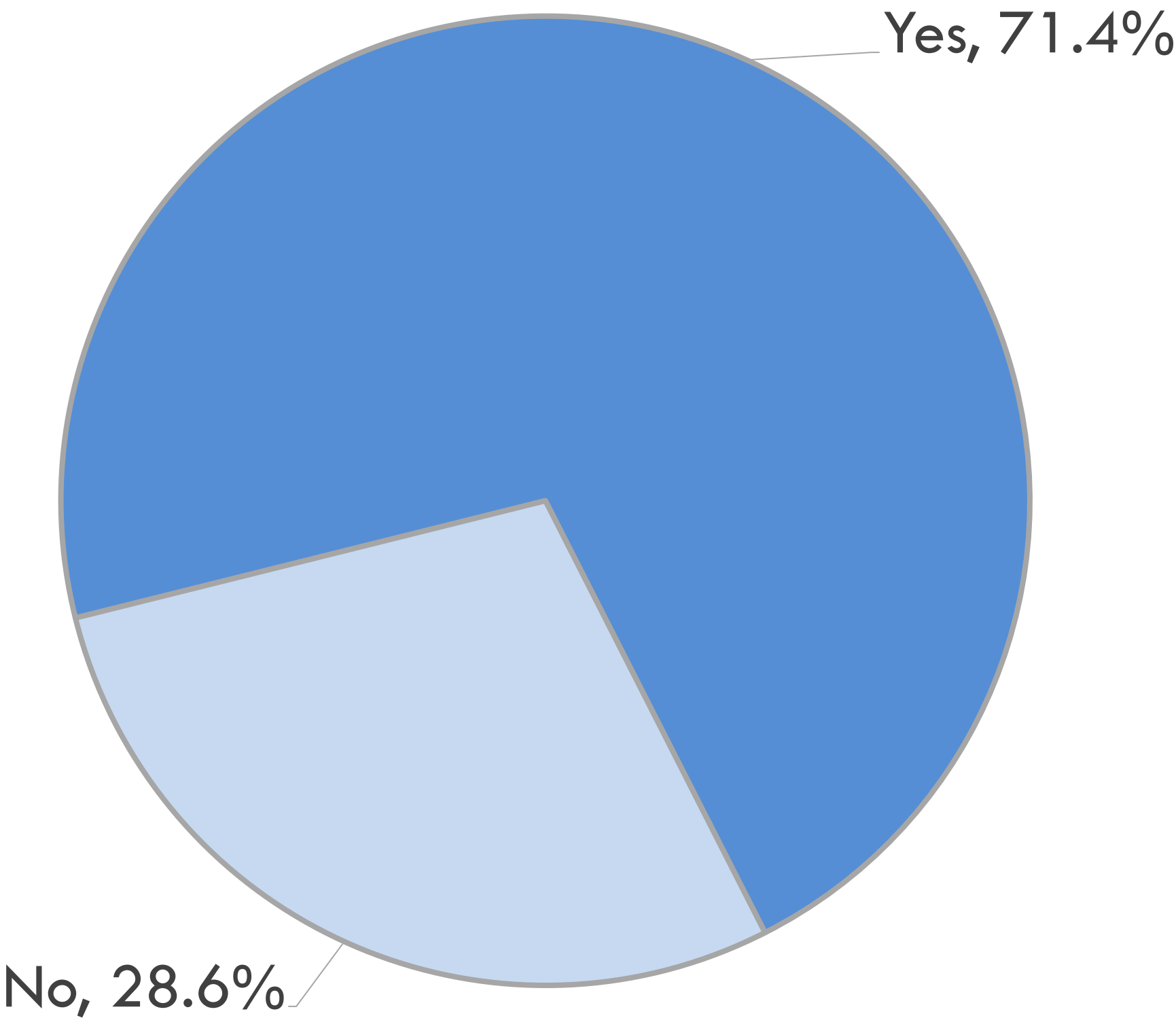
(Base: Wave 81 data. Respondents who took 1 or more day trip(s) in the past month, 528 completed surveys. Data collected December 26-28, 2021)



REGIONAL DAY TRIP

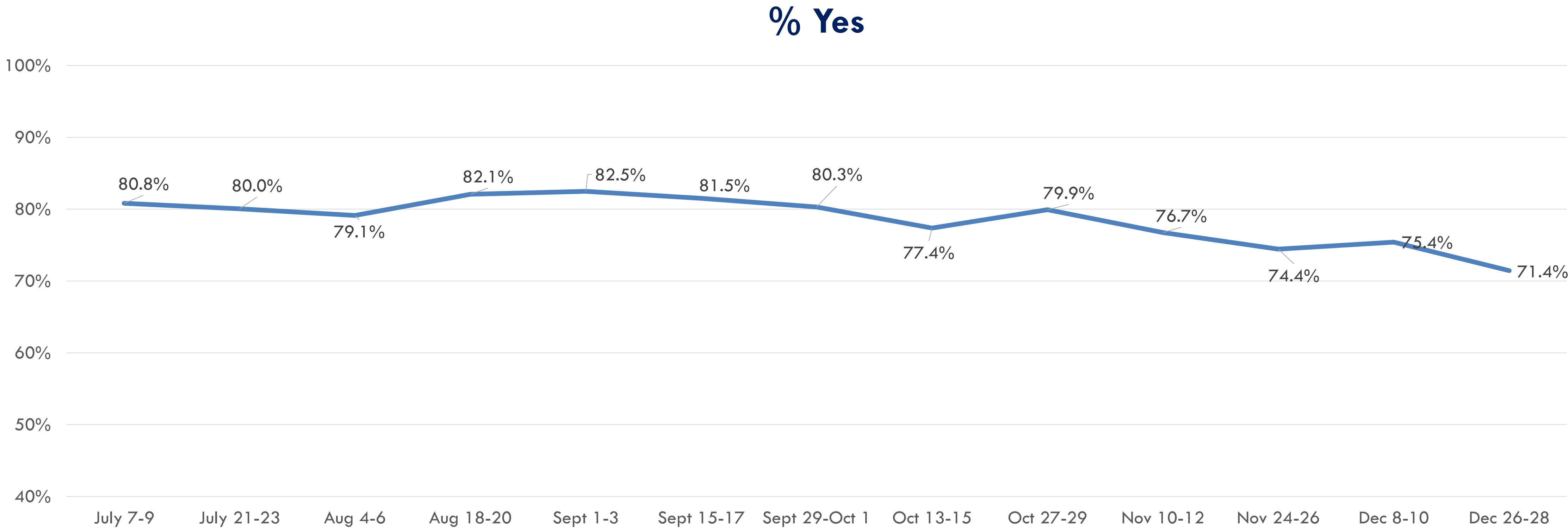
Question: Was this day trip
a **REGIONAL TRIP** (i.e., travel less
than 250 miles from your home)?

*(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

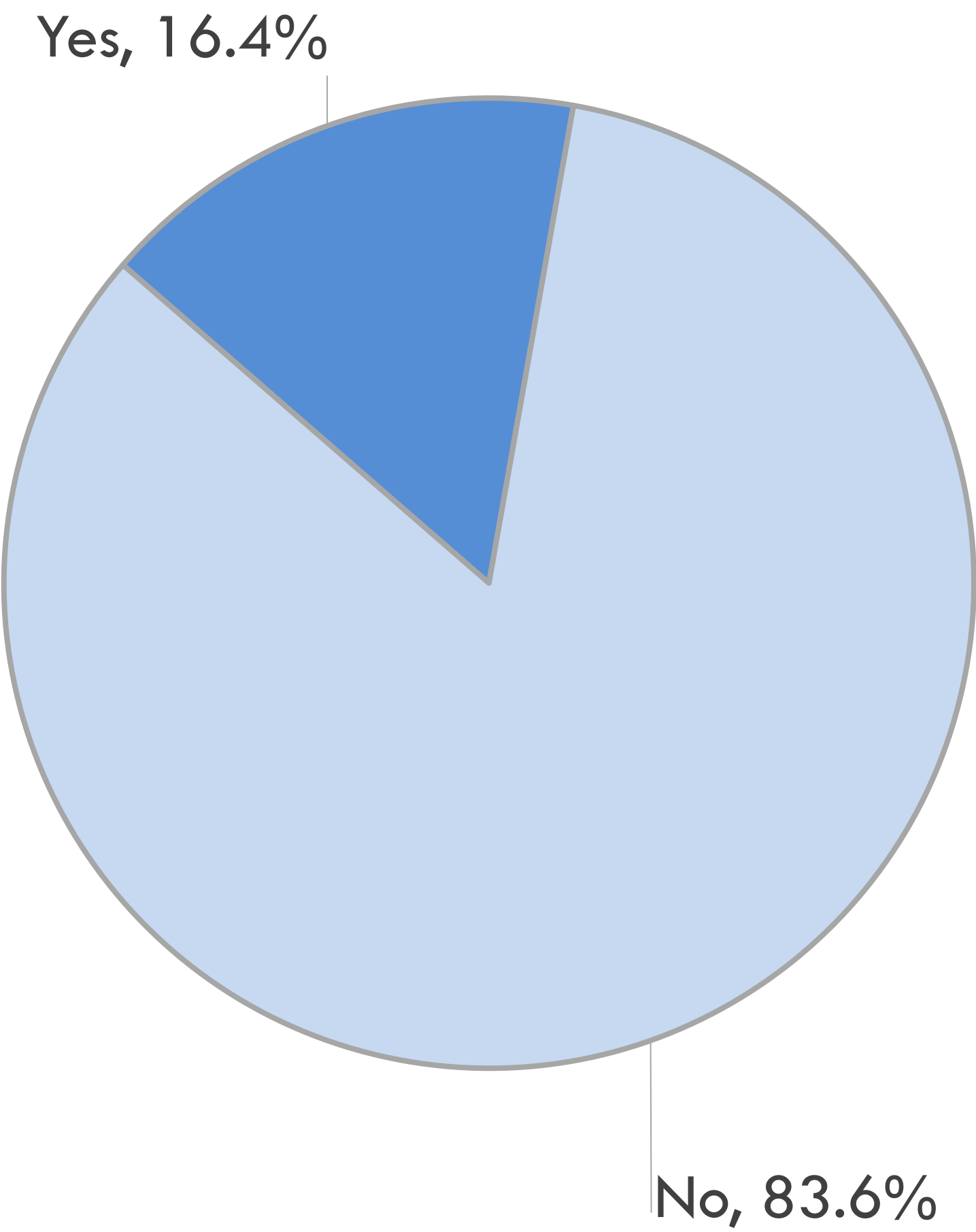
Question: Was this day trip a REGIONAL TRIP (i.e., travel less than 250 miles from your home)?



USE OF COMMERCIAL AIRLINE ON DAY TRIP

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

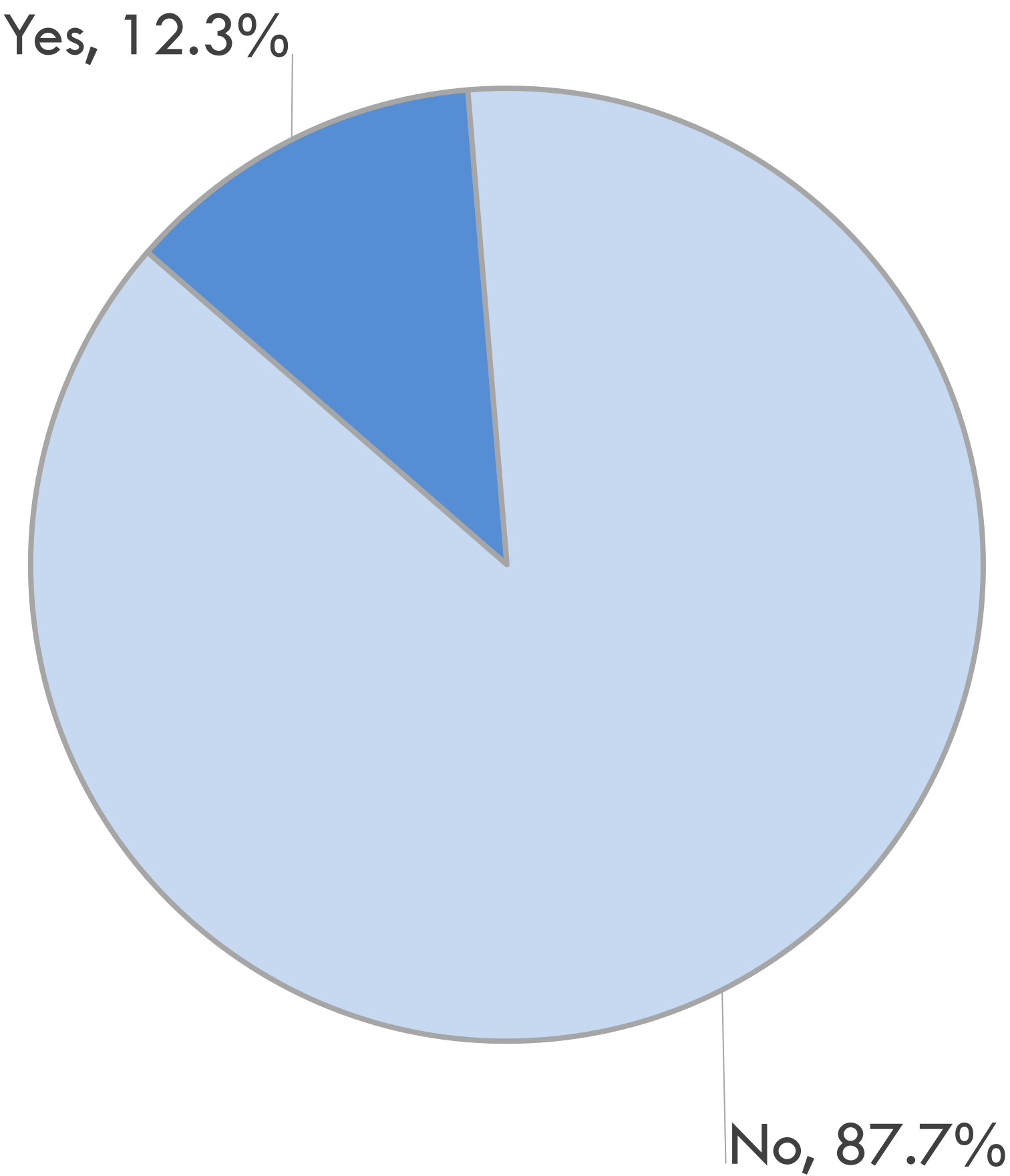
(Base: Wave 81 data. Respondents who took 1 or more day trip(s) in the past month, 528 completed surveys. Data collected December 26-28, 2021)



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*



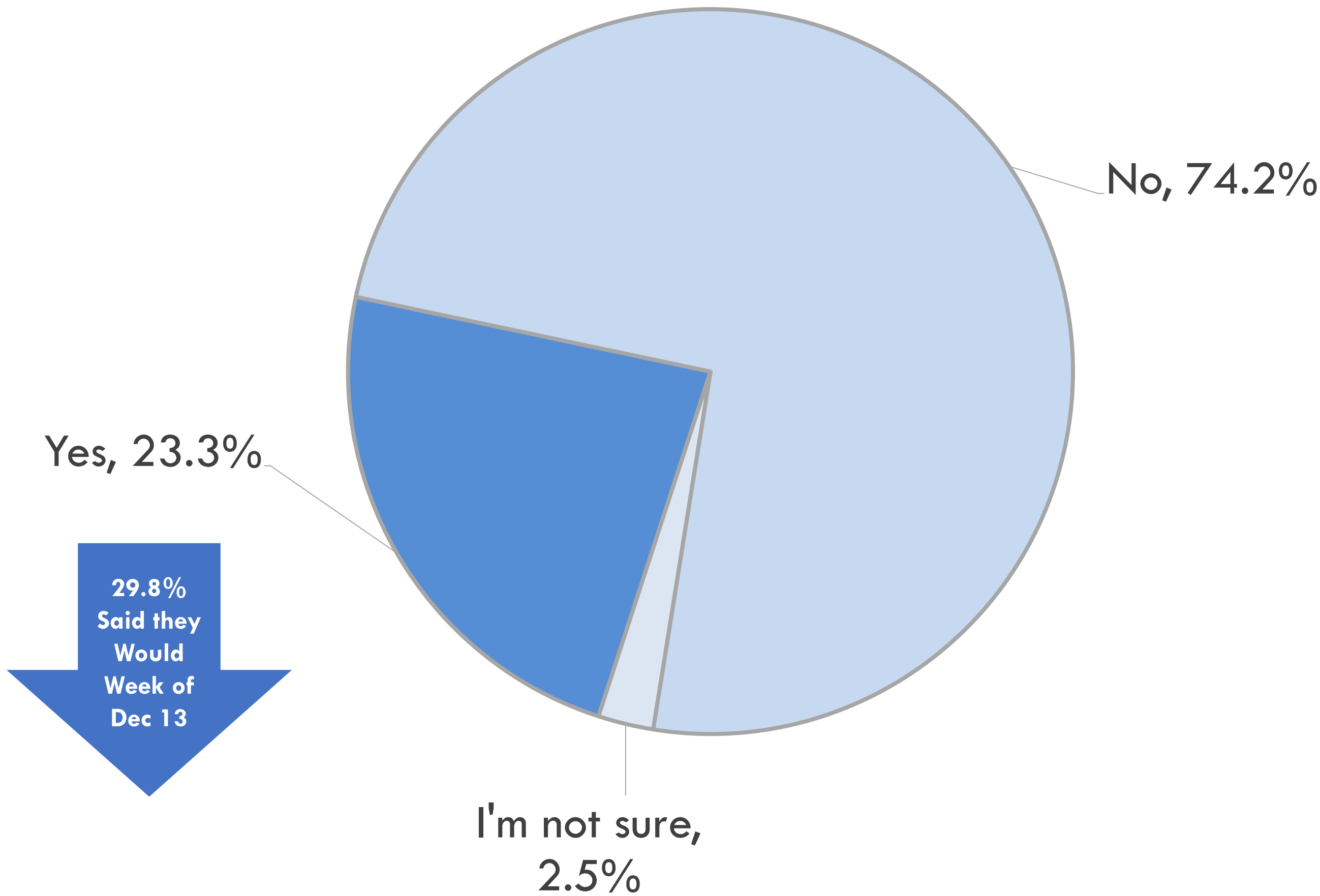
A large, vibrant firework exploding in a dark night sky, with the text "HOLIDAY TRAVEL" centered over it. The firework is a large, starburst-like explosion of golden-yellow light, with many thin, radiating lines of light extending outwards. The background is a dark, deep blue night sky with some faint, wispy clouds. The text "HOLIDAY TRAVEL" is written in a bold, white, sans-serif font, centered horizontally and slightly above the middle of the image. The overall mood is festive and celebratory.

HOLIDAY TRAVEL

CHRISTMAS HOLIDAY TRAVEL

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

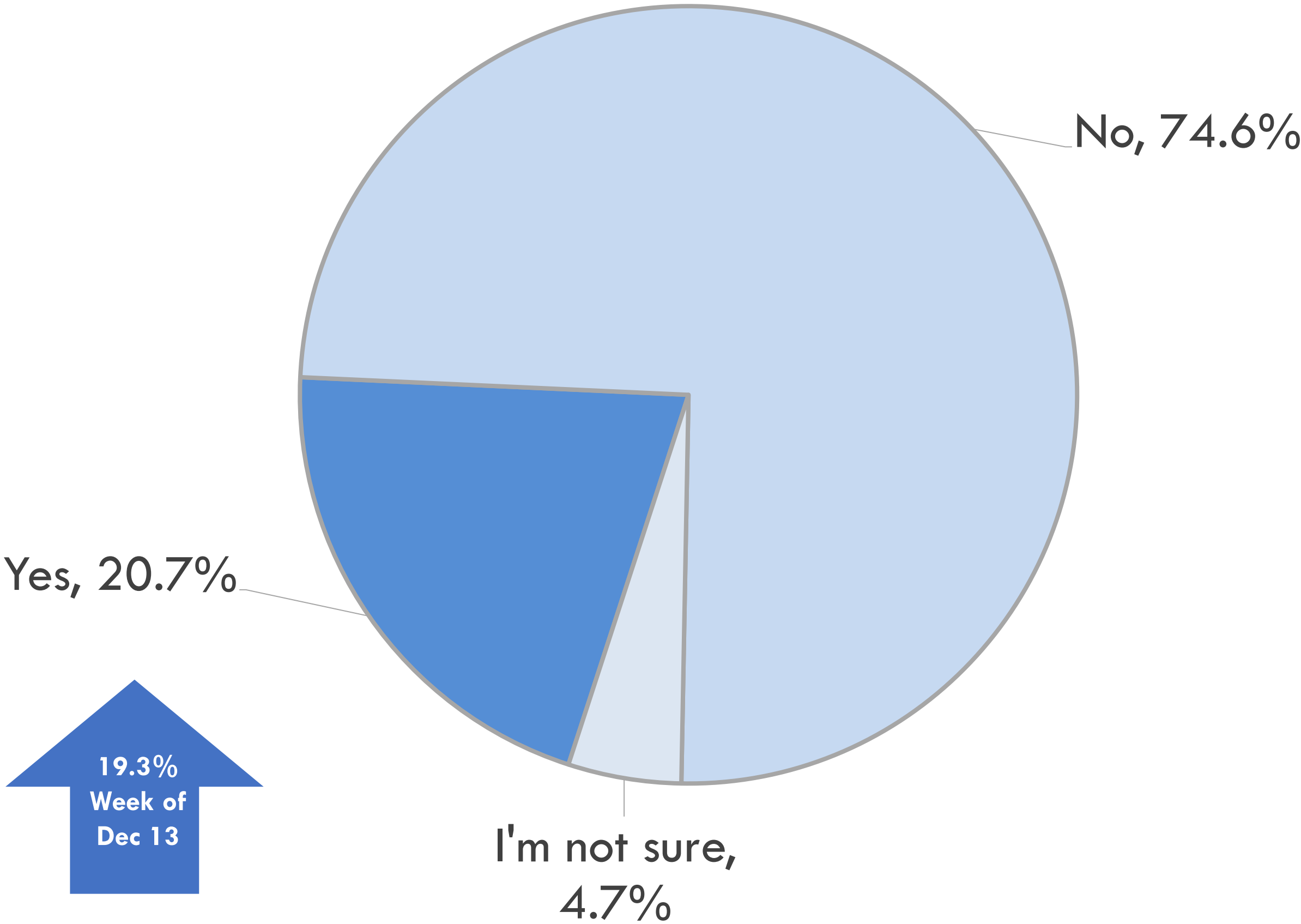
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)



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)



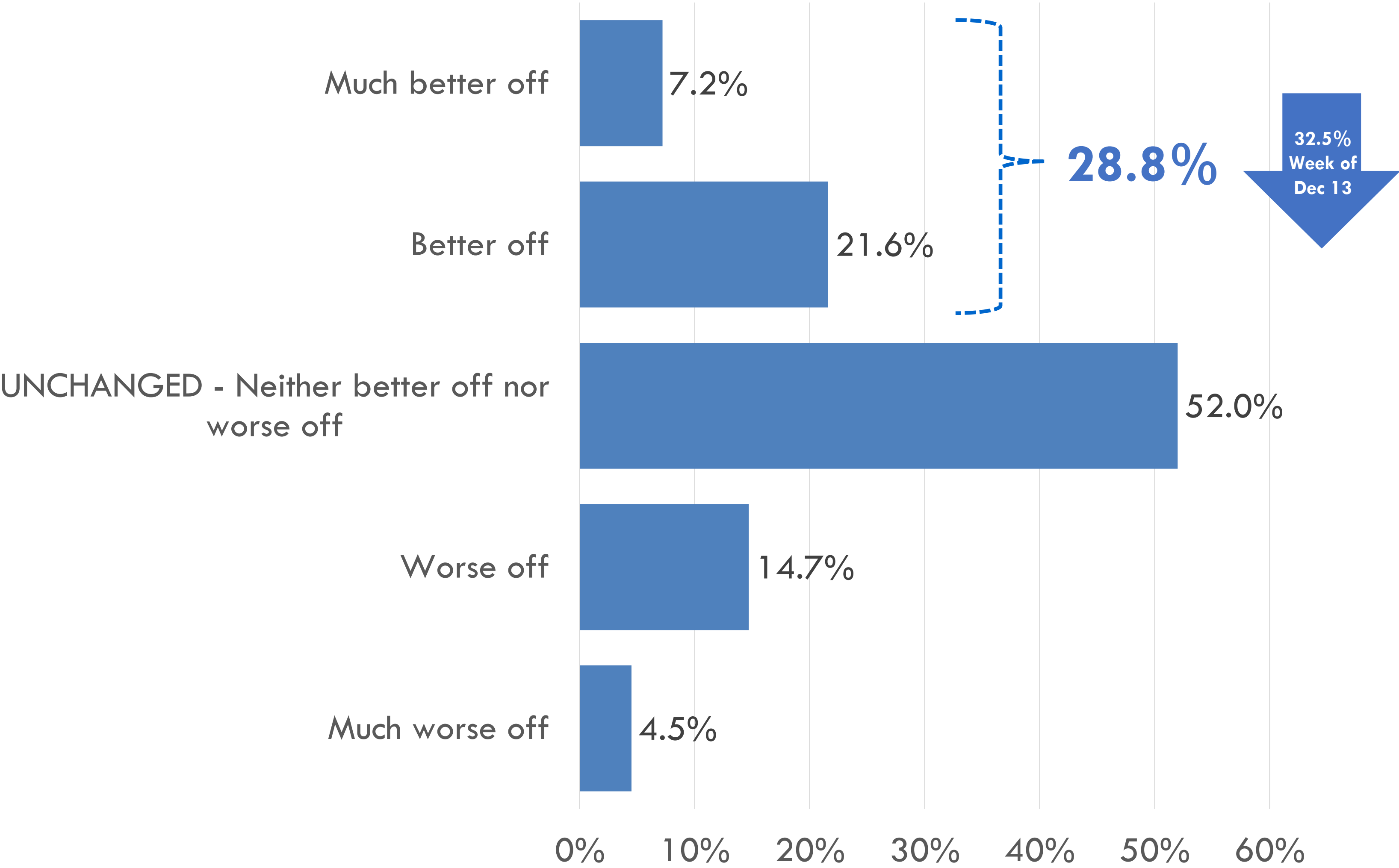
The image features three small green seedlings with two leaves each, growing out of stacks of silver coins. The stacks are of increasing height from left to right. They are placed on a mound of dark brown soil. In the background, a burlap sack is partially visible, and the scene is set against a blurred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

FINANCIAL WELLNESS

CURRENT HOUSEHOLD FINANCIAL STATUS

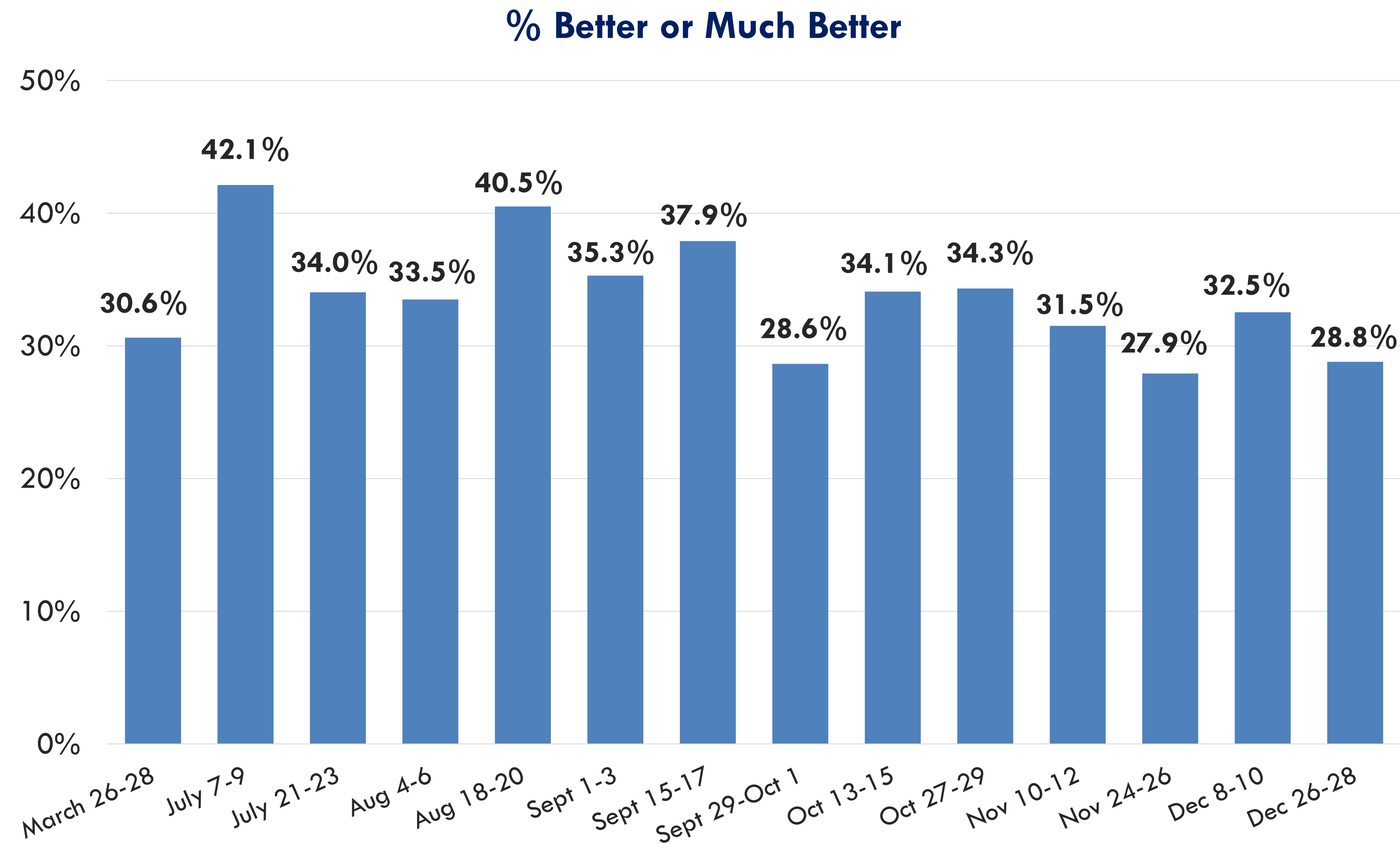
Question: Would you say that you (and your household) are better off or worse off financially than you were a year ago? (Select one)

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



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)

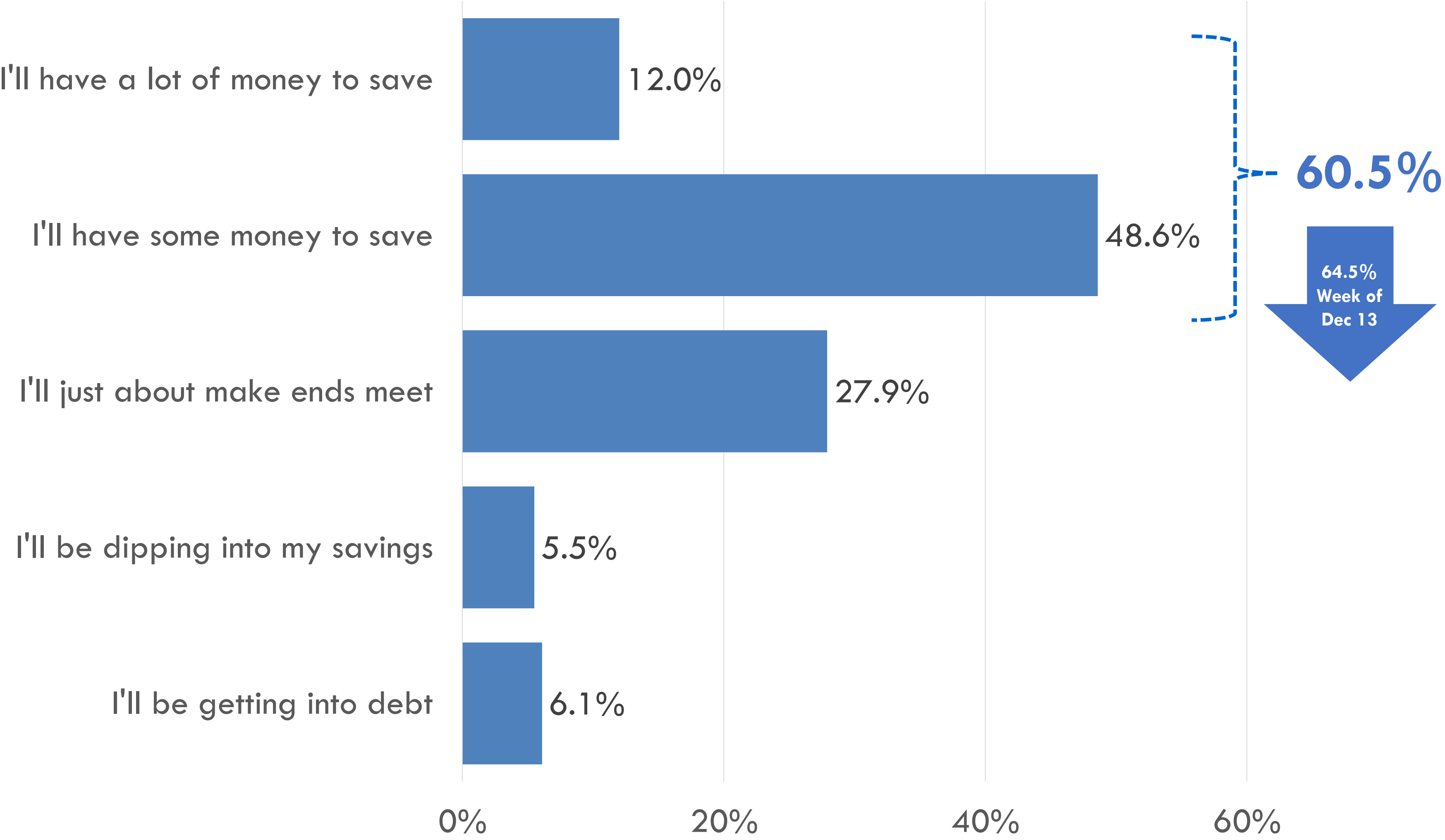


CURRENT HOUSEHOLD FINANCIAL STATUS: ABILITY TO SAVE

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

This month_____.

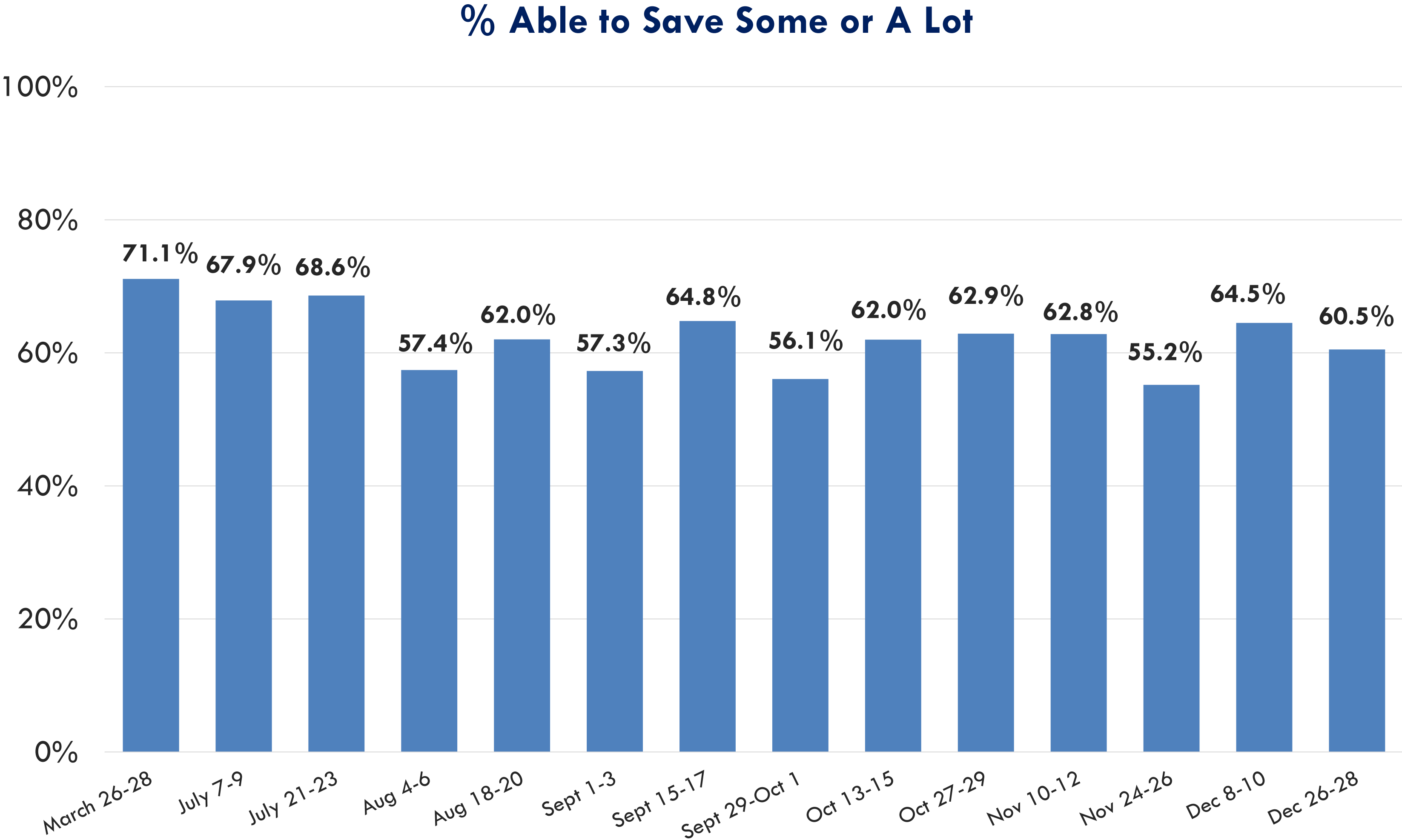
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)



CURRENT HOUSEHOLD FINANCIAL STATUS: ABILITY TO SAVE

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

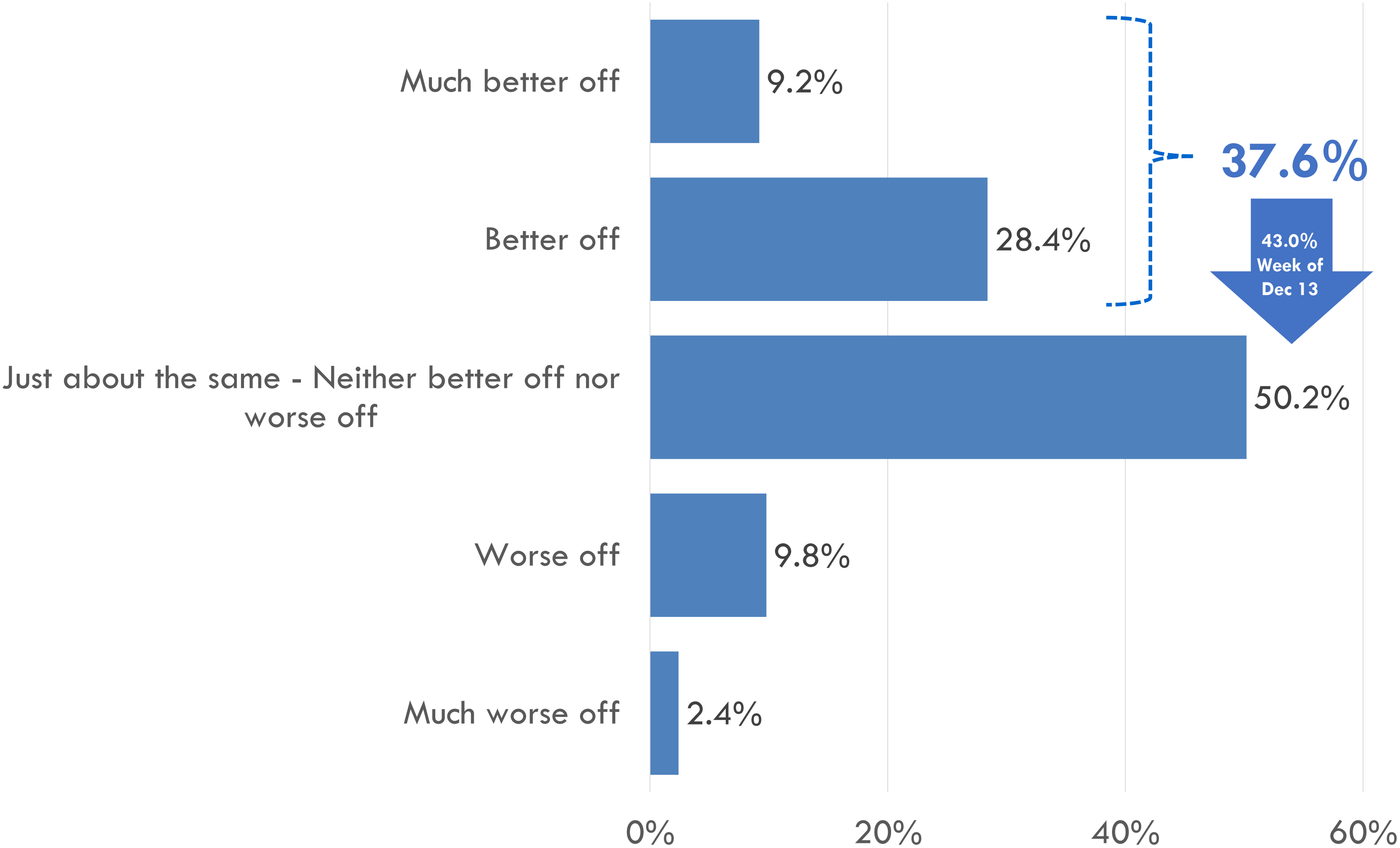
This month_____.



EXPECTATIONS FOR FUTURE FINANCES

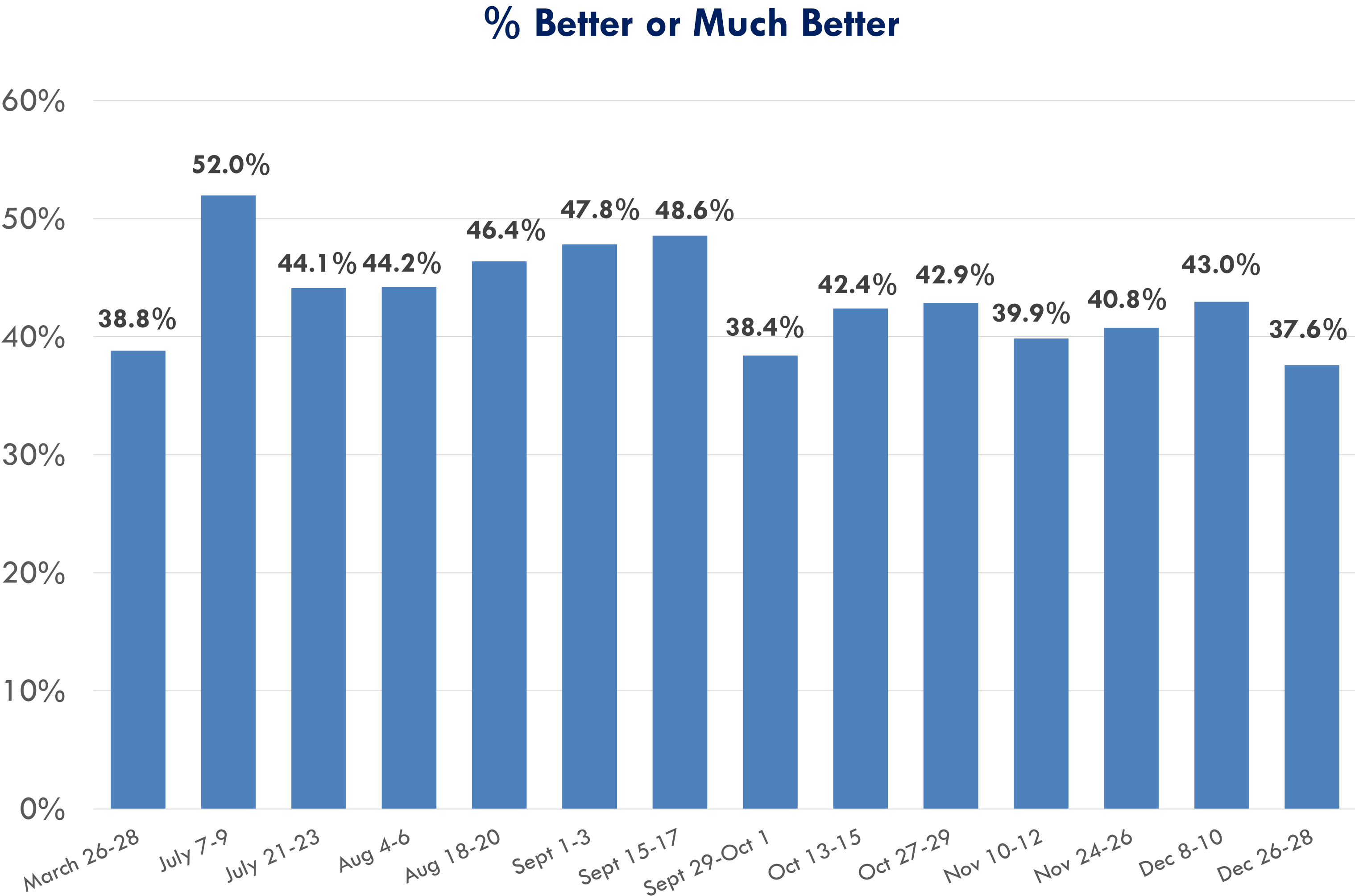
Question: LOOKING FORWARD—do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?

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



EXPECTATIONS FOR FUTURE FINANCES

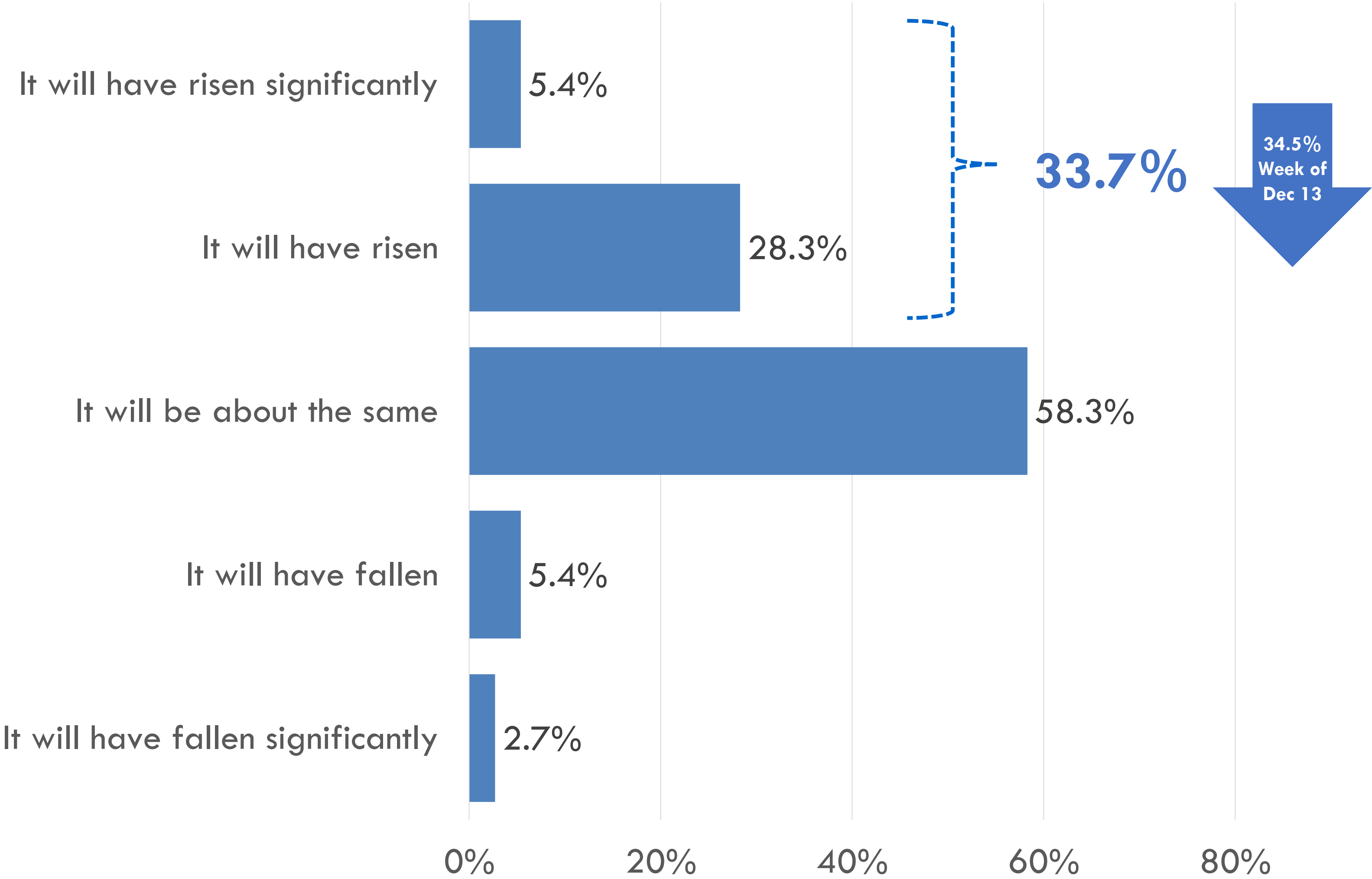
Question: LOOKING FORWARD—do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?



EXPECTATIONS FOR FUTURE INCOME

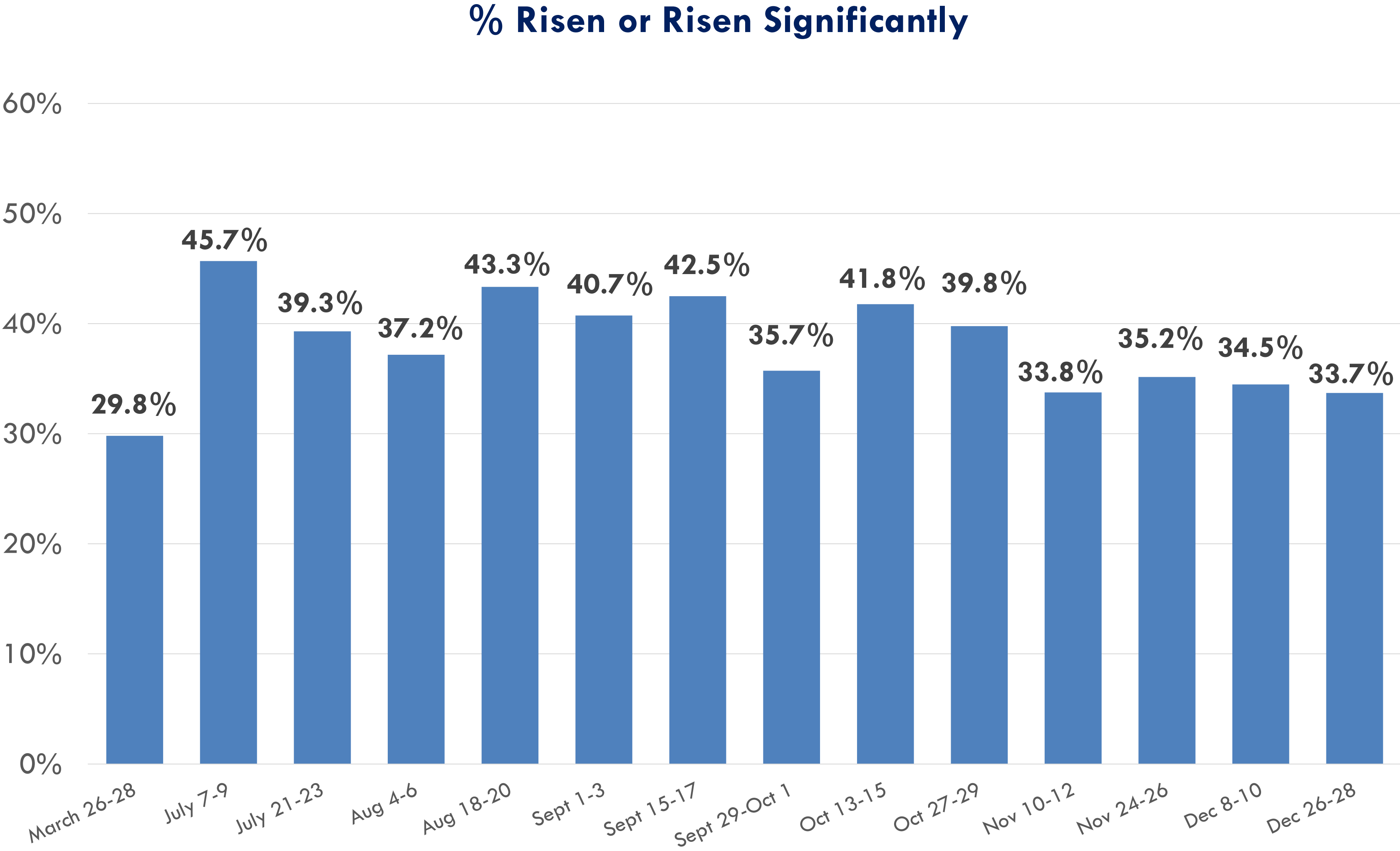
Question: LOOKING FORWARD—do you feel that six months from now your total family income will have risen or fallen or stayed about the same? (Select one)

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



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)



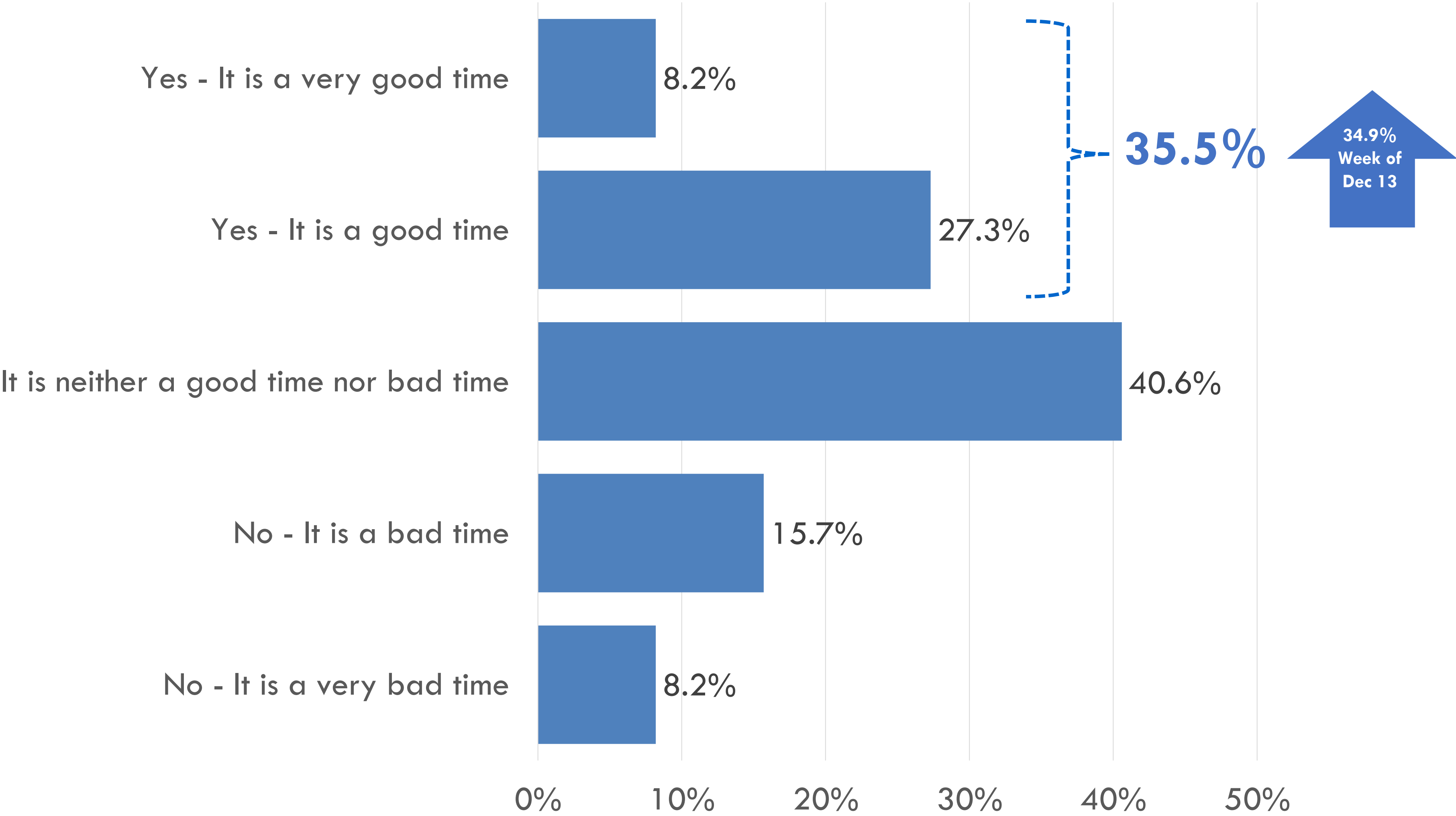
A collage of travel-related items. In the center, a glass jar with a black lid and a label that says 'TRAVEL' sits on a map. To the left, a vintage camera is partially visible. Below the jar, a small compass shows the cardinal directions. To the right, a white toy airplane is on the map. In the background, a person's hands are seen writing in a notebook and holding a smartphone. A black mug is also visible in the upper left.

TRAVEL BUDGET & TRAVEL SPENDING

IS IT A GOOD TIME TO SPEND ON TRAVEL?

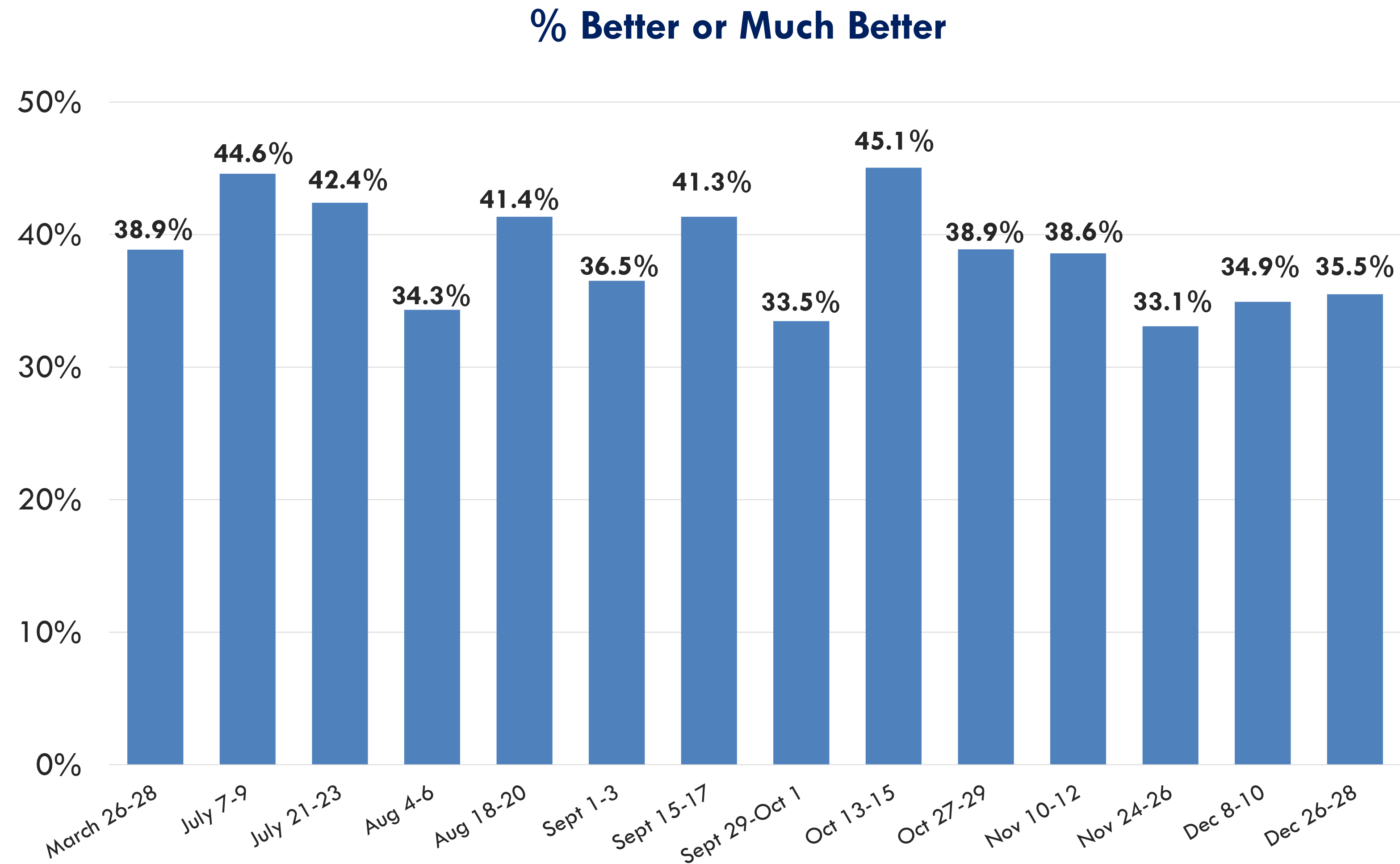
Question: Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel? (Select one)

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



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)

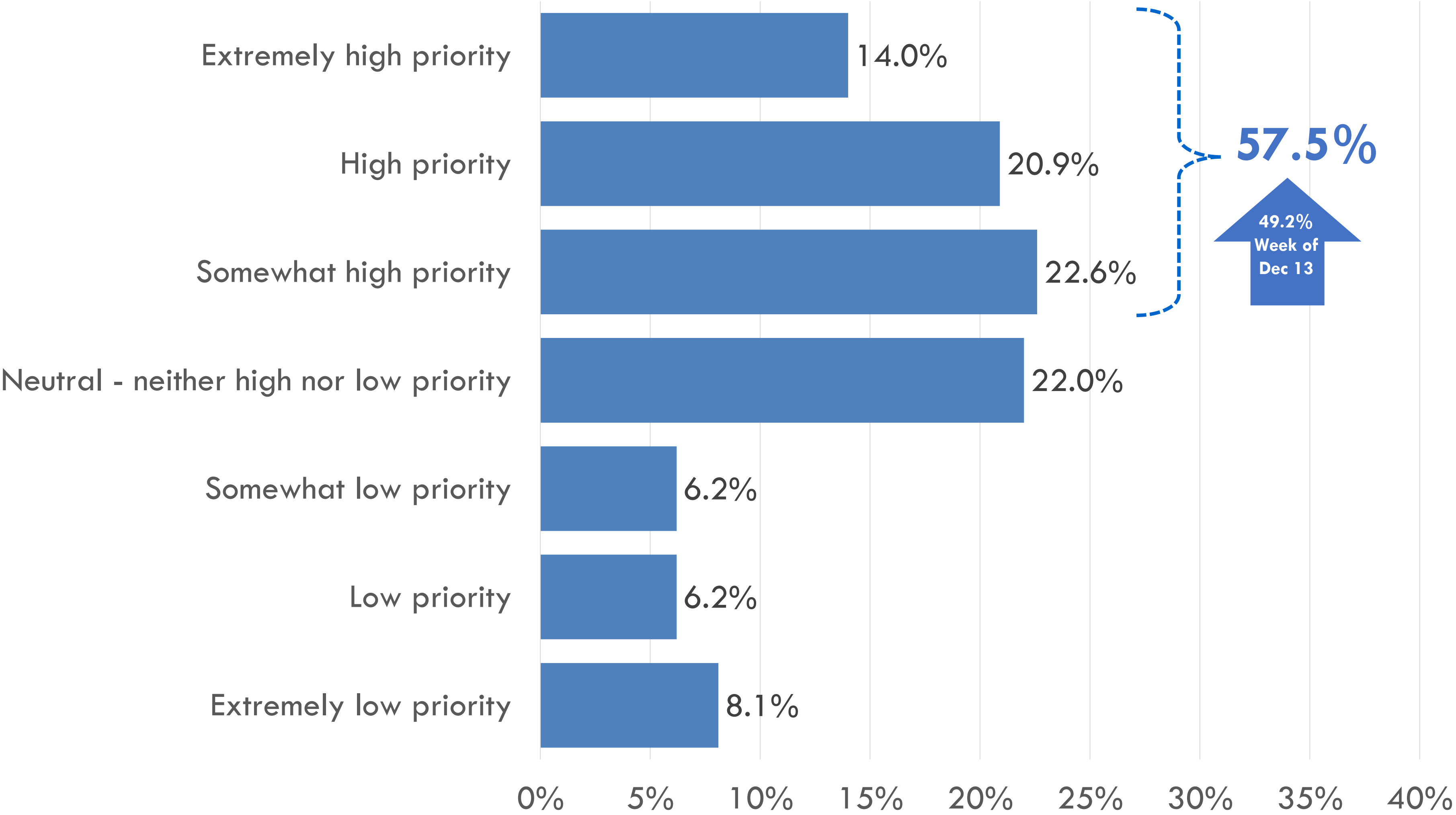


TRAVEL AS A BUDGET PRIORITY

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) _____.

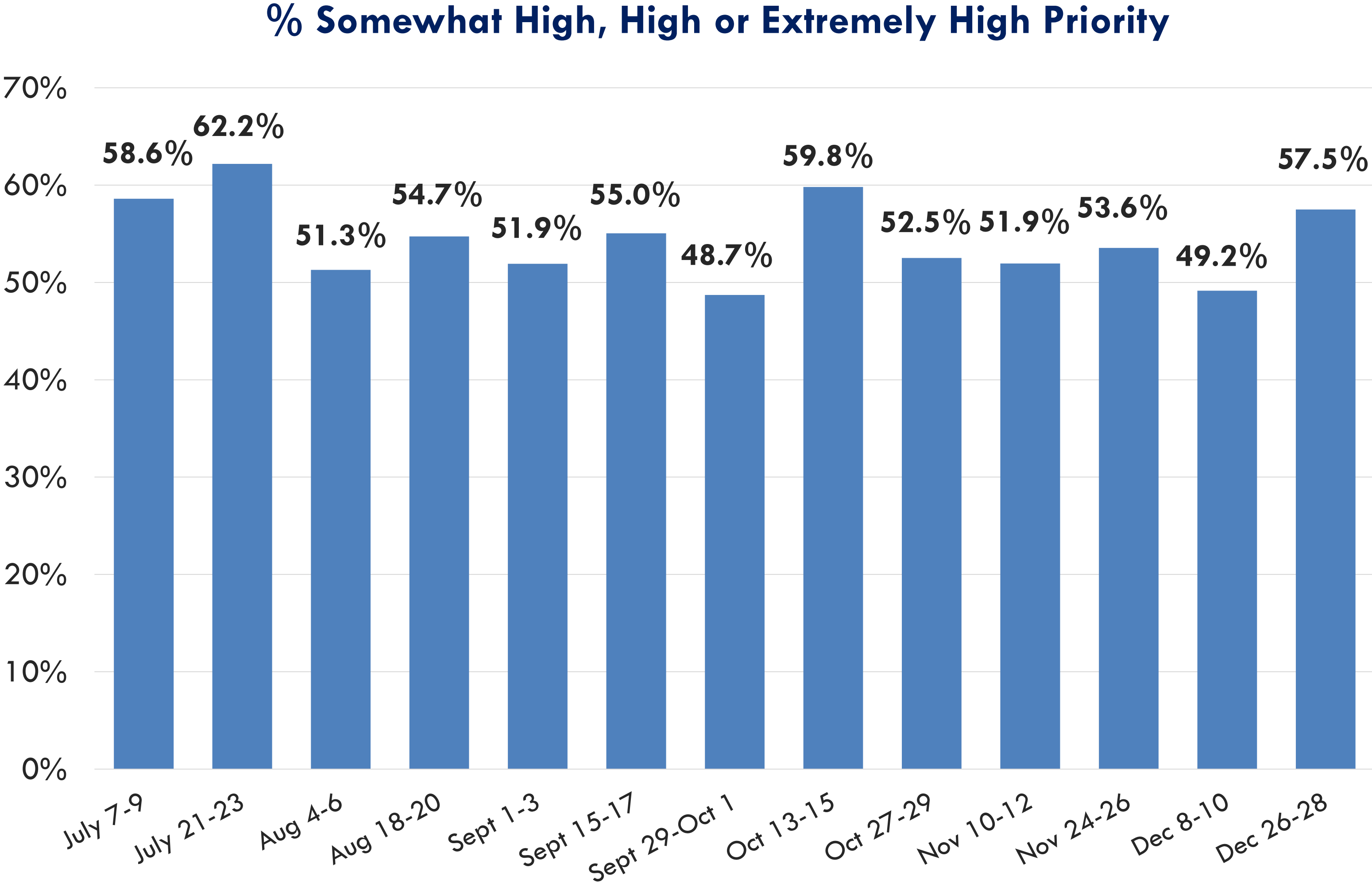
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)



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)
_____.

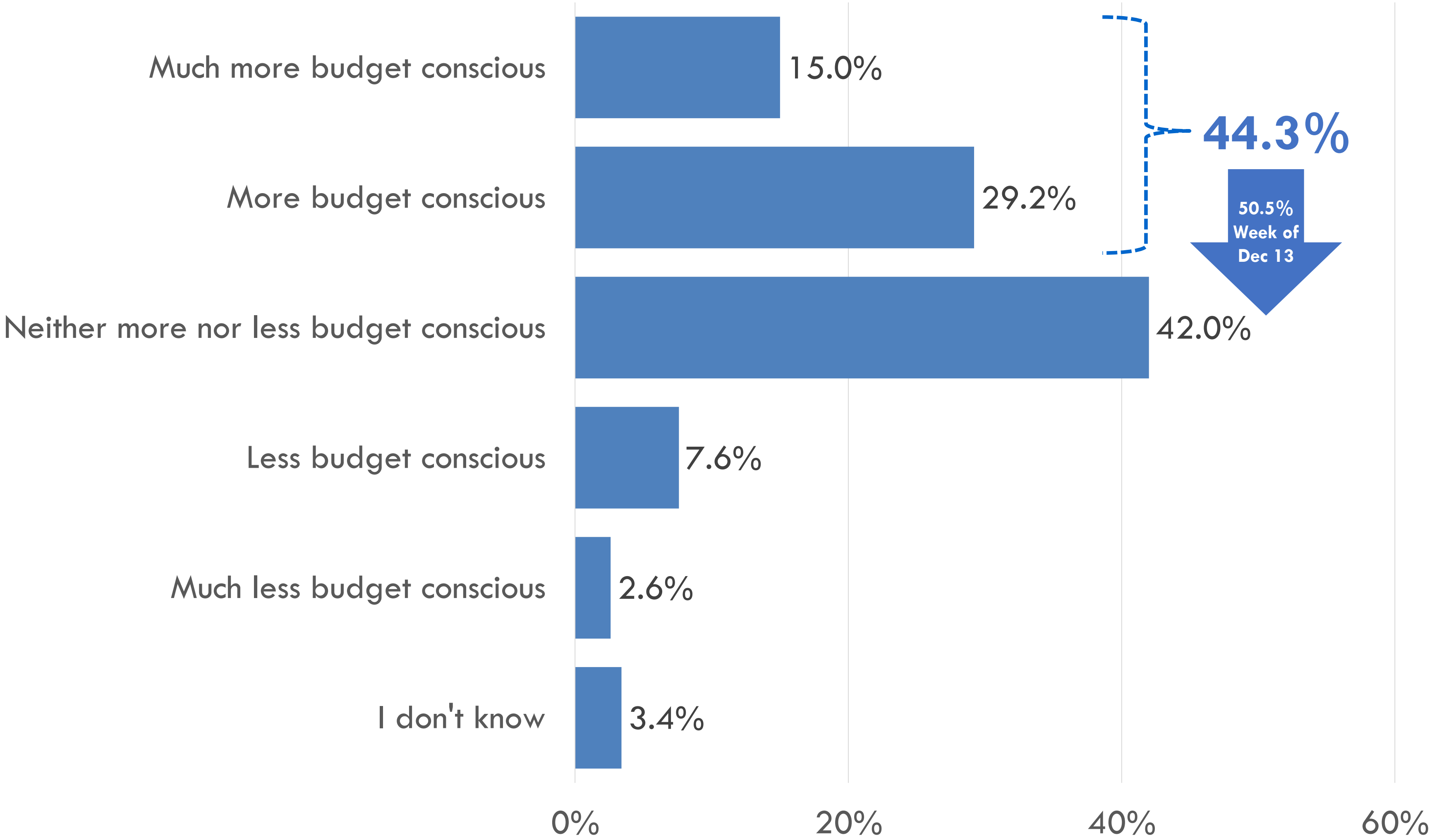


BUDGET CONSCIOUSNESS

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

I will be _____ while traveling.

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



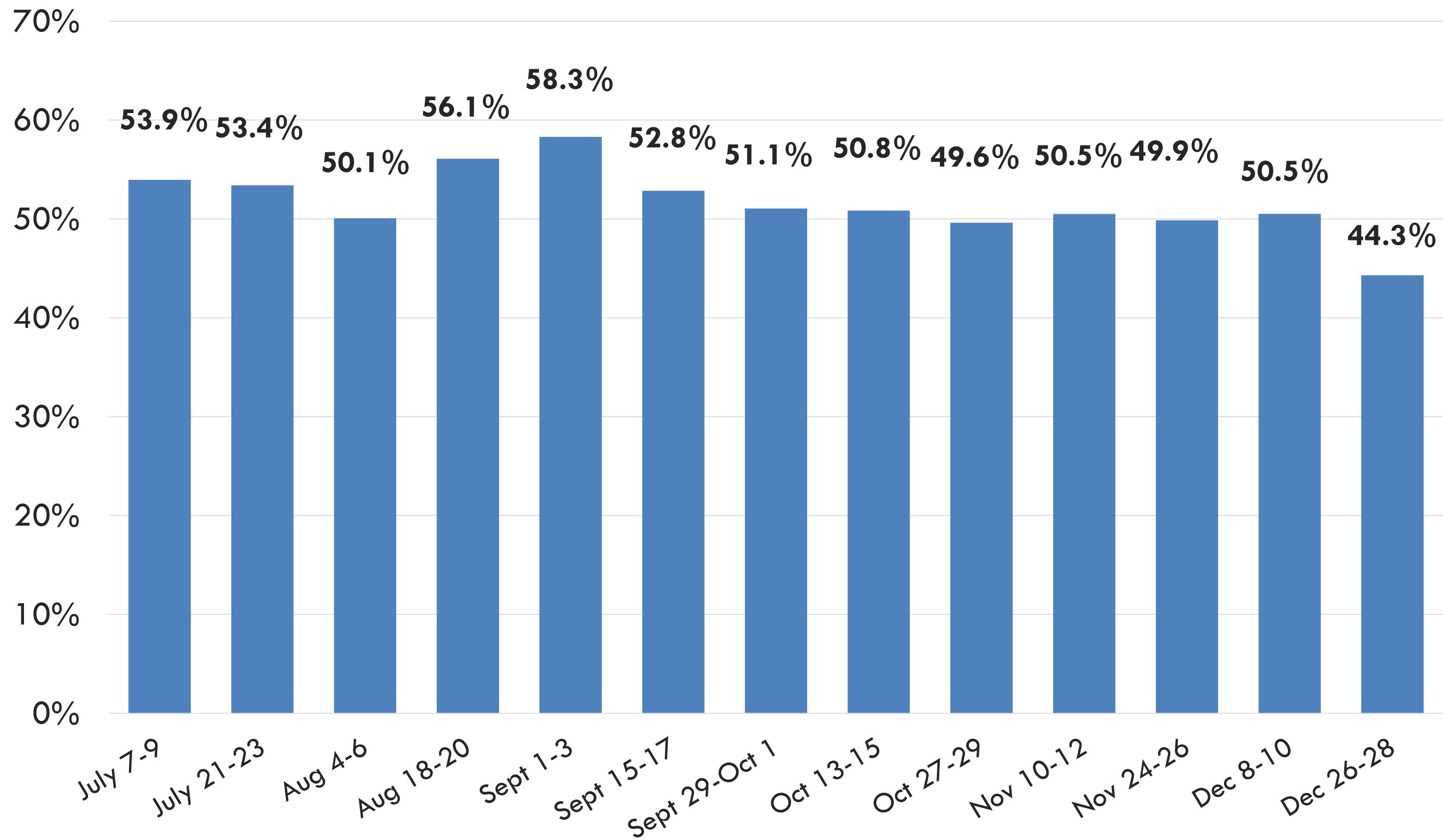
BUDGET CONSCIOUSNESS

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

I will be _____ while traveling.

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

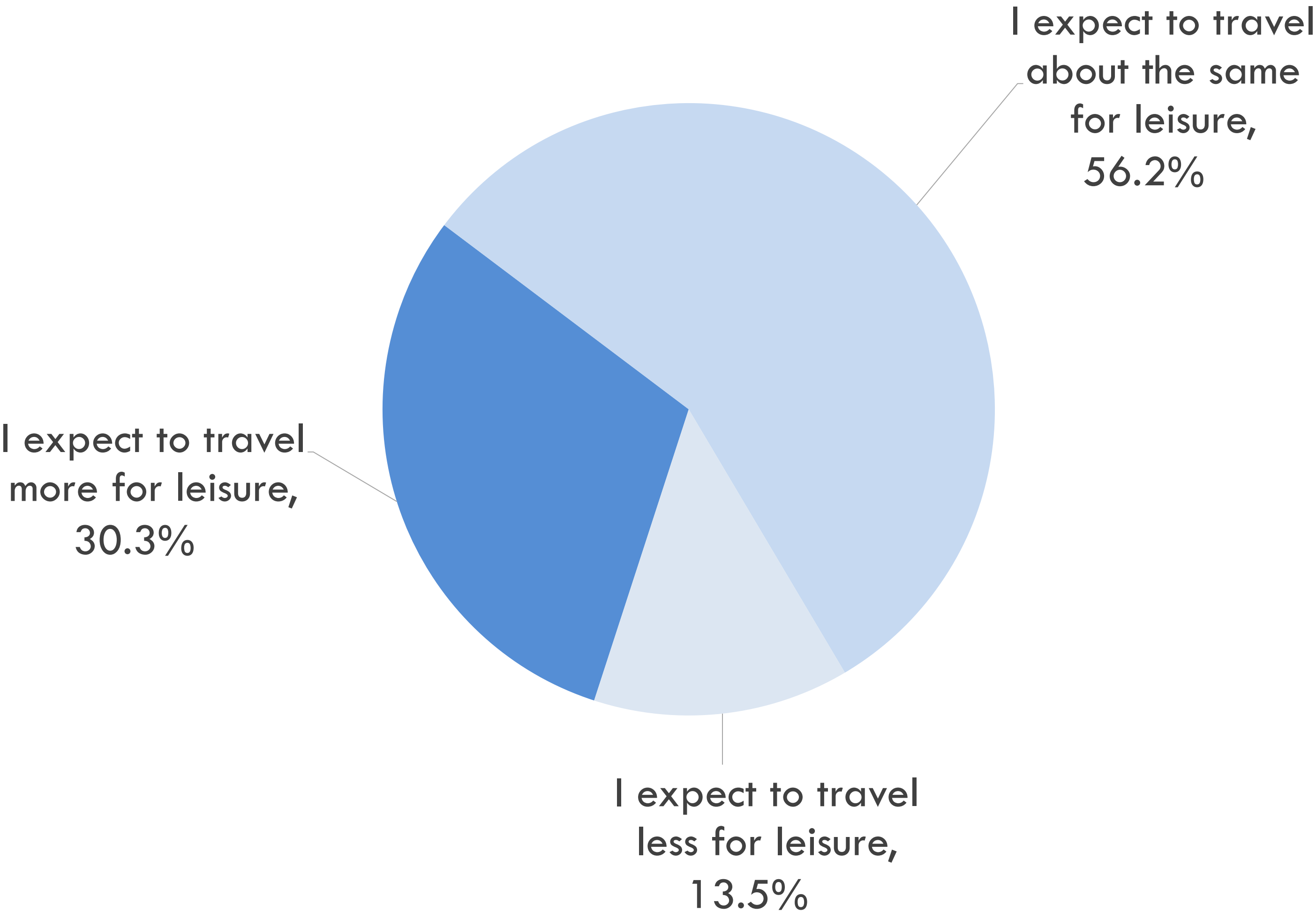
% More or Much More Budget Conscious



EXPECTATIONS FOR TRAVEL (NEXT 12 MONTHS)

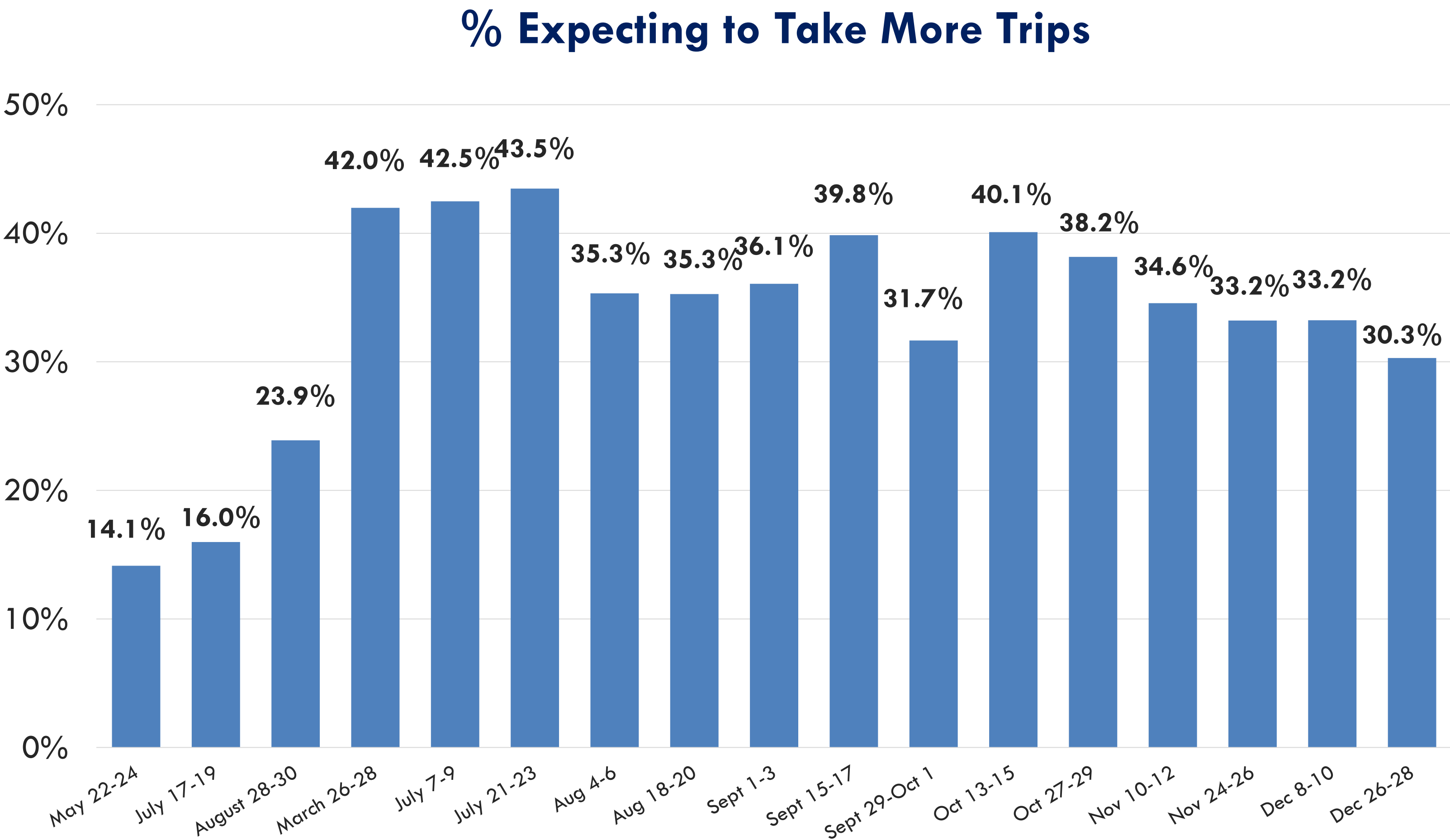
Question: In the NEXT 12 MONTHS, do you expect to travel more or less for leisure than you did in the most recent 12-month period? (Select one)

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



EXPECTATIONS FOR TRAVEL (NEXT 12 MONTHS)

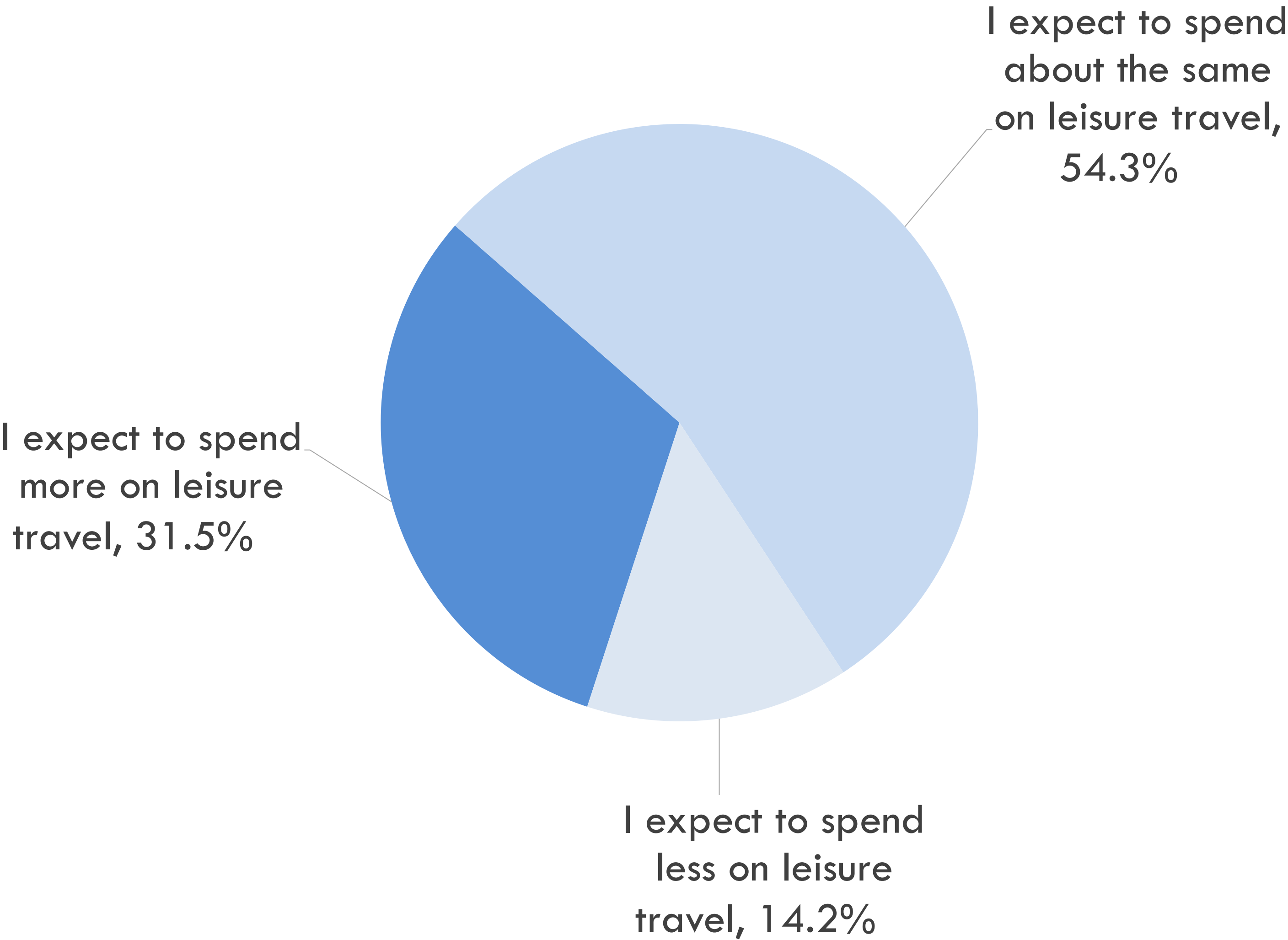
Question: In the NEXT 12 MONTHS, do you expect to travel more or less for leisure than you did in the most recent 12-month period? (Select one)



EXPECTATIONS FOR TRAVEL SPENDING (NEXT 12 MONTHS)

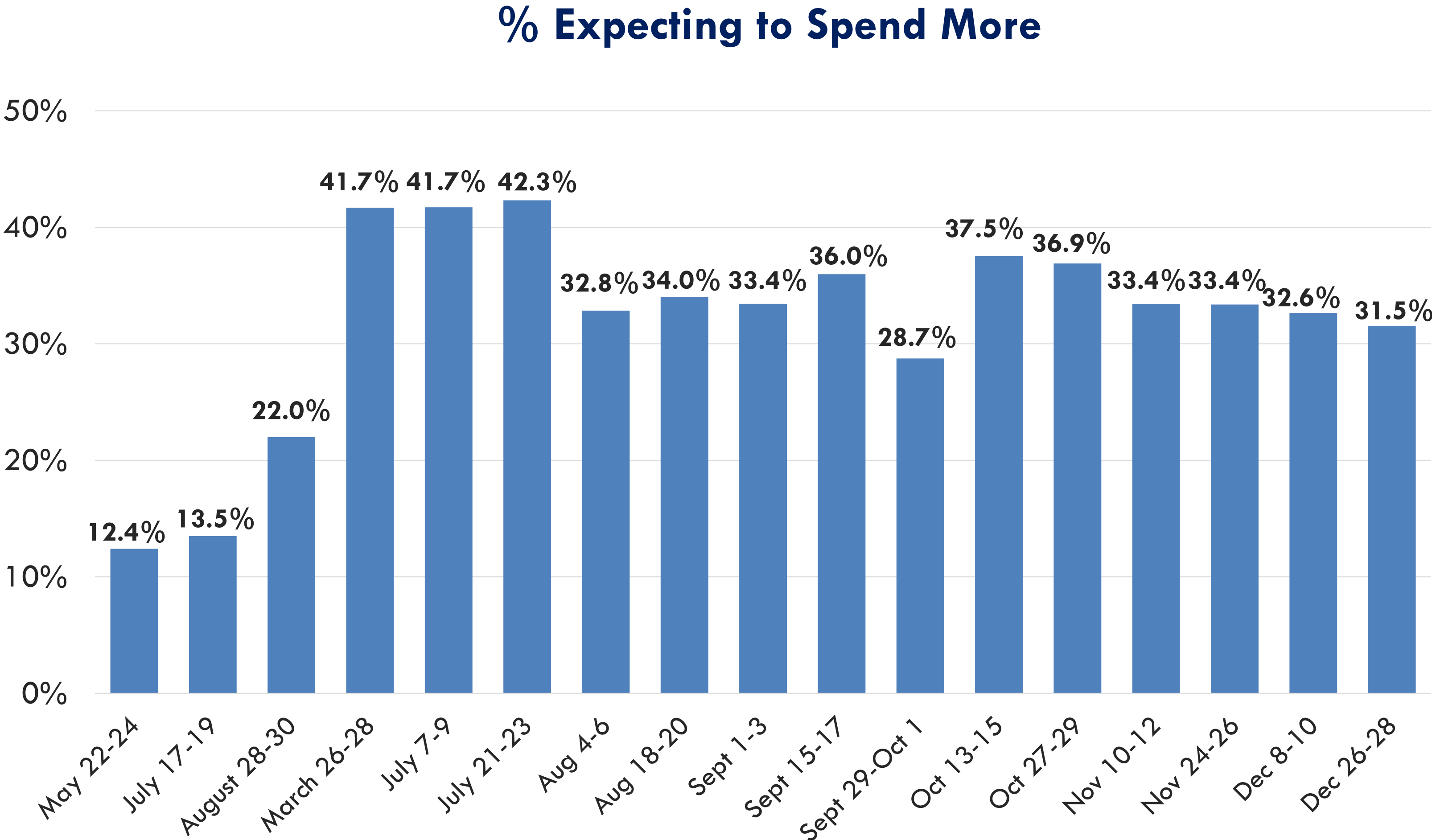
Question: In the NEXT 12 MONTHS, do you expect to spend more or less for leisure travel than you did in the most recent 12-month period? (Select one)

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



EXPECTATIONS FOR TRAVEL SPENDING (NEXT 12 MONTHS)

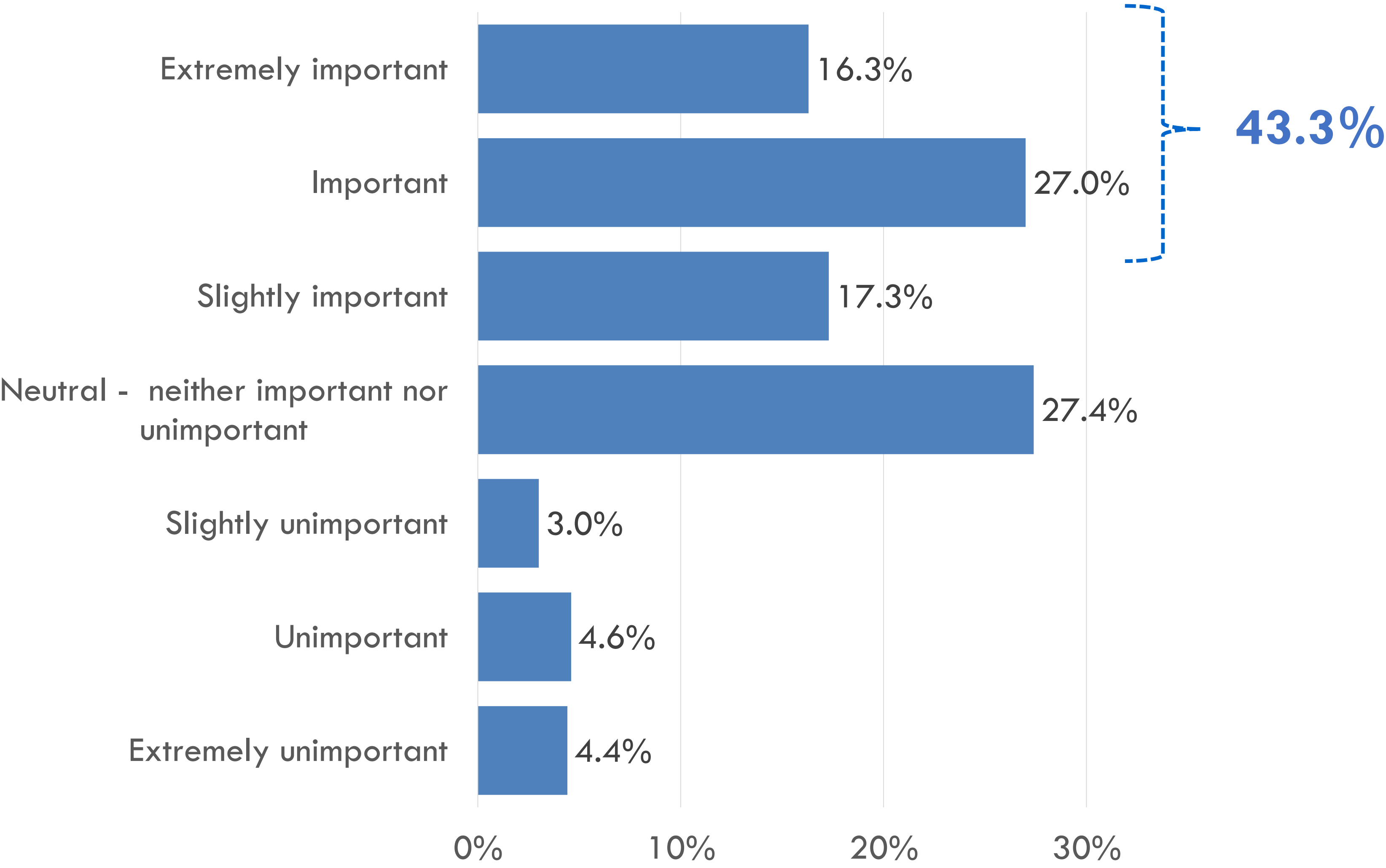
Question: In the NEXT 12 MONTHS, do you expect to spend more or less for leisure travel than you did in the most recent 12-month period?
(Select one)



IMPORTANCE OF TRAVEL REWARDS PROGRAMS

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

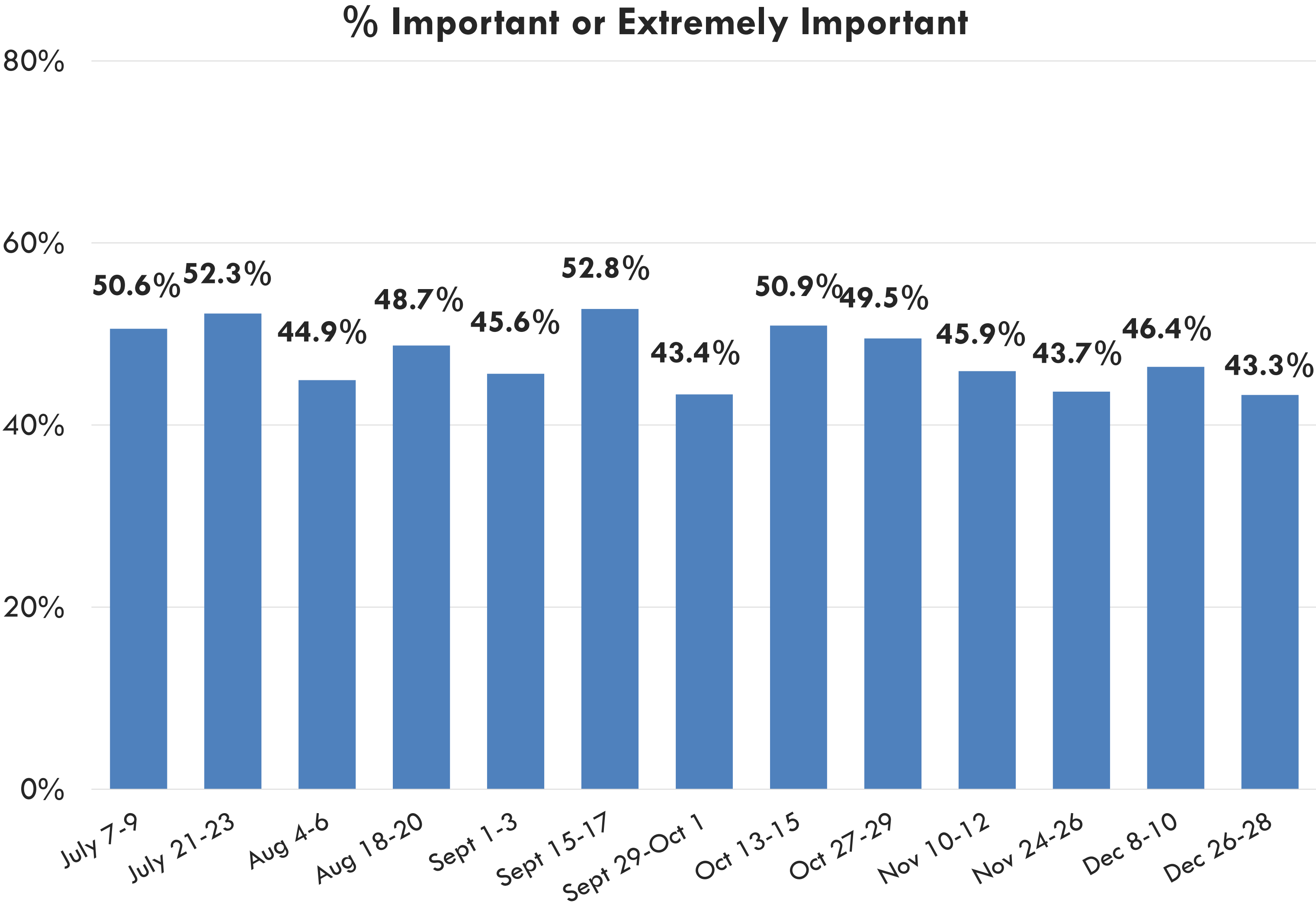
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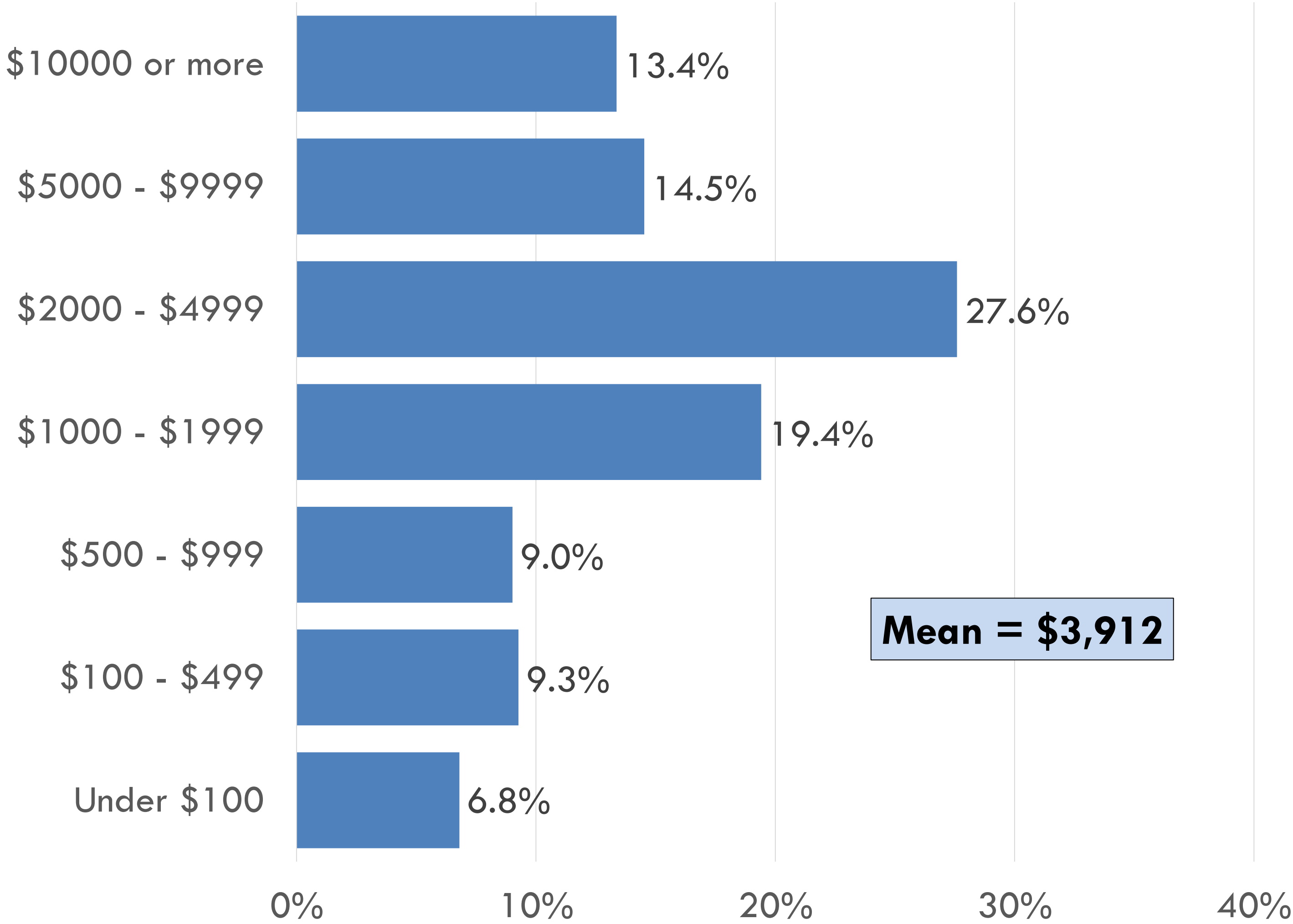


MAXIMUM TRAVEL SPENDING: NEXT 12 MONTHS

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

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

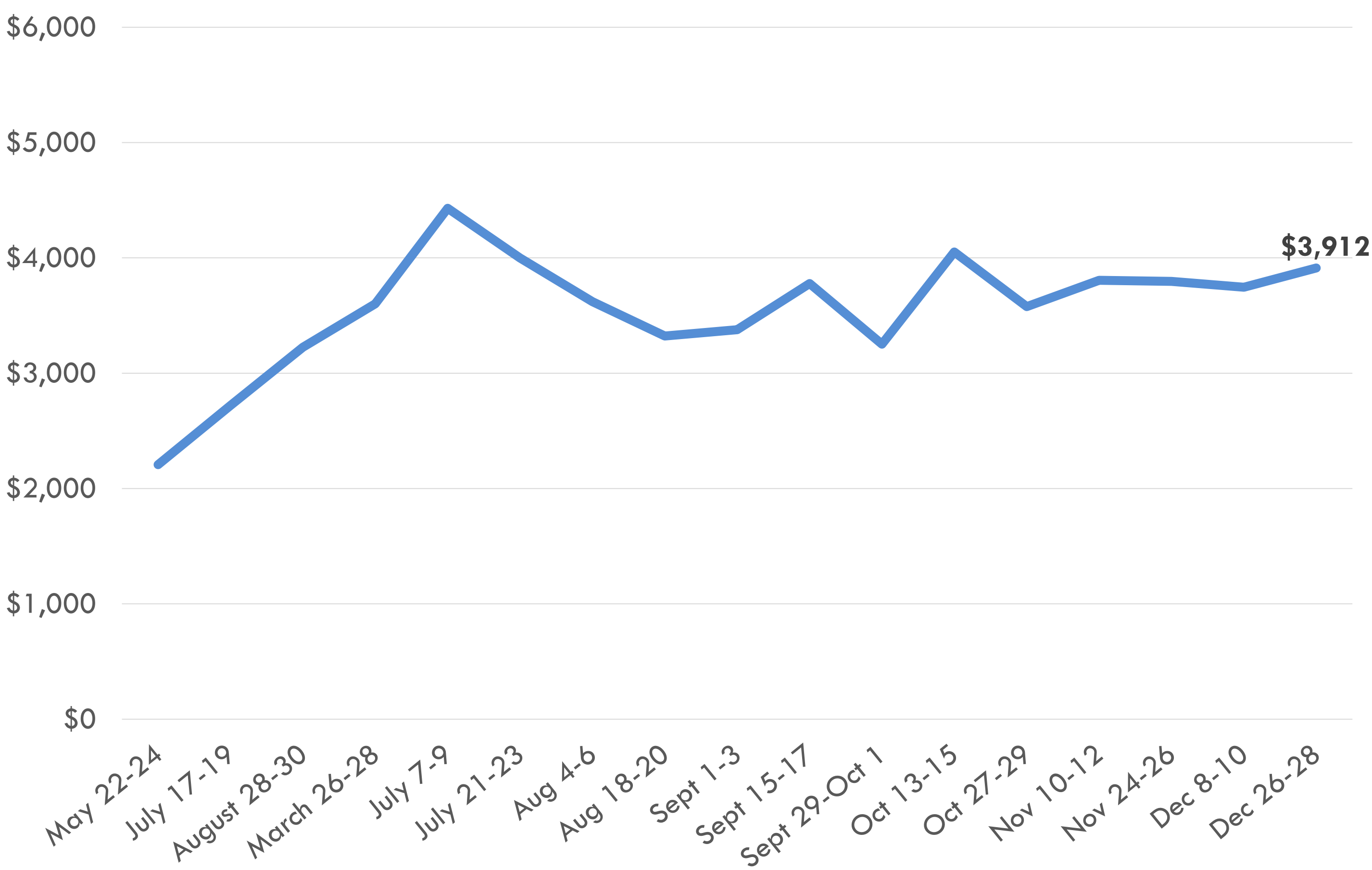
(Base: Wave 81 data. All respondents, 1,205 completed surveys. Data collected December 26-28, 2021)



MAXIMUM TRAVEL SPENDING: NEXT 12 MONTHS

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

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



HIGH TRAVEL PRICES

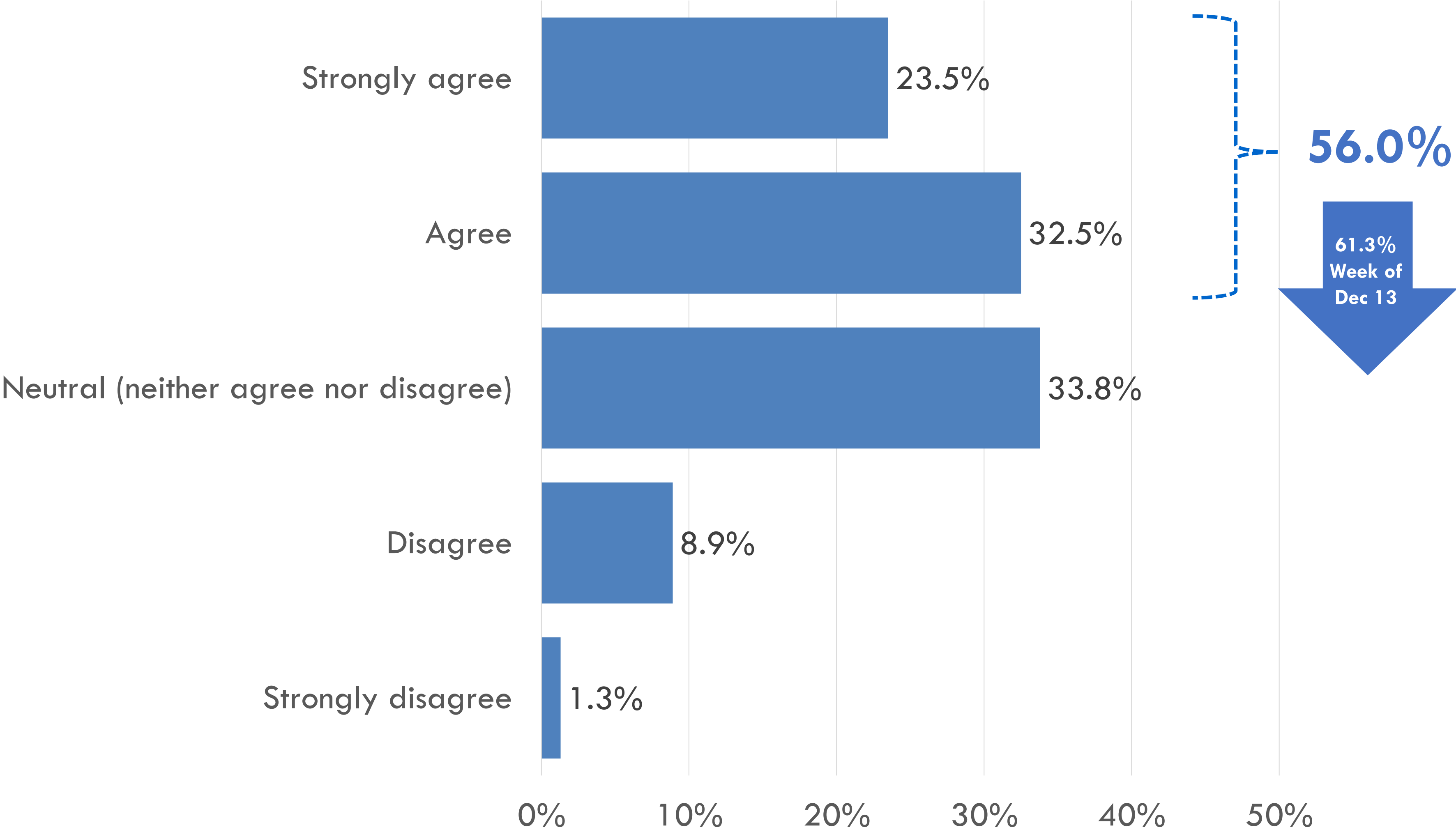


TRAVEL PRICES BEING TOO HIGH RIGHT NOW

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

Travel prices are generally too high right now.

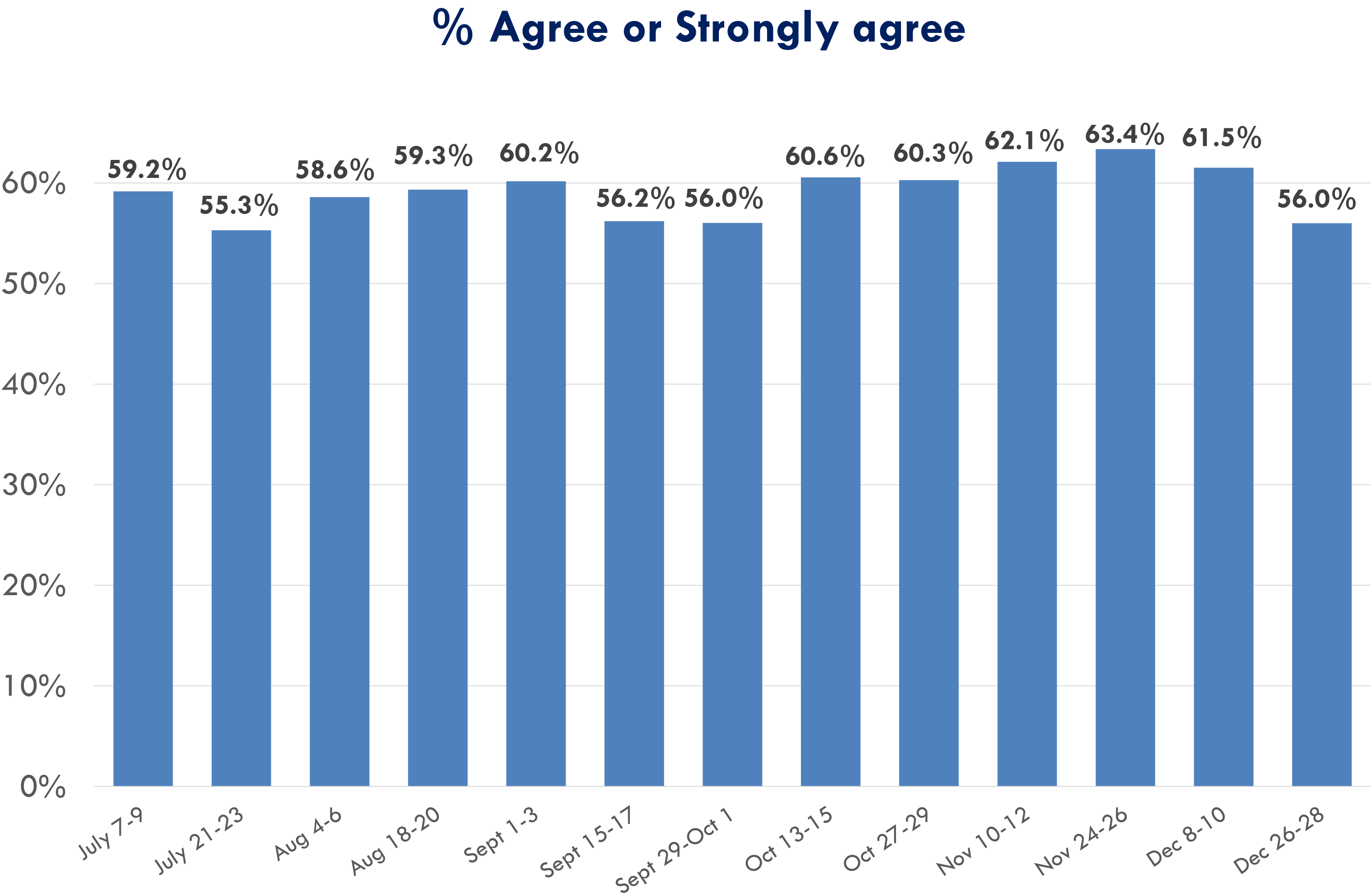
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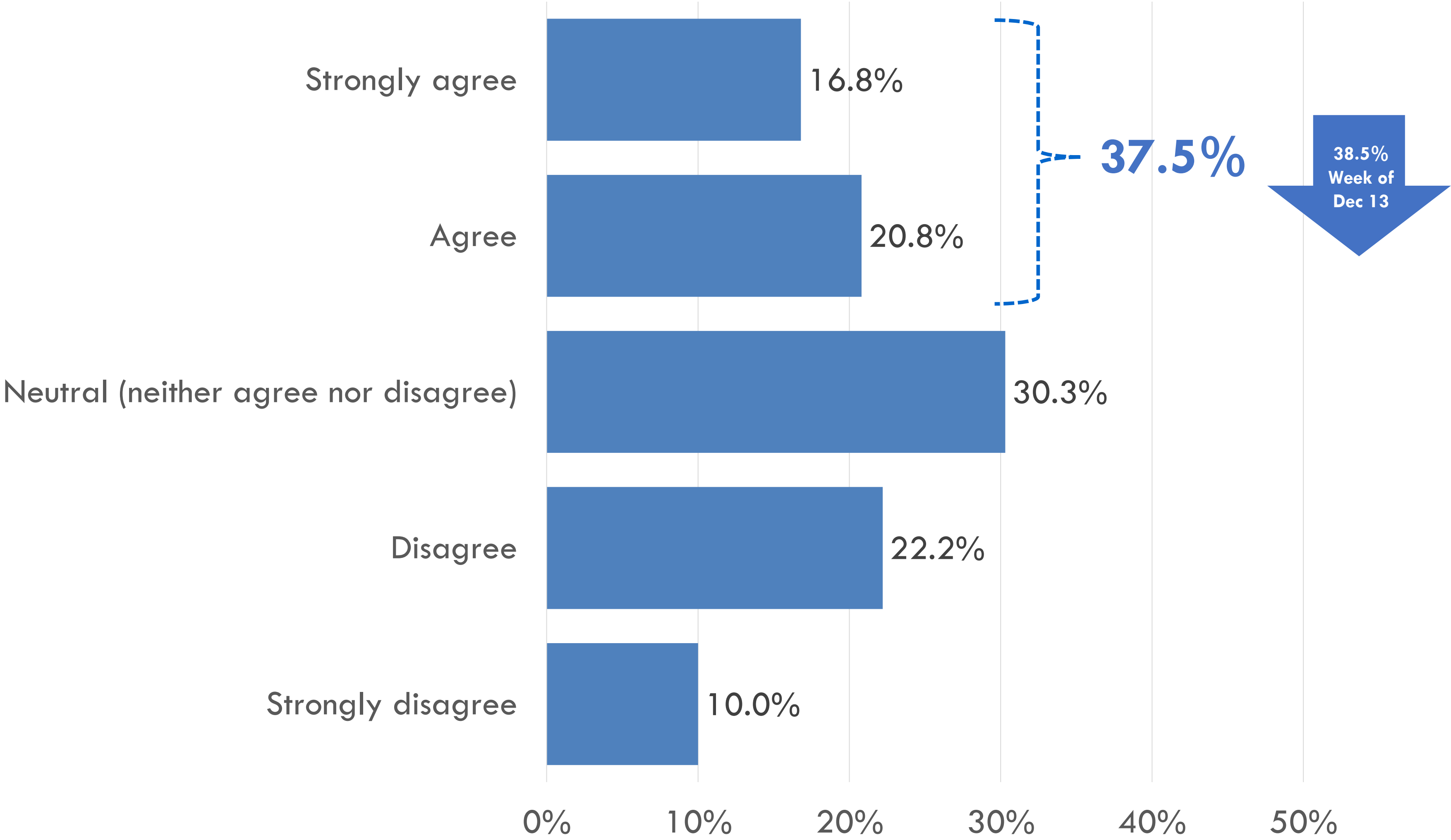


PRICES AS AN IMPEDIMENT TO TRAVEL

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

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

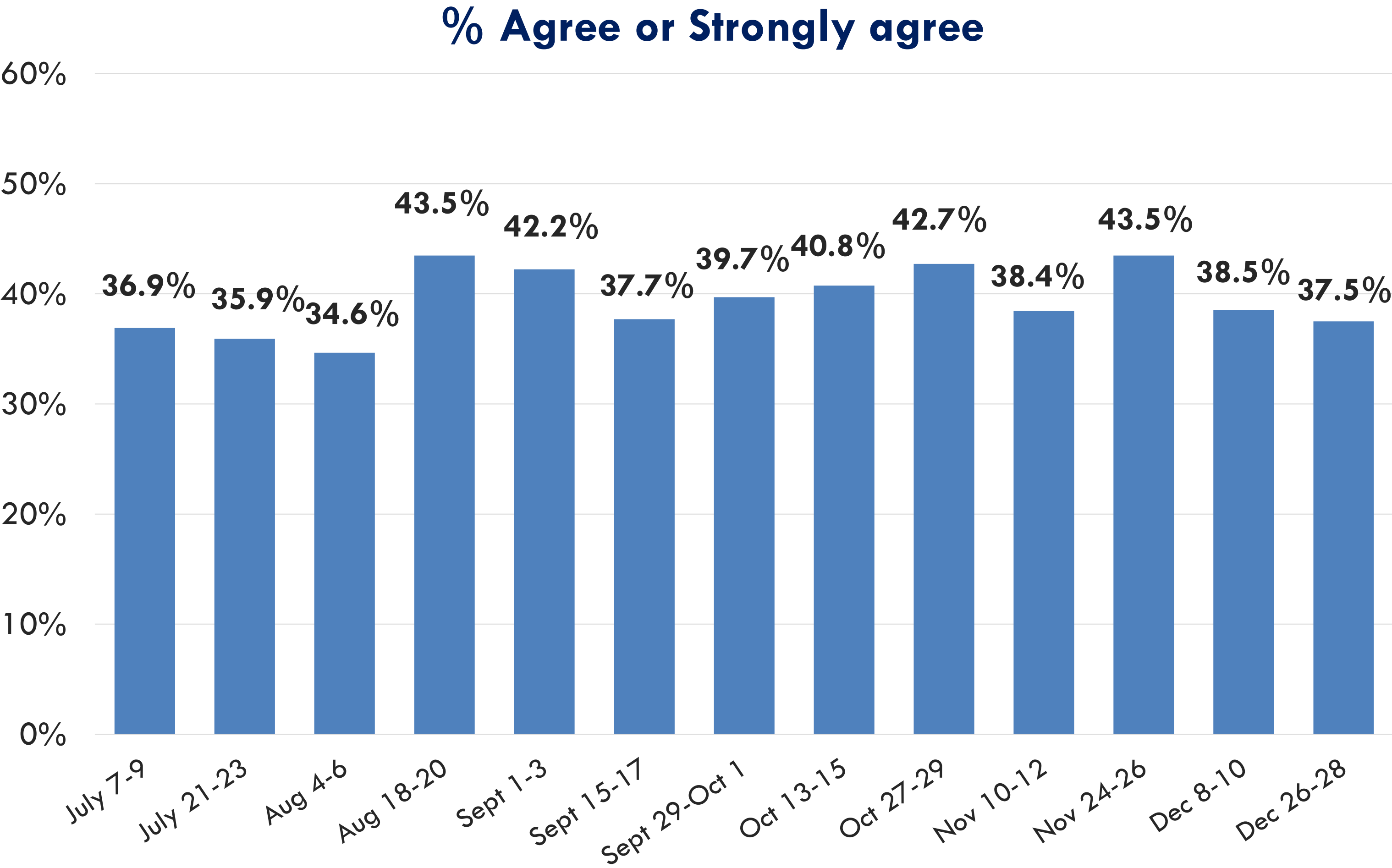
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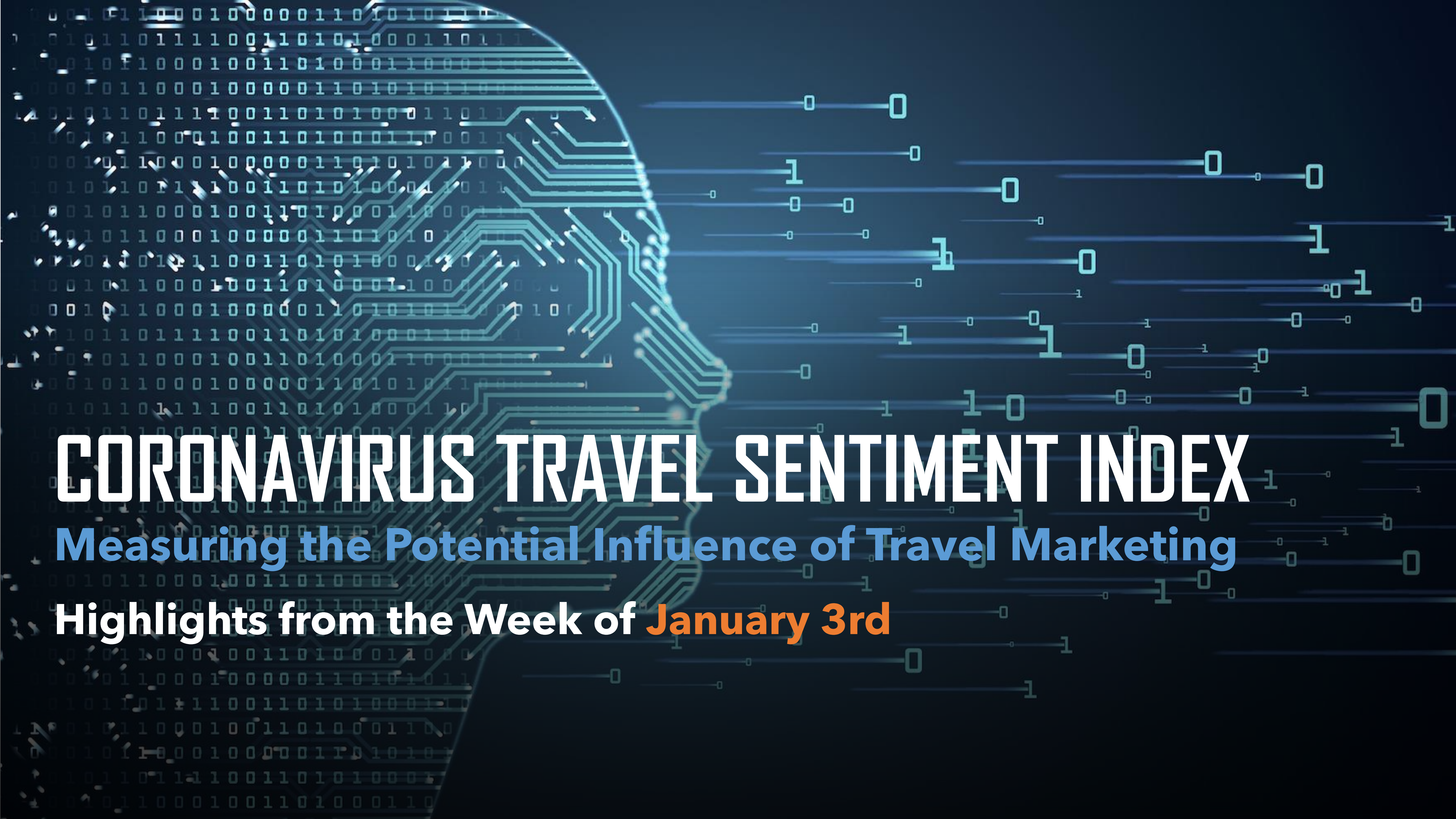


PRICES AS AN IMPEDIMENT TO TRAVEL

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

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





CORONAVIRUS TRAVEL SENTIMENT INDEX

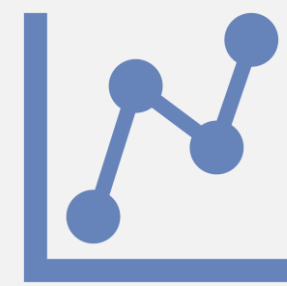
Measuring the Potential Influence of Travel Marketing

Highlights from the Week of **January 3rd**

What is a Predictive Index?



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



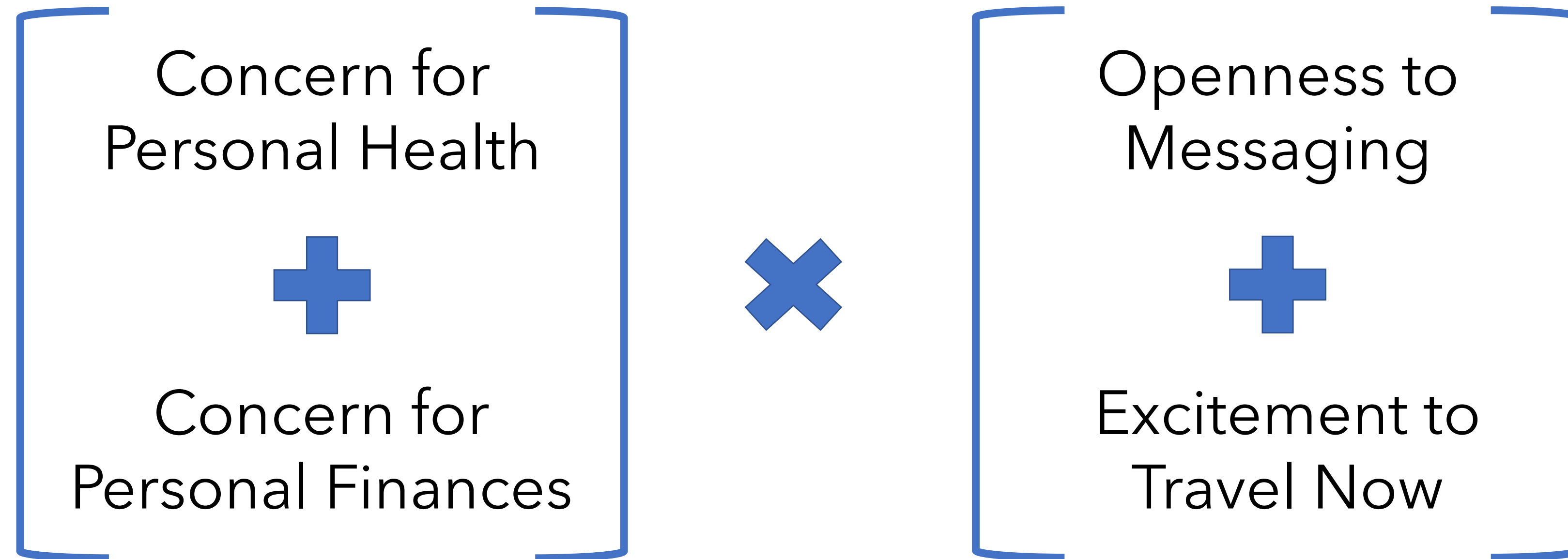
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.



The goals are to identify:

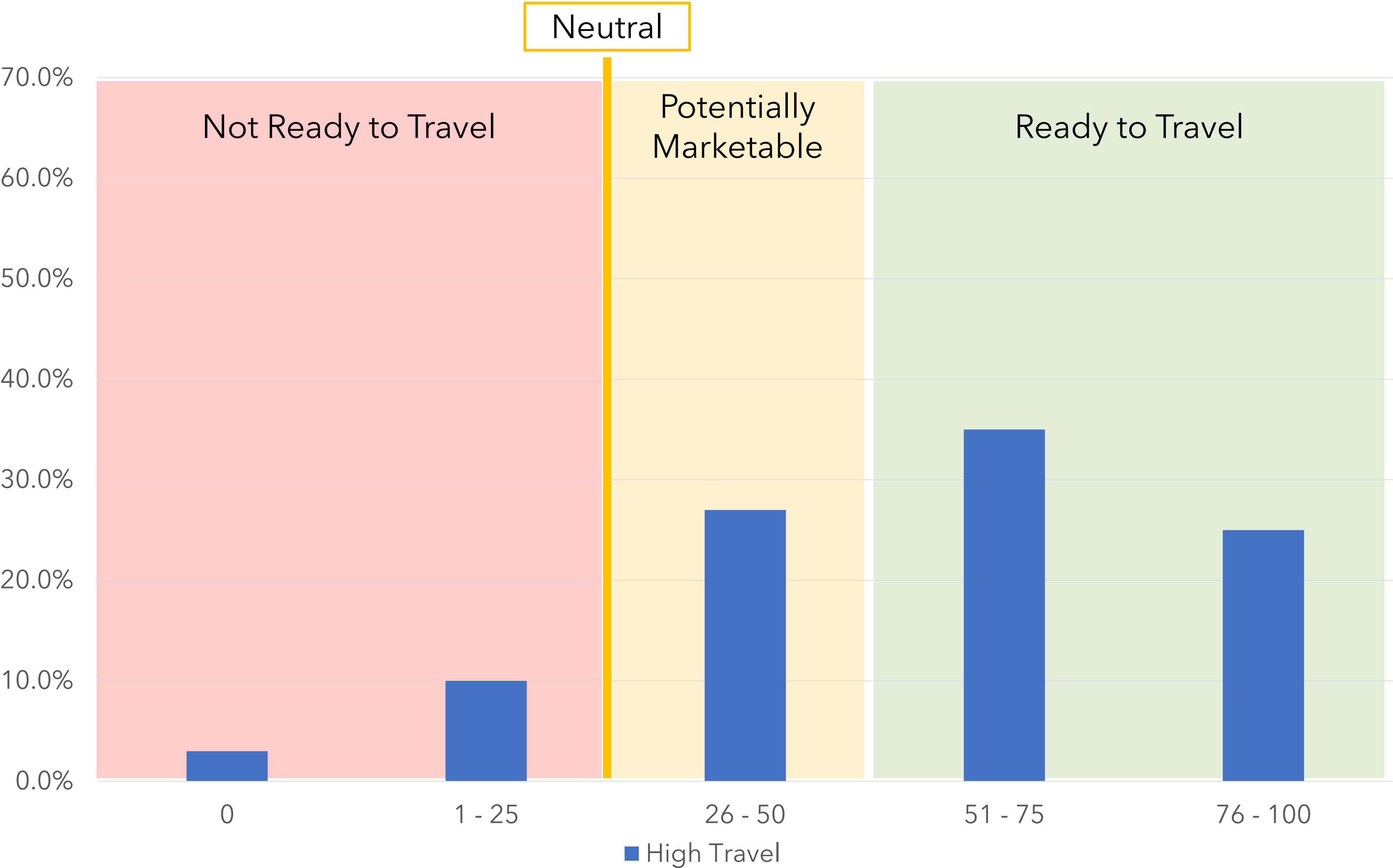
- WHO are the traveler segments that appear receptive to travel marketing and
- WHEN will they be ready to travel

Predictive Index Formula



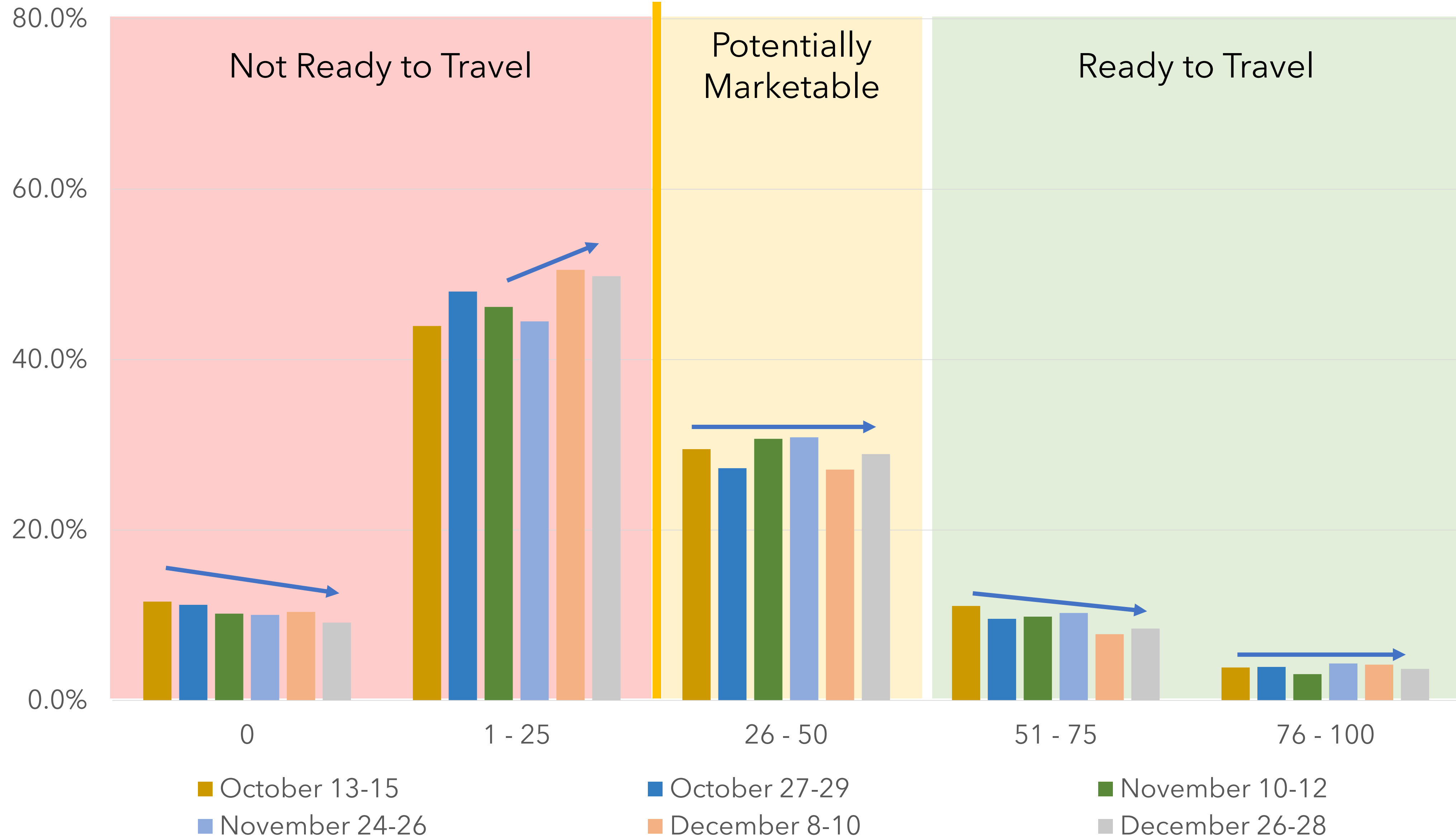
*Normalized to a 100pt scale

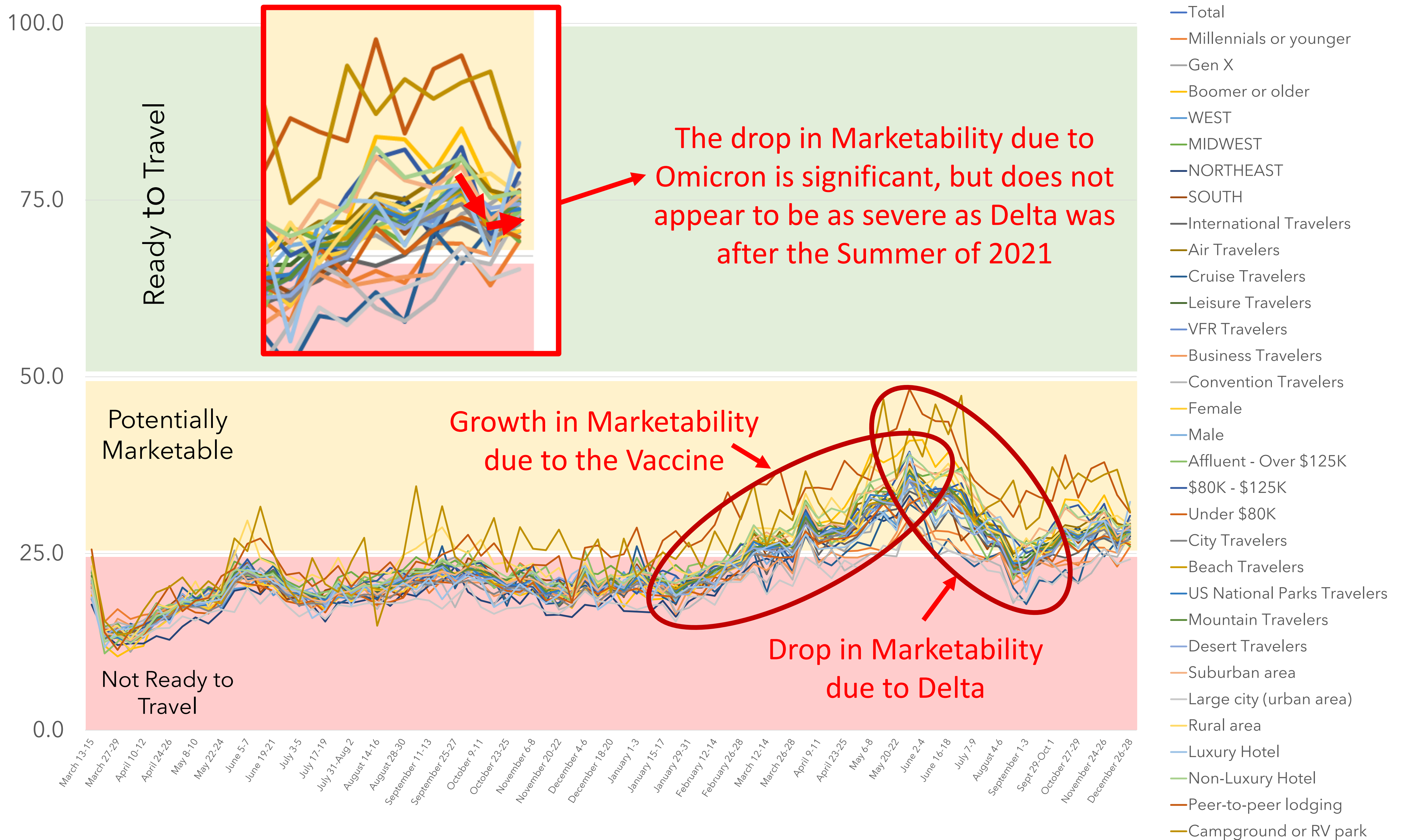
Healthy Travel Outlook

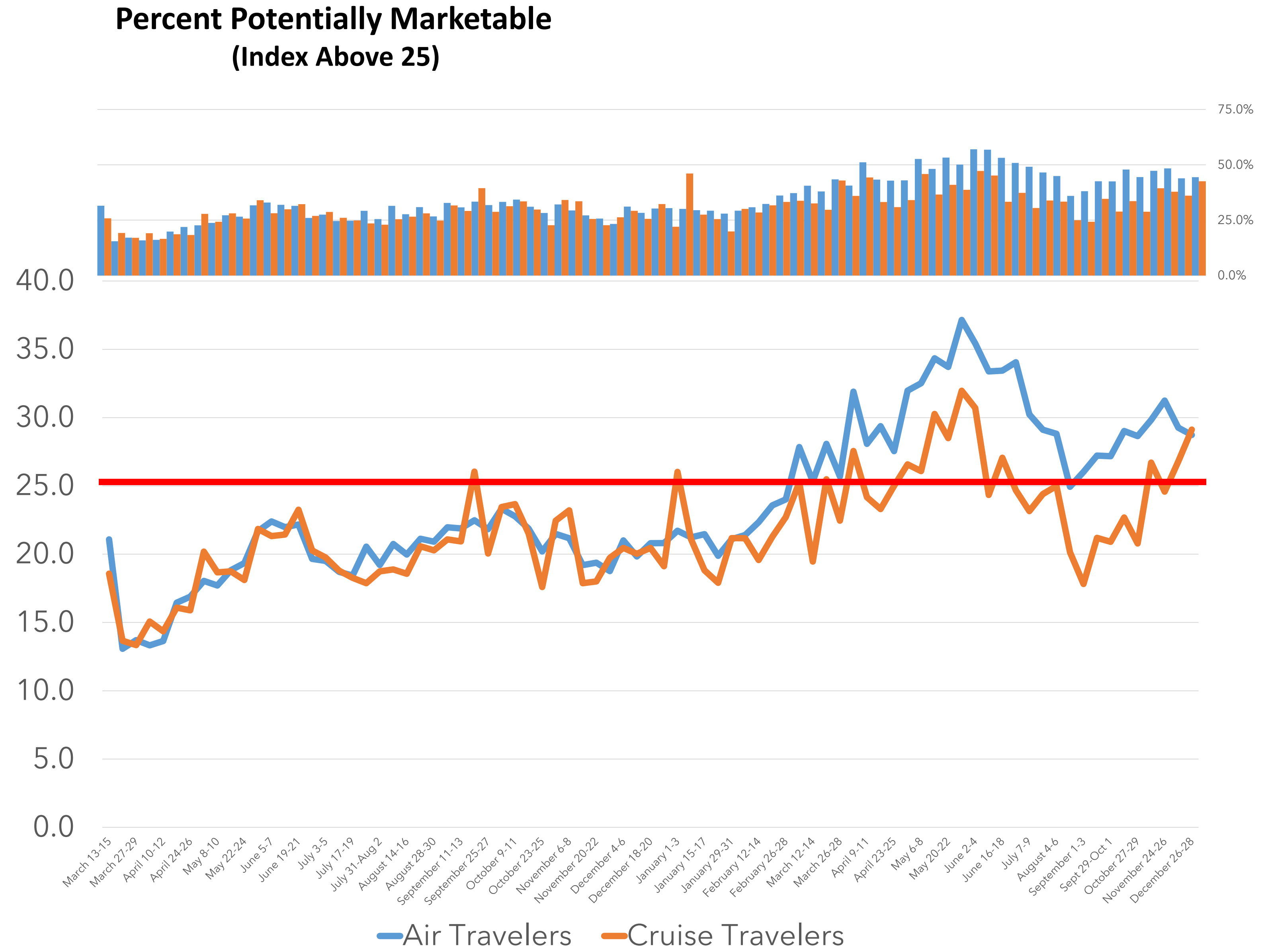
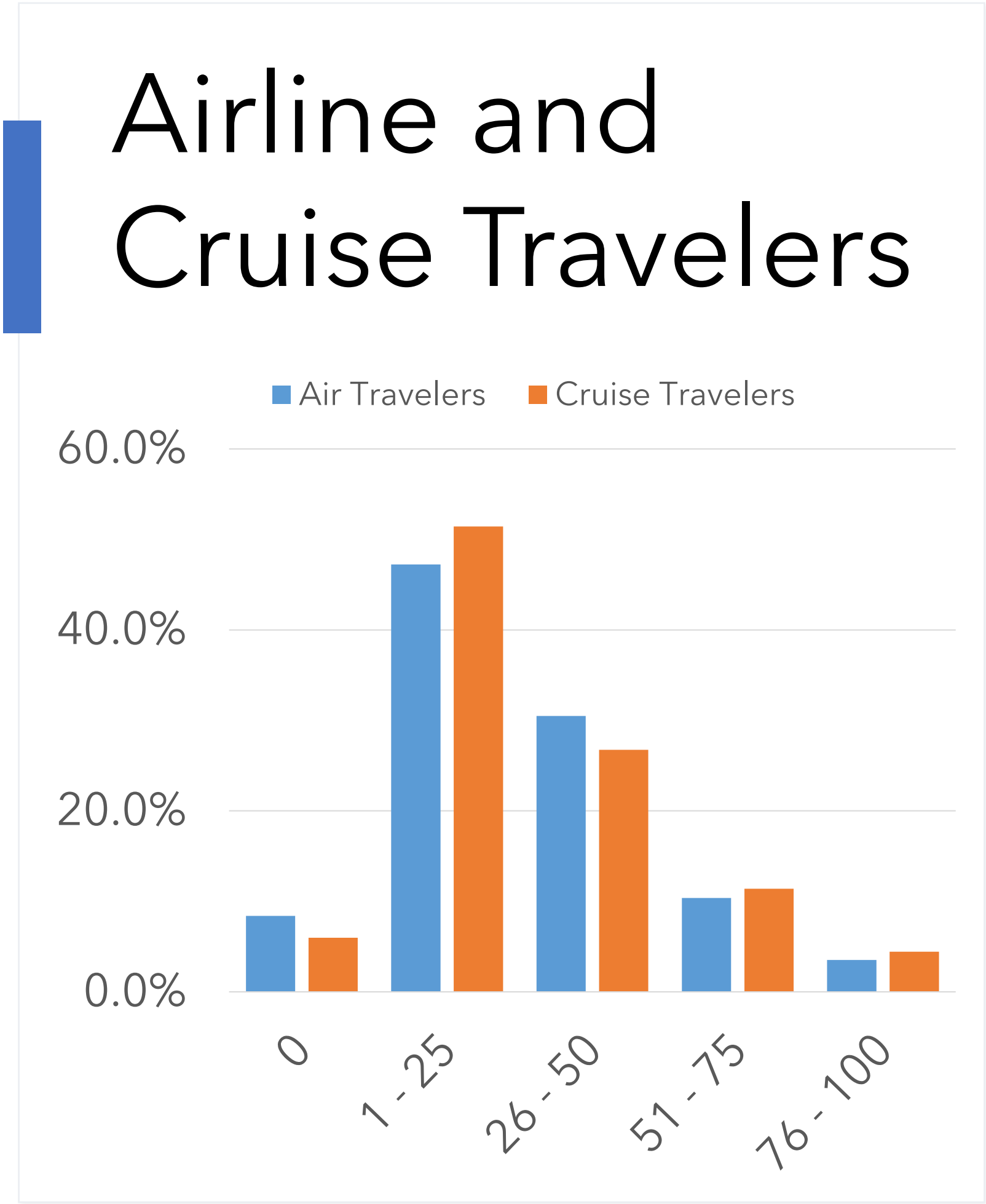


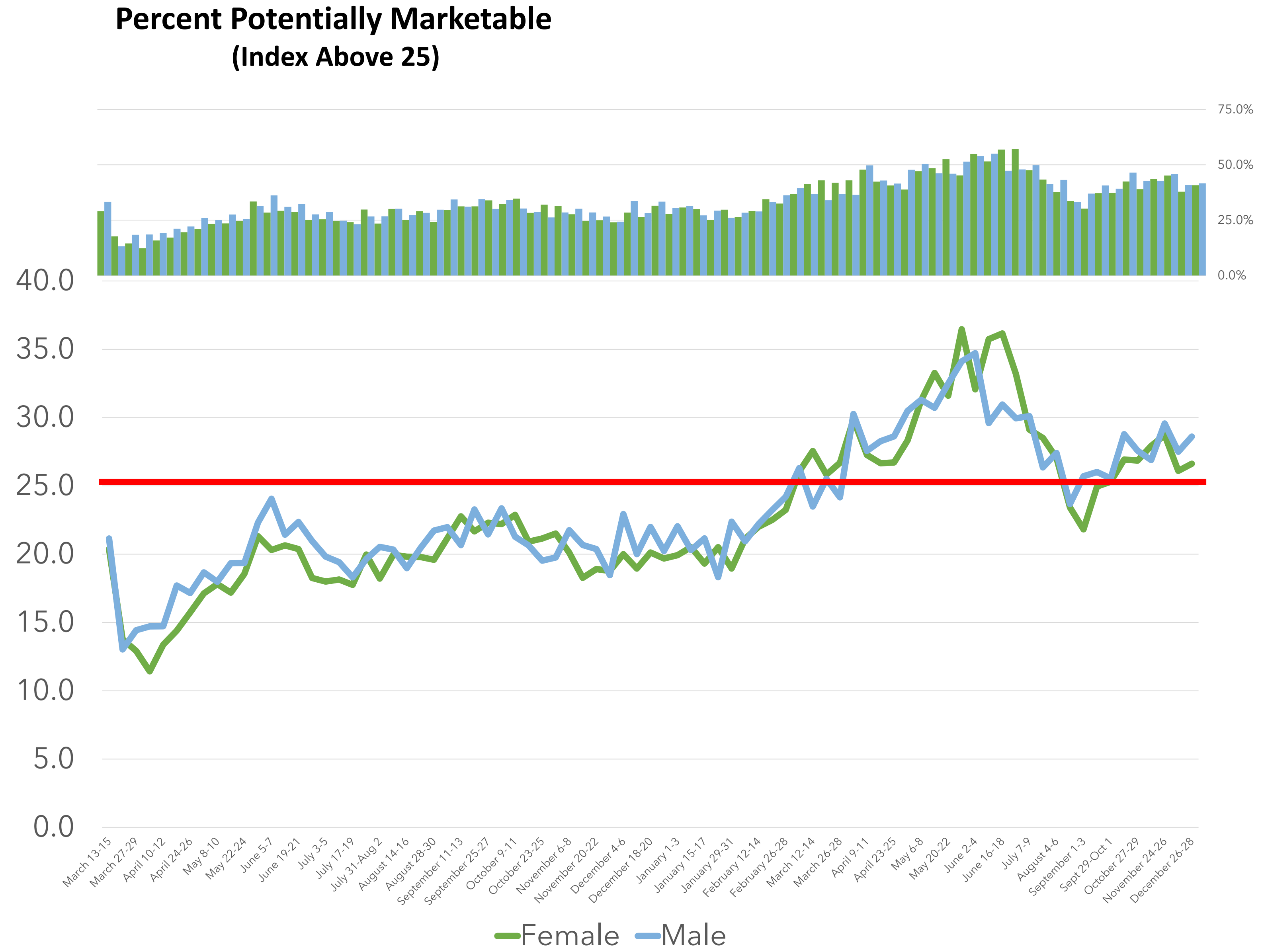
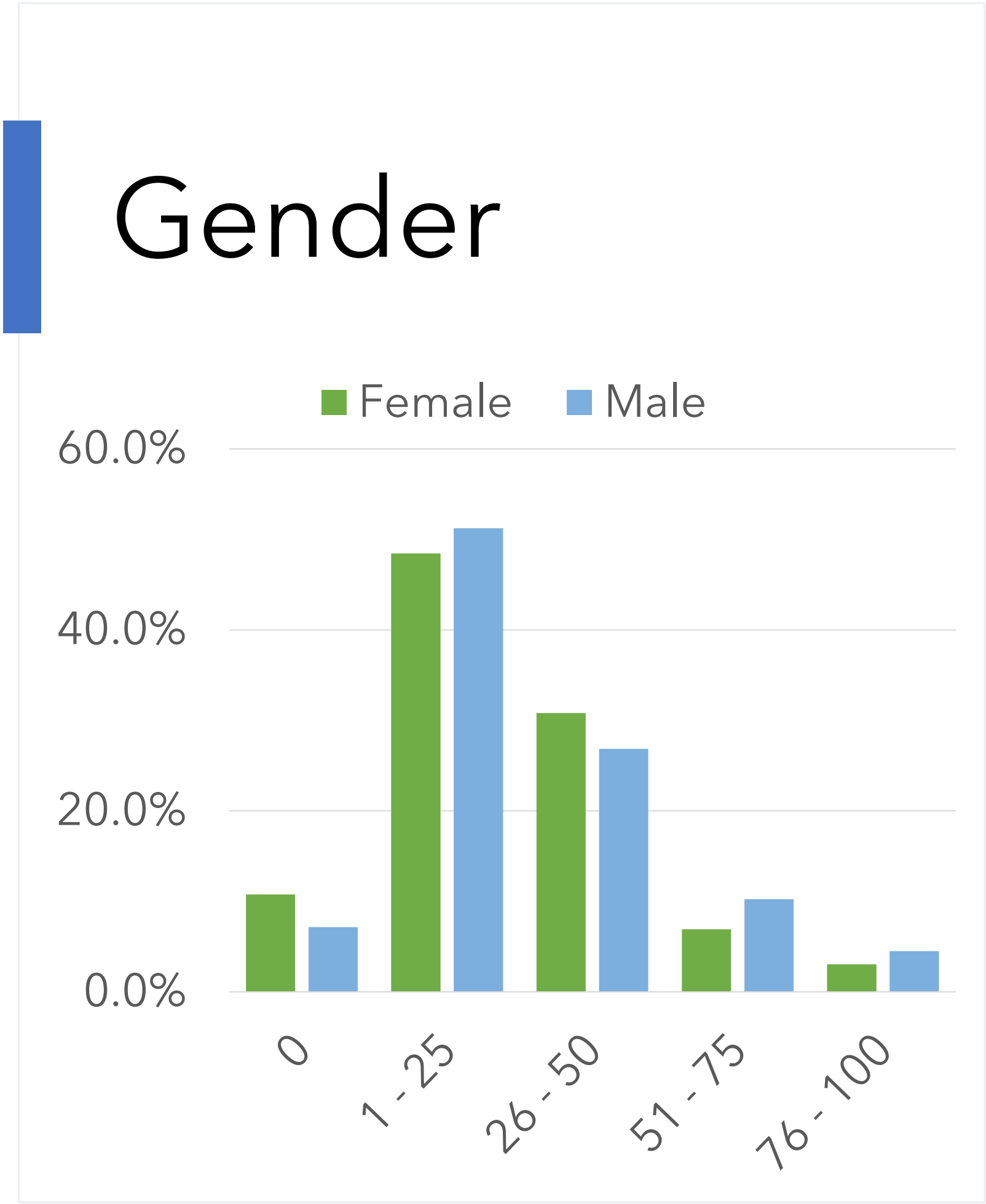
Travel Outlook

Neutral



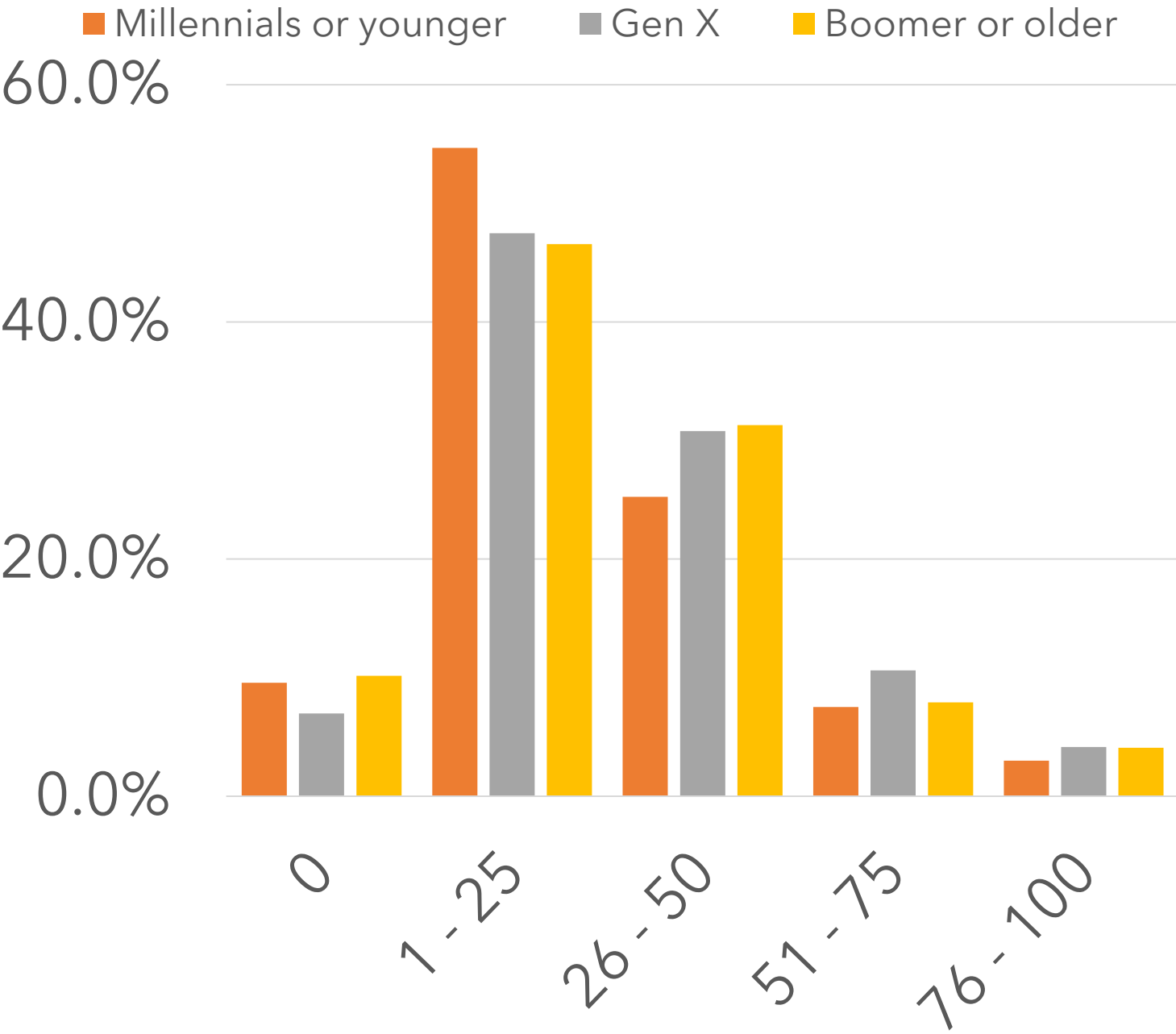




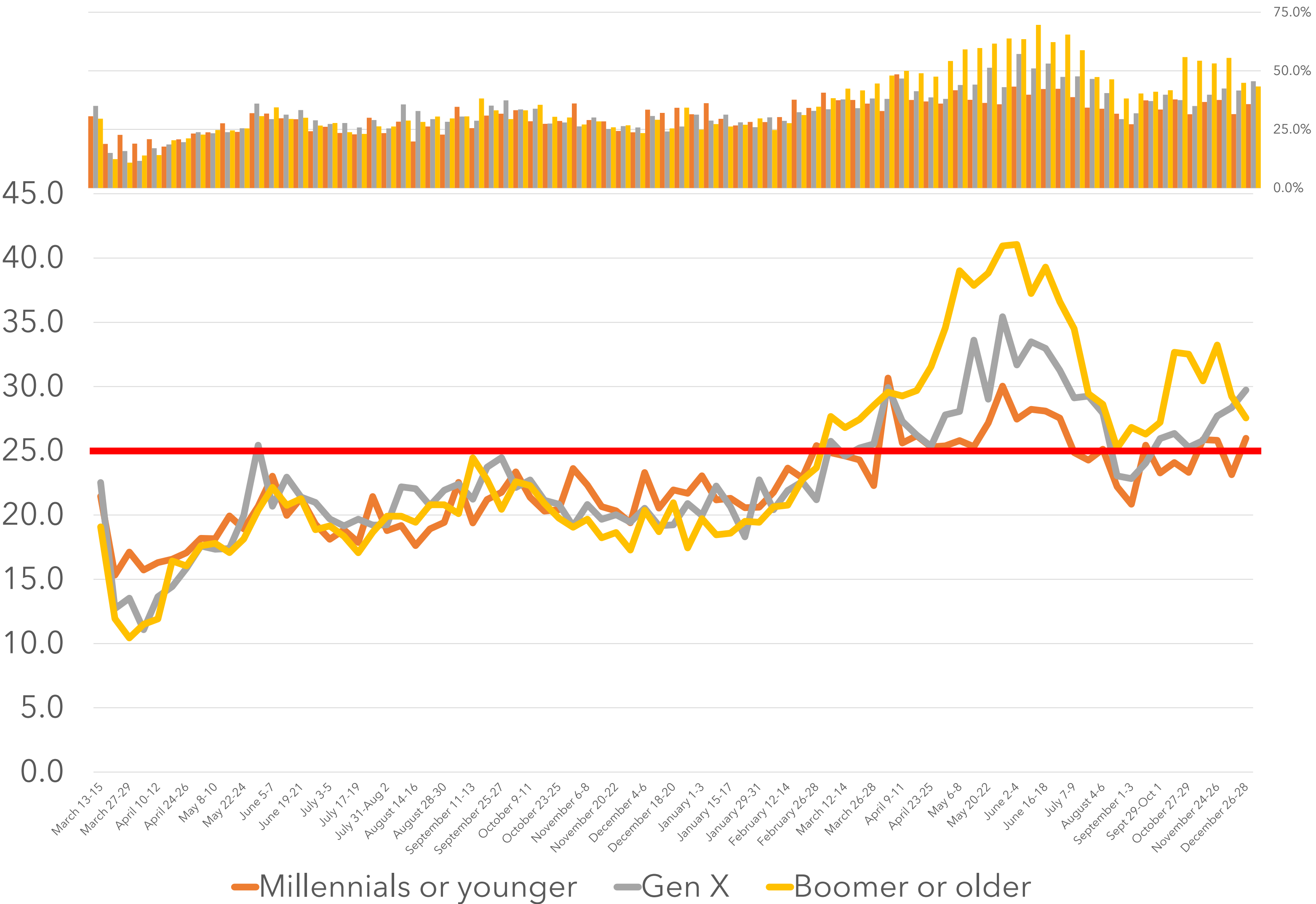


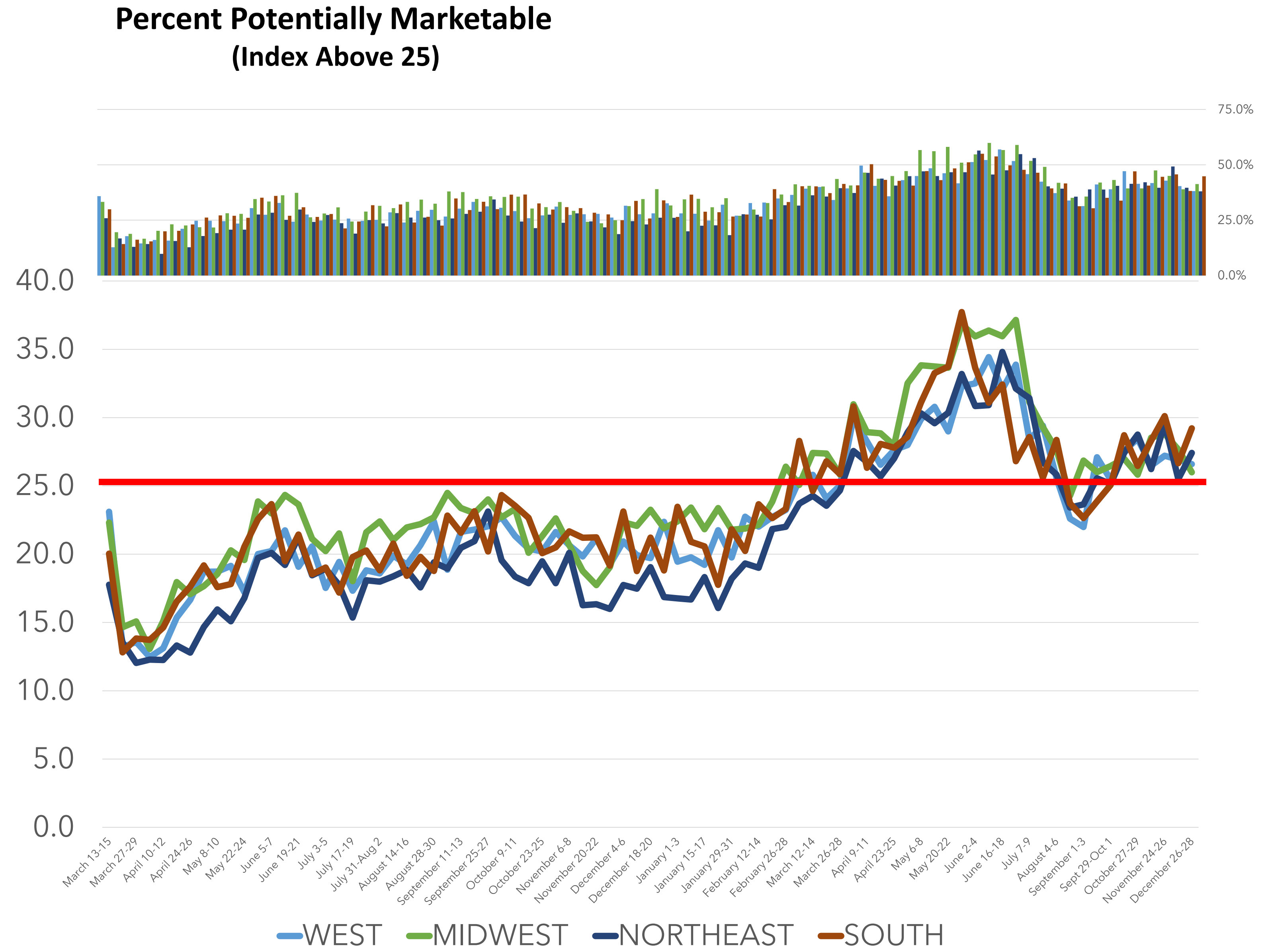
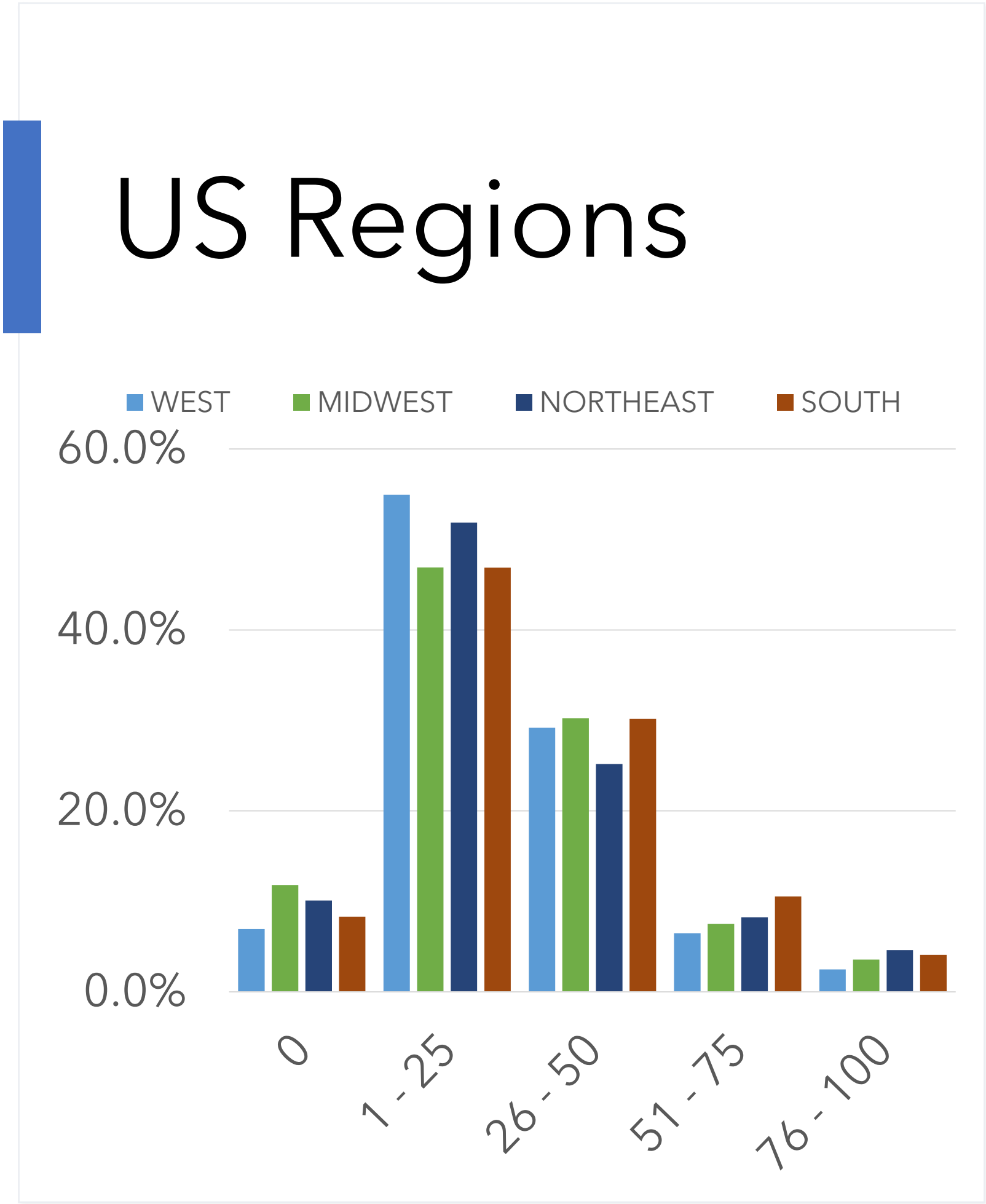


Generation



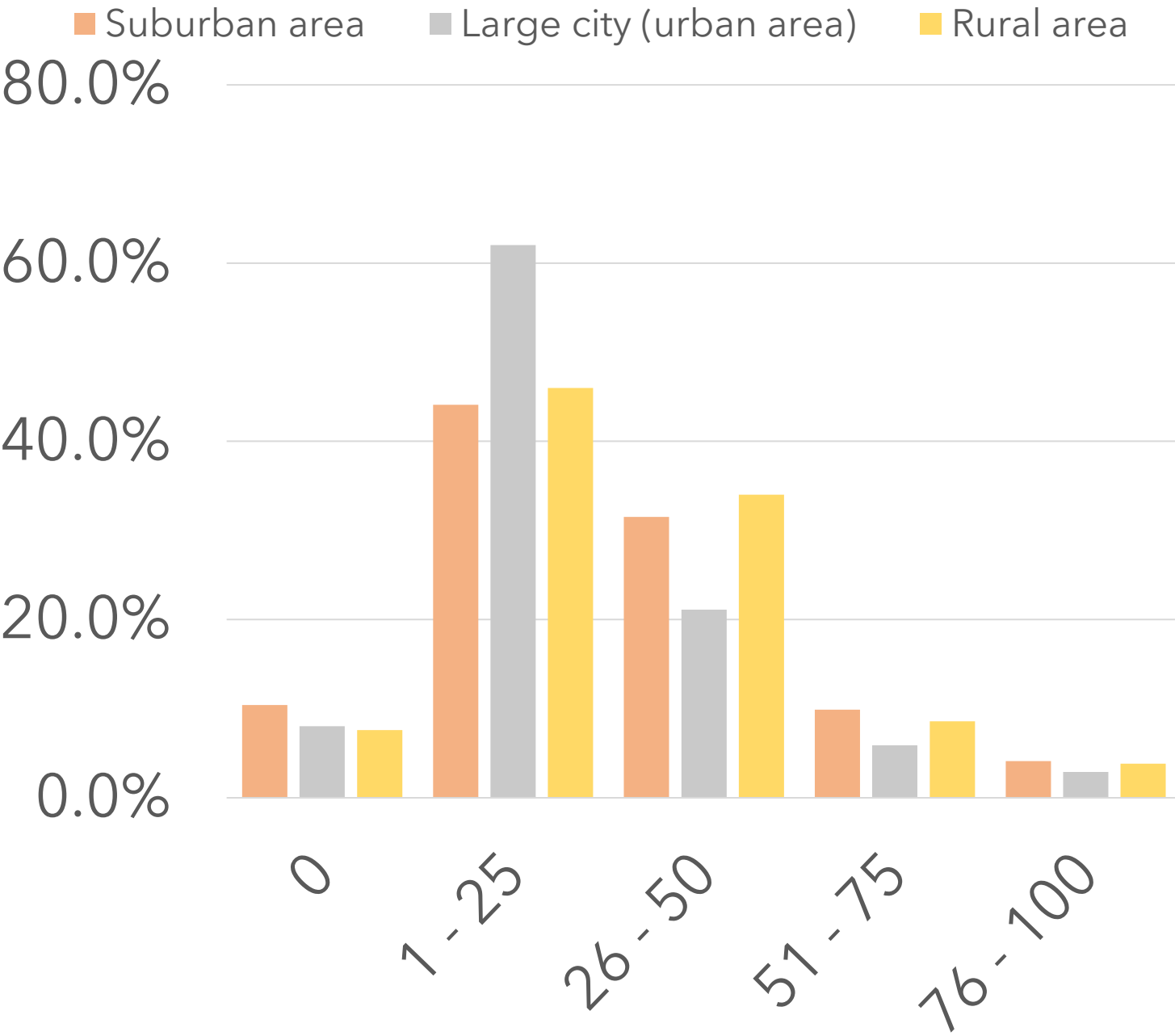
Percent Potentially Marketable (Index Above 25)



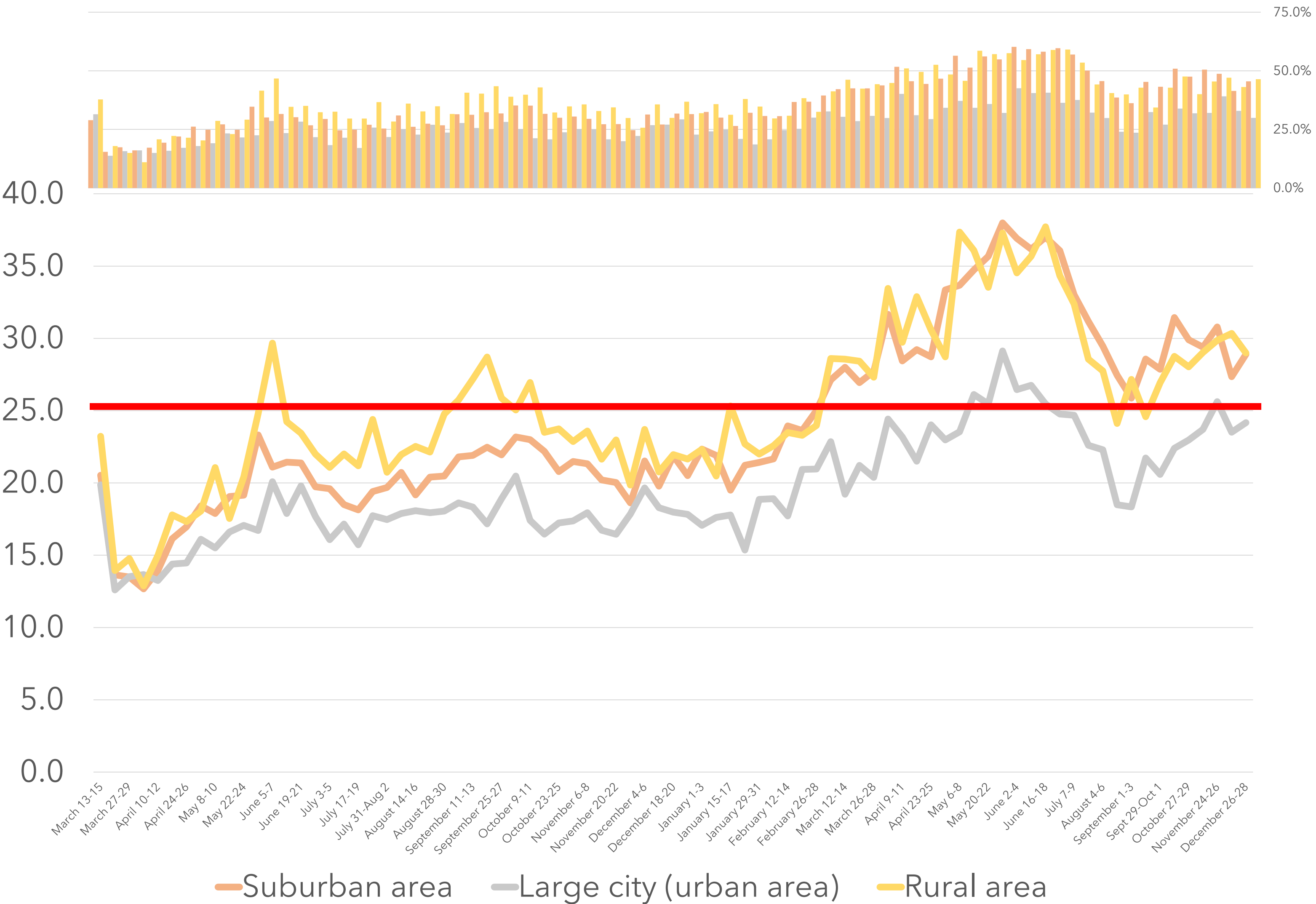


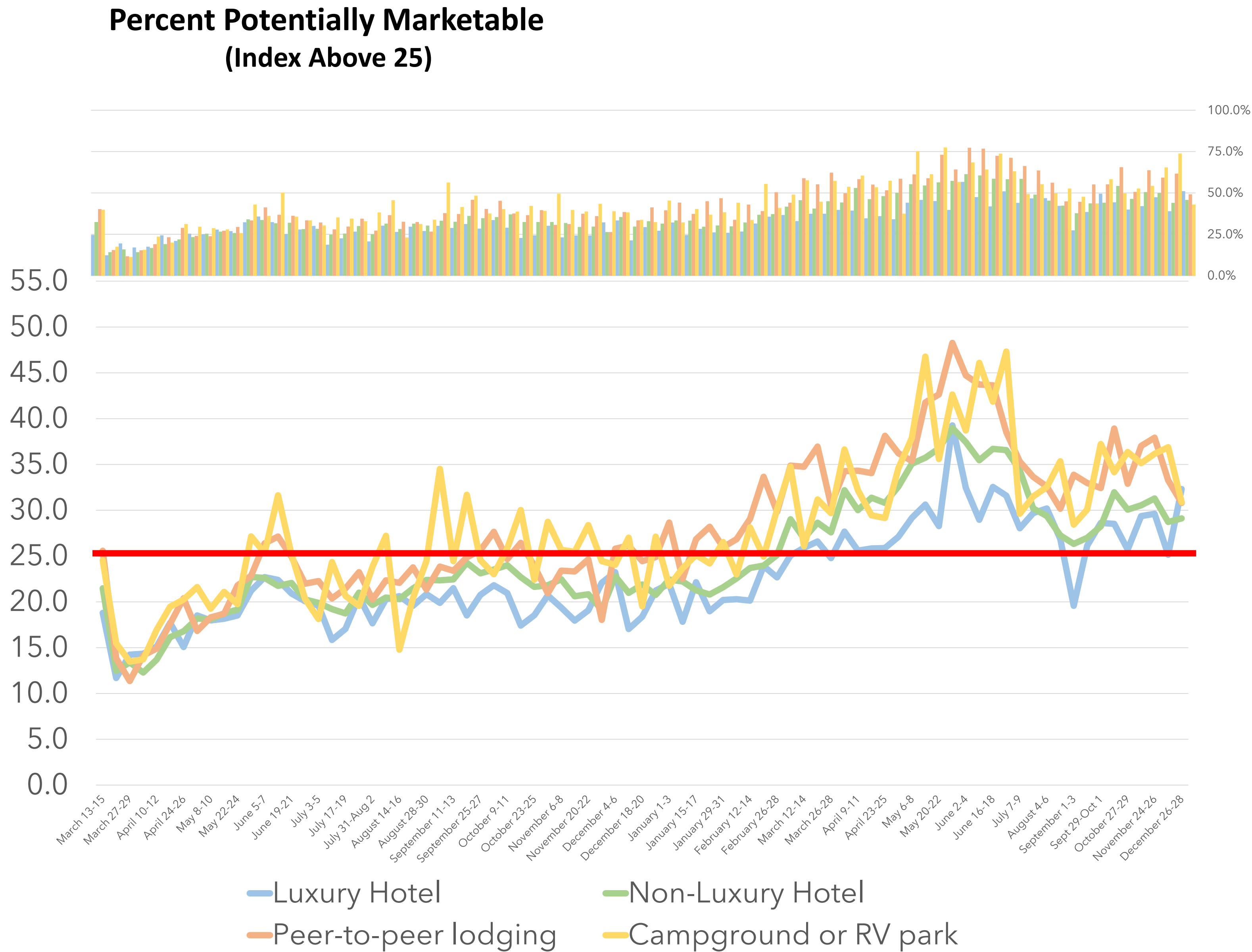
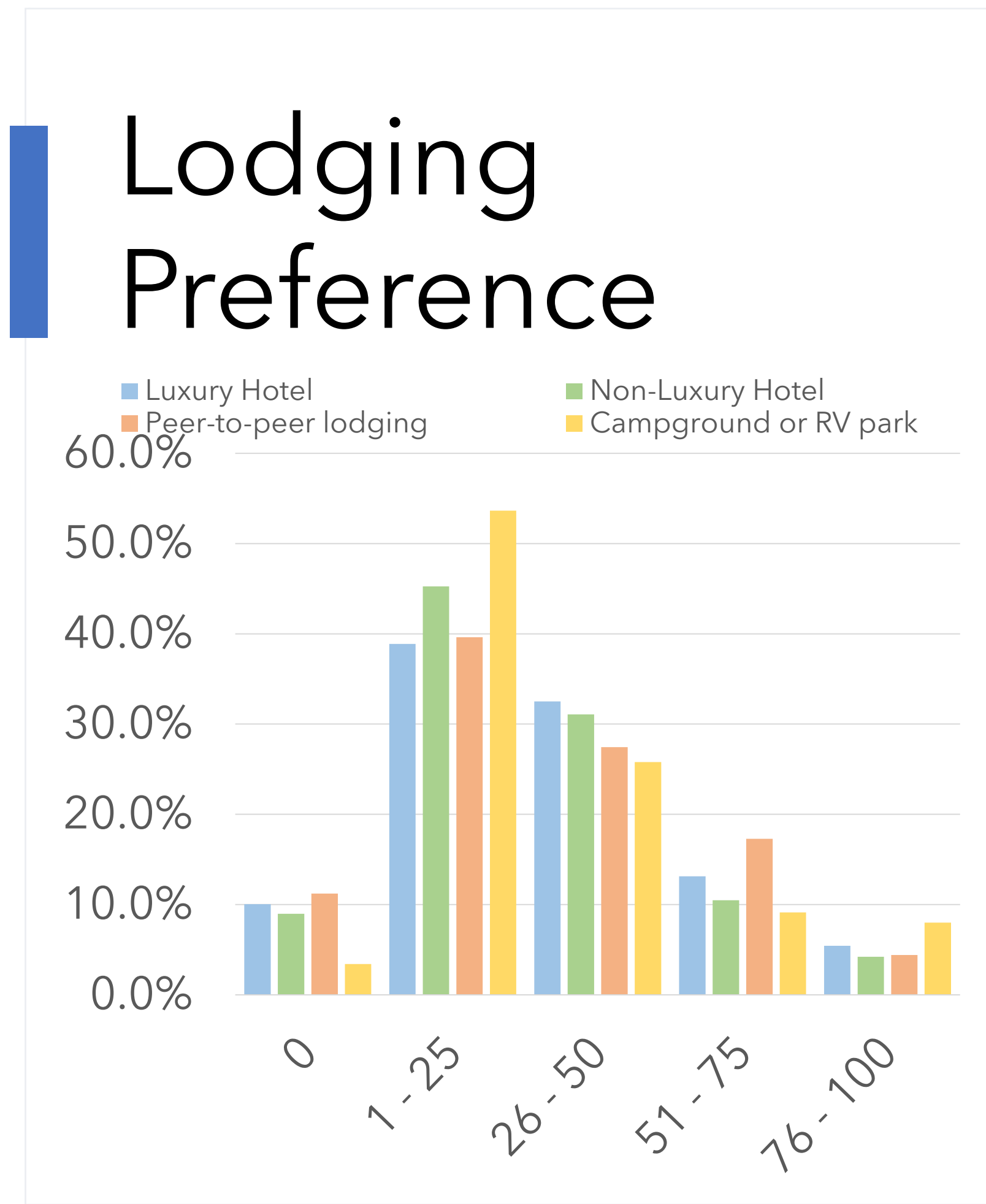


Residence Type



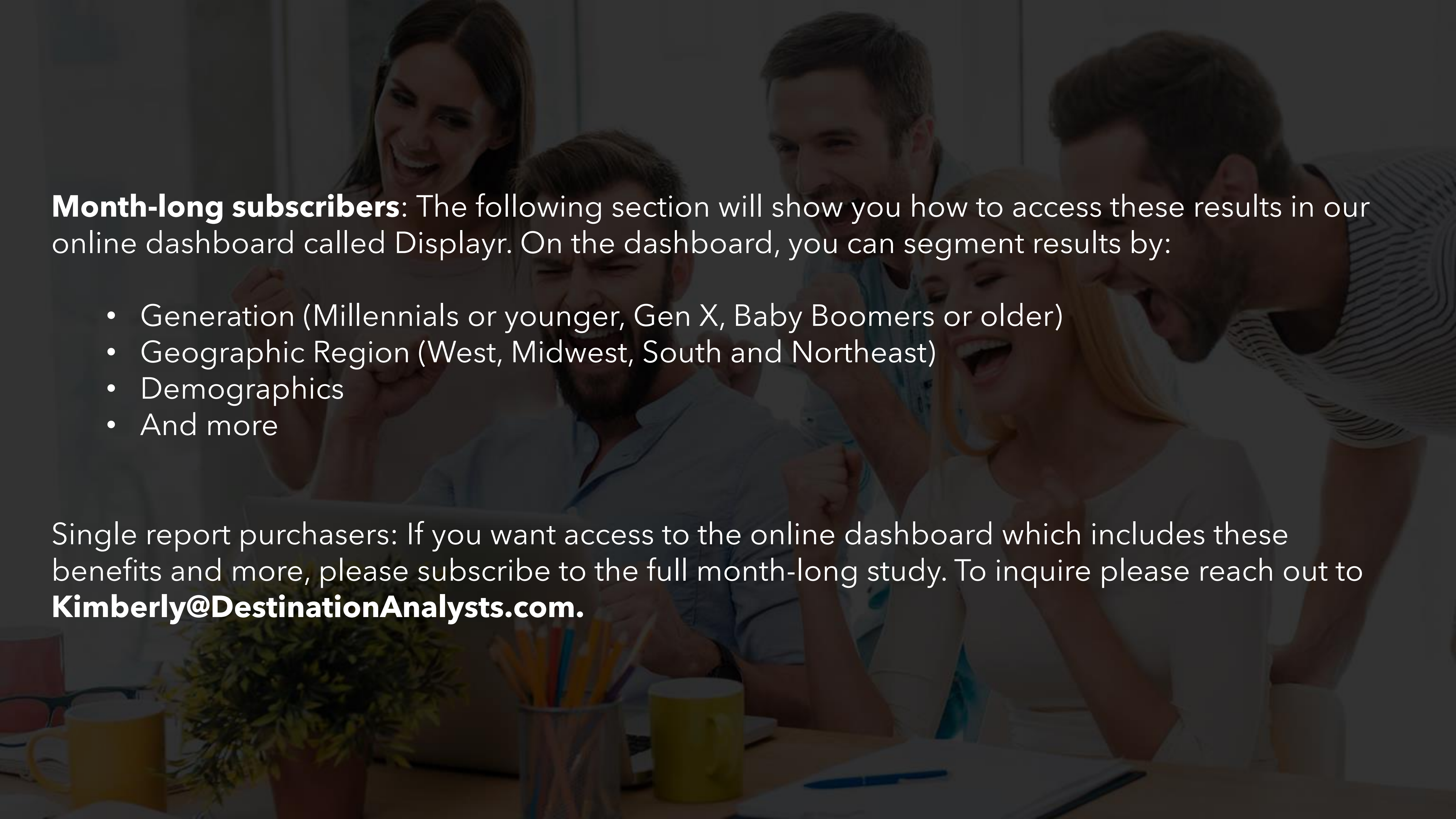
Percent Potentially Marketable (Index Above 25)





ACCESSING DATA IN THE ONLINE DASHBOARD





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

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

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

HOW TO USE DISPLYR

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



NAVIGATING THE DASHBOARD:

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

Coronavirus Travel Sentiment Index Report

Search...

Filters ▾ Export ▾ ?

-

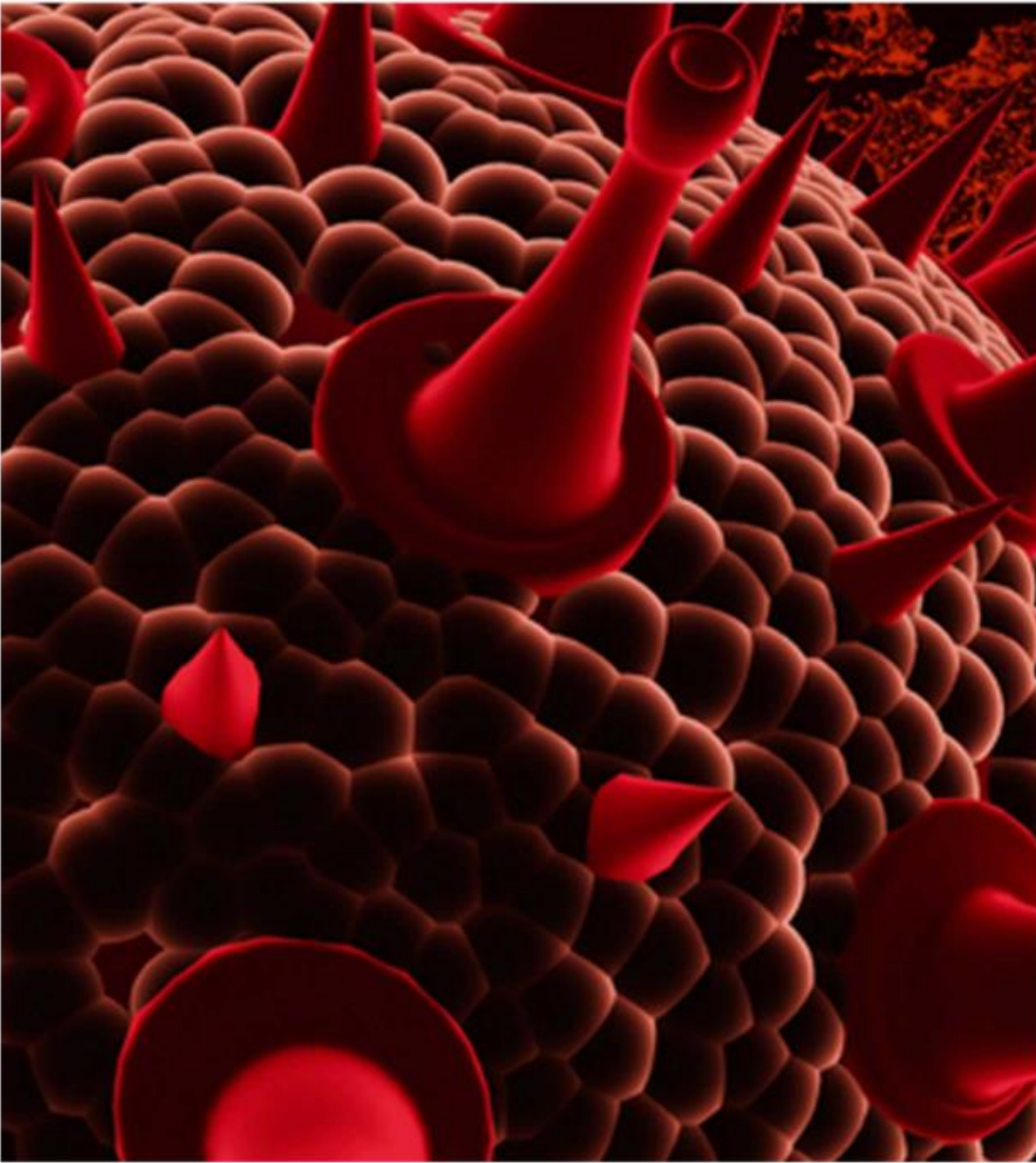
+

65 %

Project Overview

Topline Findings

Traveler Perceptions and Expectations




Coronavirus Travel Sentiment Index Report

Online Dashboard

Last Updated: 3/16/2020

Research prepared by:

Destination  Analysts

NAVIGATING THE REPORT:

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

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

Coronavirus Travel Sentiment Index Report

Filters

Export

?

Search...

-

+

65

%

Project Overview

Topline Findings

Traveler Perceptions and Expectations

Anticipated Change in Coronavirus S

Anticipated Change in Coronavirus S

Perceived Safety of Travel Activities

Perceived Safety of Travel Activities -

Avoiding Travel Until the Crisis Blow:

Avoiding Travel Until the Crisis Blow:

Expectations for Summer Travel Sea

Expectations for Summer Travel Sea

Staycations as a Replacement for Va

Staycations as a Replacement for Va

Road Trips as a Replacement for Air

Road Trips as a Replacement for Air

Regional Trips as a Replacement for

Regional Trips as a Replacement for

Avoiding Conferences or Conventior

Avoiding Conferences or Conventior

Avoiding International Travel

Avoiding International Travel - Break

Comfort Enjoying Home Community

Comfort Enjoying Home Community

Discounts Drive Interest in Travel

Discounts Drive Interest in Travel - B

Upcoming Travel Plans

Coronavirus Travel Sentiment Index Report

Online Dashboard

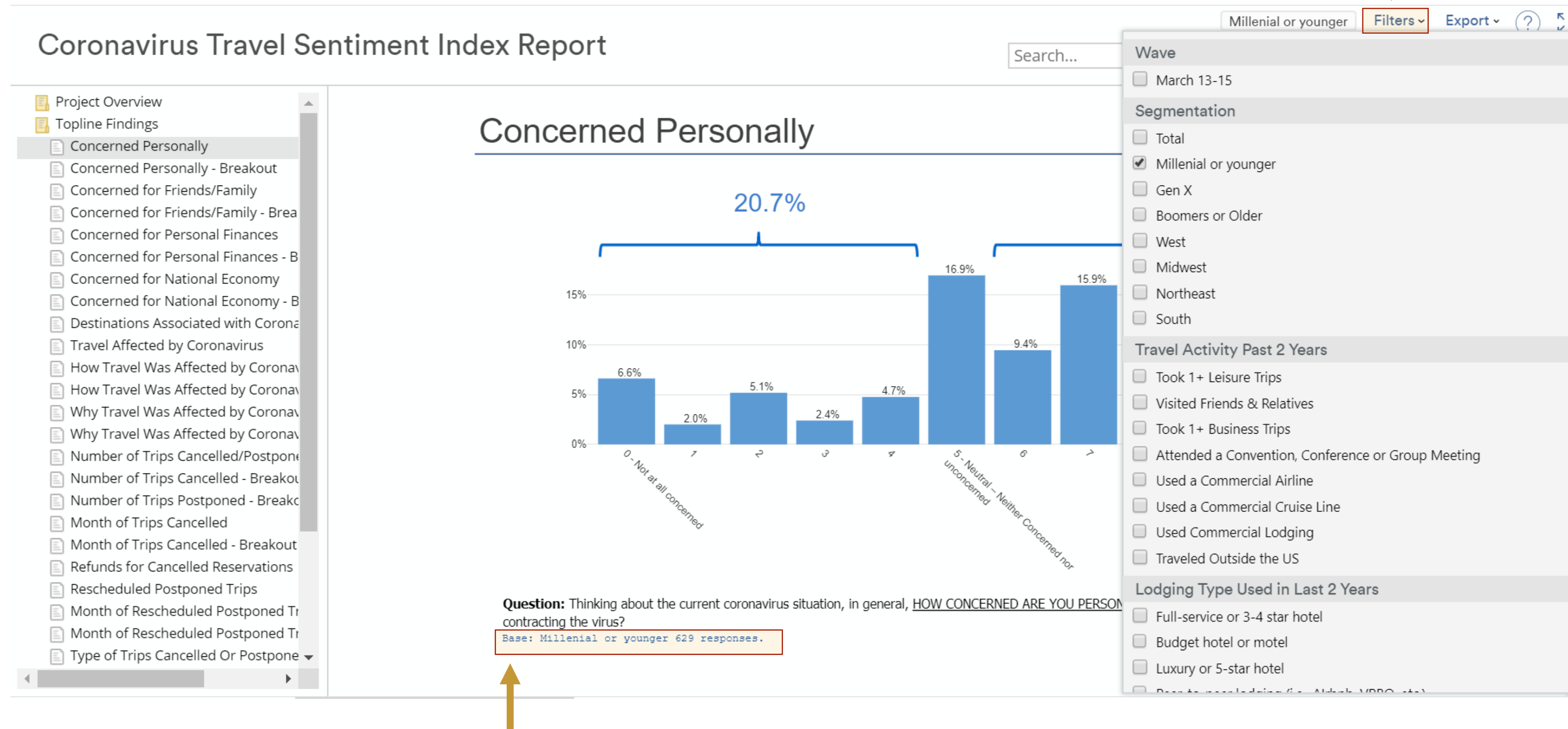
Last Updated: 3/16/2020

Research prepared by:

Destination Analysts

FILTERING THE REPORT:

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

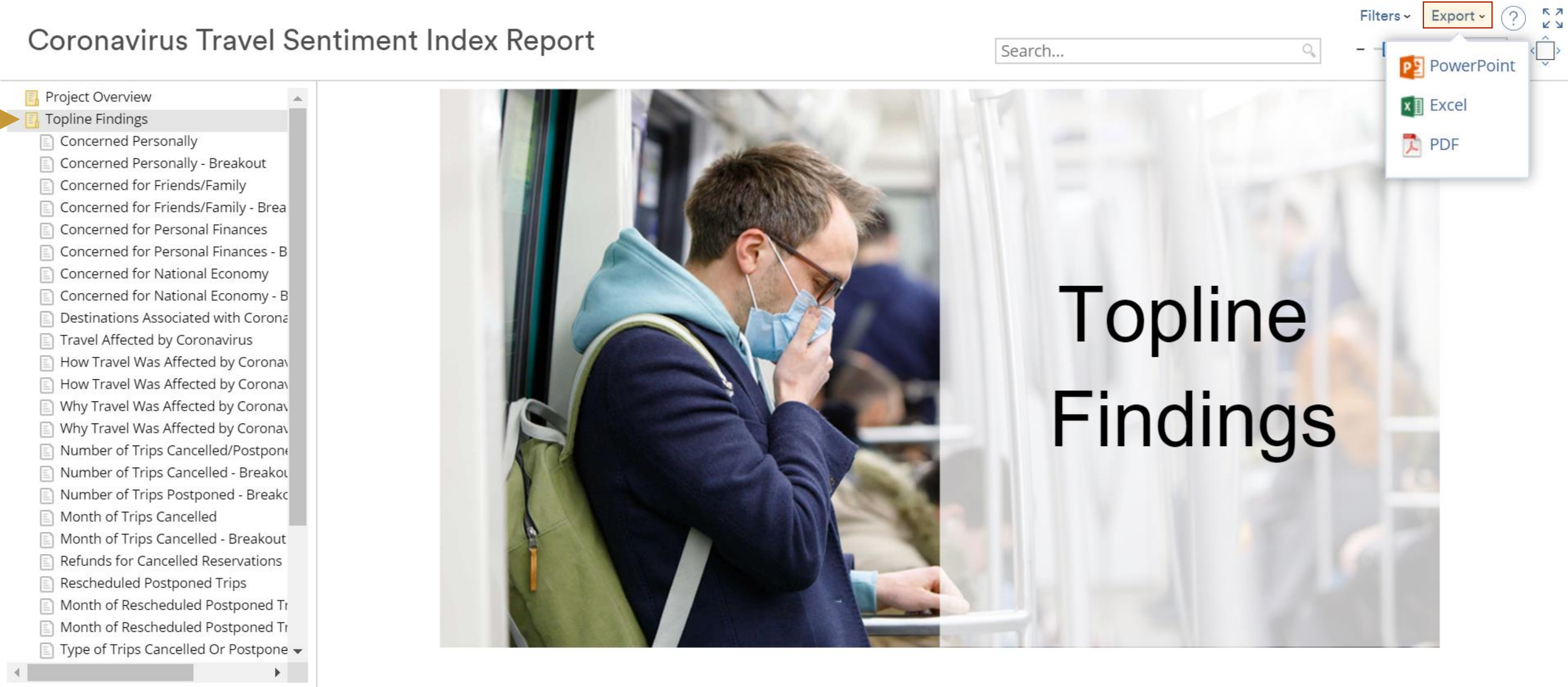


IMPORTANT NOTE: When you select a filter, it will ONLY APPLY to the specific data point you are currently viewing. It WILL NOT apply to the entire report. Be sure to check the base description in the blue text (highlighted here) to see if a filter is being applied.

EXPORTING THE DATA:

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

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

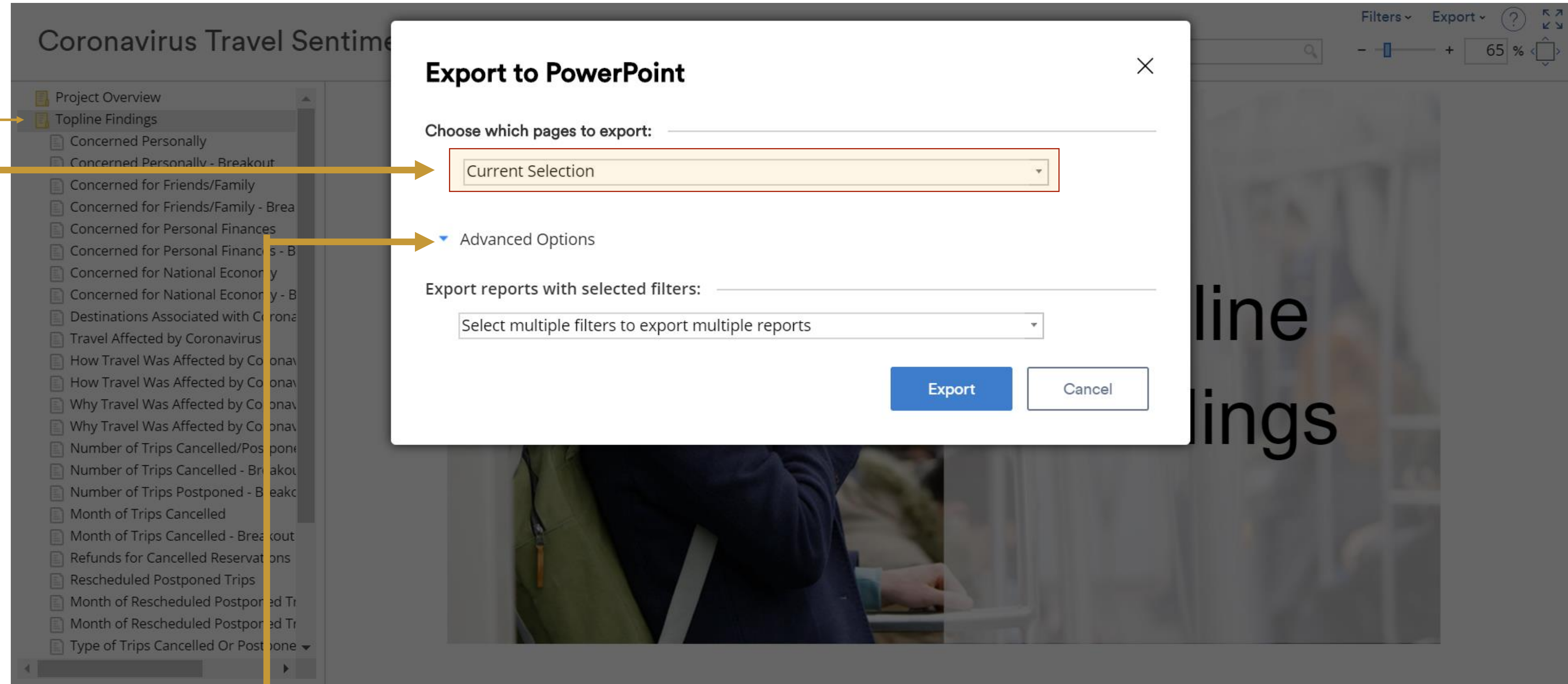


EXPORTING THE DATA:

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

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

“All” will allow you to download the entire report.



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

NEED MORE HELP?

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

Chingun Ganzorig

Research Manager

Chingun@DestinationAnalysts.com

(415) 722-2503



MORE RESEARCH WE CAN PROVIDE

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

info@destinationanalysts.com

