

CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT, WAVE 83

RESEARCH FINDINGS

January 31, 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	16
Travel Avoidance	39
Resident Sentiment	42
Feelings About COVID-19 Vaccines & Vaccine Requirements	44
Impact of the Omicron Variant	51
Travel in the Next 12 Months	57
Travel Planning	68
Marketing Travel	72
Travel Planning Resources Used in the Past 12 Months	74
Recent Travel Experiences	79
Most Recent Overnight Trip	85
Most Recent Day Trip	89
Financial Wellness	93
Travel Budget & Travel Spending	98
The Upcoming Ski Season	109
Coronavirus Travel Sentiment Index	116
Accessing Data in the Online Dashboard	128

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 83rd 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 83rd wave of this survey was collected from January 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, 1,207 fully completed surveys were collected, suggesting the topline results presented here have a confidence interval of +/- 2.8%.

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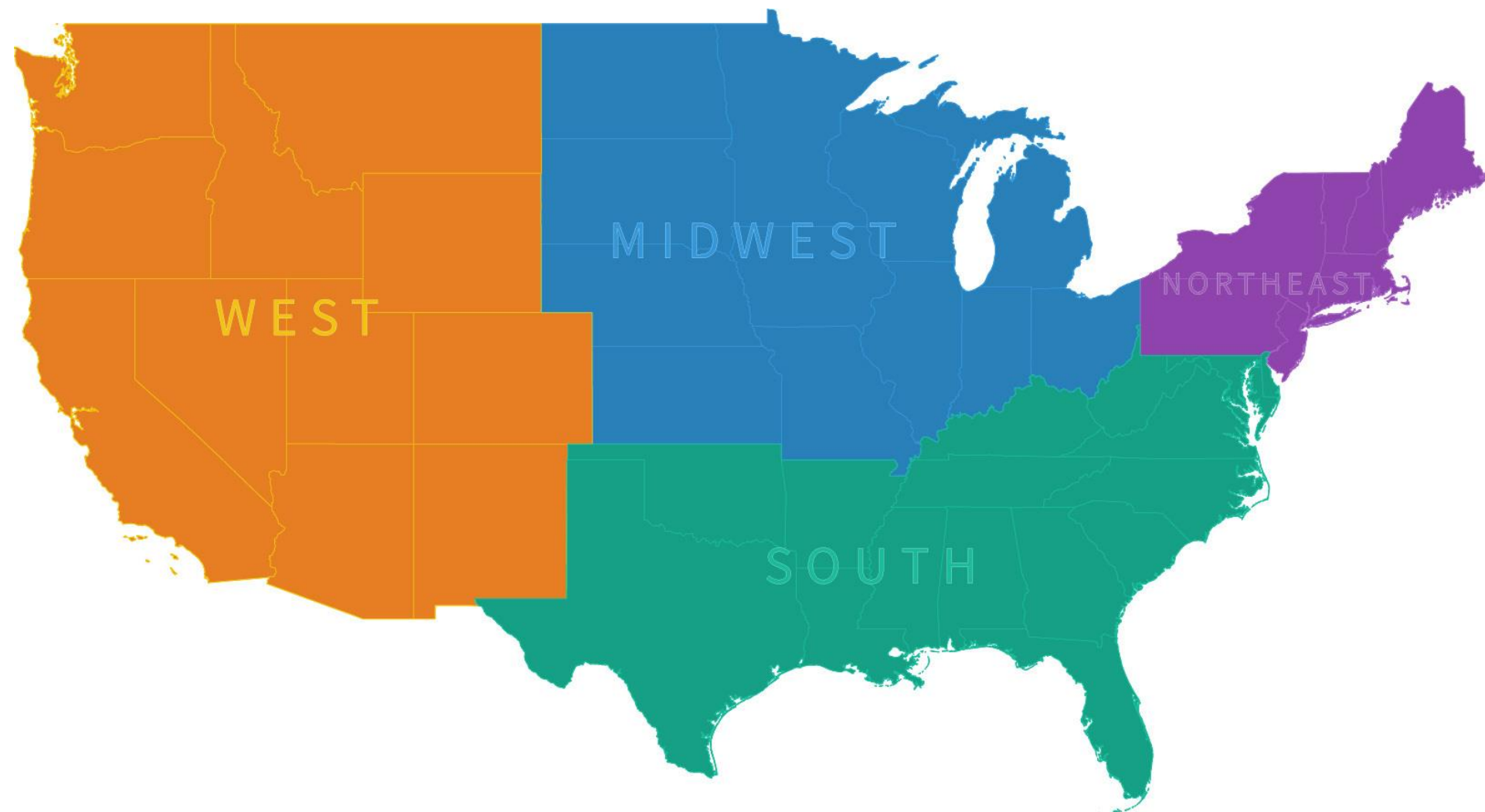


PROJECT OVERVIEW

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

TOP TAKEAWAYS

The following are the top takeaways that emerged from Wave 83 of this weekly consumer traveler sentiment tracking study.

- **American travel sentiment has recovered from Omicron and in some areas even soared to levels not seen since the Summer 2021 vaccine rollout-high. In this positive mindset, Americans have a strong openness to travel inspiration, seeking ideas from a variety of media.**
- **As we previously shared, the Omicron wave did not impact travel the way previous variants did, and this week's findings from our survey of 1,200 American travelers show that travel sentiment has recovered from Omicron and in some areas even soared to levels not seen since the Summer 2021 vaccine rollout-high.** American travelers optimistic about the course of the pandemic over the next month climbed over 11 points in the last two weeks, reaching 41.9%—exceeding the post-Delta recovery. Even the feeling that COVID will be with us for the long-term dropped 5 points in the last two weeks, from 69.4% to 64.6%, and Americans are feeling an increasing sense of normalcy (up 3 points to 36.9%). In addition, a growing number of Americans admit they often feel that life should go back to normal despite the pandemic (63.1% vs. 60.3% two weeks ago).

TOP TAKEAWAYS

- **This greater pandemic optimism can be seen in Americans' feelings towards travel, and their anticipated trip behaviors.** This week, 81.5% are in a ready-to-travel state-of-mind, up over 5 points in the last two weeks and, more importantly, among the highest levels it has ever been in the pandemic era. Nearly 77% of American travelers report high levels of excitement to travel in the next 12 months and are expressing greater likelihood to travel internationally and attend large gatherings like conferences/conventions in the near future. More than three-quarters have dreamt and planned travel in the last week alone, a rate not seen since Summer 2021. 92.1% of American travelers will take at least one trip in the next 12-months—in fact, they anticipate taking 3.3 leisure trips on average this year, the highest reported figure in 14 months. In terms of the pandemic's cloud, while 44.3% still feel COVID is impacting their ability to have meaningful travel experiences and 23.8% remain expectant that their travels plans will be impacted by the virus in the next 6 months, these sentiments are both on a continued decline. Taking a timely look at ski & snowboard related travel as a case study, the percent who say such a vacation is safe has nearly doubled from last season to this season.

TOP TAKEAWAYS

- **In this positive mindset towards travel, Americans are seeking travel information and ideas.** In fact, strong openness to travel inspiration is up to 69.6%. Family travel looks to be king motivator in 2022 with nearly two-in-three travelers saying this type of travel is something they are highly excited about, far surpassing the closest other trip type, romantic getaways. Not surprisingly, spending time with loved ones is also one of Americans' highest priority travel experiences. Over 70 percent of travelers say this is a high or essential priority to them. Only "having fun" and "relaxation" scored higher as travel priorities in the upcoming year. Food, visiting historical attractions, shopping and international travel continue to be top activities American travelers are passionate about. New York, Florida, Las Vegas and California still top where Americans say they most want to go in 2022.
- **With increased desire for travel inspiration, Americans are using a variety of media.** The top sources they say they are most open to travel messaging include online articles & blogs, websites found via search engine, streaming video services, email, Facebook & Instagram, and printed travel & lifestyle magazines. In addition, over 40% recently turned to an official destination resource produced by a DMO when planning a trip. And if you are a marketer lucky enough to have an ad in the Super Bowl broadcast this February 13th, you will have a large audience of travelers. Over half (52.9%) of American travelers say that they will watch this year's Super Bowl matchup between the Los Angeles Rams and Cincinnati Bengals.

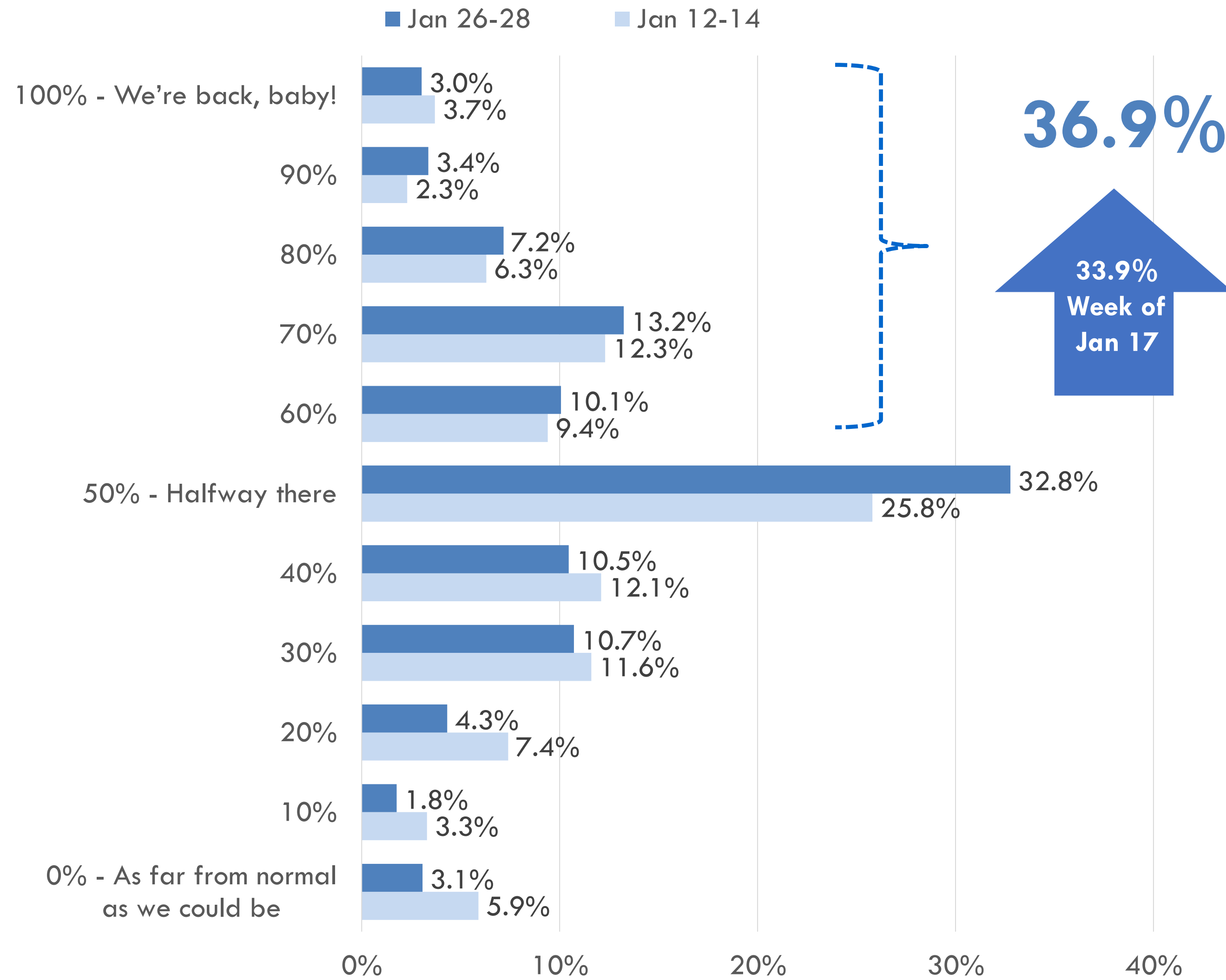
A woman in a black dress stands in a field at sunset, holding a blue surgical mask. She is looking up and to the right, with her arms slightly out. The background is a soft, golden landscape with trees and hills under a hazy sky.

**HOW CLOSE ARE
WE TO NORMAL?**

RETURNING TO NORMAL

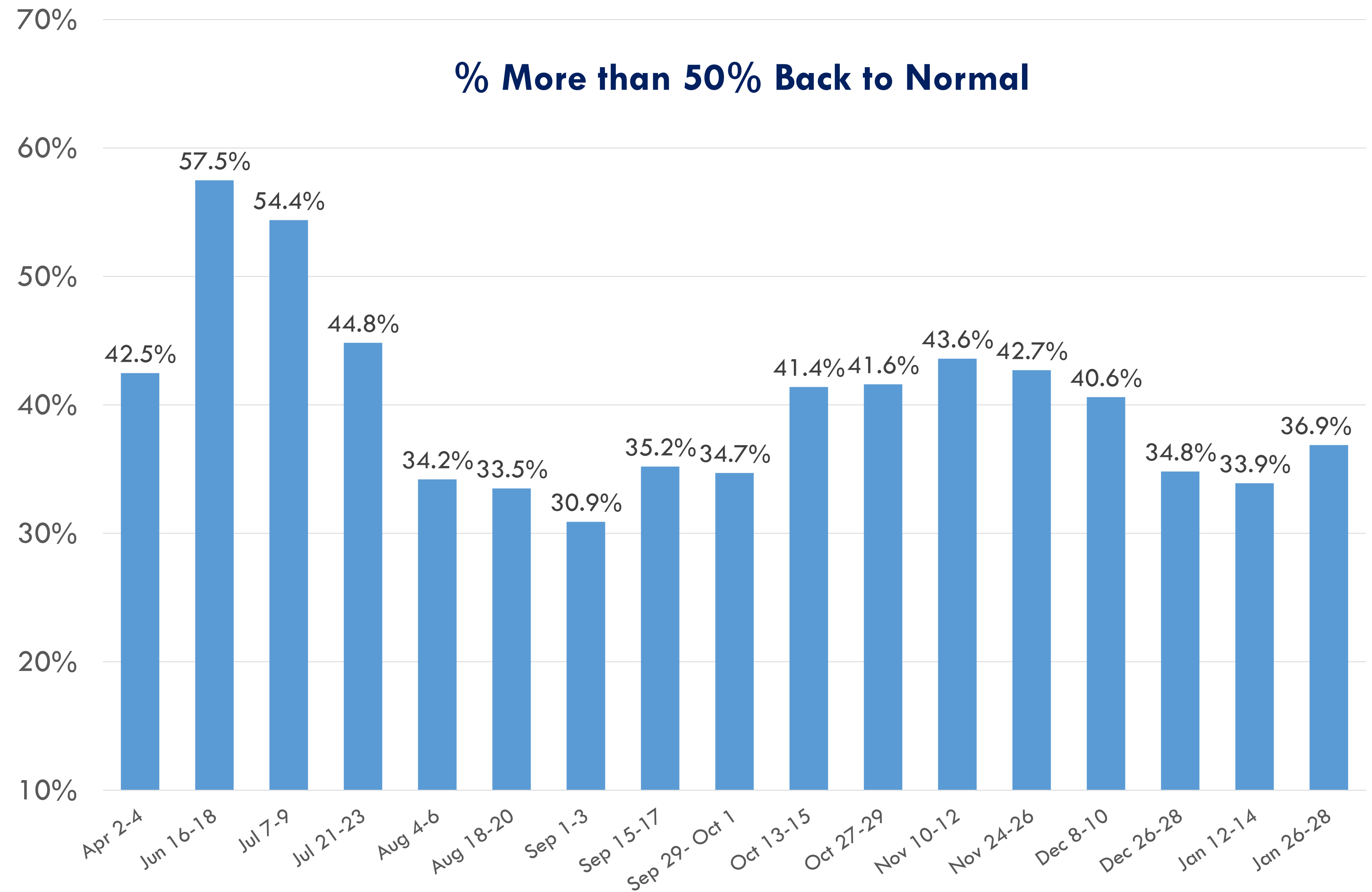
Question: Overall, how close to “normal” is the U.S. in terms of resuming leisure activities (dining out, travel, etc.)?

(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



RETURNING TO NORMAL

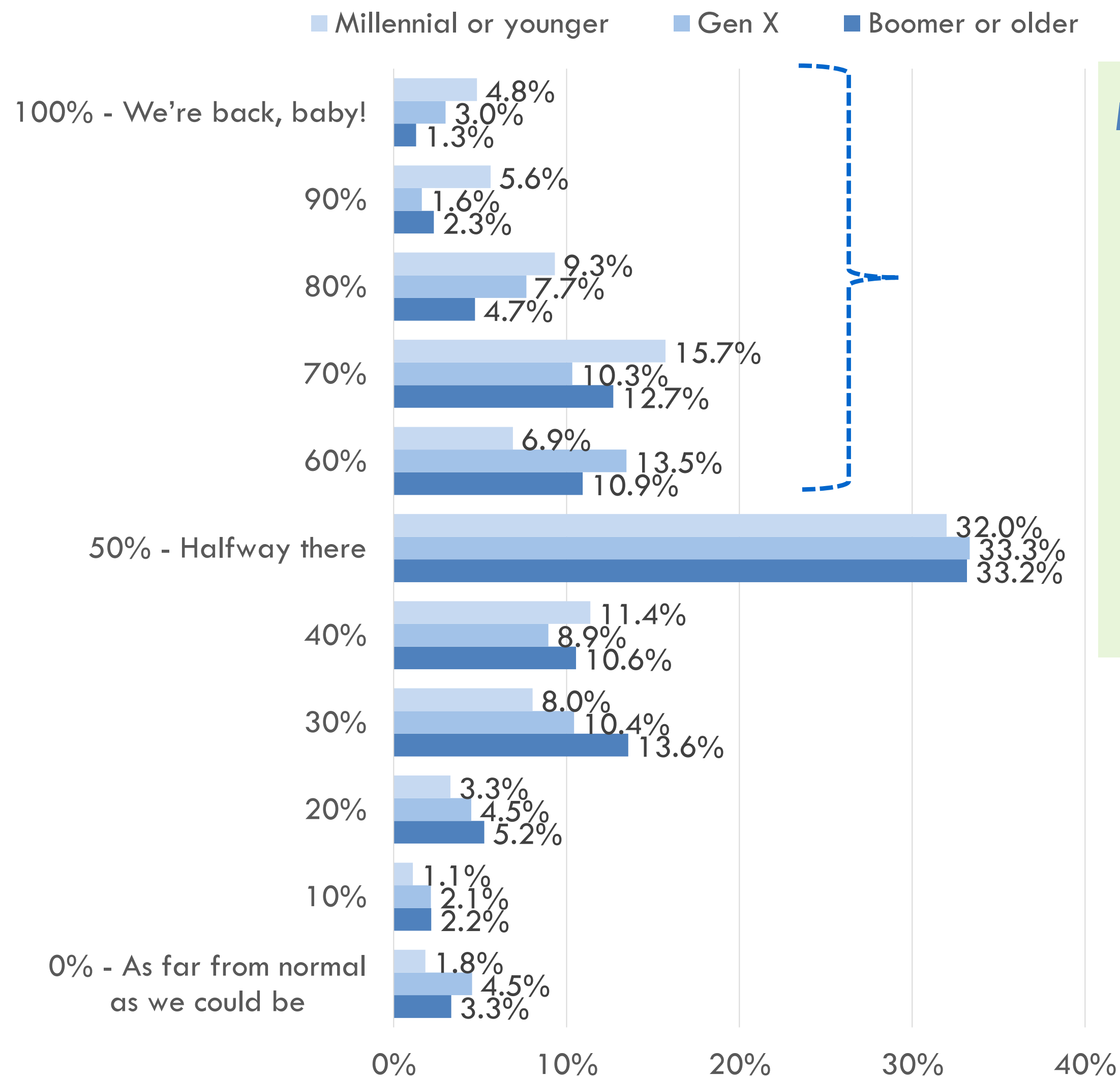
Question: Overall, how close to “normal” is the U.S. in terms of resuming leisure activities (dining out, travel, etc.)?



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 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



Week of Jan 17th

Millennial or younger
42.4%

44.5%



Gen X
36.1%

35.6%



Boomer or older
32.0%

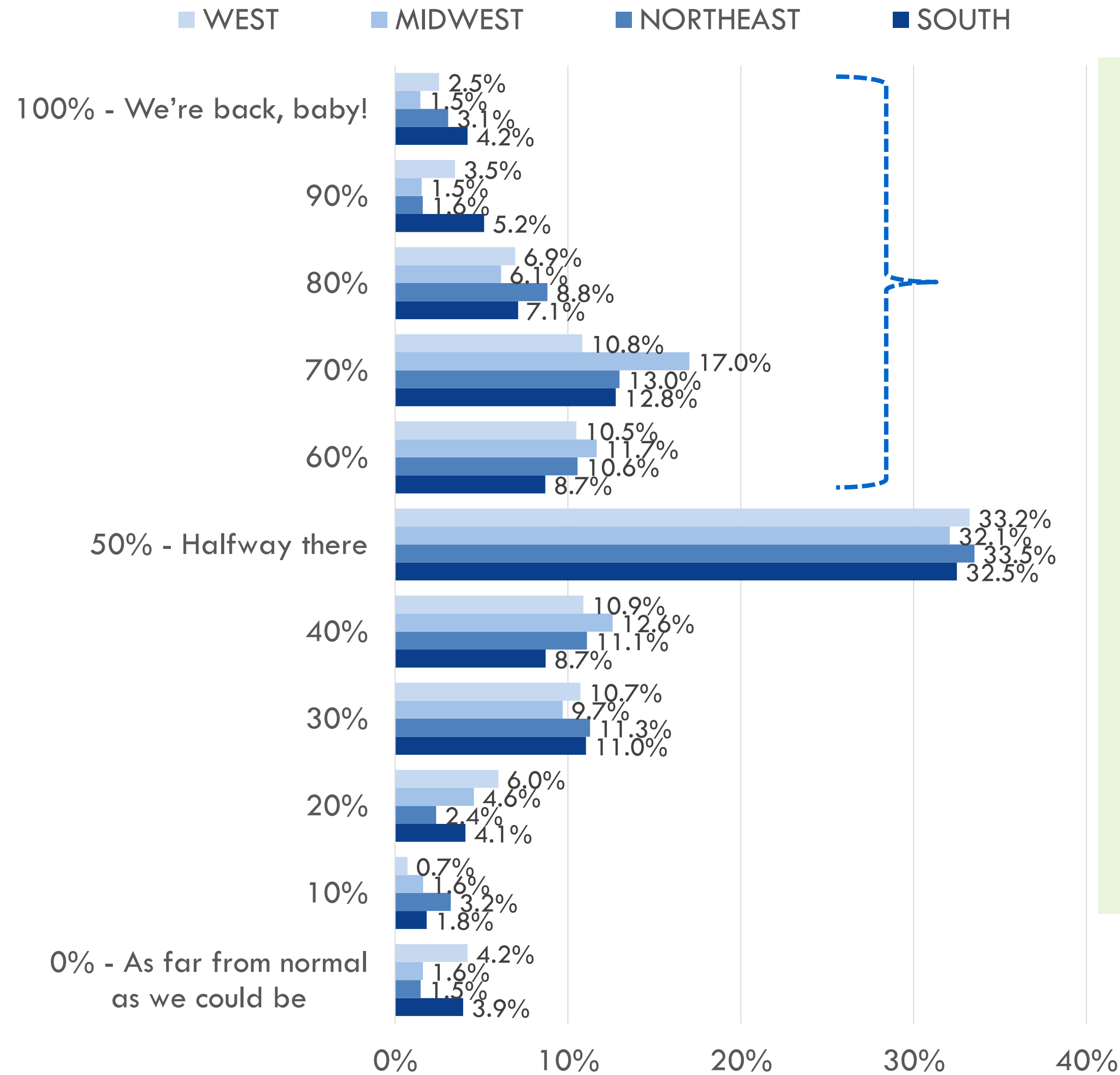
22.1%



RETURNING TO NORMAL: BY REGION

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

(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



Week of Jan 17th

WEST
34.3%

MIDWEST
37.8%

NORTHEAST
37.0%

SOUTH
37.9%

30.9% ↑

35.6% ↑

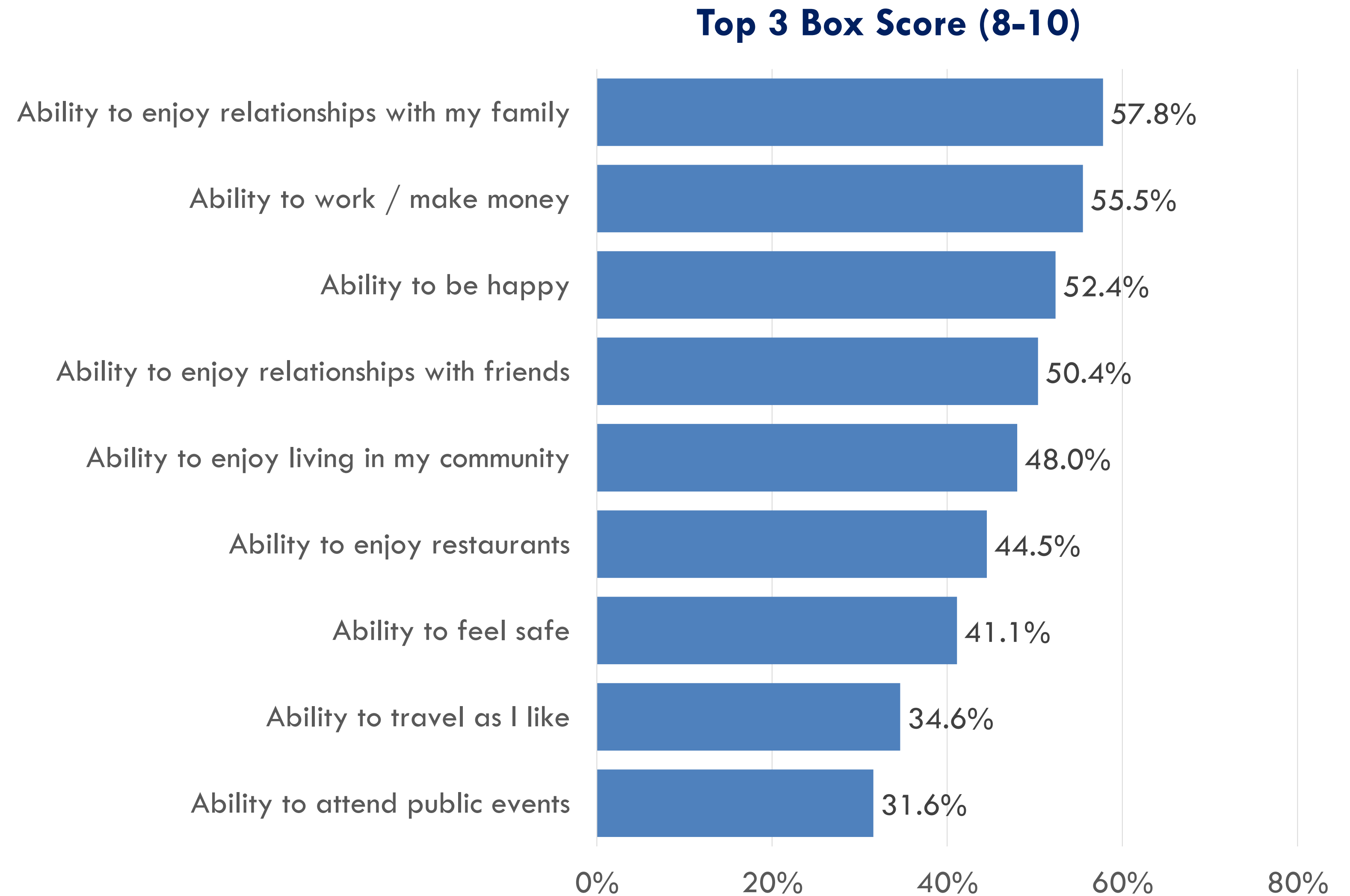
36.7% ↑

33.3% ↑

RETURNING TO NORMAL

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

(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)

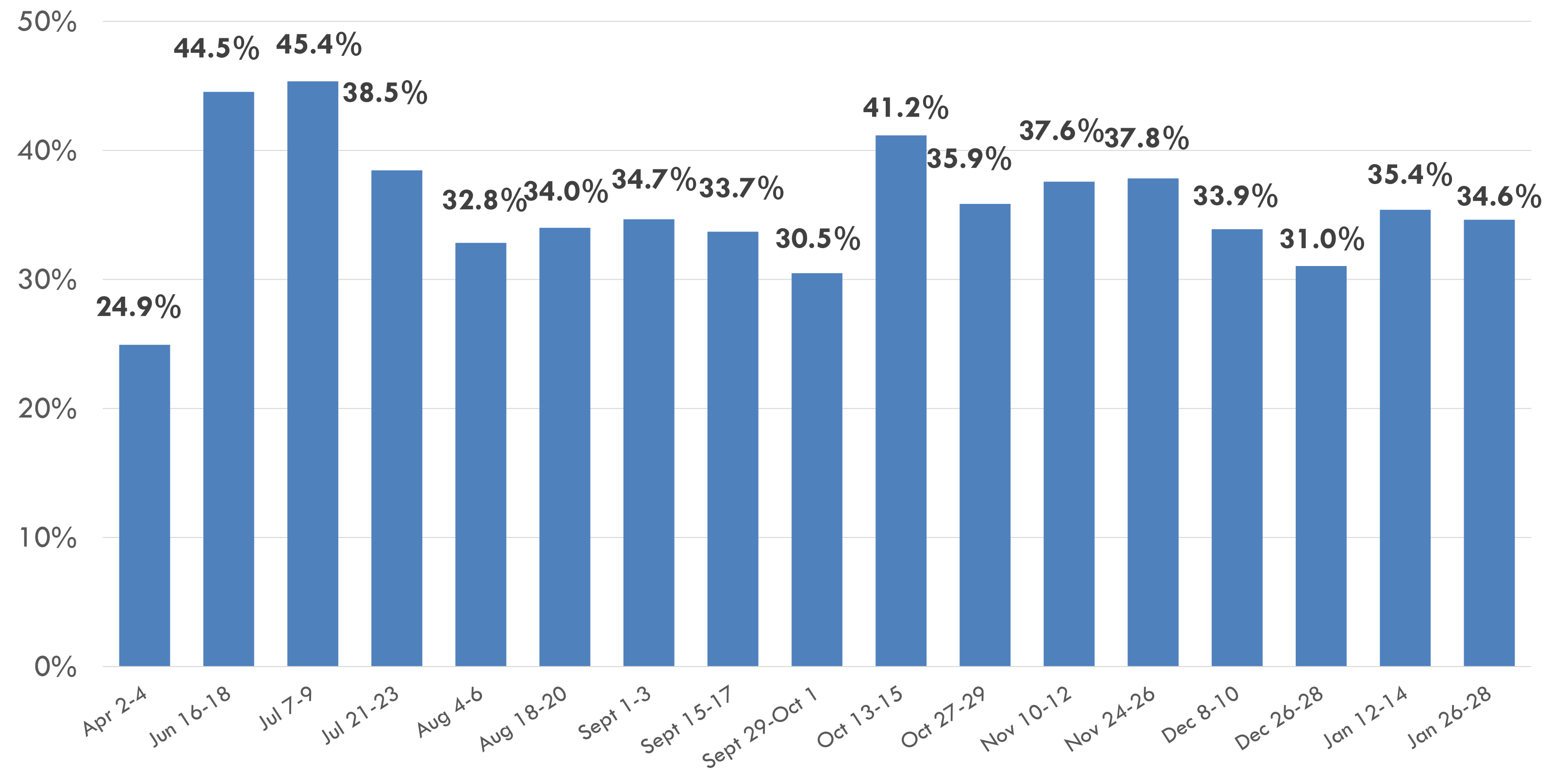


ABILITY TO TRAVEL AS I LIKE

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."

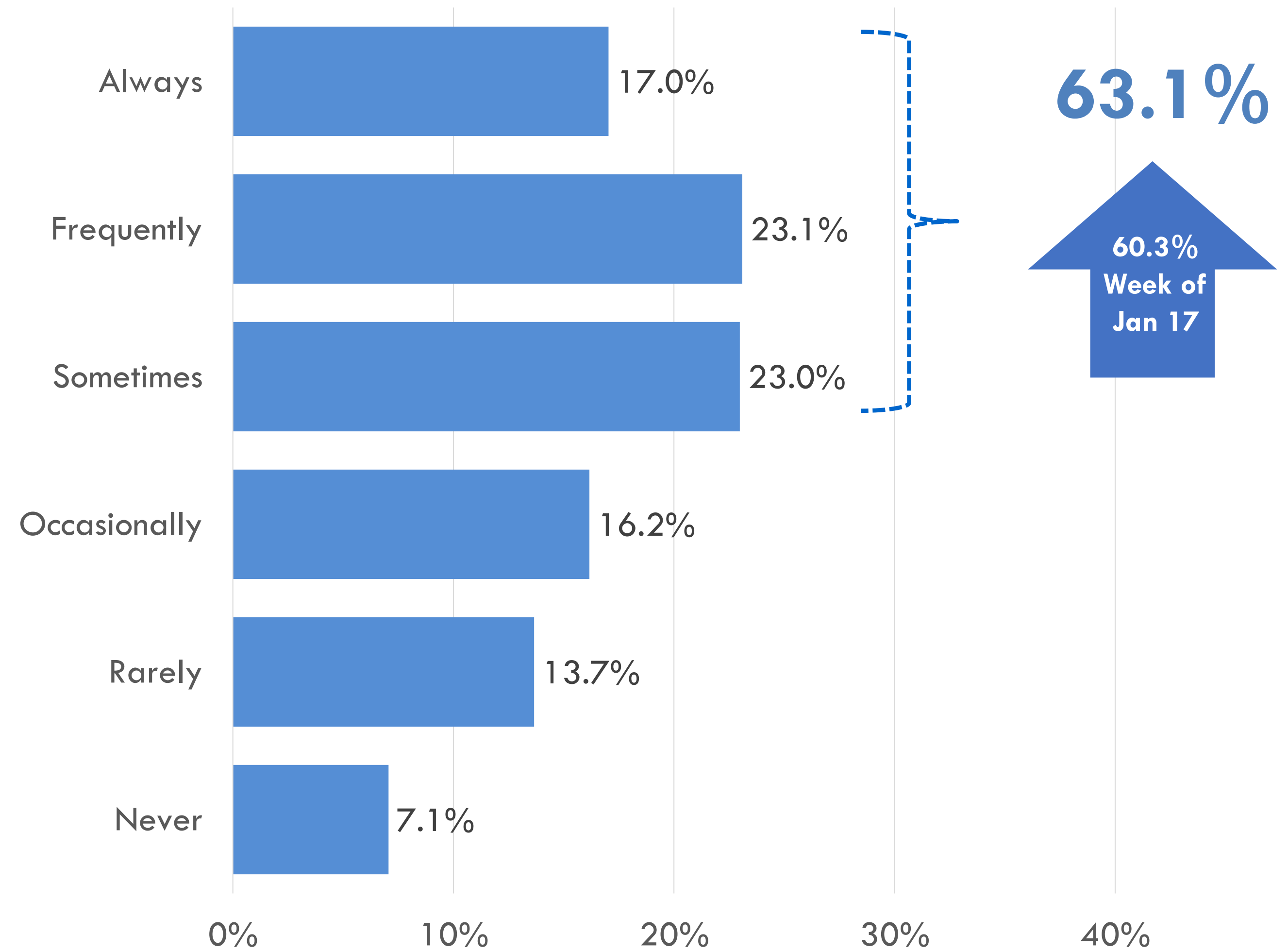
Top 3 Box Score (8-10)



LIFE SHOULD GO BACK TO NORMAL DESPITE THE PANDEMIC

Question: In the past month, how often have you had the thought that "life should go back to normal" despite the pandemic?

(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



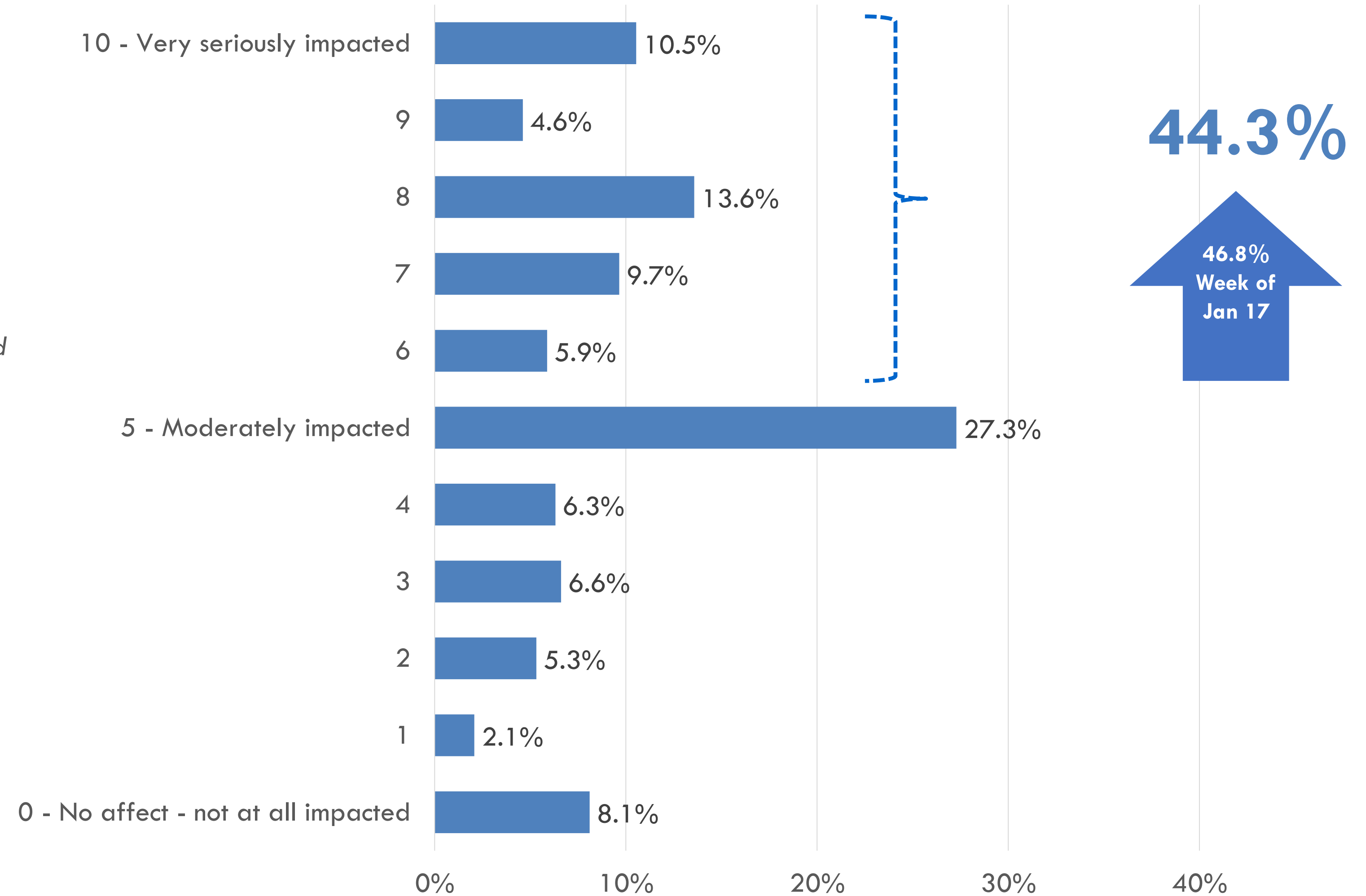
A woman with long brown hair, wearing glasses, a blue surgical face mask, a white turtleneck, a long brown coat, and blue jeans, stands in an airport security line. She is holding a yellow rolling suitcase. The background shows a blurred airport terminal with white security barriers and a red retractable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

**CURRENT FEELINGS ABOUT
THE CORONAVIRUS & TRAVEL**

COVID-19'S IMPACT ON MEANINGFUL TRAVEL EXPERIENCES

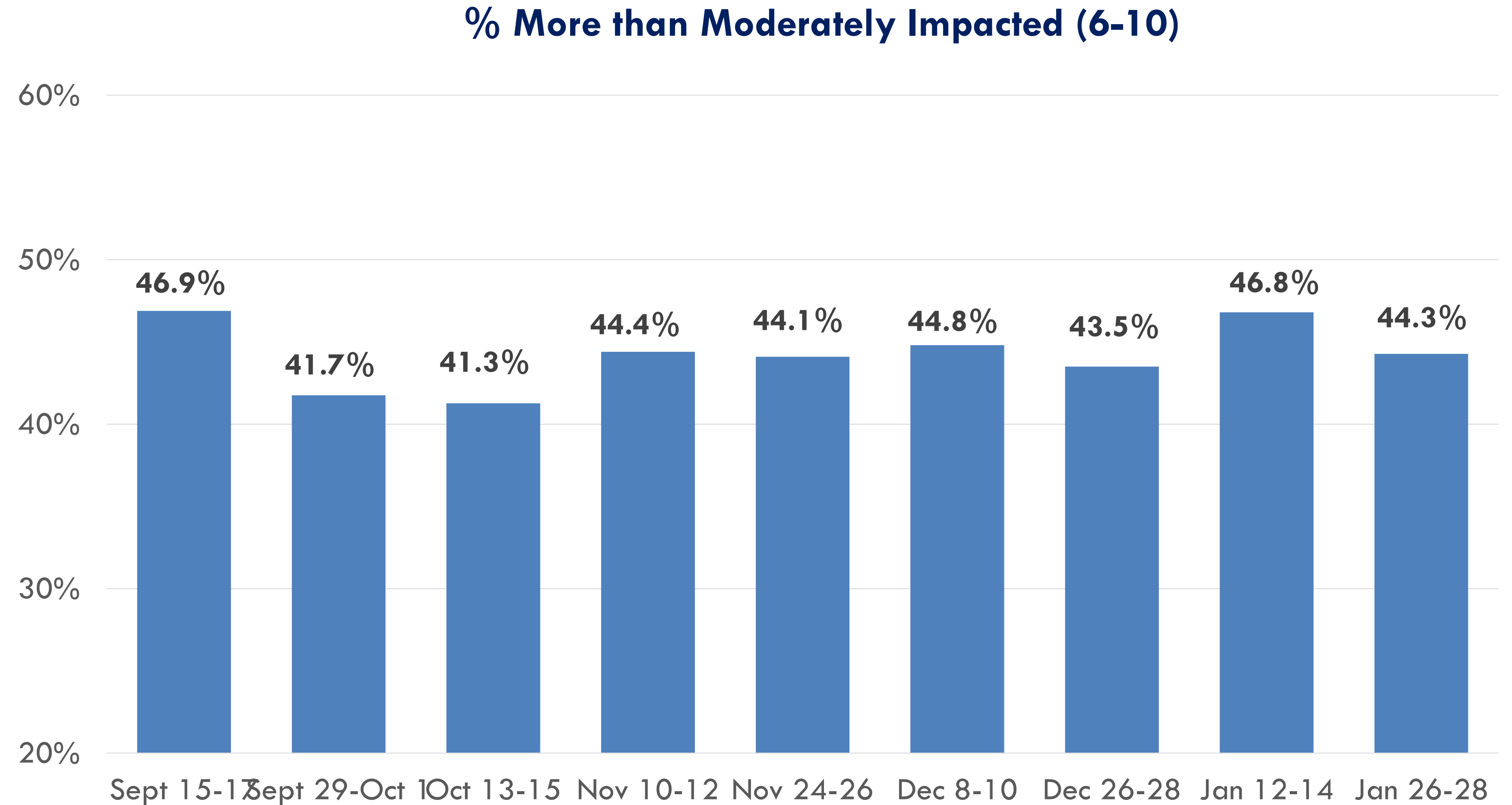
Question: How much is the COVID-19 issue impacting your ability to have meaningful travel experiences?
(Select one)

(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



COVID-19'S IMPACT ON MEANINGFUL TRAVEL EXPERIENCES

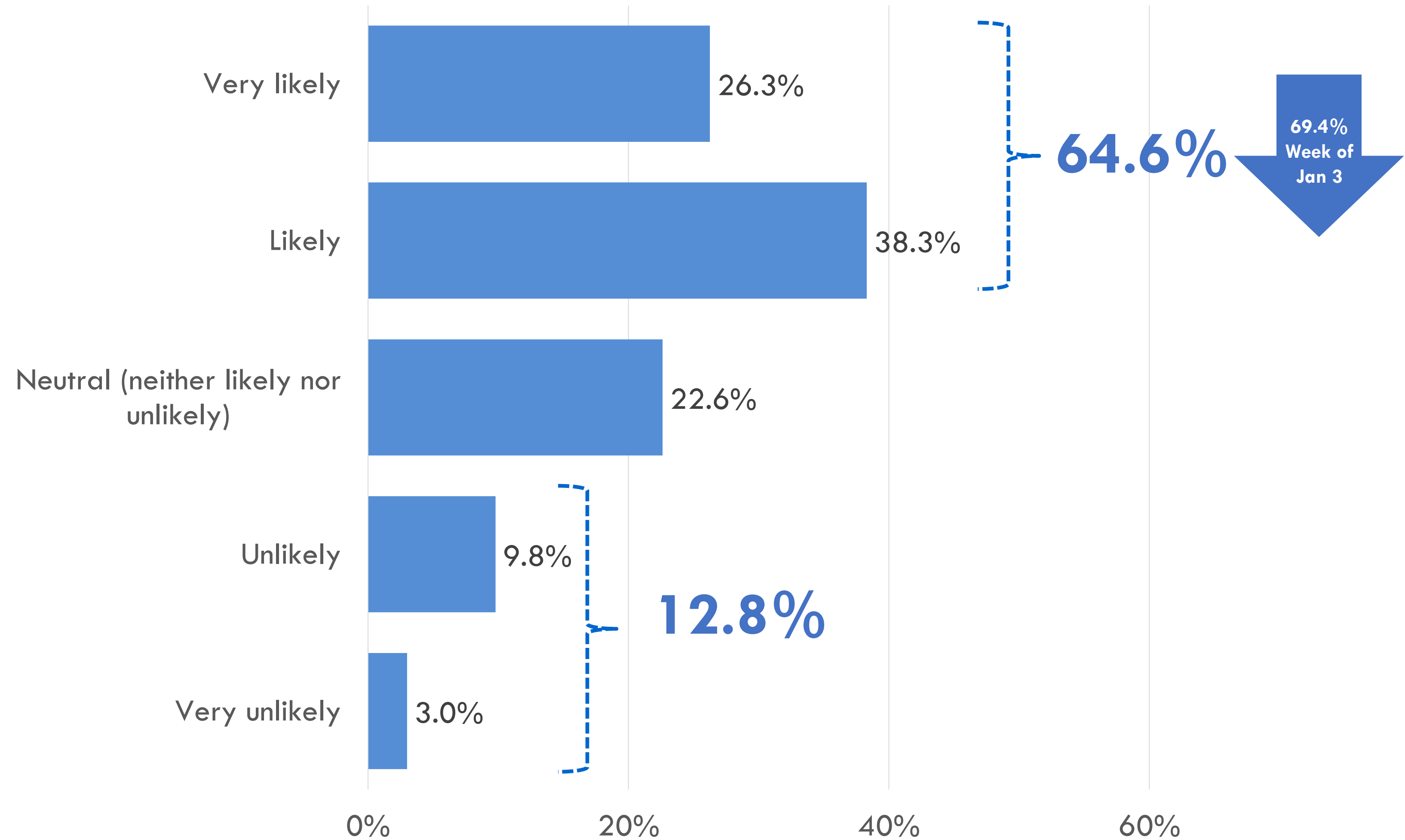
Question: How much is the COVID-19 issue impacting your ability to have meaningful travel experiences? (Select one)



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

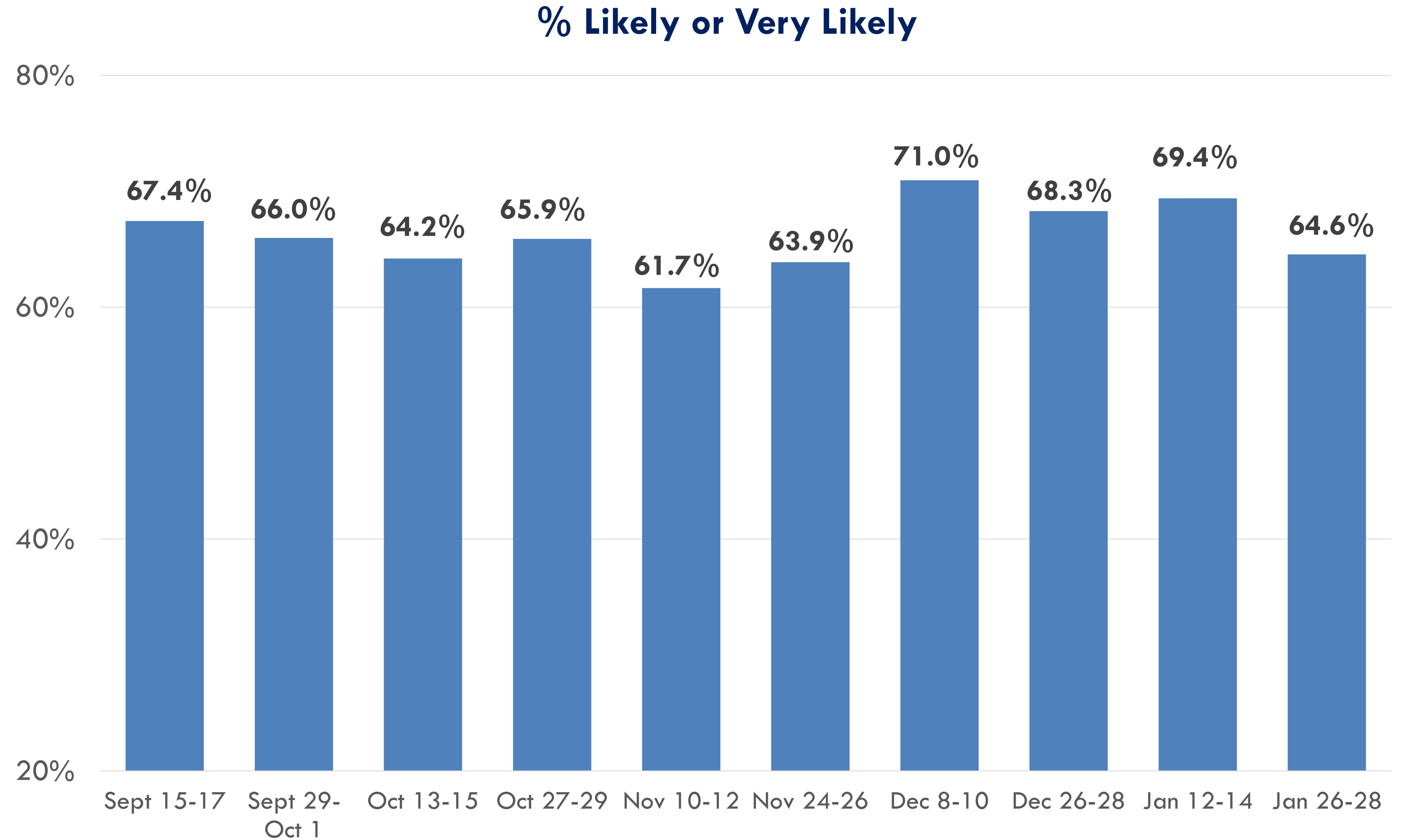
Question: In your opinion, how likely is it that the COVID-19 issue will be with us for the longer-term (i.e., at least the next several years)? (Select one)

(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



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

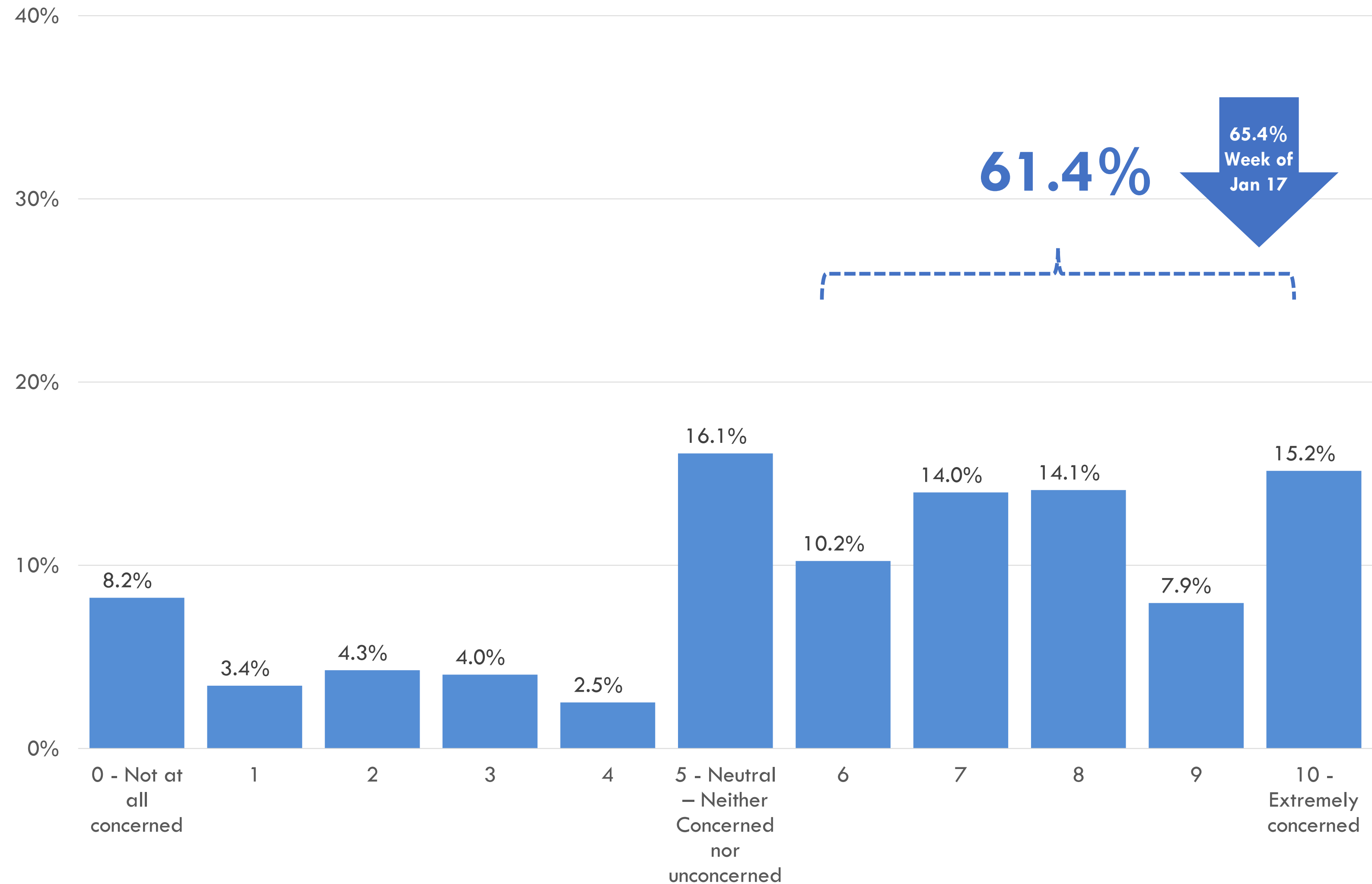
Question: In your opinion, how likely is it that the COVID-19 issue will be with us for the longer-term (i.e., at least the next several years)? (Select one)



PERSONAL HEALTH CONCERNS

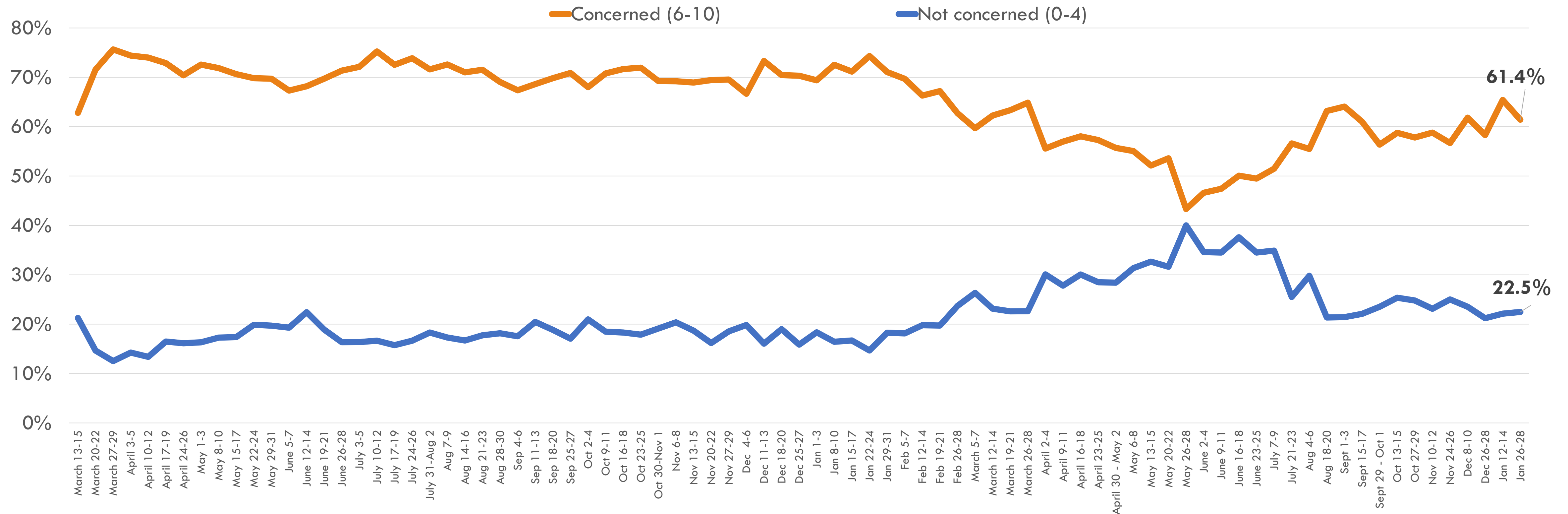
Question: Thinking about the current coronavirus situation, in general, **HOW CONCERNED ARE YOU PERSONALLY** about contracting the virus? (Please answer using the scale below)

(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



PERSONAL HEALTH CONCERNS (MAR 2020 – JAN 2022)

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

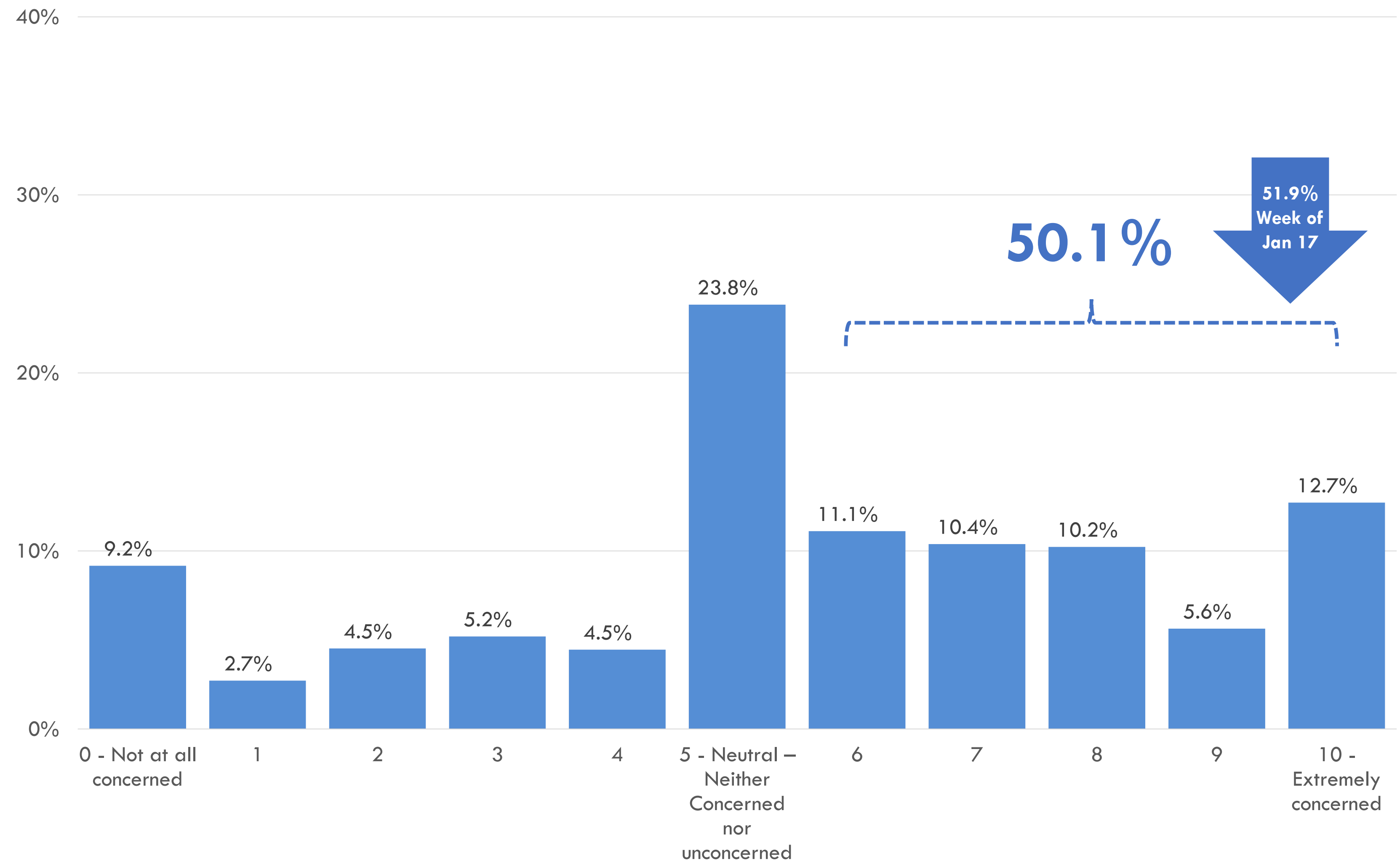


(Base: Waves 1-83. All respondents, 1,200+ completed surveys each wave.)

CONCERNS ABOUT PERSONAL FINANCES

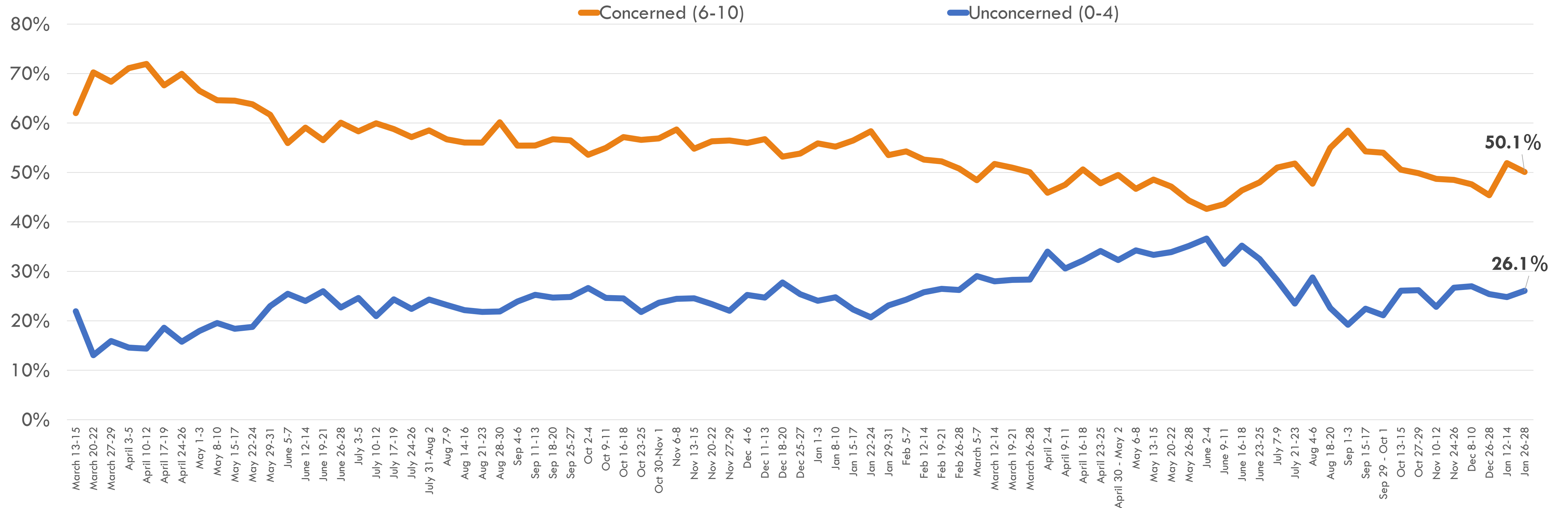
Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on your **PERSONAL FINANCES?** (Please answer using the scale below)

(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



CONCERNS ABOUT PERSONAL FINANCES (MAR 2020 – JAN 2022)

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)



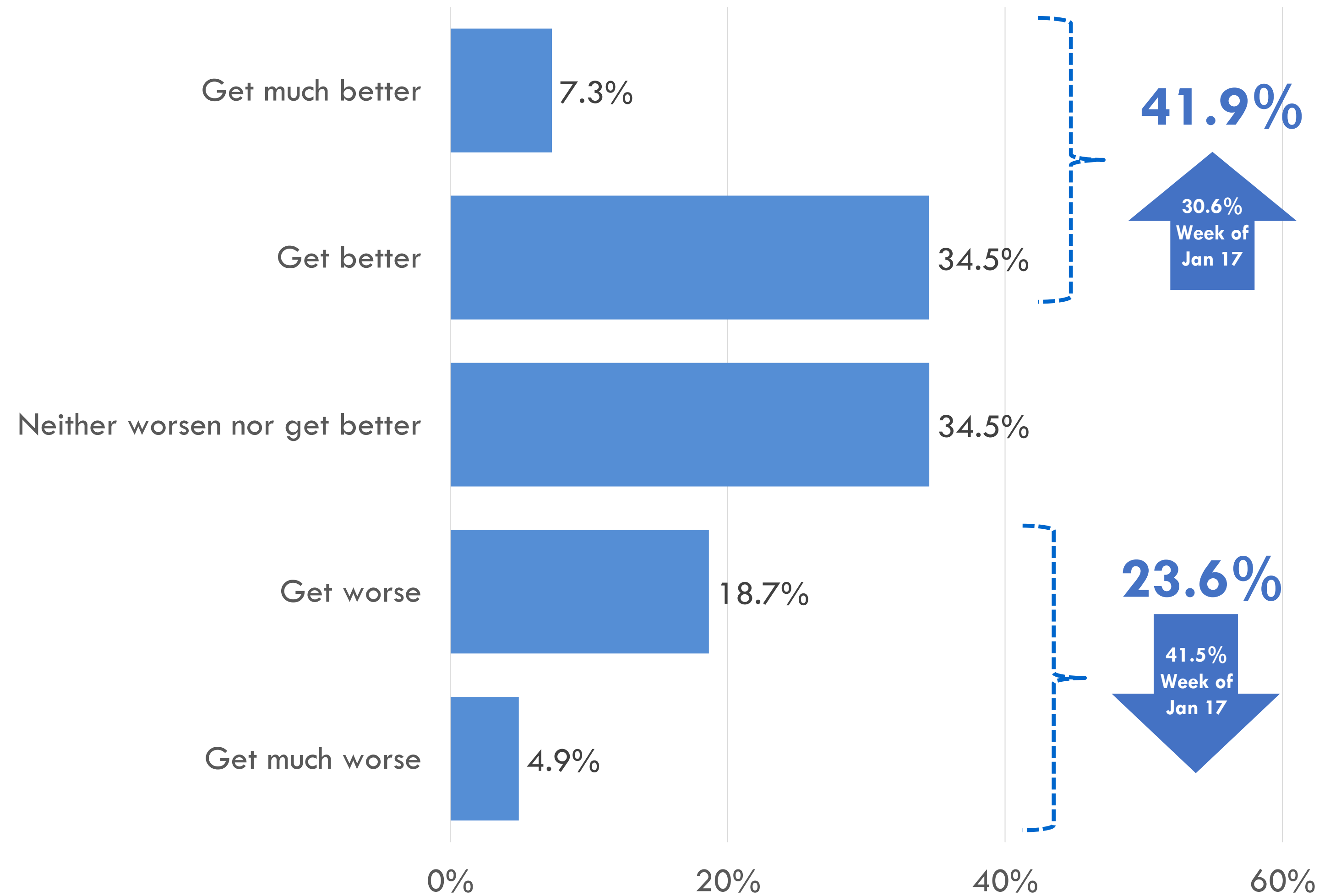
(Base: Waves 1-83. All respondents, 1,200+ completed surveys each wave.)

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 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)

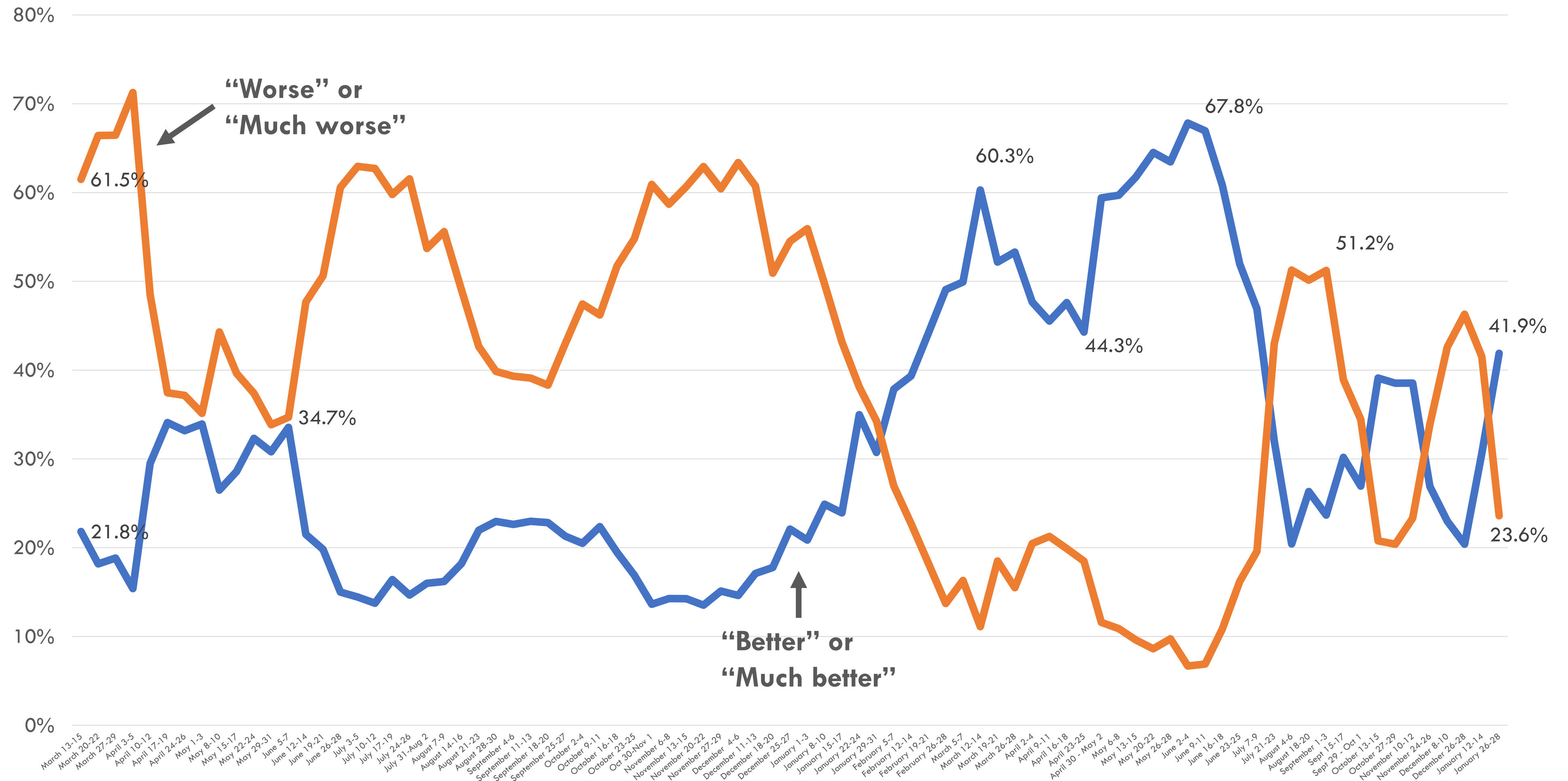


EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-83)

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 1-83. All respondents, 1,200+ completed surveys each wave.)

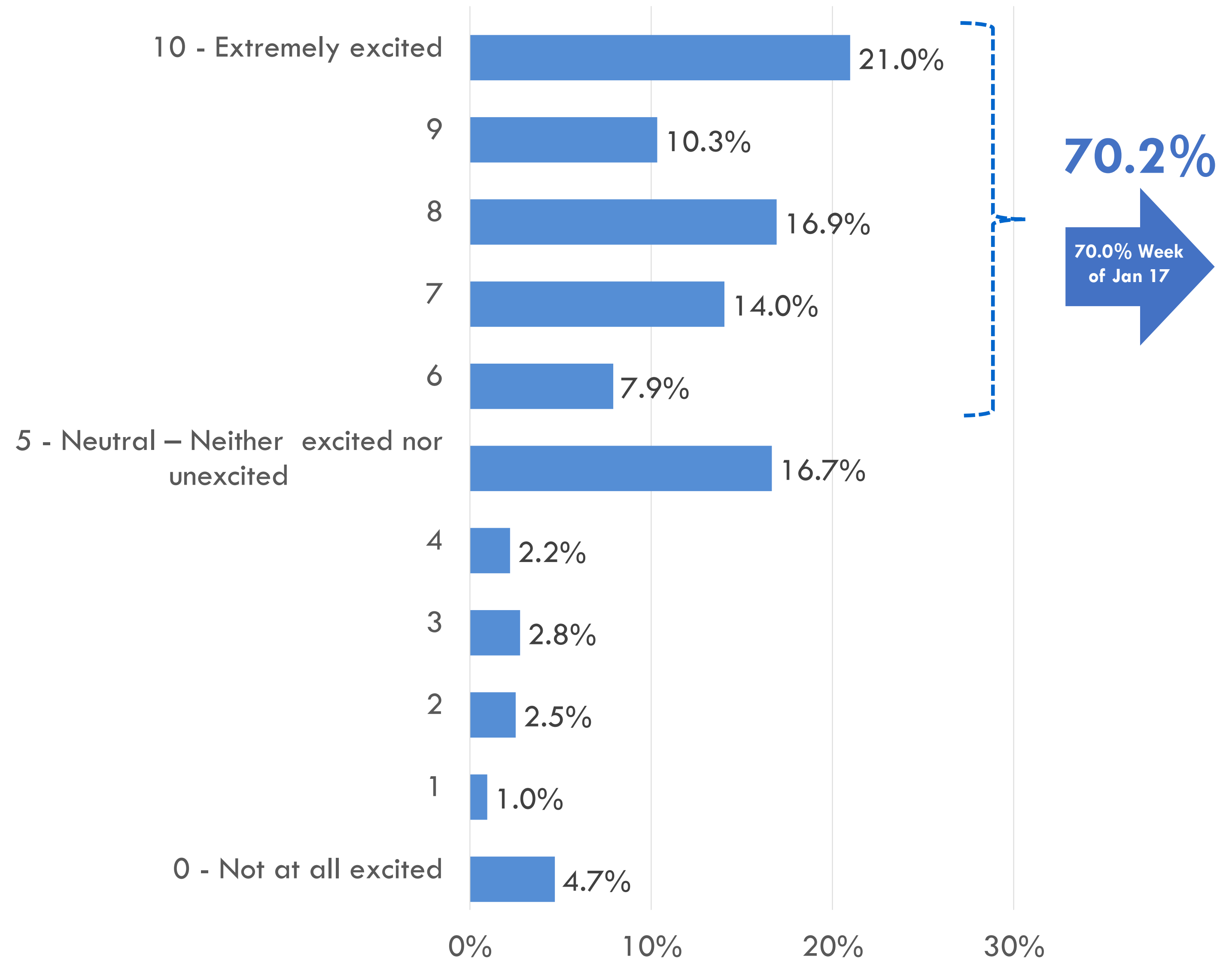


EXCITEMENT TO TRAVEL NOW

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 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



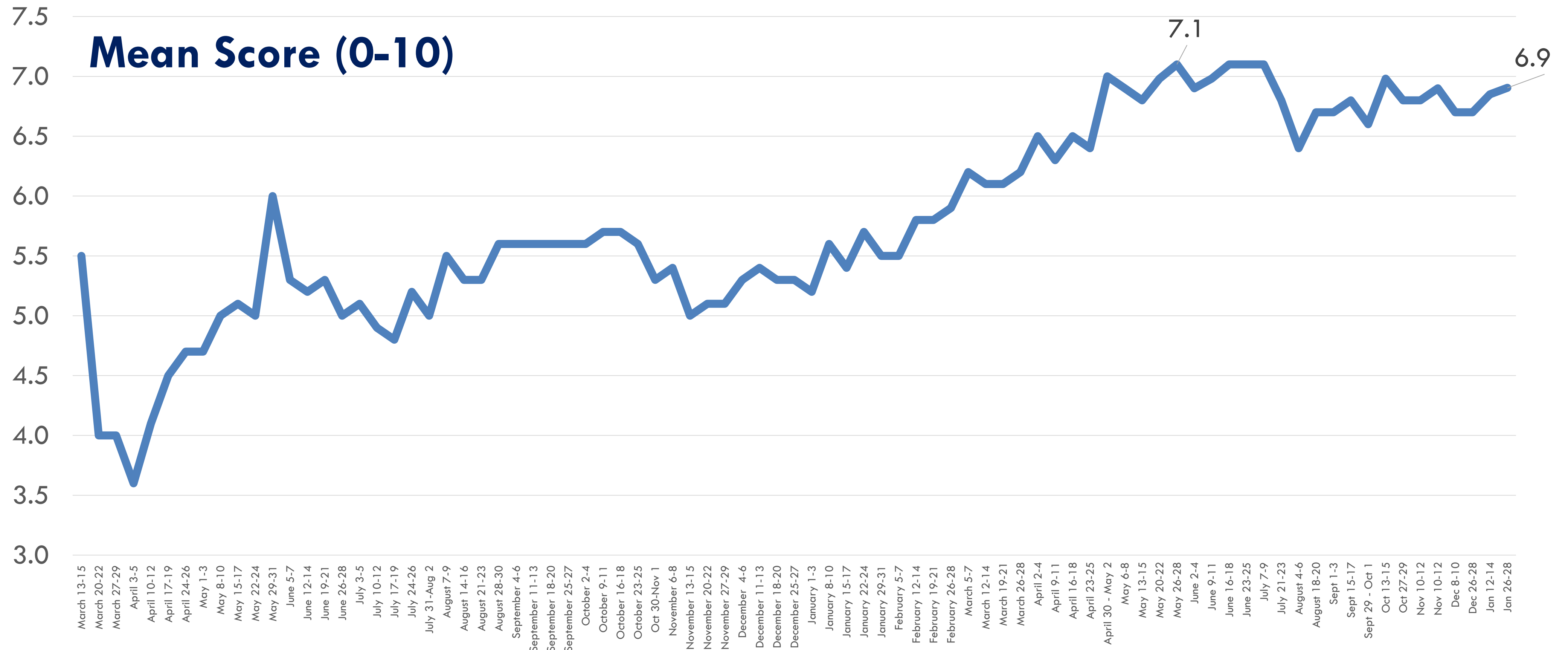
EXCITEMENT TO TRAVEL NOW

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**



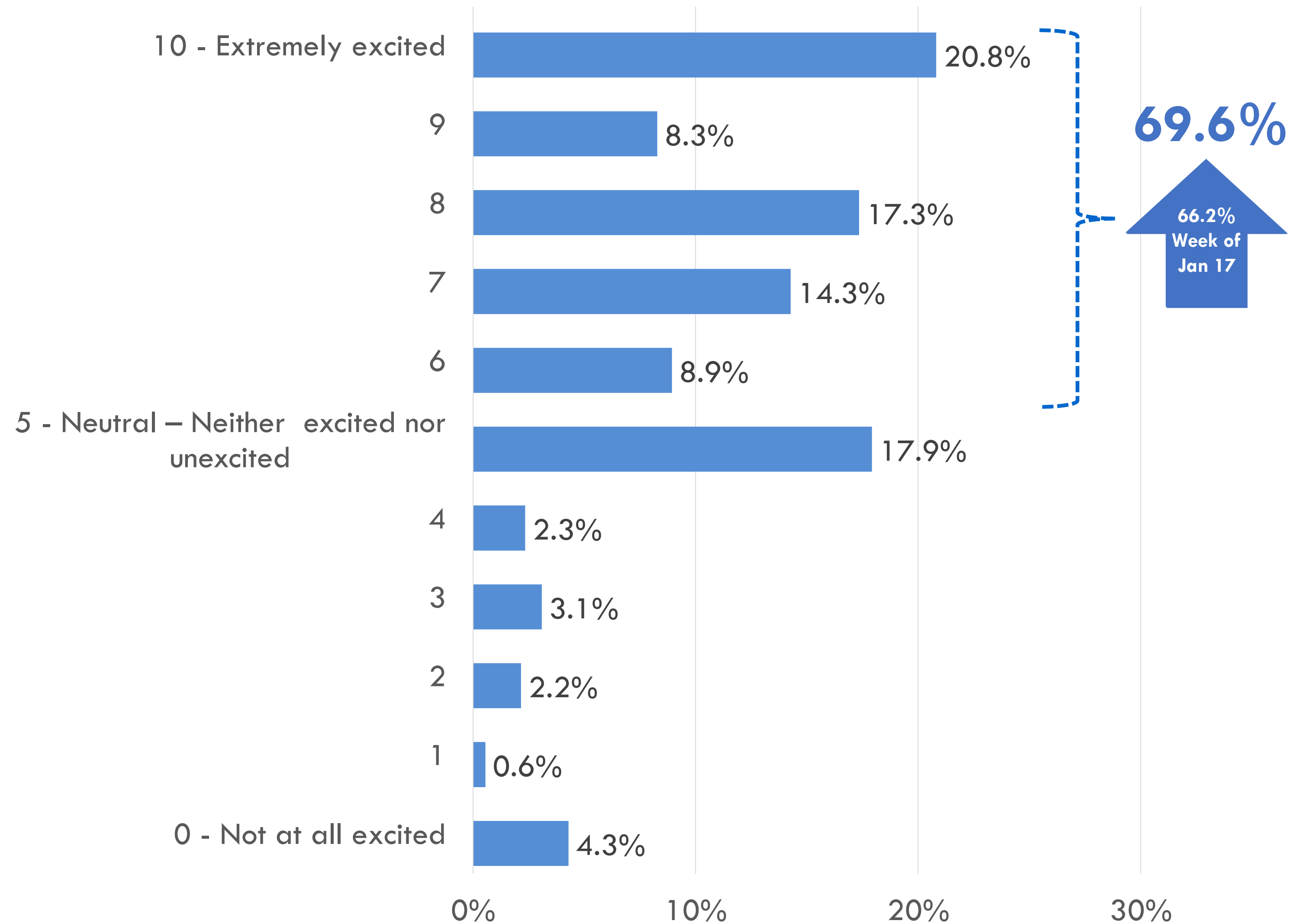
**Less
Excitement**



OPENNESS TO TRAVEL INSPIRATION

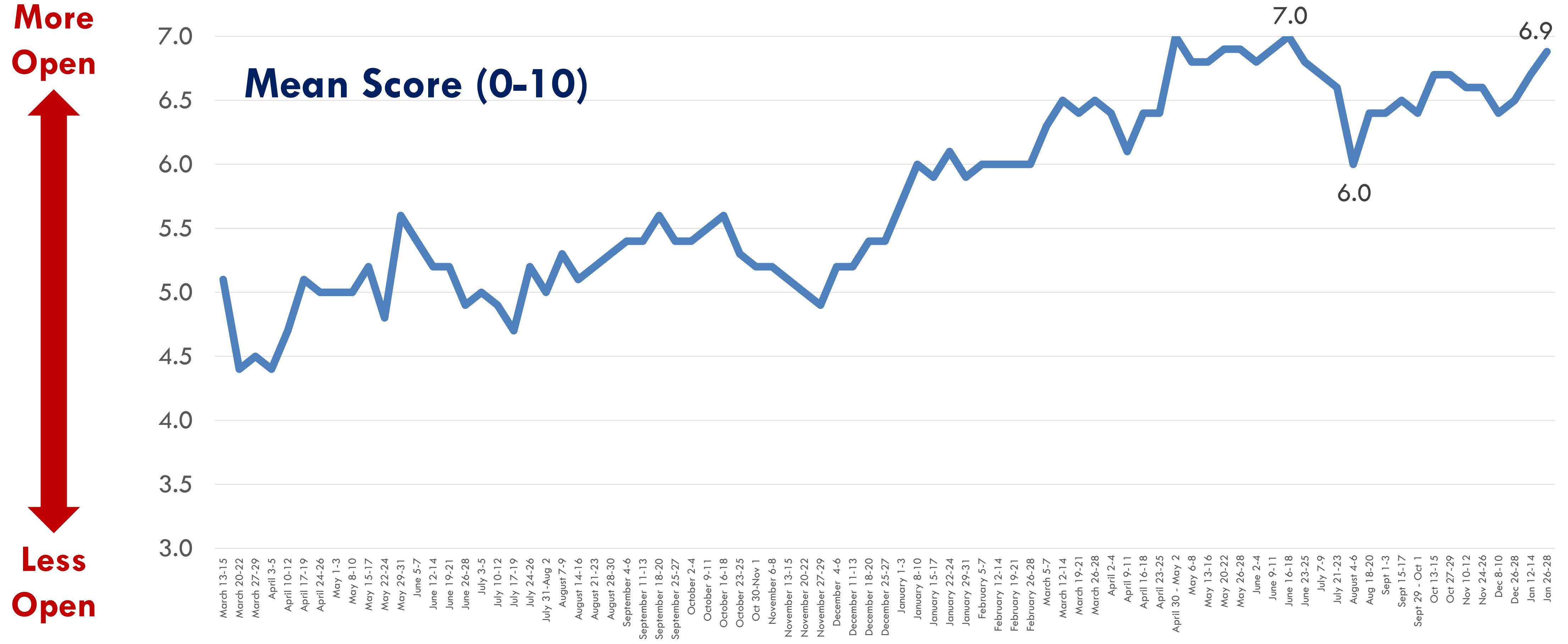
Question: At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?

(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



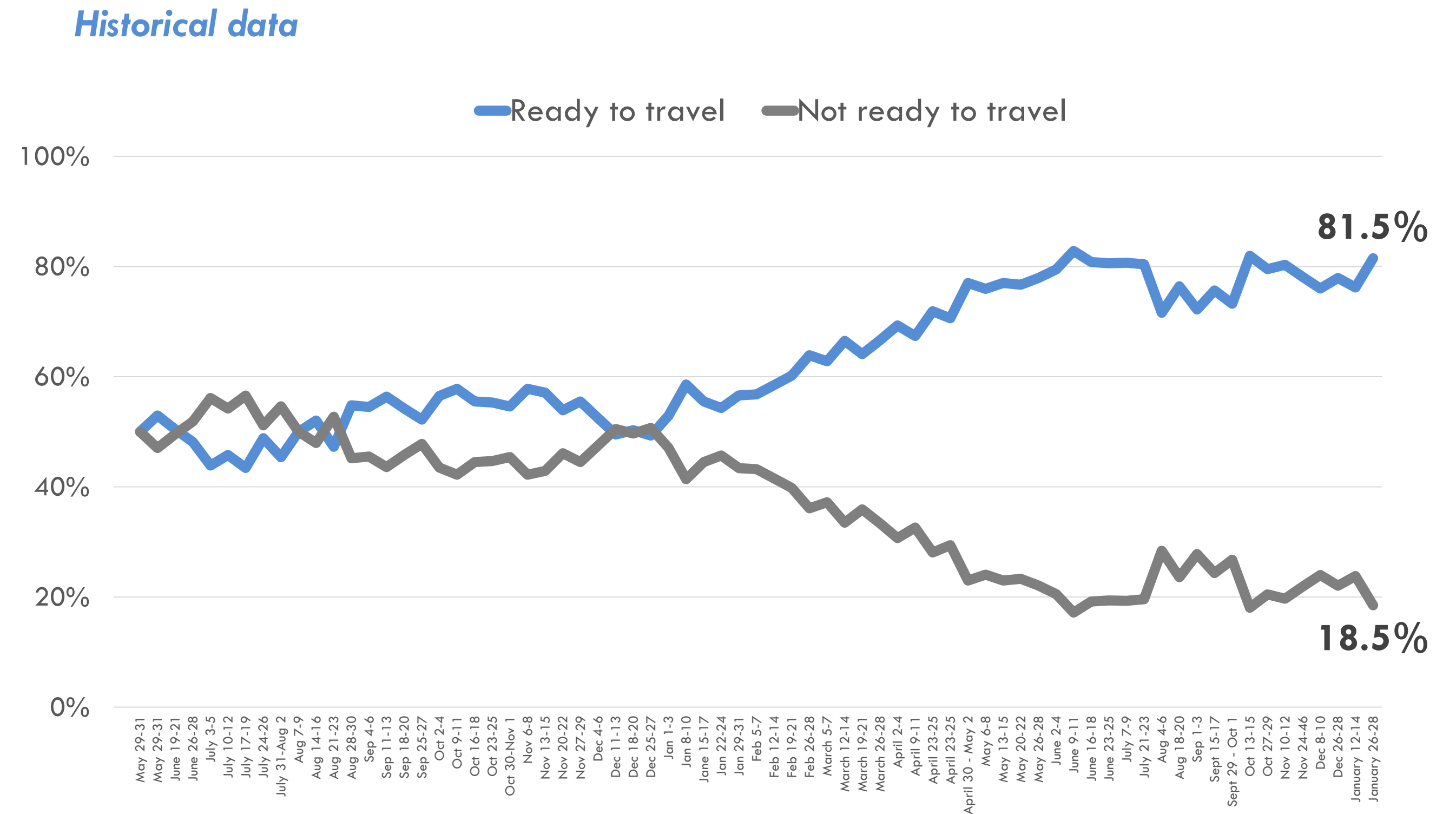
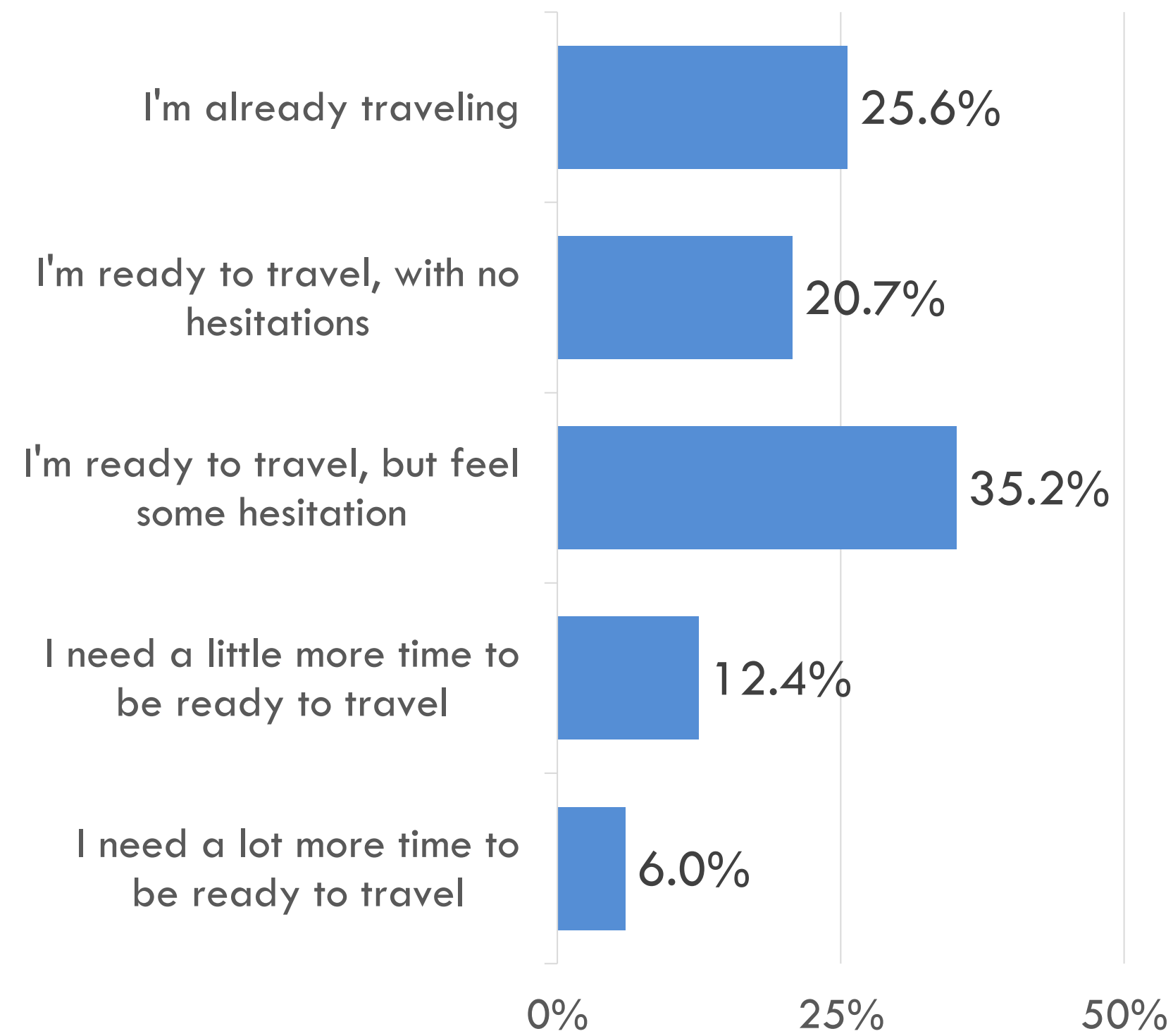
OPENNESS TO TRAVEL INSPIRATION

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 83 data. All respondents, 1,207 completed surveys.

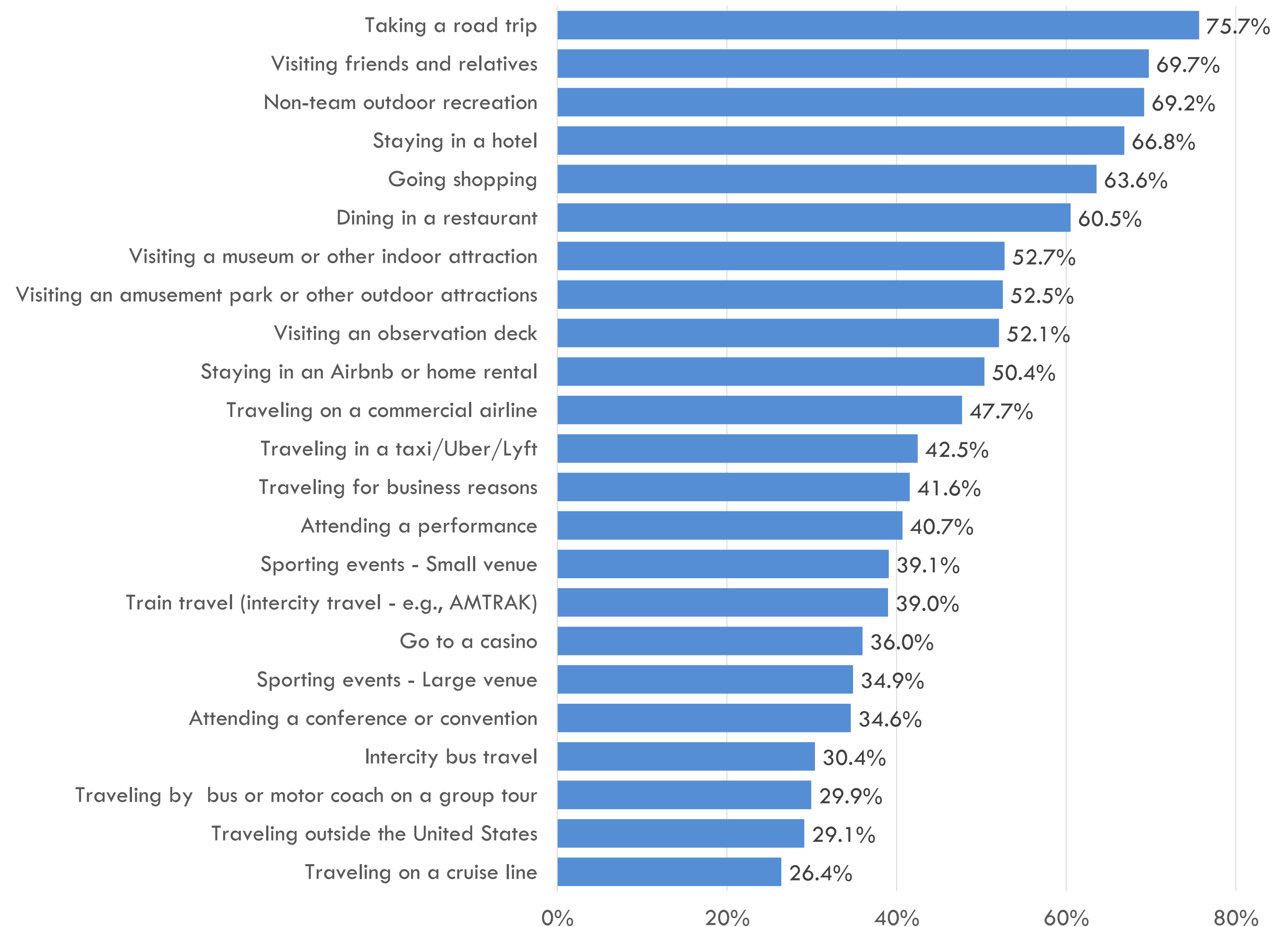
Data collected January 26-28, 2022)

SAFETY PERCEPTIONS OF TRAVEL ACTIVITIES

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

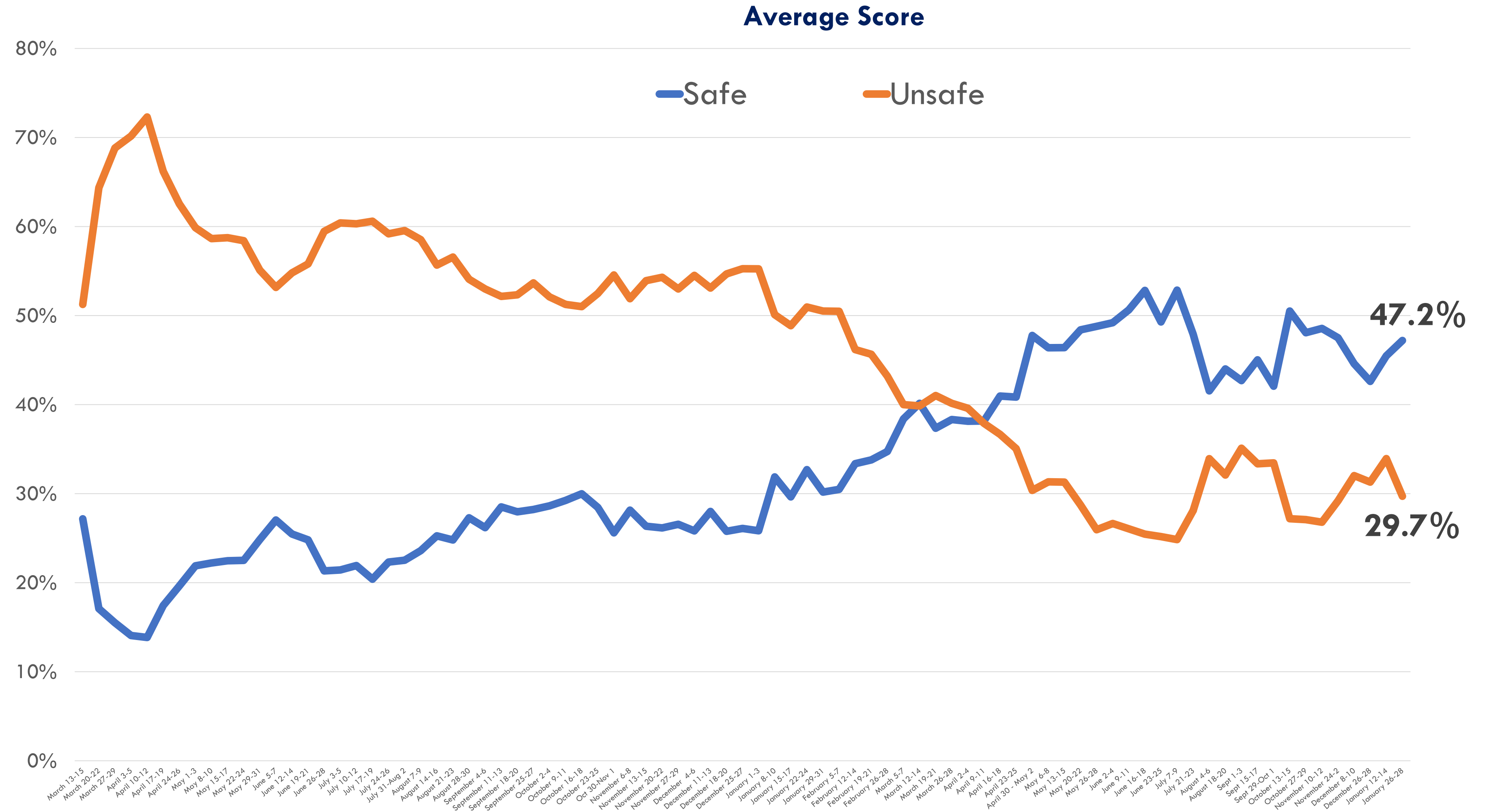
(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)

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



AVERAGE SAFETY PERCEPTIONS OF TRAVEL ACTIVITIES (MAR 2020 – JAN 2022)

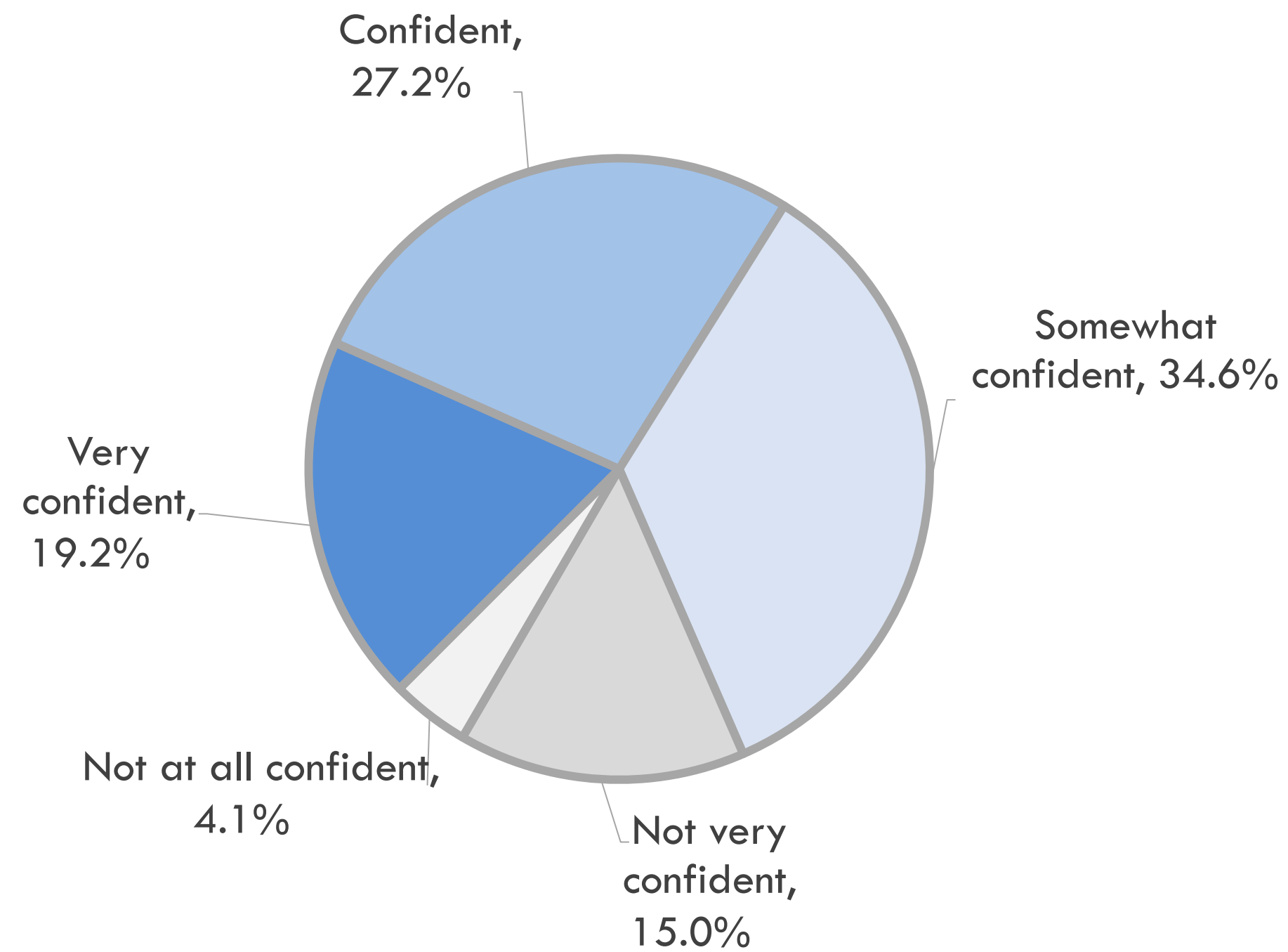
Question: At this moment, how safe would you feel doing each type of travel activity?



(Base: Waves 1-83. All respondents, 1,200+ completed surveys each wave.)

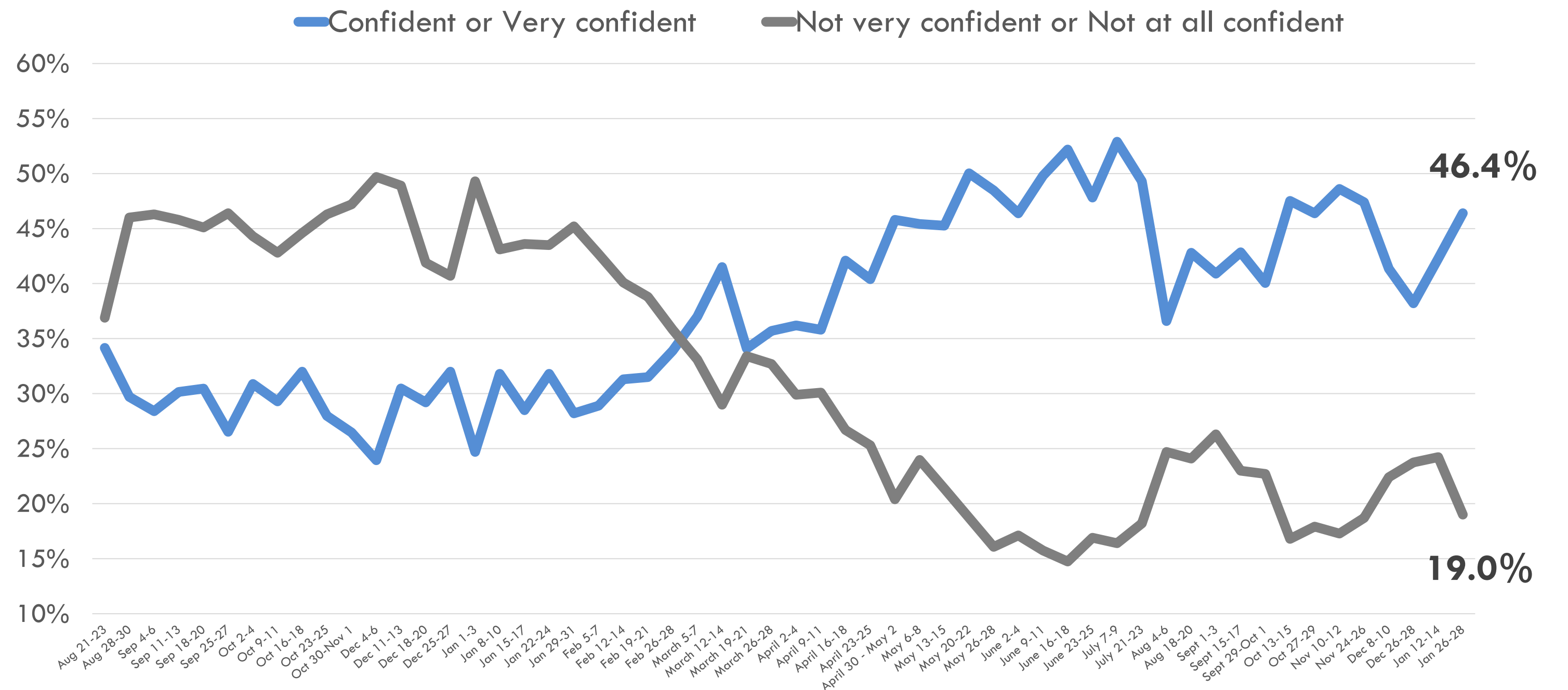
CONFIDENCE IN ABILITY TO TRAVEL SAFELY

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



(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)

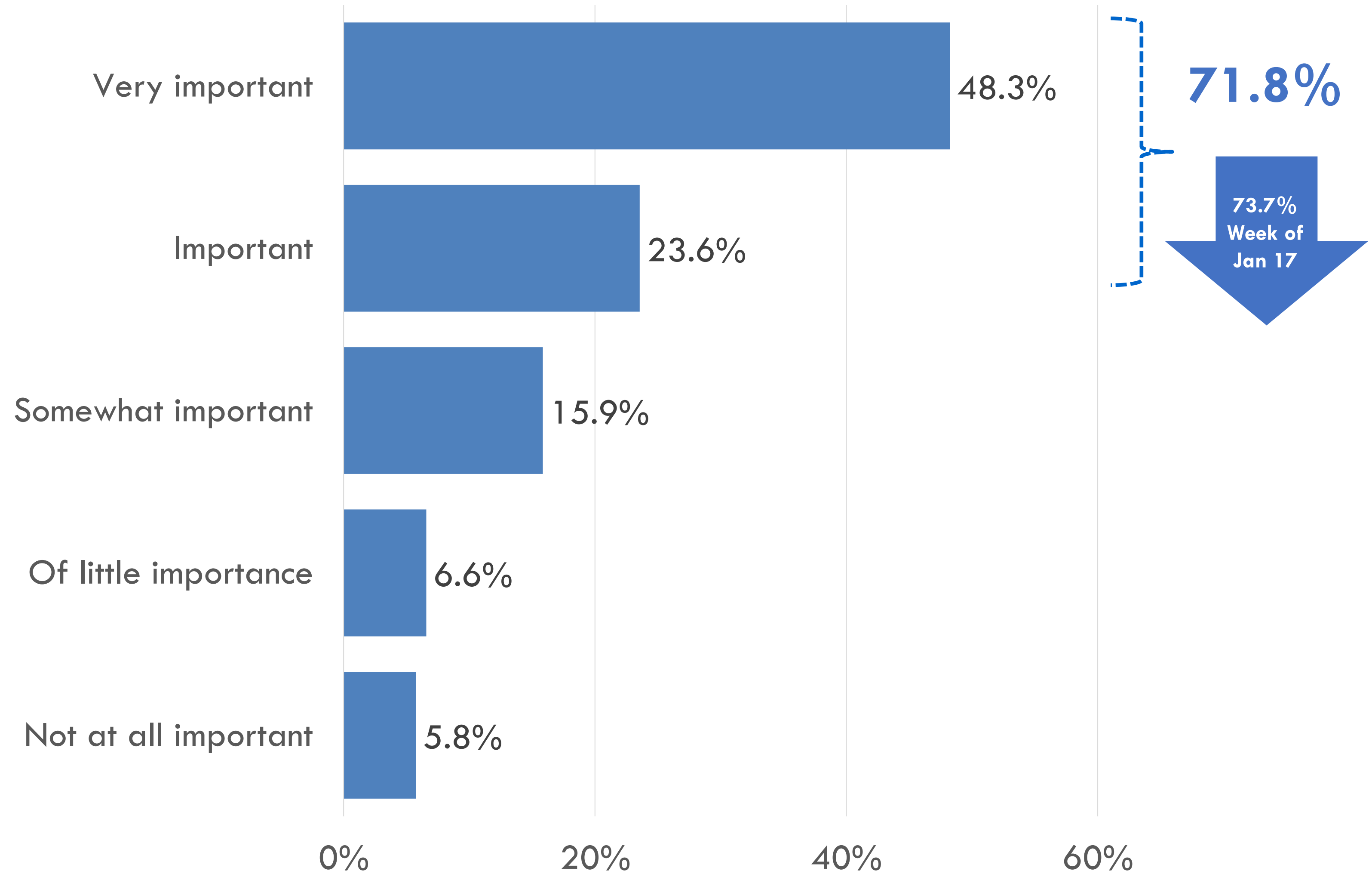
Historical data



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)

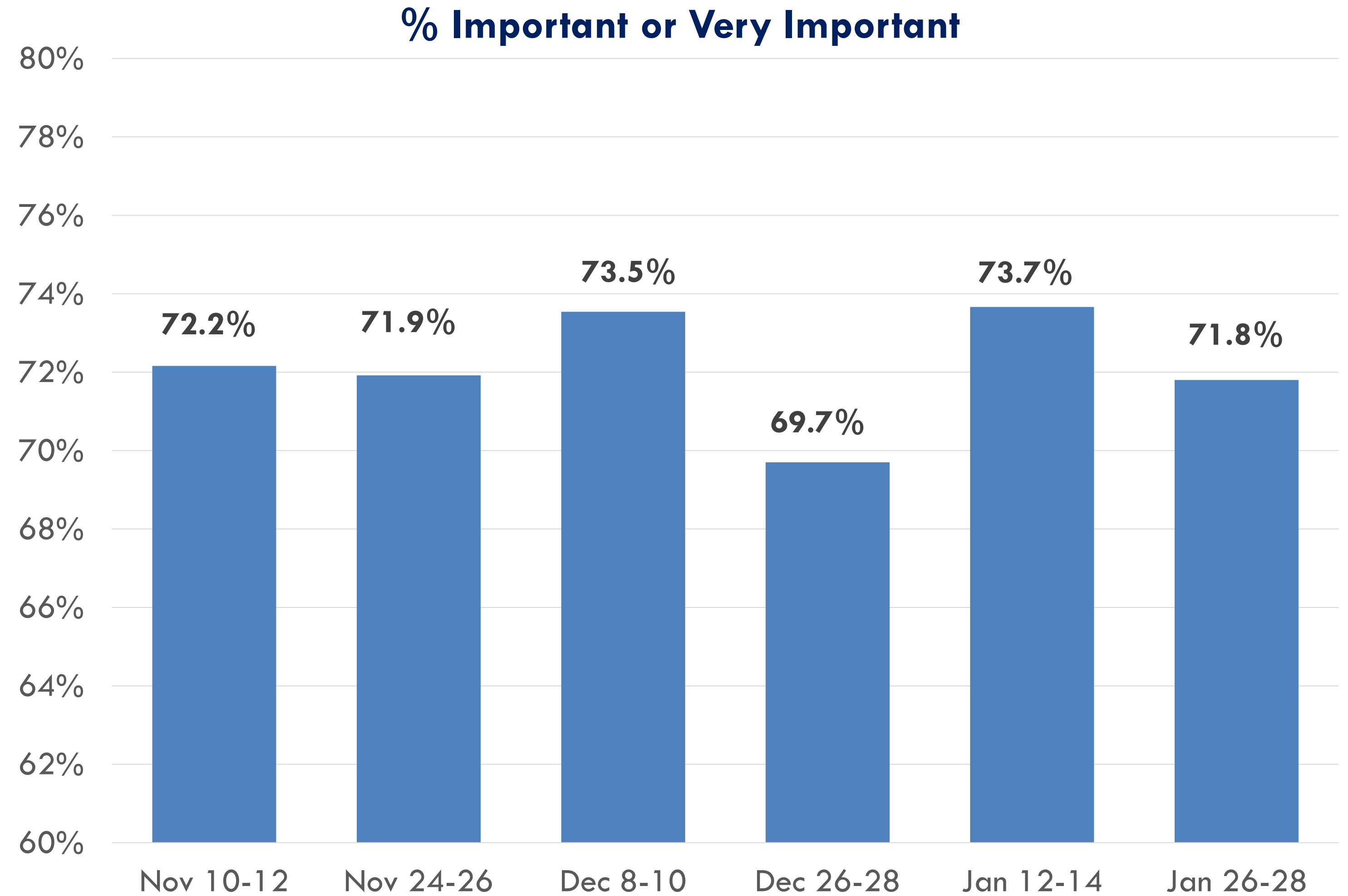
(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



IMPORTANCE OF COVID-19 SAFETY PROTOCOLS CONTINUATION

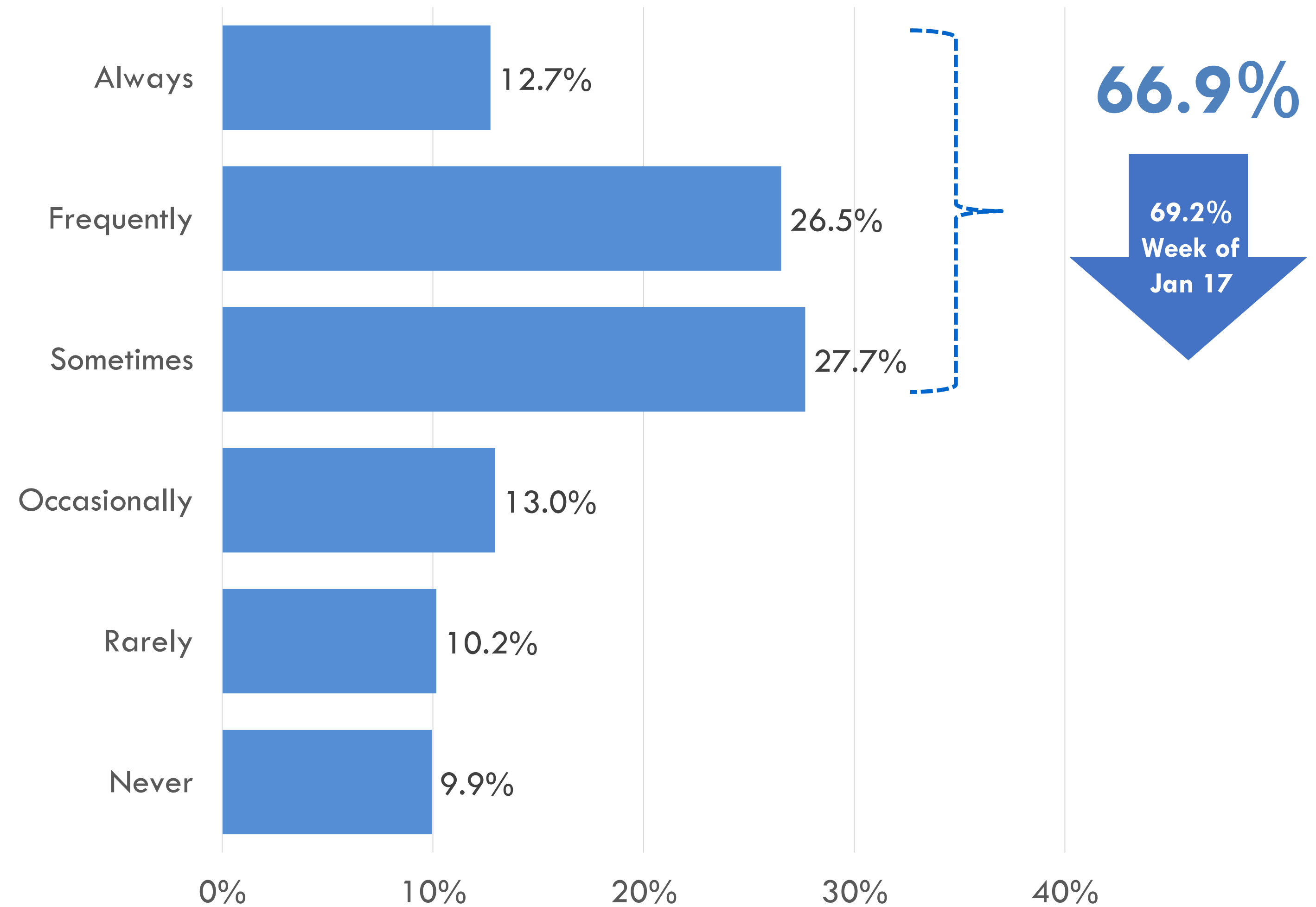
Question: How important is it to you that the destinations you visit are continuing to maintain careful COVID-19 safety protocols and practices? (Select one)

(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



WORRIED PEOPLE ARE GIVING UP ON COVID SAFETY

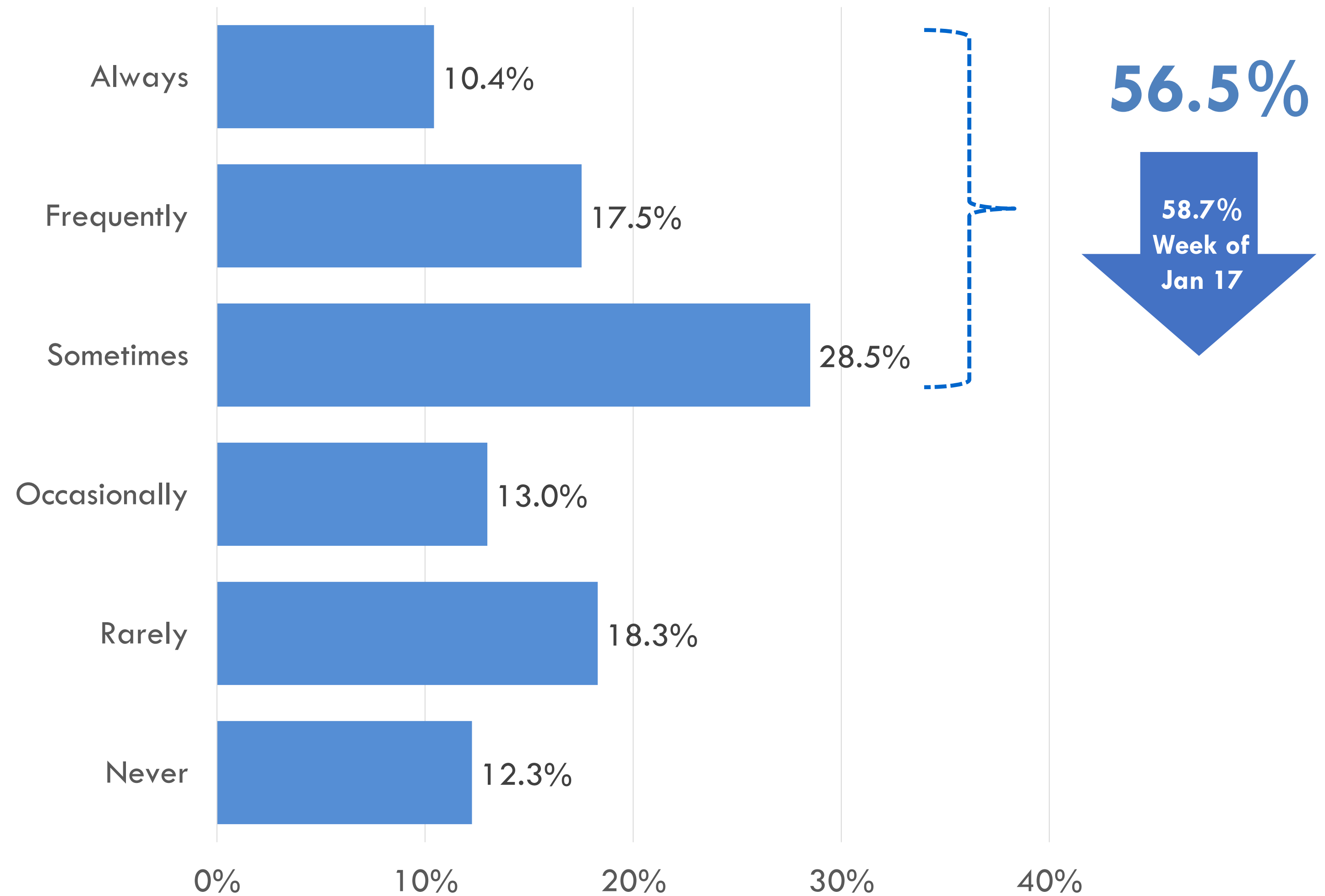
Question: In the past month, how often have you worried that people are giving up on COVID safety when they shouldn't?



(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)

EXHAUSTED FROM COVID-19 SITUATION IN LAST MONTH

Question: In the past month, how often have you felt exhausted (or overly-tired) from having to deal with the COVID-19 situation?



(Base: Wave 83 data. All respondents, 1,207 complete surveys. Data collected January 26-28, 2022)

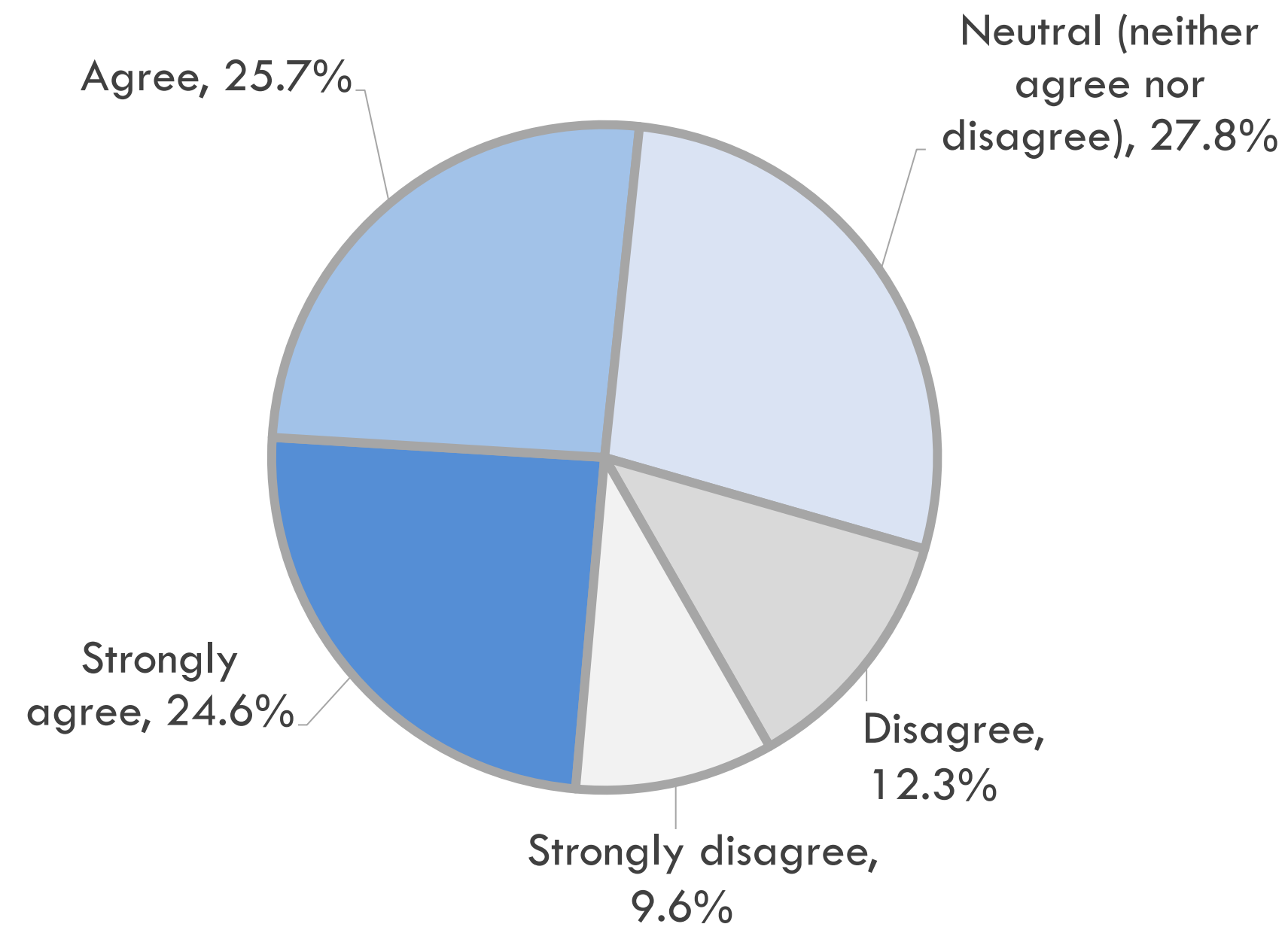


TRAVEL AVOIDANCE

AVOIDING CONVENTIONS & CONFERENCES

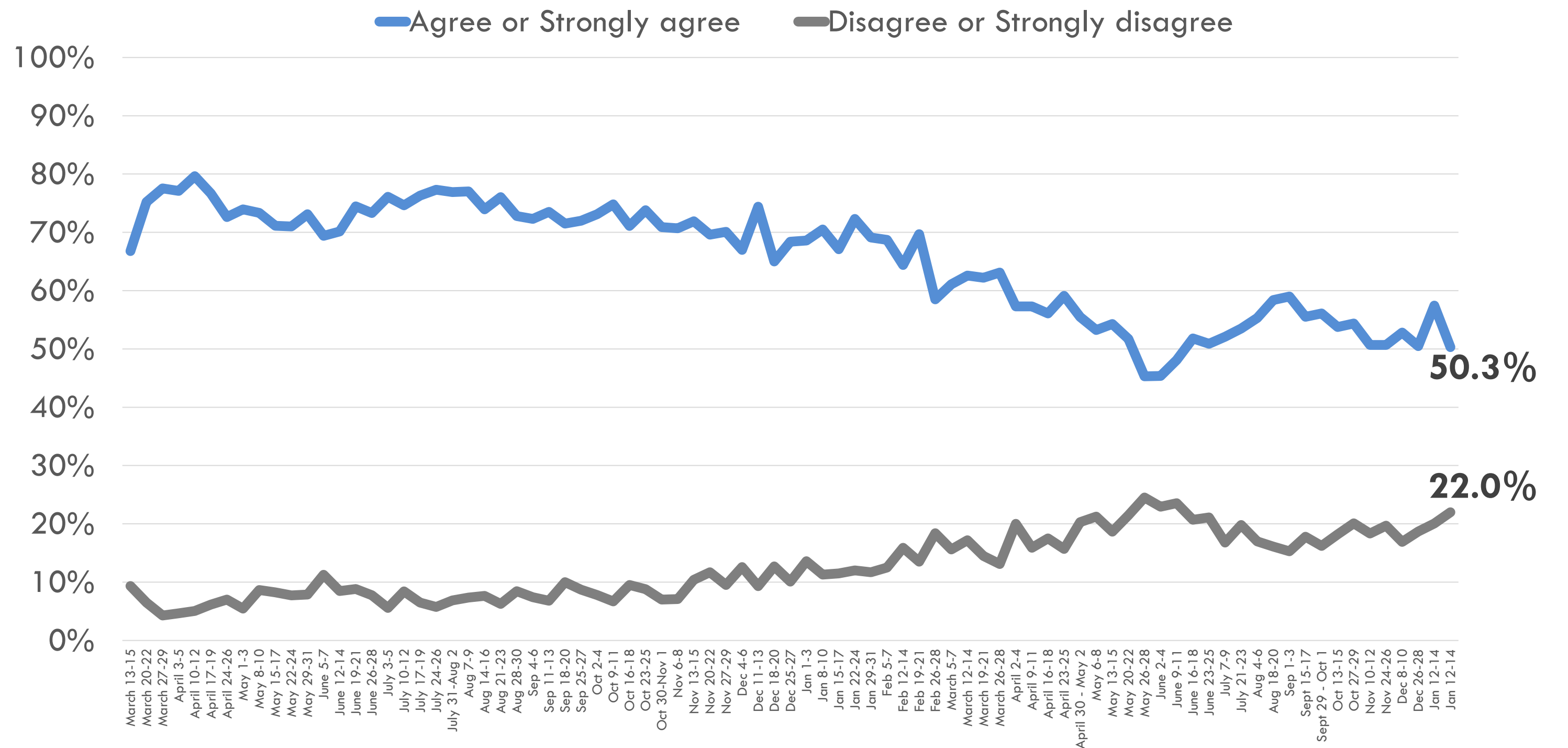
How much do you agree with the following statement?

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



(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)

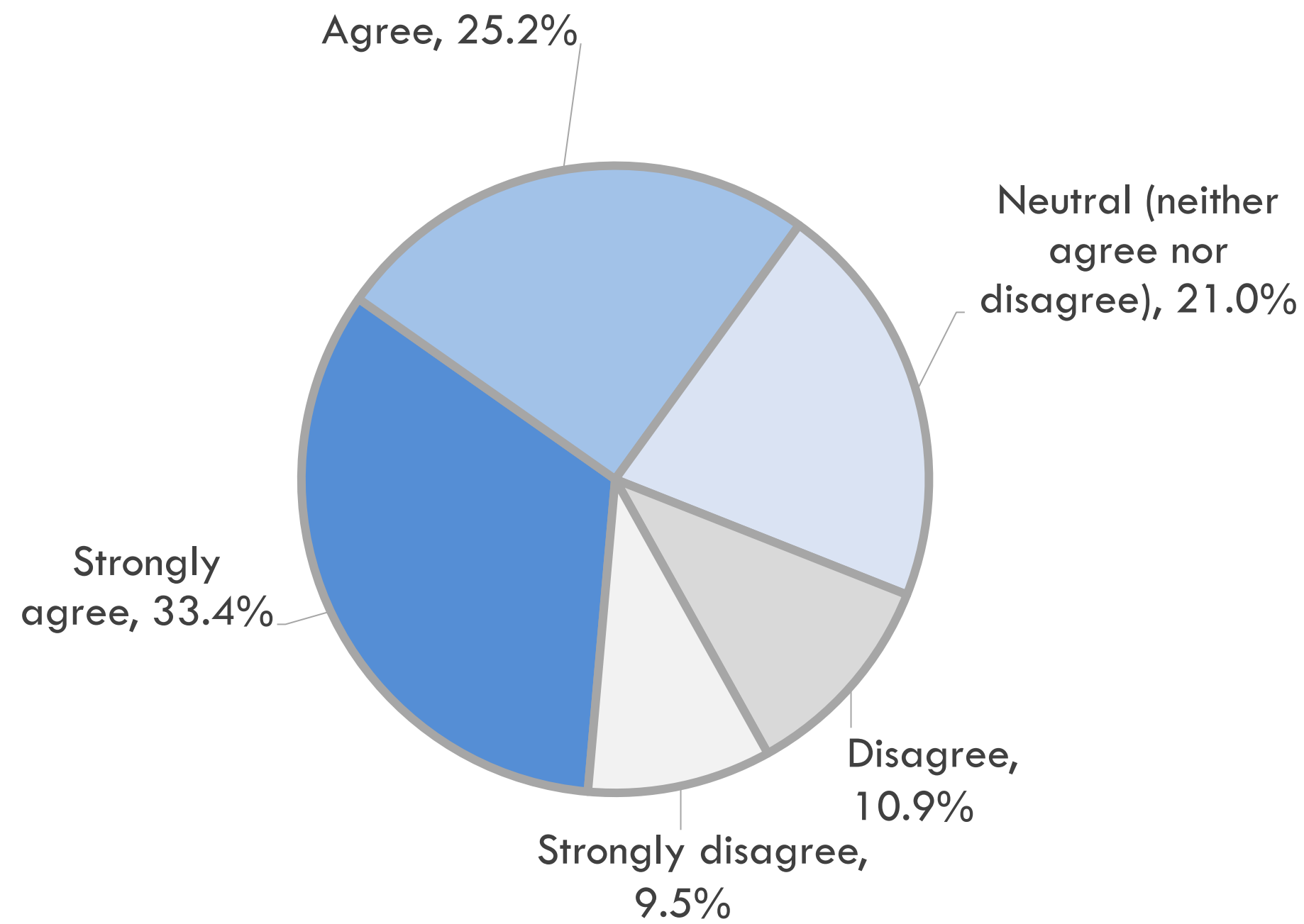
Historical data



AVOIDING INTERNATIONAL TRAVEL

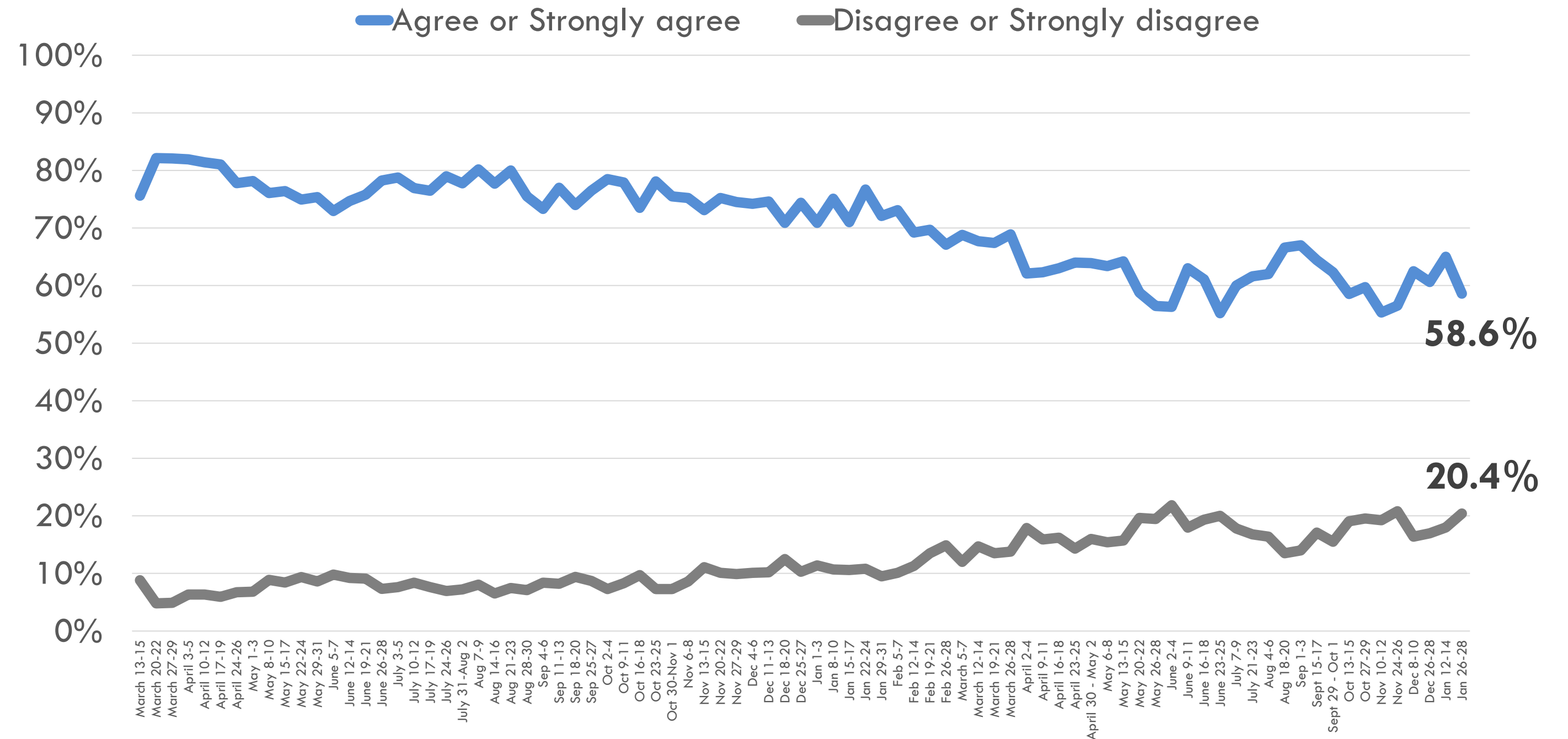
How much do you agree with the following statement?

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



(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)

Historical data



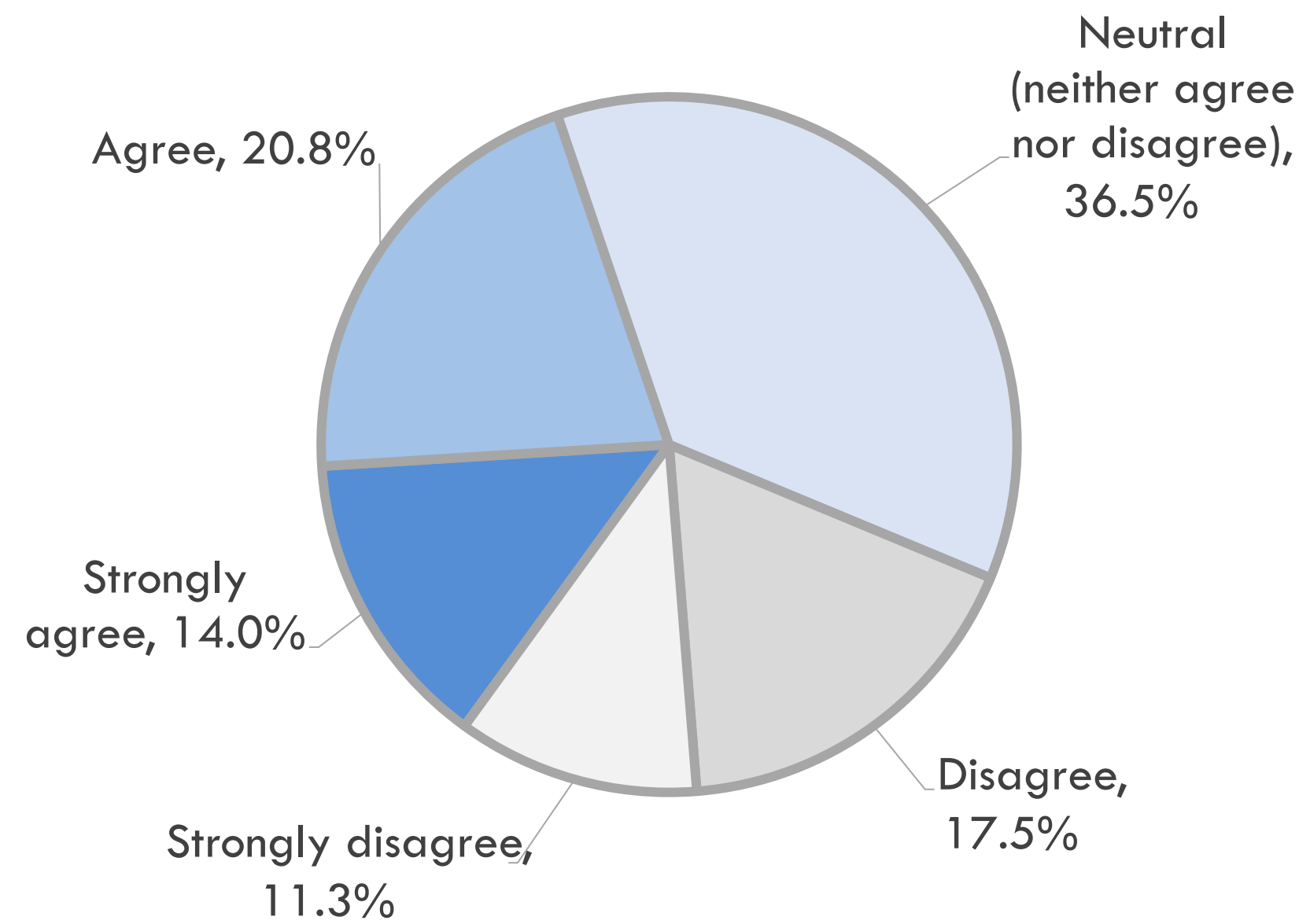
RESIDENT SENTIMENT



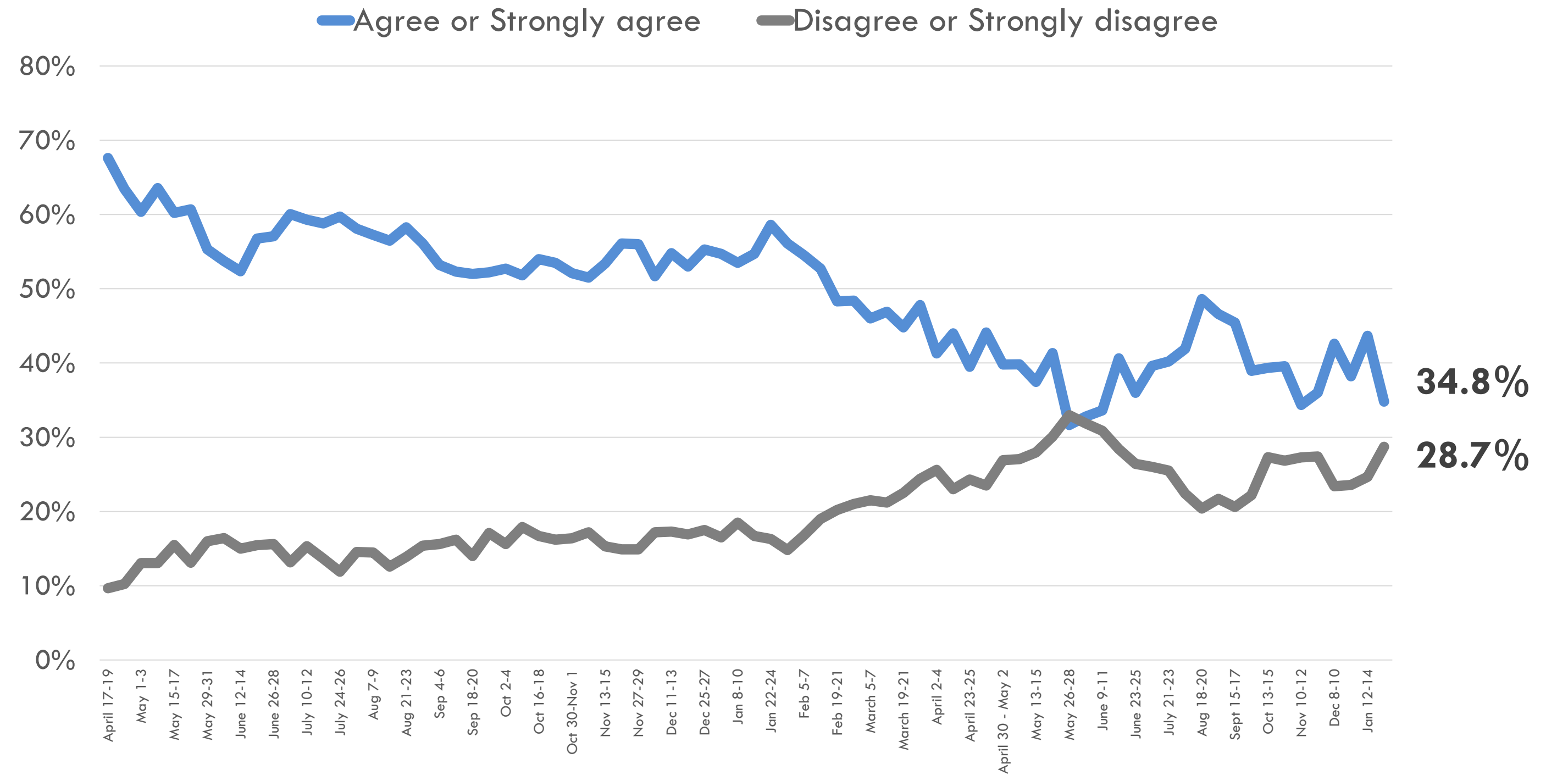
TRAVELERS IN COMMUNITY ARE UNWANTED

How much do you agree with the following statement?

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



Historical data



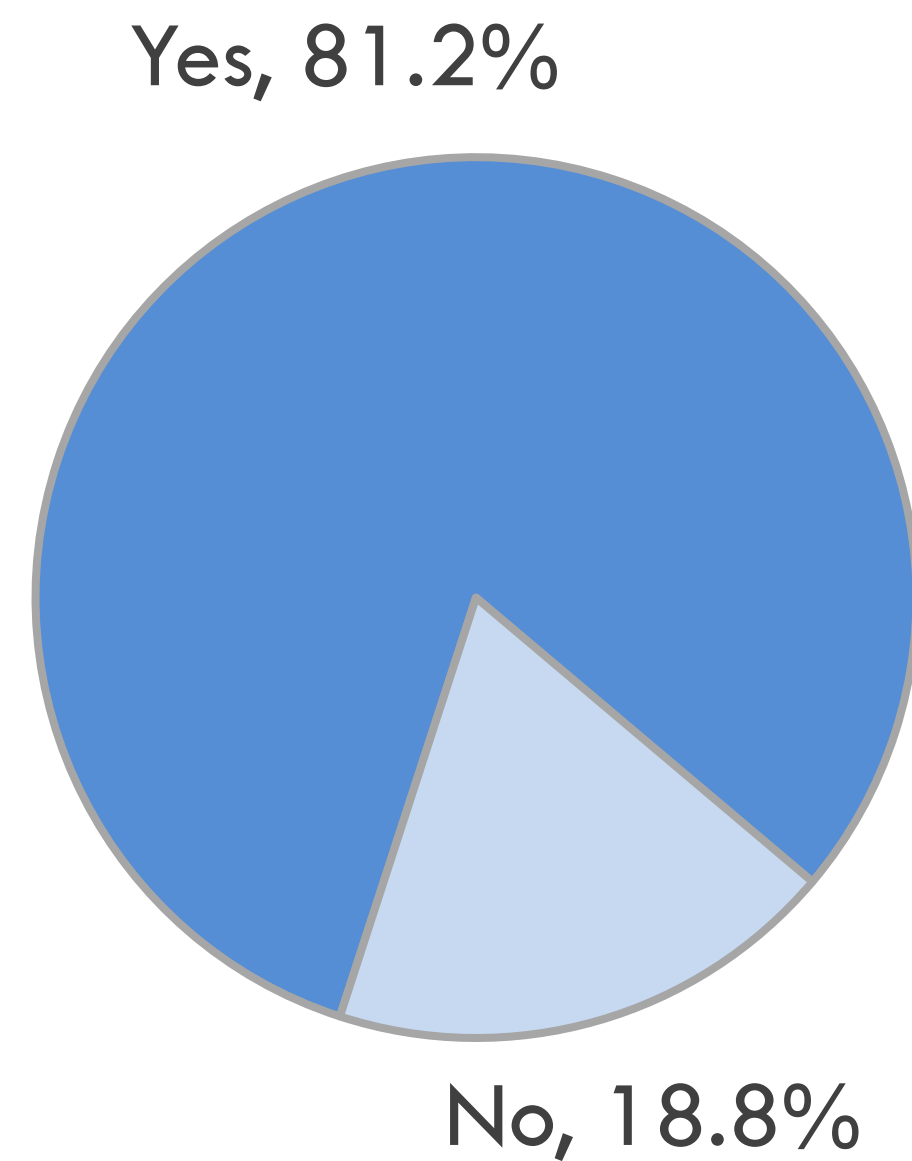
(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)

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

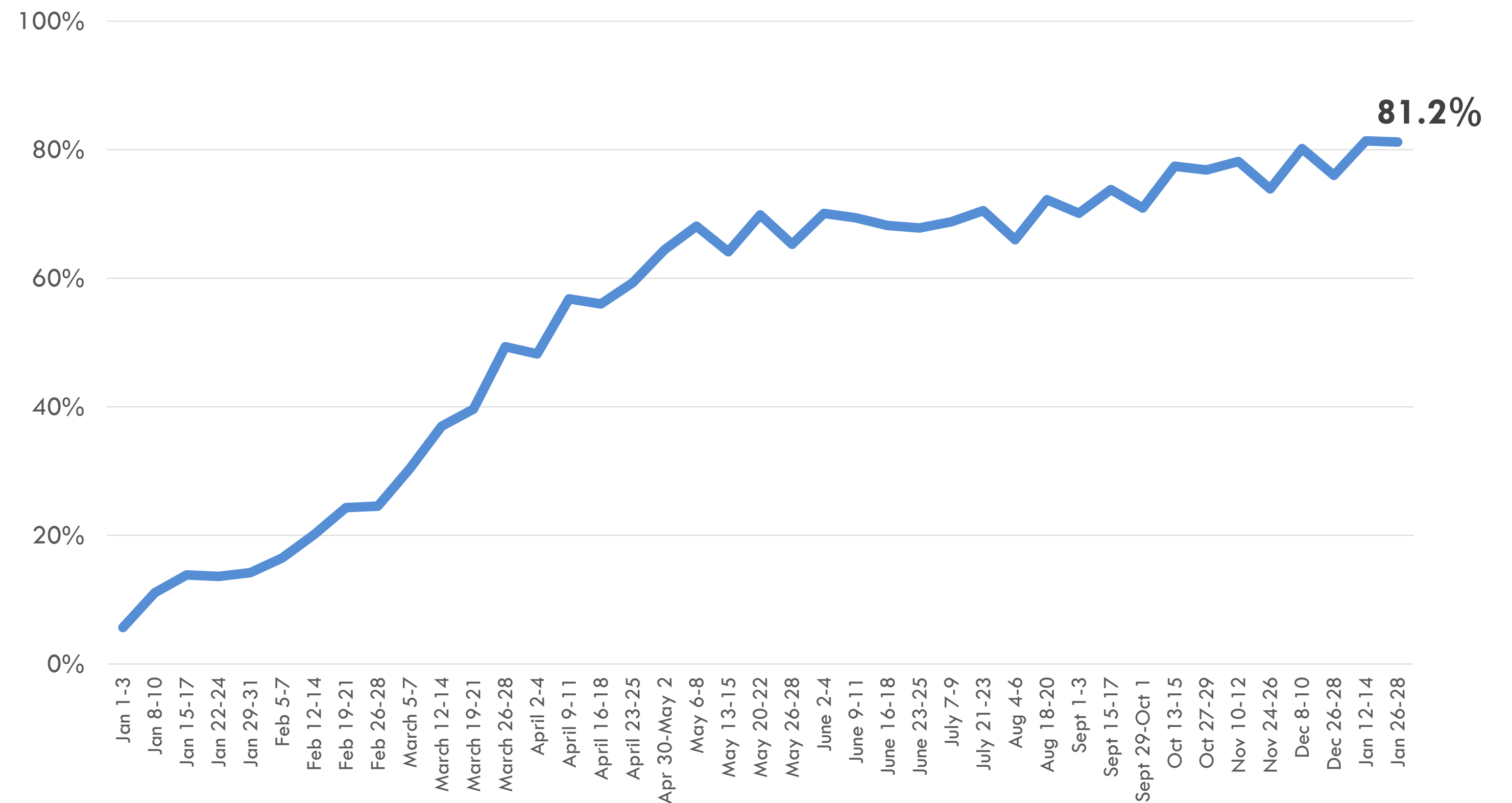


PERSONALLY RECEIVED A COVID-19 VACCINE (JAN 2021–JAN 2022)

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



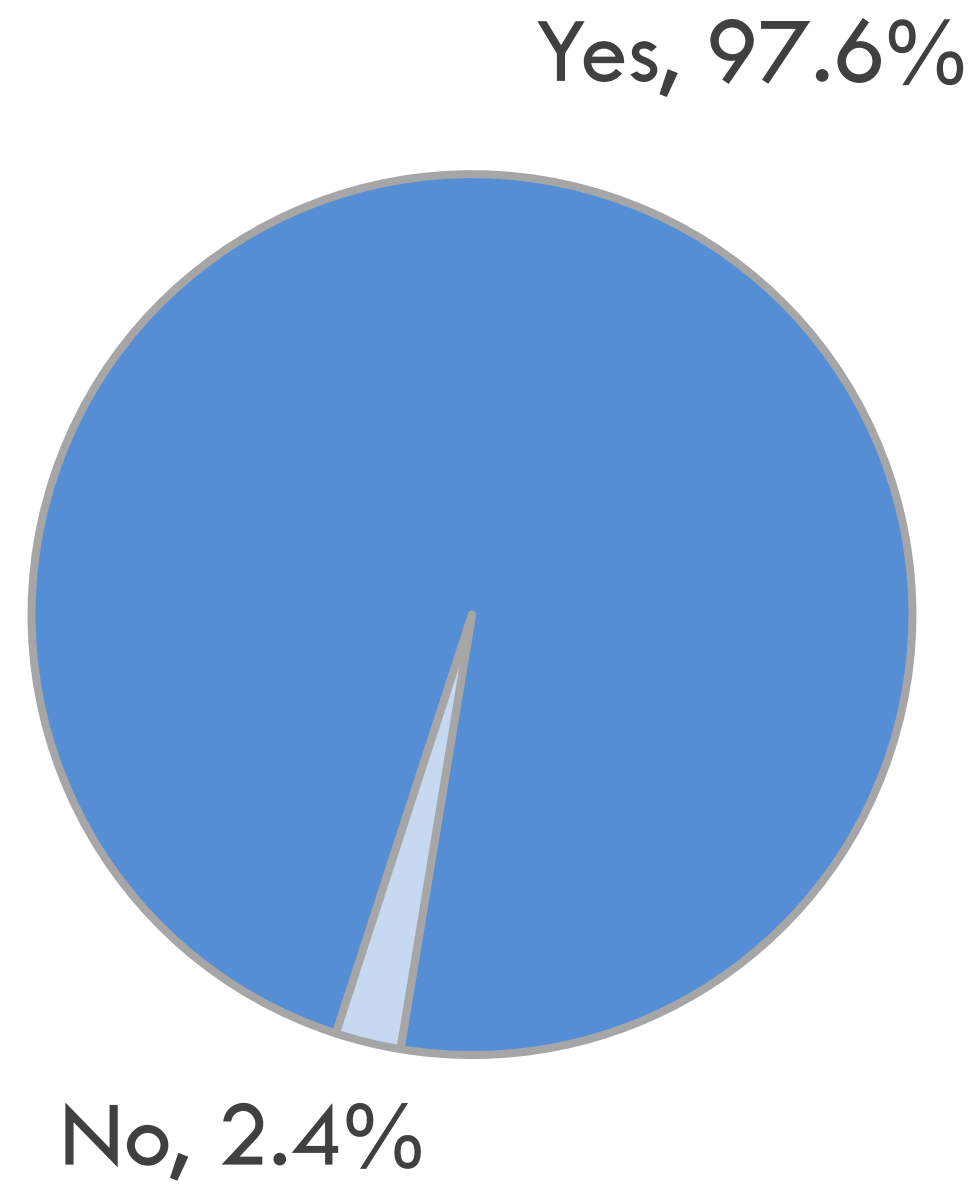
Historical data % Yes



(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)

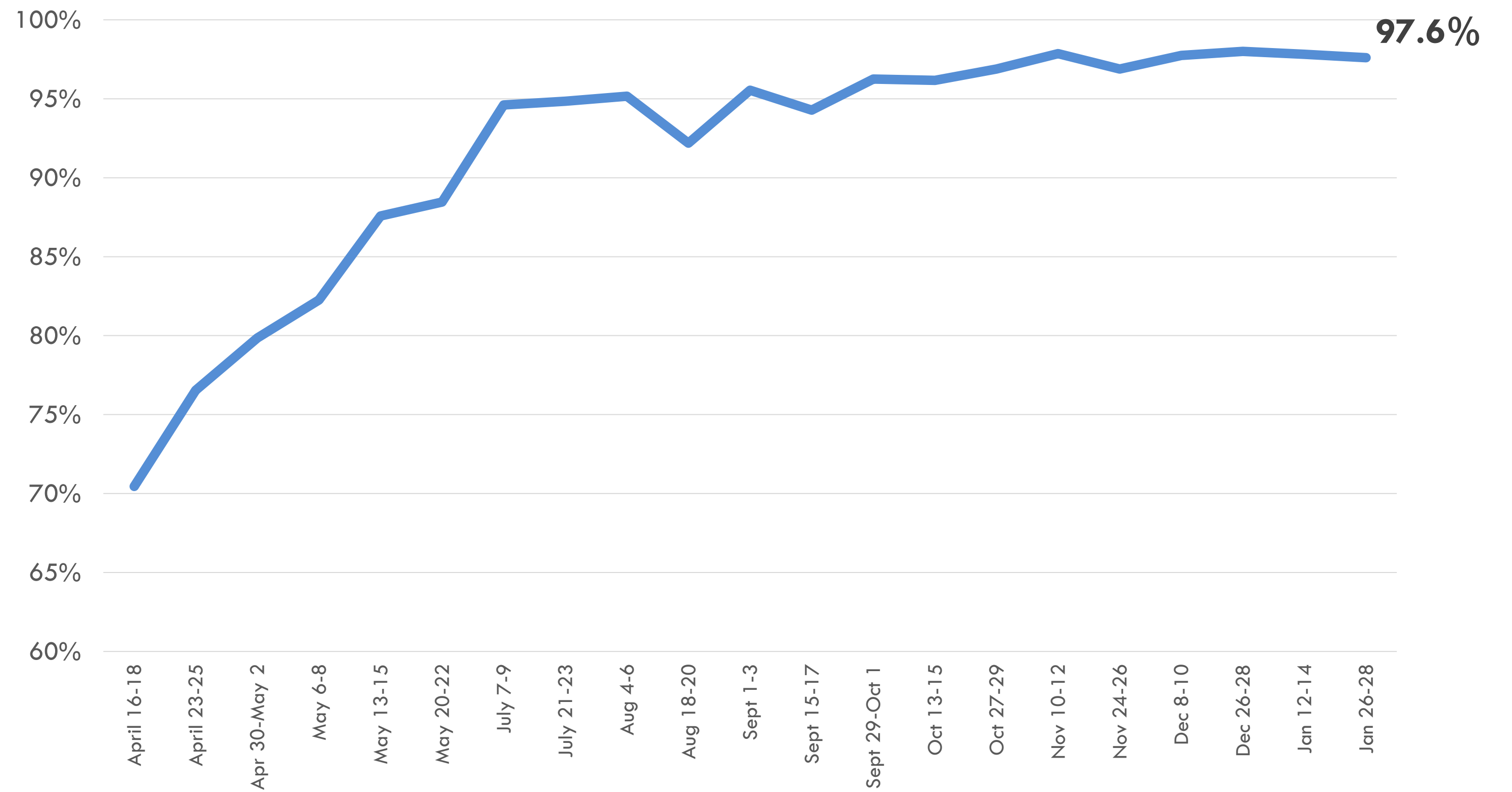
FULL VACCINATION STATUS (APR 2021–JAN 2022)

Question: Are you fully vaccinated?



(Base: Wave 83 data. All vaccinated respondents, 968 completed surveys. Data collected January 26-28, 2022)

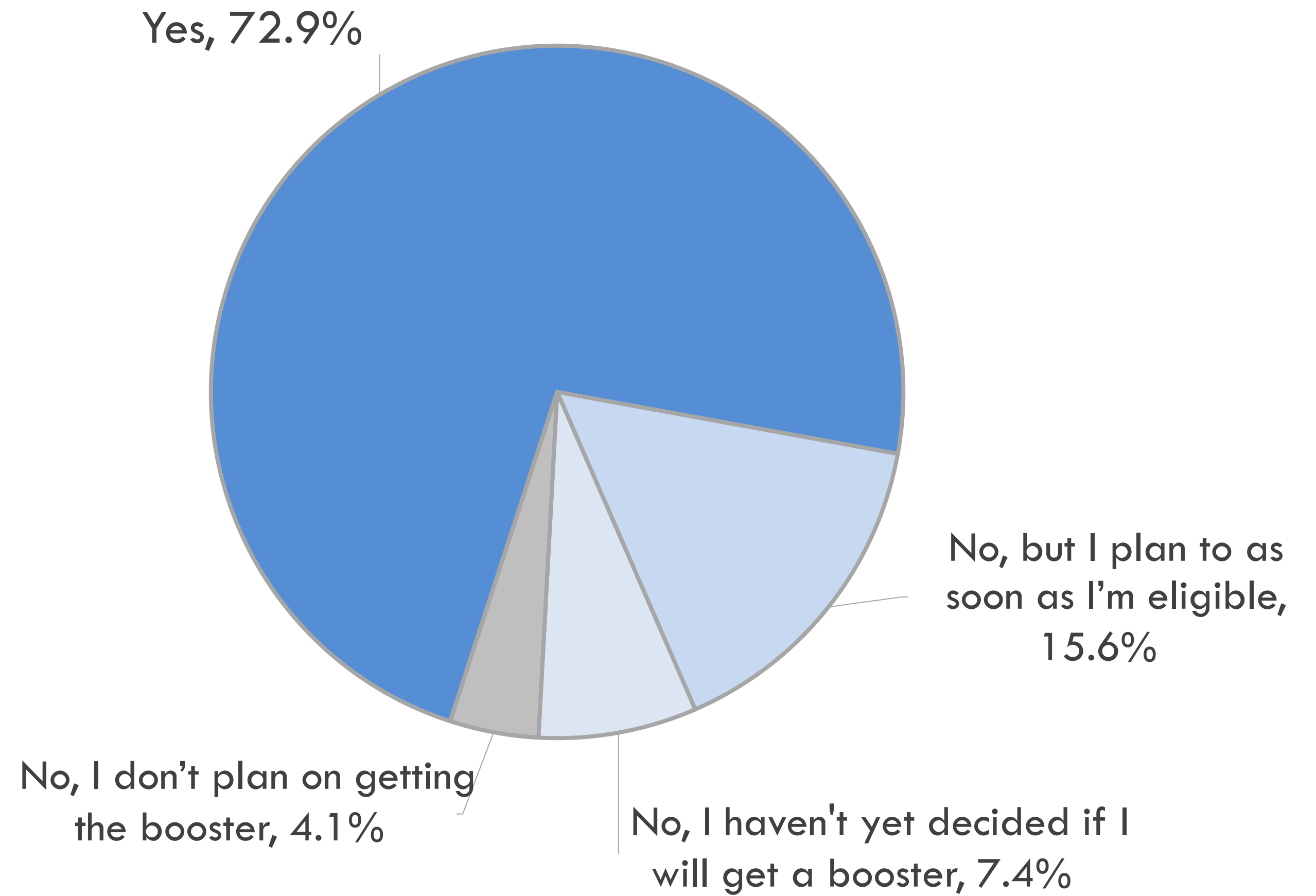
Historical data % Yes



RECEIVED A COVID-19 BOOSTER

Question: Have you received a COVID vaccine booster?

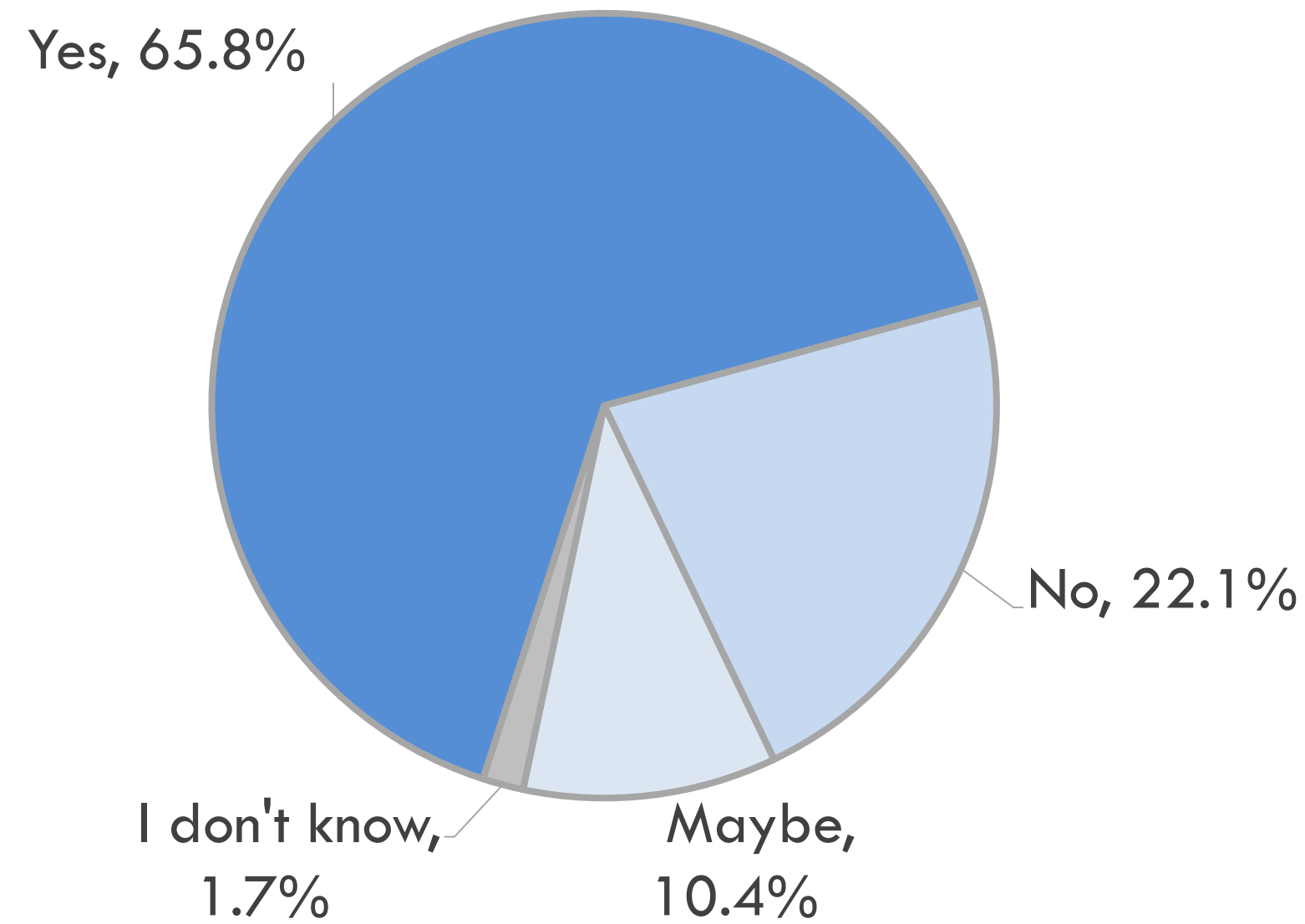
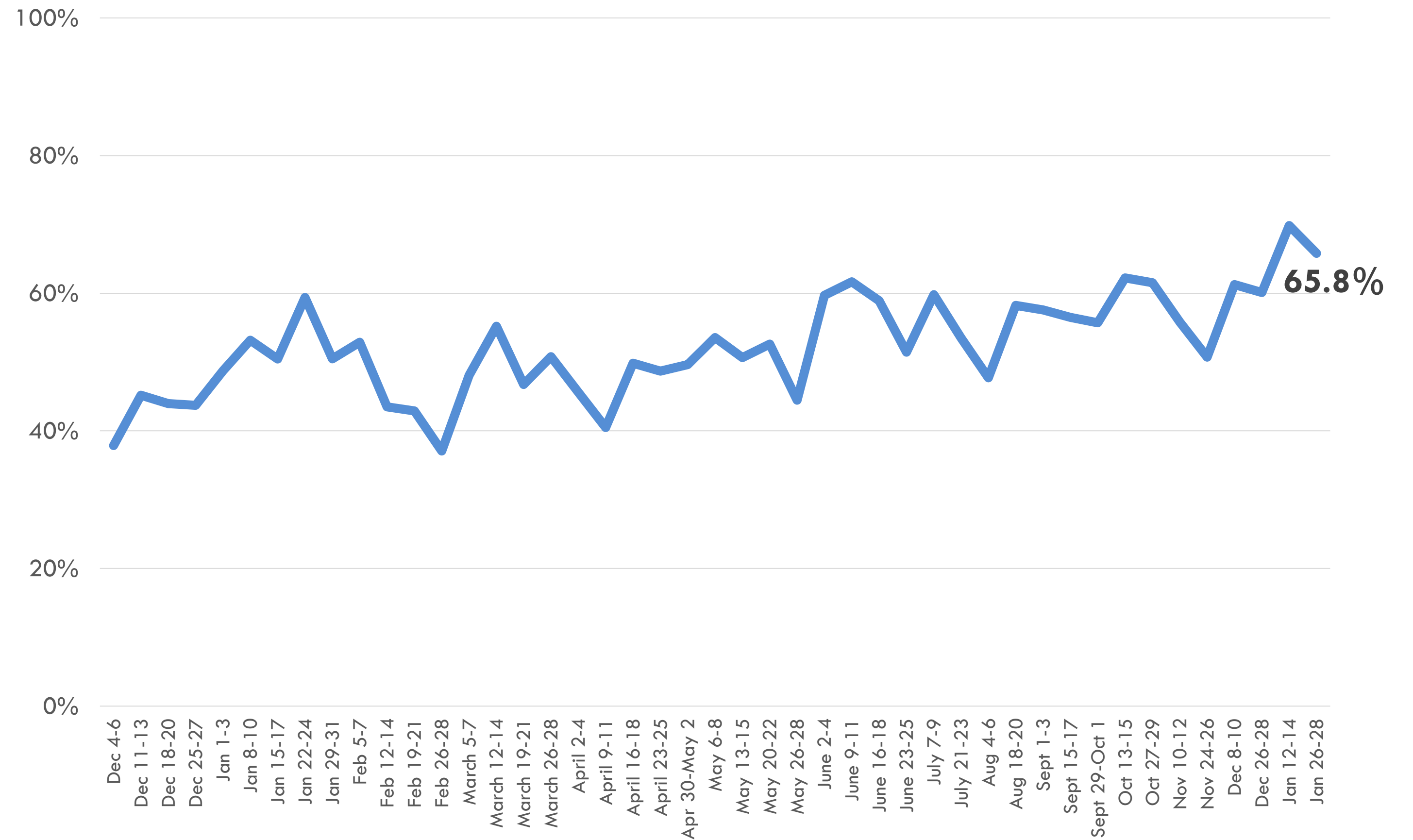
(Base: Wave 83 data. All vaccinated respondents, 968 completed surveys. Data collected January 26-28, 2022)



VACCINES FOR CHILDREN (DEC 2020 – JAN 2022)

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

Historical data % Yes

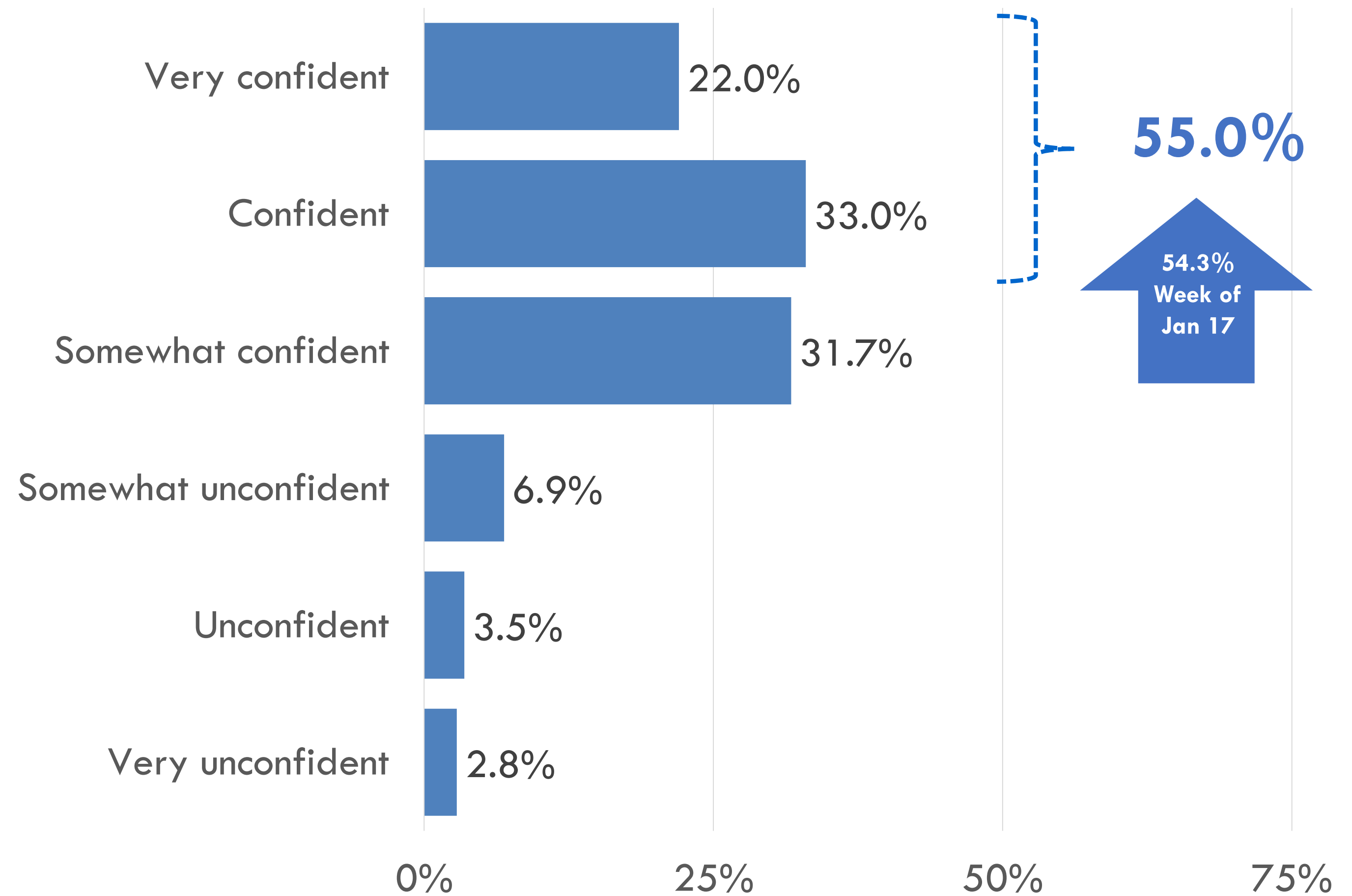


(Base: Wave 83 data. All respondents with school-aged children, 368 completed surveys. Data collected January 26-28, 2022)

CONFIDENCE IN SAFETY PROVIDED BY THE VACCINE

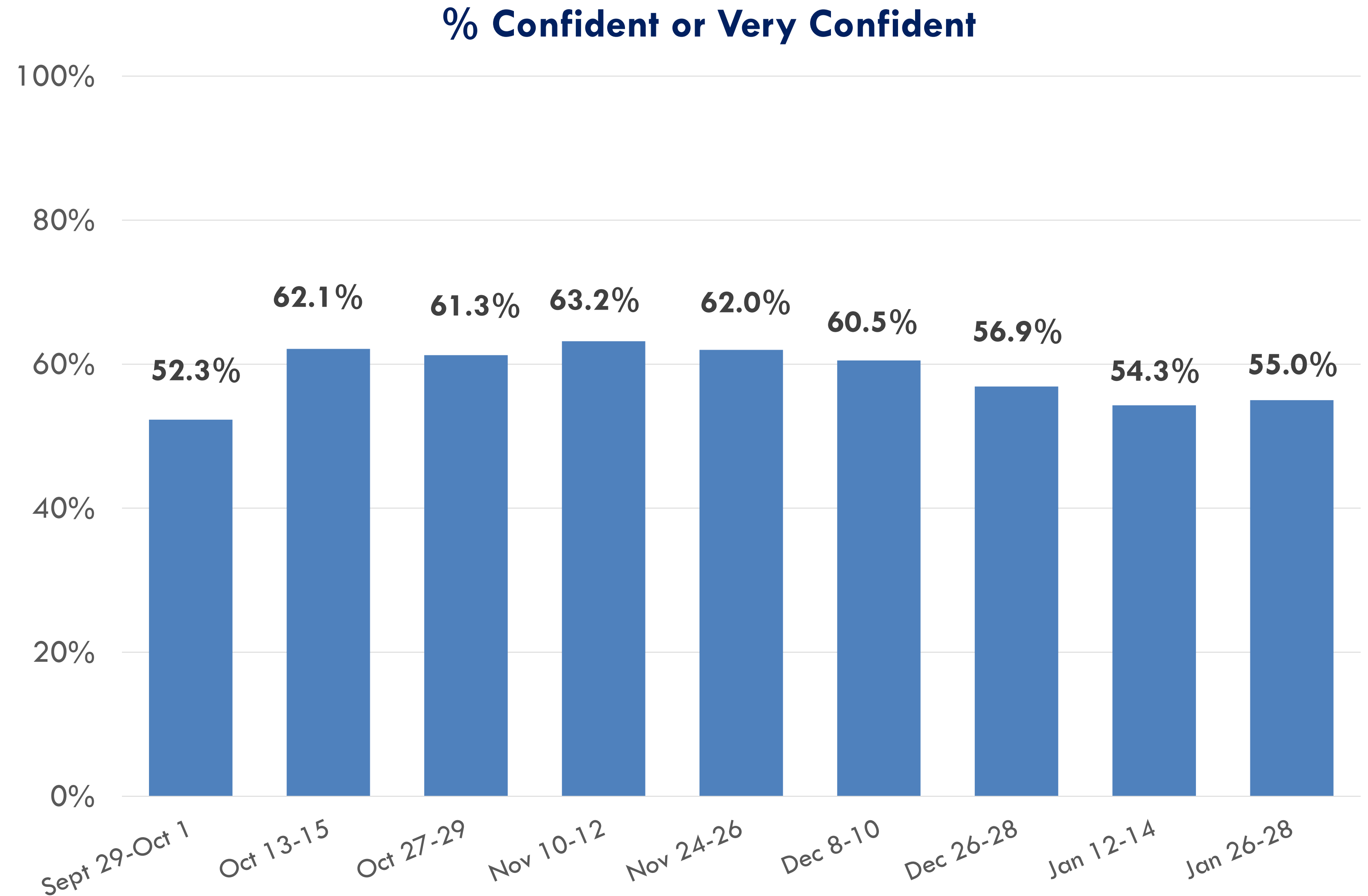
Question: How confident do you feel in the protection against COVID-19 your vaccination is providing you? (Select one)

(Base: Wave 83 data. Respondents who have received the COVID-19 vaccine, 968 completed surveys. Data collected January 26-28, 2022)



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)



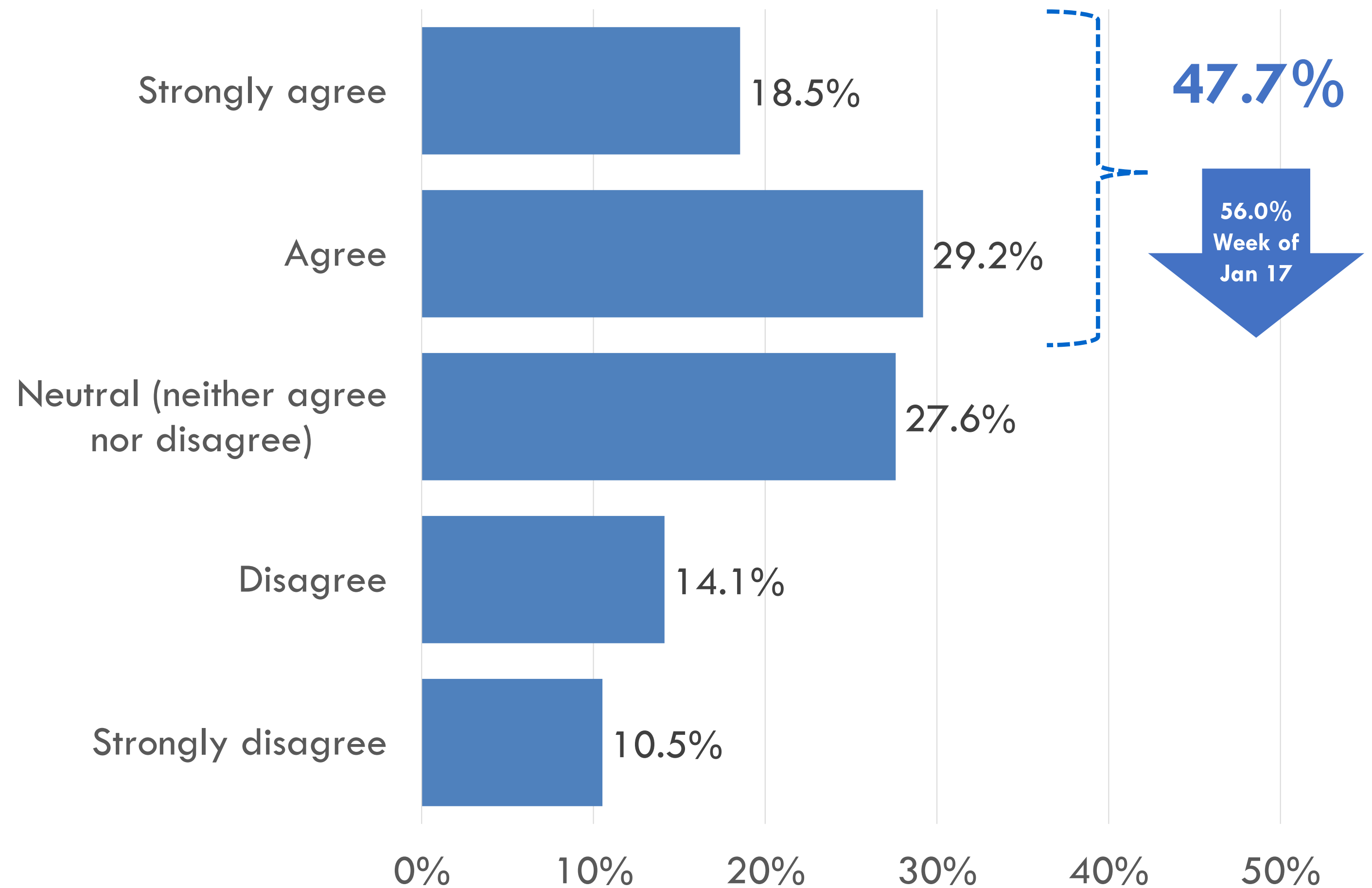
The background is a dark, reddish-brown field filled with various microscopic elements. On the left and center, there are several spherical virus particles with prominent, spiky surface proteins, rendered in shades of light blue and purple. Interspersed among these are smooth, reddish-brown oval shapes,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

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.

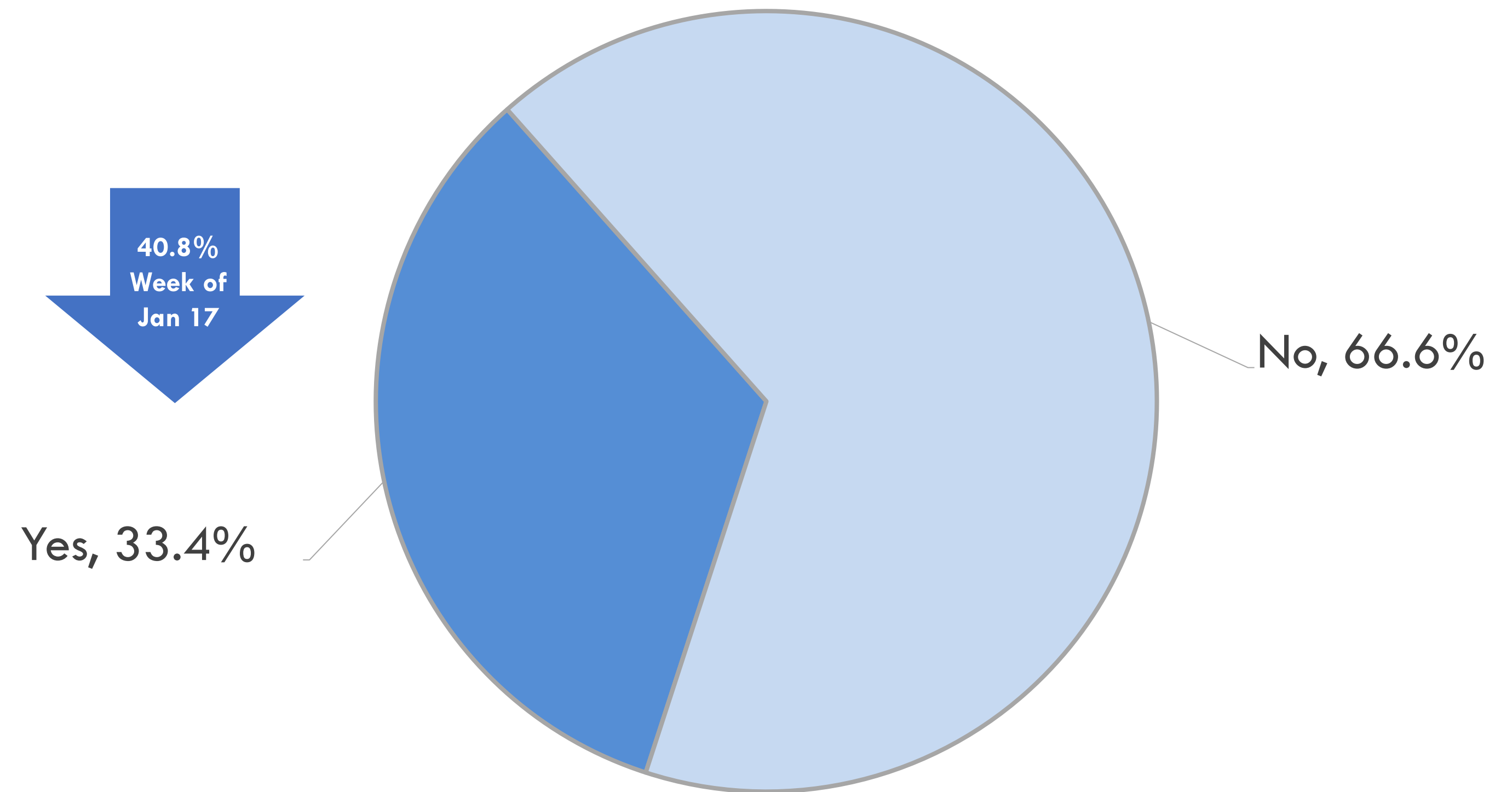


(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)

IMPACT OF OMICRON ON TRAVEL BEHAVIOR

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

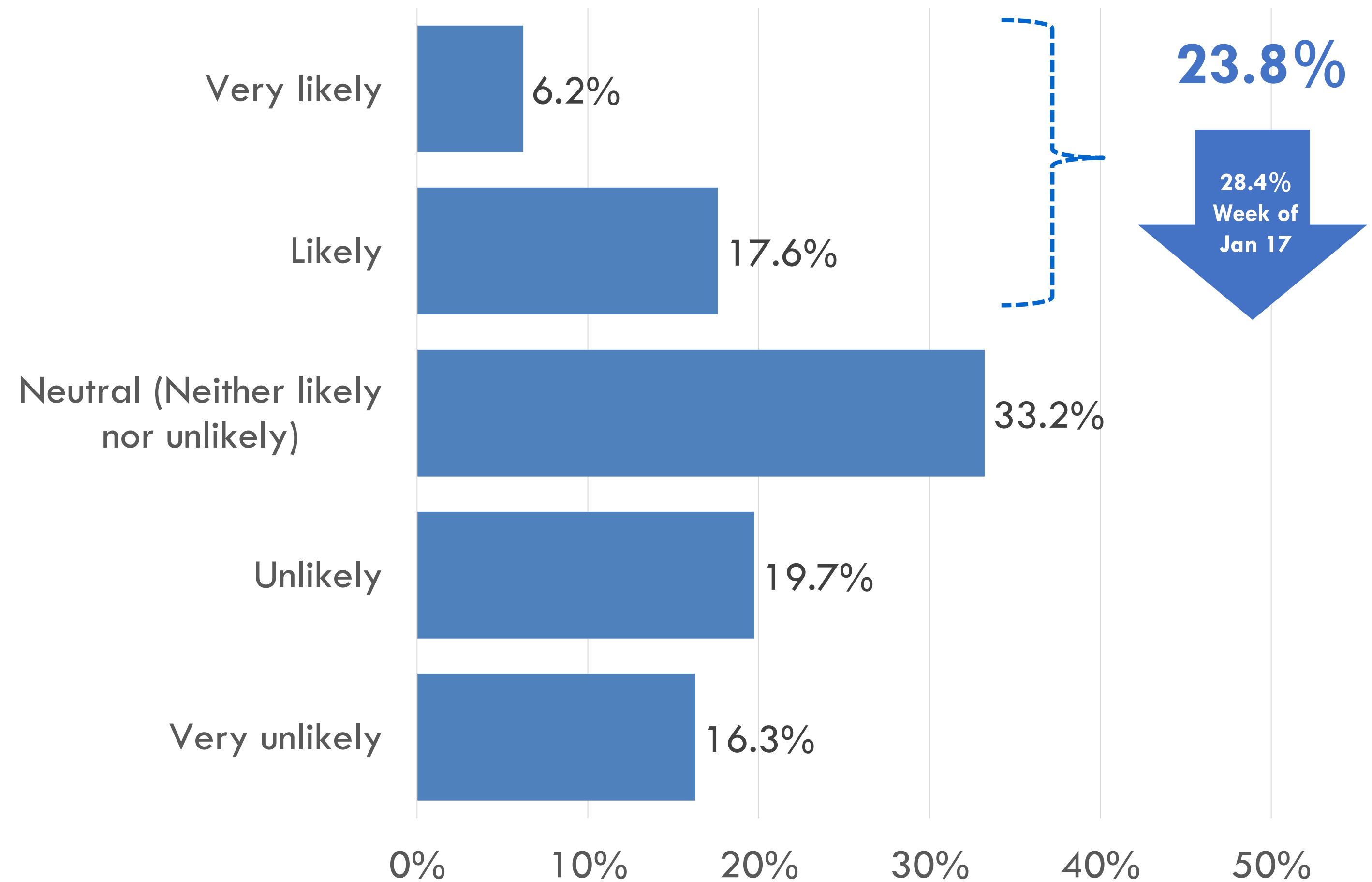
(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



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 83 data. All respondents whose travel has not been affected by the variant, 825 completed surveys. Data collected January 26-28, 2022)

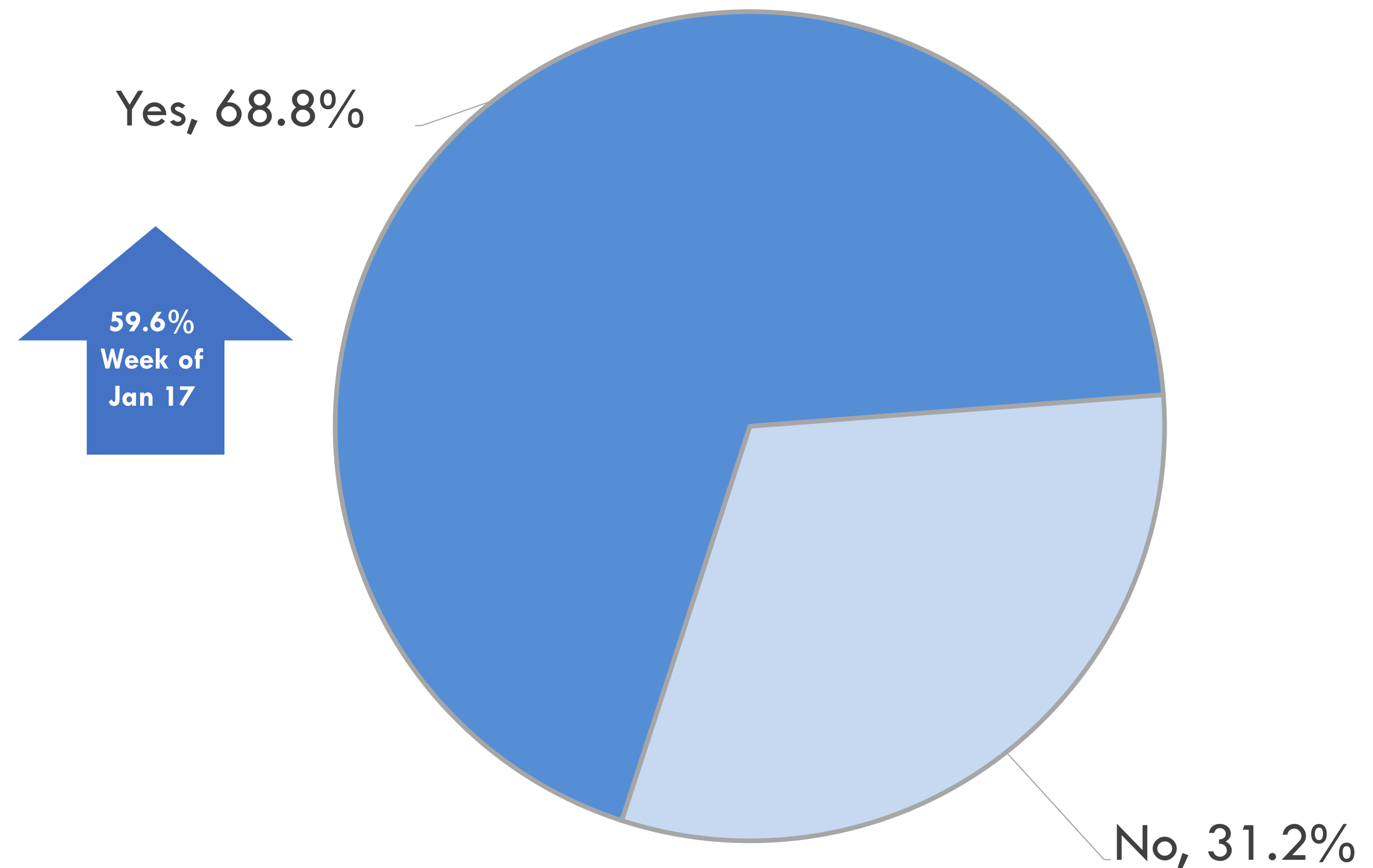


TRIPS POSTPONED DUE TO OMICRON VARIANT

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 (33.4% of respondents)

(Base: Wave 83 data. All respondents whose travel has been impacted by the Omicron variant, 382 completed surveys. Data collected January 26-28, 2022)

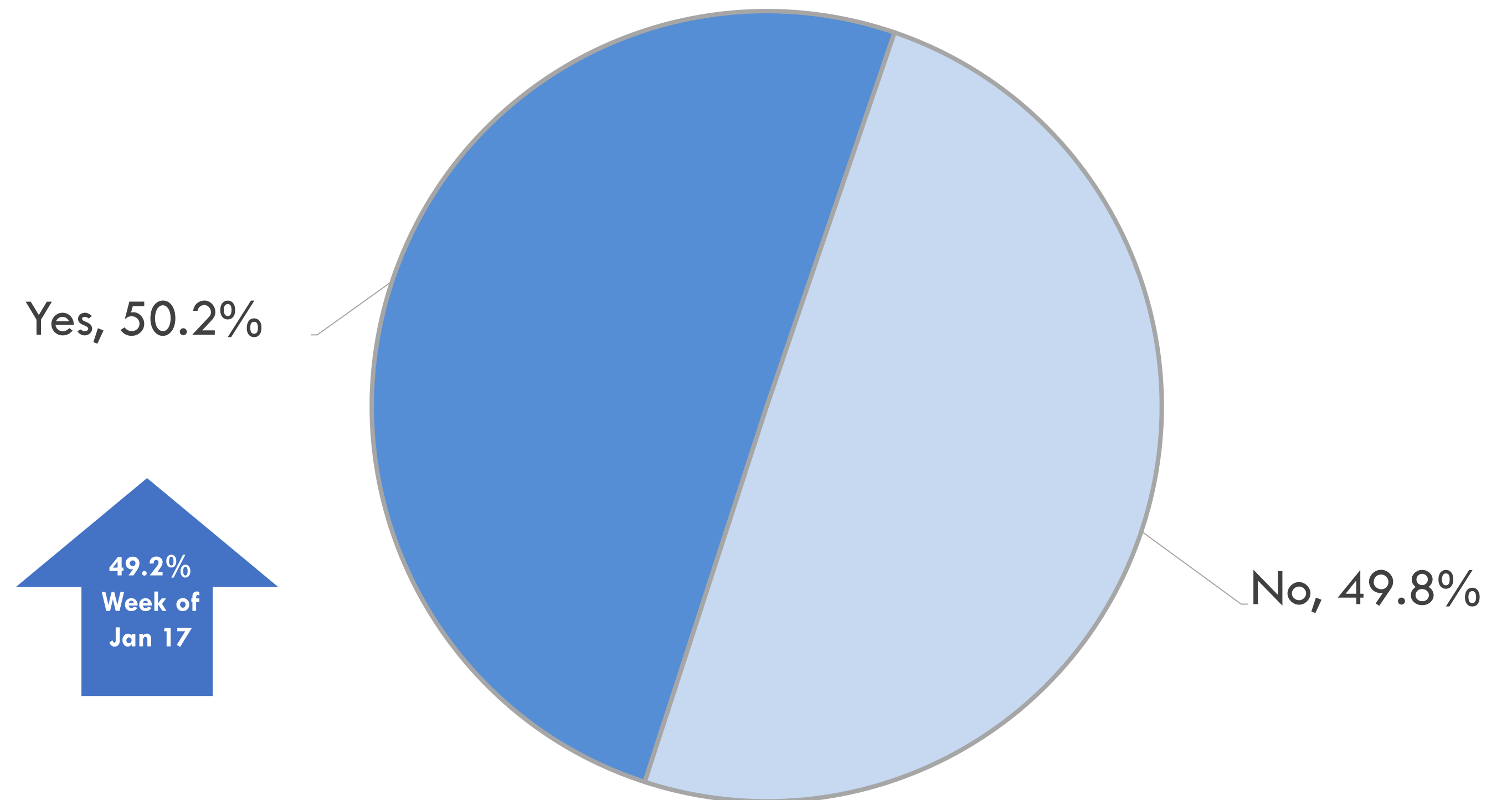


TRIPS CANCELLED DUE TO OMICRON

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 (33.4% of respondents)

(Base: Wave 83 data. All respondents whose travel has been impacted by the Omicron variant, 382 completed surveys. Data collected January 26-28, 2022)



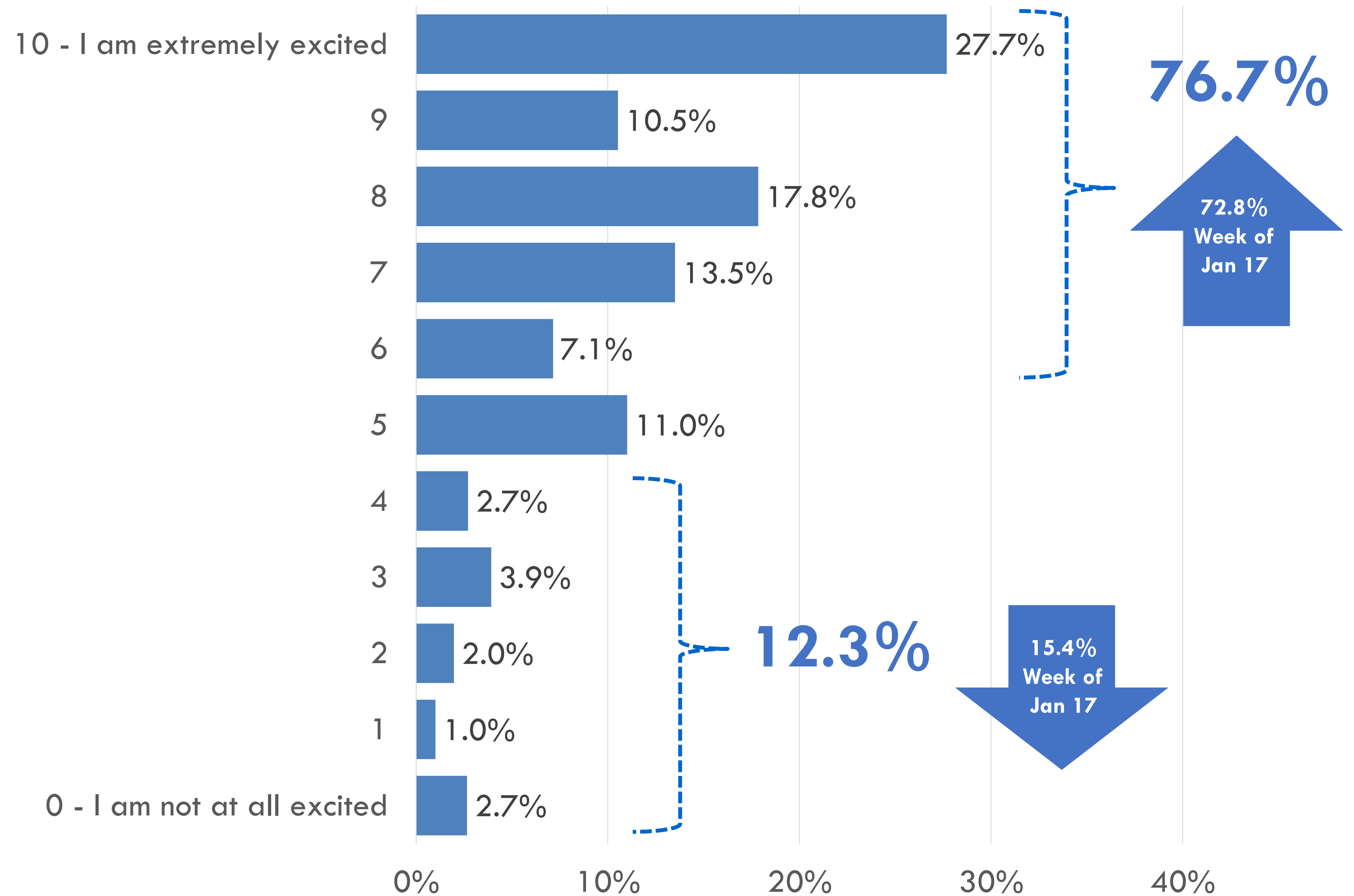
TRAVEL IN THE NEXT 12 MONTHS



EXCITEMENT FOR LEISURE TRAVEL IN THE NEXT 12 MONTHS

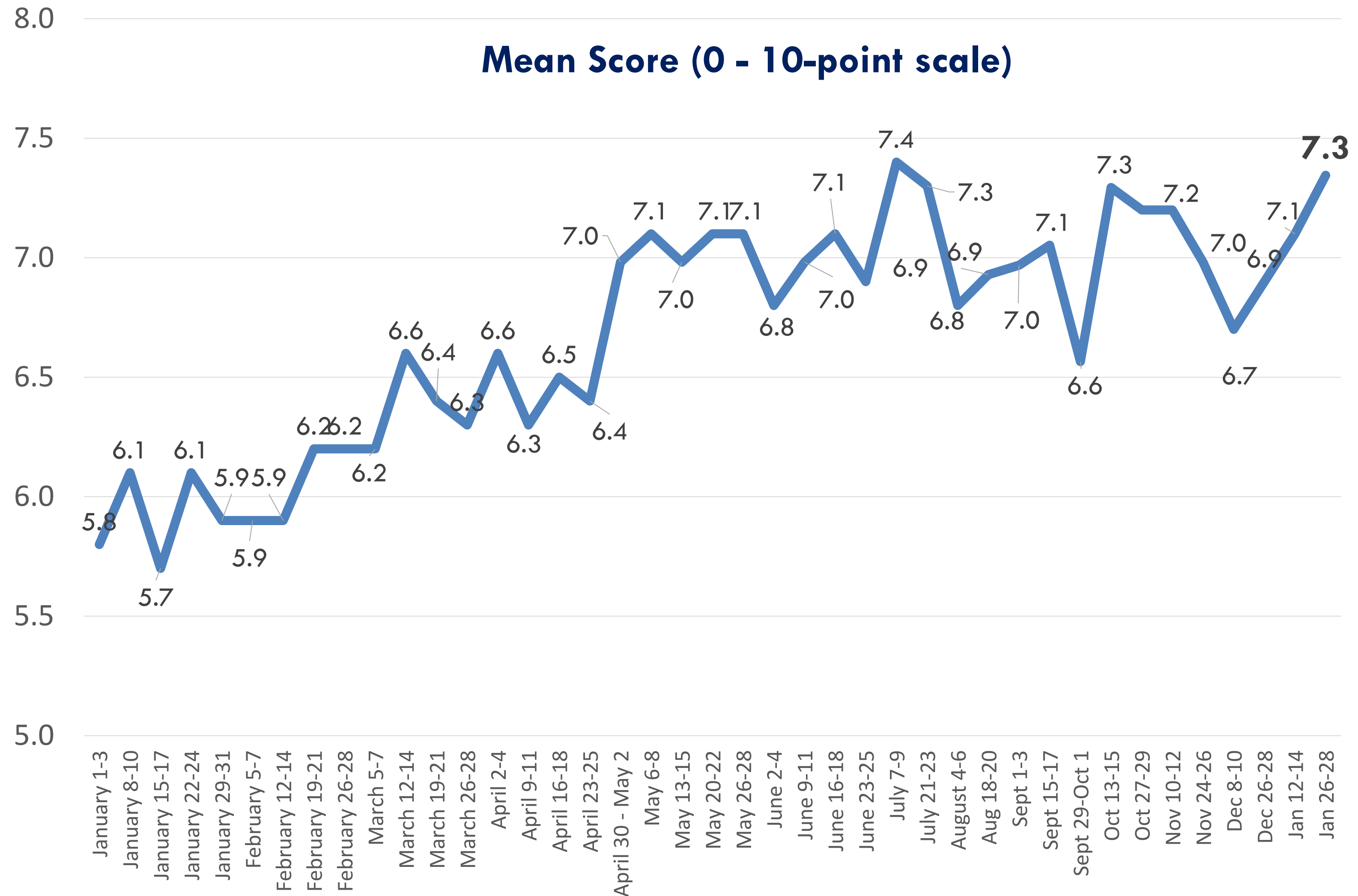
Question: Which best describes how excited you are about **LEISURE TRAVEL** in the **NEXT TWELVE (12) MONTHS**? (Please answer using the 11-point scale below)

(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



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)



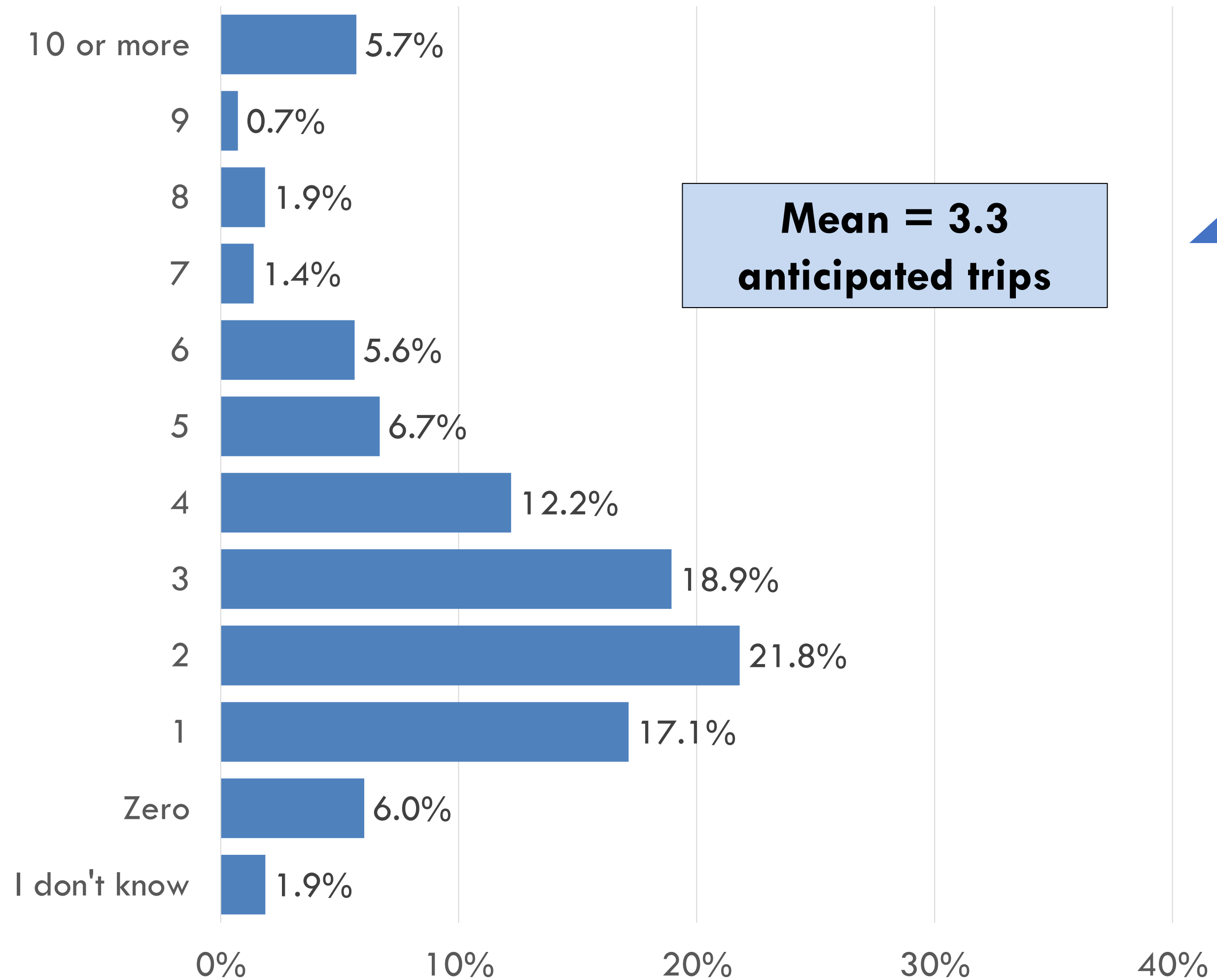
**More
Excitement**

**Less
Excitement**

NUMBER OF LEISURE TRIPS ANTICIPATED IN THE NEXT 12 MONTHS

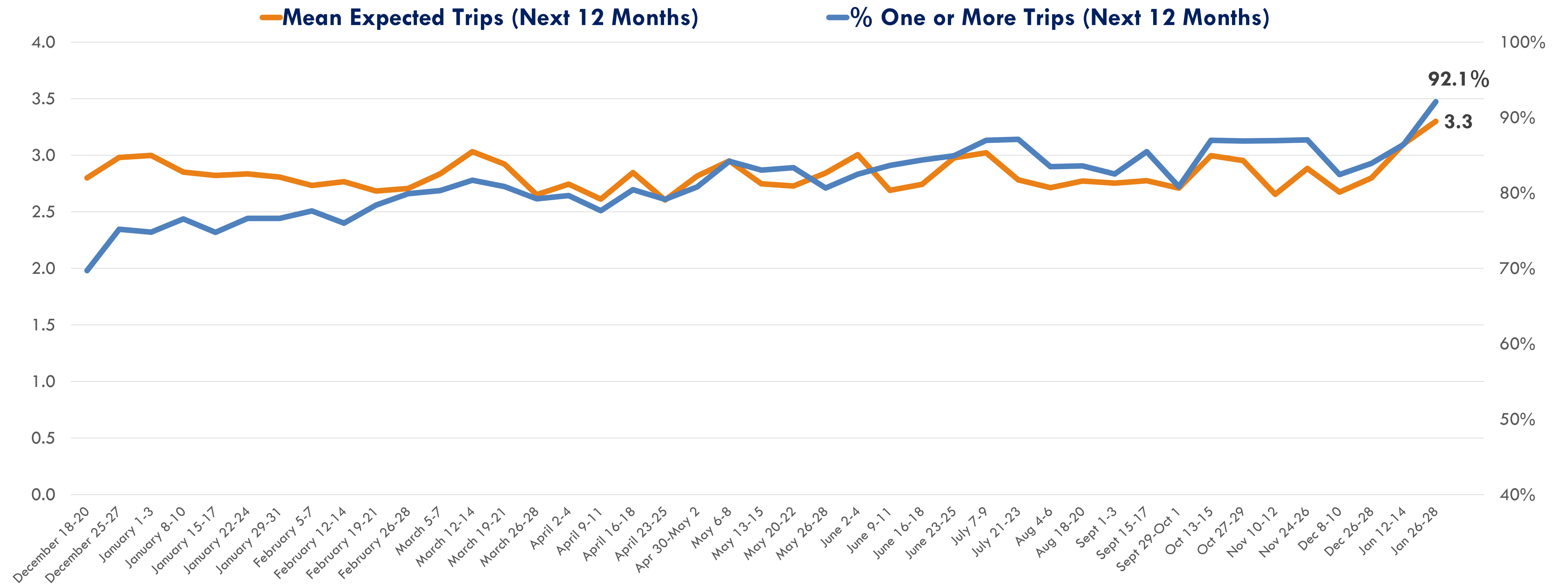
Question: IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in the **NEXT TWELVE (12) MONTHS?** (Select one)

(Base: Wave 83 data. All respondents, 1,180 completed surveys. Data collected January 26-28, 2022)



NUMBER OF LEISURE TRIPS ANTICIPATED IN THE NEXT 12 MONTHS

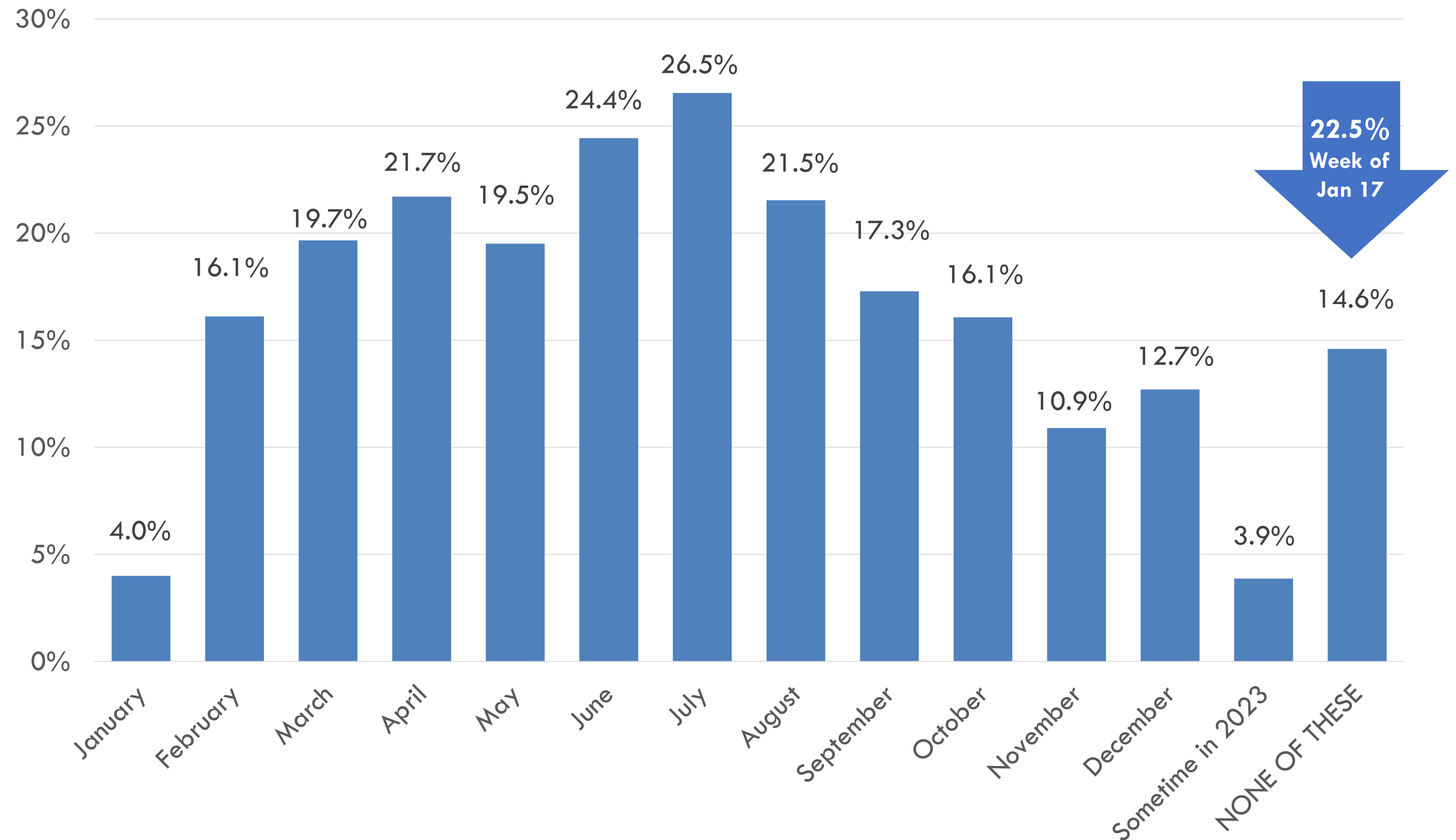
Question: IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in the **NEXT TWELVE (12) MONTHS?** (Select one)



MONTHS OF EXPECTED LEISURE TRIPS IN 2022

Question: In which months do you currently have any leisure trips planned (even if only tentatively)? (Select all that apply)

(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)

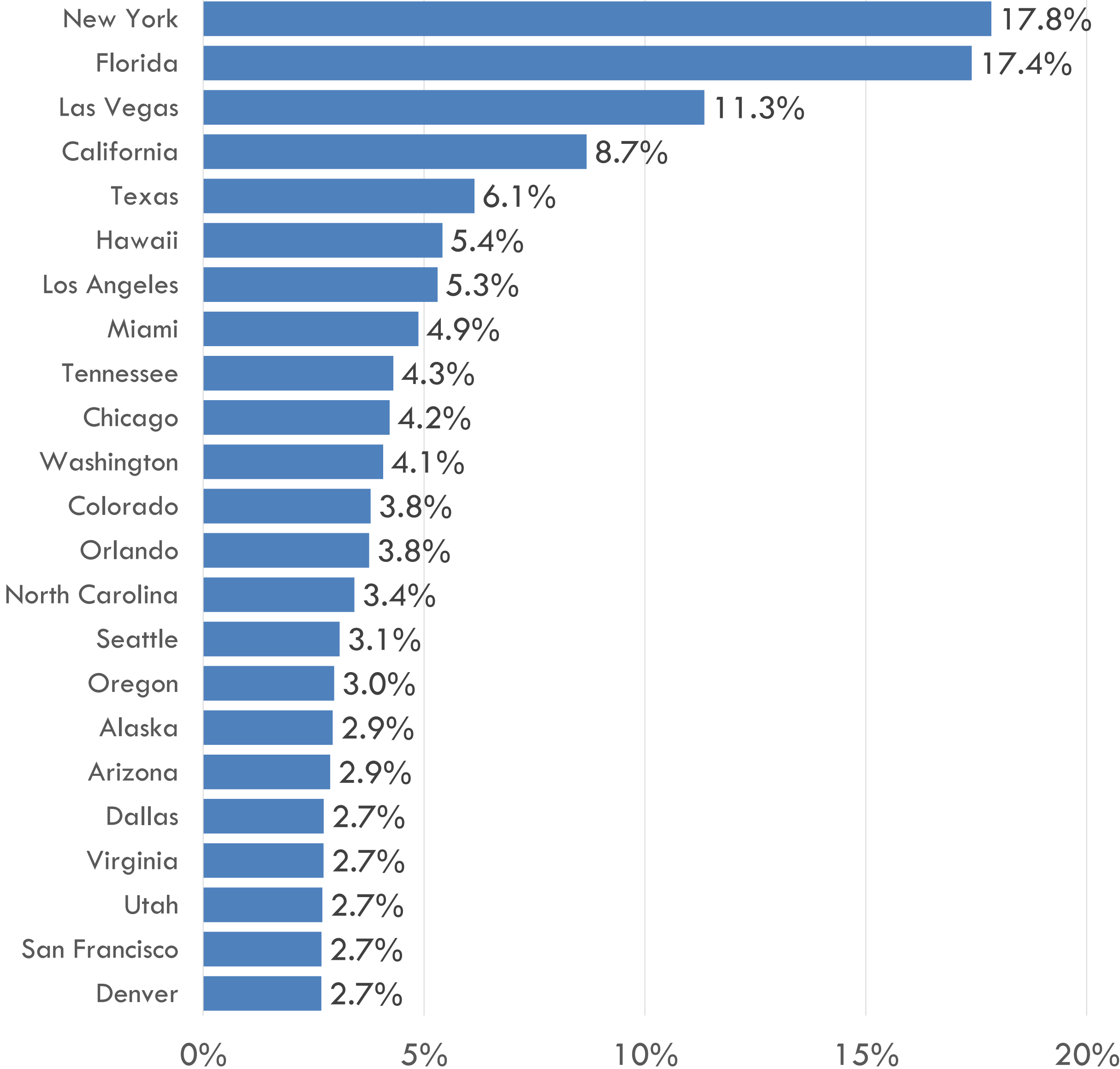


MOST DESIRED DOMESTIC DESTINATIONS IN THE NEXT 12 MONTHS (UNAIDED)

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

(Please only include destinations in the United States)

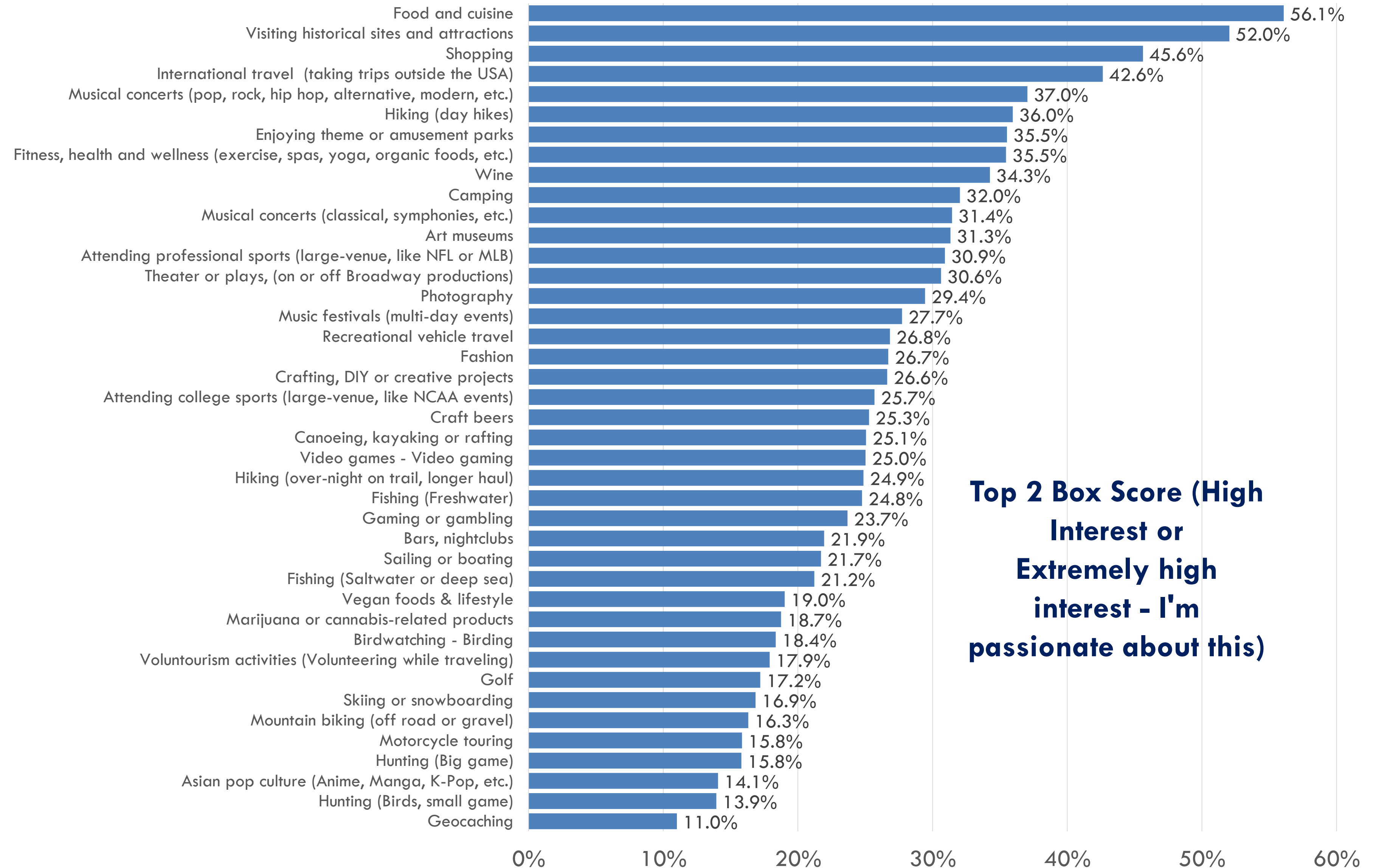
(Base: Wave 83 data. All respondents, 1,091 completed surveys. Data collected January 26-28, 2022)



TRAVEL PASSIONS

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

(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



Top 2 Box Score (High Interest or Extremely high interest - I'm passionate about this)

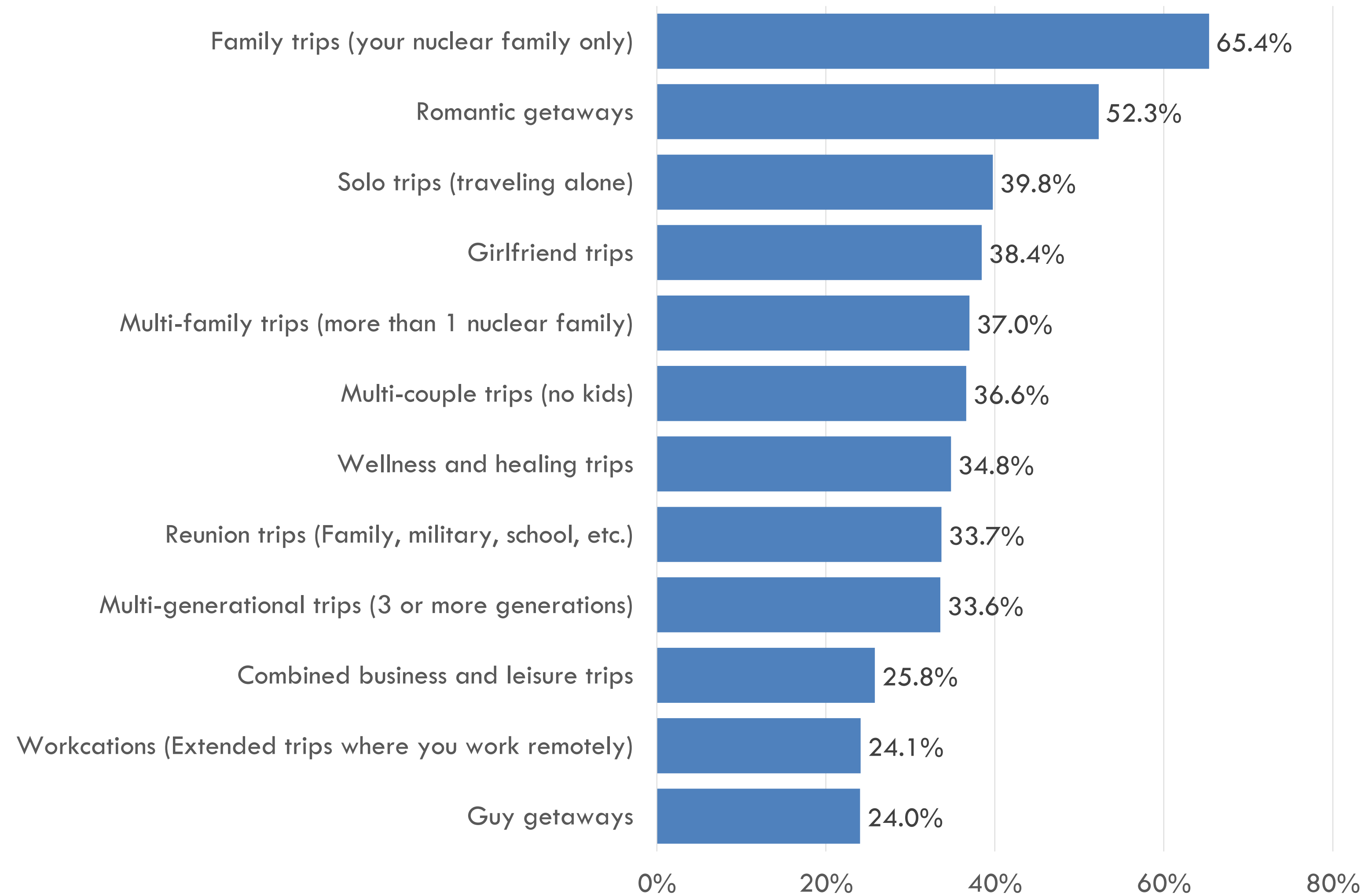
EXCITEMENT FOR TRIP TYPES THIS YEAR

Question: Thinking carefully about THE NEXT TWELVE (12) MONTHS.

Use the 10-point scale where 10 = "Extremely excited" and 1 = "Not at all excited" to state how generally excited you are to take each of these types of trips?

(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)

Top 3 Box Score (8-10)



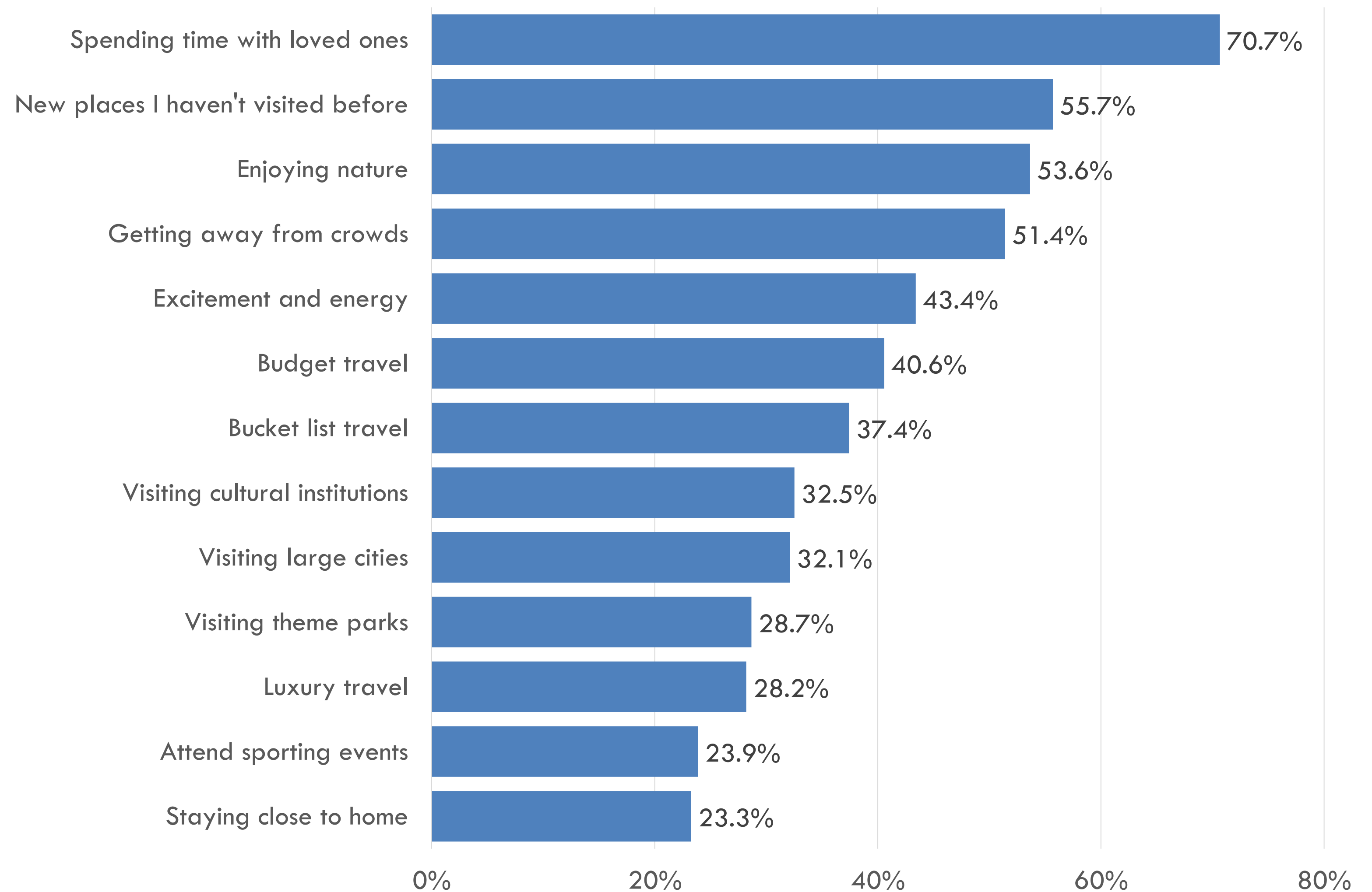
TRAVEL EXPERIENCES PRIORITIZED

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 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)

Top 2 Box Score (High Priority or Essential Priority)



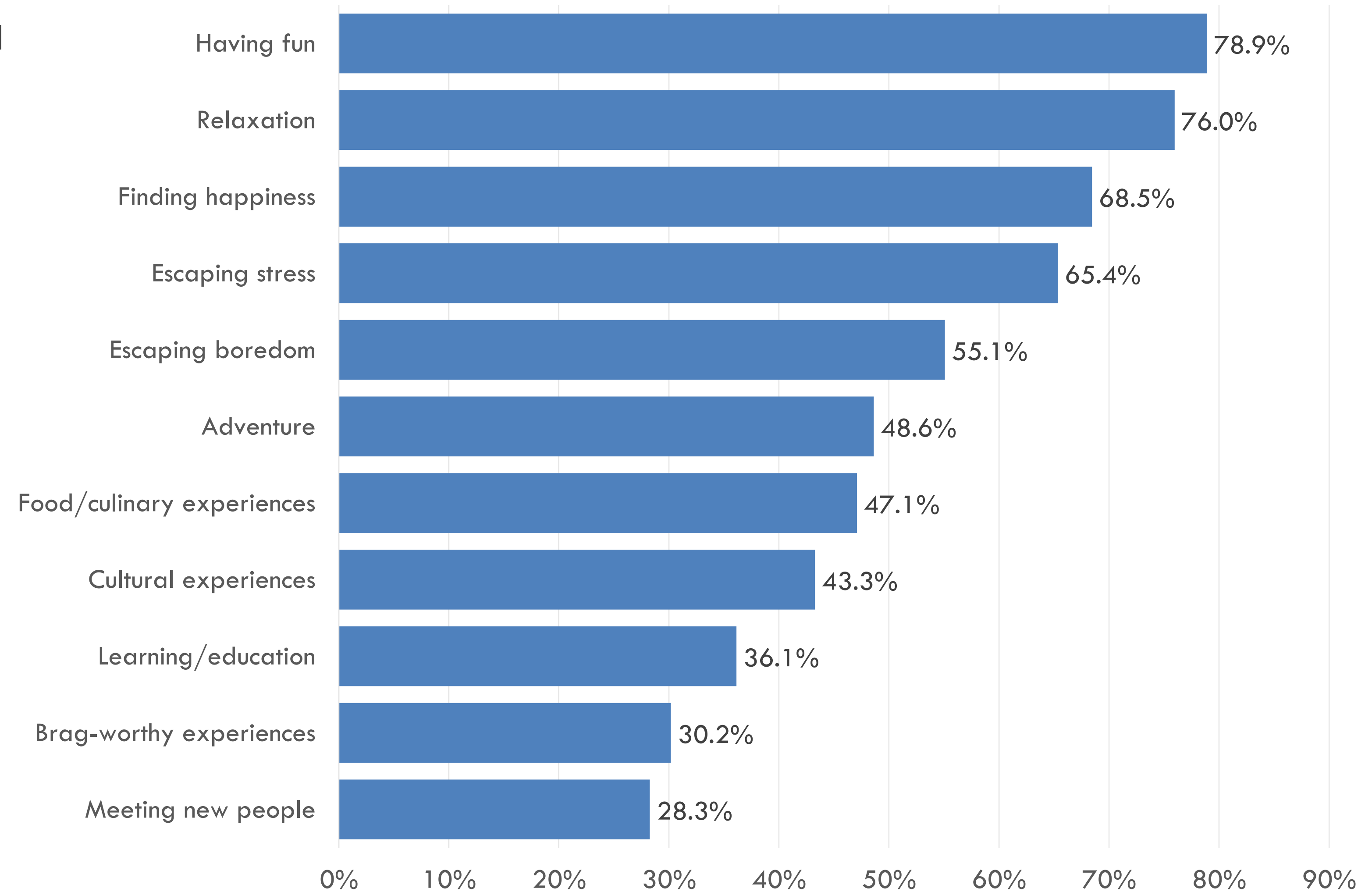
TRAVEL EXPERIENCES PRIORITIZED

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 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)

Top 2 Box Score (High Priority or Essential Priority)





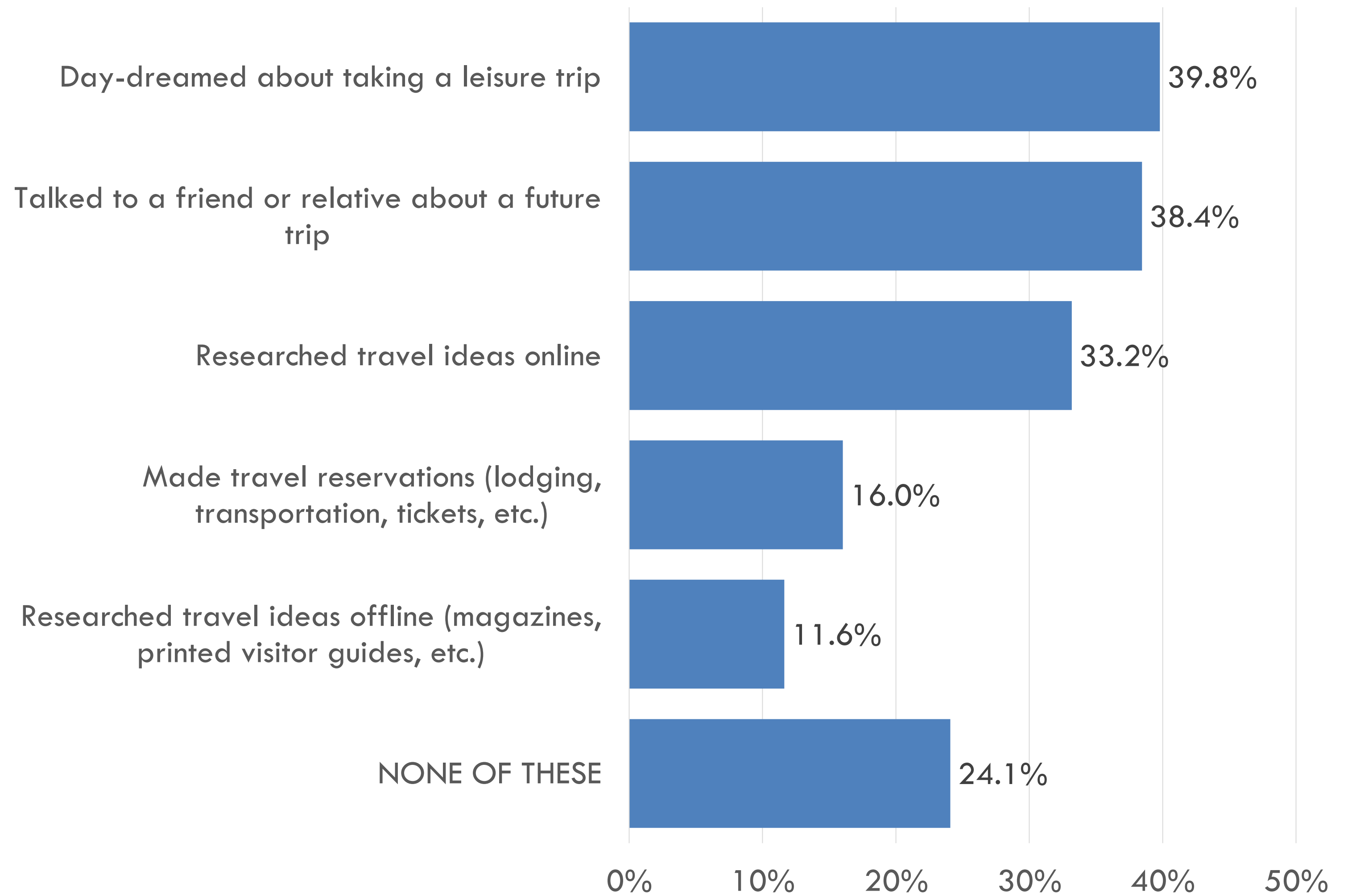
TRAVEL PLANNING

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

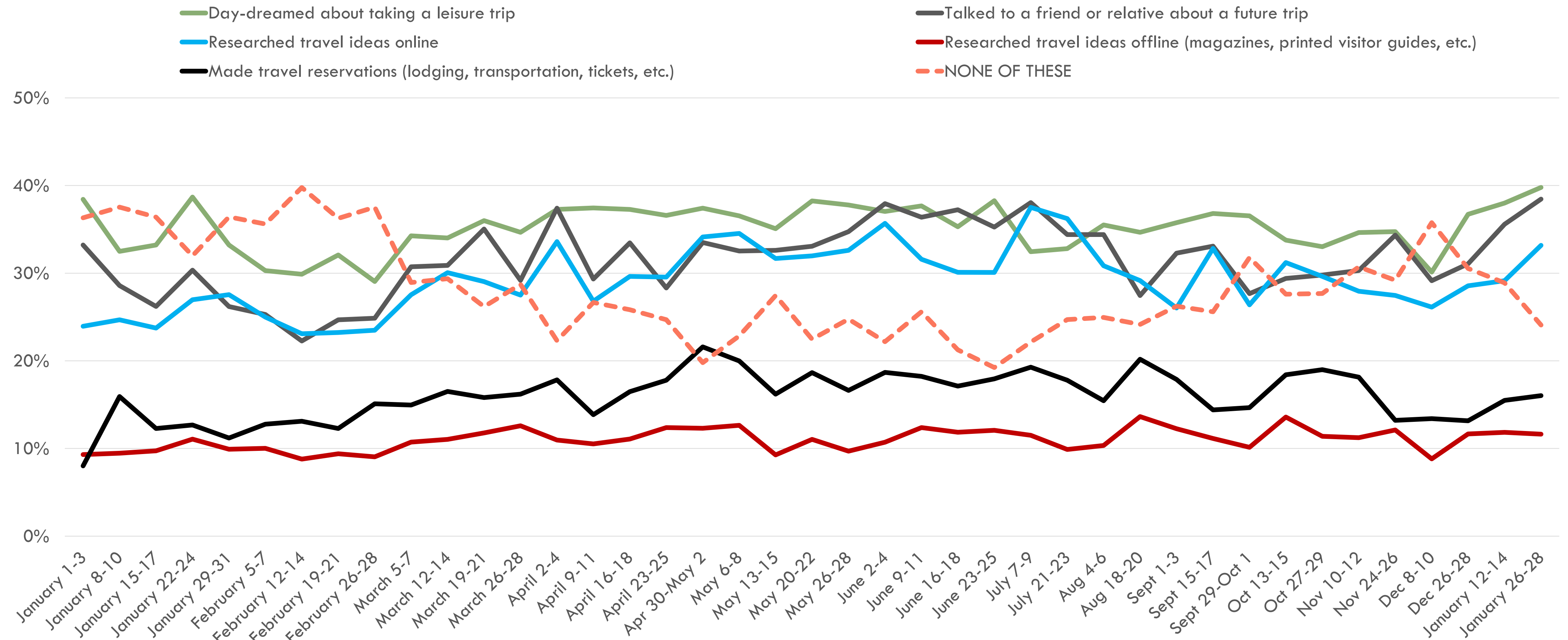
(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



TRAVEL PLANNING IN THE PAST WEEK

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

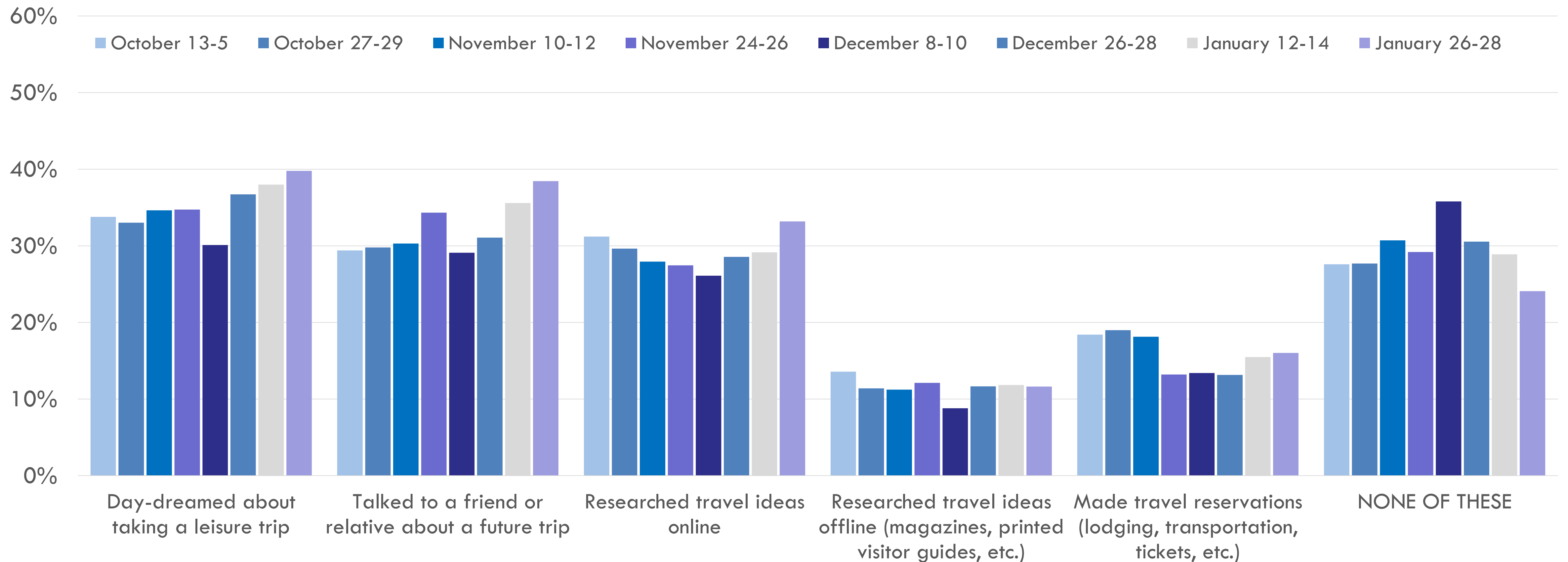
In the PAST WEEK I have _____



TRAVEL PLANNING IN THE PAST WEEK

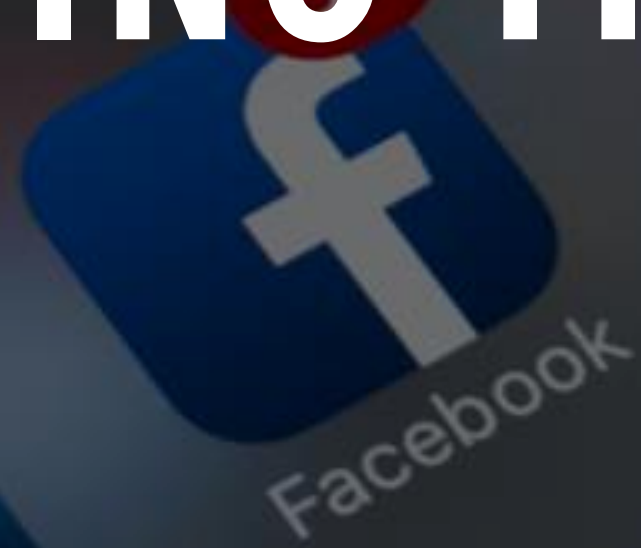
Question: In the PAST WEEK, which of the following have you done? (Select all that complete the sentence)

In the PAST WEEK I have _____



Social Media

MARKETING TRAVEL



Facebook



Pinterest



WhatsApp



Snapchat



Gmail



Instagram



Viber



YouTube

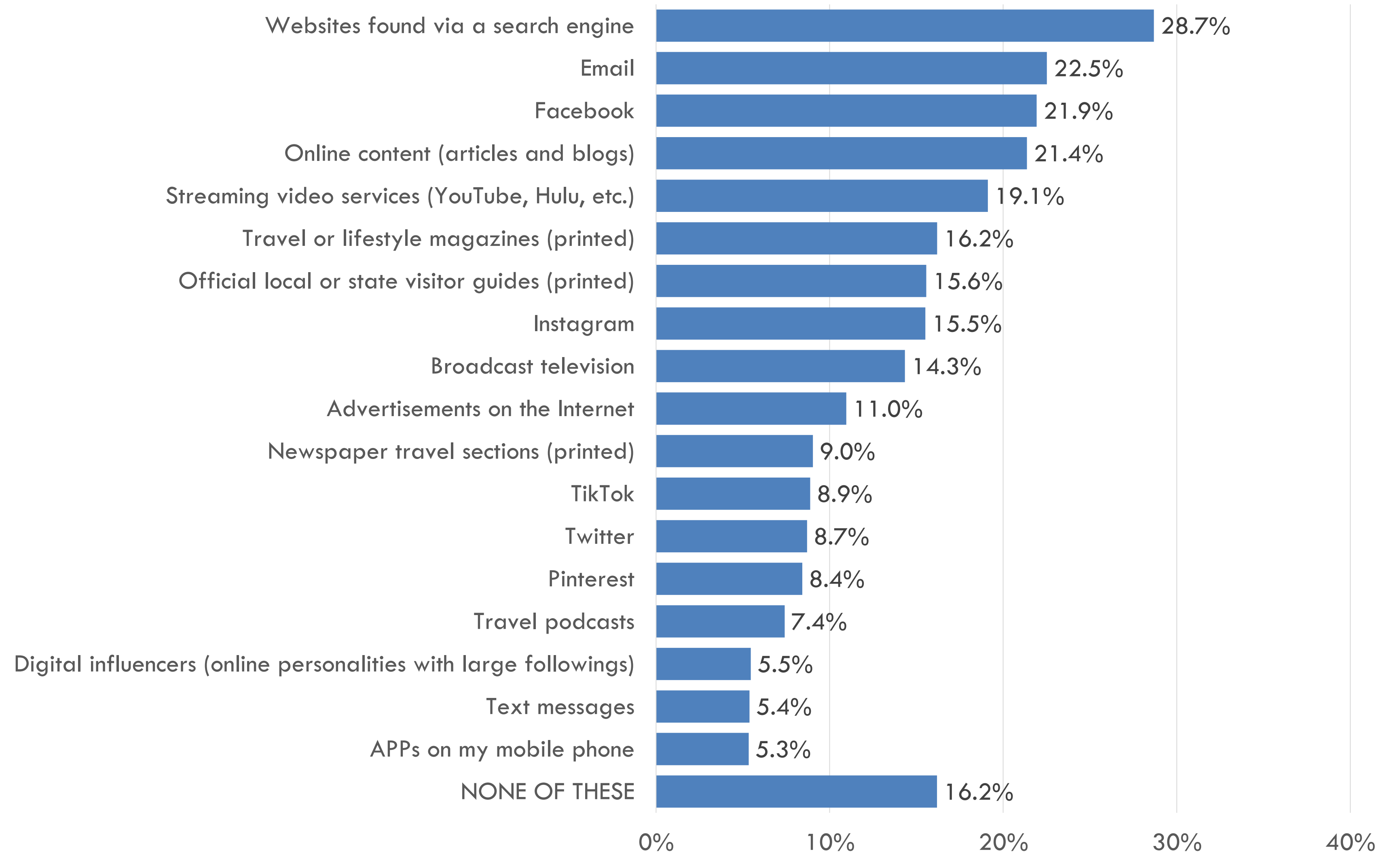


RECEPTIVITY TO MARKETING CHANNELS

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 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



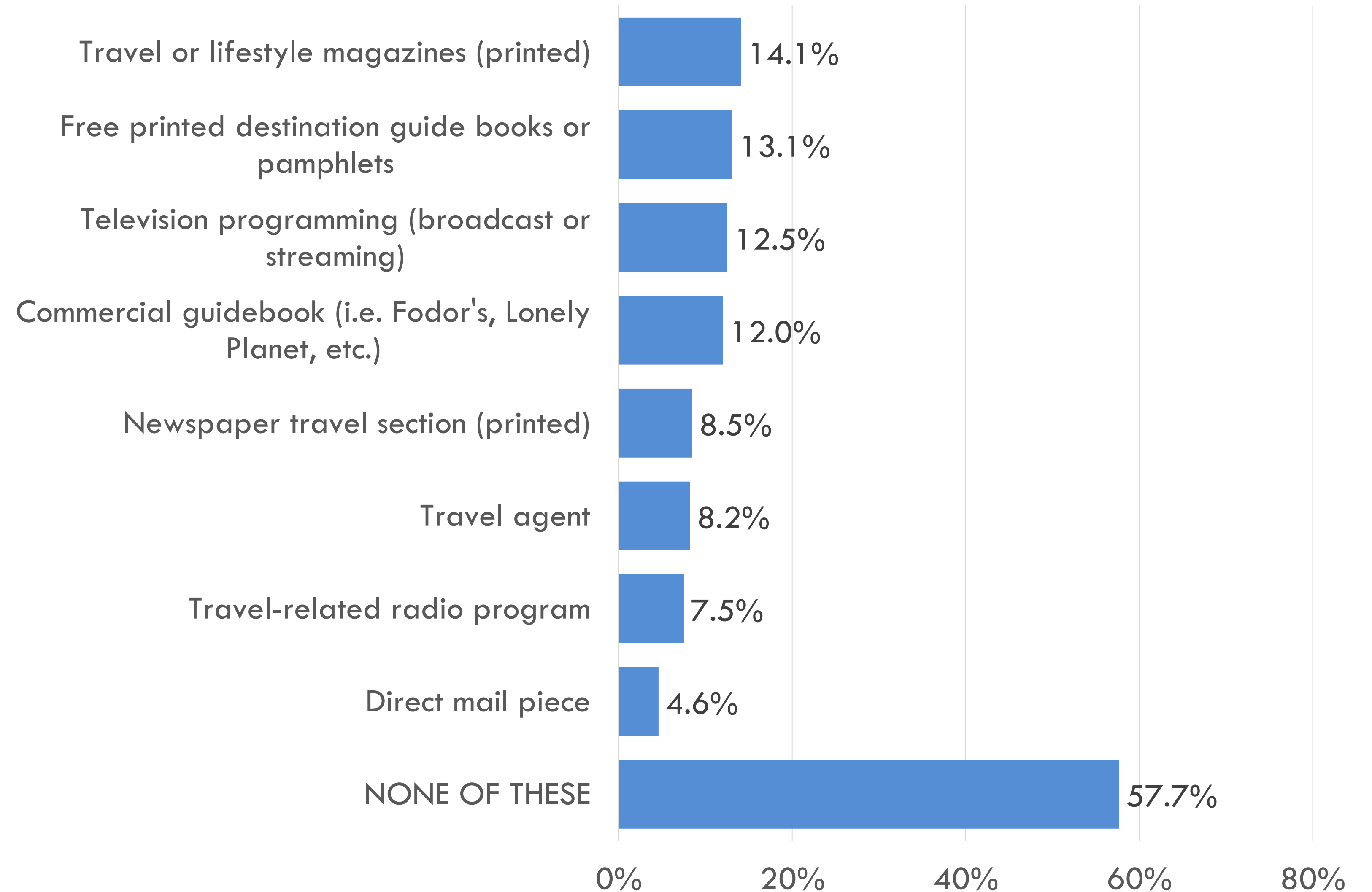
A close-up photograph of a person's hand pointing at a map on a table. The hand is wearing a black watch and a black bracelet. The map is open, showing a geographical area with various labels. To the right of the hand is a white ceramic mug. In the foreground, there is a small, round, gold-colored compass. The background is slightly blurred, showing a wooden table and some other items. The overall lighting is soft and warm.

**TRAVEL PLANNING RESOURCES
USED IN THE PAST 12 MONTHS**

TRAVEL PLANNING RESOURCES USED IN THE PAST 12 MONTHS: PRINT OR BROADCAST

Question: In the PAST 12 MONTHS, which of these resources have you used to help plan your travel? (Select all that apply)

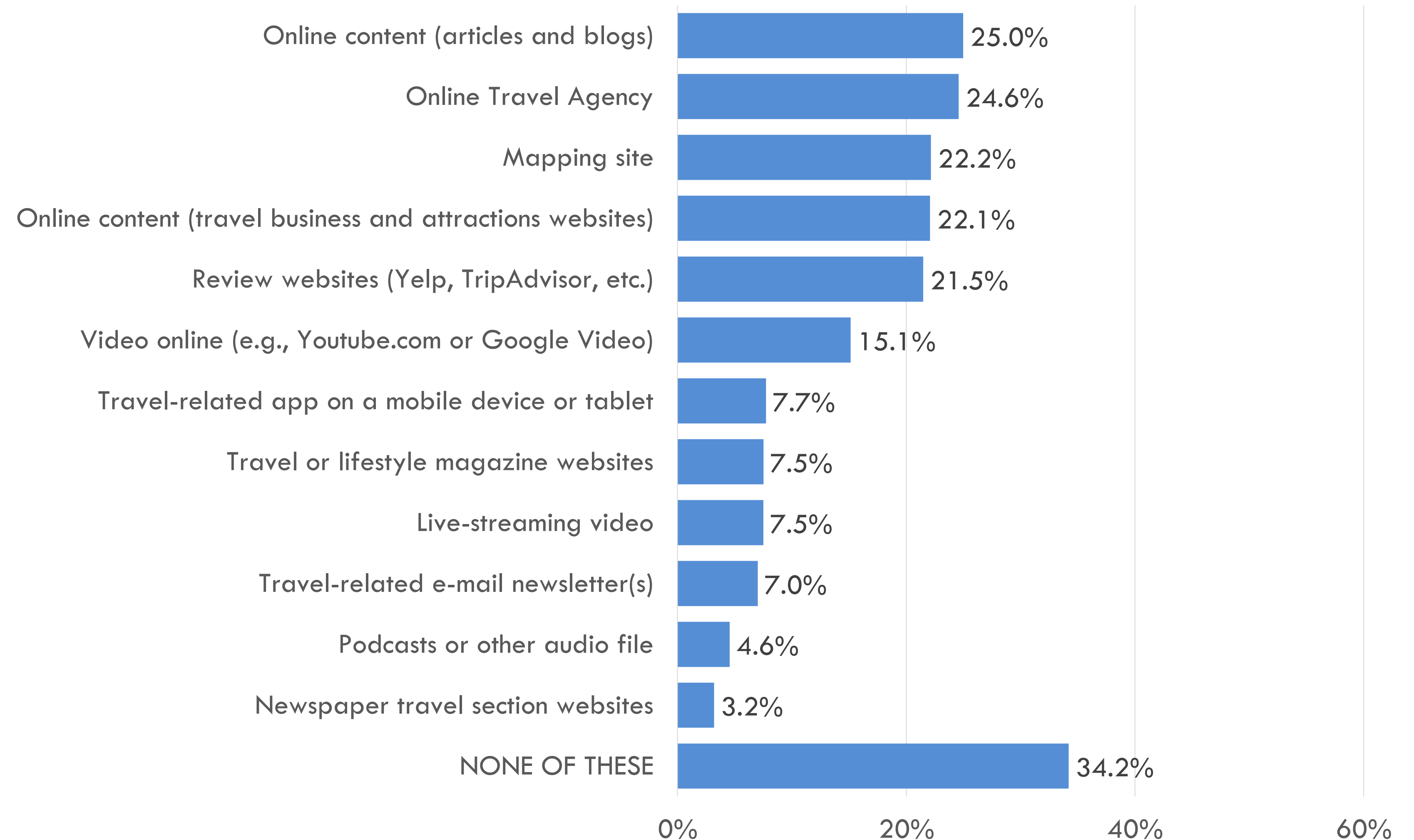
(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



TRAVEL PLANNING RESOURCES USED IN THE PAST 12 MONTHS: ONLINE/DIGITAL

Question: In the PAST 12 MONTHS, which of these resources have you used to help plan your travel? (Select all that apply)

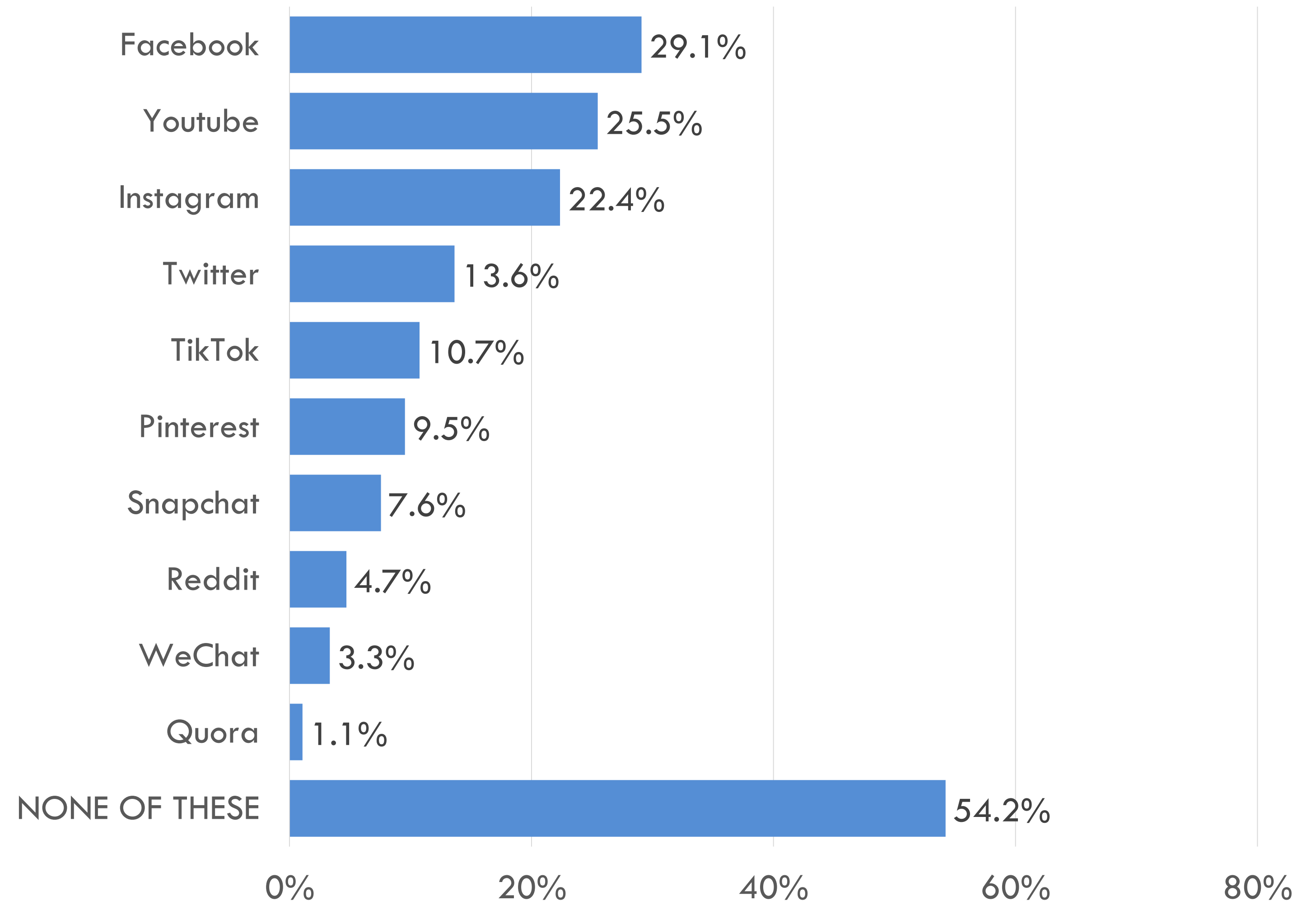
(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



TRAVEL PLANNING RESOURCES USED IN THE PAST 12 MONTHS: SOCIAL MEDIA

Question: In the PAST 12 MONTHS, have you used any of the following social media platforms TO PREPARE FOR OR PLAN YOUR TRAVELS? (Select all that apply)

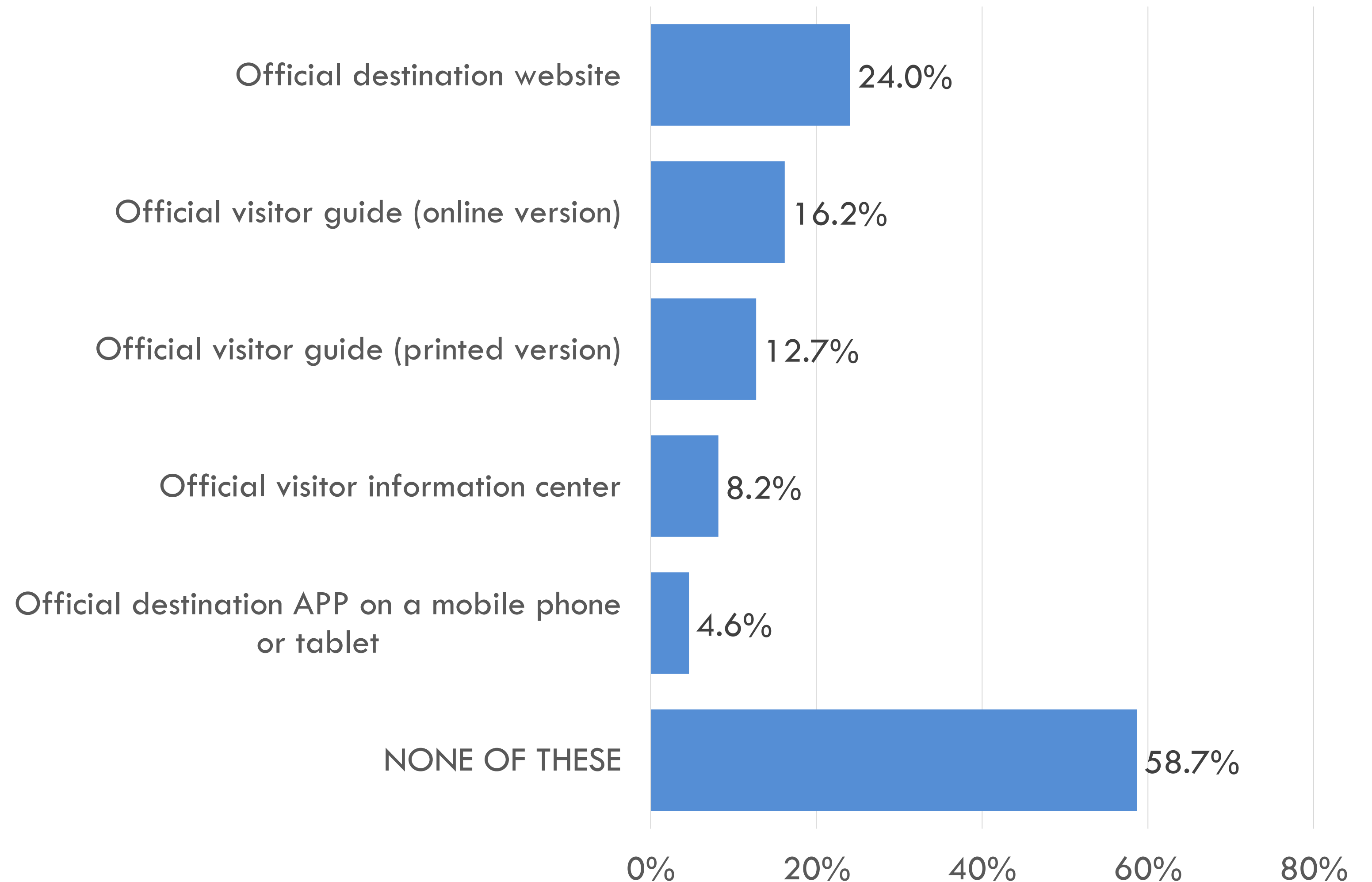
(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



TRAVEL PLANNING RESOURCES USED IN THE PAST 12 MONTHS: OFFICIAL DESTINATION RESOURCES

Question: In the PAST TWELVE (12) MONTHS, have you used a destination's official local Visitors or Convention Bureau (or Chamber of Commerce), or state or national government tourism office to help plan any travel?

(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)

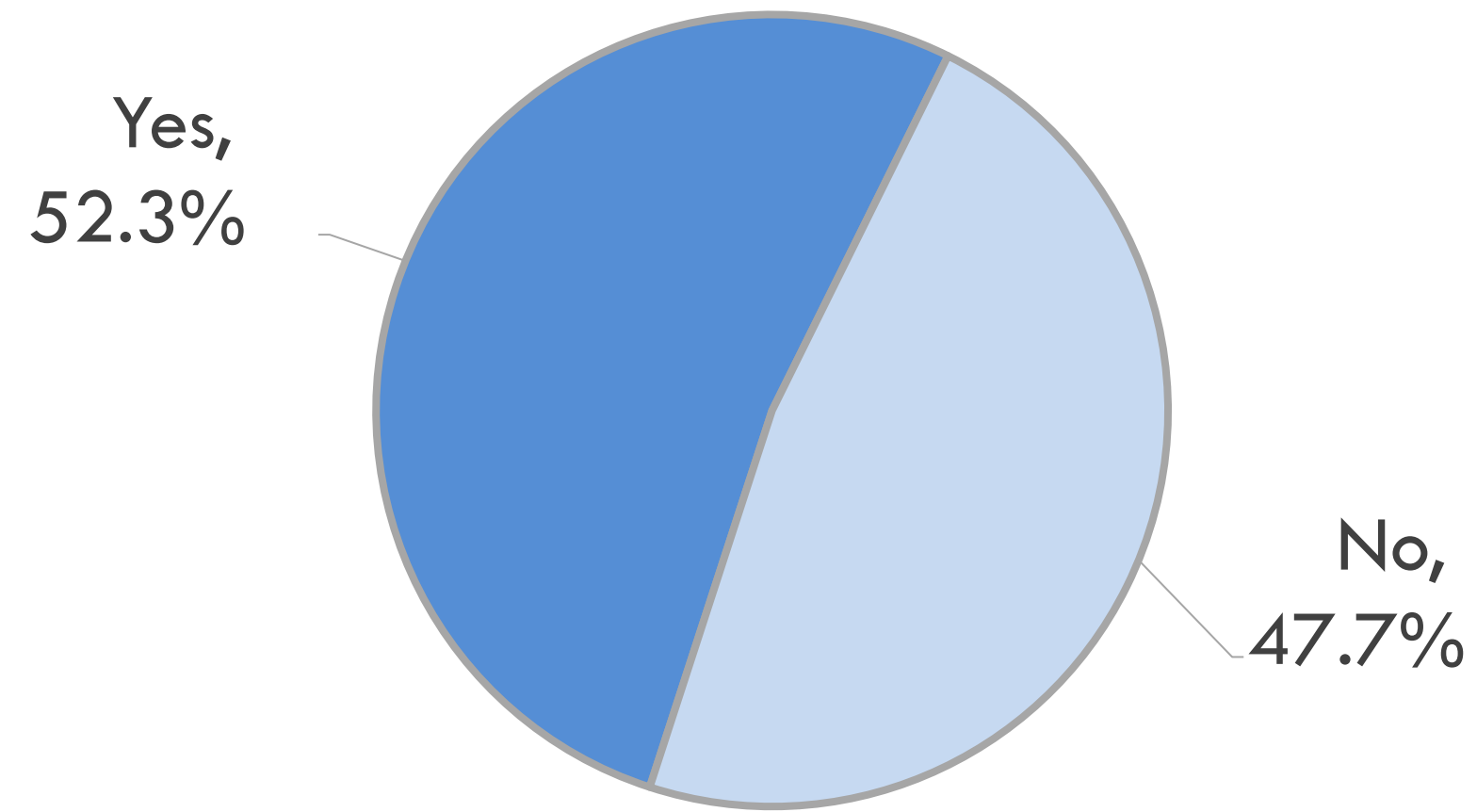


A group of diverse people are gathered around a wooden table in a restaurant, celebrating and toasting with wine glasses. The scene is filled with joy and camaraderie. In the center, a man with a beard and a checkered shirt smiles broadly, looking towards a woman on his right who is laughing heartily. To the left, another woman with a blue patterned scarf also smiles. In the foreground, several hands hold up wine glasses filled with red wine, clinking together in a toast. The background shows a blurred restaurant interior with wooden chairs and tables. The overall atmosphere is warm and festive.

RECENT TRAVEL EXPERIENCES

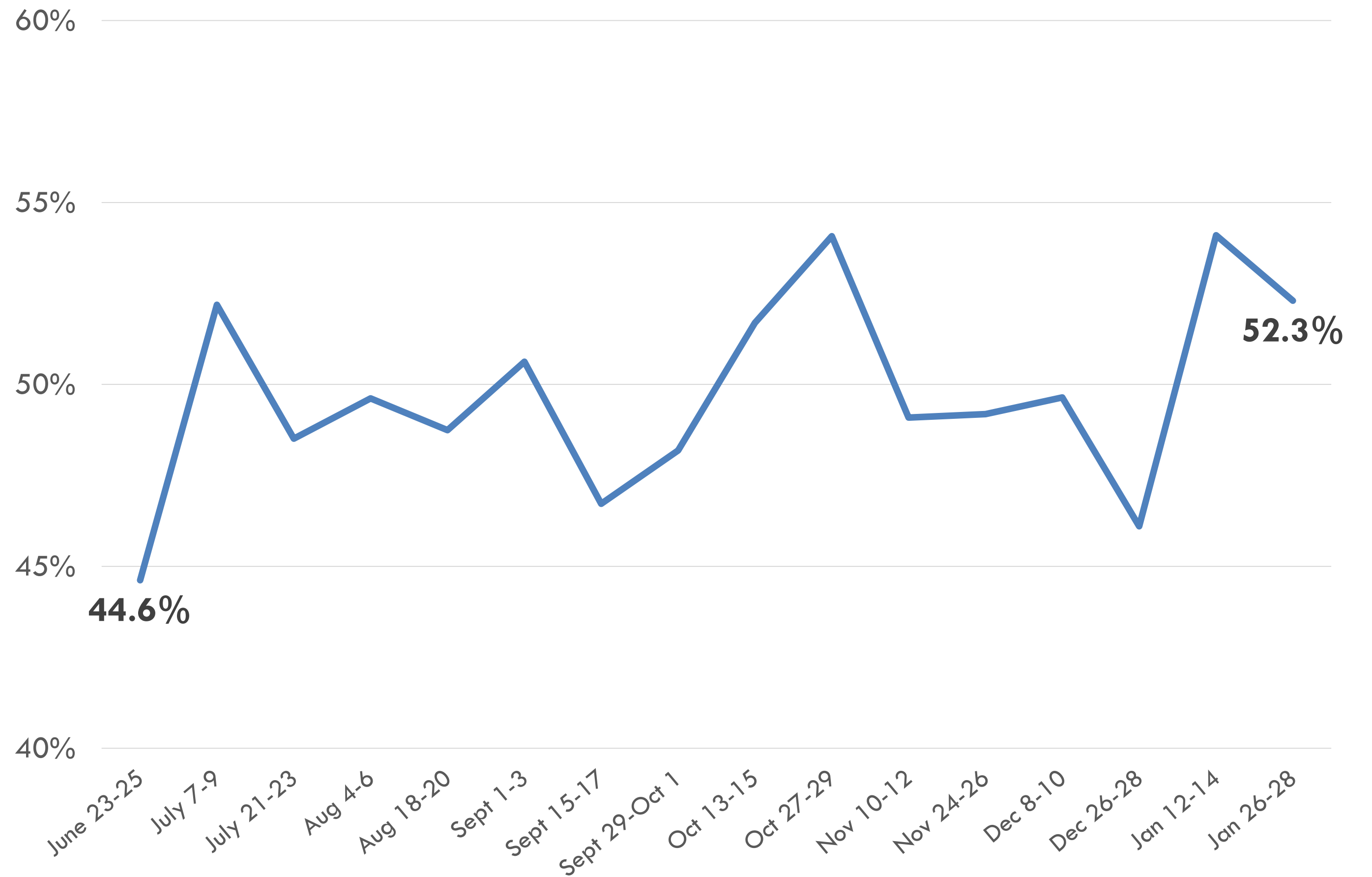
TOOK AN OVERNIGHT TRIP IN PAST THREE MONTHS (JUNE 2021 – JAN 2022)

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



(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)

Historical data % Yes

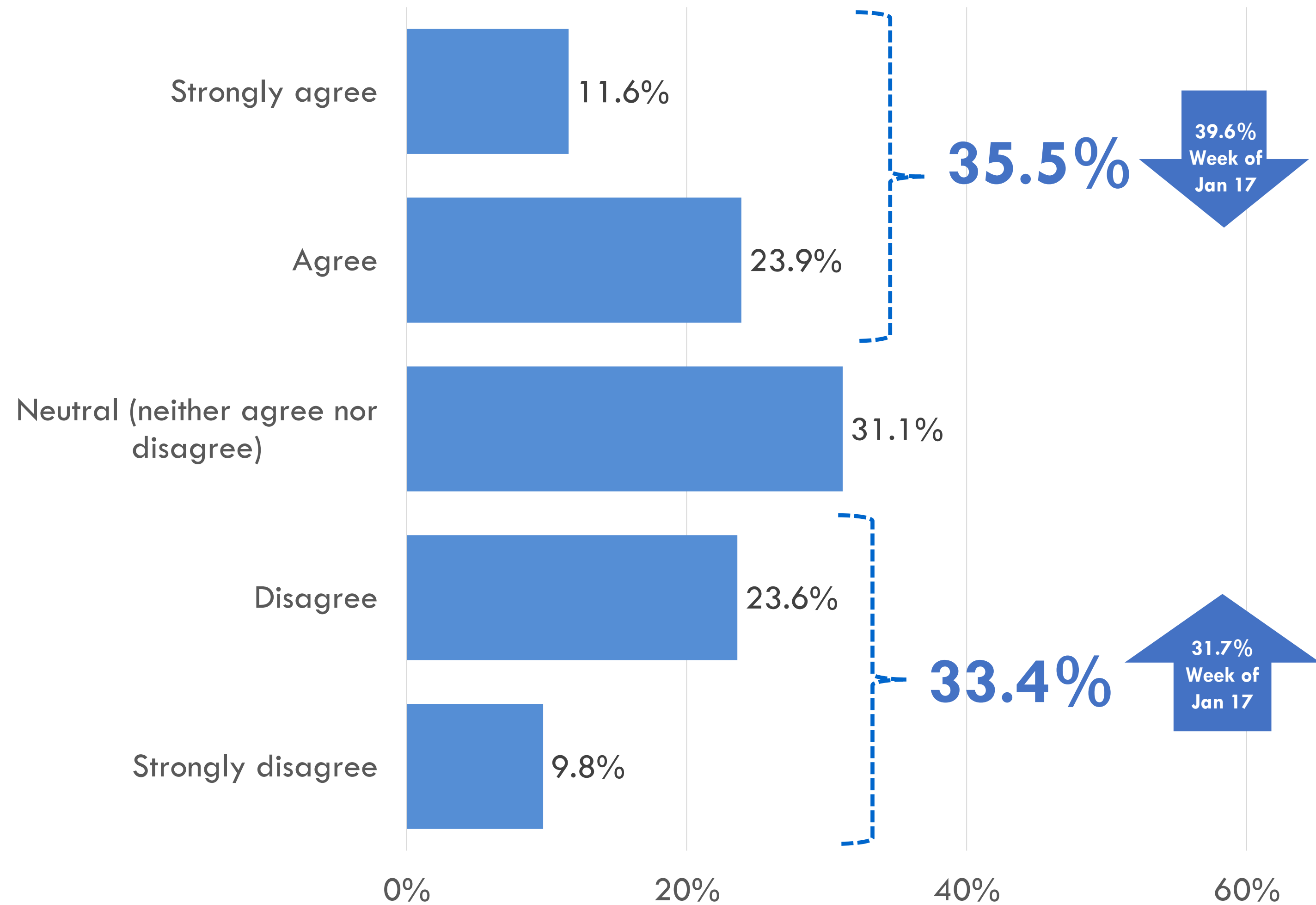


MOST RECENT OVERNIGHT TRIP: TRAVEL BUSINESSES HAVING TROUBLE PROVIDING ADEQUATE SERVICE

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.

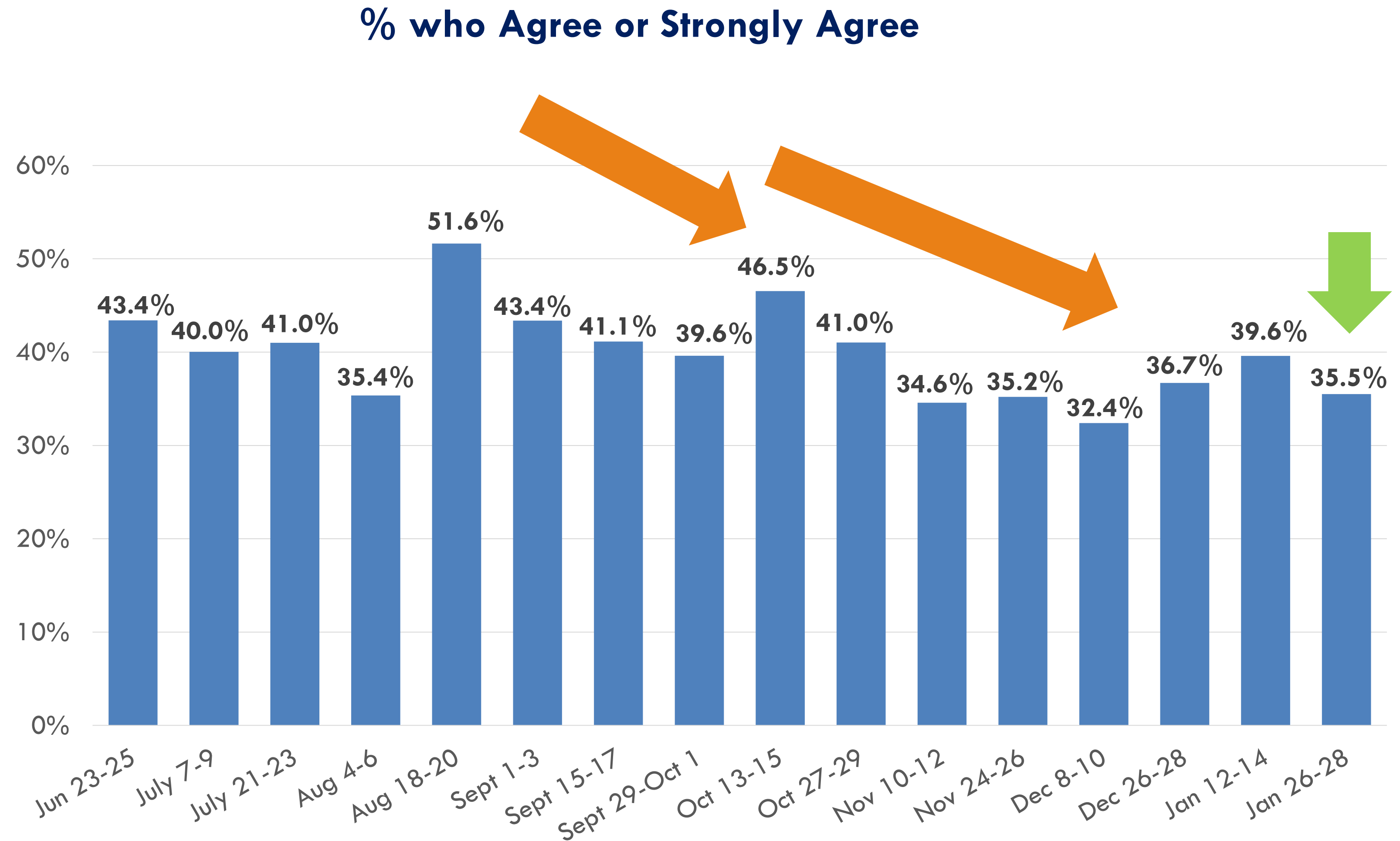
(Base: Wave 83 data. Respondents who took an overnight trip in the past three months, 626 completed surveys. Data collected January 26-28, 2022)



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

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

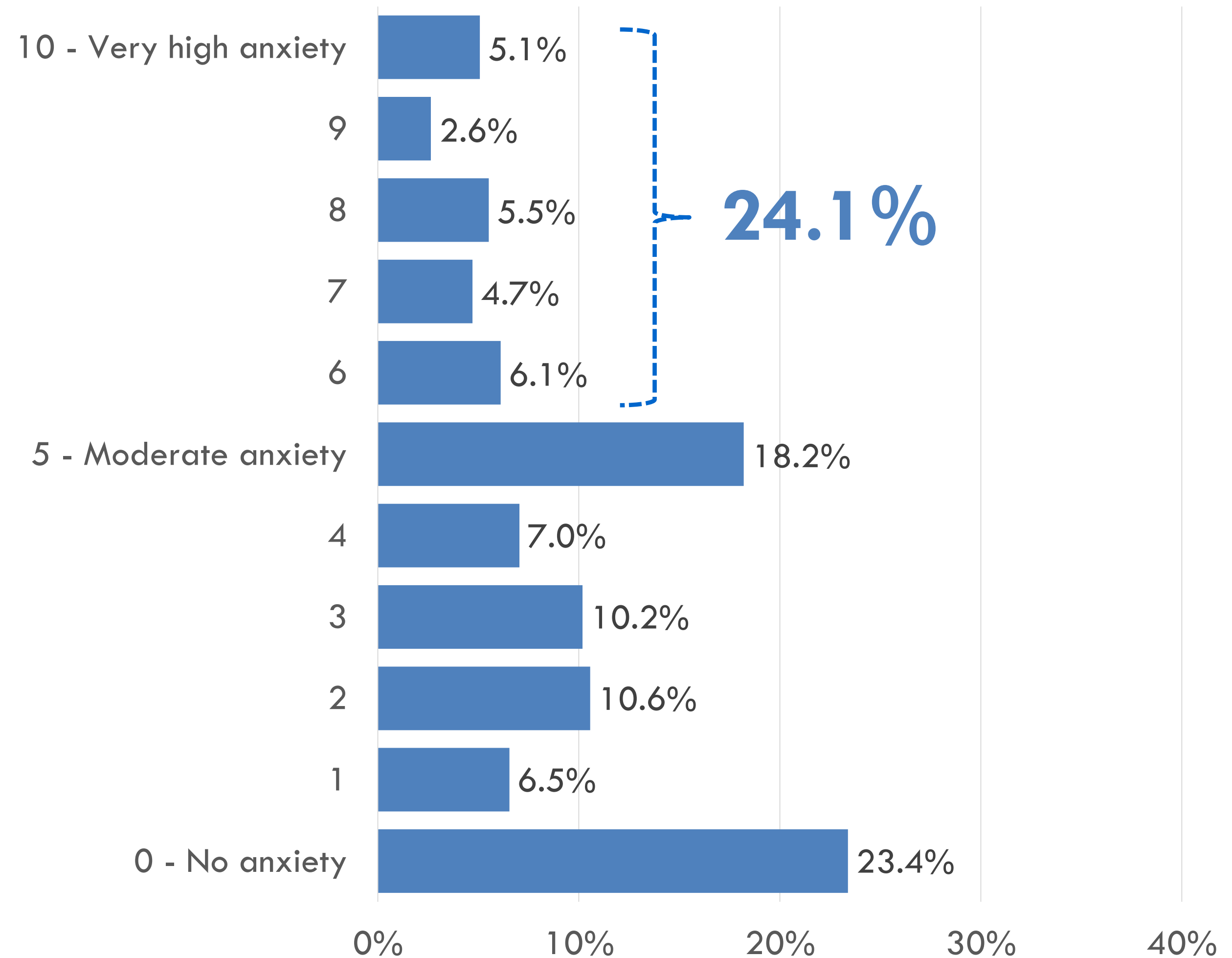
On my most recent trip, it seemed like businesses in the travel industry were having trouble providing adequate service to travelers.



MOST RECENT OVERNIGHT TRIP: COVID-19 ANXIETY

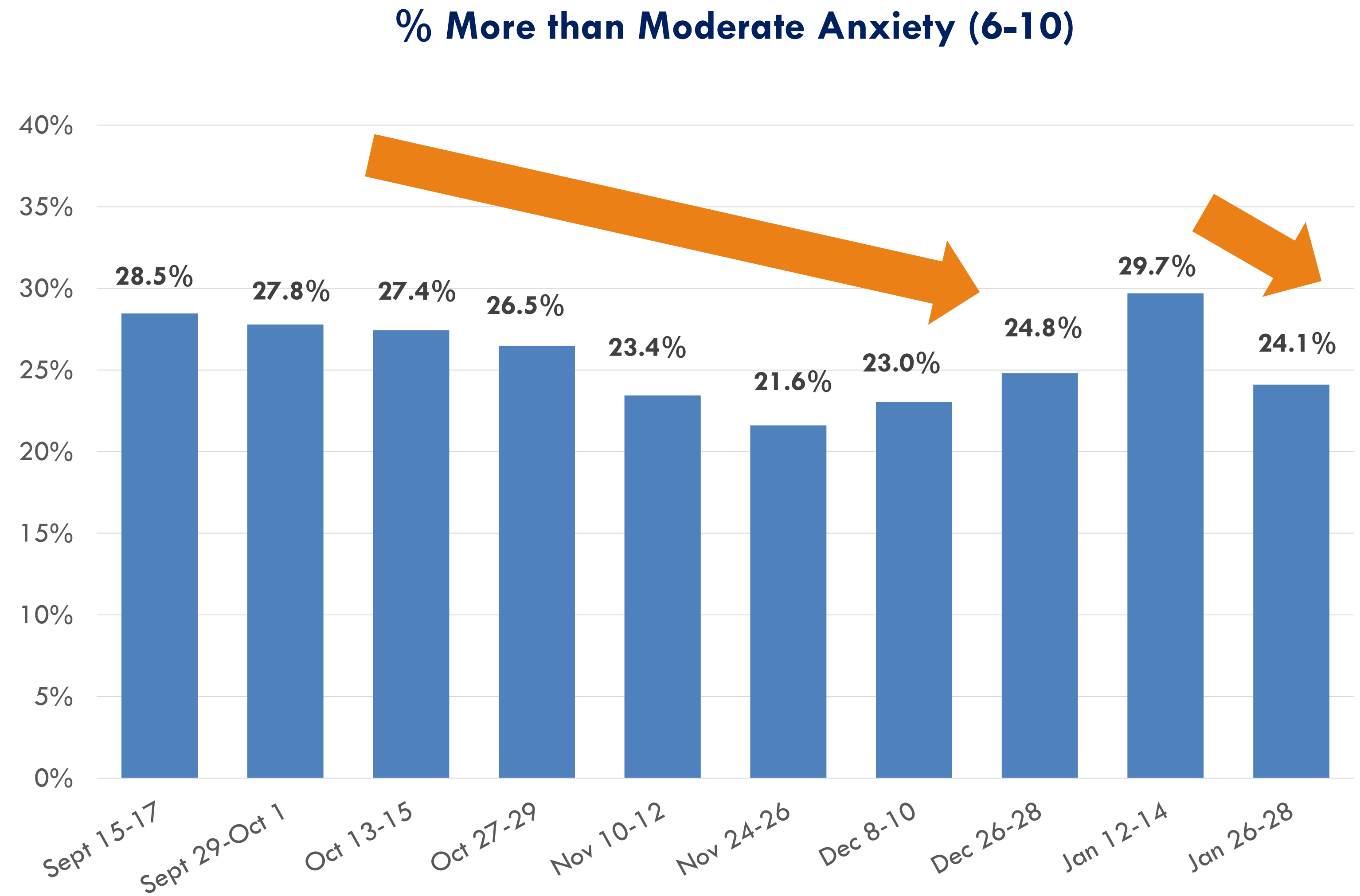
Question: While traveling on your most recent overnight trip, HOW MUCH ANXIETY did you generally feel about the COVID-19 situation?

(Base: Wave 83 data. Respondents who took an overnight trip in the past three months, 626 completed surveys. Data collected January 26-28, 2022)



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?



A stack of four suitcases in various shades of brown and tan is positioned in the foreground on the left. In the background, a large window shows an airplane flying across a sky with soft, golden clouds, suggesting a sunset or sunrise. The text "MOST RECENT OVERNIGHT TRIP" is overlaid in the center in a bold, white, sans-serif font.

MOST RECENT OVERNIGHT TRIP

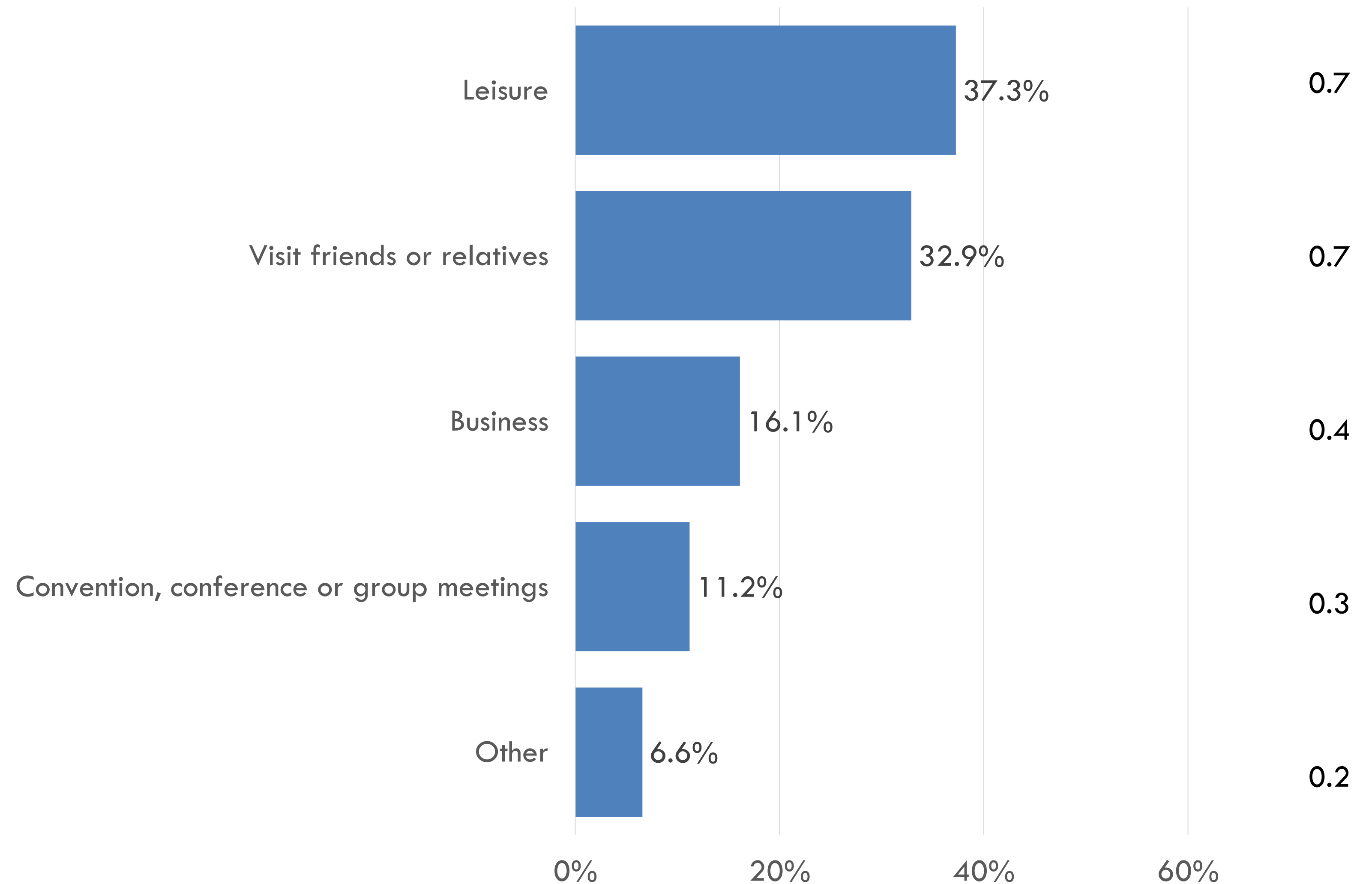
OVERNIGHT TRIPS IN THE PAST MONTH: BY TRIP TYPE

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

Average Trips

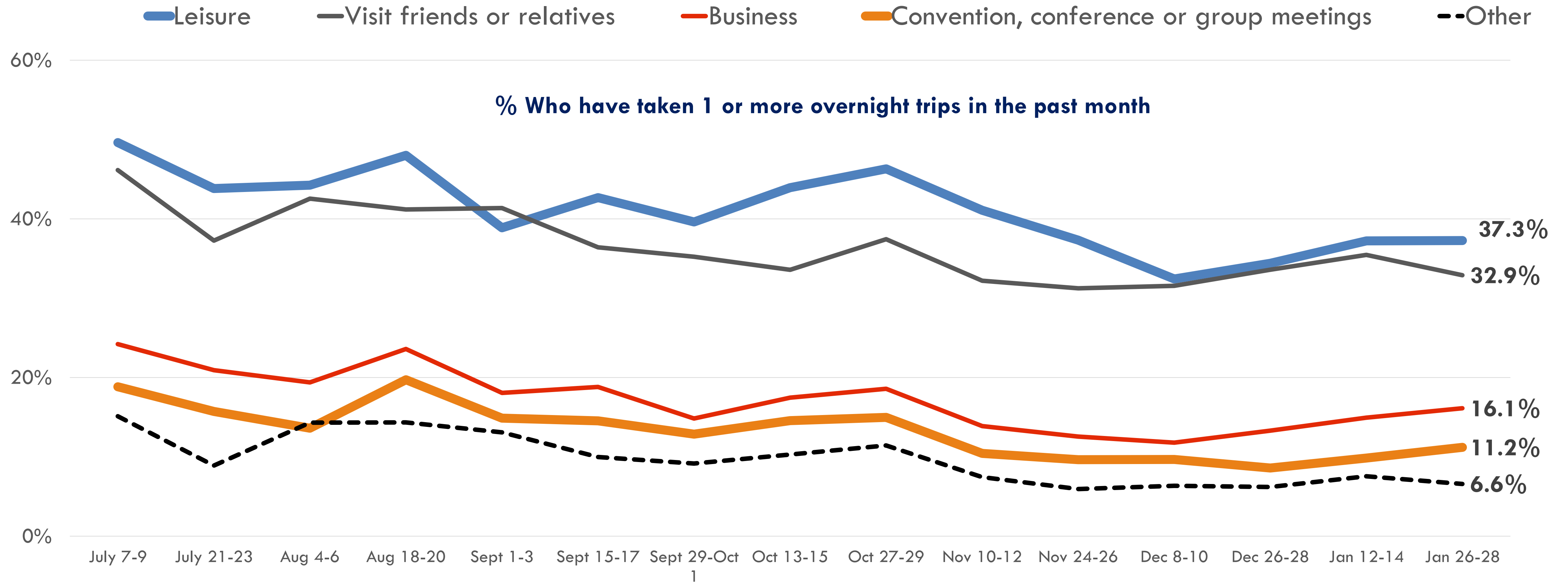
Question: How many OVERNIGHT trips of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)

(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



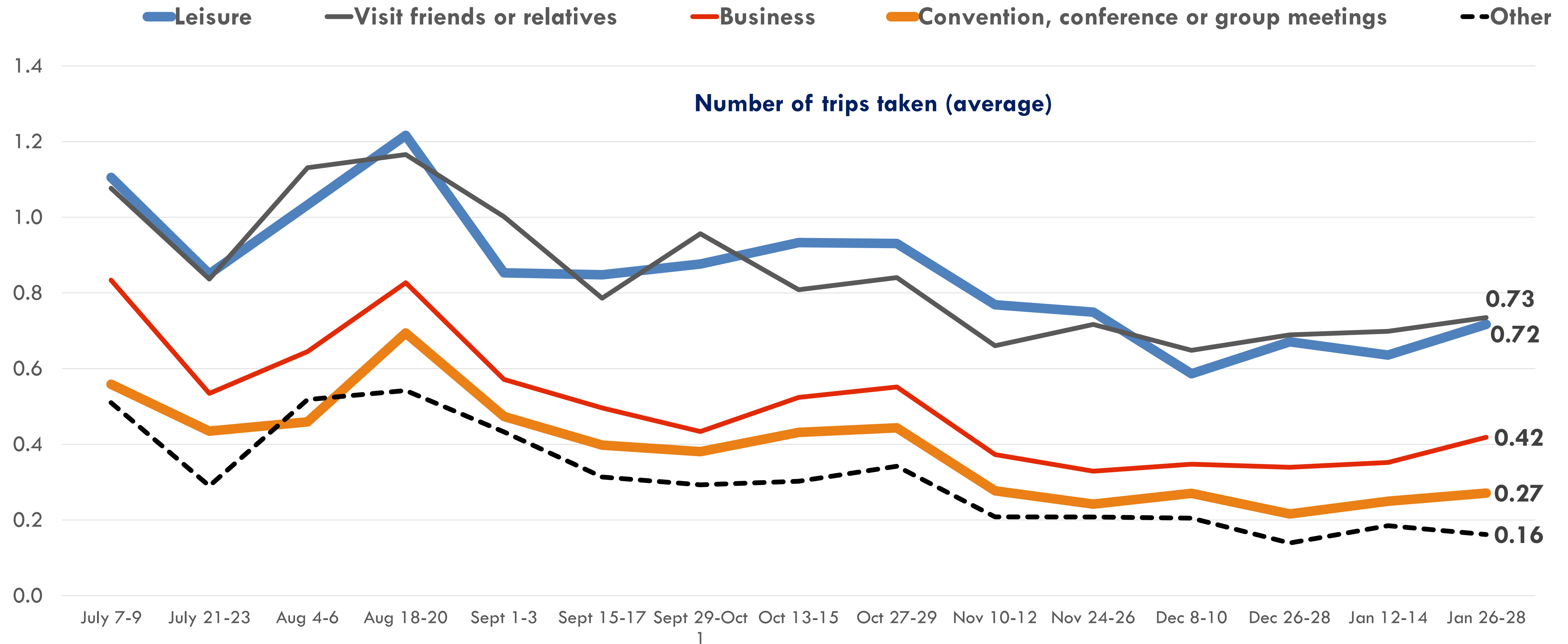
OVERNIGHT TRIPS IN THE PAST MONTH: BY TRIP TYPE

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)



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

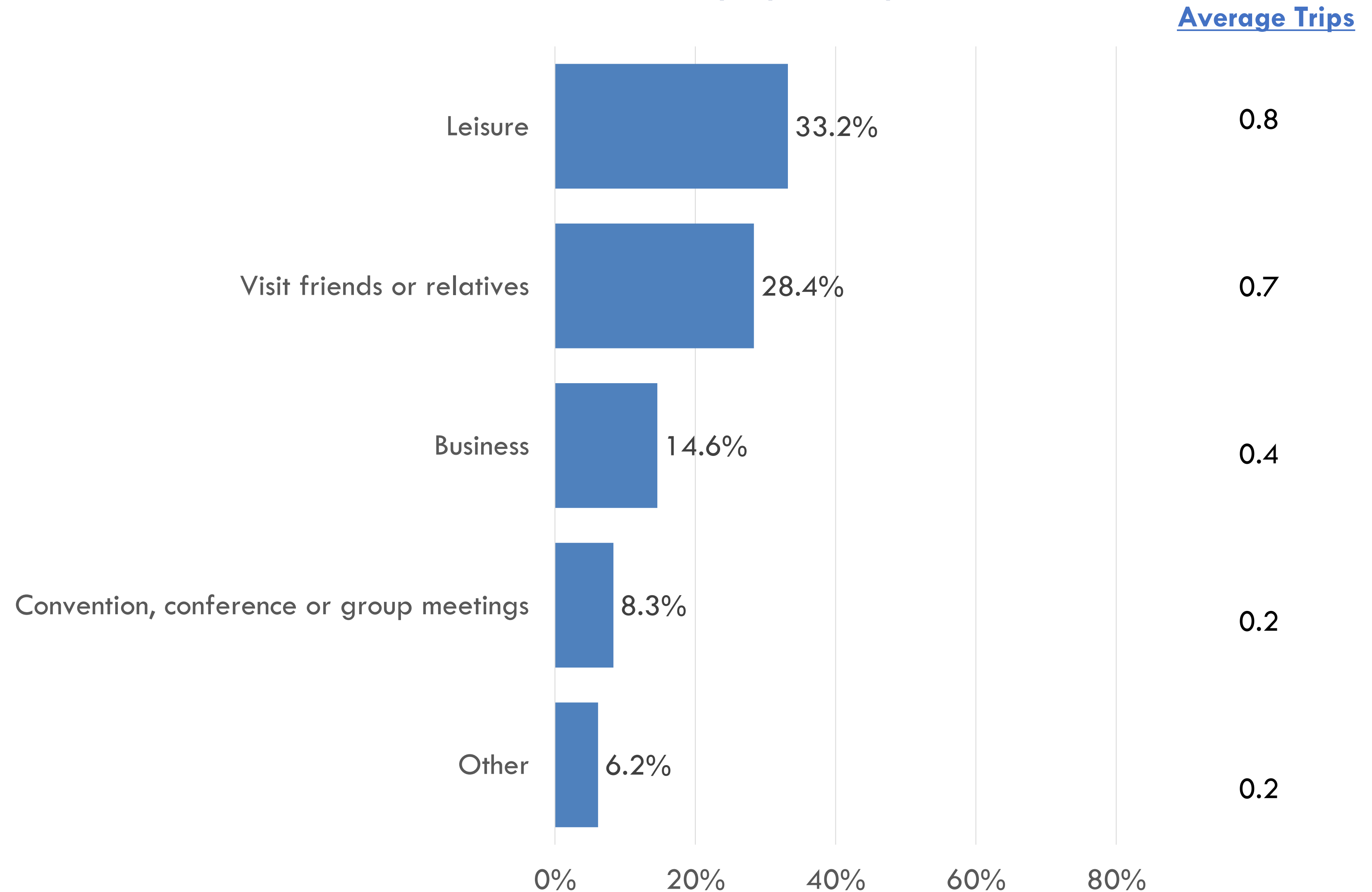
MOST RECENT DAY TRIP

DAY TRIPS IN THE PAST MONTH: BY TRIP TYPE

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

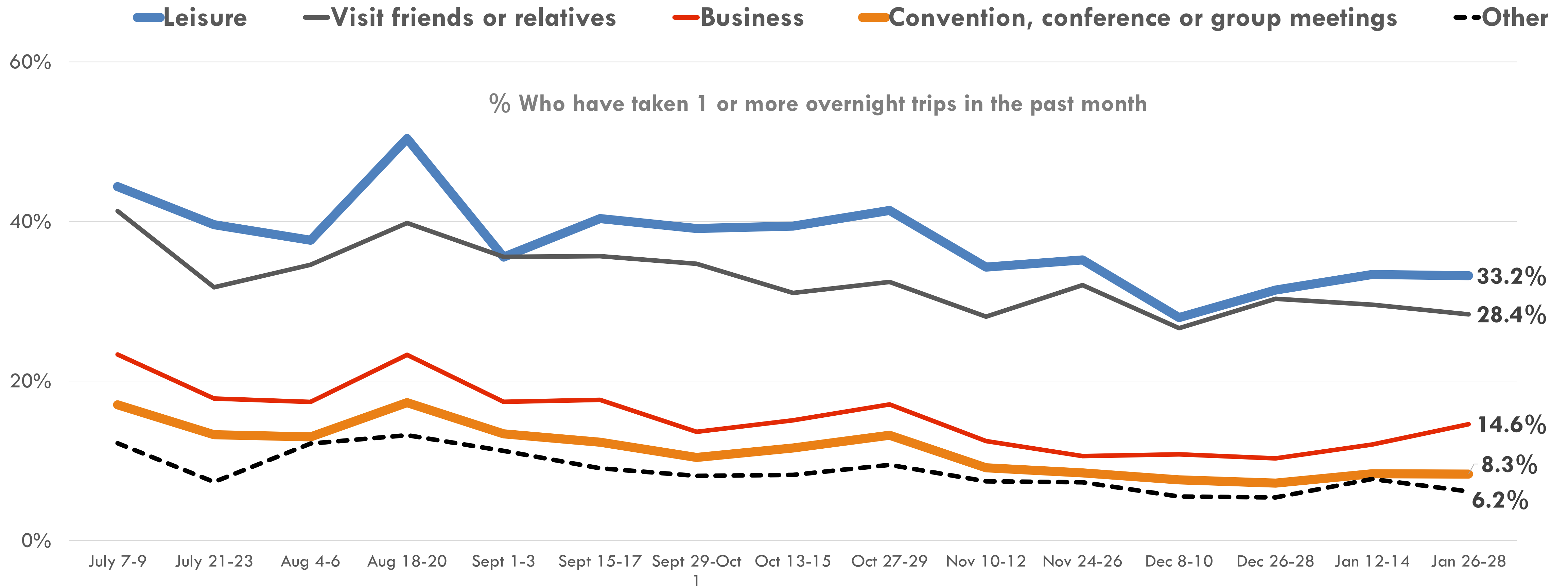
Question: How many DAY TRIPS (i.e., no overnight stay) of each type have you taken in the PAST MONTH?

(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



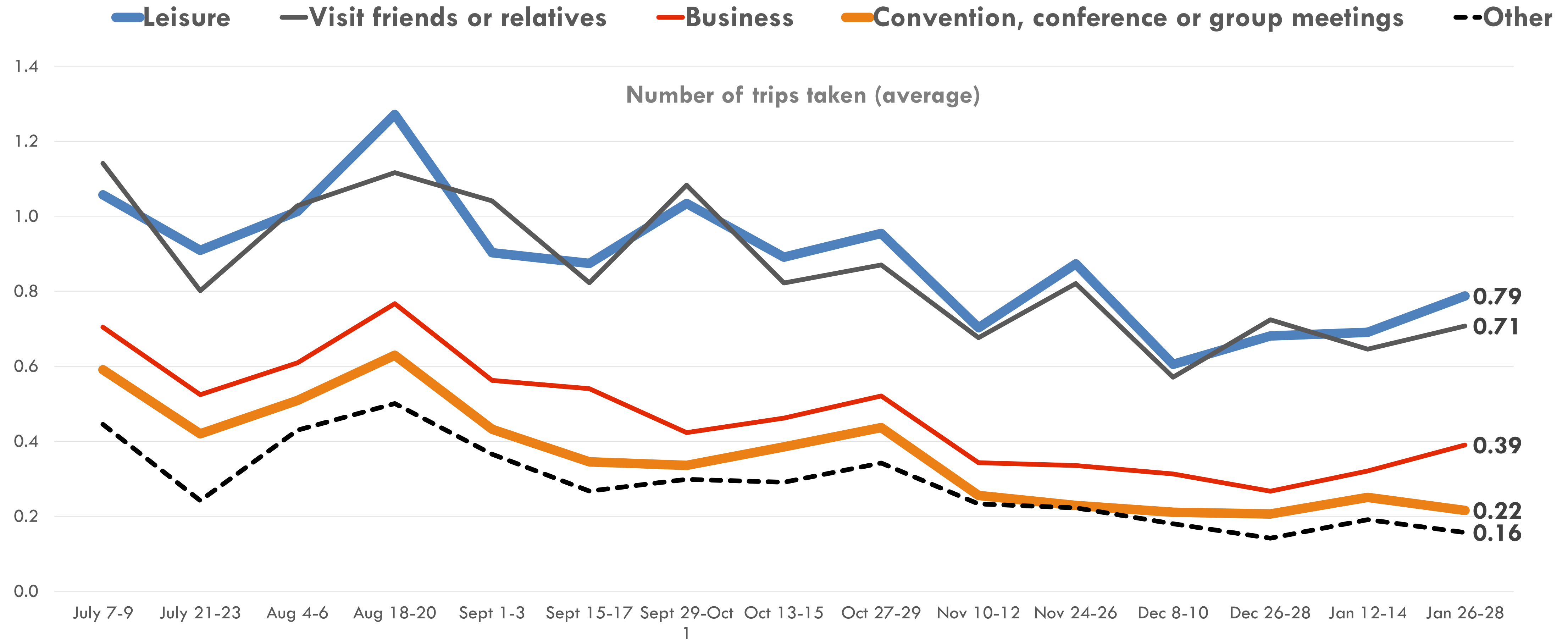
DAY TRIPS IN THE PAST MONTH: BY TRIP TYPE

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?



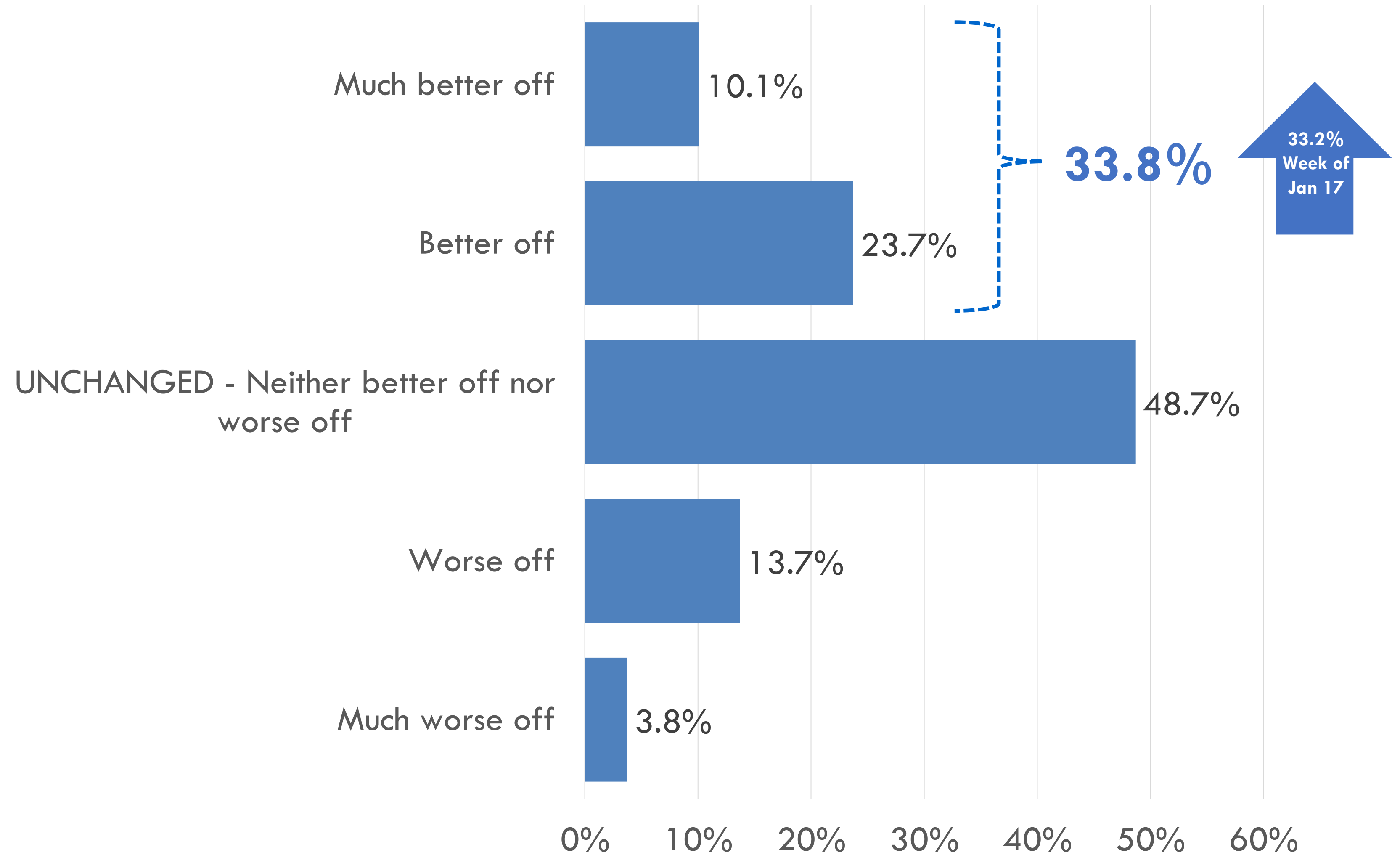
The image features three stacks of silver coins of varying heights, each with a small green seedling growing from the top. The stacks are placed on a mound of dark, rich soil. In the background, a burlap sack is partially visible, and the overall scene is set against a soft, out-of-focus green background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

FINANCIAL WELLNESS

CURRENT HOUSEHOLD FINANCIAL STATUS

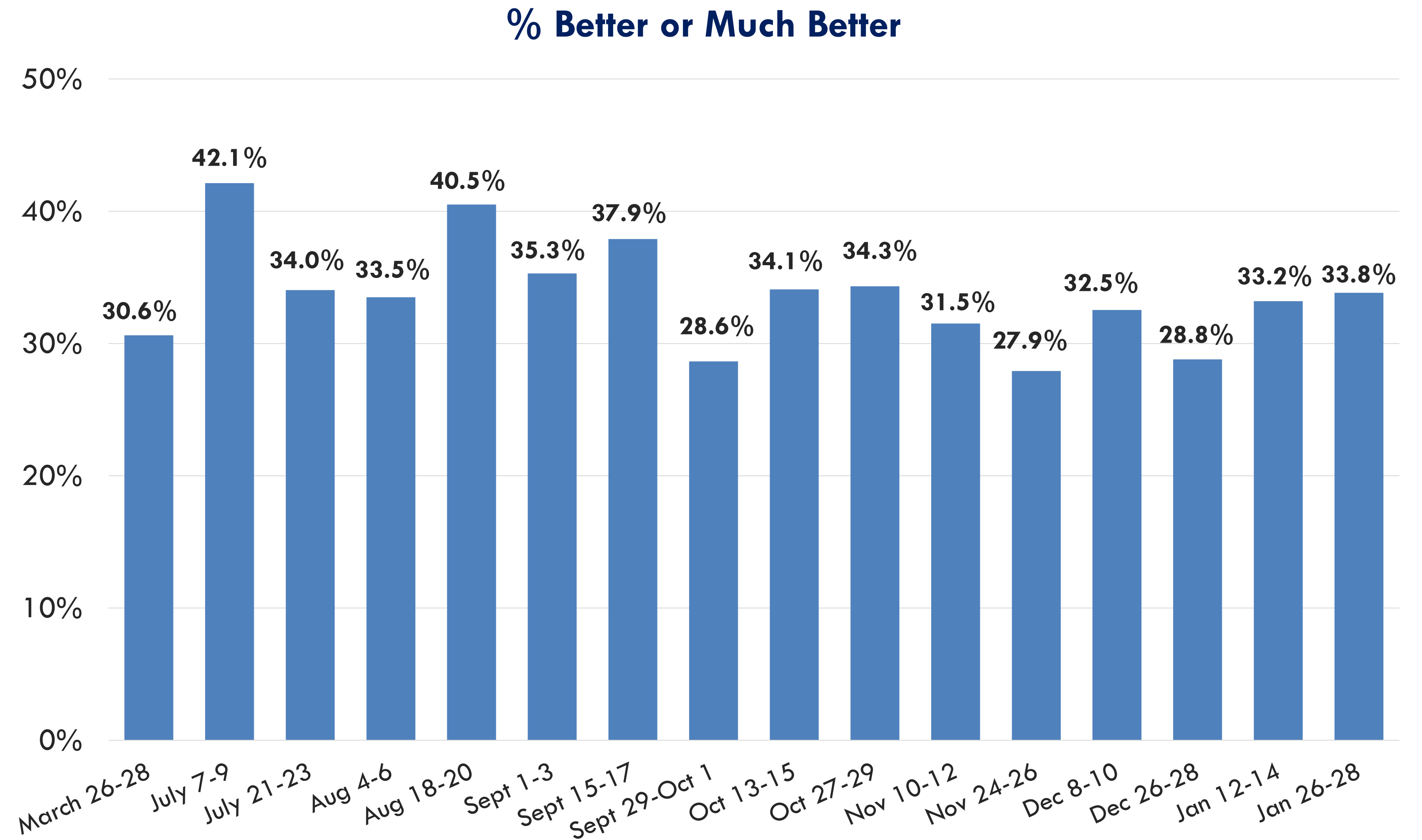
Question: Would you say that you (and your household) are better off or worse off financially than you were a year ago? (Select one)

(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



CURRENT HOUSEHOLD FINANCIAL STATUS

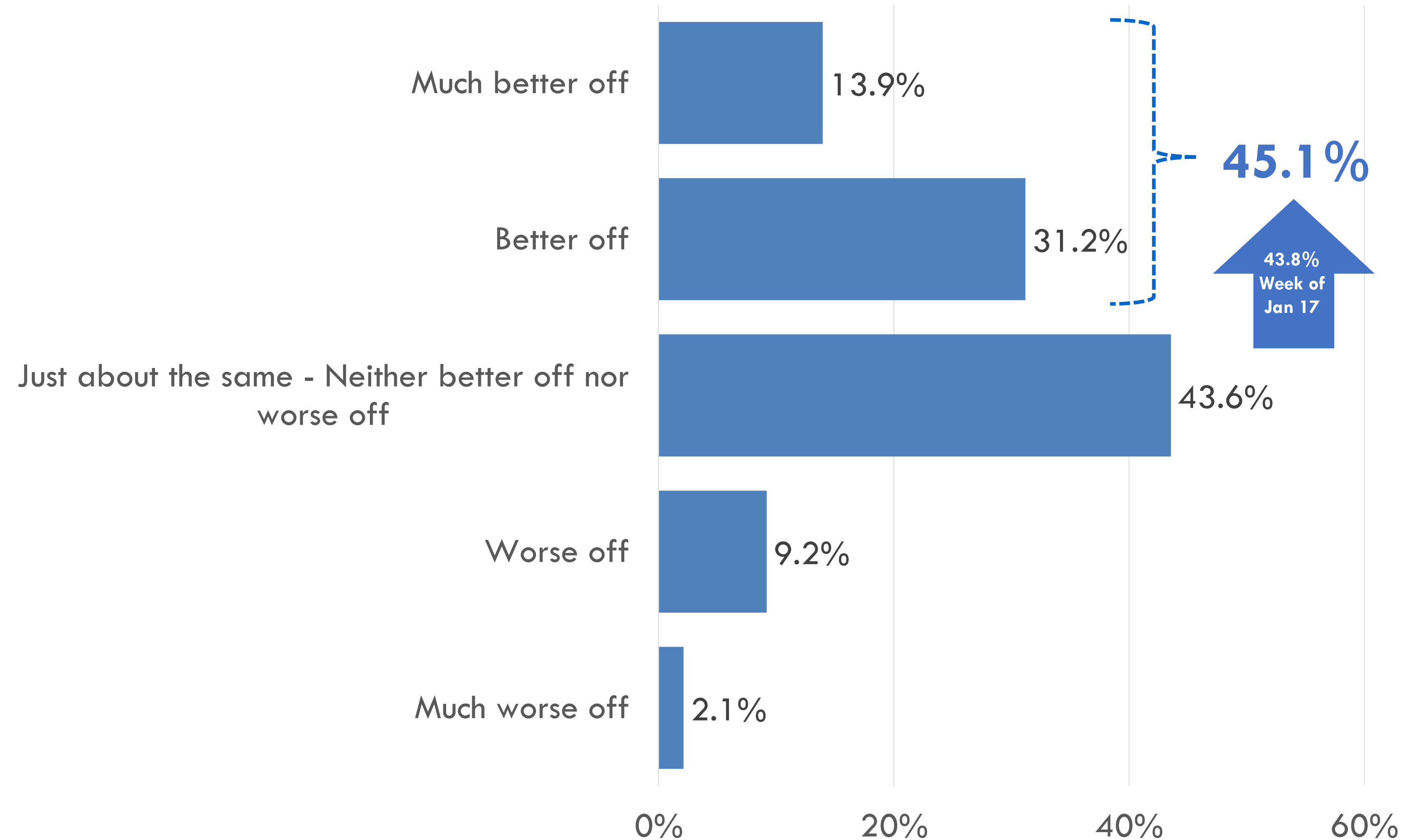
Question: Would you say that you (and your household) are better off or worse off financially than you were a year ago? (Select one)



EXPECTATIONS FOR FUTURE FINANCES

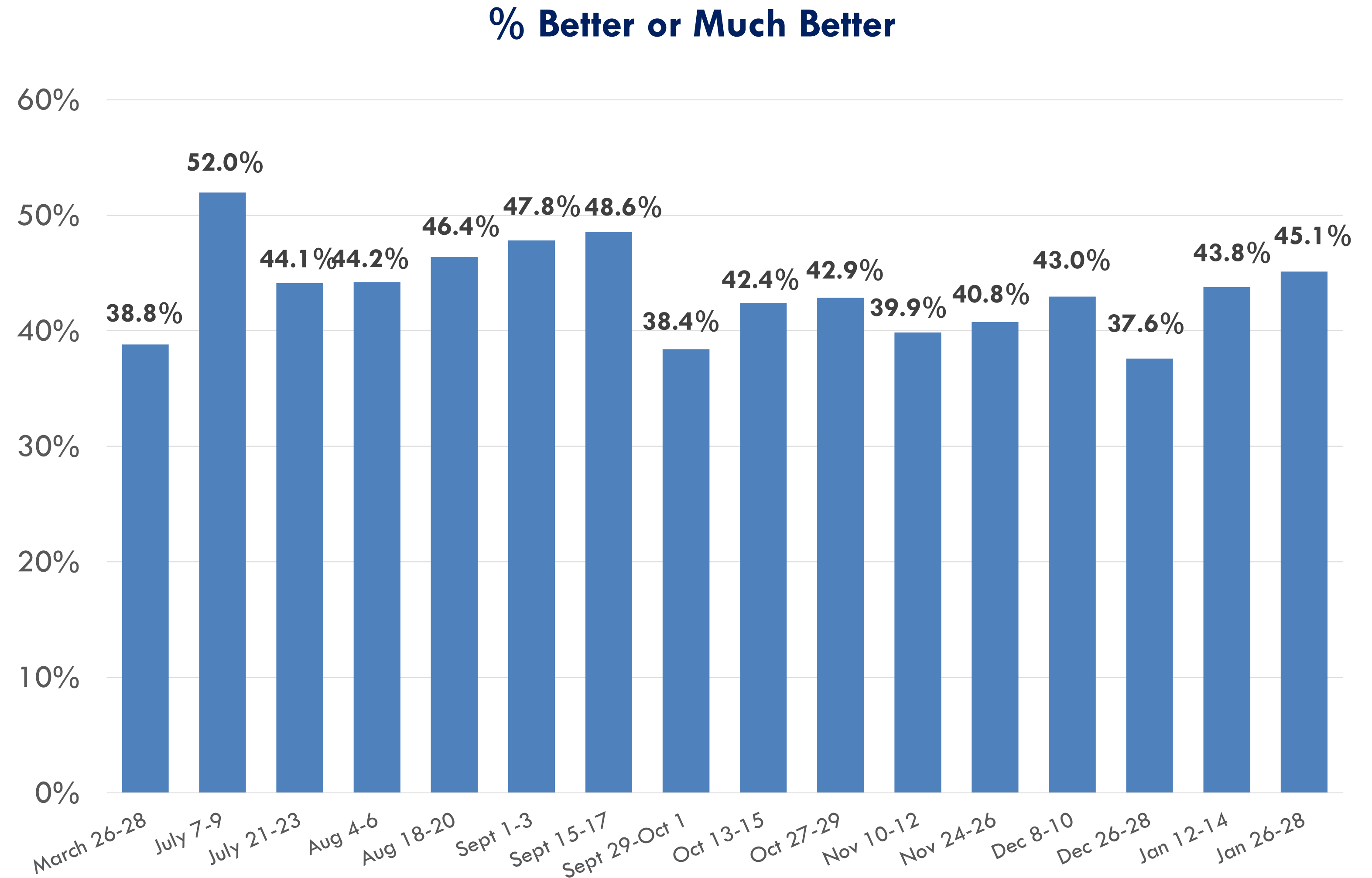
Question: LOOKING FORWARD—do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?

(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



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?



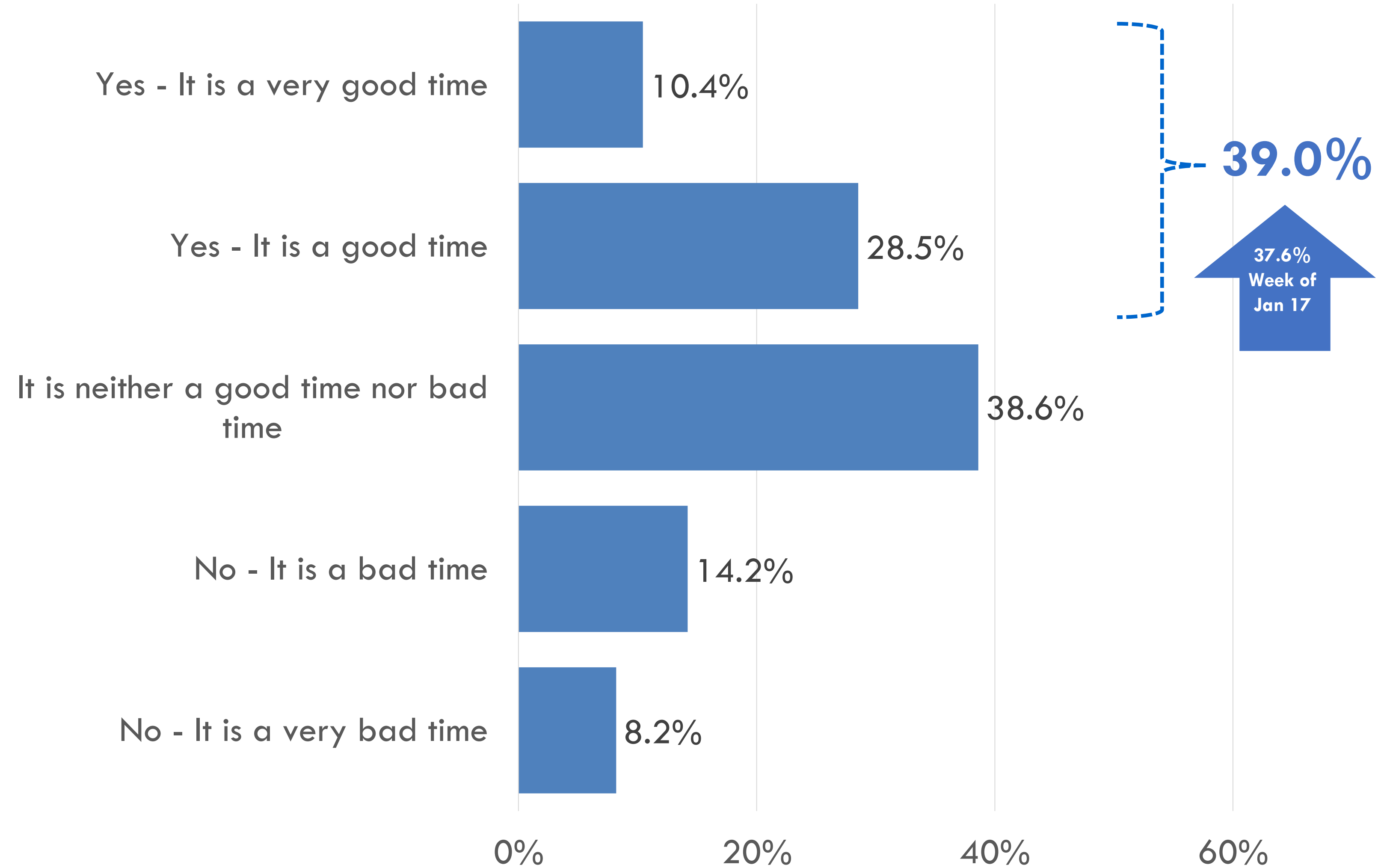
A top-down view of a desk with a vintage-style map. In the center is a glass jar with a black lid and a label that says 'TRAVEL' and '50'. To the left is a silver and black camera. In the foreground is a silver compass. To the right is a white model airplane. In the background, a person's hands are visible: one holding a pen over a notebook, and the other holding a smartphone. The overall scene suggests travel planning and budgeting.

TRAVEL BUDGET & TRAVEL SPENDING

IS IT A GOOD TIME TO SPEND ON TRAVEL?

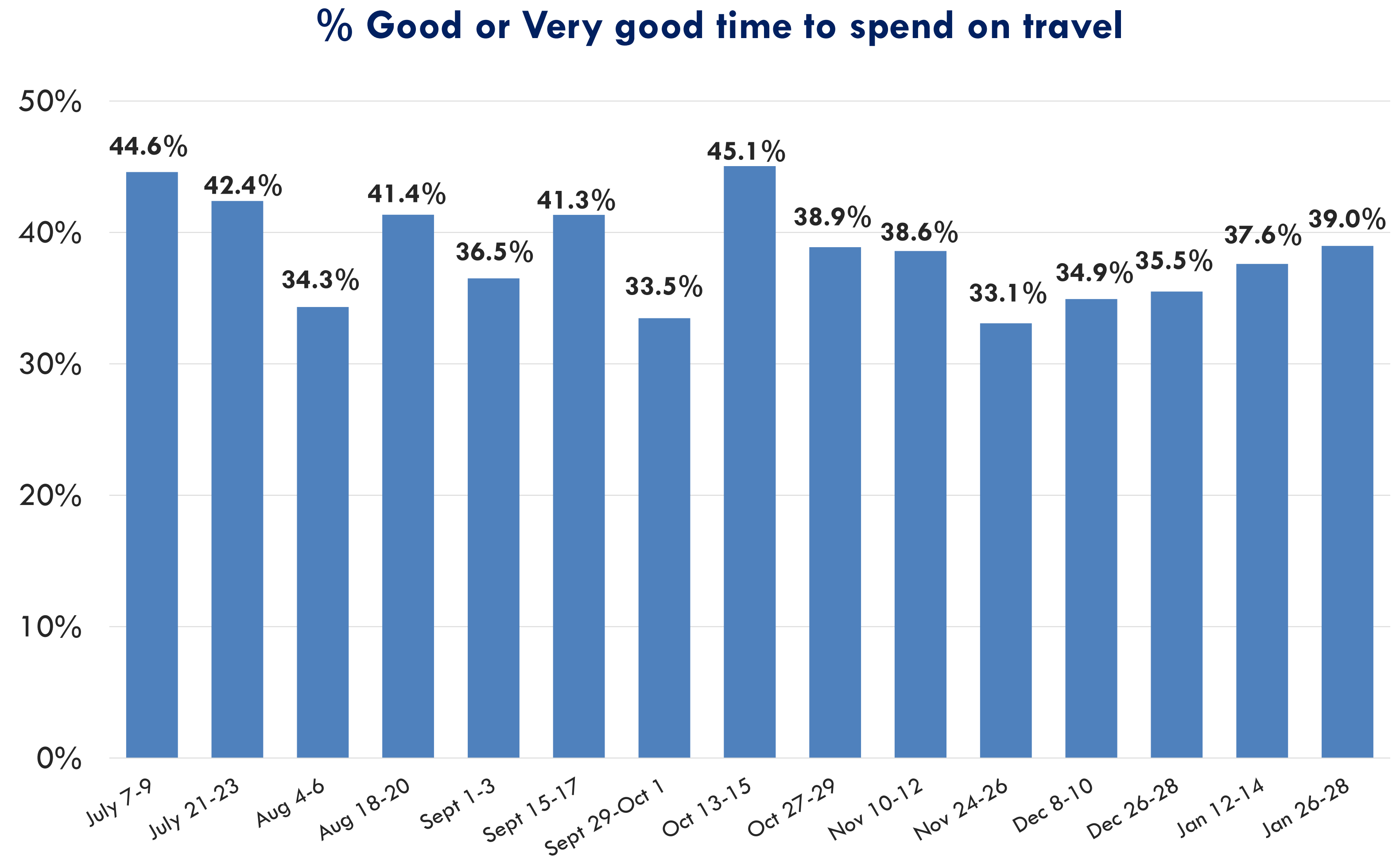
Question: Thinking only of your household's finances, do you feel **NOW** is a good or bad time for you to spend money on leisure travel? (Select one)

(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



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)

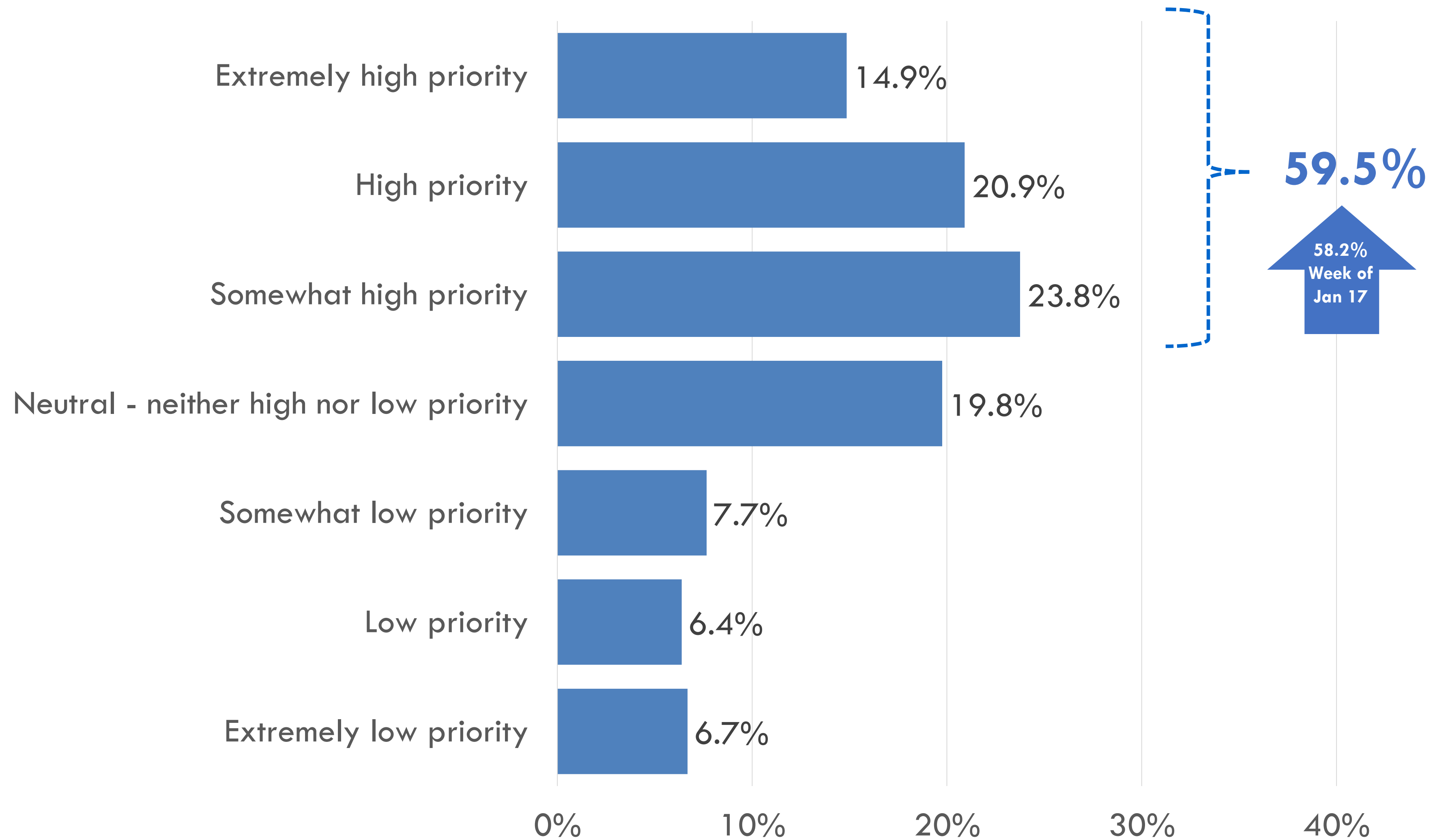


TRAVEL AS A BUDGET PRIORITY

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 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)

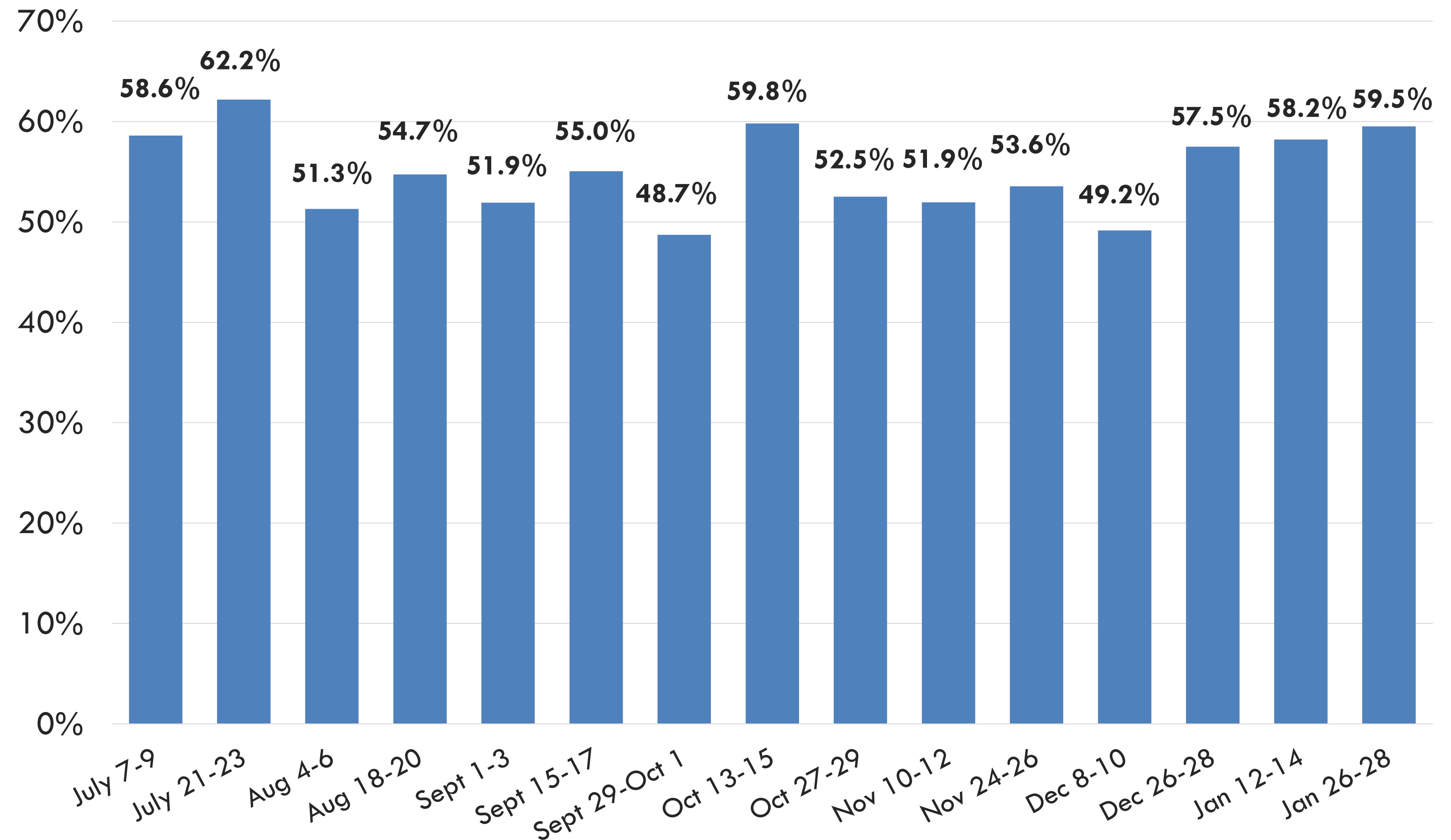


TRAVEL AS A BUDGET PRIORITY

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

Leisure travel will be a(n)
_____.

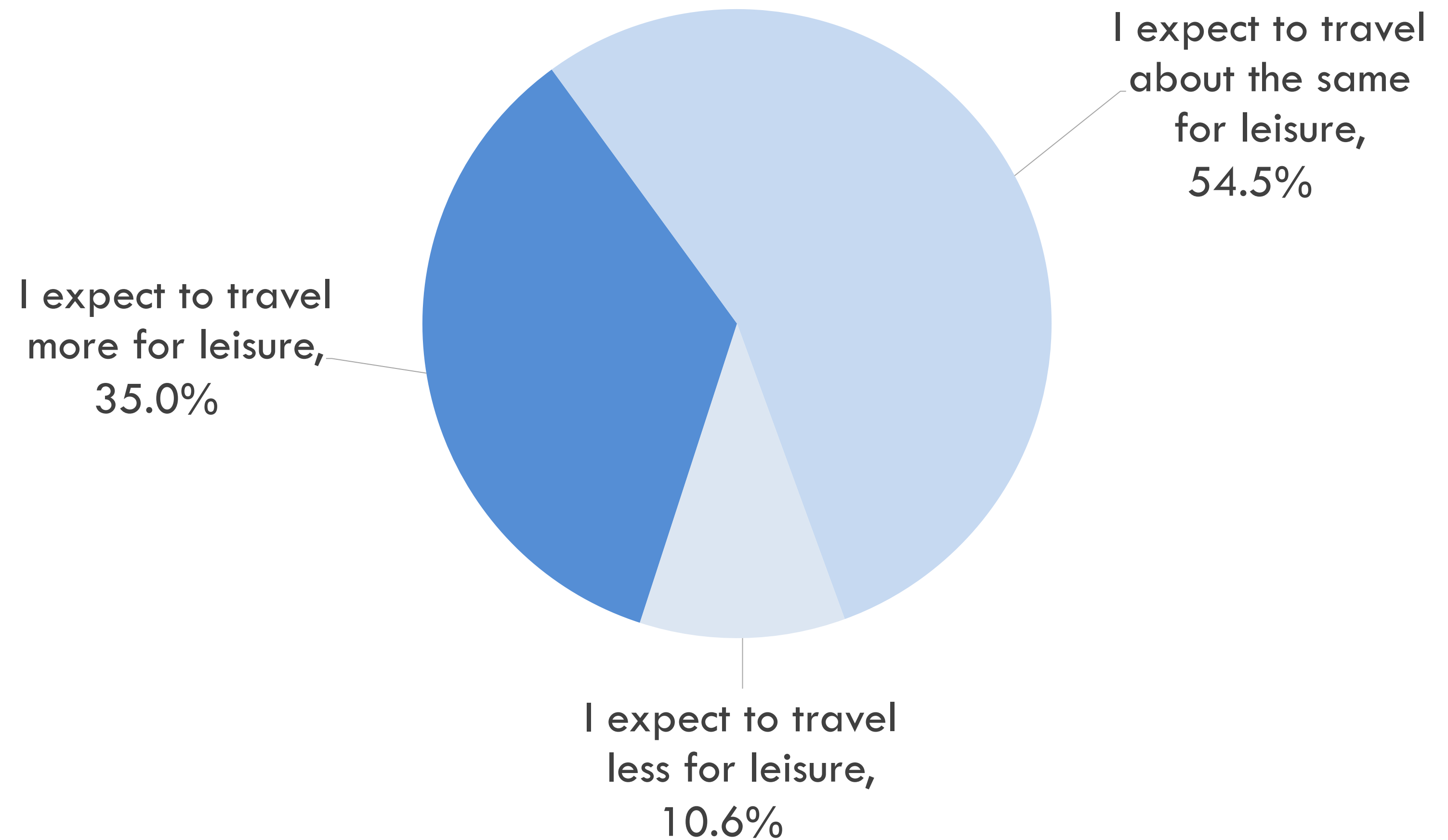
% Somewhat High, High or Extremely High Priority



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)

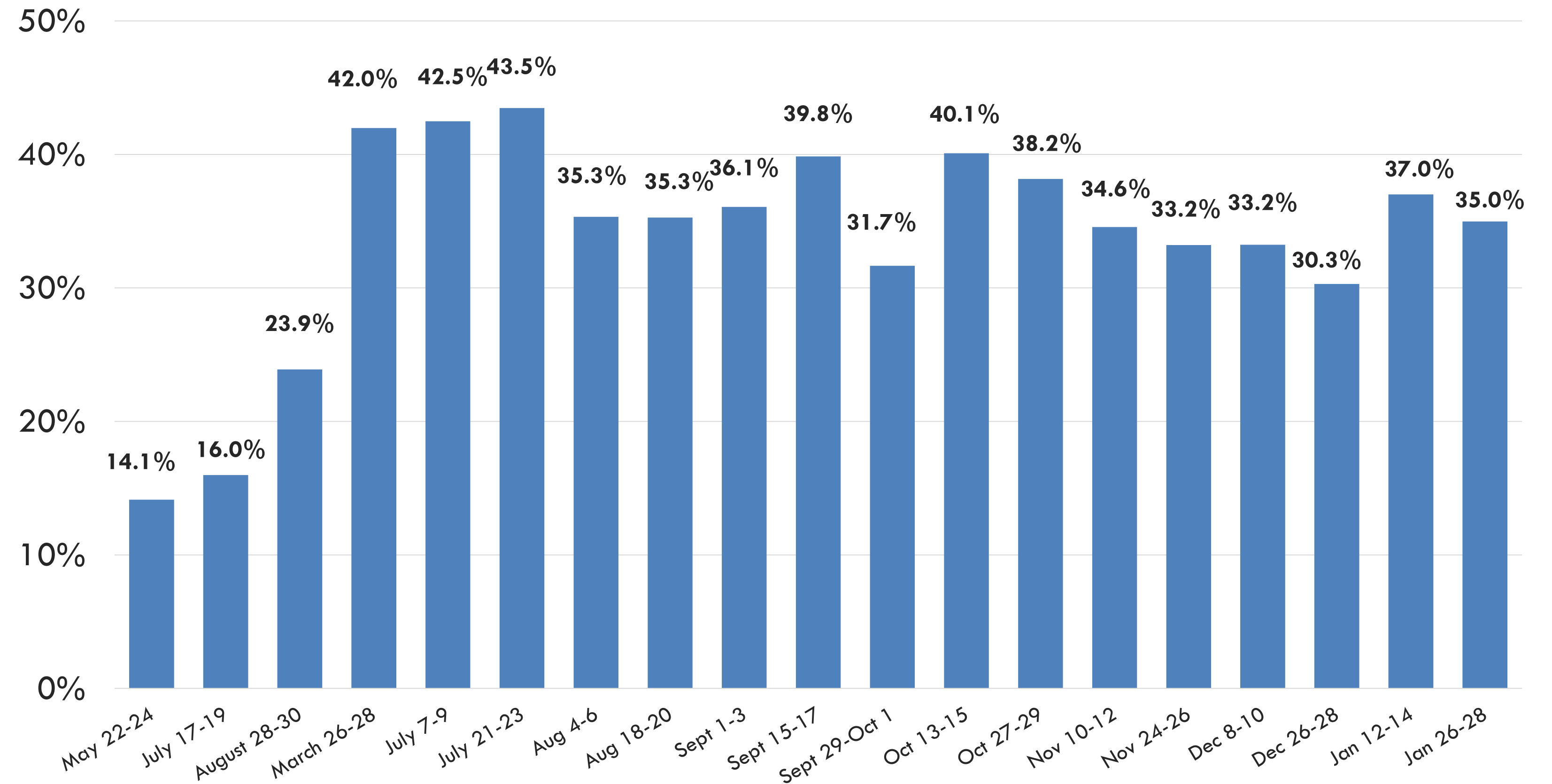
(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



EXPECTATIONS FOR TRAVEL (NEXT 12 MONTHS)

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

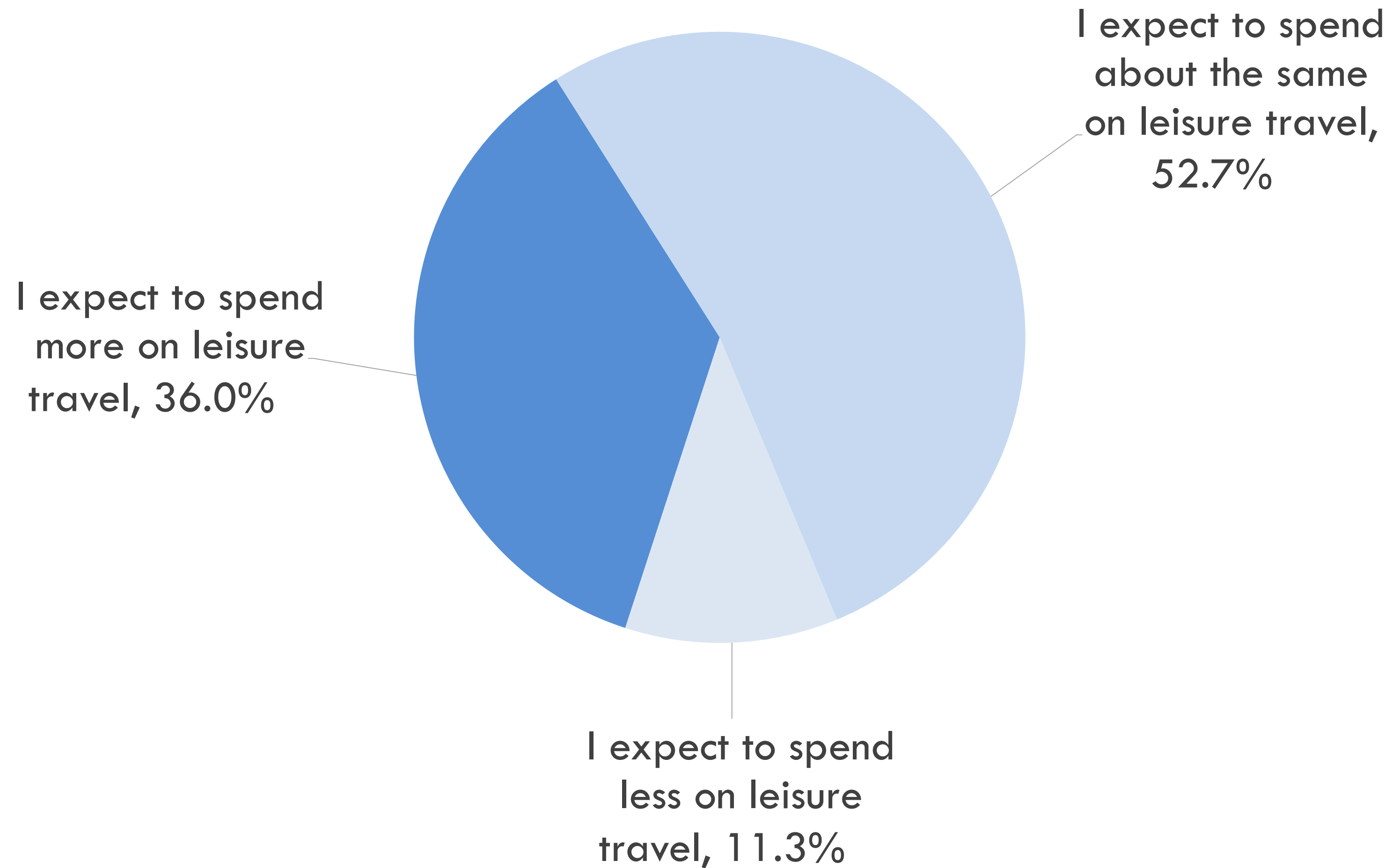
% Expecting to Take More Trips



EXPECTATIONS FOR TRAVEL SPENDING (NEXT 12 MONTHS)

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

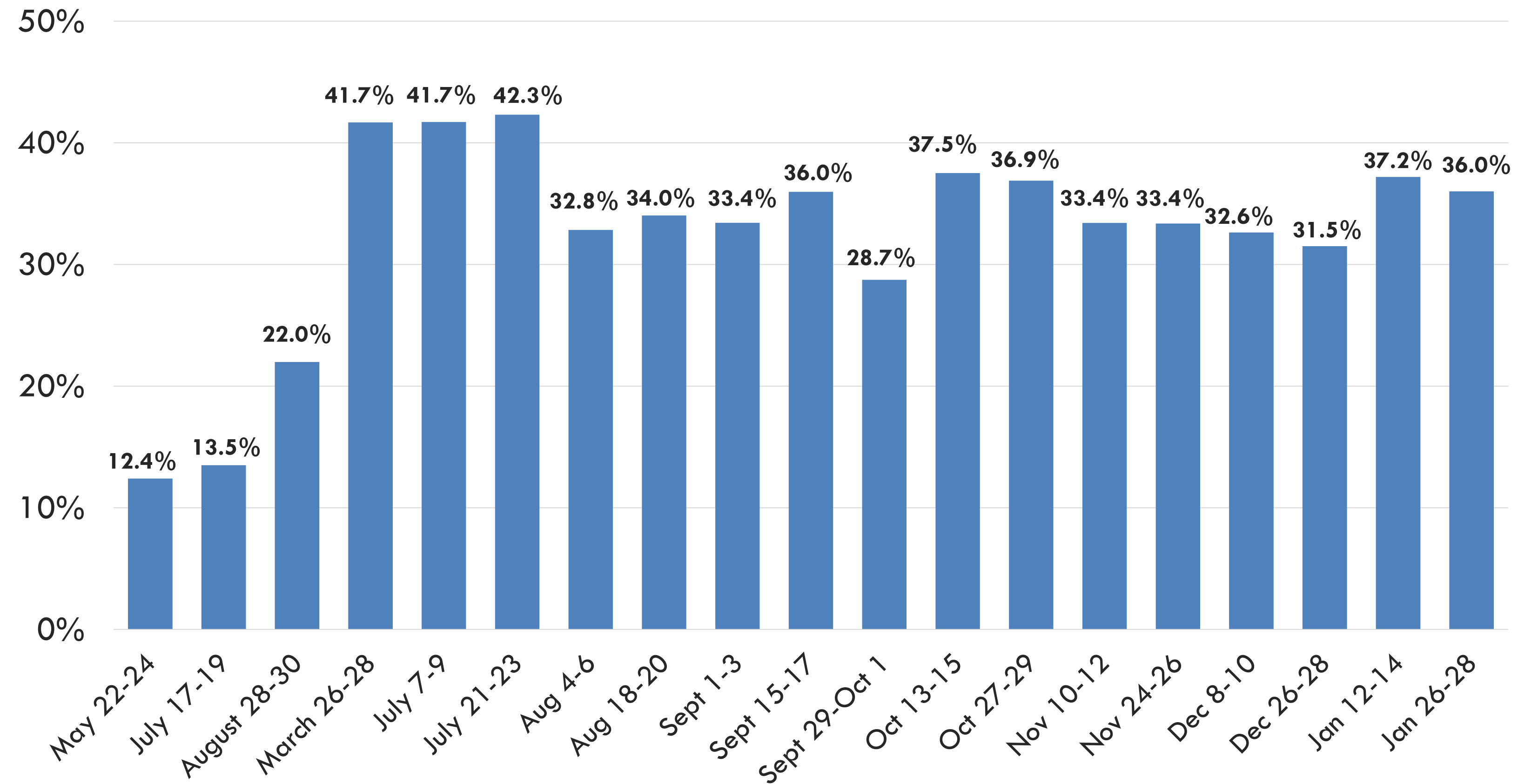
(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



EXPECTATIONS FOR TRAVEL SPENDING (NEXT 12 MONTHS)

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

% Expecting to Spend More

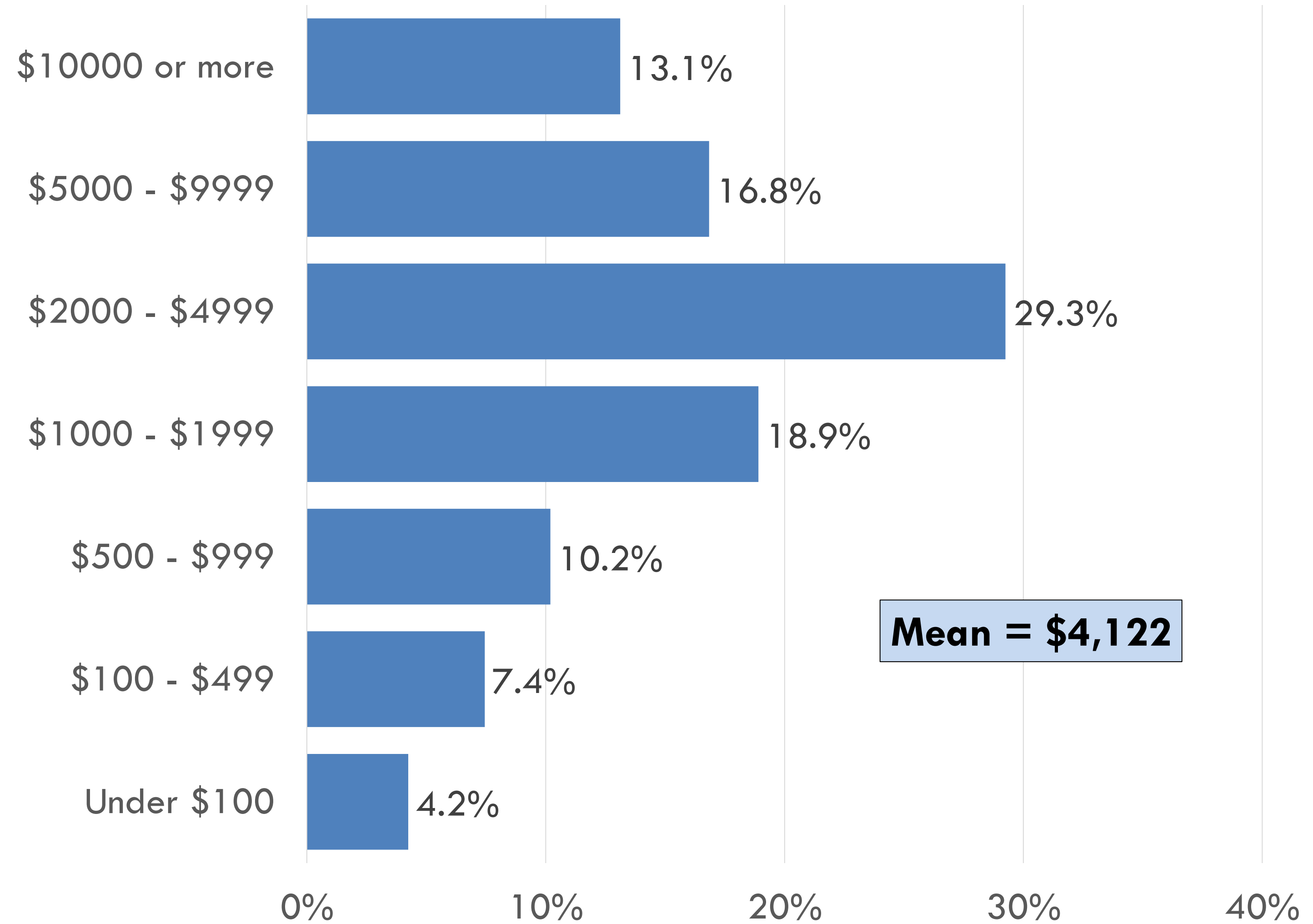


MAXIMUM TRAVEL SPENDING: NEXT 12 MONTHS

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):

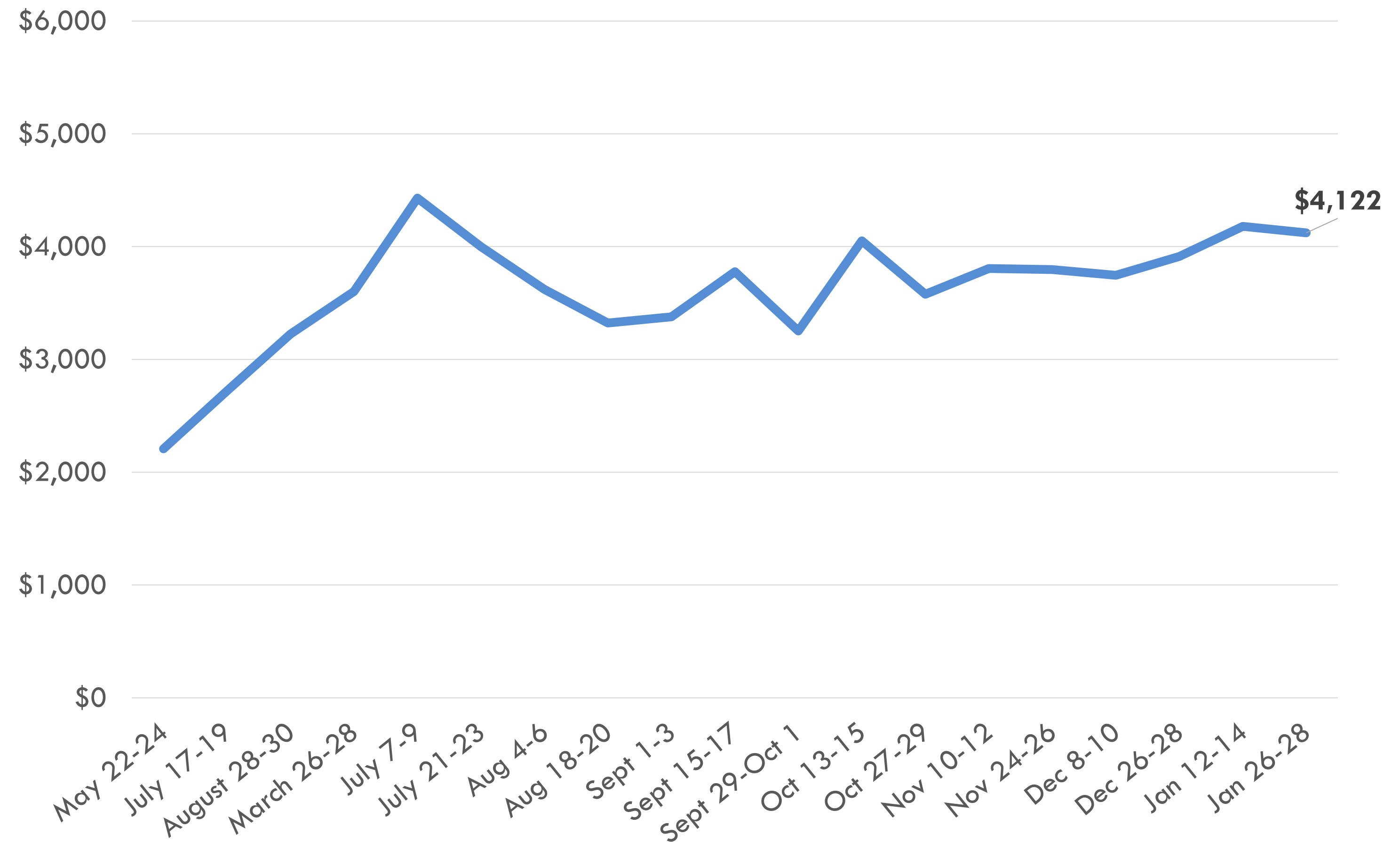
(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



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): _____



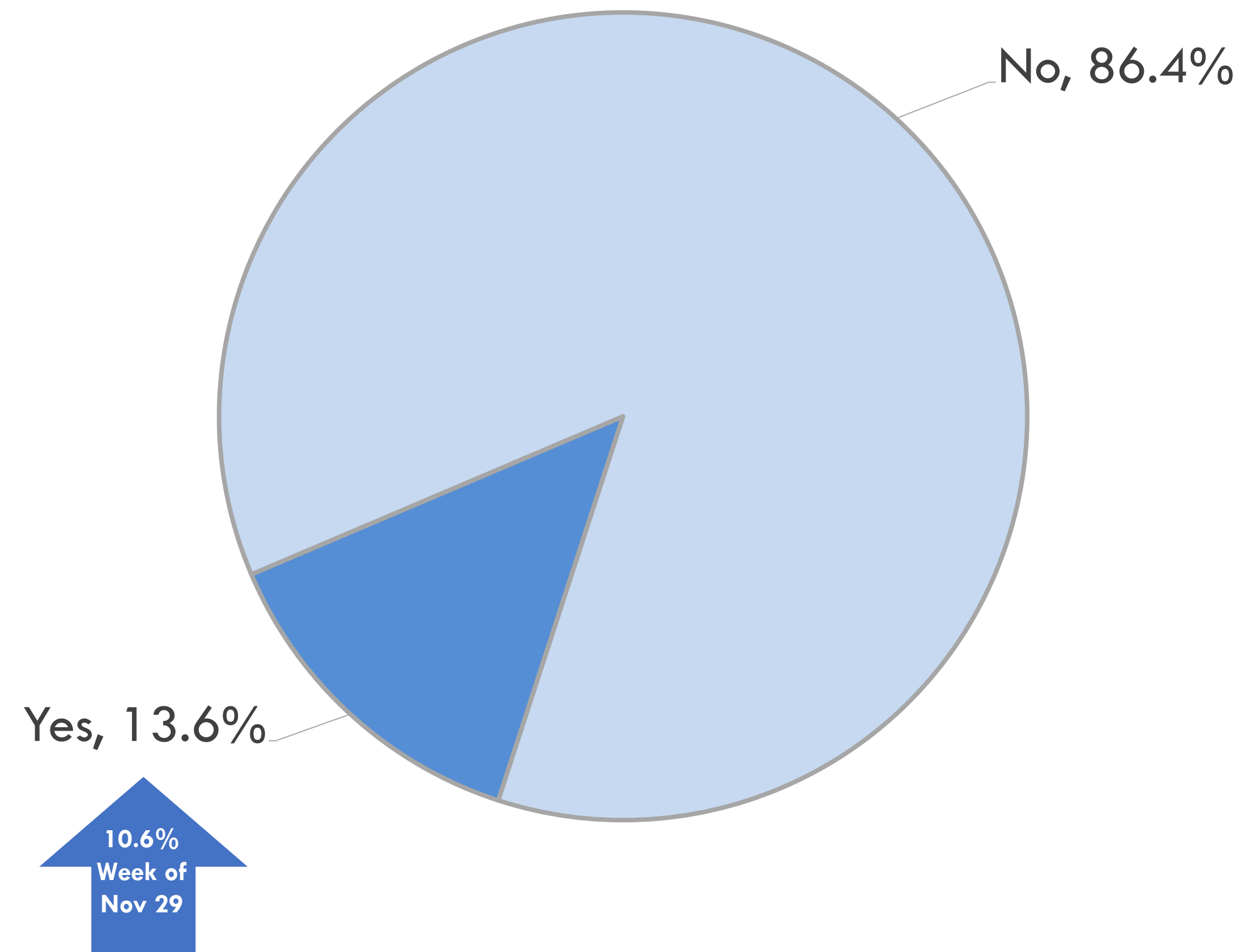
An aerial photograph of a mountainous landscape covered in snow. In the foreground and middle ground, there are dense stands of evergreen trees. A ski lift system with several towers and cables is visible, winding through the snowy terrain. The background features large, rugged mountains with snow-covered peaks under a clear, pale blue sky. The overall scene is bright and crisp, suggesting a clear day in winter.

THE UPCOMING SKI SEASON

TOOK AN OVERNIGHT SKI OR SNOWBOARD VACATION IN PAST 3 YEARS

Question: Have you taken an overnight ski or snowboard vacation in the past three (3) years?

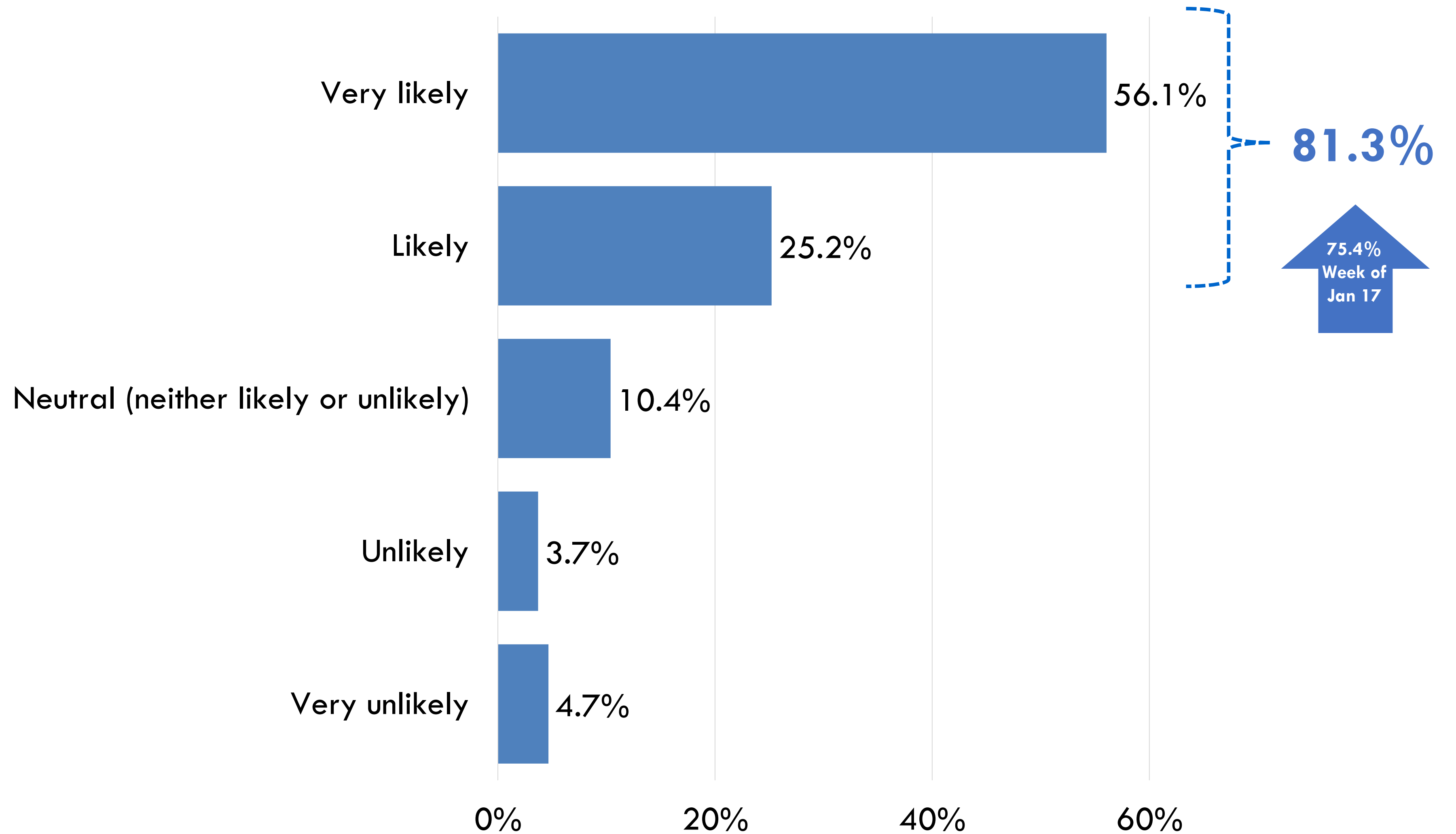
(Base: Wave 83 data. All respondents, 1,207 completed surveys. Data collected January 26-28, 2022)



LIKELIHOOD TO TAKE A SKI/SNOWBOARD VACATION

Question: How likely are you to take an overnight ski or snowboard vacation this season (Winter 2021/2022)?

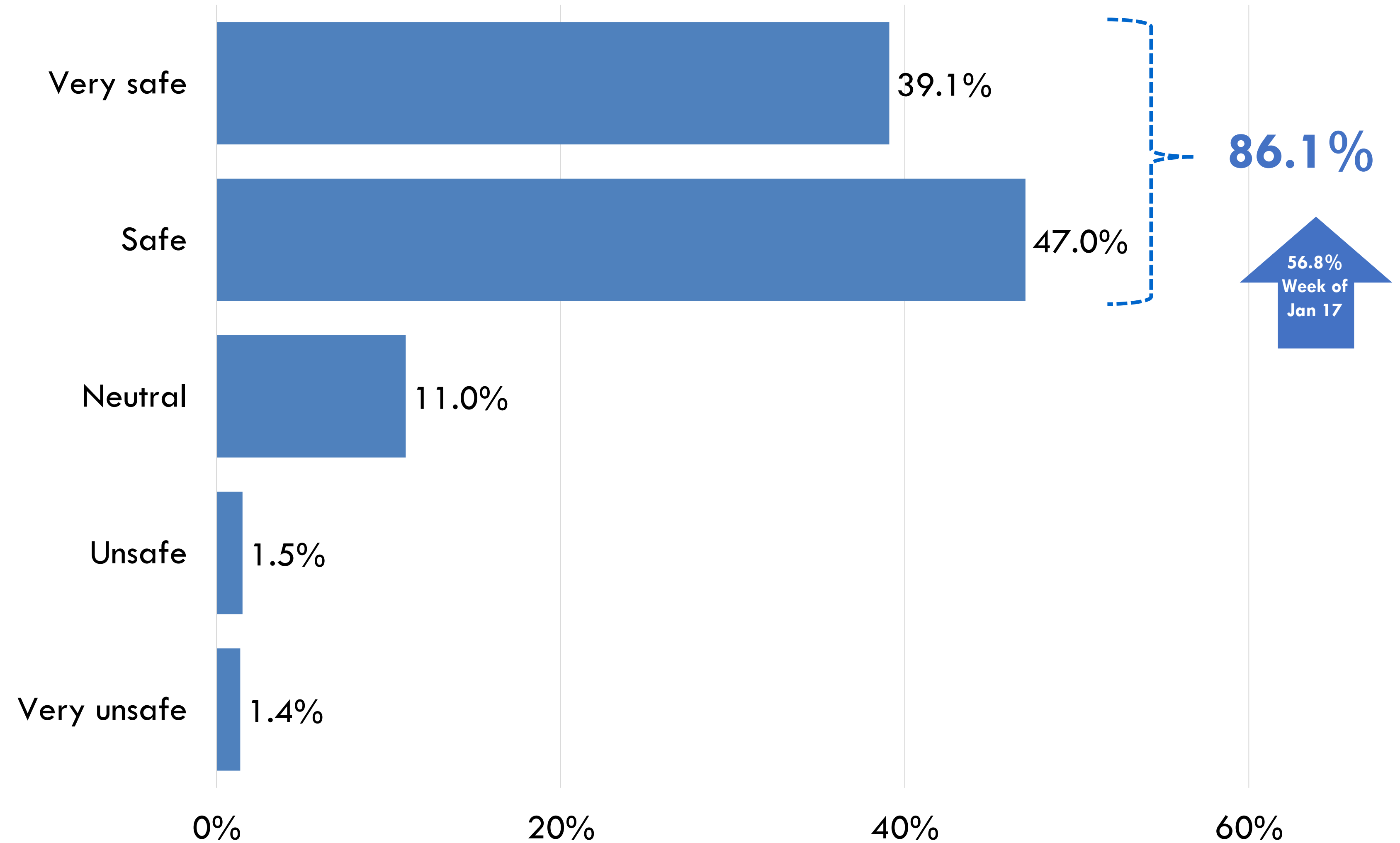
(Base: Wave 83 data. Respondents who have taken an overnight ski or snowboard vacation in the past three years, 146 completed surveys. Data collected January 26-28, 2022)



SAFETY WITH TAKING A SKI/SNOWBOARDING VACATION

Question: At this moment, how safe would you feel taking a ski/snowboard vacation this season (Winter 2021/2022)?

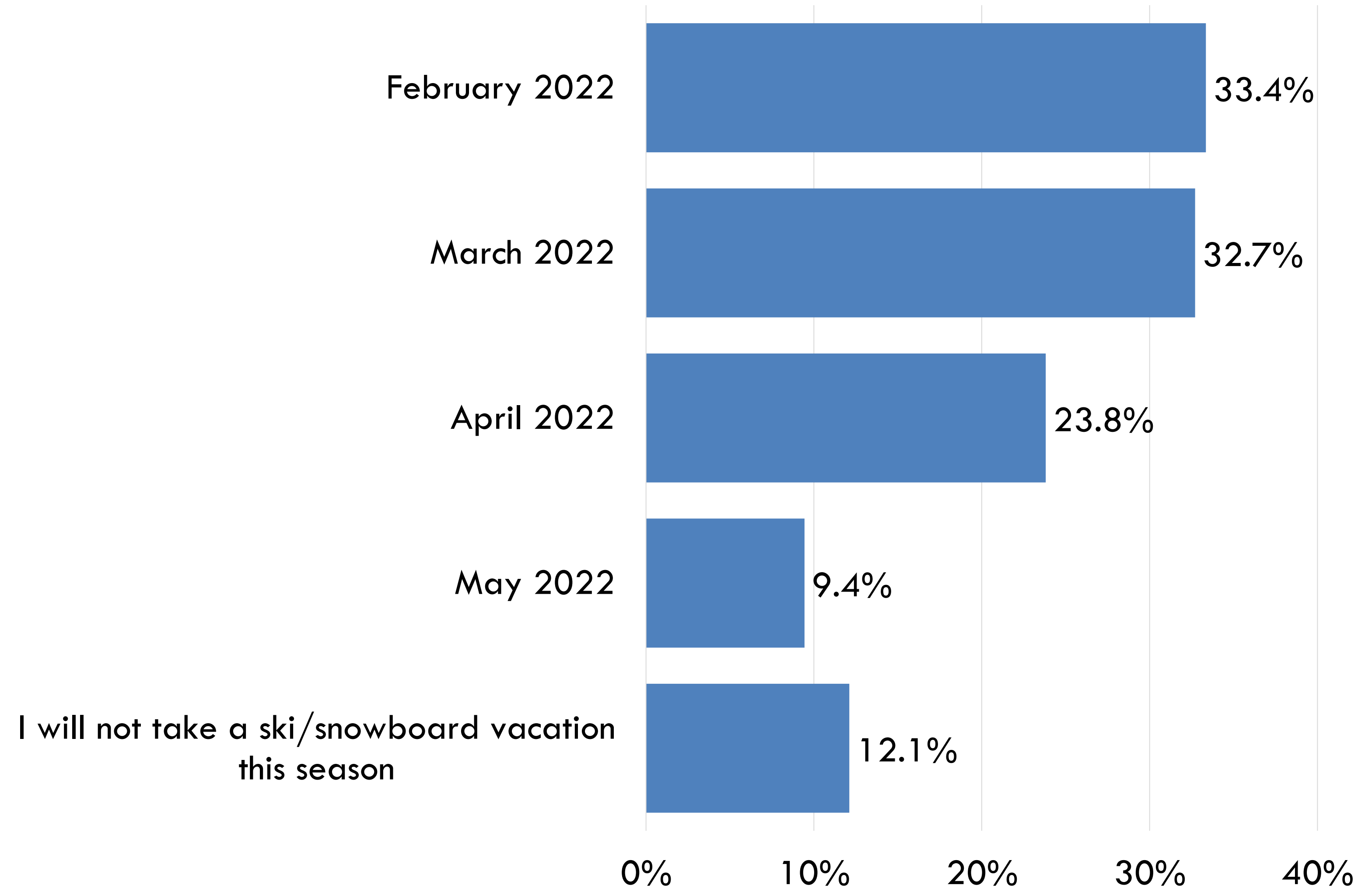
(Base: Wave 83 data. Respondents who are likely or very likely to take an overnight ski or snowboard vacation this season, 383 completed surveys. Data collected January 26-28, 2022)



TIMING OF SKI/SNOWBOARDING VACATION THIS SEASON

Question: If you were going to take an overnight ski or snowboard vacation this season, in which month(s) would you most likely take this trip?

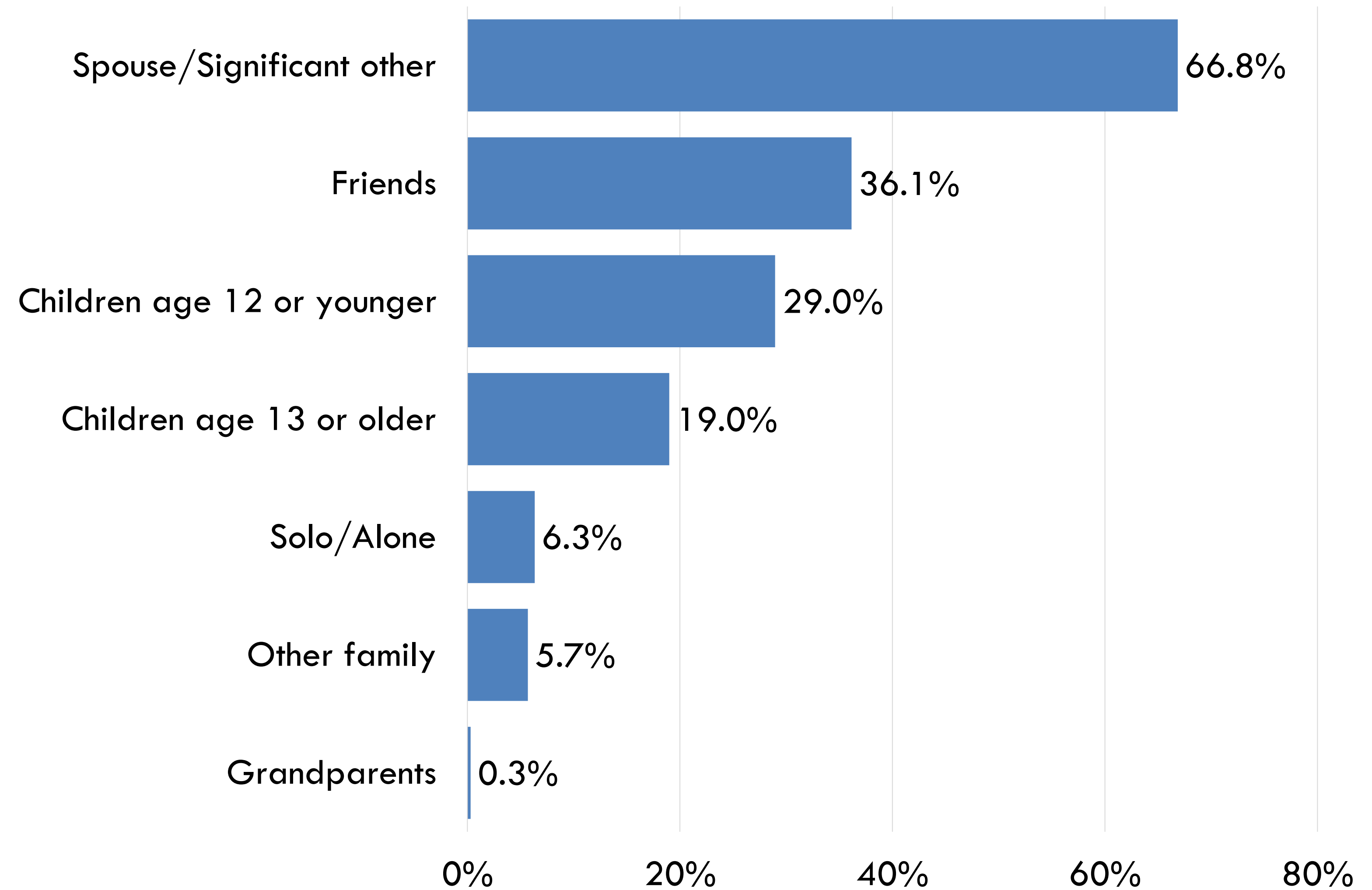
(Base: Wave 83 data. Respondents who are likely or very likely to take an overnight ski or snowboard vacation this season, 383 completed surveys. Data collected January 26-28, 2022)



TRAVEL PARTY ON NEXT SKI/SNOWBOARDING VACATION

Question: Who are you likely to travel with on your next ski/snowboard vacation? (Select all that apply)

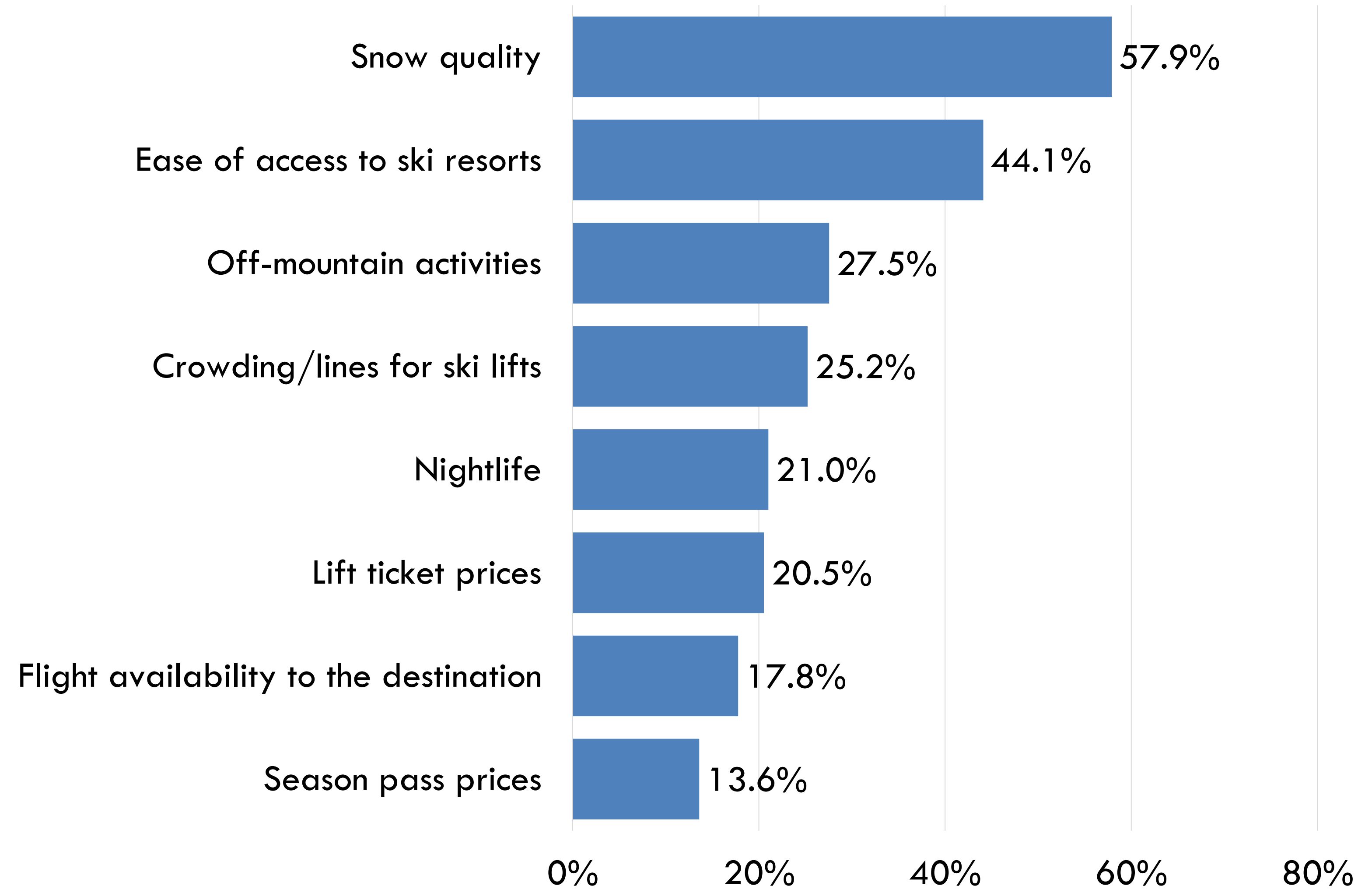
(Base: Wave 83 data. Respondents who are likely or very likely to take an overnight ski or snowboard vacation this season, 383 completed surveys. Data collected January 26-28, 2022)



MOST IMPORTANT ATTRIBUTE IN SKI VACATION DESTINATION SELECTION

Question: Which of the following attributes will be **MOST IMPORTANT** in selecting your next ski vacation destination?

(Base: Wave 83 data. Respondents who are likely or very likely to take an overnight ski or snowboard vacation this season, 383 completed surveys. Data collected January 26-28, 2022)





CORONAVIRUS TRAVEL SENTIMENT INDEX

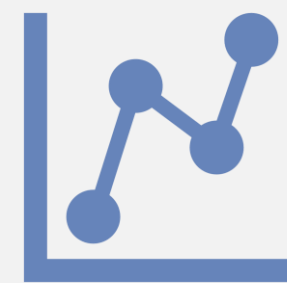
Measuring the Potential Influence of Travel Marketing

Highlights from the Week of **Jan 31st**

What is a Predictive Index?



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



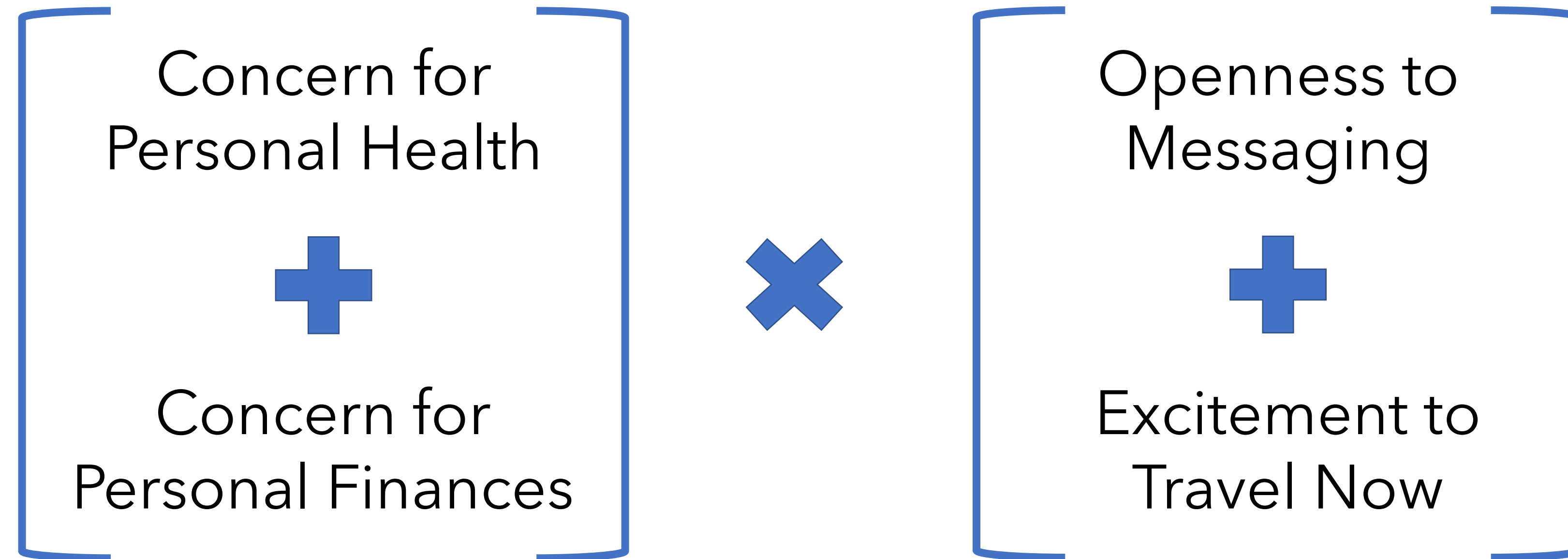
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.



The goals are to identify:

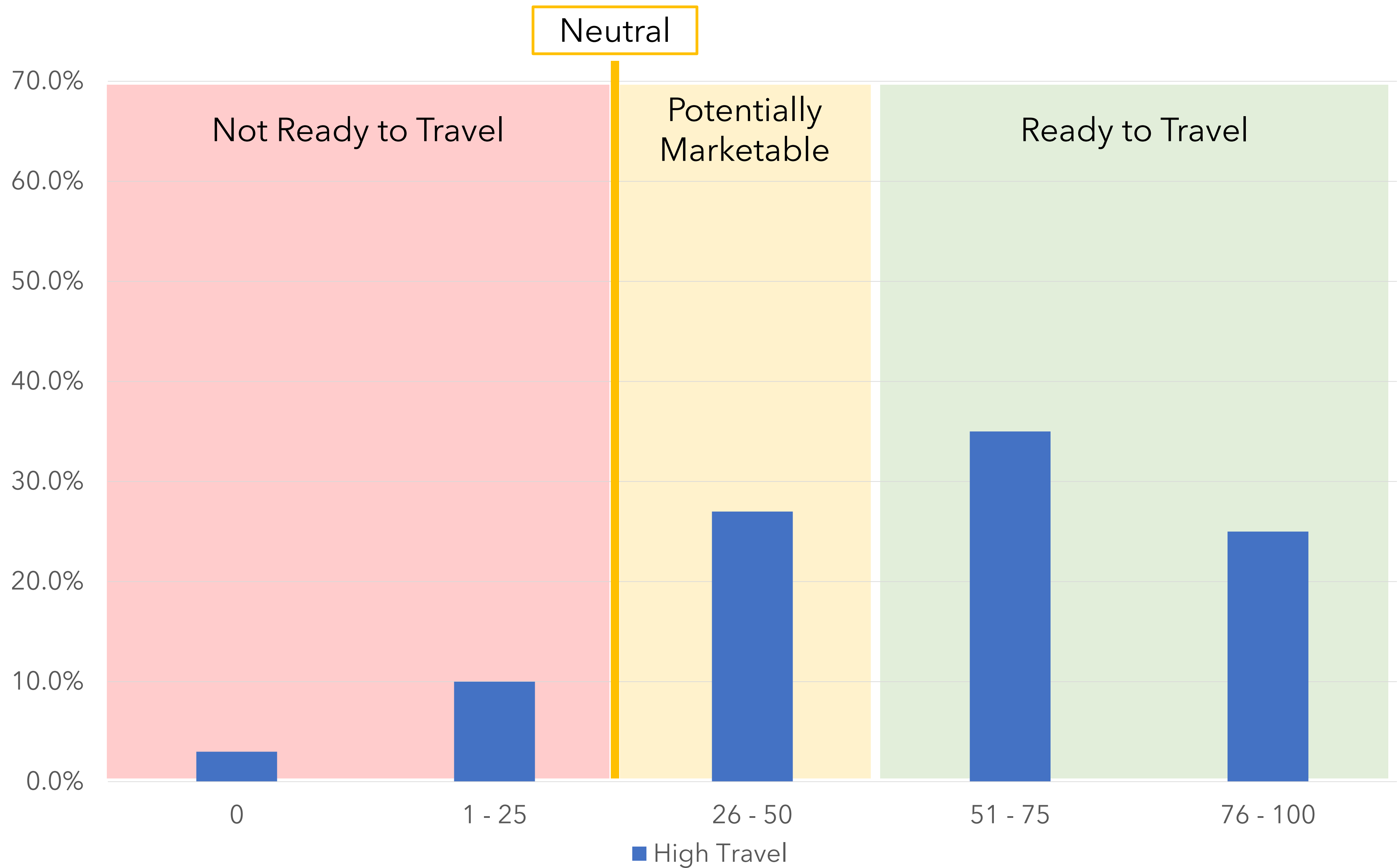
- WHO are the traveler segments that appear receptive to travel marketing and
- WHEN will they be ready to travel

Predictive Index Formula



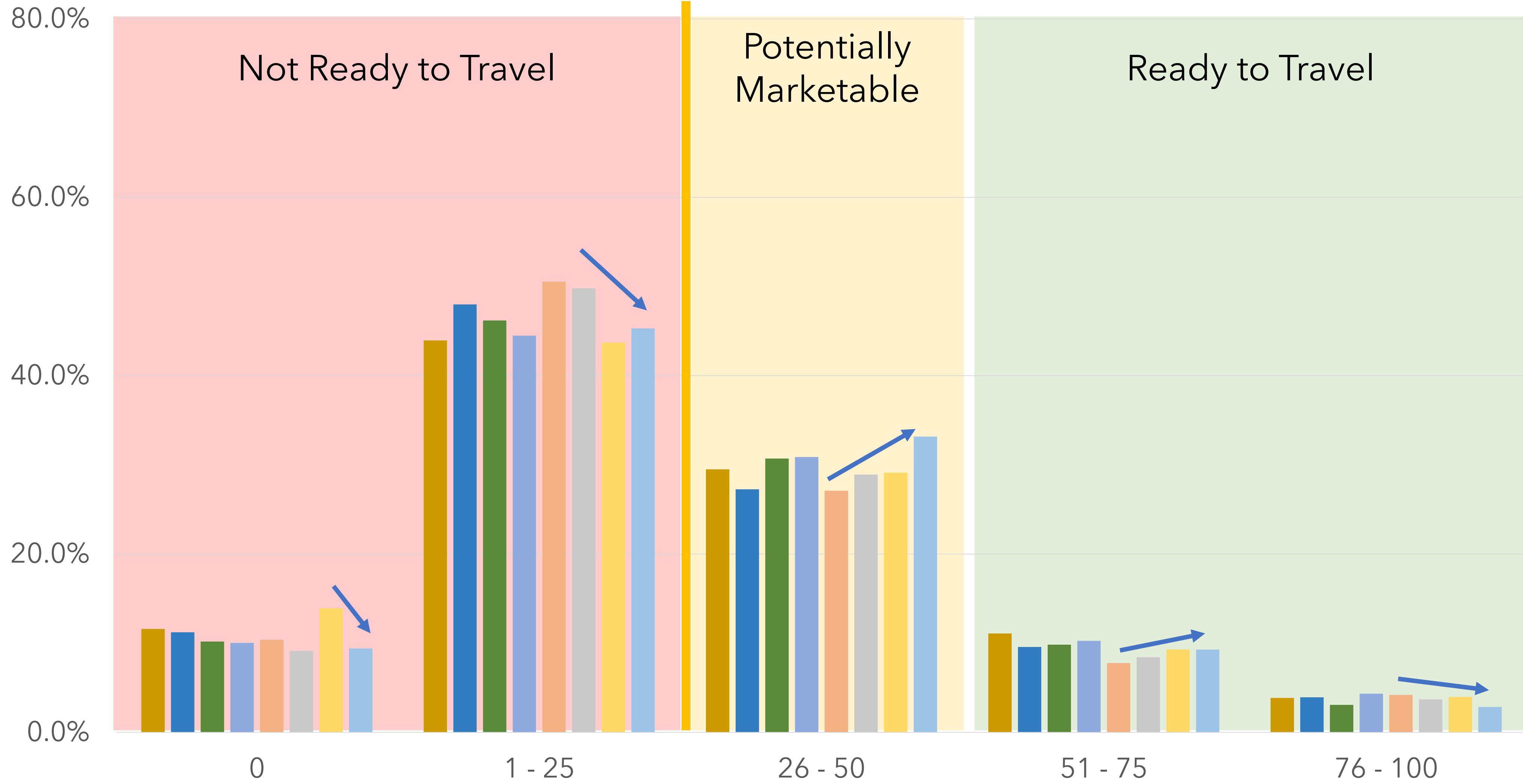
*Normalized to a 100pt scale

Healthy Travel Outlook

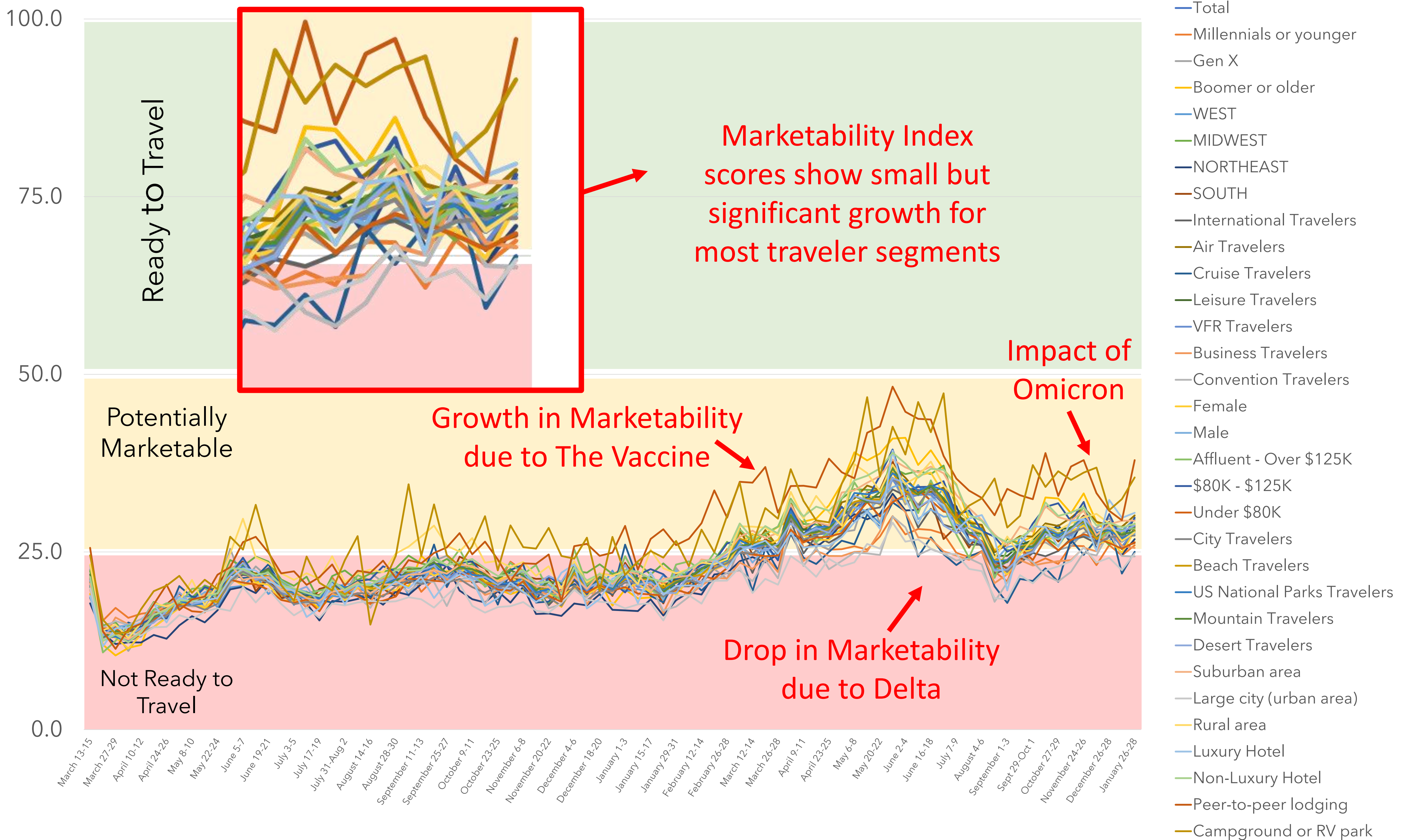


Travel Outlook

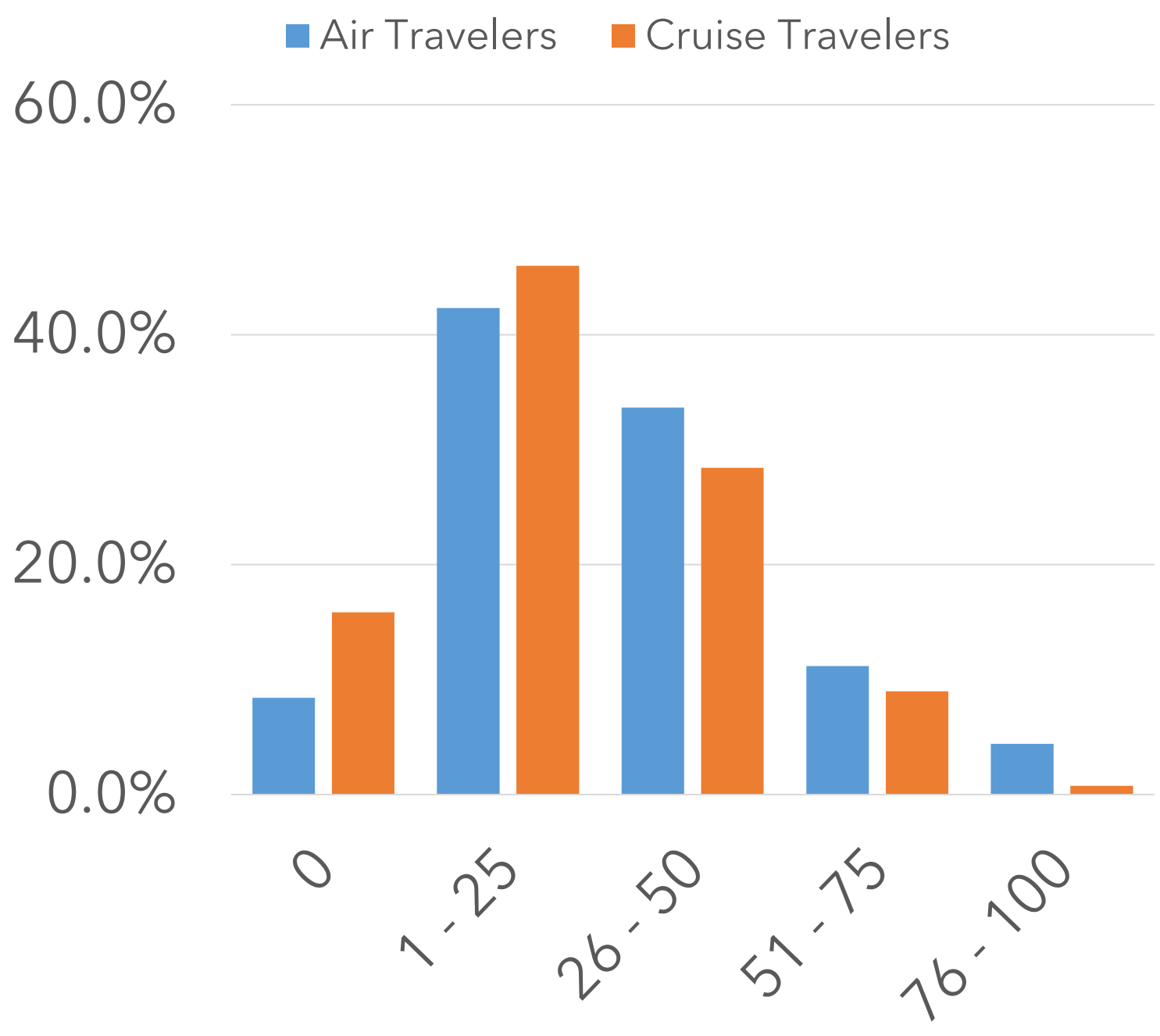
Neutral



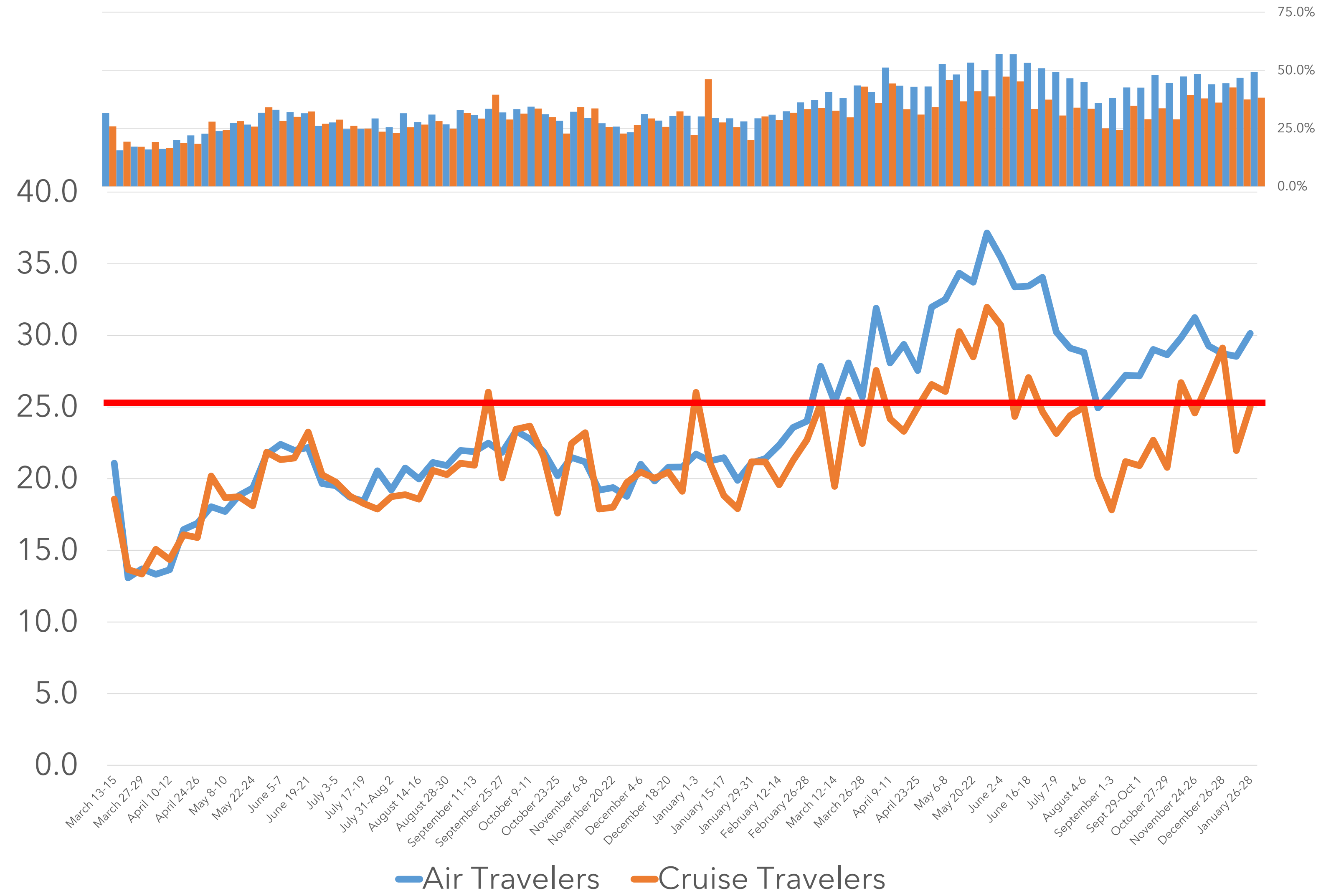
- October 13-15
- October 27-29
- November 10-12
- November 24-26
- December 8-10
- December 26-28
- January 12-14
- January 26-28



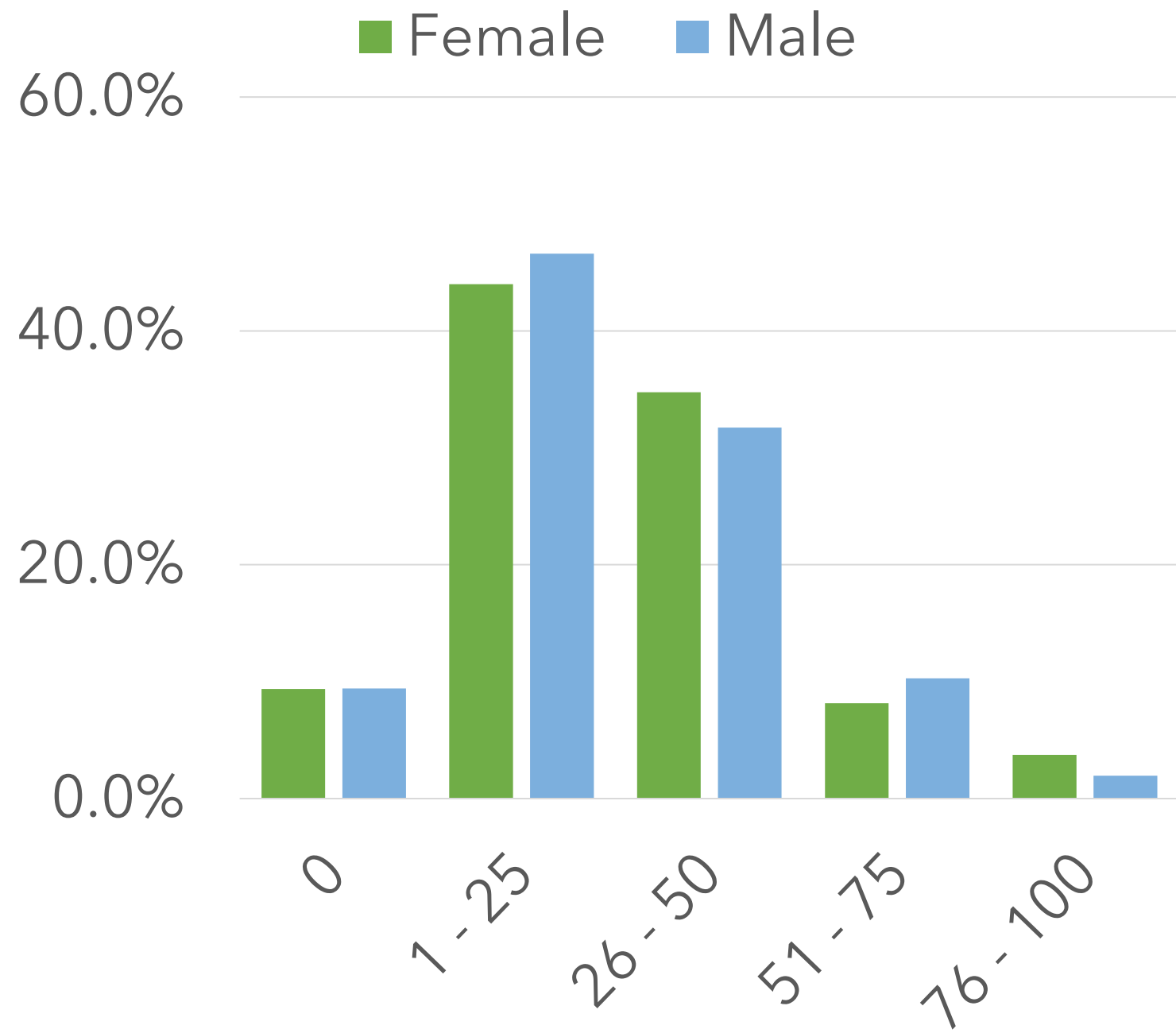
Airline and Cruise Travelers



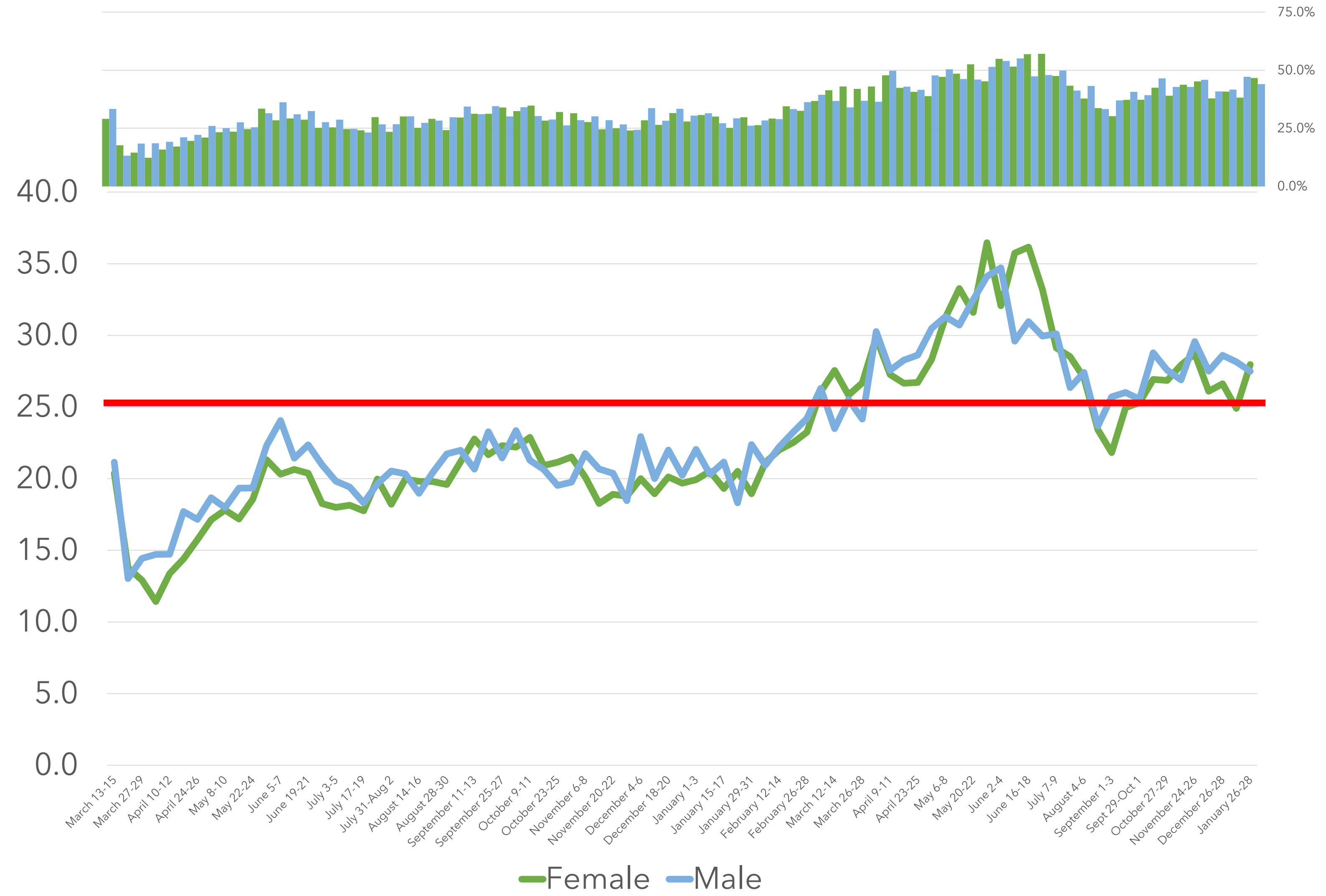
Percent Potentially Marketable (Index Above 25)



Gender

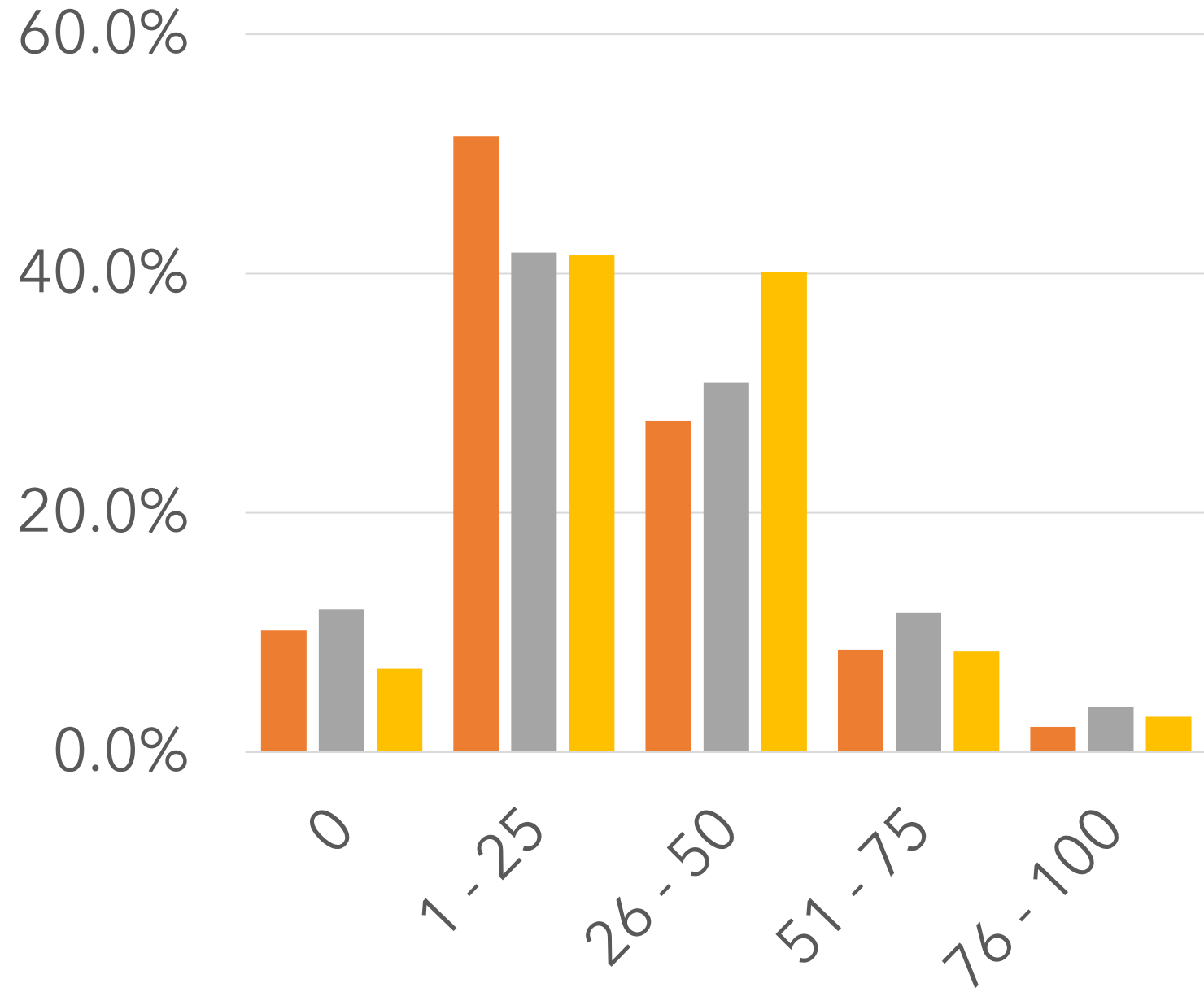


Percent Potentially Marketable (Index Above 25)

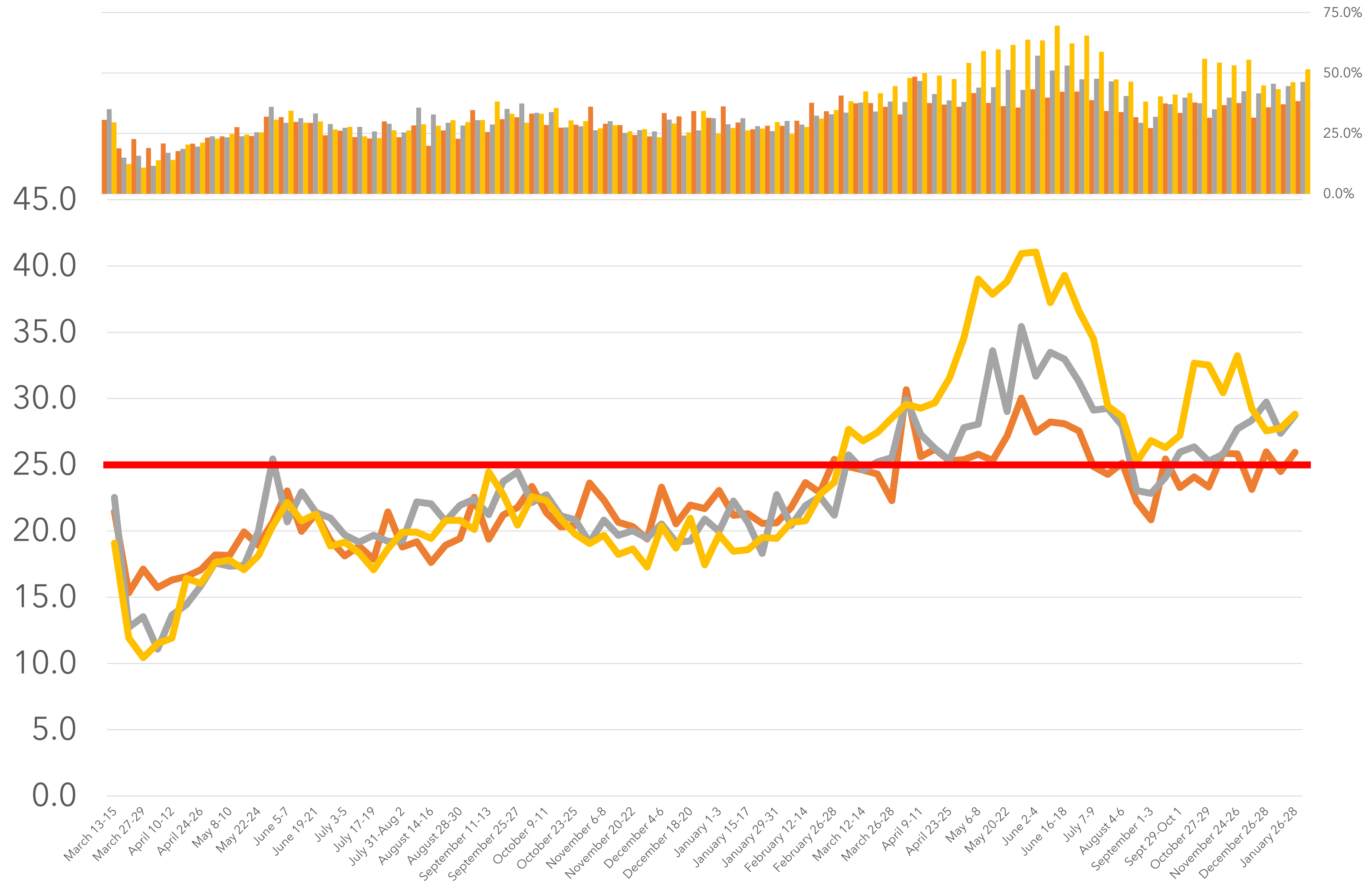


Generation

■ Millennials or younger
 ■ Gen X
 ■ Boomer or older



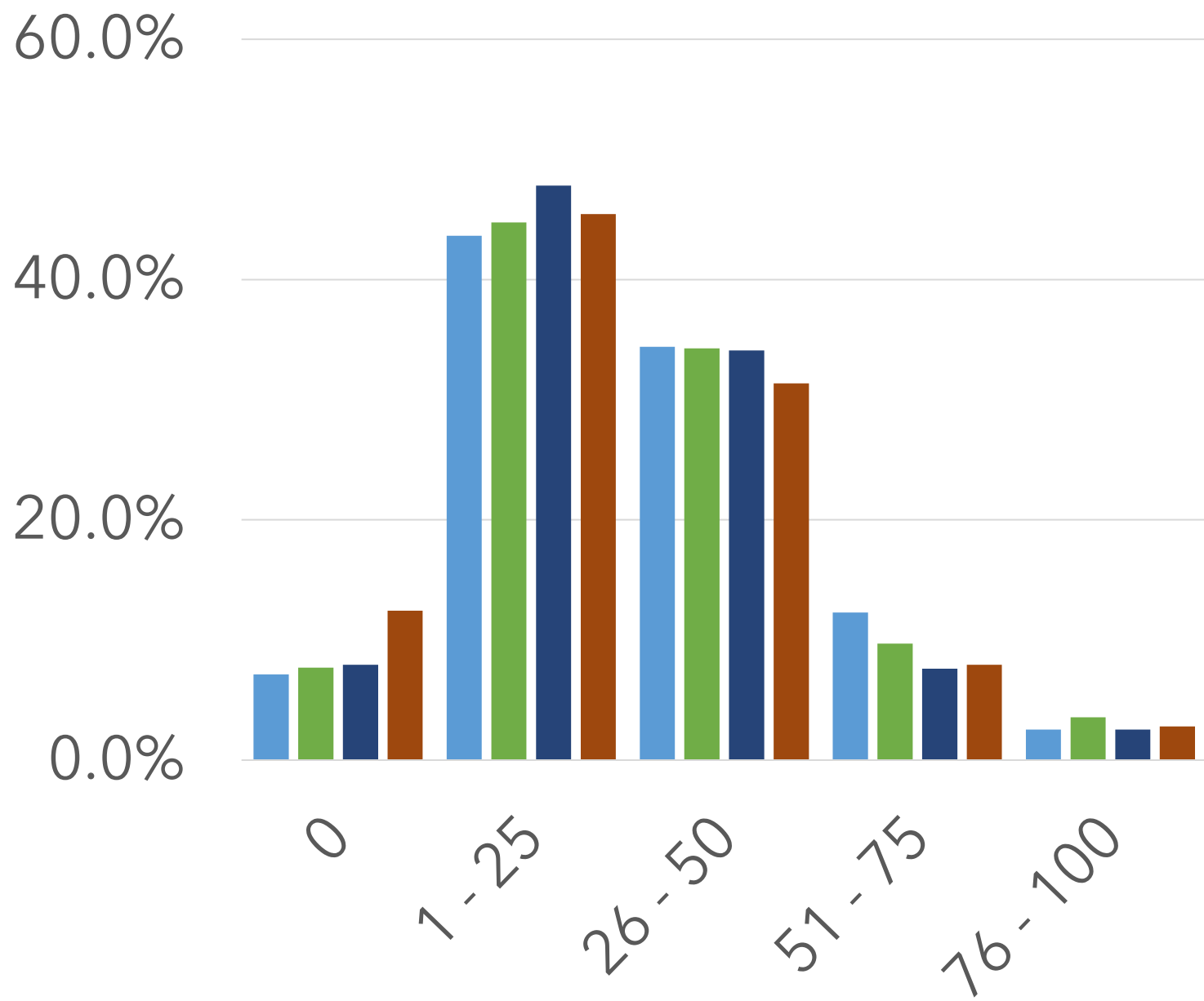
Percent Potentially Marketable (Index Above 25)



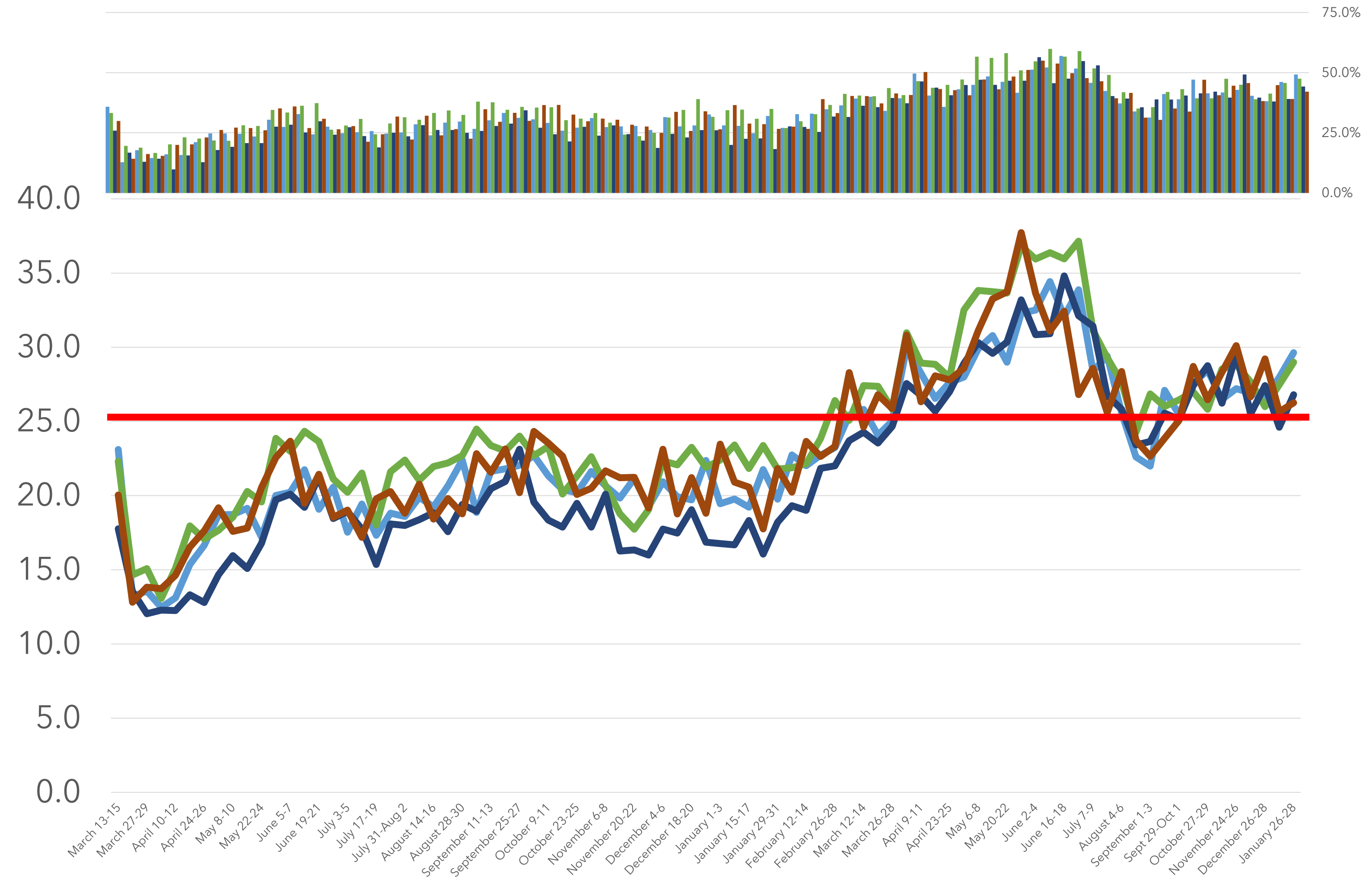
— Millennials or younger
 — Gen X
 — Boomer or older

US Regions

WEST MIDWEST NORTHEAST SOUTH

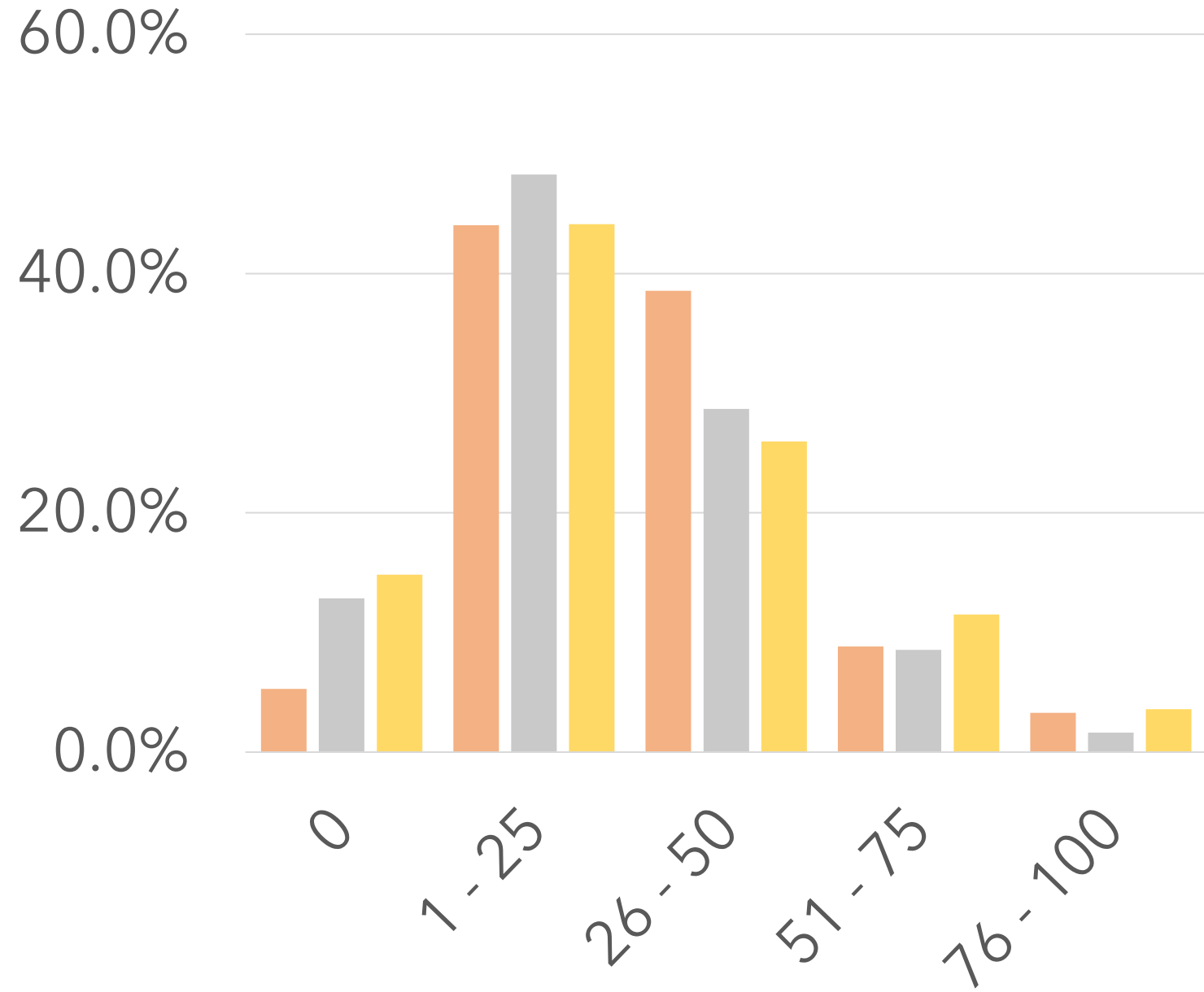


Percent Potentially Marketable (Index Above 25)

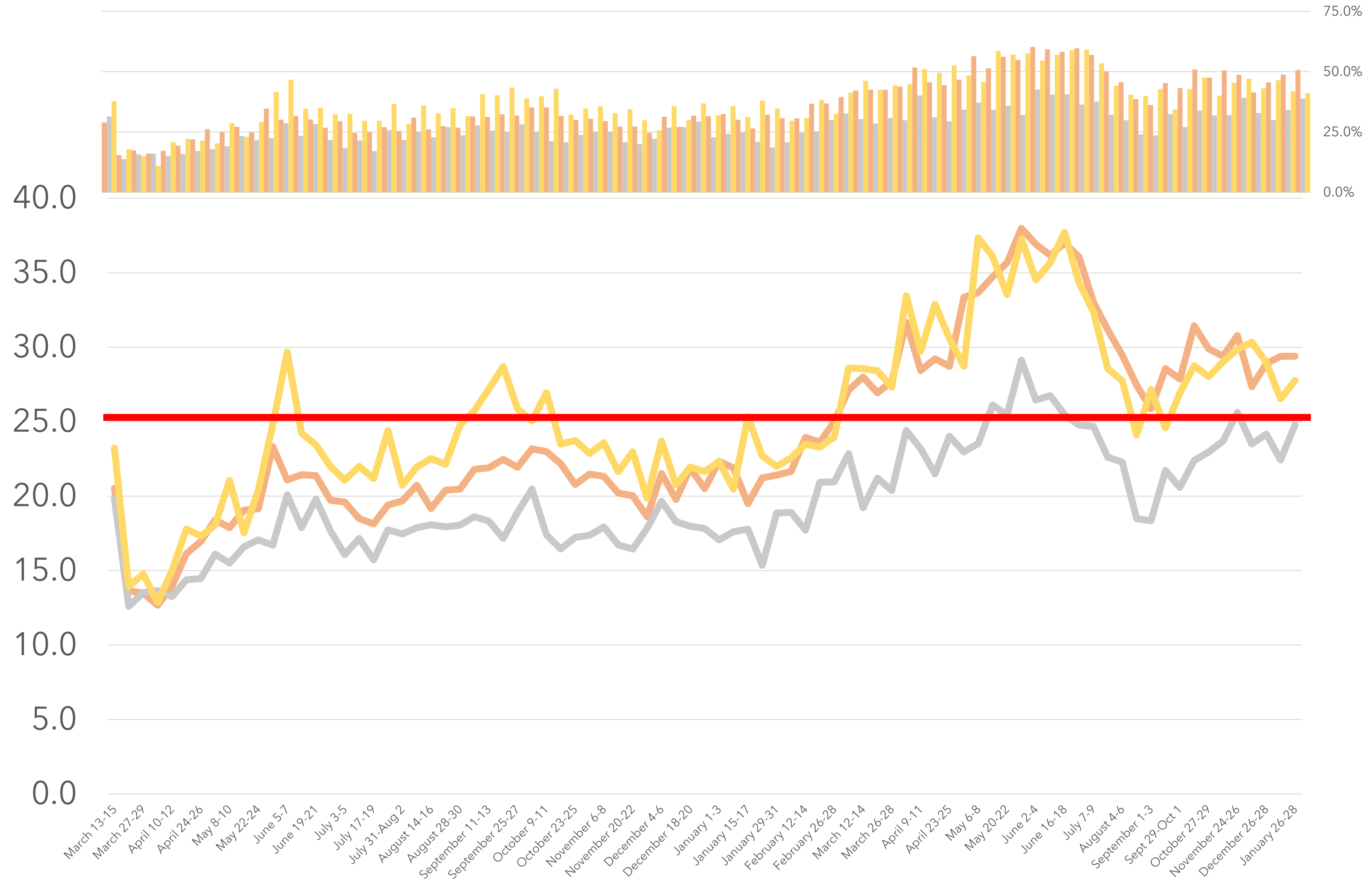


Residence Type

Suburban area Large city (urban area) Rural area

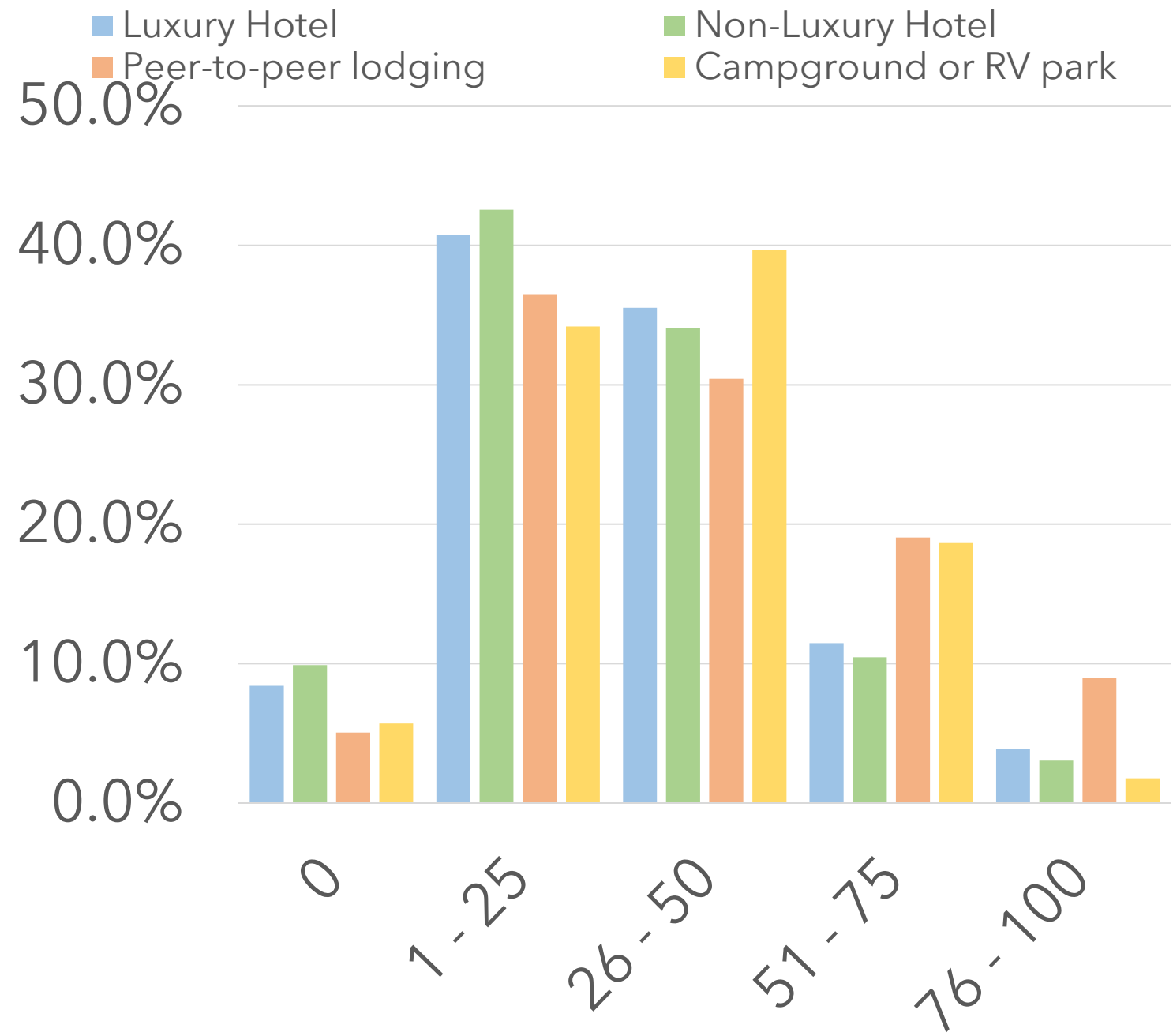


Percent Potentially Marketable (Index Above 25)

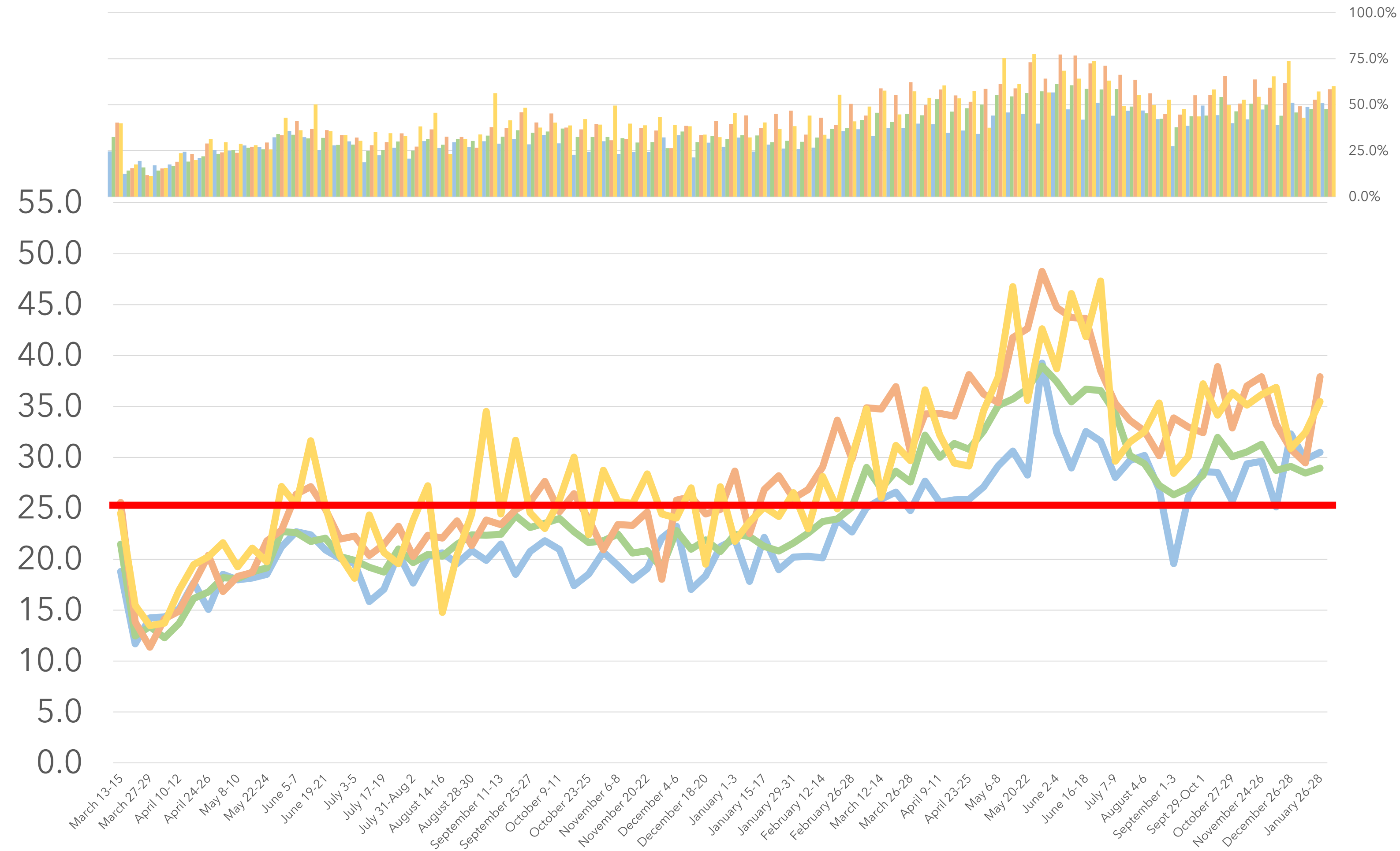


Suburban area Large city (urban area) Rural area

Lodging Preference



Percent Potentially Marketable (Index Above 25)



— Luxury Hotel — Non-Luxury Hotel
— Peer-to-peer lodging — Campground or RV park

ACCESSING DATA IN THE ONLINE DASHBOARD

08:54:30
VOICE FEED: NETWORK: 12.38.73

Evolution:

SECURITY

Actual vs Target

PROFILE:

PROJECT:

MISSION

ADDRESS:

Market Share

KPI: Product

FRONT-CAMERA-IP: 143.453.00

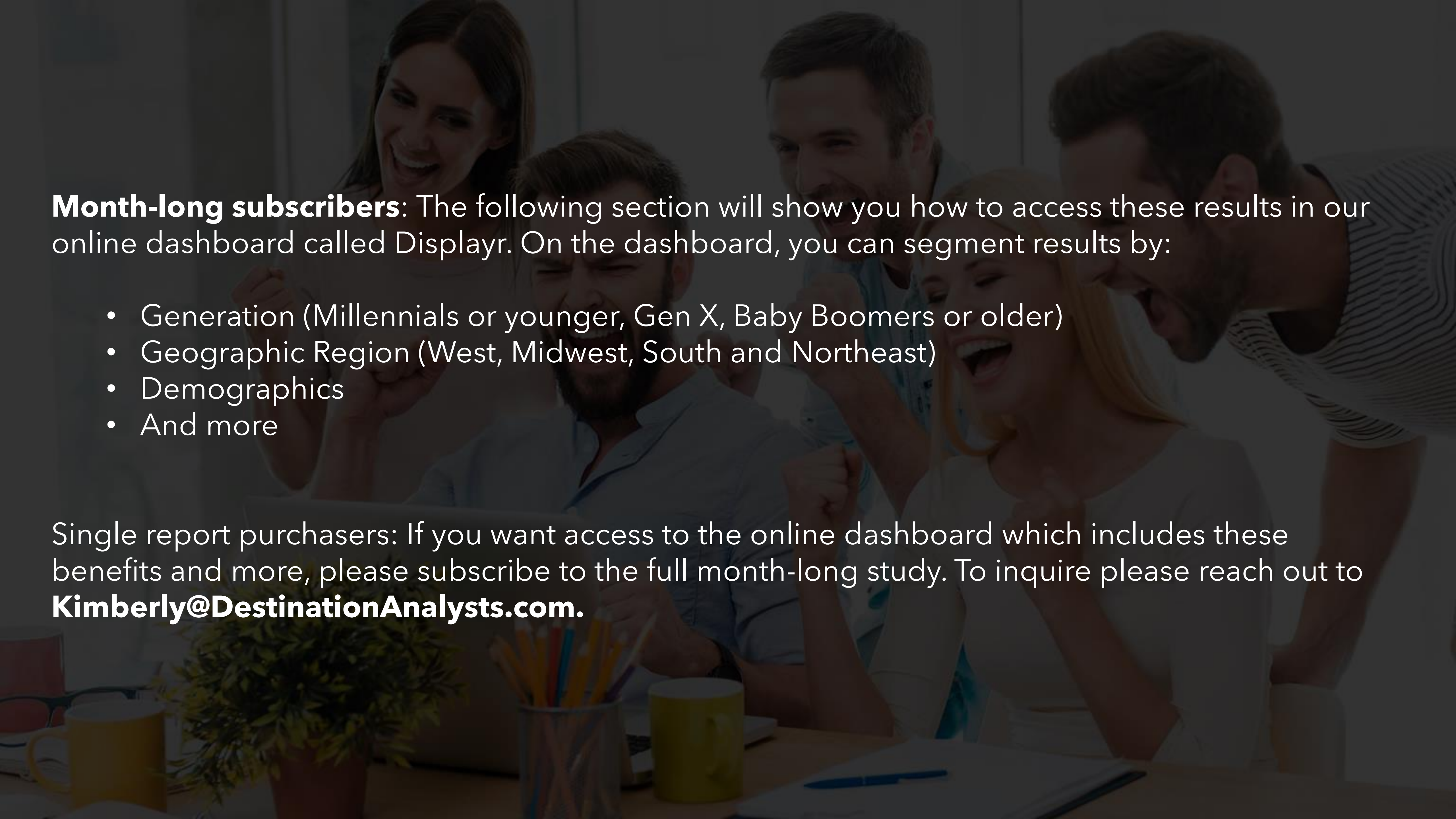
01:43:55

POWER: ON: OFF
TIME-DATE 00:38:29

Customers Satisfaction

CONTROL-AREA





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

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

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

HOW TO USE DISPLYR

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



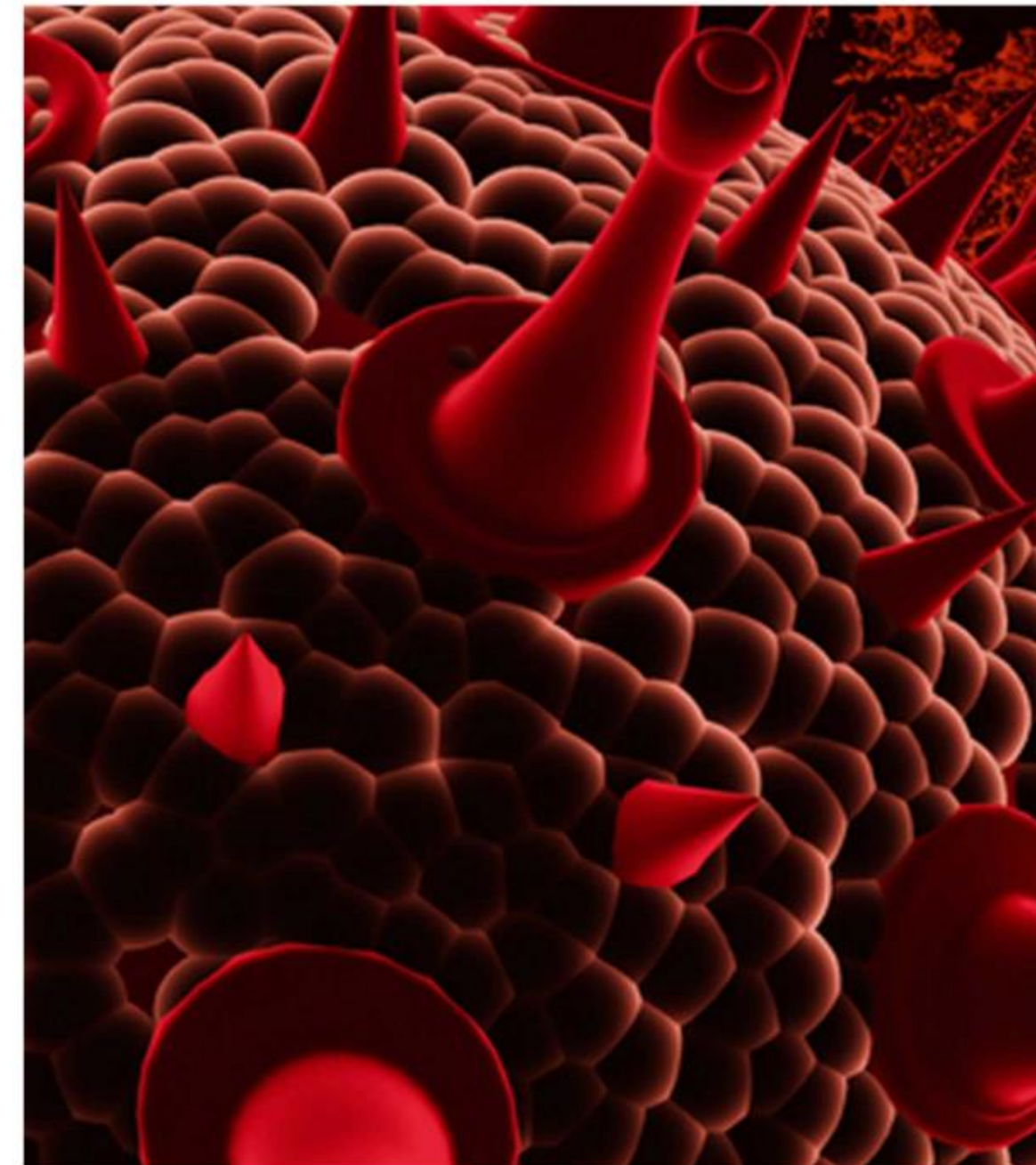
60%	CTMX	0.45	+0.45%
	FTR	-0.23	-2.34%
	CSCO	-1.01	-1.89%
	CHK	0.02	+0.21%
	AAPL	+2.58	+3.05%
	PRTG	-0.14	-1.42%
	AMZN	-0.73	-0.90%
	TSLA	+1.08	+5.12%
	AVGO	-0.87	-3.88%
	SIRI	-0.65	-1.37%

NAVIGATING THE DASHBOARD:

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

Coronavirus Travel Sentiment Index Report

- Project Overview
- Topline Findings
- Traveler Perceptions and Expectations



Search...

Filters ▾ Export ▾ ?

- 65% +

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

- Project Overview
- Topline Findings
- Traveler Perceptions and Expectations
 - Anticipated Change in Coronavirus S
 - Anticipated Change in Coronavirus S
 - Perceived Safety of Travel Activities
 - Perceived Safety of Travel Activities -
 - Avoiding Travel Until the Crisis Blow:
 - Avoiding Travel Until the Crisis Blow:
 - Expectations for Summer Travel Sea
 - Expectations for Summer Travel Sea
 - Staycations as a Replacement for Va
 - Staycations as a Replacement for Va
 - Road Trips as a Replacement for Air
 - Road Trips as a Replacement for Air
 - Regional Trips as a Replacement for
 - Regional Trips as a Replacement for
 - Avoiding Conferences or Conventior
 - Avoiding Conferences or Conventior
 - Avoiding International Travel
 - Avoiding International Travel - Break
 - Comfort Enjoying Home Community
 - Comfort Enjoying Home Community
 - Discounts Drive Interest in Travel
 - Discounts Drive Interest in Travel - B
 - Upcoming Travel Plans



FILTERING THE REPORT:

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



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

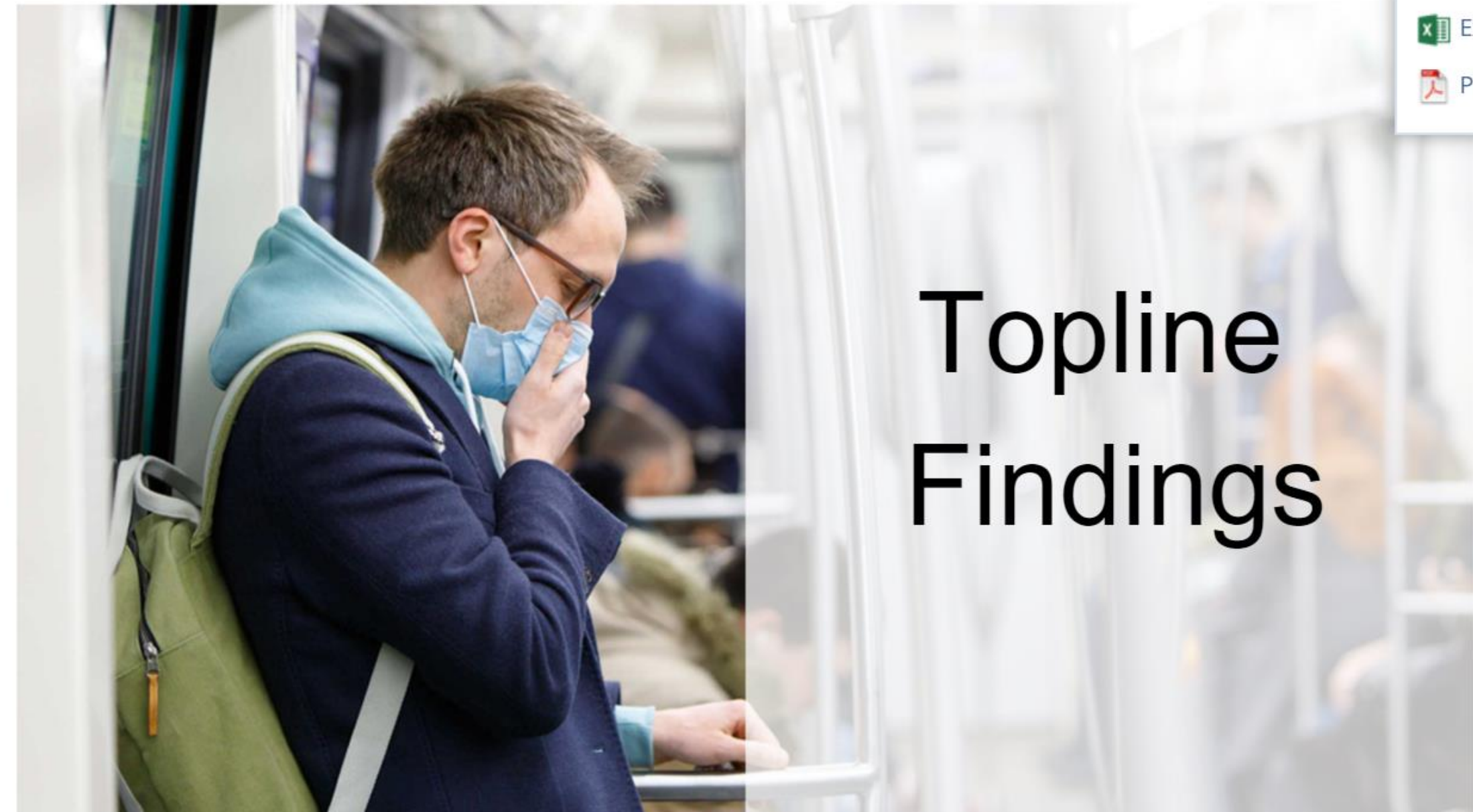
EXPORTING THE DATA:

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

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

Coronavirus Travel Sentiment Index Report

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



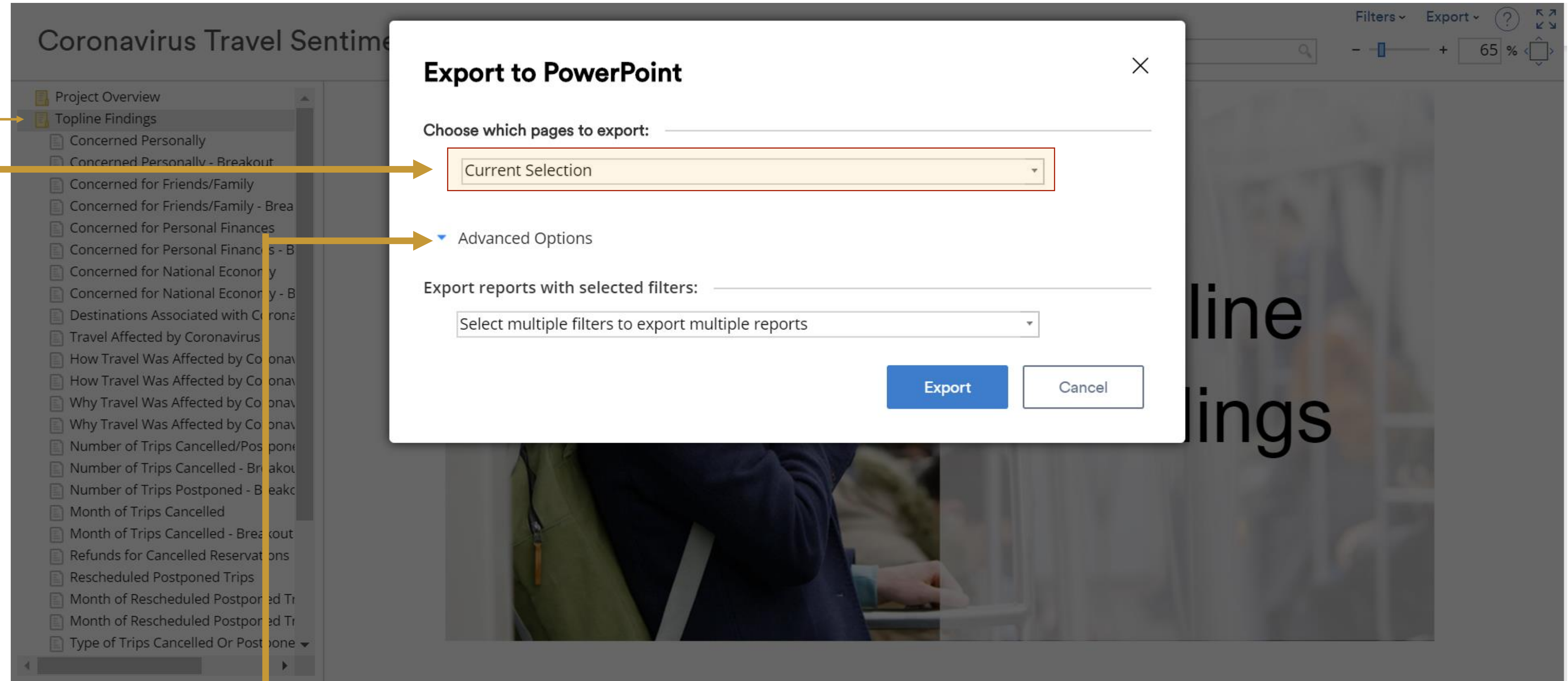
Topline Findings

EXPORTING THE DATA:

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

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

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



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

NEED MORE HELP?

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

Chingun Ganzorig

Research Manager

Chingun@DestinationAnalysts.com

(415) 722-2503



MORE RESEARCH WE CAN PROVIDE

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

info@destinationanalysts.com

