CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT, WAVE 84

RESEARCH FINDINGS

February 14, 2022

Destination ◆ Analysts

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Destination ◆ Analysts

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 84th 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 84th wave of this survey was collected from February 9th – 11th, from a demographically representative sample of adult American travelers in each of four U.S. regions. Travelers are defined as adults having taken at least one trip (50-miles or more from home) in the past two years. In total, 1,208 fully completed surveys were collected, suggesting the topline results presented here have a confidence interval of +/- 2.8%.

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:
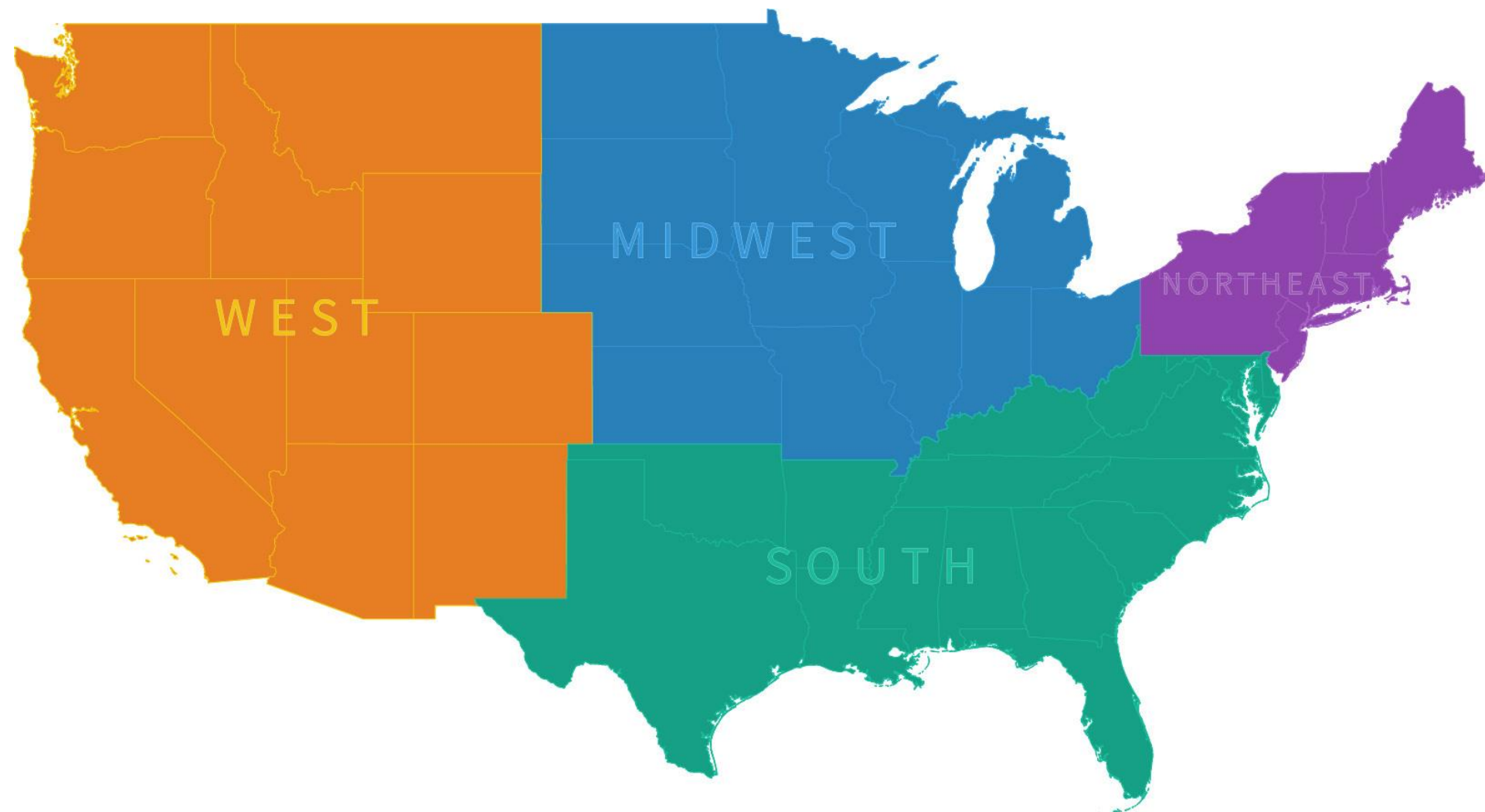
2021	Data collection	Report release
Wave #43	January 1-3	January 4
Wave #44	January 8-10	January 11
Wave #45	January 15-17	January 18
Wave #46	January 22-24	January 25
Wave #47	January 29-31	February 1
Wave #48	February 5-7	February 8
Wave #49	February 12-14	February 15
Wave #50	February 19-21	February 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 84 of this weekly consumer traveler sentiment tracking study.

- **Americans' excitement to travel over the next 12 months is the highest it has ever been in the pandemic era.** Over 80% of American travelers exhibit higher levels of excitement for their prospective travel future and those in a ready-to-travel mindset hit an all-time high of 84.6%. More Americans than ever, since the onset of the pandemic, plan to take at least one leisure trip in the next 12 months (93.3%). Americans' optimism about the pandemic's course in the next month leapt 10-points (to 51.2%), while the proportion highly concerned about contracting the virus dropped (57.4%). Americans' confidence in their ability to travel safely and their perception of travel activities' safety are nearing all-time highs—ones not seen since last Summer. In addition, for only the second time in the past two years, the proportion of American travelers who want tourists in their own communities exceeds those that do not (34.4% vs 32.8%). Still, over 70% of American travelers do agree it is important to maintain pandemic safety protocols.

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TOP TAKEAWAYS

- **The outlook for Spring travel looks robust.** Americans' excitement to take a previously unconsidered trip—and soon—is also at a record-level (7.1). The last time it hit this peak was July 2021. On the same vein, openness to travel information is at a near all-time pandemic era high, not having been near this level since last June. Over 20% of American travelers already have trips planned for April and May (Note: Summer also already looks strong with over 30% with July trip plans). When it comes to upcoming holiday travel, while 13.1% plan to travel specifically for the upcoming Easter Holiday, a slightly higher proportion, 14.8%, plans to travel for Spring Break this year. Amongst upcoming Spring break travelers, just under half (48.2%) have selected the specific destination they will visit, marking a notable opportunity for marketers to reach and convert those who are still in the destination decision phase. When asked which types of destinations they are likely to visit on Spring Break, in good news for urban recovery, 42.9% will head to cities. Meanwhile, 37.3% plan to visit beach destinations and 28.4% will be visiting small towns or rural attractions.

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TOP TAKEAWAYS

- **In this highly enthusiastic and open mindset, exploration looks to be back in vogue this year.** While only one-in-three American travelers said, "I strongly prefer to travel to places I have been to before," more than half (53.0%) said that "visiting new places they hadn't been to before" would be an essential or high priority to them this year. Similar to the last two years, however, enjoying the outdoors will again be a high priority for American travelers. When asked how they feel about various types of destinations the two most popular were beaches and National Parks. More than half of travelers (56.2%) said that enjoying nature would be an essential or high priority to them. More than half (52.3%) also said "being outside and reconnecting with nature motivates me to travel" described them as an 8-10 on a ten-point scale. Americans love for family travel is also remaining strong. When asked what experiences they would be prioritizing this year, three-in-four (76.2%) said family experienced would be either an essential or high priority. Similar proportions (72.1%) said that the statement "Spending time with family and making memories with them is important to why they travel" described them, rating this as an 8-10 on a ten-point scale. Further, when asked what trip types they were excited for this year, family travel topped all other options.

- **Travel marketers do need to be cognizant that America's contentious political climate is indeed still having an impact on destination decisions.** A significant proportion of American travelers (25.3%) strongly rated that the statement, "I won't vacation in places in which their local political culture is sharply different from mine," described them. Nevertheless, many American travelers are not averse to visiting places where residents might live and think quite differently from themselves. Almost half (48.5%) strongly agreed that they "travel to open my mind to new cultures and experiences."
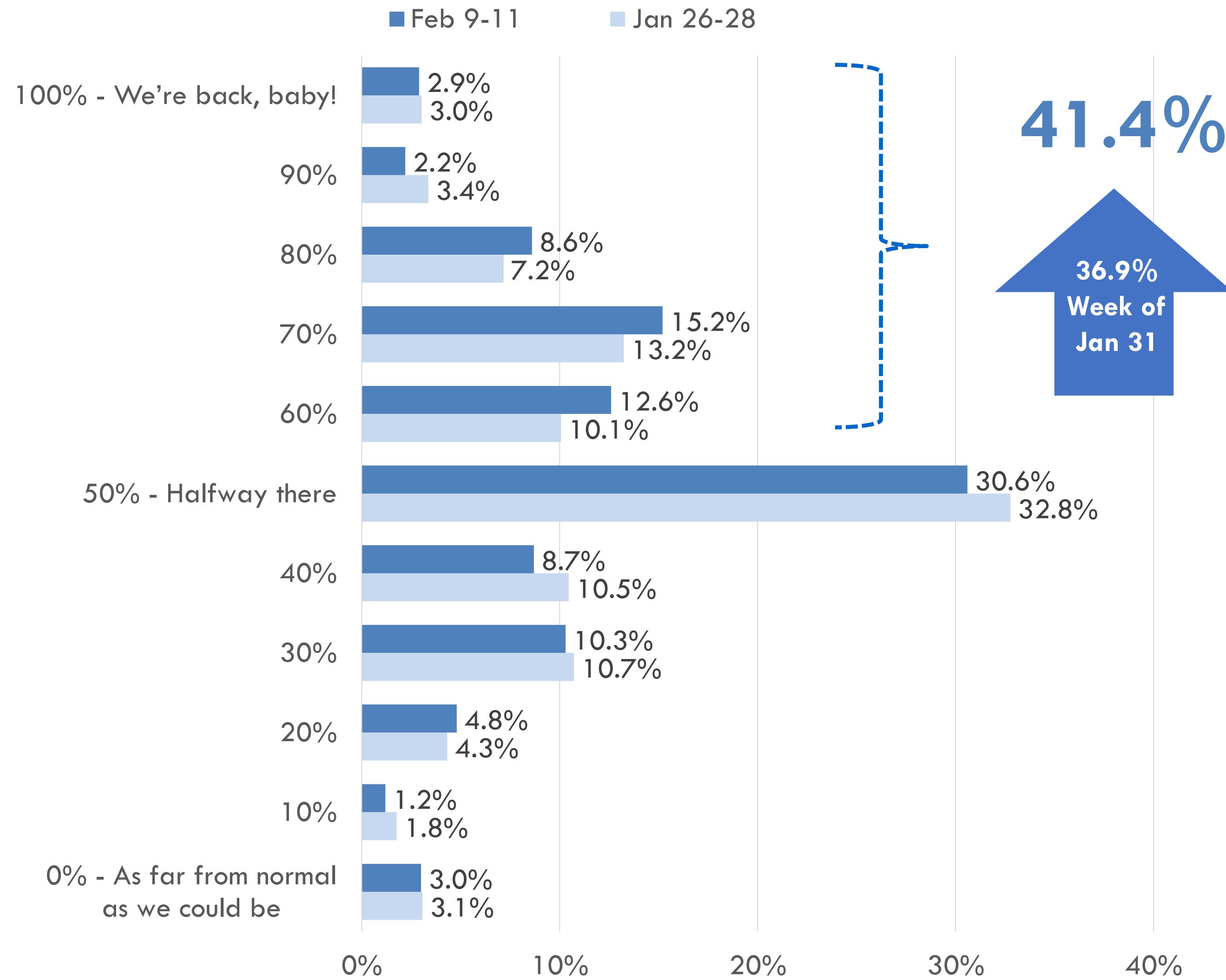
HOW CLOSE ARE
WE TO NORMAL?

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 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

■ Feb 9-11   ■ Jan 26-28

Category	Feb 9-11	Jan 26-28
100% - We're back, baby!	2.9%	3.0%
90%	2.2%	3.4%
80%	8.6%	7.2%
70%	15.2%	13.2%
60%	12.6%	10.1%
50% - Halfway there	30.6%	32.8%
40%	8.7%	10.5%
30%	10.3%	10.7%
20%	4.8%	4.3%
10%	1.2%	1.8%
0% - As far from normal as we could be	3.0%	3.1%

41.4%

↑ **36.9% Week of Jan 31**

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RETURNING TO NORMAL

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

% More than 50% Back to Normal

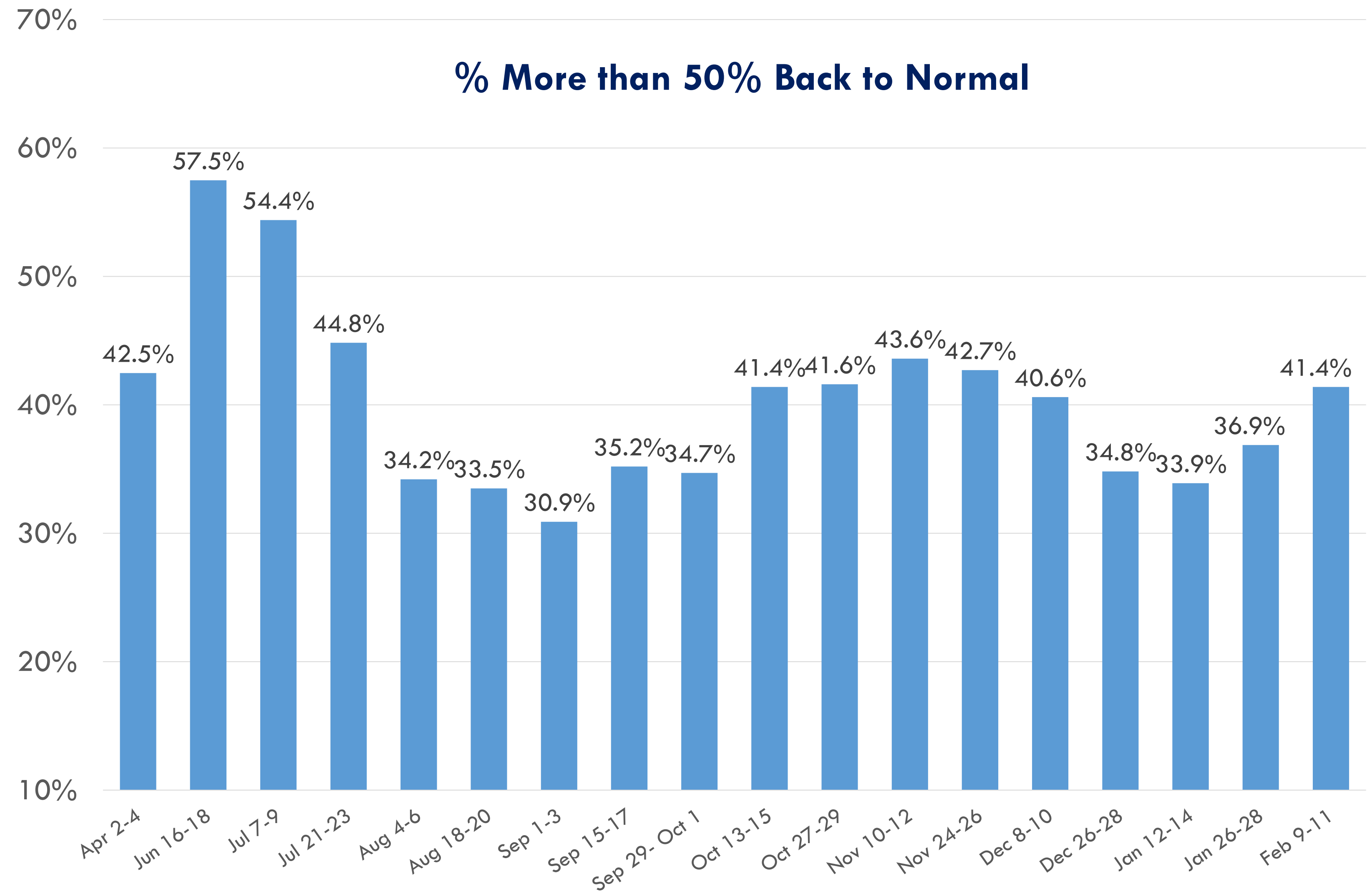| Date	Value
Apr 2-4	42.5%
Jun 16-18	57.5%
Jul 7-9	54.4%
Jul 21-23	44.8%
Aug 4-6	34.2%
Aug 18-20	33.5%
Sep 1-3	30.9%
Sep 15-17	35.2%
Sep 29- Oct 1	34.7%
Oct 13-15	41.4%
Oct 27-29	41.6%
Nov 10-12	43.6%
Nov 24-26	42.7%
Dec 8-10	40.6%
Dec 26-28	34.8%
Jan 12-14	33.9%
Jan 26-28	36.9%
Feb 9-11	41.4%

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

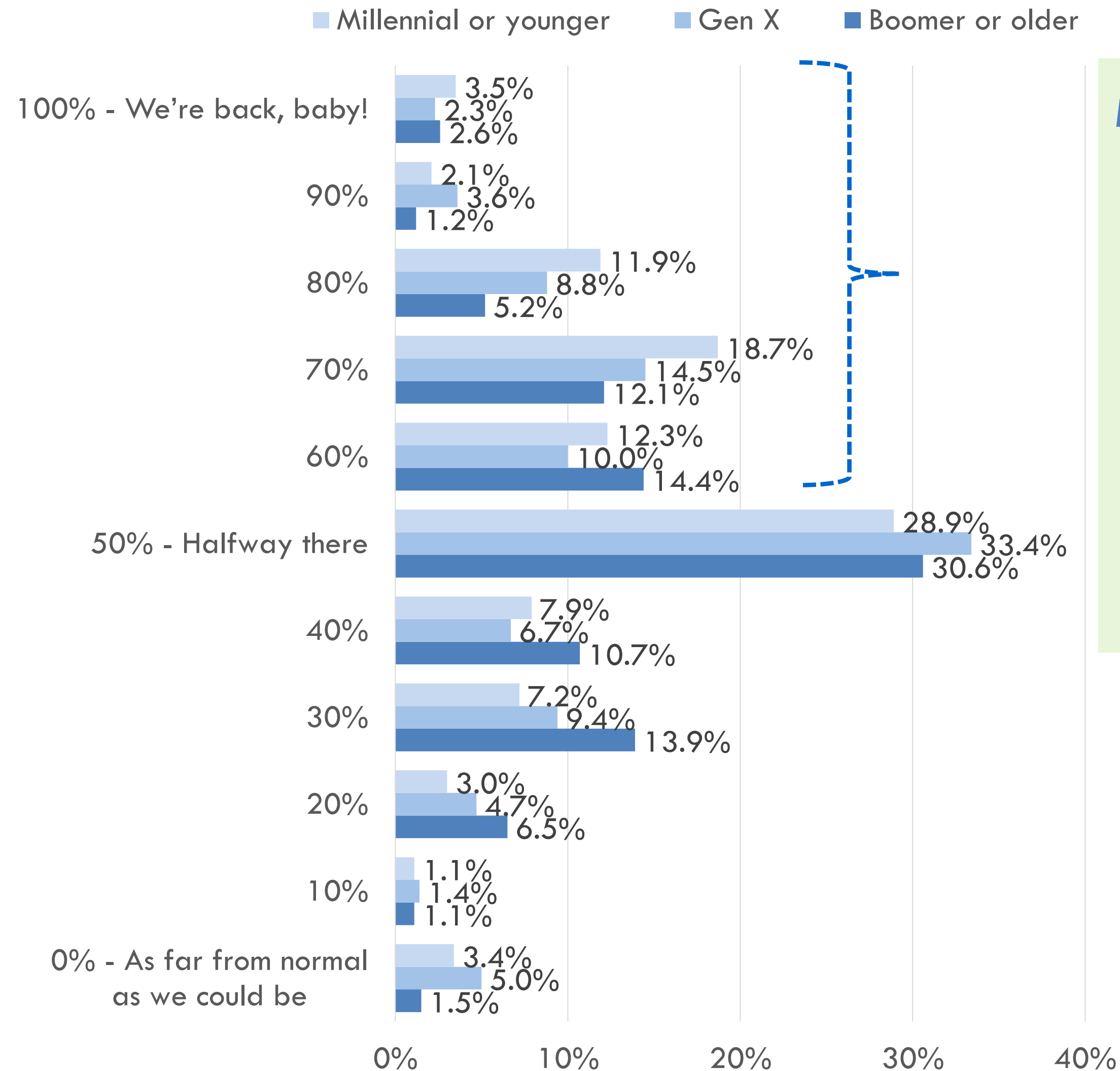*(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)*

Legend: ■ Millennial or younger ■ Gen X ■ Boomer or older

	Millennial or younger	Gen X	Boomer or older
100% - We're back, baby!	3.5%	2.3%	2.6%
90%	2.1%	3.6%	1.2%
80%	11.9%	8.8%	5.2%
70%	18.7%	14.5%	12.1%
60%	12.3%	10.0%	14.4%
50% - Halfway there	28.9%	33.4%	30.6%
40%	7.9%	6.7%	10.7%
30%	7.2%	9.4%	13.9%
20%	3.0%	4.7%	6.5%
10%	1.1%	1.4%	1.1%
0% - As far from normal as we could be	3.4%	5.0%	1.5%

Week of Jan 31

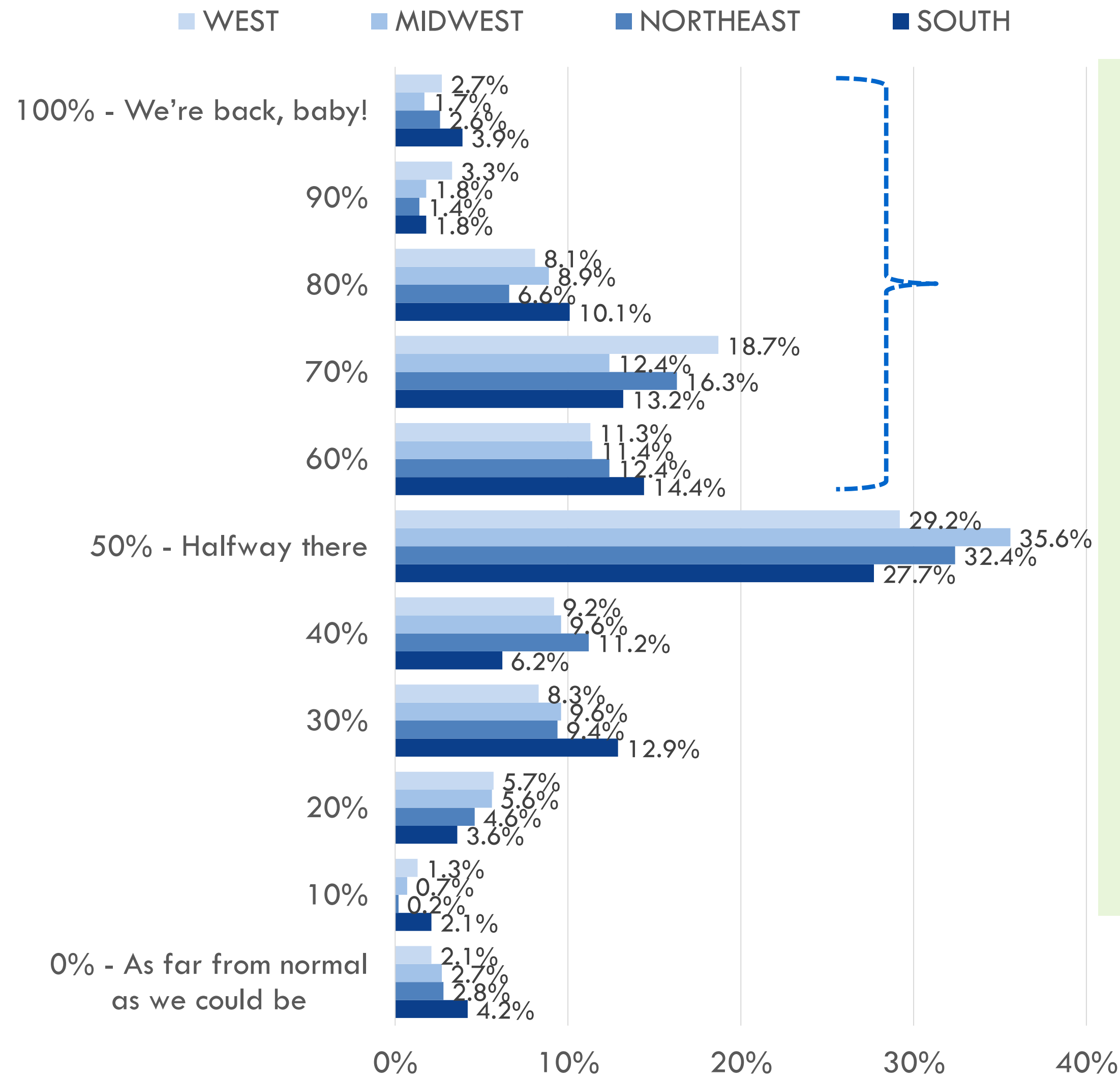**Millennial or younger 48.5%** — 42.4% ↑

Gen X 39.3% — 36.1% ↑

Boomer or older 35.7% — 32.0% ↑

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 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

■ WEST ■ MIDWEST ■ NORTHEAST ■ SOUTH

100% - We're back, baby!	2.7% / 1.7% / 2.6% / 3.9%
90%	3.3% / 1.8% / 1.4% / 1.8%
80%	8.1% / 8.9% / 6.6% / 10.1%
70%	18.7% / 12.4% / 16.3% / 13.2%
60%	11.3% / 11.4% / 12.4% / 14.4%
50% - Halfway there	29.2% / 35.6% / 32.4% / 27.7%
40%	9.2% / 9.6% / 11.2% / 6.2%
30%	8.3% / 9.6% / 9.4% / 12.9%
20%	5.7% / 5.6% / 4.6% / 3.6%
10%	1.3% / 0.7% / 0.2% / 2.1%
0% - As far from normal as we could be	2.1% / 2.7% / 2.8% / 4.2%

Week of Jan 31

WEST 44.2% — 34.3% ↑

MIDWEST 36.3% — 37.8% ↓

NORTHEAST 39.3% — 37.0% ↑
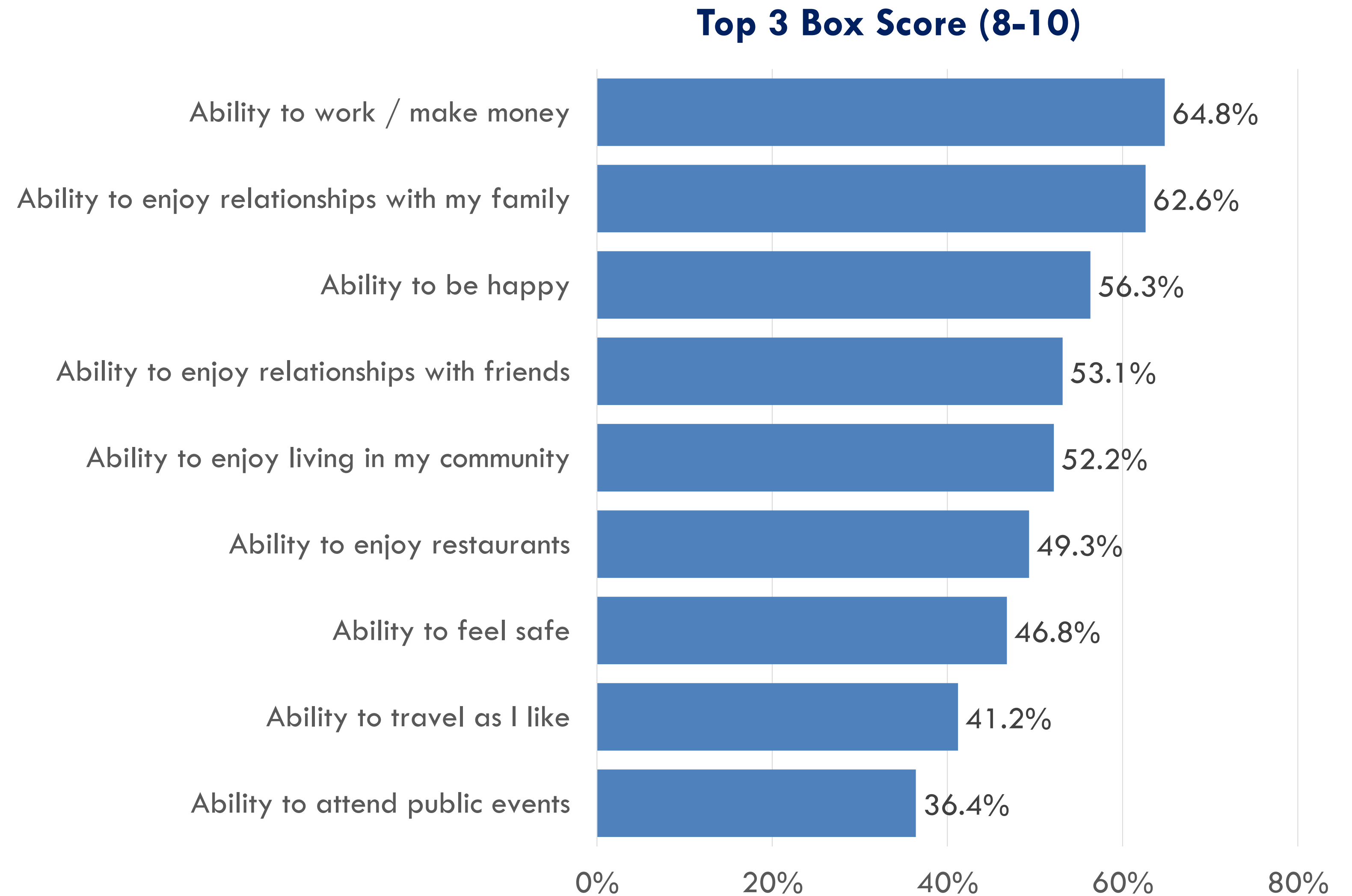
SOUTH 43.4% — 37.9% ↑

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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 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)*

Top 3 Box Score (8-10)

Ability to work / make money	64.8%
Ability to enjoy relationships with my family	62.6%
Ability to be happy	56.3%
Ability to enjoy relationships with friends	53.1%
Ability to enjoy living in my community	52.2%
Ability to enjoy restaurants	49.3%
Ability to feel safe	46.8%
Ability to travel as I like	41.2%
Ability to attend public events	36.4%

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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."
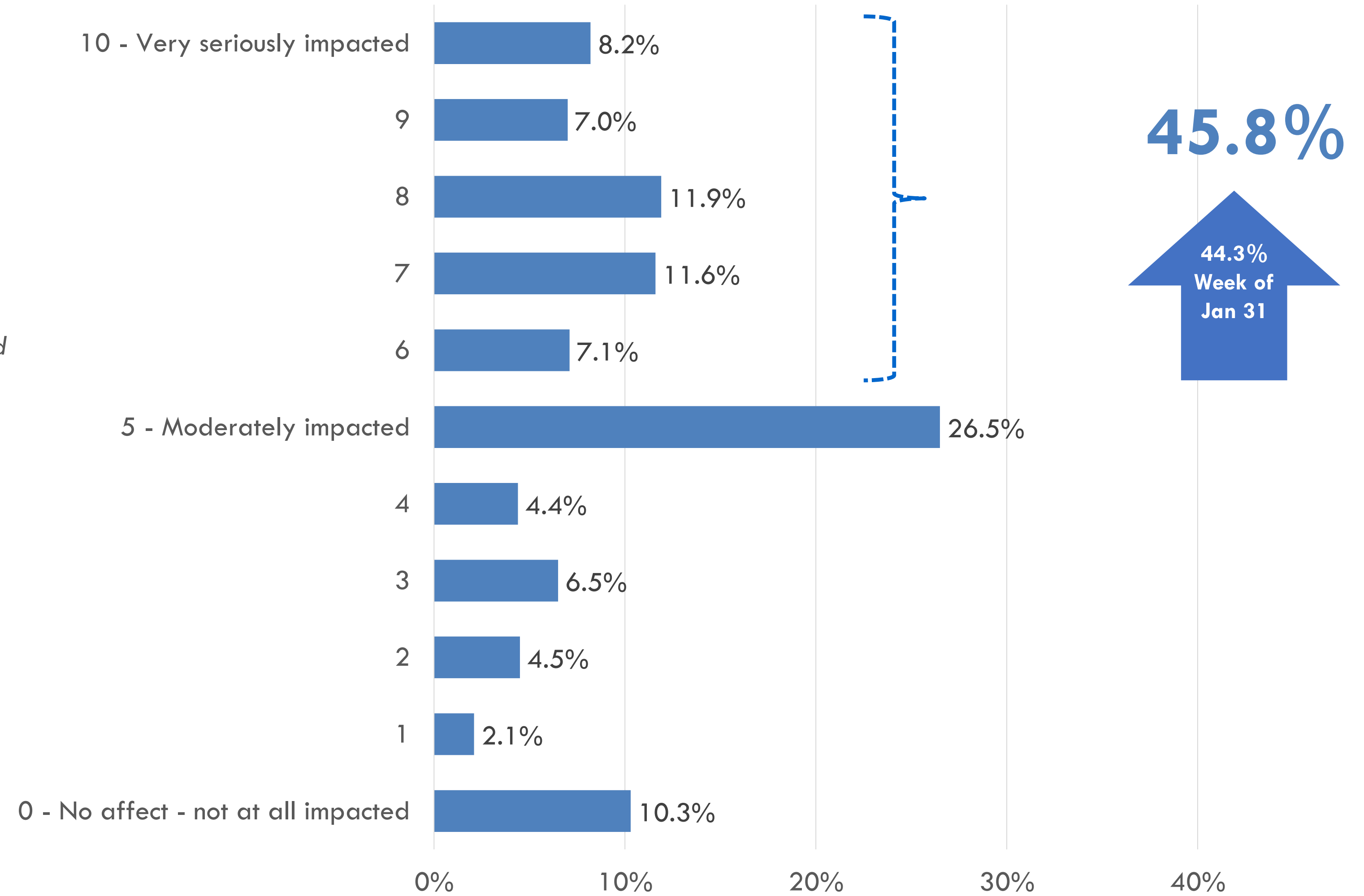
Top 3 Box Score (8-10)
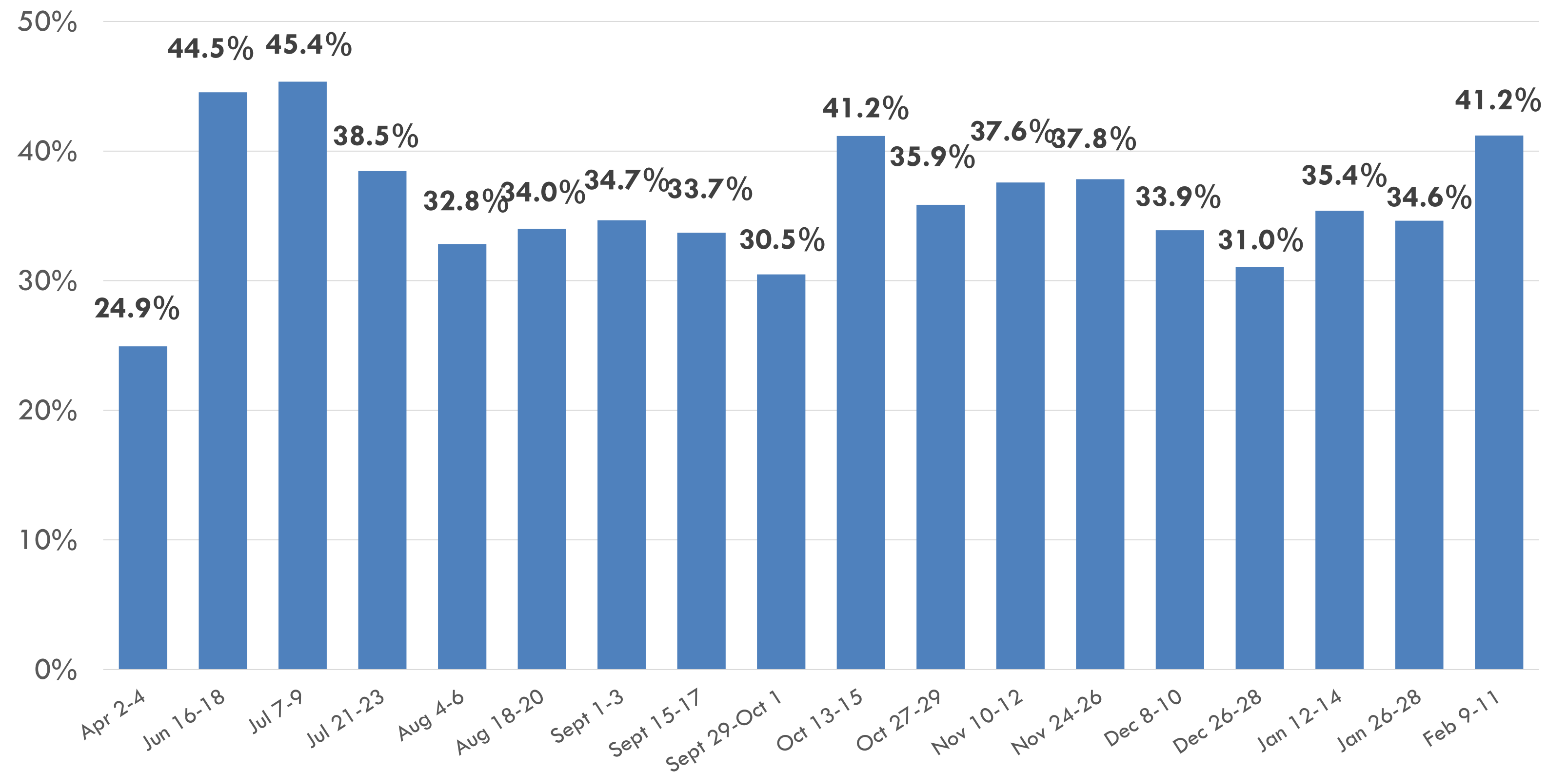
CURRENT FEELINGS ABOUT
THE CORONAVIRUS & TRAVEL

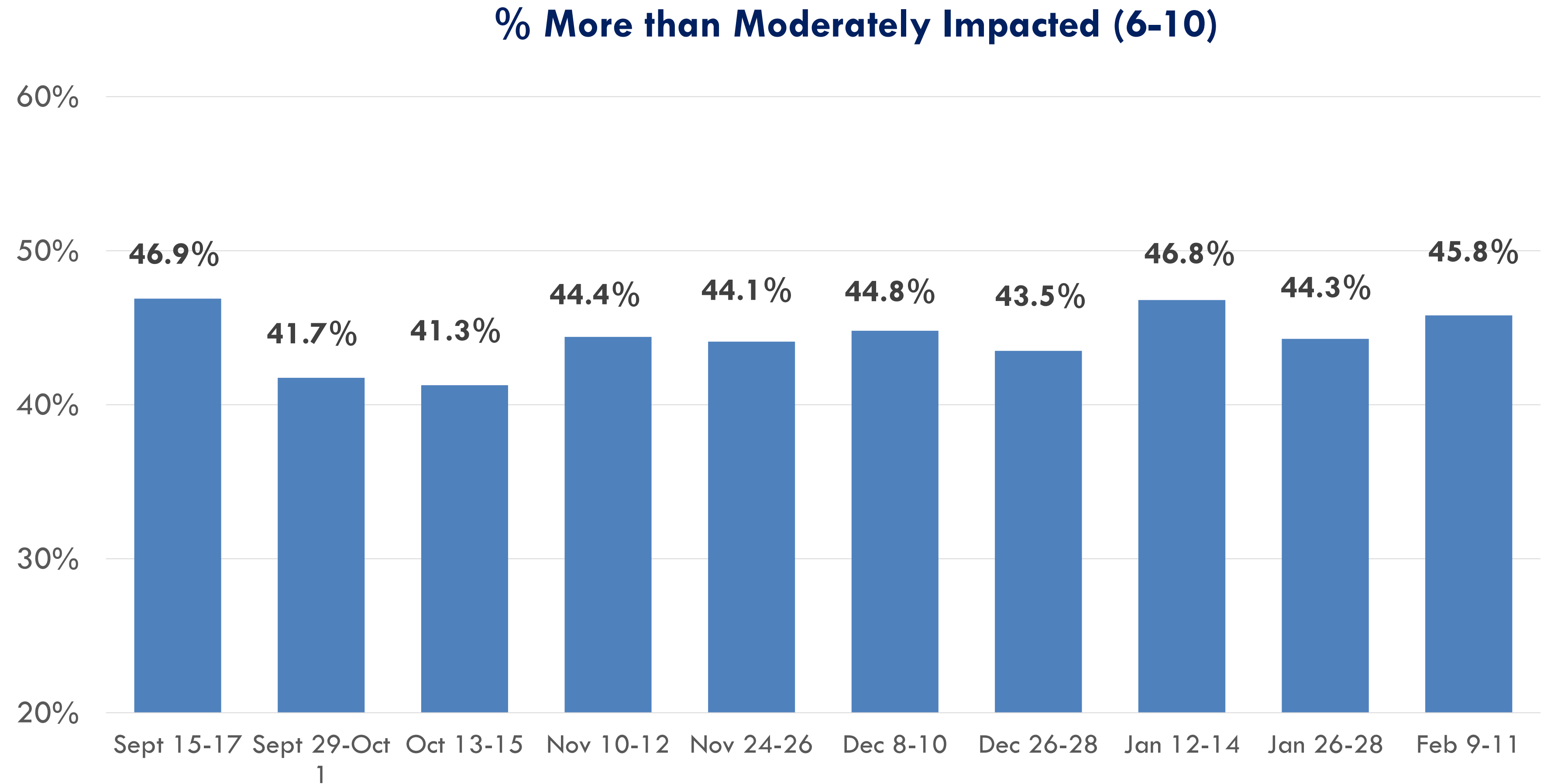# COVID-19'S IMPACT ON MEANINGFUL TRAVEL EXPERIENCES

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

(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Response	Percentage
10 - Very seriously impacted	8.2%
9	7.0%
8	11.9%
7	11.6%
6	7.1%
5 - Moderately impacted	26.5%
4	4.4%
3	6.5%
2	4.5%
1	2.1%
0 - No affect - not at all impacted	10.3%

45.8%

44.3%
Week of
Jan 31

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COVID-19'S IMPACT ON MEANINGFUL TRAVEL EXPERIENCES

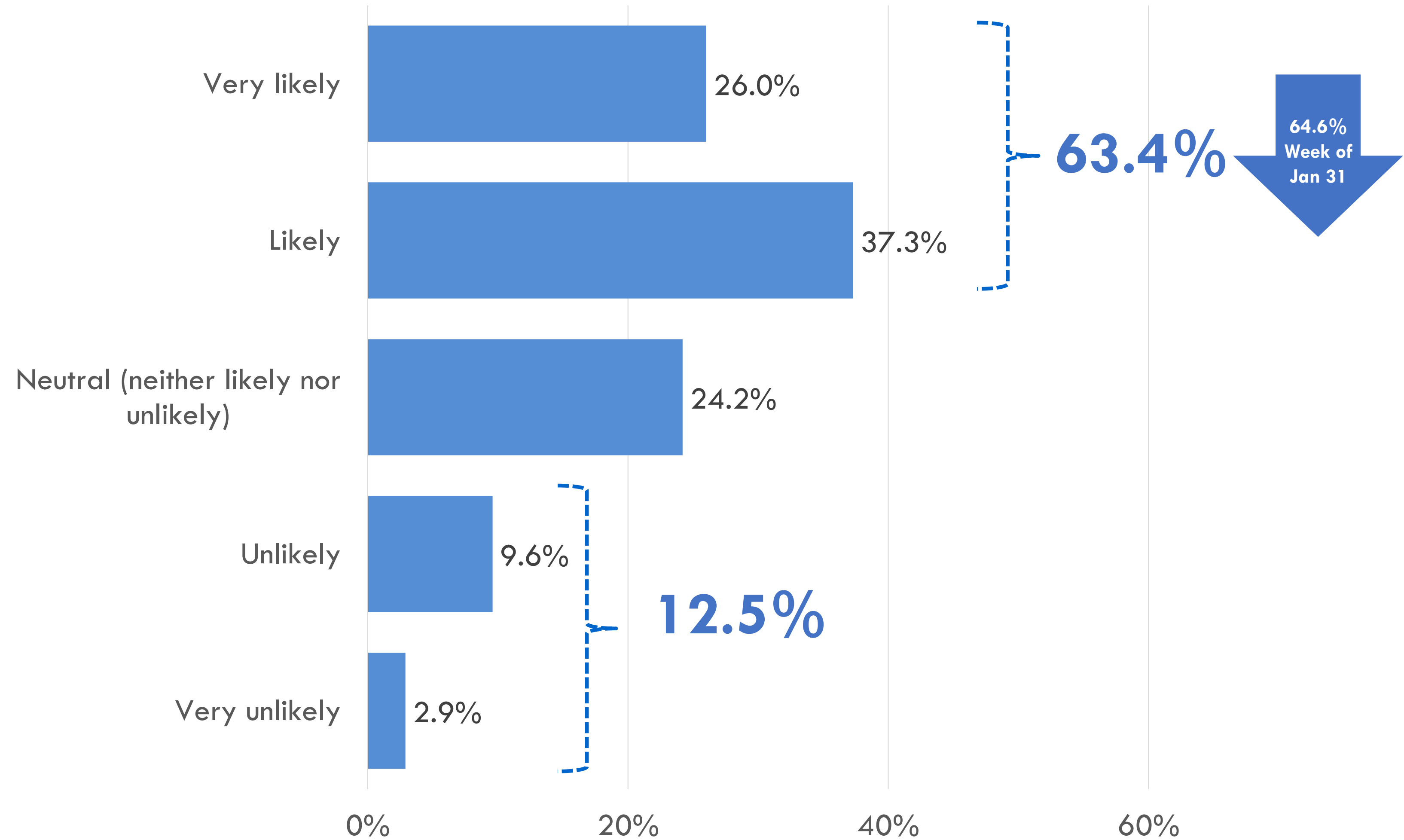**Question:** How much is the COVID-19 issue impacting your ability to have meaningful travel experiences? (Select one)

% More than Moderately Impacted (6-10)

Period	Percentage
Sept 15-17	46.9%
Sept 29-Oct 1	41.7%
Oct 13-15	41.3%
Nov 10-12	44.4%
Nov 24-26	44.1%
Dec 8-10	44.8%
Dec 26-28	43.5%
Jan 12-14	46.8%
Jan 26-28	44.3%
Feb 9-11	45.8%

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LIKELIHOOD THAT COVID-19 WILL BE WITH US IN THE LONGER-TERM
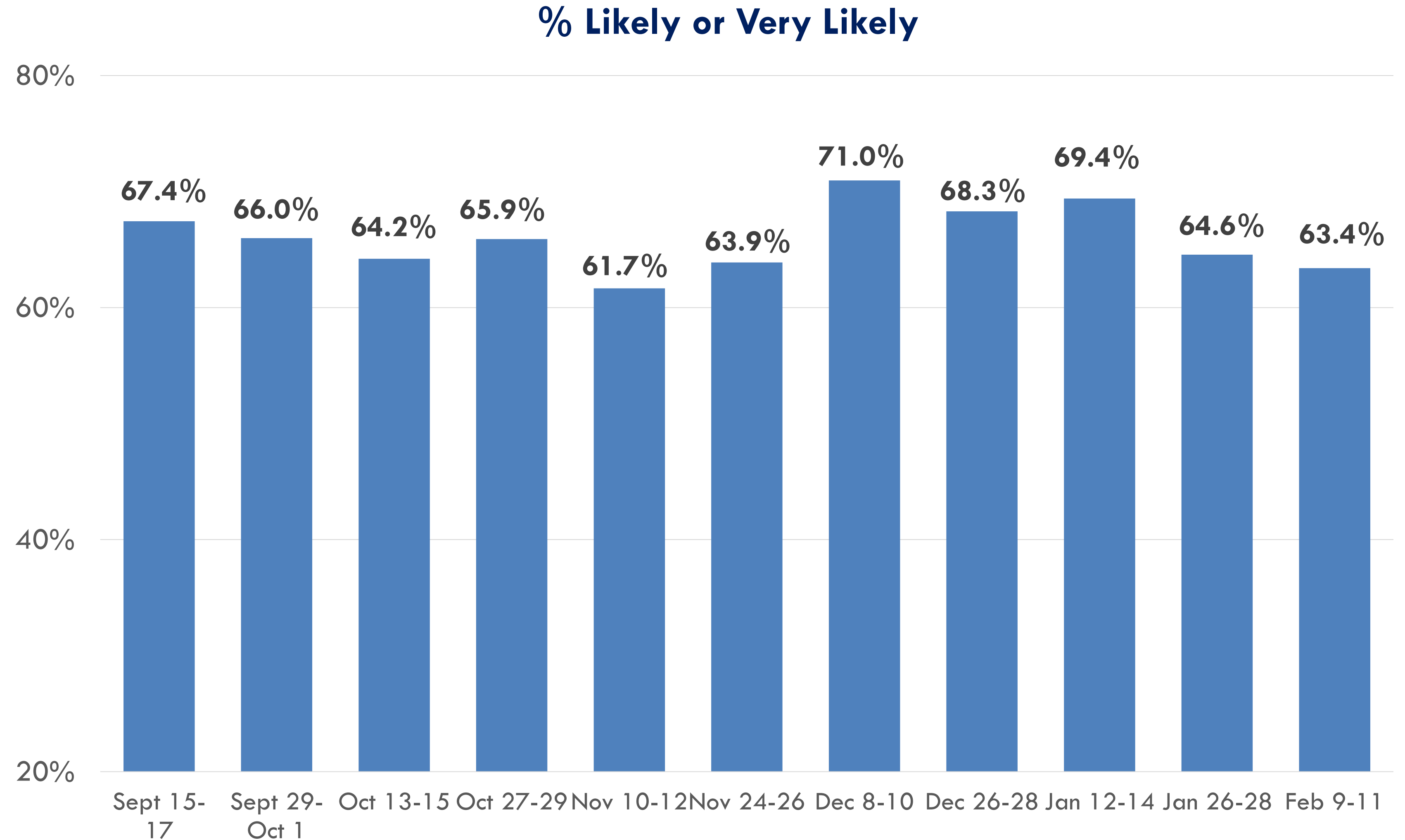
Question: In your opinion, how likely is it that the COVID-19 issue will be with us for the longer-term (i.e., at least the next several years)? (Select one)

(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Very likely — 26.0%

Likely — 37.3%

Neutral (neither likely nor unlikely) — 24.2%

Unlikely — 9.6%

Very unlikely — 2.9%

63.4%

64.6% Week of Jan 31

12.5%

Destination Analysts
DO YOUR RESEARCH

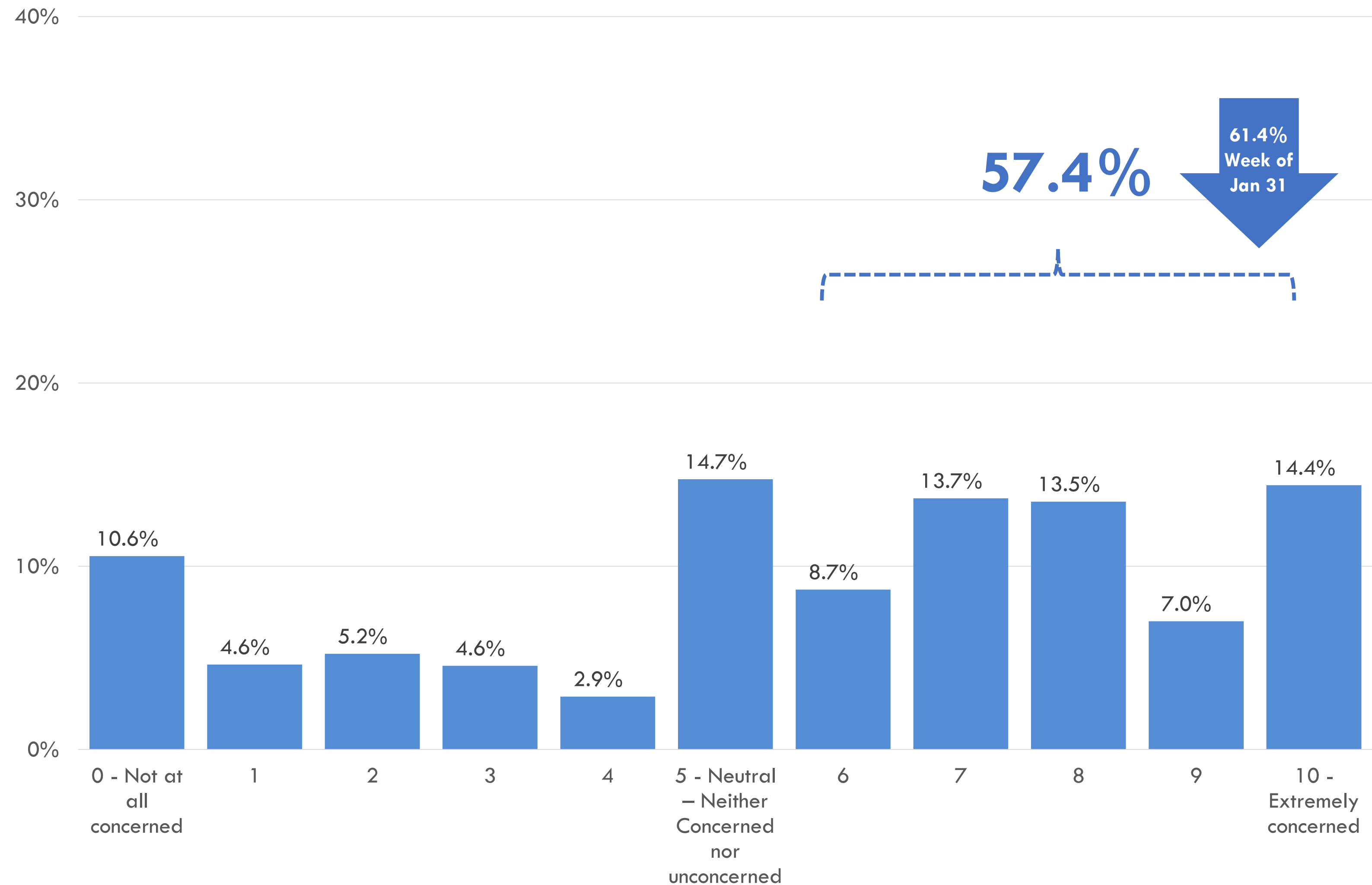# LIKELIHOOD THAT COVID-19 WILL BE WITH US IN THE LONGER-TERM

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

% Likely or Very Likely

| Date	Value
Sept 15-17	67.4%
Sept 29-Oct 1	66.0%
Oct 13-15	64.2%
Oct 27-29	65.9%
Nov 10-12	61.7%
Nov 24-26	63.9%
Dec 8-10	71.0%
Dec 26-28	68.3%
Jan 12-14	69.4%
Jan 26-28	64.6%
Feb 9-11	63.4%

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)
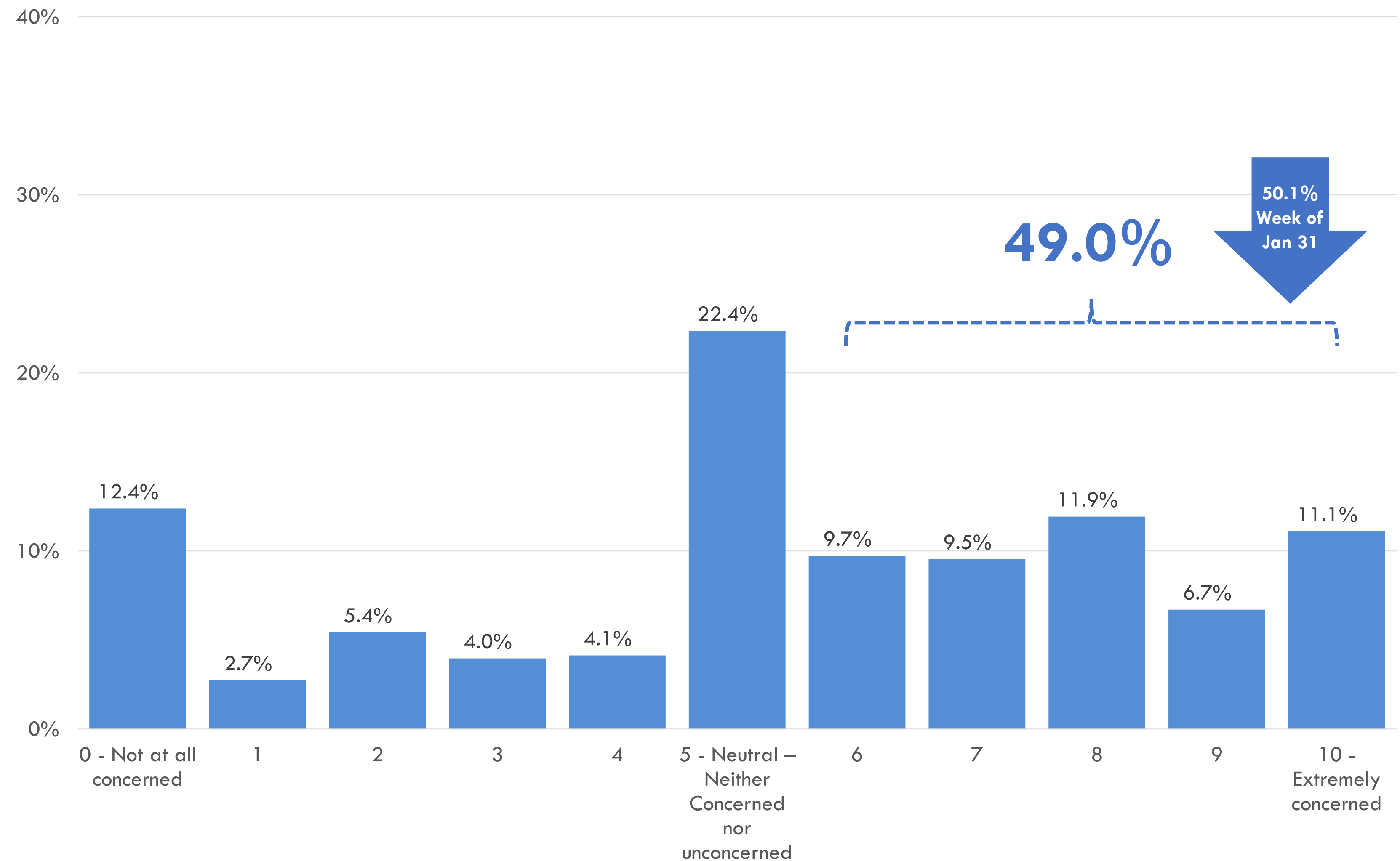
(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

57.4%

61.4% Week of Jan 31

Scale	Percentage
0 - Not at all concerned	10.6%
1	4.6%
2	5.2%
3	4.6%
4	2.9%
5 - Neutral – Neither Concerned nor unconcerned	14.7%
6	8.7%
7	13.7%
8	13.5%
9	7.0%
10 - Extremely concerned	14.4%

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PERSONAL HEALTH CONCERNS (MAR 2020 — FEB 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)
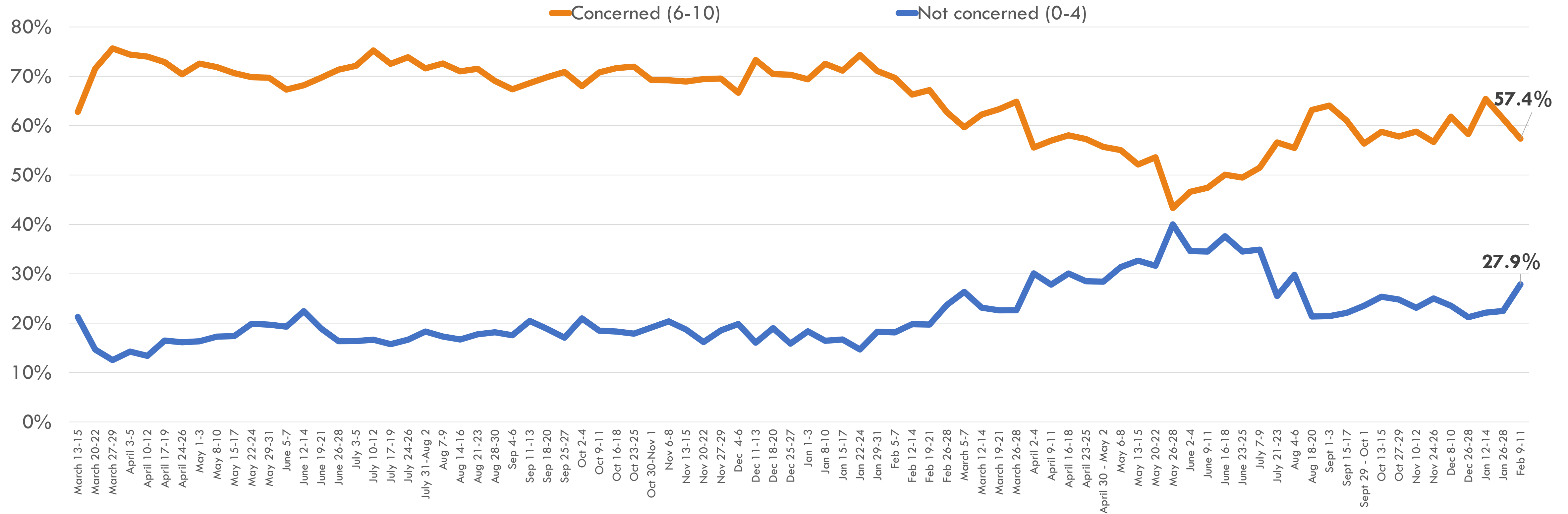
(Base: Waves 1-84. All respondents, 1,200+ completed surveys each wave.)

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 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

49.0%

50.1%
Week of
Jan 31

Response	Percentage
0 - Not at all concerned	12.4%
1	2.7%
2	5.4%
3	4.0%
4	4.1%
5 - Neutral – Neither Concerned nor unconcerned	22.4%
6	9.7%
7	9.5%
8	11.9%
9	6.7%
10 - Extremely concerned	11.1%

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CONCERNS ABOUT PERSONAL FINANCES (MAR 2020 – FEB 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)
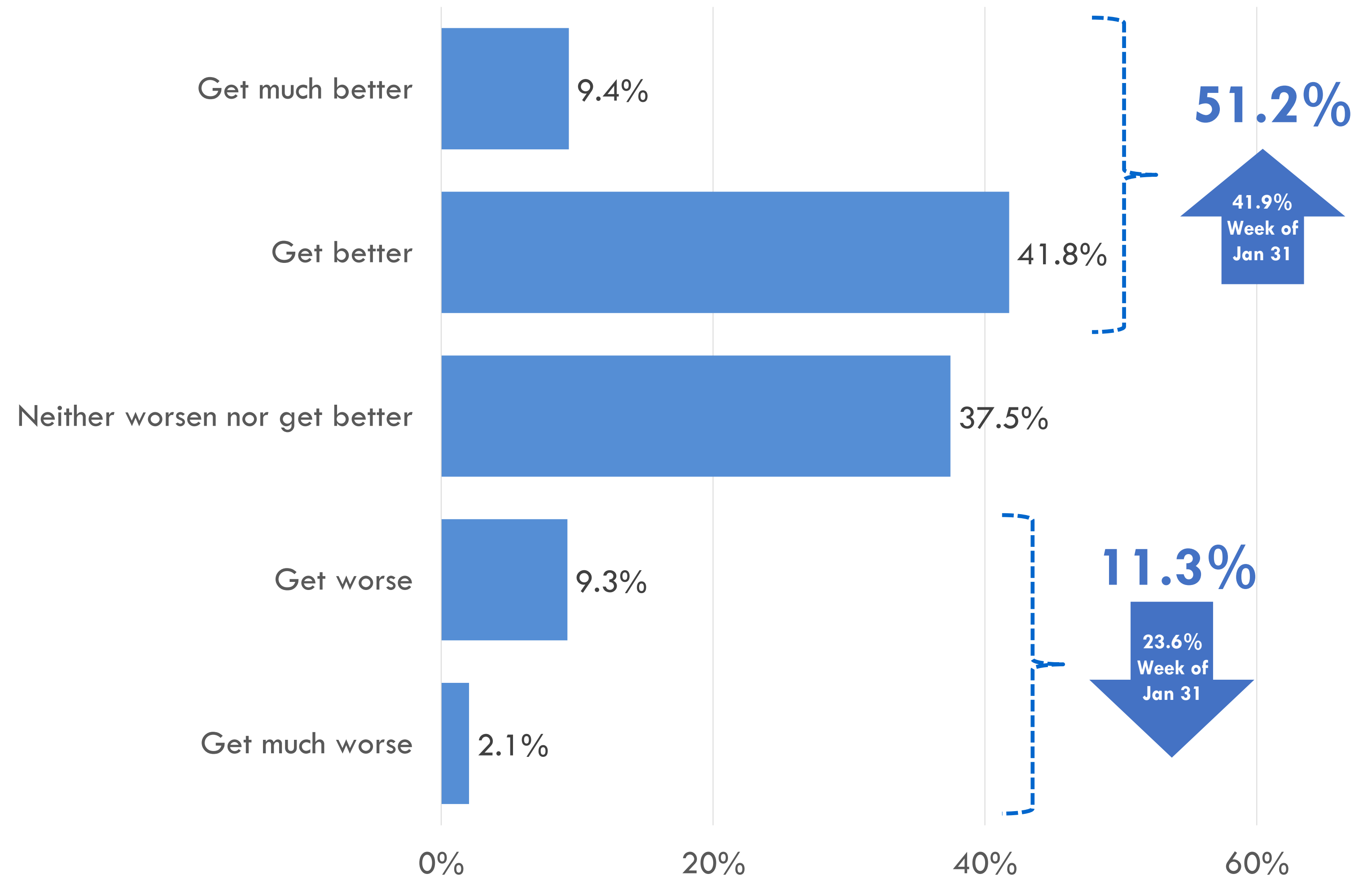
Concerned (6-10) — Unconcerned (0-4)

49.0%

28.6%

(Base: Waves 1-84. All respondents, 1,200+ completed surveys each wave.)

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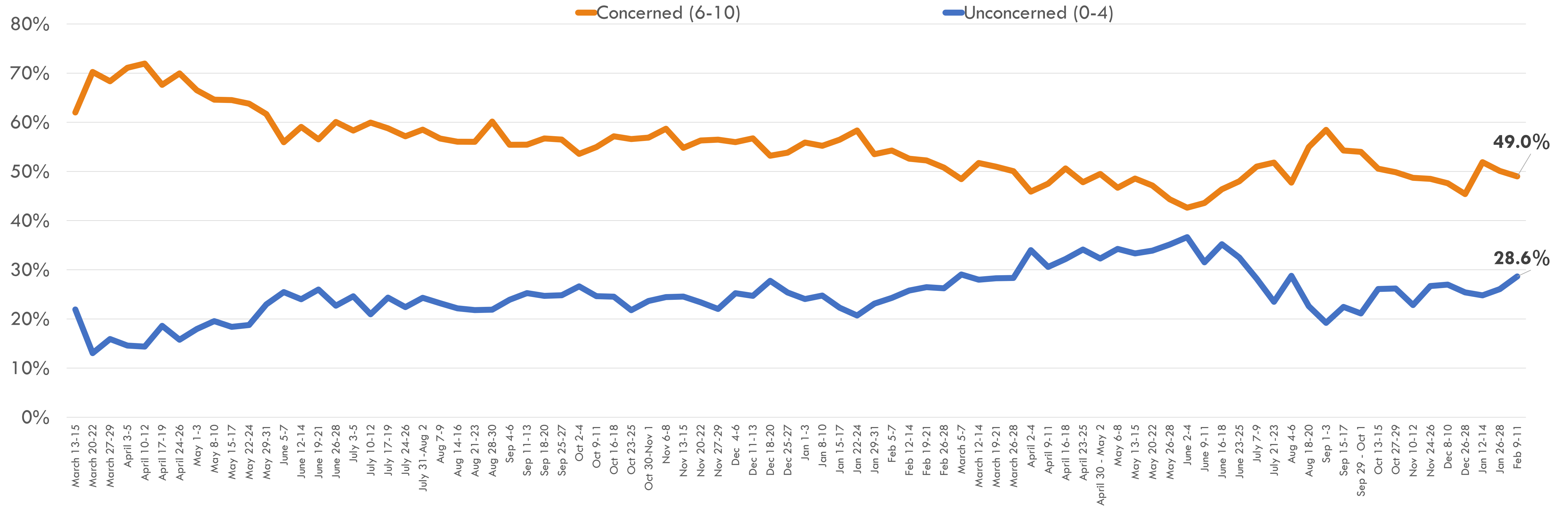
EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

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 _____

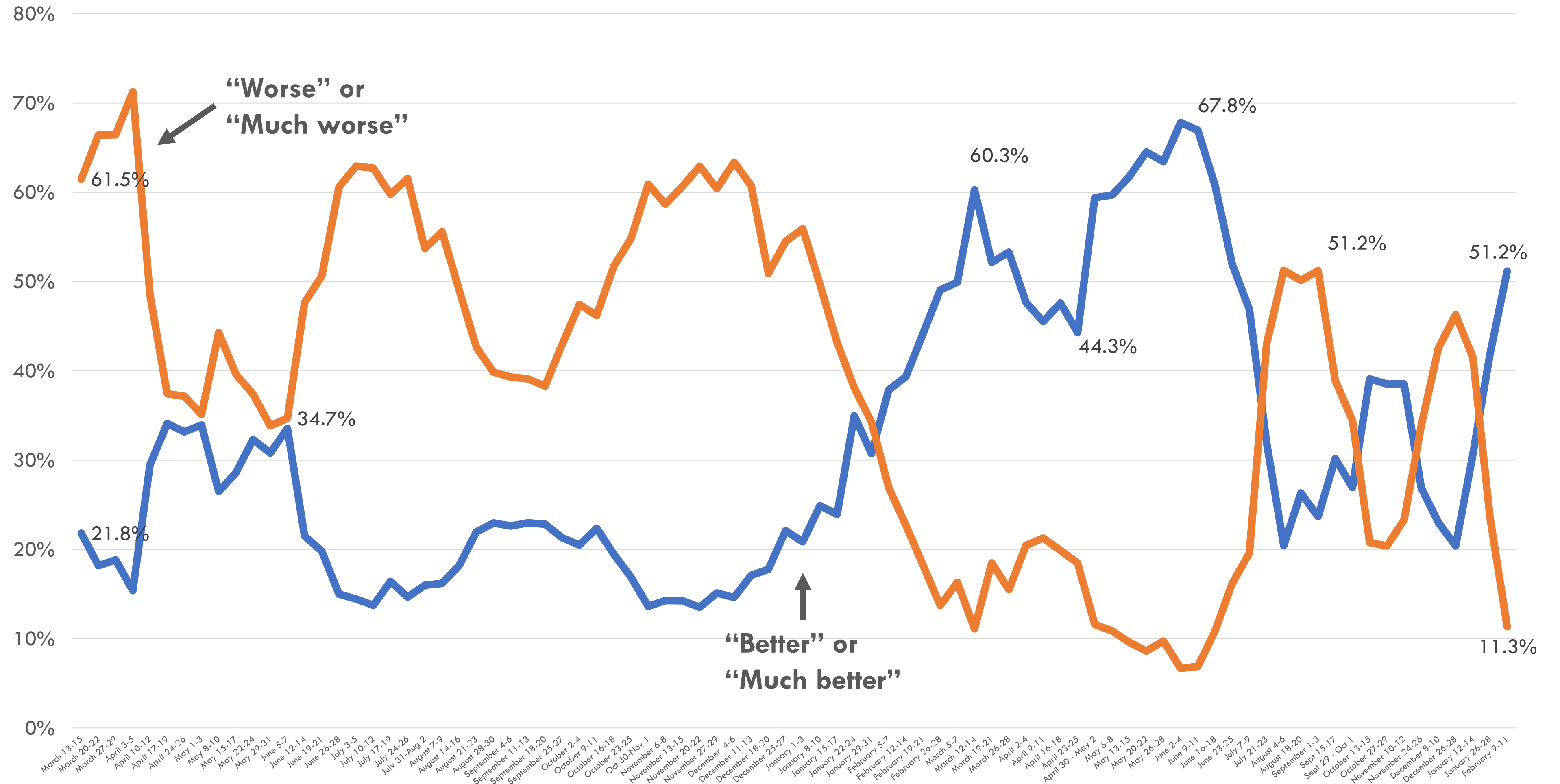*(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)*

Get much better — 9.4%

Get better — 41.8%

Neither worsen nor get better — 37.5%

Get worse — 9.3%

Get much worse — 2.1%

51.2%
41.9%
Week of
Jan 31

11.3%
23.6%
Week of
Jan 31

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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 _____

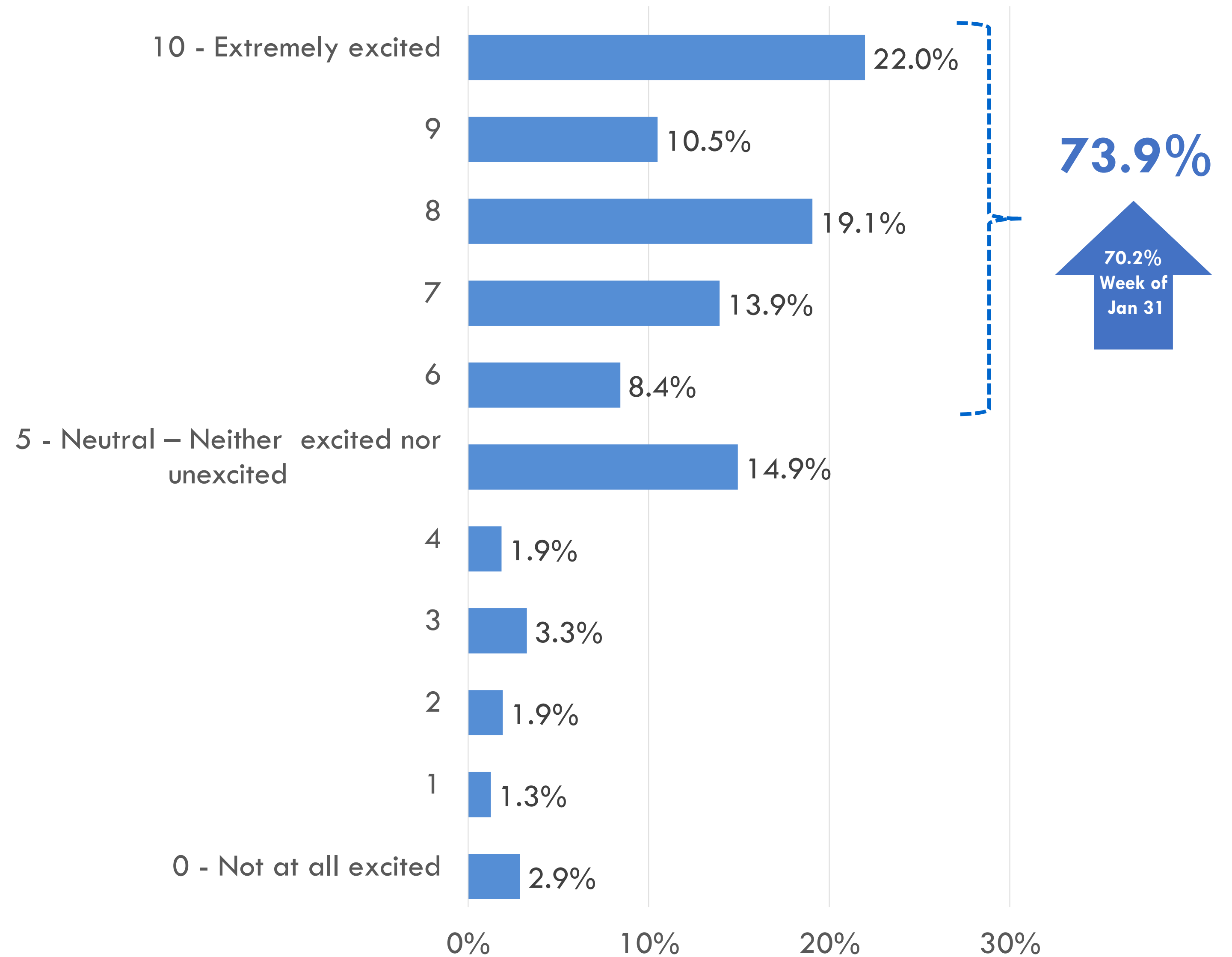*(Base: Waves 1-84. All respondents, 1,200+ completed surveys each wave.)*

"Worse" or "Much worse"

"Better" or "Much better"

61.5%
21.8%
34.7%
60.3%
44.3%
67.8%
51.2%
51.2%
11.3%

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 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

10 - Extremely excited — 22.0%
9 — 10.5%
8 — 19.1%
7 — 13.9%
6 — 8.4%
5 - Neutral – Neither excited nor unexcited — 14.9%
4 — 1.9%
3 — 3.3%
2 — 1.9%
1 — 1.3%
0 - Not at all excited — 2.9%

73.9%

70.2%
Week of
Jan 31

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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)
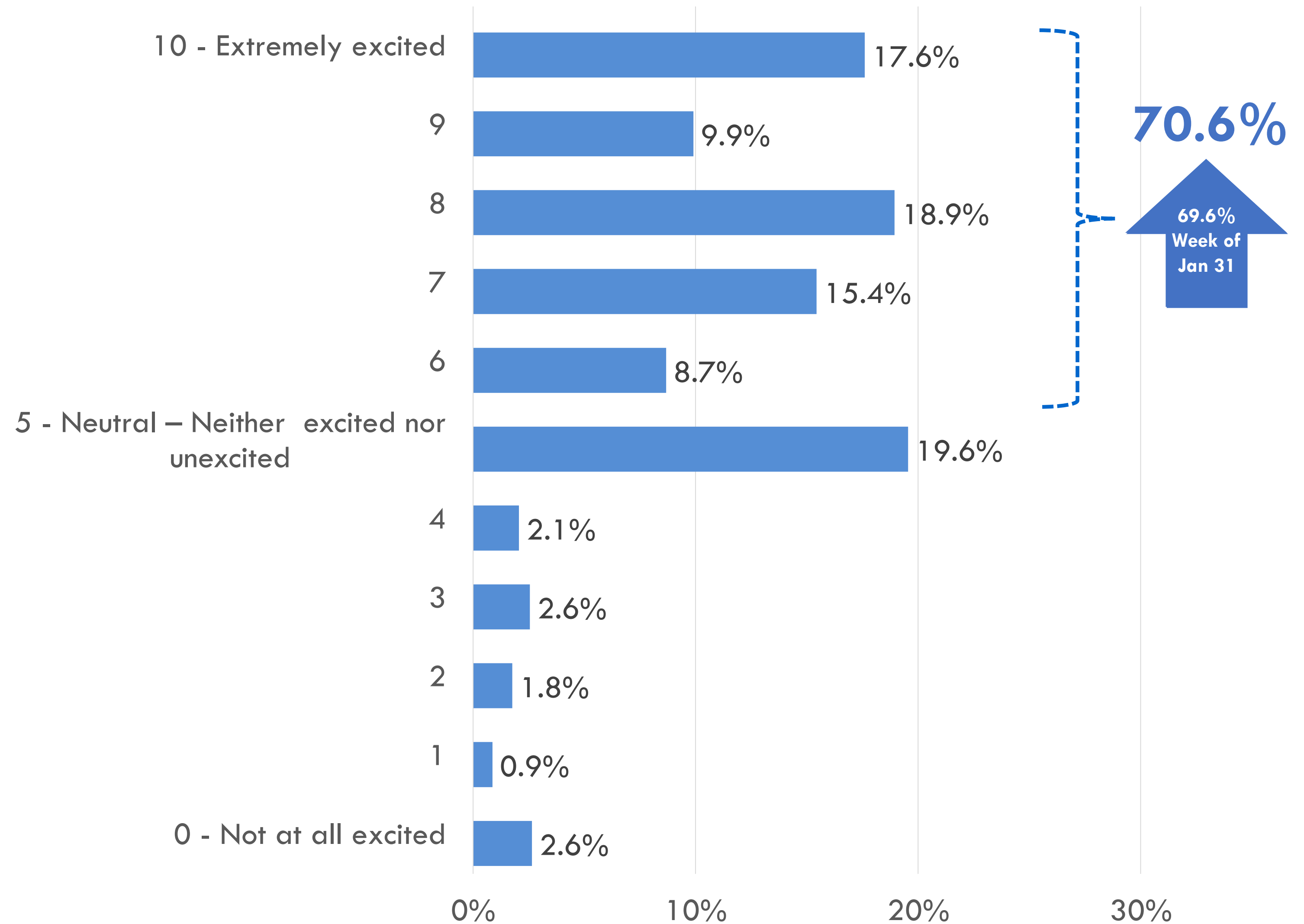

More Excitement

Less Excitement
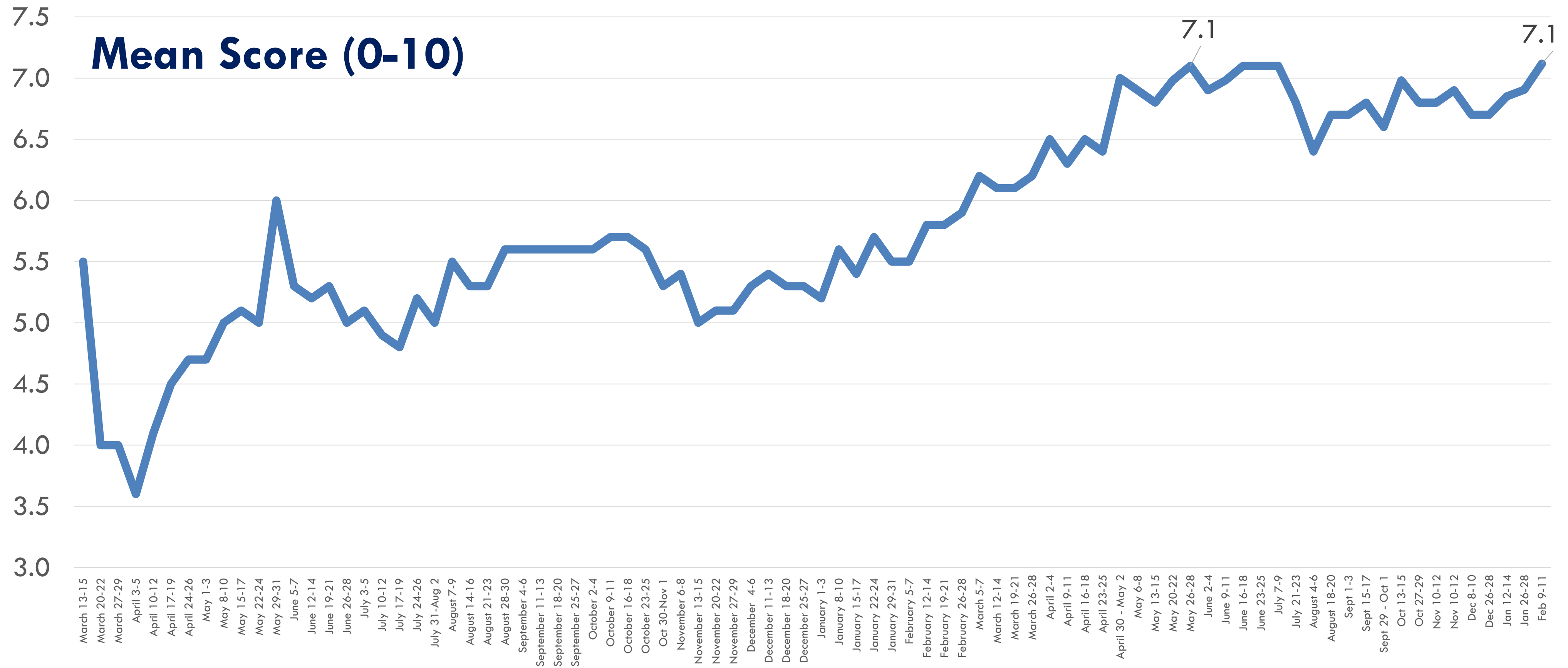
Mean Score (0-10)

7.1

7.1

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OPENNESS TO TRAVEL INSPIRATION

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

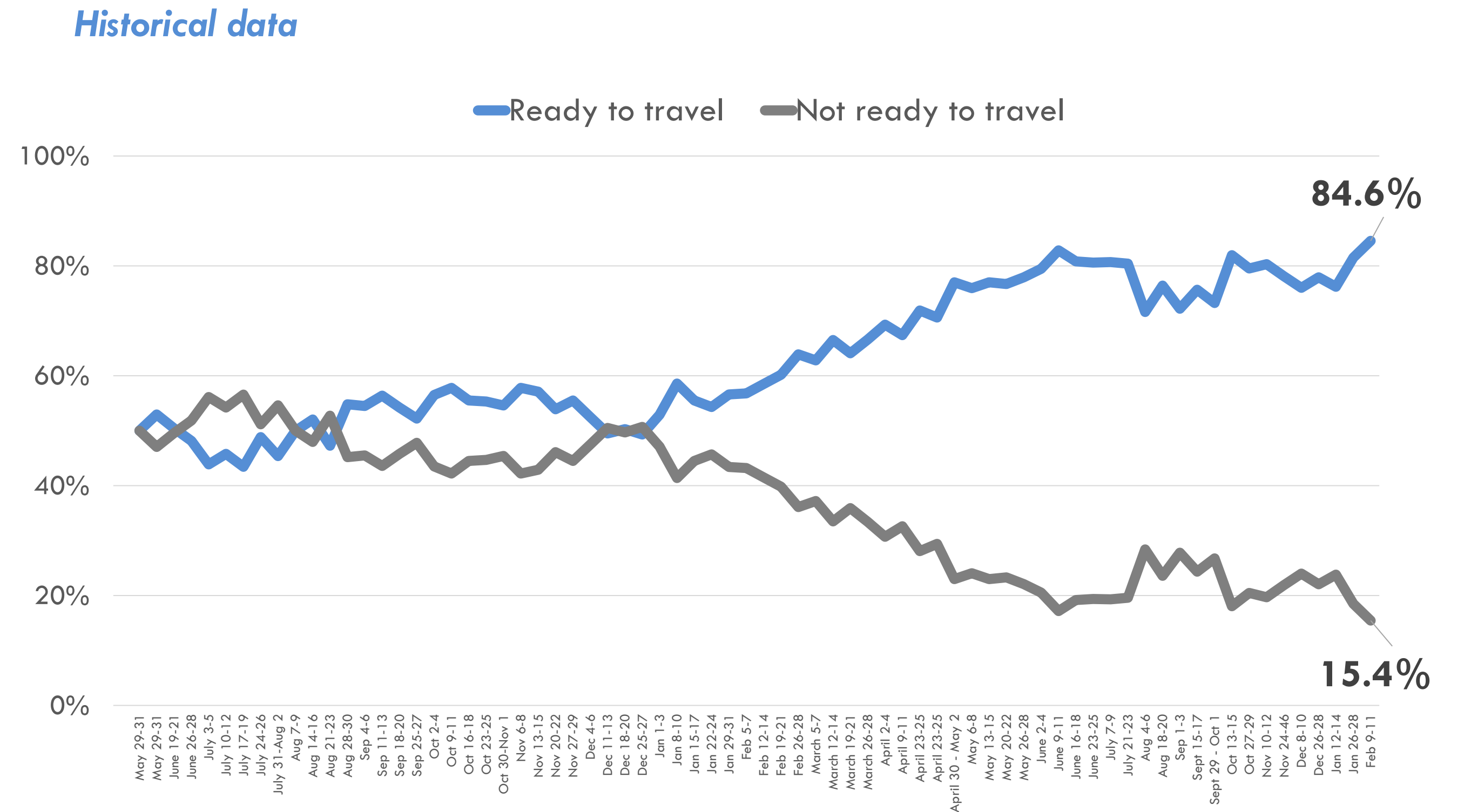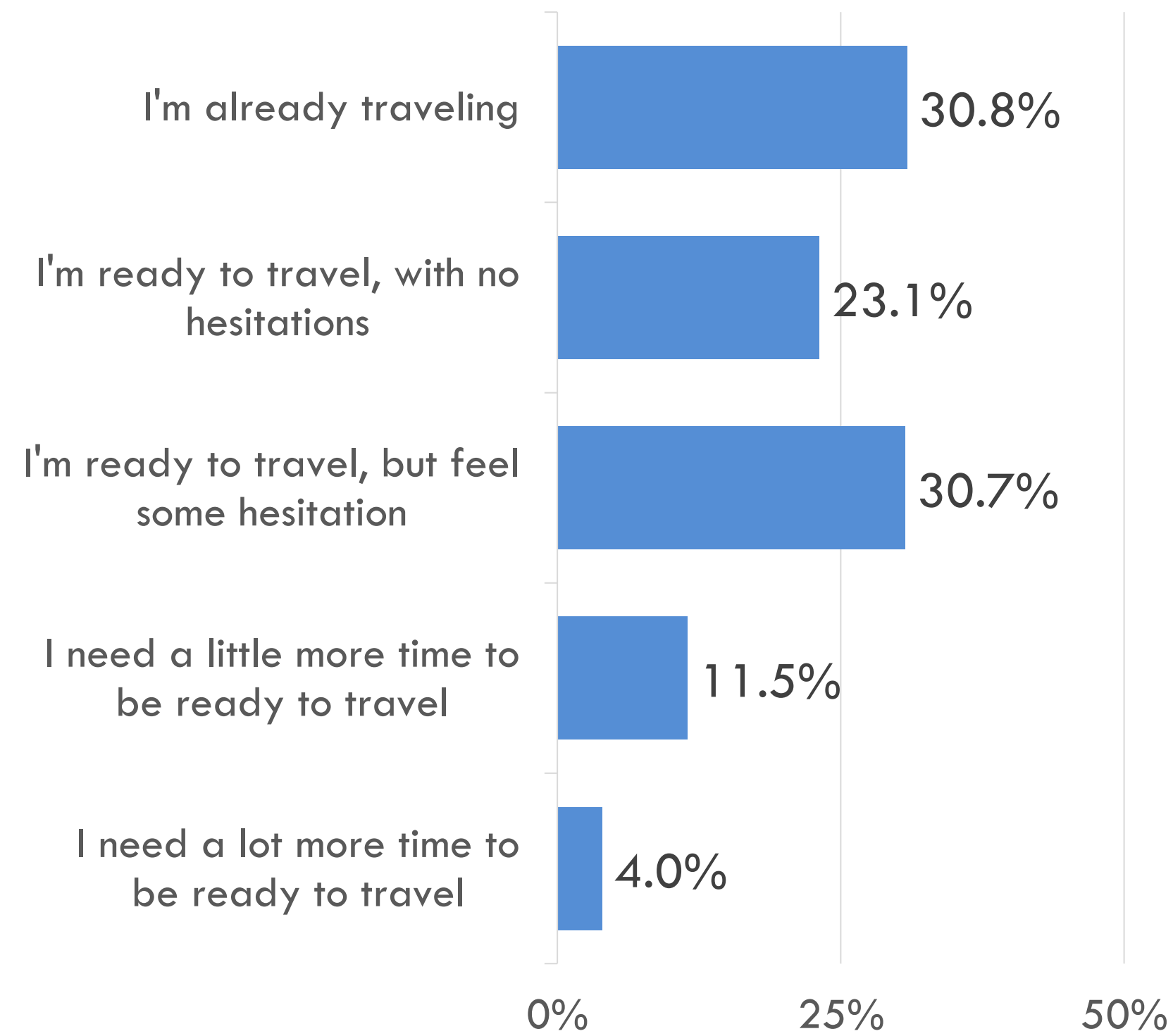*(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)*

Rating	Percentage
10 - Extremely excited	17.6%
9	9.9%
8	18.9%
7	15.4%
6	8.7%
5 - Neutral – Neither excited nor unexcited	19.6%
4	2.1%
3	2.6%
2	1.8%
1	0.9%
0 - Not at all excited	2.6%

70.6%

69.6% Week of Jan 31

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OPENNESS TO TRAVEL INSPIRATION

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

More Open

Less Open

Mean Score (0-10)

7.0

6.9

6.0

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DO YOUR RESEARCH
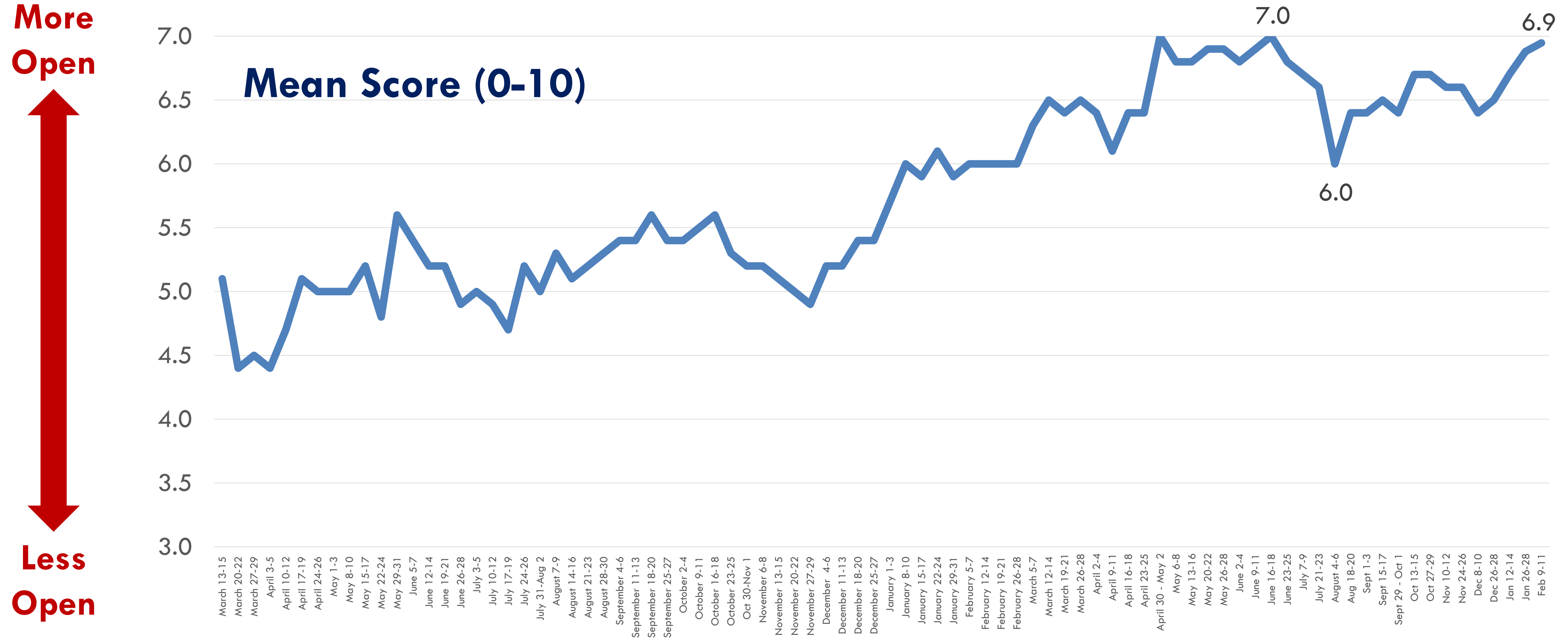
TRAVEL STATE-OF-MIND

Question: **When it comes to getting back out and traveling again, which best describes your current state of mind? (Select one)**

I'm already traveling — 30.8%

I'm ready to travel, with no hesitations — 23.1%

I'm ready to travel, but feel some hesitation — 30.7%

I need a little more time to be ready to travel — 11.5%

I need a lot more time to be ready to travel — 4.0%

Historical data

Ready to travel — Not ready to travel

84.6%

15.4%

(Base: Wave 84 data. All respondents, 1,208 completed surveys.

Data collected February 9-11, 2022)

Destination **Analysts**
DO YOUR RESEARCH

SAFETY PERCEPTIONS OF TRAVEL ACTIVITIES

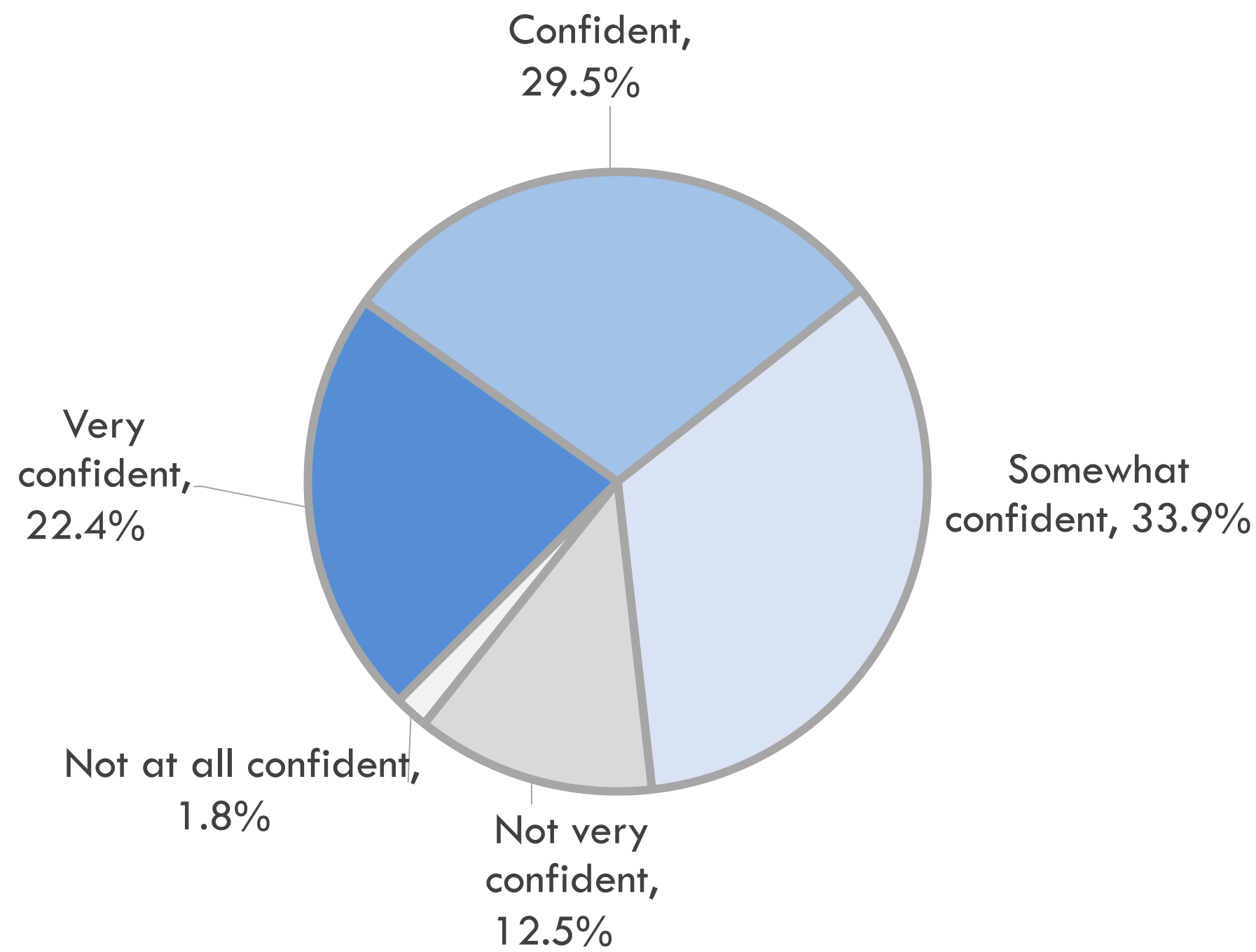**Top 2 Box Score—% Selecting "Somewhat safe" or "Very safe"**

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

(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Activity	%
Taking a road trip	80.9%
Visiting friends and relatives	74.2%
Non-team outdoor recreation	71.6%
Going shopping	70.7%
Staying in a hotel	68.8%
Dining in a restaurant	64.3%
Visiting an amusement park or other outdoor attractions	58.9%
Visiting a museum or other indoor attraction	57.6%
Visiting an observation deck	55.2%
Staying in an Airbnb or home rental	54.7%
Traveling on a commercial airline	50.4%
Traveling in a taxi/Uber/Lyft	45.6%
Attending a performance	45.3%
Traveling for business reasons	45.1%
Sporting events - Small venue	41.4%
Train travel (intercity travel - e.g., AMTRAK)	41.2%
Go to a casino	40.4%
Sporting events - Large venue	39.0%
Attending a conference or convention	38.6%
Traveling outside the United States	35.0%
Traveling on a cruise line	34.7%
Traveling by bus or motor coach on a group tour	34.4%
Intercity bus travel	32.4%

Destination Analysts
DO YOUR RESEARCH

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

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

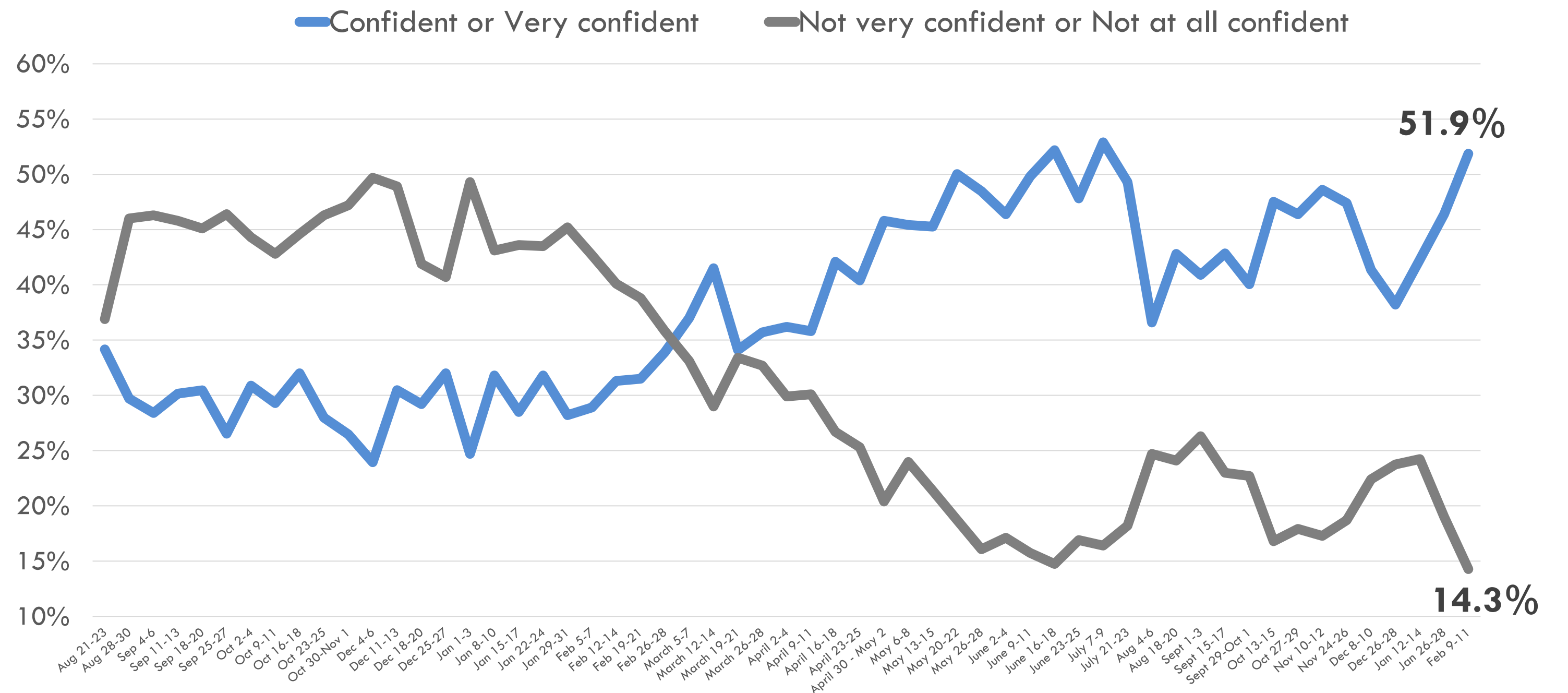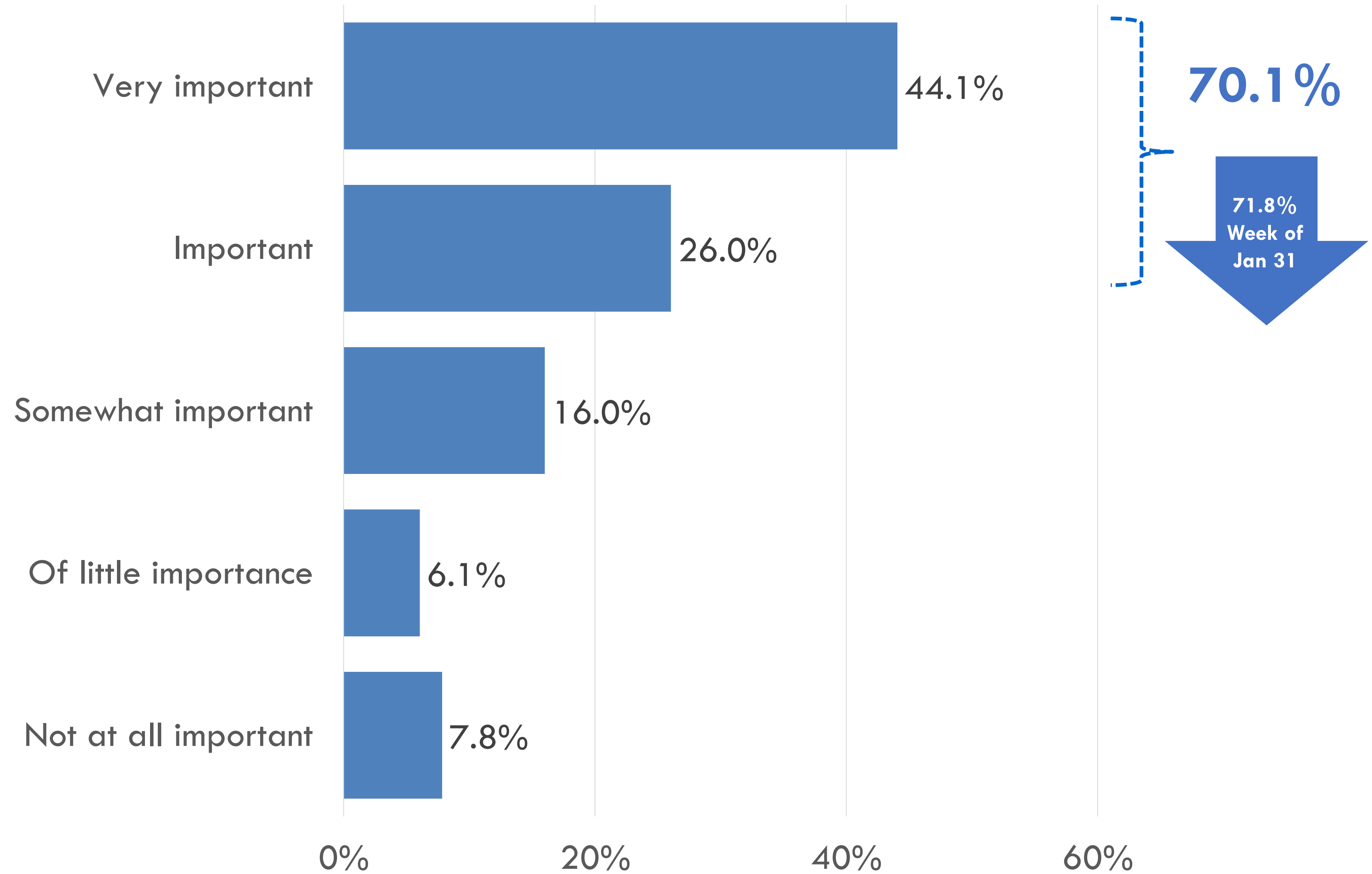*(Base: Waves 1-84. All respondents, 1,200+ completed surveys each wave.)*

Average Score

Safe Unsafe

51.3%

26.6%

Destination Analysts
DO YOUR RESEARCH
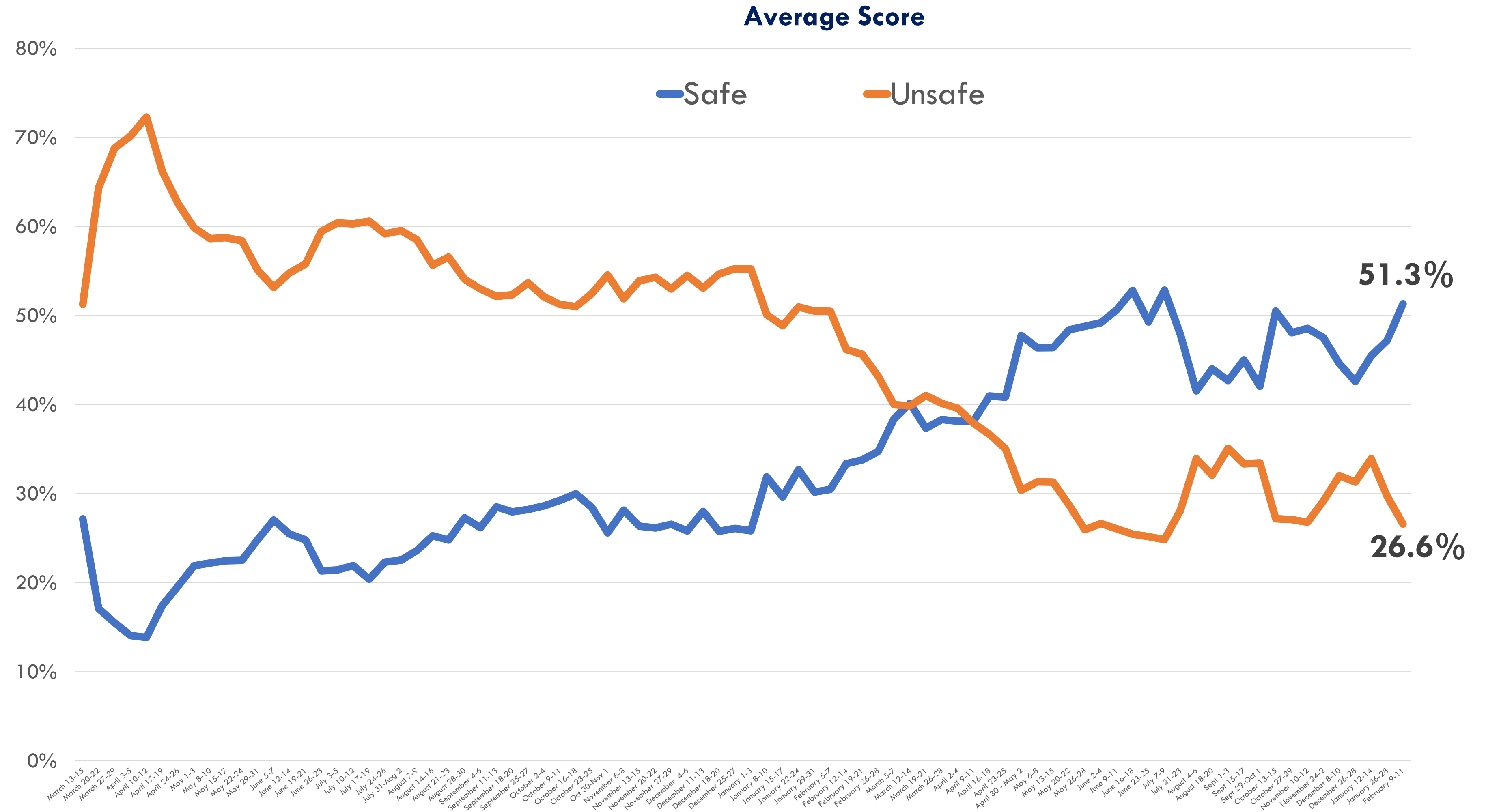
CONFIDENCE IN ABILITY TO TRAVEL SAFELY

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

(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Confident, 29.5%

Very confident, 22.4%

Somewhat confident, 33.9%

Not at all confident, 1.8%

Not very confident, 12.5%

Historical data

— Confident or Very confident   — Not very confident or Not at all confident

51.9%

14.3%

Destination Analysts
DO YOUR RESEARCH

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 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)
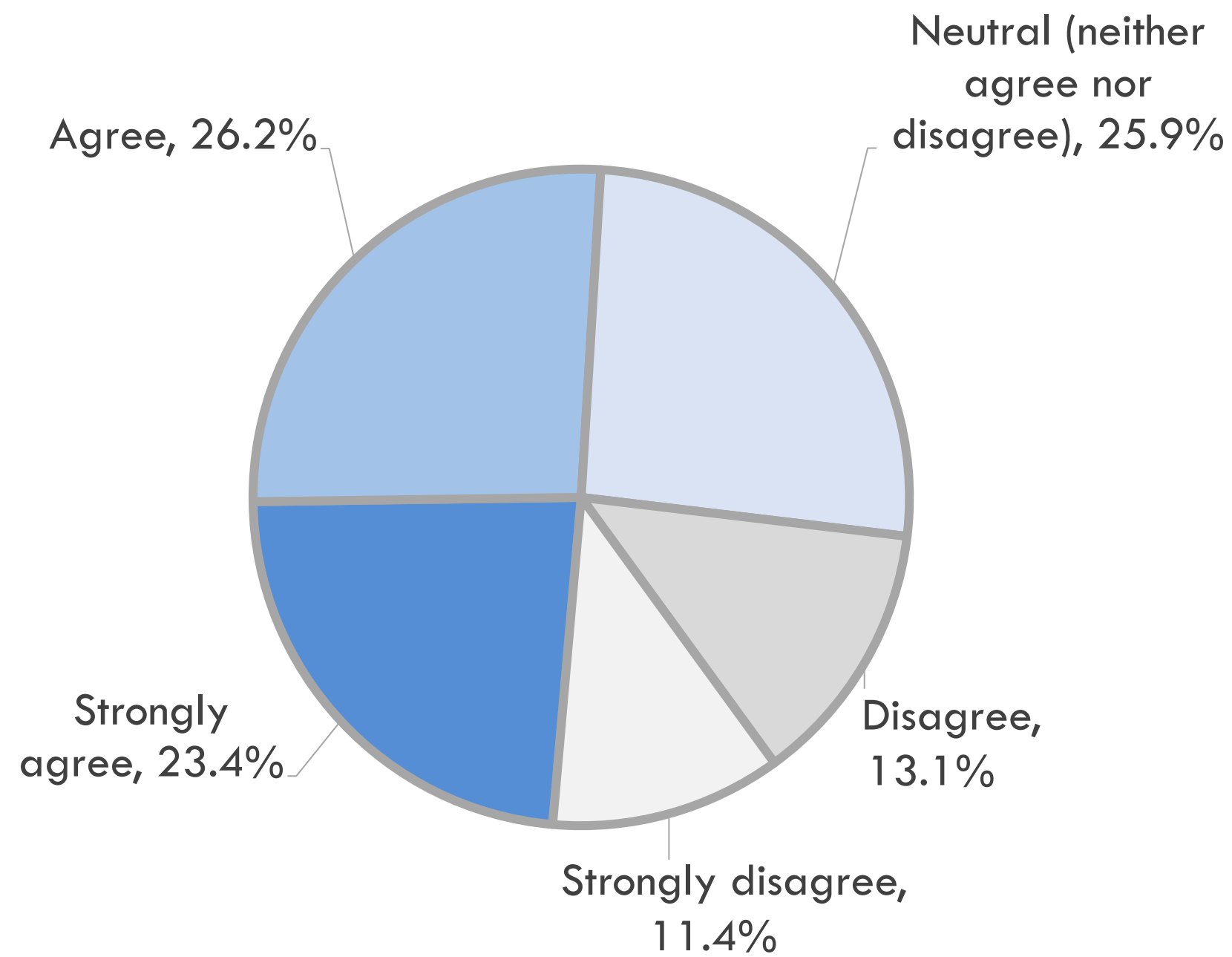

Very important — 44.1%
Important — 26.0%
Somewhat important — 16.0%
Of little importance — 6.1%
Not at all important — 7.8%

70.1%

71.8% Week of Jan 31

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 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

% Important or Very Important

Date	Percentage
Nov 10-12	72.2%
Nov 24-26	71.9%
Dec 8-10	73.5%
Dec 26-28	69.7%
Jan 12-14	73.7%
Jan 26-28	71.8%
Feb 9-11	70.1%

Destination Analysts
DO YOUR RESEARCH
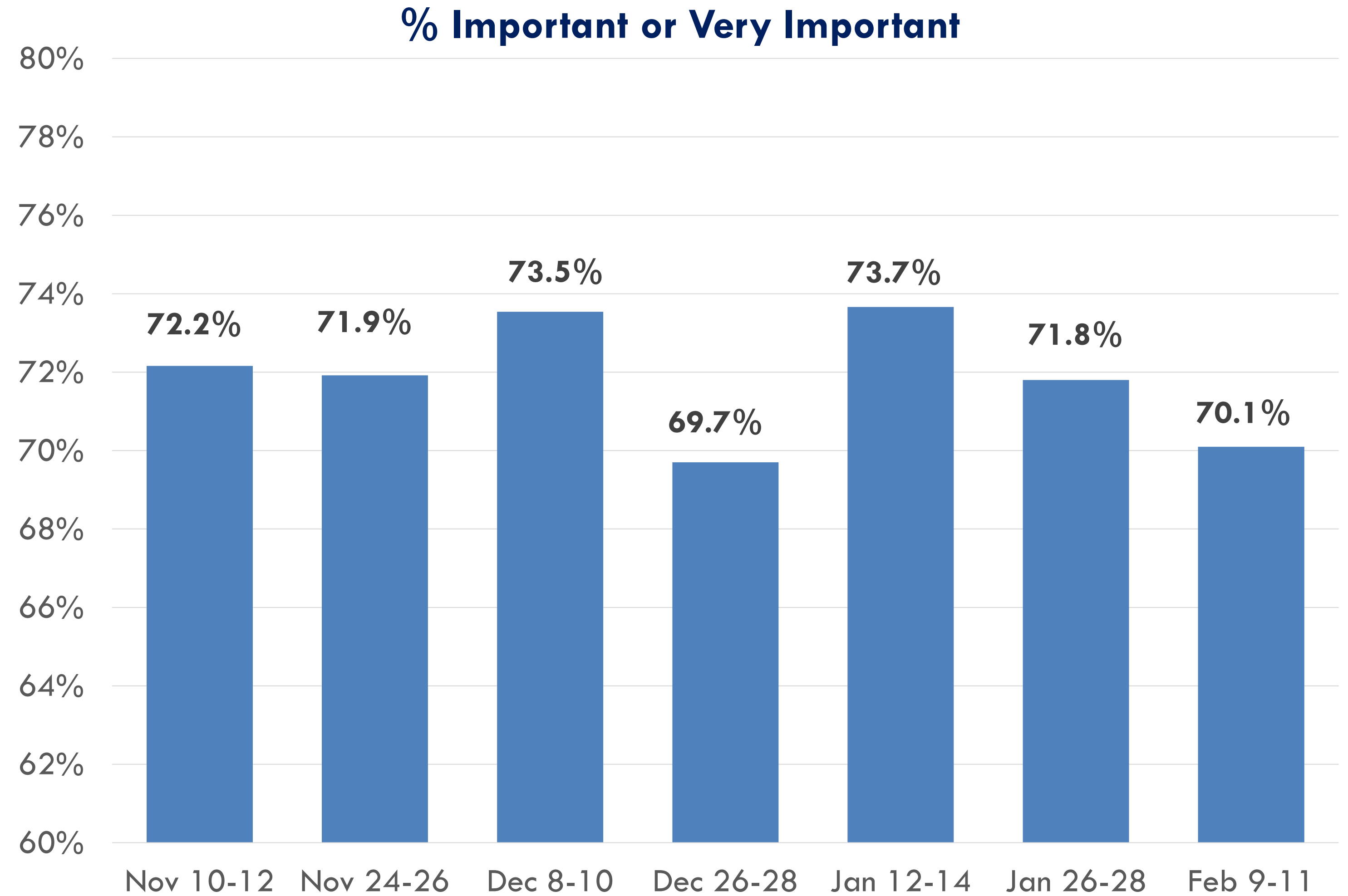
TRAVEL AVOIDANCE

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.

Agree, 26.2%

Neutral (neither agree nor disagree), 25.9%

Strongly agree, 23.4%

Disagree, 13.1%

Strongly disagree, 11.4%

(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Historical data

Agree or Strongly agree
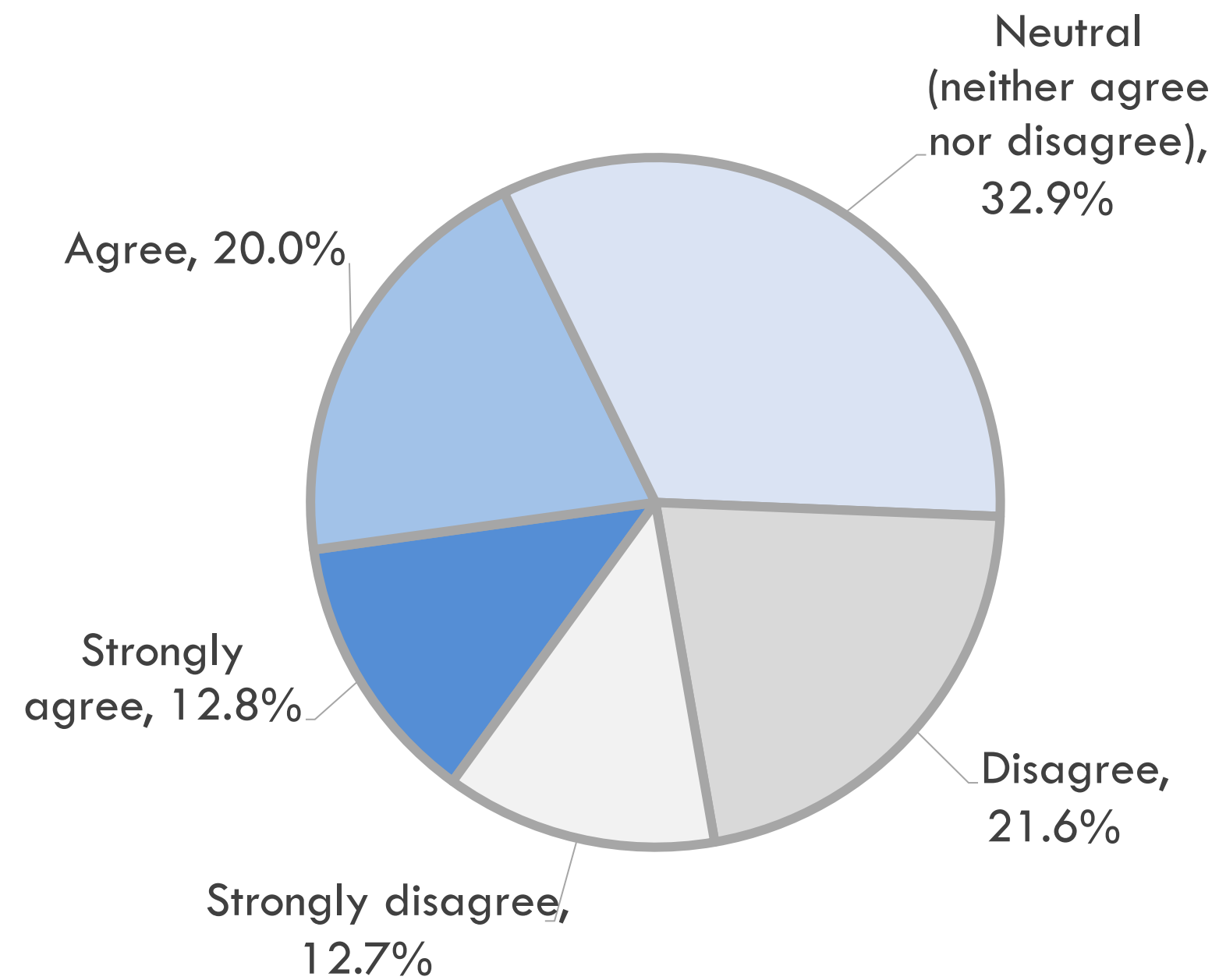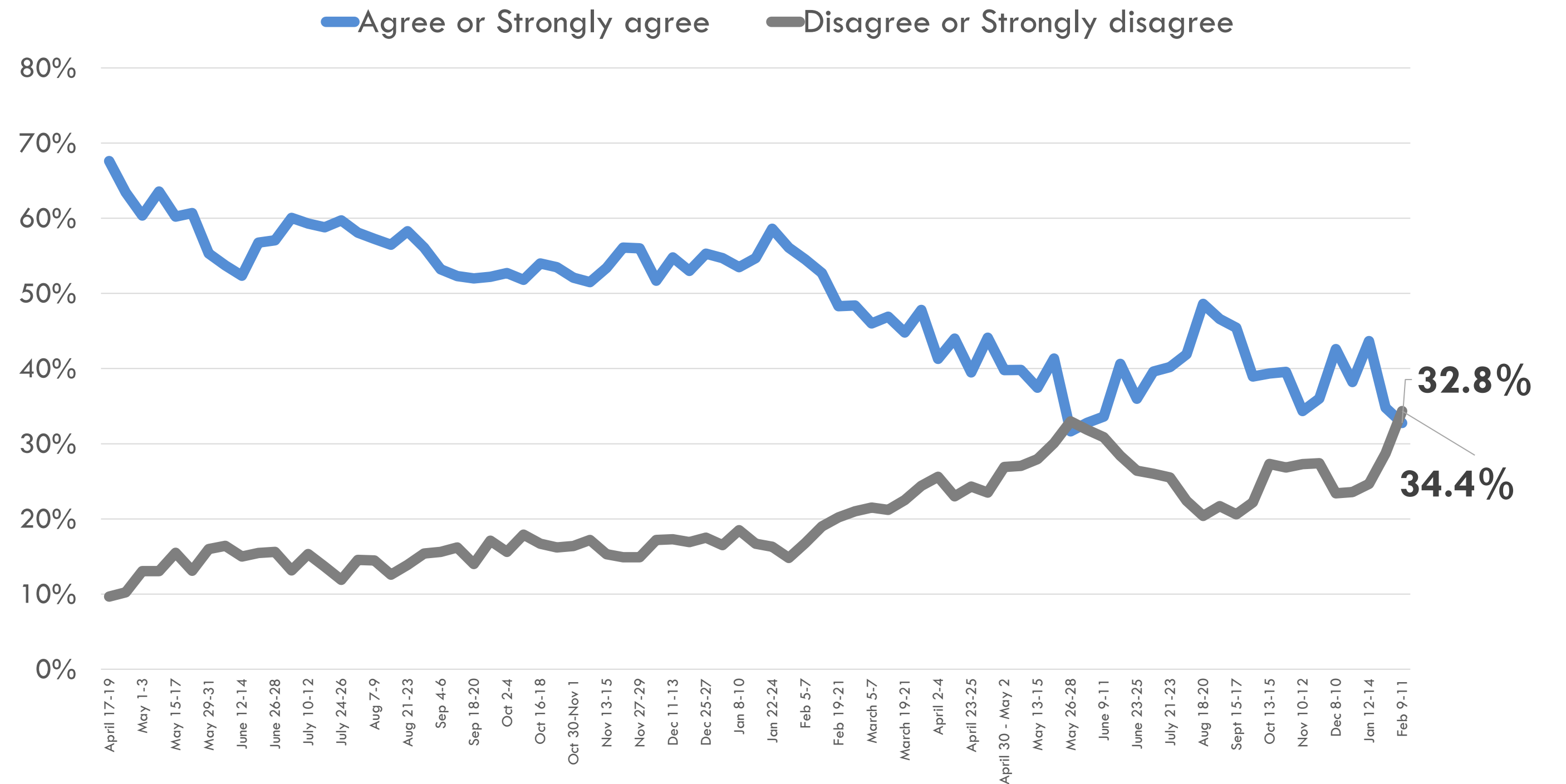
Disagree or Strongly disagree

49.6%

24.5%

Destination Analysts
DO YOUR RESEARCH
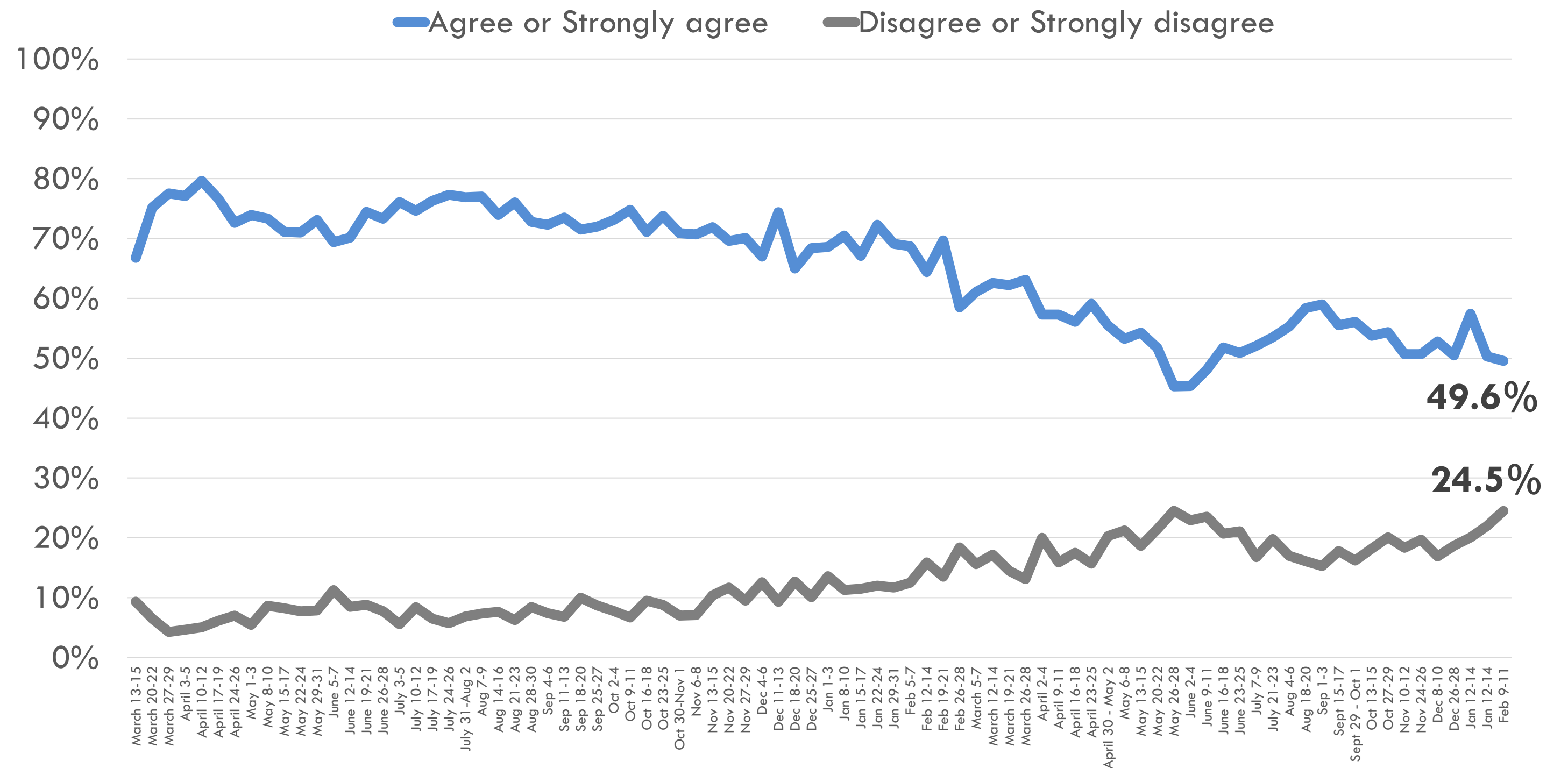
AVOIDING INTERNATIONAL TRAVEL

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.
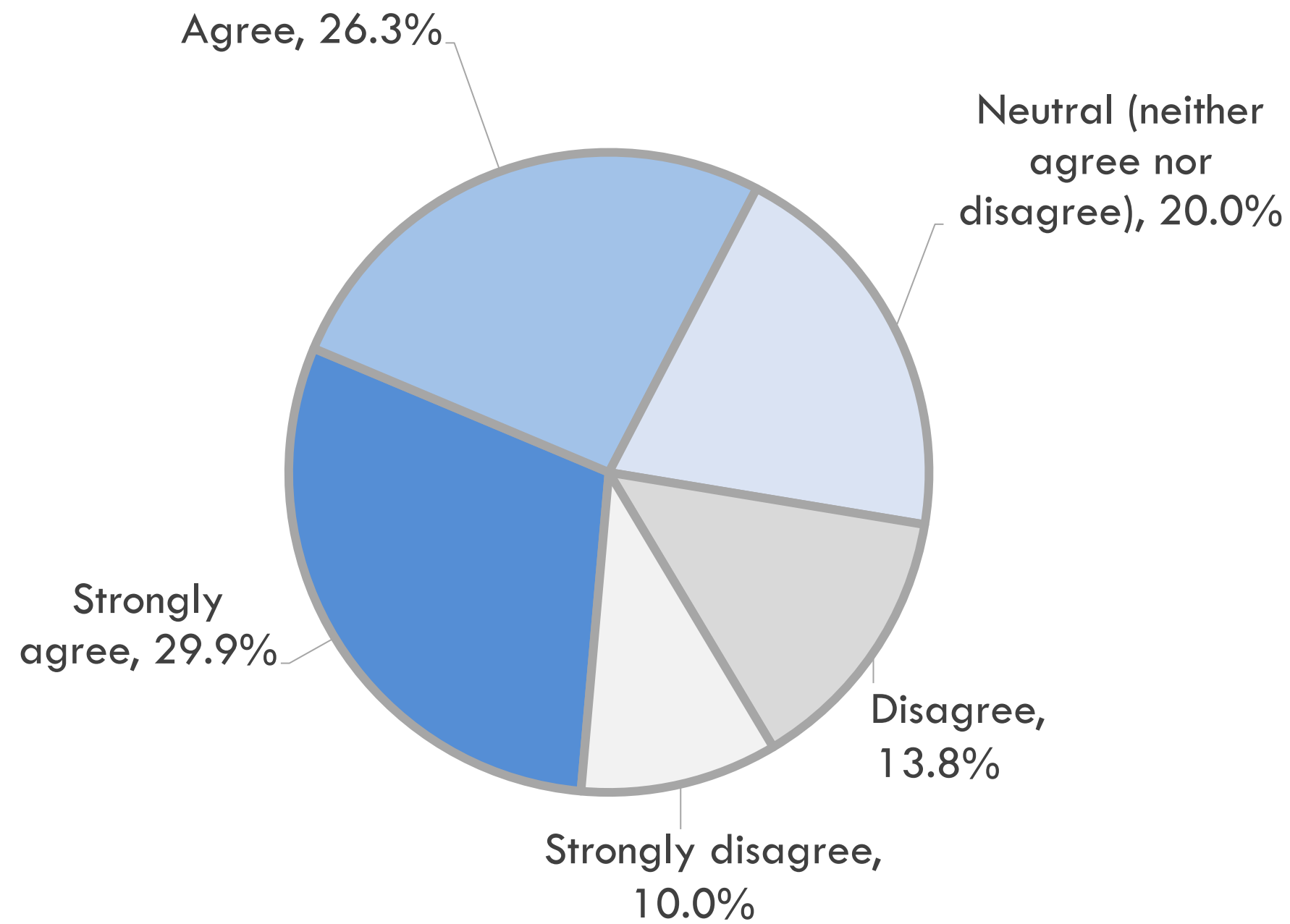
Agree, 26.3%

Neutral (neither agree nor disagree), 20.0%

Strongly agree, 29.9%

Disagree, 13.8%

Strongly disagree, 10.0%

Historical data

— Agree or Strongly agree   — Disagree or Strongly disagree

56.2%

23.8%

(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Destination Analysts
DO YOUR RESEARCH
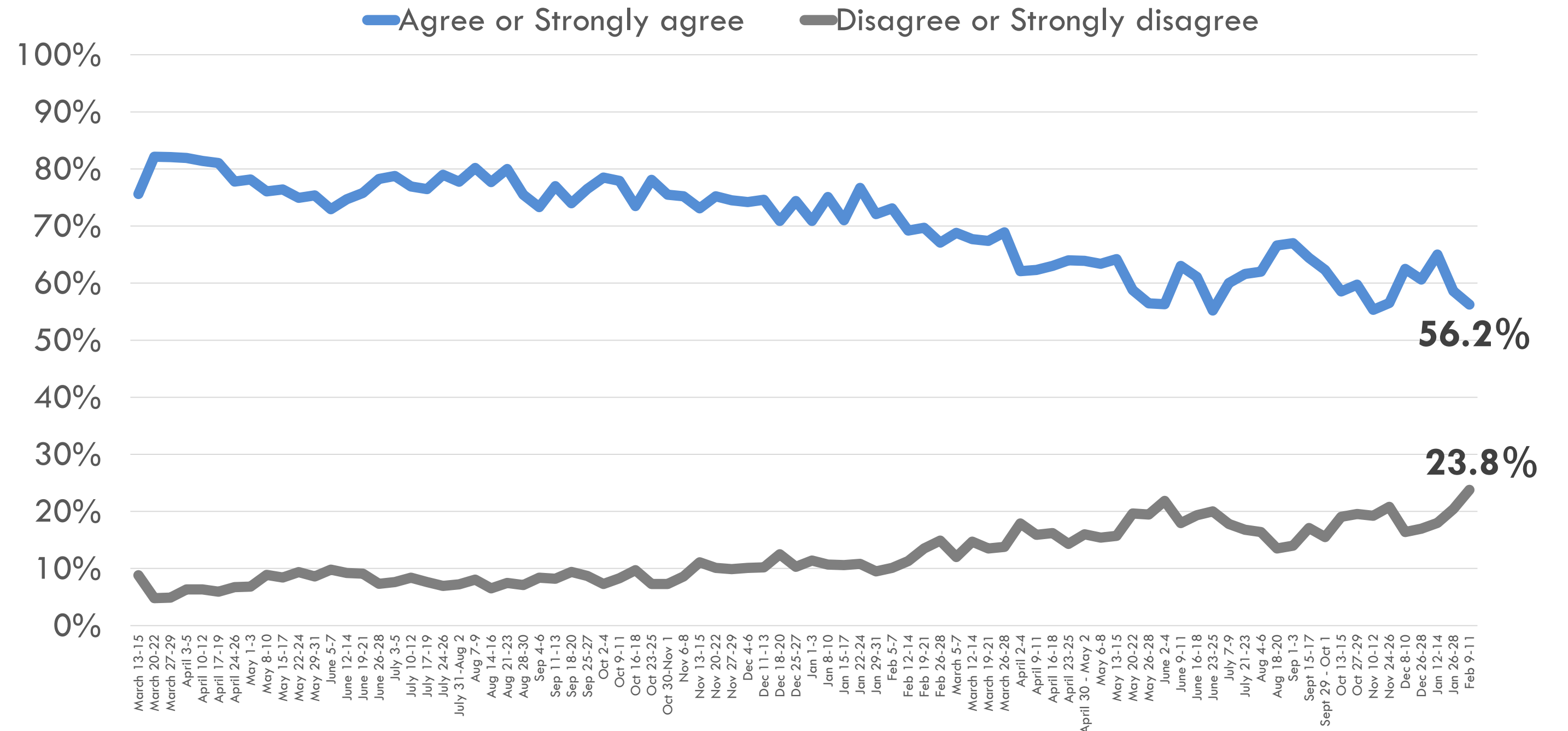
RESIDENT SENTIMENT

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.


Neutral (neither agree nor disagree), 32.9%

Agree, 20.0%

Strongly agree, 12.8%

Strongly disagree, 12.7%

Disagree, 21.6%

Historical data

Agree or Strongly agree — Disagree or Strongly disagree

32.8%

34.4%

(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Destination Analysts
DO YOUR RESEARCH

FEELINGS ABOUT
COVID-19 VACCINES
& VACCINE REQUIREMENTS

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

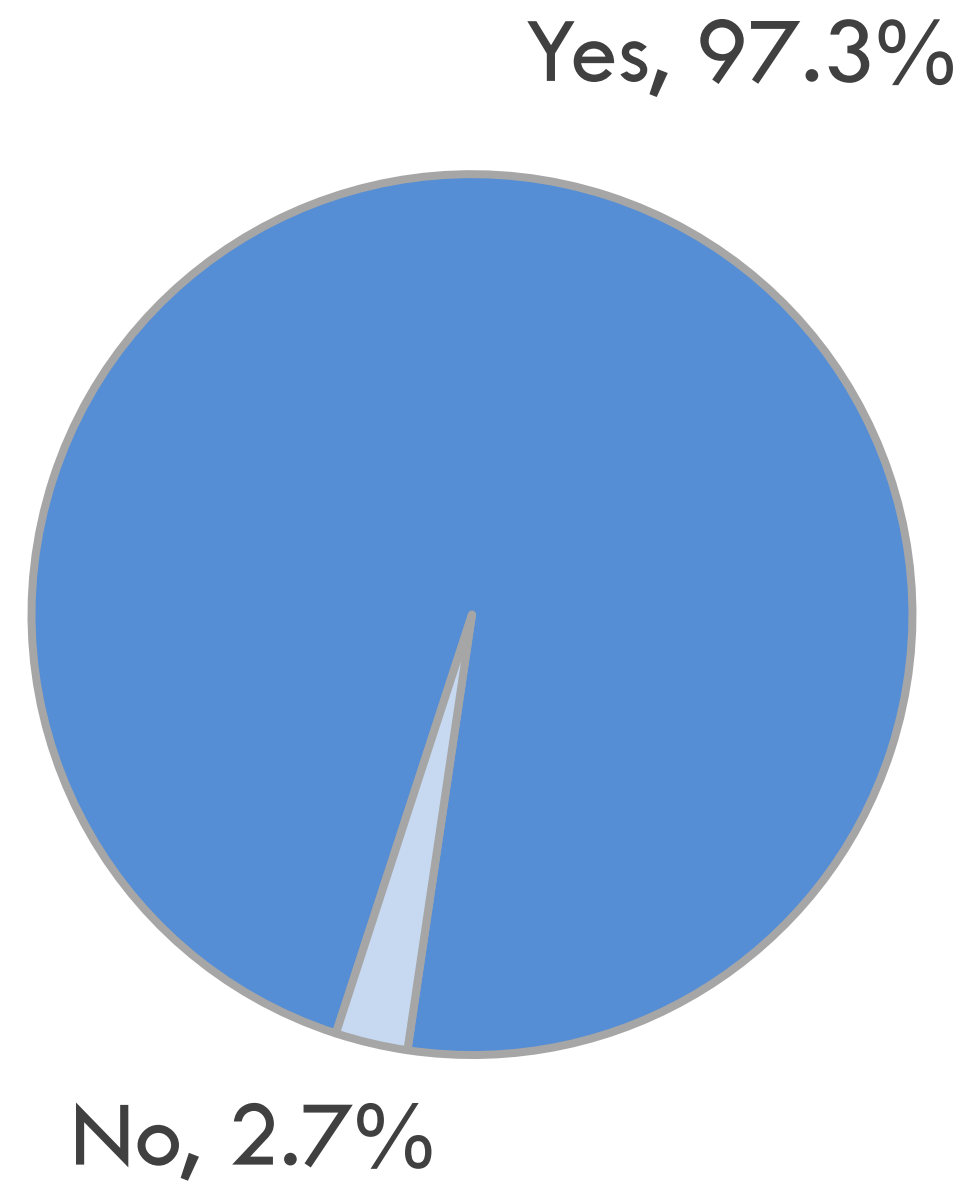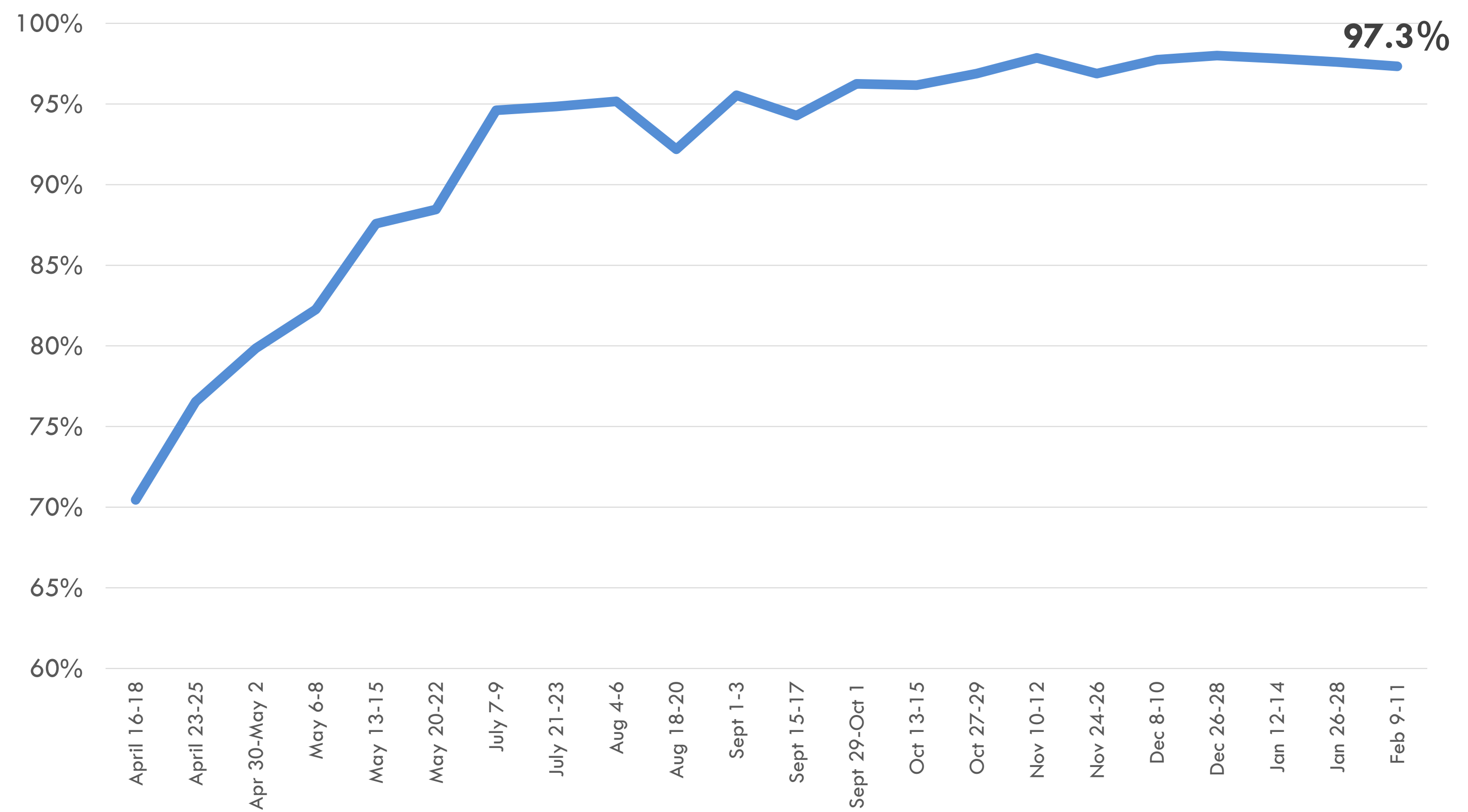**Question:** **Have you personally received a COVID-19 vaccine?**
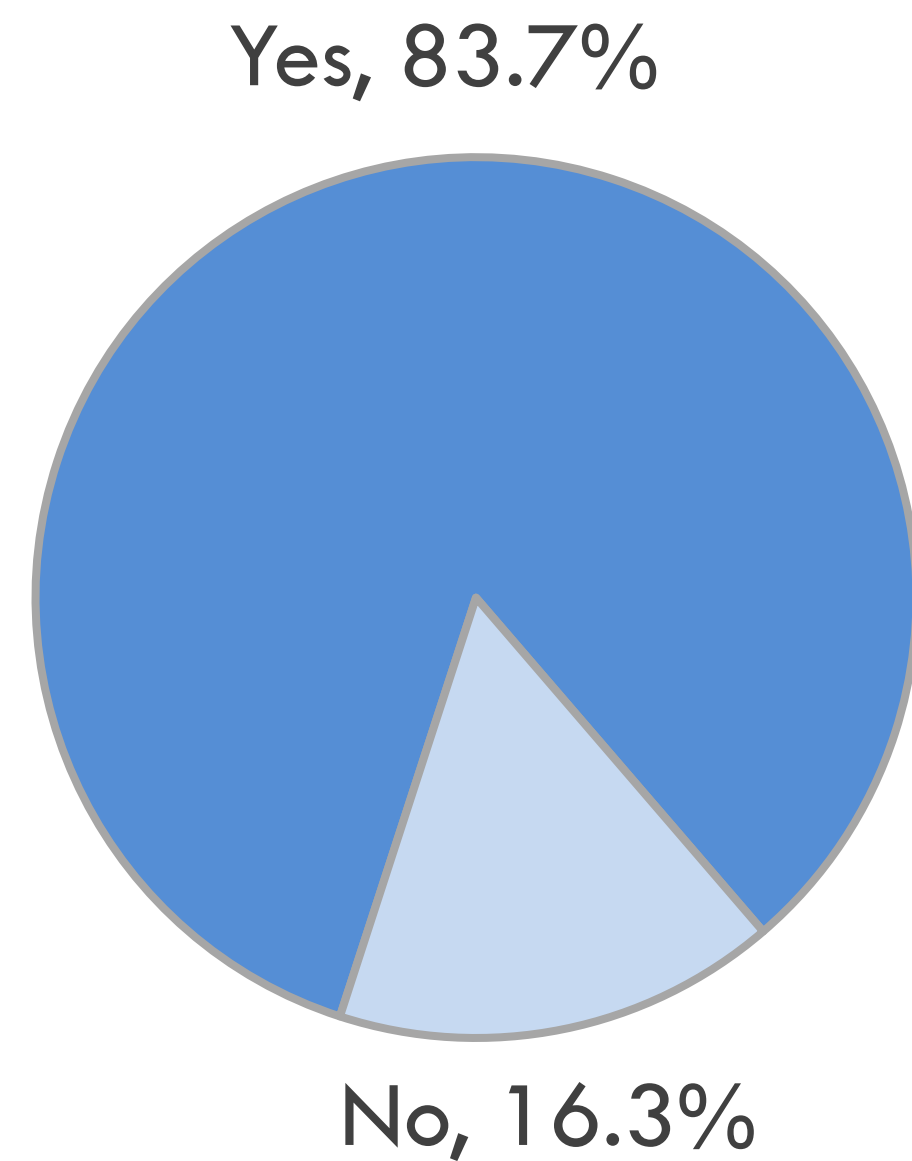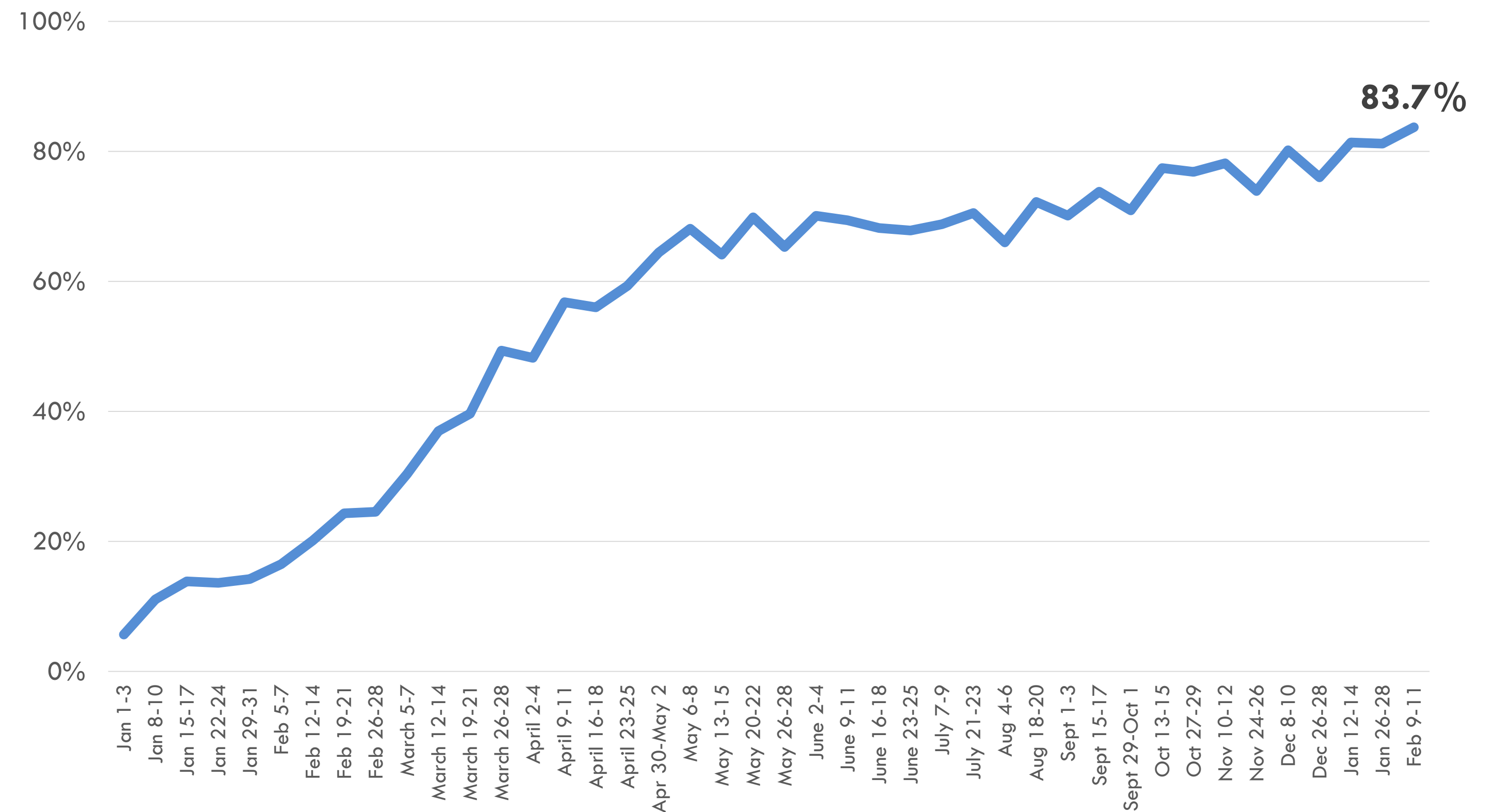
Yes, 83.7%

No, 16.3%

(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Historical data **% Yes**

Destination Analysts
DO YOUR RESEARCH

FULL VACCINATION STATUS (APR 2021–FEB 2022)
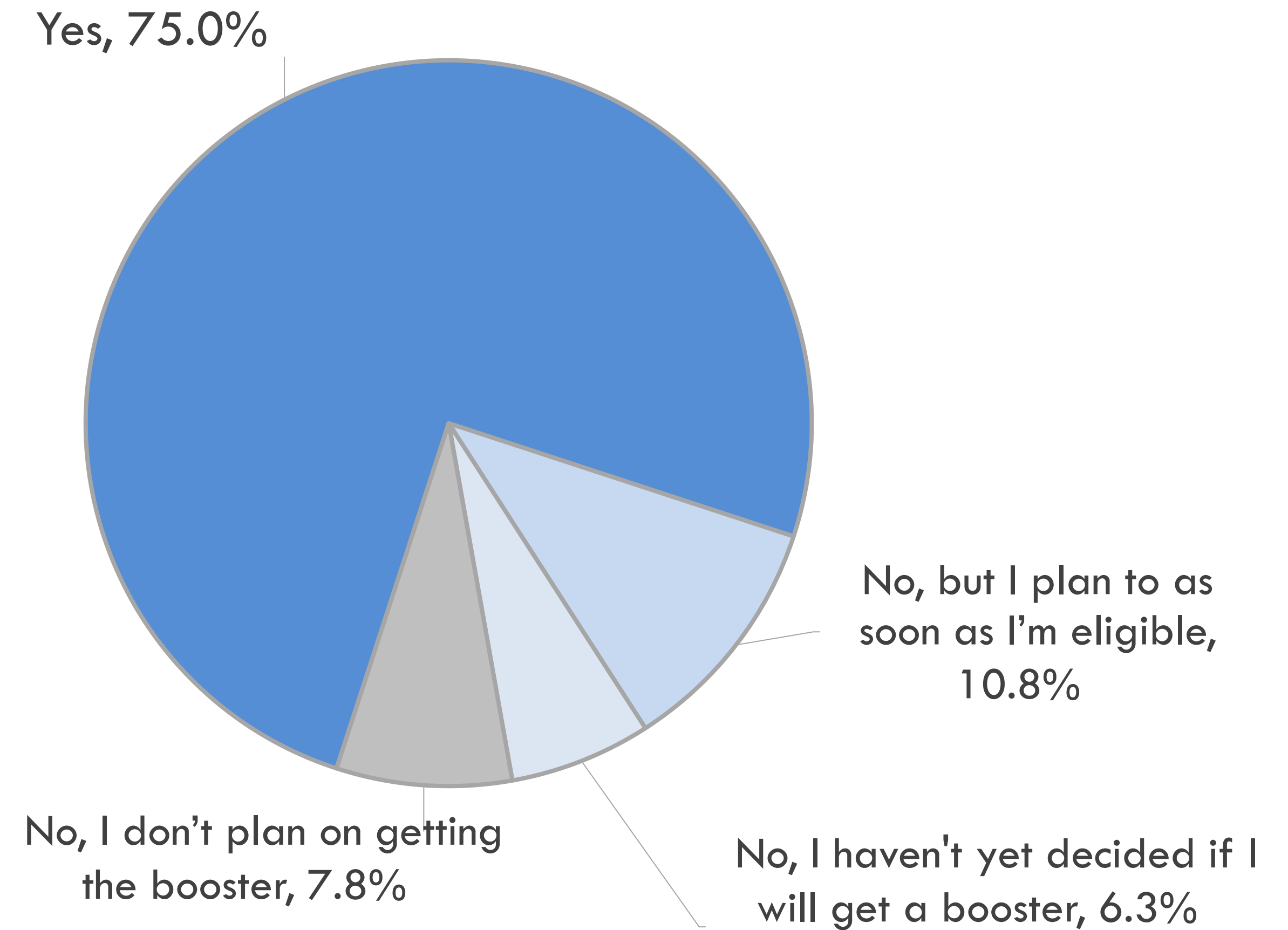
Question: **Are you fully vaccinated?**

Yes, 97.3%

No, 2.7%

(Base: Wave 84 data. All vaccinated respondents, 1,018 completed surveys. Data collected February 9-11, 2022)

Historical data **% Yes**

97.3%

April 16-18 · April 23-25 · Apr 30-May 2 · May 6-8 · May 13-15 · May 20-22 · July 7-9 · July 21-23 · Aug 4-6 · Aug 18-20 · Sept 1-3 · Sept 15-17 · Sept 29-Oct 1 · Oct 13-15 · Oct 27-29 · Nov 10-12 · Nov 24-26 · Dec 8-10 · Dec 26-28 · Jan 12-14 · Jan 26-28 · Feb 9-11

Destination Analysts
DO YOUR RESEARCH

RECEIVED A COVID-19 BOOSTER

Question: **Have you received a COVID vaccine booster?**

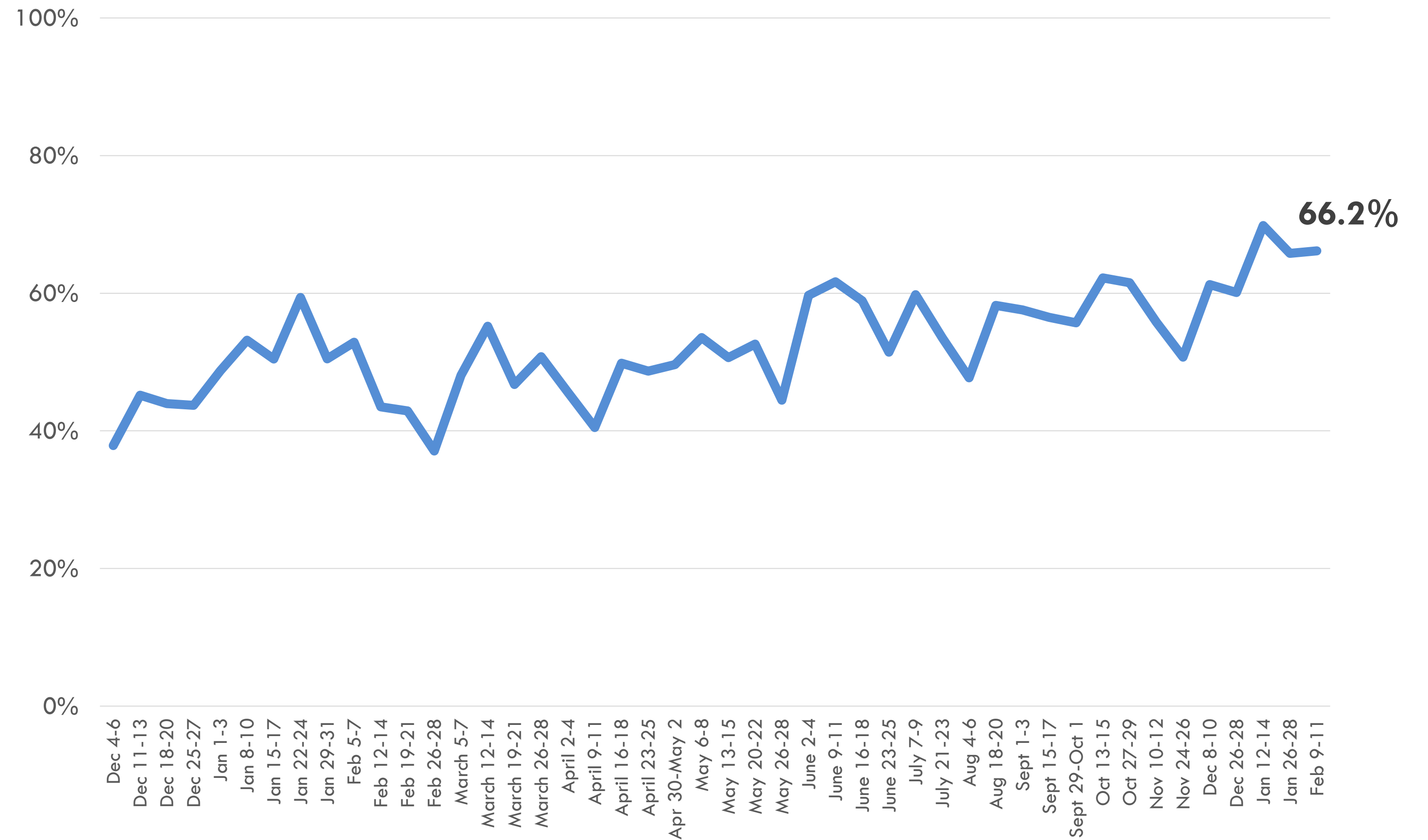*(Base: Wave 84 data. All vaccinated respondents, 1,018 completed surveys. Data collected February 9-11, 2022)*

Yes, 75.0%

No, but I plan to as soon as I'm eligible, 10.8%

No, I haven't yet decided if I will get a booster, 6.3%

No, I don't plan on getting the booster, 7.8%

Destination Analysts
DO YOUR RESEARCH

VACCINES FOR CHILDREN (DEC 2020 – FEB 2022)

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

Yes, 66.2%

66.2%

No, 19.0%

I don't know, 3.0%

Maybe, 11.9%
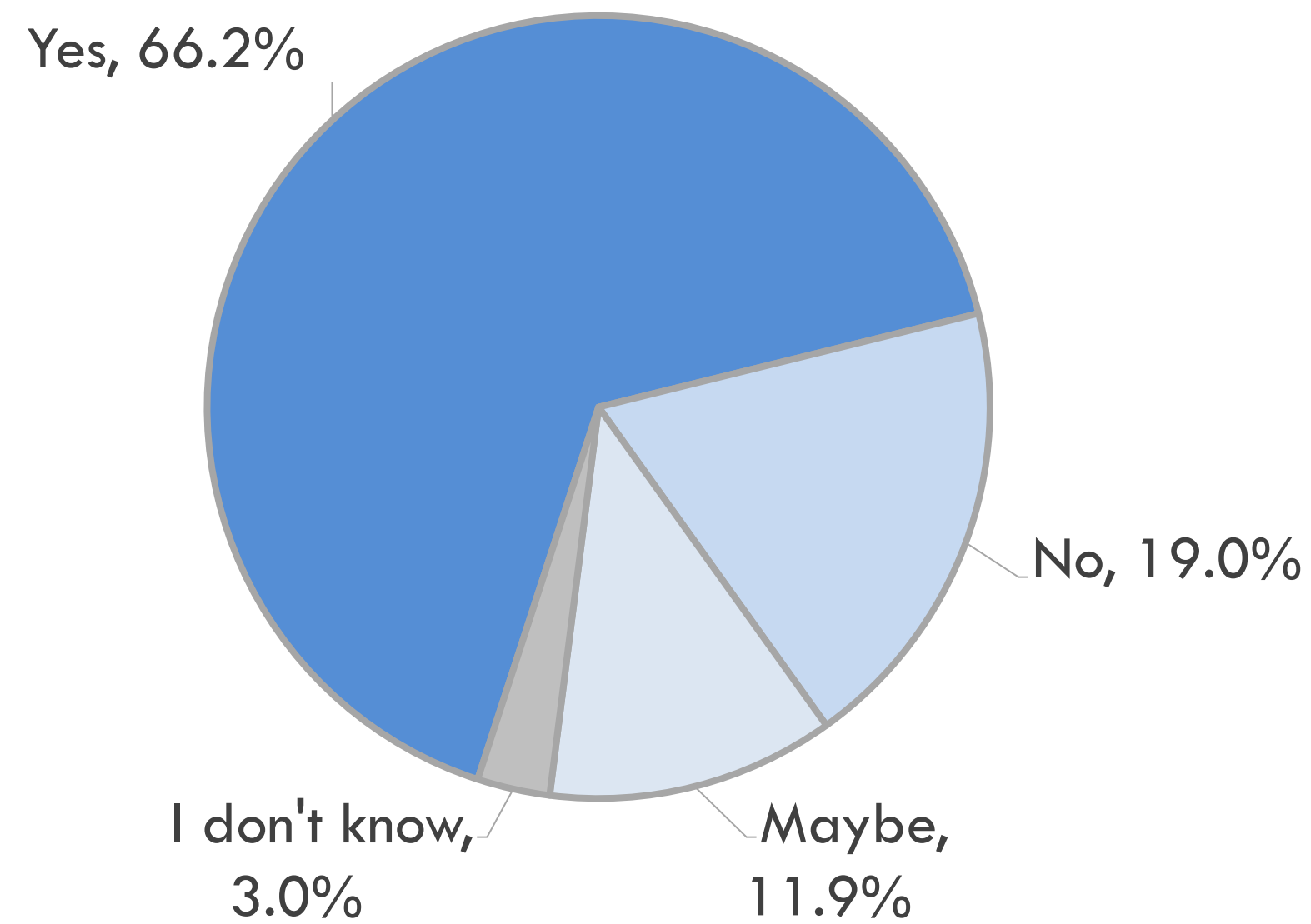
(Base: Wave 84 data. All respondents with school-aged children, 441 completed surveys. Data collected February 9-11, 2022)
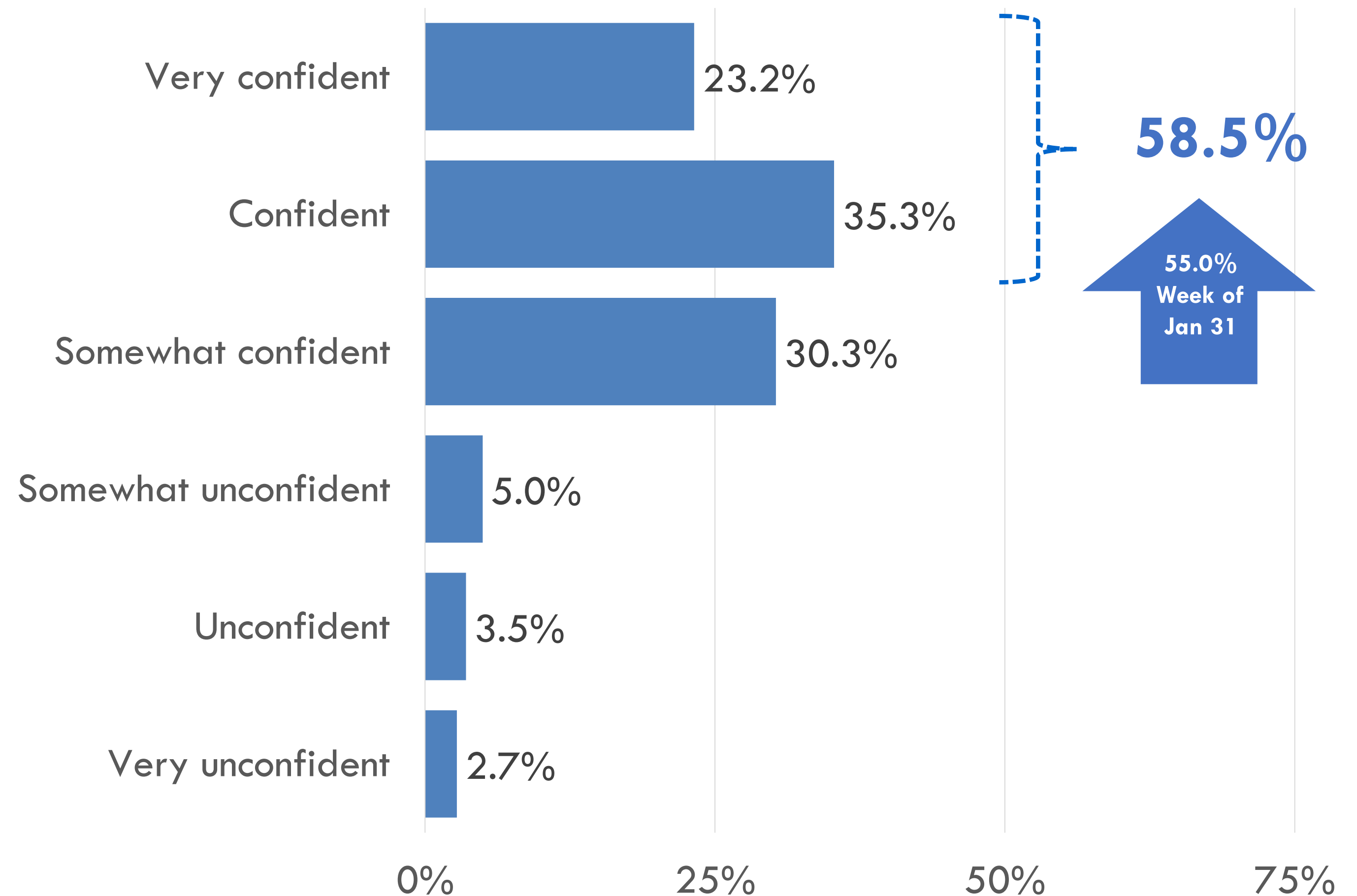
Historical data   **% Yes**

Destination Analysts
DO YOUR RESEARCH
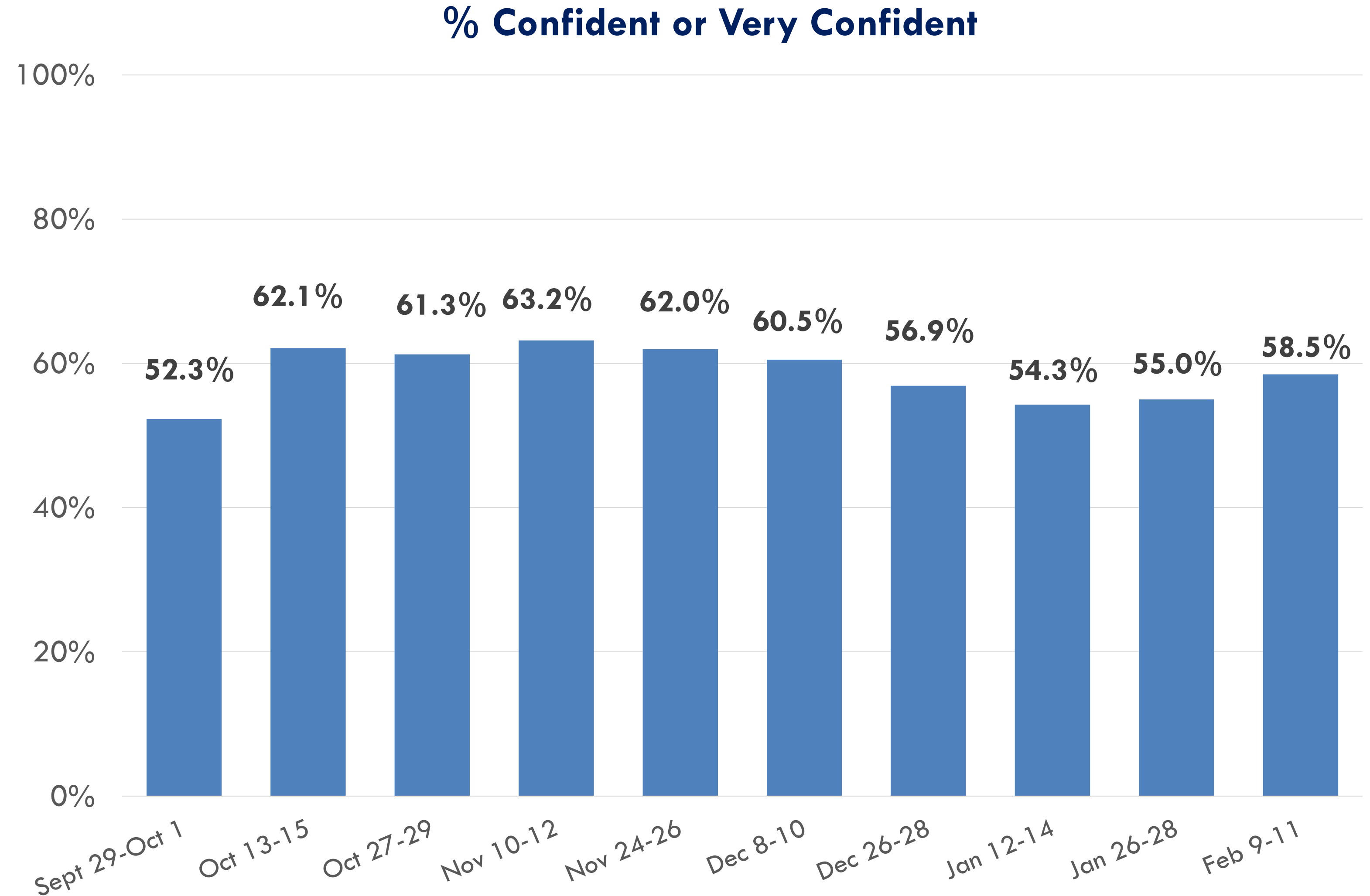
CONFIDENCE IN SAFETY PROVIDED BY THE VACCINE

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

(Base: Wave 84 data. All vaccinated respondents, 1,018 completed surveys. Data collected February 9-11, 2022)

Very confident — 23.2%

Confident — 35.3%

Somewhat confident — 30.3%

Somewhat unconfident — 5.0%

Unconfident — 3.5%

Very unconfident — 2.7%

0%   25%   50%   75%

58.5%

55.0% Week of Jan 31

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)

% Confident or Very Confident

Date	% Confident or Very Confident
Sept 29-Oct 1	52.3%
Oct 13-15	62.1%
Oct 27-29	61.3%
Nov 10-12	63.2%
Nov 24-26	62.0%
Dec 8-10	60.5%
Dec 26-28	56.9%
Jan 12-14	54.3%
Jan 26-28	55.0%
Feb 9-11	58.5%

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.
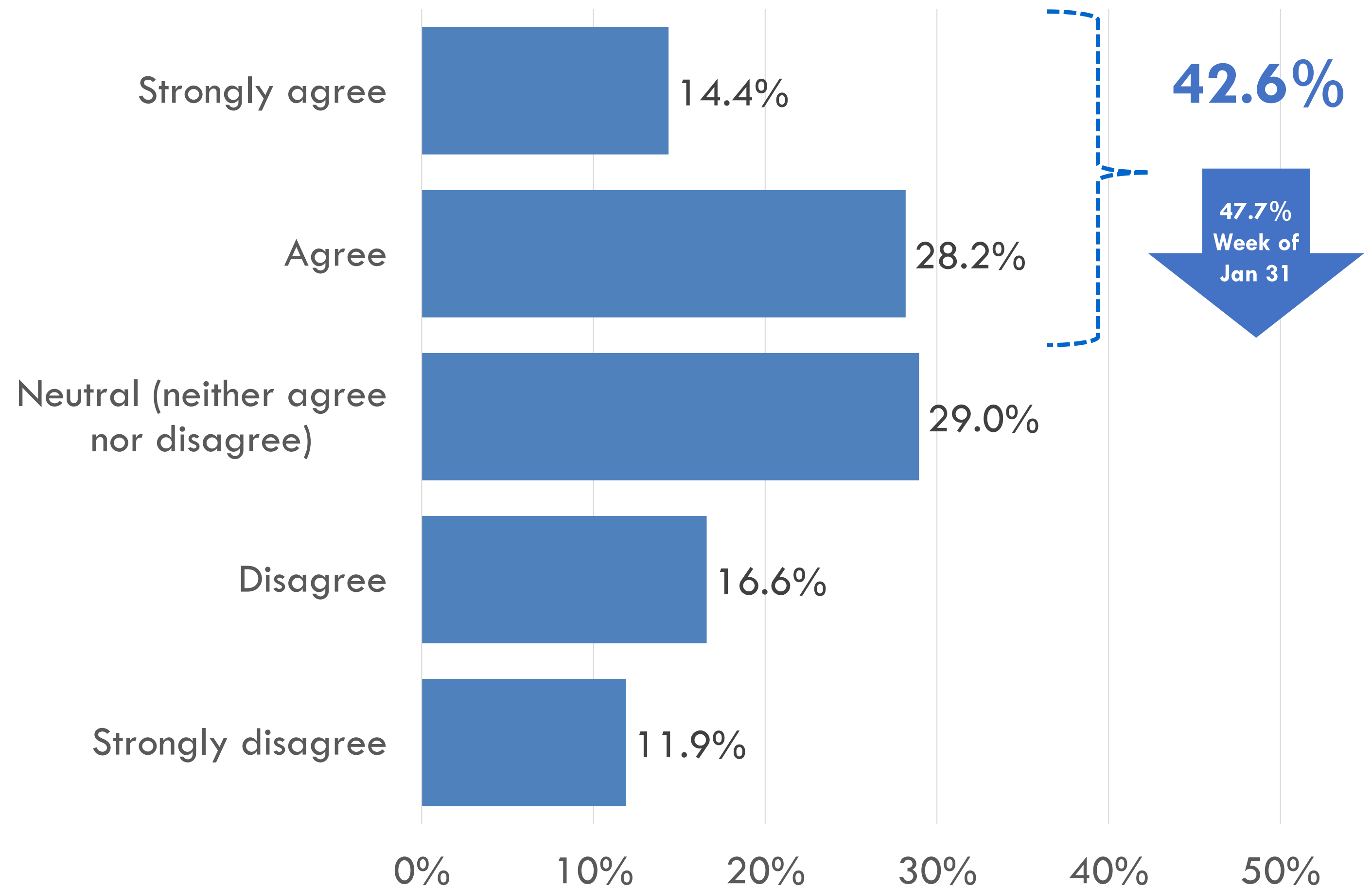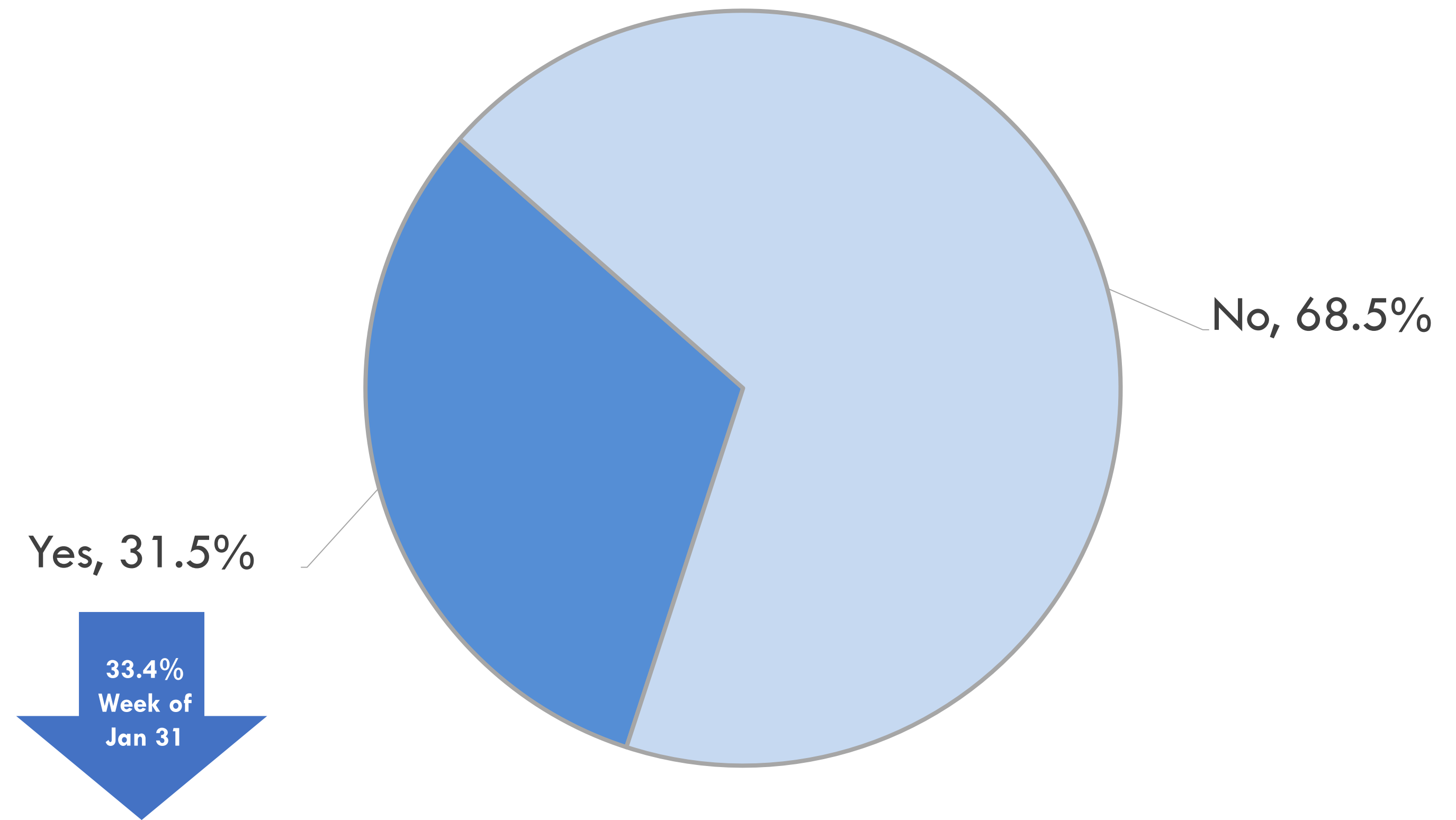
(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Strongly agree — 14.4%

Agree — 28.2%

Neutral (neither agree nor disagree) — 29.0%

Disagree — 16.6%

Strongly disagree — 11.9%

42.6%

47.7% Week of Jan 31

Destination Analysts
DO YOUR RESEARCH

IMPACT OF OMICRON ON TRAVEL BEHAVIOR

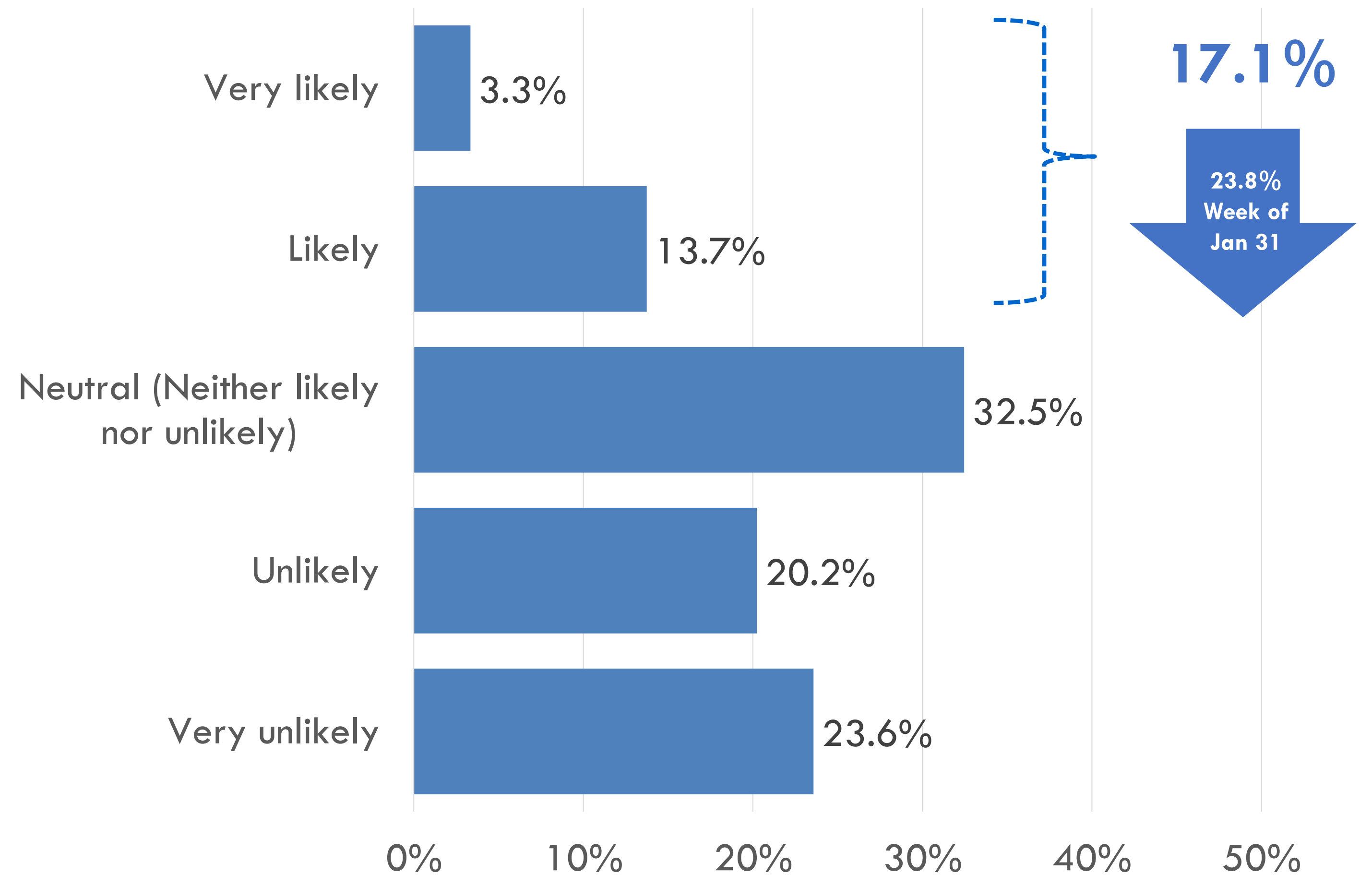**Question:** At this point, has the newly discovered "Omicron variant" impacted your travels in any way?

(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

No, 68.5%

Yes, 31.5%

**33.4%
Week of
Jan 31**

Destination Analysts
DO YOUR RESEARCH

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 84 data. All respondents whose travel has not been affected by the variant, 822 completed surveys. Data collected February 9-11, 2022)

Response	Percentage
Very likely	3.3%
Likely	13.7%
Neutral (Neither likely nor unlikely)	32.5%
Unlikely	20.2%
Very unlikely	23.6%

17.1%

23.8%
Week of
Jan 31

Destination Analysts
DO YOUR RESEARCH

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 (31.5% of respondents)**

(Base: Wave 84 data. All respondents whose travel has been impacted by the Omicron variant, 386 completed surveys. Data collected February 9-11, 2022)

Yes, 72.0%

68.8% Week of Jan 31

No, 28.0%
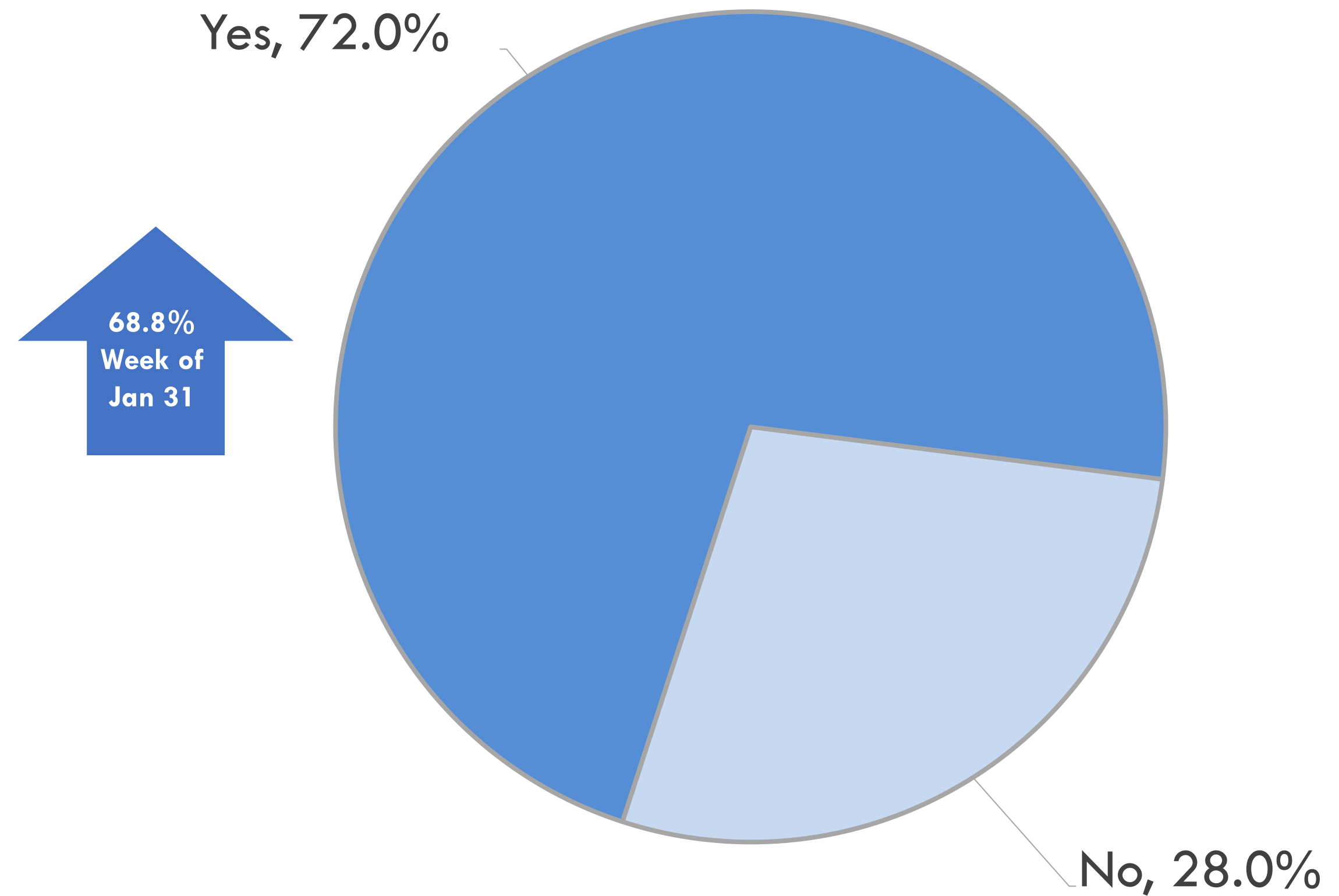
TRIPS CANCELLED DUE TO OMICRON

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 (31.5% of respondents)**

(Base: Wave 84 data. All respondents whose travel has been impacted by the Omicron variant, 386 completed surveys. Data collected February 9-11, 2022)
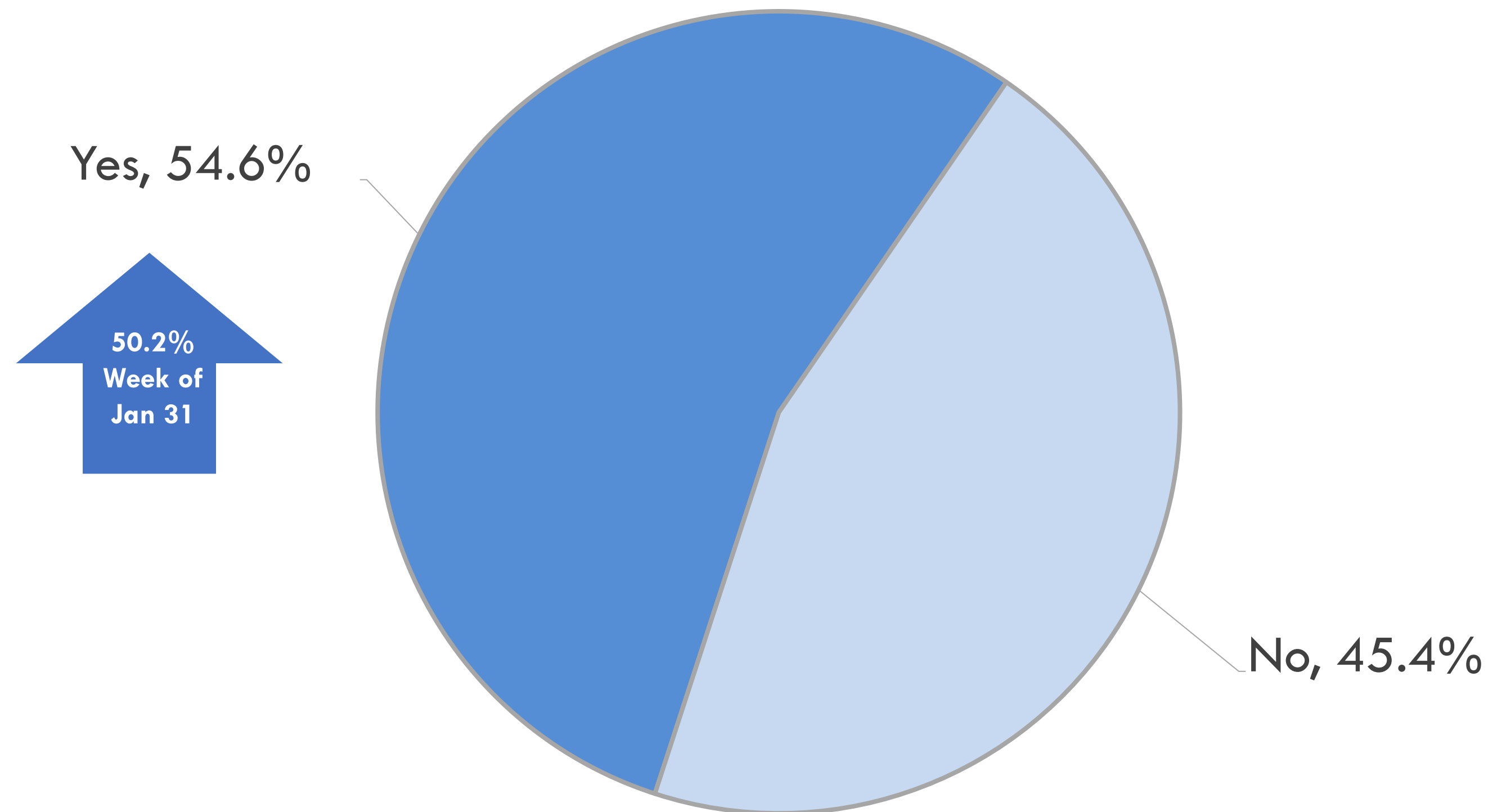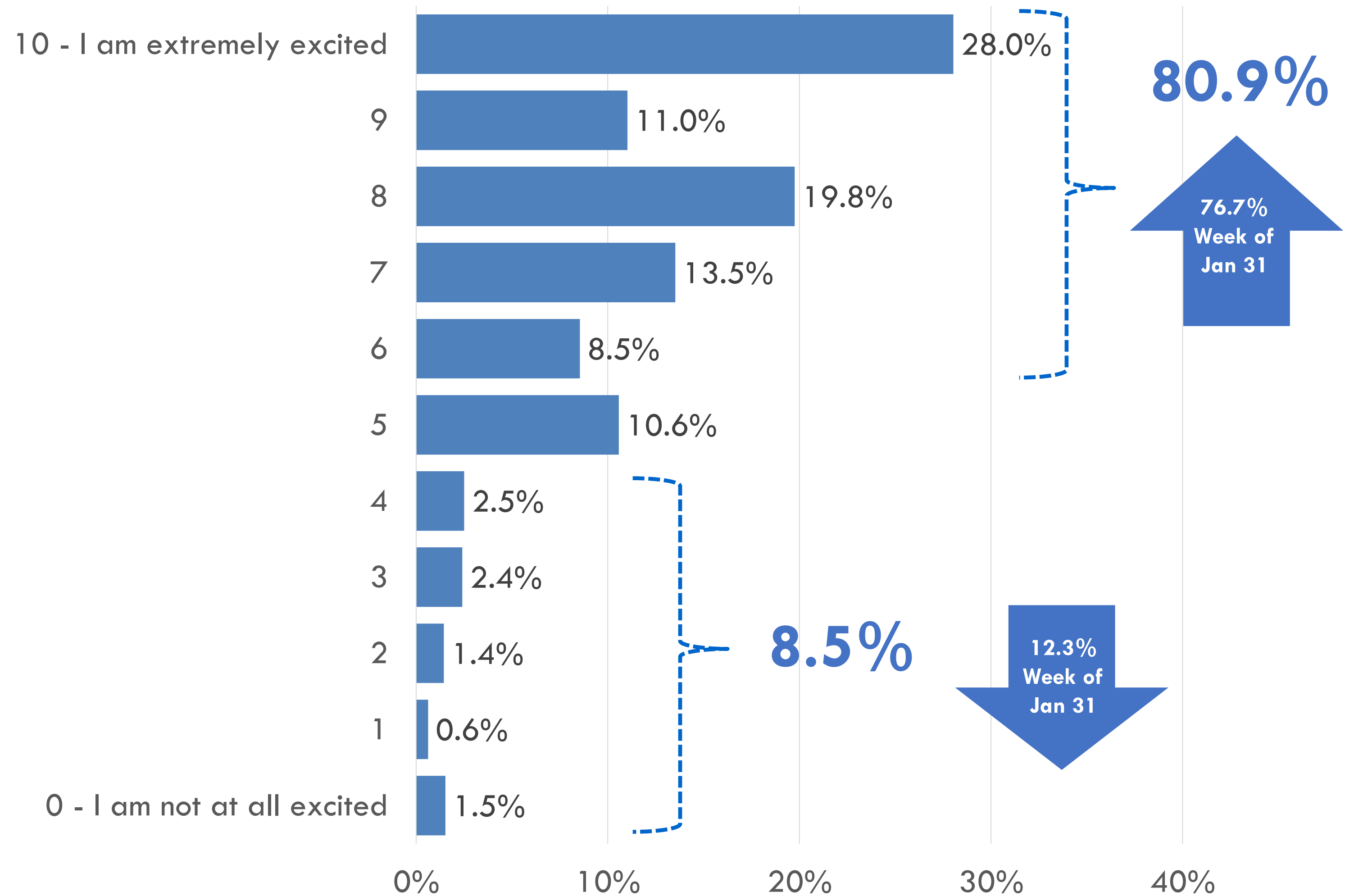
Yes, 54.6%

50.2%
Week of
Jan 31

No, 45.4%

Destination Analysts
DO YOUR RESEARCH

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 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Scale	Percentage
10 - I am extremely excited	28.0%
9	11.0%
8	19.8%
7	13.5%
6	8.5%
5	10.6%
4	2.5%
3	2.4%
2	1.4%
1	0.6%
0 - I am not at all excited	1.5%

80.9%

76.7% Week of Jan 31

8.5%

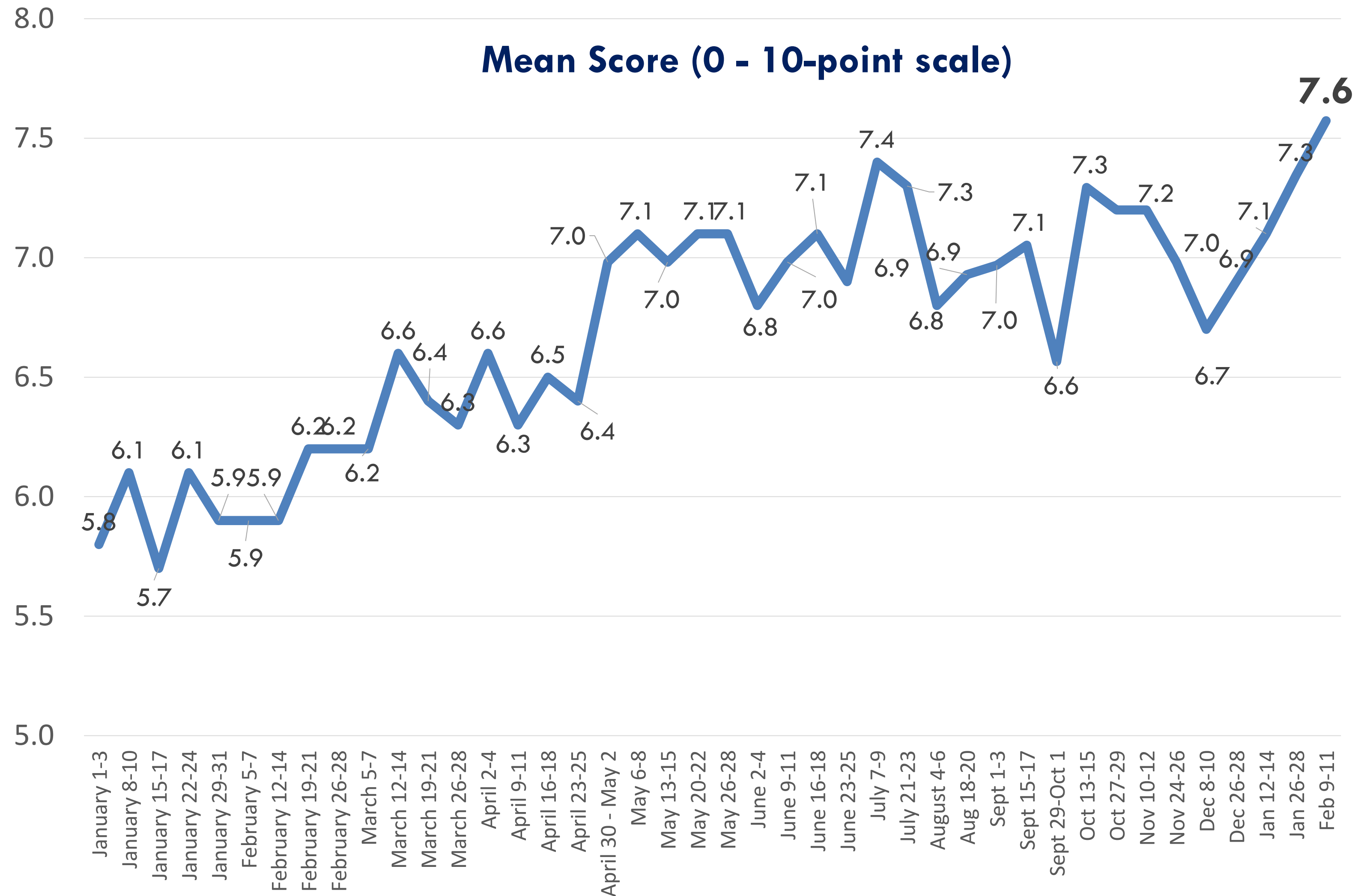12.3% Week of Jan 31

Destination Analysts
DO YOUR RESEARCH

Question: Which best describes how excited you are about <u>LEISURE TRAVEL</u> in the NEXT TWELVE (12) MONTHS? (Please answer using the 11-point scale below)
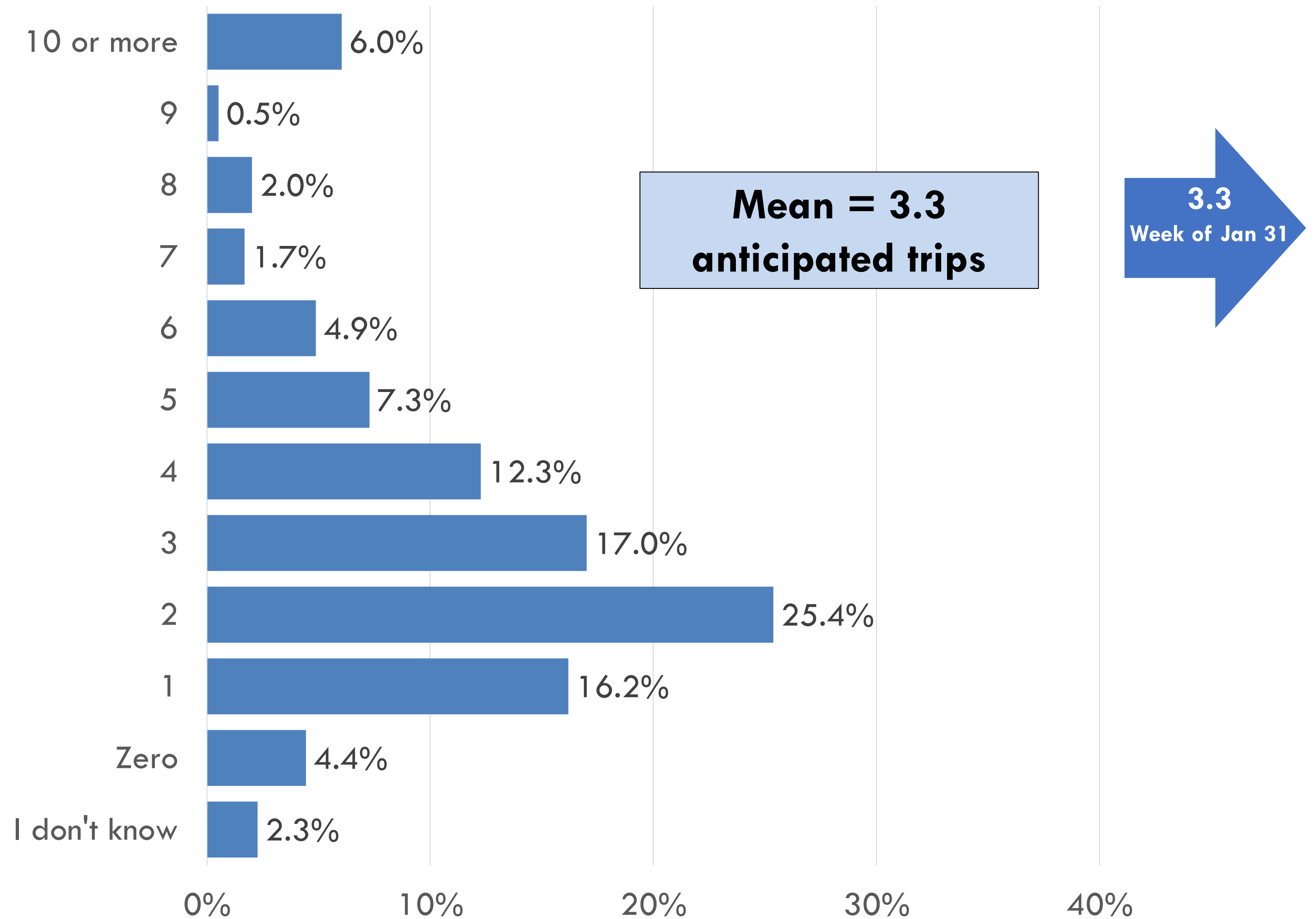
Mean Score (0 – 10-point scale)

More Excitement

Less Excitement

Destination Analysts
DO YOUR RESEARCH

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 84 data. All respondents, 1,175 completed surveys. Data collected February 9-11, 2022)

Category	Percentage
10 or more	6.0%
9	0.5%
8	2.0%
7	1.7%
6	4.9%
5	7.3%
4	12.3%
3	17.0%
2	25.4%
1	16.2%
Zero	4.4%
I don't know	2.3%

Mean = 3.3 anticipated trips

3.3 Week of Jan 31

Destination Analysts
DO YOUR RESEARCH

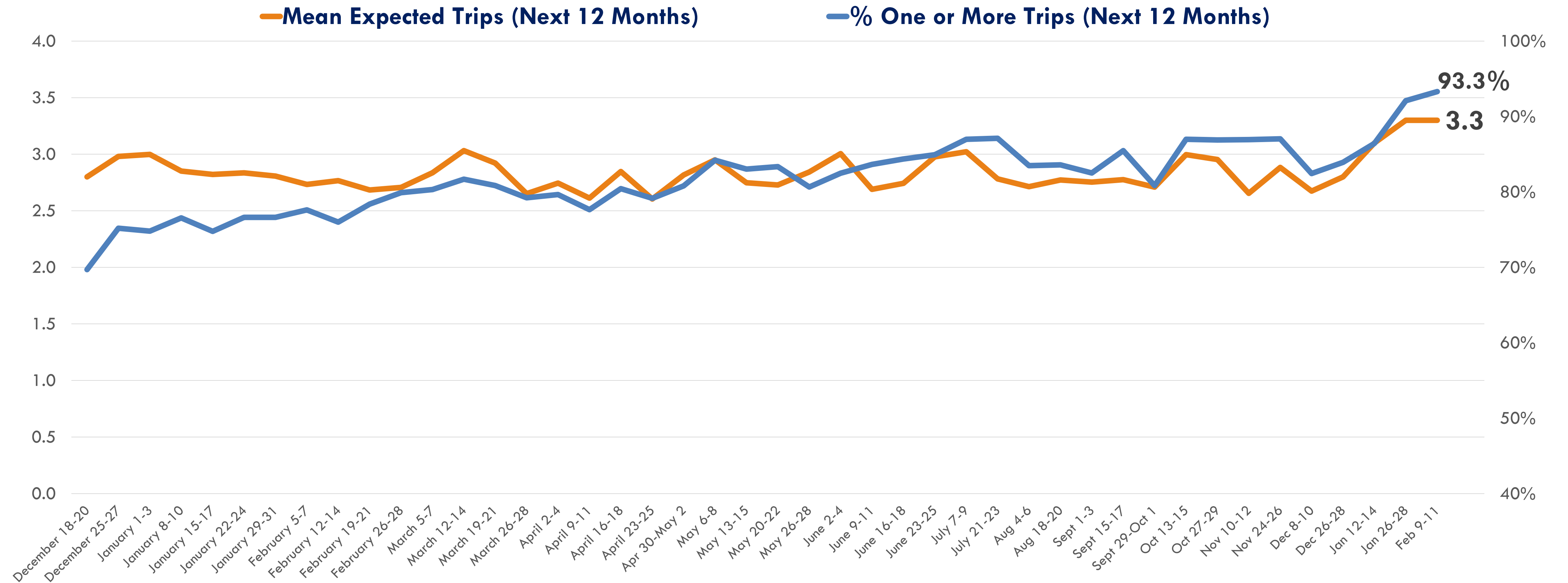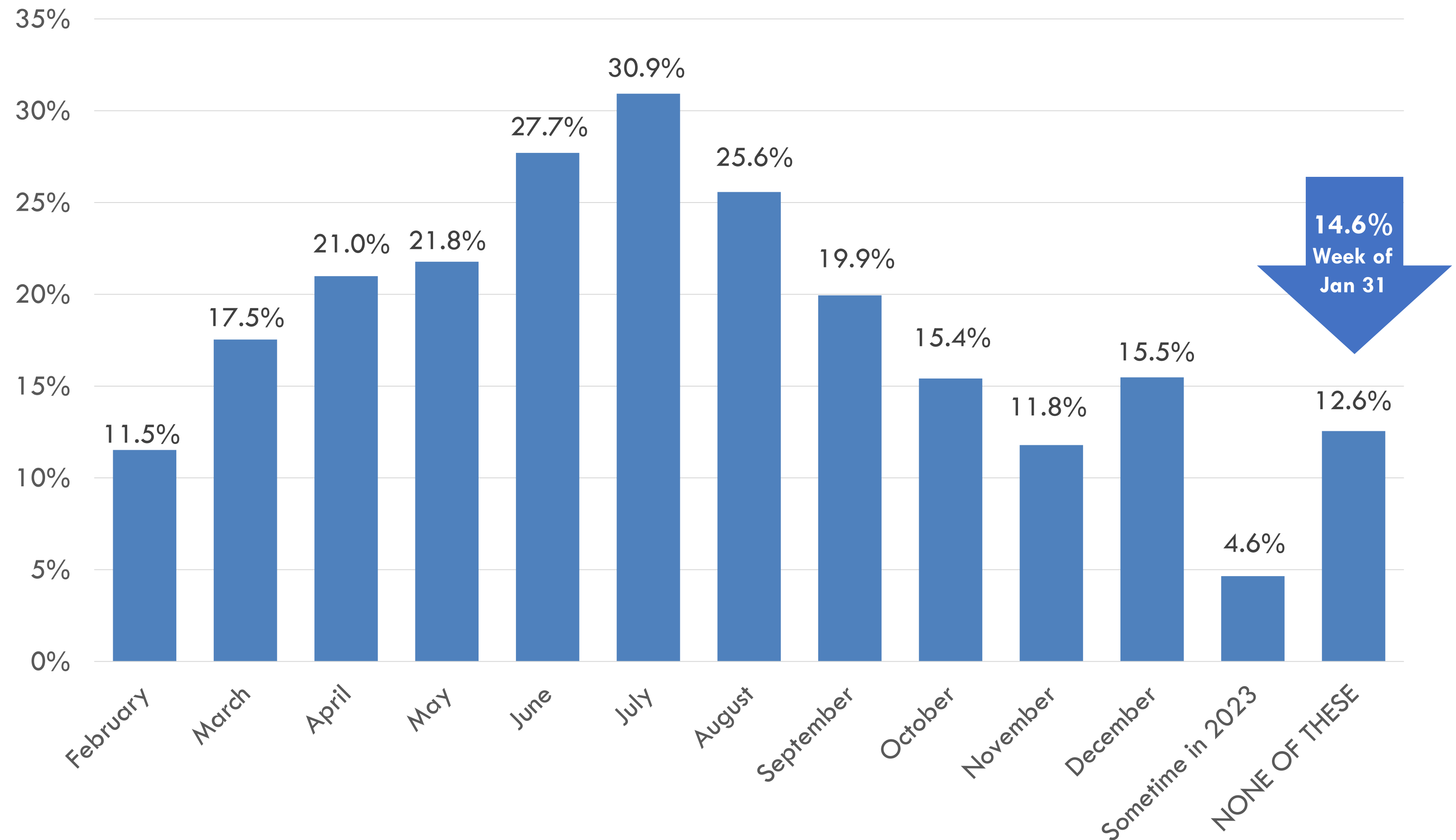# NUMBER OF LEISURE TRIPS ANTICIPATED IN THE NEXT 12 MONTHS

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

Destination Analysts
DO YOUR RESEARCH

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 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Chart data:
- February: 11.5%
- March: 17.5%
- April: 21.0%
- May: 21.8%
- June: 27.7%
- July: 30.9%
- August: 25.6%
- September: 19.9%
- October: 15.4%
- November: 11.8%
- December: 15.5%
- Sometime in 2023: 4.6%
- NONE OF THESE: 12.6%

14.6% Week of Jan 31

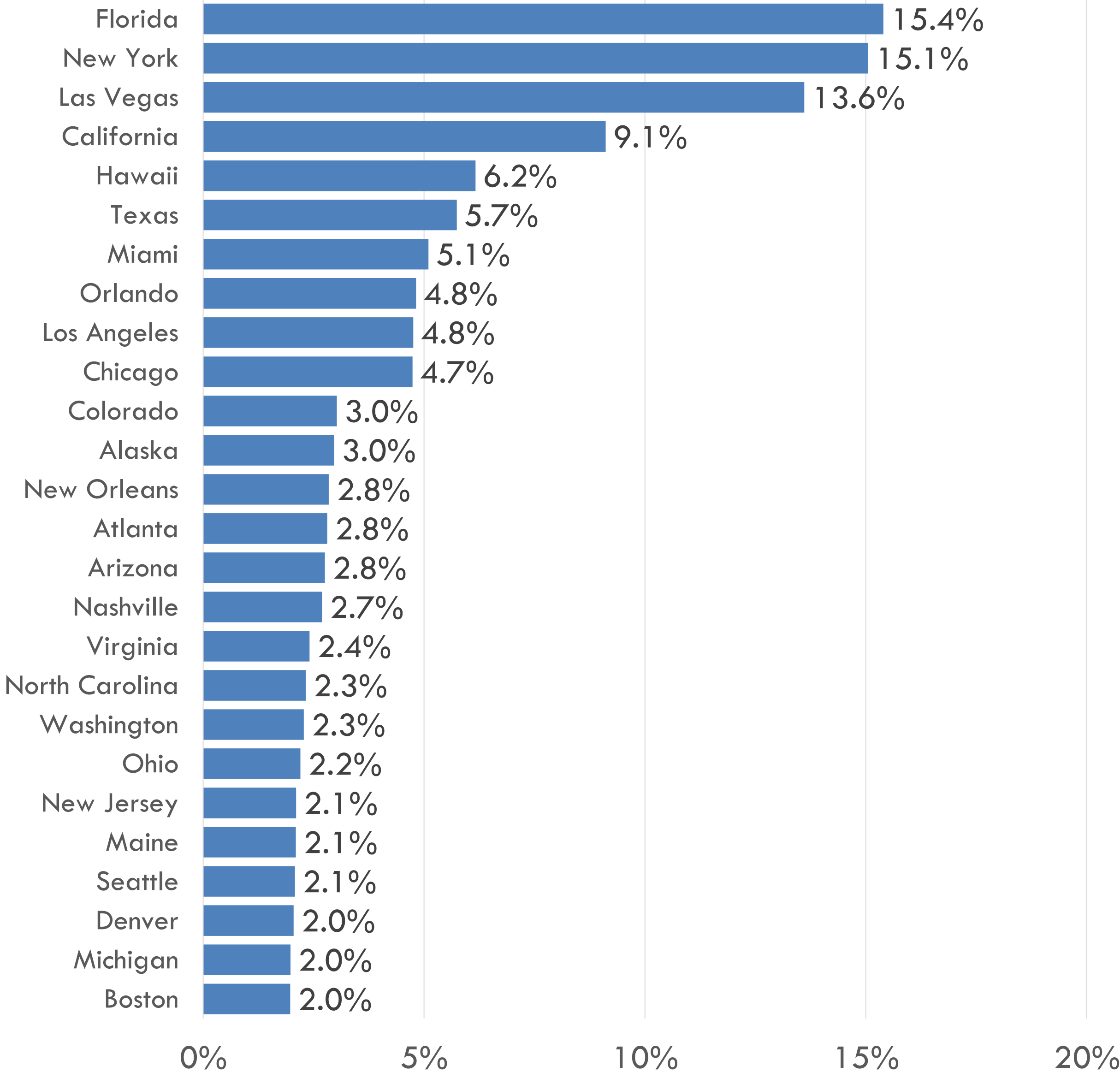Destination Analysts
DO YOUR RESEARCH

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)

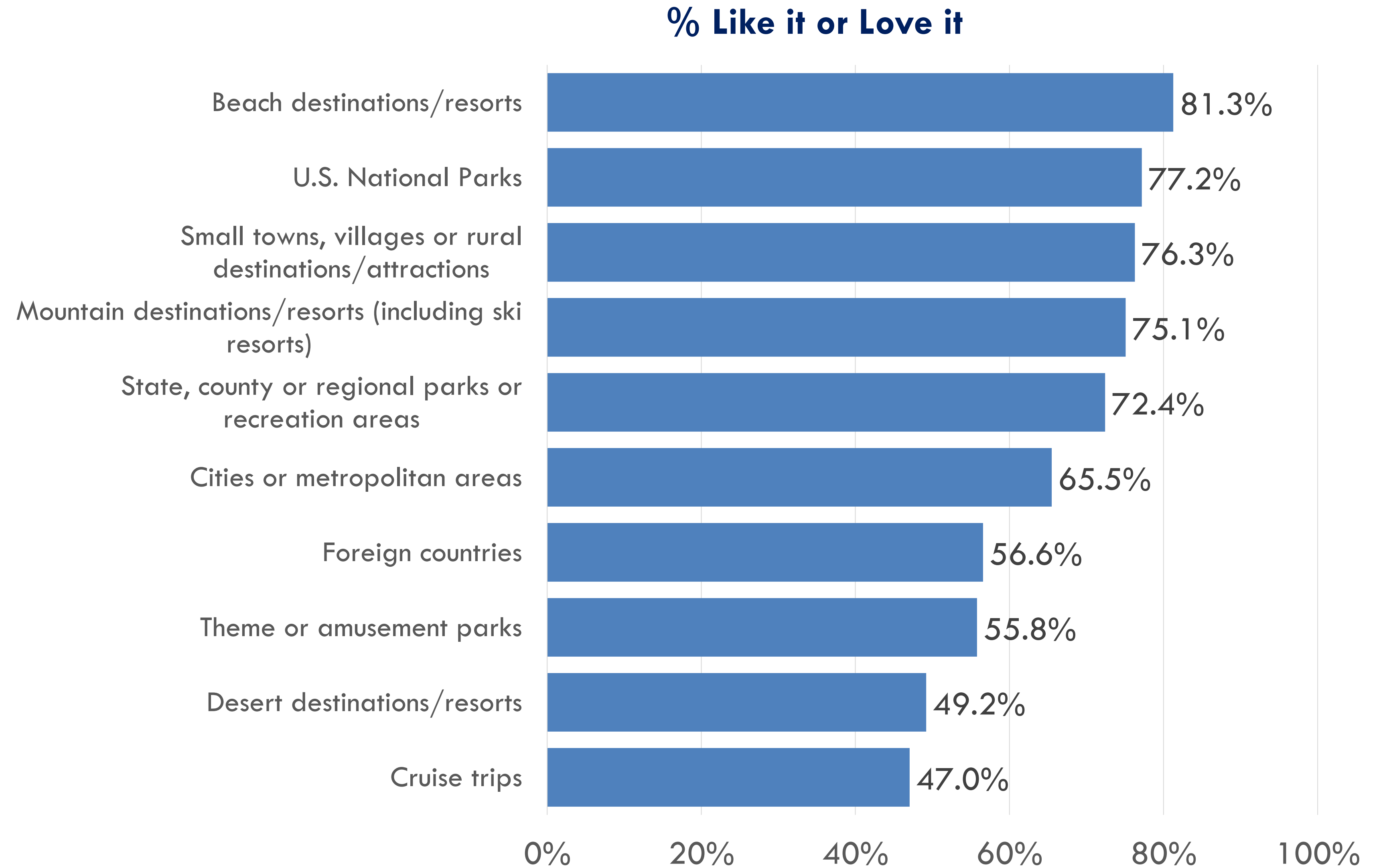*(Base: Wave 84 data. All respondents, 1,072 completed surveys. Data collected February 9-11, 2022)*

Destination	Percentage
Florida	15.4%
New York	15.1%
Las Vegas	13.6%
California	9.1%
Hawaii	6.2%
Texas	5.7%
Miami	5.1%
Orlando	4.8%
Los Angeles	4.8%
Chicago	4.7%
Colorado	3.0%
Alaska	3.0%
New Orleans	2.8%
Atlanta	2.8%
Arizona	2.8%
Nashville	2.7%
Virginia	2.4%
North Carolina	2.3%
Washington	2.3%
Ohio	2.2%
New Jersey	2.1%
Maine	2.1%
Seattle	2.1%
Denver	2.0%
Michigan	2.0%
Boston	2.0%

Destination Analysts
DO YOUR RESEARCH

DESIRE FOR DESTINATION TYPES

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

(Use the scale below to express your feelings about visiting these places)

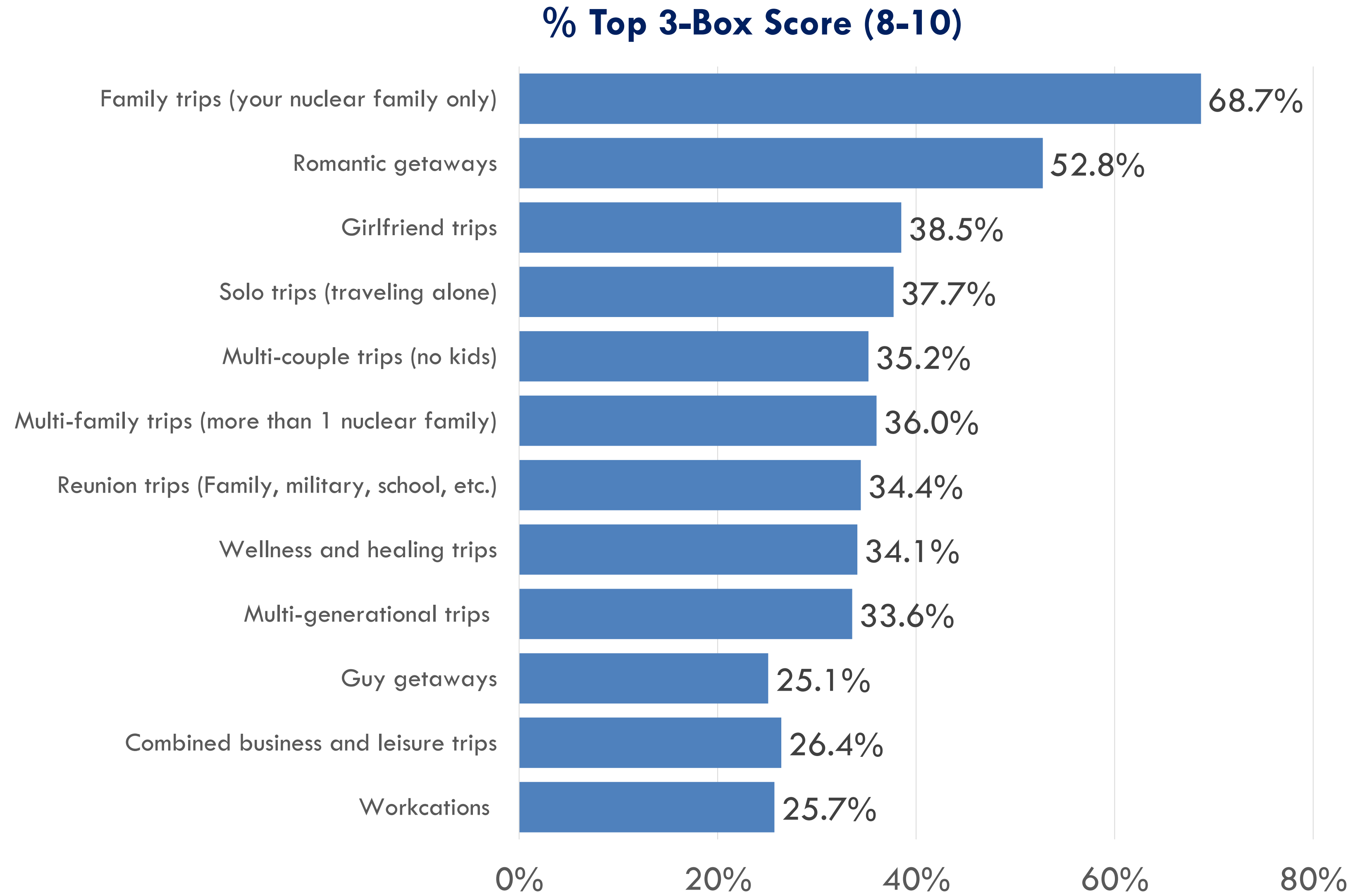*(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)*

% Like it or Love it

Destination Type	%
Beach destinations/resorts	81.3%
U.S. National Parks	77.2%
Small towns, villages or rural destinations/attractions	76.3%
Mountain destinations/resorts (including ski resorts)	75.1%
State, county or regional parks or recreation areas	72.4%
Cities or metropolitan areas	65.5%
Foreign countries	56.6%
Theme or amusement parks	55.8%
Desert destinations/resorts	49.2%
Cruise trips	47.0%

Destination Analysts
DO YOUR RESEARCH

EXCITEMENT FOR TRIP TYPES

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?

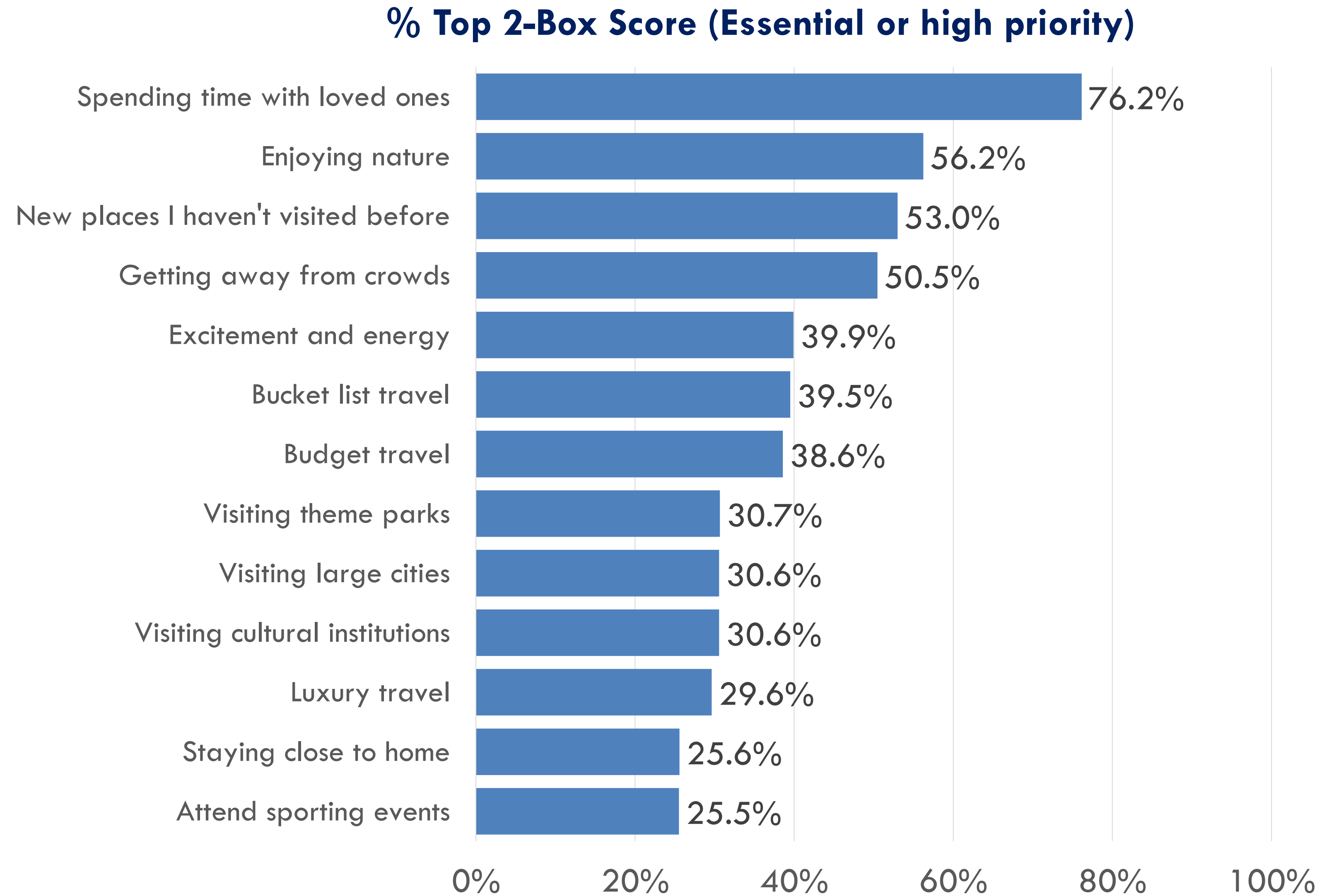*(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)*

% Top 3-Box Score (8-10)

Trip Type	%
Family trips (your nuclear family only)	68.7%
Romantic getaways	52.8%
Girlfriend trips	38.5%
Solo trips (traveling alone)	37.7%
Multi-couple trips (no kids)	35.2%
Multi-family trips (more than 1 nuclear family)	36.0%
Reunion trips (Family, military, school, etc.)	34.4%
Wellness and healing trips	34.1%
Multi-generational trips	33.6%
Guy getaways	25.1%
Combined business and leisure trips	26.4%
Workcations	25.7%

Destination Analysts
DO YOUR RESEARCH

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 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)
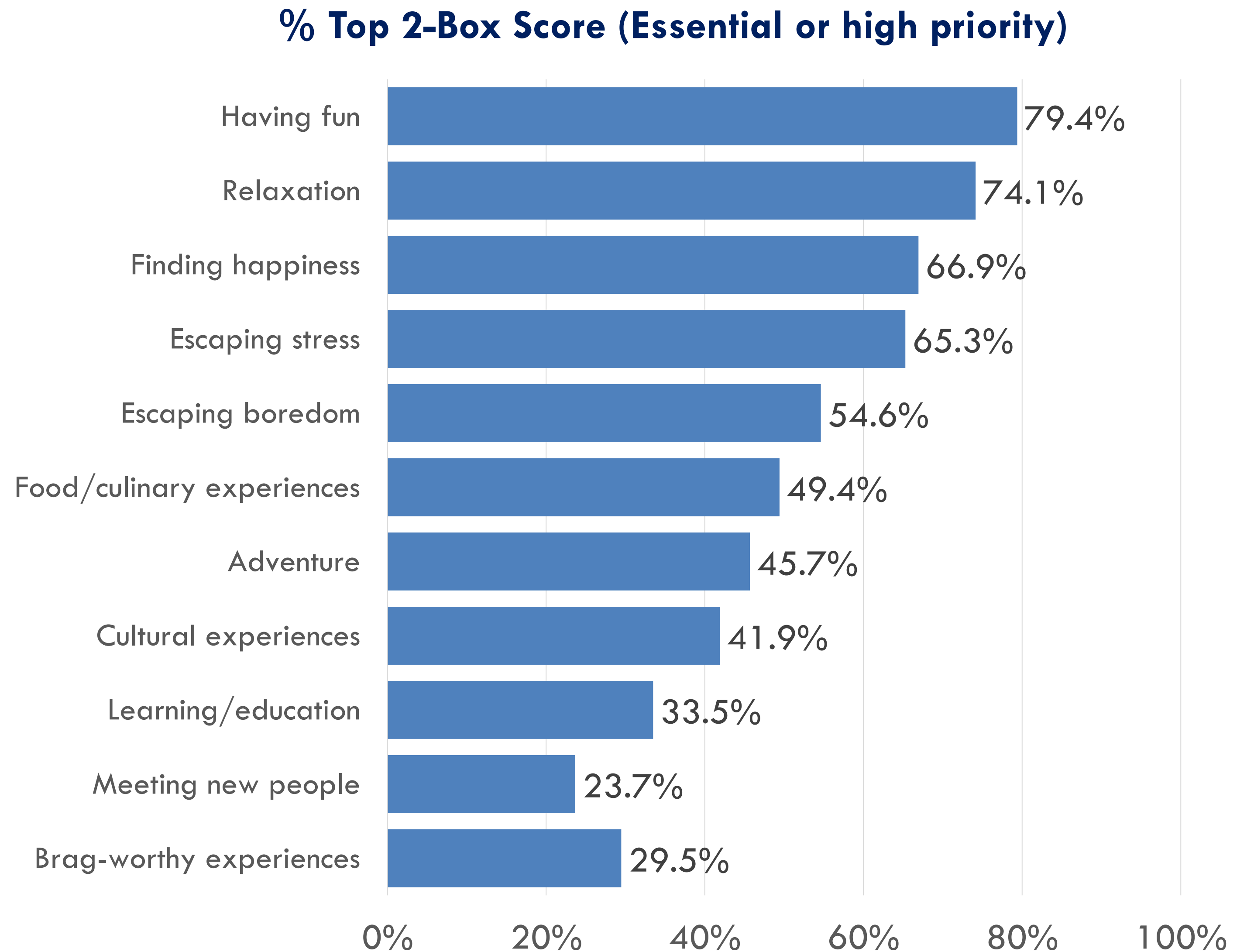
% Top 2-Box Score (Essential or high priority)

Experience	%
Spending time with loved ones	76.2%
Enjoying nature	56.2%
New places I haven't visited before	53.0%
Getting away from crowds	50.5%
Excitement and energy	39.9%
Bucket list travel	39.5%
Budget travel	38.6%
Visiting theme parks	30.7%
Visiting large cities	30.6%
Visiting cultural institutions	30.6%
Luxury travel	29.6%
Staying close to home	25.6%
Attend sporting events	25.5%

Destination Analysts
DO YOUR RESEARCH

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 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

% Top 2-Box Score (Essential or high priority)

Experience	%
Having fun	79.4%
Relaxation	74.1%
Finding happiness	66.9%
Escaping stress	65.3%
Escaping boredom	54.6%
Food/culinary experiences	49.4%
Adventure	45.7%
Cultural experiences	41.9%
Learning/education	33.5%
Meeting new people	23.7%
Brag-worthy experiences	29.5%

Destination Analysts
DO YOUR RESEARCH

PSYCHOGRAPHIC STATEMENTS

Question: **How much do the following statements describe you?**

Please use the 10-point scale where "1" equals "Does not describe me at all" and "10" equals "Describes me completely" to rate how well each statement describes you. Please drag the scale bar to the appropriate number.

(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

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

Statement	%
Spending time with my family and making memories with them is important to why I travel	72.1%
Being outside and reconnecting with nature motivates me to travel	52.2%
I travel to open my mind to new cultures and experiences	48.5%
Having experiences where I can really get a sense for the essence and culture of a place is important to me when I travel	46.2%
I prefer active time to down time on vacation	42.6%
I make an effort to support small businesses when I travel	41.9%
I hate very touristy and overdeveloped places	38.6%
I am someone that others seek out for travel ideas and advice	37.5%
I make an effort to support minority-owned businesses when I travel	31.8%
I research the cultural diversity of destinations/locations before I travel there	31.6%
I strongly prefer to travel to places I have been to before	30.7%
I won't vacation in places in which their local political culture is sharply different from mine	25.3%
I feel safer in large cities compared to rural areas	20.8%

EASTER & SPRING BREAK TRAVEL

TRAVELING FOR THE EASTER HOLIDAY

Question: Will you be traveling specifically for the Easter Holiday this year? (Select one)

(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

No, 71.1%

Yes, 13.1%

I don't know, 15.8%

12.5%
Feb
2021

Destination Analysts
DO YOUR RESEARCH
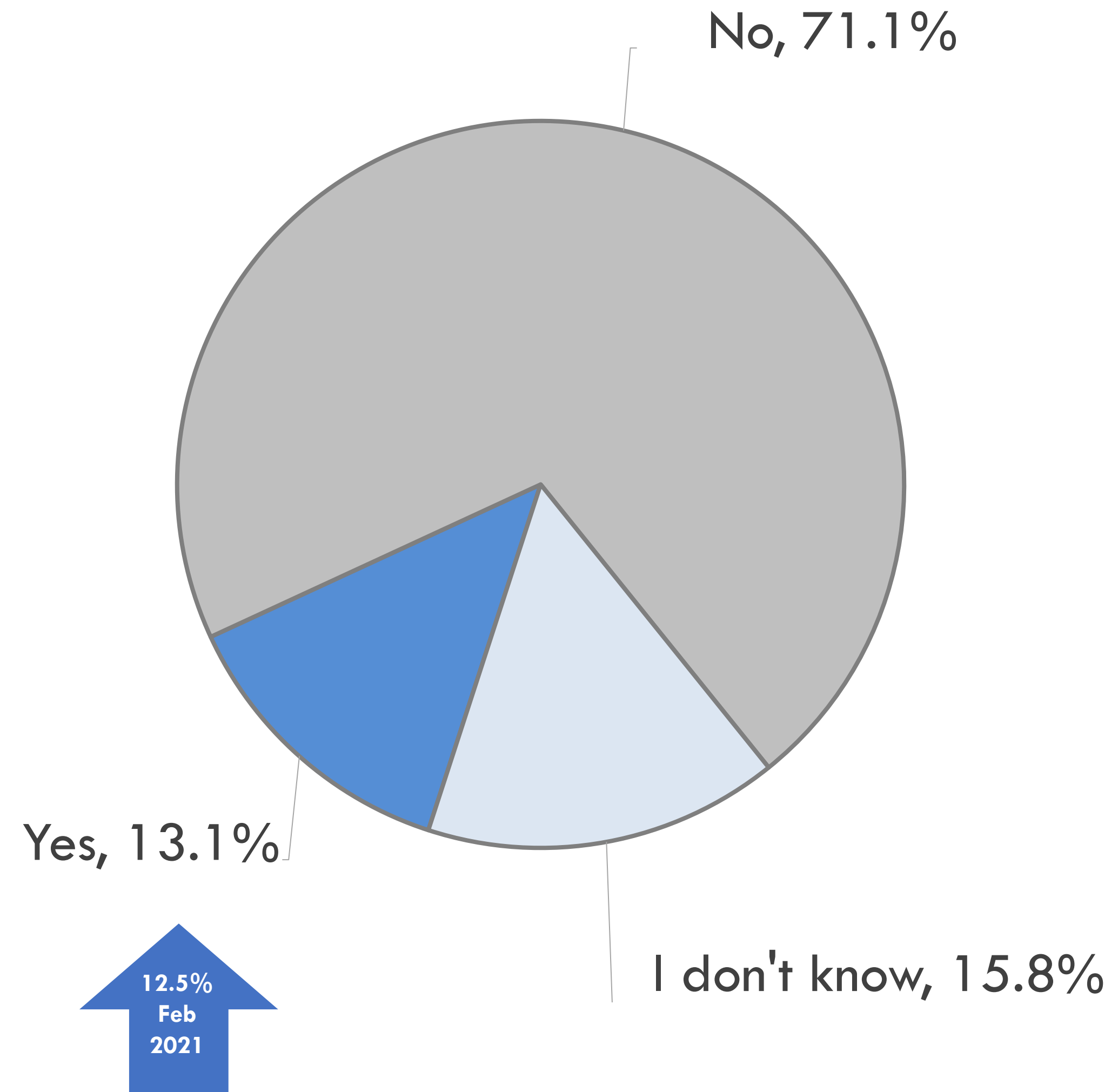
TRAVELING FOR SPRING BREAK

Question: **Will you be traveling specifically for Spring Break this year? (Select one)**

(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

No, 70.0%

Yes, 14.8%

16.3%
Feb
2021

I don't know, 15.1%
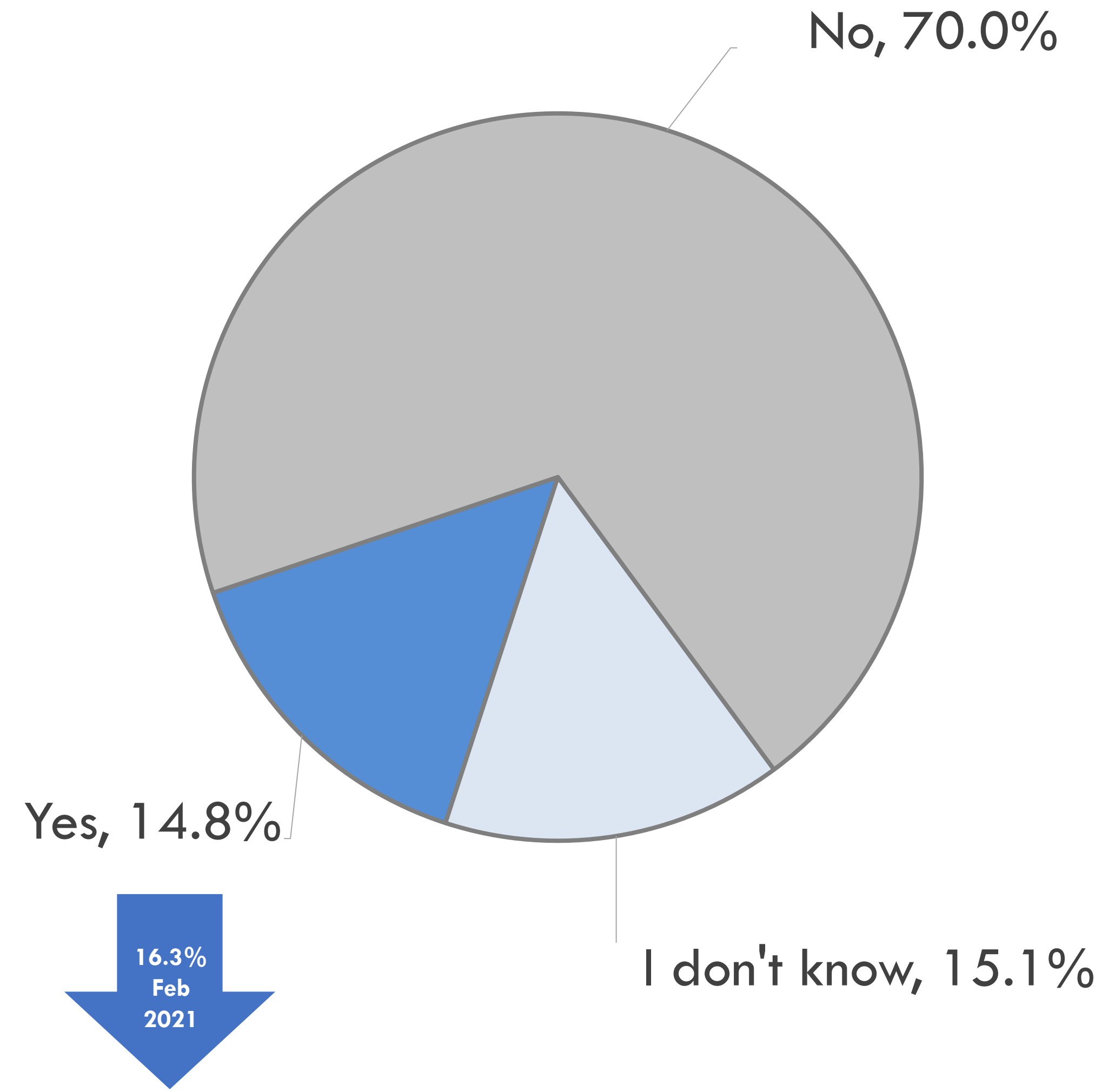
SPRING BREAK TRAVELERS: TRAVEL PLANNING TASKS DONE

Question: In preparation for your Spring Break travel, which of the following HAVE YOU ALREADY DONE? (Select all that complete the sentence)

I have already _____.

(Base: Wave 84 data. Respondents who plan to travel for Spring Break 2022, 166 completed surveys. Data collected February 9-11, 2022)
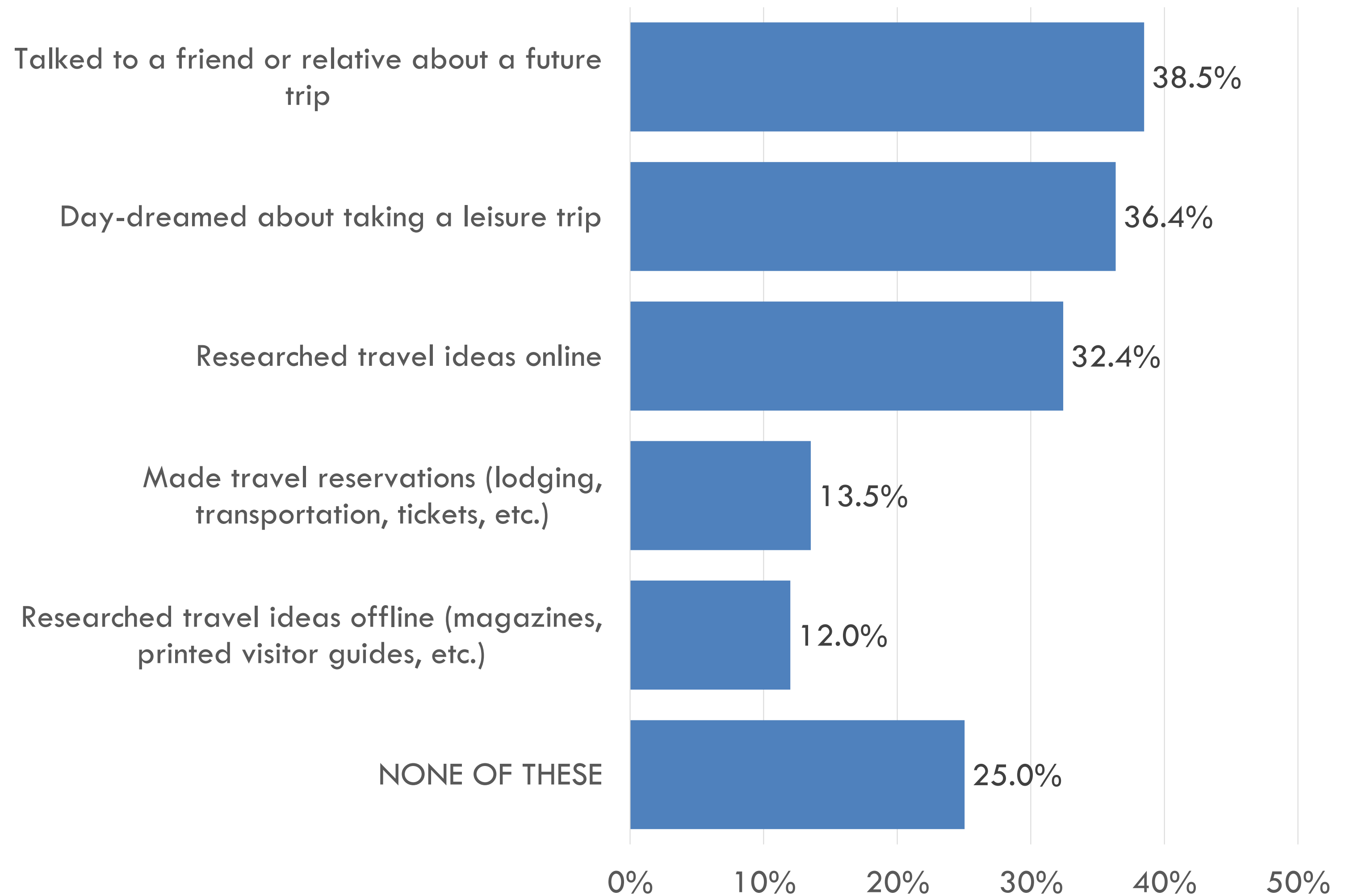

Selected the specific destination(s) I will visit — 48.2%

Researched travel ideas online — 35.1%

Made travel reservations (hotels or other lodging) — 27.4%

Purchased airline tickets — 23.2%

Researched travel ideas offline (magazines, printed visitor guides, etc.) — 14.1%

NONE OF THESE — 8.3%

SPRING BREAK TRAVELERS: DESTINATION TYPES THEY WILL VISIT

Question: **Which of these destination types will you be likely to visit on your Spring Break trip? (Select all that apply)**
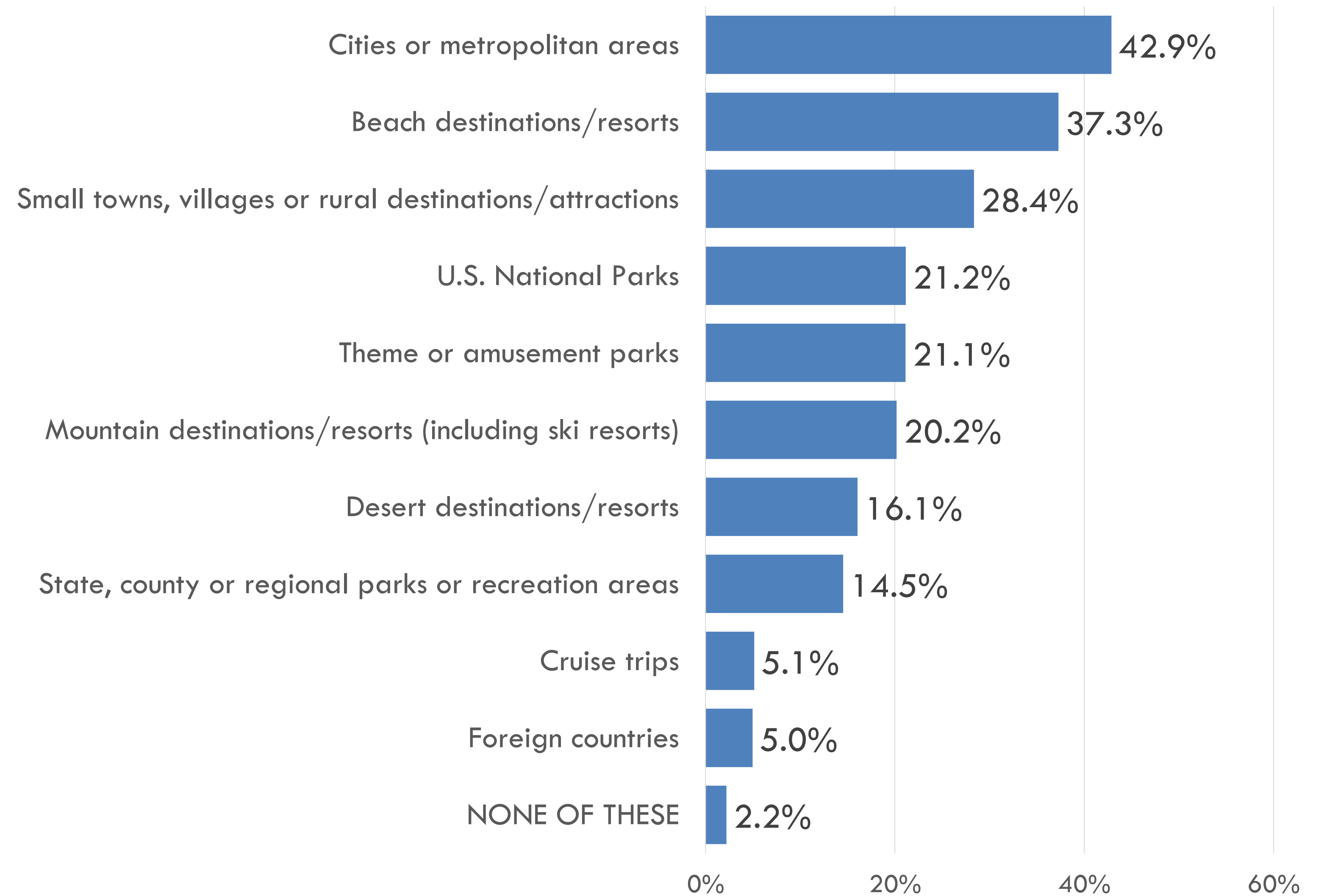
(Base: Wave 84 data. Respondents who plan to travel for Spring Break 2022, 166 completed surveys. Data collected February 9-11, 2022)

Destination	%
Cities or metropolitan areas	42.9%
Beach destinations/resorts	37.3%
Small towns, villages or rural destinations/attractions	28.4%
U.S. National Parks	21.2%
Theme or amusement parks	21.1%
Mountain destinations/resorts (including ski resorts)	20.2%
Desert destinations/resorts	16.1%
State, county or regional parks or recreation areas	14.5%
Cruise trips	5.1%
Foreign countries	5.0%
NONE OF THESE	2.2%

Destination Analysts
DO YOUR RESEARCH

TRAVEL PLANNING IN THE PAST WEEK

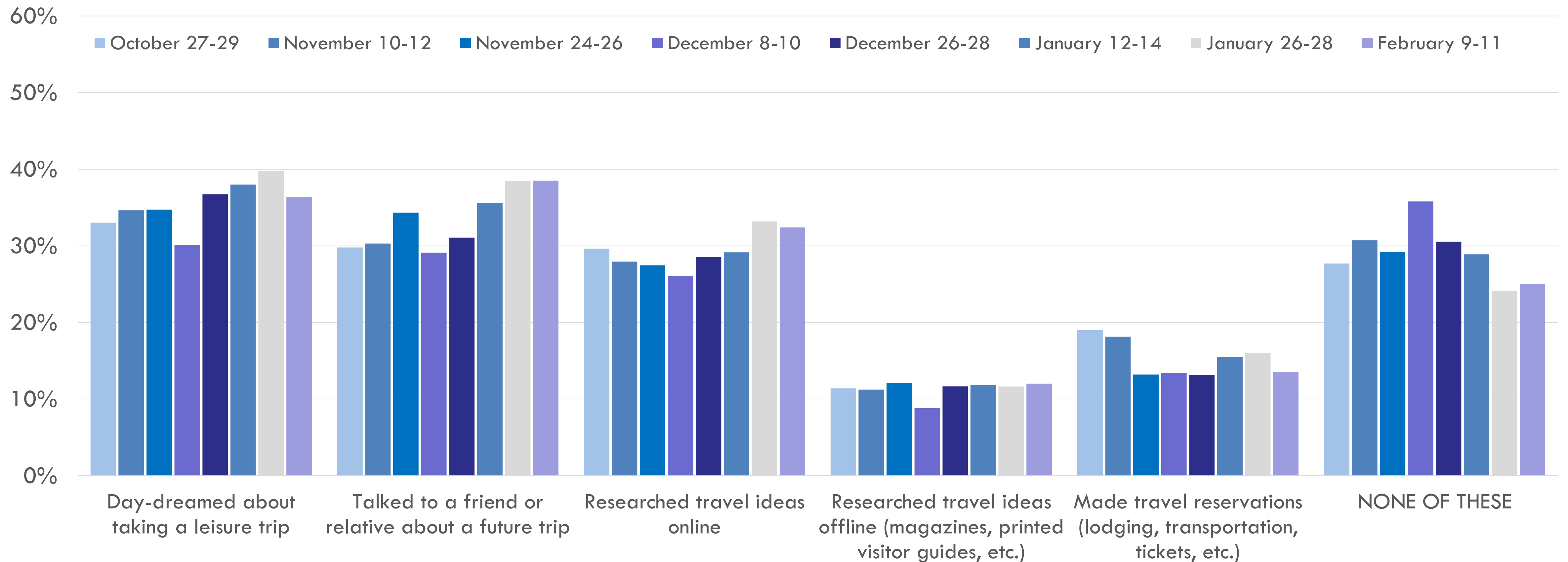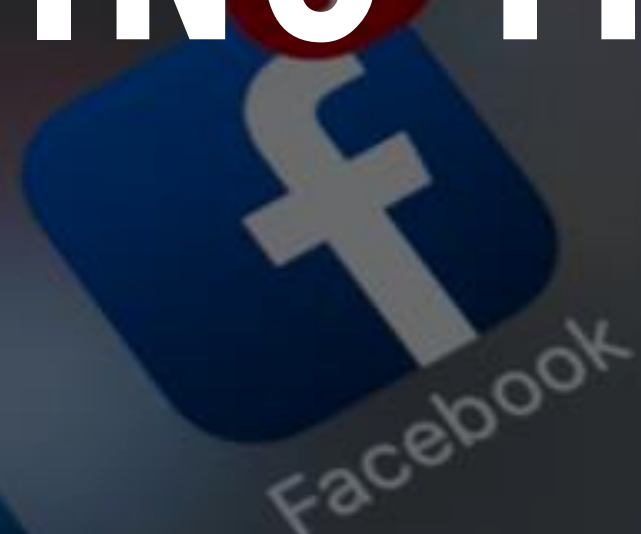**Question:** In the PAST WEEK, which of the following have you done? (Select all that complete the sentence)

In the PAST WEEK I have

_____

(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Talked to a friend or relative about a future trip — 38.5%

Day-dreamed about taking a leisure trip — 36.4%

Researched travel ideas online — 32.4%

Made travel reservations (lodging, transportation, tickets, etc.) — 13.5%

Researched travel ideas offline (magazines, printed visitor guides, etc.) — 12.0%

NONE OF THESE — 25.0%

Destination Analysts
DO YOUR RESEARCH

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

In the PAST WEEK I have _____

Legend:
- Day-dreamed about taking a leisure trip
- Researched travel ideas online
- Made travel reservations (lodging, transportation, tickets, etc.)
- Talked to a friend or relative about a future trip
- Researched travel ideas offline (magazines, printed visitor guides, etc.)
- NONE OF THESE

Destination Analysts
DO YOUR RESEARCH

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 _____

Legend: October 27-29, November 10-12, November 24-26, December 8-10, December 26-28, January 12-14, January 26-28, February 9-11

Categories: Day-dreamed about taking a leisure trip; Talked to a friend or relative about a future trip; Researched travel ideas online; Researched travel ideas offline (magazines, printed visitor guides, etc.); Made travel reservations (lodging, transportation, tickets, etc.); NONE OF THESE

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)
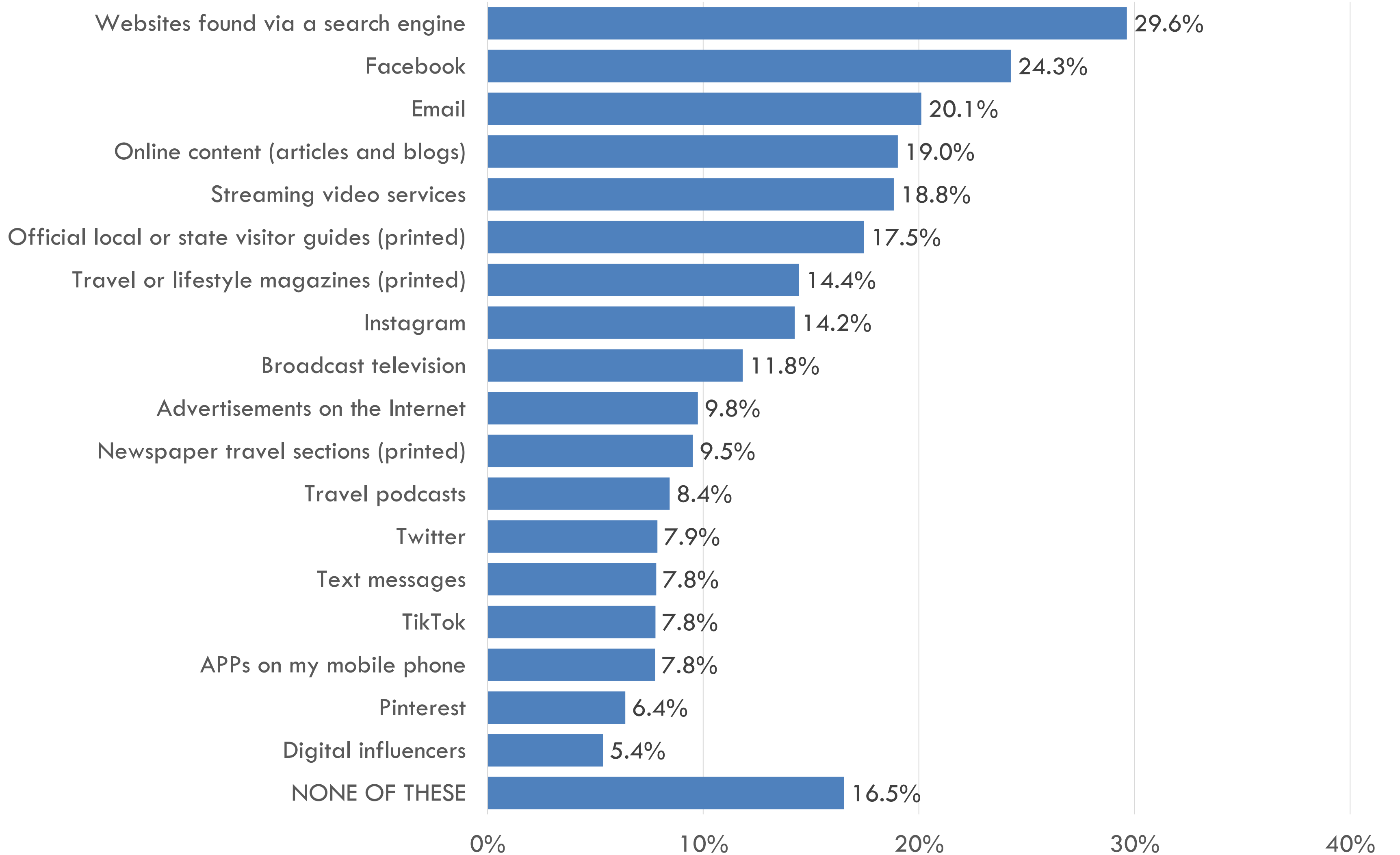
(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Channel	Percentage
Websites found via a search engine	29.6%
Facebook	24.3%
Email	20.1%
Online content (articles and blogs)	19.0%
Streaming video services	18.8%
Official local or state visitor guides (printed)	17.5%
Travel or lifestyle magazines (printed)	14.4%
Instagram	14.2%
Broadcast television	11.8%
Advertisements on the Internet	9.8%
Newspaper travel sections (printed)	9.5%
Travel podcasts	8.4%
Twitter	7.9%
Text messages	7.8%
TikTok	7.8%
APPs on my mobile phone	7.8%
Pinterest	6.4%
Digital influencers	5.4%
NONE OF THESE	16.5%

Destination Analysts
DO YOUR RESEARCH

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)

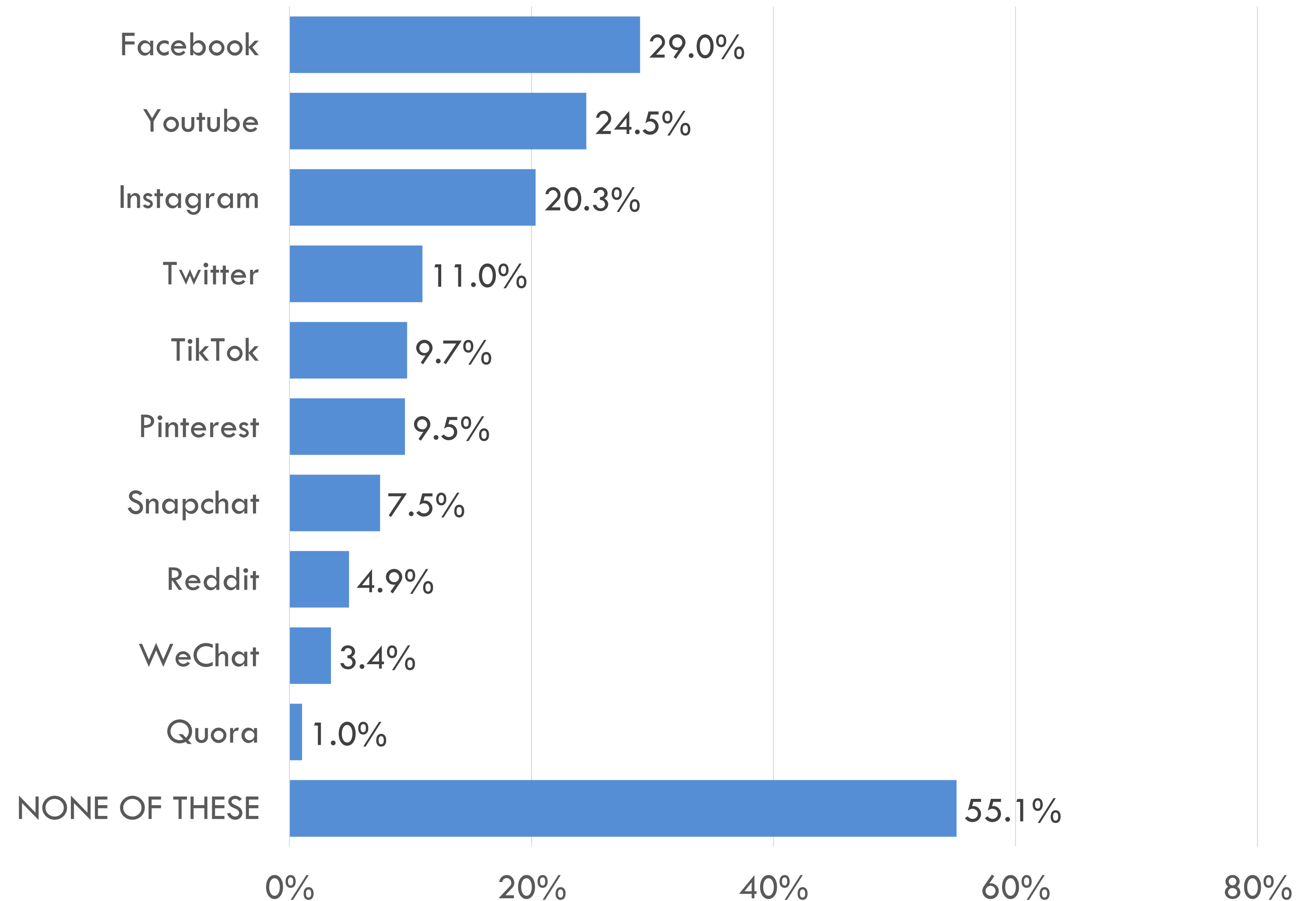*(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)*

Travel or lifestyle magazines (printed) — 14.1%

Free printed destination guide books or pamphlets — 12.4%

Television programming (broadcast or streaming) — 12.3%

Commercial guidebook (i.e. Fodor's, Lonely Planet, etc.) — 9.3%

Travel agent — 9.1%

Newspaper travel section (printed) — 8.7%

Travel-related radio program — 6.3%

Direct mail piece — 4.6%

NONE OF THESE — 57.4%

Destination Analysts
DO YOUR RESEARCH
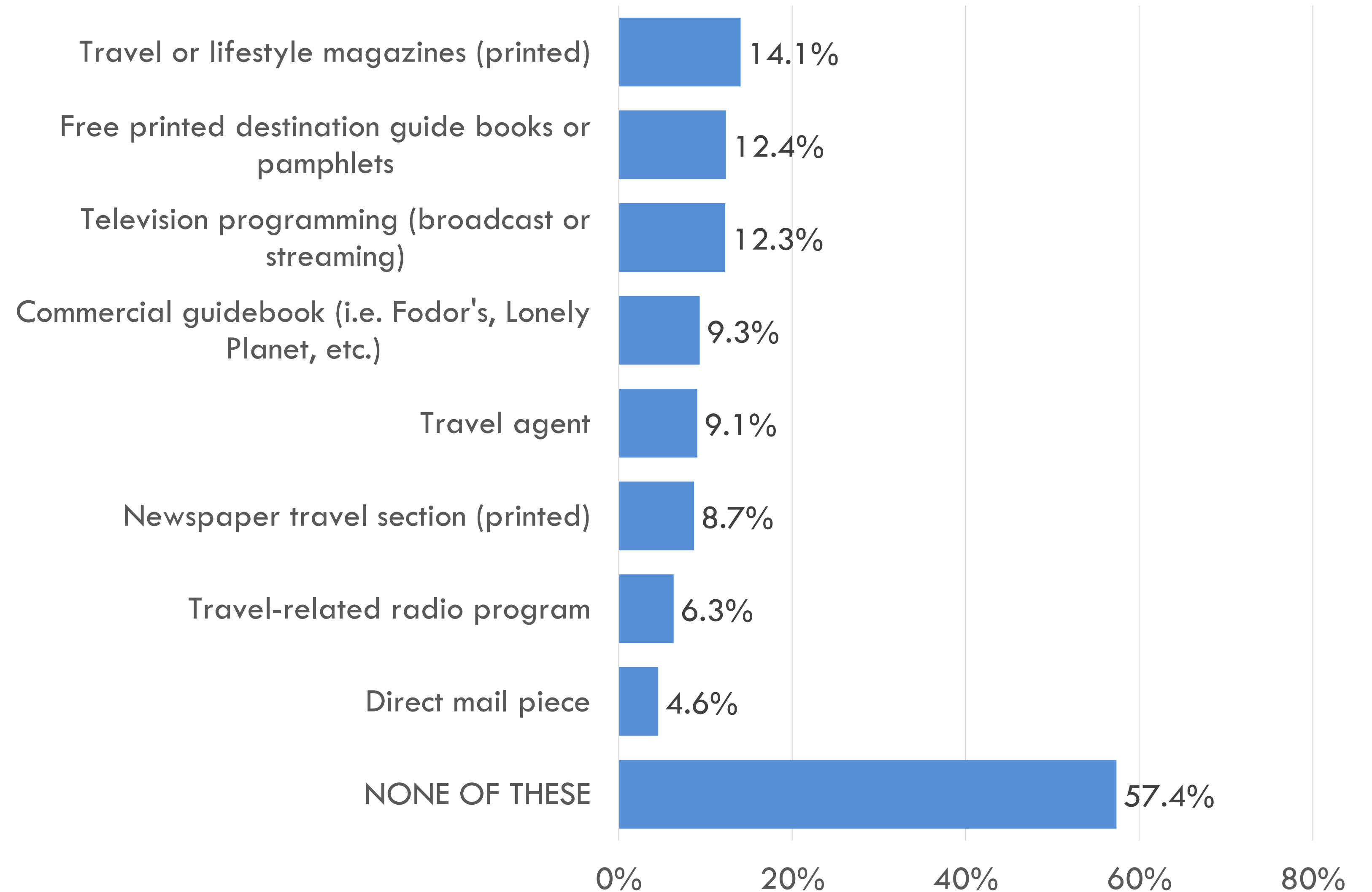
TRAVEL PLANNING RESOURCES USED IN THE PAST 12 MONTHS: ONLINE/DIGITAL

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

(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Resource	Percentage
Online Travel Agency	25.5%
Online content (articles and blogs)	24.3%
Mapping site	21.5%
Online content (travel business and attractions websites)	20.3%
Review websites (Yelp, TripAdvisor, etc.)	20.1%
Video online (e.g., Youtube.com or Google Video)	14.5%
Travel-related app on a mobile device or tablet	8.3%
Travel or lifestyle magazine websites	7.9%
Live-streaming video	7.5%
Travel-related e-mail newsletter(s)	5.5%
Podcasts or other audio file	4.6%
Newspaper travel section websites	2.8%
NONE OF THESE	35.8%

Destination Analysts
DO YOUR RESEARCH
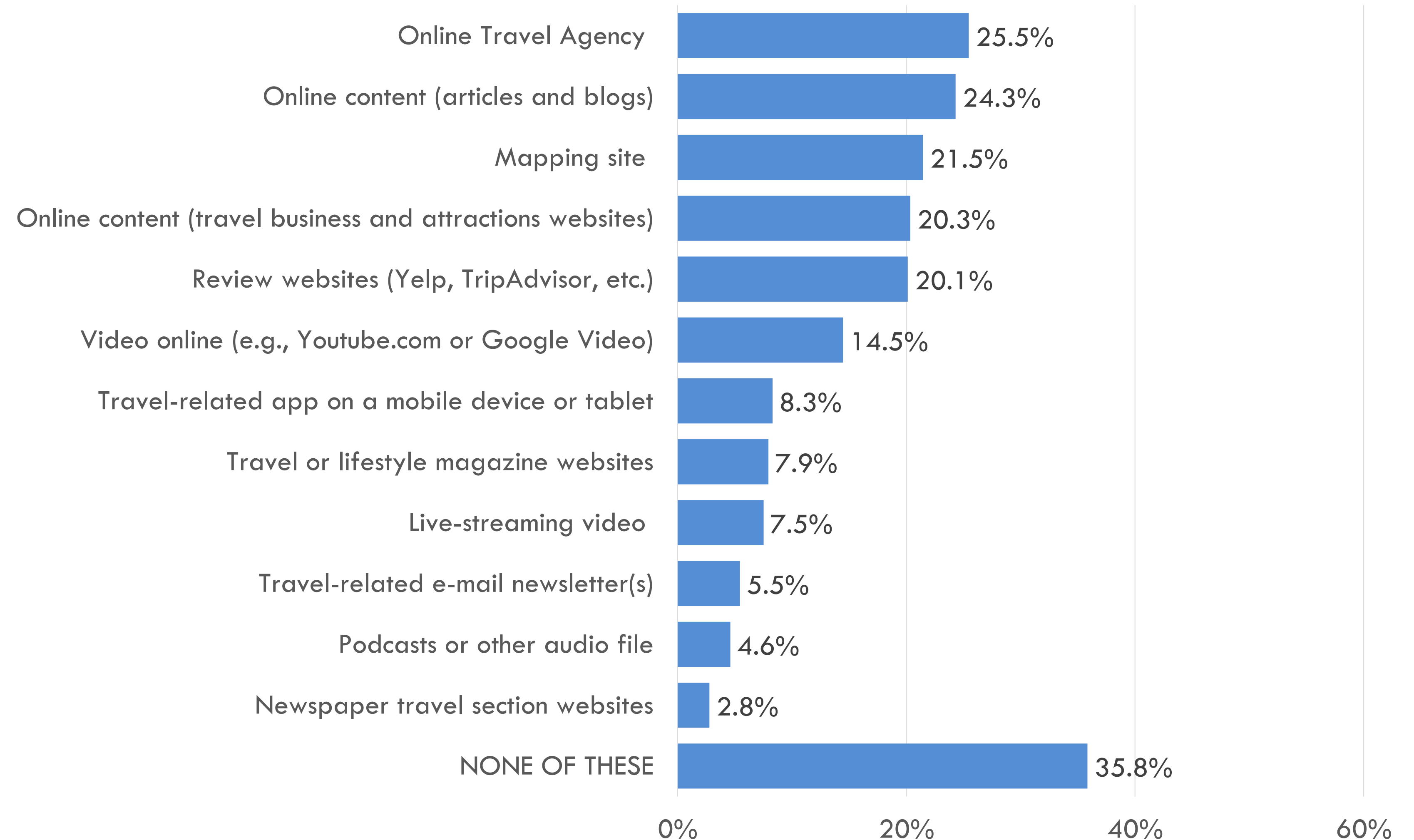
TRAVEL PLANNING RESOURCES USED IN THE PAST 12 MONTHS: SOCIAL MEDIA

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 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Platform	Percentage
Facebook	29.0%
Youtube	24.5%
Instagram	20.3%
Twitter	11.0%
TikTok	9.7%
Pinterest	9.5%
Snapchat	7.5%
Reddit	4.9%
WeChat	3.4%
Quora	1.0%
NONE OF THESE	55.1%

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 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Official destination website — 23.7%

Official visitor guide (online version) — 15.7%

Official visitor guide (printed version) — 12.6%

Official visitor information center — 8.9%

Official destination APP on a mobile phone or tablet — 4.3%

NONE OF THESE — 58.2%
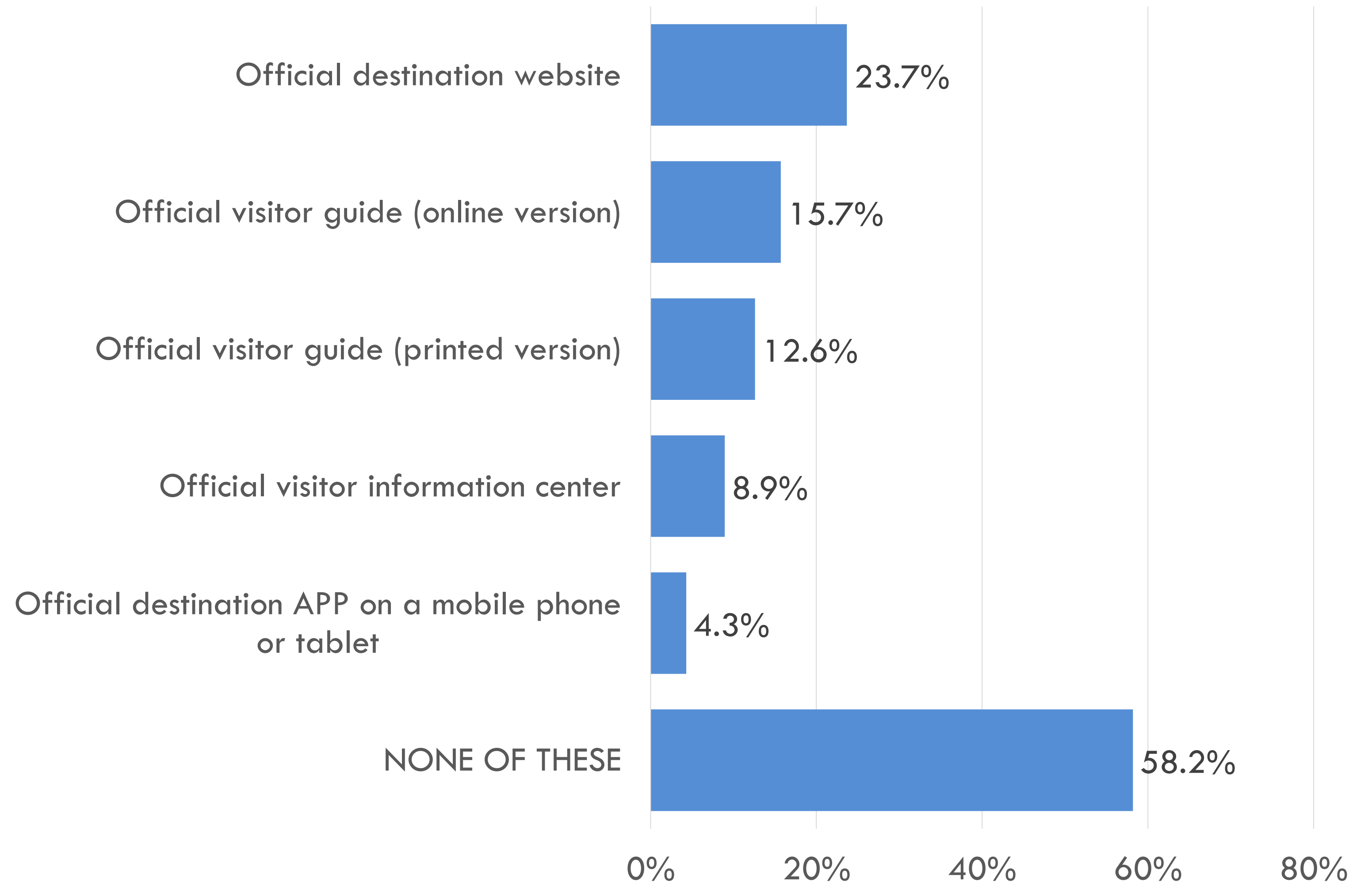
MOBILE PHONE USE FOR TRAVEL INFORMATION (PAST 12 MONTHS)

Question: In the past 12 months, have you used a **MOBILE PHONE** to access online travel information?

(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Yes, 56.8%

No, 40.0%

I don't know, 3.1%

Destination Analysts
DO YOUR RESEARCH

Question: Definition: A "DIGITAL INFLUENCER" is a person who has established credibility online and who shares their opinions and experiences with a large audience. This can include bloggers, travel writers, YouTube or TikTok personalities and/or persons with large followings on social media (Twitter, Instagram, Facebook, Pinterest, TikTok, etc.)

In the past 12 months, have you used the opinions of a DIGITAL INFLUENCER to help plan any travel?
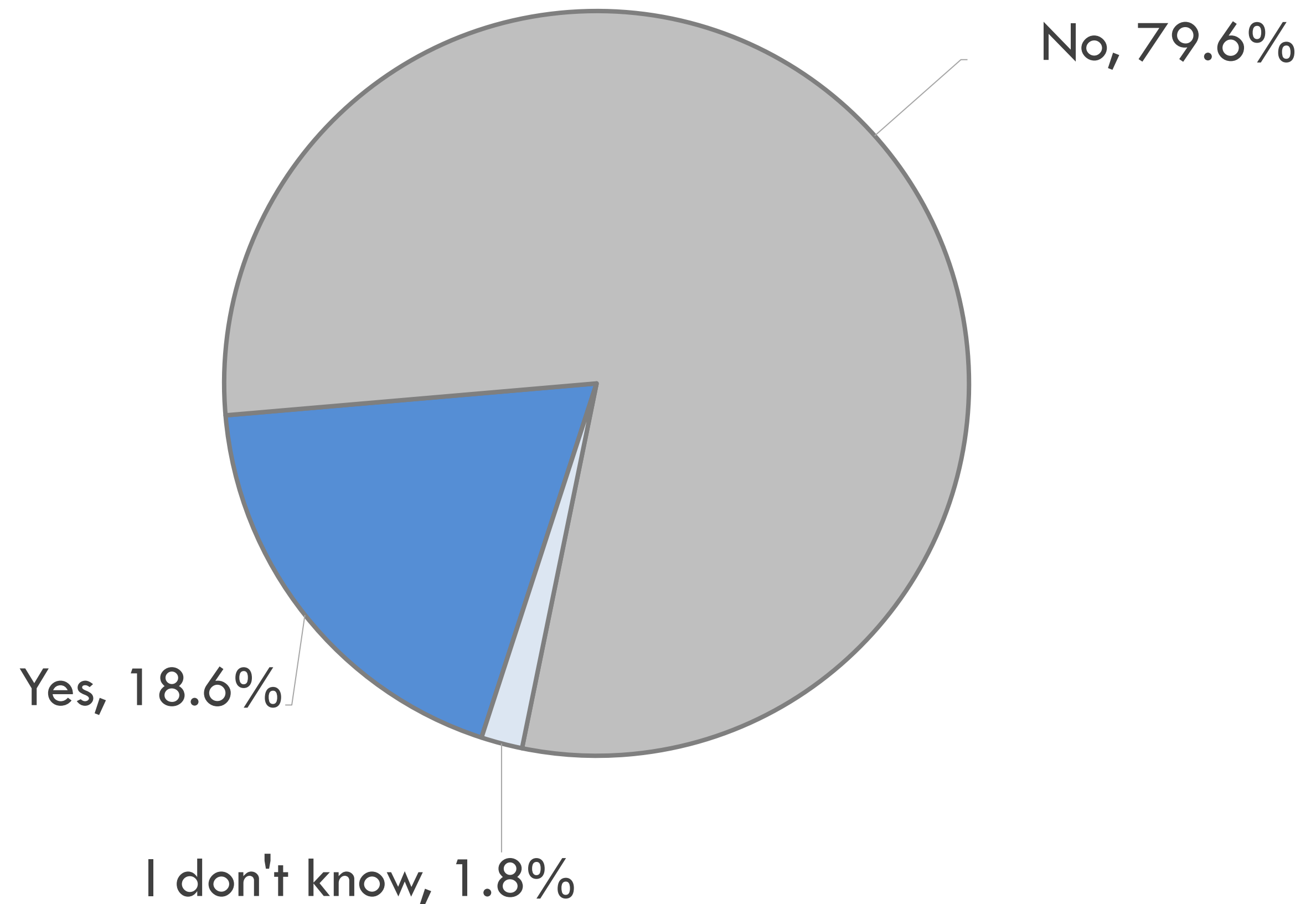
(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

No, 79.6%

Yes, 18.6%

I don't know, 1.8%

Destination Analysts
DO YOUR RESEARCH

ONLINE VIDEO USE TO PLAN TRAVEL (PAST 12 MONTHS)

Question: In the past 12 months, have you used **ONLINE VIDEO** including visiting video sharing websites (e.g. Youtube.com, AOL Video, TikTok or Google Video) to plan any travel?
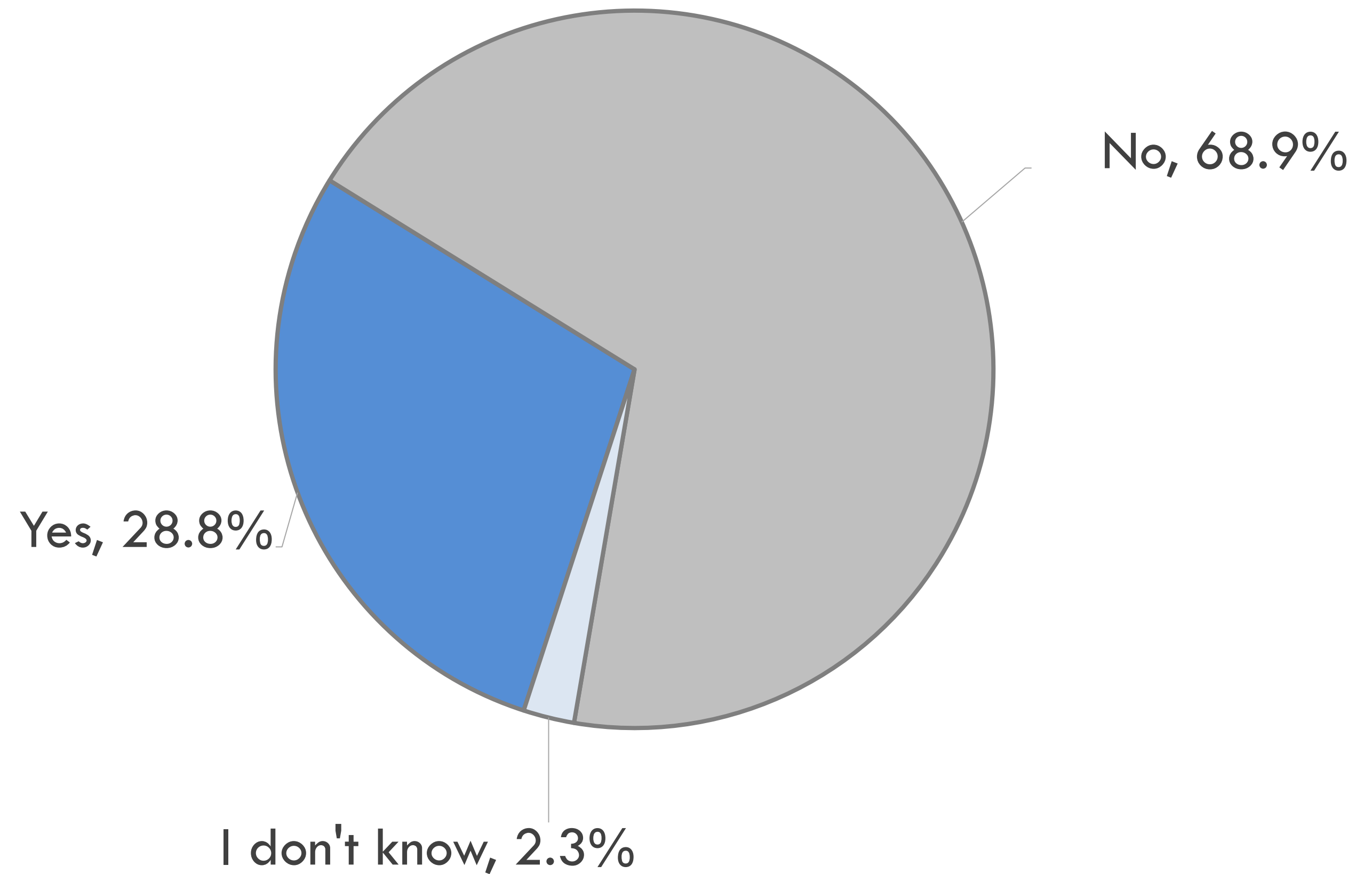
(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

No, 68.9%

Yes, 28.8%

I don't know, 2.3%

Destination Analysts
DO YOUR RESEARCH

FREQUENCY OF USING ONLINE VIDEOS TO PLAN TRAVEL

Question: **How often do you use ONLINE VIDEOS to plan your travel? (Select one)**

(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Response	Percentage
Always – I use videos for every trip I take	8.3%
Usually – I use videos for most of my trips	16.1%
Sometimes – I use videos, but not usually	18.5%
Rarely – I seldom use videos to plan my travel	20.6%
Never - I do not use videos for trip planning	36.5%

RECENT TRAVEL EXPERIENCES

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

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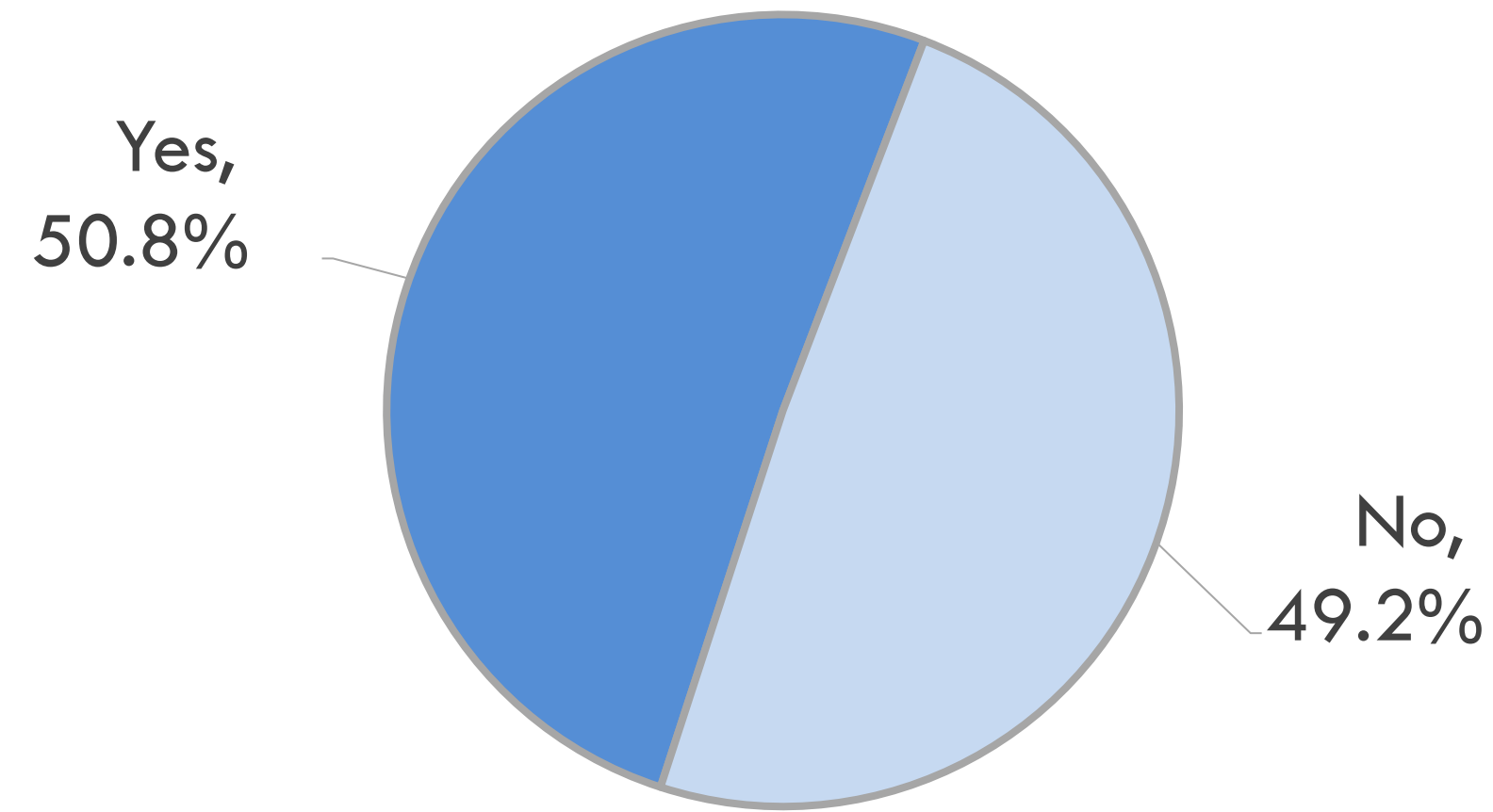
Historical data **% Yes**

Yes, 50.8%

No, 49.2%

(Base: Wave 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

44.6%

50.8%

June 23-25, July 7-9, July 21-23, Aug 4-6, Aug 18-20, Sept 1-3, Sept 15-17, Sept 29-Oct 1, Oct 13-15, Oct 27-29, Nov 10-12, Nov 24-26, Dec 8-10, Dec 26-28, Jan 12-14, Jan 26-28, Feb 9-11
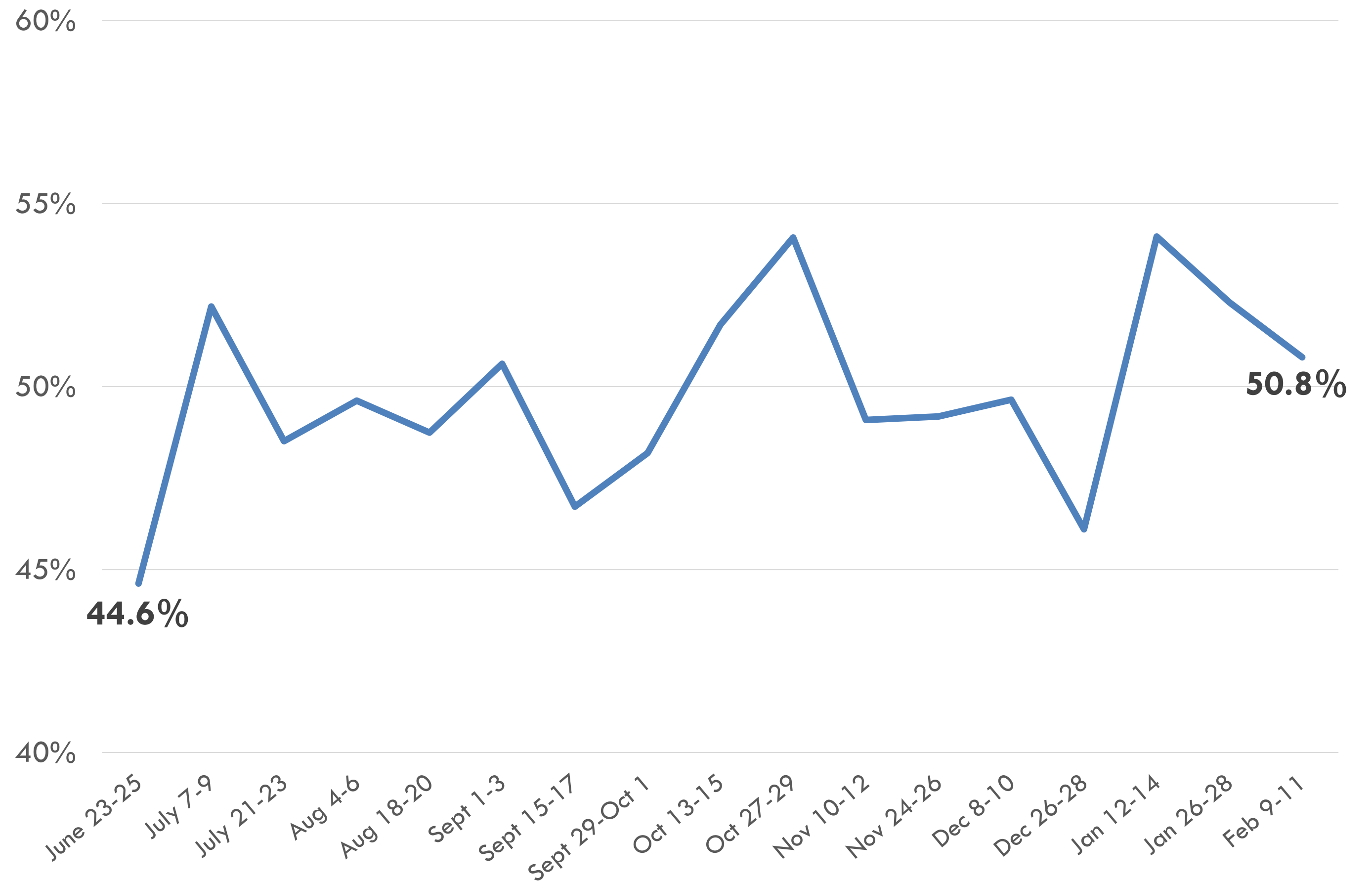
MOST RECENT OVERNIGHT TRIP:
TRAVEL BUSINESSES HAVING TROUBLE PROVIDING ADEQUATE SERVICE

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.
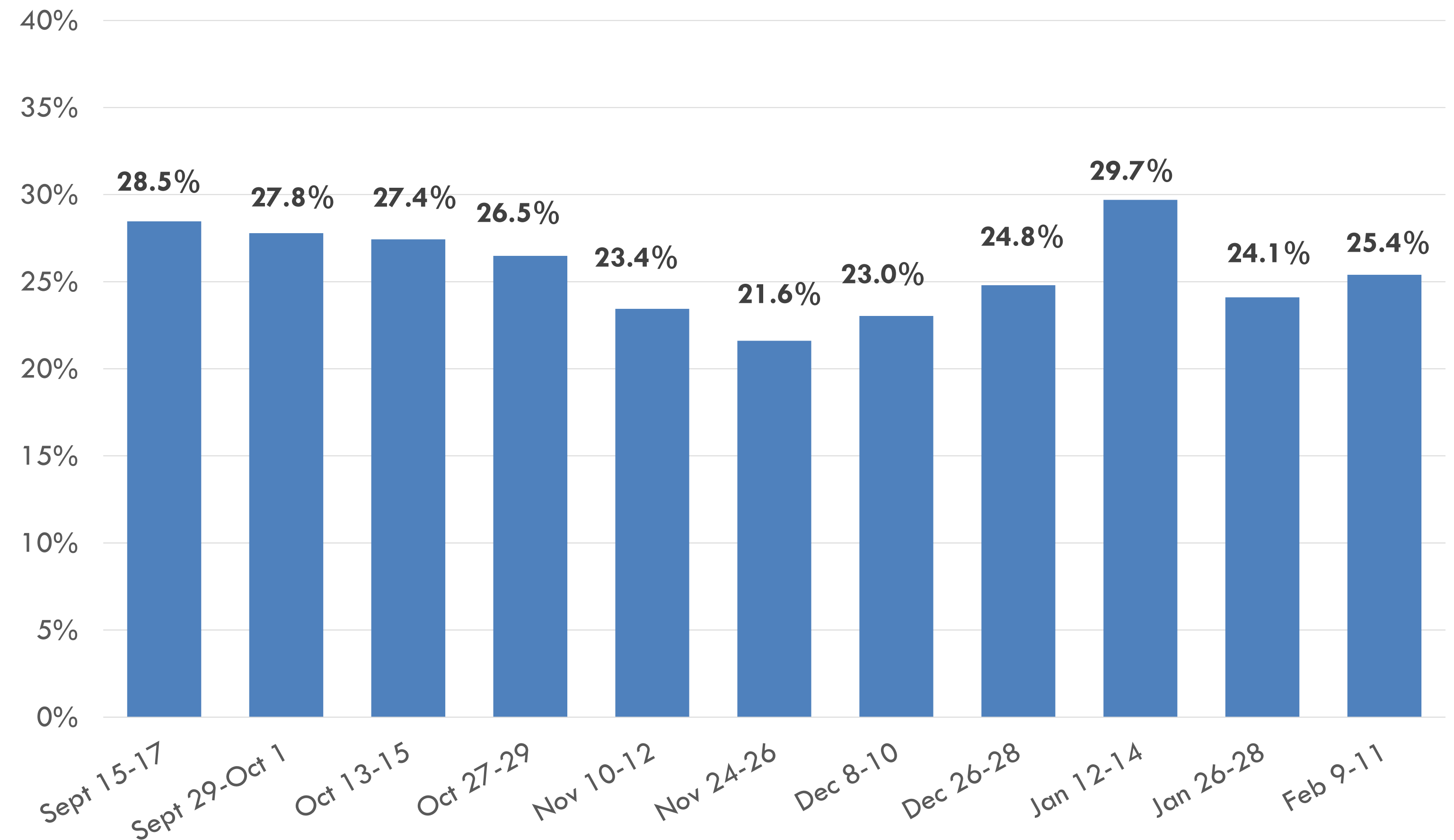
(Base: Wave 84 data. Respondents who took an overnight trip in the past three months, 613 completed surveys. Data collected February 9-11, 2022)

Strongly agree — 9.4%

Agree — 27.7%

37.2% — 35.5% Week of Jan 31 ⬆

Neutral (neither agree nor disagree) — 30.7%

Disagree — 22.8%

Strongly disagree — 9.4%

32.1% — 33.4% Week of Jan 31 ⬇

Destination Analysts
DO YOUR RESEARCH
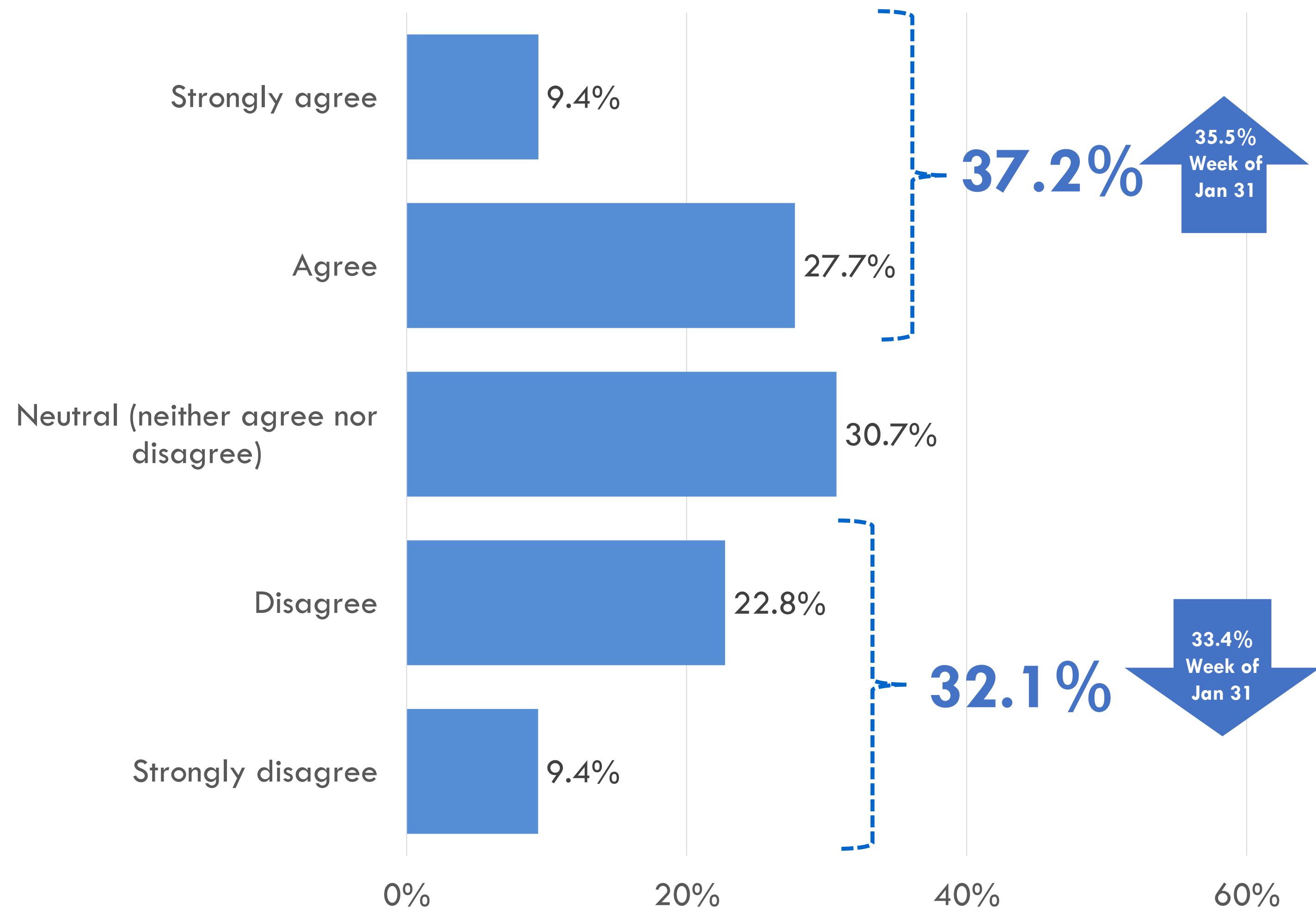
MOST RECENT OVERNIGHT TRIP:
TRAVEL BUSINESSES HAVING TROUBLE PROVIDING ADEQUATE SERVICE

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.

% who Agree or Strongly Agree
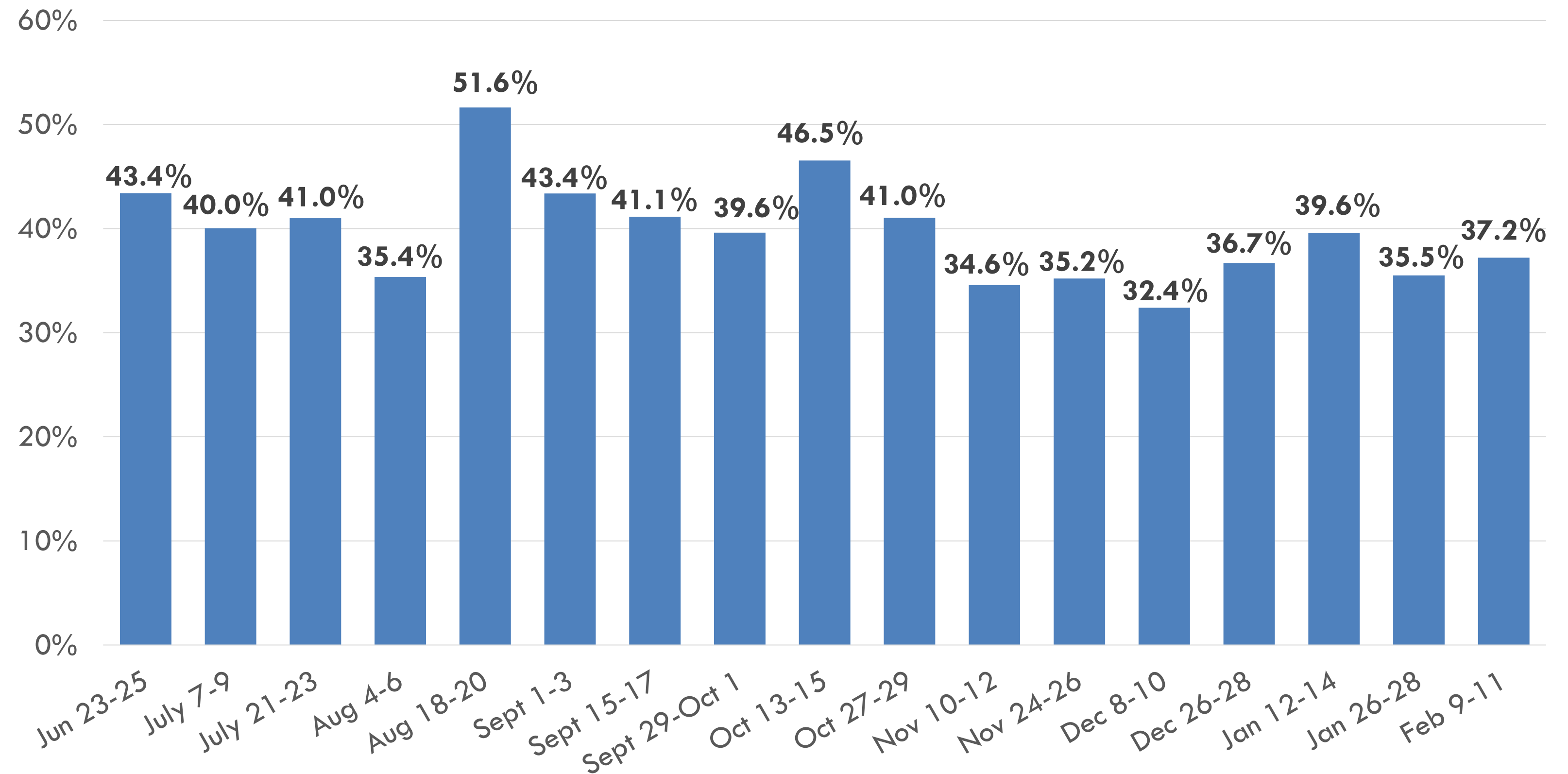
MOST RECENT OVERNIGHT TRIP: COVID-19 ANXIETY

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

(Base: Wave 84 data. Respondents who took an overnight trip in the past three months, 613 completed surveys. Data collected February 9-11, 2022)

10 - Very high anxiety — 3.3%
9 — 2.2%
8 — 7.5%
7 — 5.9%
6 — 6.5%

25.4%

↑ 24.1% Week of Jan 31

5 - Moderate anxiety — 19.0%
4 — 6.9%
3 — 9.0%
2 — 11.2%
1 — 5.1%
0 - No anxiety — 23.6%

0%   10%   20%   30%   40%
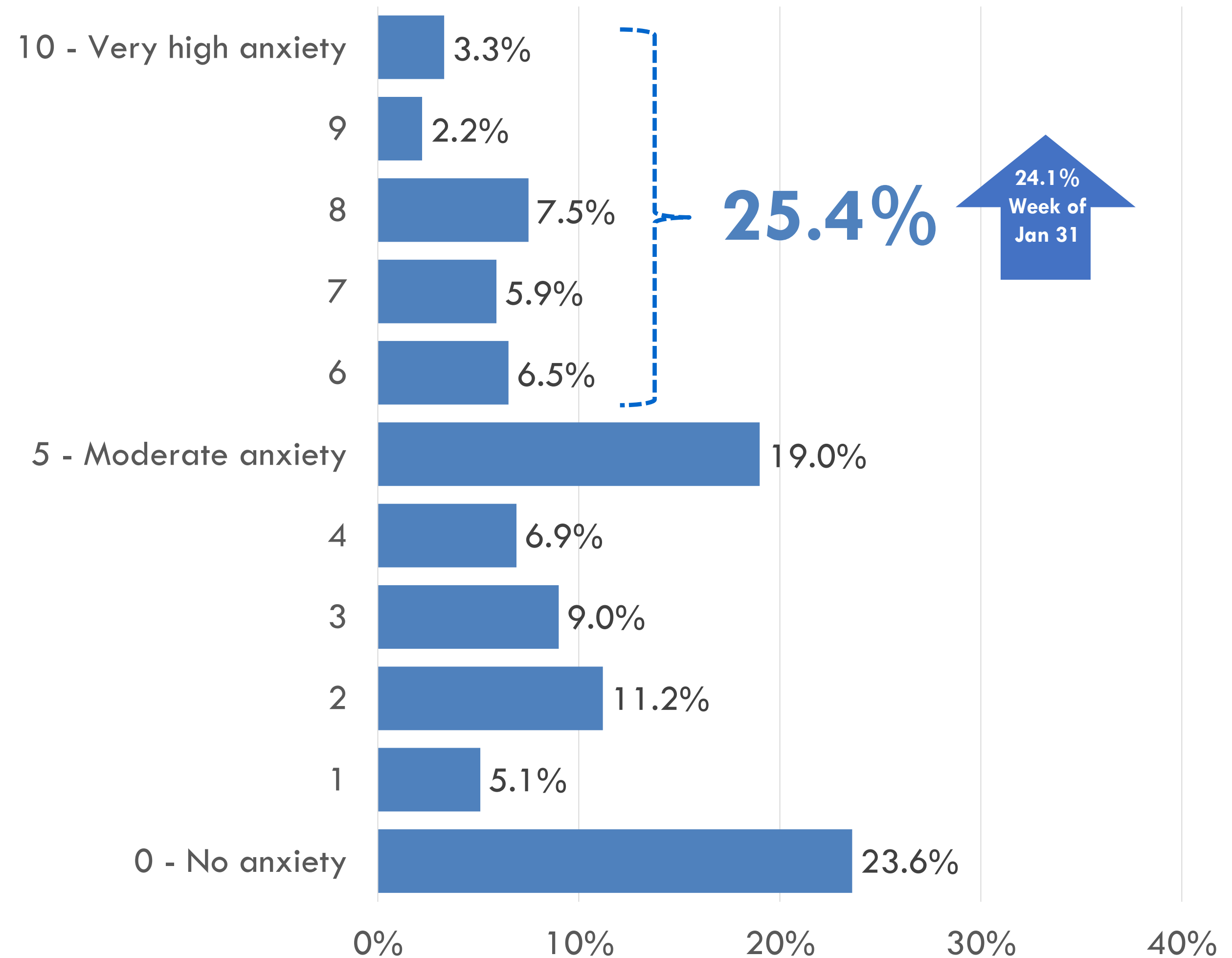
MOST RECENT OVERNIGHT TRIP: COVID-19 ANXIETY

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

% More than Moderate Anxiety (6-10)

Date	Value
Sept 15-17	28.5%
Sept 29-Oct 1	27.8%
Oct 13-15	27.4%
Oct 27-29	26.5%
Nov 10-12	23.4%
Nov 24-26	21.6%
Dec 8-10	23.0%
Dec 26-28	24.8%
Jan 12-14	29.7%
Jan 26-28	24.1%
Feb 9-11	25.4%

Destination Analysts
DO YOUR RESEARCH

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 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Trip Type	%	Average Trips
Leisure	35.2%	0.7
Visit friends or relatives	29.8%	0.6
Business	14.4%	0.4
Convention, conference or group meetings	10.5%	0.2
Other	6.1%	0.2

Destination Analysts
DO YOUR RESEARCH

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)

Legend: — Leisure   — Visit friends or relatives   — Business   — Convention, conference or group meetings   - - Other

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

Line chart values (right-most labels):
- 35.2%
- 29.8%
- 14.4%
- 10.5%
- 6.1%

X-axis: July 7-9, July 21-23, Aug 4-6, Aug 18-20, Sept 1-3, Sept 15-17, Sept 29-Oct 1, Oct 13-15, Oct 27-29, Nov 10-12, Nov 24-26, Dec 8-10, Dec 26-28, Jan 12-14, Jan 26-28, Feb 9-11

Y-axis: 0%, 20%, 40%, 60%

Destination Analysts
DO YOUR RESEARCH

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)
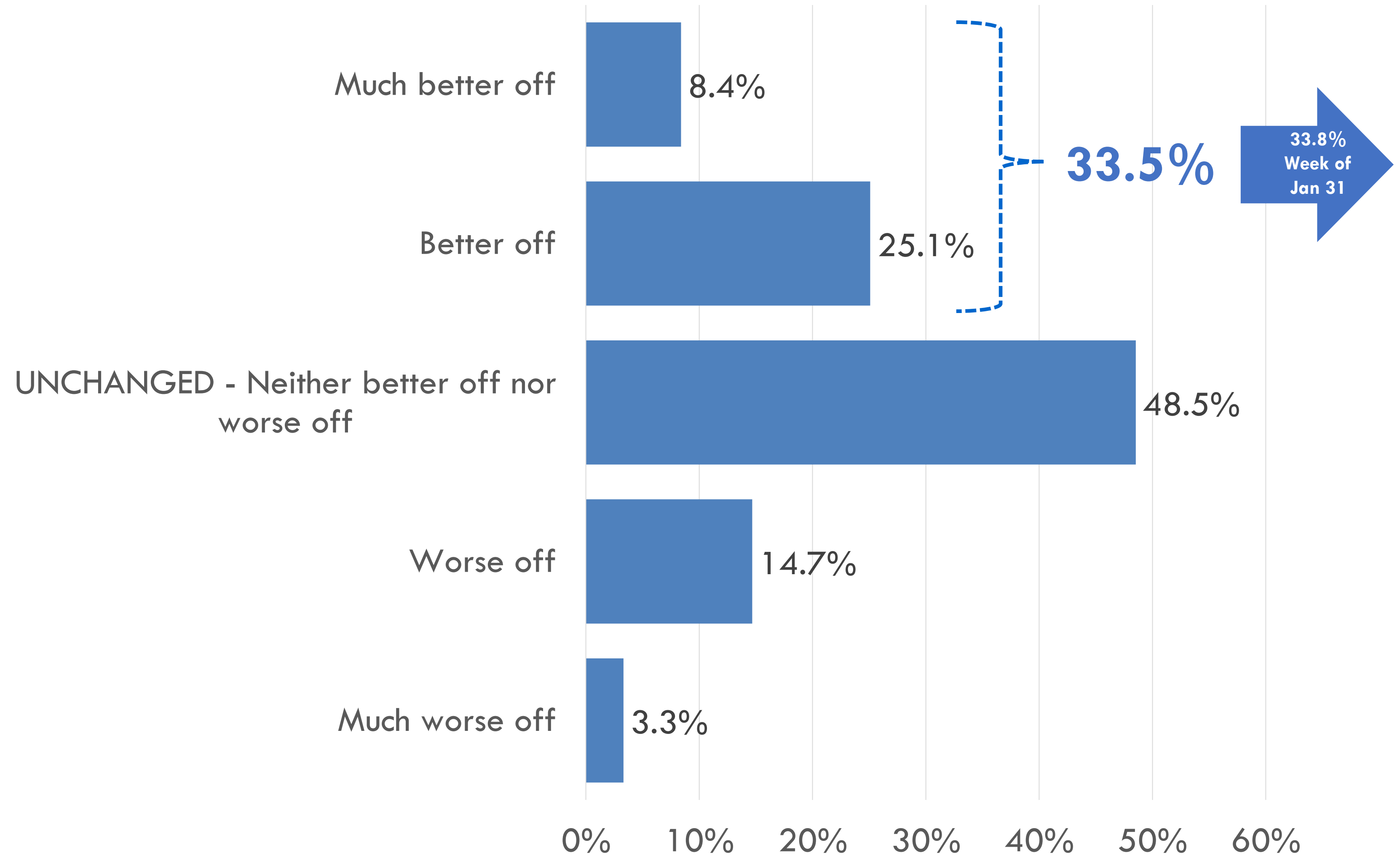

Number of trips taken (average)

Legend: Leisure — Visit friends or relatives — Business — Convention, conference or group meetings — Other

Final values (right side): 0.65, 0.62, 0.38, 0.24, 0.18

X-axis: July 7-9, July 21-23, Aug 4-6, Aug 18-20, Sept 1-3, Sept 15-17, Sept 29-Oct 1, Oct 13-15, Oct 27-29, Nov 10-12, Nov 24-26, Dec 8-10, Dec 26-28, Jan 12-14, Jan 26-28, Feb 9-11

Destination Analysts
DO YOUR RESEARCH

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 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Trip Type	%	Average Trips
Leisure	33.6%	0.7
Visit friends or relatives	28.7%	0.7
Business	12.2%	0.3
Convention, conference or group meetings	8.4%	0.2
Other	5.0%	0.1

Destination Analysts
DO YOUR RESEARCH

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?

Legend: ▬ Leisure ▬ Visit friends or relatives ▬ Business ▬ Convention, conference or group meetings ┄┄ Other

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

Leisure: 33.6%
Visit friends or relatives: 28.7%
Business: 12.2%
Convention, conference or group meetings: 8.4%
Other: 5.0%

X-axis: July 7-9, July 21-23, Aug 4-6, Aug 18-20, Sept 1-3, Sept 15-17, Sept 29-Oct 1, Oct 13-15, Oct 27-29, Nov 10-12, Nov 24-26, Dec 8-10, Dec 26-28, Jan 12-14, Jan 26-28, Feb 9-11

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?

Leisure — Visit friends or relatives — Business — Convention, conference or group meetings --- Other

Number of trips taken (average)

0.68
0.66
0.31
0.20
0.13

July 7-9, July 21-23, Aug 4-6, Aug 18-20, Sept 1-3, Sept 15-17, Sept 29-Oct 1, Oct 13-15, Oct 27-29, Nov 10-12, Nov 24-26, Dec 8-10, Dec 26-28, Jan 12-14, Jan 26-28, Feb 9-11

Destination Analysts
DO YOUR RESEARCH

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 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Much better off — 8.4%

Better off — 25.1%

33.5%

33.8% Week of Jan 31

UNCHANGED - Neither better off nor worse off — 48.5%

Worse off — 14.7%

Much worse off — 3.3%

Destination Analysts
DO YOUR RESEARCH

CURRENT HOUSEHOLD FINANCIAL STATUS

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

% Better or Much Better

Date	%
March 26-28	30.6%
July 7-9	42.1%
July 21-23	34.0%
Aug 4-6	33.5%
Aug 18-20	40.5%
Sept 1-3	35.3%
Sept 15-17	37.9%
Sept 29-Oct 1	28.6%
Oct 13-15	34.1%
Oct 27-29	34.3%
Nov 10-12	31.5%
Nov 24-26	27.9%
Dec 8-10	32.5%
Dec 26-28	28.8%
Jan 12-14	33.2%
Jan 26-28	33.8%
Feb 9-11	33.5%

Destination Analysts
DO YOUR RESEARCH
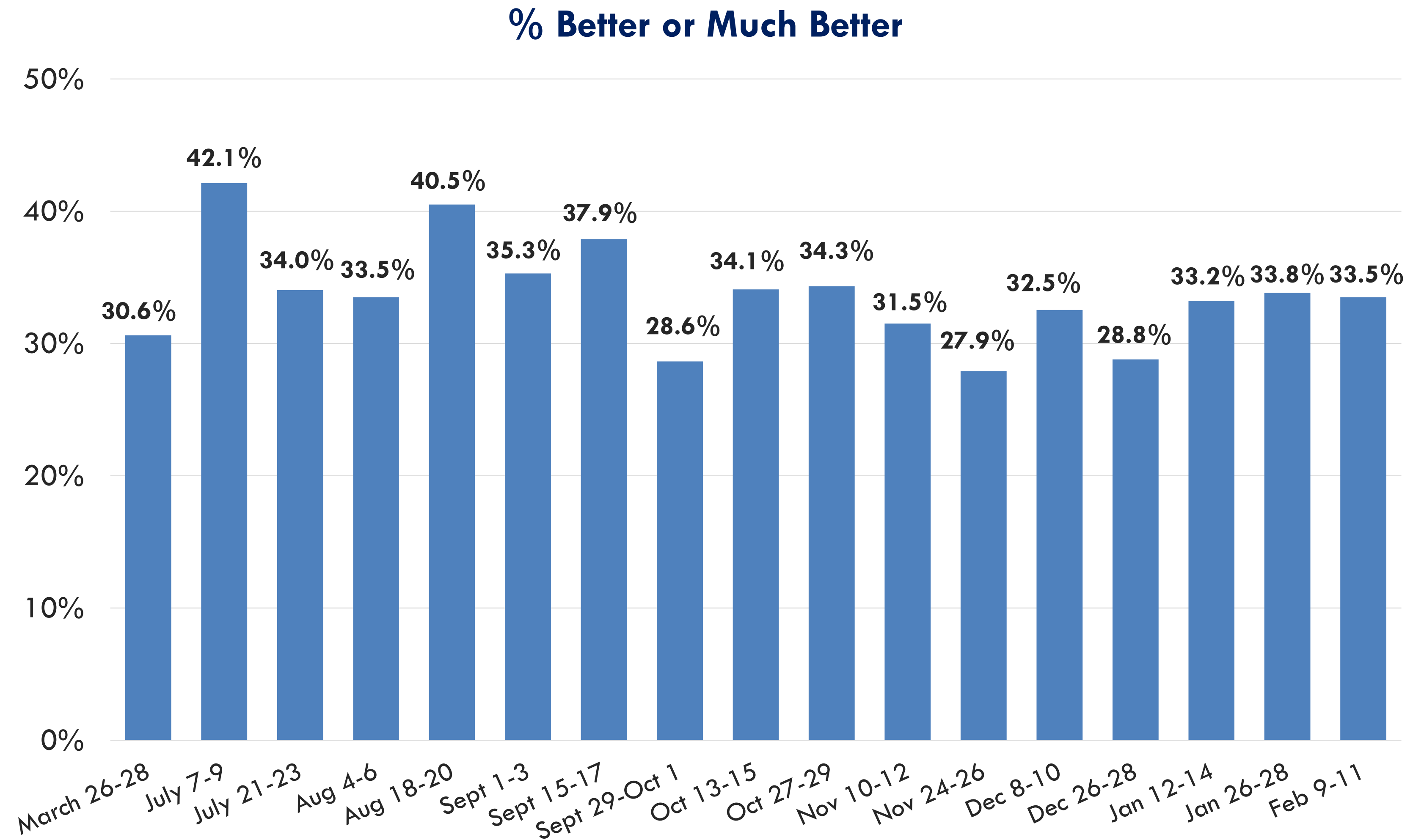
EXPECTATIONS FOR FUTURE FINANCES

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 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Much better off — 11.9%

Better off — 32.3%

Just about the same - Neither better off nor worse off — 46.6%

Worse off — 8.0%

Much worse off — 1.2%

44.2%

45.1% Week of Jan 31

Destination Analysts
DO YOUR RESEARCH

EXPECTATIONS FOR FUTURE FINANCES

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

% Better or Much Better

Date	%
March 26-28	38.8%
July 7-9	52.0%
July 21-23	44.1%
Aug 4-6	44.2%
Aug 18-20	46.4%
Sept 1-3	47.8%
Sept 15-17	48.6%
Sept 29-Oct 1	38.4%
Oct 13-15	42.4%
Oct 27-29	42.9%
Nov 10-12	39.9%
Nov 24-26	40.8%
Dec 8-10	43.0%
Dec 26-28	37.6%
Jan 12-14	43.8%
Jan 26-28	45.1%
Feb 9-11	44.2%

Destination Analysts
DO YOUR RESEARCH
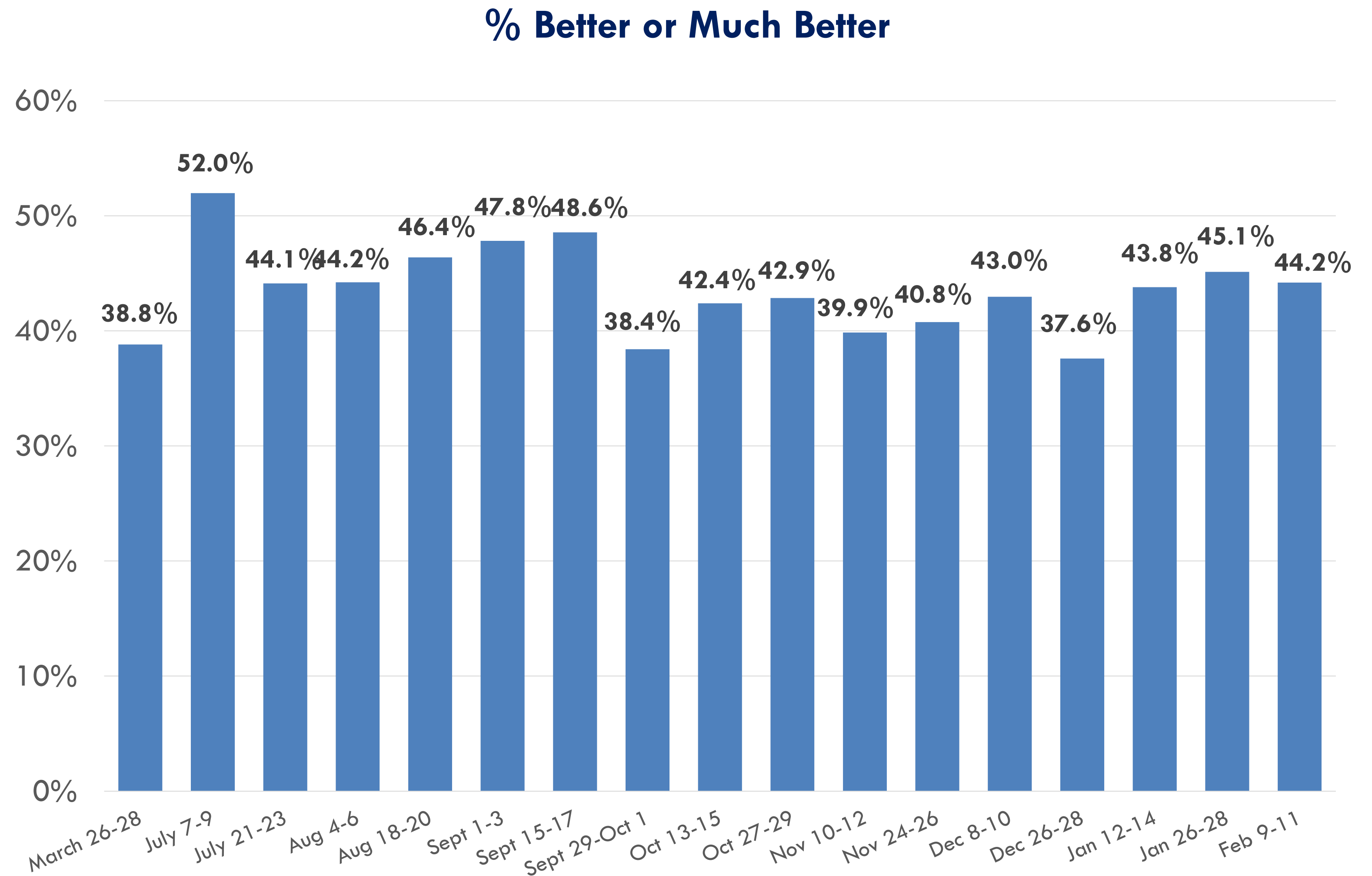
TRAVEL BUDGET &
TRAVEL SPENDING

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 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Yes - It is a very good time — 11.0%

Yes - It is a good time — 30.7%

It is neither a good time nor bad time — 37.6%

No - It is a bad time — 14.7%

No - It is a very bad time — 6.0%

41.7%

39.0%
Week of Jan 31

Destination Analysts
DO YOUR RESEARCH
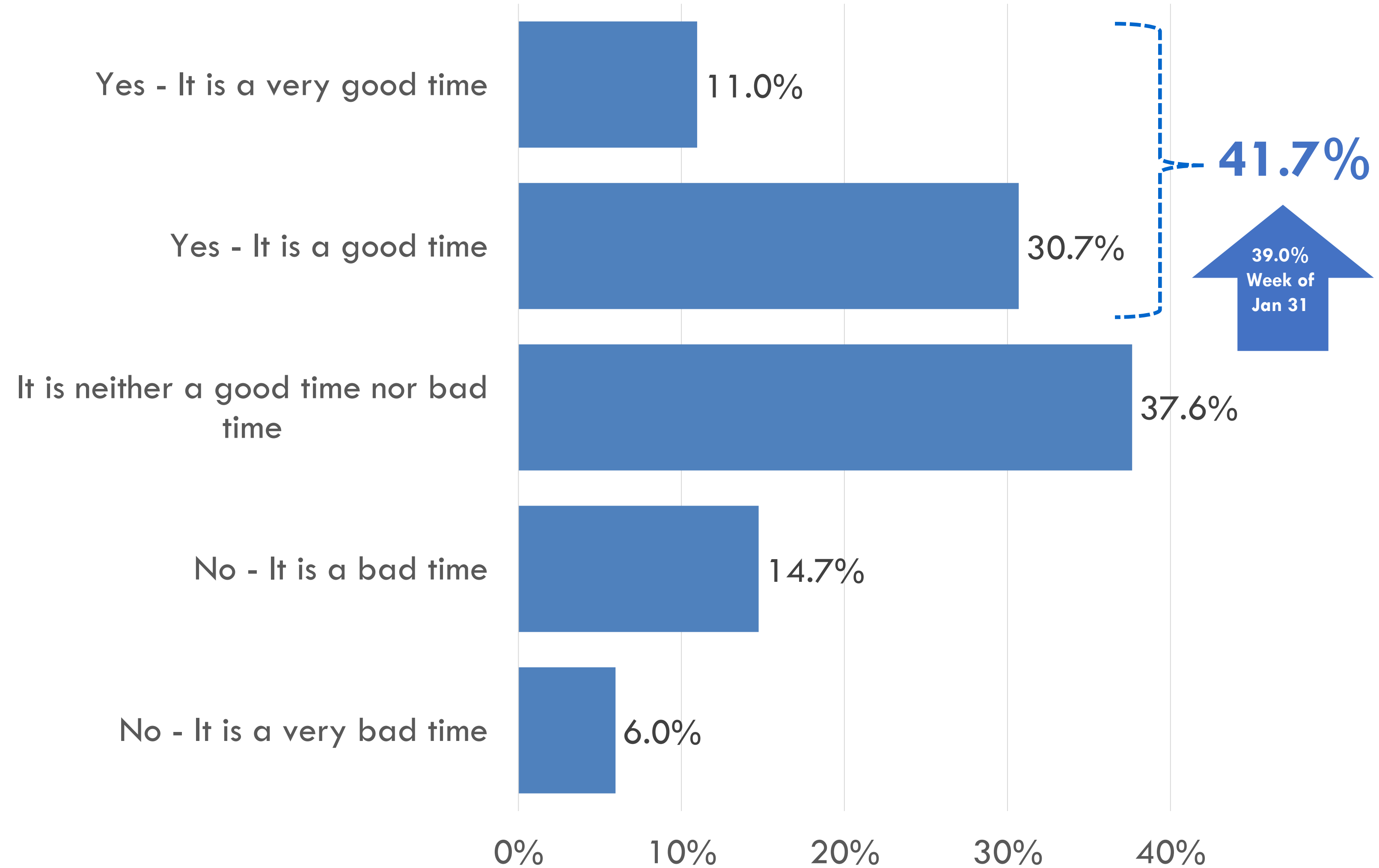
IS IT A GOOD TIME TO SPEND ON TRAVEL?

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)

% Good or Very good time to spend on travel
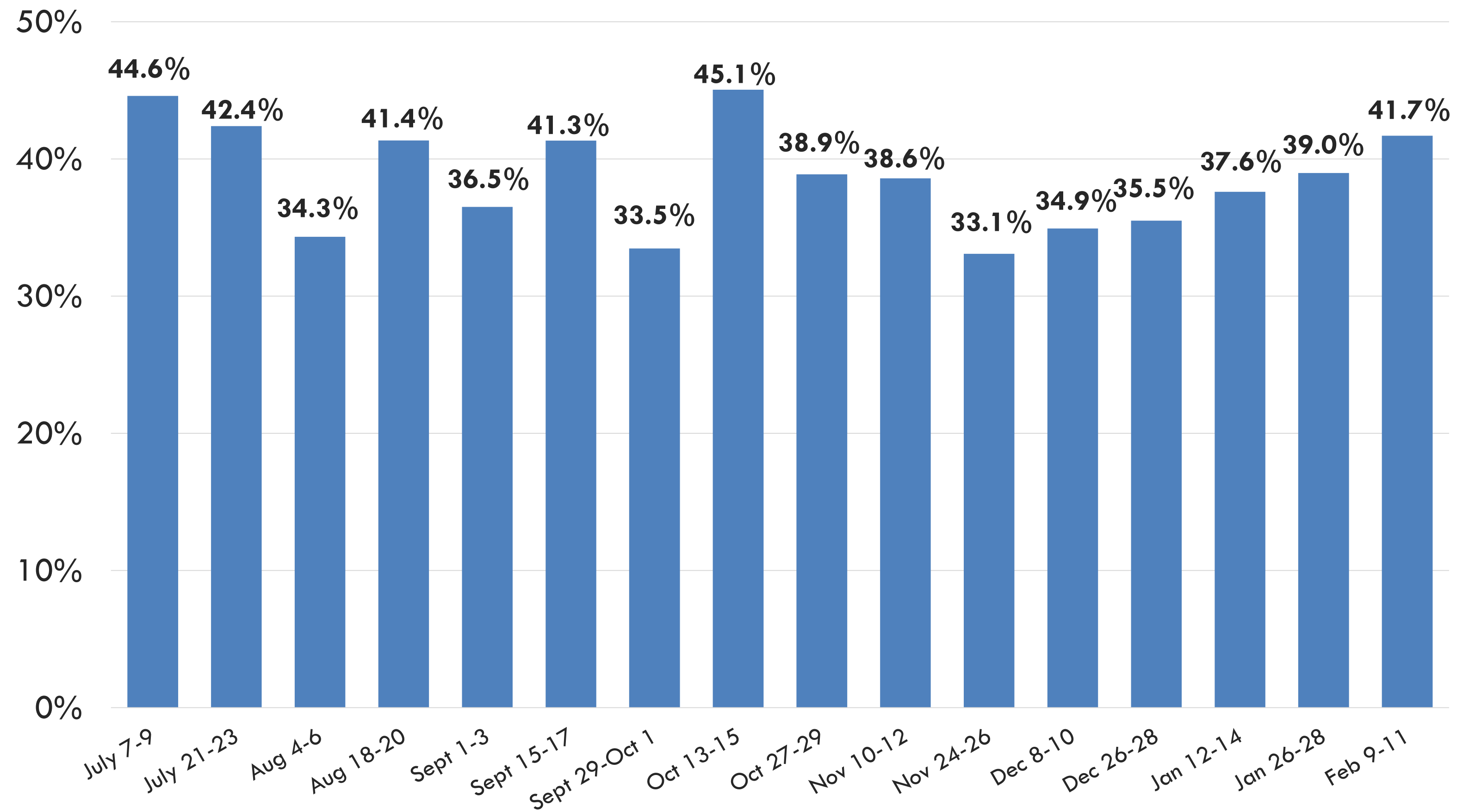
Period	%
July 7-9	44.6%
July 21-23	42.4%
Aug 4-6	34.3%
Aug 18-20	41.4%
Sept 1-3	36.5%
Sept 15-17	41.3%
Sept 29-Oct 1	33.5%
Oct 13-15	45.1%
Oct 27-29	38.9%
Nov 10-12	38.6%
Nov 24-26	33.1%
Dec 8-10	34.9%
Dec 26-28	35.5%
Jan 12-14	37.6%
Jan 26-28	39.0%
Feb 9-11	41.7%

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 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Priority	Percentage
Extremely high priority	13.1%
High priority	23.5%
Somewhat high priority	24.4%
Neutral - neither high nor low priority	22.6%
Somewhat low priority	6.7%
Low priority	6.5%
Extremely low priority	3.2%

61.0%

59.5% Week of Jan 31
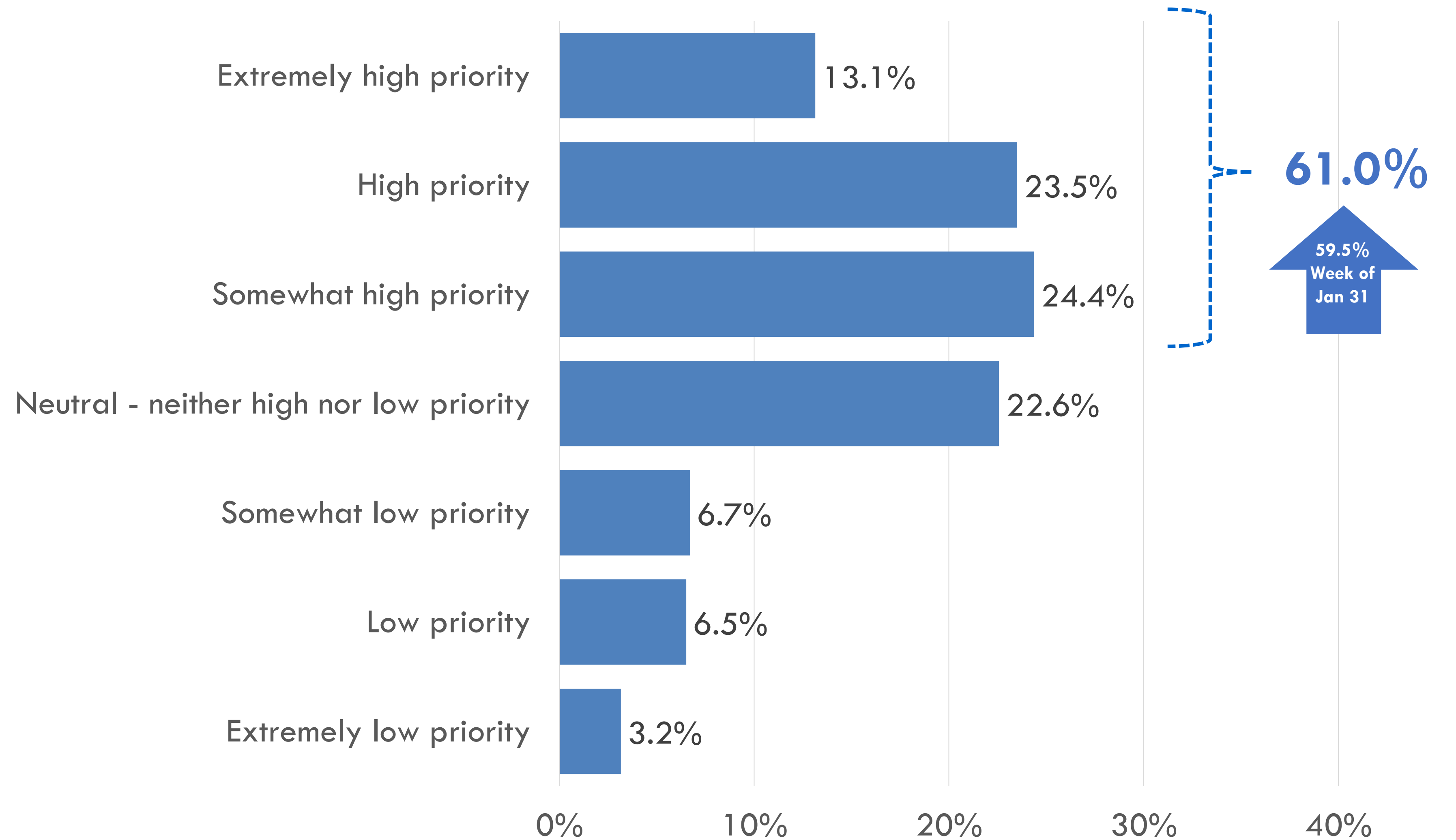
TRAVEL AS A BUDGET PRIORITY

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
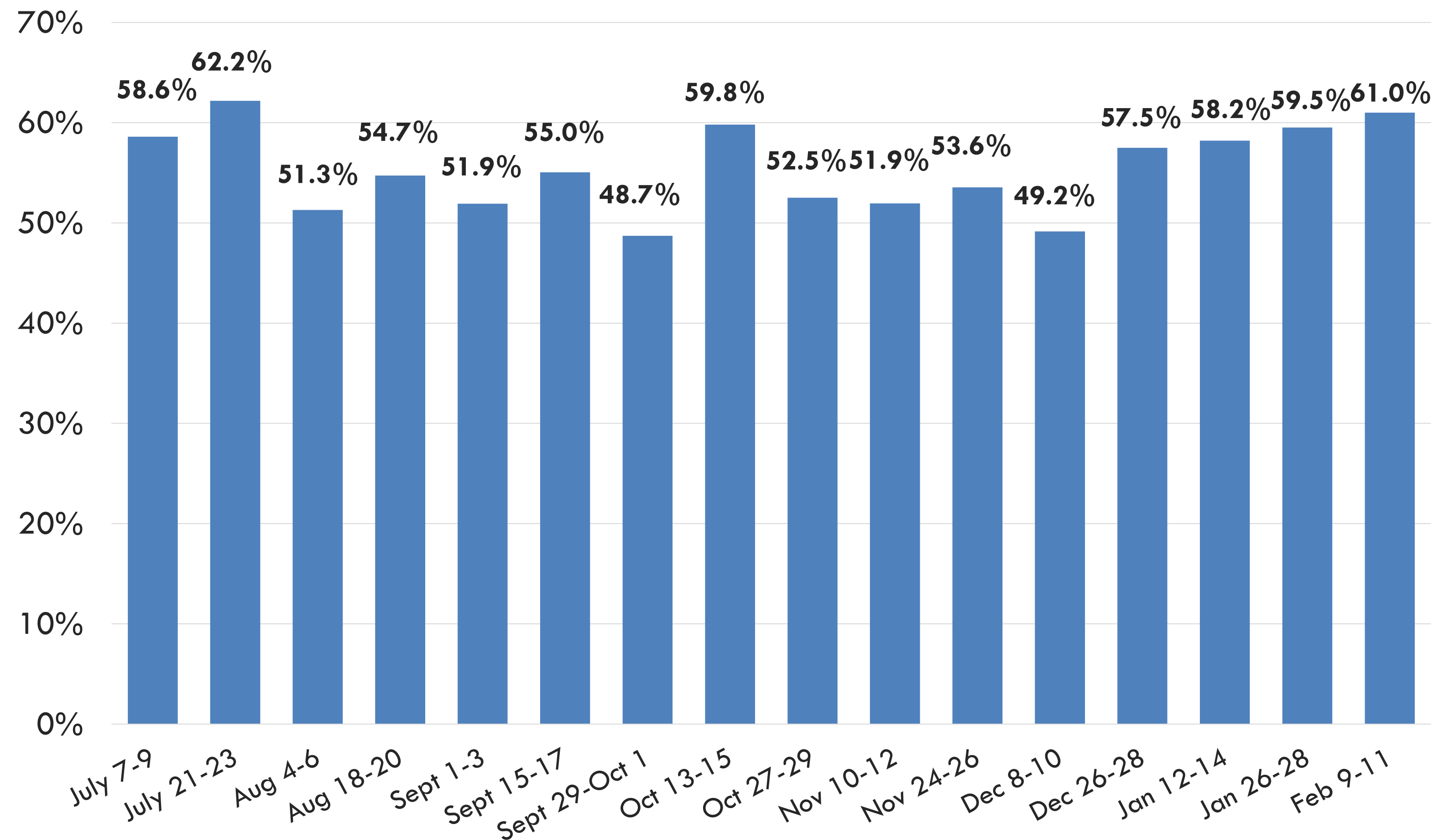
Period	Value
July 7-9	58.6%
July 21-23	62.2%
Aug 4-6	51.3%
Aug 18-20	54.7%
Sept 1-3	51.9%
Sept 15-17	55.0%
Sept 29-Oct 1	48.7%
Oct 13-15	59.8%
Oct 27-29	52.5%
Nov 10-12	51.9%
Nov 24-26	53.6%
Dec 8-10	49.2%
Dec 26-28	57.5%
Jan 12-14	58.2%
Jan 26-28	59.5%
Feb 9-11	61.0%

Destination Analysts
DO YOUR RESEARCH

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 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

I expect to travel about the same for leisure, 49.0%

I expect to travel more for leisure, 40.1%

I expect to travel less for leisure, 10.9%

Destination Analysts
DO YOUR RESEARCH
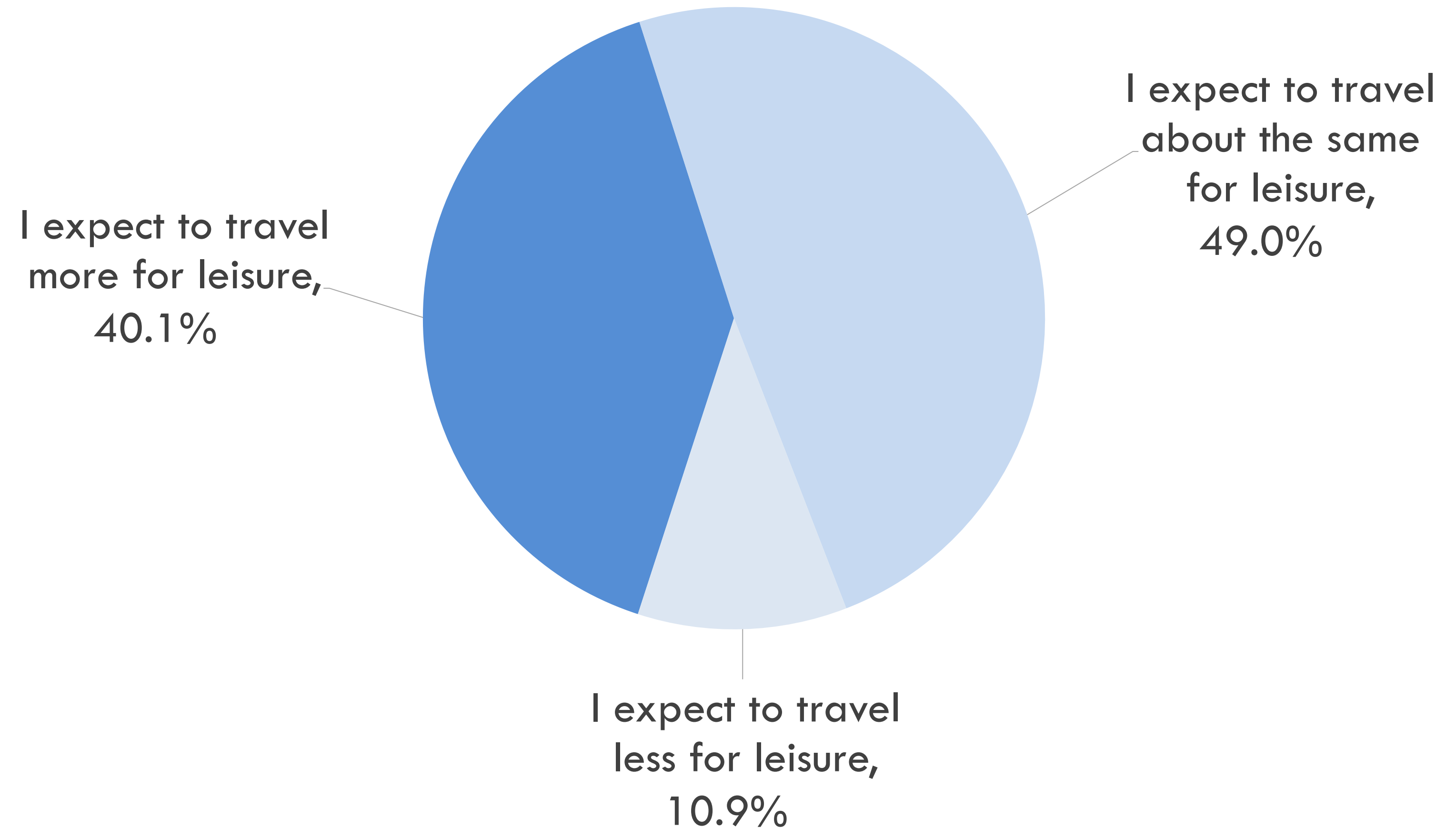
EXPECTATIONS FOR TRAVEL (NEXT 12 MONTHS)

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
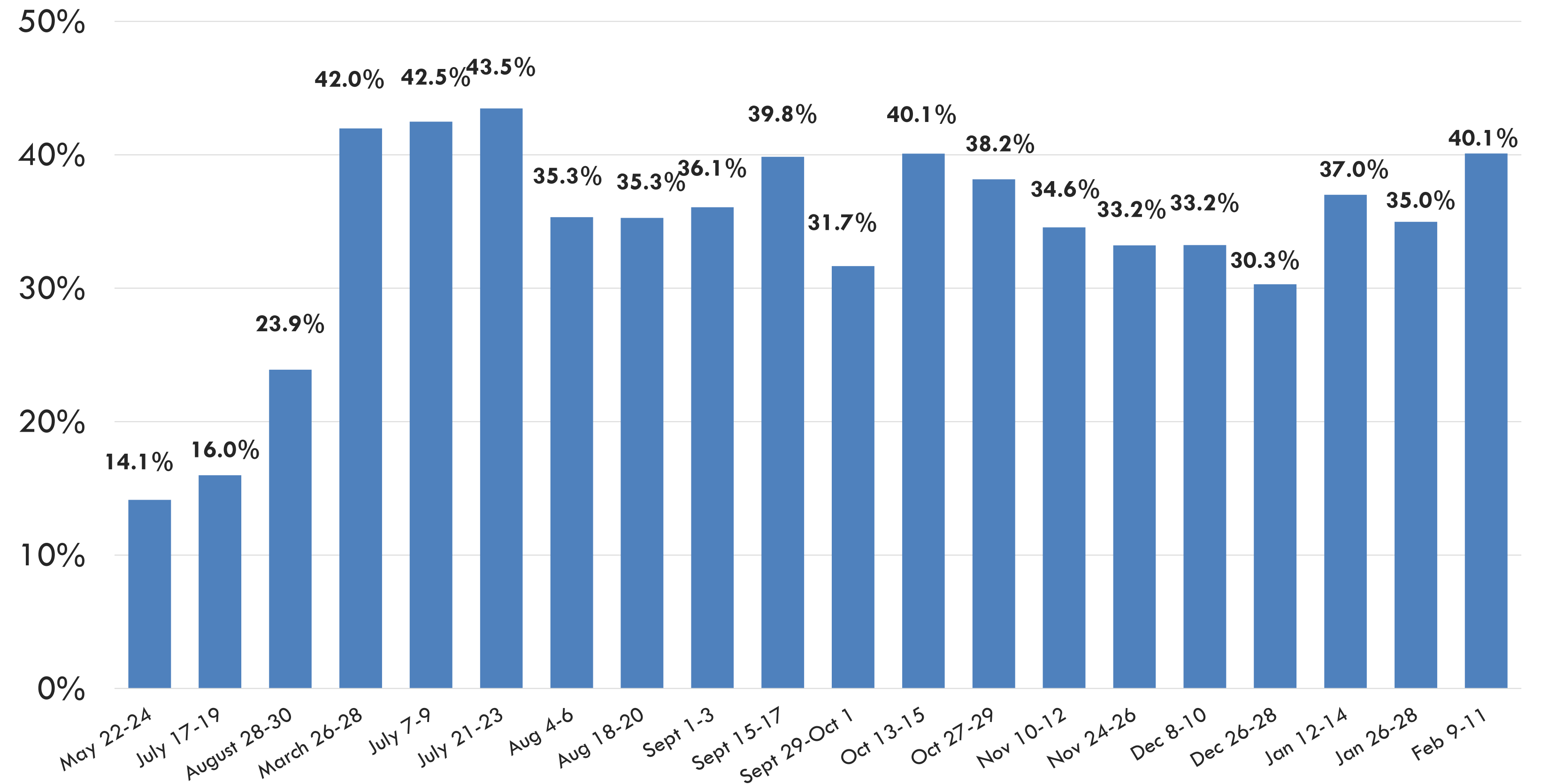
Date	%
May 22-24	14.1%
July 17-19	16.0%
August 28-30	23.9%
March 26-28	42.0%
July 7-9	42.5%
July 21-23	43.5%
Aug 4-6	35.3%
Aug 18-20	35.3%
Sept 1-3	36.1%
Sept 15-17	39.8%
Sept 29-Oct 1	31.7%
Oct 13-15	40.1%
Oct 27-29	38.2%
Nov 10-12	34.6%
Nov 24-26	33.2%
Dec 8-10	33.2%
Dec 26-28	30.3%
Jan 12-14	37.0%
Jan 26-28	35.0%
Feb 9-11	40.1%

Destination Analysts
DO YOUR RESEARCH

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 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

I expect to spend about the same on leisure travel, 48.3%

I expect to spend more on leisure travel, 39.4%

I expect to spend less on leisure travel, 12.3%

Destination Analysts
DO YOUR RESEARCH
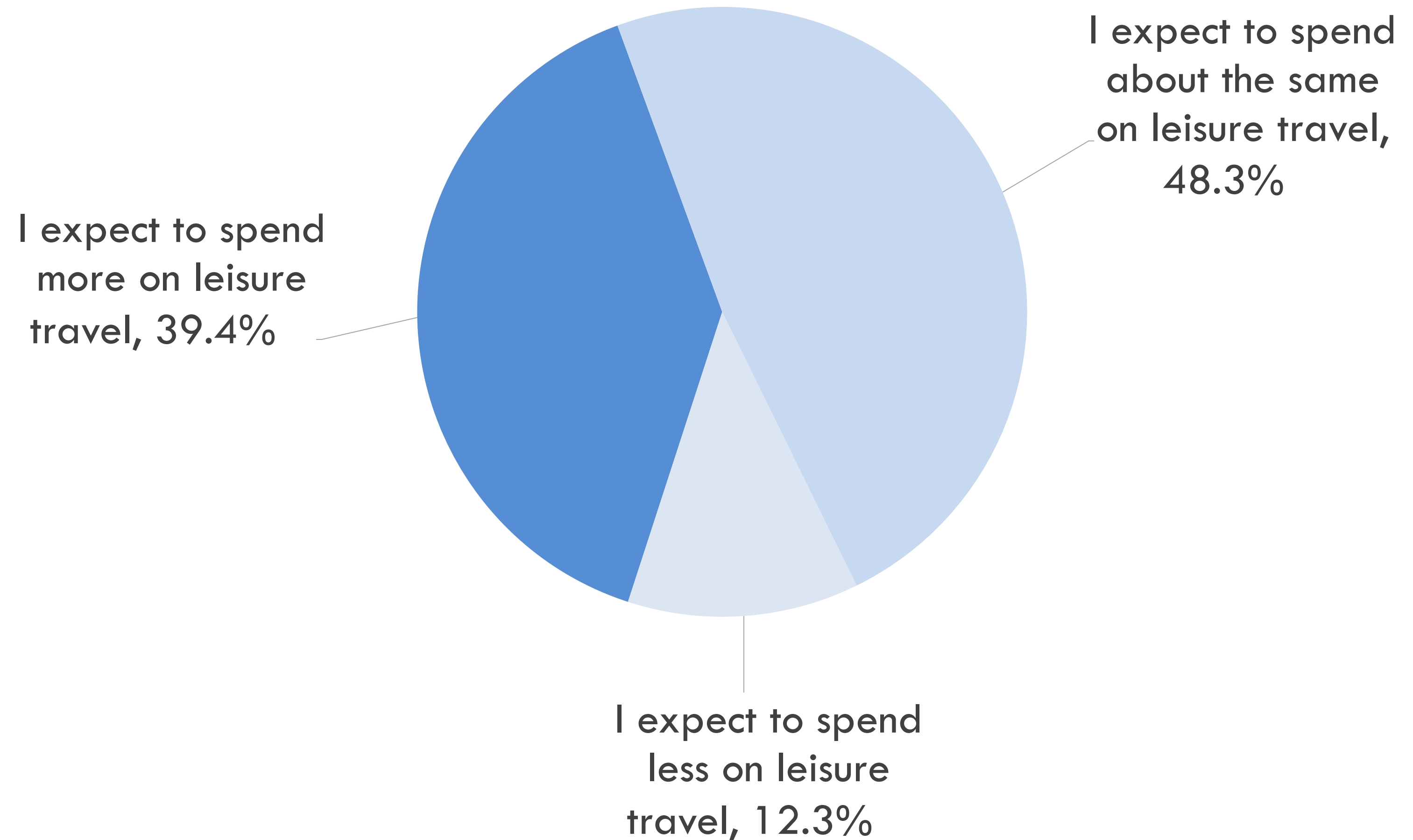
EXPECTATIONS FOR TRAVEL SPENDING (NEXT 12 MONTHS)

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
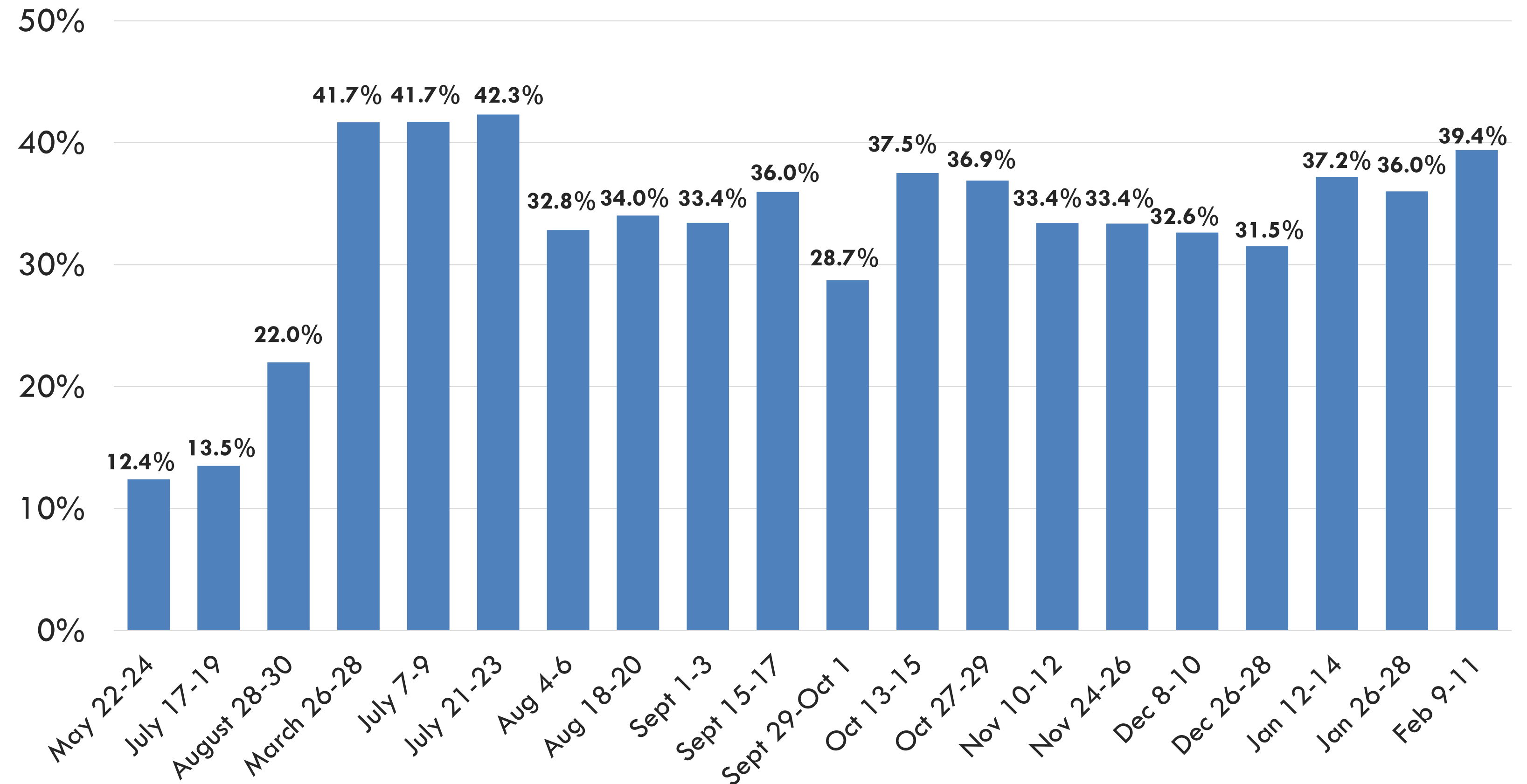
Date	%
May 22-24	12.4%
July 17-19	13.5%
August 28-30	22.0%
March 26-28	41.7%
July 7-9	41.7%
July 21-23	42.3%
Aug 4-6	32.8%
Aug 18-20	34.0%
Sept 1-3	33.4%
Sept 15-17	36.0%
Sept 29-Oct 1	28.7%
Oct 13-15	37.5%
Oct 27-29	36.9%
Nov 10-12	33.4%
Nov 24-26	33.4%
Dec 8-10	32.6%
Dec 26-28	31.5%
Jan 12-14	37.2%
Jan 26-28	36.0%
Feb 9-11	39.4%

Destination Analysts
DO YOUR RESEARCH

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 84 data. All respondents, 1,208 completed surveys. Data collected February 9-11, 2022)

Spending Range	Percentage
$10000 or more	12.2%
$5000 - $9999	22.7%
$2000 - $4999	26.4%
$1000 - $1999	18.0%
$500 - $999	10.9%
$100 - $499	9.7%
Under $100	4.2%

Mean = $4,283

Destination Analysts
DO YOUR RESEARCH

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):
_____

Destination Analysts
DO YOUR RESEARCH
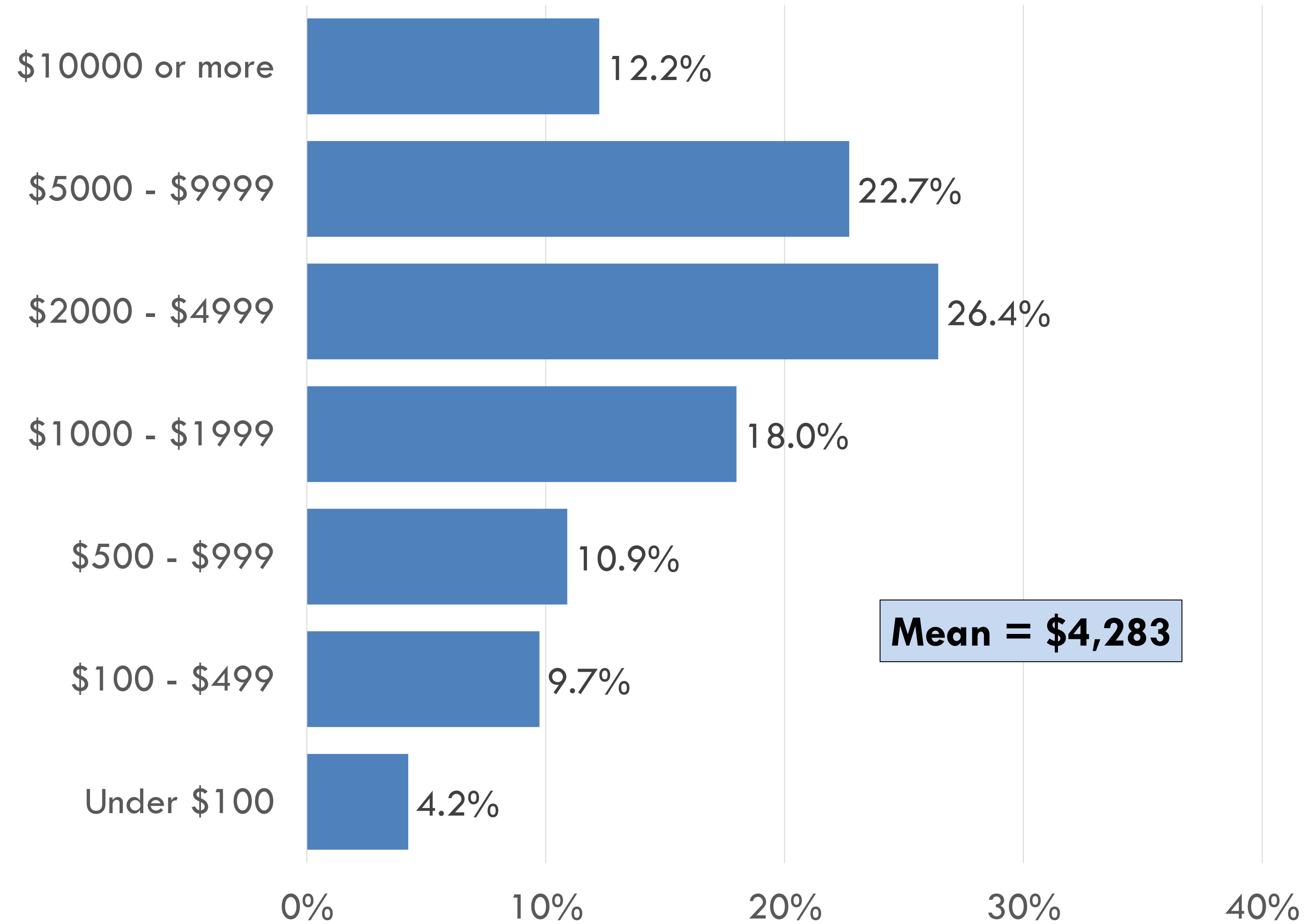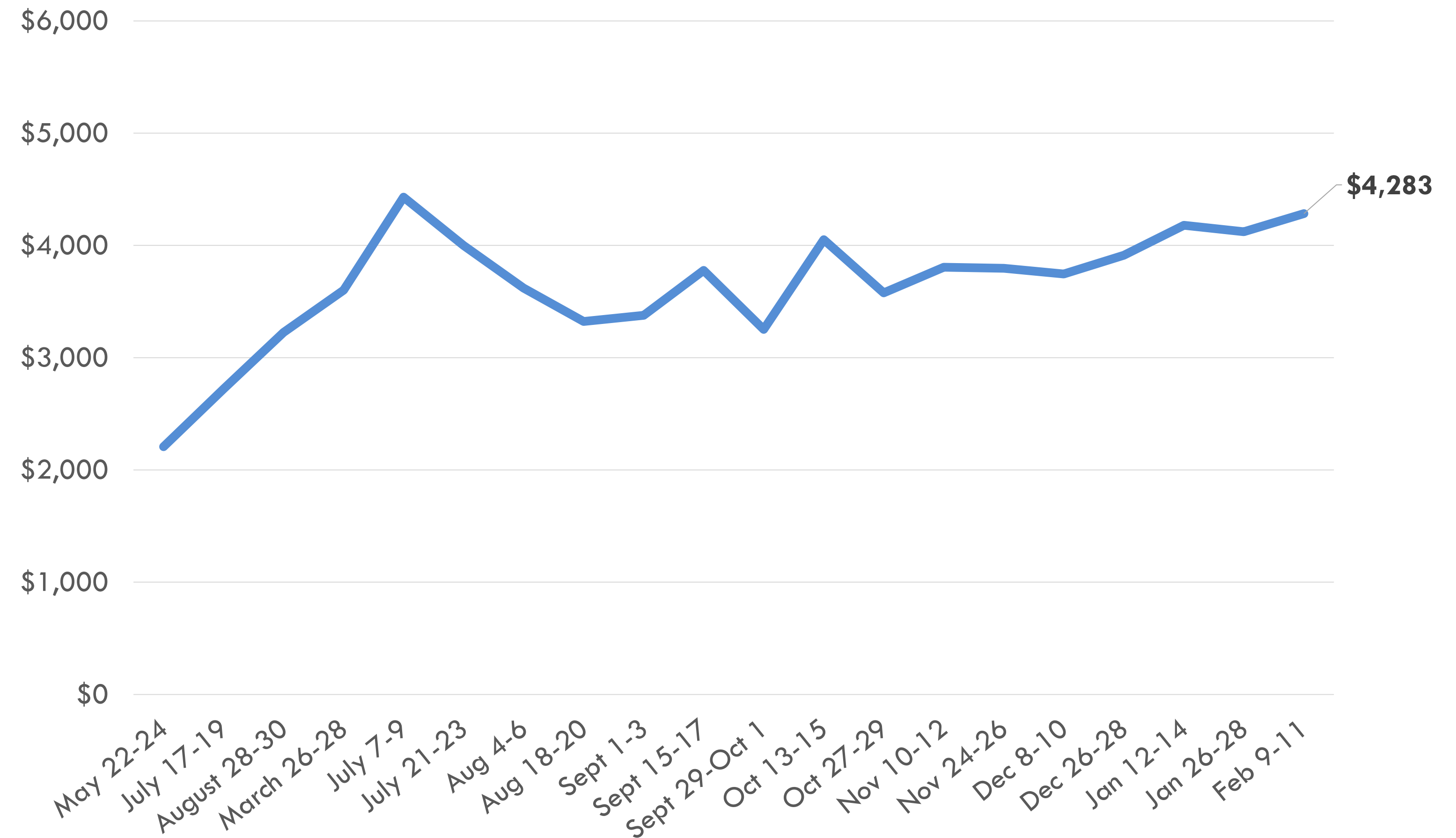
CORONAVIRUS TRAVEL SENTIMENT INDEX

Measuring the Potential Influence of Travel Marketing

Highlights from the Week of Feb 14th

What is a Predictive Index?

Indexing is the practice of compiling data into one single metric.
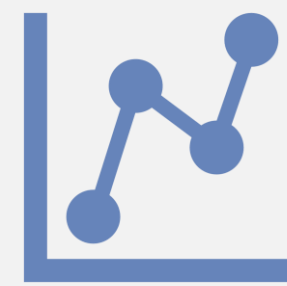
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.

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

$$\left[\begin{array}{c} \text{Concern for Personal Health} \\ + \\ \text{Concern for Personal Finances} \end{array} \right] \times \left[\begin{array}{c} \text{Openness to Messaging} \\ + \\ \text{Excitement to Travel Now} \end{array} \right]$$
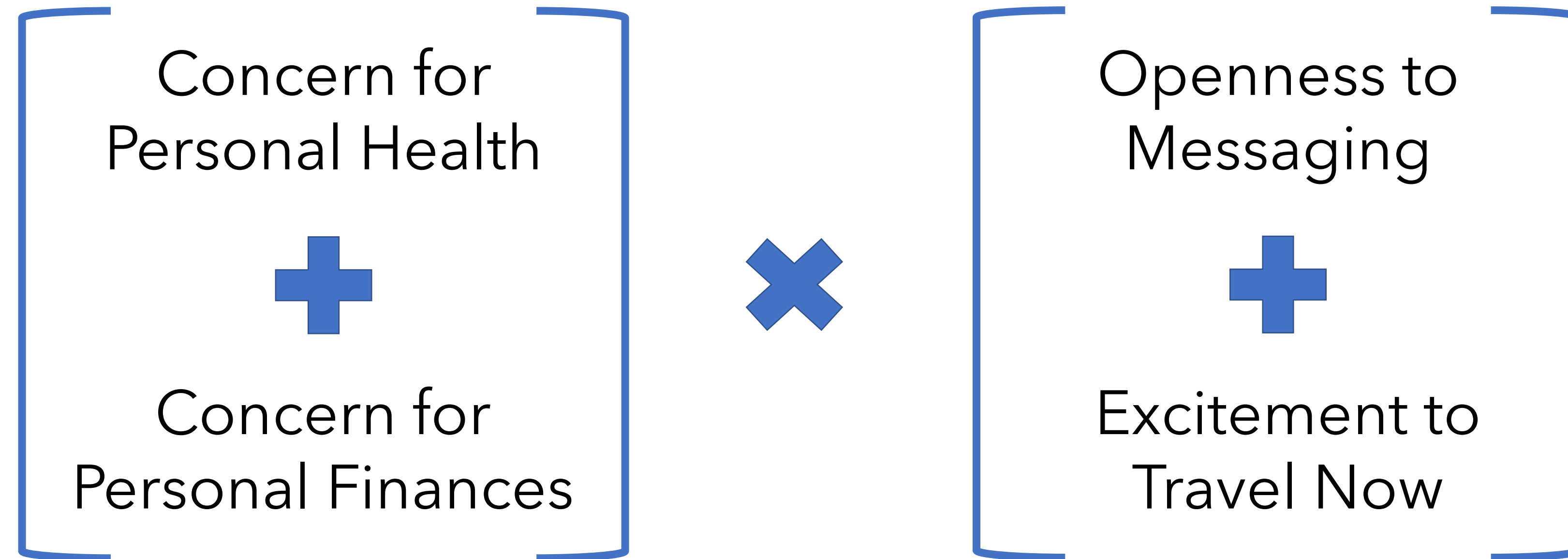
*Normalized to a 100pt scale

Healthy Travel Outlook

Travel Outlook

Neutral

Not Ready to Travel
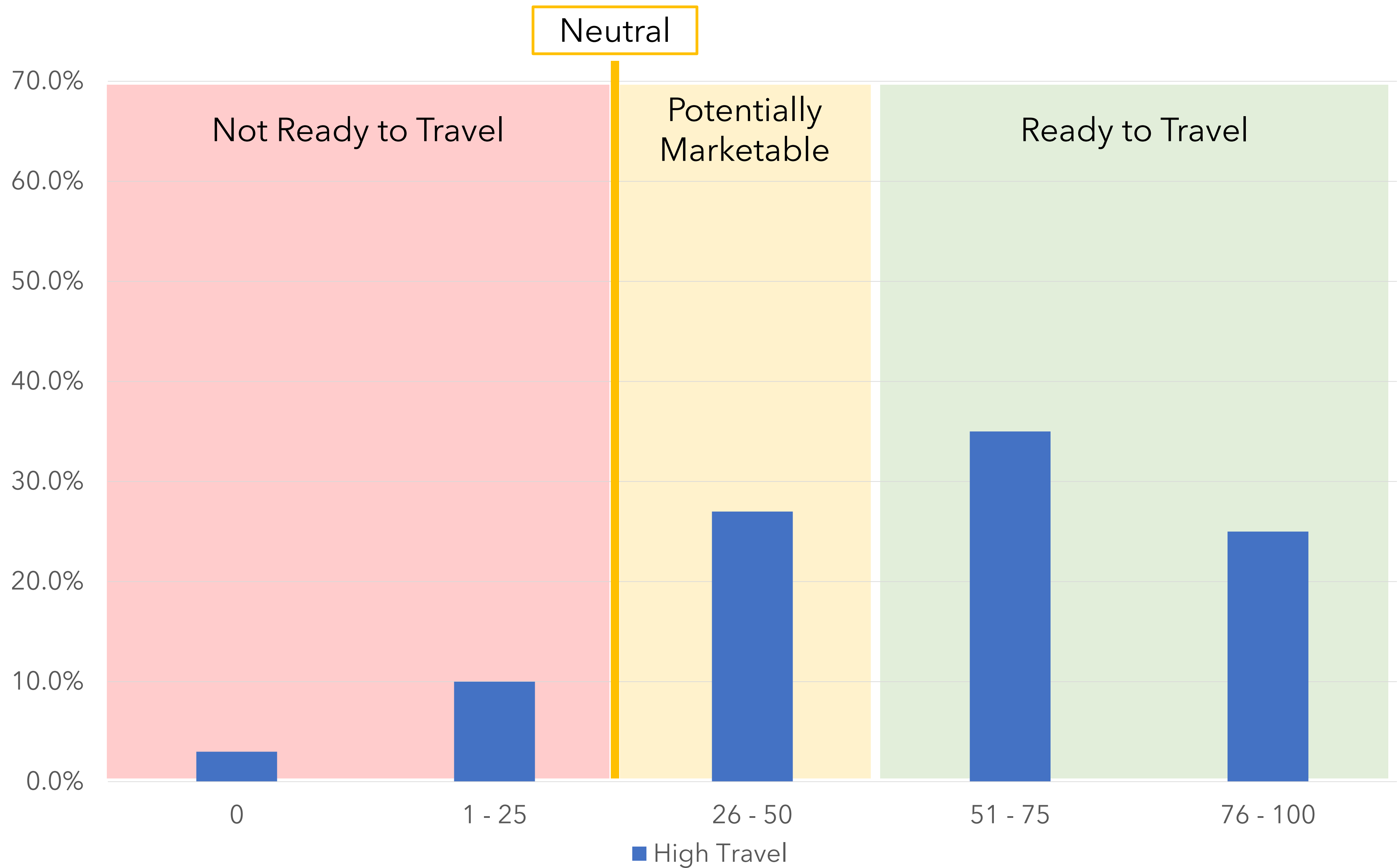
Potentially Marketable

Ready to Travel
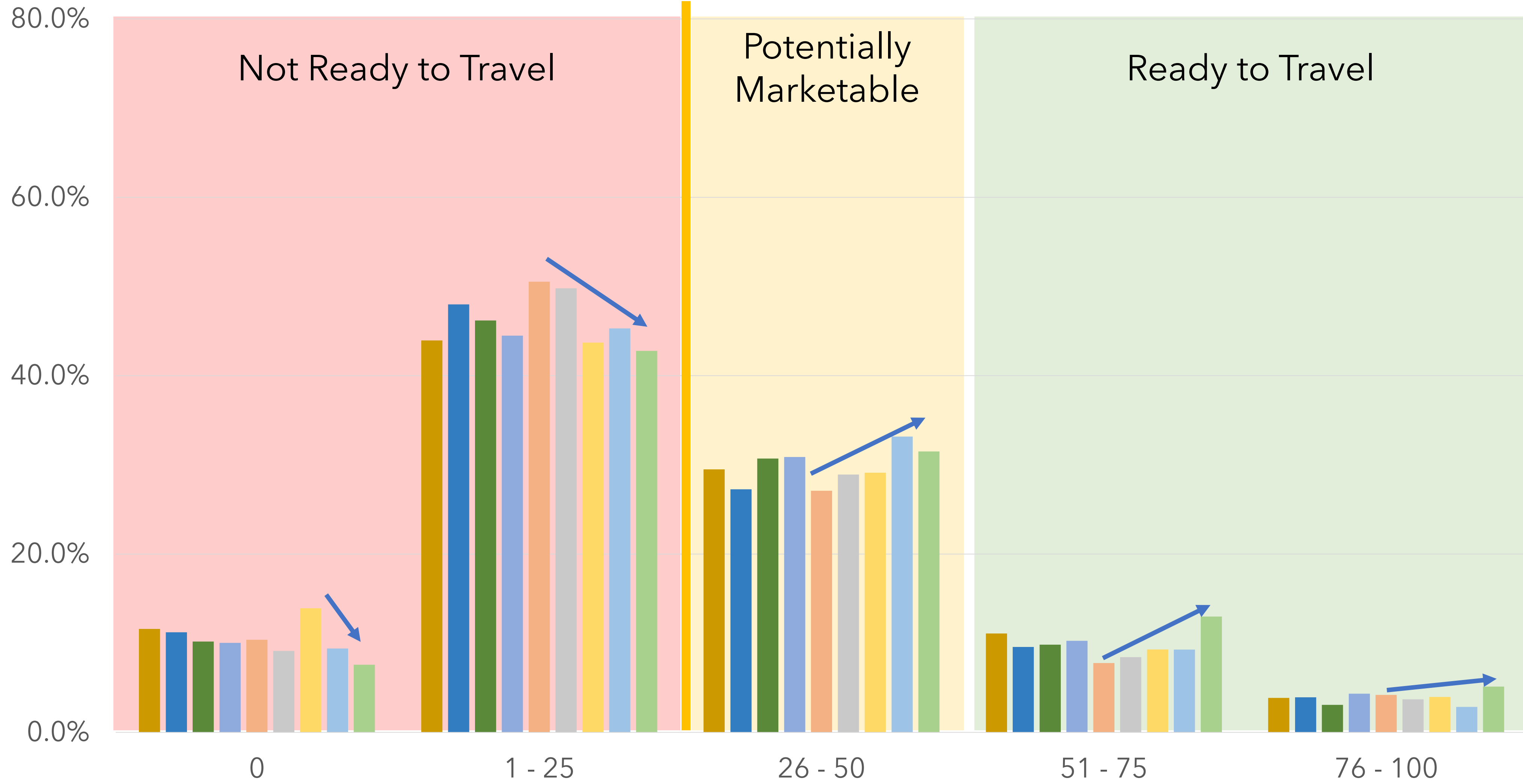
- October 13-15
- October 27-29
- November 10-12
- November 24-26
- December 8-10
- December 26-28
- January 12-14
- January 26-28
- February 9-11

Ready to Travel

Potentially Marketable

Not Ready to Travel

Significant growth in Marketability Index scores seen in this first week in February

Growth in Marketability due to The Vaccine

Drop in Marketability due to Delta

Recent Growth

Impact of Omicron

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

Airline and Cruise Travelers

Percent Potentially Marketable
(Index Above 25)

Gender

Percent Potentially Marketable
(Index Above 25)

Generation

Percent Potentially Marketable
(Index Above 25)
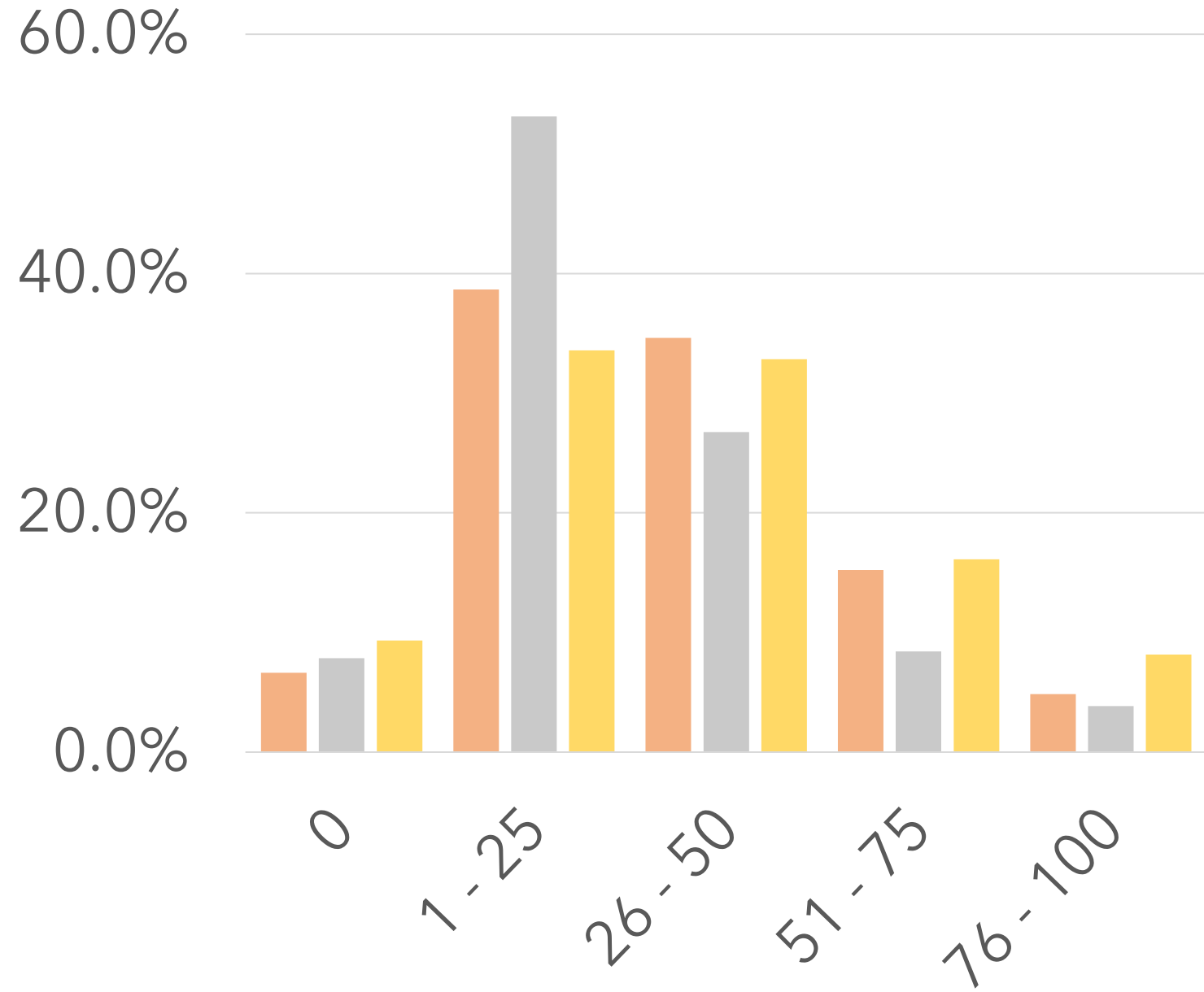
Legend: Millennials or younger, Gen X, Boomer or older
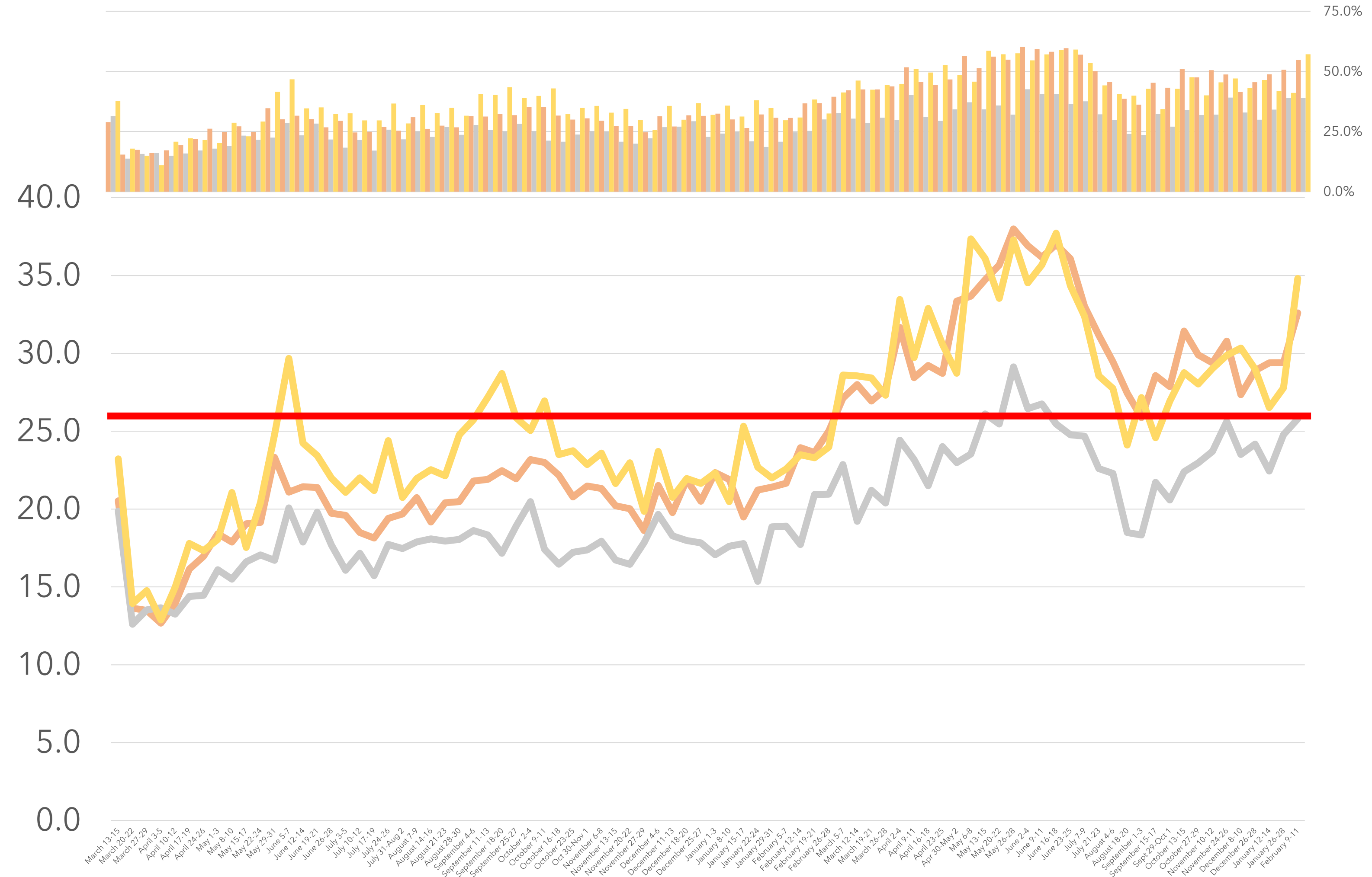
US Regions

Percent Potentially Marketable
(Index Above 25)

Residence Type
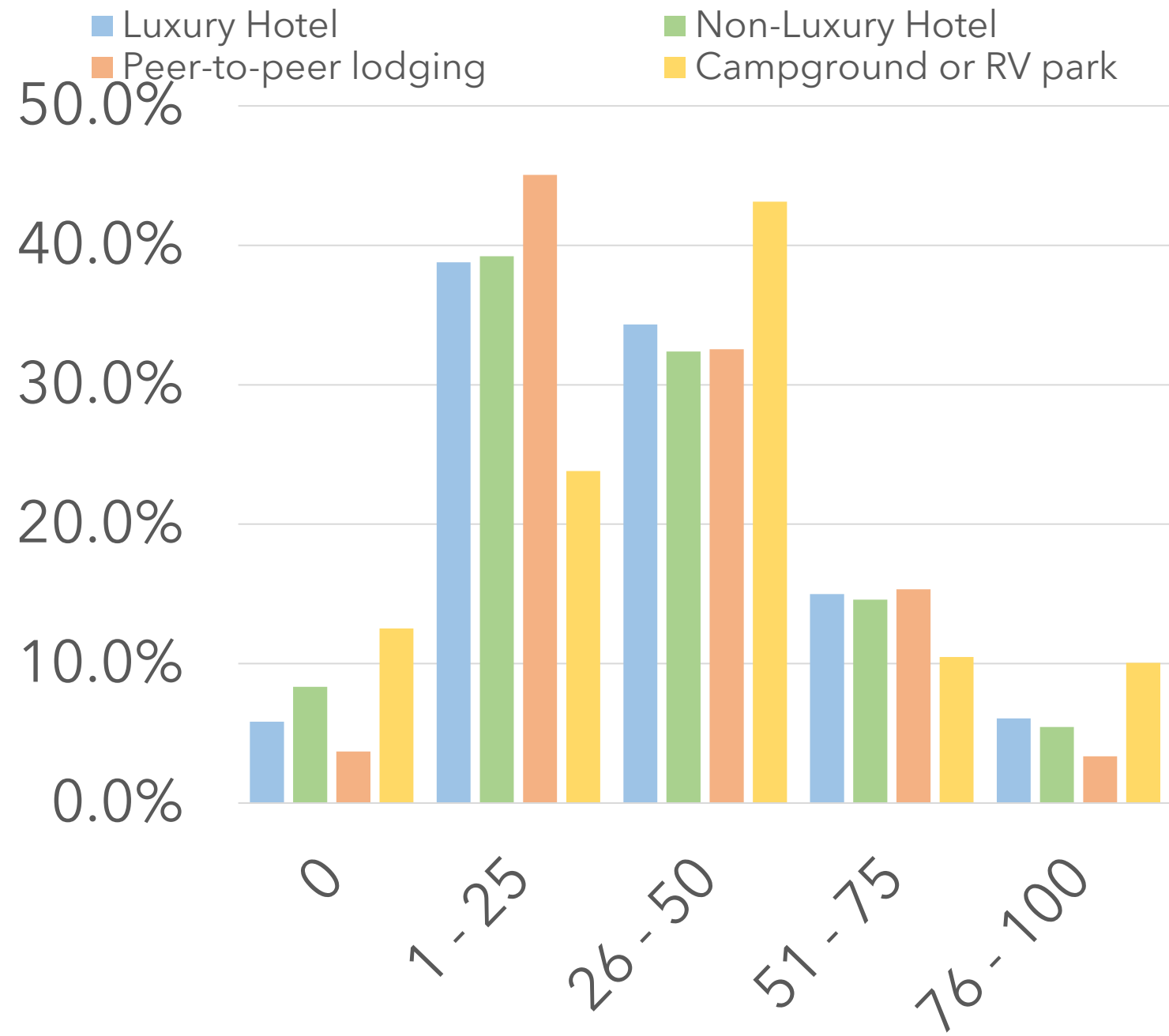
Suburban area   Large city (urban area)   Rural area

Percent Potentially Marketable
(Index Above 25)

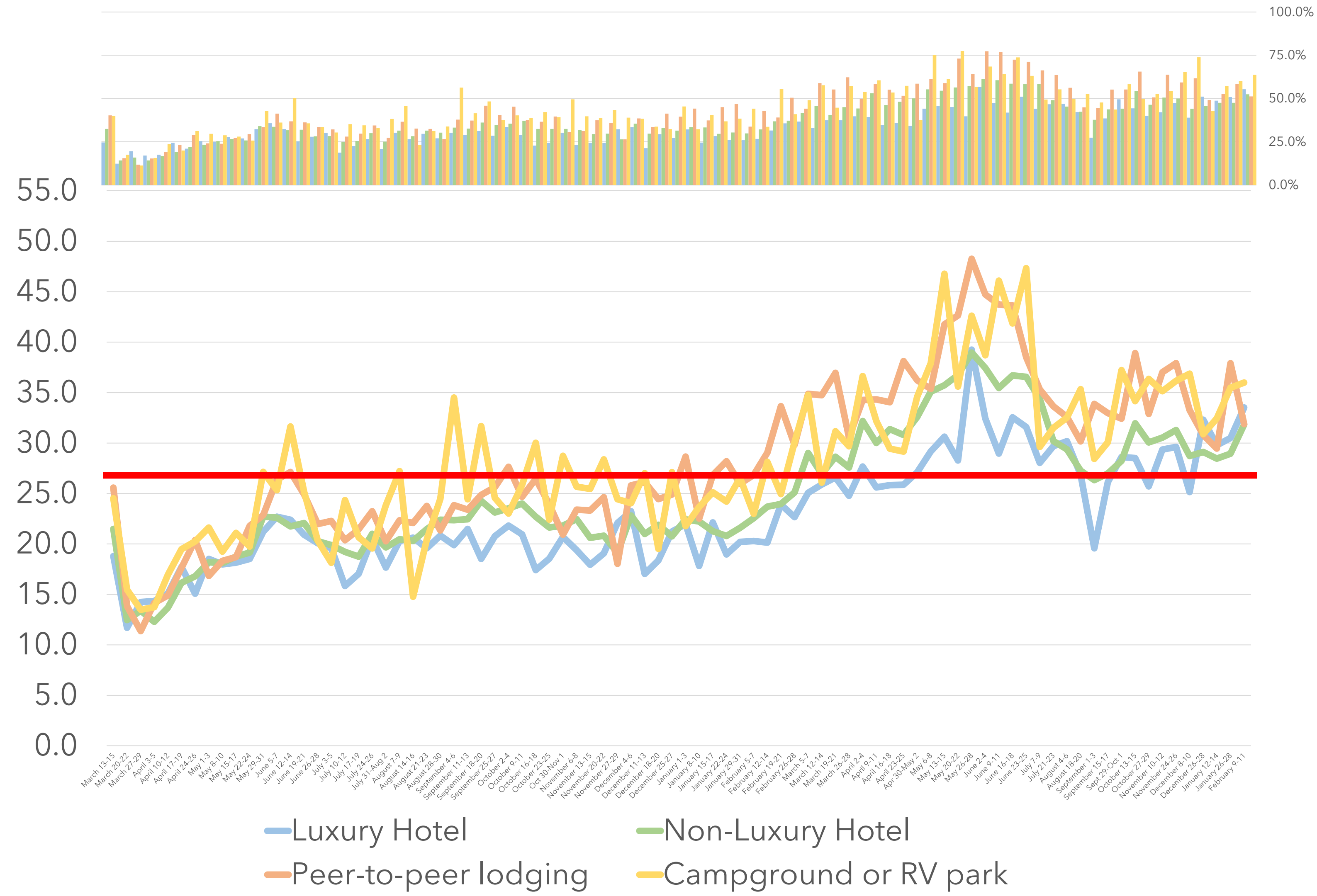Suburban area   Large city (urban area)   Rural area

Lodging Preference

Legend: Luxury Hotel, Non-Luxury Hotel, Peer-to-peer lodging, Campground or RV park

Percent Potentially Marketable
(Index Above 25)

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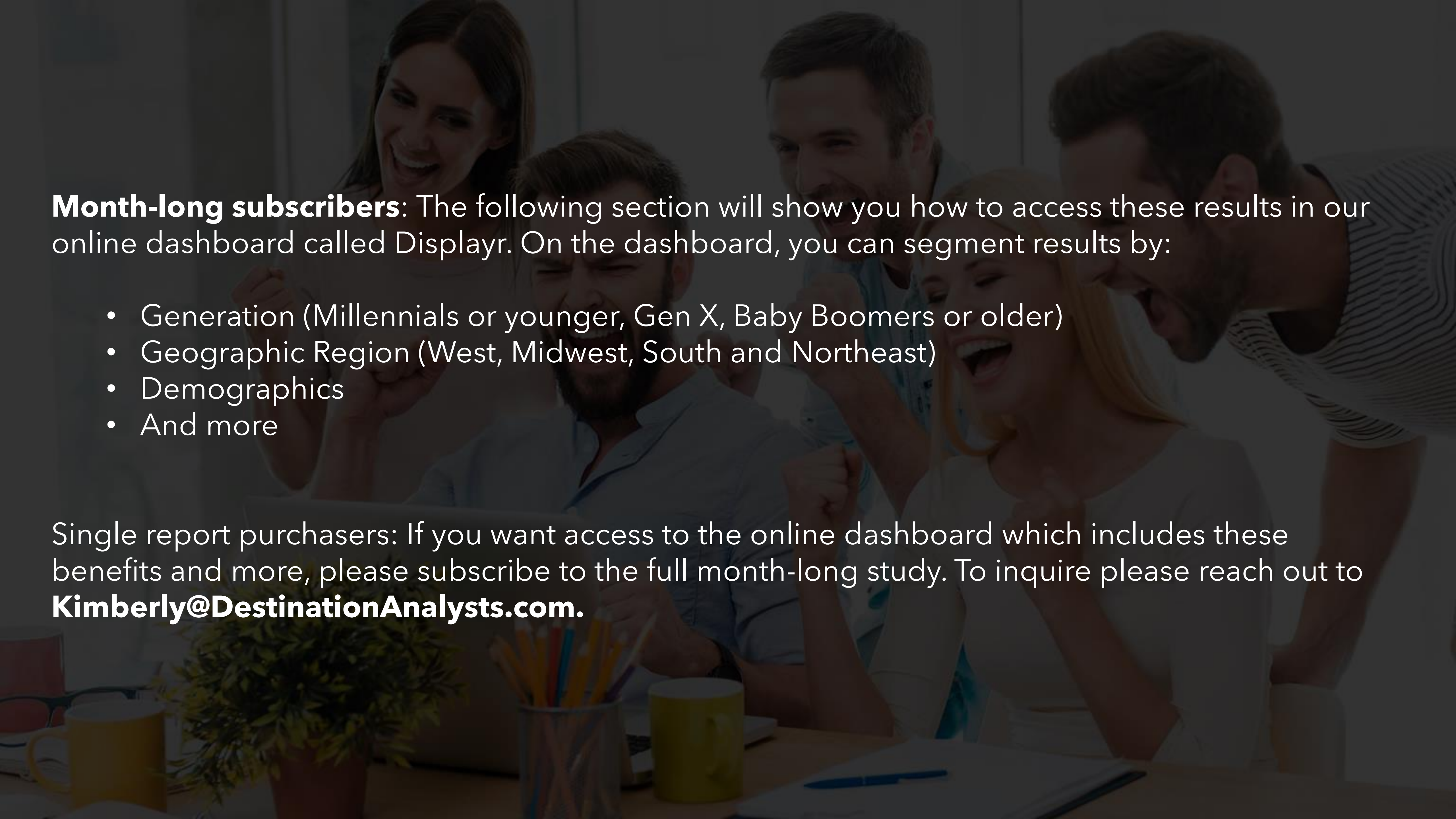
Month-long subscribers: The following section will show you how to access these results in our online dashboard called Displayr. On the dashboard, you can segment results by:

- 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

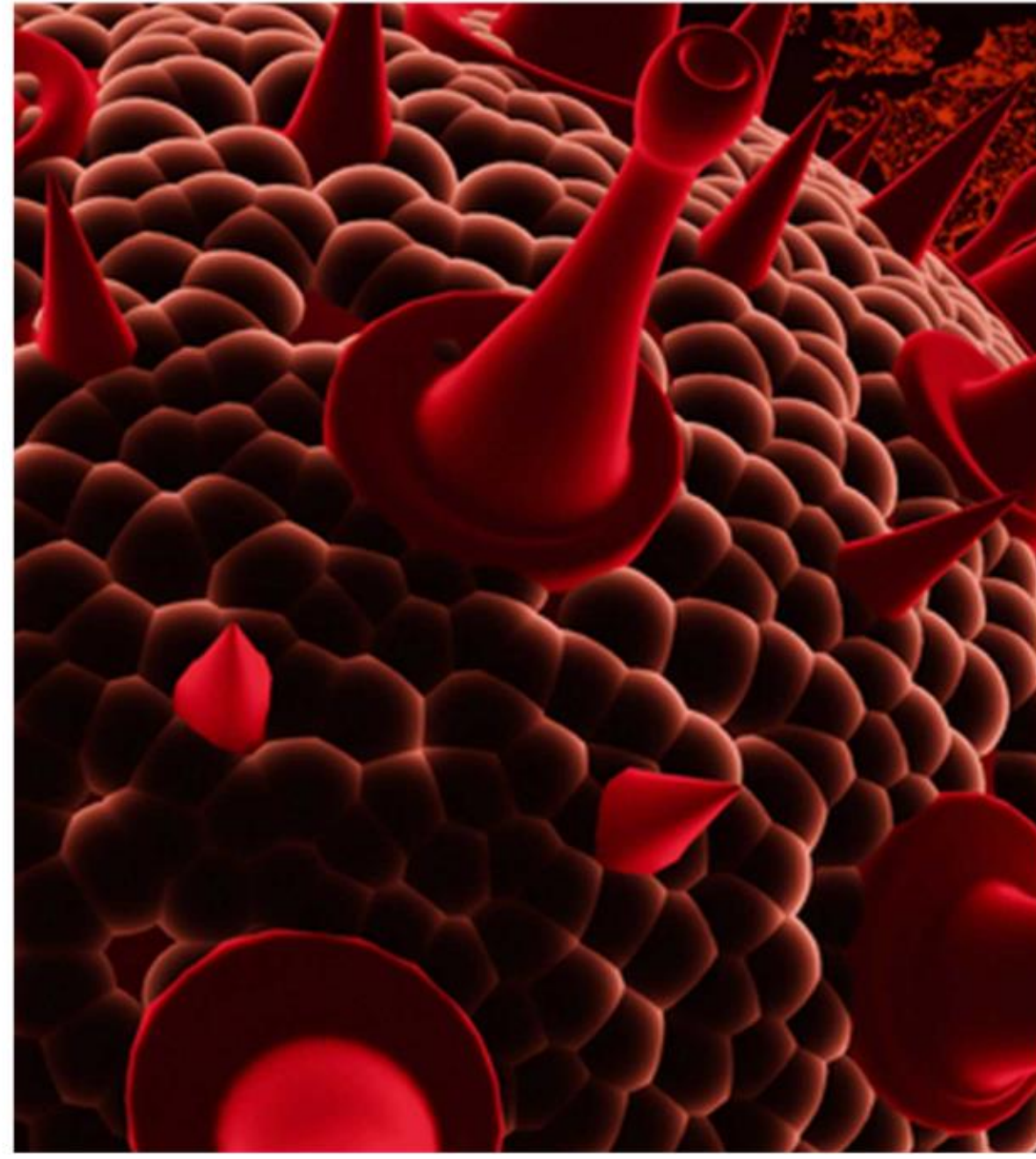Guidelines on viewing, segmenting and exporting data from the dashboard.

NAVIGATING THE DASHBOARD:

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

Coronavirus Travel Sentiment Index Report

Filters ˅   Export ˅   (?)

Search...

− | +   65 %

▷ Project Overview
▷ Topline Findings
▷ Traveler Perceptions and Expectations

Coronavirus Travel
Sentiment Index Report

Online Dashboard

Last Updated: 3/16/2020

Research prepared by:

Destination ◆ Analysts

NAVIGATING THE REPORT:

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

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

FILTERING THE REPORT:

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

Coronavirus Travel Sentiment Index Report

Search...

Millenial or younger | Filters ⌄ | Export ⌄ | (?)

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

Concerned Personally

20.7%

16.9% | 15.9%
15%
10% | 9.4%
6.6% | 5.1% | 4.7%
5% | 2.0% | 2.4%
0%

0 - Not at all concerned | 1 | 2 | 3 | 4 | 5 - Neutral – Neither Concerned nor unconcerned | 6 | 7

Question: Thinking about the current coronavirus situation, in general, HOW CONCERNED ARE YOU PERSON contracting the virus?
Base: Millenial or younger 629 responses.

Wave
- ☐ March 13-15

Segmentation
- ☐ Total
- ☑ Millenial or younger
- ☐ Gen X
- ☐ Boomers or Older
- ☐ West
- ☐ Midwest
- ☐ Northeast
- ☐ South

Travel Activity Past 2 Years
- ☐ Took 1+ Leisure Trips
- ☐ Visited Friends & Relatives
- ☐ Took 1+ Business Trips
- ☐ Attended a Convention, Conference or Group Meeting
- ☐ Used a Commercial Airline
- ☐ Used a Commercial Cruise Line
- ☐ Used Commercial Lodging
- ☐ Traveled Outside the US

Lodging Type Used in Last 2 Years
- ☐ Full-service or 3-4 star hotel
- ☐ Budget hotel or motel
- ☐ Luxury or 5-star hotel

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.
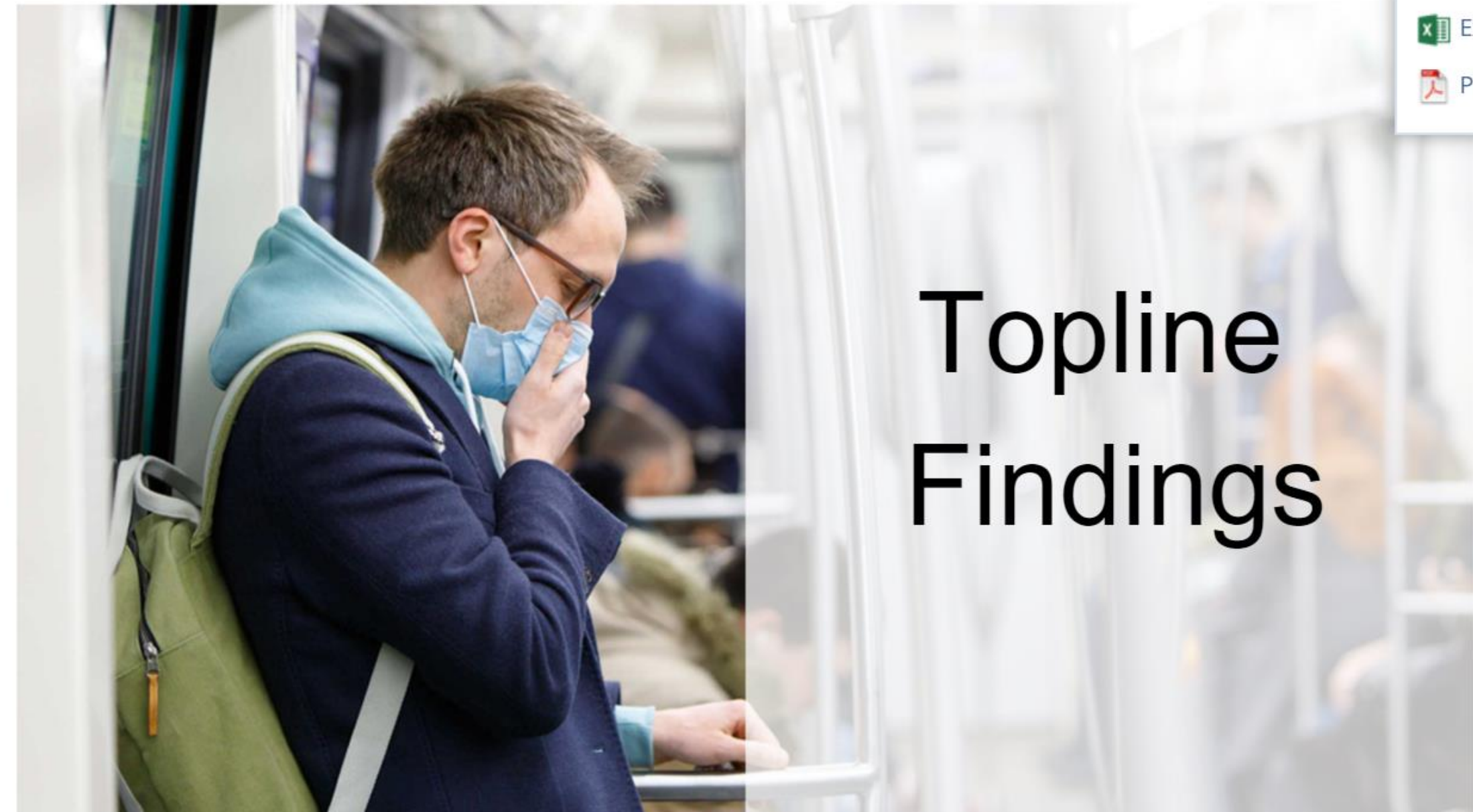
EXPORTING THE DATA:

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

Filters ⌄ Export ⌄ ?

PowerPoint
Excel
PDF

Project Overview
Topline Findings
    Concerned Personally
    Concerned Personally - Breakout
    Concerned for Friends/Family
    Concerned for Friends/Family - Brea
    Concerned for Personal Finances
    Concerned for Personal Finances - B
    Concerned for National Economy
    Concerned for National Economy - B
    Destinations Associated with Corona
    Travel Affected by Coronavirus
    How Travel Was Affected by Corona
    How Travel Was Affected by Corona
    Why Travel Was Affected by Corona
    Why Travel Was Affected by Corona
    Number of Trips Cancelled/Postpone
    Number of Trips Cancelled - Breakou
    Number of Trips Postponed - Breako
    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.
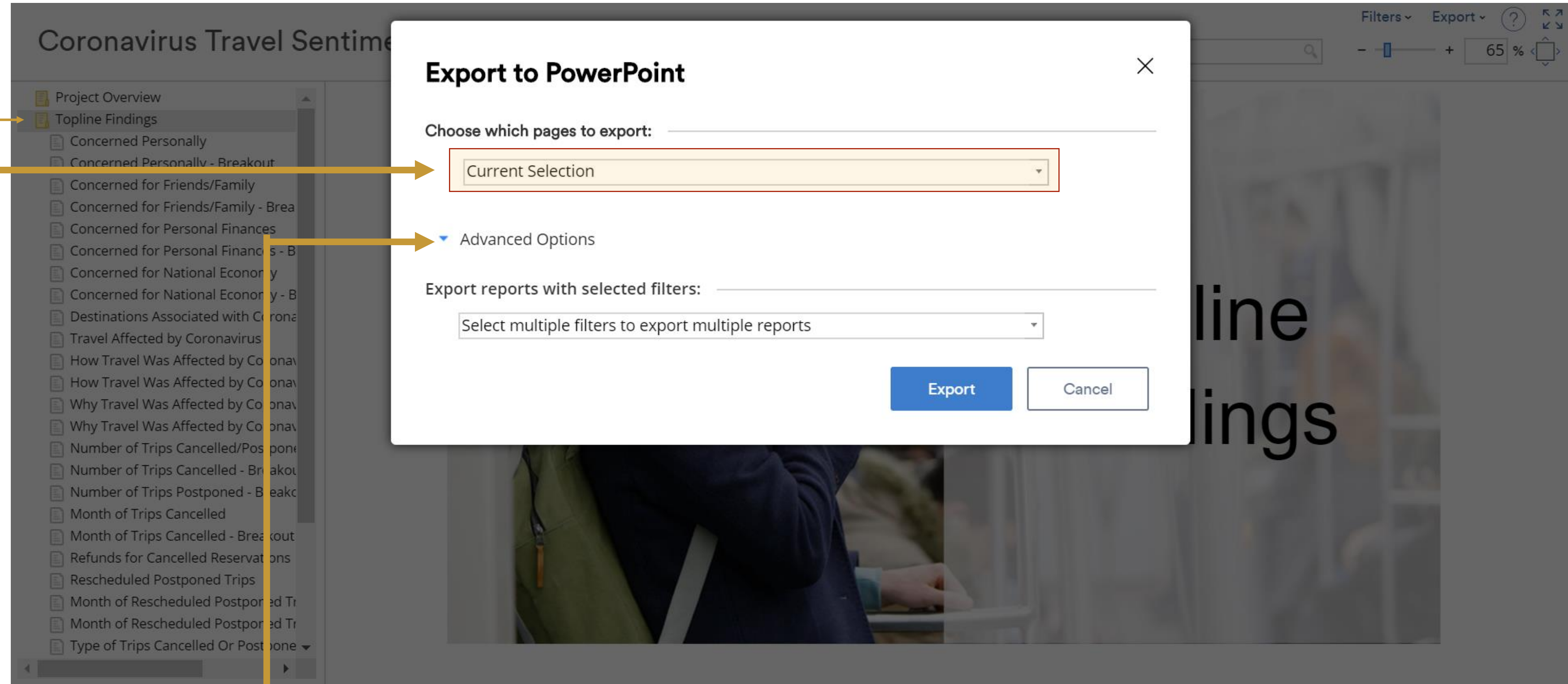
IMPORTANT NOTE: Use the "Advanced Options" to apply specific filters to the data you want to export.

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