

# CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT, WAVE 85

## RESEARCH FINDINGS

February 28, 2022

Destination  Analysts



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Destination  Analysts

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# PROJECT OVERVIEW

The goal of this research is to understand and track the widespread disruption and damage to the travel and tourism industry caused by the coronavirus. To do so, Destination Analysts, Inc. has launched a tracking survey of adult American travelers. The results of the 85<sup>th</sup> wave of this project are presented in this report. The survey is regularly being conducted to track traveler sentiment and generate insight into when tourism businesses can expect demand to return.

The survey questionnaire used here is multifaceted and asks a representative sample of adult American travelers to report their experiences and feelings around the current pandemic situation. We expect the value of this survey to increase as additional waves of the project are completed and we can see emerging trends. For now, we present this data primarily on topline with our additional observations included.

**The 85<sup>th</sup> wave of this survey was collected from February 23<sup>rd</sup> – 25<sup>th</sup>,** from a demographically representative sample of adult American travelers in each of four U.S. regions. Travelers are defined as adults having taken at least one trip (50-miles or more from home) in the past two years. In total, 1,262 fully completed surveys were collected, suggesting the topline results presented here have a confidence interval of +/- 2.8%.

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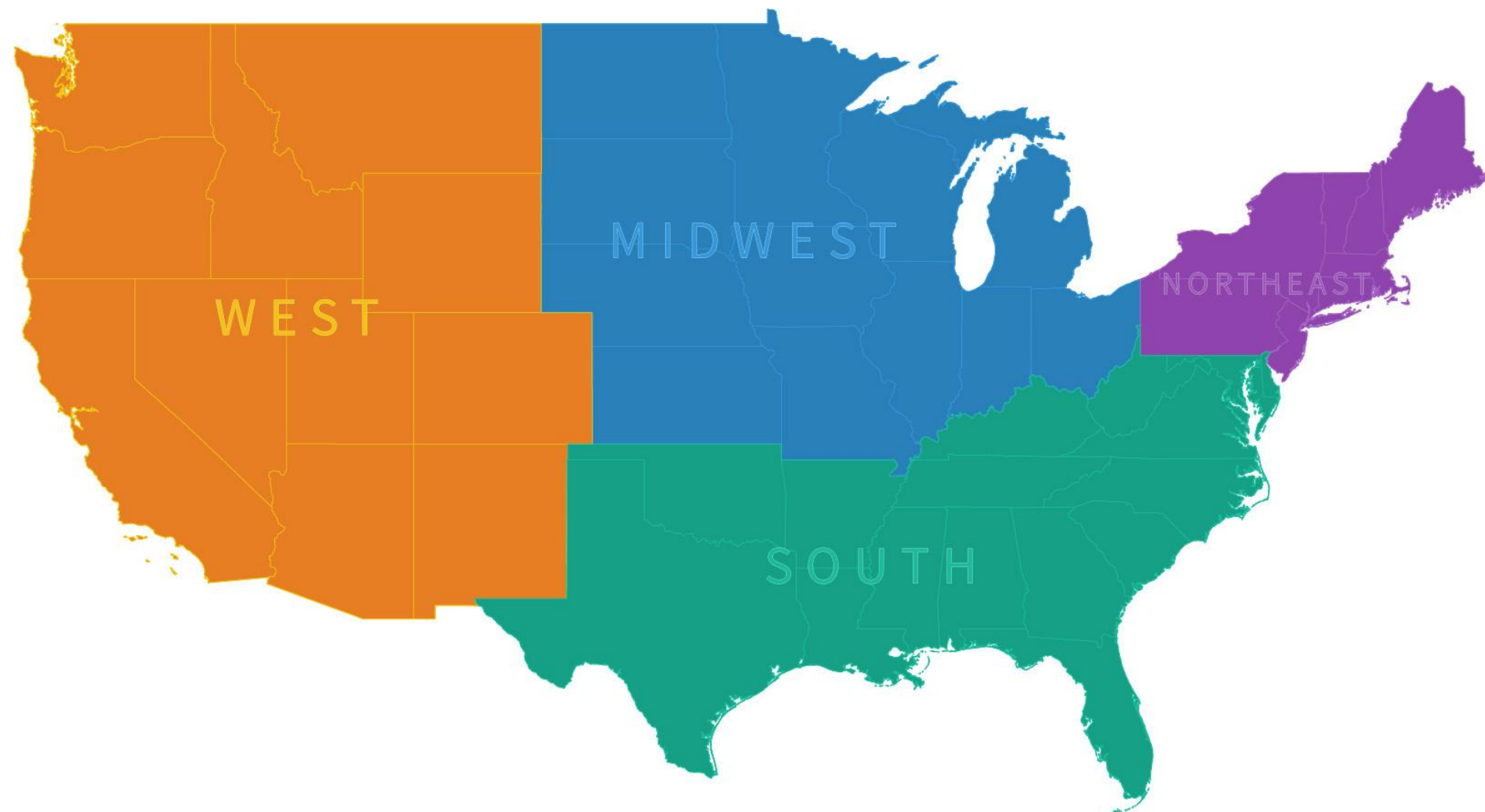


# PROJECT OVERVIEW

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

**Moving forward.** The COVID-19 situation is evolving, and its impact on the travel industry is far from clear. As a result, Destination Analysts has been conducting this study since March 2020. Reports have been made on the following schedule at right.

Map of U.S. Showing Survey Regions:



## 2021

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

## 2022

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

# TOP TAKEAWAYS

*The following are the top takeaways that emerged from Wave 85 of this weekly consumer traveler sentiment tracking study.*

## **The Lessening Impact of the Pandemic**

- Americans further regained their sense of normalcy, rising over 5 percentage points to 47.3%. Over half of Americans think the course of the pandemic will improve in the next month, while less than 10% think things will worsen—a dramatic reversal from the start of the year. COVID is slowly but surely losing its effect on Americans' perceived ability to have meaningful travel experiences, now down to 43.5% from 46.8% in January. More Americans than ever since the start of the pandemic want tourists in their communities, exceeding those that do not want them 35.1% to 31.3%. Even the related impact on service appears to be lessening. The percent of Americans reporting that travel businesses were having trouble providing adequate service on their most recent overnight trip declined from 39.6% in January to 31.3% this week.

## **The Outlook for Travel**

- Strong excitement for travel continues to grow amongst Americans, now at 82.1%. Fully 70.0% of Americans did some trip dreaming and planning in the last week alone, and 61.5% say travel is a high budget priority for them. Timing for Americans' upcoming leisure trips shows strong intentions for Spring travel—the months of April and May both have 20% of American travelers reporting trip plans in them. As always, June and July will be peak travel months—right now each of these months has 25% of American travelers reporting trip plans in them. The planning window for trips remains relatively shortened—over 40% of Americans say they would plan a week-long trip in under 2 months. New York, Florida, Las Vegas, California and Hawaii top the list of destinations Americans say they want to head to this year.

# TOP TAKEAWAYS

## Travel Ideologies & Preferences

- As we have been reporting, family trips and romantic getaways are the travel Americans are currently most enthusiastic about. However, more than a third of American travelers say they have high levels of excitement for girlfriend trips, solo trips and reunion trips this year. Americans say they are looking to travel most for fun, relaxation, finding happiness and escaping stress. In addition, as they look to travel this year:
  - 54.2% prefer visiting places they have never been to over places they have visited before
  - 53.6% usually make an effort to limit their personal impact on the environment when traveling
  - 47.6% tend to prefer “active time” to “down time” on vacations
  - 40.6% say friends and relatives often ask them for travel advice or opinions
  - 39.0% say luxury travel experiences are usually an important part of their leisure trips
  - 35.3% say they are the kind of person that often makes new friends while traveling
  - 33.4% of Americans say if a new trip planning technology comes out, they are excited to try it
  - 28.9% usually make an effort to support minority-owned businesses when I travel

# TOP TAKEAWAYS

## International Travel Recovery

- With the propensity for seeking new travel experiences, more Americans look to be headed on international trips in the coming year. Avoidance of international travel continues to decline (now at 54.7%), while 29.7% of American travelers say they are likely to travel internationally this year. In fact, 25.1% of American travelers say they are more interested in traveling outside the United States right now than domestically. Europe (especially Italy and France) tops the list, followed by Canada, Mexico, the Caribbean, and Asia (especially Japan).

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

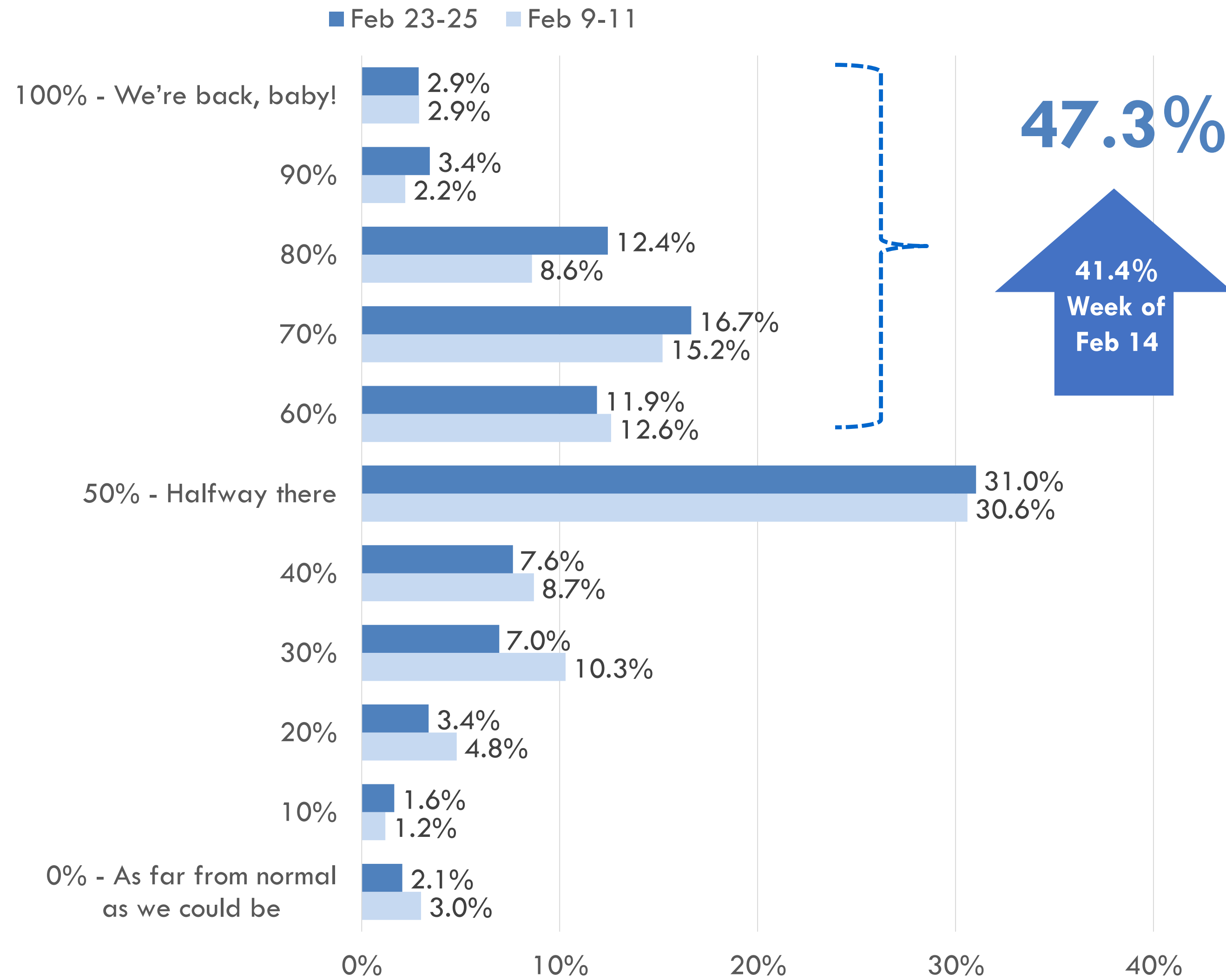
**HOW CLOSE ARE  
WE TO NORMAL?**



# RETURNING TO NORMAL

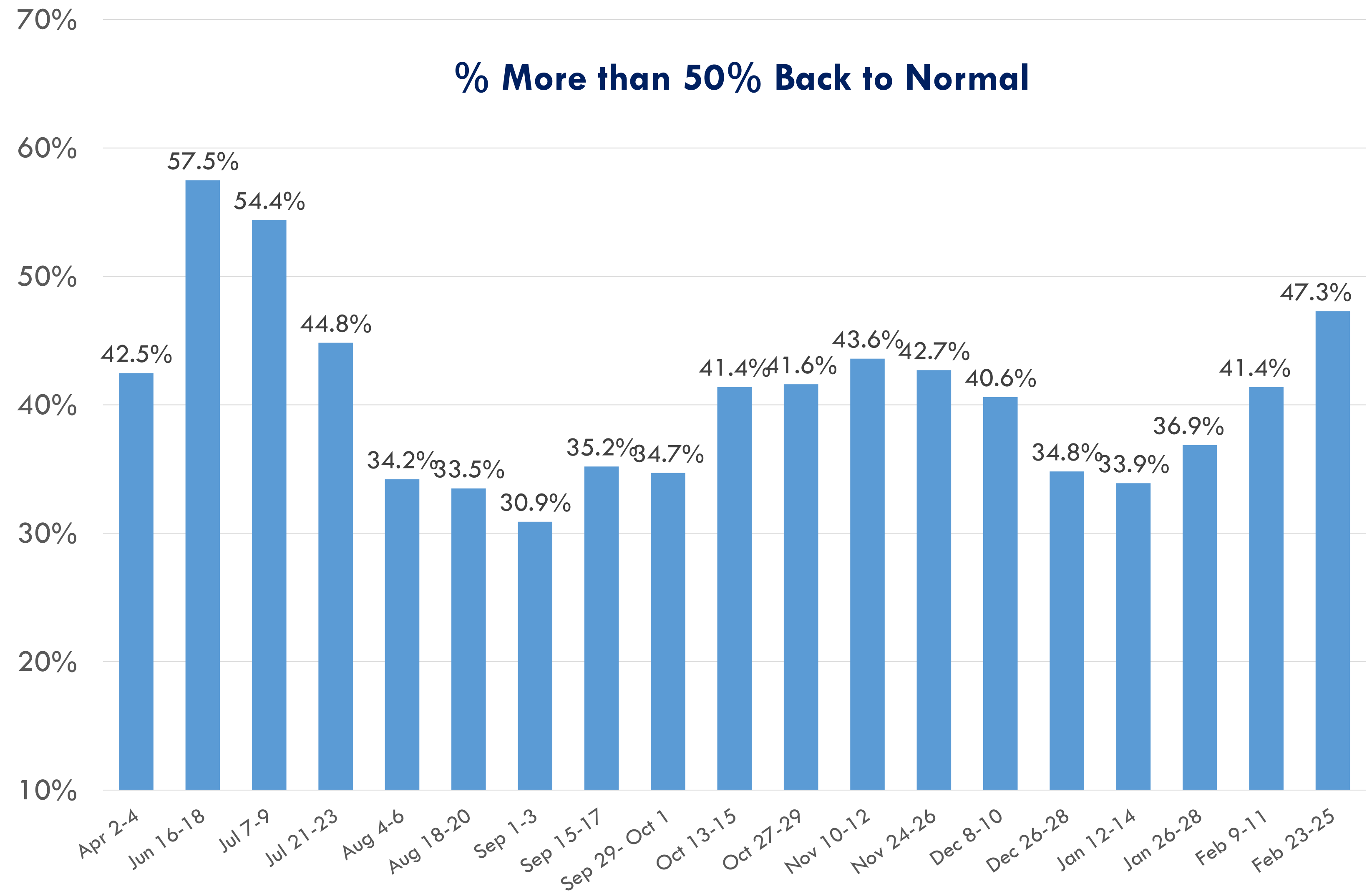
**Question:** Overall, how close to “normal” is the U.S. in terms of resuming leisure activities (dining out, travel, etc.)?

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)



# RETURNING TO NORMAL

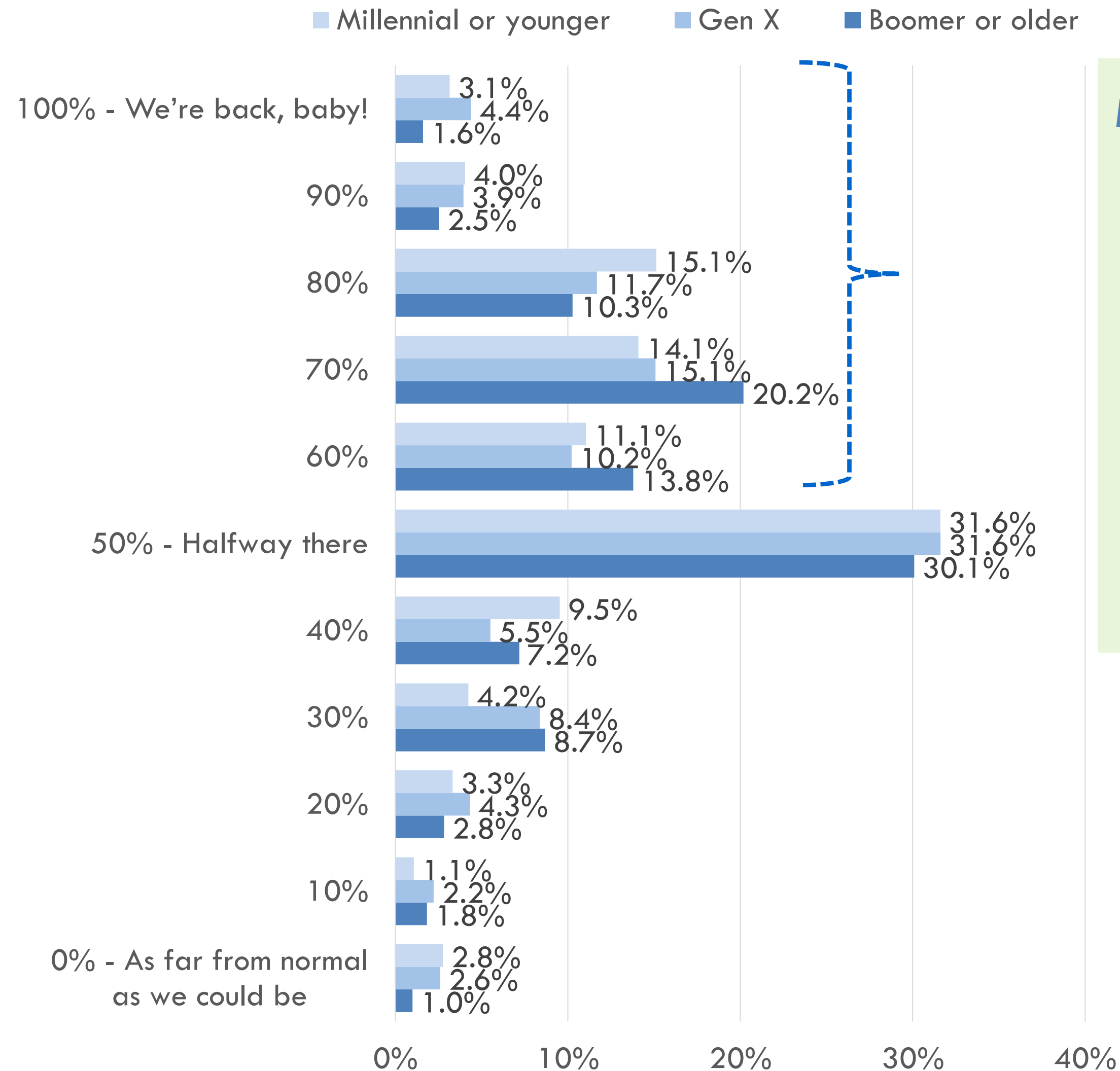
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# RETURNING TO NORMAL: BY GENERATION

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

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)



Week of Feb 14

**Millennial or younger**  
47.5%

48.5%



**Gen X**  
45.3%

39.3%



**Boomer or older**  
48.4%

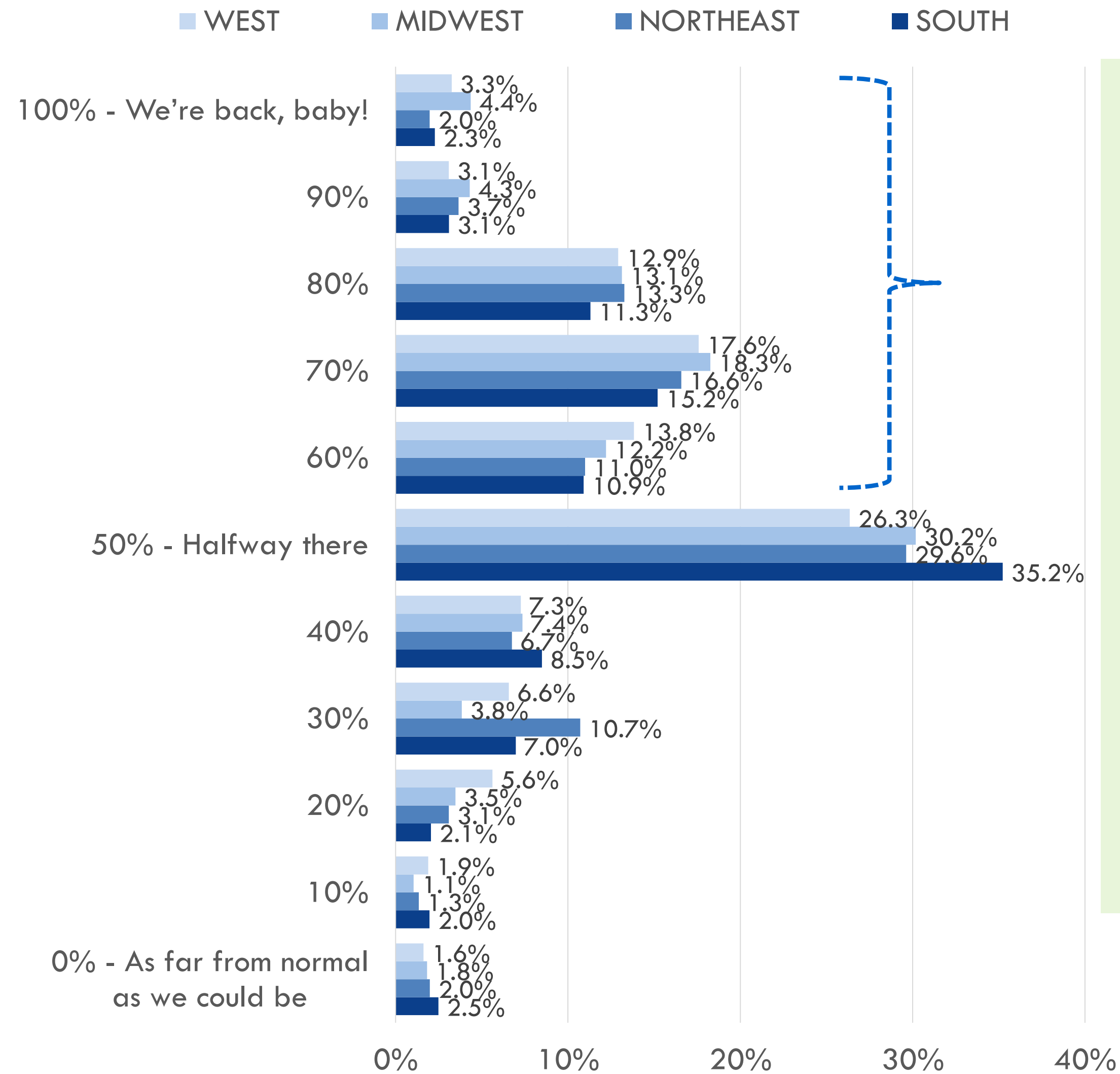
35.7%



# 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 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)



Week of Feb 14

**WEST**  
50.7%

**MIDWEST**  
52.3%

**NORTHEAST**  
46.5%

**SOUTH**  
42.8%

44.2% ↑

36.3% ↑

39.3% ↑

43.4% ↓

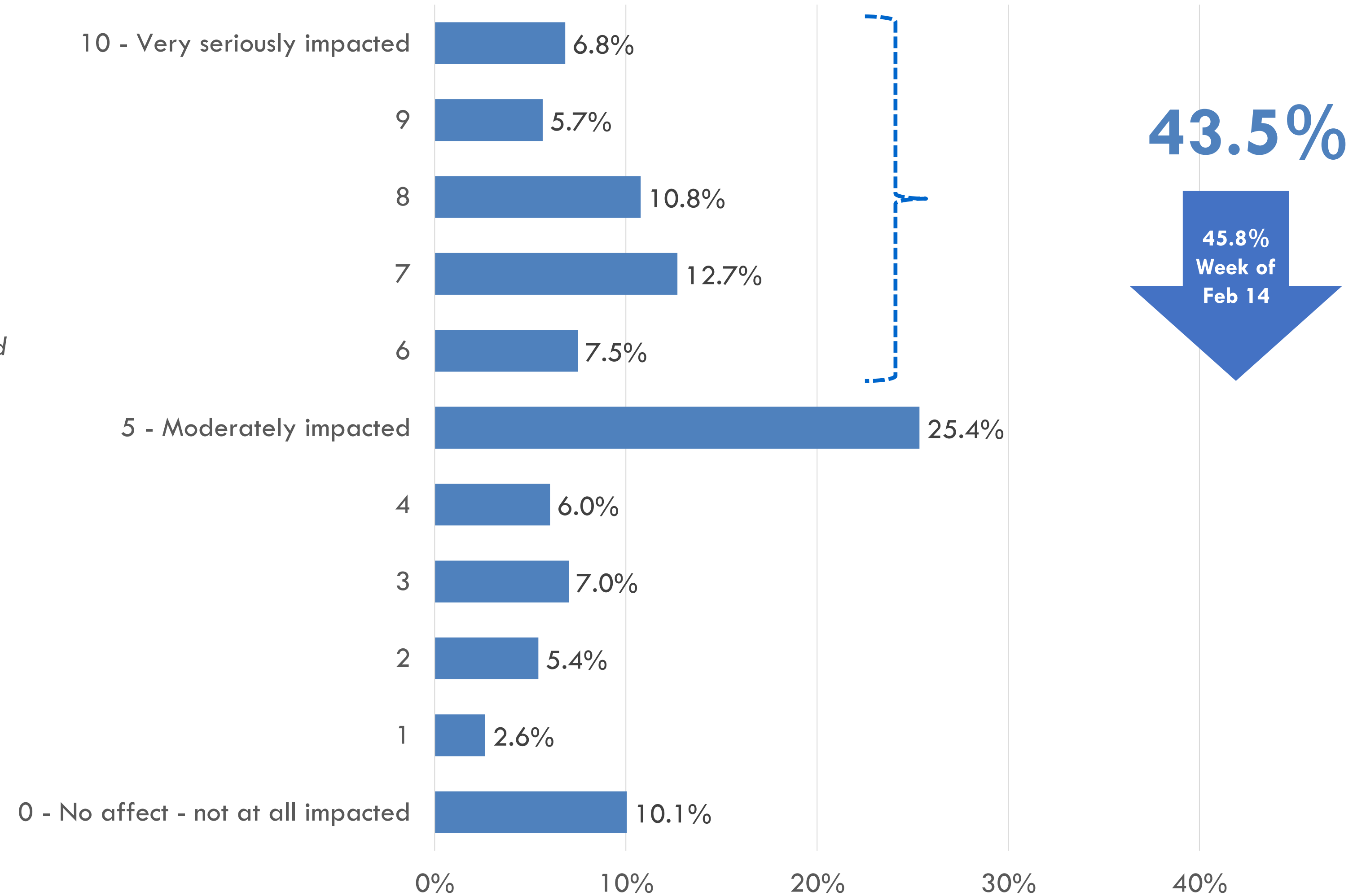
A woman with long brown hair, wearing glasses, a blue surgical face mask, a white turtleneck, a long brown coat, and blue jeans, stands in an airport terminal. She is holding a yellow rolling suitcase with her right hand. The background shows airport check-in counters and a red stanchion with a red belt.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

**CURRENT FEELINGS ABOUT  
THE CORONAVIRUS & TRAVEL**

# COVID-19'S IMPACT ON MEANINGFUL TRAVEL EXPERIENCES

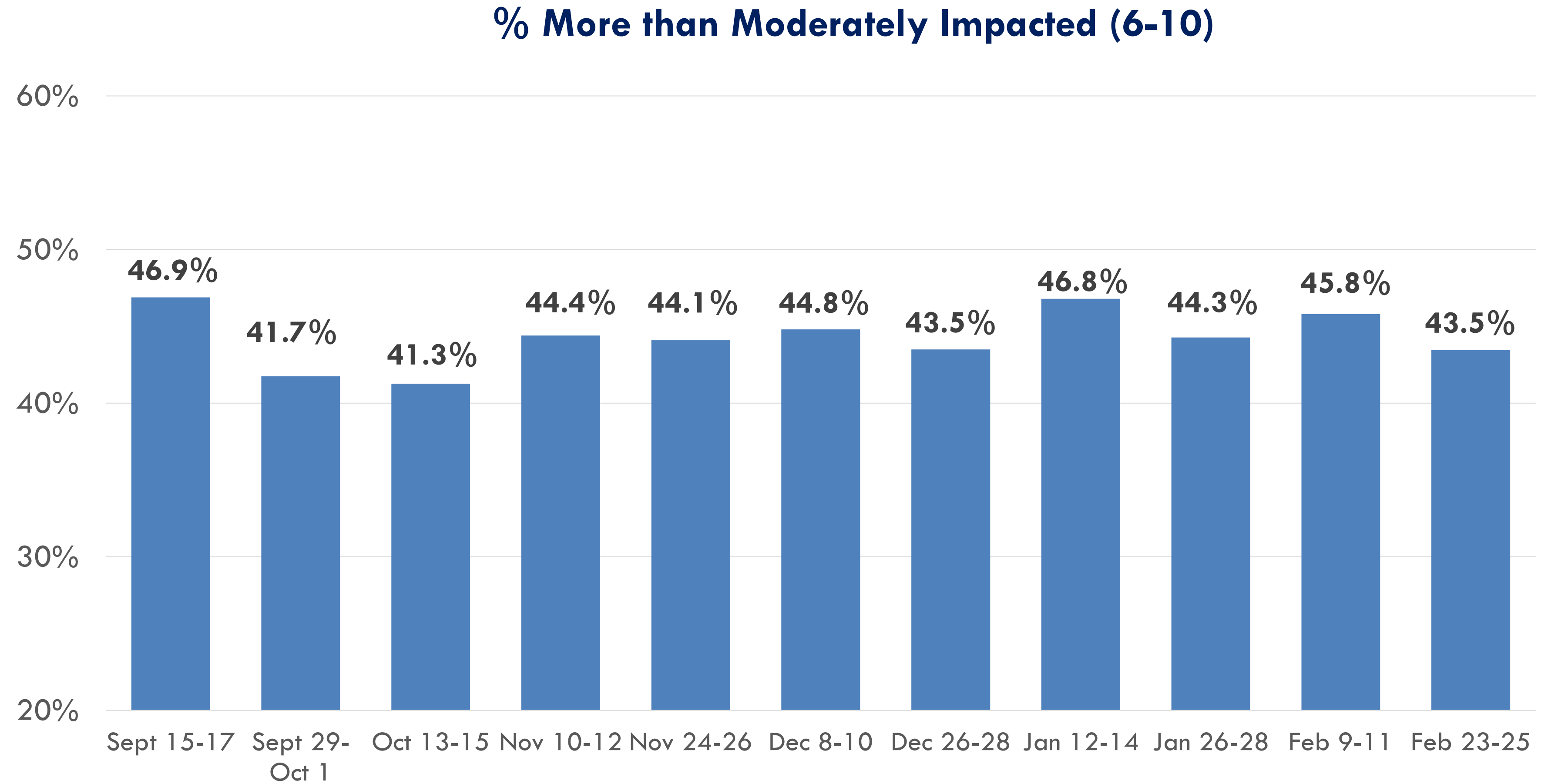
**Question:** How much is the COVID-19 issue impacting your ability to have meaningful travel experiences?  
(Select one)

*(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)*



# COVID-19'S IMPACT ON MEANINGFUL TRAVEL EXPERIENCES

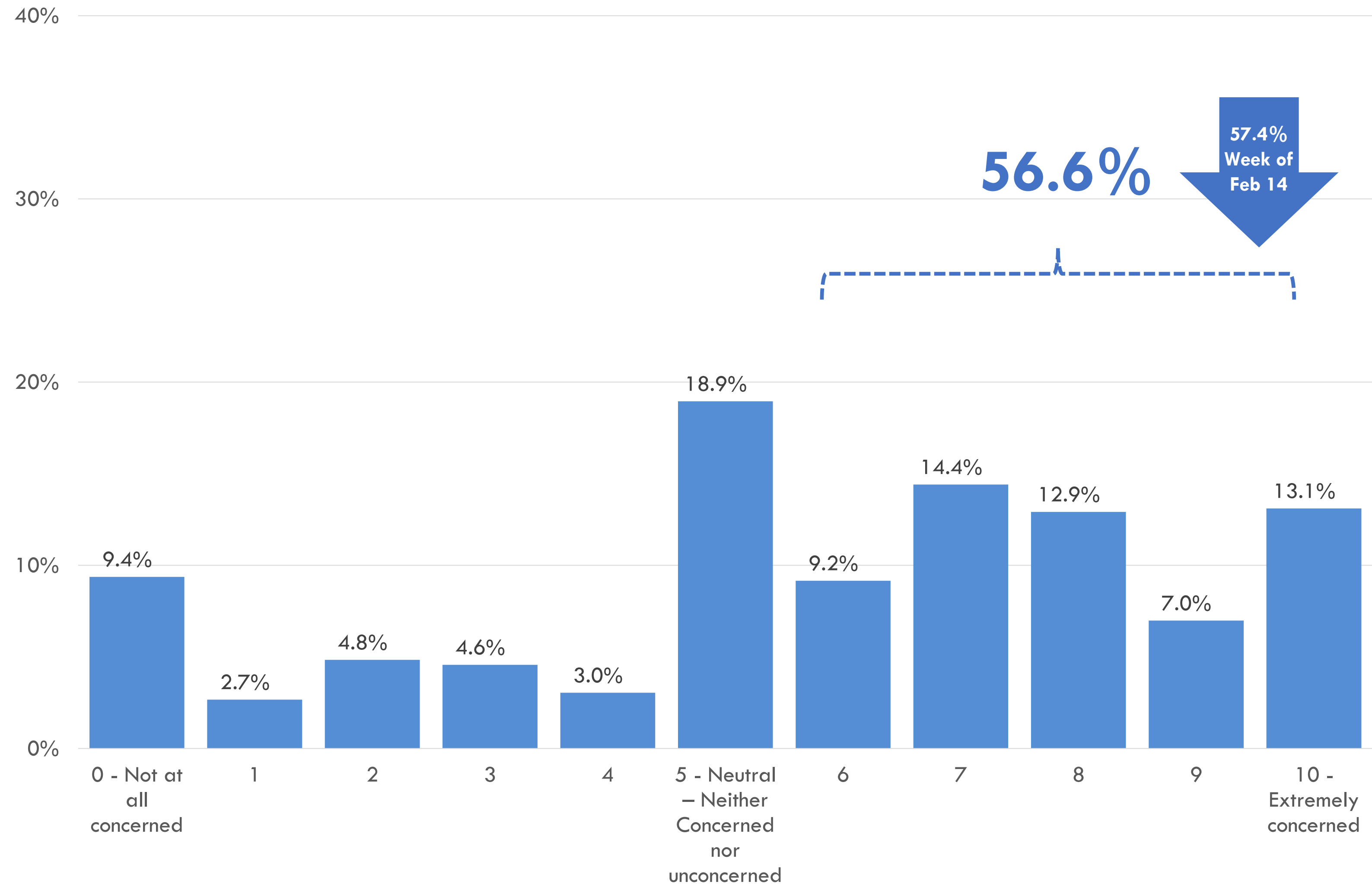
**Question:** How much is the COVID-19 issue impacting your ability to have meaningful travel experiences? (Select one)



# 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)

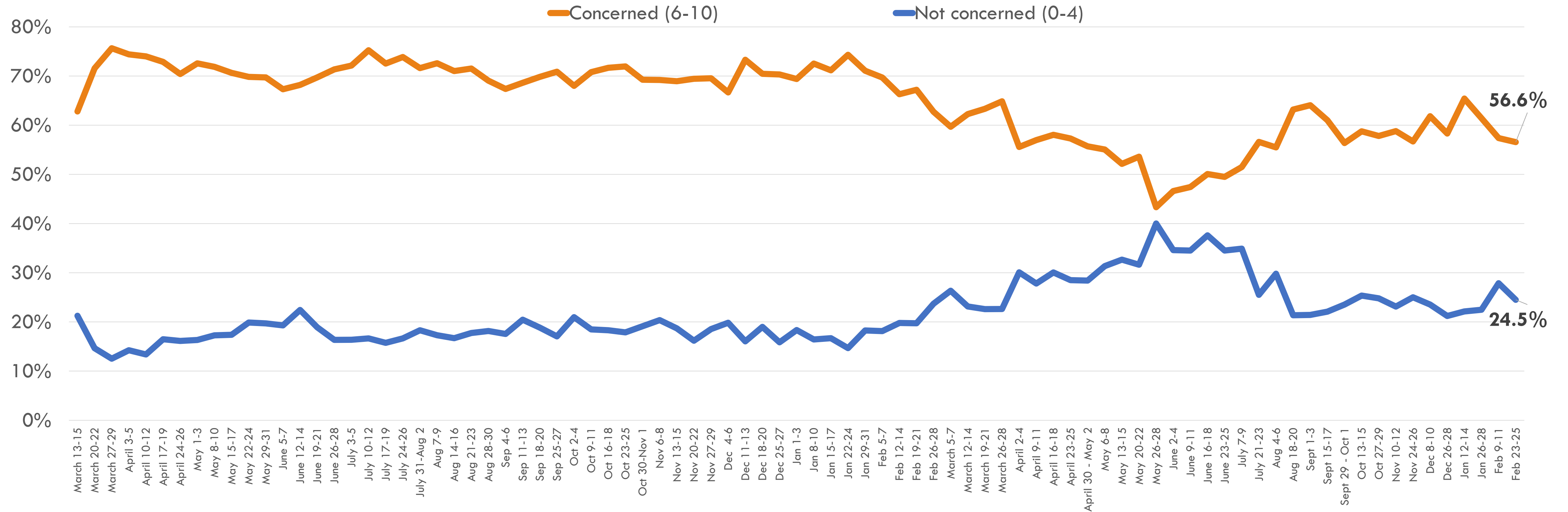
(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)





# 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)



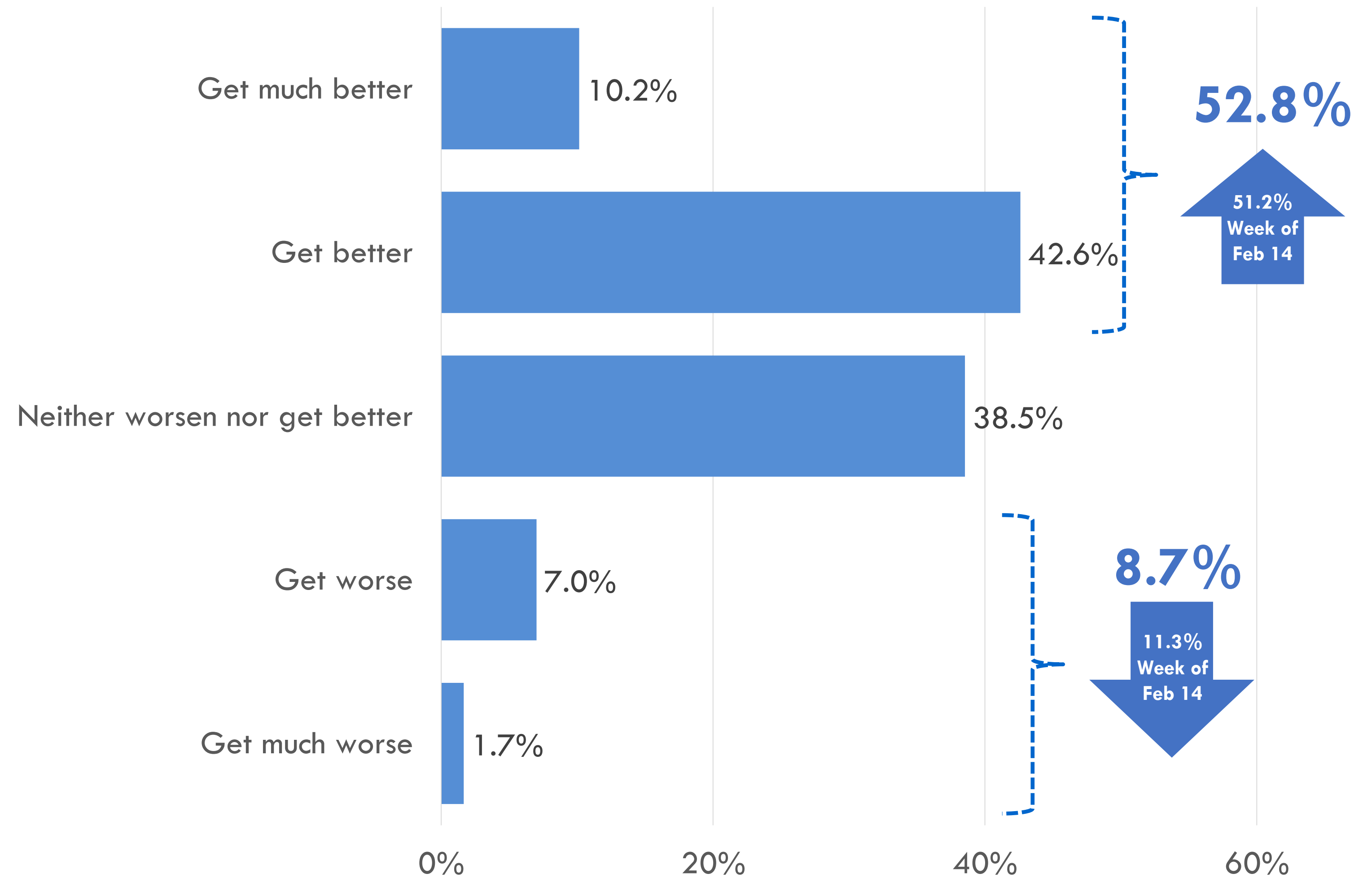
(Base: Waves 1-85. All respondents, 1,200+ completed surveys each wave.)

# EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

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

In the next month the coronavirus situation will \_\_\_\_\_

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)

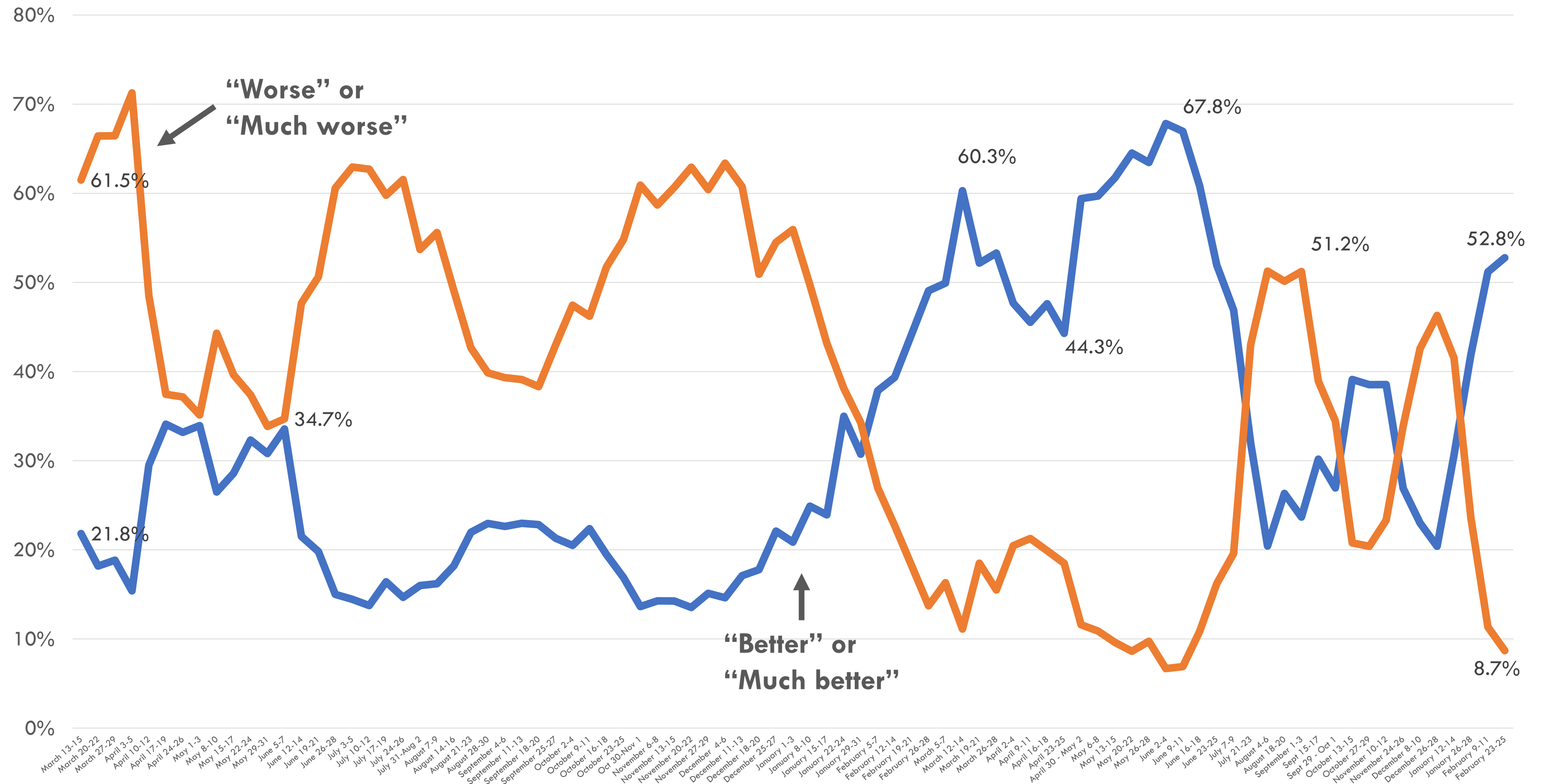


# EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-85)

**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 1-85. All respondents, 1,200+ completed surveys each wave.)

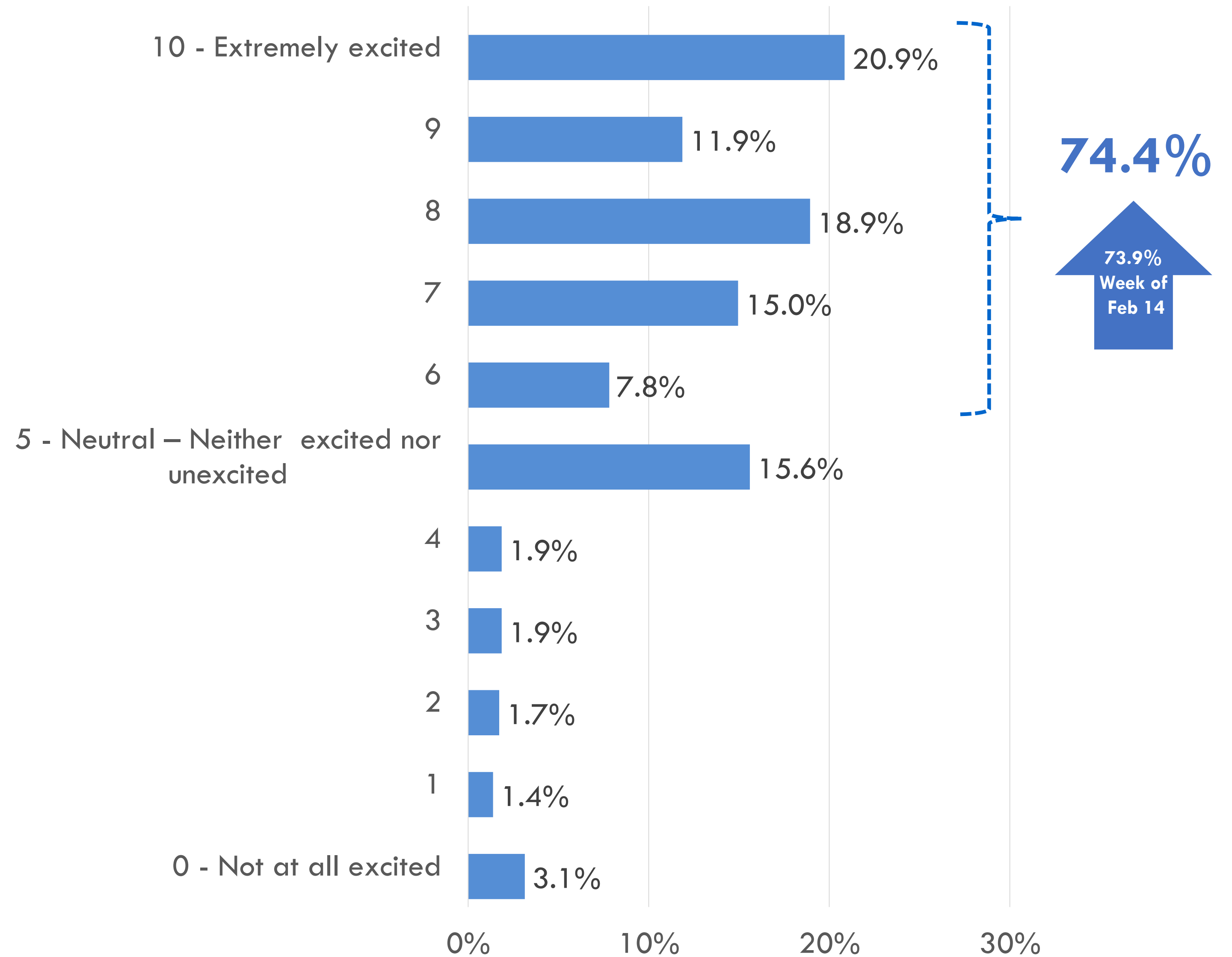


# EXCITEMENT TO TRAVEL NOW

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

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


*(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)*



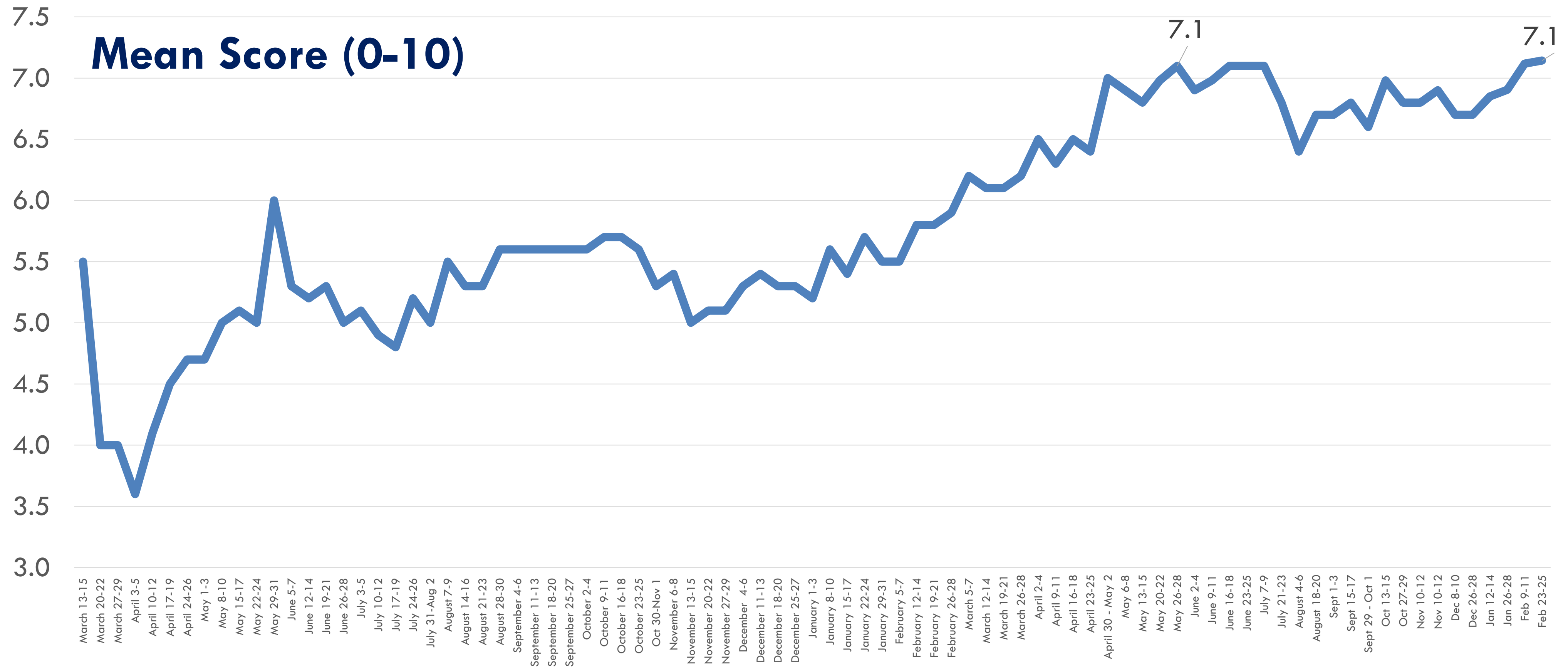
# EXCITEMENT TO TRAVEL NOW

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**More  
Excitement**



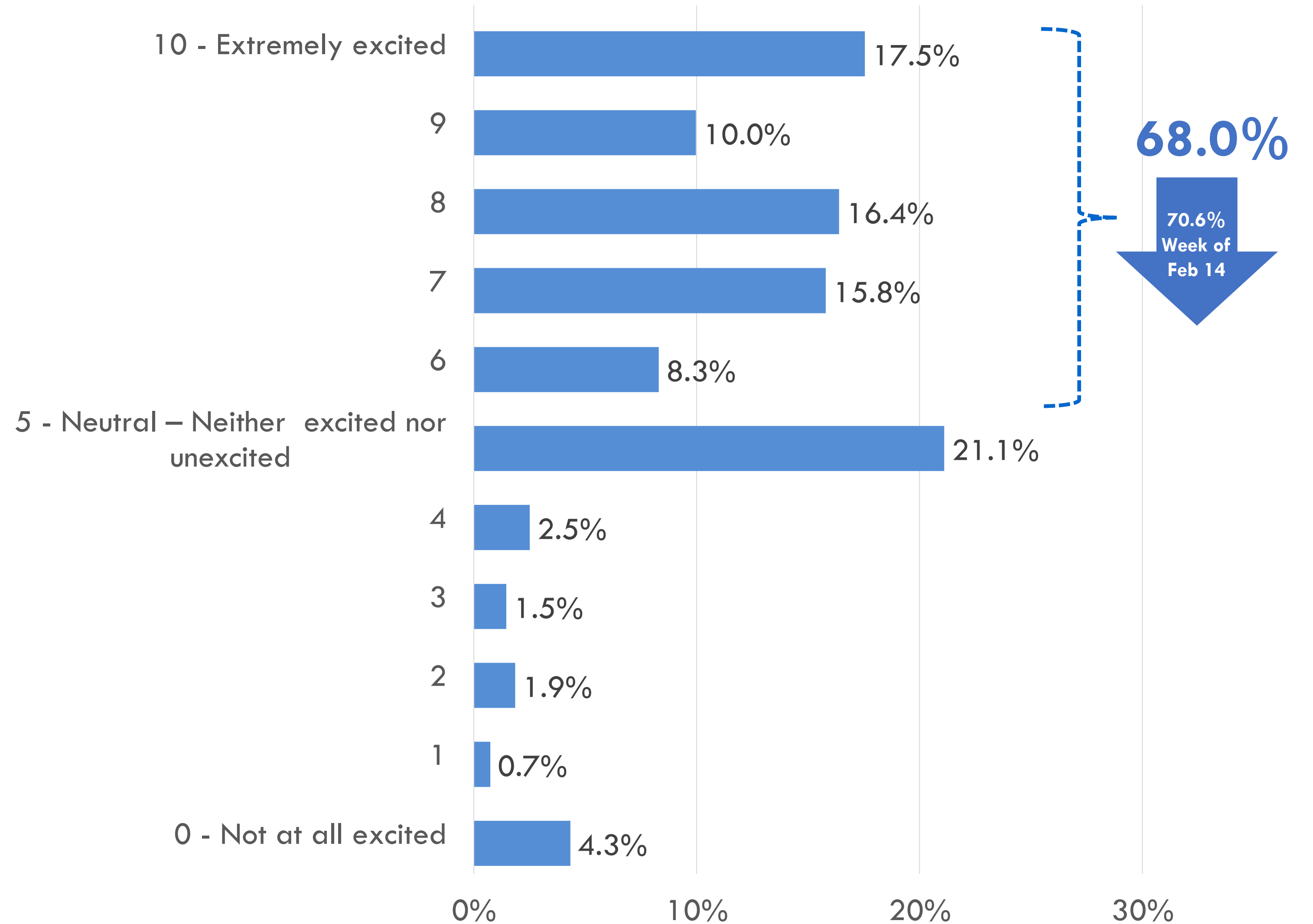
**Less  
Excitement**



# OPENNESS TO TRAVEL INSPIRATION

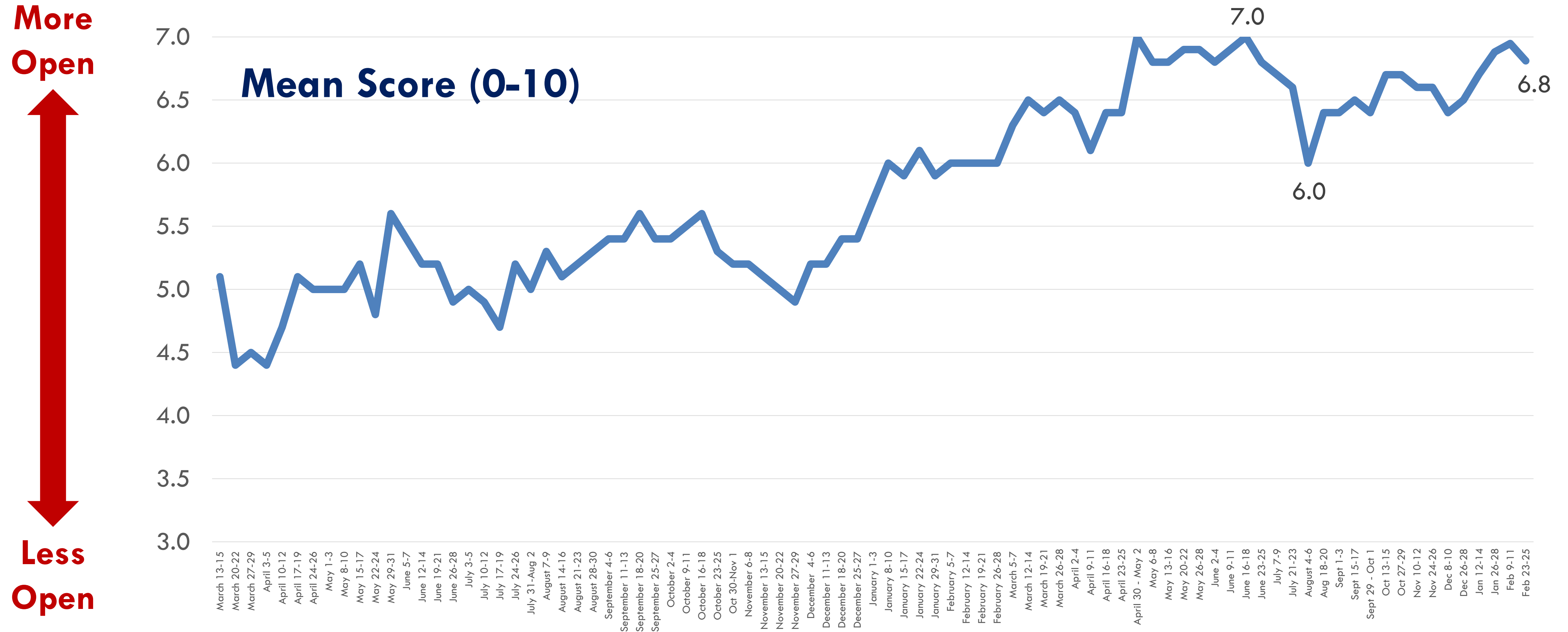
**Question:** At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)



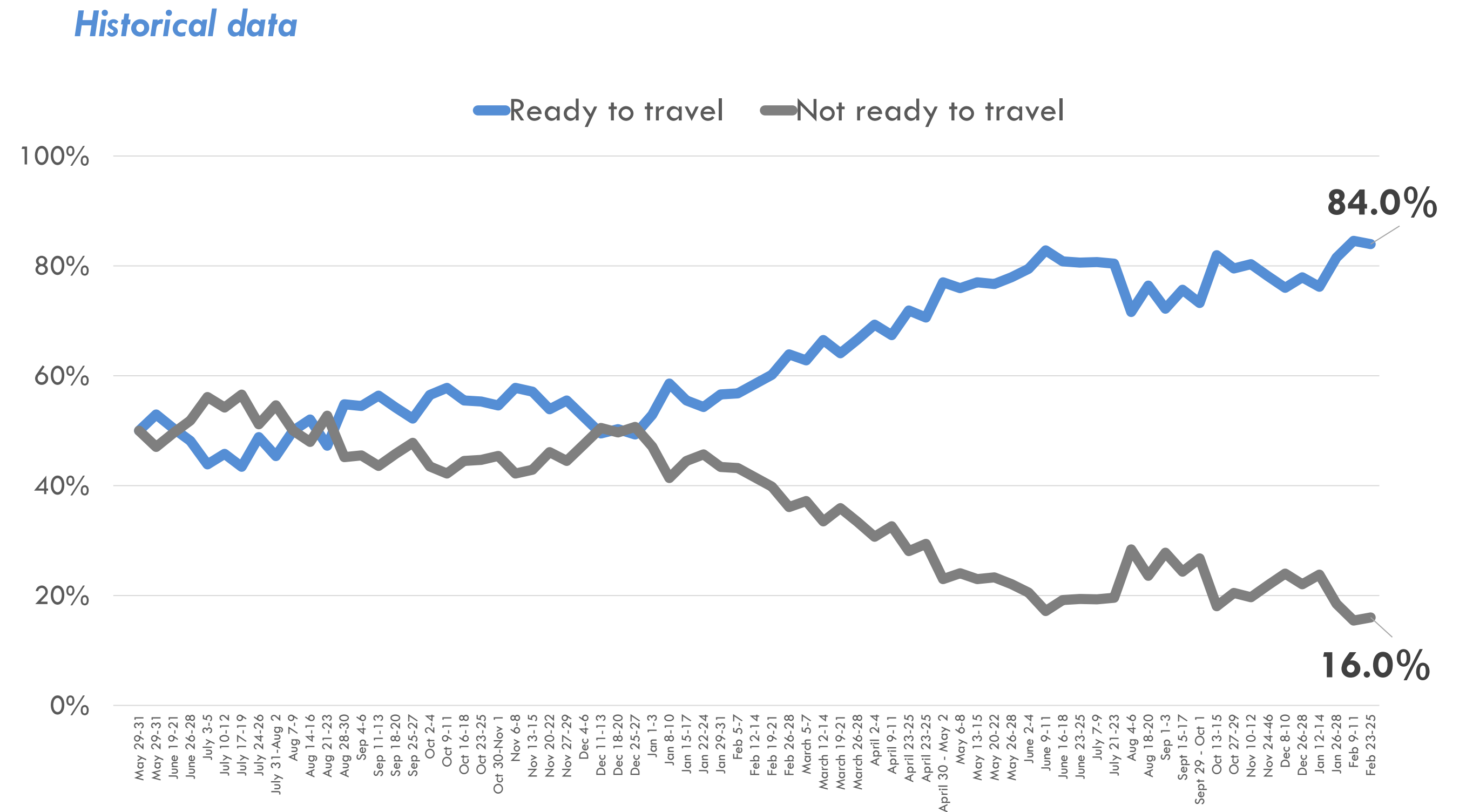
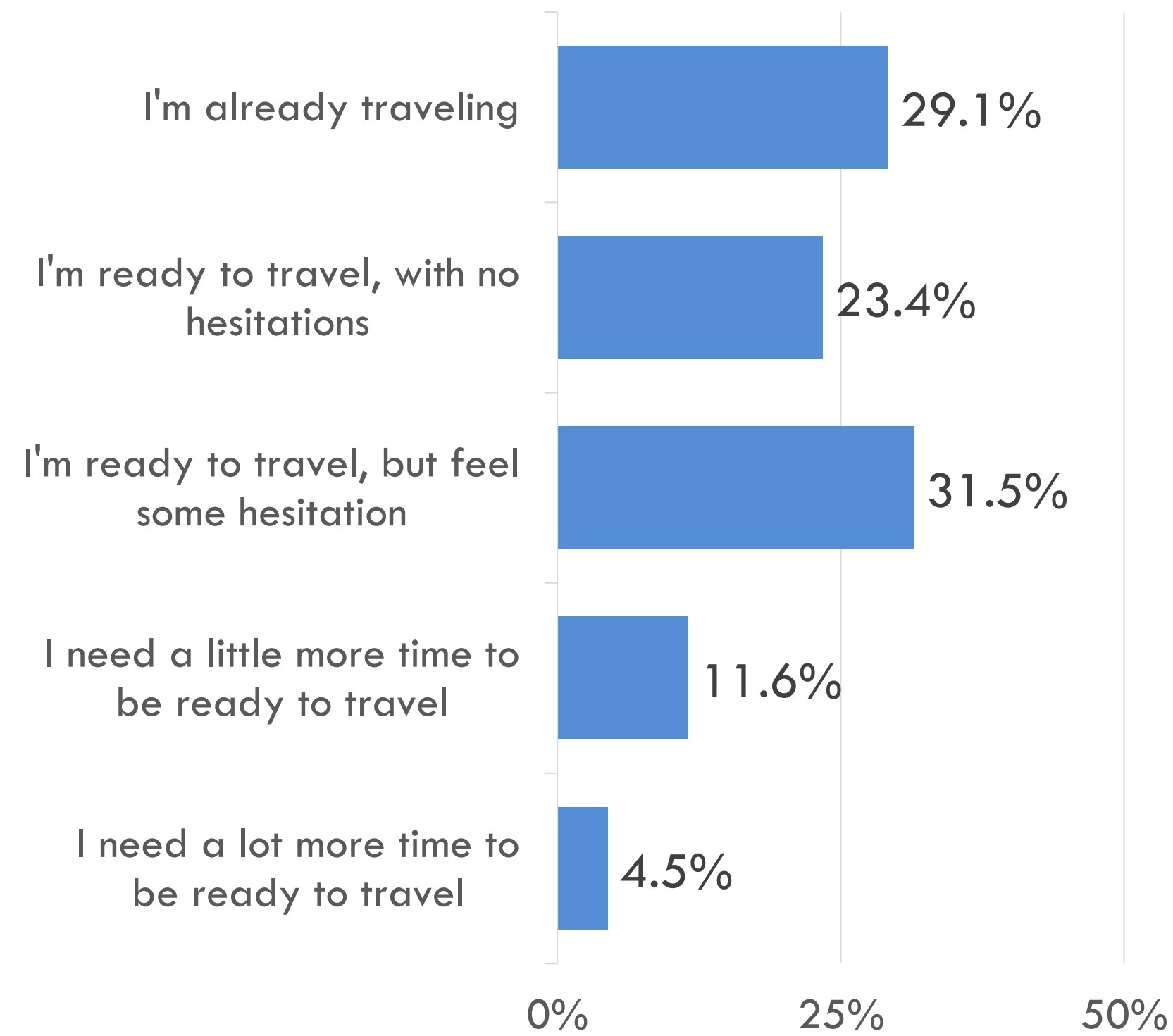
# OPENNESS TO TRAVEL INSPIRATION

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



# TRAVEL STATE-OF-MIND

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



(Base: Wave 85 data. All respondents, 1,262 completed surveys.)

Data collected February 23-25, 2022)

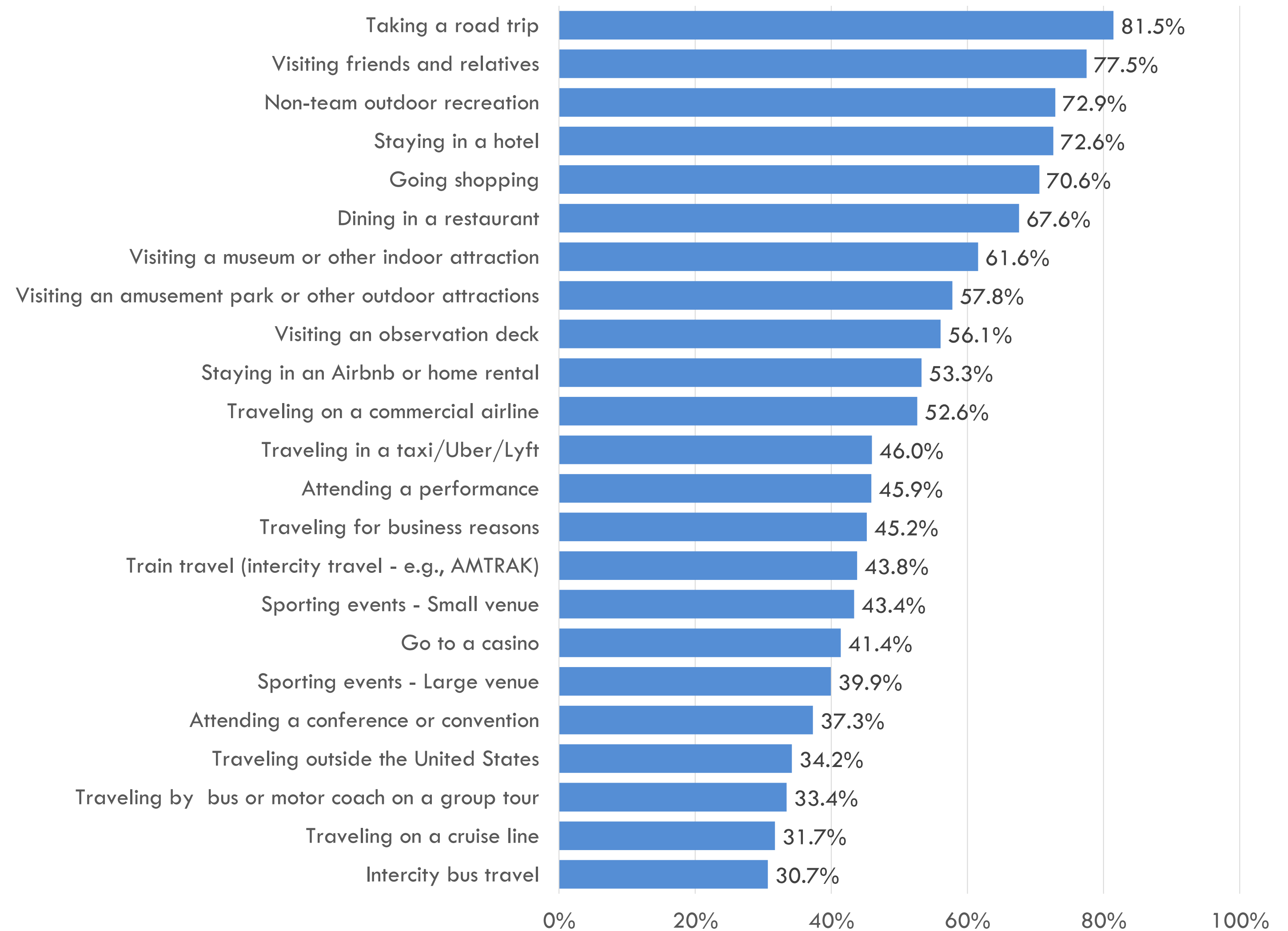


# SAFETY PERCEPTIONS OF TRAVEL ACTIVITIES

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

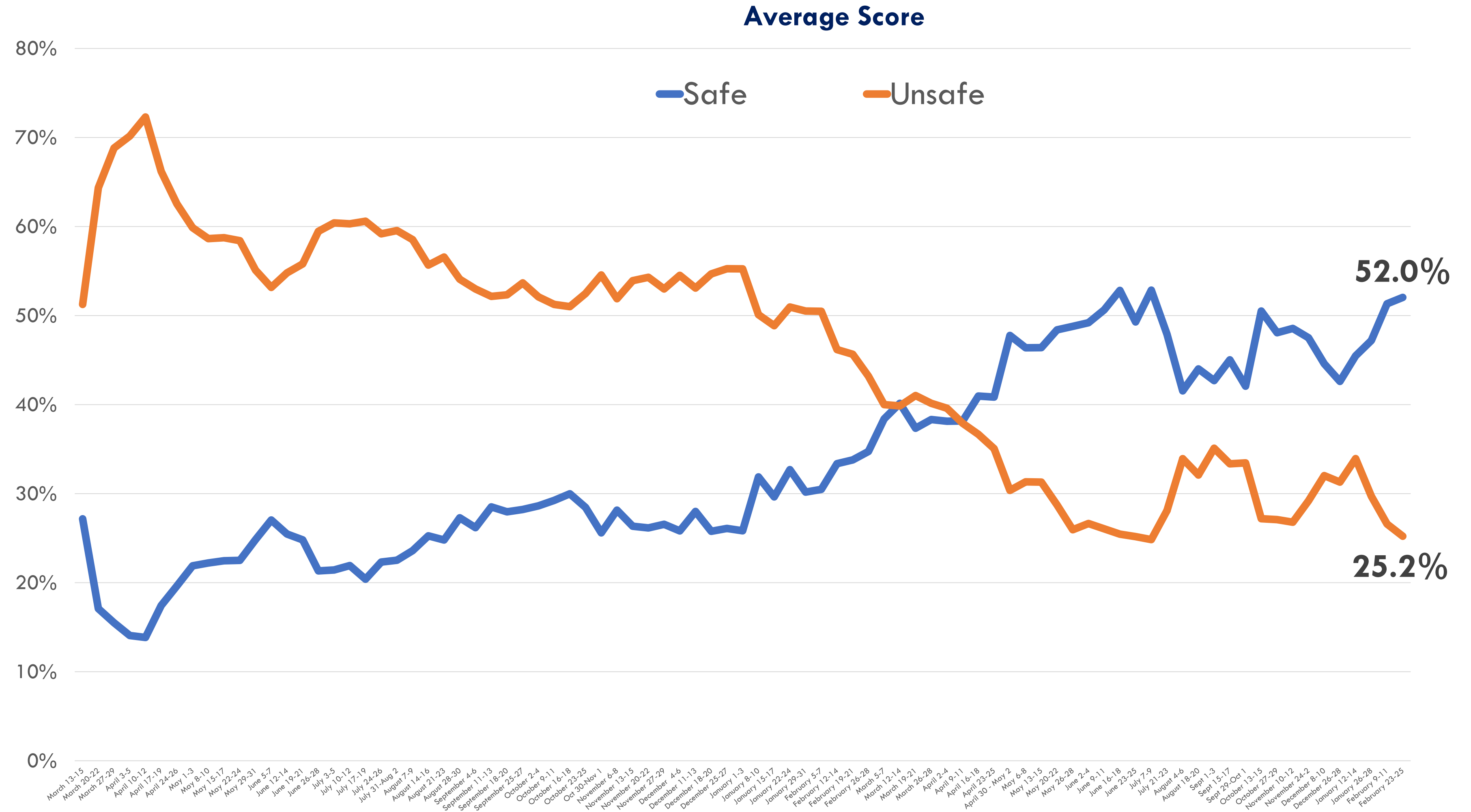
(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)

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



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

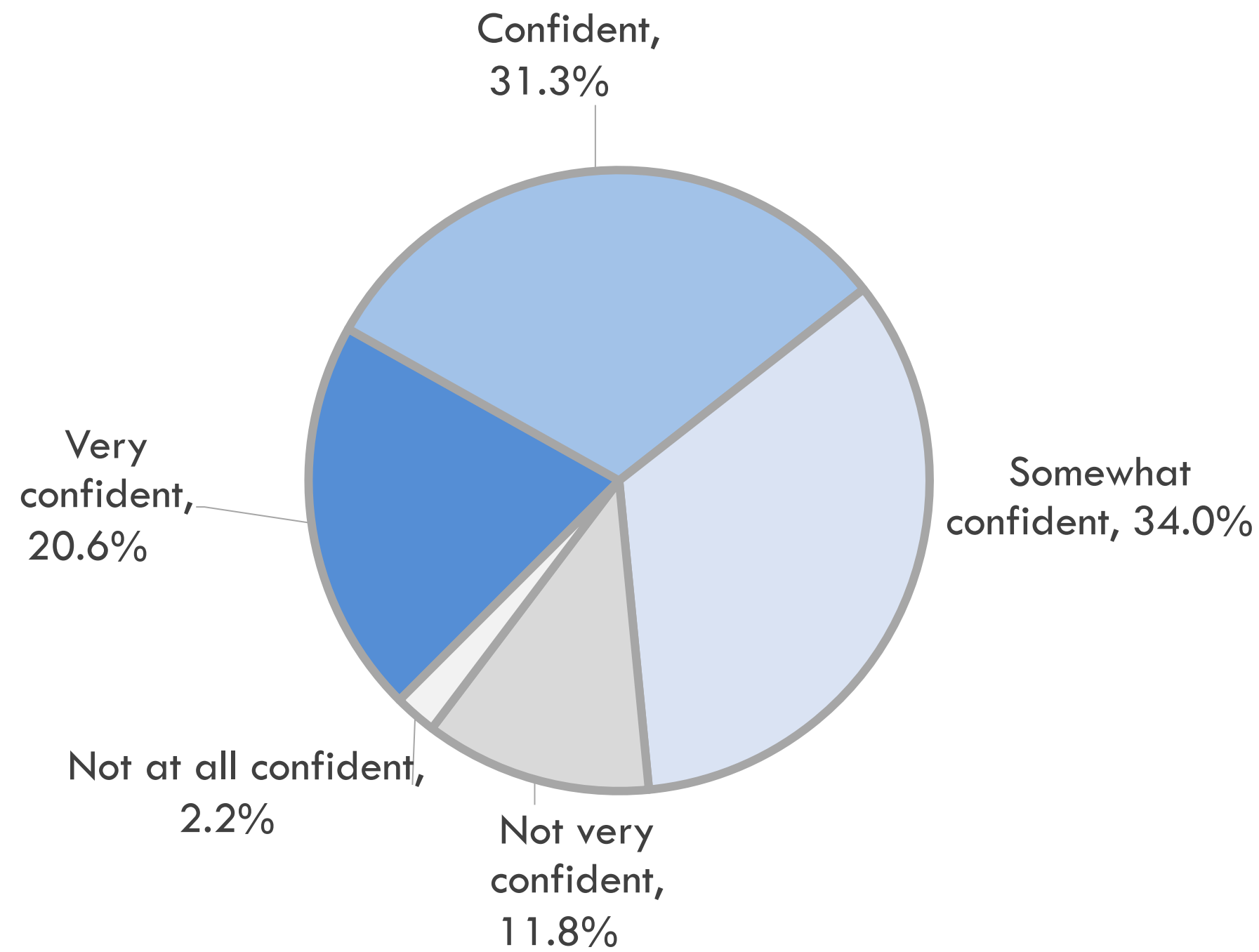
**Question:** At this moment, how safe would you feel doing each type of travel activity?



(Base: Waves 1-85. All respondents, 1,200+ completed surveys each wave.)

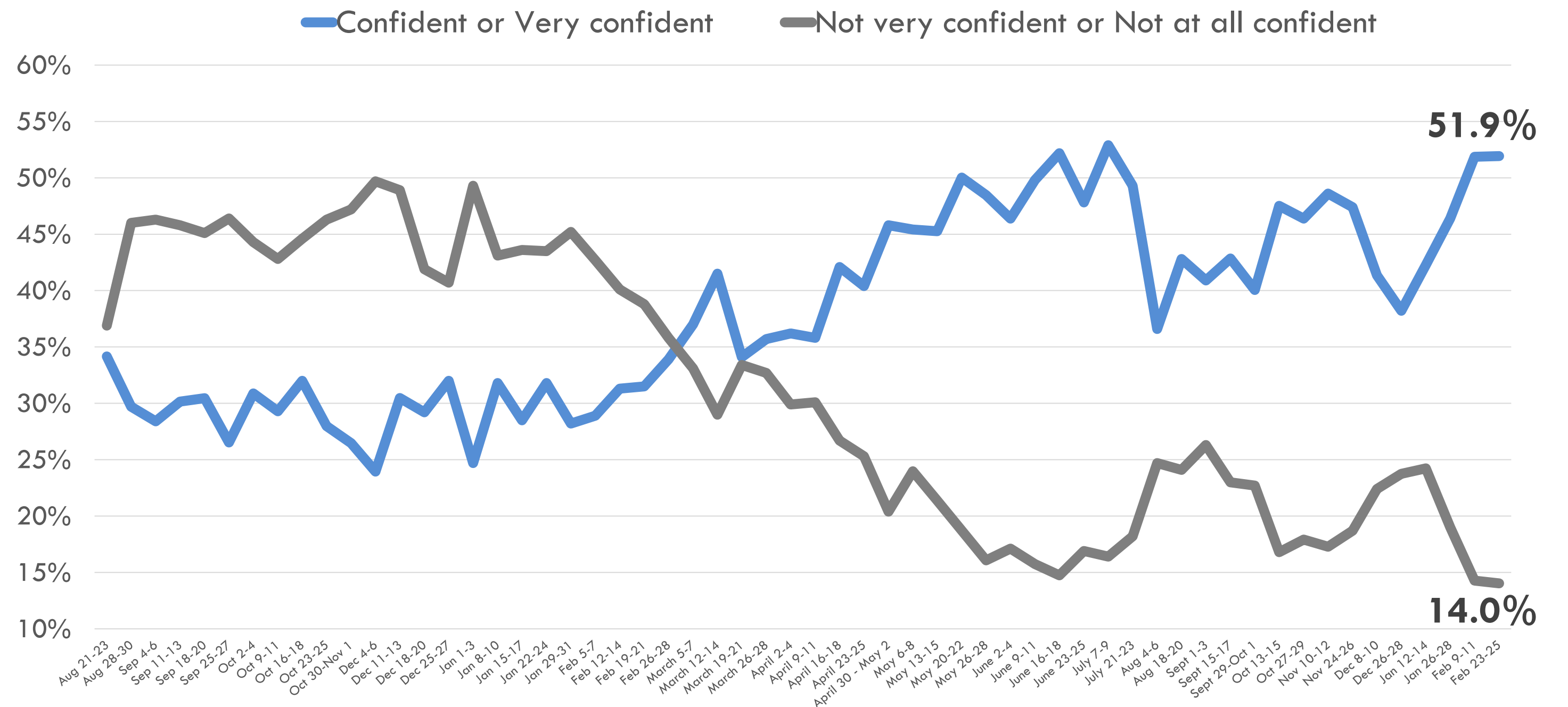
# CONFIDENCE IN ABILITY TO TRAVEL SAFELY

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



(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)

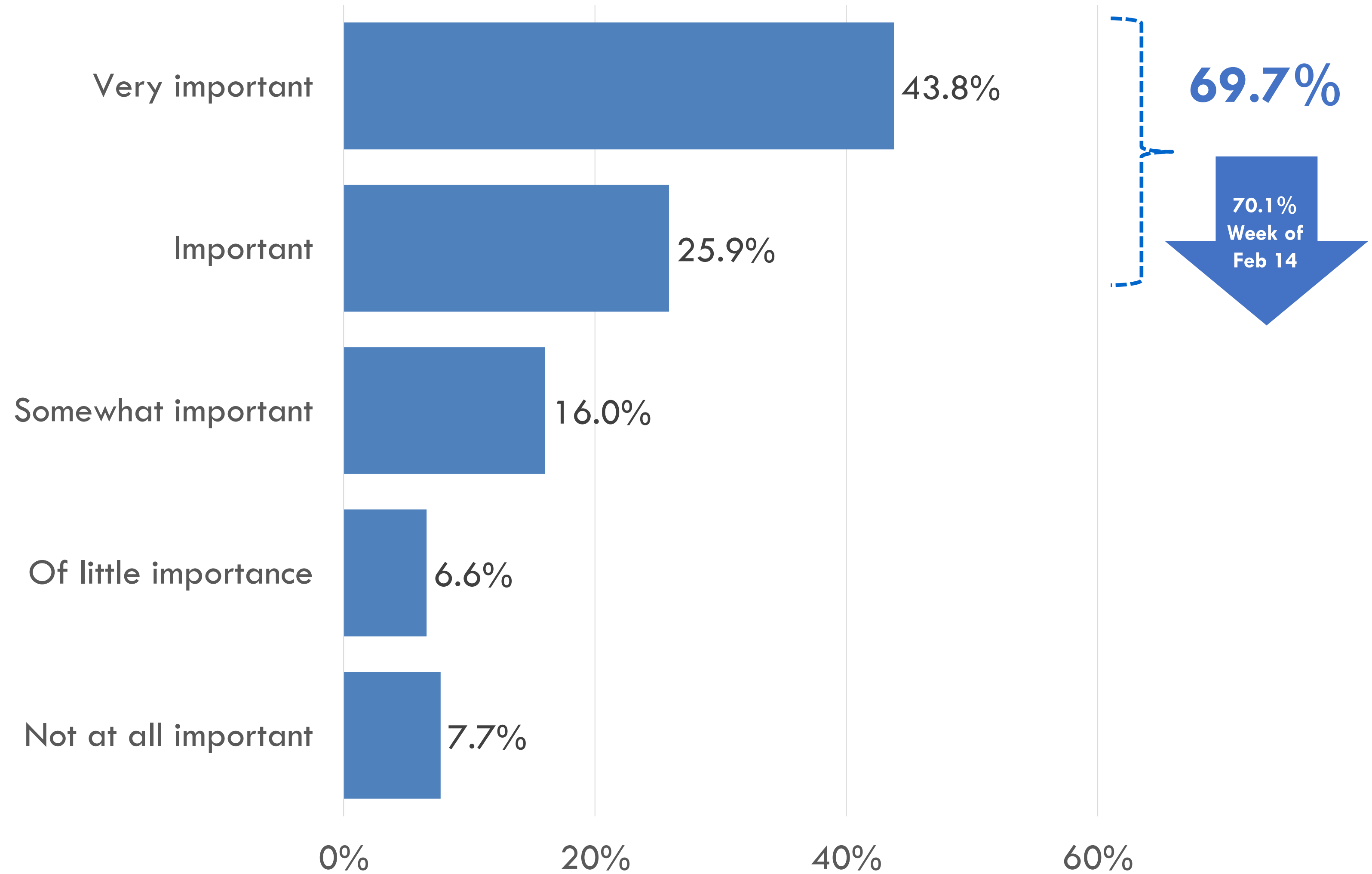
## Historical data



# IMPORTANCE OF COVID-19 SAFETY PROTOCOLS CONTINUATION

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

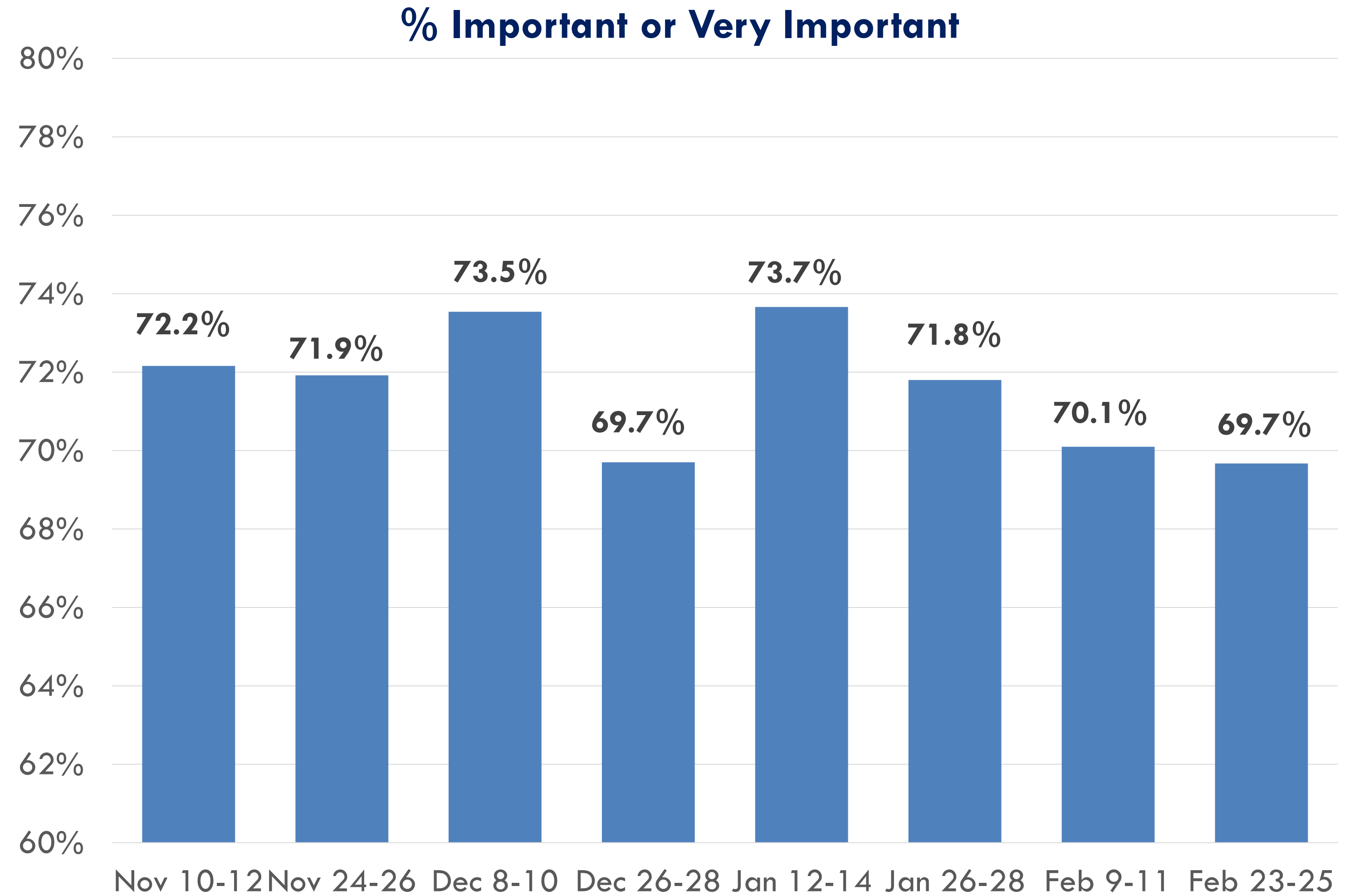
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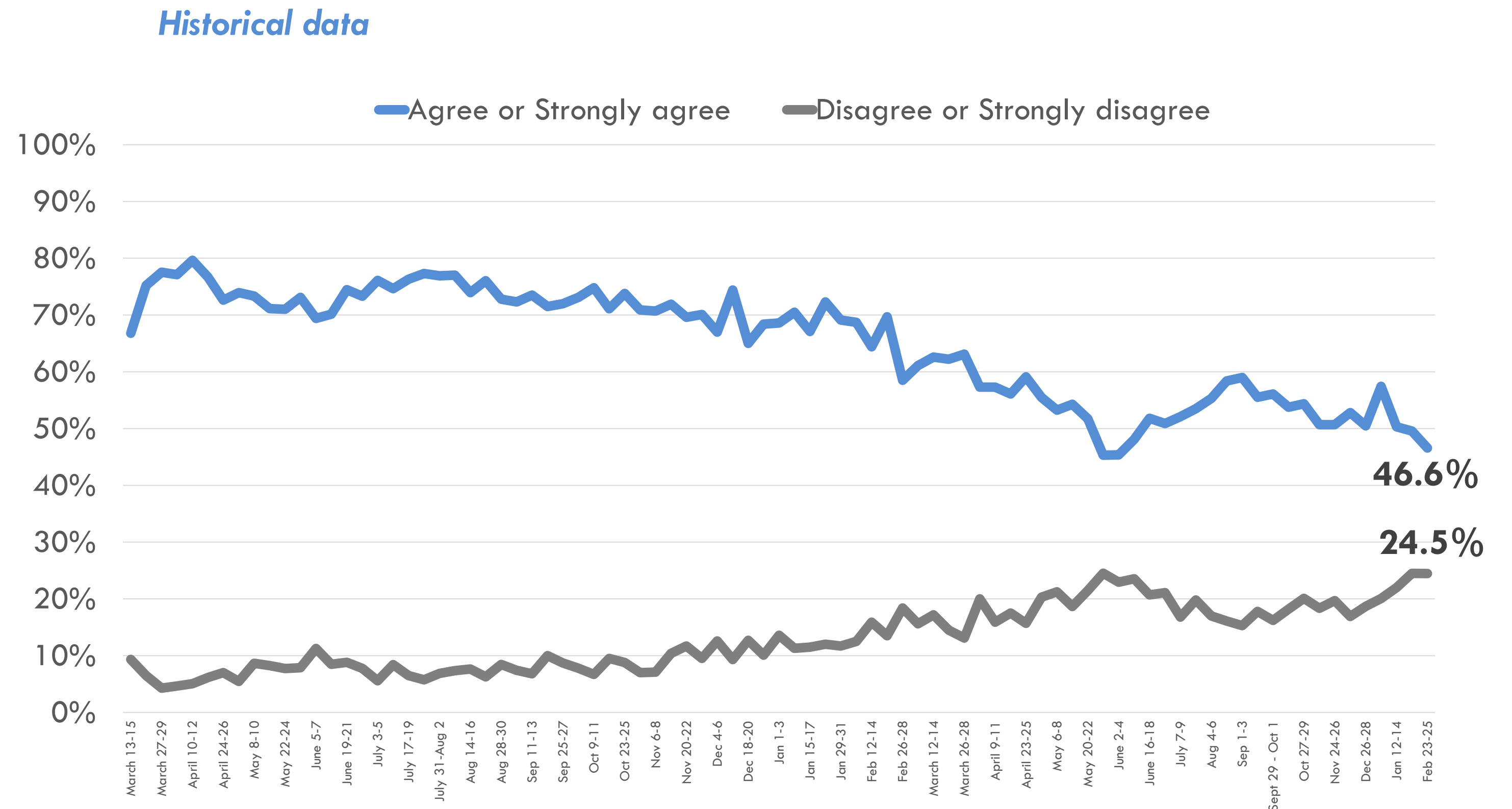
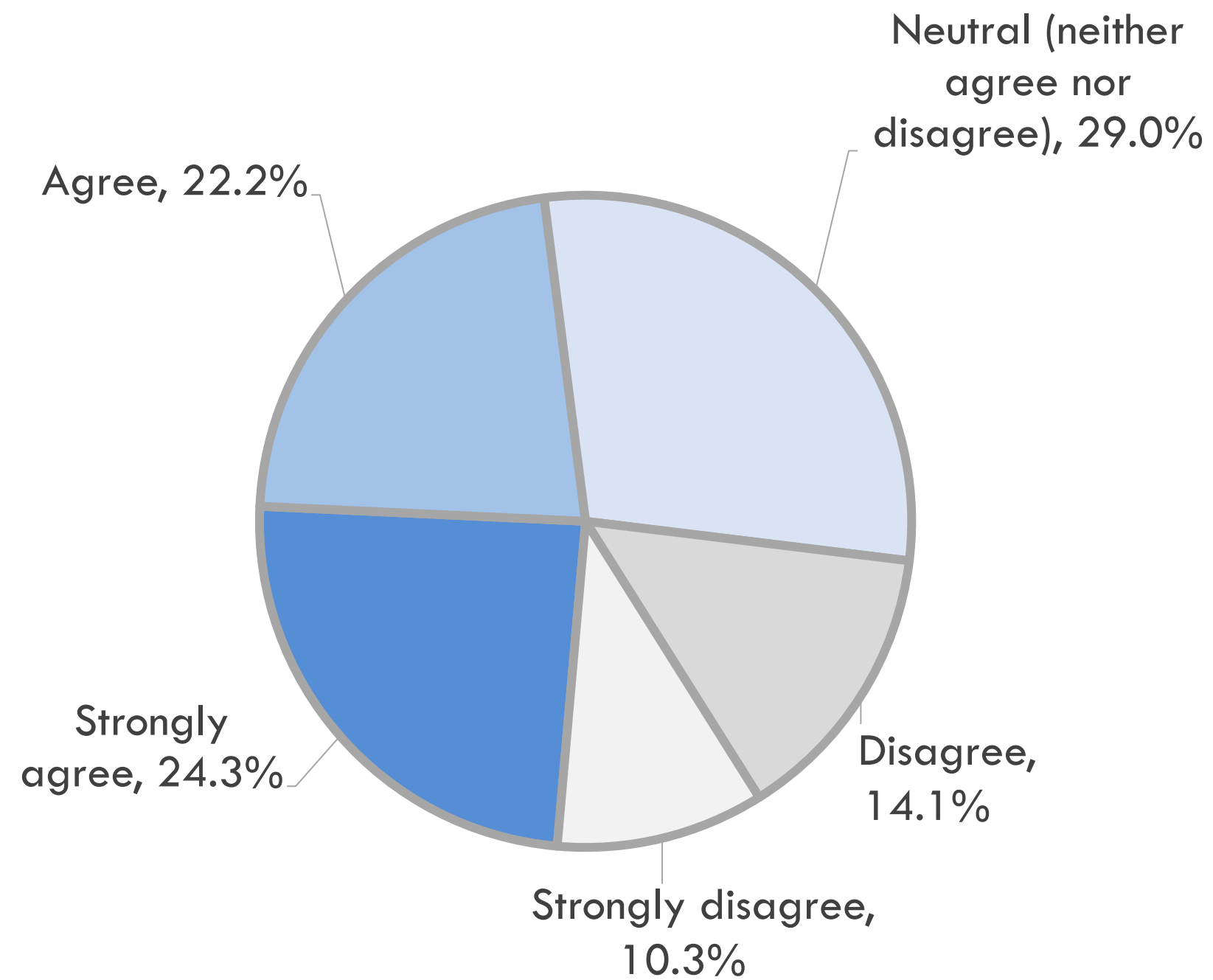


# TRAVEL AVOIDANCE

# AVOIDING CONVENTIONS & CONFERENCES

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

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

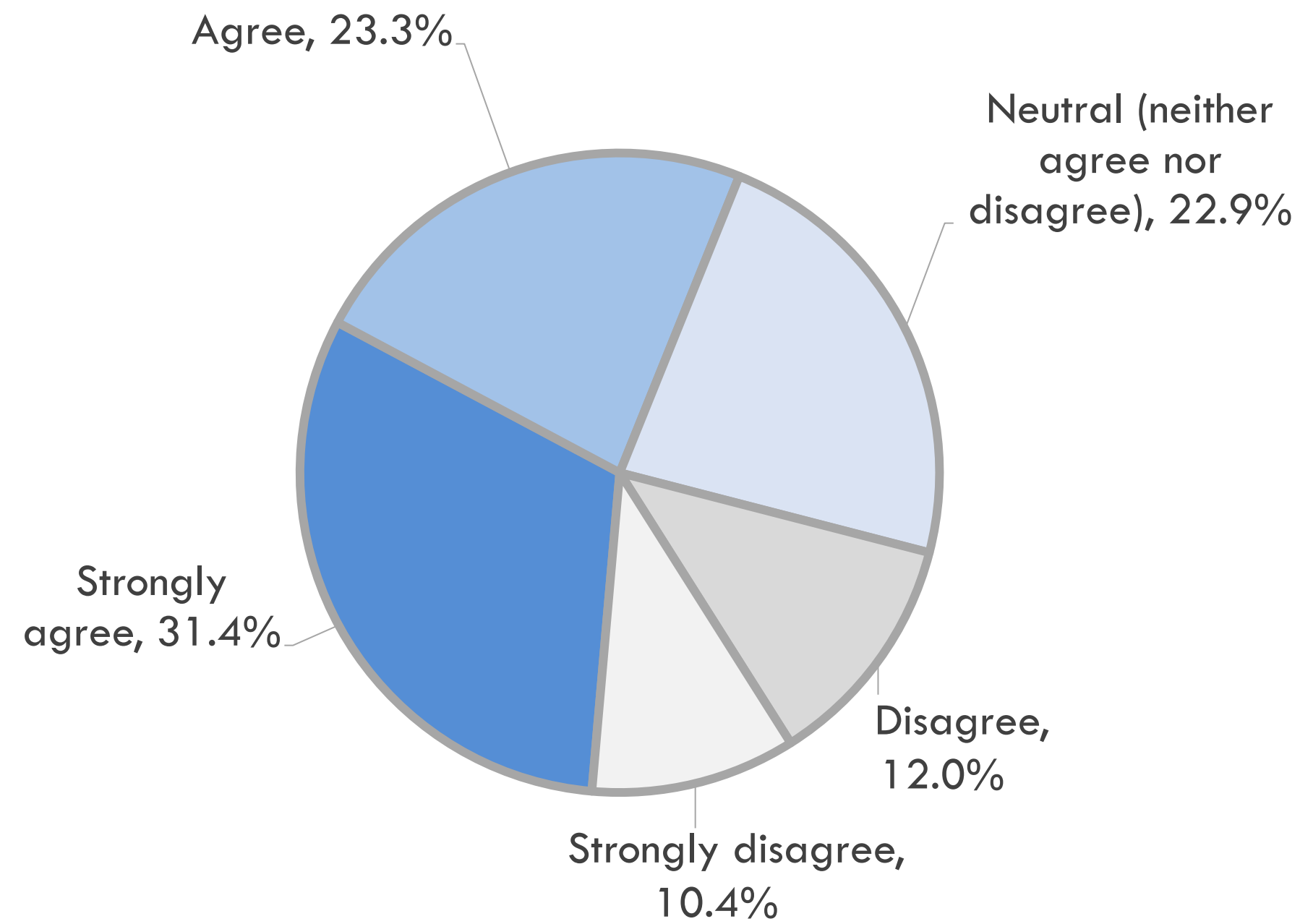


(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)

# AVOIDING INTERNATIONAL TRAVEL

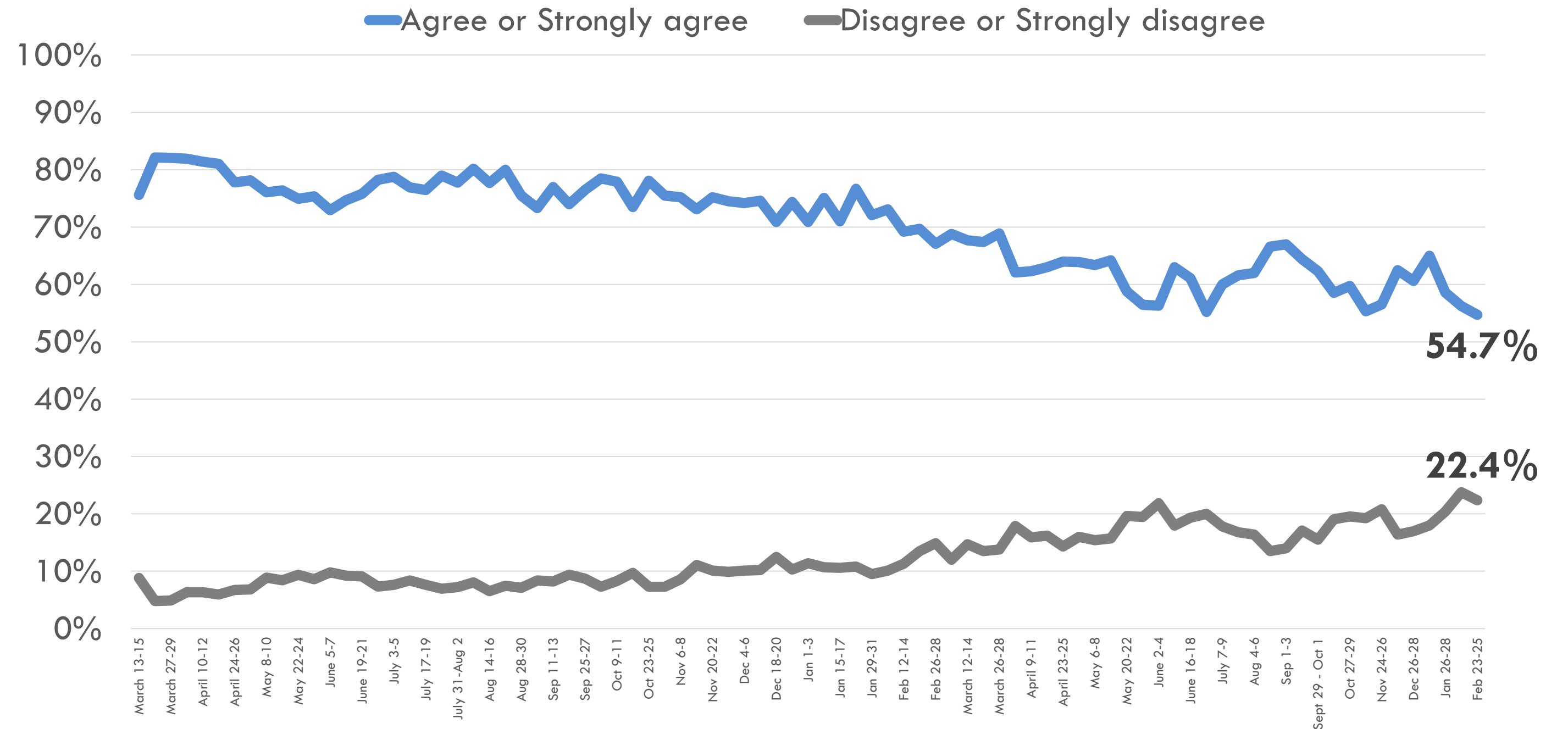
**How much do you agree with the following statement?**

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



(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)

## Historical data





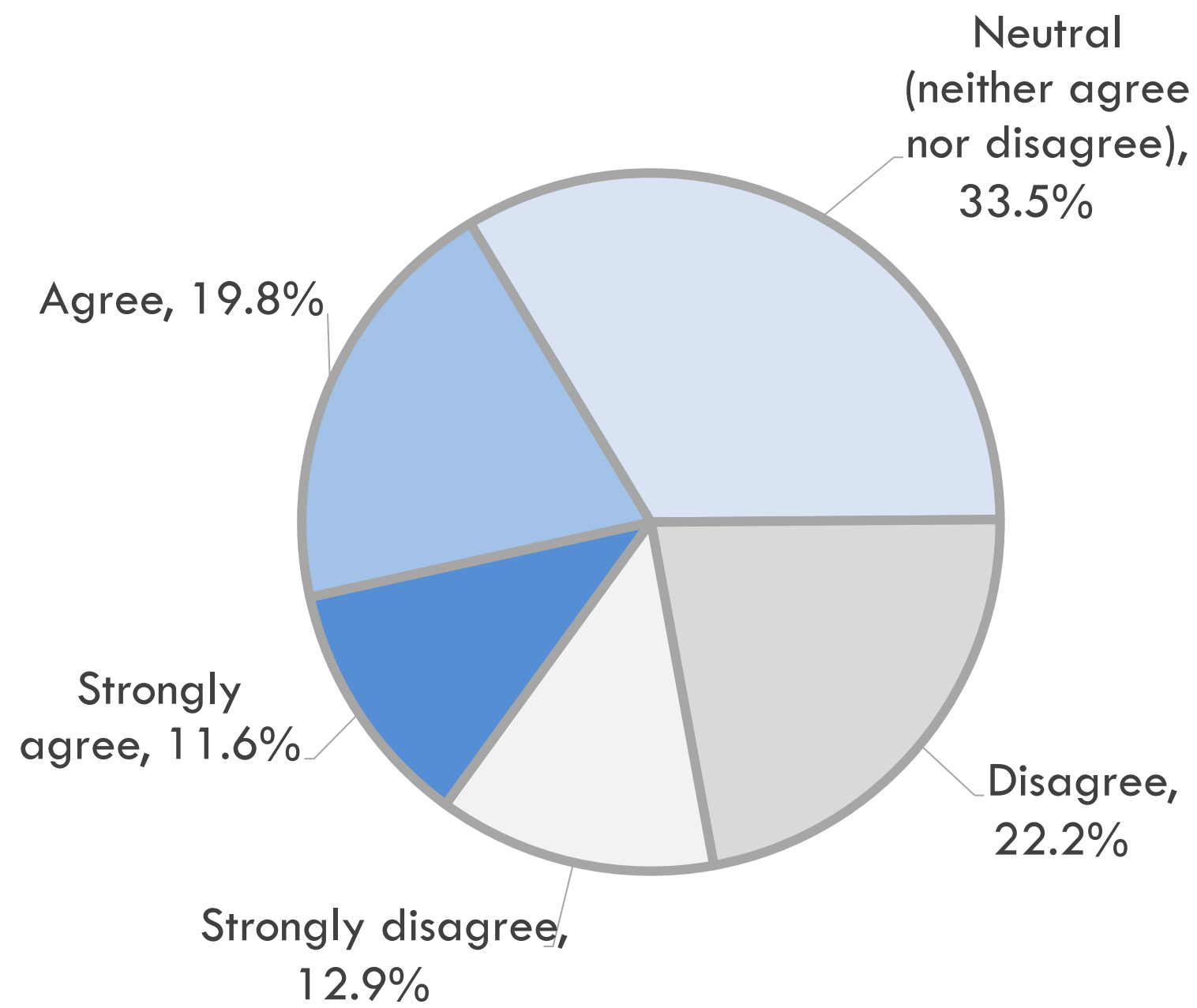
# RESIDENT SENTIMENT



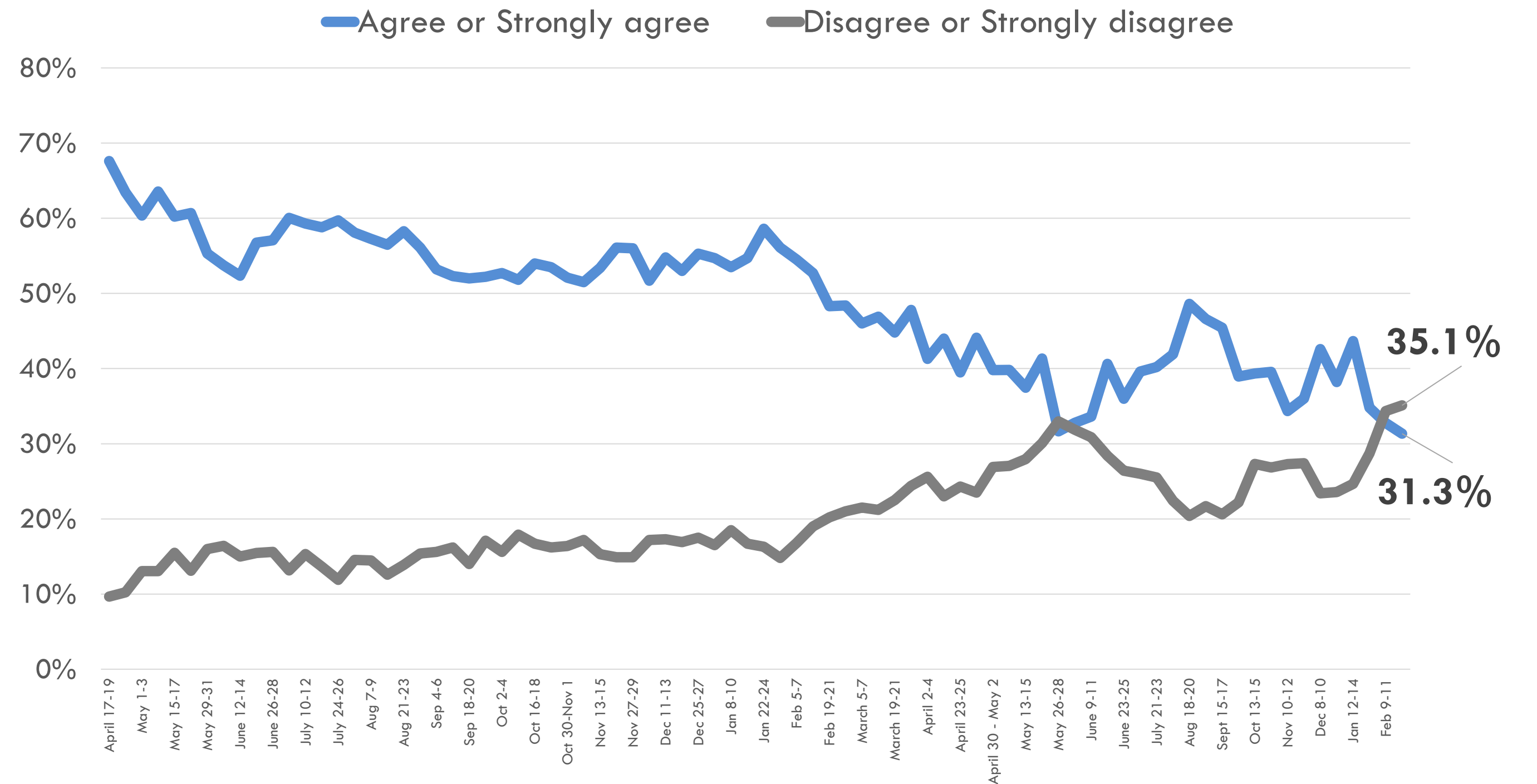
# TRAVELERS IN COMMUNITY ARE UNWANTED

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

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



## Historical data



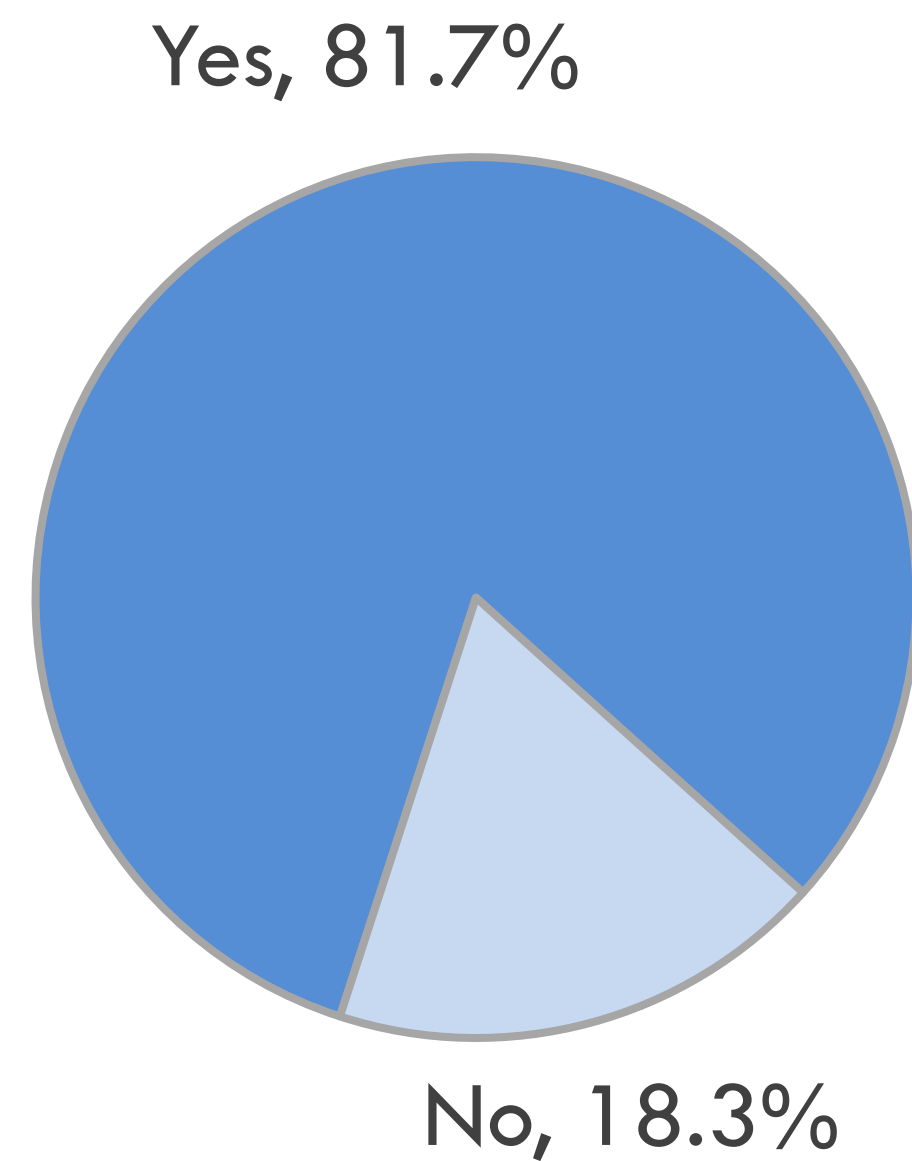
(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)

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

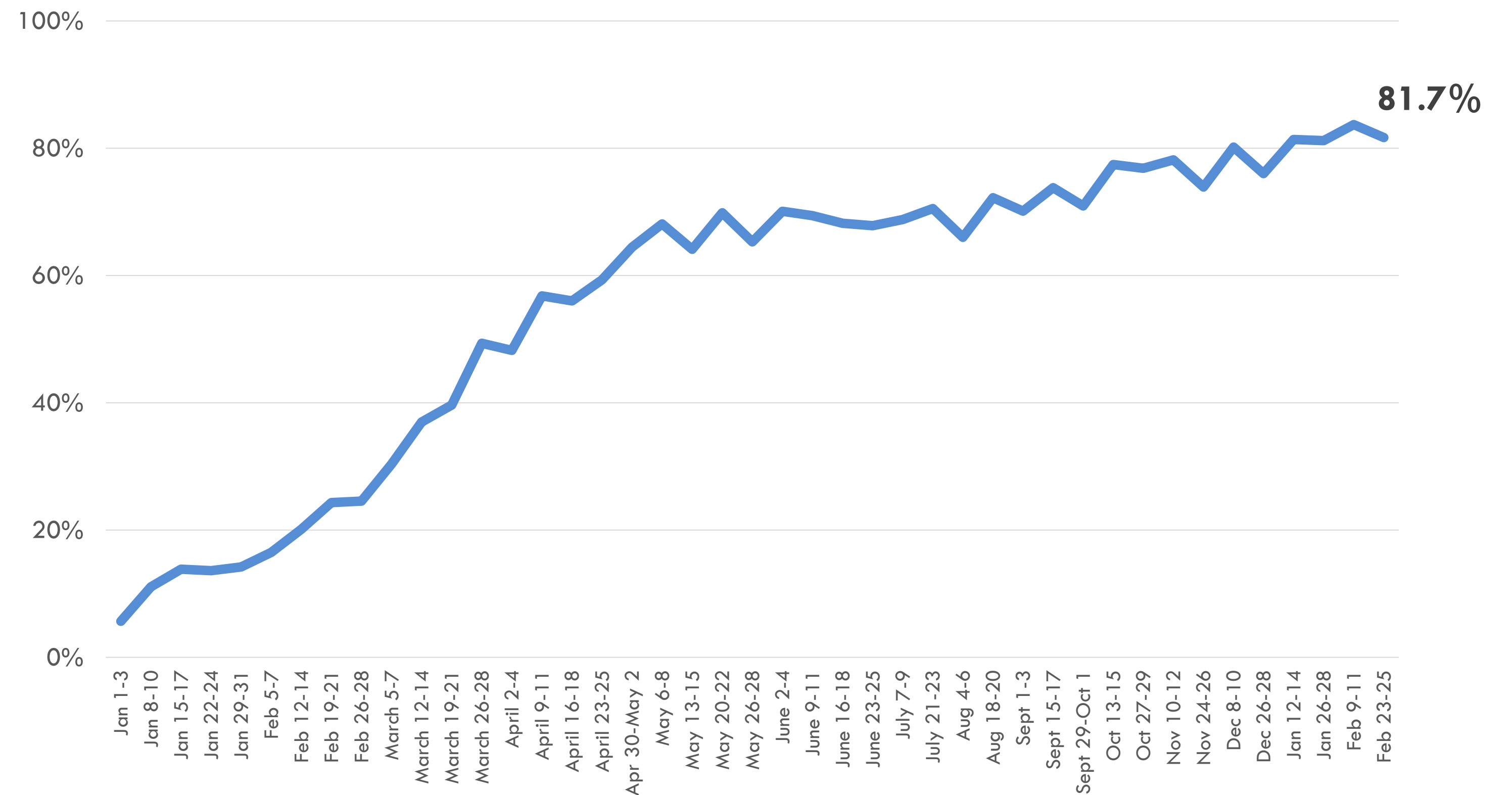


# PERSONALLY RECEIVED A COVID-19 VACCINE (JAN 2021–FEB 2022)

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



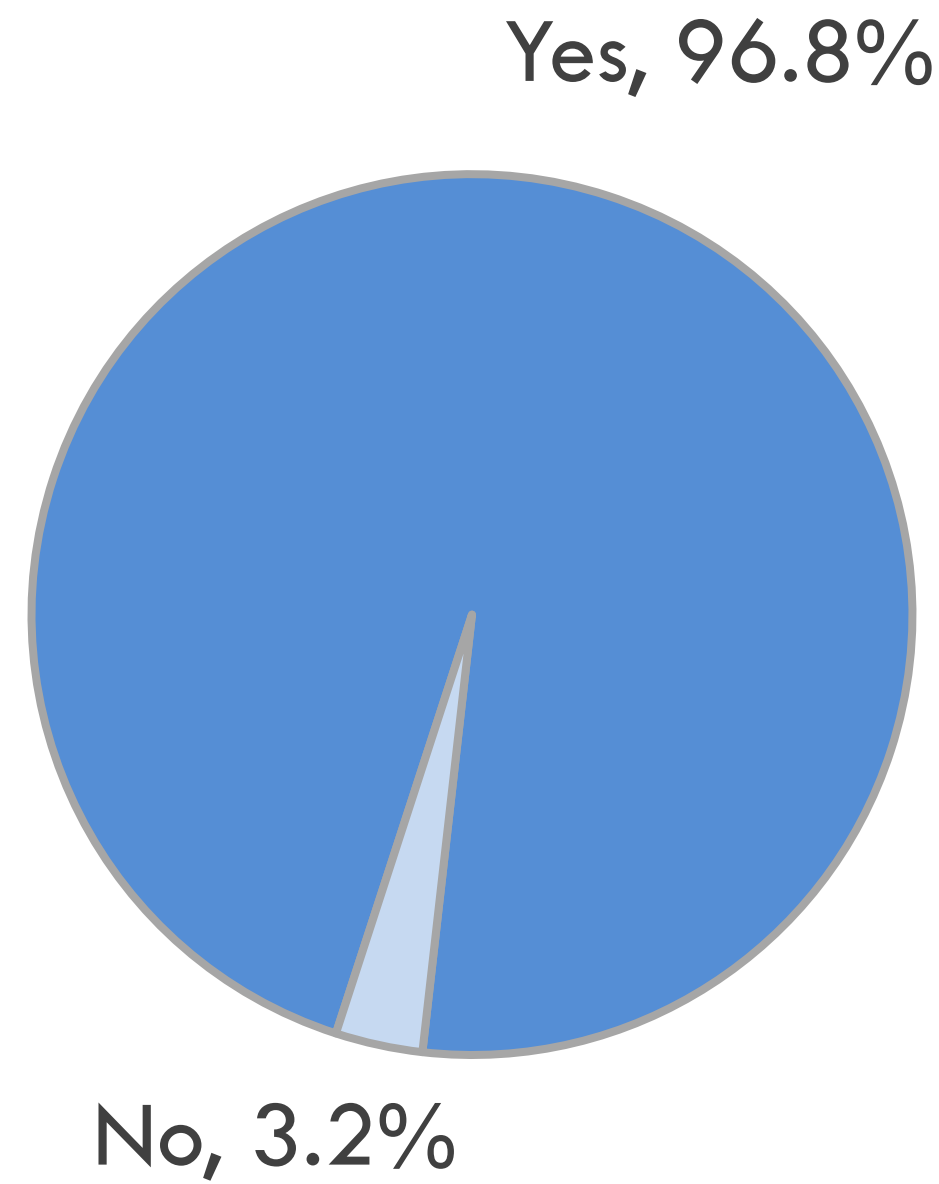
Historical data % Yes



(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)

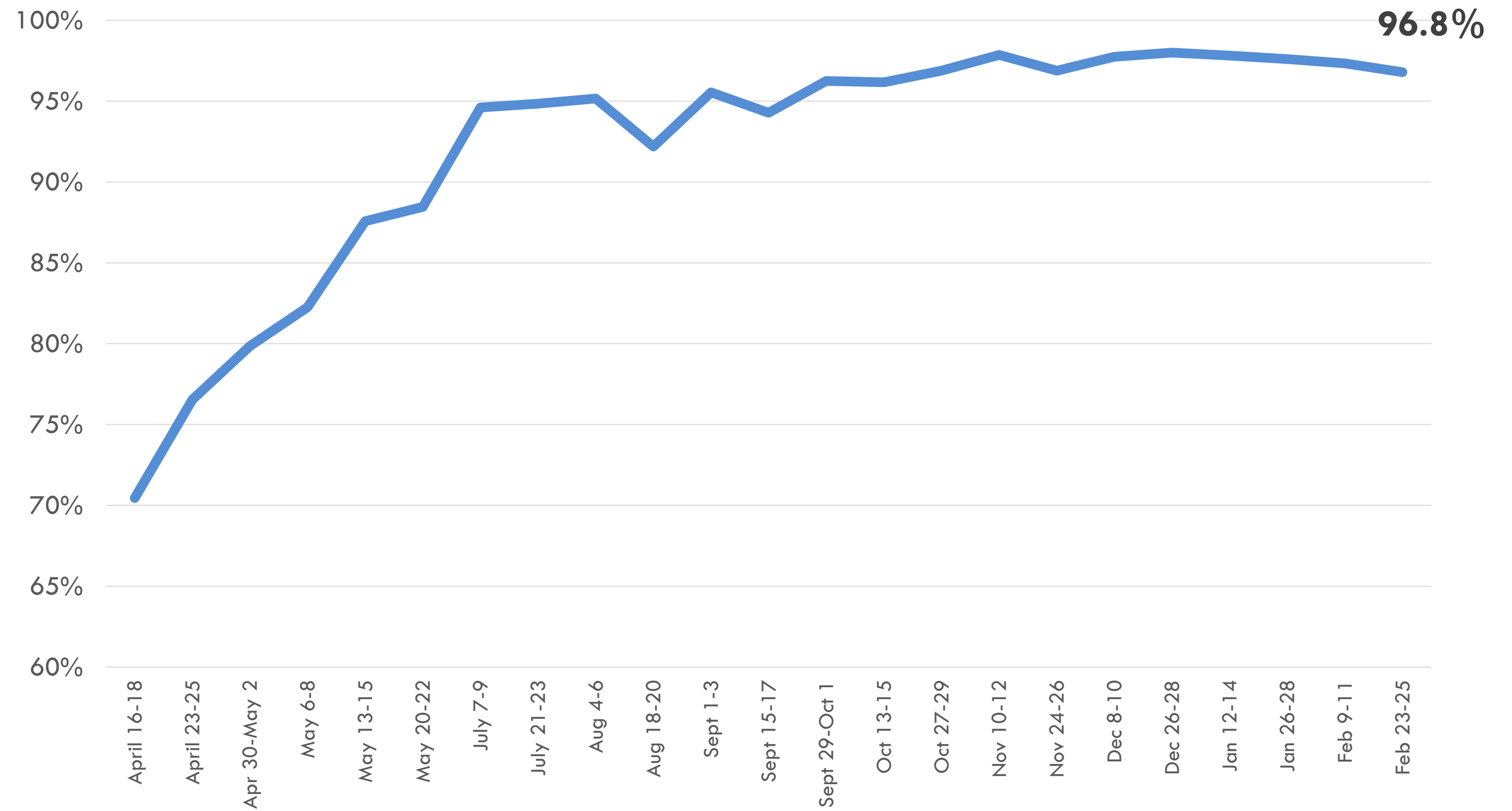
# FULL VACCINATION STATUS (APR 2021–FEB 2022)

Question: Are you fully vaccinated?



(Base: Wave 85 data. All vaccinated respondents, 1,046 completed surveys. Data collected February 23-25, 2022)

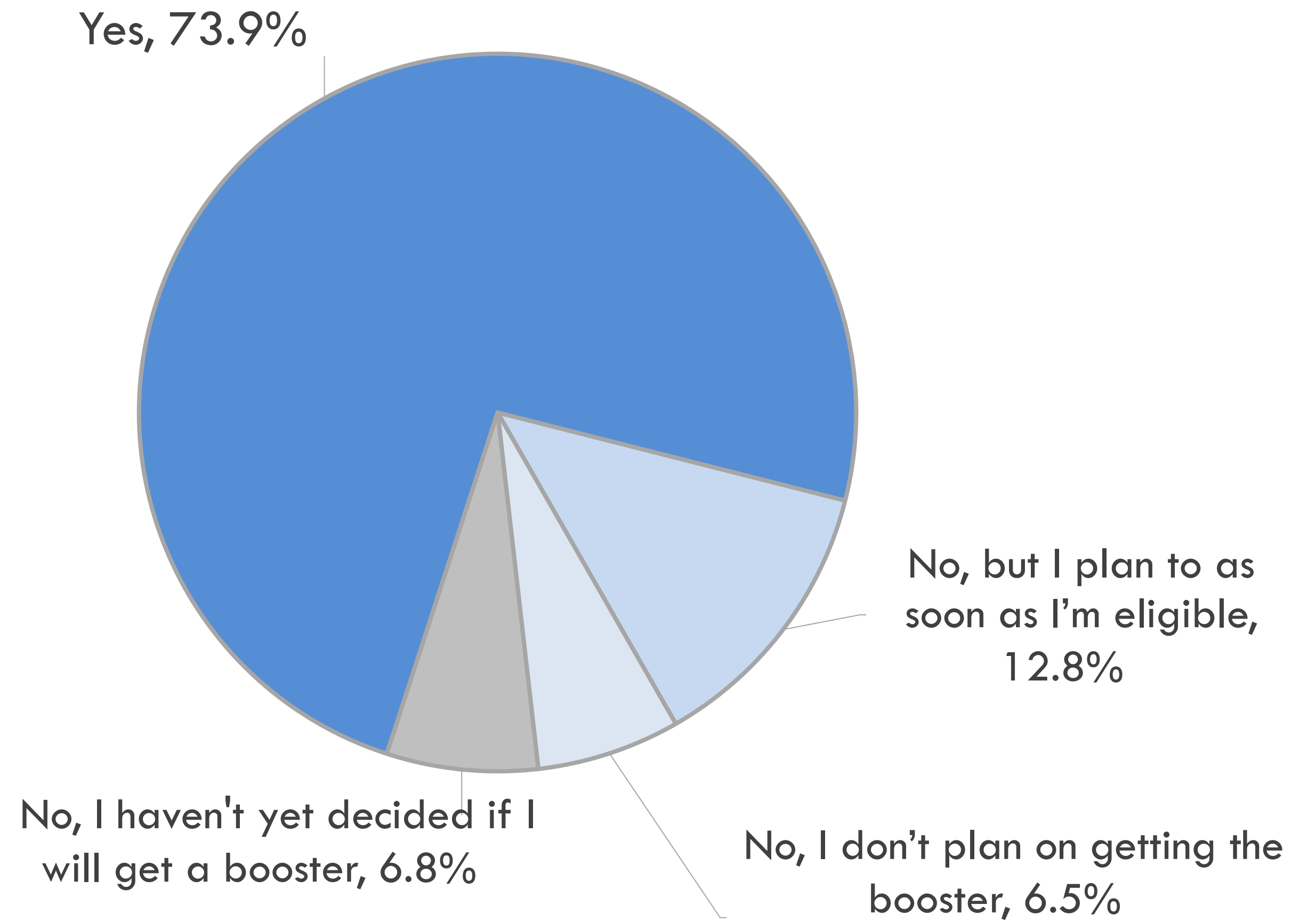
Historical data % Yes



# RECEIVED A COVID-19 BOOSTER

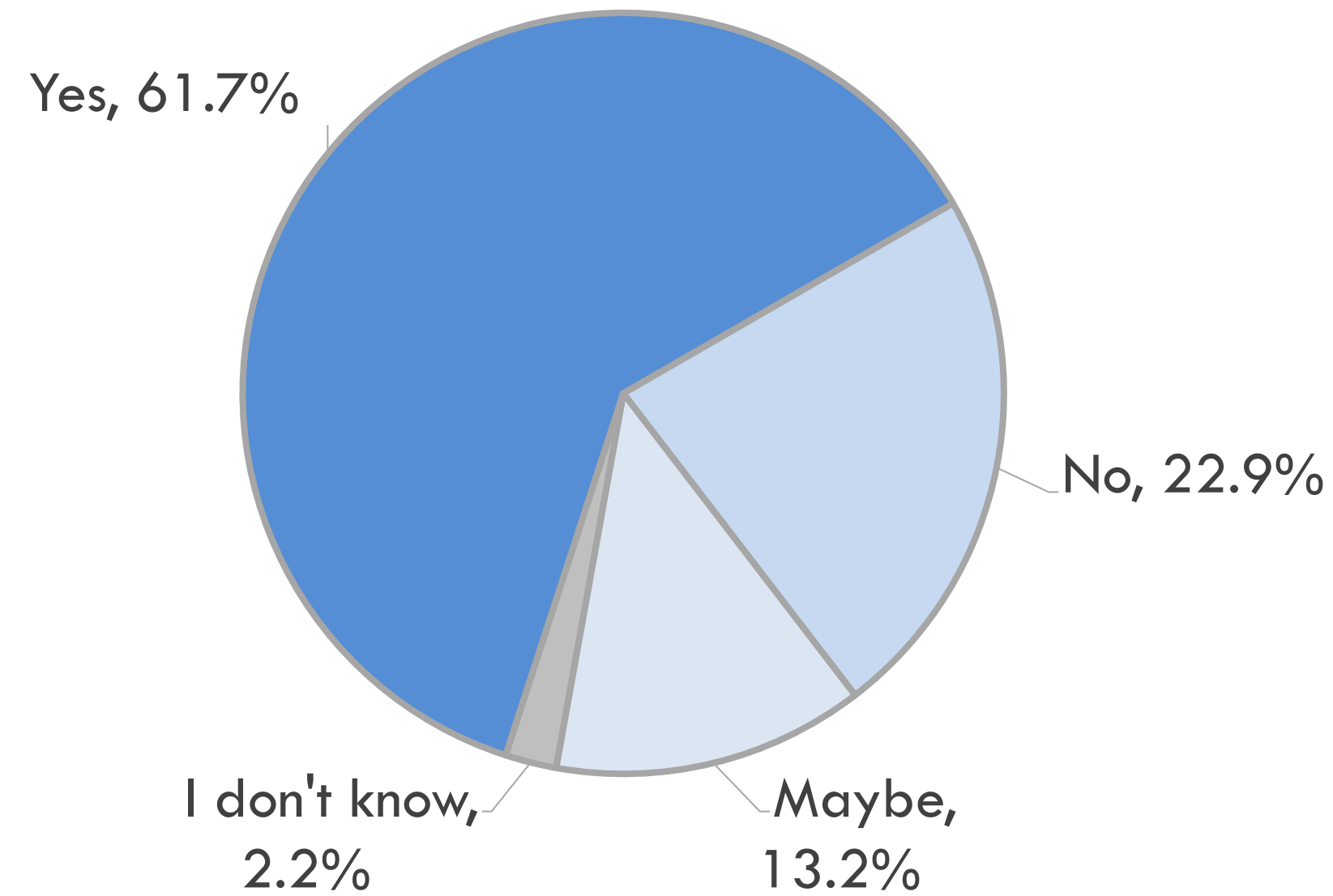
**Question:** Have you received a COVID vaccine booster?

*(Base: Wave 85 data. All vaccinated respondents, 1,046 completed surveys. Data collected February 23-25, 2022)*



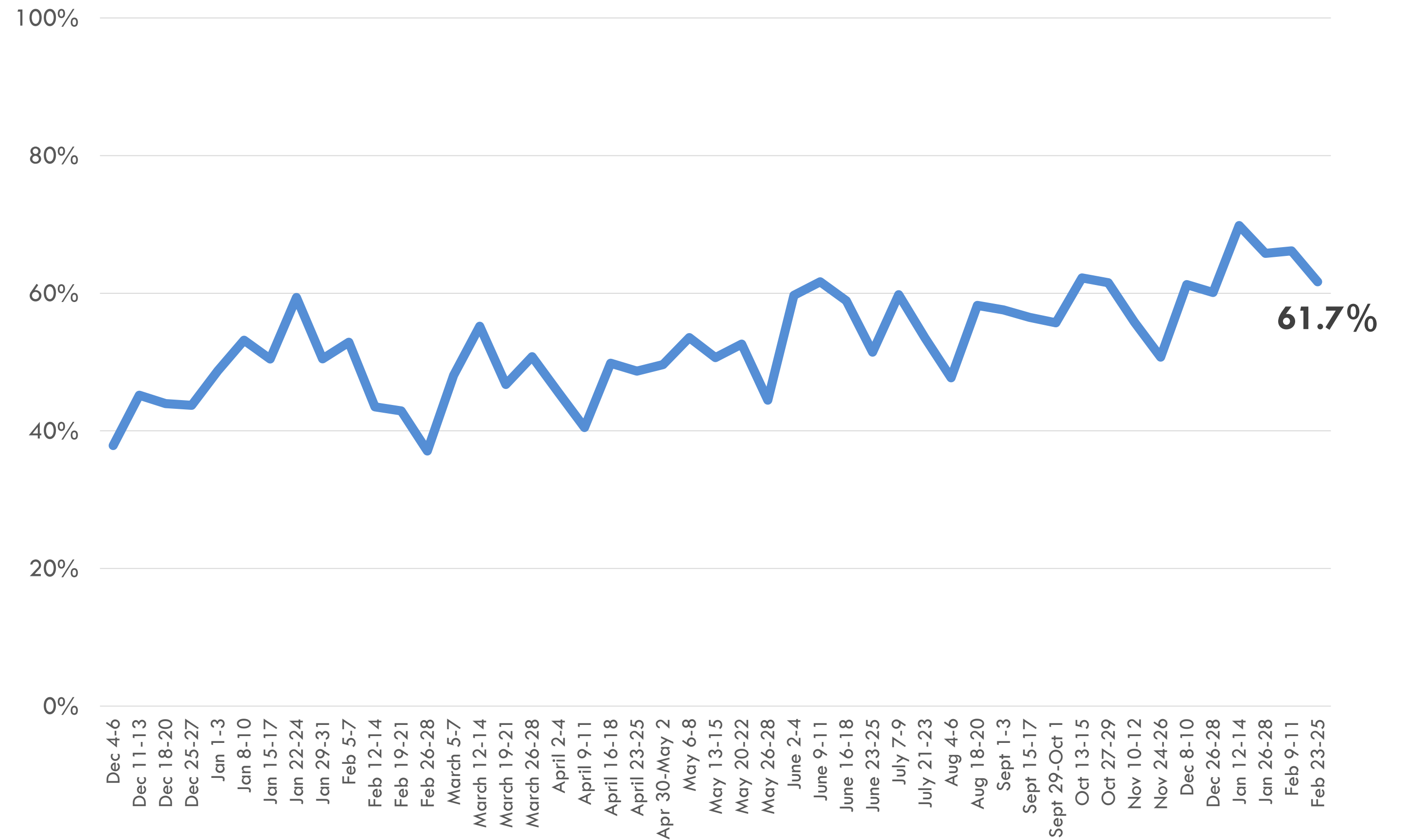
# VACCINES FOR CHILDREN (DEC 2020 – FEB 2022)

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



(Base: Wave 85 data. All respondents with school-aged children, 355 completed surveys. Data collected February 23-25, 2022)

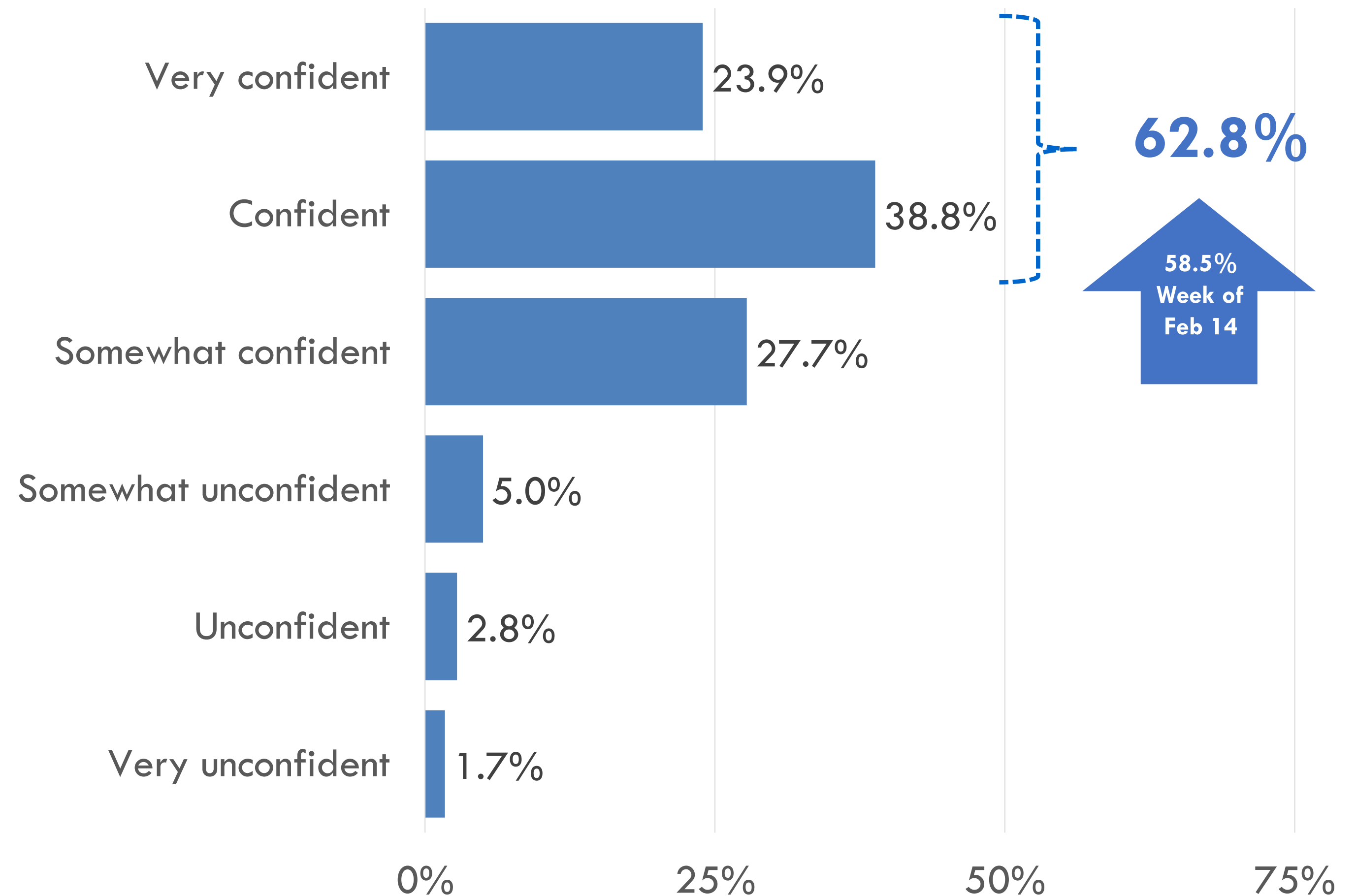
Historical data % Yes



# CONFIDENCE IN SAFETY PROVIDED BY THE VACCINE

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

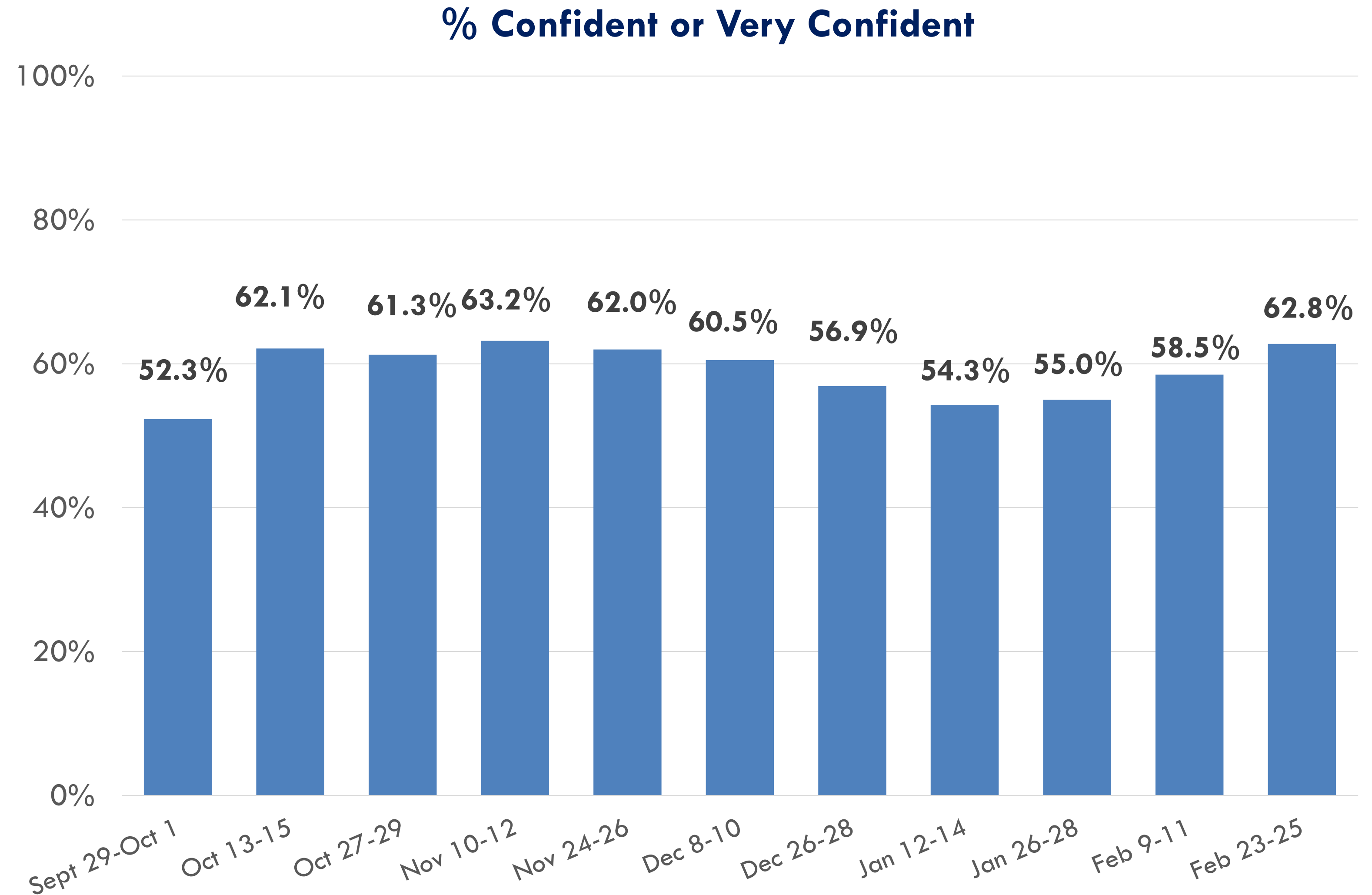
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# CONFIDENCE IN SAFETY PROVIDED BY THE VACCINE

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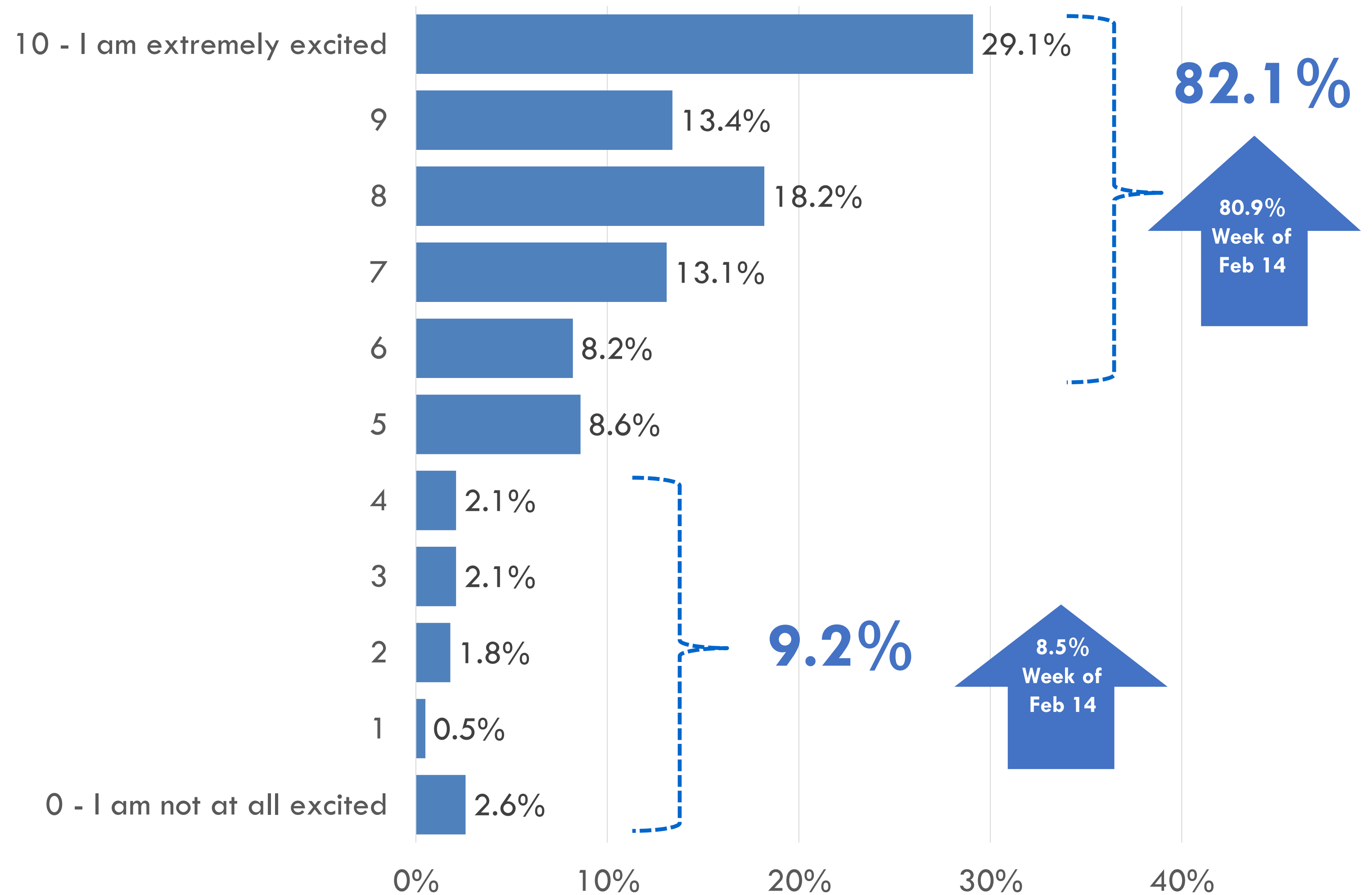
**TRAVEL IN THE NEXT 12 MONTHS**



# EXCITEMENT FOR LEISURE TRAVEL IN THE NEXT 12 MONTHS

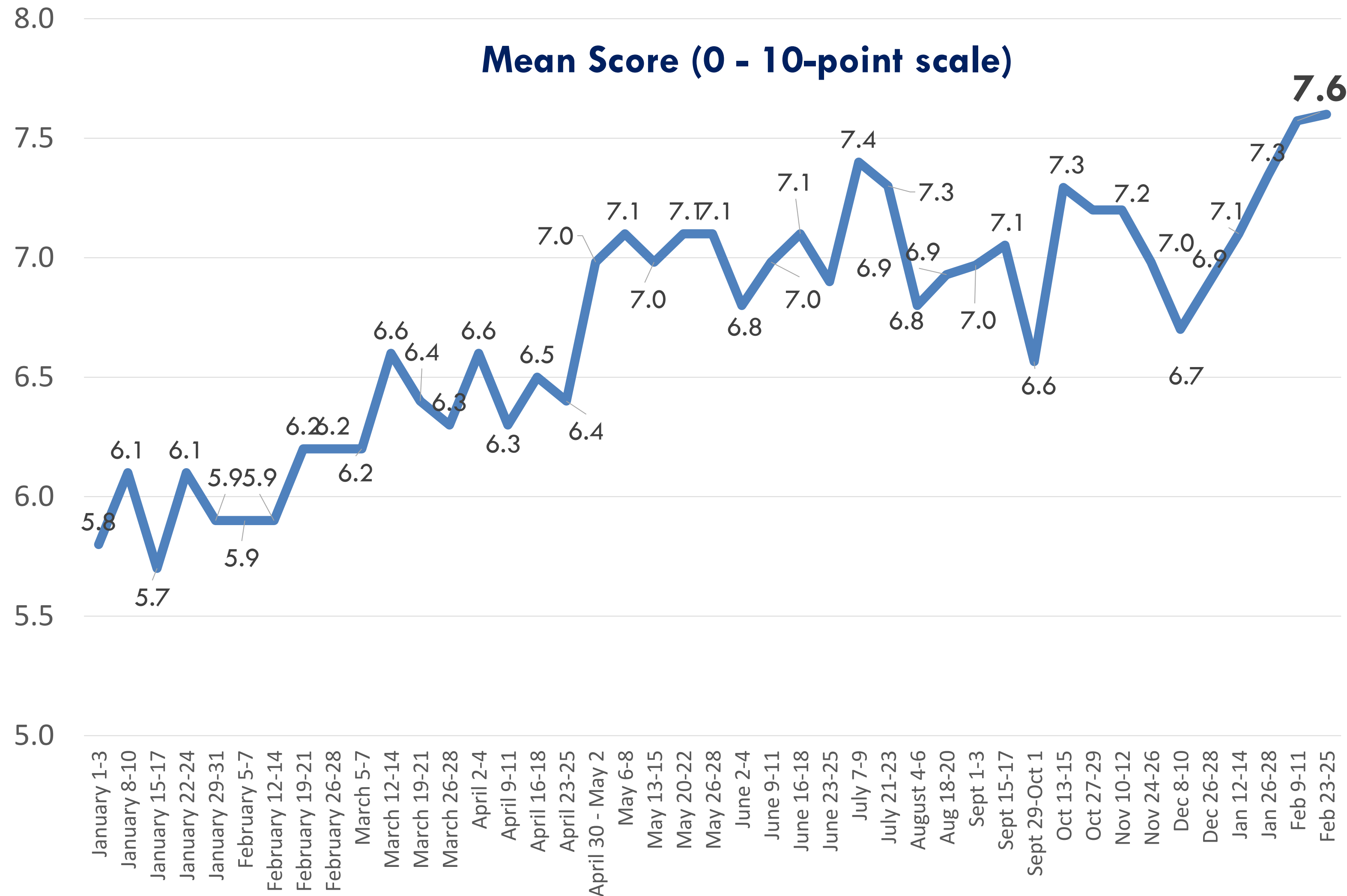
**Question:** Which best describes how excited you are about **LEISURE TRAVEL** in the **NEXT TWELVE (12) MONTHS?** (Please answer using the 11-point scale below)

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)



# EXCITEMENT FOR LEISURE TRAVEL IN THE NEXT 12 MONTHS

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

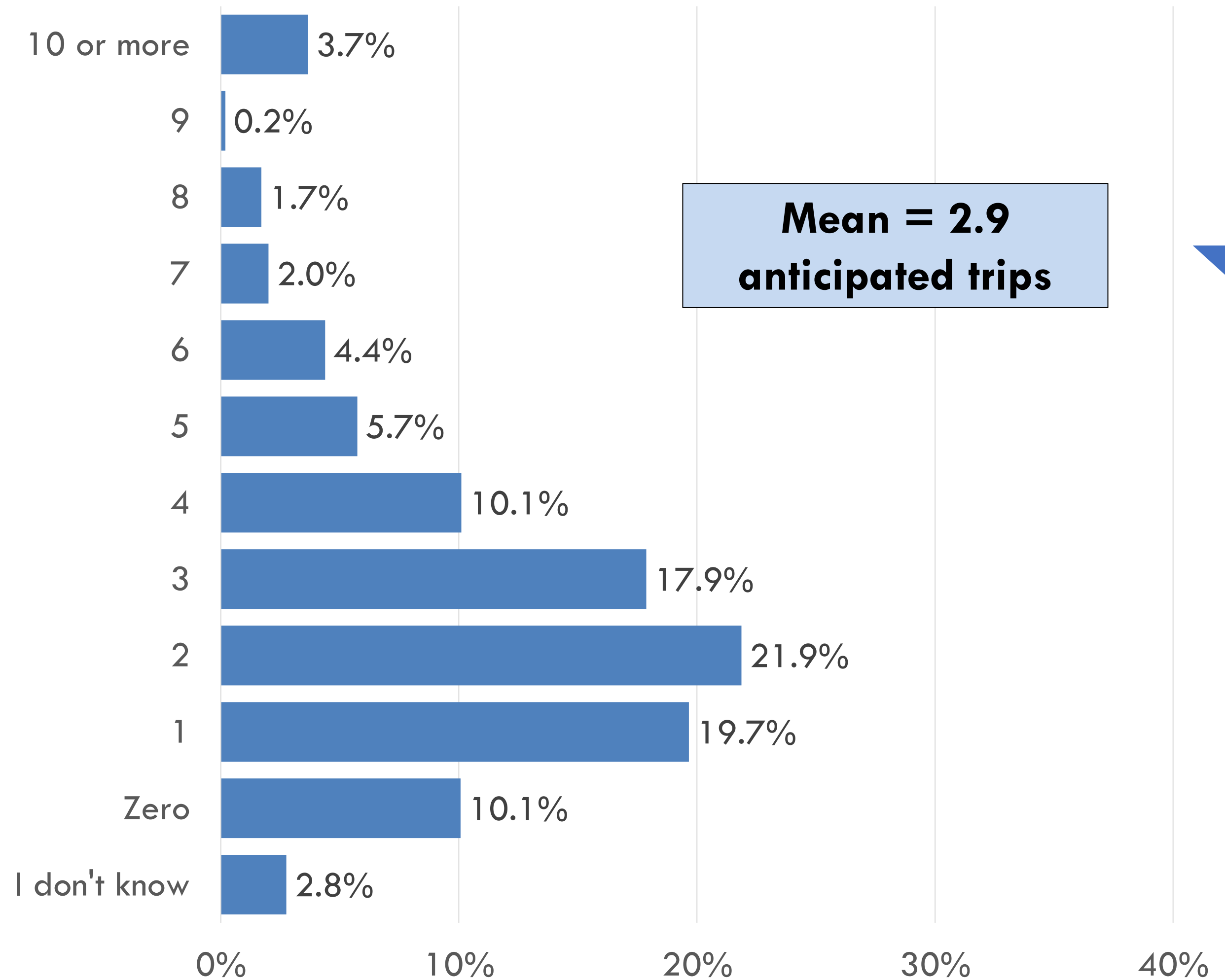


**More Excitement** ↑  
**Less Excitement** ↓

# NUMBER OF LEISURE TRIPS ANTICIPATED IN THE NEXT 12 MONTHS

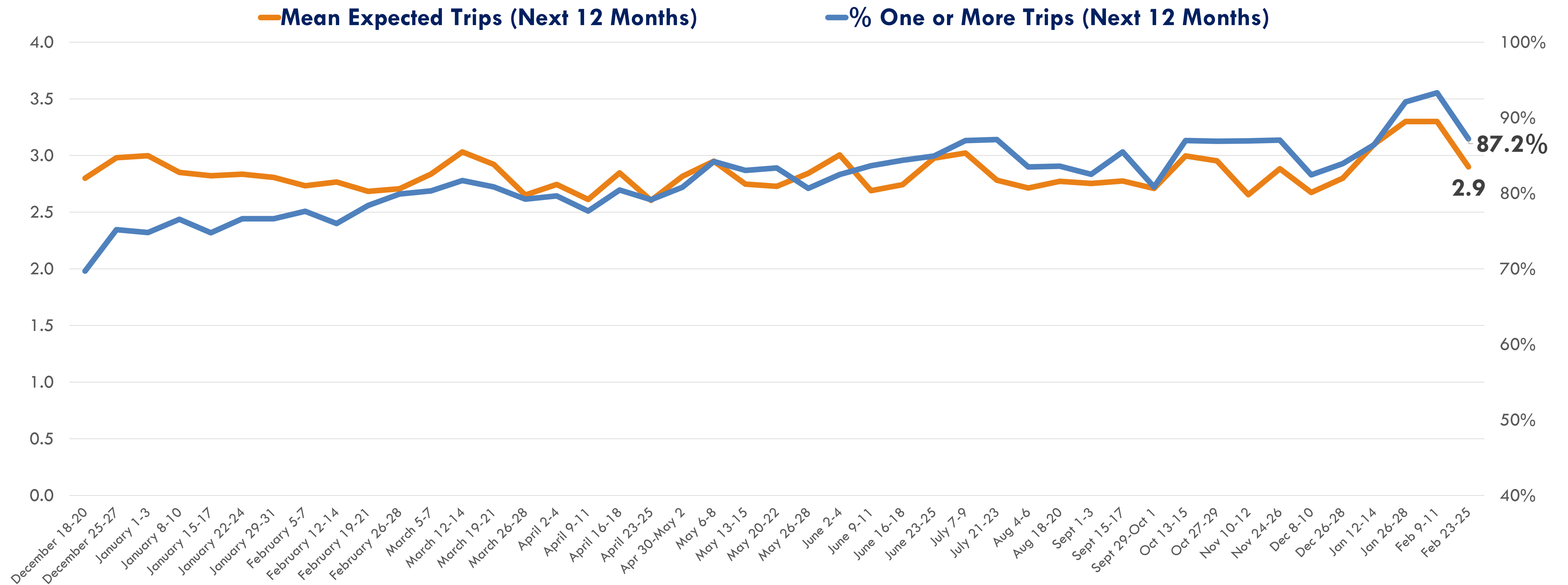
**Question:** IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in the **NEXT TWELVE (12) MONTHS?** (Select one)

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)



# NUMBER OF LEISURE TRIPS ANTICIPATED IN THE NEXT 12 MONTHS

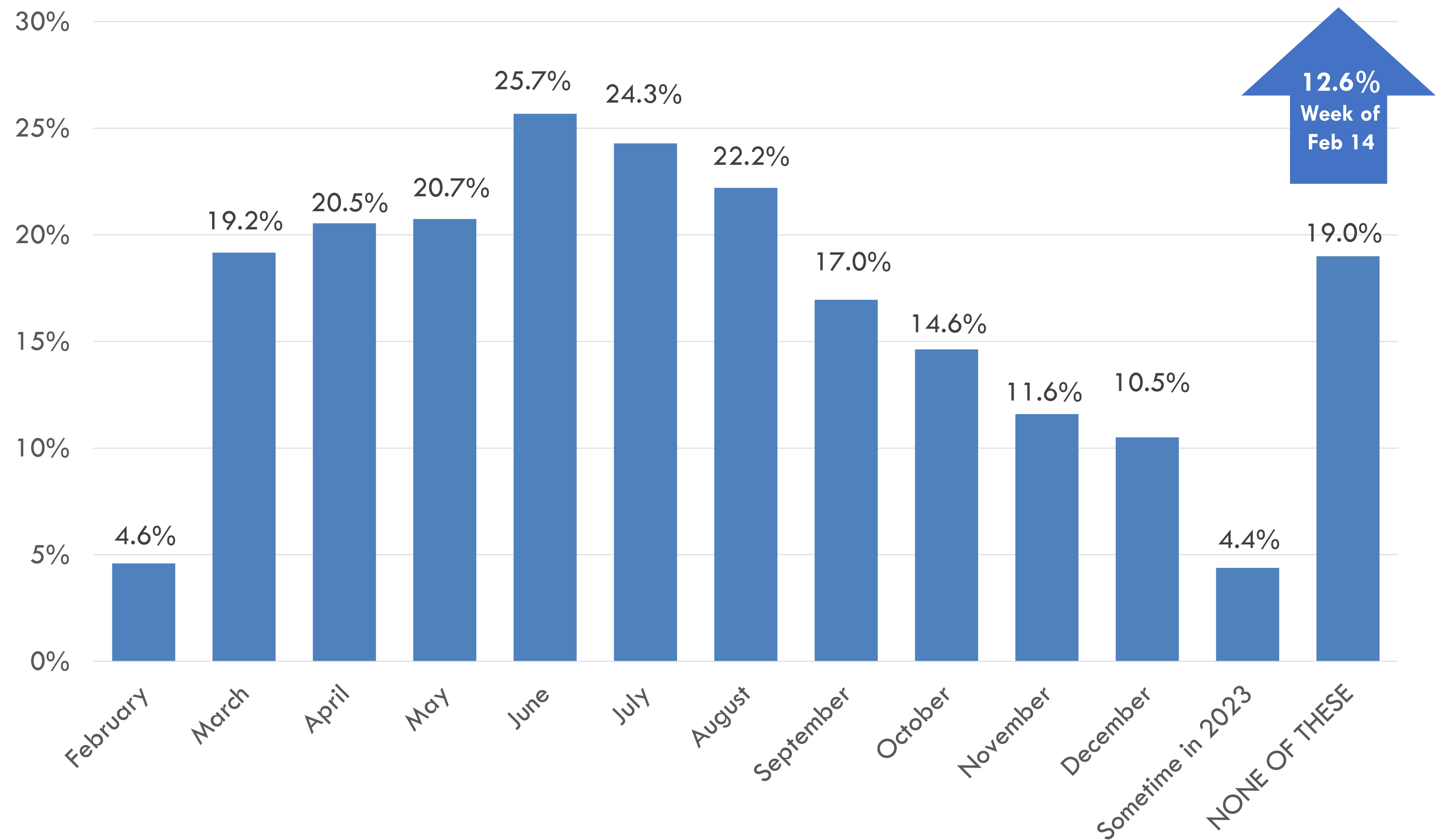
**Question:** IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in the **NEXT TWELVE (12) MONTHS?** (Select one)



# MONTHS OF EXPECTED LEISURE TRIPS IN 2022

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

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)

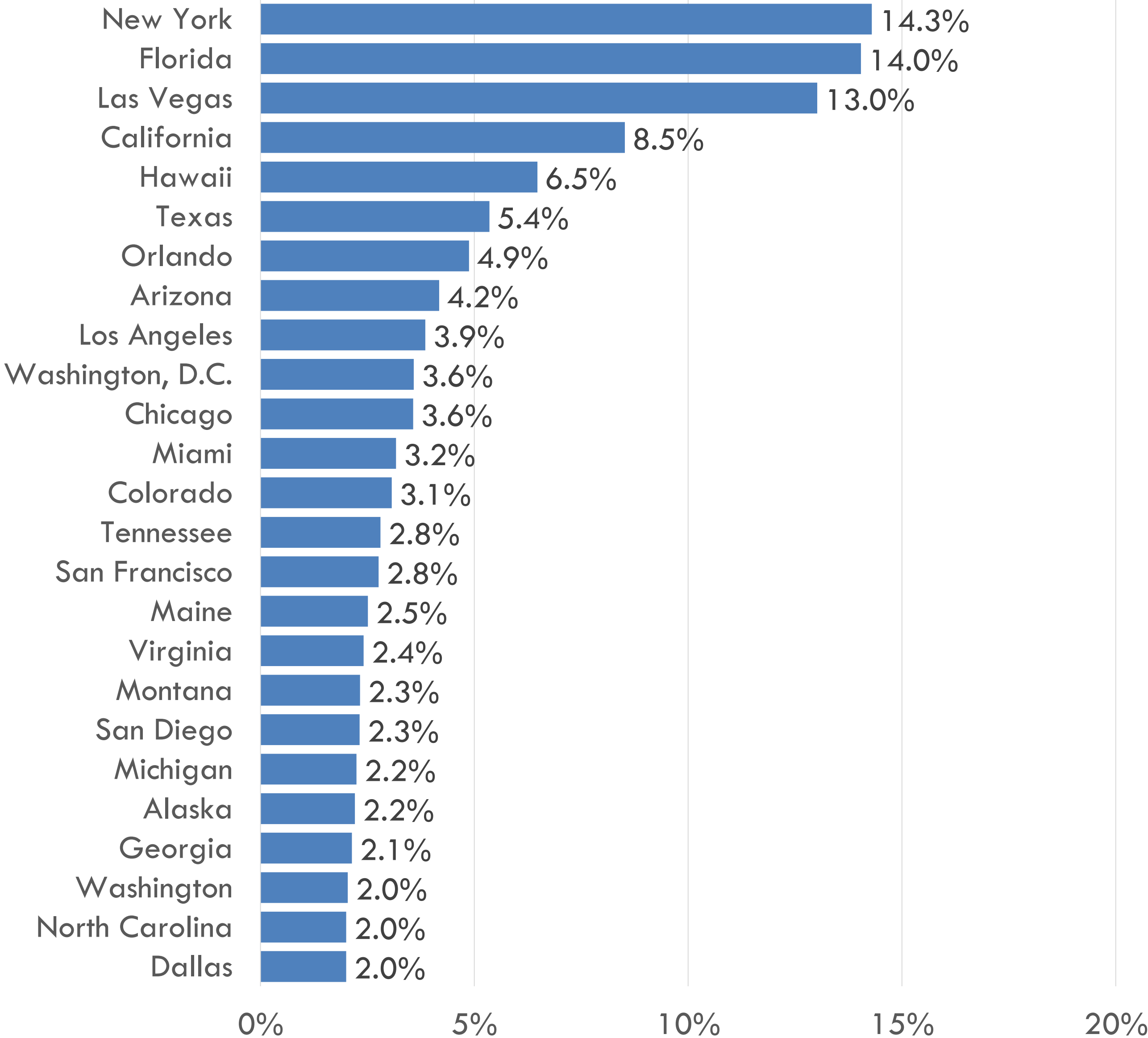


# MOST DESIRED DOMESTIC DESTINATIONS IN THE NEXT 12 MONTHS (UNAIDED)

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

**(Please only include destinations in the United States)**

*(Base: Wave 85 data. All respondents, 1,081 completed surveys. Data collected February 23-25, 2022)*



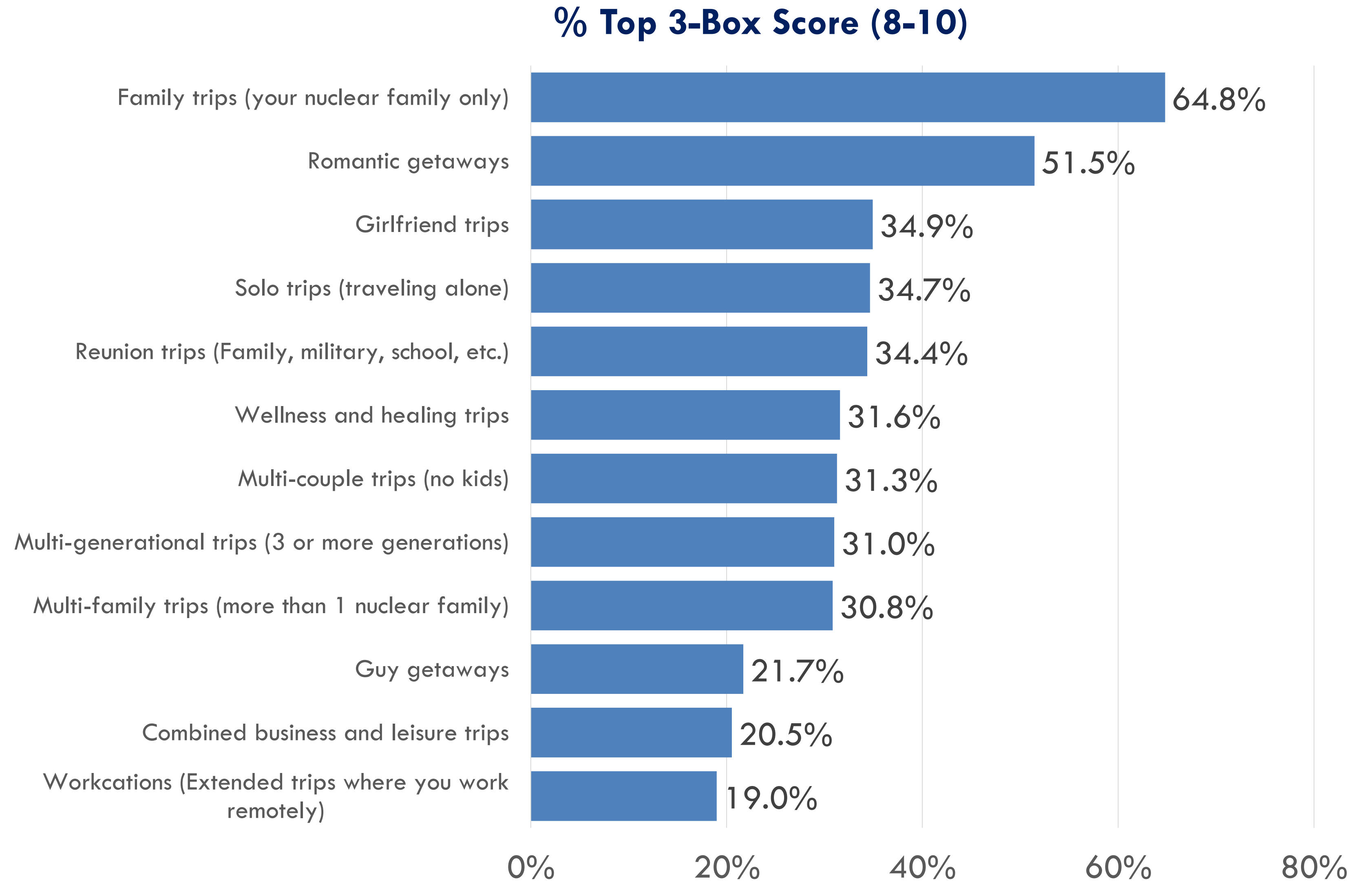


# EXCITEMENT FOR TRIP TYPES

**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 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)*

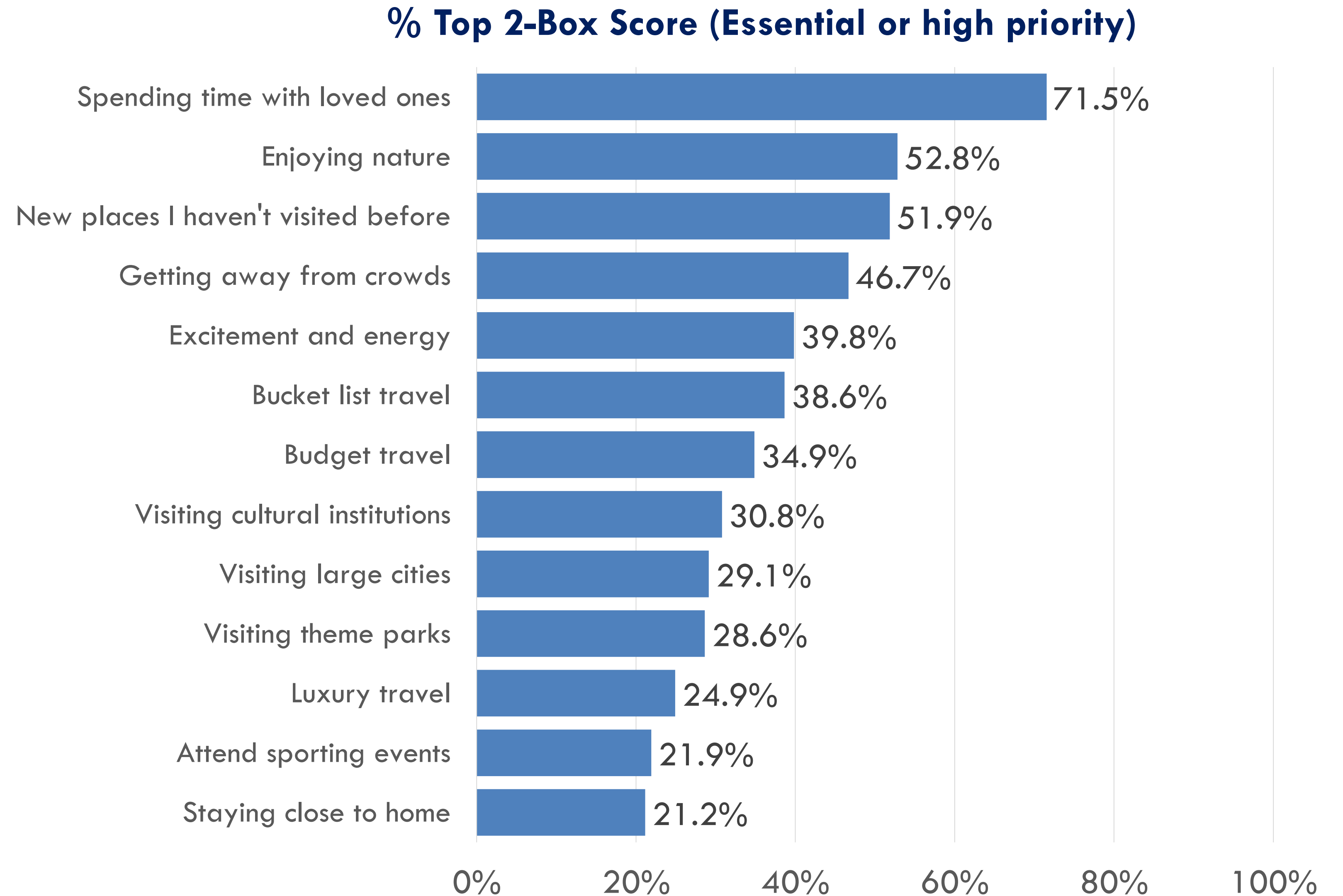


# TRAVEL EXPERIENCE PRIORITIES

**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 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)*



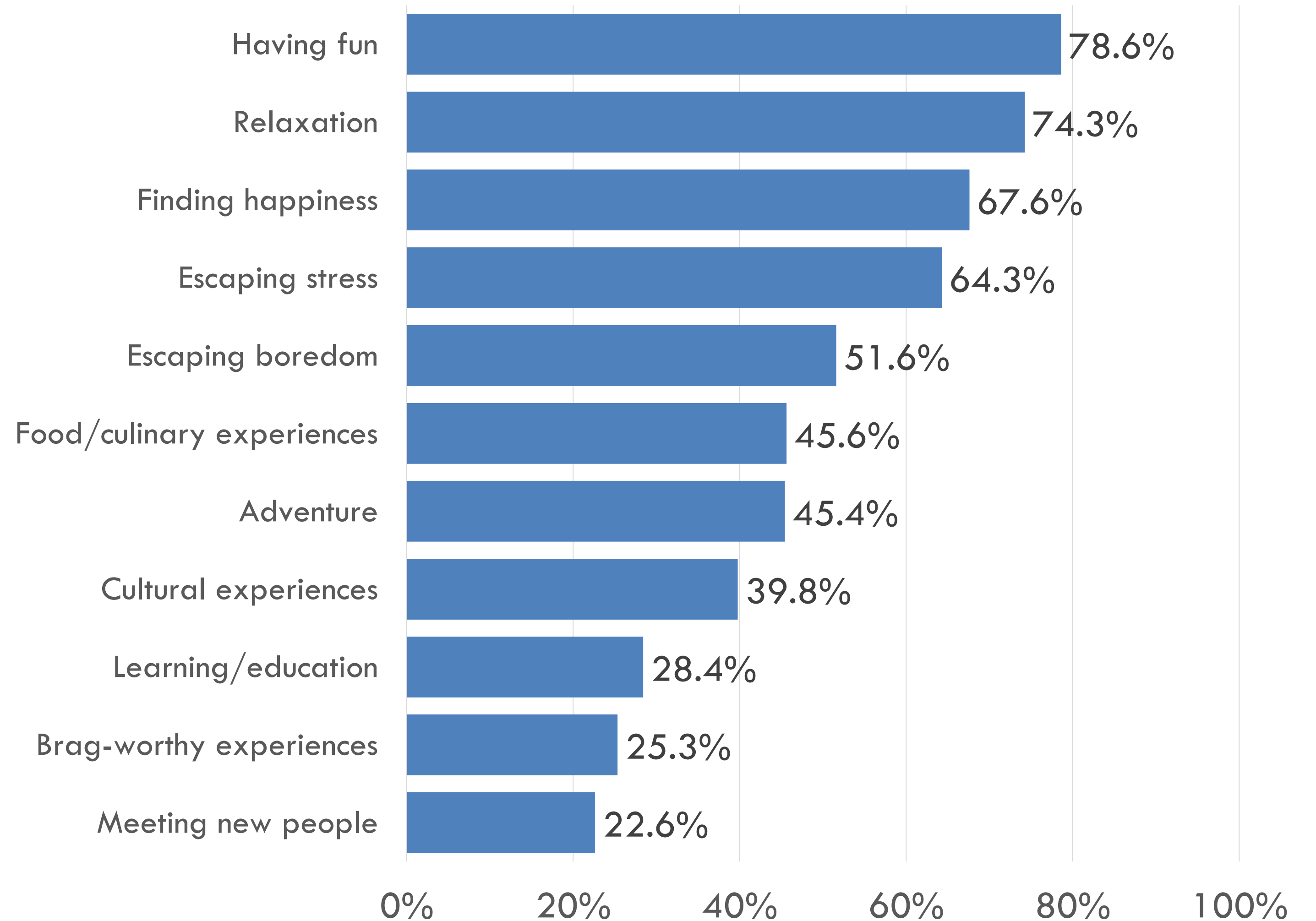
# TRAVEL EXPERIENCE PRIORITIES

**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 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)*

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



# INTERNATIONAL TRAVEL INTEREST

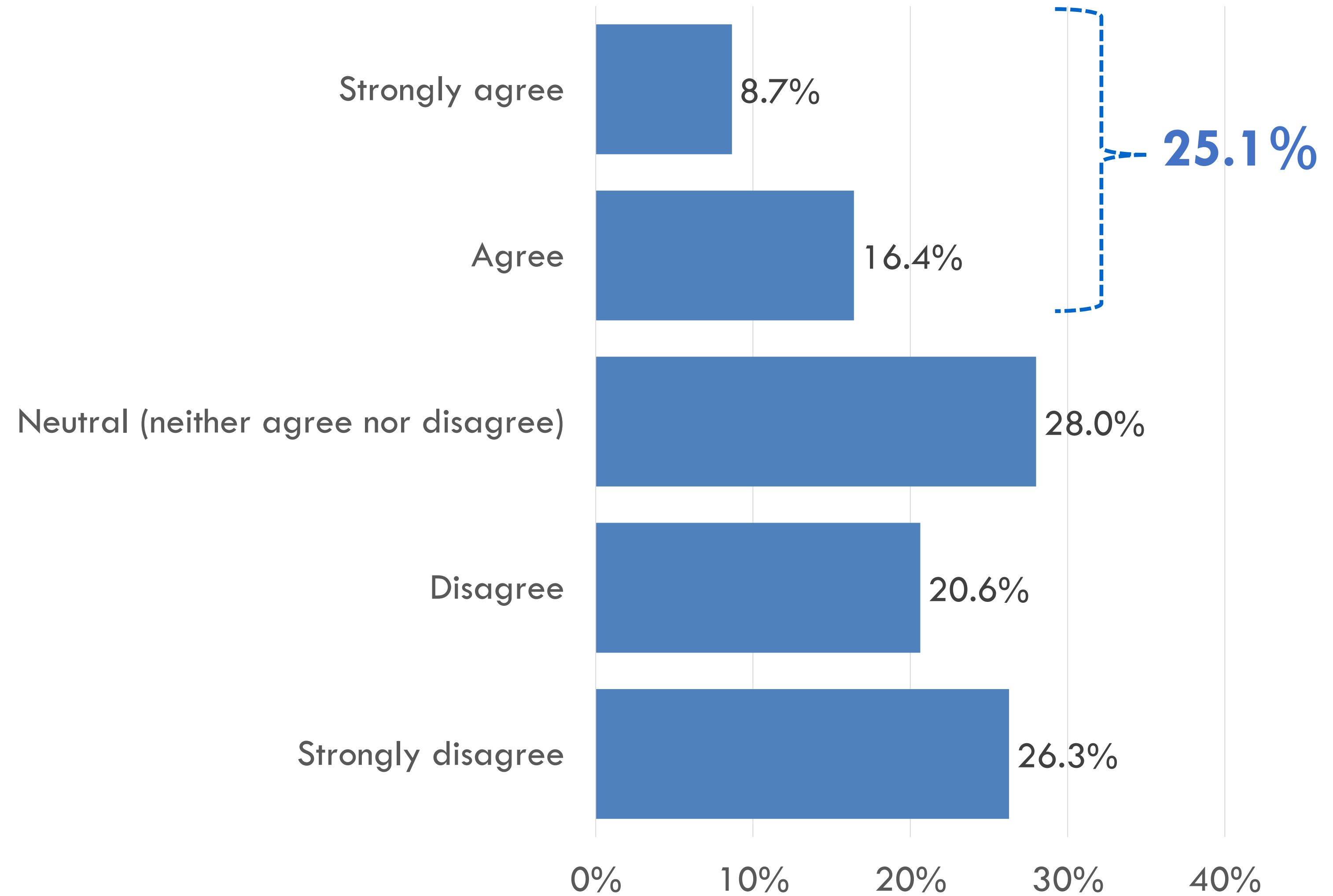


# PREFERENCE FOR INTERNATIONAL TRAVEL

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

**Statement :** I am more interested in traveling outside the United States than inside the United States.

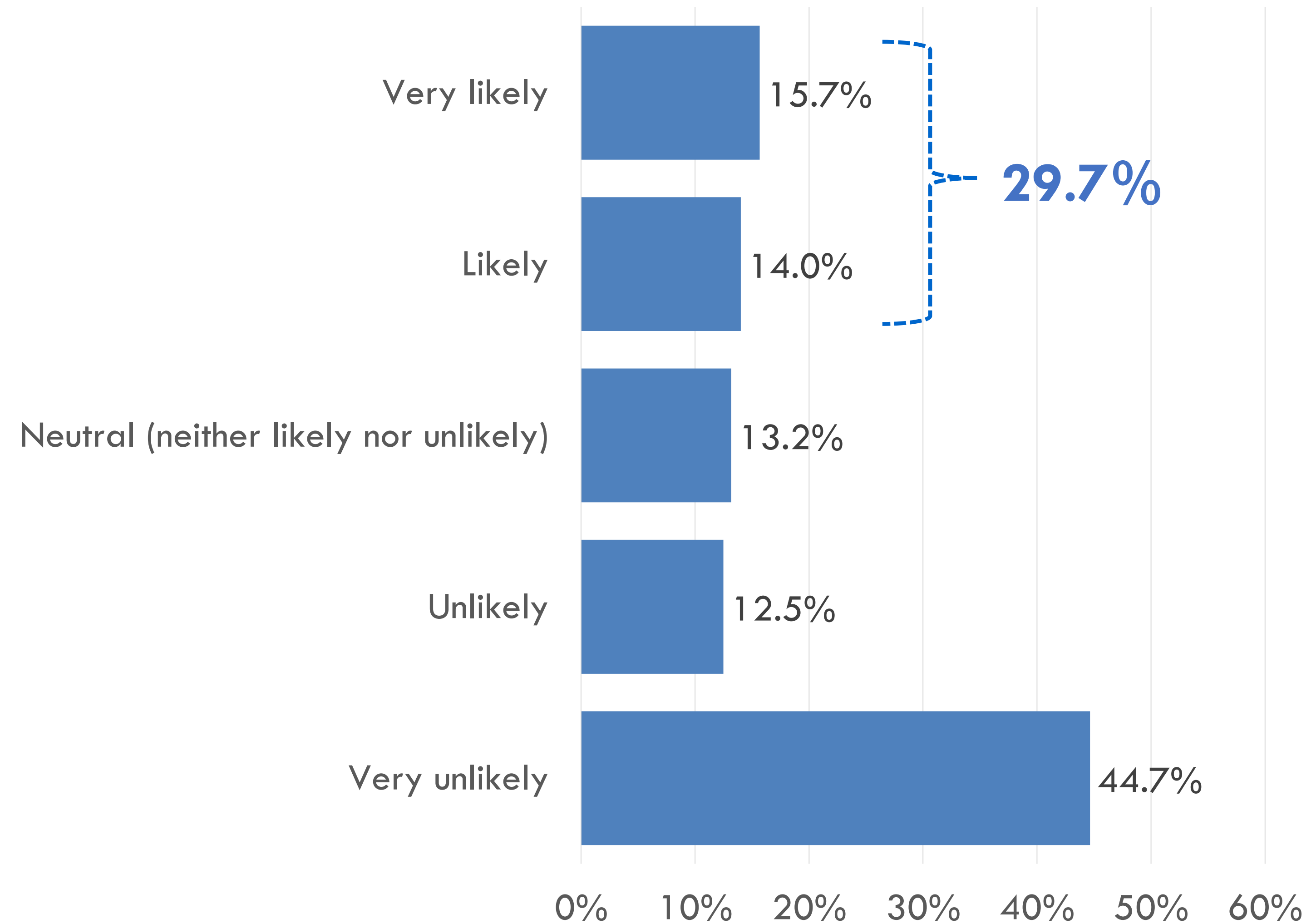
*(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)*



# LIKELIHOOD TO TRAVEL ABROAD THIS YEAR

**Question:** How likely are you to travel outside the United States for leisure in the NEXT TWELVE (12) MONTHS?

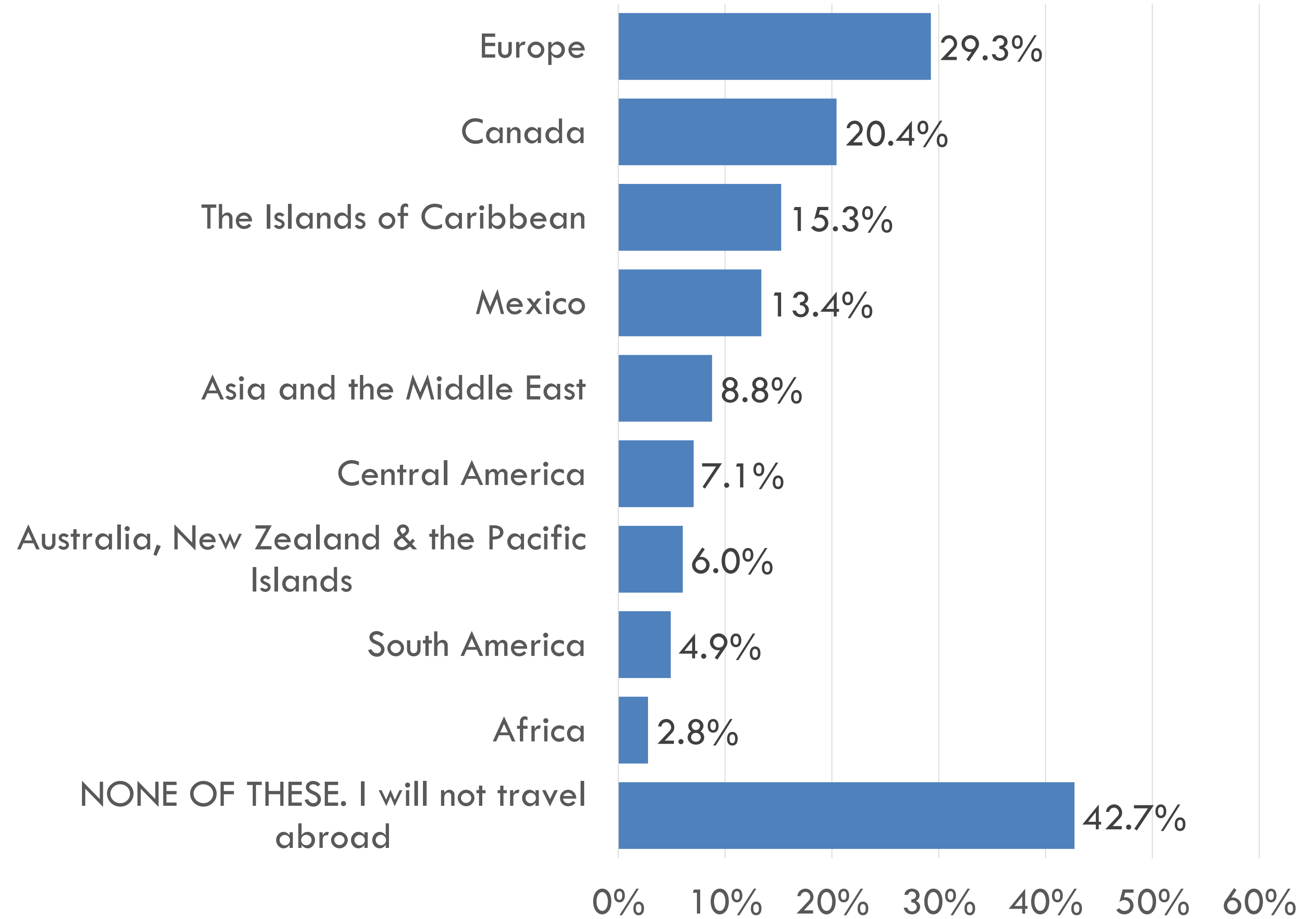
*(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)*



# REGIONS AMERICANS ARE LIKELY TO VISIT IN NEXT 3 YEARS

**Question:** Which regions are you likely to visit in the NEXT THREE (3) YEARS?

*(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)*

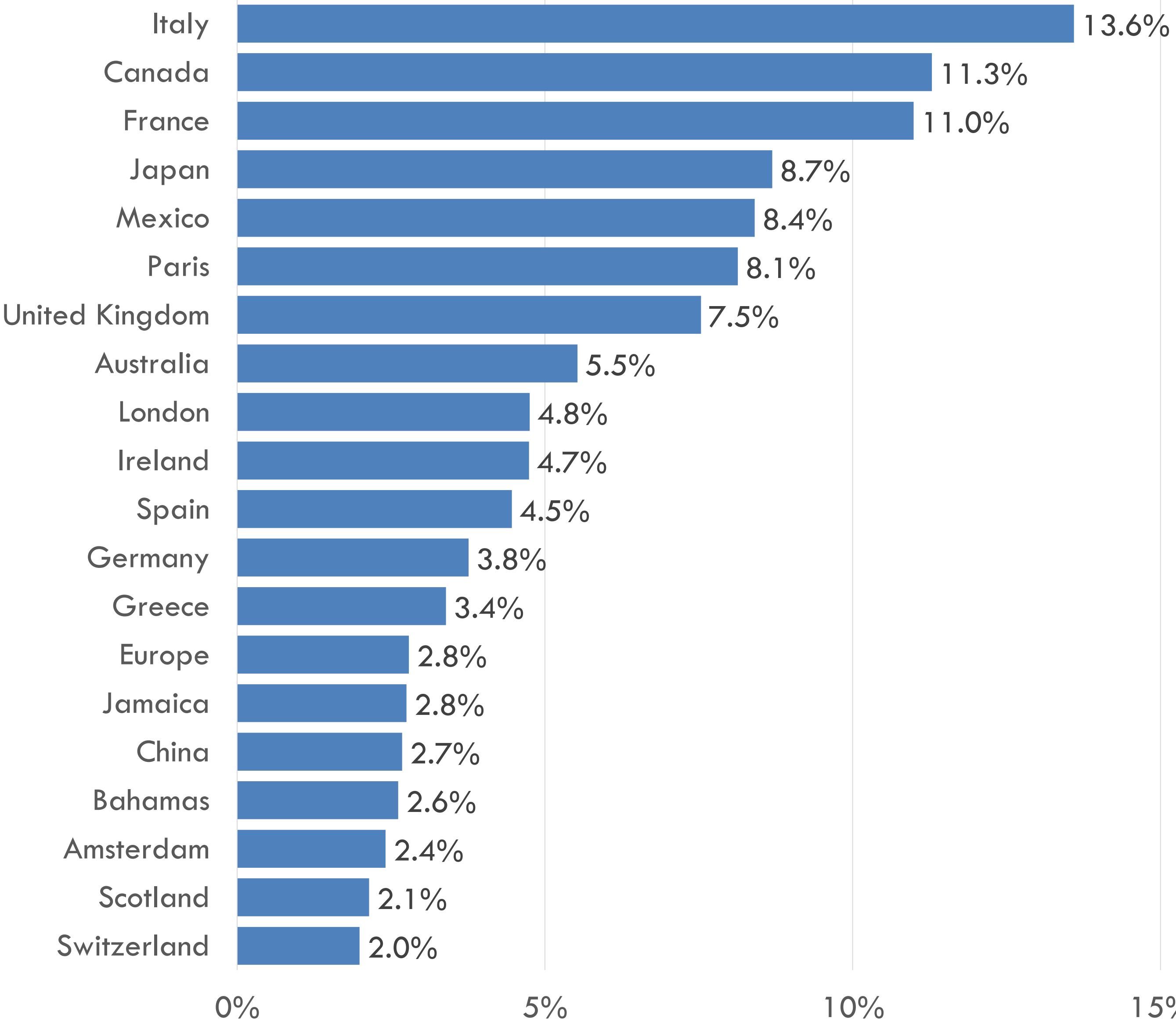


# MOST DESIRED FOREIGN DESTINATIONS IN THE NEXT 12 MONTHS (UNAIDED)

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

**(Please only include destinations outside the United States)**

*(Base: Wave 85 data. All respondents, 517 completed surveys. Data collected February 23-25, 2022)*







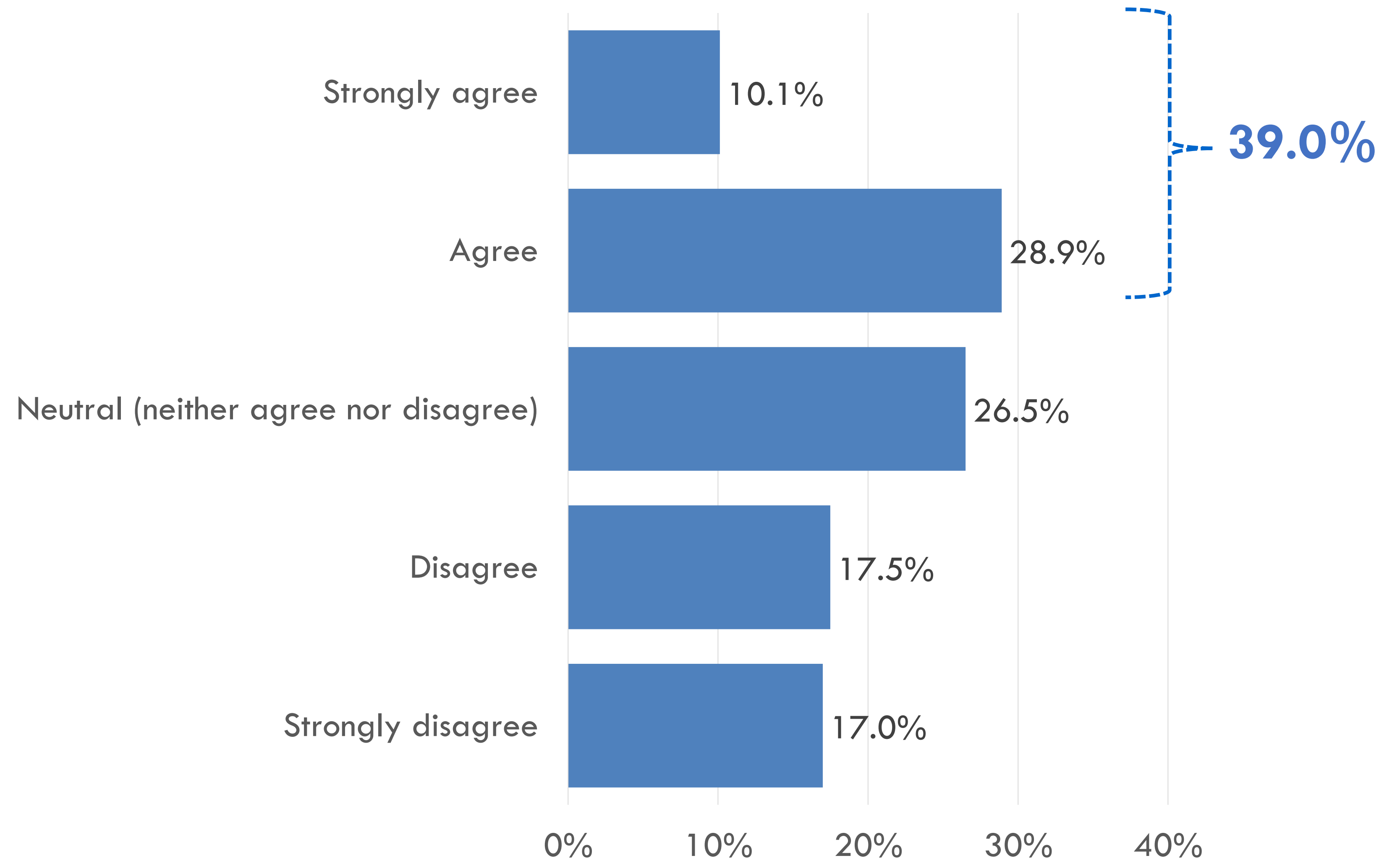
# AMERICANS' LEISURE TRAVEL ATTITUDES

# IMPORTANCE OF LUXURY TRAVEL EXPERIENCES

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

**Statement:** Having luxury travel experiences is usually an important part of my leisure trips.

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)

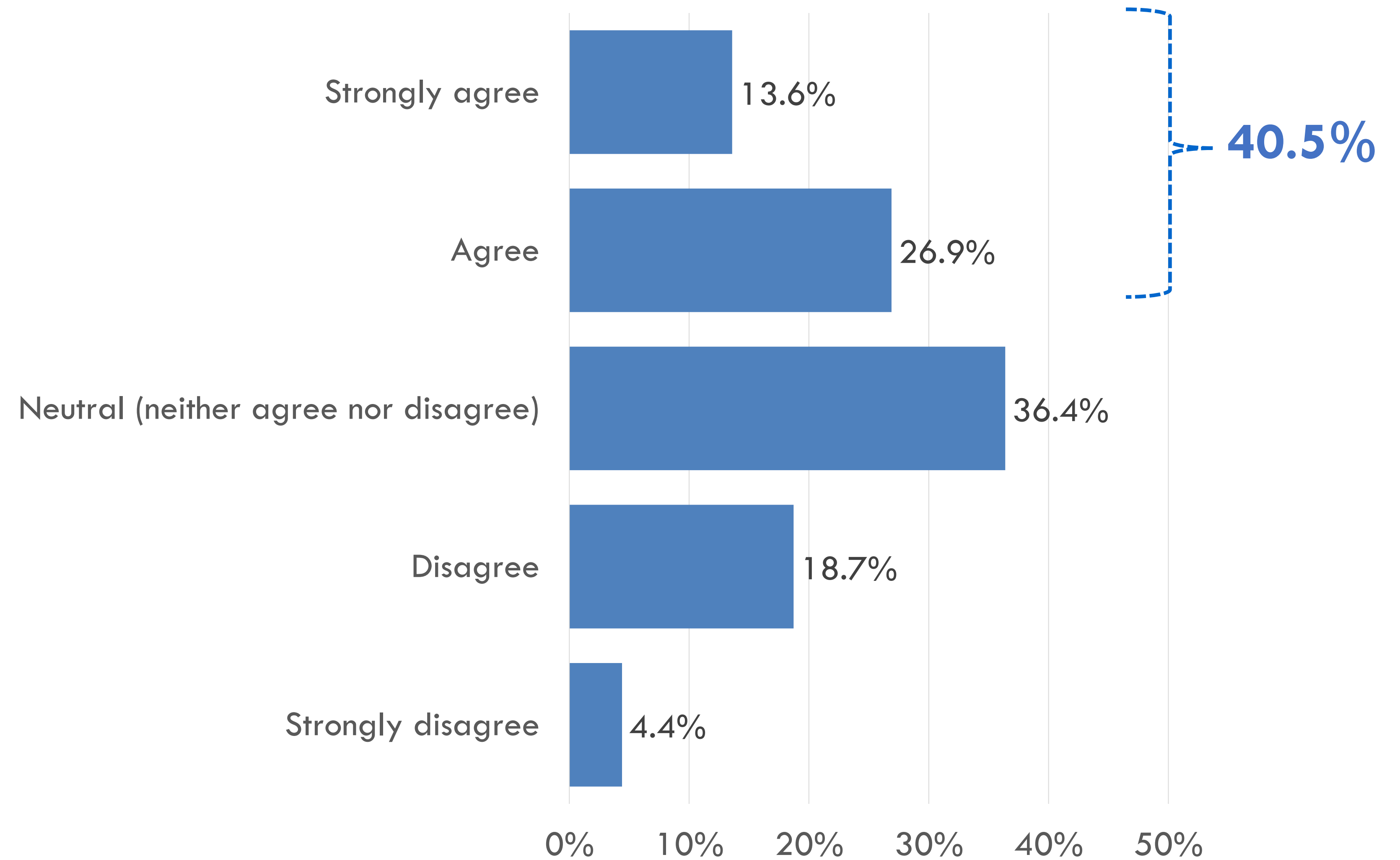


# AVOIDING TOURISTY DESTINATIONS

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

**Statement :** I usually avoid visiting touristy or overdeveloped places.

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)

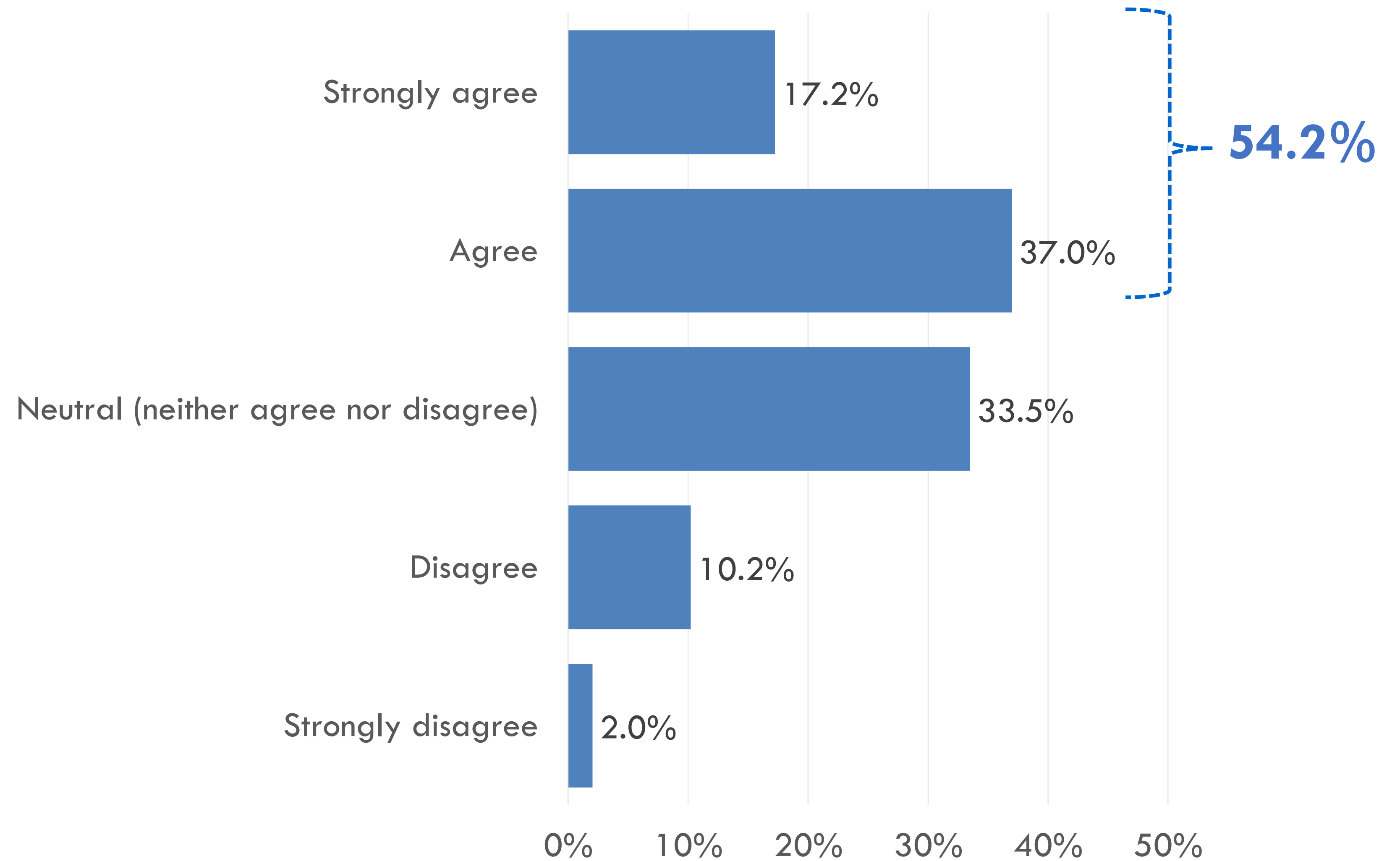


# PREFERENCE FOR NEW DESTINATIONS

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

**Statement :** I prefer visiting places I have never been to over places I have visited before.

*(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)*

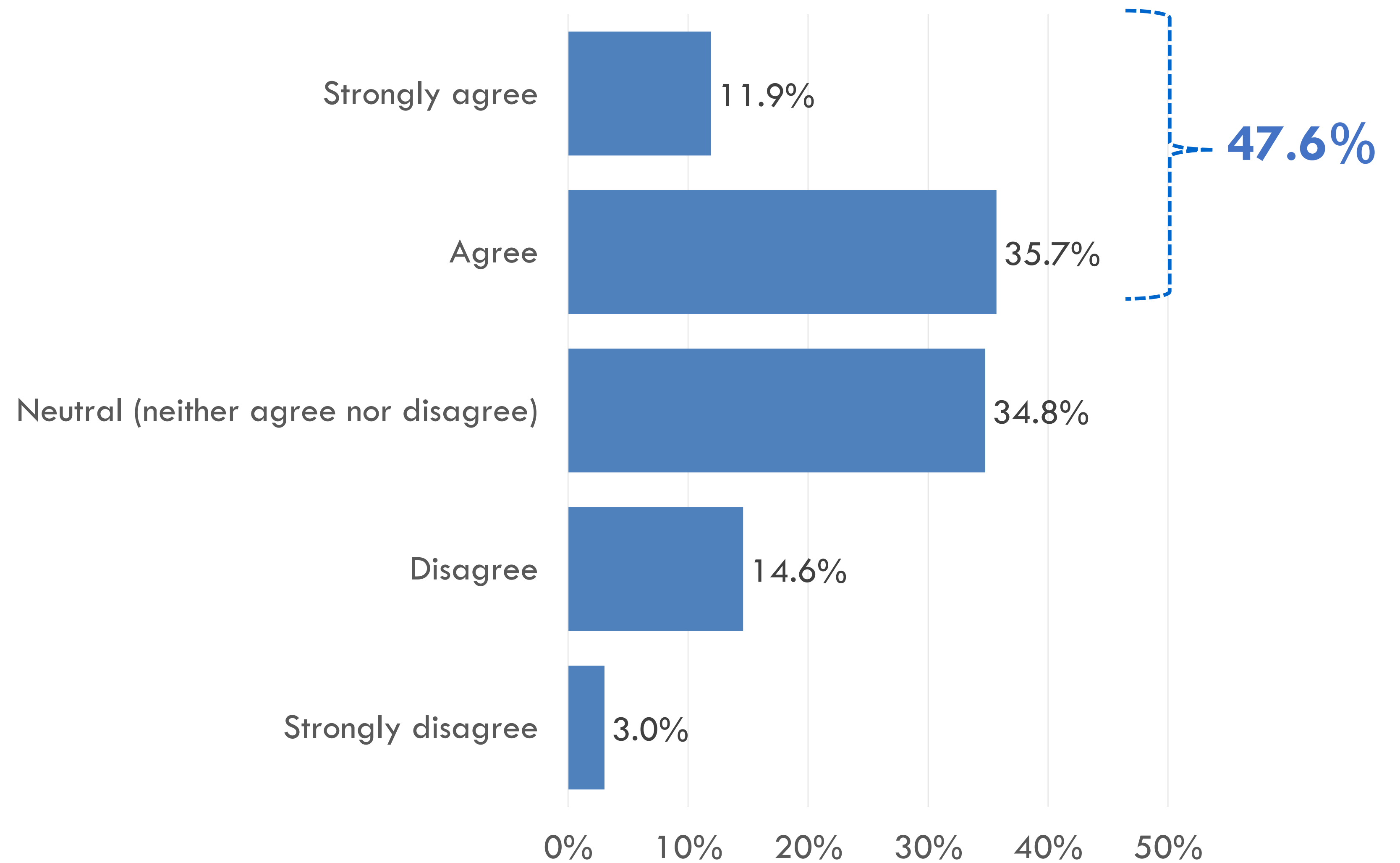


# PREFERENCE FOR ACTIVE VACATIONS

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

**Statement :** I tend to prefer "active time" to "down time" on vacations.

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)

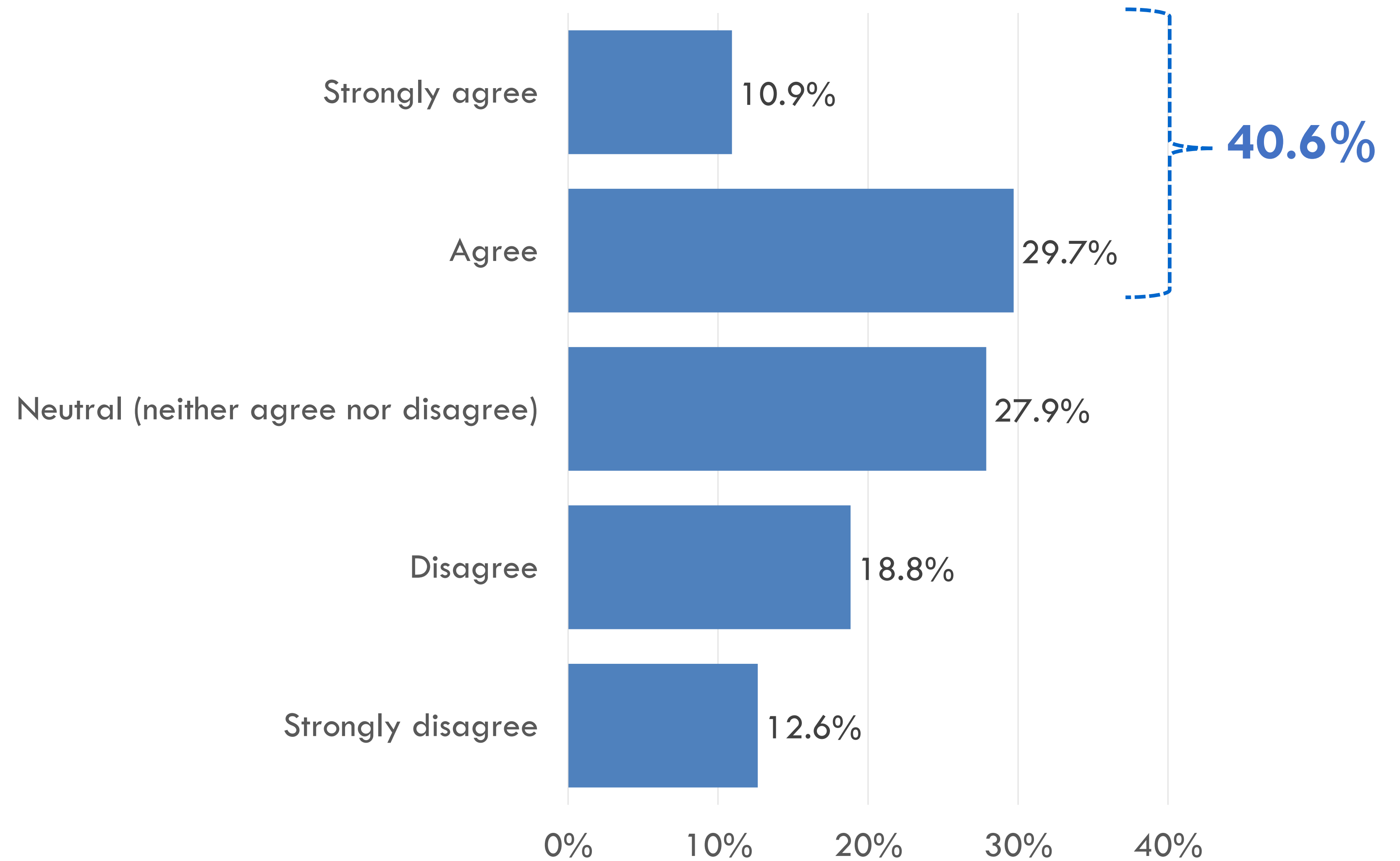


# INFLUENCE ON FRIENDS AND FAMILY

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

**Statement :** My friends and relatives often ask me for travel advice or opinions.

*(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)*

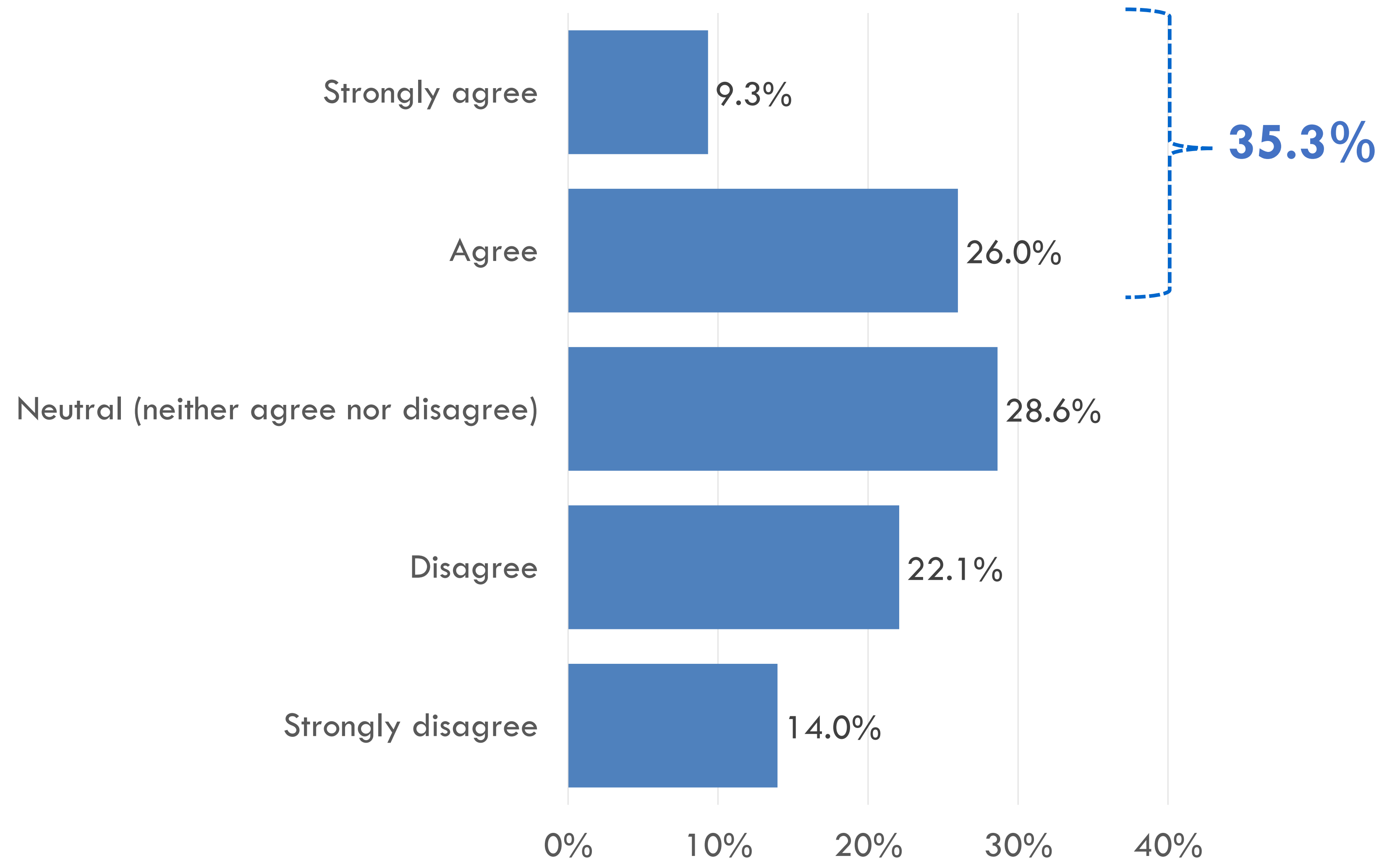


# MAKING FRIENDS WHILE TRAVELING

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

**Statement :** I'm the kind of person that often makes new friends while traveling.

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)

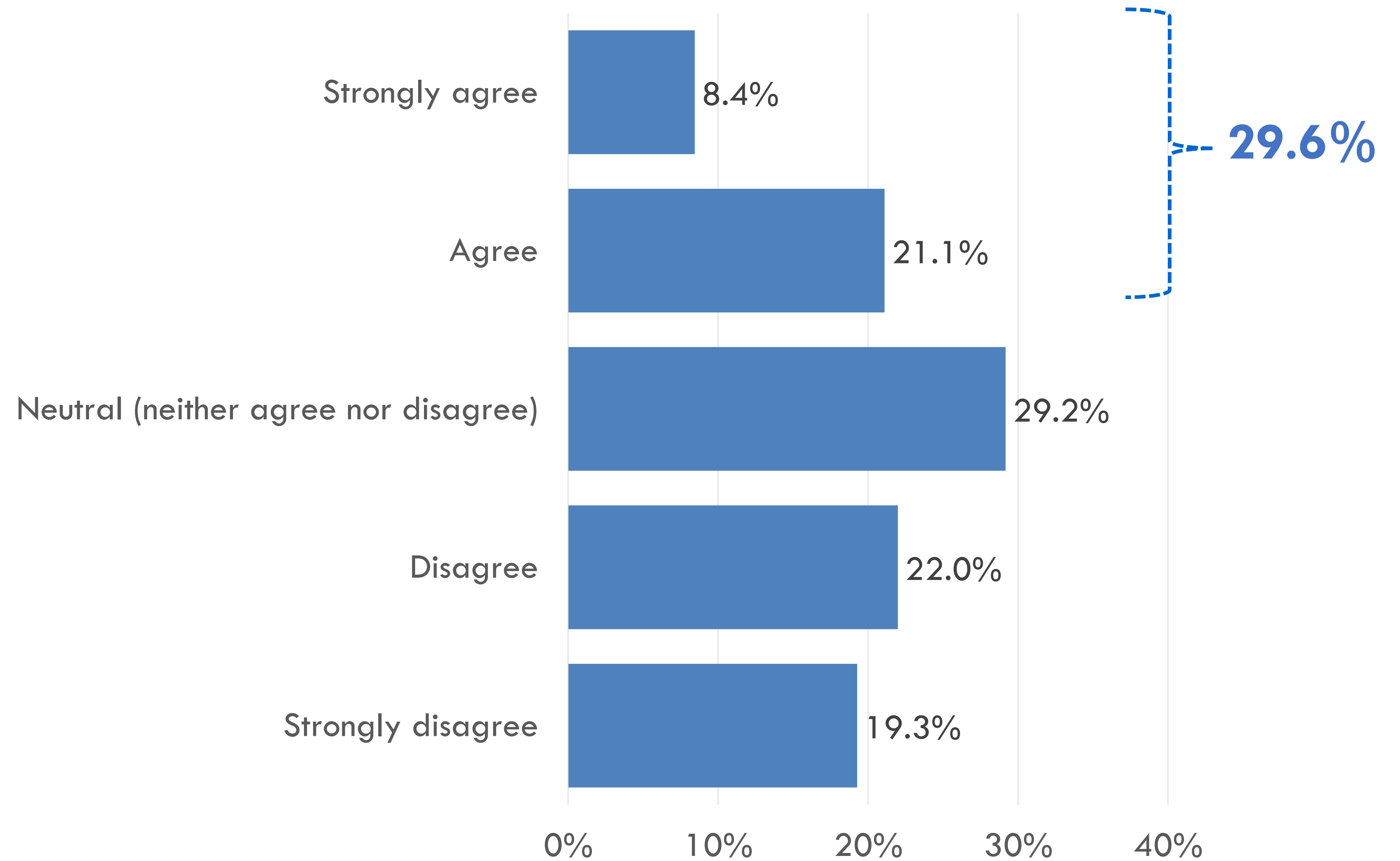


# ENJOYS THE ENERGY OF CROWDS

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

**Statement :** I enjoy the energy of being in a crowd of people.

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)



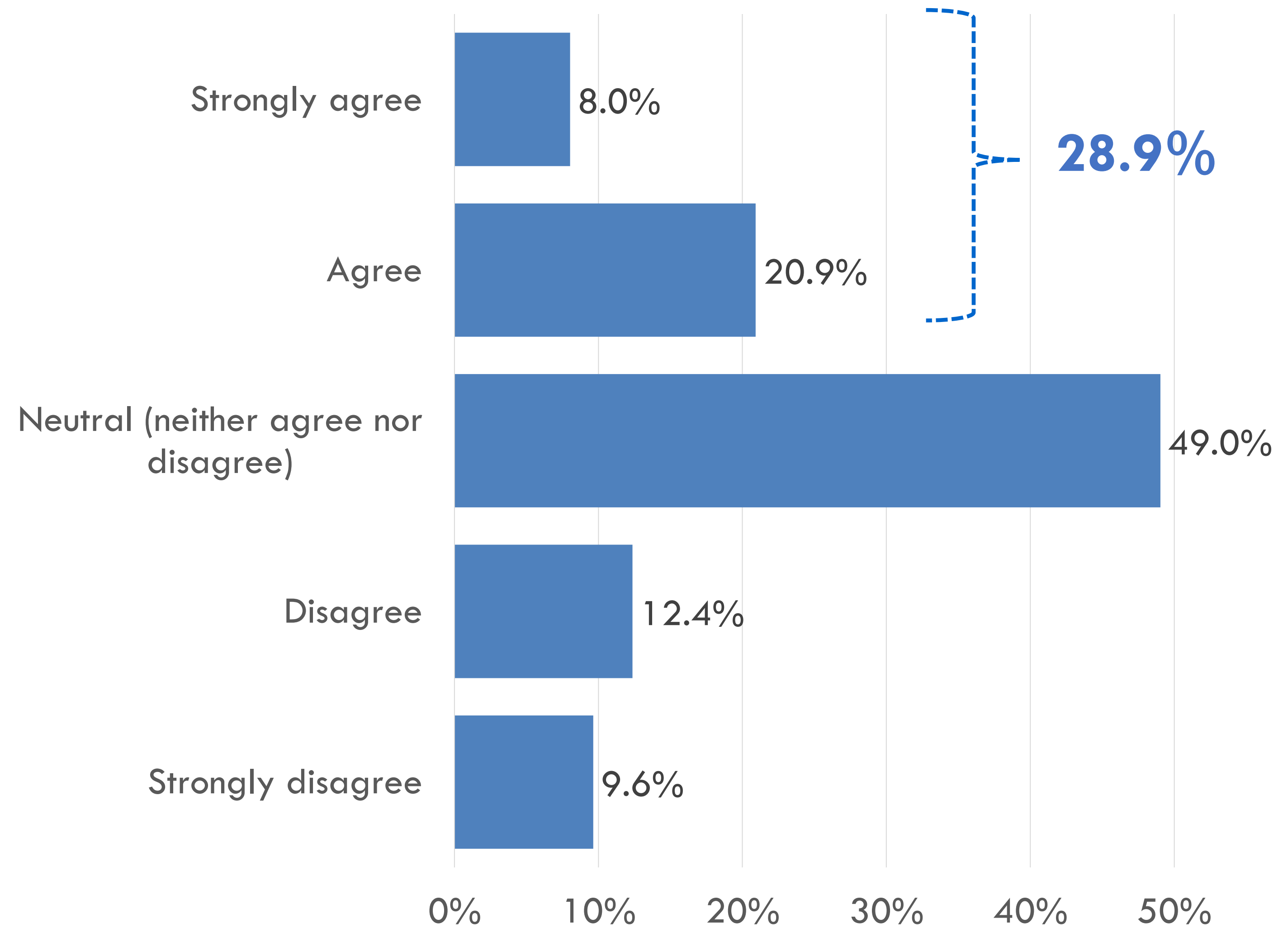


# PATRONIZING MINORITY-OWNED BUSINESSES

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

**Statement :** I usually make an effort to support minority-owned businesses when I travel.

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)

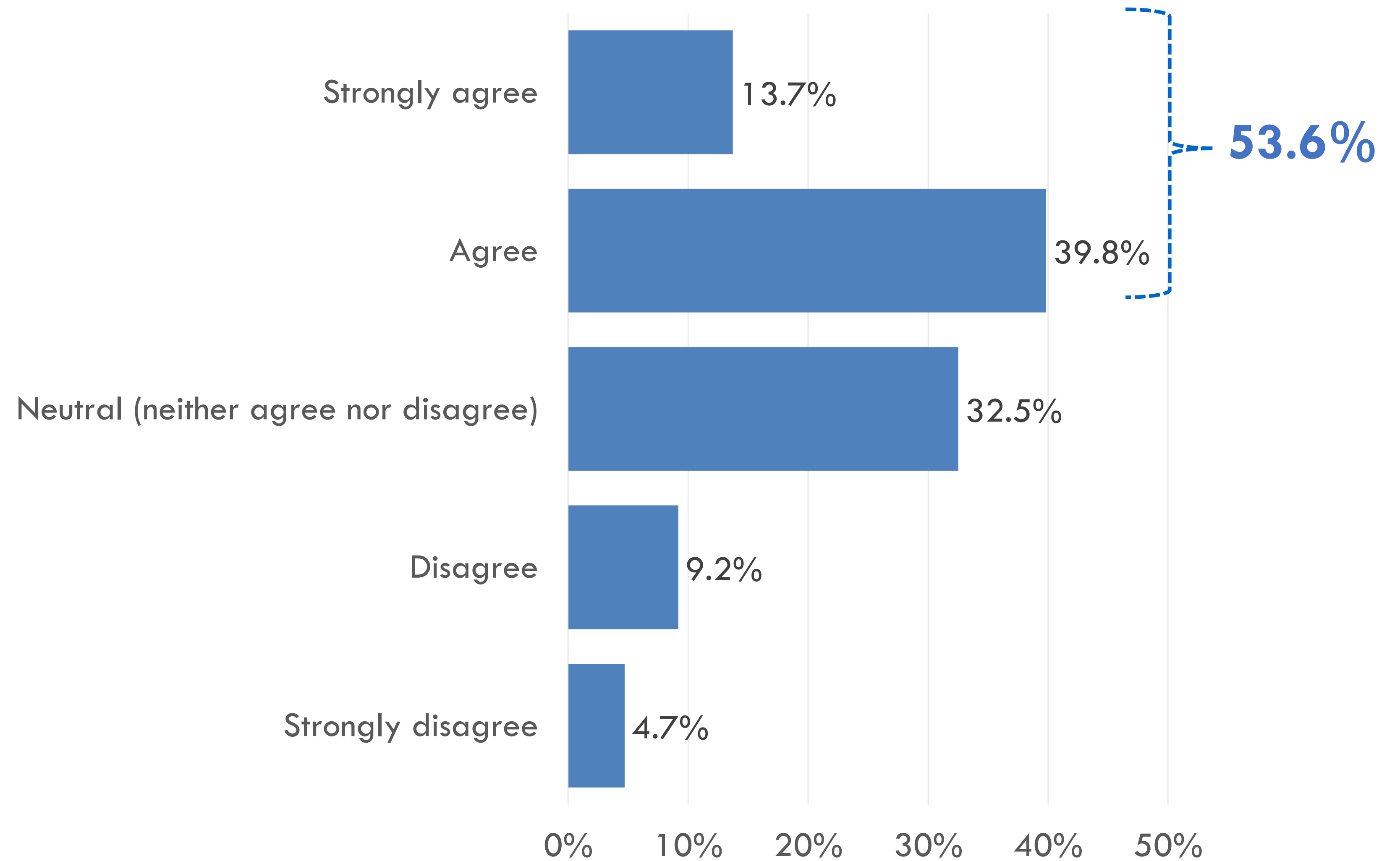


# LIMITING PERSONAL ENVIRONMENTAL IMPACT

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

**Statement :** I usually make an effort to limit my personal impact on the environment when traveling.

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)



Time  
To  
TRAVEL

**TRAVEL  
PLANNING**

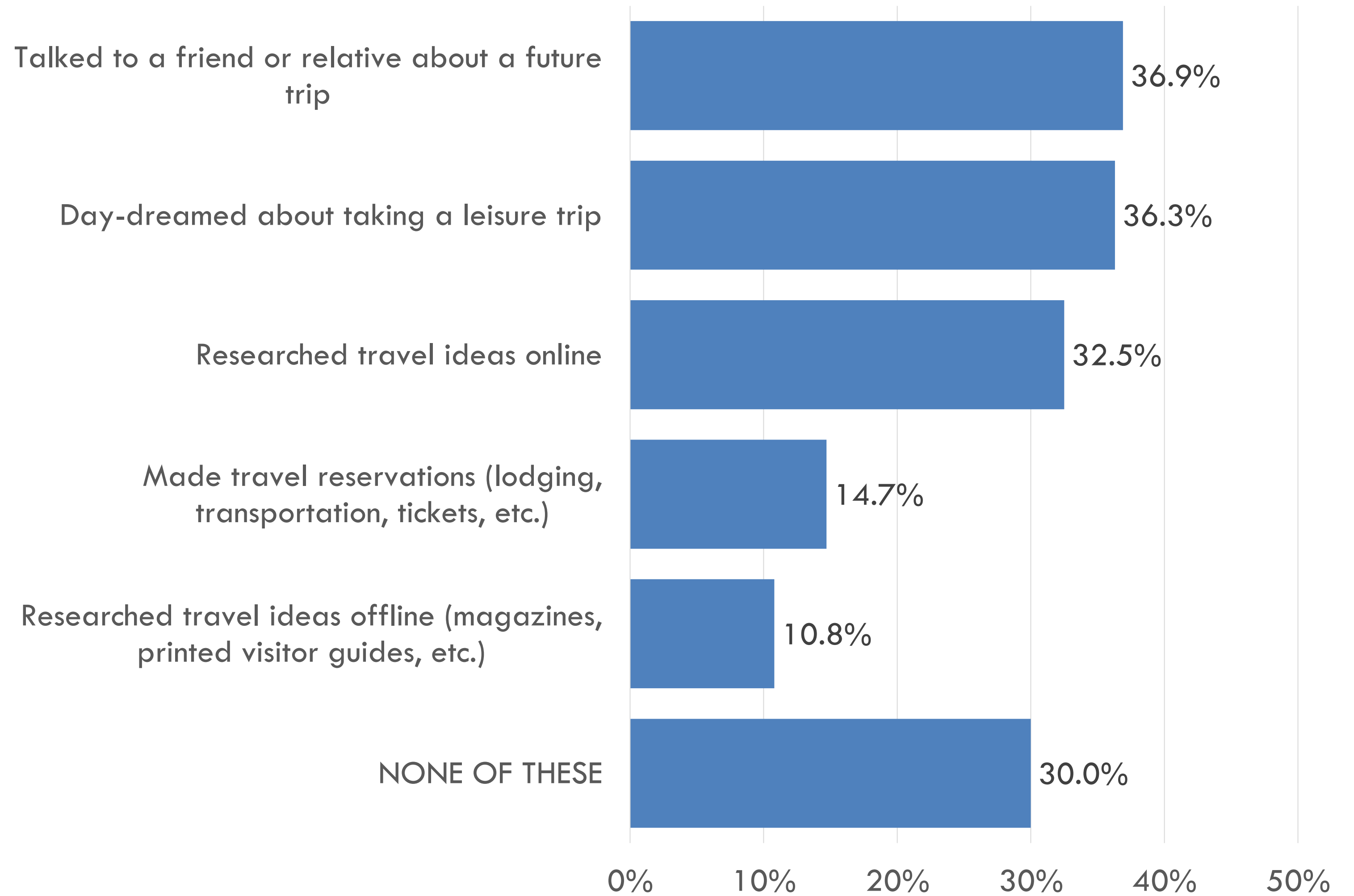


# TRAVEL PLANNING IN THE PAST WEEK

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

**In the PAST WEEK I have**

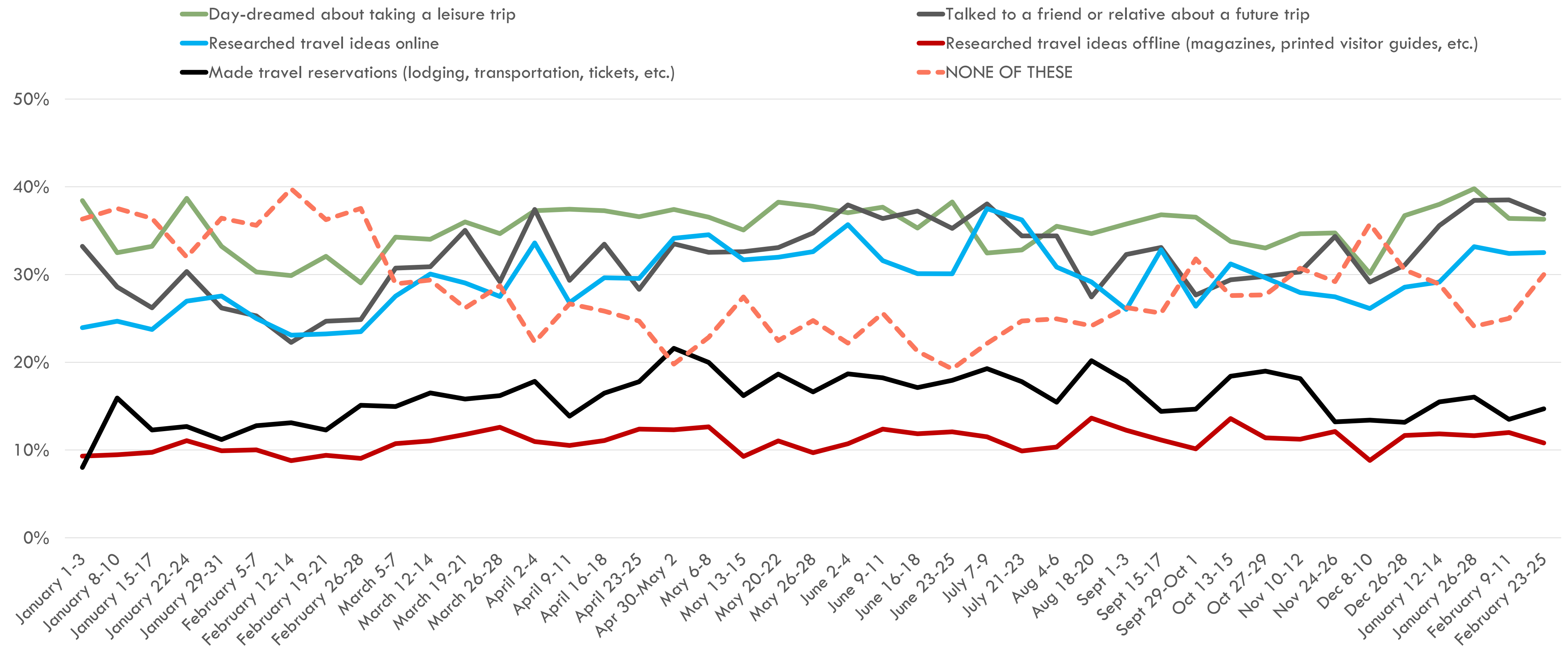
*(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)*



# TRAVEL PLANNING IN THE PAST WEEK

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

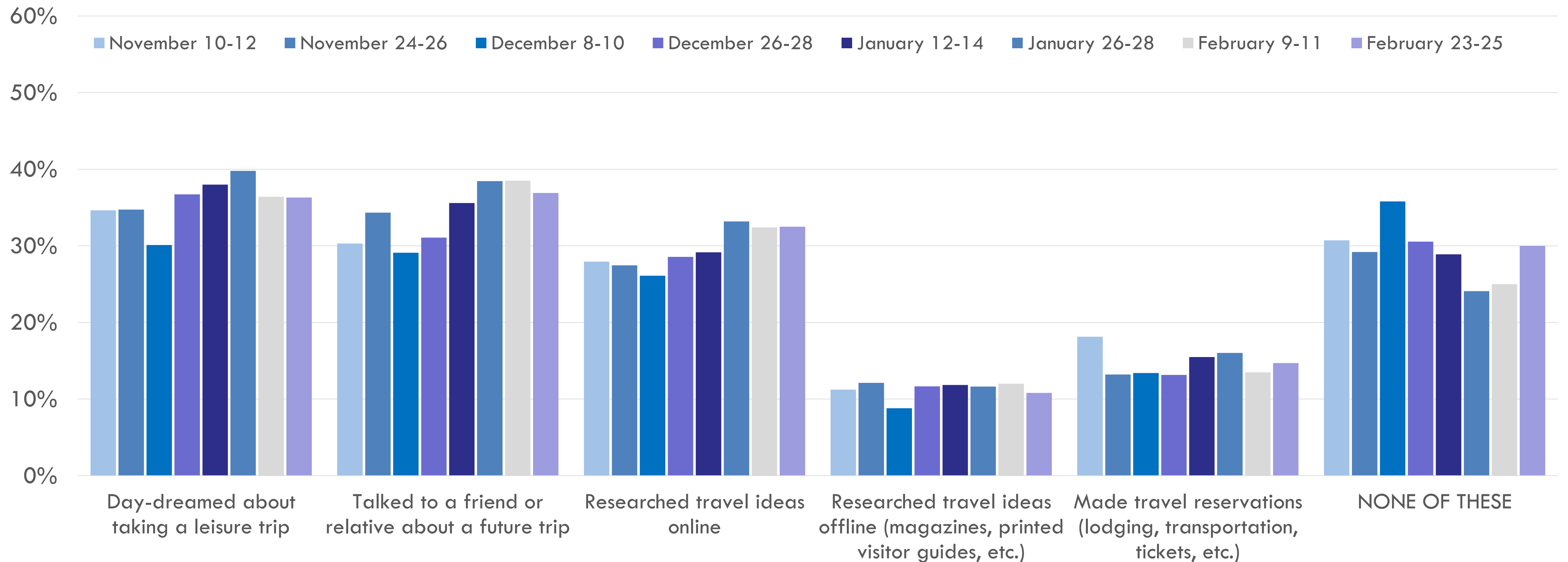
In the PAST WEEK I have \_\_\_\_\_



# TRAVEL PLANNING IN THE PAST WEEK

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

In the PAST WEEK I have \_\_\_\_\_



Social Media

# MARKETING TRAVEL



Facebook



Pinterest



WhatsApp



Snapchat



Gmail



Instagram



Viber



YouTube

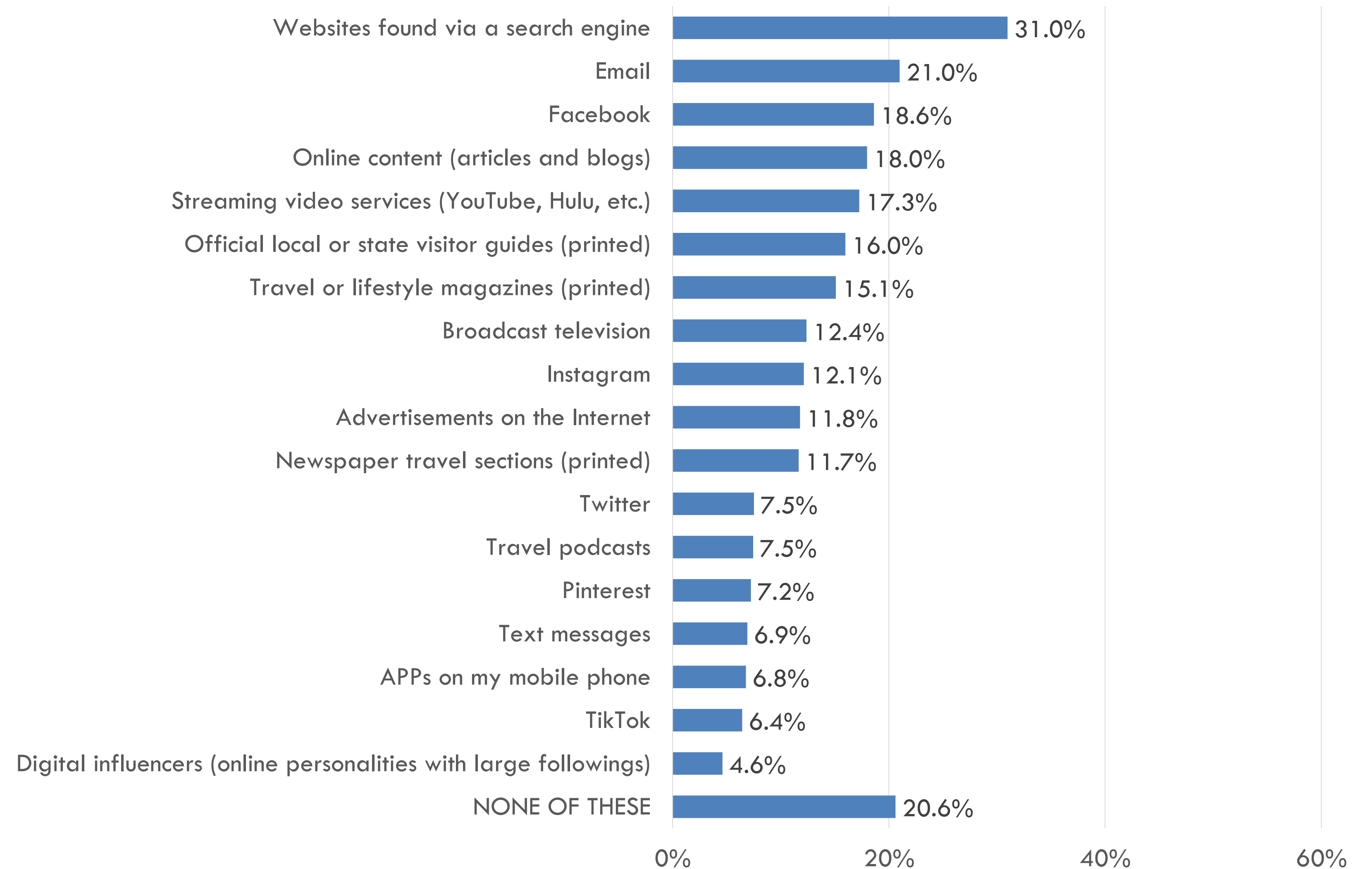


# MOST RECEPTIVE CHANNELS

**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 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)

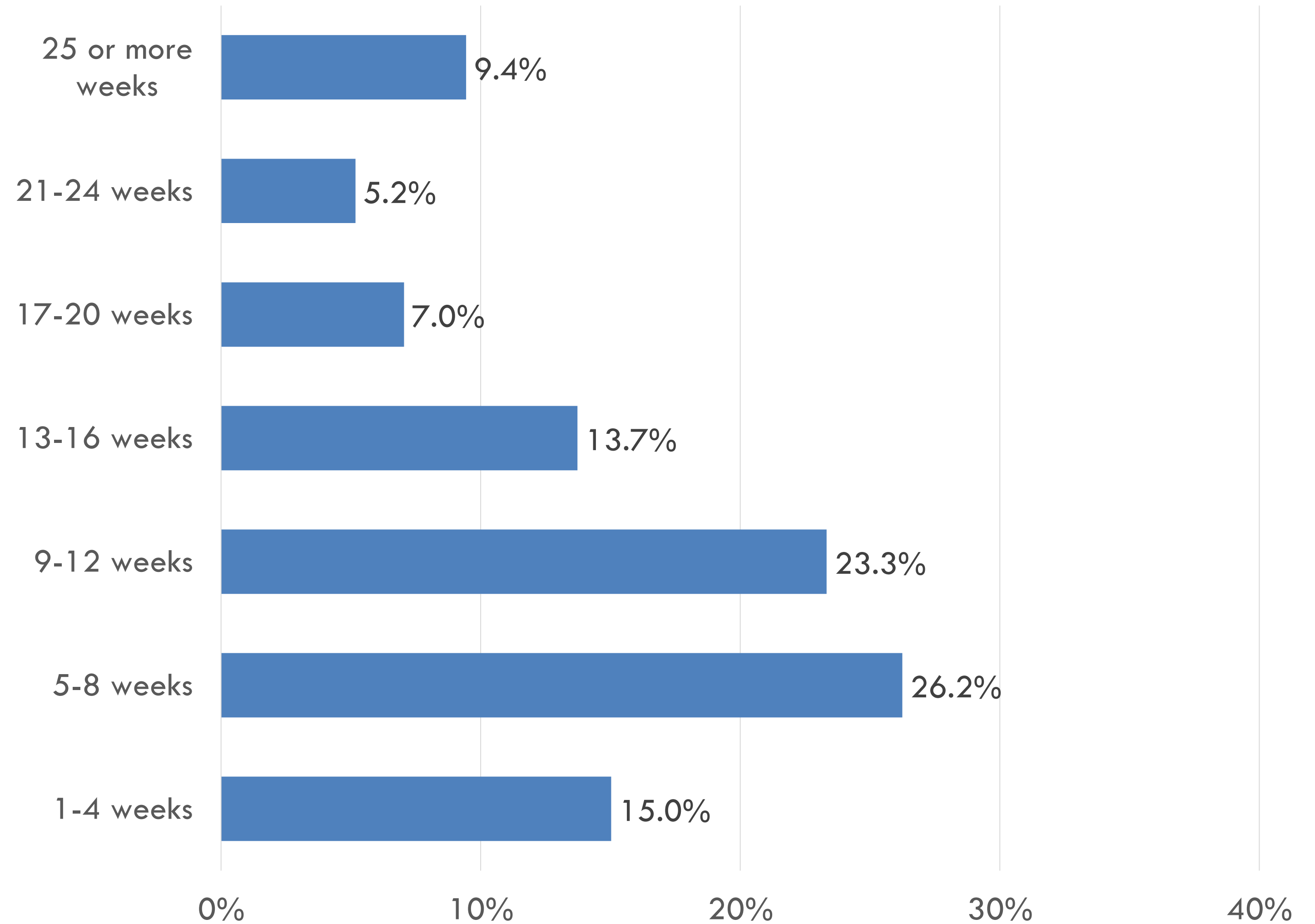




# LEISURE TRAVEL PLANNING WINDOW (DOMESTIC TRIPS)

**Question: How many weeks IN ADVANCE would you typically begin planning a domestic leisure trip (of at least one week in length)?**

*(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)*

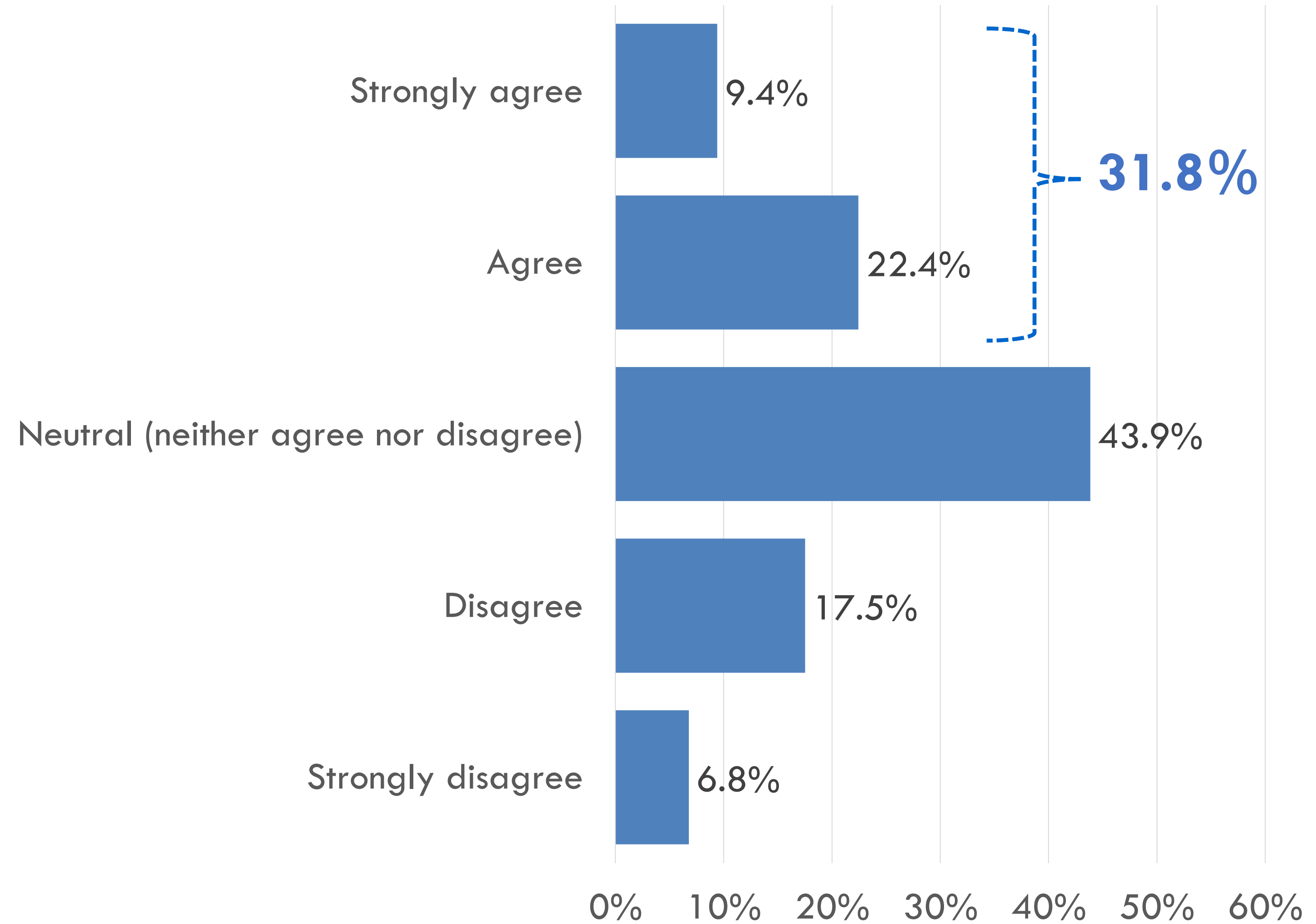


# USUALLY DON'T SEE PEOPLE LIKE THEMSELVES IN TRAVEL ADVERTISING

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

**Statement :** I've noticed that travel advertisements usually do not reflect people like myself.

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)



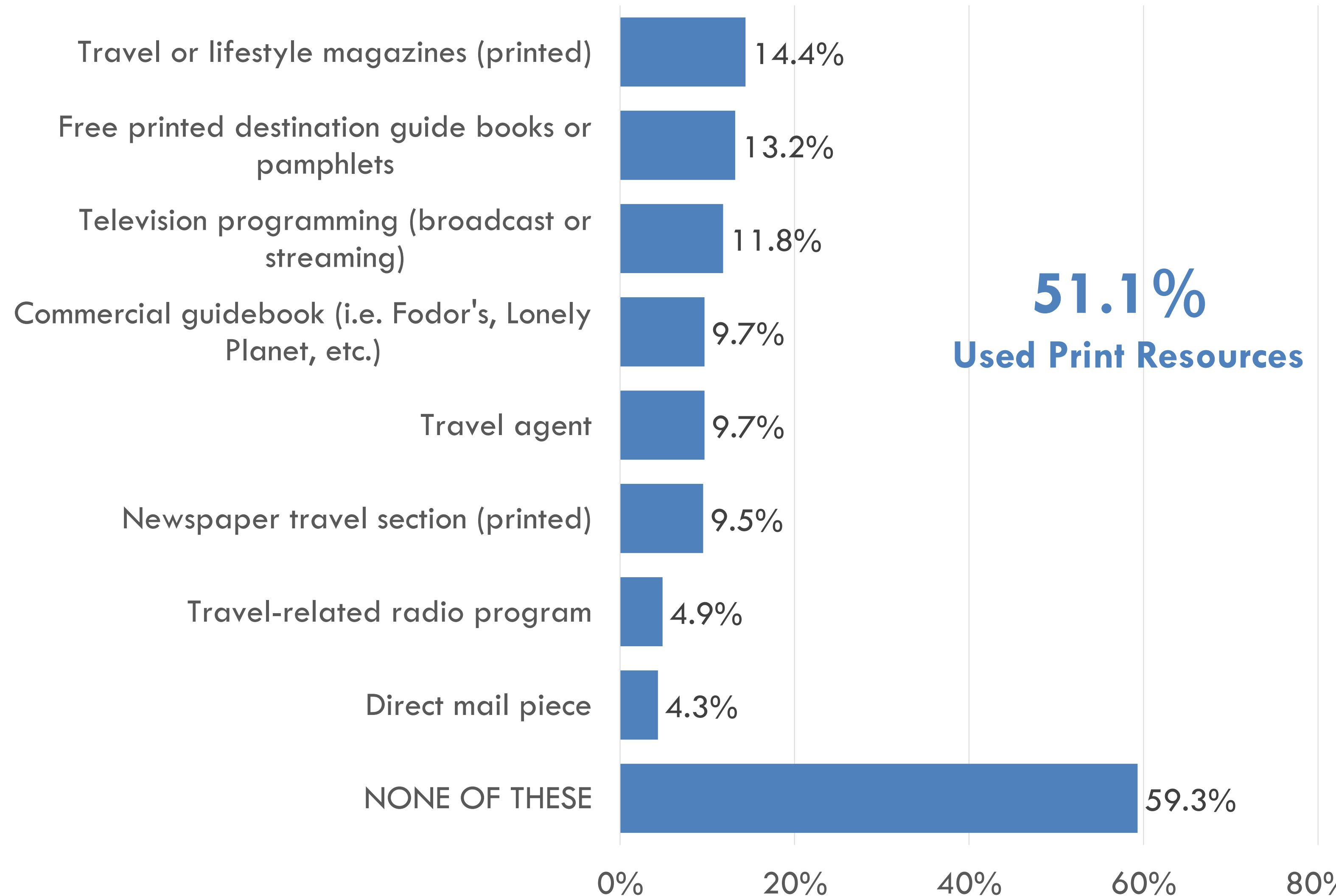
A close-up photograph of a person's hand pointing at a map on a table. The hand is wearing a black watch and a black bracelet. The map is open, showing a geographical area with various labels. To the right of the hand is a white ceramic mug. In the foreground, there is a small, round, gold-colored compass.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

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

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

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

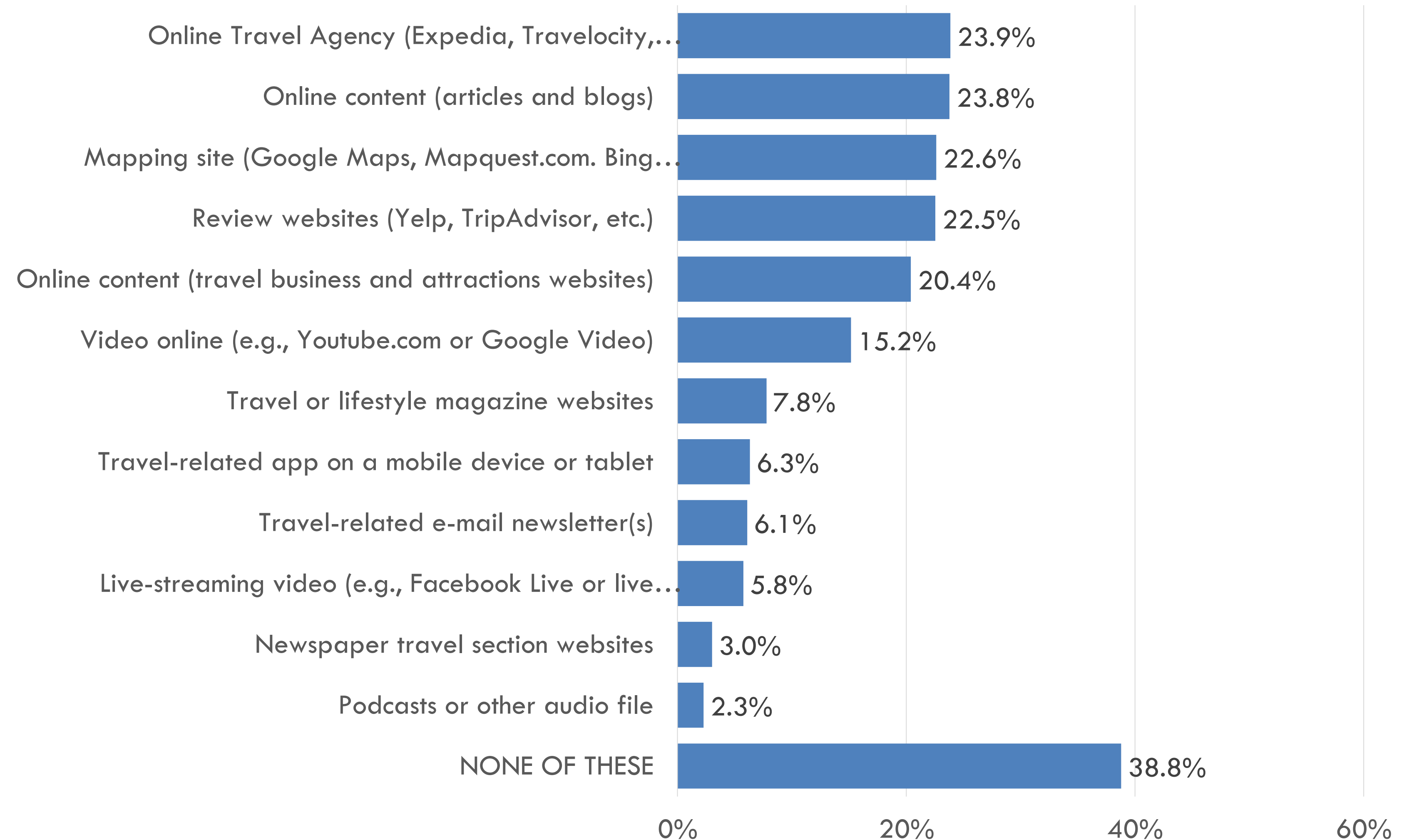
(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)



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

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

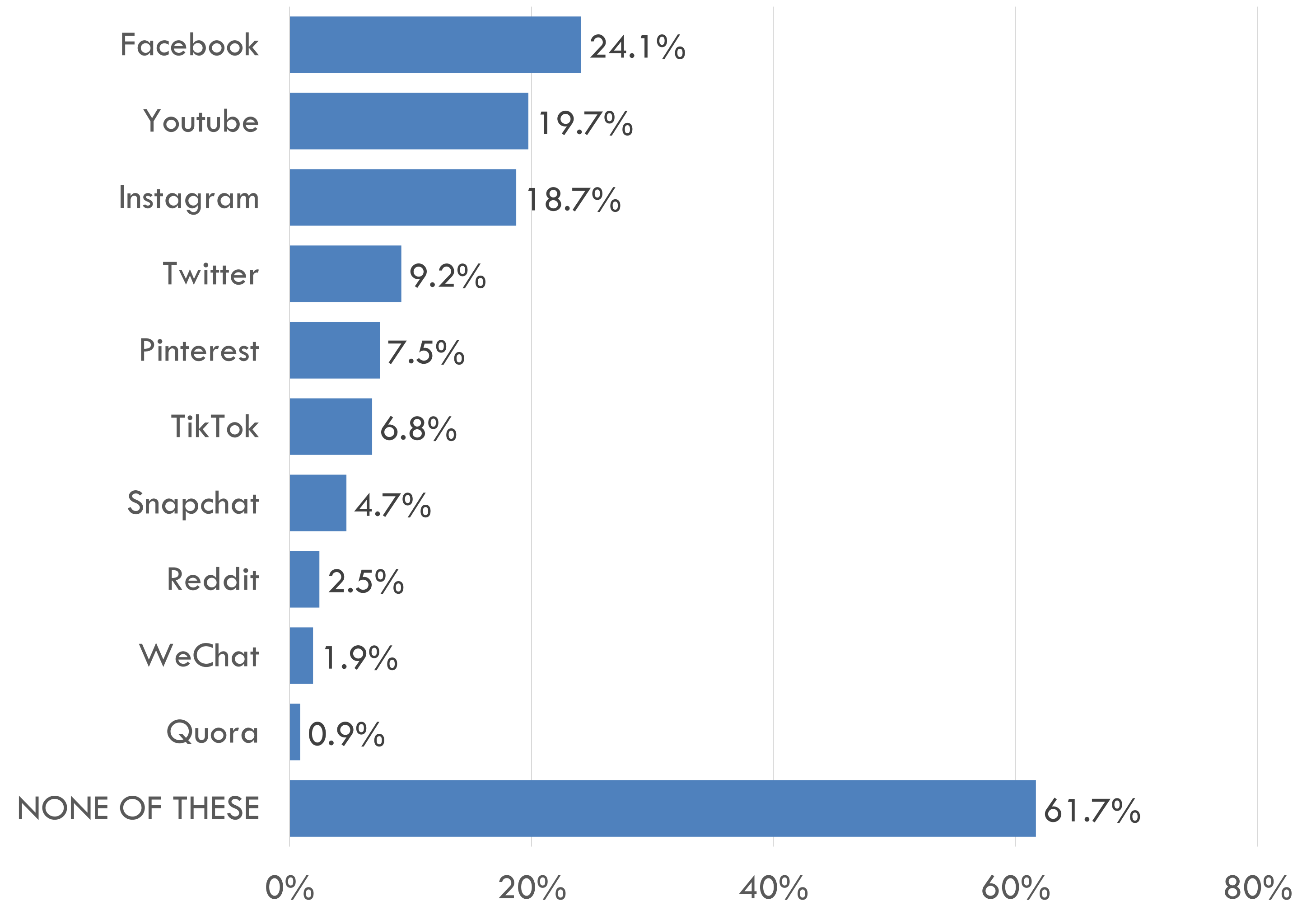
(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)



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

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

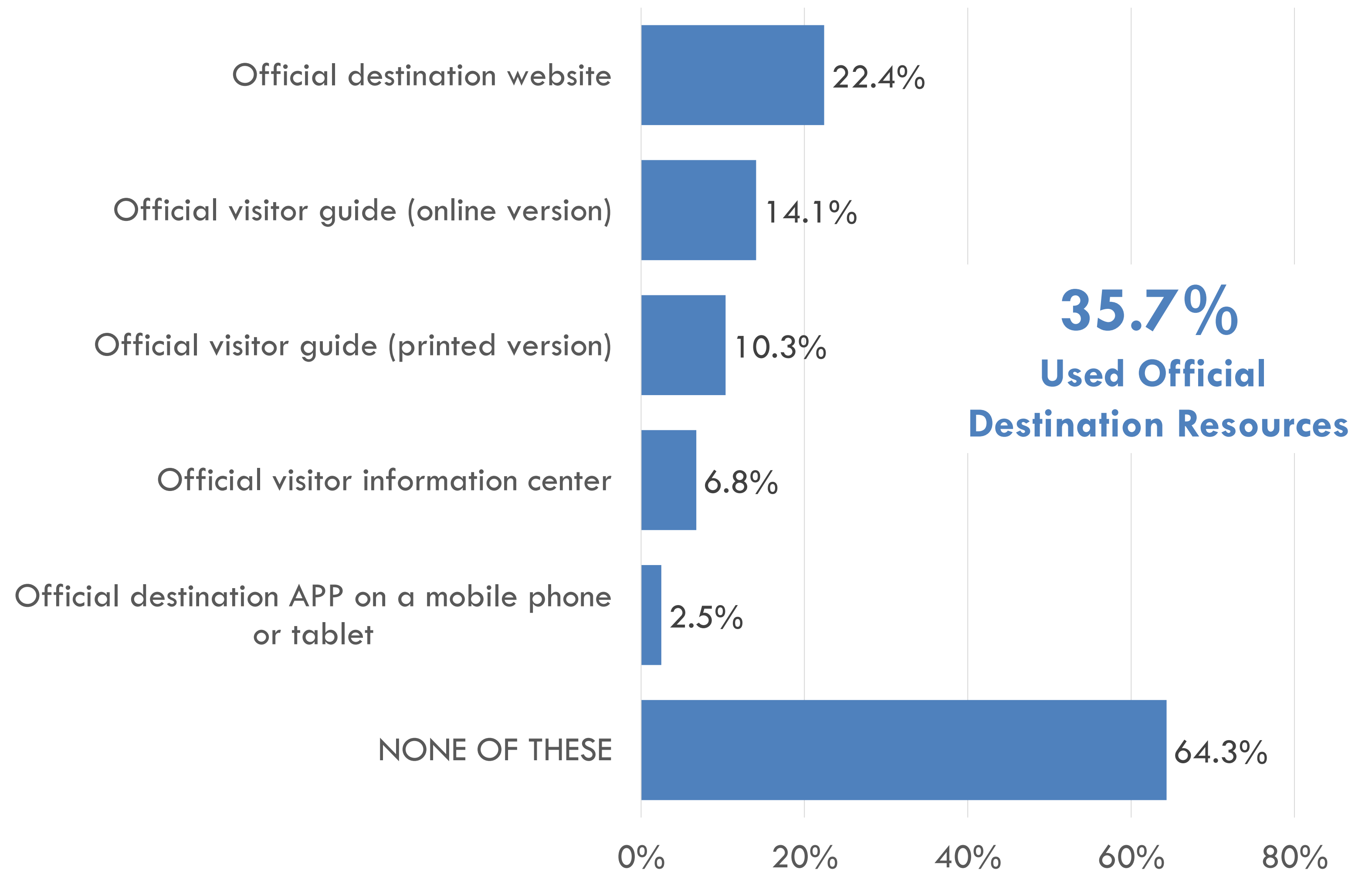
(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)



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

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

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)



# MAGAZINES READ IN THE PAST 12 MONTHS

**Question:** Which of these **MAGAZINES** **(PRINTED OR ONLINE)** have you read or paged through in the past **TWELVE (12) MONTHS?** (Select all that apply)

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)

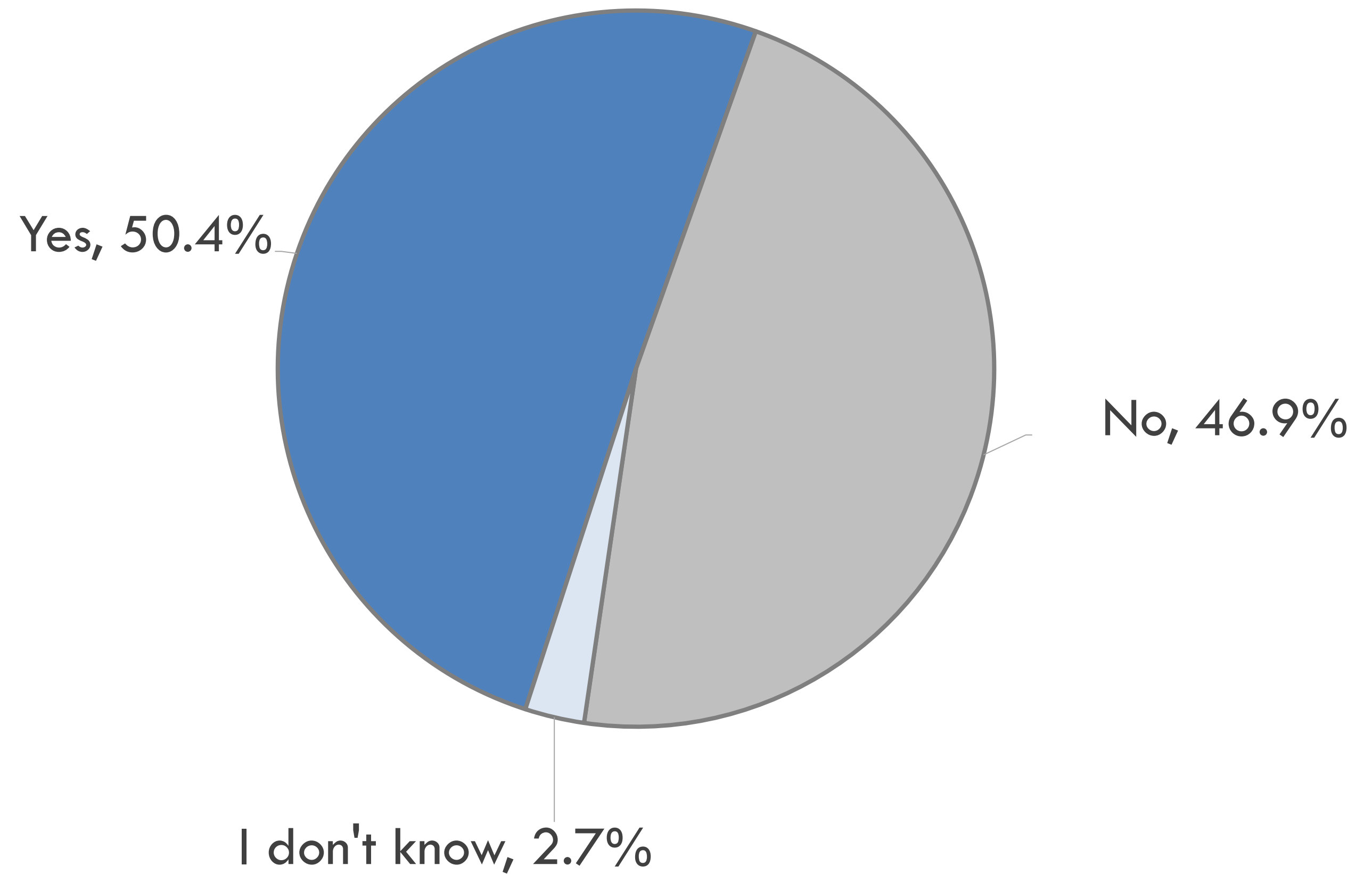
AARP The Magazine	19.4%	TV Guide Magazine	4.2%
People Magazine	11.0%	InStyle Magazine	4.1%
Travel + Leisure Magazine	10.8%	Men's Health Magazine	4.0%
AARP Bulletin	10.0%	Taste of Home Magazine	3.9%
Good Housekeeping Magazine	8.5%	Women's Health Magazine	3.8%
National Geographic Magazine	8.2%	Us Weekly Magazine	3.7%
TIME Magazine	7.9%	Vanity Fair Magazine	3.6%
Woman's Day Magazine	7.3%	Cosmopolitan Magazine	3.6%
Southern Living Magazine	6.6%	Men's Journal	3.3%
Food Network Magazine	5.8%	Allure Magazine	3.2%
Food & Wine Magazine	5.8%	GQ Magazine	3.1%
Consumer Reports Magazine	5.7%	Elle Magazine	2.7%
Entertainment Weekly Magazine	5.1%	Popular Mechanics Magazine	2.6%
Reader's Digest	4.8%	Guideposts Magazine	2.5%
Bon Appetit Magazine	4.7%	Car and Driver Magazine	2.4%
Sports Illustrated Magazine	4.7%	Wired Magazine	2.3%
Vogue Magazine	4.7%	Golf Magazine	2.1%
Smithsonian Magazine	4.6%	Golf Digest	2.0%
The New Yorker Magazine	4.6%	The American Legion Magazine	2.0%
Game Informer Magazine	4.5%	Essence Magazine	1.0%
Real Simple Magazine	4.5%	NONE OF THESE	42.8%
Country Living Magazine	4.3%		



# MOBILE DEVICE USE TO PLAN TRAVEL (PAST 12 MONTHS)

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

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)

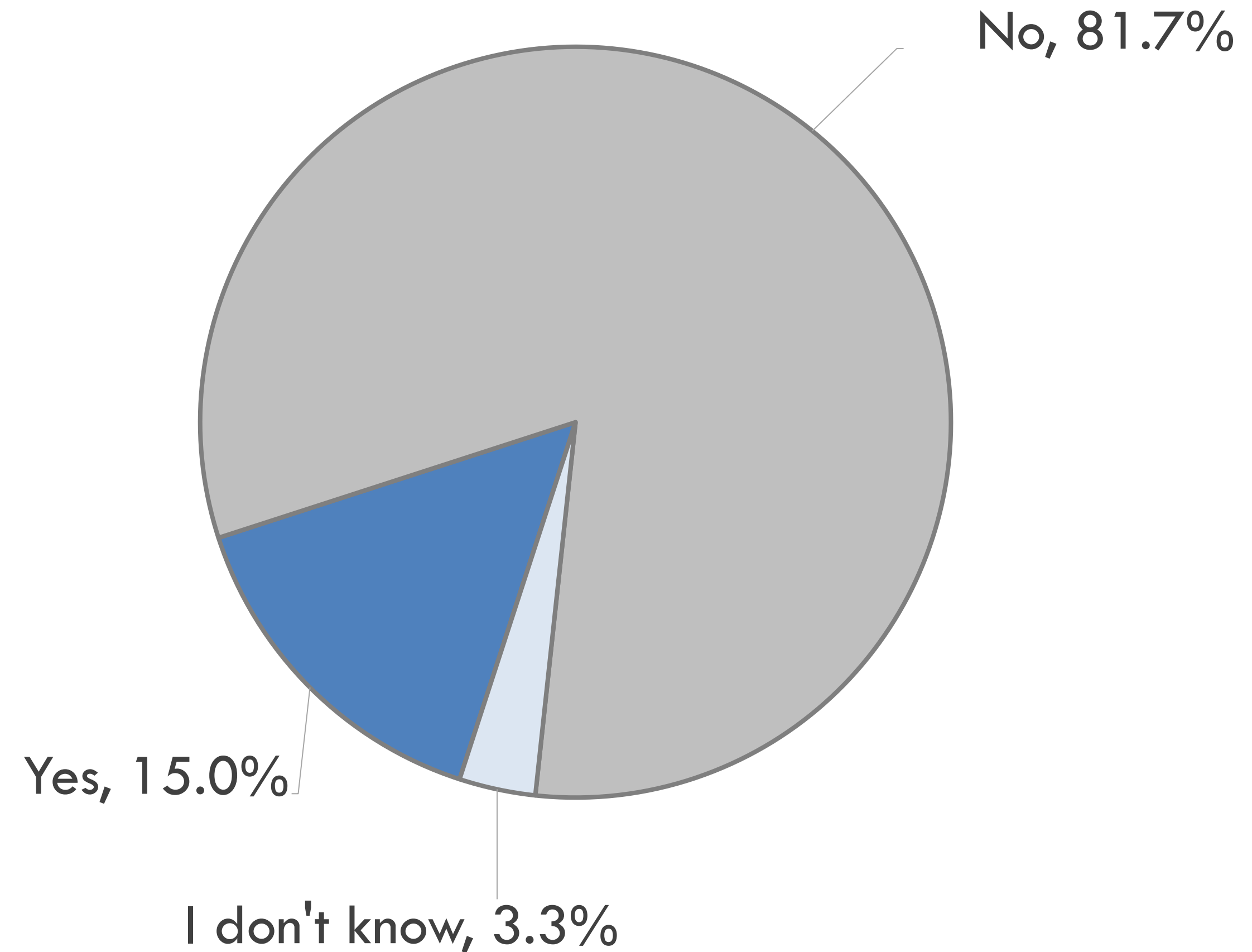


# DIGITAL INFLUENCER USE TO PLAN TRAVEL (PAST 12 MONTHS)

**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.)

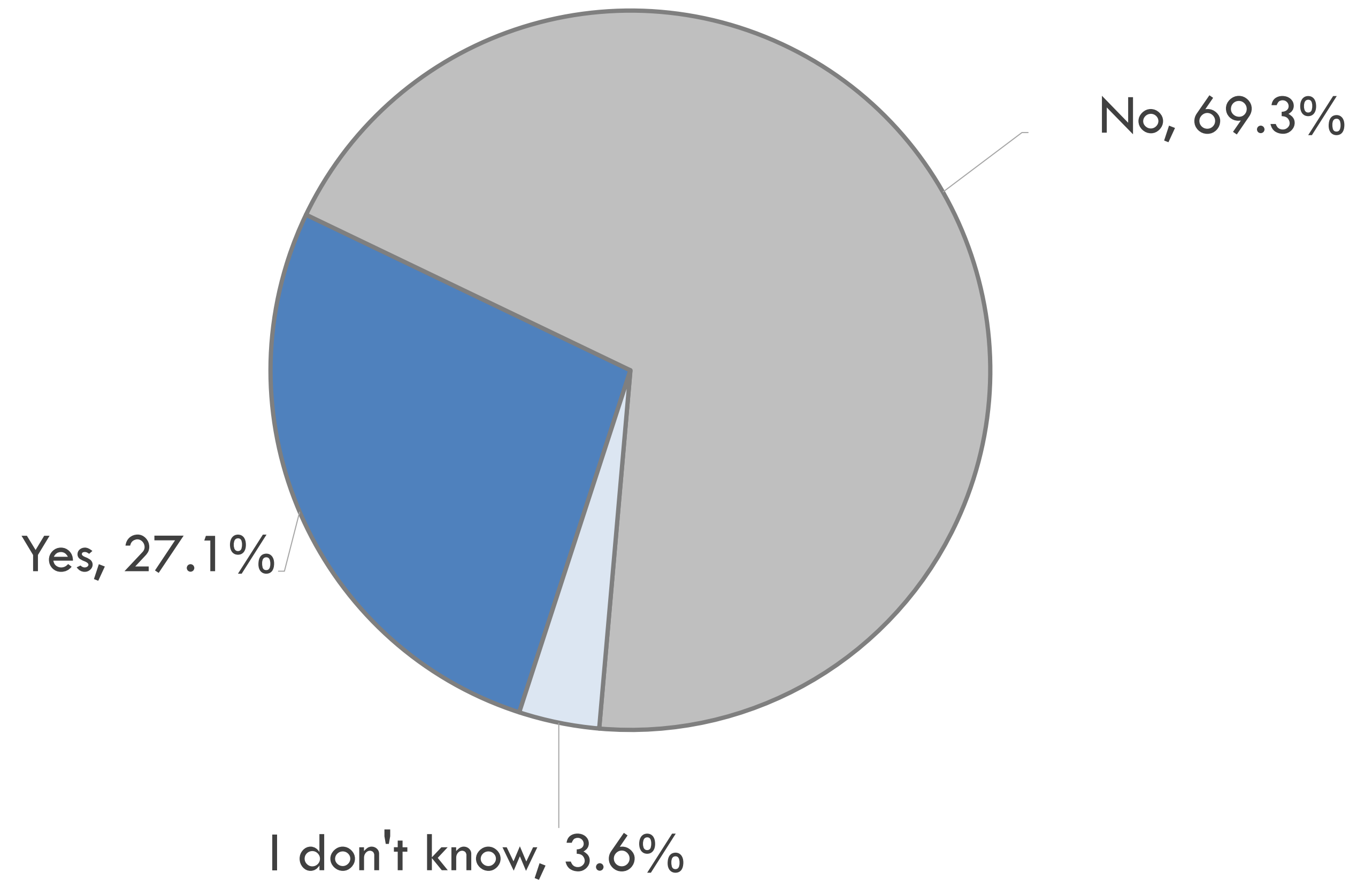
In the past 12 months, have you used the opinions of a DIGITAL INFLUENCER to help plan any travel?

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)



# 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?

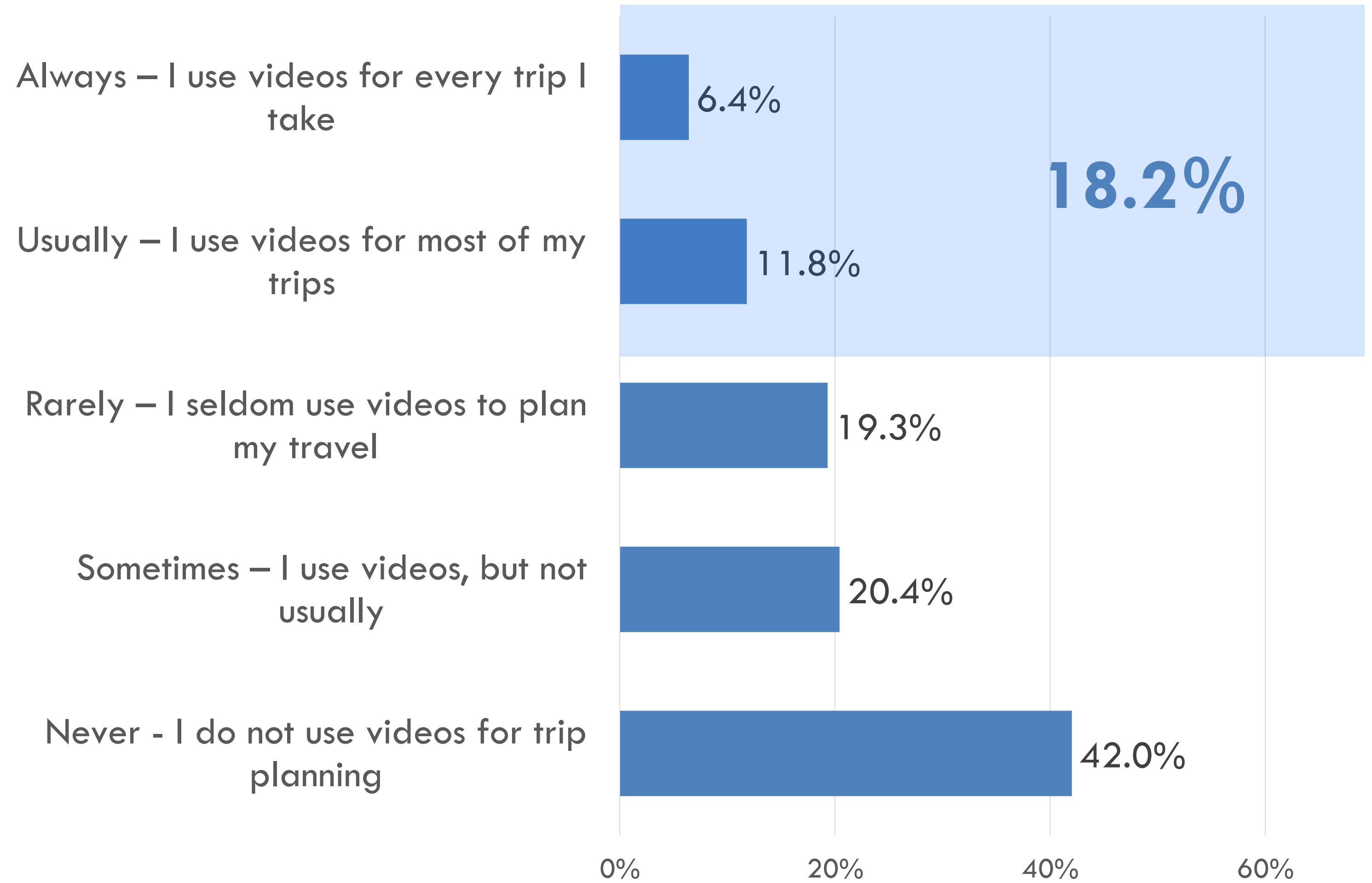


(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)

# FREQUENCY OF USING ONLINE VIDEOS TO PLAN TRAVEL

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

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)





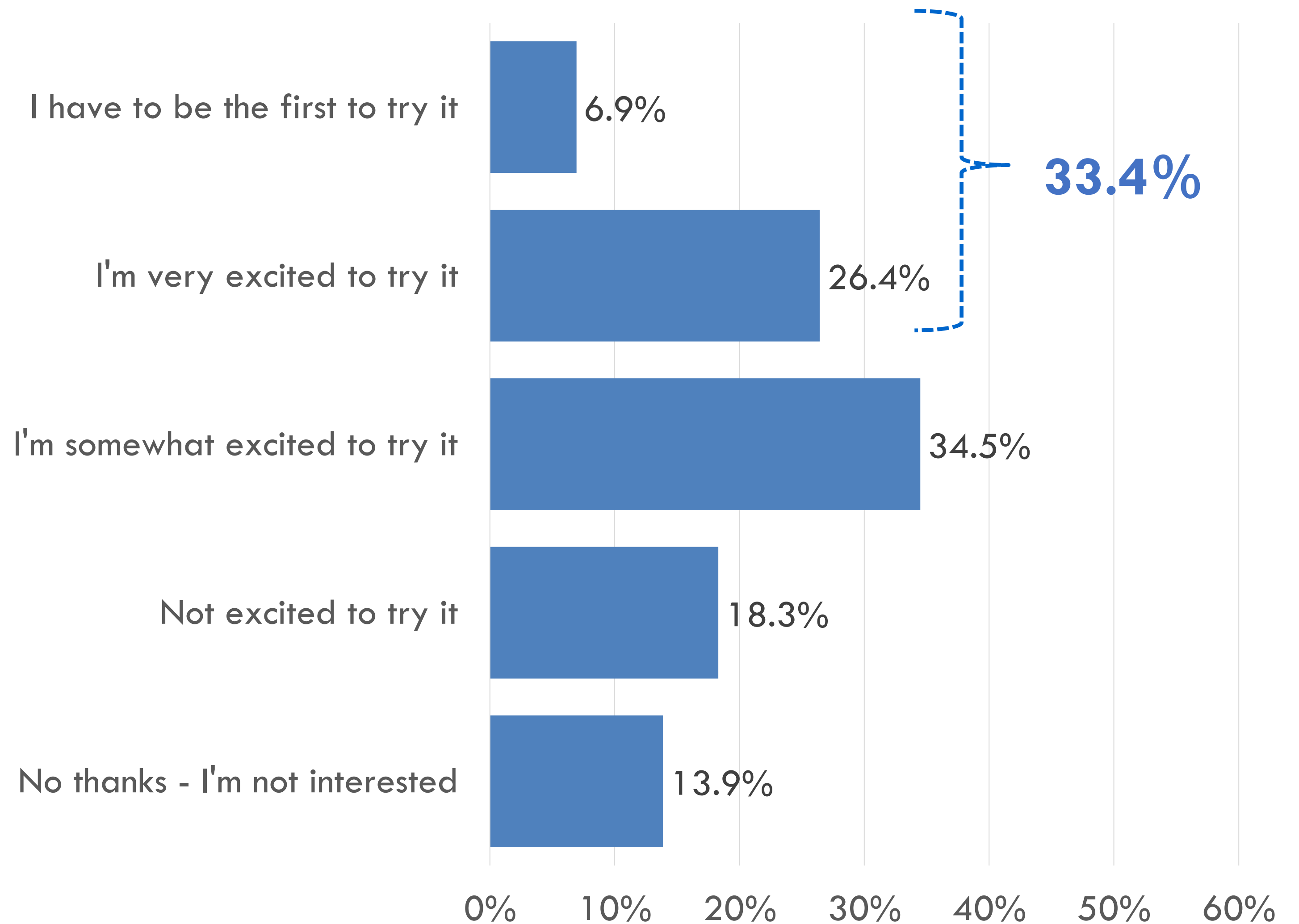
# NEW TRAVEL PLANNING TECHNOLOGIES

# ADOPTION OF NEW TRAVEL PLANNING TECHNOLOGIES

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

**Question:** If a new technology comes out (hardware, software, and APPs, etc.) that could help you plan your leisure travel, how excited are you about using it? (Select one)

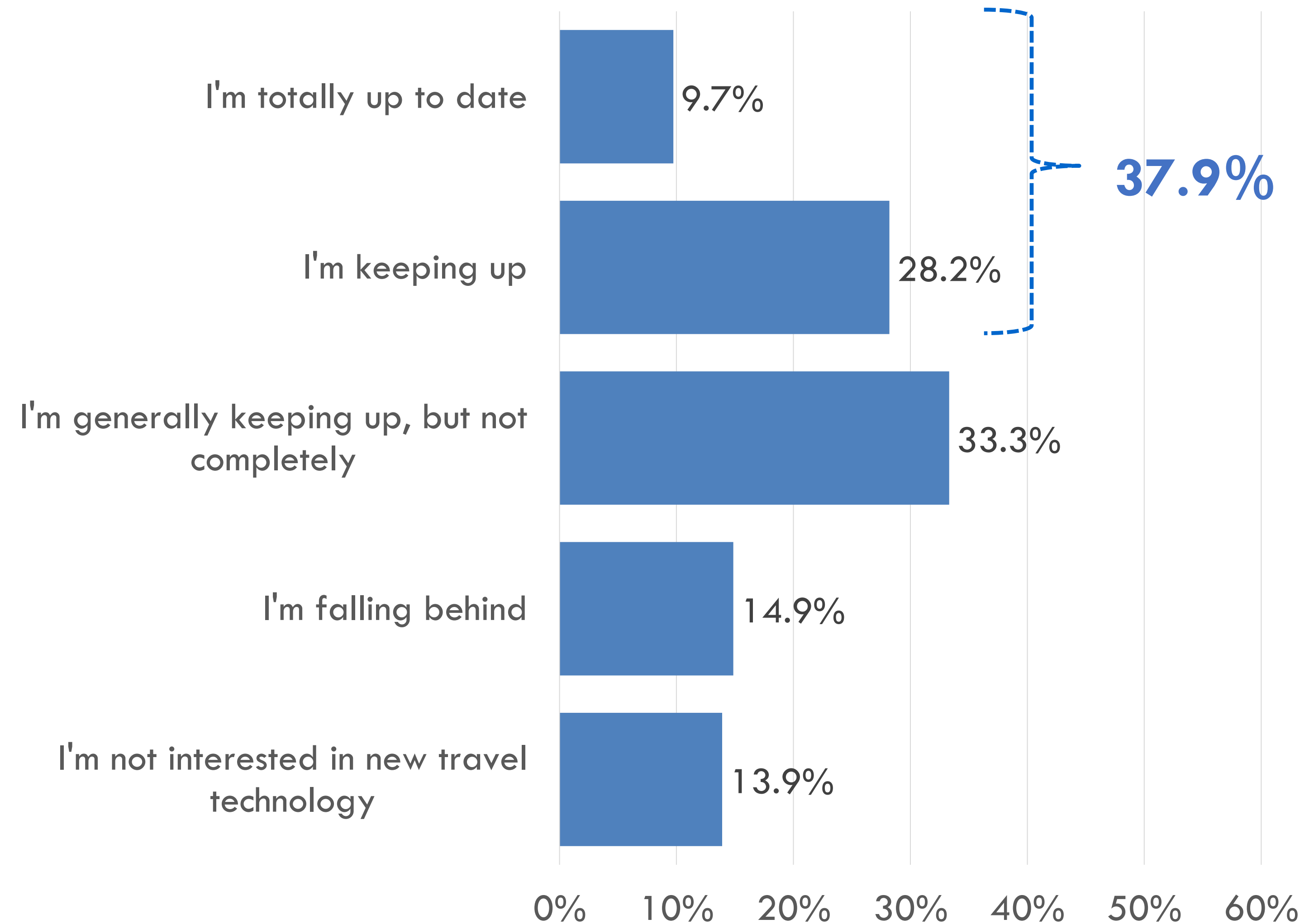
(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)



# KEEPING UP WITH NEW TRAVEL PLANNING TECHNOLOGIES

**Question:** When it comes to the latest in travel planning technology, would you say you are keeping up or falling behind? (Select one)

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)



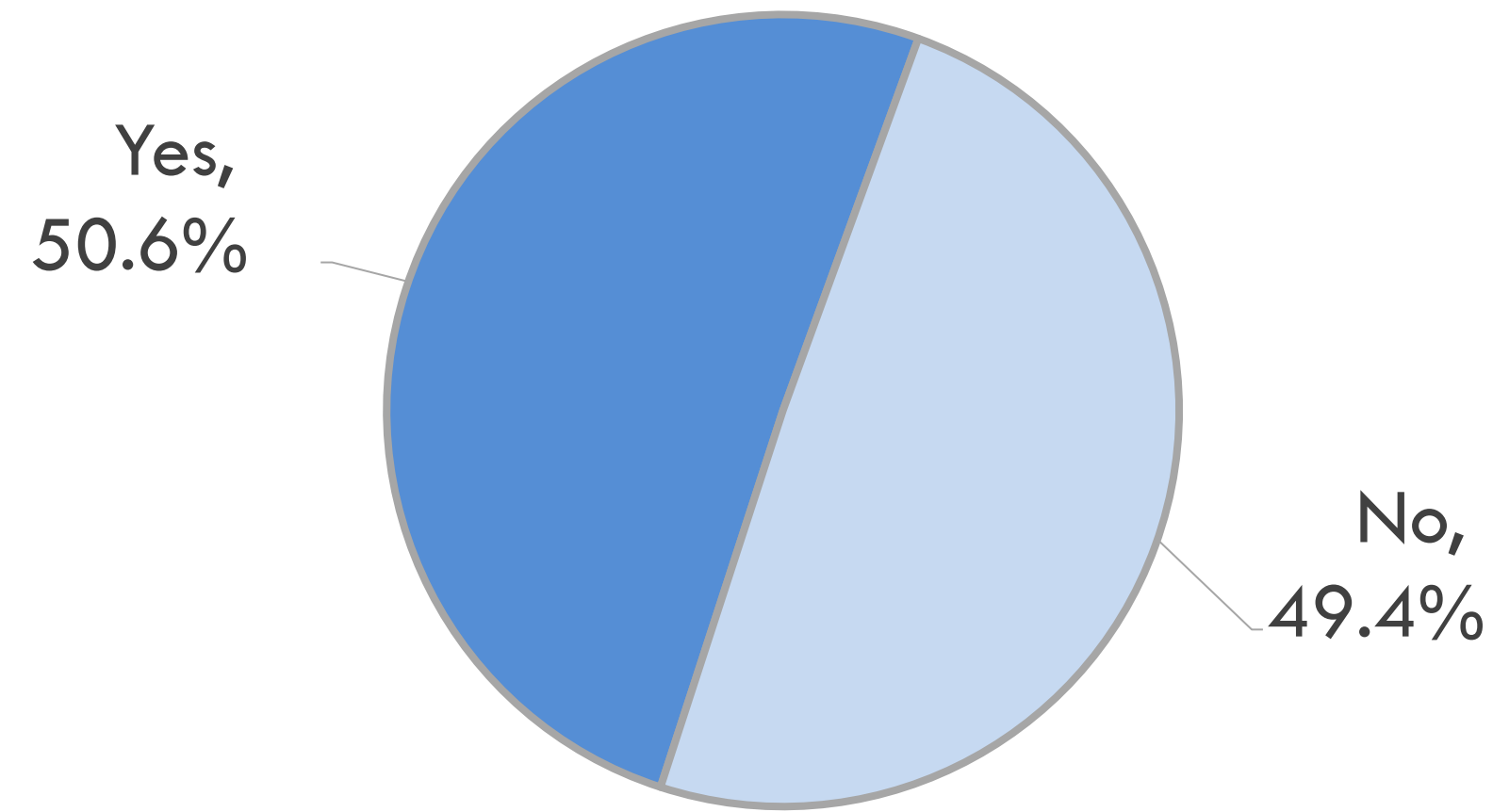
A group of diverse people are gathered around a table in a restaurant, celebrating and toasting with wine glasses. The scene is filled with joy and camaraderie. In the center, a man with a beard and a checkered shirt smiles broadly, looking towards a woman on his right who is laughing heartily. To the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

# RECENT TRAVEL EXPERIENCES



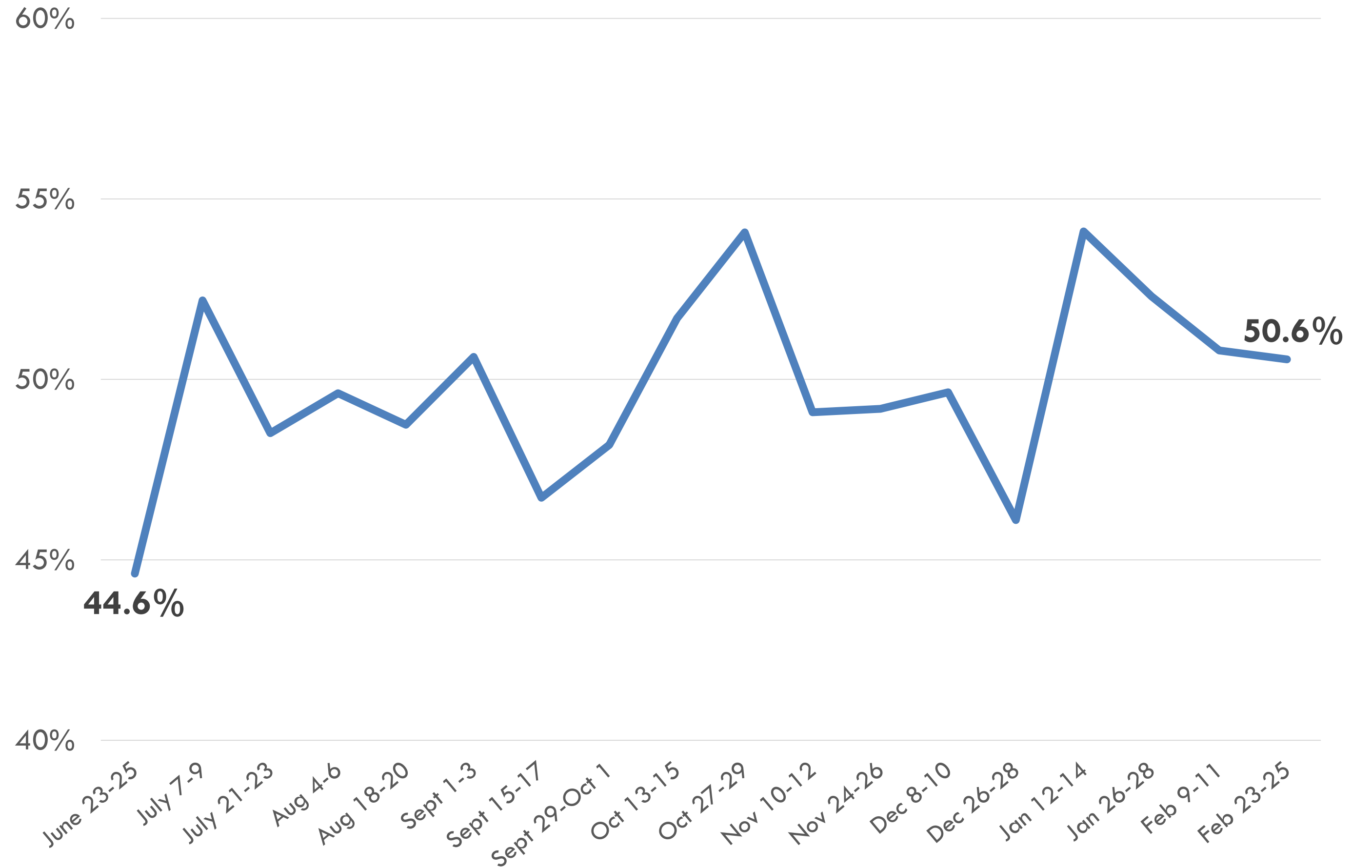
# TOOK AN OVERNIGHT TRIP IN PAST THREE MONTHS (JUNE 2021 – FEB 2022)

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



(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)

Historical data % Yes

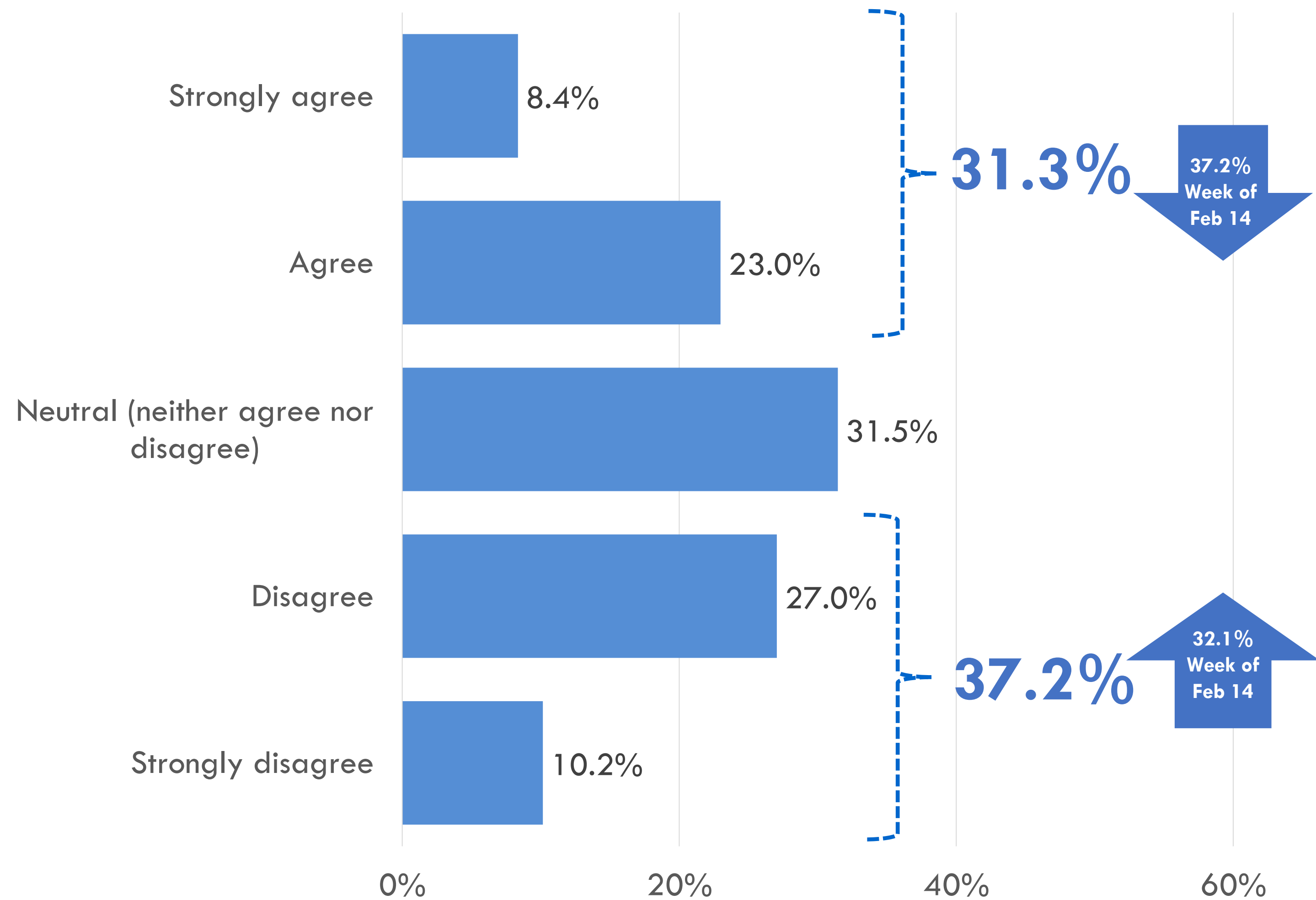


# MOST RECENT OVERNIGHT TRIP: TRAVEL BUSINESSES HAVING TROUBLE PROVIDING ADEQUATE SERVICE

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

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

*(Base: Wave 85 data. Respondents who took an overnight trip in the past three months, 623 completed surveys. Data collected February 23-25, 2022)*

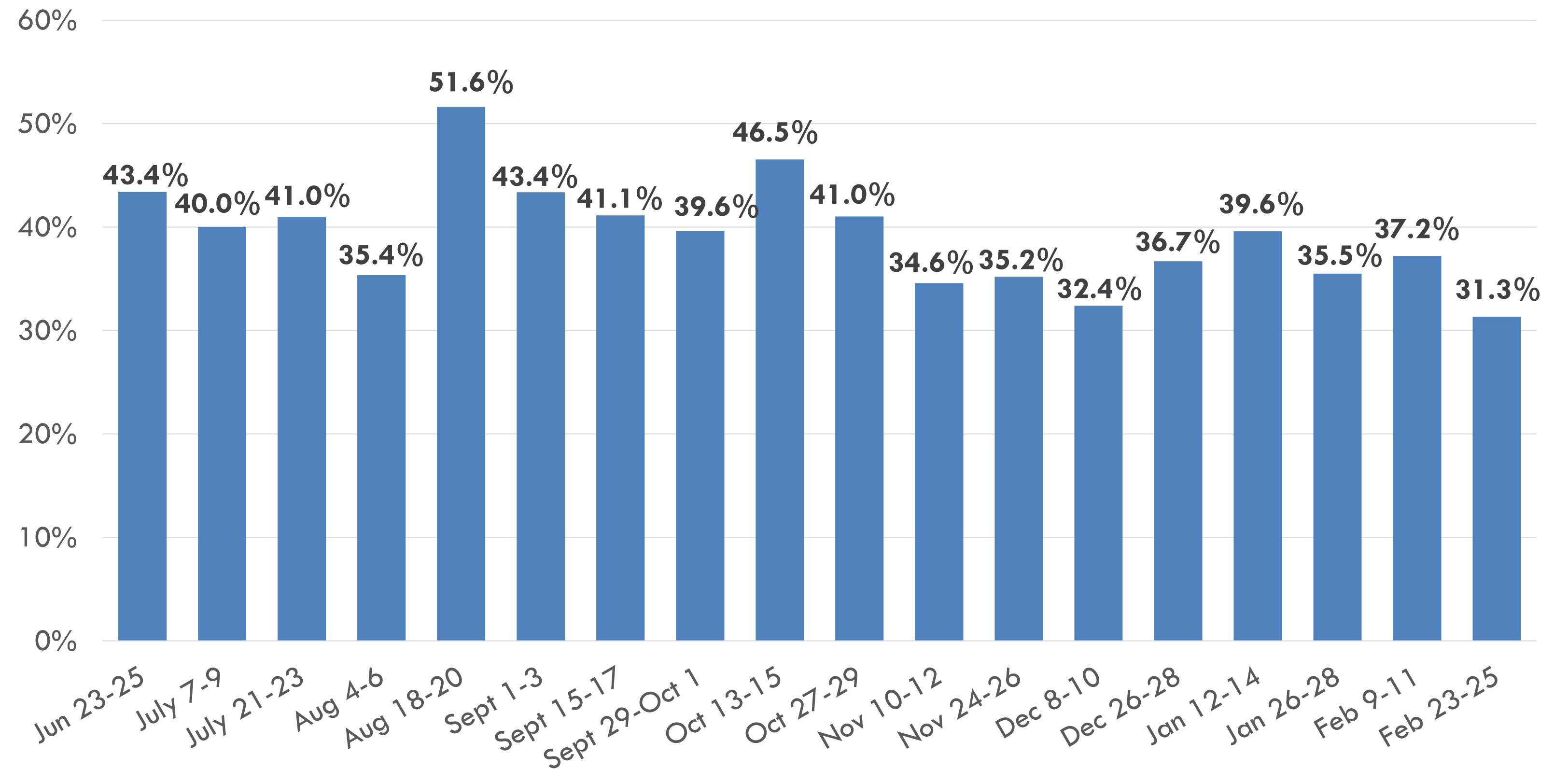


# MOST RECENT OVERNIGHT TRIP: TRAVEL BUSINESSES HAVING TROUBLE PROVIDING ADEQUATE SERVICE

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

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

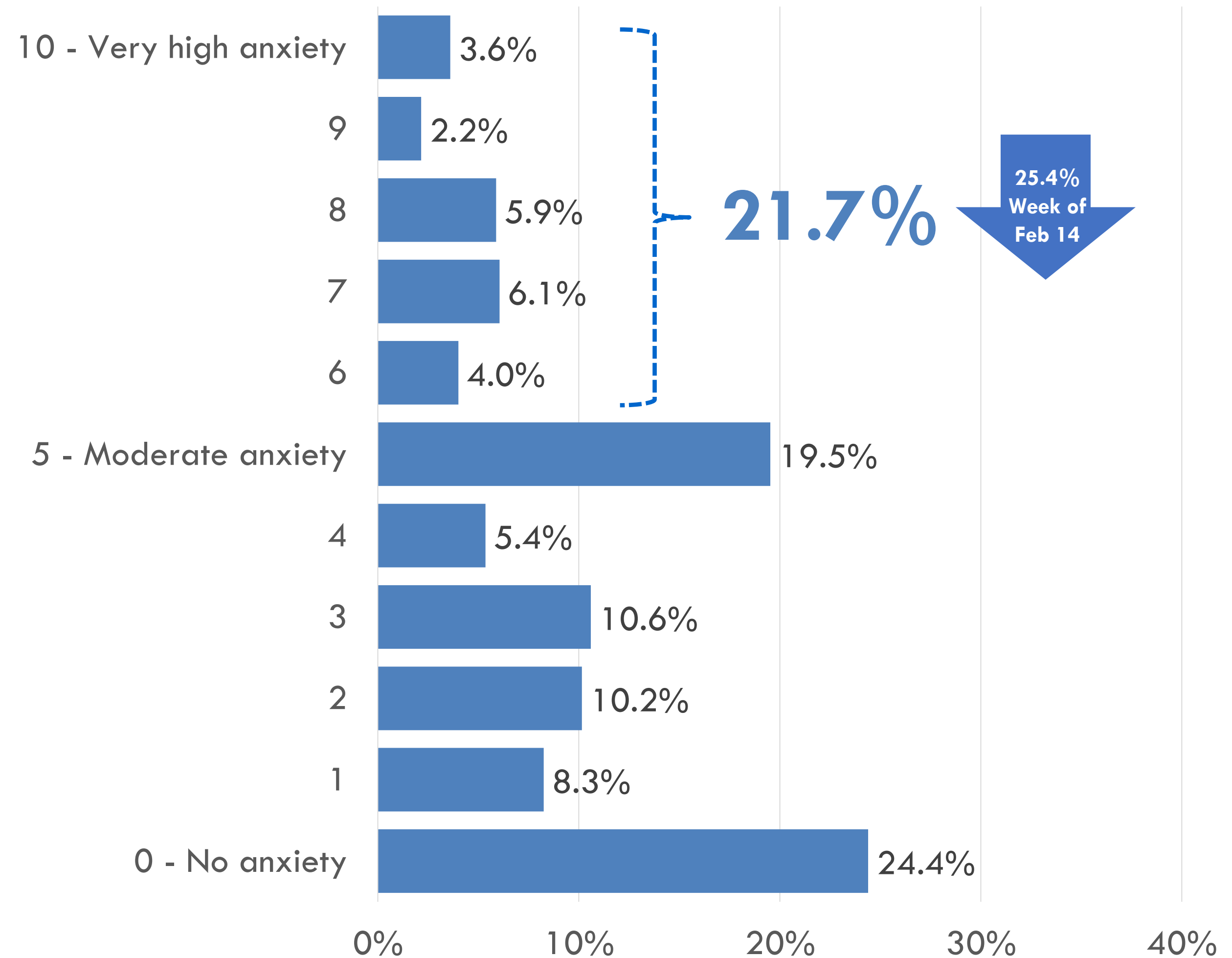
**% who Agree or Strongly Agree**



# 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?

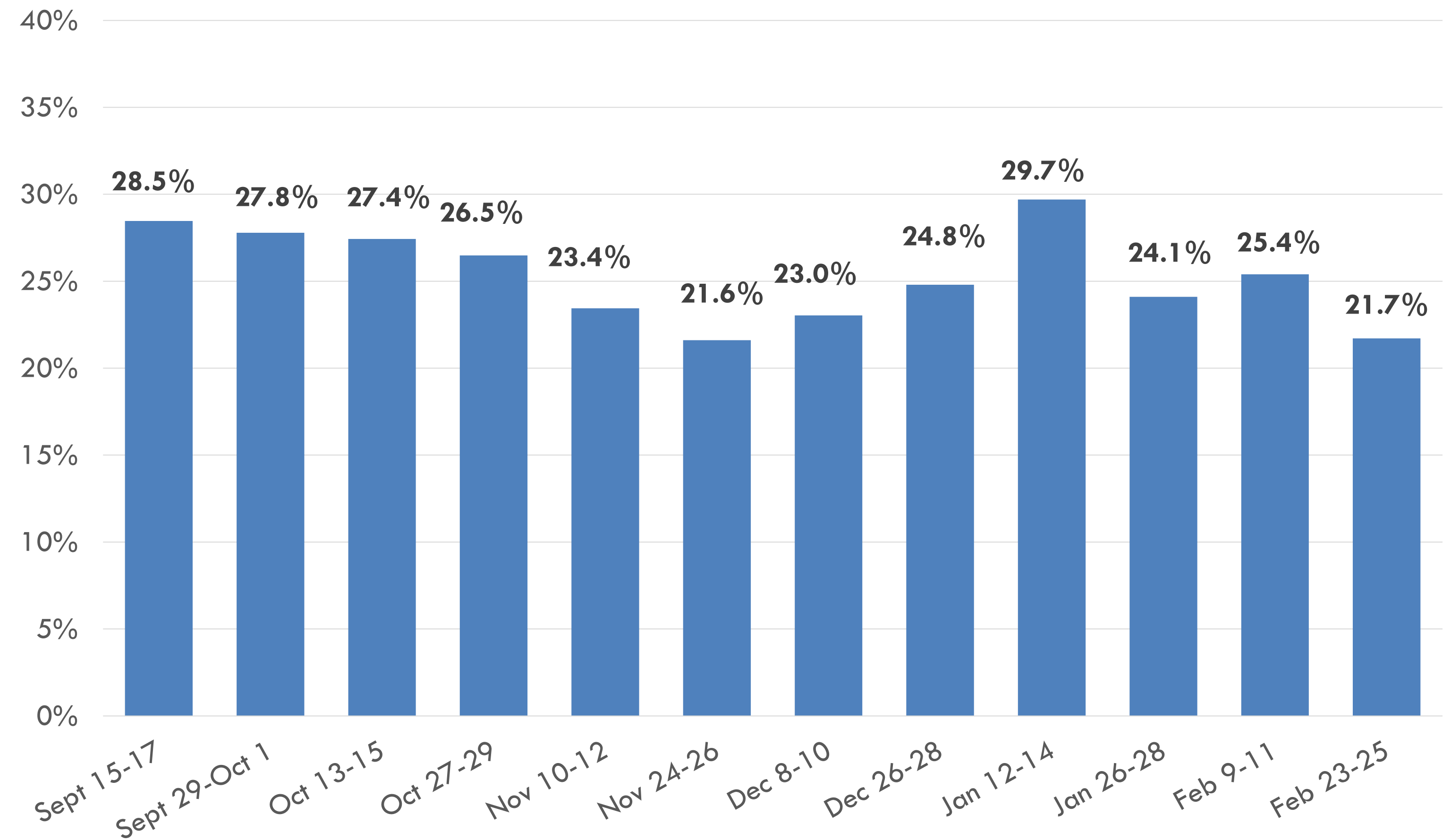
*(Base: Wave 85 data. Respondents who took an overnight trip in the past three months, 623 completed surveys. Data collected February 23-25, 2022)*



# MOST RECENT OVERNIGHT TRIP: COVID-19 ANXIETY

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

**% More than Moderate Anxiety (6-10)**



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

**MOST RECENT OVERNIGHT TRIP**

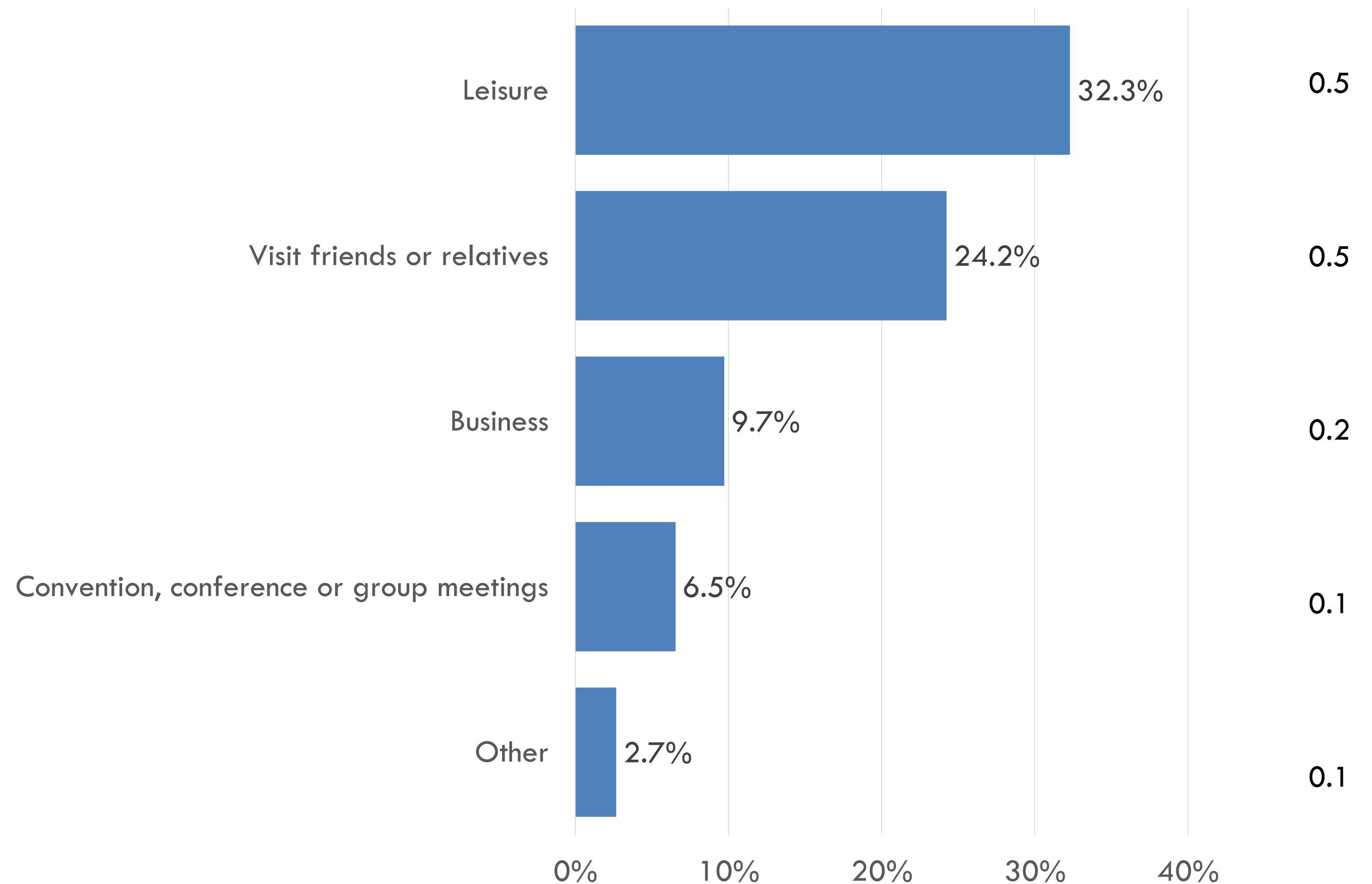
# OVERNIGHT TRIPS IN THE PAST MONTH: BY TRIP TYPE

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

Average Trips

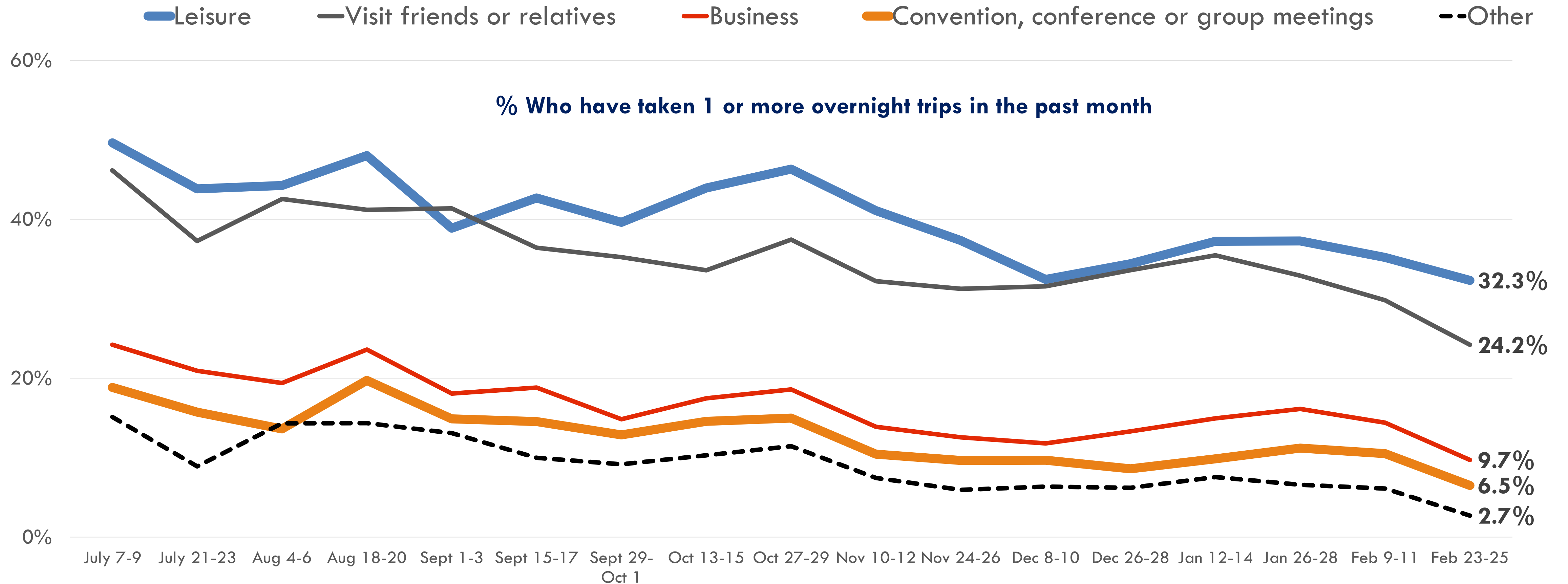
**Question:** How many OVERNIGHT trips of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)



# OVERNIGHT TRIPS IN THE PAST MONTH: BY TRIP TYPE

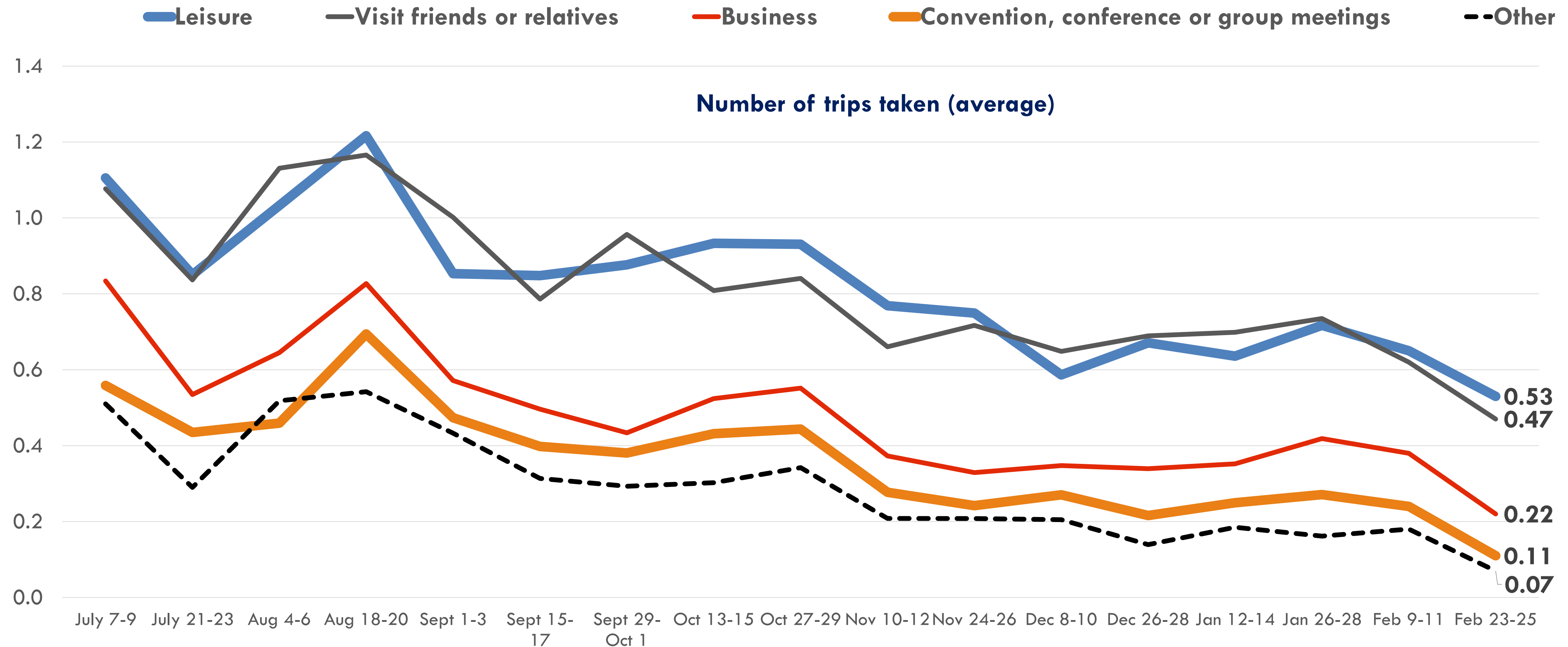
**Question:** How many OVERNIGHT trips of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)





# OVERNIGHT TRIPS IN THE PAST MONTH: BY TRIP TYPE

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



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

# MOST RECENT DAY TRIP

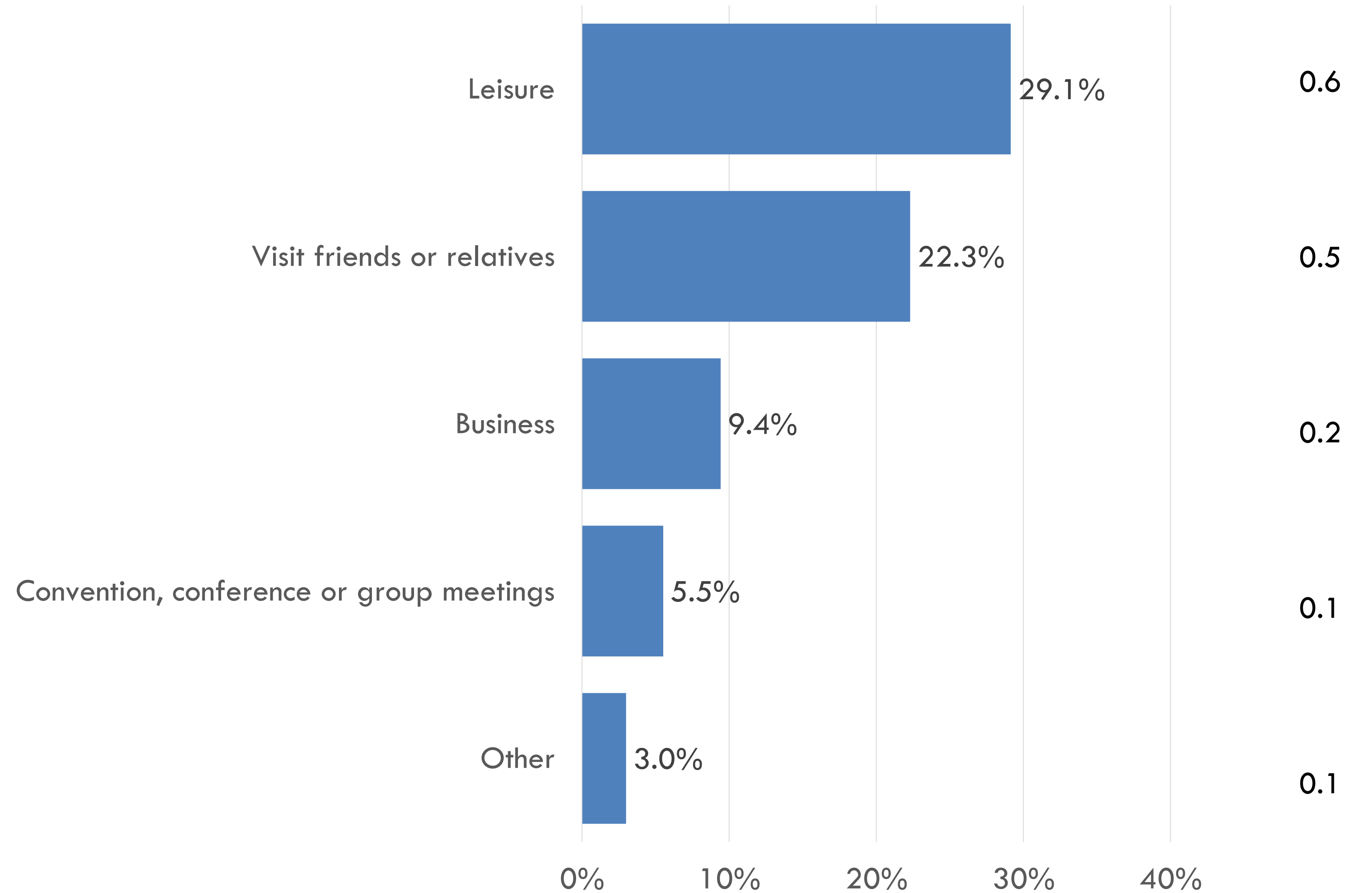
# DAY TRIPS IN THE PAST MONTH: BY TRIP TYPE

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

Average Trips

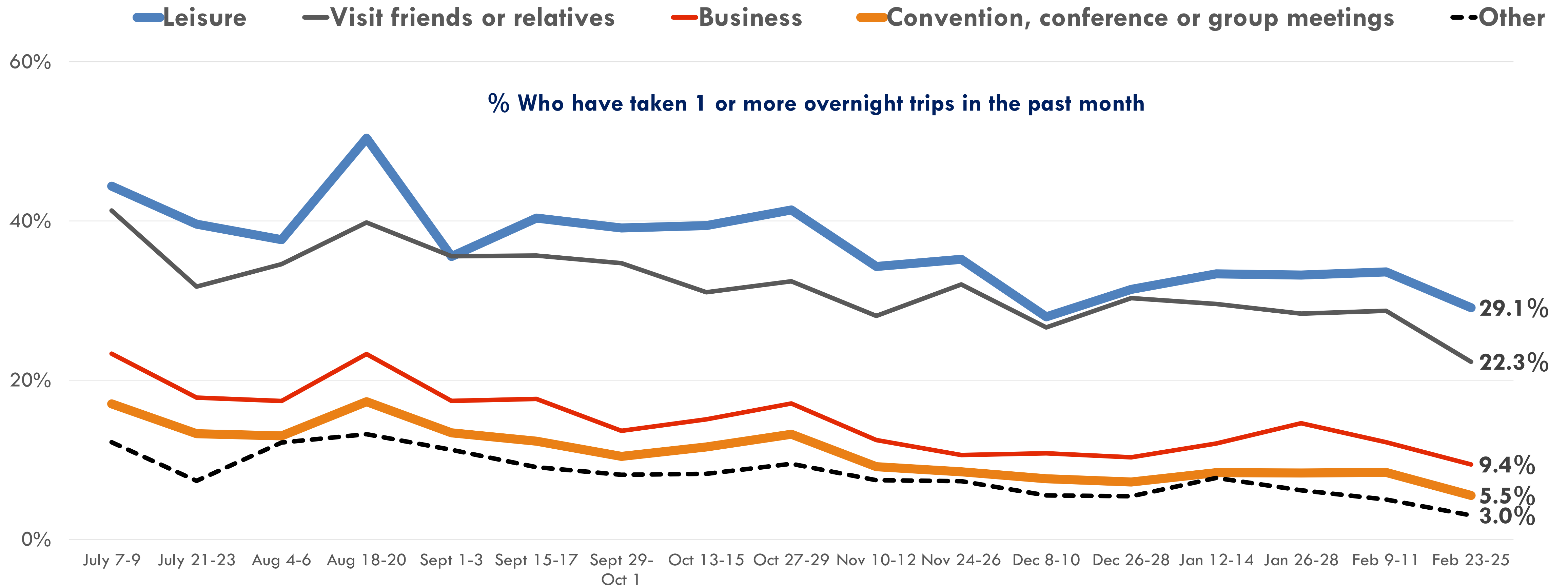
**Question: How many DAY TRIPS (i.e., no overnight stay) of each type have you taken in the PAST MONTH?**

*(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)*



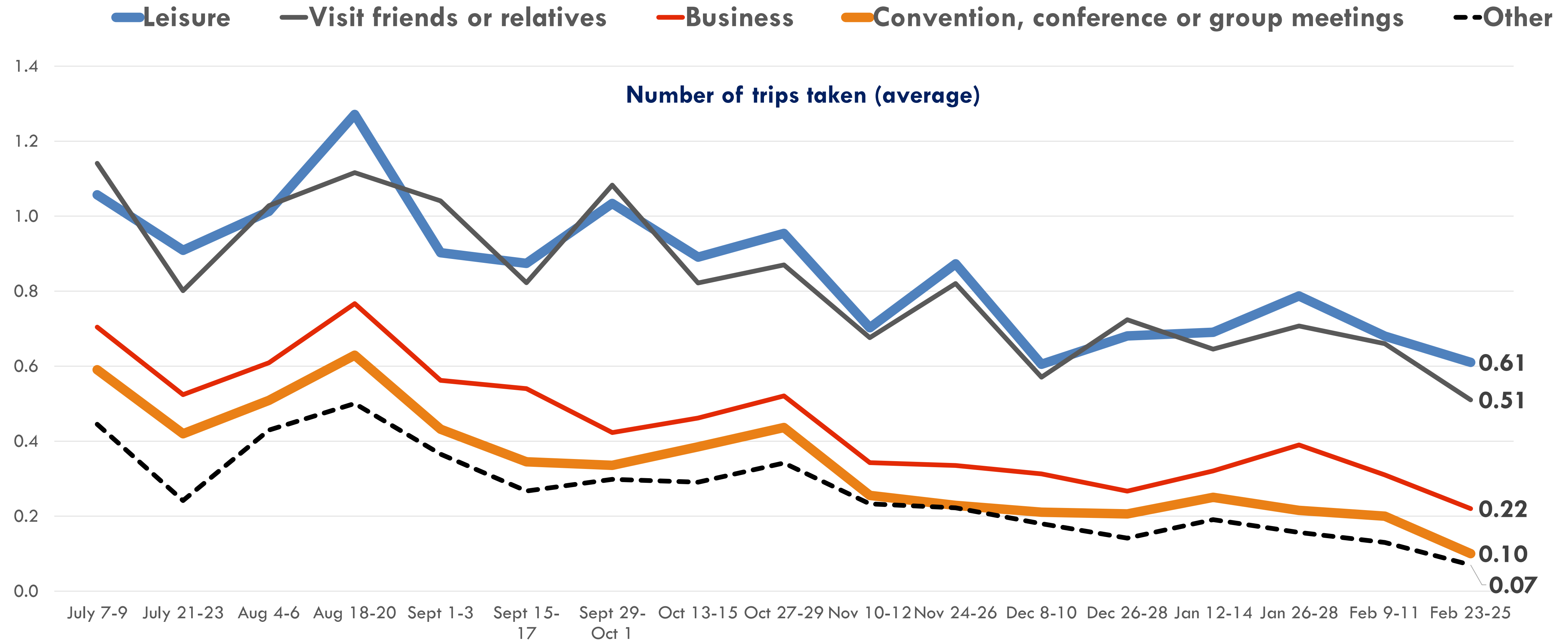
# DAY TRIPS IN THE PAST MONTH: BY TRIP TYPE

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



# DAY TRIPS IN THE PAST MONTH: BY TRIP TYPE

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



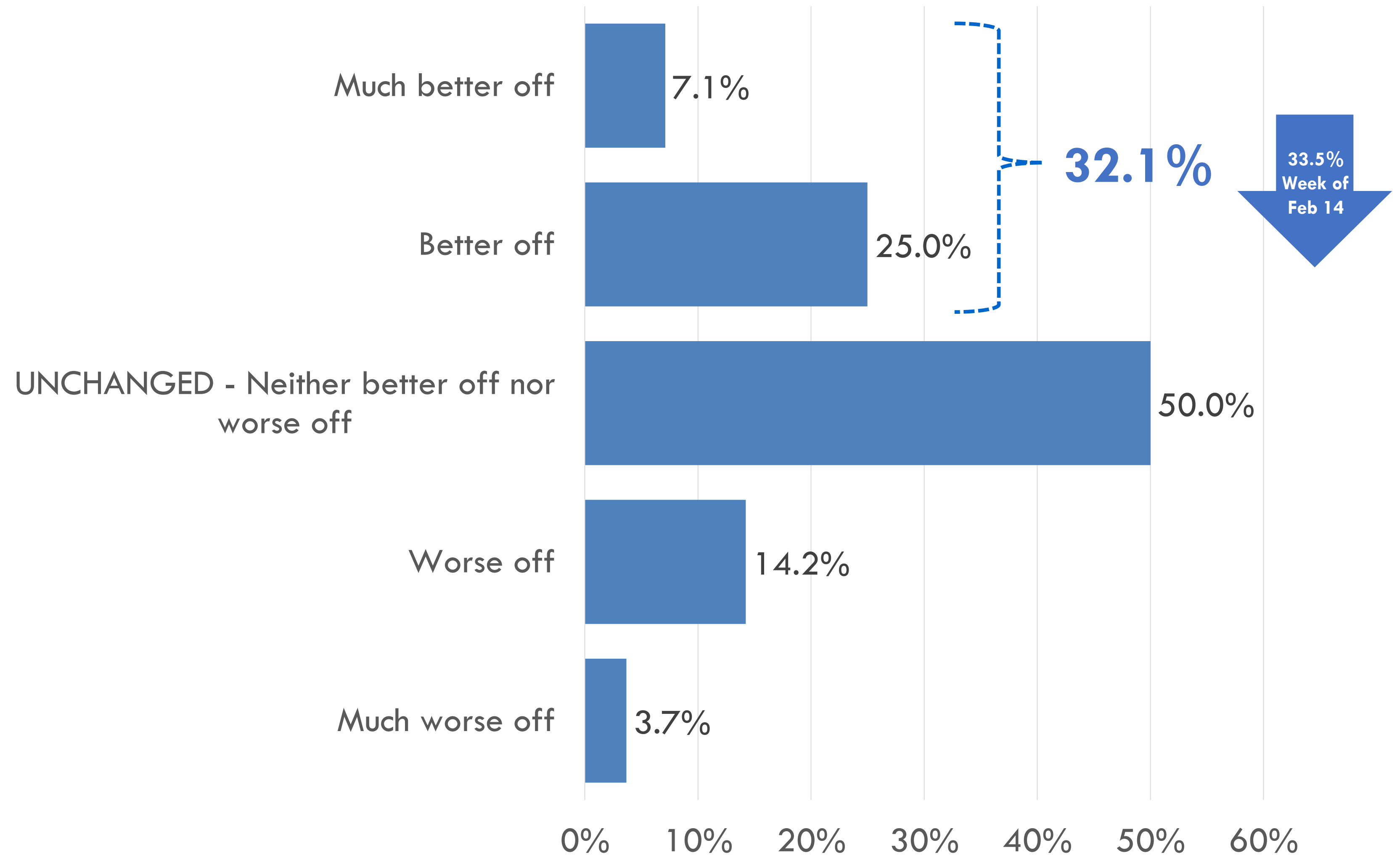
The image features three stacks of silver coins of varying heights, each with a small green seedling growing out of the top. The stacks are placed on a mound of dark, rich soil. In the background, a burlap sack is partially visible, and the overall scene is set against a soft, out-of-focus green background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

# FINANCIAL WELLNESS

# CURRENT HOUSEHOLD FINANCIAL STATUS

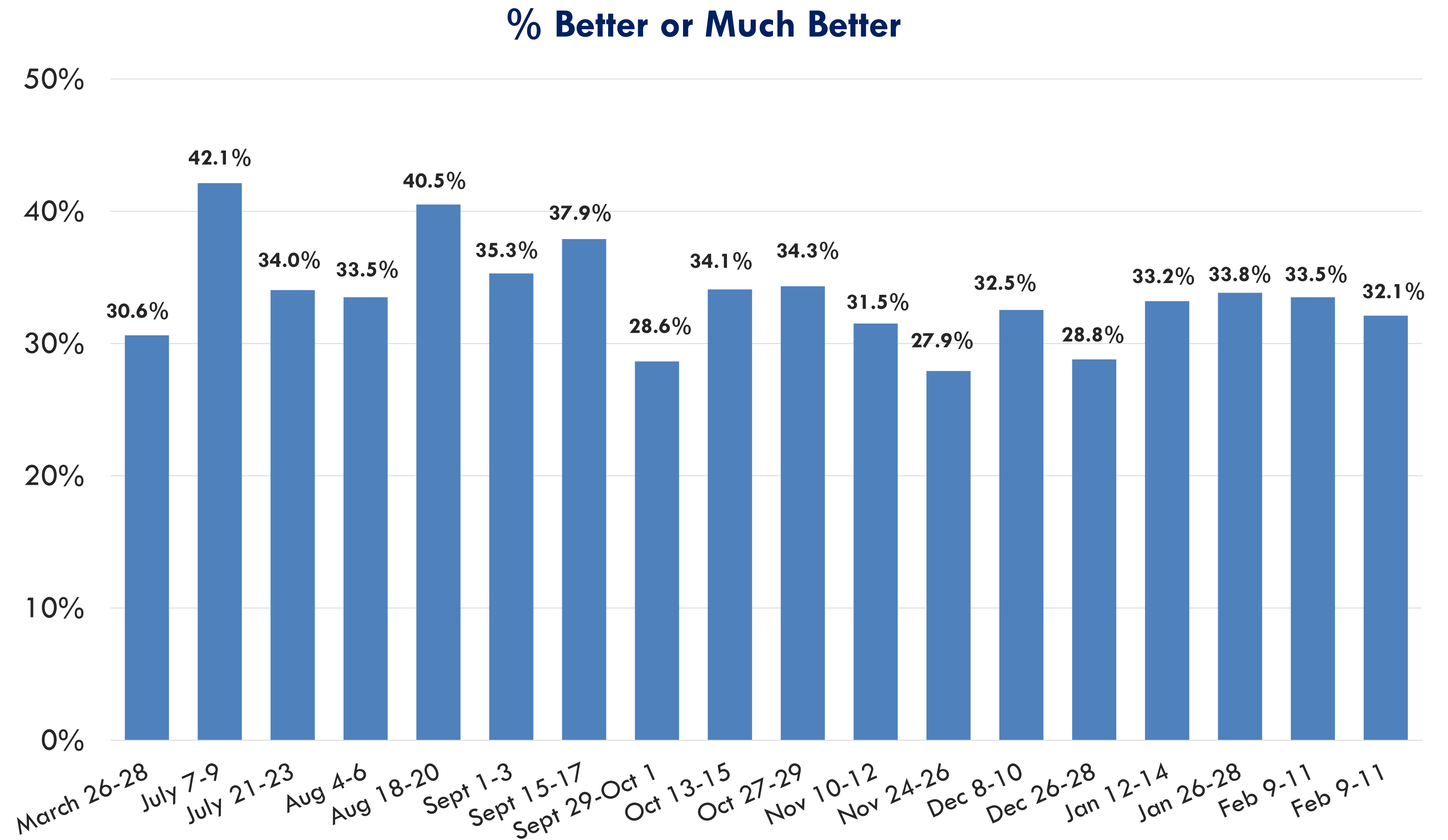
**Question:** Would you say that you (and your household) are better off or worse off financially than you were a year ago? (Select one)

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)



# CURRENT HOUSEHOLD FINANCIAL STATUS

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

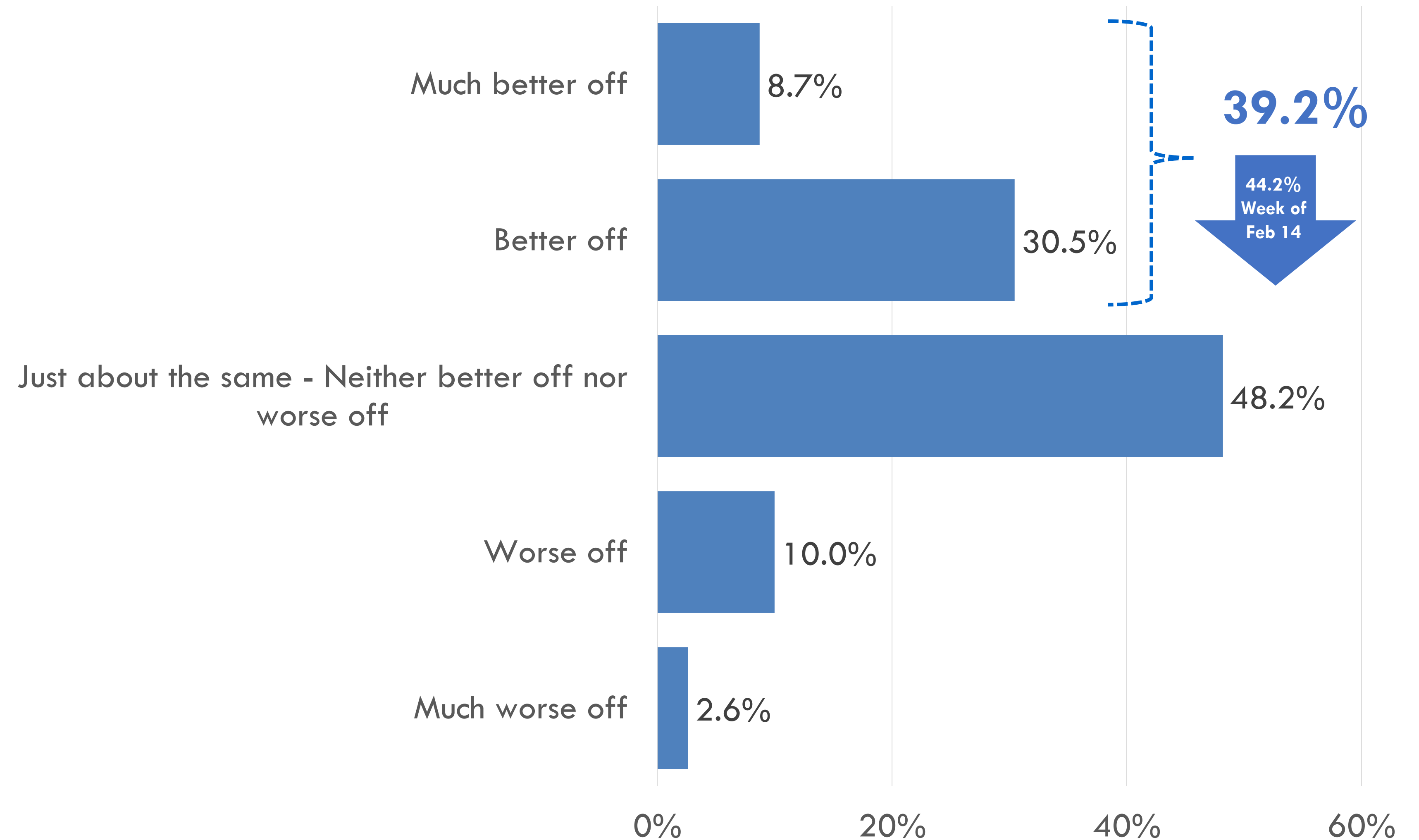




# EXPECTATIONS FOR FUTURE FINANCES

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

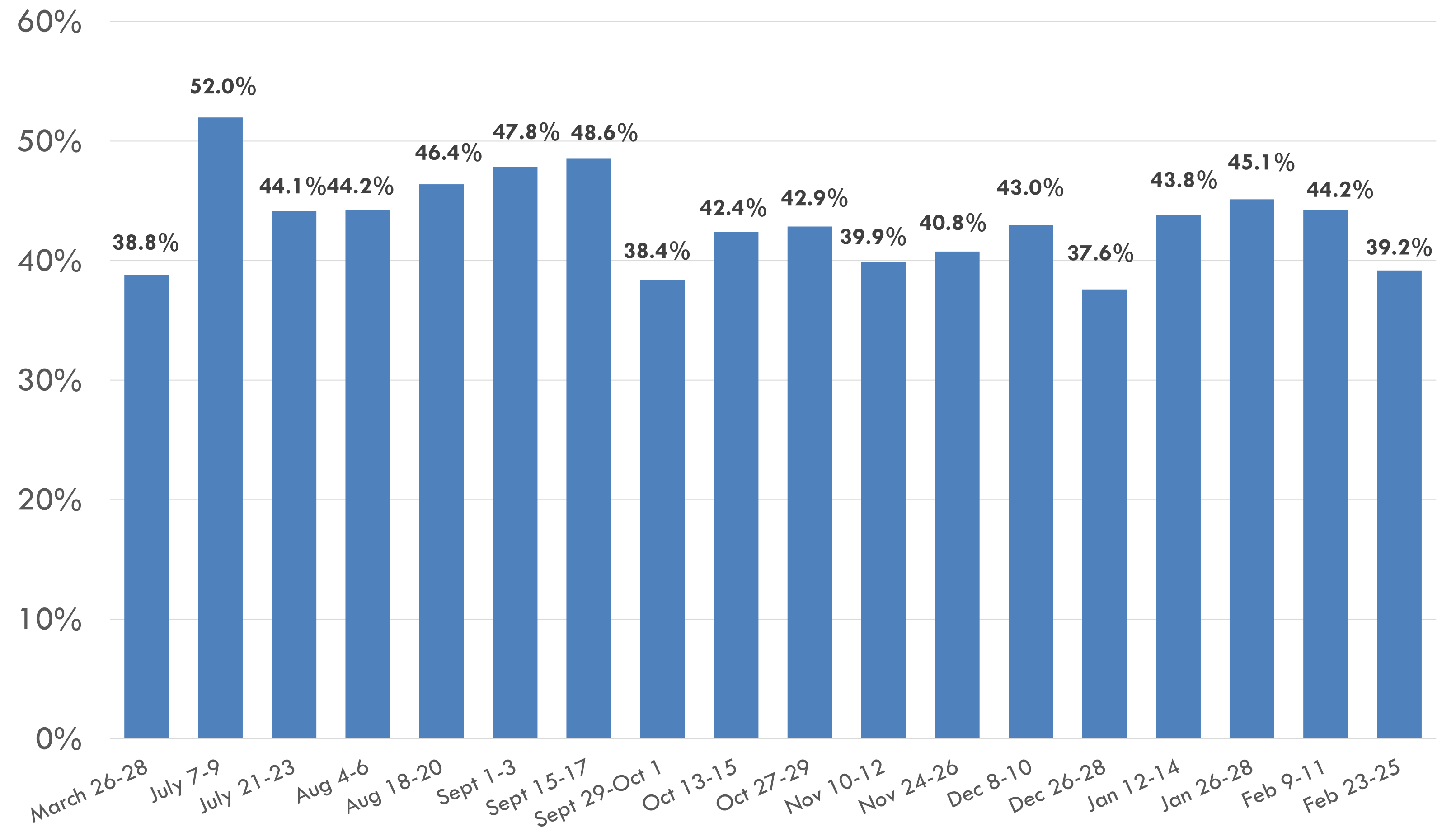
*(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)*



# EXPECTATIONS FOR FUTURE FINANCES

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

**% Better or Much Better**



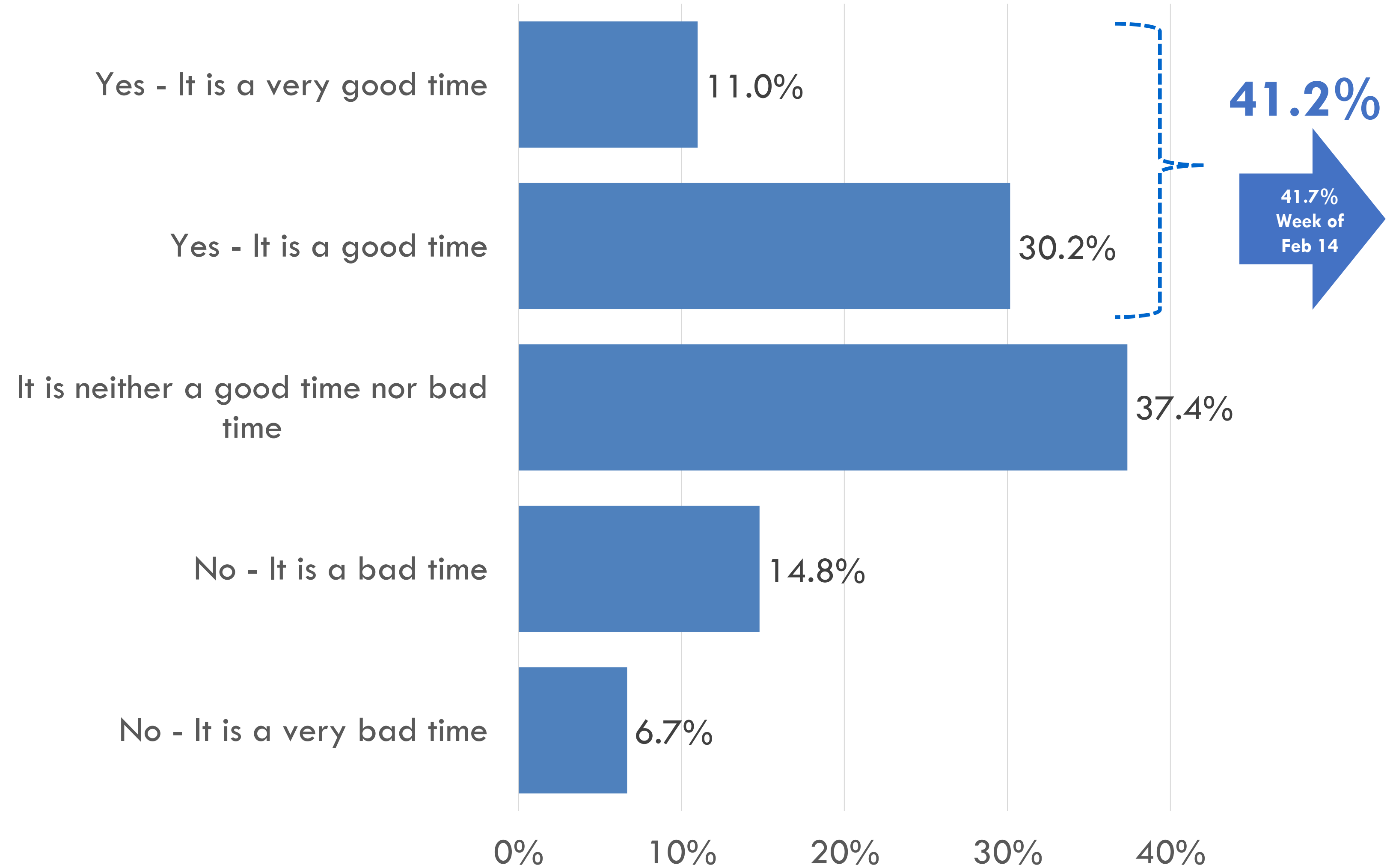
A top-down view of a travel planning desk. A vintage-style camera is on the left. A glass jar with a black lid and a label that says 'TRAVEL' and '50' is in the center. A compass is at the bottom center. A white toy airplane is on the right. A map is spread across the desk. In the background, a person's hands are writing in a notebook and holding a smartphone. A black mug is also visible.

# 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)

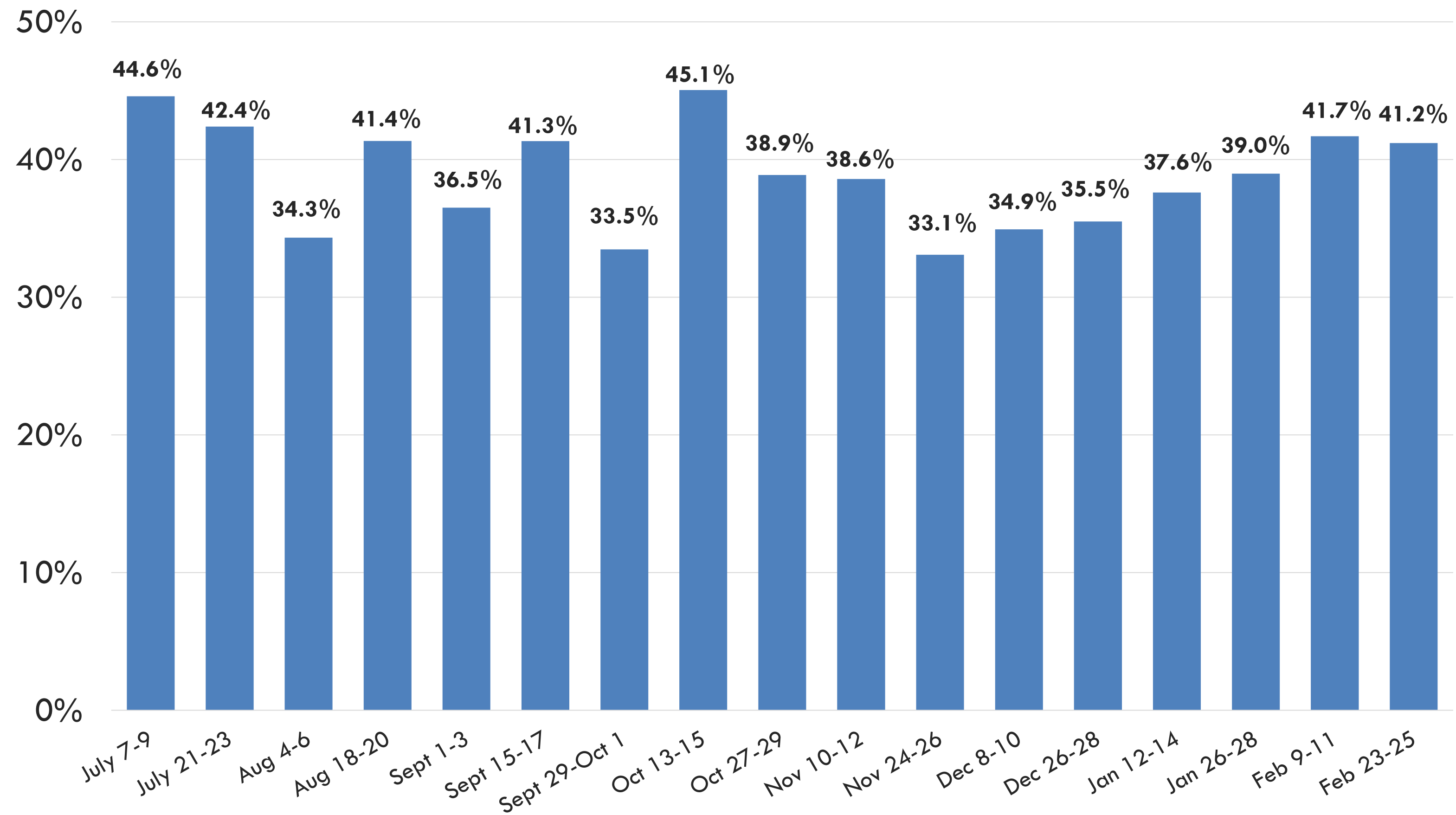
(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)



# IS IT A GOOD TIME TO SPEND ON TRAVEL?

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

**% Good or Very good time to spend on travel**

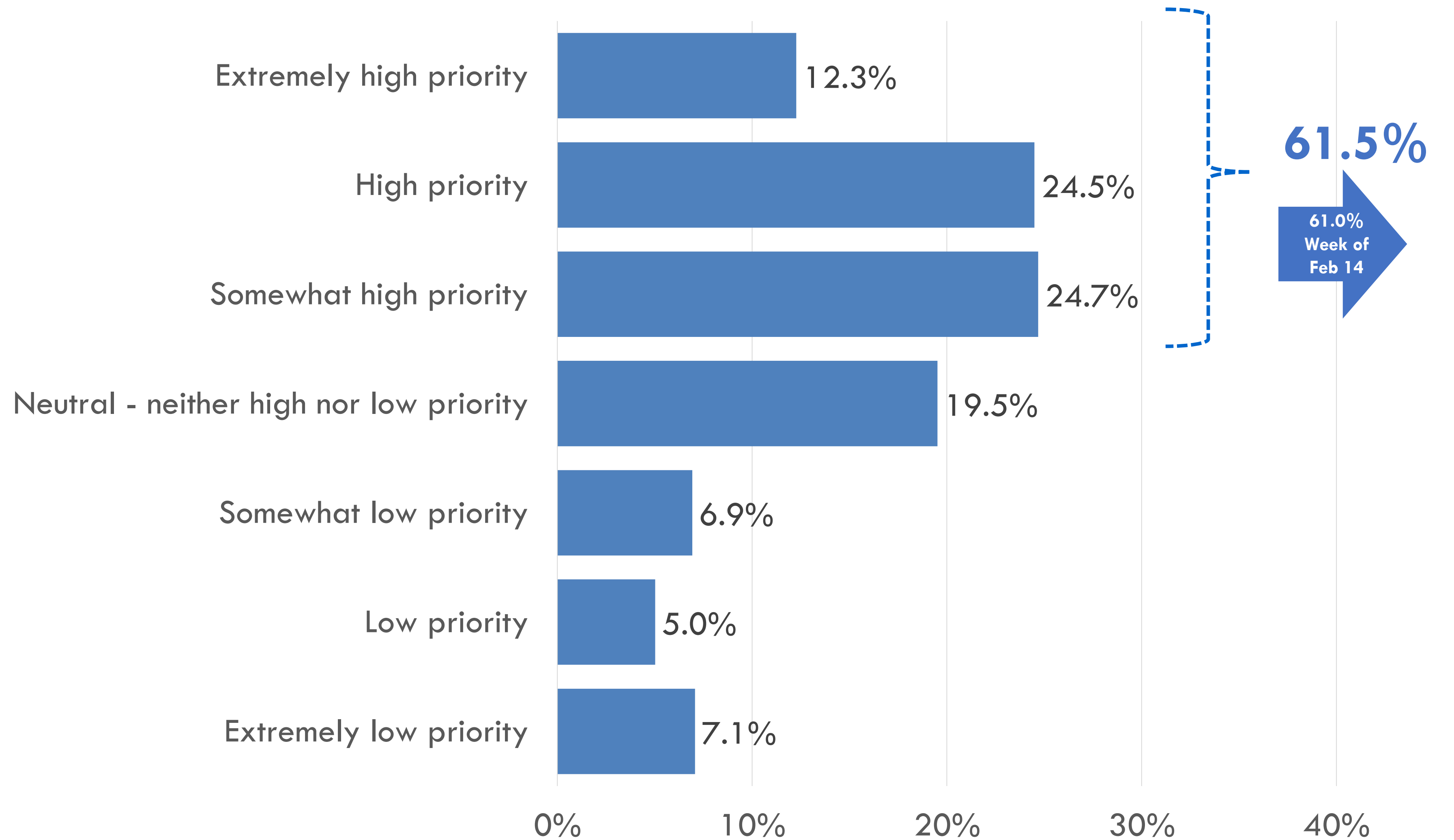


# TRAVEL AS A BUDGET PRIORITY

**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 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)

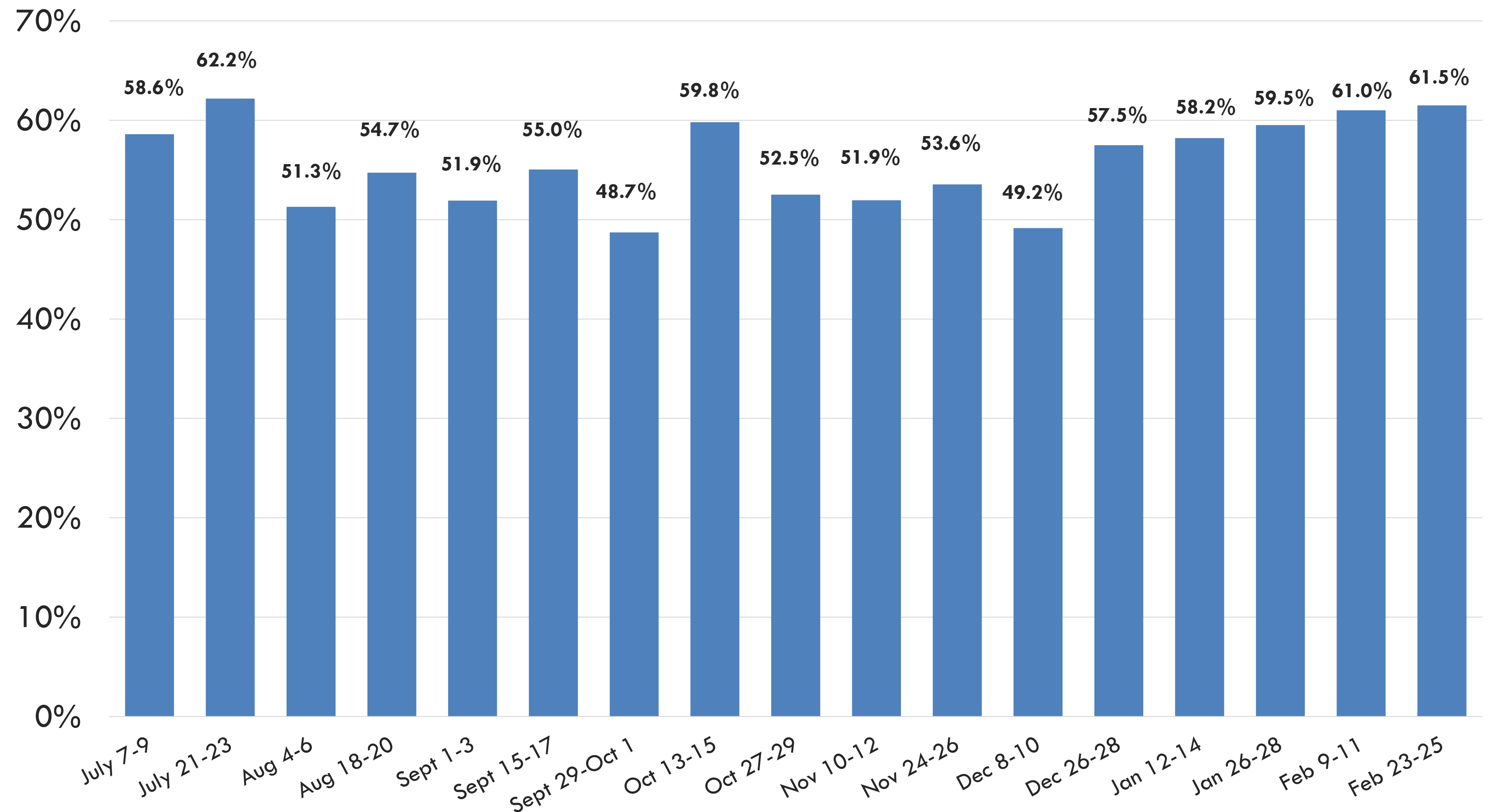


# TRAVEL AS A BUDGET PRIORITY

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

Leisure travel will be a(n) \_\_\_\_\_.

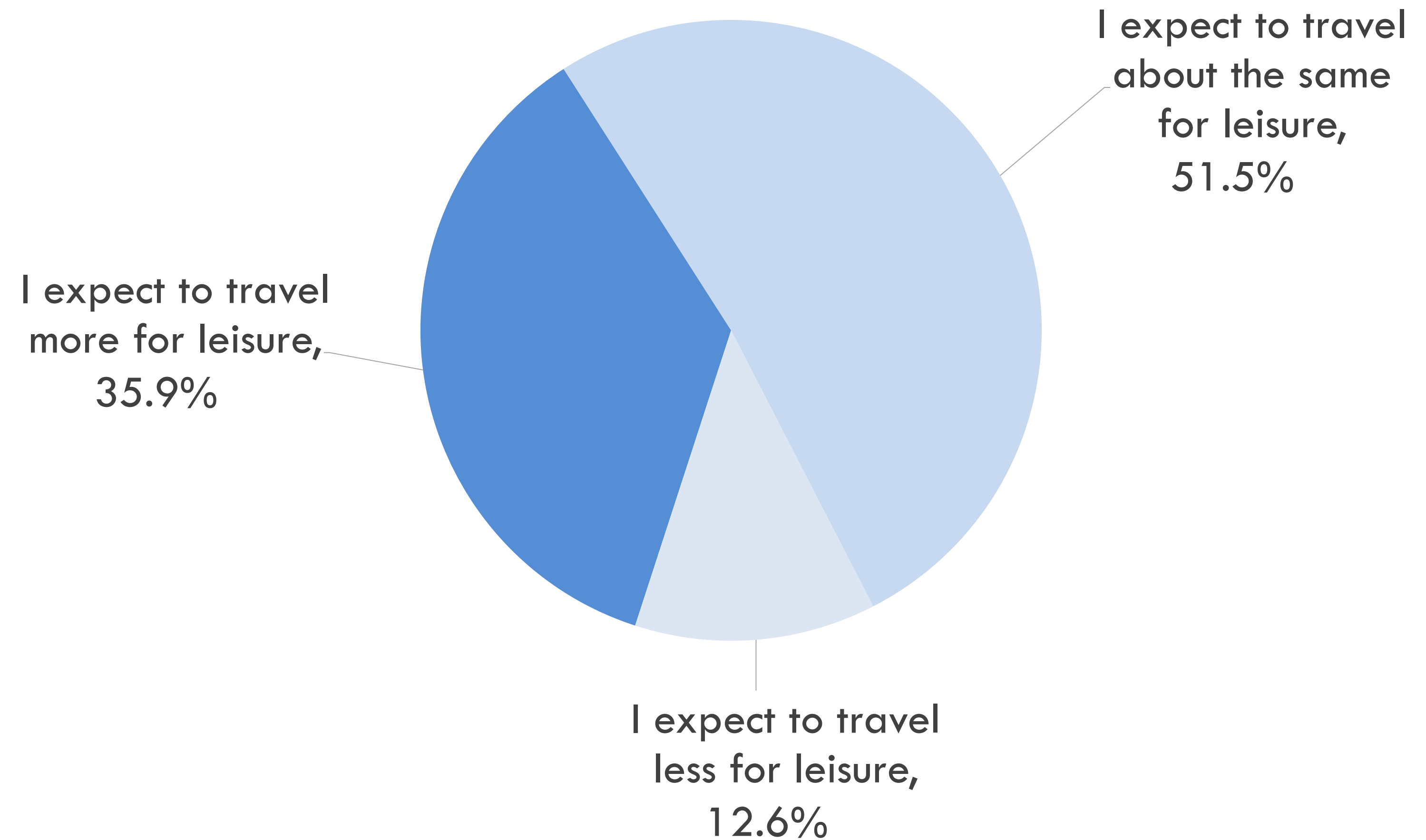
**% Somewhat High, High or Extremely High Priority**



# EXPECTATIONS FOR TRAVEL (NEXT 12 MONTHS)

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

*(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)*

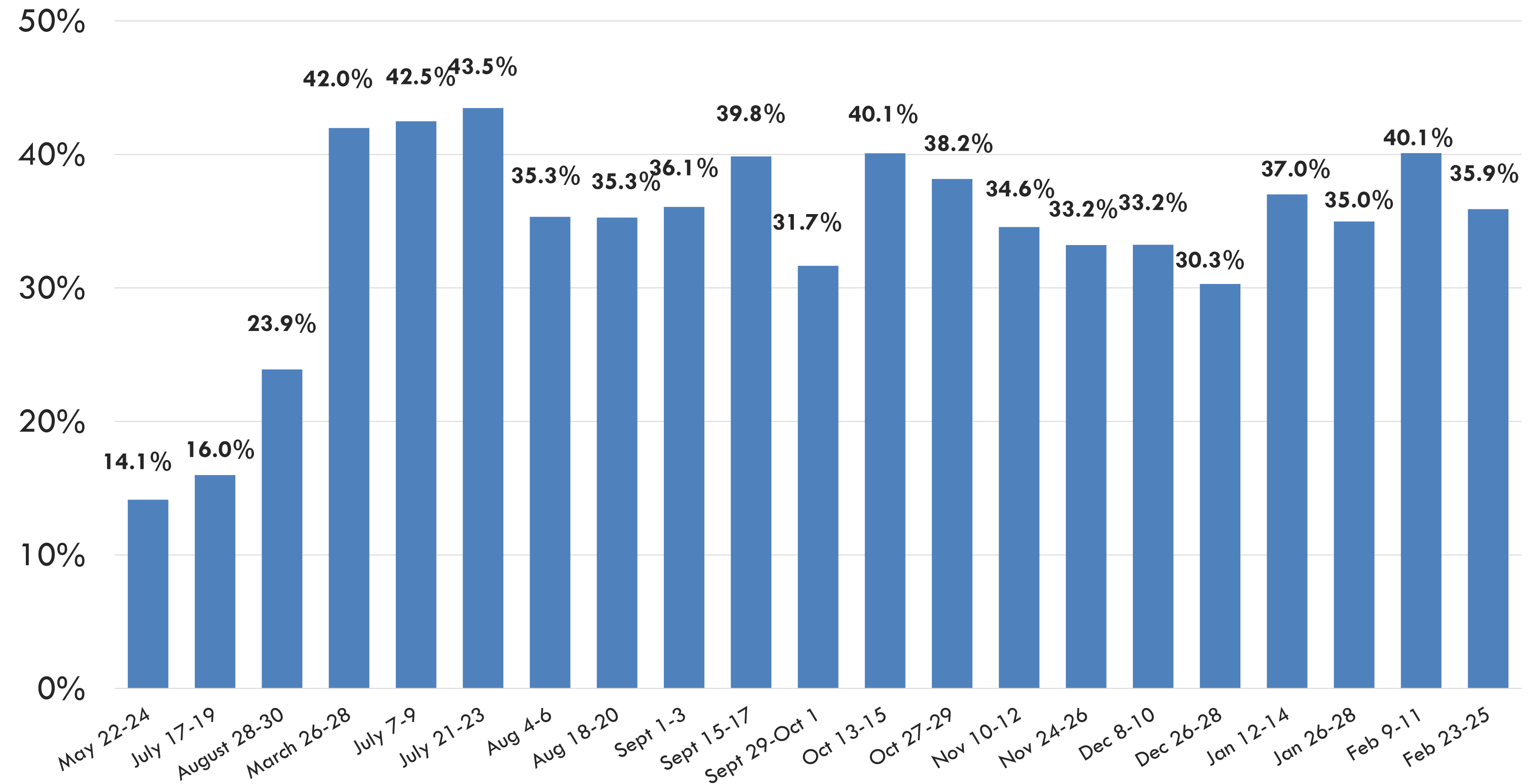




# EXPECTATIONS FOR TRAVEL (NEXT 12 MONTHS)

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

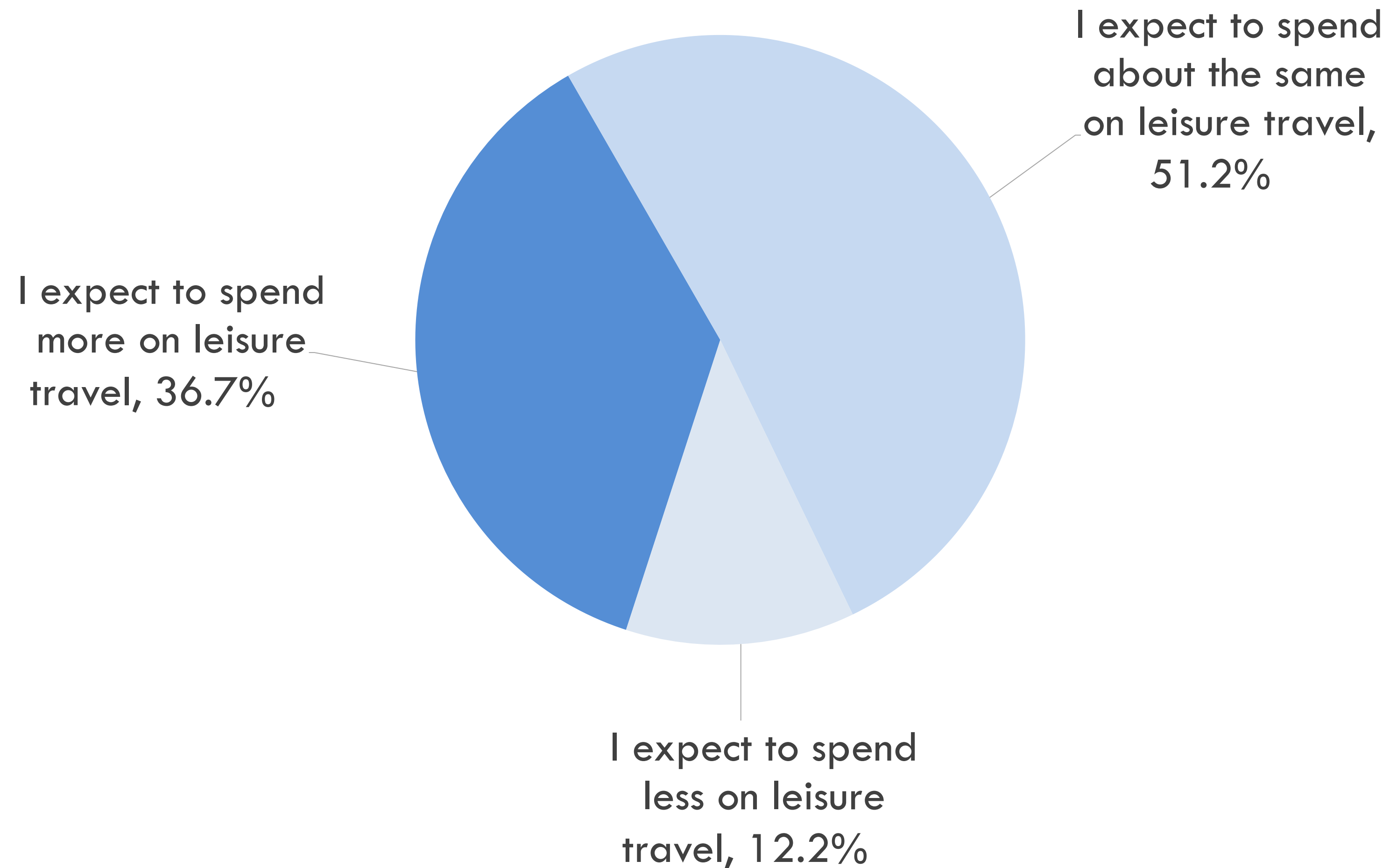
**% Expecting to Take More Trips**



# EXPECTATIONS FOR TRAVEL SPENDING (NEXT 12 MONTHS)

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

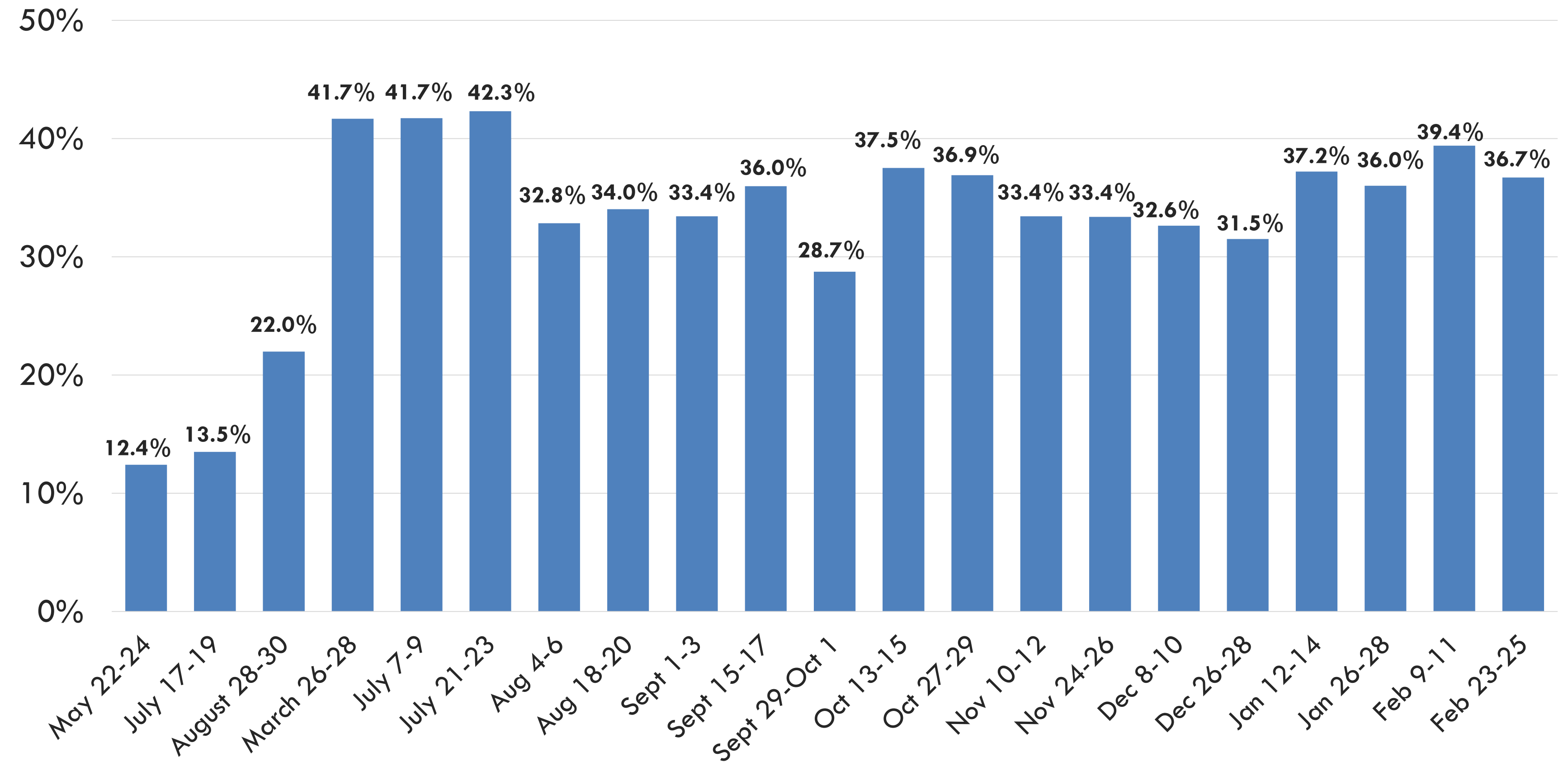
*(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)*



# EXPECTATIONS FOR TRAVEL SPENDING (NEXT 12 MONTHS)

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

## % Expecting to Spend More

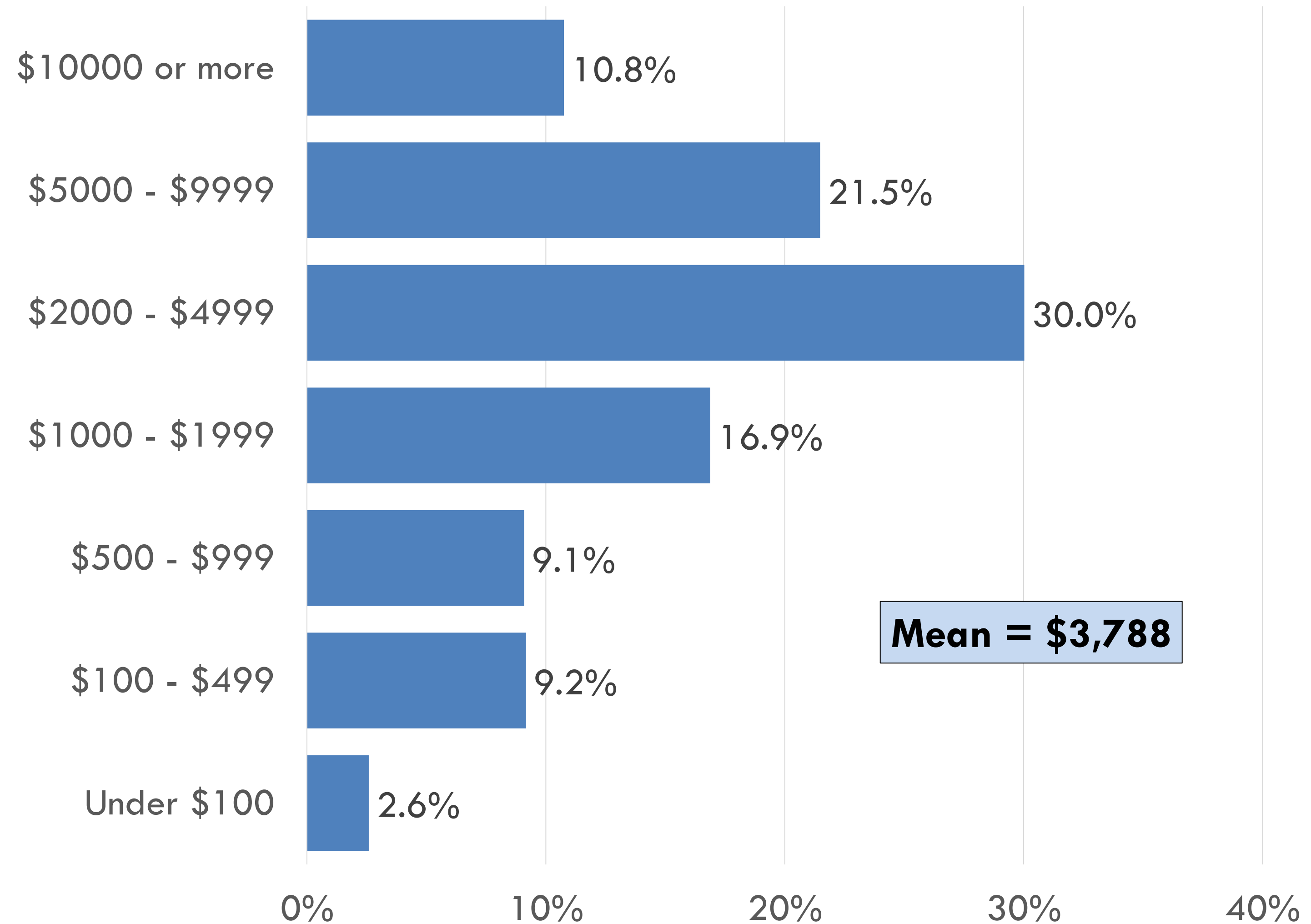


# MAXIMUM TRAVEL SPENDING: NEXT 12 MONTHS

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

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

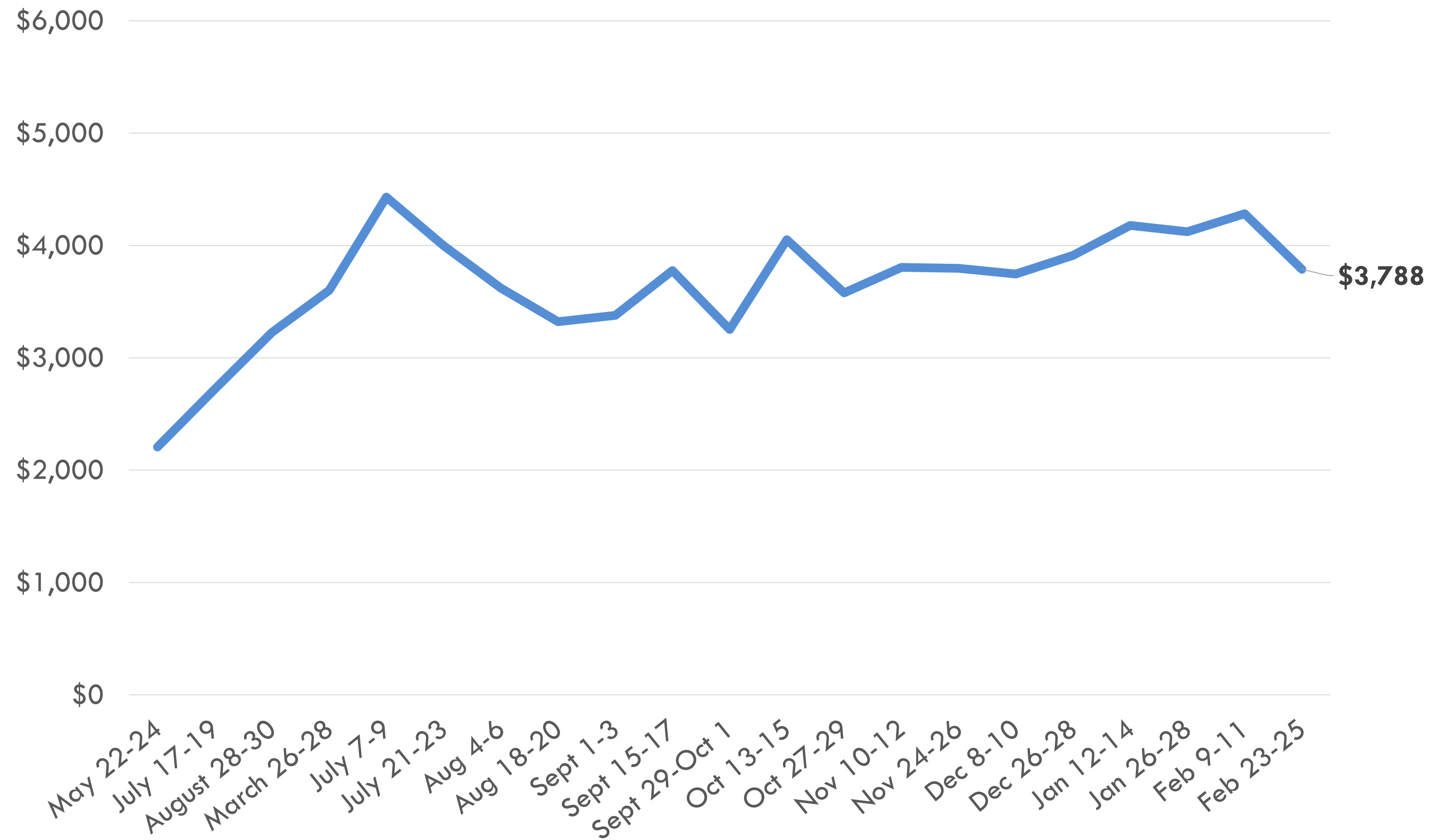
(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)



# MAXIMUM TRAVEL SPENDING: NEXT 12 MONTHS

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

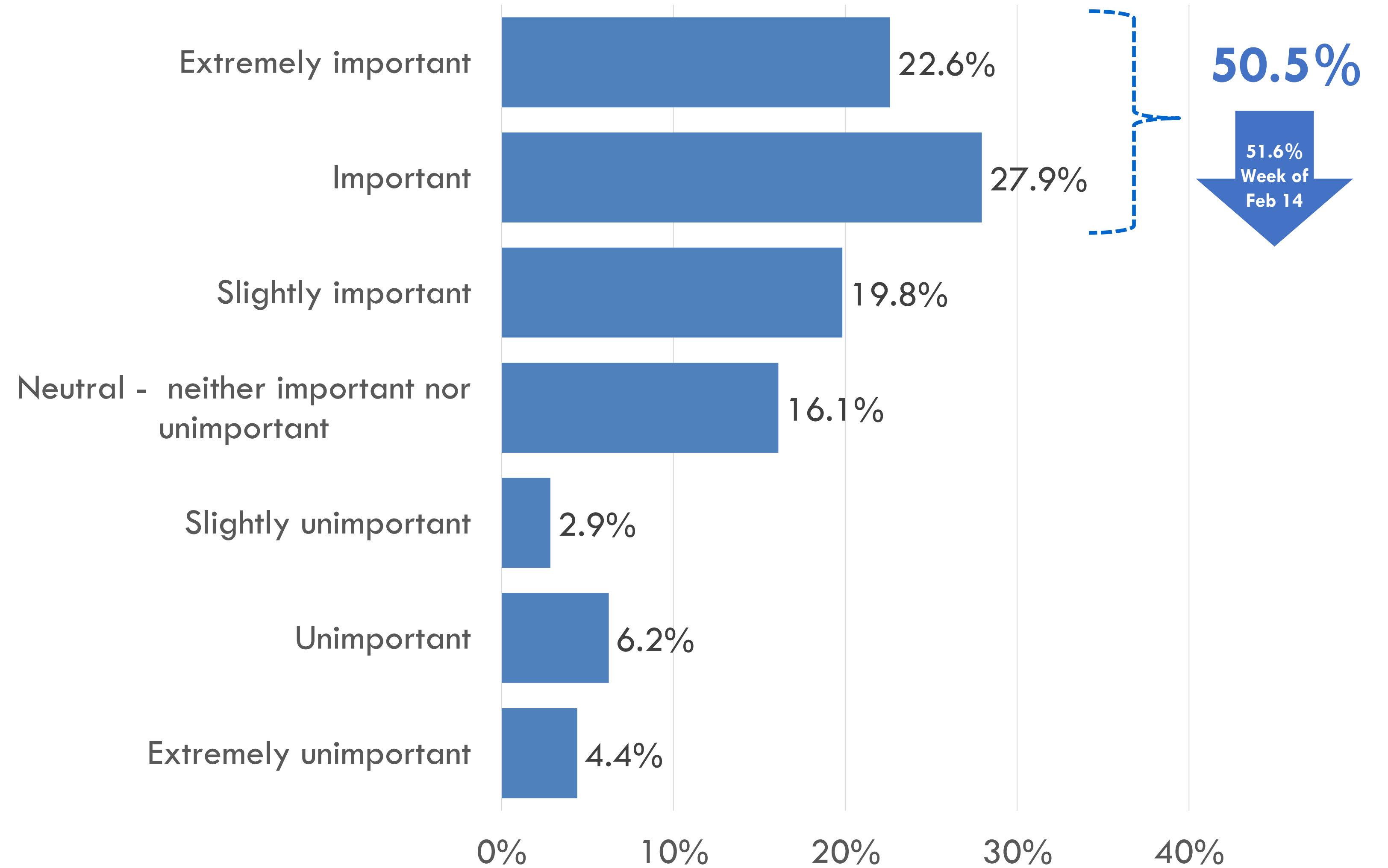
Maximum I would spend on leisure travel (next 12 months):  
\_\_\_\_\_



# IMPORTANCE OF TRAVEL REWARDS PROGRAMS

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

*(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)*

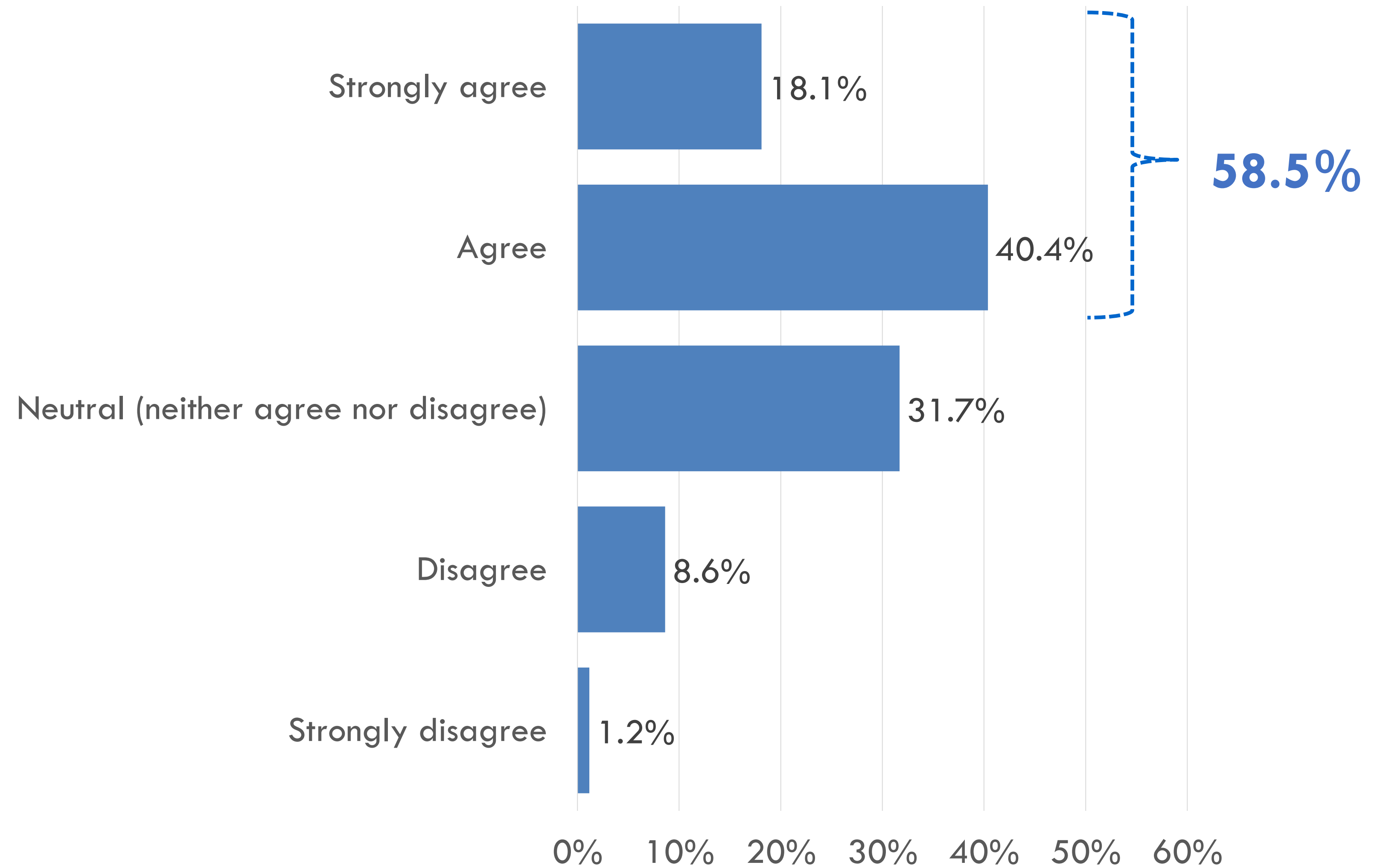


# TRAVEL PRICES ARE TOO HIGH

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

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

*(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)*

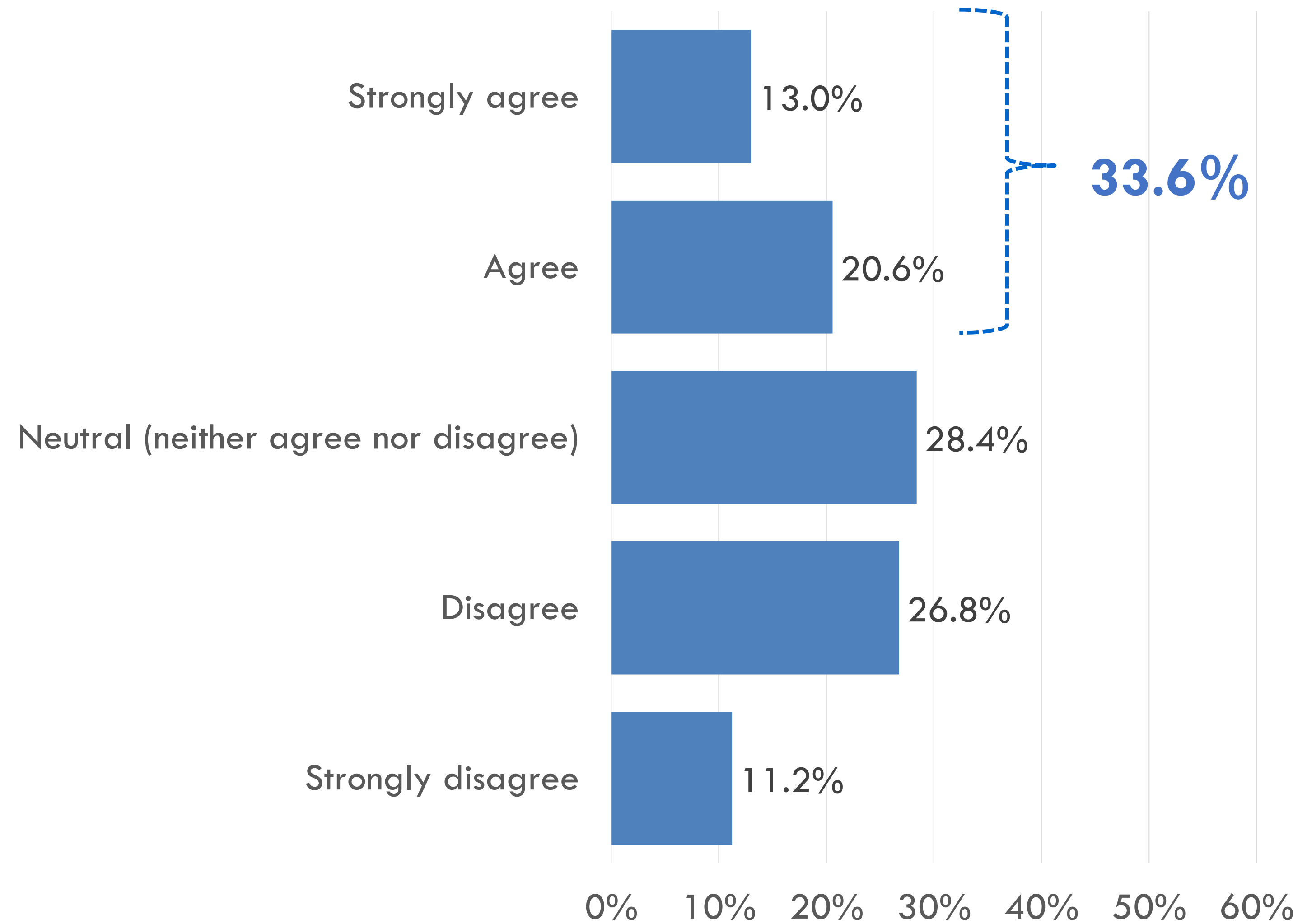


# TRAVEL PRICES AS AN IMPEDIMENT TO TRAVEL

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

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

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)





# ACCESSING DATA IN THE ONLINE DASHBOARD

08:54:30  
VOICE FEED: NETWORK: 12.38.73

Evolution:

Actual vs Target

SECURITY

PROFILE:

PROJECT:

MISSION

ADDRESS:

Market Share

KPI: Product

FRONT-CAMERA-IP: 143.453.00

01:43:55

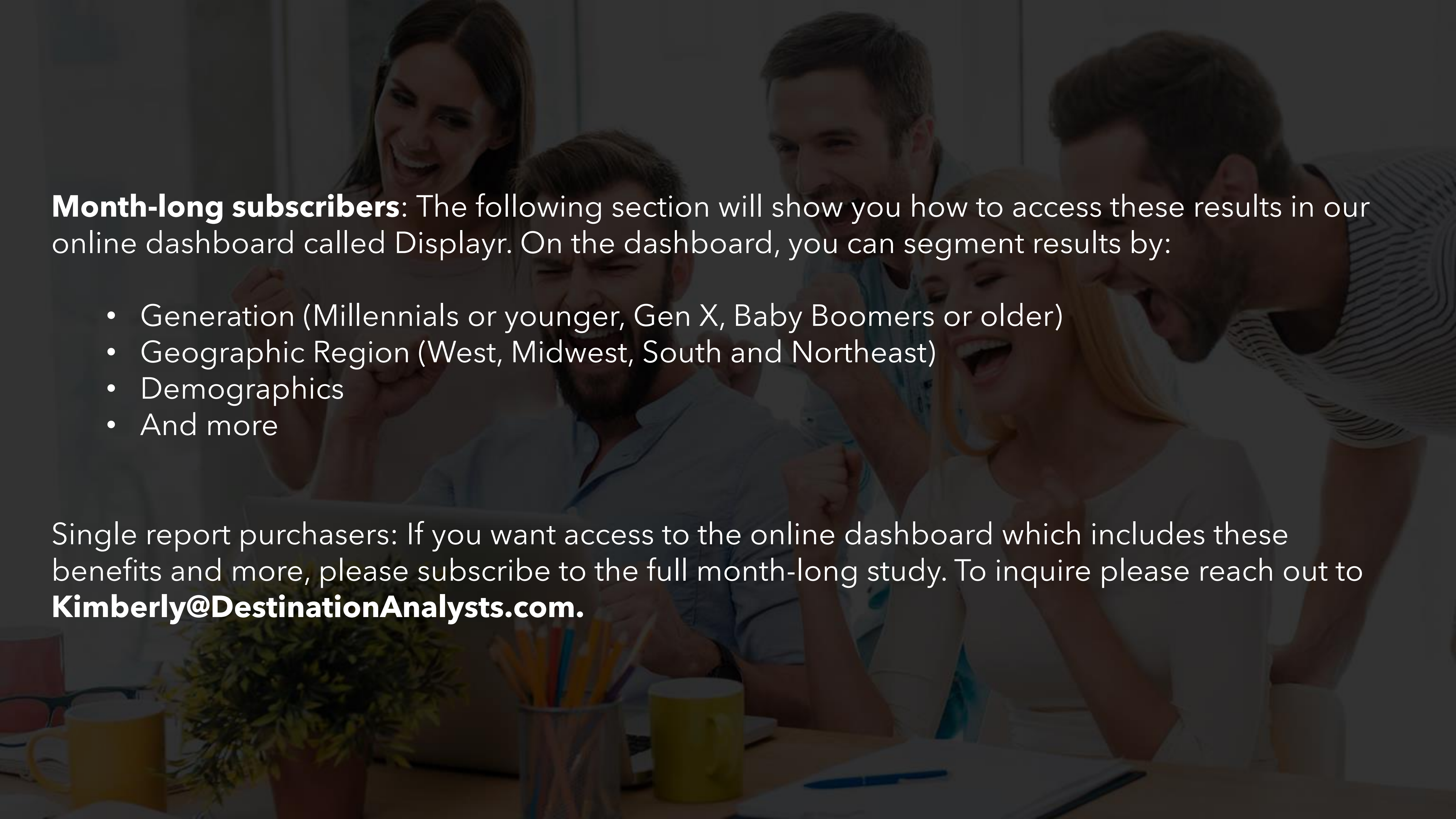
Customers Satisfaction

TIME-DATE 00:38:29

CONTROL-AREA



PLAYBACK



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

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

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

# HOW TO USE DISPLYR

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



60%

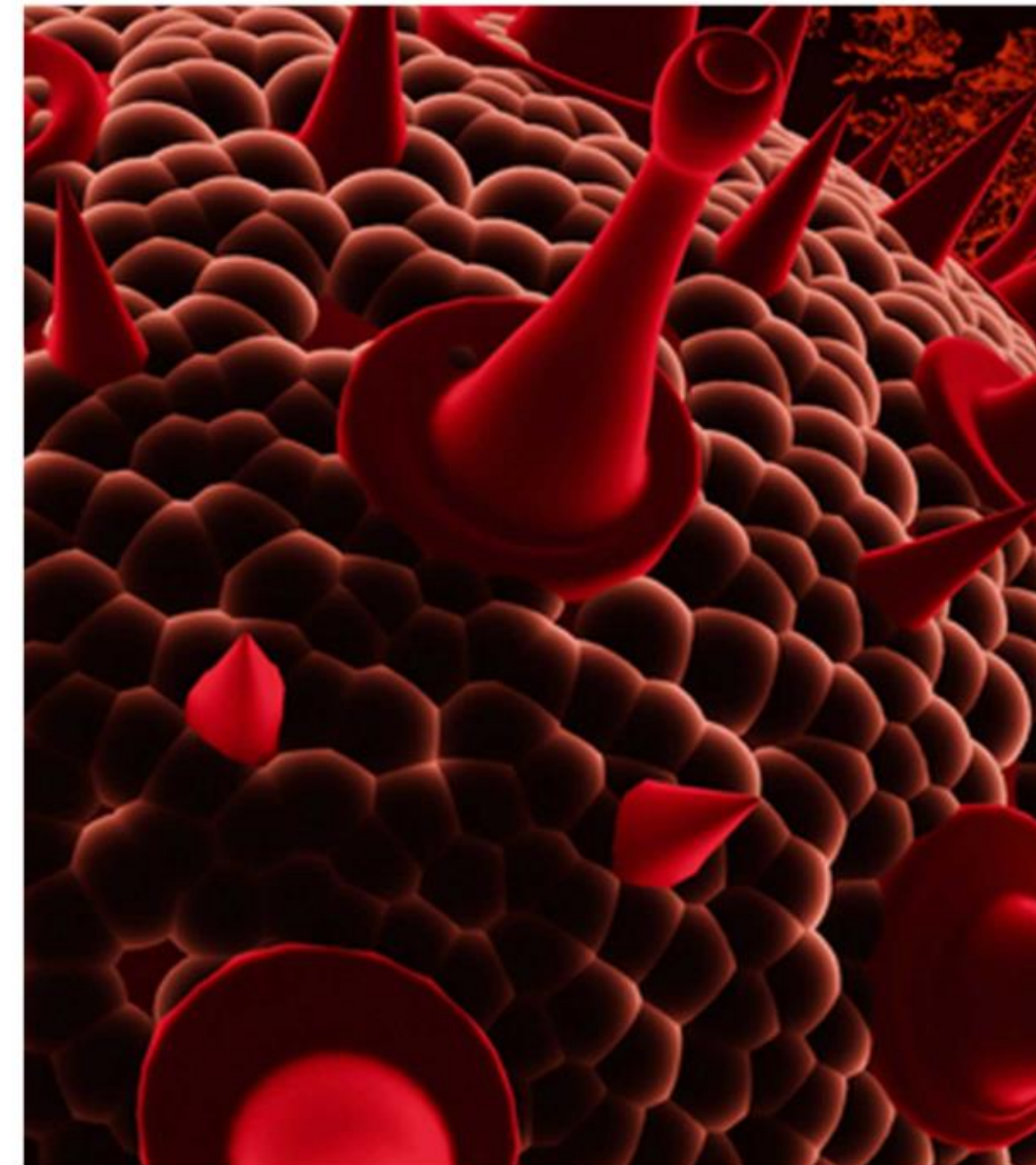
CTMX	0.45	▲	+0.45%
FTR	-0.23	▼	-2.34%
CSCO	-1.01	▼	-1.89%
CHK	0.02	▲	+0.21%
AAPL	+2.58	▲	+3.05%
PRTG	-0.14	▼	-1.42%
AMZN	-0.73	▼	-0.90%
TSLA	+1.08	▲	+5.12%
AVGO	-0.87	▼	-3.88%
SIRI	-0.65	▼	-1.37%

# NAVIGATING THE DASHBOARD:

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

## Coronavirus Travel Sentiment Index Report

- Project Overview
- Topline Findings
- Traveler Perceptions and Expectations



Coronavirus Travel Sentiment Index Report

Online Dashboard

Last Updated: 3/16/2020

Research prepared by:

Destination  Analysts

Search...

Filters ▾ Export ▾ ?

-  + 65%

# NAVIGATING THE REPORT:

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

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

## Coronavirus Travel Sentiment Index Report

Filters ▾ Export ▾ ?  -  %

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



# FILTERING THE REPORT:

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



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

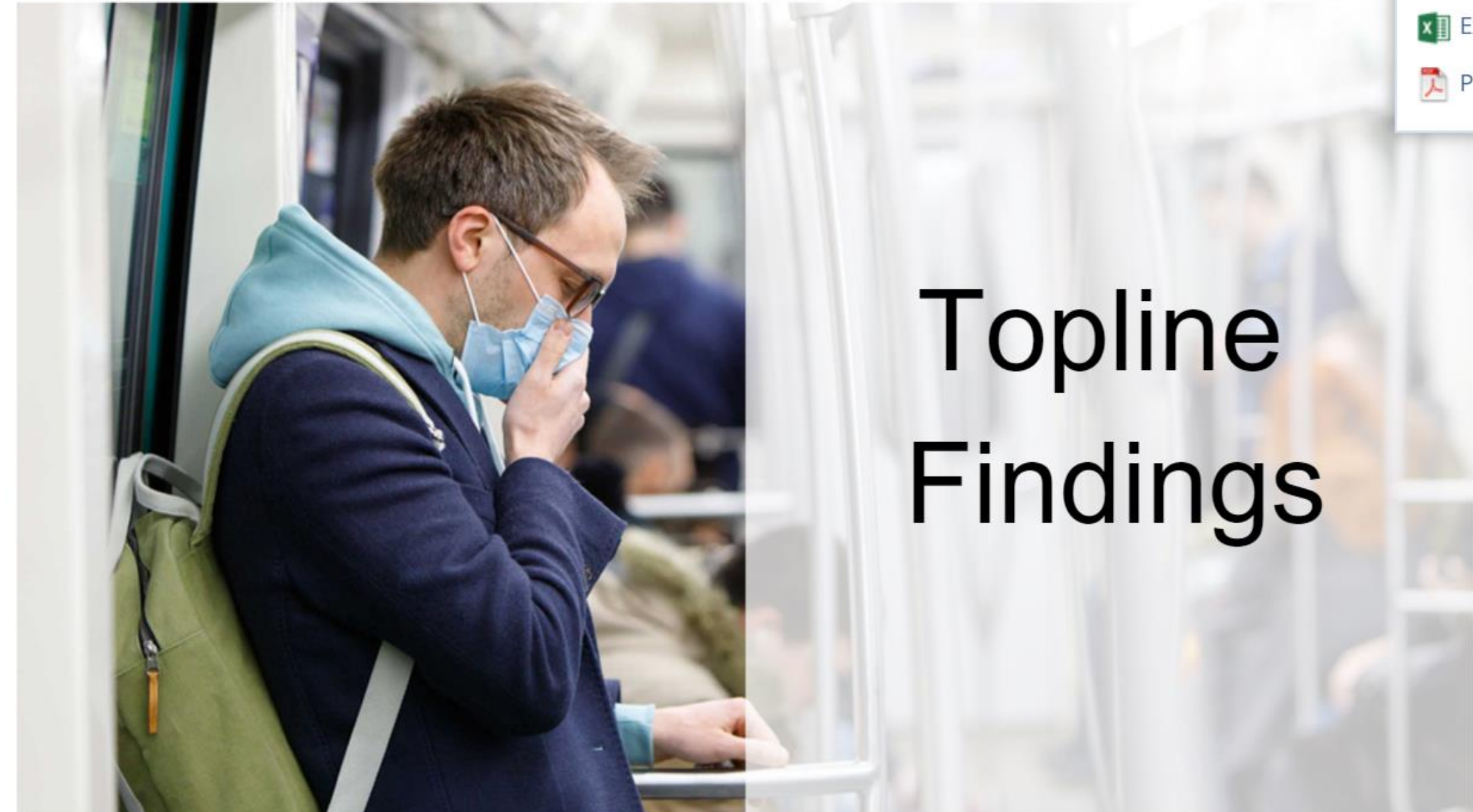
# EXPORTING THE DATA:

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

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

## Coronavirus Travel Sentiment Index Report

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



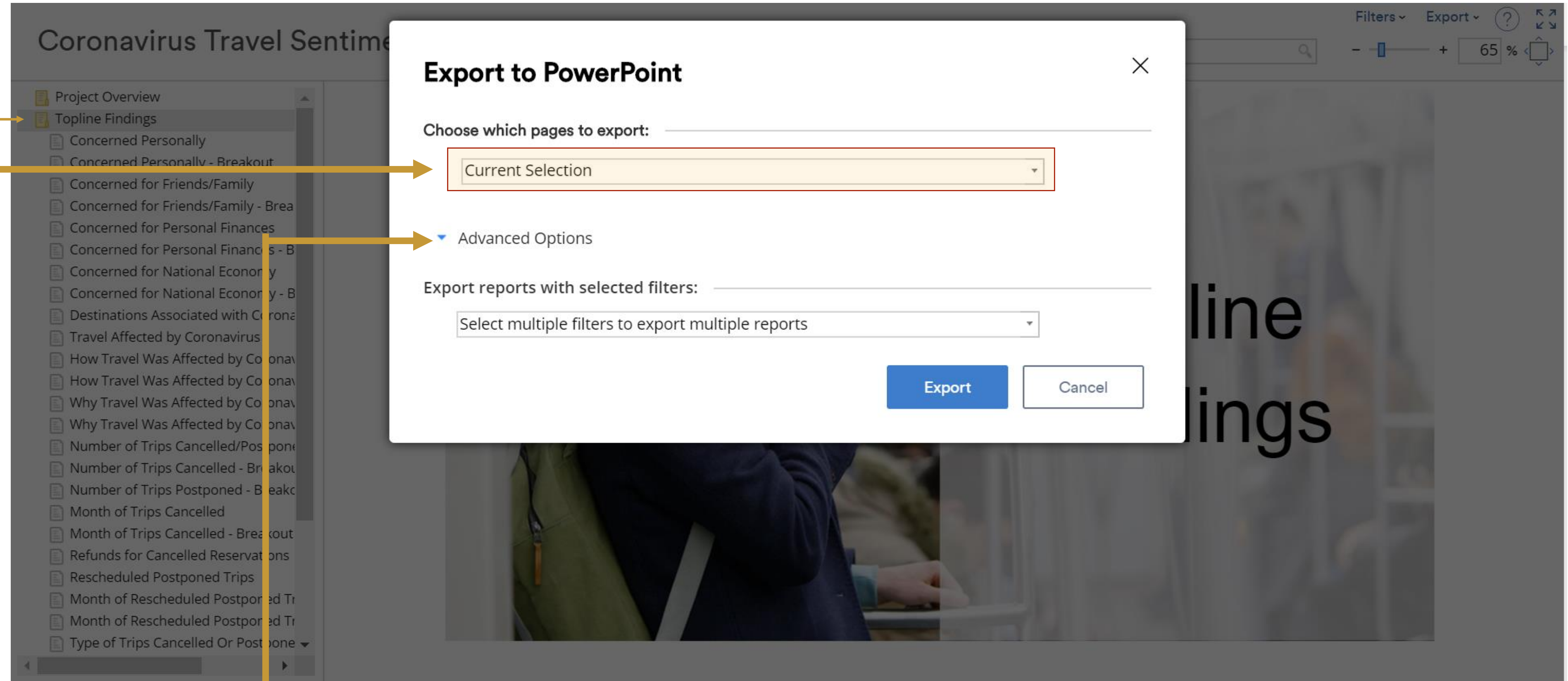
Topline Findings

# EXPORTING THE DATA:

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

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

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



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



# NEED MORE HELP?

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

**Chingun Ganzorig**

**Research Manager**

**[Chingun@DestinationAnalysts.com](mailto: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](mailto:info@destinationanalysts.com)

