

DESTINATION ANALYSTS' CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

KEY FINDINGS—WEEK OF APRIL 13TH, 2020



IMPORTANT

The data and findings presented here are from our **independent research**, which is unique in that it is not sponsored, conducted or influenced by any advertising or marketing agency. This means that you can trust that it is not serving any agenda other than to provide you **reliable information** upon which to base decisions for your organization's or tourism community's future.

Please consider purchasing, subscribing or donating to support this research
<https://destination-analysts-coronavirus-travel-sentiment-index-report.square.site/>

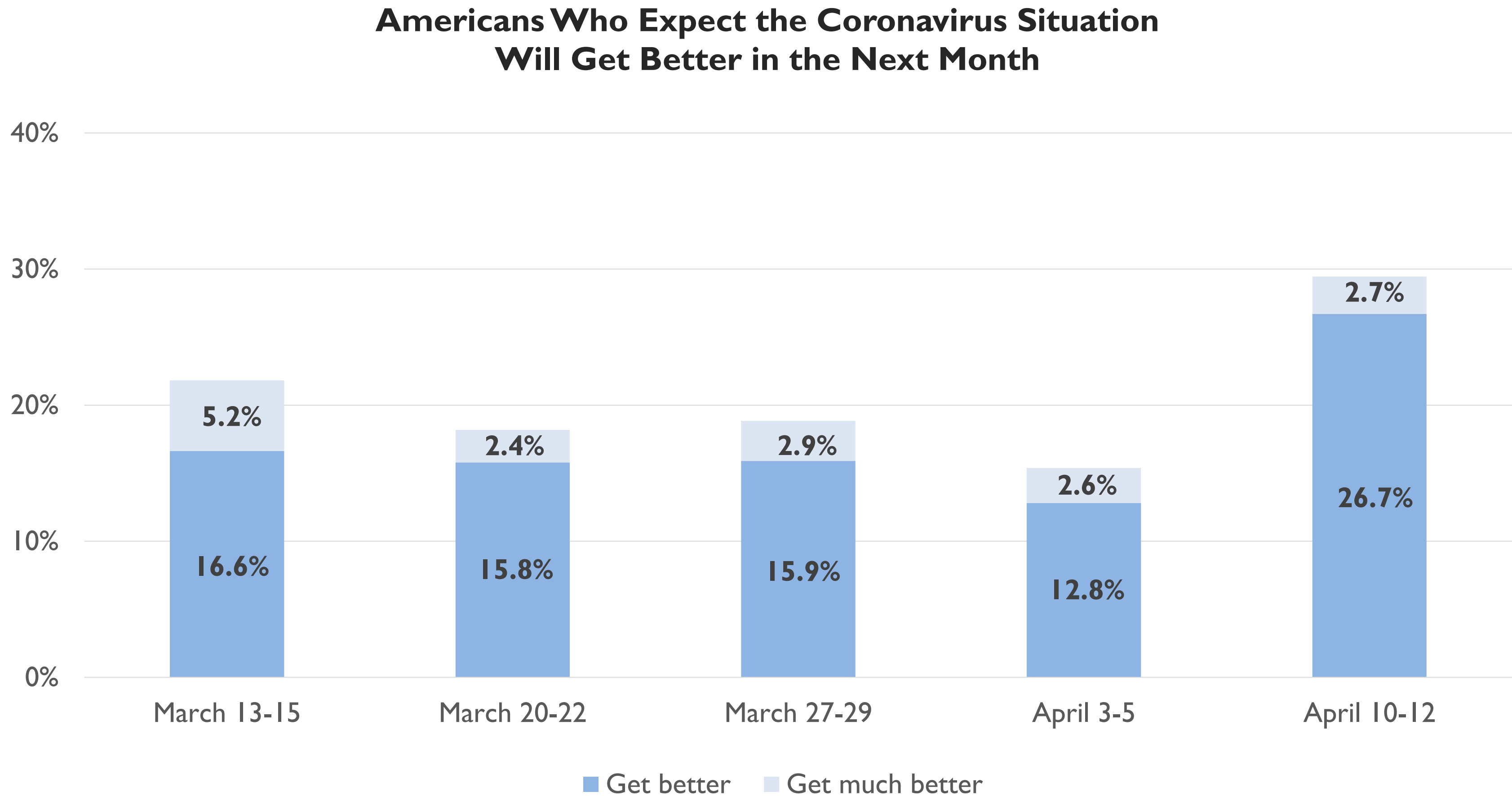
THANK YOU IN ADVANCE

Key Findings for the Week of April 13th

Please cite Destination Analysts when using or distributing this data

Expectations for Coronavirus Outbreak

The percent feeling the coronavirus situation in the United States will get better in the next month nearly doubled to 29.5% from 15.4%.

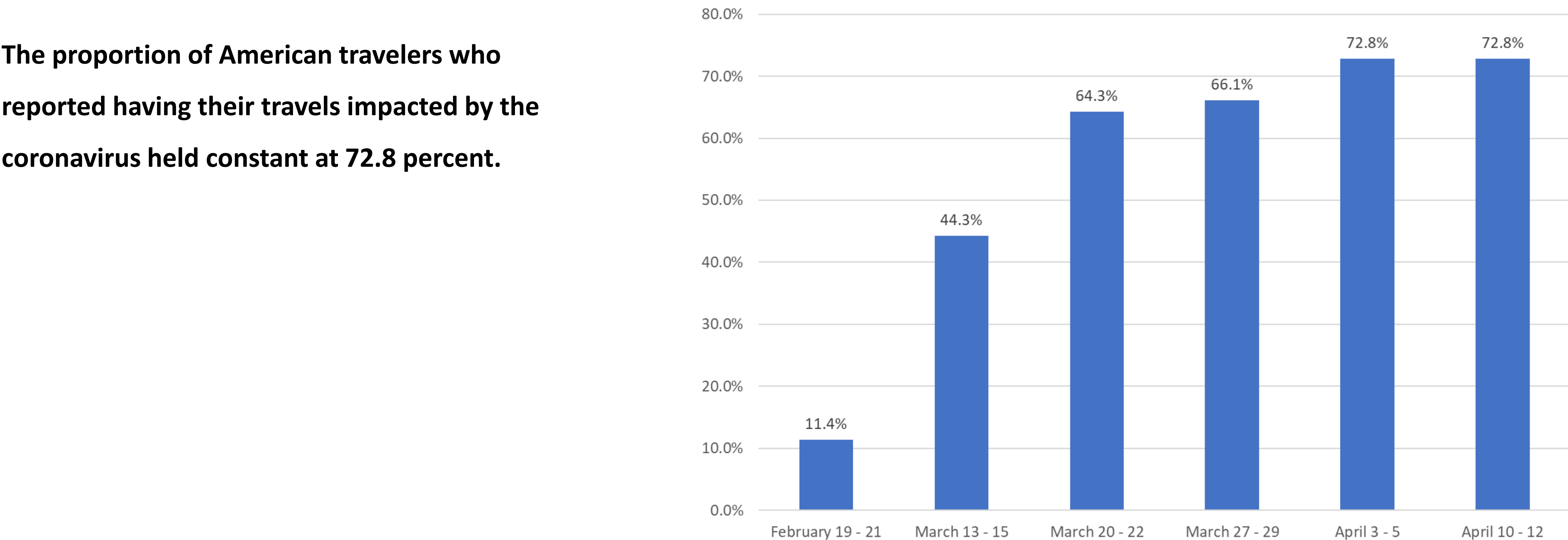


Question: In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change? (Select one)
In the next month the coronavirus situation will _____

(Base: All respondents, 1,201, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12, 2020)

Impact of the Coronavirus on Travel

The proportion of American travelers who reported having their travels impacted by the coronavirus held constant at 72.8 percent.



Question: Has the current coronavirus situation affected your travel in any way? (Please consider all your travel--leisure, business, group meeting, etc.)

(Base: All respondents, 1,201, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12)

How Will Americans Get Back into Travel?

While nearly 70 percent continue to say they miss travel, few will jump right back in when the coronavirus situation has passed. Nine in ten American travelers say they will approach travel carefully with at least some trepidation.



47.0%

I'll get back in but carefully

In the period after coronavirus, how are you going to approach getting back into travel?



39.9%

I'll test the waters first



13.1%

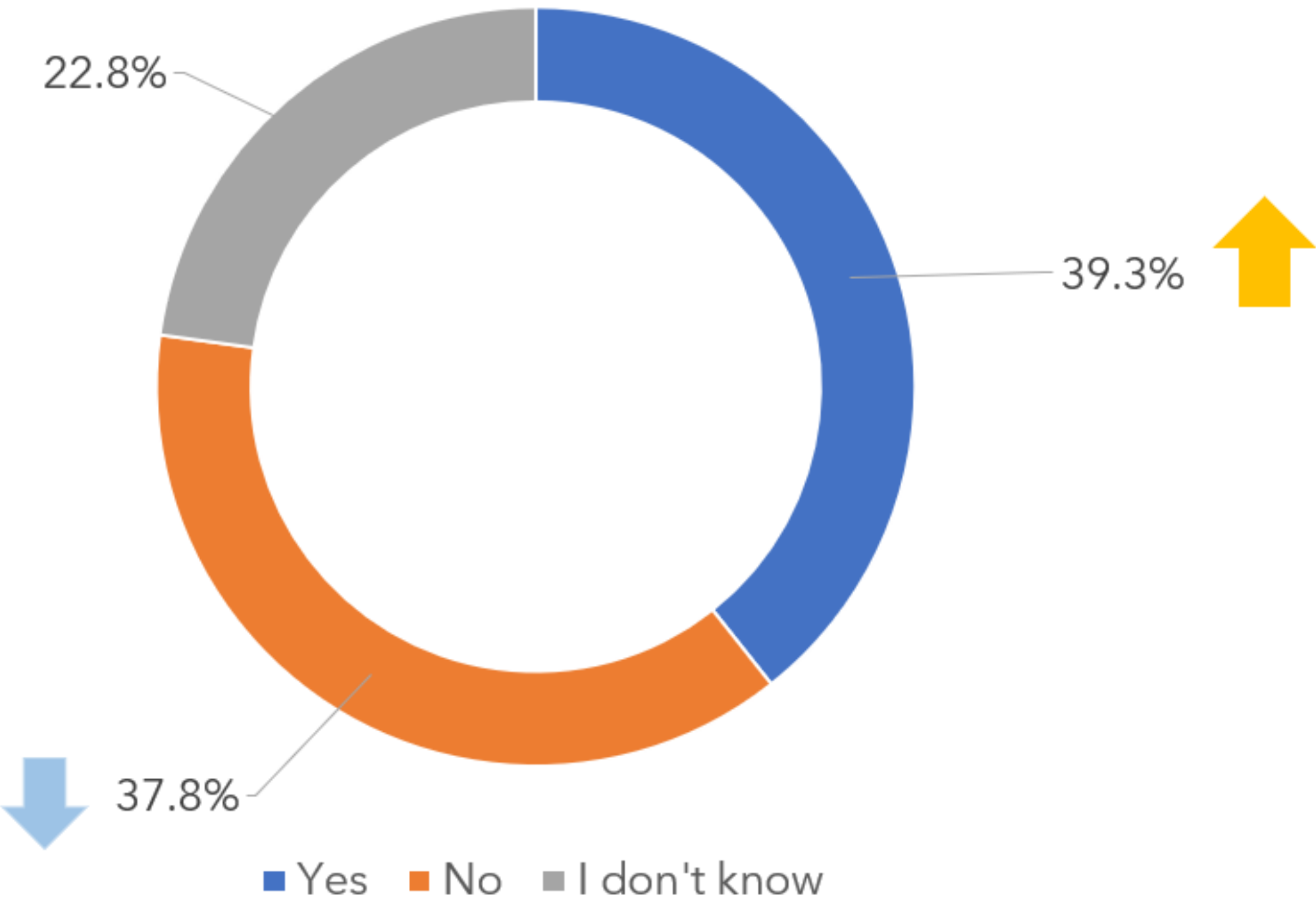
I'll jump right back in

(Base: All respondents, 1,263 completed surveys. Data collected April 10-12, 2020)

Changing the Types of Destinations Americans Choose to Visit

It will not be a simple return to pre-pandemic sentiments and behaviors: Now, nearly 40 percent of American travelers say they will change the types of destinations they choose to visit when they begin traveling again—this is up nearly 10 percentage points from just one week ago.

Changing the Types of Destinations They Choose to Visit

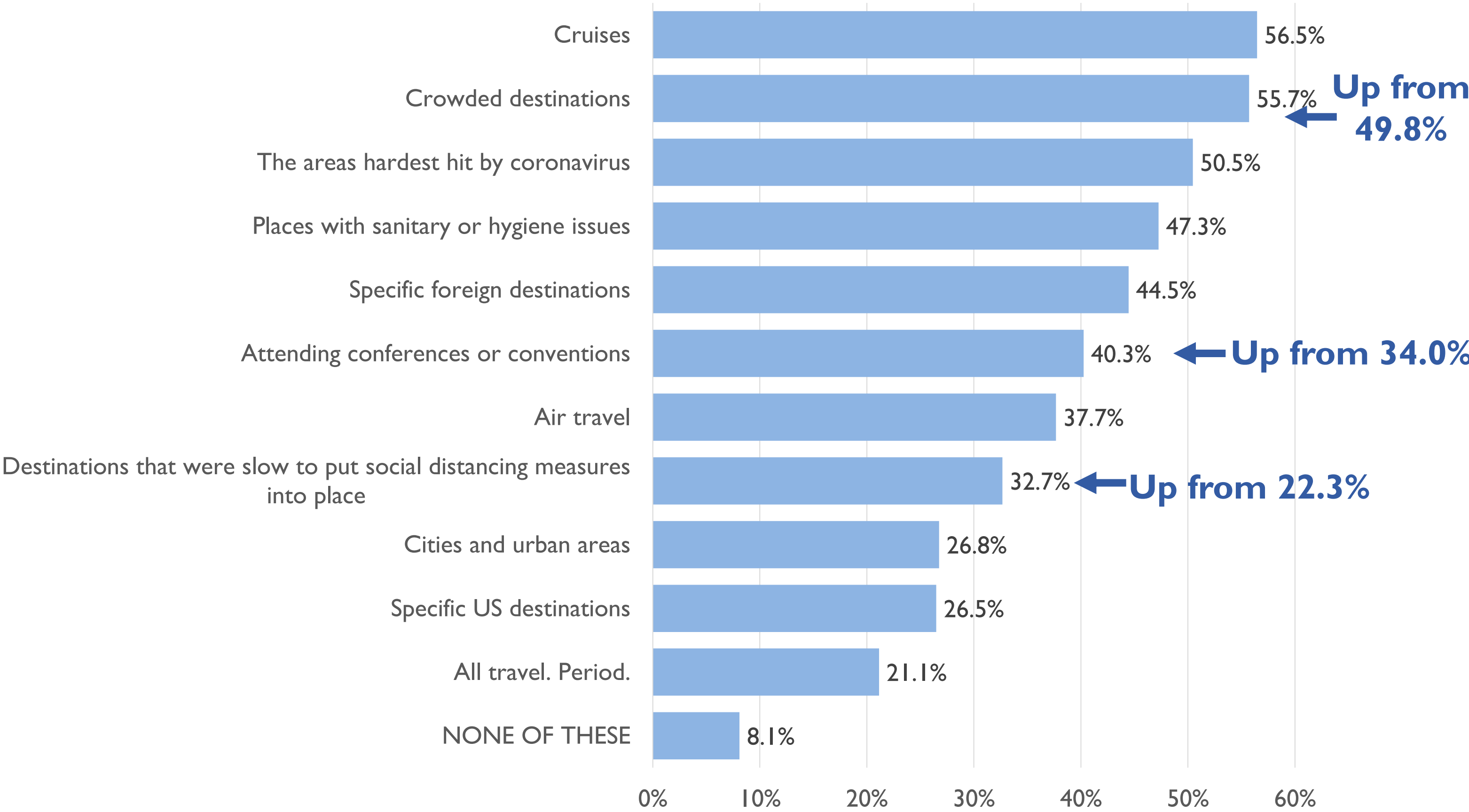


Question: When the coronavirus situation is resolved, do you expect that you will change the types of travel destinations you choose to visit? (Please think about changes you might make in the SIX (6) MONTH period after the coronavirus situation is resolved)

(Base: All respondents, 1,263 completed surveys. Data collected April 10-12, 2020)

Changes in Travel after the Coronavirus Crisis

American travelers increasingly say they will be avoiding crowds—including conferences/conventions—destinations hardest hit by coronavirus, and destinations slow to put social distancing measures in place.

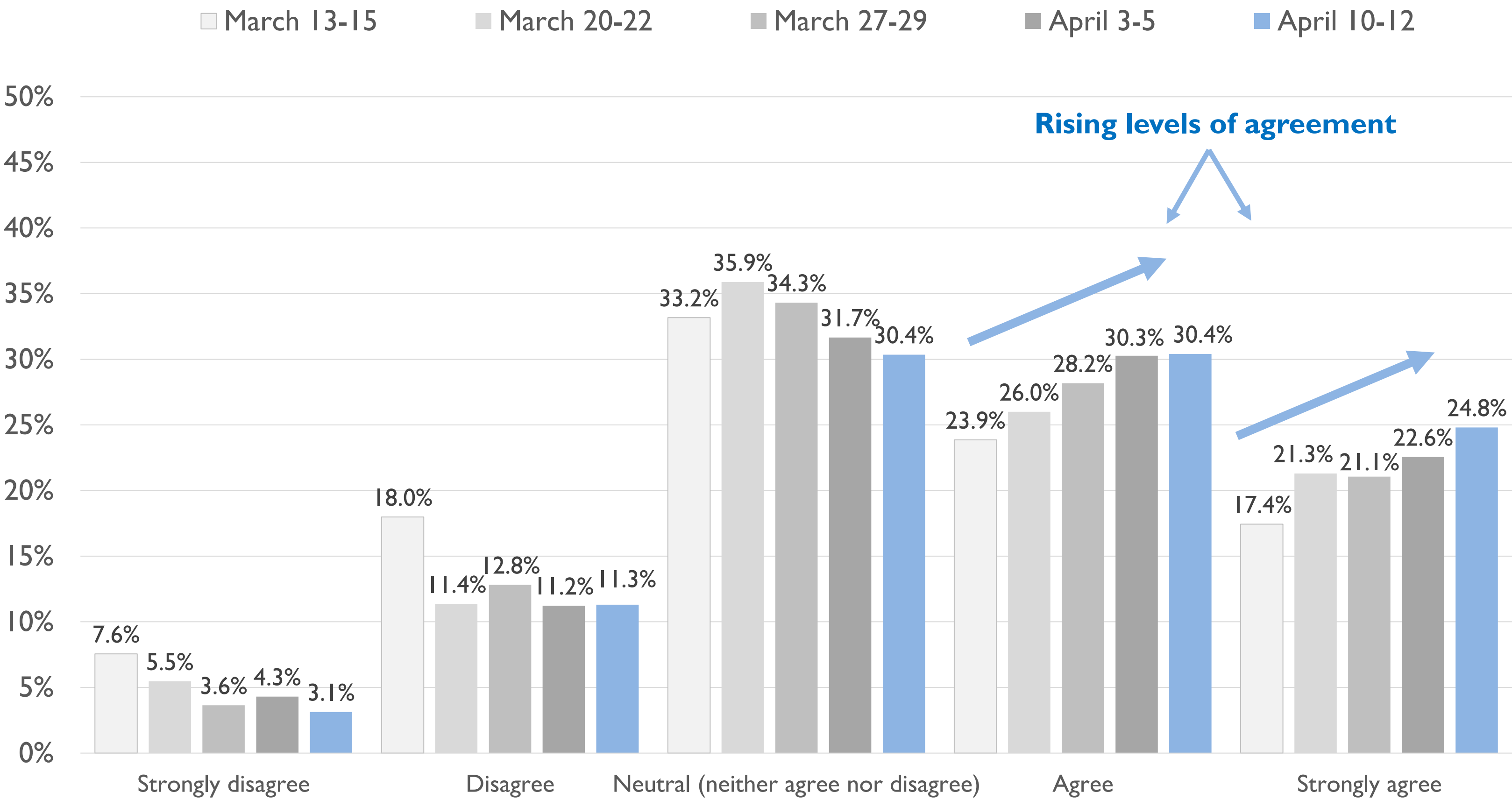


Question: Do you expect that you will avoid any of the following in the SIX (6) MONTH period immediately after the coronavirus situation is resolved? (Select all that would complete the following sentence for you) I will most likely avoid _____.

(Base: All respondents, 1,263 completed surveys. Data collected April 10-12, 2020)

Staycations as a Replacement for Vacations

On a continual rise: the number agreeing they will take a staycation this summer (55.2%, up from 41.3% one month ago).

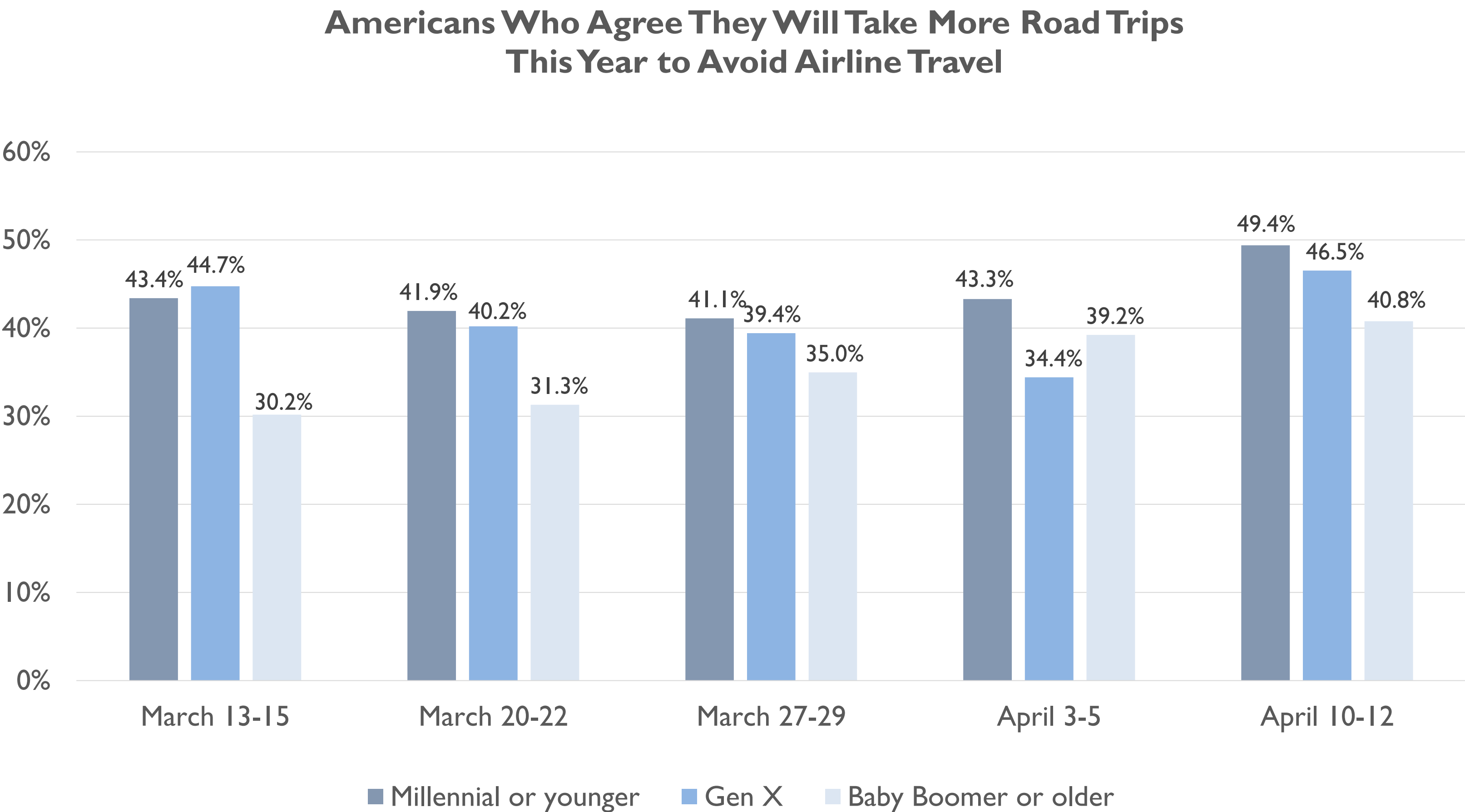


Question: How much do you agree with the following statement?
Statement: Because of the coronavirus, I'll probably take a staycation(s) this summer rather than a vacation(s).

(Base: All respondents, 1,201, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12, 2020)

Replacing Air Travel With Road Trips

Also on a continual rise: the number of younger travelers who say they will take more road trips to avoid airline travel (49.4% from 43.4% one month ago).

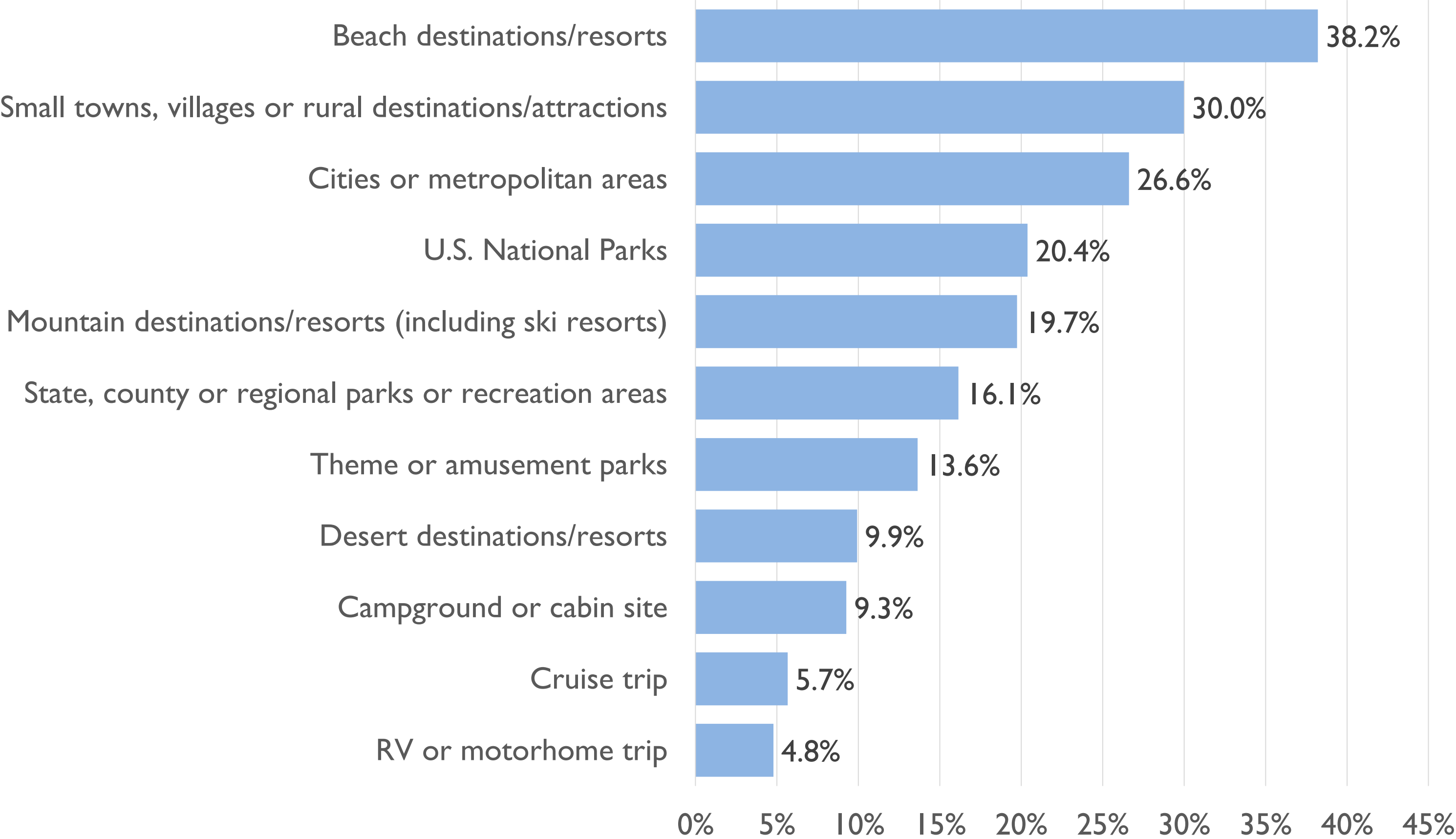


Question: How much do you agree with the following statement?
Statement: Because of the coronavirus, I'll probably be taking more road trips this year to avoid airline travel.

(Base: All respondents, 1,201, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12, 2020)

First Trip After the Pandemic

When asked the place they will visit on their first post-pandemic trip, beach/resort destinations top the list (38.2%), followed by small towns/rural areas (30.0%) then cities (26.6%).

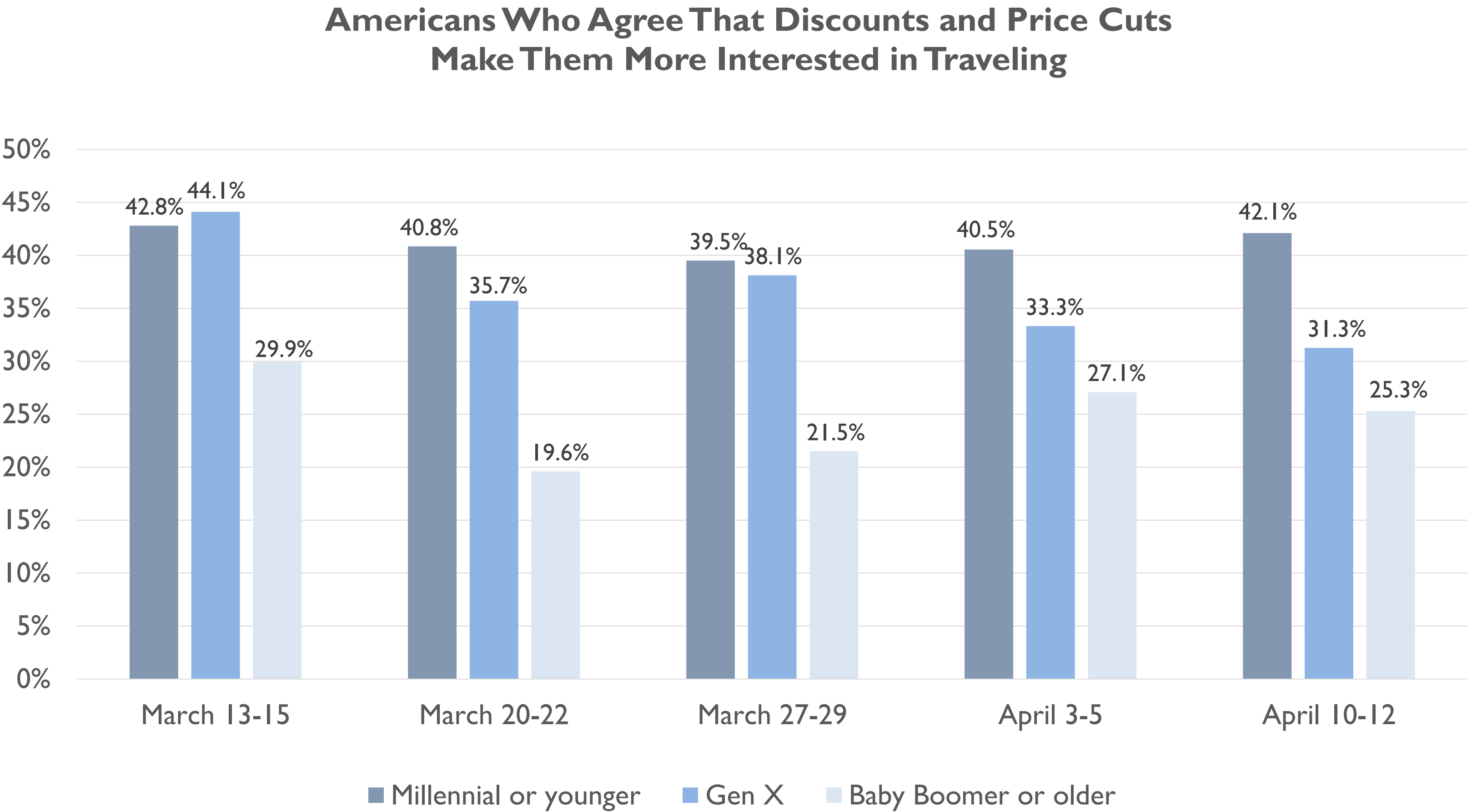


Question: Imagine it is sometime later when you’re first begin feeling it is safe to travel again for leisure. Which best describes the places you will visit on THE FIRST TRIP YOU WILL TAKE?

(Base: All respondents, 1,263 completed surveys. Data collected April 10-12, 2020)

Discounts and Price Cuts

If you are looking to discounts and deals as a strategy to attract travelers, this is likeliest to be most effective with younger travelers. This week, 42.1% of Millennial and GenZ travelers say price cutting and discounting makes them more interested in traveling in the next three months. In comparison just 31.3% of GenX and 25.3% of Boomers agreed.

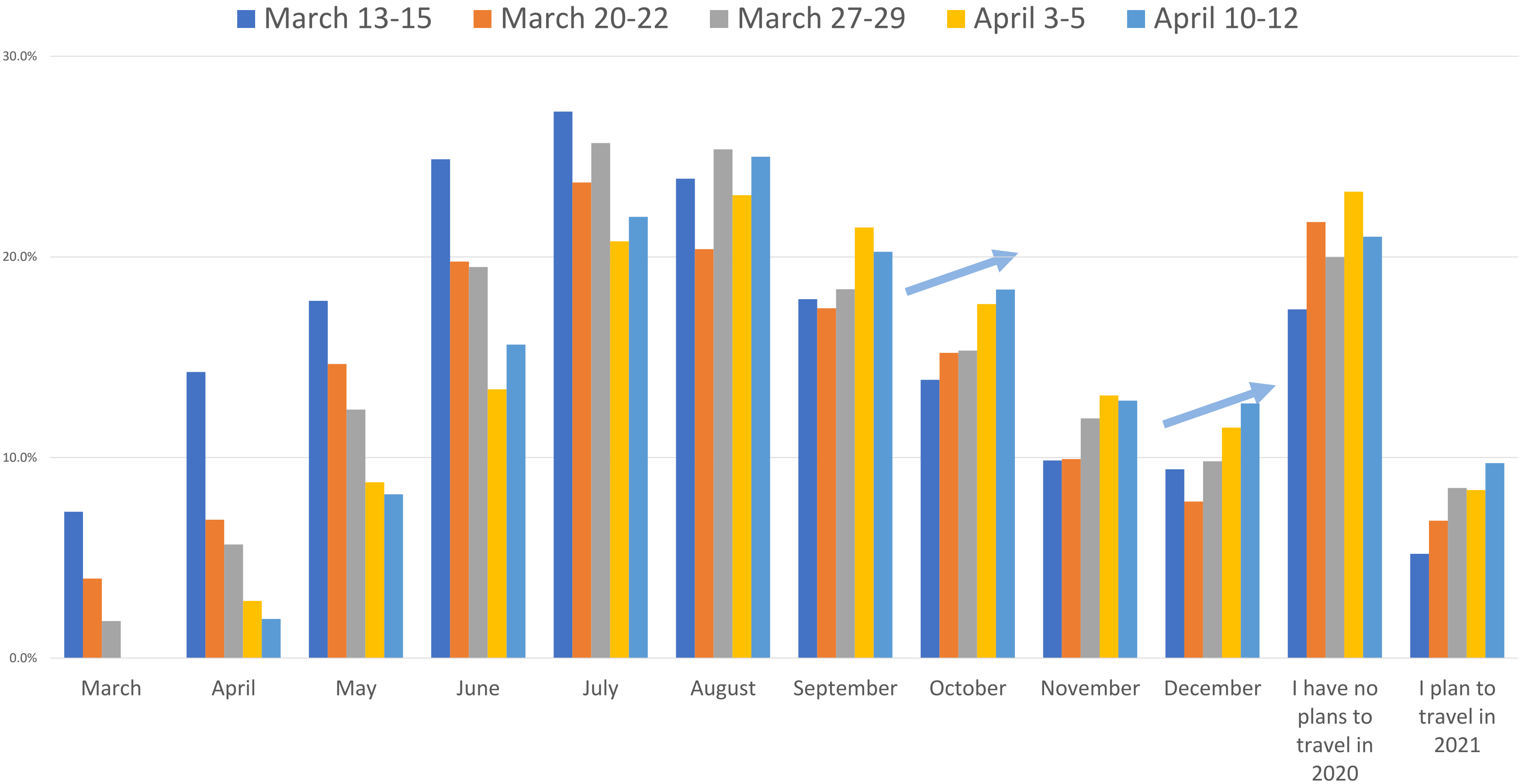


Question: How much do you agree with the following statement?
Statement: The coronavirus has led many travel providers to cut their prices. These discounts and price cuts (airline, hotel, etc.) make me more interested in traveling in the NEXT THREE (3) MONTHS.

(Base: All respondents, 1,201, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12, 2020)

Upcoming Travel Plans

While July and August are currently the months with the highest percentage of travelers saying they have trip plans, later months continue to show gains, including October and December.



Question: Even if only tentatively scheduled, in which months of this year do you currently plan to take any leisure trips?

(Base: All respondents, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 0-22, 27-29, April 3-5 and 10-12, 2020)



Questions?
Need More
Information?

We're here for you. Please email us at info@destinationanalysts.com.

Our full hub of insights is available at
<https://www.destinationanalysts.com/covid-19-insights/>