



Coronavirus Travel Sentiment Index

Presentation of Findings—Week of April 13th

Destination  Analysts



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
so much to our clients and partners who have

TODAY

Overview of Findings

Travel Marketing
Potential Influence Index

Hear from Real Travelers:
Panel Discussion

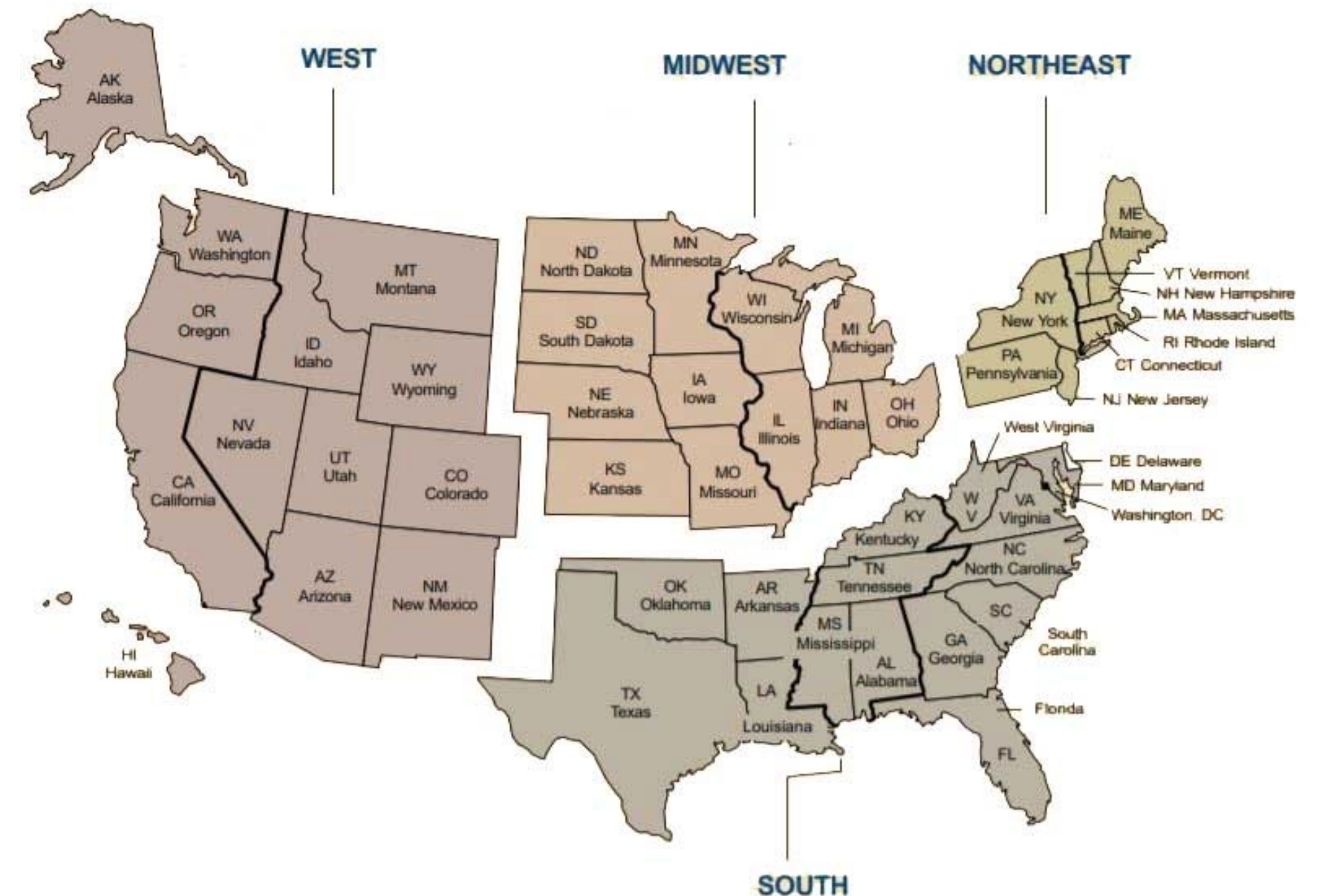
Questions + Answers



Project Overview & Methodology

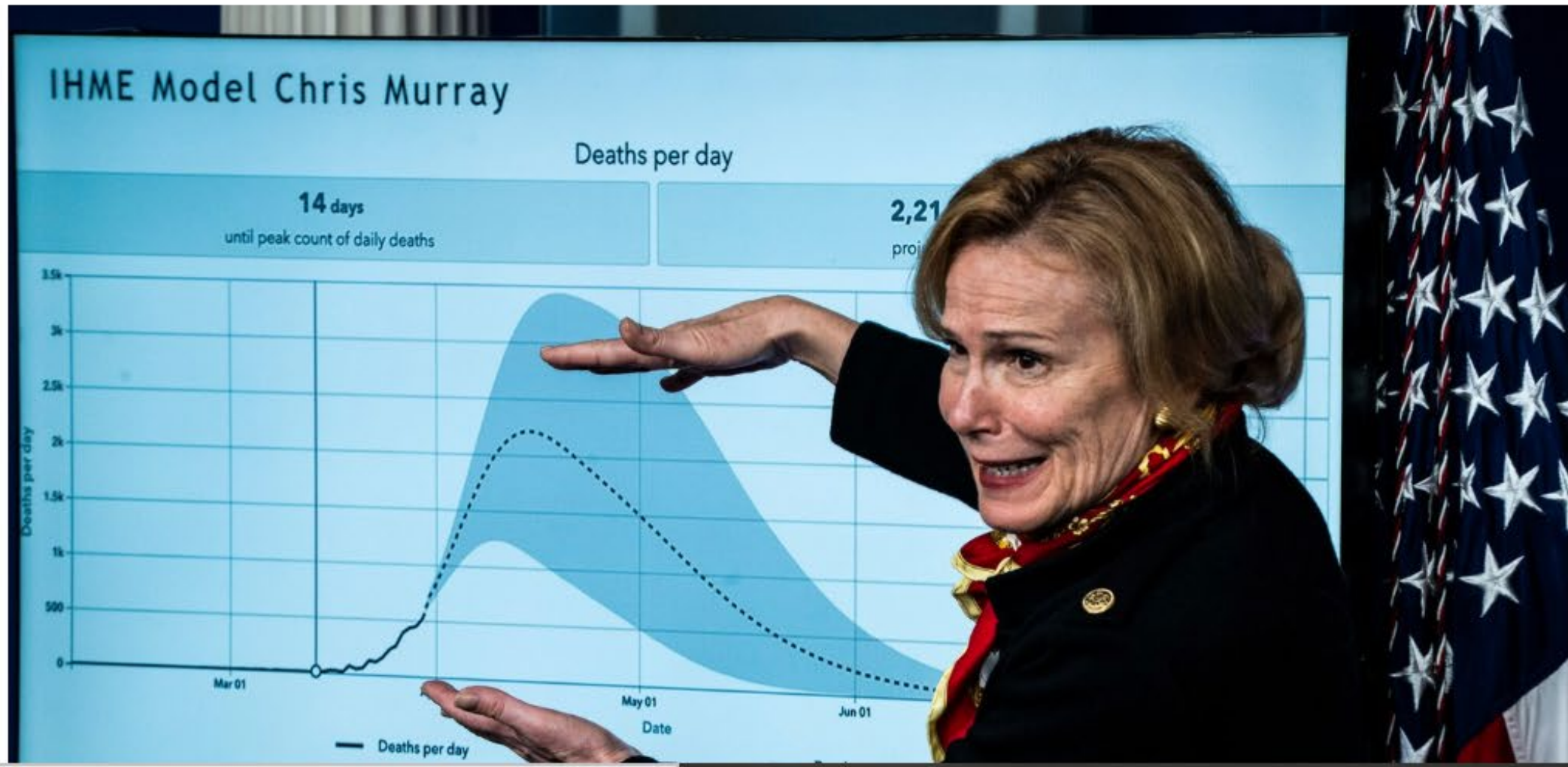
- **Weekly tracking survey of a representative sample of adult American travelers in each of four U.S. regions**
- **Designed to track traveler sentiment and generate insights into when tourism businesses can expect demand to return and from whom**
- **Week 5 data (fielded April 9th-11th) will be presented today**
- **1,200 fully completed surveys were collected each wave**
- **Confidence interval of +/- 2.8%**
- **Data is weighted to reflect the actual population of each region**

Map of U.S. Showing Survey Regions



Social distancing works. The earlier the better, California and Washington data show.

Two weeks into stay-at-home orders and business and school closures in the San Francisco Bay area and Washington state, there's evidence the curve of infections is flattening compared with other U.S. metro areas



Officials: Social distancing efforts appear to be working and should stay in place



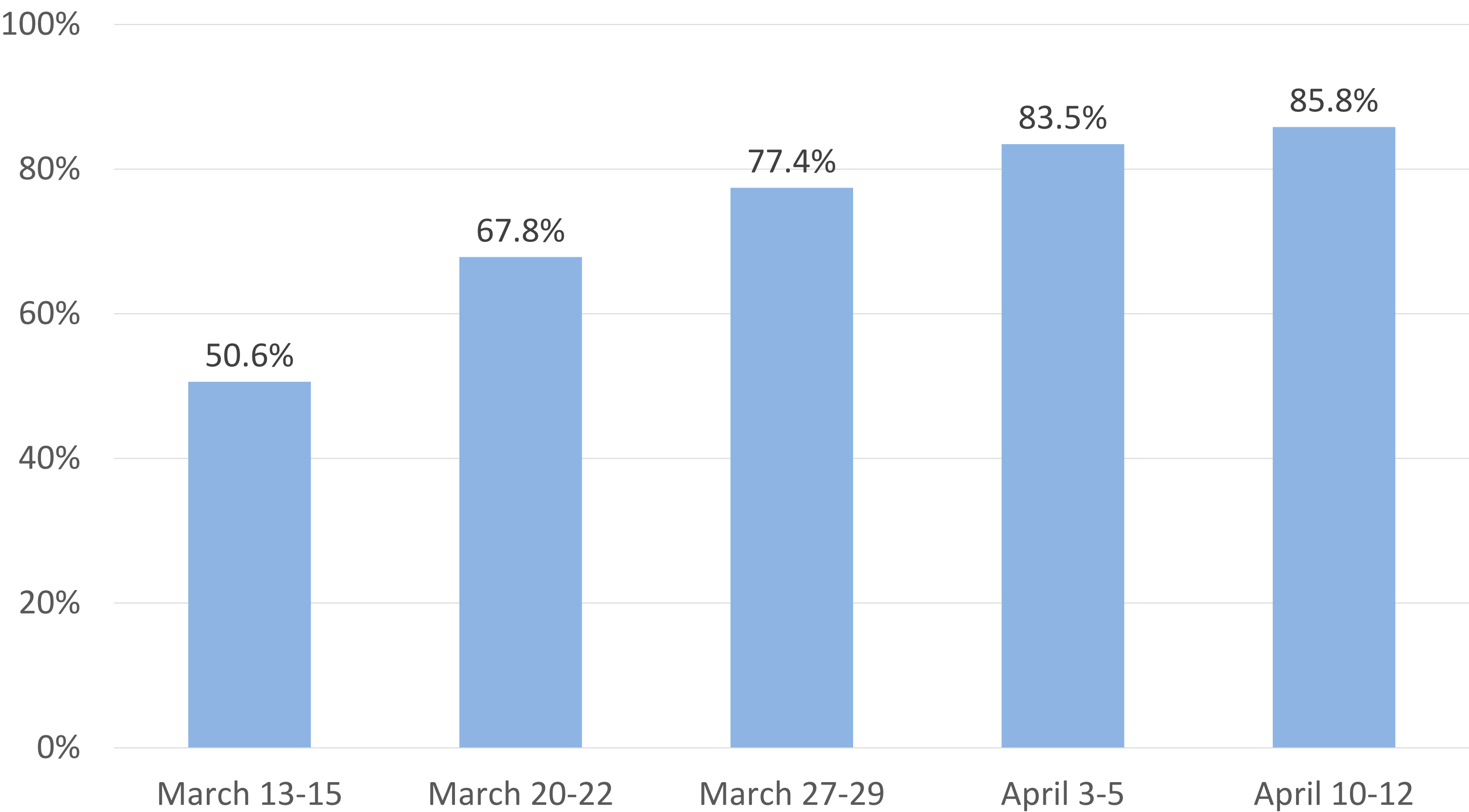
A woman and two children are walking through a brightly lit shopping mall. The woman, on the right, is wearing a blue sleeveless top and a white skirt with a colorful scalloped pattern. She is holding the hand of a young boy in the middle. The boy is wearing a blue and white striped t-shirt and white shorts. To his left is a young girl wearing a blue short-sleeved top and a white skirt. All three are wearing face masks. The background is filled with blurred lights and festive decorations, suggesting a holiday season. The text "Personal Concerns" is overlaid in the center of the image.

Personal Concerns

Lives in a Place with Reported Cases of Coronavirus

Question: Do you live in an area with reported cases of coronavirus?

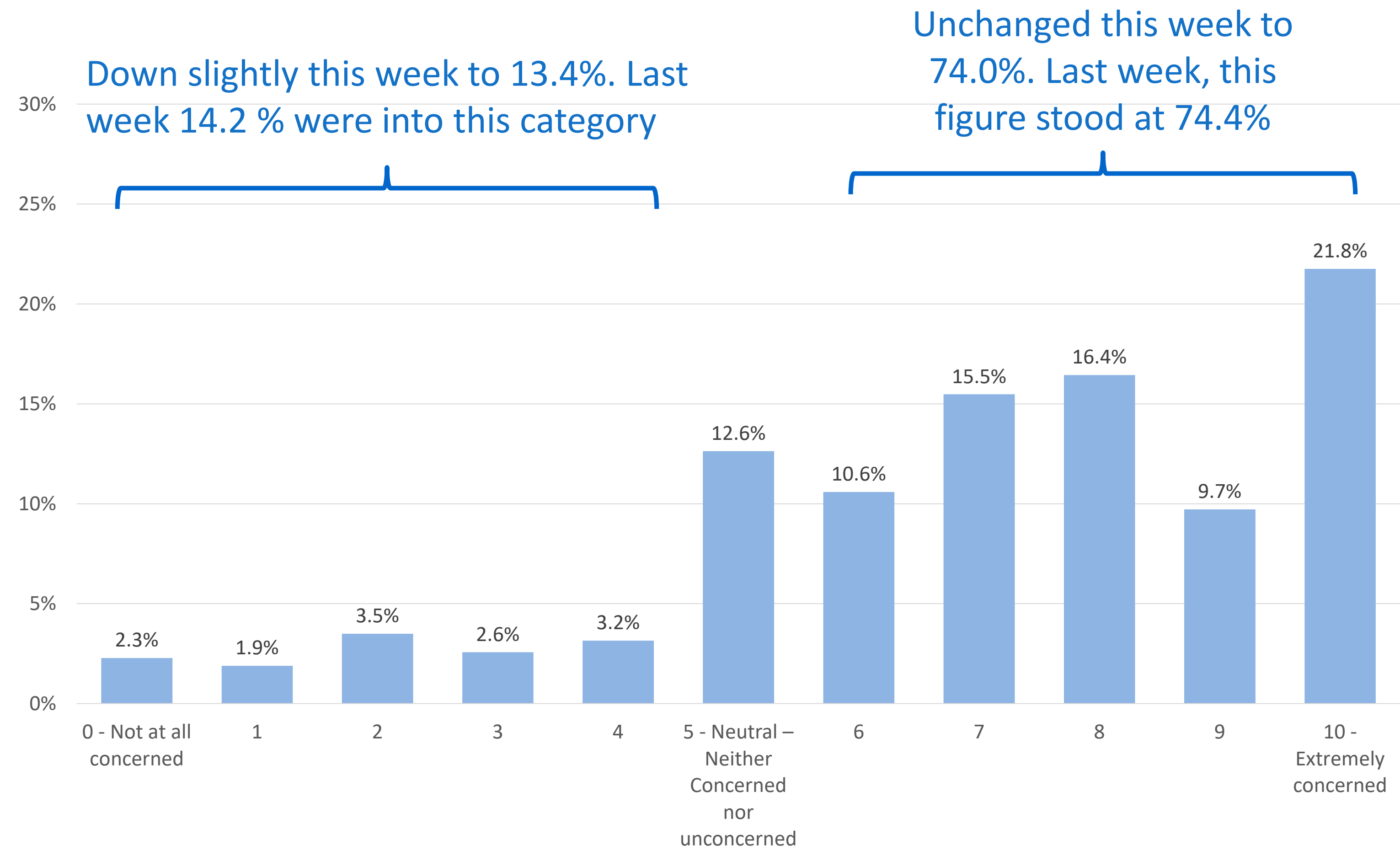
(Base: All respondents, 1,201, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12, 2020)



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 5 data. All respondents, 1,263 completed surveys. Data collected April 10-12, 2020)

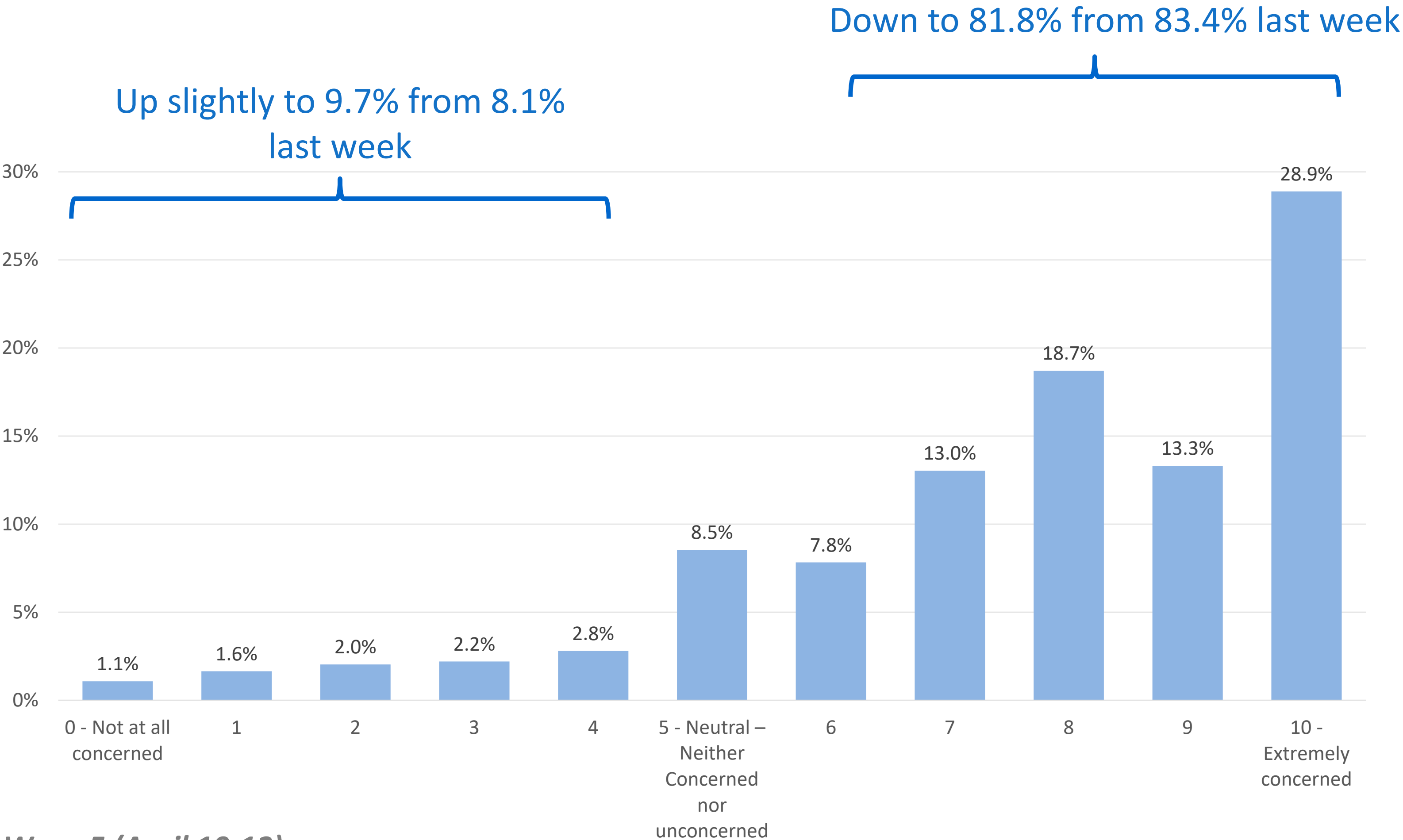


Wave 5 (April 10-12)

Health Concerns (Family & Friends)

Question: Thinking about the current coronavirus situation, in general, how concerned are you about your FRIENDS OR FAMILY contracting the virus? (Please answer using the scale below)

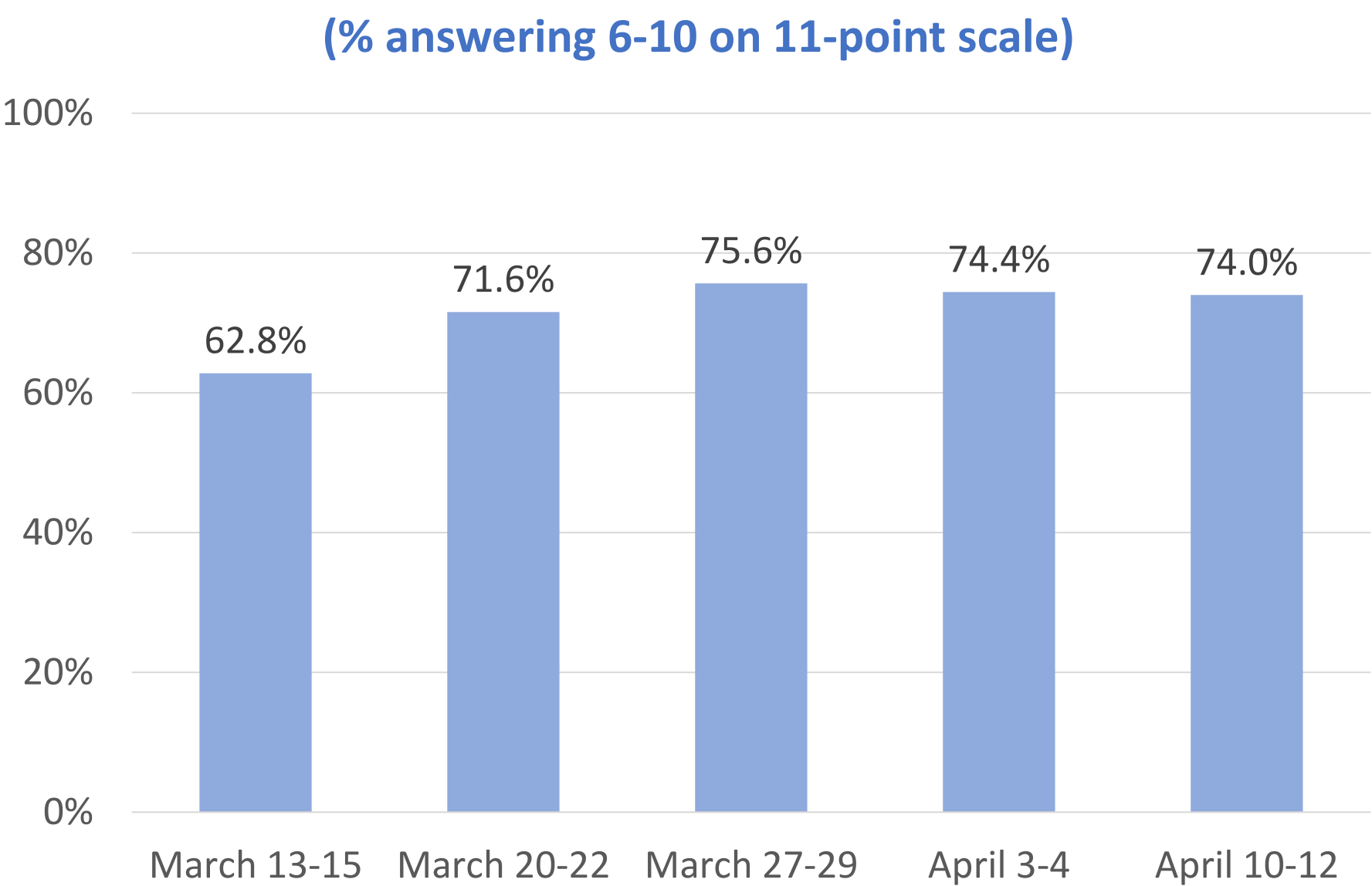
(Base: Wave 5 data. All respondents, 1,263 completed surveys. Data collected April 10-12, 2020)



Wave 5 (April 10-12)

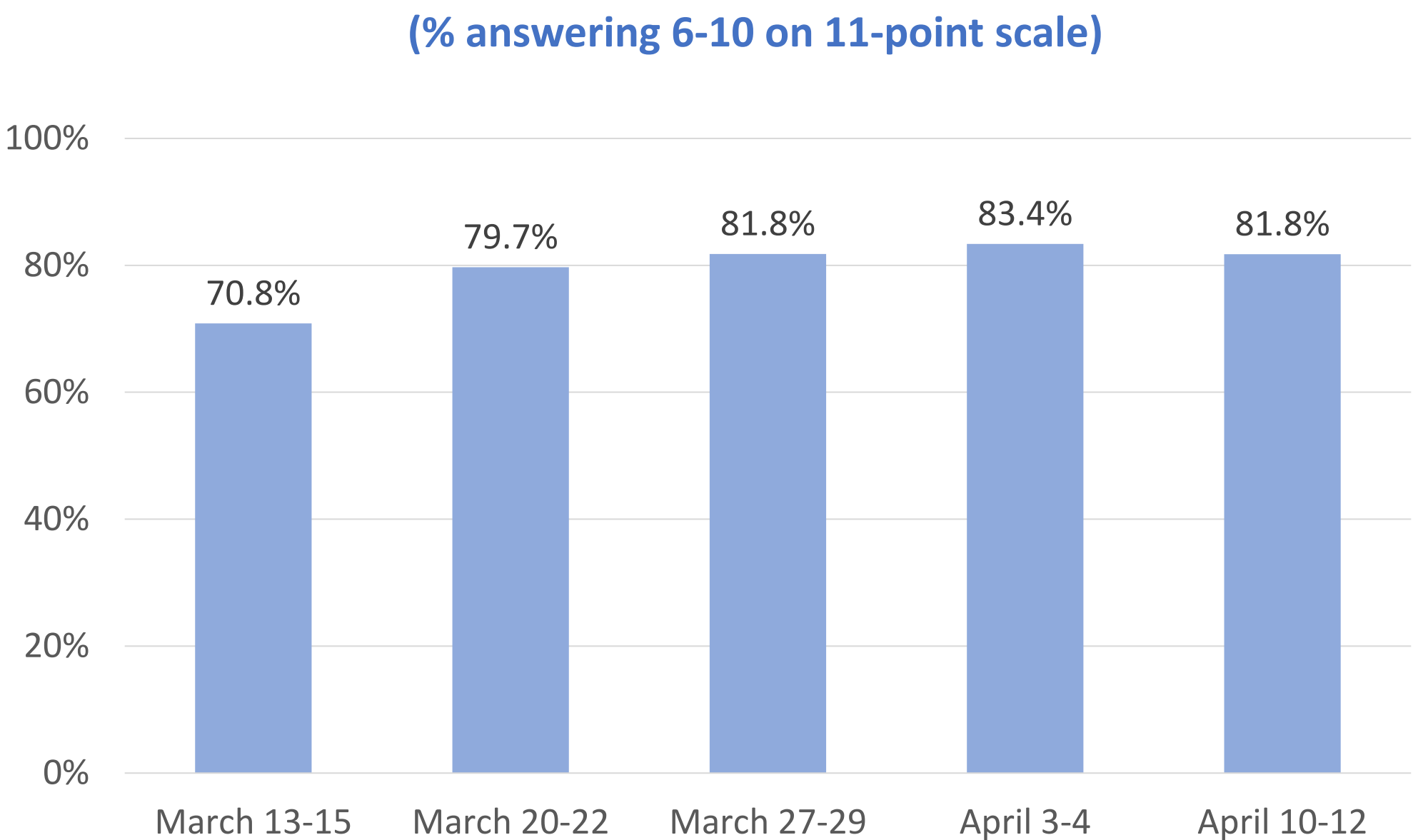
Summary: Safety Concern Metrics

Concern About Contracting Virus (Personally)



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

Concern About Loved Ones Contracting Virus



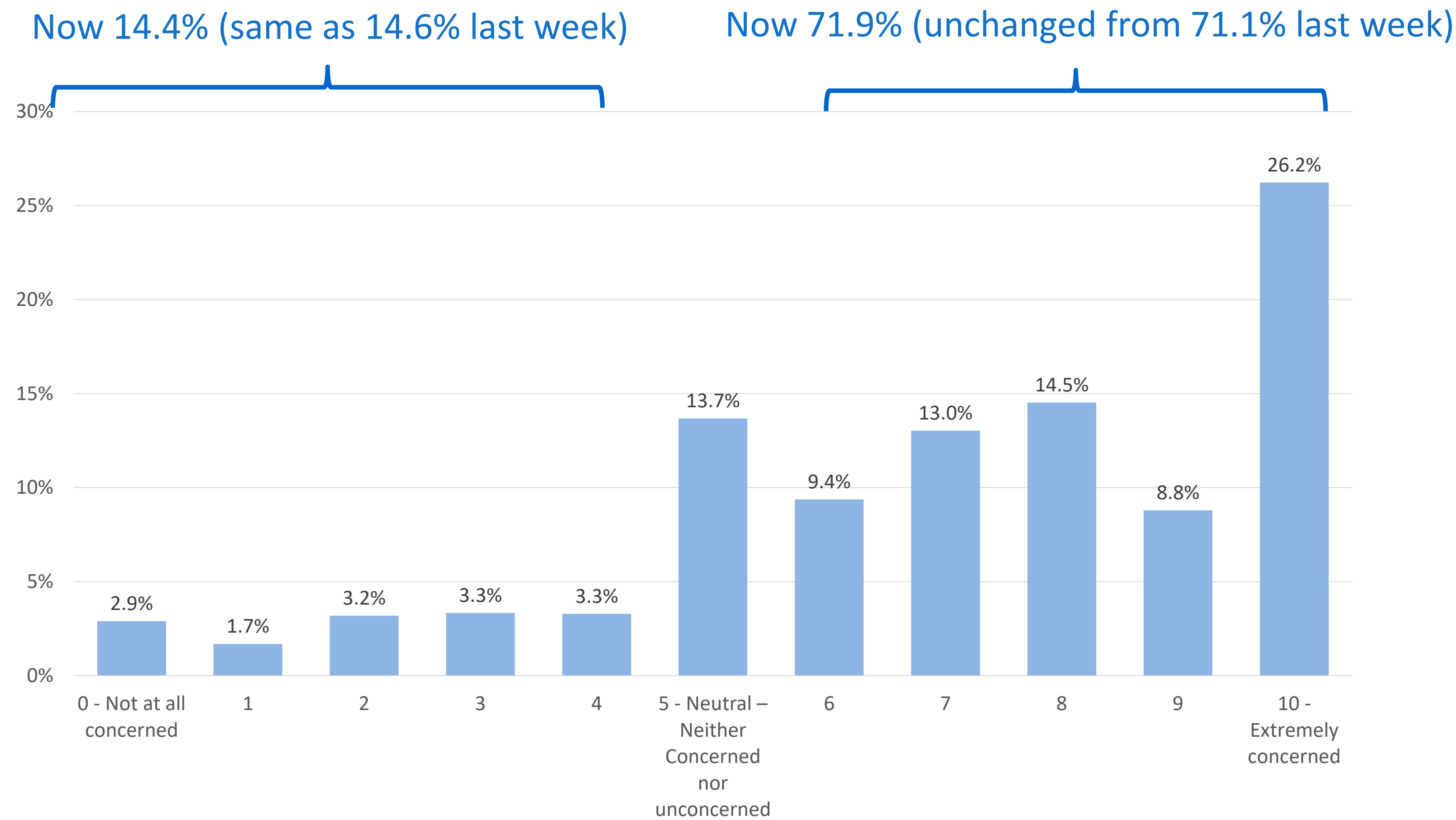
Question: Thinking about the current coronavirus situation, in general, how concerned are you about your FRIENDS OR FAMILY contracting the virus? (Please answer using the scale below)

(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)

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 5 data. All respondents, 1,263 completed surveys. Data collected April 10-12, 2020)

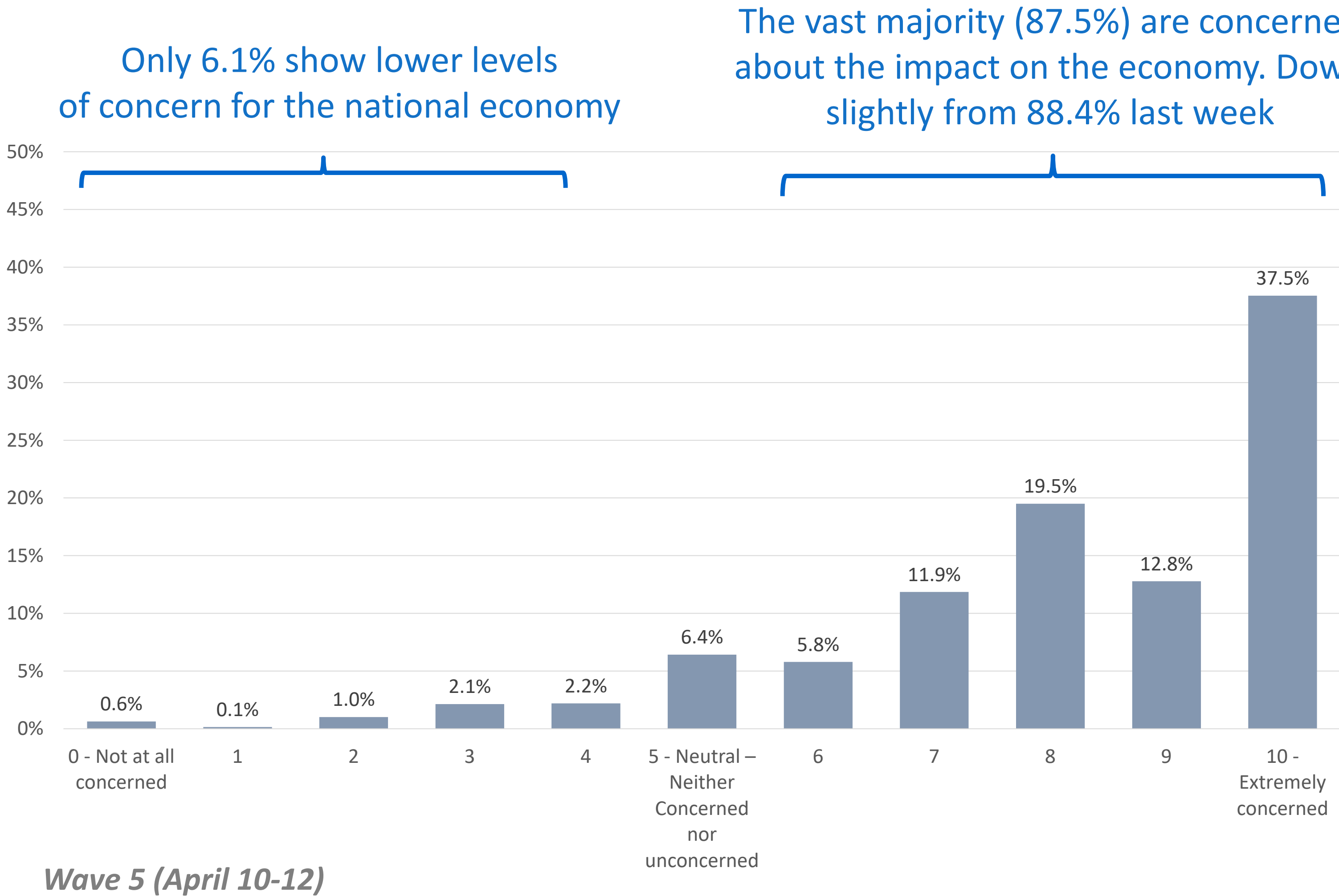


Wave 5 (April 10-12)

Concerns About National Economy

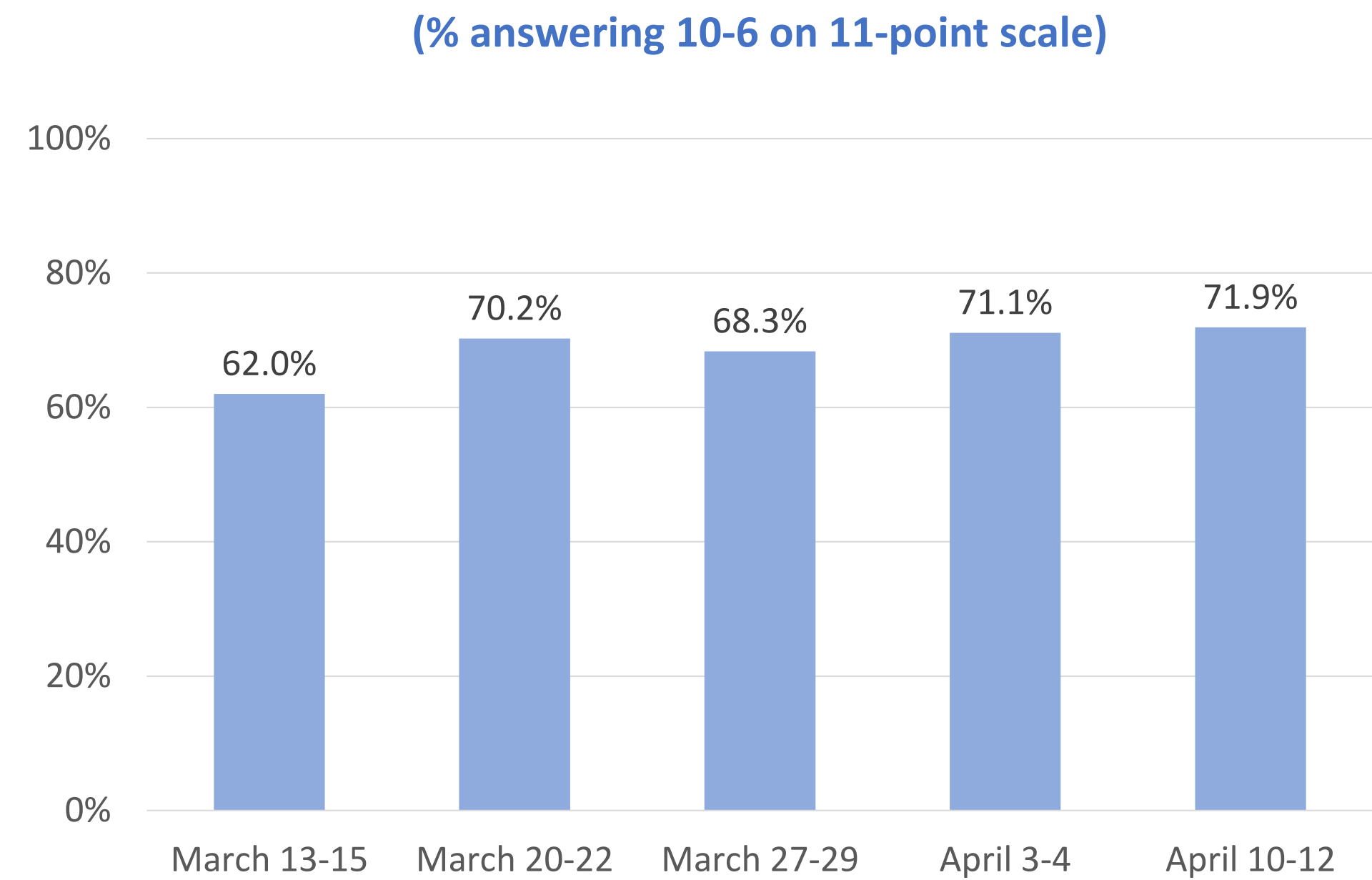
Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on the NATIONAL ECONOMY?

(Base: Wave 5 data. All respondents, 1,263 completed surveys. Data collected April 10-12, 2020)



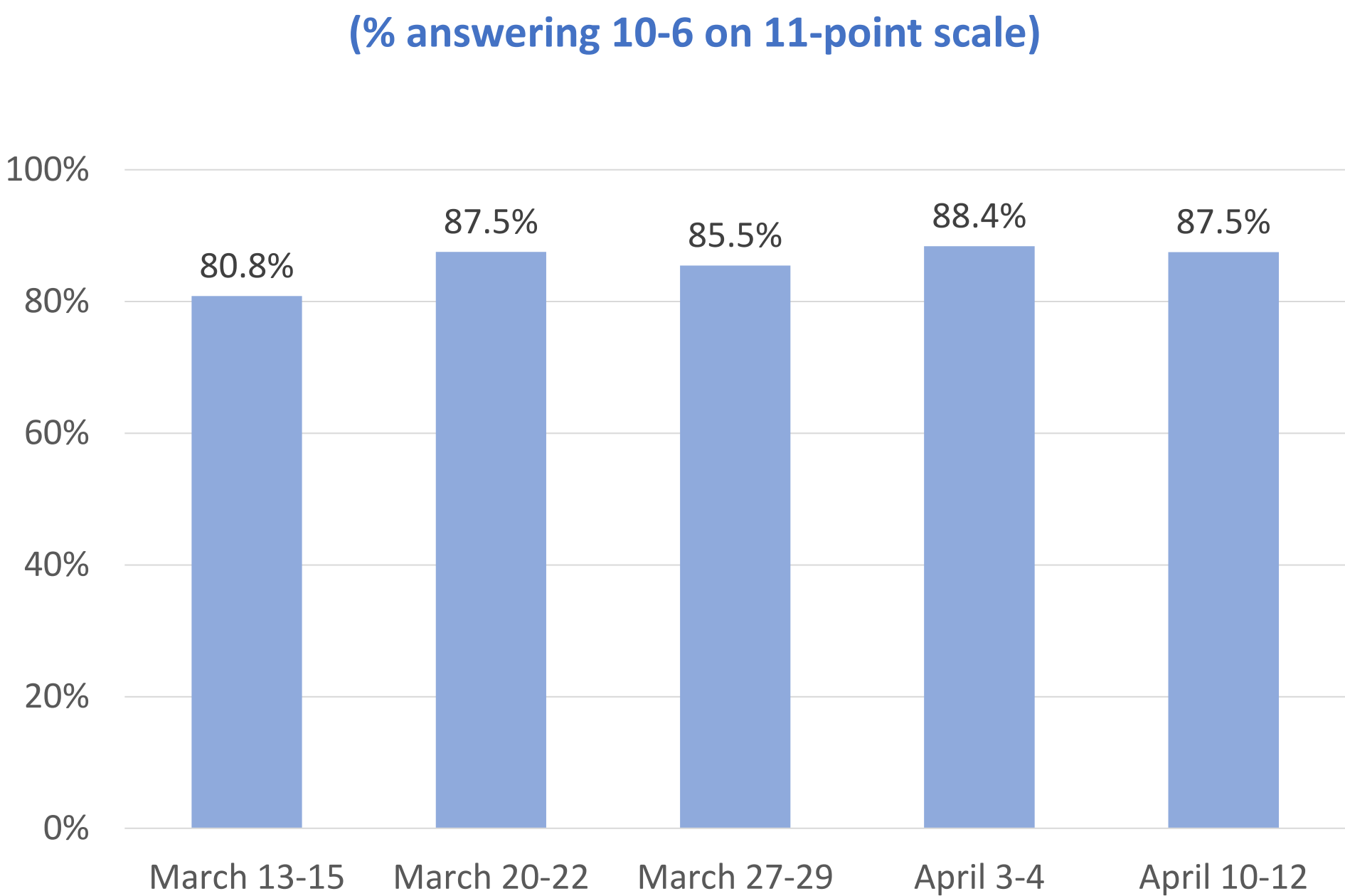
Summary: Economic Concern Metrics

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)

National Economy



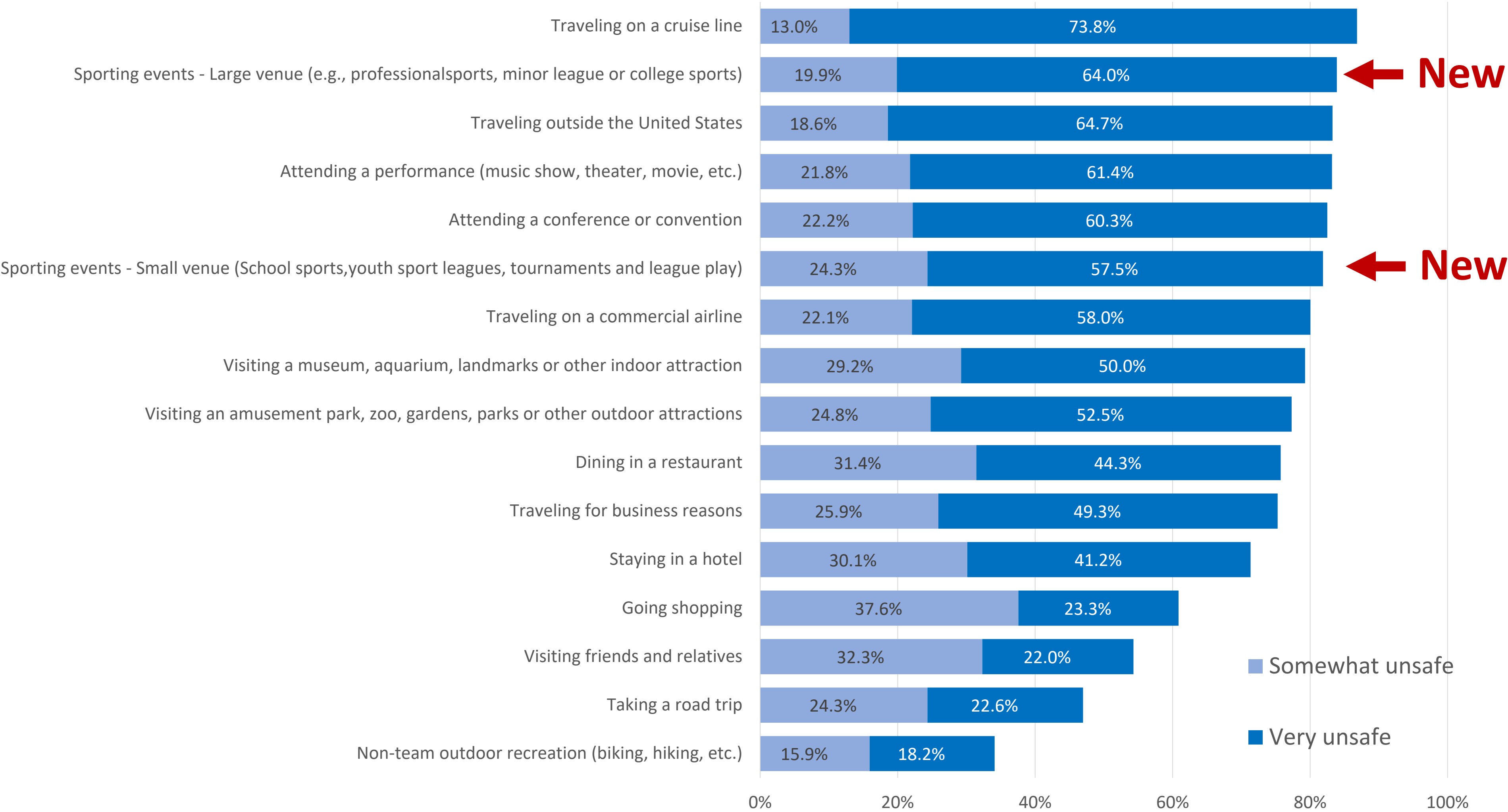
Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on the **NATIONAL ECONOMY**?

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

Perceived Safety of Travel Activities (Wave 5)

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

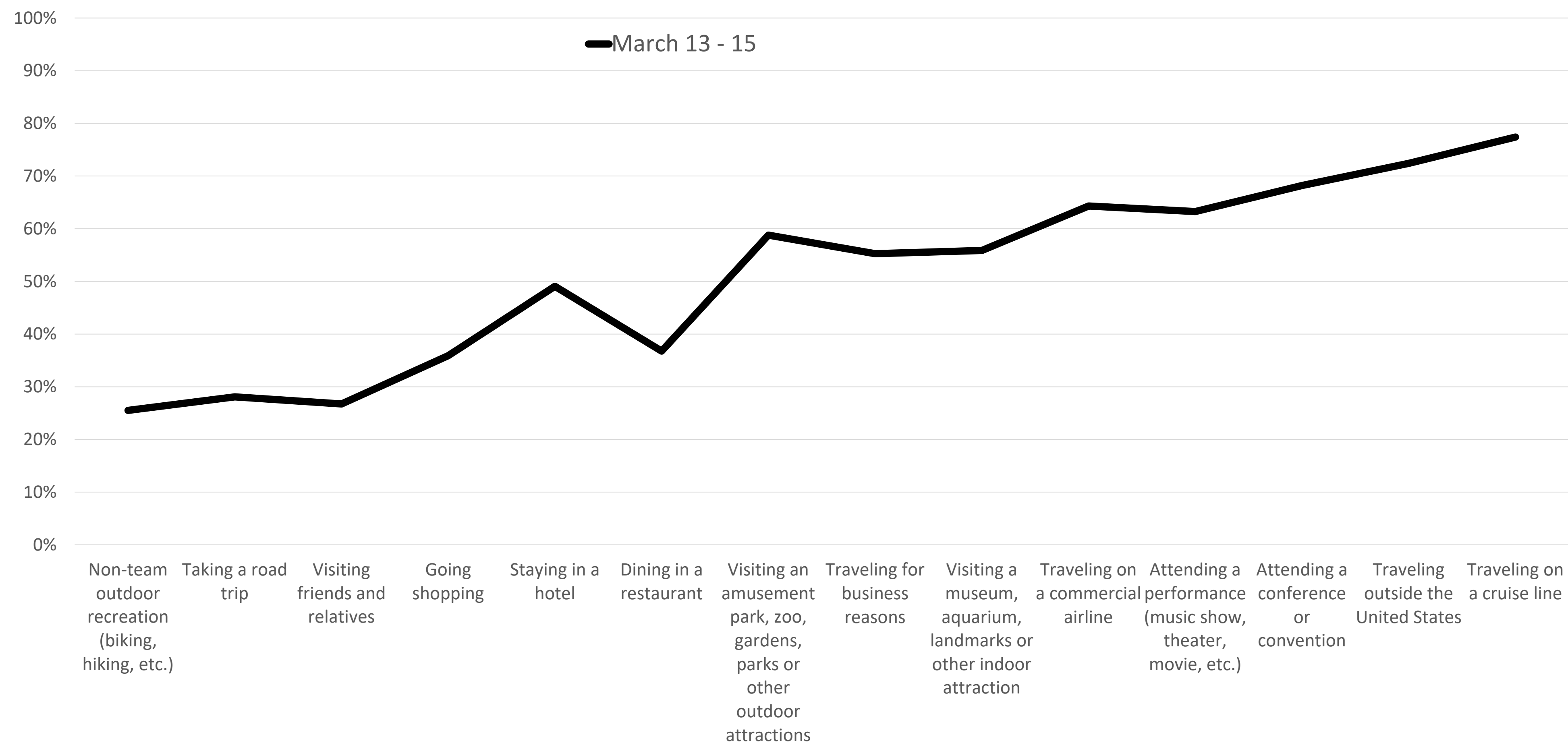
(Base: All respondents, 1,263 completed surveys. Data collected April 10-12, 2020)



Perceived Safety of Travel Activities (Waves 1-5 Comparison)

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

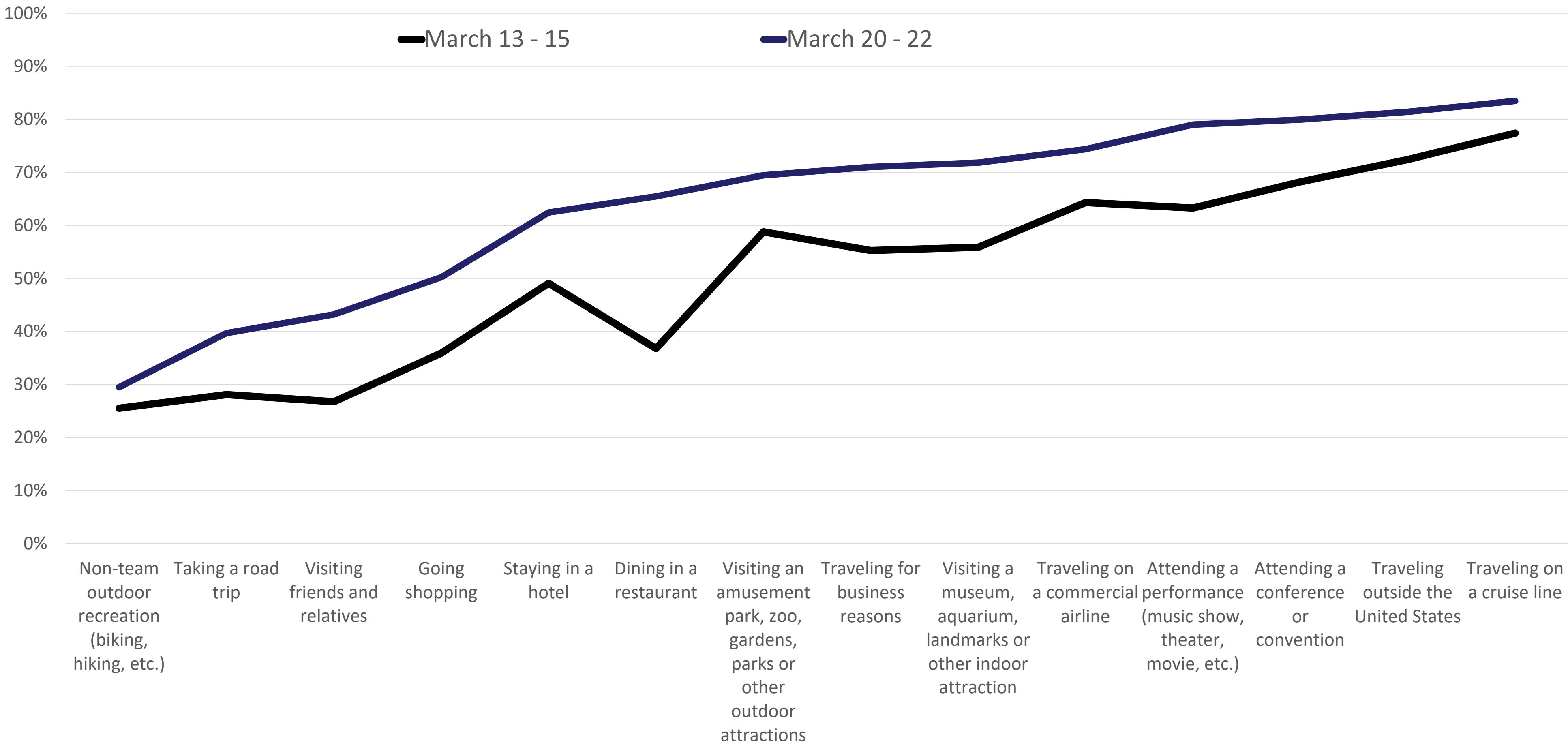
(Base: (Base: All respondents, 1,201, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12, 2020)



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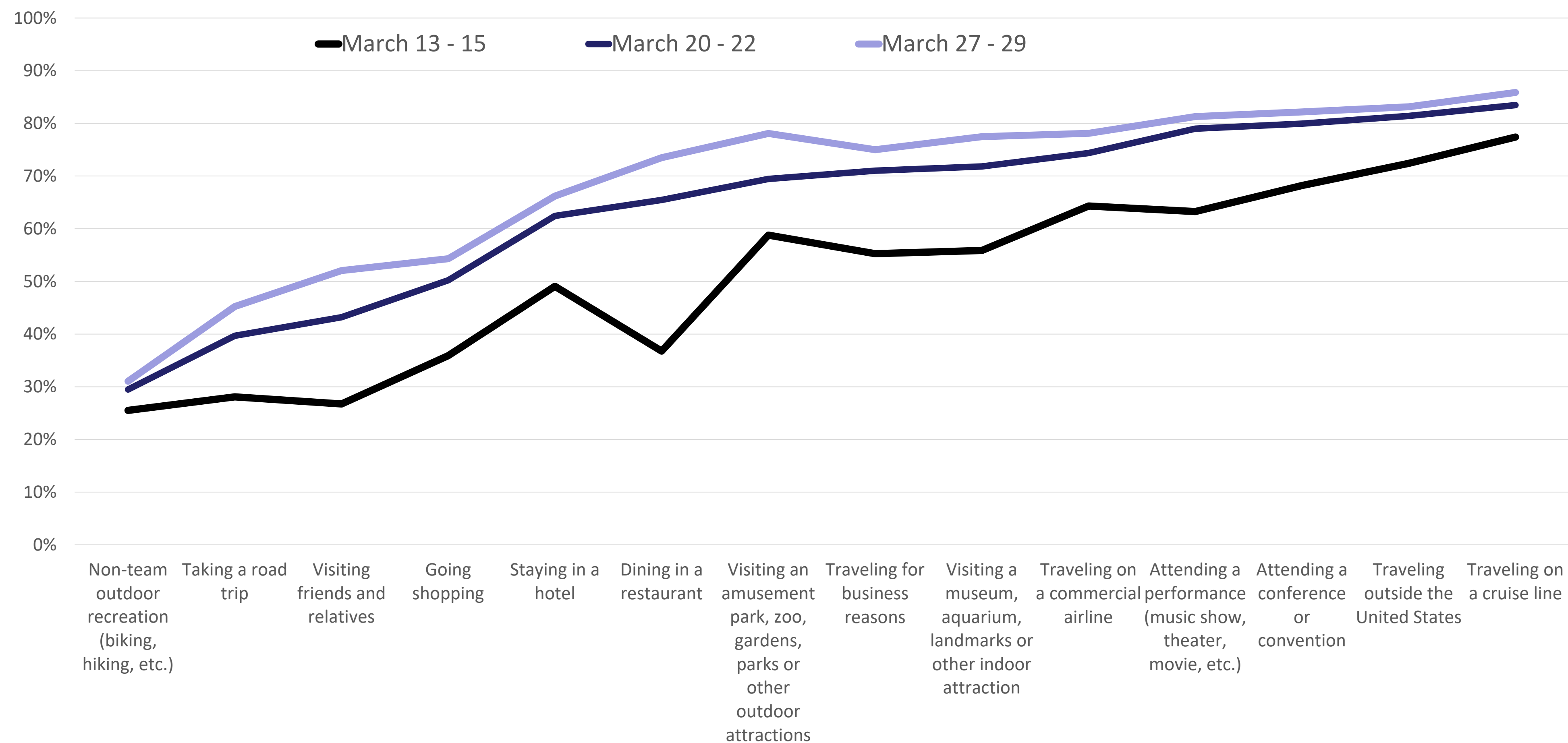
(Base: (Base: All respondents, 1,201, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12, 2020)



Perceived Safety of Travel Activities (Waves 1-5 Comparison)

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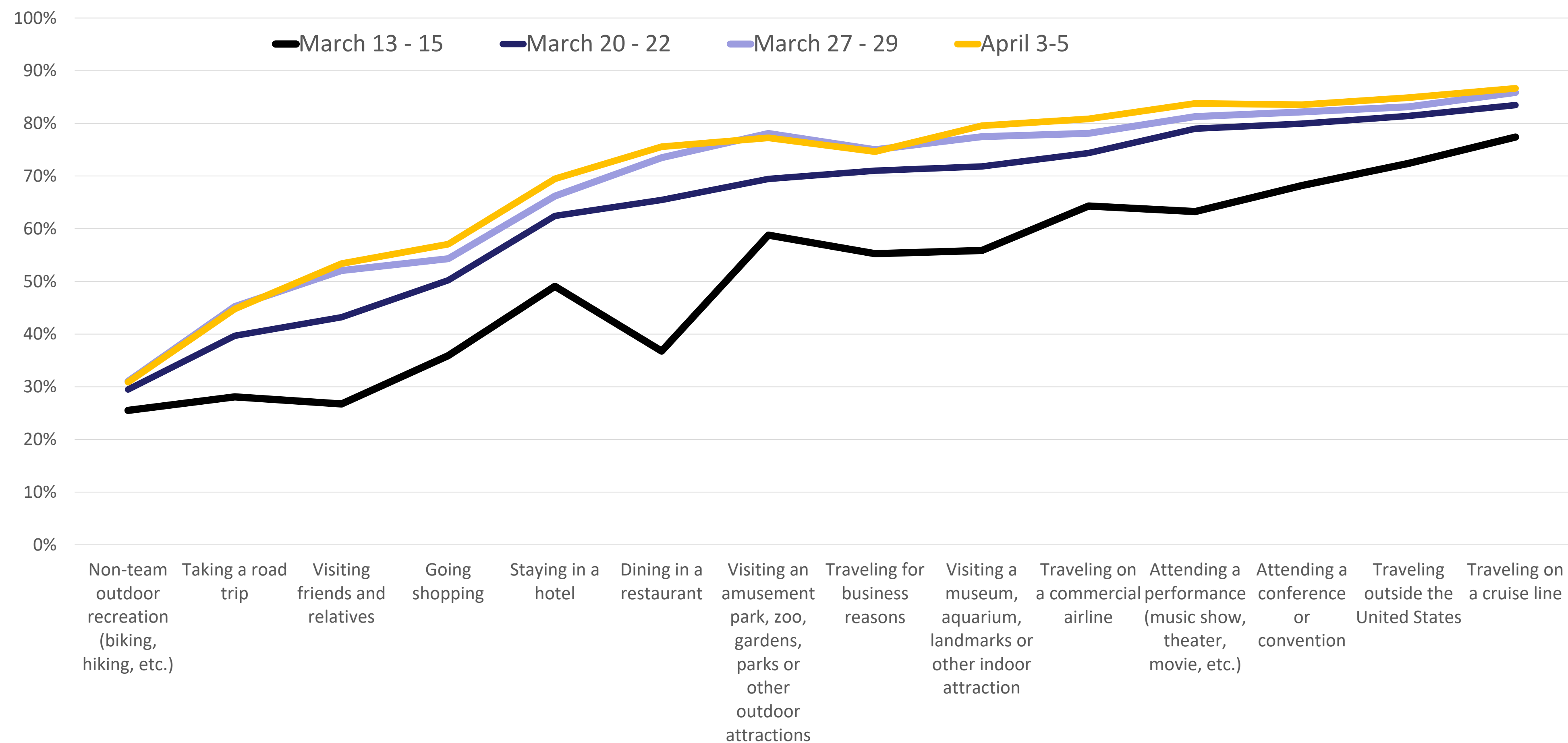
(Base: (Base: All respondents, 1,201, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12, 2020)



Perceived Safety of Travel Activities (Waves 1-5 Comparison)

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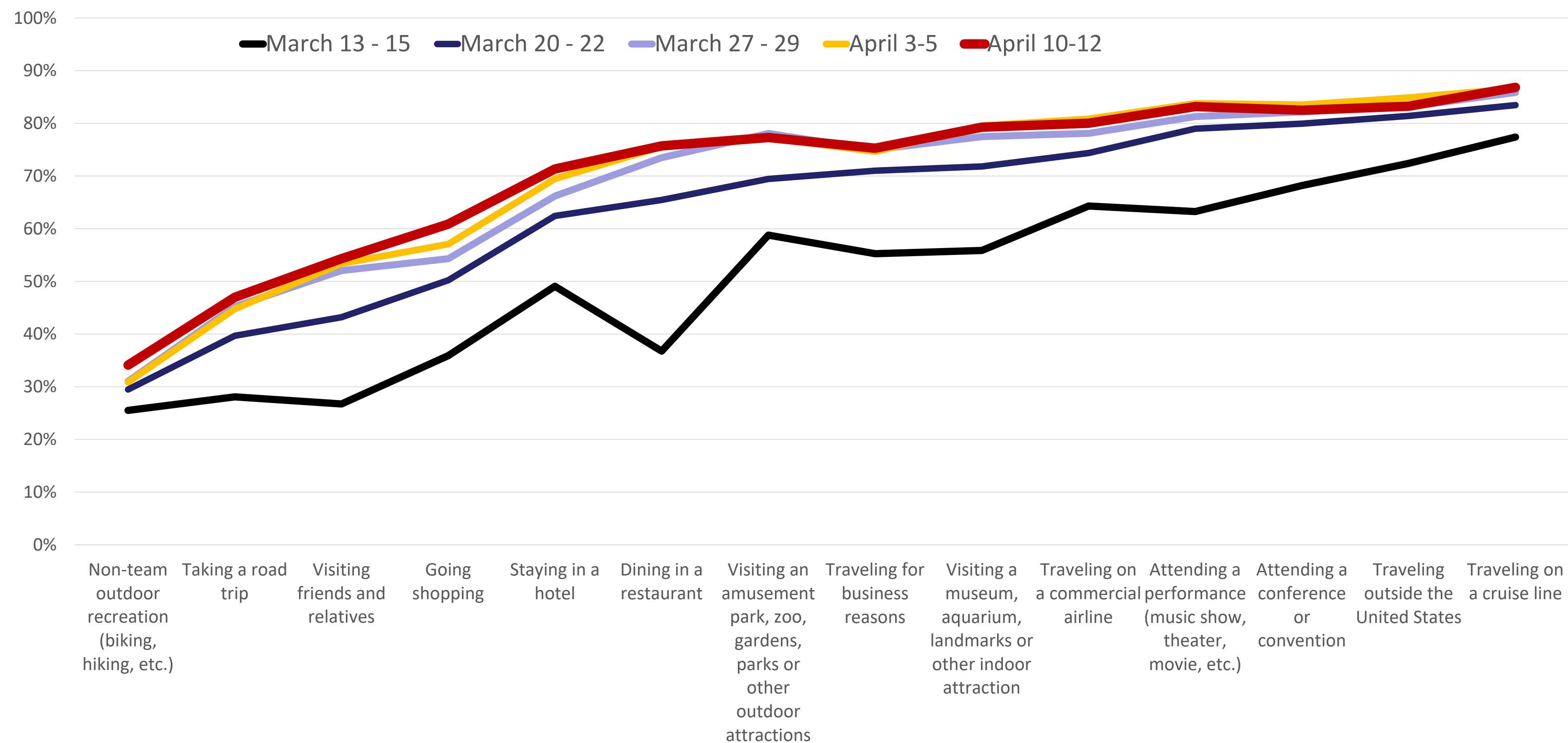
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Perceived Safety of Travel Activities (Waves 1-5 Comparison)

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

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Concerns for:

- Safety (Personal/friends/family)
- Economics
- Travel activity safety

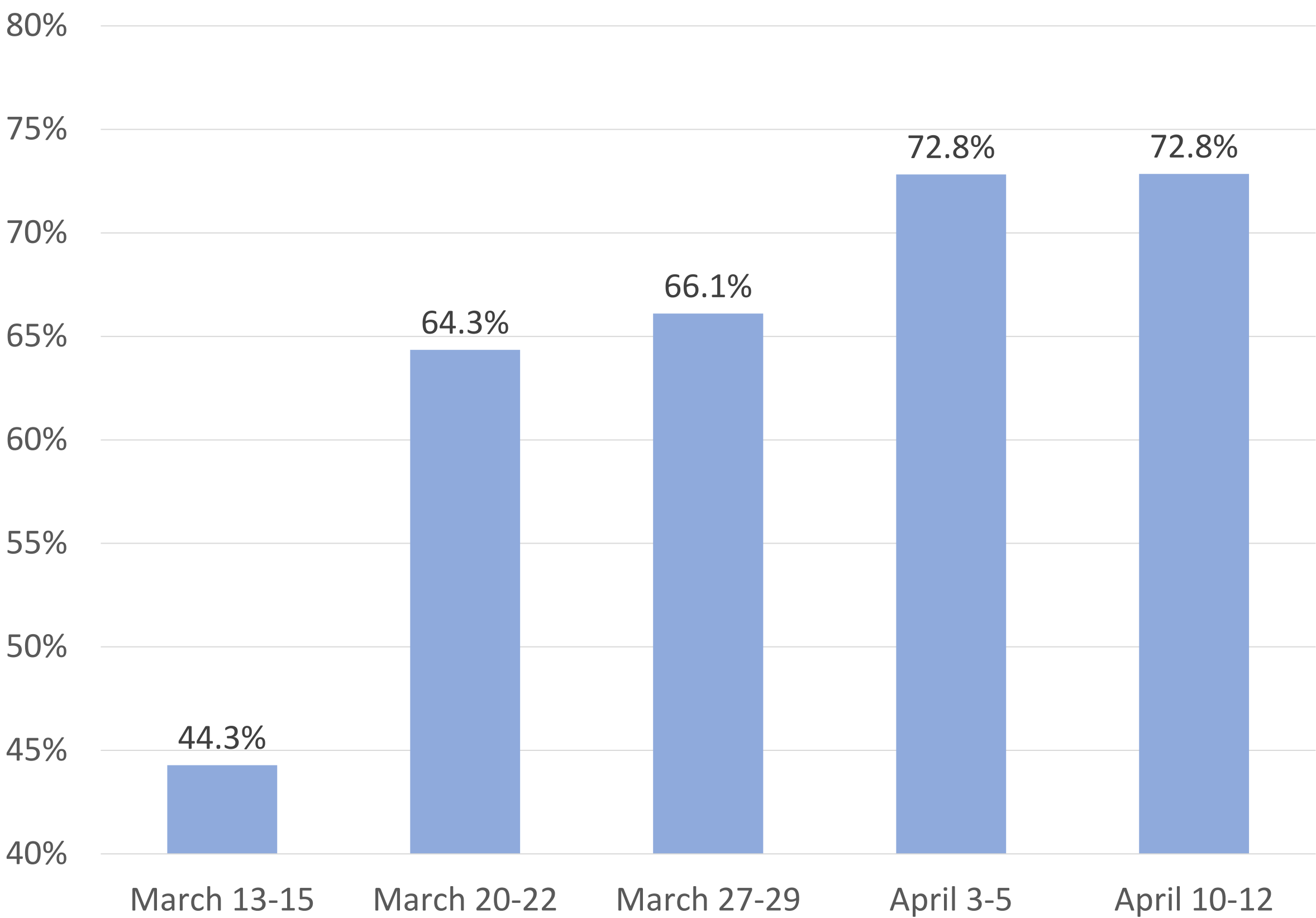
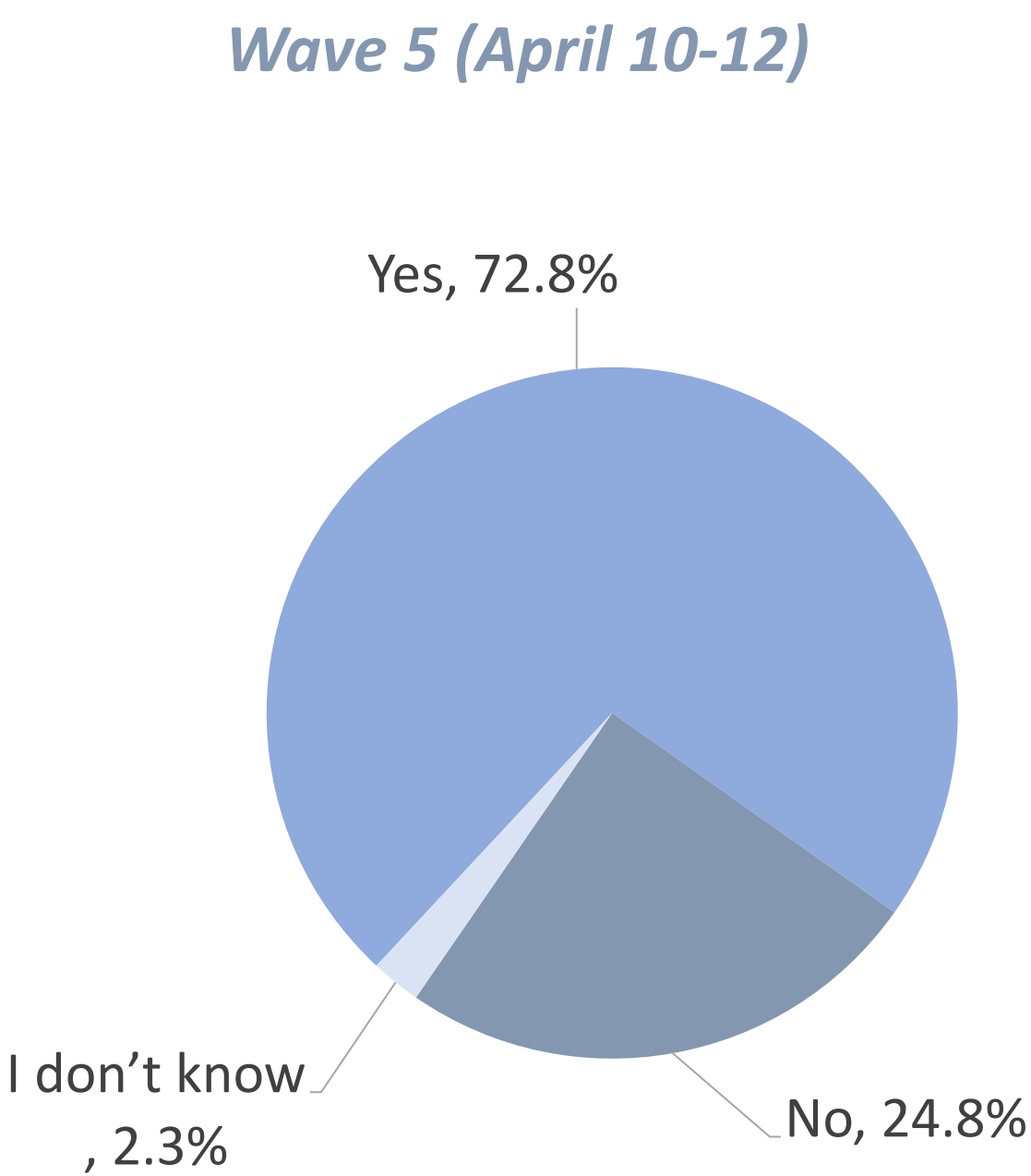
Highly elevated, yet seem to have slowed or even topped-out



Impact on Travel Behaviors

Impact of the Coronavirus on Travel

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

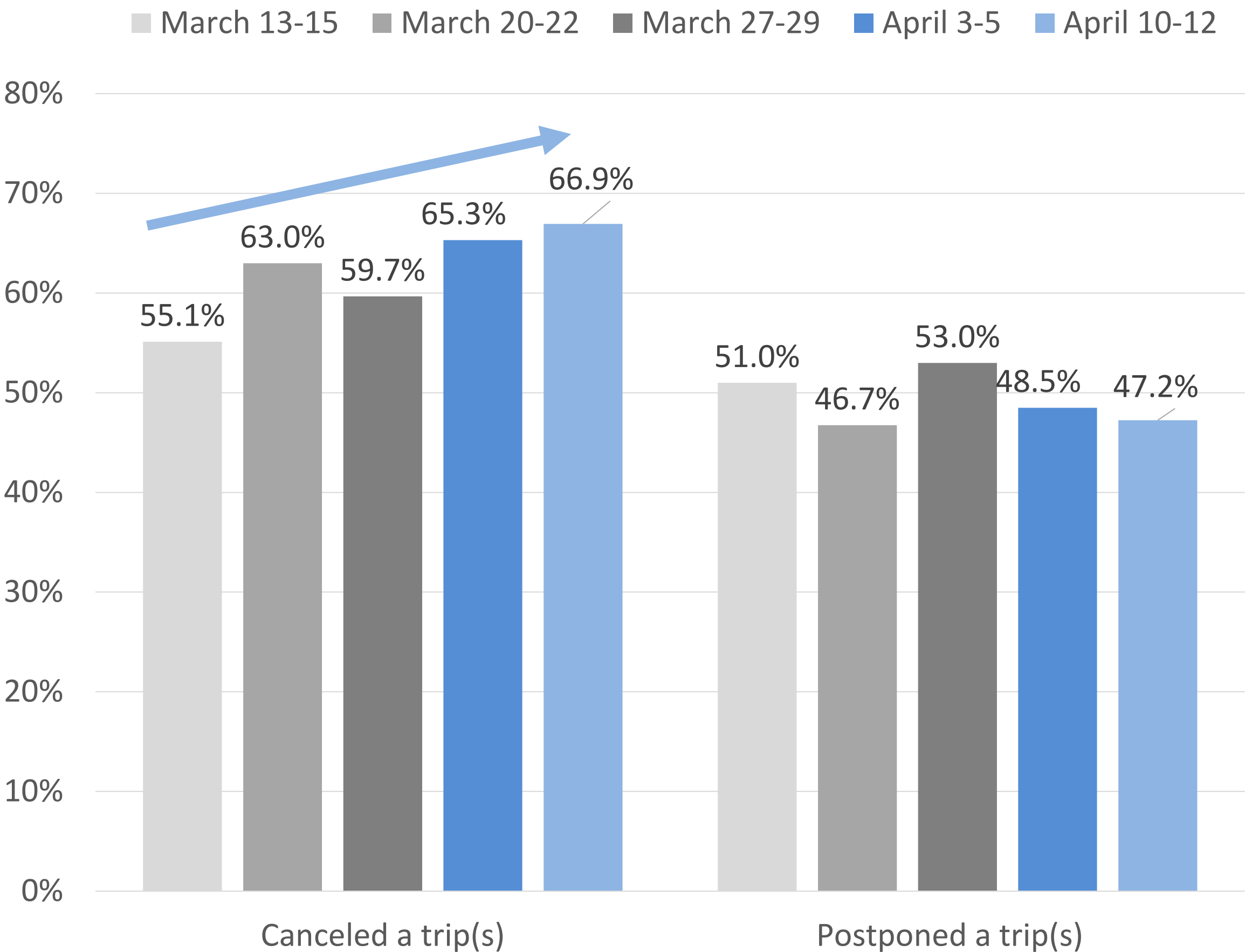
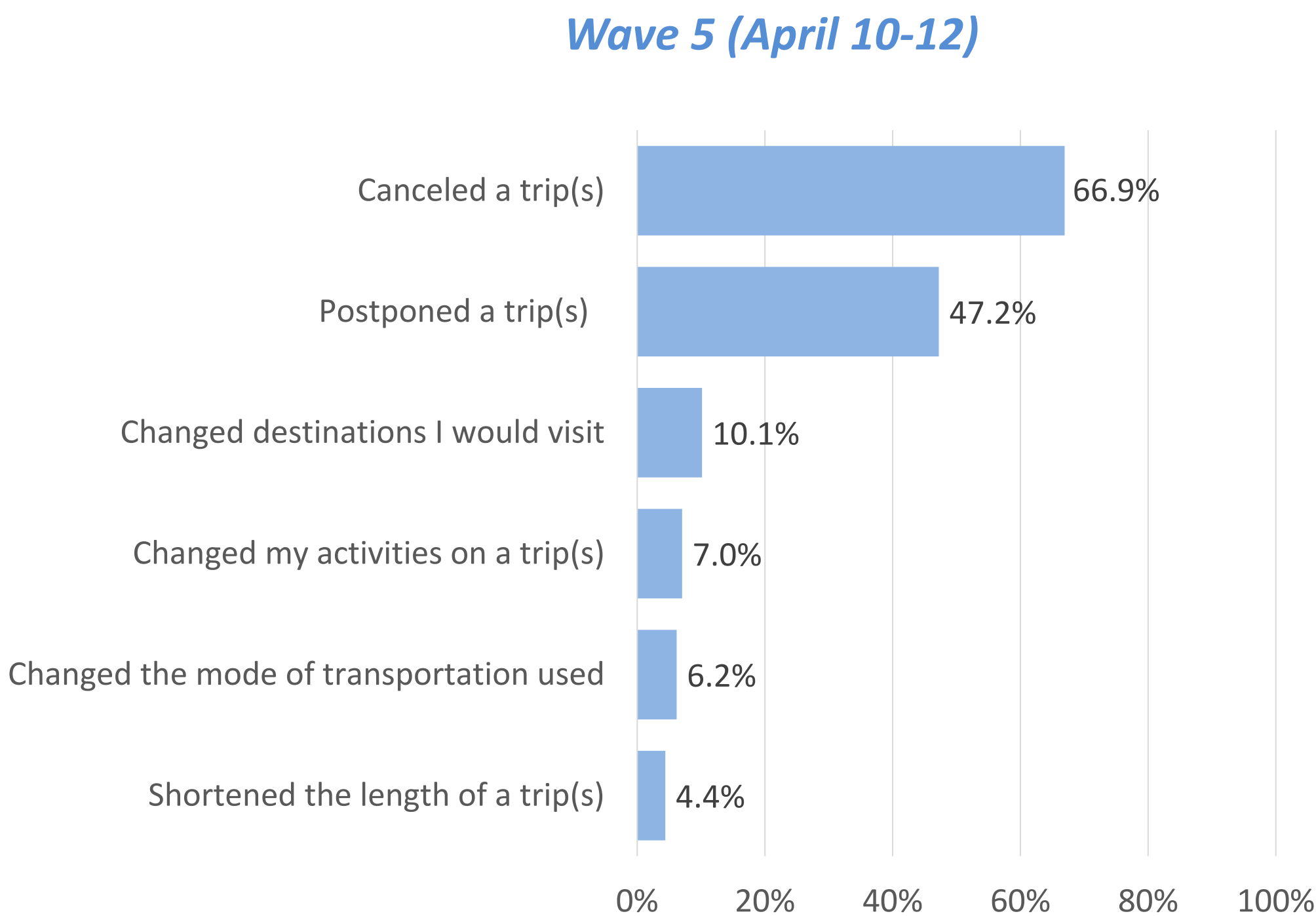


(Base: All respondents, 1,201, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12)

How the Coronavirus has Impacted Travel

Question: How has coronavirus situation affected your travel? (Select all that apply)

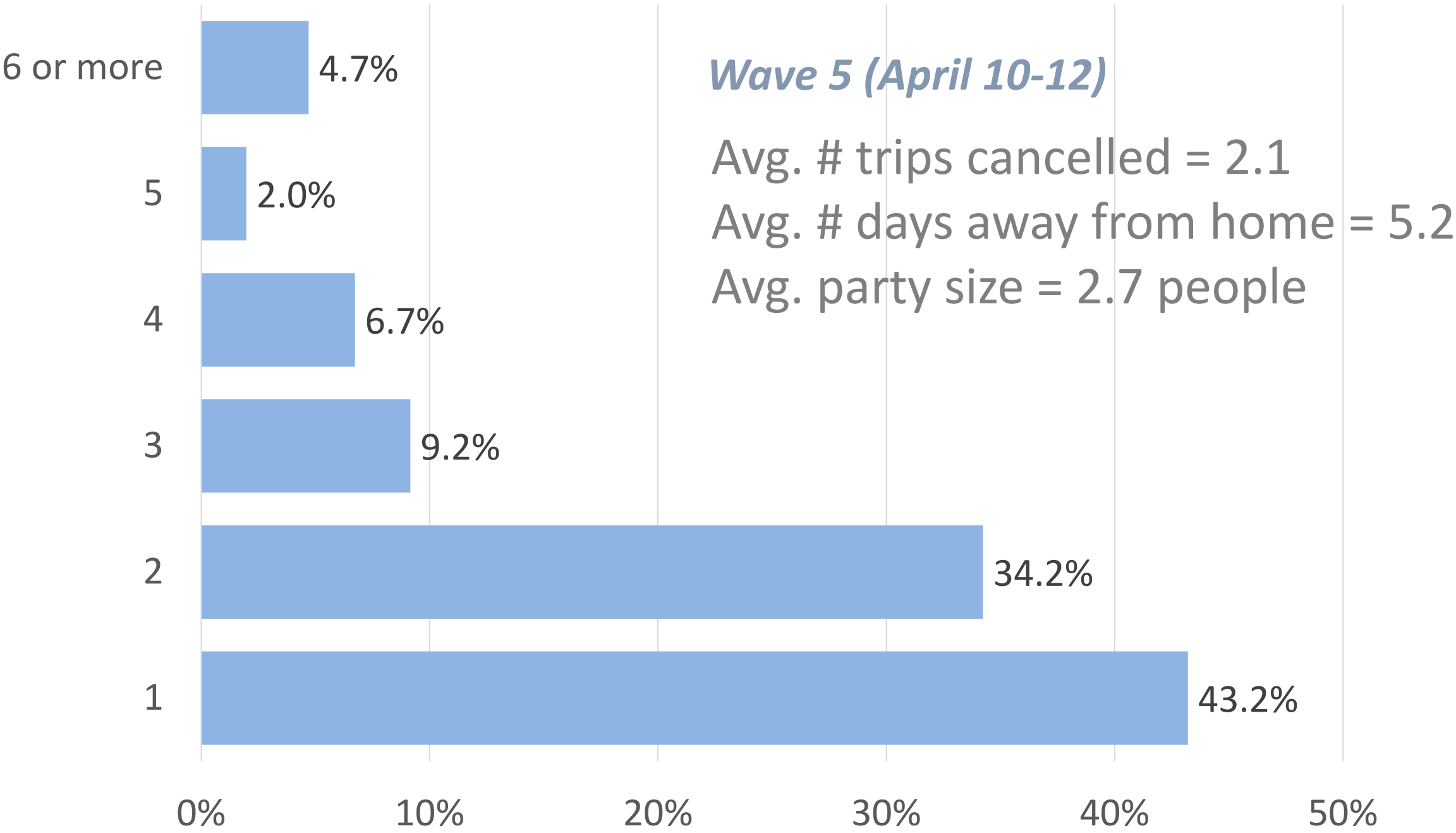
Due to the coronavirus situation, I have_____.



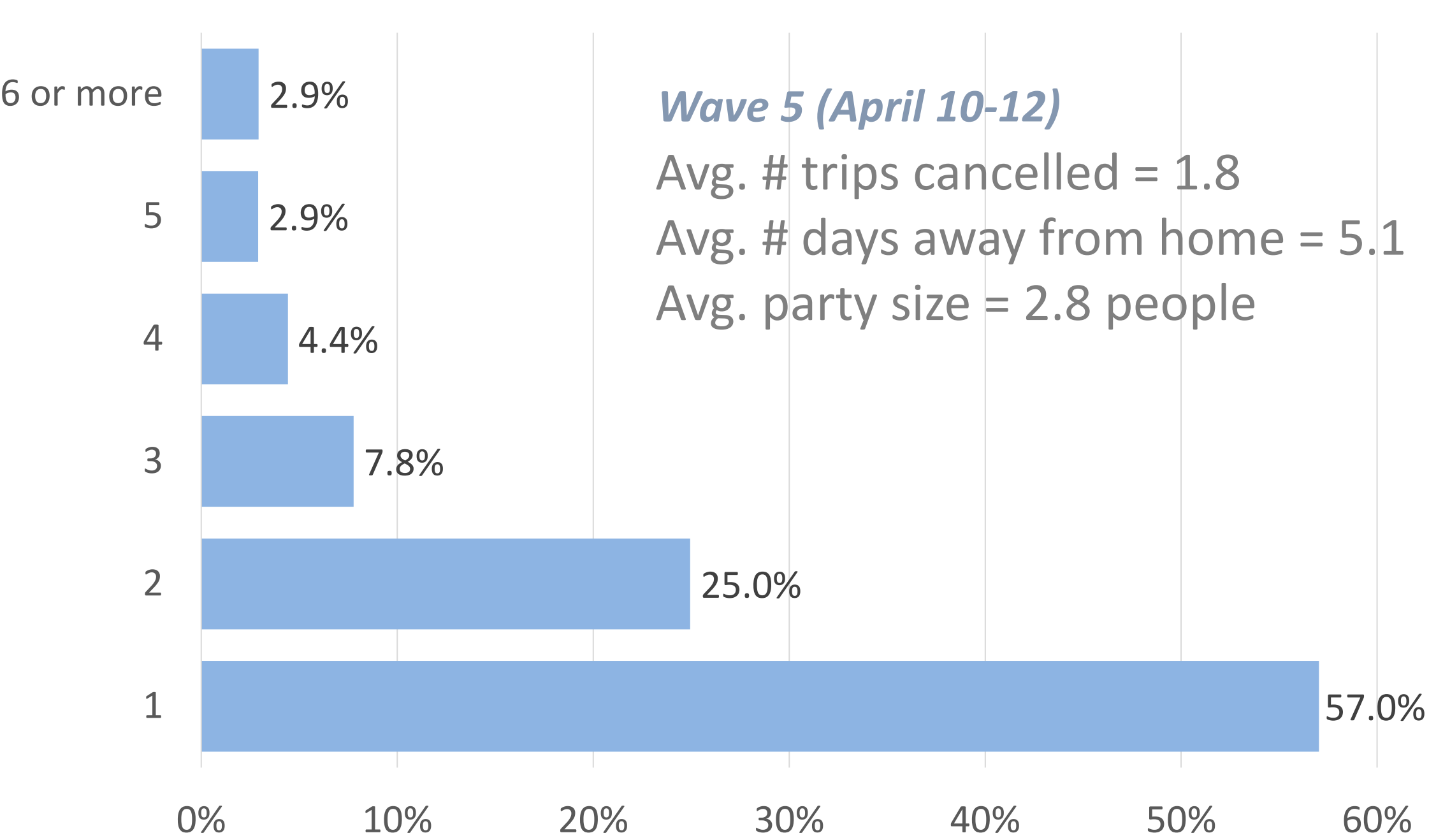
(Base: Respondents whose travel was impacted by the coronavirus, 553, 770, 795, 890, and 937 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12, 2020)

Trips Cancelled/Postponed

Question: How many trips did you cancel?



Question: How many trips did you postpone?

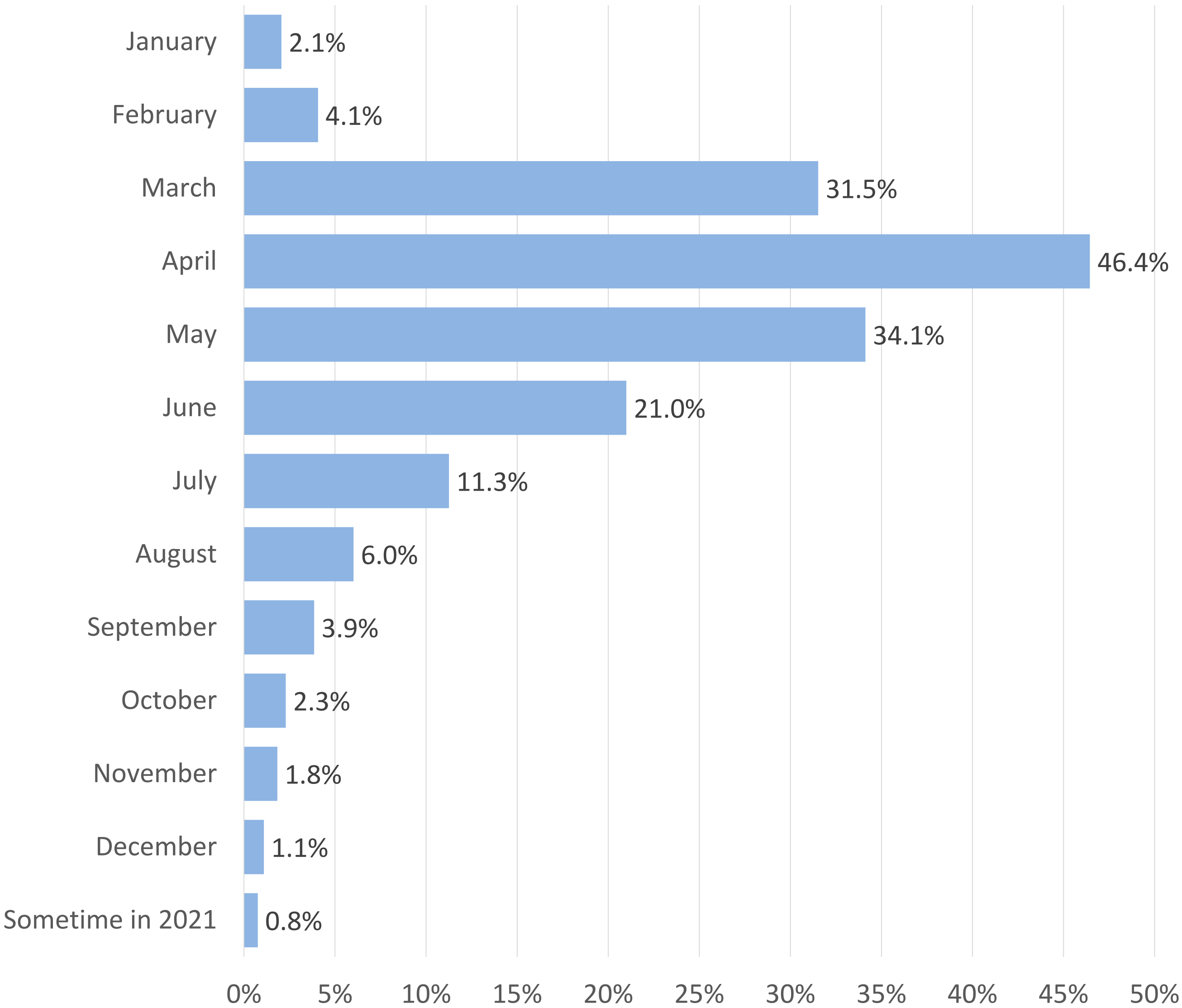


(Base: Respondents cancelling/postponing a trip, 624/440 completed surveys. Data collected April 10-12, 2020)

Month of Trip Cancellation

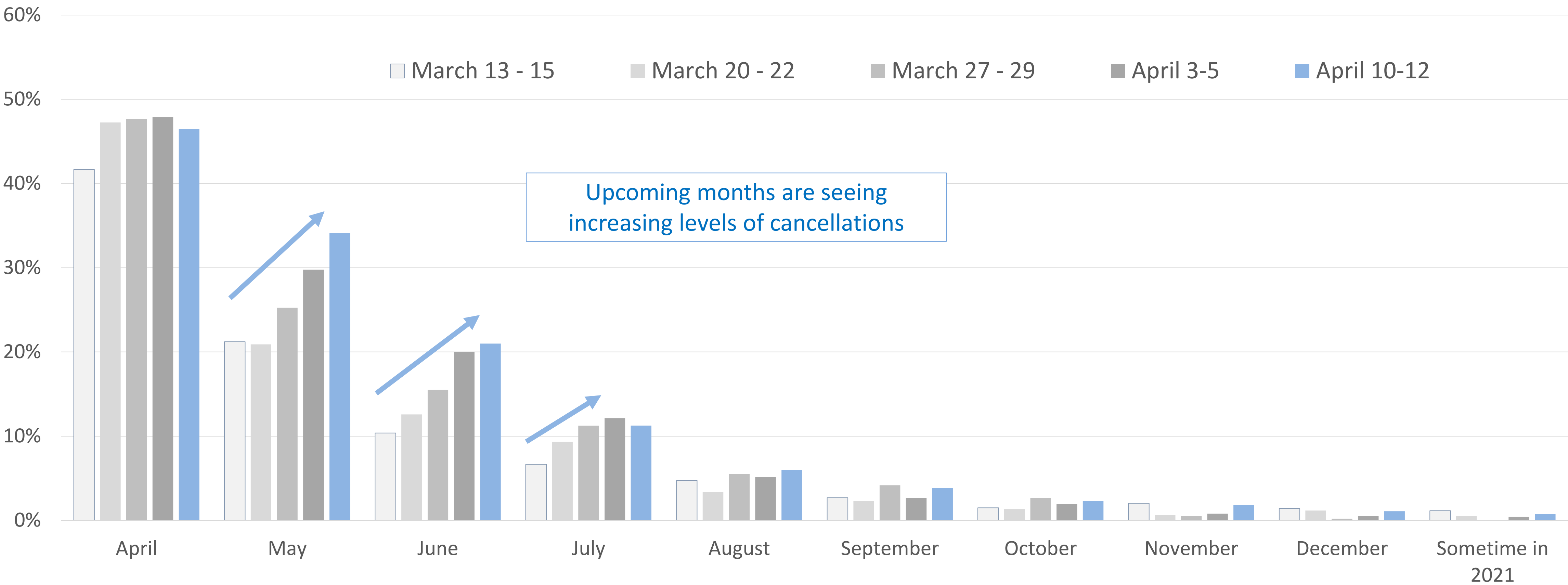
Question: The trip(s) you **CANCELED** would have taken place in which months? (Select all that apply)

*(Base: Cancelling trips, 624 completed surveys.
Data collected April 10-12, 2020)*



Month of Trip Cancellation

Question: The trip(s) you **CANCELED** would have taken place in which months? (Select all that apply)

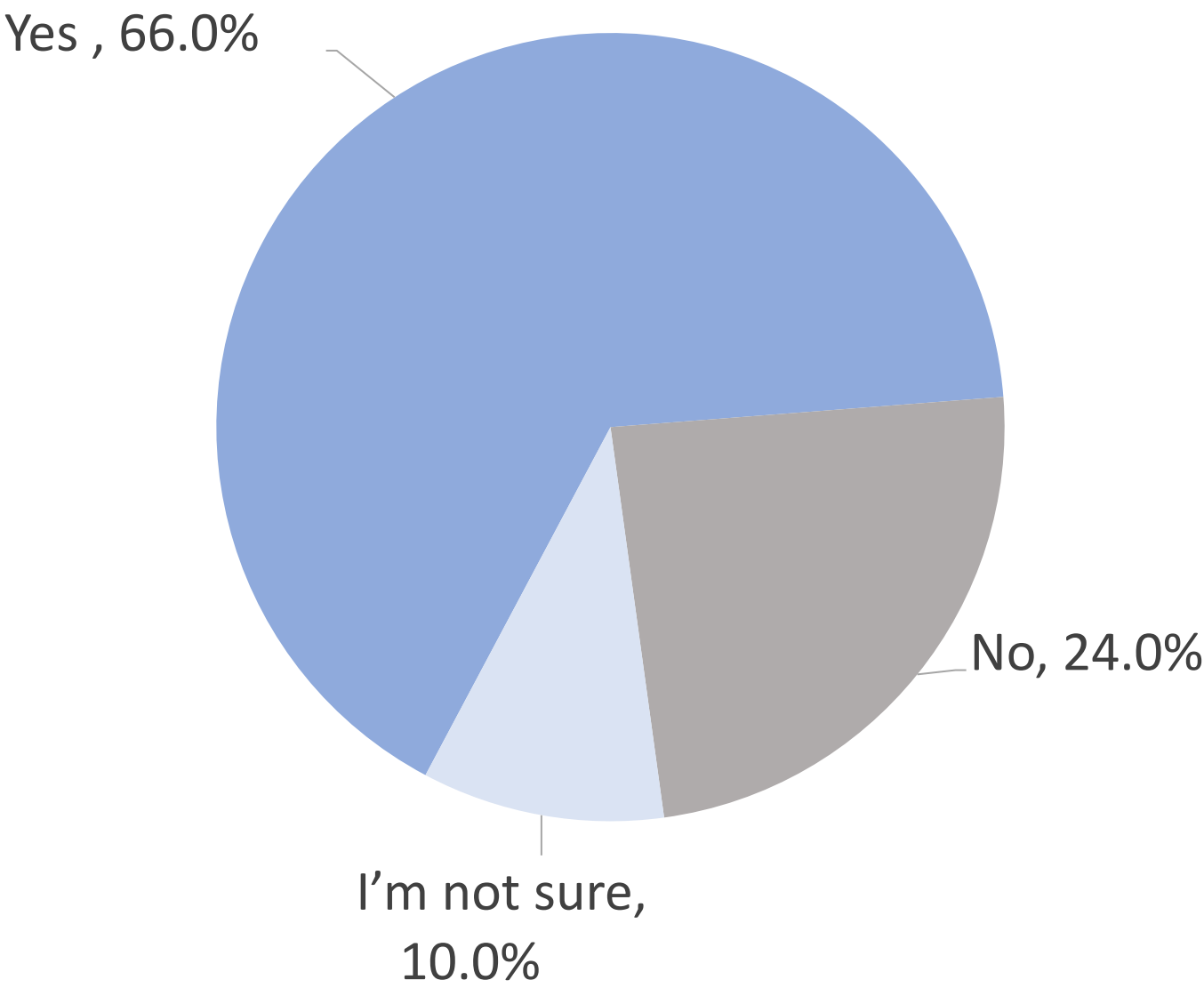


(Base: Cancelling trips, 292, 477, 506, 580 and 623 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 2020. Note: Data purposefully excluded from this chart for readability.)

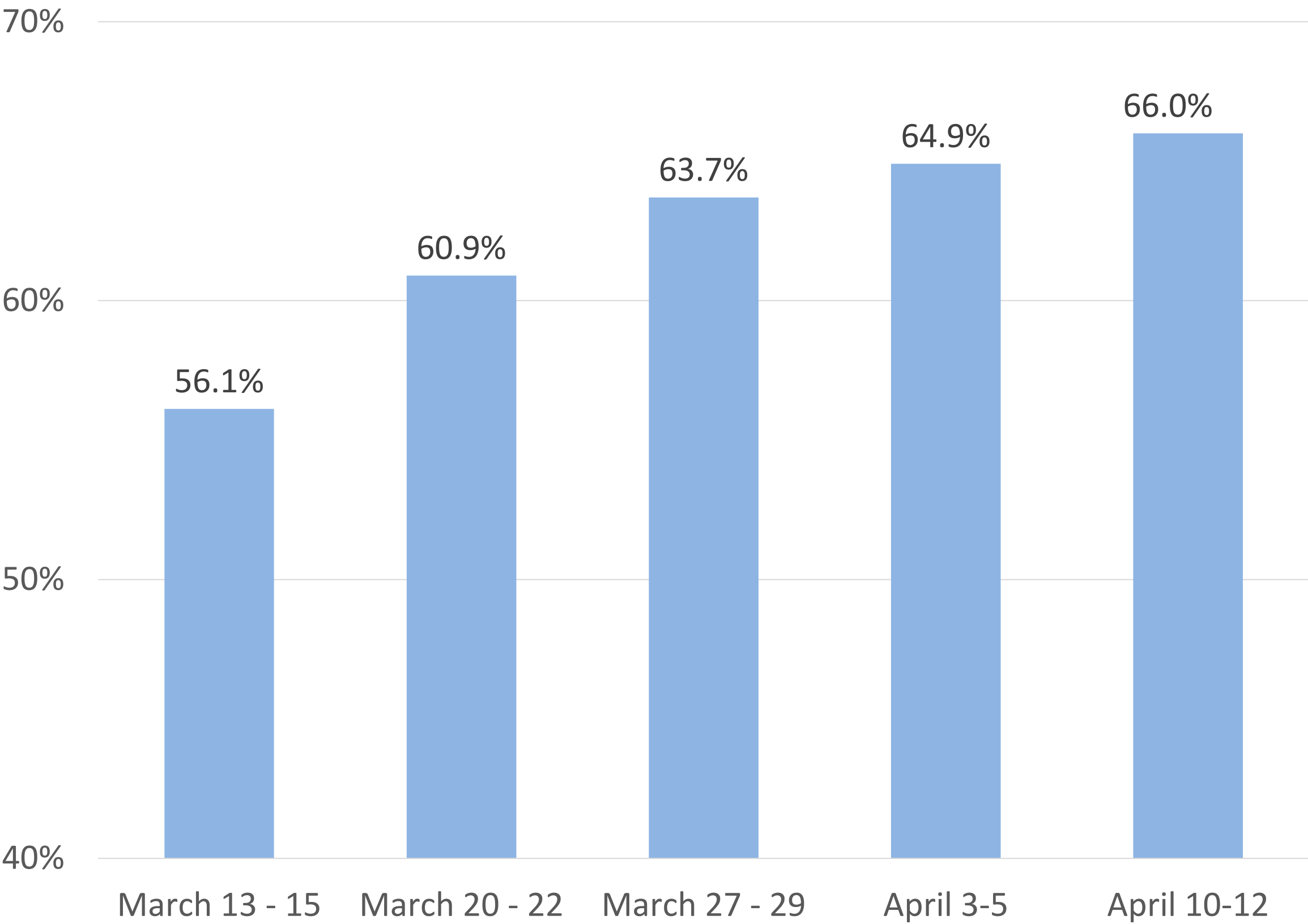
Did Traveler Get Full Refunds?

Question: Did you get full refunds for any reservations you canceled? (Select one)

Wave 5 (April 10-12)

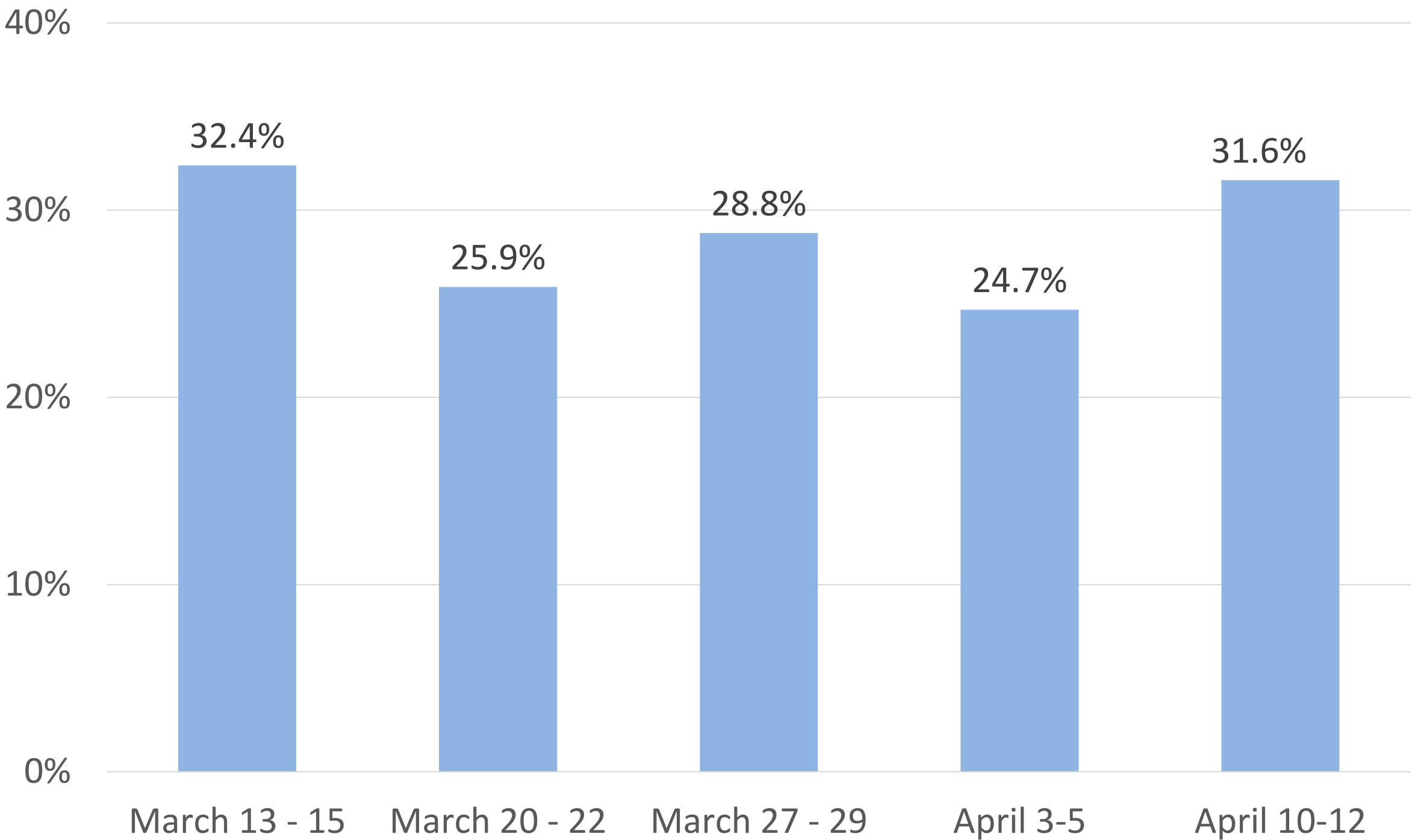
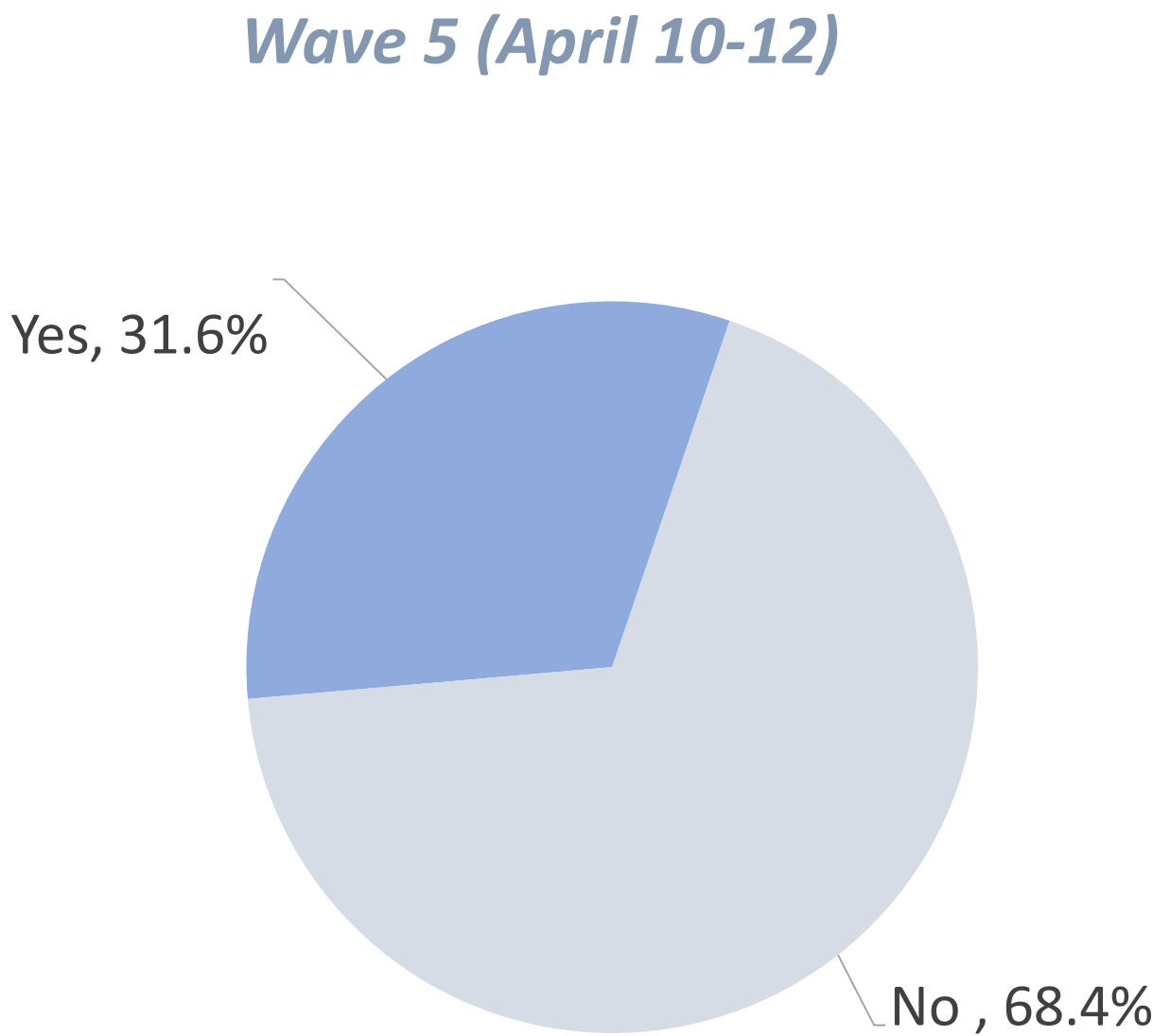


(Base: Respondents cancelling a trip, 623 completed surveys. Data collected April 10-12, 2020)



Were Postponed Trips Rescheduled?

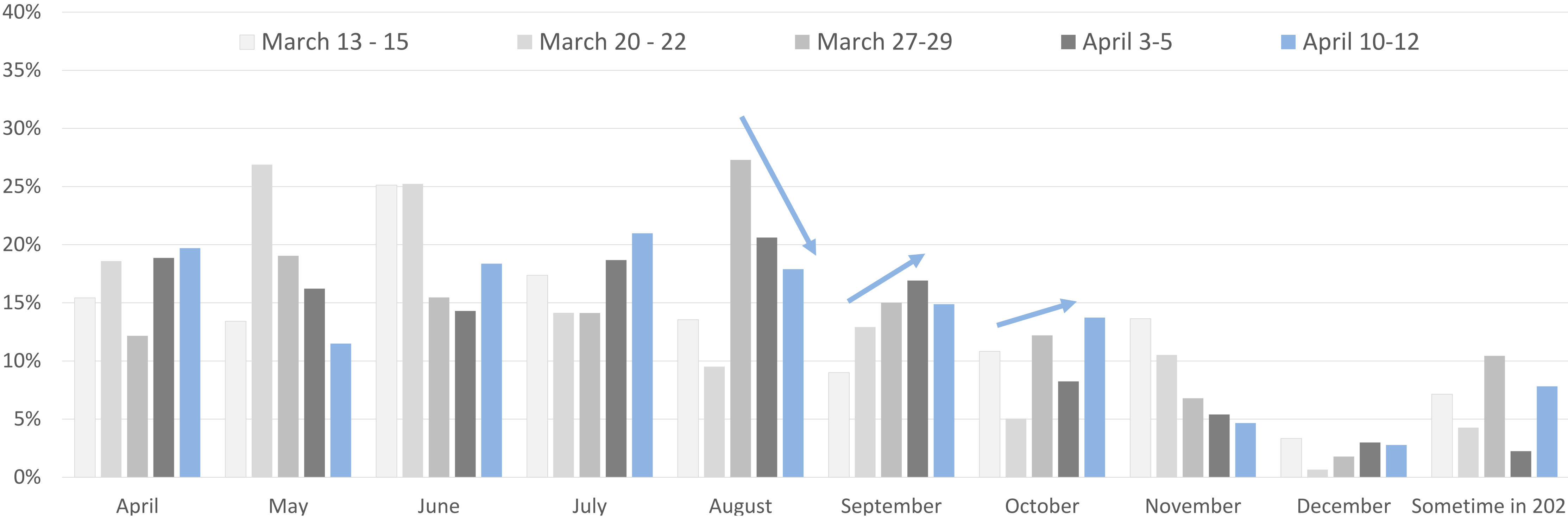
Question: You said earlier that you had POSTPONED at least one trip. Have you rescheduled a date (even tentatively) for this travel?



(Base: Postponing trips, 277, 354, 404, 433, 435 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12, 2020)

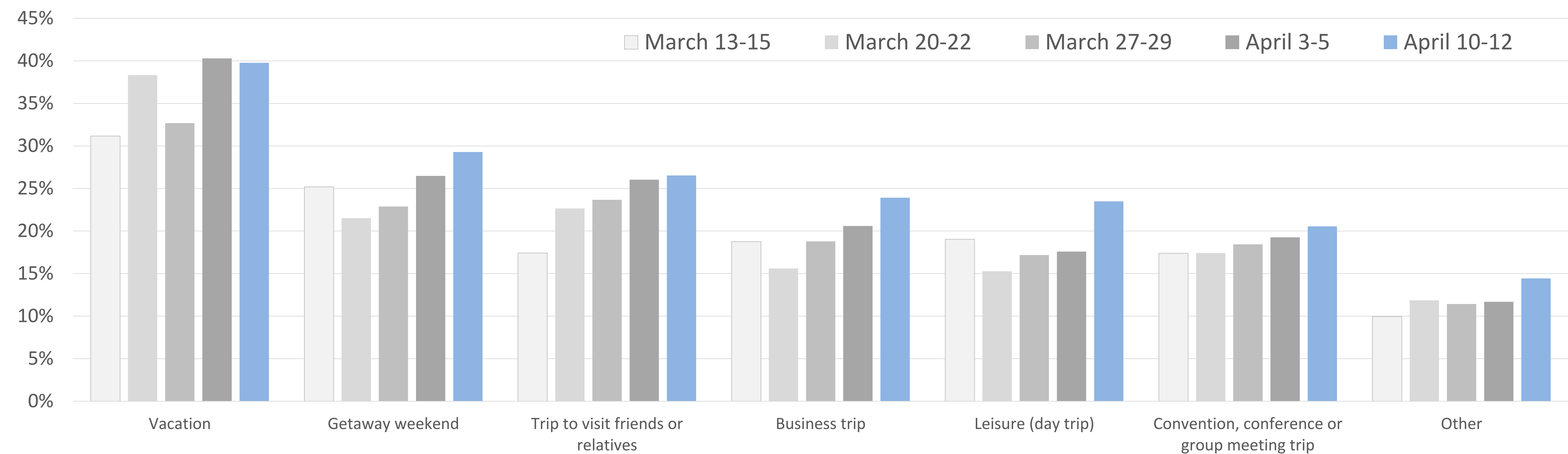
Month Postponed Trips Rescheduled

Question: The trip(s) you postponed were rescheduled to take place in which month(s)? (Select all that apply)



Types of Trips Cancelled

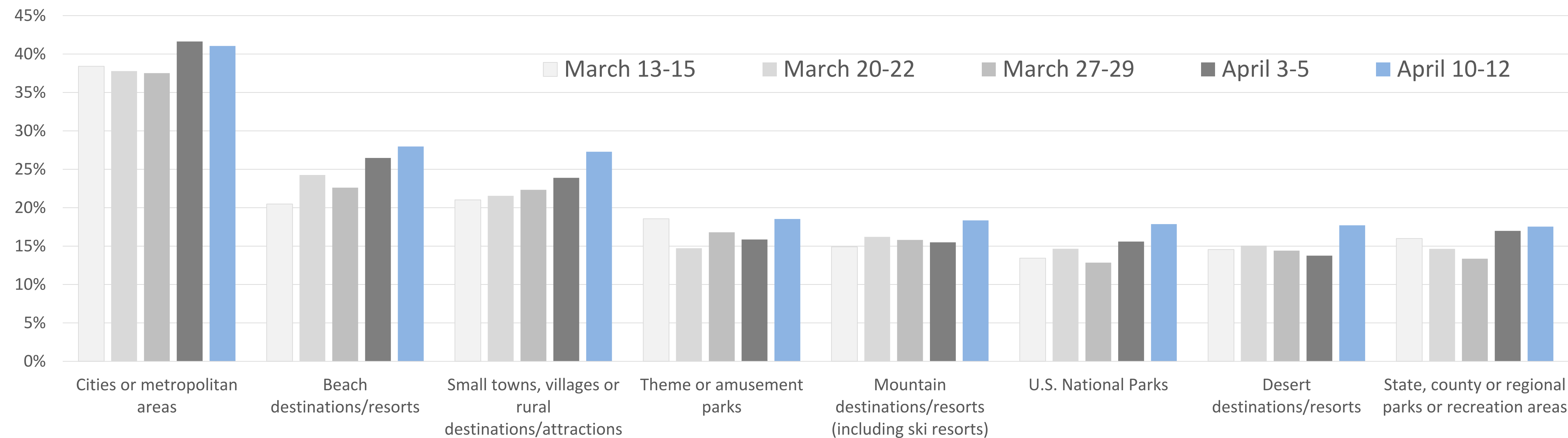
Question: What kind of trip (or trips) did you cancel? (Select all that apply)



(Base: Cancelling trips, 292, 477, 506, 580, 624 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12, 2020)

Types of Destinations Cancelled

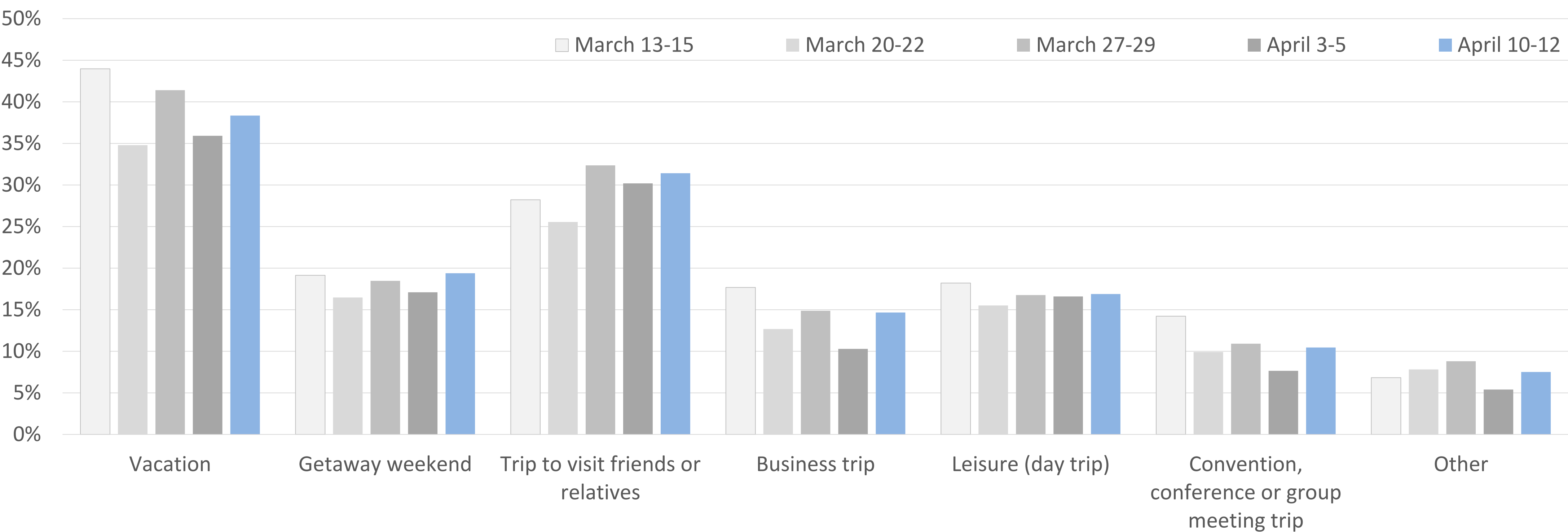
Question: Thinking about these canceled trips, which destination types were you planning to visit but ended up canceling? (Select all that apply)



(Base: Cancelling trips, 292, 477, 506, 580, 624 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12, 2020)

Types of Trips Postponed

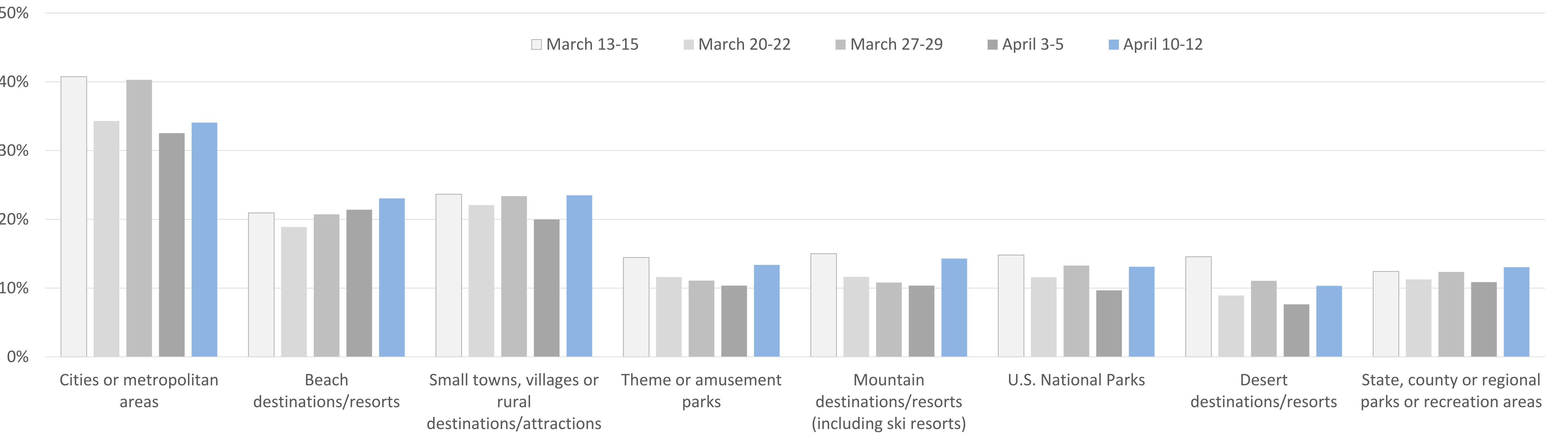
Question: What kind of trip (or trips) did you postpone? (Select all that apply)



(Base: Postponing trips, 277, 354, 404, 435 and 440 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12, 2020)

Types of Destinations Postponed

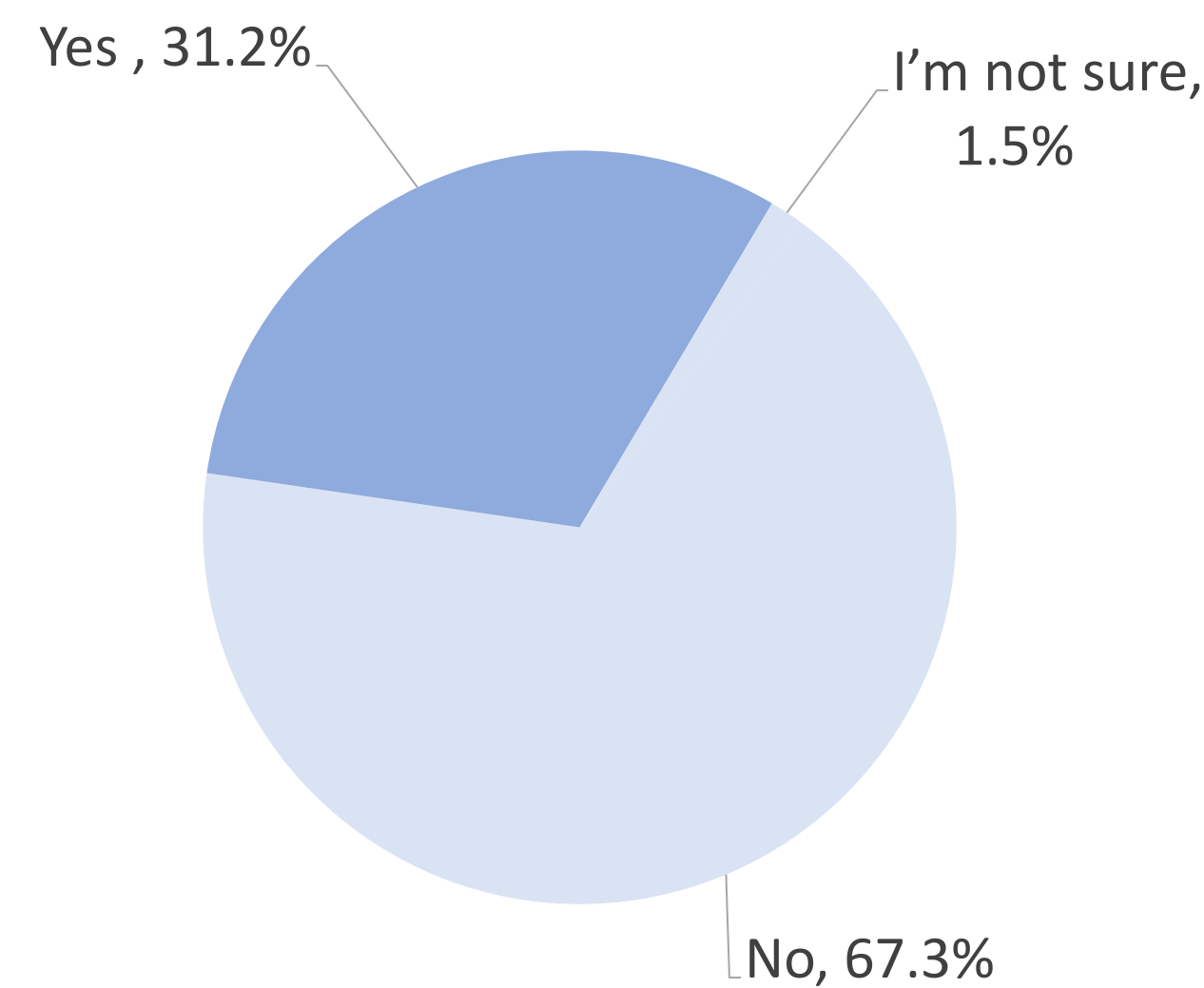
Question: Thinking about these postponed trips, which destination types were you planning to visit but ended up postponing?
(Select all that apply)



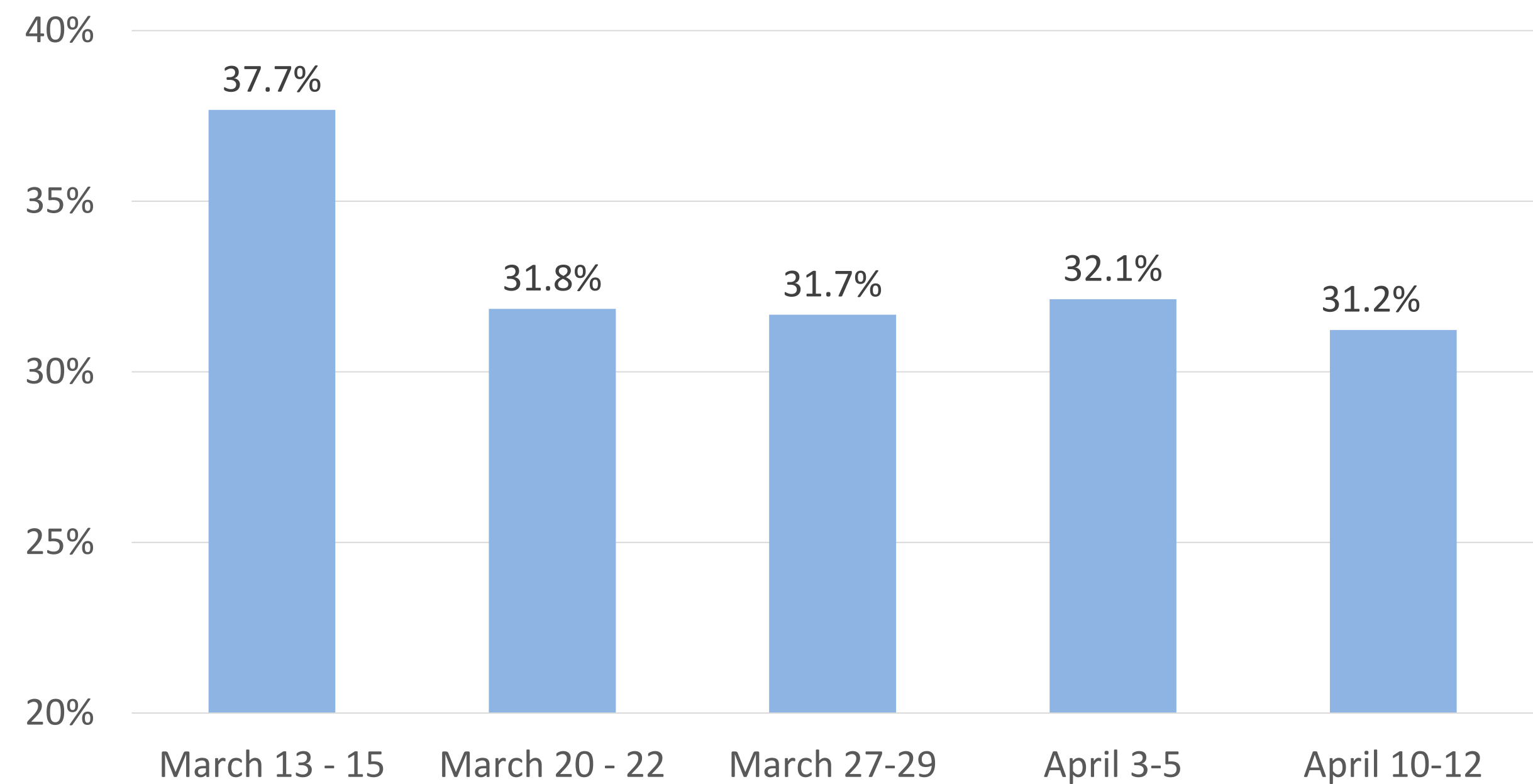
(Base: Postponing trips, 277, 354, 404, 435 and 440 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12, 2020)

International Trips Postponed or Cancelled

Question: Were any of the trips you canceled or postponed foreign trips (i.e., travel to countries outside the United States)?



(Base: Respondents cancelling or postponing a trip, 890 completed surveys. Data collected April 3-5, 2020)



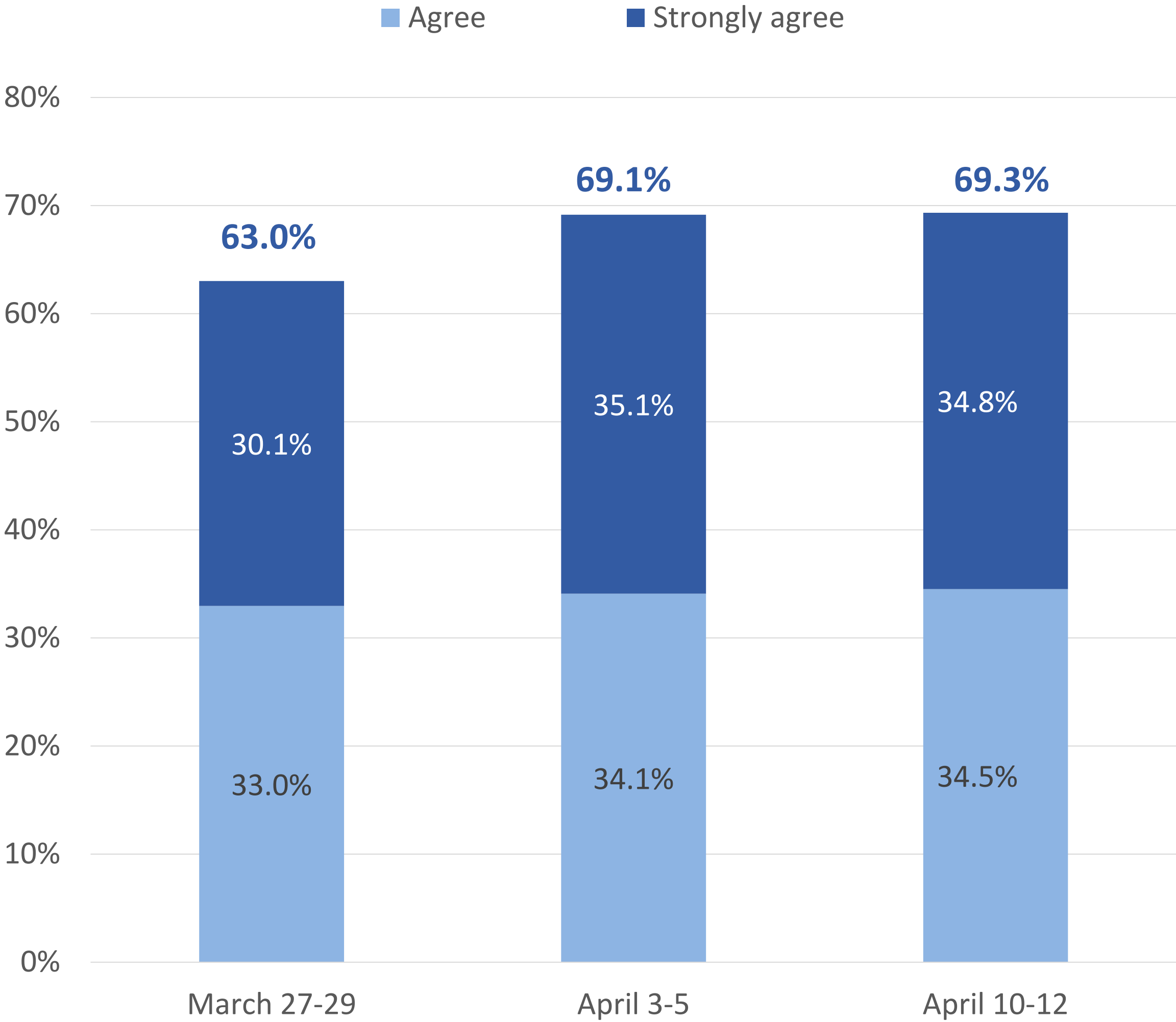
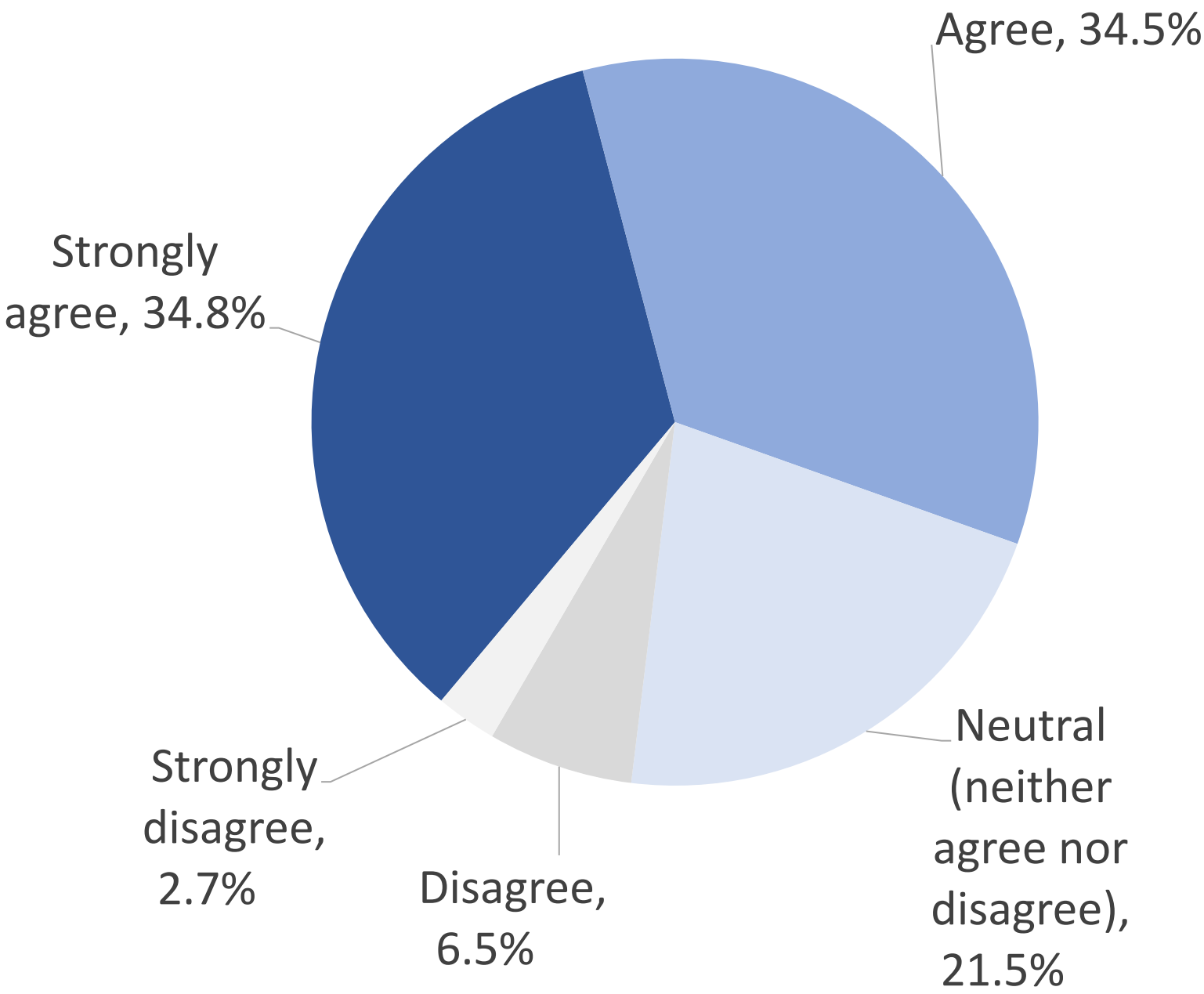
Impact on Sentiment & Perceptions



Excitement to Get Back to Travel

How much do you agree with the following statement?

Question: I miss traveling. I can't wait to get out and travel again.



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

How Will They Get Back to Travel?

In the period after coronavirus, how are you going to approach getting back into travel? (Pick the image that best describes you)



I'll test the waters first



I'll get back in but carefully



I'll jump right back in

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



47.0%

I'll get back in but carefully



39.9%

I'll test the waters first



13.1%

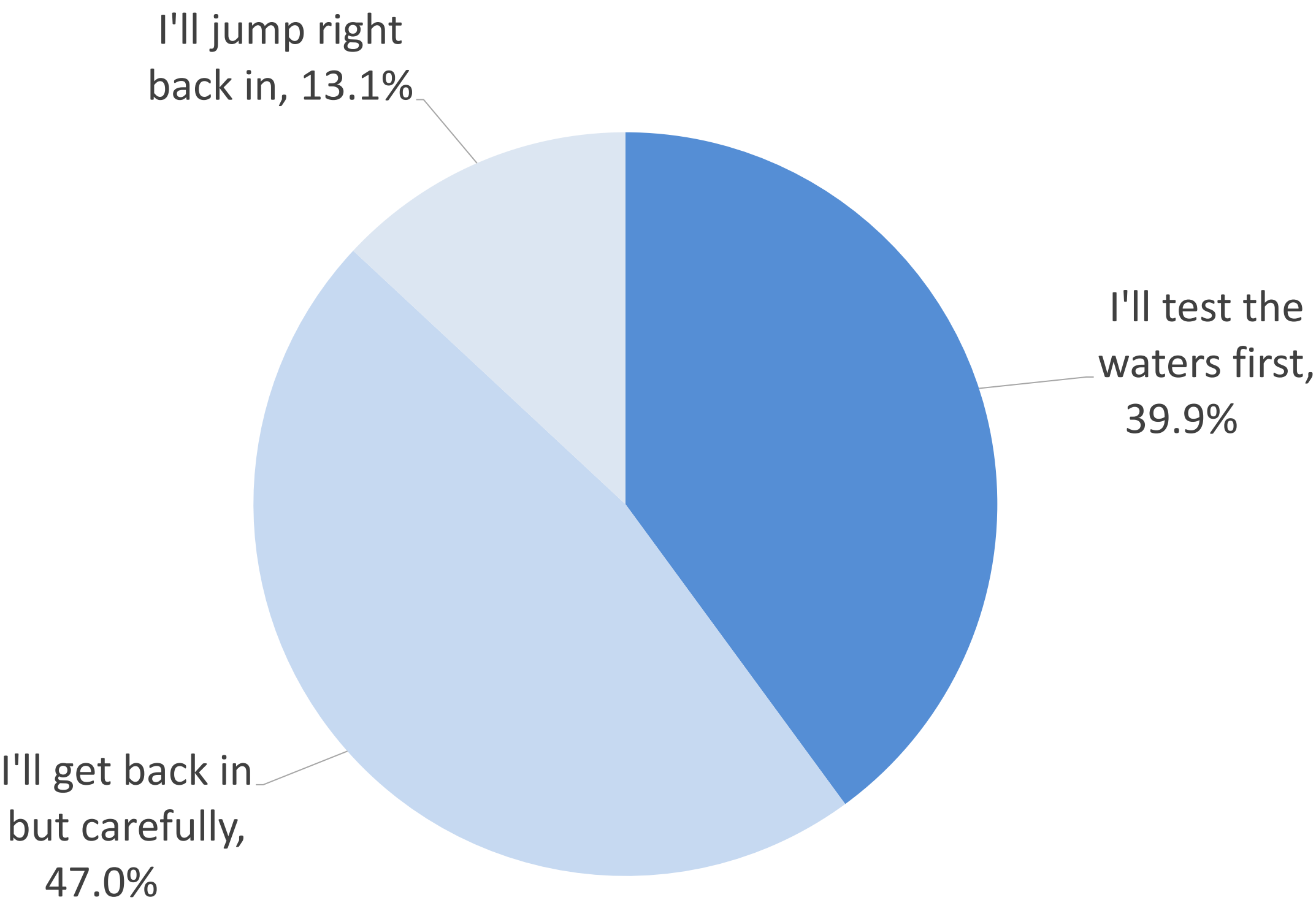
I'll jump right back in

How Will They Get Back to Travel?

New Question Added in Wave 5

Question: In the period after coronavirus, how are you going to approach getting back into travel? (Pick the image that best describes you)

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

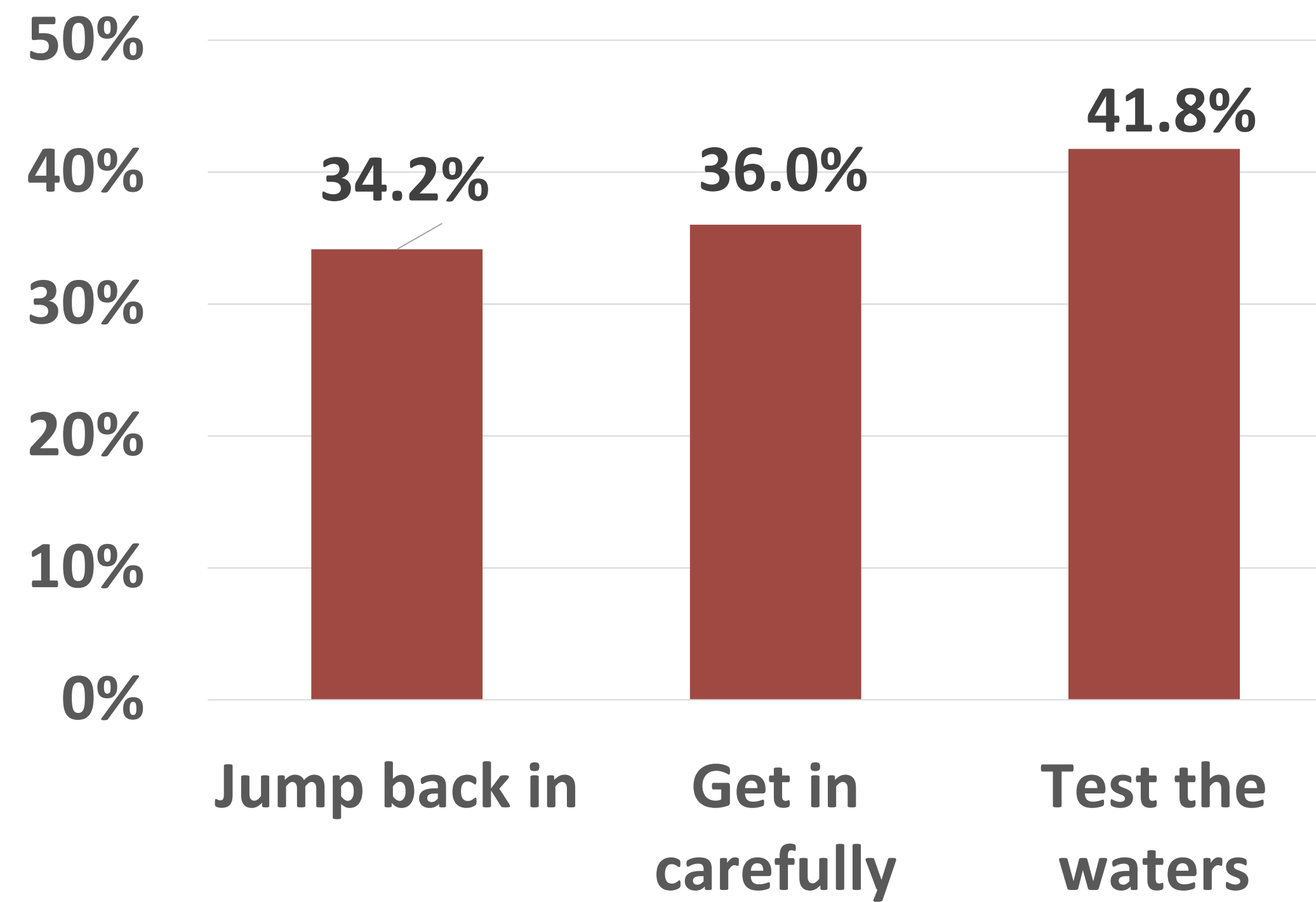


WHO Plans To Jump Right In?



Younger

% Baby Boomer + (56+)

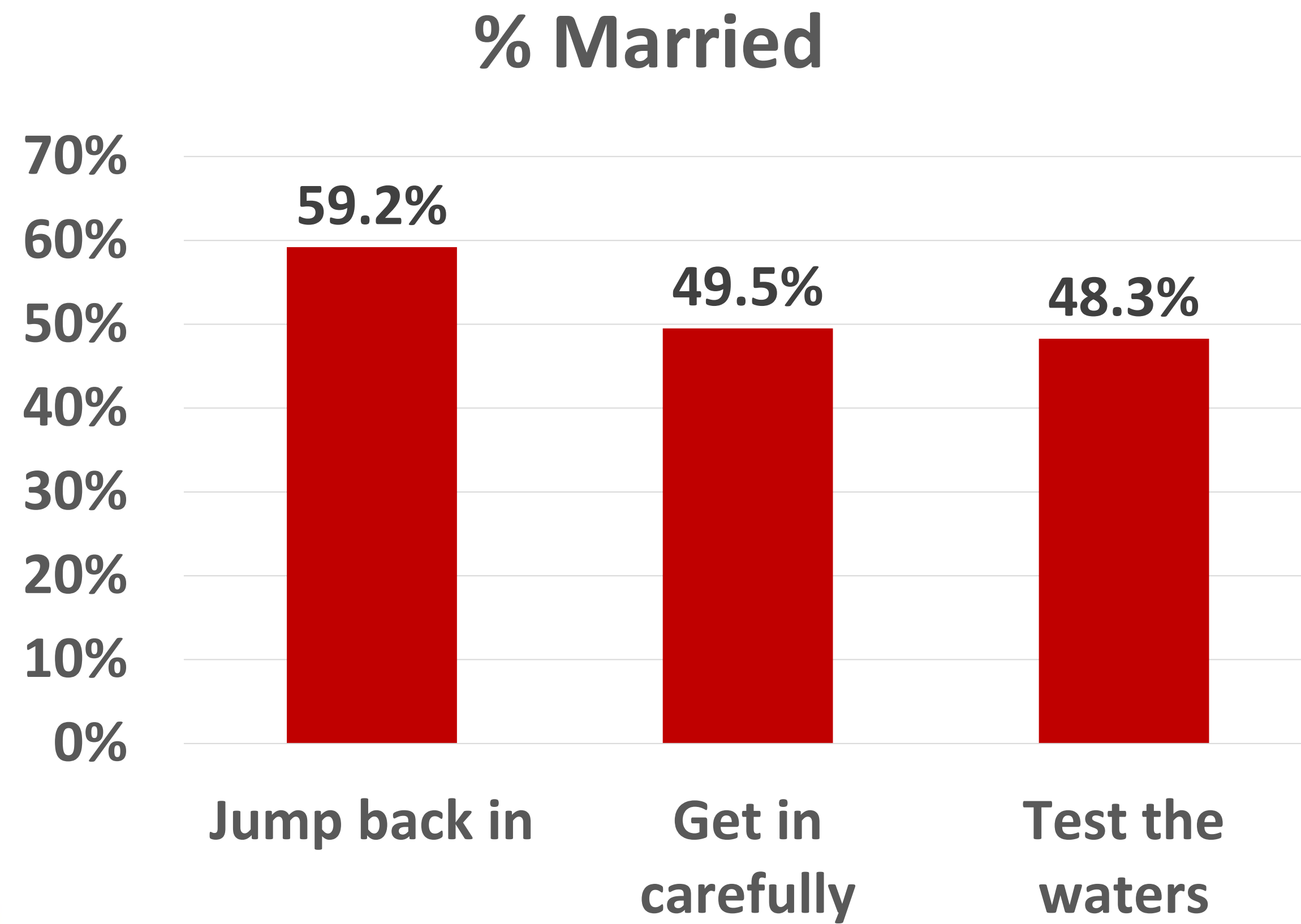


Affluent

Avg. Annual Household Income

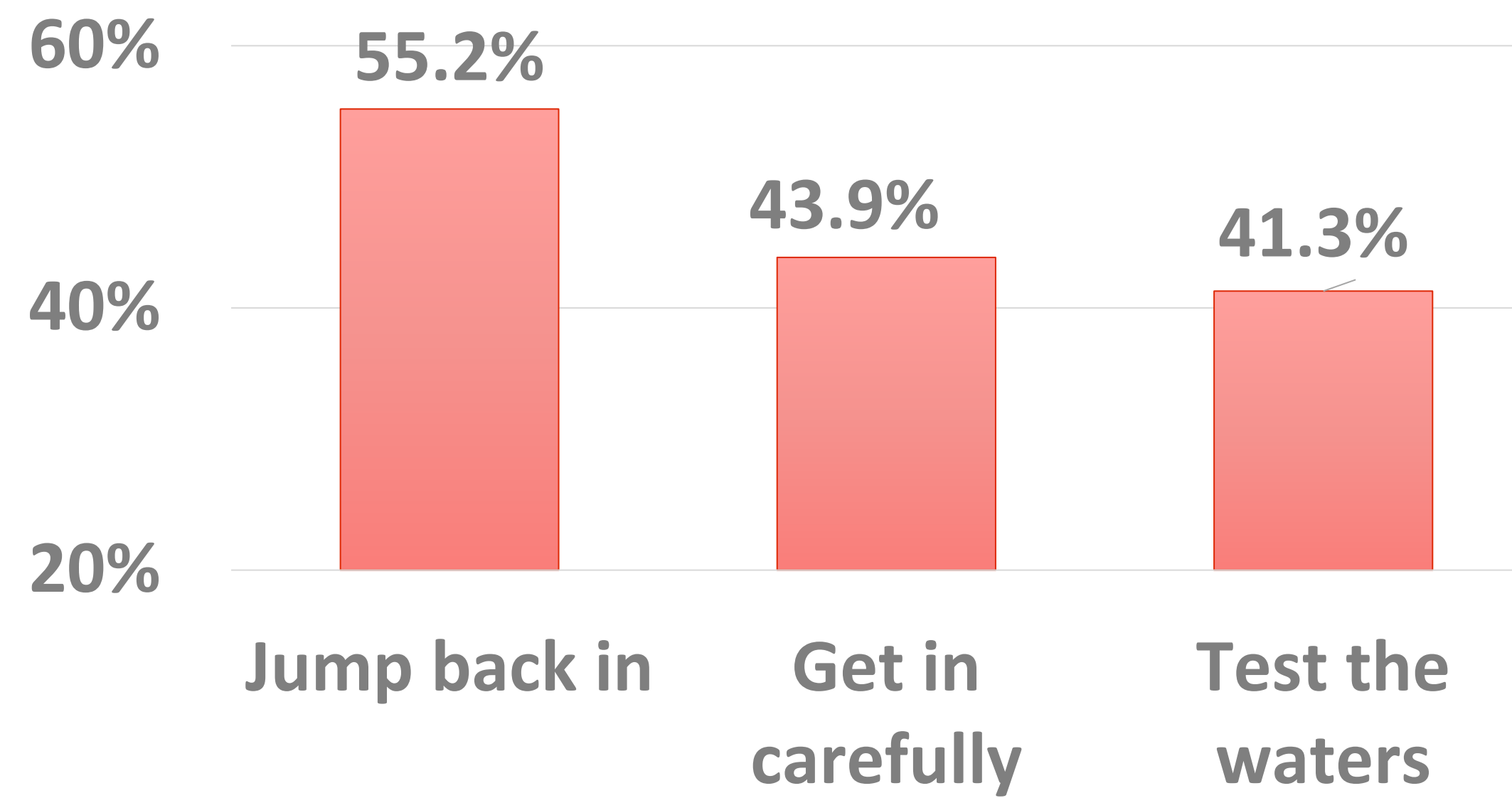


Married



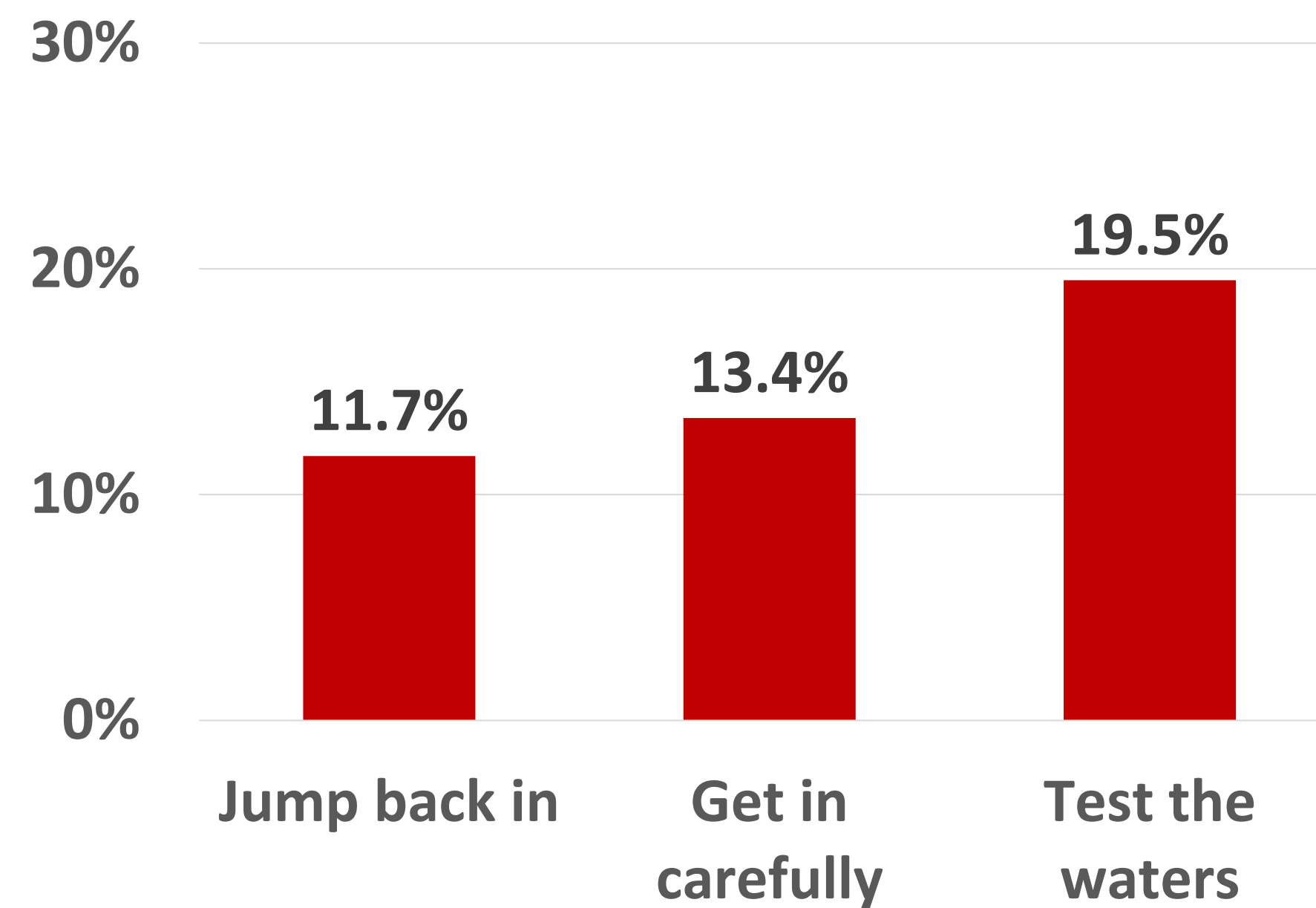
Male

% Male



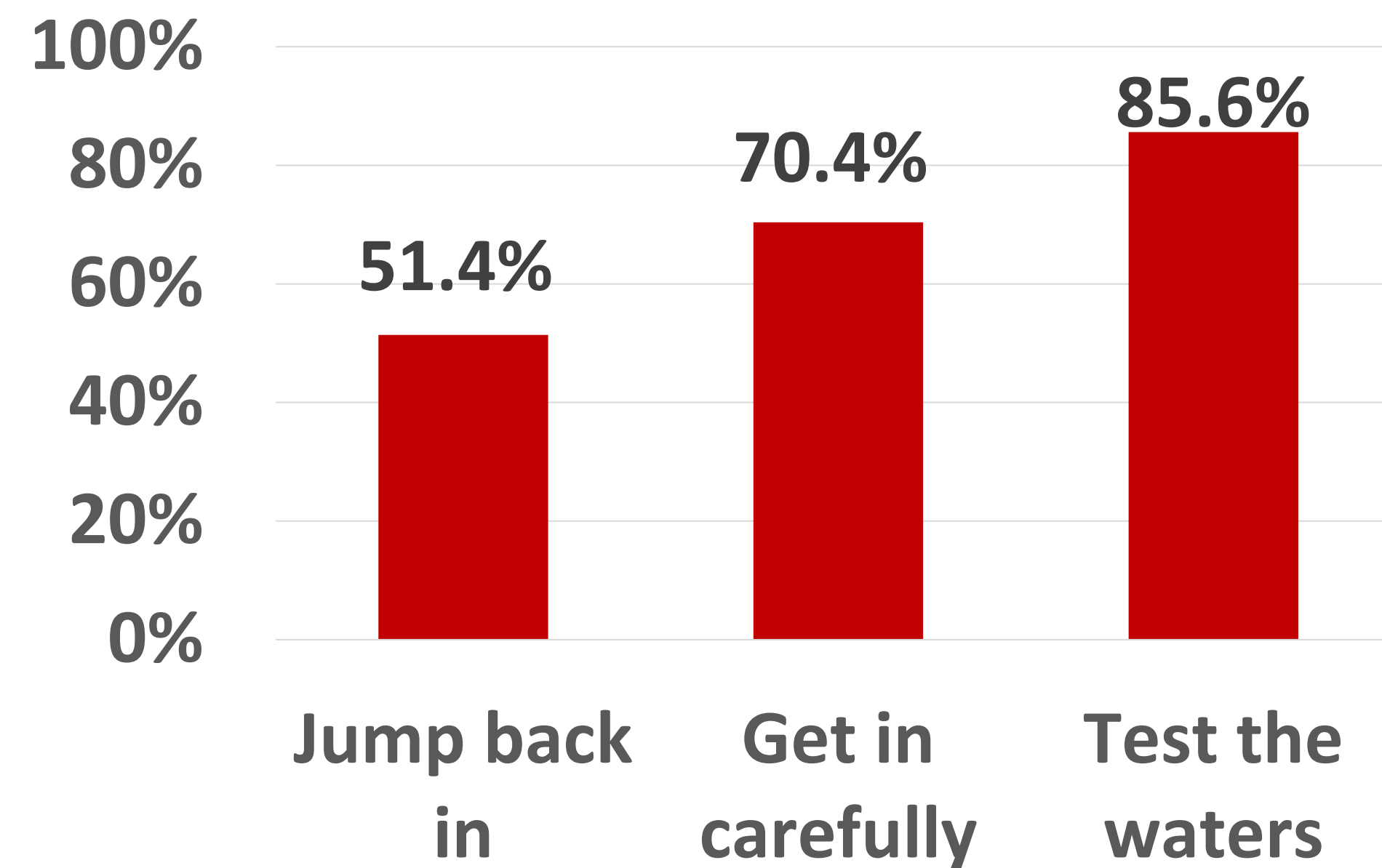
Different Travel Disability Profile

% Traveling with a person with disabilities



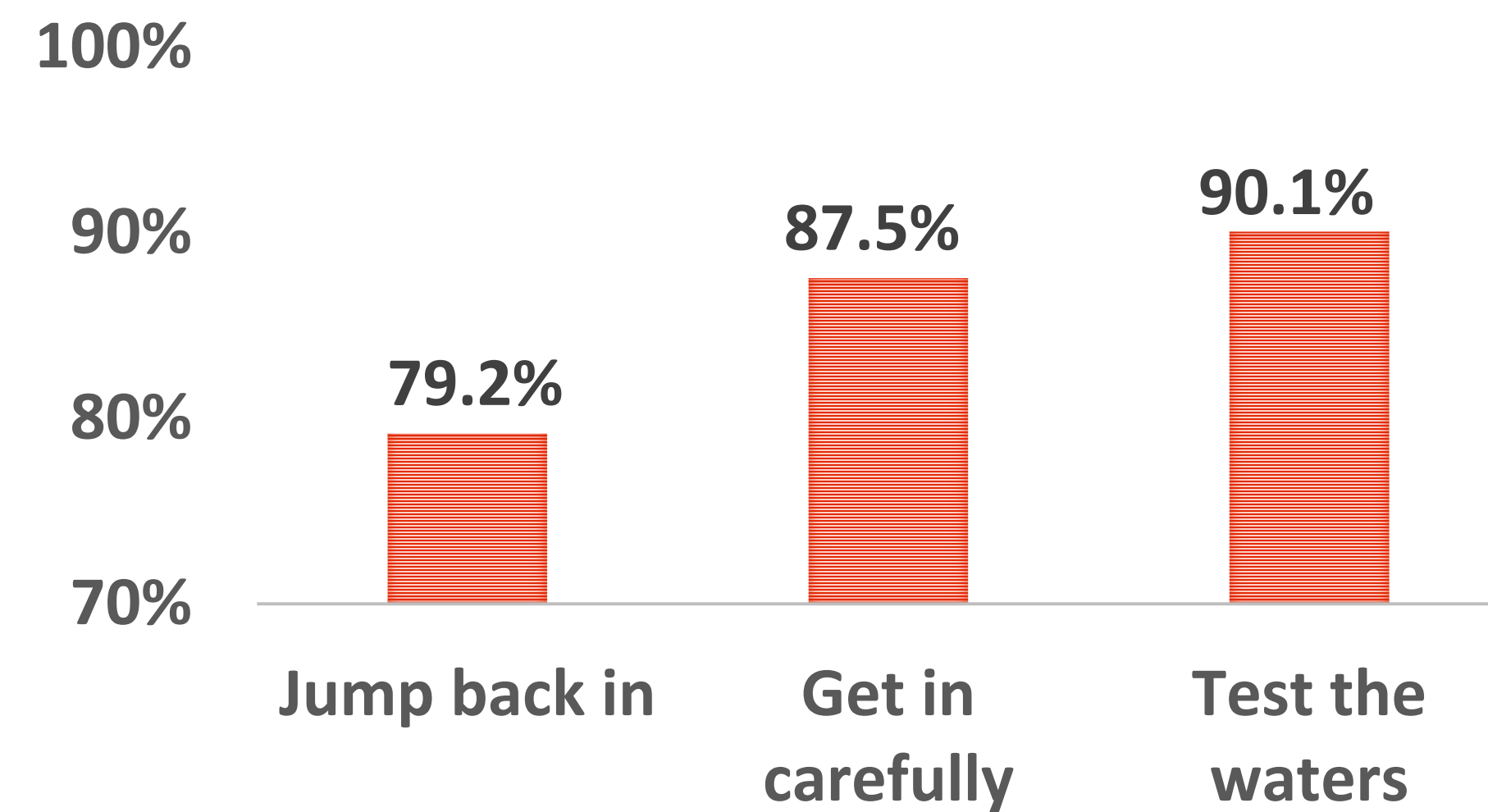
Less Personally Fearful

% Personally concerned about Contracting COVID-19 (Top 5 Box)



Economically Confident

% Concerned about Impact on the
National Economy (Top 5 Box)

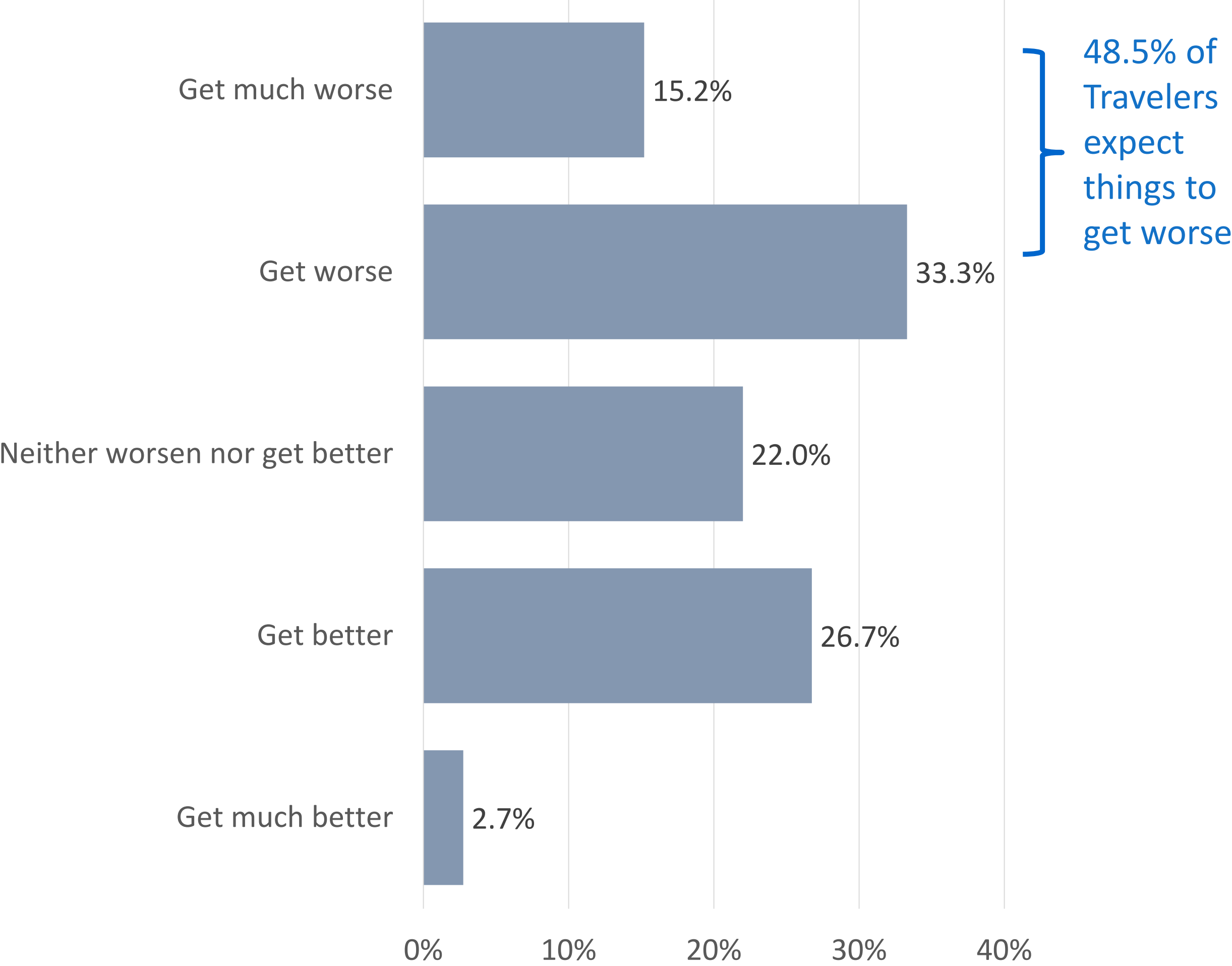


Expectations for Coronavirus Outbreak

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 _____

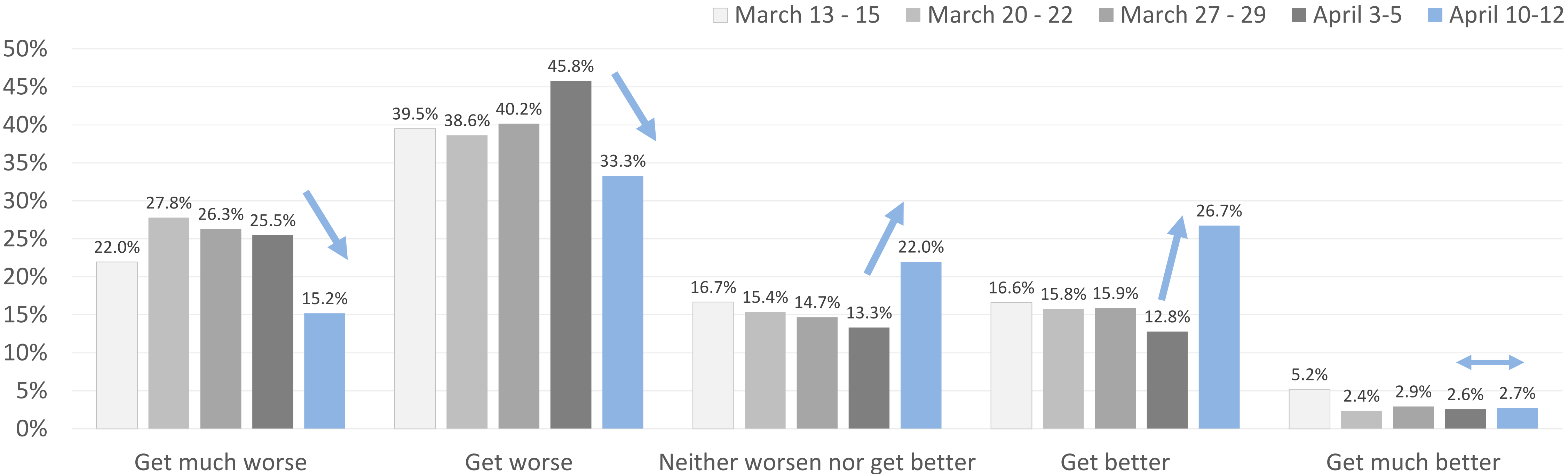
(Base: All respondents, 1,201, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12, 2020)



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 _____



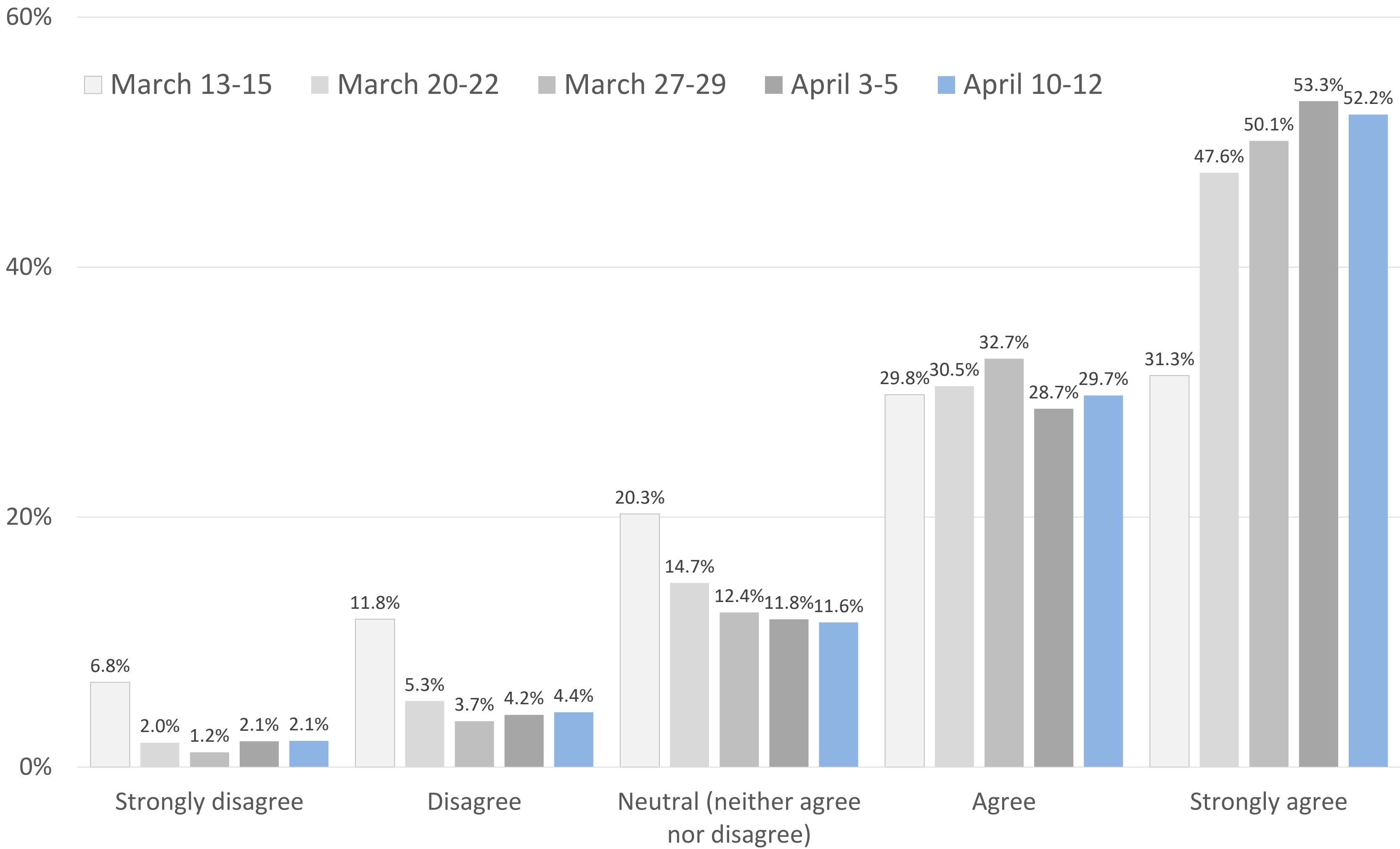
(Base: All respondents, 1,201, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12, 2020)

Avoiding Travel Until the Crisis Blows Over

How much do you agree with the following statement?

Statement: I’m planning to avoid all travel until the coronavirus situation blows over.

(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)

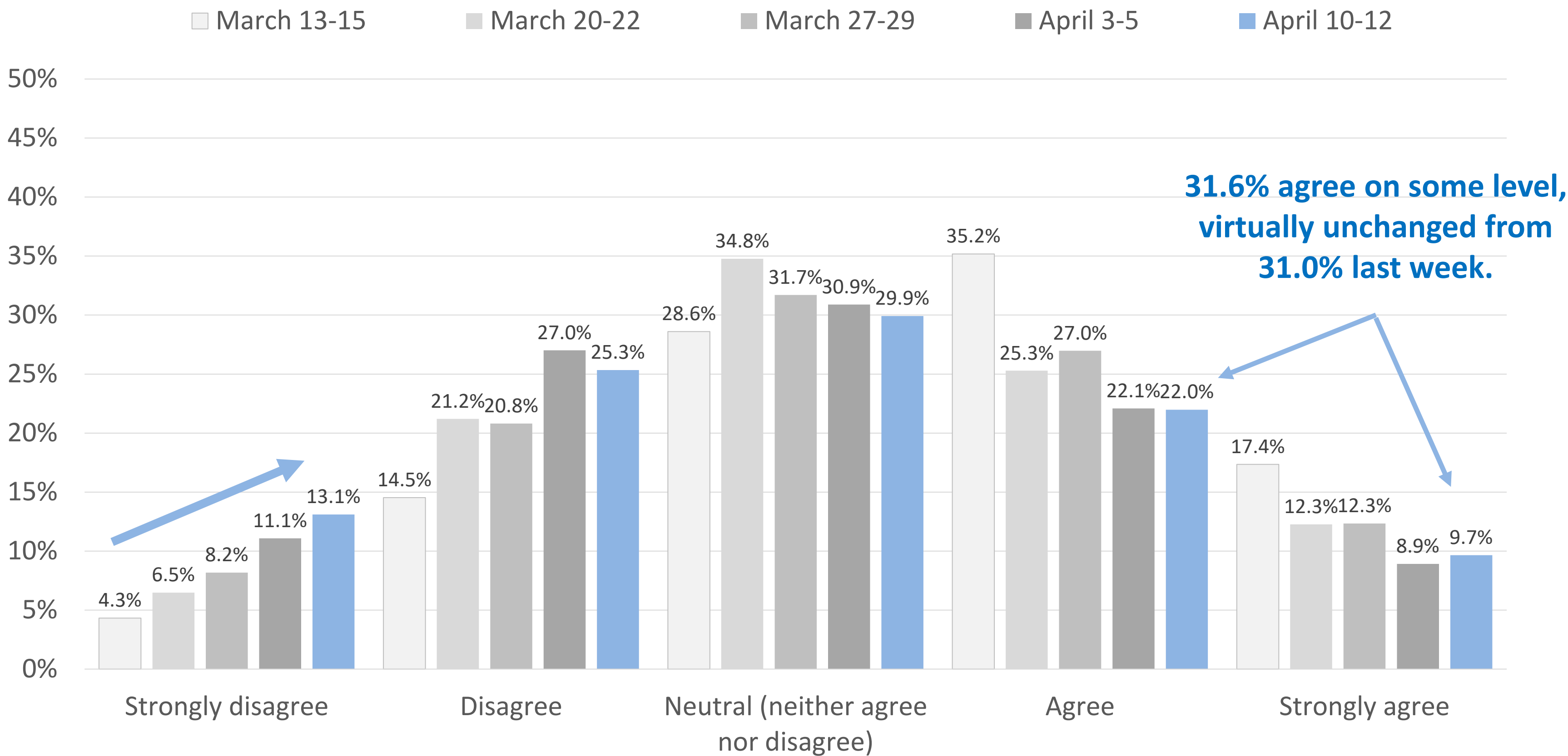


Expectations for Summer Travel Season

How much do you agree with the following statement?

Statement: I expect the coronavirus situation will be resolved before the summer travel season.

(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)



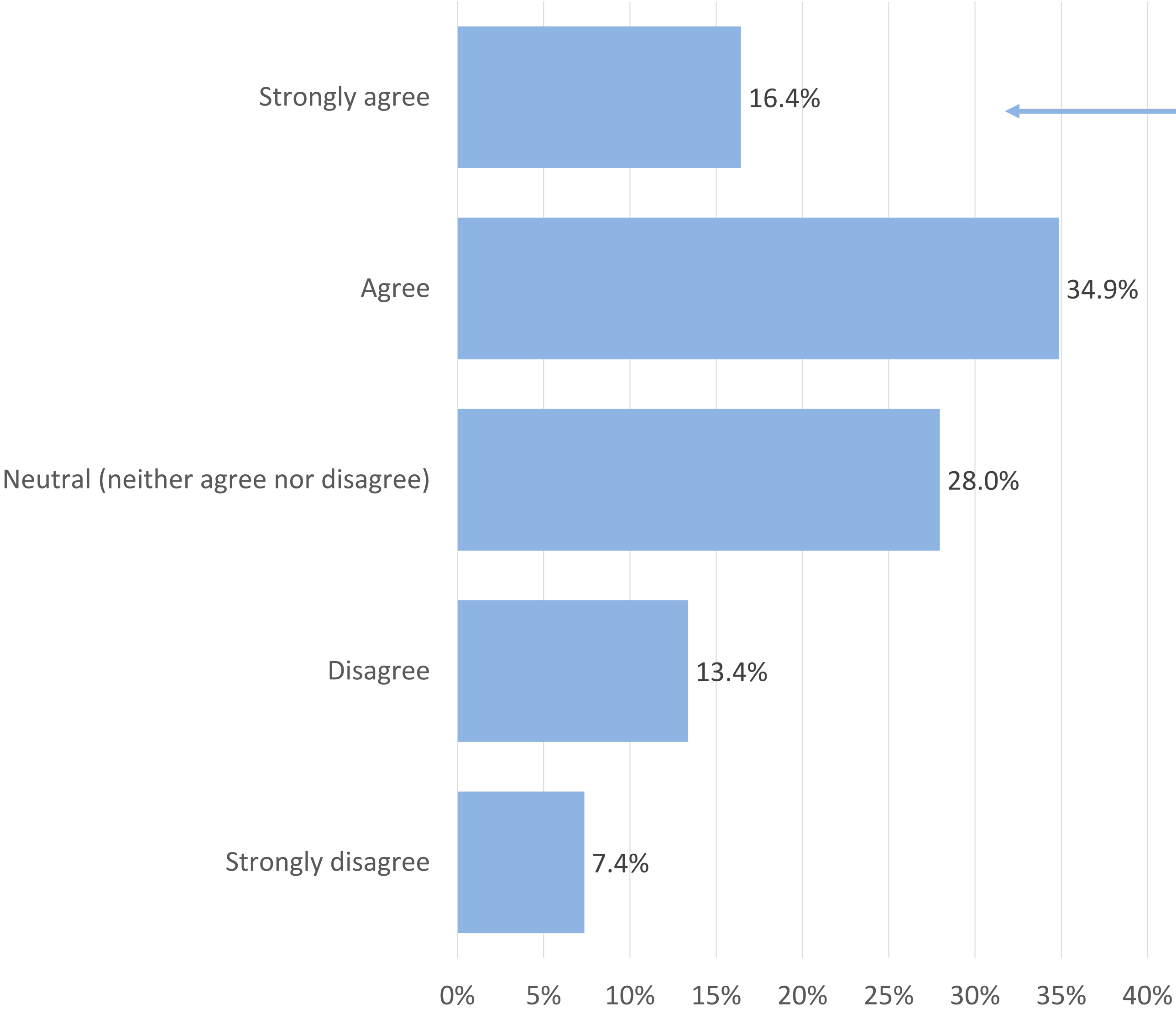
Expectations for Fall Travel Season

How much do you agree with the following statement?

Statement: I expect that I will be traveling in the Fall of 2020.

(Base: All respondents, 1,216 and 1,263 completed surveys. Data collected April 3-5, an 10-12 2020)

Question Added in Wave 4



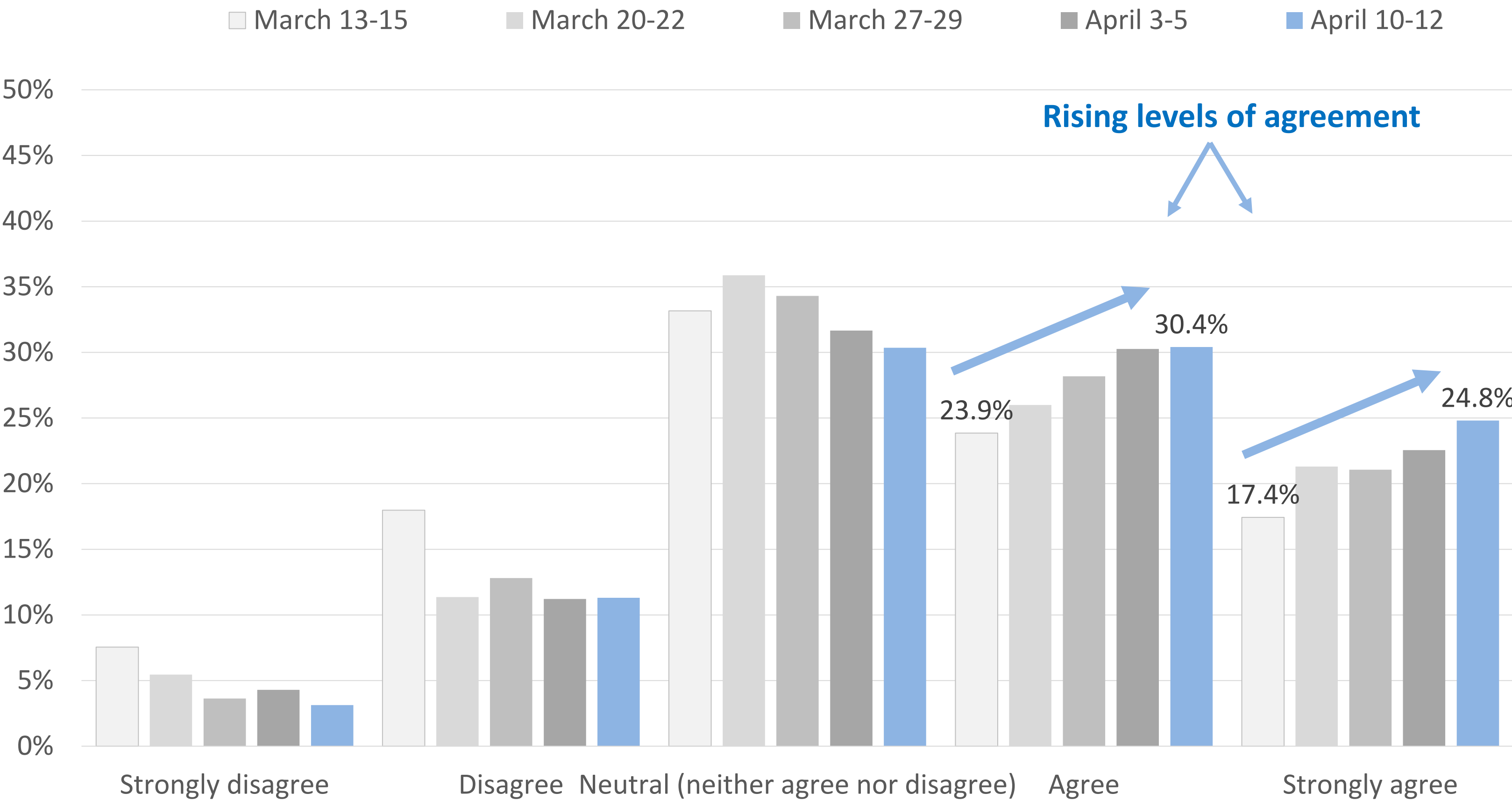
51.3% agree on some level, down slightly from 53.1% last week.

Staycations as a Replacement for Vacations

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)

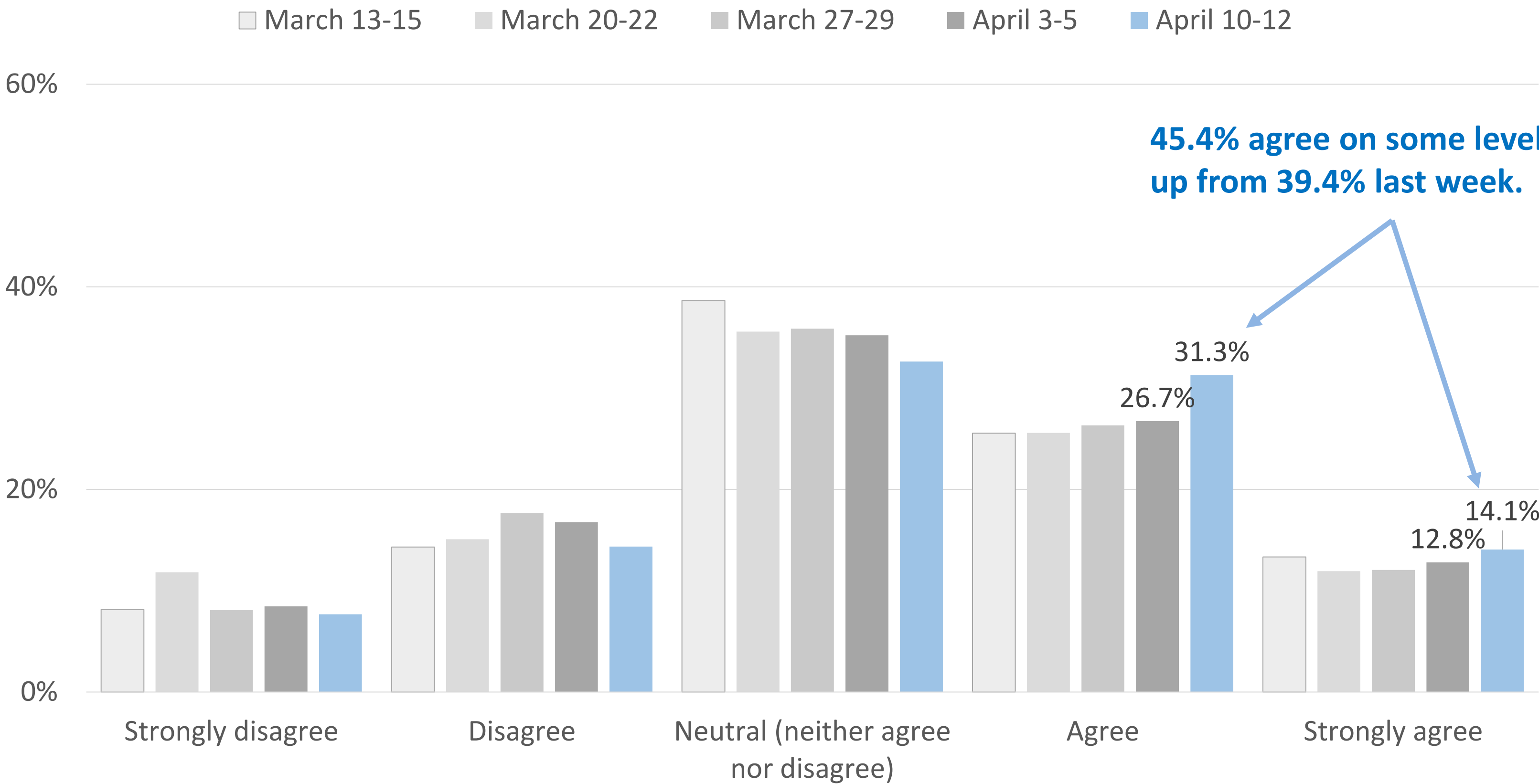


Replacing Air Travel with Road Trips

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)

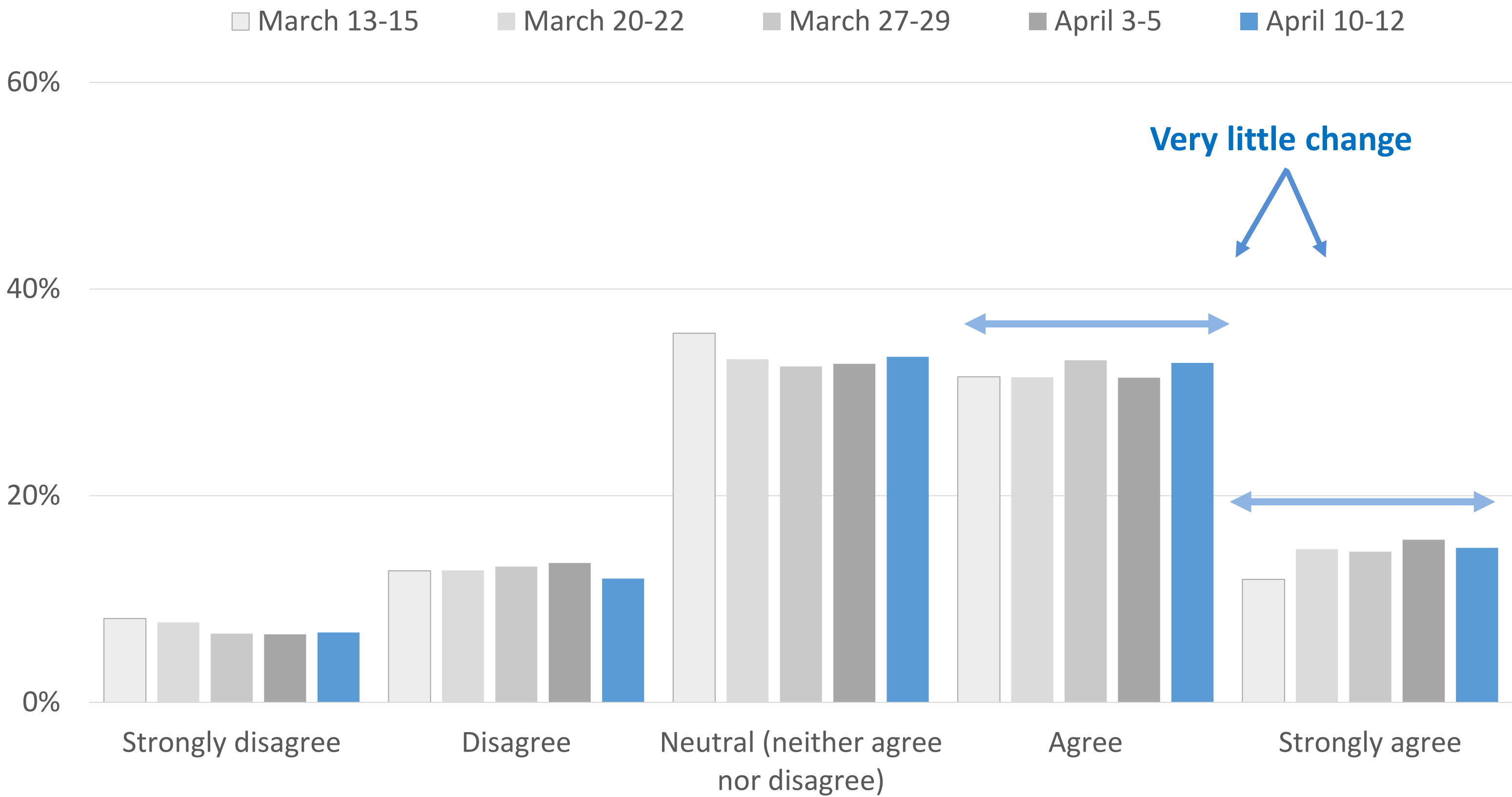


Replacing Long-Haul Travel with Regional Trips

How much do you agree with the following statement?

Statement: Because of the coronavirus, I'll probably be taking more regional trips (near my home) and avoid long-haul travel (further from home).

(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)

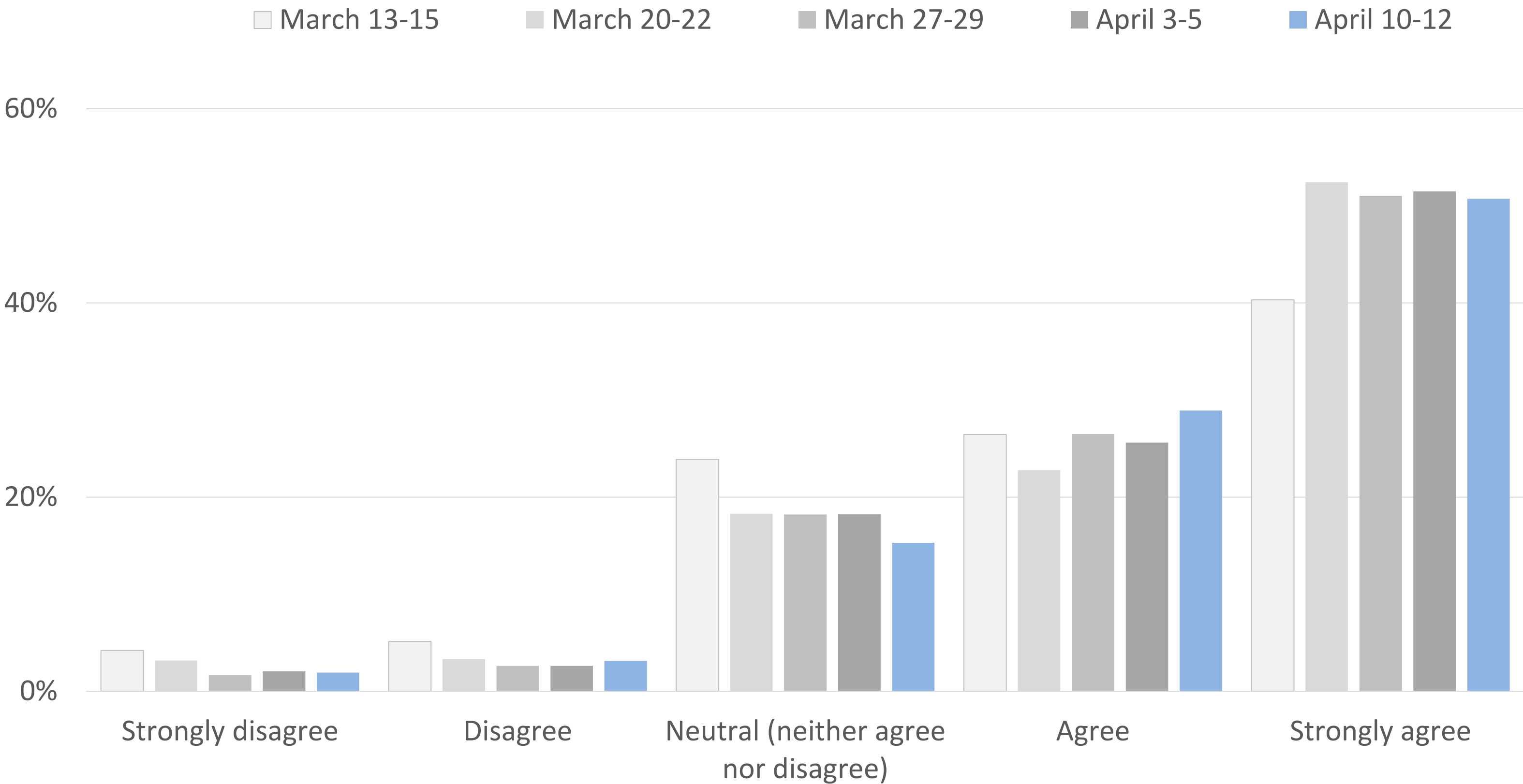


Avoiding Conventions & Conferences

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: 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)

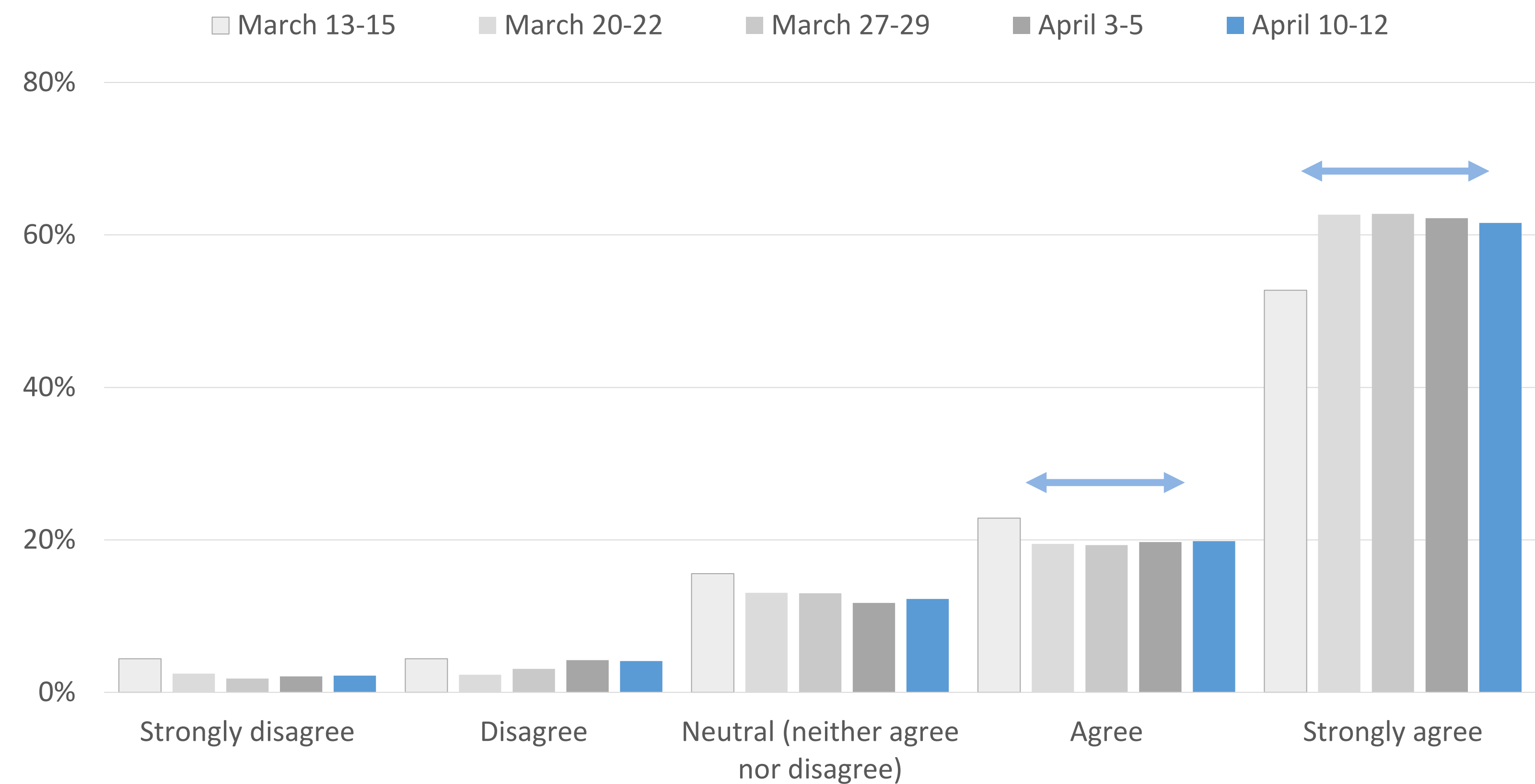


Avoiding International Travel

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: 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)

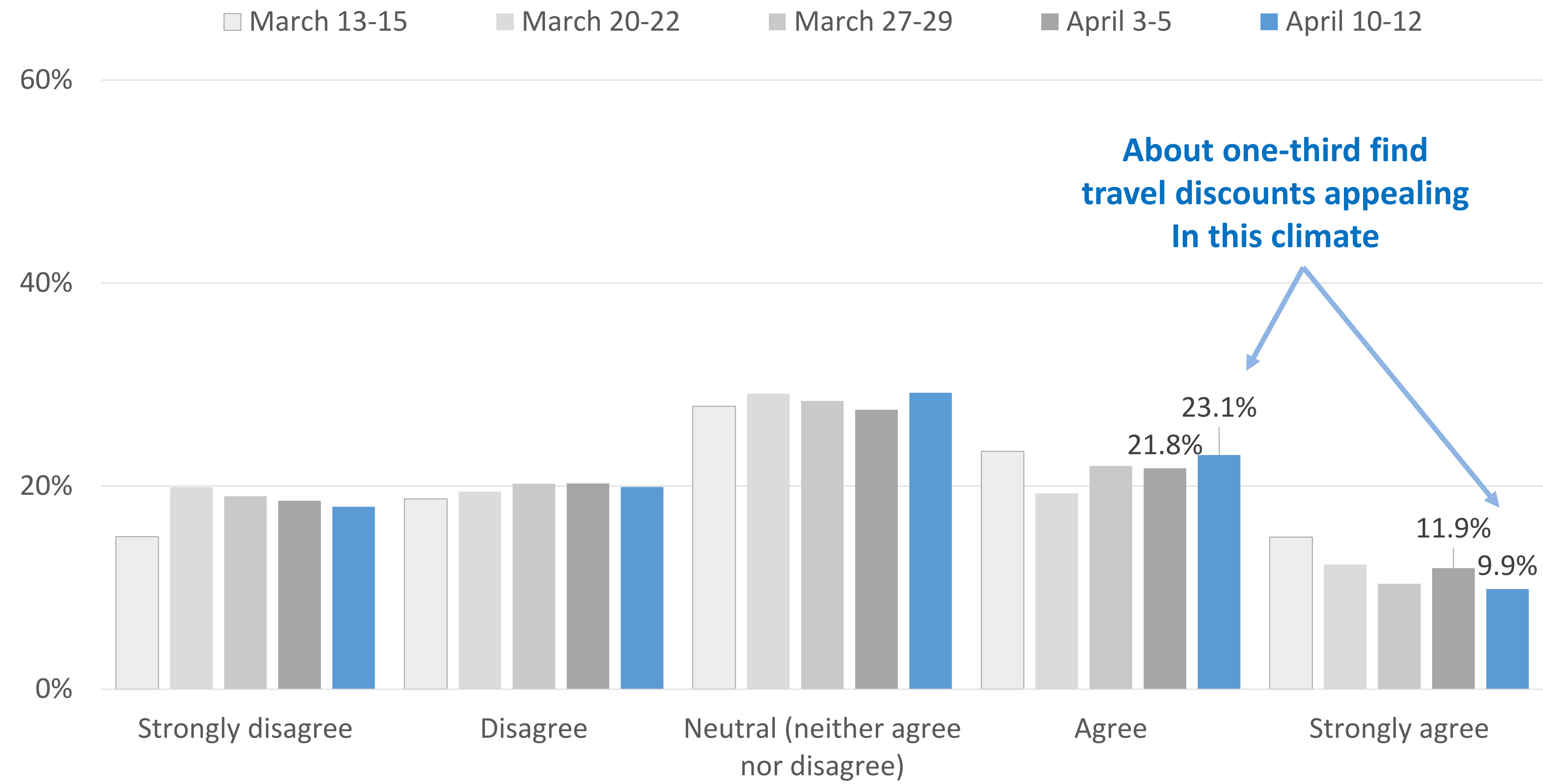


Discounts and Price Cuts

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)



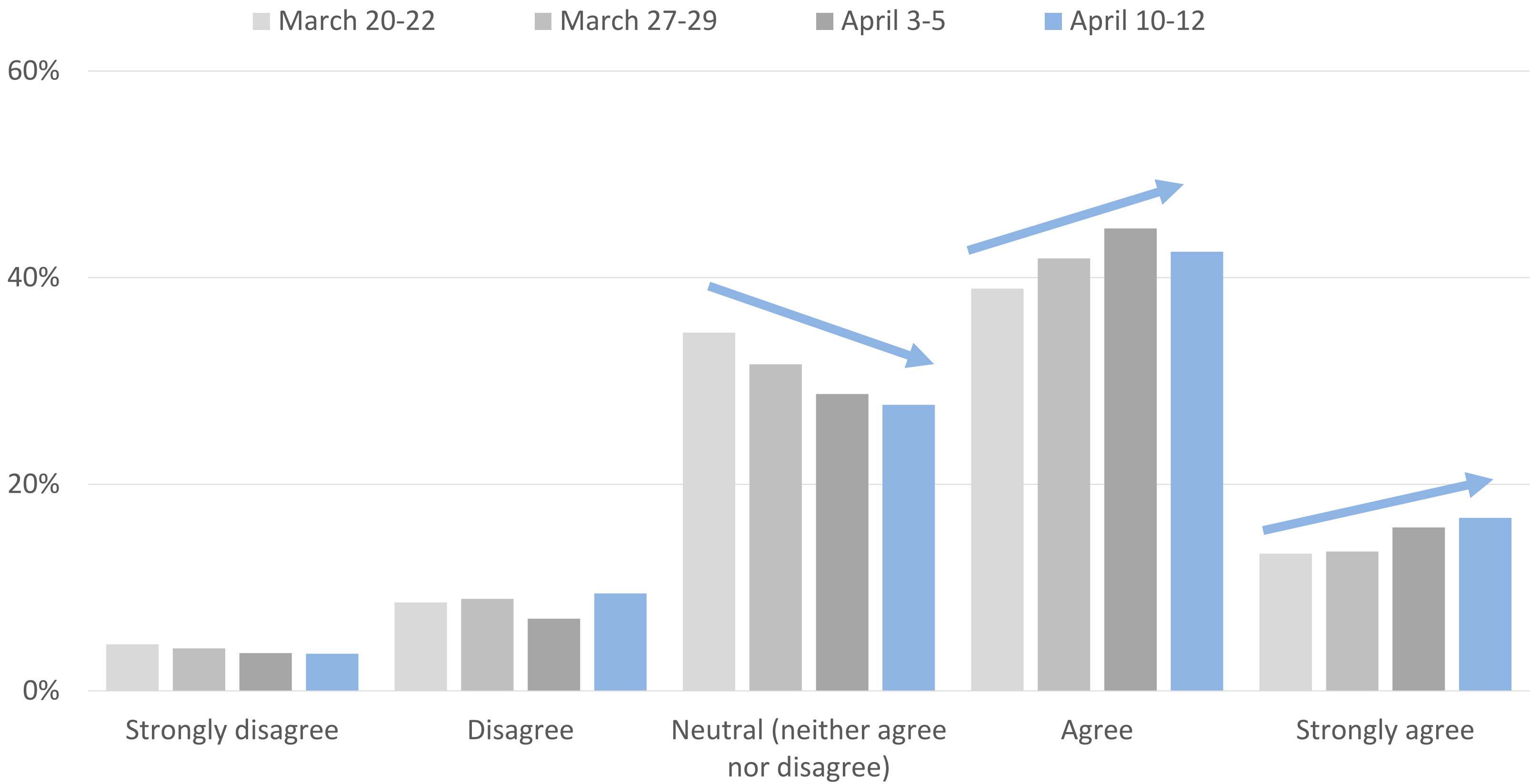
Supporting Local Businesses

How much do you agree with the following statement?

Statement: I have been taking action to try to support local businesses where I live.

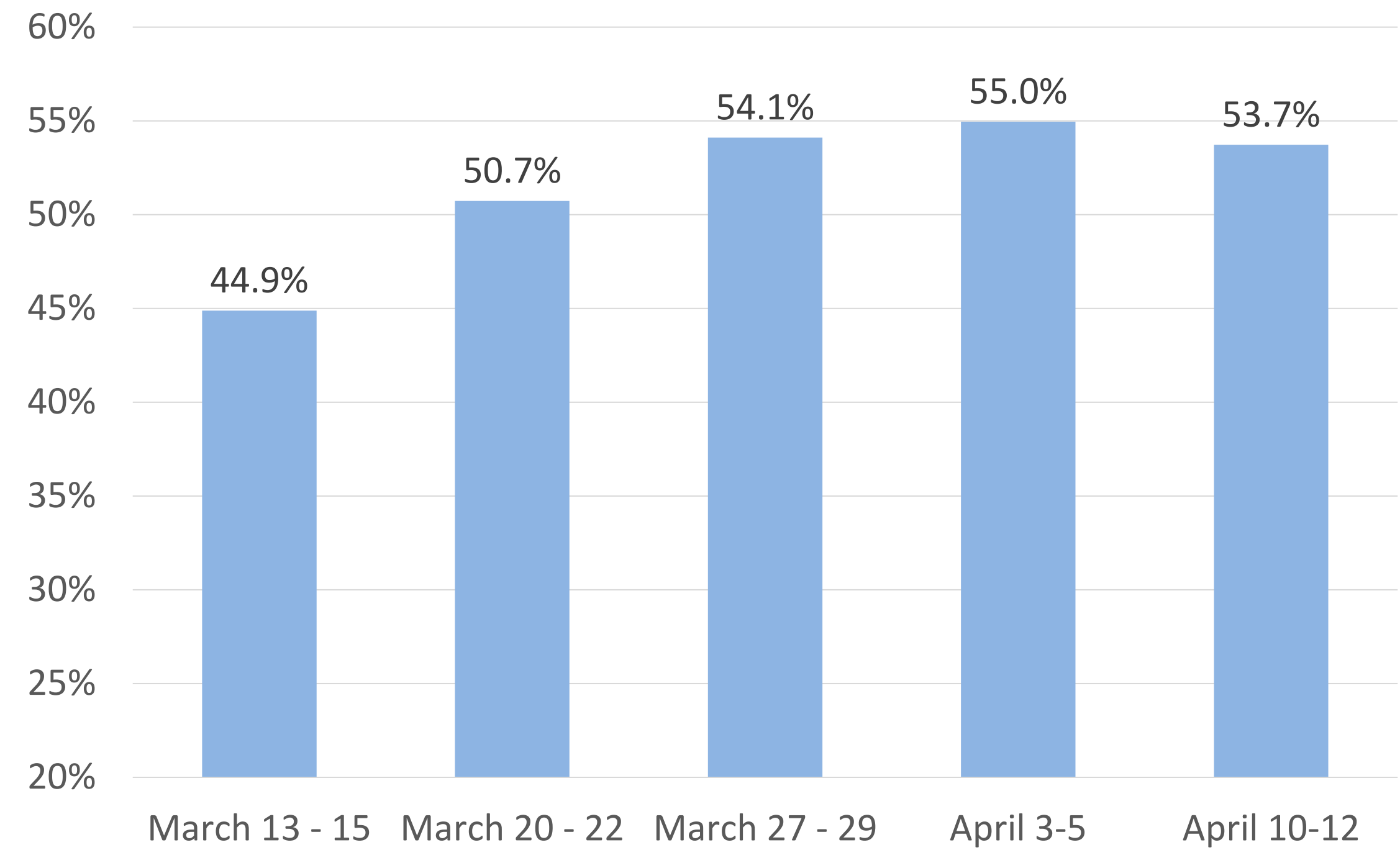
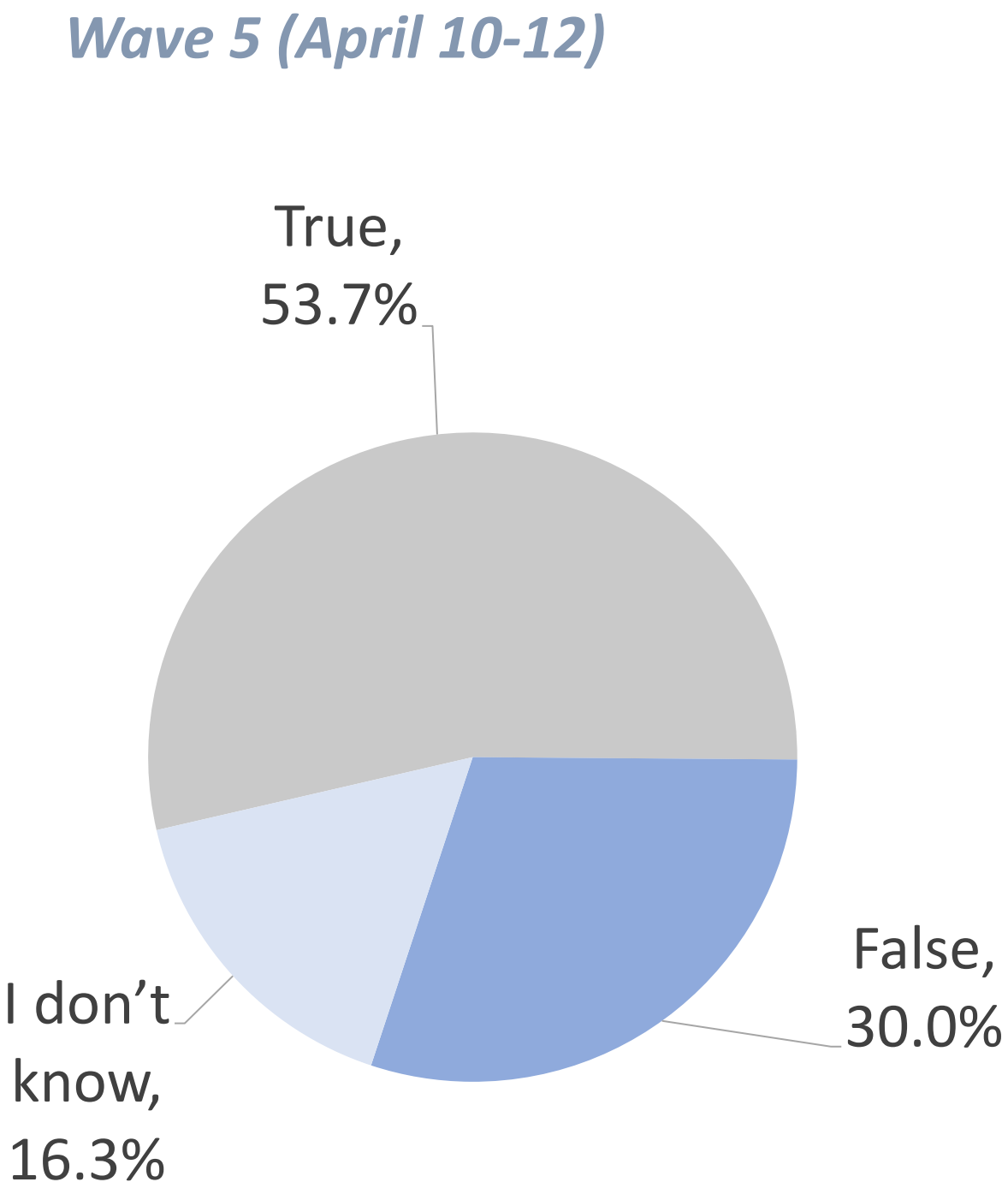
(Base: All respondents, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 20-22, 27-29 and April 3-5, and 10-12, 2020)

Question Added in Wave 2



Business Travel Restrictions

True or False: My employer has put travel restrictions in place due to the coronavirus situation.

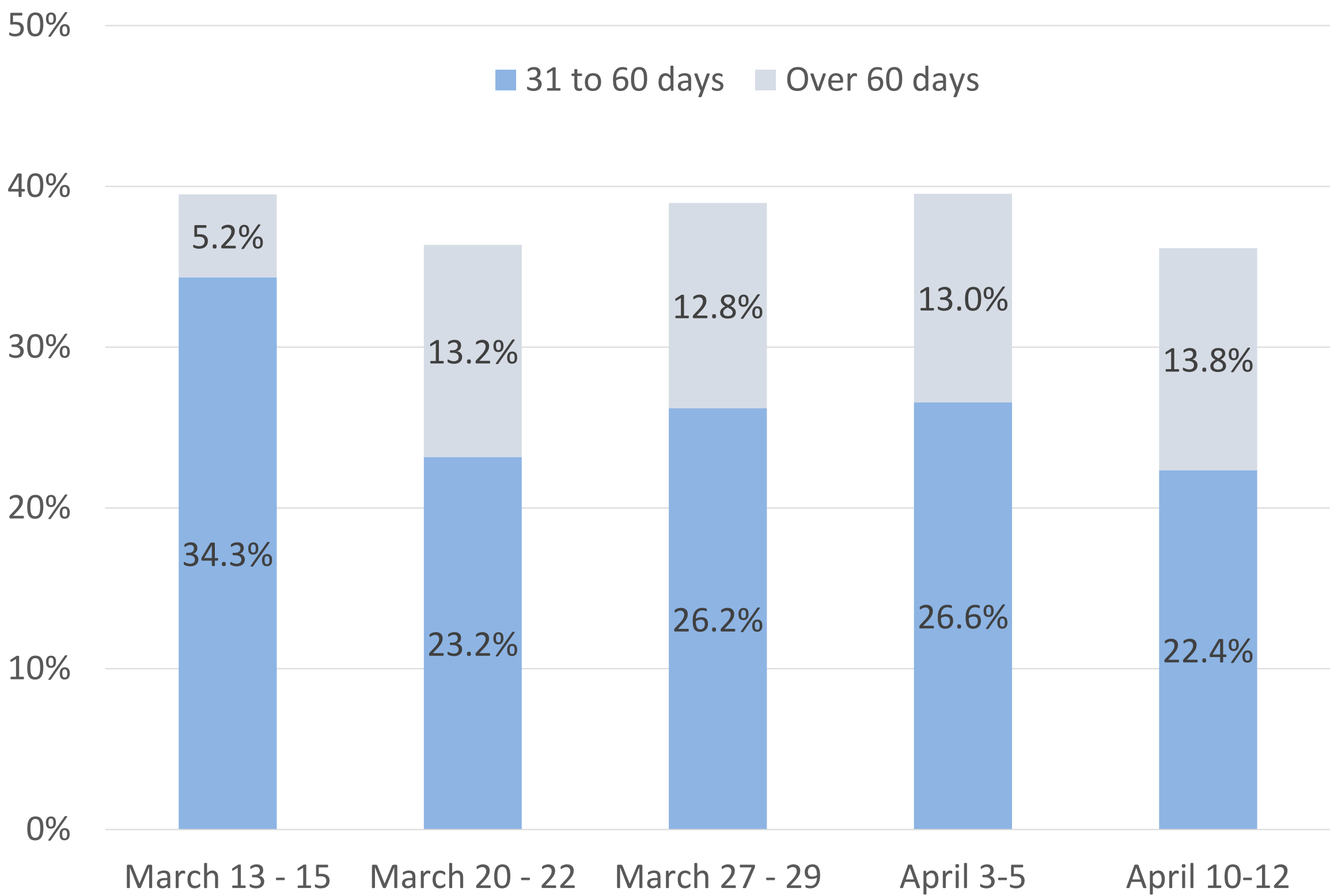
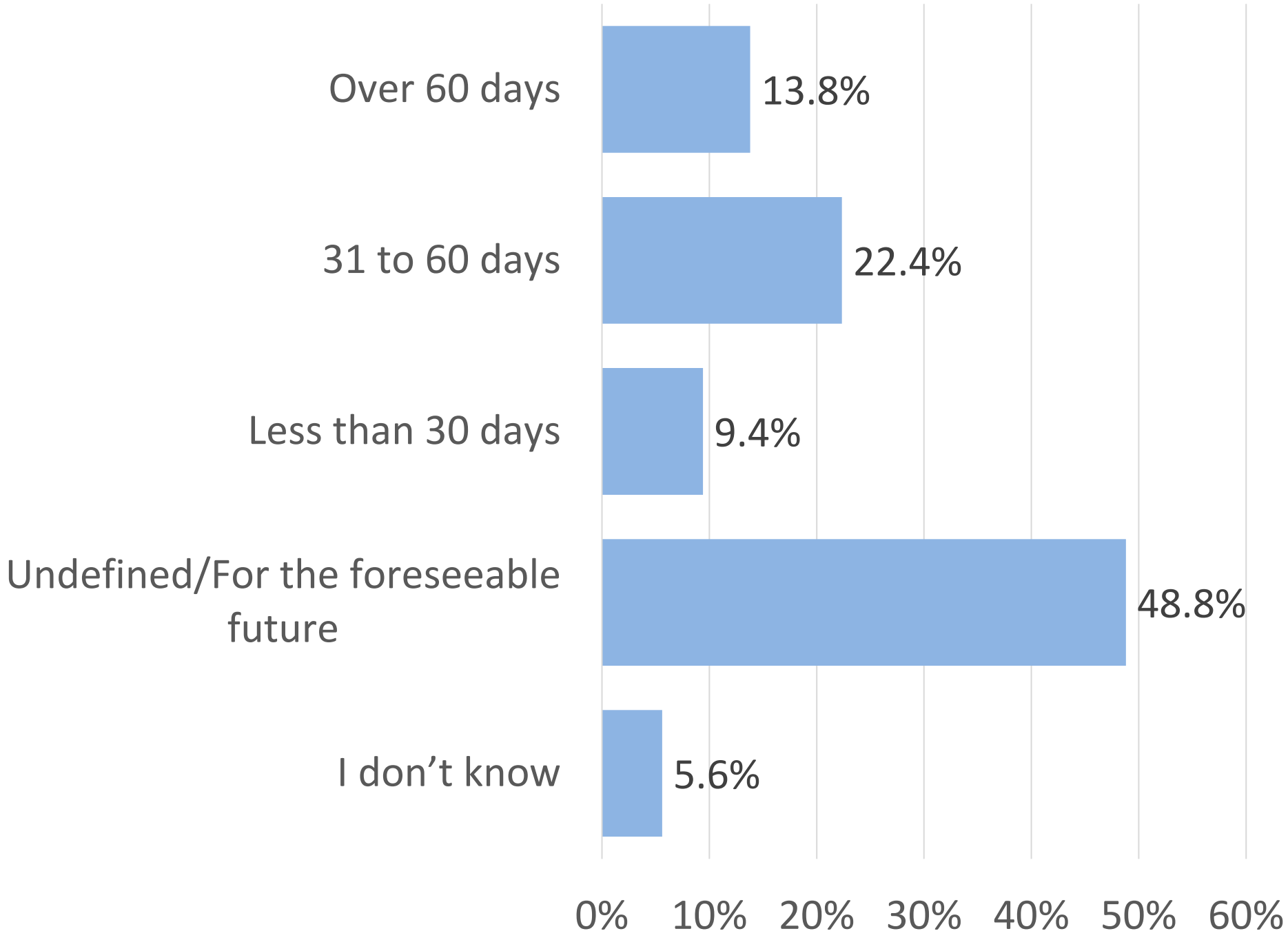


(Base: Employed respondents, 909, 916, 753 and 1,041 completed surveys. Data collected March 13-15, 20-22, 27-29 and April 3-5, 2020)

Business Travel Restrictions

Question: From today, how much longer has your employer said these travel restrictions will be in place? (Select one)

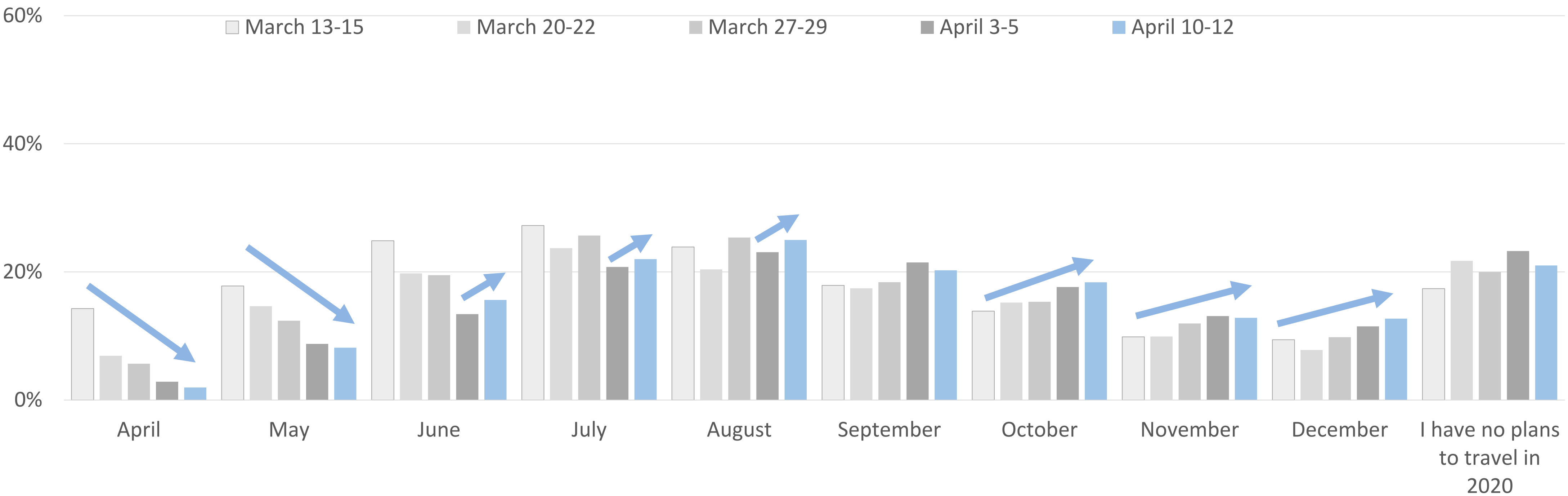
Wave 5 (April 10-12)



(Base: Employed respondents with travel restrictions, 488, 371, 488,581 and 616 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12, 2020)

Upcoming Travel Plans

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



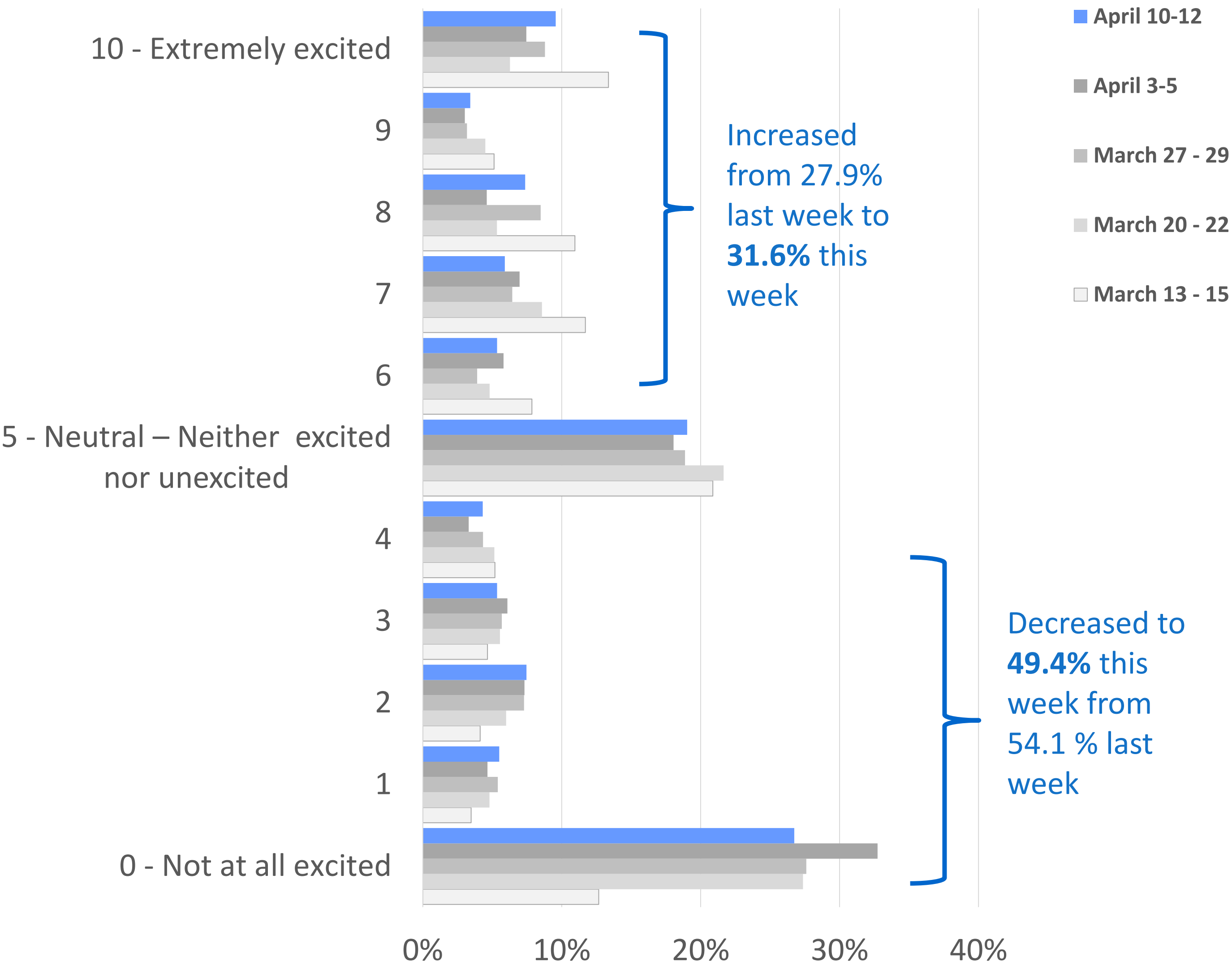
(Base: All respondents, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 20-22, 27-29 and April 3-5, and 10-12, 2020)

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)

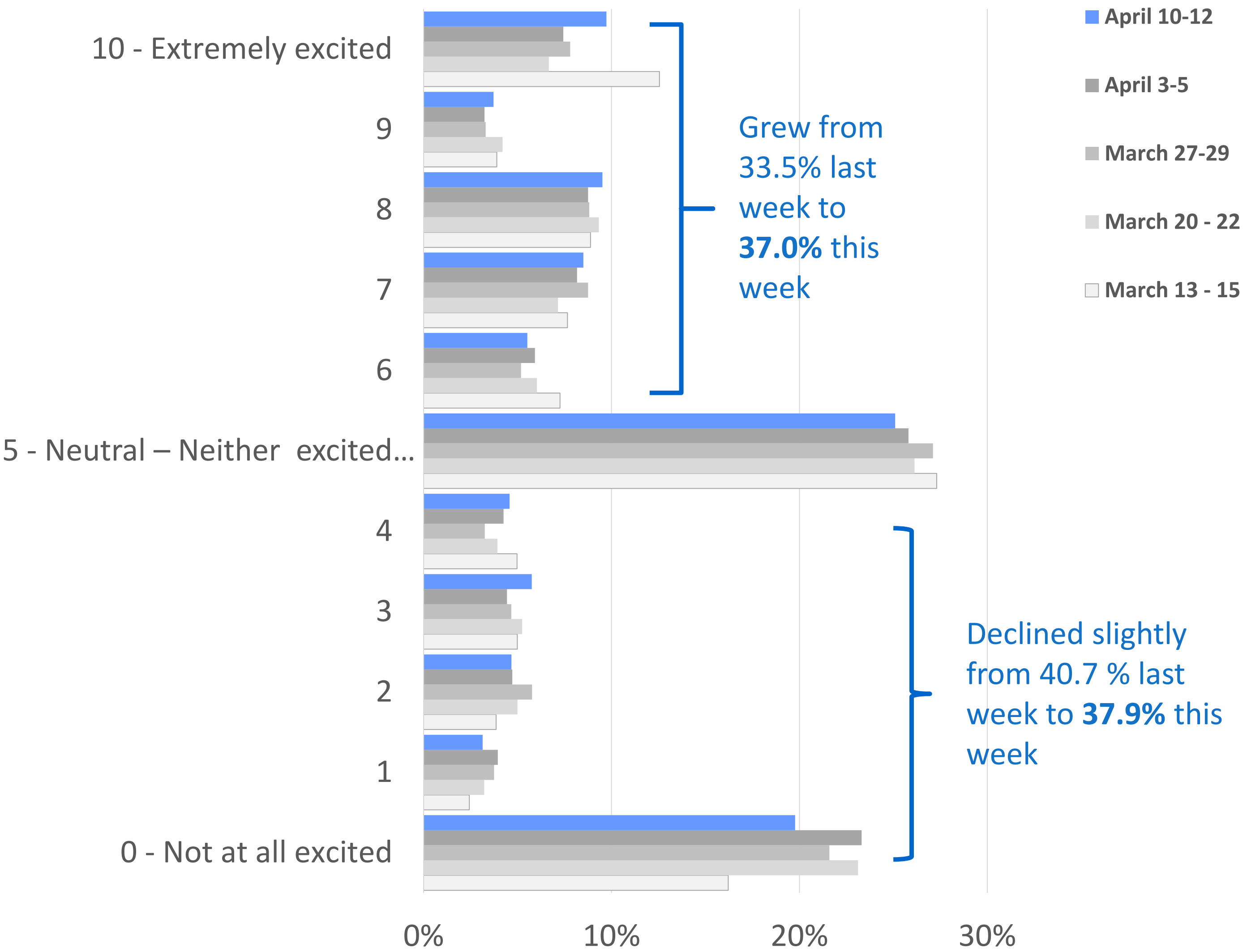
(Base: All respondents, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 20-22, 27-29 and April 3-5, and 10-12, 2020)



Openness to Travel Information

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

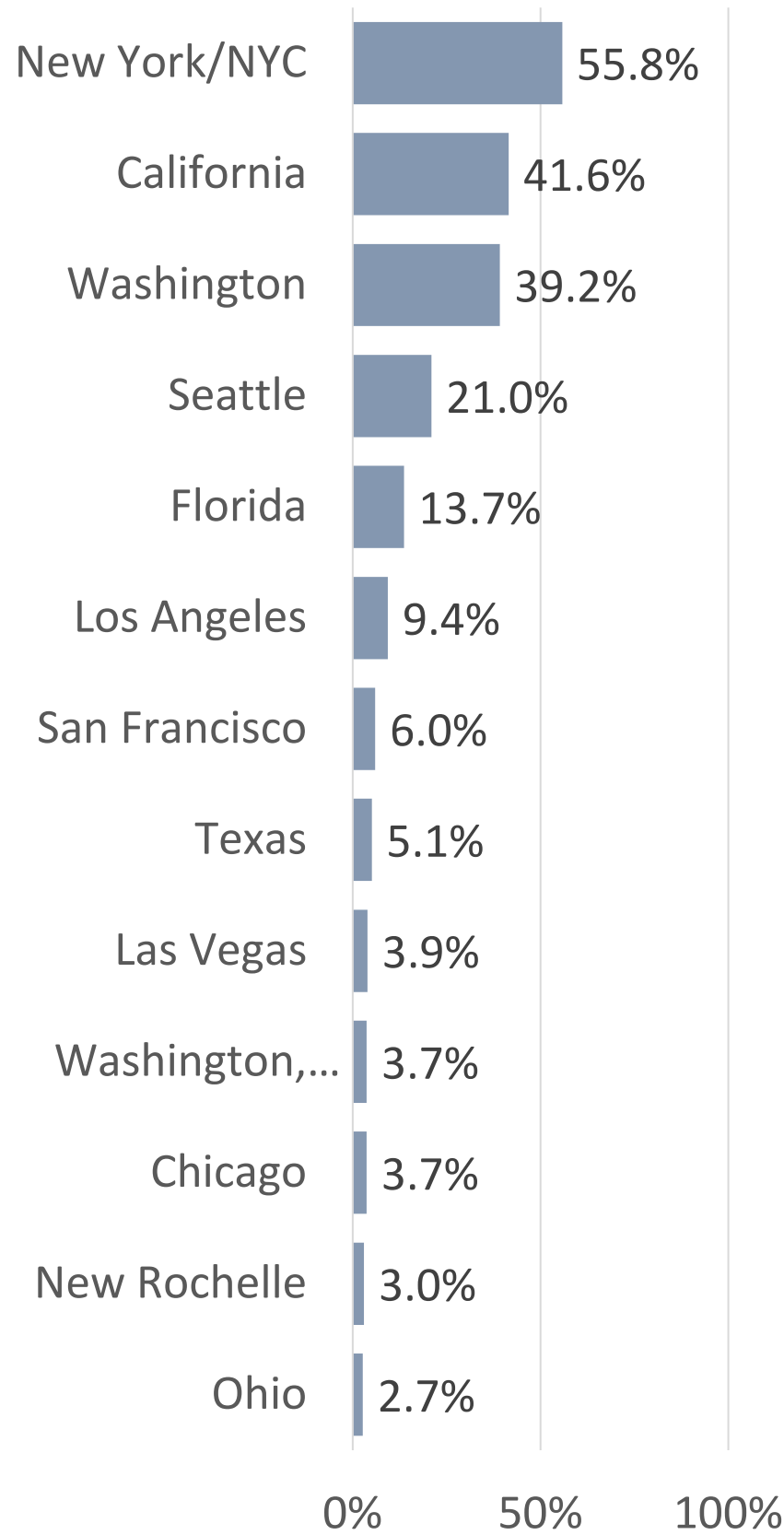
(Base: All respondents, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 20-22, 27-29 and April 3-5, and 10-12, 2020)



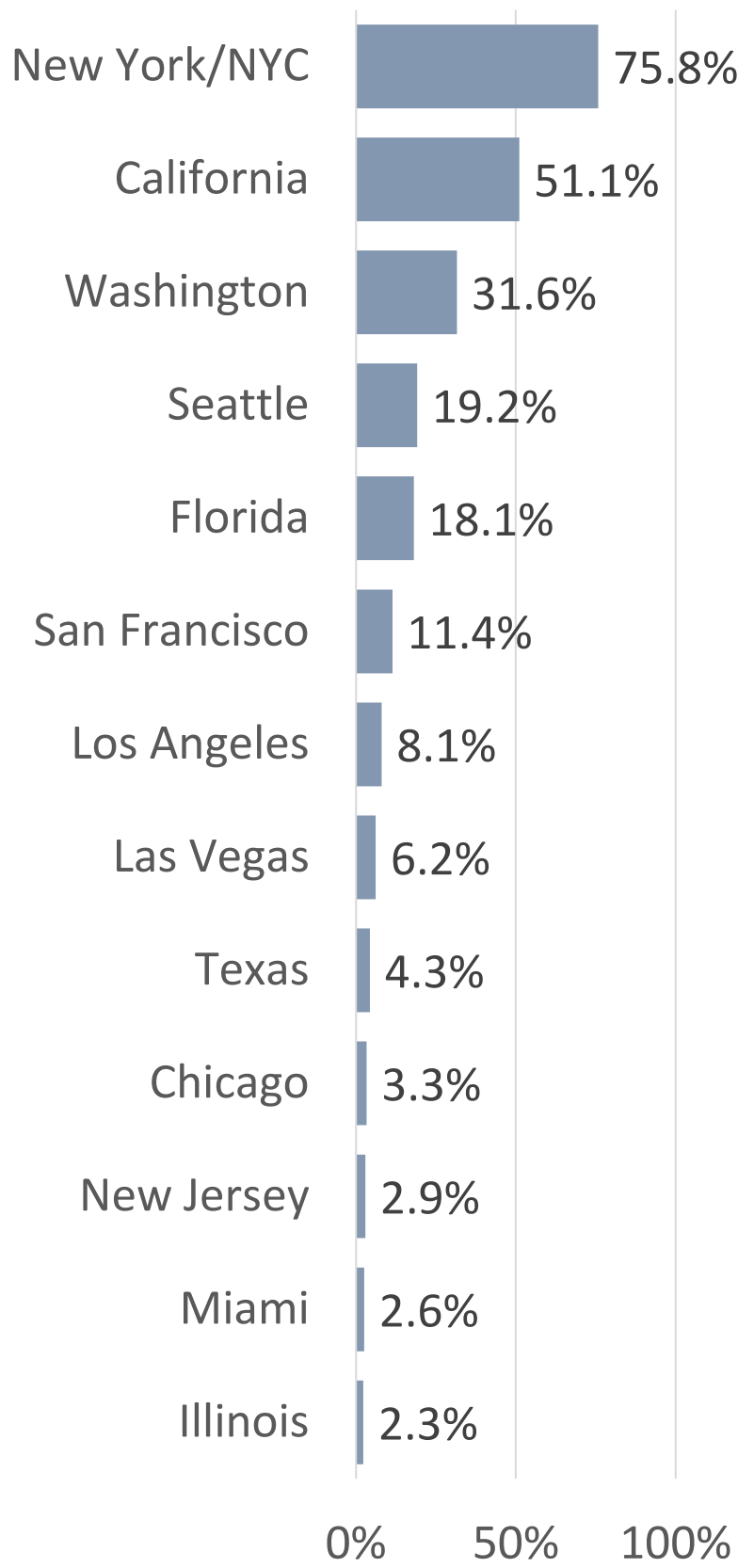
Most Talked About Coronavirus Hotspots

Question: What are the THREE (3) U.S. travel destinations (if any) that have been most talked about as places with coronavirus issues?

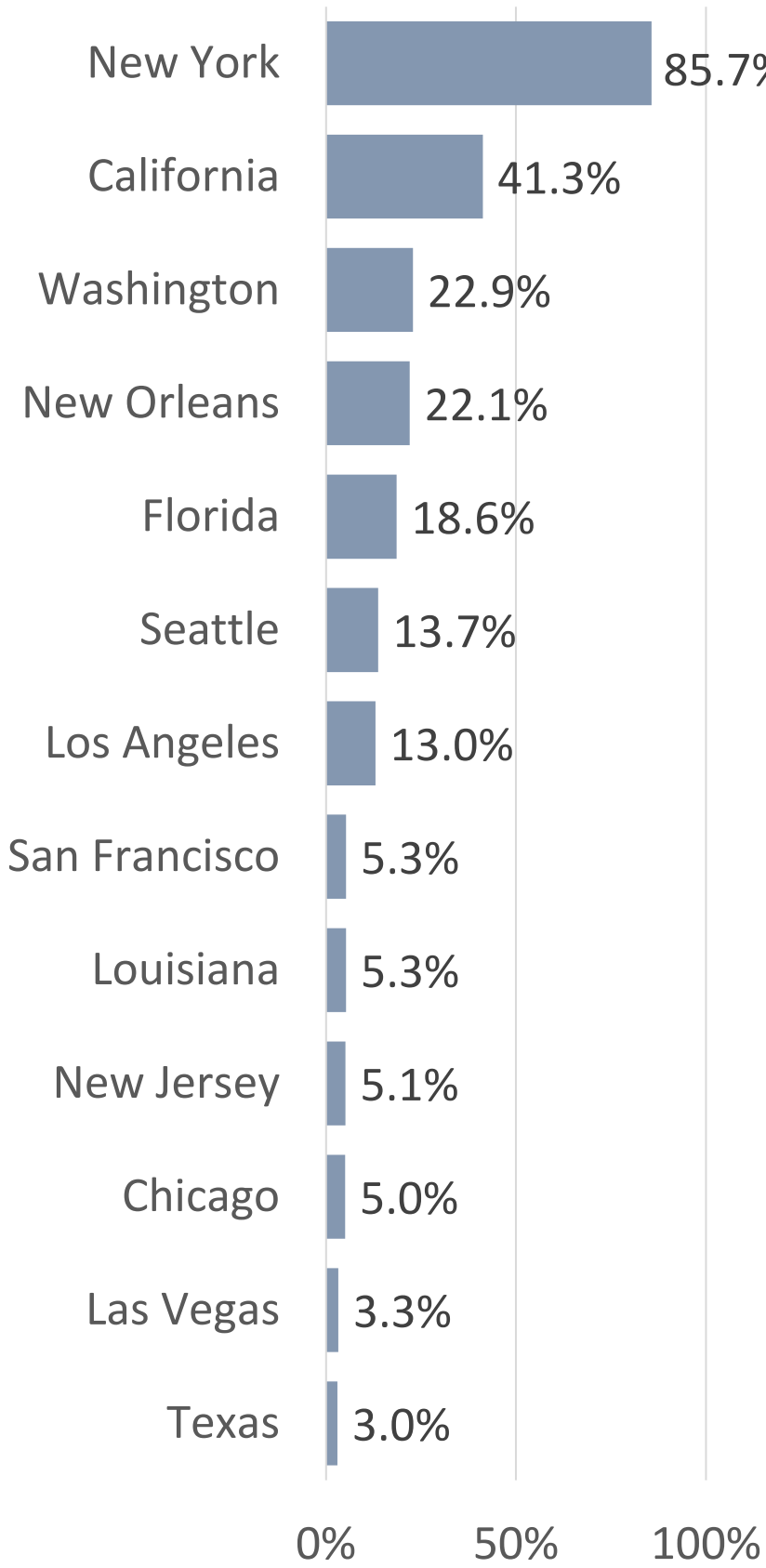
Wave 1 (March 13-15)



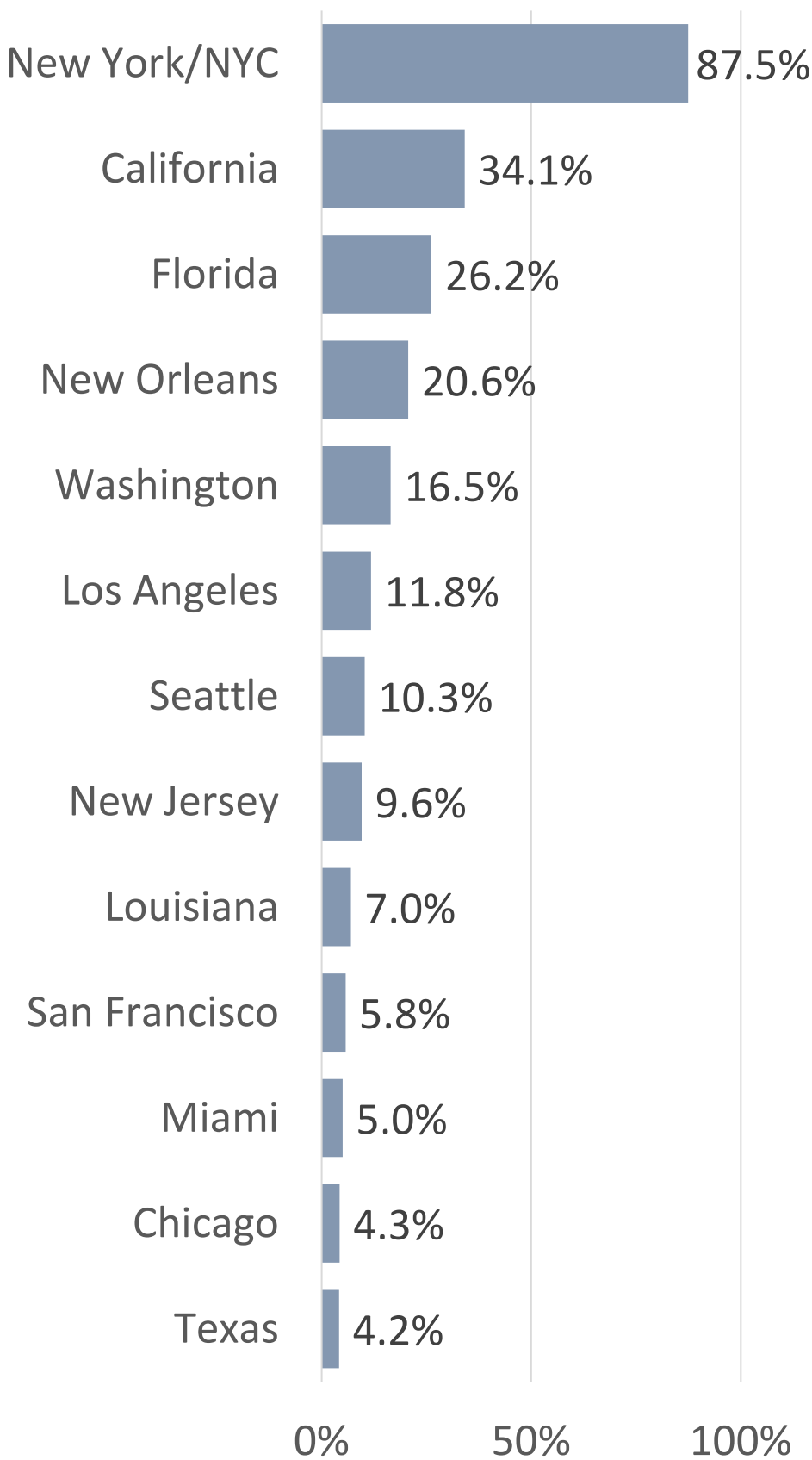
Wave 2 (March 20-22)



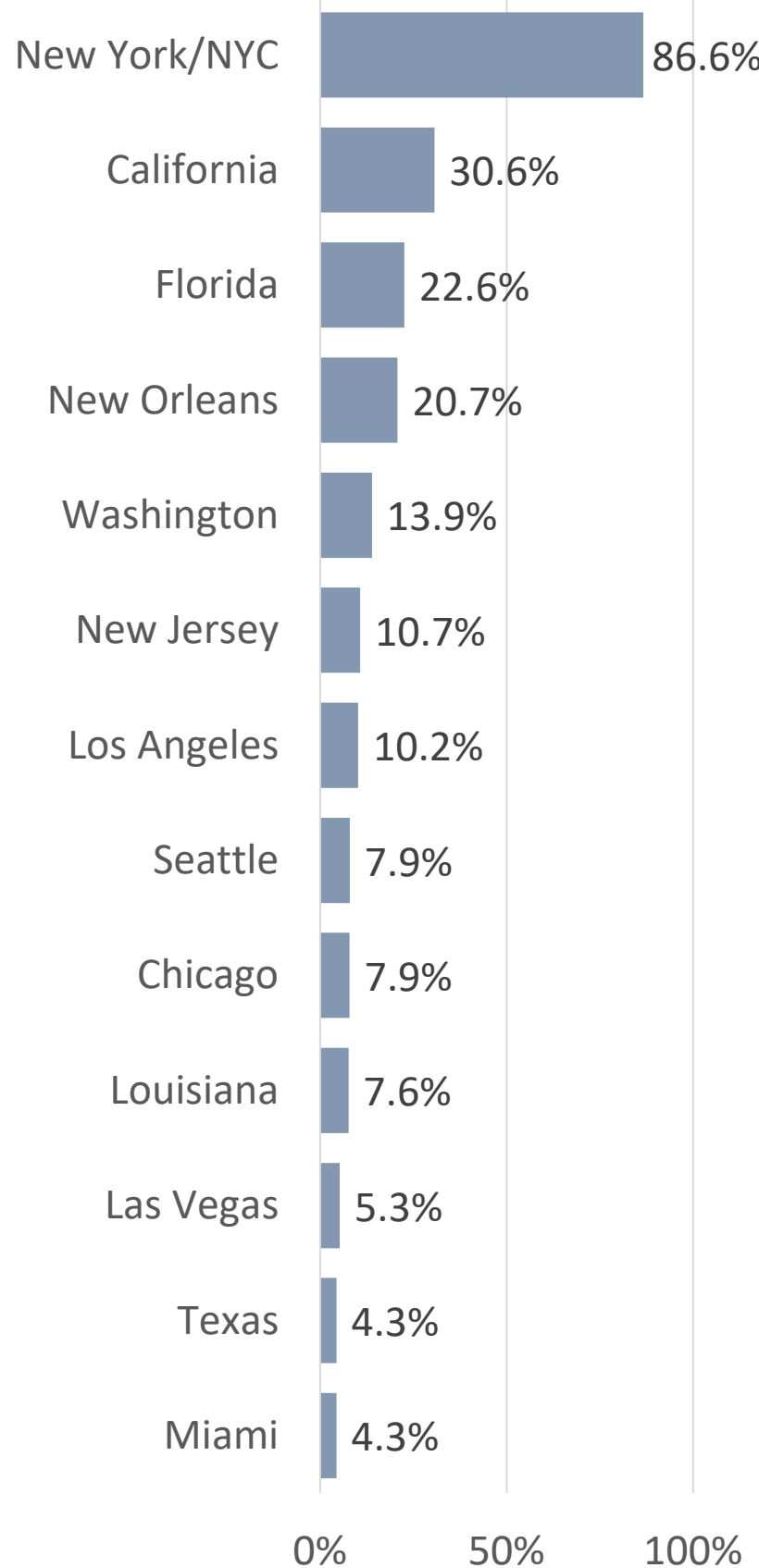
Wave 3 (March 27-29)



Wave 4 (April 3-5)



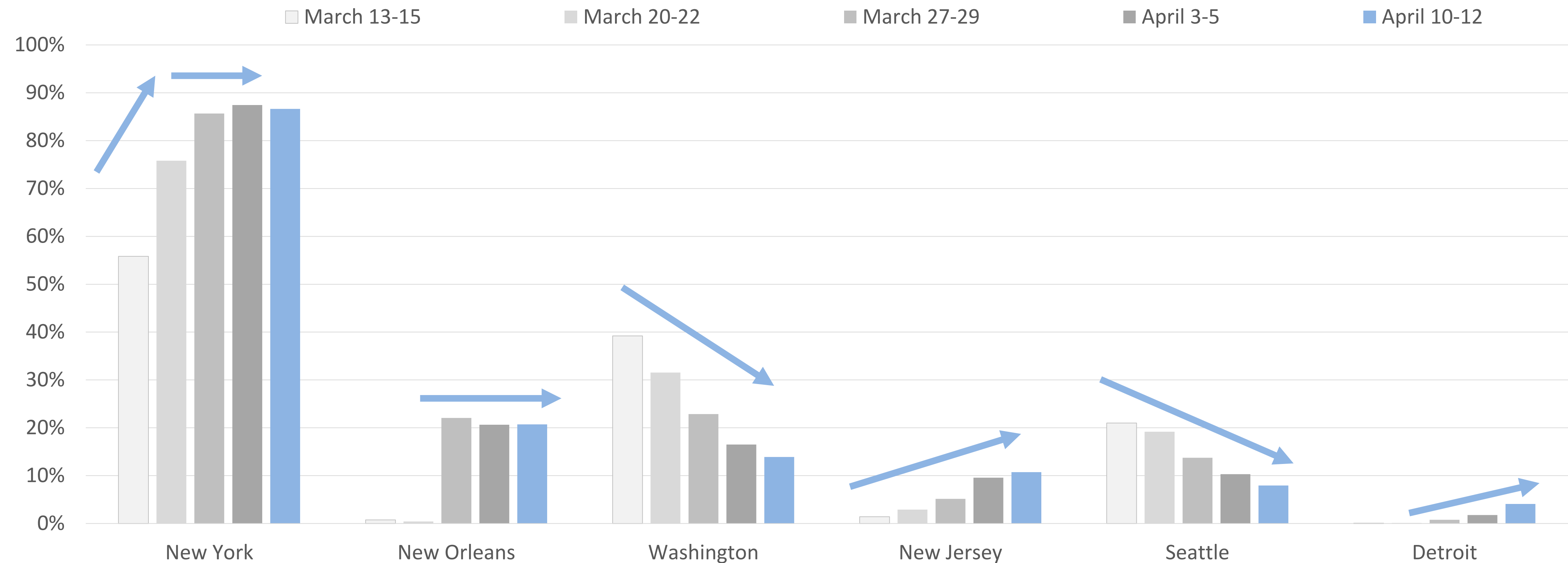
Wave 5 (April 10-12)



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

Most Talked About Coronavirus Hotspots

Question: What are the THREE (3) U.S. travel destinations (if any) that have been most talked about as places with coronavirus issues?



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

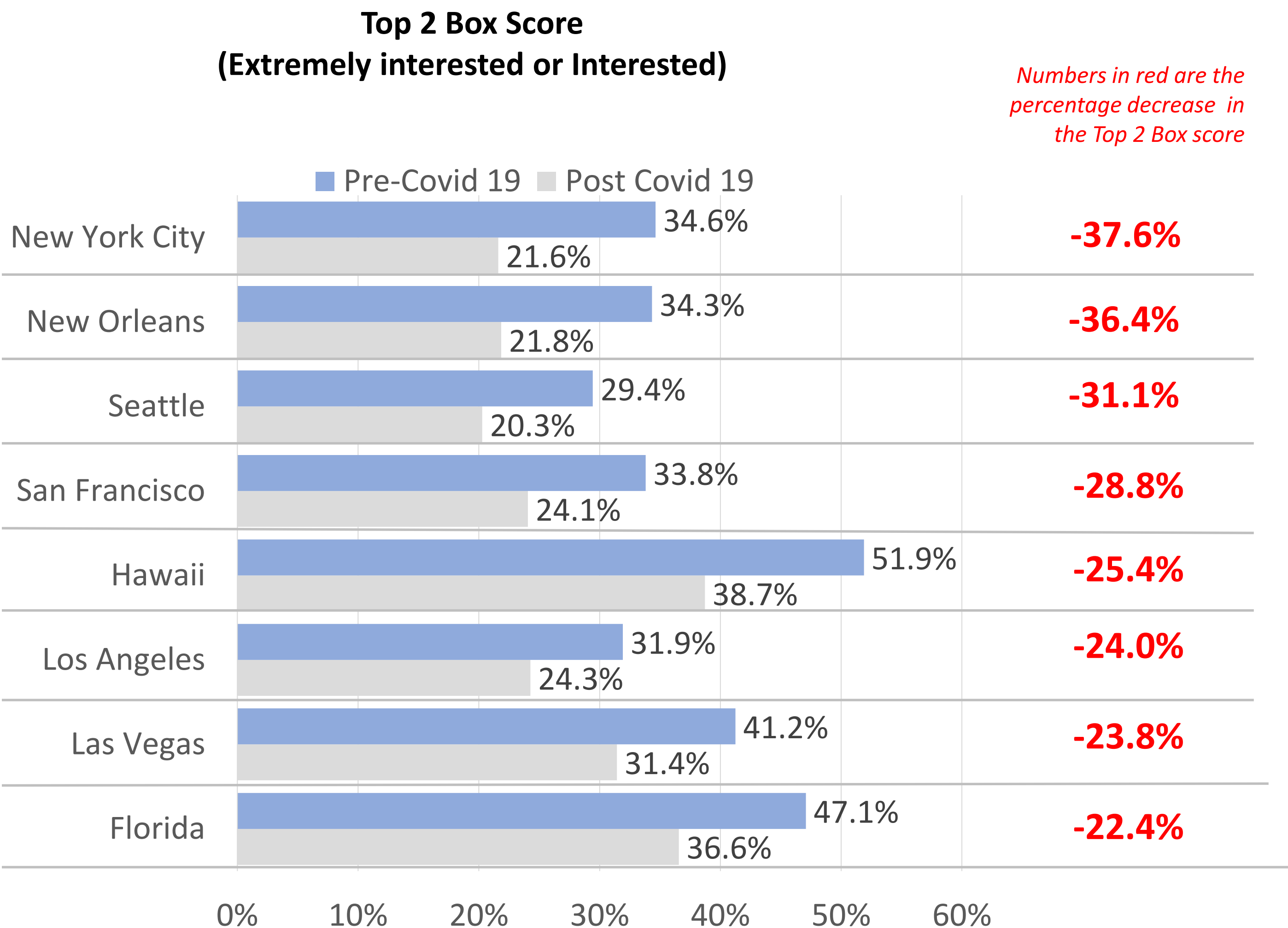
Impact of Coronavirus on Destination Interest

Question 1: Please think back to a few months ago -- JUST PRIOR TO THE CORONAVIRUS SITUATION.

At that time, how interested would you say you were in visiting each of these destinations sometime during 2020.

Question 2: Now please imagine the period of time immediately after the coronavirus situation blows over.

How interested will you likely be in visiting these destinations in the SIX (6) MONTHS immediately after the coronavirus situation blows over.



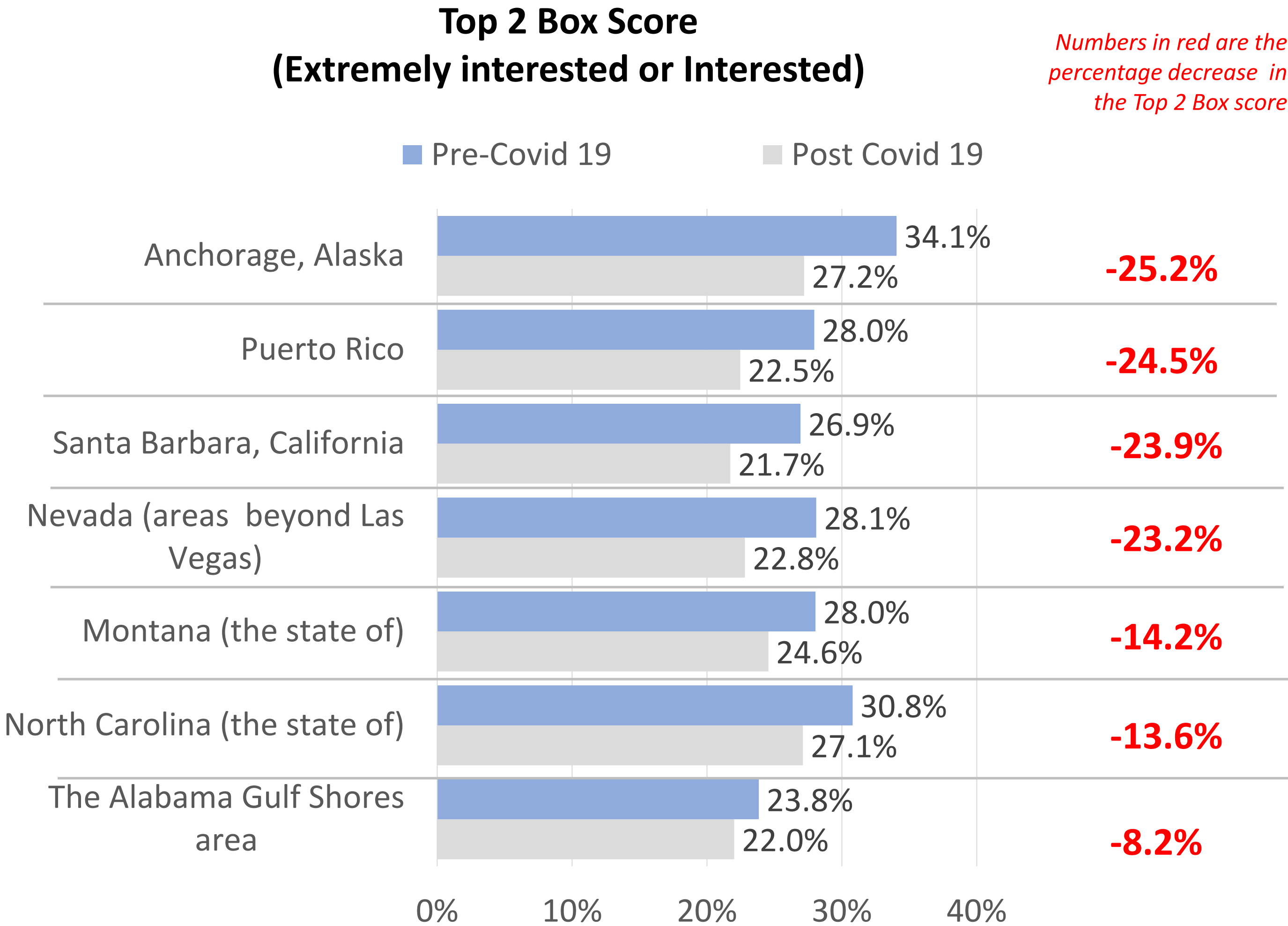
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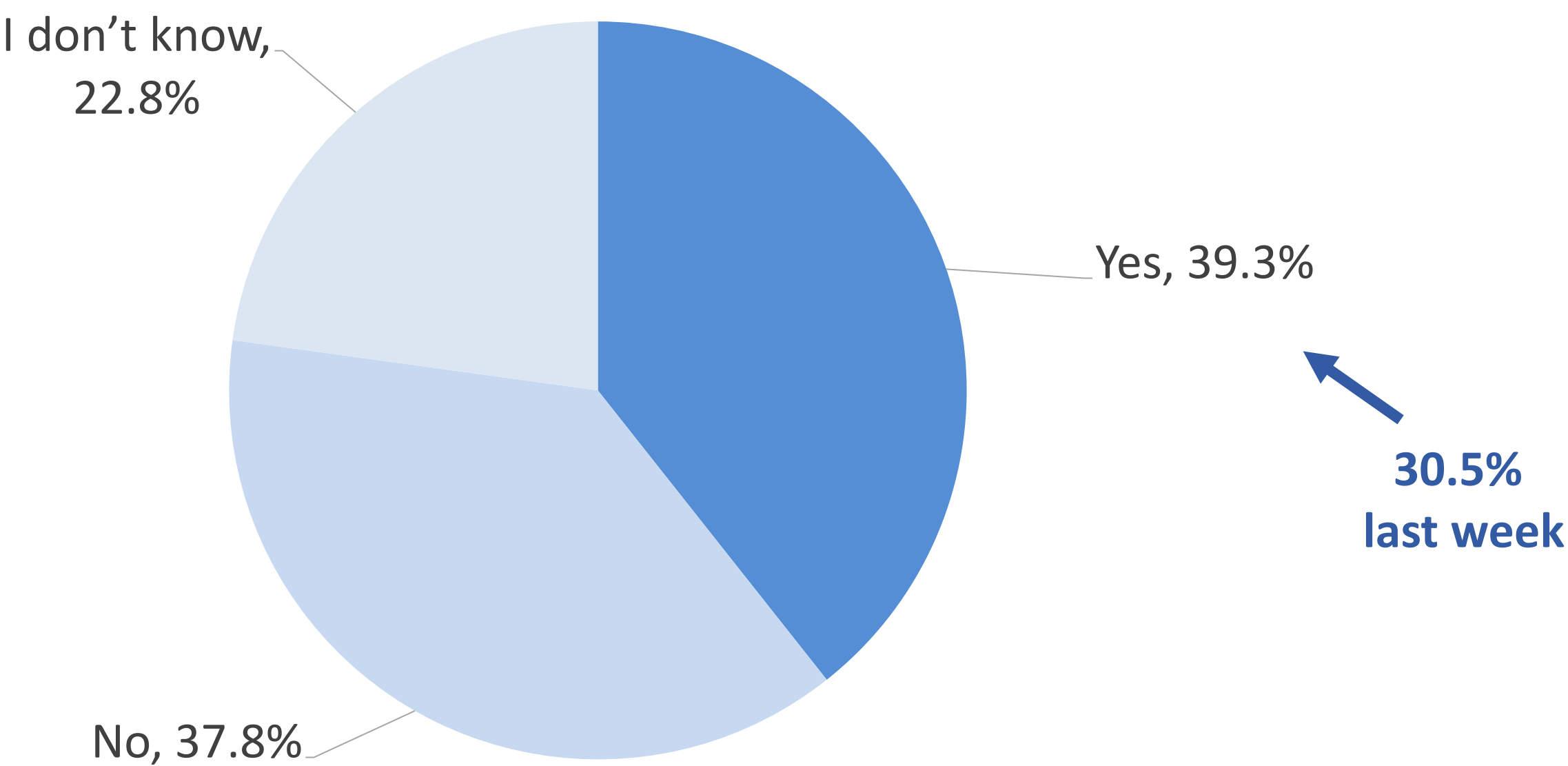
Changes in Travel after the Coronavirus Crisis

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, 1,216 and 1,263 completed surveys. Data collected April 3-5, and 10-12, 2020)

New Question Added in Wave 3



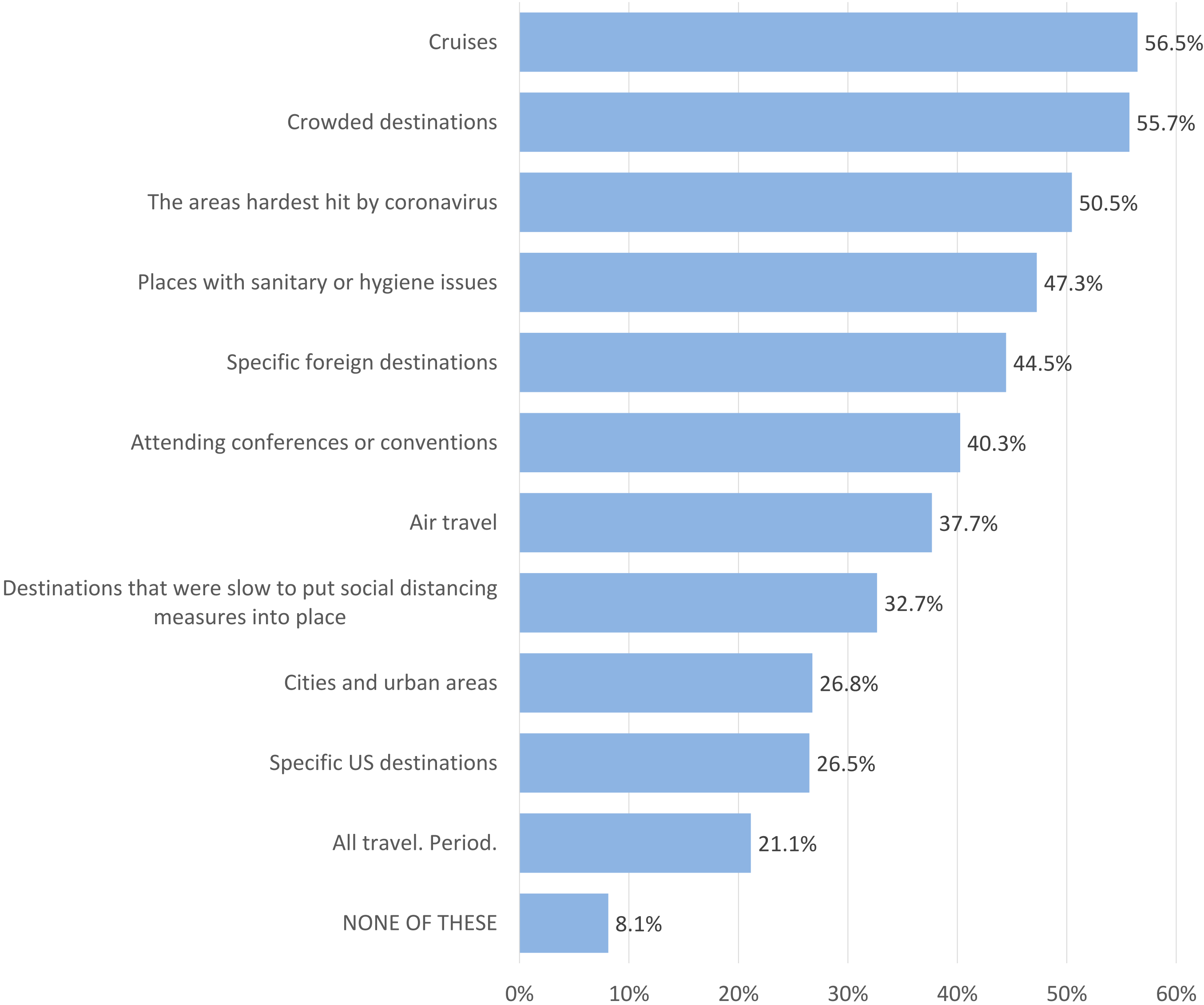
Changes in Travel after the Coronavirus Crisis: Aided

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)

Wave 5 Data





Destination  Analysts

The Destinations Edition

THE DESTINATIONS EDITION of *The State of the American Traveler*™ finds a high baseline level of leisure traveler optimism, yet the unfortunate outbreak of coronavirus will undoubtedly greatly dampen expectations in the near-term. The survey of American leisure travelers was taken in the early stages of the outbreak, before the virus was noted in the United States. The overall outlook at the time of our poll was strong, with high levels of travel optimism, expected

spending and budgetary prioritization. Our hopes are that as the current crisis passes, this baseline optimism will power the industry's success as the year moves forward. If you should have questions or ideas for future survey topics, we welcome you to message us: info@destinationanalysts.com or [@DA_Research](https://twitter.com/DA_Research).

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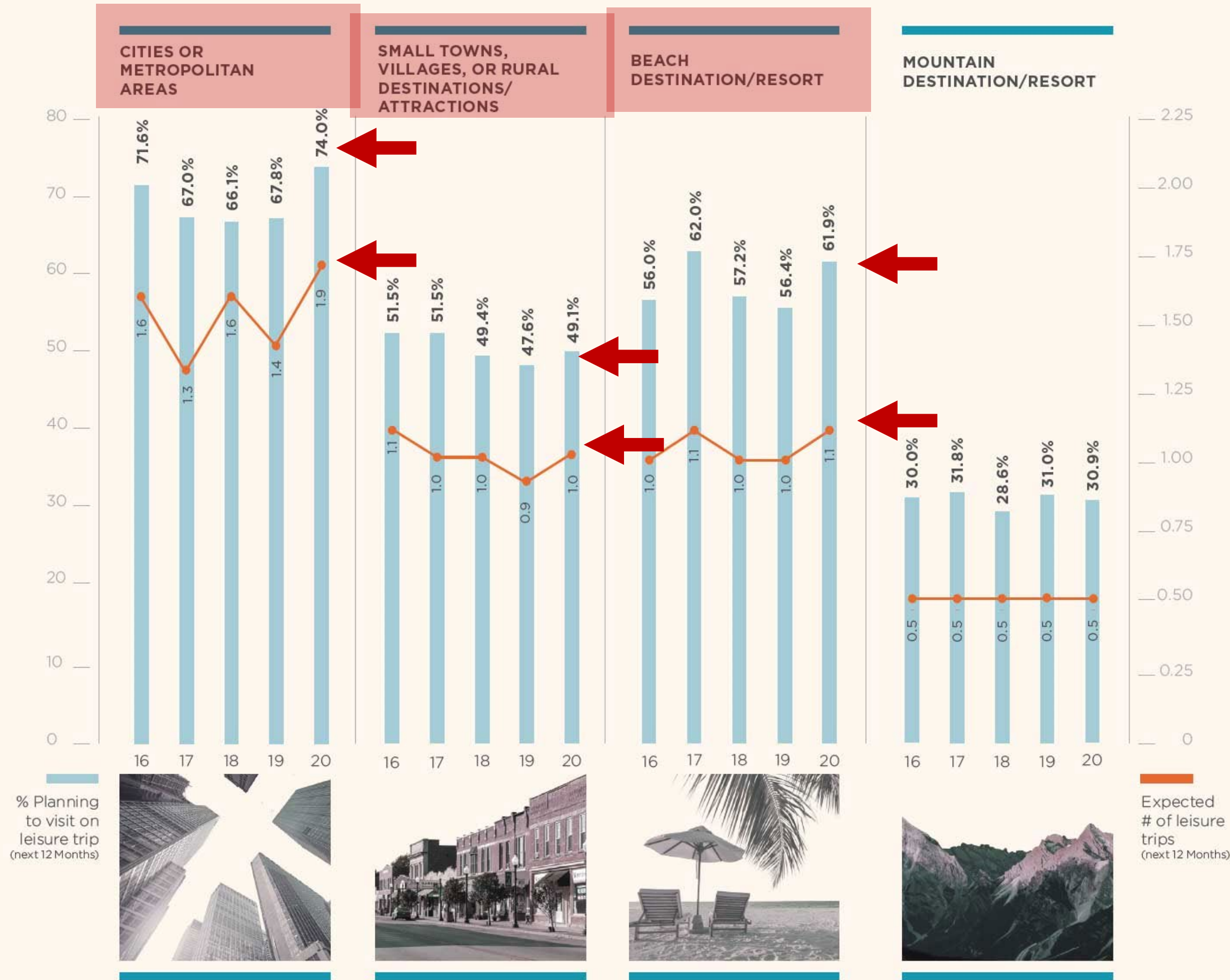
 [@DA_Research](https://twitter.com/DA_Research)

Destinations Edition, January 2020

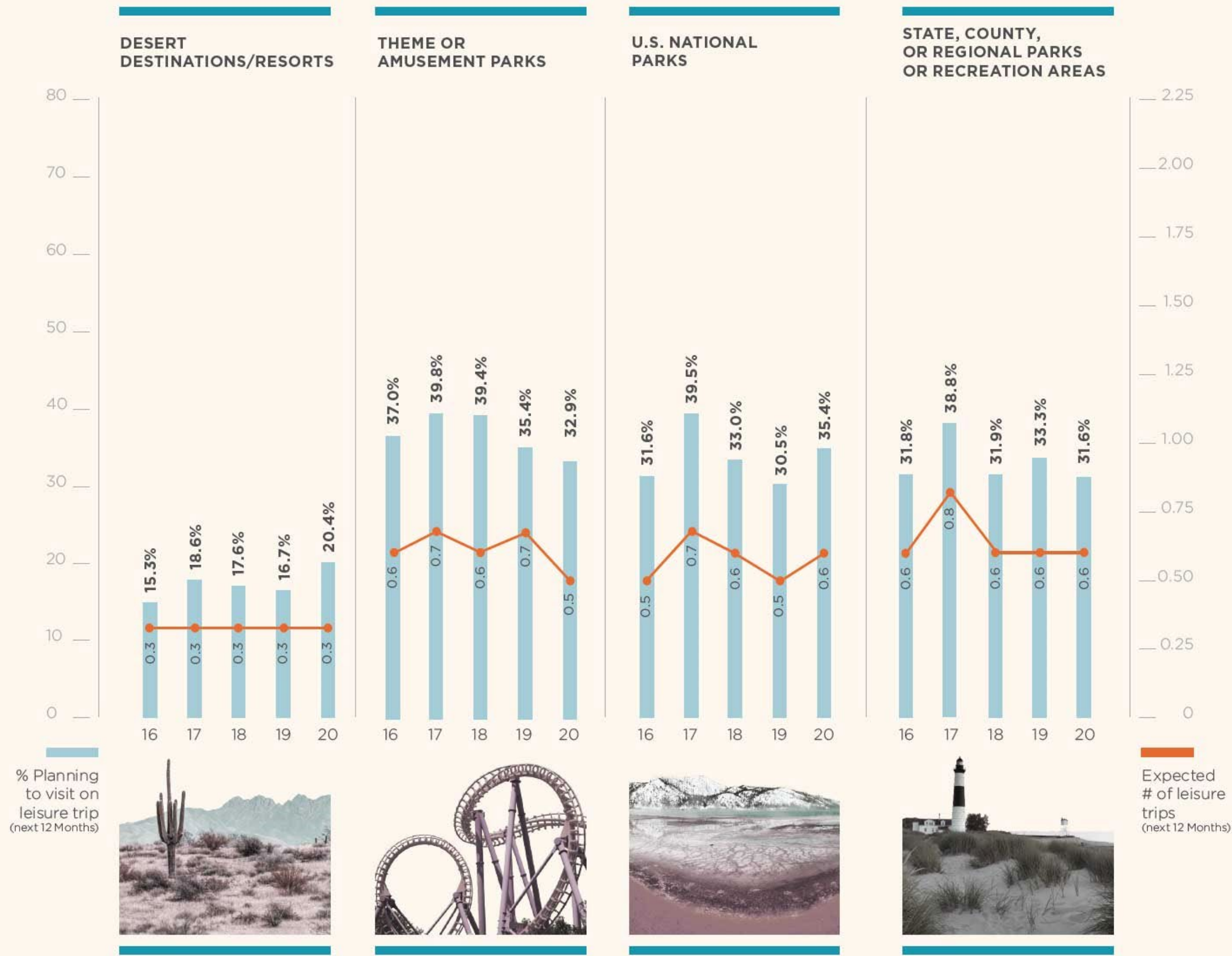
Asked a simple expectations question:

Question: In the next 12 months, HOW MANY TRIPS will you take that will include each of the following types of leisure destinations?

Q: In the next 12 months, HOW MANY TRIPS will you take that will include each of the following types of leisure destinations?



Q: In the next 12 months, HOW MANY TRIPS will you take that will include each of the following types of leisure destinations?

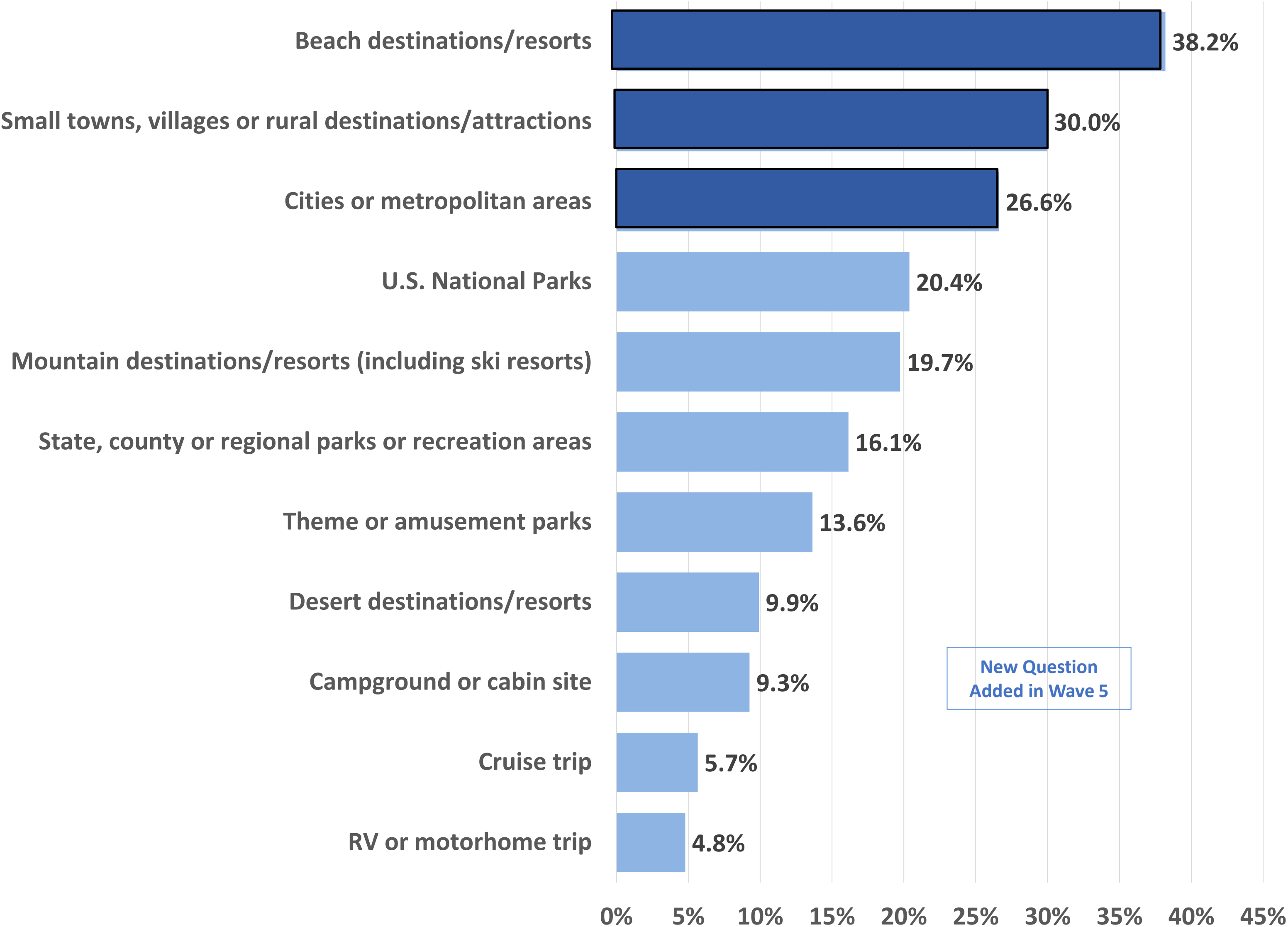


First Trip After the Pandemic

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)*



New Question
Added in Wave 5

Beach & Rural Destinations

Will there be an opportunity to?

- Position themselves as attractive post-pandemic alternatives to urban centers
- Grow new market share
- Introduce themselves to new visitors

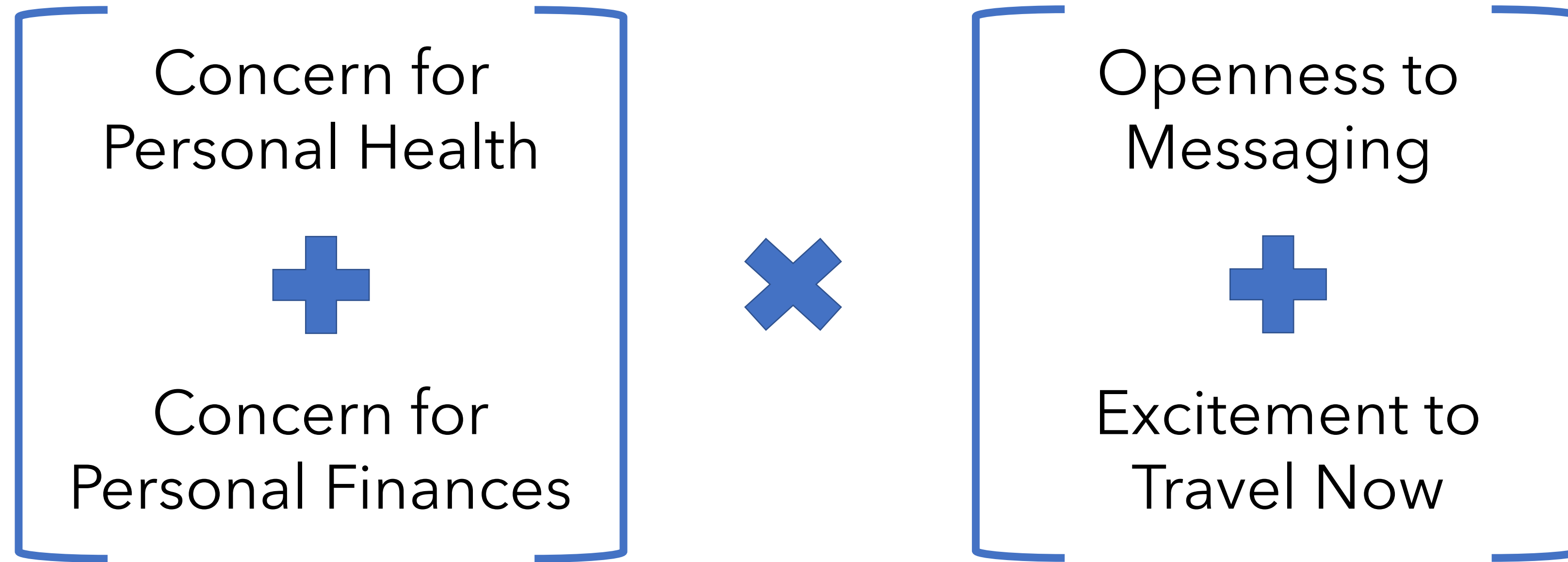




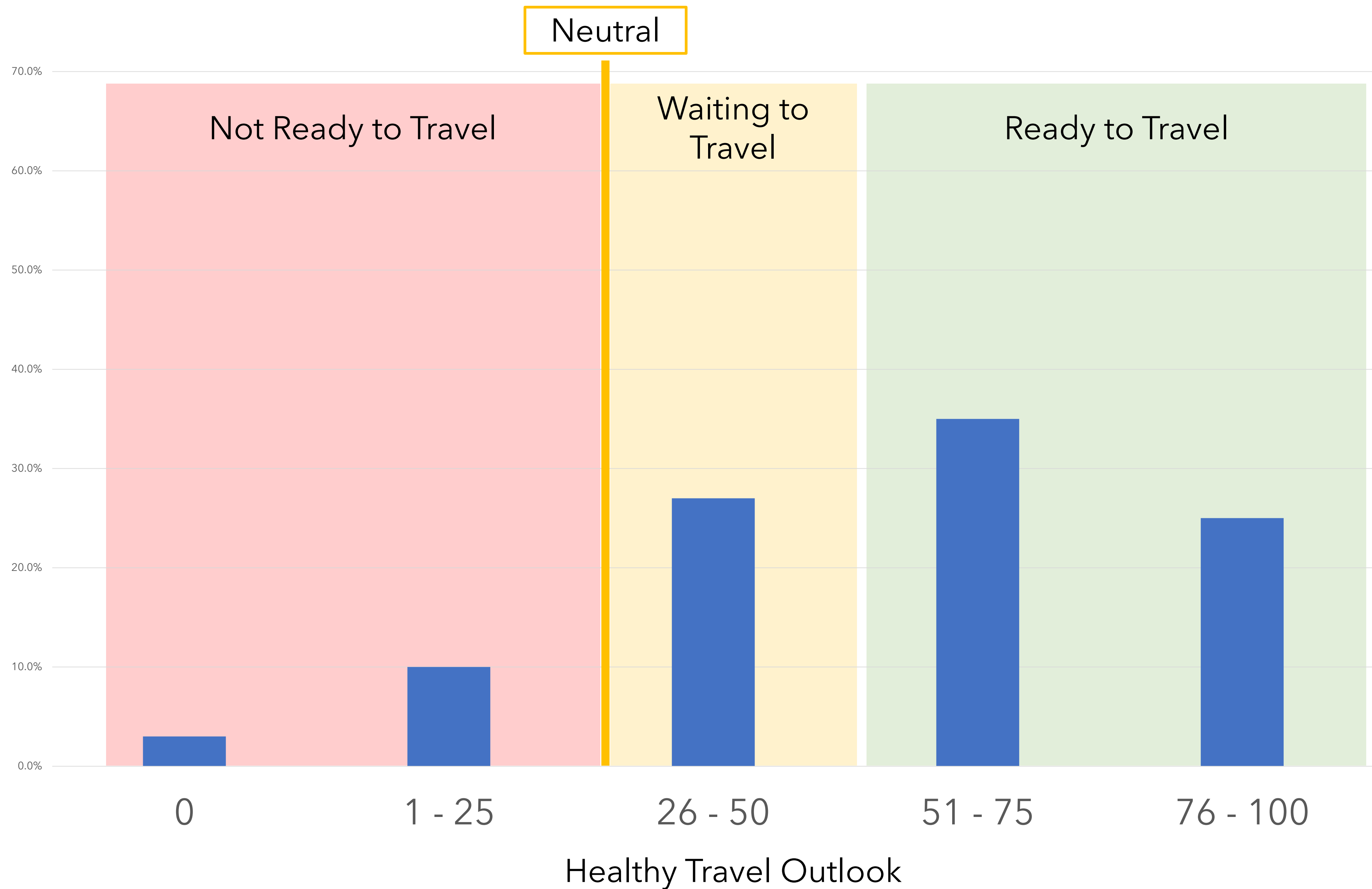
Coronavirus Research Index Calculation

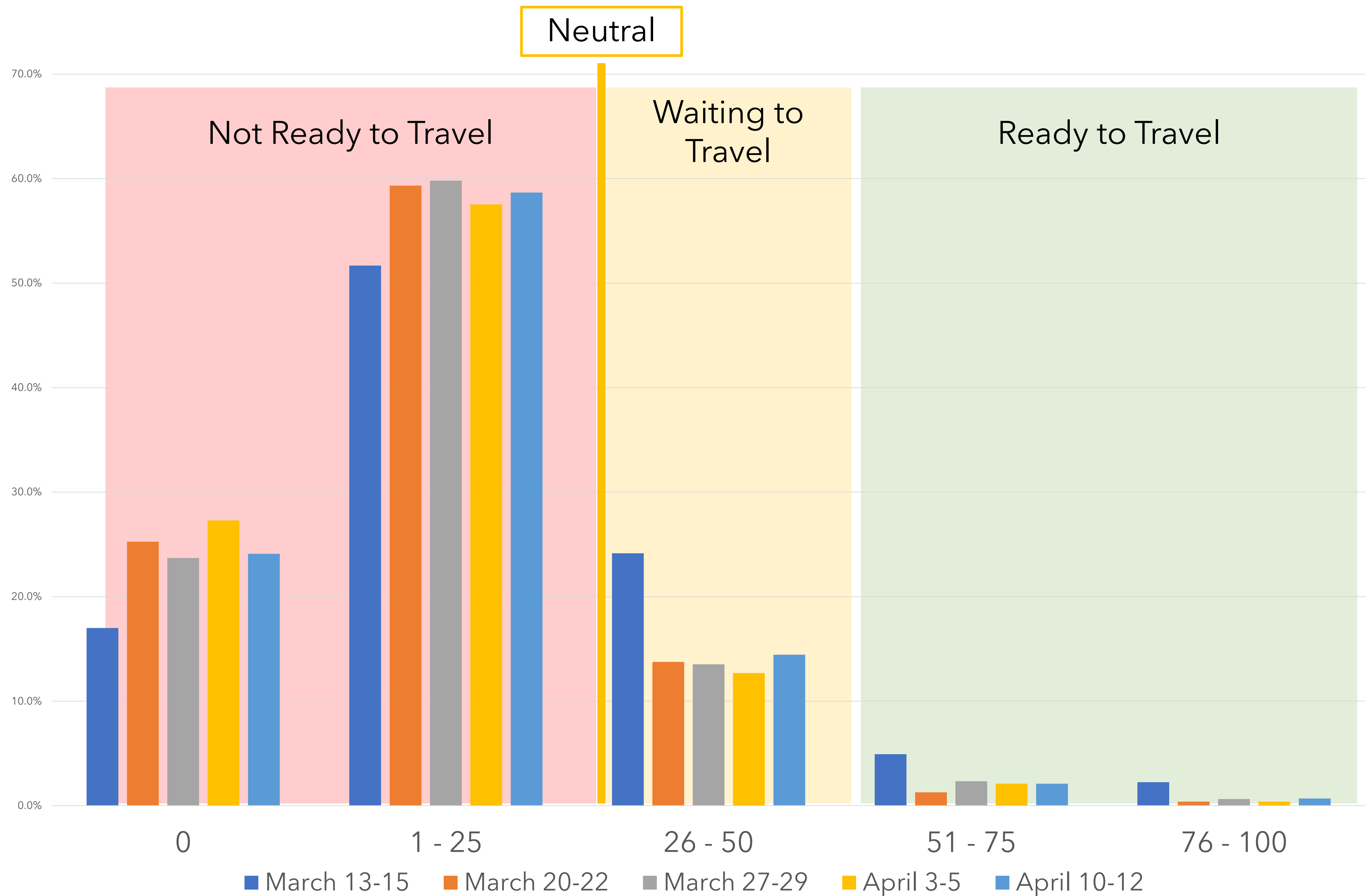
Week 5 Summary

Raw Index Formula

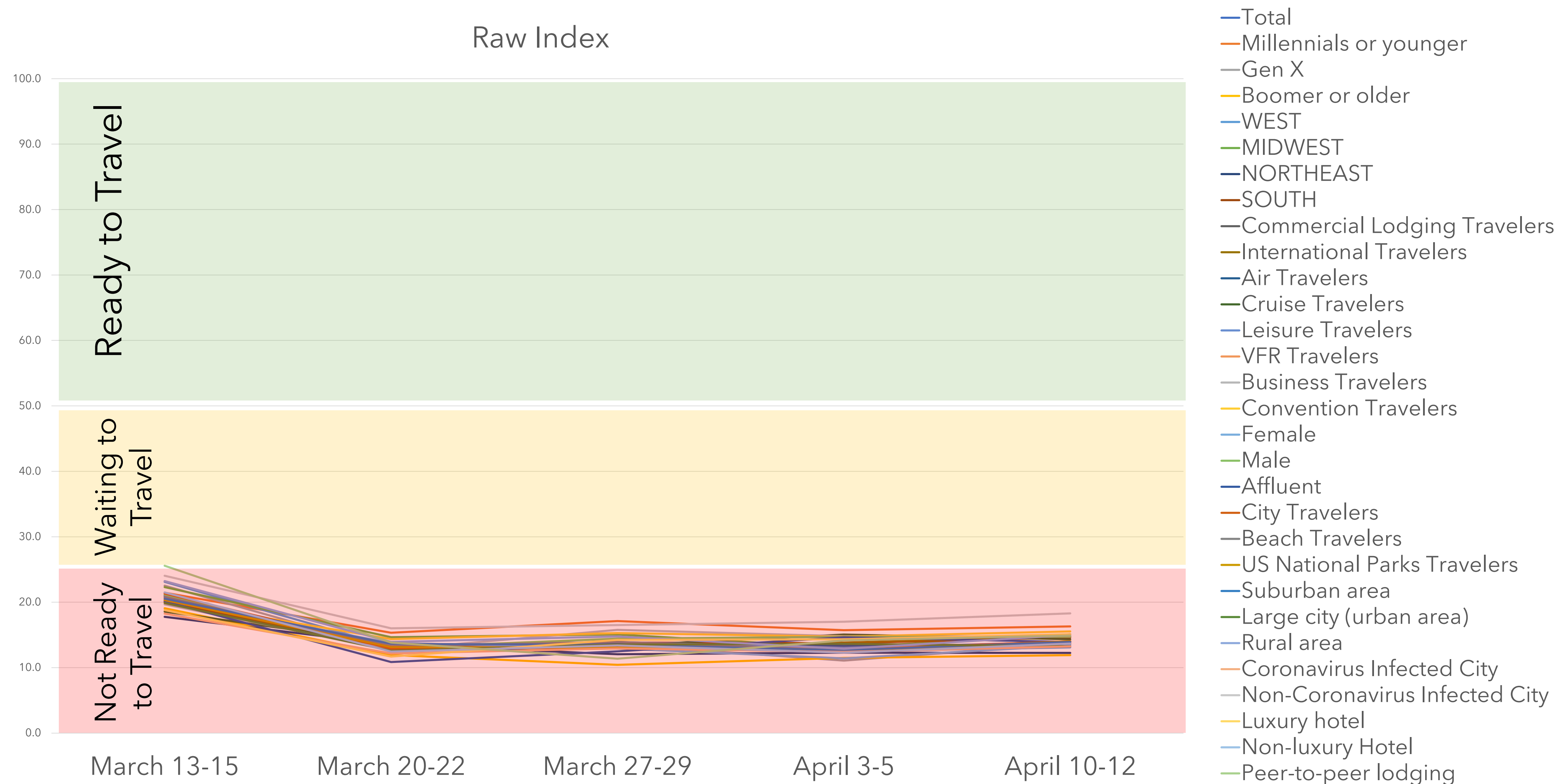


*Normalized to a 100pt scale





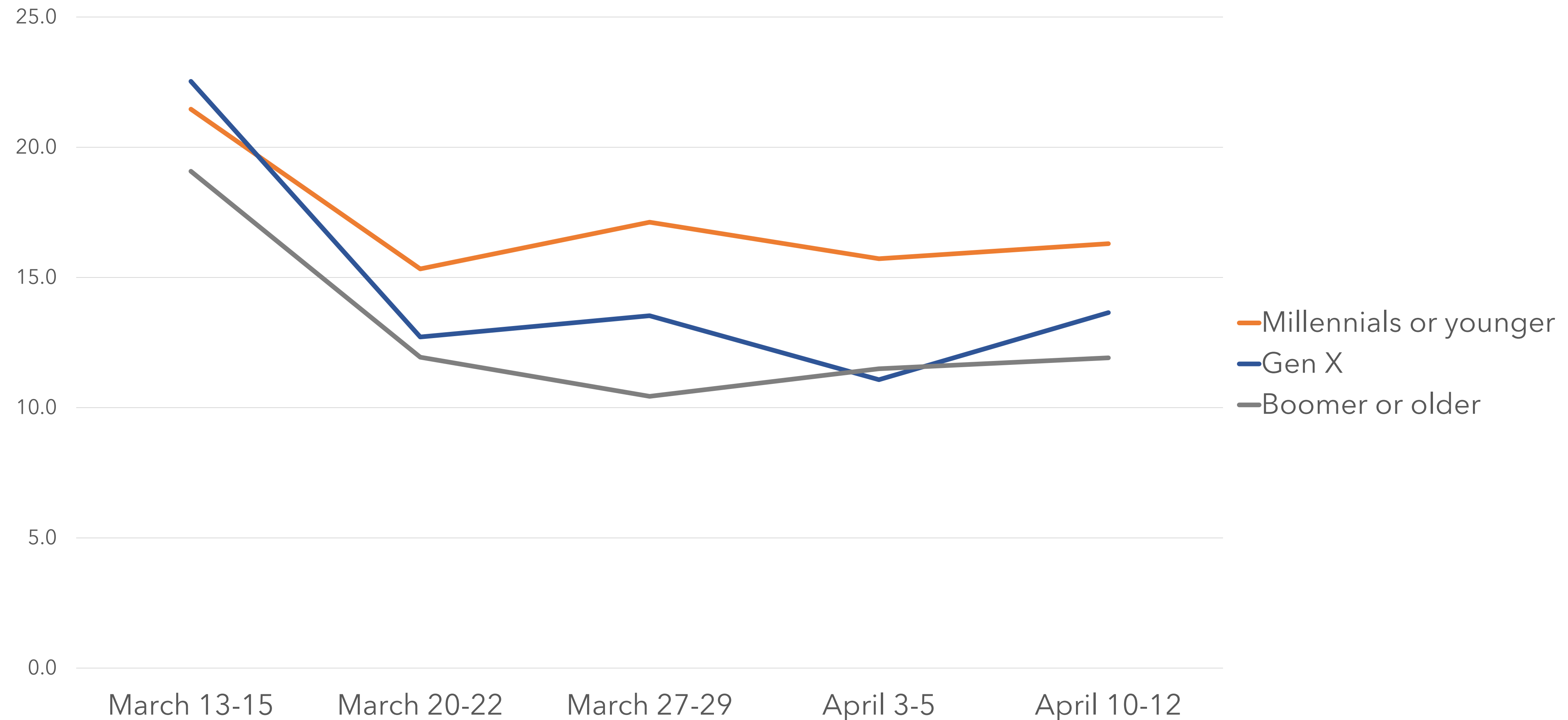
Raw Index Charted



Generation

Points of Interest Impacting Index Scores:

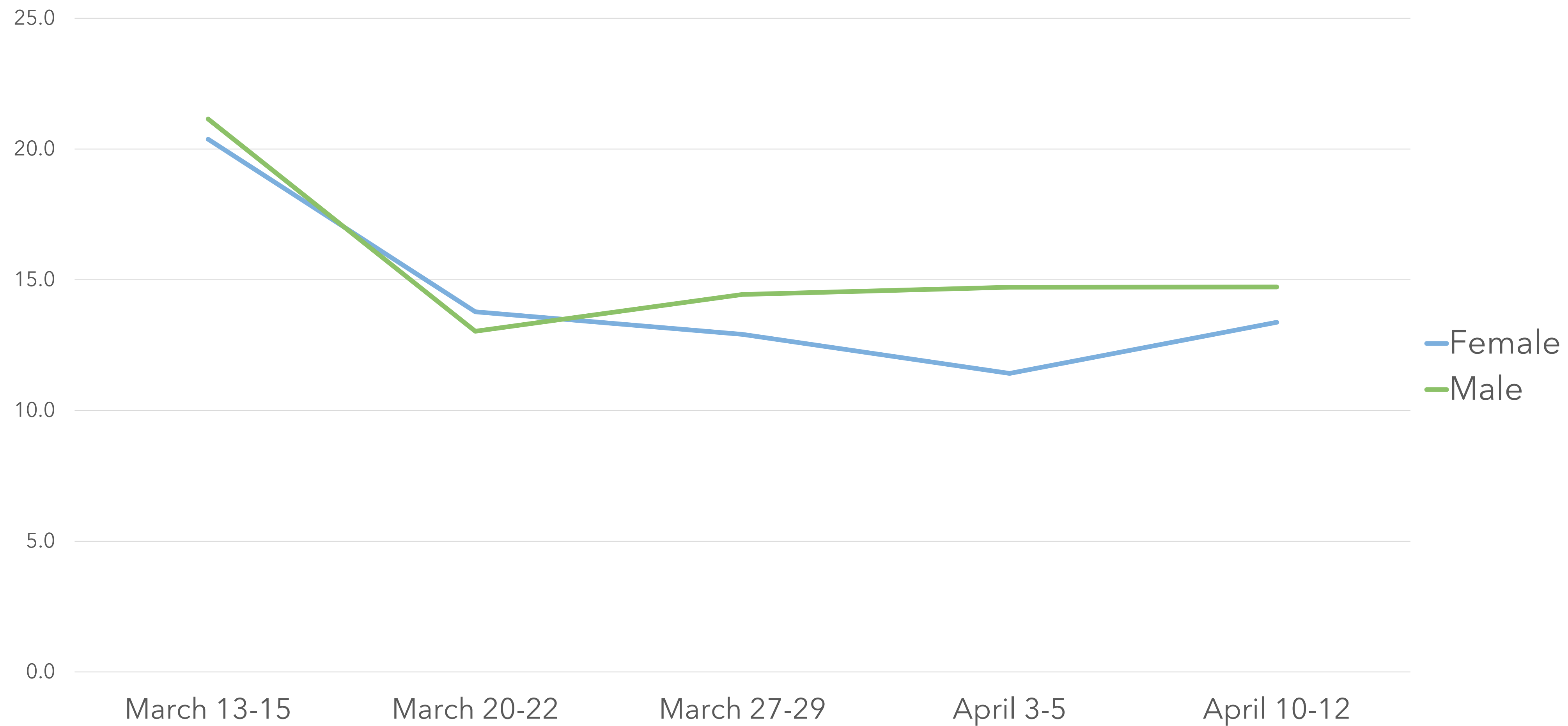
- Gen X showed the most personal concern for contracting the virus this week, Millennials the least.
- Boomers and Gen X both show high concern for personal finances this week
- Millennials are more likely to have rescheduled a postponed trip
- Millennials continue to index relatively higher on openness to messaging and excitement to travel now





Gender

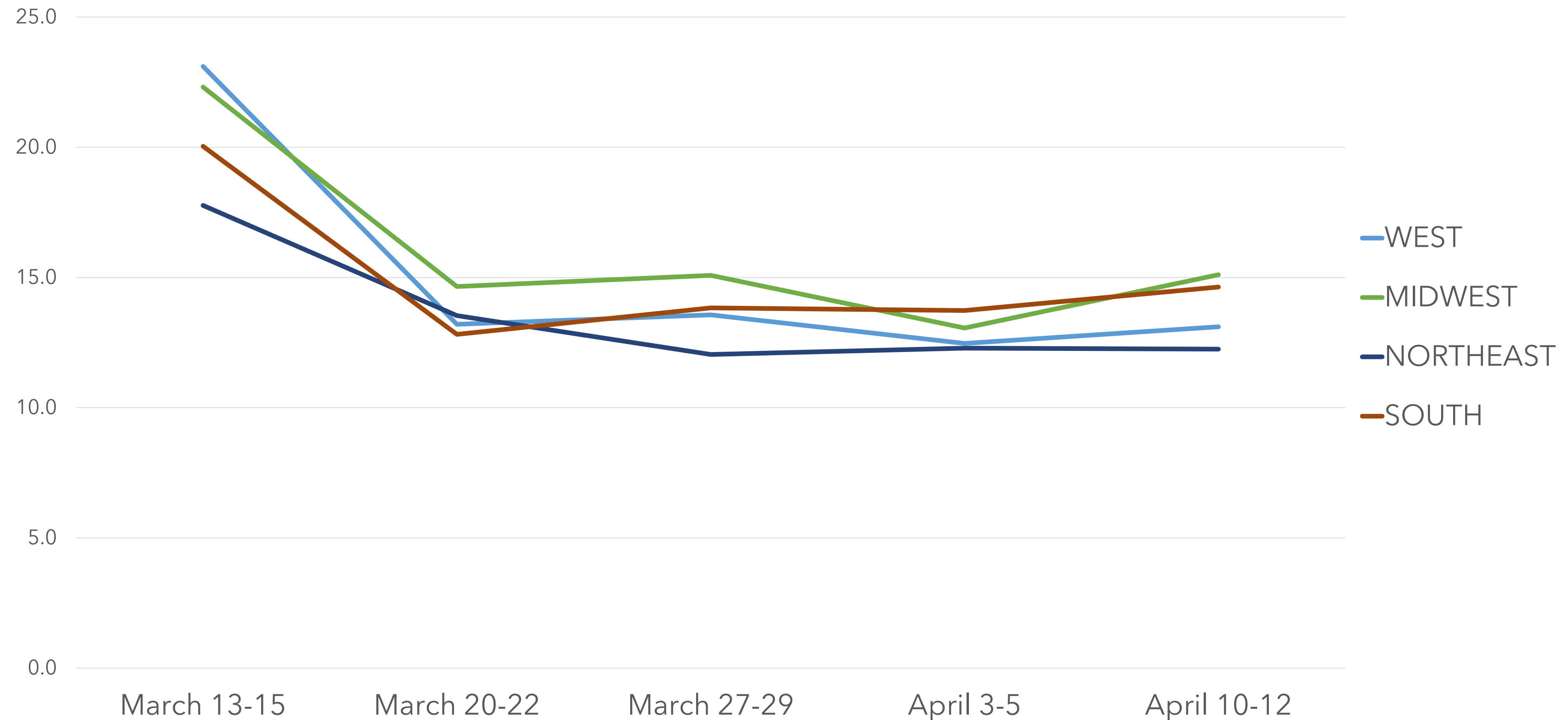
- Points of Interest Impacting Index Scores:
- Women continue to report higher levels of personal concern for contracting the virus as well as concern for personal finances
 - Men still more likely to report travel impacted by coronavirus
 - For almost all travel activities tested, Women more likely to feel somewhat unsafe or very unsafe in most recent wave



US Region

Points of Interest Impacting Index Scores:

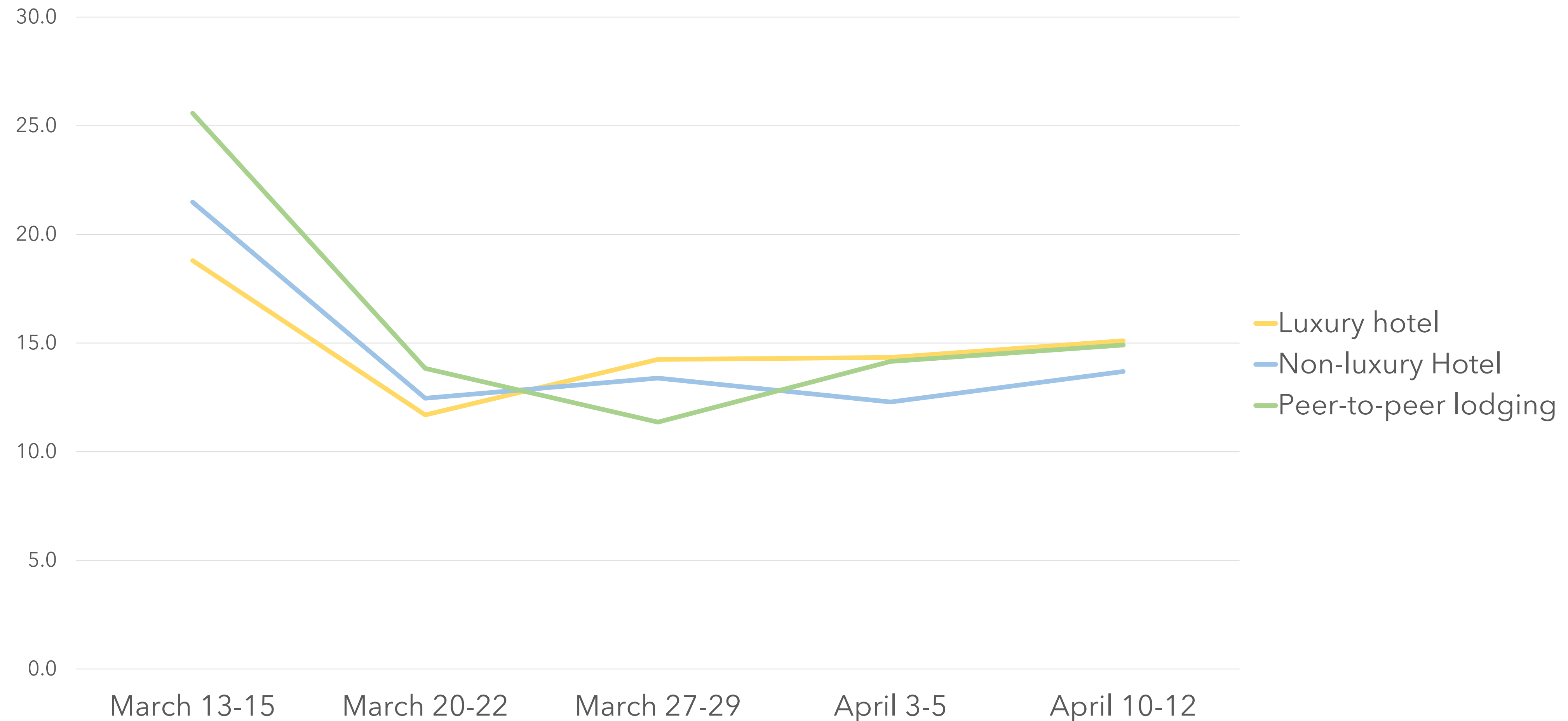
- West has tied Northeast this week with the highest levels of personal concern for contracting the virus
- West is highest this week for both concerns about personal finances as well as the national economy
- Midwest is least optimistic this week being the most likely to say the Coronavirus situation will get worse or much worse in the next month
- South shows relatively most excitement to travel now this week



Commercial Lodging

Points of Interest Impacting Index Scores:

- Luxury hotel guests show the relatively lowest concern for personal finances while non-luxury hotel guests show the lowest personal concern for contracting the virus
- Both luxury and non-luxury hotel guests show higher than average optimism for the coronavirus situation improving.
- Luxury hotel guests show relatively more openness to messaging and excitement to travel



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



Next/Ongoing Updates

- Key Findings to Know released via email every Monday morning
- Complete Report of Findings sent (and dashboard updated) by each Tuesday morning
- Online Presentation of Findings every Tuesday at 8:00am PST/11:00am EST
- Shareable infographics and gifs week-daily



Upcoming for You

- Meeting Planner Sentiment Survey Findings
- Online Focus Group with Travelers
- International Traveler Study

A person wearing a yellow shirt is sitting at a wooden table, using a laptop. The laptop screen displays a survey form with the word "SURVEY" at the top, a magnifying glass icon over a list, and a "CLICK" button. Below the button, it says "click here for more information".

DMO/Website IMPORTANCE STUDY [FREE TO PARTICIPATE]

***Measuring the importance of DMOs and their
marketing/communications assets in a period of crisis***

You may sign up to participate in this free research at:

www.destinationanalysts.com/dmo-website-value-study

THANK YOU

Questions and requests for more information: info@destinationanalysts.com

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