



Coronavirus Travel Sentiment Index

Presentation of Findings
Week of May 11th

Destination  Analysts



Destination Analysts is a market research company that offers businesses a **breadth of insights**, from the comprehensive understanding of target audiences and customer profile development, to ROI analysis and economic forecasts.

Clients seek us out for unique and more deeply thoughtful analysis, our **actionable storytelling** of data, high quality and defensible findings, and progressive and open approach to research methodologies.



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

Parks

Will people gravitate to nature?

According to an ongoing [survey](#) of travelers by Destination Analysts, a tourism research and marketing firm, more than half of American travelers say they plan to avoid crowded destinations when they resume traveling.

That bodes well for parks, even if allowing travelers back in requires social-distancing modifications to close popular trails and overlooks, with an emphasis on enforcement.

Before South Carolina's state parks closed on March 28, traffic in some was as high as the record-setting numbers for the 2017 solar eclipse as people sought a respite from quarantine. The parks reopened May 1 with the help of law enforcement to manage the crowds.





Presentation deck and webinar recording available on our website:

DestinationAnalysts.com/covid-19-insights/covid-19-webinars/

TODAY

Overview of Findings

Travel Marketing
Potential Influence Index

Research Q + A

Panel Discussion:
Restaurants & the Recovery

Q + A with Panel

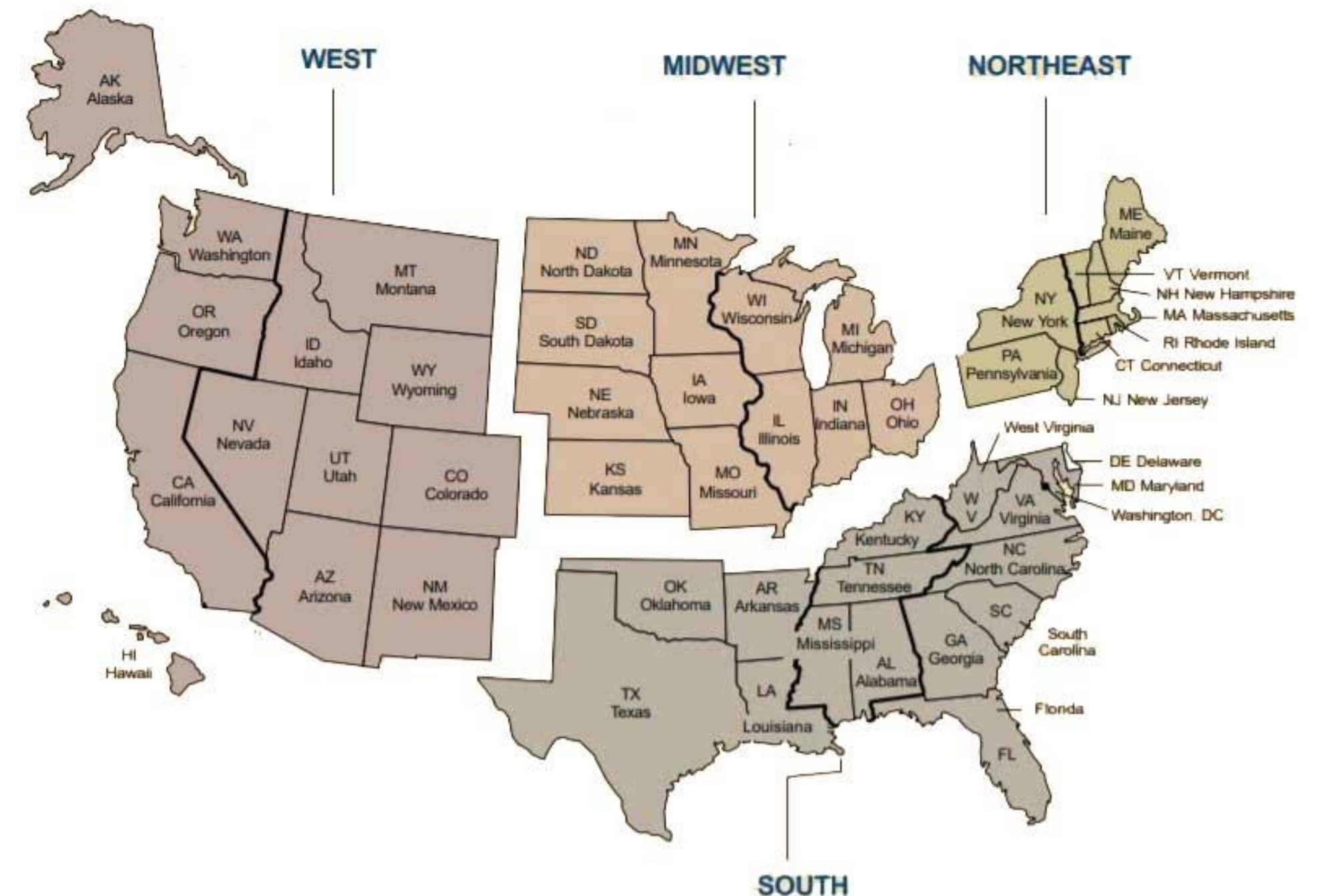




Research Overview & Methodology

- **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 9 data (fielded May 8-9th) will be presented today**
- **1,200+ fully completed surveys collected each wave**
- **Confidence interval of +/- 2.8%**
- **Data is weighted to reflect the actual population of each region**

U.S. Regions





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.

Woman body-slammed by off-duty cop in Alabama Walmart grew disorderly after associate asked she wear a mask, police say

By Leah Asmelash, CNN

Updated 1:52 PM ET, Sat May 9, 2020



CNBC

Trump says U.S. will buy dairy, meat and produce from farmers amid supply chain disruptions

Top Stories



THE WALL STREET JOURNAL.

U.S. states move to expand coronavirus testing as confirmed global cases top 4 million

2h ago

BUSINESS NEWS

MAY 09, 2020 / 09:29 PM / UPDATED 3 MINUTES AGO

Major U.S. airlines endorse temperature checks for passengers

By David Shepardson



FILE PHOTO: Passengers walk through Terminal 1, after further cases of coronavirus were confirmed in New York, at JFK International Airport in New York, U.S., March 13, 2020. REUTERS/Shannon Stapleton/File Photo

WASHINGTON (Reuters) - A major U.S. air-

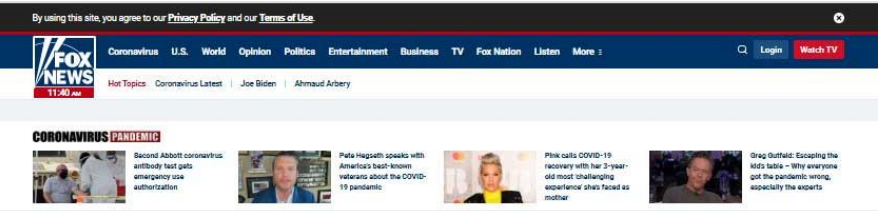


NPR · on Fri

Top Health Officials Enter Self-Quarantine After Exposure To Coronavirus

Three members of the White House coronavirus task force — FDA Commissioner Stephen Hahn, CDC Director Robert Redfield and Director Antho...

1.9K shares



Massachusetts ice cream shop closes one day after reopening amid coronavirus over patrons harassing workers

By Stephen Sorensen | Fox News



MA ice cream shop closed one day after reopening

Polar Cream Ice Cream Parlor in Massachusetts closed one day after reopening, Kristen Glavin reports.

Get all the latest news on coronavirus and more delivered daily to your inbox. [Sign up here.](#)

Fox News First

Get all the stories you need to know from the most powerful name in news delivered first thing every morning to your inbox.

Sign up

Trending in US

1 America reopening. Dozens of states including Michigan, Ohio ease coronavirus restrictions this week.

2 New York 'patient zero' says doctors made no mention of coronavirus before.

8:02



THE WALL STREET JOURNAL



CORONAVIRUS
Free Resources

LIVE UPDATES

VIDEO

STATE REOPENINGS

SMALL BUSINESS Q&A

TESTING & TREATMENT

Restaurants Reopen, but Not Everyone Is Coming Back to Work

The pandemic forced millions of low-wage food-service workers out of jobs, but many now make more than they did while working



Garland owner Cheetie Kumar is wrestling with how to spend a payroll-focused federal loan while her Raleigh, N.C., restaurant and bar remains closed, and whether to bring back her workers when it reopens, given she doesn't know if customers will return yet. CREDIT: JULI LEONARD

By [Name] | [Date]

6:04



This restaurant is offering a genius solution for socially-distanced dining

BY LIZ HUND MAY 9, 2020, 3:30PM



This post contains references to products from one or more of our advertisers. We may receive compensation when you click on links to those



People

Souplantation Announces It Is Closing All of Its Restaurants Permanently in the Wake of Coronavirus

1h ago

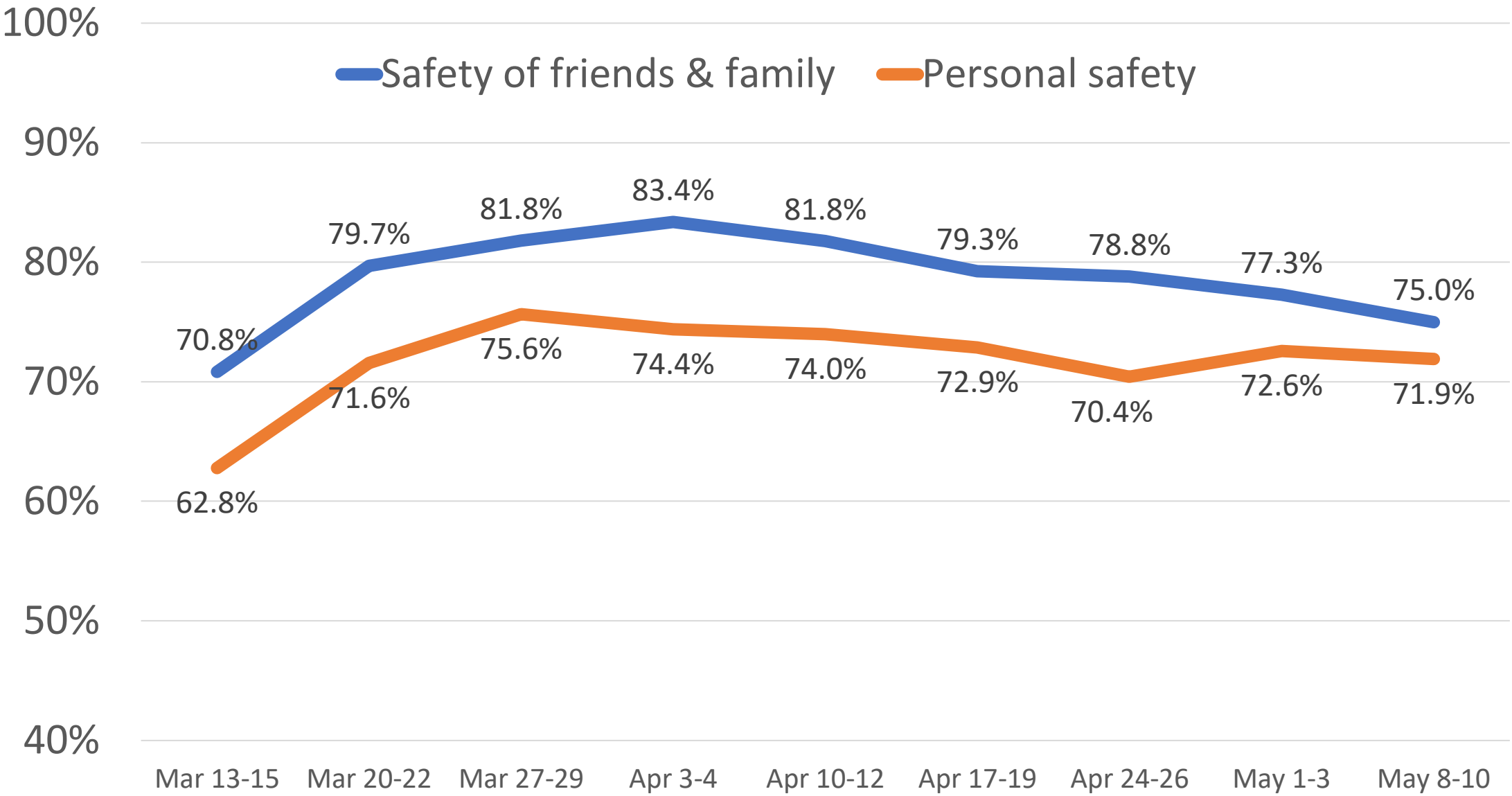
A woman with long dark hair, wearing a white face mask and a white shirt, is looking off to the side. She is in a crowded public space, with many other people visible in the background, some of whom are also wearing masks. The background is blurred, emphasizing the woman in the foreground.

Personal Feelings about Coronavirus & Travel

Summary: Personal vs. External Concerns

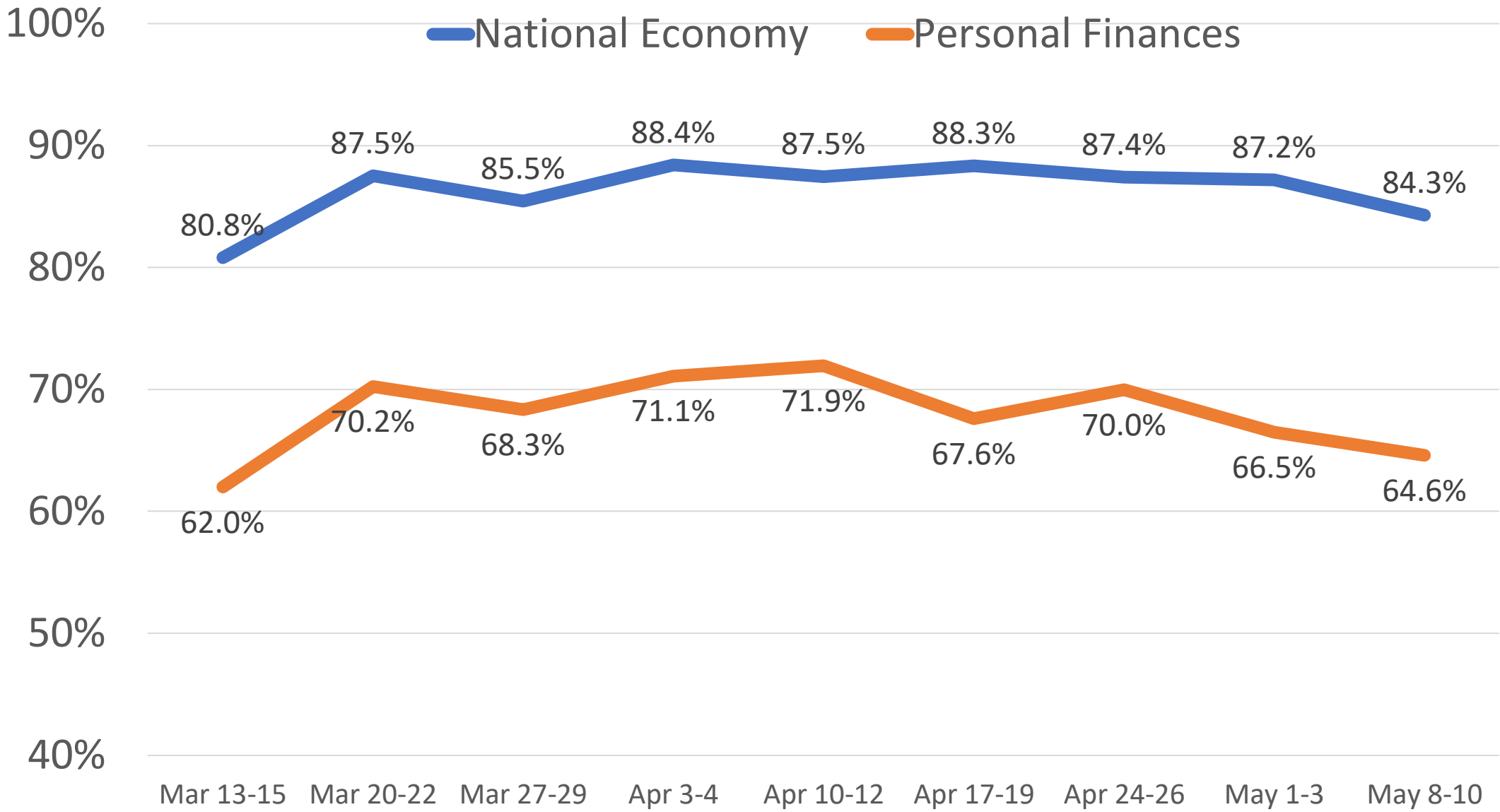
Summary charts for the survey’s four concern-metrics are shown below.

Safety Concerns
(% answering 10-6 on 11-point scale)



Question: Thinking about the current coronavirus situation, in general, HOW CONCERNED ARE YOU PERSONALLY about contracting the virus? **Question:** Thinking about the current coronavirus situation, in general, how concerned are you about your FRIENDS OR FAMILY contracting the virus?

Economic Concerns
(% answering 10-6 on 11-point scale)



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

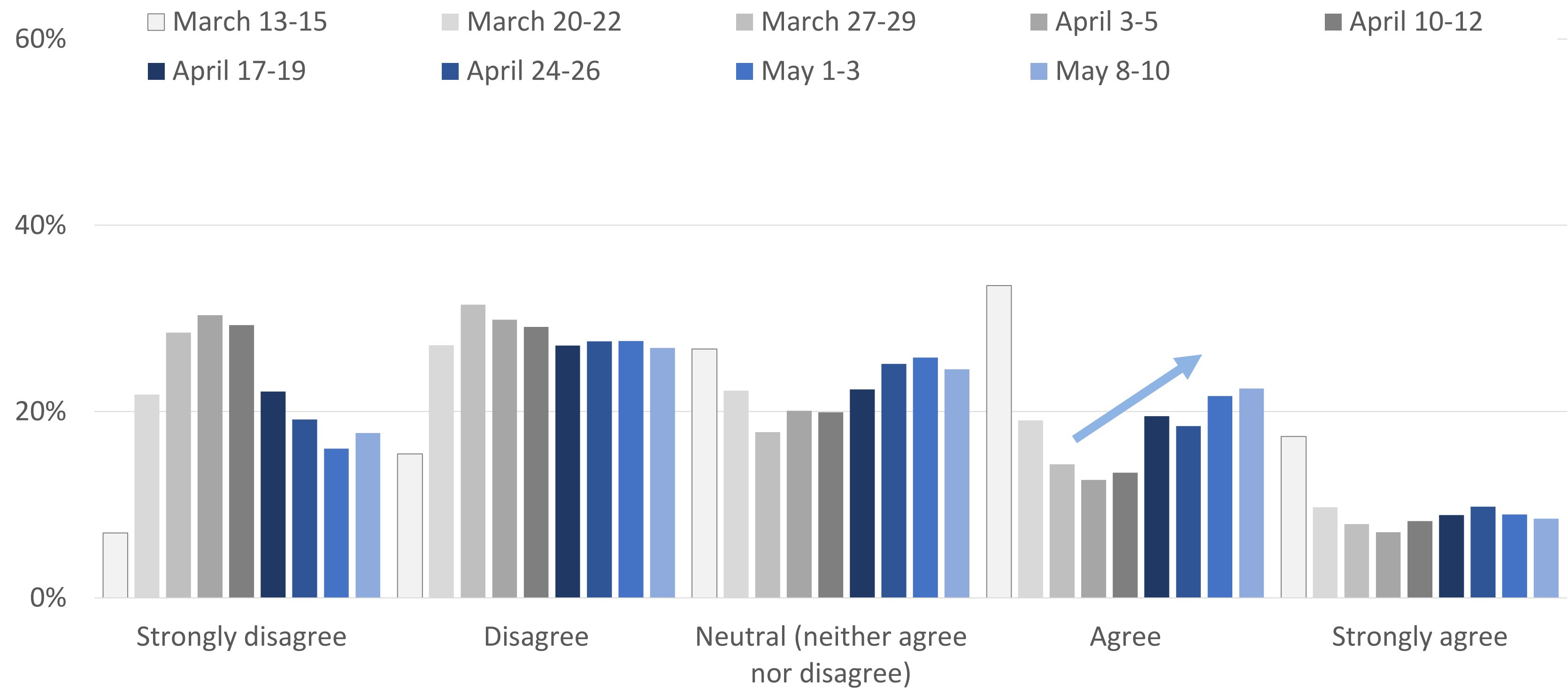
(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204 and 1,200 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3 and 8-10, 2020)

Comfort Enjoying Home Community

How much do you agree with the following statement?

Statement: I still feel comfortable going out in my community to restaurants, local attractions and undertaking local activities.

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204 and 1,200 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3 and 8-10, 2020)



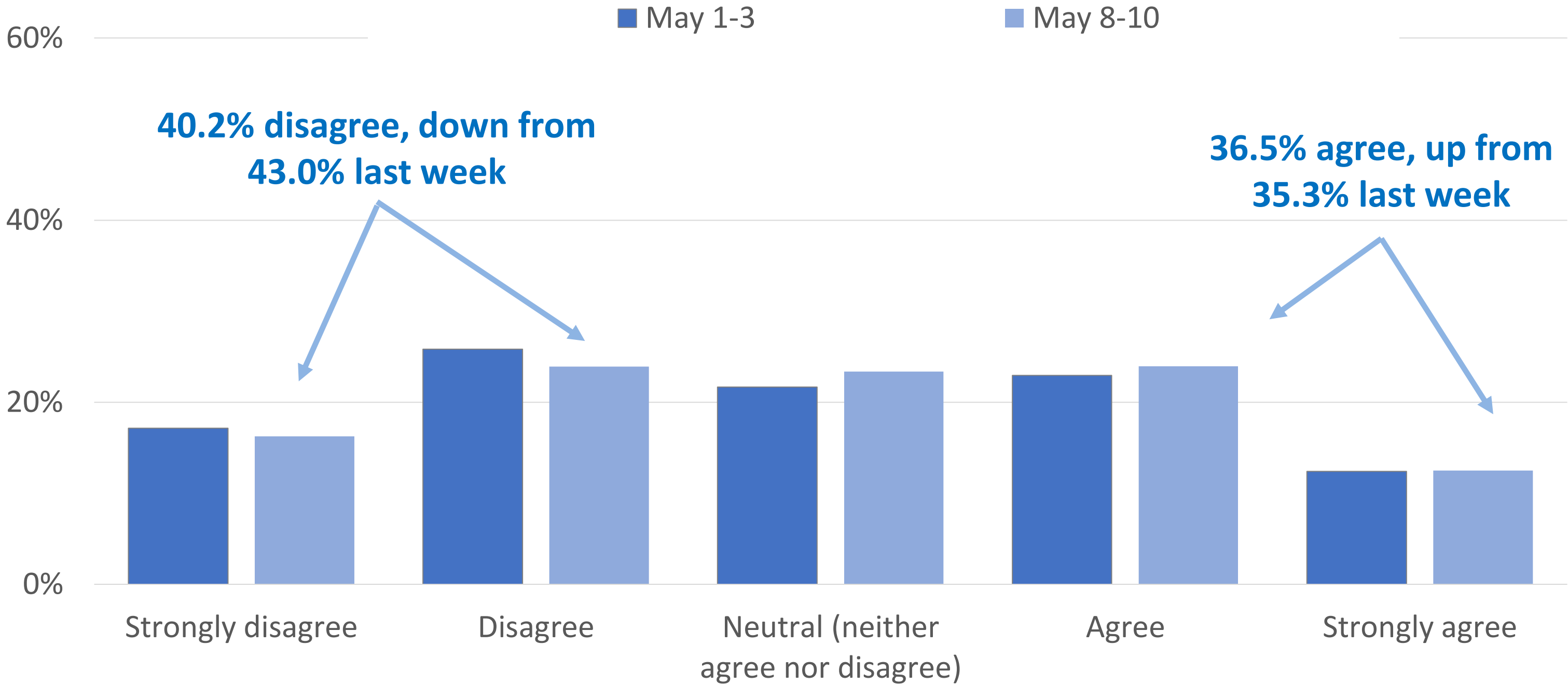
Comfort with Home State Re-Opening

How much do you agree with the following statement?

Statement: I am comfortable with my home state re-opening its economy right now.

(Base: All respondents, 1,204 and 1,200 completed surveys. Data collected May 1-3 and 8-10, 2020)

Question Added in Wave 8

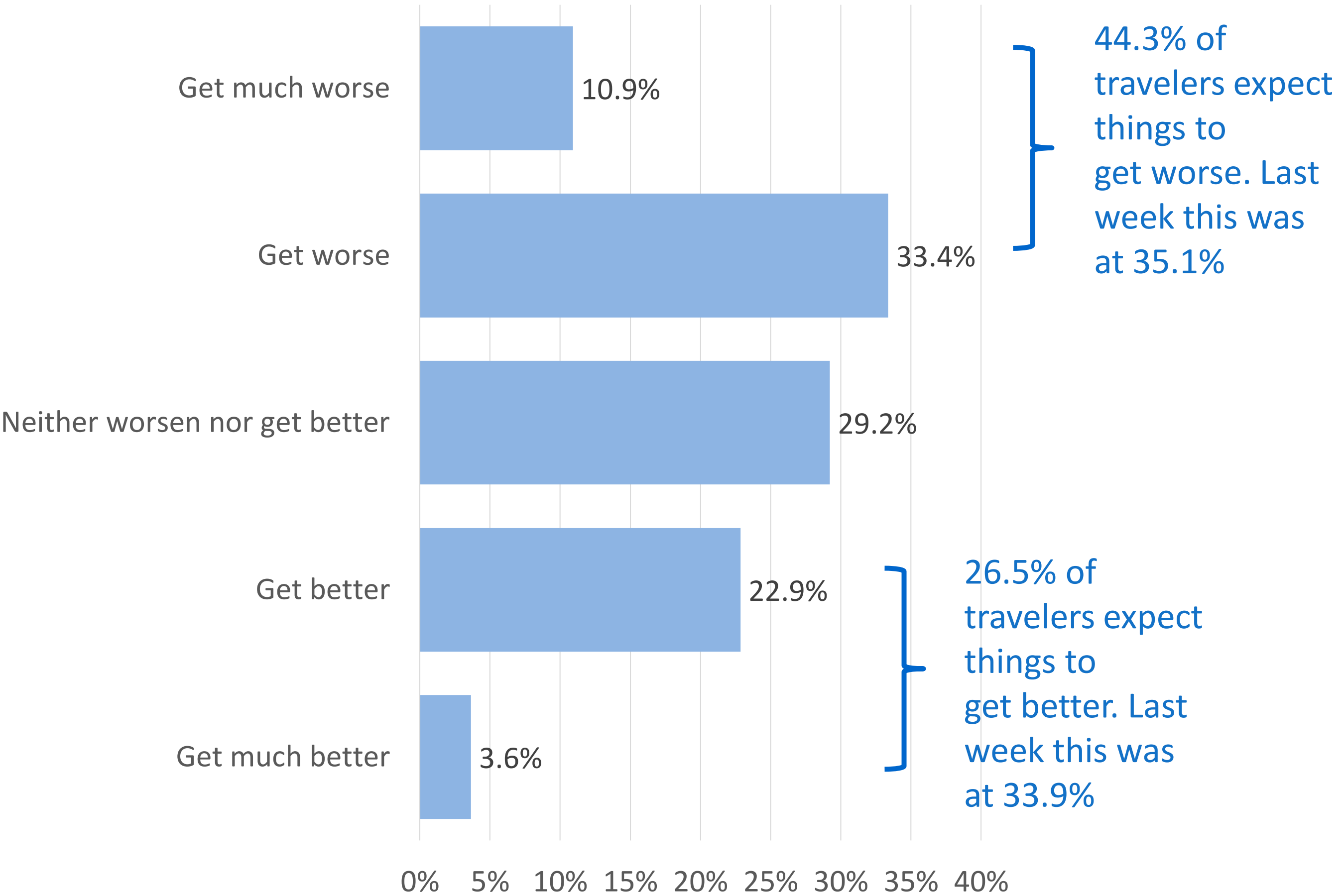


Expectations for the Coronavirus Outbreak

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 9 data. All respondents, 1,200 completed surveys. Data collected May 8-10, 2020)

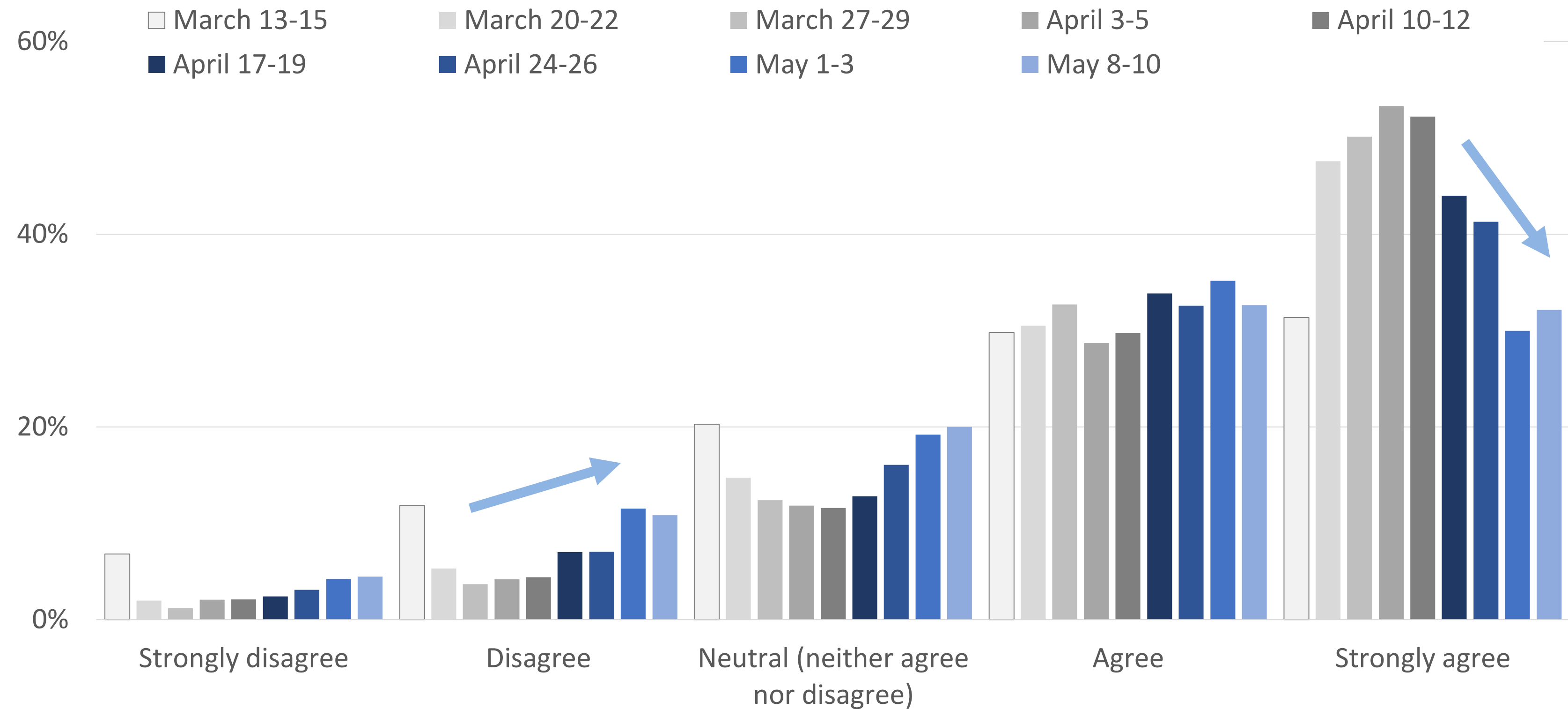


Avoiding Travel Until the Crisis Blows Over

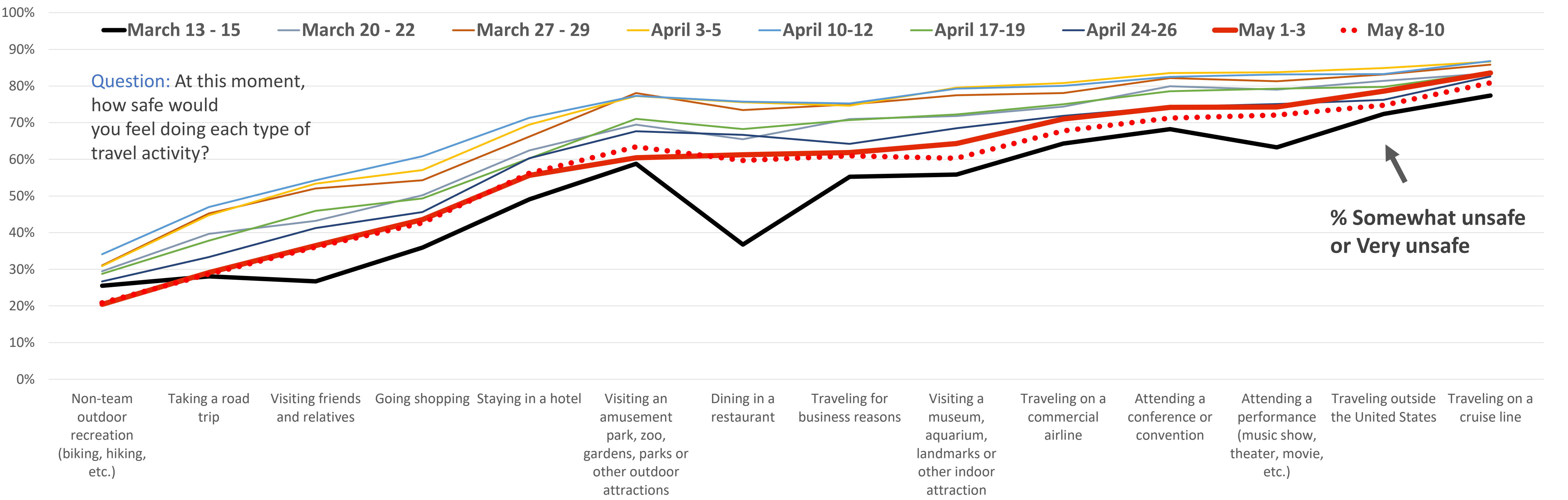
How much do you agree with the following statement?

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, 1,263, 1,238, 1,208, 1,204 and 1,200 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3 and 8-10, 2020)



Perceived Safety of Travel Activities (Waves 1-9 Comparison)



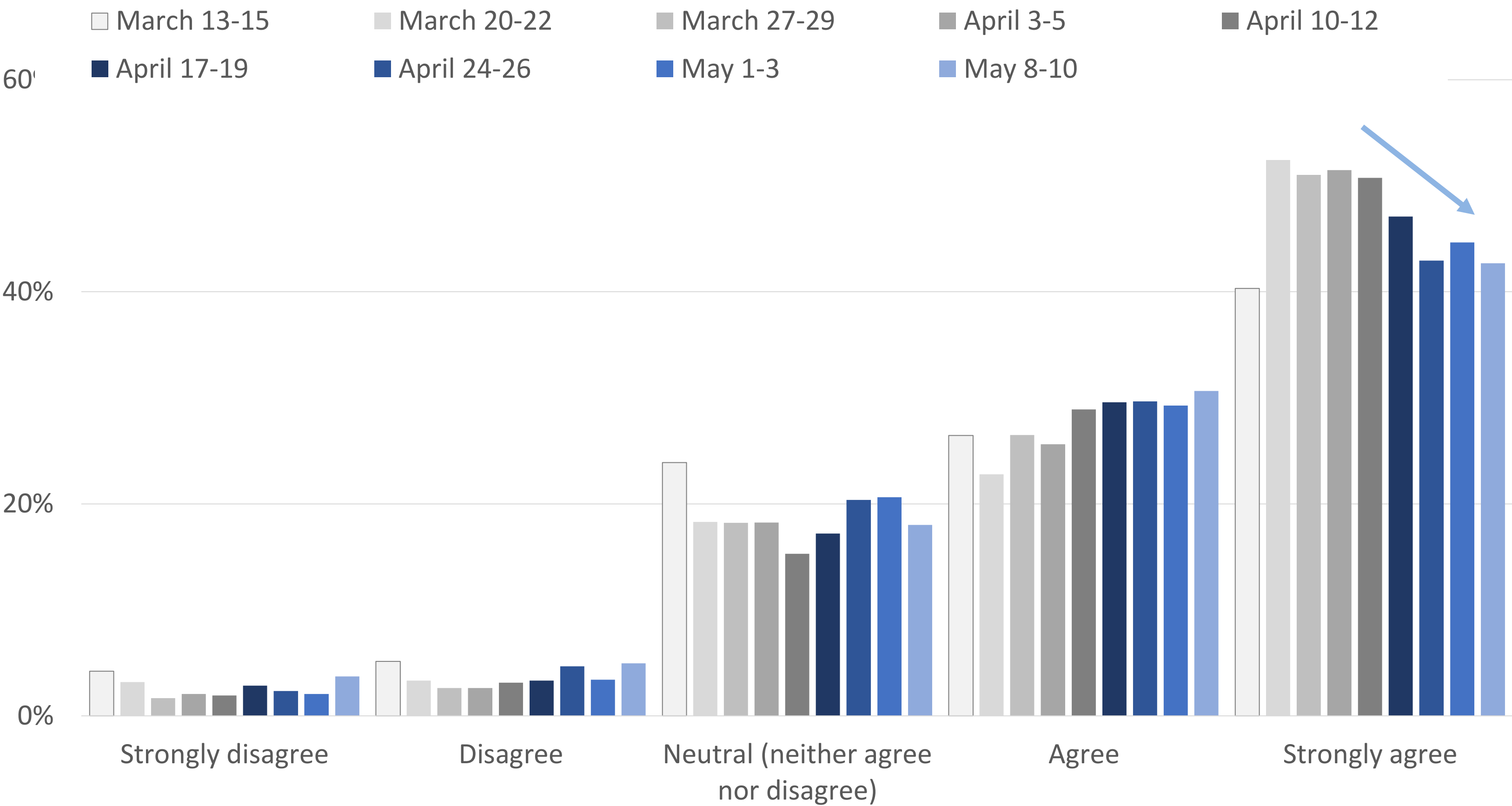
(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204 and 1,200 completed surveys. Data collected March 27--29, April 3-5, 10-12, 17-19, 24-26, May 1-3 and 8-10, 2020)

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, 1,263, 1,238, 1,208, 1,204 and 1,200 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3 and 8-10, 2020)

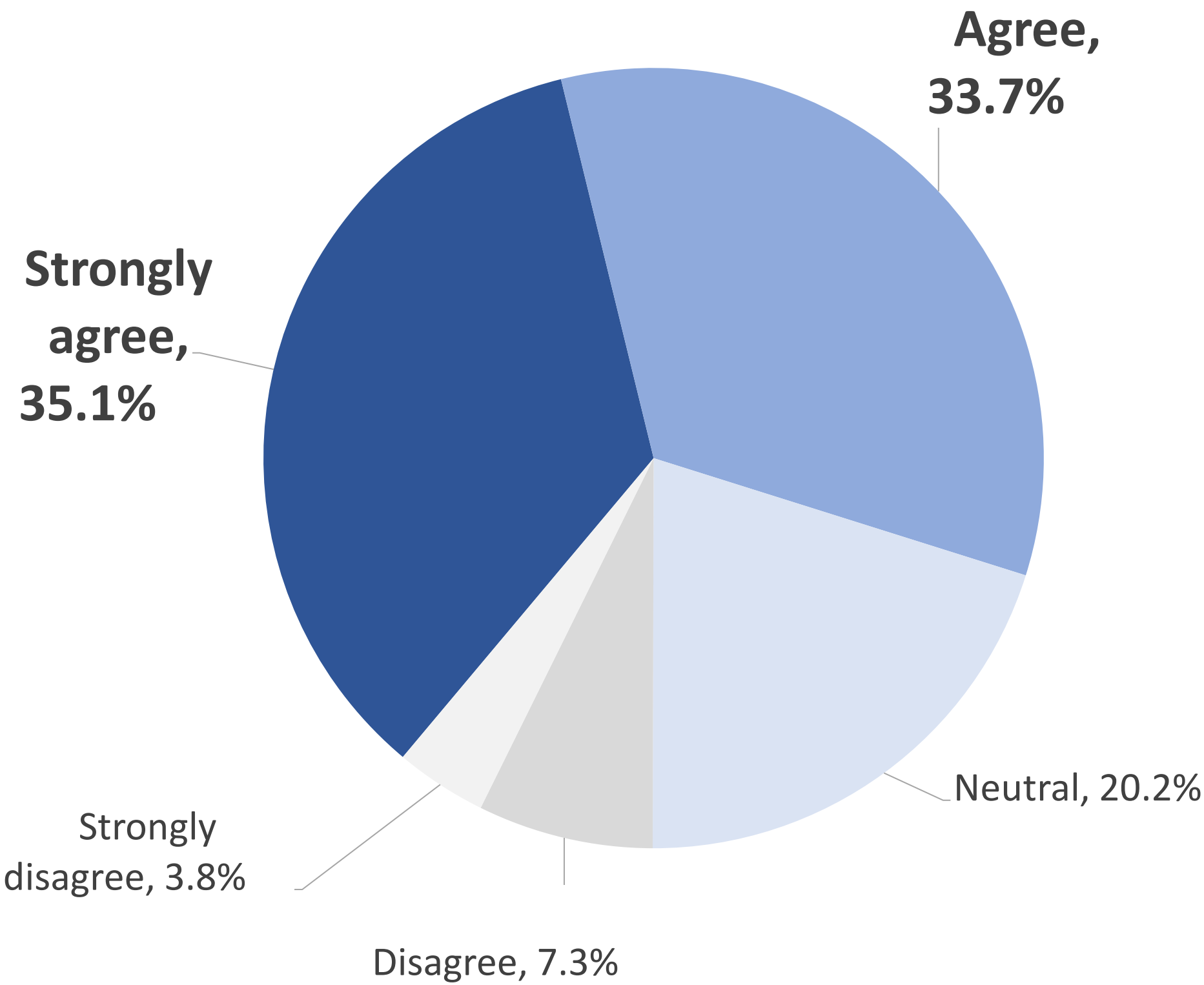


Excitement to Get Back to Travel

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, 1,263, 1,238, 1,208, 1,204 and 1,200 completed surveys. Data collected March 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3 and 8-10, 2020)



How Much Do You Miss the Following?

(% Saying “Miss Terribly” or “Miss A Lot”)



Vacations
(68.4%)



Dining in Restaurants
(59.9%)



Planning Travel
(56.1%)



Weekend Getaways
(52.8%)



Live Concert/Musical Performance
(35.1%)



Going to Museums
(33.4%)



Going to Bars
(32.9%)



Attend Professional Sporting Event
(30.5%)



Business Trip
(19.3%)



Going to Conventions
(16.9%)

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?



47.1%

I'll get back in but carefully



41.7%

I'll test the waters first



11.2%

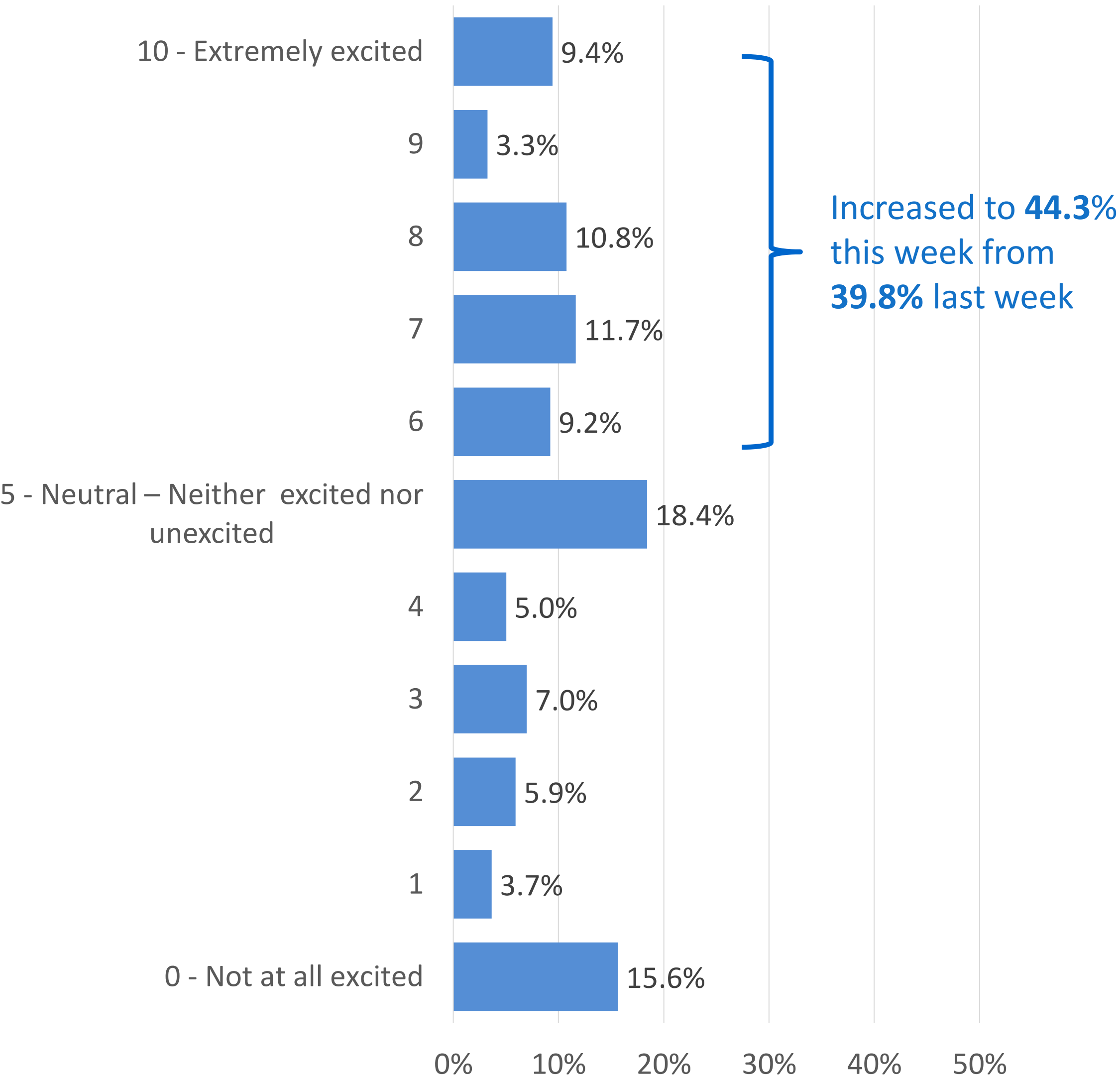
I'll jump right back in

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 completed surveys.
Data collected May 8-10, 2020)*

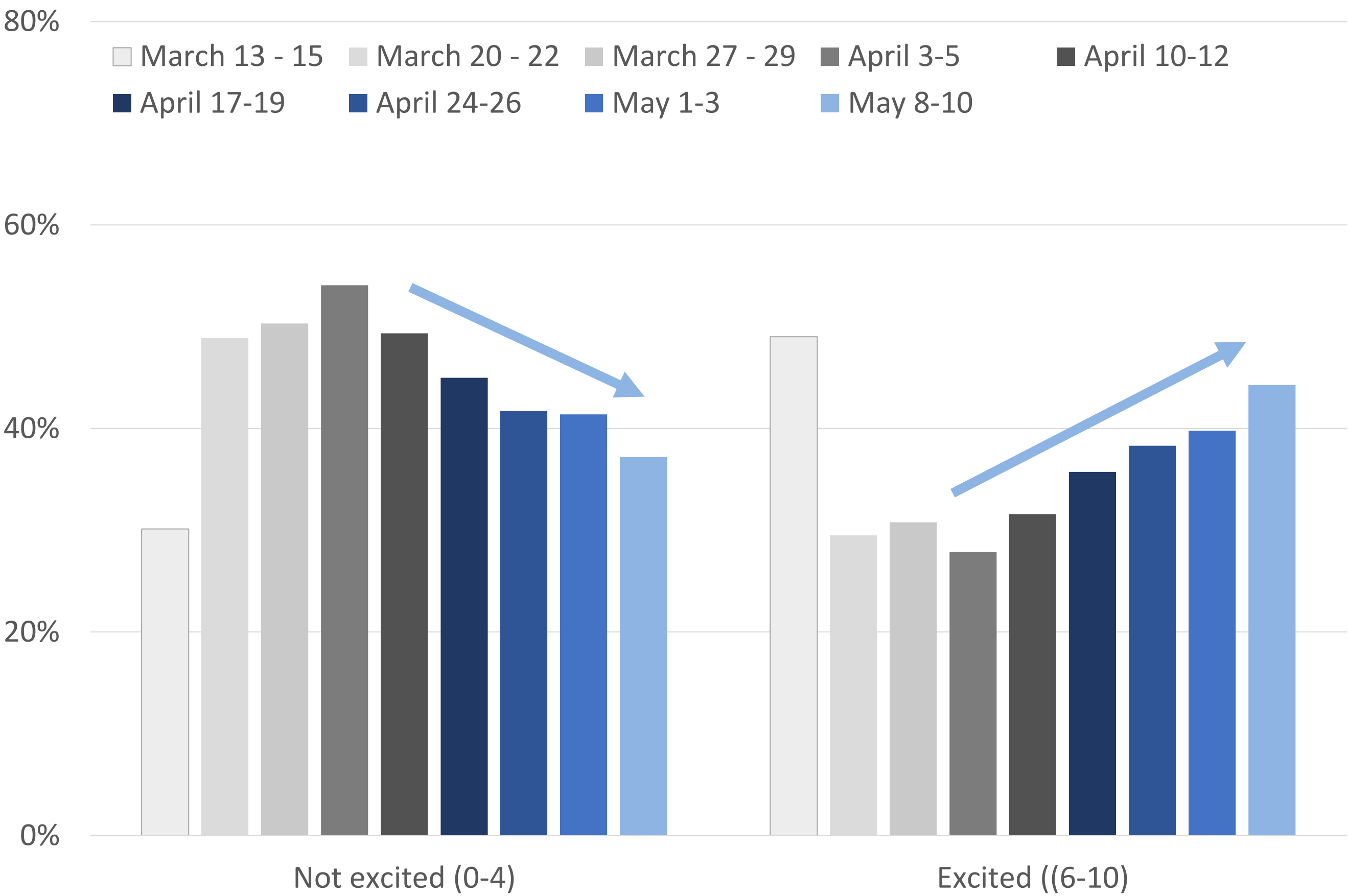


Excitement to Travel Now (Excited vs. Not Excited)

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, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204 and 1,200 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3 and 8-10, 2020)





KEY TAKEAWAYS

- **Americans travelers are feeling more comfortable but many remain lacking in confidence about coronavirus**
- **Travel safety perceptions continue to improve from lows since in the first half of April**
- **The majority of American travelers may be waiting to assess the experiences of the early (re)adopters to travel. Until then, their commitment to travel and behaviors may be measured**

When Will They Travel?

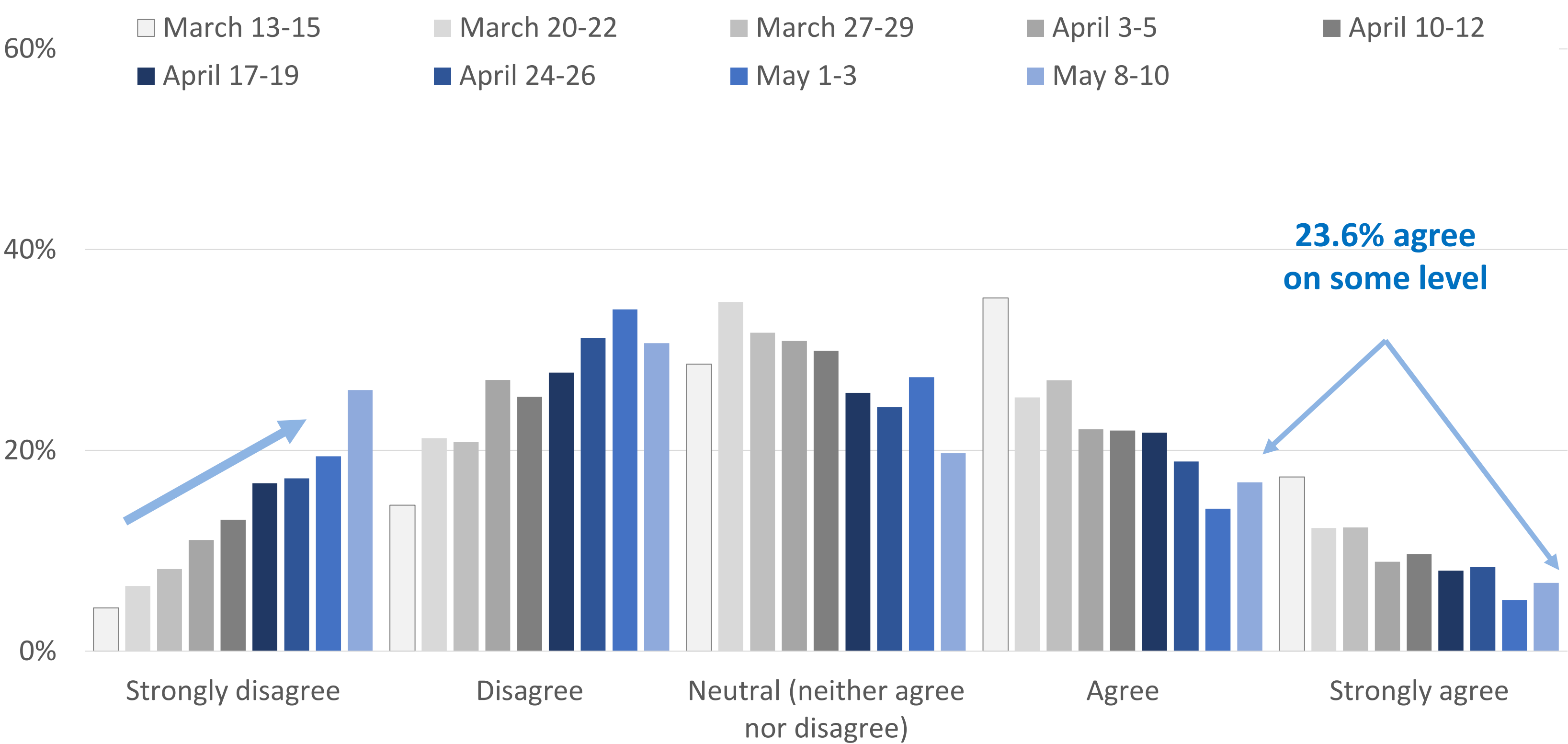


Expectations for Summer Travel Season

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, 1,263, 1,238, 1,208, 1,204 and 1,200 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3 and 8-10, 2020)



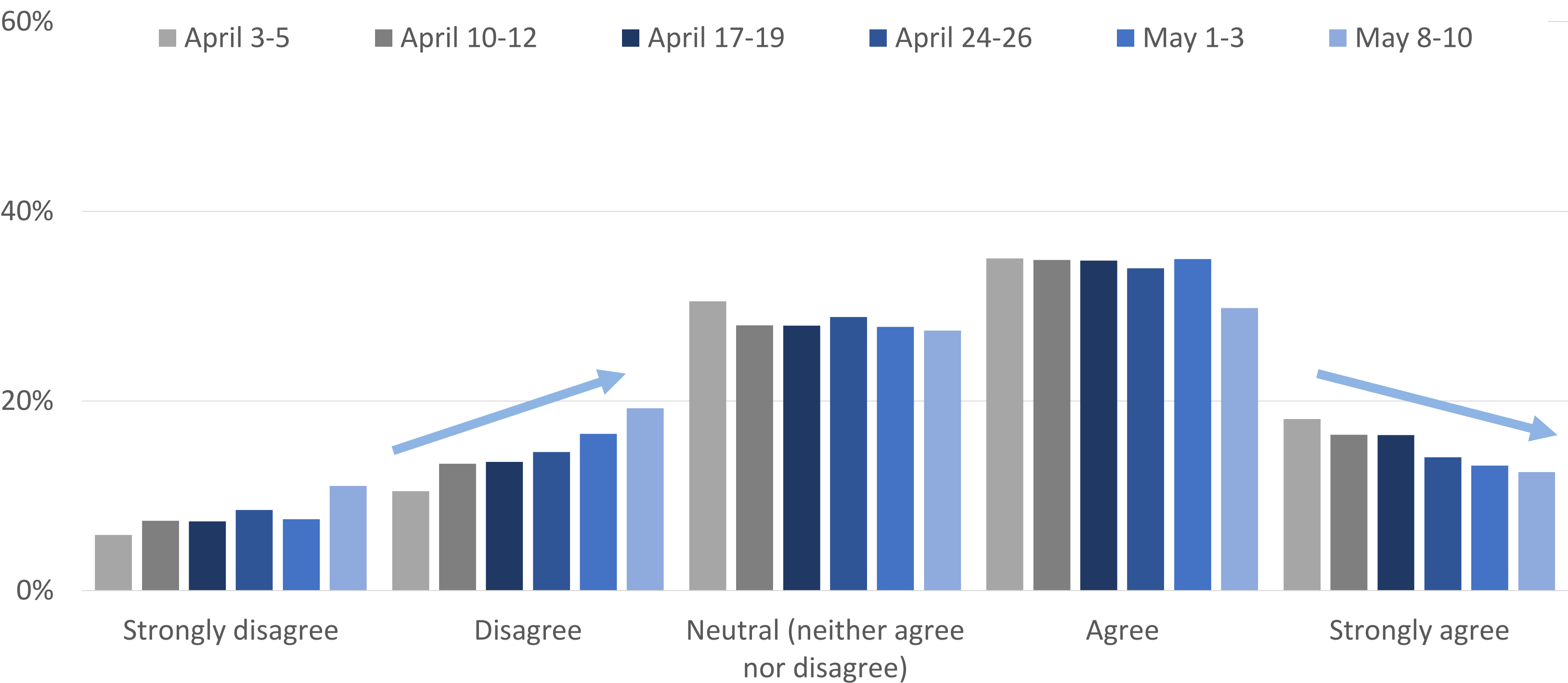
Expectations for Fall Travel Season

How much do you agree with the following statement?

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

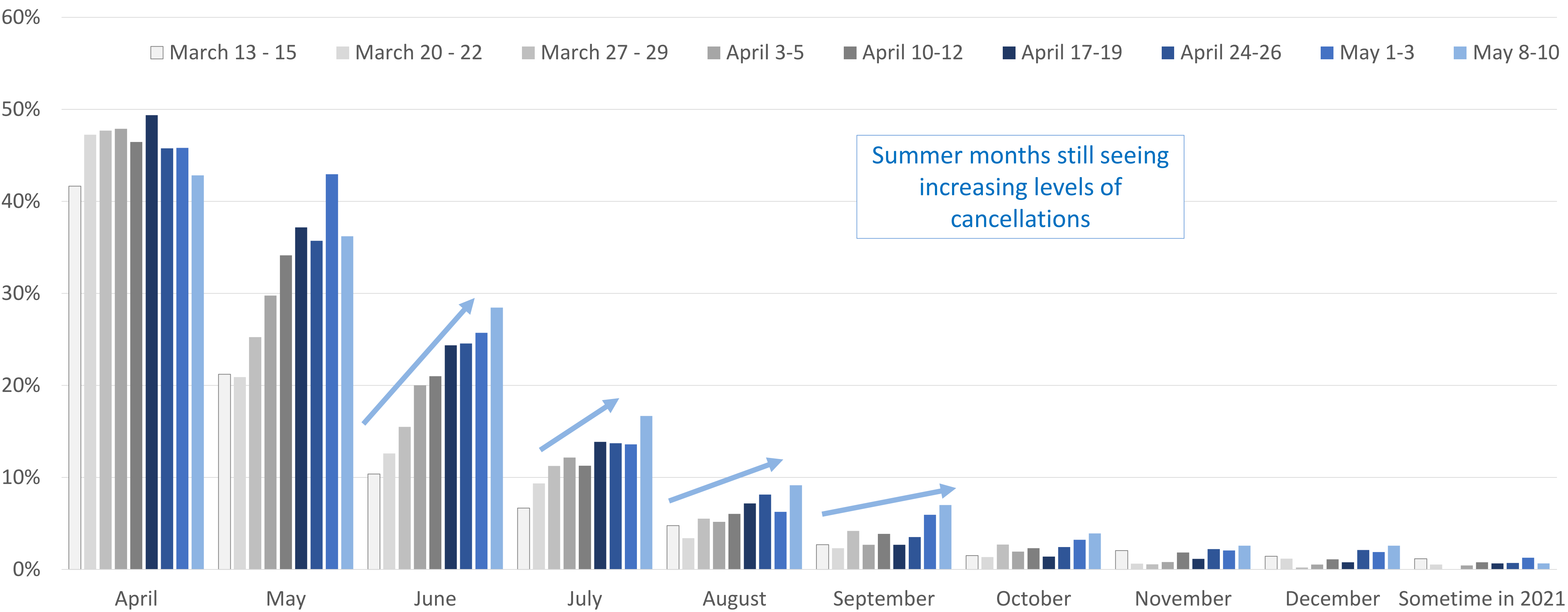
(Base: All respondents, 1,216, 1,263, 1238, 1,208, 1,204 and 1,200 completed surveys. Data collected April 3-5, 10-12, 17-19, 24-26, May 1-3 and 8-10, 2020)

Question Added in Wave 4



Month of Trip Cancellation

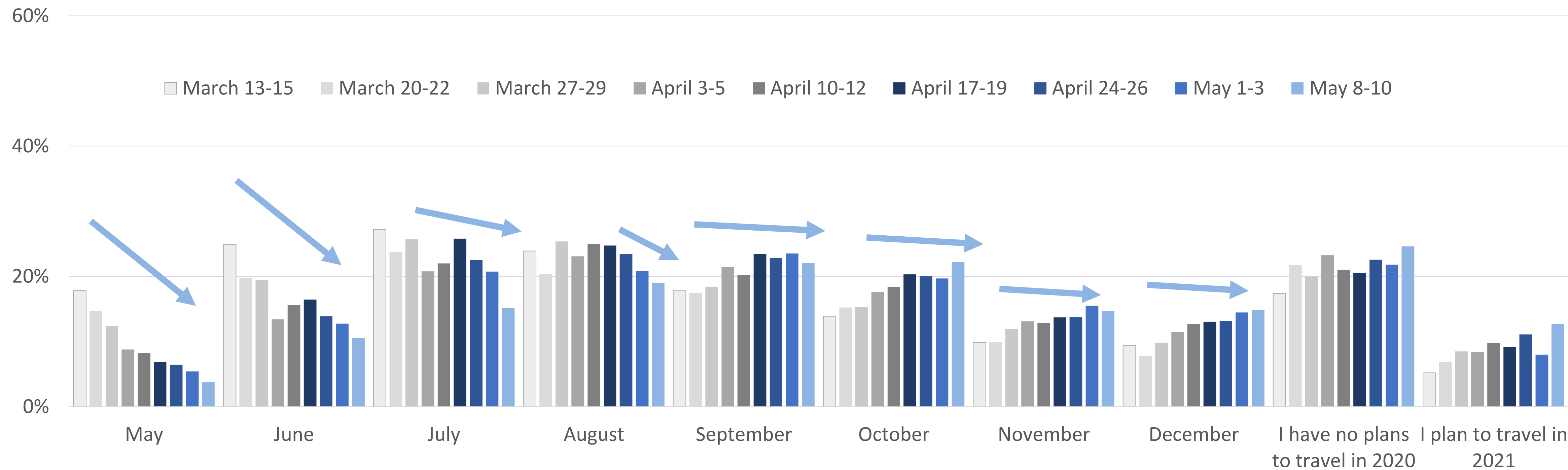
Question: The trip(s) you CANCELED would have taken place in which months? (Select all that apply)



(Base: Cancelling trips, 292, 477, 506, 580, 623, 643, 582, 640 and 606 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26 May 1-3 and 8-10, 2020. Note: Data purposefully excluded from this chart for readability.)

Months of Upcoming Trips

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



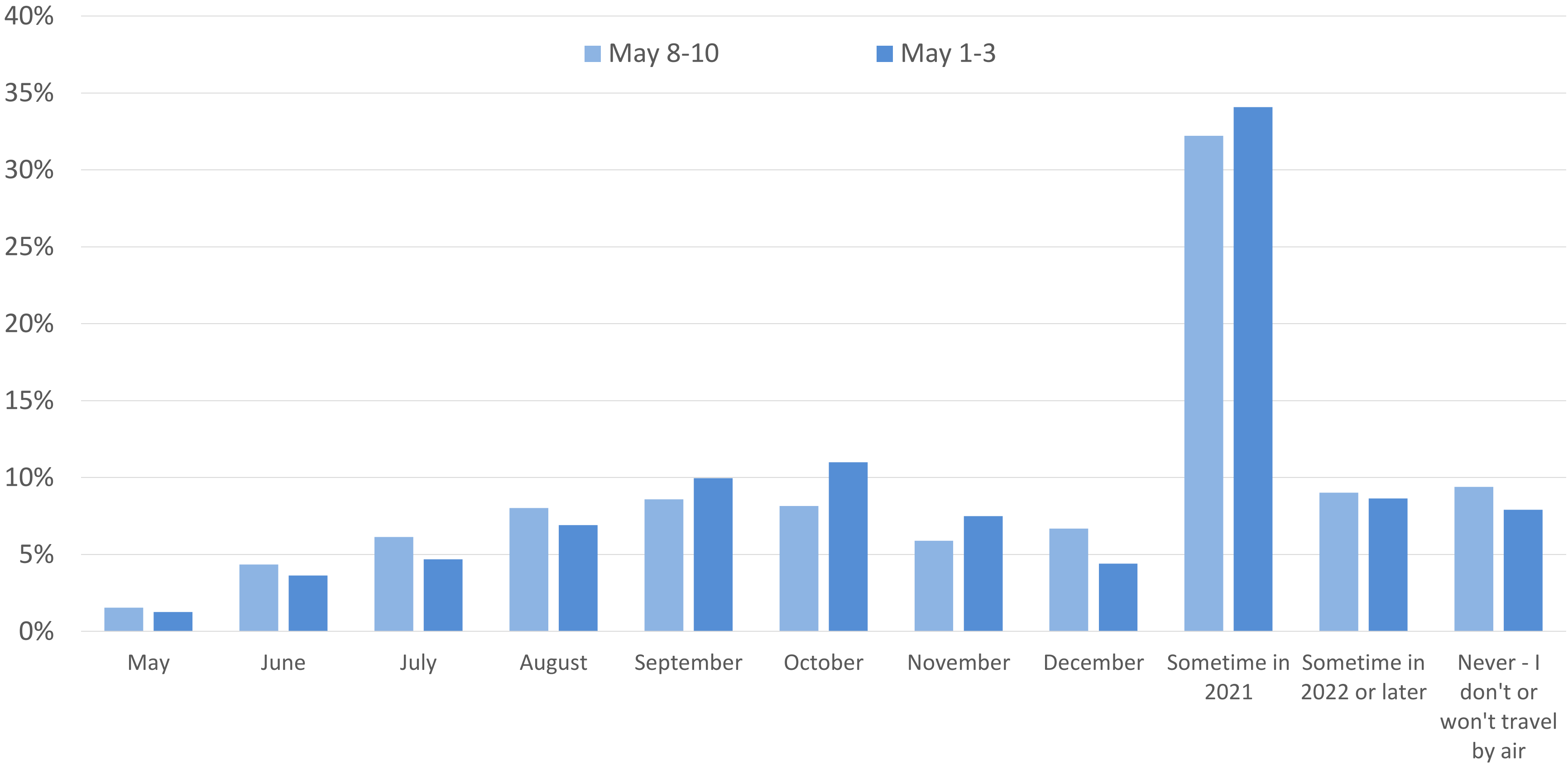
(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204 and 1,200 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26 May 1-3 and 8-10, 2020)

Month of Next Trip on a Commercial Airline

Question: In what month do you expect you will take your NEXT TRIP on a commercial airline?

(Base: All respondents, 1,200 completed surveys. Data collected May 8-10, 2020)

Question Added in Wave 8

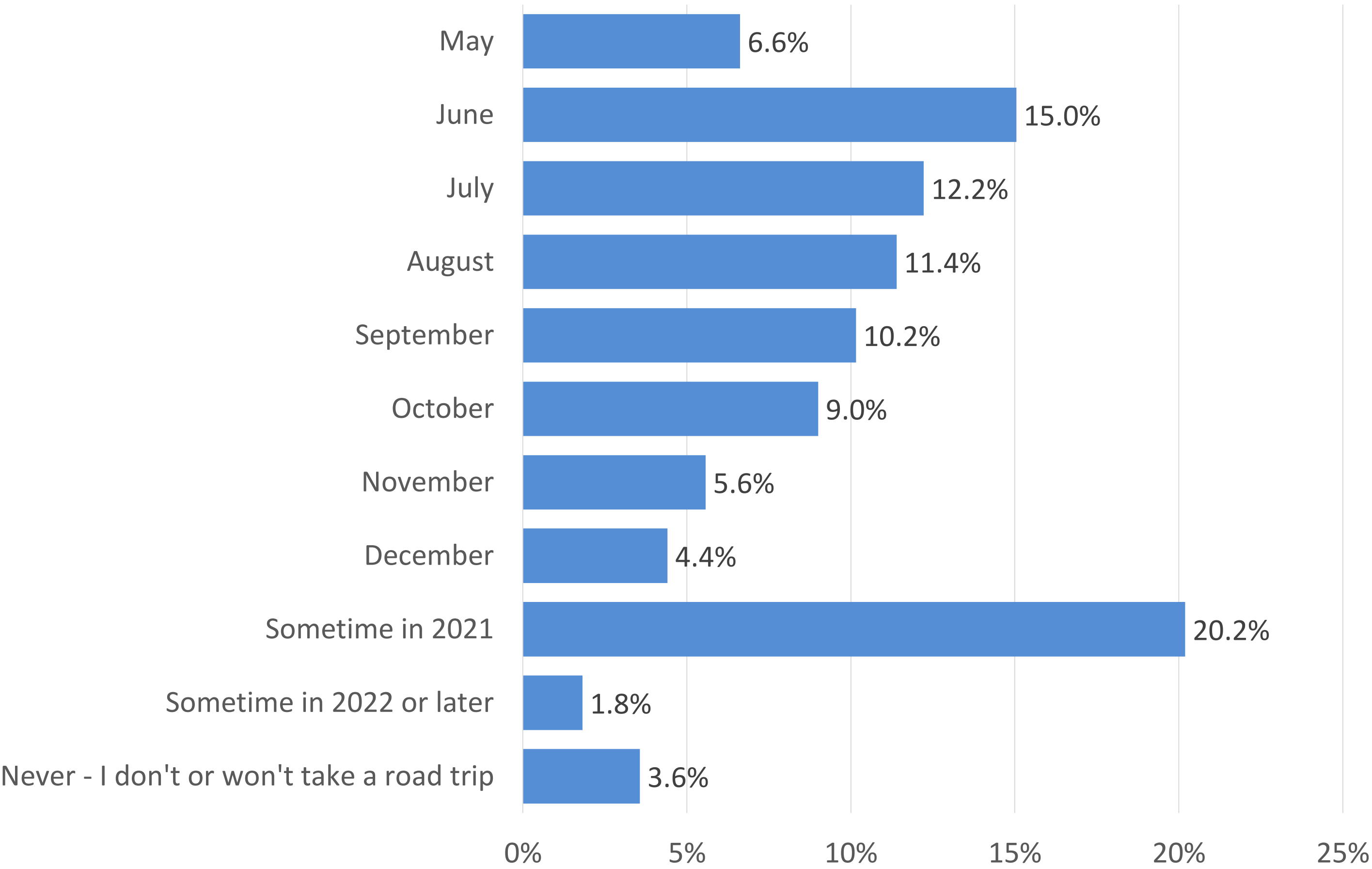


Month of Next Road Trip

Question: In what month do you expect you will take your NEXT ROAD TRIP (Traveling in a personal automobile)?

(Base: All respondents, 1,200 completed surveys. Data collected May 8-10, 2020)

Question Added in Wave 9

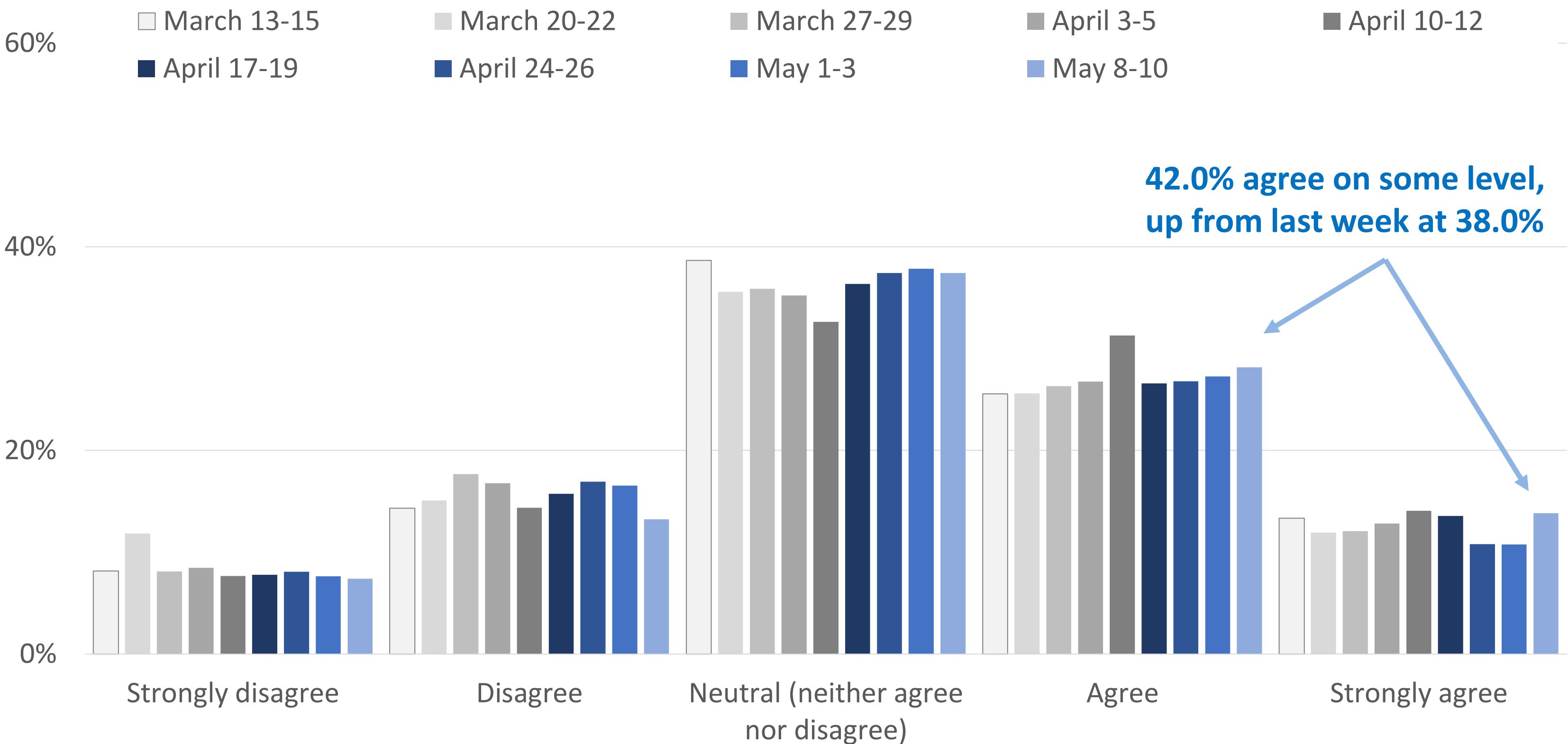


Replacing Air Travel With Road Trips

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, 1,263, 1,238, 1,208, 1,204 and 1,200 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3 and 8-10, 2020)

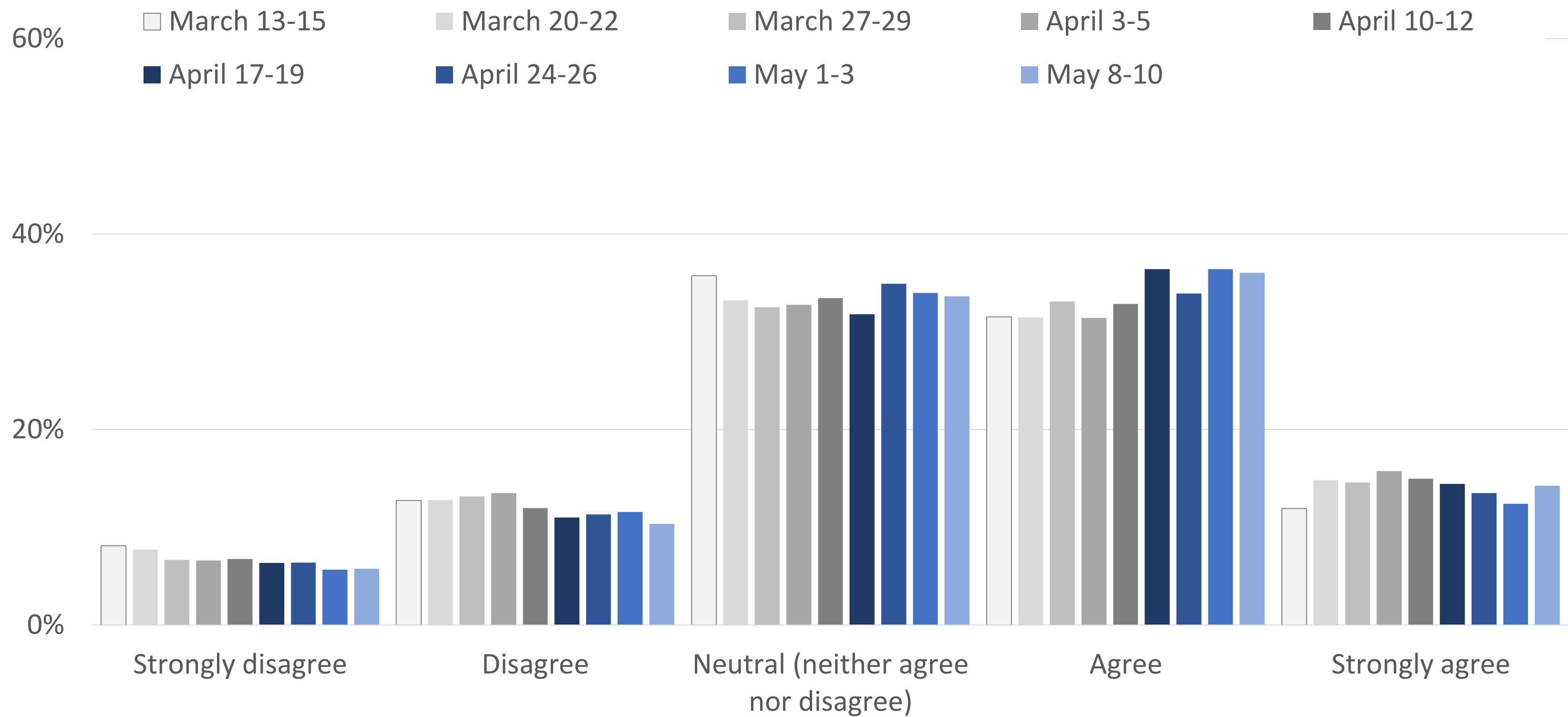



Replacing Long-Haul Travel with Regional Trips

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, 1,263, 1,238, 1,208, 1,204 and 1,200 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3 and 8-10, 2020)



A close-up, first-person perspective of a driver's hands on a black steering wheel. The driver is wearing a light-colored shirt. The car's dashboard is visible, featuring a central speedometer with a needle pointing to approximately 60 mph, and other gauges on the left. The background shows a paved road stretching into the distance under a bright, hazy sky at sunset or sunrise, with the sun low on the horizon creating a strong glow.

Average
Distance of Next
Road Trip

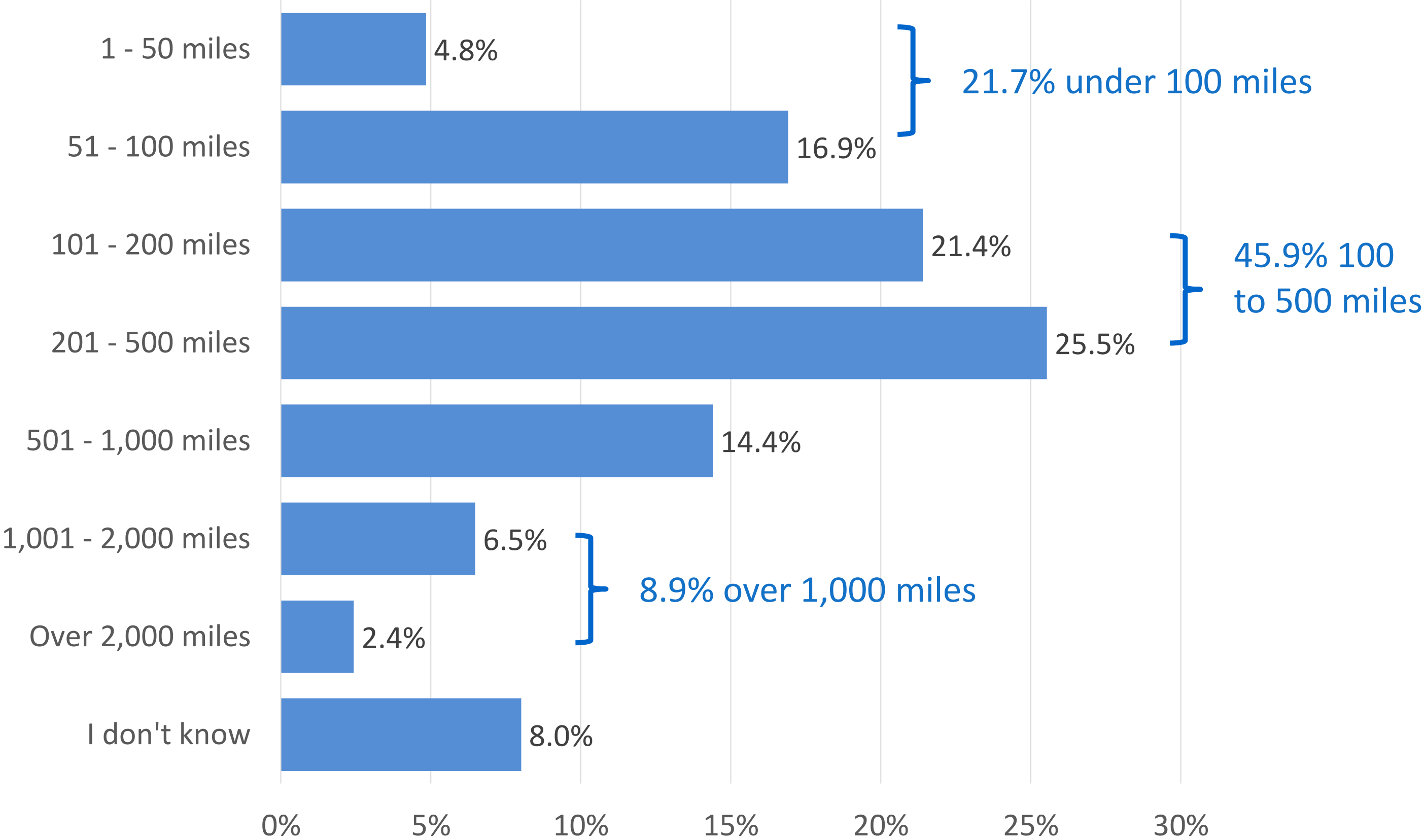
484
Miles

Distance from Home on Next Road Trip

Question: On your next ROAD TRIP, how far away from home will be likely you travel?

(Base: All respondents, 1,200 completed surveys. Data collected May 8-10, 2020)

Question Added in Wave 9



KEY TAKEAWAYS

- Americans' caution-led feelings about travel make it challenging to predict how much travel volume may happen over the next months
- Feelings about road trips could lend to higher than expected trip volume
- Americans next/first road trip is likely to be under 500 miles



How Travelers Feel about the Protocols of the Next Normal



Emotions Inspired by New Safety Protocols



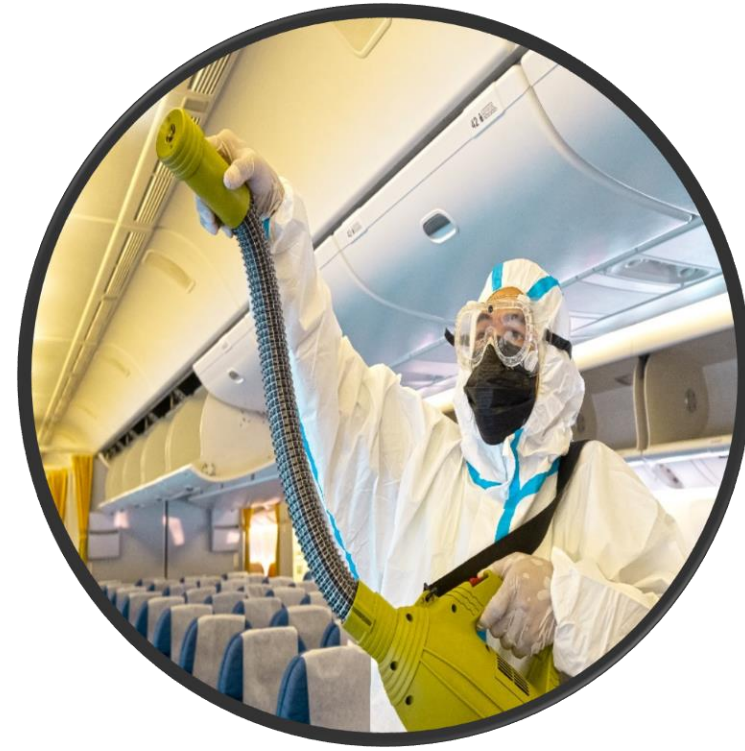
**Crew Disinfecting
an Airplane**



**Temperature Checks
at Airports**



**Servers in a Restaurant
Wearing Masks**



**Crew Disinfecting
an Airplane**



**Temperature
Checks
at Airports**



**Servers in a
Restaurant Wearing
Masks**

Anxious



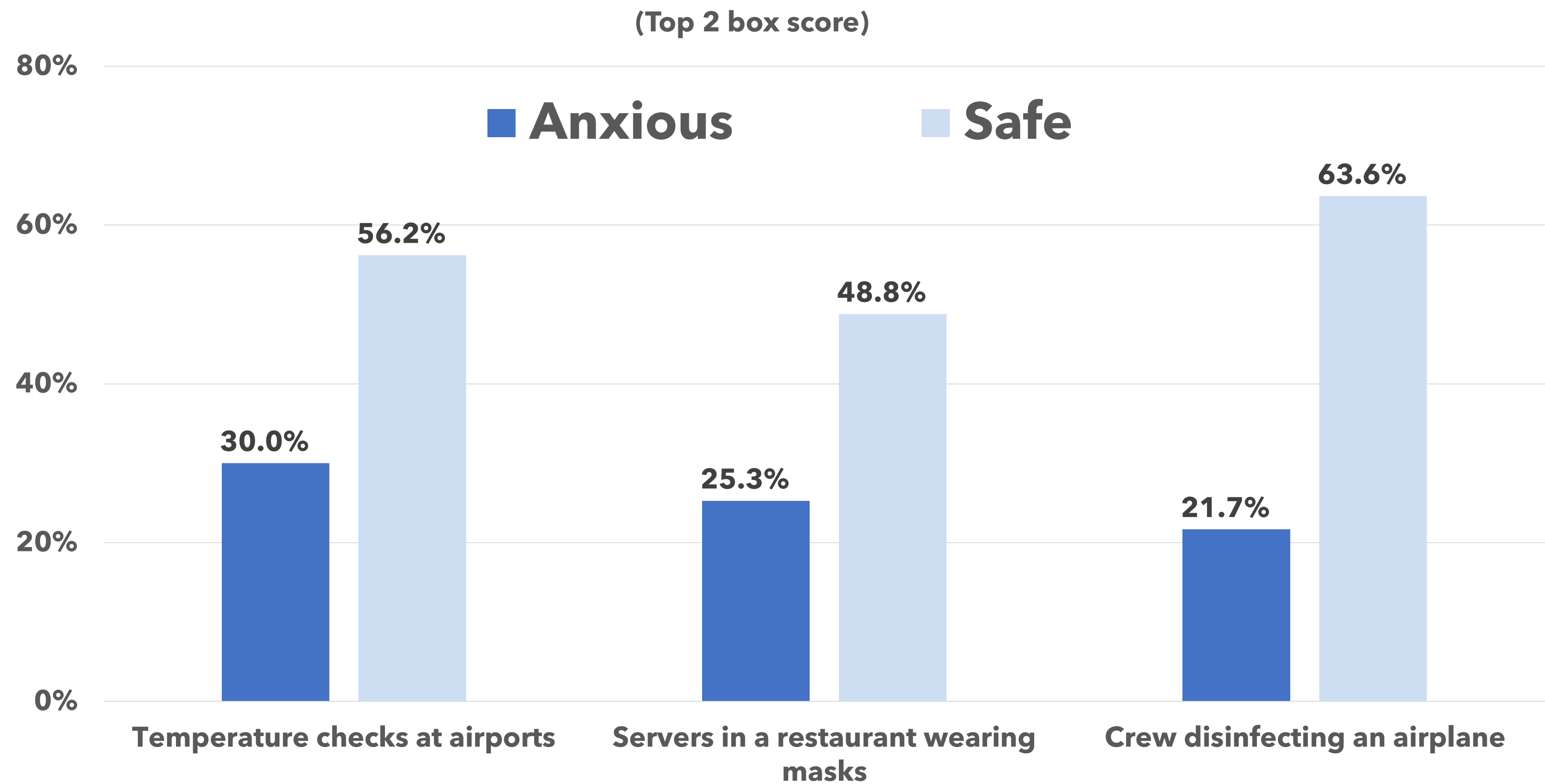
Calm

Unsafe



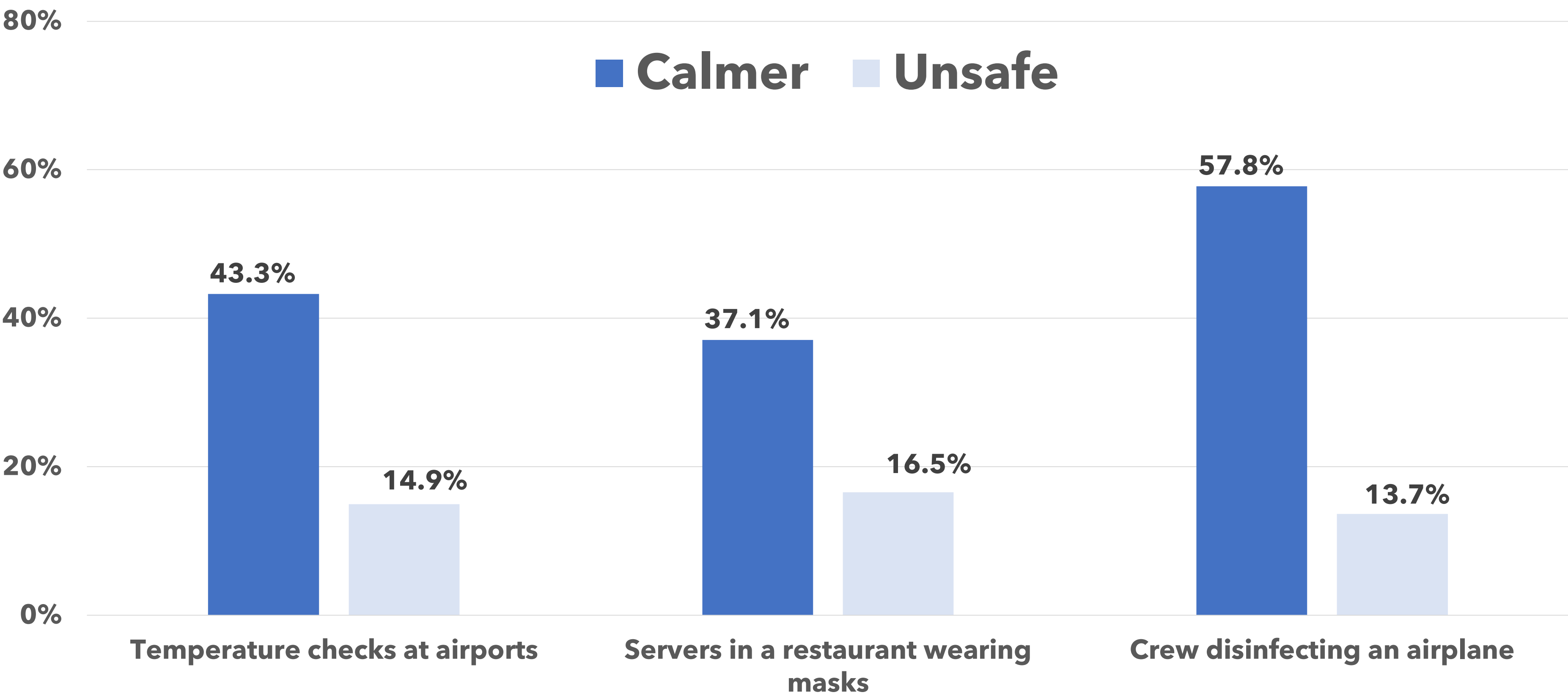
Safe

Emotional Reactions to Pandemic Mitigation Activity



Emotional Reactions to Pandemic Mitigation Activity

(Top 2 box score)



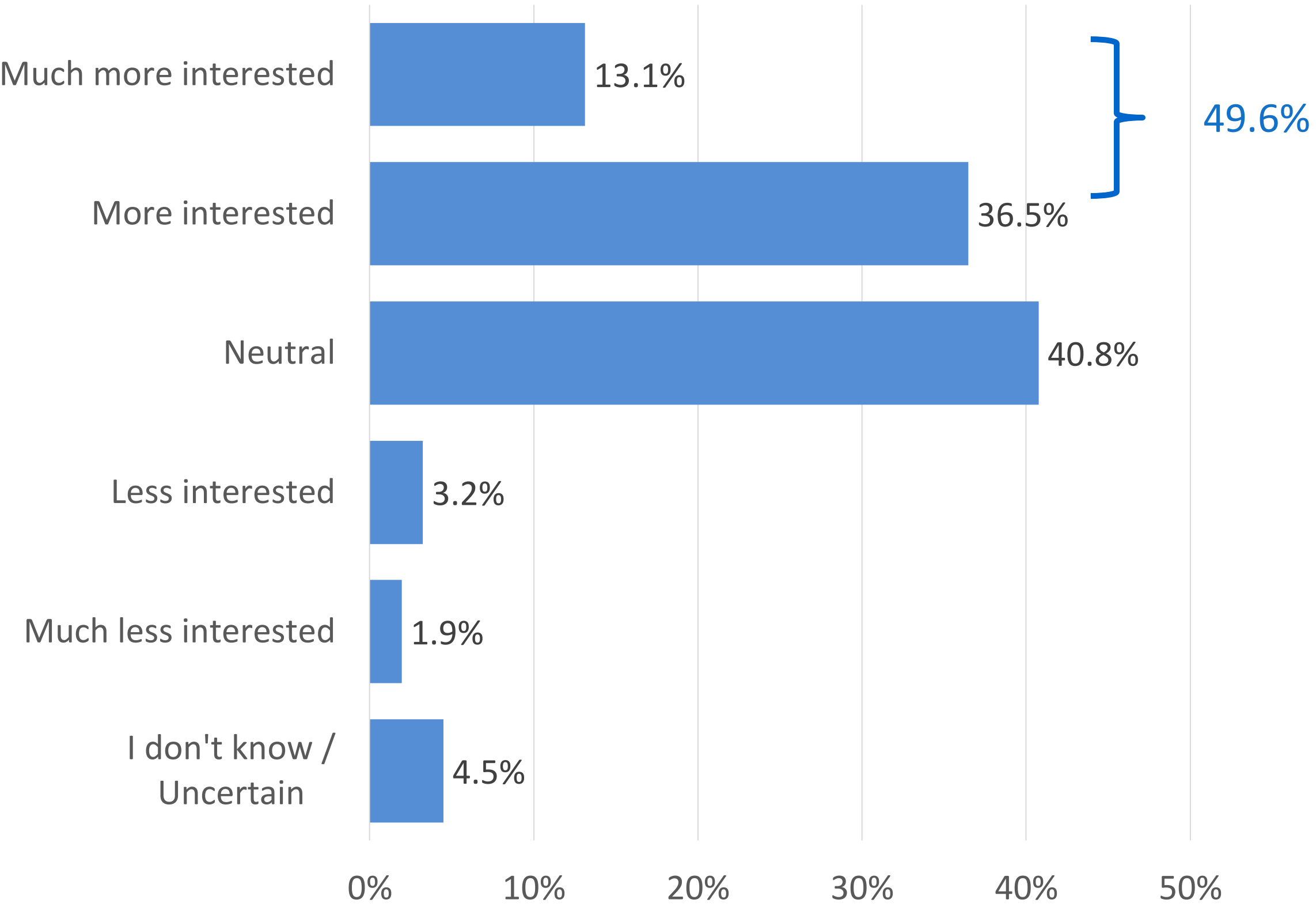
Reaction to State Safety Guidelines

Question: All else equal, if a business such as a hotel, attraction or restaurant stated that they follow health & safety guidelines to prevent the transmission of viruses issued by their state government, how would that affect your interest in visiting?

I would be _____

(Base: All respondents, 1,200 completed surveys. Data collected May 8-10, 2020)

Question Added in Wave 9



KEY TAKEAWAYS

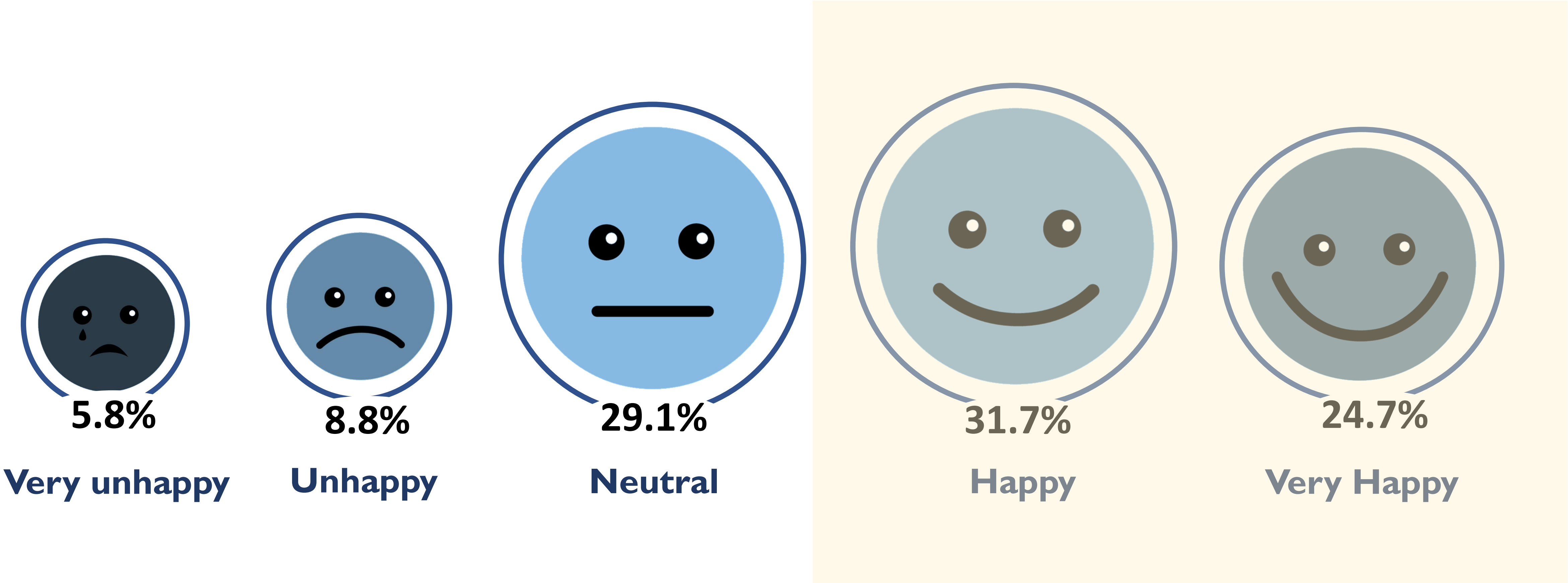
- **New safety protocols largely increase travelers feelings of personal safety although they do stimulate some anxiety, as well.**
- **Businesses who state their adherence to state-led virus prevention guidelines will likely see benefit as this increases travelers' comfort and interest in patronizing such businesses**



A young woman with long brown hair is standing on a city street. She is wearing a bright yellow blazer over a matching top, a black face mask, and red-tinted sunglasses perched on her head. She is holding a smartphone in her hands and looking down at the screen. The background shows a blurred cityscape with buildings and windows.

Advertising in the COVID-19 World

Please think about the most recent travel destination ad you saw.
In general, how did that advertisement make you feel?

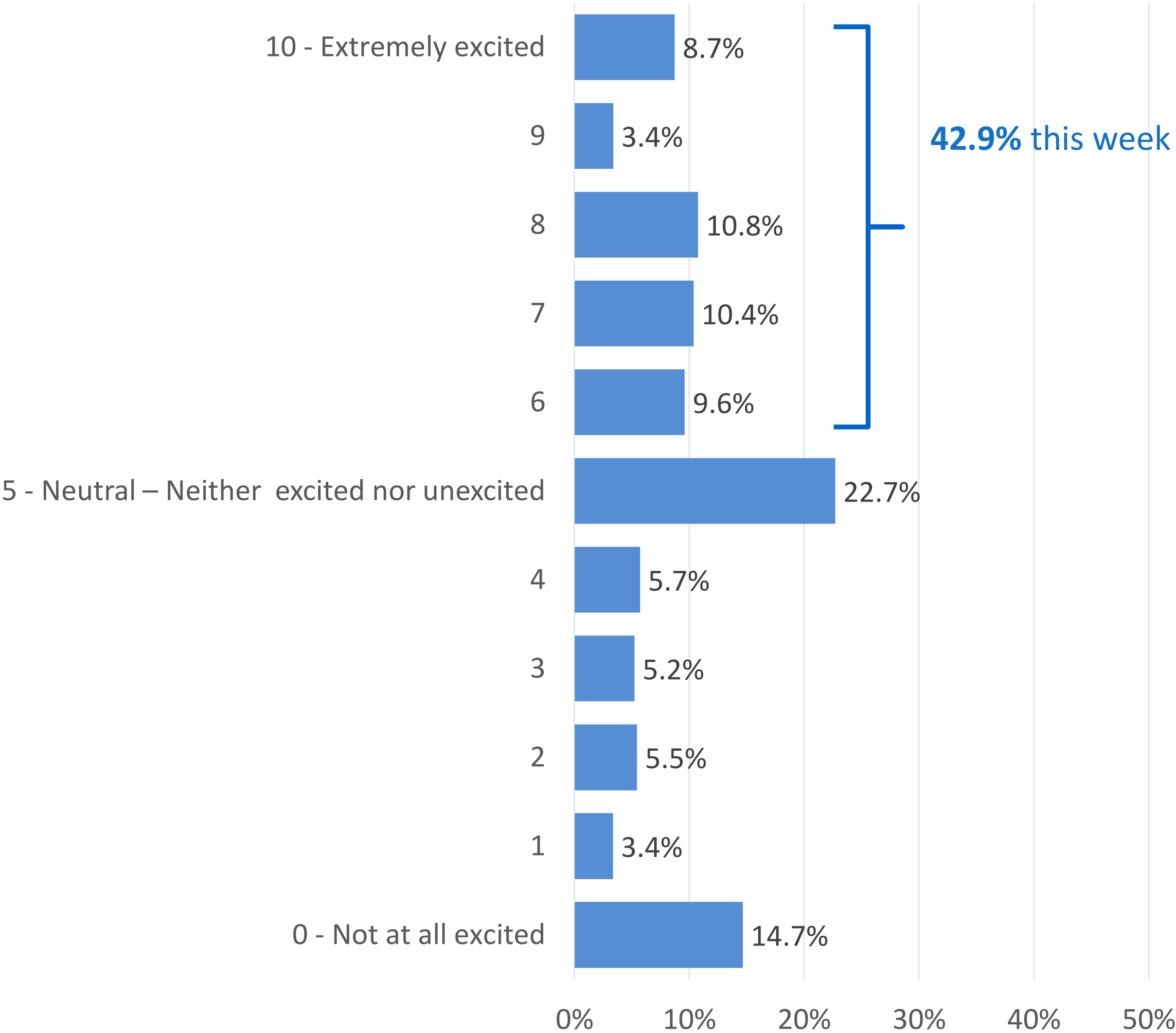


(Base: All respondents, 1,200 completed surveys. Data collected May 8-10, 2020)

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 completed surveys.
Data collected May 8-10, 2020)*



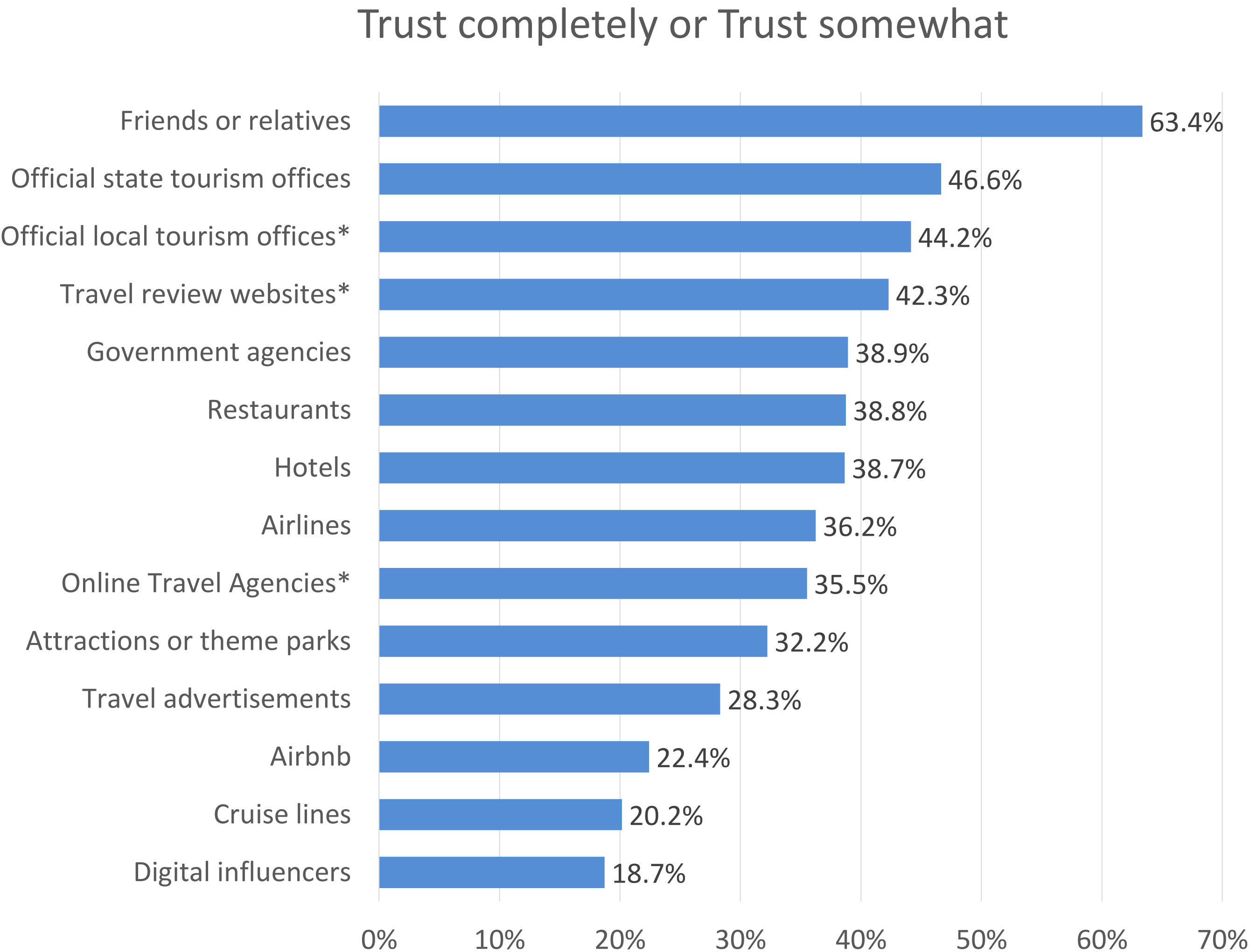


Planning Resources & Trust

Question: Thinking about planning your travel in the next TWELVE (12) MONTHS, how much would you trust each of the following to provide you with the information you need to travel safely?

(Base: All respondents, 1,200 completed surveys. Data collected May 8-10, 2020)

Question Added in Wave 9



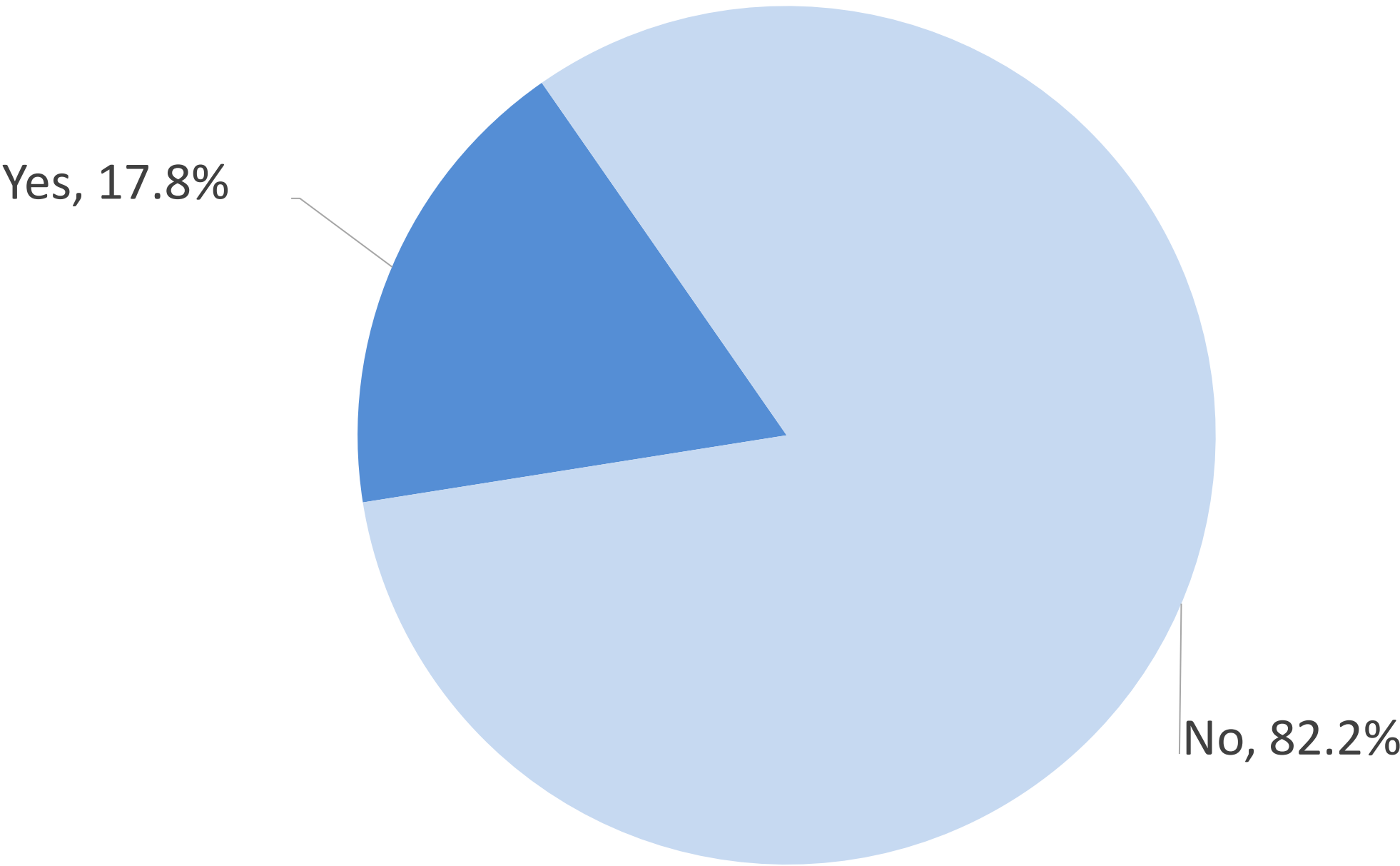
**Concept explained to respondents in the survey questionnaire*

Recall of Destination Advertising

Question: Do you recall seeing any specific advertisements for any travel destinations in the past month?

(Base: All respondents, 1,200 completed surveys. Data collected May 8-10, 2020)

Question Added in Wave 9



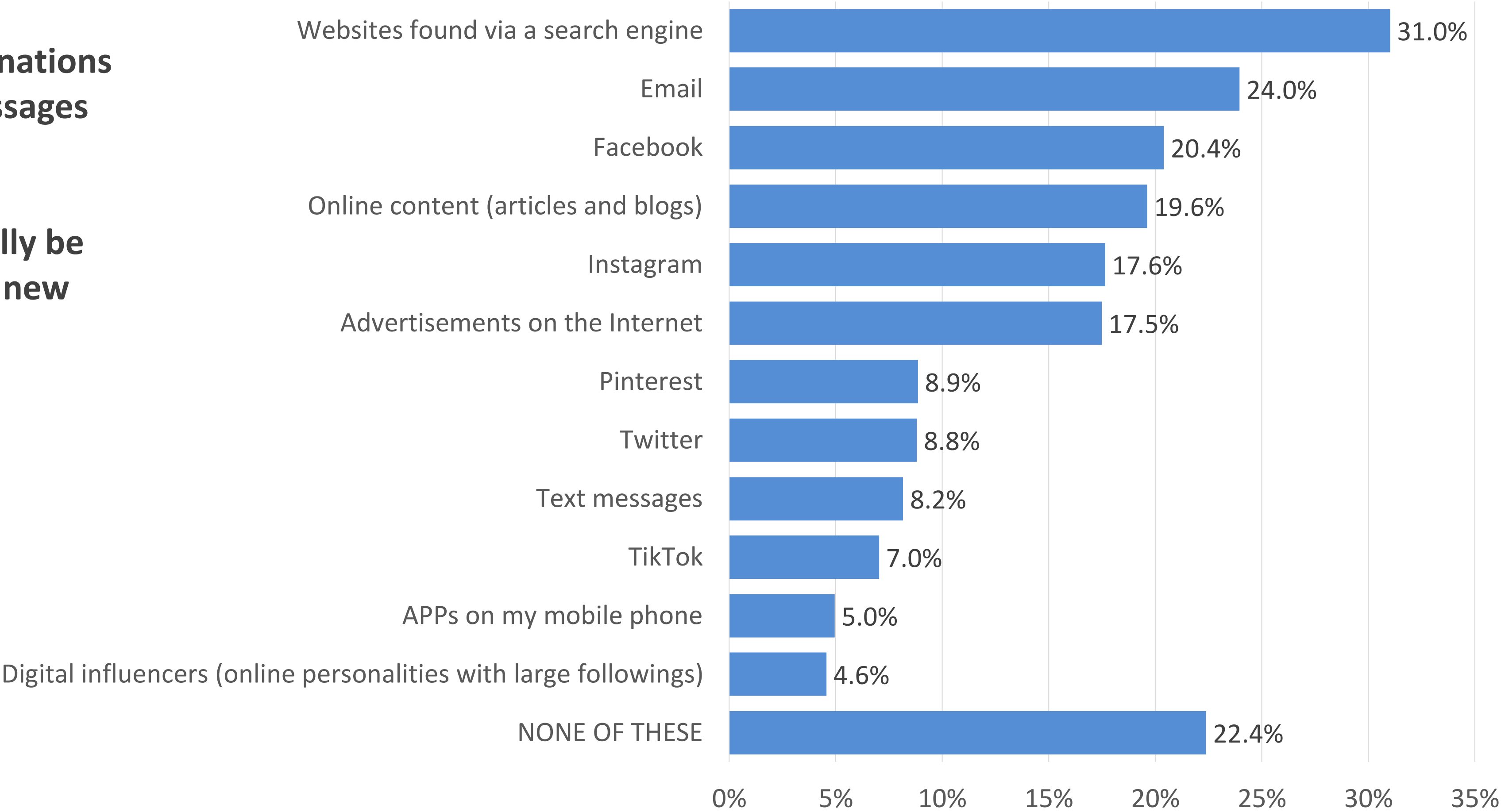
Receptivity to Advertising Channels

Please think about how travel destinations could best reach you with their messages right now.






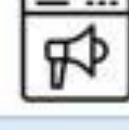




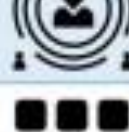

Question: Where would you generally be MOST RECEPTIVE to learning about new destinations to visit?

(Base: All respondents, 1,200 completed surveys. Data collected May 8-10, 2020)

Question Added in Wave 9



Where Are You Most Receptive to Learning about Travel Destinations Right Now?

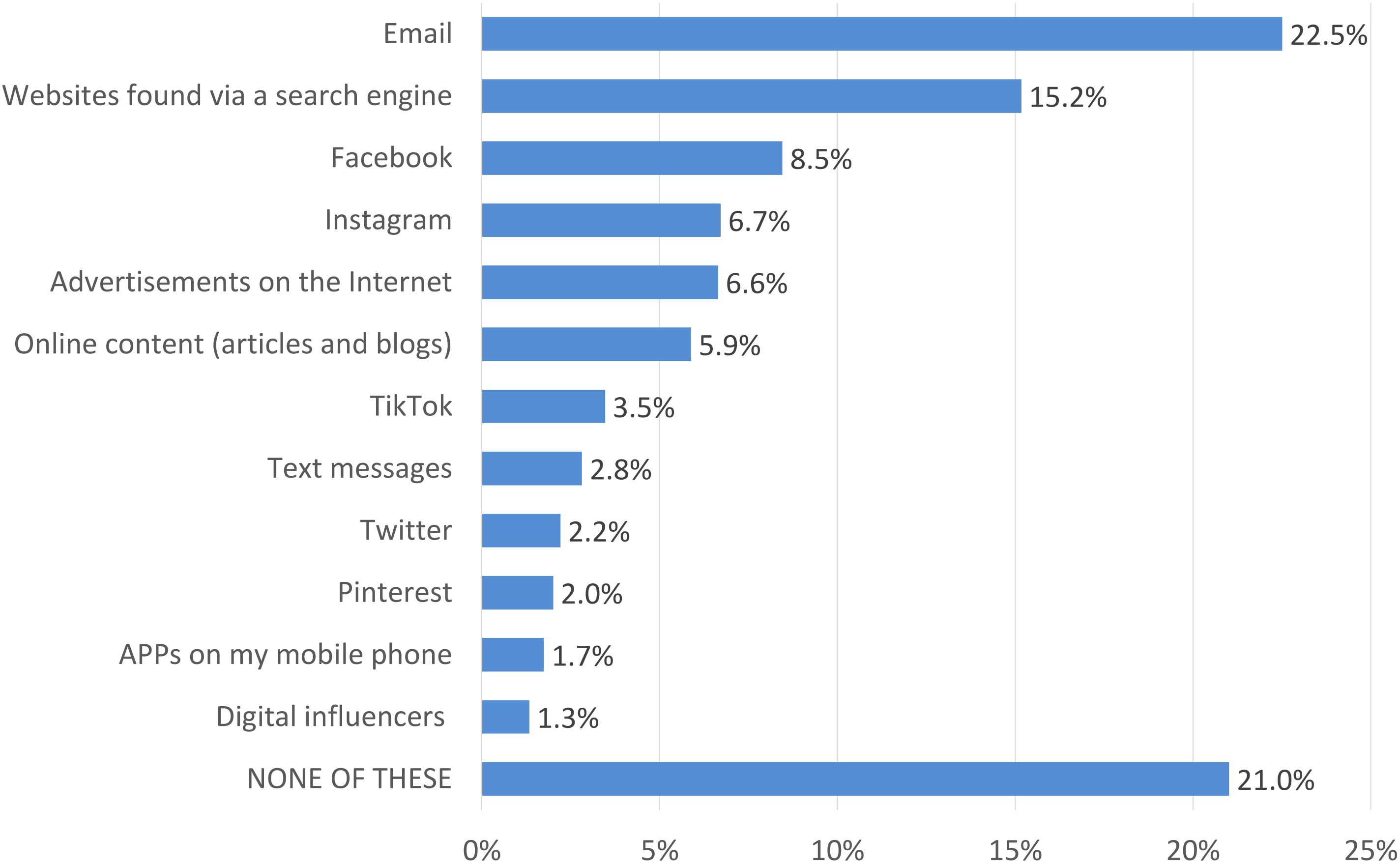
		Millennial/GenZ	GenX	Baby Boomers
	Instagram	32.7%	12.9%	5.8%
	Facebook	25.5%	20.7%	15.2%
	Websites found via Search Engine	20.4%	33.5%	40.1%
	Online Articles/Blogs	18.6%	19.6%	20.7%
	TikTok	16.6%	2.0%	0.8%
	Ads around the Internet	16.6%	16.5%	19.0%
	Email	16.1%	25.8%	30.6%
	Twitter	15.9%	6.3%	3.3%
	Pinterest	15.4%	5.5%	4.5%
	Text Messages	13.7%	7.3%	3.2%
	Digital Influencers	8.4%	4.2%	1.0%
	Apps	7.6%	4.3%	2.7%
	None of these	14.1%	29.8%	25.8%

Single Best Way to Reach Travelers





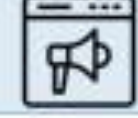






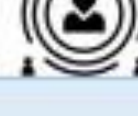
Question: Which would be the **SINGLE BEST WAY** a travel destination could reach you right now? (Select one)

(Base: All respondents, 1,200 completed surveys. Data collected May 8-10, 2020)

Question Added in Wave 9



Which would be the *SINGLE BEST WAY* a travel destination could reach you right now?

		Millennial/GenZ	GenX	Baby Boomers
	Email	13.5%	23.2%	31.1%
	Websites found via Search Engine	11.5%	17.6%	17.2%
	Facebook	8.3%	10.6%	7.2%
	Instagram	14.0%	3.2%	1.8%
	Ads around the Internet	6.8%	7.5%	5.9%
	Online Articles/Blogs	6.0%	5.2%	6.2%
	TikTok	8.4%	0.9%	0.2%
	Text messages	3.8%	1.8%	2.5%
	Twitter	4.7%	0.9%	0.6%
	Pinterest	3.6%	1.2%	1.0%
	Apps	2.4%	0.7%	1.8%
	Digital Influencers	2.0%	1.7%	0.4%
	None of these	15.1%	25.4%	24.1%

Preferred Tone of Advertising Messaging

OHQL overheardquarantinelife



Sam Evans
@ReallySamEvans



Every single "comforting"
advertisement right now feels like a
stepdad trying to force a hug

10:57 PM · 5/3/20 · [Twitter for iPhone](#)

372 Retweets **2,454** Likes



relatable celeb
@InternetHippo



I like how ads have gone from "buy a toyota"
to "this is a difficult and uncertain time for us
all...buy a toyota"

♡ 189K 7:32 AM - Apr 14, 2020



💬 33.7K people are talking about this



Michelle Bacon

7 hrs · 👤

OMG. Can any of you wordy people suggest a synonym for
"unprecedented"? I'm not sure how many more times I can
tolerate hearing that particular word.



7

28 Comments

Preferred Tone of Advertising Messaging

Think about advertisements for travel destinations.

Question: How you would like travel destinations to speak to you in their advertisements? Which of these tones would you find generally most appealing right now?

(Base: All respondents, 1,200 completed surveys. Data collected May 8-10, 2020)

Question Added in Wave 9

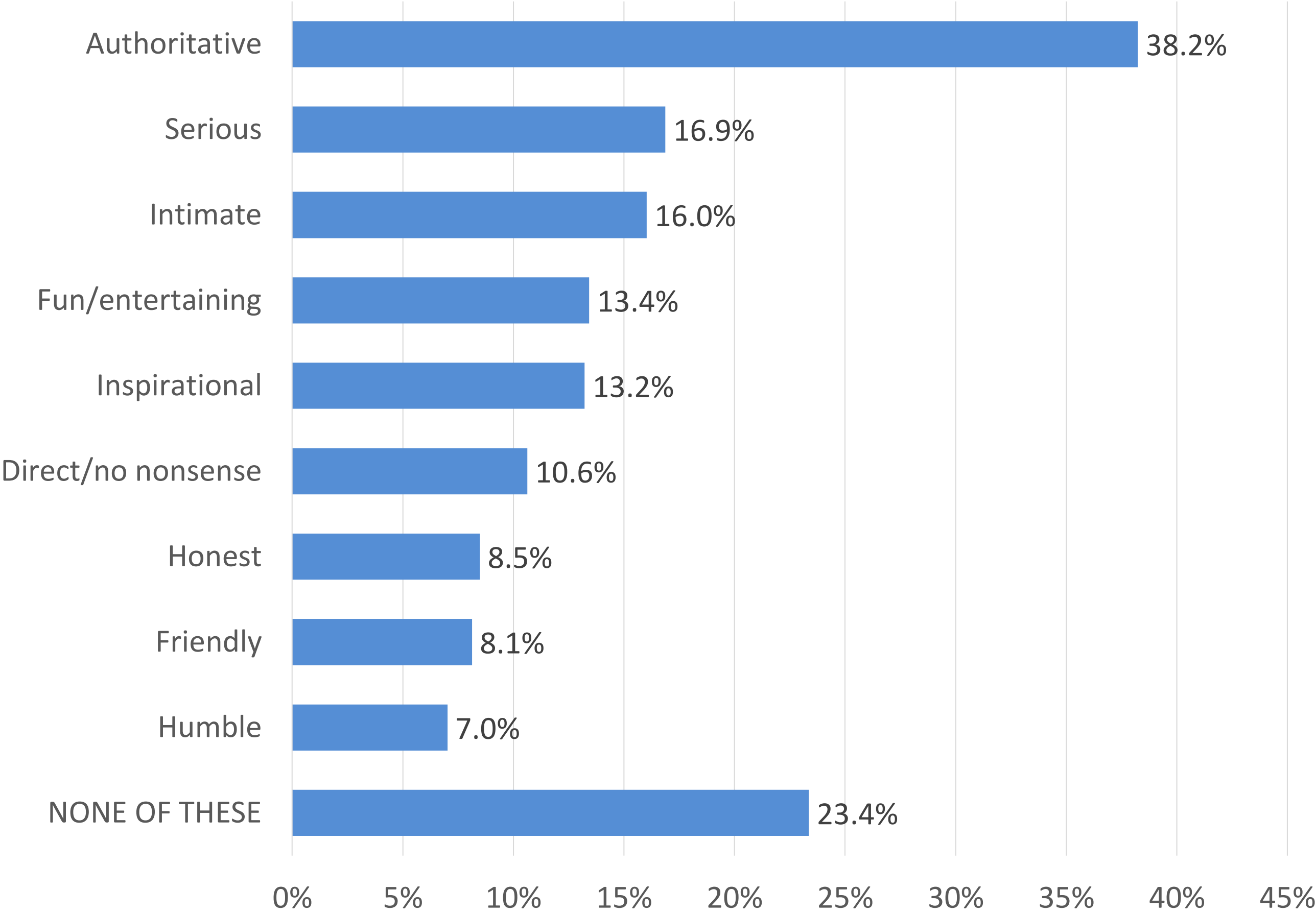


Turn-offs

Question: Would any of these tones (if used by a travel destination) turn you off? (Select any that apply)

(Base: All respondents, 1,200 completed surveys. Data collected May 8-10, 2020)

Question Added in Wave 9

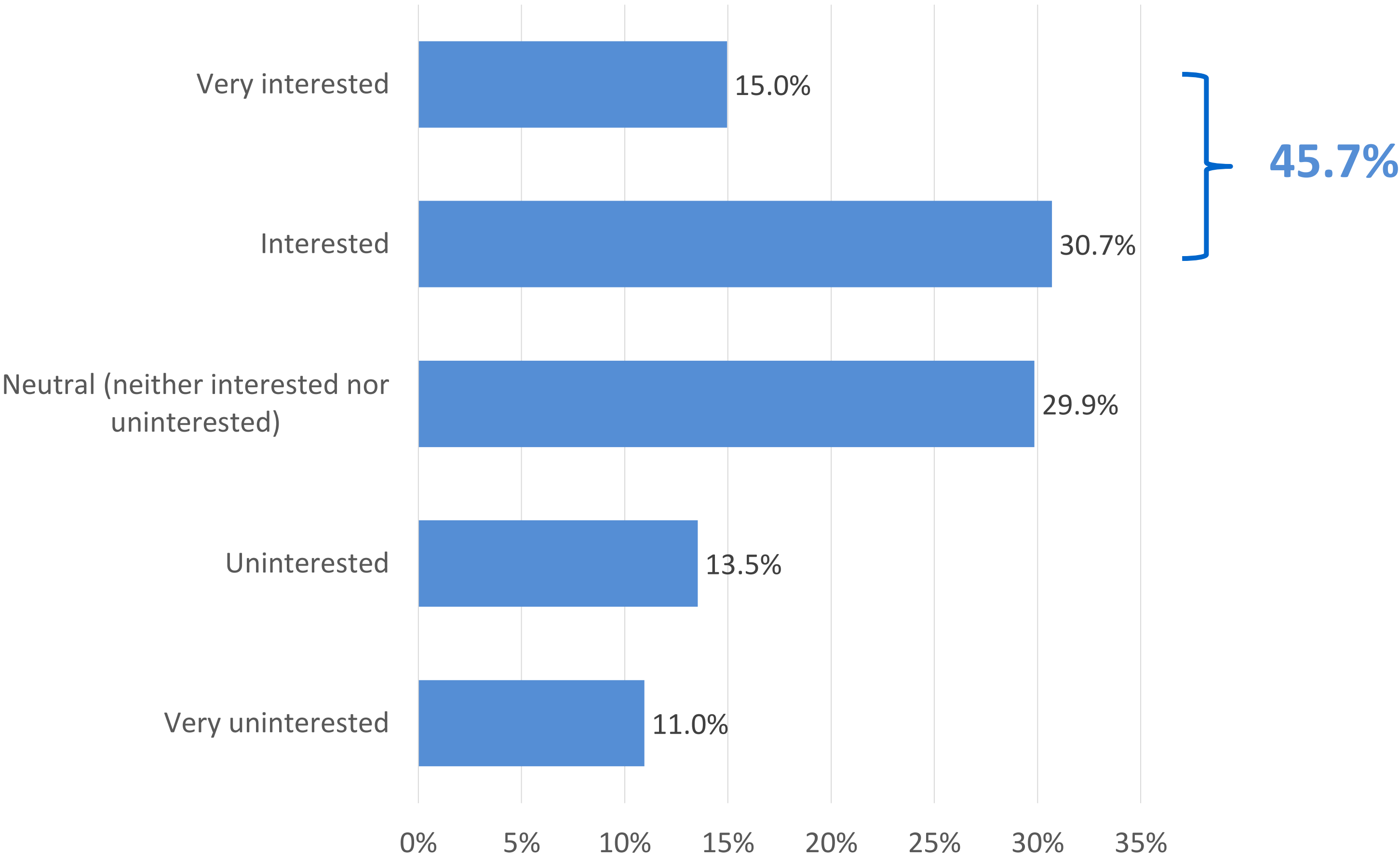


Interest in Virtual Destination Tours

Question: How interested would you be in taking virtual tours of travel destinations online?

(Base: All respondents, 1,200 completed surveys. Data collected May 8-10, 2020)

Question Added in Wave 9

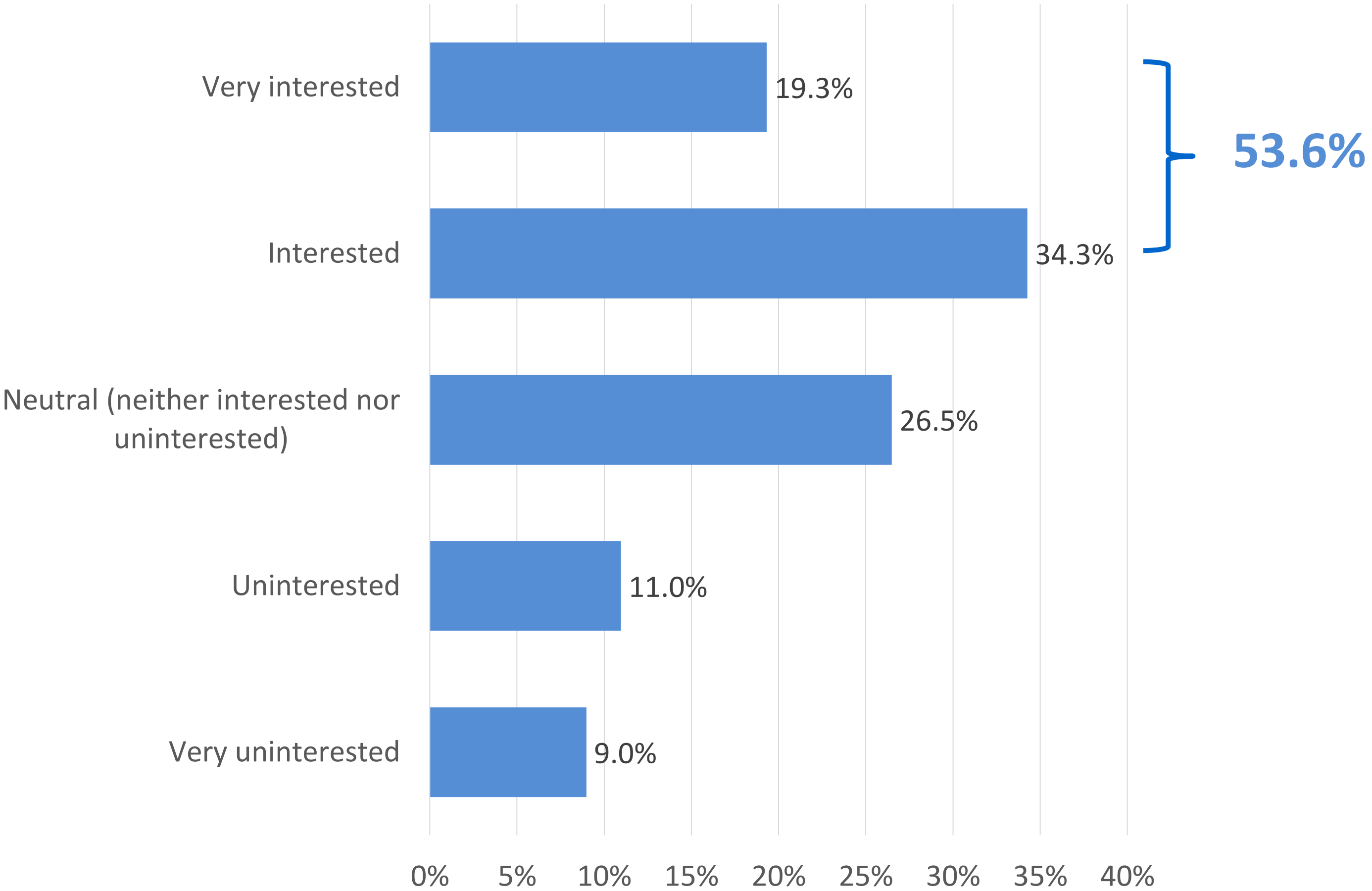


Interest in Virtual Hotel Tours

Question: How interested would you be in taking virtual tours of a hotel you are considering?

(Base: All respondents, 1,200 completed surveys. Data collected May 8-10, 2020)

Question Added in Wave 9



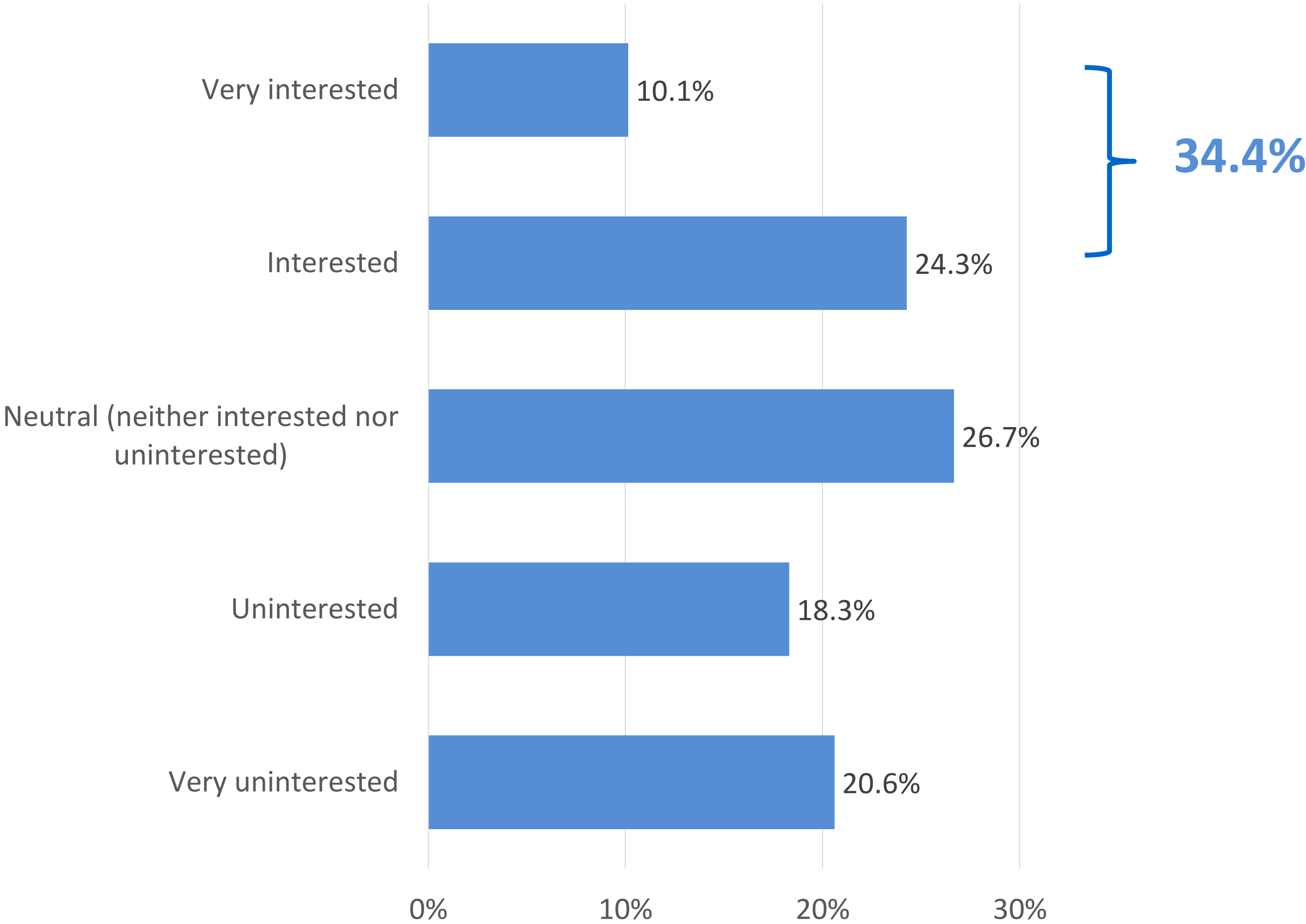
Interest in Online Watch Parties

Imagine you are on a social media channel and not feeling particularly busy.

Question: How interested would you be in joining an ONLINE WATCH PARTY to see something happening in a destination you find appealing?

(Base: All respondents, 1,200 completed surveys. Data collected May 8-10, 2020)

Question Added in Wave 9





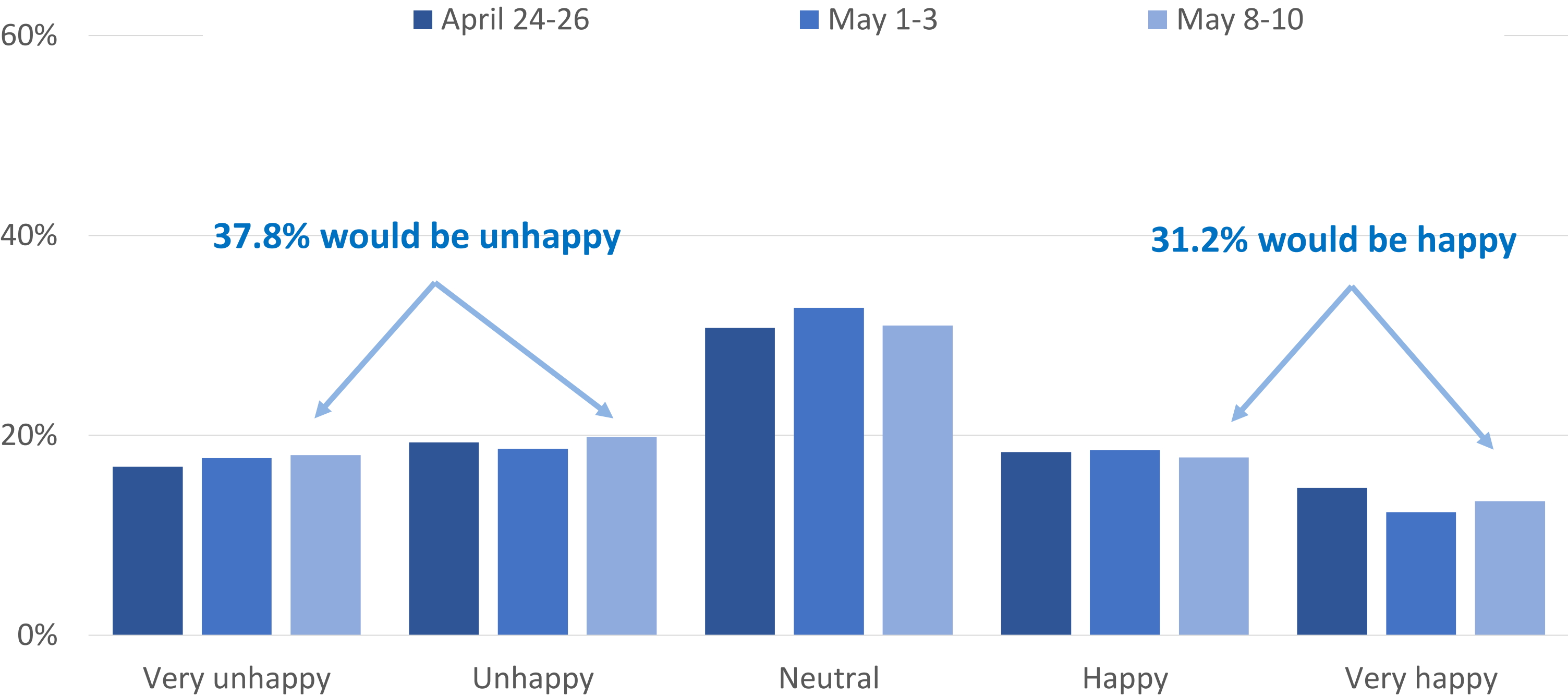
Just a
friendly
reminder...

On Seeing Advertisements for Their Home Communities

Question: How would you feel if you saw an advertisement today promoting your community as a place for tourists to come visit when it is safe?

(Base: All respondents, 1,208, 1,204 and 1,200 completed surveys. Data collected April 24-26, May 1-3 and 8-10, 2020)

Question Added in Wave 7



KEY TAKEAWAYS

- **Travel ads can deliver joy**
- **This is especially true in the right setting. Assess your email, SEM, social media campaigns**
- **Travelers want to be communicated to in an honest and friendly but not authoritative way**
- **Travelers are exhibiting strong trust in DMOs for the information they need to travel safely**
- **Be thoughtful of local sentiment**





Coronavirus Travel Sentiment Index

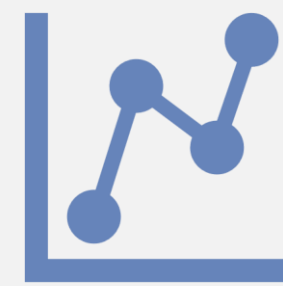
Measuring the Potential Influence of Travel Marketing

Highlights from the Week of May 11th

What is a Predictive Index?



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



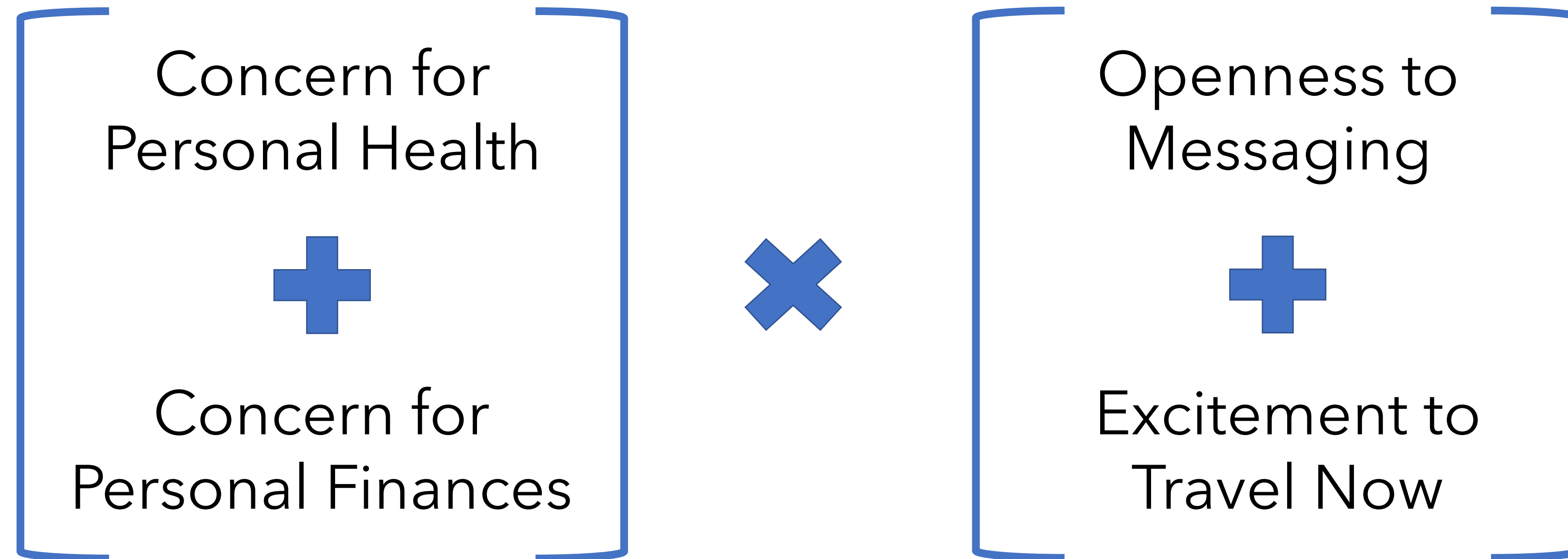
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.



The goals are to identify:

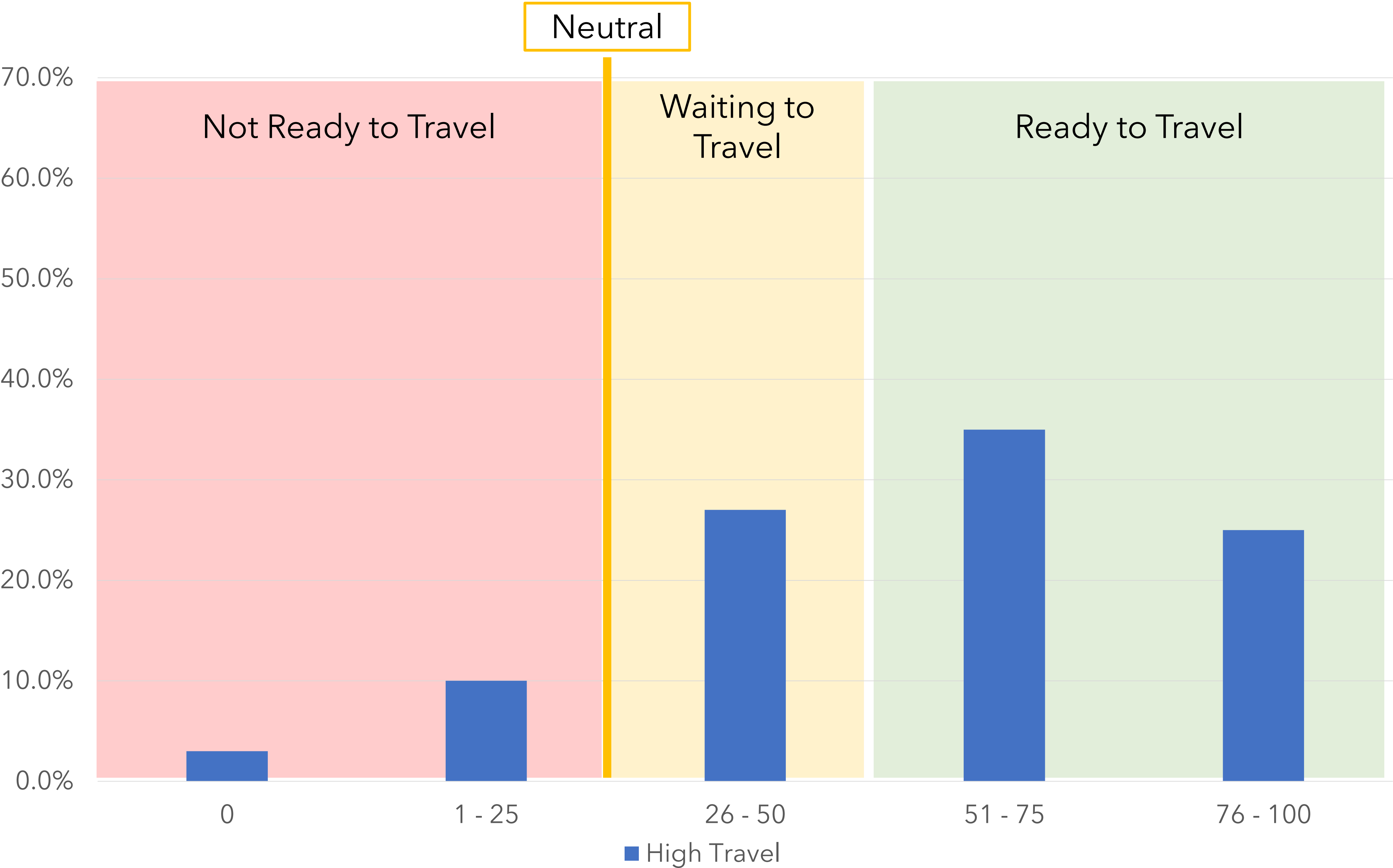
- WHO are the traveler segments that appear receptive to travel marketing and
- WHEN will they be ready to travel

Predictive Index Formula

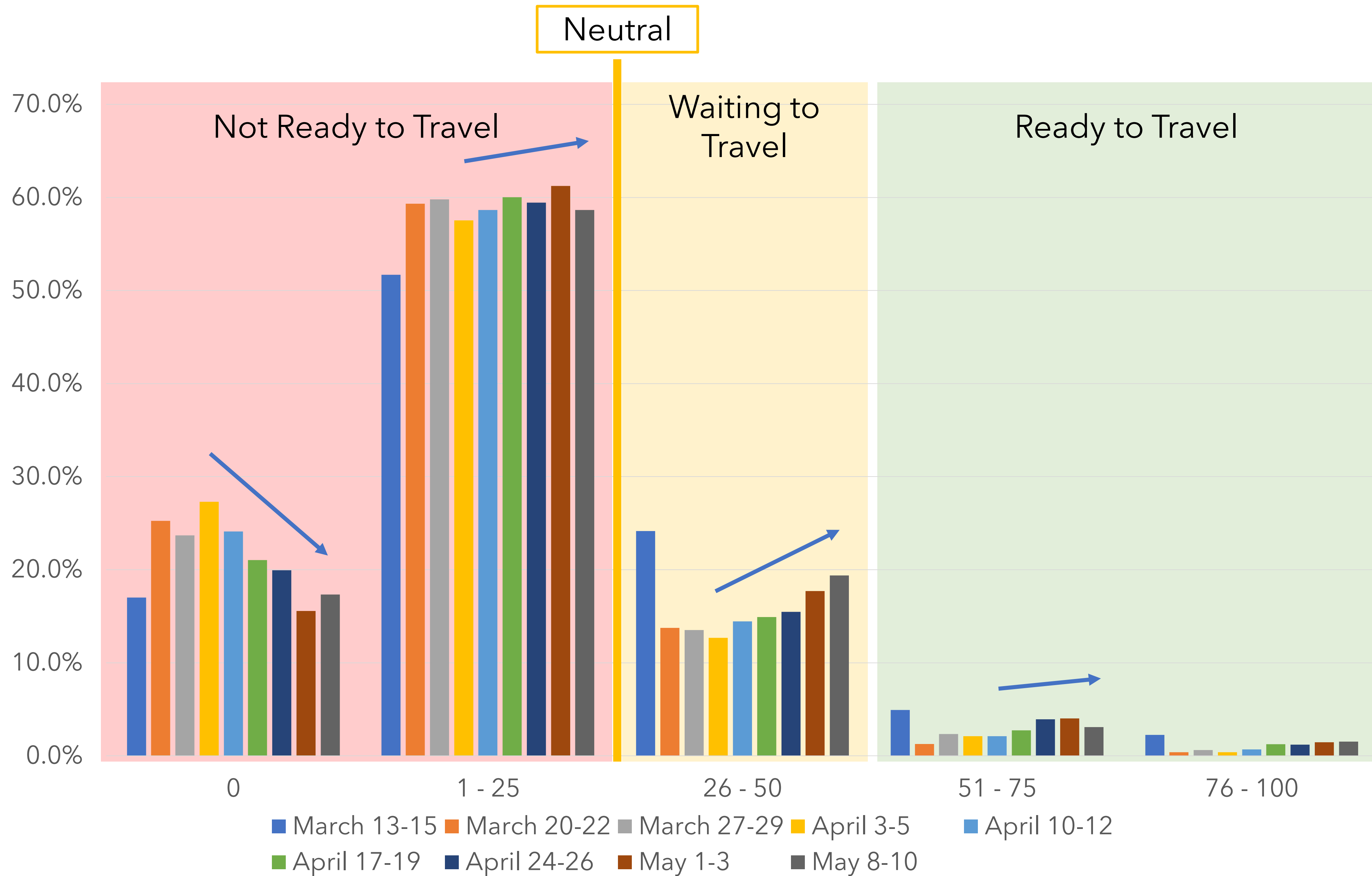


*Normalized to a 100pt scale

Healthy Travel Outlook



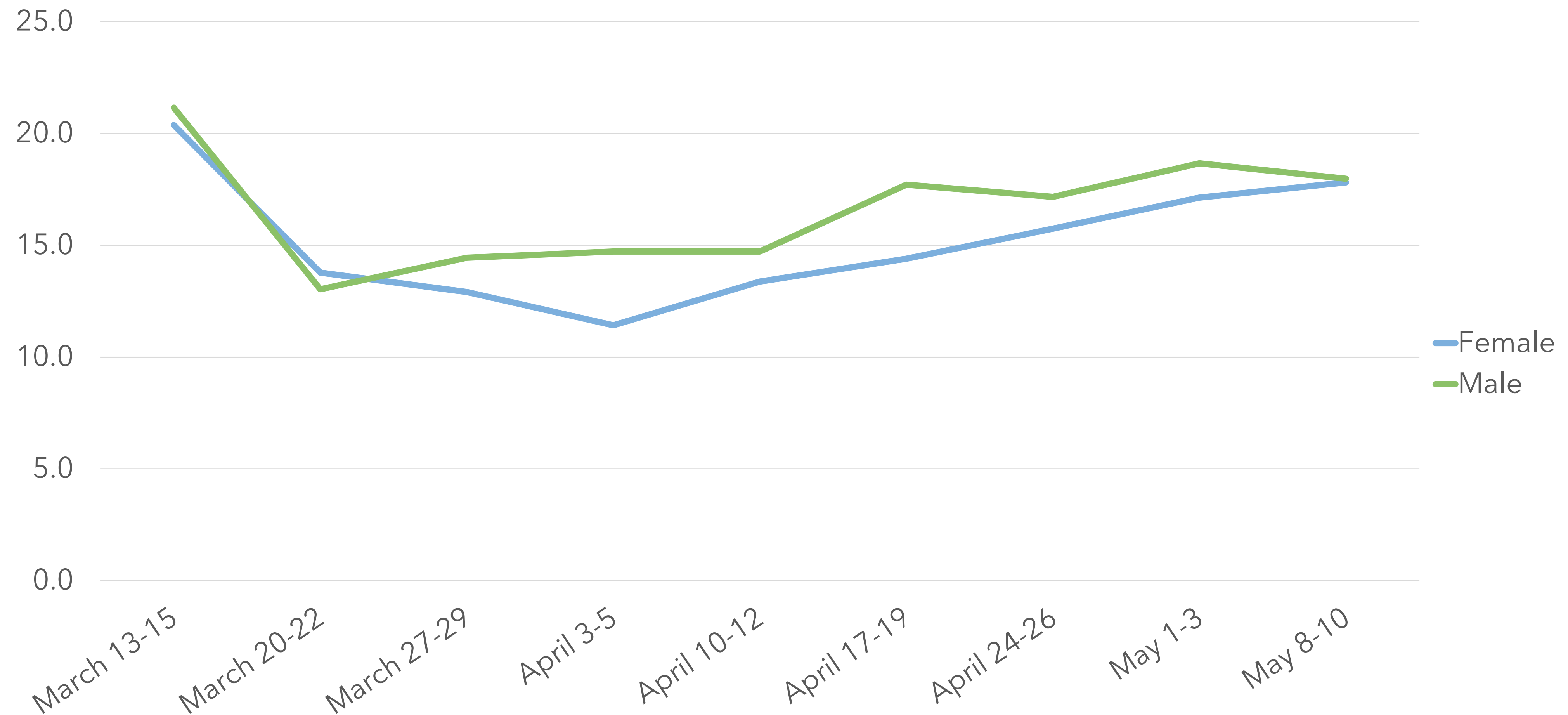
Travel Outlook: Week of May 11th



Gender

Points of Interest Impacting Index Scores:

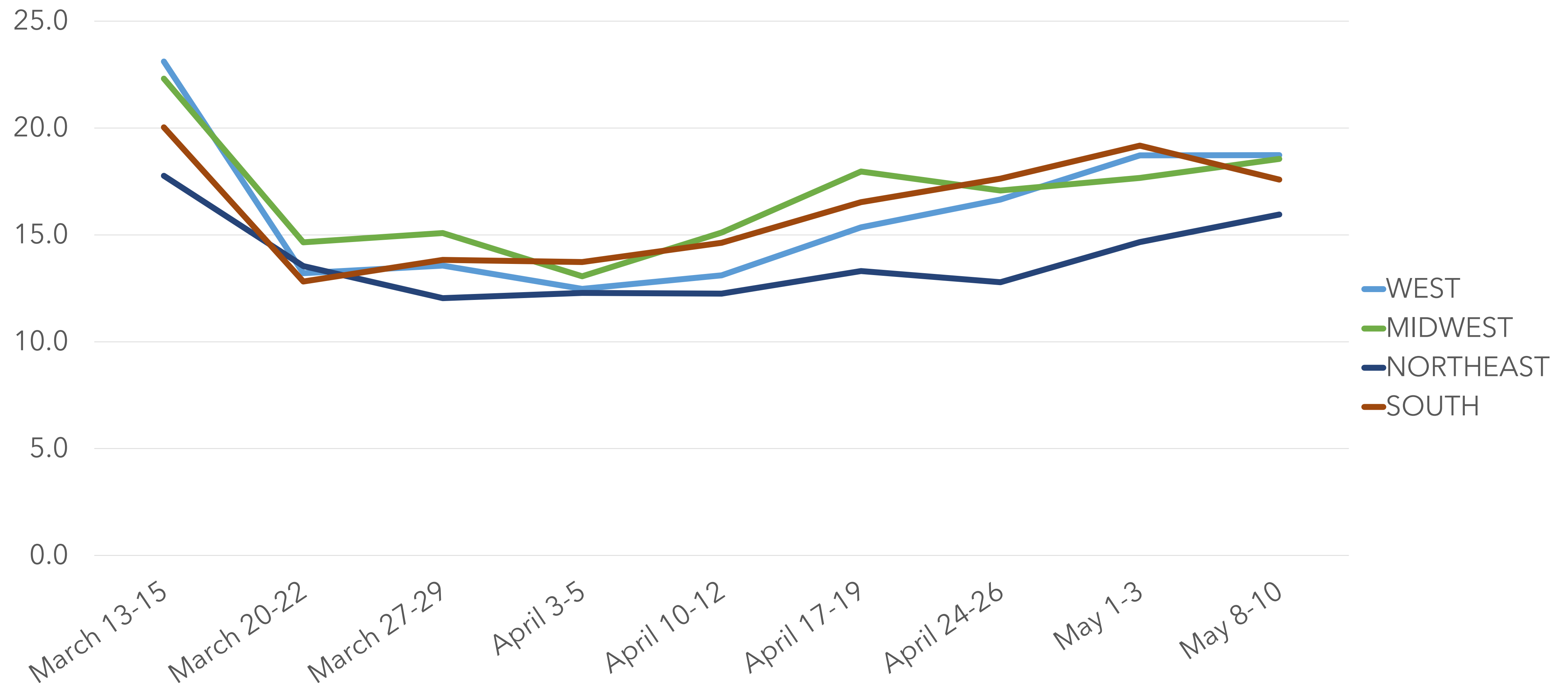
- Men and Women reported near identical levels of both safety and financial concerns this week as well as similar levels of excitement to travel.
- Men more likely to say they will “Jump right back in” to travel in the period right after the coronavirus. (14.1% vs 8.9% for women)



US Region

Points of Interest Impacting Index Scores:

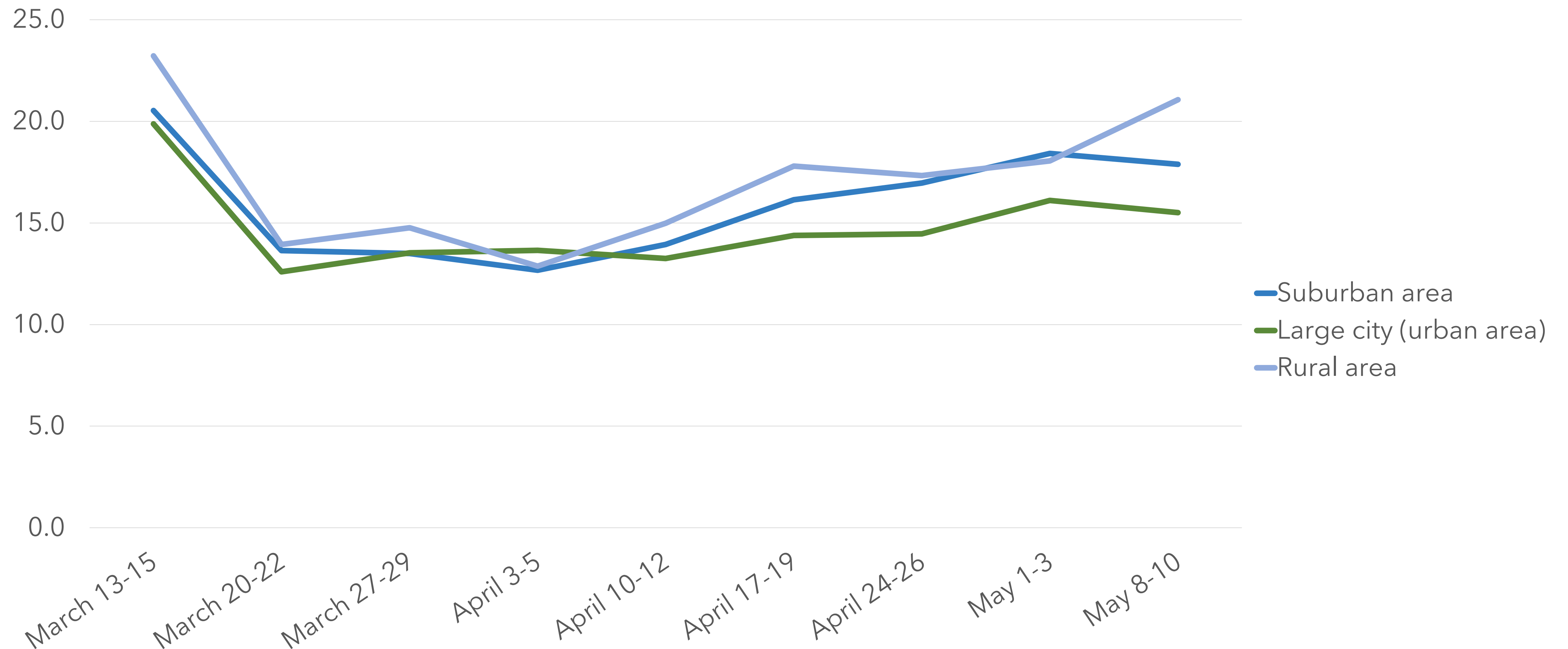
- Northeast continued to report the highest levels of personal concern for contracting the virus this week, consistently higher than other regions
- Even so, the Northeast this week showed the most optimism that the Coronavirus situation will get better or much better in the next month
- The South reports being most excited about traveling, while the West reports being most open to messaging this week



Type Of Residence

Points of Interest Impacting Index Scores:

- Large city/urban respondents report significantly higher levels of concern with both safety and finances than rural respondents this week.
- Even with higher levels of concern, urban respondents and rural respondents report similar levels of excitement to travel and open-ness for messaging.



Insights Into Your Destination

- ☒ have visited (or traveled within) in the PAST THREE (3) YEARS [Topic:Nevada]
- ☒ am likely to visit (or traveled within) in the NEXT THREE (3) YEARS [Topic:Nevada]

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 on social media



15-minute presentations for your board and stakeholders





Upcoming for You

- Meeting Planner Sentiment Survey Findings
- Online Focus Groups with Travelers
- Traveler Segment Profiles

**Do you have a survey topic you
want us to explore?**

Send suggestions or requests for questions to:

**Info@DestinationAnalysts.com &
Myha@DestinationAnalysts.com**