



# Coronavirus Travel Sentiment Index

Presentation of Findings  
*Week of May 18<sup>th</sup>*

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.

**NUMBER 10:**



**STAY STRONG**



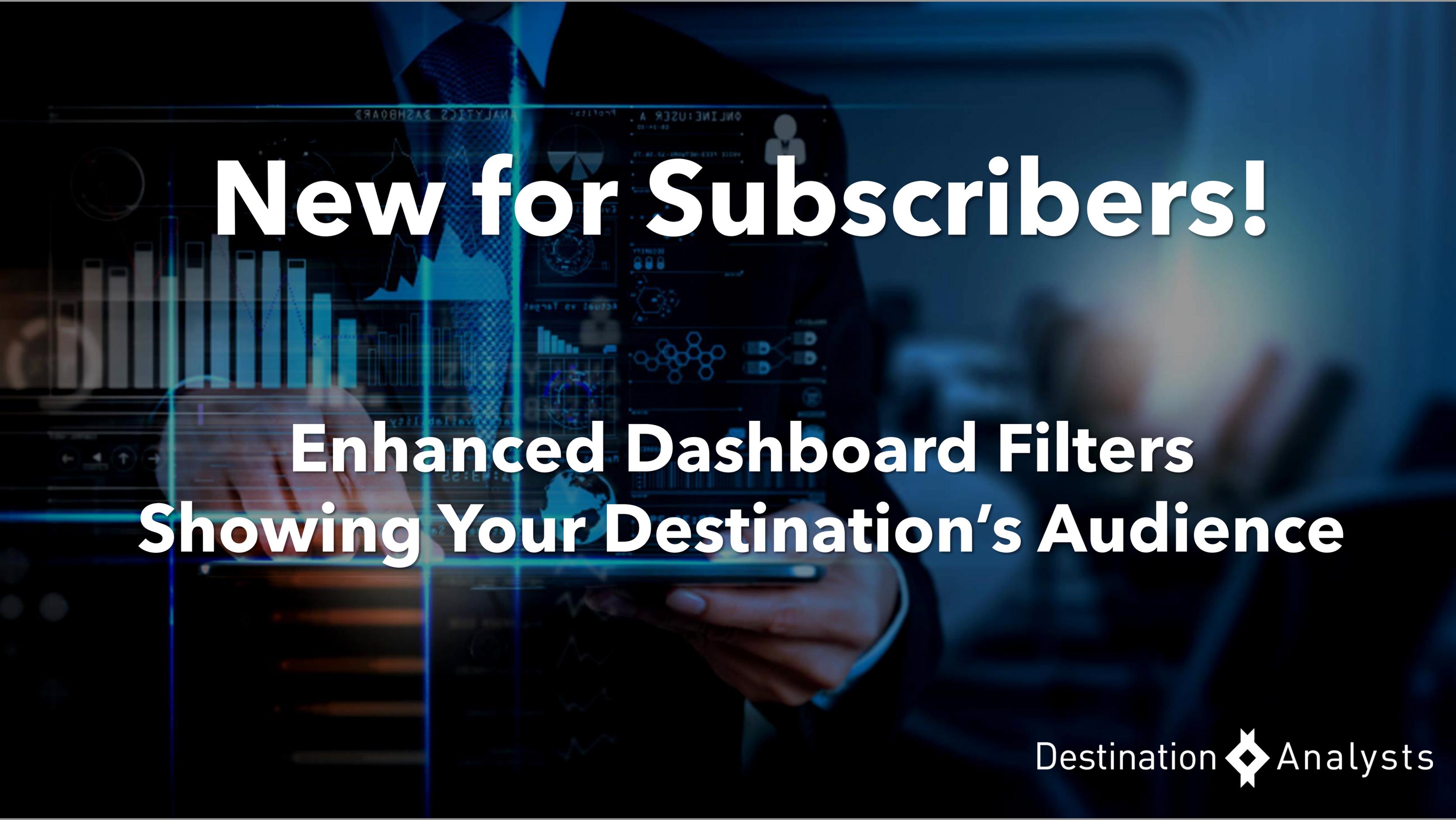
**WE'RE IN THIS TOGETHER!**

<http://stayingstrongwithus.com>

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

**Send suggestions or requests for questions to:**

**[Info@DestinationAnalysts.com](mailto:Info@DestinationAnalysts.com) &  
[Myha@DestinationAnalysts.com](mailto:Myha@DestinationAnalysts.com)**

A background image featuring a person in a suit holding a smartphone, with a semi-transparent digital dashboard overlaid. The dashboard contains various data visualization elements such as bar charts, pie charts, and line graphs. The overall color scheme is dark blue with white and light blue highlights.

# **New for Subscribers!**

## **Enhanced Dashboard Filters Showing Your Destination's Audience**



# Webinar recording available on our website:

[DestinationAnalysts.com/covid-19-insights/covid-19-webinars/](https://DestinationAnalysts.com/covid-19-insights/covid-19-webinars/)

# TODAY

Overview of Findings

Travel Marketing  
Potential Influence Index

Research Q + A

Panel Discussion:

Q + A with Panel



plan fact statistic

report method

Survey result

analysis

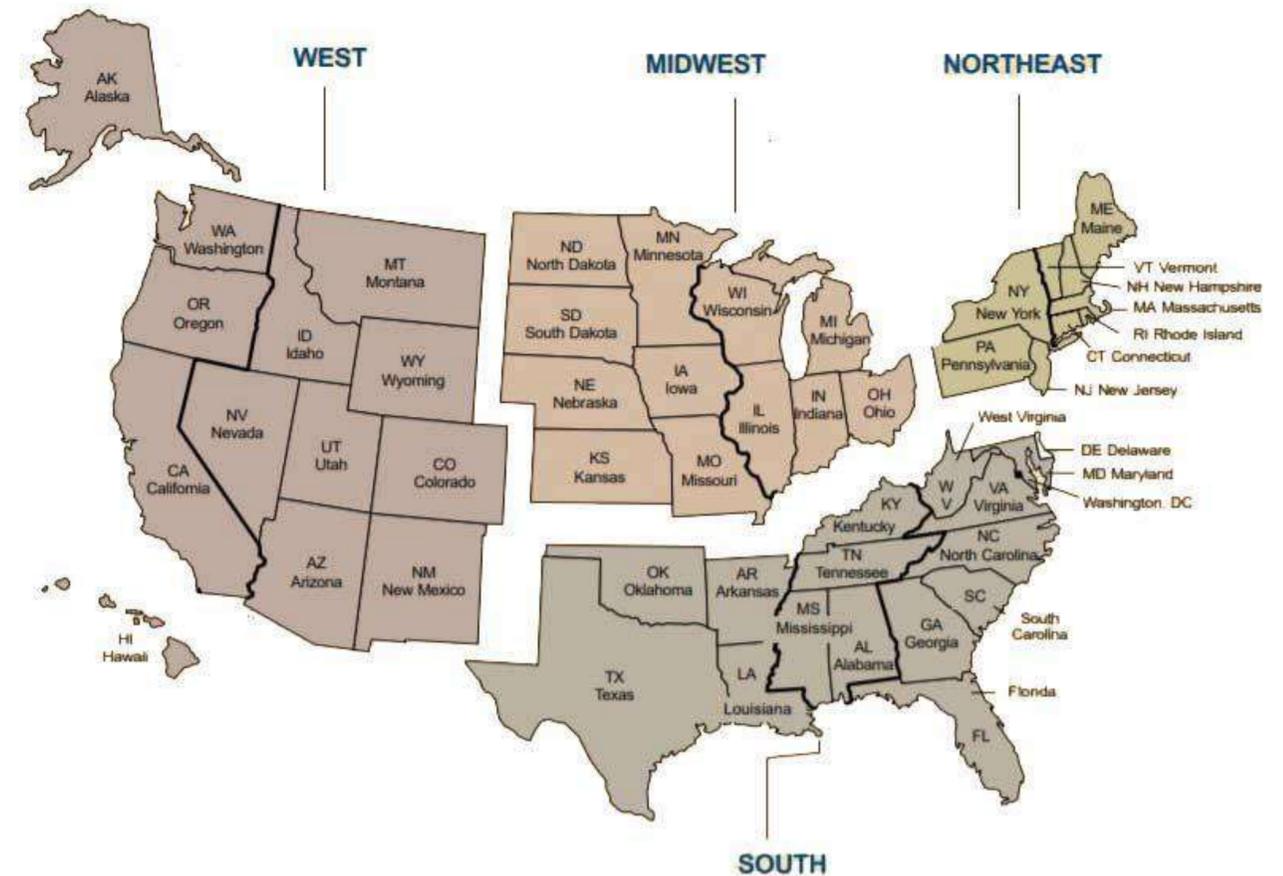
select  
question

examine

# 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 10 data (fielded May 15<sup>th</sup>-17<sup>th</sup>) 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



SHARE Not wearing masks to protect against coronavirus is a 'big mistake,' top Chinese scientist says

By Jon Cohen | Mar. 27, 2020, 6:15 PM

Science's COVID-19 reporting is supported by the Pulitzer Center.

SIGN UP FOR OUR DAILY NEWSLETTER  
Get more great content like this delivered right to you!

Chinese scientists at the front of that country's outbreak of coronavirus disease 2019 (COVID-19) have not been particularly accessible to foreign media. Many have been overwhelmed trying to understand their epidemic and combat it, and responding to media requests, especially from journalists outside of China, has not been a top priority.

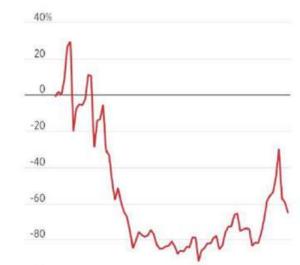
Science has tried to interview Georae Gao, director-general of the Chinese Center for Disease in Wuhan, China, people with mild COVID-19 cases were taken to large facilities and not permitted to see their families. "Infected people must be isolated. That should happen everywhere," George Gao says. STR/AFP VIA GETTY IMAGES

CORONAVIRUS Free Resources +LIVE UPDATES  
[BACK TO MAIN PAGE](#) [CONTACT US](#) [STATE REPORTING](#)

Social Distancing Wanes as States Loosen Coronavirus Curbs

Cellphone location data indicates Americans were on the move before states began lifting stay-at-home orders.

Percentage change in human encounters since Feb. 24



CORONAVIRUS U.S. on pace to pass 100,000 Covid-19 deaths by June 1, CDC director says

This marks the first time Robert Redfield has explicitly addressed the grim milestone.



Dr. Robert Redfield. | AP Photo/Alex Brandon

By SUSANNAH LUTHI  
05/15/2020 07:35 PM EDT

The United States is heading toward more than 100,000 coronavirus deaths by June 1, with leading mortality forecasts still trending upward, CDC Director Robert Redfield tweeted on Friday.

His assessment cited 12 different models tracked by his agency and marked the first time Redfield has explicitly addressed the grim milestone of 100,000 deaths, even as the Trump administration turns its strategy toward reopening the economy. The CDC director has been mostly sidelined in the government's public-facing response to the Covid-19 pandemic.

Advertisement



Mass gatherings are making their way back into US life but may not look the way we remember

Madeline Holcombe, CNN

Updated 10:13 AM EDT May 16, 2020

Gatherings of large groups that have been brought to a halt by the novel coronavirus are starting to make their way

Your subscription to Apple News+



Los Angeles Times

Drive-ins in New Jersey, haircuts in Florida, gyms in Iowa — a patchwork of coronavirus rules grows

13m ago

WATCH NOW These are the states with the rise of the most infectious disease in American history. CNN Films' "Scandinavia: The Untold Story of the Natural Explorer"

These are the states with coronavirus cases falling and rising the most

By Jessica Roberts, CNN  
Updated 4:24 PM ET, Sat May 30, 2020



(CNN) — The numbers of daily new reported coronavirus cases appear to be dropping in most states as the majority of the country takes steps to open their economies — though there are plenty of caveats. Below, we'll examine which states' daily rates are rising or falling the steepest in relation to each other. Because this involves rising states, we've adjusted for population. First, a word on how case rates may, or may not, be important. Some public health experts say declining case rates should be one guide for figuring when states should relax social distancing restrictions. On the other hand, uneven testing rates should affect how states' positive case rates rise and fall. For example, case rates may rise as testing rates increase.



**How Are We Feeling?**

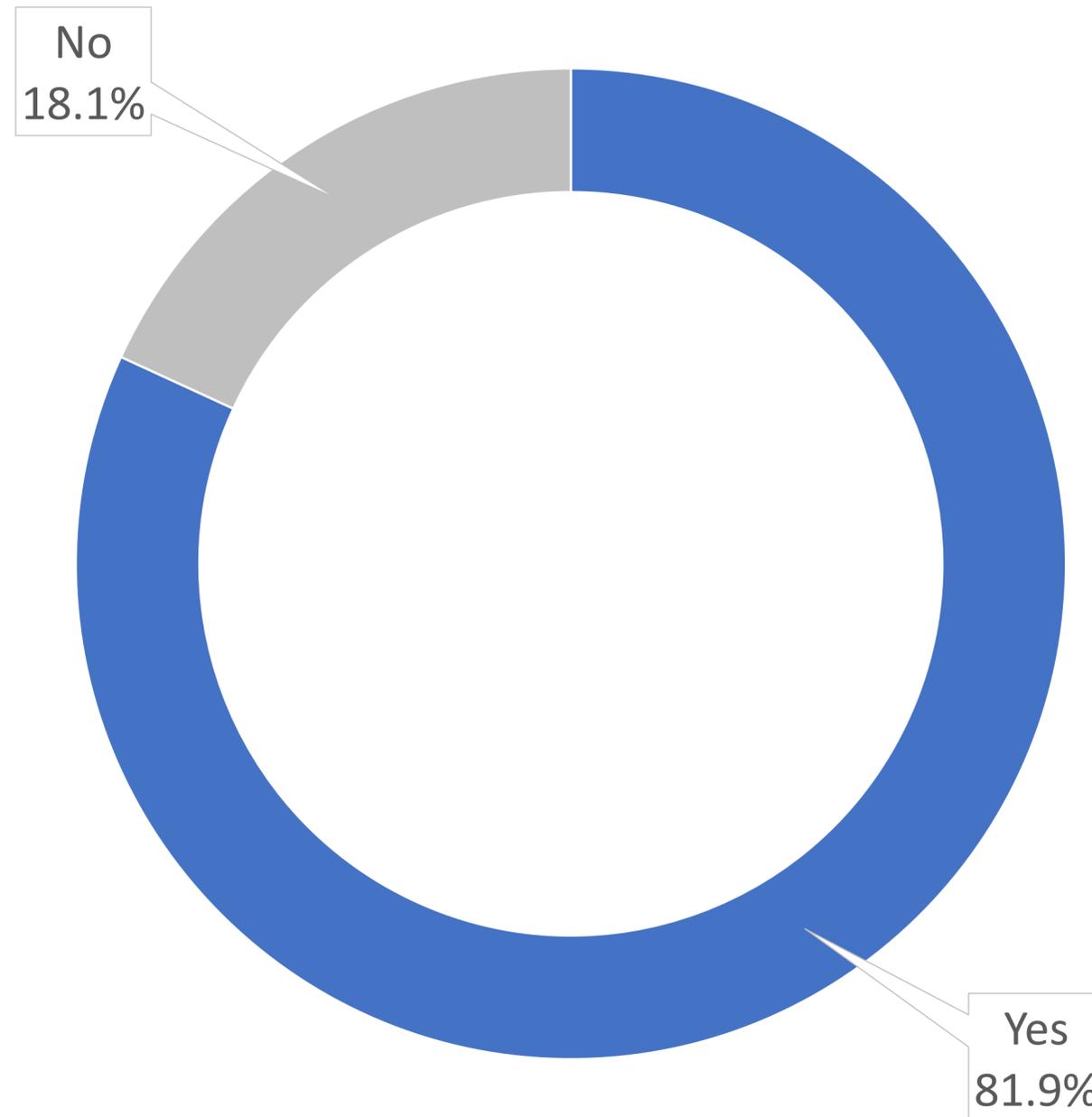
# Residence in Shelter-in-Place Locations

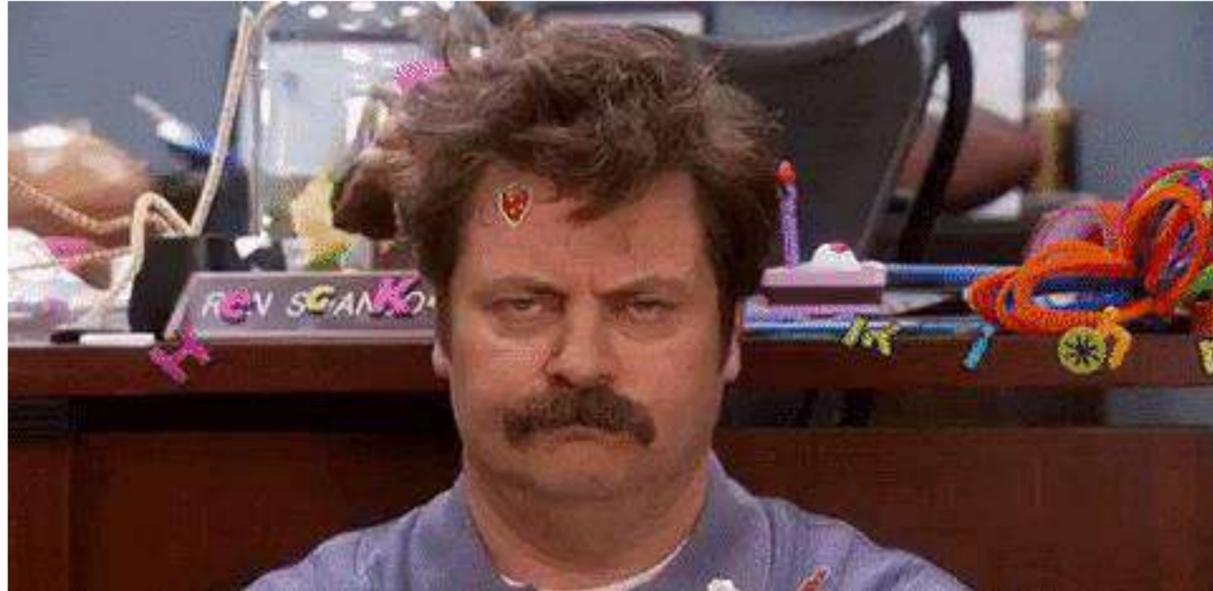
---

**Question:** Do you live in a place that has (or had) shelter-in-place orders in effect to deal with the Coronavirus situation?

*(Base: All respondents, 1,206 completed surveys. Data collected May 15-17, 2020)*

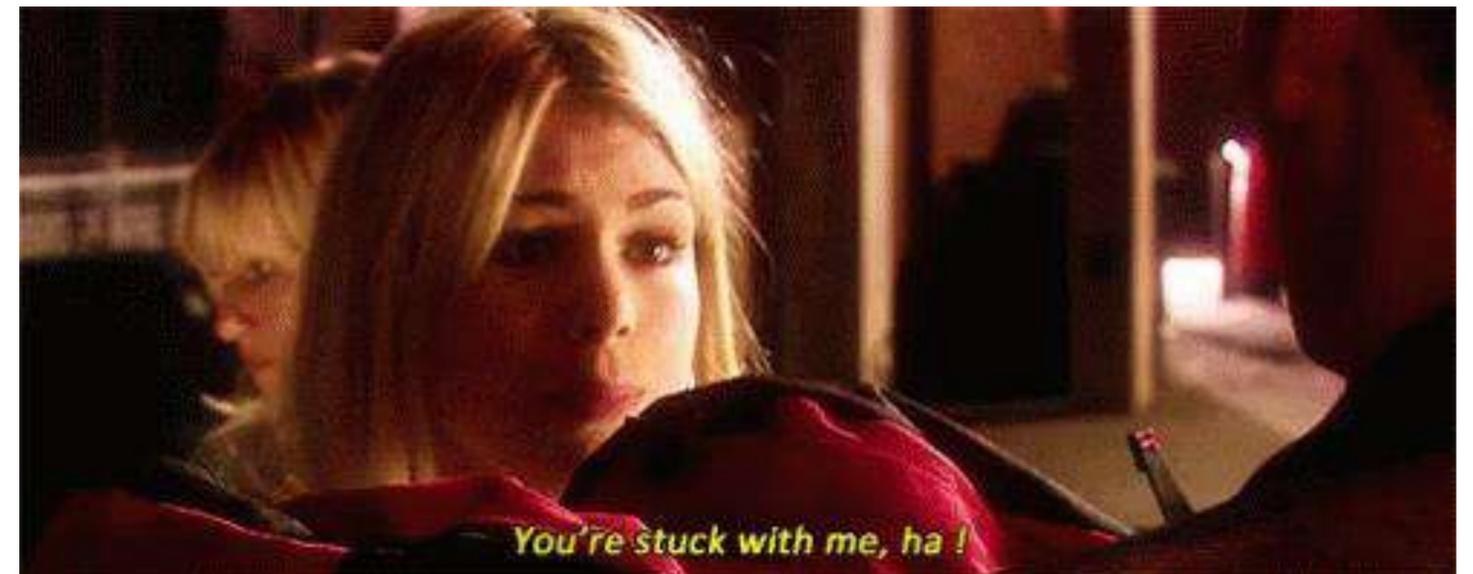
Question added in Wave 10





ppl living with their partners talking about "im bored" go make out or something

— [leftatlondon.com](http://leftatlondon.com) (@LeftAtLondon) April 28, 2020

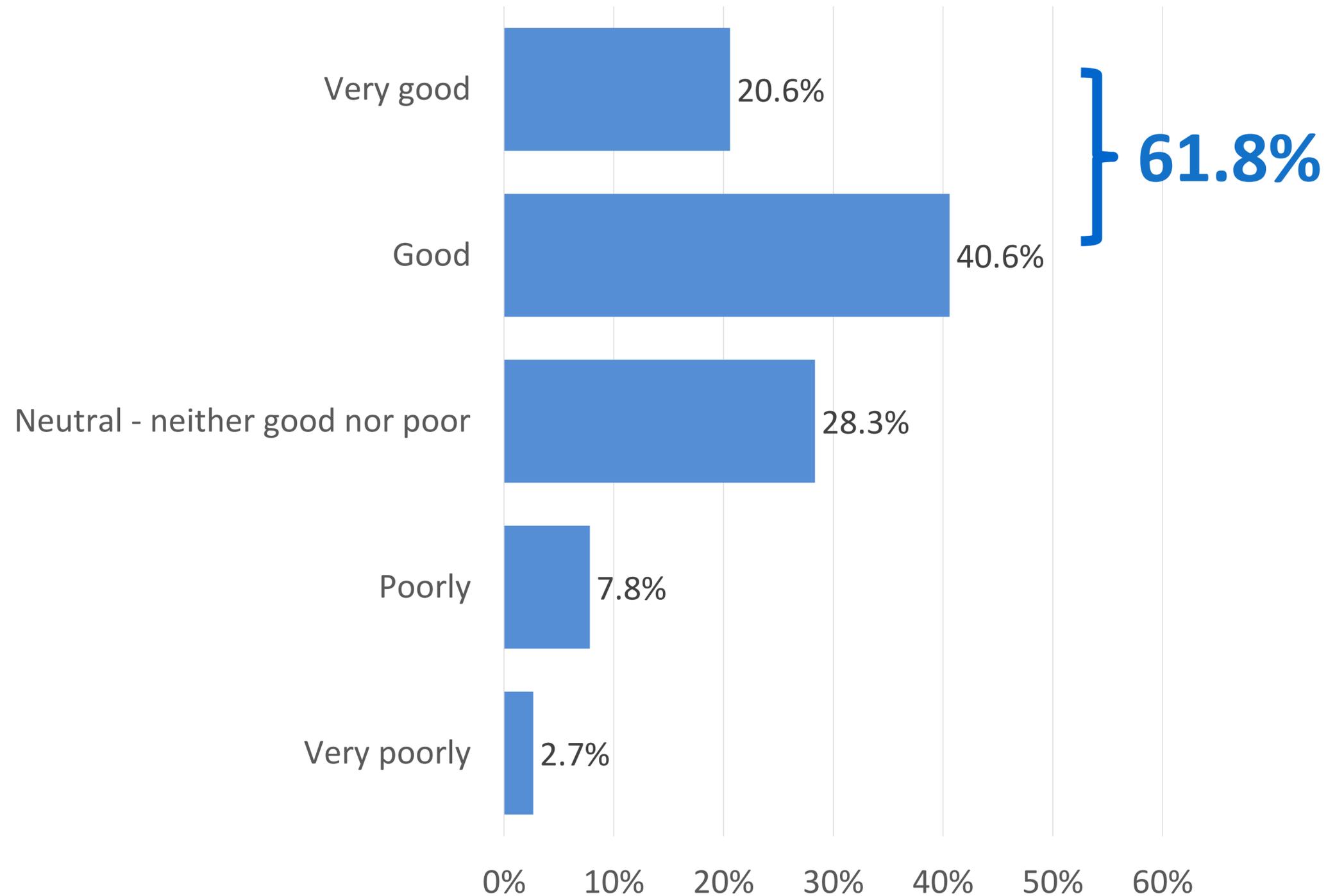


# How Sheltering-in-Place has Gone

**Question:** Overall, on an emotional level, how well has sheltering-in-place gone for you?

*(Base: All respondents living under shelter-in-place restrictions, 1,007 completed surveys. Data collected May 15-17, 2020)*

Question added in Wave 10



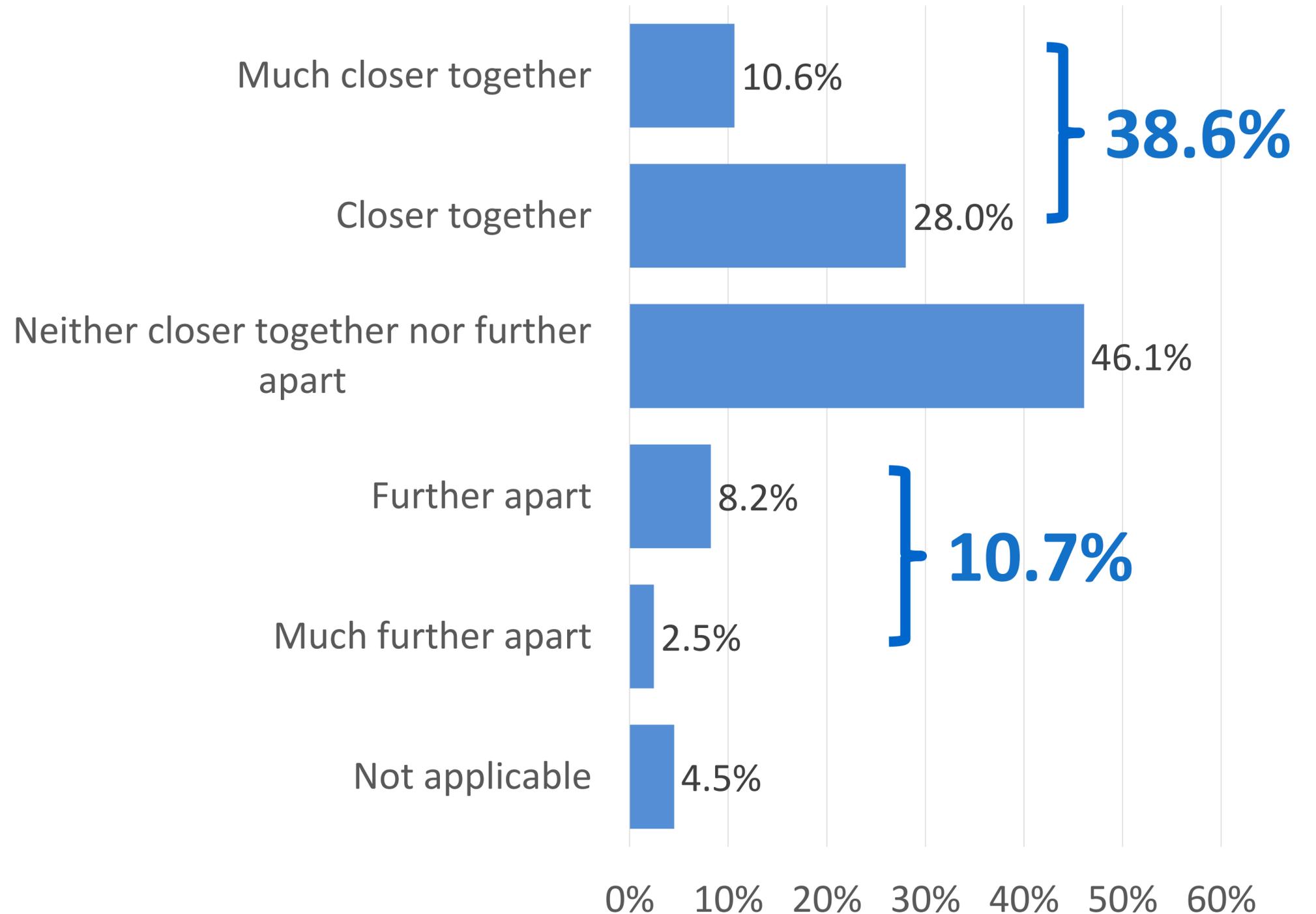
# Sheltering-in-Place and its Effect of the Family

**Question:** Has sheltering-in-place impacted your family? Has it brought you closer together or not?

**Sheltering in place has brought us**

*(Base: All respondents living under shelter-in-place restrictions, 1,004 completed surveys. Data collected May 15-17, 2020)*

Question added in Wave 10

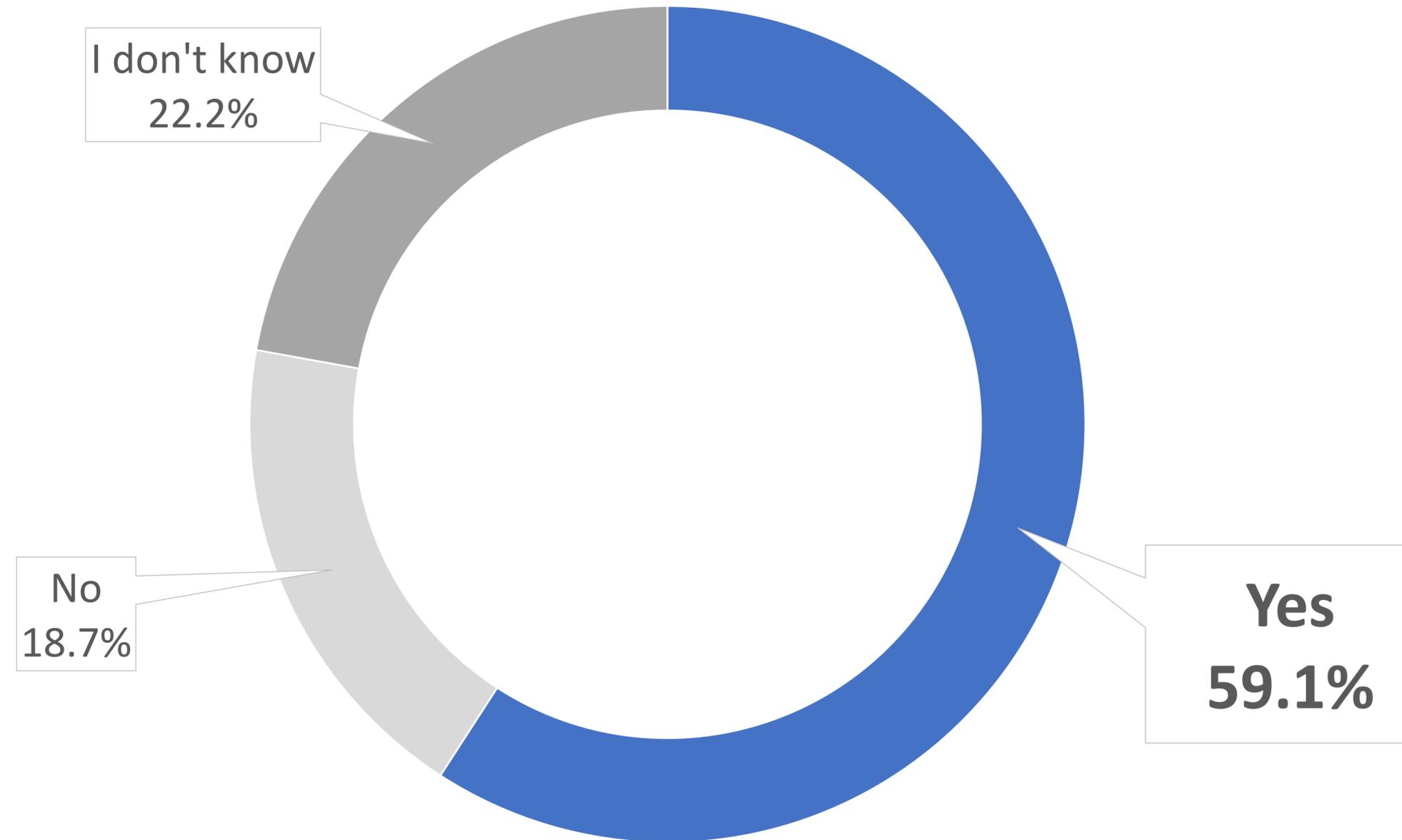


# Family Travel After Sheltering-in-Place

**Question:** Do you feel that traveling together when the Coronavirus situation is over would be good for your family?

*(Base: All respondents living under shelter-in-place restrictions, 1,005 completed surveys. Data collected May 15-17, 2020)*

Question added in Wave 10



# Trust in Co-Workers

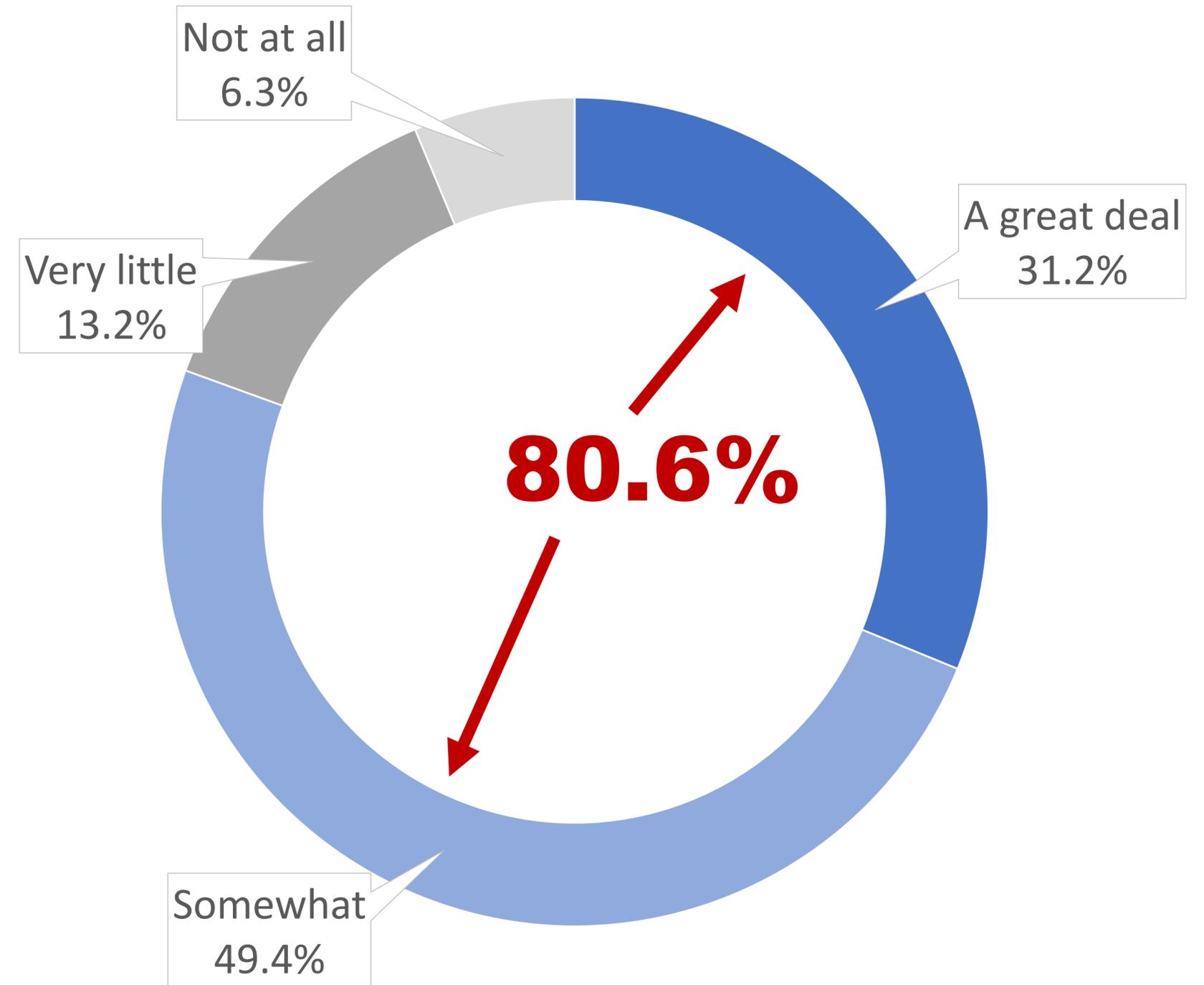
**Question:** Let's talk now about your work and the COVID-19 virus.

In general, how much do you trust your co-workers to behave in a way that will protect your health while at work? (Select one)

I trust my co-workers \_\_\_\_\_.

*(Base: All full-time or part-time employed respondents, 987 completed surveys. Data collected May 15-17, 2020)*

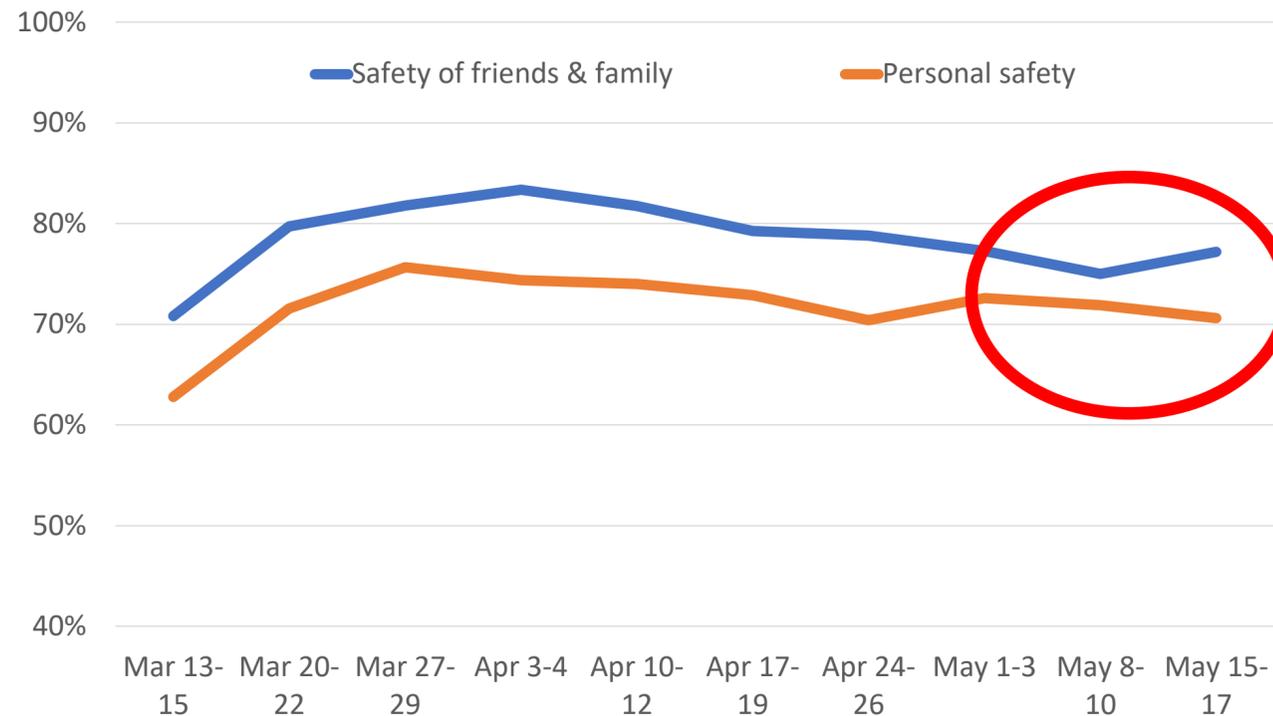
Question added in Wave 10



# Summary: Personal & External Concerns

## Safety Concerns

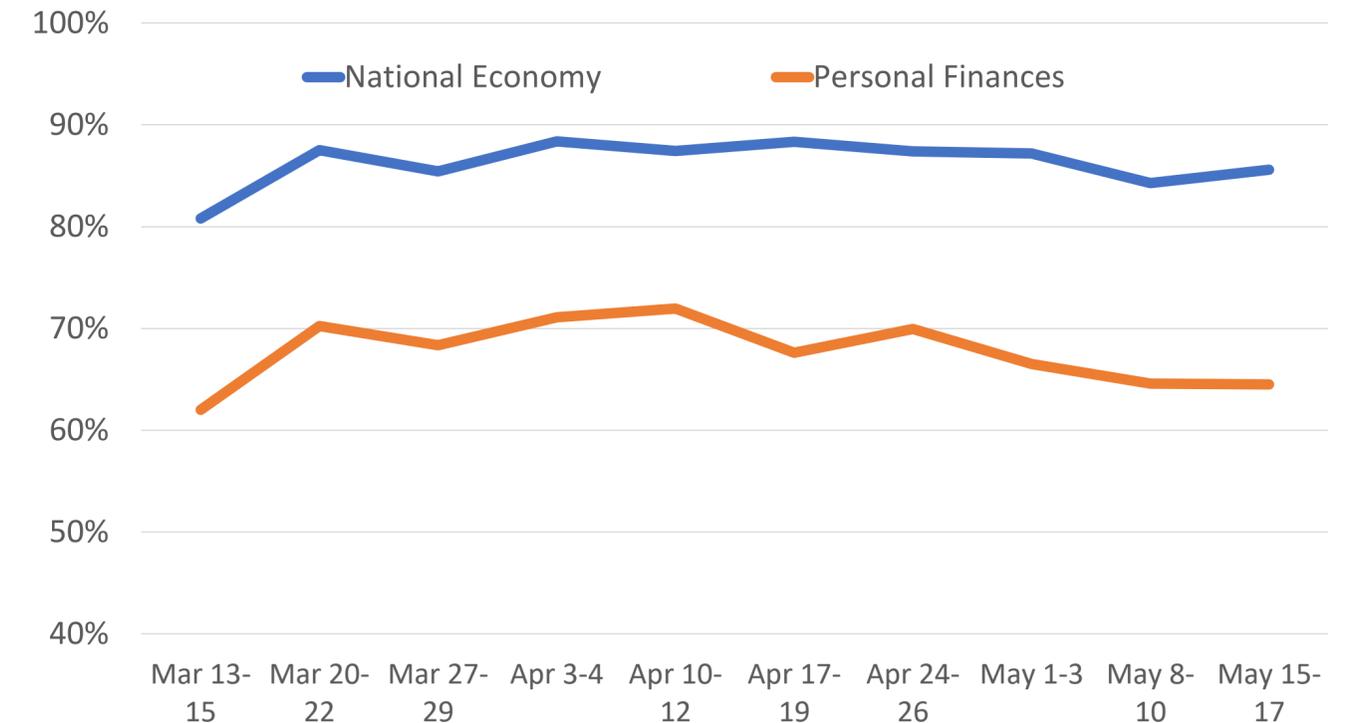
(% answering 10-6 on 11-point scale)



**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?

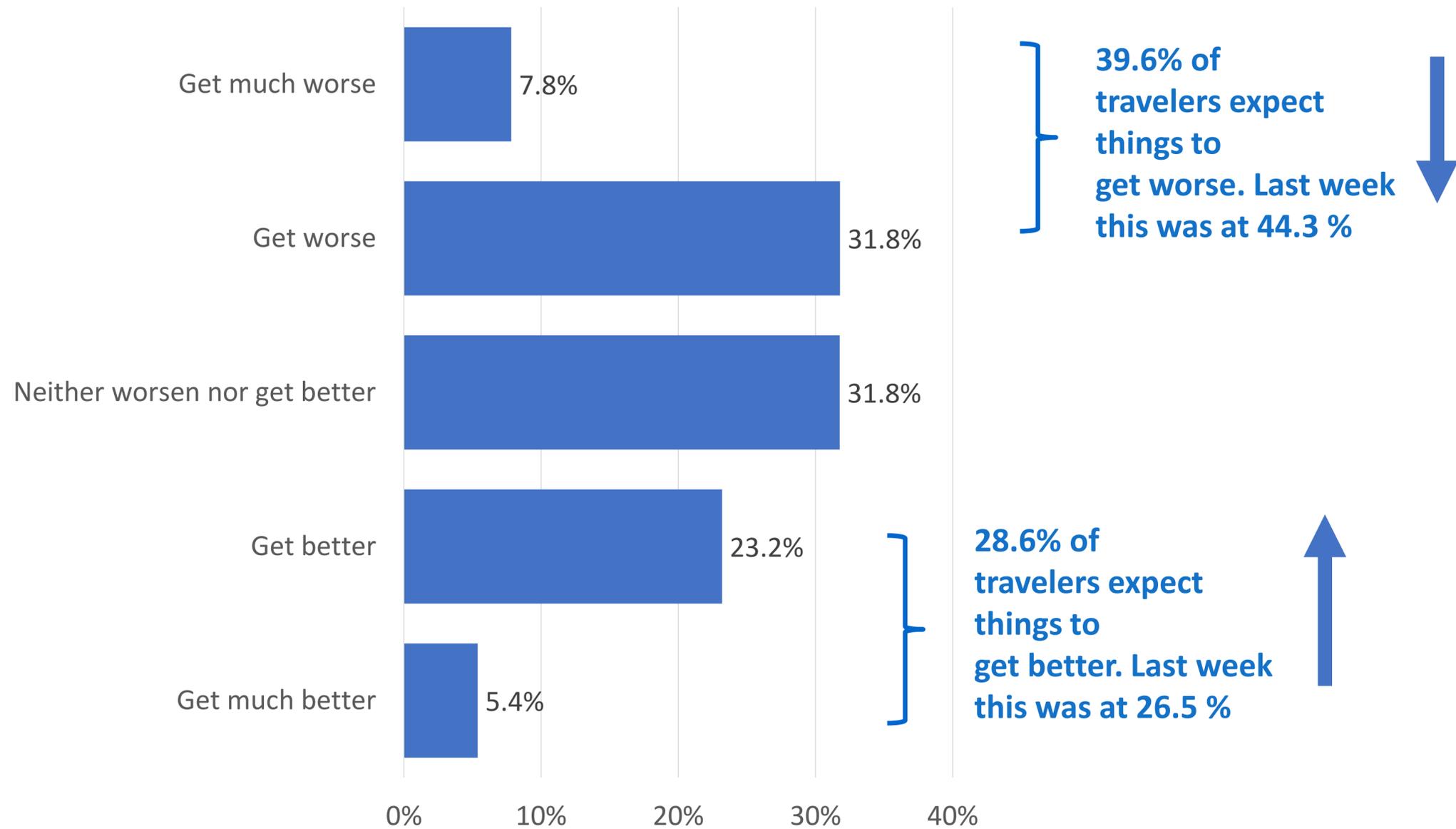
(Base: All respondents, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200 and 1,212 completed surveys. Data collected March 27-29 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10 and 15-17, 2020)

# 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 \_\_\_\_\_

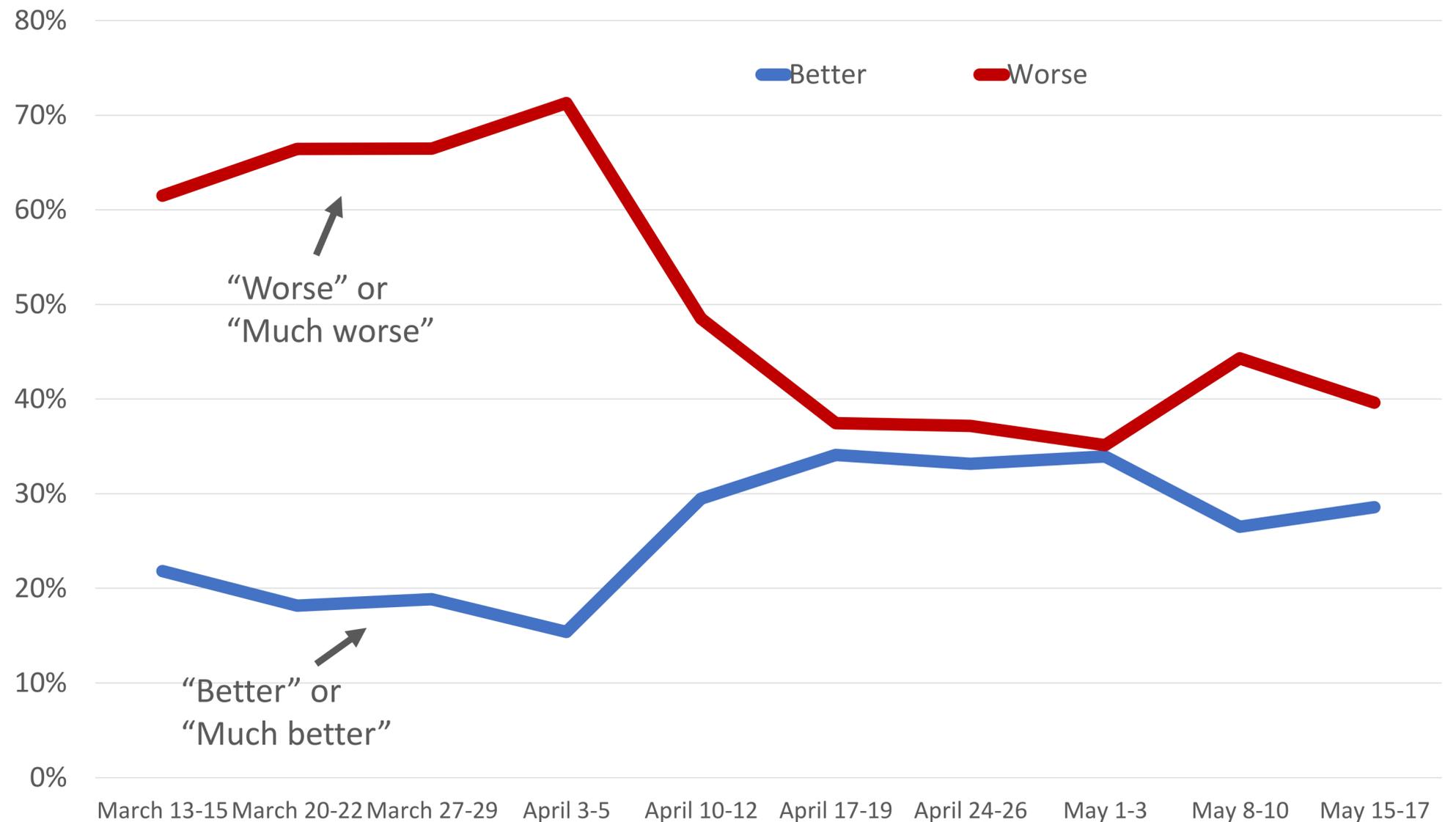
*(Base: Wave 10 data. All respondents, 1,212 completed surveys. Data collected May 15-17, 2020)*



# 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 \_\_\_\_\_



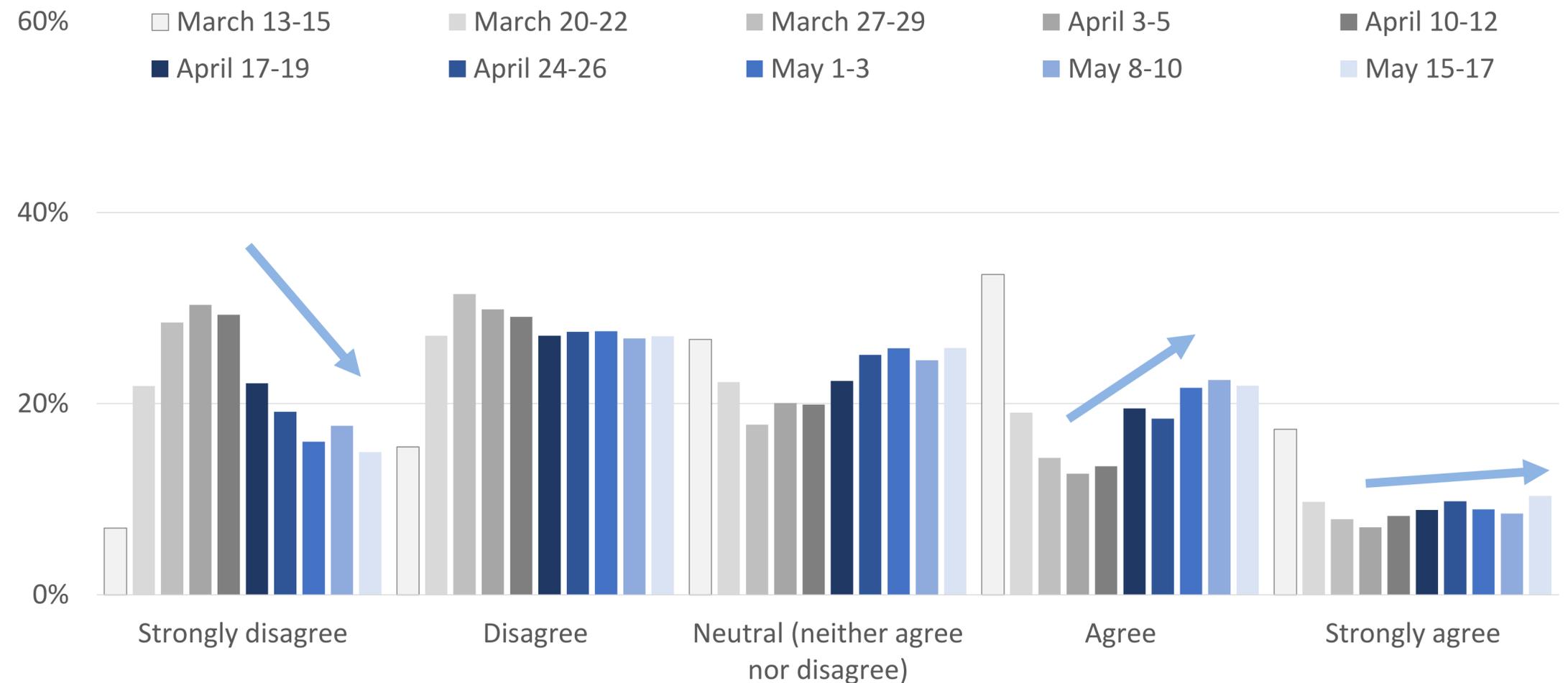
*(Base: All respondents, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200 and 1,212 completed surveys. Data collected March 27-29 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10 and 15-17, 2020)*

# 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.

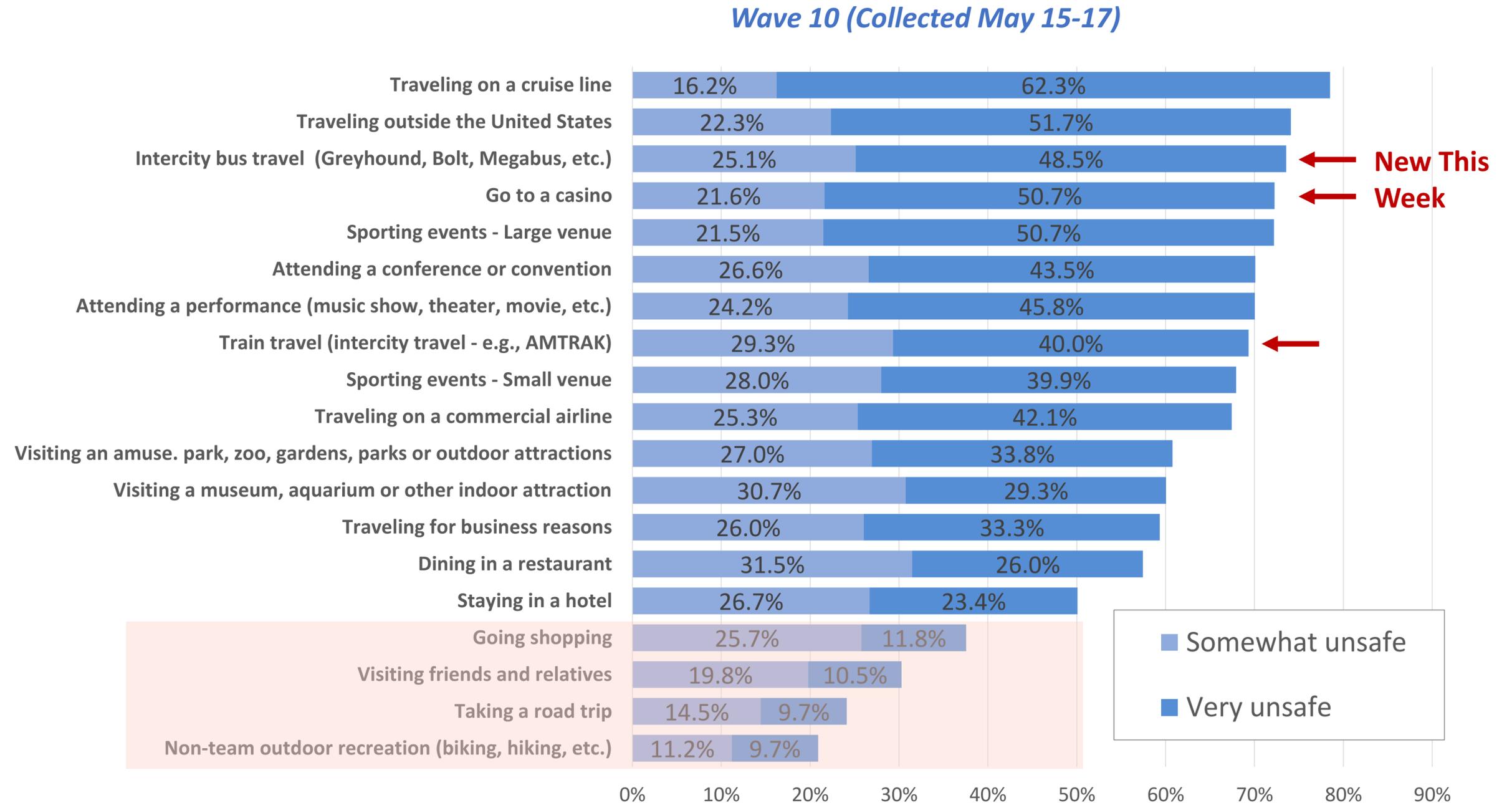
*(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200 and 1,212 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10 and 15-17, 2020)*



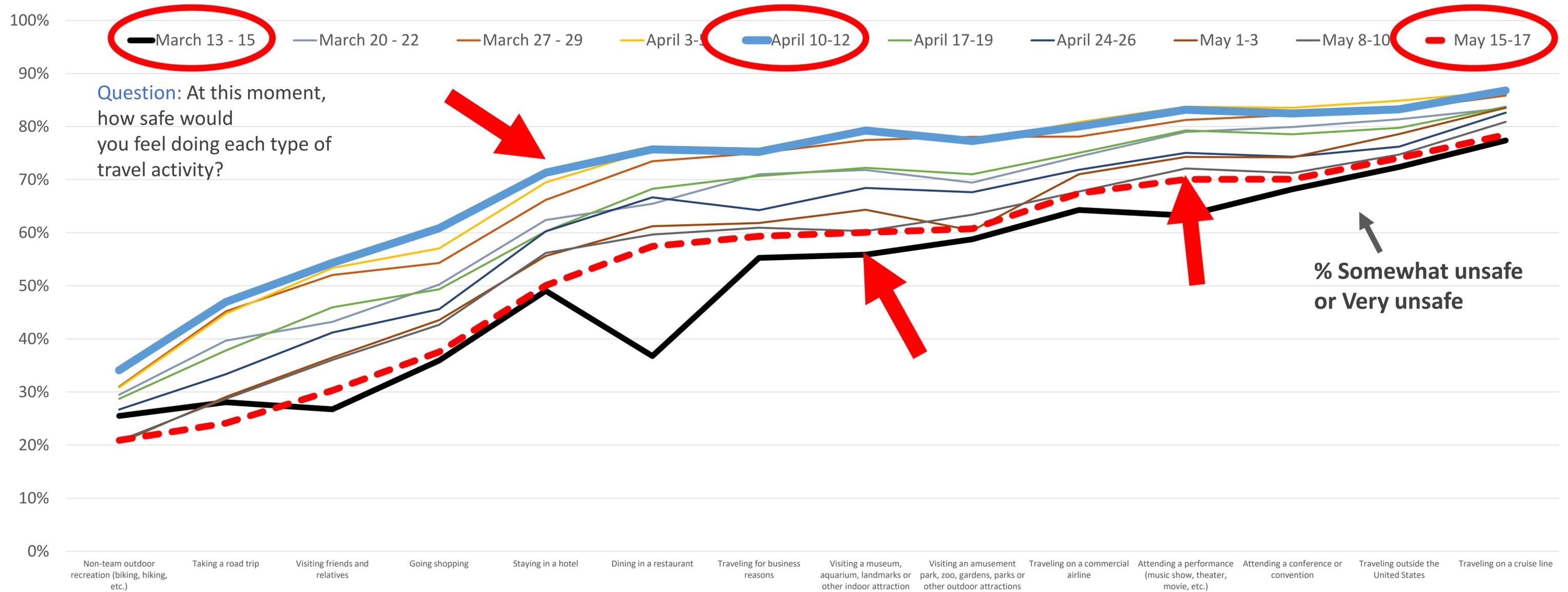
# Perceived Safety of Travel Activities (Wave 10)

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

*(Base: Wave 10 data. All respondents, 1,212 completed surveys. Data collected May 15-17, 2020)*



# Perceived Safety of Travel Activities (Waves 1-10 Comparison)



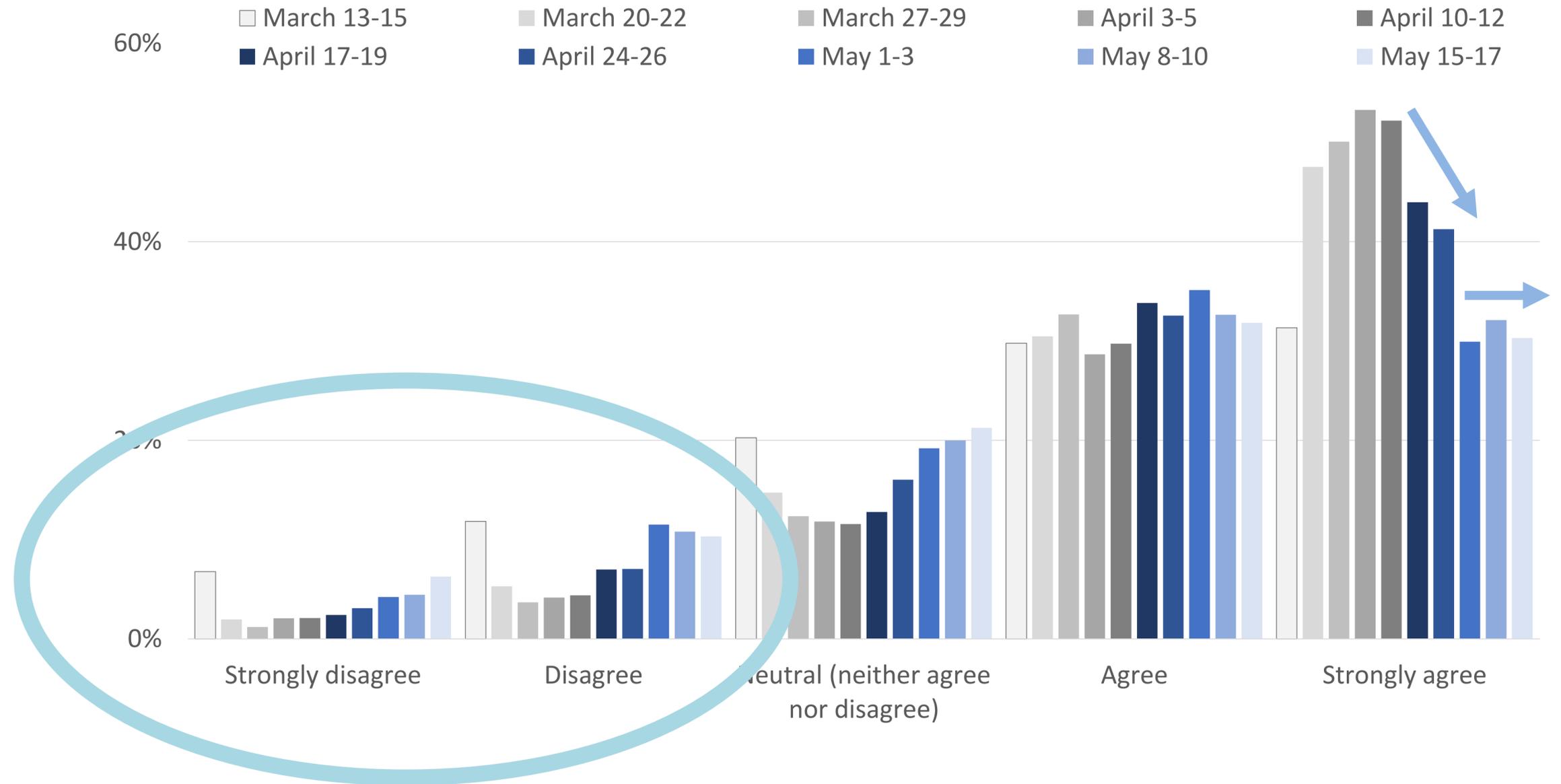
(Base: All respondents, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200 and 1,212 completed surveys. Data collected March 27-29 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10 and 15-17, 2020)

# 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, 1,200 and 1,212 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10 and 15-17, 2020)*

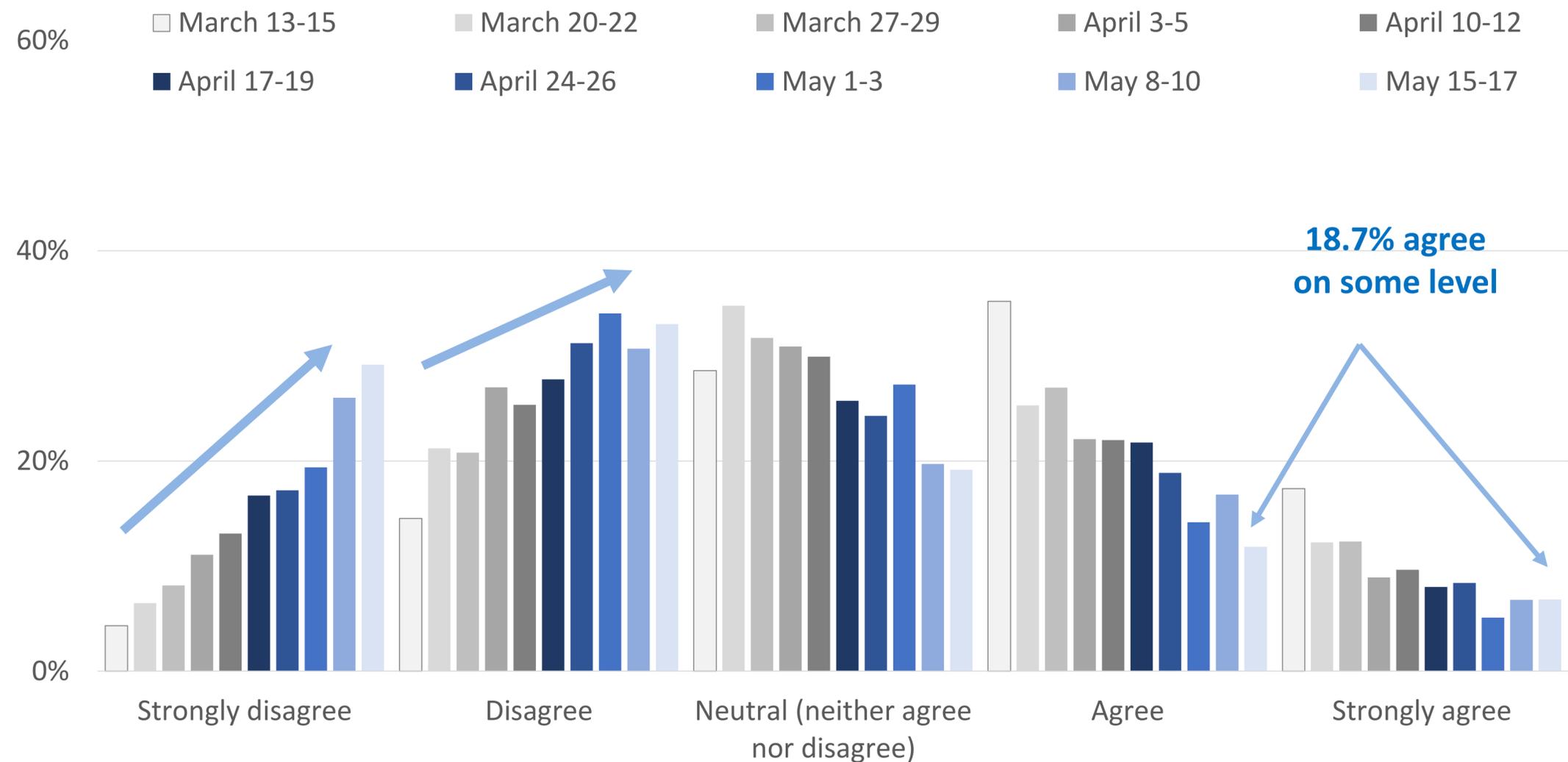


# Expectations for Summer Travel Season

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

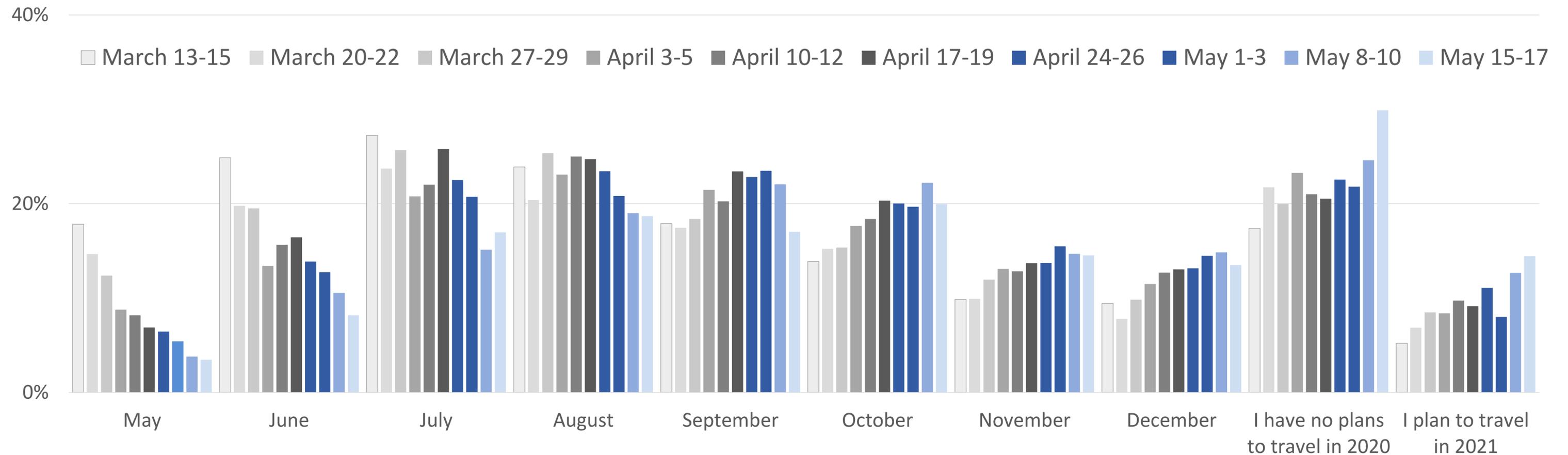
**Statement:** I expect the coronavirus situation will be resolved before the summer travel season.

*(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200 and 1,212 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10 and 15-17, 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?



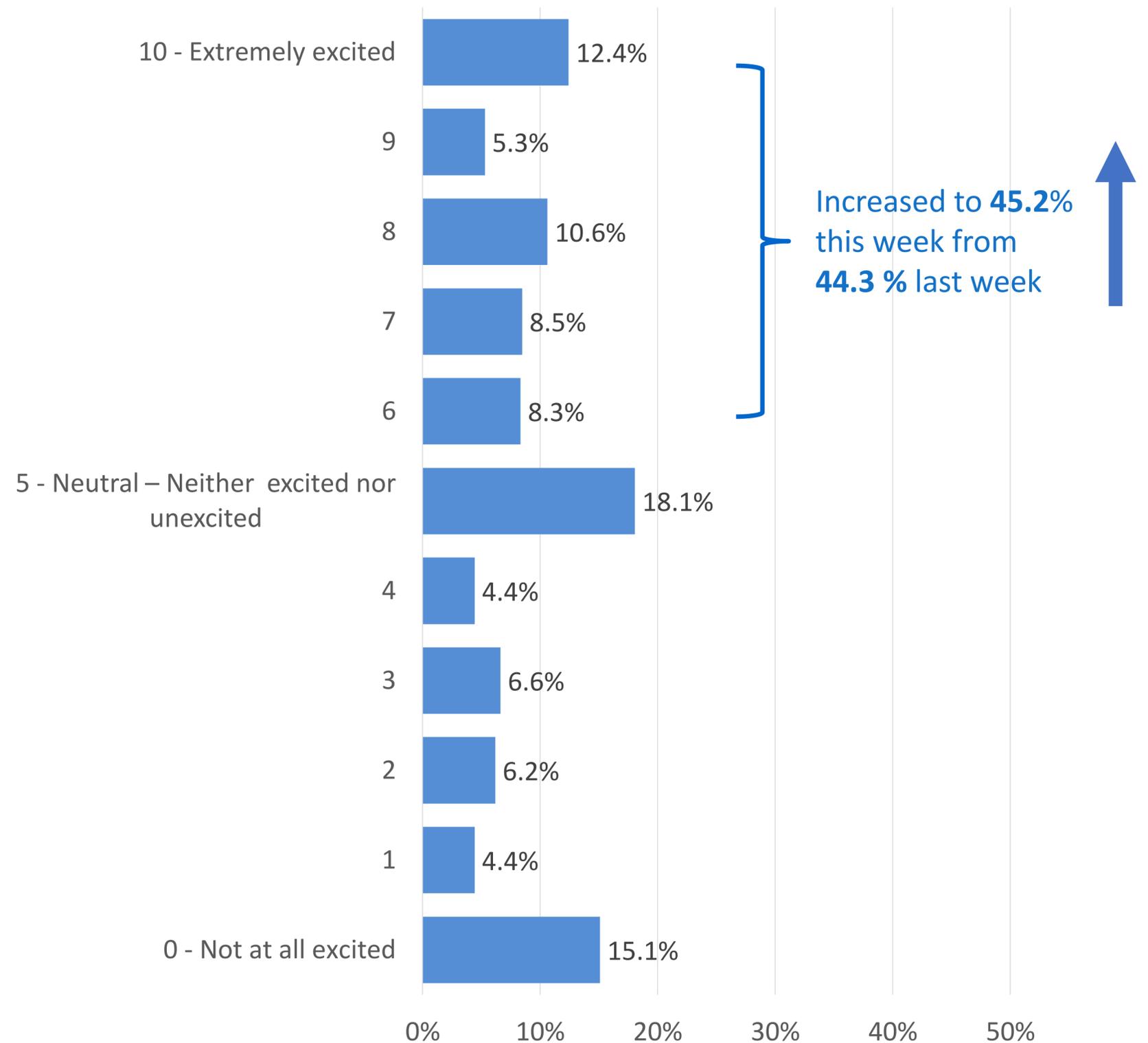
(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200 and 1212 completed surveys. Data collected 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26 May 1-3, 8-10 and 15-17, 2020)

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

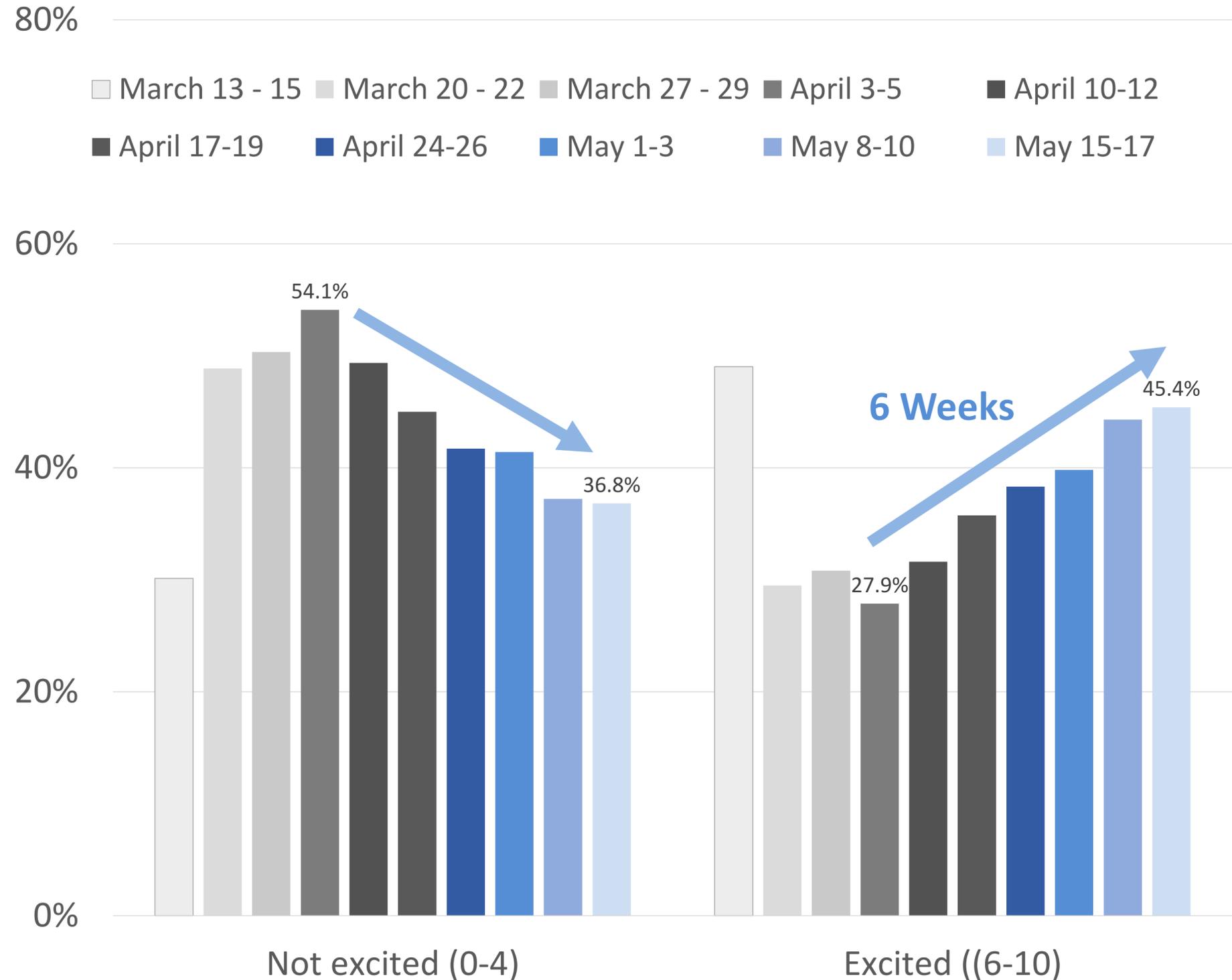


# Excitement to Travel Now (Excited vs. Not Excited)

**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)**

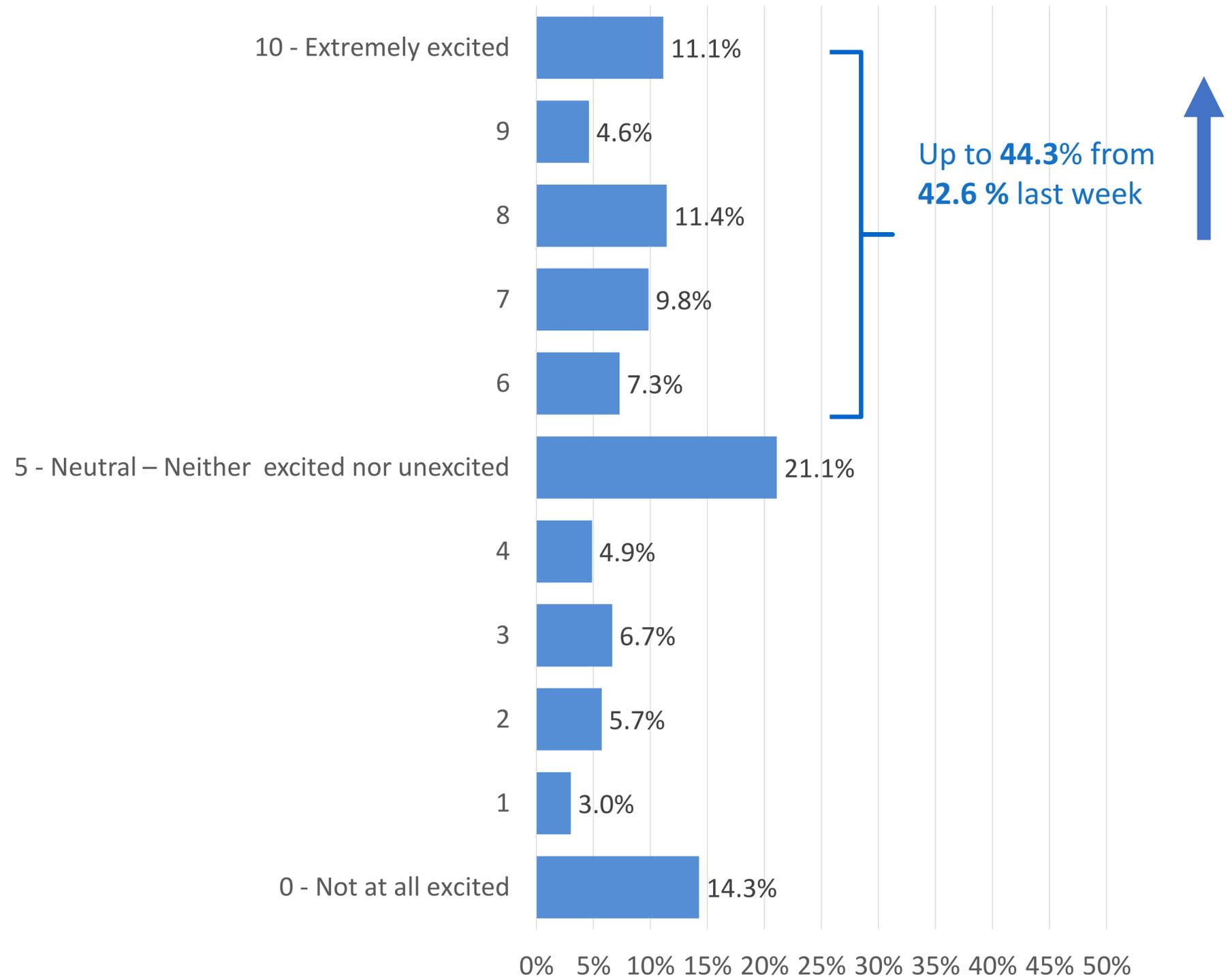
*(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200 and 1212 completed surveys. Data collected 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3 and 8-10, 2020)*



# Openness to Travel Information

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

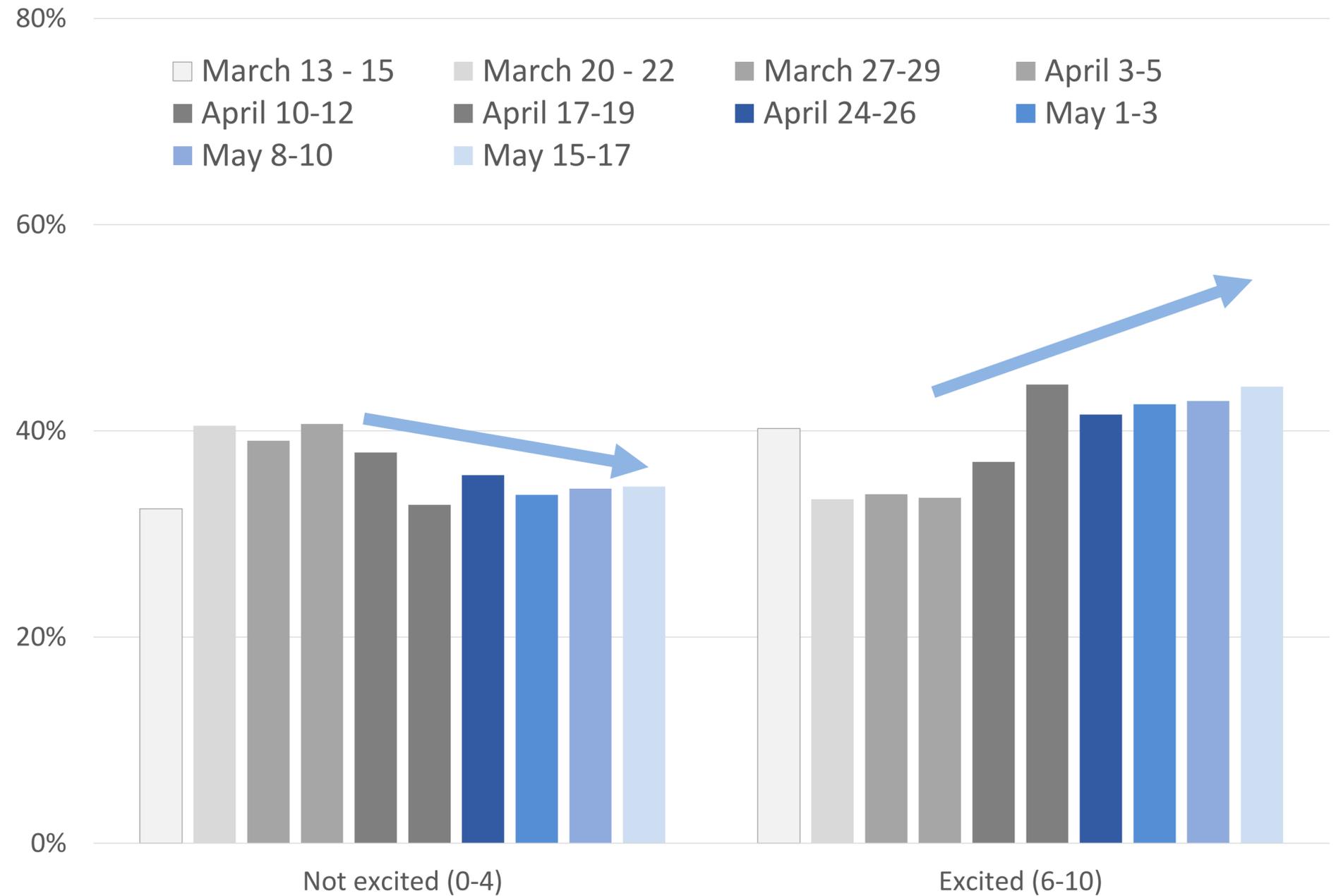
*(Base: All respondents, 1,200 completed surveys.  
Data collected May 8-10, 2020)*



# Openness to Travel Information (Excited vs. Not Excited)

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

*(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200 and 1212 completed surveys. Data collected 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3 and 8-10, 2020)*



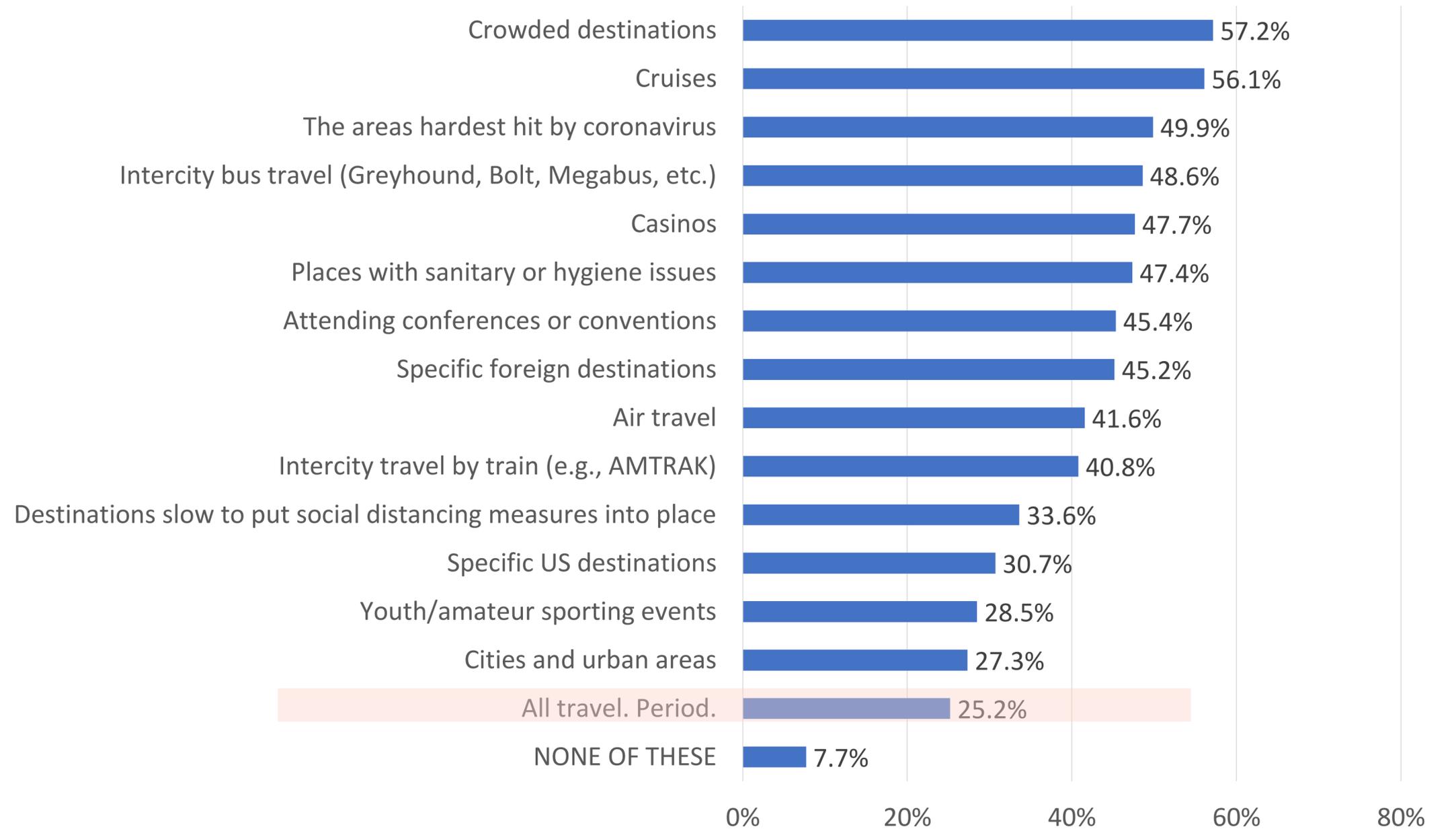
# What Travelers Will Avoid After Coronavirus

How much do you agree with the following statement?

**Statement:** 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, 1,212 completed surveys. Data collected May 15-17, 2020)

Question Added in Wave 4



# American Travelers Who Are Not Traveling

- Higher levels of concern about personally of friends/family contracting COVID-19
- Skew female
- More likely to have graduate degrees





MAY 20, 2013

Obama's New Boss / Syria face-off / McCain vs. Brzezinski / PLUS: Summer's best movies & more

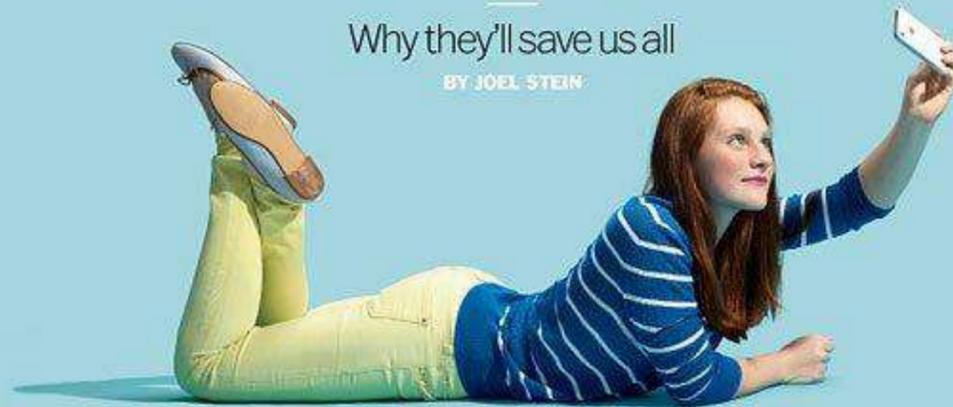
# TIME

## THE ME ME ME GENERATION

Millennials are lazy, entitled narcissists  
who still live with their parents

Why they'll save us all

BY JOEL STEIN



time.com

# GENERATION

Millennials are lazy, entitled narcissists  
who still live with their parents

Why they'll save us all

BY JOEL STEIN



**Millennial/GenZ**

**Baby Boomers**

**5.8**

**4.4**

**Excitement to take a getaway in the next month (10-pt scale)**

**5.8**

**4.6**

**Interest in learning about destinations/experiences (10-pt scale)**

**46%**

**23%**

**Travel discounts/price cuts increase interest in traveling (% agreeing)**

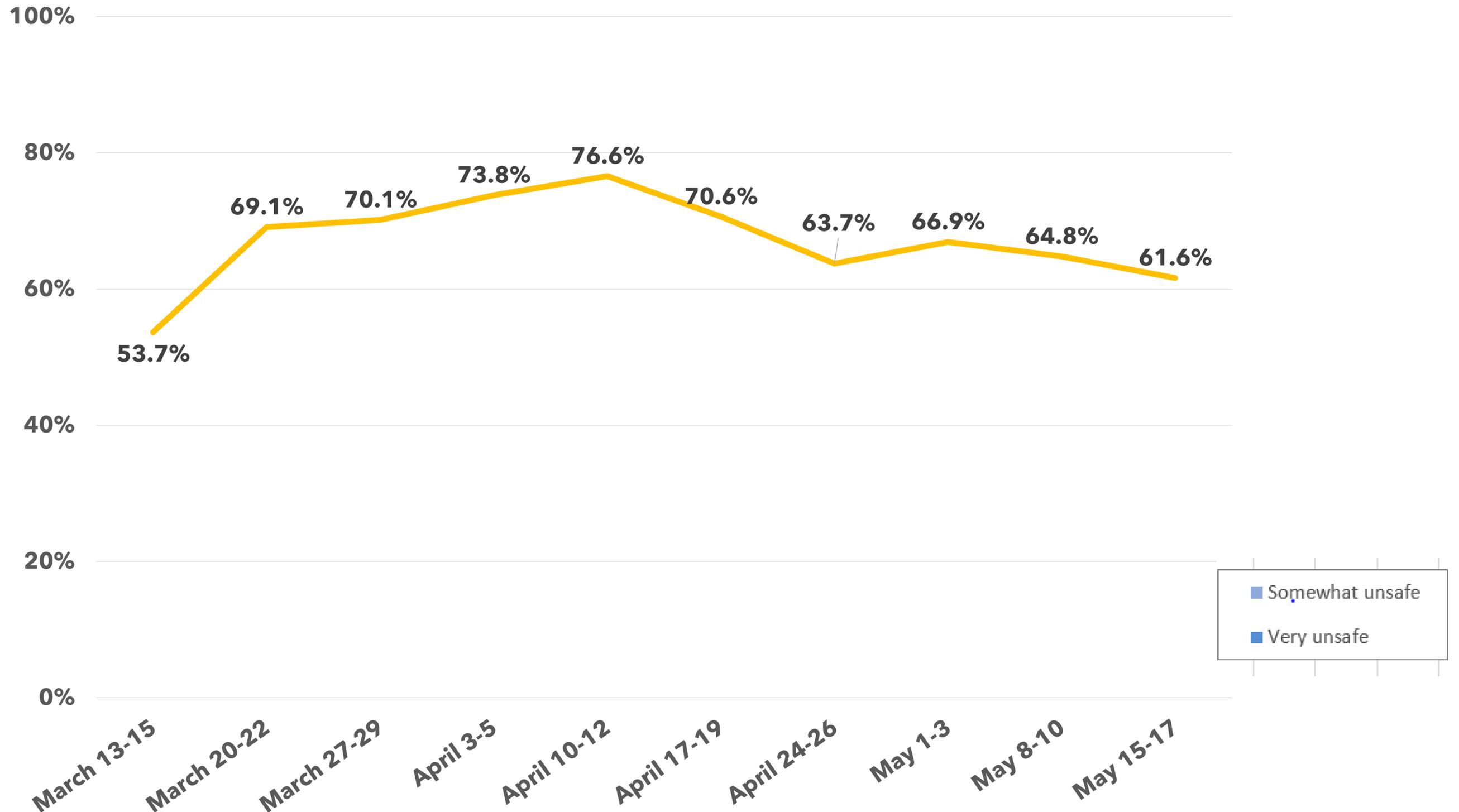
# KEY TAKEAWAYS

- **The SIP experience appears to have worked out fairly well for most travelers—improving many families' sense of togetherness, while underscoring the benefits of travel**
- **American travelers are feeling more comfortable and gradually safer**
- **Enthusiasm for getting back to travel continues to improve**
- **Younger travelers will likely be key to the initial stage of the industry's recovery**





# Perceived Safety of Attending a Conference or Convention



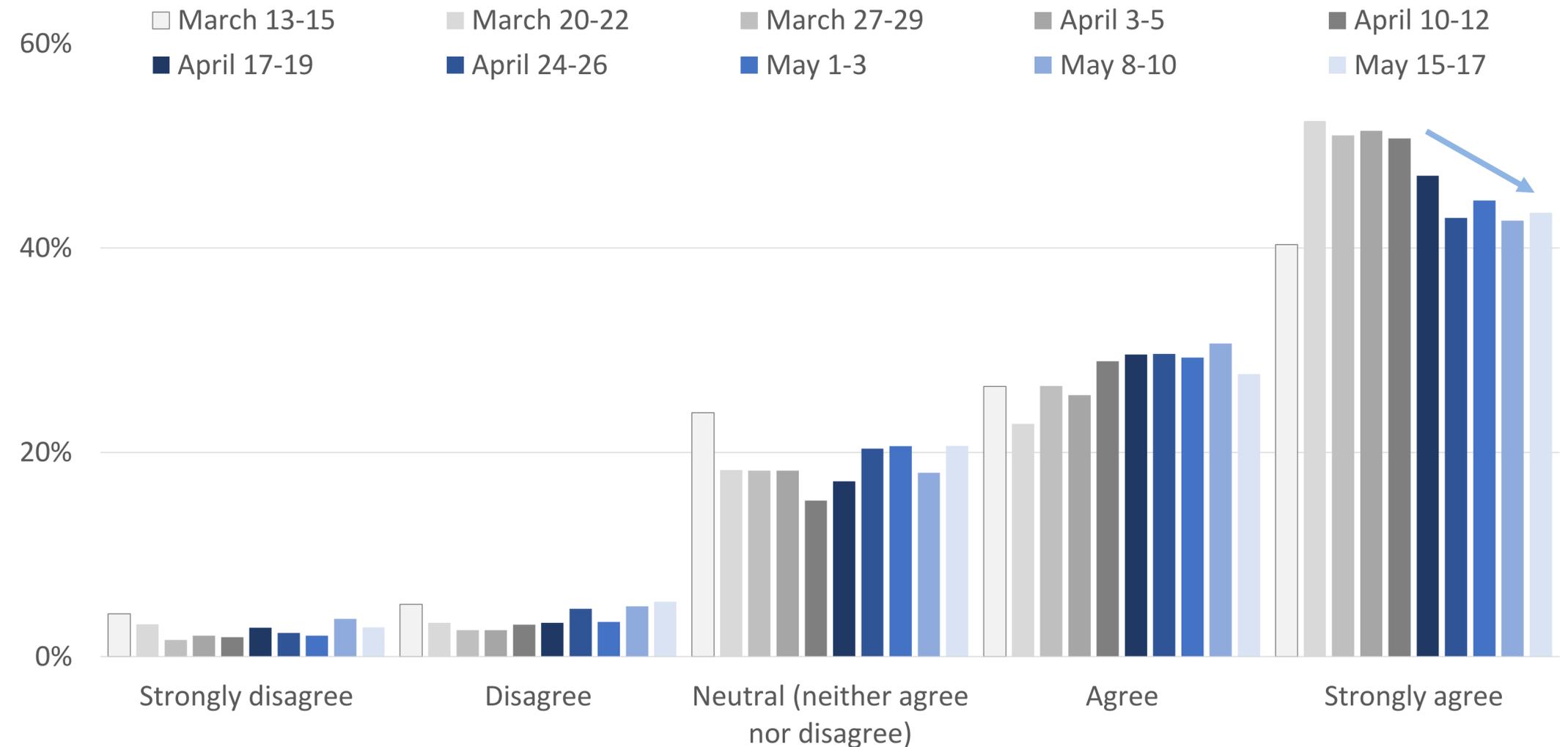
Base: Respondents who have attended a conference or convention in the last two years

# 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, 1,200 and 1,212 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10 and 15-17, 2020)*



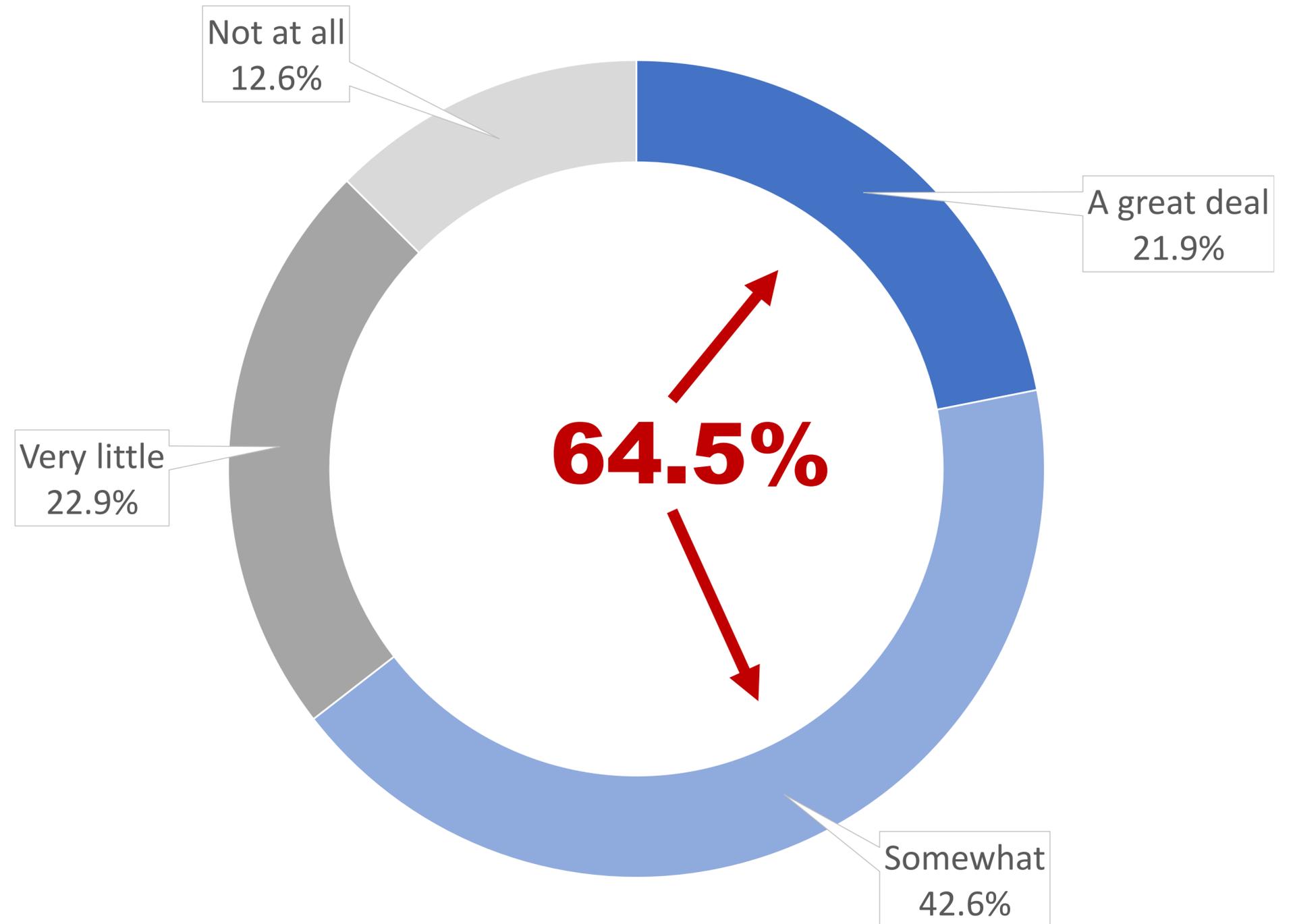
# Trust in Meeting Host Organizations

**Question:** In general, how much would you trust the organization hosting the conference or convention to protect your health?

I would trust hosting organization \_\_\_\_.

*(Base: All respondents who have attended a convention, conference or group meeting in past 3 years, 368 completed surveys. Data collected May 15-17, 2020)*

Question added in Wave 10



# Trust in Fellow Meeting Attendees

**Question:** Suppose you were to attend a conference or convention sometime in the next year.

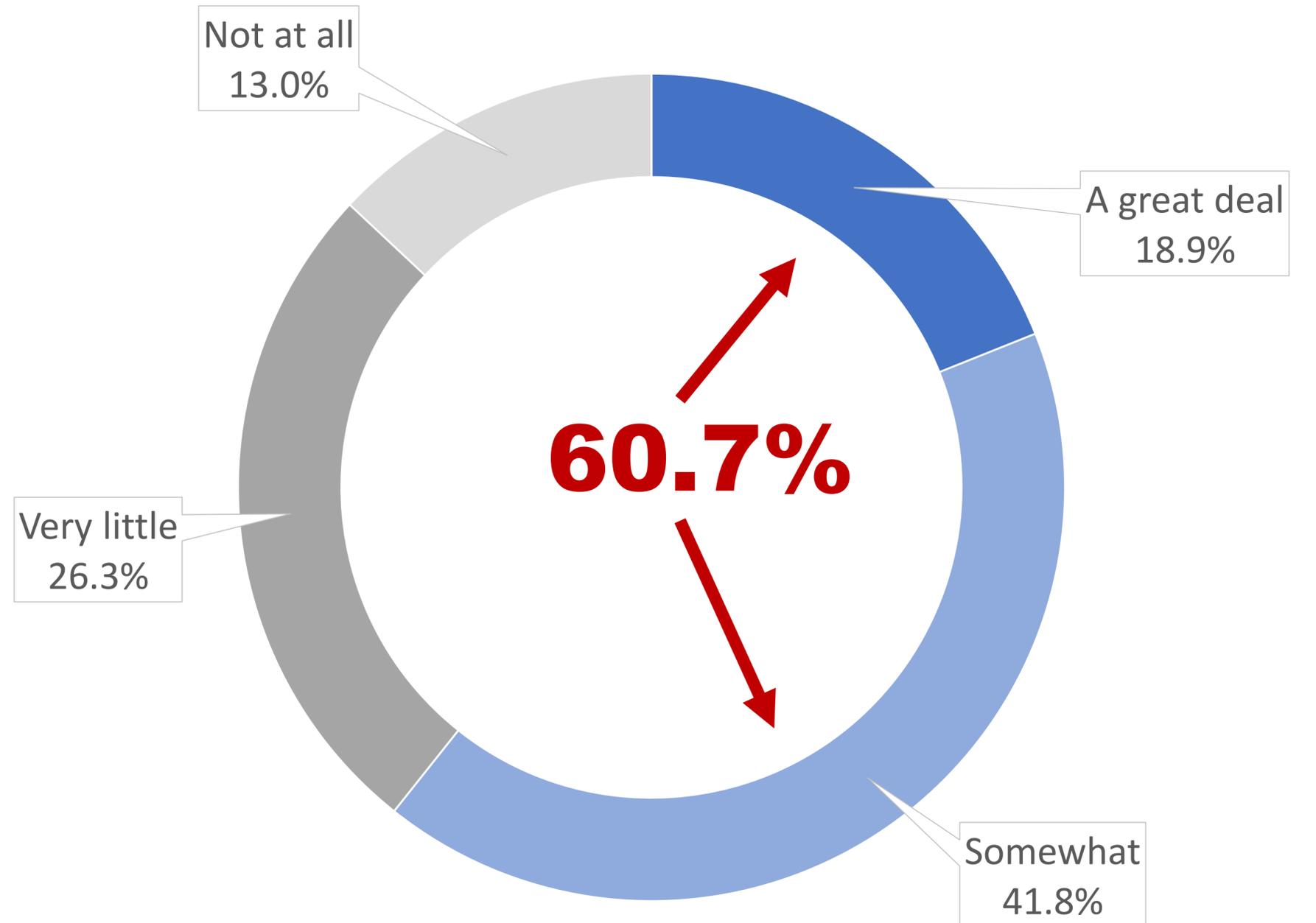
In general, how much would you trust your fellow attendees to conduct themselves appropriately, doing what they can to protect other attendees from exposure to the COVID-19 virus?

I trust my fellow attendees

\_\_\_\_\_.

*(Base: All respondents who have attended a convention, conference or group meeting in past 3 years, 367 completed surveys. Data collected May 15-17, 2020)*

Question added in Wave 10





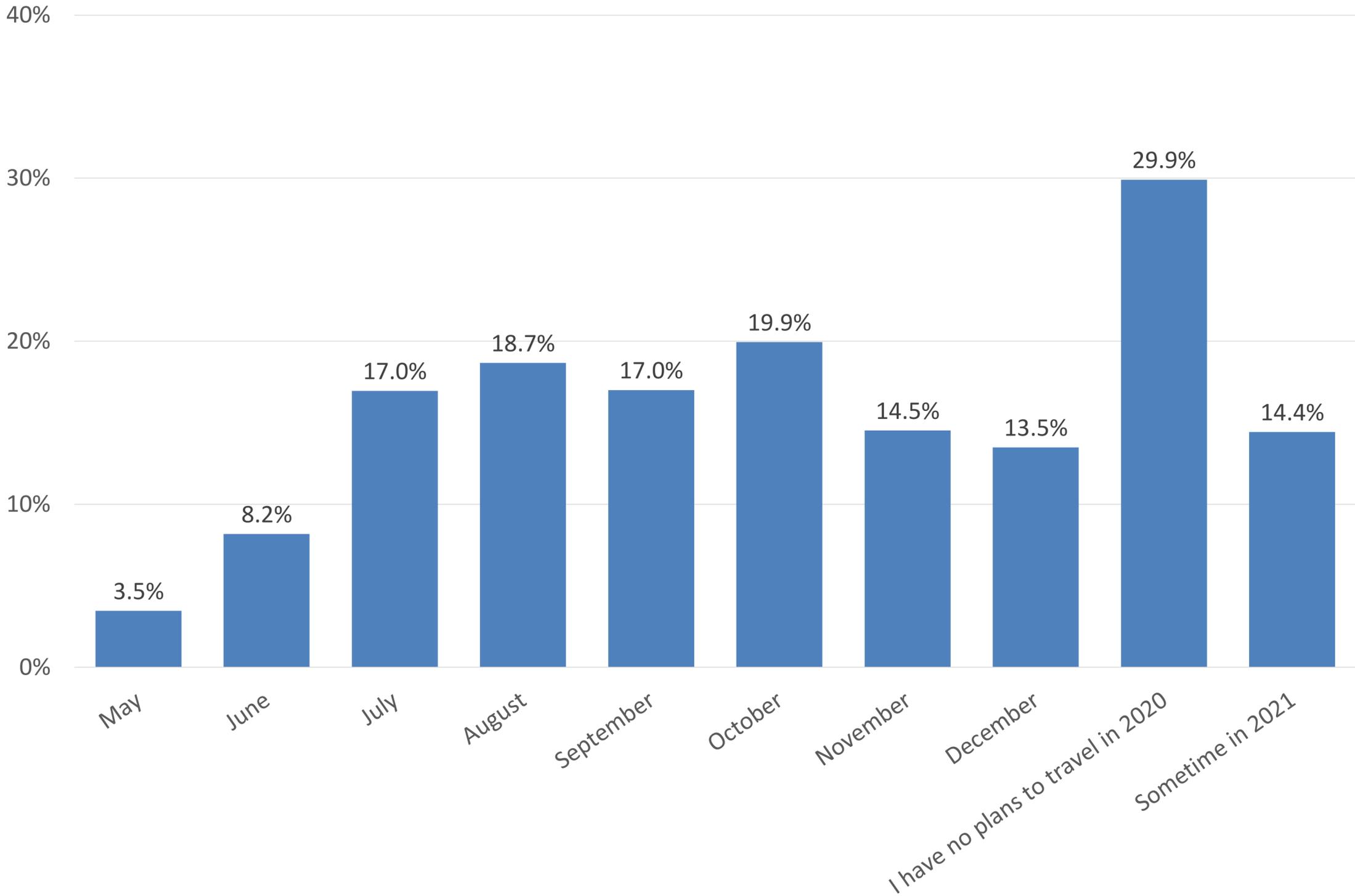
# KEY TAKEAWAYS

- **American travelers are opening back up to attending conferences and conventions**
- **There is tentative trust in event producers to protect attendees health**
- **While most travelers trust their co-workers to act appropriately to protect their health, the meetings industry may face a bigger challenge in developing such trust about attendees at their events**

# Our Next Leisure Trip

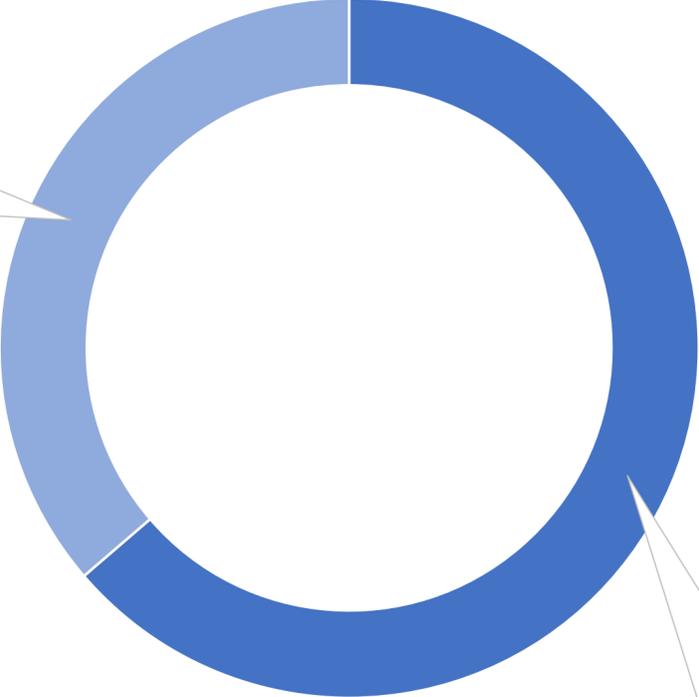


# Month of Trips Planned

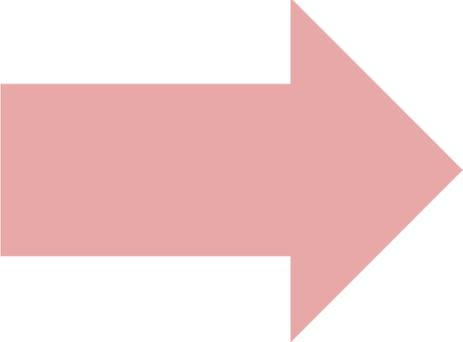


**Question:** Even if only tentatively scheduled, in which months of this year do you currently plan to take any leisure trips?

No trips planned (in 2020)  
36.3%



At least one trip planned (in 2020)  
64.1%



100M

# Preparations Already Completed for Next Leisure Trip

(% of travelers selecting any of the following)



**Talked to friends/relatives  
about trip (31.7%)**



**Researched things to see  
and do on trip (23.3%)**



**Booked hotel, motel or  
inn (22.4%)**



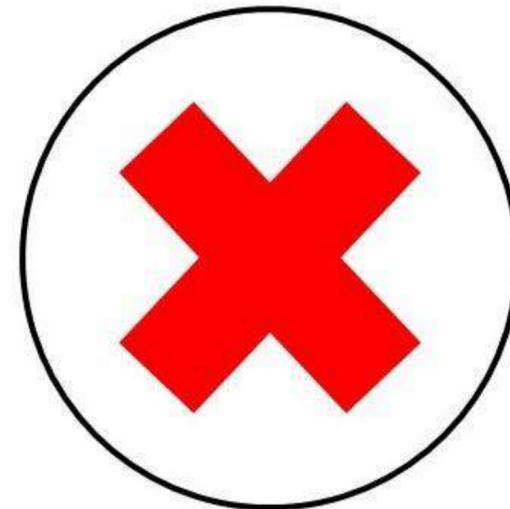
**Bought plane tickets  
(17.9%)**



**Booked passage of  
a cruise liner (9.7%)**



**Purchased train  
tickets (5.6%)**



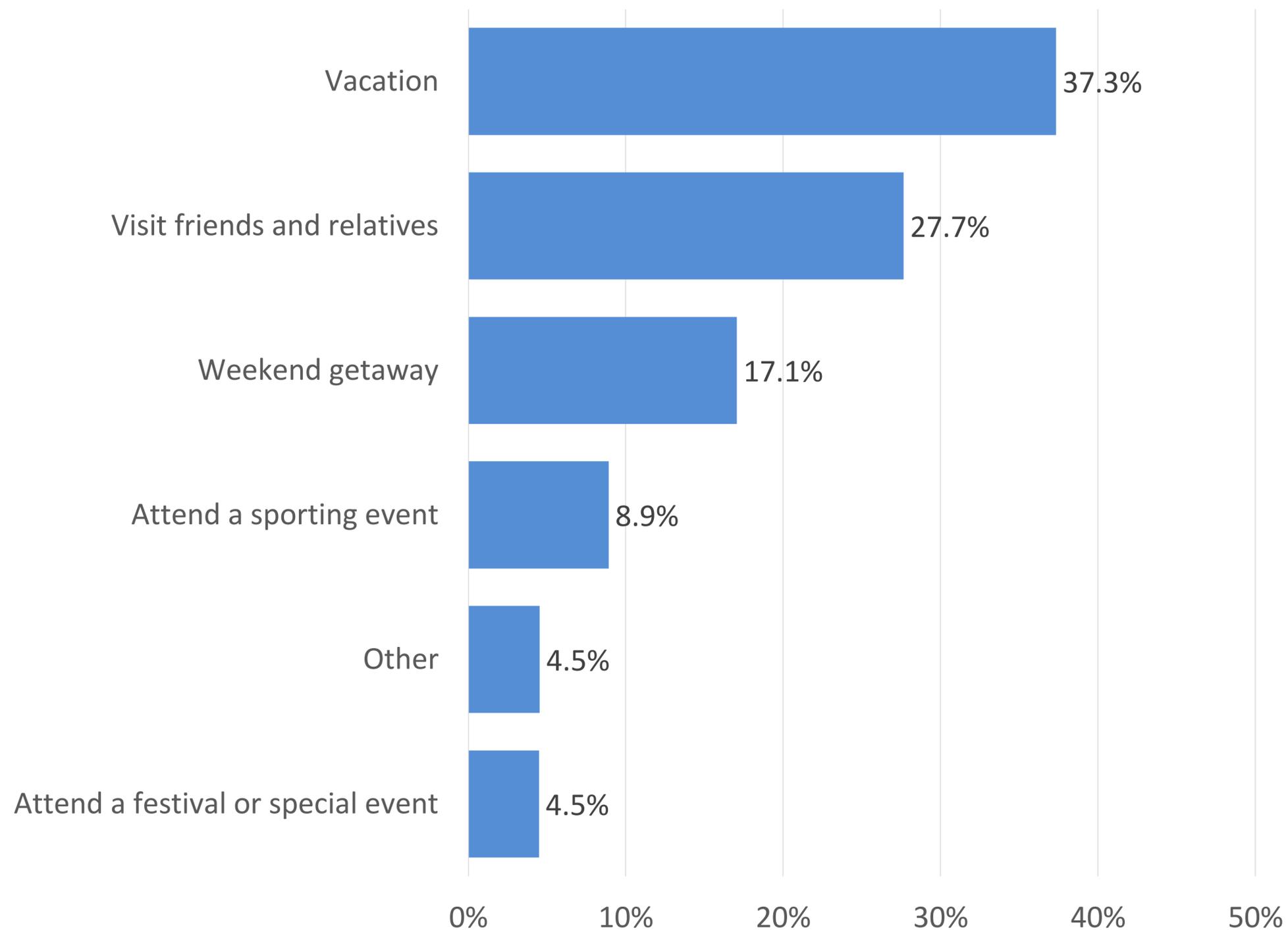
**None of these  
(29.6%)**

# Primary Reason for Next Leisure Trip

**Question:** Which best describes the primary reason for your NEXT LEISURE TRIP? (Select one)

*(Base: All respondents with plans to travel in 2020, 772 completed surveys. Data collected May 15-17, 2020)*

Question added in Wave 10



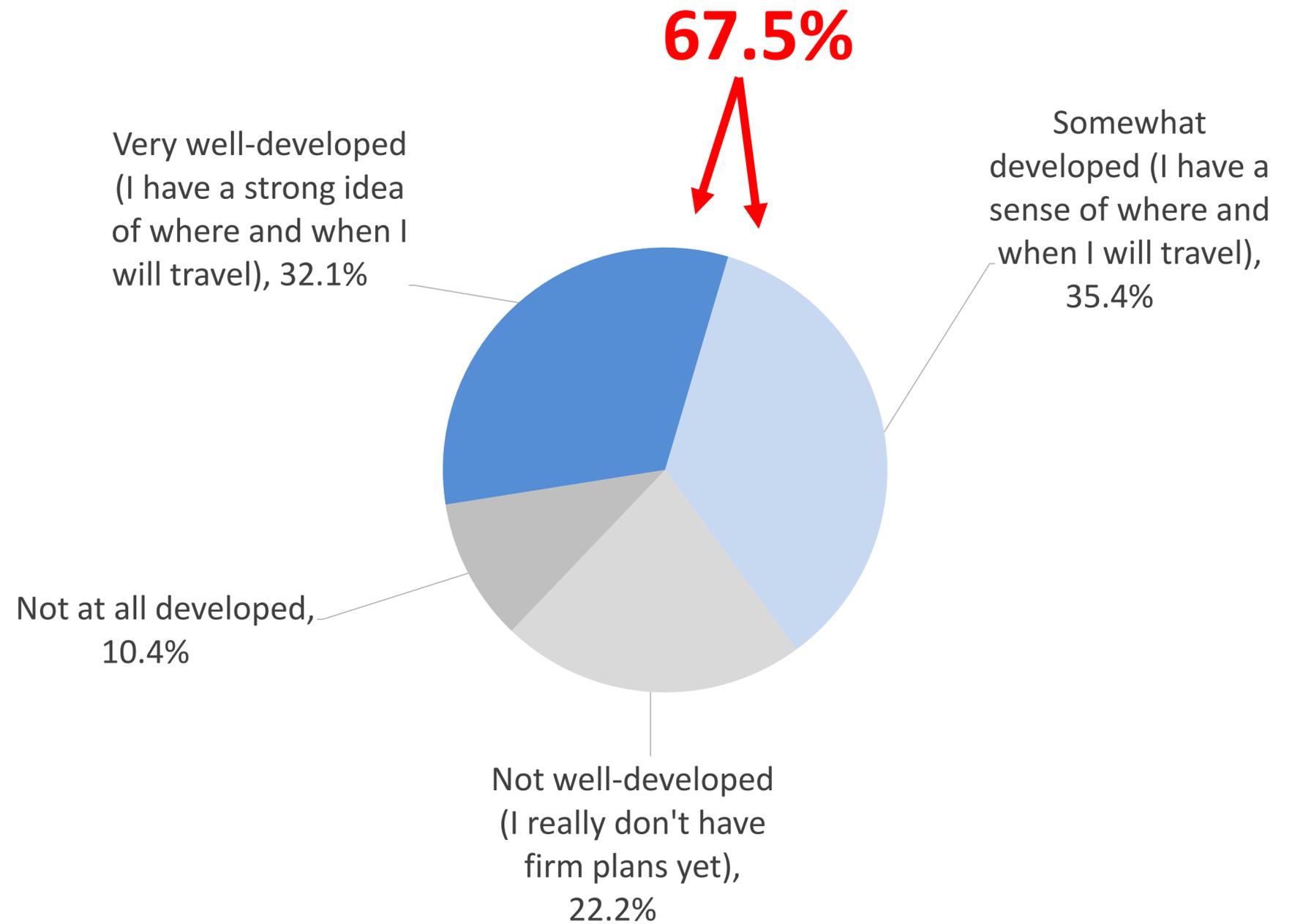
# Stage in Travel Plan Development

---

**Question:** Right now, which best describes **HOW WELL-DEVELOPED** the idea of this next leisure trip is in your mind? (Select one)

*(Base: All respondents with plans to travel in 2020, 772 completed surveys. Data collected May 15-17, 2020)*

Question added in Wave 10

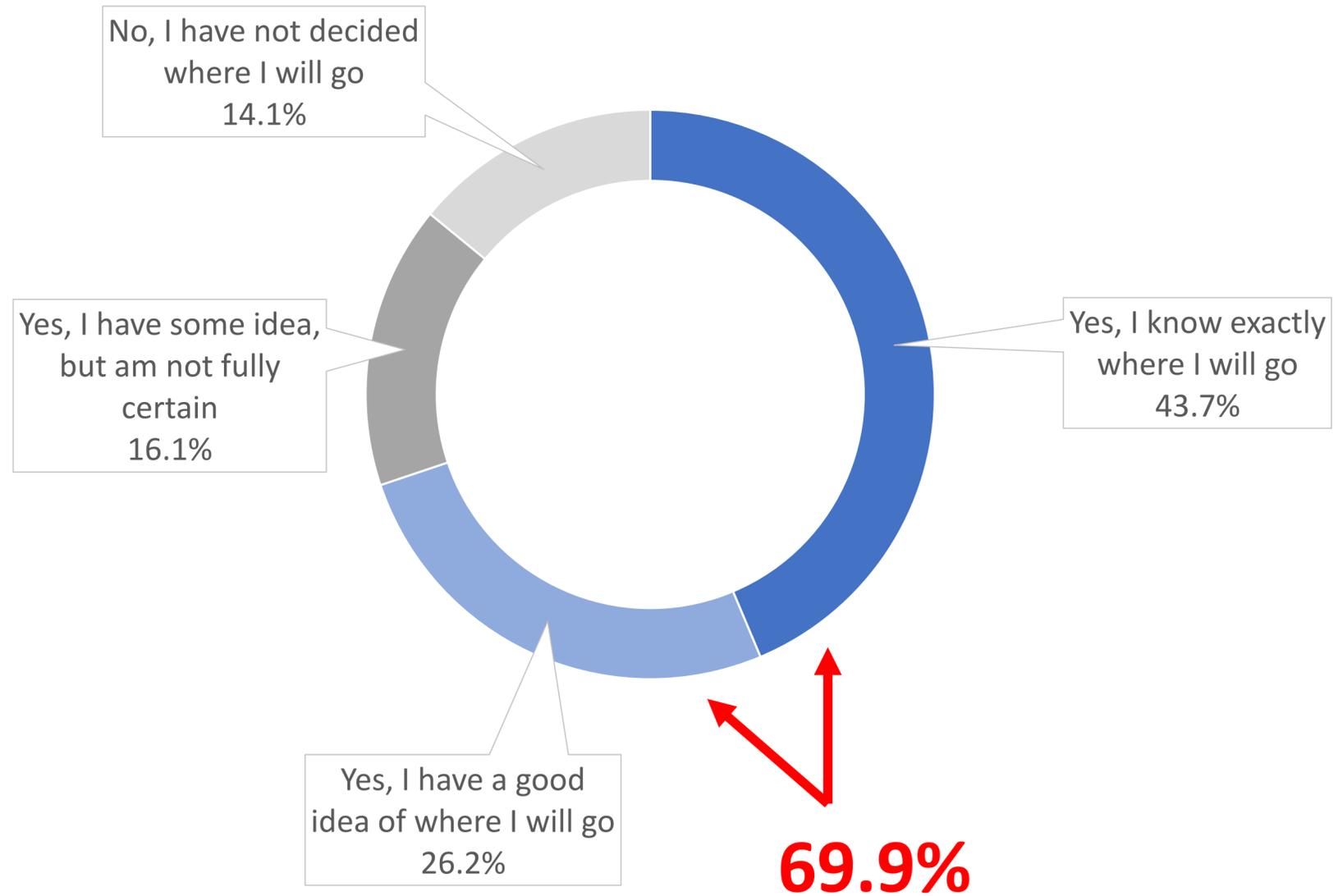


# Stage in Destination Selection

**Question:** Have you **SELECTED THE DESTINATION(S)** you will visit on your next leisure trip? (Select the one that best describes you)

(Base: All respondents with plans to travel in 2020, 772 completed surveys. Data collected May 15-17, 2020)

Question added in Wave 10



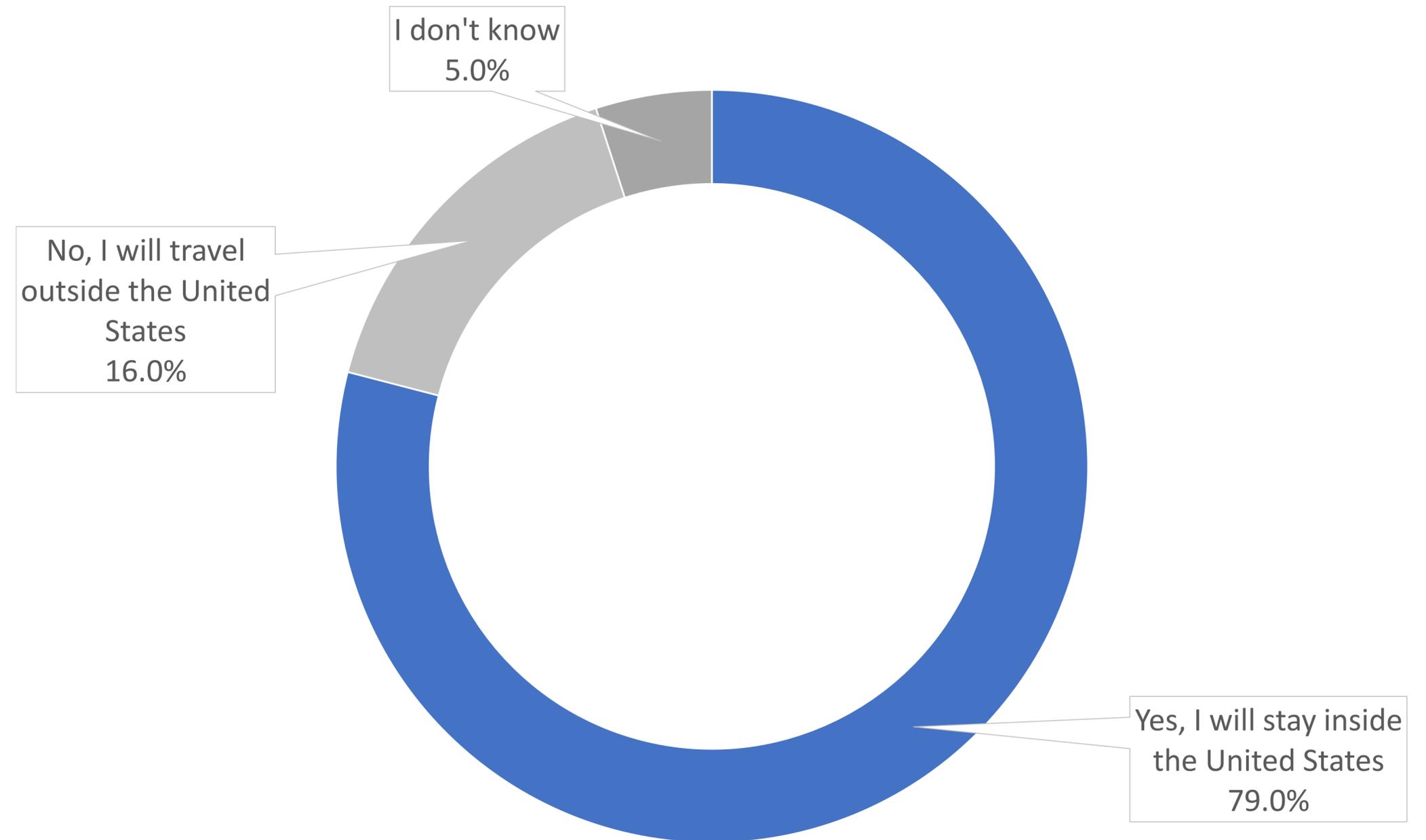
# International Travel on Next Leisure Trip

---

**Question:** Will this trip be exclusively inside the United States?

*(Base: All respondents with plans to travel in 2020, 772 completed surveys. Data collected May 15-17, 2020)*

Question added in Wave 10

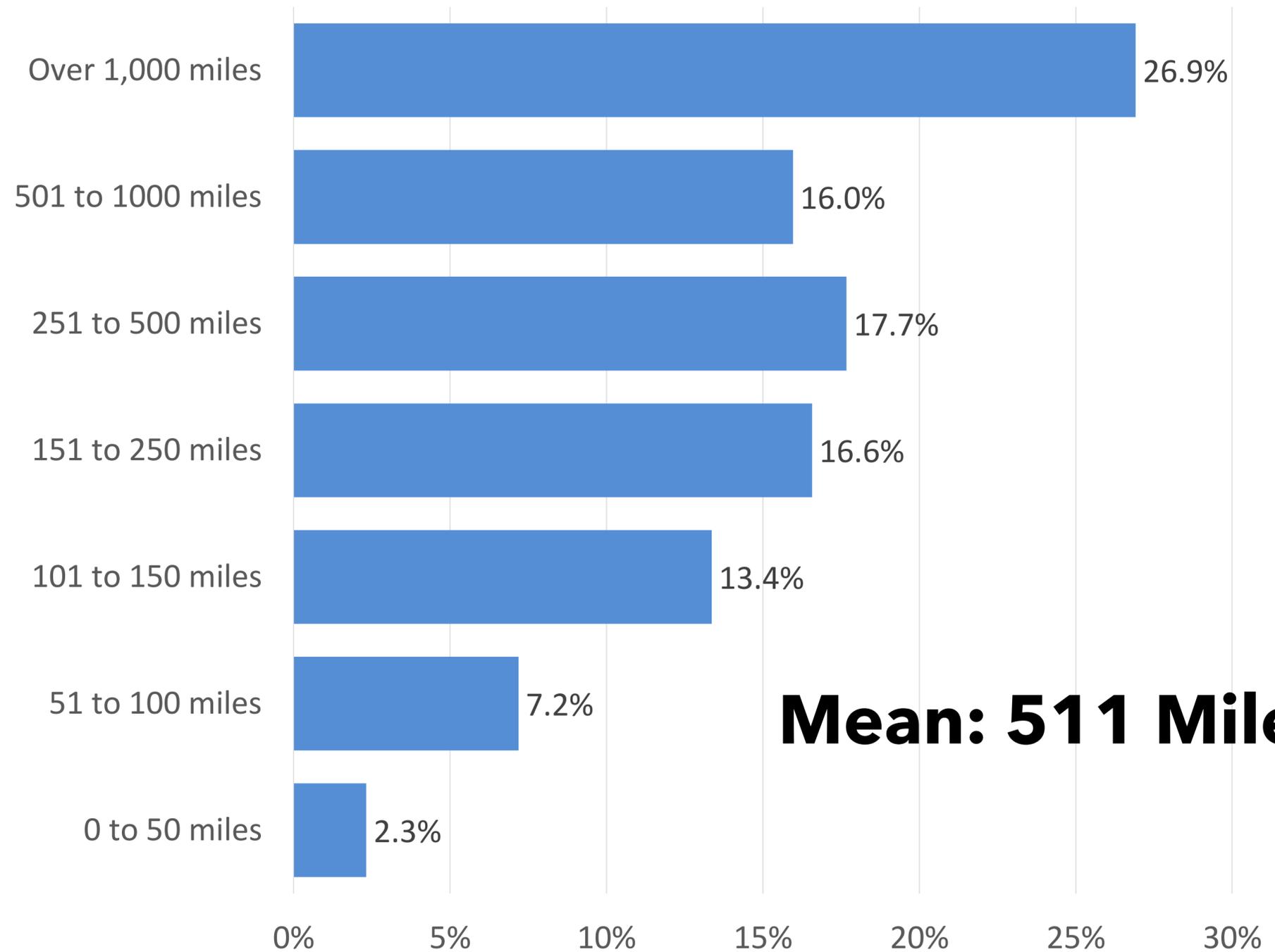


# Maximum Distance from Home

**Question:** At a maximum, how far away from your home will you travel on this NEXT LEISURE TRIP?

*(Base: All respondents with plans to travel in 2020, 772 completed surveys. Data collected May 15-17, 2020)*

Question added in Wave 10



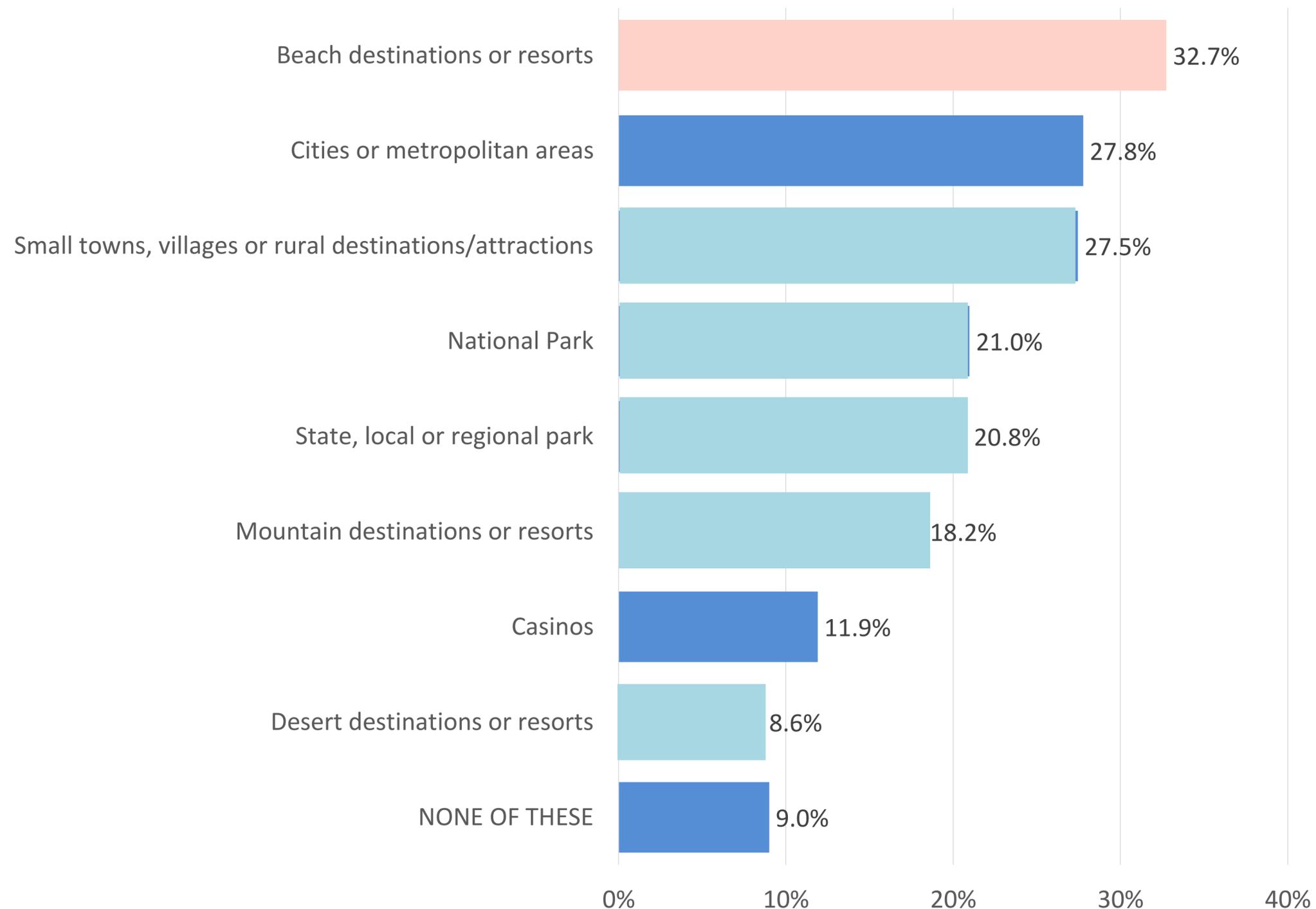
**Mean: 511 Miles**

# Destination Types Visited on Next Leisure Trip

**Question:** Which of the following will you be likely to visit on your NEXT LEISURE TRIP? (Select all that apply)

*(Base: All respondents with plans to travel in 2020, 772 completed surveys. Data collected May 15-17, 2020)*

Question added in Wave 10



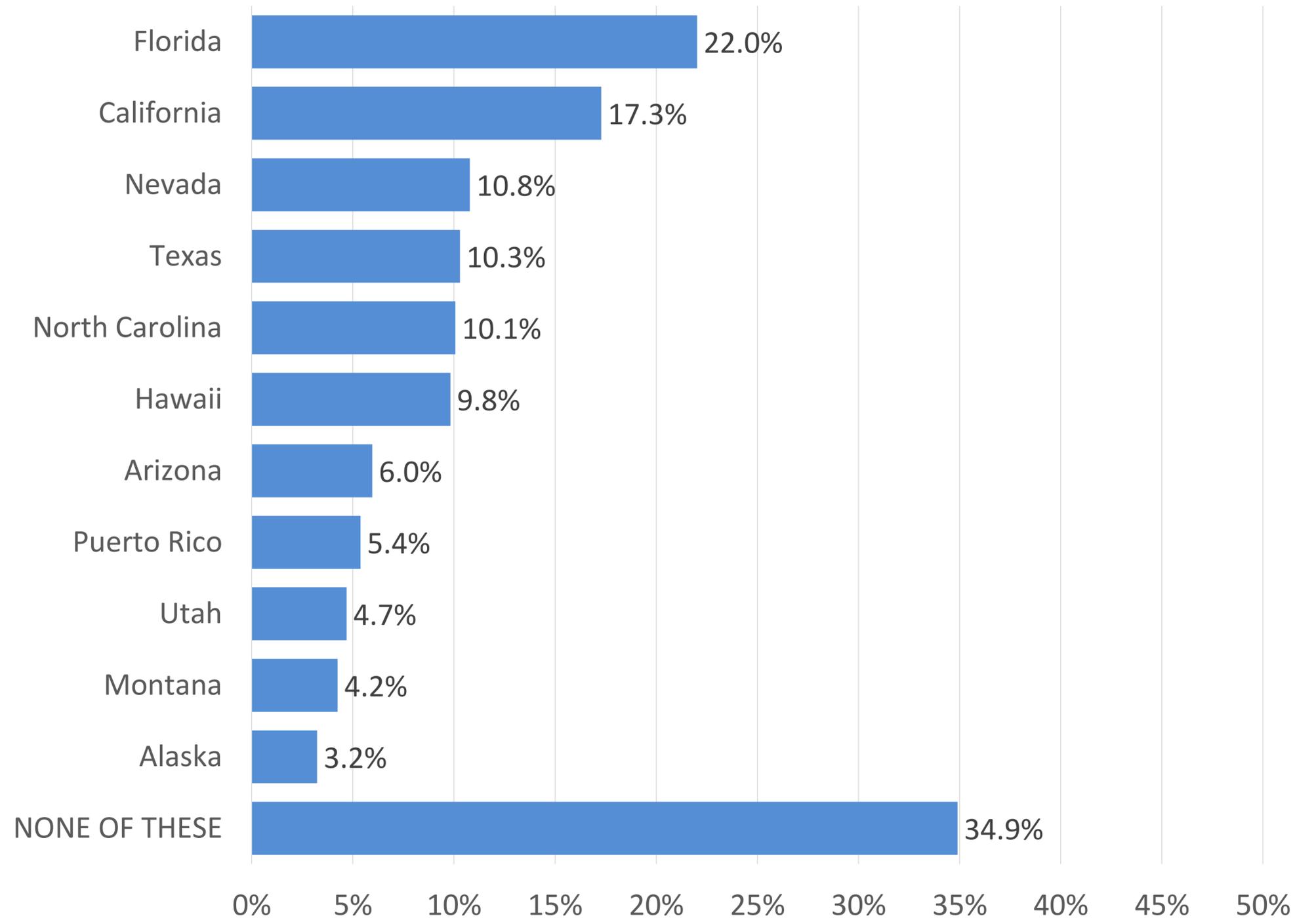


# States Visited on Next Leisure Trip

**Question:** Will you visit (or travel within) any of the following states/territories on your next trip? (Select all that apply)

*(Base: All respondents with plans to travel in 2020, 772 completed surveys. Data collected May 15-17, 2020)*

Question added in Wave 10

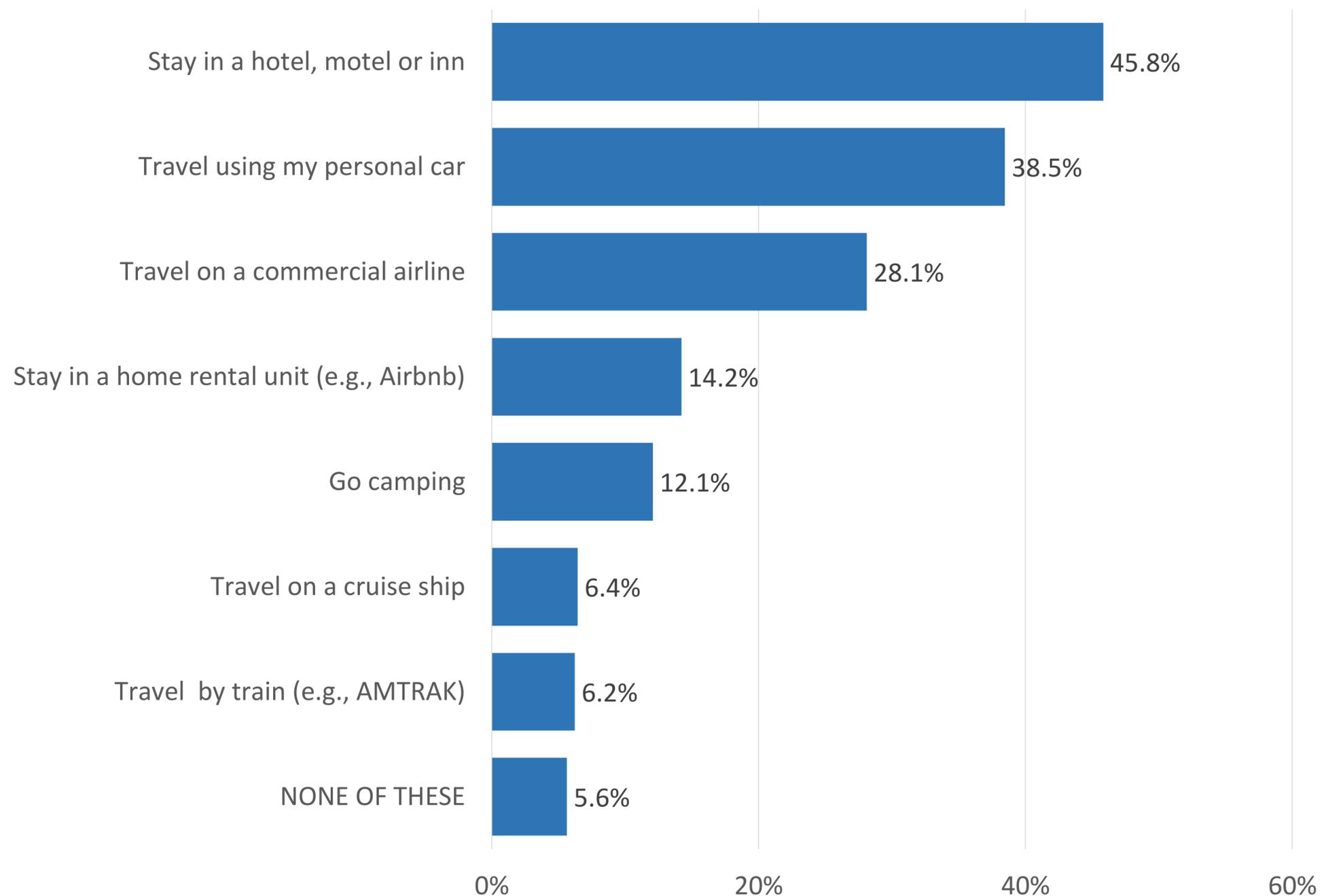


# Behaviors on Next Leisure Trip

**Question:** Which of the following will you be likely to do on your NEXT LEISURE TRIP?

*(Base: All respondents with plans to travel in 2020, 772 completed surveys. Data collected May 15-17, 2020)*

Question added in Wave 10

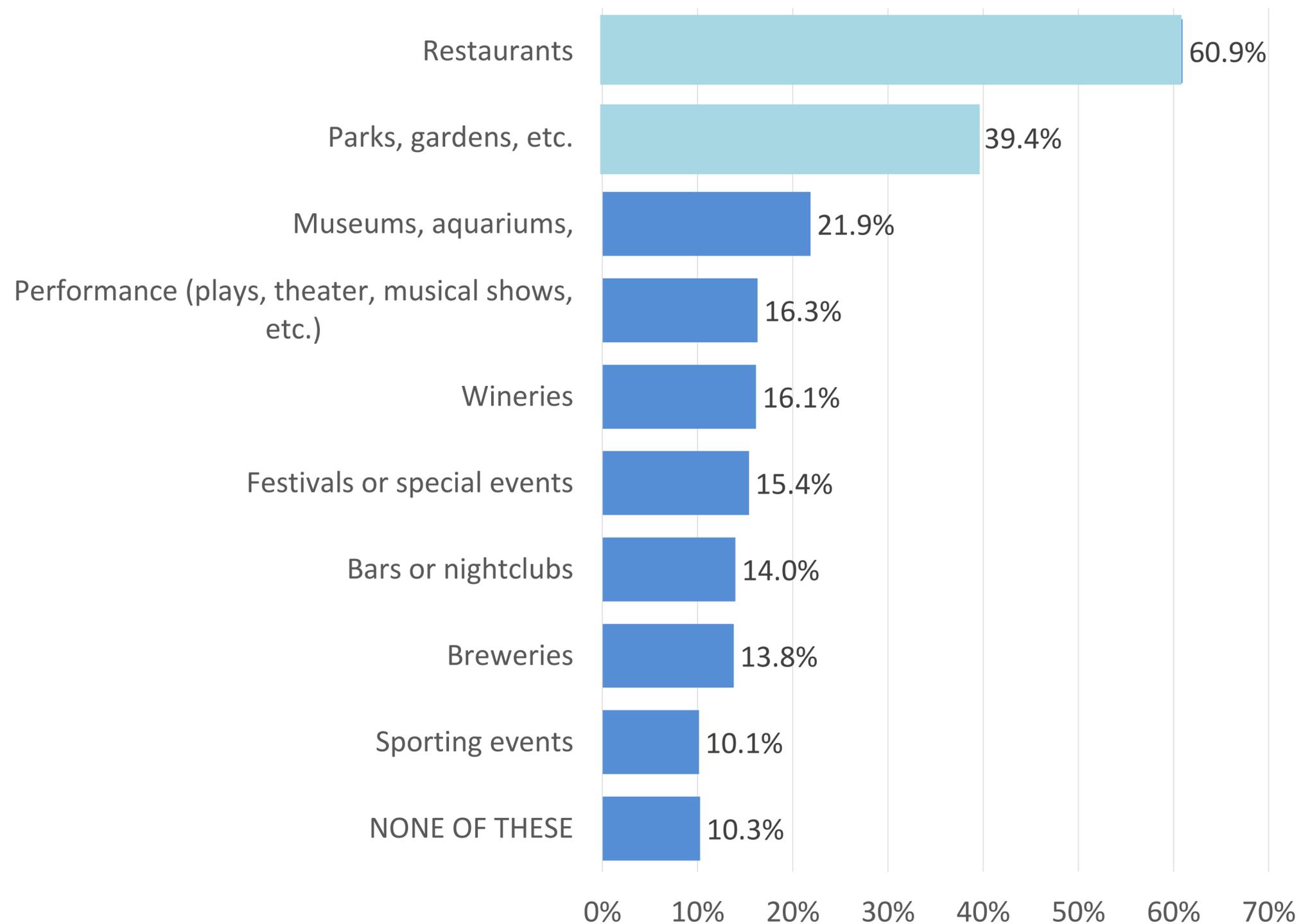


# Businesses Visited on Next Leisure Trip

**Question:** Which of these will you be likely to do on this trip?

*(Base: All respondents with plans to travel in 2020, 772 completed surveys. Data collected May 15-17, 2020)*

Question added in Wave 10



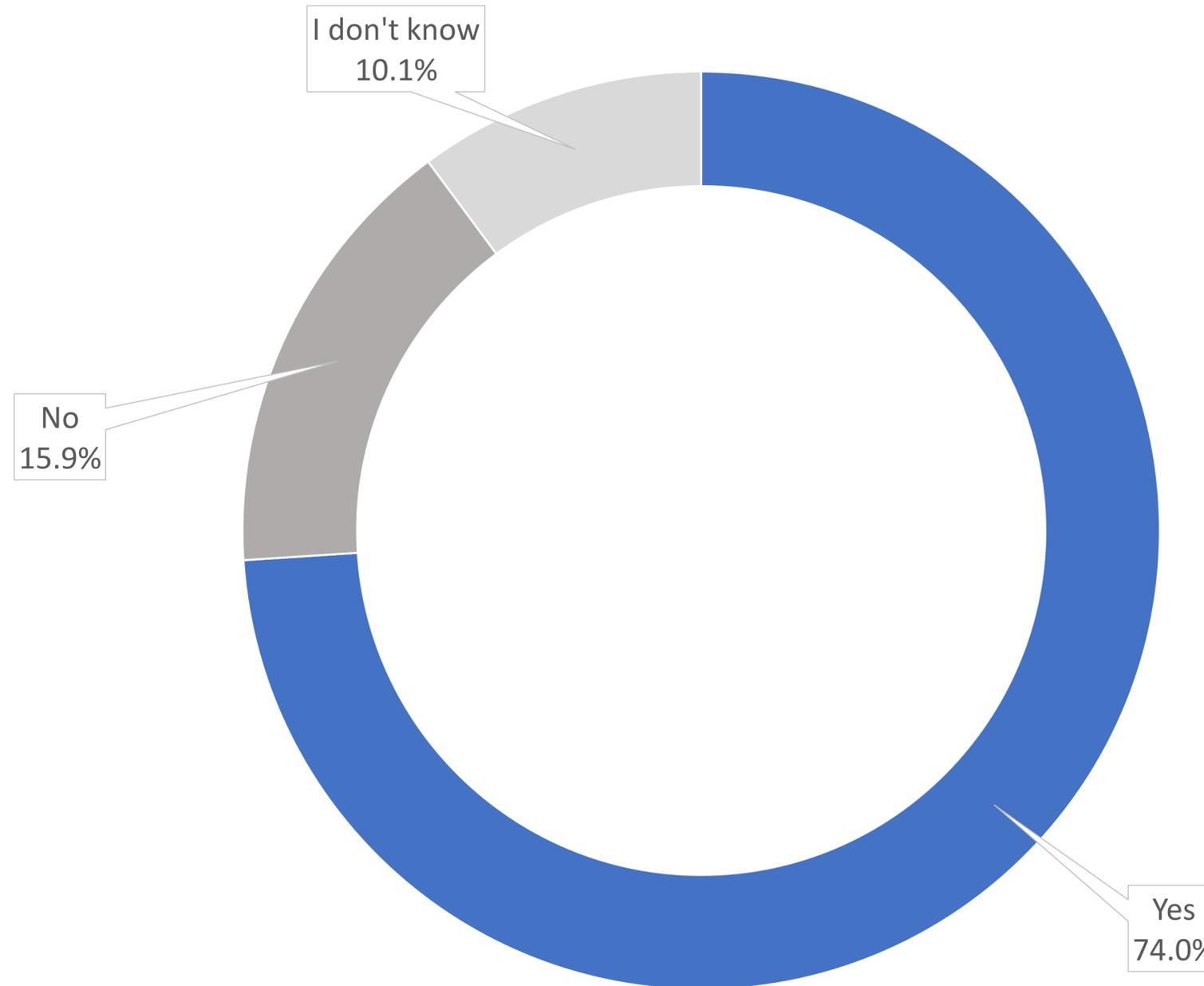
# Safety Research Prior to Next Leisure Trip

---

**Question:** Before your next leisure trip, will you research how the destination and/or its businesses are managing the Coronavirus situation?

*(Base: All respondents with plans to travel in 2020, 772 completed surveys. Data collected May 15-17, 2020)*

Question added in Wave 10



# Which of These Will You Be Likely to Do on Your Next Trip?

(% of travelers selecting any of the following)



Carry hand sanitizer  
(65.5%)



Follow social distancing  
guidelines (64.4%)



Avoid crowds  
(58.5%)



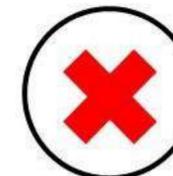
Wear a face mask  
(57.3%)



Only eat restaurant  
take-out (28.3%)

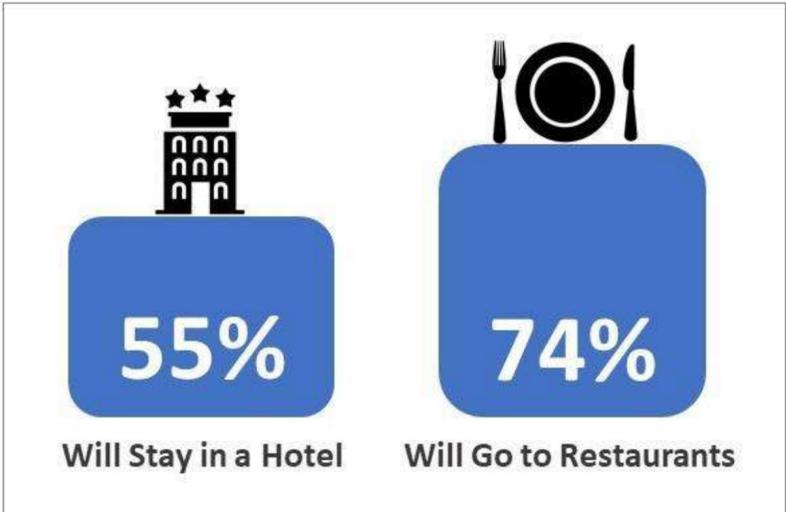


Wear gloves  
(22.8%)



None of these  
(5.7%)

# Americans Who Will Take a Vacation/ Weekend Getaway for their Next Trip



A photograph of two businesswomen standing in an airport terminal. The woman on the left is wearing a dark suit and glasses, holding a briefcase. The woman on the right is wearing a light-colored blouse and dark pants, holding a smartphone and a jacket. They are both smiling and looking towards the right. In the background, there are large windows and a luggage cart.

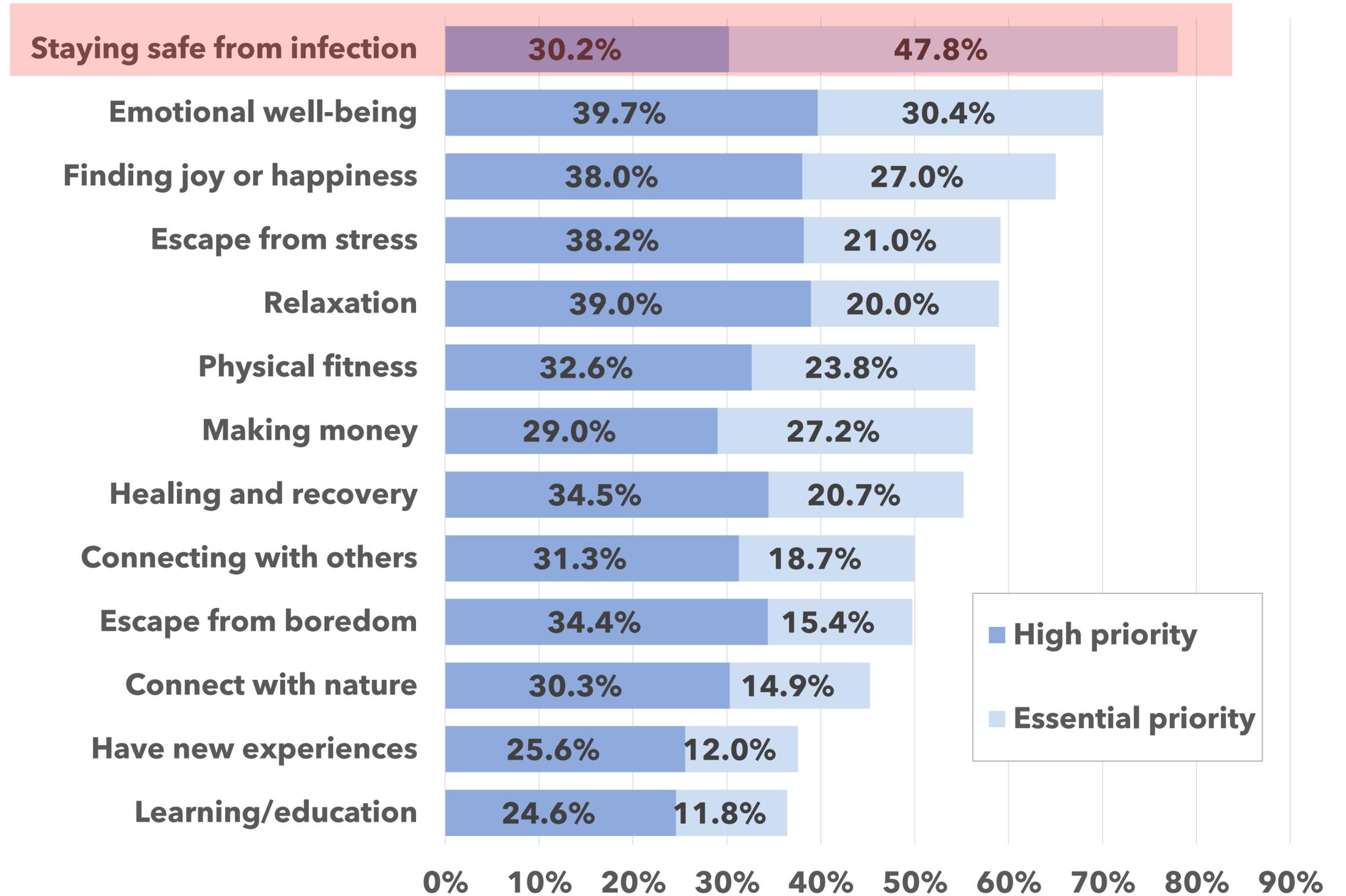
# KEY TAKEAWAYS

- **Approximately two-thirds of American travelers have a trip at least tentatively planned for 2020**
- **Most of these trips are developed to some degree, but room to influence trip decisions clearly exists.**
- **Trip distance thresholds may be further than initially anticipated**
- **Safety is paramount to their planning and won't be far for travelers' minds while on their trips. The availability of destination level information will be important**



**Do We Trust the Travel Industry?**

# Travelers' Lifestyle Priorities next 6 months



***“Travelers Need to Feel Safe in Every  
Aspect of their Journey”***

# Trust in Travel-related Companies

---

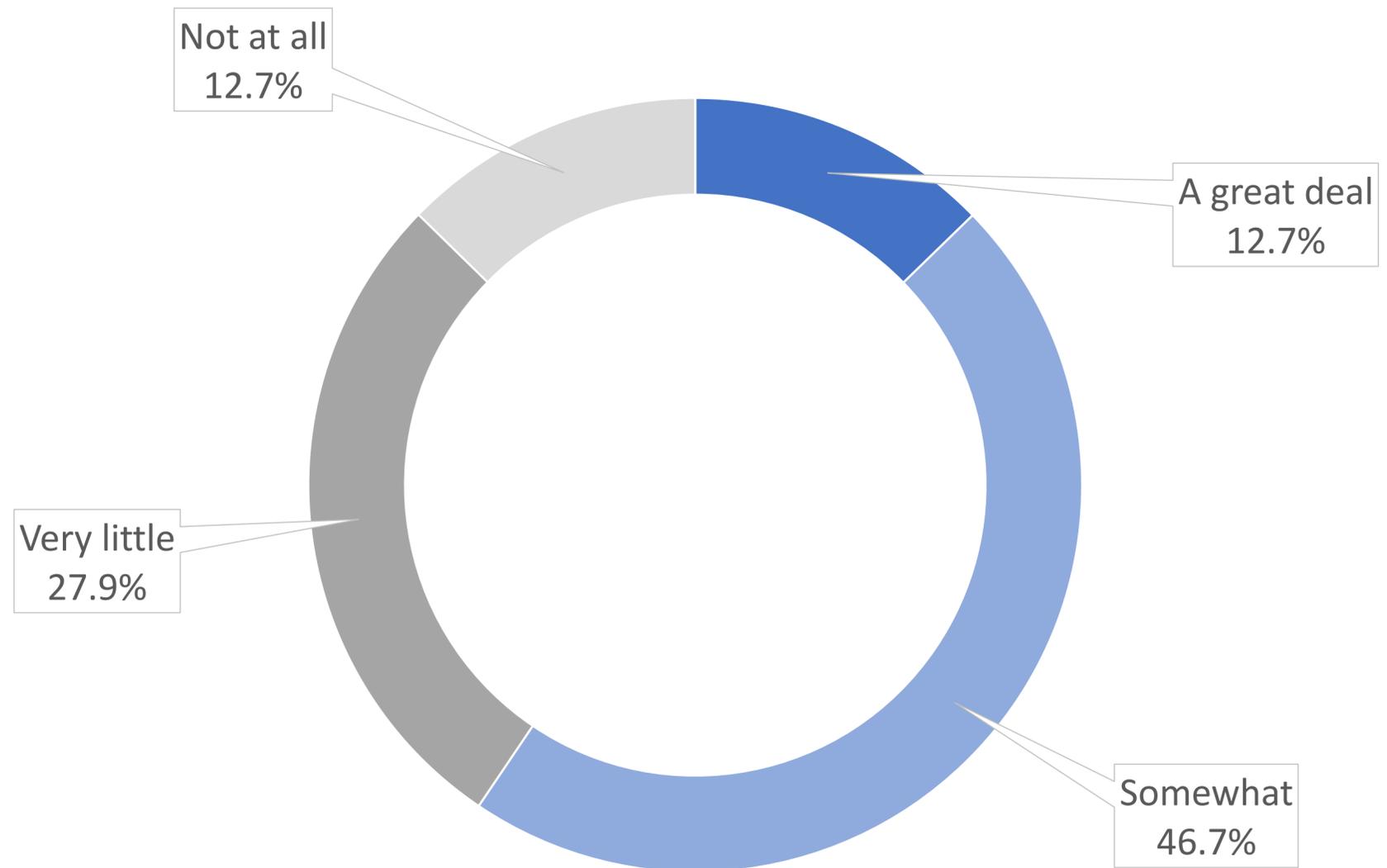
**Question:** In general, how much do you trust travel-related businesses to look out for your health while traveling? (Select one)

I trust these companies

---

*(Base: All respondents, 1,208 completed surveys. Data collected May 15-17, 2020)*

Question added in Wave 10

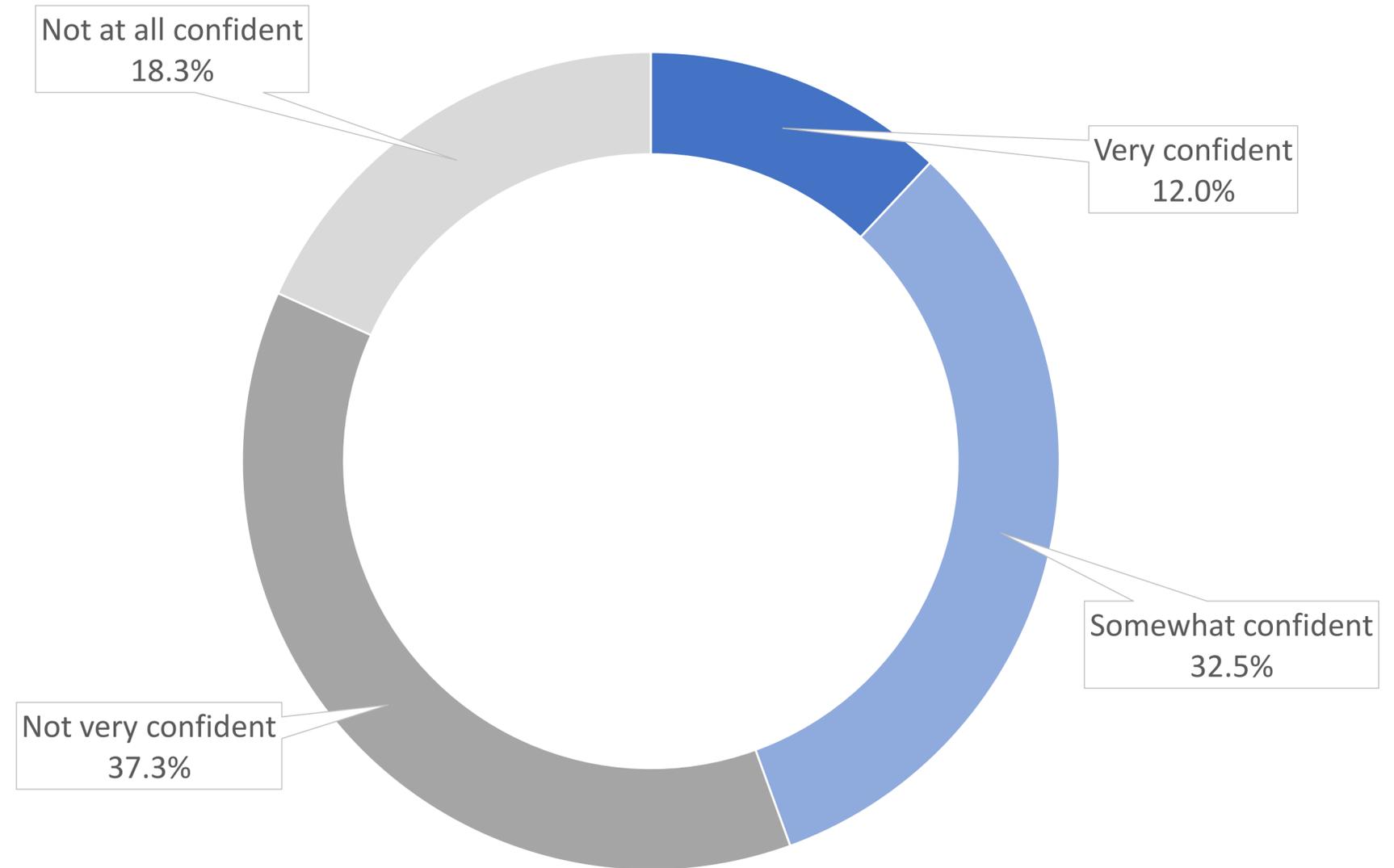


# Confidence in Re-opening Safely

**Question:** How confident are you that travel-related businesses can now open safely? (Select one)

*(Base: All respondents, 1,207 completed surveys. Data collected May 15-17, 2020)*

Question added in Wave 10



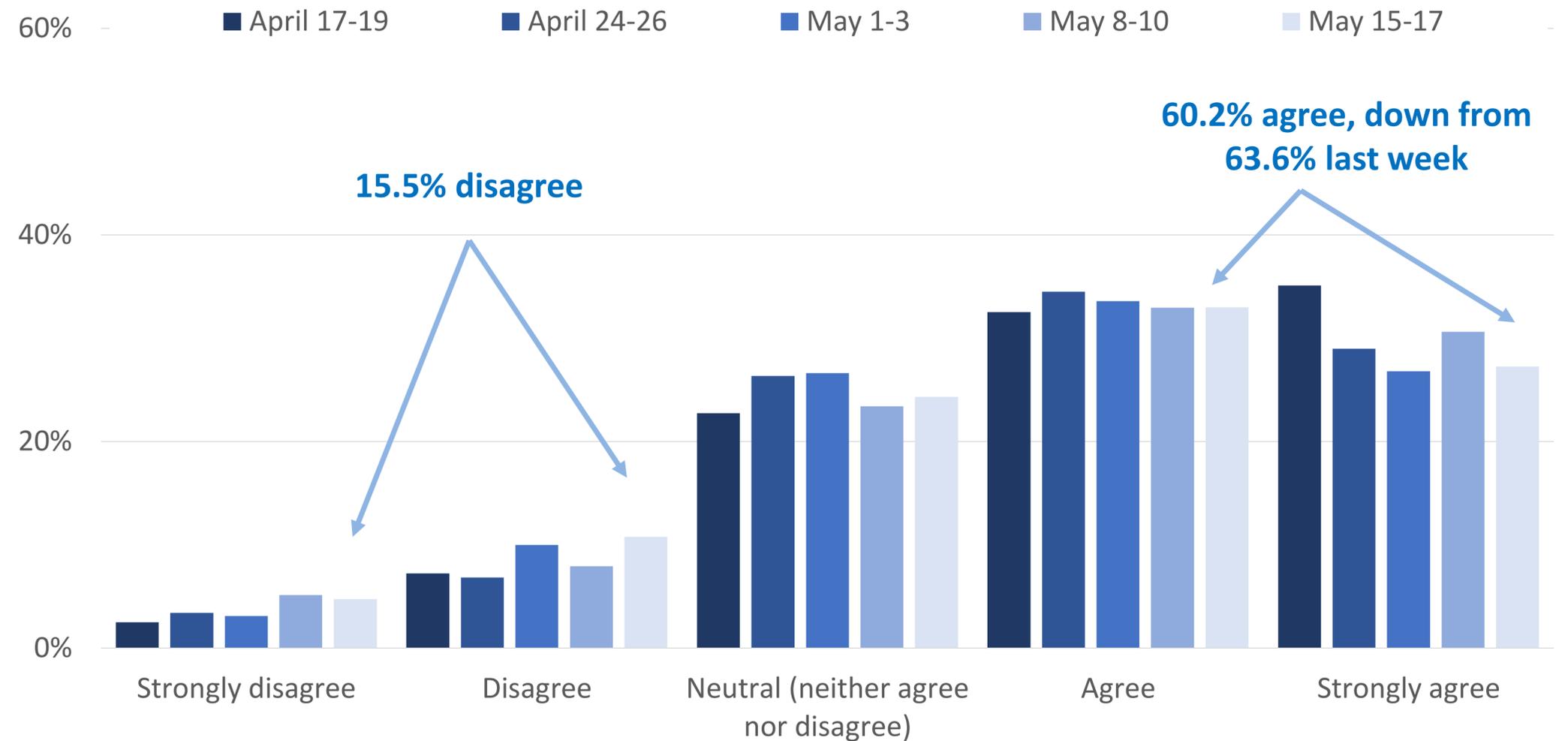
# Travelers in Community are Unwanted

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

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

*(Base: All respondents, 1,238, 1,208, 1,204, 1,200 and 1,212 completed surveys. Data collected April 17-19, 24-26, May 1-3, 8-10 and 15-17, 2020)*

**Question Added in Wave 6**



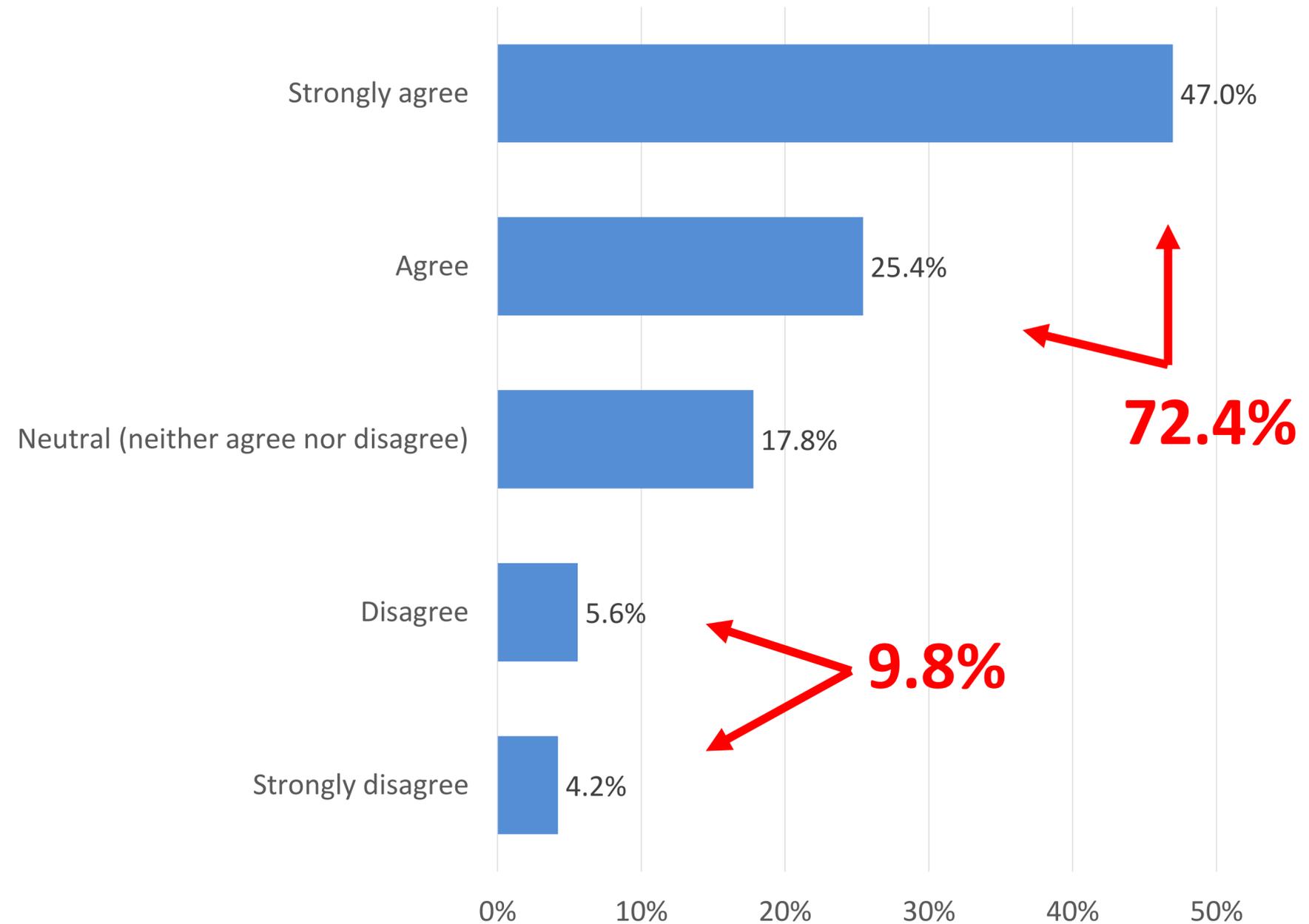
# Opinions on Face Masks

How much do you agree with the following statement?

**Statement:** In this environment, people should wear face masks when they are in public.

*(Base: All respondents, 1,212 completed surveys. Data collected May 15-17, 2020)*

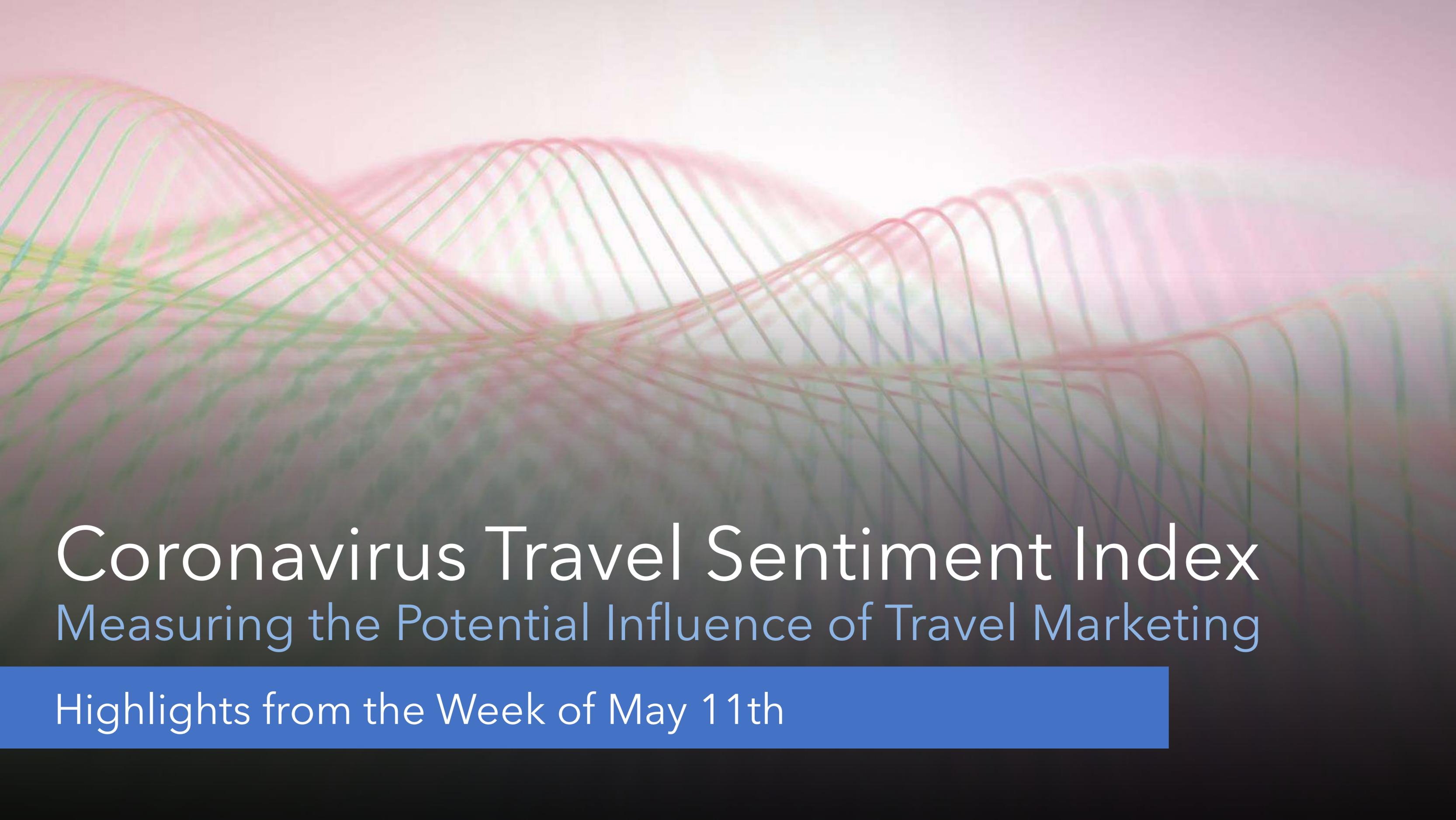
Question Added in Wave 10



A photograph of two rolling suitcases, one purple and one yellow, standing on a wet, reflective surface. The background is a blurred outdoor setting with a railing and a building.

# KEY TAKEAWAYS

- **Travel businesses should not assume their guests are entirely trusting of them to take care of their health right now and should take extra measures to earn this trust**
- **Most travelers are not yet convinced that the industry can now safely reopen**
- **Rural residents are the least comfortable with tourists, setting up some potential tension if there is increased visitor volume and lack of hygienic behavior**



# 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.



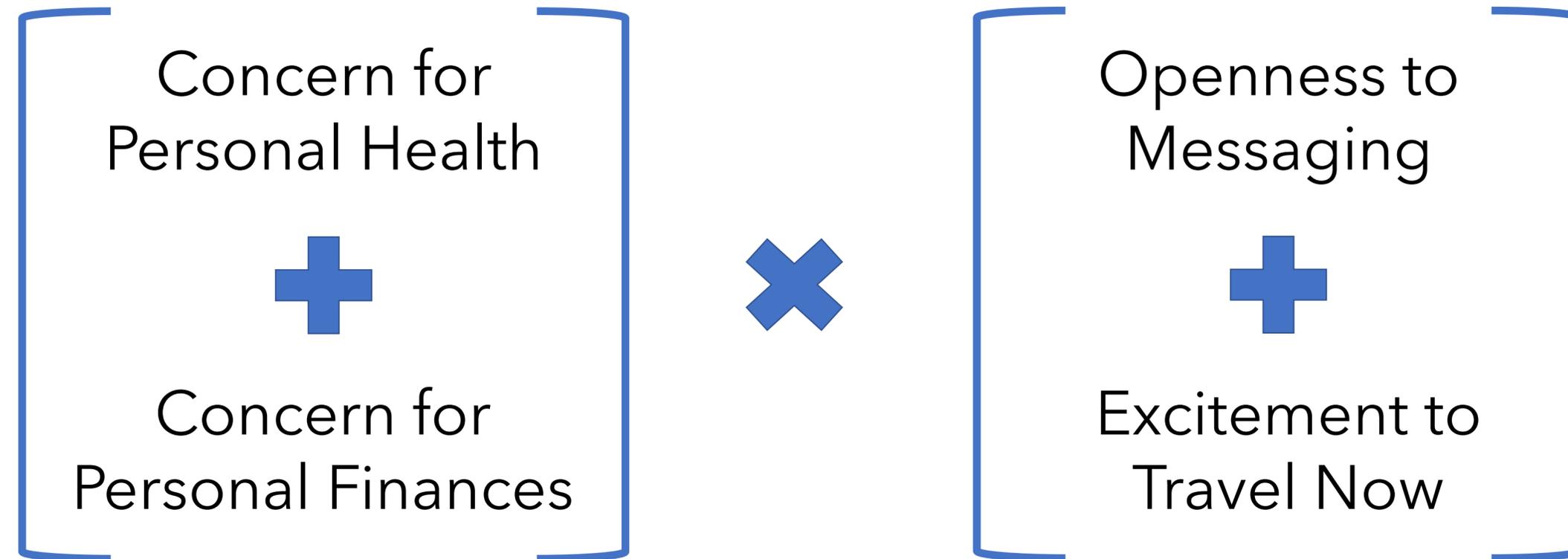
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.



The goals are to identify:

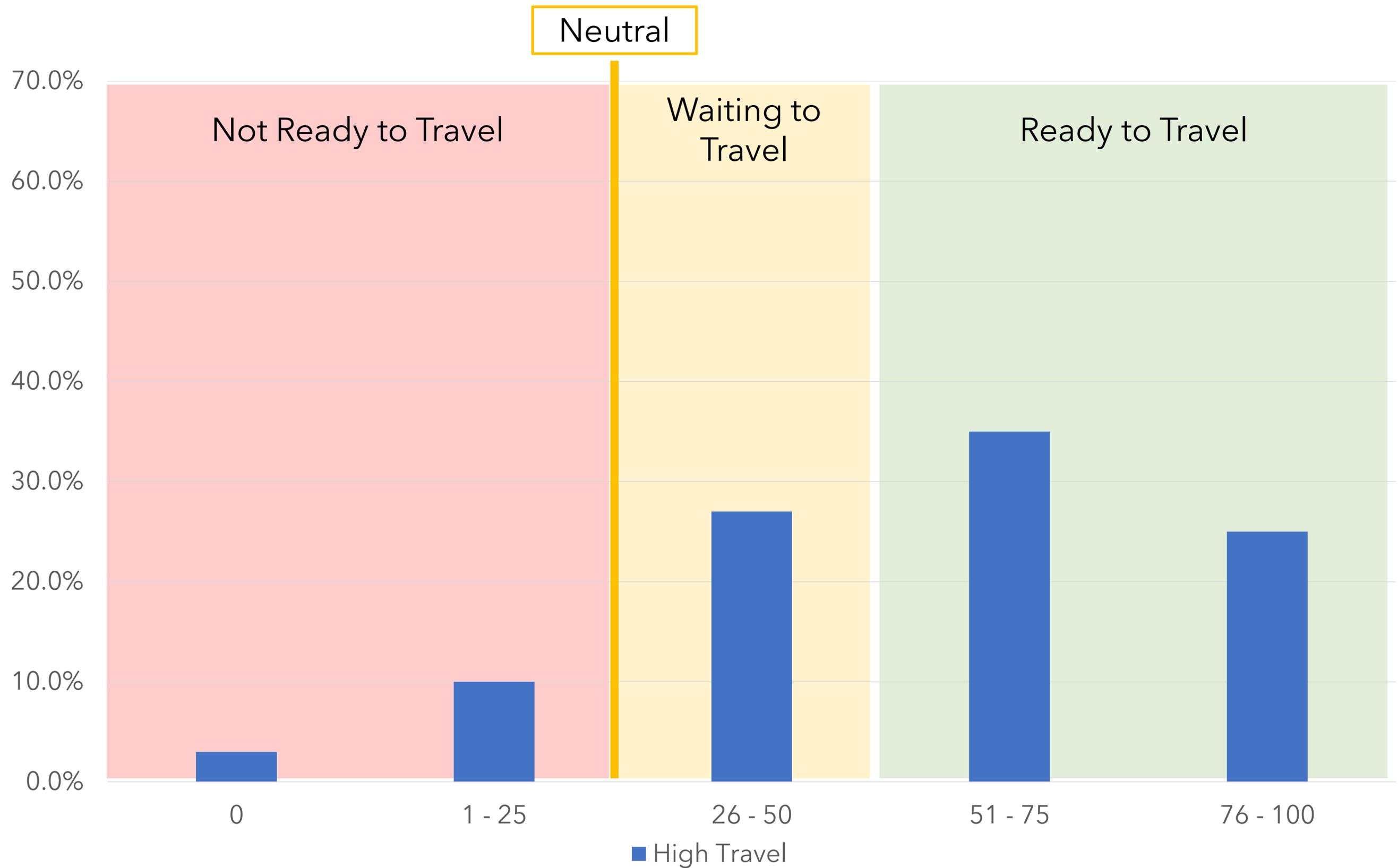
- WHO are the traveler segments that appear receptive to travel marketing and
- WHEN will they be ready to travel

# Predictive Index Formula

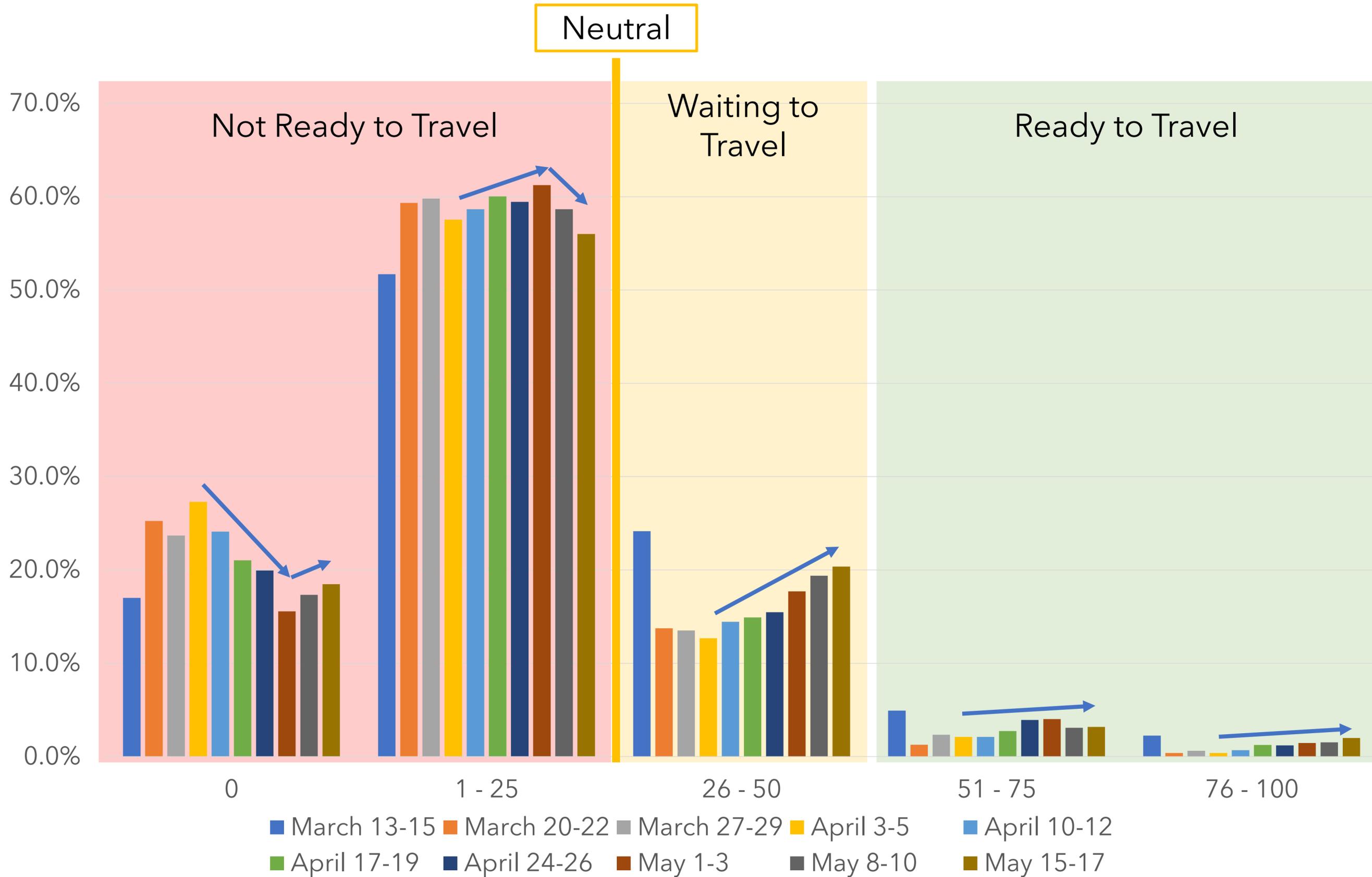


\*Normalized to a 100pt scale

# Healthy Travel Outlook



# Travel Outlook: Week of May 11<sup>th</sup>

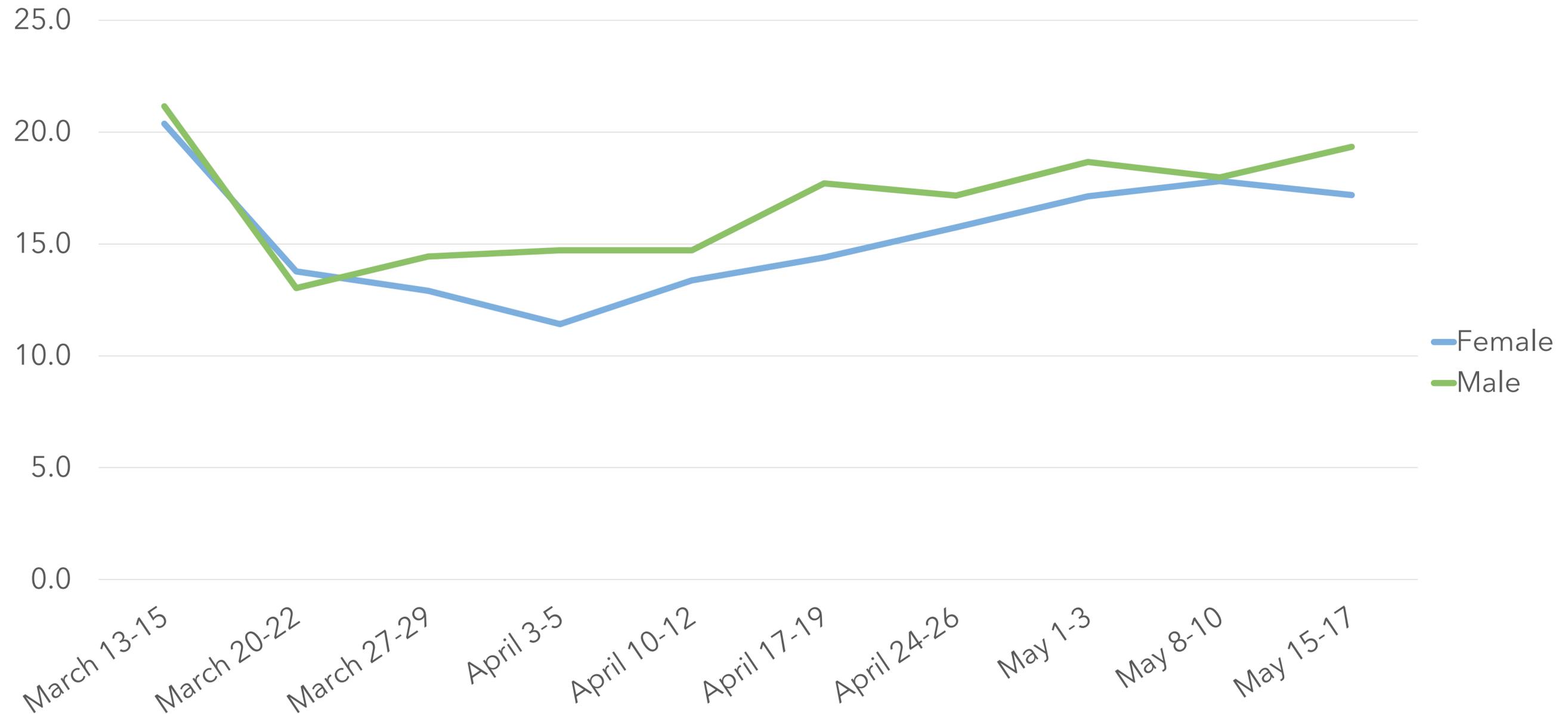




# Gender

## Points of Interest:

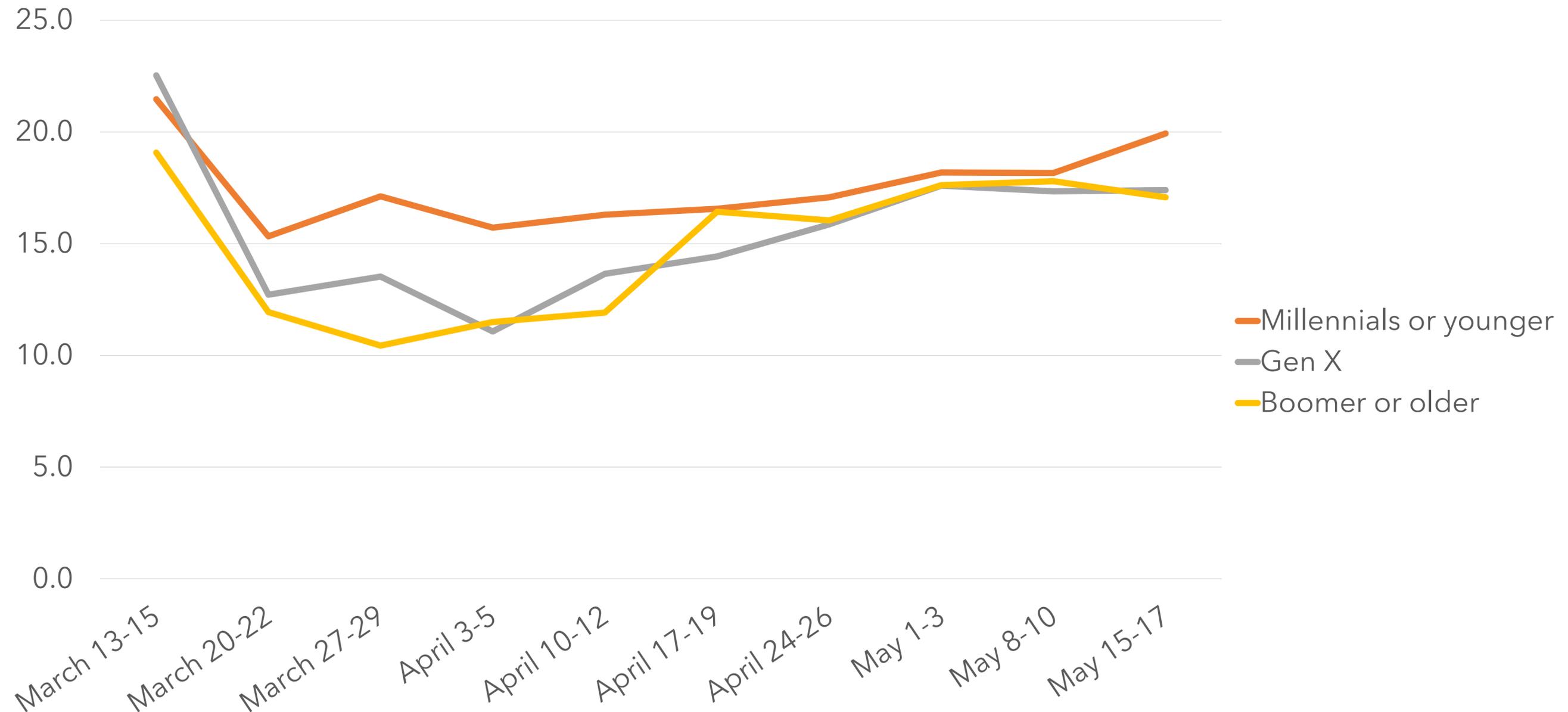
- Financial concerns for men dropped slightly this week while safety concerns for both men and women remained consistent with previous waves.
- A third of women this week said they have no plans to travel in 2020 (33.2%) while only a quarter of men (26.0%) said the same.



# Generation

## Points of Interest:

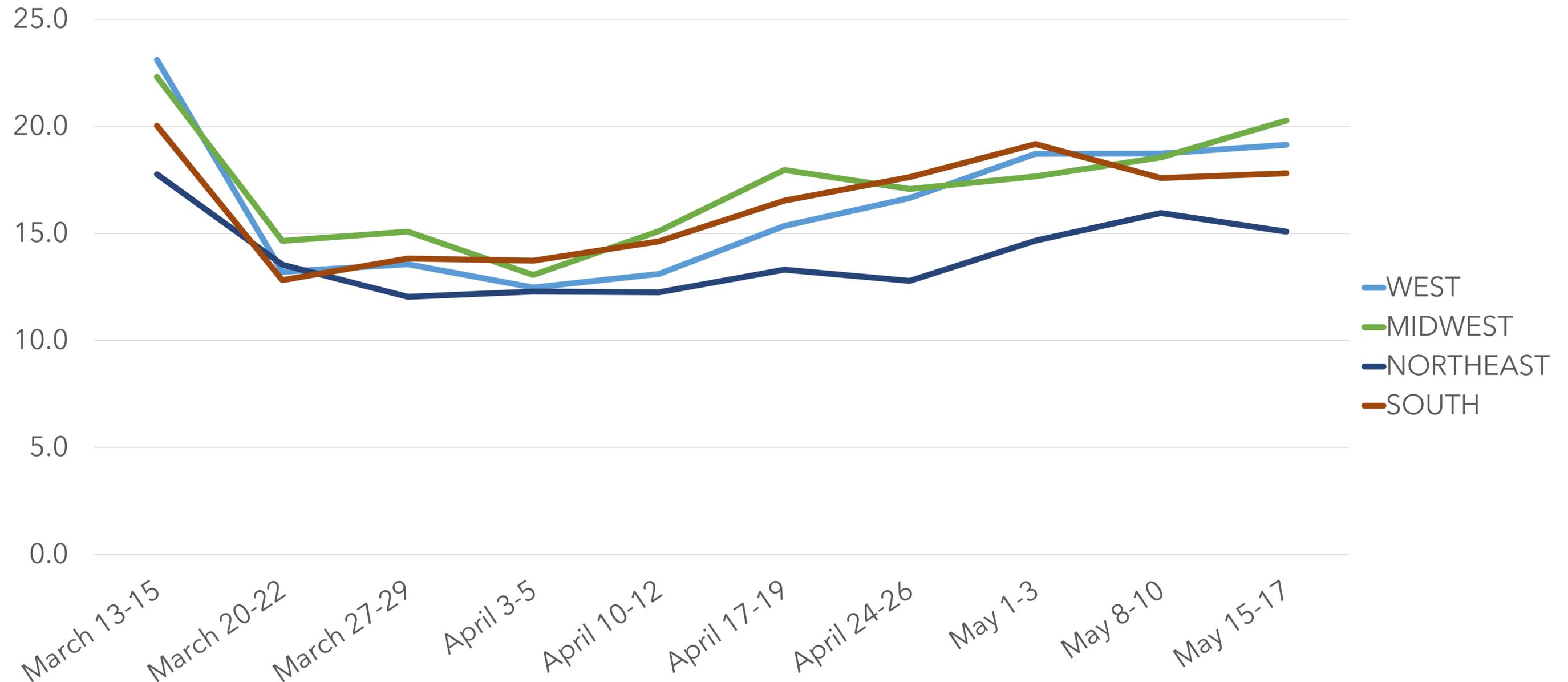
- Millennials reported a slight drop in safety concerns this week while safety concerns for Gen X and Boomers slightly grew.
- Millennials this week show optimism for the severity of the coronavirus situation; 34.5% (down from 45.5% last week) said they expect the situation to get worse or much worse. Comparatively both Gen X and Boomers showed little change in this expectation week over week.



# US Region

## Points of Interest:

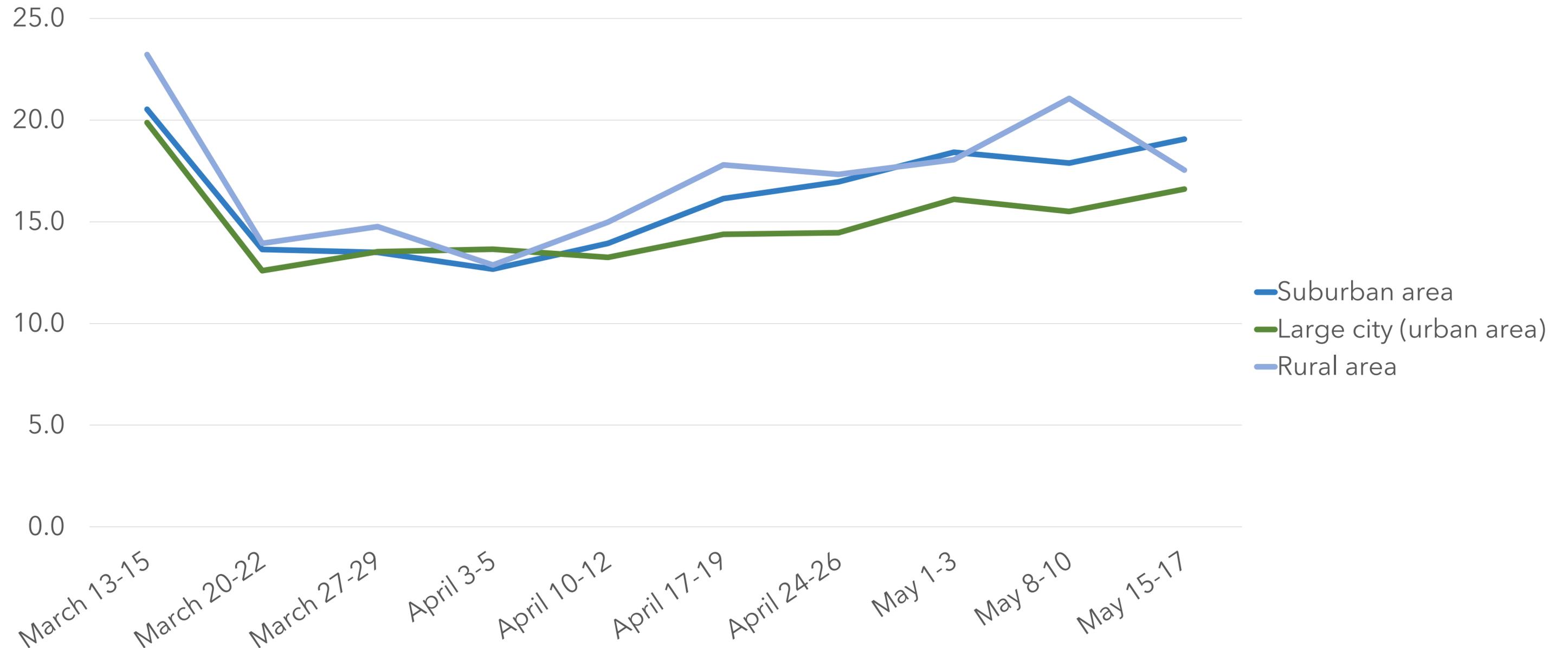
- Safety concerns in the West grew this week while similar concerns dropped in the Midwest and remained consistent in the Northeast and South.
- Financial concerns also dropped in the Midwest but grew in the Northeast
- Both excitement to travel and openness to messaging grew overall this week.
- Excitement grew most notably in the West and Northeast while openness grew most significantly in the South



# Type Of Residence

## Points of Interest Impacting Index Scores:

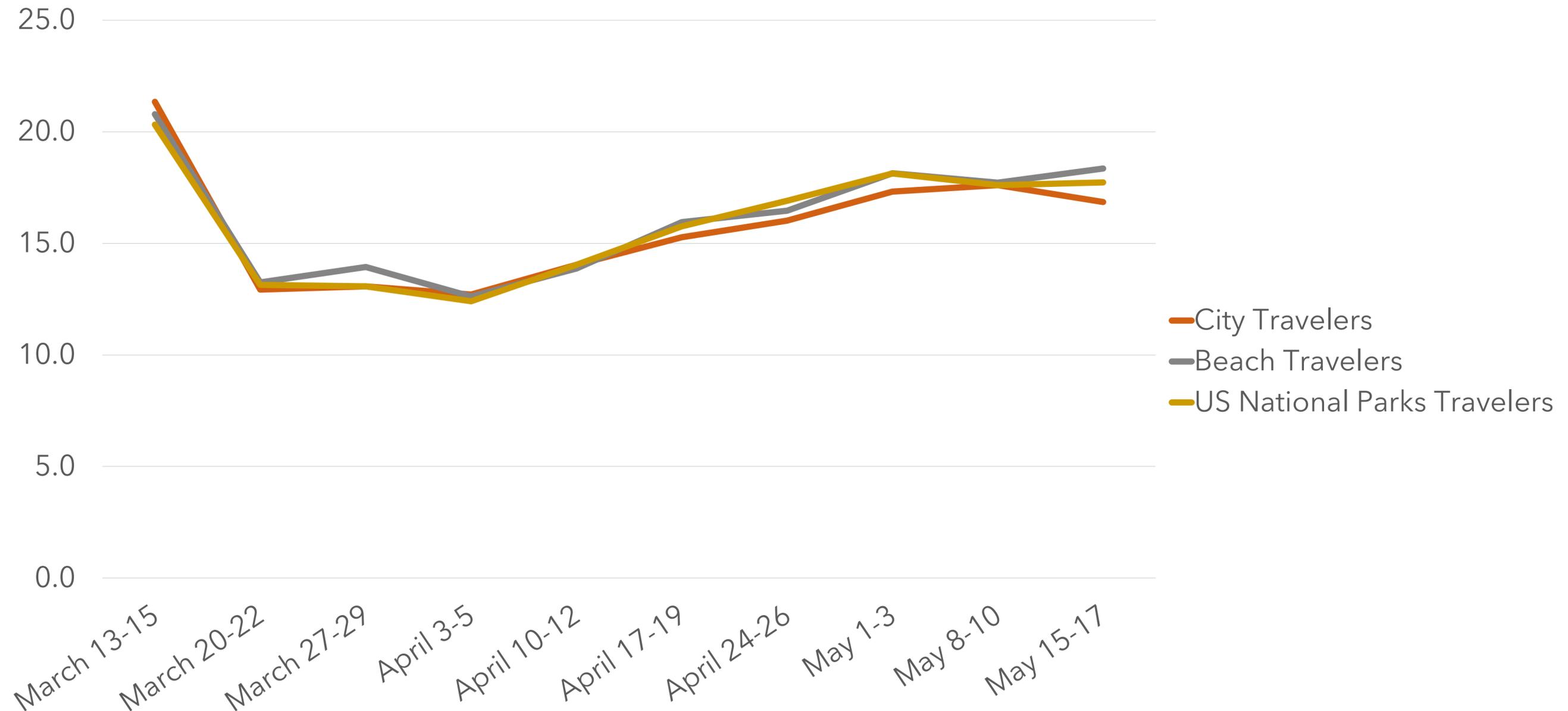
- Showing a dramatic shift from last week, Rural respondents showed the highest levels of both personal and financial concerns this week compared to their Urban and Suburban counterparts
- Excitement to travel also dipped this week for Rural respondents

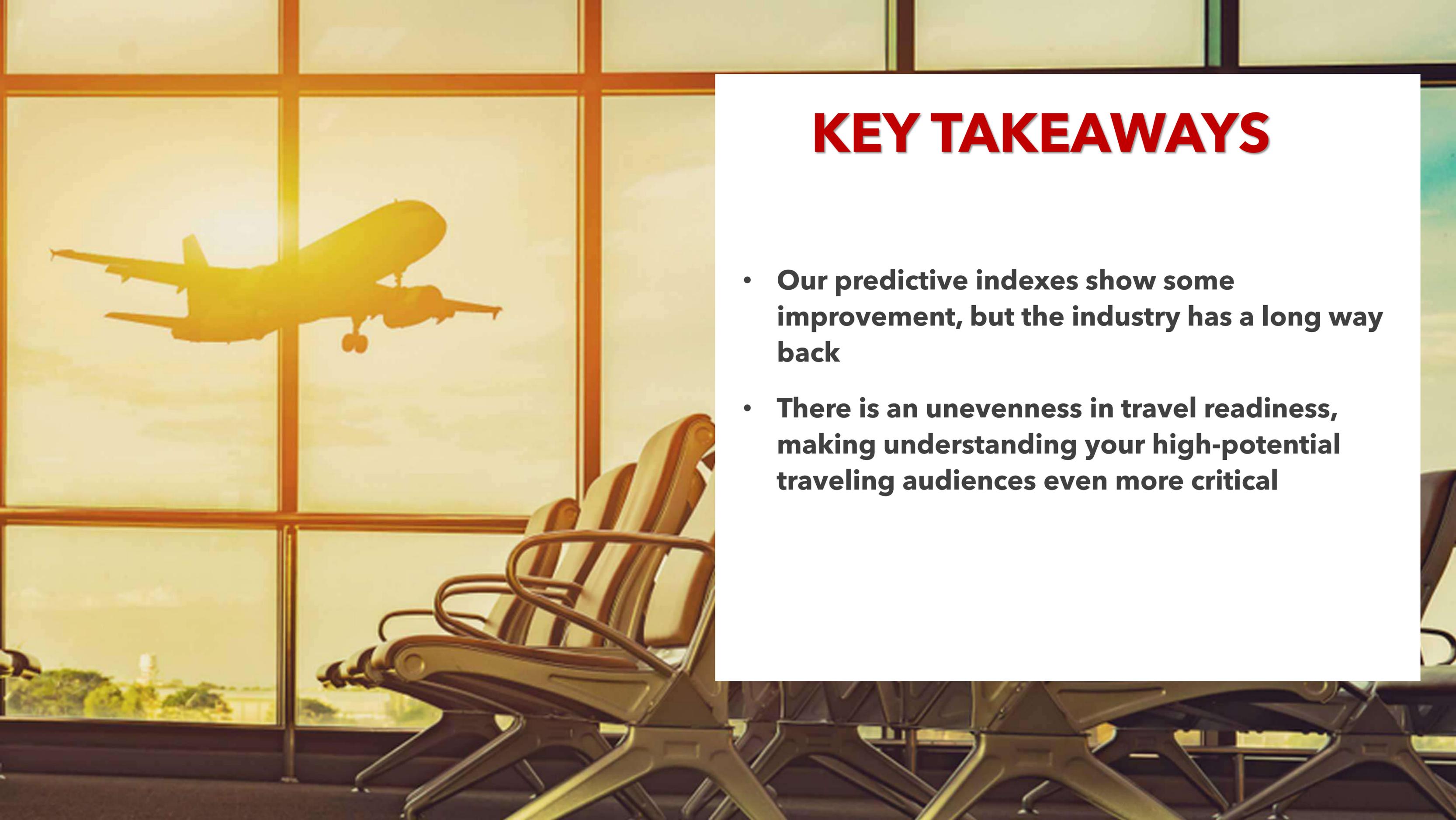


# Favorite Destination Types

## Points of Interest:

- Travelers who love beach destinations report the highest relative excitement for travel this week.
- Travelers who love cities report higher levels of safety concerns than beach and national park travelers.
- However, city travelers report wanting to travel the furthest distance from home on their next leisure trip.



A photograph of an airport terminal interior. In the foreground, several rows of empty, modern airport-style chairs are visible. In the background, a large window looks out onto a bright sky. A silhouette of a commercial airplane is seen flying through the window, positioned in the upper left quadrant. The overall lighting is warm and golden, suggesting a sunrise or sunset.

# KEY TAKEAWAYS

- **Our predictive indexes show some improvement, but the industry has a long way back**
- **There is an unevenness in travel readiness, making understanding your high-potential traveling audiences even more critical**

# 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

[info@destinationanalysts.com](mailto:info@destinationanalysts.com)



# Resources for Tourism Advocacy & Recovery

[destinationanalysts.com](http://destinationanalysts.com)

THIS YEAR ▼ 32.8876  
▲ 42.9841

# ROI





# Upcoming for You

- Meeting Planner Sentiment Survey Findings
- Early Insights from the DMO Website Importance Study
- Online Focus Groups with Travelers
- Traveler Segment Profiles

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