



# Coronavirus Travel Sentiment Index

Presentation of Findings  
*Week of June 1<sup>st</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.



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<https://destination-analysts-coronavirus-travel-sentiment-index-report.square.site/>

**THANK YOU**  
so much to our clients and partners who have





# **Presentation deck and webinar recording available on our website:**

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



problematic statistical

report method

Survey result

select

analysis

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 12 data (fielded May 29<sup>th</sup>-31<sup>st</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





## 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.

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A cluster of coronavirus cases was reported in Arkansas after a swim party

By [Melissa Alonso](#) and [Nicole Chavez](#), CNN  
Updated 5:29 PM ET, Sun May 24, 2020



A successful SpaceX shuttle launch is exactly what 2020 needed



[Mike D. Sykes, II](#)  
May 30, 2020 4:57 pm

Finally, some good news to talk about for a bit.

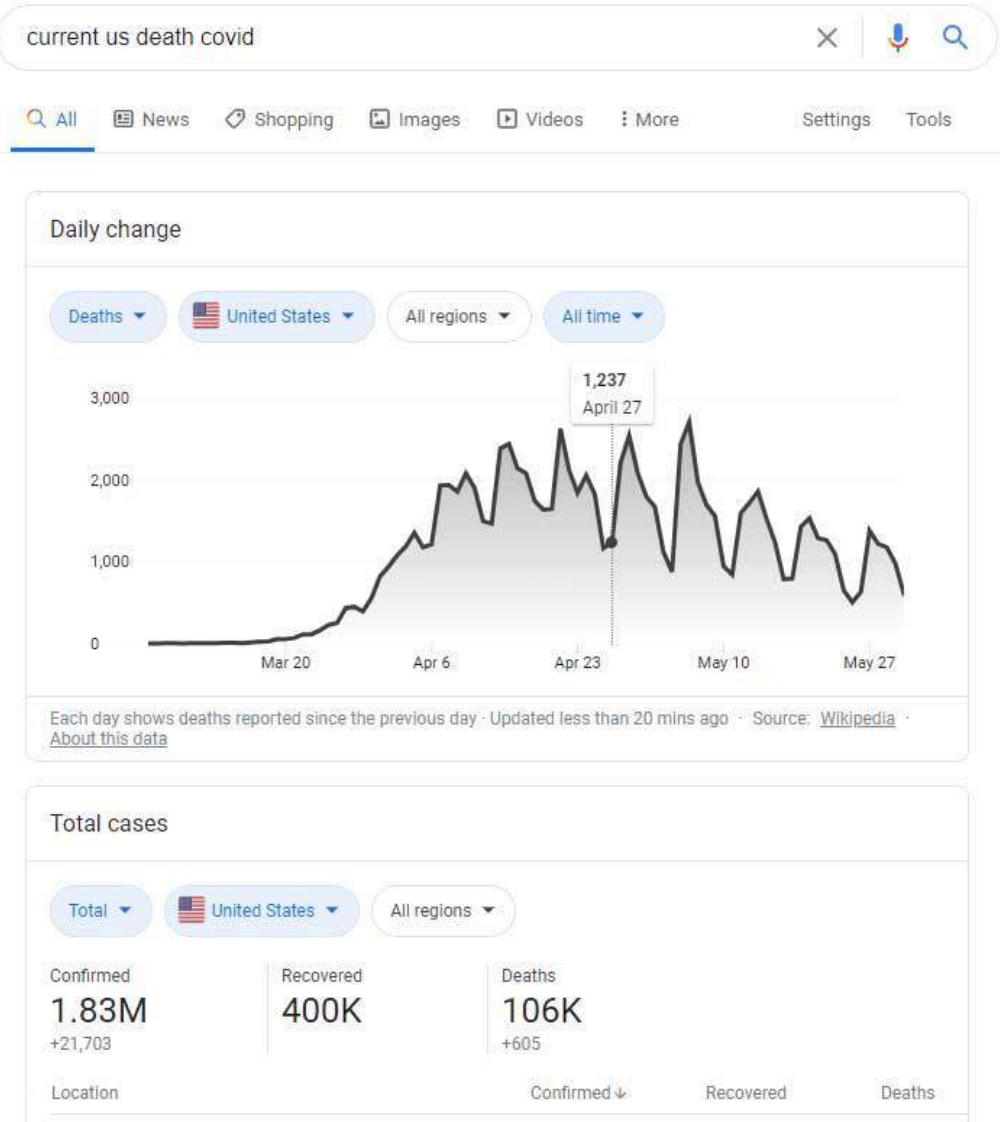
George Floyd protests go international as demonstrations break out across the world

*Demonstrators gathered outside the U.S. Embassies in London and Berlin.*

By [Guy Davies](#)  
June 1, 2020, 2:51 AM • 6 min read



**Violent protests create turmoil across the nation**  
*Police and protesters clash in cities around the nation.*







PHOTOGRAPH BY ROBIN UTRECHT,  
HOLLANDSE HOOGTE/REDUX

| CORONAVIRUS COVERAGE |

## Is it safe to travel now? It depends.

Here are the best practices for getting on the road without endangering your health—or anyone else's.

BY JOHANNA READ  
PUBLISHED MAY 28, 2020

Although many restrictions are still in place.



## Vacation Towns Reopen From Lockdowns, and the Locals Are Torn

Influx of tourists to places like Lake Havasu, Ariz., is a boon to the economy, but residents worry about Covid-19 outbreaks



Thousands of visitors flocked to beaches and joined a boat parade that mixed a tribute to the military and President



PHOTOGRAPH BY MARIO TAMA, GETTY IMAGES

## Summer at America's national parks kicks off with long lines and crowded trails

Despite efforts to limit visitors, some national parks are getting slammed. So what's next?

BY KRISTA LANGLOIS  
PUBLISHED MAY 30, 2020



203 likes

cosmopolitan\_iv Resurface from Your New Normal  
Don't skip summer. Dive back in, with rooms available June 4th. Get 20% off your stay and a \$50 pool credit.



A hand is visible from a car window, giving a thumbs up gesture. The background shows a blurred road and trees, suggesting a travel setting. The text "How Safe We Feel to Travel" is overlaid in white, bold font.

# How Safe We Feel to Travel

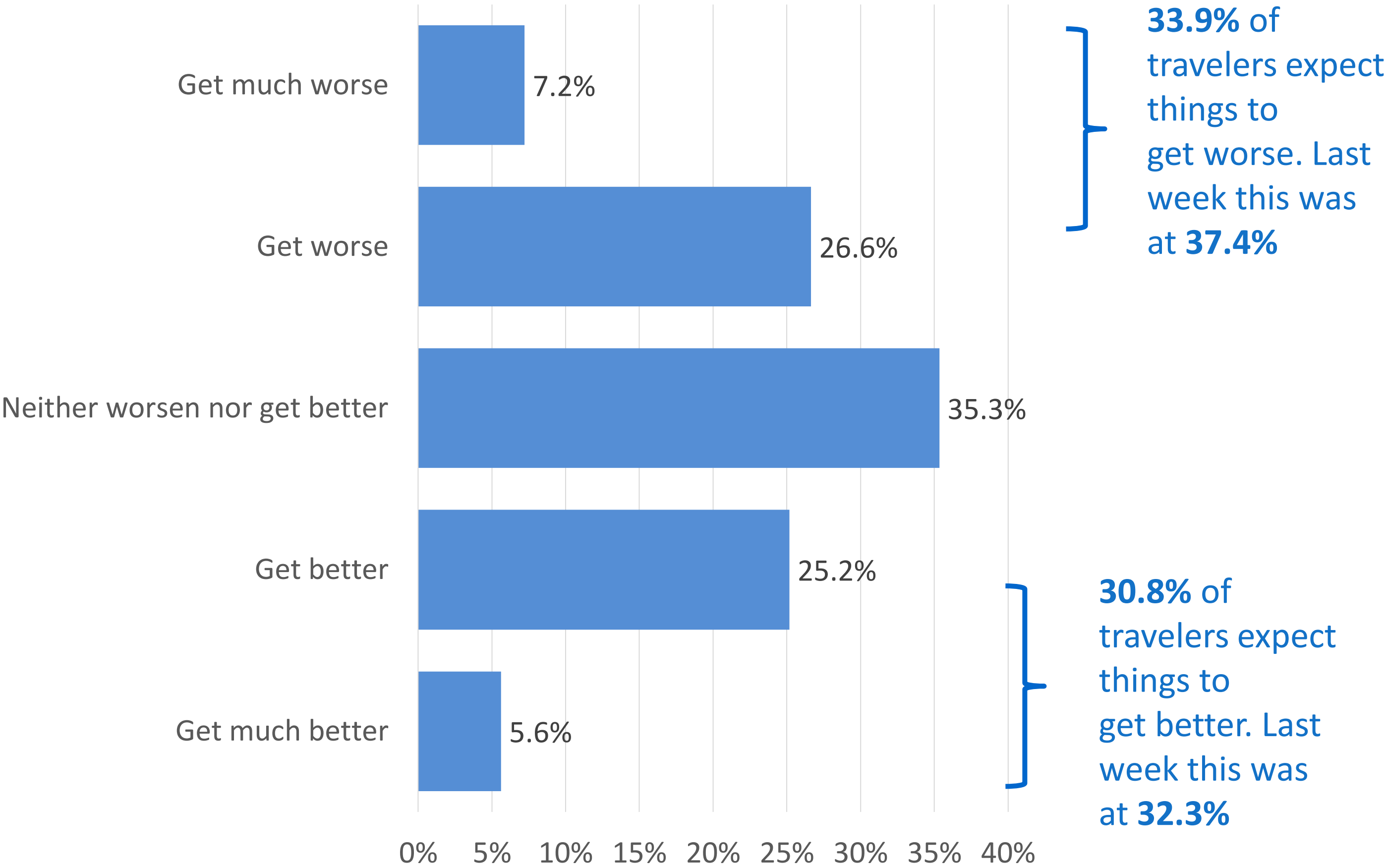


# Expectations for the Coronavirus Outbreak

**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, 1,257 completed surveys. Data collected May 29-31, 2020)*



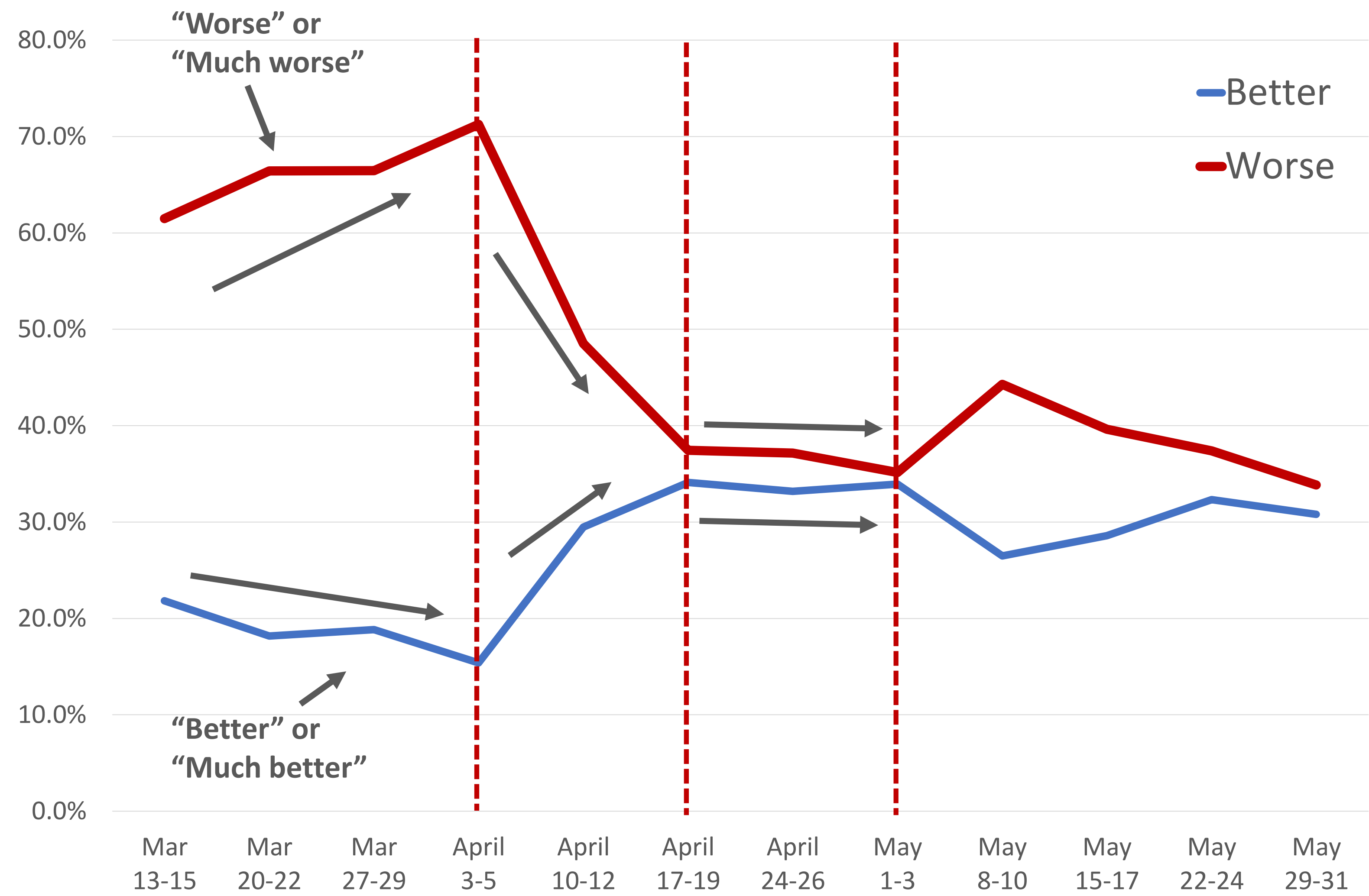


# Expectations for the Coronavirus Outbreak

**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, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1223 and 1,257 completed surveys collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, and May 22-24, 2020)

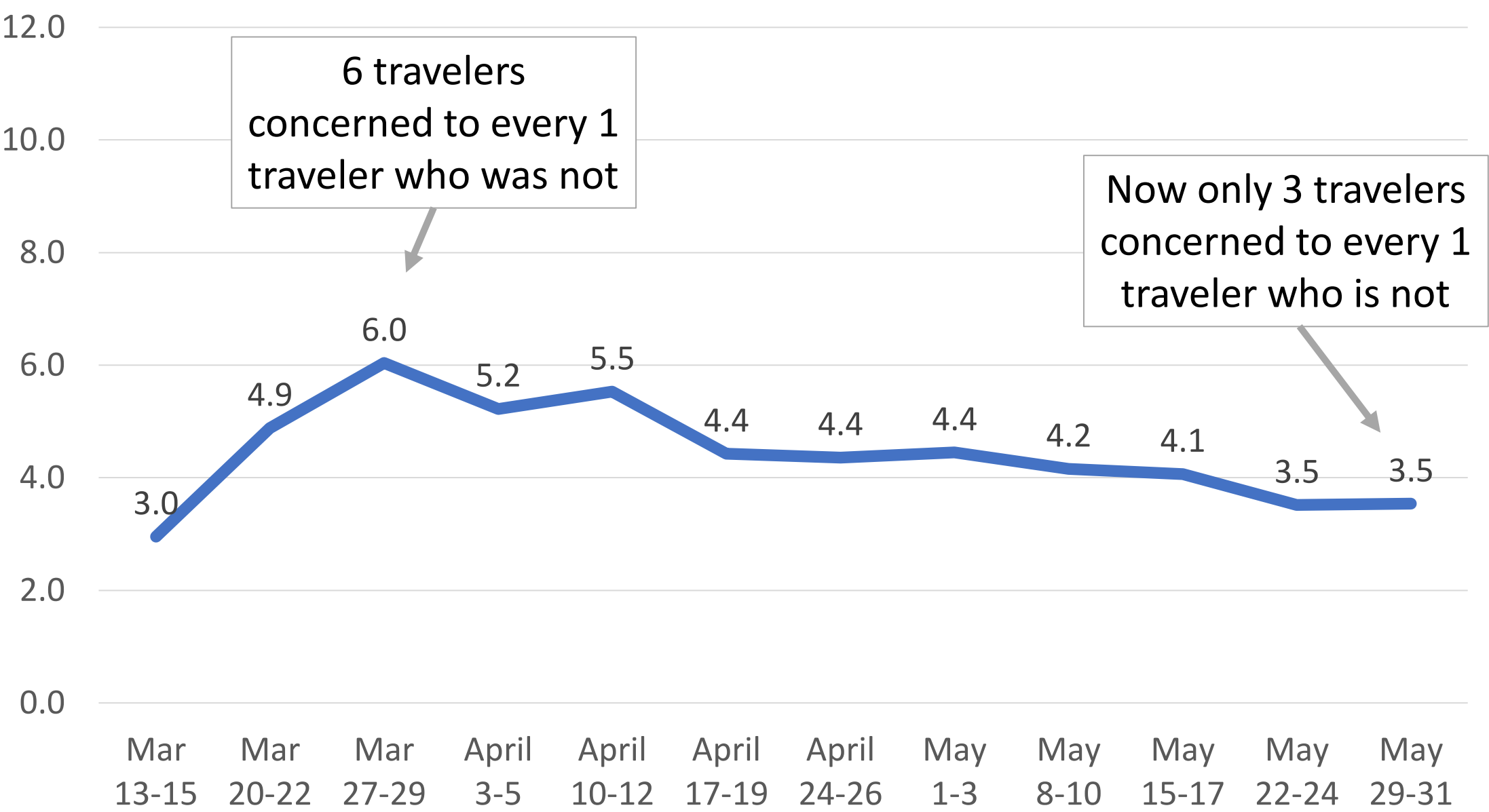




# Ratio of Concerned to Unconcerned Travelers: Safety

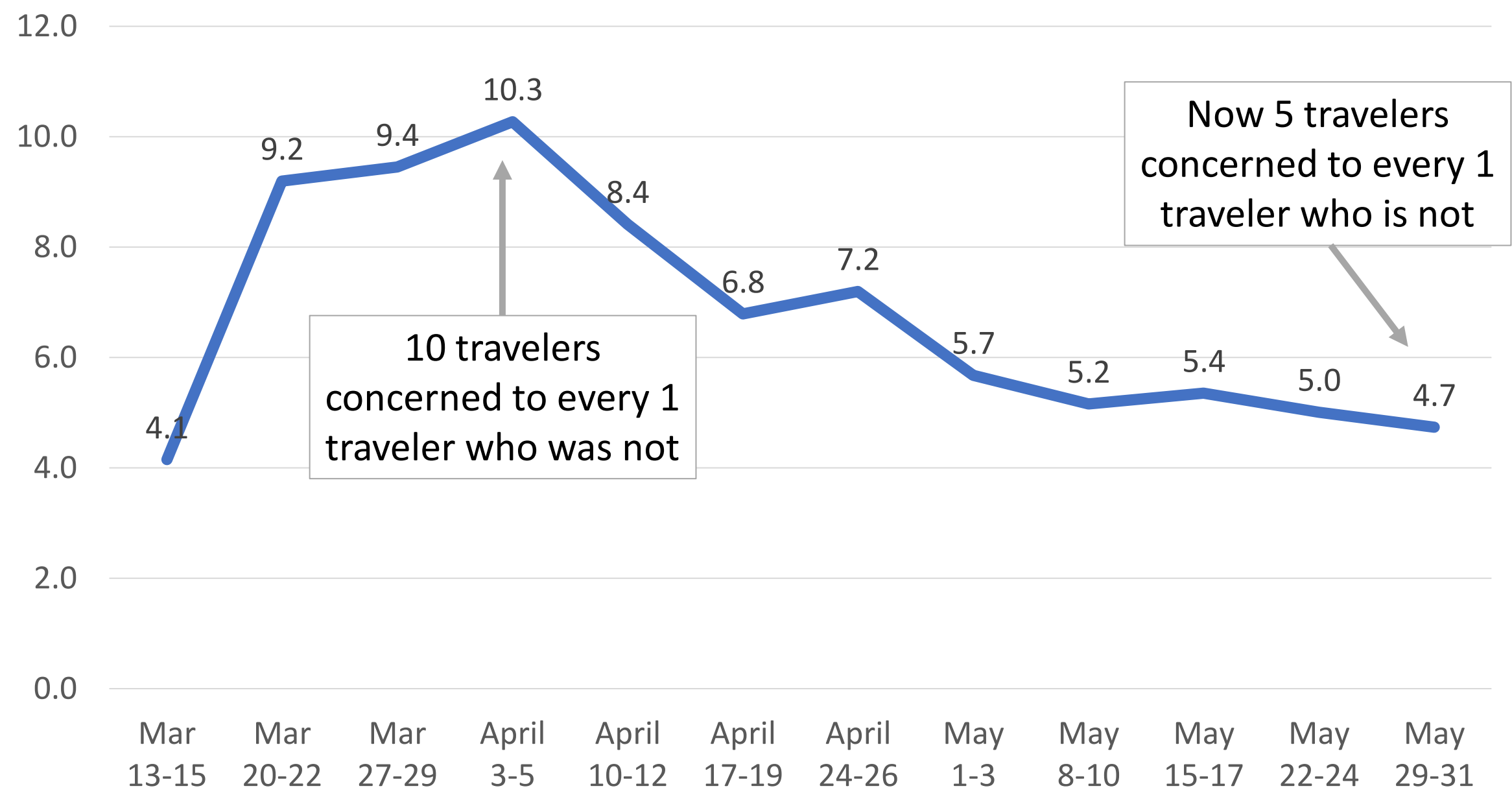
## Personal Safety

Ratio of concerned (10-6) to unconcerned (0-4) on 11-point scale)



## Safety of Friends and Relatives

Ratio of concerned (10-6) to unconcerned (0-4) on 11-point scale)



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

**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)

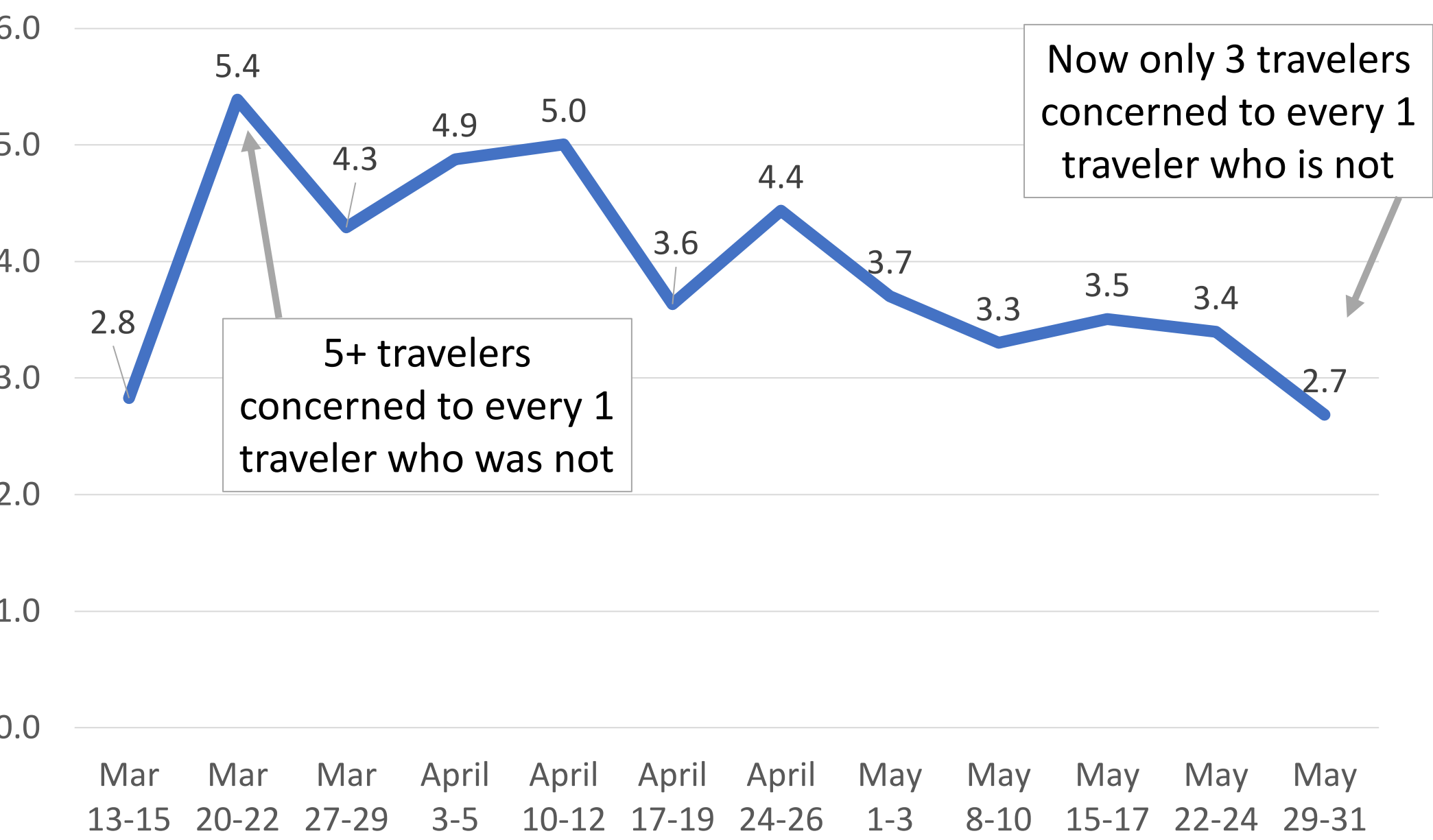
(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223 and 1257 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24 and 29-31, 2020)



# Ratio of Concerned to Unconcerned Travelers: Economic Concerns

## Personal Finances

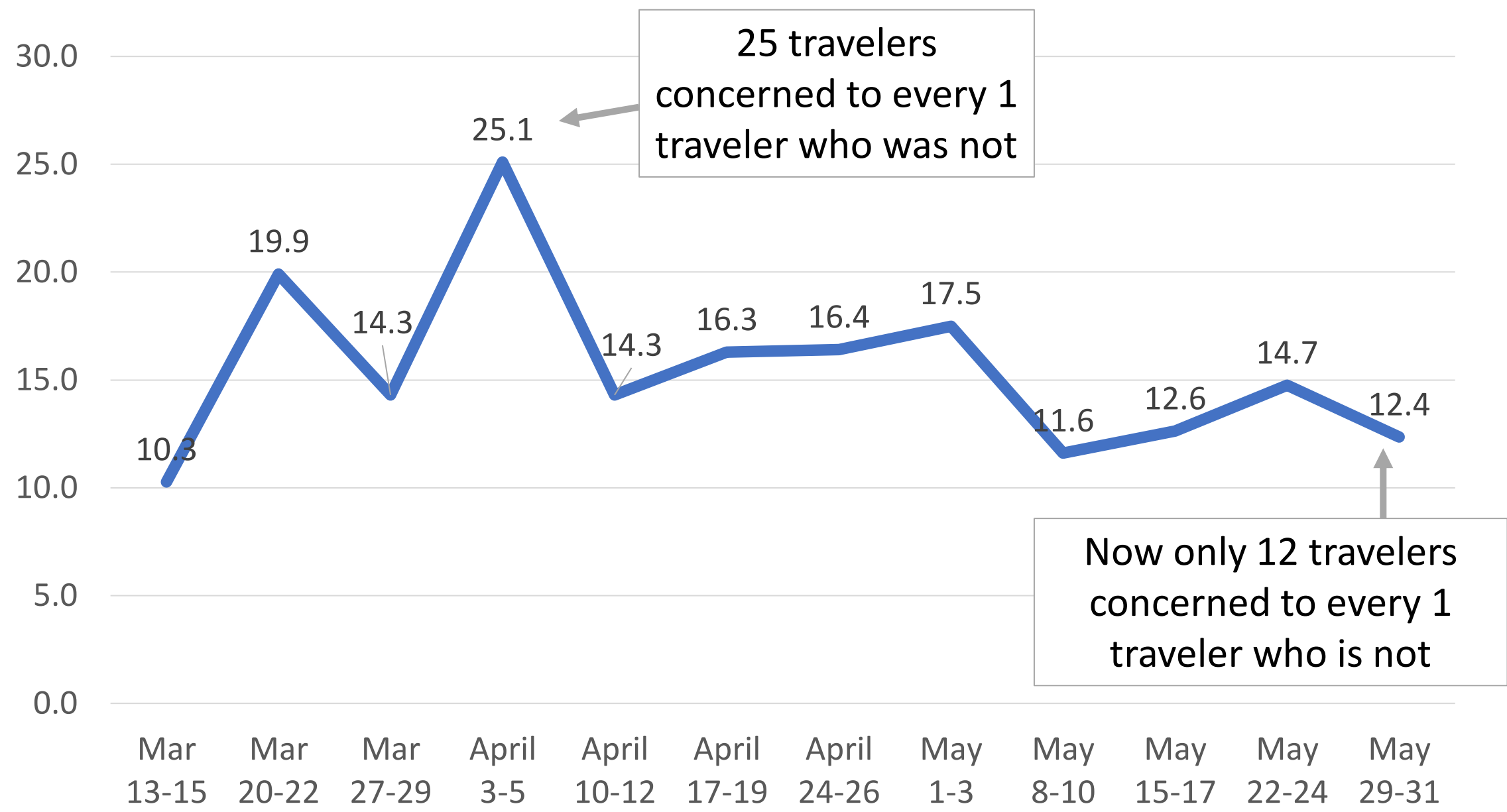
Ratio of concerned (10-6) to unconcerned (0-4) on 11-point scale)



**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

Ratio of concerned (10-6) to unconcerned (0-4) 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?

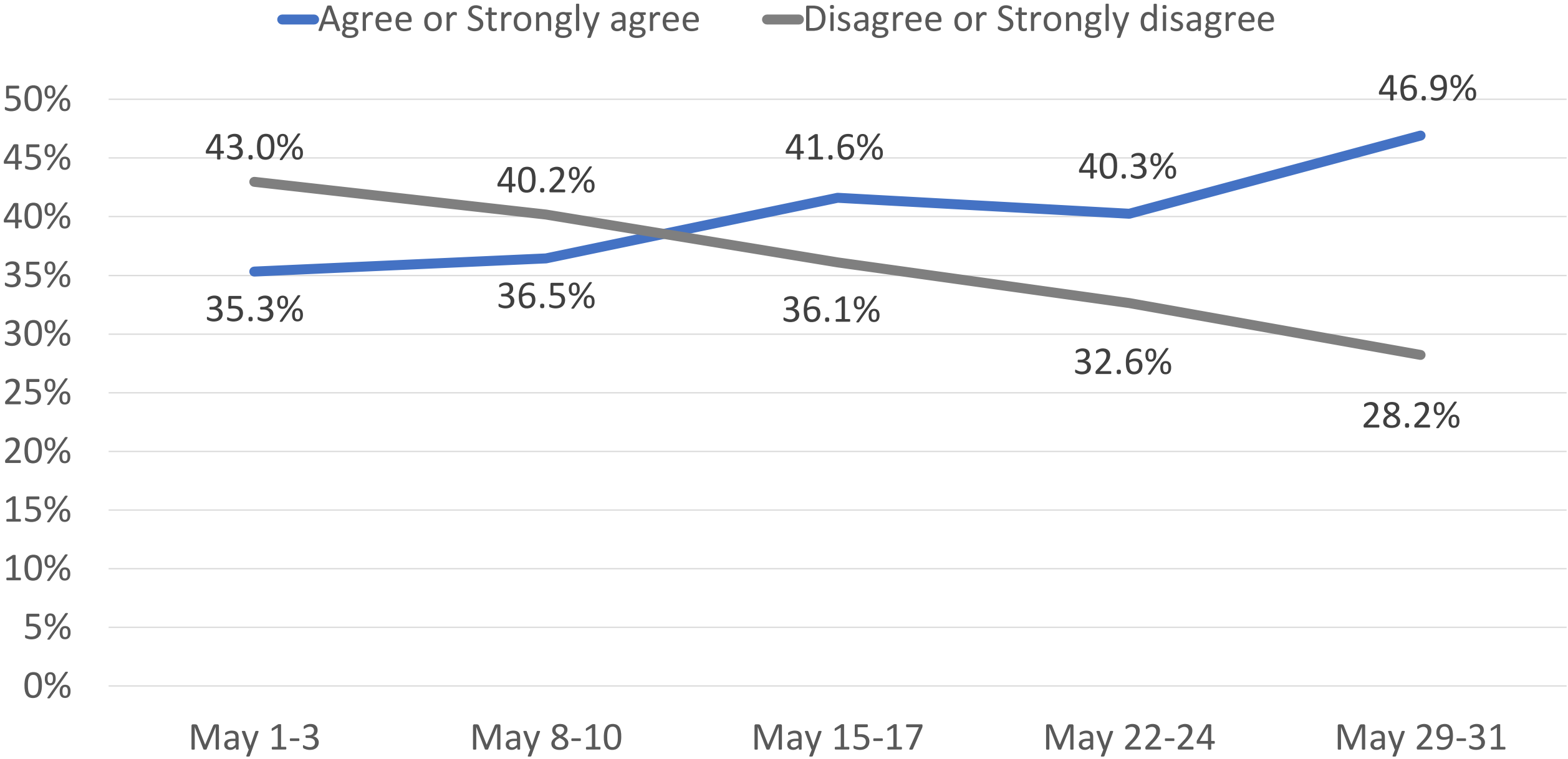
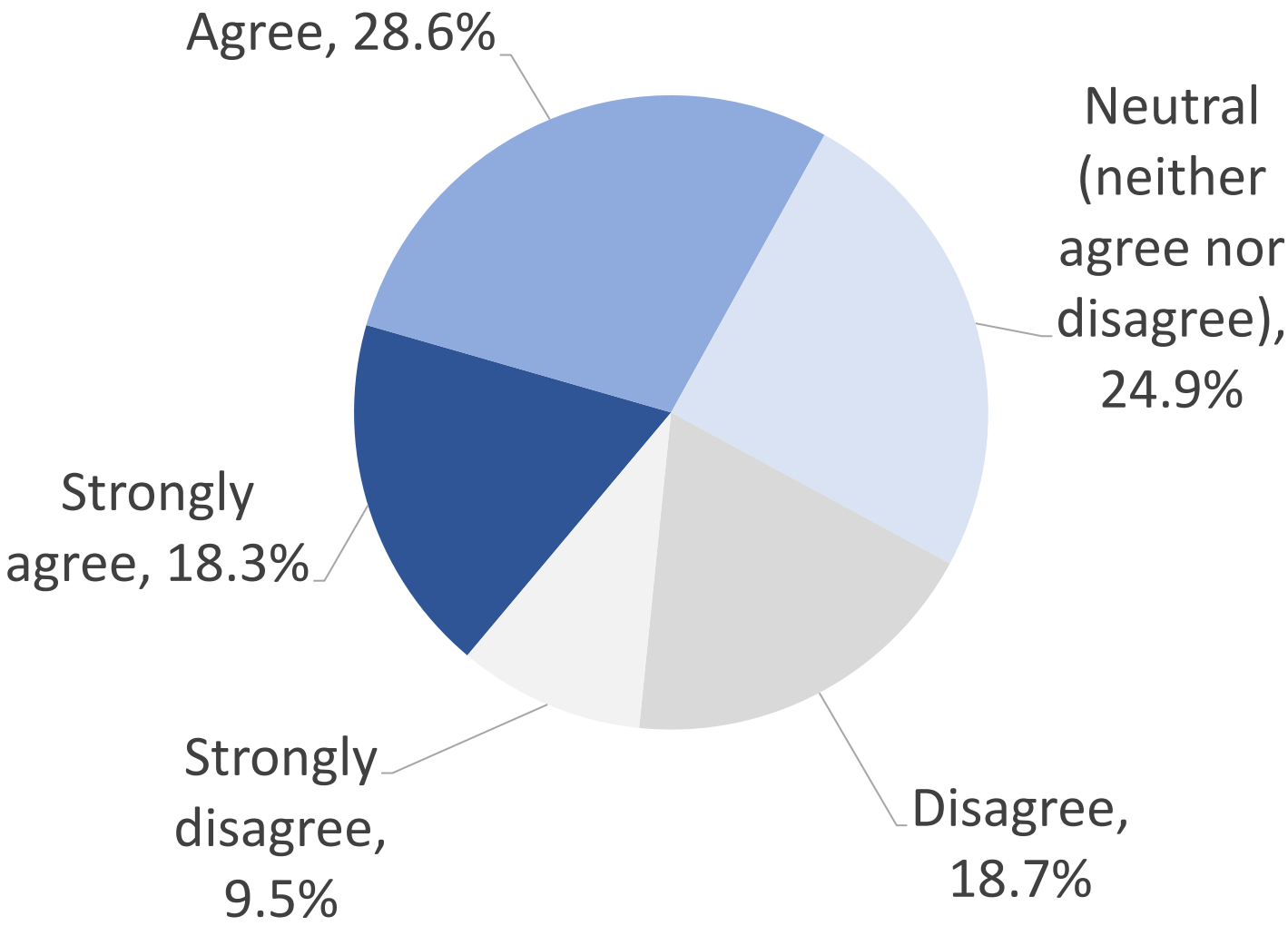
(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223 and 1257 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24 and 29-31, 2020)



# 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.



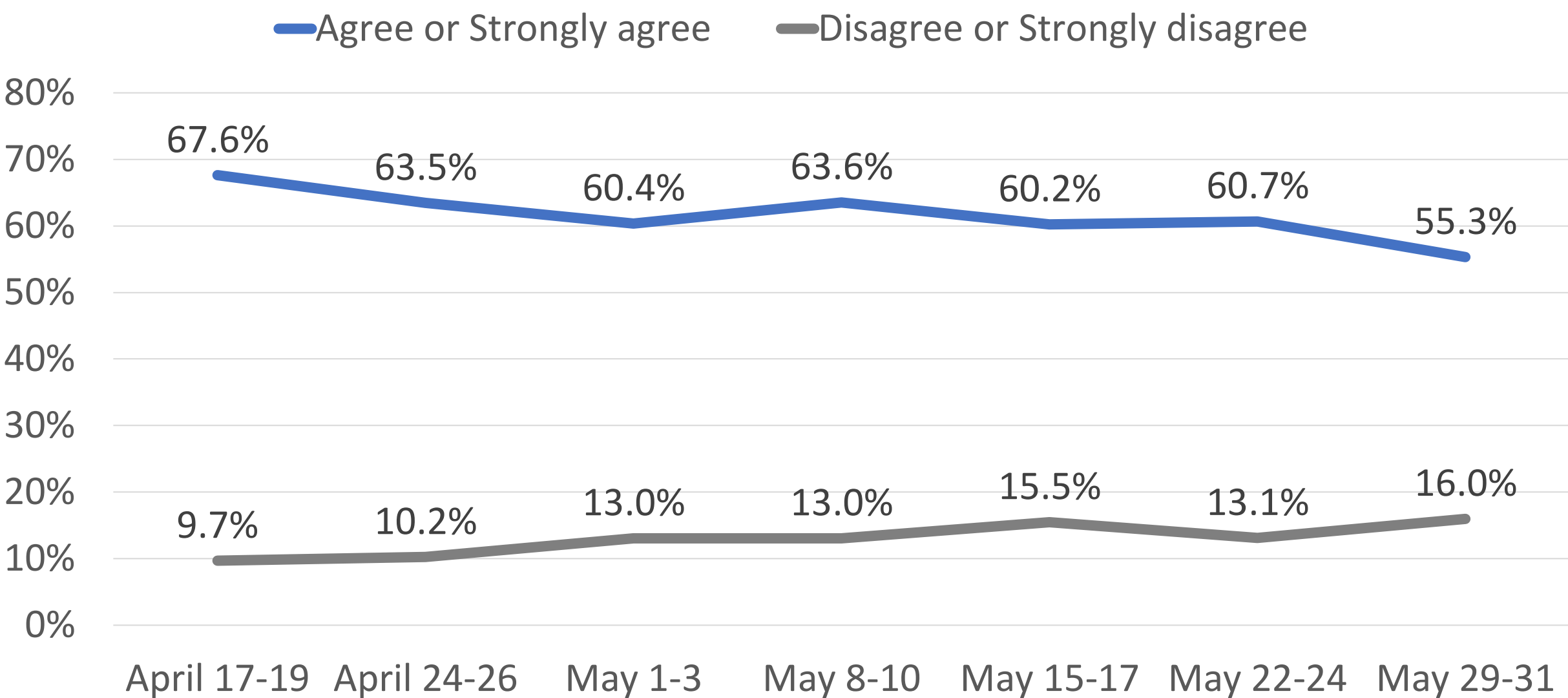
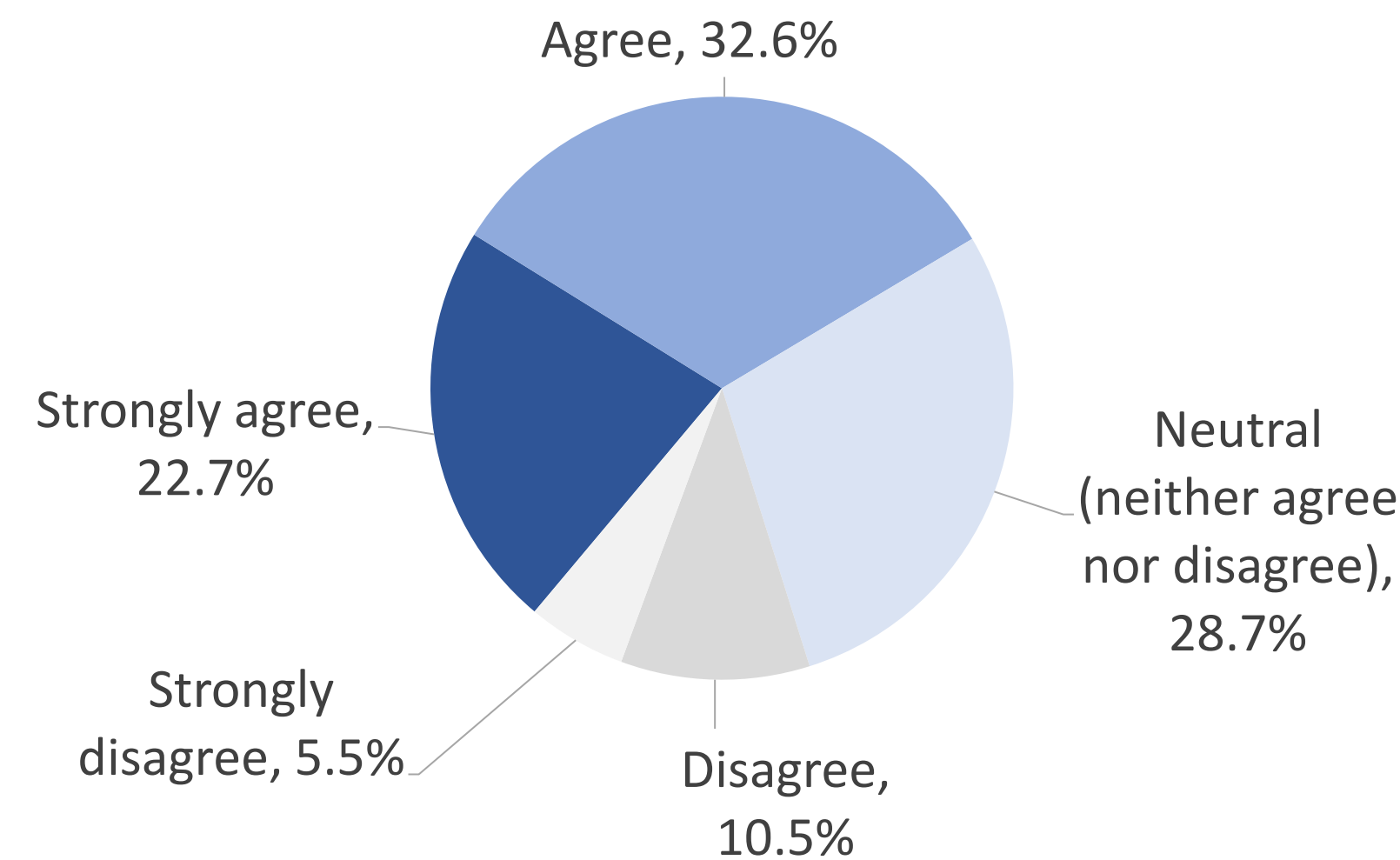
(Base: All respondents, 1,204, 1,200, 1,212, 1,223 and 1,257 completed surveys. Data collected May 1-3, 8-10, 15-17, 22-24 and 29-31, 2020)



# 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.



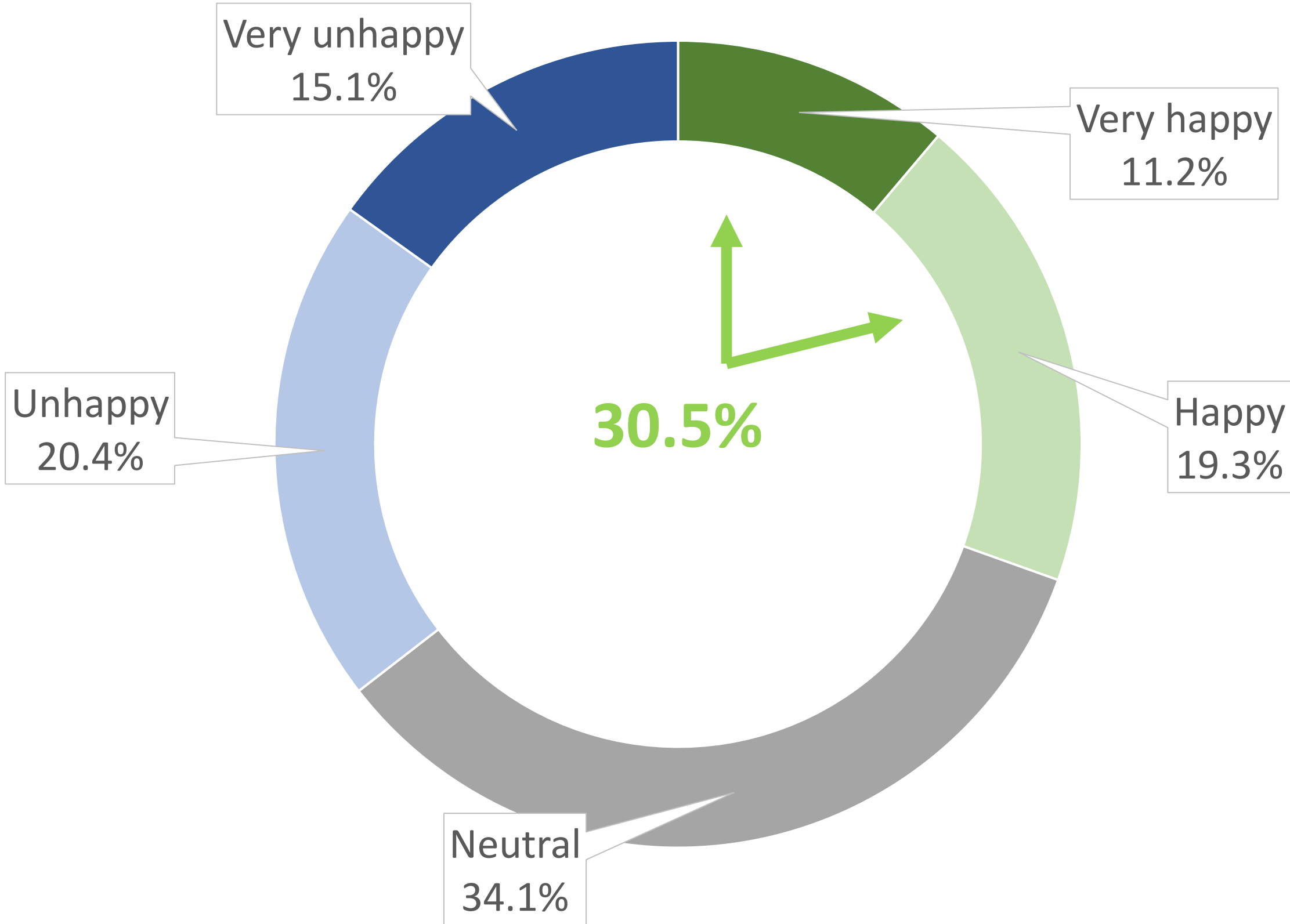
(Base: All respondents, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223 and 1,257 completed surveys. Data collected April 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24 and 29-31, 2020)



# Feelings About Advertisements for Travel to 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? (Select one)

*(Base: All respondents 1,257 completed surveys. Data collected May 29-31, 2020)*

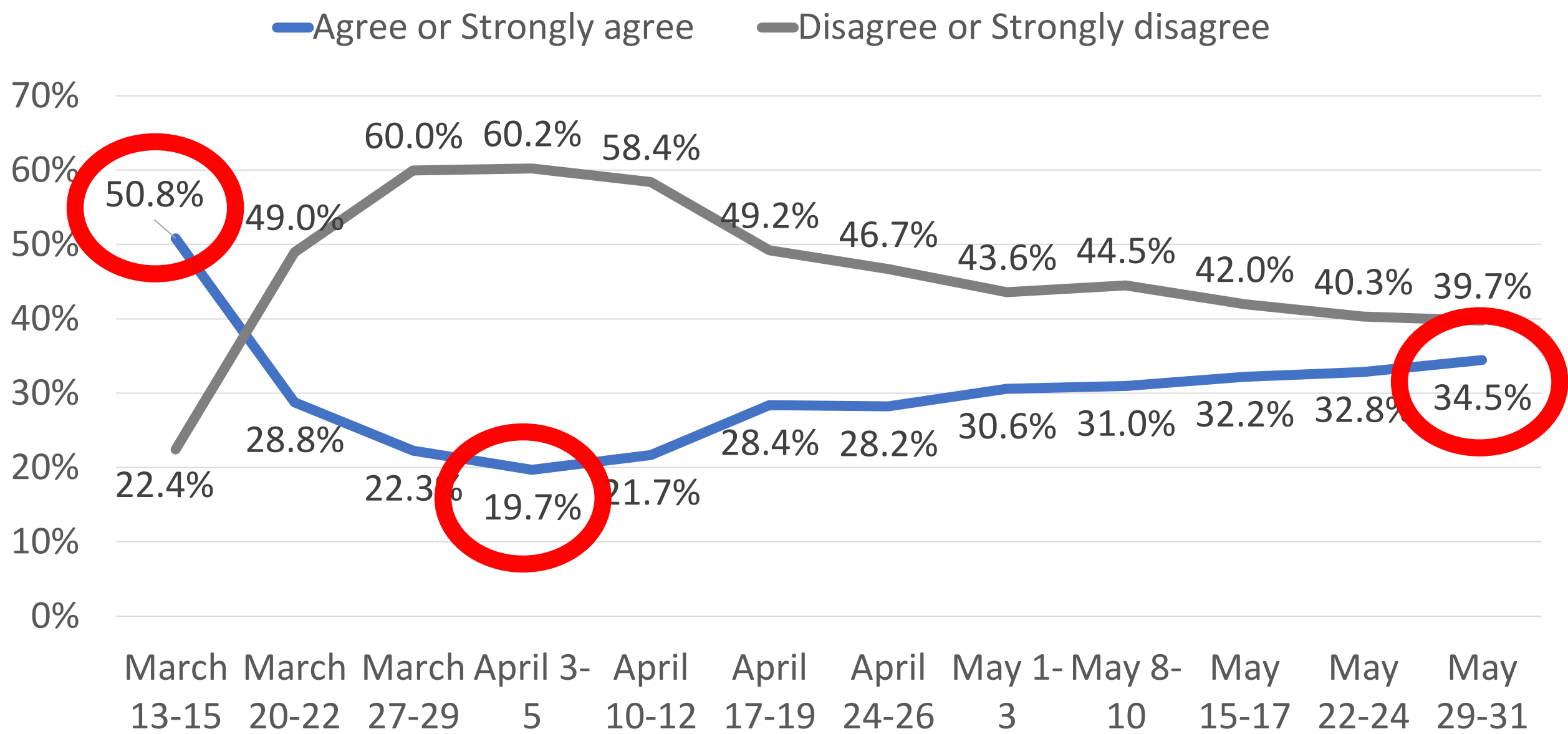
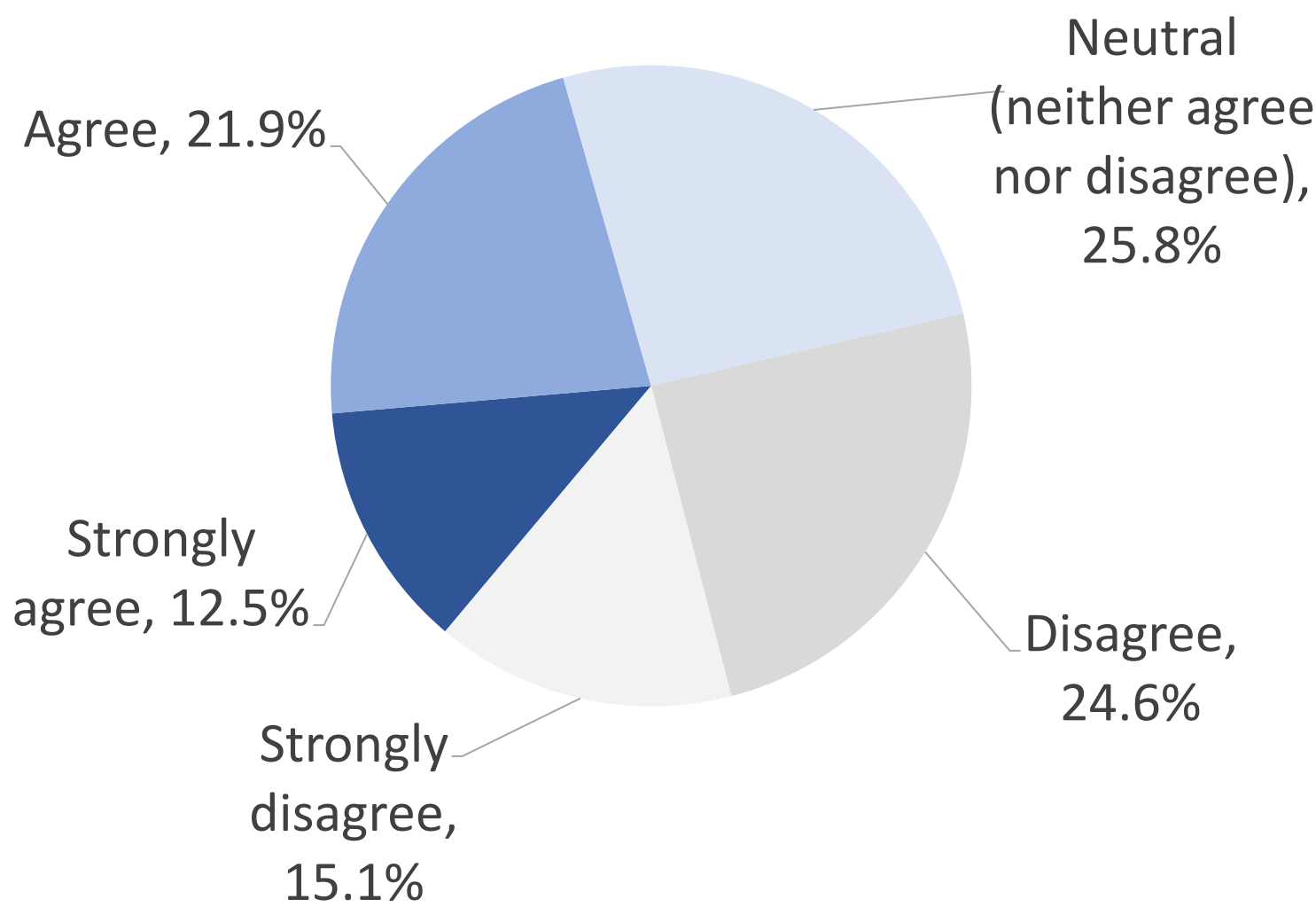




# Comfort Enjoying Home Community

How much do you agree with the following statement?

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



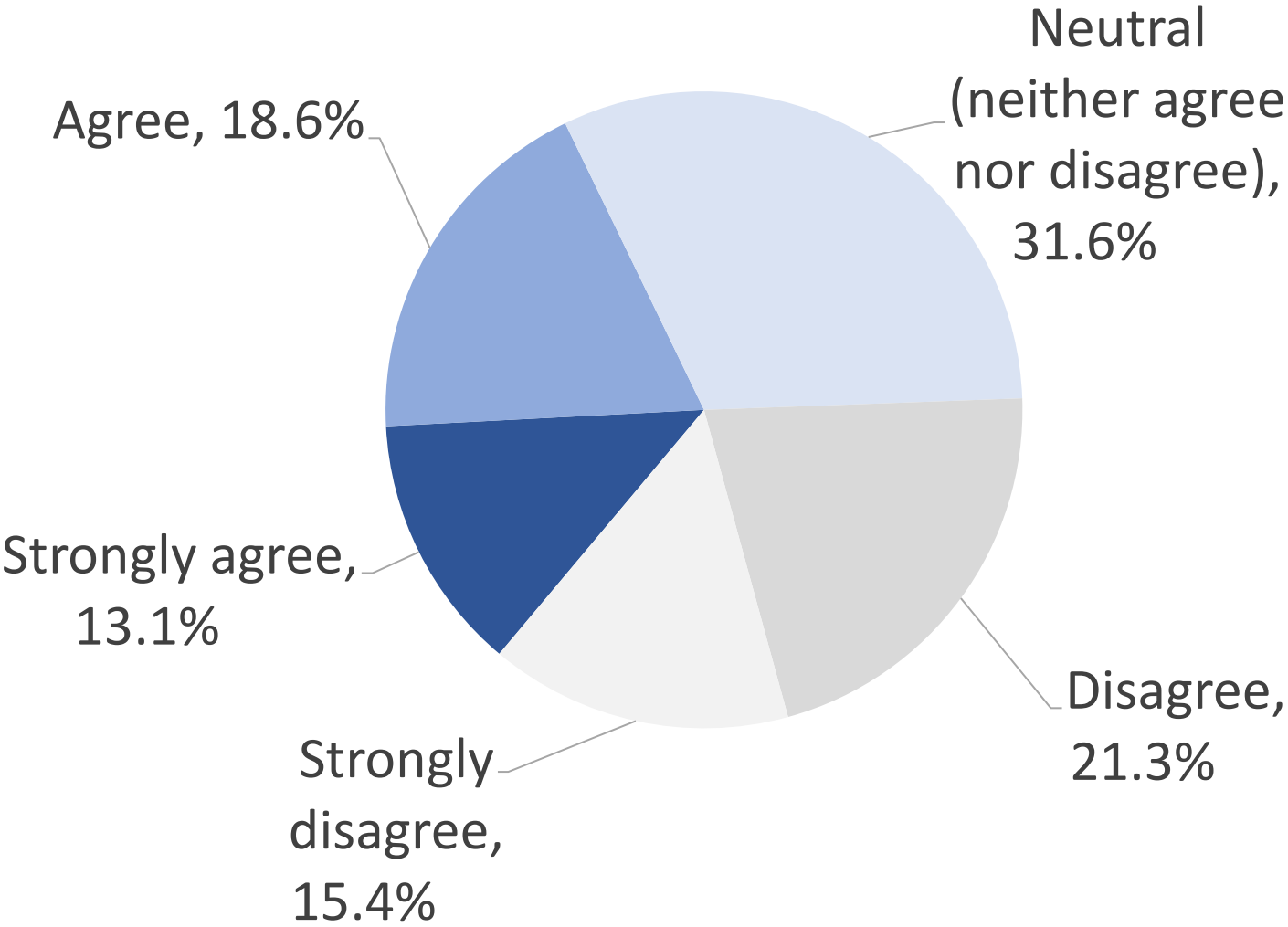
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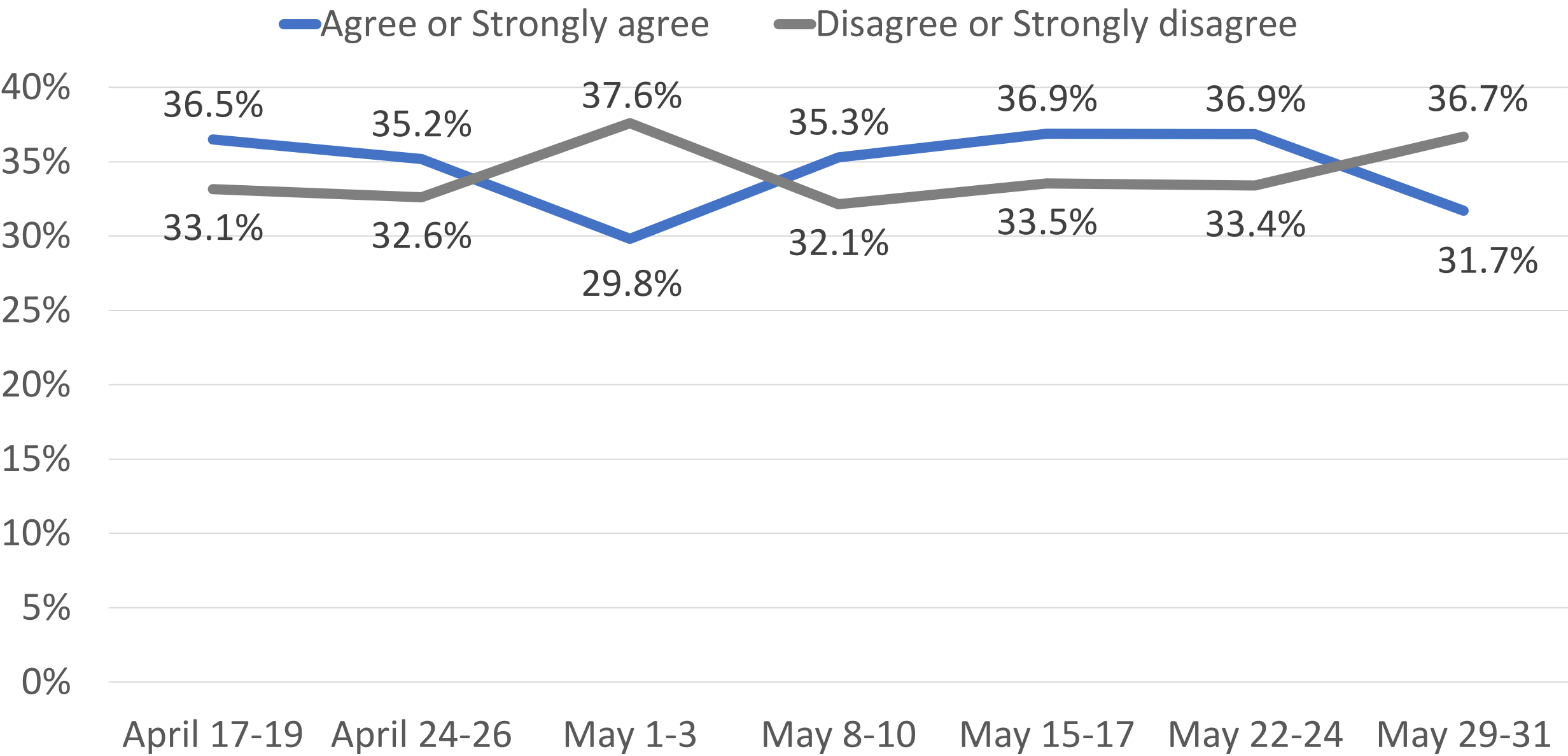
# Won't Travel Without Vaccine

How much do you agree with the following statement?

**Statement:** I'm not traveling until there is a vaccine.



(Base: All respondents, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223 and 1,257 completed surveys. Data collected April 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24 and 29-31, 2020)



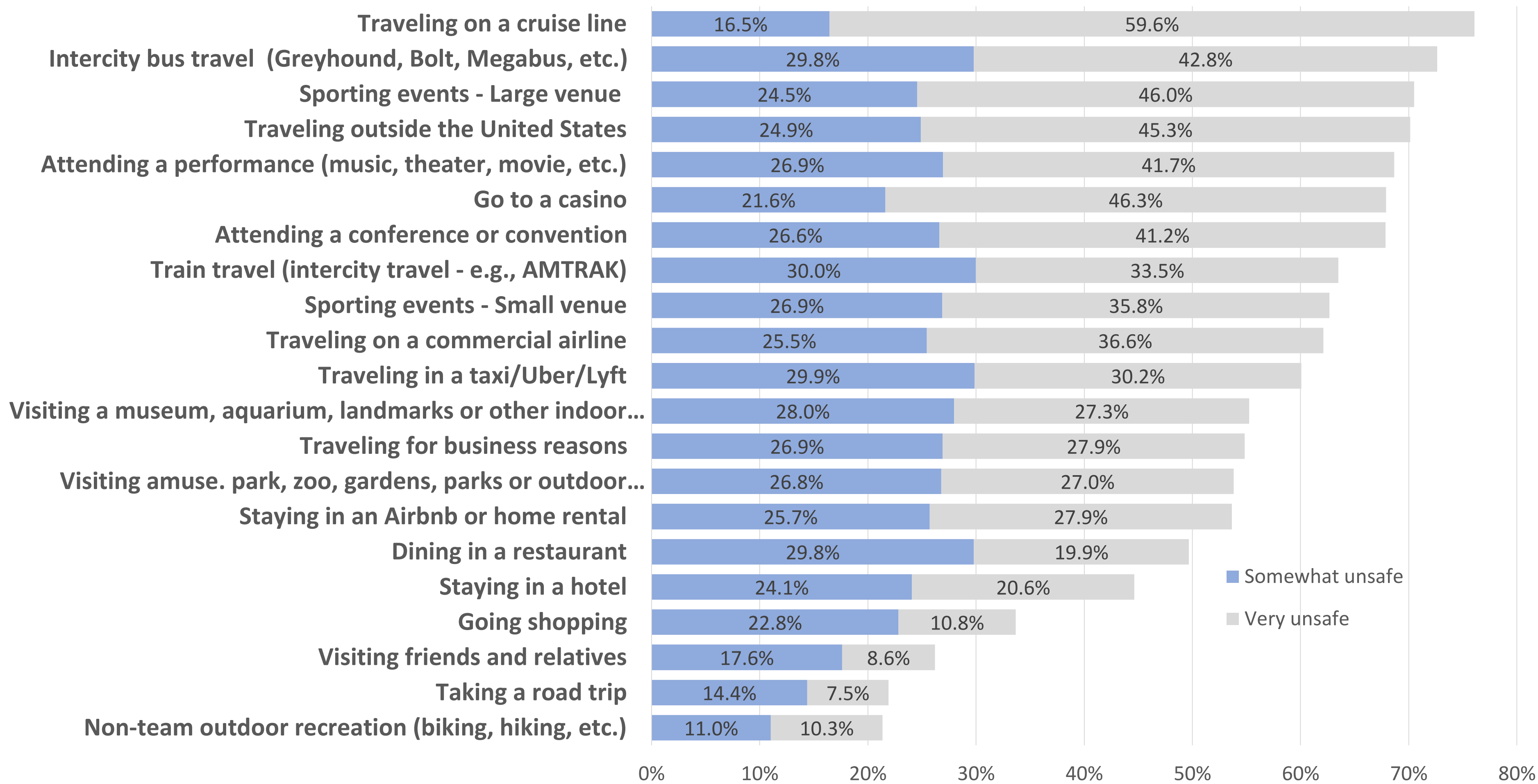


# Perceived Safety of Travel Activities (Wave 12)

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

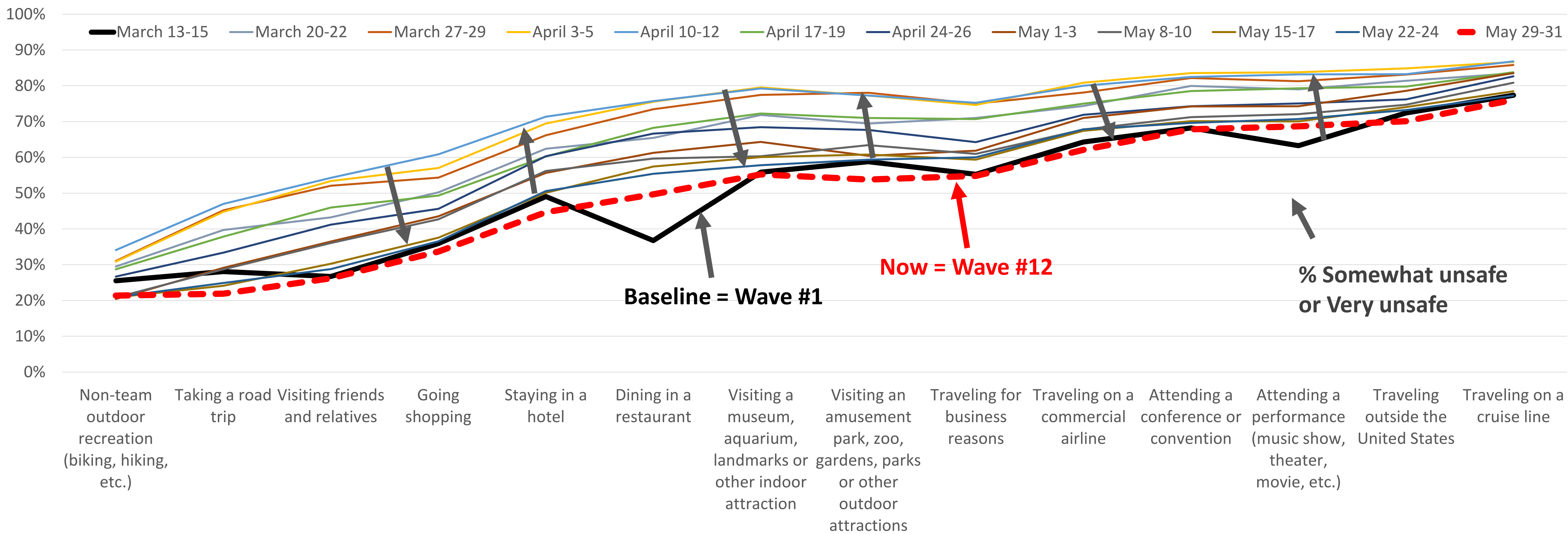
*(Base: Wave 12 data. All respondents, 1,257 completed surveys. Data collected May 29-31, 2020)*

Wave 12 (Collected May 29-31)





# Perceived Safety of Travel Activities (Waves 1-12 Comparison)



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

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212 and 1,223 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, 15-17 and 22-24, 2020)

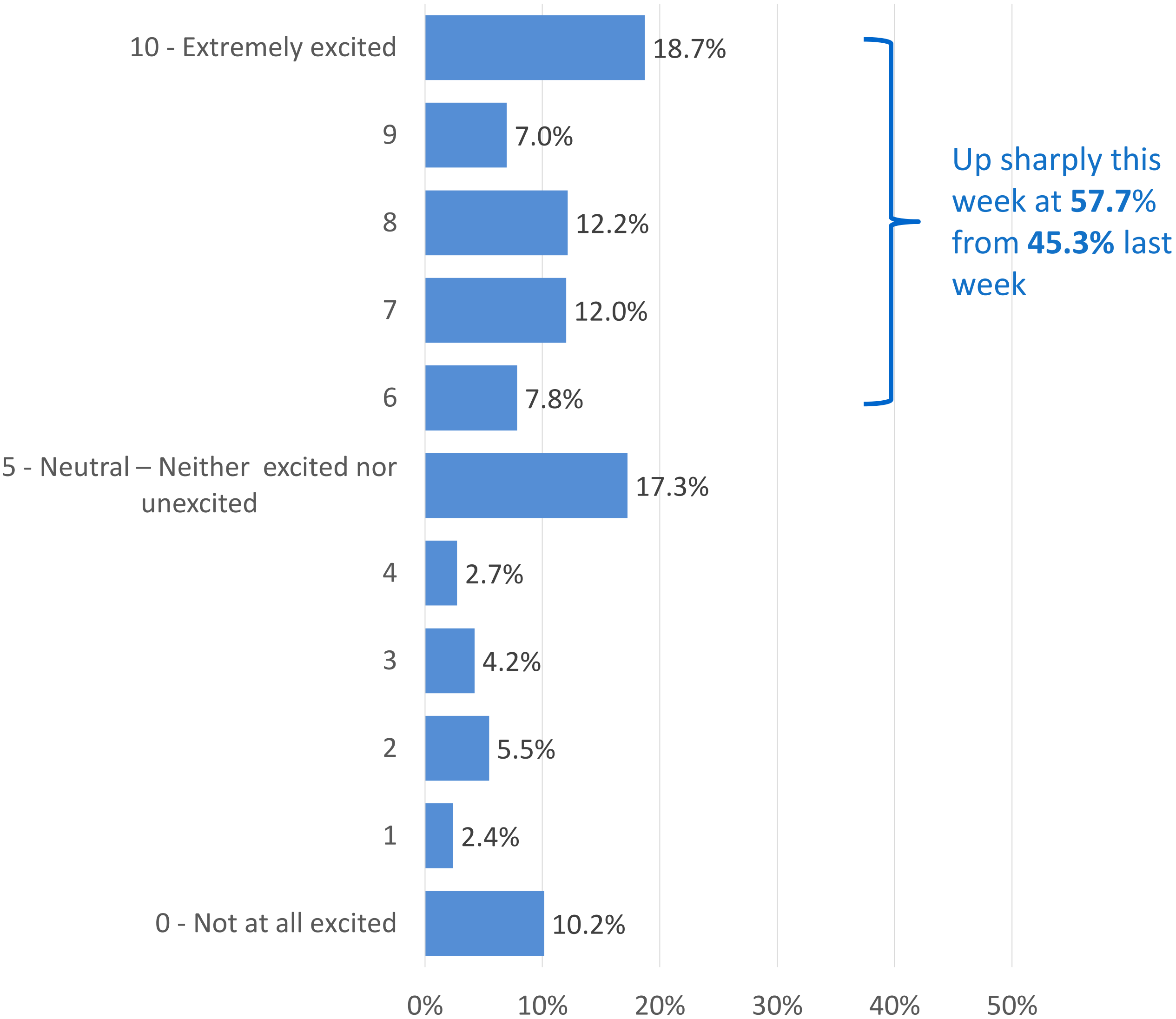


# Excitement to Travel Now

**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, 1,257 completed surveys.  
Data collected May 29-31, 2020)



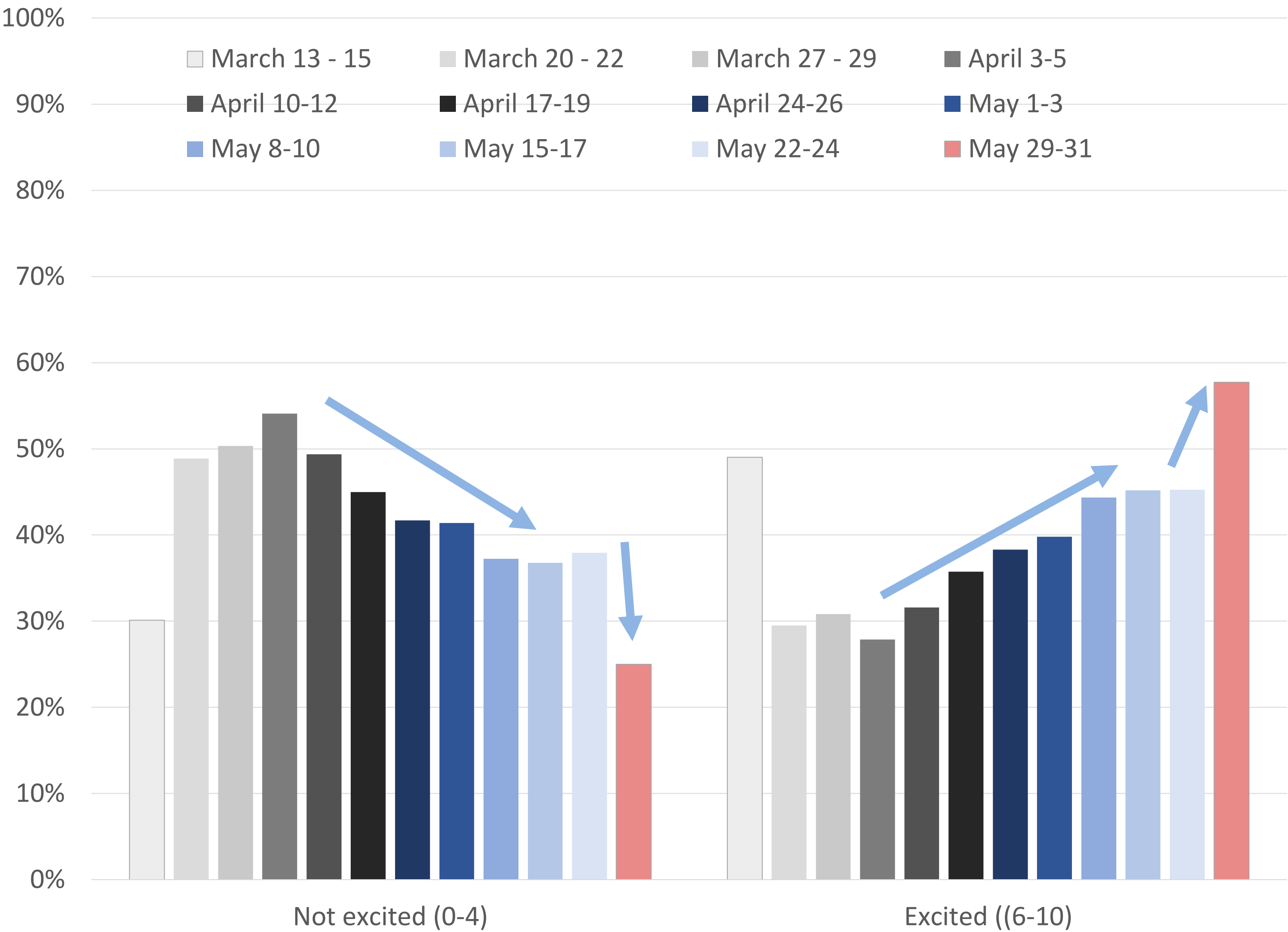


# Excitement to Travel Now (Excited vs. Not Excited)

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

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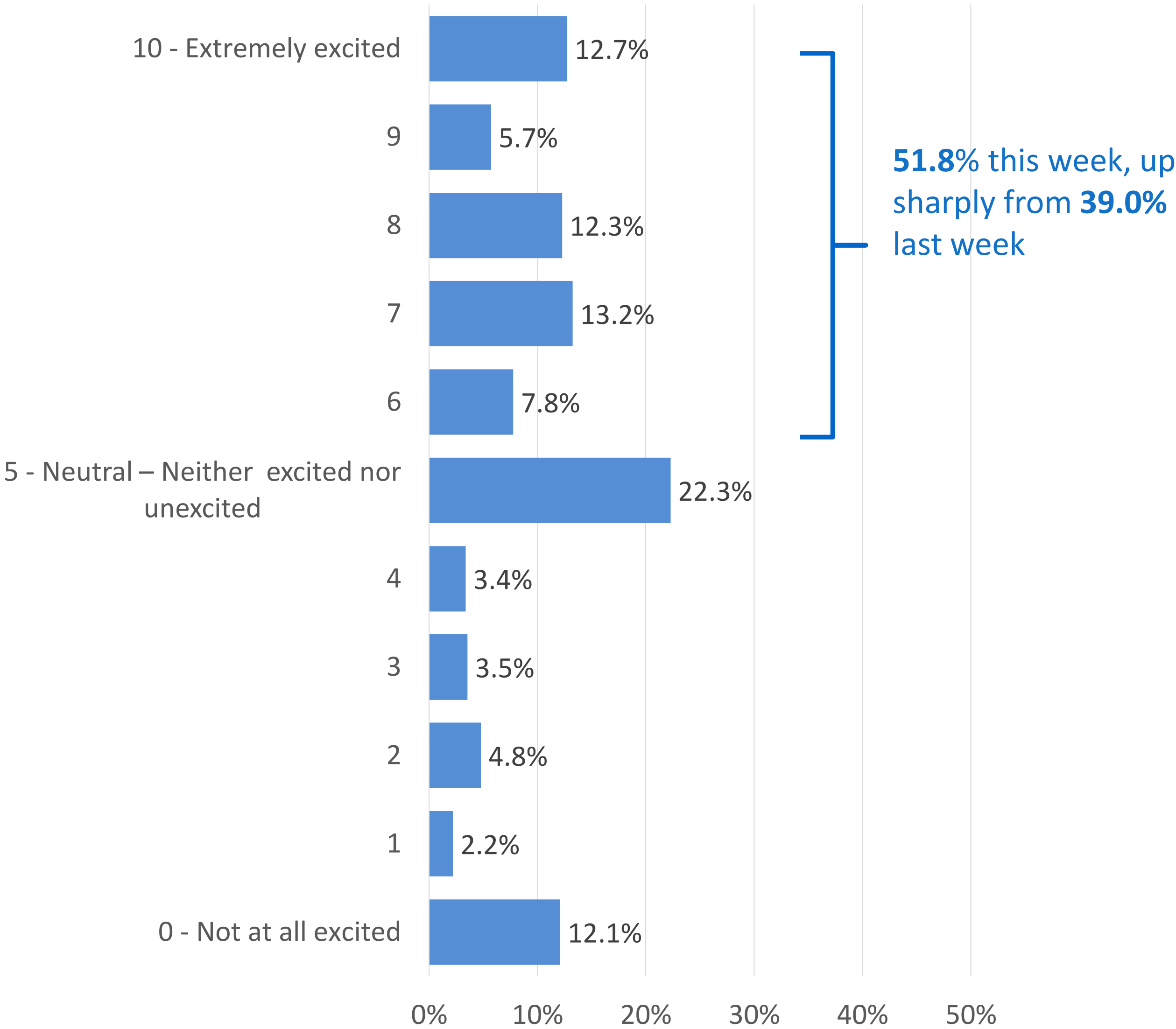




# Openness to Travel Information

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

*(Base: All respondents, 1,257 completed surveys.  
Data collected May 29-31, 2020)*

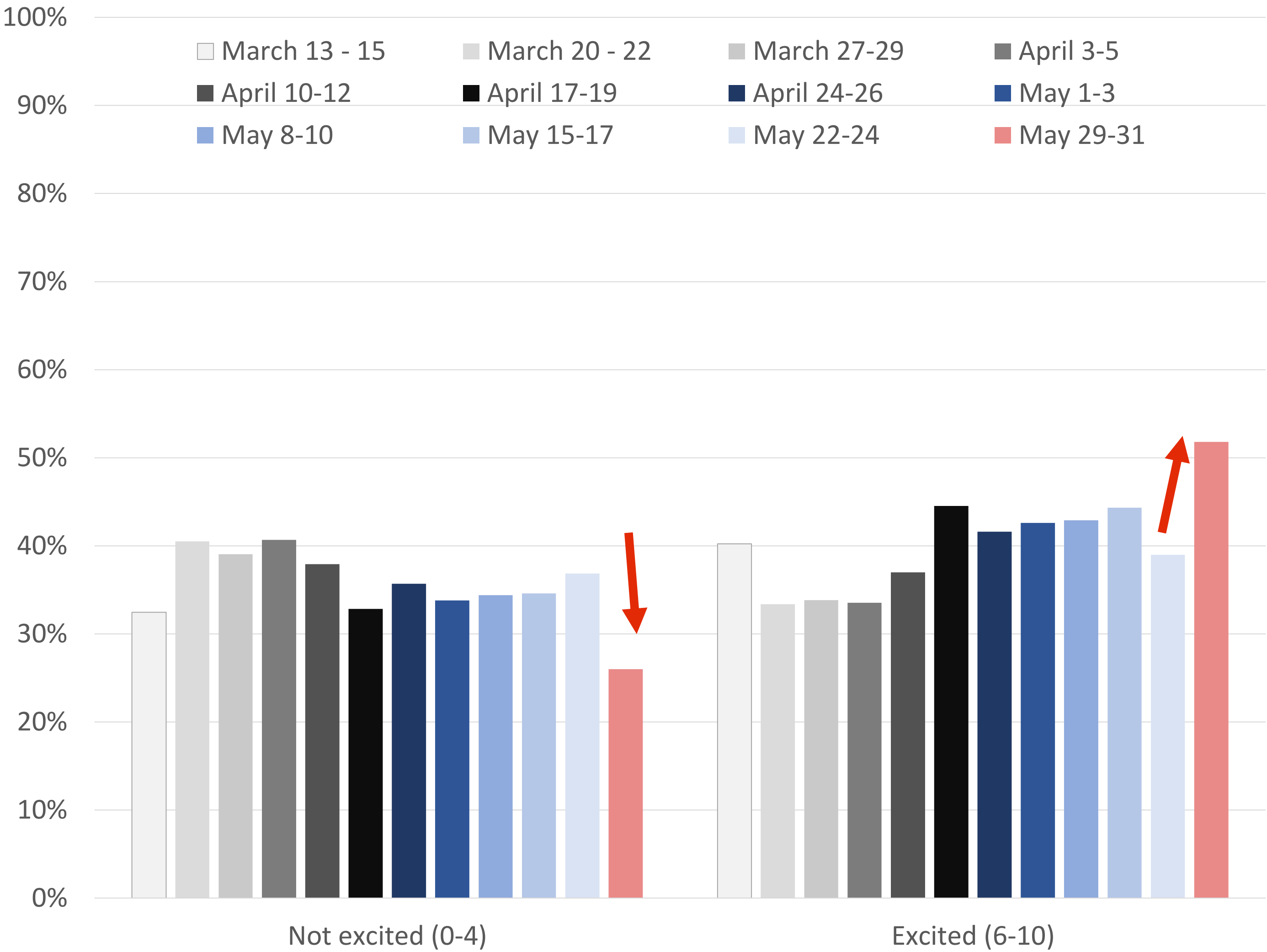




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# KEY TAKEAWAYS

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- **This was a good week for many key travel metrics tracked in this study, including excitement and openness to inspiration**
- **There is greater optimism about the pandemic's course, and the proportion of travelers feeling concern for their safety and economic issues continues to improve**
- **The perceived safety of individual travel activities, in many cases, has improved to be better than when this research began 3 months ago**
- **Americans are getting increasingly comfortable with tourism to their own communities**



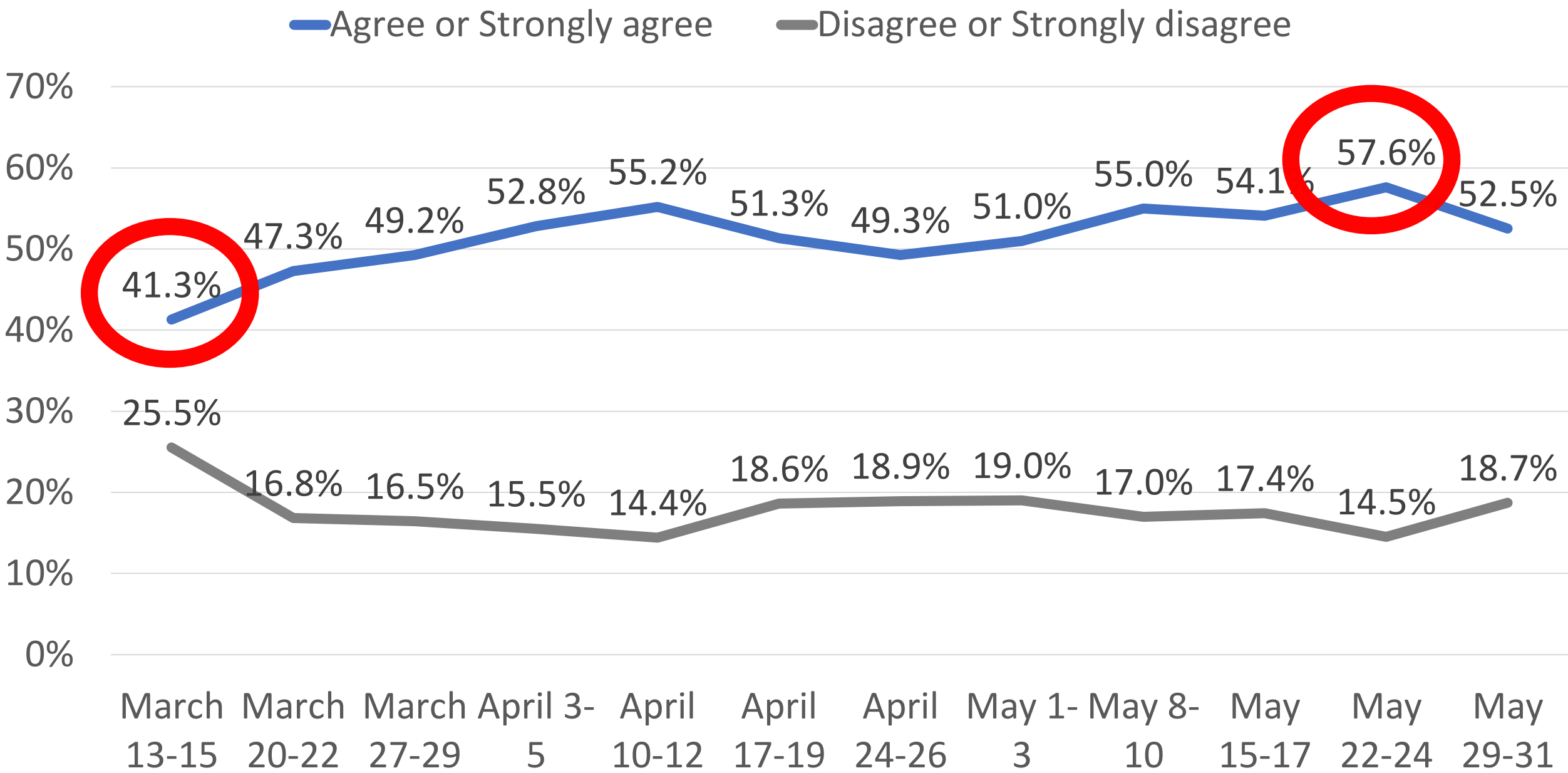
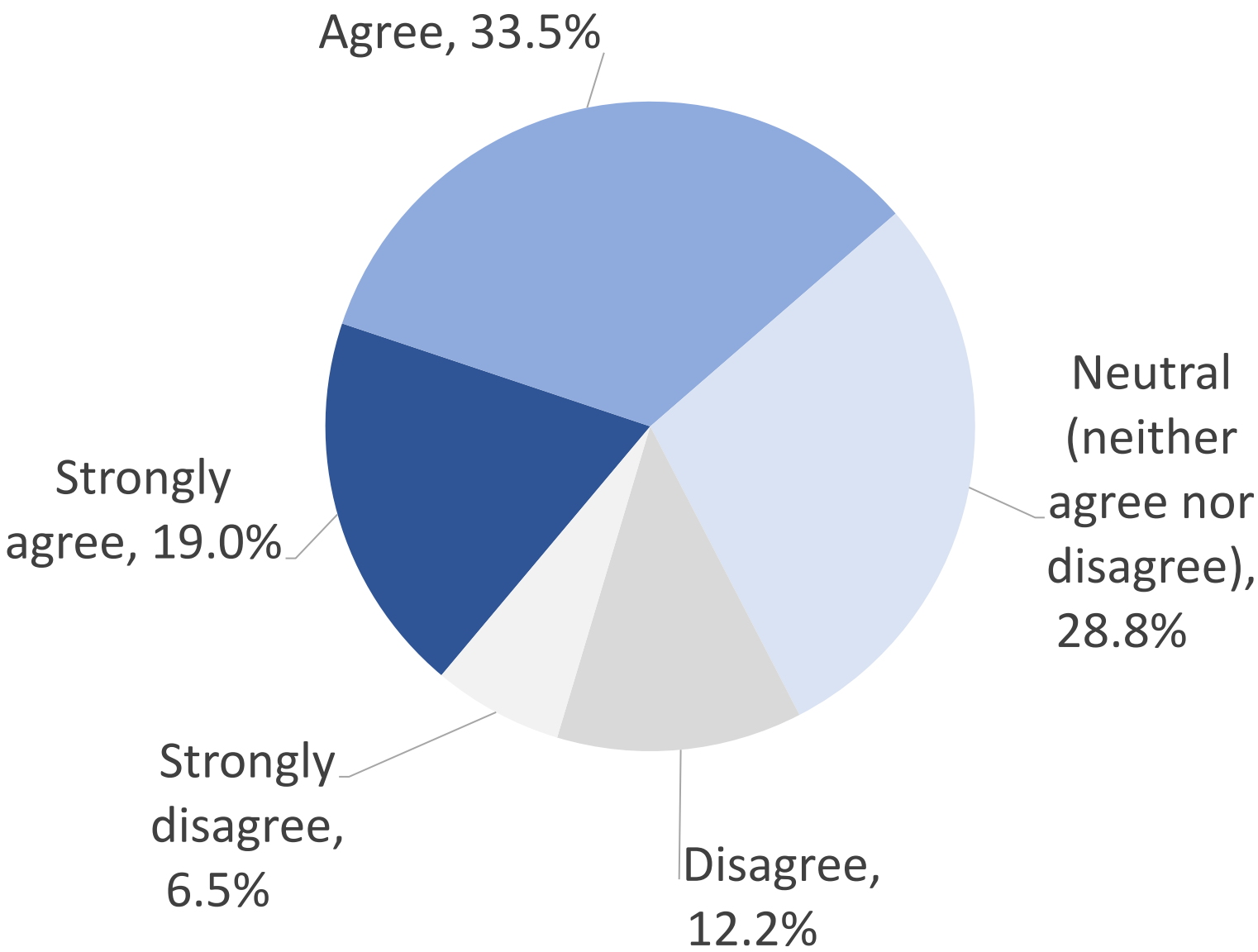


# How We Will Travel

# 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).



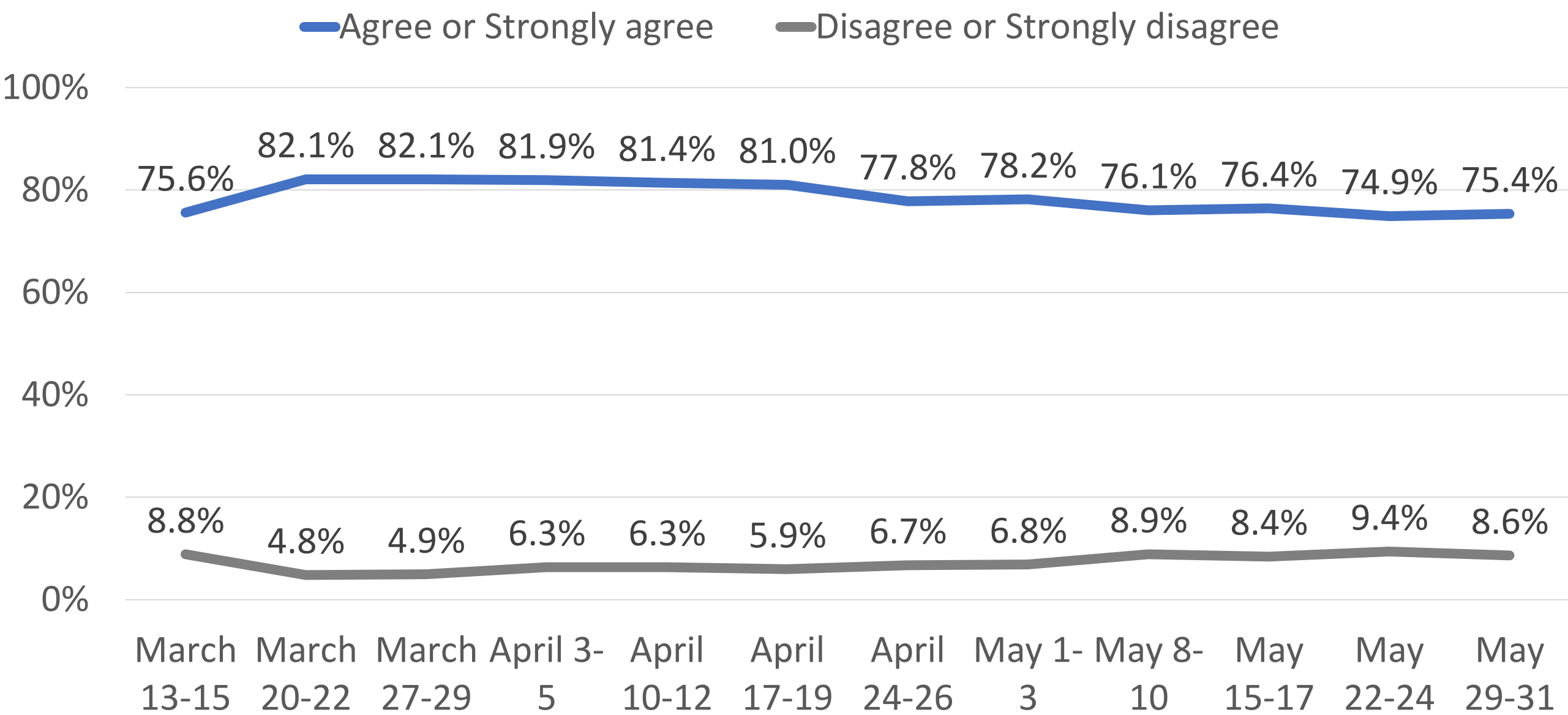
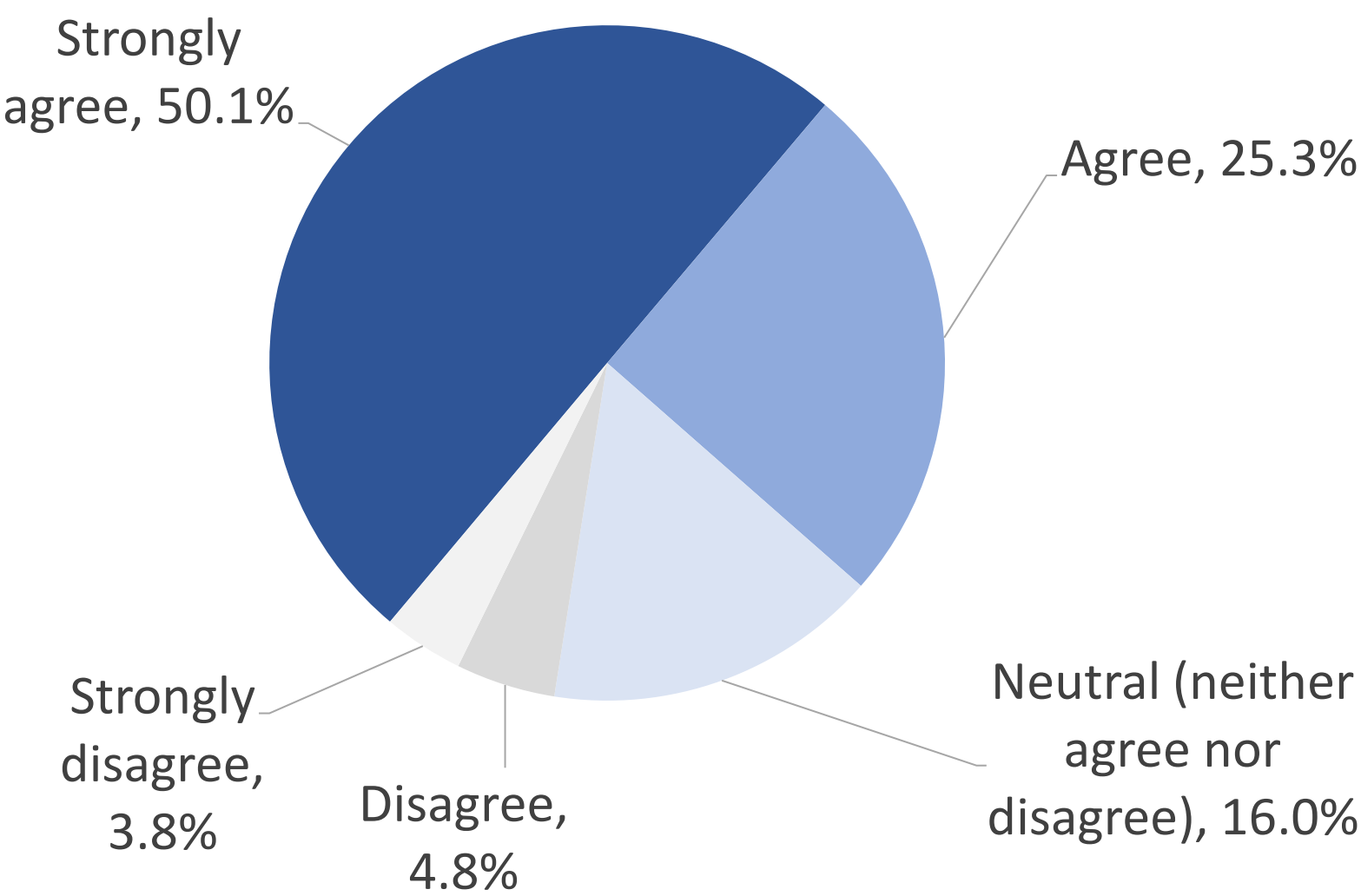
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# Avoiding International Travel

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.

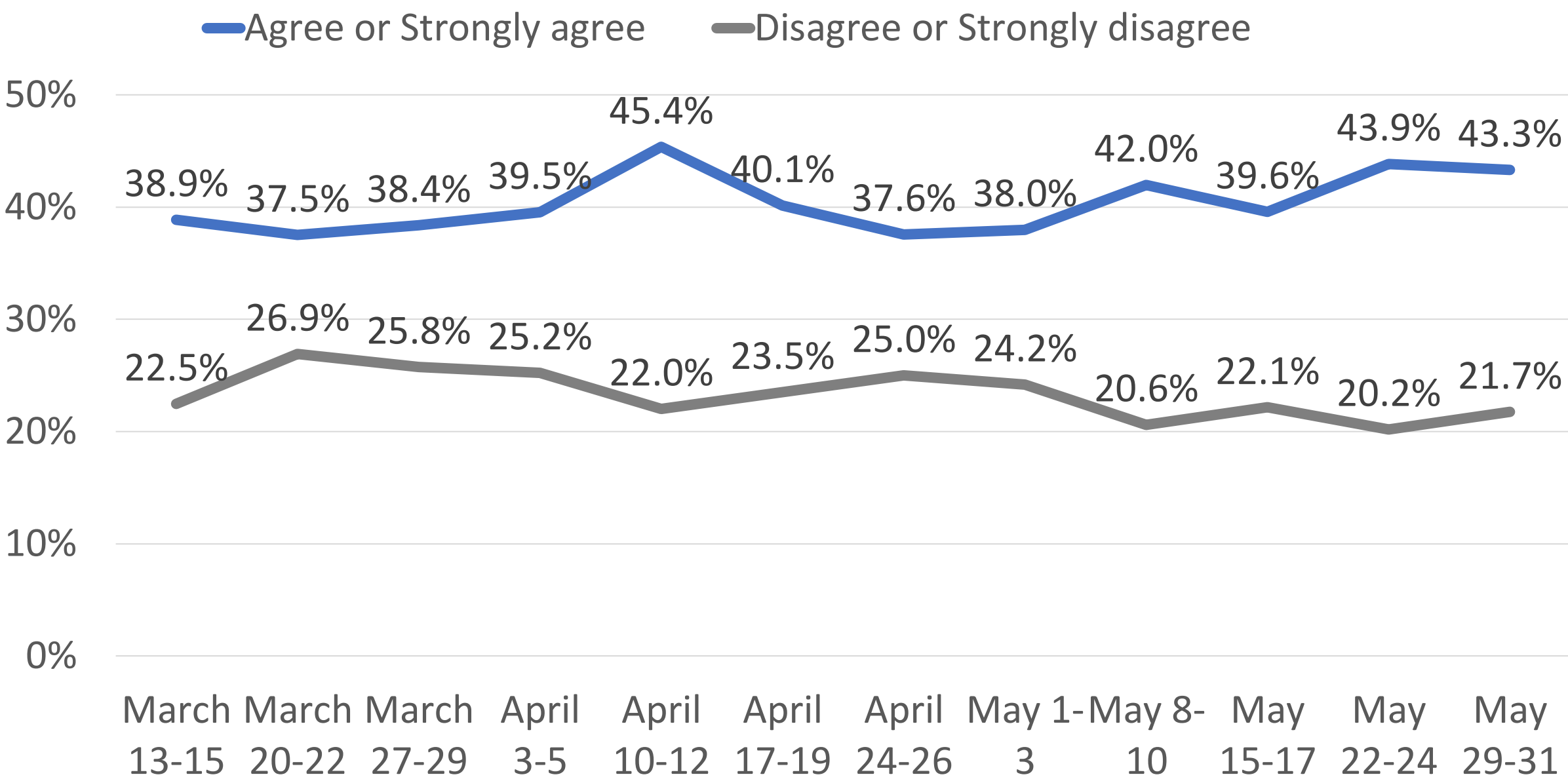
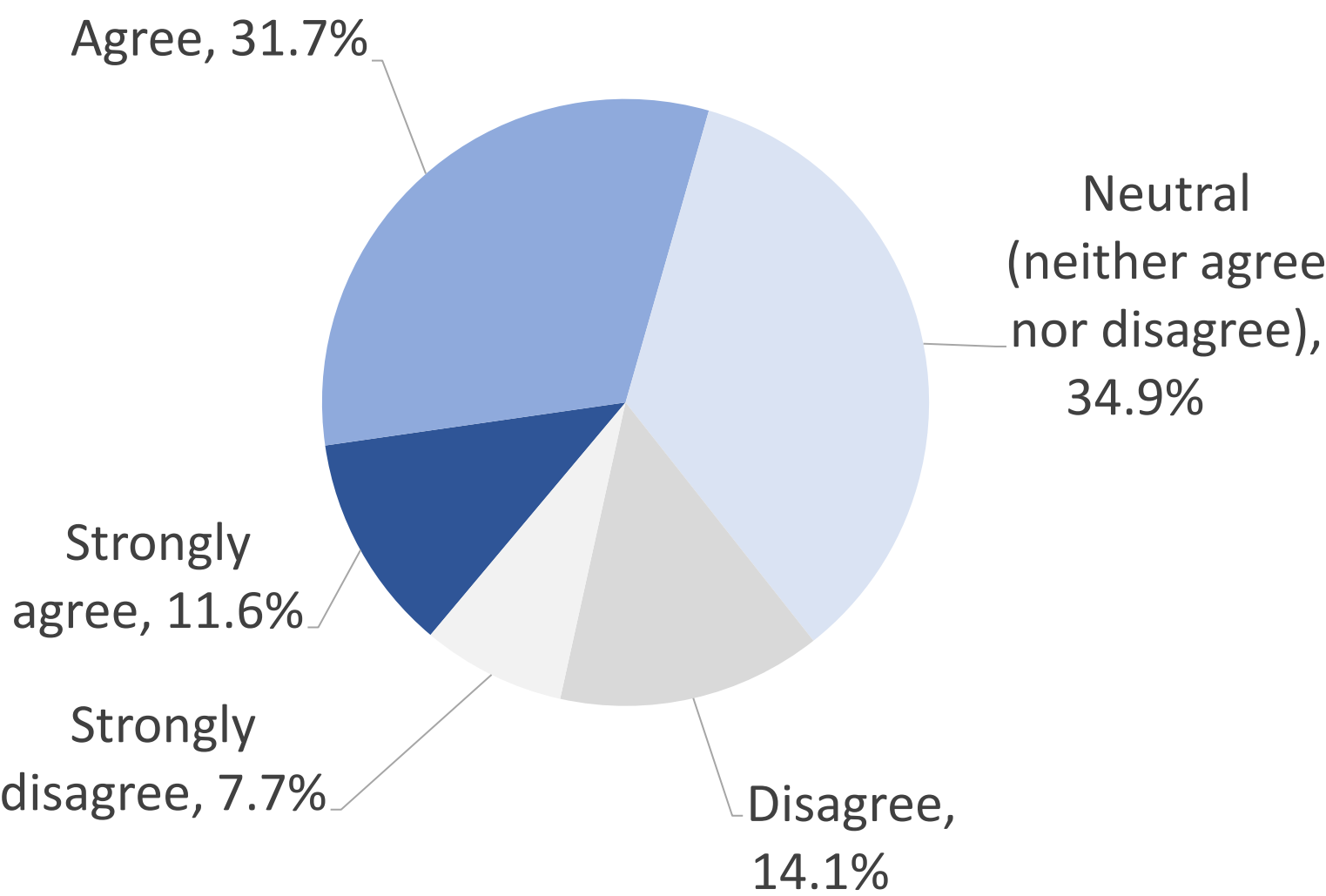


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# Replacing Air Travel With Road Trips

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.



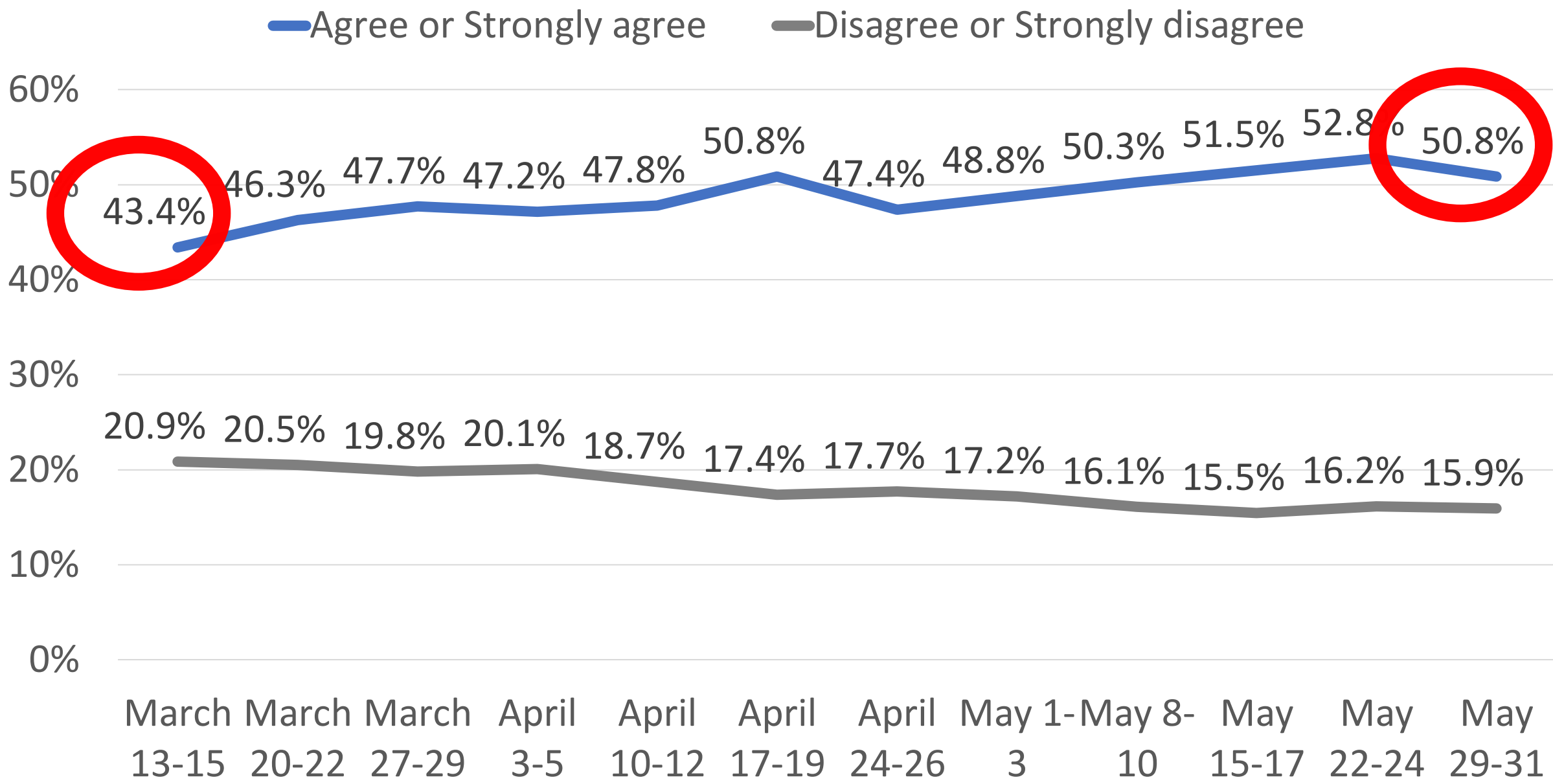
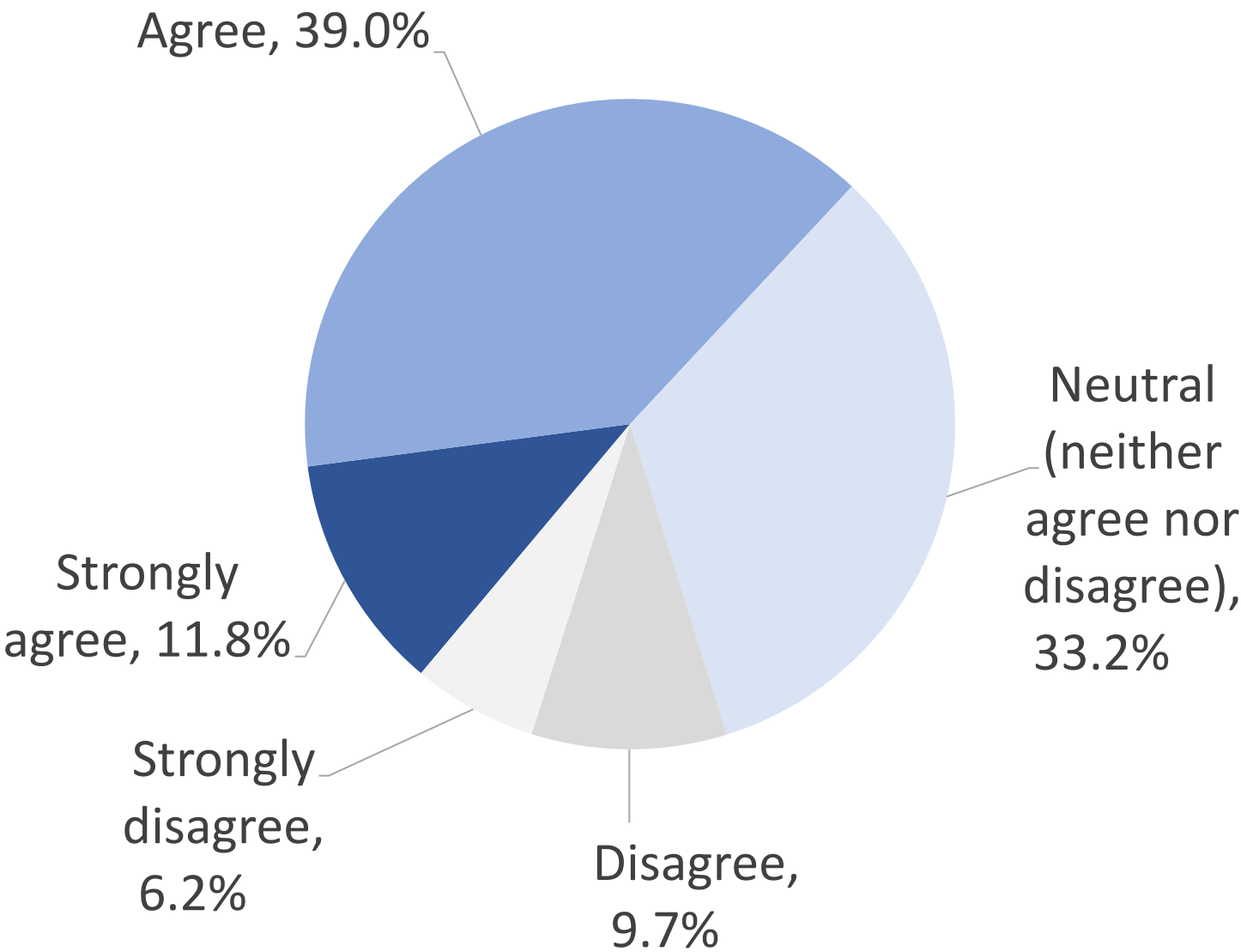
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# Replacing Long-Haul Travel with Regional Trips

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, 1,200, 1,212, 1,223 and 1,257 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, 15-17, 22-24 and 29-31, 2020)



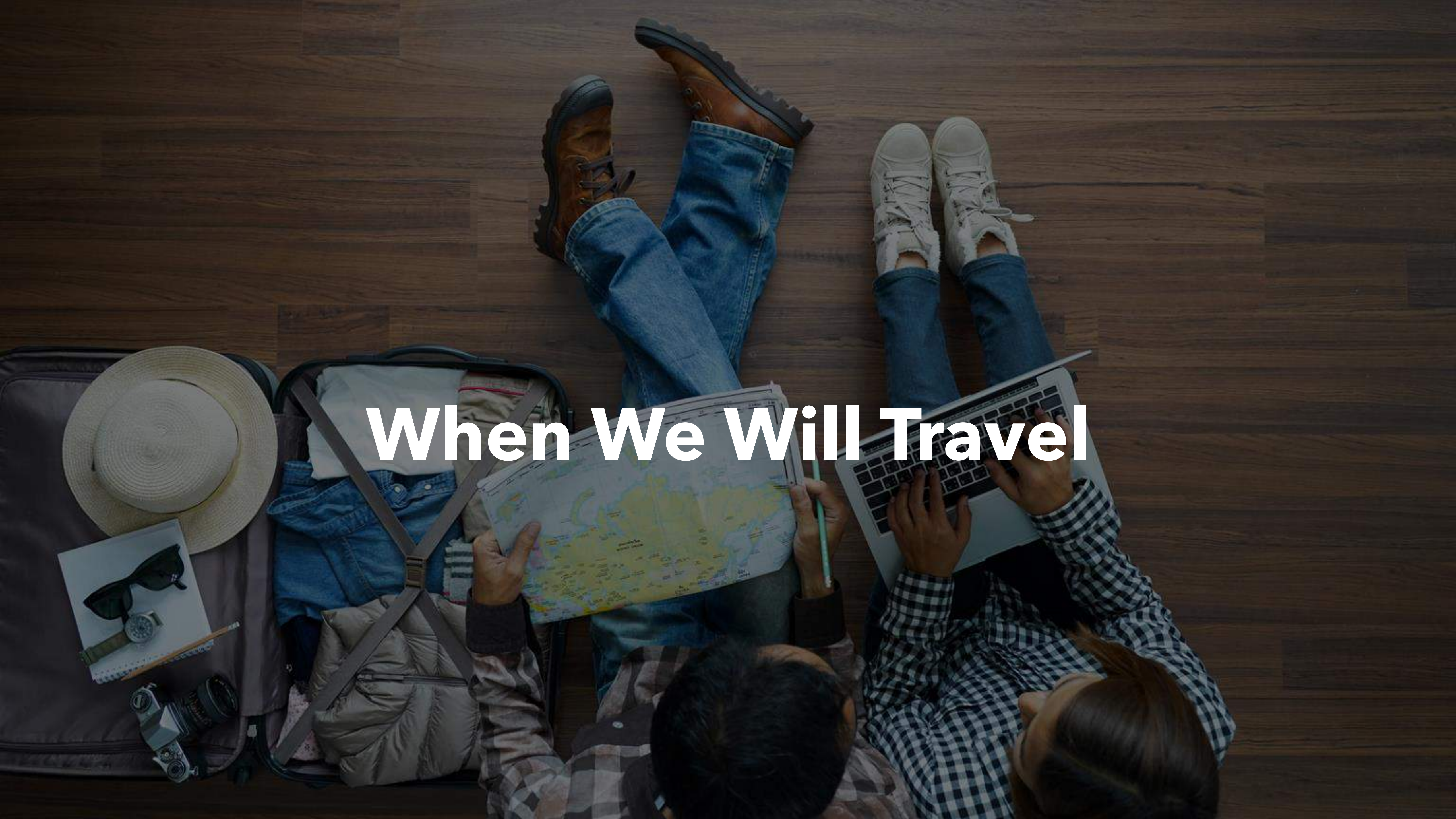


# KEY TAKEAWAYS

- **The idea of replacing vacations and long-haul travel with staycations and regional trips had been consistently gaining strength, but reversed course this week**
- **A majority of Americans continue to feel they will push off international travel**
- **Many Americans remain in agreement that they will substitute road trips for air travel**



# When We Will Travel

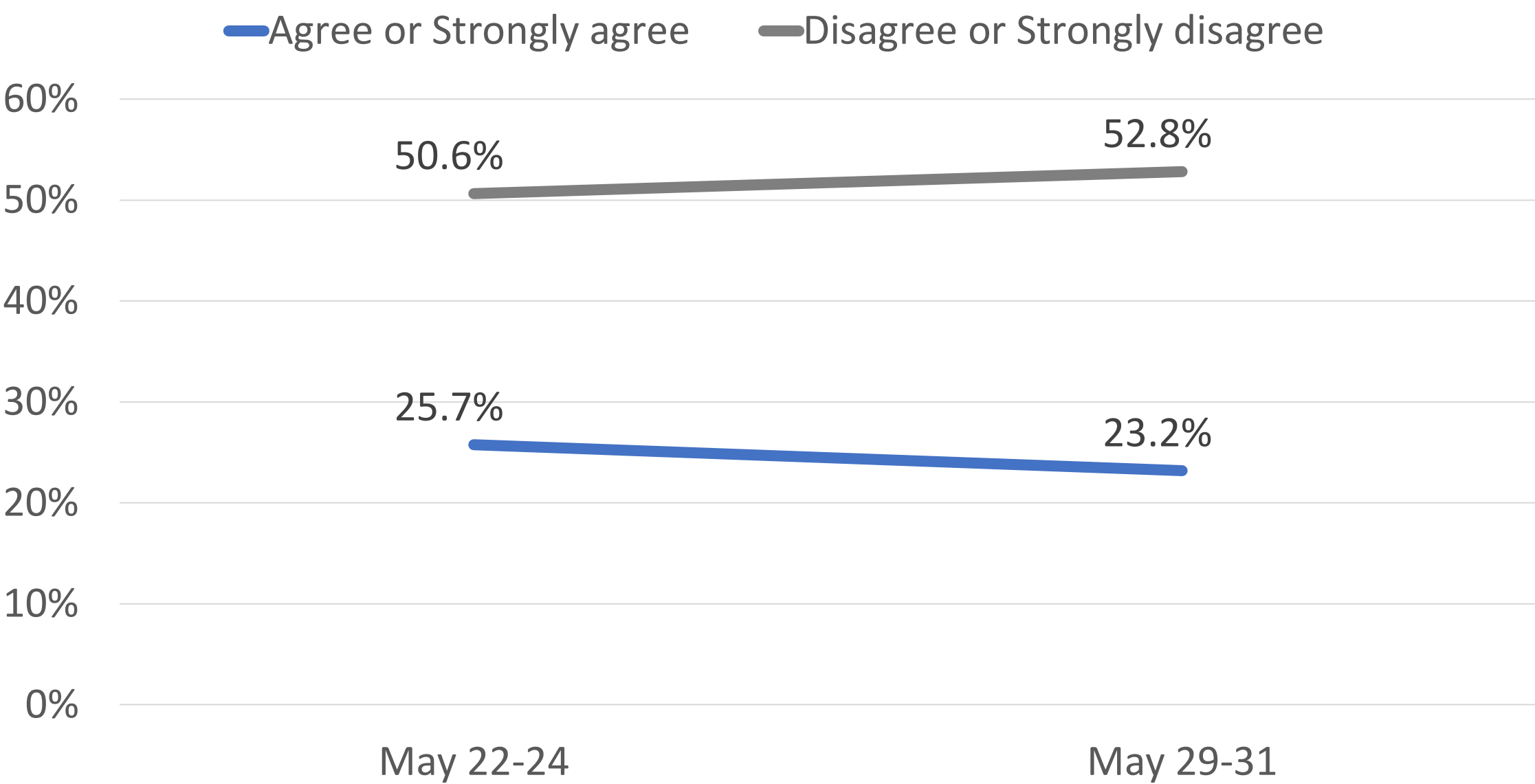
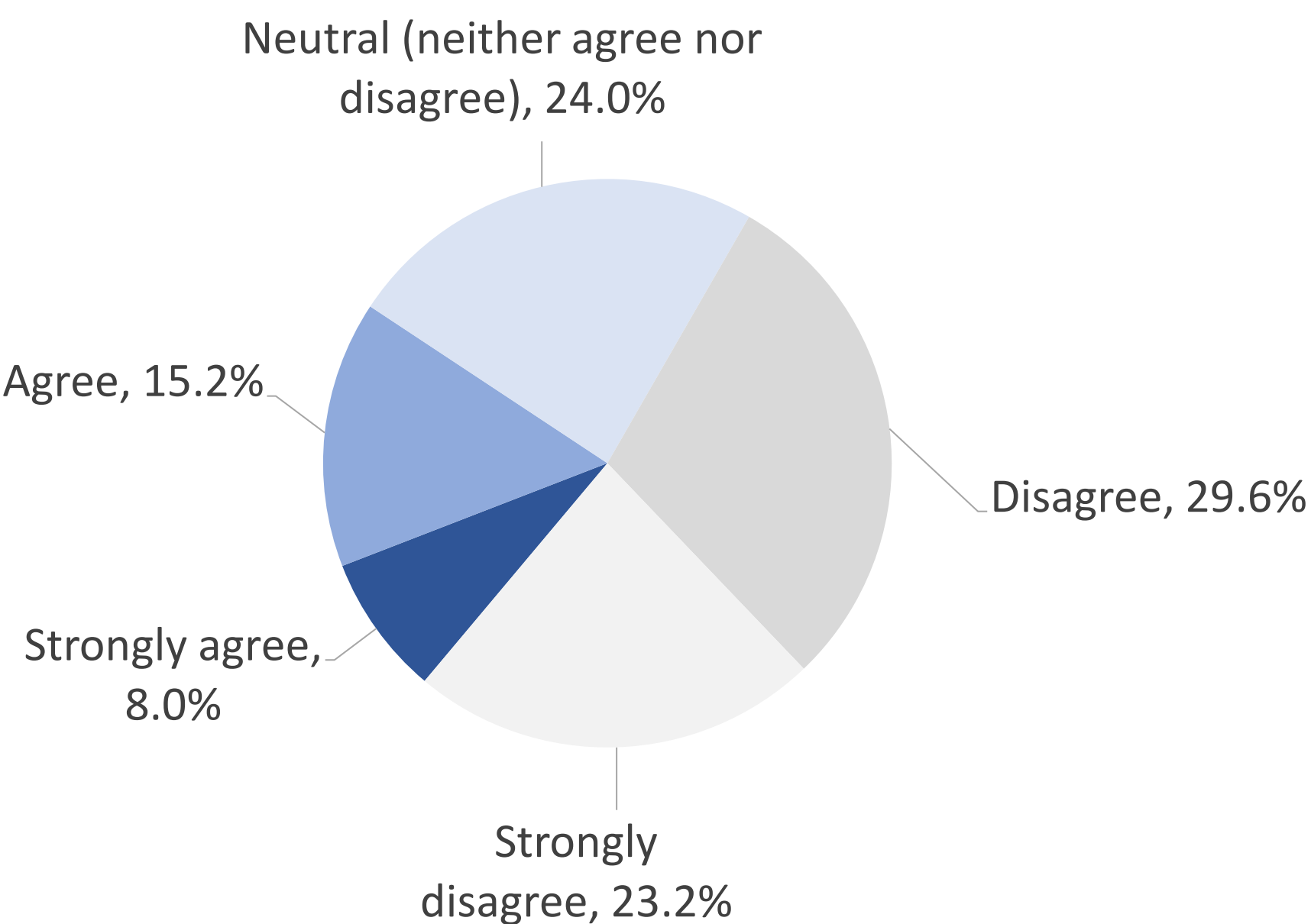




# Expectations for Fall Travel Season

How much do you agree with the following statement?

**Statement:** I expect the coronavirus situation will be resolved before Fall begins.



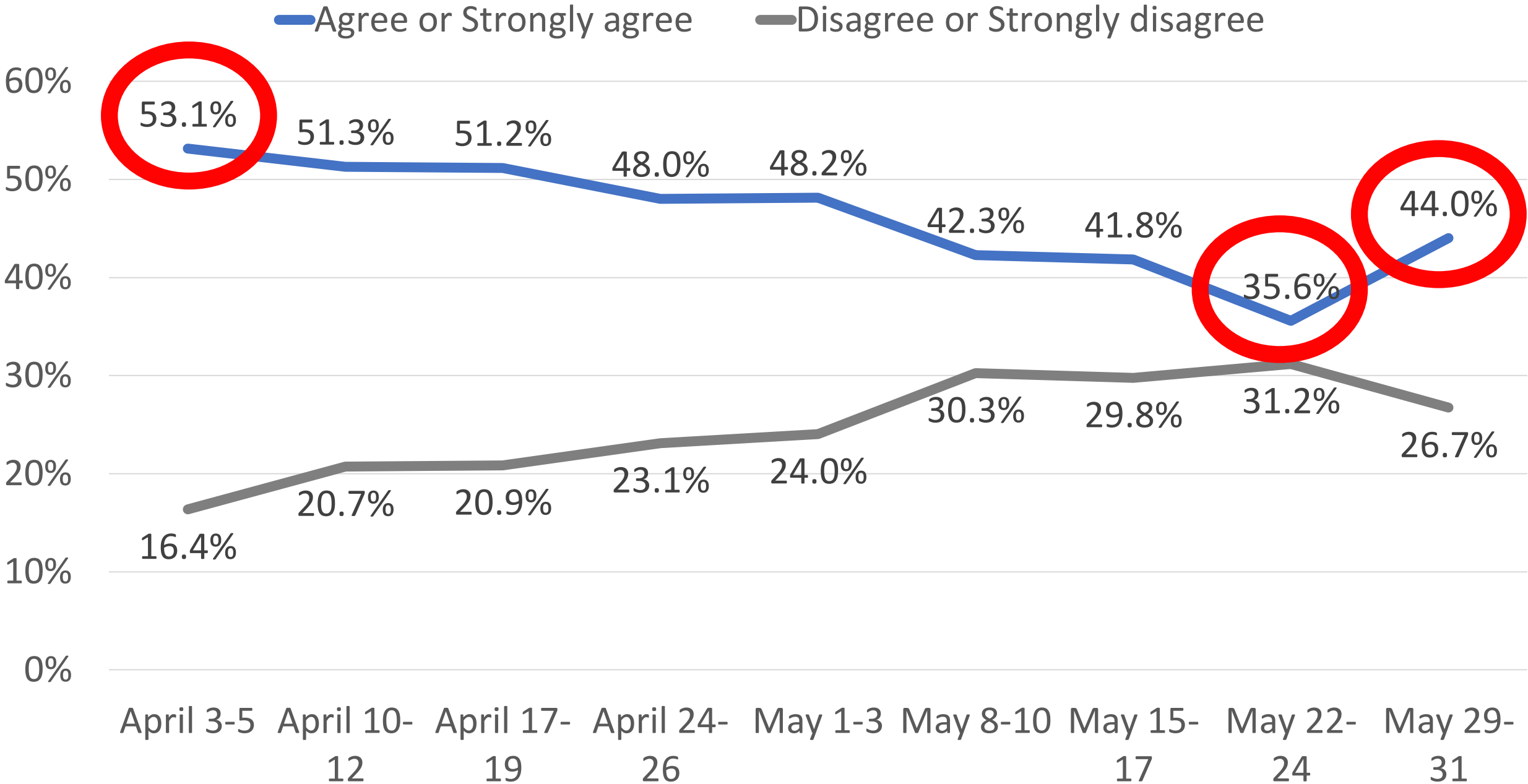
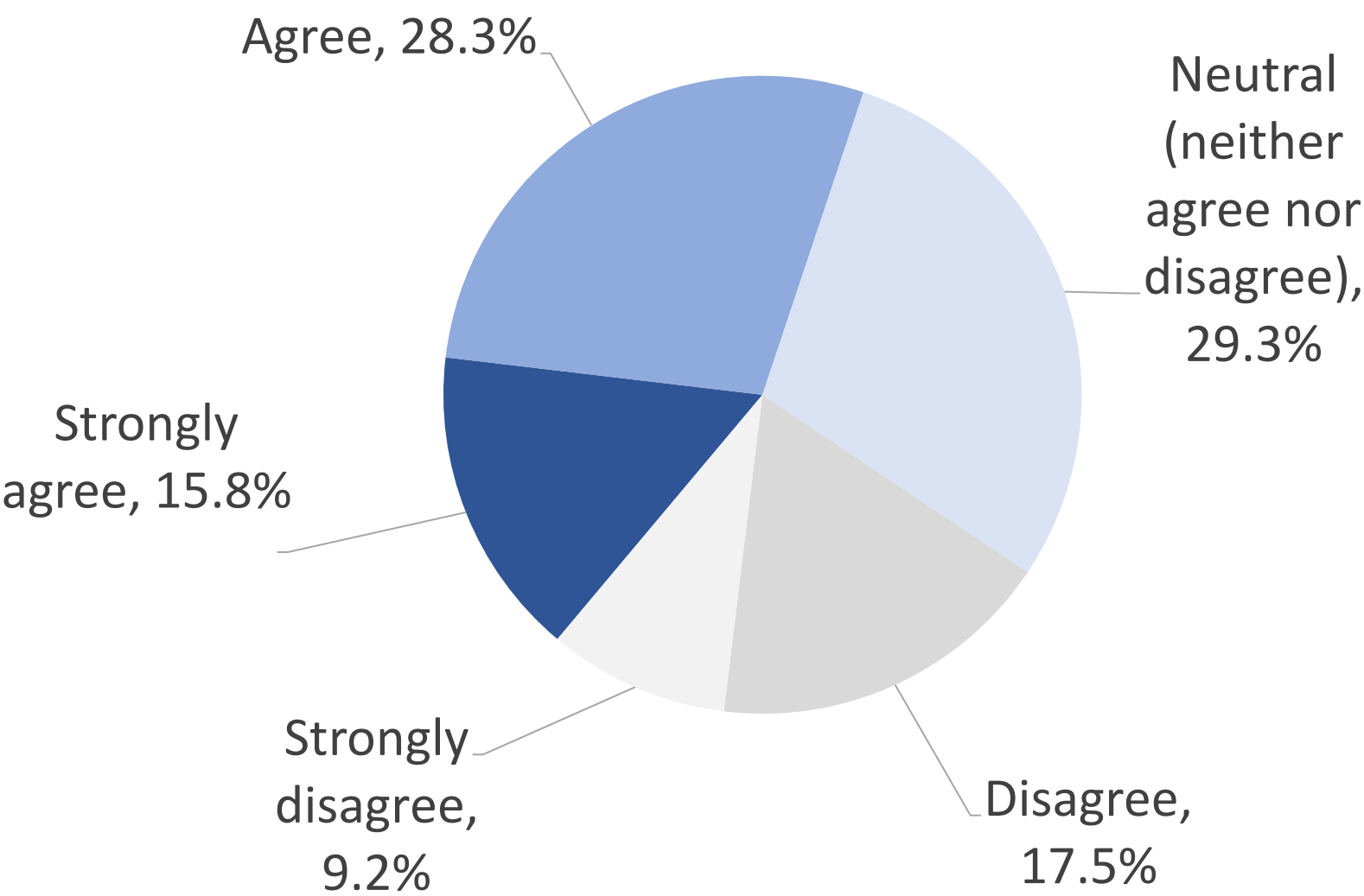
(Base: All respondents, 1,223 and 1,257 completed surveys. Data collected, May 22-24 and 29-31, 2020)



# Expectations for Traveling in the Fall

How much do you agree with the following statement?

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



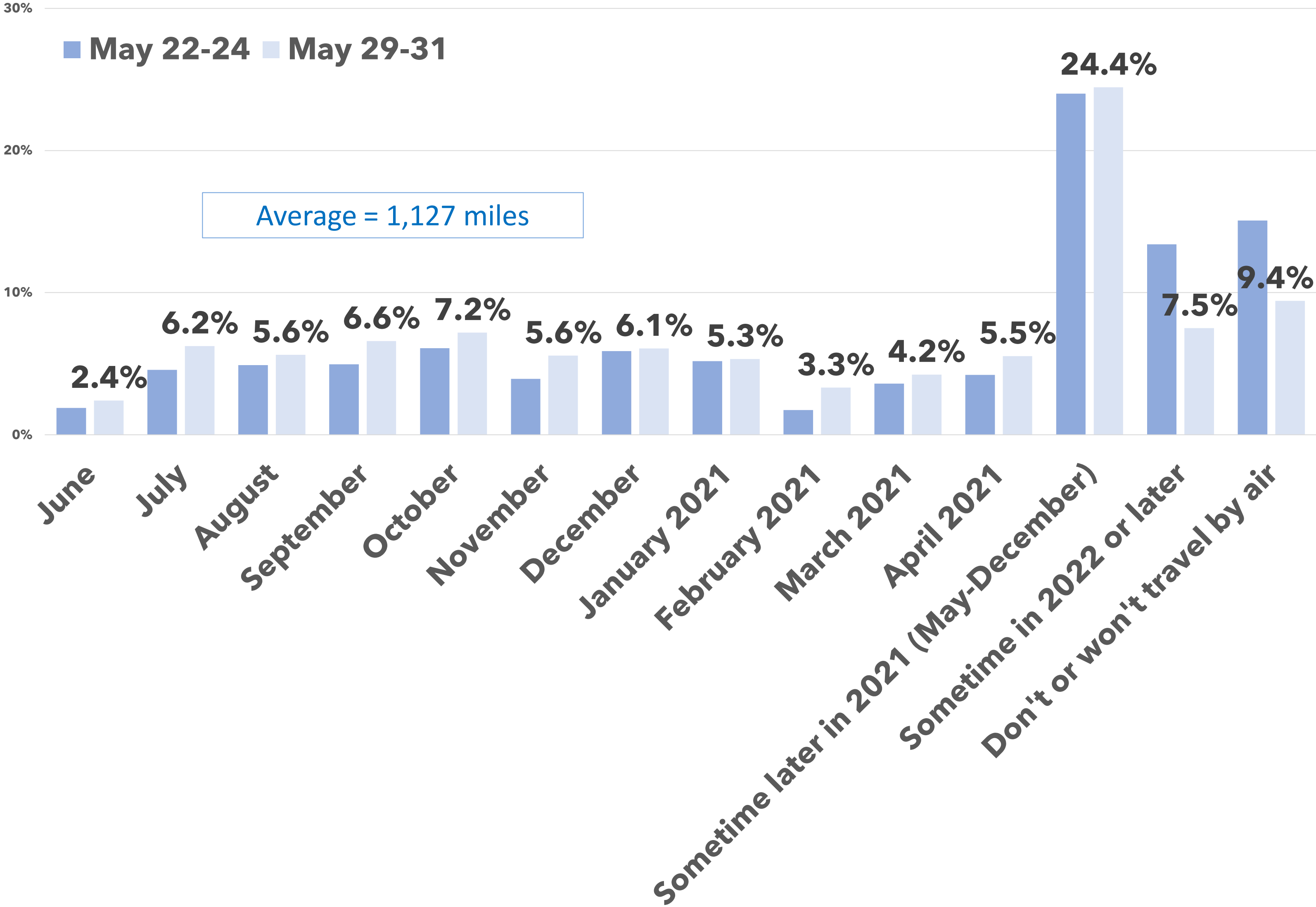
(Base: All respondents, 1,216, 1,263, 1,238 1,208, 1,204, 1,200, 1,212, 1,223 and 1,257 completed surveys. Data collected April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24 and 29-31, 2020)

# Month of Next Commercial Airline Trip

## MONTH OF NEXT AIR TRIP

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

(Base: Waves 11 and 12. All respondents, 1,223 and 1,257 completed surveys. Data collected May 22-24 and 29-31, 2020)



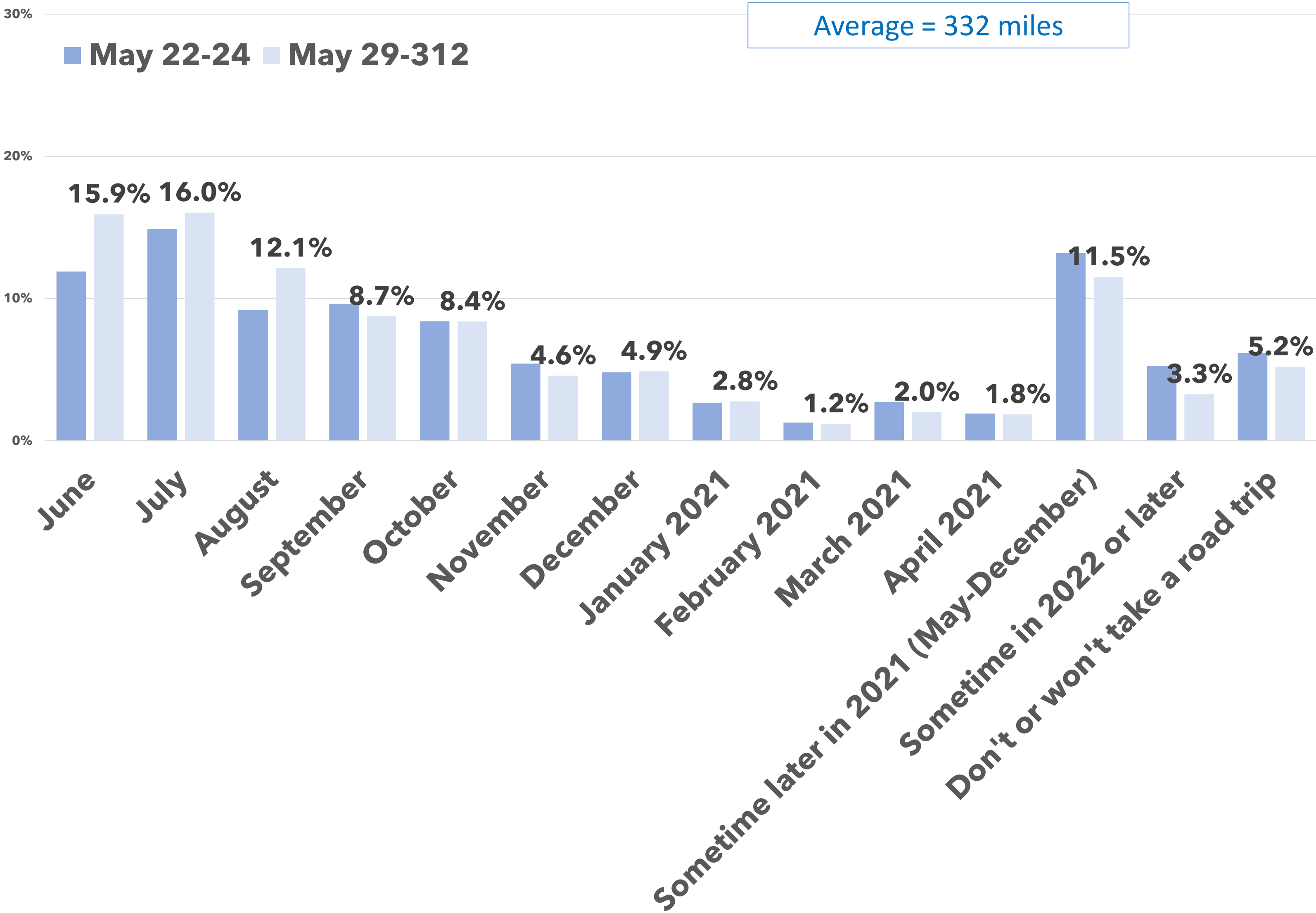


# Month of Next Road Trip

## MONTH OF NEXT ROAD TRIP

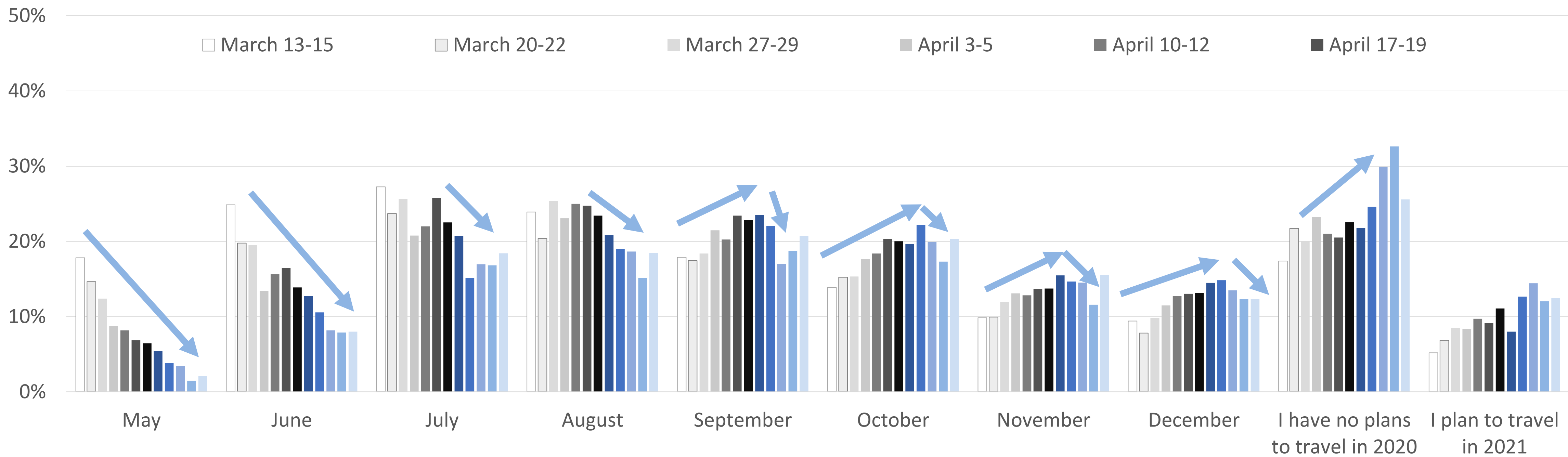
**Question:** In what month do you expect you will take your NEXT ROAD TRIP (Traveling in a personal automobile)?

(Base: Waves 11 and 12. All respondents, 1,223 and 1,257 completed surveys. Data collected May 22-24 and 29-31, 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?



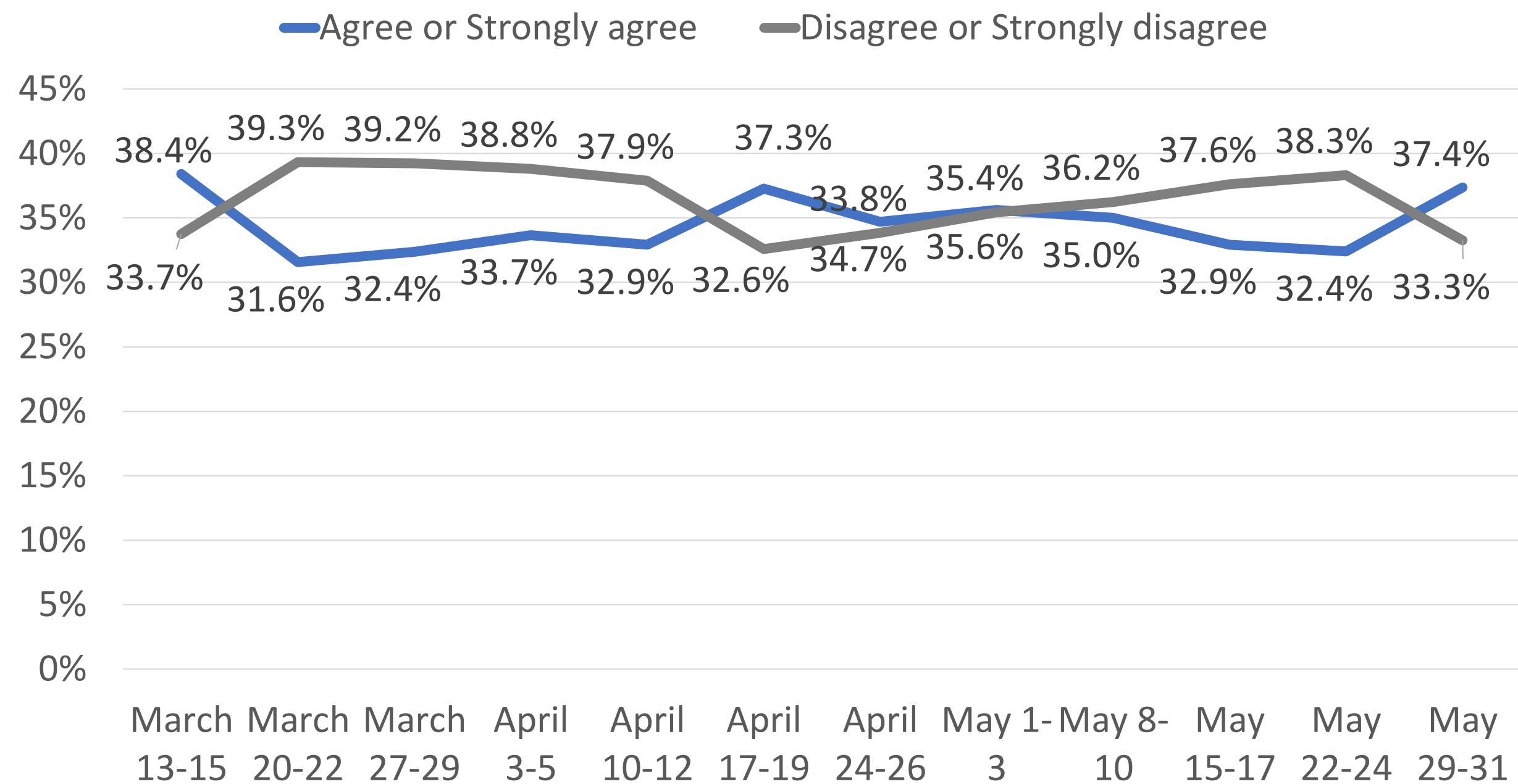
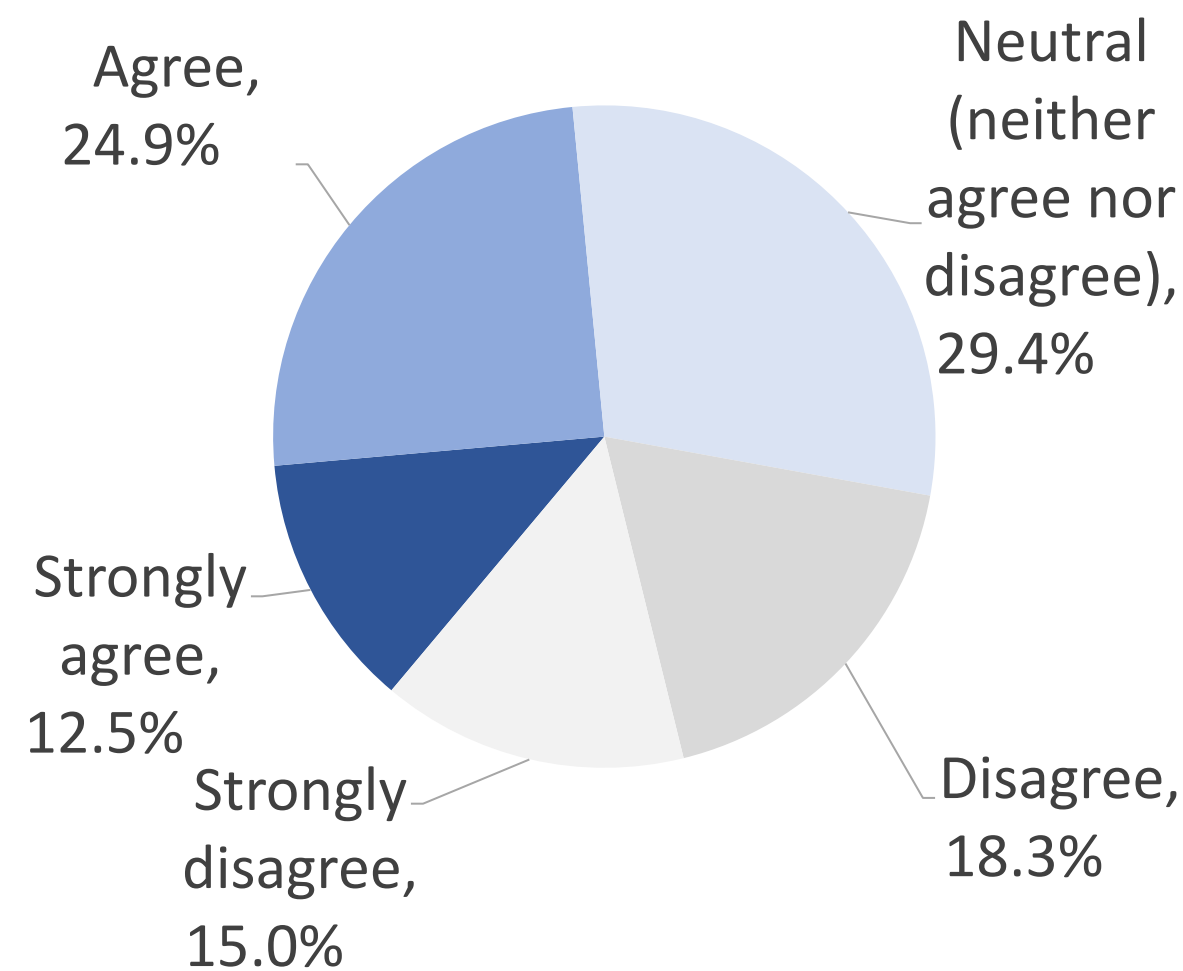
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# Discounts and Price Cuts

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, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223 and 1,257 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, 15-17, 22-24 and 29-31, 2020)





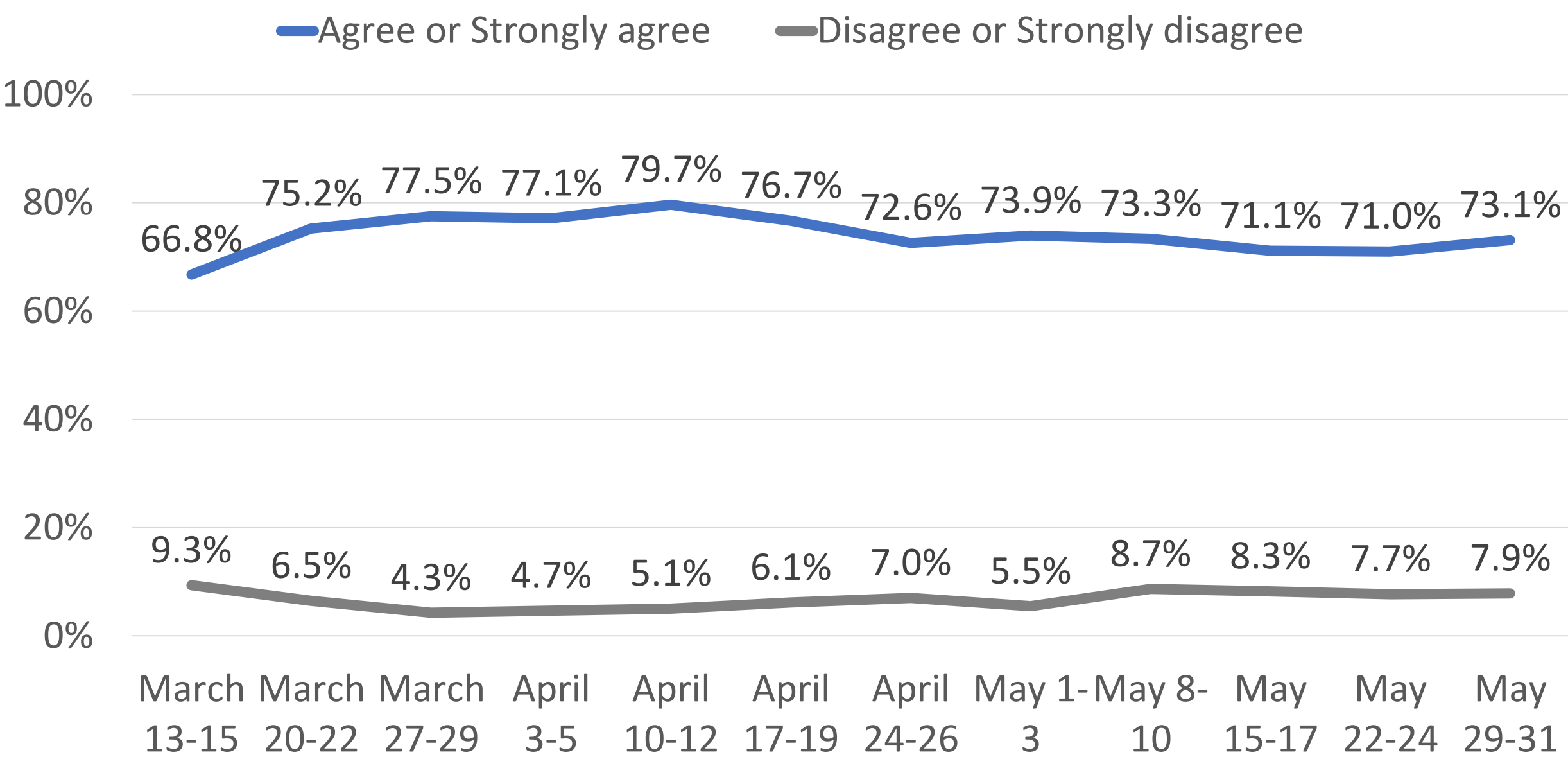
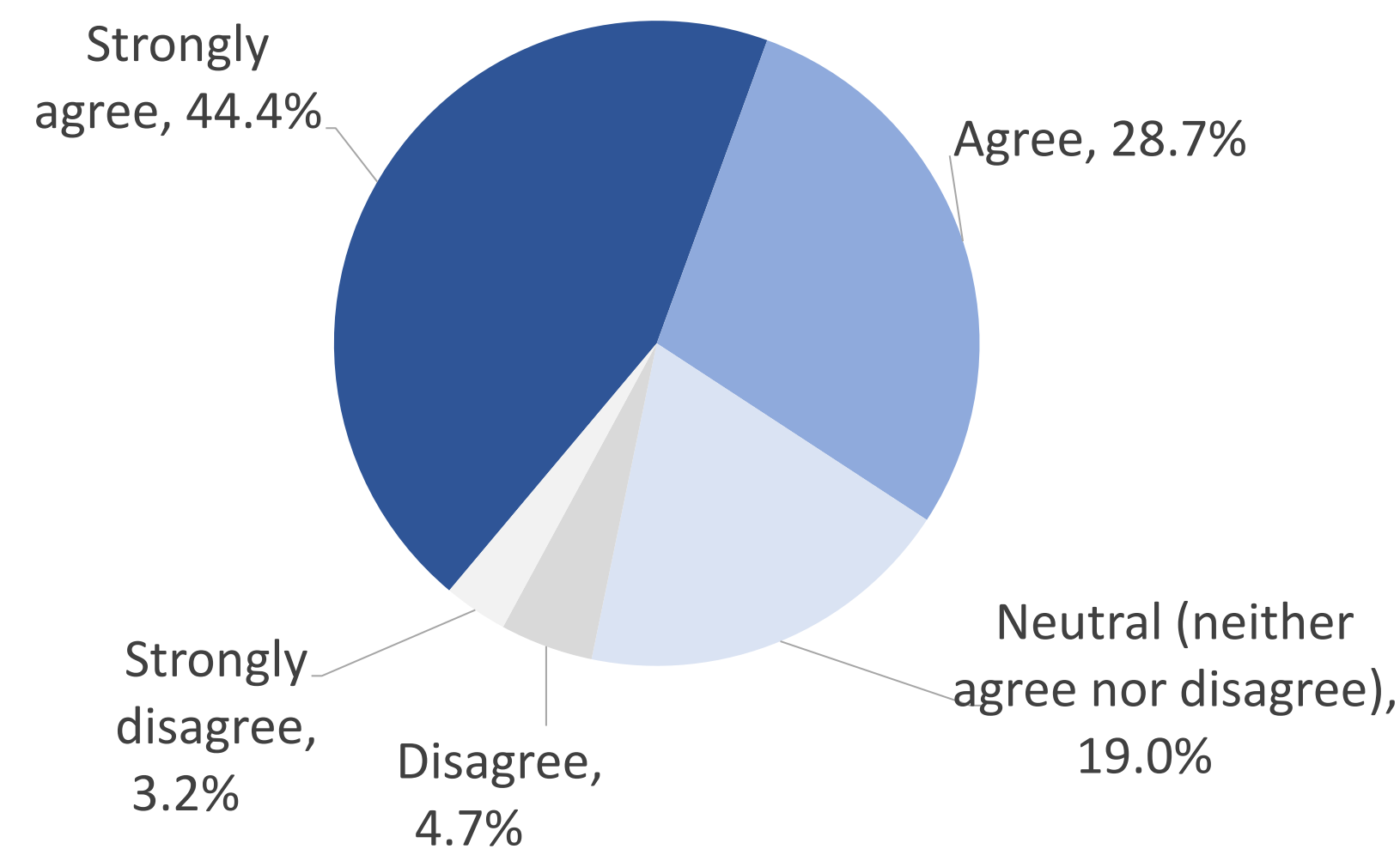
**When Will We Reconvene?**



# Avoiding Conventions & Conferences

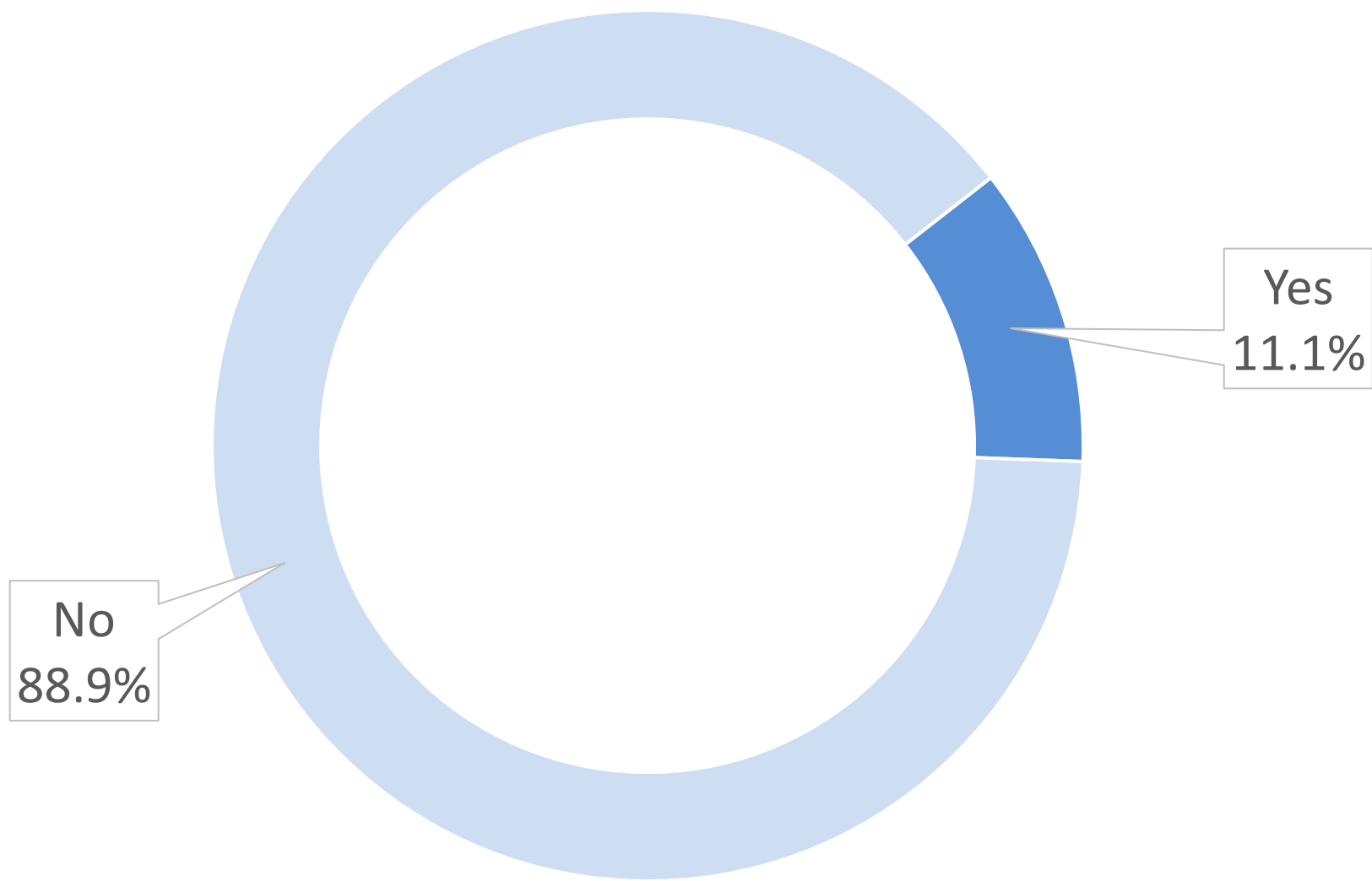
How much do you agree with the following statement?

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



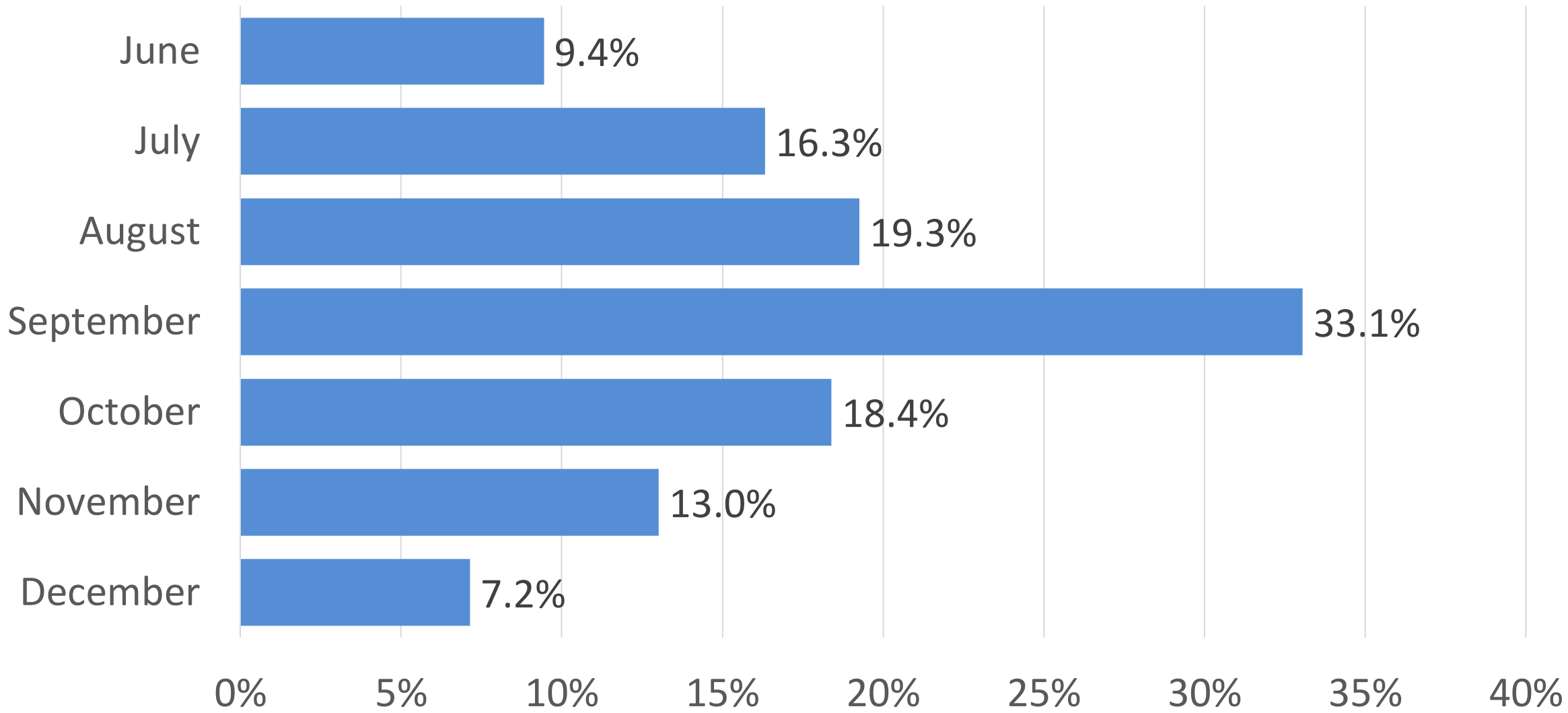
(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223 and 1,257 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24 and 29-31, 2020)

# Meetings & Upcoming Travel



**Question:** Do you currently have any travel even tentatively planned for a convention, conference or other group meeting later this year?

*(Base: Wave 12. All respondents, 1,257 completed surveys. Data collected May 29-31, 2020)*



**Question:** In what months do you have travel for a CONVENTION, CONFERENCE OR GROUP MEETING planned?

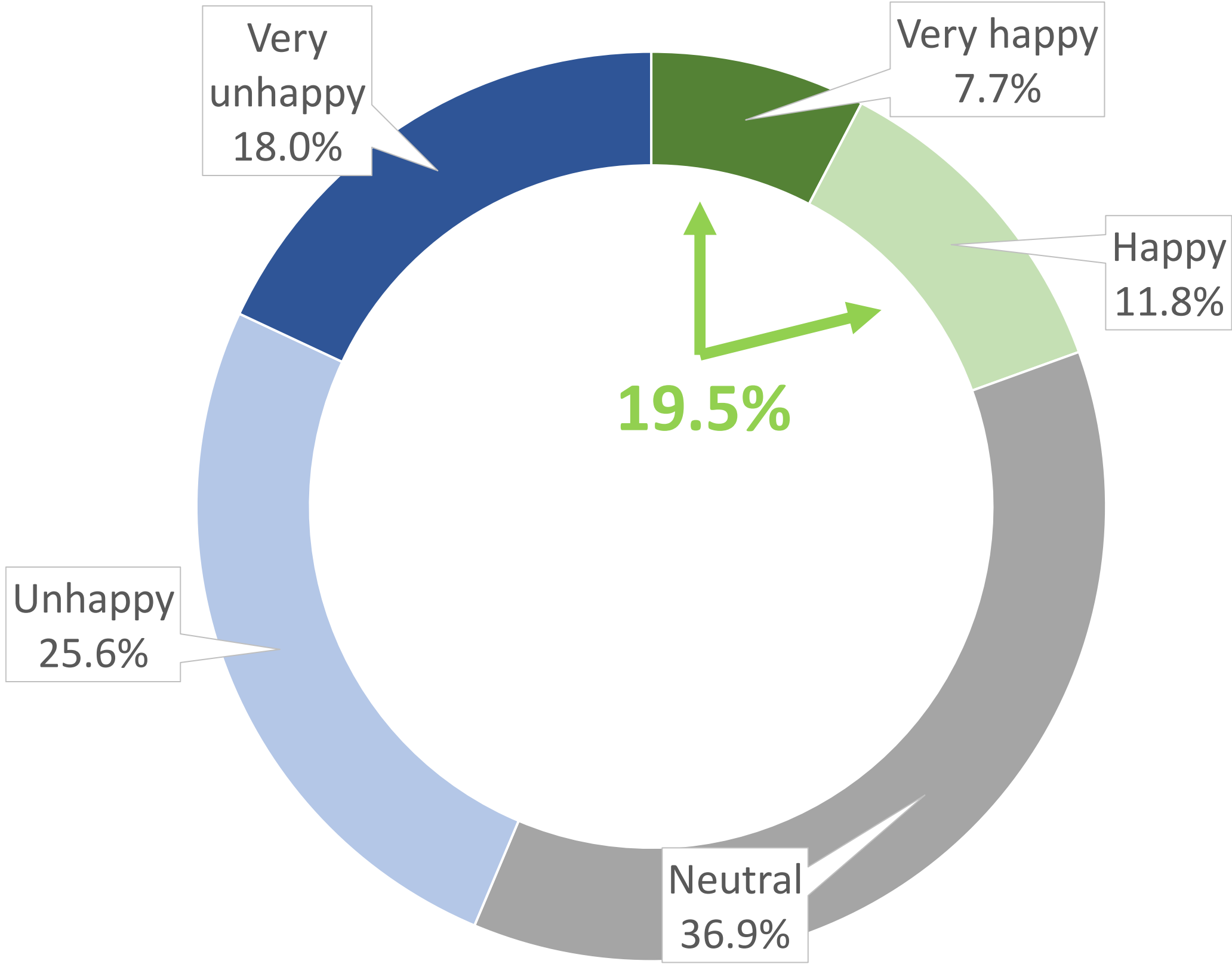
*(Base: Wave 12. Respondents with a planned meeting this year, 131 completed surveys. Data collected May 29-31, 2020)*



# Feelings About Meetings in their Home Community

**Question:** How would you feel if you learned that a conference or convention was planning to meet in your community later this summer? (Select one)

*(Base: All respondents 1,257 completed surveys. Data collected May 29-31, 2020)*







# KEY TAKEAWAYS

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- **The pandemic may be becoming a more accepted part of the fabric of our lives. Gradually fewer travelers are saying it will keep them from traveling until resolved**
- **Expectations for Fall travel broke from a downward trend this week, with more optimism shown for hitting the road this autumn**
- **Trip plans increased from July through November**
- **The next air and road trips will likely be sooner than anticipated last week**
- **One in ten travelers plan to take a group-meeting/convention trip this year—to date, September appears the most popular month for such travel**



# What Travel Means to Us





*(Base: All respondents 1,257 completed surveys. Data collected May 29-31, 2020)*





# Feelings About Traveling Now: Historical Perspective

**Question:** What ONE WORD best describes how you feel about travel right now?

## March



# April



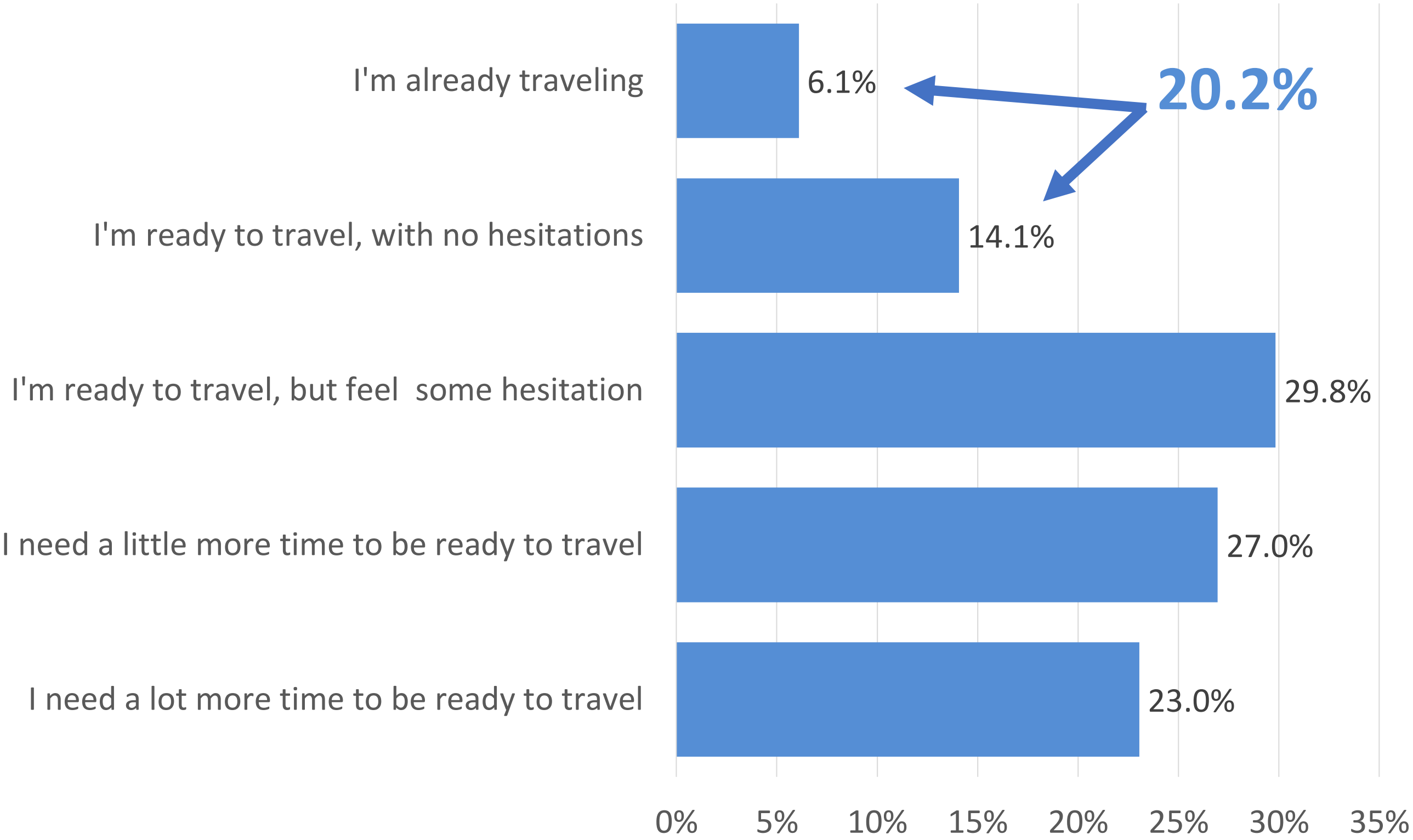
## May



# Current State of Mind Regarding Travel

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

*(Base: All respondents 1,257 completed surveys. Data collected May 29-31, 2020)*





***What do we most want?***

Happiness

Friendship

Money

Love

Escape

Safety





A romantic scene featuring a couple in a close embrace. The man, with a beard and wearing a blue shirt, is on the left. The woman, with long brown hair, is on the right, holding a glass of red wine. The background is a warm, out-of-focus sunset or sunrise with golden light filtering through trees. A dark semi-transparent rectangle is overlaid in the center, containing white text.

## QUESTION:

***Tell us about your lifestyle priorities  
in the next six months.***

However you personally define each, use the scale provided to indicate how you will prioritize these in the next six months.

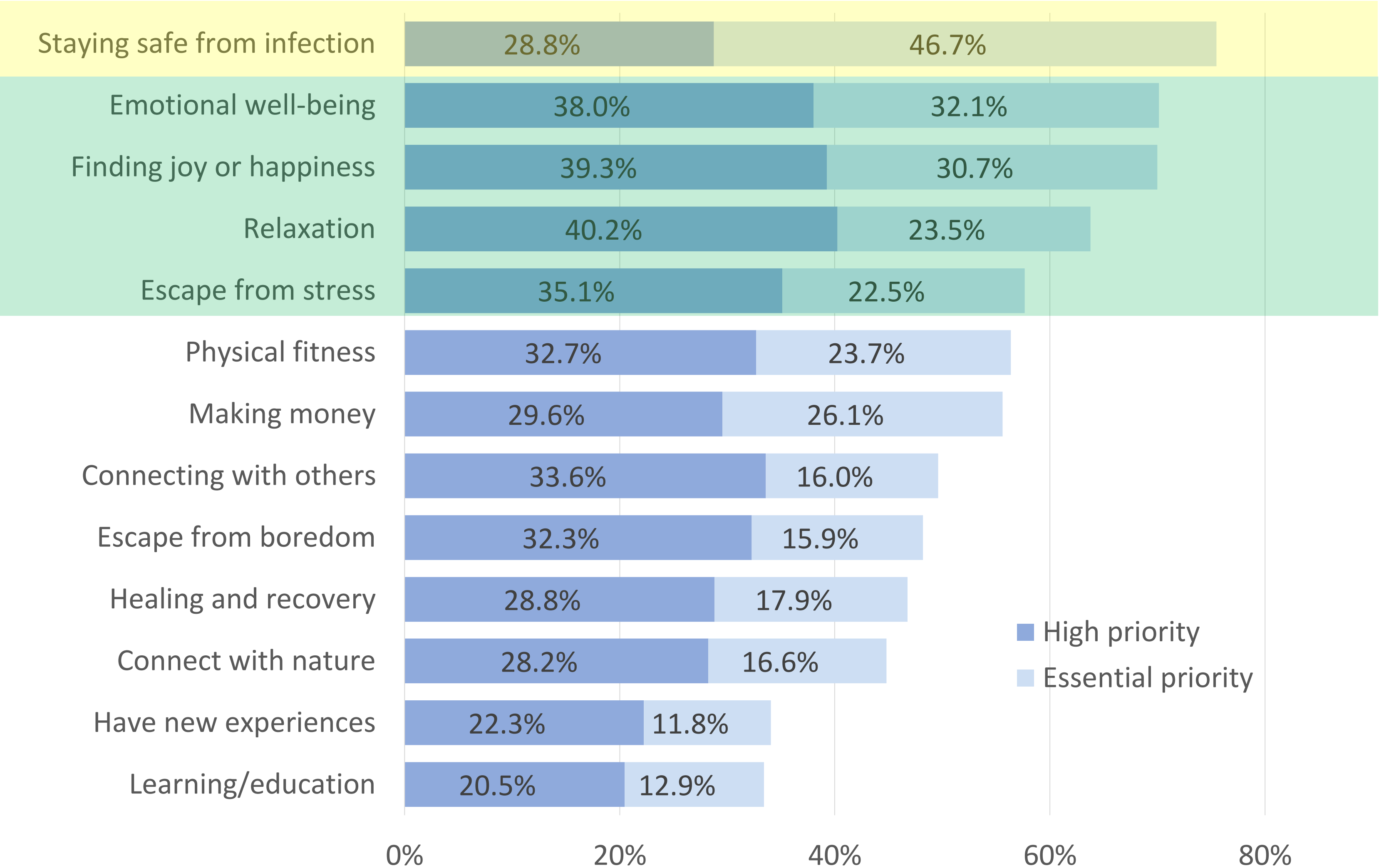


- Essential priority
- High priority
- Medium priority
- Low priority
- Not a priority

# Current State of Mind Regarding Travel

**Question:** Tell us about your lifestyle priorities in the next six months. However you personally define each, use the scale provided to indicate how you will prioritize these in the next SIX (6) MONTHS.

*(Base: All respondents 1,257 completed surveys. Data collected May 29-31, 2020)*



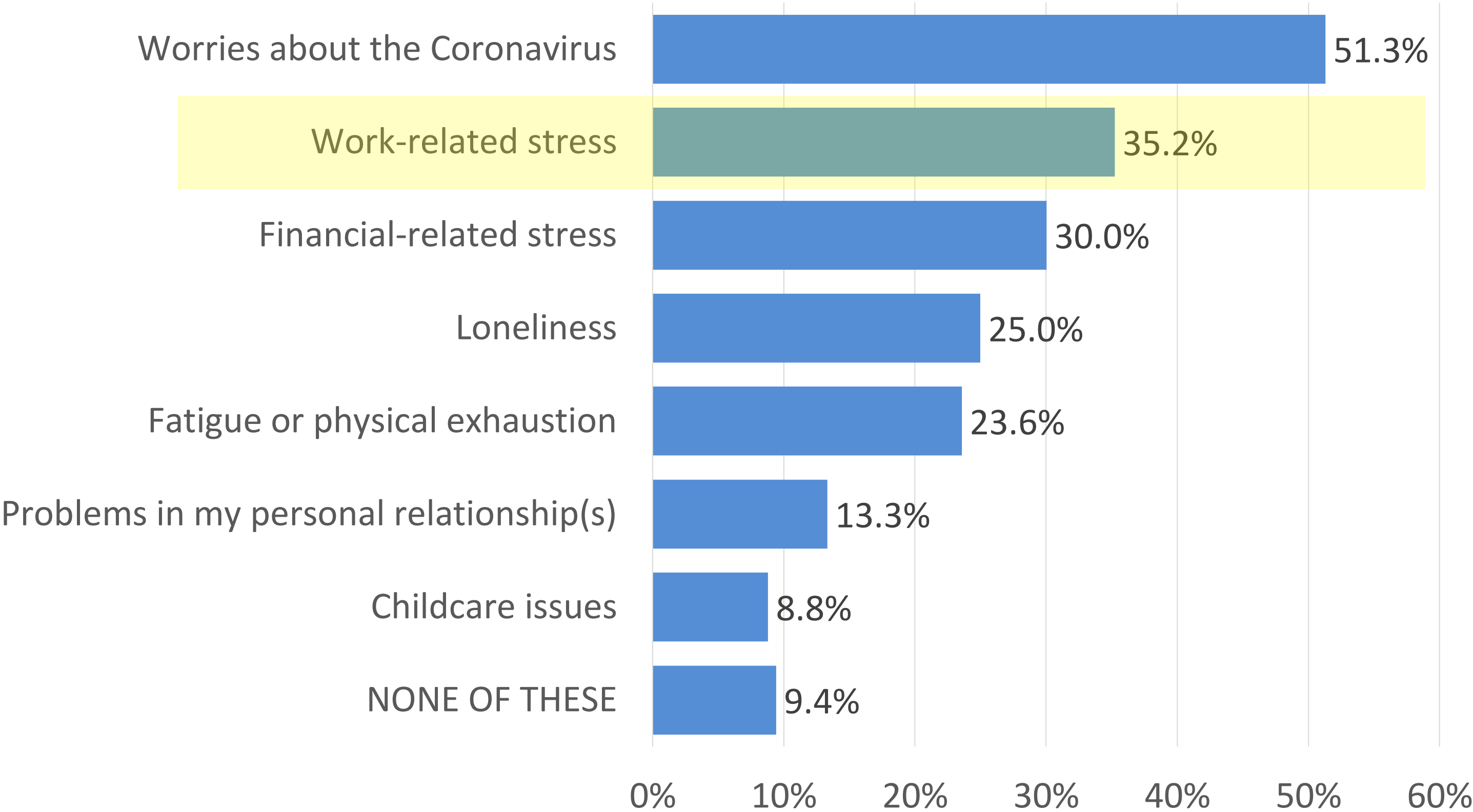


# What is Stressing Us Out?

**Question:** You said earlier that "Escape from stress" will be a priority in your life this year.

Which of types of stress are you hoping to reduce? (Select all that apply)

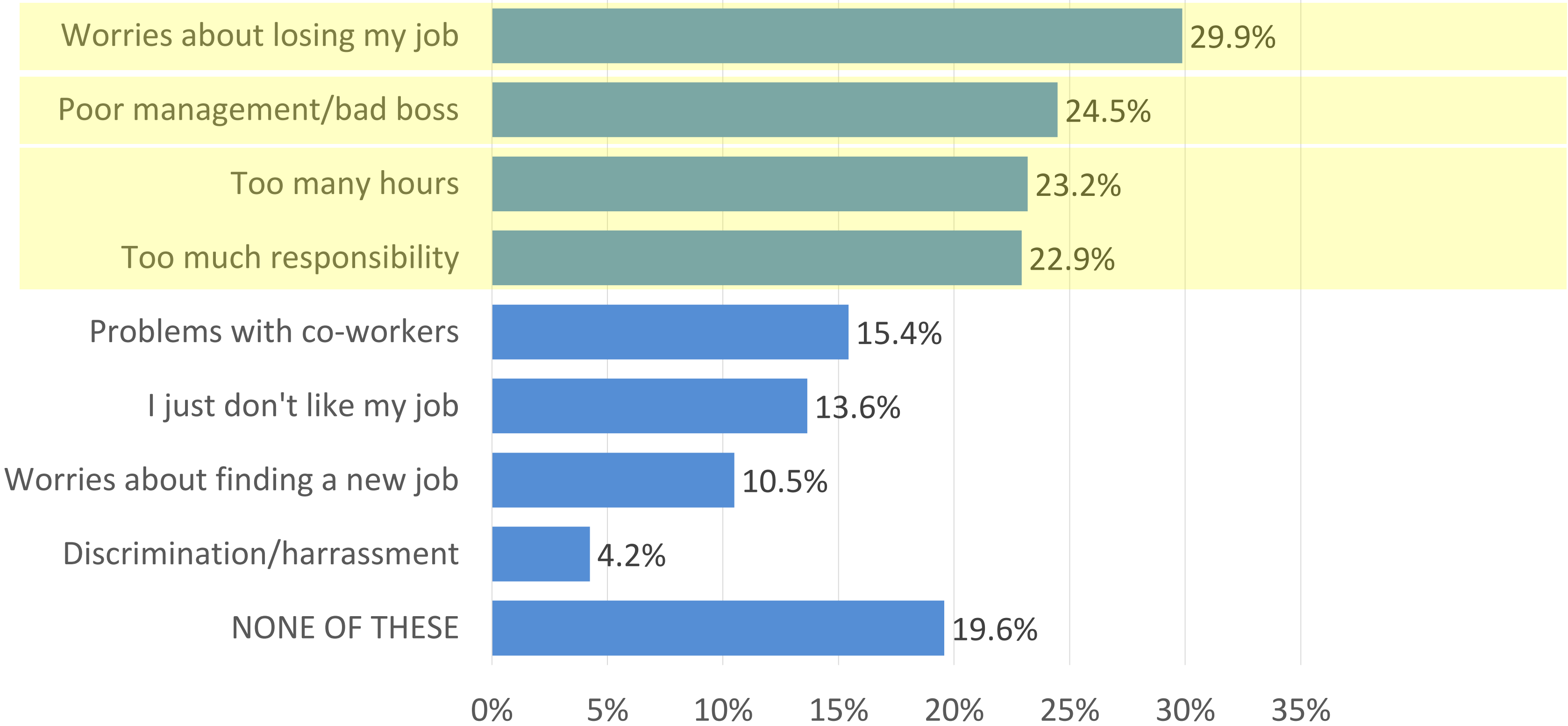
*(Base: Respondents seeking escape from stress 1,087 completed surveys. Data collected May 29-31, 2020)*



# Stressors at Work?

**Question:** Which of these work-related stresses are you hoping to reduce? (Select all that apply)

*(Base: Respondents stressed out by work issues, 367 completed surveys. Data collected May 29-31, 2020)*



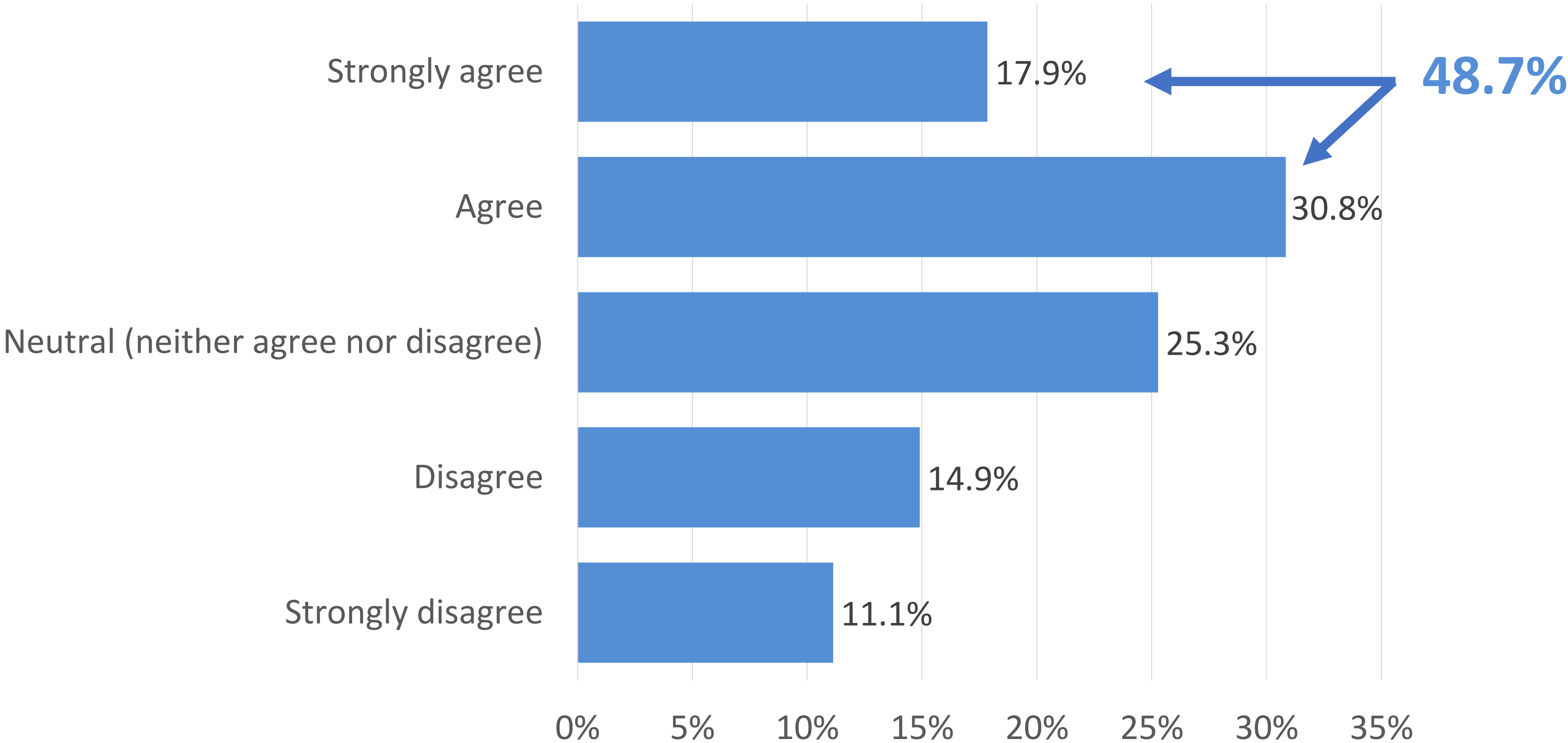


# Vacations Role in Stress Management

**Question:** How much do you agree with this statement?

**In the current environment, taking a vacation would help me manage the stress in my life.**

*(Base: All respondents 1,257 completed surveys. Data collected May 29-31, 2020)*

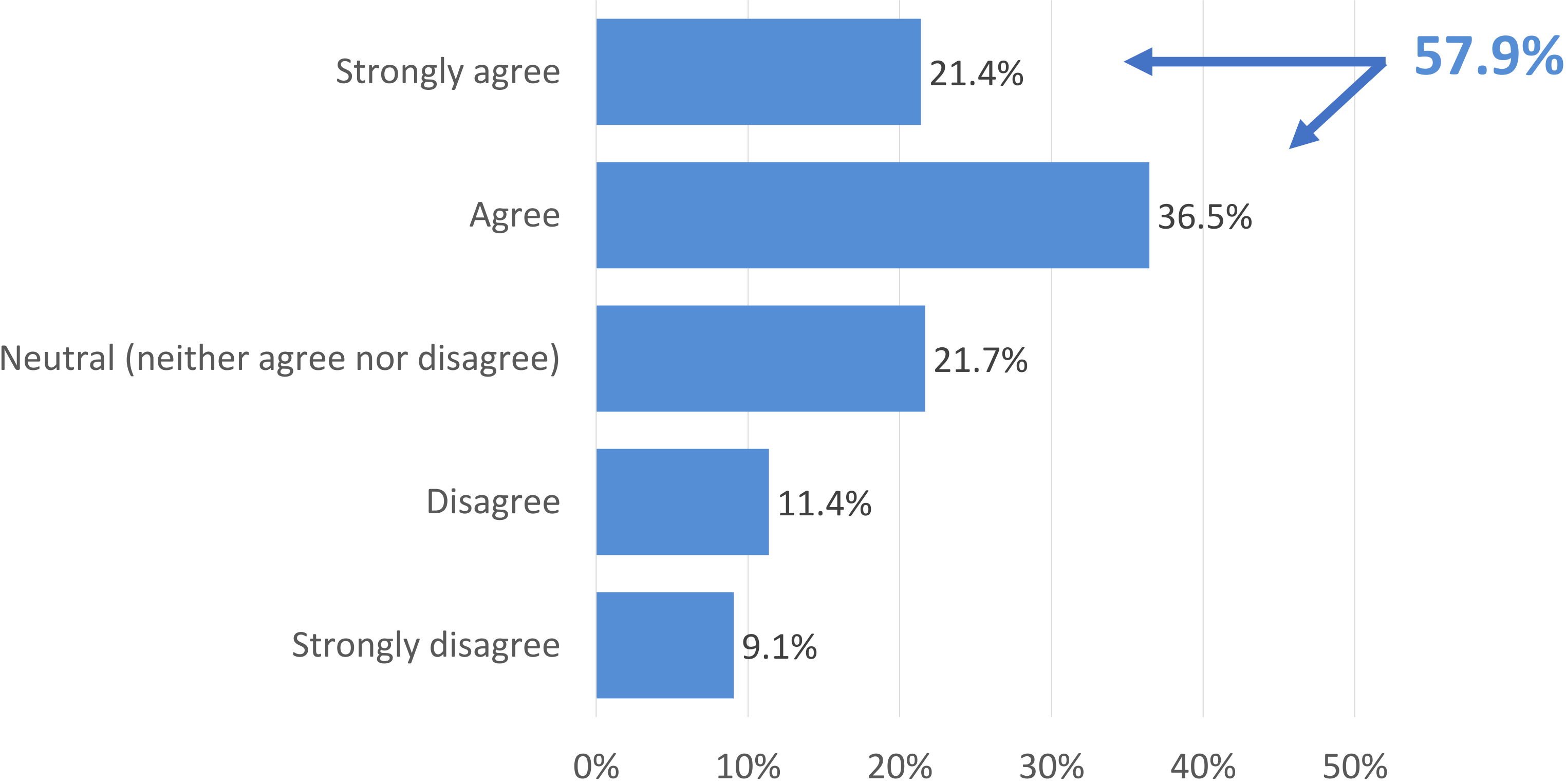


# Travel Now as a Way to Relax

**Question:** You said above that "Relaxation" will be a priority. How much do you agree with this statement?

In the current environment, taking a vacation would be a good way for me to relax.

*(Base: Respondents seeking relaxation, 1,149 completed surveys. Data collected May 29-31, 2020)*

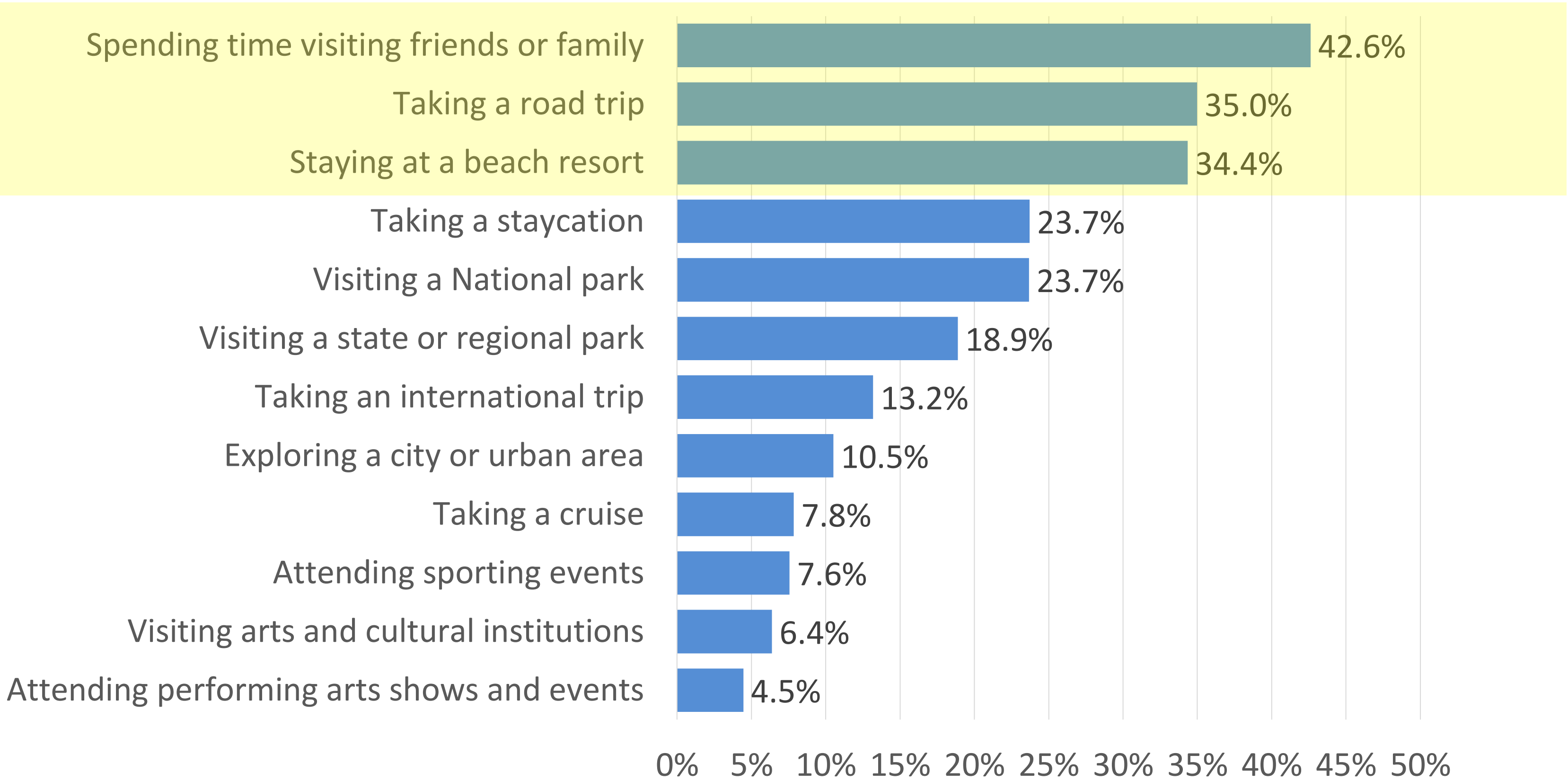




# Relaxing Travel Activities

**Question:** In the next TWELVE (12) MONTHS, which of types of travel experiences would you find most relaxing? (Select at most 3)

*(Base: Respondents seeking relaxation, 1,149 completed surveys. Data collected May 29-31, 2020)*

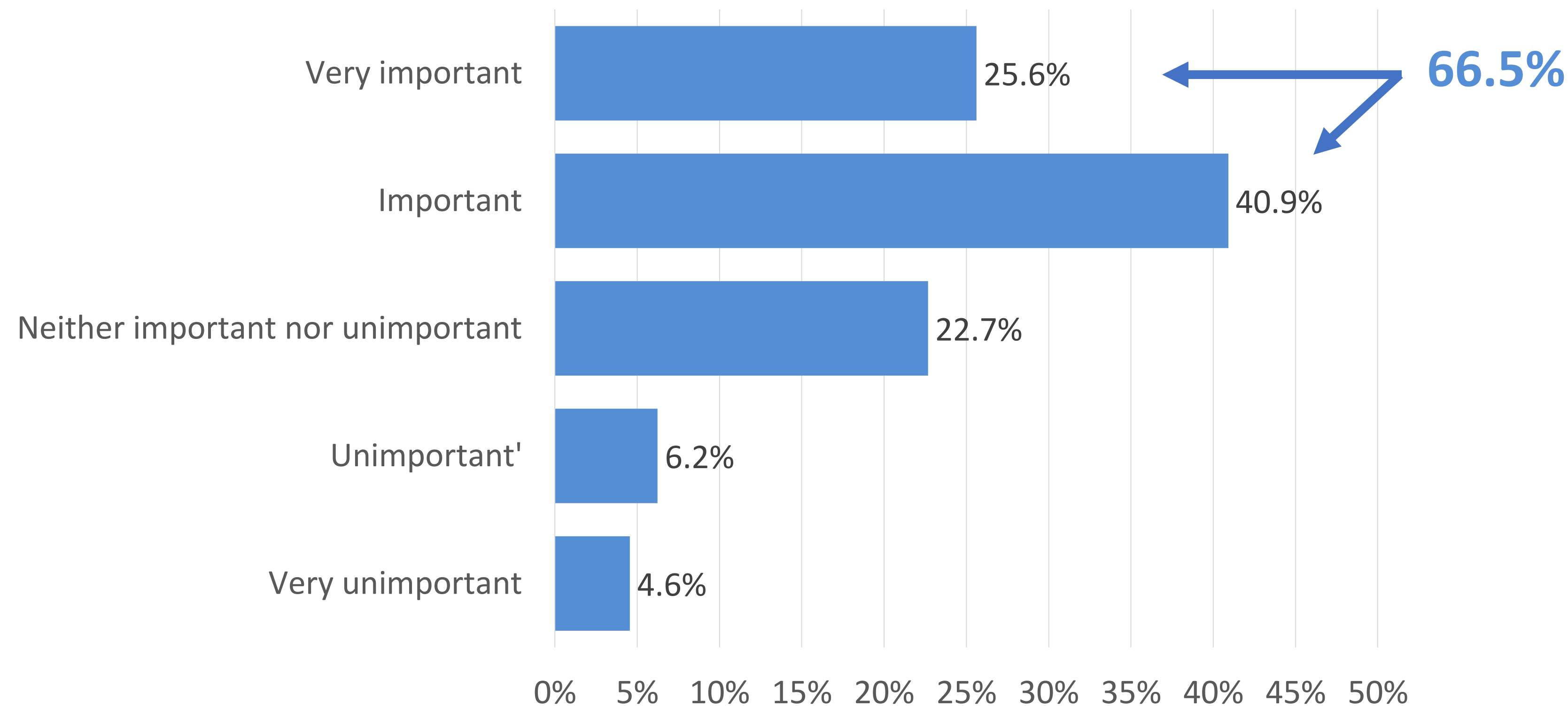


# Travel & Emotional Well-being

**Question:** You said above that your "Emotional Well-being" will be a priority in the next year.

**How important do you expect leisure travel will be in promoting you emotional well-being?**

*(Base: Respondents seeking emotional well-being, 1,171 completed surveys. Data collected May 29-31, 2020)*



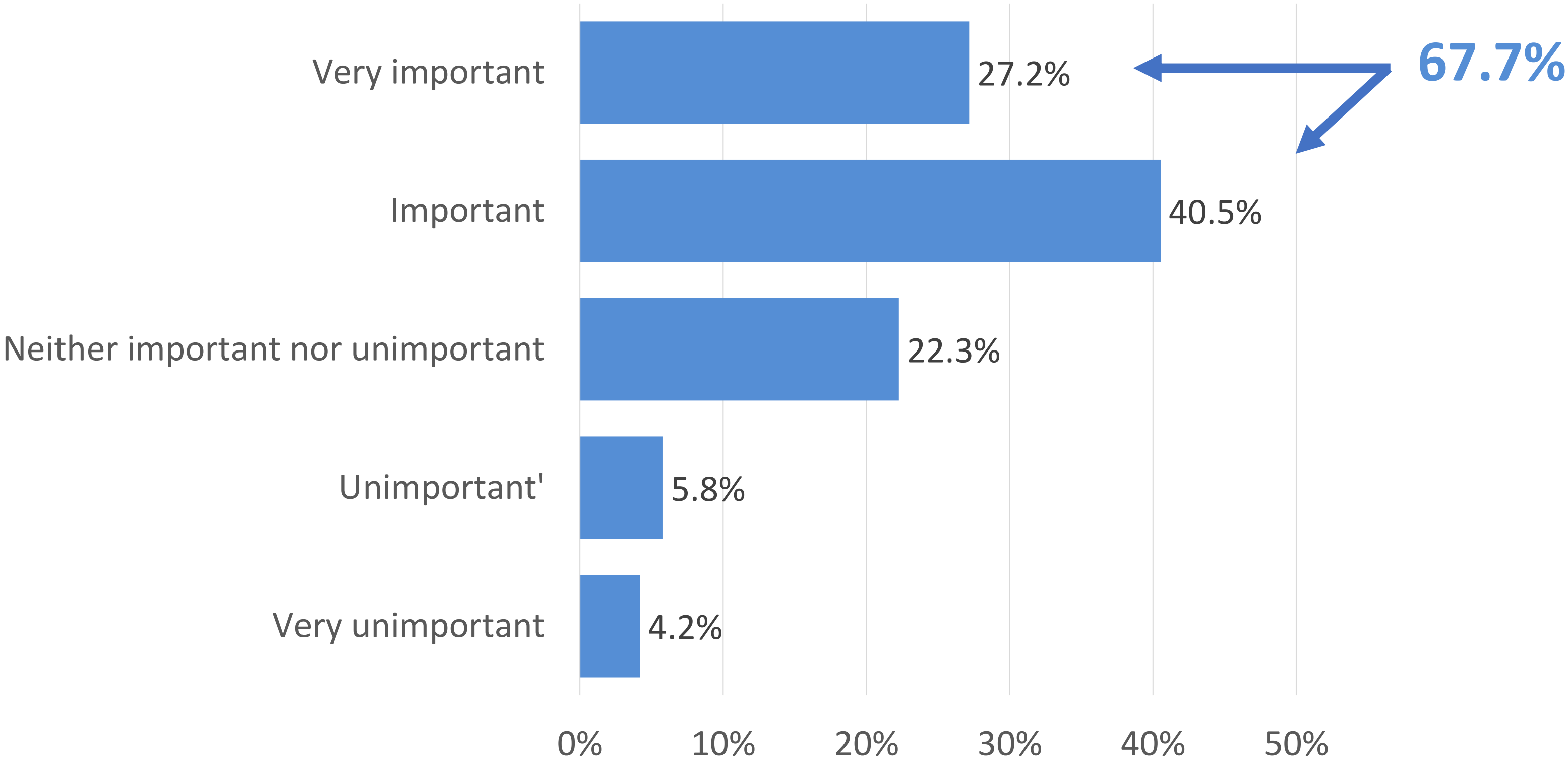


# Finding Joy Through Travel

**Question:** You said above that your "Finding Joy or happiness" will be a priority in the next year.

**How important do you expect leisure travel will be in helping you find joy or happiness?**

*(Base: Respondents seeking joy/happiness, 1,177 completed surveys. Data collected May 29-31, 2020)*





# KEY TAKEAWAYS

- **Fear of contracting the virus remains the primary top-of-mind association with travel**
- **About 1-in-5 travelers now report that are either currently traveling or ready to do so with out hesitation**
- **Travelers still hold as a top priority staying safe from contracting the virus, yet travel is well-positioned to satisfy their other top personal priorities.**







# Coronavirus Travel Sentiment Index

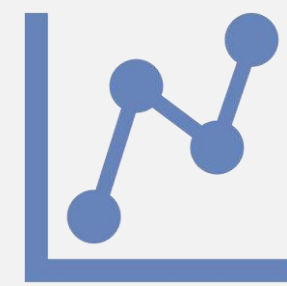
Measuring the Potential Influence of Travel Marketing

Highlights from the Week of June 1st

# 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.

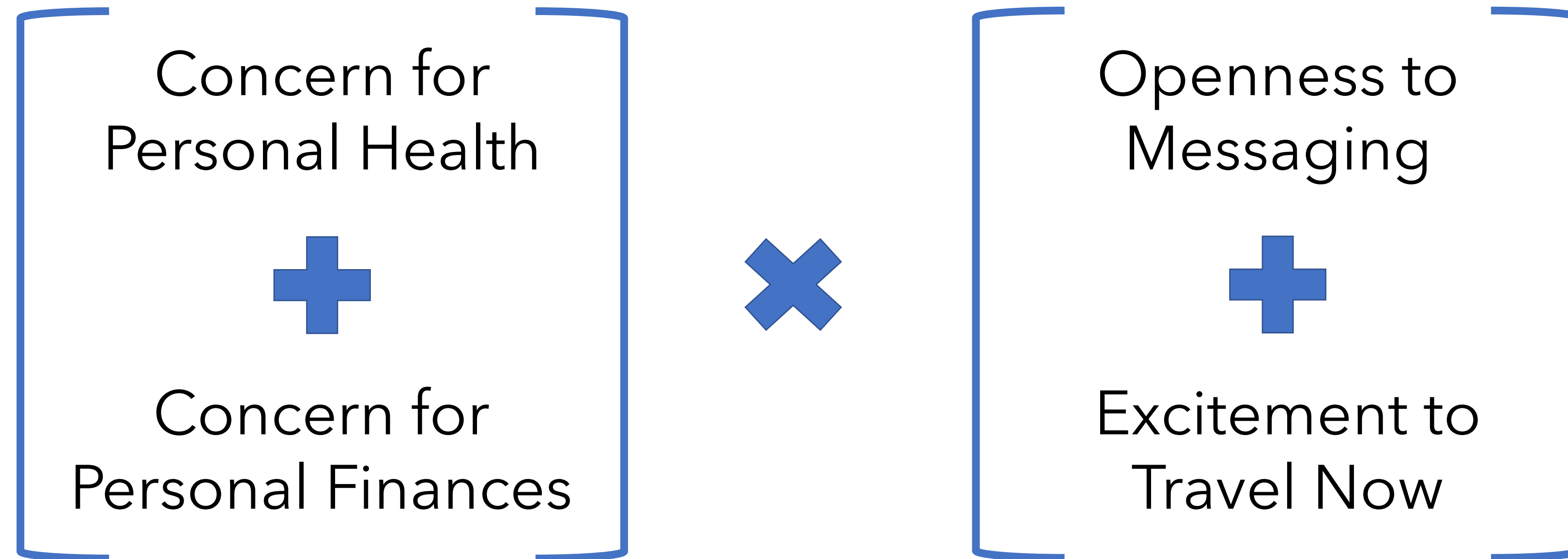


The goals are to identify:

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

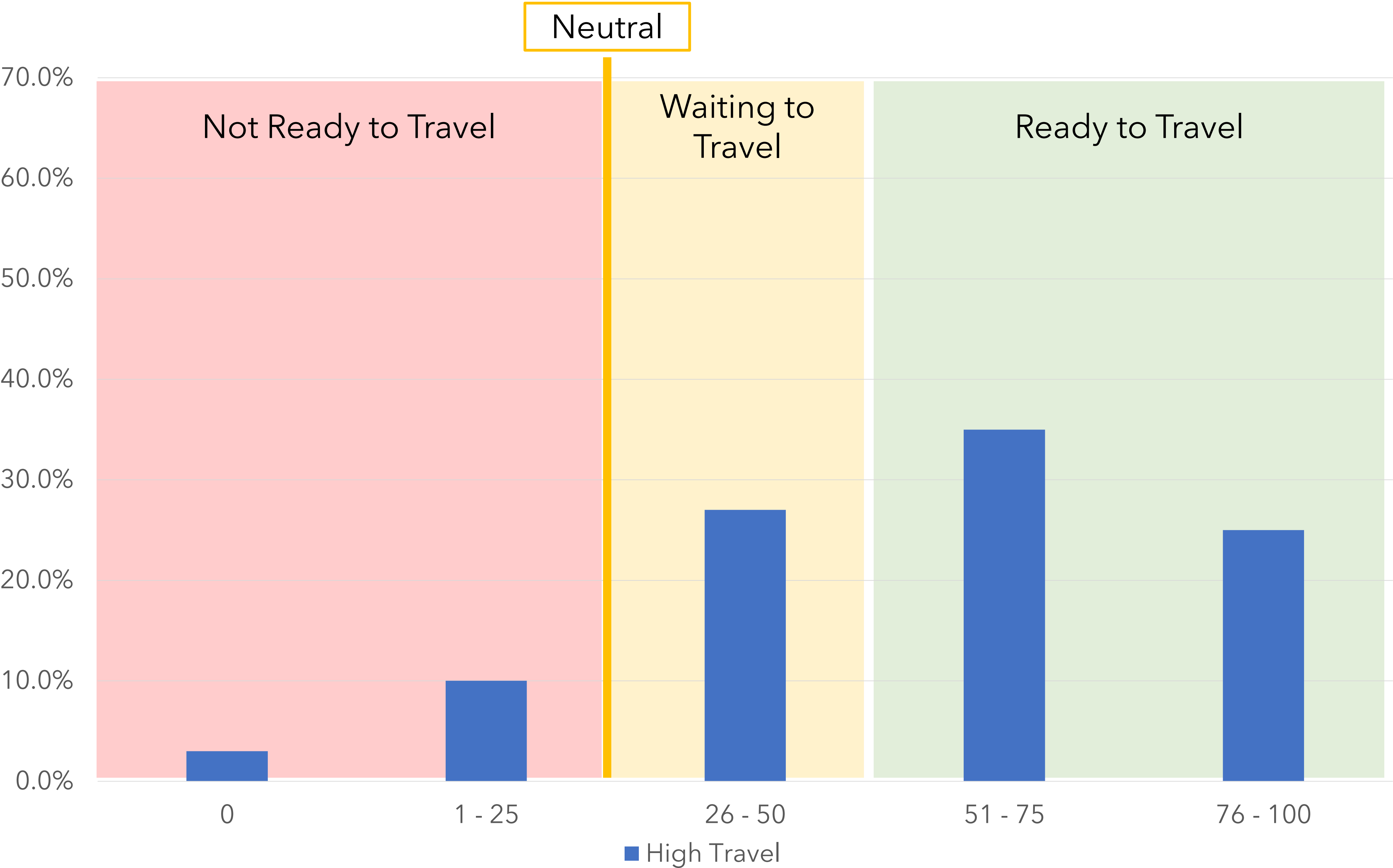


# Predictive Index Formula



\*Normalized to a 100pt scale

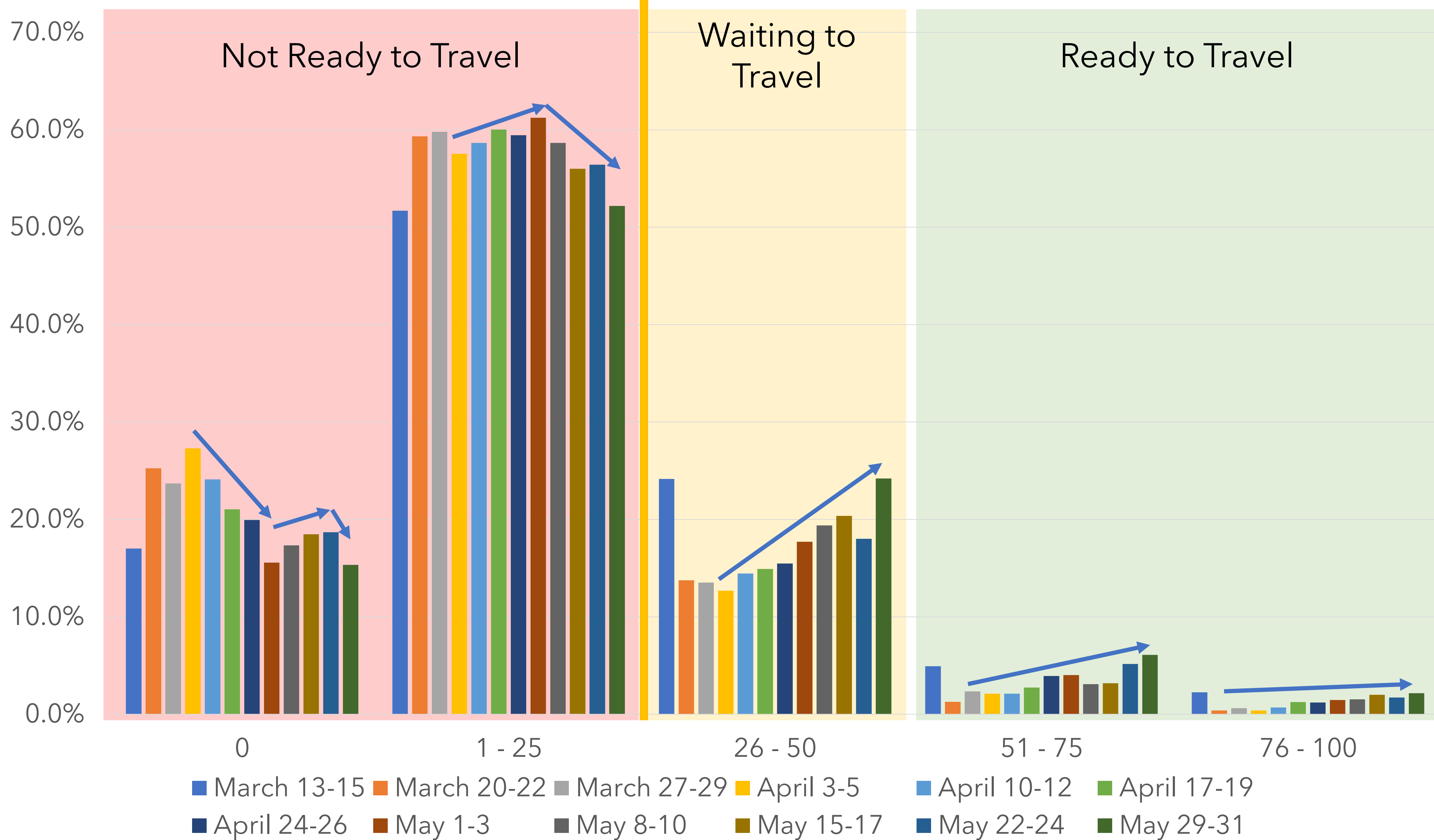
# Healthy Travel Outlook

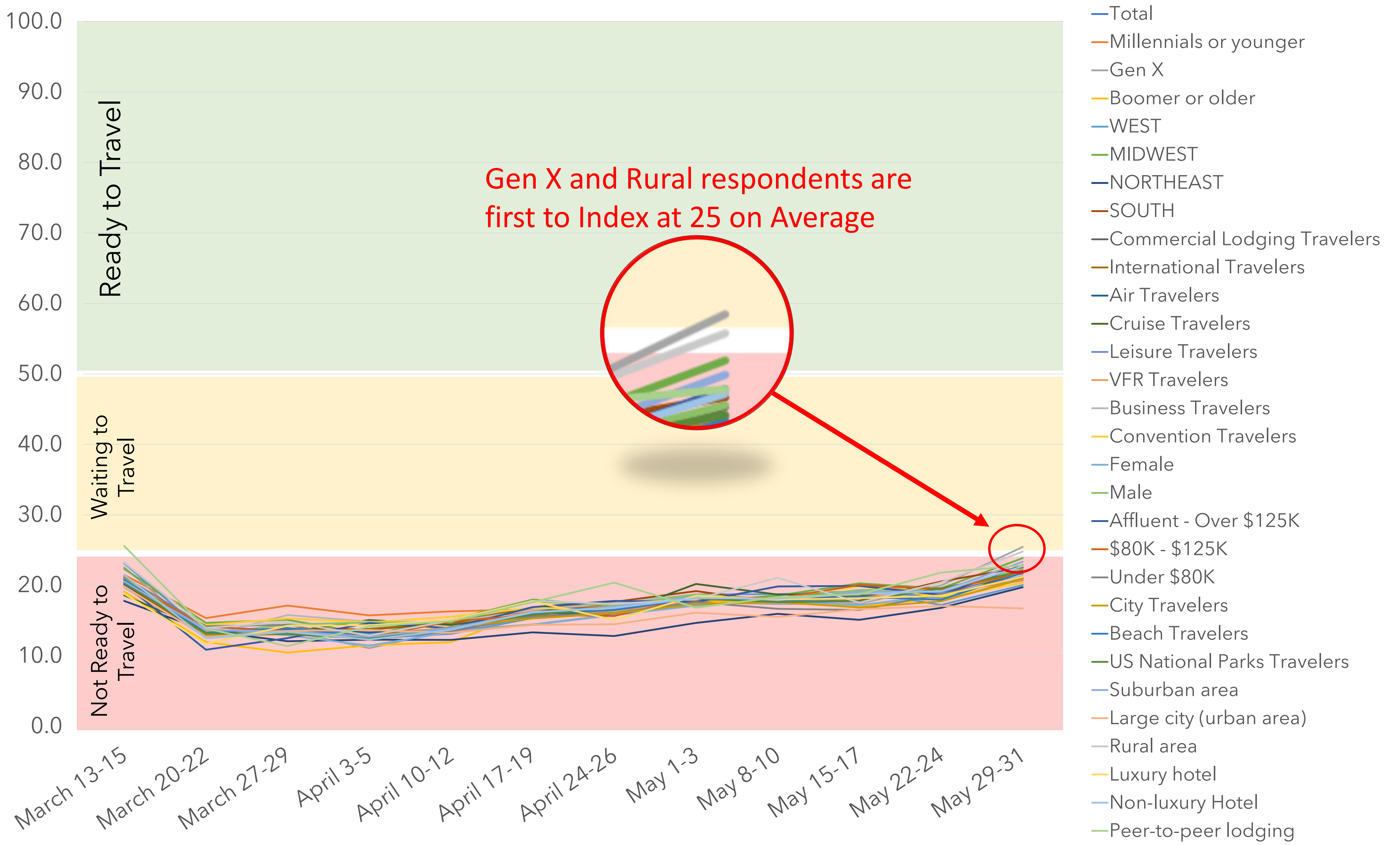




# Travel Outlook

Neutral



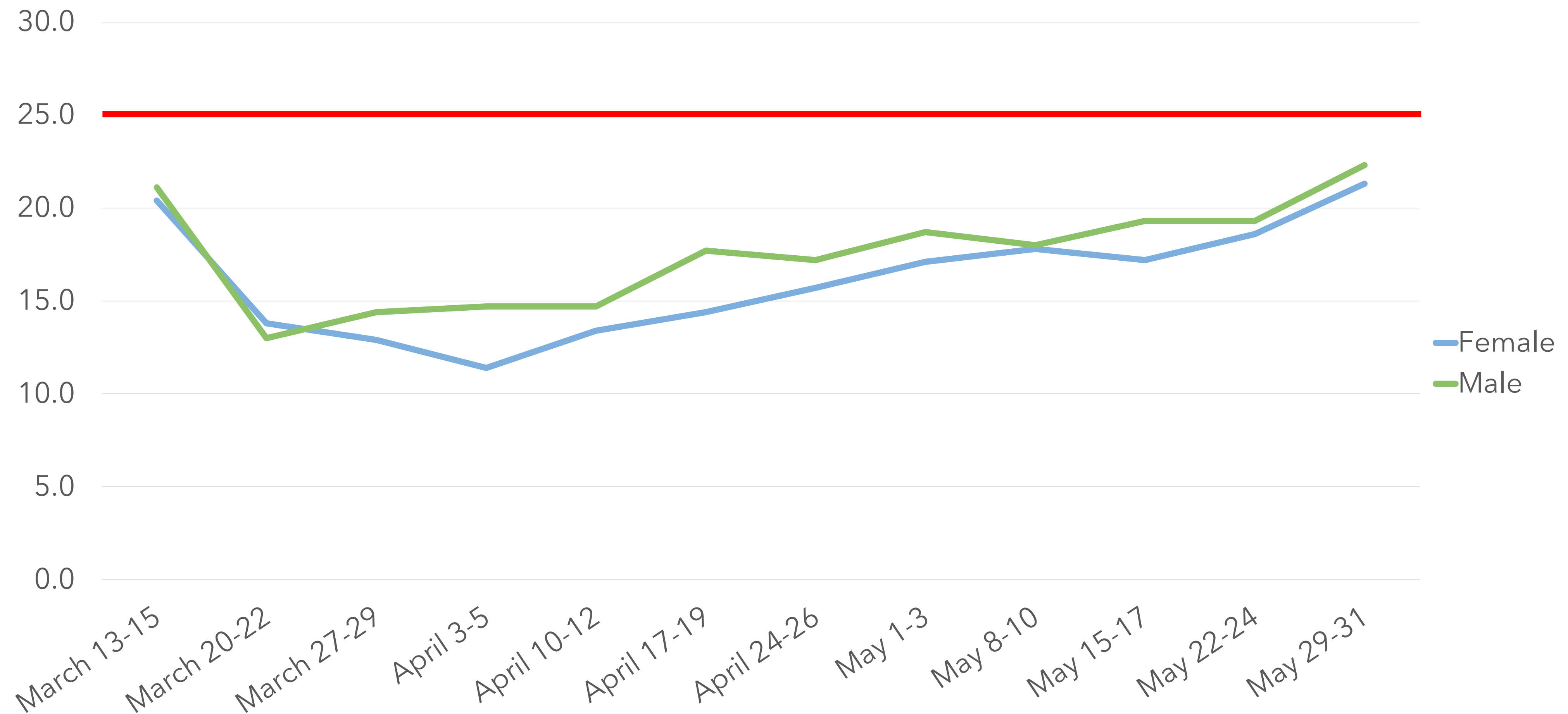




# Gender

## Points of Interest:

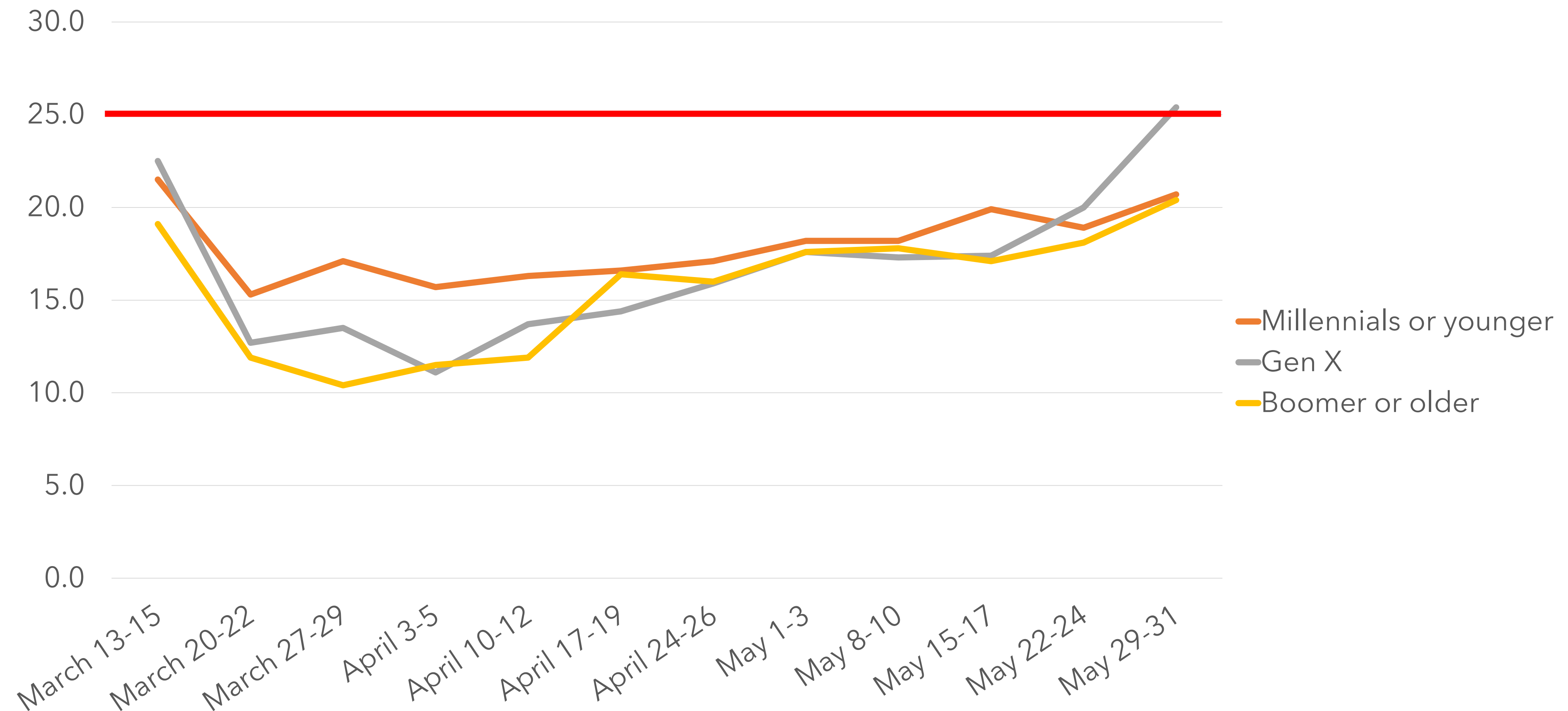
- Safety concerns for both Men and Women stayed the same this week, while financial concerns dropped for both groups, more significantly for Men.
- Less than a third of women this week said they have no plans to travel in 2020 (29.5% down from 35.2%) while only a fifth of men (21.1% down from 28.8%) said the same.



# Generation

## Points of Interest:

- While safety concerns for Millennials and Boomers grew slightly this week, Gen X showed a relatively dramatic drop in safety concerns (6.1 out of 10, down from 6.9 just two weeks ago).
- All generations show an increase in excitement to travel and openness to messaging, and most significant growth was among Gen X this week.

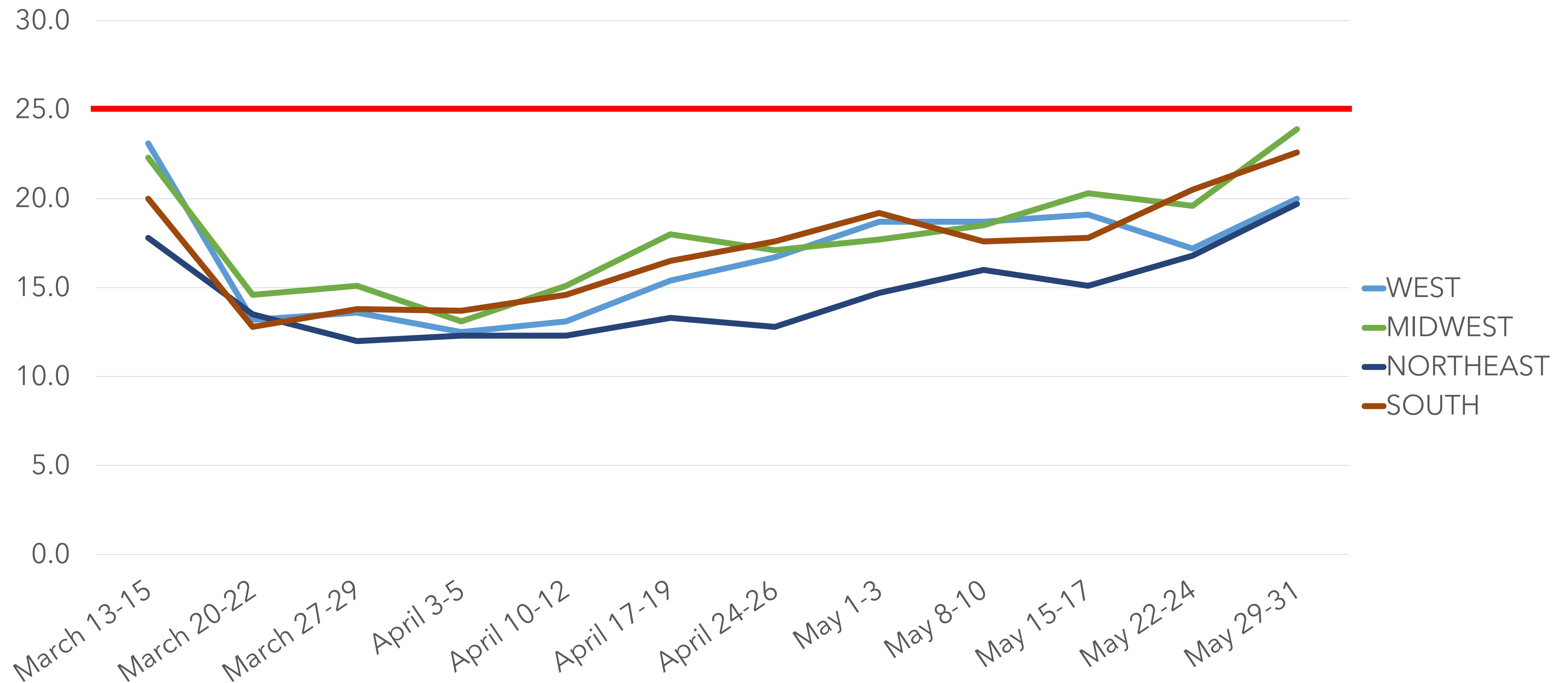




# US Region

## Points of Interest:

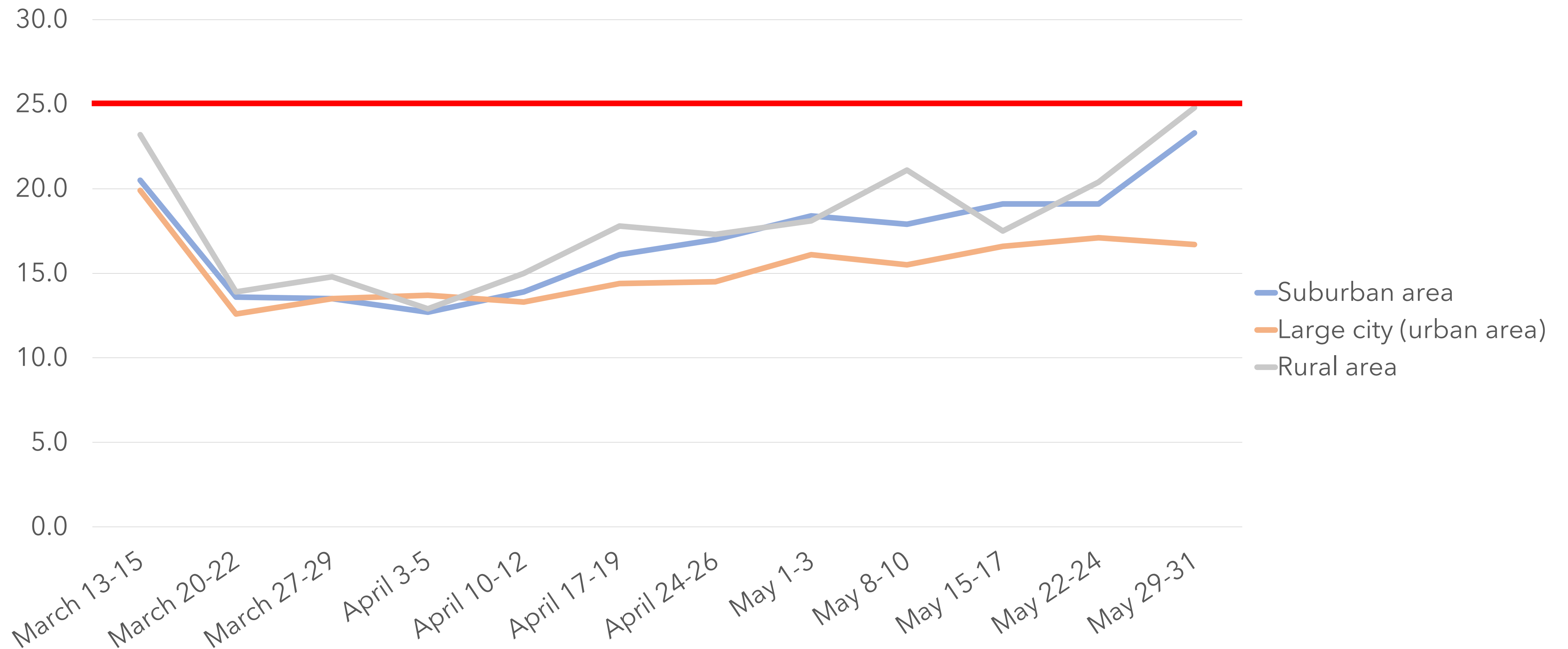
- Safety concerns in all regions except the Northeast showed slight drops this week while financial concerns showed drops most significantly in the Midwest.
- Among all regions the Northeast showed the most optimism about the coronavirus situation improving in the next month.



# Type Of Residence

## Points of Interest Impacting Index Scores:

- Safety concerns grew again among Urban respondents this week while showing drops for Suburban and Rural respondents.
- Rural respondents reported being the most excited to travel and Suburban report being the most open to messaging.

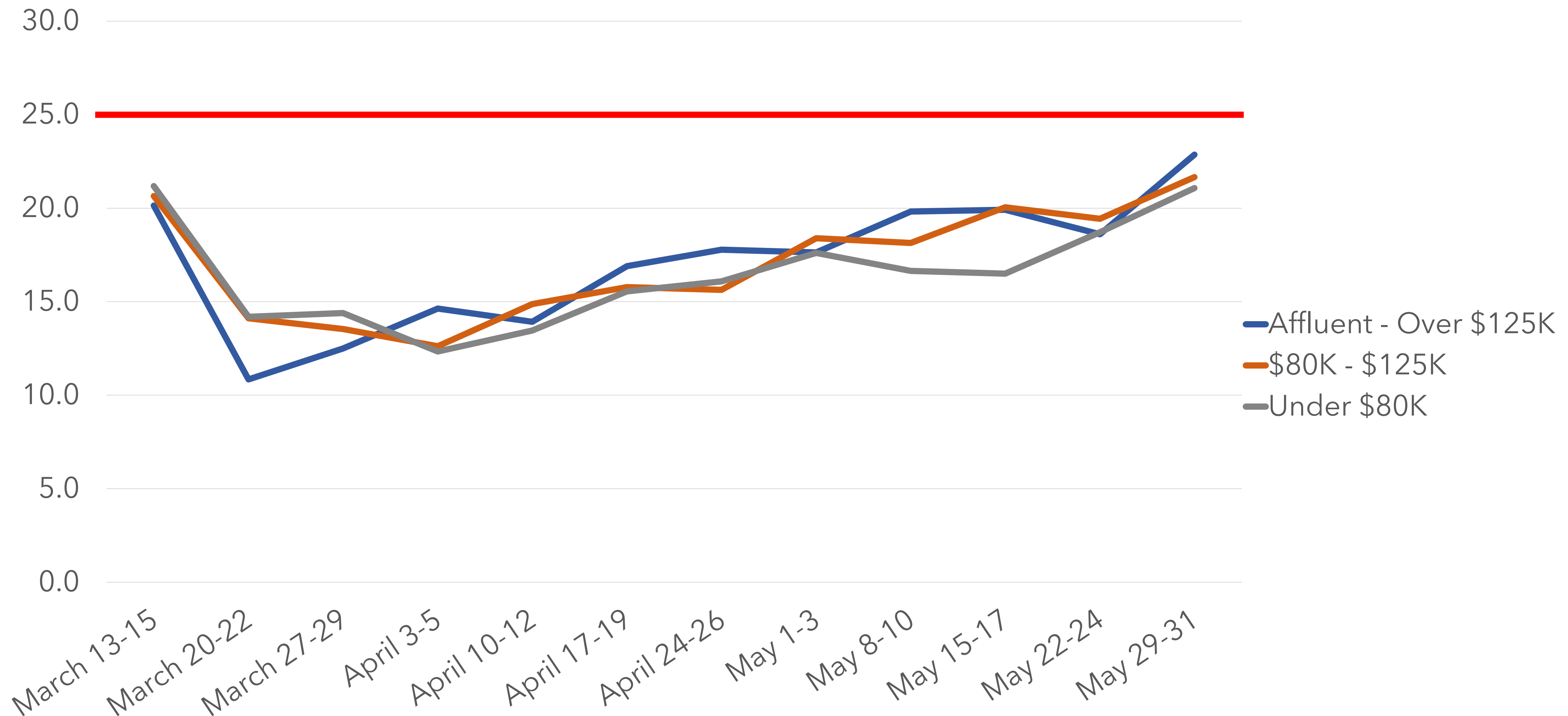


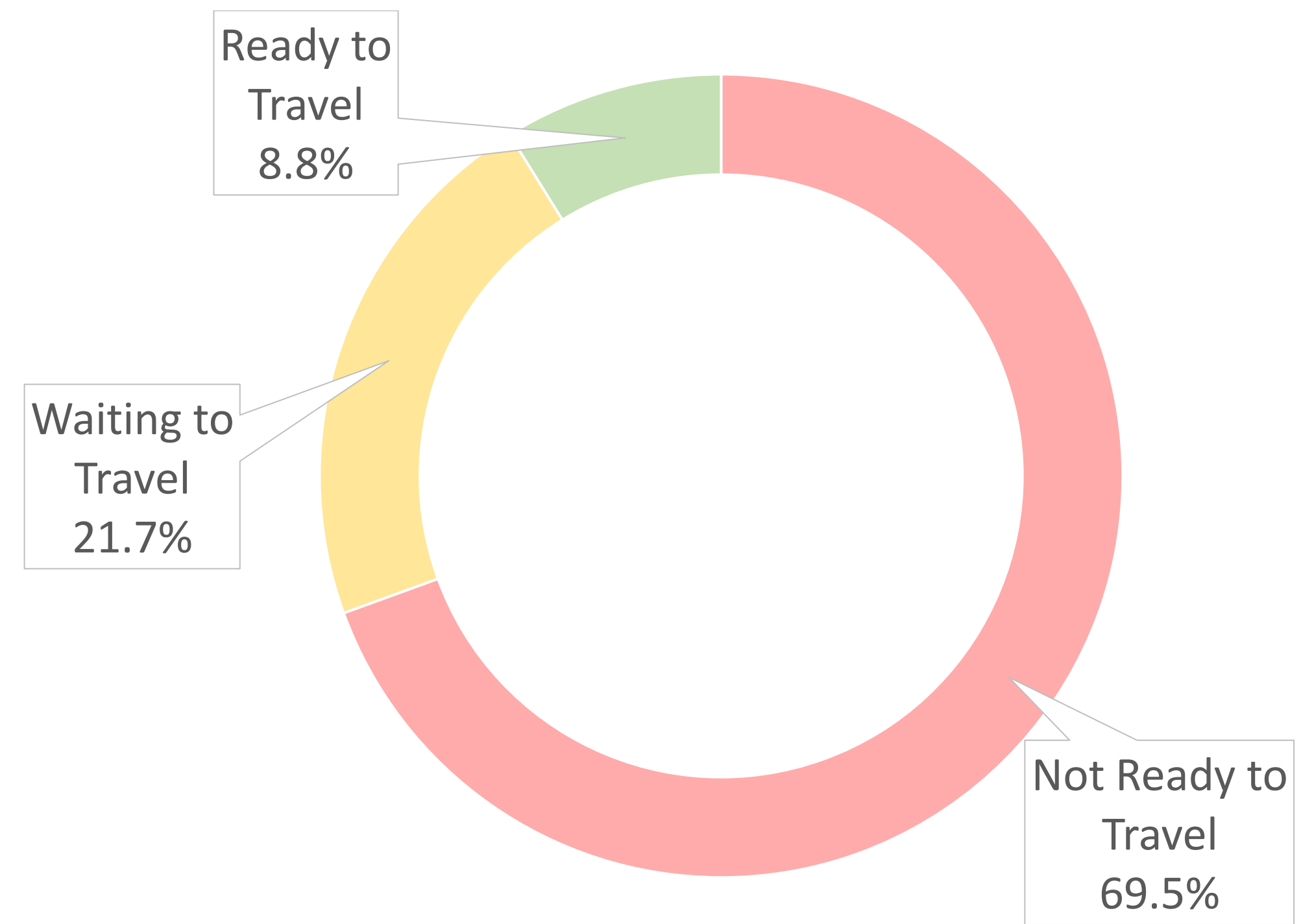
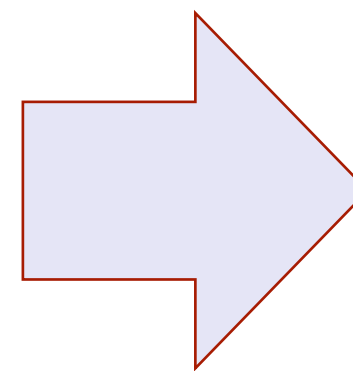
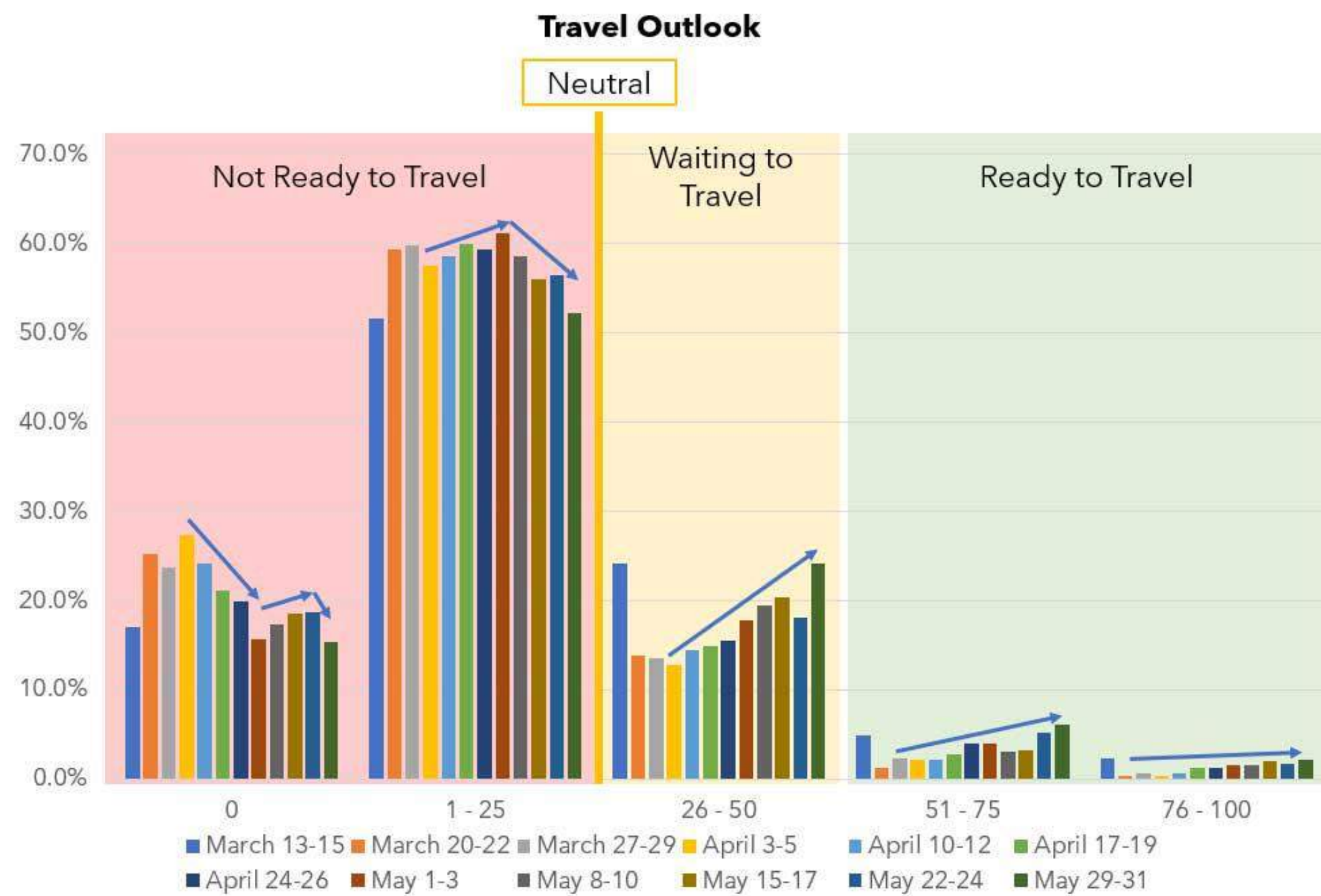


# Average Income

## Points of Interest:

- Safety and financial concerns among Affluent respondents dropped this week while non-affluent respondents showed less significant drops or slight growth in those concerns.
- Affluent respondents were the most open to travel related messaging this week, but the least excited about traveling on average.







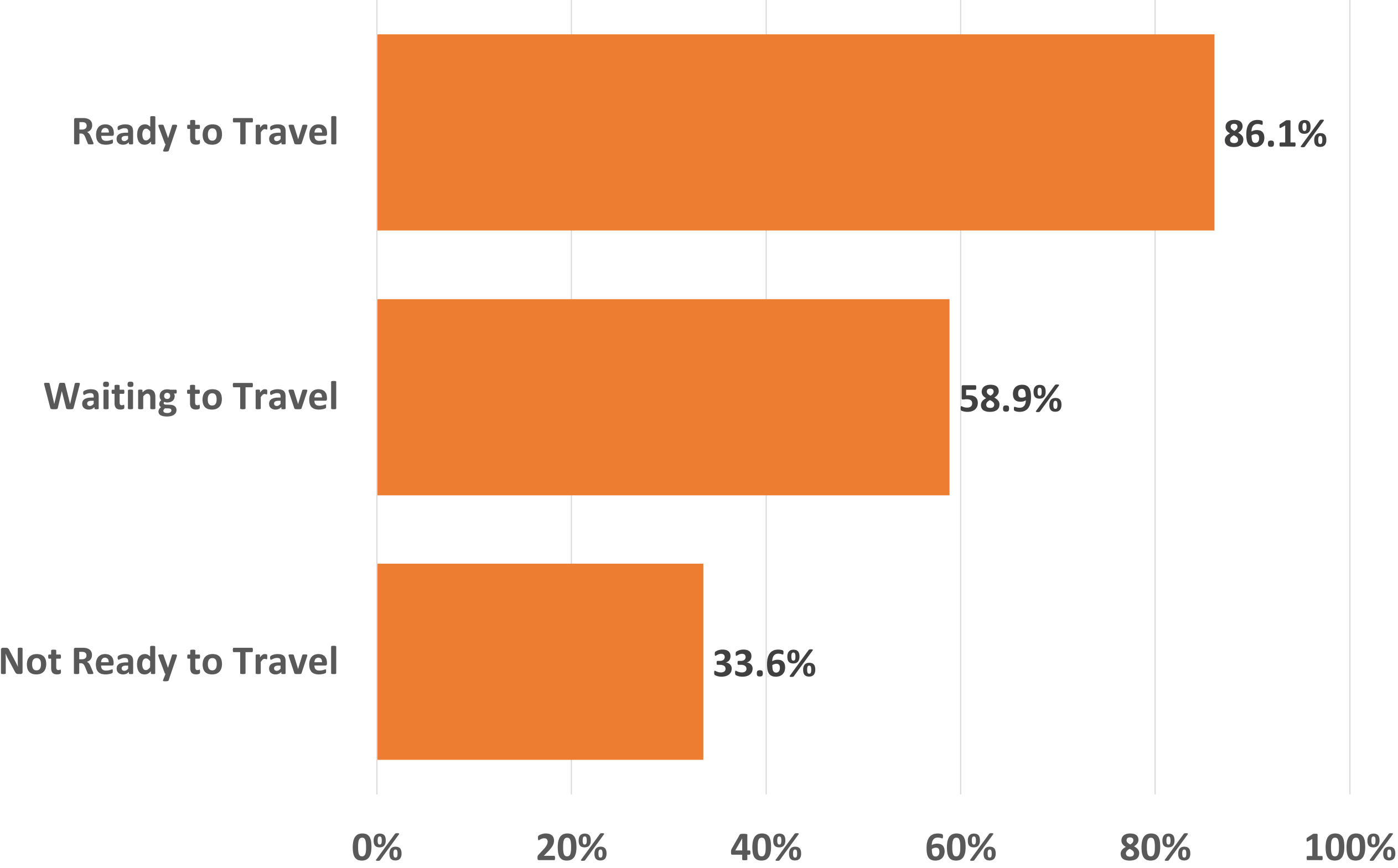
A close-up photograph of a person's hand holding a single, vibrant red autumn leaf. The hand is positioned in the lower-left foreground, with fingers gently gripping the leaf's stem. The leaf is perfectly centered and stands out sharply against a heavily blurred background of trees with yellow and orange foliage, suggesting an autumn setting. The lighting is soft and natural, highlighting the texture of the leaf and the skin of the hand.

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

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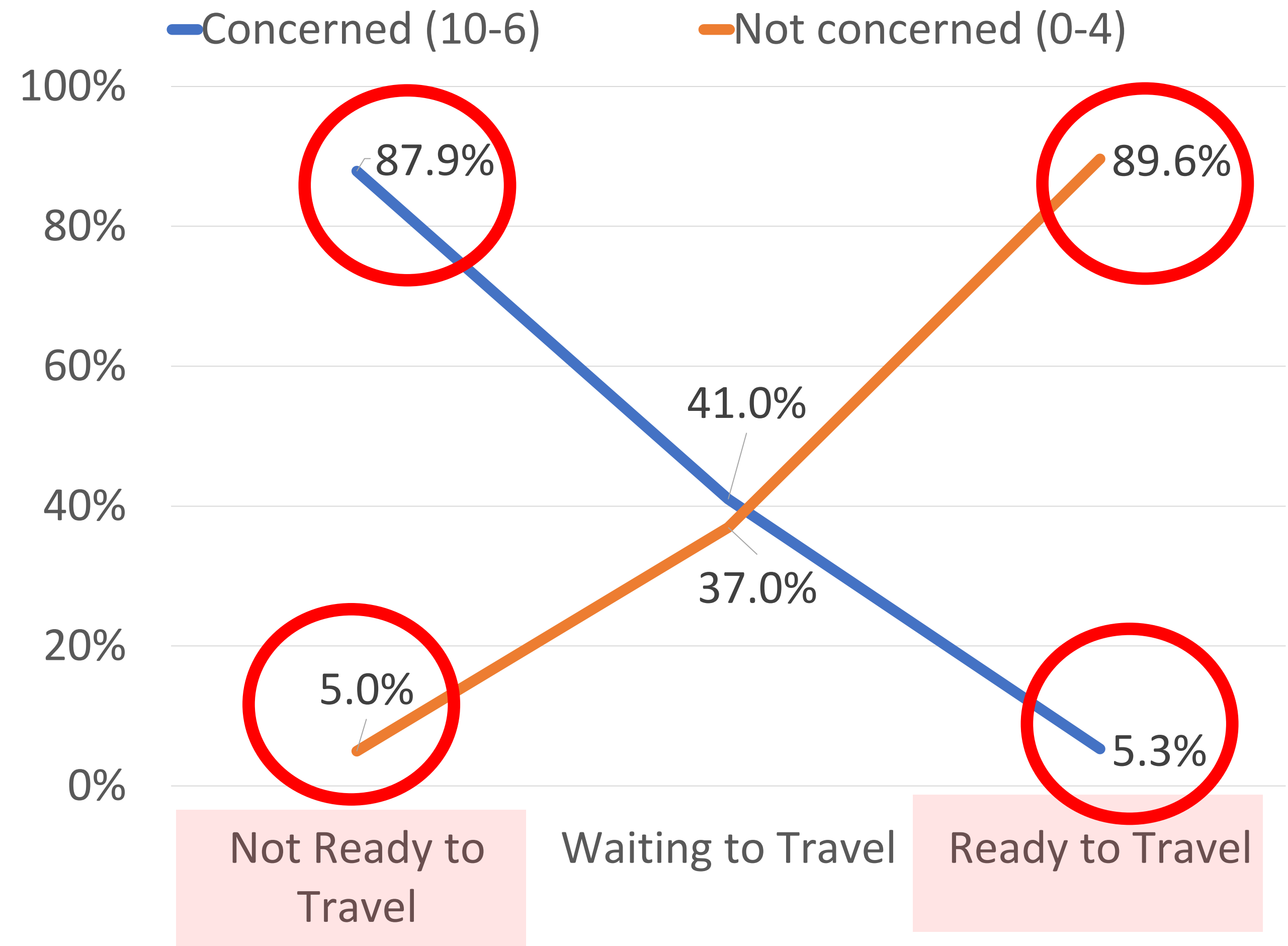
# I expect that I will be traveling in the Fall of 2020

(% in agreement)

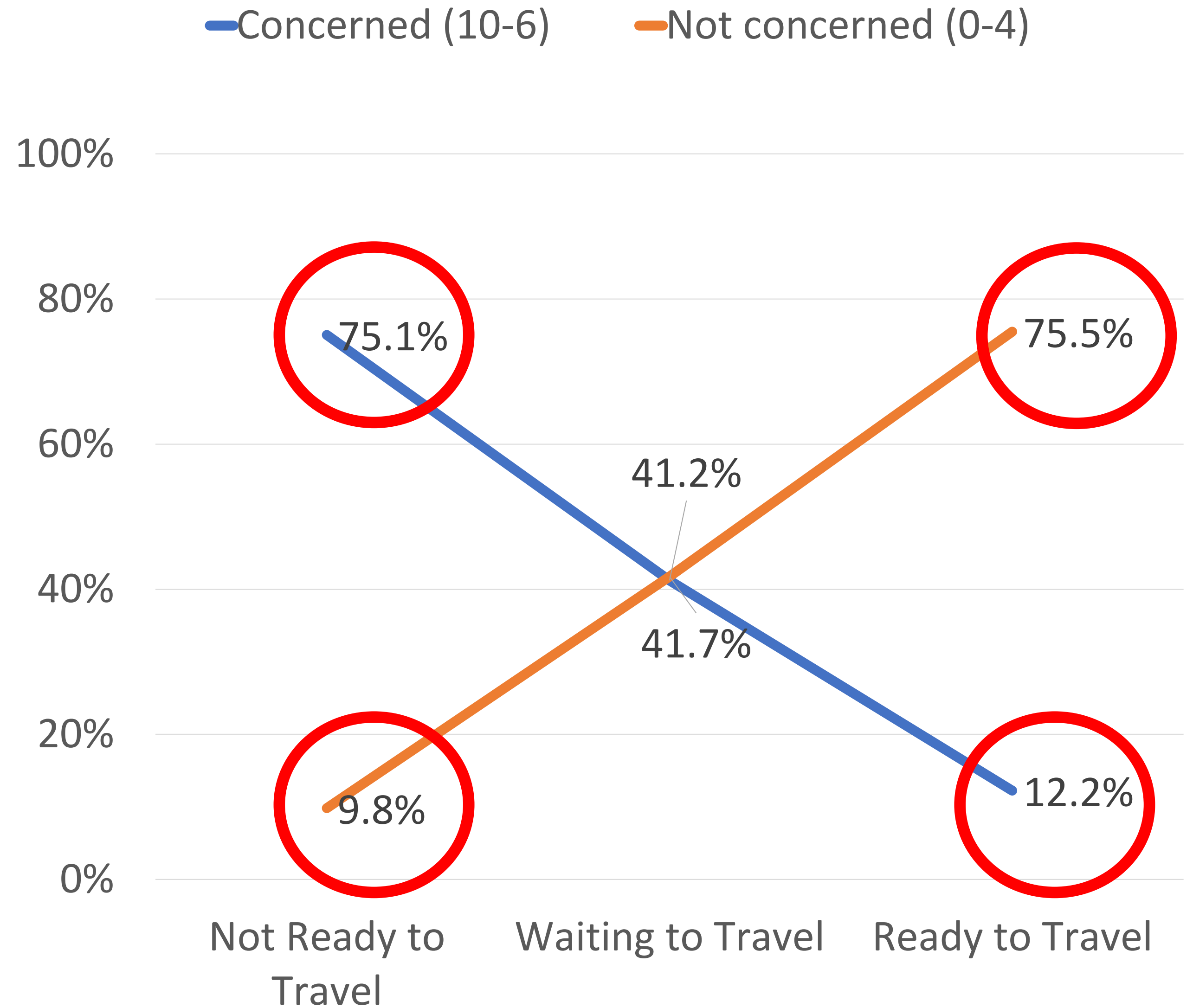




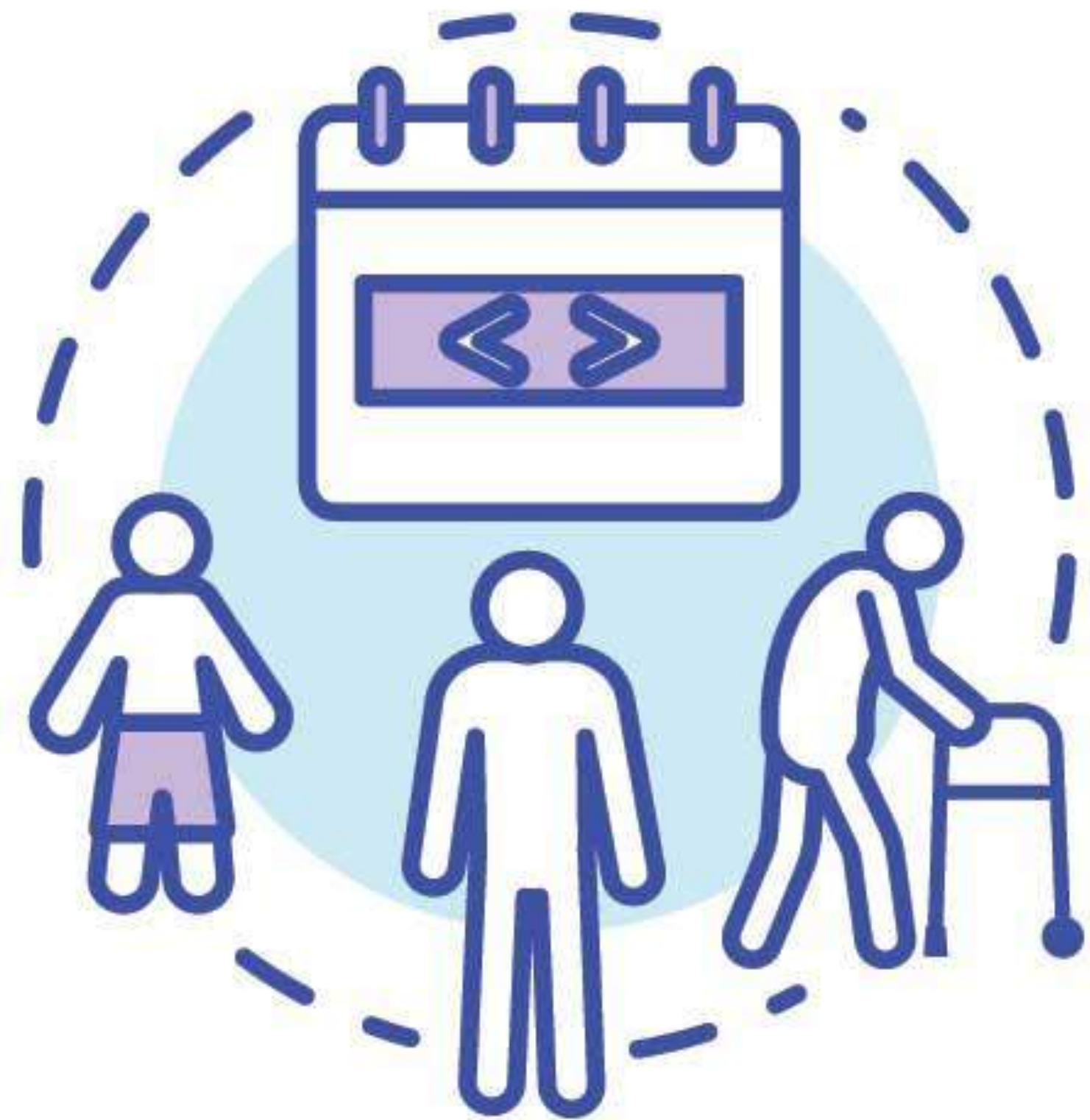
**Question:** Thinking about the current coronavirus situation, in general, how concerned are you personally about contracting the virus?



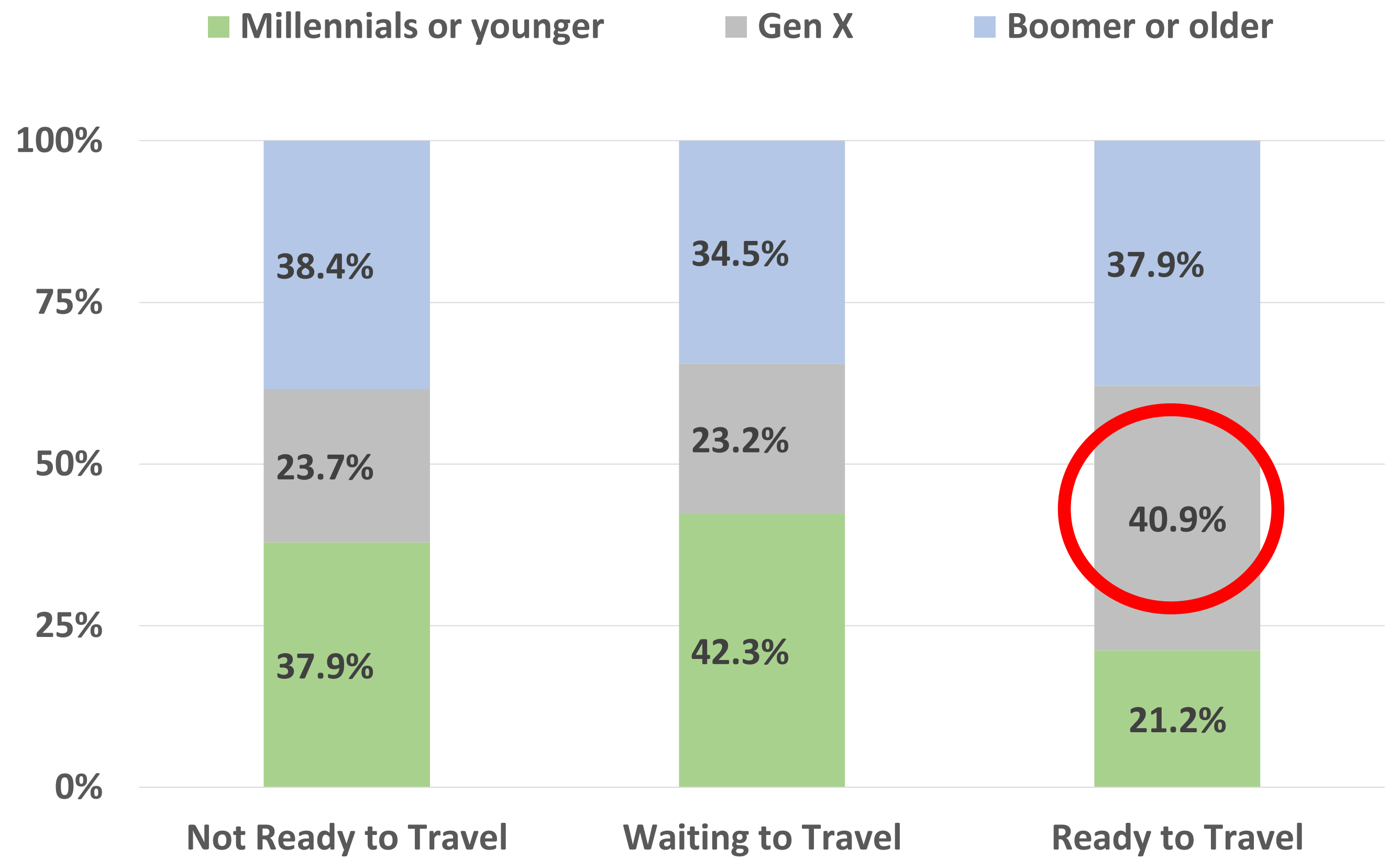
**Question:** Thinking about the current coronavirus situation, how concerned are you about the impact it may have on your personal finances?







Age





Income

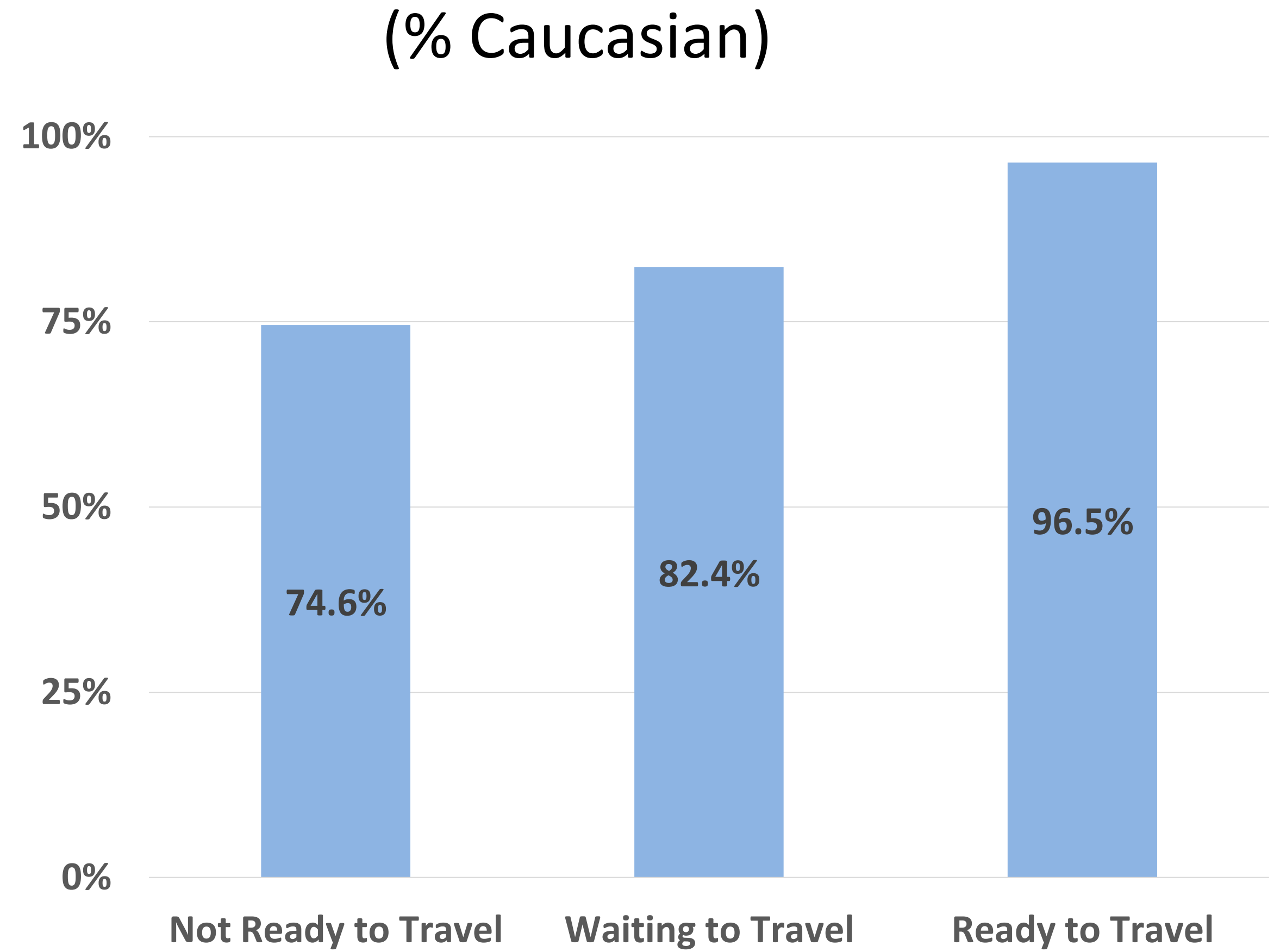
Annual Household Income (in \$1000)

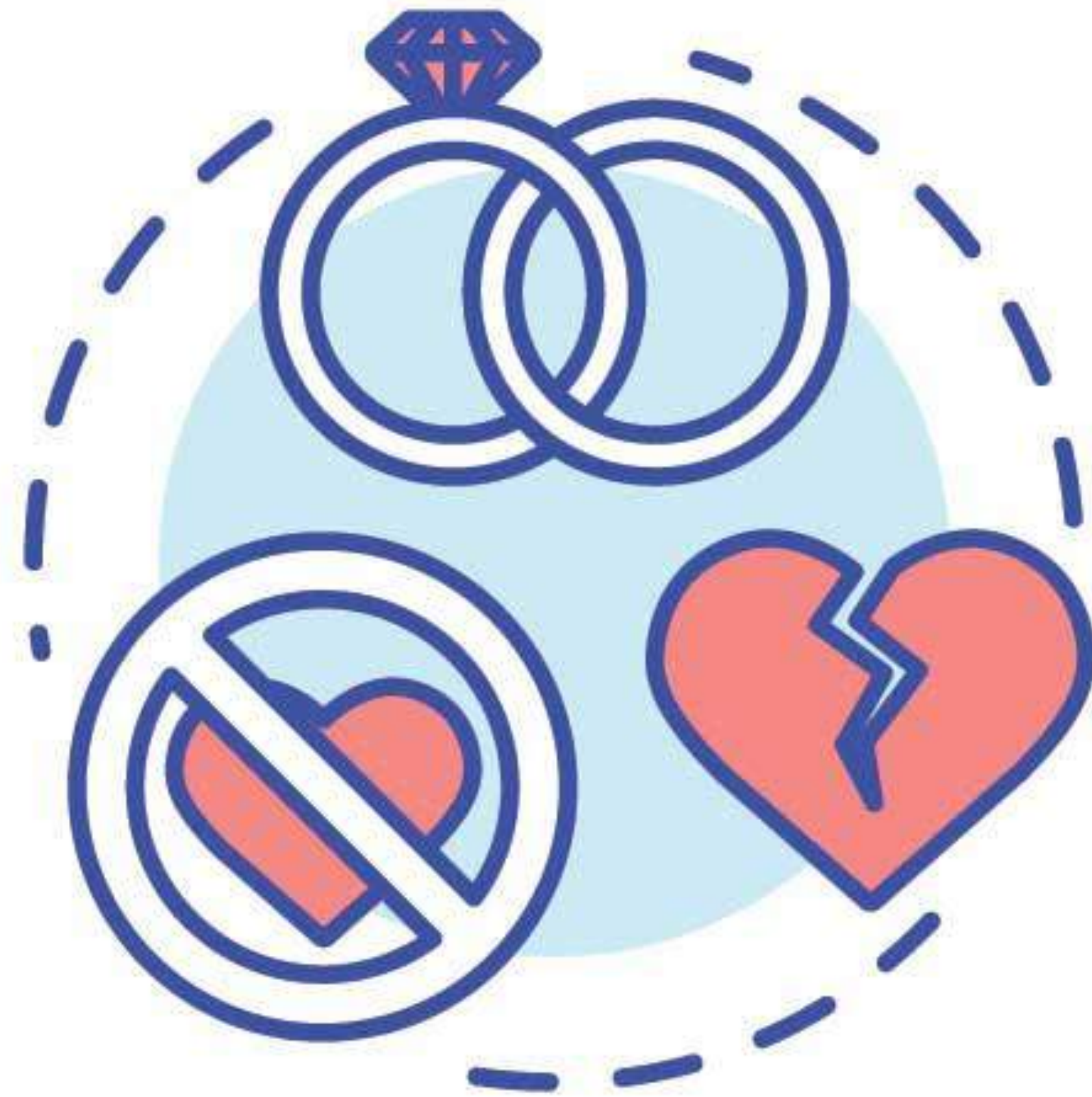






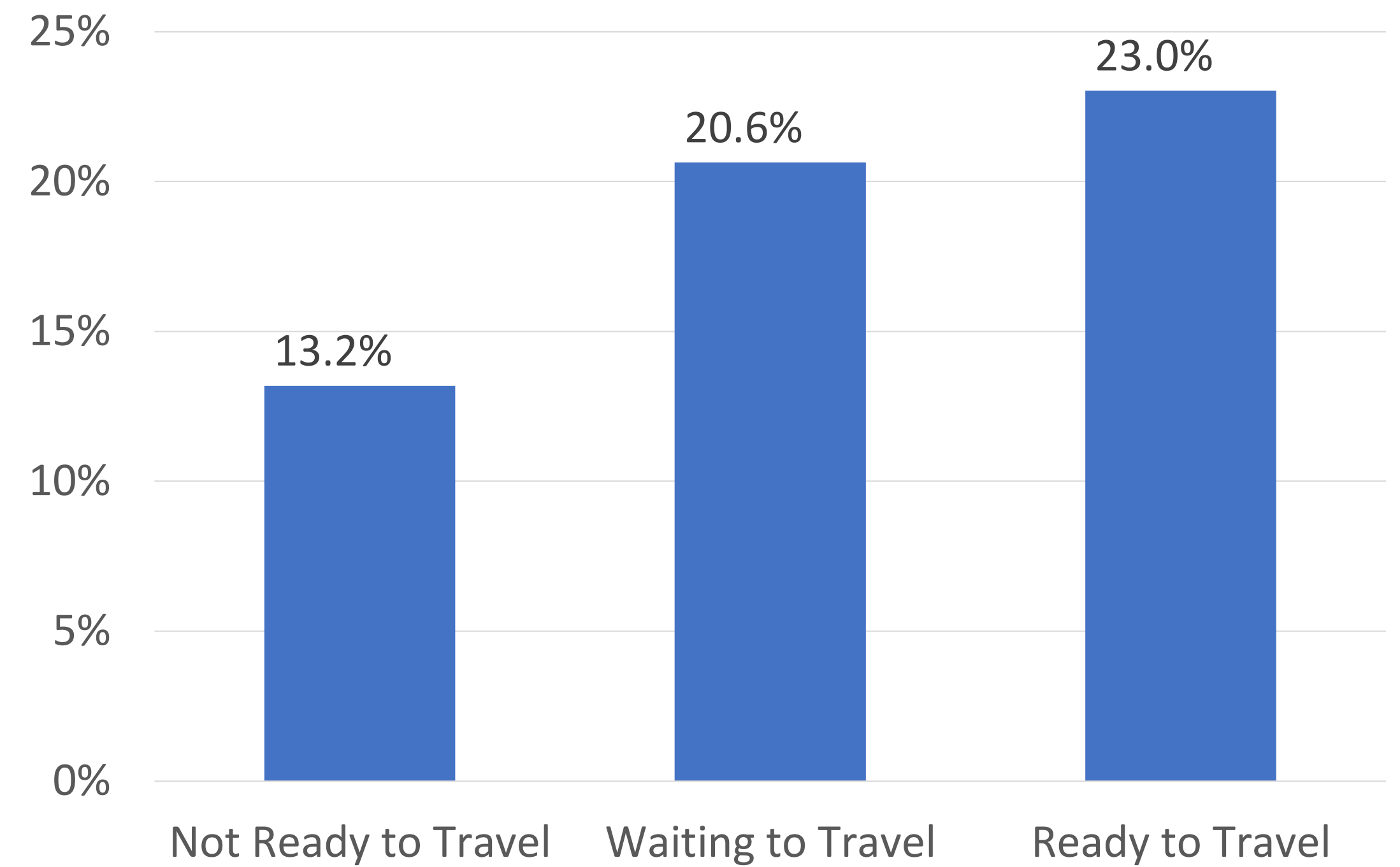
Ethnicity





**Family status**

## Children in Household



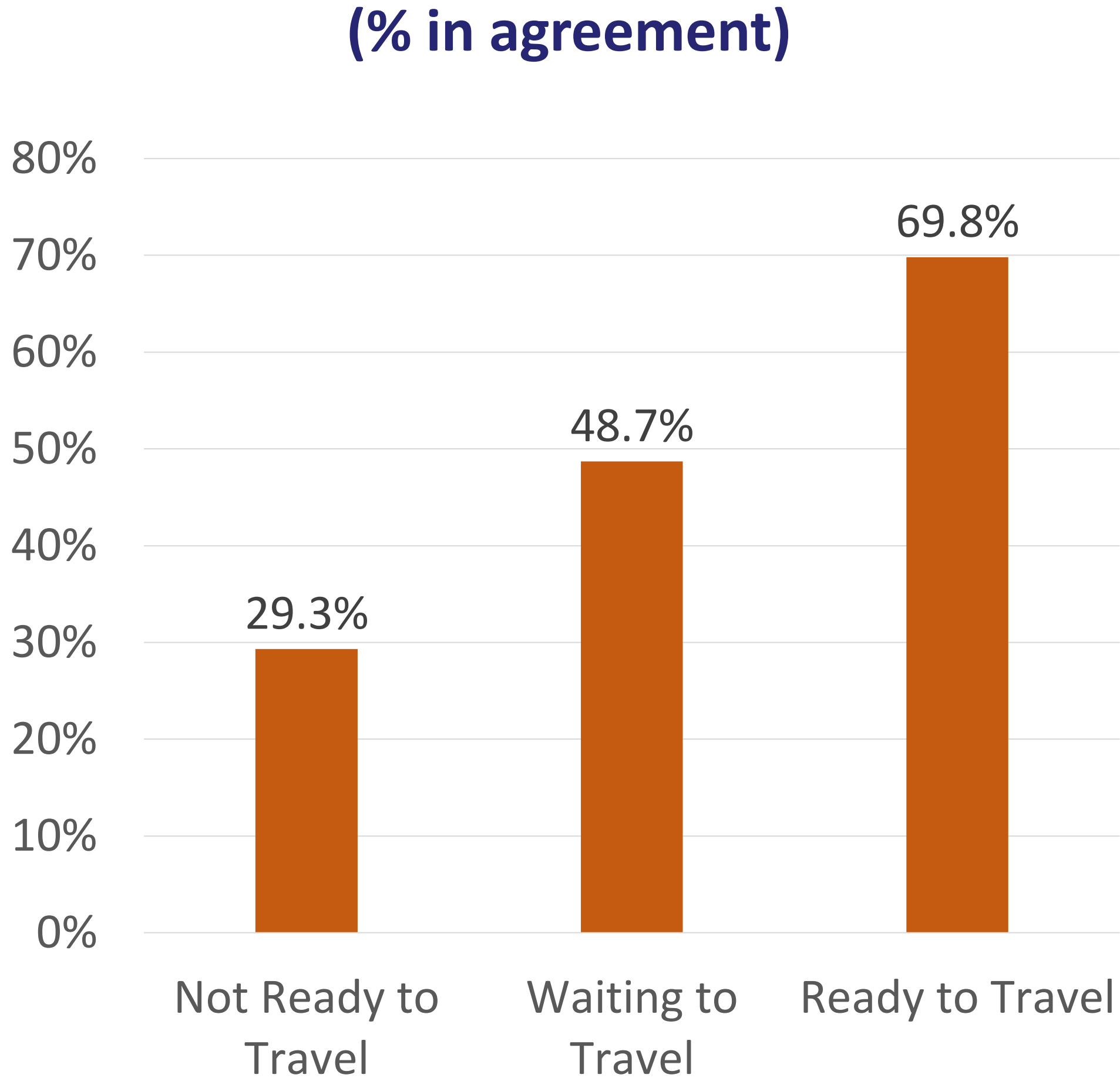






**Statement:** The Coronavirus  
has led many travel providers  
to cut their prices.

These discounts and price cuts  
(airline, hotel, etc.) make me  
more interested in traveling in  
the **NEXT THREE (3) MONTHS.**  
by Ready to Travel BANNER



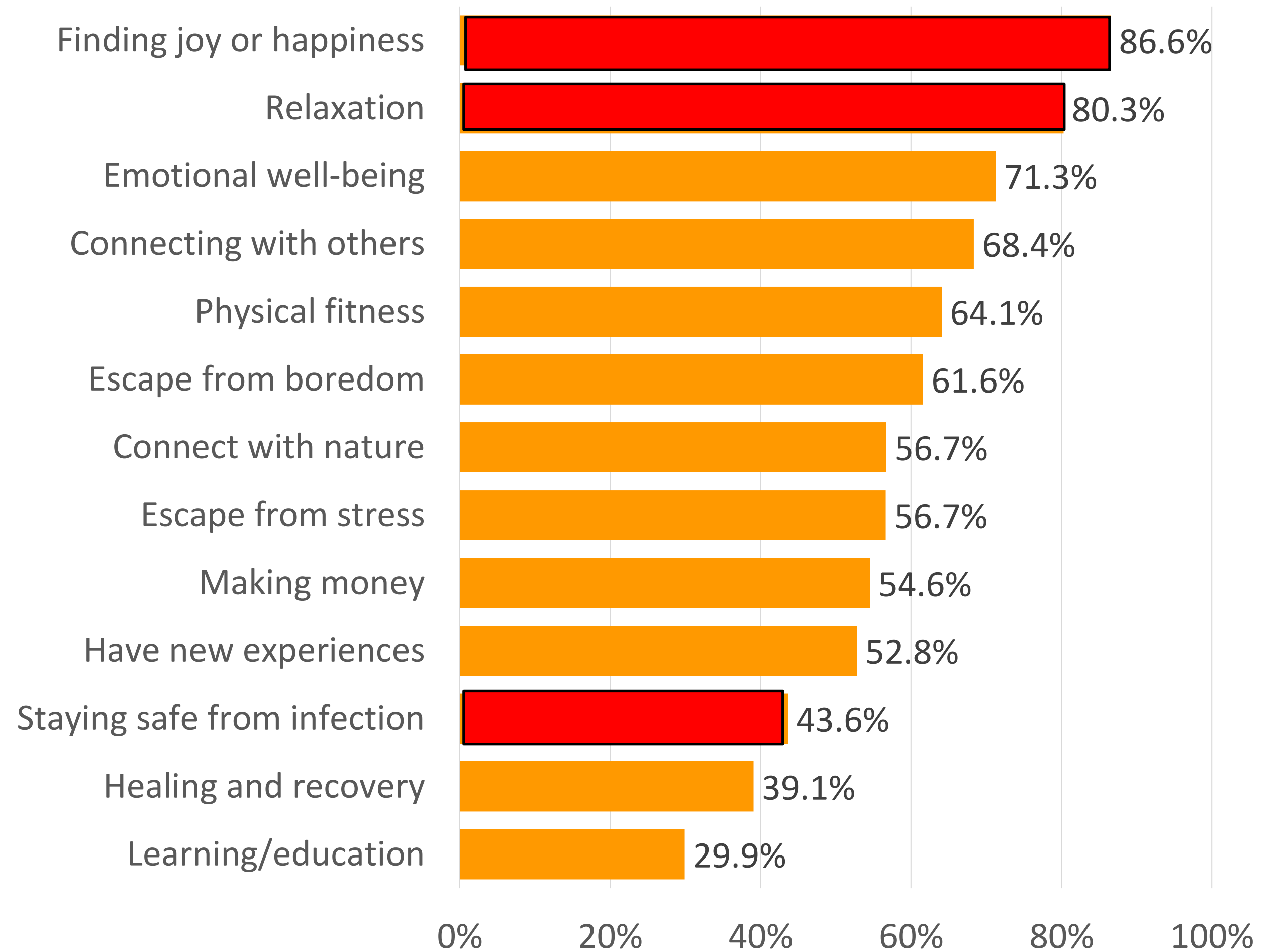


# Ready to Travel

(Essential or High priority)

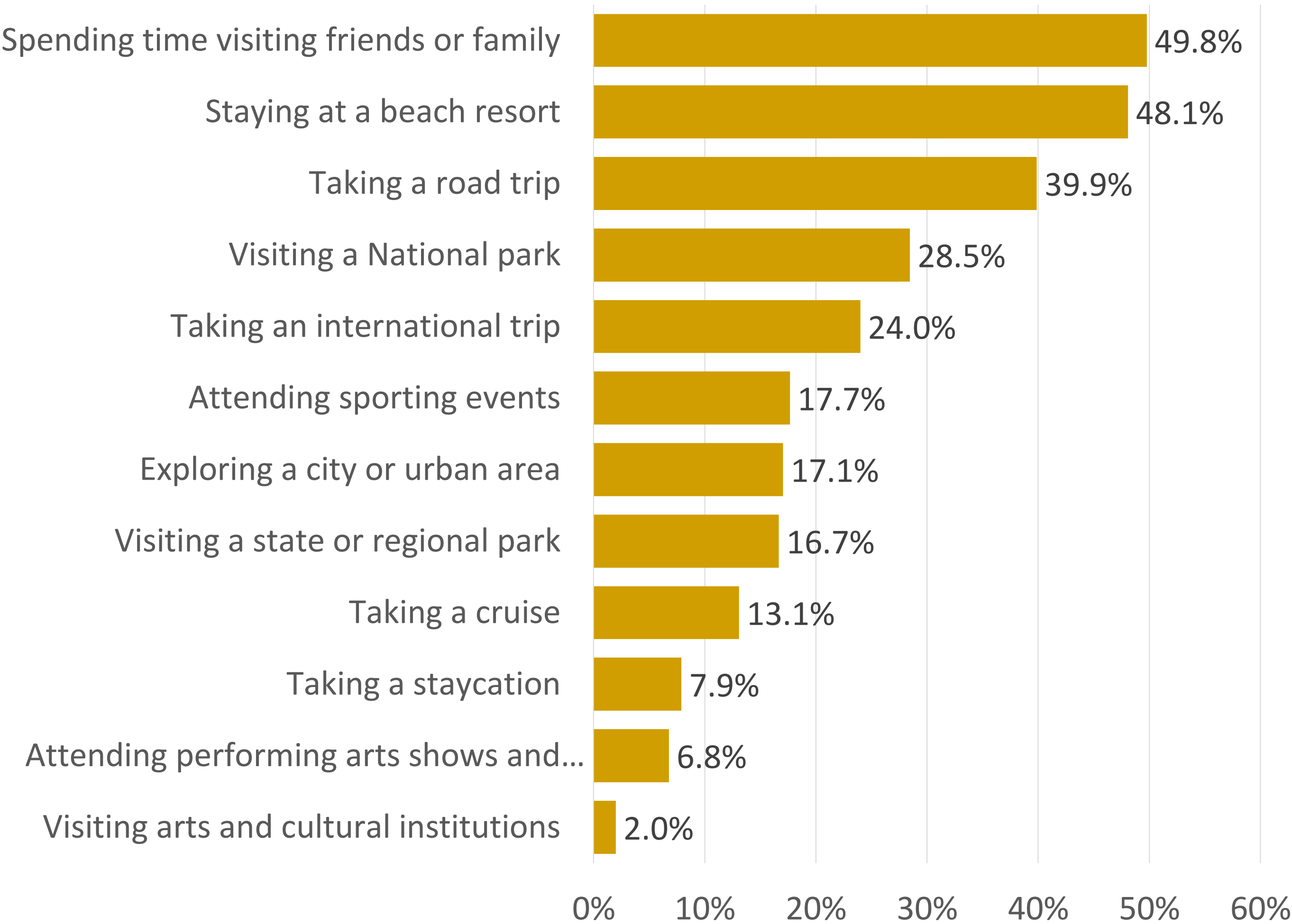
**Question:** Tell us about your lifestyle priorities in the next six months.

However you personally define each, use the scale provided to indicate how you will prioritize these in the next SIX (6) MONTHS.



# How They Relax

**Question:** In the next  
**TWELVE (12) MONTHS,**  
**which of types of travel**  
**experiences would you**  
**find most relaxing?**







# KEY TAKEAWAYS

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- **The travel sentiment index passed important positive threshold this week for both Generation X and rural travelers**
- **While relatively few travelers are fully ready to travel now, a profile of those that are suggests them to be:**
  - **Strikingly unconcerned about the virus or personal economic issues**
  - **Centered in Generation X, Caucasian, affluent, and more likely than others to have kids in their household**
  - **Highly interested in discounts as a travel motivator**
  - **Having a unique set of personal priorities, that lack concern for virus issues seen in other travelers**



# 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





# **Specific Insights into Your Destination**

**Brand Performance + Key Audiences for Conversion**



# 15-minute presentations for your board and stakeholders

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





# Resources for Tourism Advocacy & Recovery

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

THIS YEAR ▼ 32.8876  
▲ 42.9841

# ROI







# Now + Upcoming for You

- Early Insights from the DMO Website Importance Study
- Meeting Planner Sentiment Survey Findings
- International Sentiment
- 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](mailto:Info@DestinationAnalysts.com) &  
[Myha@DestinationAnalysts.com](mailto:Myha@DestinationAnalysts.com)**