



Coronavirus Travel Sentiment Index

Presentation of Findings
Week of June 22nd

Destination  Analysts



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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

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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 15 data (fielded June 19-21) 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**

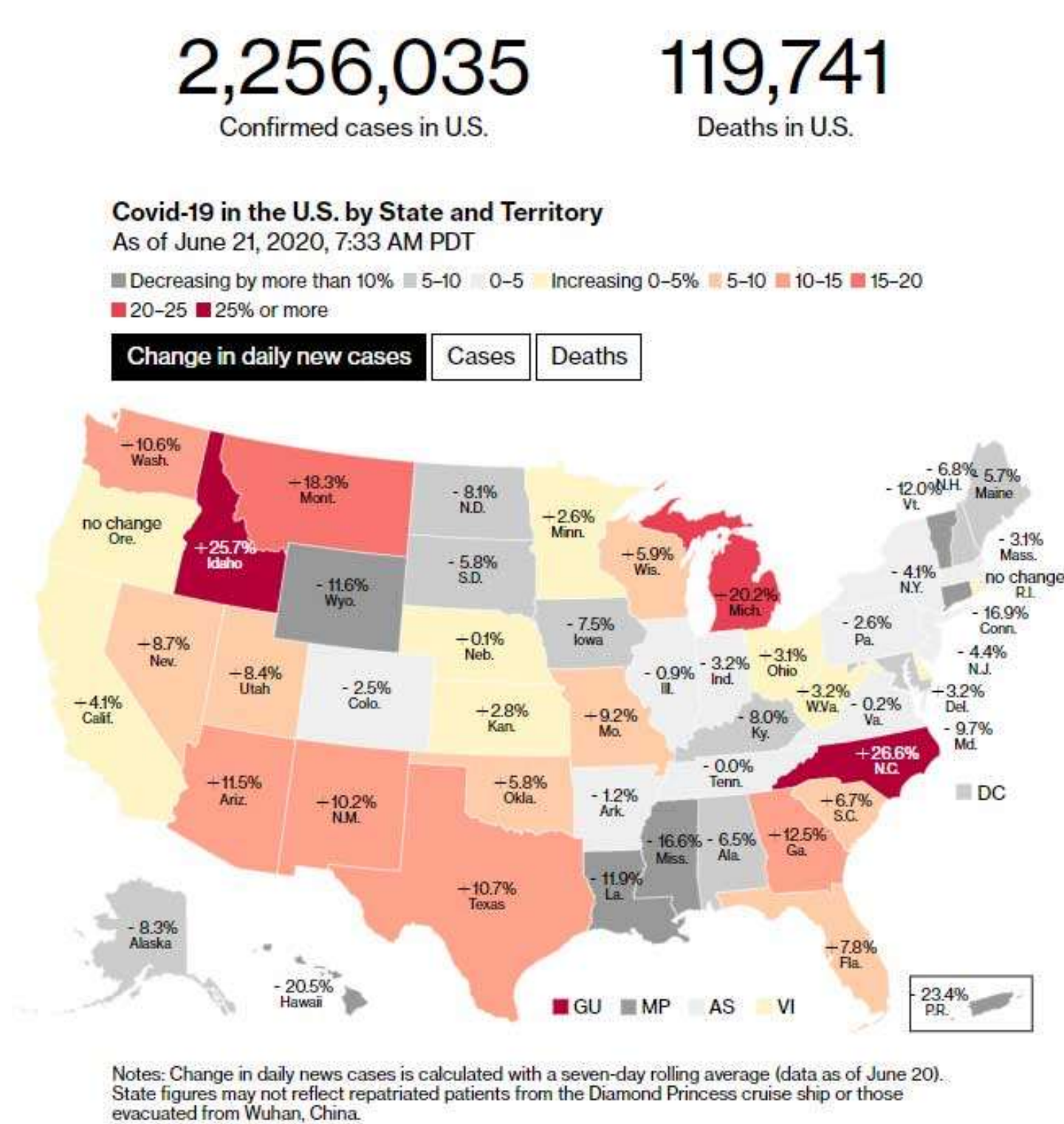
U.S. Regions





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.



Florida reports record of more than 4,000 new COVID-19 cases

Sophie Lewis · 21 hrs ago

Florida on Saturday [reported](#) 4,049 new [coronavirus](#) cases, another consecutive single-day record increase in cases. The number of statewide infections has surged to at least 93,797.



© EVA MARIE UZCATEGUI/Getty Images US-HEALTH-VIRUS-TOURISM-ECONOMY-tourism-health-epidemic-pandemic

CNN health Food Fitness Wellness Parenting Vital Signs

Arizonans see big jump in coronavirus cases, but don't see reason to wear masks

By [Kyung Lah](#) and Steve Almasy, CNN

Updated 9:56 PM ET, Fri June 19, 2020



Source: CNN

Hear from residents not wearing masks as Arizona's Covid-19 cases rise 03:12

Tempe, Arizona (CNN) — Walking along the streets this week in Tempe, Arizona, it was rare to see anyone wearing a mask.

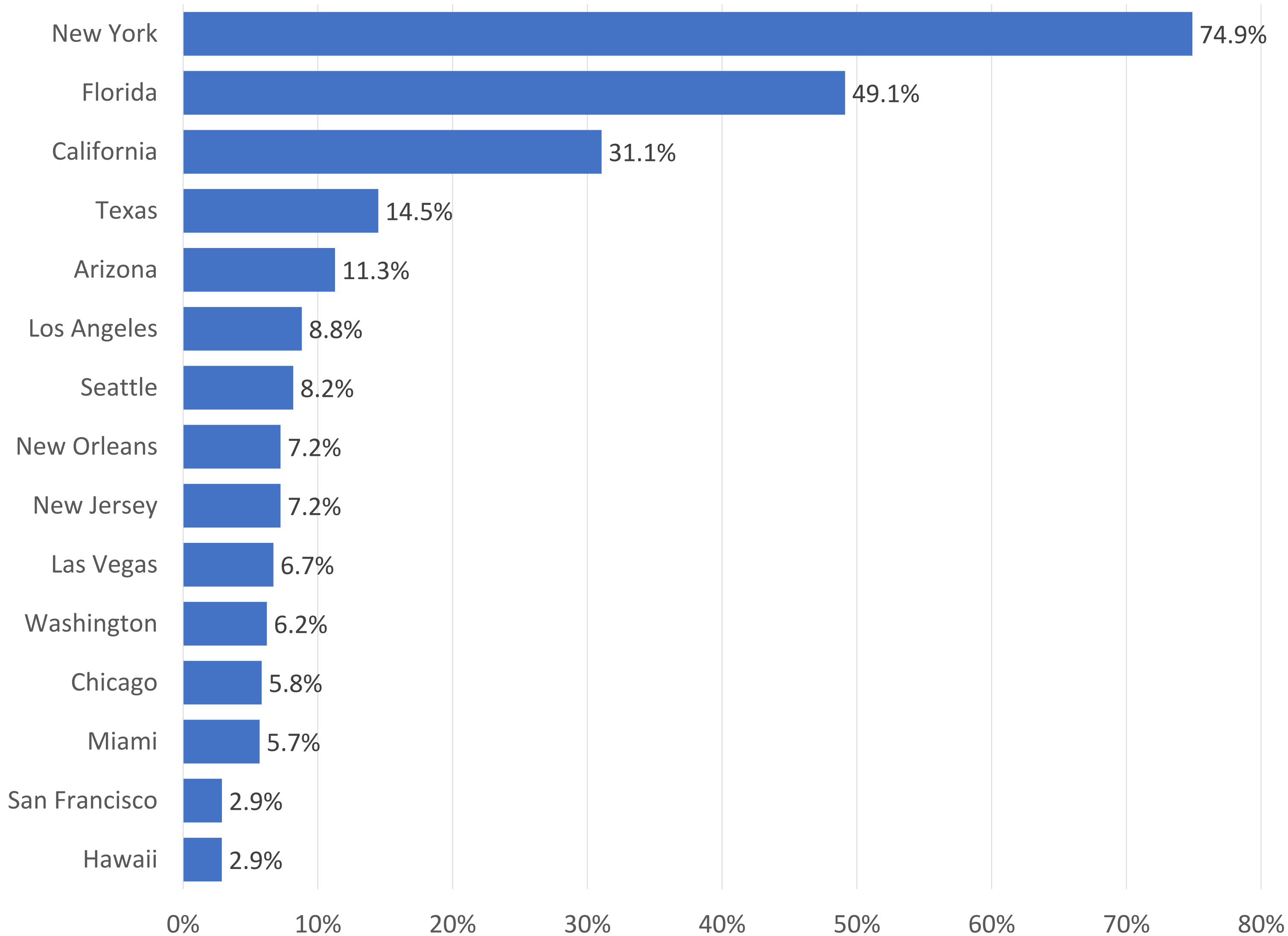
Patrons at a bar packed the entire space, as if the pandemic had suddenly dissipated. This despite the news that the state is one of the growing coronavirus hotspots in the country.

The Arizona Department of Health Sciences on Friday announced there were [3,246 new Covid-19 cases](#), a record number reported on one day.

Most Talked About Coronavirus Hotspots

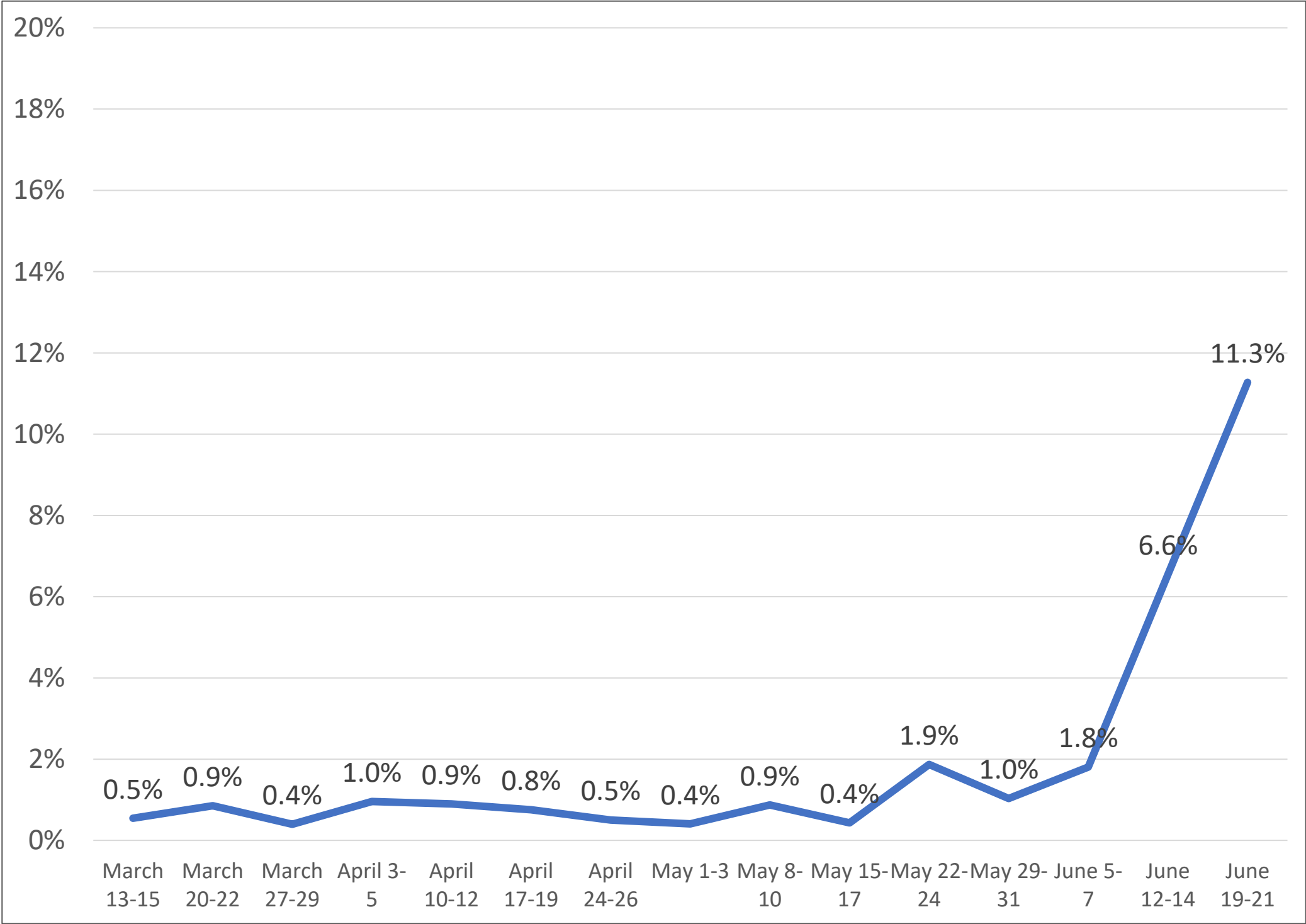
Question: What are the THREE (3) U.S. travel destinations (if any) that have been most talked about as places with coronavirus issues?

(Base: Wave 15: All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)

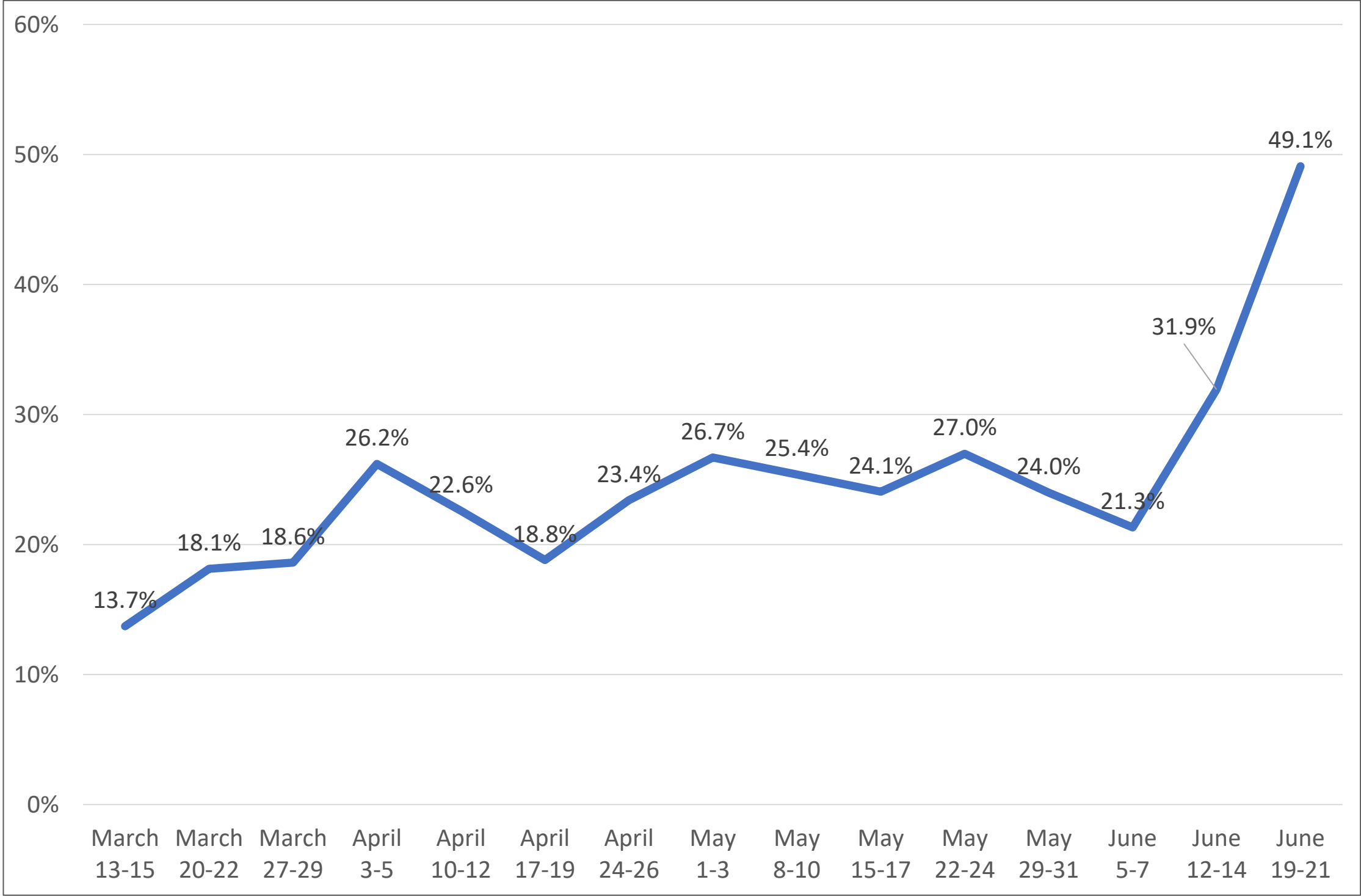


Most Talked About Coronavirus Hotspots

Arizona Trending Upward



Florida Trending Upward



Question: What are the THREE (3) U.S. travel destinations (if any) that have been most talked about as places with coronavirus issues? *(Base: Wave 15: All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)*

A white wooden lifeguard stand with a red cross on its back is positioned on a sandy beach. The stand is elevated and has a ladder leading up to the seat. In the foreground, a red and white striped beach ball lies on the sand. The background features a clear blue sky and turquoise ocean waves. The text "How Safe Travelers Feel" is overlaid in white, bold font across the center of the image.

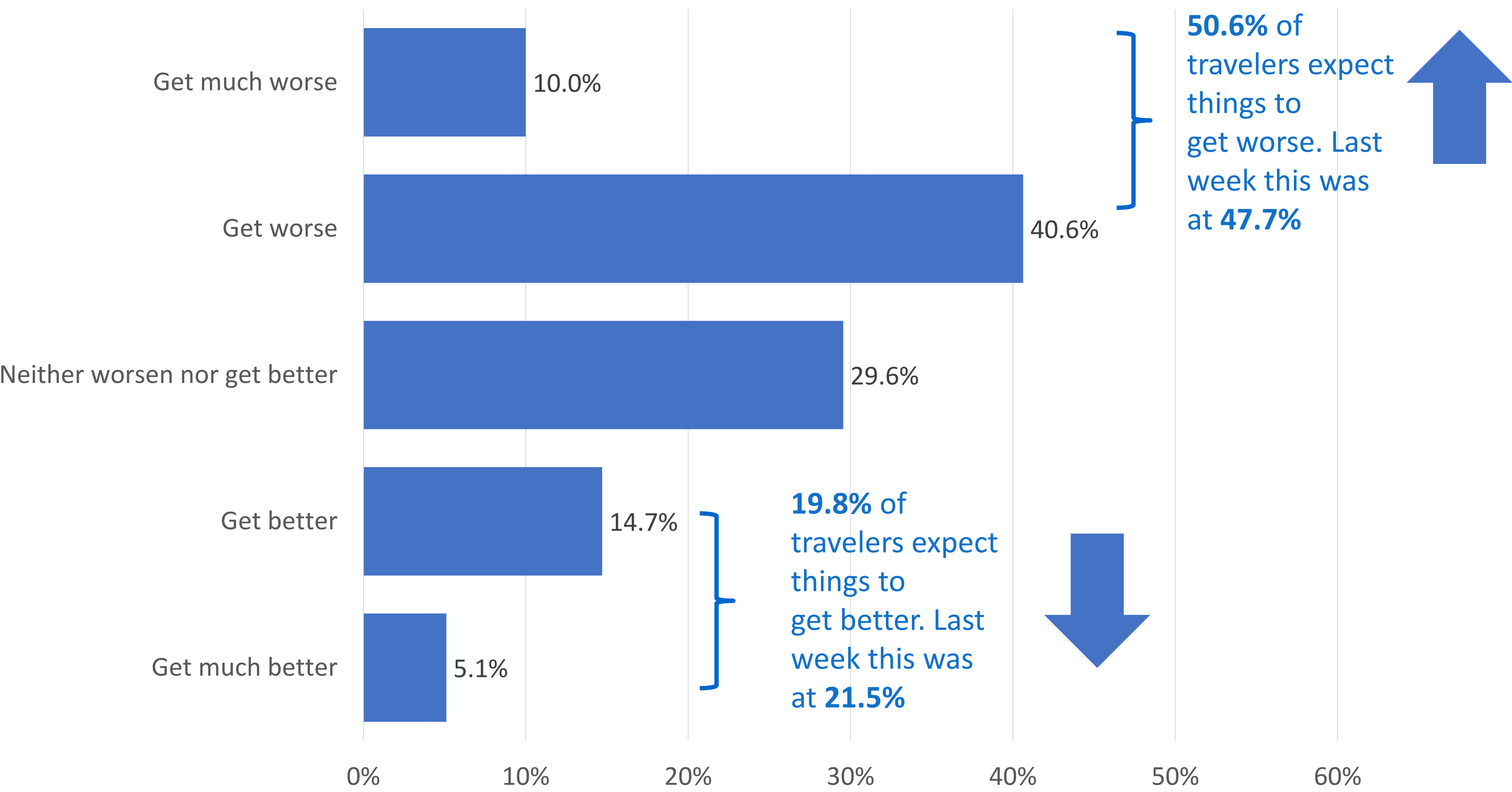
How Safe Travelers Feel

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 15: All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)

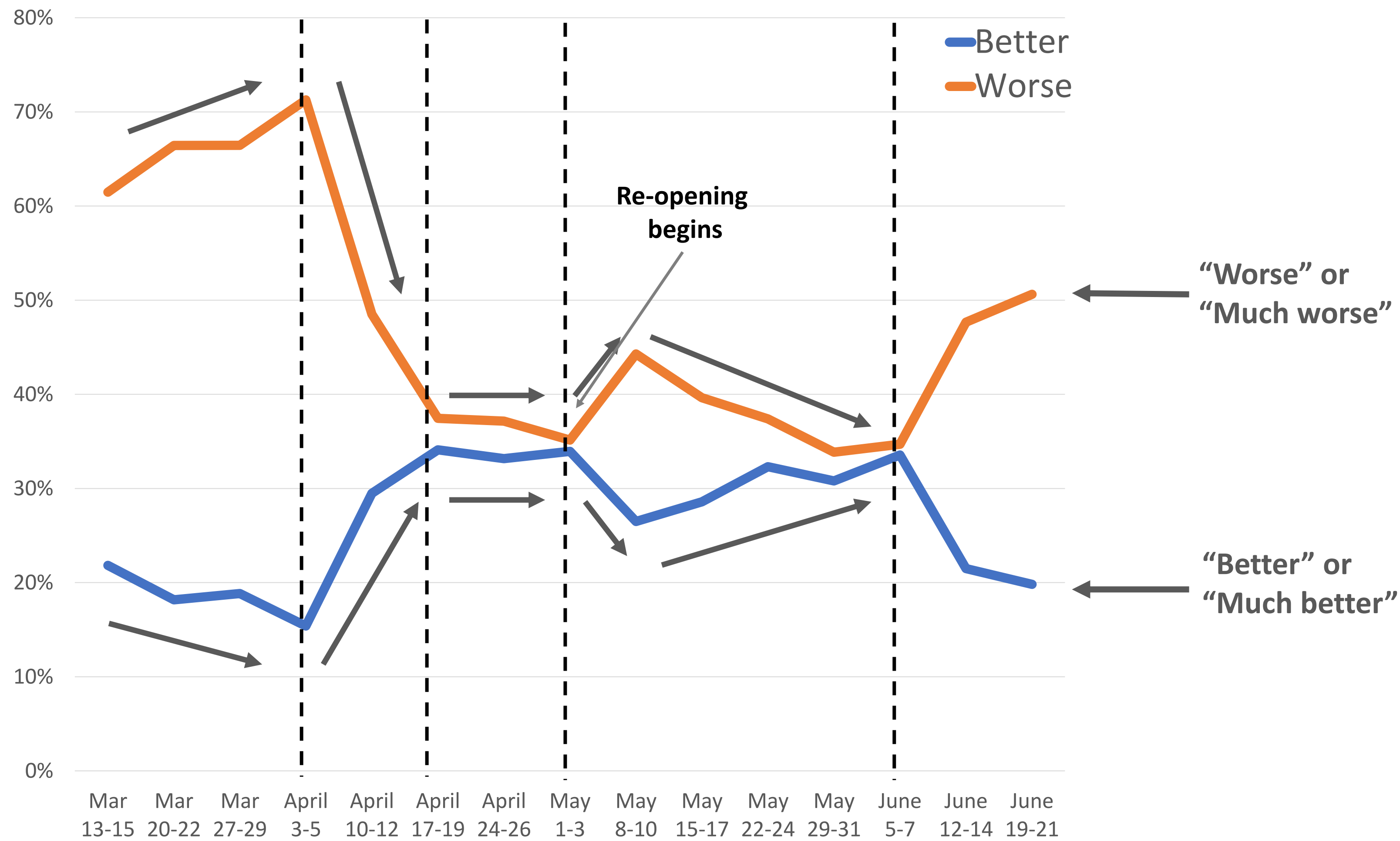


Expectations for the Coronavirus Outbreak

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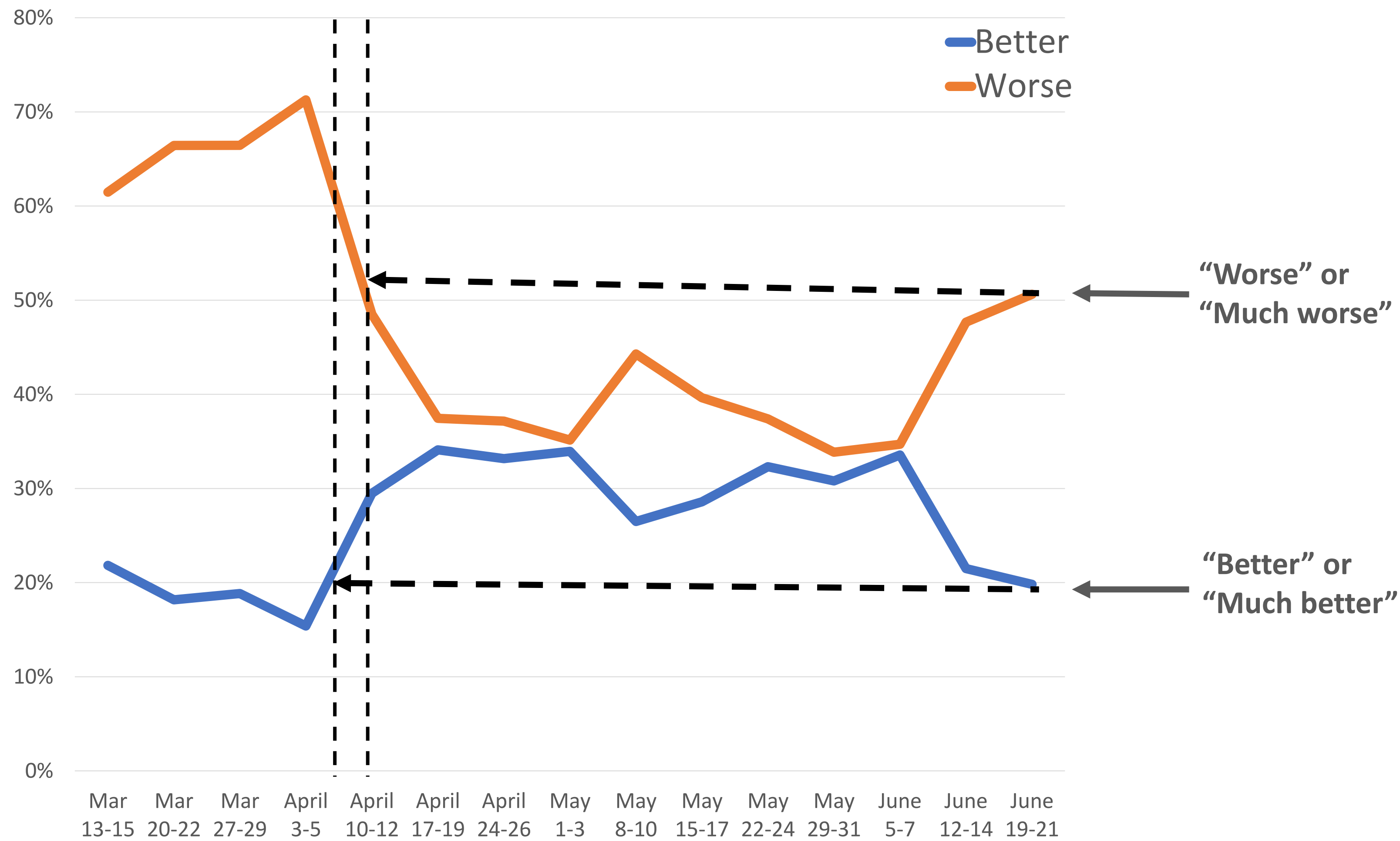


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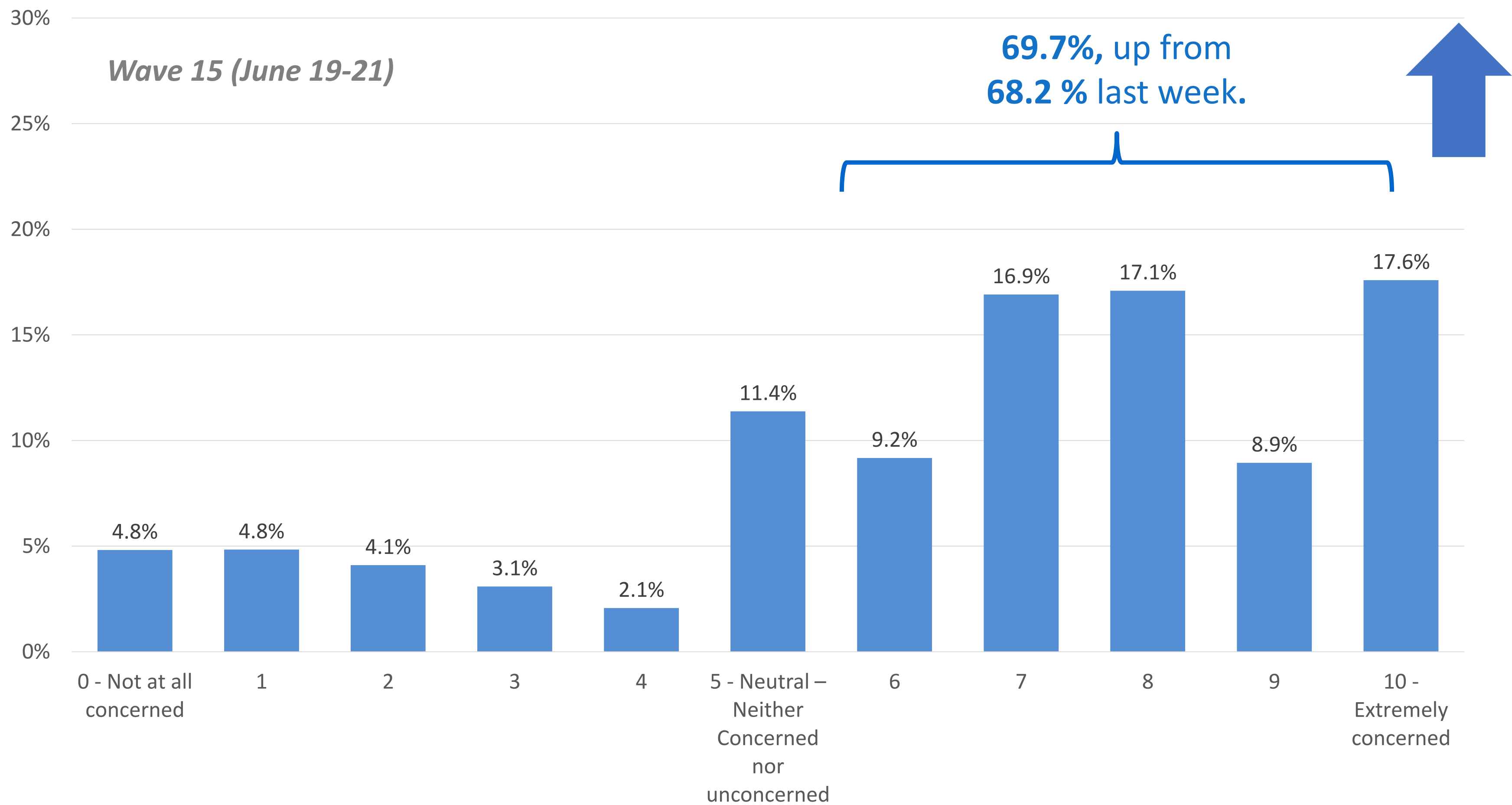
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Personal Health Concerns

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

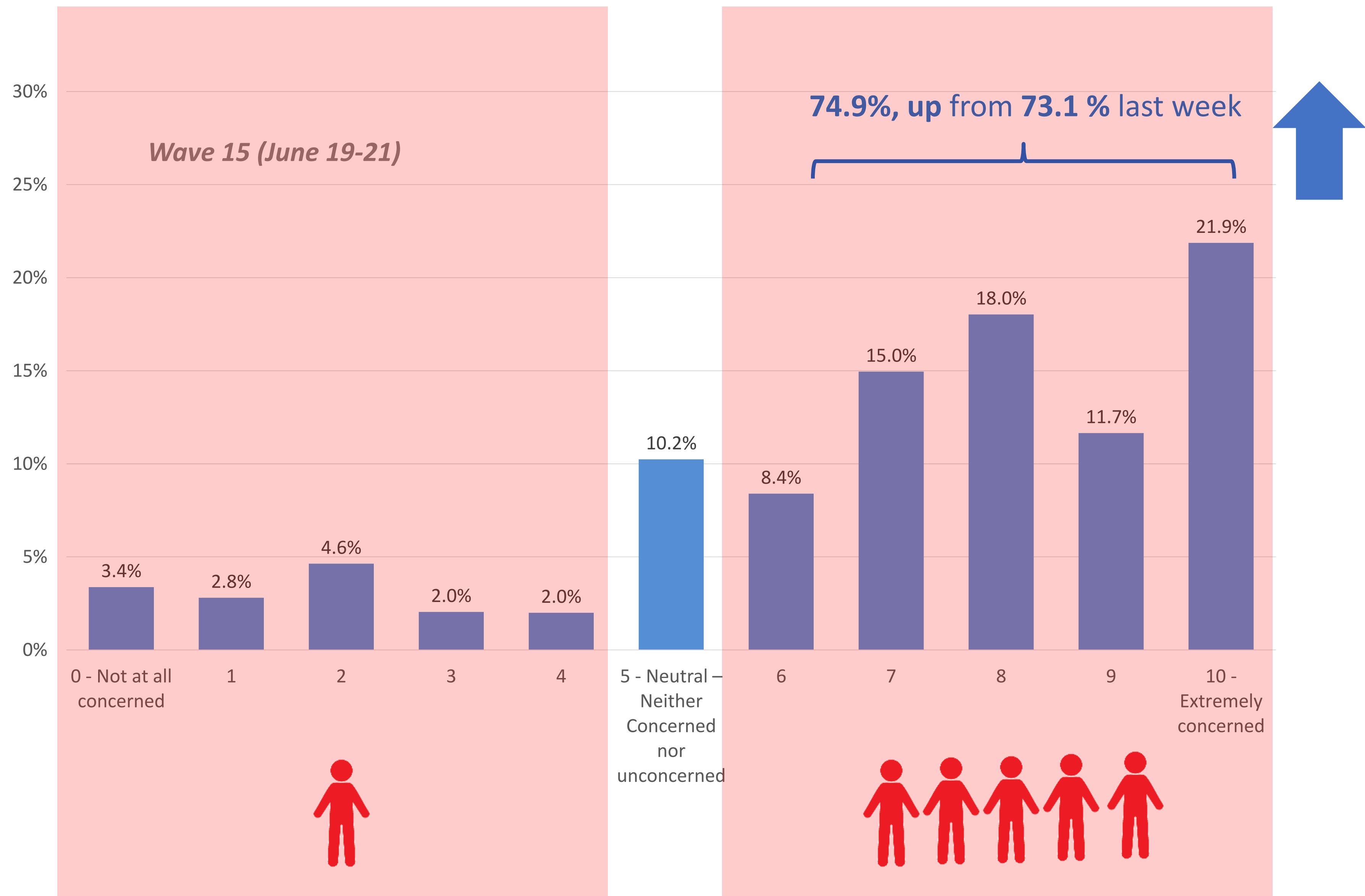
(Base: Wave 15 data. All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)



Health Concerns (Family & Friends)

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

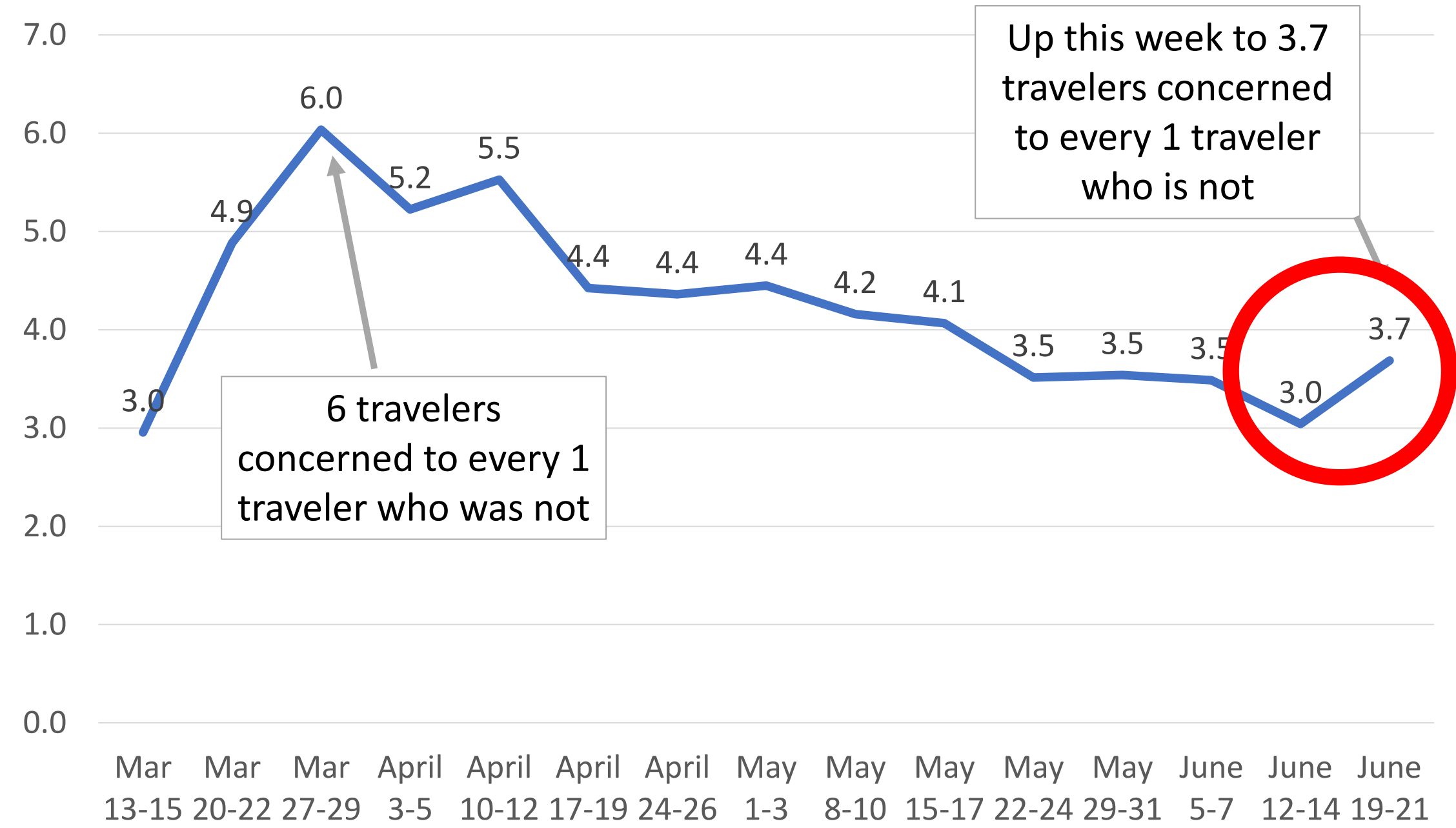
(Base: Wave 15 data. All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)



Ratio of Concerned to Unconcerned Travelers: Safety

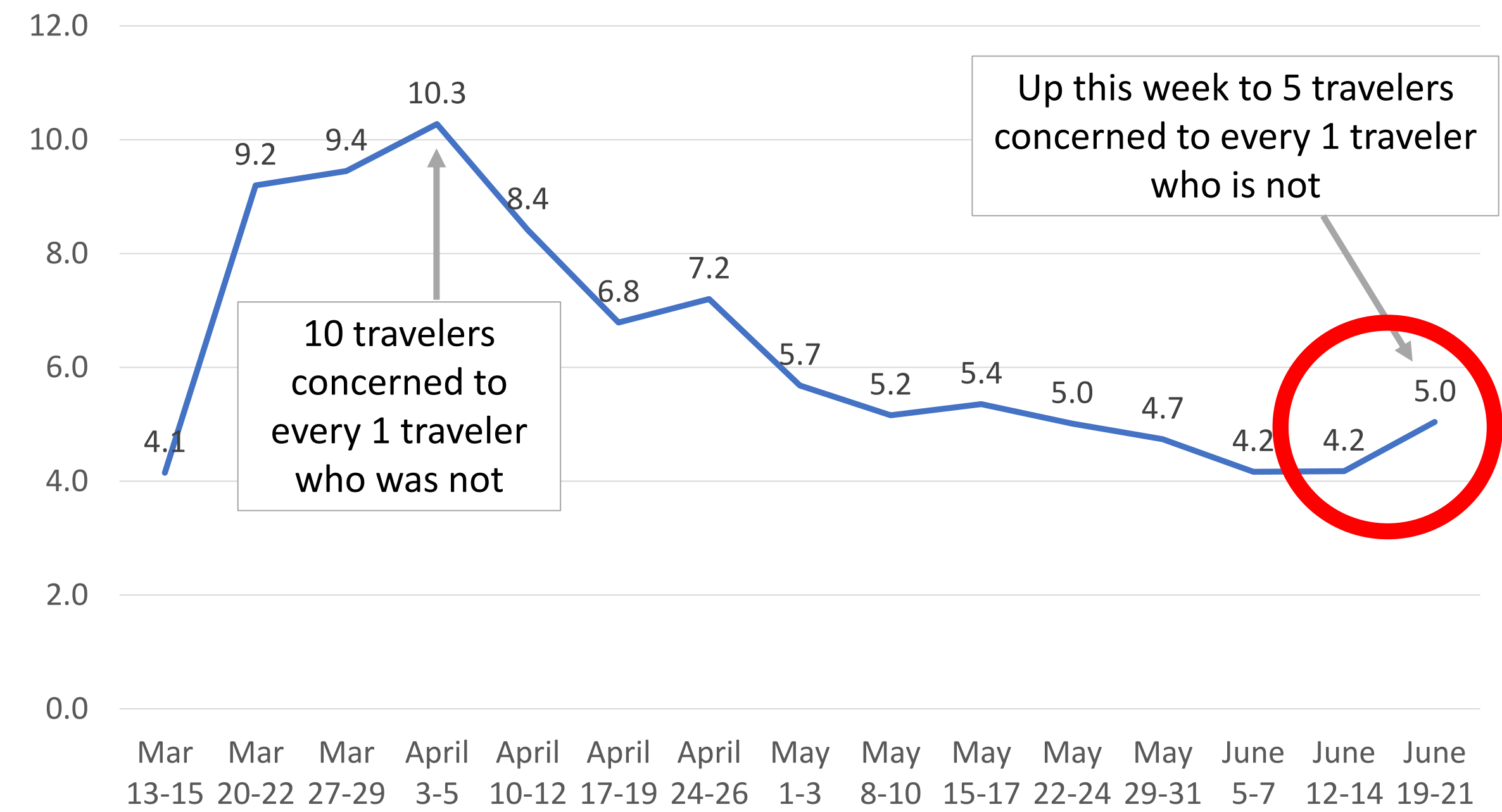
Personal Safety

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



Safety of Friends and Relatives

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

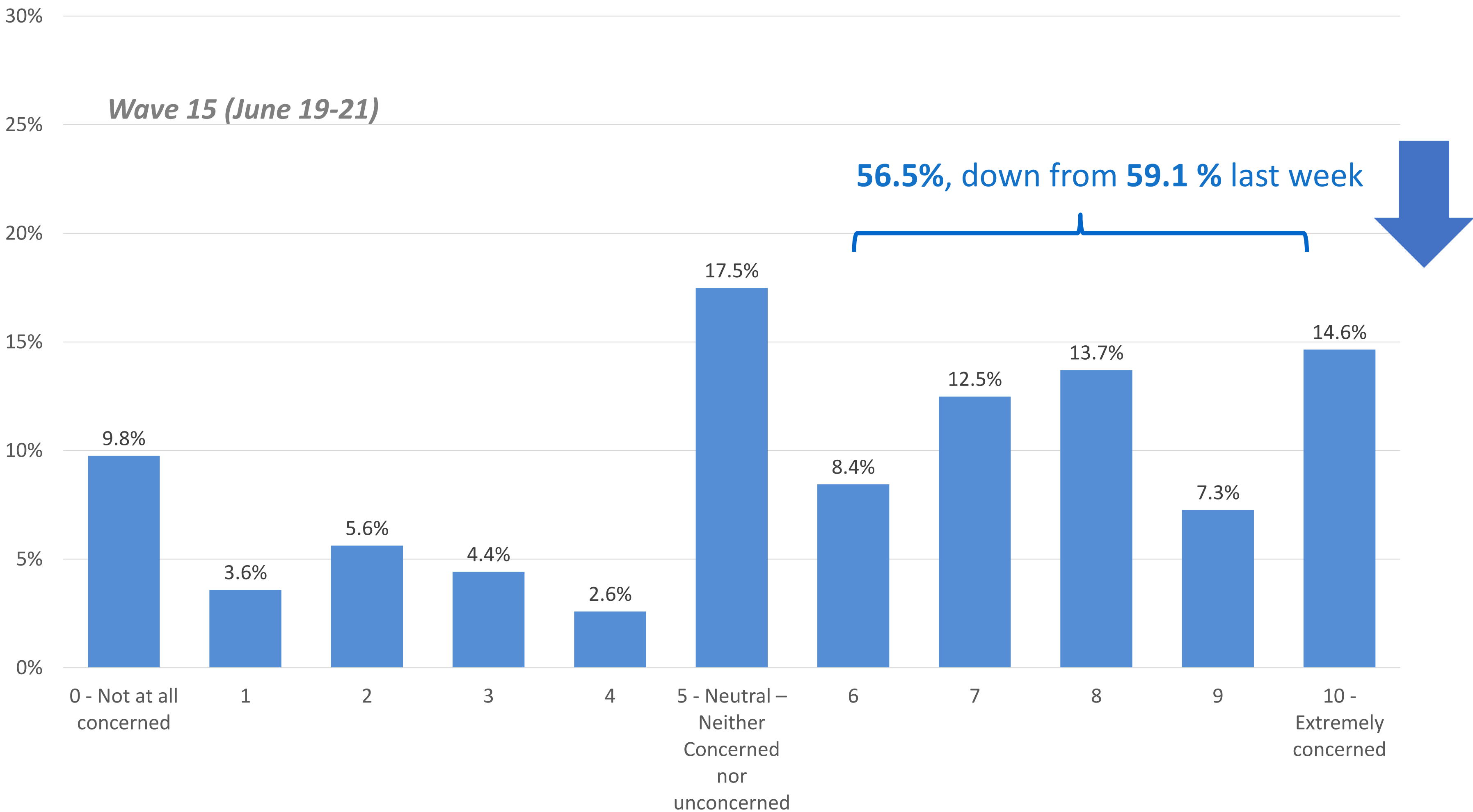
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Concerns About Personal Finances

Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on your PERSONAL FINANCES? (Please answer using the scale below)

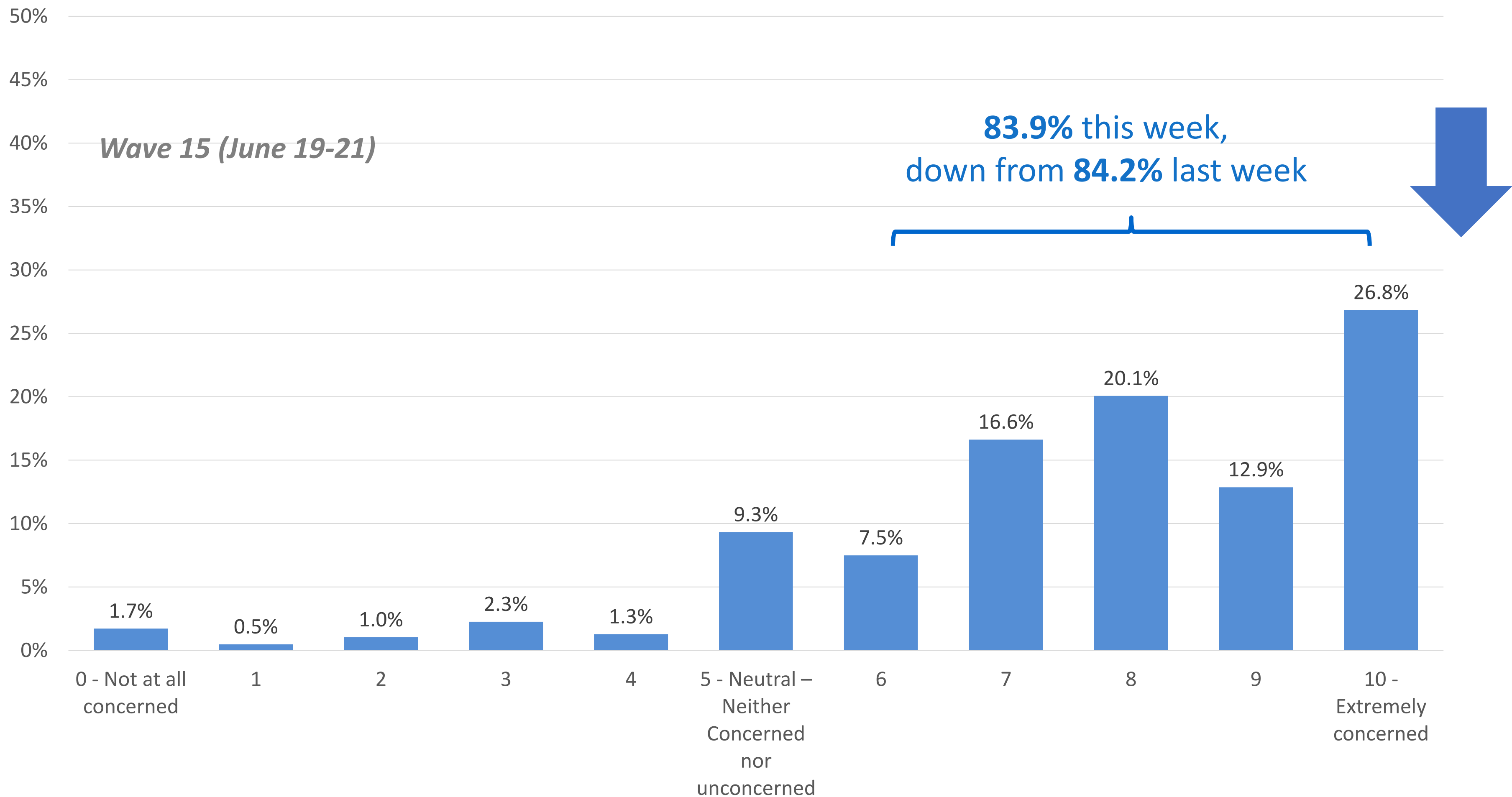
(Base: Wave 15 data. All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)



Concerns About National Economy

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

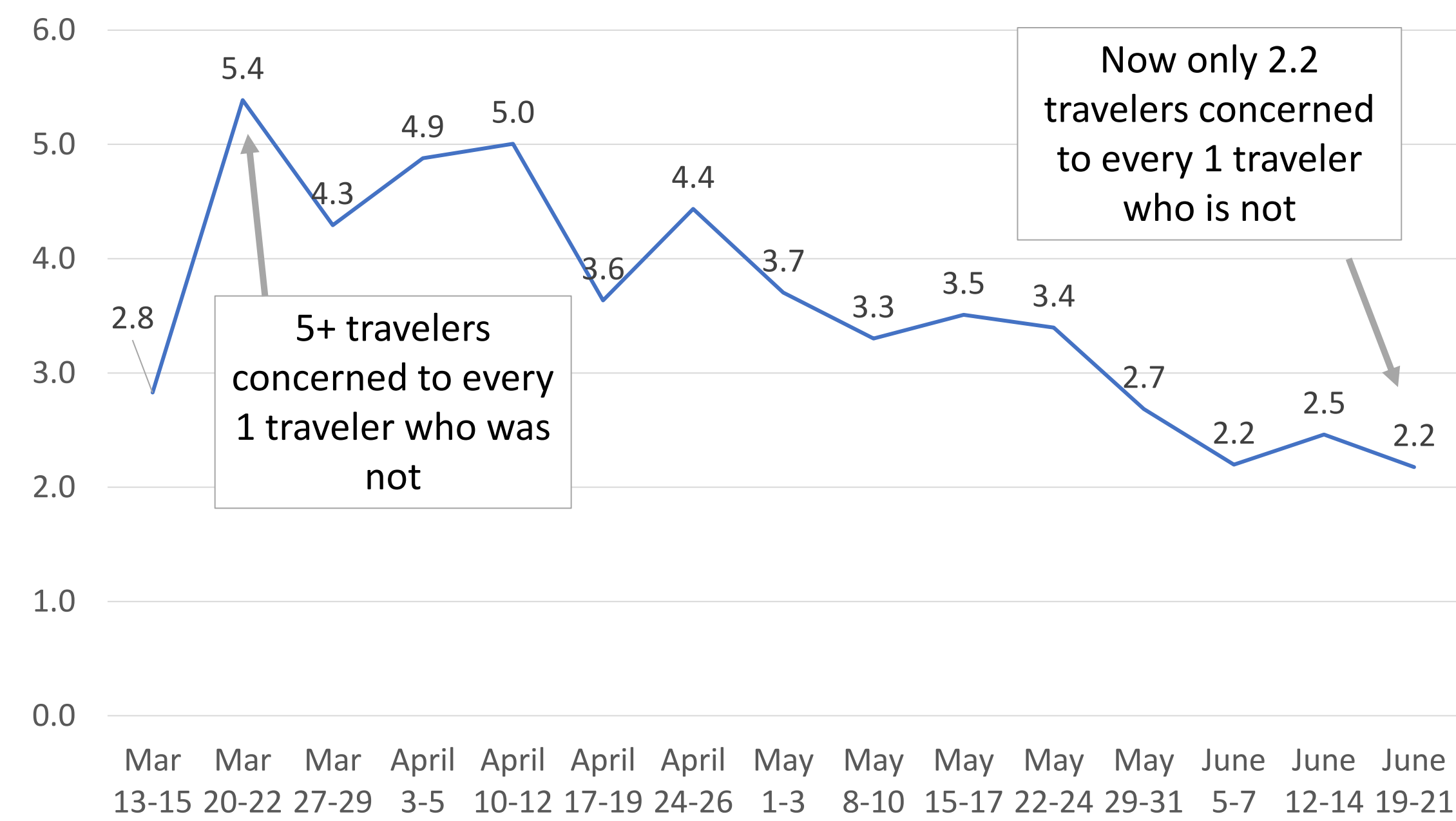
(Base: Wave 15 data. All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)



Ratio of Concerned to Unconcerned Travelers: Economic Concerns

Personal Finances

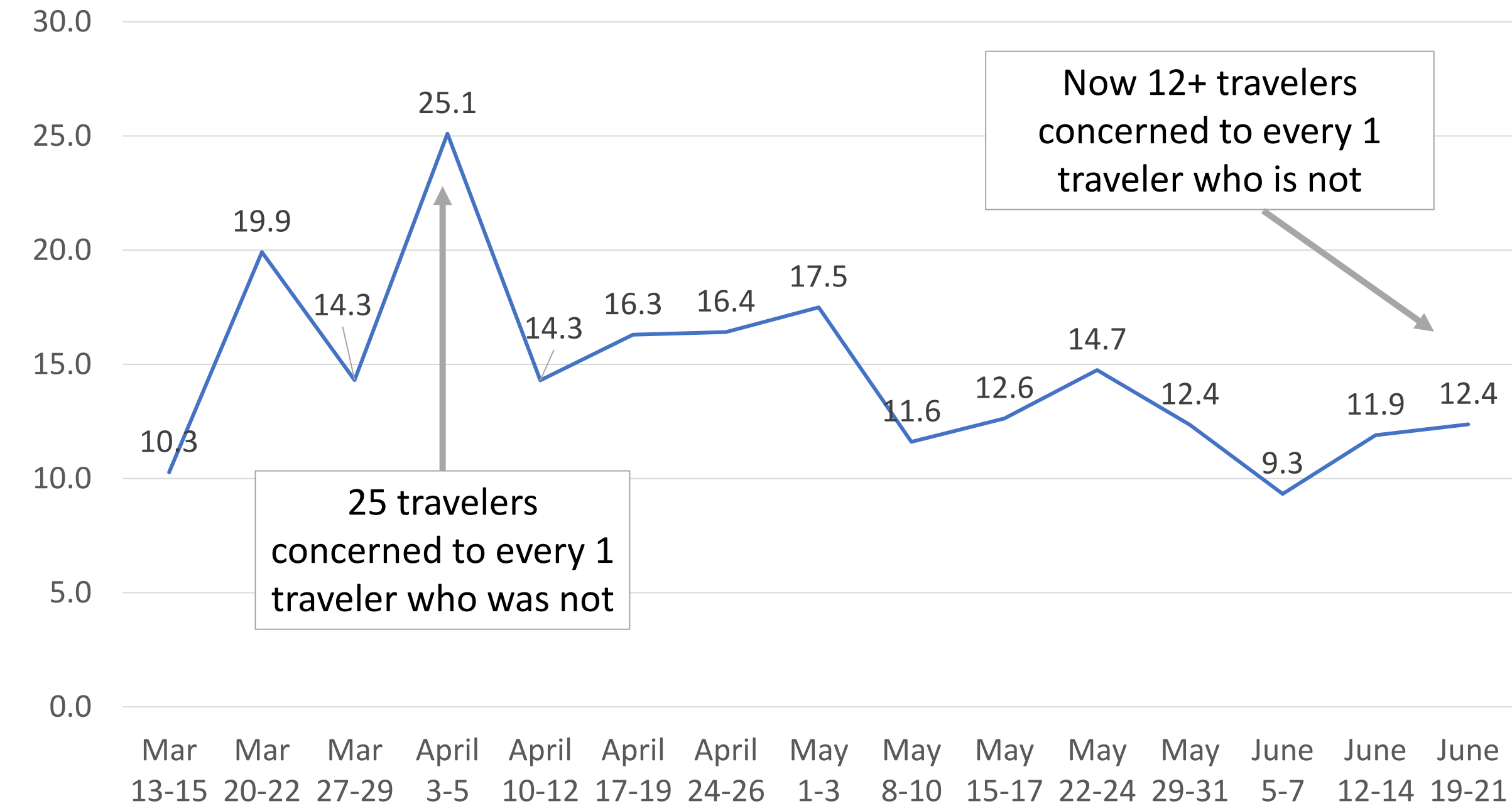
Ratio of concerned (10-6) to unconcerned (0-4) on an 11-point scale



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 an 11-point scale



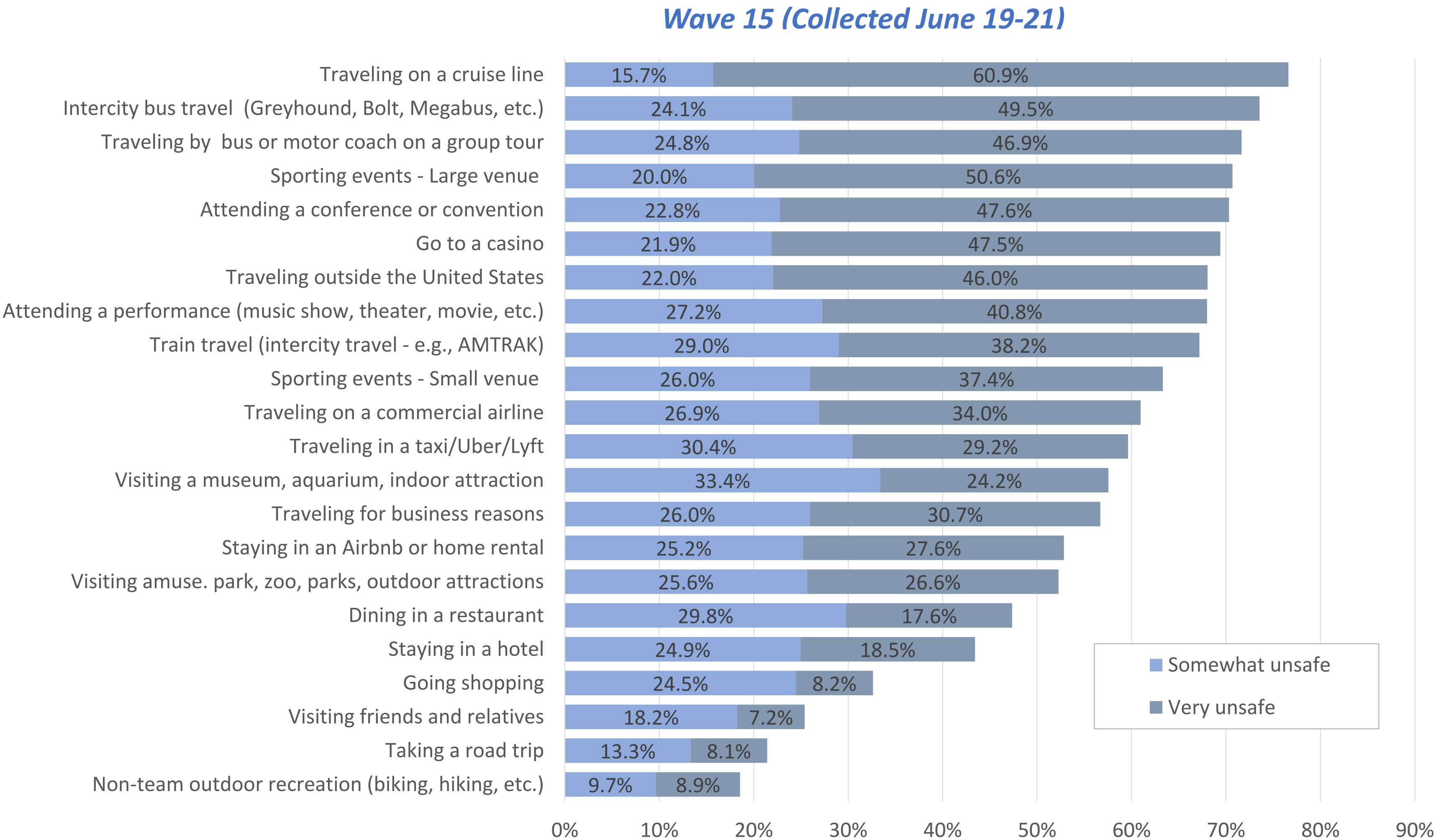
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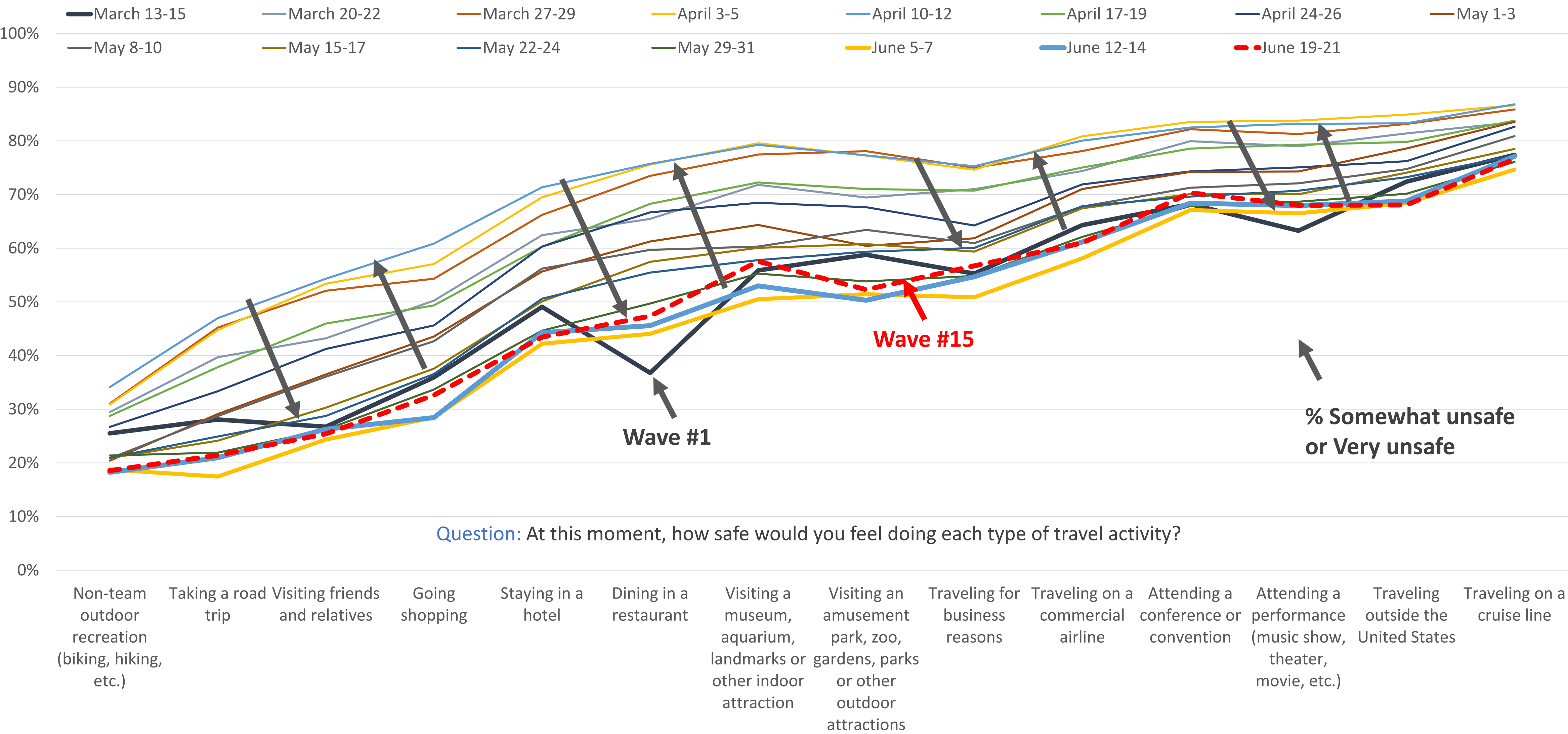
Perceived Safety of Travel Activities (Wave 15)

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

(Base: Wave 15 data. All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)

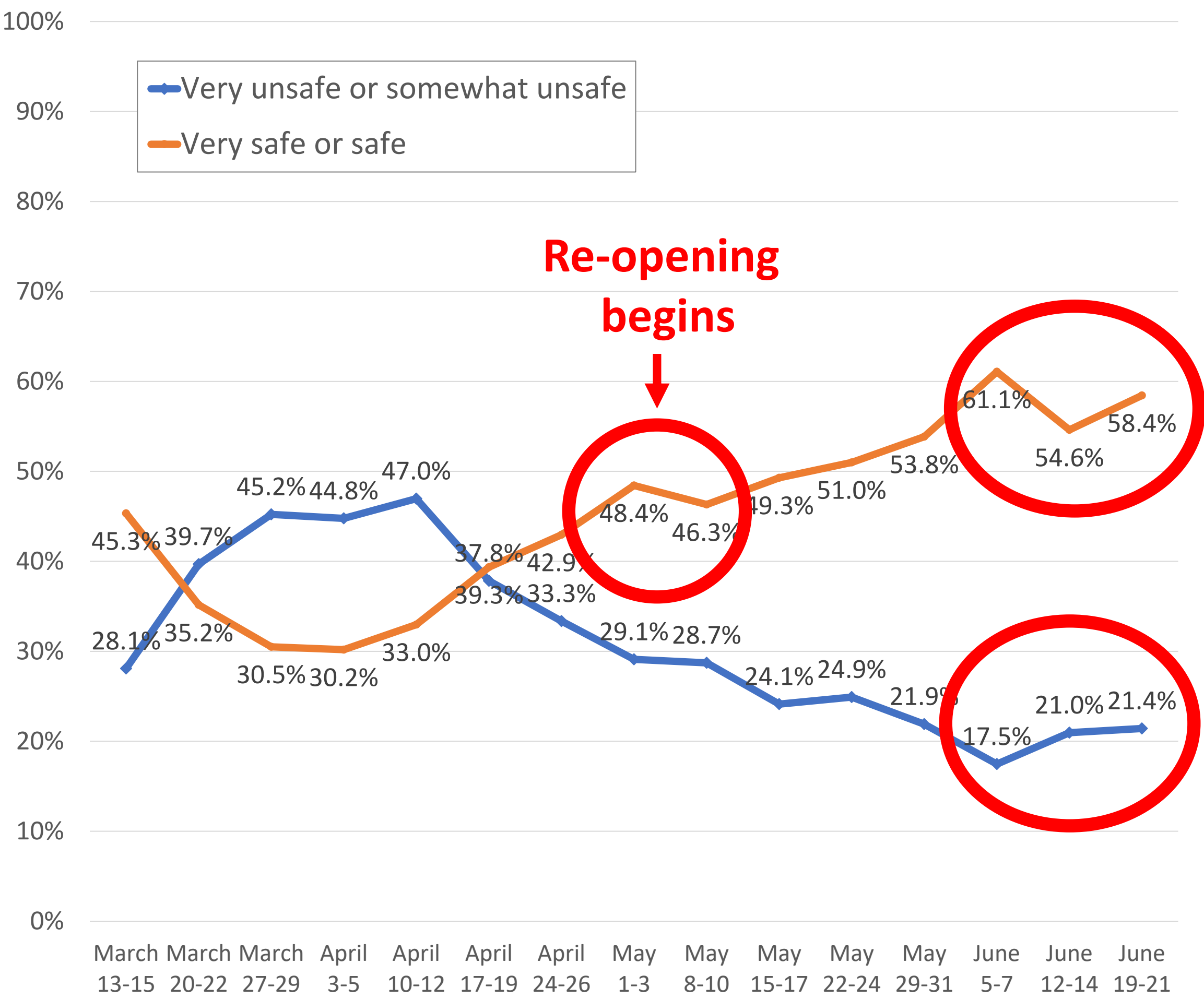


Perceived Safety of Travel Activities (Waves 1-15 Comparison)

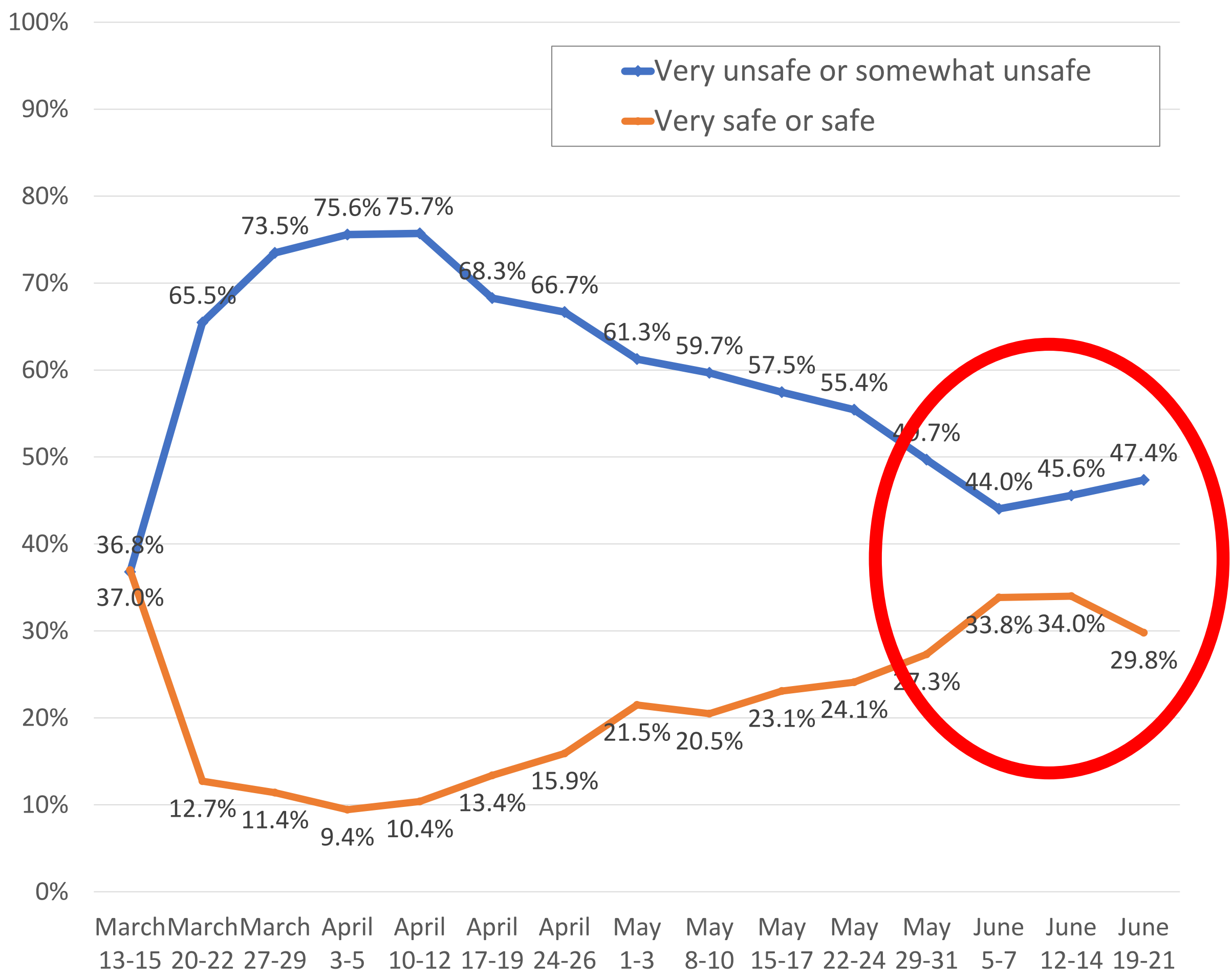


Perceived Safety of Road Trips + Dining in Restaurants

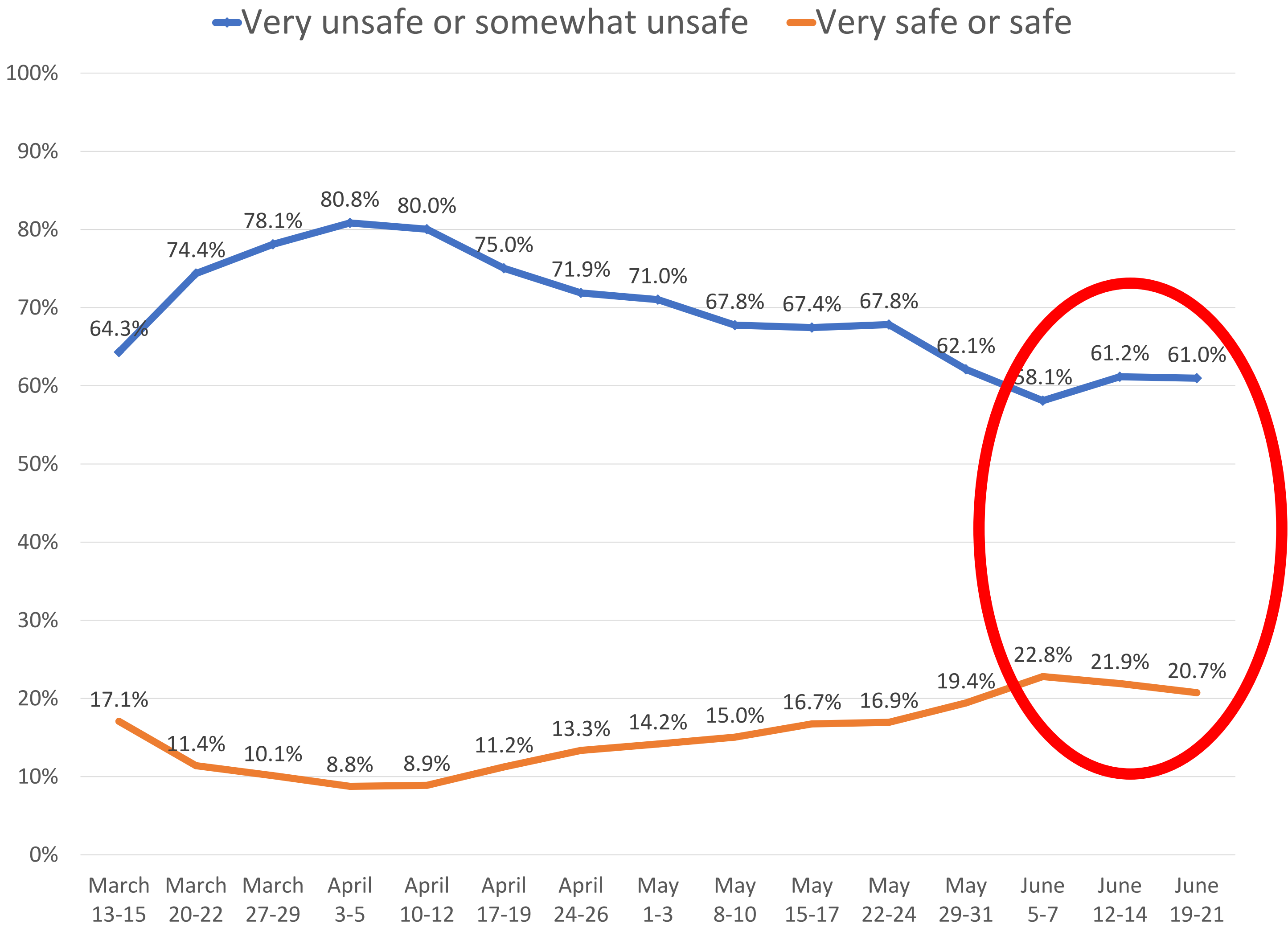
Road Trips



Dining in Restaurants

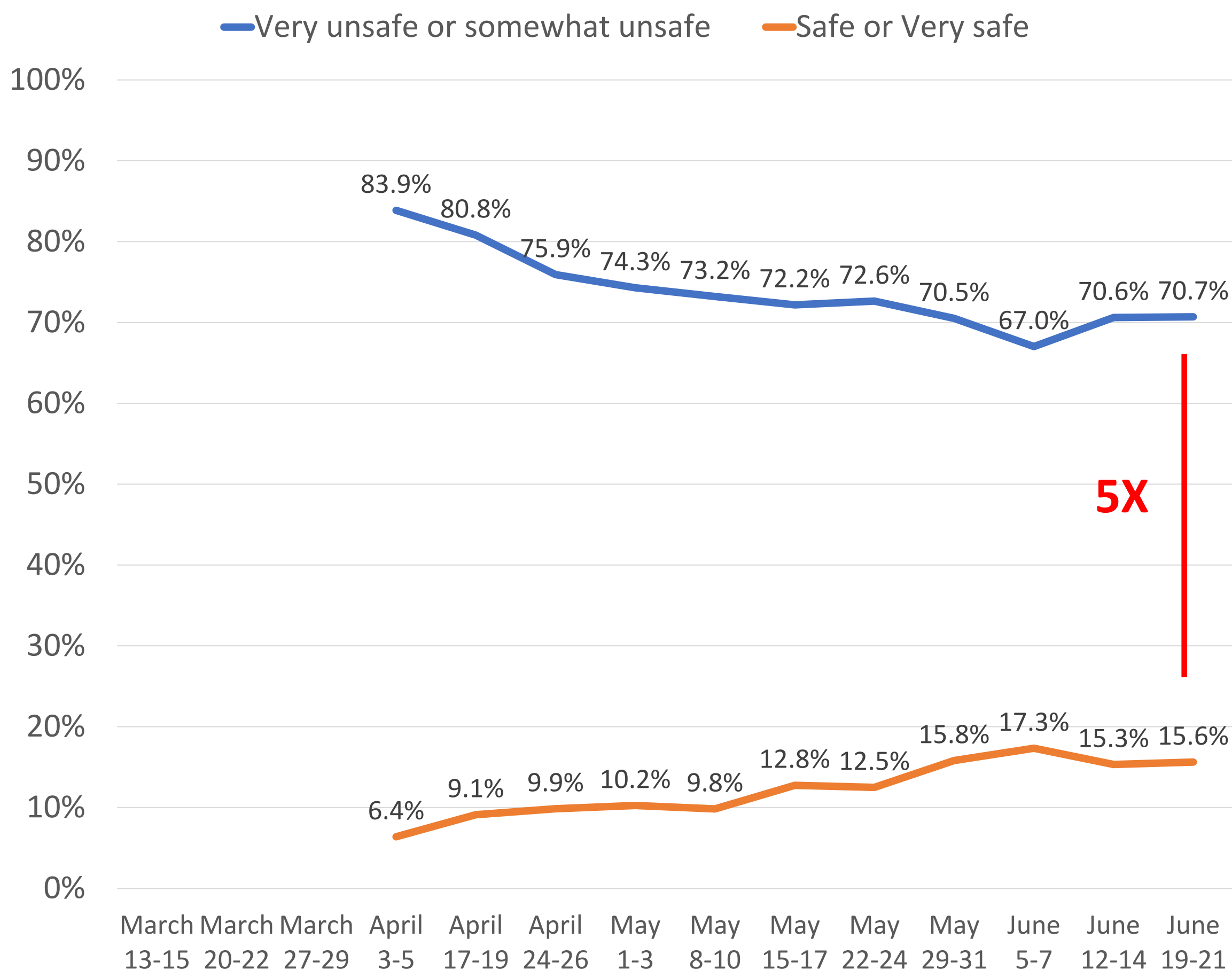


Perceived Safety on Commercial Airlines

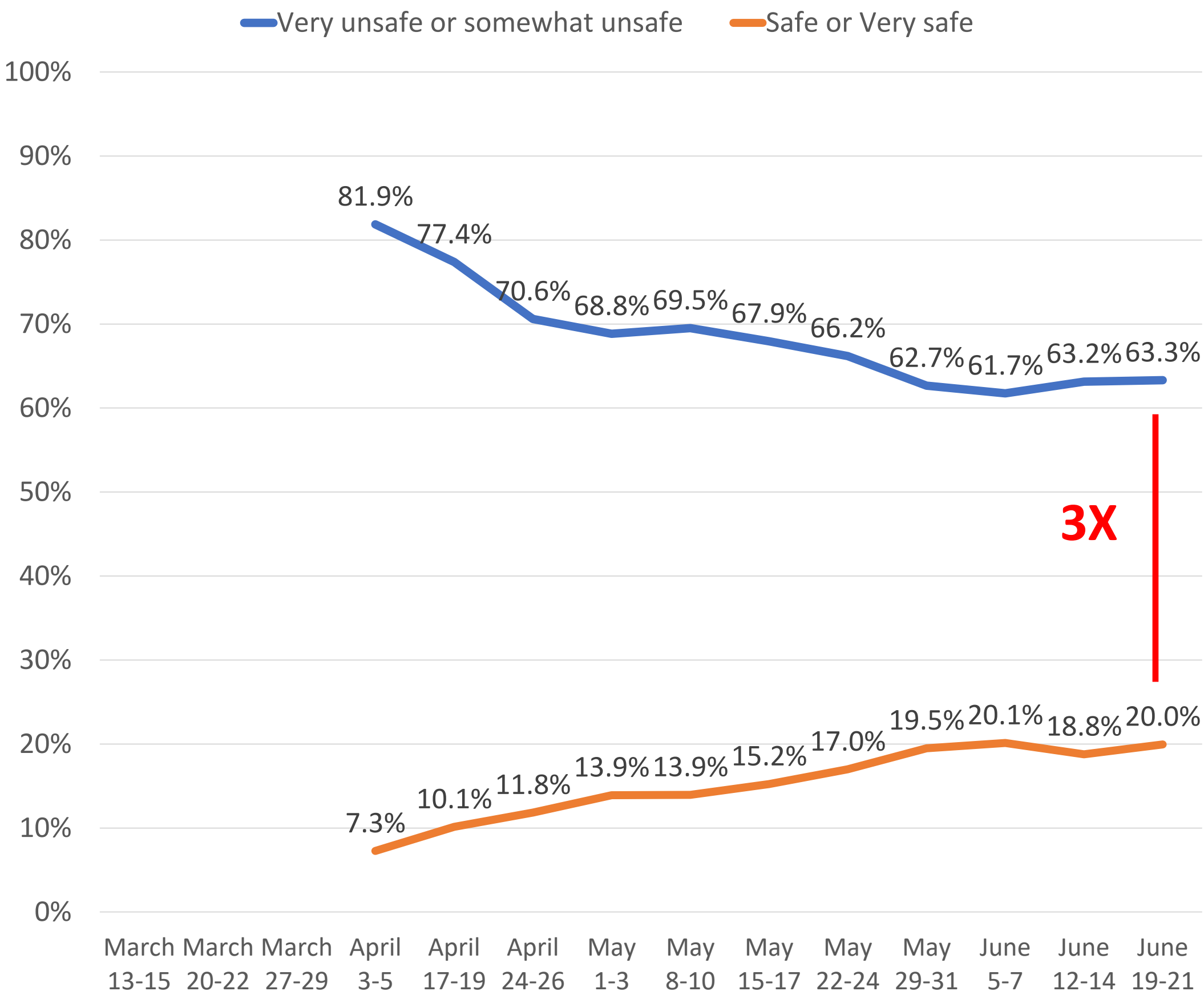


Perceived Safety at Sporting Events

Sporting Events – Large Venue



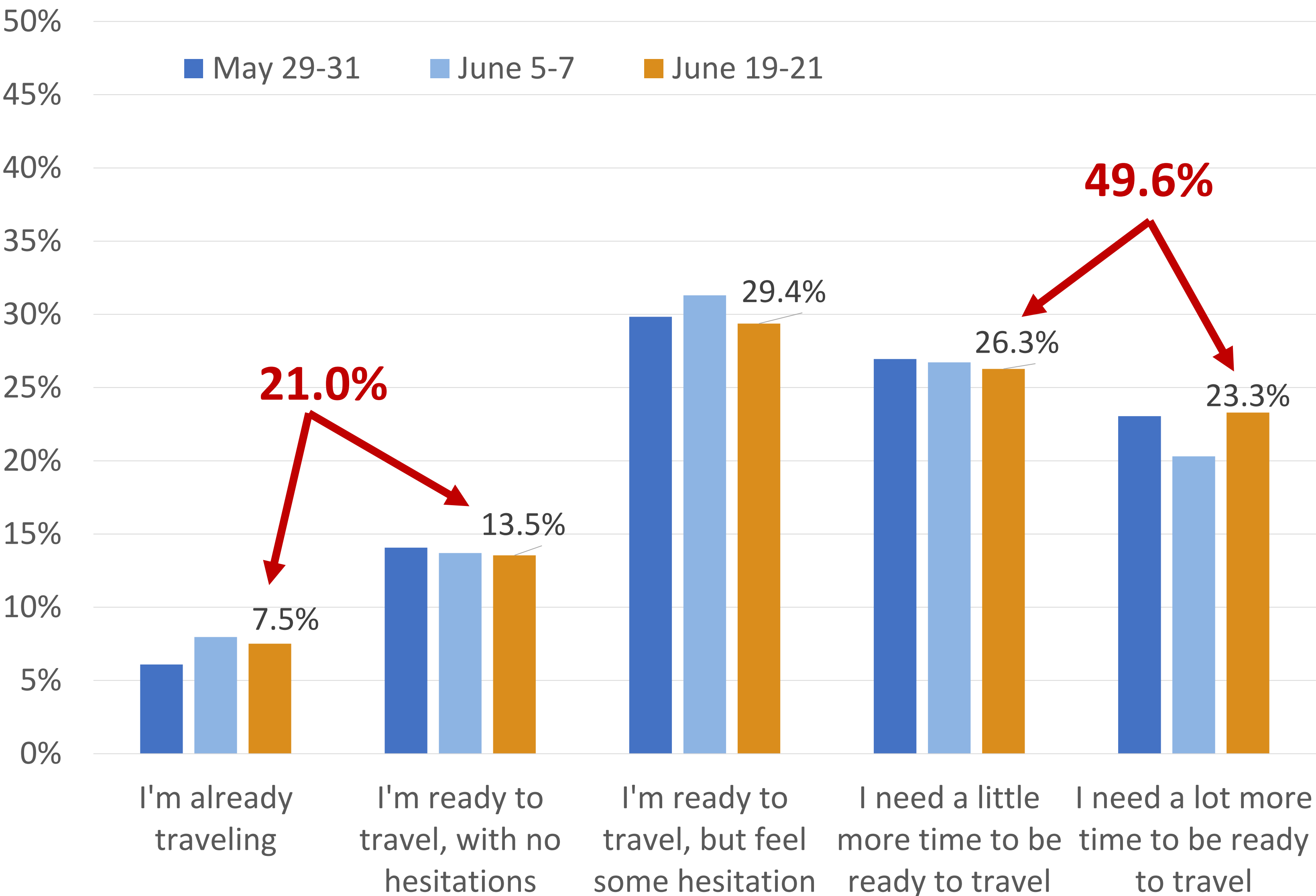
Sporting Events – Small Venue



State of Mind: Returning to Travel

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

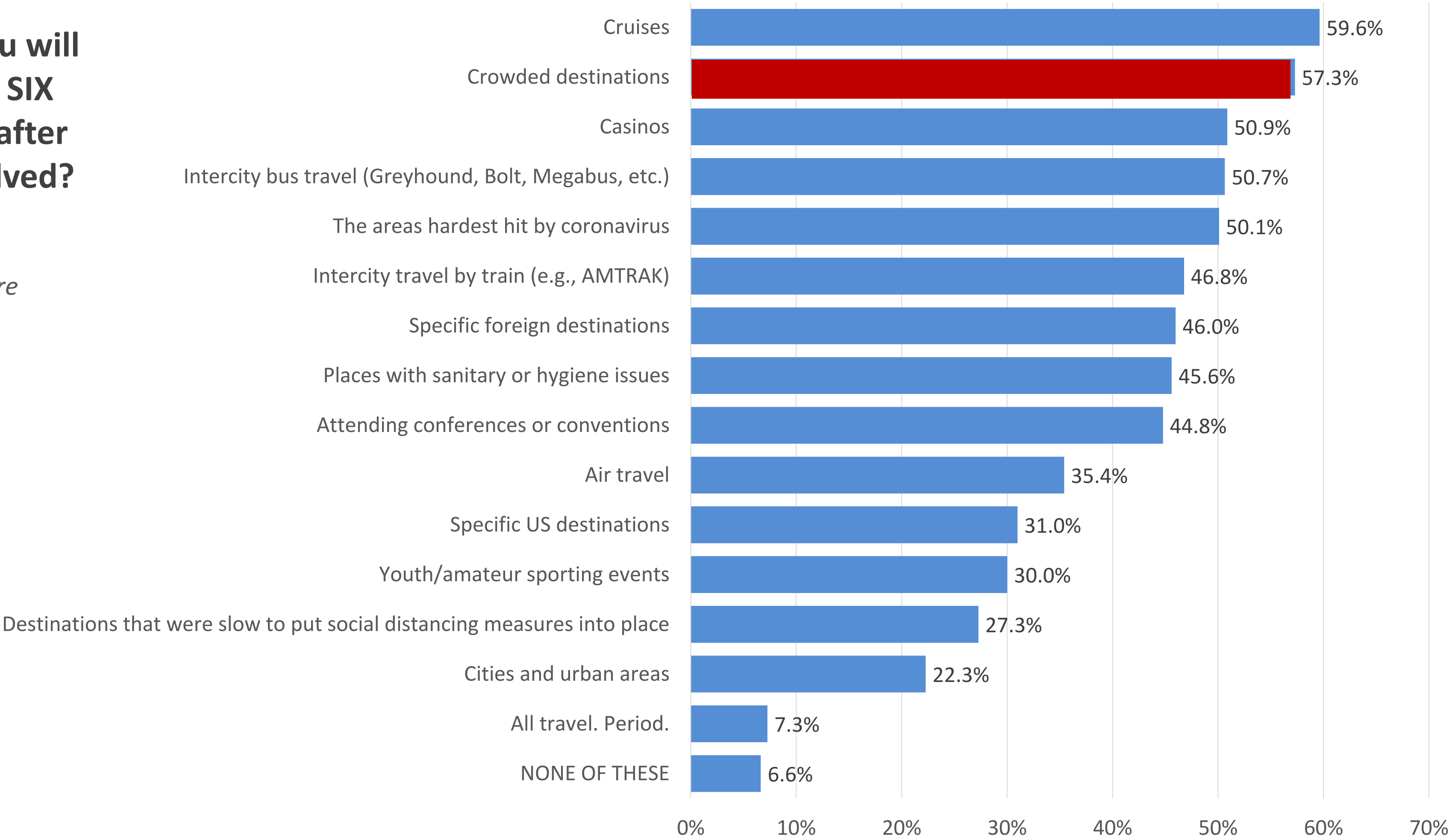
(Base: All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)



Travel Activities to Avoid Post Coronavirus

Question: Do you expect that you will avoid any of the following in the SIX (6) MONTH period immediately after the coronavirus situation is resolved?

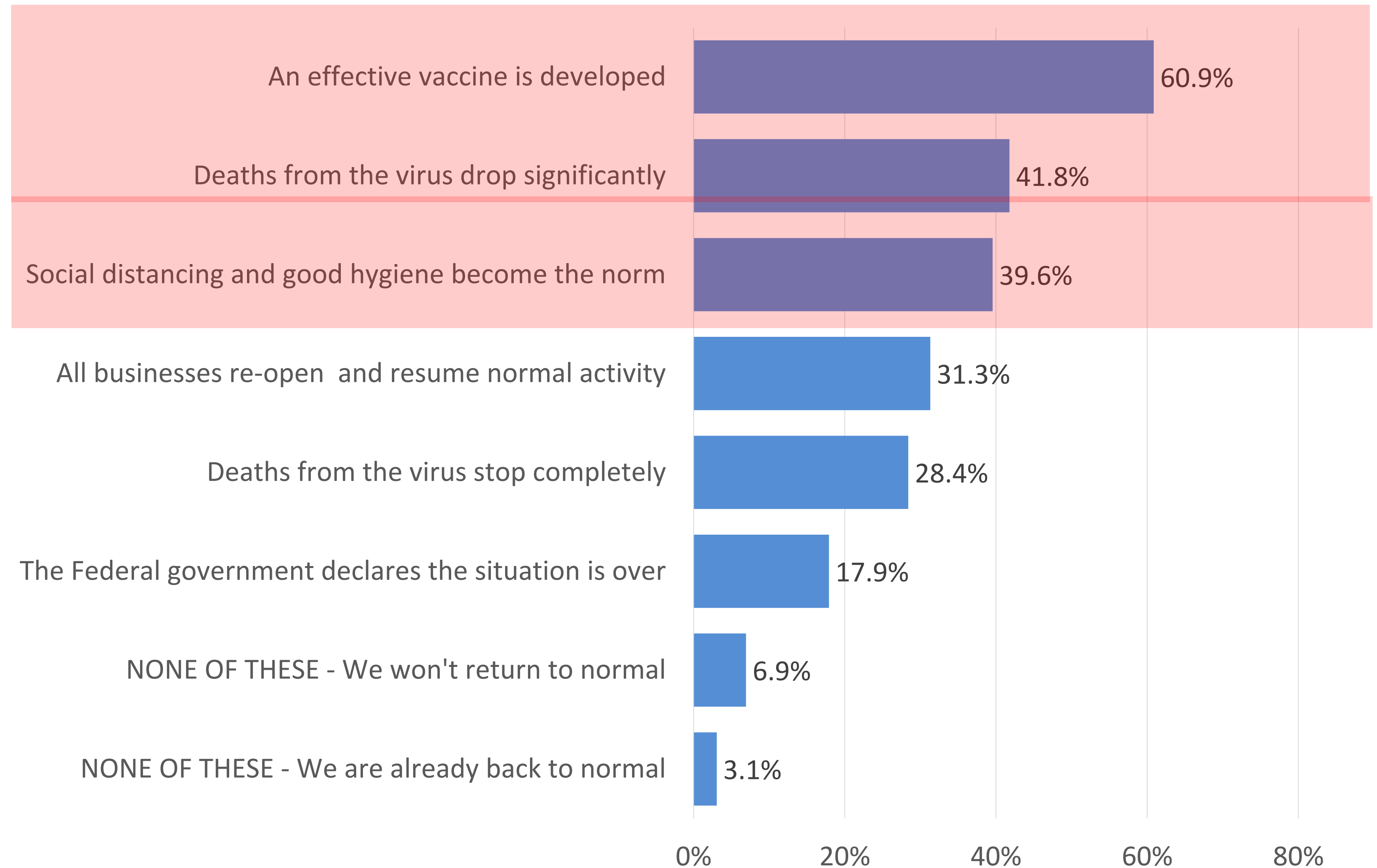
(Base: Respondents who plan to take a leisure trip this year, 800 completed surveys. Data collected June 19-21, 2020)



A Return to Normalcy. What Does That Mean?

Question: In your mind, which of the following will need to happen before you feel things have returned back to a normalcy you are comfortable with? (Select all that apply)

(Base: All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)





KEY TAKEAWAYS

- **With cases rising in several areas of the country, Americans' concerns about personally or friends/family contracting COVID-19 have increased and now half of American travelers feel the coronavirus situation will get worse in the US in the next month**
- **Americans' perceived safety of various travel activities worsened this week, returning to the levels they were at 3 weeks ago**
- **The heightened anxiety has caused some to reverse their travel readiness**
- **However, the increase in outbreaks has not appeared to further rattle their sense of financial security, as concerns about the virus' impact on their personal finances and the national economy decreased**
- **For a majority of Americans, significant advancements against the virus will need to be made for the feeling of normalcy to return**

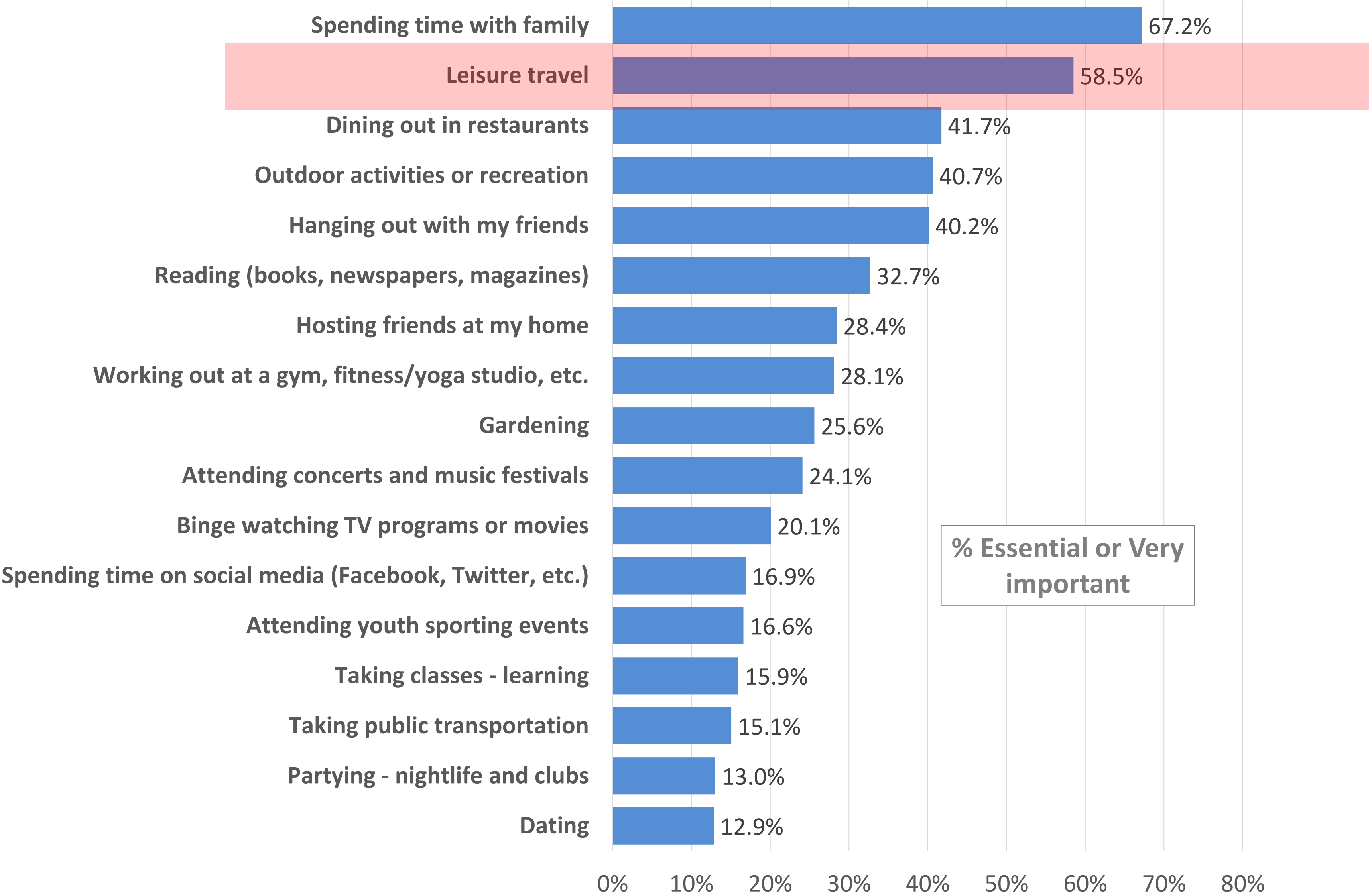


Activities Essential/Very Important to Pre-Pandemic Lifestyle

Question: Thinking about the time prior to the current Coronavirus situation.

Please tell us about the activities that were important to your lifestyle.(Use the scale below to express how important each was to your lifestyle)

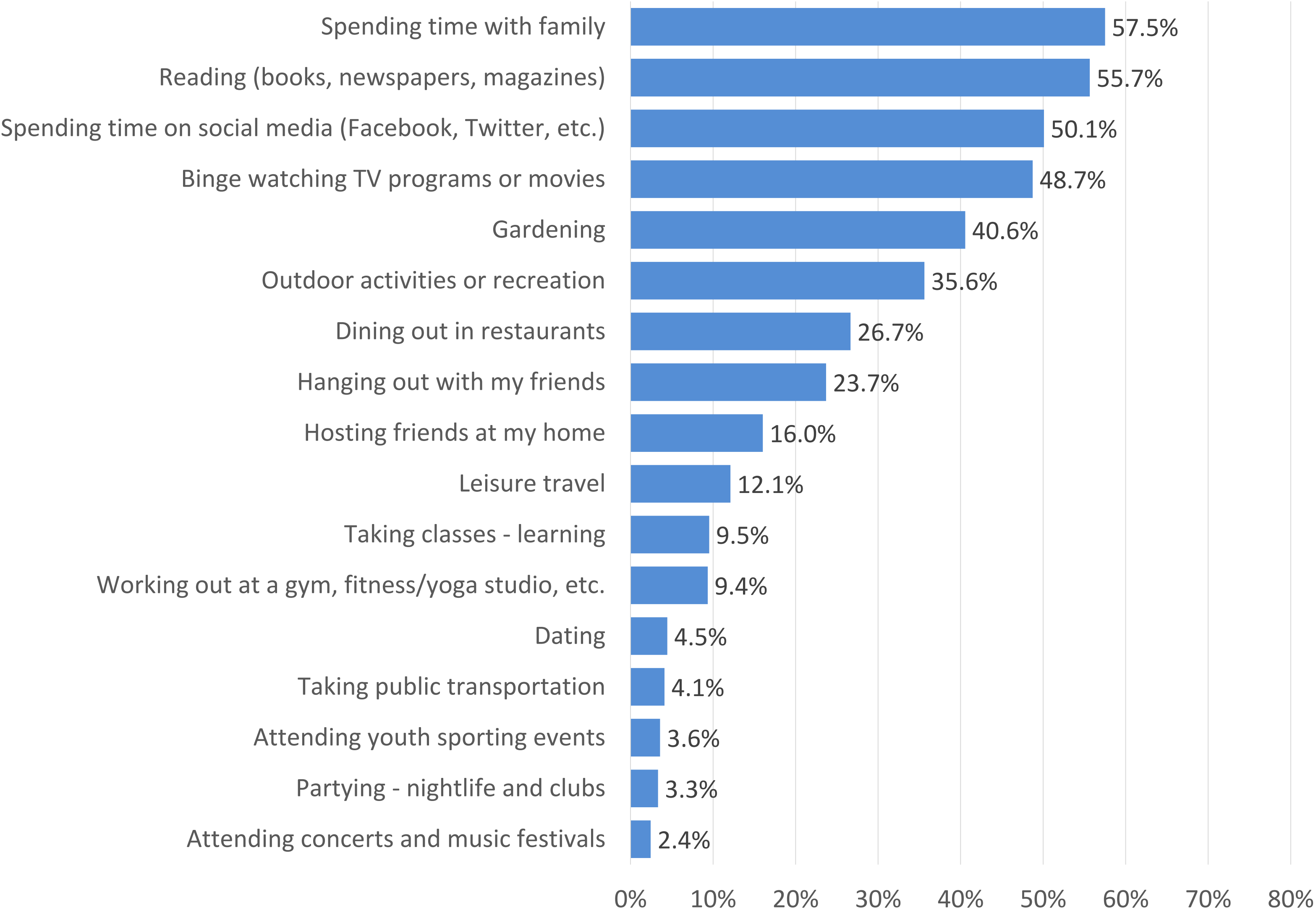
(Base: All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)



Activities Partaken in the Past Month

Question: In the past month, which of the following have you personally done? (Select all that apply)

(Base: All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)



Importance to Lifestyle versus Recent Activities Done

Question: In the past PAST MONTH, which of the following have you personally done? (Select all that apply)

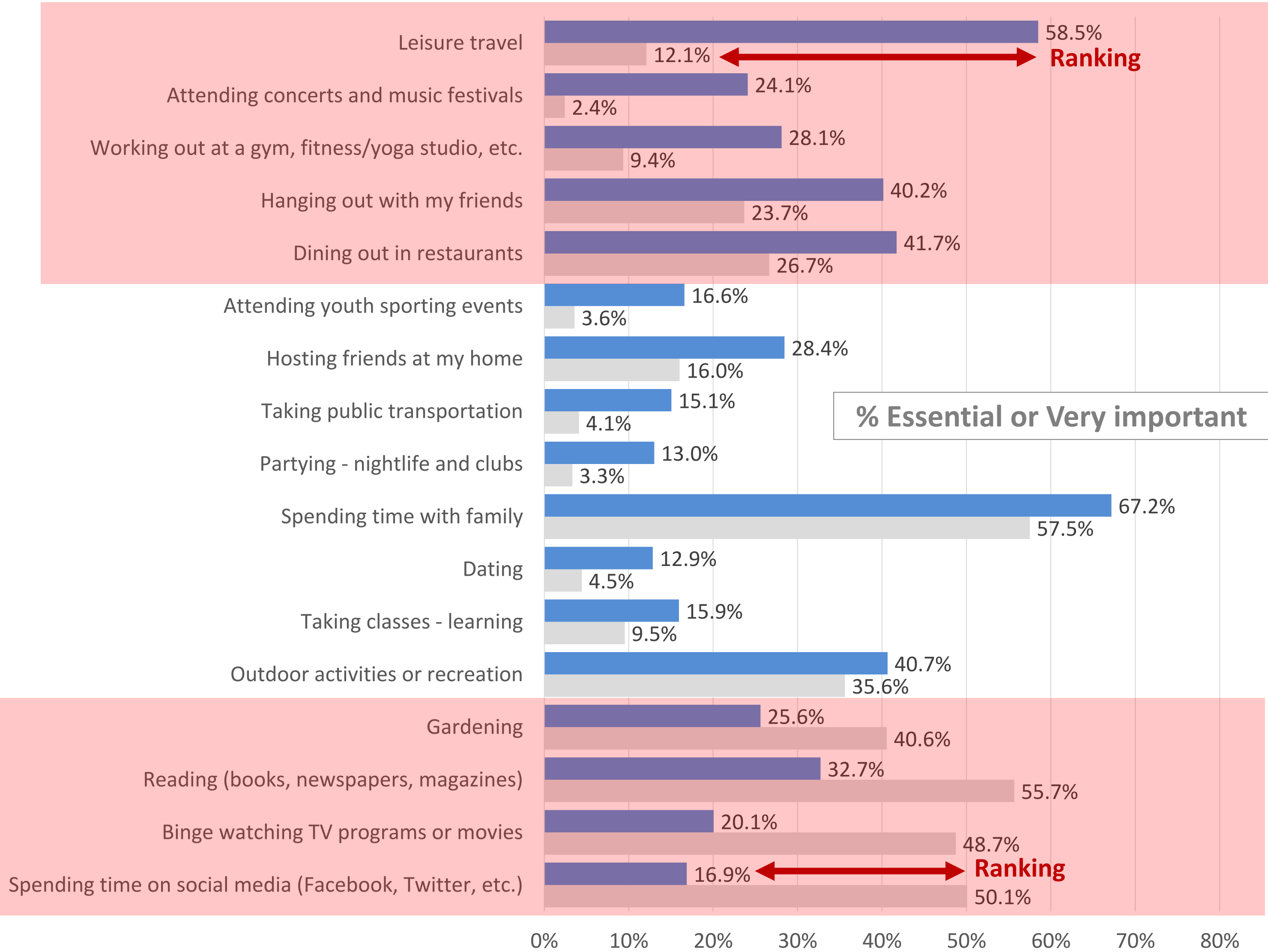
Question: Please tell us about the activities that were important to your lifestyle.(Use the scale below to express how important each was to your lifestyle)

(Base: All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)

Pandemic
Induced
Activity Deficit



Pandemic
Induced
Activity Surplus



Importance to Lifestyle versus Recent Activities Done

Question: In the past PAST MONTH, which of the following have you personally done? (Select all that apply)

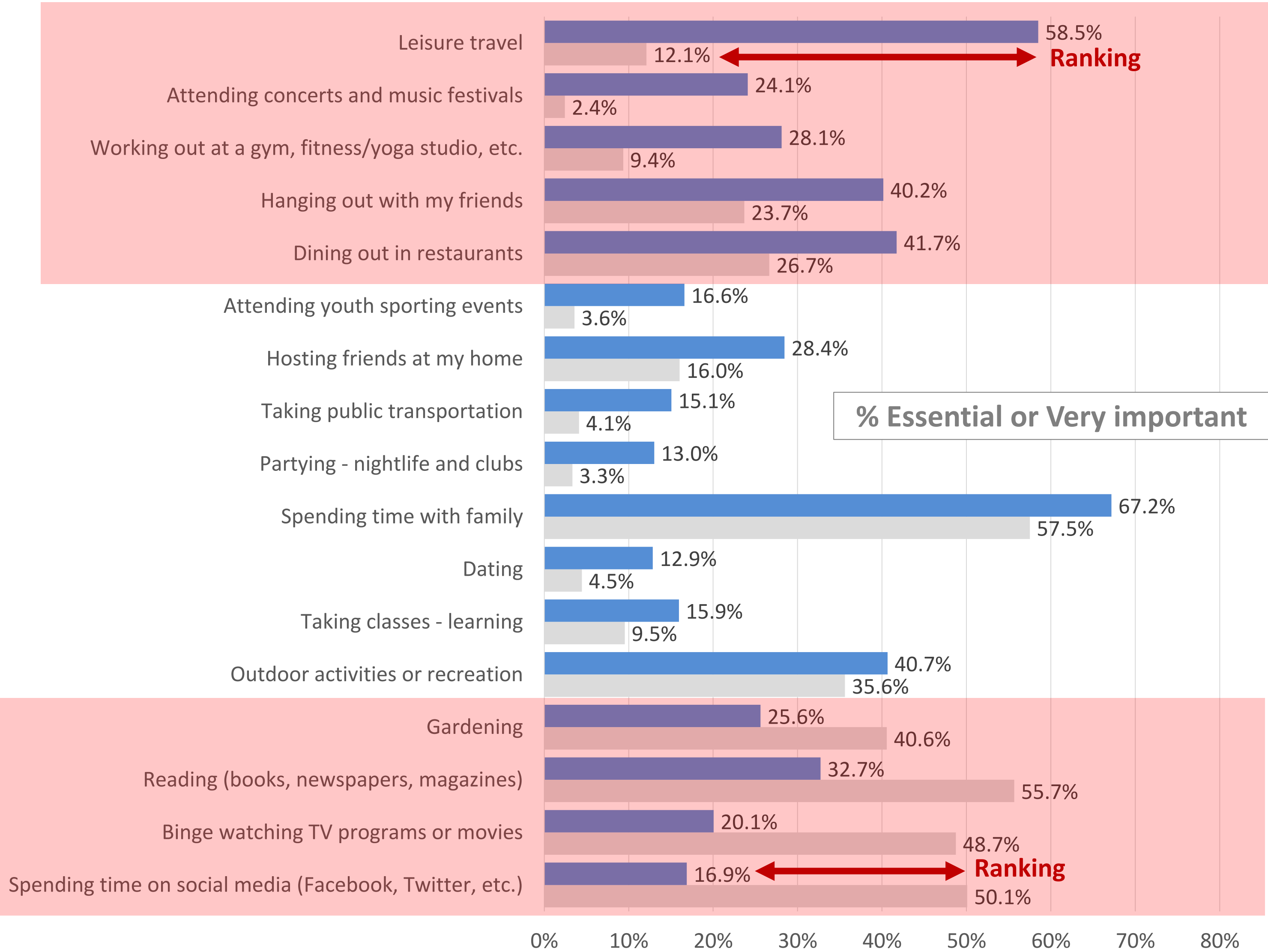
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KEY TAKEAWAYS

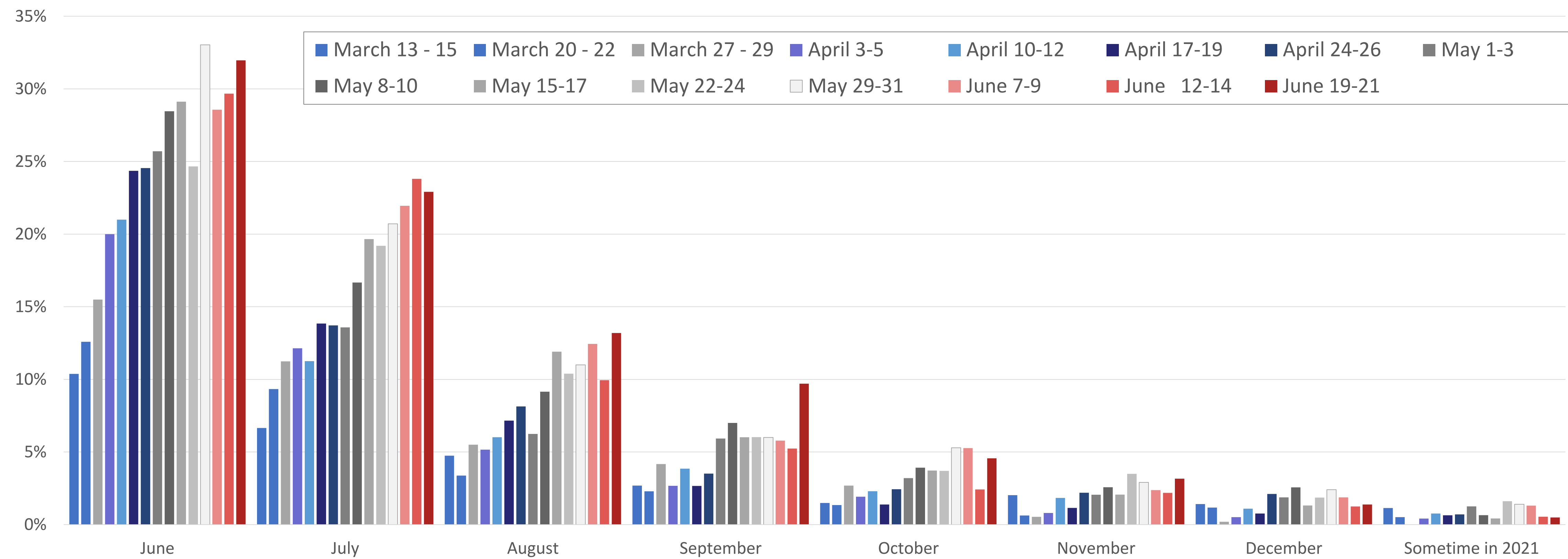
- **Prior to the outbreak, leisure travel was among Americans' highest lifestyle priorities—only behind spending time with family.**
- **Americans have been busying themselves with activities that tended to be lower lifestyle priorities prior to COVID-19, from gardening to social media**
- **This may be indicative of pent up demand that will be released at some point(s) in time**

A hand is visible from the driver's side window of a car, giving a thumbs-up gesture. The background shows a paved road curving to the right, bordered by a metal guardrail. Beyond the guardrail are dense green trees and some trees with yellowing leaves, suggesting an autumn setting. The sky is overcast and grey. The entire image has a semi-transparent dark overlay.

Travel in the Time of Coronavirus

Month of Trip Cancellation

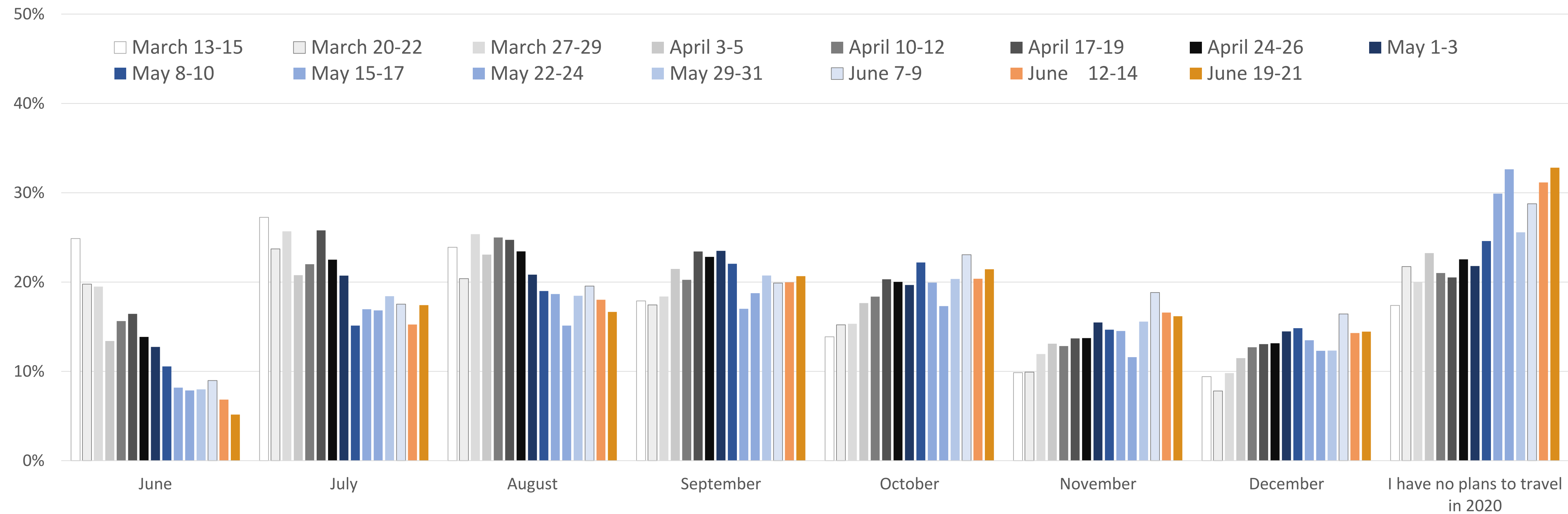
Question: The trip(s) you **CANCELED** would have taken place in which months? (Select all that apply)



(Base: Cancelling trips, 292, 477, 506, 580, 623, 643, 582, 640, 605, 582, 554, 651, 616, 645 and 640 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, 29-31, June 7-9, 12-14 and 19-21, 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, 1,212, 1,223, 1,257, 1,214, 1,214 and 1,205 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, 29-31, June 12-14 and 19-21, 2020)

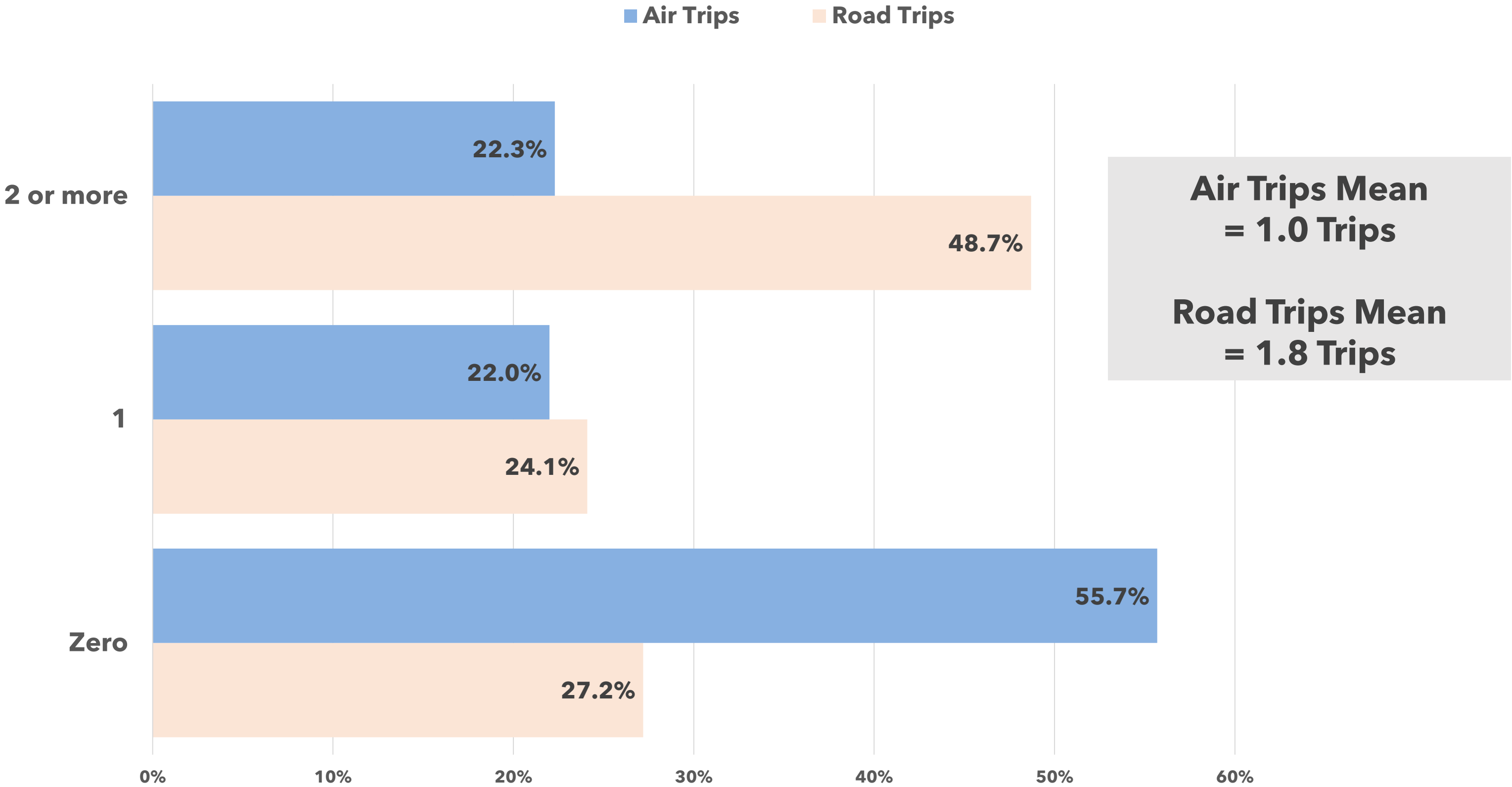
Commercial Airline & Road Trips

NUMBER OF EXPECTED AIR TRIPS & ROAD TRIPS IN 2020 *AS OF JUNE 21ST, 2020*

Question: How many trips by commercial airline do you expect to take during the remainder of 2020?

Question: How many road trips do you expect to take during the remainder of 2020?

(Base: All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)

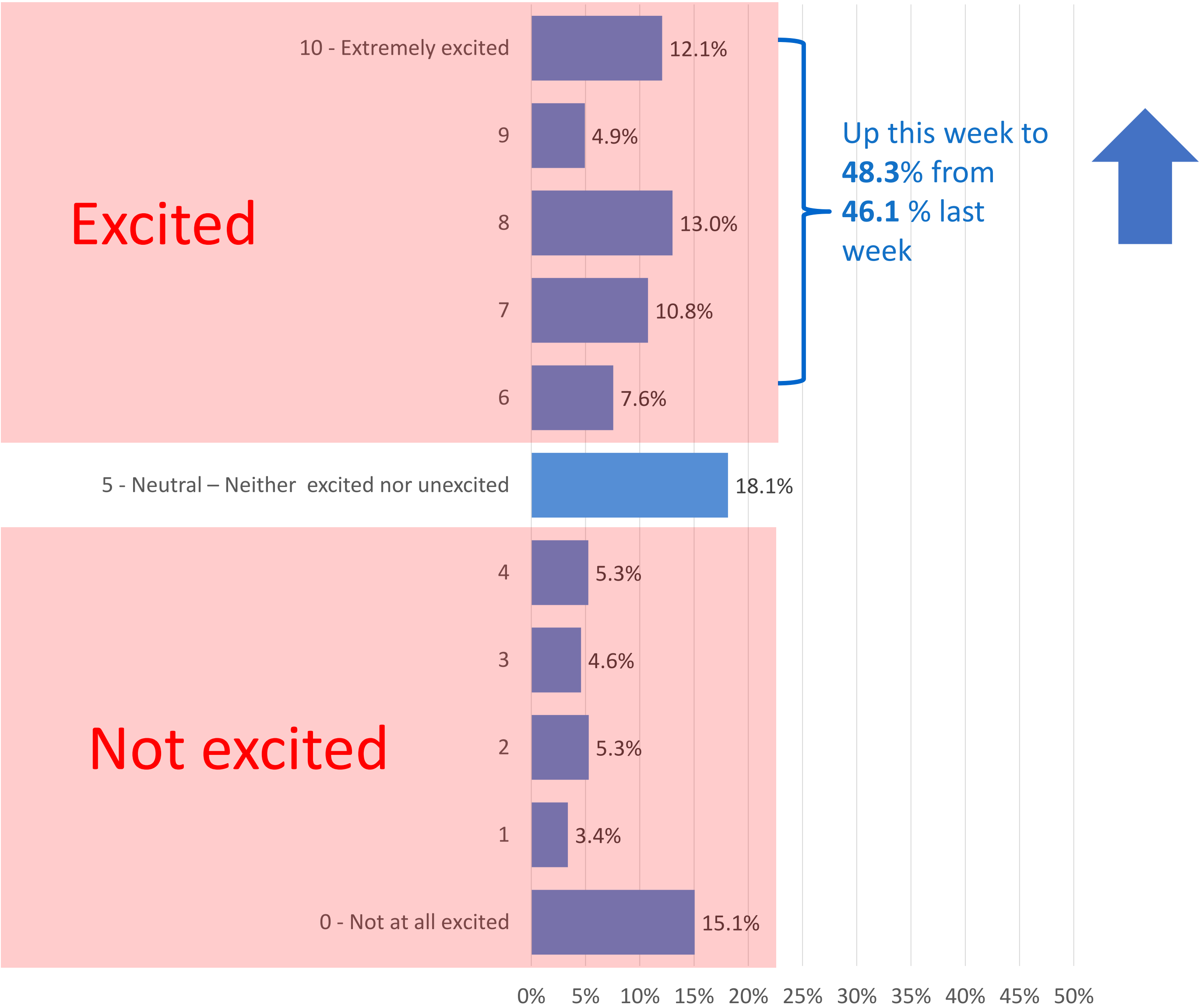


Excitement to Travel Now

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, 1,205 completed surveys.
Data collected June 19-21, 2020)*

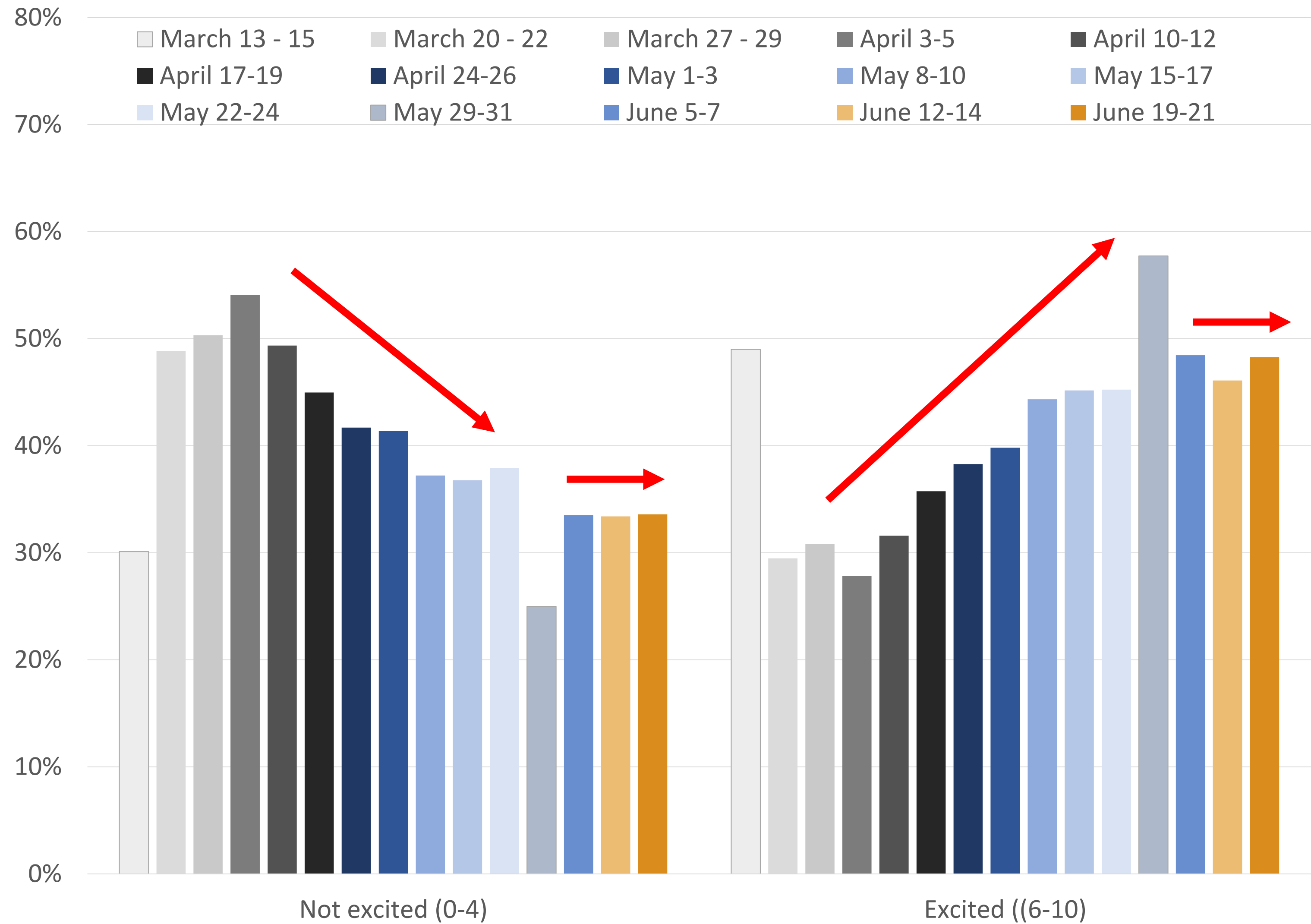


Excitement to Travel Now (Excited vs. Not Excited)

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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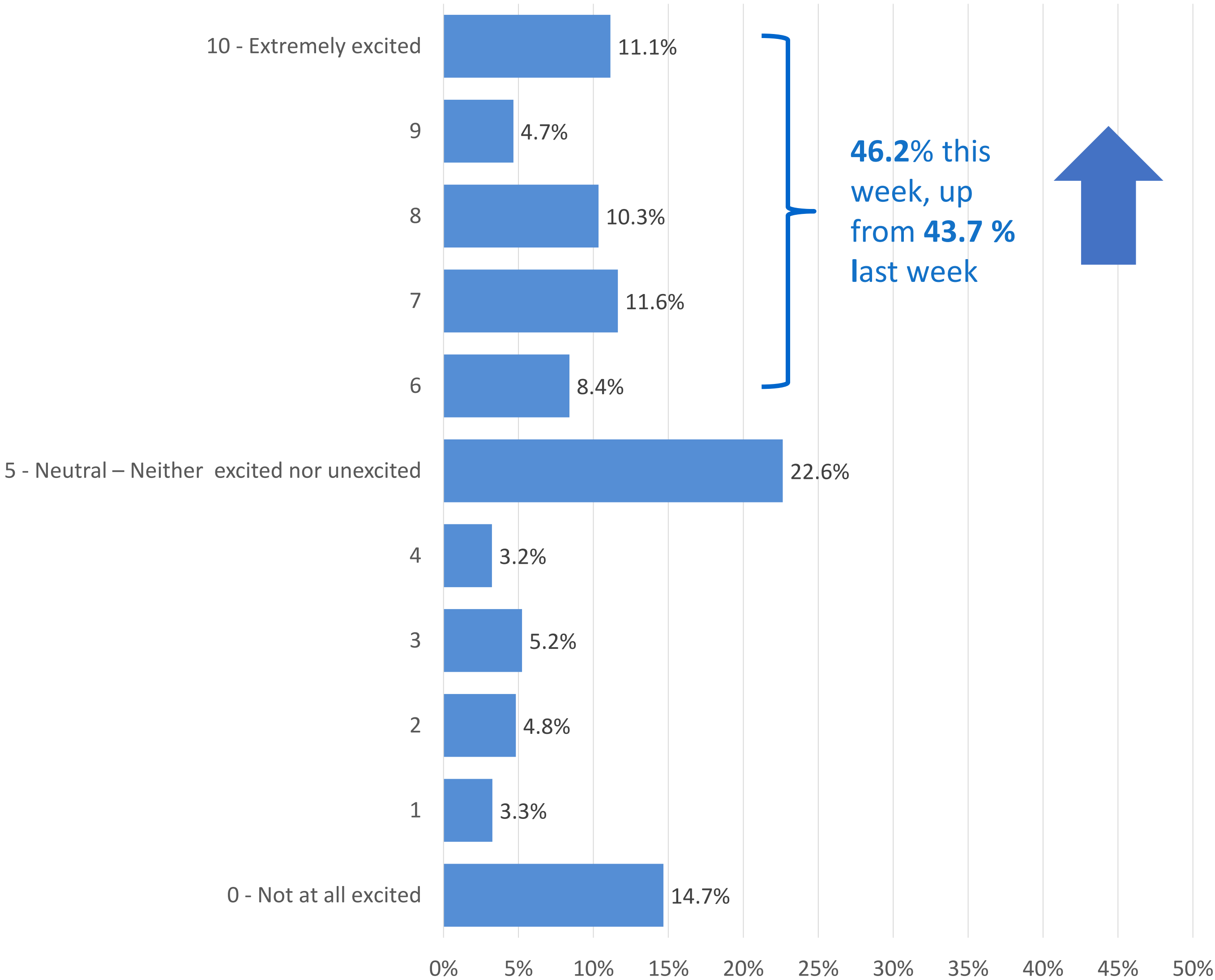
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Openness to Travel Information

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

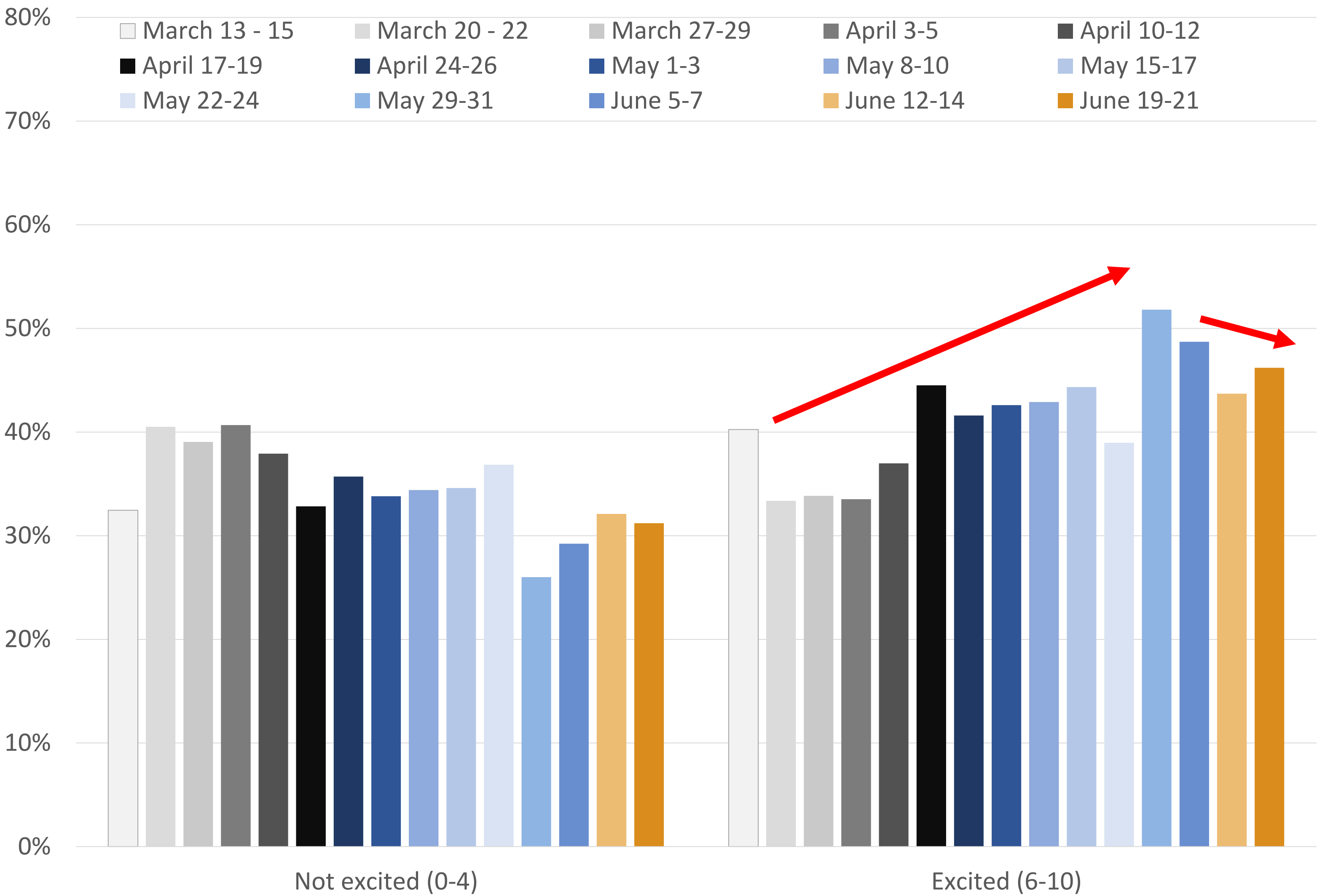
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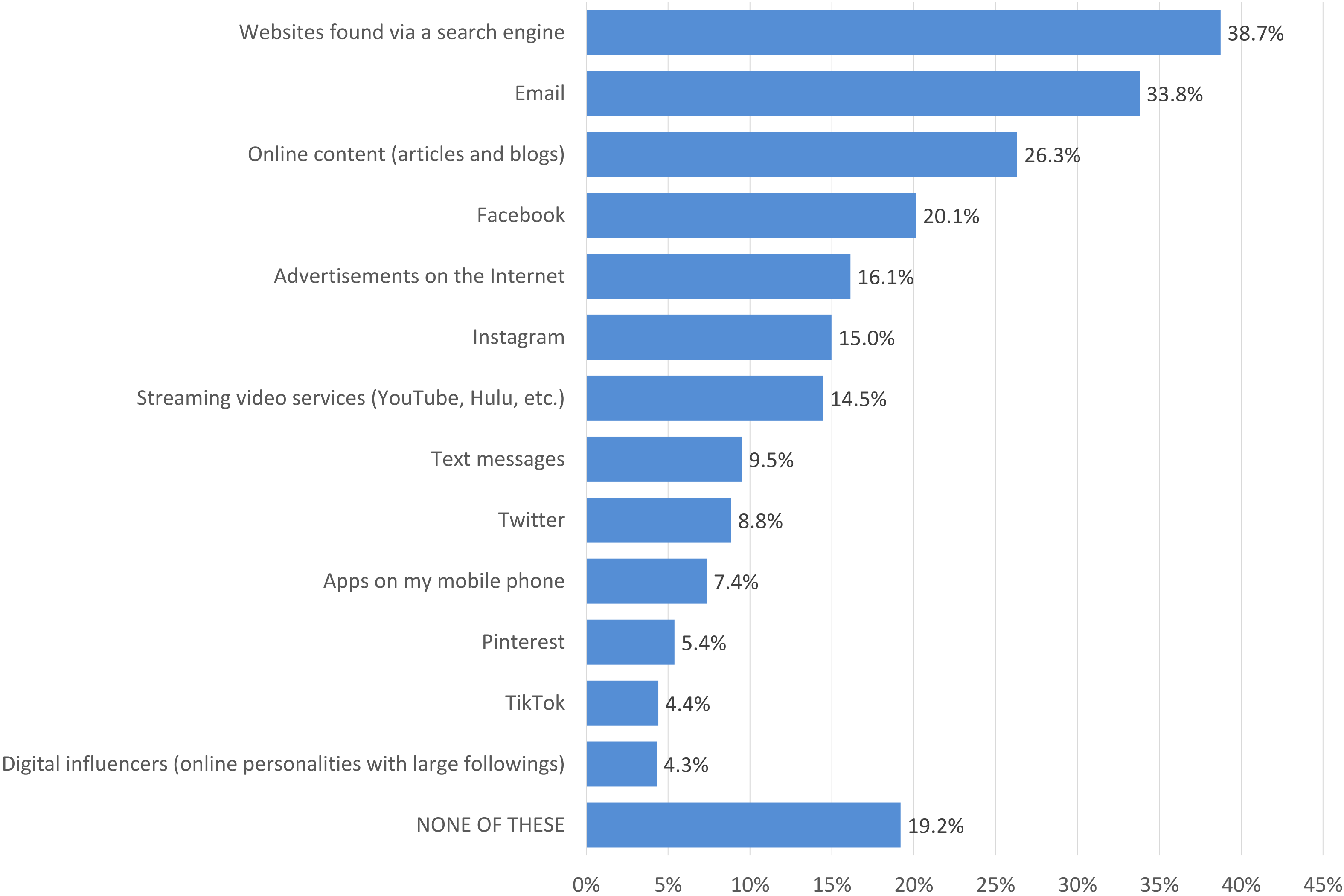


Marketing Channels & Traveler Receptivity

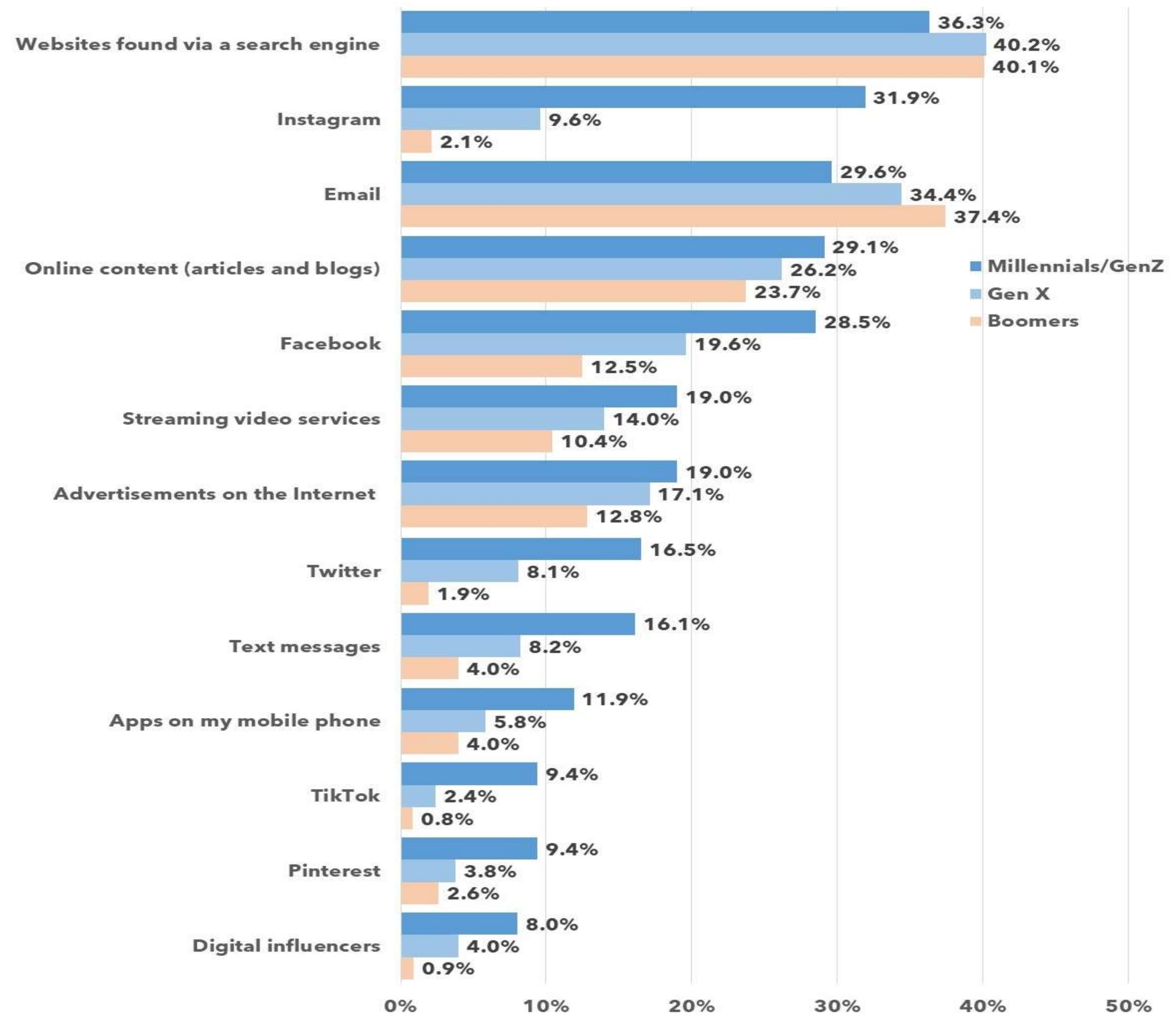
Question: Please think about how travel destinations could best reach you with their messages right now.

Where would you generally be MOST RECEPTIVE to learning about new destinations to visit? (Please select all that apply)

(Base: All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)



Marketing Channels & Traveler Receptivity





KEY TAKEAWAYS

- **The coronavirus outbreak continues to adversely impact trips**
- **But there are indicators that these trips may be replaced with other travel. Upcoming travel plans generally held steady for the third and 4th quarters,**
- **Excitement for near term travel and openness to travel inspiration increased from last week**
- **Searches and social are where travelers are feeling particularly receptive to destination marketing right now**

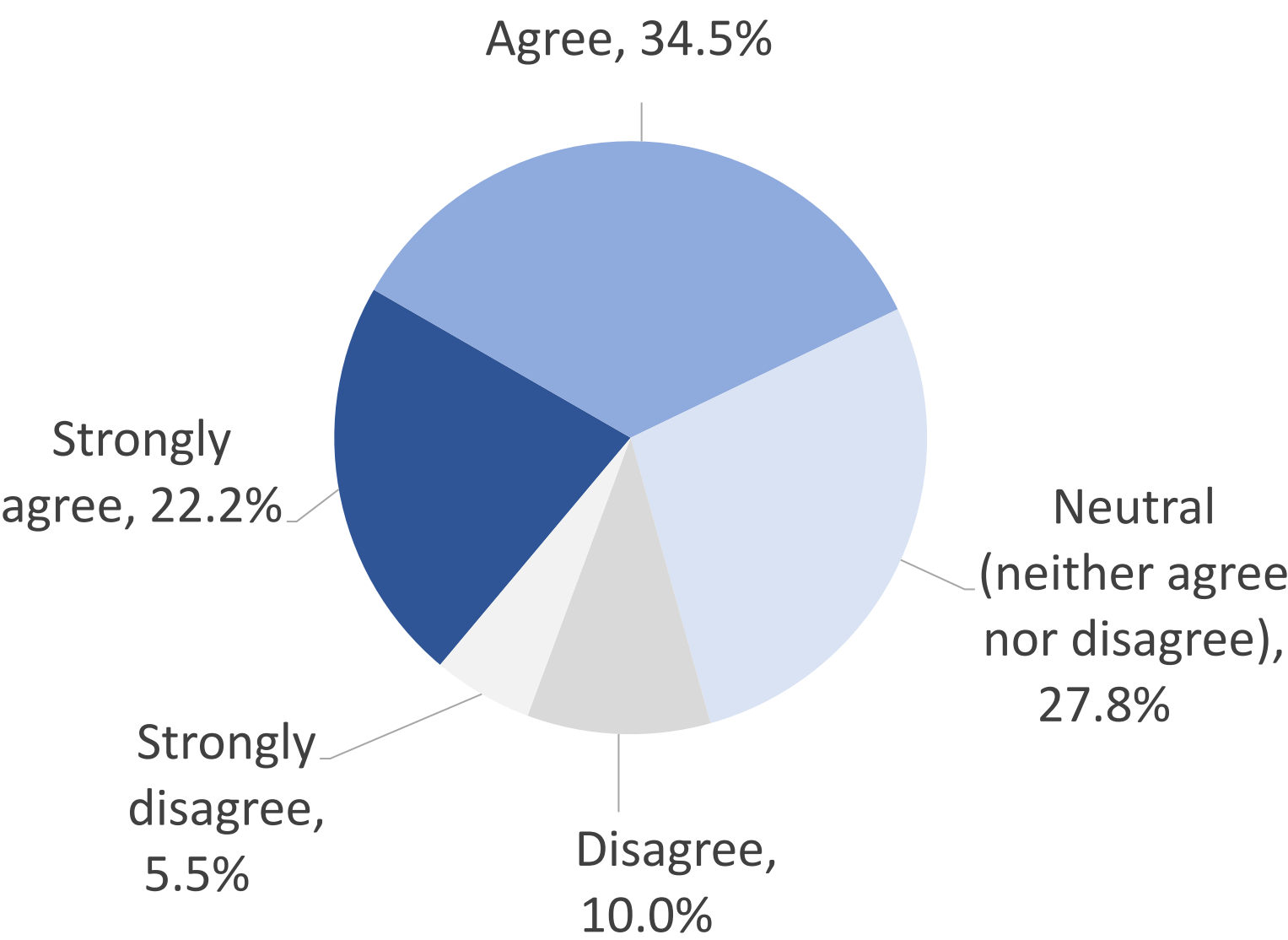


Pandemic Etiquette + Tourism

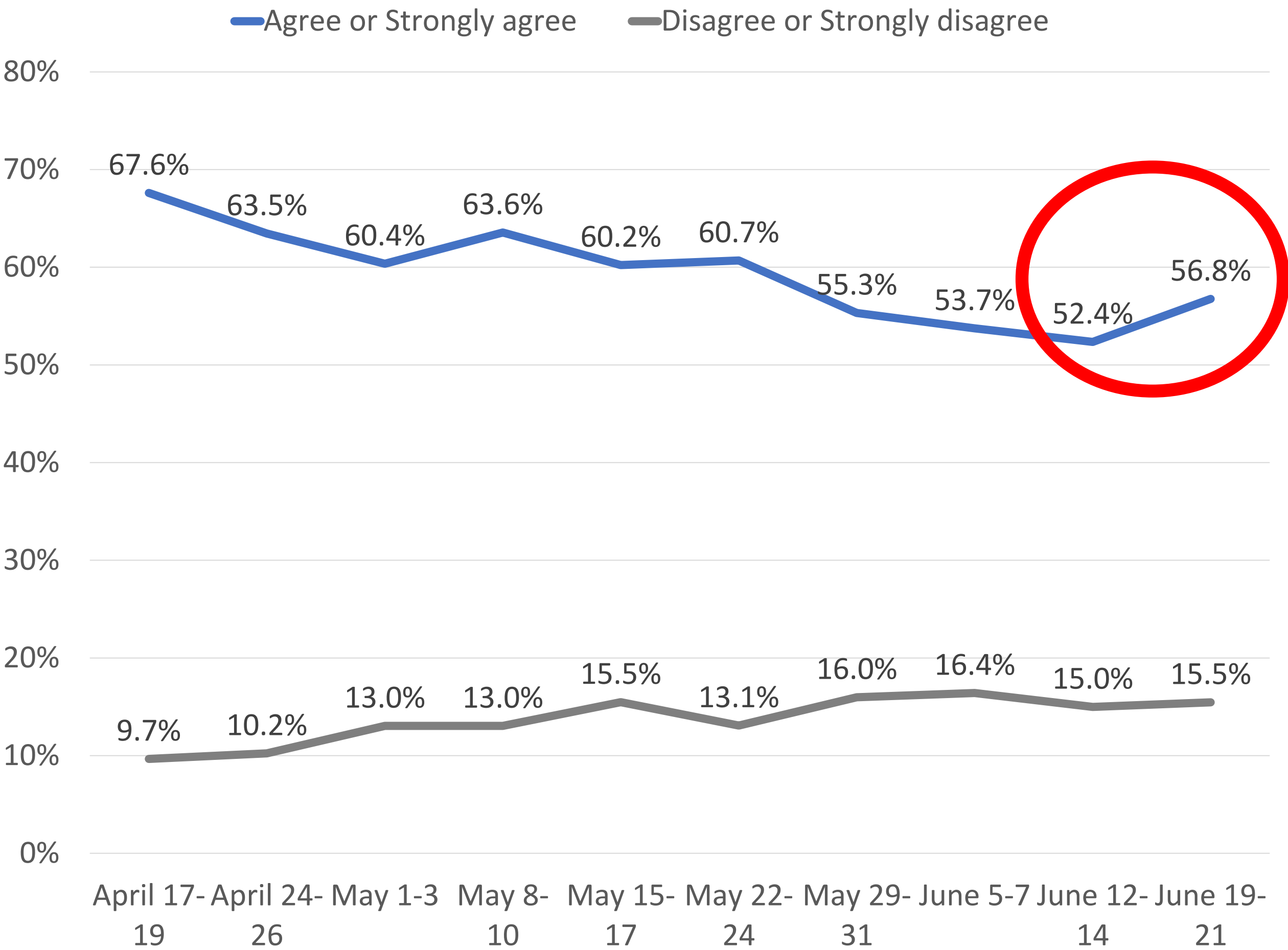
Travelers in Community are Unwanted

How much do you agree with the following statement?

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



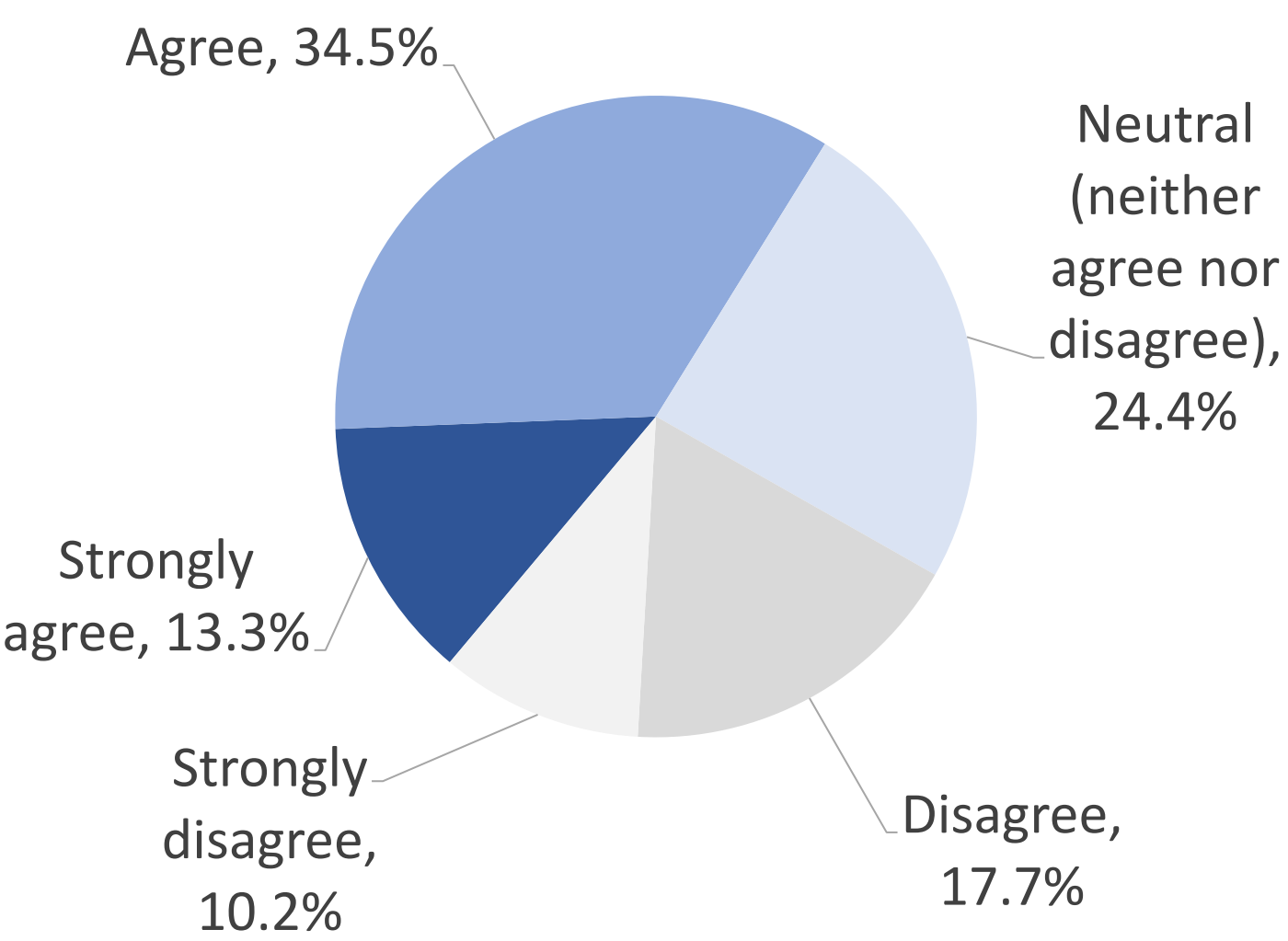
(Base: All respondents, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214 and 1,205 completed surveys. Data collected April 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24, 29-31, June 5-7, 12-14 and 19-21, 2020)



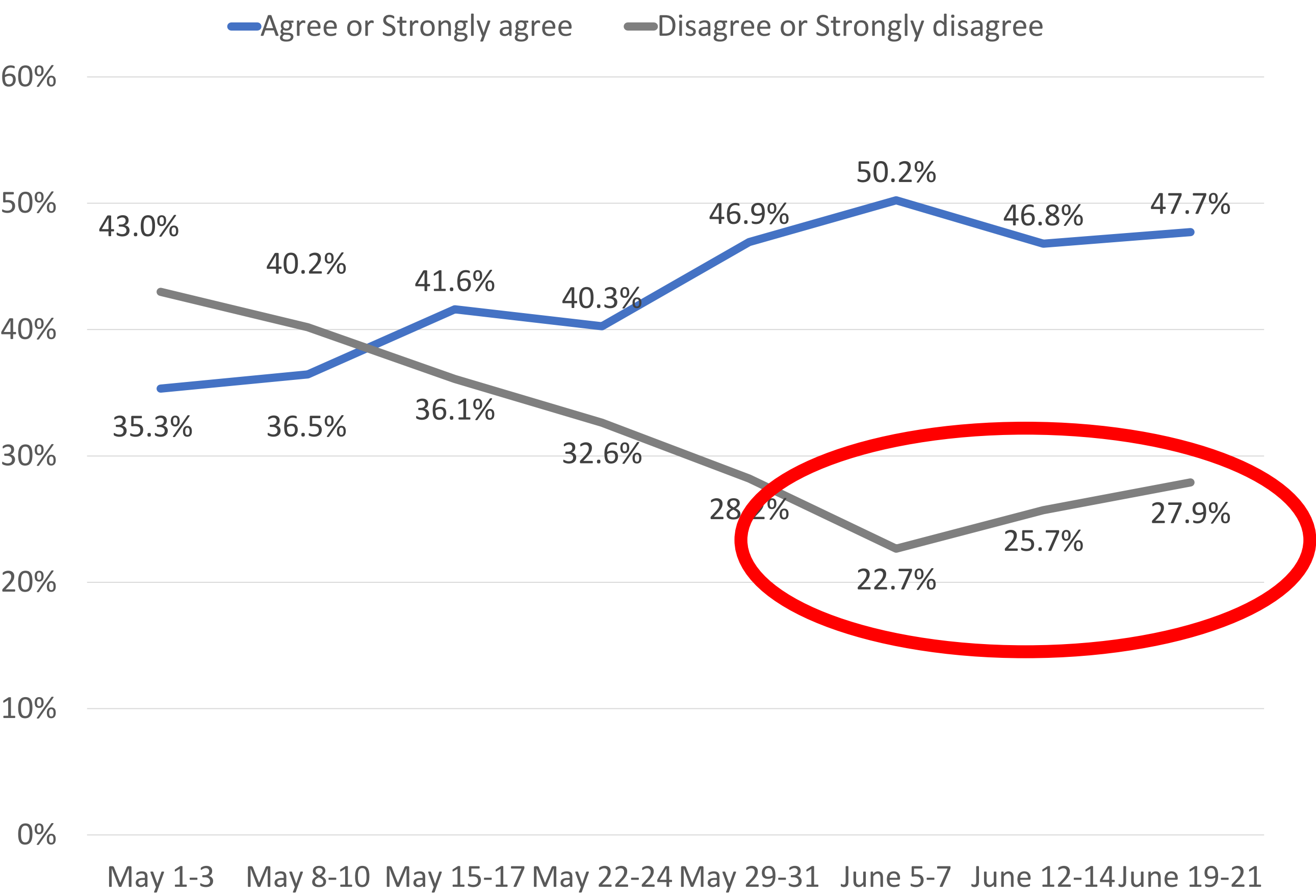
Comfort with Home State Re-Opening

How much do you agree with the following statement?

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



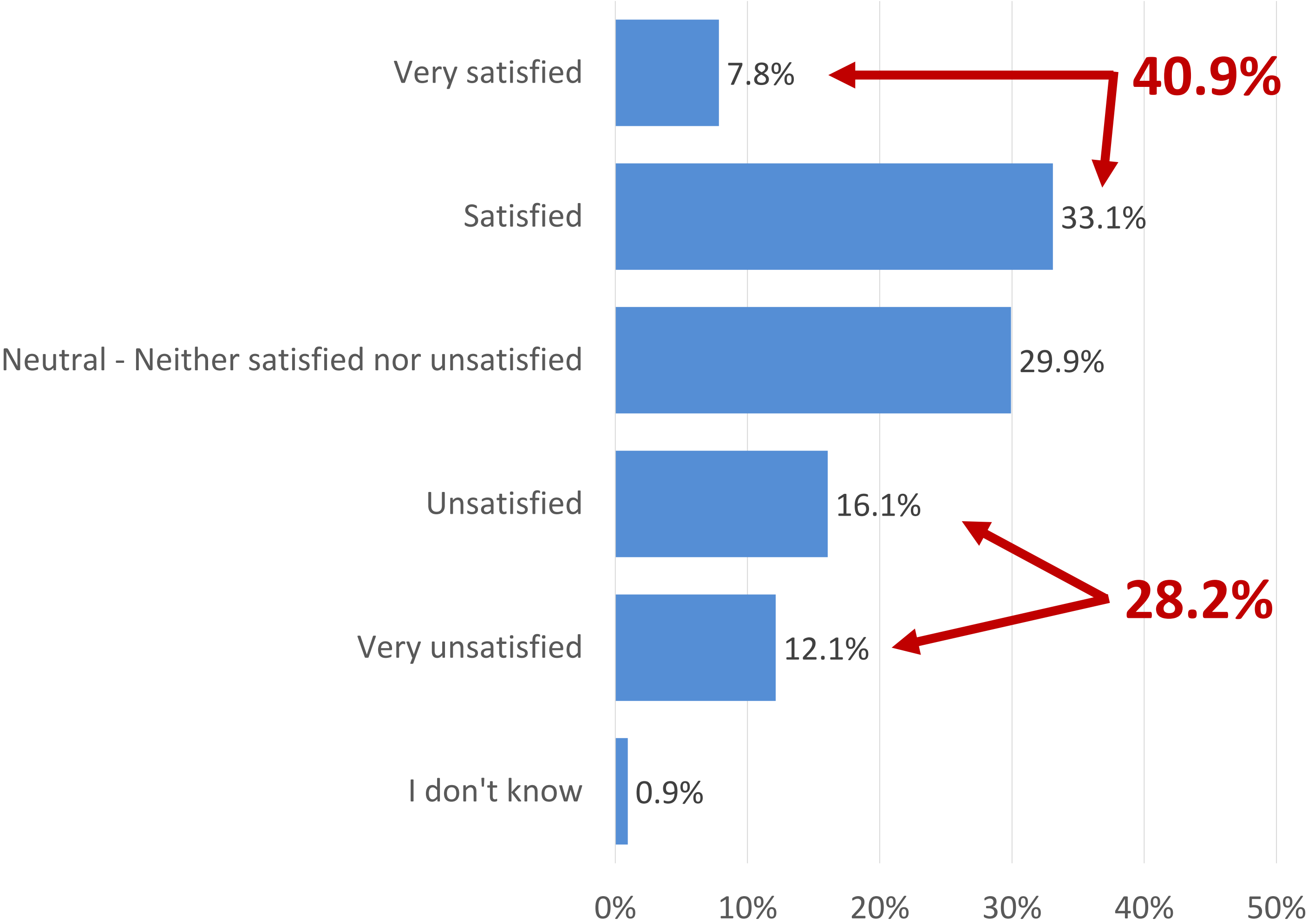
(Base: All respondents, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214 and 1,205 completed surveys. Data collected May 1-3, 8-10, 15-17, 22-24, 29-31, June 5-7, 12-14 and 19-21, 2020)



Satisfaction with State Economy Reopening

Question: Overall, how satisfied are you with the manner in which YOUR STATE ECONOMY is re-opening?
(Select one)

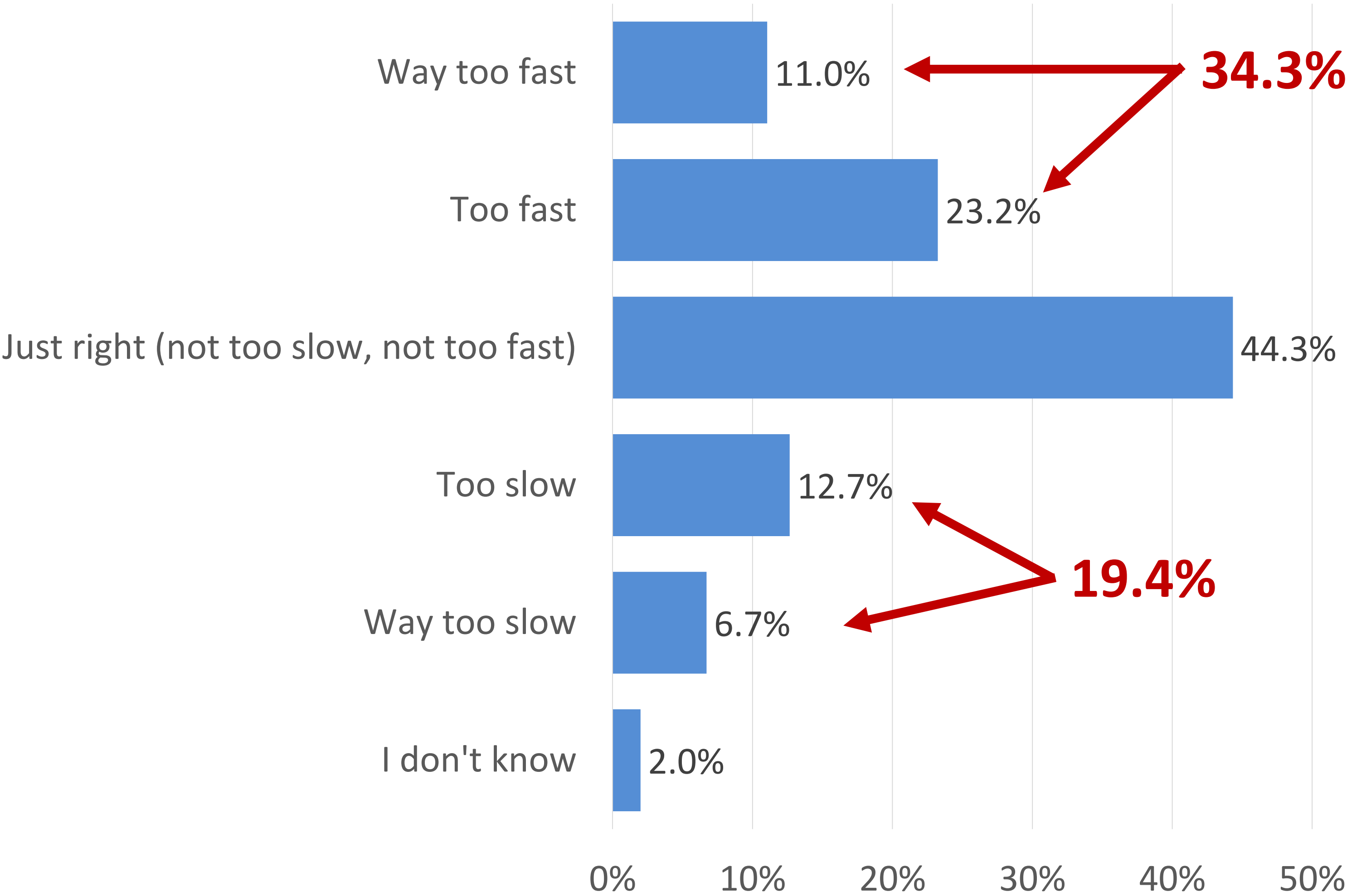
(Base: All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)



Satisfaction with Rate of State Economy Reopening

Question: In your opinion, which best describes the rate at which your STATE ECONOMY is being re-opened?

(Base: All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)



Question: Which of these words describe FEELINGS YOU HAVE HAD at any point during re-opening of the economy? (Select only those you have felt related to the Coronavirus situation)

(Base: All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)

EMOTIONS FELT DURING THE RE-OPENING



Question: Which of these words describe FEELINGS YOU HAVE HAD at any point during re-opening of the economy? (Select only those you have felt related to the Coronavirus situation)

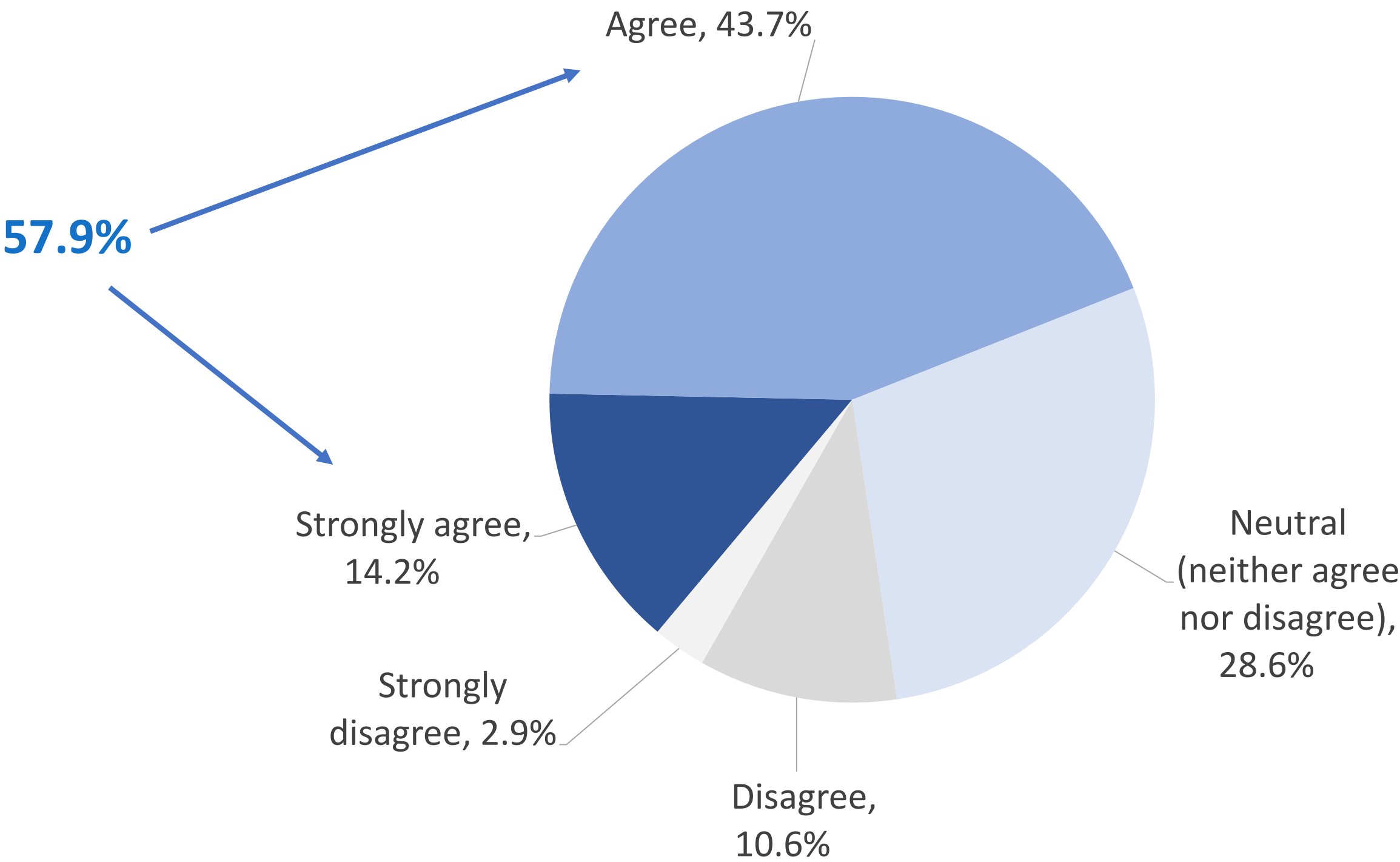
Destination  Analysts

Restaurants & Retail Managing Customer Safety

How much do you agree with the following statement?

Statement: In my community, restaurants and retail stores are generally managing customer safety appropriately.

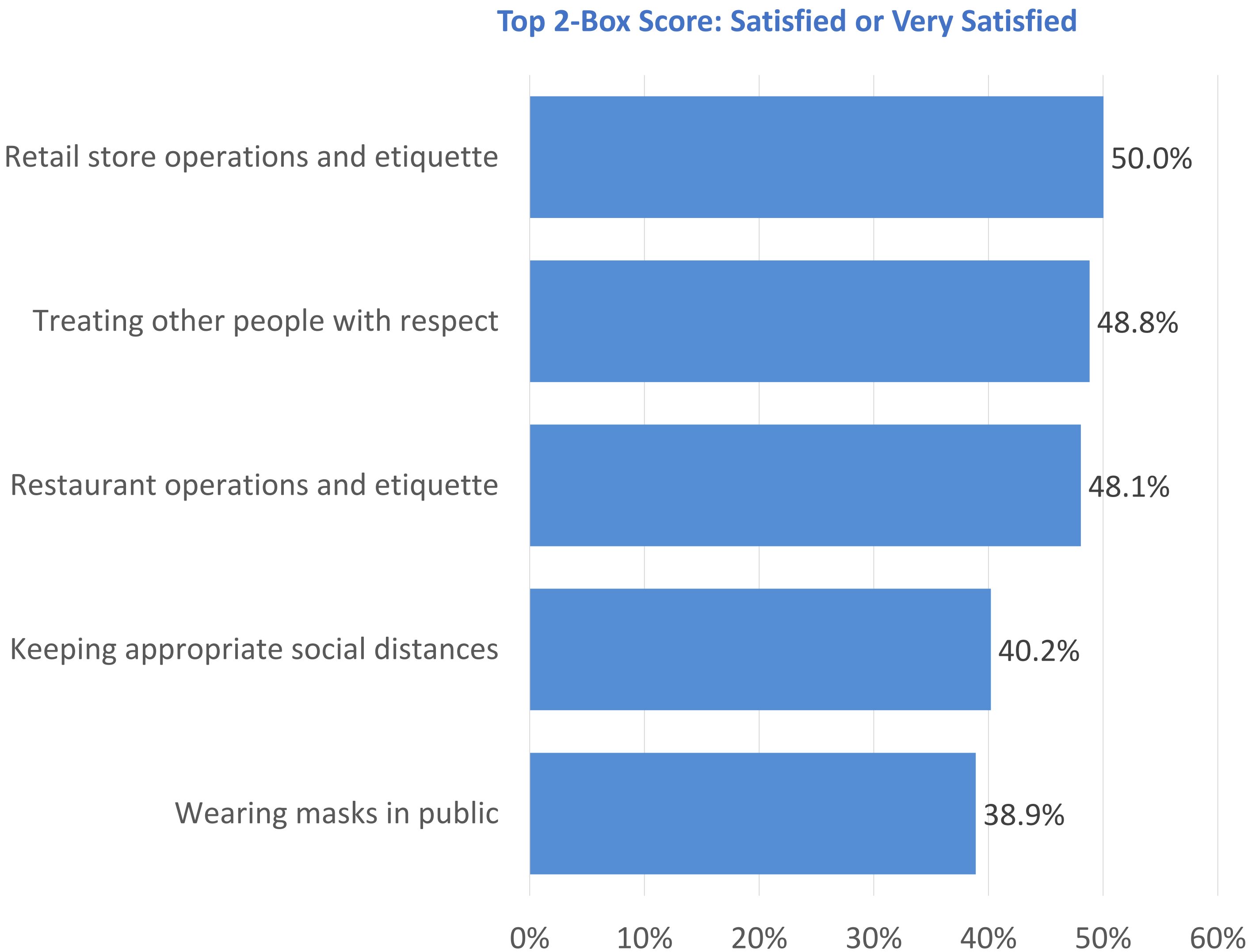
(Base: All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)



Satisfaction with Community Behavior

Question: How satisfied are you with the way people in your community are doing each of the following?

(Base: All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)

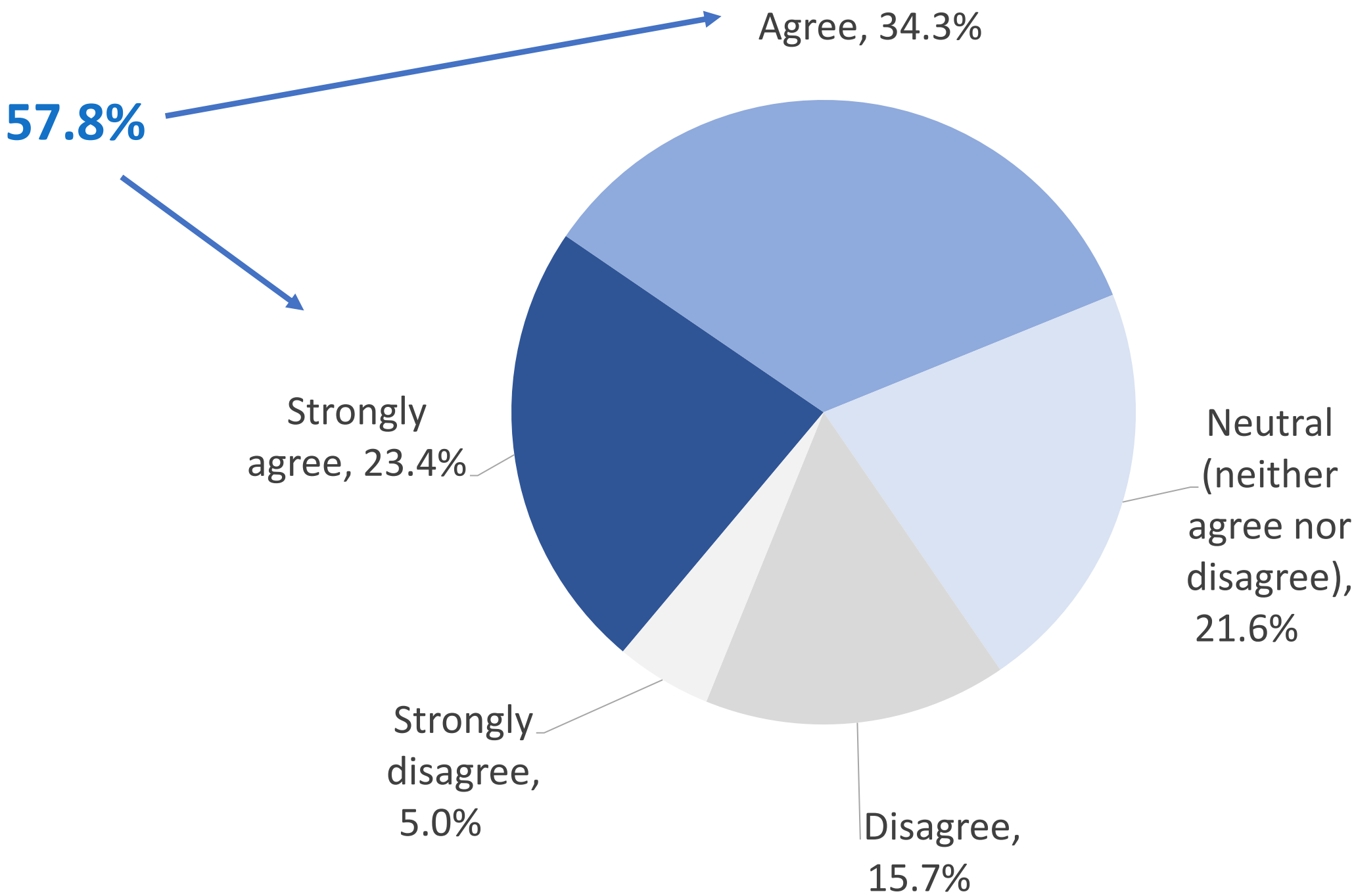


Community Social Distancing

How much do you agree with the following statement?

Statement: In my community, too many people are NOT maintaining appropriate social distancing when in public.

(Base: All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)

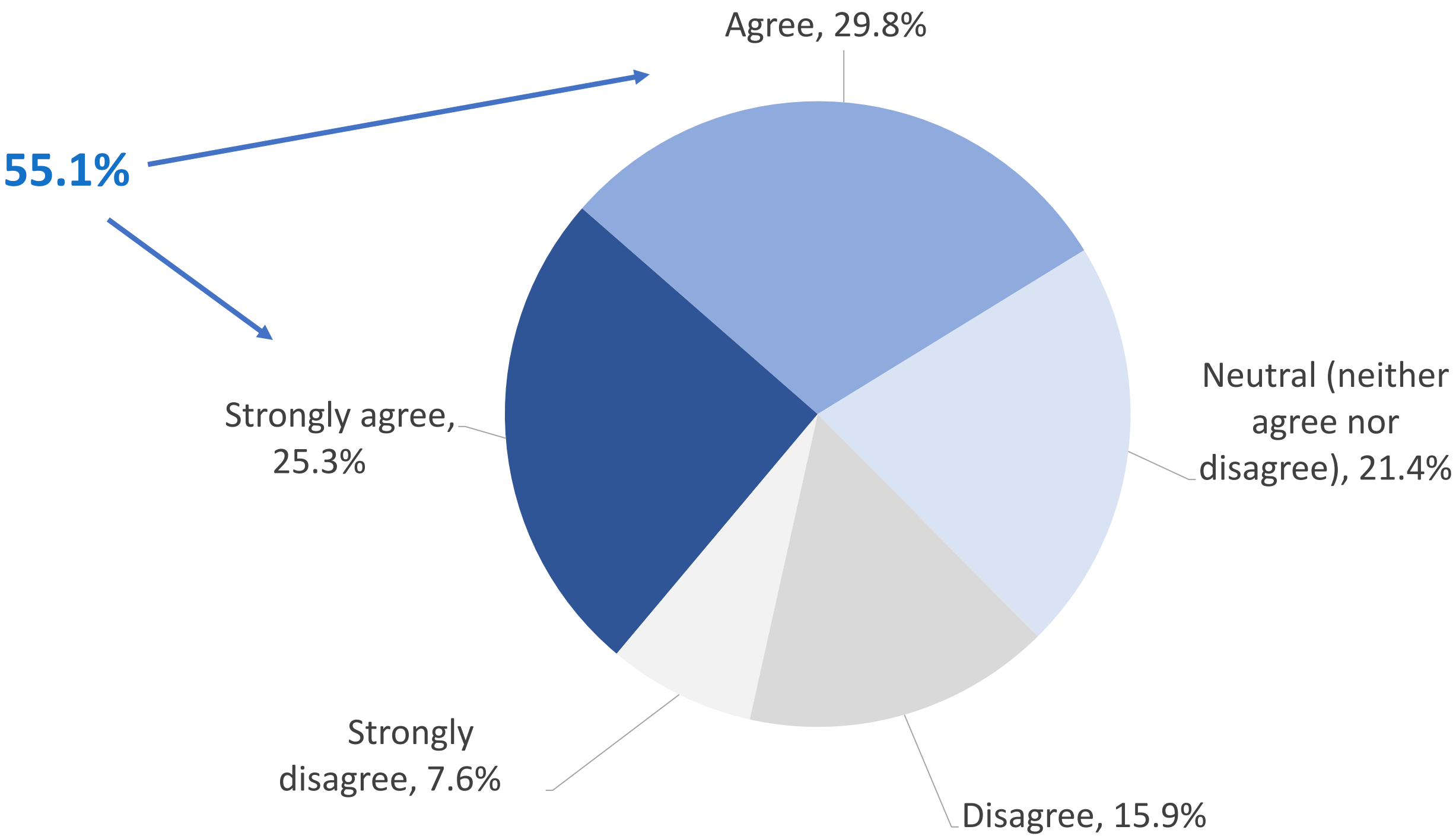


Community Face Mask Wearing

How much do you agree with the following statement?

Statement: In my community, too many people are not wearing face masks in public.

(Base: All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)



We're Fighting Over Masks Now?



To mask or not to mask? For Delta Air Lines, there's no question. Alyssa Schukar for The New York Times

June 19, 2020



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Masks are a new flash point during reopenings

As the United States continues to reopen — New York City, the former epicenter of the pandemic, will [enter a new phase on Monday](#) — a clash has arisen over the use of face masks to help prevent the spread of the coronavirus.

Businesses and local governments are taking stands in different ways:

- American Airlines barred a conservative activist from one of its flights after he [refused to wear a mask](#). It's the latest sign of how seriously airlines are taking the matter: Delta suggested earlier this week that passengers who won't wear a mask [may be barred](#) from future flights.

David Shapiro: Can't we find bigger things than face masks to fight over?

By [David Shapiro](#), Special to the Star-Advertiser • Today

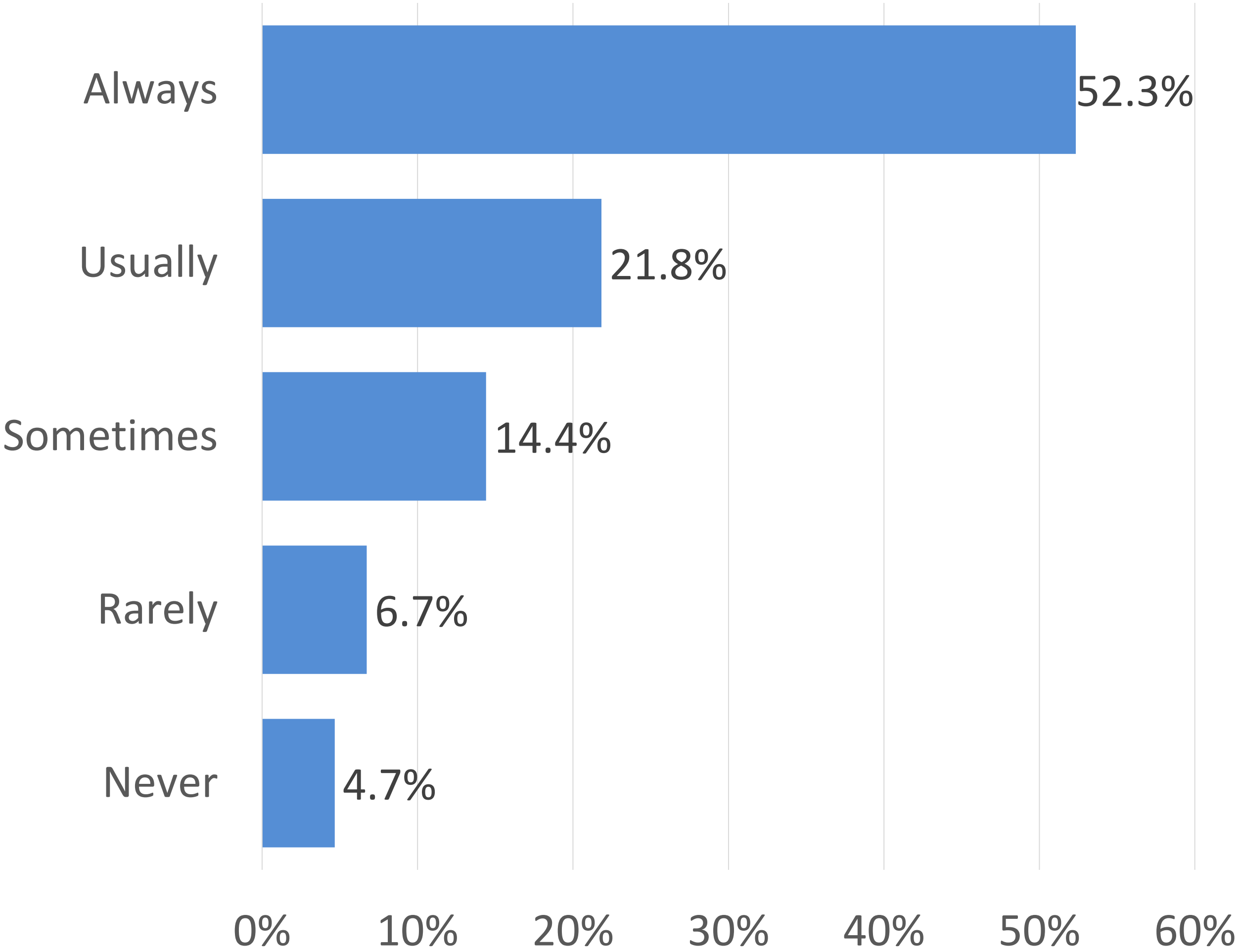


BRUCE ASATO / BASATO@STARADVERTISER.COM

Wearing Facemasks

Question: How often do you personally wear a mask when going out in public? (Select one)

(Base: All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)



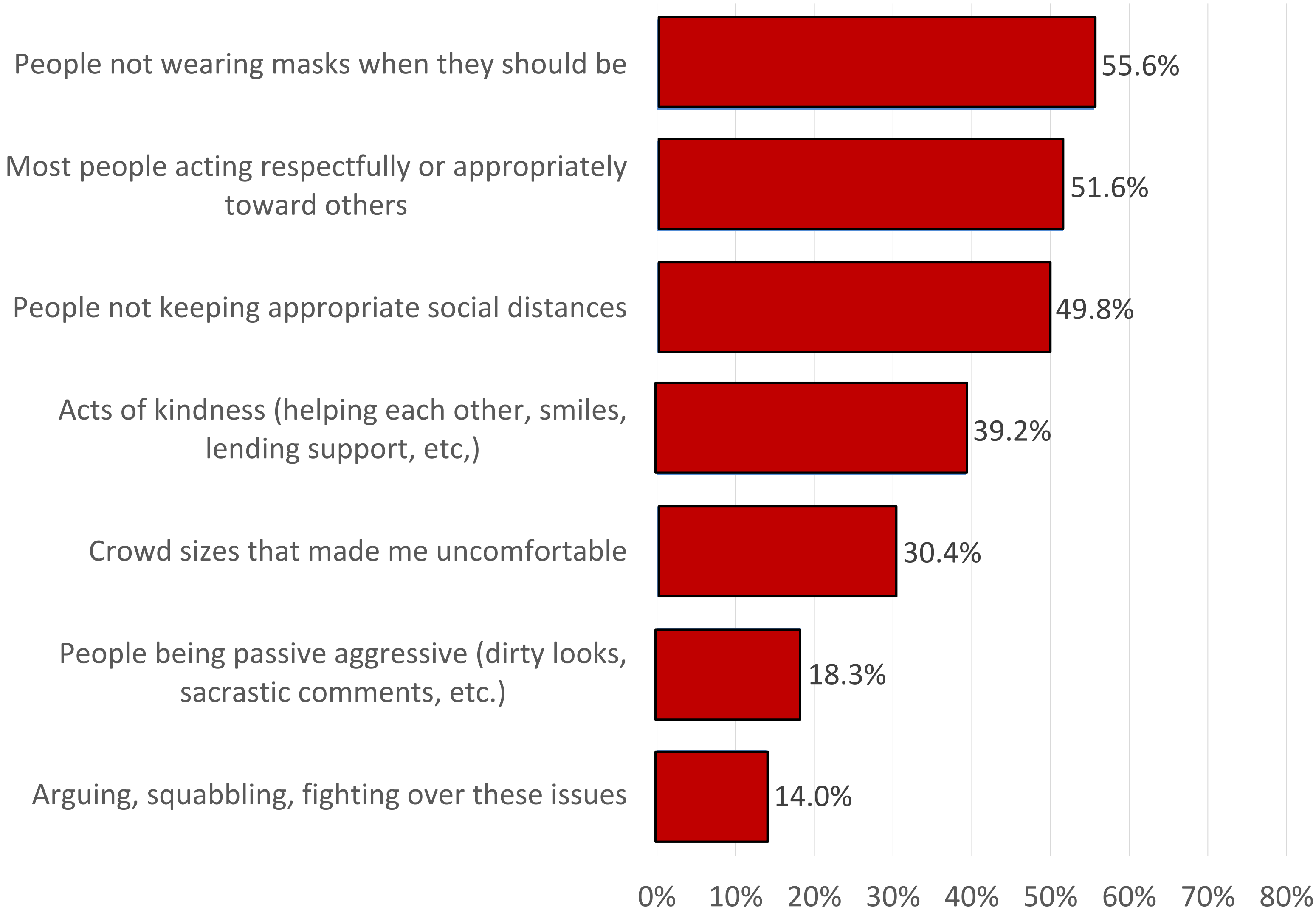
A man with a shocked expression is peeking through horizontal window blinds. His eyes are wide open, and his mouth is agape. He is holding onto the slats of the blinds with his fingers. The background is a solid dark grey color.

Question: In the PAST MONTH, which of the following have you personally seen in your community?

Issues Experienced in Community

Question: In the PAST MONTH, which of the following have you personally seen in your community?

(Base: All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)



KEY CHARACTERISTICS

WHAT IS YOUR GENDER?

FEMALE

DON'T WANT VISITORS YET

58.1%

WANT VISITORS NOW

40.3%

MALE

41.6%

59.2%

DO YOU HAVE ANY FAMILY OR FRIENDS WHO HAVE CONTRACTED THE CORONAVIRUS?

YES

27.5%

18.5%

NO

69.2%

80.2%

I DON'T KNOW

3.2%

1.4%

I FEEL COMFORTABLE GOING OUT IN MY COMMUNITY TO UNDERTAKE LOCAL ACTIVITIES

STRONGLY AGREE / AGREE

31.4%

75.3%

NEUTRAL

21.6%

12.9%

STRONGLY DISAGREE / DISAGREE

47.0%

11.8%

FACE MASKS

HOW OFTEN DO YOU PERSONALLY WEAR A MASK WHEN GOING OUT IN PUBLIC?

ALWAYS

63.2%

29.4%

USUALLY

18.6%

23.5%

SOMETIMES

10.8%

18.9%

RARELY

3.9%

18.8%

NEVER

3.5%

9.4%

IN MY COMMUNITY, TOO MANY PEOPLE ARE NOT WEARING FACE MASKS IN PUBLIC

STRONGLY AGREE / AGREE

67.5%

33.6%

NEUTRAL

15.4%

19.2%

STRONGLY DISAGREE / DISAGREE

17.1%

47.3%

COMMUNITY BEHAVIOR

IN MY COMMUNITY, RESTAURANTS AND RETAIL STORES ARE GENERALLY MANAGING CUSTOMER SAFETY APPROPRIATELY

STRONGLY AGREE / AGREE

DON'T WANT VISITORS YET

55.0%

WANT VISITORS NOW

74.9%

NEUTRAL

28.9%

17.2%

STRONGLY DISAGREE / DISAGREE

16.1%

7.9%

HOW SATISFIED ARE YOU WITH THE WAY PEOPLE IN YOUR COMMUNITY ARE DOING EACH OF THE FOLLOWING? (% SATISFIED)

RETAIL STORE OPERATIONS & ETIQUETTE

46.5%

68.2%

TREATING OTHERS WITH RESPECT

44.8%

63.6%

RESTAURANT OPERATIONS & ETIQUETTE

42.0%

71.2%

KEEPING APPROPRIATE SOCIAL DISTANCES

38.2%

49.2%

WEARING MASKS IN PUBLIC

37.8%

47.5%

OVERALL, HOW SATISFIED ARE YOU WITH HOW THE RESIDENTS OF YOUR COMMUNITY ARE BEHAVING AS THE ECONOMY RE-OPENS?

VERY SATISFIED

7.4%

13.9%

SATISFIED

34.6%

44.9%

NEUTRAL

29.0%

23.8%

UNSATISFIED

19.5%

13.5%

VERY UNSATISFIED

8.6%

2.8%

KEY TAKEAWAYS

- **While many American travelers have felt positive emotions around the reopening of the economy, anxiety and frustration remain present**
- **A perceived lack of appropriate pandemic-etiquette behaviors within their own communities is affecting people's openness to tourists in town**
- **Trust in people to behave safely should increase comfort in travel and tourism overall.**





Coronavirus Travel Sentiment Index

Measuring the Potential Influence of Travel Marketing

Highlights from the Week of June 22nd

What is a Predictive Index?



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



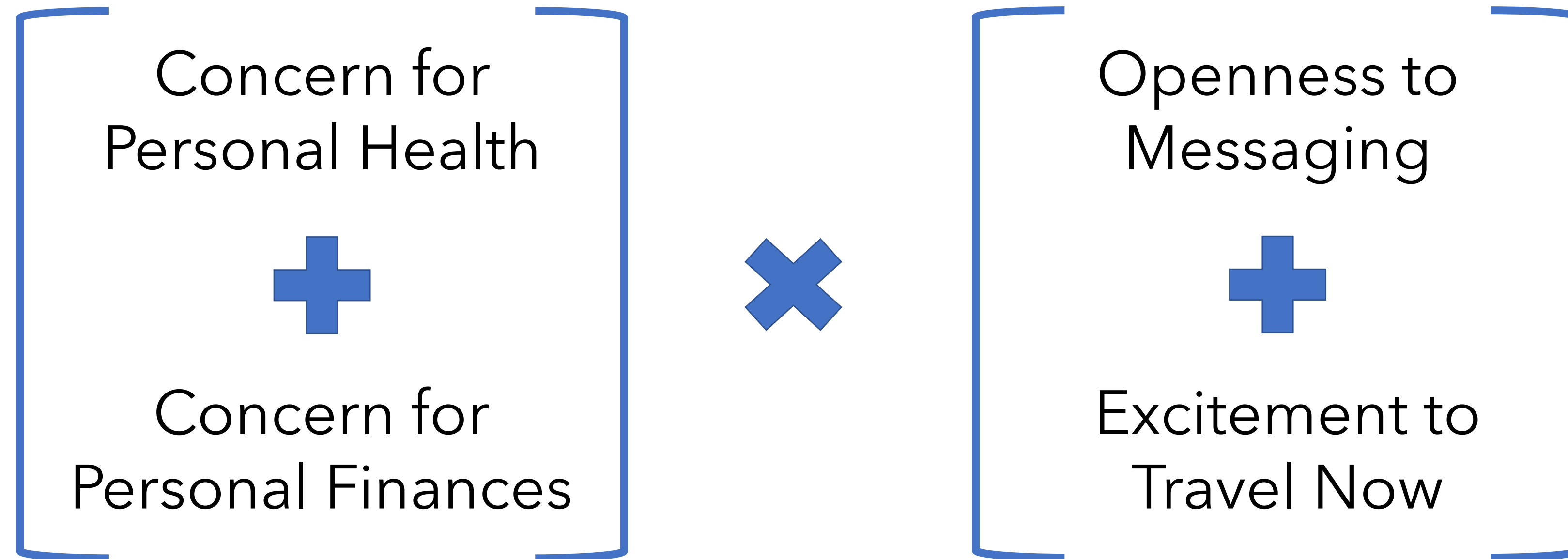
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.



The goals are to identify:

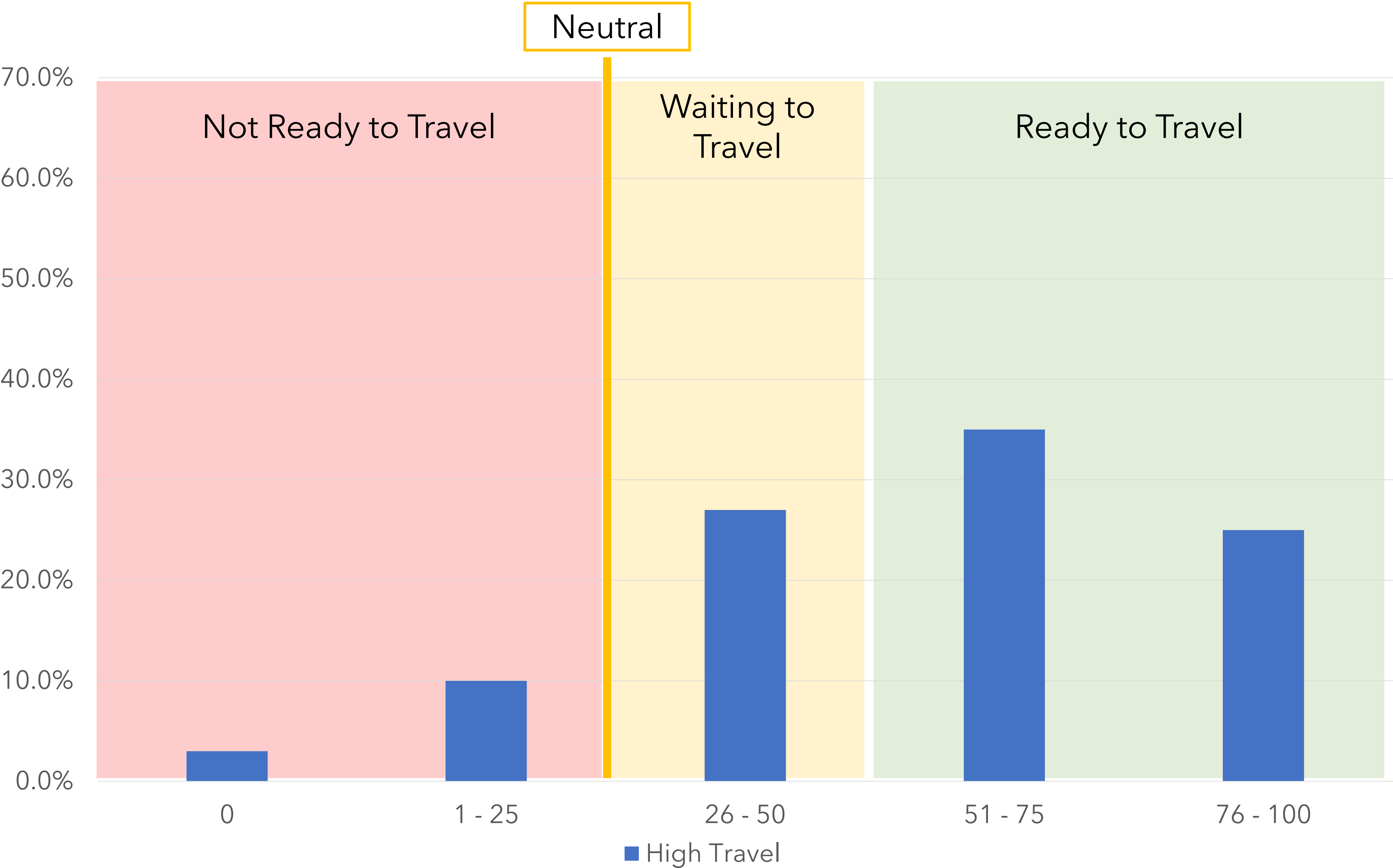
- WHO are the traveler segments that appear receptive to travel marketing and
- WHEN will they be ready to travel

Predictive Index Formula



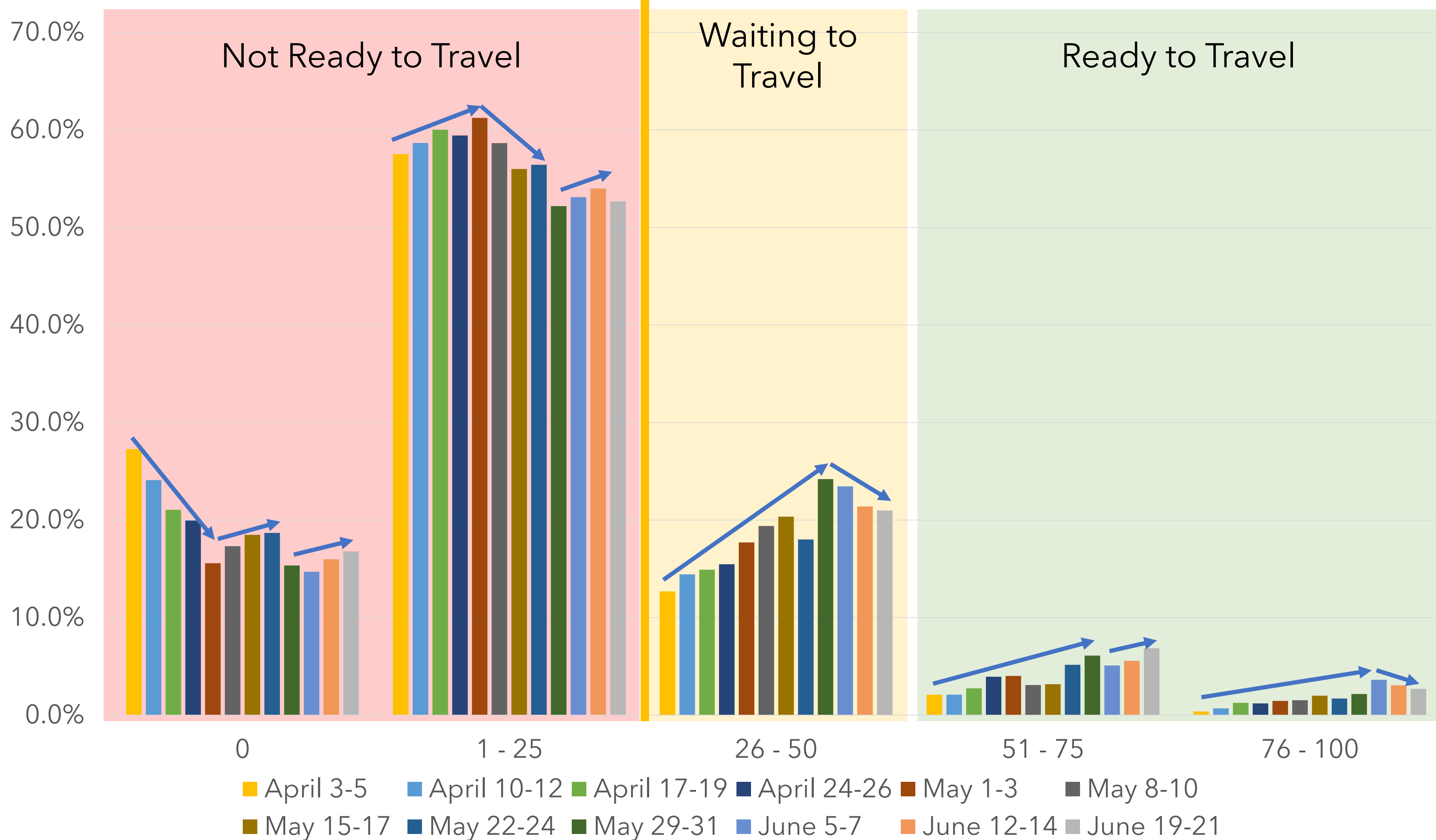
*Normalized to a 100pt scale

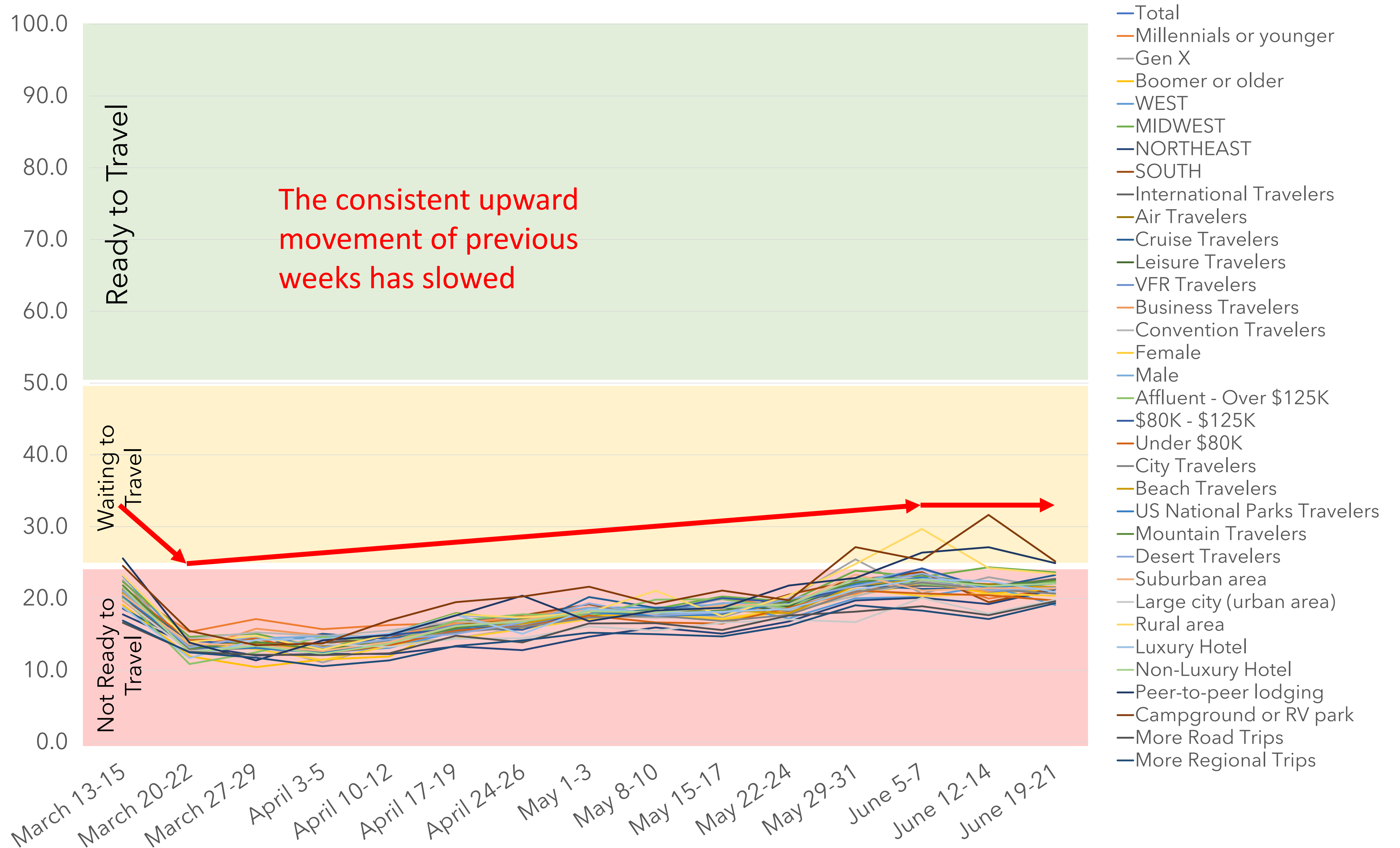
Healthy Travel Outlook



Travel Outlook

Neutral

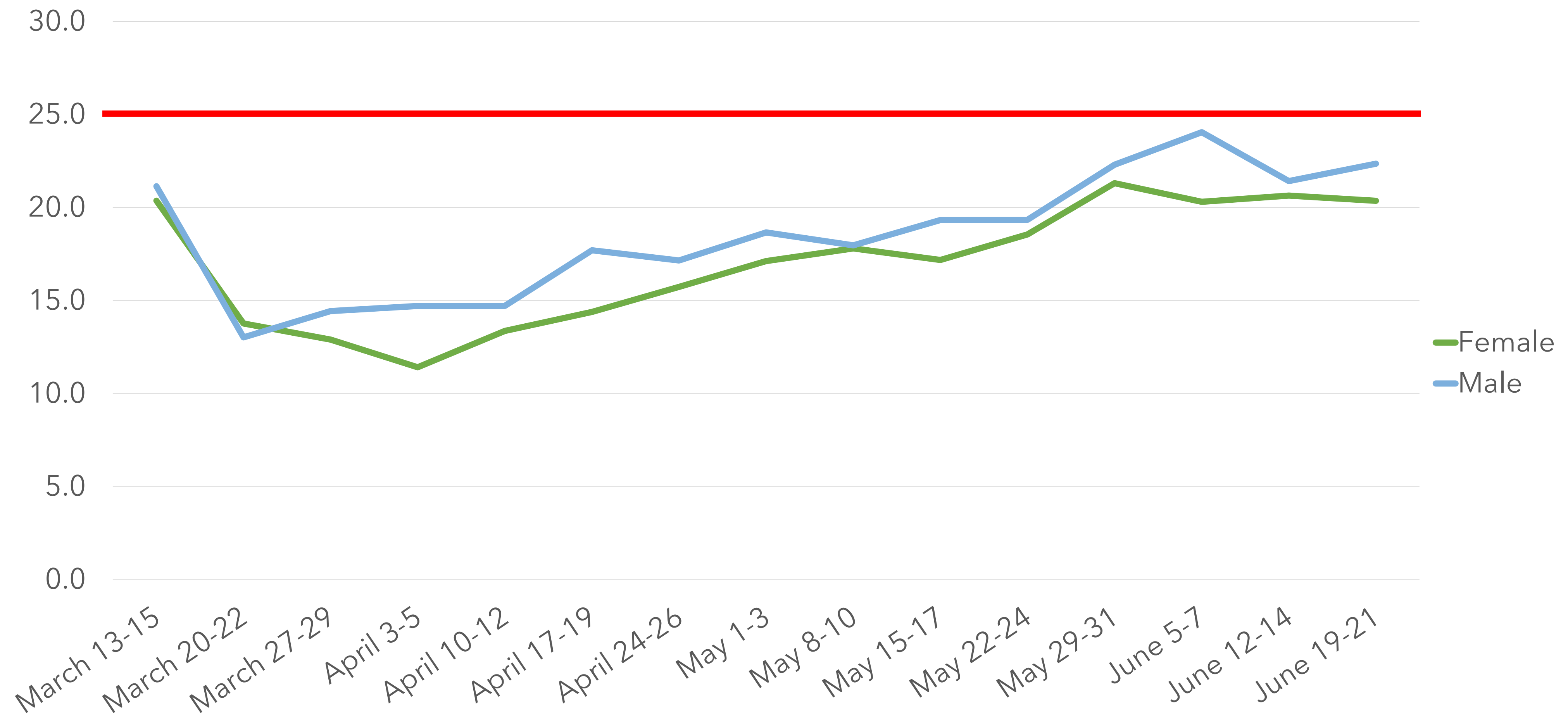




Gender

Points of Interest:

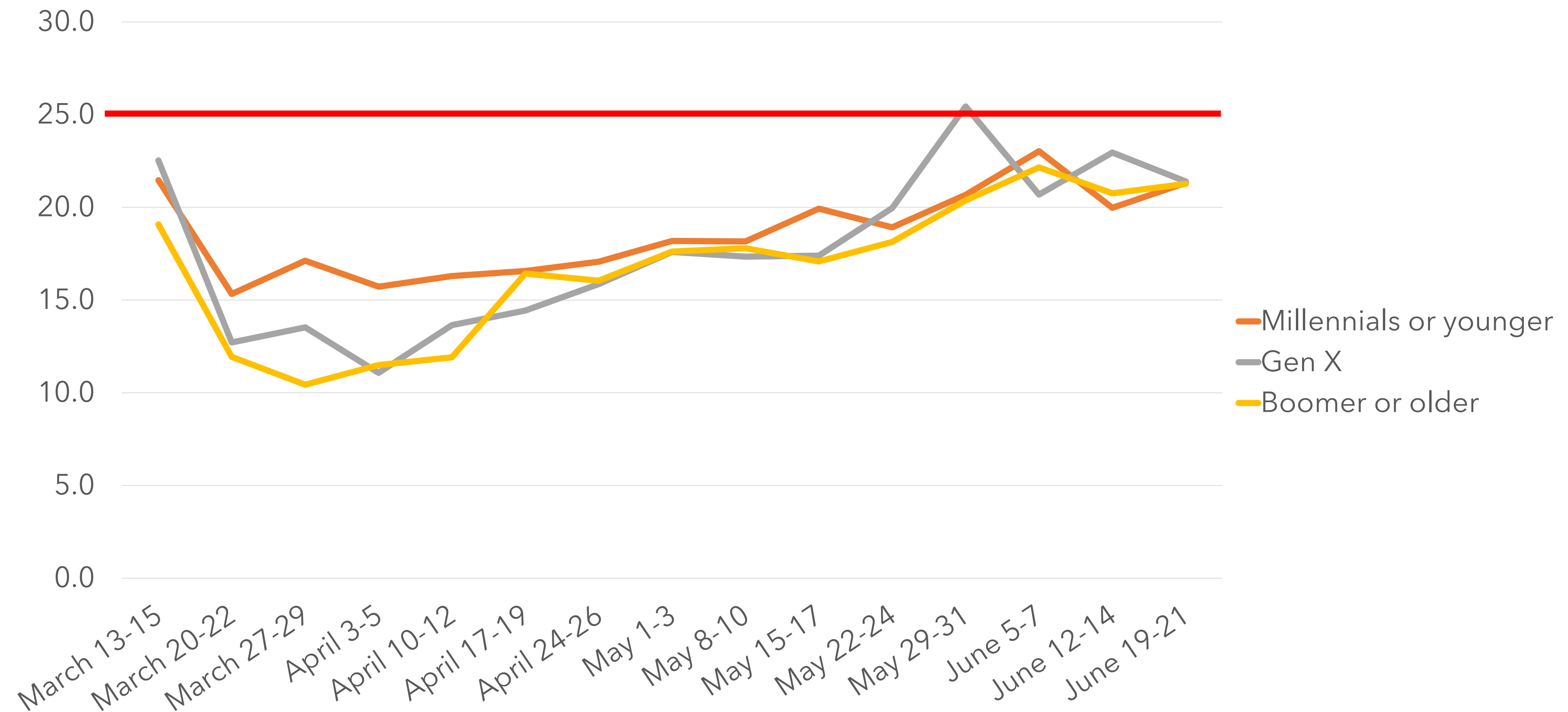
- Safety concerns increased slightly among Women this week and decreased slightly among Men.
- This week less Women reported optimism that they expect the coronavirus situation to “get better in the next month” while this stat for Men remained largely unchanged week over week.



Generation

Points of Interest:

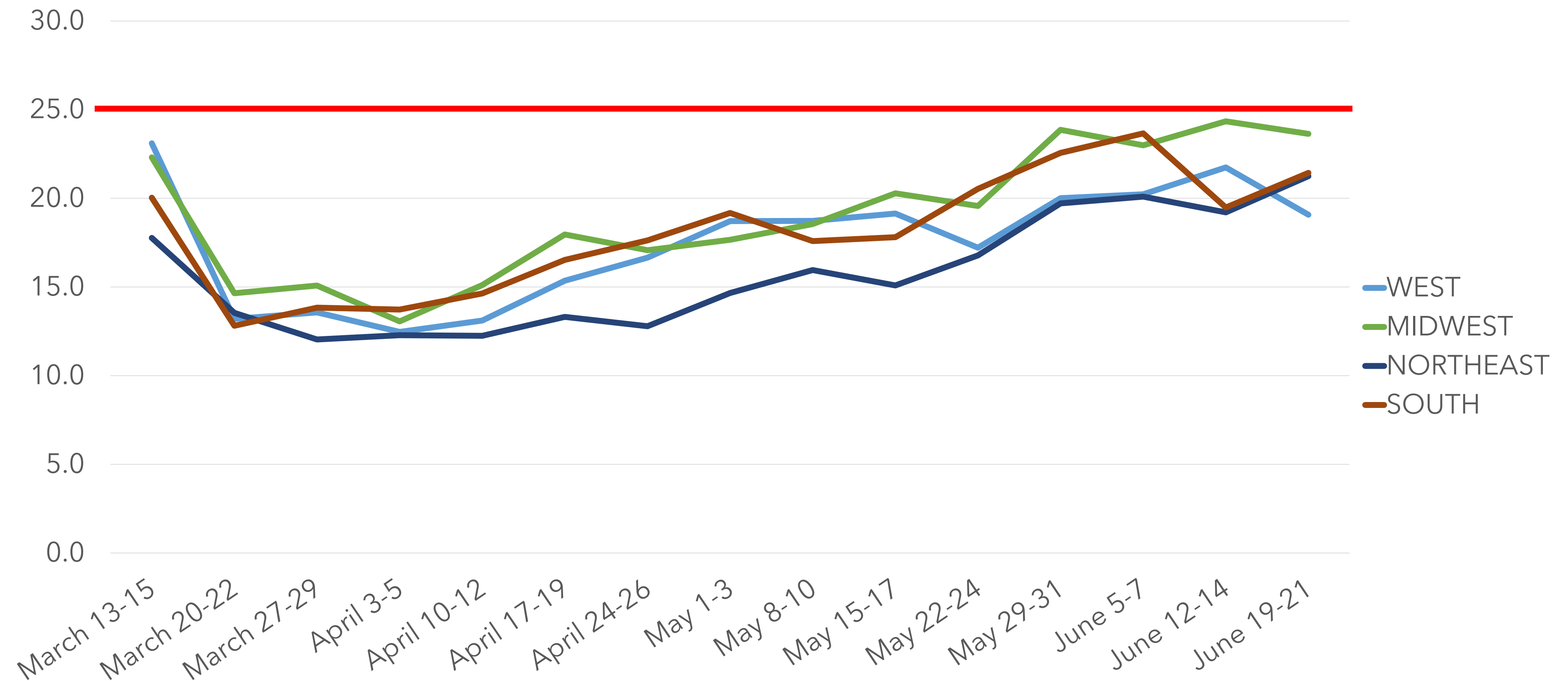
- This week all generations index similarly in contrast to the significant fluctuation seen in recent weeks.
- All generations showed small increases in safety concerns this week.
- Millennials continue to be the most likely to say they will travel before the end of 2020.



US Region

Points of Interest:

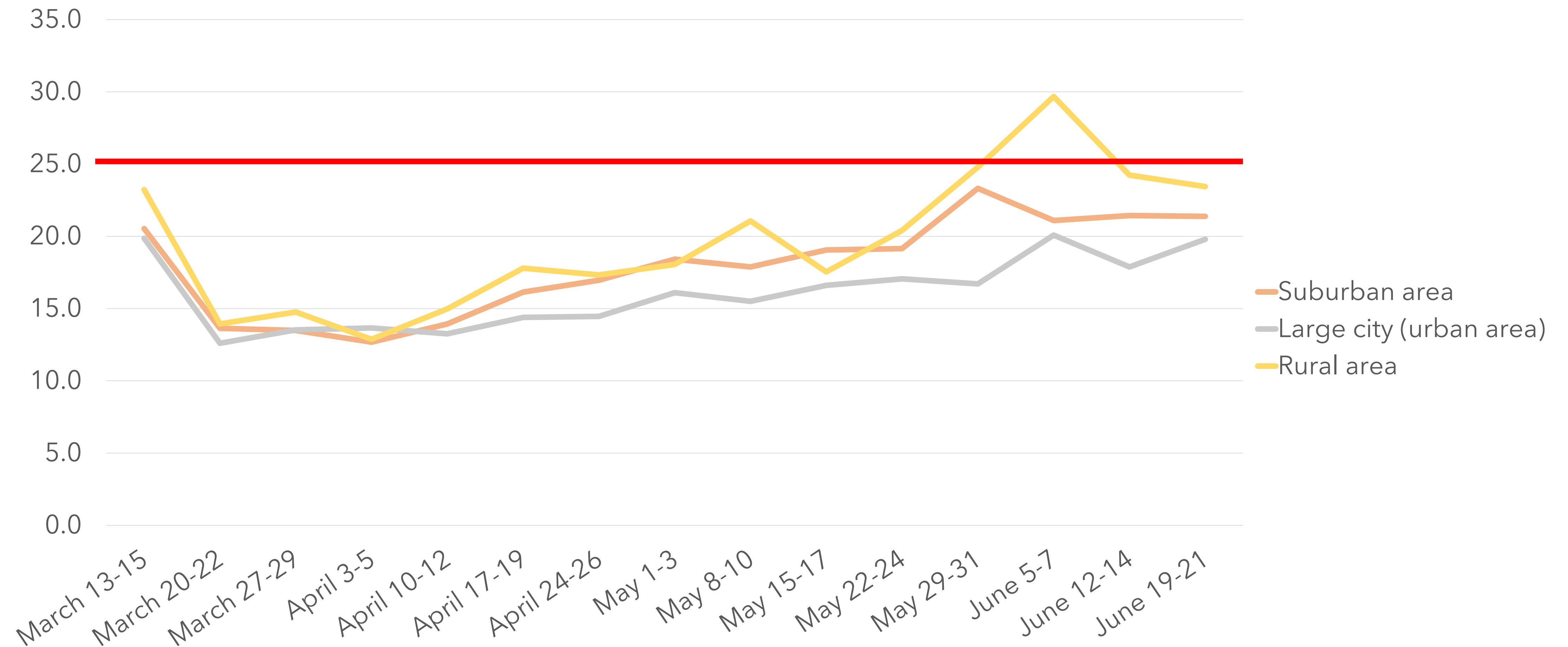
- The Midwest continued to index highest amongst US regions this week and the West region, for the first time, reported the lowest relative index.
- The Northwest was the only region to see a decrease in safety concerns this week, though these concerns remained higher than other regions.
- One in ten respondents in the South reported they are “already traveling” nearly twice the rate of other regions.



Type Of Residence

Points of Interest Impacting Index Scores:

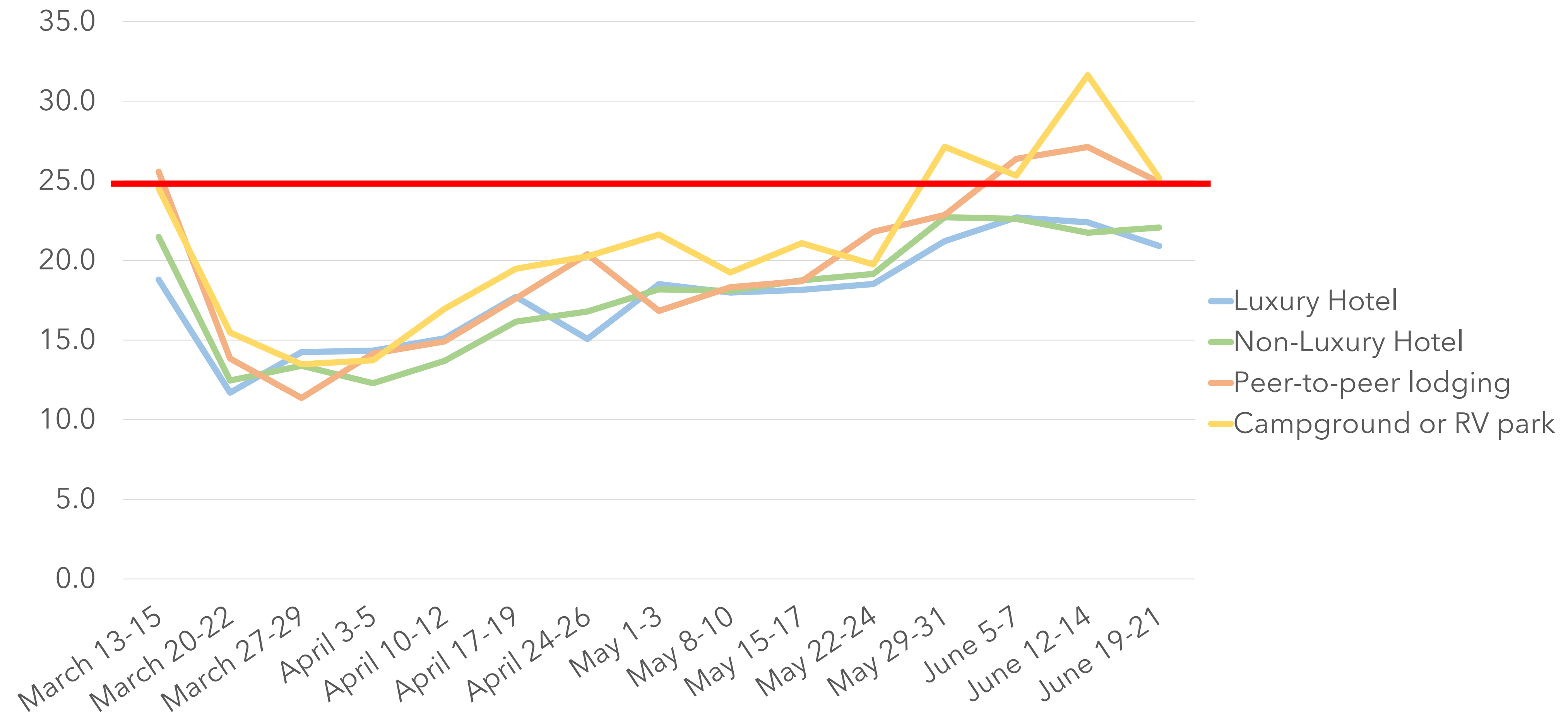
- Rural respondents continue to index higher than their Urban and Suburban counterparts, but at a significantly smaller margin.
- Urban respondents were the most likely to say their State's economy re-opened "Way too fast."
- Rural respondents were the most likely to say they will avoid "Crowded Destinations" while traveling this year.



Lodging Type Used in last 2 years

Points of Interest:

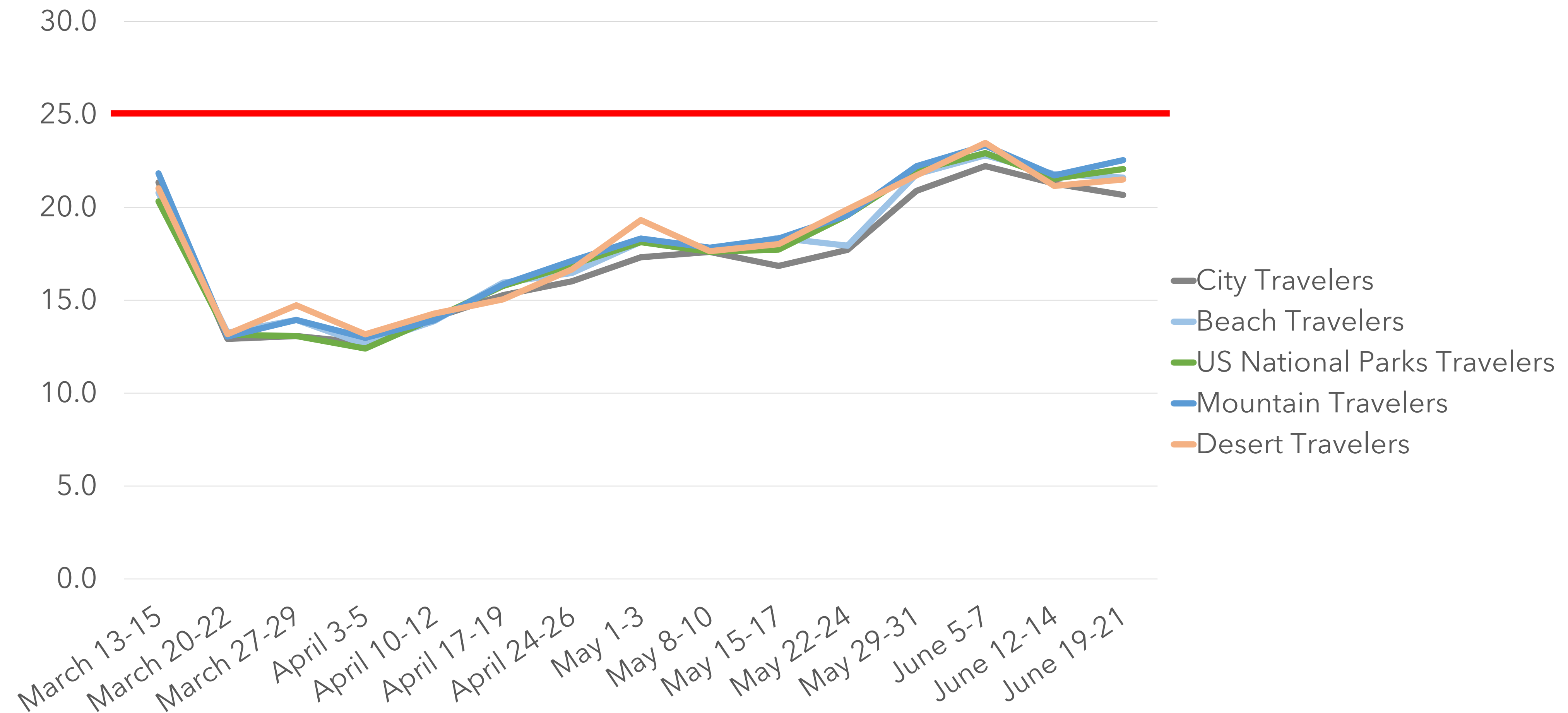
- Index scores amongst Peer-to-peer and Camping respondents dropped this week, though they remain relatively highest compared to all segments currently tracked
- Peer-to-peer lodging travelers reported high levels of excitement to travel this week, while Campground and Luxury hotel travelers were the most open to travel messaging.



Destination Types Liked/Loved

Points of Interest:

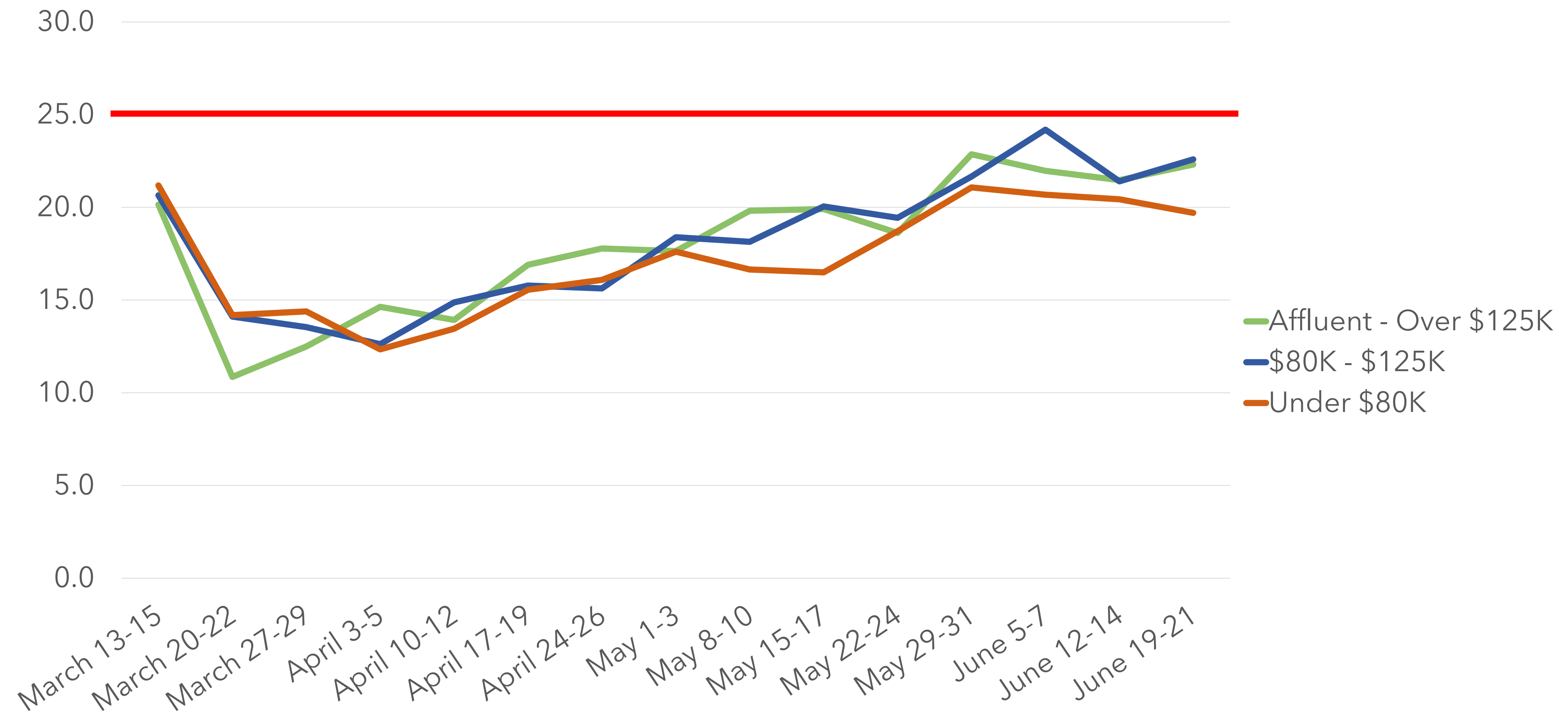
- Average index scores dropped this week for travelers who love City destinations, but scores rose slightly amongst travelers who love Beaches, National Parks, Mountains and Deserts.
- Comparatively, Mountain travelers reported being more receptive to destination messaging in online content such as articles and blogs while Desert travelers report preferring Instagram and Beach travelers prefer online digital ads and phone apps.



Income

Points of Interest:

- For the most recent few weeks, higher levels of income has consistently correlated with higher relative index scores.
- Unsurprisingly, Affluent travelers continue to report the relatively lowest levels of financial concerns.
- Affluent - Over \$125K travelers expect to take an average of 1.3 airline trips and 2.0 road trips before the end of 2020.





THOSE WHO ARE READY TO TRAVEL:

- **Skew older and affluent**
- **Expect the coronavirus situation in the U.S. to get better in the next month**
- **Feel comfortable going out into and experiencing their community and are likelier than the average American traveler to have dined out, hung out with friends and taken a leisure trip in the past month**
- **Likelier to feel that their home state was too slow in re-opening**
- **Consider restaurants and retail stores in their community to be appropriately managing customer safety**
- **Are satisfied with how people in their community are behaving as the economy re-opens**



THOSE WHO ARE READY TO TRAVEL:

- **Pre-Covid, the majority considered leisure travel to be essential or very important to their lifestyle**
- **At this moment, nearly all would feel safe taking a road trip and visiting friends and family**
- **Expect to travel this Fall and have plans to take a leisure trip this year, with the highest percentage reporting planned trips next month**
- **The vast majority plan to take at least one air and one road trip this year**
- **Say that discounts and deals make them more interested in traveling in the next three months**
- **Would be receptive to travel marketing online, particularly websites found via a search engine, articles/blogs and email**

A photograph of travel gear on a beach. A woven straw hat with a dark band sits on a brown leather suitcase. A vintage-style camera with a black strap is in the foreground. The background shows a blue sky and a palm tree branch.

KEY TAKEAWAYS

- **The momentum towards travel readiness and marketability that had built up in the last several weeks has continued to retreat this week after reversing course last week**
- **Those who are indexing as Ready to Travel are more experienced going out for leisure in the pandemic environment, and also likelier to have observed behaviors that have made them feel safe**

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

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Resources for Tourism Advocacy & Recovery

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ROI

THIS YEAR ▼ 32.8876
▲ 42.9841

First quarter
Jan-Mar

Second quarter
Apr-Jun

Third quarter
Jul-Sep



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Brand Performance

Visitor Activity Analysis & Segmentation

Persona Research

Online Focus Groups

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Webinar recording available on our website:

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

Send suggestions or requests for questions to:

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