



Coronavirus Travel Sentiment Index

Presentation of Findings
Week of May 25th

Destination  Analysts



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

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

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

THANK YOU
so much to our clients and partners who have

The background of the image shows a person in a dark suit and tie, holding a smartphone. Overlaid on the image is a semi-transparent digital dashboard. The dashboard features various data visualizations: a bar chart on the left, a line graph in the center, and several smaller charts and icons on the right. The text 'For Subscribers' is prominently displayed in the upper center of the image, overlaid on the dashboard. The overall color scheme is dark blue and black, with white text and light blue highlights from the dashboard elements.

For Subscribers

Enhanced Dashboard Filters Showing Your Destination's Audience

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 11 data (fielded May 22nd-24th) 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.



Coronavirus

Longtime restaurateur is permanently closing all 5 of his Portland restaurants because of COVID-19

Updated 11:46 AM; Today 11:29 AM



Altabira City Tavern, which was situated atop the Hotel Eastlund in the Lloyd

Advertisement



THE CORONAVIRUS CRISIS

President Trump Orders Flags To Fly At Half-Staff As U.S. Mourns Nearly 100,000 Dead

May 22, 2020 · 9:46 AM ET

BILL CHAPPELL



Days After Yellowstone National Park Reopens amid Pandemic

The woman was knocked to the ground and injured after officials said she came too close to the wild animal

By Joelle Goldstein May 21, 2020 03:45 PM

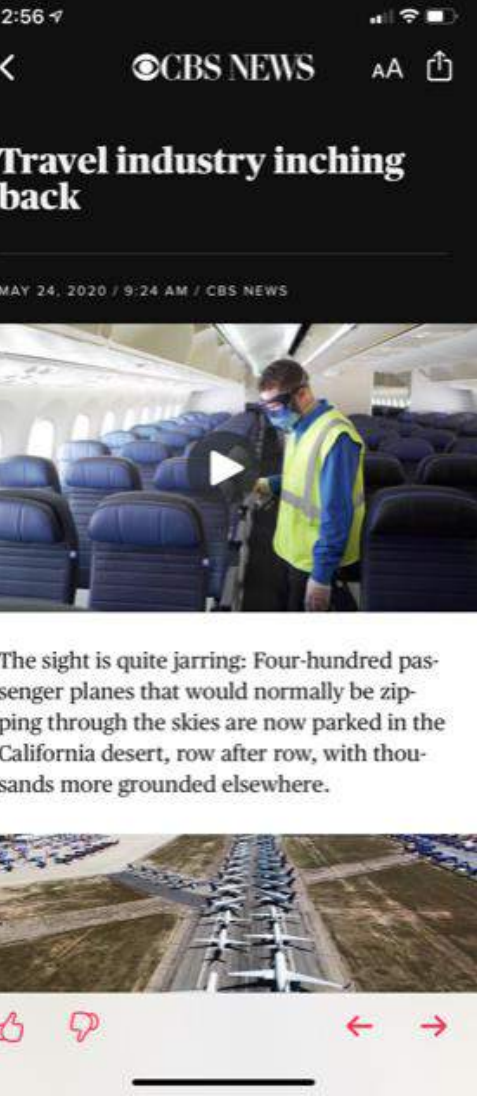


Passengers

Published: May 22, 2020 at 3:42 p.m. ET

By Quentin Fottrell

United will use sneeze guards at check-in counters and hand out wipes; JetBlue will block middle seats on Airbus planes



A photograph of three people jumping from a dark, rocky cliff into a vibrant blue ocean. A man in red and blue swim trunks is in the air on the left, with his arms outstretched. Two women in bikinis are jumping behind him, also with their arms outstretched. The ocean is a deep blue with visible ripples, and the sky is a clear, pale blue. The text "How Safe Do We Feel to Travel?" is overlaid in white, bold, sans-serif font across the middle of the image.

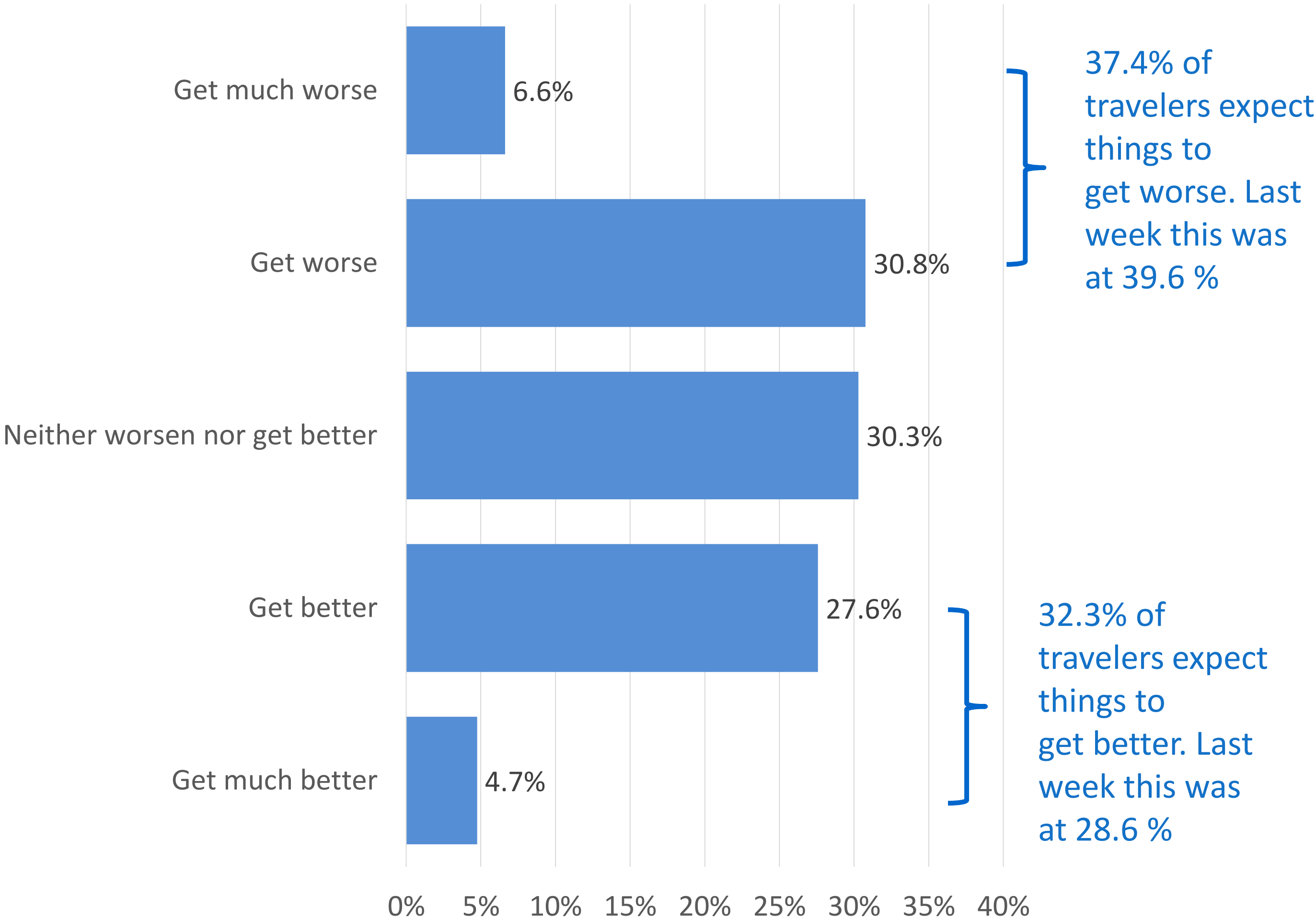
How Safe Do We Feel to Travel?

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 _____

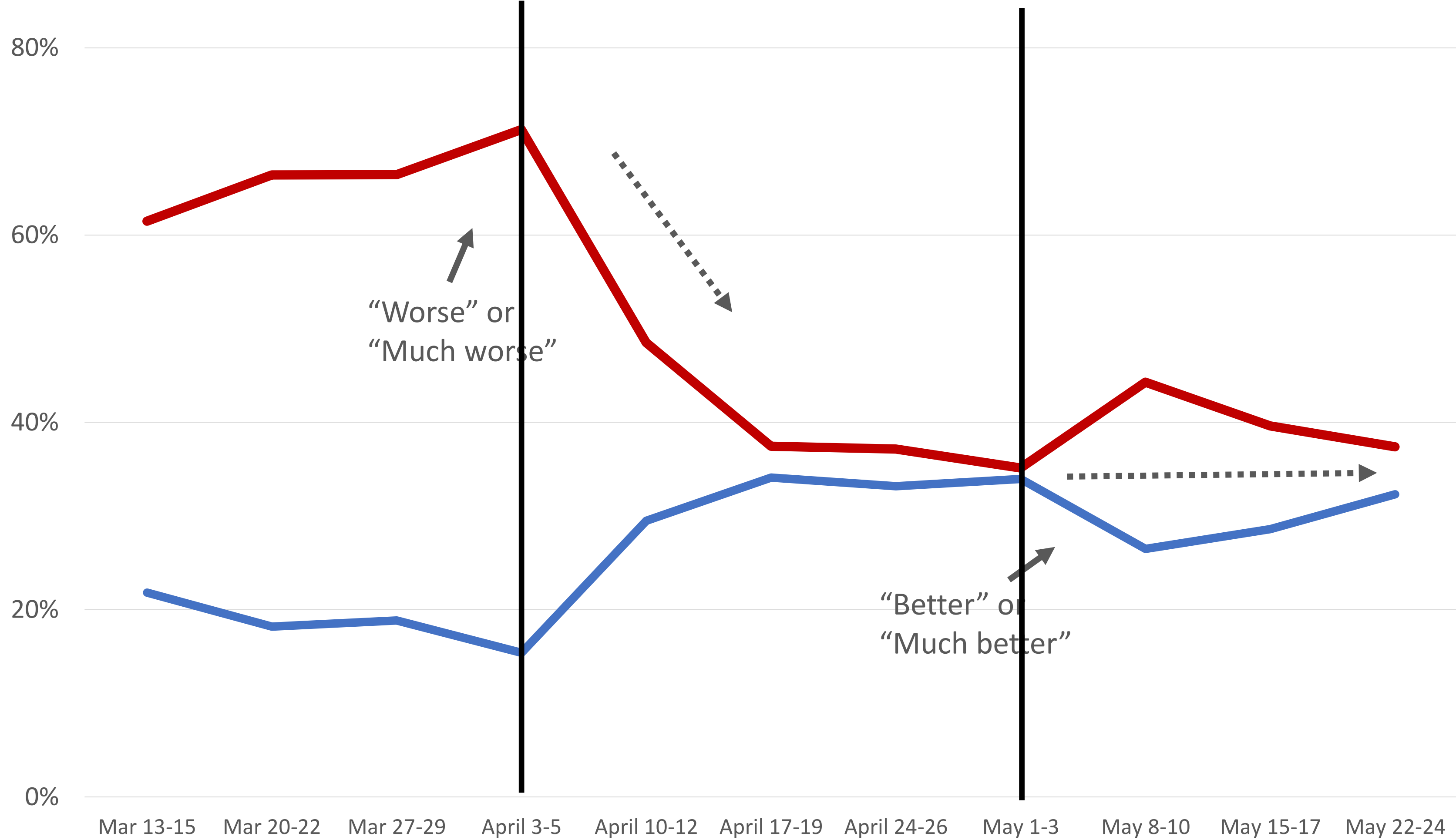
(Base: All respondents, 1,223 completed surveys. Data collected May 22-24, 2020)



Expectations for the Coronavirus Outbreak

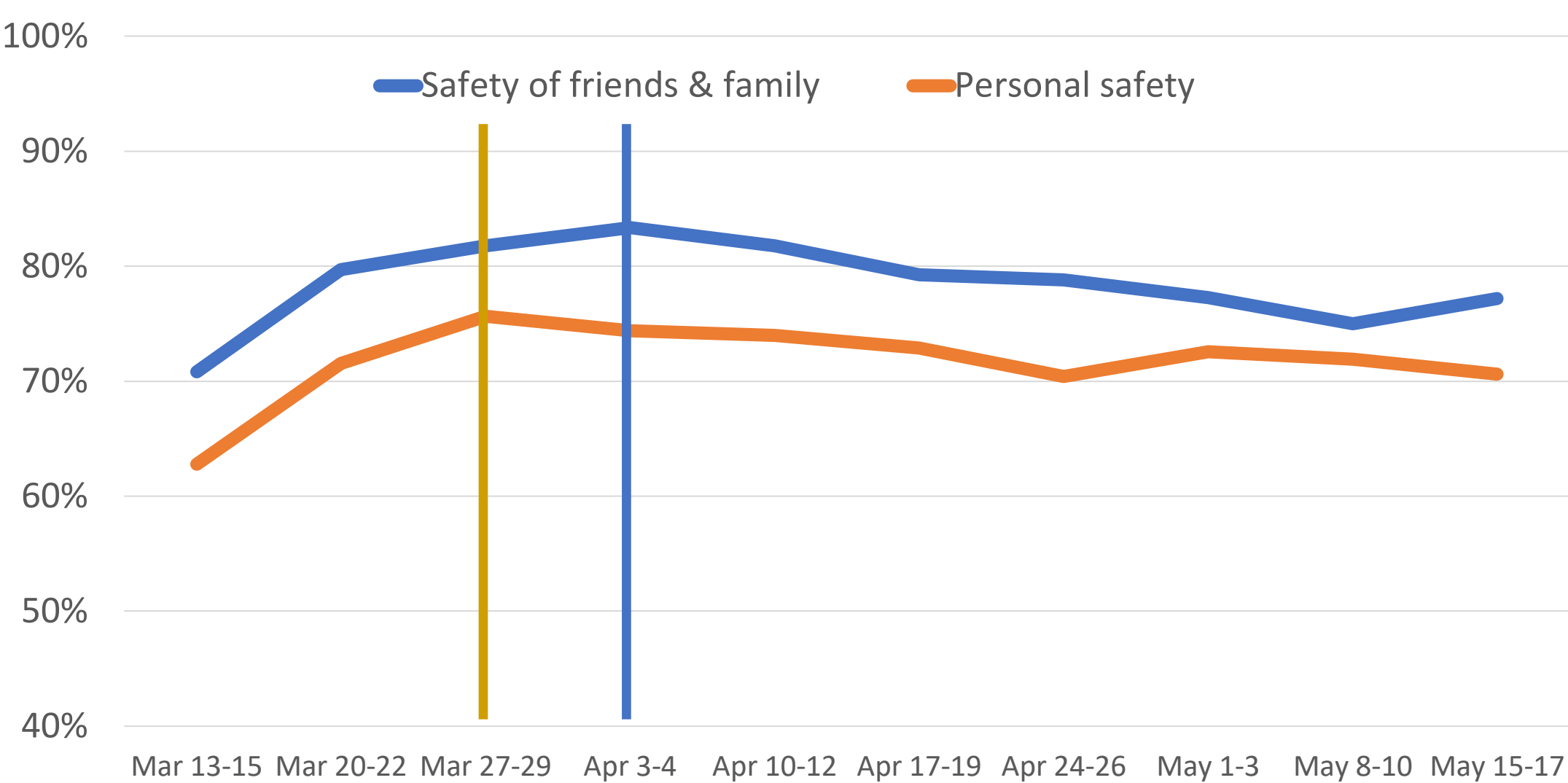
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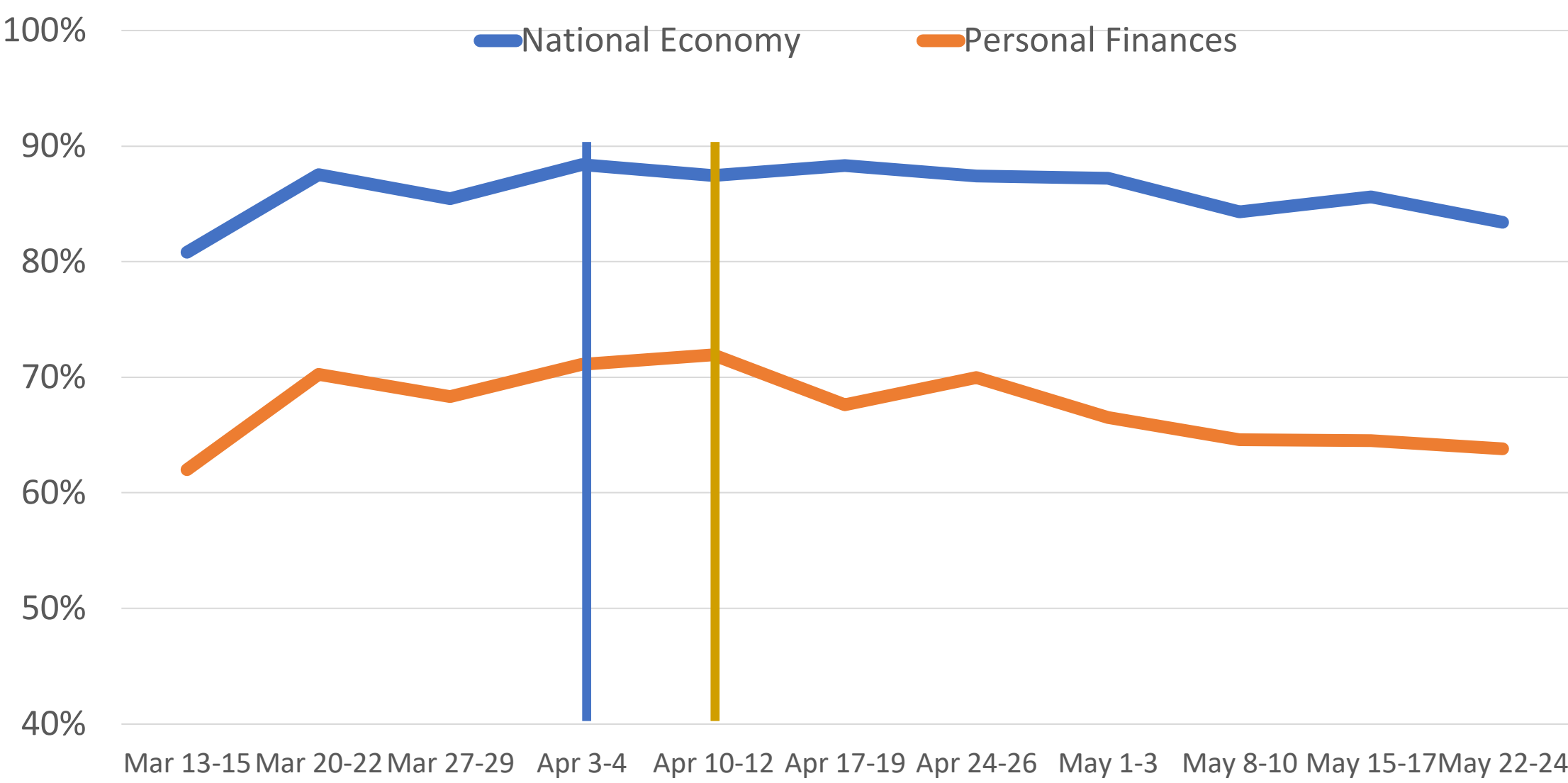


Summary: Personal vs. External Concerns

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



Economic 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?

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

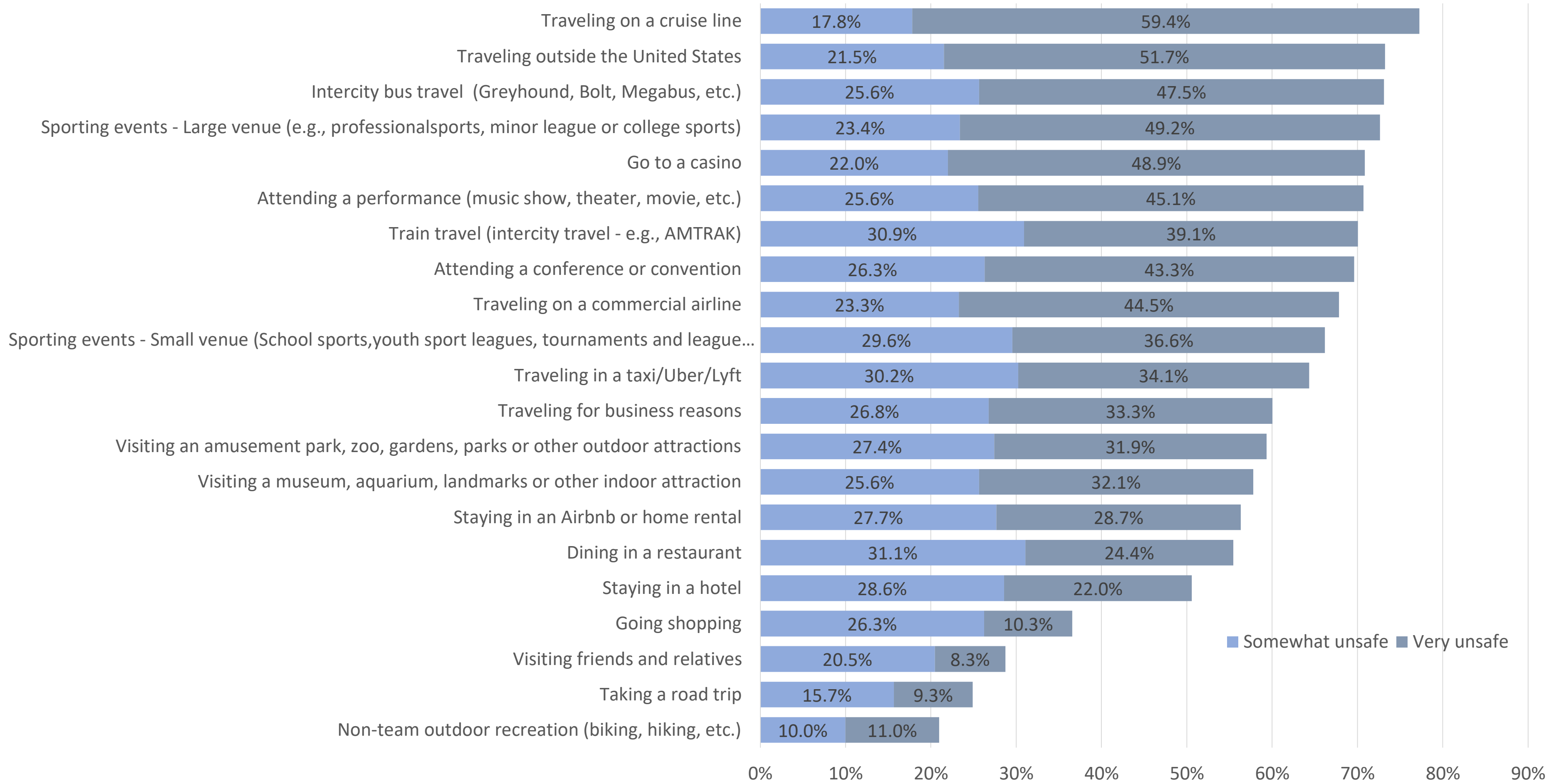
(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212 and 1,223 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17 and 22-24, 2020)

Perceived Safety of Travel Activities

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

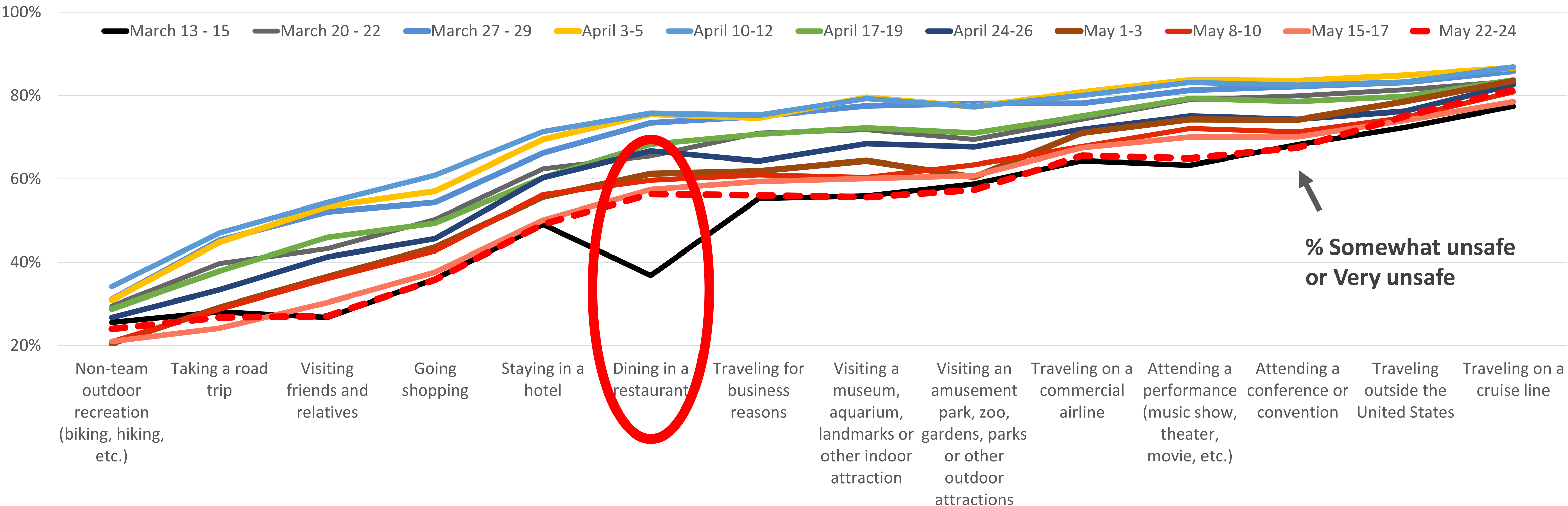
(Base: Wave 11 data. All respondents, 1,223 completed surveys. Data collected May 22-24, 2020)

Wave 11 (Collected May 22-24)



Perceived Safety of Travel Activities (Waves 1-11 Comparison)

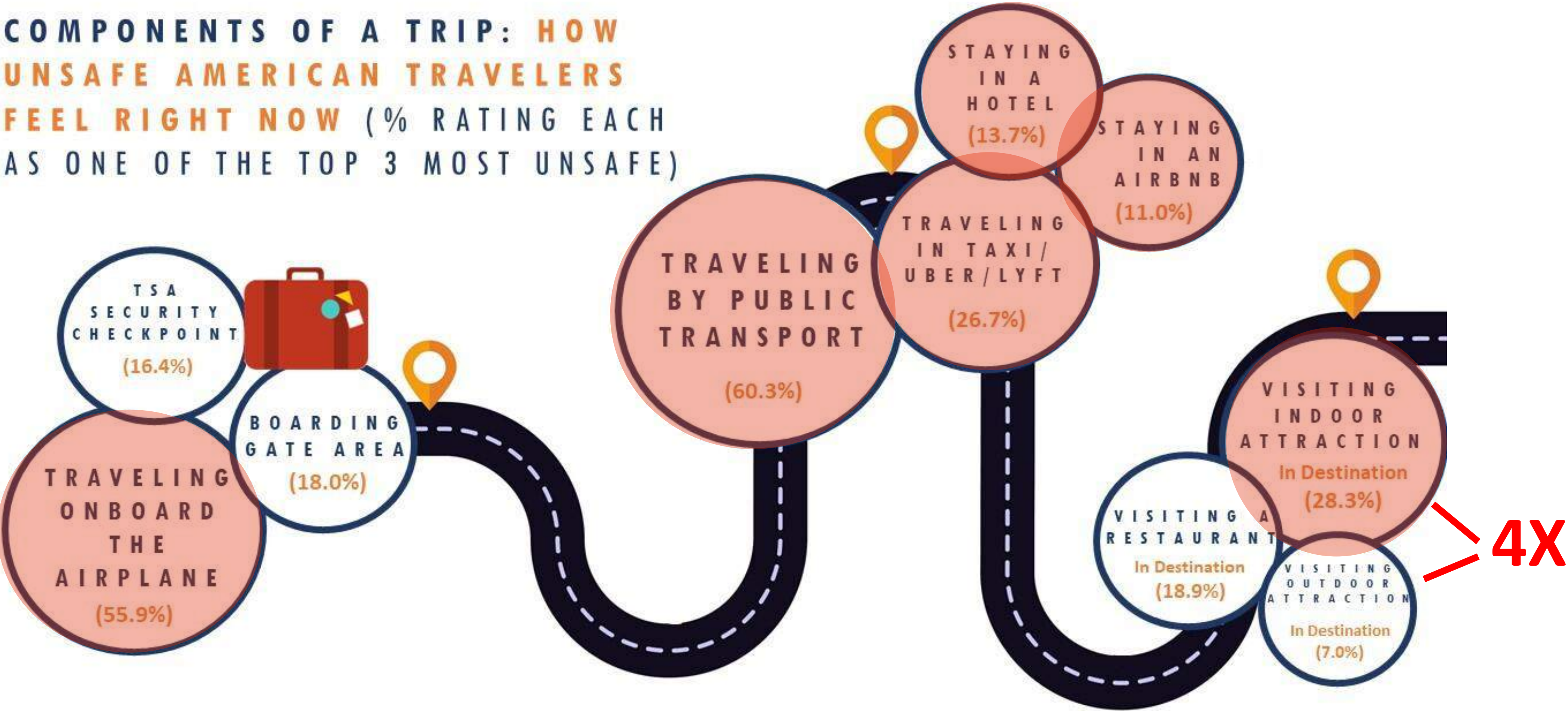
Question: At this moment, how safe would you feel doing each type of travel activity?



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Safety Along the Travel Path

COMPONENTS OF A TRIP: HOW UNSAFE AMERICAN TRAVELERS FEEL RIGHT NOW (% RATING EACH AS ONE OF THE TOP 3 MOST UNSAFE)



Question: Thinking about the coronavirus situation, which of these would you consider to be the most UNSAFE travel activities? Select up to 3

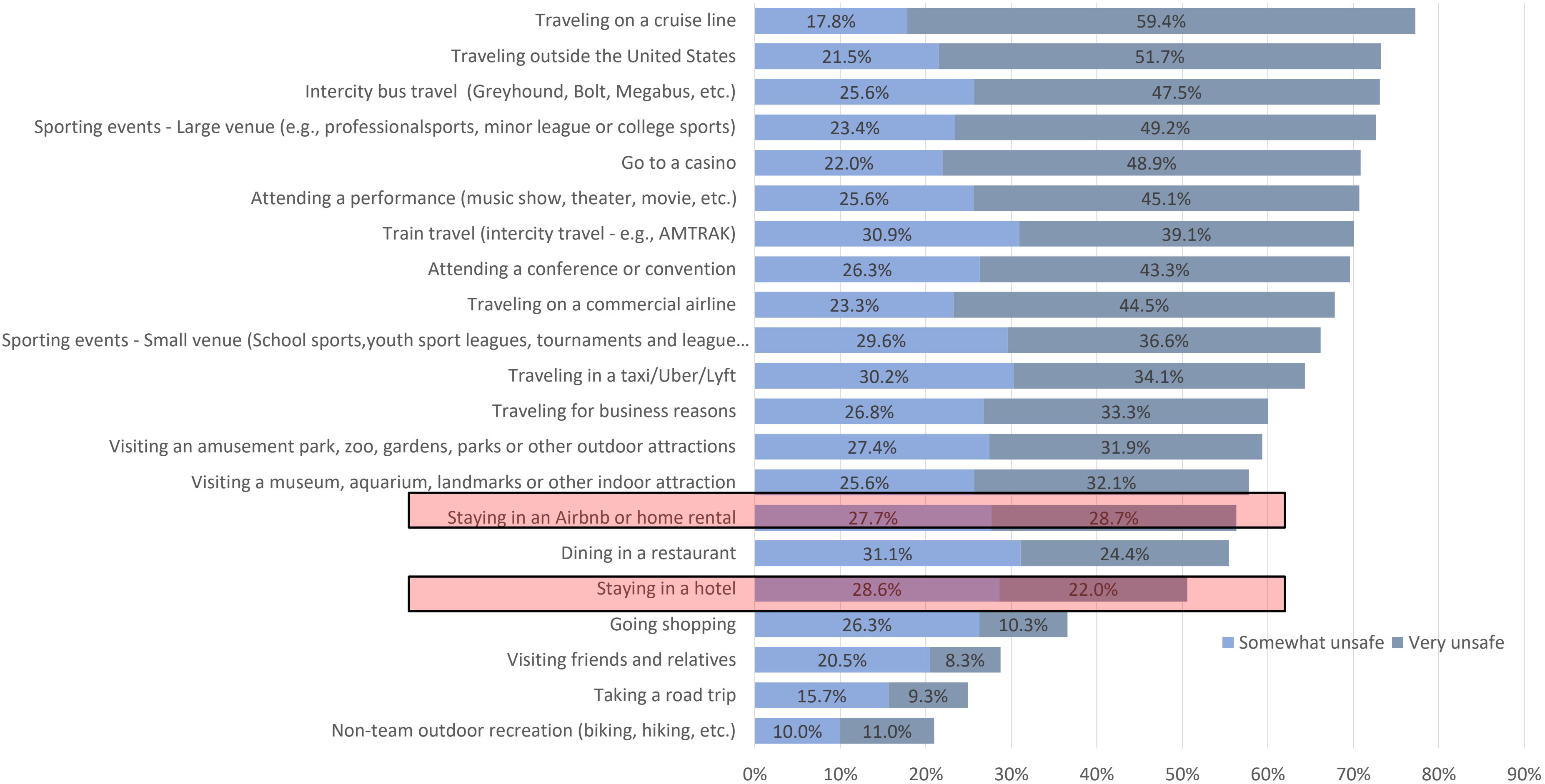
Destination Analysts

Perceived Safety of Travel Activities

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

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Wave 11 (Collected May 22-24)



KEY TAKEAWAYS

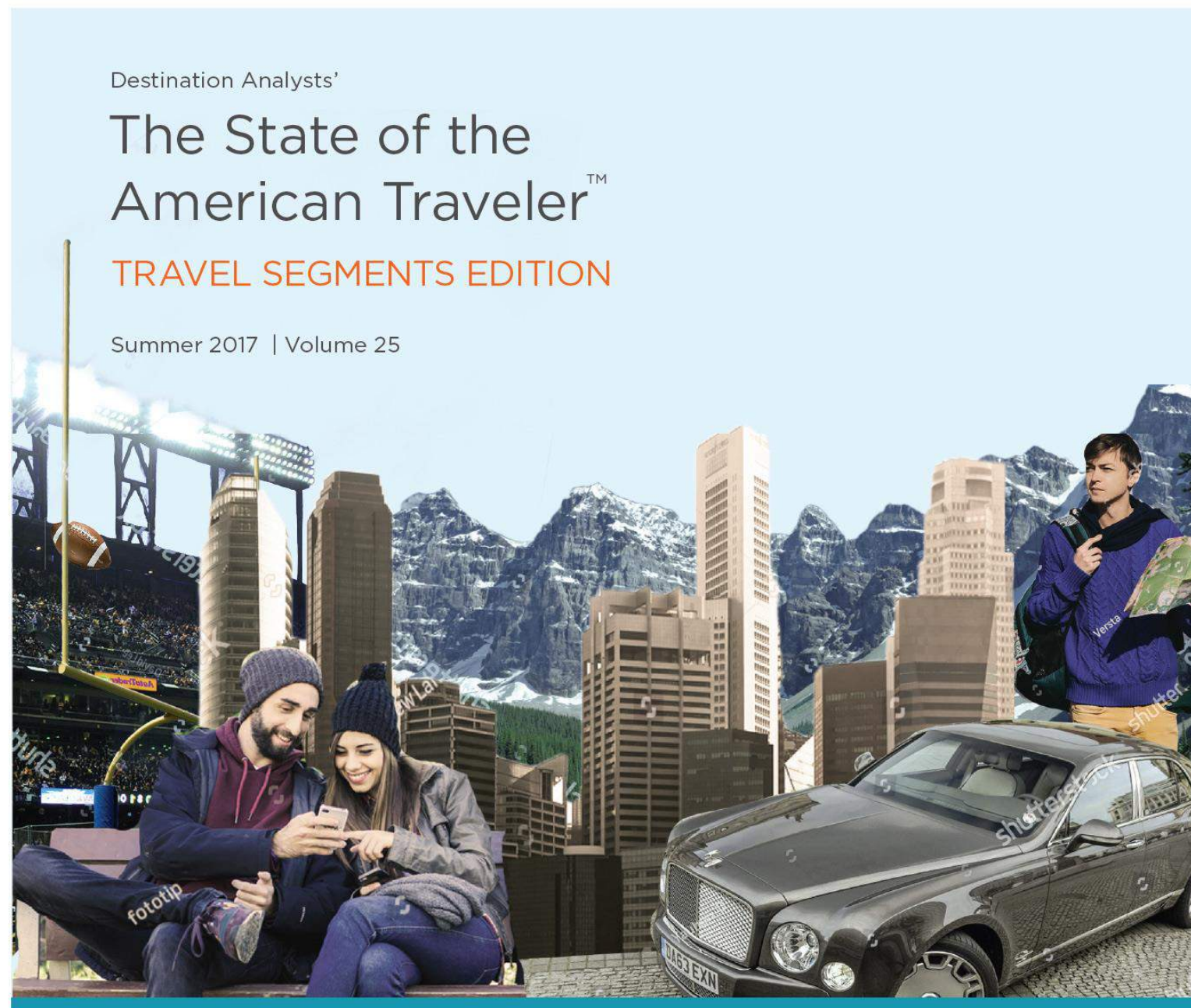
- **This week saw continued gradual improvements in concerns about the severity of the pandemic's future course and its impact on travelers' health and finances**
- **With the exception on restaurants, safety concerns about travel activities—while still high—have retreated to levels seen at the early stages**
- **The most anxiety producing aspects of the travel journey are enclosed spaces, and often transportation related**
- **Outdoor attractions tend to generate lower levels of safety concern. Remember this in your creative choices**



Benchmarking Travel Sentiment



The State of the American Traveler



Destination  Analysts

- **Online survey conducted since 2006**
- **Quarterly examination of traveler sentiment, motivations, perceptions & behaviors**
- **Survey invitation sent to a nationally representative sample of US adults—Total sample of 2,000 American leisure travelers**
- **Last conducted in January 2020**

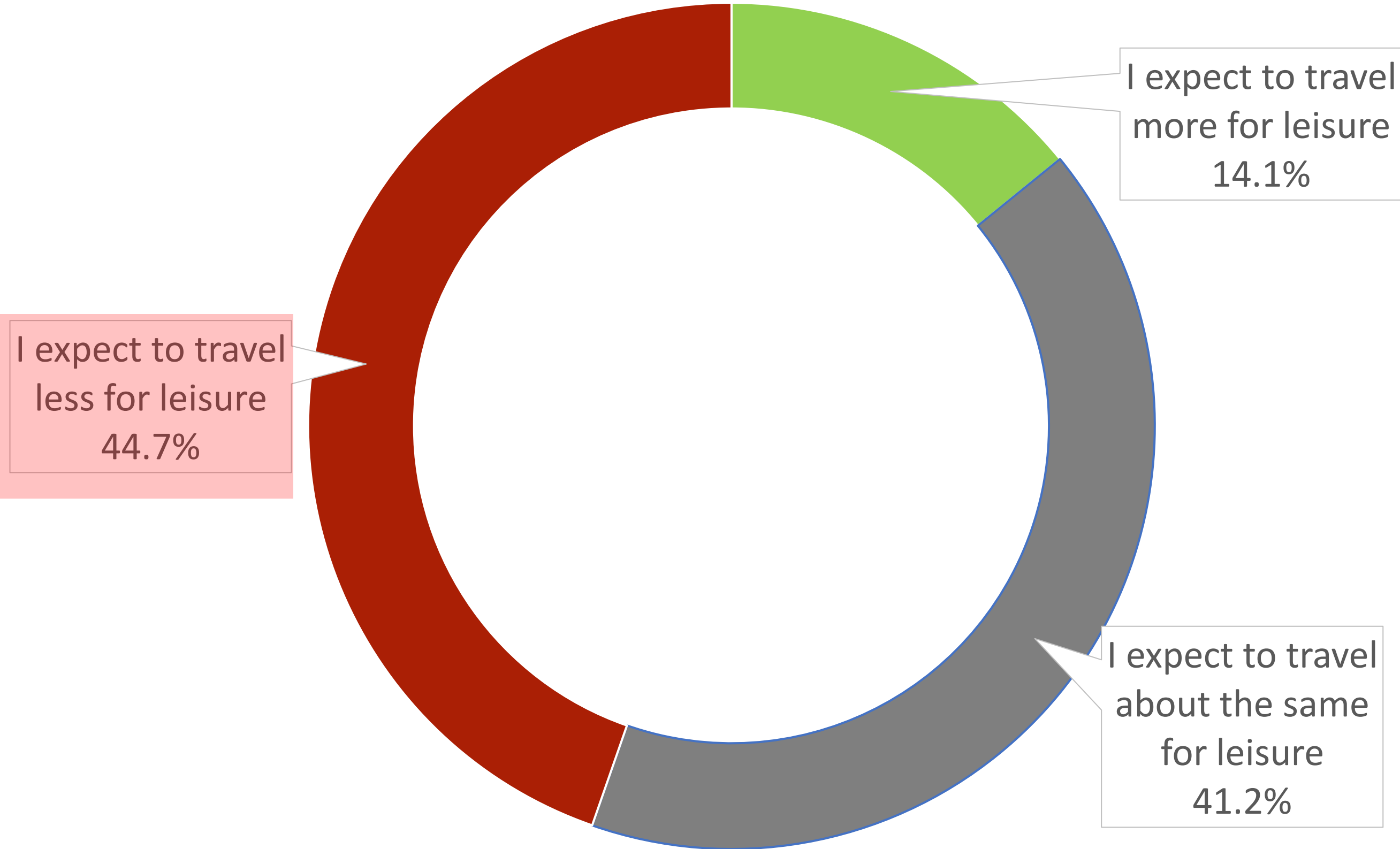
Some viewers may find this disturbing,
viewer discretion is advised.

Leisure Travel Expectations (Trips Taken)

Question: In the next 12 months, do you expect to travel more or less for leisure than you did in the most recent 12-month period? (Select one)

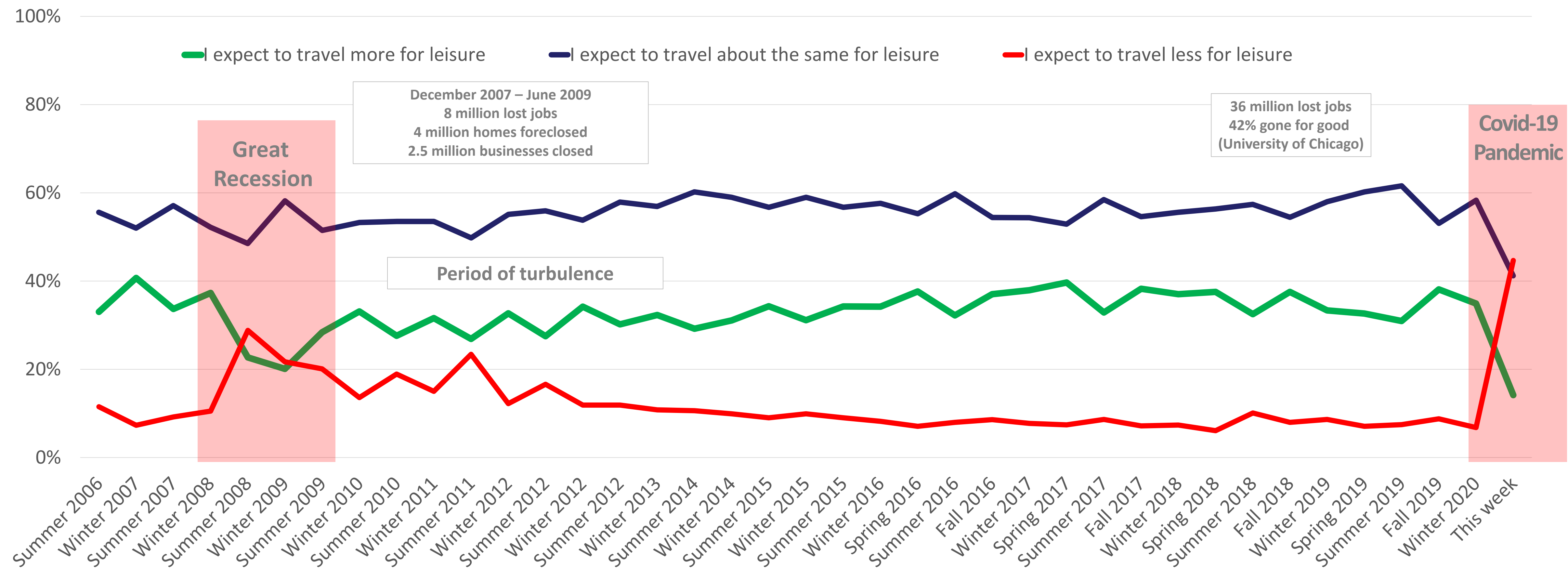
(Base: All respondents, 1,223 completed surveys. Data collected May 22-24, 2020)

Question added in Wave 11



Historical Perspective: Leisure Travel Expectations (Trips Taken)

Question: In the next 12 months, do you expect to travel more or less for leisure than you did in the most recent 12-month period?



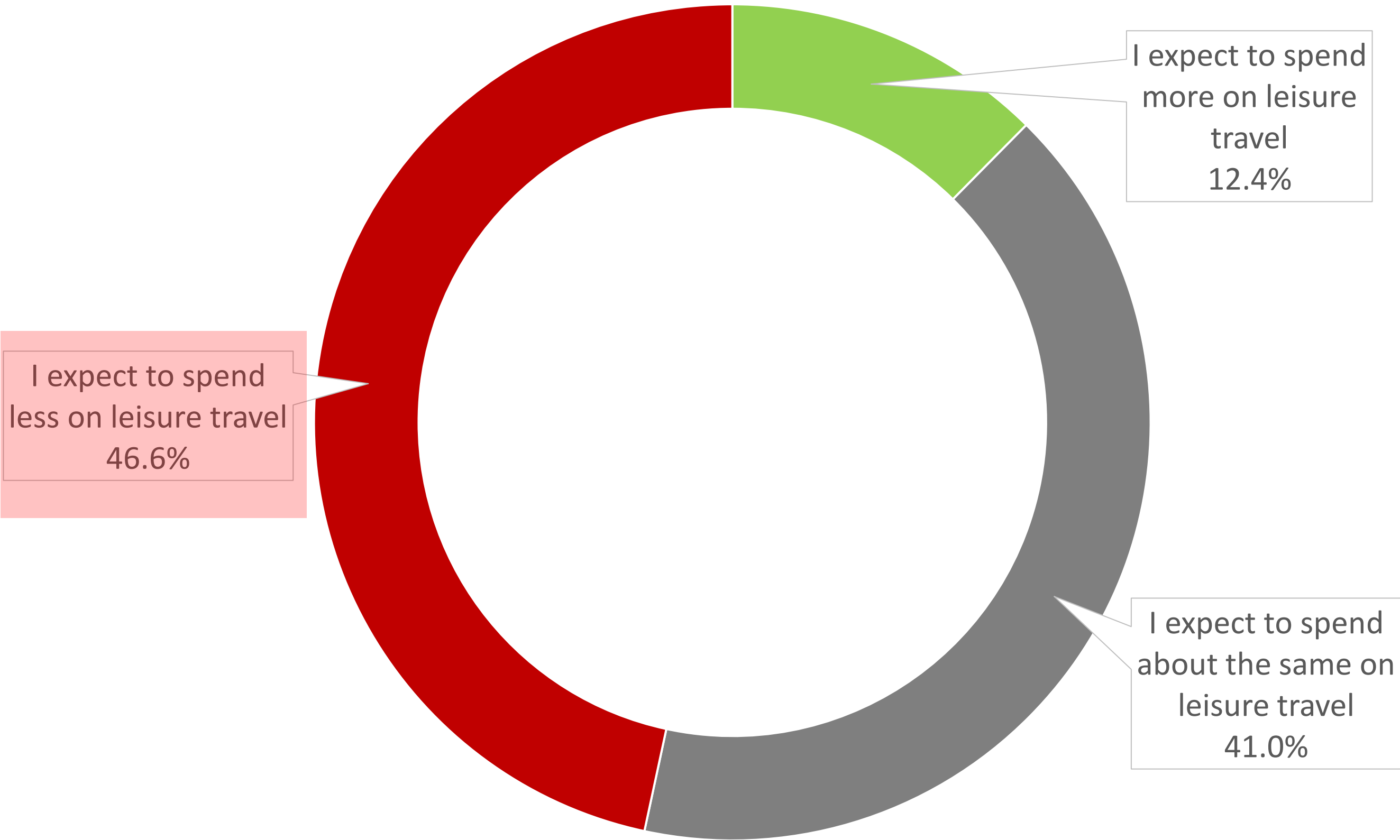
(Base: All respondents, 1,223 completed surveys. Data collected May 22-24, 2020) Source for historical data, The State of the American Traveler, Destination Analysts, Inc.

Leisure Travel Expectations (Trips Taken)

Question: In the next 12 months, do you expect to spend more or less for leisure travel than you did in the most recent 12-month period? (Select one)

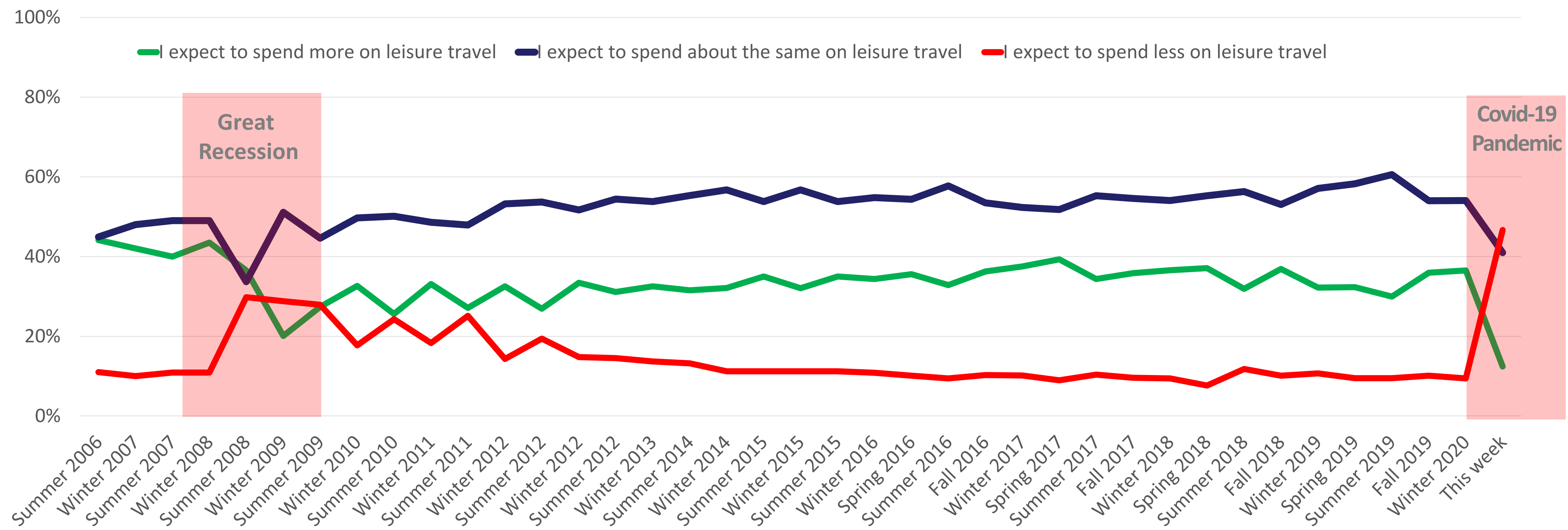
(Base: All respondents, 1,223 completed surveys. Data collected May 22-24, 2020)

Question added in Wave 11



Historical Perspective: Leisure Travel Expectations (Spending)

Question: In the next 12 months, do you expect to travel more or less for leisure than you did in the most recent 12-month period?



(Base: All respondents, 1,223 completed surveys. Data collected May 22-24, 2020) Source for historical data, The State of the American Traveler, Destination Analysts, Inc.

Travel as a Budget Priority

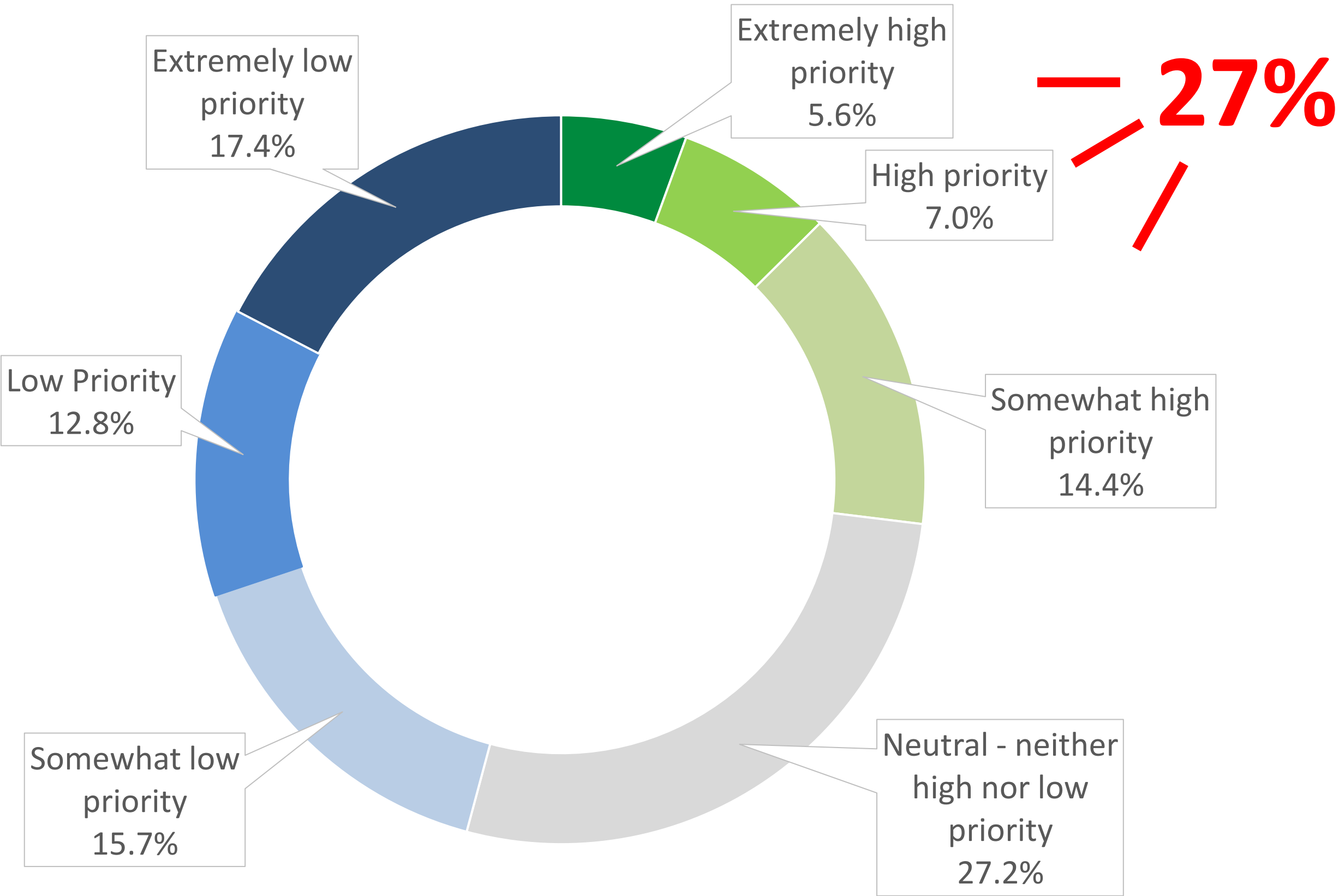


Leisure Travel as a Budget Priority

Question: Thinking carefully about how you expect to spend your income in the NEXT 12 MONTHS, please use the scale below to describe your spending priorities in next year.

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

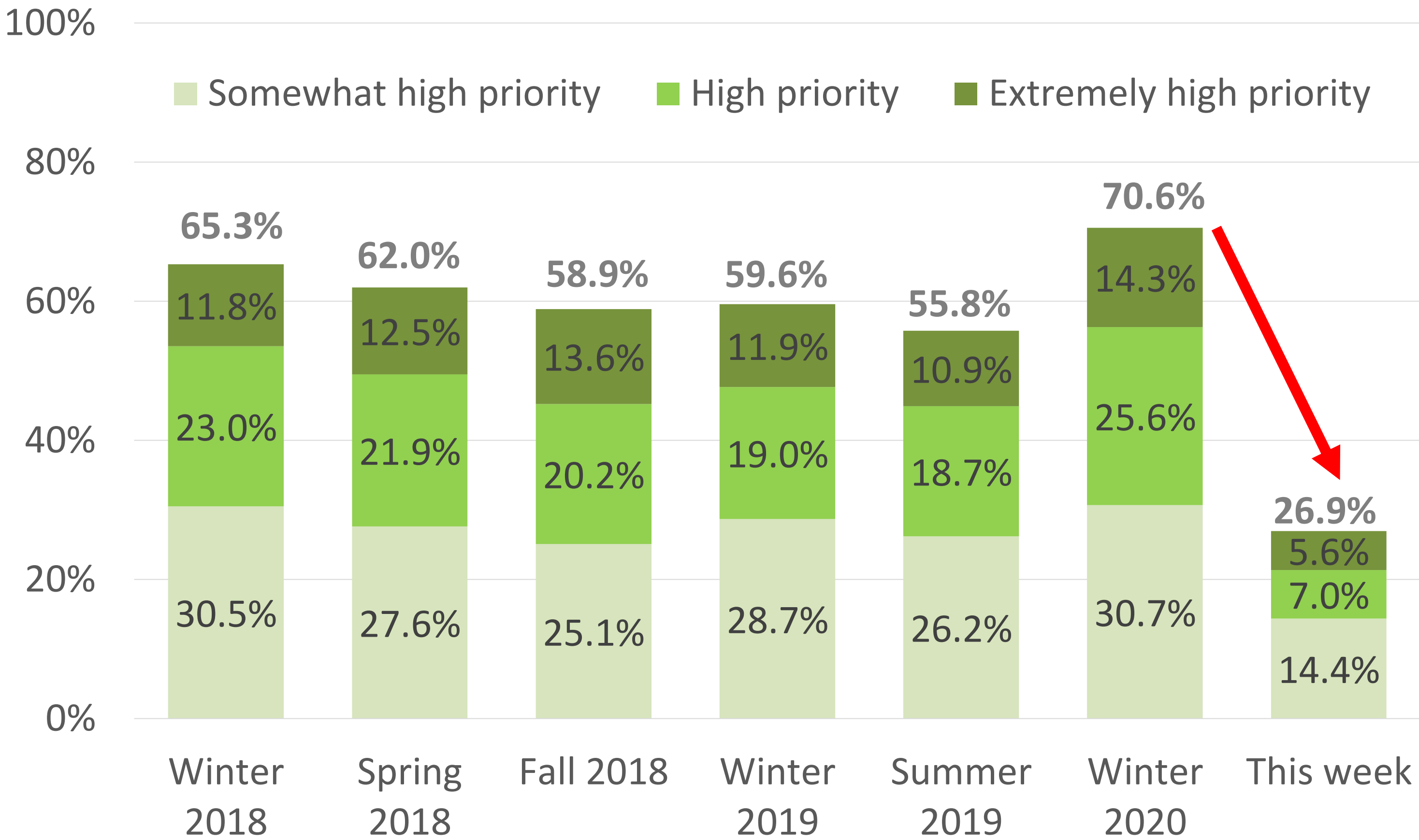
Question added in Wave 11



Historical Perspective: Leisure Travel as a Budget Priority

Question: Thinking carefully about how you expect to spend your income in the NEXT 12 MONTHS, please use the scale below to describe your spending priorities in next year.

*(Base: All respondents, 1,223 completed surveys. Data collected May 22-24, 2020)
Source for historical data, The State of the American Traveler, Destination Analysts, Inc.*

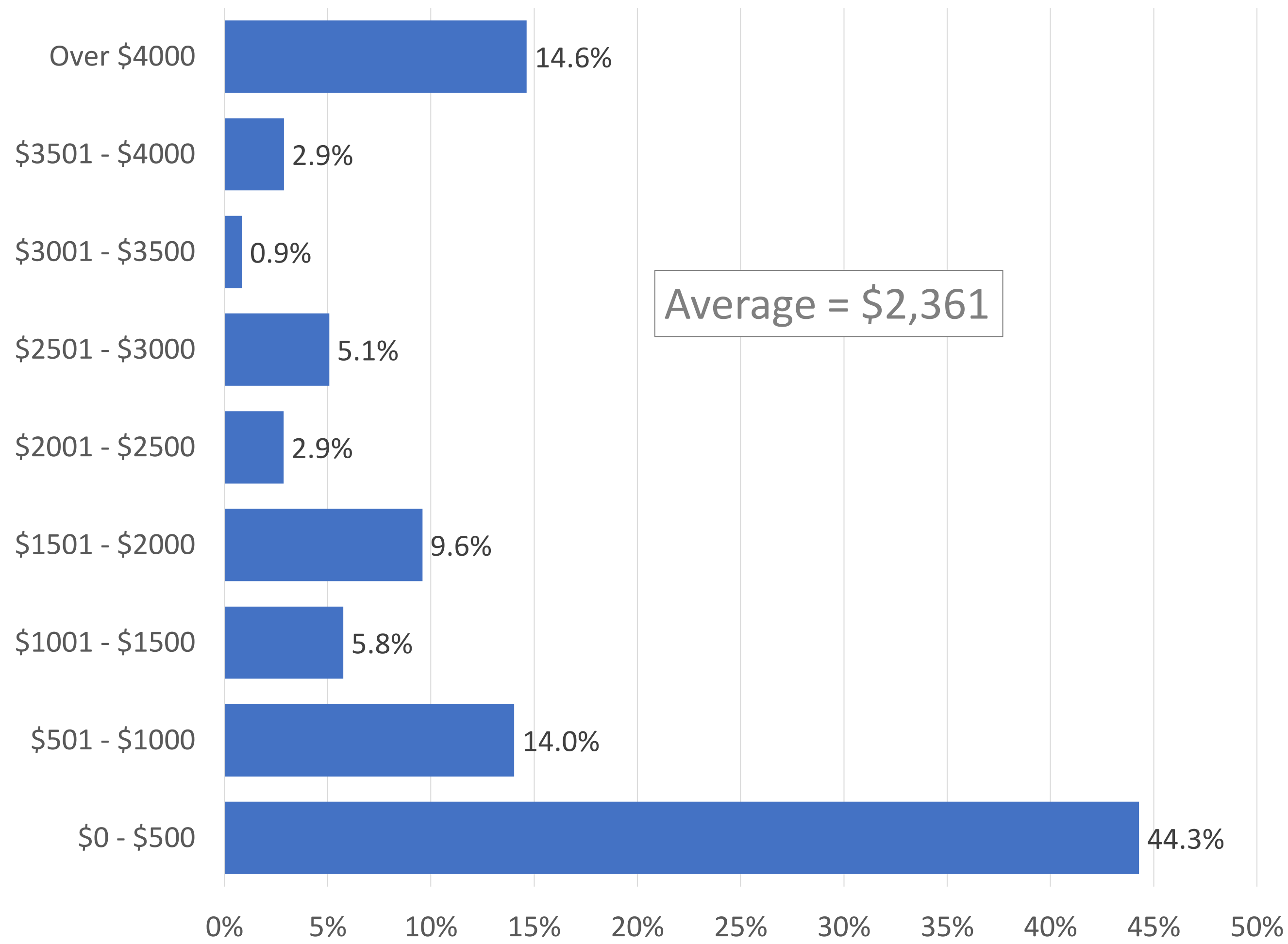


Expected Leisure Travel Spending (Next 12 Months)

Question: How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT TWELVE (12) MONTHS?

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

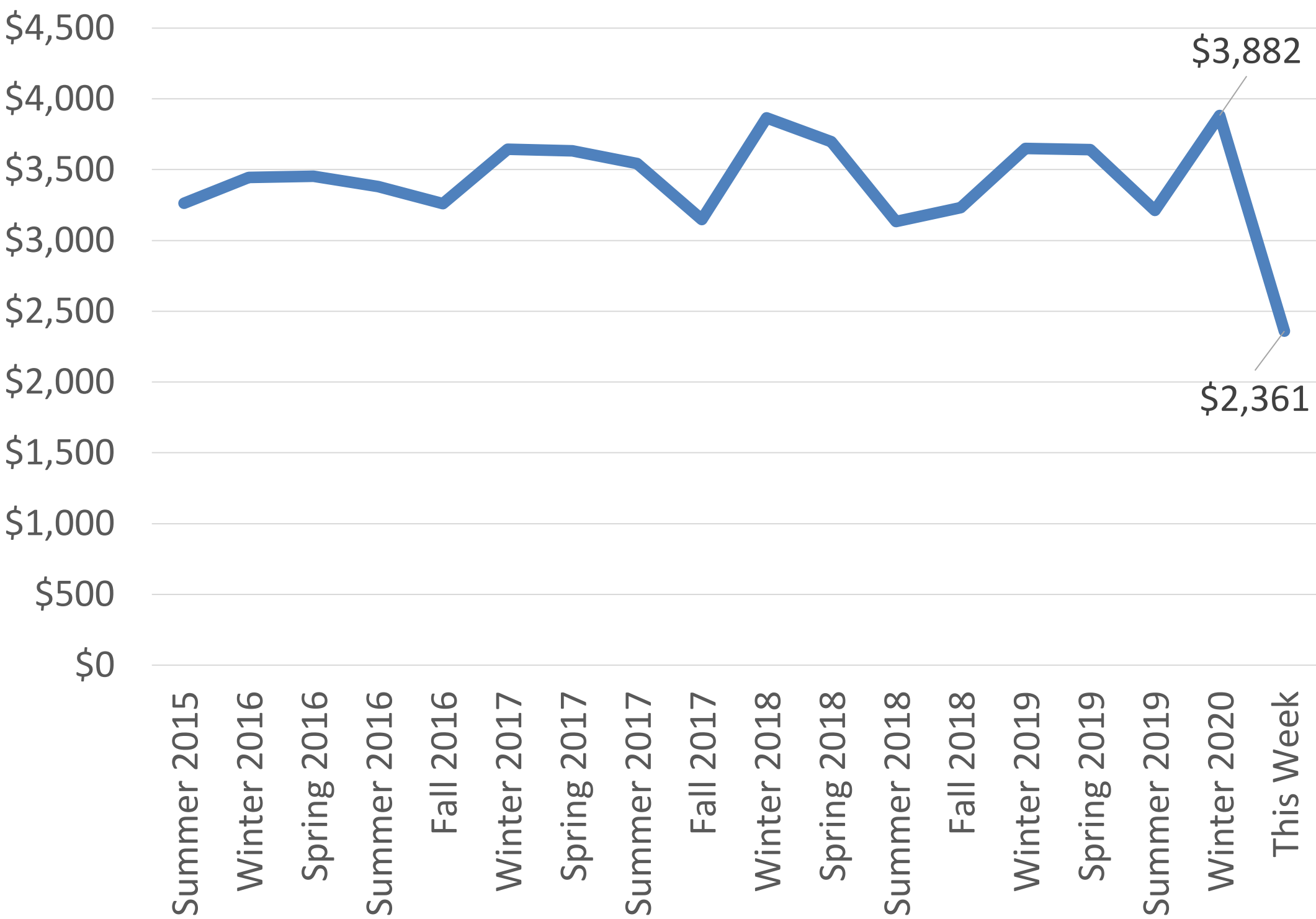
Question added in Wave 11



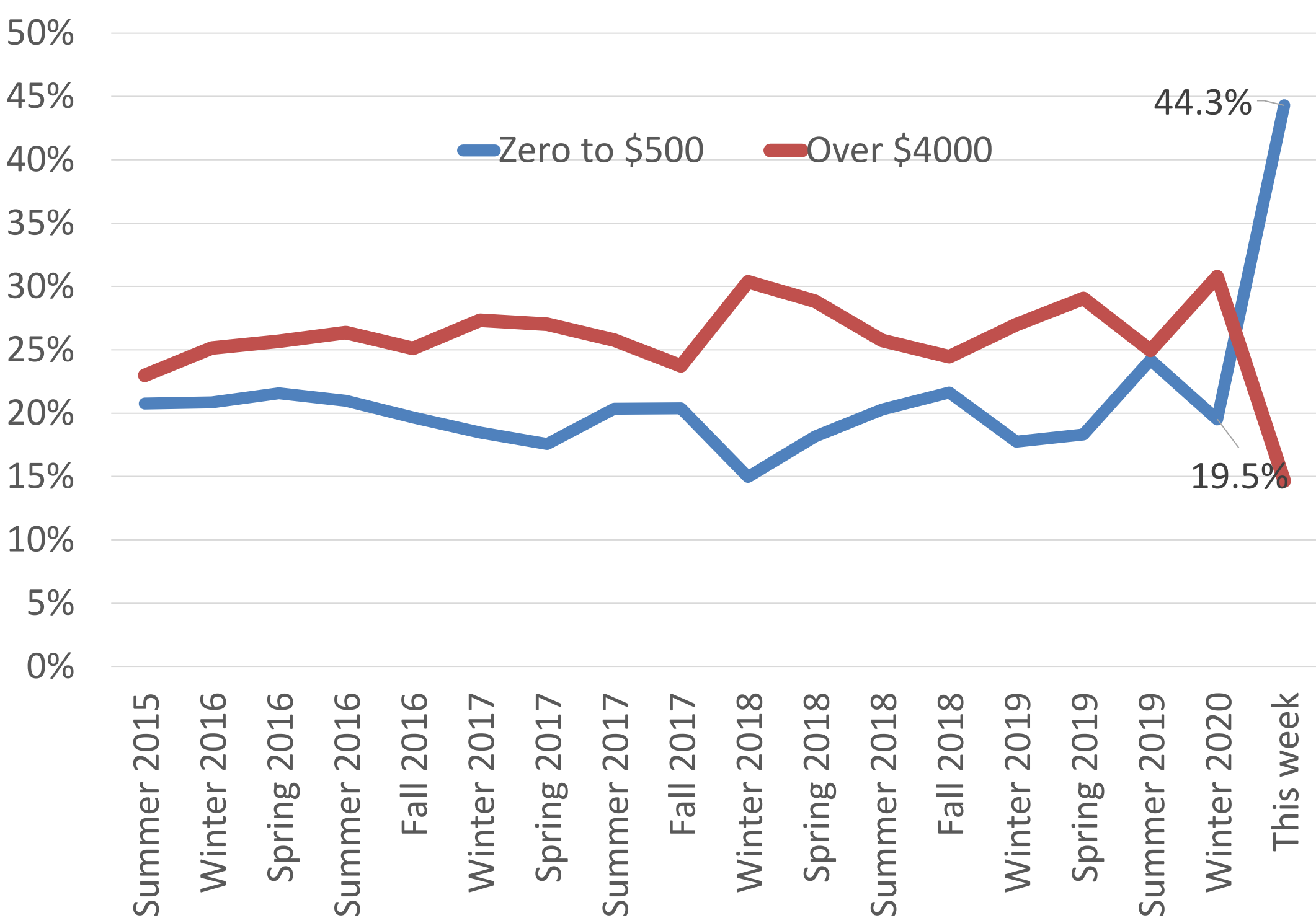
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Question: How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT TWELVE (12) MONTHS?

Average Expected Spending

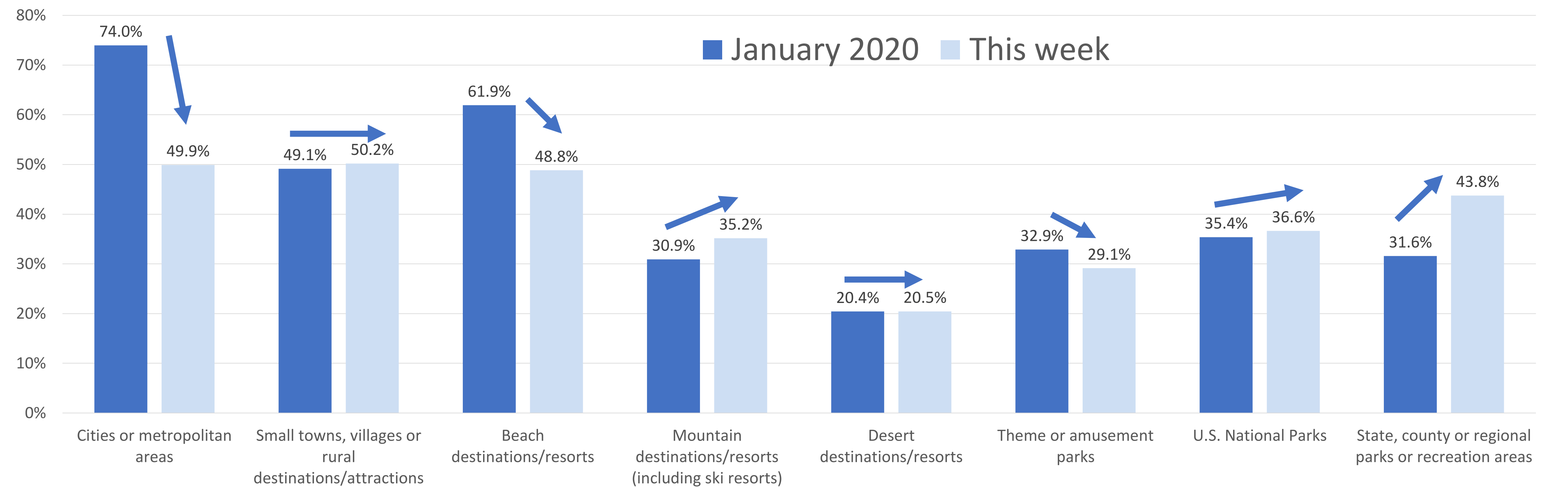


% in the Highest/Lowest Spending Categories



Leisure Travel by Destination Type (Intent to Visit, Next 12 Months)

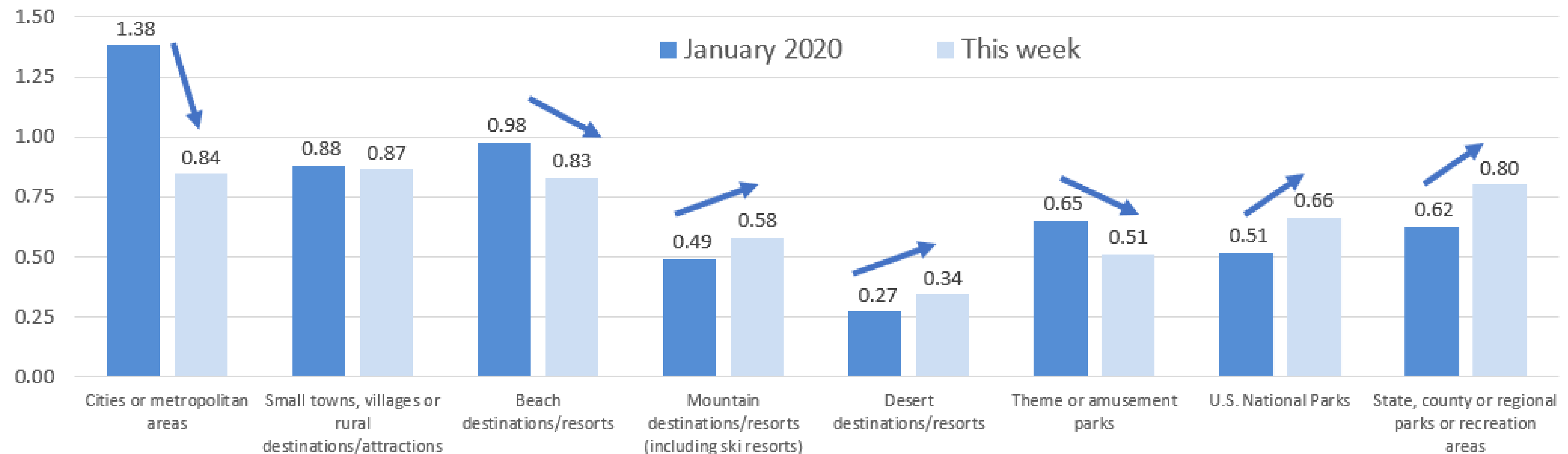
Question: In the next 12 months, HOW MANY TRIPS will you take that will include each of the following types of leisure destinations?



(Base: All respondents, 1,223 completed surveys. Data collected May 22-24, 2020) Source for historical data, The State of the American Traveler, Destination Analysts, Inc.

Leisure Travel by Destination Type (Expected # of Trips 12 Months)

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



Average Number of Trips (All Respondents)

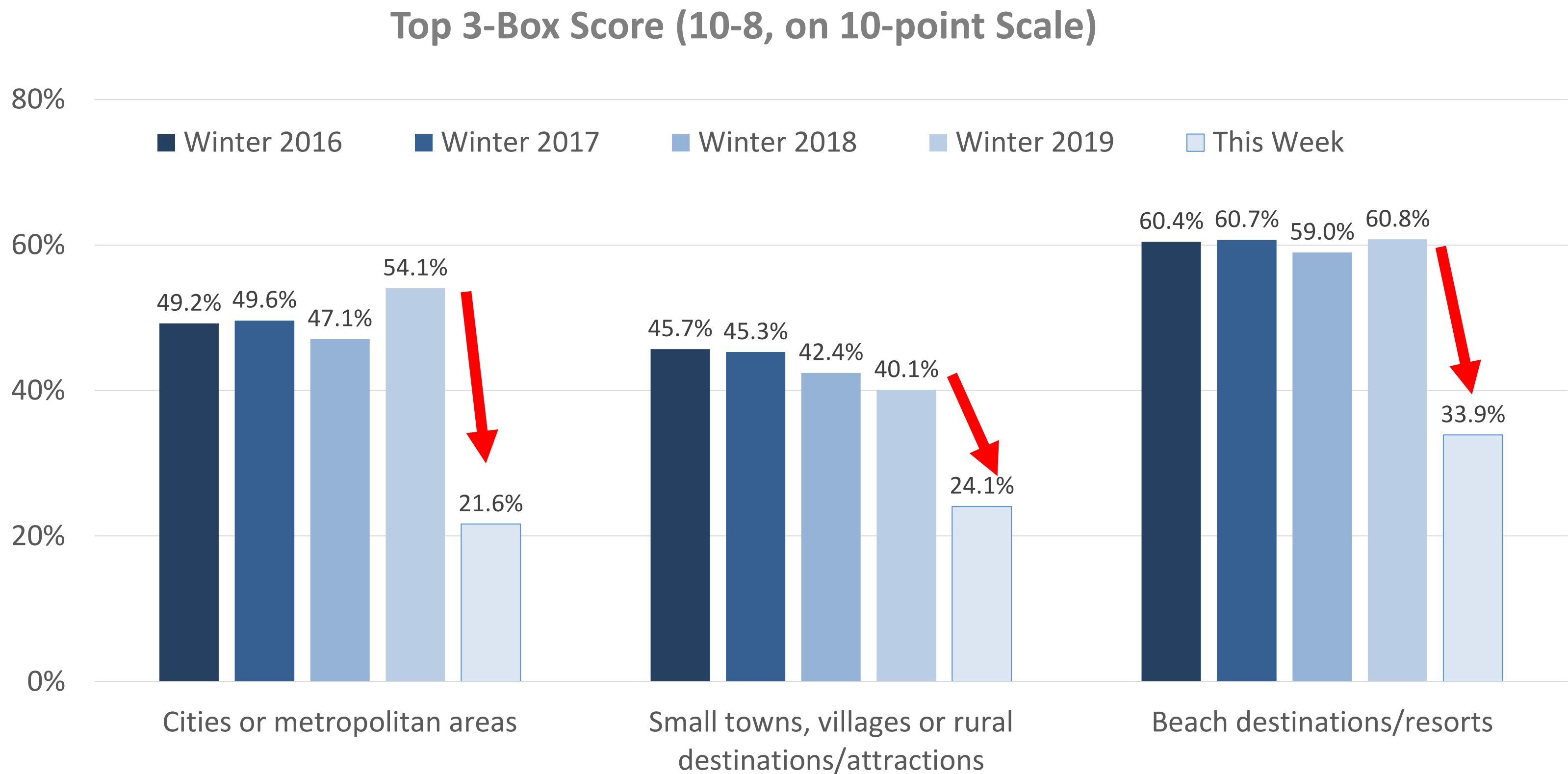


Will the pandemic suck all the fun out of travel?

Excitement for Each Destination Type (Top 3-Box Score)

Question: Thinking carefully about the destinations you are MOST EXCITED TO VISIT IN THE NEXT TWELVE (12) MONTHS for leisure reasons.

Use the 10-point scale where 10 = "Very excited" and 1 = "Not at all excited" to state how generally excited you are to visit each in the upcoming year?

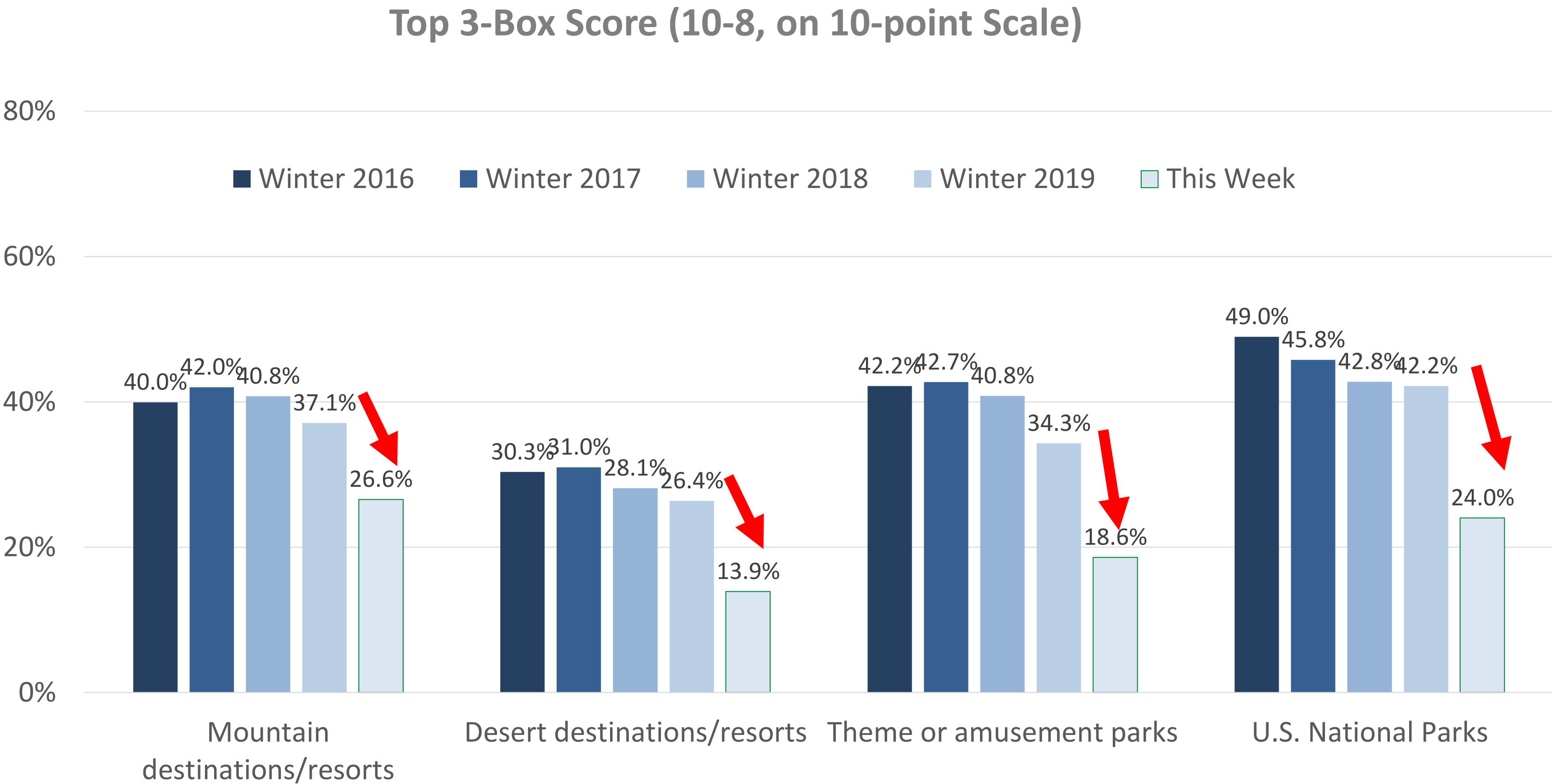


(Base: All respondents, 1,223 completed surveys. Data collected May 22-24, 2020) Source for historical data, The State of the American Traveler, Destination Analysts, Inc.

Excitement for Each Destination Type (Top 3-Box Score)

Question: Thinking carefully about the destinations you are **MOST EXCITED TO VISIT IN THE NEXT TWELVE (12) MONTHS** for leisure reasons.

Use the 10-point scale where 10 = "Very excited" and 1 = "Not at all excited" to state how generally excited you are to visit each in the upcoming year?



General Interest in Travel Experiences (Top 2-Box Score)

Question: In general how interested are you in taking LEISURE TRIPS which would include the following:

Top 2-Box Score (Interested or Very interested)	January 2020	This Week	% CHNG
Visit State, local or regional parks	48.7%	45.2%	-7.2%
Outdoor activities (winter)	25.1%	23.1%	-8.1%
Take Road Trips	57.4%	50.5%	-12.1%
Small towns, villages or rural destinations/attractions	47.4%	40.6%	-14.4%
Visits to mountain destinations/resorts (including ski resorts)	40.6%	34.1%	-16.0%
Visit U.S. National Parks	57.0%	46.7%	-18.1%
Cuisine and food experiences	58.3%	47.4%	-18.6%
Enjoying scenic beauty	76.1%	61.7%	-19.0%
Theme or amusement parks	38.3%	30.1%	-21.5%
Outdoor activities (warm weather)	68.7%	53.4%	-22.3%
Visits to beach destinations or resorts	66.2%	51.0%	-23.0%
Attend Festivals and Special Events	43.4%	33.2%	-23.5%
Visiting historical attractions	62.2%	46.5%	-25.2%
Arts & culture	47.8%	31.7%	-33.7%
Visits to desert destinations or resorts	36.8%	23.8%	-35.3%
Big city experiences	53.8%	34.3%	-36.3%
Visits to foreign countries	58.0%	30.4%	-47.6%

(Base: All respondents, 1,223 completed surveys. Data collected May 22-24, 2020) Source for historical data, The State of the American Traveler, Destination Analysts, Inc.

Question: What is the first
U.S. destination that comes
to mind when thinking
about places you would
like to visit in the next 12
months?



Excitement for Each Destination Type (Top 3-Box Score)

Question: On the last page you said you would like to visit <<DESTINATION NAME>> in the next year.

Which of the following are reasons you want to visit <<DESTINATION NAME>> this year?

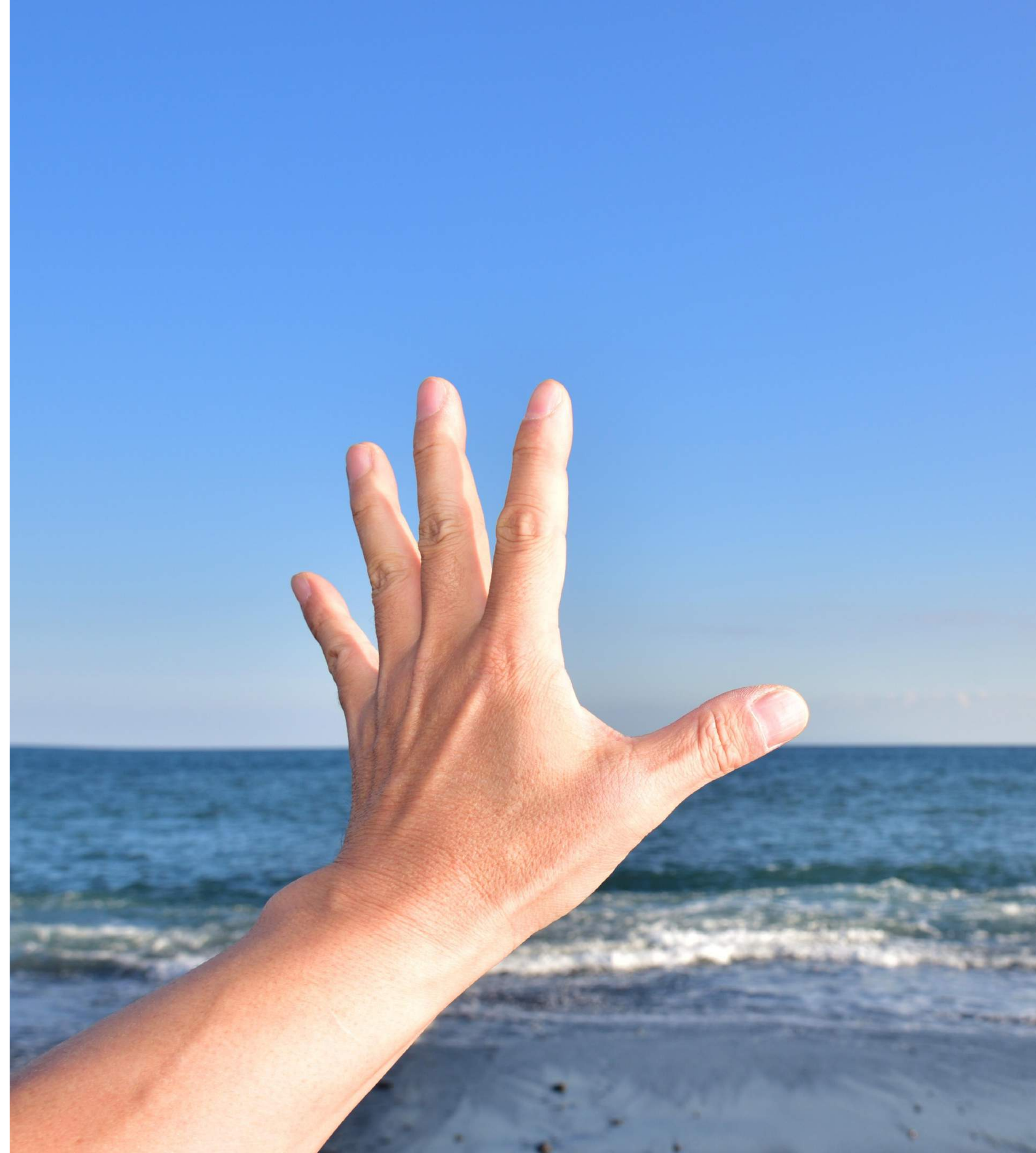
	January 2020	This Week	% CHNG
Beaches or water sports	19.5%	22.7%	16.4%
Friends or family are there	28.0%	30.4%	8.5%
Connecting with nature	20.4%	18.2%	-10.6%
Shopping	15.8%	13.7%	-12.8%
Music scene	8.8%	7.3%	-16.8%
Theme or amusement park	12.9%	9.7%	-25.1%
Adventure	22.0%	16.0%	-27.2%
It's mysterious or exotic	7.8%	5.5%	-29.2%
Special event, sporting event or festival	12.8%	8.8%	-31.2%
Winter fun (skiing, snowboarding etc.)	4.9%	3.3%	-31.8%
Bucket list destination	14.7%	9.7%	-34.2%
History	19.4%	12.7%	-34.3%
Visited before and want to return	40.1%	25.7%	-35.8%
Food & cuisine	32.3%	20.5%	-36.4%
Arts & culture	17.3%	10.3%	-40.6%
Nightlife	15.5%	9.2%	-41.0%
General atmosphere	36.6%	21.4%	-41.4%
Word of mouth	8.9%	4.9%	-44.9%
Romance	12.2%	6.7%	-45.0%

Only two reasons increased between January to this week.

(Base: All respondents, 1,223 completed surveys. Data collected May 22-24, 2020) Source for historical data, The State of the American Traveler, Destination Analysts, Inc.

KEY TAKEAWAYS

- **The pandemic has dropped a bomb into American travel aspirations, far exceeding the damage done to traveler sentiment during the Great Recession.**
- **Travelers expect to spend far less this year on leisure travel and have demoted travel significantly in their budget priorities**
- **In terms of traveler priorities, mountain, desert and park-oriented destinations have increased in how they are valued**
- **The pandemic appears to be sucking the joy out of travel, with Americans exhibiting depressed levels of excitement and interest**

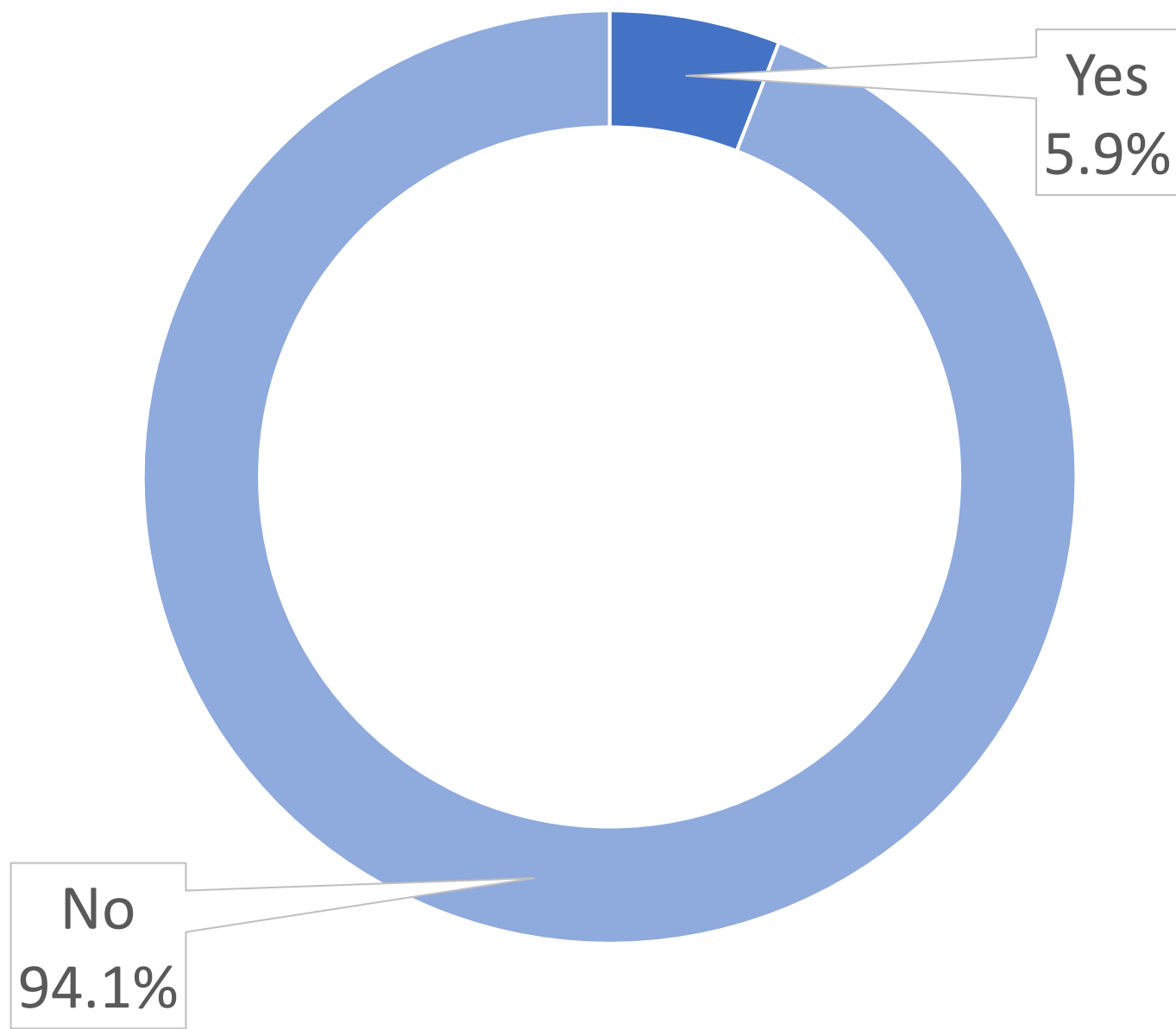


A world map with a dark gray background. The landmasses are shown in a lighter gray. Overlaid on the map are numerous red circles of varying sizes. The circles are most densely packed and largest in East Asia, Europe, and North America, indicating a higher impact or prevalence in these regions. Smaller circles are scattered across South America, Africa, and Australia. The circles vary in opacity, with some appearing as solid red and others as semi-transparent, creating a layered effect.

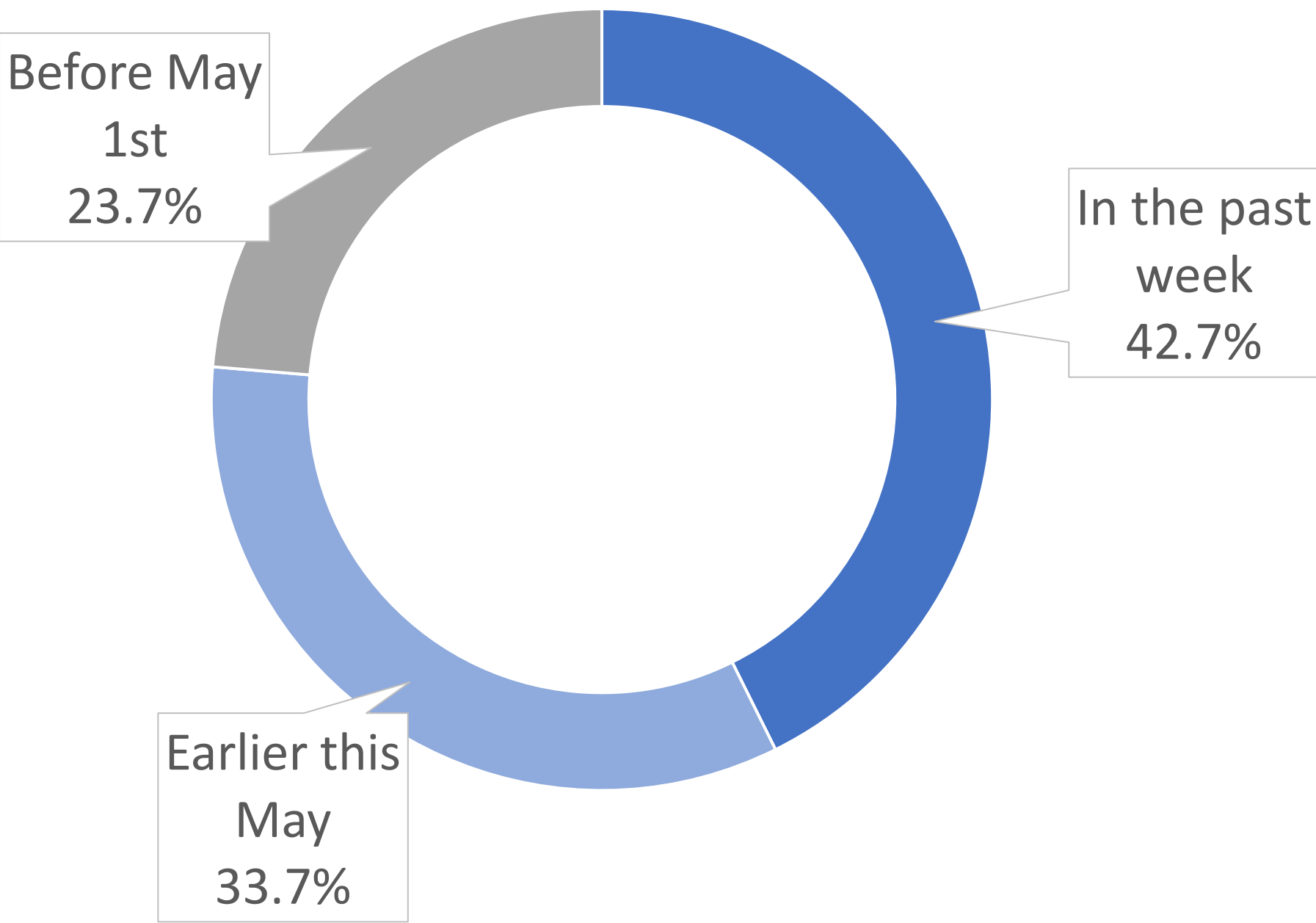
The Pandemic's Current Impact on Travel Behaviors



Memorial Day Travel



Question: Are you taking a trip the Memorial Day weekend?



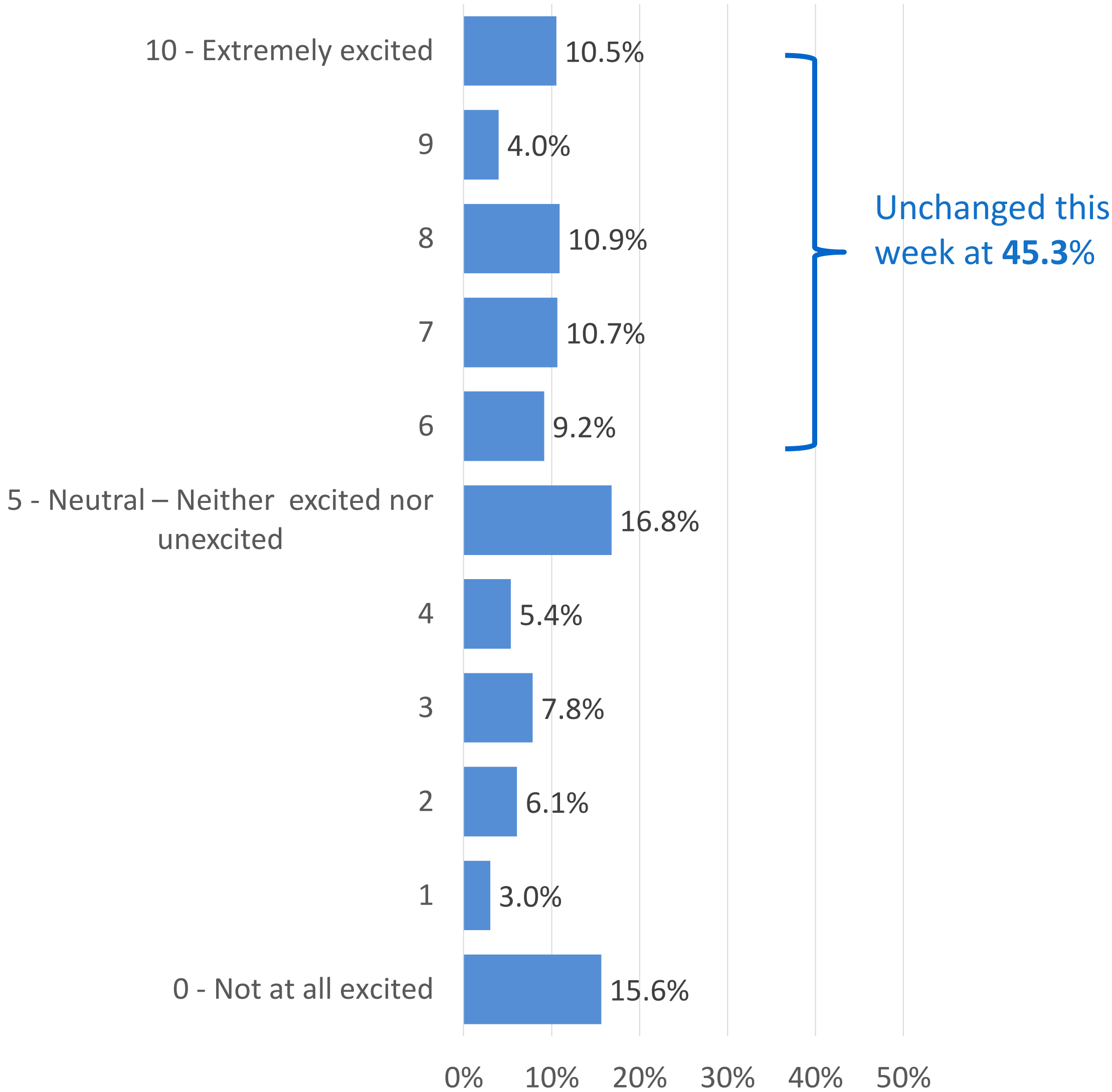
Question: When did you decide to take this trip?

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, 1,223 completed surveys.
Data collected May 22-24, 2020)

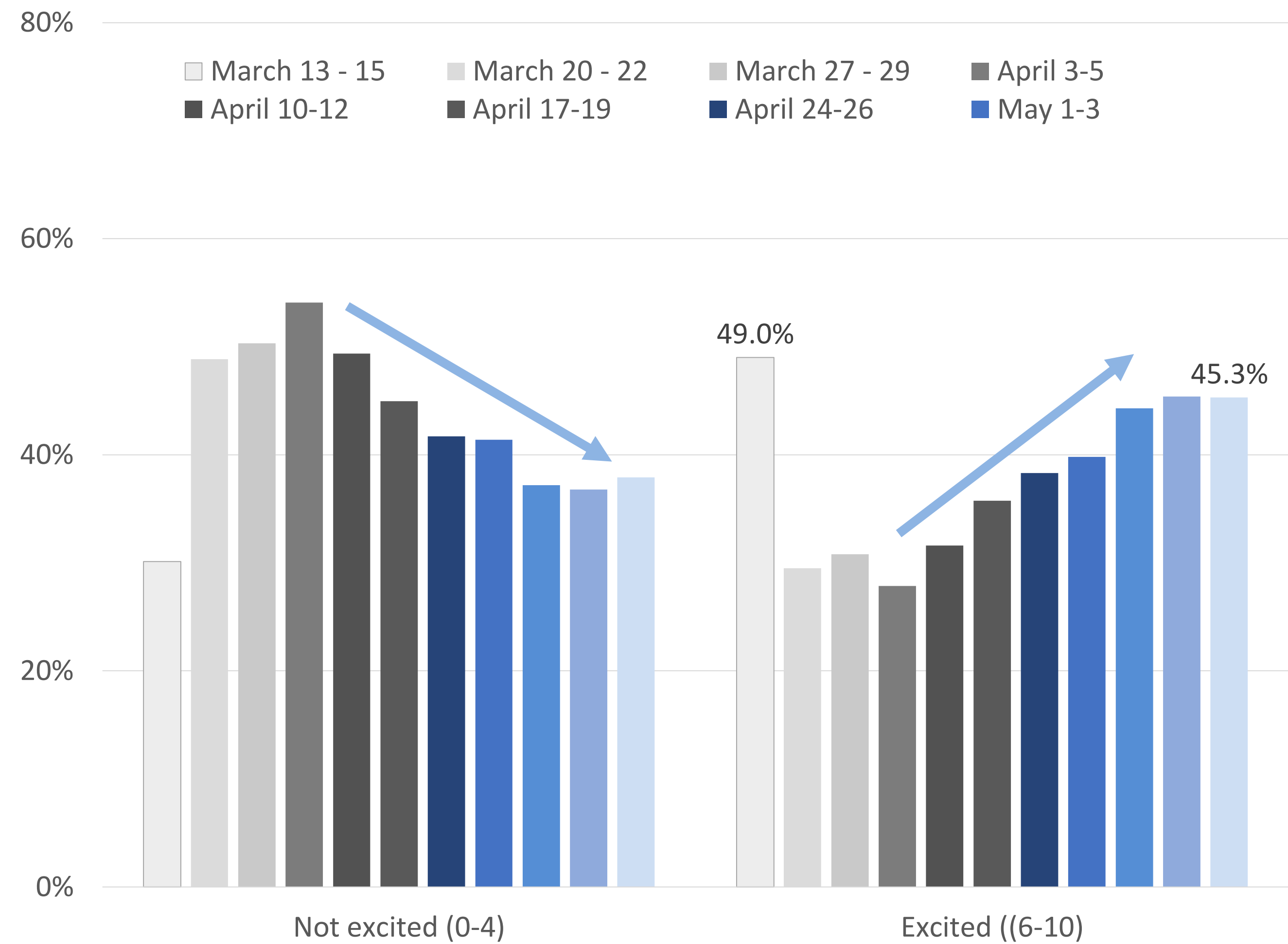


Excitement to Travel Now (Excited vs. Not Excited)

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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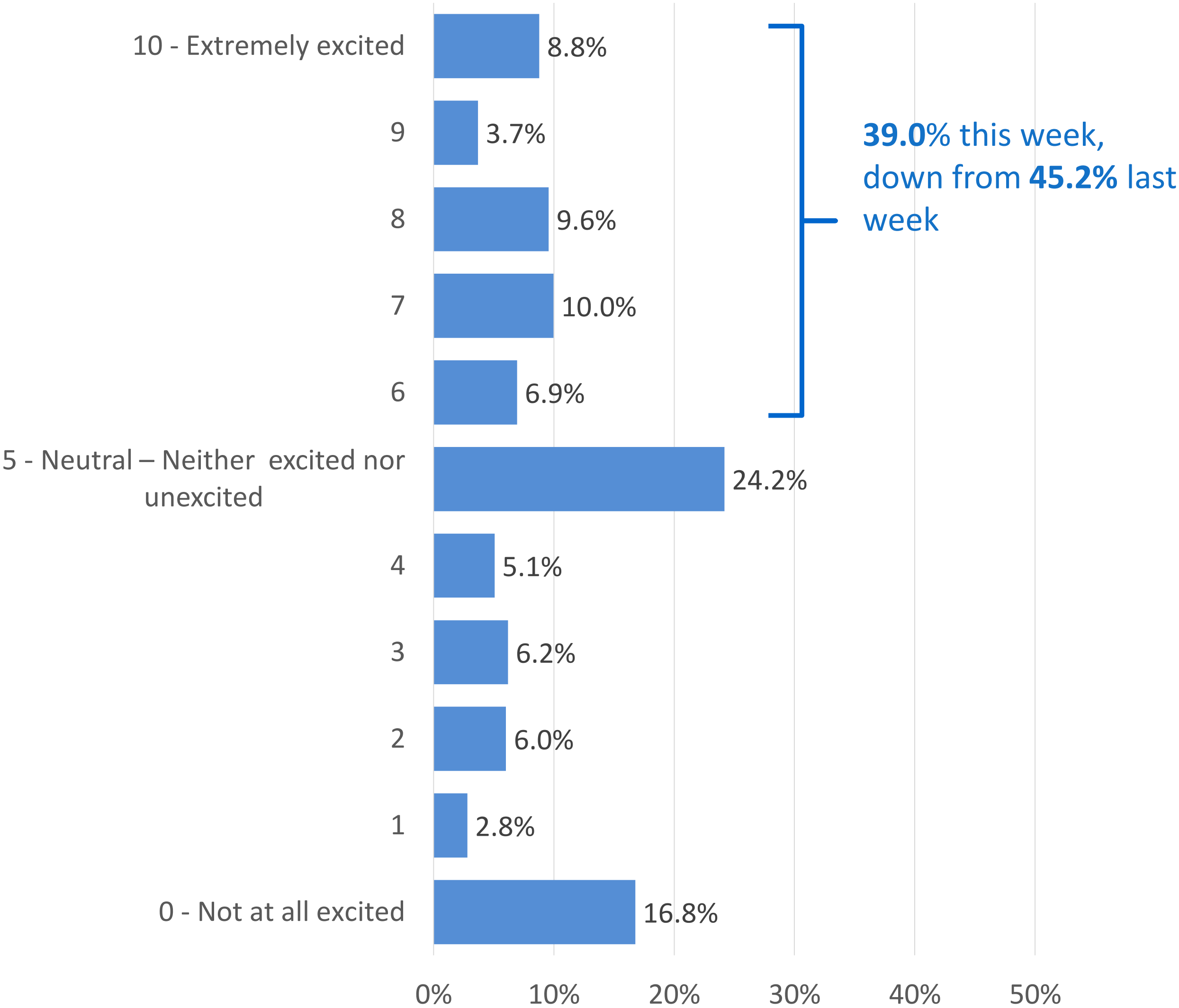
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Openness to Travel Information

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

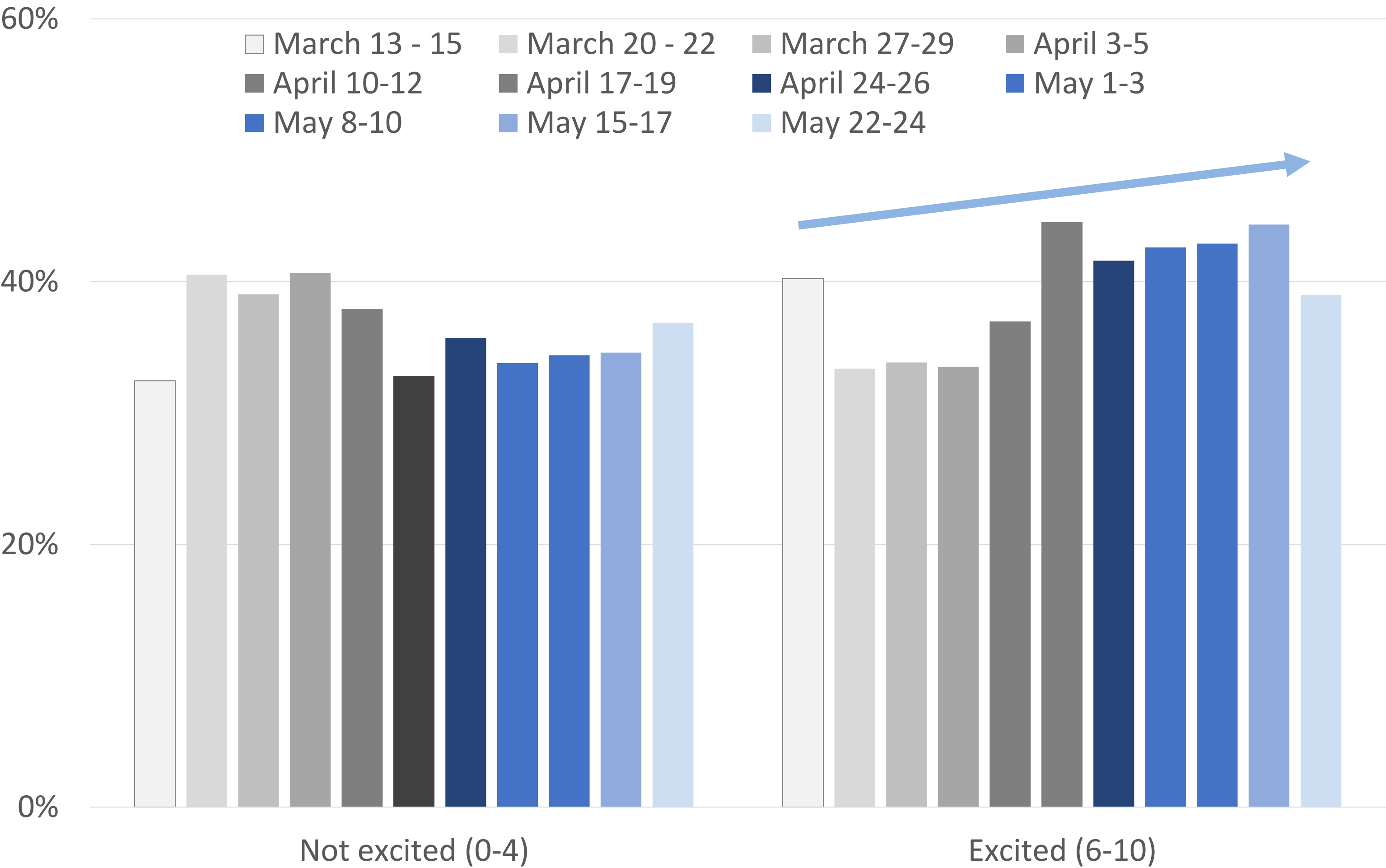
*(Base: All respondents, 1,223 completed surveys.
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Openness to Travel Information (Excited vs. Not Excited)

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

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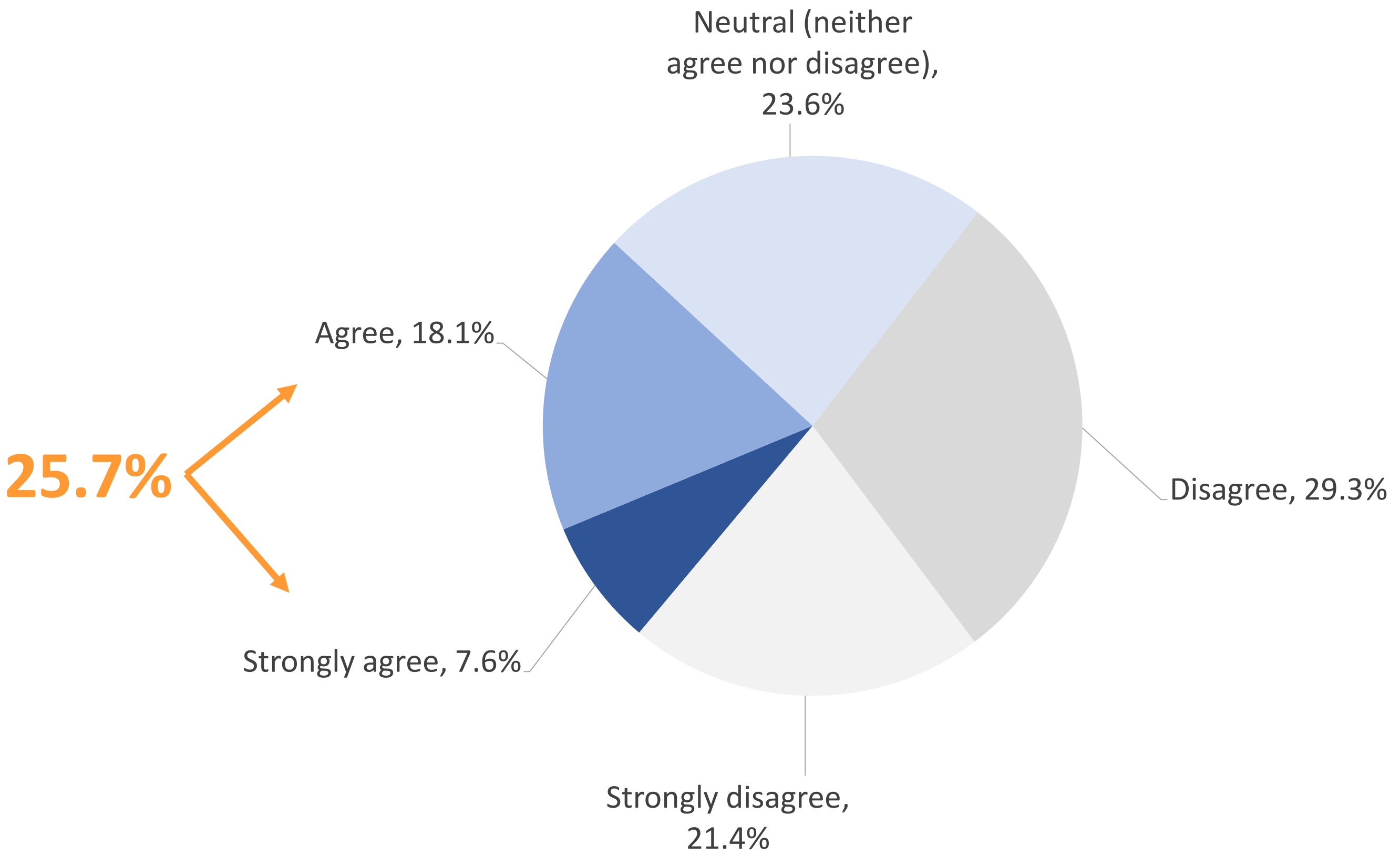
Expectations for Fall Travel Season

How much do you agree with the following statement?

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

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

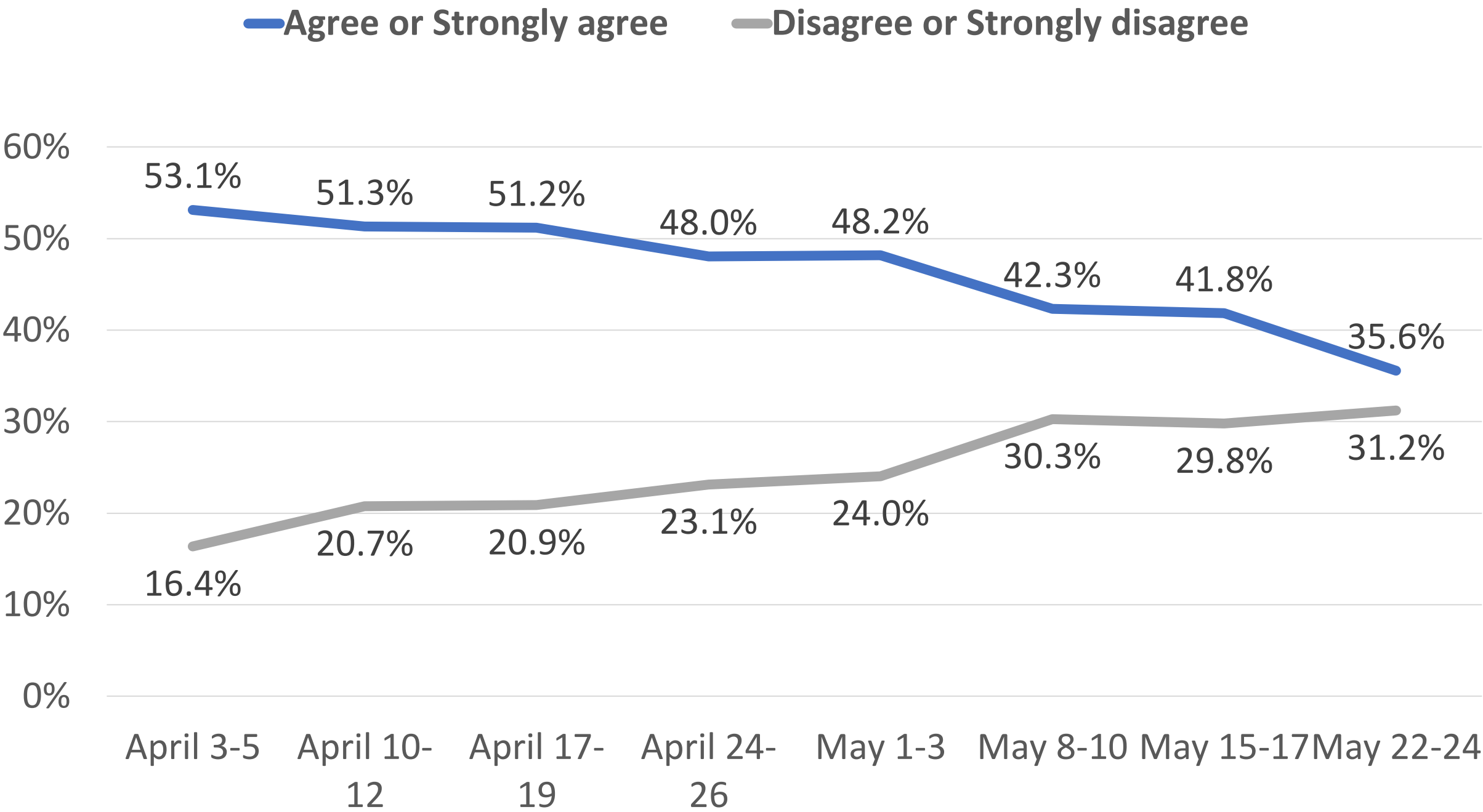
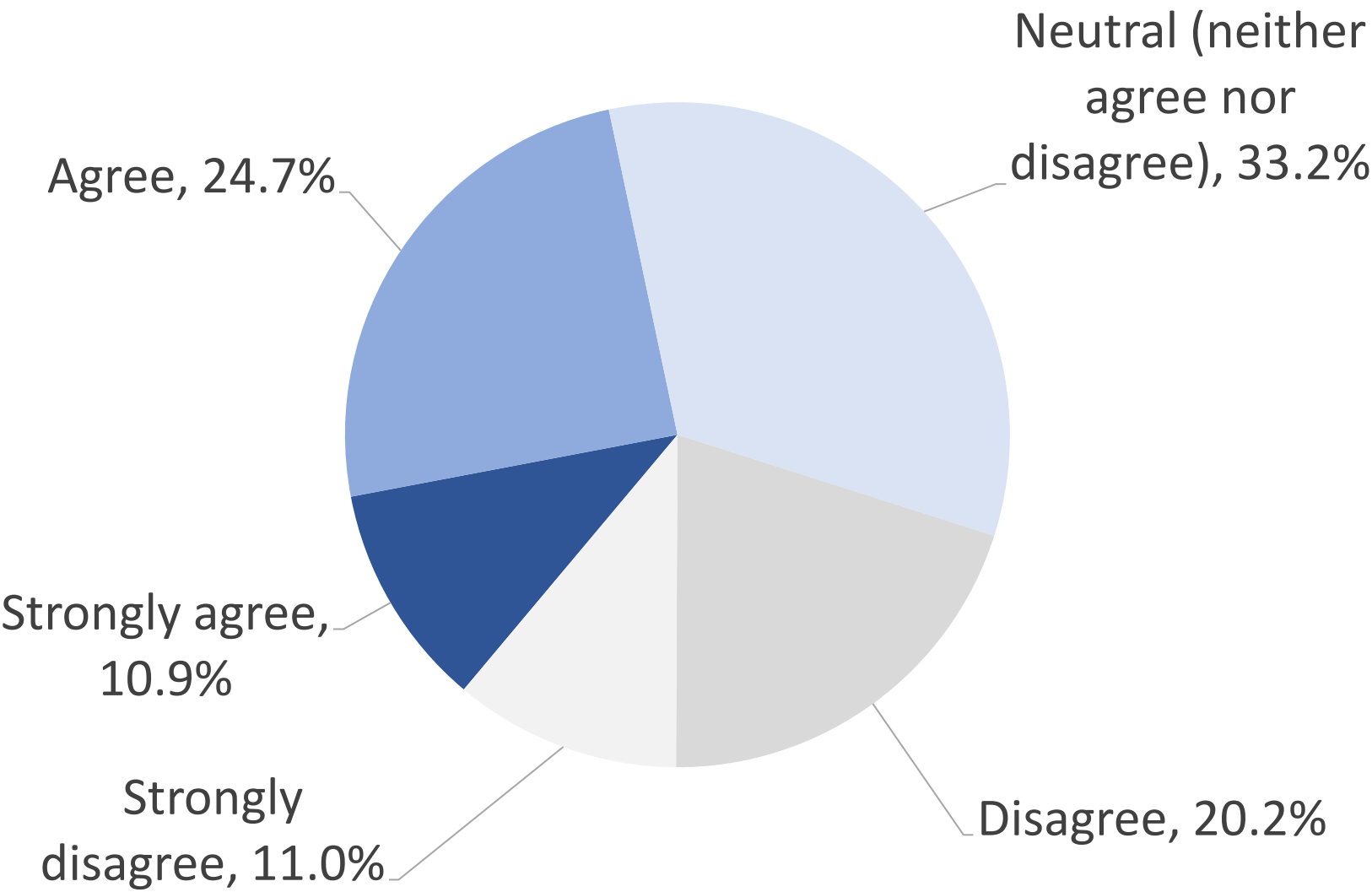
Question Added in Wave 11



Expectations for Traveling in the Fall

How much do you agree with the following statement?

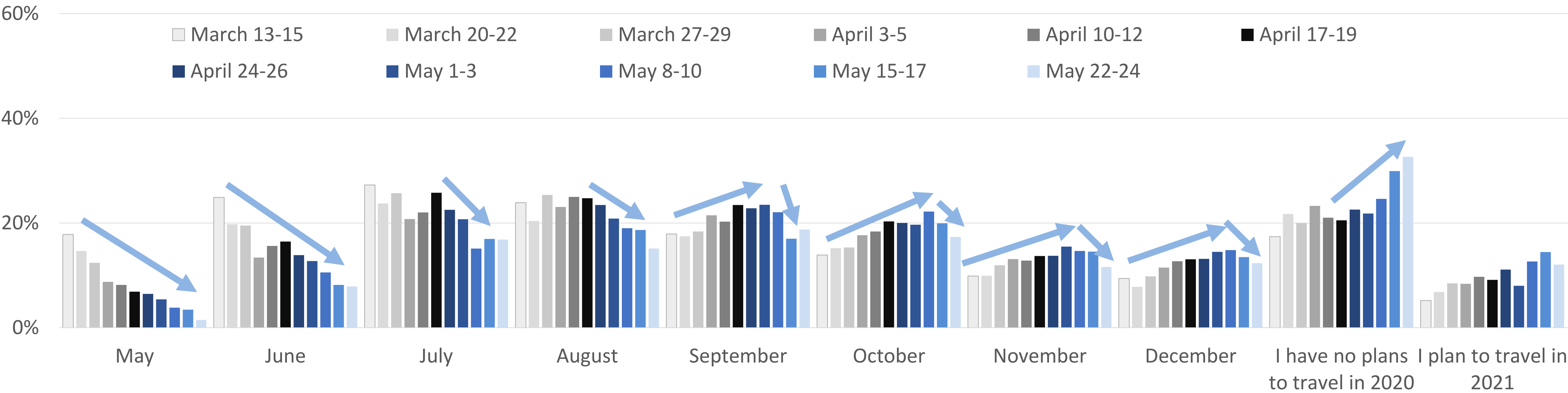
Statement: I expect that I will be traveling in the Fall of 2020.



(Base: All respondents, 1,216, 1,263, 1238 1,208, 1,204, 1,200, 1,212 and 1,223 completed surveys. Data collected April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17 and 22-24, 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?



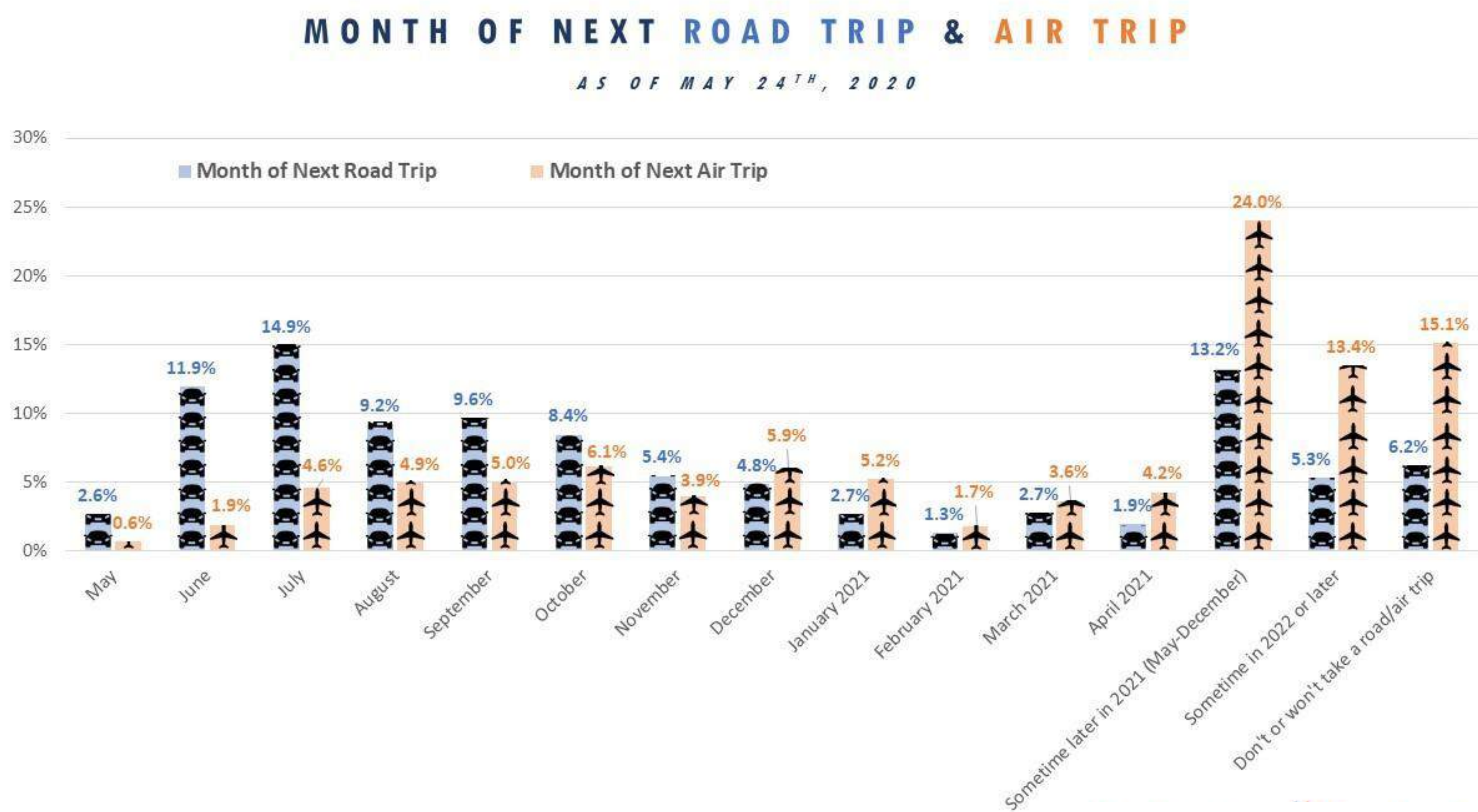
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Month of Next Road and Commercial Airline Trip

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

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

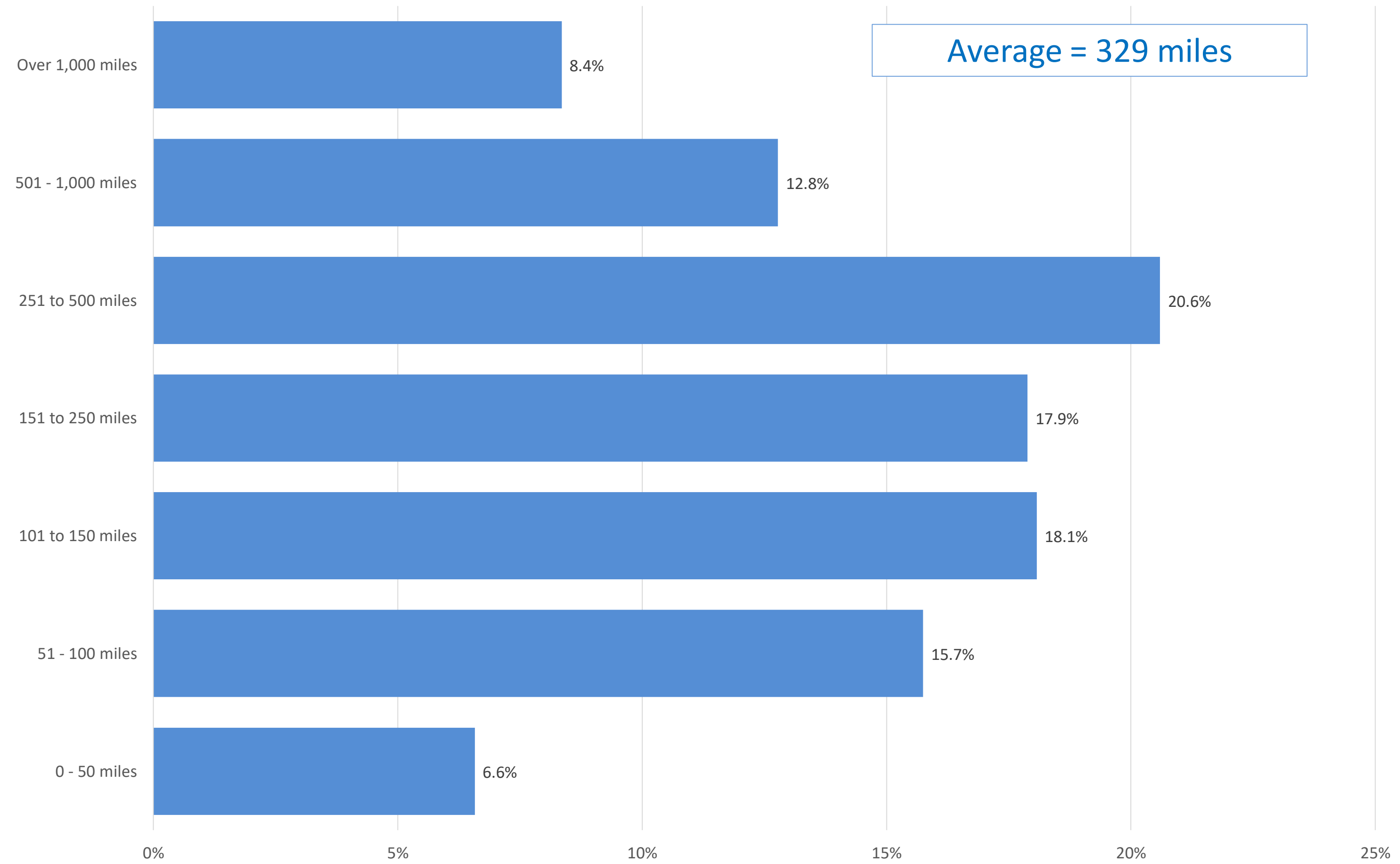
(Base: Wave 11. All respondents, 1,223 completed surveys. Data collected May 22-24, 2020)



Distance of Next Road Trip

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

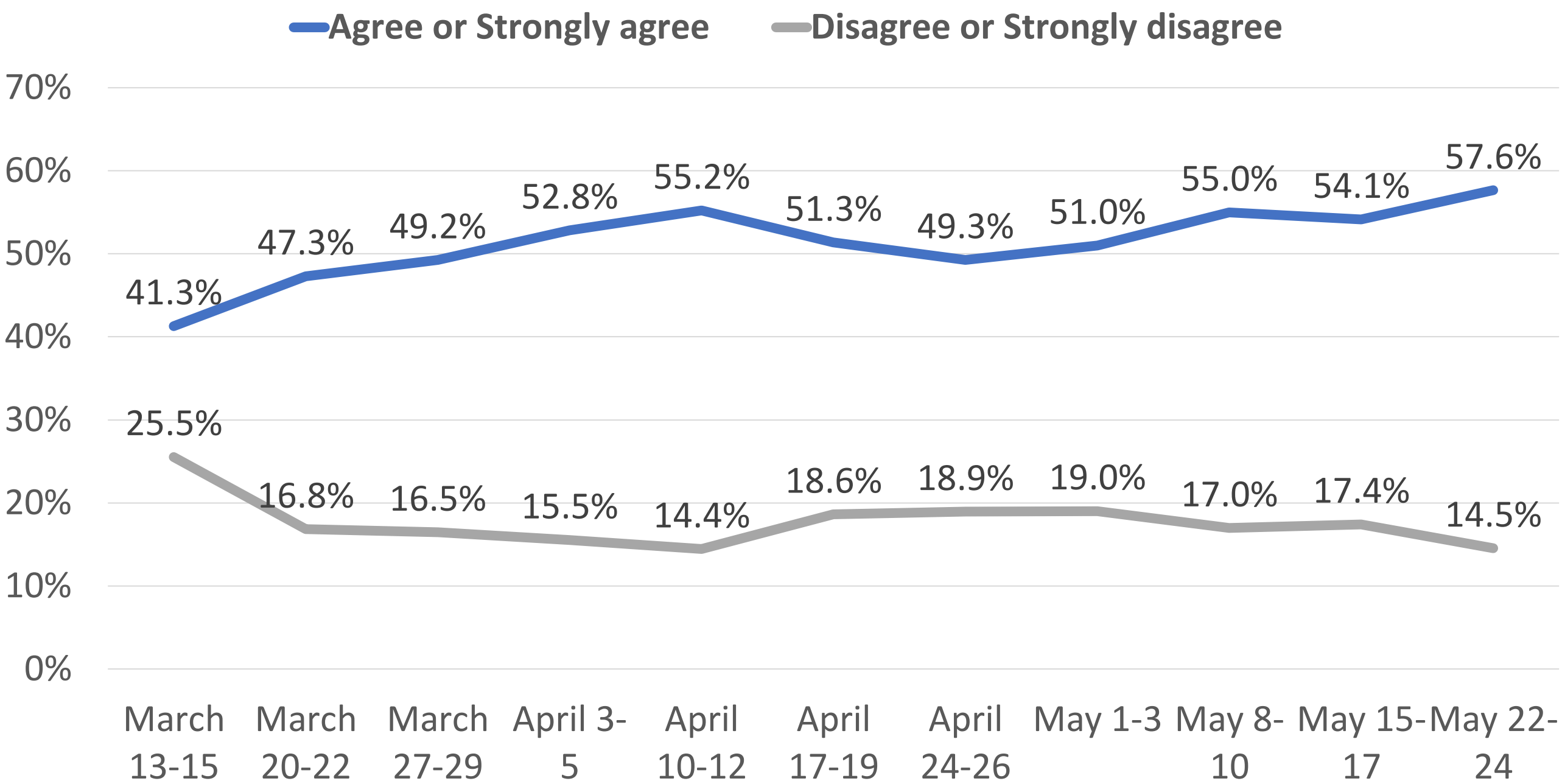
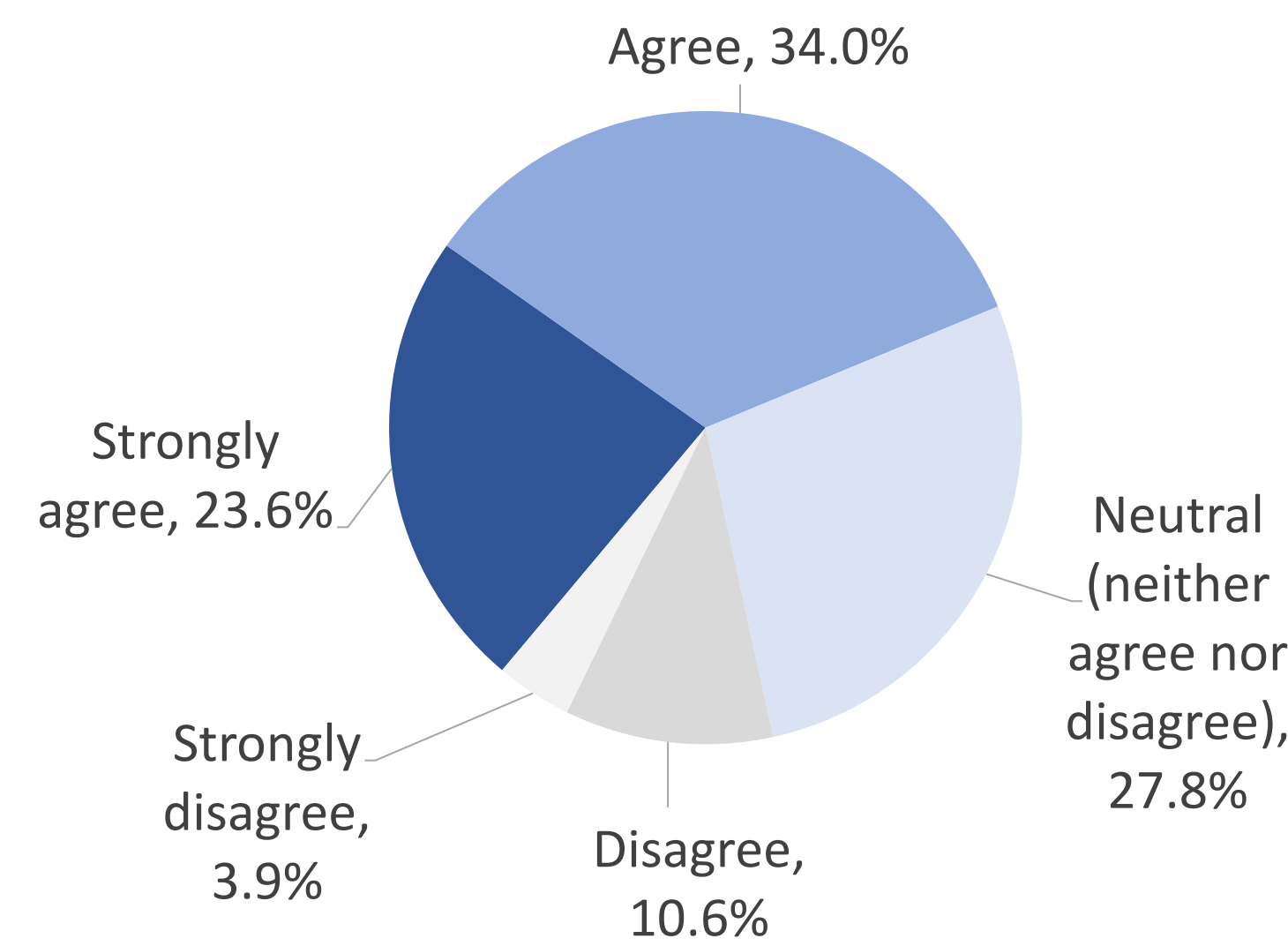
(Base: Wave 11. Respondents who said they would take a road trip, 1,146 completed surveys. Data collected May 22-24, 2020)



Staycations as a Replacement for Vacations

How much do you agree with the following statement?

Statement: Because of the coronavirus, I'll probably take a staycation(s) this summer rather than a vacation(s).

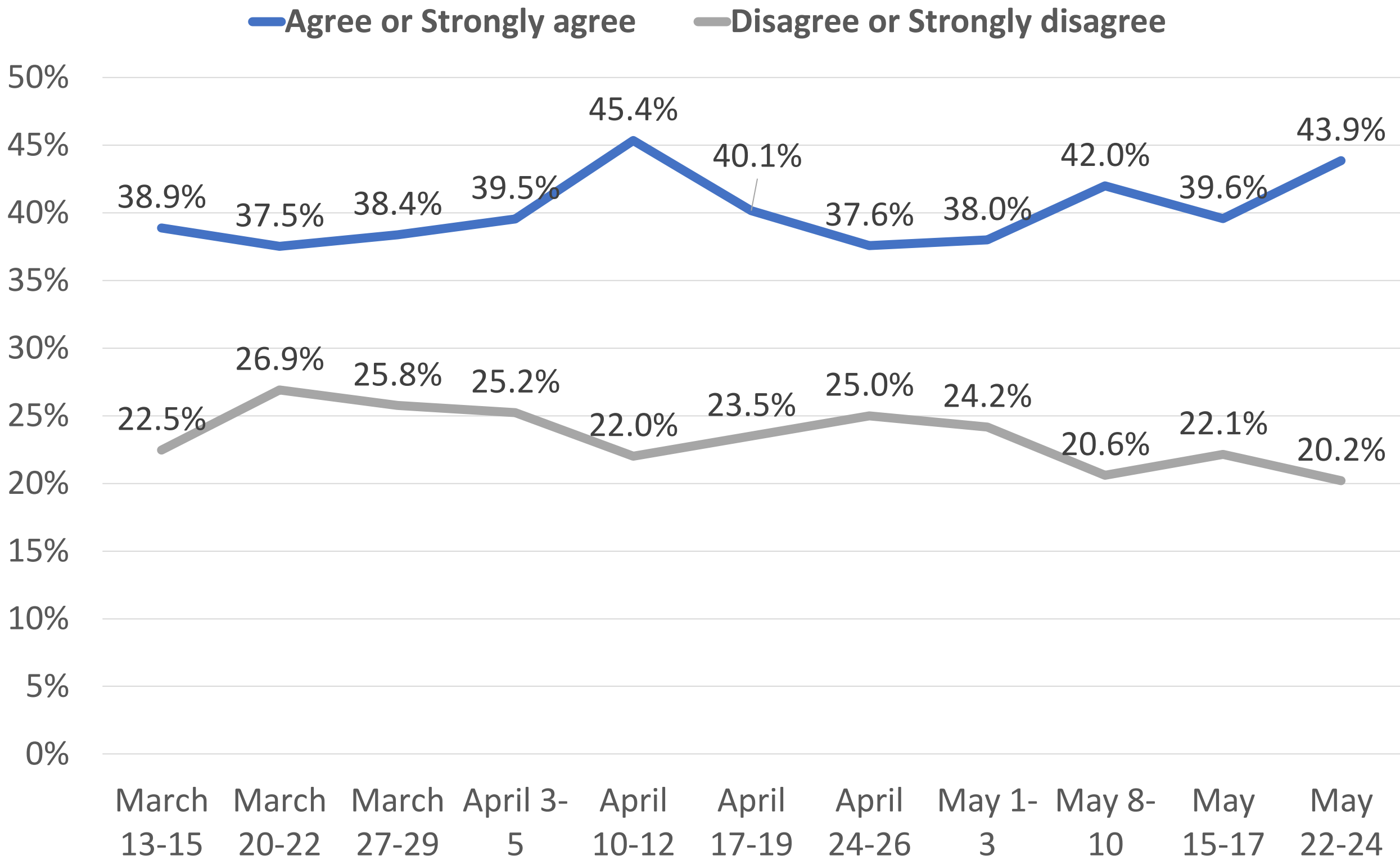
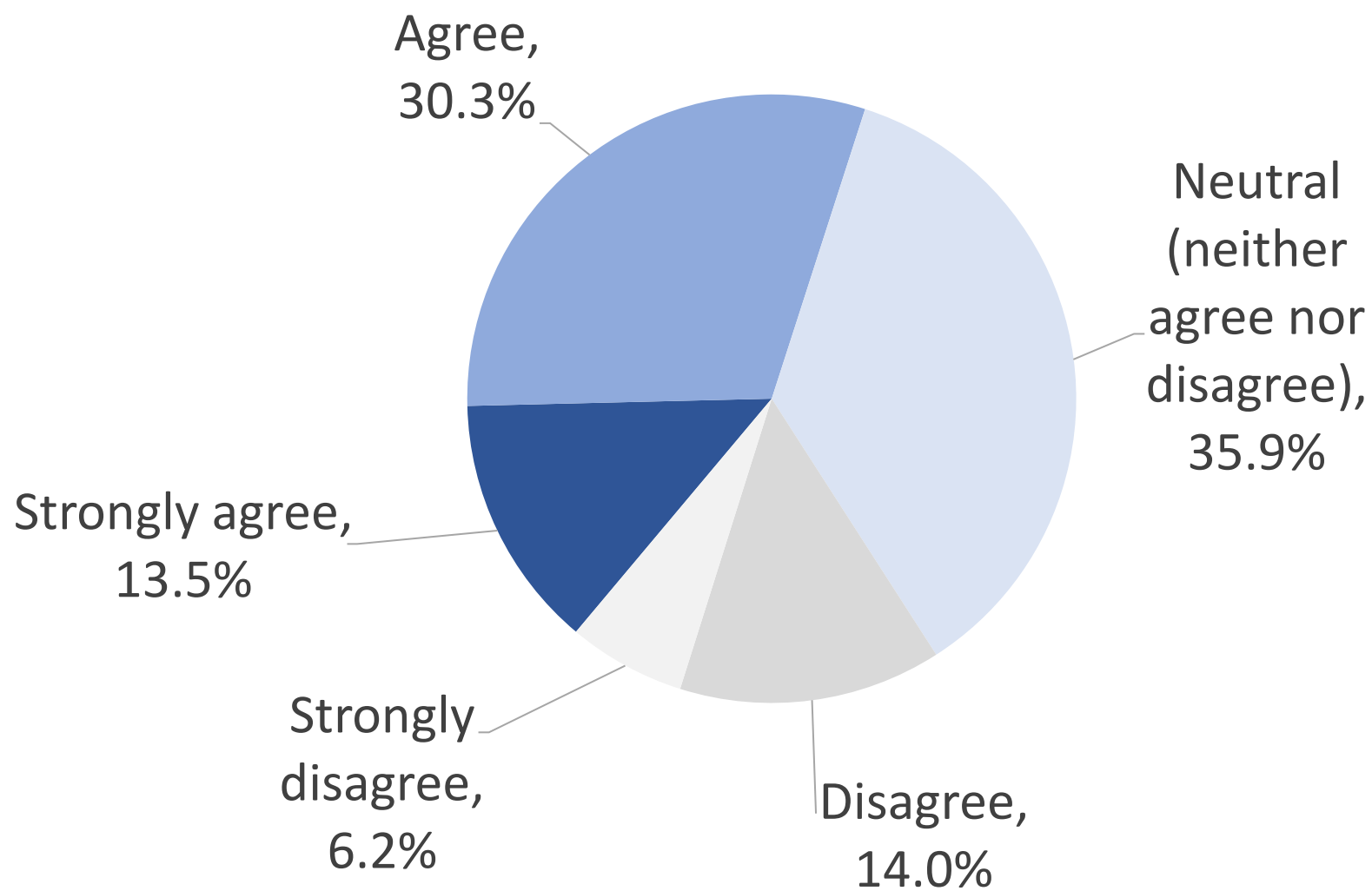


(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212 and 1,223 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17 and 22-24, 2020)

Replacing Air Travel With Road Trips

How much do you agree with the following statement?

Statement: Because of the coronavirus, I'll probably be taking more road trips this year to avoid airline travel.

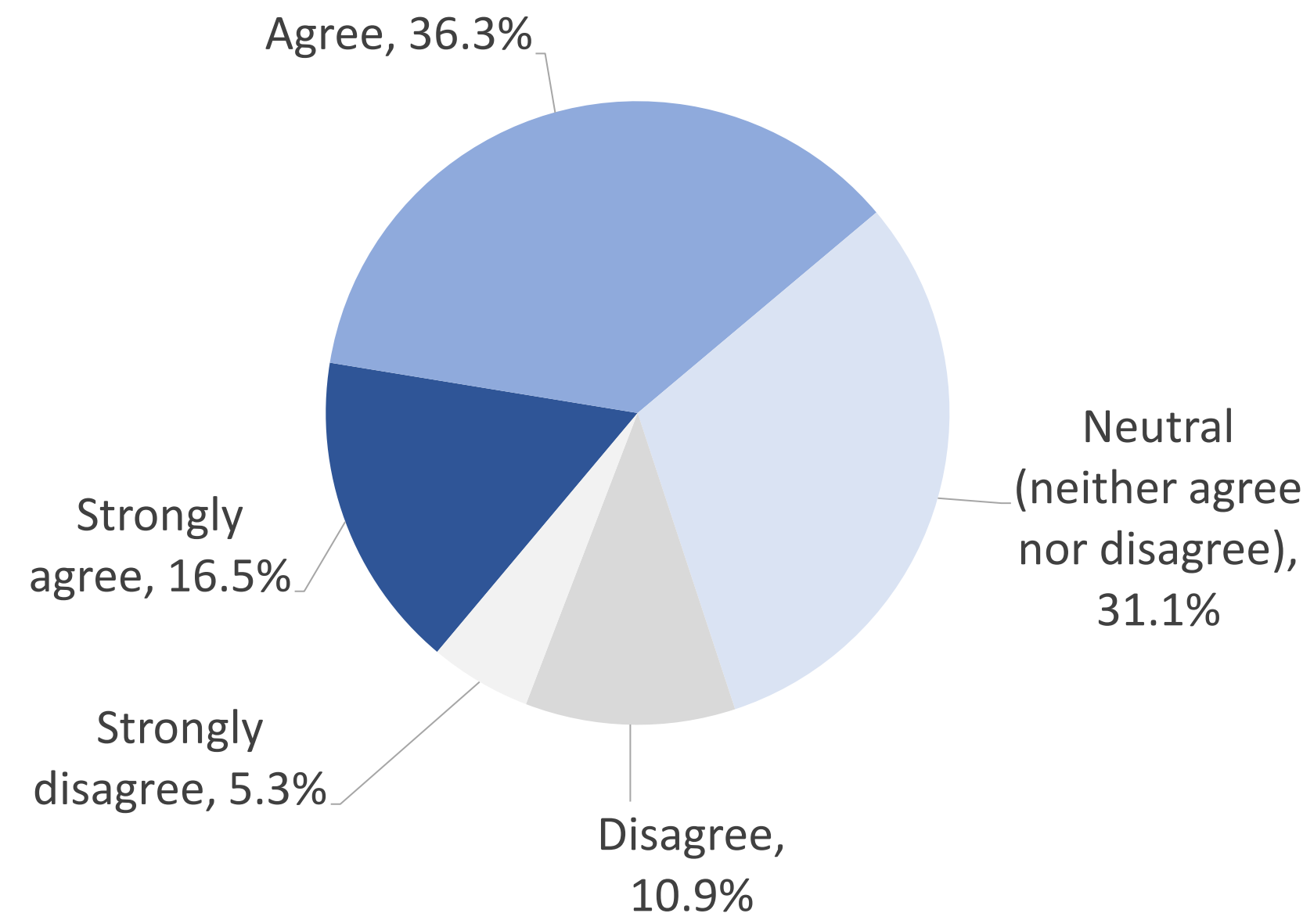


(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212 and 1,223 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17 and 22-24, 2020)

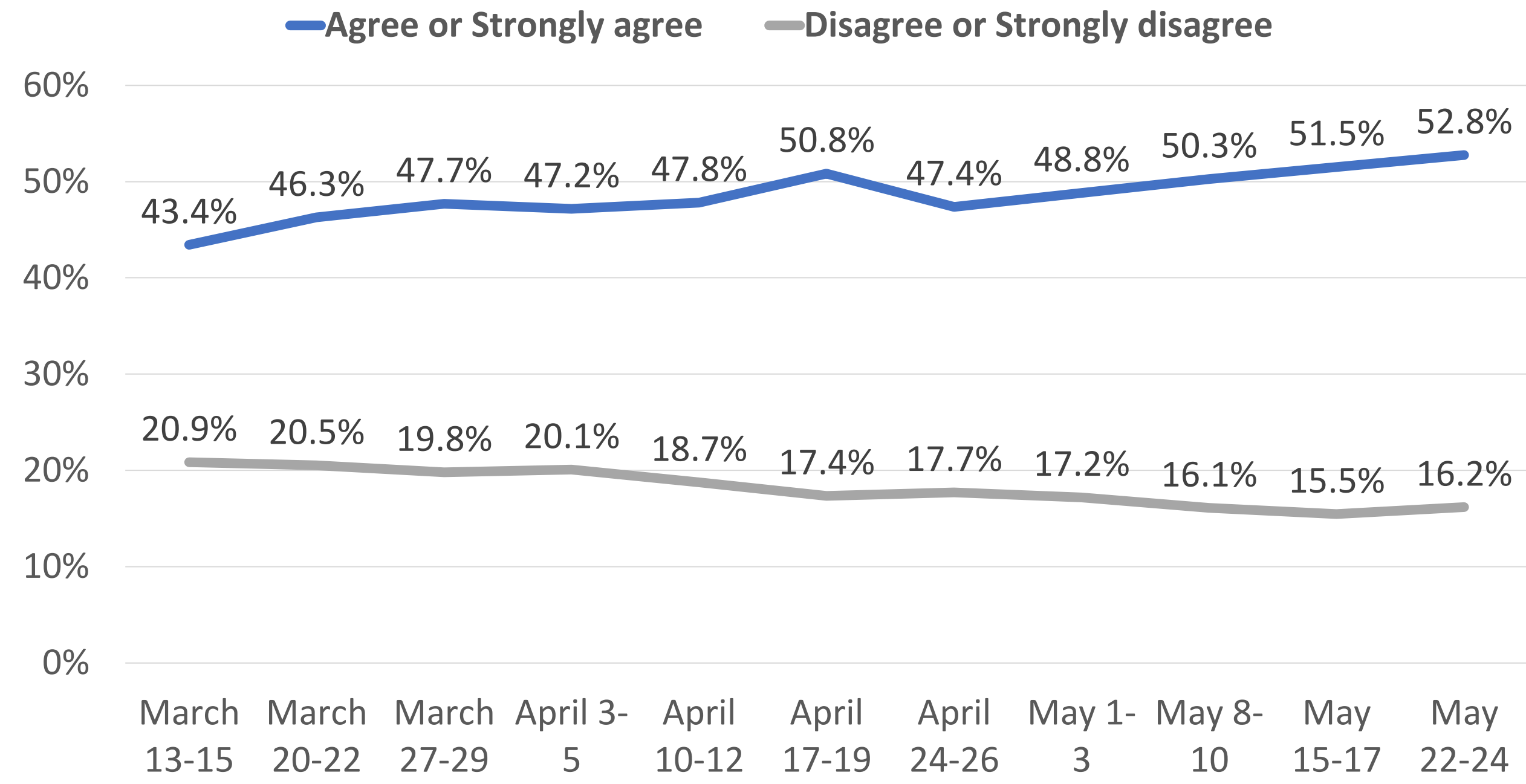
Replacing Long-Haul Travel with Regional Trips

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).



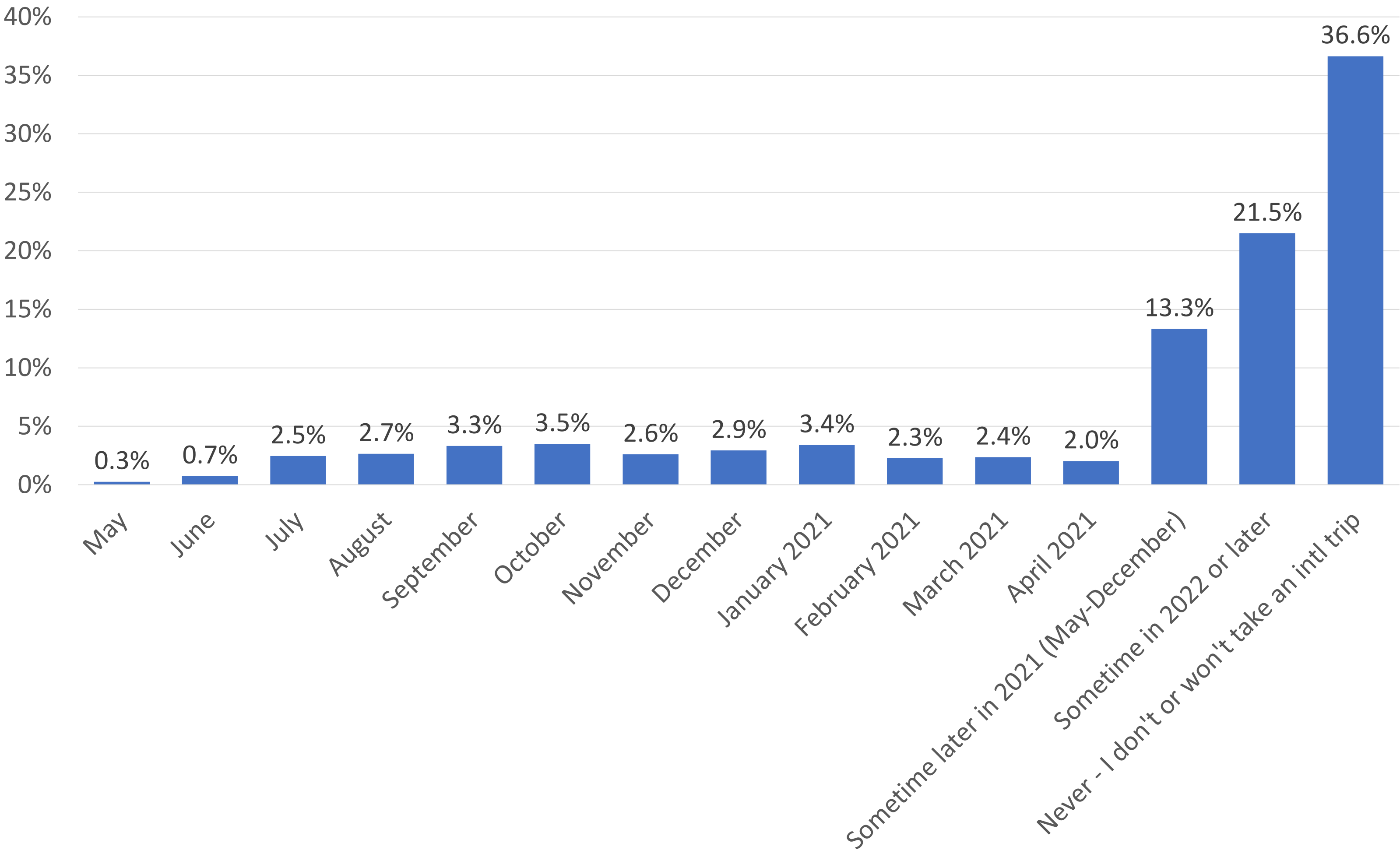
(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212 and 1,223 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17 and 22-24, 2020)



Month of Next International Trip

Question: In what month do you expect you will take your NEXT INTERNATIONAL TRIP (Traveling outside the United States)?

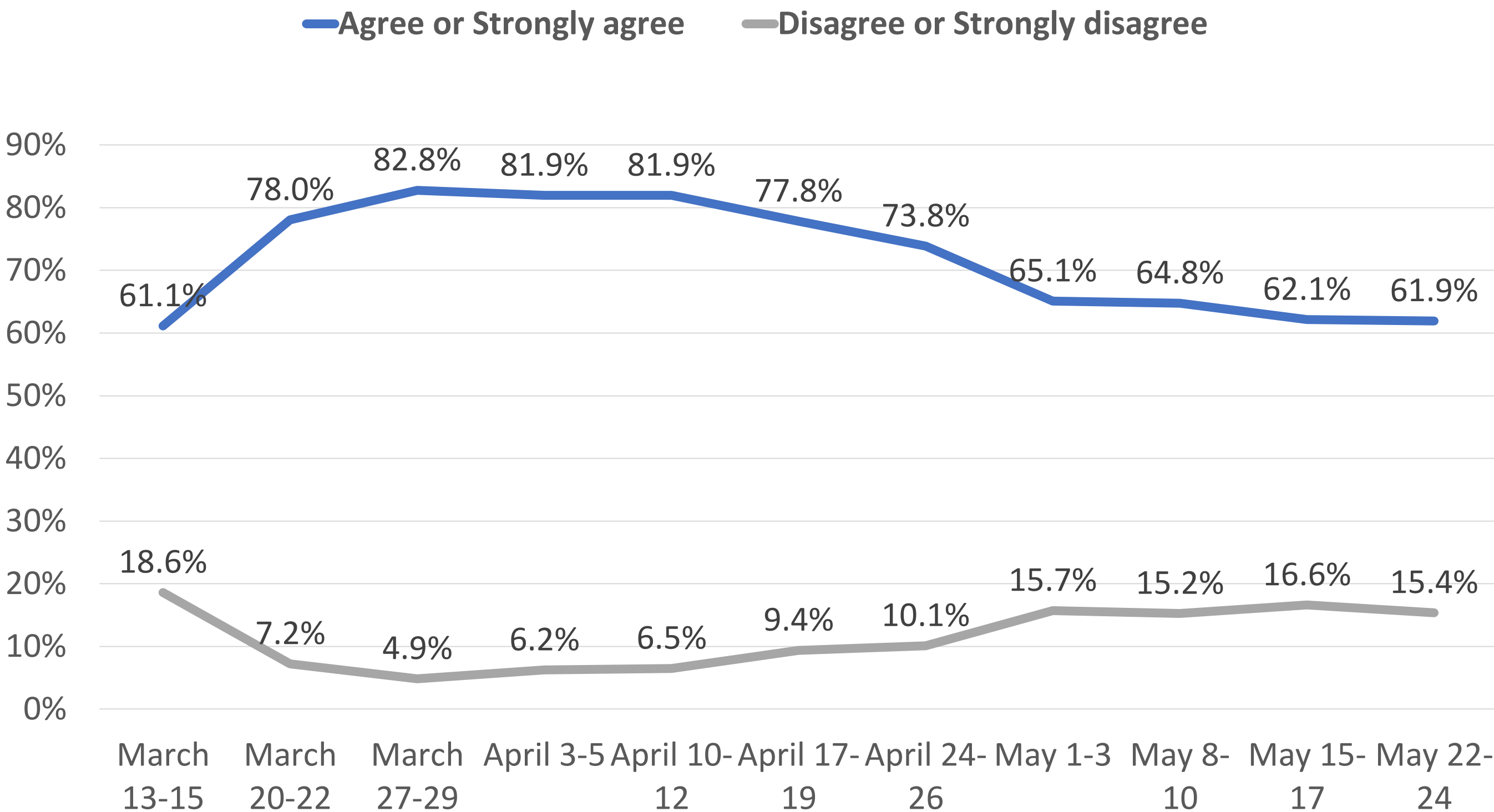
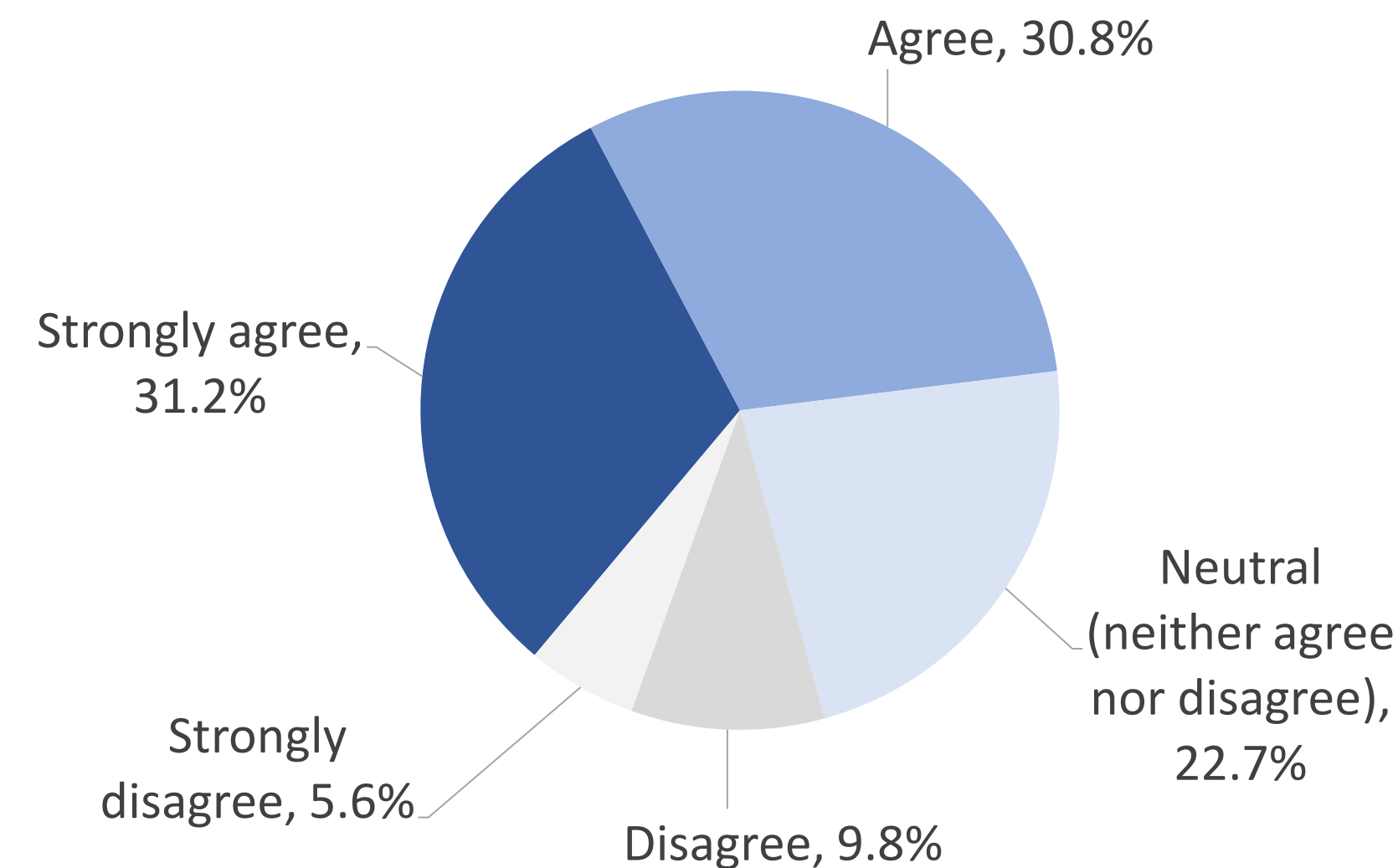
(Base: Wave 11. All respondents, 1,223 completed surveys. Data collected May 22-24, 2020)



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.

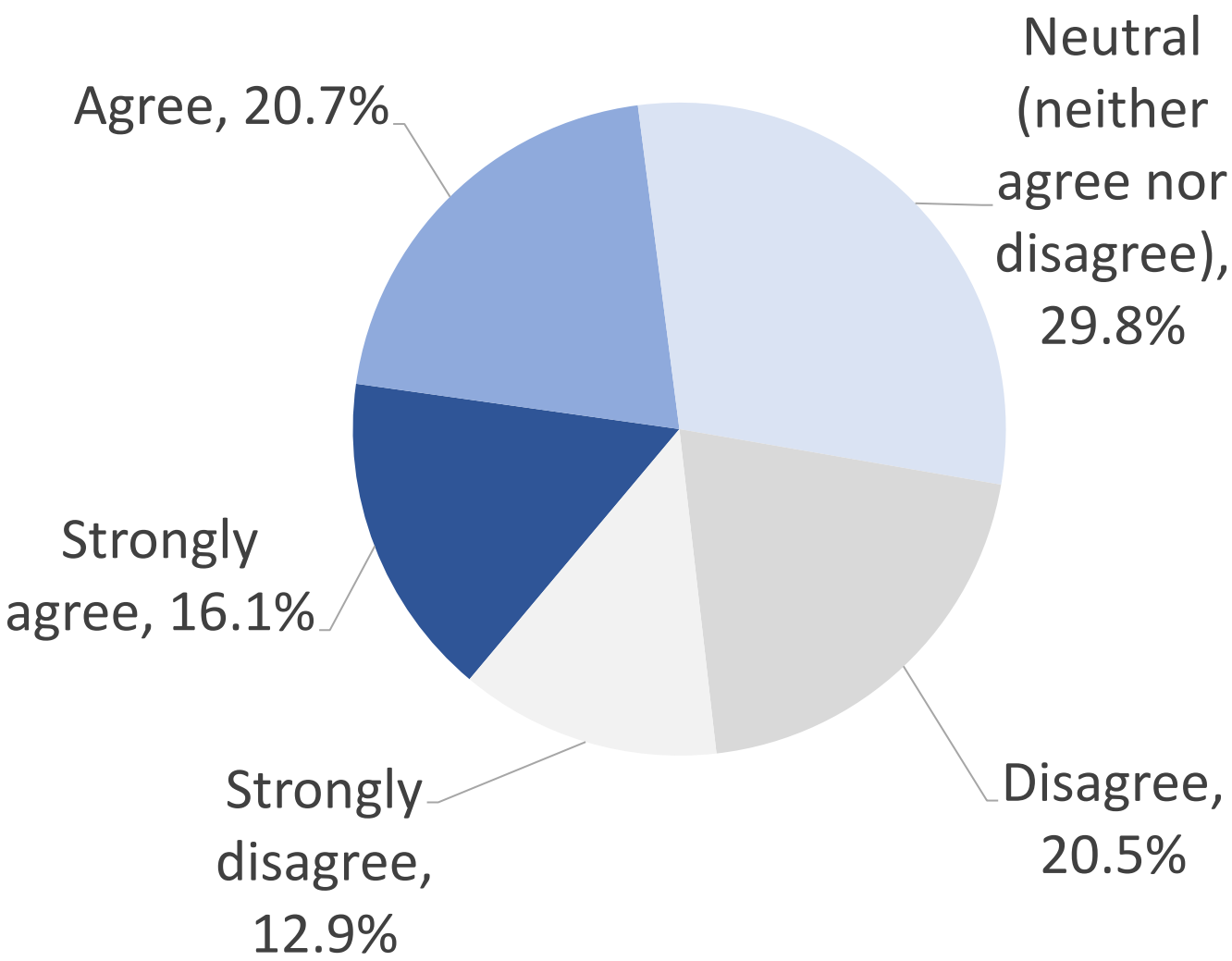


(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212 and 1,223 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17 and 22-24, 2020)

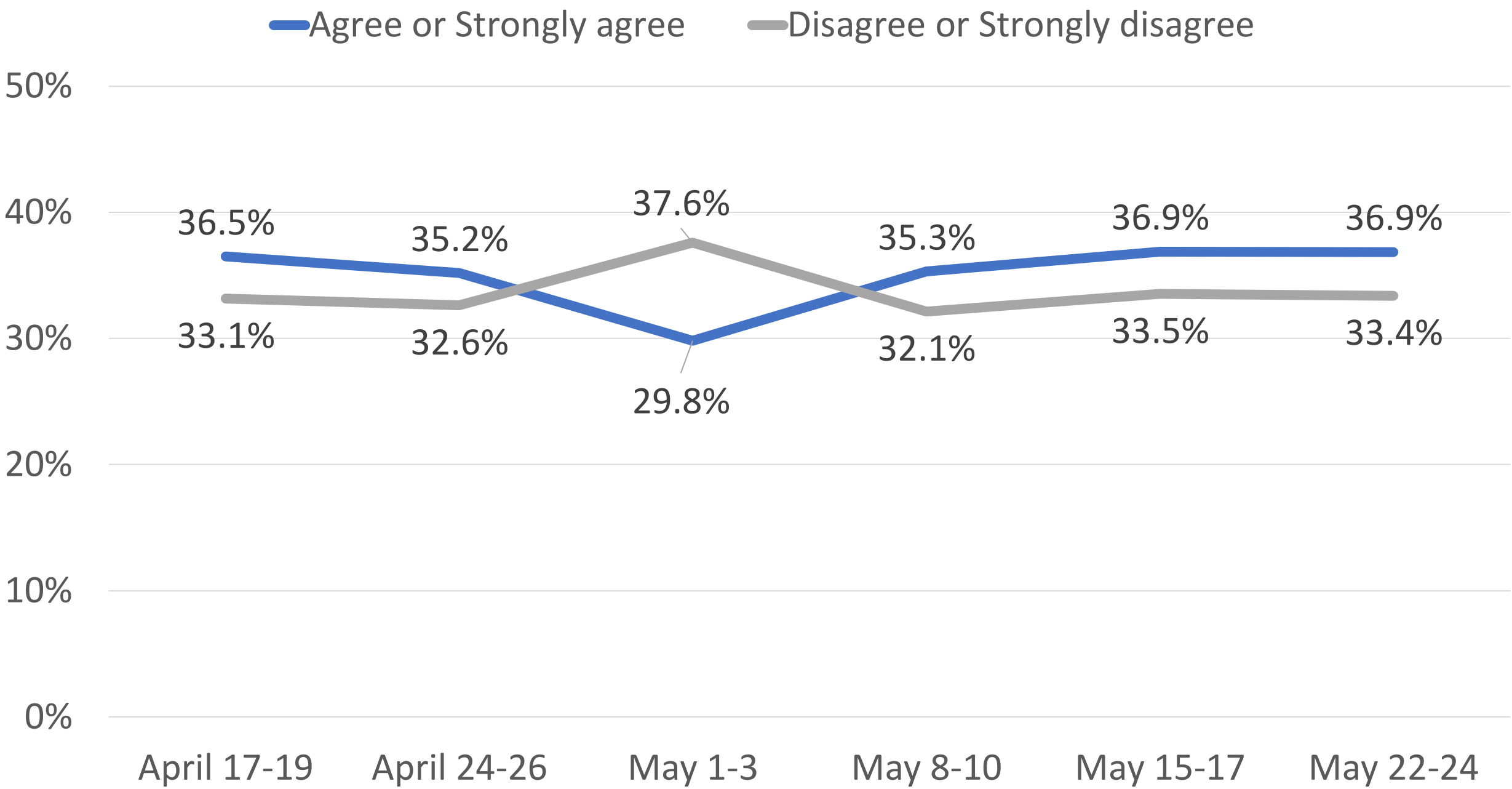
Won't Travel Without Vaccine

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 and 1,223 completed surveys. Data collected April 17-19, 24-26, May 1-3, 8-10, 15-17 and 22-24, 2020)



A photograph of three people (two women and one man) sitting in the back of a convertible car, smiling and enjoying a sunny day. The woman in the foreground is wearing a straw hat and sunglasses, adjusting it. The background shows a scenic view of mountains and trees under a bright sky.

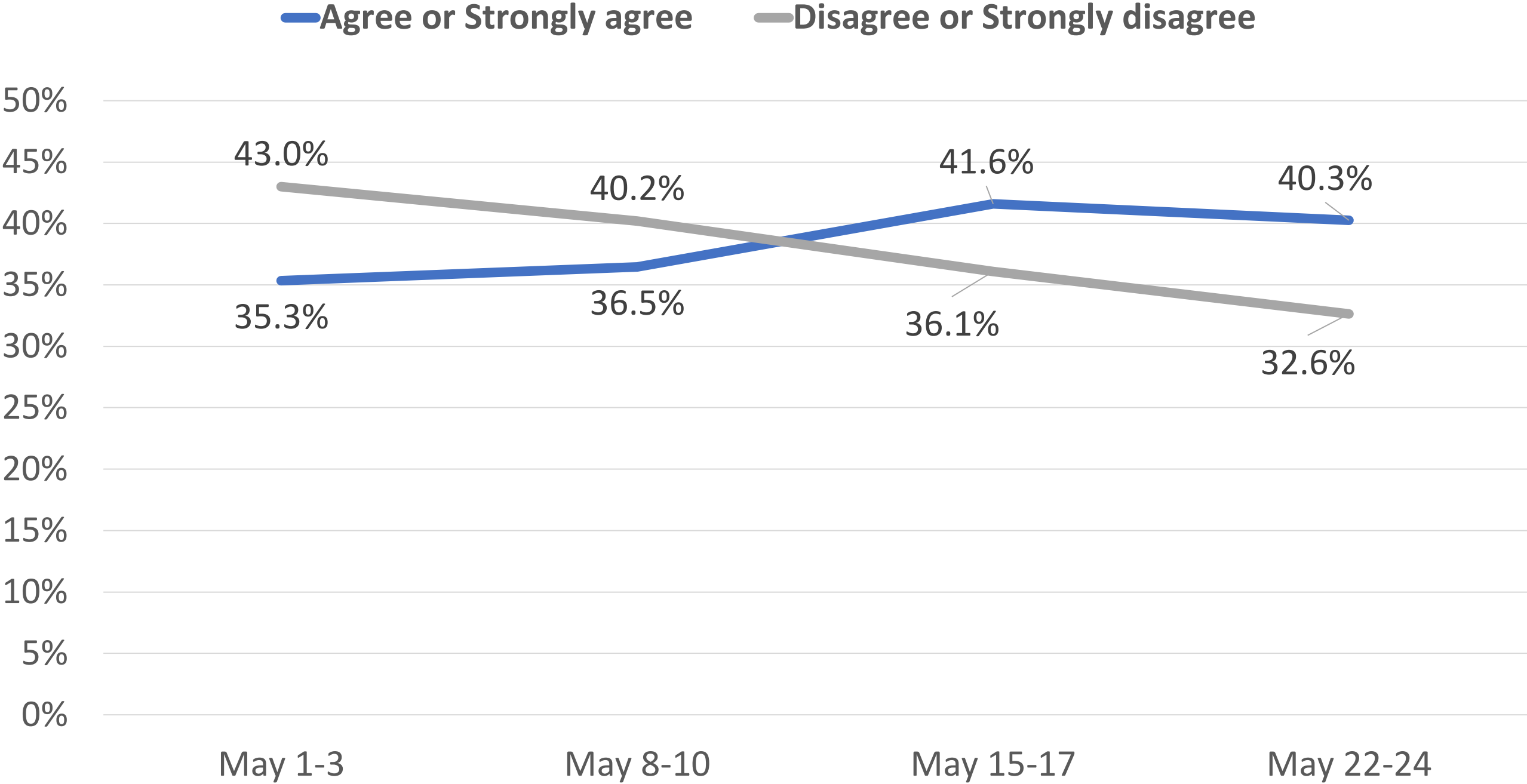
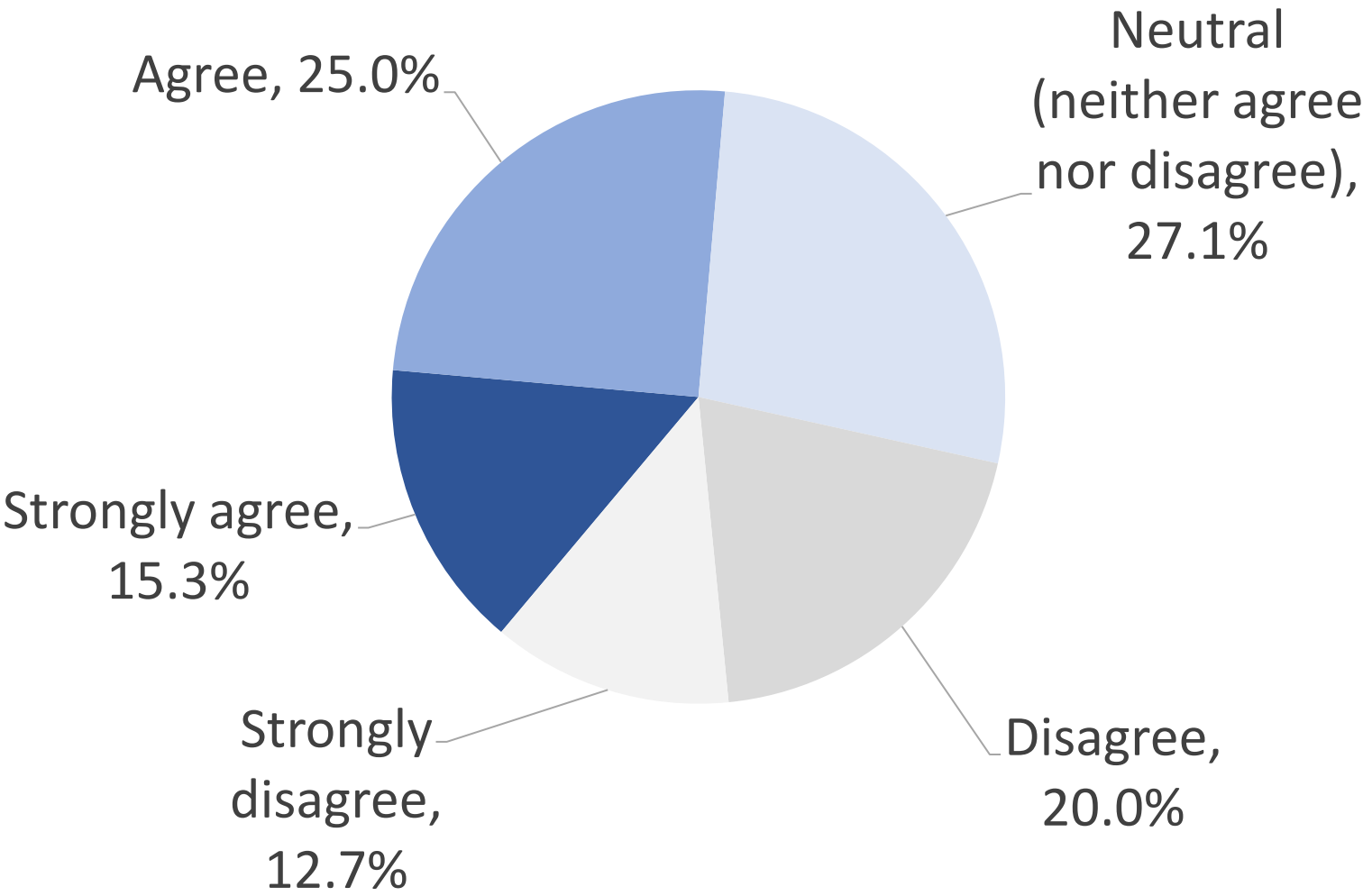
KEY TAKEAWAYS

- **Most travelers seem to have accepted that the coronavirus is going to be part of our travel lives for the remainder of the year**
- **Impacts on travel continue unabated, with many now putting off travel further**
- **Road trips and staycations are becoming more likely this summer**
- **While travelers anticipate their next road trip in the near months, there appears to largely be a waiting out on commercial air travel**
- **Hurrying back to international travel appears to be a low priority for most Americans.**

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.

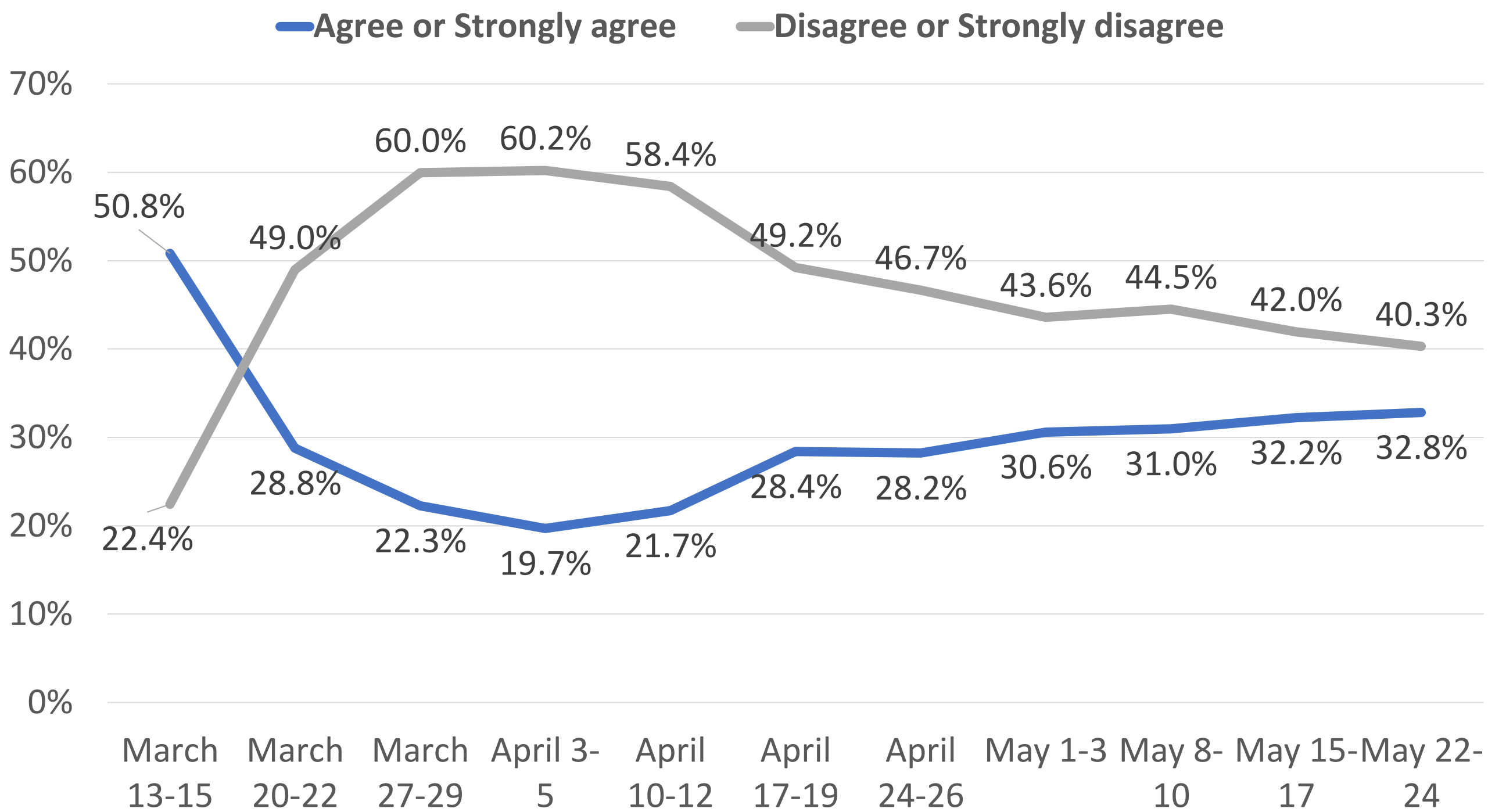
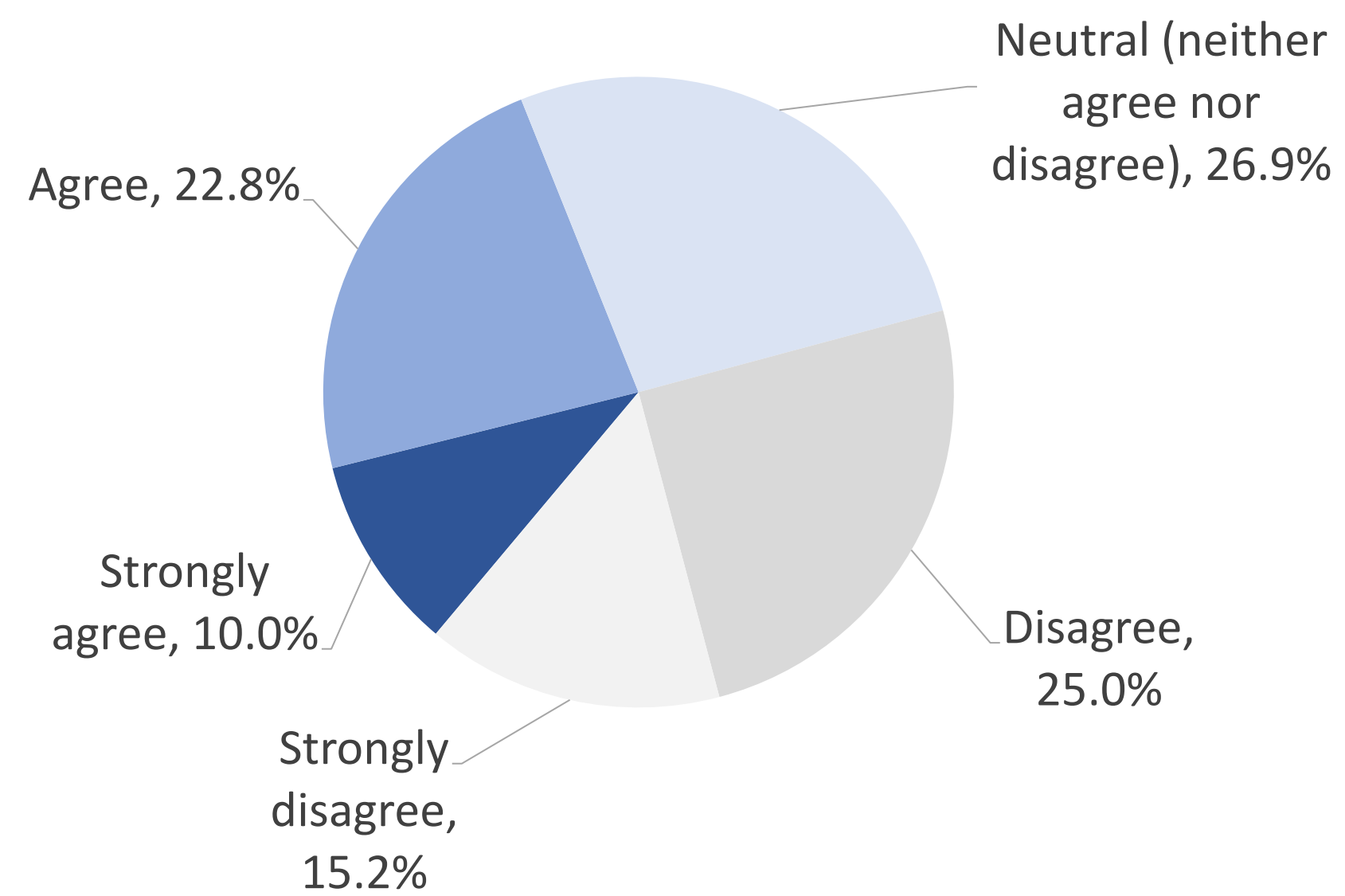


(Base: All respondents, 1,204, 1,200, 1,212 and 1,223 completed surveys. Data collected May 1-3, 8-10, 15-17 and 22-24, 2020)

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.

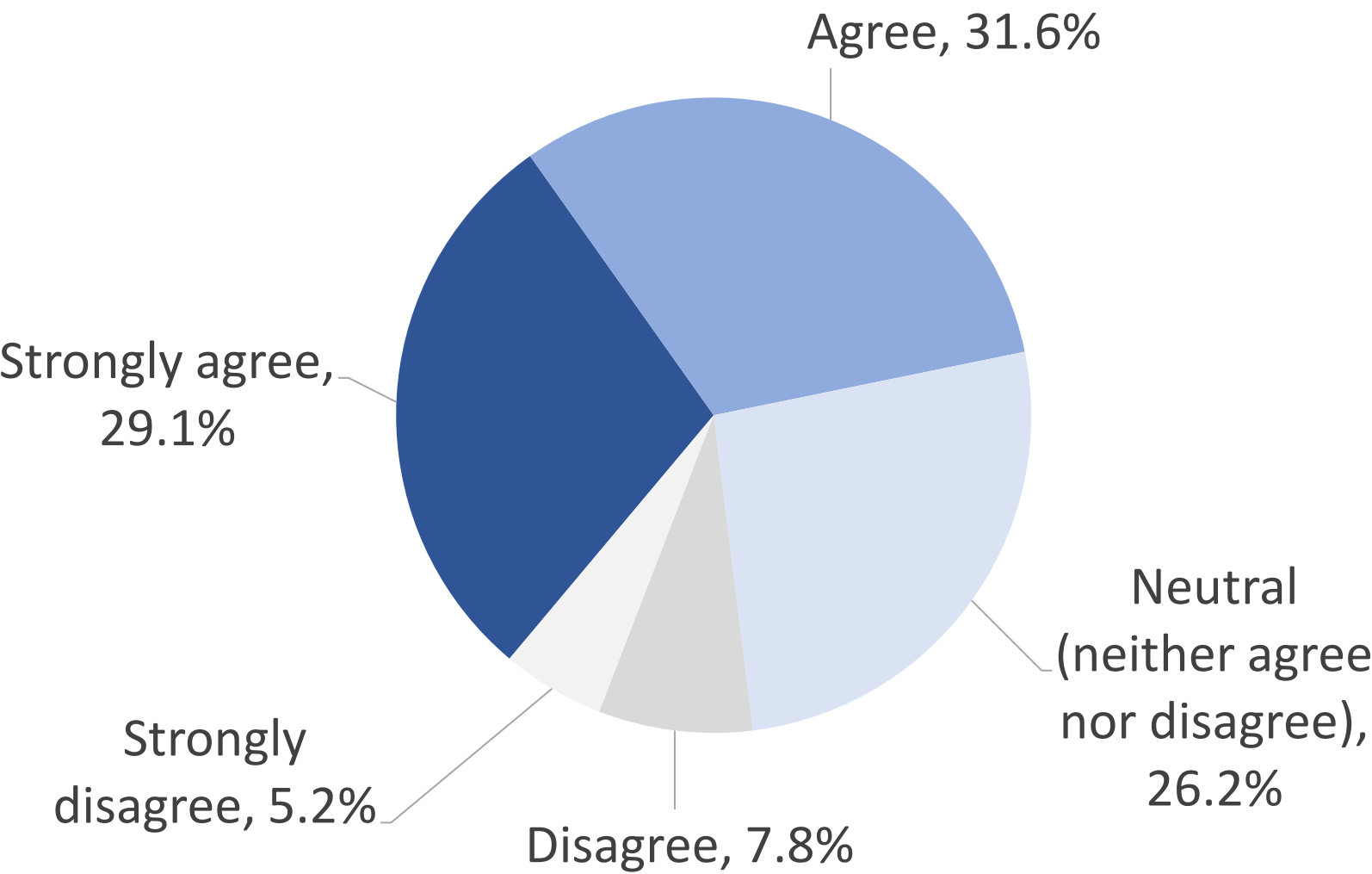


(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212 and 1,223 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17 and 22-24, 2020)

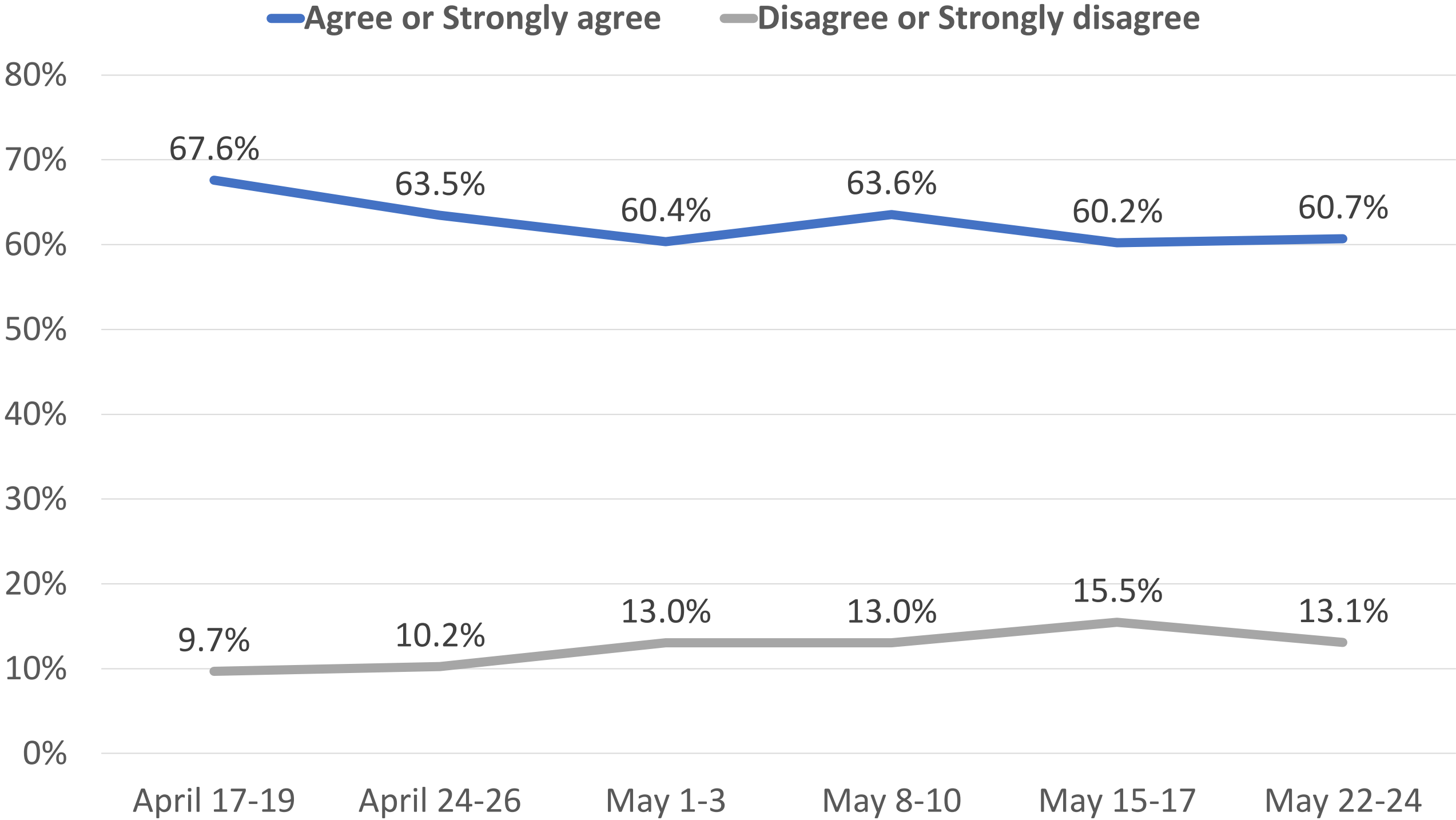
Travelers in Community are Unwanted

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 and 1,223 completed surveys. Data collected April 17-19, 24-26, May 1-3, 8-10, 15-17 and 22-24, 2020)



KEY TAKEAWAYS

- **The proportion of American travelers who are comfortable with their home state re-opening is largely unchanged from last week**
- **Comfort going out locally continues to gradually improve**
- **Six in ten still don't want visitors in their communities right now**



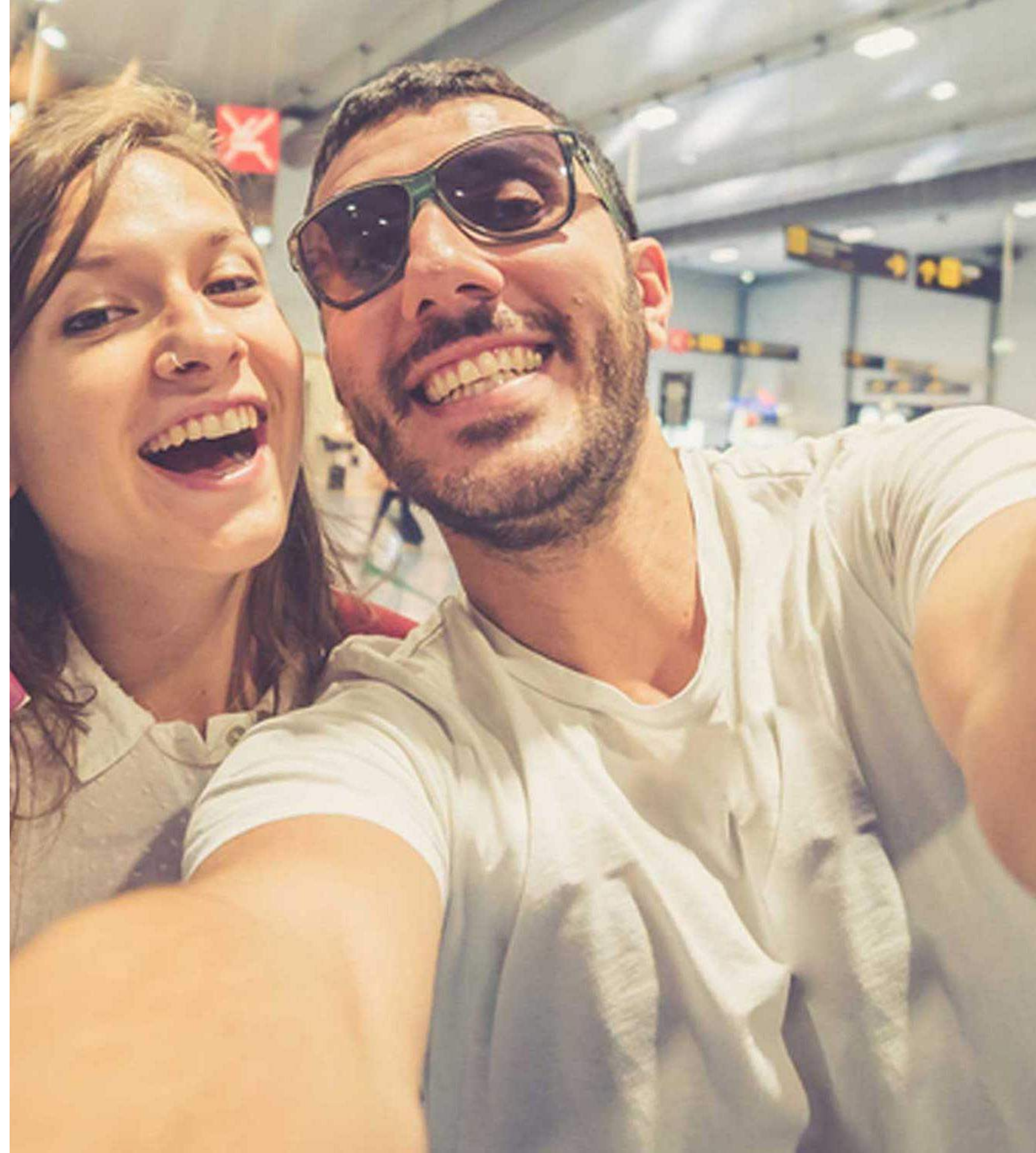
A photograph of two young women sitting in the back of an open vehicle, possibly a safari truck, in a dry, hilly landscape. The woman on the left has long, wavy blonde hair and is smiling towards the camera. The woman on the right has curly brown hair, wears sunglasses, and is looking towards the first woman. The image has a semi-transparent dark overlay, and the title text is centered in white.

Younger Travelers and the Road to Recovery

KEY TAKEAWAYS:

Millennial Generation Travelers

- Feel less personal concerns about contracting the virus and its impact on their finances
- Are less fearful of flying, international travel, public transit and other travel activities
- Motivated by travel discounts
- Nearly 40 percent reports they will make travel at least a somewhat high priority in their budget—double the number of Baby Boomers who said the same
- Plan to spend \$3,000 on leisure travel in the next year—\$1,000 more than Baby Boomers
- Plan to visit a more diverse set of destinations in the next year.



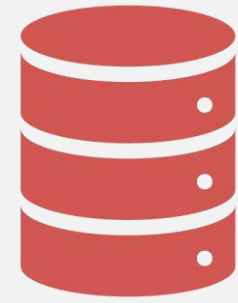


Coronavirus Travel Sentiment Index

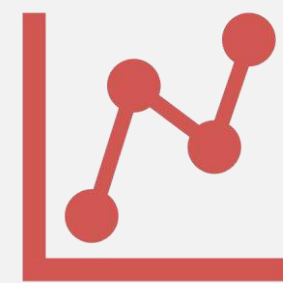
Measuring the Potential Influence of Travel Marketing

Highlights from the Week of May 25th

What is a Predictive Index?



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



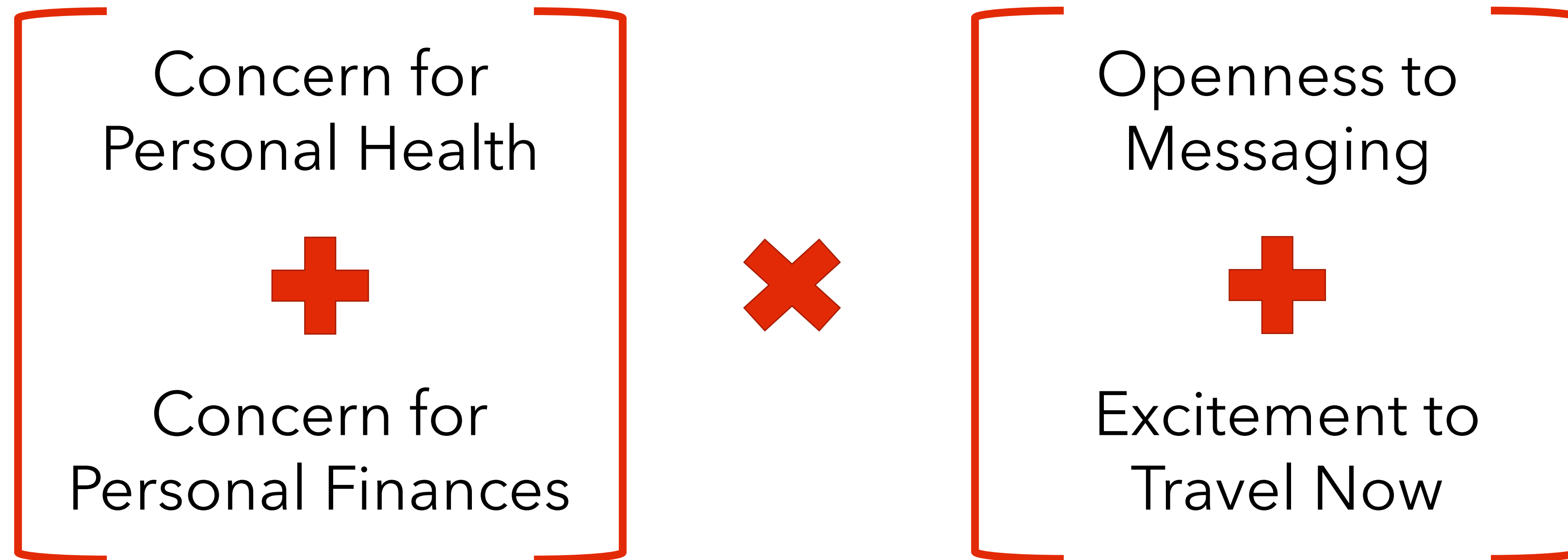
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.



The goals are to identify:

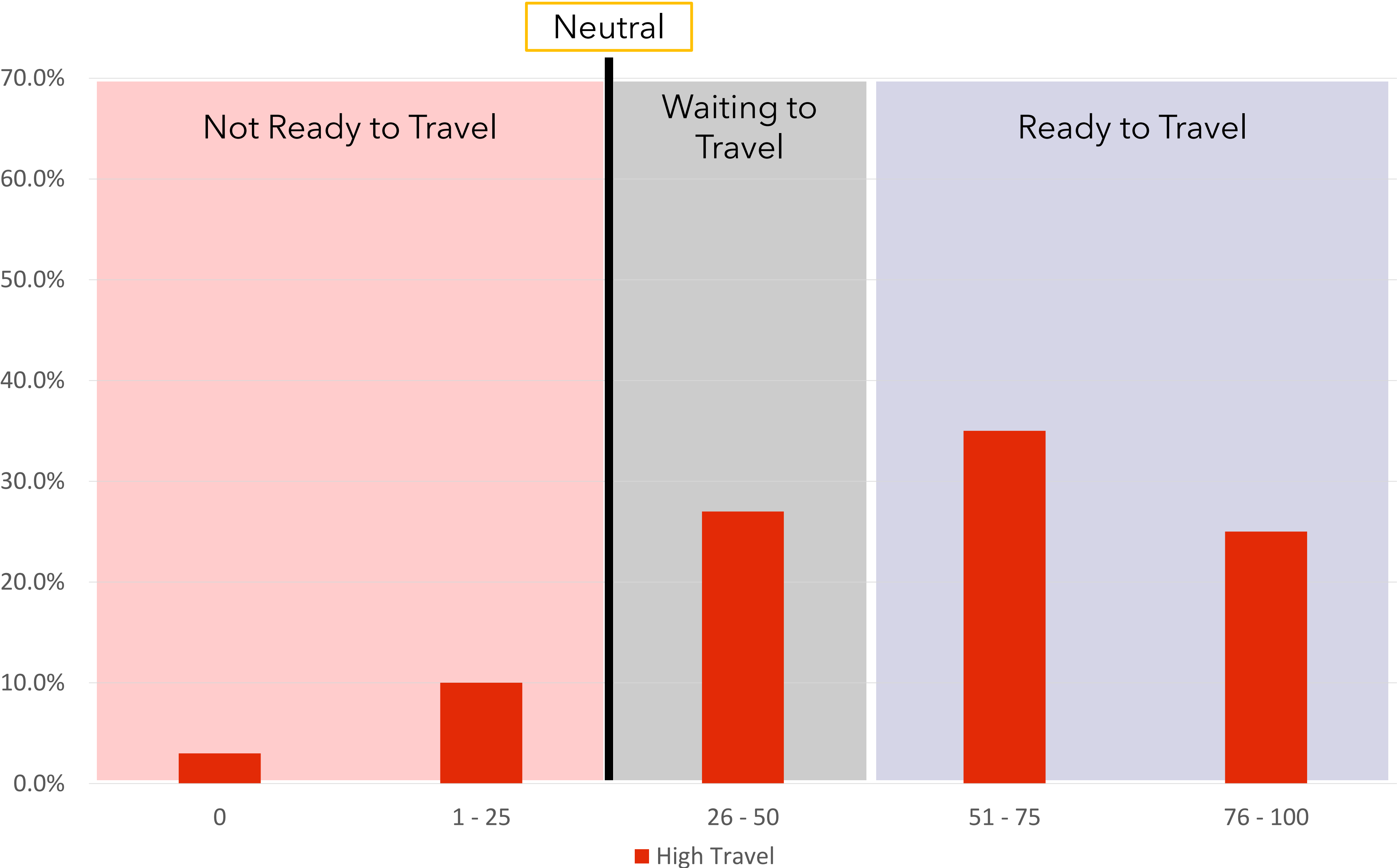
- WHO are the traveler segments that appear receptive to travel marketing and
- WHEN will they be ready to travel

Predictive Index Formula

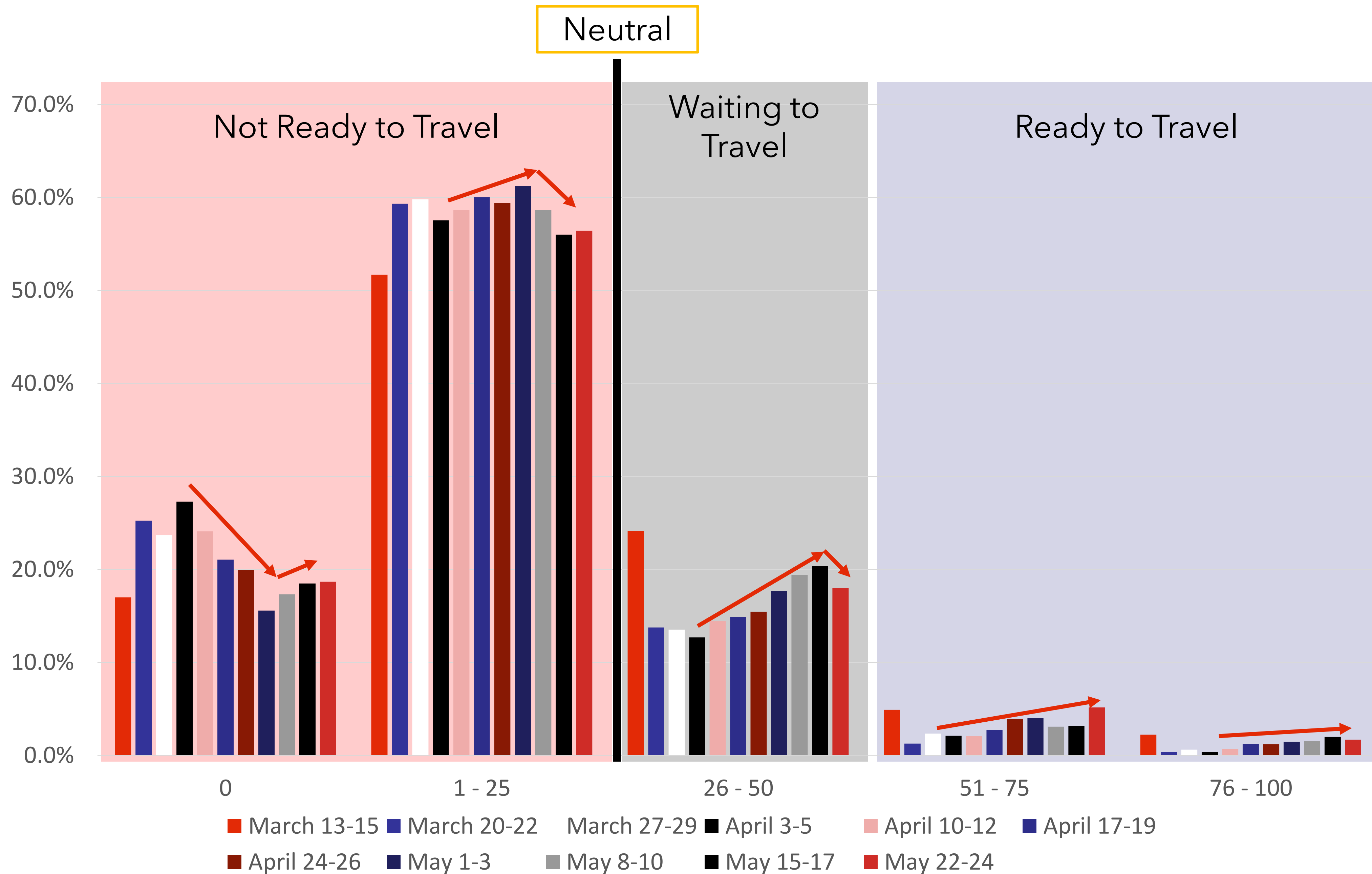


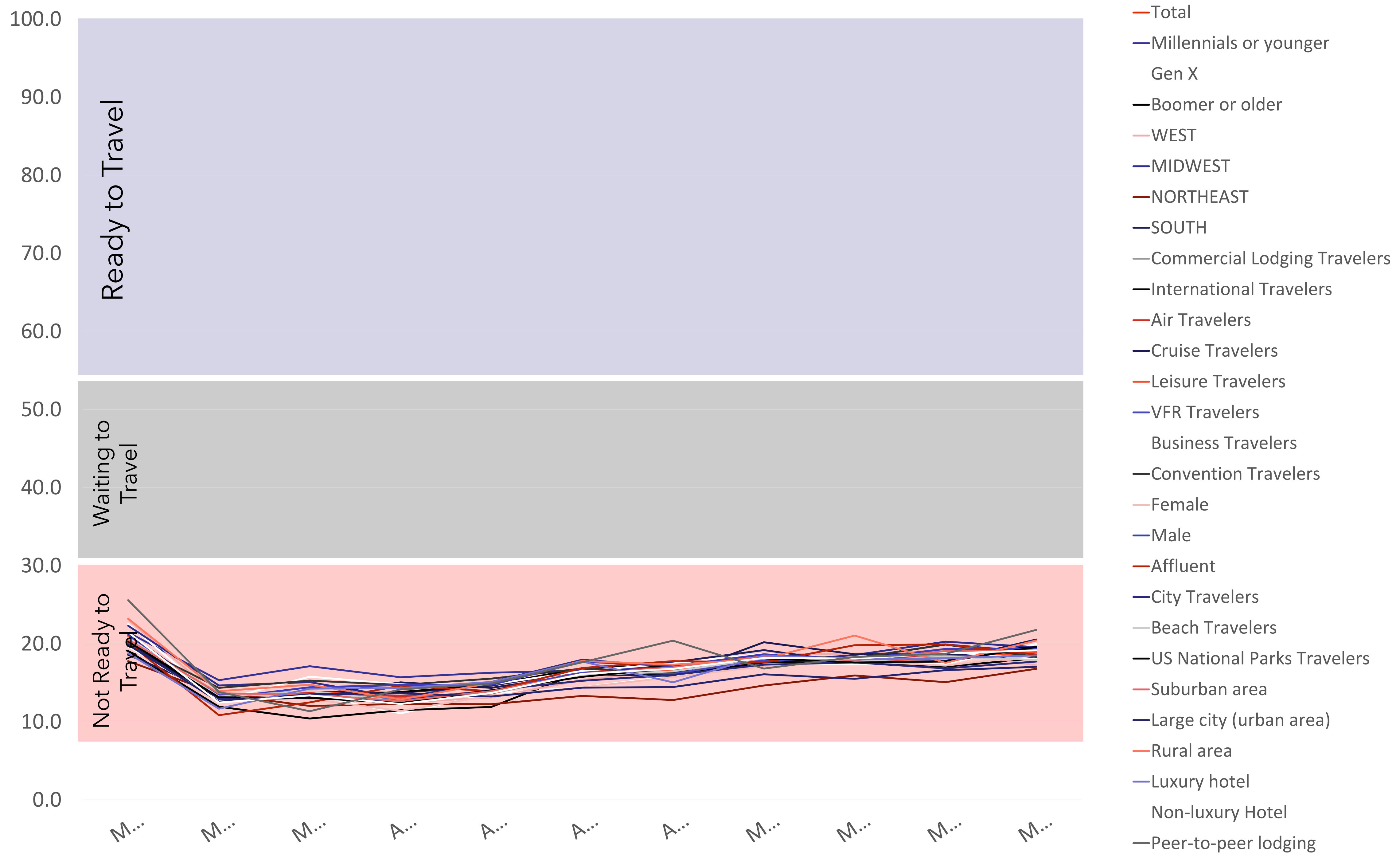
*Normalized to a 100pt scale

Healthy Travel Outlook



Travel Outlook: Week of May 25th

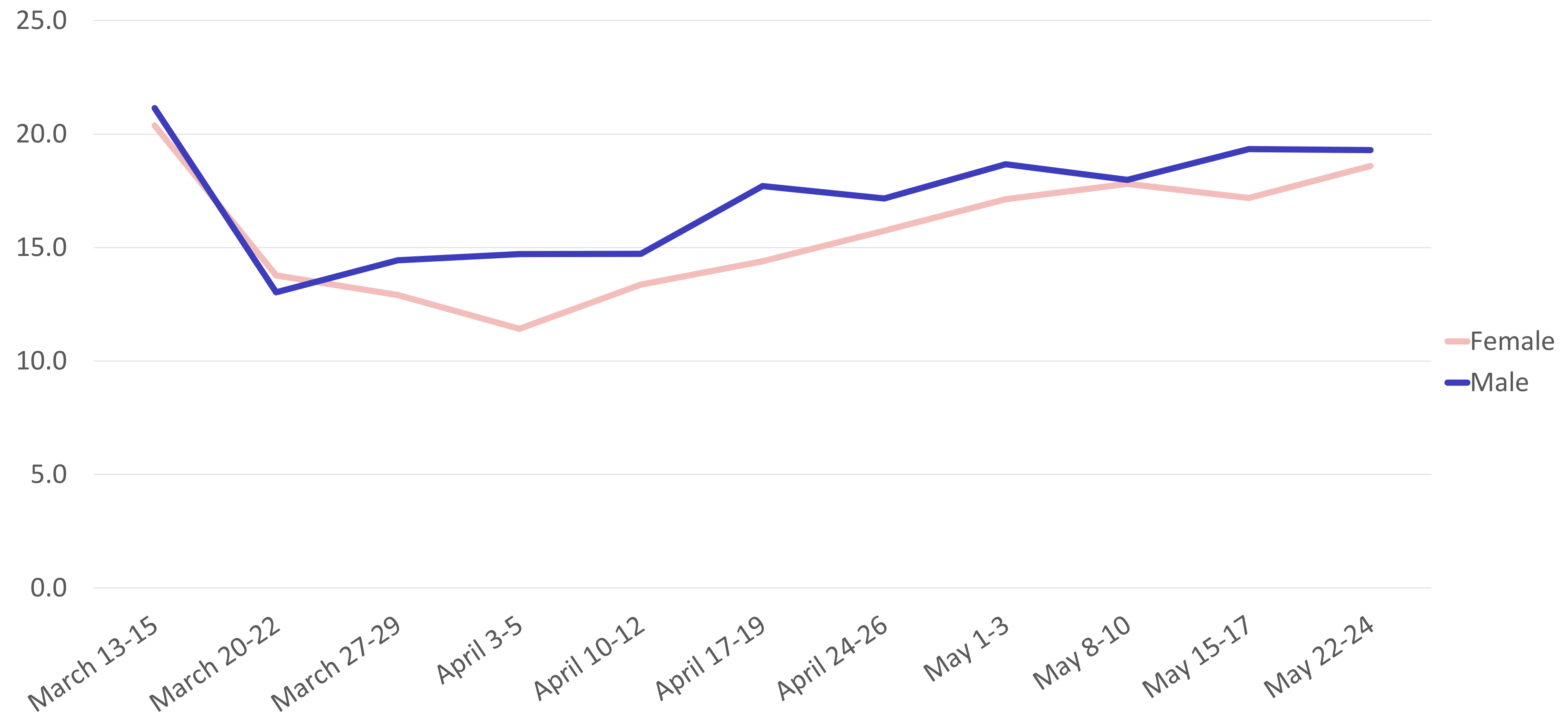




Gender

Points of Interest:

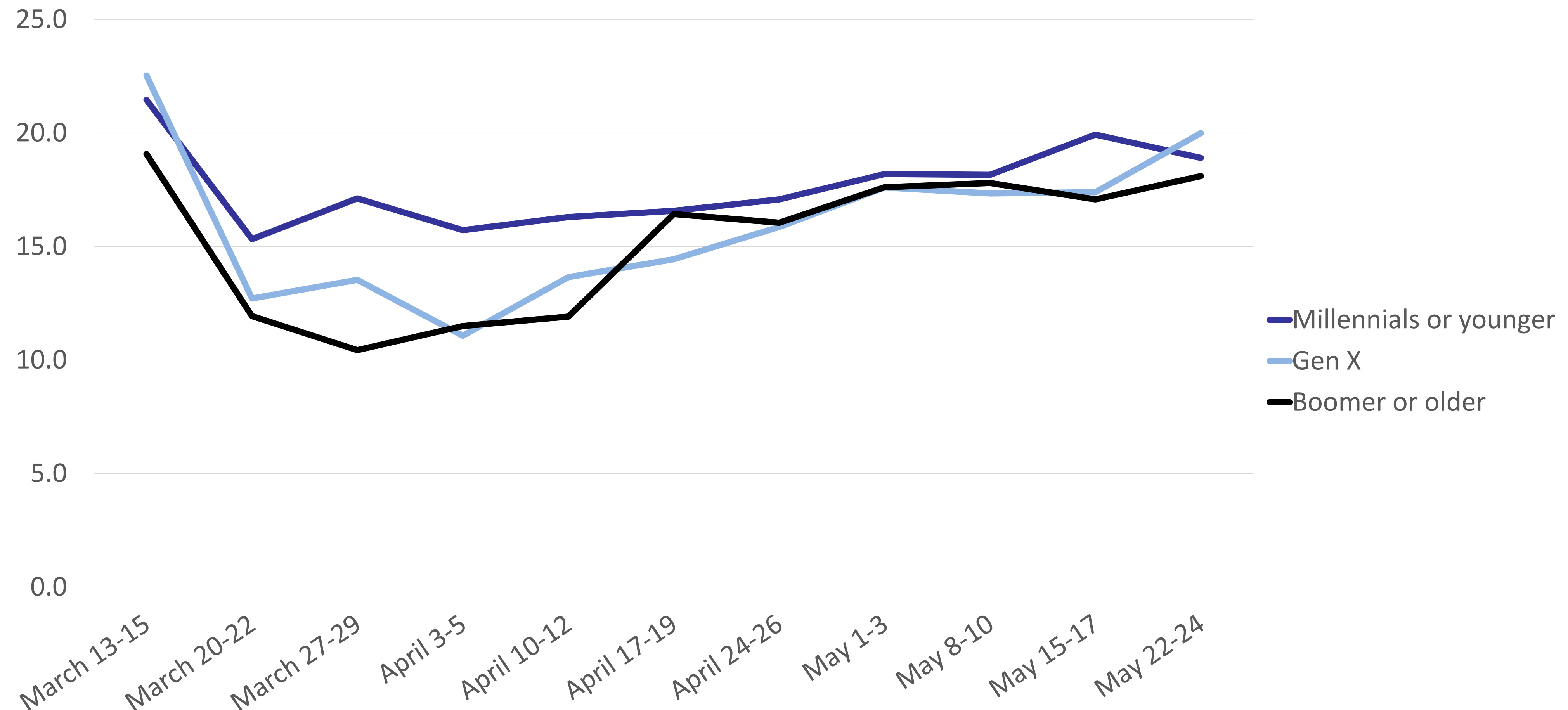
- Women continue to report higher levels of safety and financial concerns than Men this week, though concerns for both groups show slight drops.
- A third of women this week again said they have no plans to travel in 2020 (35.2% up from 33.2%) while only a quarter of men (28.8% up from 26.0%) said the same.



Generation

Points of Interest:

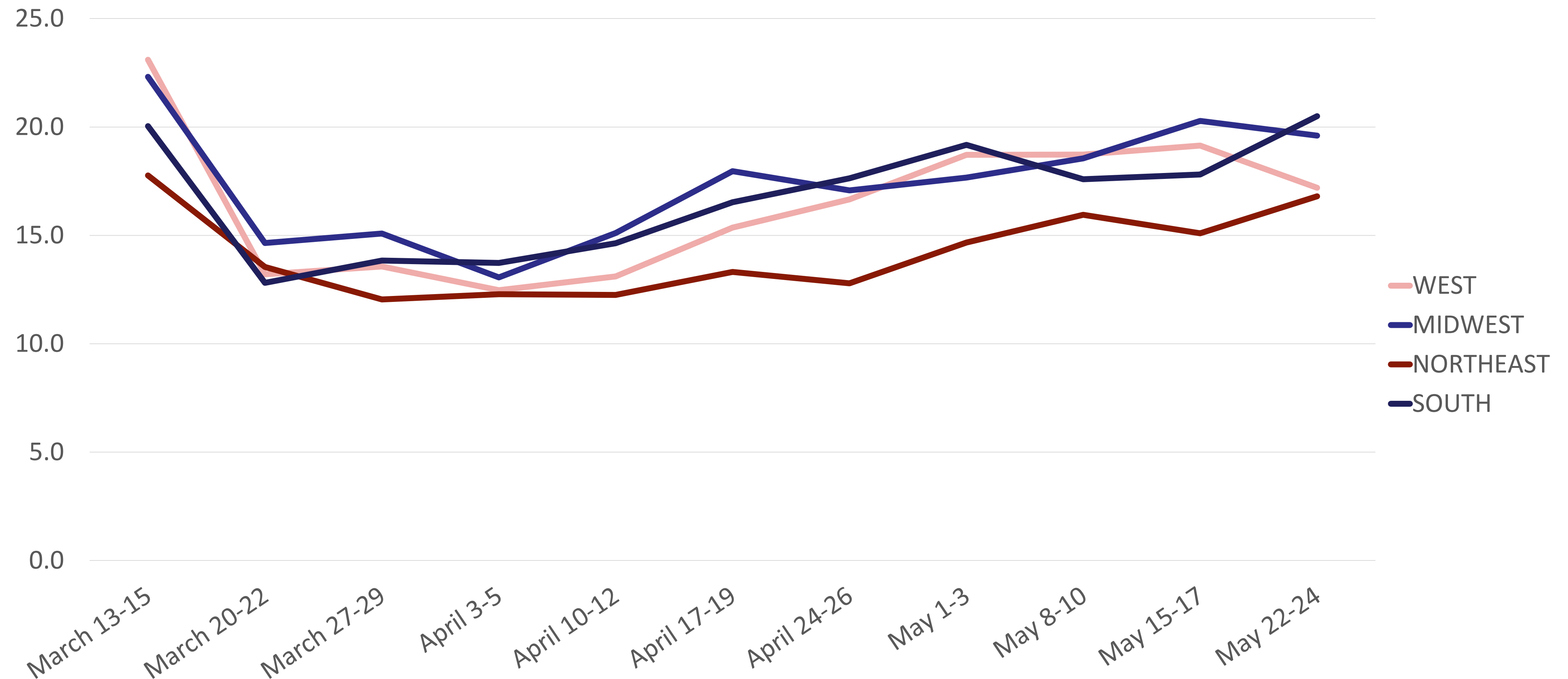
- While Millennials and Boomers reported concern levels similar to previous waves, this week Gen X showed a slight drop in safety concerns.
- Contrasting from previous weeks, Gen X and Boomers rather than Millennials this week show the most optimism for the severity of the coronavirus situation.



US Region

Points of Interest:

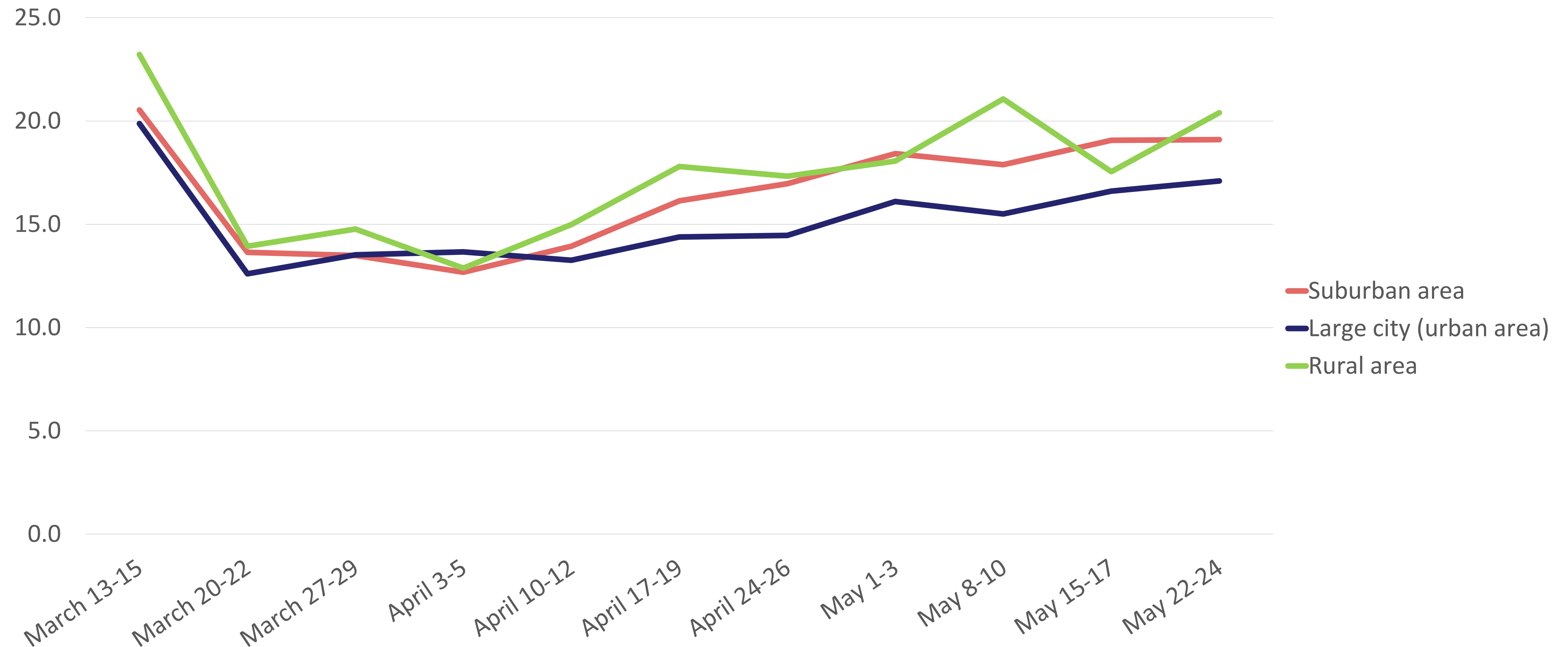
- Safety concerns in the West grew again this week while similar concerns dropped in the South.
- Financial concerns grew in the West and Midwest and dropped in the Northeast and South.
- The South reported their biggest drop this week in openness to travel messaging, but even still remains more open than the Midwest and Northeast.



Type Of Residence

Points of Interest Impacting Index Scores:

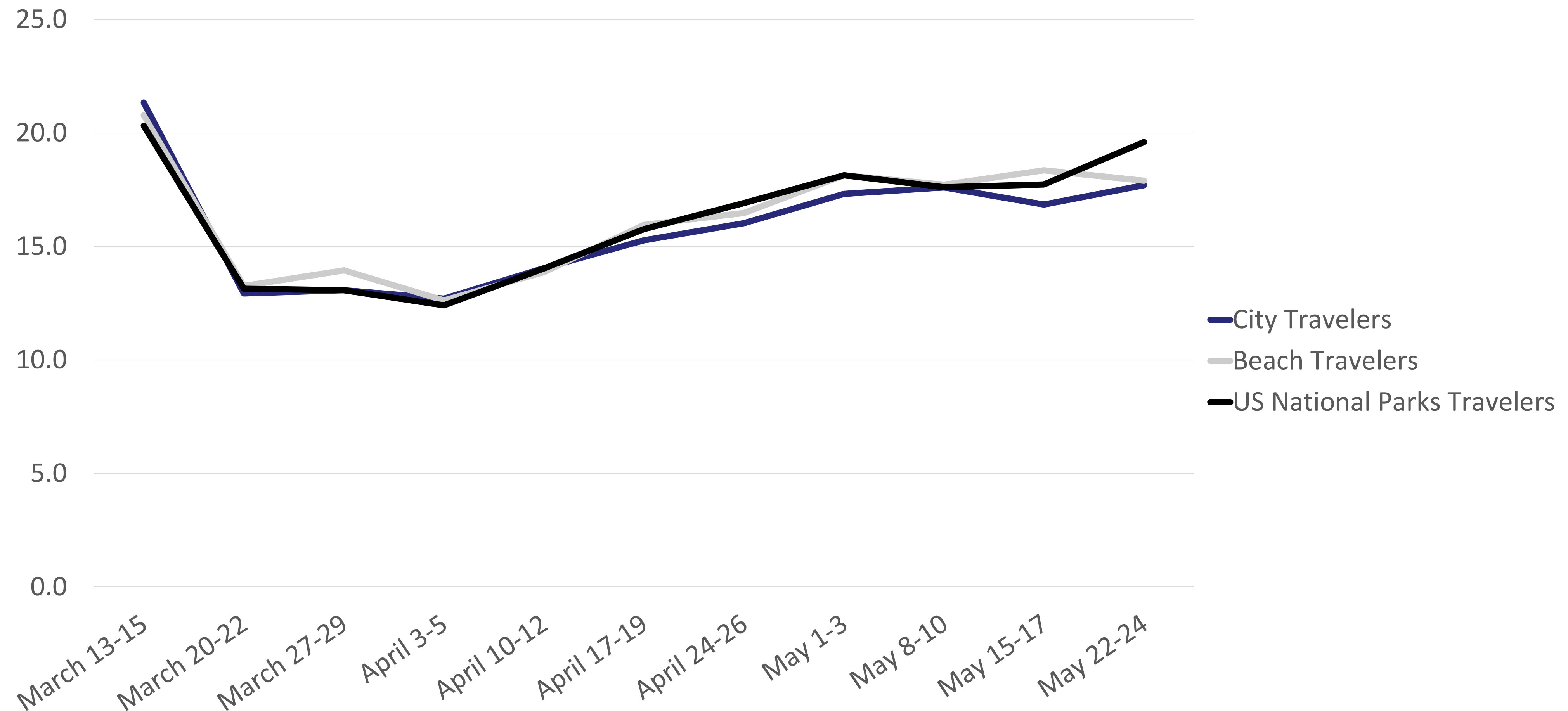
- Urban respondents returned to being the most concerned with both personal safety and financial wellbeing this week. Even with the highest concerns, Urban respondents reported being the most excited to travel and are tied with Rural respondents for the most open to messaging.



Favorite Destinations

Points of Interest:

- Travelers who love National Parks reported the lowest comparative levels of safety concerns this week.
- National Park travelers also show the most optimism this week that the Coronavirus situation will improve.
- Beach travelers followed by National Park travelers report being likely to travel the furthest on their next road trip.





Upcoming for You

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

15-minute presentations for your board and stakeholders

info@destinationanalysts.com



Resources for Tourism Advocacy & Recovery

destinationanalysts.com

ROI

THIS YEAR ▼ 32.8876
▲ 42.9841

First quarter
Jan-Mar

Second quarter
Apr-Jun

Third quarter
Jul-Sep



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

Send suggestions or requests for questions to:

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