

# CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

**PRESENTATION OF FINDINGS**  
**WEEK OF AUGUST 24<sup>TH</sup>, 2020**

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 and economic analysis.

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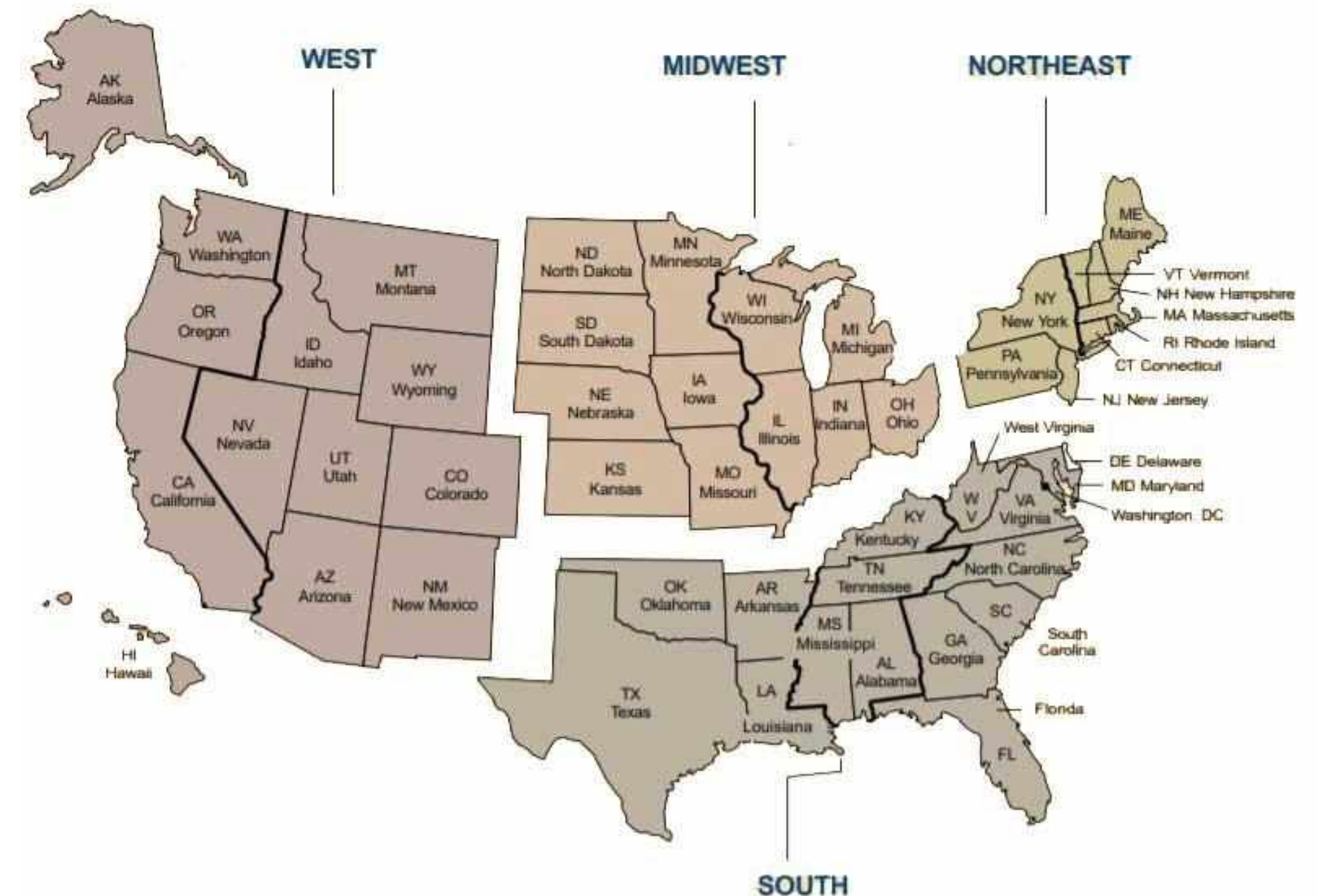
[info@destinationanalysts.com](mailto:info@destinationanalysts.com)



# 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 24 data (fielded August 21<sup>st</sup>-23<sup>rd</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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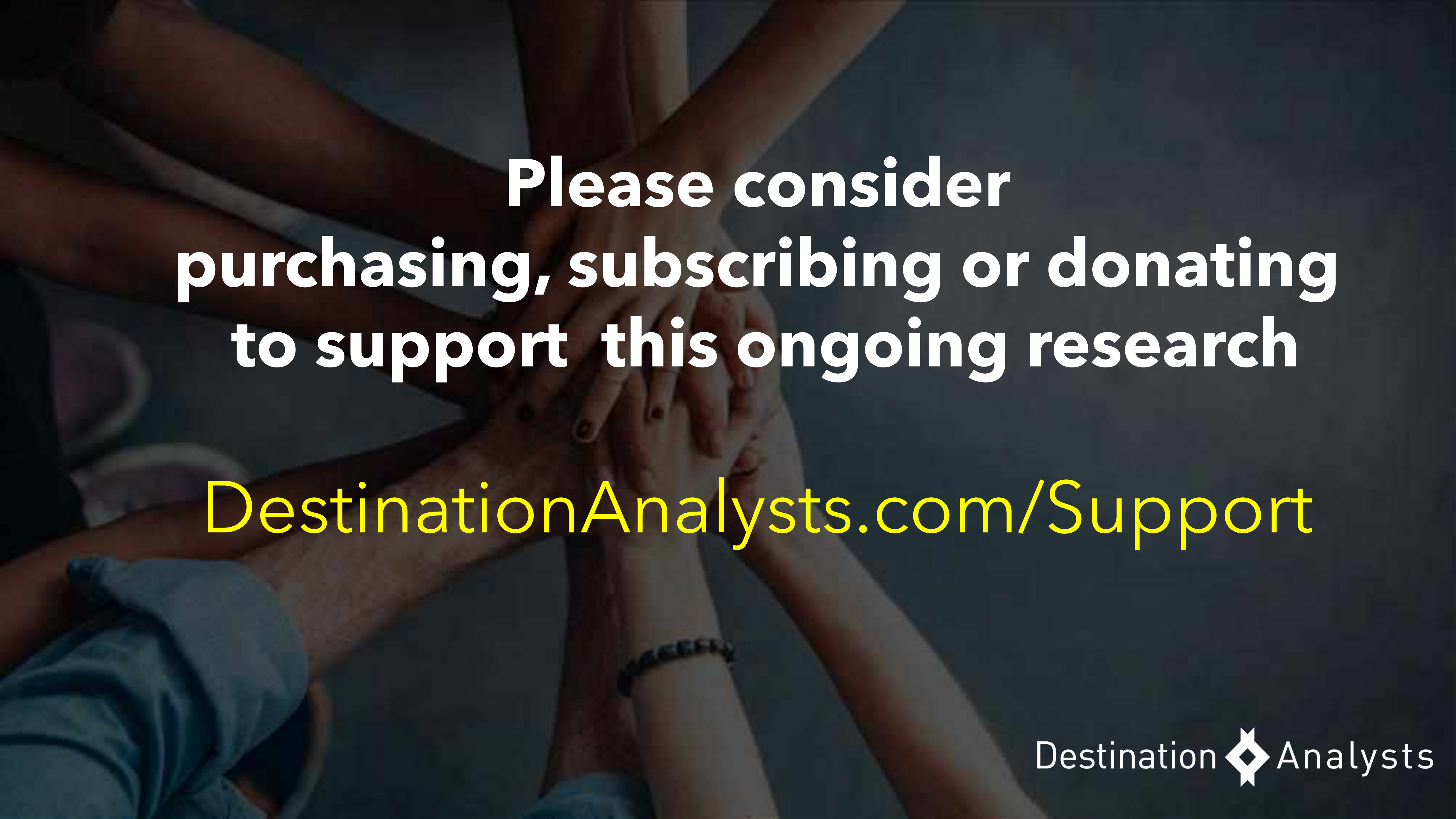
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# Supporter Benefits

- Access to online dashboard with full 24-weeks of data and numerous segment filters
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- Presentation to Board of Directors or other meeting/event







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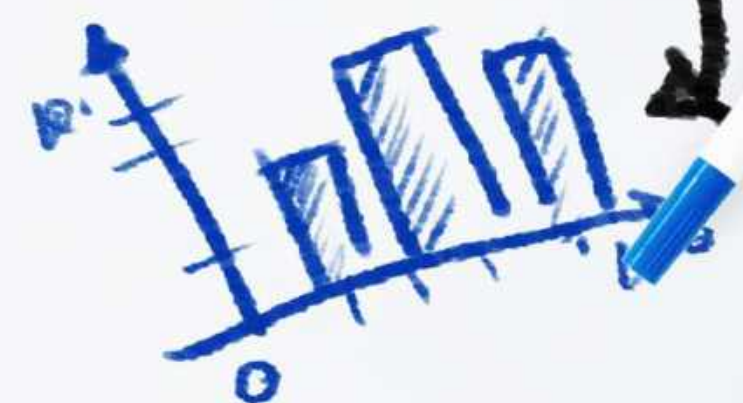
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### Daily change

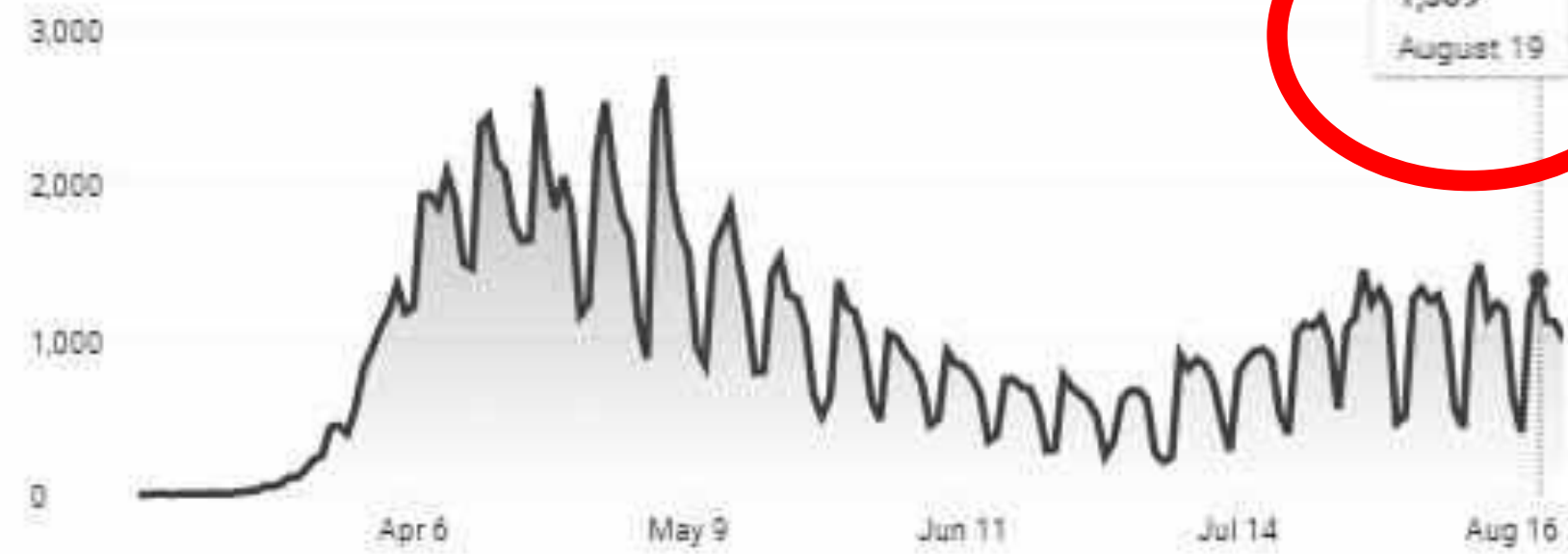
Deaths ▾



United States ▾

All regions ▾

All time ▾



Each day shows deaths reported since the previous day · Updated less than 20 mins ago · Source: [Wikipedia](#) · [About this data](#)

### Map of cases (last 14 days)



Sources: [Wikipedia](#) and [The New York Times](#) · [About this data](#)

### Cases

Total ▾



United States ▾

All regions ▾

Cases

5.68M

+46,183

Deaths

176K

+1,013

Location

Cases ↓

Deaths

California

665K

12,137

Texas

599K

11,650

Florida

598K

+4,311

10,273

+106

New York

434K

+572

32,464

+5

Georgia

236K

+2,592

4,982

+94

### Cases overview



United States

Total cases

5.68M

+46,183

Recovered

-

Deaths

176K

+1,013



Worldwide

Total cases

23.1M

Recovered

14.8M

Deaths

803K




[More locations and statistics](#)










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## Wildfires Rage In California As Fire Crews And Evacuees Grapple With COVID-19 Risks

August 21, 2020 · 2:31 AM ET



VANESSA ROMO



Updated 1:05 p.m. ET

Lightning strikes, extreme weather conditions, dangerous levels of smoke and ash, and a deadly pandemic are pushing firefighters and the communities they're trying to save into uncharted territory.

Roughly 11,000 lightning strikes over a few days spawned nearly 370 individual fires that have killed at least five people, and led tens of thousands to evacuate. Nearly 600,000 acres are burning in the eight largest fire complexes as of Friday morning, and California's firefighters have had to work in steep and difficult-to-access terrain under record-breaking temperatures.

But COVID-19 adds a new dimension of risk to the job, both on and off the front lines, and poses new threats to those seeking refuge in temporary shelter.

Christine McMorrow, a spokeswoman for Cal Fire, tells NPR there are several new protocols in place to prevent firefighters from getting sick.

She notes that fire crews are already armed with significant personal protective equipment while they're battling active fires. That includes gloves, face and neck shrouds, and protective eyewear.



## NATION

# Marco gains hurricane status, Gulf Coast braces for a possible double hit as Laura also looms

John Bacon and Nate Chute USA TODAY

Published 10:48 a.m. ET Aug. 23, 2020 | Updated 1:43 p.m. ET Aug. 23, 2020



### Tropical Storms Laura, Marco pose double threat to Gulf Coast

Tropical Storms Laura and Marco continue to make their way towards the Gulf of Mexico. Both storms may hit the Gulf Coast of the U.S. as hurricanes. *AccuWeather*

LAFAYETTE, Louisiana – Tropical Storm Marco grew to hurricane strength Sunday, one of two powerful storms marching toward the Gulf Coast and threatening a historic double slam of landfalls within miles of each other.

Louisiana Gov. John Bel Edwards requested a Federal Emergency Declaration from the White House.

"This is unlike anything we have seen, with two hurricanes expected to impact our state nearly back to back," Edwards said. "There may not be time to do things like restore lost power between the two storms."

Edwards said residents should be ready to shelter in place for three days. He said the state would prefer to use hotels rather than standard shelters because of COVID-19 concerns.

Accuweather reports that two such storms have roared across the Gulf of Mexico at the same time only twice before – in September of 1933 and most recently in June of 1959.

## LOCAL

# UPDATE: Hurricane, storm surge watches issued for Mississippi coast

Lici Beveridge Mississippi Clarion Ledger

Published 11:27 a.m. CT Aug. 22, 2020 | Updated 4:16 p.m. CT Aug. 22, 2020

[View Comments](#)



Gov. Tate Reeves on Saturday said the state could begin seeing the effects of Tropical Storm Marco as early as Sunday, with Tropical Storm Laura following on its heels.

### 4 p.m. Saturday update

Late Saturday afternoon the National Weather Service has issued hurricane and storm surge watches along the Gulf Coast for Florida to Texas ahead of Tropical Storm Marco.

The storm surge watch extends along the coast from the Sabine Pass in Port Arthur, Texas, to the Alabama-Florida border.

The watch also includes Lake Pontchartrain, Lake Maurepas, Lake Borgne and Mobile Bay.

A hurricane watch has been issued from Intracoastal City, Louisiana, eastward to the Mississippi-Alabama border, including Lake Pontchartrain, Lake Maurepas and Metropolitan New Orleans.

The watch includes Harrison, Hancock, Jackson, George, Stone and Pearl River counties in Mississippi.

*Advertiser.com*



Election 2020

## Joe Biden accepts Democratic presidential nomination, with a call for optimism at a time of fear



The fourth night of the Democratic National Convention, in 4 minutes

Democratic presidential nominee Joe Biden concluded the 2020 Democratic National Convention on Aug. 21. Here's what you missed from the fourth and final night. /Video: Blair Gault/Photo: Tom L. Sandys/The Washington Post

By Annie Linskey, Matt Viser, Colby Itkowitz, Felicia Sonmez and John Wagner

August 21, 2020 at 2:49 p.m. PDT

WILMINGTON, Del. — Joe Biden accepted the Democratic presidential nomination Thursday night with a call to optimism at a time of national fear, concluding an unusual four days of virtual pageantry in which Democrats portrayed their struggle against President Trump as a battle against a dark force with American democracy hanging in the balance.

DAILY SHOUT

## THE 2020 REPUBLICAN NATIONAL CONVENTION SCHEDULE OF EVENTS

By David Mandel, Billy Kimball, Rachel Axler, and Lew Morton  
August 21, 2020



Photograph by Andrew Harnik / AP

*The 2020 Republican National Convention, Washington, D.C.*

### Schedule of Events

#### Night 1

- THEME: "Cabinet Members Ethics Violations," hosted by the MyPillow Guy.
- Gavel in and call to order by an eighth-grader from Tampa we're pretty sure is Q.
- Confederate Pledge of Allegiance, led by Sheriff Joe Arpaio.
- INVOCATION: MAGA-Hat Kid, "My Idea of What a Native American Prayer



1:20



< THE WALL STREET JOURNAL AA

CORONAVIRUS  
Resources

CASE COUNT

TRAVEL Q&A

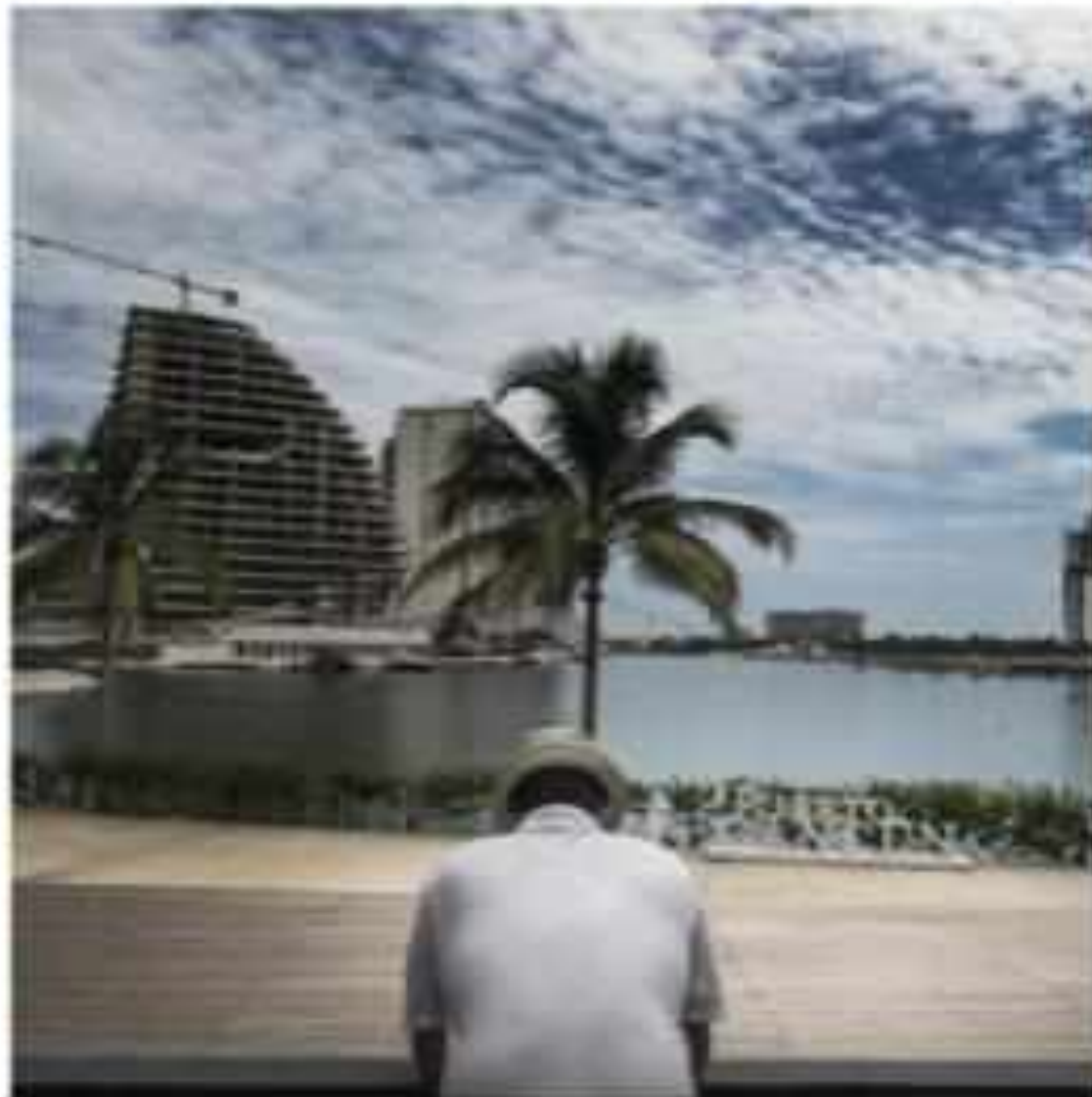
STATE RESTRICTIONS

VACCINE UPDATE

THE COVID STORM SERIES

## As Covid-19 Clobbers Tourism, Millions Lose a Lifeline

In resorts like Cancún, tourism has lifted many out of poverty. What happens now?



A deserted shopping plaza in Cancún in July. The pandemic has hit tourism-dependent countries particularly hard.

bes

Billionaires Innovation Leadership Money Business Small

846 views | Aug 24, 2020, 11:46am EDT

# Will Travel Businesses Be In The Next Round Of PPP Stimulus?



**Geoff Whitmore** Contributor

Travel

*I cover travel rewards, my trips, and products.*

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Even though more people are traveling for leisure and business, travel volumes are still below their pre-pandemic levels. As a result, many businesses are struggling to stay open until tourism recovers. The Paycheck Protection Program (PPP) can be a lifeline for many companies, yet it's unclear if the travel industry qualifies for aid.

## Who Qualifies For PPP Loans?

The Paycheck Protection Program is part of the CARES Act stimulus package that became law in late March. Many individual Americans directly ben

The New York Times

virus Outbreak LIVE Latest Updates Maps and Cases Vaccine Tracker Decreasing Case Rates Economy

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## 5 Things We Know About Flying Right Now

As passengers cautiously return to air travel, there are a few issues worth considering — from middle-seat policies to questions about virus transmission on airlines.



rough U.S.A. checkpoints has recently increased substantially since the pandemic began. Houston Airport in Houston. Justin Sullivan/Getty Images

By Elaine Glusac

Aug. 20, 2020

Facebook Twitter Email Print RSS 222

After passenger numbers plummeted earlier this year, air travel has taken a significant step forward. On Aug. 18, nearly 983,000 [fliers](#) passed through Transportation Security Administration checkpoints around the country, the highest figure since March 17. Though just one third of last year's 2.5 million passengers, the traffic is sharply higher than the 87,534 who traveled on April 14 in the depths of the pandemic.



## Many Chiefs fans removed their masks while attending open practice

Posted by Michael David Smith on August 23, 2020, 6:01 AM EDT



In a sign of how difficult it will be to play football with fans in the stadiums this season, large numbers of Chiefs fans refused to comply with the team's mask requirement at the open practice Saturday at Arrowhead Stadium.

Photos and **videos** posted on social media showed that many Chiefs fans took their masks off after entering the stadium and weren't wearing masks in the stands.

The Chiefs' rules state, "all guests are required to wear masks at Arrowhead Stadium **at all times** except when actively eating or drinking." Many of the fans not wearing masks were not actively eating or drinking.

Wearing a mask is the simplest, easiest thing that everyone can do to help America get COVID-19 under control. The virus has killed more than 170,000 Americans, with no end in sight. People who don't wear masks in public are putting everyone else in danger.



Getty Images





# How Americans are Feeling About Travel



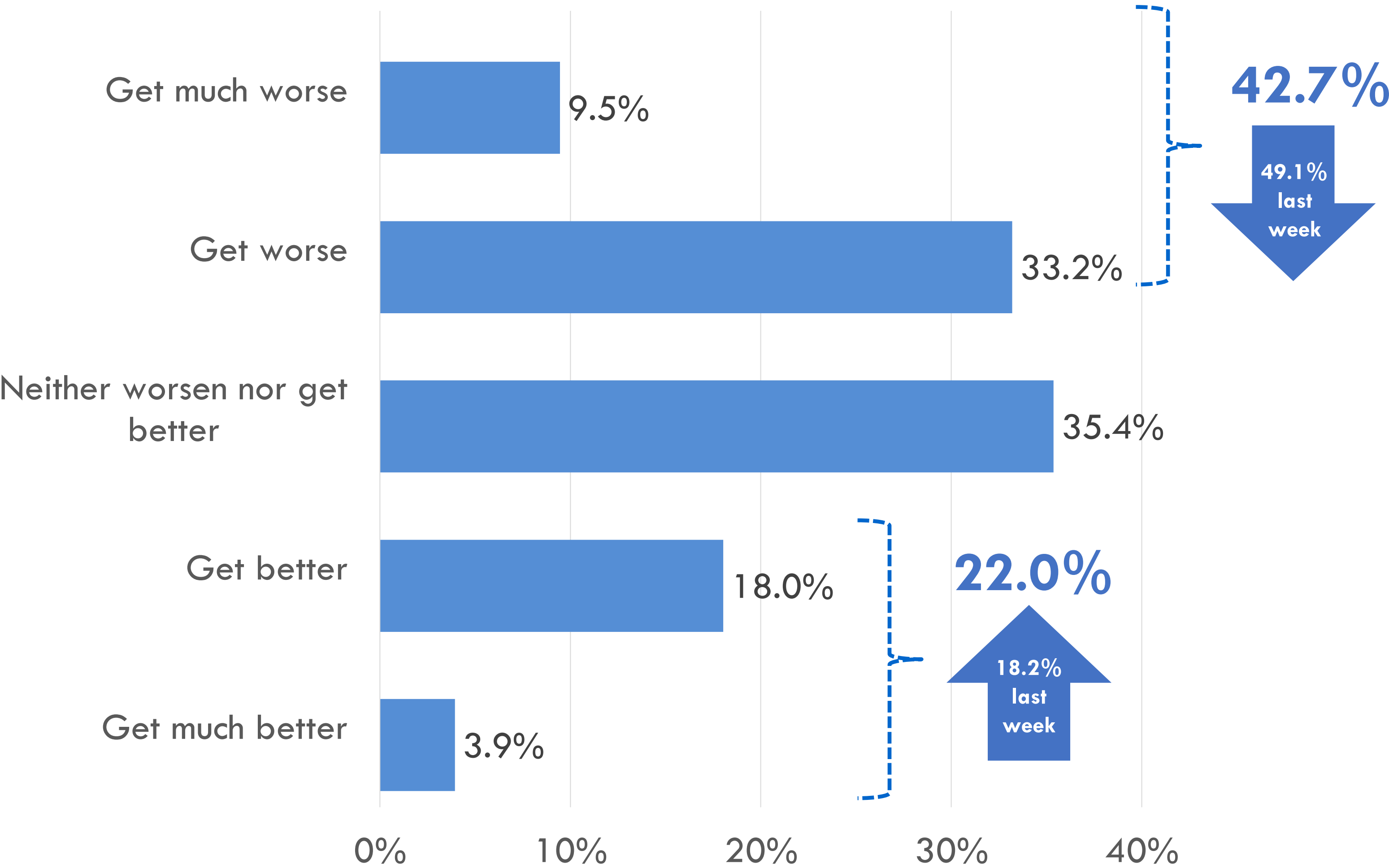


# EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

**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 \_\_\_\_\_

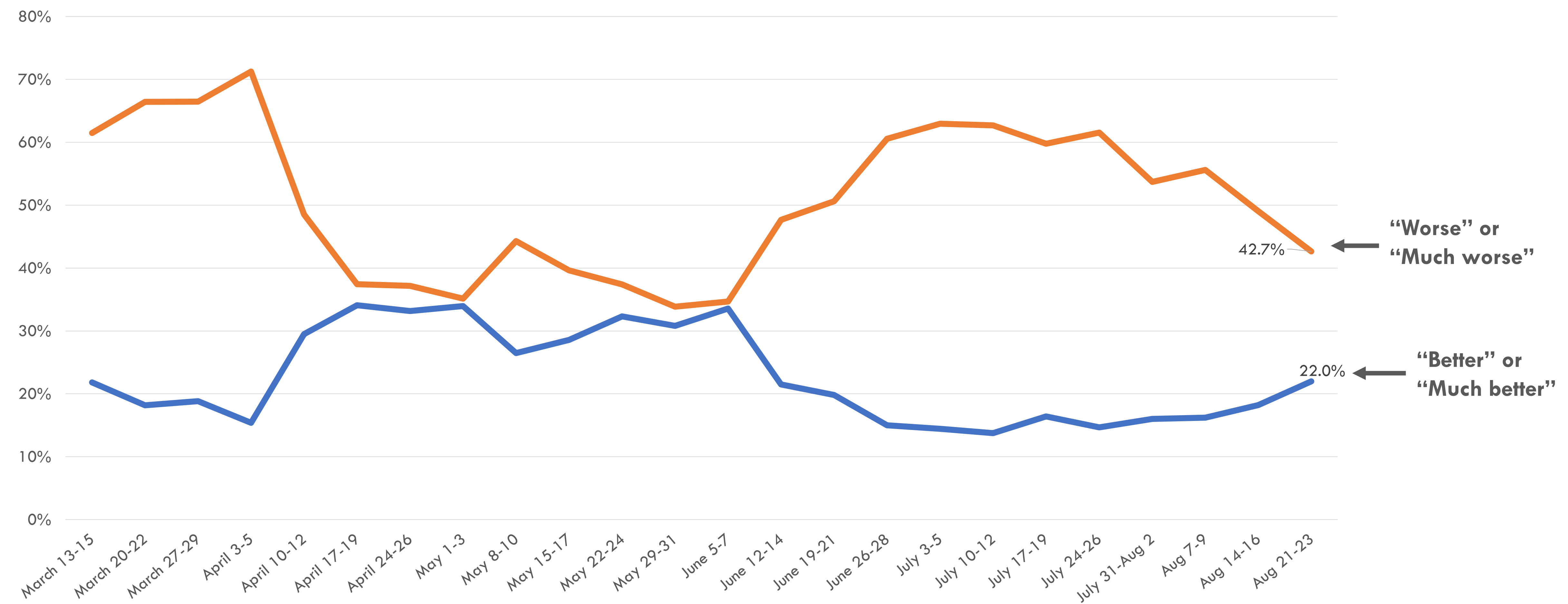
(Base: Wave 24 data. All respondents, 1,207 completed surveys. Data collected Aug 21-23, 2020)





# EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-24)

**Question:** In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change?



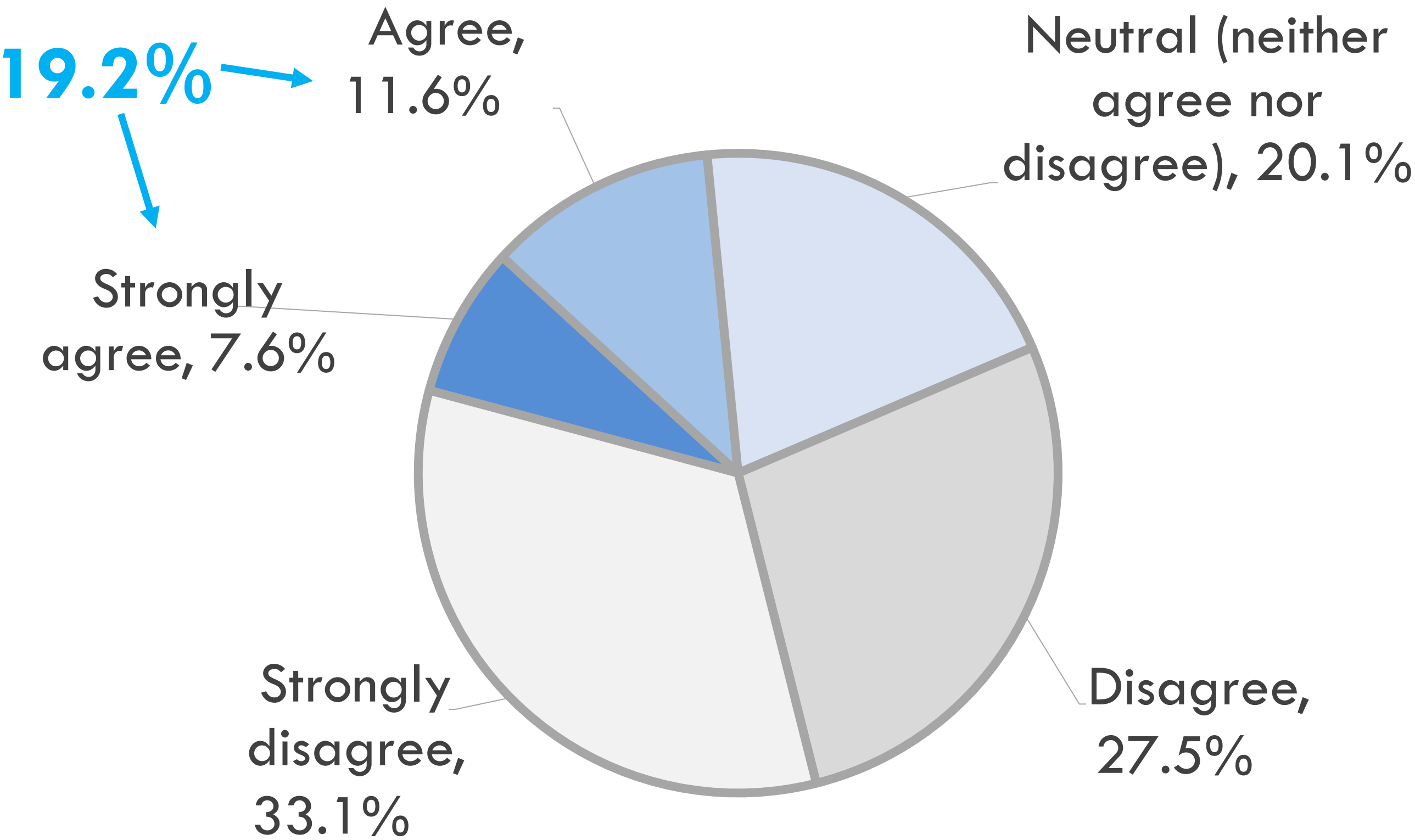


# EXPECTATIONS FOR THE PANDEMIC'S COURSE AT THE END OF 2020

How much do you agree with the following statement?

**Statement:** I expect the Coronavirus situation will be resolved BEFORE THE END OF THIS YEAR.

(Base: Wave 24 data. All respondents, 1,207 completed surveys. Data collected Aug 21-23, 2020)

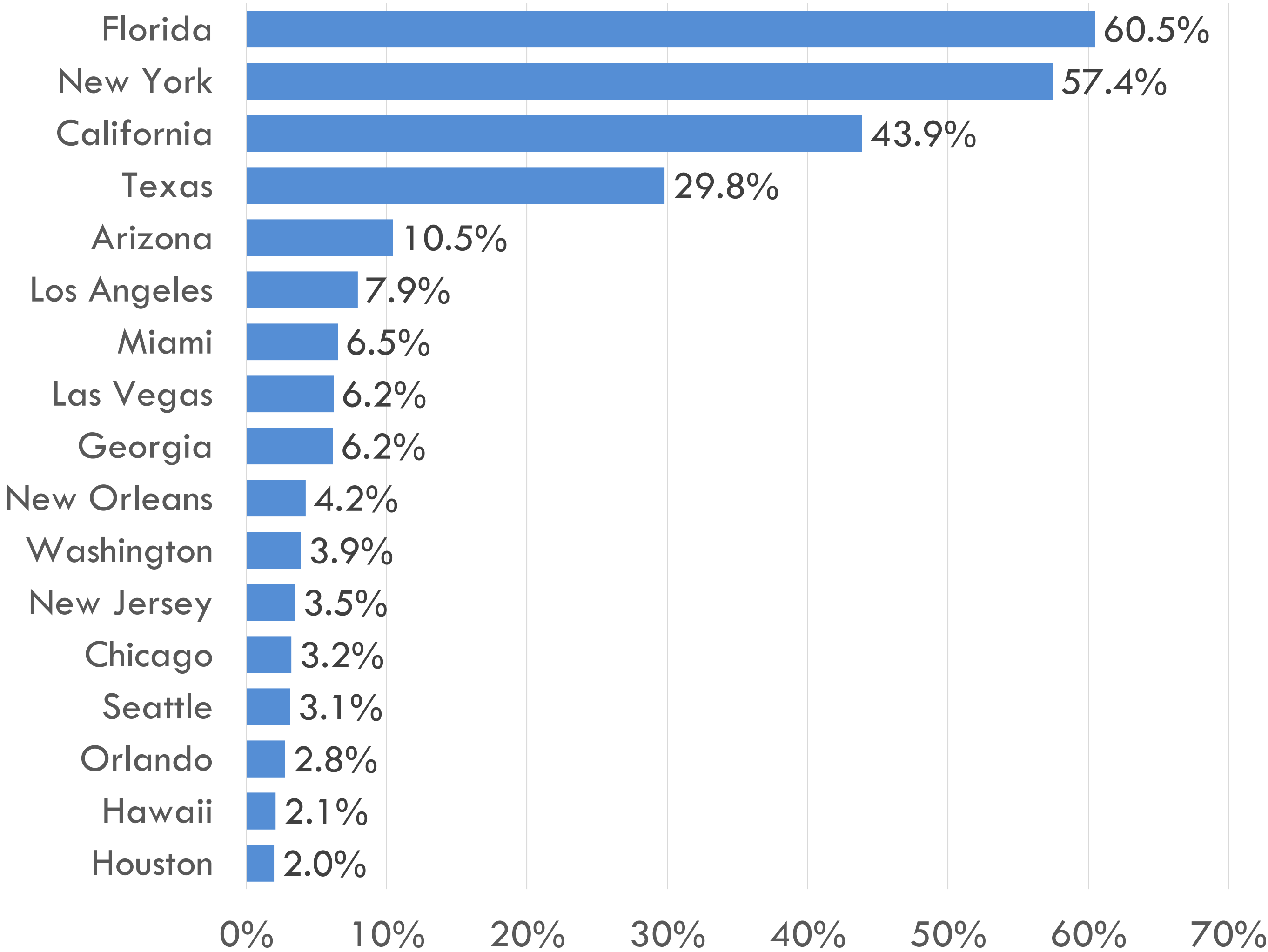




# MOST TALKED ABOUT CORONAVIRUS HOTSPOTS

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

*(Base: Wave 24 data. All respondents, 1,207 completed surveys. Data collected Aug 21-23, 2020)*

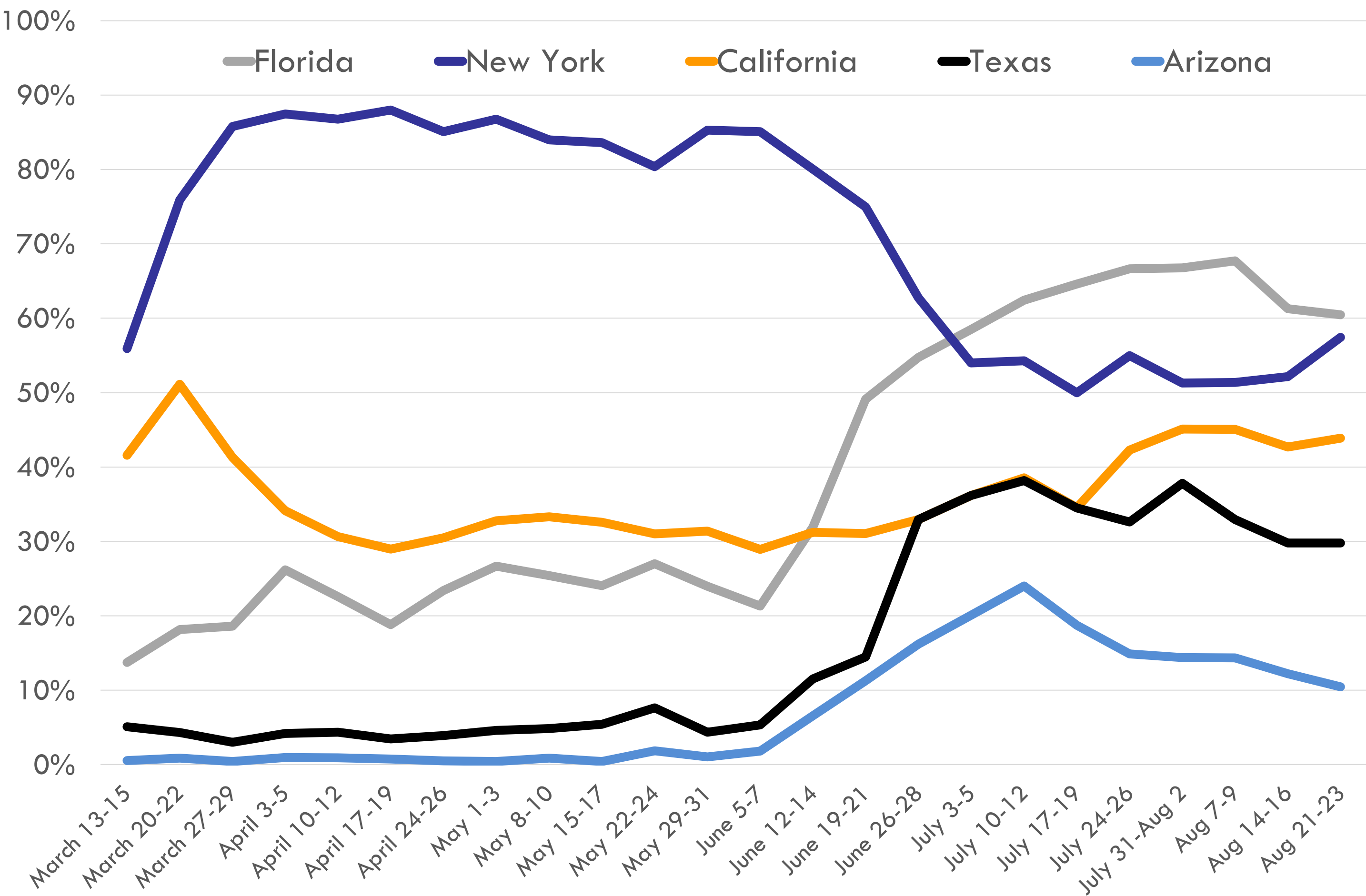




# MOST TALKED ABOUT CORONAVIRUS HOTSPOTS (WAVES 1-24)

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

(Base: Waves 1-24. 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, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202 and 1,207 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 5-7, 12-14, 19-21, 26-28, July 3-5, 10-12, 17-19, 24-26, July 31-Aug 2, Aug 7-9, 14-16 and 21-23, 2020)

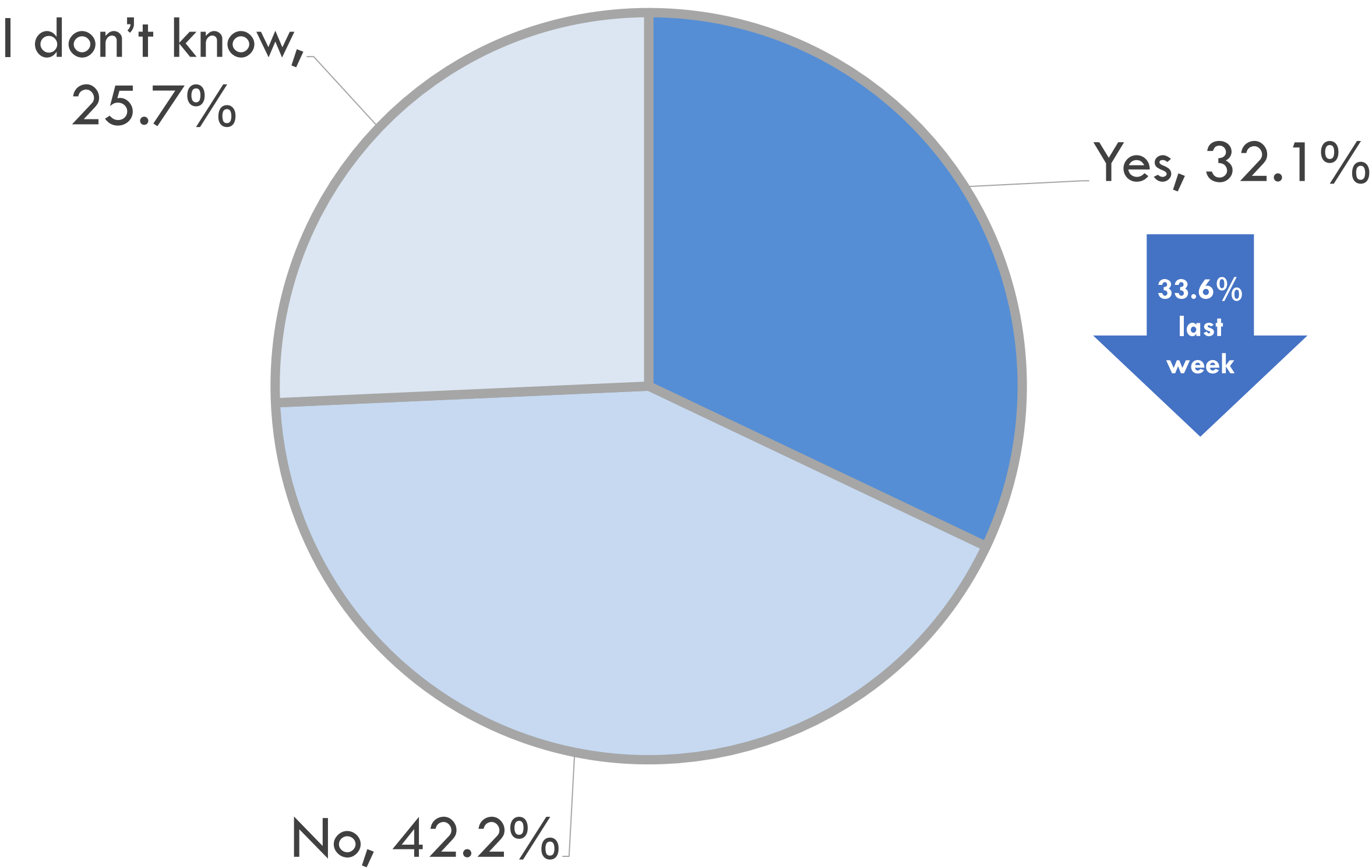




# IMPACT OF CORONAVIRUS ISSUES ON FUTURE INTENT TO VISIT

**Question:** When the coronavirus situation is over, will you be less likely to visit any of these destinations because of their current Coronavirus-related issues?

(Base: Wave 24 data. All respondents, 1,207 completed surveys. Data collected Aug 21-23, 2020)

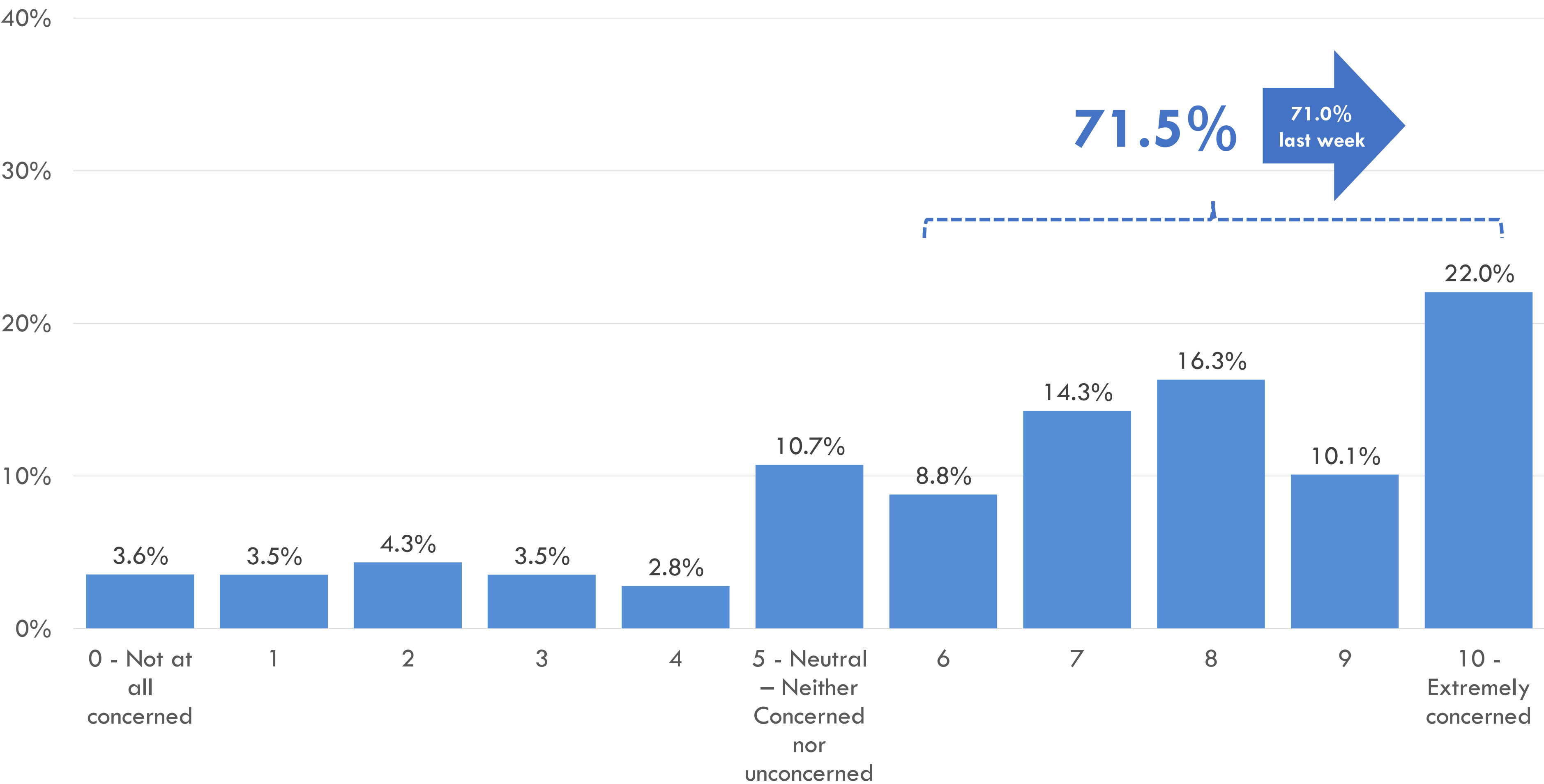




# PERSONAL HEALTH CONCERNS

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

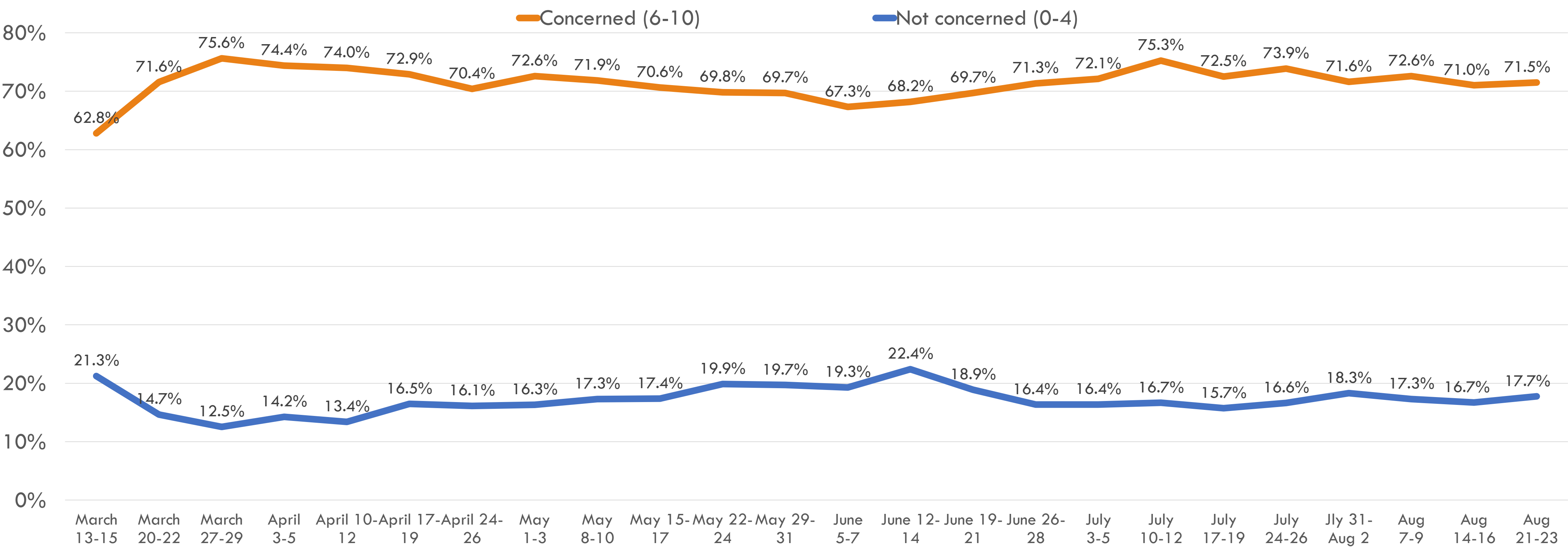
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# PERSONAL HEALTH CONCERNS (WAVES 1-24)

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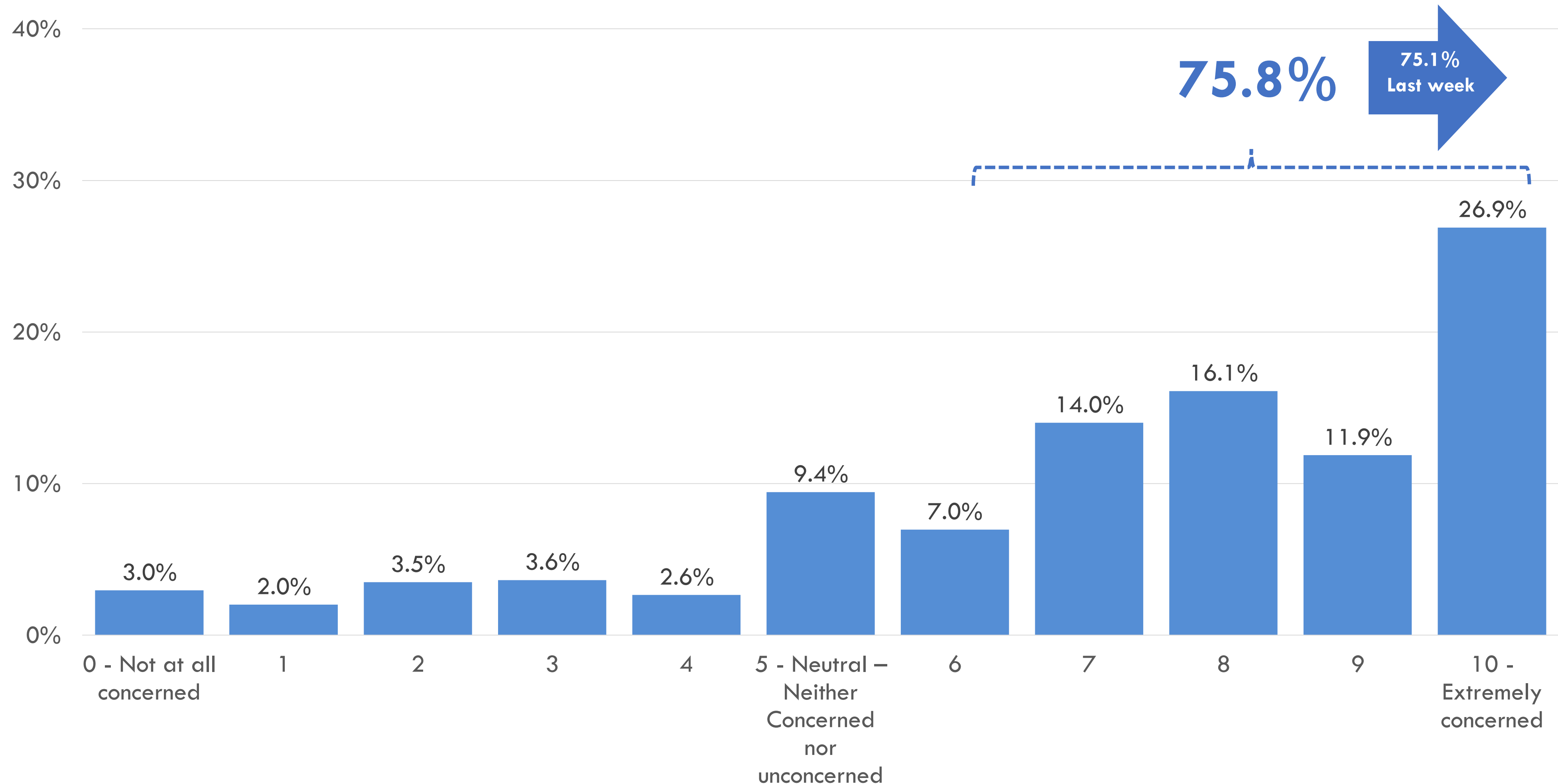
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# HEALTH CONCERNS (FAMILY & FRIENDS)

**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)

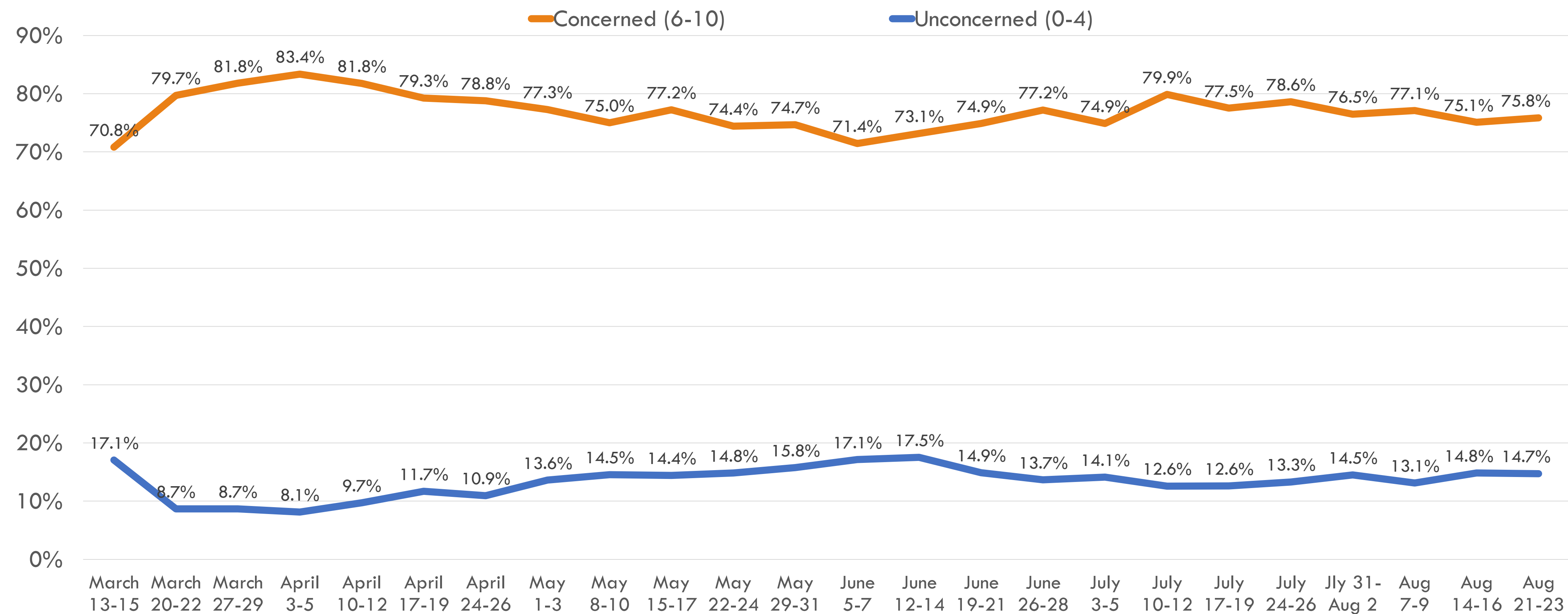
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# HEALTH CONCERNS (FAMILY & FRIENDS) (WAVES 1-24)

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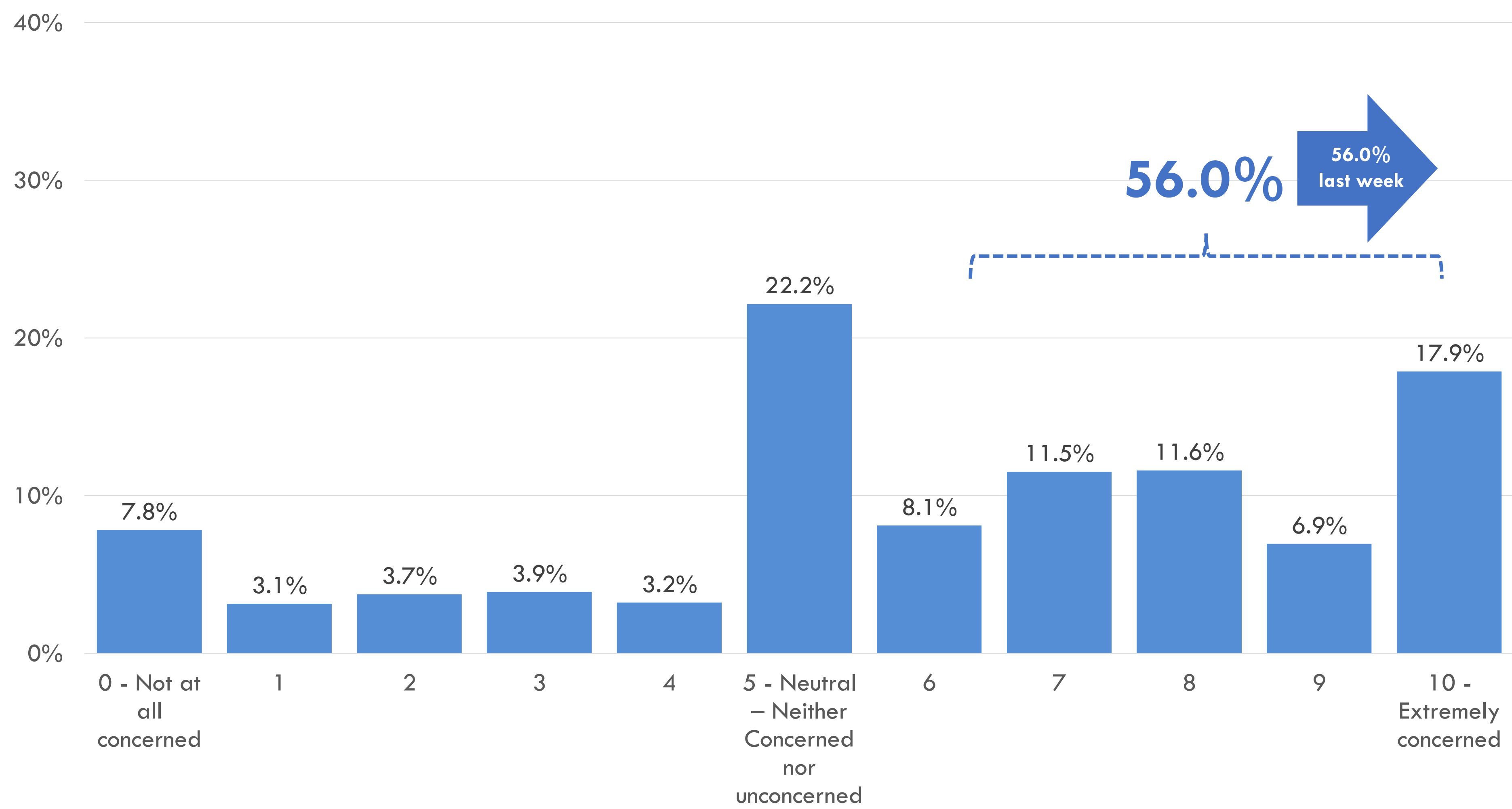
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# CONCERNS ABOUT PERSONAL FINANCES

**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)

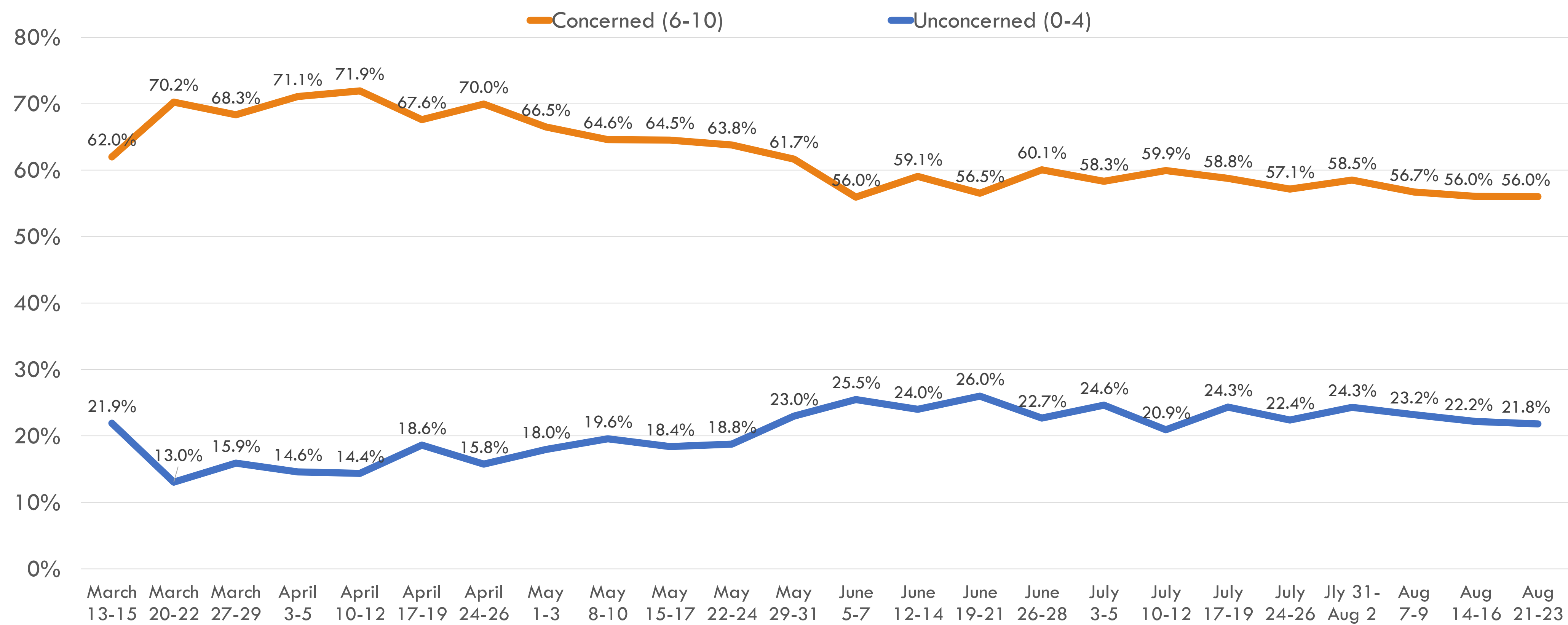
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# CONCERNS ABOUT PERSONAL FINANCES (WAVES 1-24)

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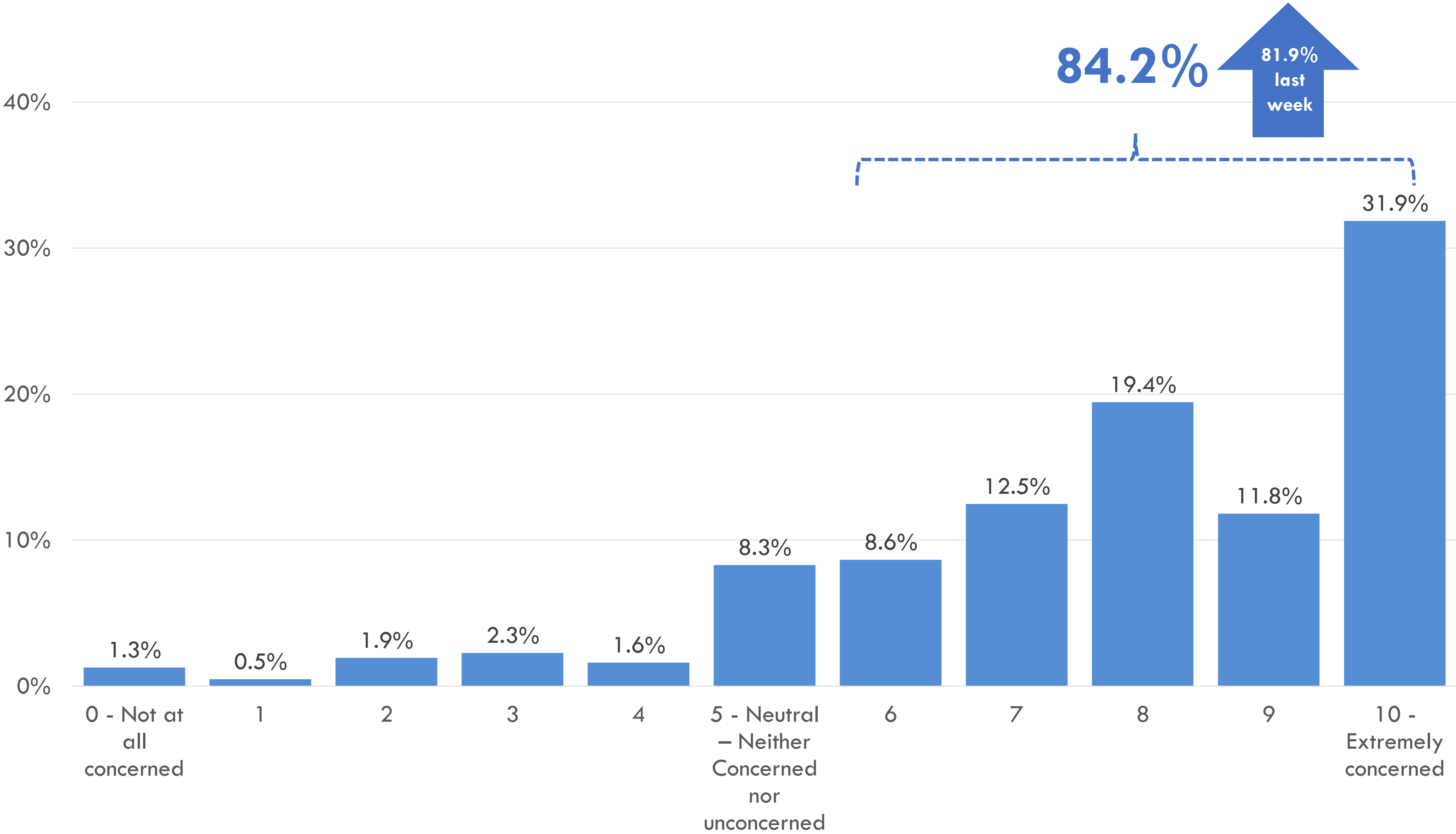
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# CONCERNS ABOUT NATIONAL ECONOMY

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

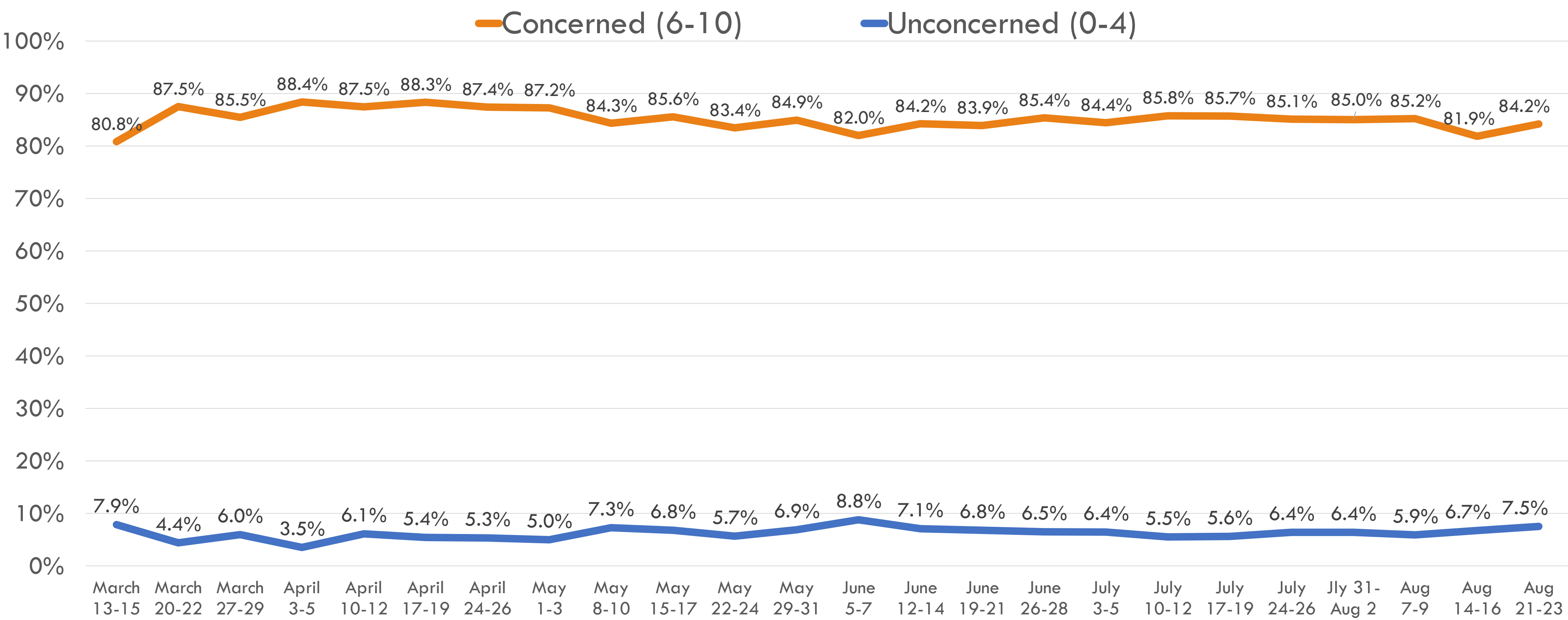
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# CONCERNS ABOUT NATIONAL ECONOMY (WAVES 1-24)

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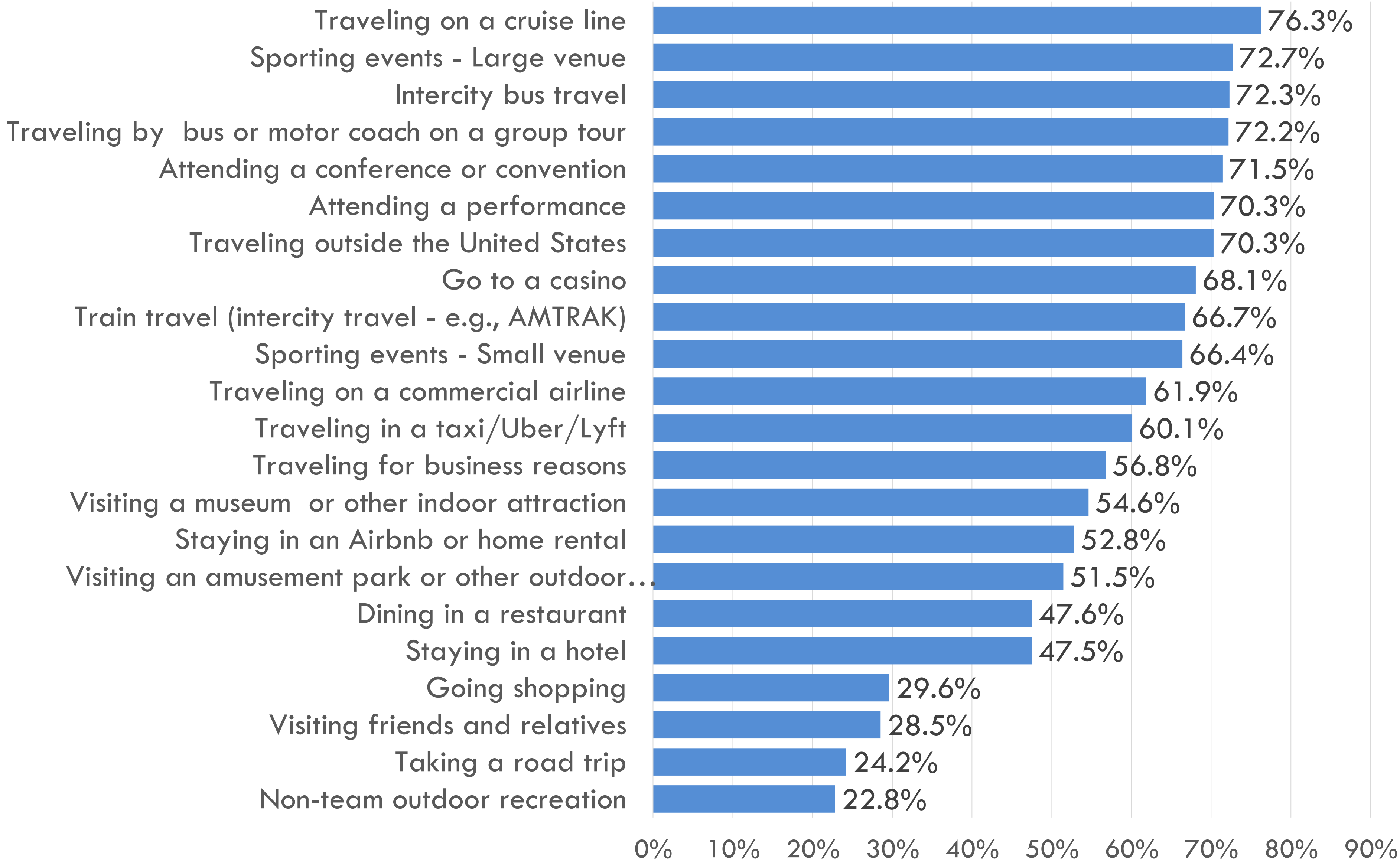


# PERCEIVED SAFETY OF TRAVEL ACTIVITIES

Top 2-Box Score: Percent Selecting Each as “Somewhat Unsafe” or “Very Unsafe”

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

(Base: Wave 24 data. All respondents, 1,207 completed surveys.  
Data collected Aug 21-23, 2020)

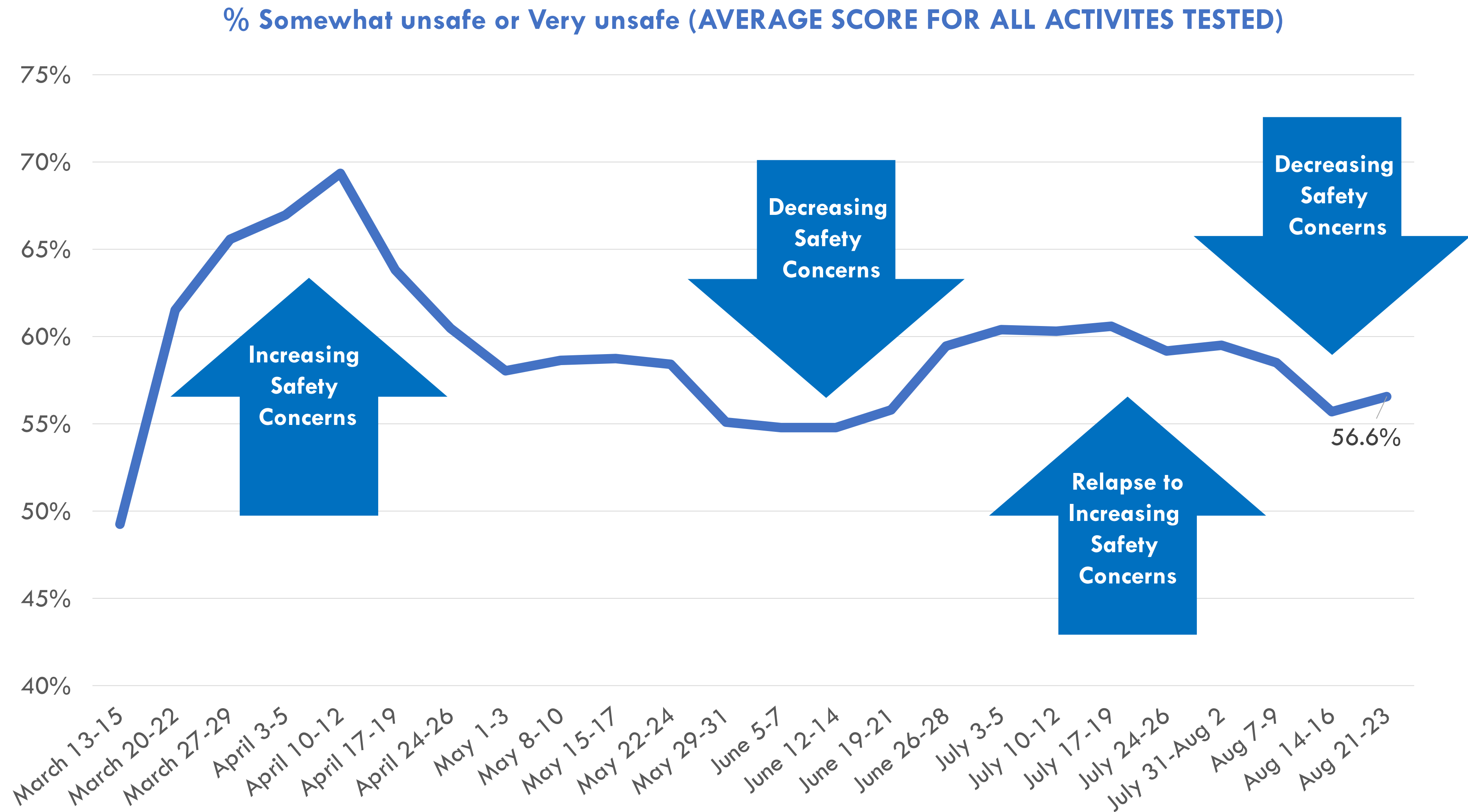




# PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-24 COMPARISON)

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

(Base: Waves 1-24. 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, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202 and 1,207 completed surveys.



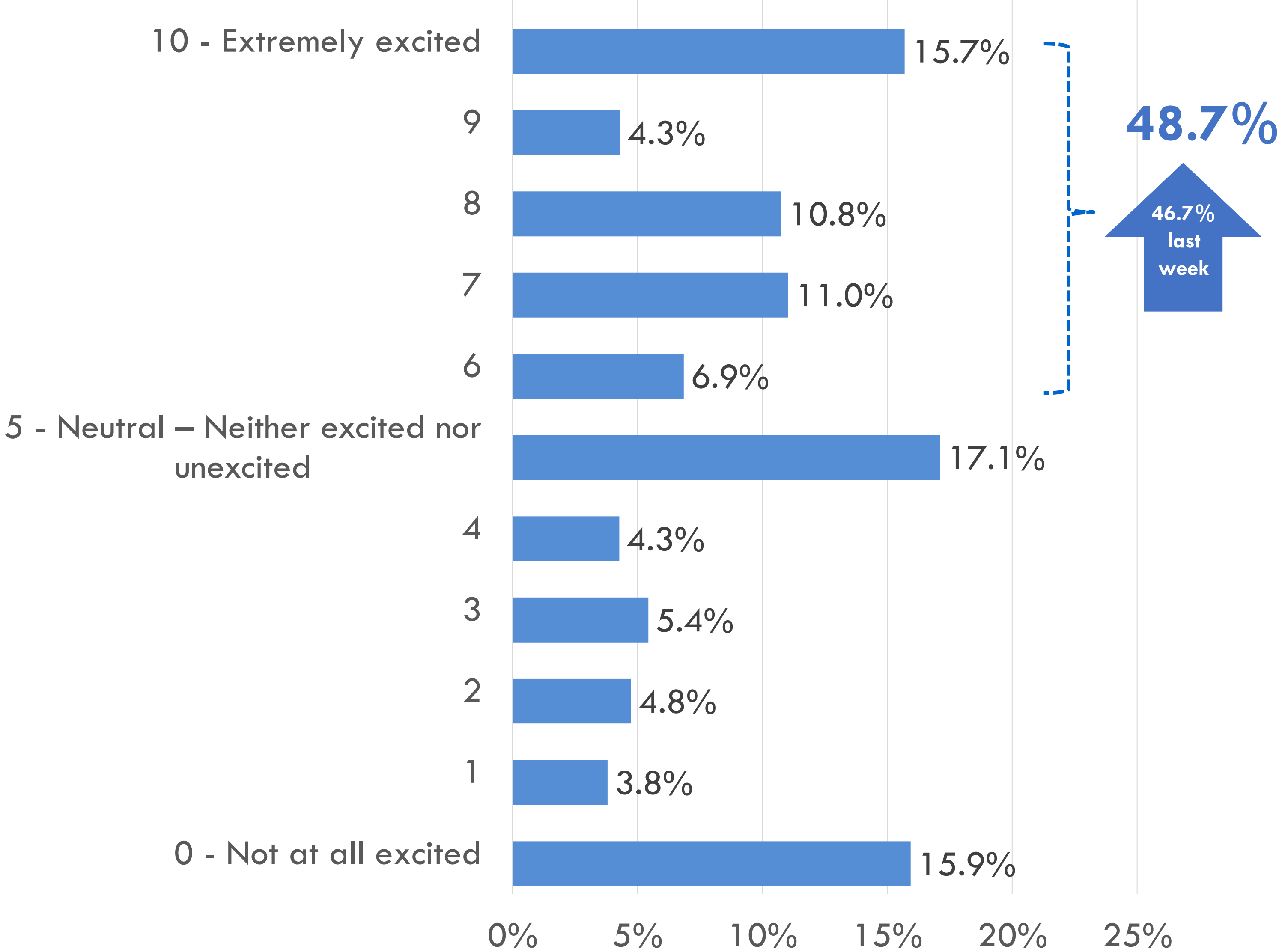


# EXCITEMENT TO TRAVEL NOW

**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)**

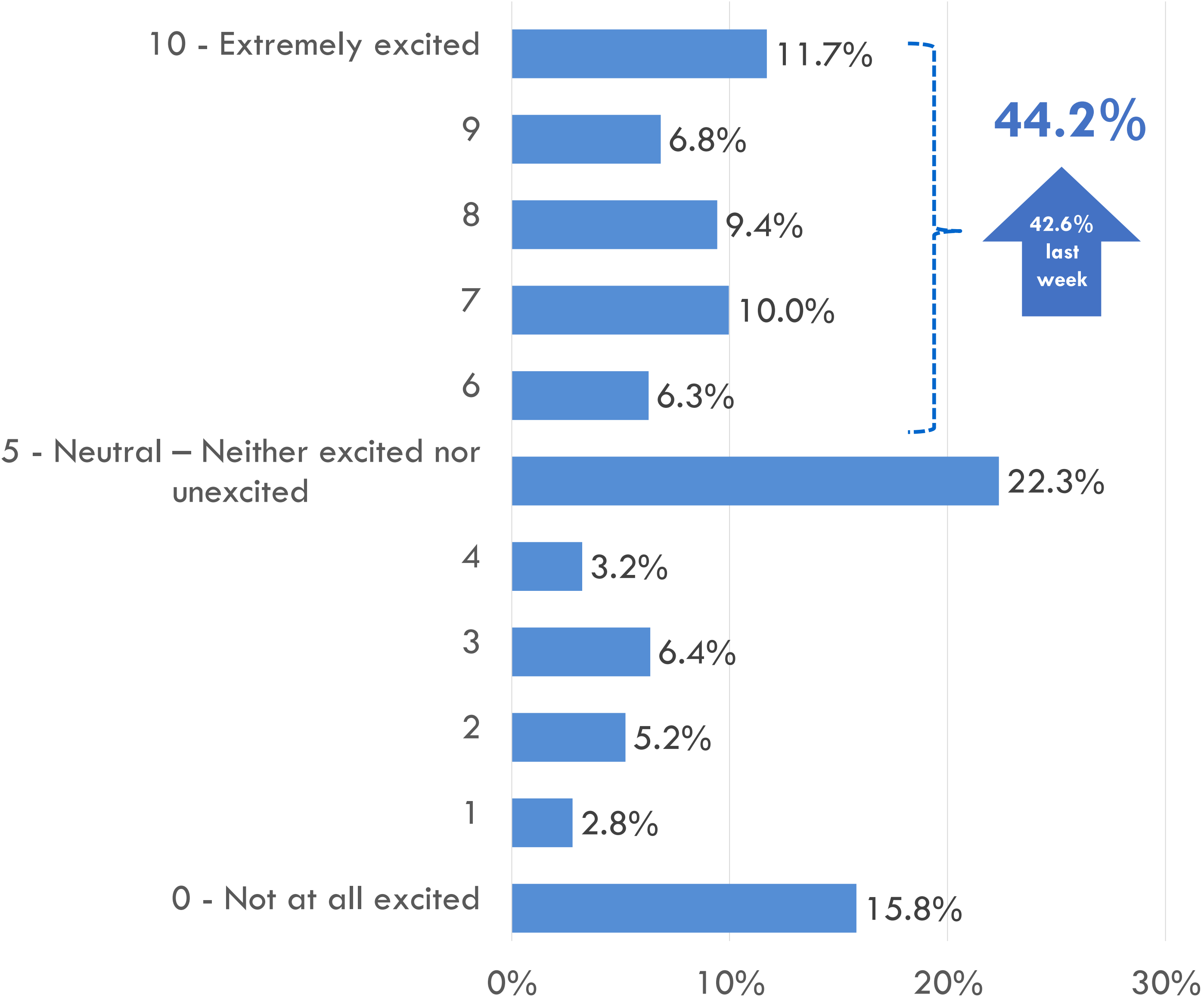
*(Base: Wave 24 data. All respondents, 1,207 completed surveys. Data collected Aug 21-23, 2020)*



# OPENNESS TO TRAVEL INFORMATION

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

(Base: Wave 24 data. All respondents, 1,207 completed surveys. Data collected Aug 21-23, 2020)

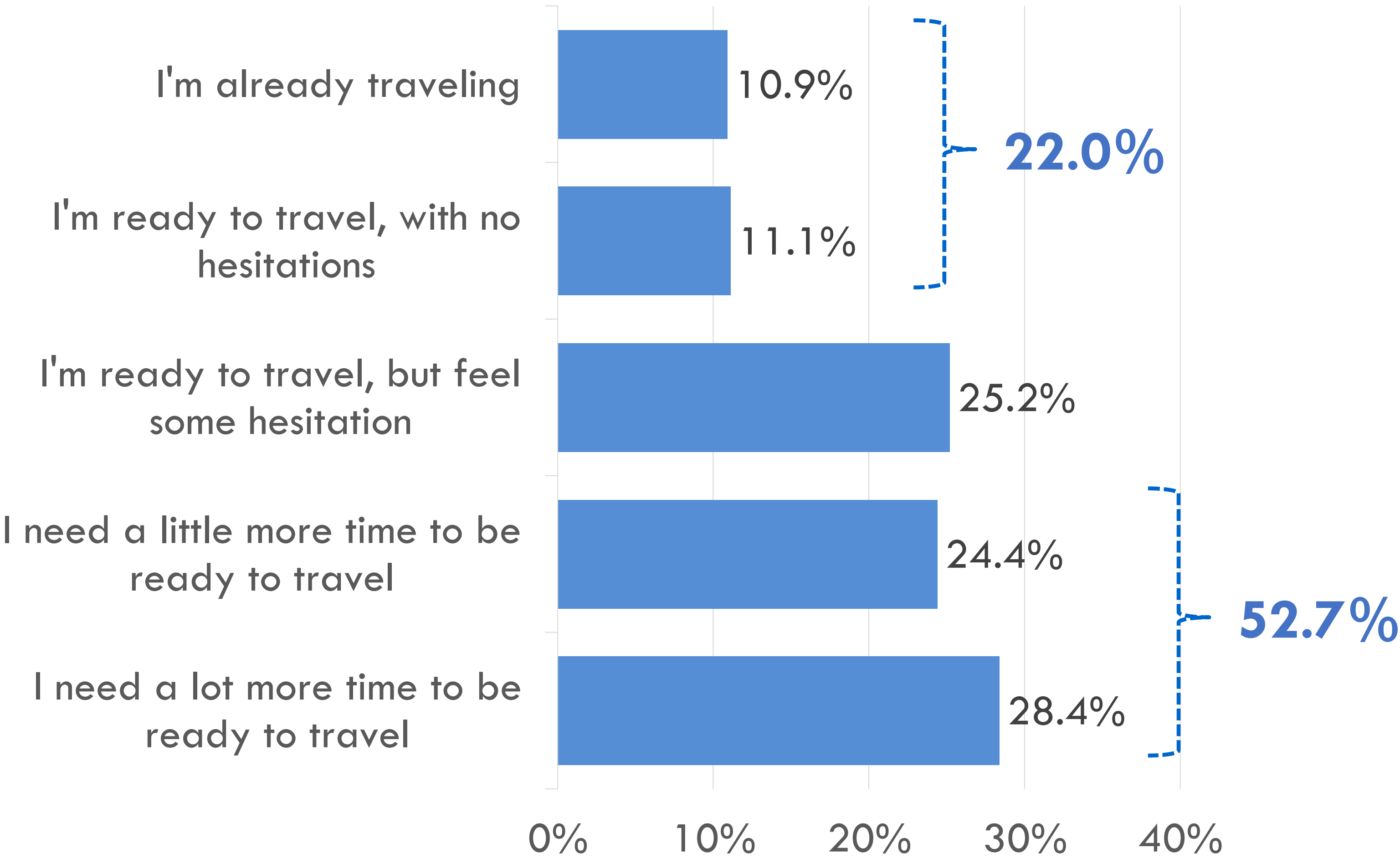




# TRAVEL STATE-OF-MIND

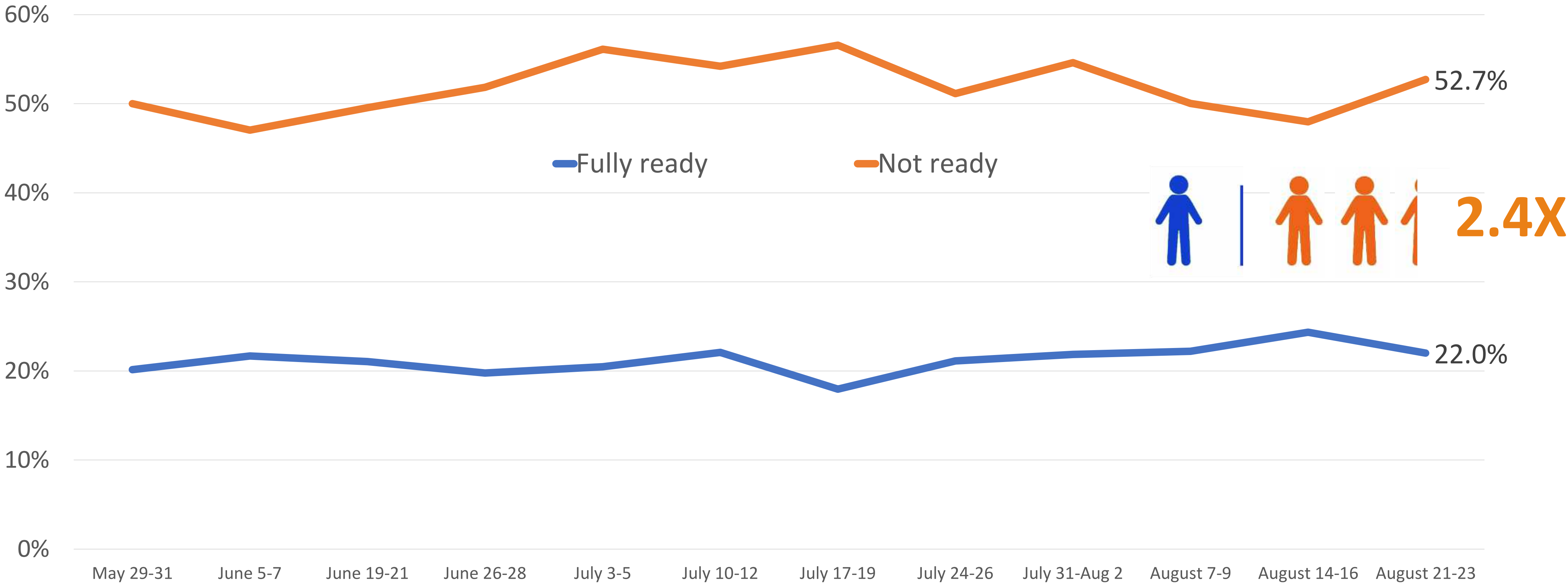
**Question:** When it comes to getting back out and traveling again, which best describes your current state of mind? (Select one)

(Base: Waves 12-13 and 15-24. All respondents, 1,257, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202 and 1,207 completed surveys. Data collected May 29-31, June 5-7, 19-21, 26-28, July 3-5, 10-12, 17-19, 24-26, July 31-Aug 2, Aug 7-9, 14-16 and 21-23, 2020)



# TRAVEL STATE-OF-MIND

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

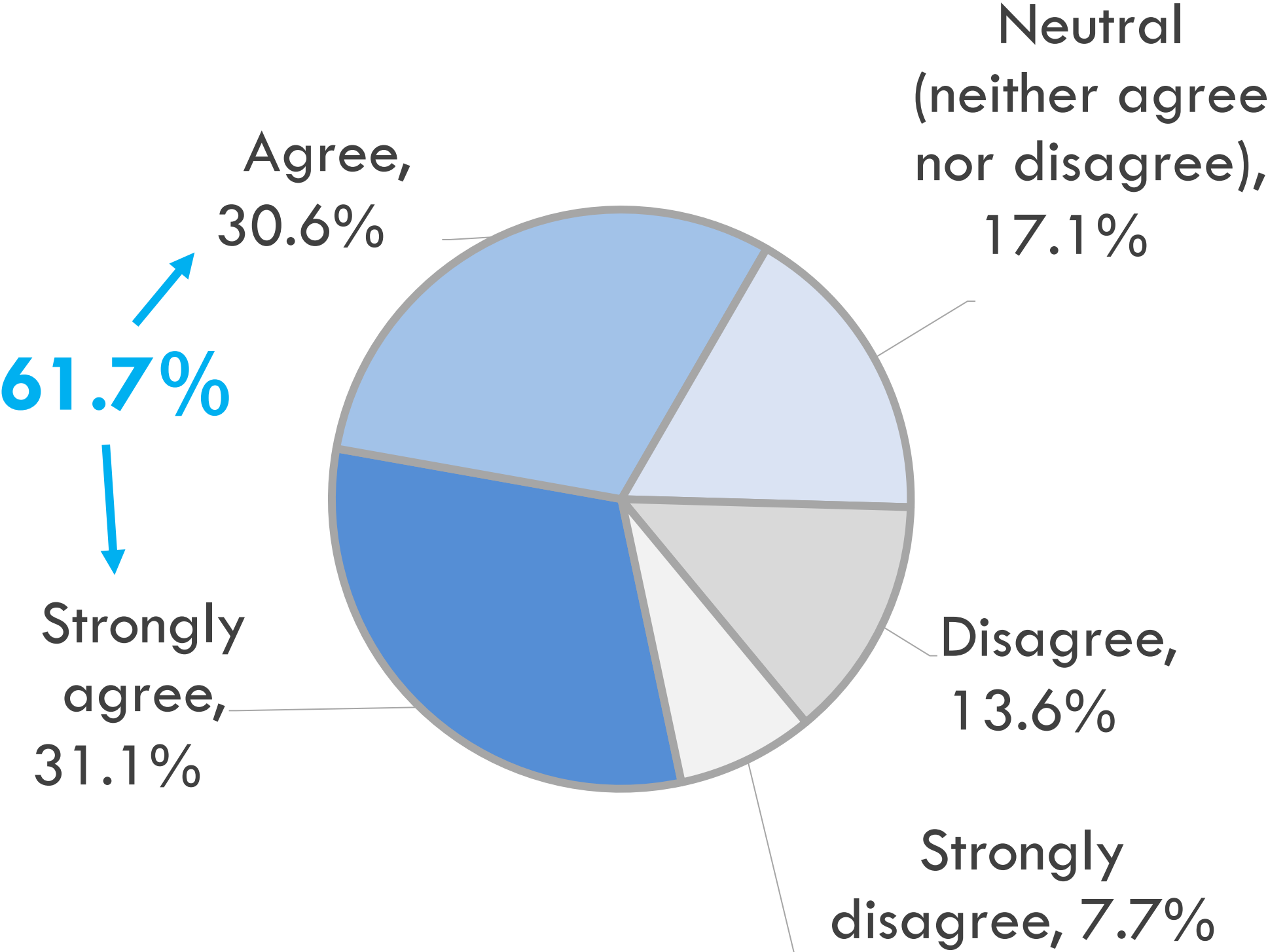




# AVOIDING TRAVEL UNTIL THE CORONAVIRUS BLOWS OVER

How much do you agree with the following statement?

**Statement:** I'm planning to avoid all travel until the Coronavirus situation blows over.

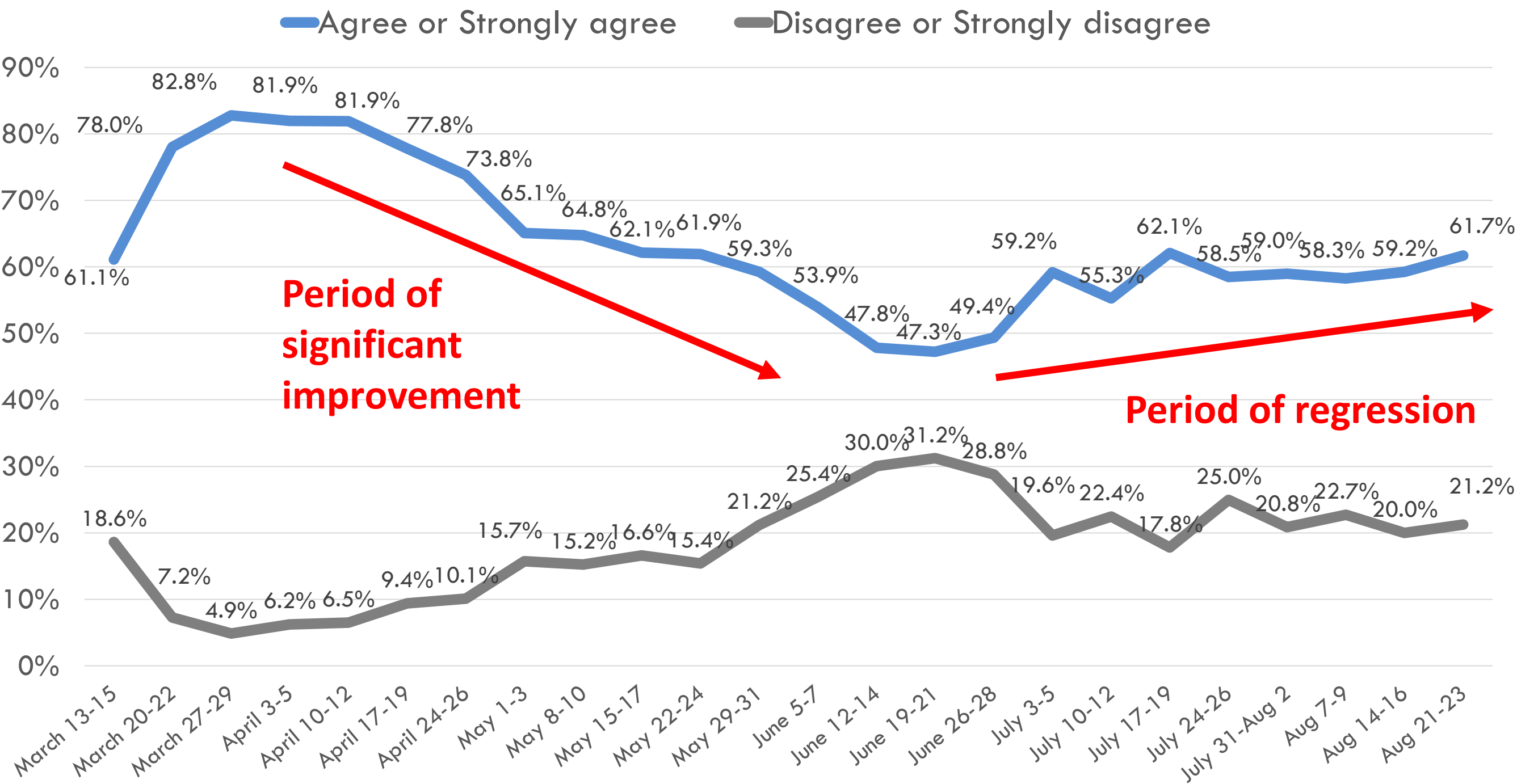


61.7%

Strongly agree, 31.1%

(Base: Waves 1-24. 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, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202 and 1,207 completed surveys.

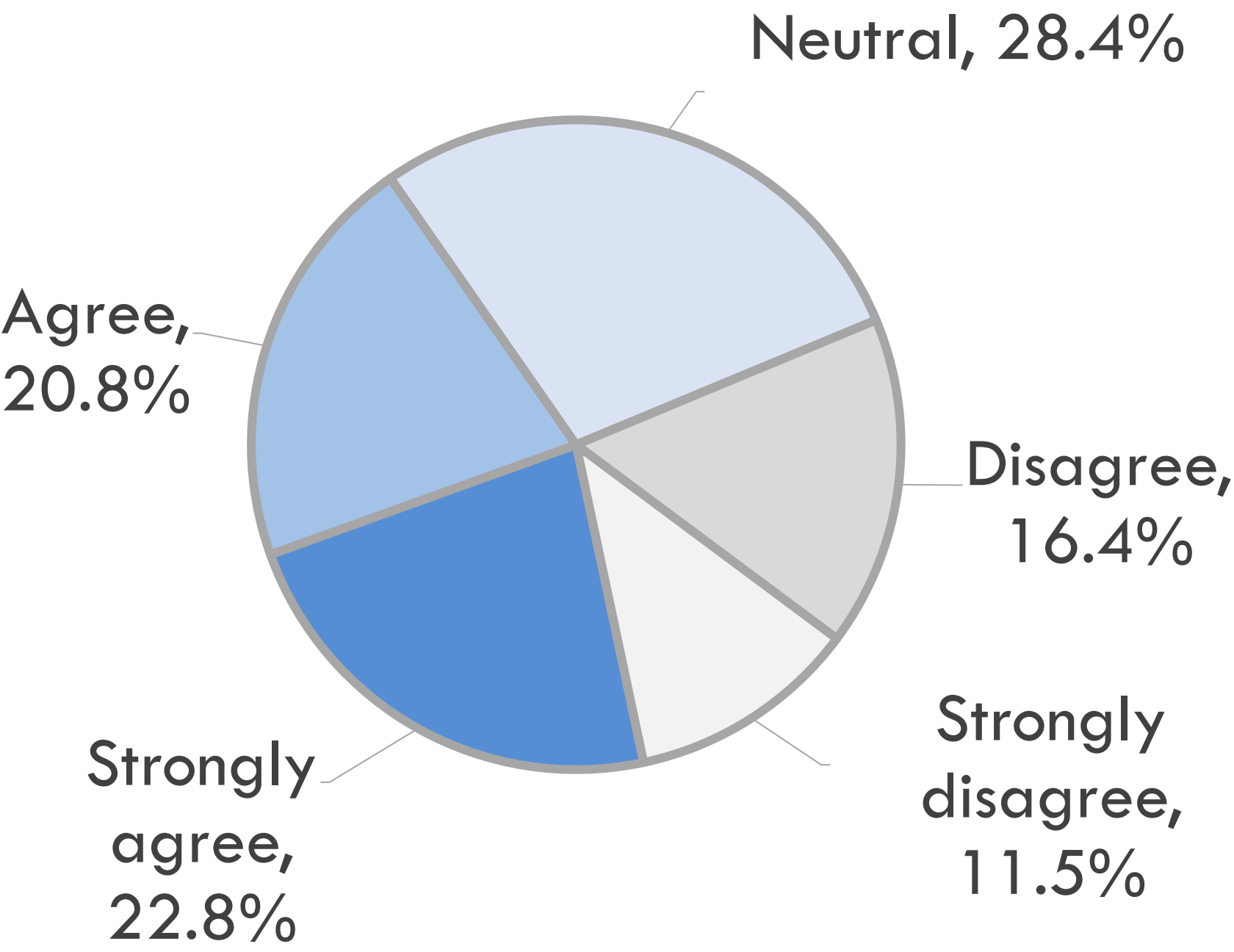
Historical data



# WON'T TRAVEL WITHOUT VACCINE

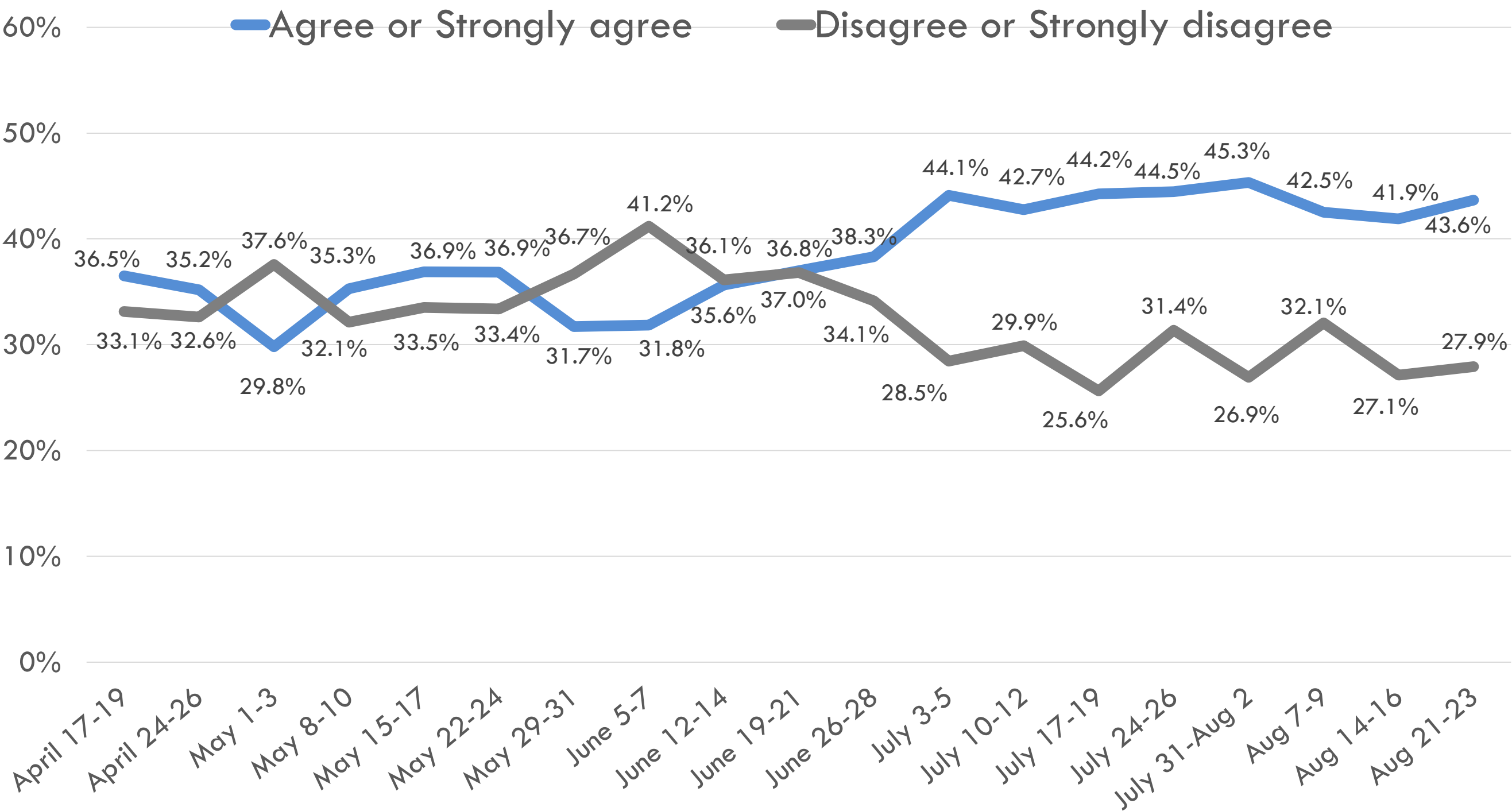
How much do you agree with the following statement?

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



(Base: Waves 6-24. All respondents, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202 and 1,207 completed surveys.)

## Historical data

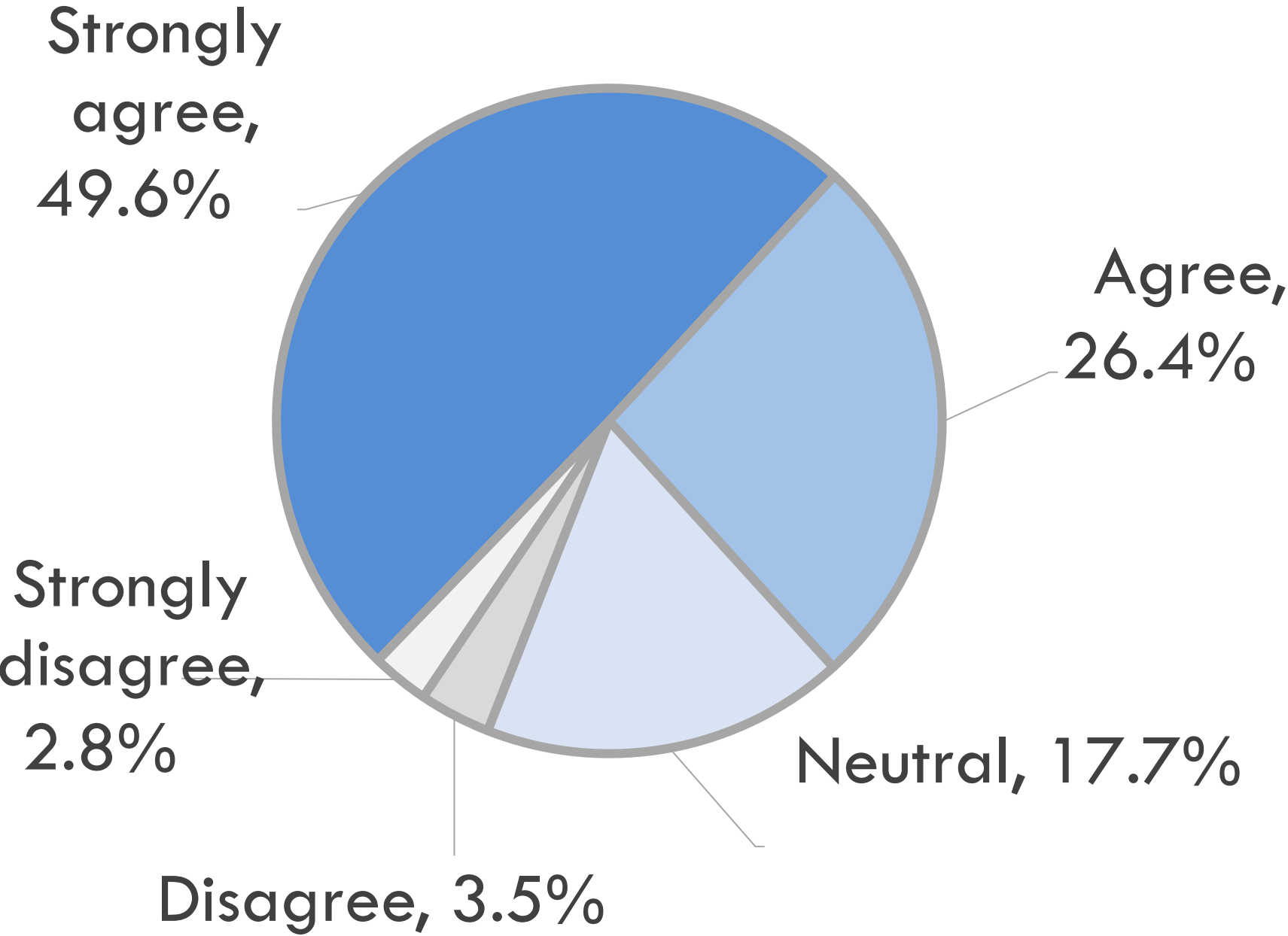




# AVOIDING CONVENTIONS & CONFERENCES

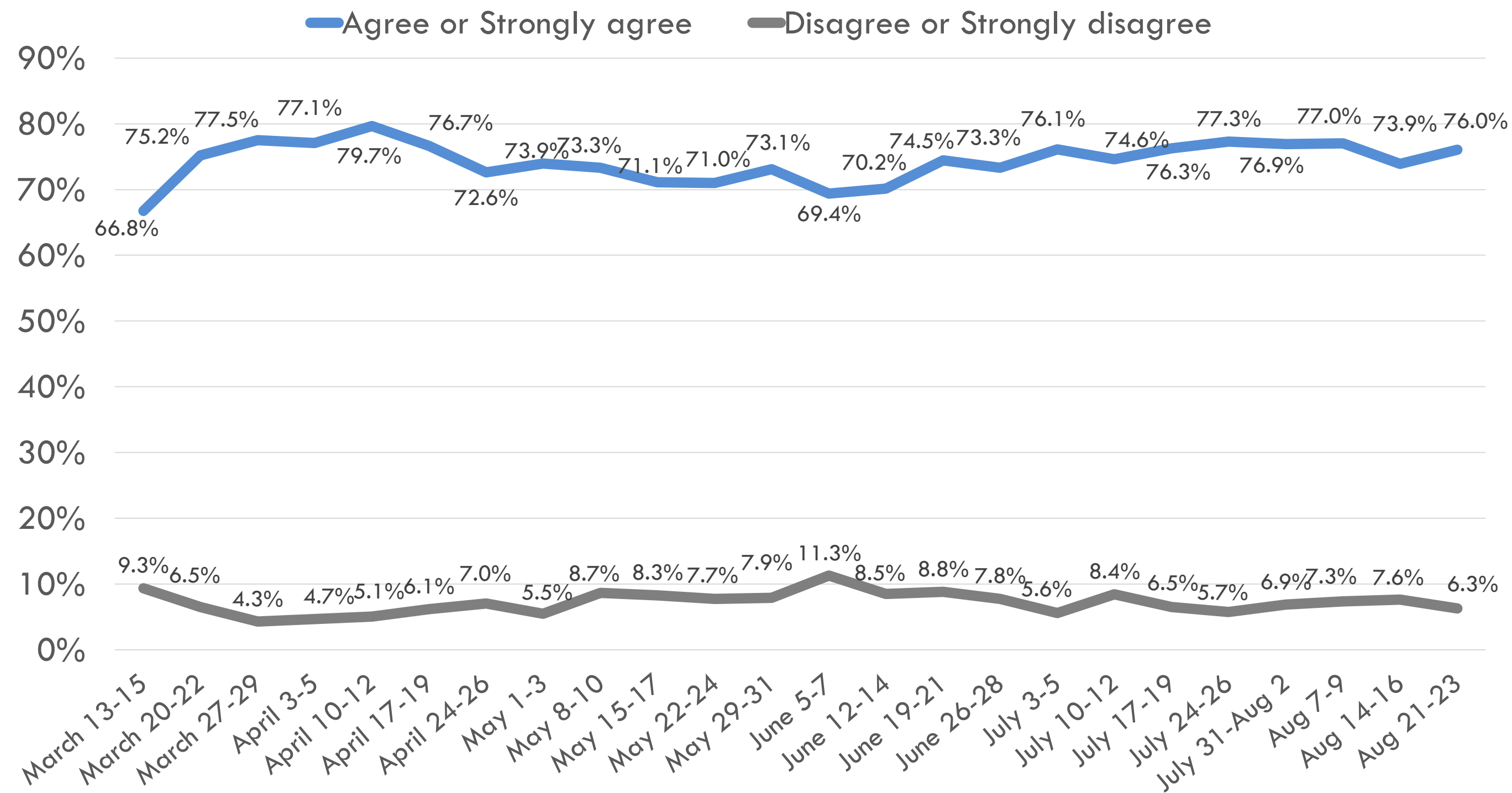
How much do you agree with the following statement?

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



(Base: Waves 1-24. 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, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202 and 1,207 completed surveys.

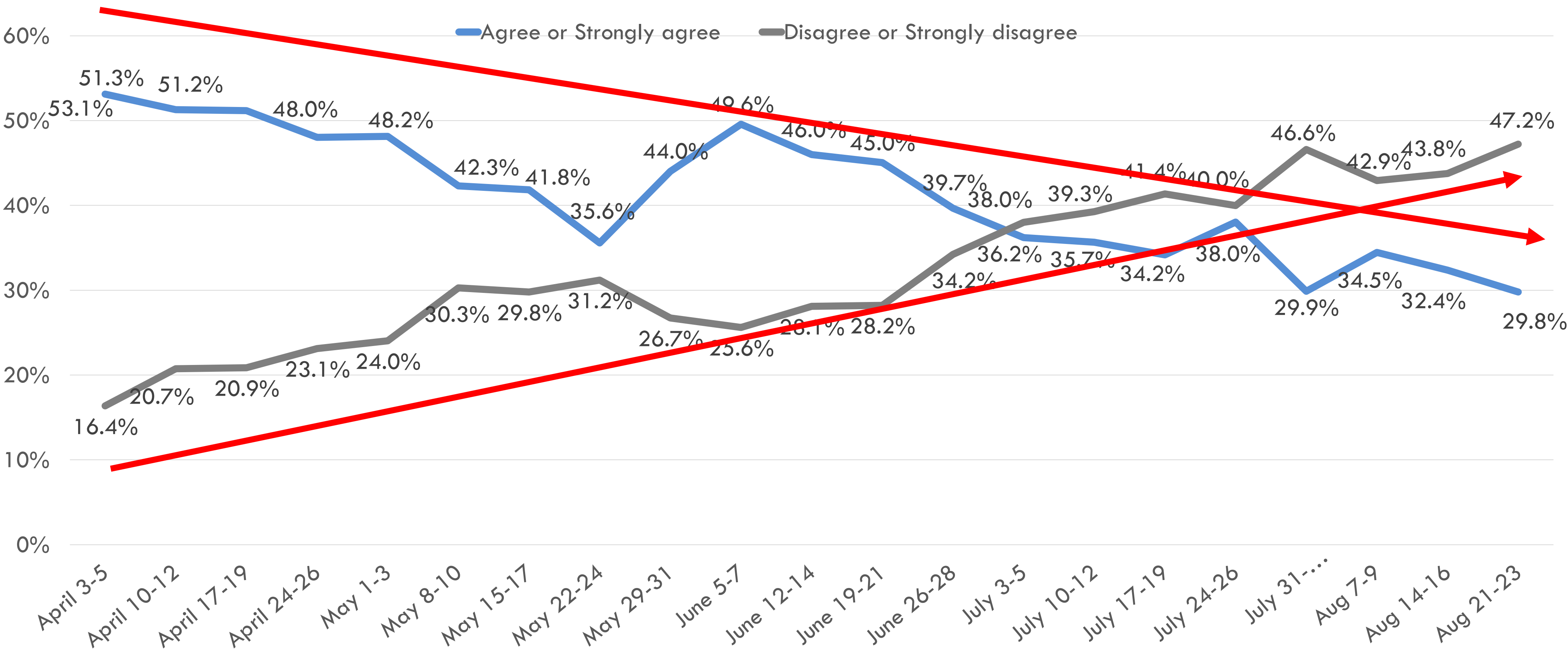
Historical data



# EXPECTATIONS FOR TRAVELING IN THE FALL

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

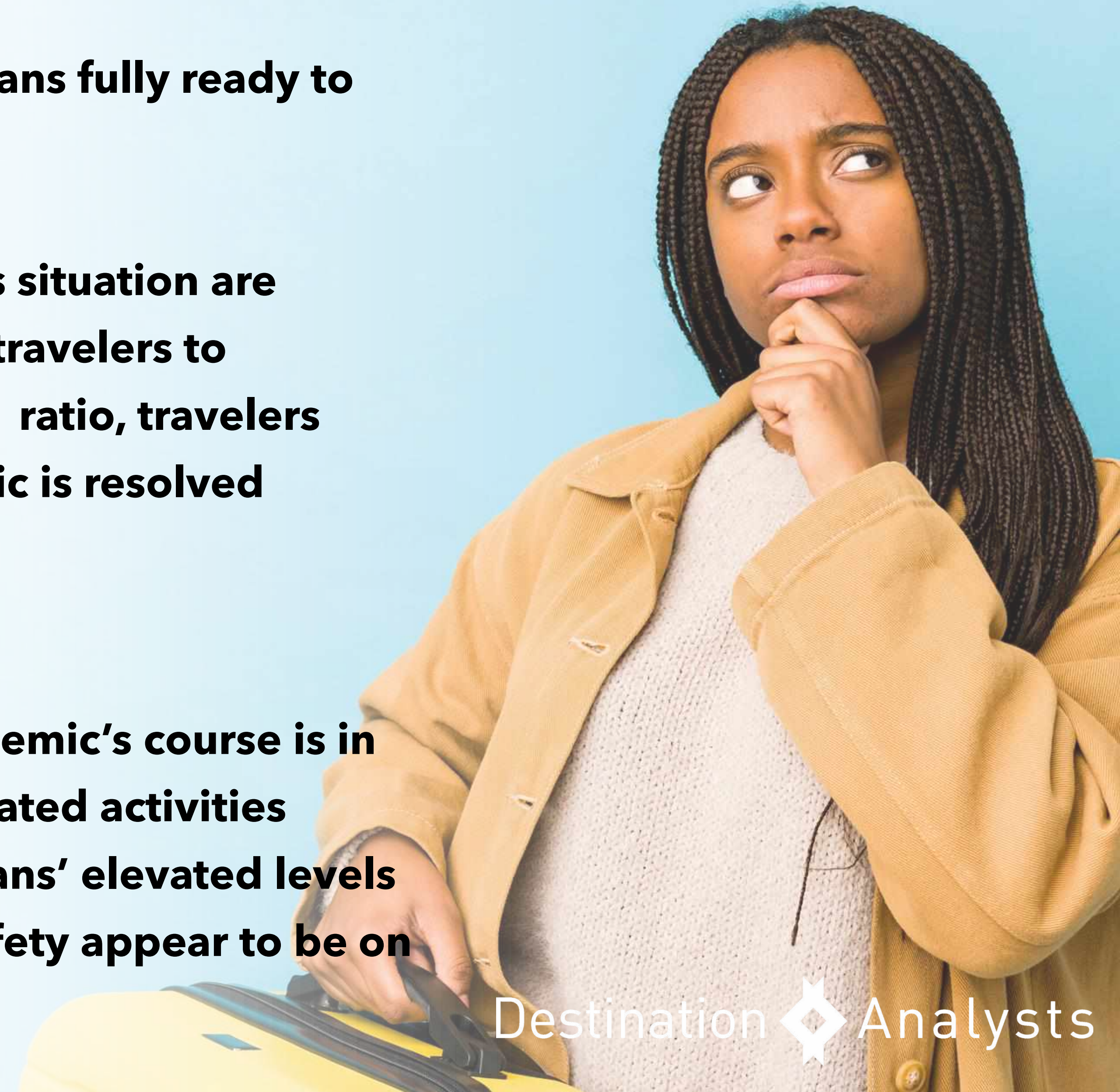
Historical data





# Key Takeaways

- **Travel readiness is idling with ~ 1-in-4 Americans fully ready to travel, and half still opting out for now**
- **Reminder: More dramatic changes in the virus situation are necessary for a large proportion of American travelers to meaningfully be open to traveling. By a 3-to-1 ratio, travelers report they will avoid travel until the pandemic is resolved**
- **The Fall travel season is increasingly at risk**
- **On the bright side, pessimism about the pandemic's course is in decline. Perceptions of the safety of travel-related activities overall remain better than in July and Americans' elevated levels of concern about their health and financial safety appear to be on a stable, unchanging course**





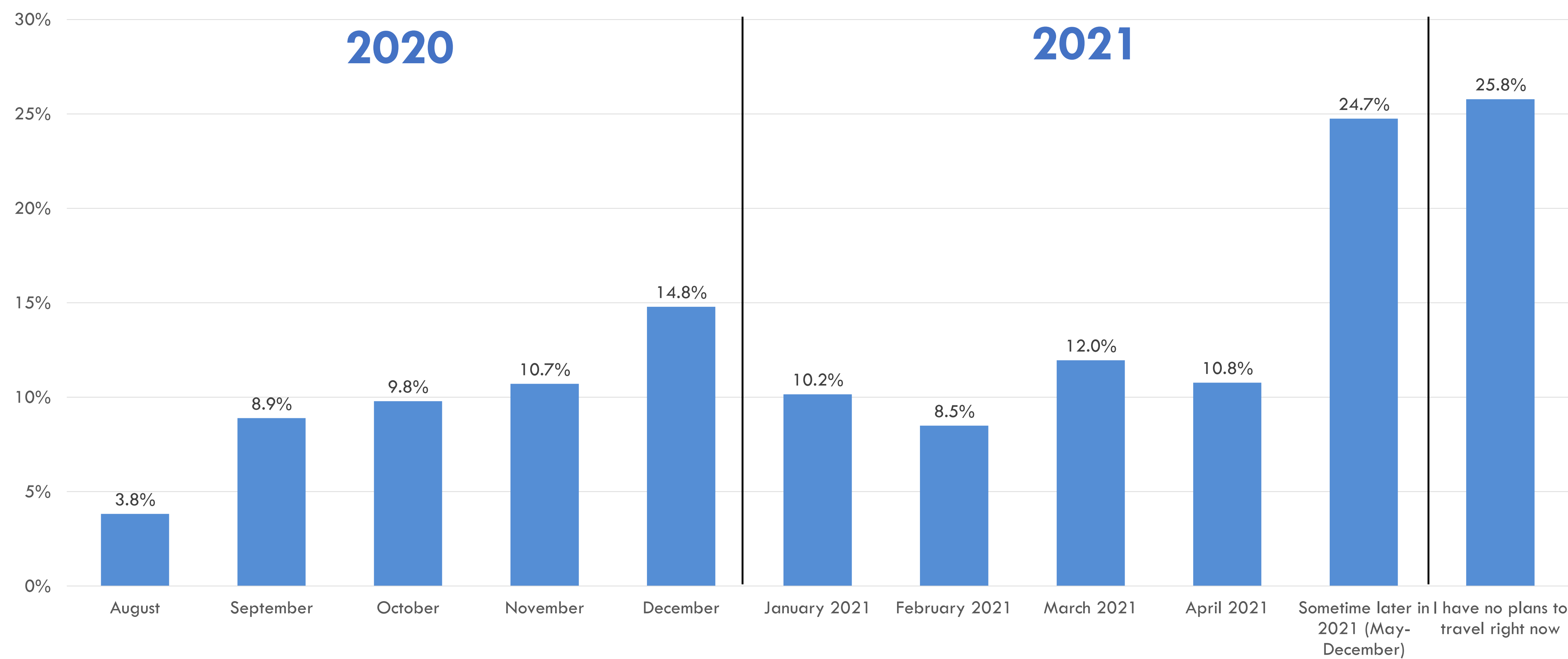
A scenic photograph of a two-lane asphalt road stretching into the distance. The left side of the road is lined with trees in vibrant autumn colors of orange, red, and yellow. The right side features trees with white blossoms, likely cherry blossoms, set against a backdrop of darker green foliage. The sky is overcast and grey. The text 'Travel in the Remainder of 2020' is overlaid in the center in a bold, white, sans-serif font. A semi-transparent blue geometric shape is visible in the bottom right corner.

# **Travel in the Remainder of 2020**



# UPCOMING TRAVEL PLANS

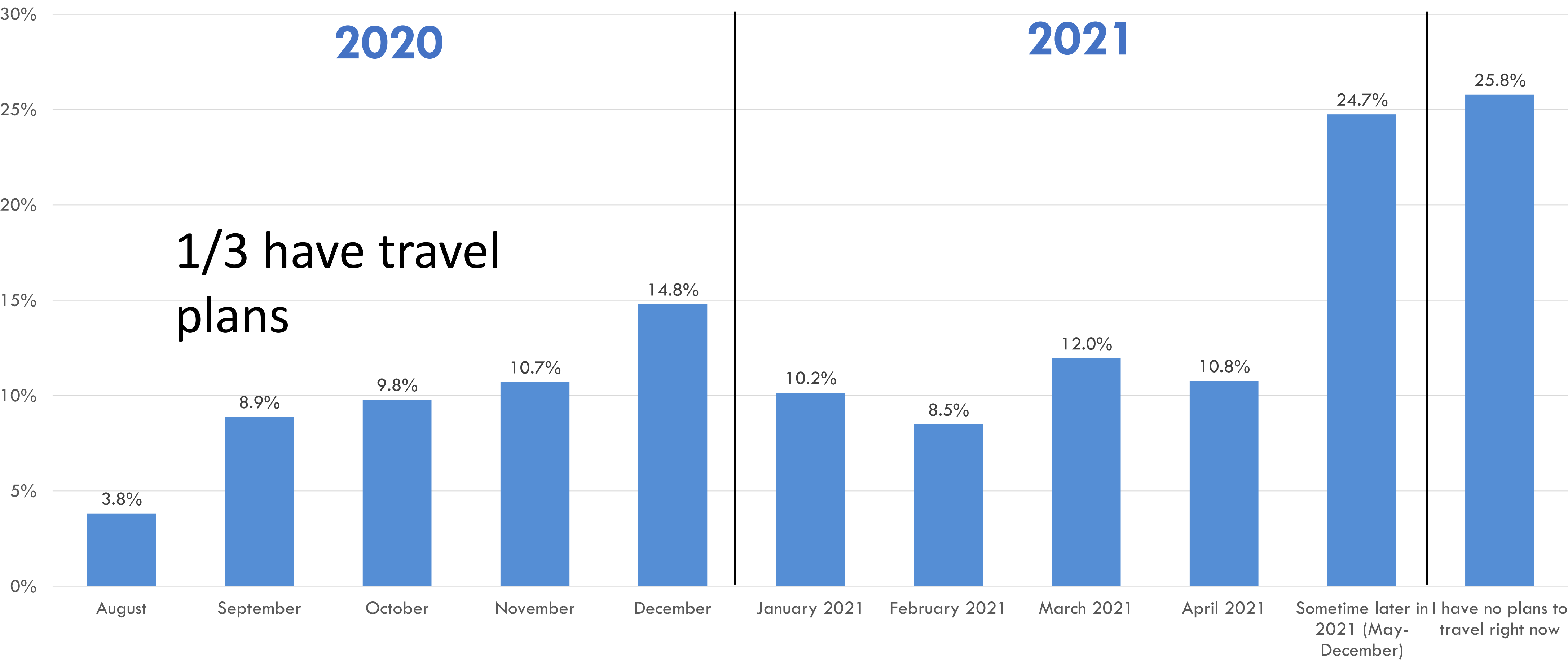
**Question:** Even if only tentatively scheduled, in which months of this year do you currently plan to take any leisure trips?



(Base: Waves 24. All respondents, 1,207 completed surveys. Data collected Aug 21-23, 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?

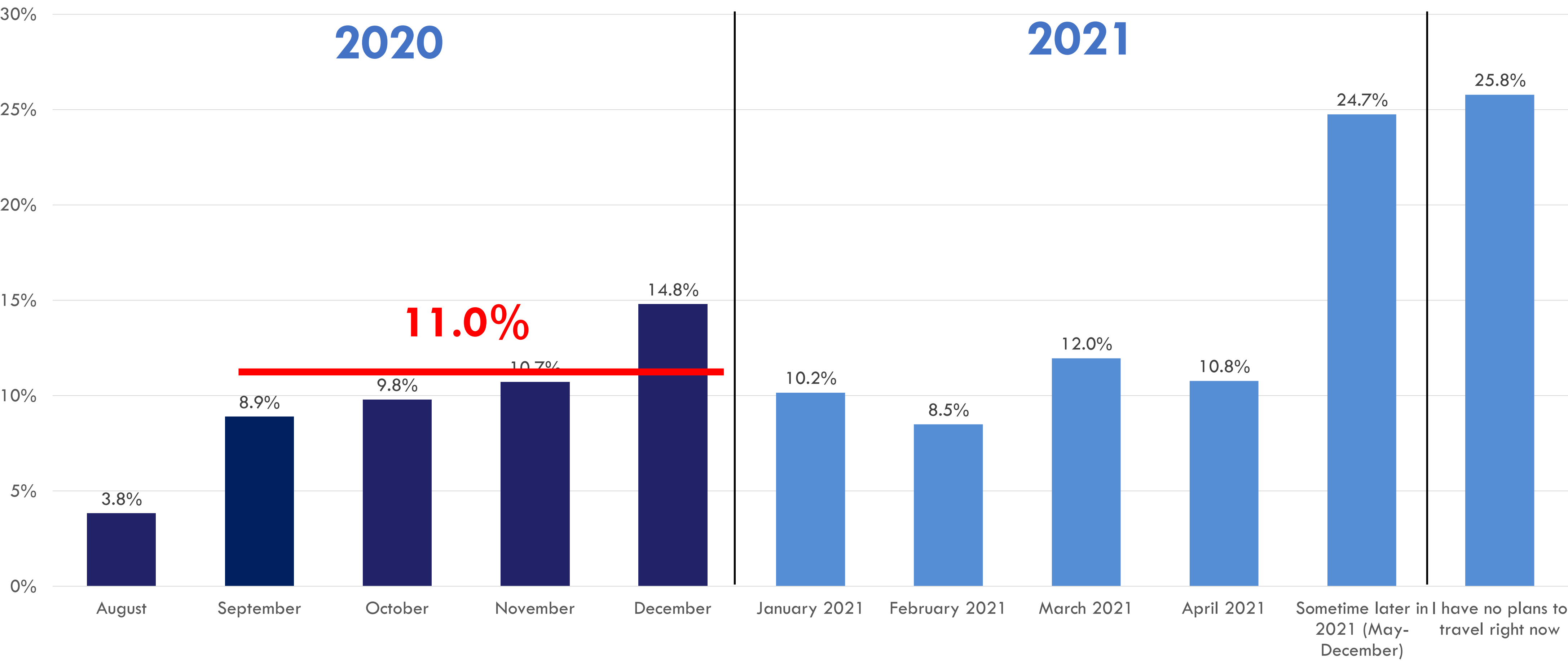


(Base: Waves 24. All respondents, 1,207 completed surveys. Data collected Aug 21-23, 2020)



# UPCOMING TRAVEL PLANS

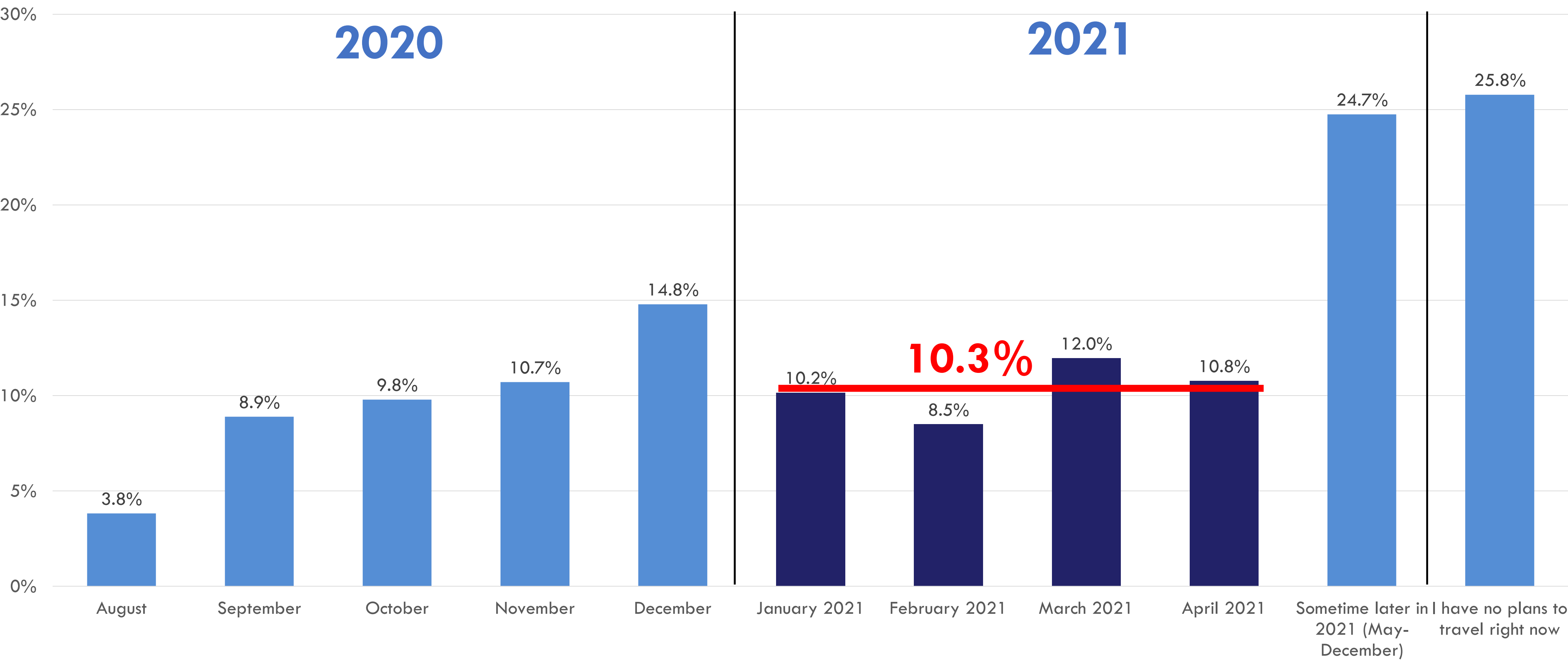
**Question:** Even if only tentatively scheduled, in which months of this year do you currently plan to take any leisure trips?



(Base: Waves 24. All respondents, 1,207 completed surveys. Data collected Aug 21-23, 2020)

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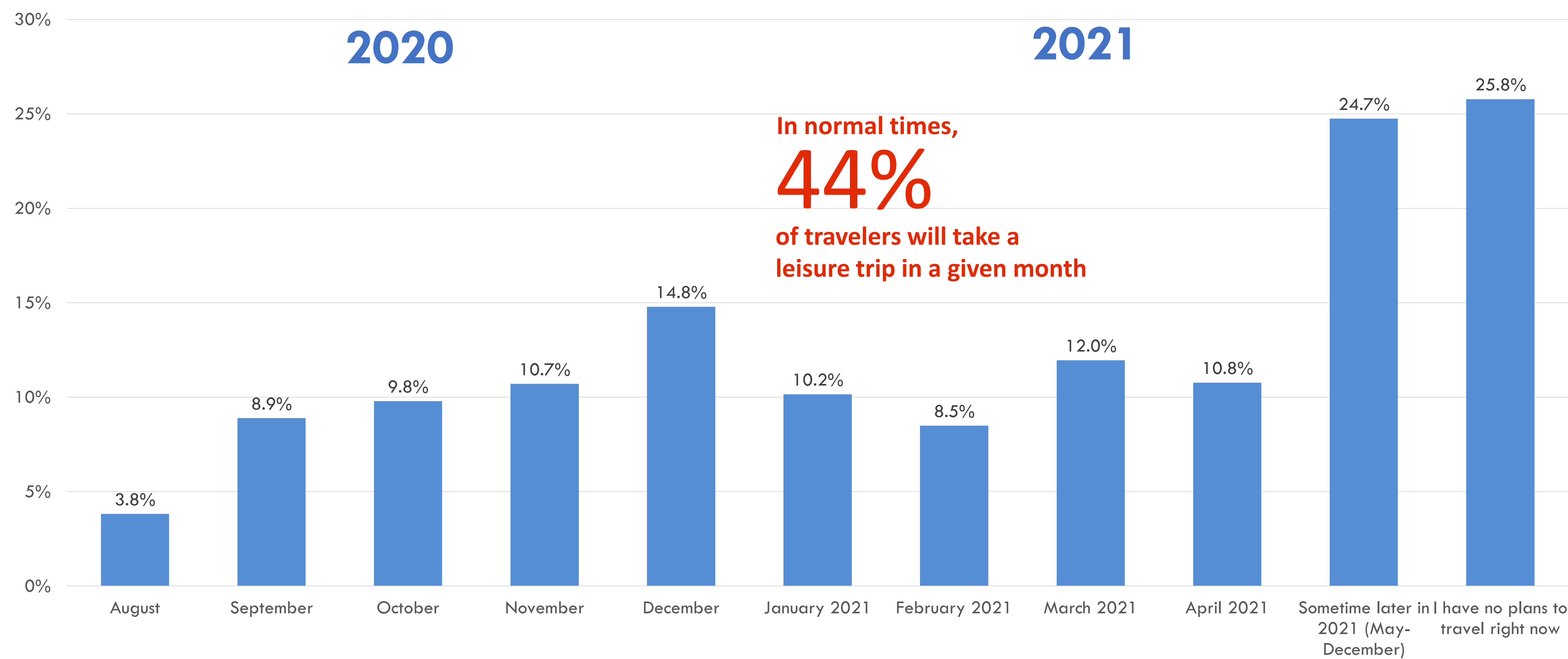


(Base: Waves 24. All respondents, 1,207 completed surveys. Data collected Aug 21-23, 2020)



# UPCOMING TRAVEL PLANS

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

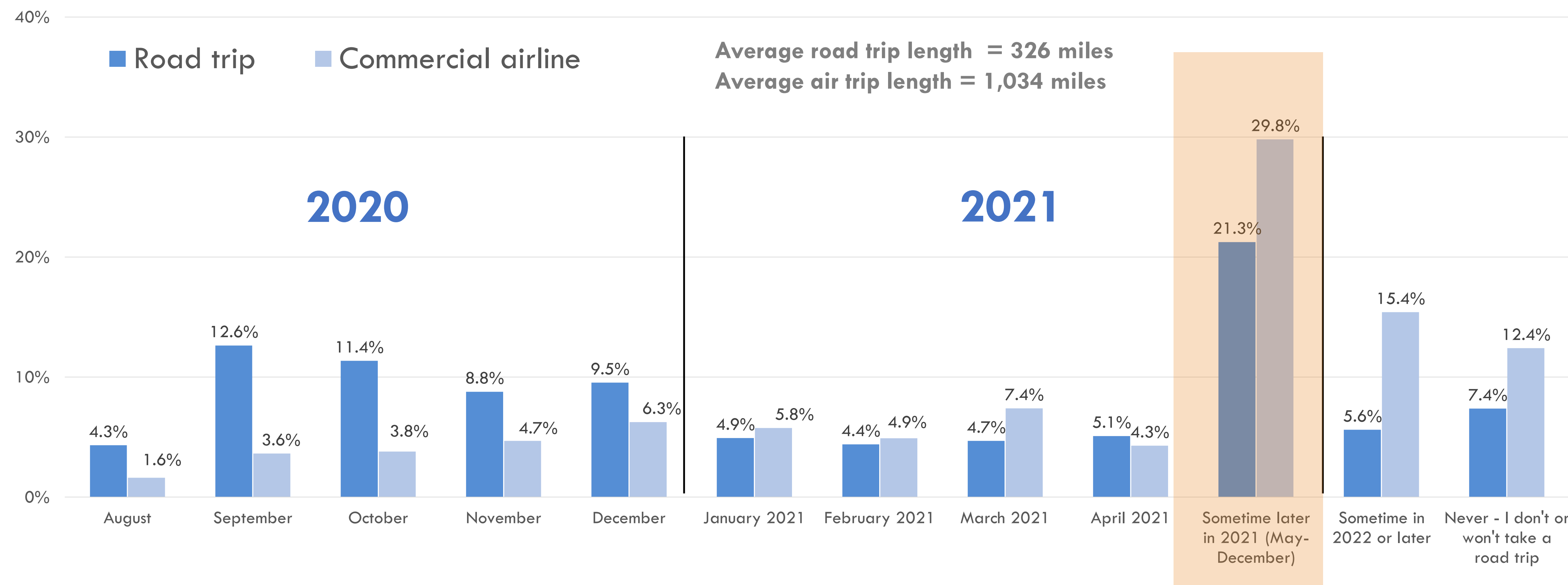


(Base: Waves 24. All respondents, 1,207 completed surveys. Data collected Aug 21-23, 2020)

# ROAD & AIR TRIPS EXPECTED

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

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

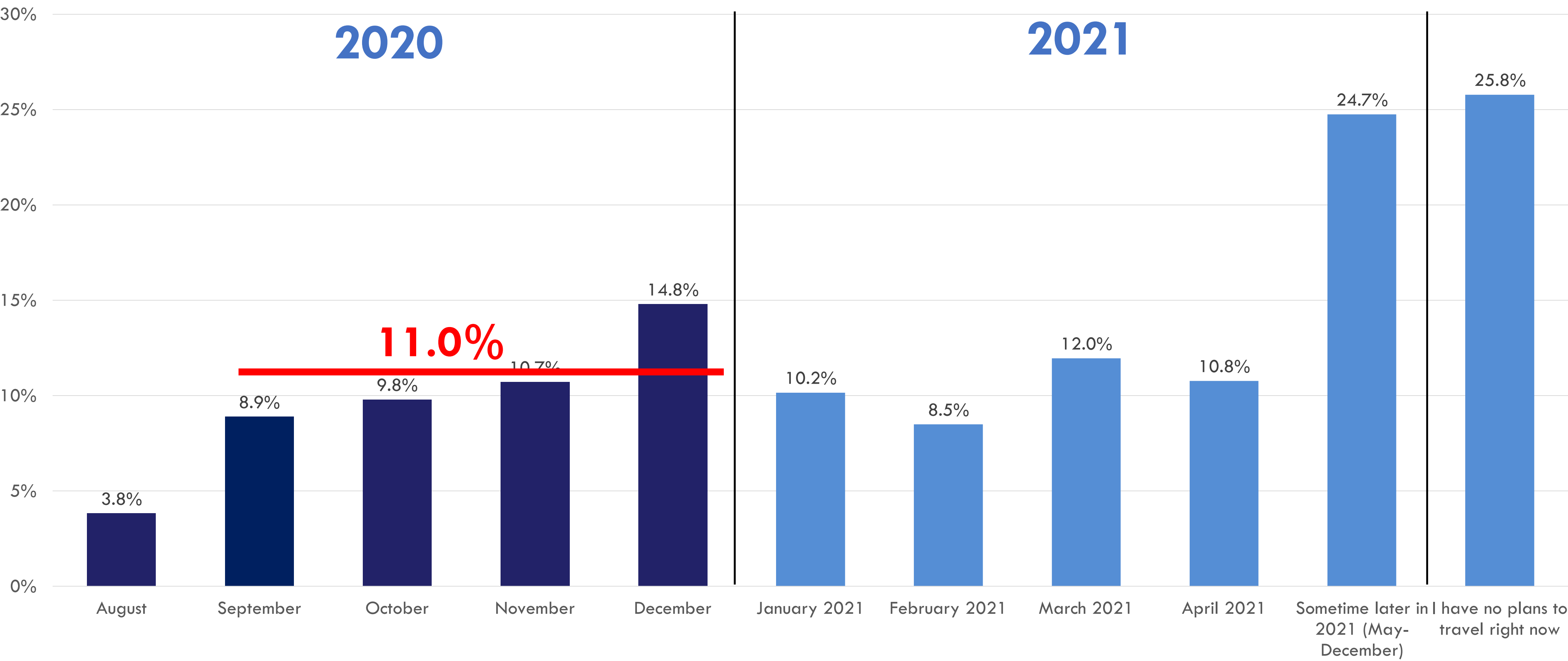


(Base: Wave 24 data. All respondents, 1,207 completed surveys. Data collected Aug 21-23, 2020)



# UPCOMING TRAVEL PLANS

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



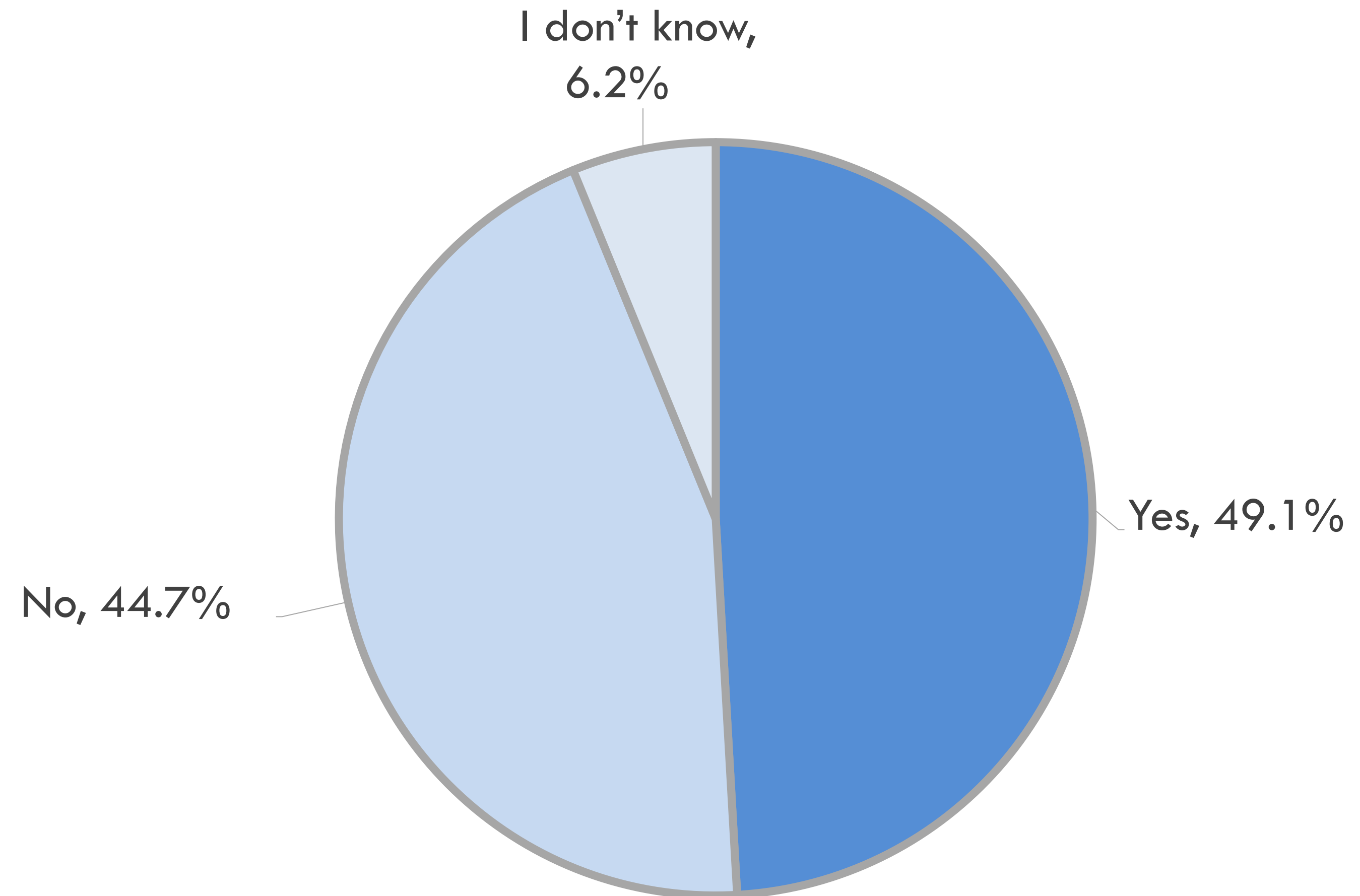
(Base: Wave 24. All respondents, 1,207 completed surveys. Data collected Aug 21-23, 2020)

# HAS THE PANDEMIC CHANGED TRAVEL PRIORITIES

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**Question:** Have the travel experiences you are seeking changed as a direct result of the Coronavirus situation?

*(Base: Respondents planning a trip in 2020, 409 completed surveys. Data collected August 21-23, 2020)*





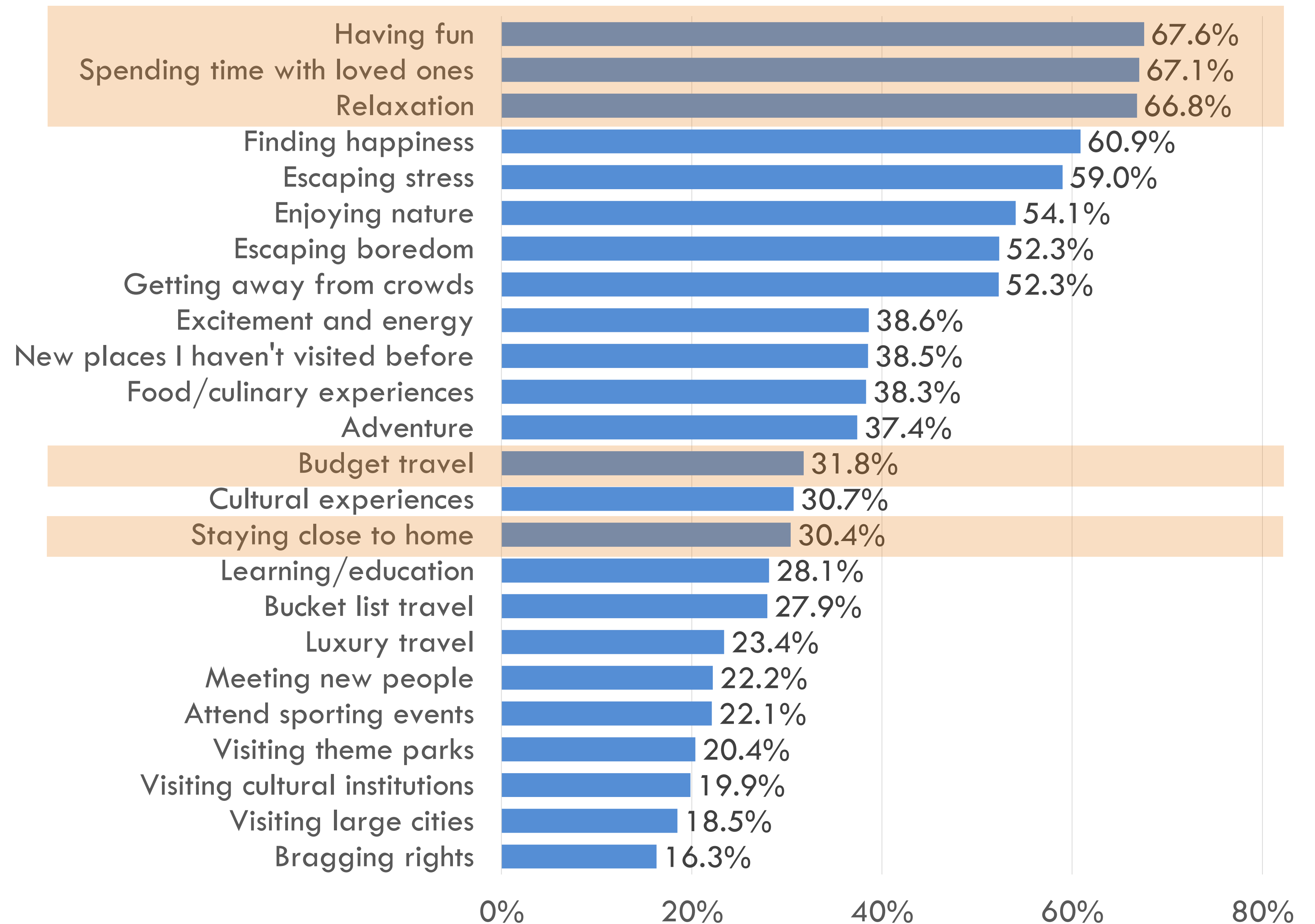
# PRIORITIZATION OF TRAVEL EXPERIENCES

Top 2 Box Score: Essential or High Priority

**Question:** Thinking about your travel during the rest of the year, what travel experiences will you prioritize?

However you personally define each, use the scale provided to indicate how you will prioritize them.

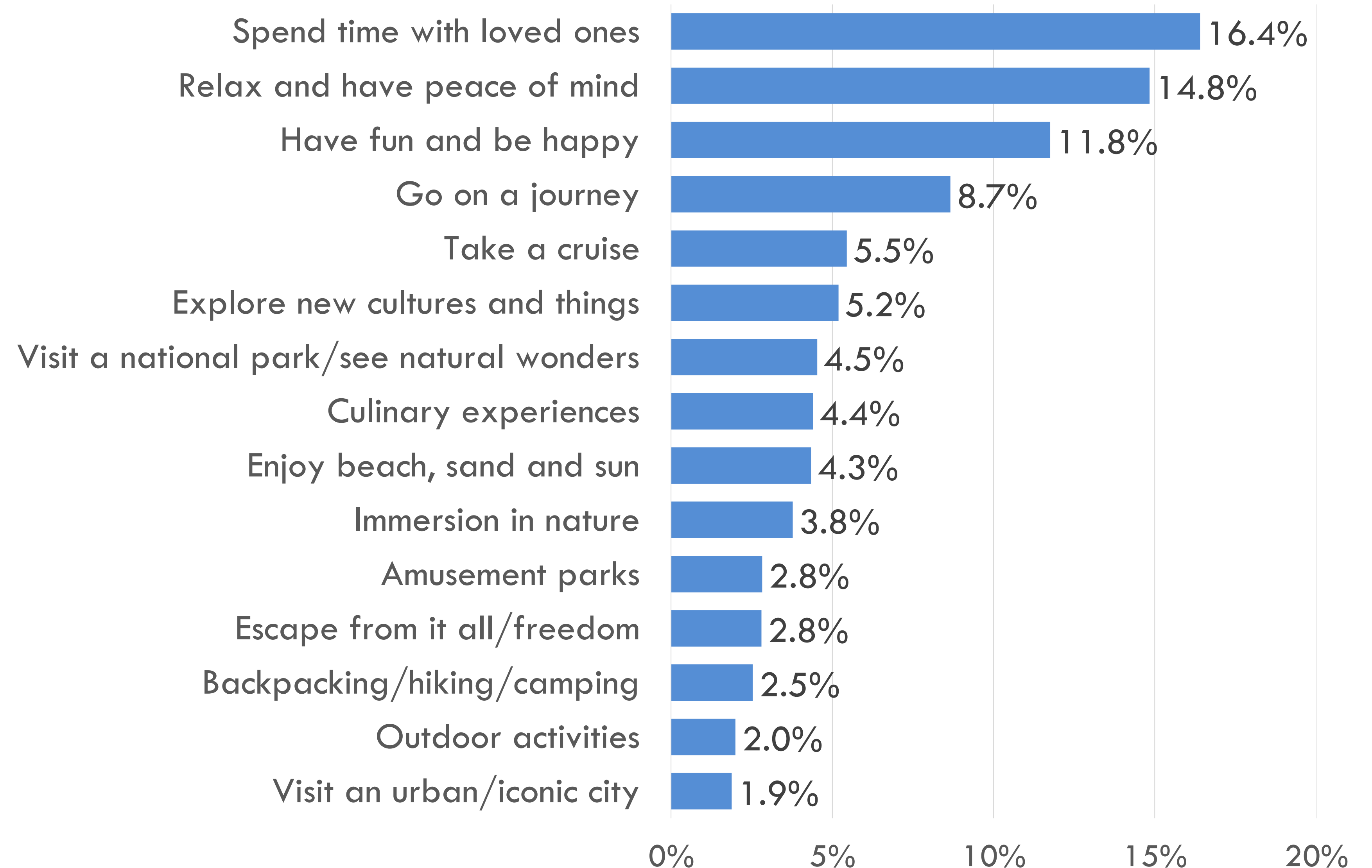
(Base: Respondents planning a trip in 2020, 409 completed surveys.  
Data collected August 21-23, 2020)



# SINGLE MOST DESIRED TRAVEL EXPERIENCES

**Question:** What **ONE EXPERIENCE** do you most want to have on your trip(s) later this year?

(Base: Respondents planning a trip in 2020,  
360 completed surveys. Data collected  
August 21-23, 2020)

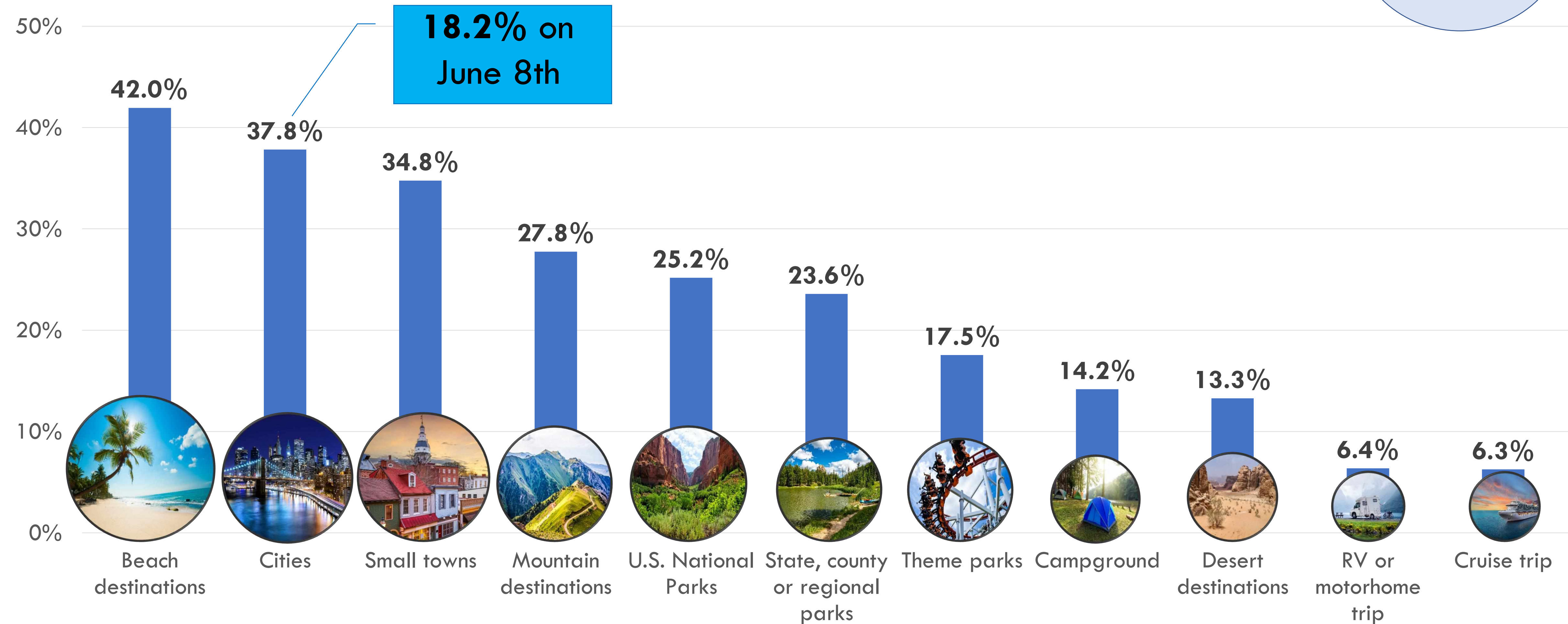




# TYPES OF TRIPS LATER IN 2020



**Question:** Which of the following types of destinations do you expect to visit later this year? (Select all that apply)

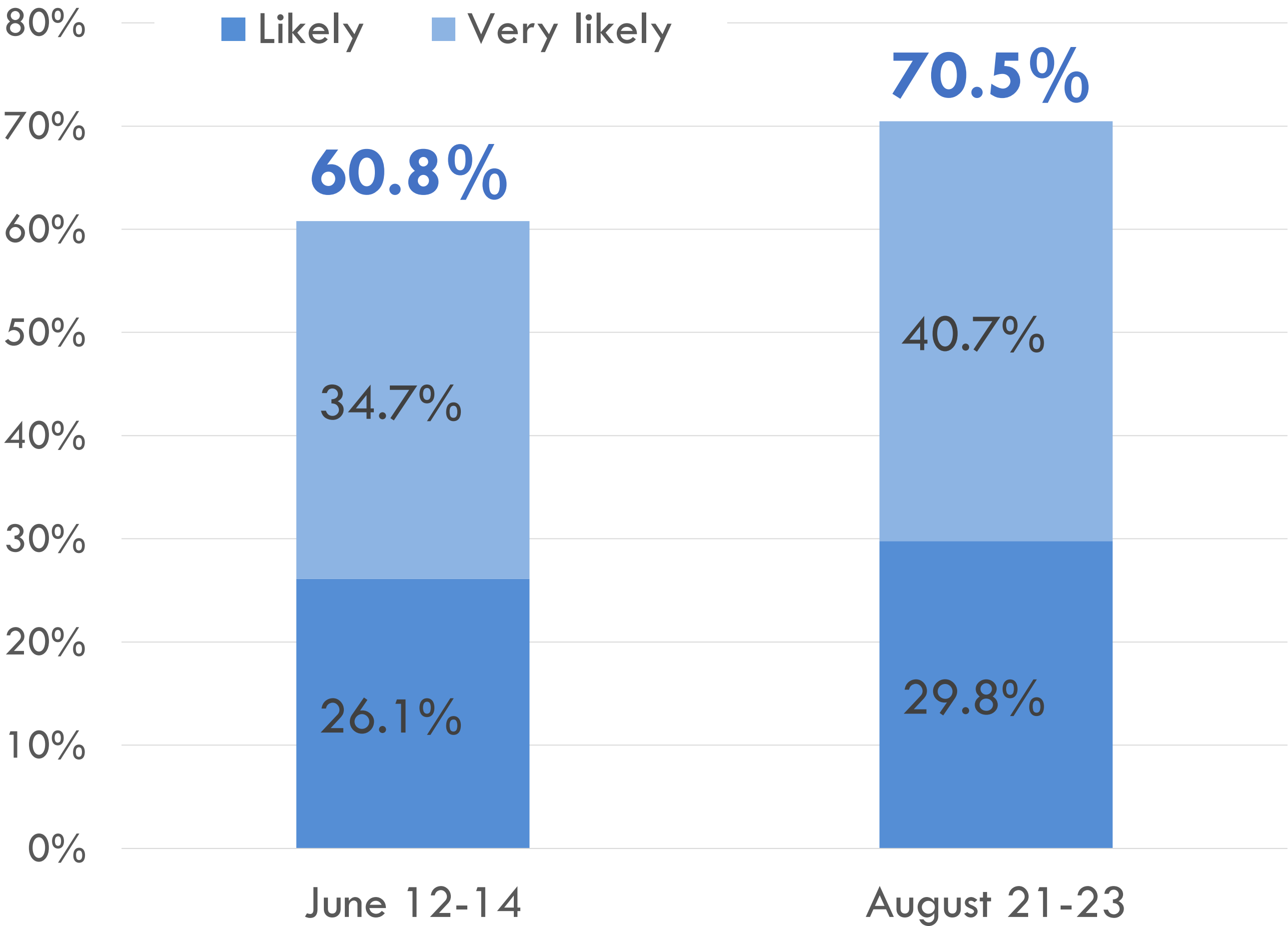


(Base: Respondents planning a trip in 2020, 409 completed surveys. Data collected August 21-23, 2020)

# REPEAT VISITATION

**Question:** On your NEXT LEISURE TRIP, how likely is it that your primary destination will be one you have visited before?

*(Base: Respondents planning a trip in 2020, 409 completed surveys. Data collected August 21-23, 2020)*

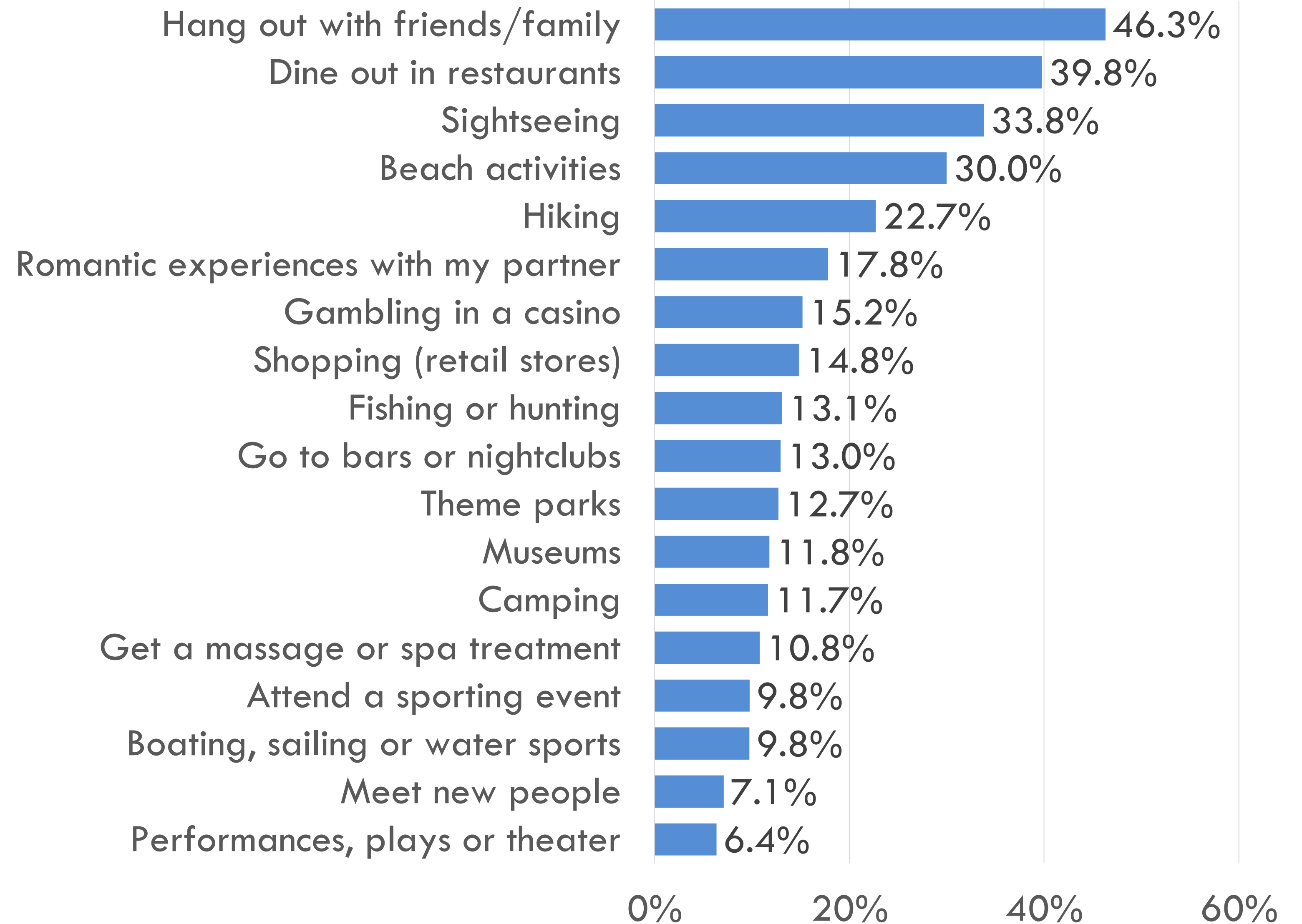




# MOST DESIRED TRIP ACTIVITIES LATER IN 2020

**Question:** Which of these activities do you **MOST WANT TO DO** while traveling later this year? (Select as many as **FIVE (5)**)

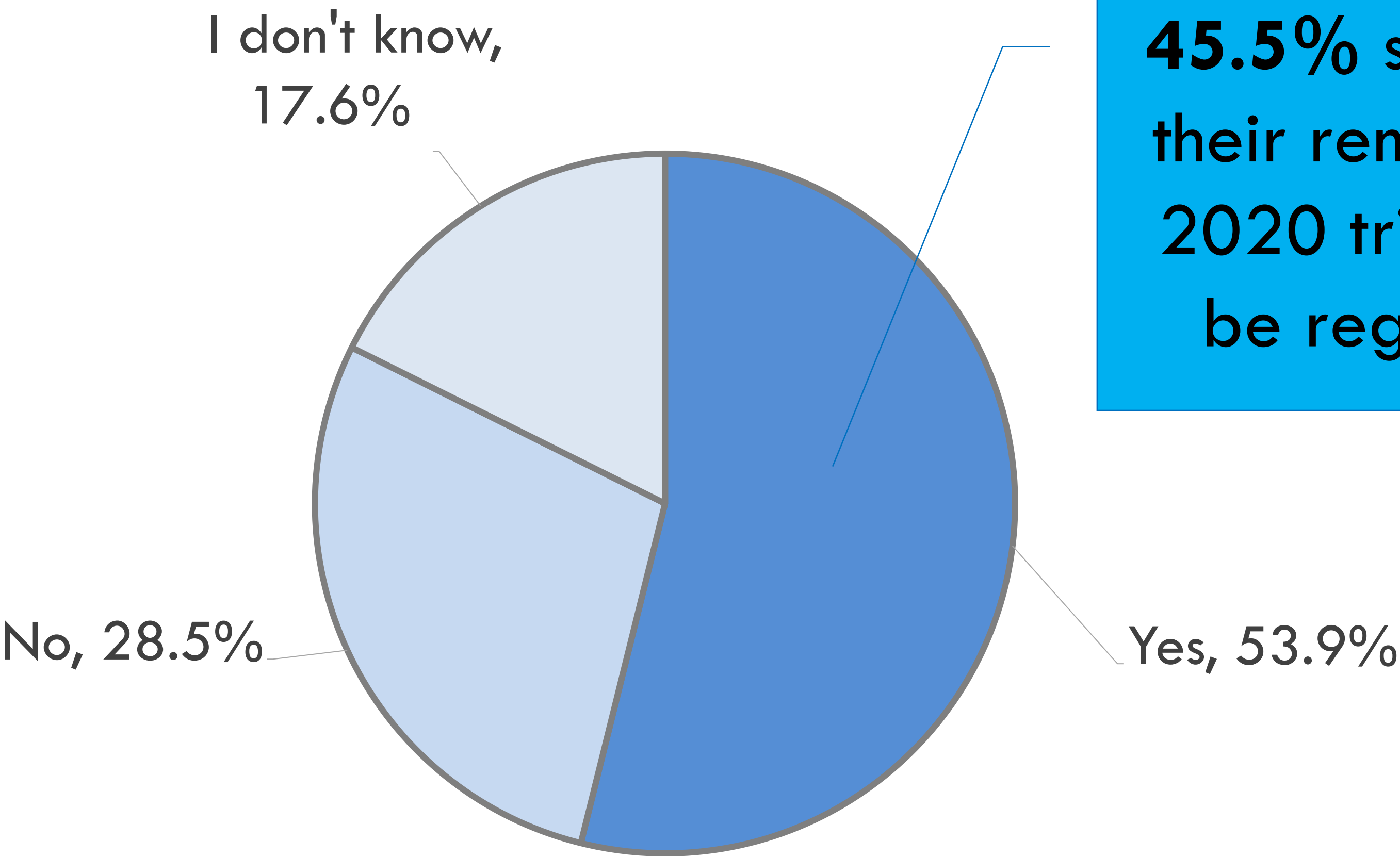
(Base: Respondents planning a trip in 2020, 409 completed surveys. Data collected August 21-23, 2020)



# REGIONAL TRIPS IN 2020

**Question:** Will any of your trips later this year be REGIONAL TRIPS (traveling at most 200 miles from your home)?

(Base: Respondents planning a trip in 2020, 407 completed surveys. Data collected August 21-23, 2020)



**45.5%** say ALL their remaining 2020 trips will be regional



# THOSE WITH TRIP PLANS THIS YEAR

- **Likelier to expect the coronavirus situation to get better in the next month and that the situation will be resolved by the end of the year**
- **Are less likely to perceive travel activities as unsafe and are confident that they can travel safely right now**
- **Are open to new trips/travel in the near-term and open to learning about new destinations**
- **Have recently dined in a restaurant and visited an outdoor attraction**
- **If they take a staycation, they would likely include an overnight stay and visiting area attractions rather than simply staying home**
- **Would feel happy if they saw an ad promoting tourism to their community and are more open to having travelers visit right now**
- **Having a scheduled vacation and trip planning brings them happiness right now**



A woman with blonde hair and sunglasses is sitting on a striped lawn chair on a grassy lawn. She is holding a red drink with a straw. To her left is a large blue suitcase. Behind her is a large inflatable ring with a face and colorful streamers. The scene is set outdoors with green curtains and a potted plant in the background.

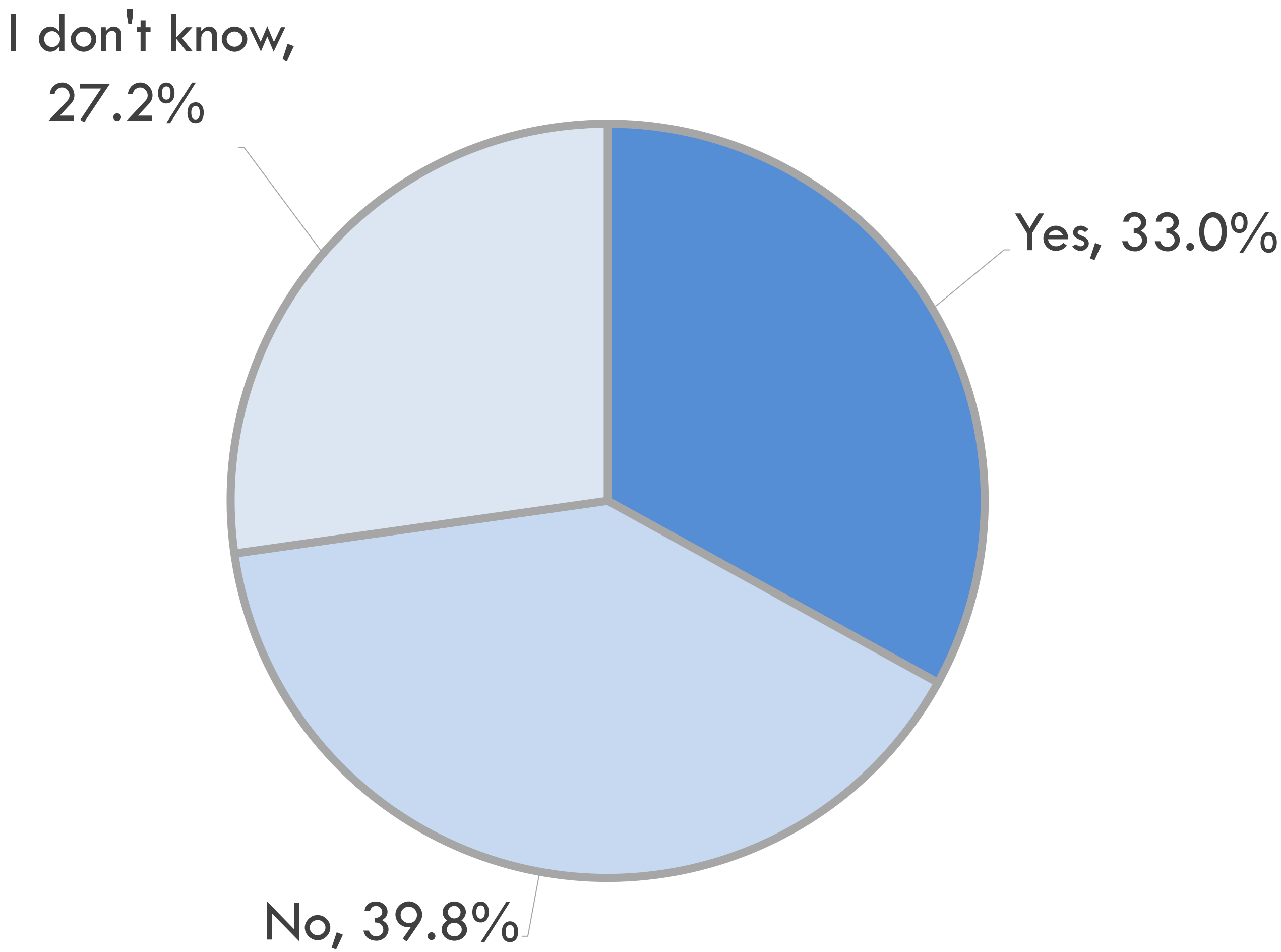
# Staycations



# LIKELIHOOD OF TAKING A STAYCATION IN 2020

**Question:** Are you likely to take any STAYCATIONS later this year?

*(Base: All respondents, 1,207 completed surveys.  
Data collected August 21-23, 2020)*

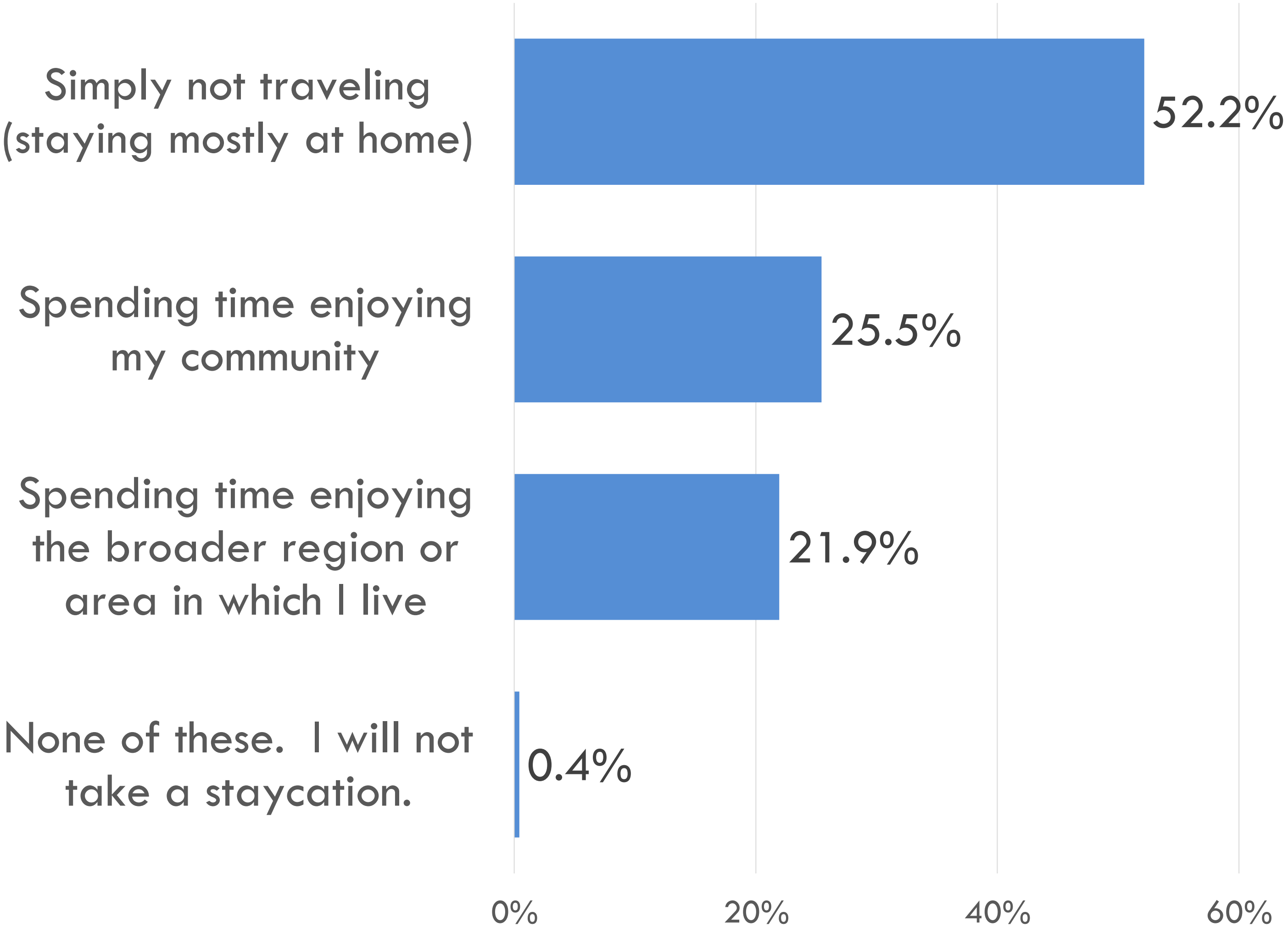


# WHAT A STAYCATION LOOKS LIKE

**Question:** Which best describes the type of staycation you would be most likely to take? (Select one to complete the sentence below)

For me, a staycation would be \_\_\_\_\_

*(Base: Respondents likely to take a staycation in 2020, 382 completed surveys. Data collected August 21-23, 2020)*

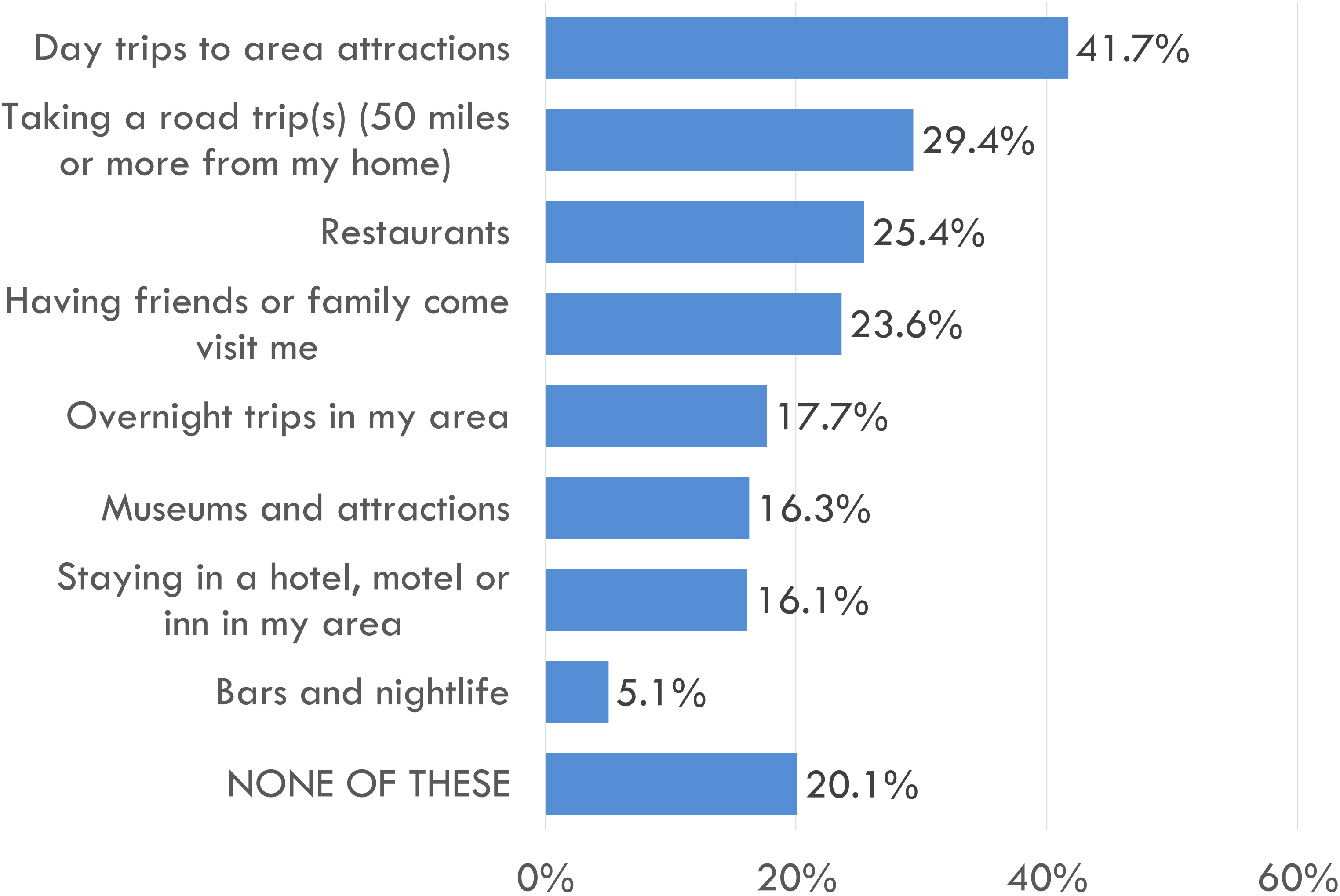




# STAYCATION COMPONENTS

**Question:** If you were to take a staycation, which of the following would it most likely include? (Select all that apply)

*(Base: Respondents likely to take a staycation in 2020, 382 completed surveys. Data collected August 21-23, 2020)*





# Key Takeaways

- **One-third of American travelers have leisure trip plans in the remainder of 2020**
- **Among these travelers, half feel the pandemic has changed the experiences they will pursue on trips. Their top experiential priorities for their upcoming travel will be spending time with loved ones, and pursuing relaxation, peace of mind and happiness**
- **Beach destinations remain the most desired destination type, while aspiration for urban destinations may be returning showed considerable resilience in this wave of the survey**
- **1-in-4 travelers planning to venture out for trips this year will only take regional trips. 1-in-3 American travelers are likely to staycation this year, much of which will simply be staying at home, rather than enjoying traditional travel activities, without prompting**



A top-down view of a healthy meal. In the upper left, a small glass contains a vibrant green smoothie with a single basil leaf floating on top. To its right is a large, dark grey bowl filled with a fresh salad of mixed greens, sliced cherry tomatoes, and a sprinkle of seeds. A silver fork rests in the salad. Below the bowl, a piece of bread is topped with sliced, grilled zucchini and avocado. Several loose basil leaves are scattered around the main dishes on the dark grey, textured background.

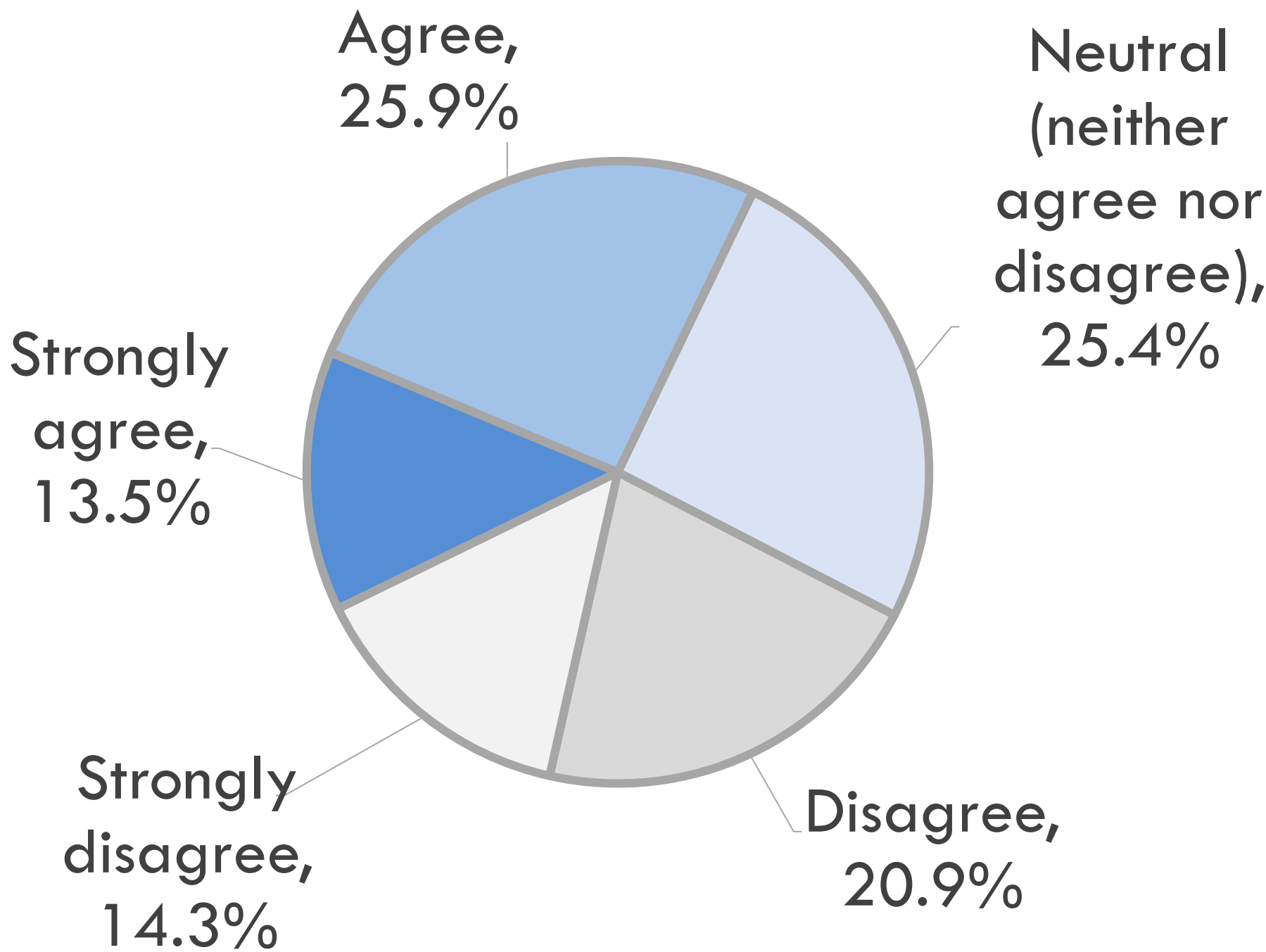
# **Perceptions of Visiting Restaurants & Outdoor Attractions**



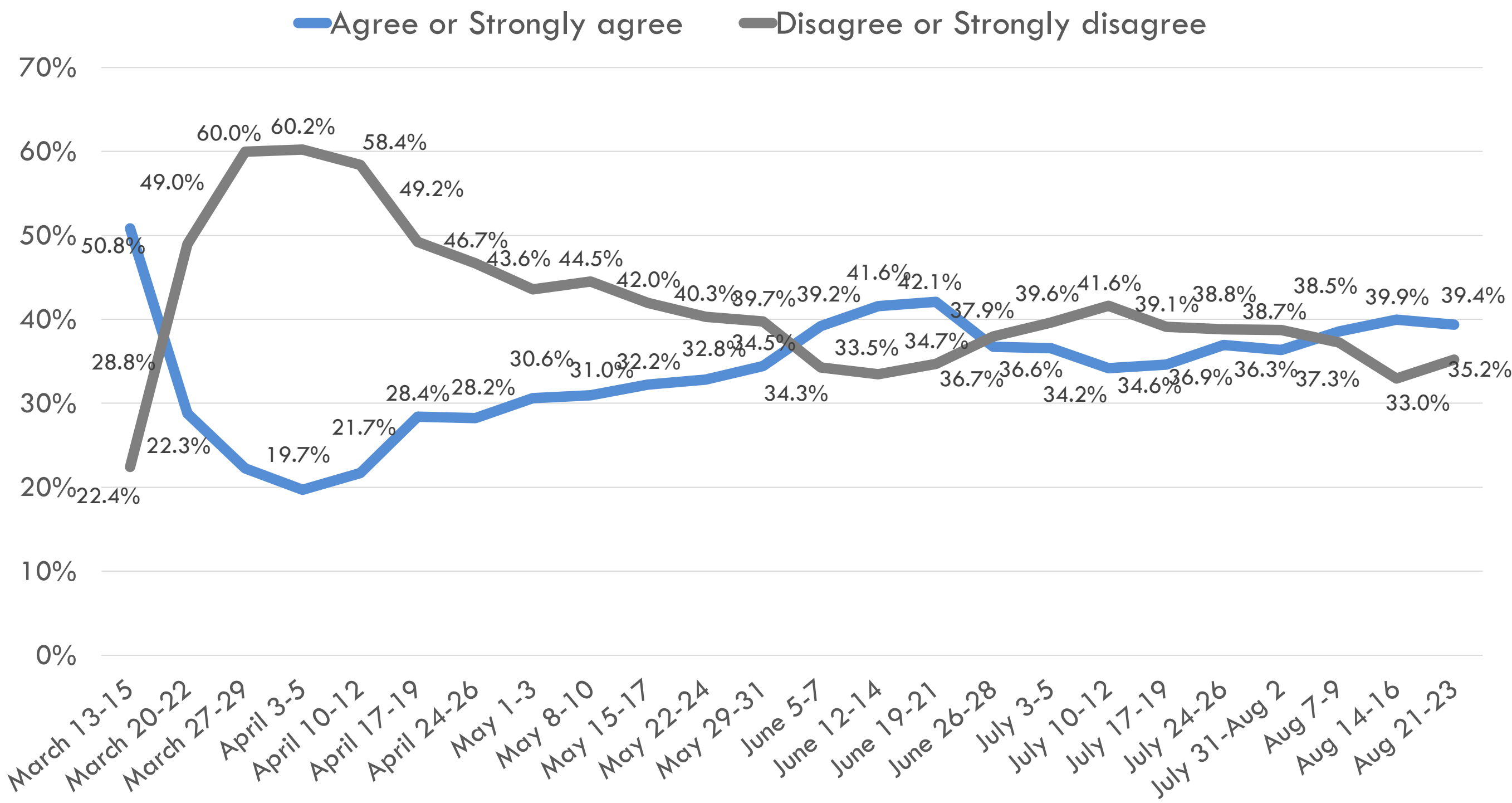
# COMFORT ENJOYING HOME COMMUNITY

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.



Historical data



(Base: Waves 1-24. 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, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202 and 1,207 completed surveys)





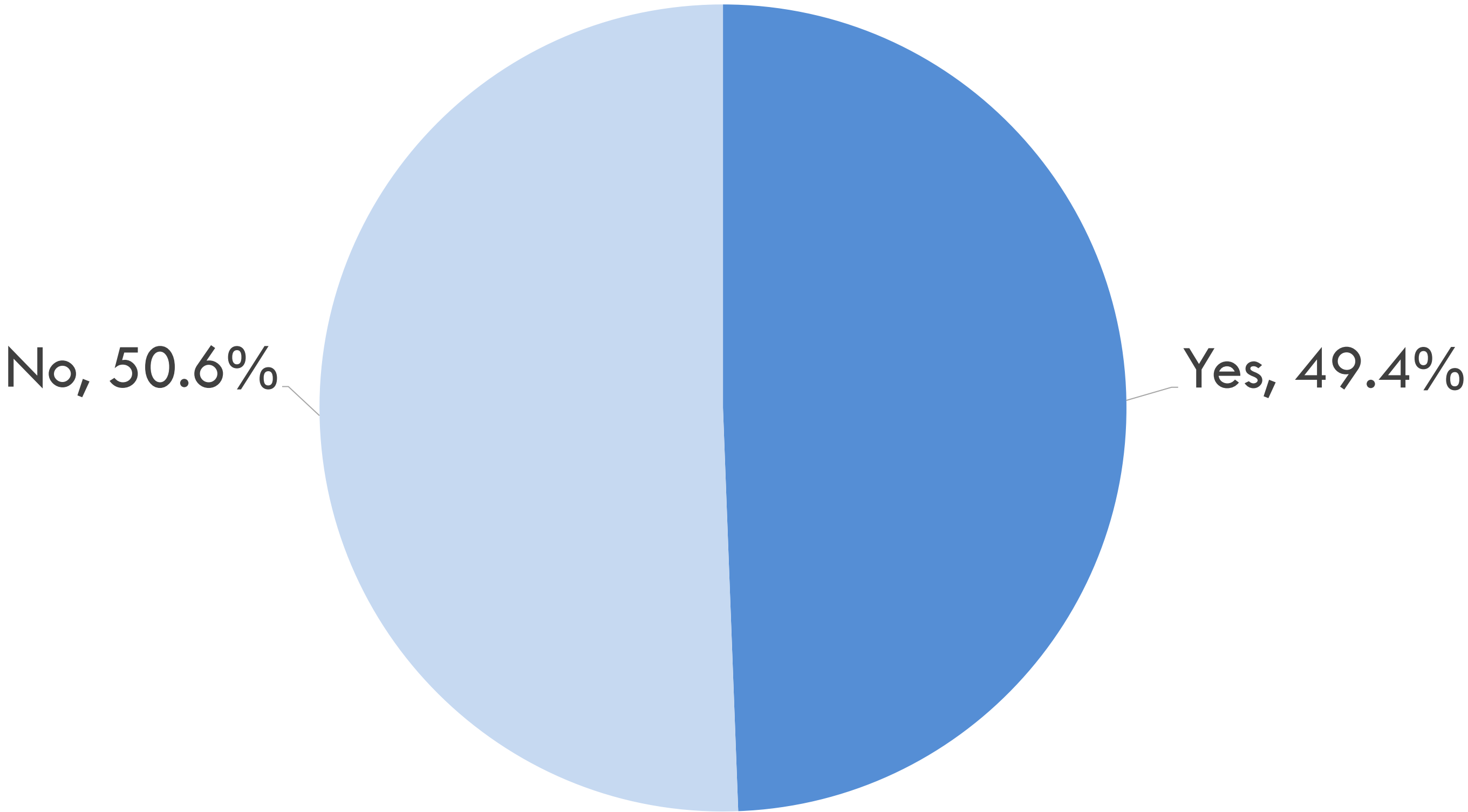


# DINING IN RESTAURANTS

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**Question:** Have you dined out in a restaurant in the past two months?

*(Base: All respondents, 1,196 completed surveys.  
Data collected August 21-23, 2020)*



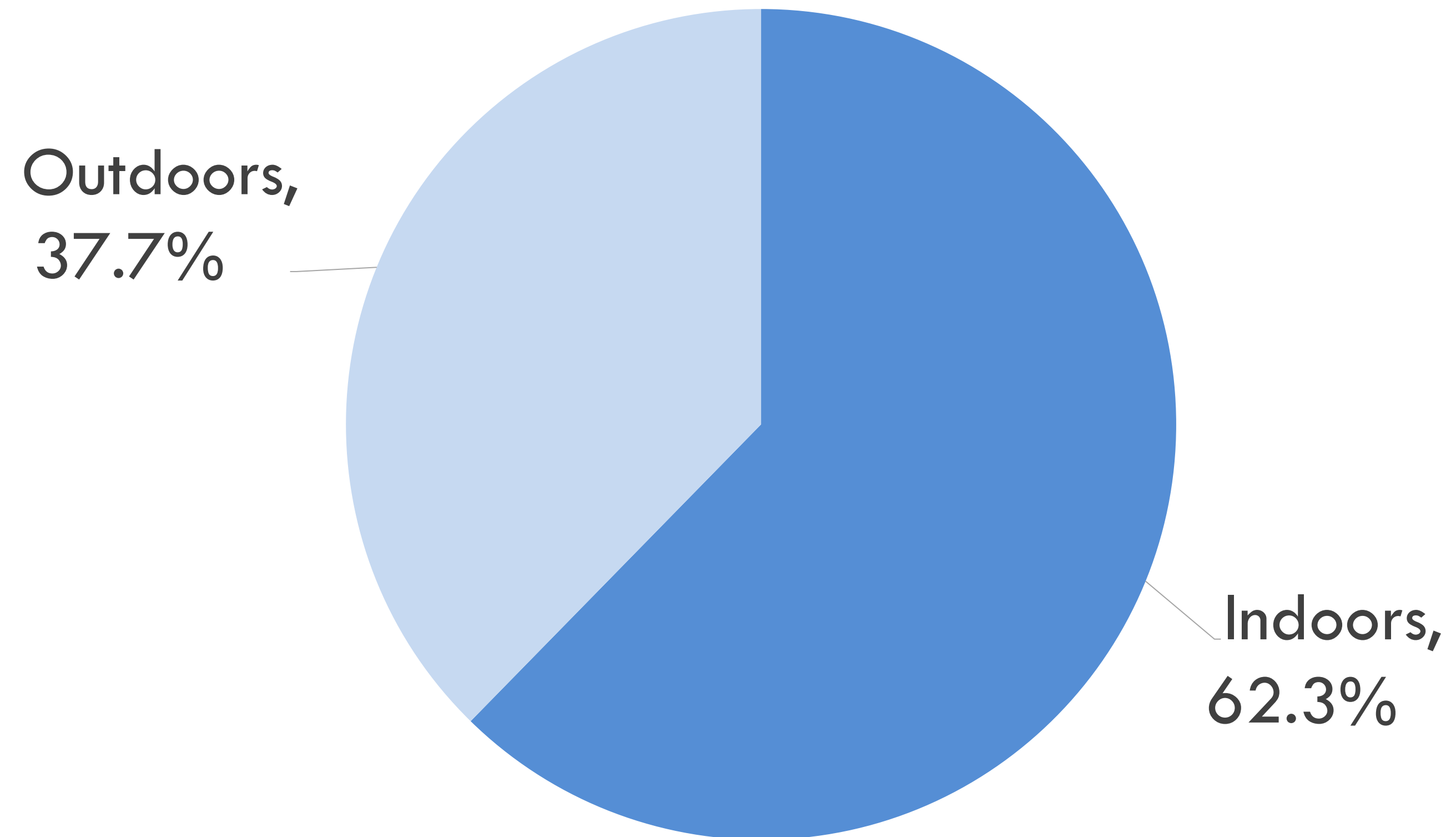


# TYPE OF DINING EXPERIENCE

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**Question:** Please think about your most recent experience dining in a restaurant. Did you dine indoors or outdoors?

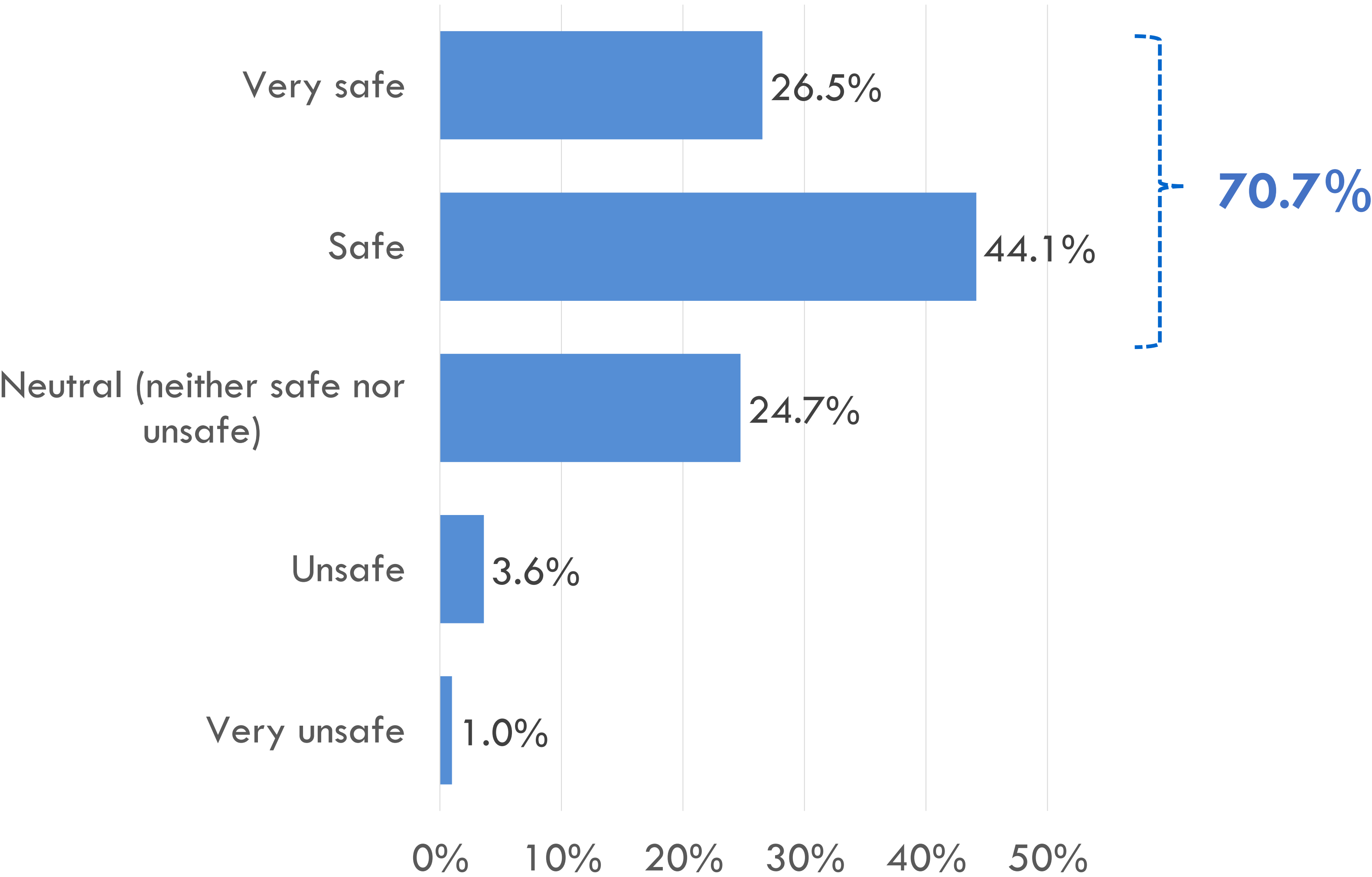
*(Base: Respondents dining out at a restaurant in the past 2 months, 588 completed surveys. Data collected August 21-23, 2020)*



# PERCEIVED SAFETY OF DINING EXPERIENCE

**Question:** In general, how safe did you feel during your most recent restaurant dining experience?

(Base: Respondents dining out at a restaurant in the past 2 months, 589 completed surveys. Data collected August 21-23, 2020)

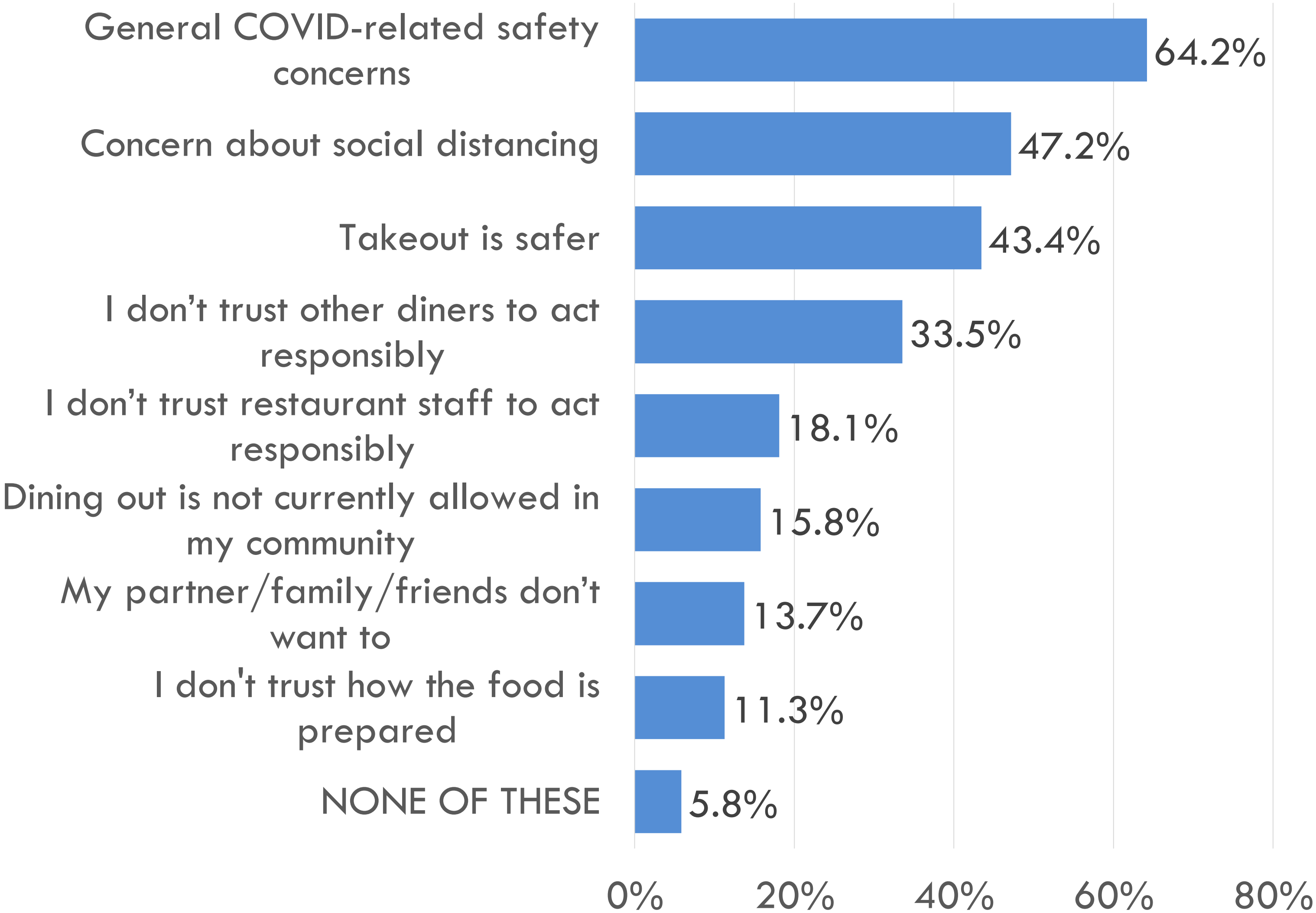




# REASONS FOR NOT DINING OUT (PAST 2 MONTHS)

**Question:** Which of the following (if any) describe why you haven't dined at a restaurant in the past two months?

*(Base: Respondents not dining out at a restaurant in the past 2 months, 607 completed surveys. Data collected August 21-23, 2020)*







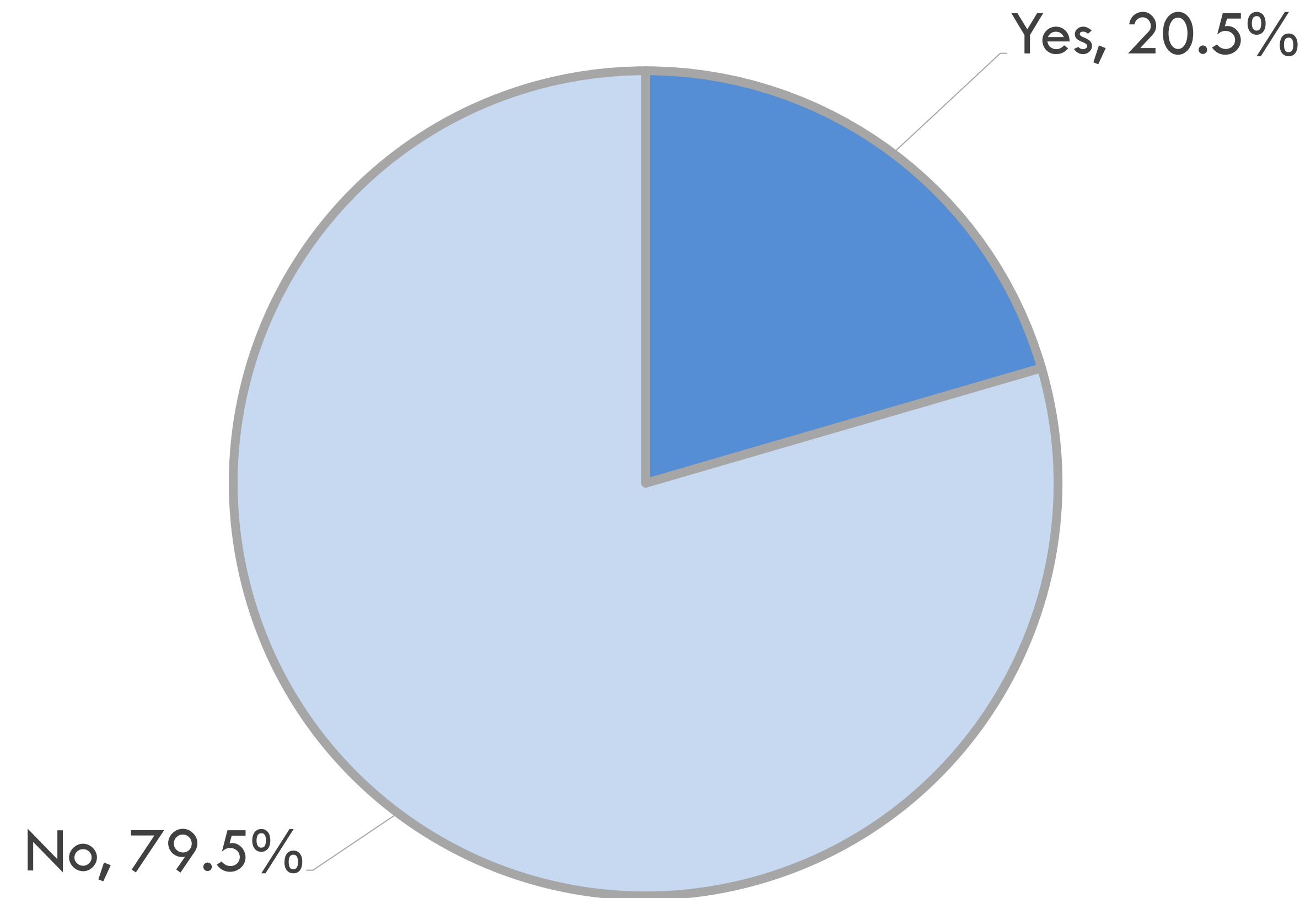


# VISITING OUTDOOR ATTRACTIONS

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**Question:** Have you visited an outdoor attraction (e.g., zoo, gardens, parks, amusement parks, etc.) in the past two months?

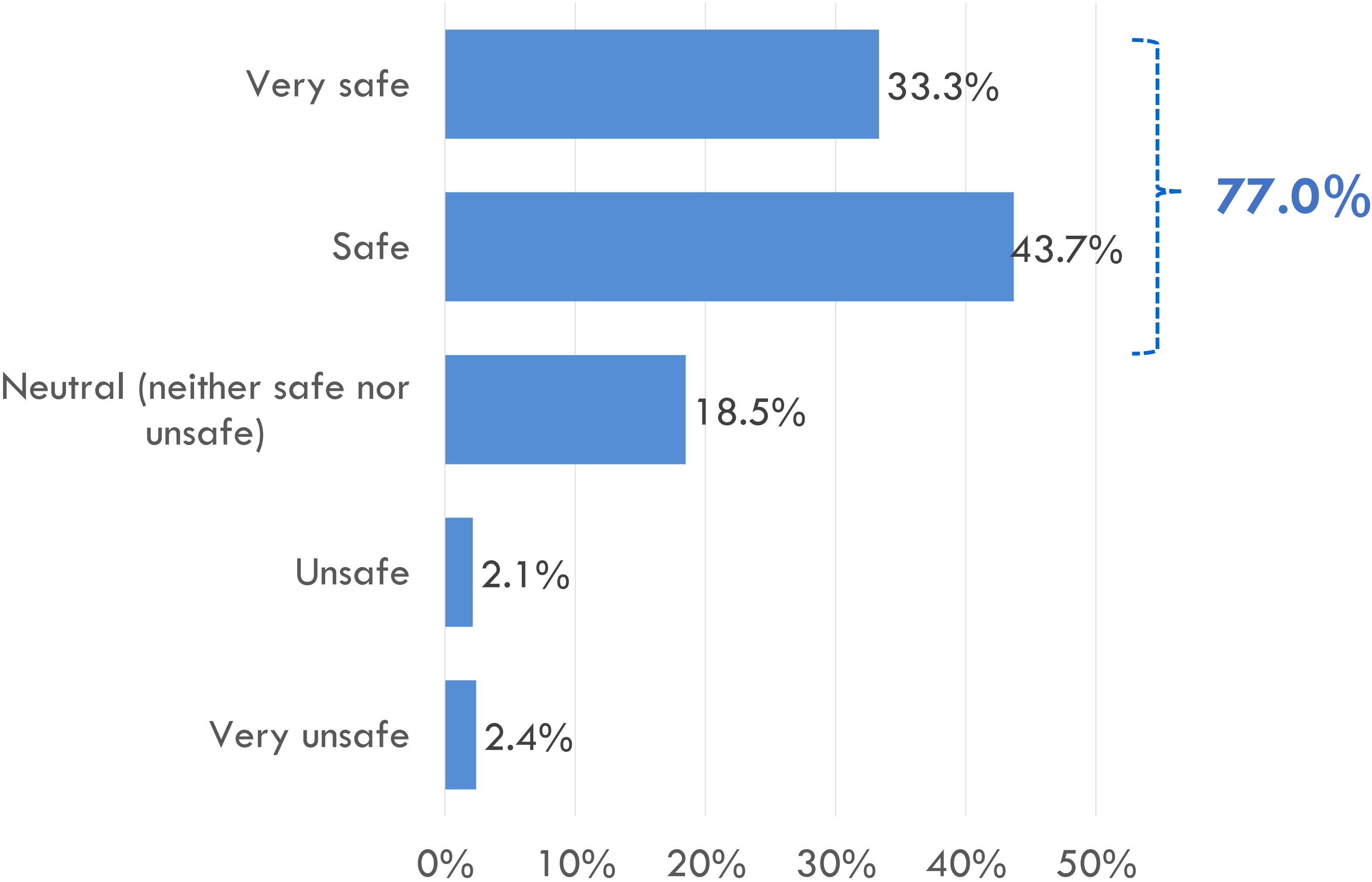
*(Base: All respondents, 1,201 completed surveys.  
Data collected August 21-23, 2020)*



# PERCEIVED SAFETY OF VISITING OUTDOOR ATTRACTION

**Question:** In general, how safe did you feel during your most recent visit to an outdoor attraction?

(Base: Respondents visiting an outdoor attractions in the past 2 months, 244 completed surveys. Data collected August 21-23, 2020)

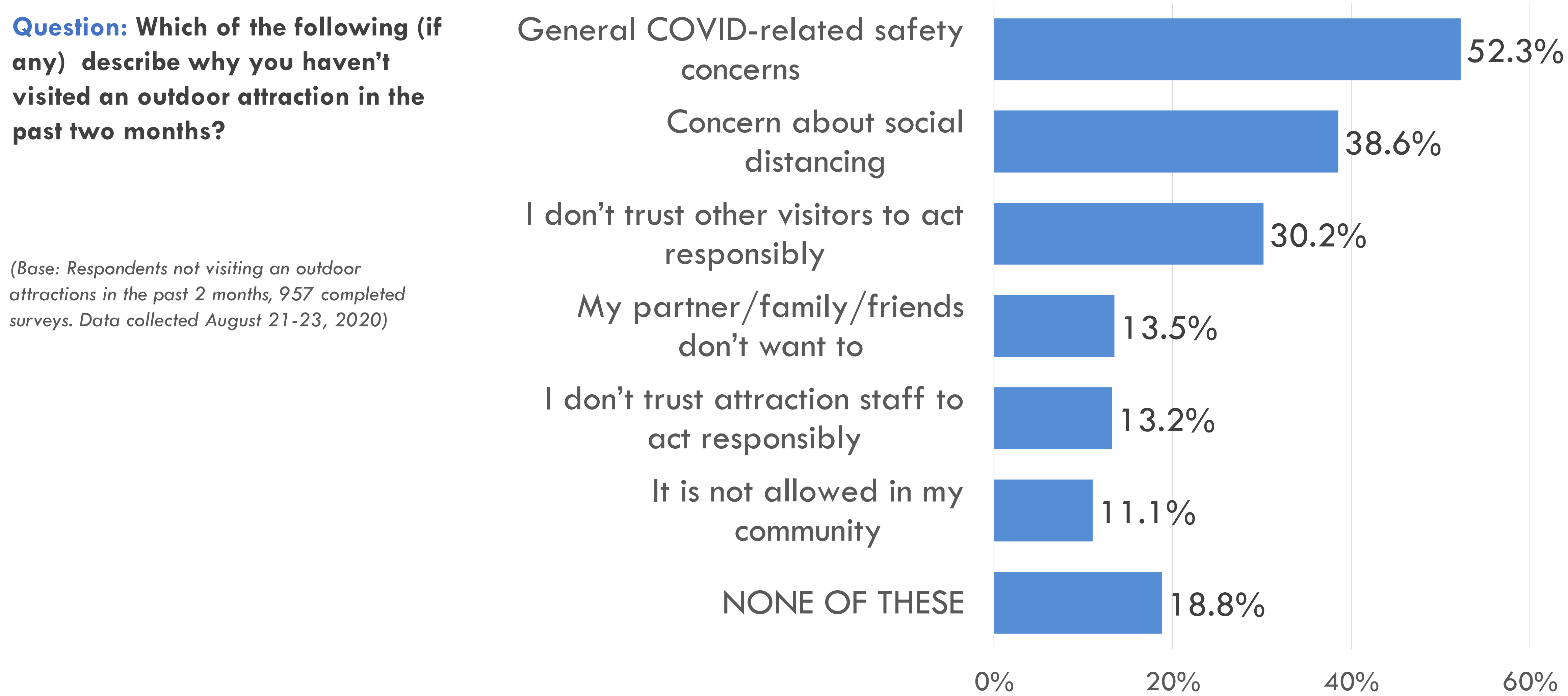




# REASONS FOR NOT VISITING AN OUTDOOR ATTRACTION (PAST 2 MONTHS)

**Question:** Which of the following (if any) describe why you haven't visited an outdoor attraction in the past two months?

*(Base: Respondents not visiting an outdoor attractions in the past 2 months, 957 completed surveys. Data collected August 21-23, 2020)*






# Key Takeaways

- **Approximately 40% of American travelers feel comfortable undertaking leisure activities in their own communities**
- **One in five American travelers have visited an outdoor attraction in the past 2 months and half have dined out in a restaurant in the same period. Nearly two-thirds of this latter activity was recently indoors, rather than al fresco dining.**
- **Guests were largely made to feel safe: Less than 5% of those who report doing either of these activities said they felt unsafe during their experience.**
- **The most common deterrents to dining in restaurants and visiting outdoor attractions are general COVID related concerns, particularly social distancing, as well as wariness about the behavior of other patrons.**



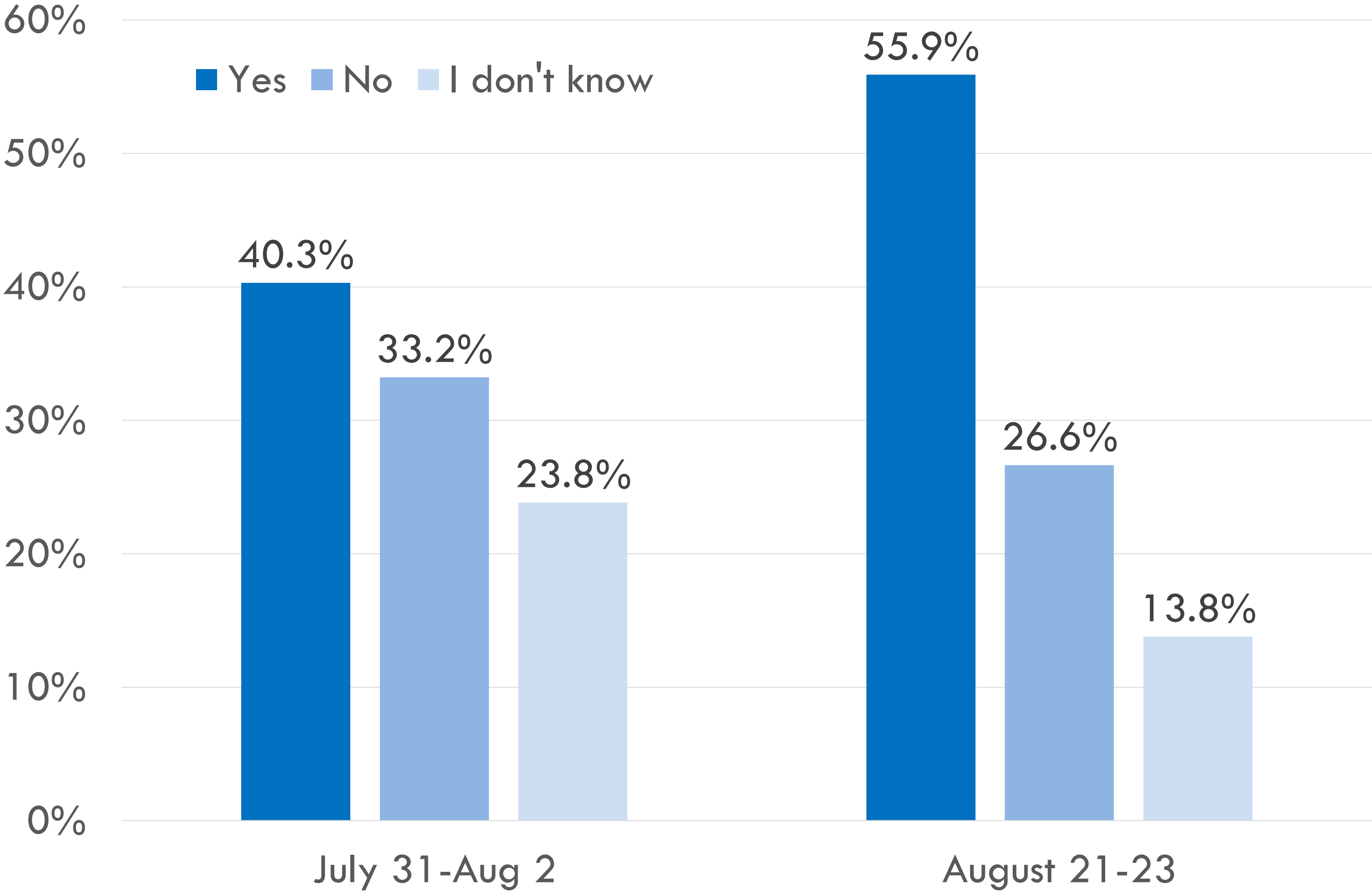
A woman with long dark hair, wearing a patterned face mask, a yellow patterned blouse with a bow at the neck, and a black skirt, stands in an empty classroom. She is leaning her hands on a wooden desk. The classroom is filled with rows of empty wooden desks and chairs. Large windows in the background show green foliage outside. The text "In-Person Education Uncertainty & Travel Plans" is overlaid in white on the image.

# **In-Person Education Uncertainty & Travel Plans**

# EXPECTATIONS FOR IN-PERSON EDUCATION THIS FALL

**Question:** Do you expect that your child/children's school will be open this Fall for in-person education?

(Base: Respondents with school-aged children they travel with, 304 and 302 completed surveys. Data collected July 31-Aug 2 and August 21-23, 2020)

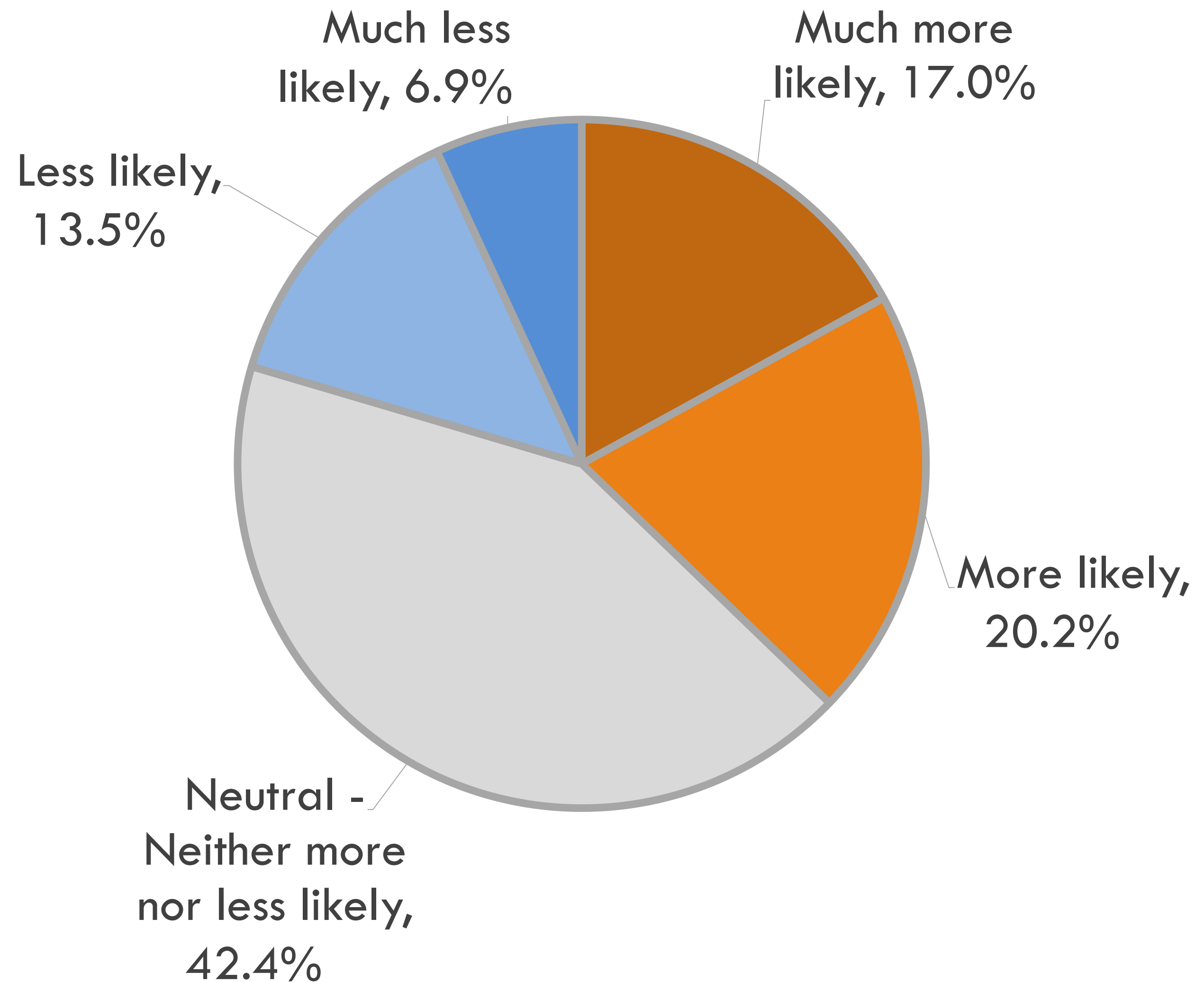




# SCHOOL UNCERTAINTY AND TRAVEL EXPECTATIONS

**Question:** Has uncertainty about whether or not your child/children's school will be open for in-person education made you more or less likely to travel this Fall?

*(Base: Respondents with school-aged children they travel with, 304 and 302 completed surveys. Data collected July 31-Aug 2 and August 21-23, 2020)*





# Key Takeaways

- **There appears to be a net positive gain in likelihood to travel this Fall amongst American travelers with school-age children.**
- **The certainty of in-person education looks to increase the likelihood of travel amongst traveling parents**







# Coronavirus Travel Sentiment Index

Measuring the Potential Influence of Travel Marketing

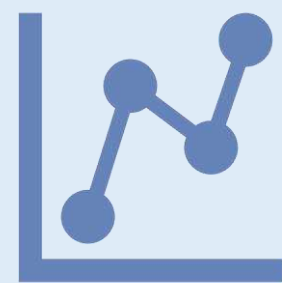
Highlights from the Week of August 24th



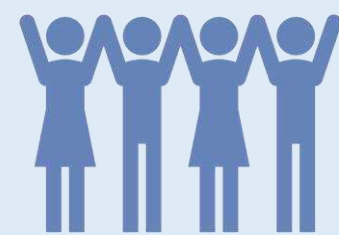
# What is a Predictive Index?



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.

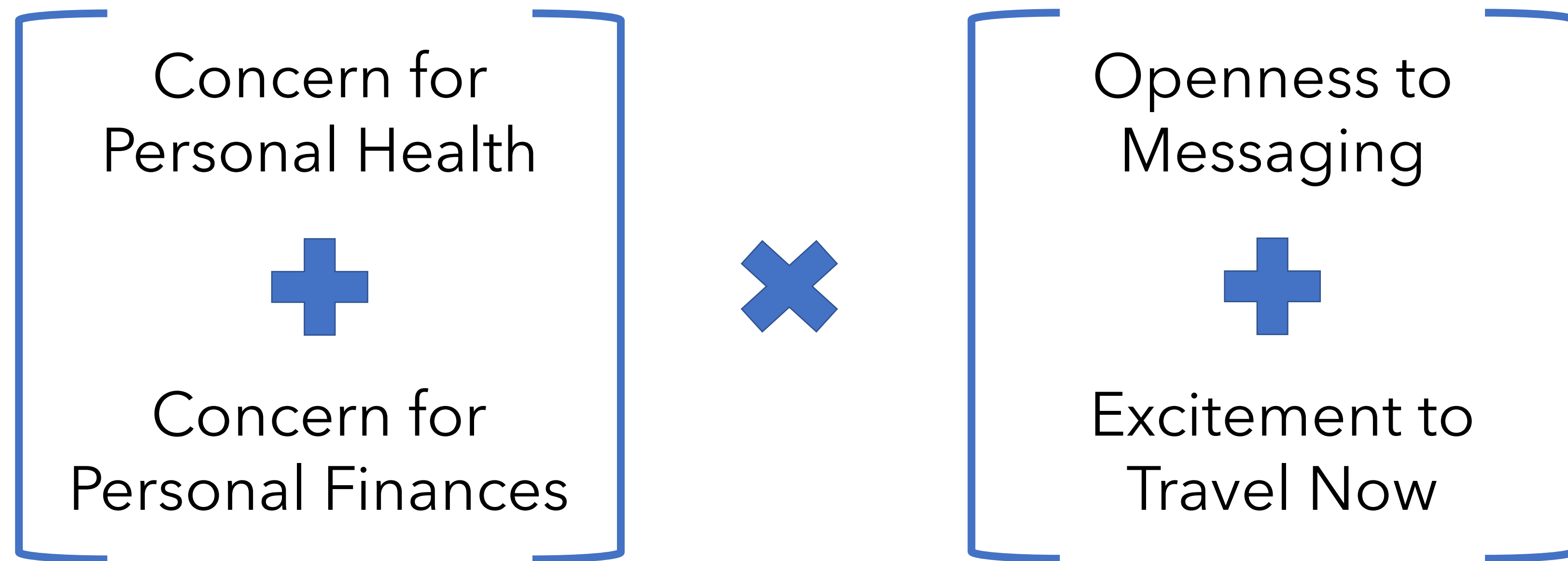


The goals are to identify:

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

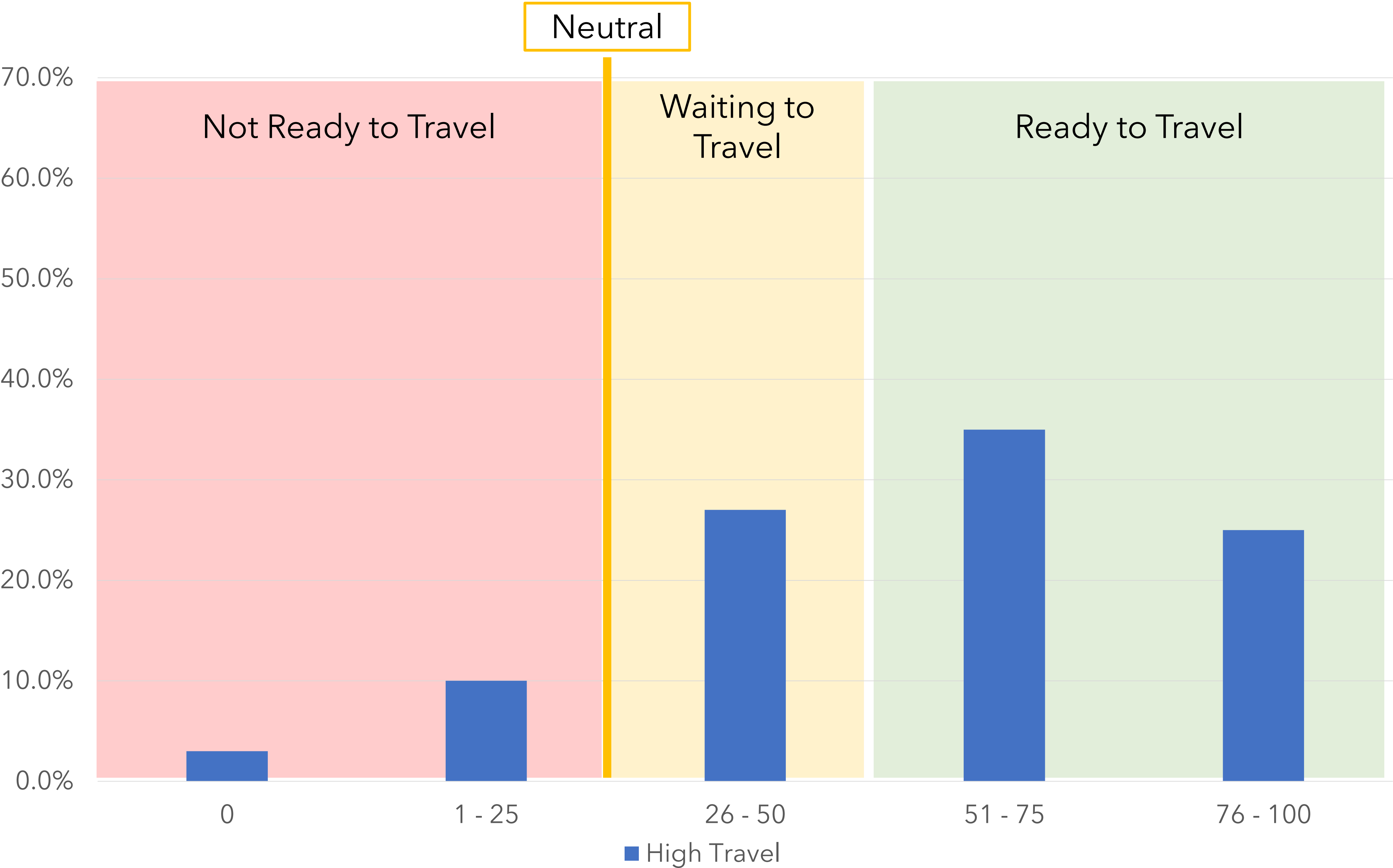


# Predictive Index Formula



\*Normalized to a 100pt scale

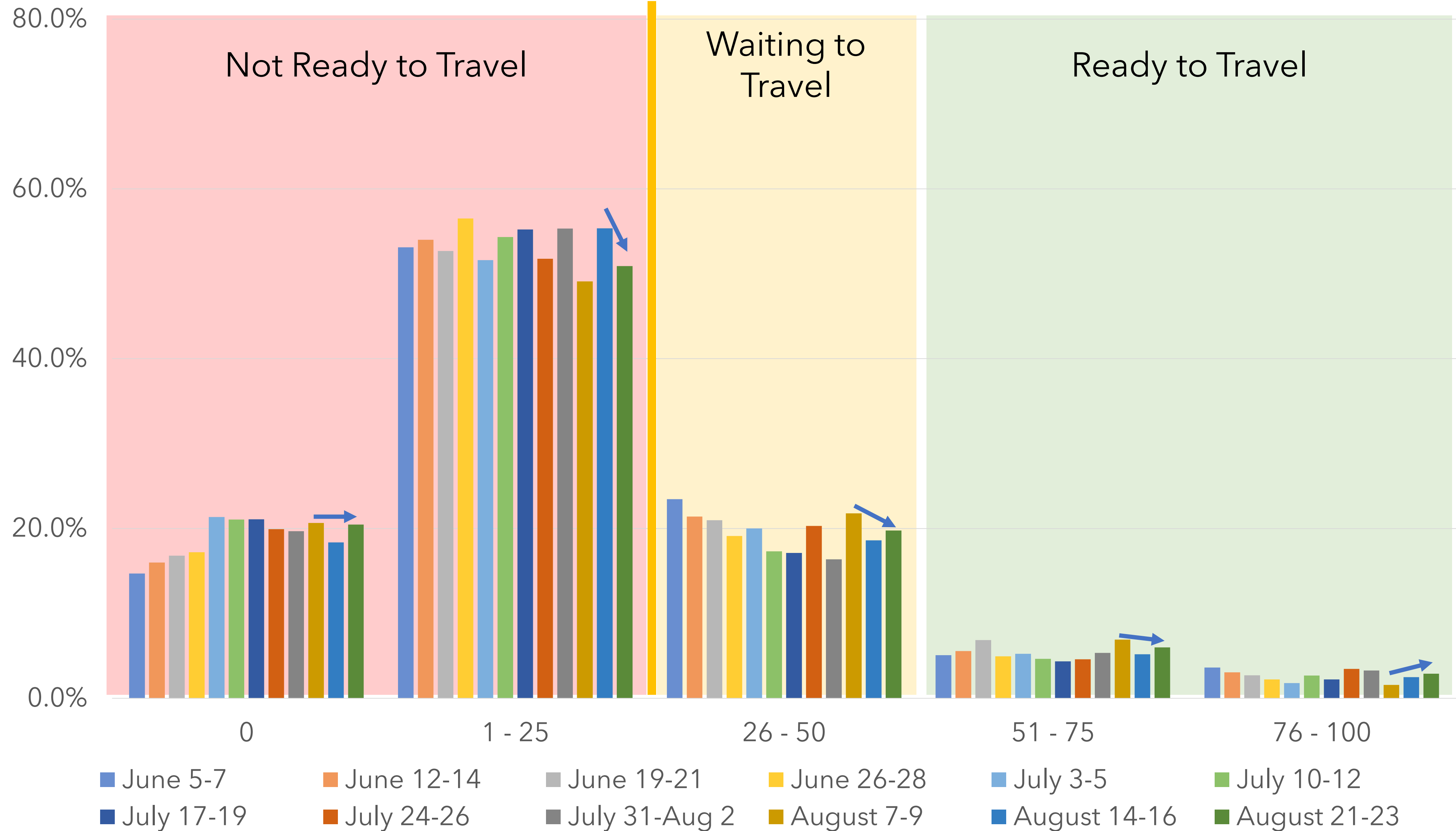
# Healthy Travel Outlook

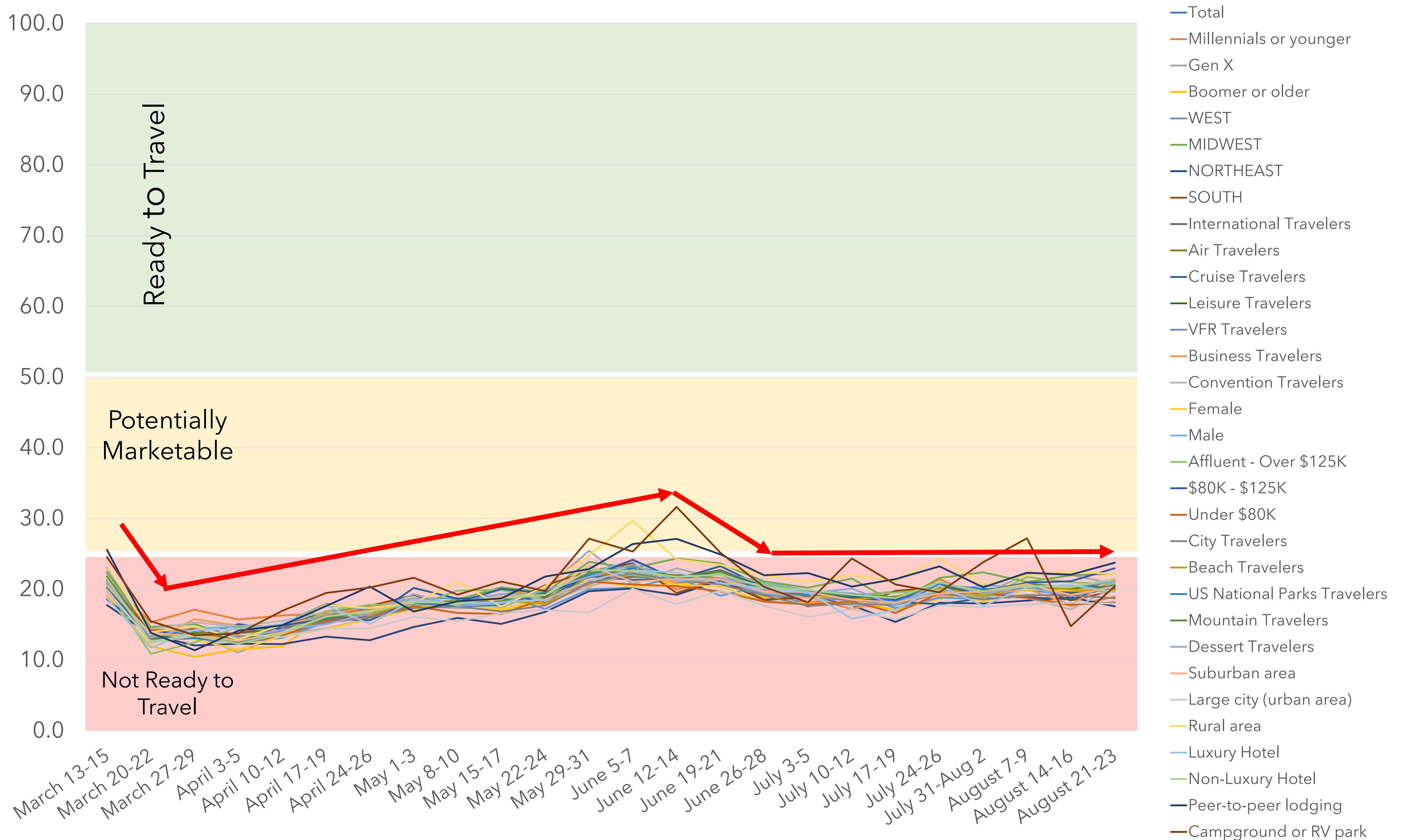




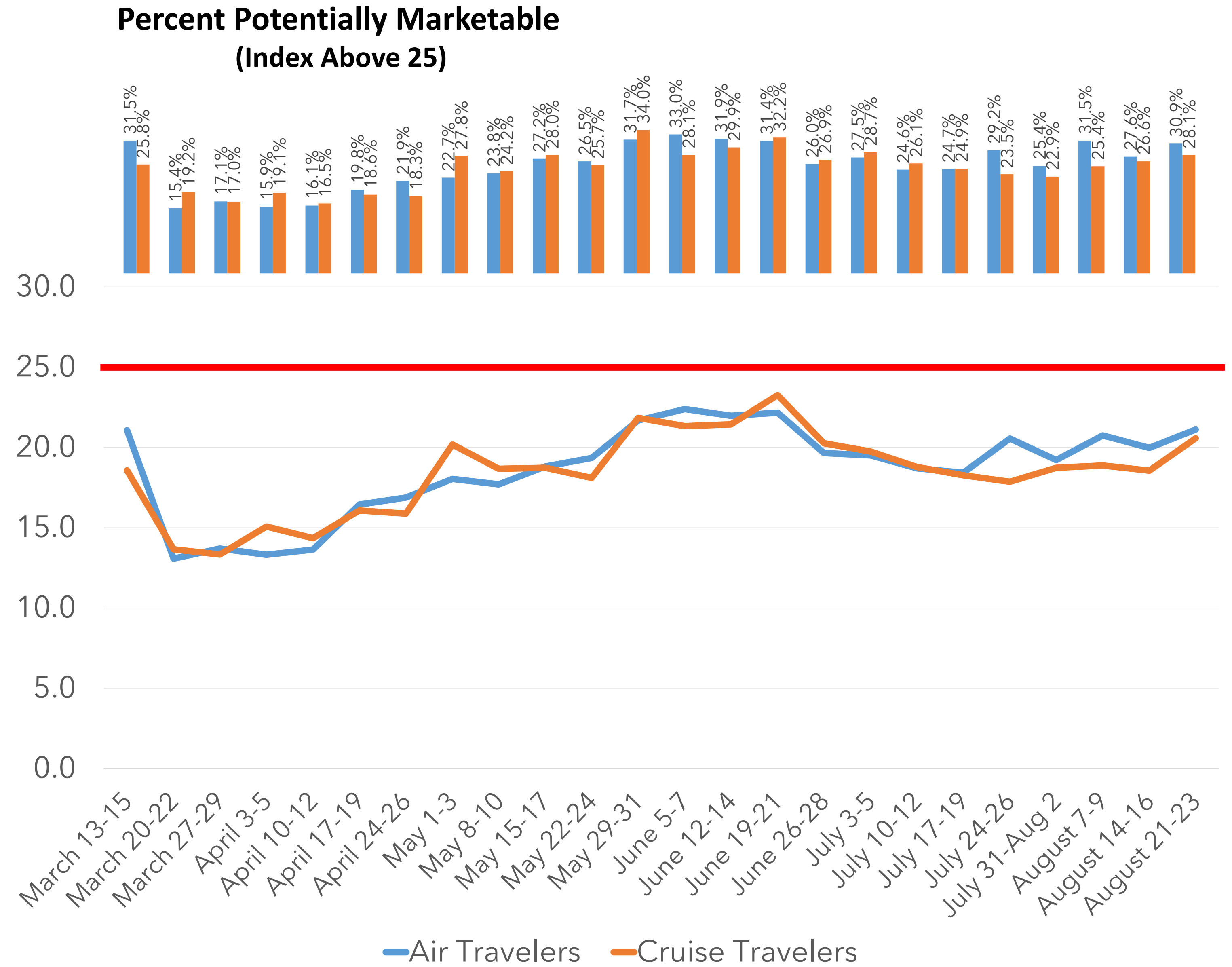
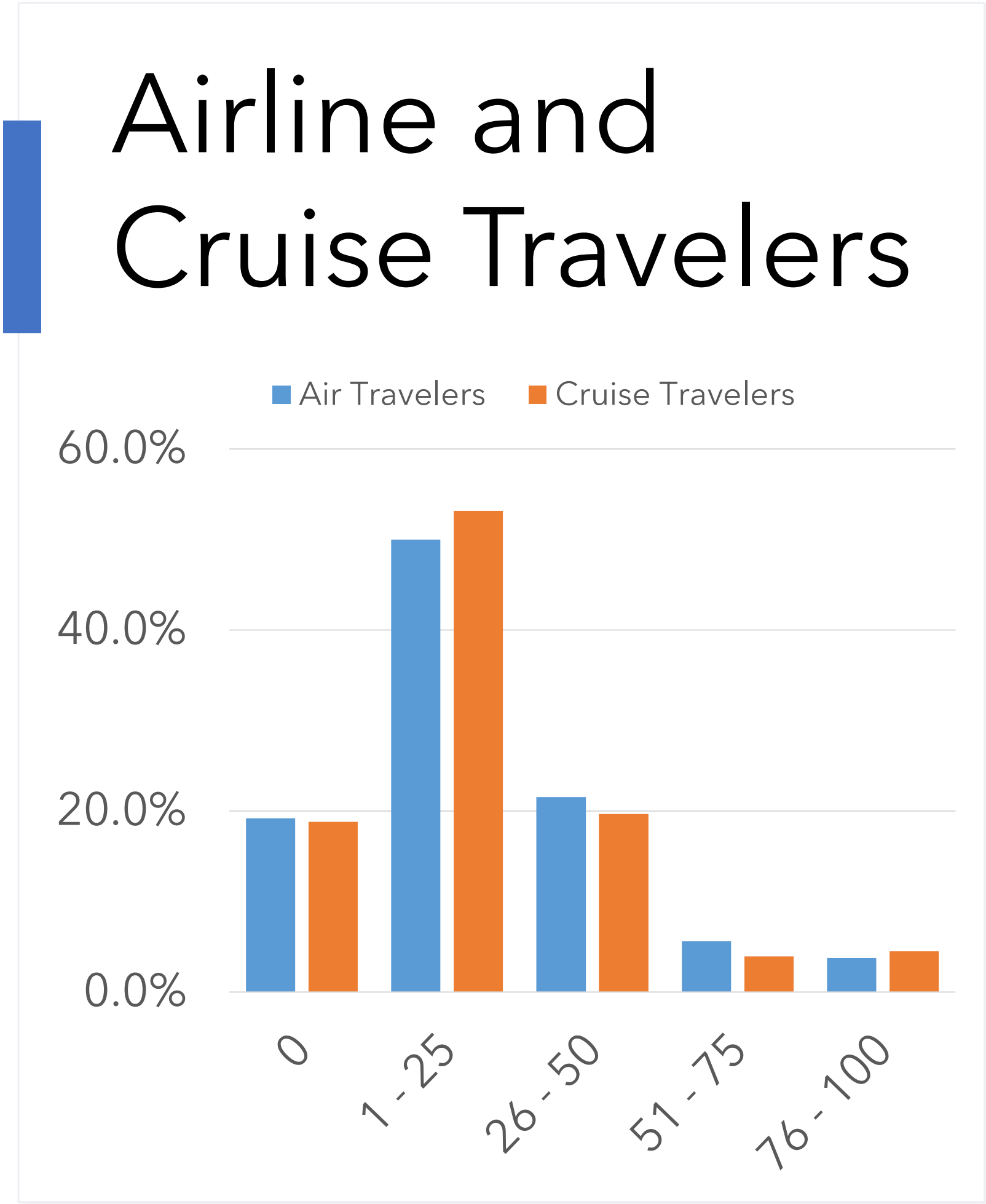
# Travel Outlook

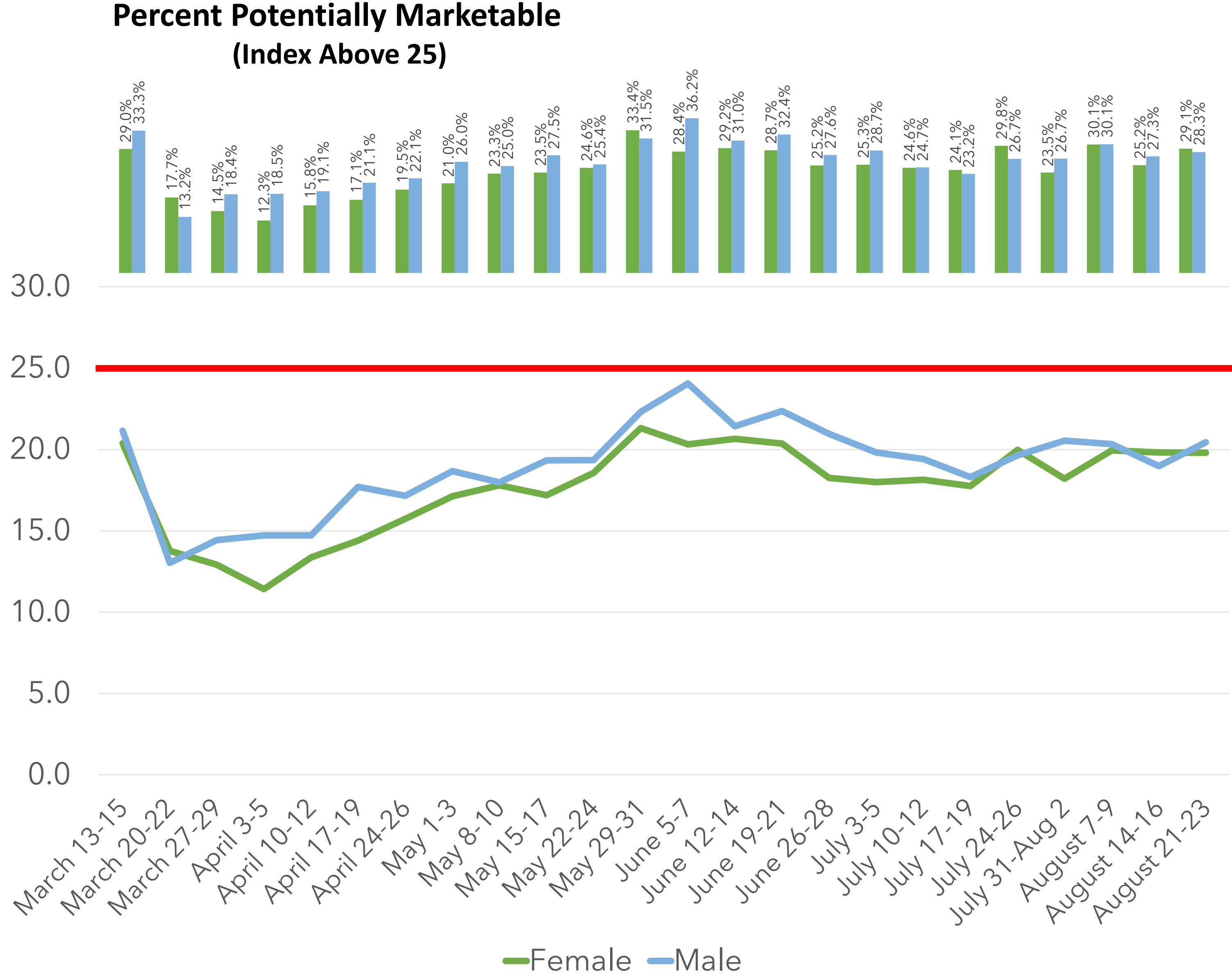
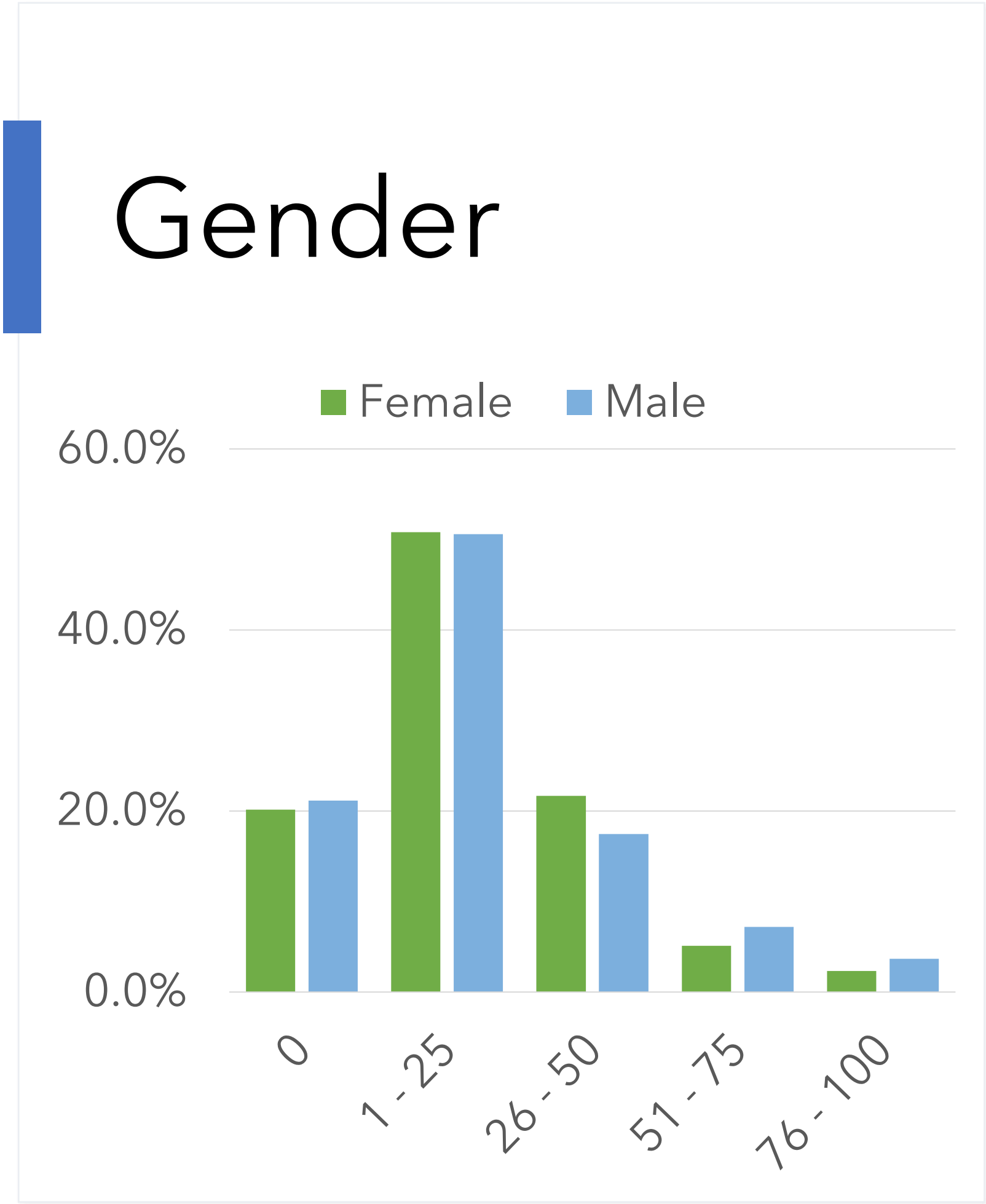
Neutral





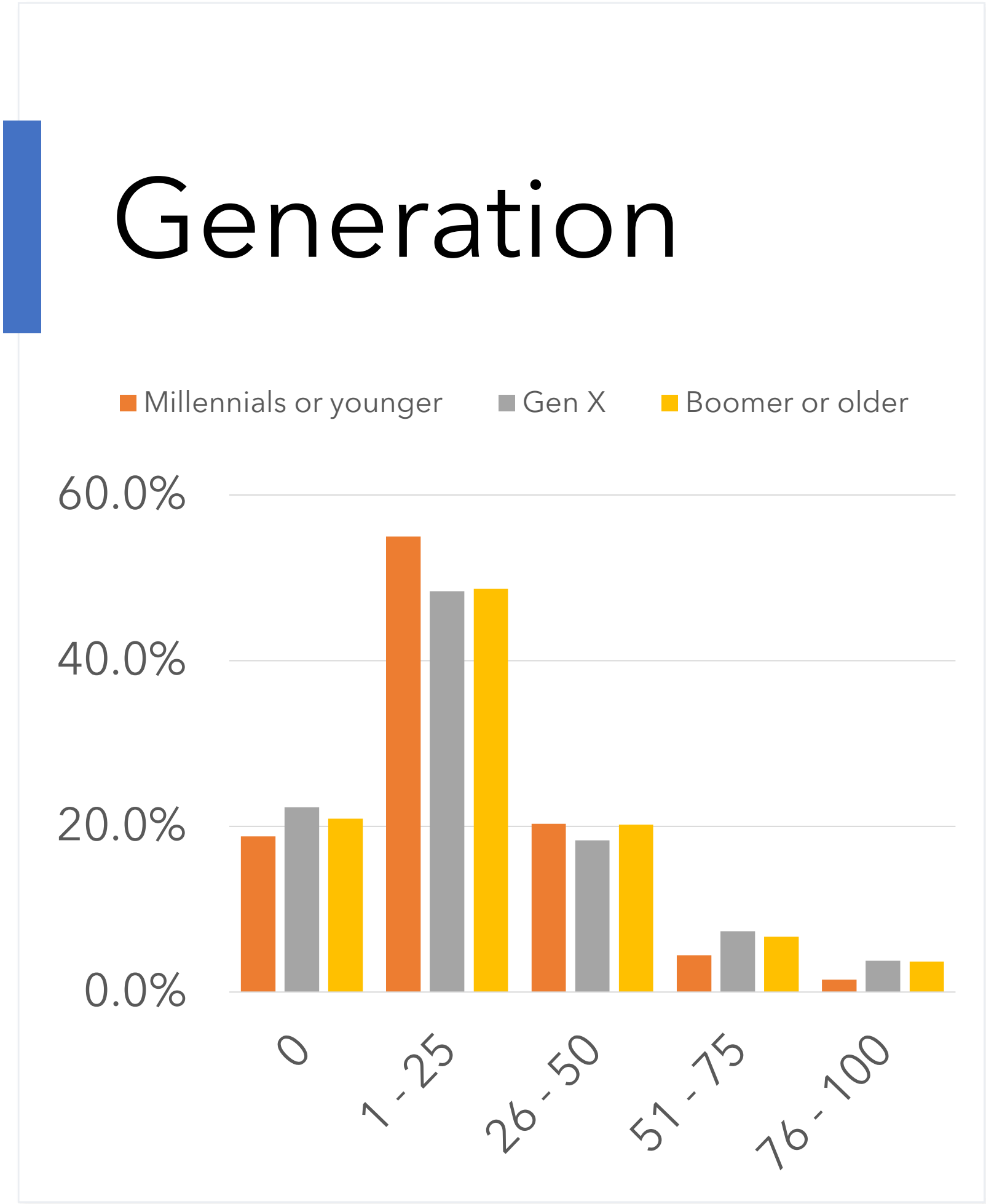




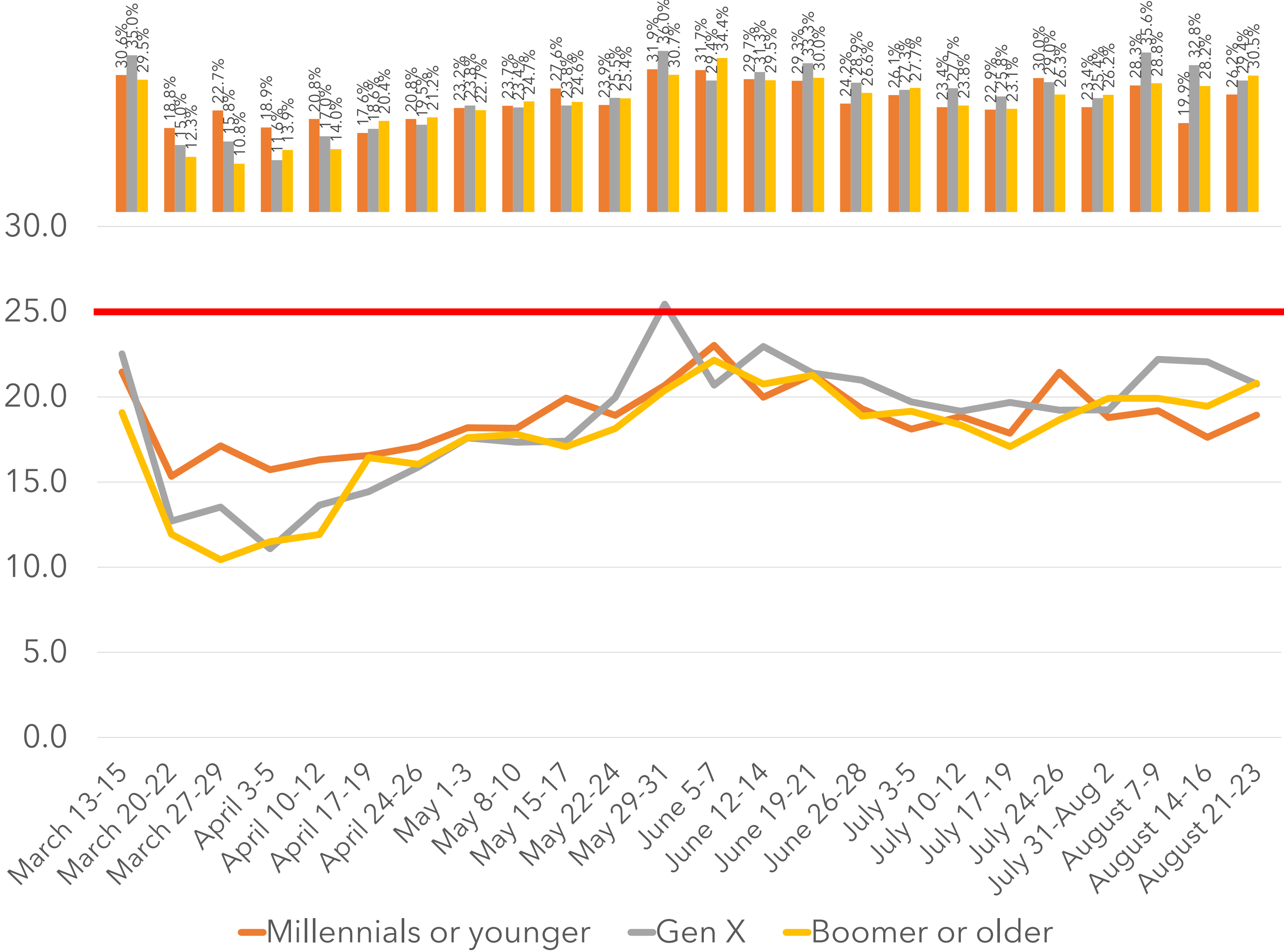




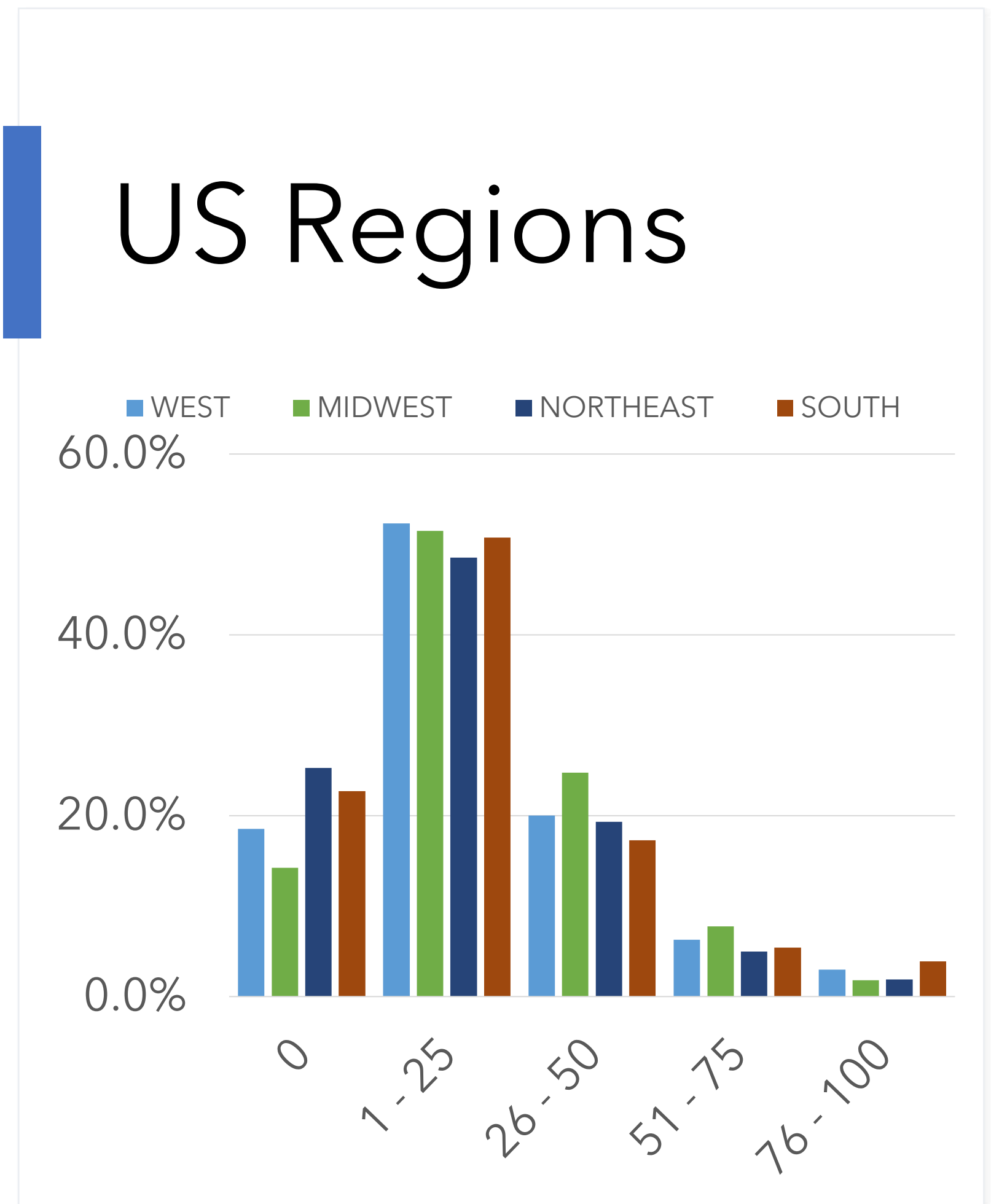
# Generation



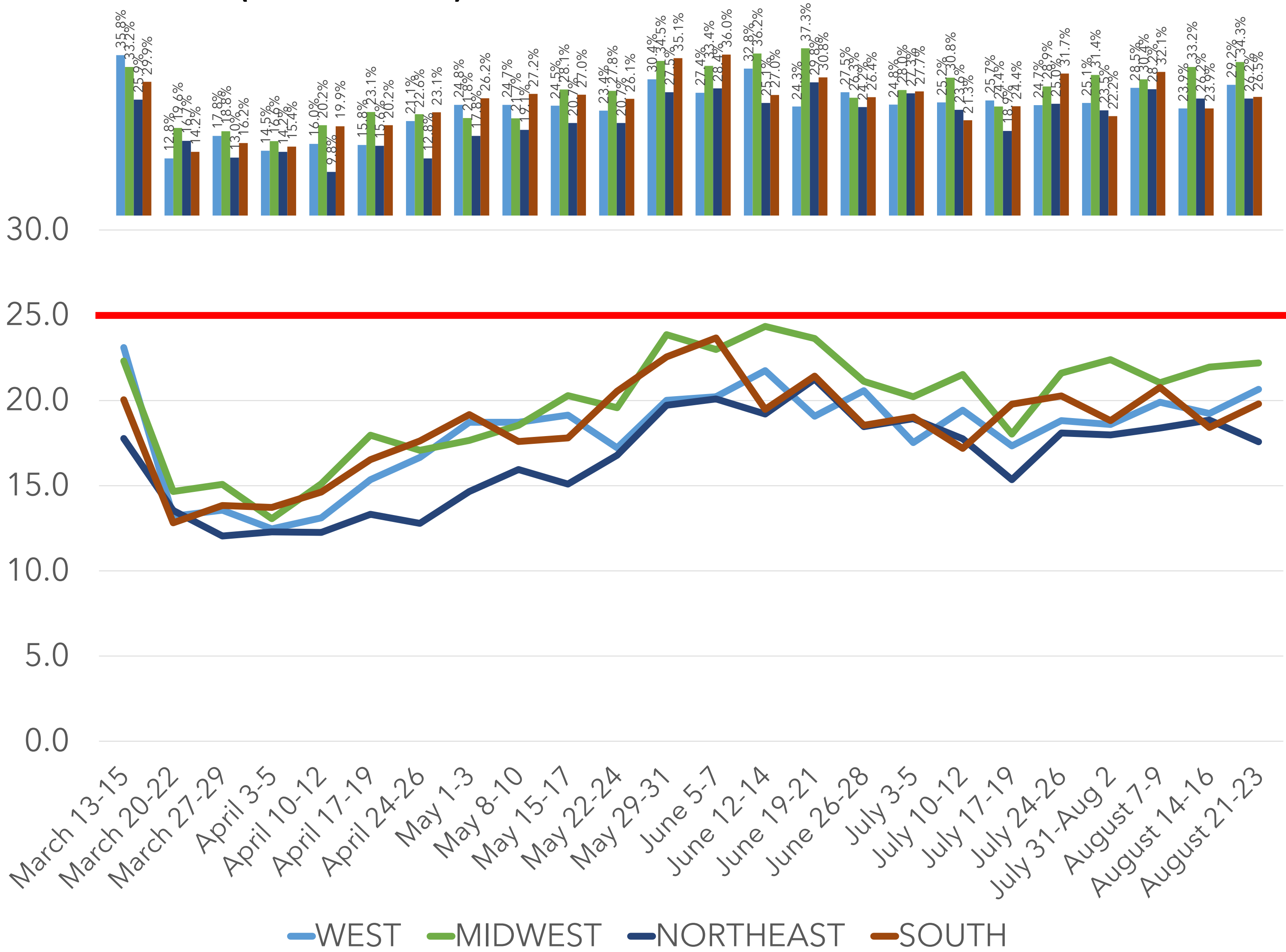
## Percent Potentially Marketable (Index Above 25)



# US Regions

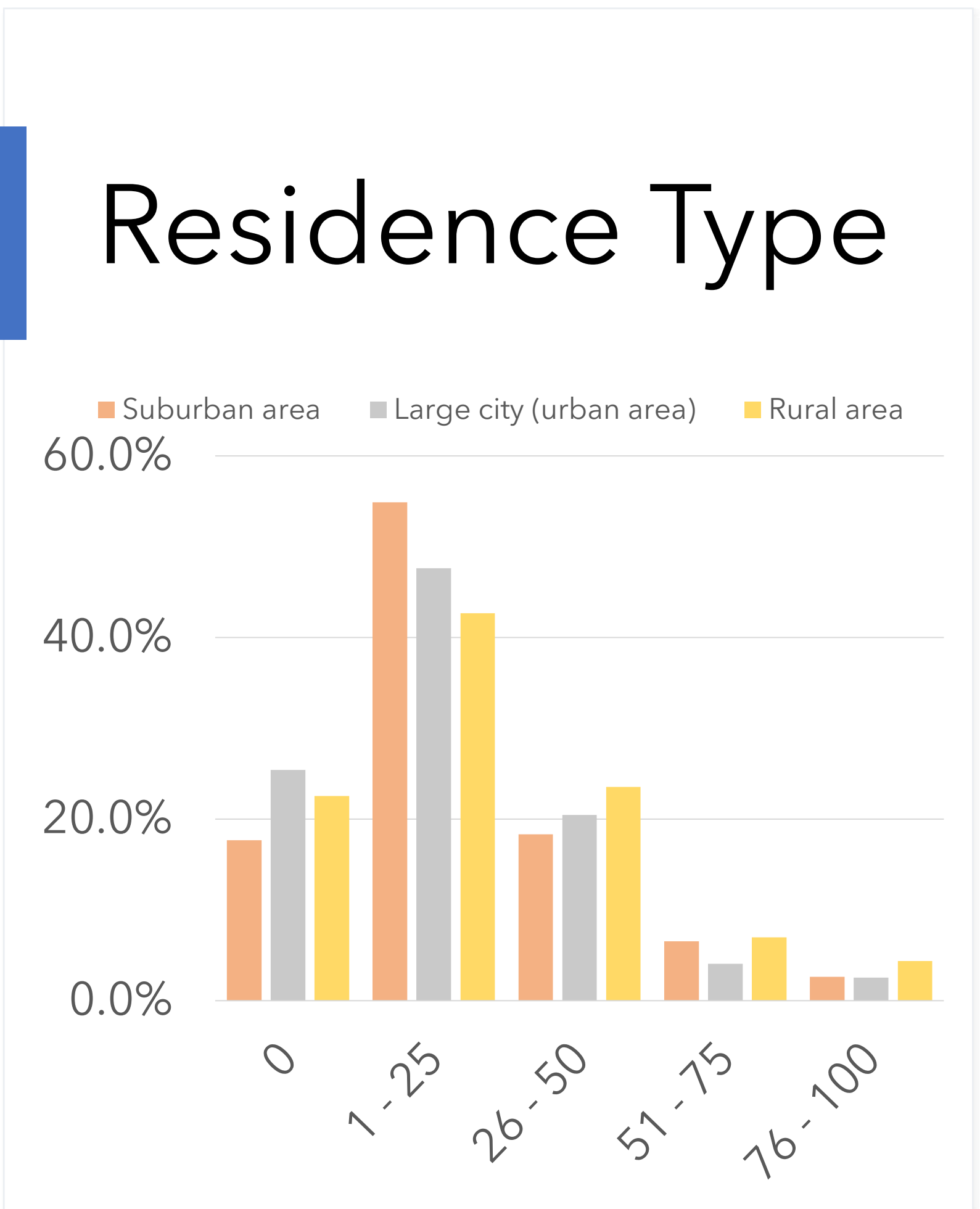


## Percent Potentially Marketable (Index Above 25)

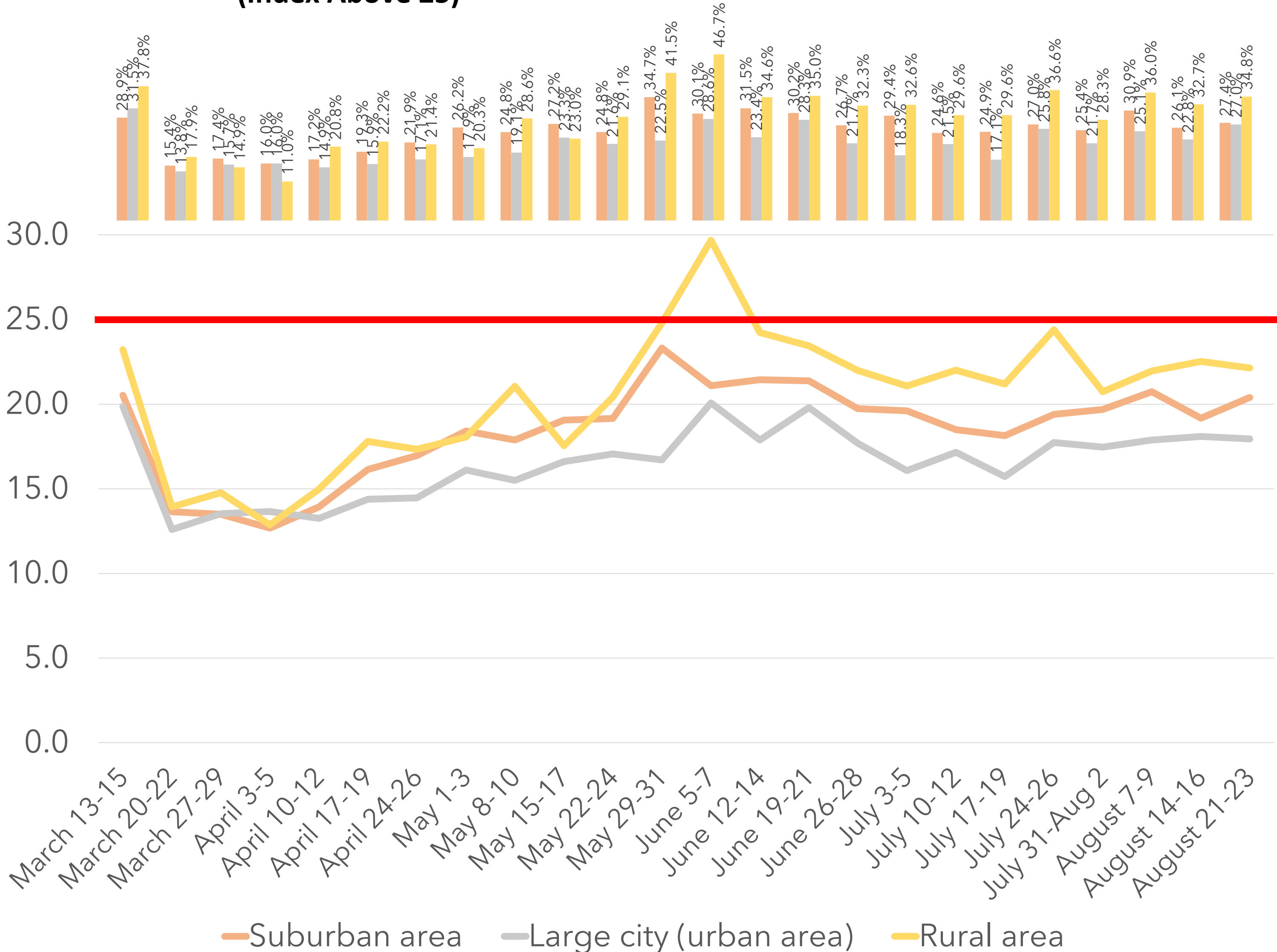




# Residence Type



## Percent Potentially Marketable (Index Above 25)



**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)**



# 15-minute presentations for your board and stakeholders

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WEBINAR

WEDNESDAY, SEPTEMBER 2, 3PM ET

THE STATE OF THE AMERICAN TRAVELER

TRAVELER SEGMENTS IN  
THE AGE OF COVID-19

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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





A silhouette of two people on a large rock against a sunset sky. One person is standing on the rock, and the other is climbing up, holding their hand. The scene is set against a warm, orange and yellow sunset sky with some sparse vegetation in the foreground.

# Research & Data Support for Grant Applications & Recovery Programs

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



A group of hands holding light bulbs, symbolizing ideas and innovation.

**Webinar recording  
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