



CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

**PRESENTATION OF FINDINGS
WEEK OF AUGUST 3RD, 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.

We Can Help You

Visitor & Target Audience Profiles

Brand Performance

Visitor Activity Analysis & Segmentation

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Resident + Stakeholder Research

Online Focus Groups

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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 21 data (fielded July 31-August 2) 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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DestinationAnalysts.com/Support

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

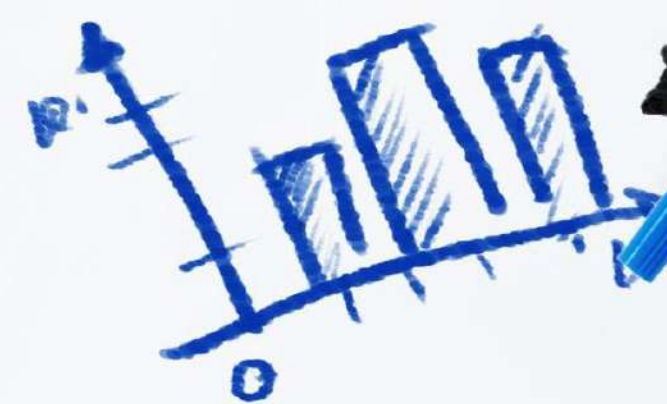
**Webinar recording
available on our website:**

DestinationAnalysts.com/covid-webinars

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RESEARCH

Data



WWW.
test
customer





Cases in the U.S.

Updated August 1, 2020

Languages ▼

Print



TOTAL CASES
4,542,579

68,605 New Cases*

TOTAL DEATHS
152,870

1,371 New Deaths*

*Compared to yesterday's data

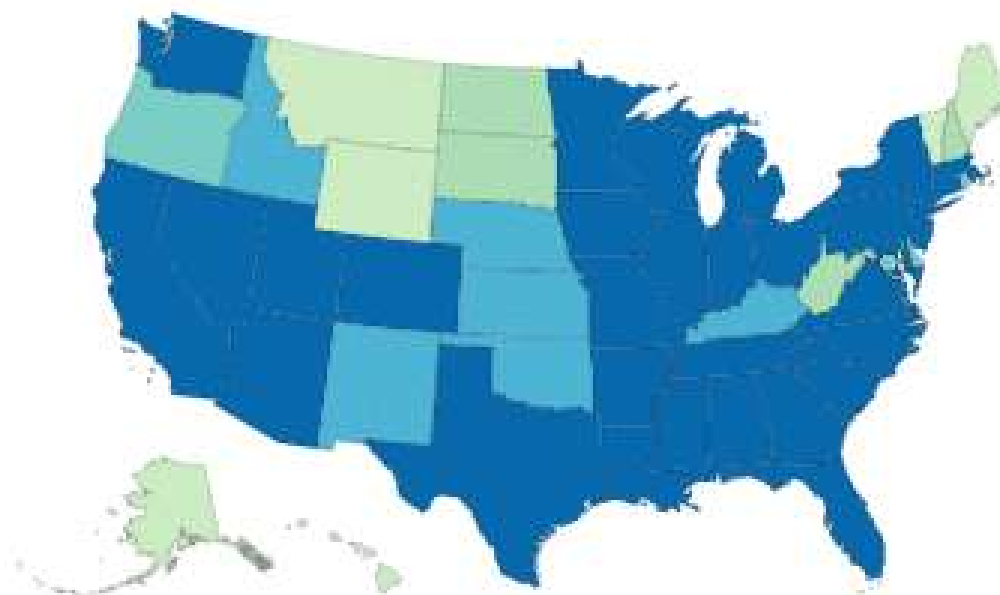
[About the Data](#)



This page is updated daily based on data confirmed at 4:00pm ET the day before.

Cases by Jurisdiction

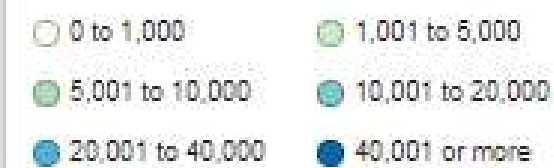
This map shows COVID-19 cases reported by U.S. states, the District of Columbia, New York City, and other U.S.-affiliated jurisdictions. Hover over the maps to see the number of cases reported in each jurisdiction. To go to a jurisdiction's health department website, click on the jurisdiction on the map.



AS GU MH FM MP PW PR VI



Reported Cases



Jurisdictions



Add U.S. Map to Your Website



US reports more than 25,000 COVID-19 deaths in July

Marty Johnson · 1 day ago



The U.S. reported more than 25,000 deaths in July related to the novel coronavirus, according to data from Johns Hopkins University, a grim milestone for the country as it seeks to stem a rising number of cases.



© Getty Images - US reports more than 25,000 COVID-19 deaths in July

The country saw 1.87 million new cases of the virus last month - an increase of nearly 70 percent - bringing the total number of cases during the pandemic to just more than 4.5 million.

US & Canada

Tropical Storm Isaias nears coronavirus-hit Florida

🕒 3 hours ago

f 🗨️ 🐦 ✉️ Share

Coronavirus pandemic



Florida is preparing for Tropical Storm Isaias which is expected to hit the US state later on Sunday.

HEALTH NEWS

✓ Fact Checked

COVID-19 Damaged Heart of Elite Athlete: What Does That Mean for the Rest of Us?



Boston Red Sox pitcher Eduardo Rodriguez has inflammation in the heart muscle after developing COVID-19. Getty Images

- New research shows that people with mild SARS-CoV-2 infection can have lingering symptoms for weeks, including signs of inflammation in the heart.
- Boston Red Sox pitcher Eduardo Rodriguez had heart inflammation after developing COVID-19 earlier this year.
- A study, published this week in the medical journal [JAMA Cardiology](#), found that the vast majority of people with a mild form of COVID-19 are also showing signs of heart damage, sometimes months later.

Coronavirus pandemic likely to be 'lengthy', WHO warns: Live

Florida death toll passes 7,000; Russia aims mass vaccination campaign in October; Kuwait bans flights from 31 nations.

by **Zaheena Rasheed, Hamza Mohamed & Usaid Siddiqui**



15 hours ago

- The World Health Organization warned the COVID-19 pandemic is likely to be "lengthy", as it met to evaluate the situation, six months after sounding the international alarm.
- Russia is preparing to start a mass vaccination campaign against the coronavirus in October.
- Coronavirus deaths in Florida surged past 7,000 as the countrywide total is now more than 153,000.
- More than 17.6 million people around the world have been diagnosed with the new coronavirus. Almost 10.3 million patients have recovered and at least 680,900 have died, according to data from Johns Hopkins University.

COVID-19 | WHO warns of drawn out pandemic, 'response fatigue'



JOHANNESBURG, AUGUST 02, 2020 10:31 IST
UPDATED: AUGUST 02, 2020 10:31 IST

SHARE ARTICLE



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PRINT

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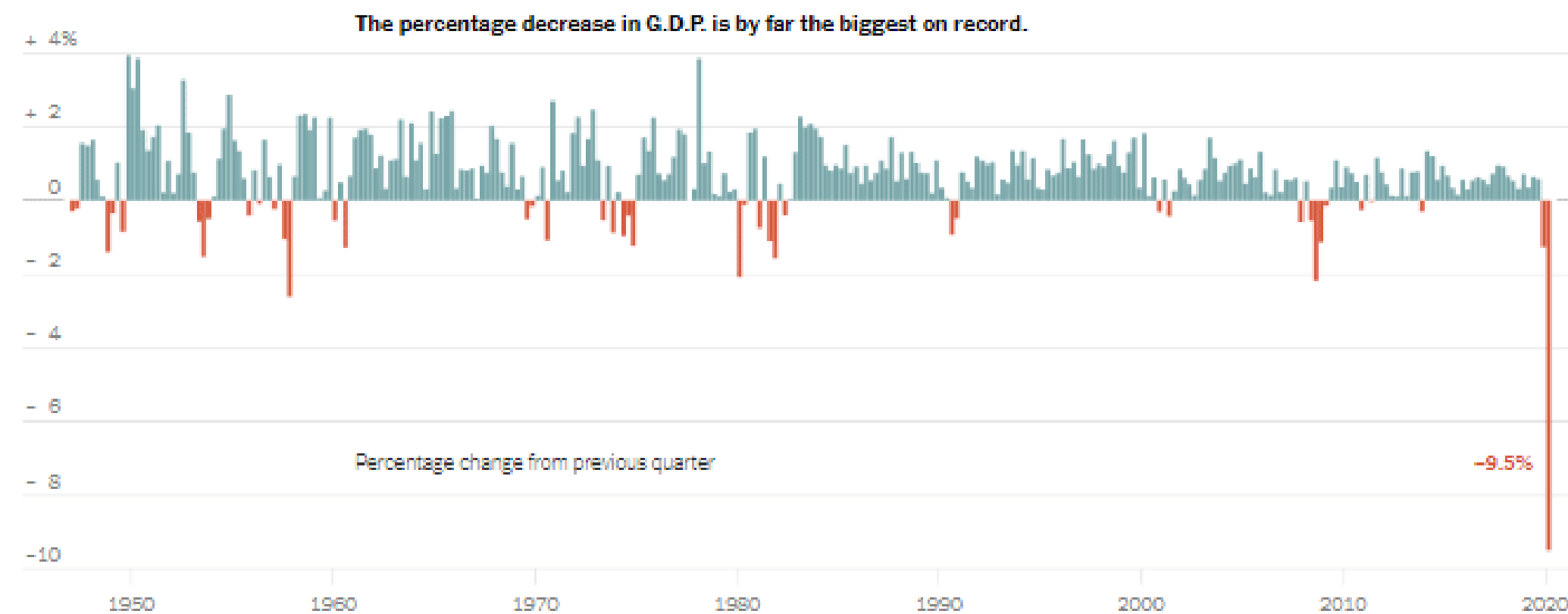
A



The COVID-19 case count in South Africa has topped half a million. In this file photo, beds are seen at a temporary field hospital set up in a sports complex to fight the COVID-19 outbreak in Cape Town, South Africa, July 21, 2020. | Photo Credit: [Reuters](#)

A Collapse That Wiped Out 5 Years of Growth, With No Bounce in Sight

The second-quarter contraction set a grim record, and it would have been worse without government aid that is expiring.



By Ben Casselman

July 30, 2020



The coronavirus pandemic's toll on the nation's economy became emphatically clearer Thursday as the government detailed the most devastating three-month collapse on record, which wiped away nearly five years of growth.

Gross domestic product, the broadest measure of goods and services produced, fell 9.5 percent in the second quarter of the year as consumers cut back spending, businesses pared investments and global trade dried up, [the Commerce Department said](#).

The drop — the equivalent of a 32.9 percent annual rate of decline — would have been even more severe without trillions of dollars in government aid to households and businesses.

Economic Report

'A massive welfare economy' - huge federal aid prevents an even steeper GDP collapse

Published: July 30, 2020 at 1:20 p.m. ET

By [Jeffrey Bartash](#)

220

U.S. disposable incomes soar in second quarter, thanks to government aid, despite onset of steep recession



A restaurant in SoHo serves customers seated at sidewalk tables as New York City moves into Phase 2 of re-opening. The U.S. is still struggling months after the coronavirus struck the economy and triggered the biggest decline in GDP since World War Two. GETTY IMAGES



The New York Times

Should you travel this year?

Travel looks very different in 2020. Here are some questions to help you decide whether you would feel comfortable taking a trip during the pandemic.

Let's get started.

A man with a beard and mustache, wearing a straw hat and a green jacket over a white shirt, is shown from the chest up. He is holding a vintage-style camera and has his hand near his chin in a thoughtful pose. The background is a solid brown color with a semi-transparent overlay of the man's image.

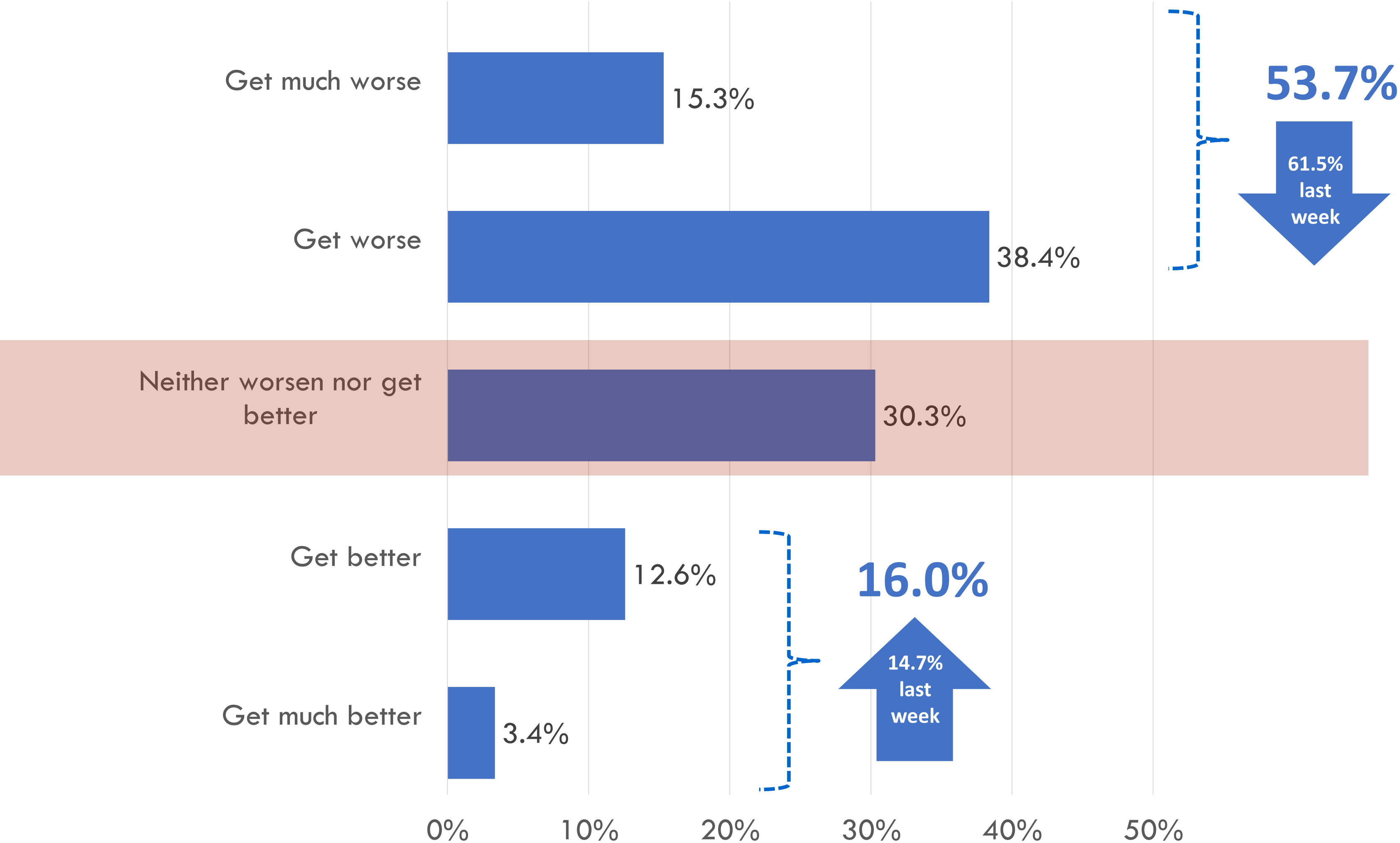
How Do We Feel About Travel?

Expectations for the Coronavirus Outbreak

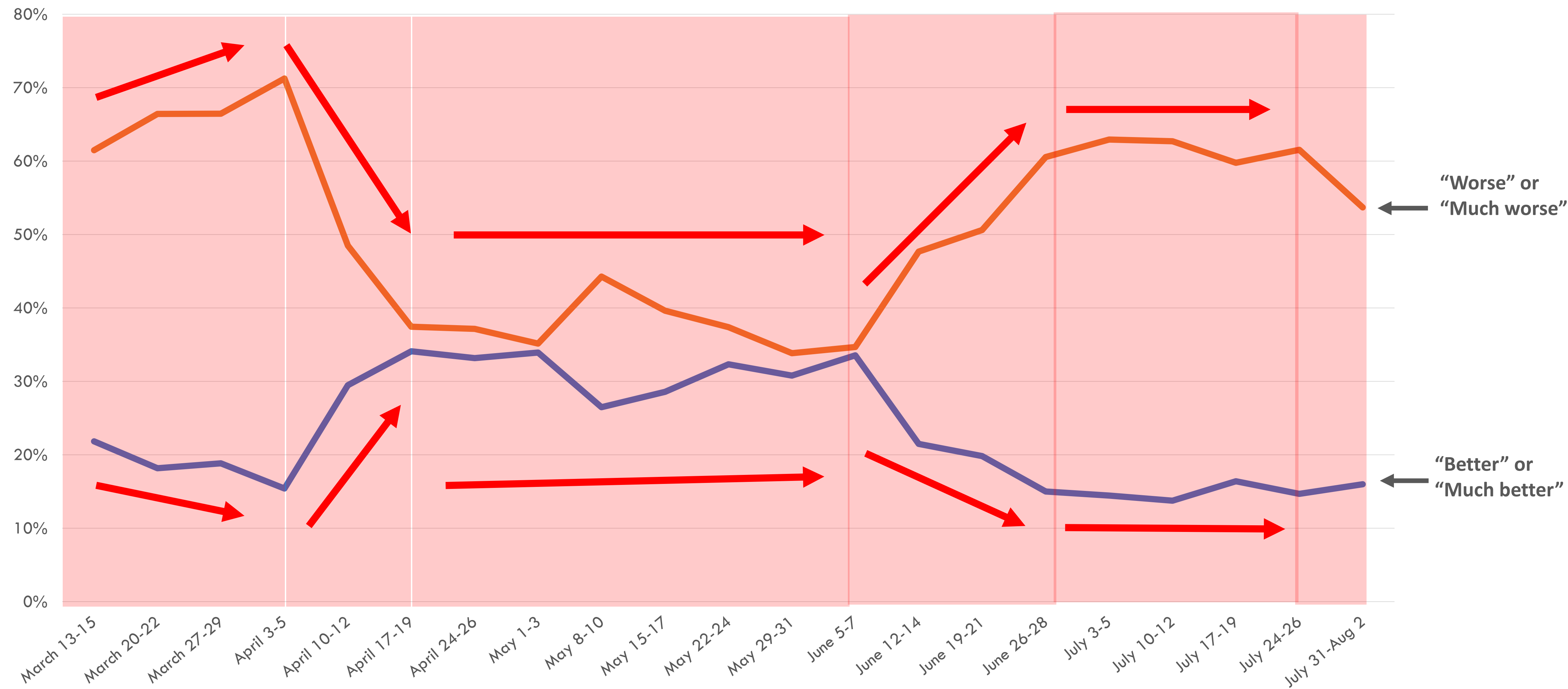
Question: In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change? (Select one)

In the next month the coronavirus situation will _____

(Base: Wave 21 data. All respondents, 1,224 completed surveys. Data collected July 31-Aug 2, 2020)



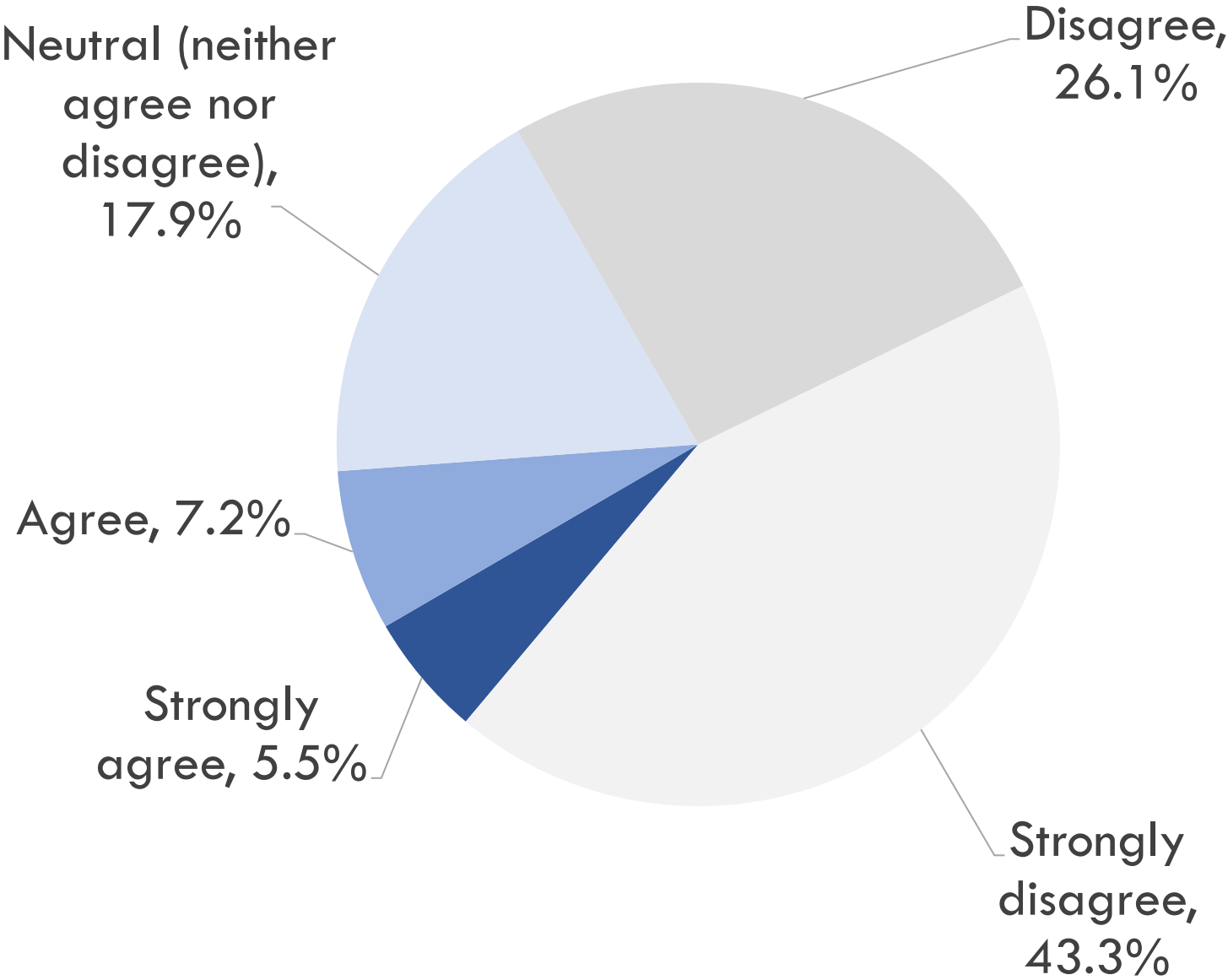
Expectations for the Coronavirus Outbreak



Expectations for Fall Travel Season

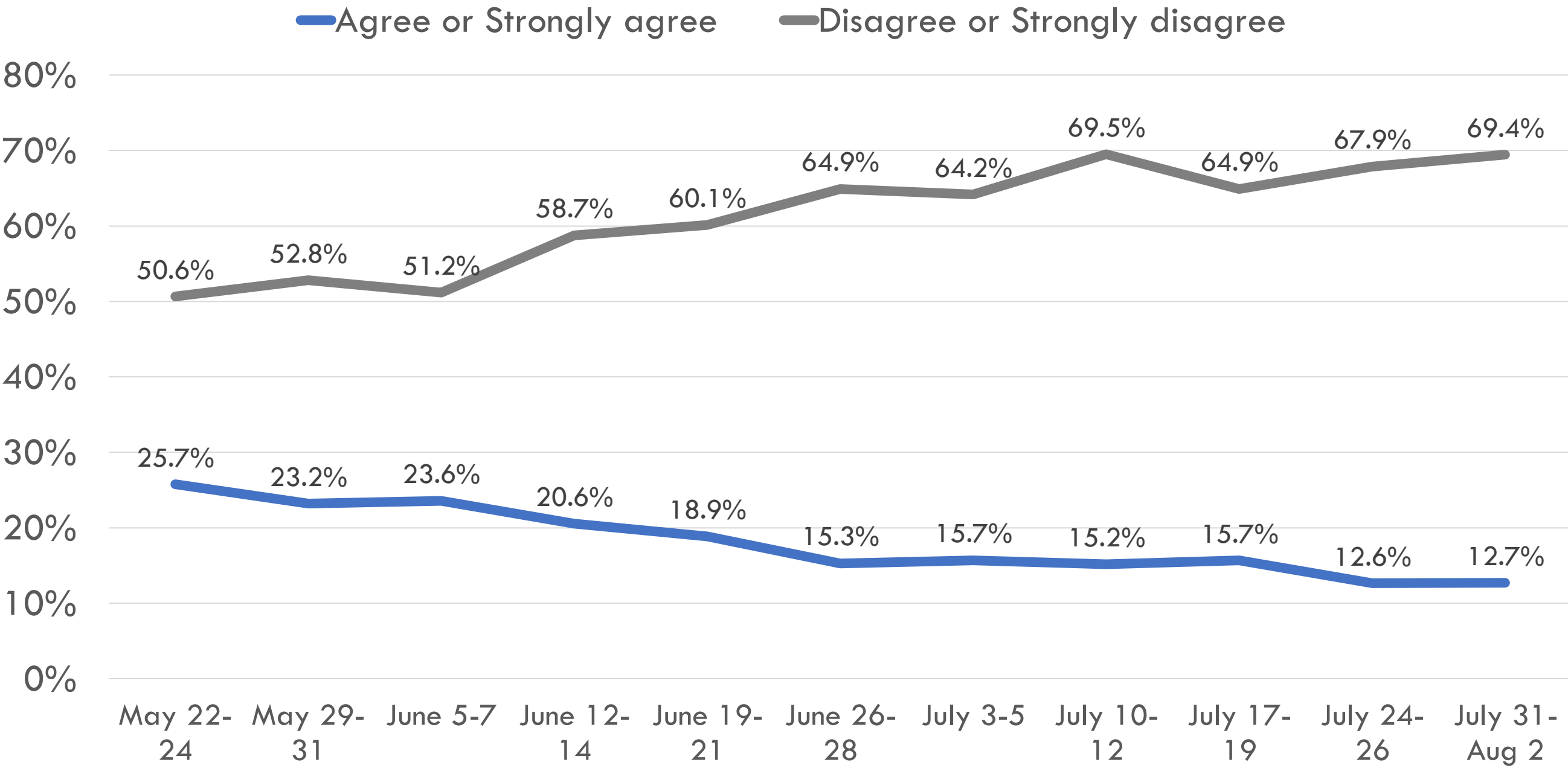
How much do you agree with the following statement?

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



(Base: All respondents, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206 and 1,224 completed surveys. Data collected, May 22-24, 29-31, June 5-7, 12-14, 19-21, 26-28, July 3-5, 10-12, 17-19, 24-26 and 31-August 2, 2020)

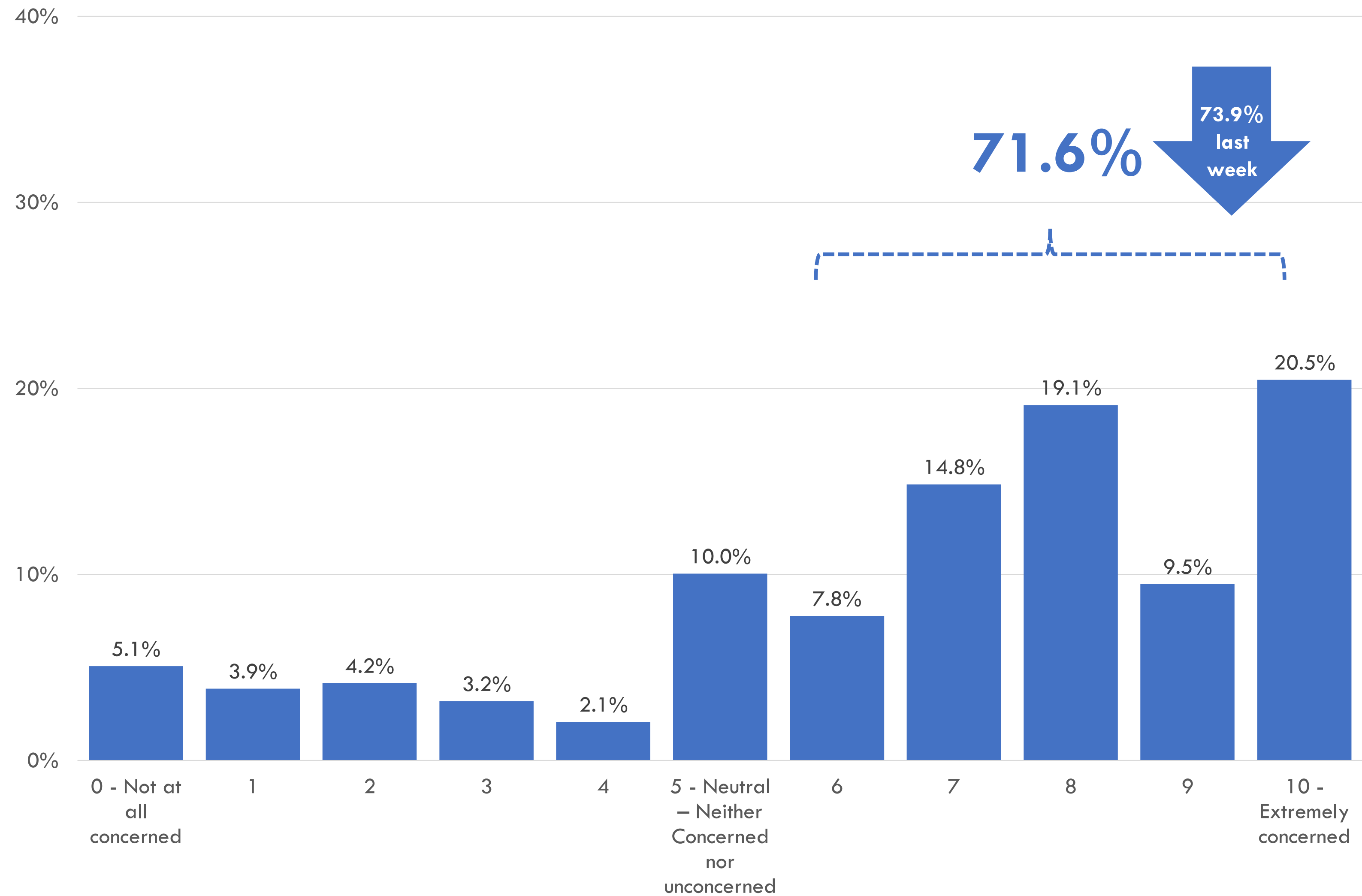
Historical data



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)

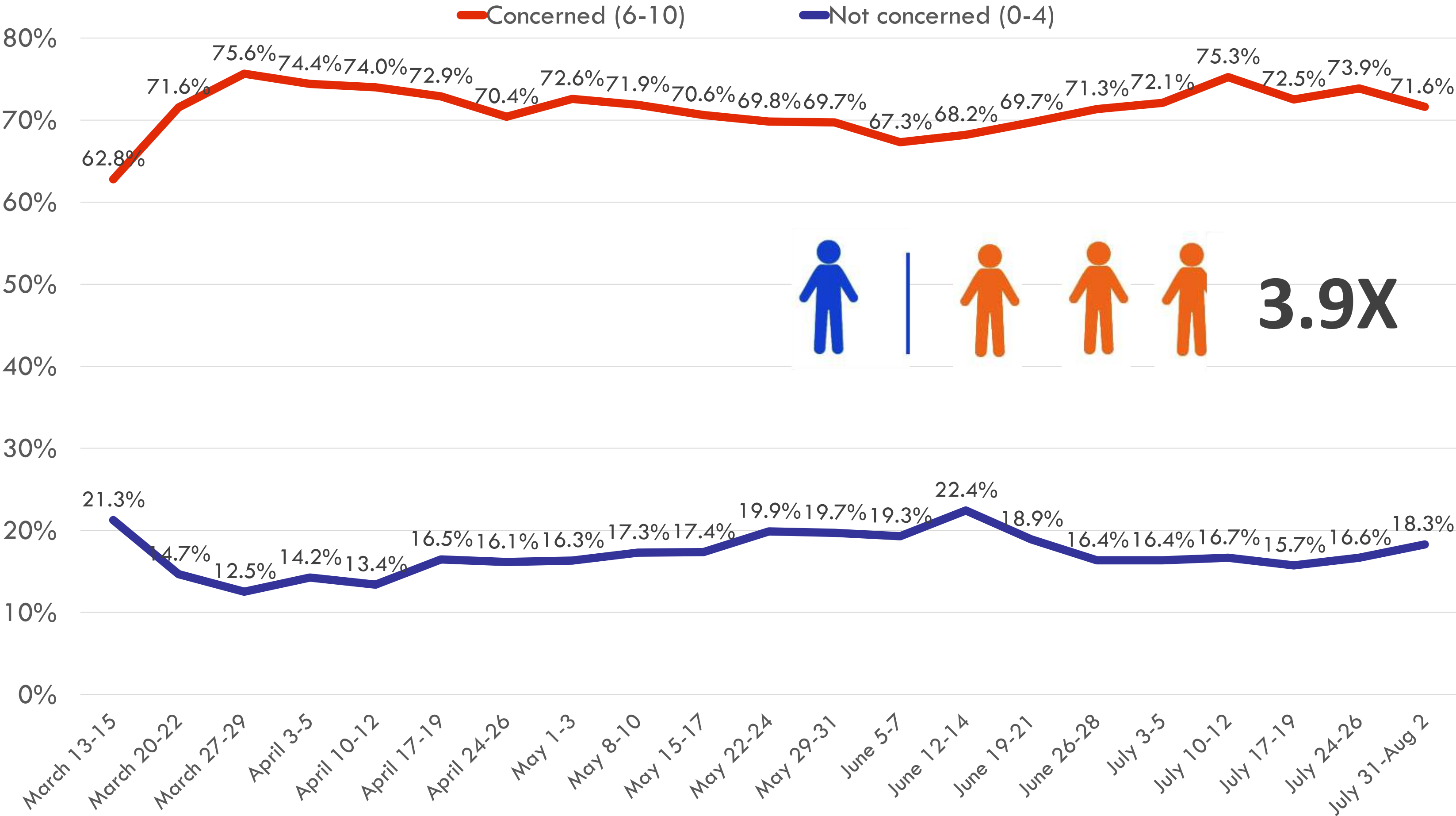
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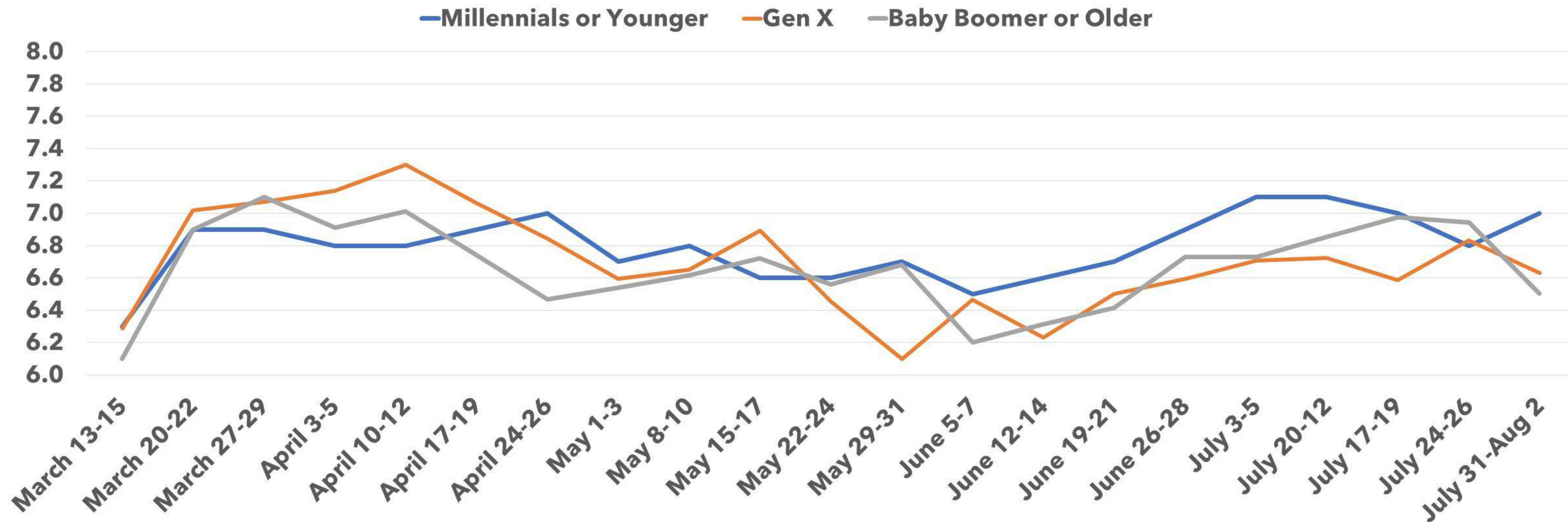
(Base: Wave 21 data. All respondents, 1,224 completed surveys. Data collected July 31-Aug 2, 2020)



PERSONAL HEALTH CONCERNS BY GENERATION

MARCH—AUGUST 2020

QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, IN GENERAL, HOW CONCERNED ARE YOU PERSONALLY ABOUT CONTRACTING THE VIRUS?

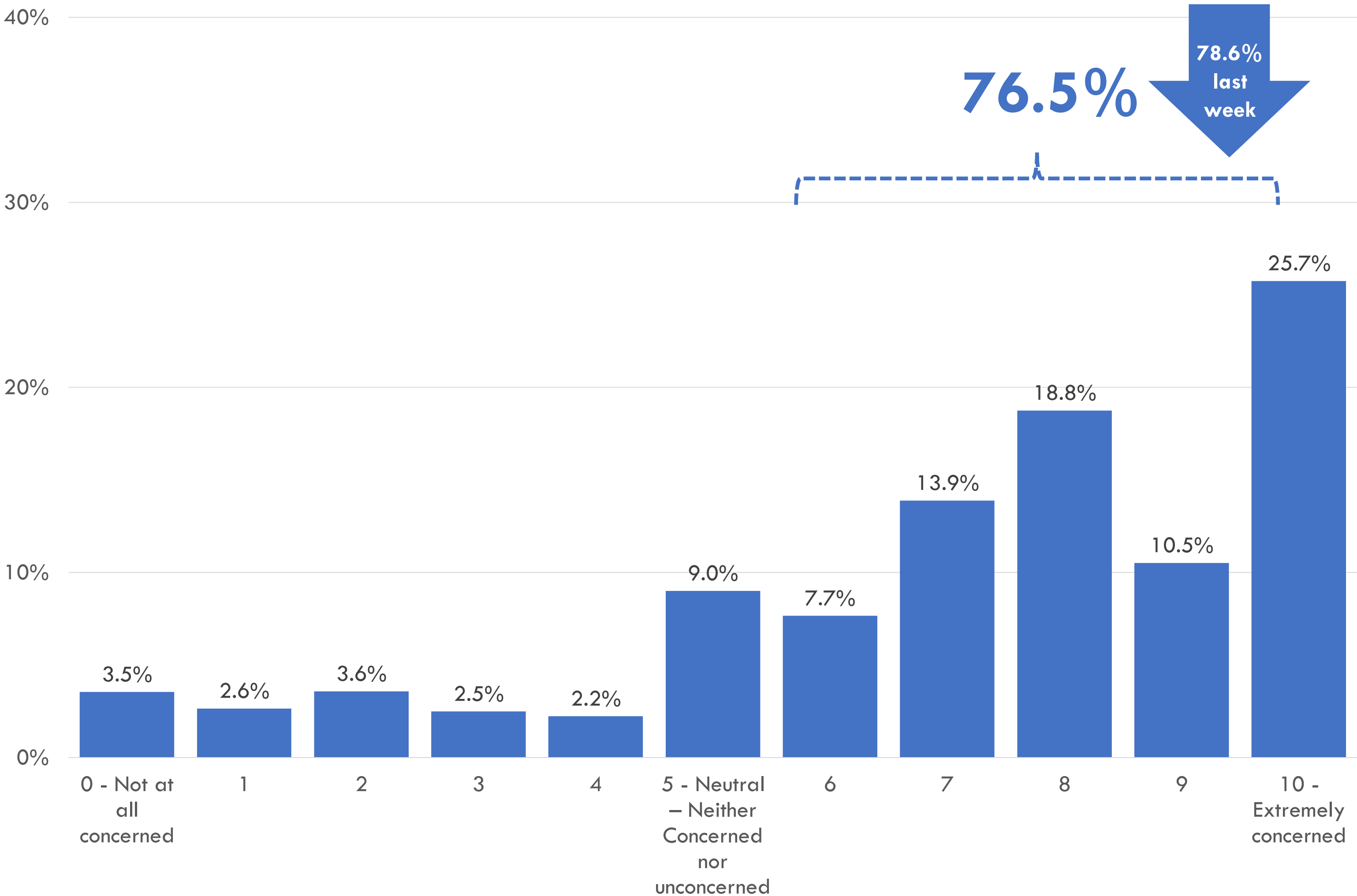


(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206 and 1,224 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24, 29-31, June 5-7, 12-14, 19-21, 26-29 and July 3-5, 10-12, 17-19, 24-26 and July 31-Aug 2, 2020).

Health Concerns (Family & Friends)

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

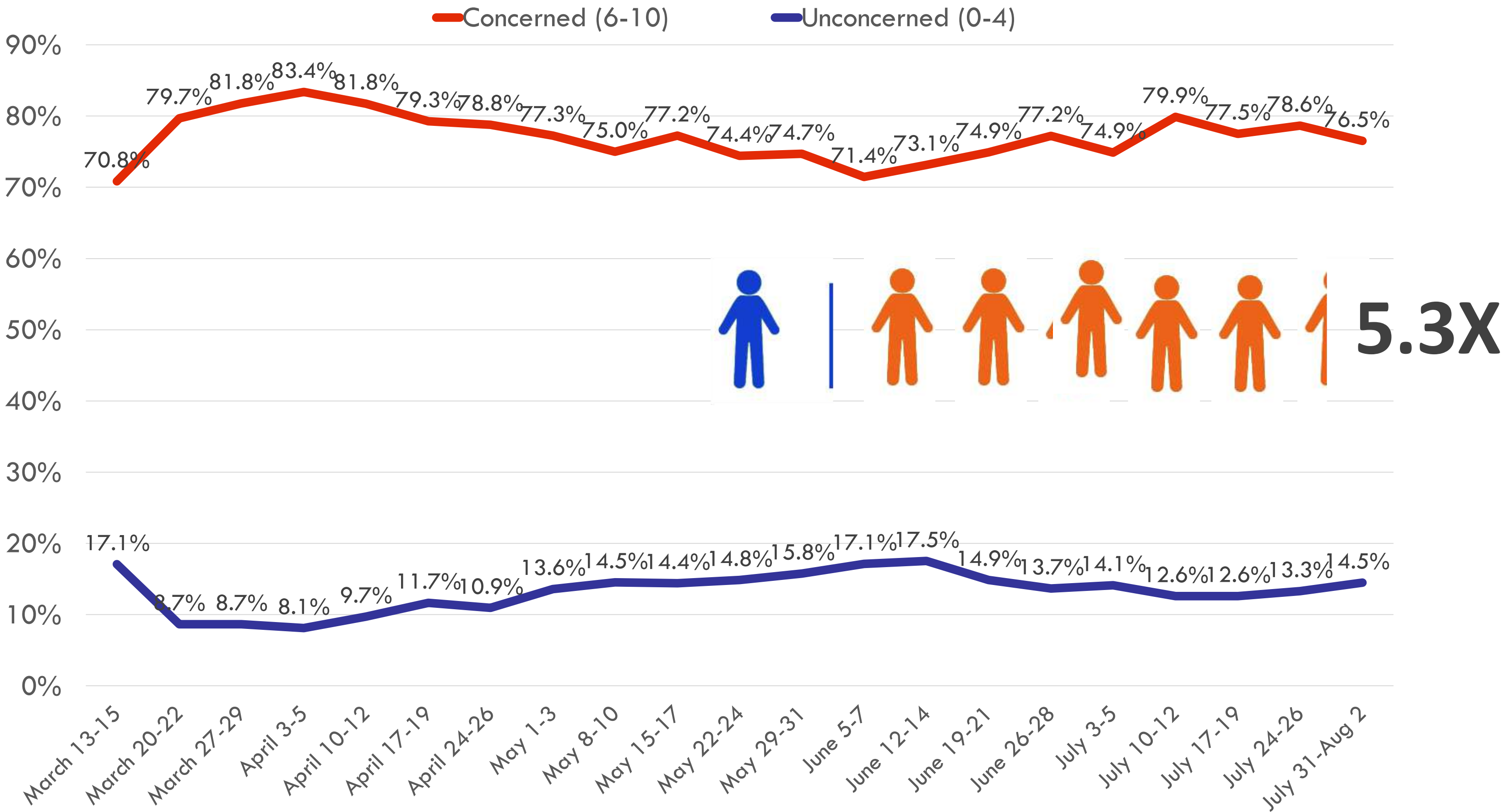
(Base: Wave 21 data. All respondents, 1,224 completed surveys. Data collected July 31-Aug 2, 2020)



Health Concerns (Family & Friends)

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

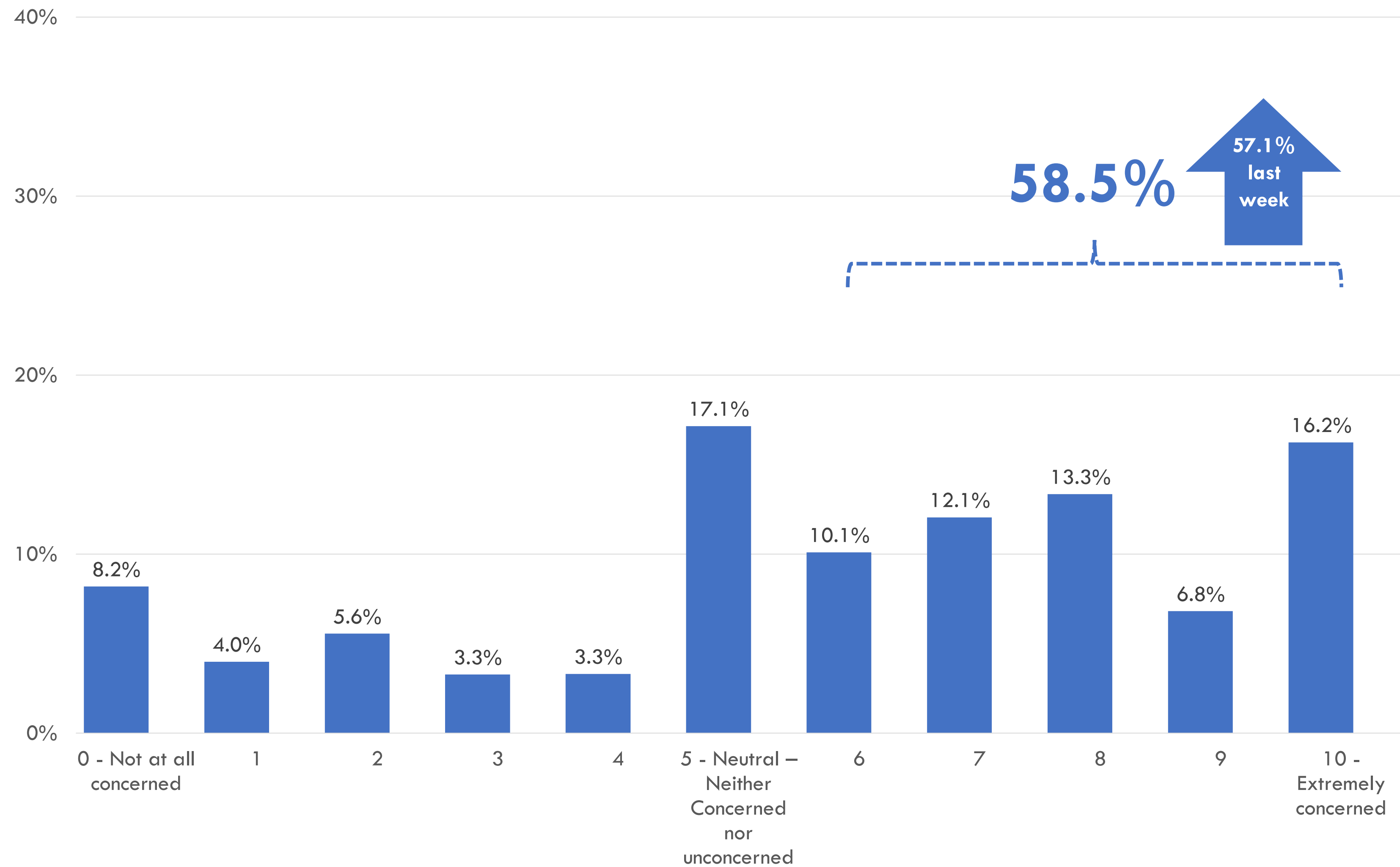
(Base: Wave 21 data. All respondents, 1,224 completed surveys. Data collected July 31-Aug 2, 2020)



Concerns About Personal Finances

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

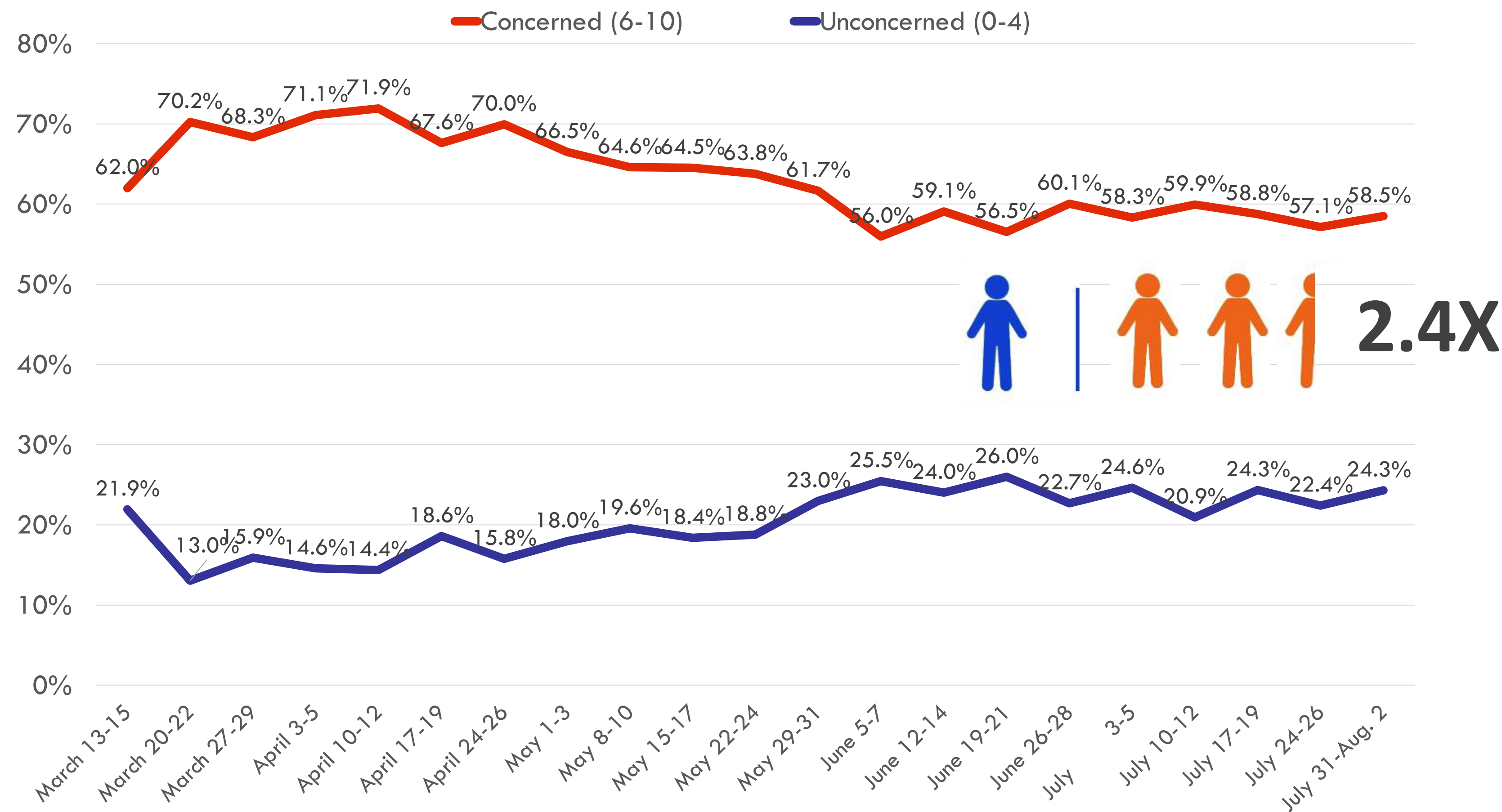
(Base: Wave 21 data. All respondents, 1,224 completed surveys. Data collected July 31-Aug 2, 2020)



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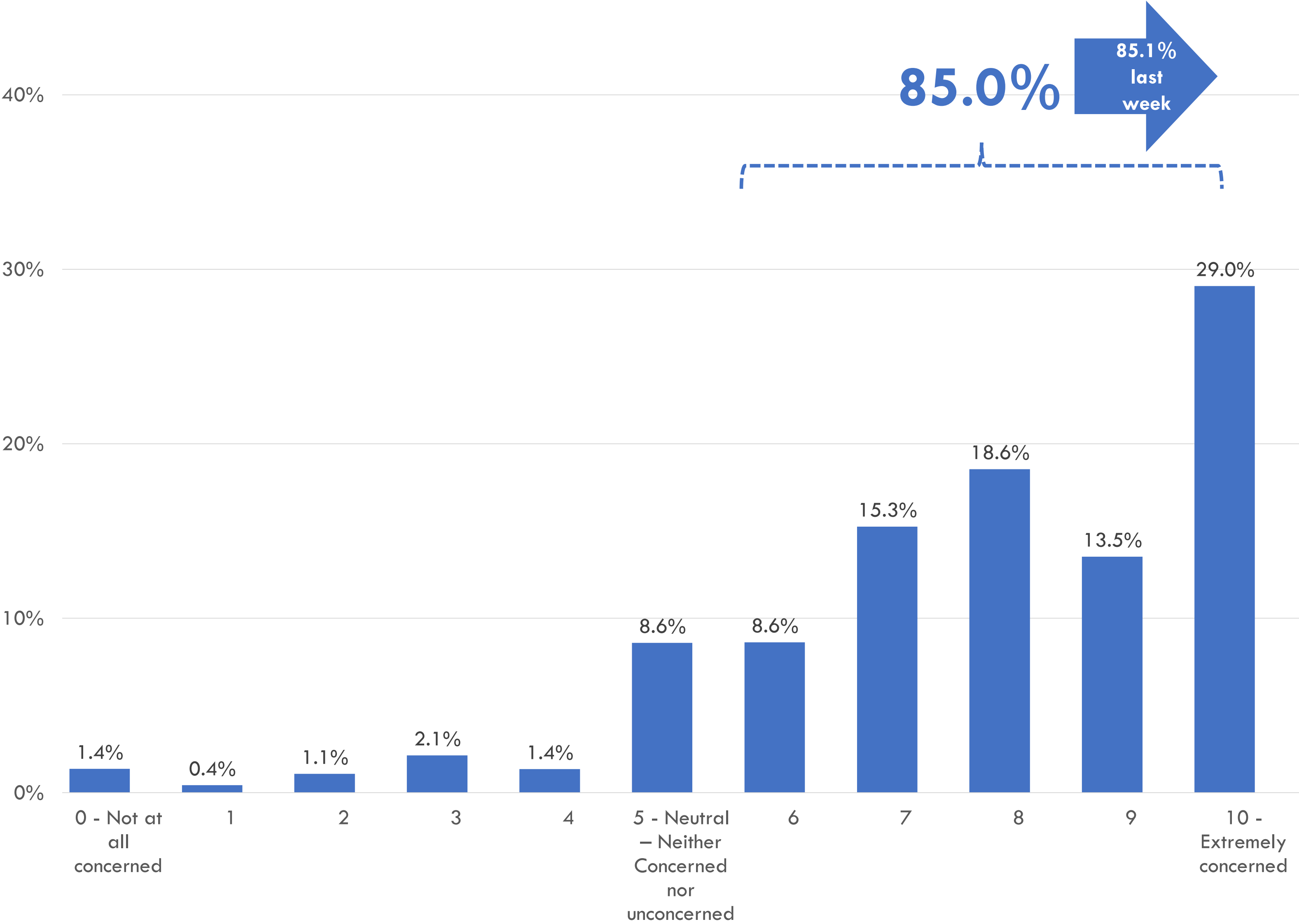
(Base: Wave 21 data. All respondents, 1,224 completed surveys. Data collected July 31-Aug 2, 2020)



Concerns About National Economy

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

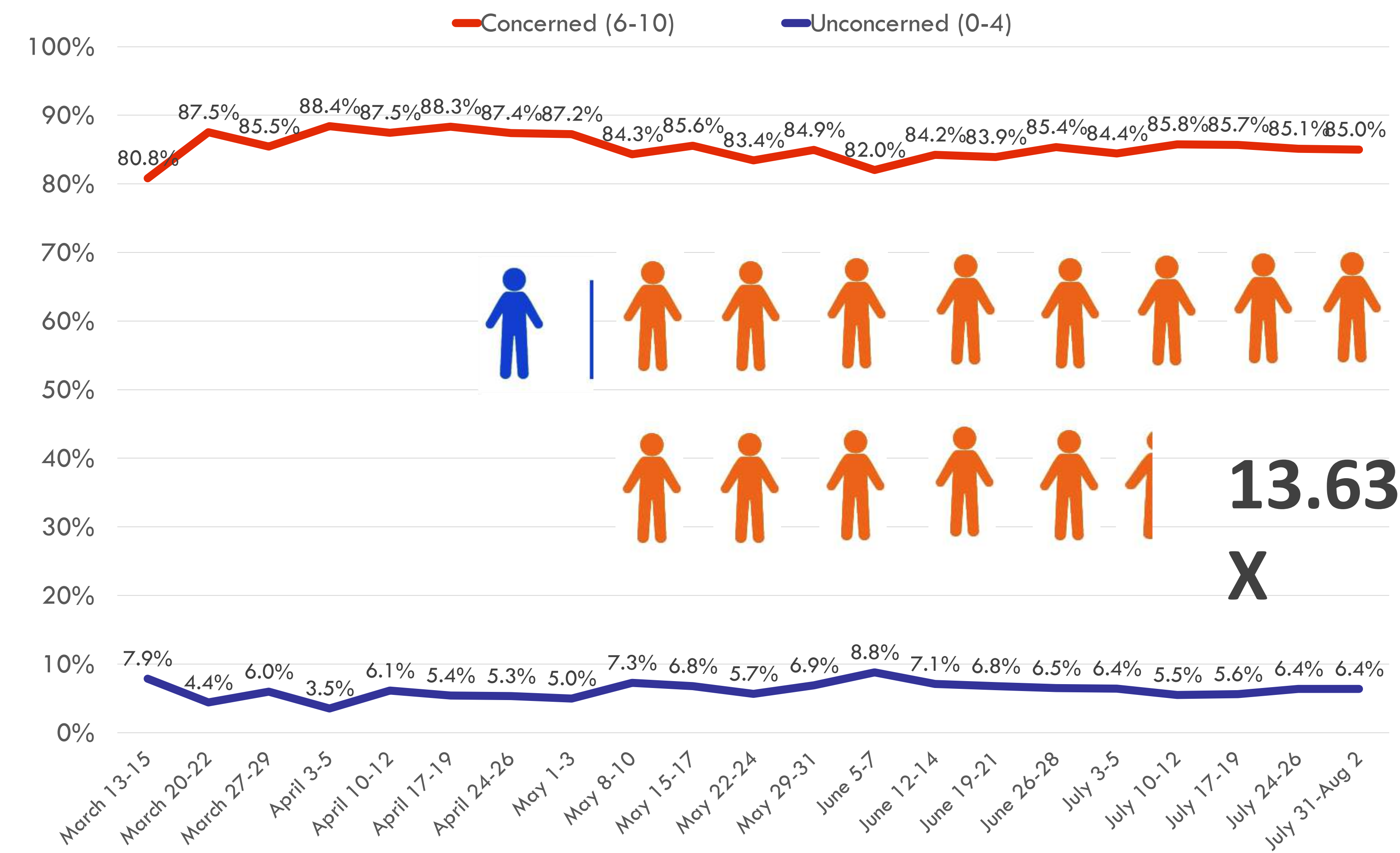
(Base: Wave 21 data. All respondents, 1,224 completed surveys. Data collected July 31-Aug 2, 2020)



Concerns About National Economy

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

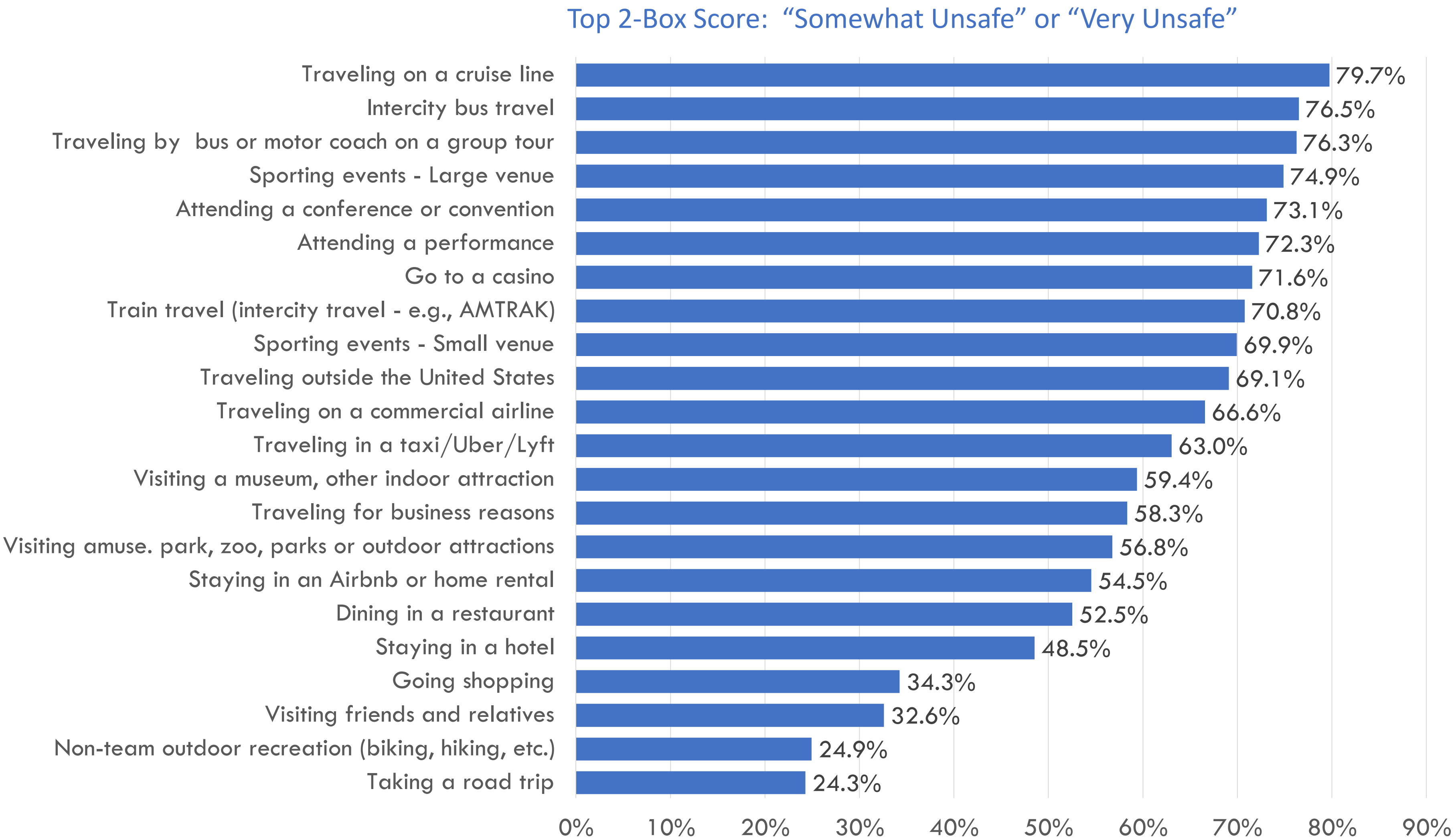
(Base: Wave 21 data. All respondents, 1,224 completed surveys. Data collected July 31-Aug 2, 2020)



Perceived Safety of Travel Activities (Wave 21)

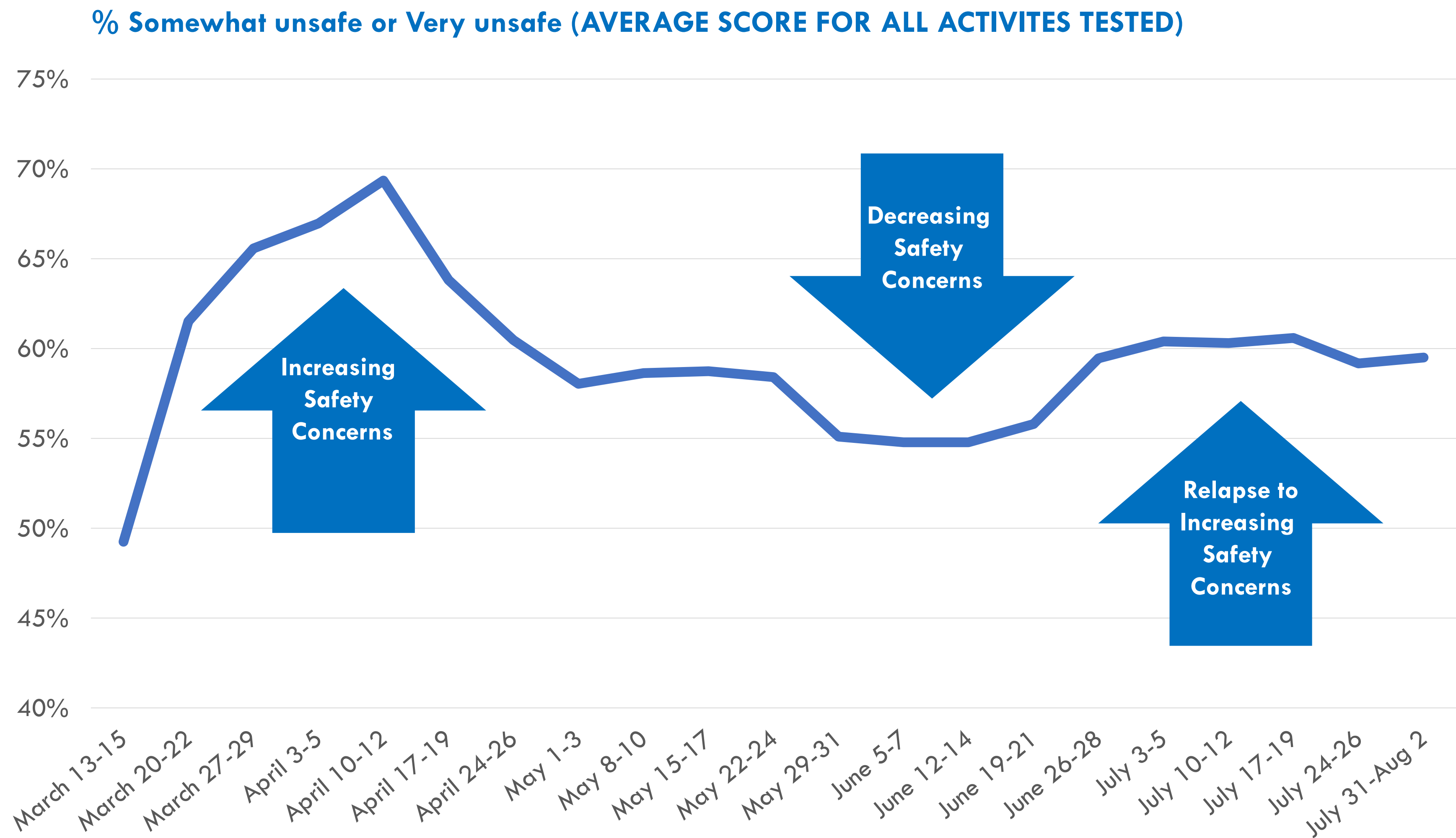
Question: At this moment, how safe would you feel doing each type of travel activity?

(Base: Wave 21 data. All respondents, 1,224 completed surveys.
Data collected July 31-Aug 2, 2020)



Perceived Safety of Travel Activities (Waves 1-21 Comparison)

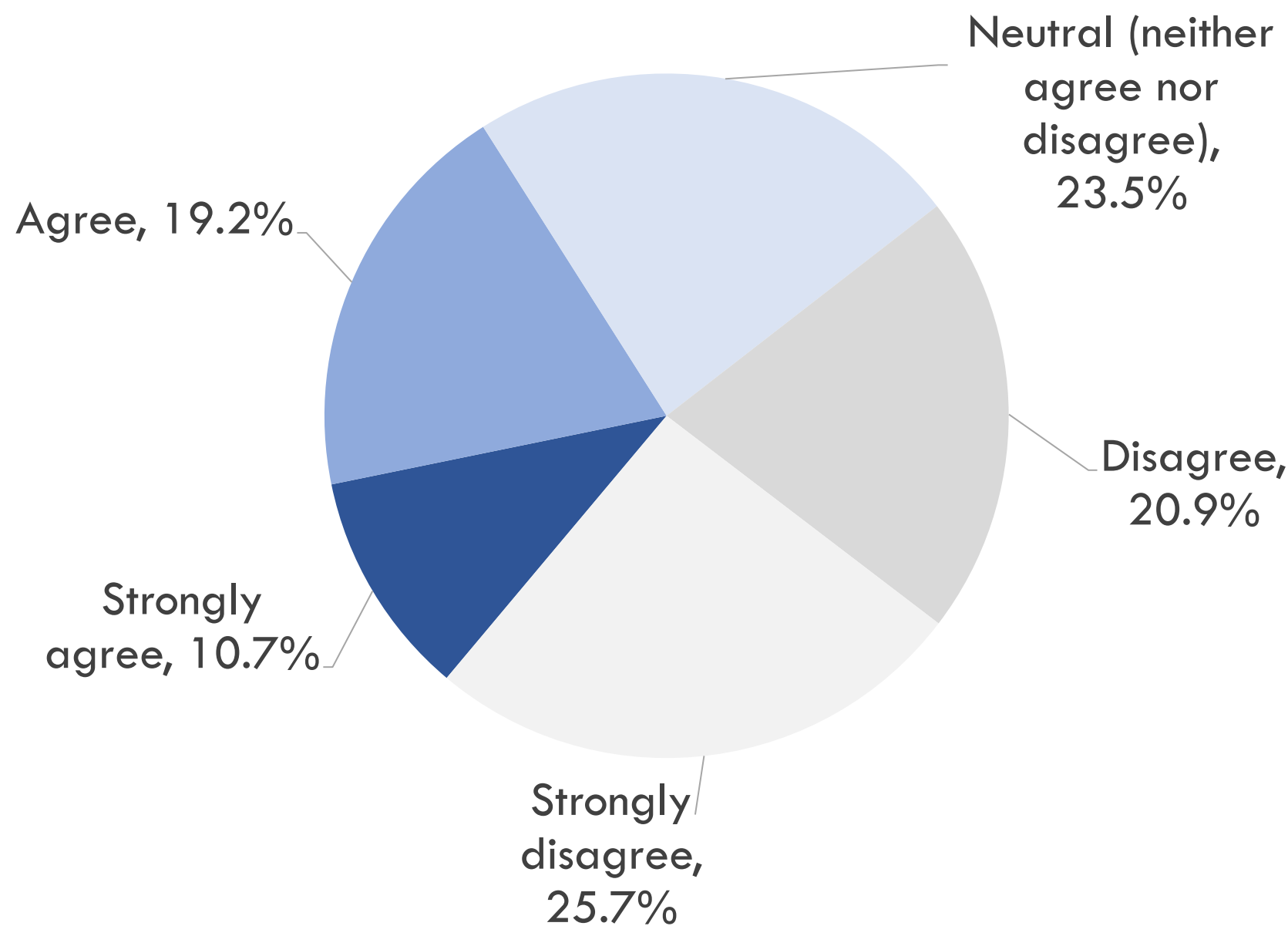
Question: At this moment, how safe would you feel doing each type of travel activity?



Expectations for Traveling in the Fall

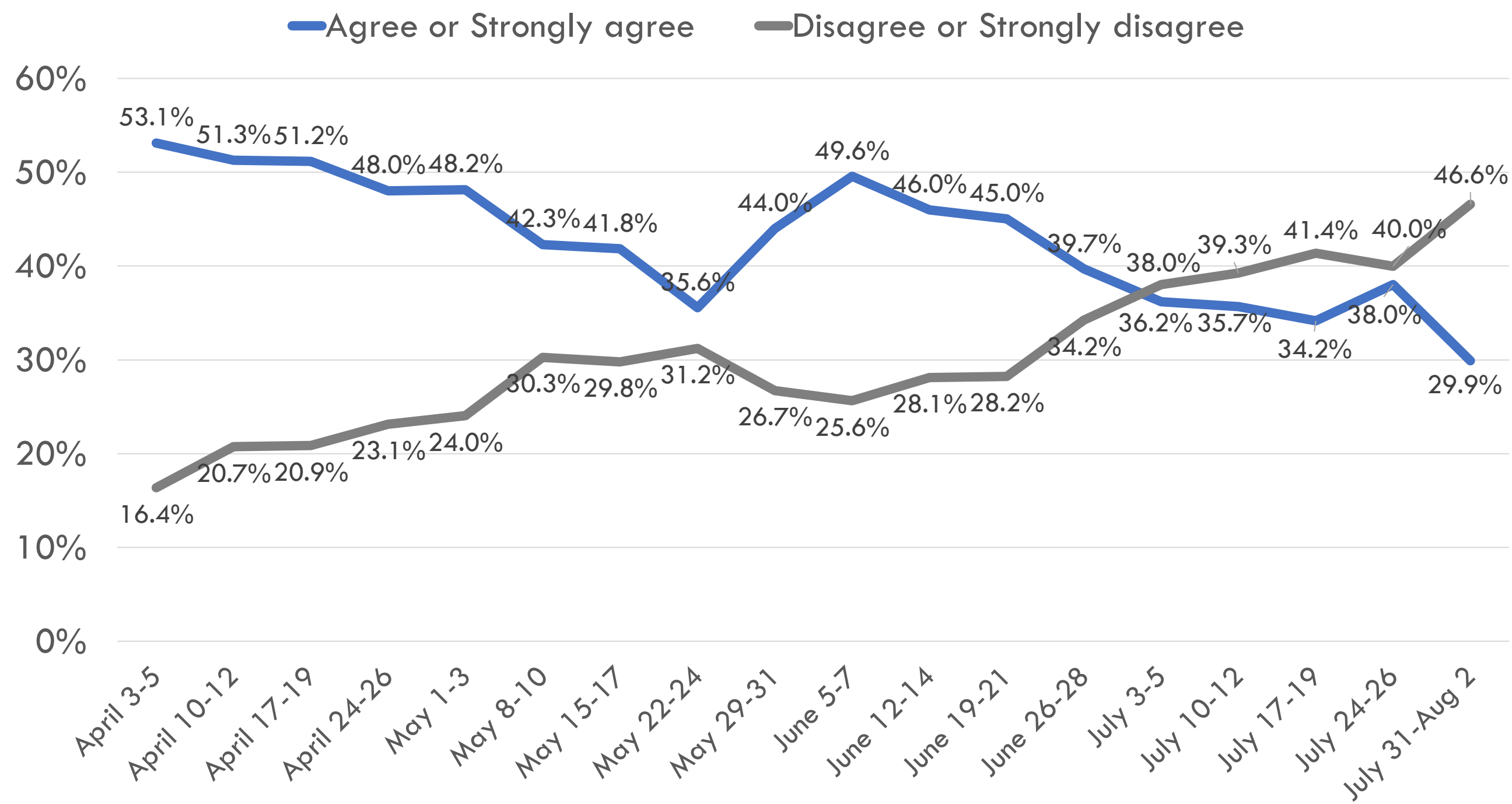
How much do you agree with the following statement?

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



(Base: All respondents, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206 and 1,224 completed surveys. Data collected 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 and 31-August 2, 2020)

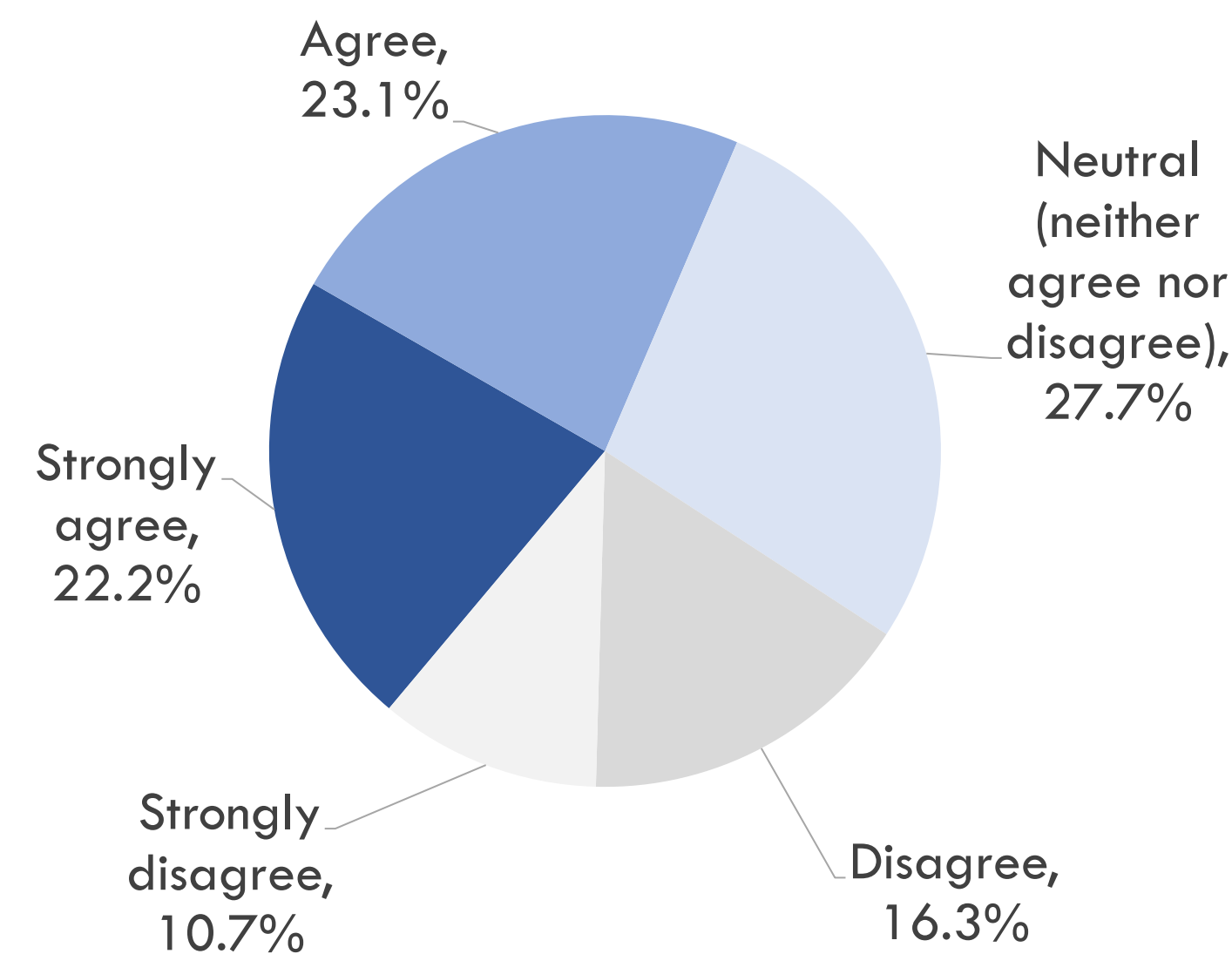
Historical data



Won't Travel Without Vaccine

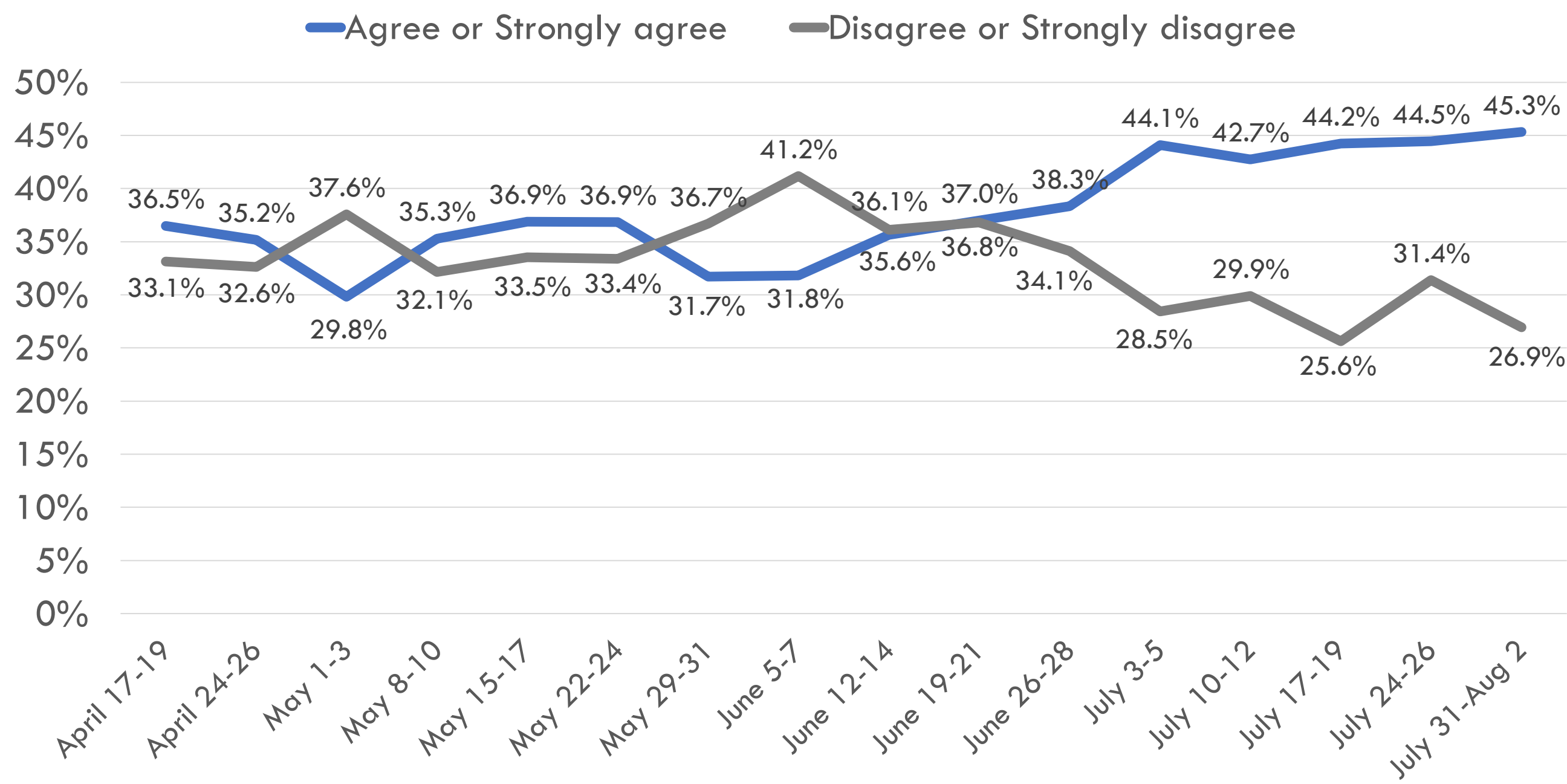
How much do you agree with the following statement?

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



(Base: 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 and 1,224 completed surveys. Data collected April 17-19 ,24-26, May 1-3, 8-10, 15-17, 22-24, 29-31, June 5-7, 12-14, 19-21, 26-28 , July 3-5, 10-12, 17-19, 24-26 and 31-August 2, 2020)

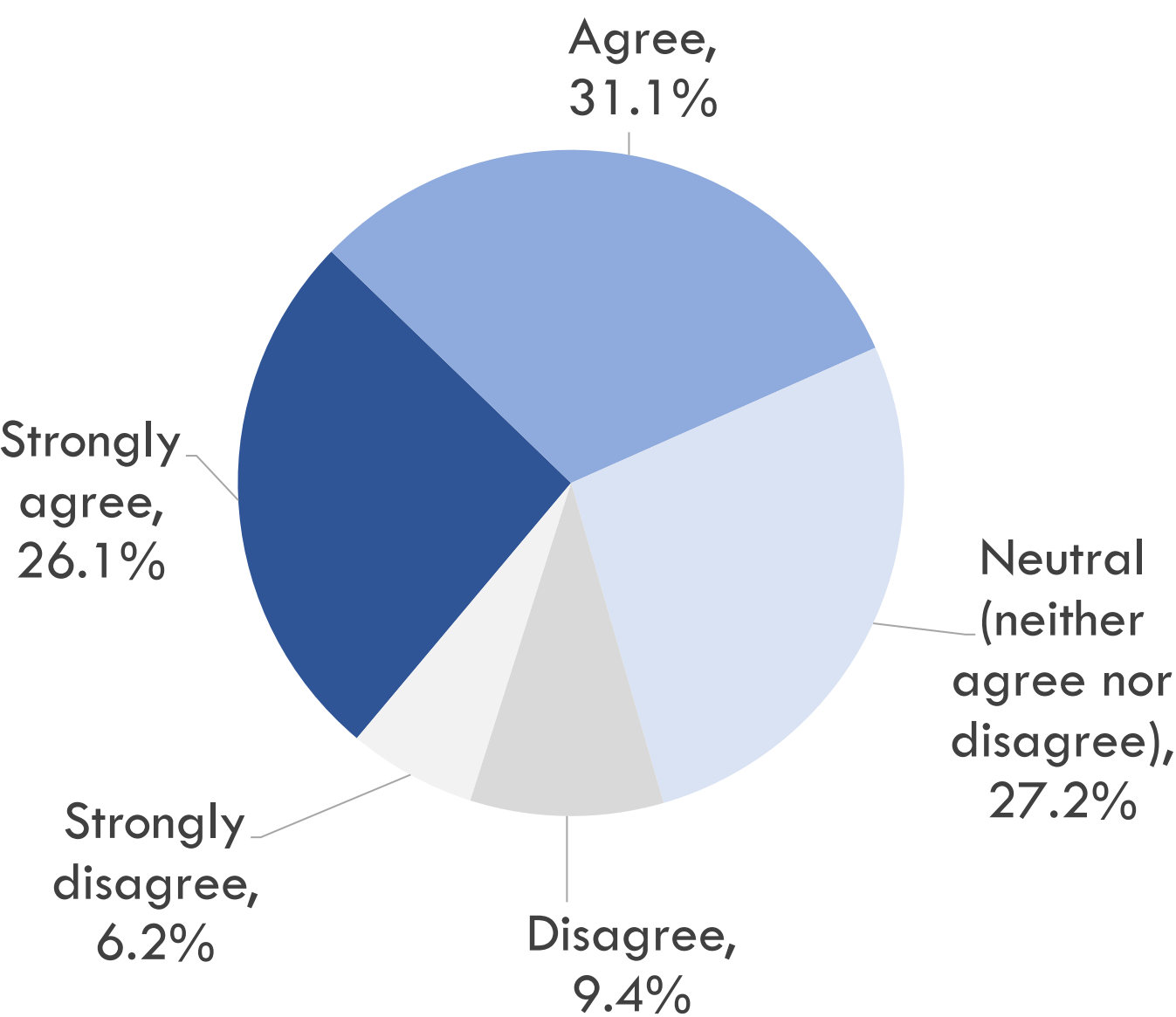
Historical data



Staycations as a Replacement for Vacations

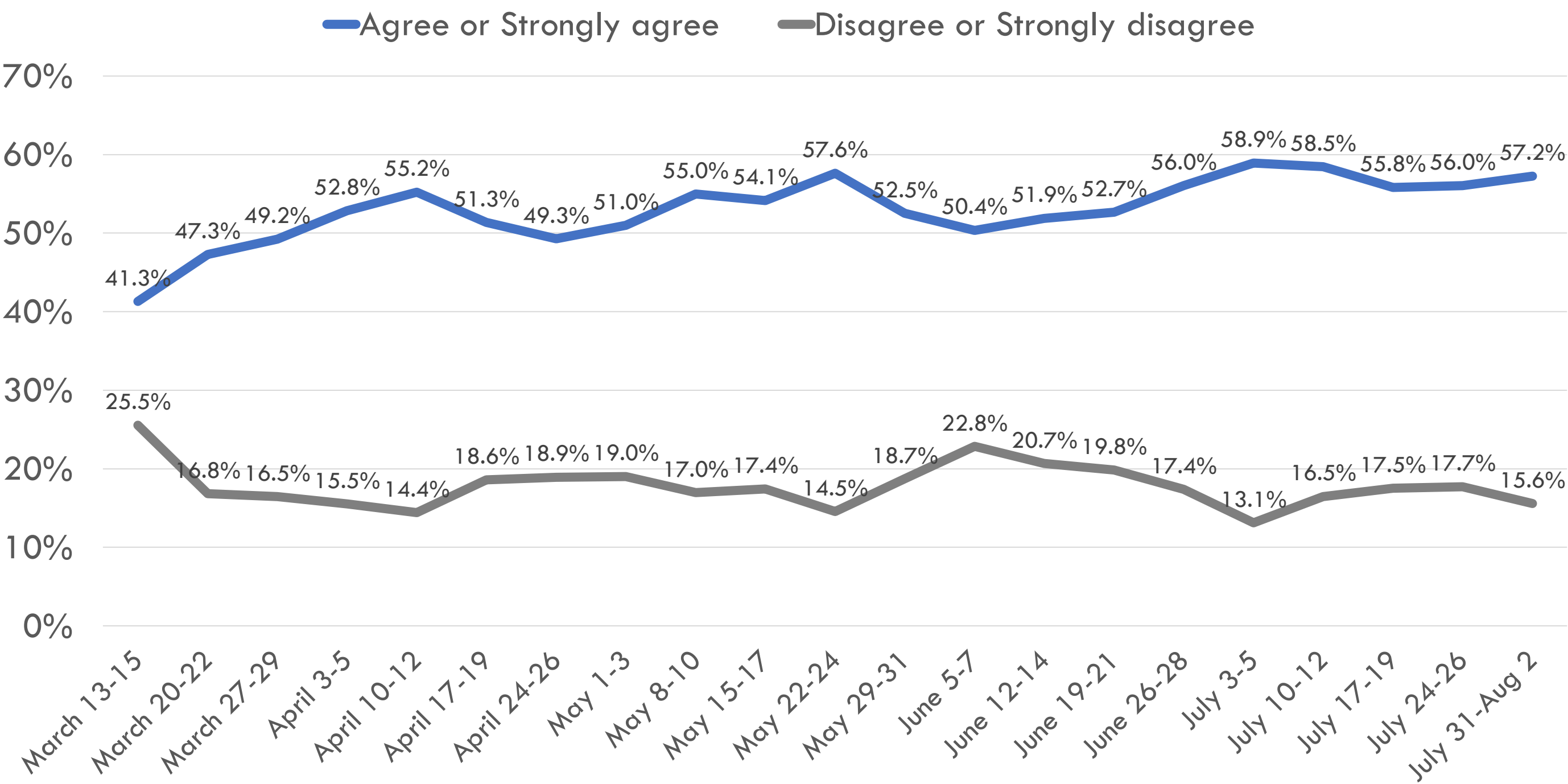
How much do you agree with the following statement?

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, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206 and 1,224 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 and 31-August 2, 2020)

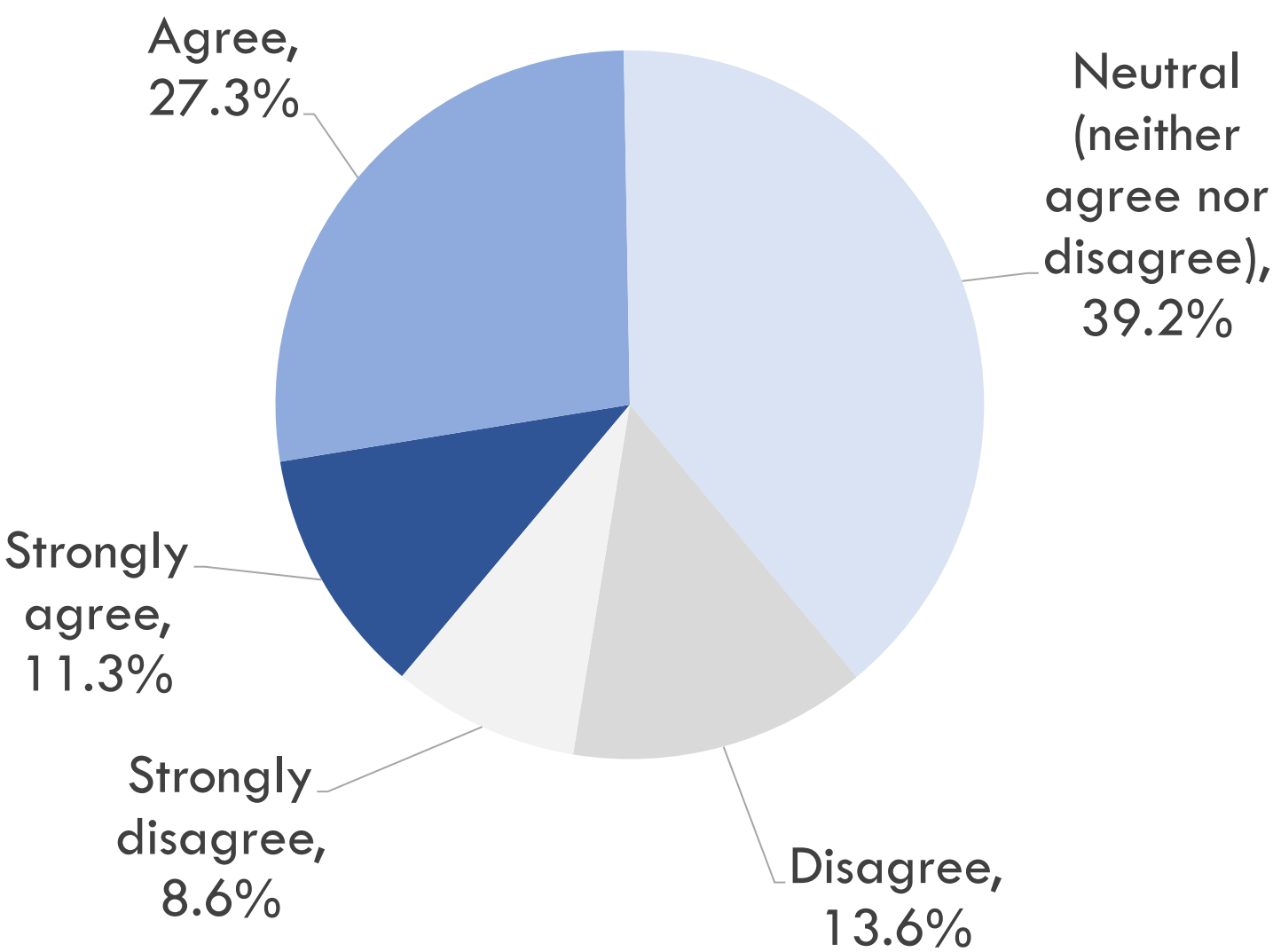
Historical data



Replacing Air Travel With Road Trips

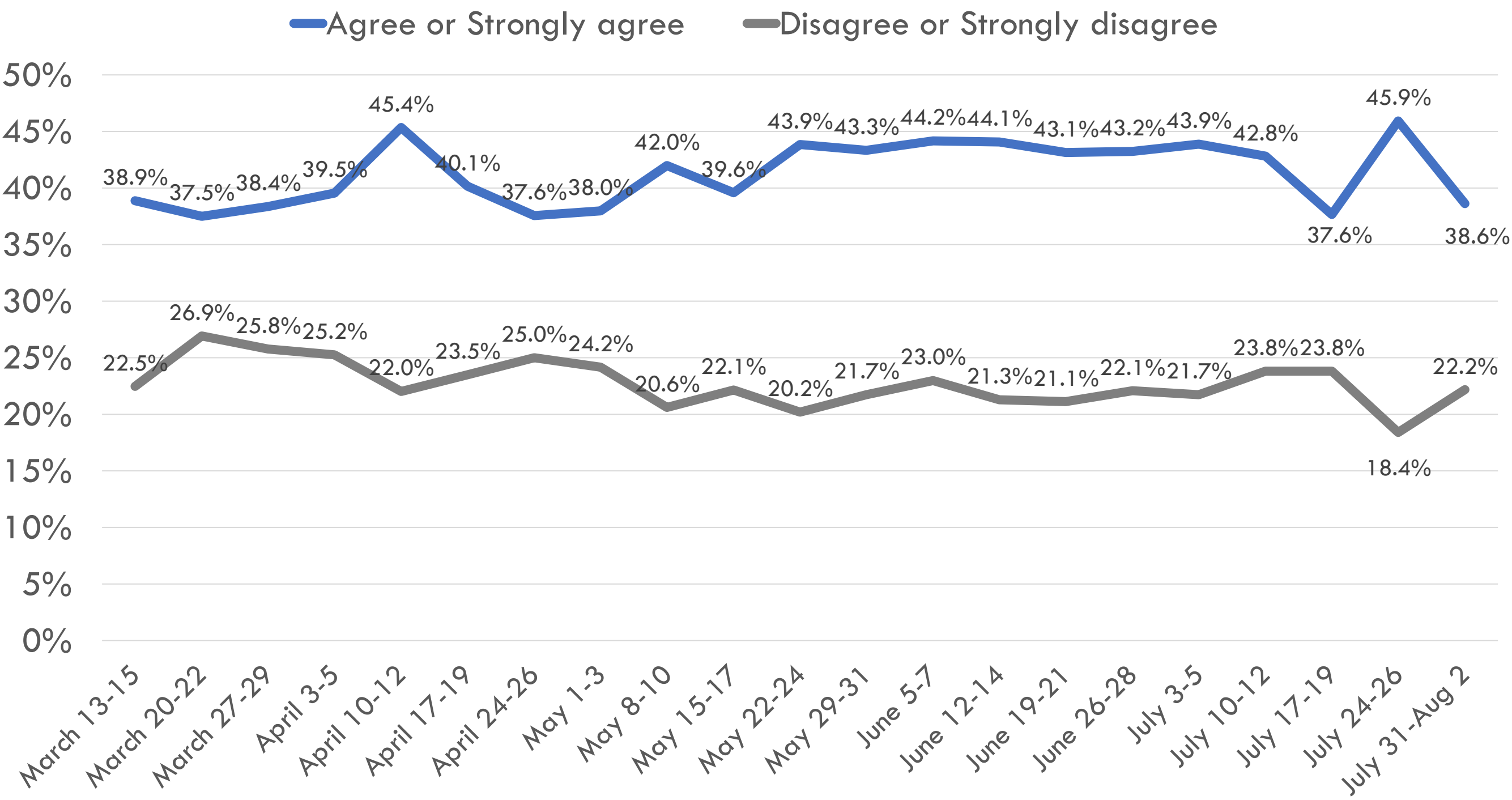
How much do you agree with the following statement?

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, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206 and 1,224 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 and 31-August 2, 2020)

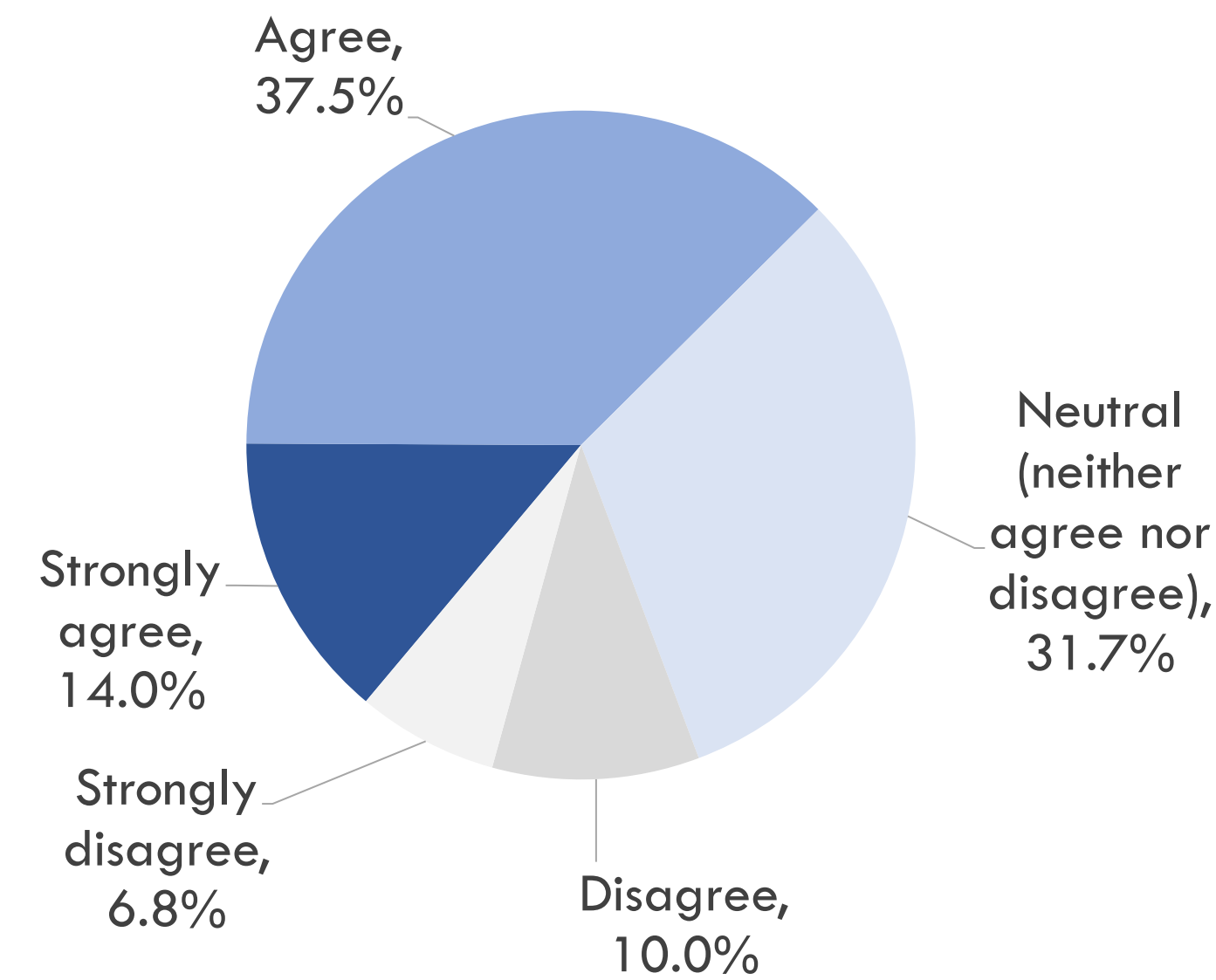
Historical data



Replacing Long-Haul Travel with Regional Trips

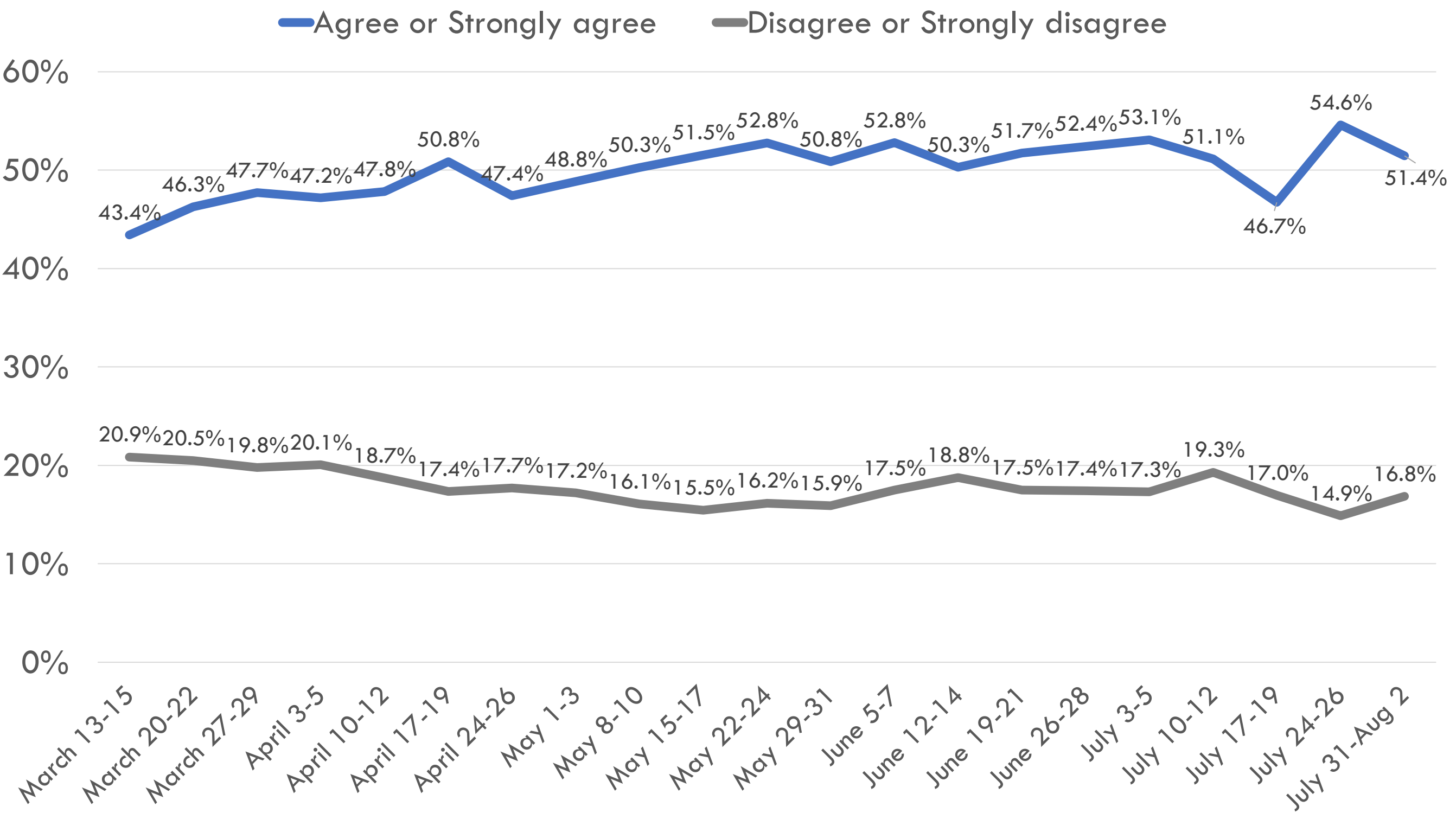
How much do you agree with the following statement?

Statement: Because of the coronavirus, I'll probably be taking more regional trips (near my home) and avoid long-haul travel (further from home).



(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206 and 1,224 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 and 31-August 2, 2020)

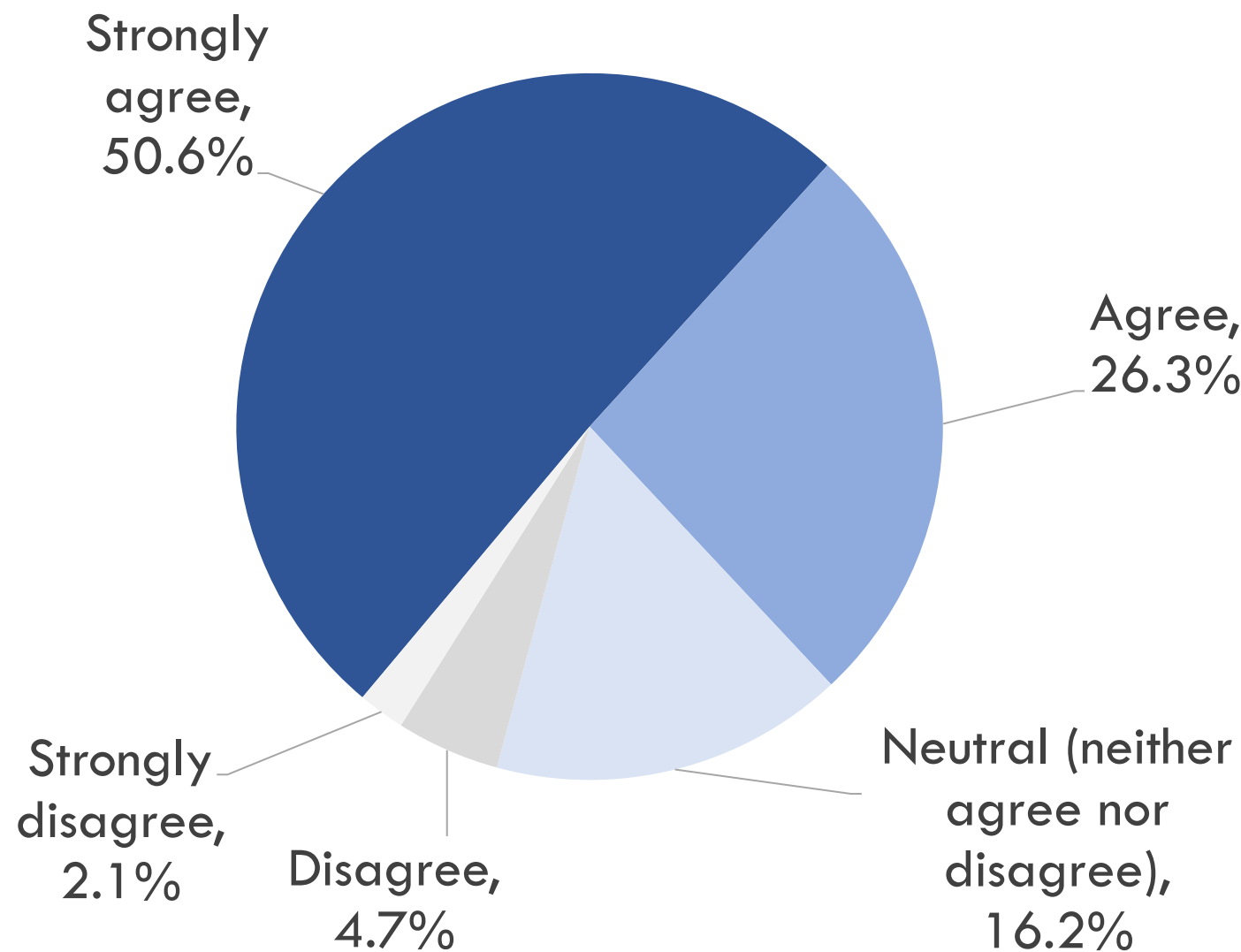
Historical data



Avoiding Conventions & Conferences

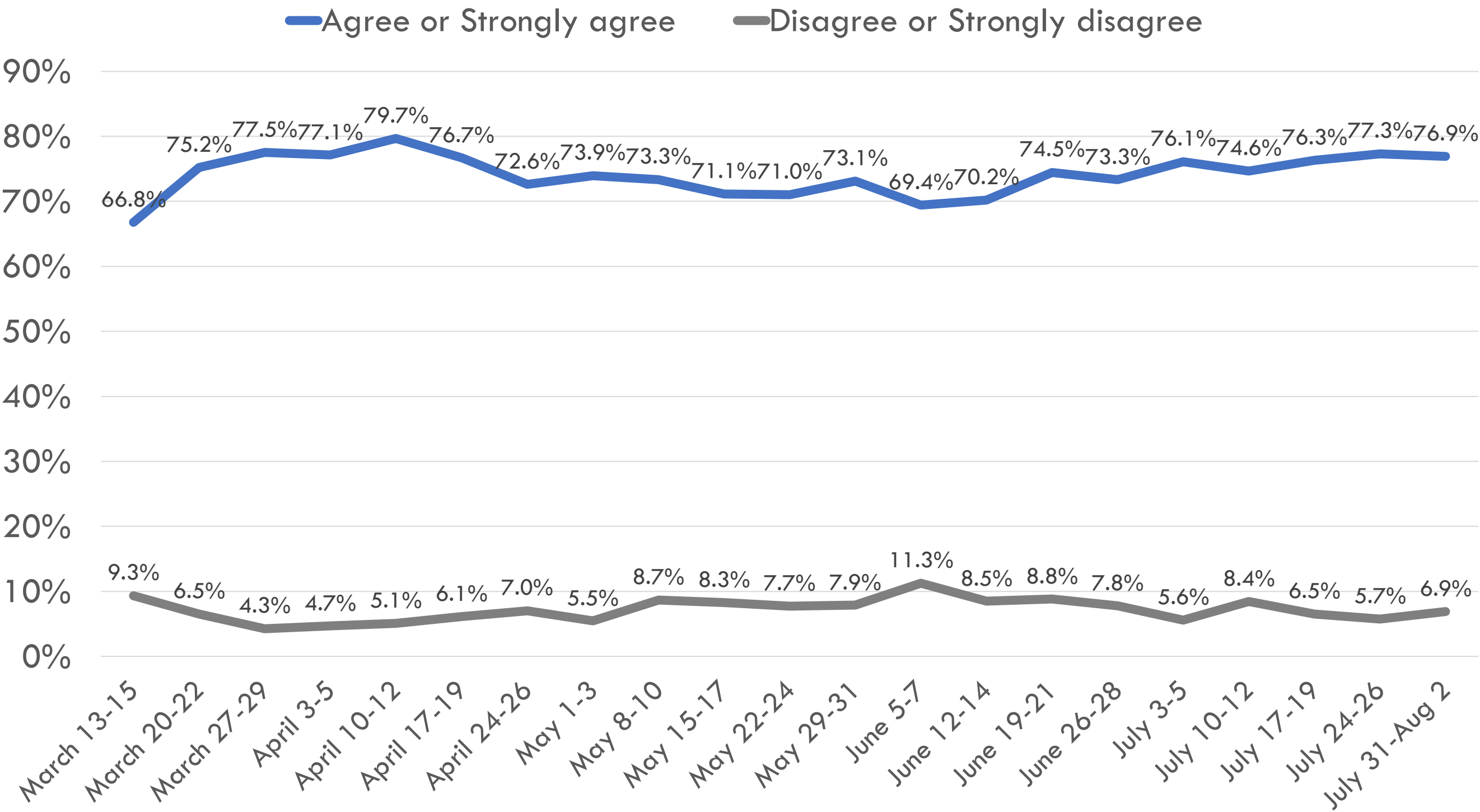
How much do you agree with the following statement?

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



(Base: 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 and 1,224 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 and 31-August 2, 2020)

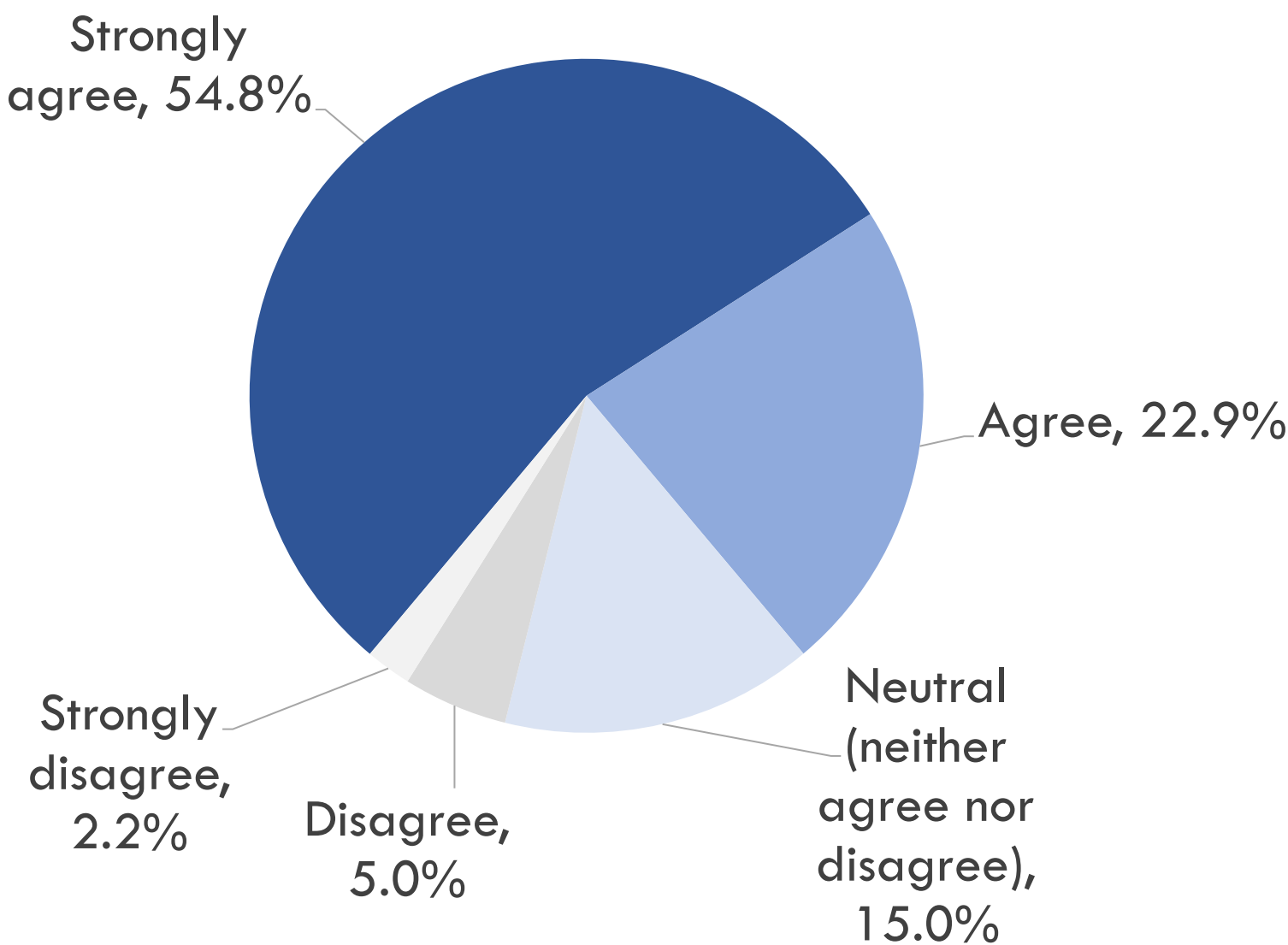
Historical data



Avoiding International Travel

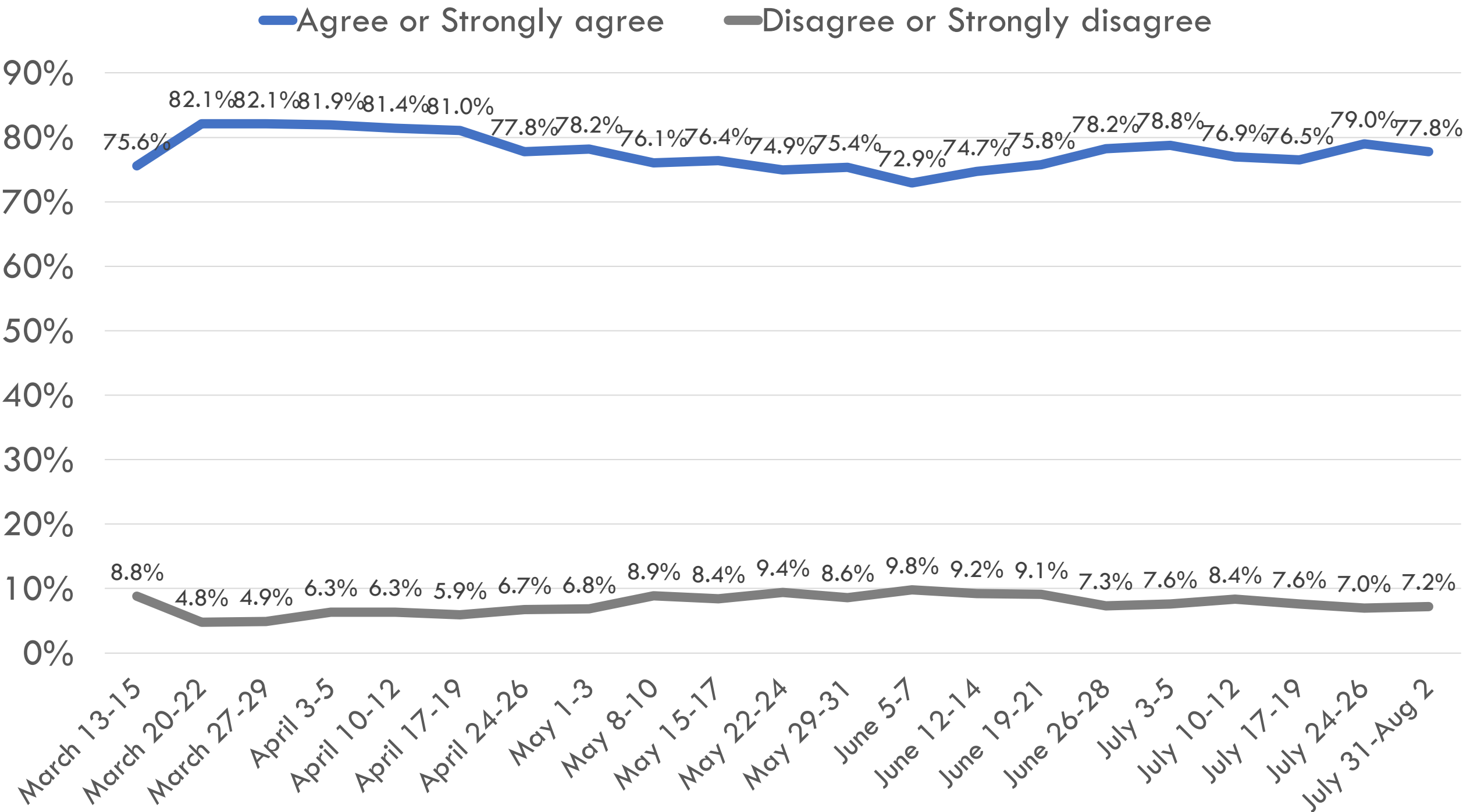
How much do you agree with the following statement?

Statement: I will be unlikely to travel outside the United States until the coronavirus situation is resolved.



(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206 and 1,224 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 and 31-August 2, 2020)

Historical data

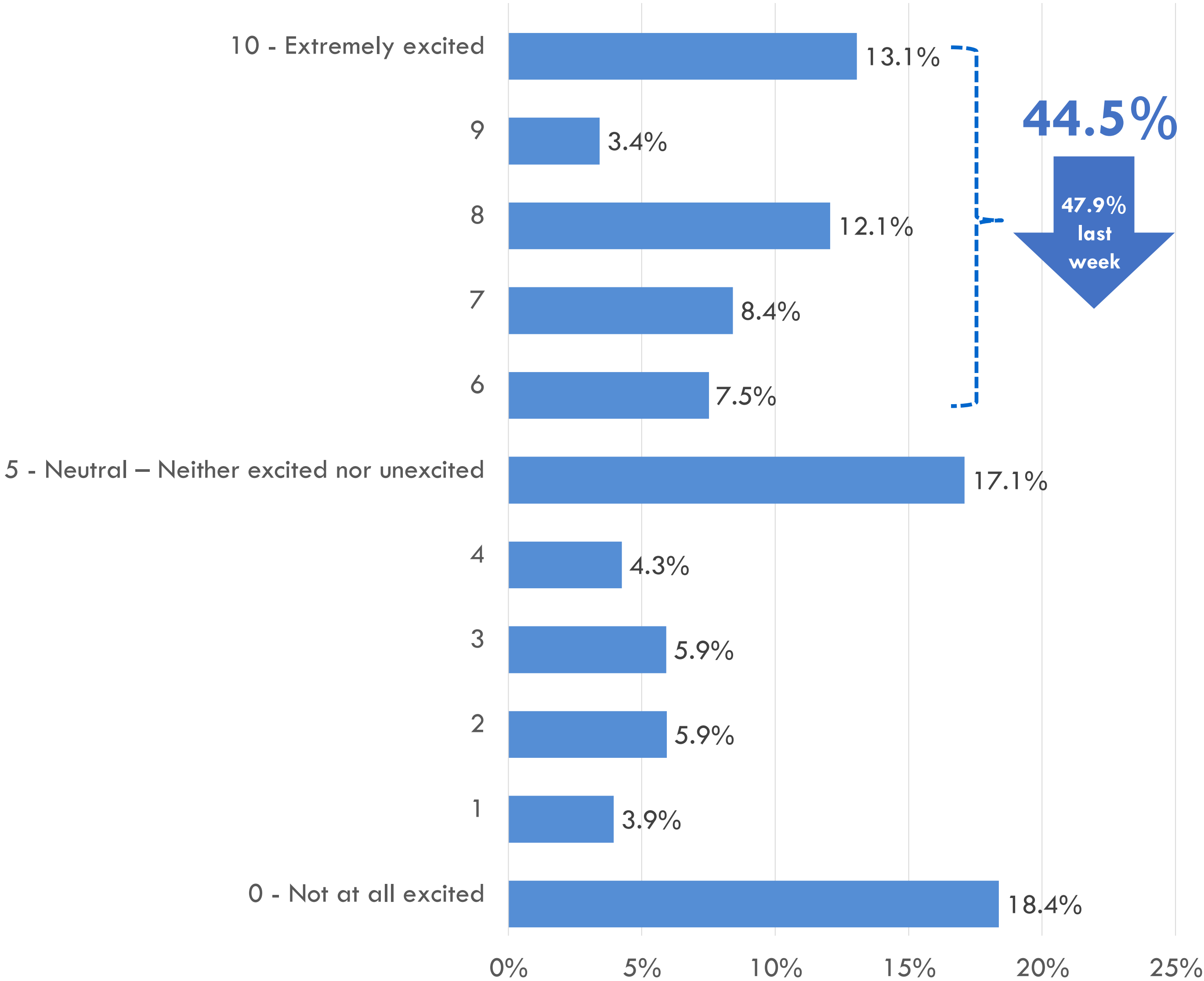


Excitement to Travel Now

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)

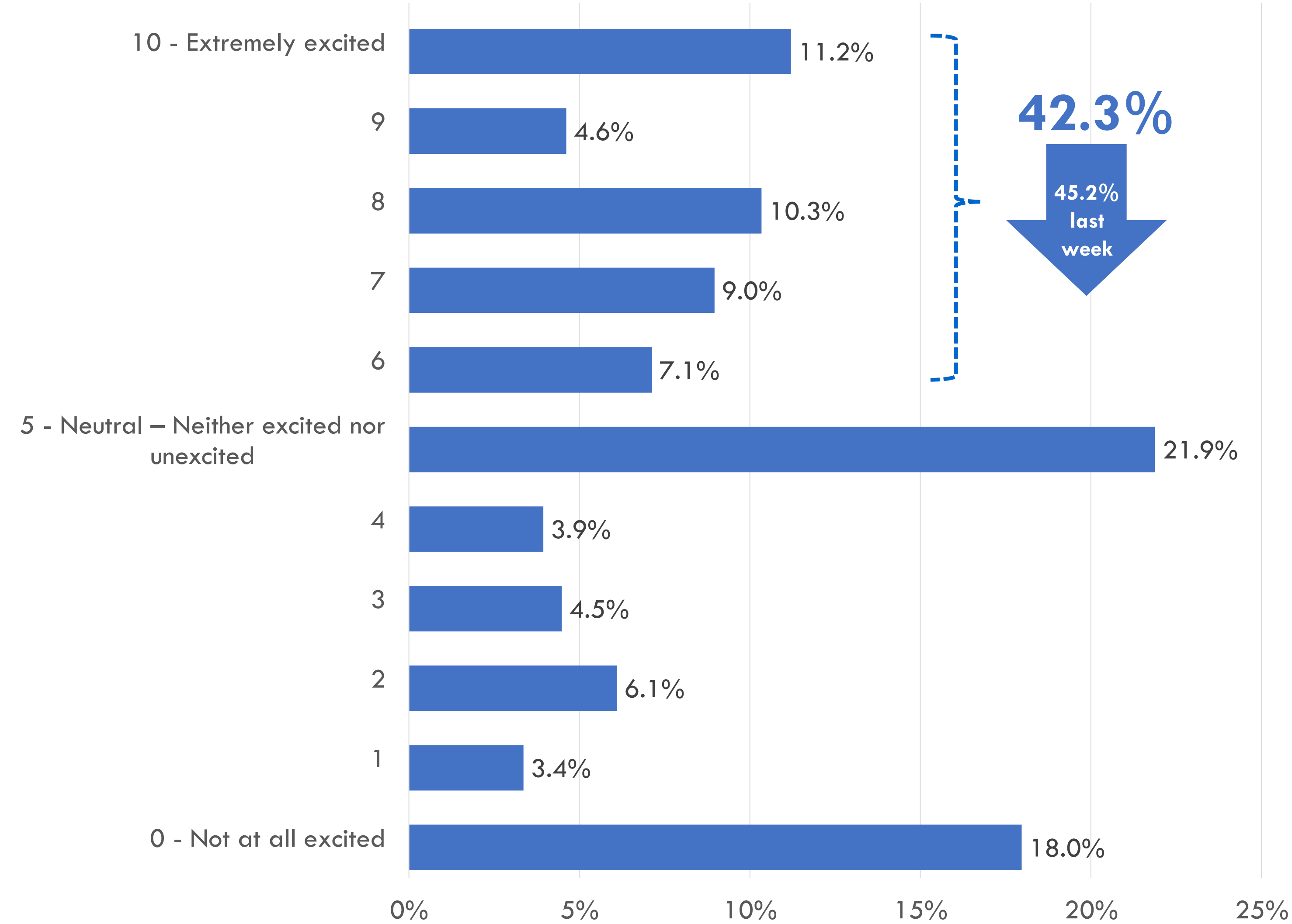
(Base: Wave 21 data. All respondents, 1,224 completed surveys. Data collected July 31-Aug 2 , 2020)



Openness to Travel Information

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

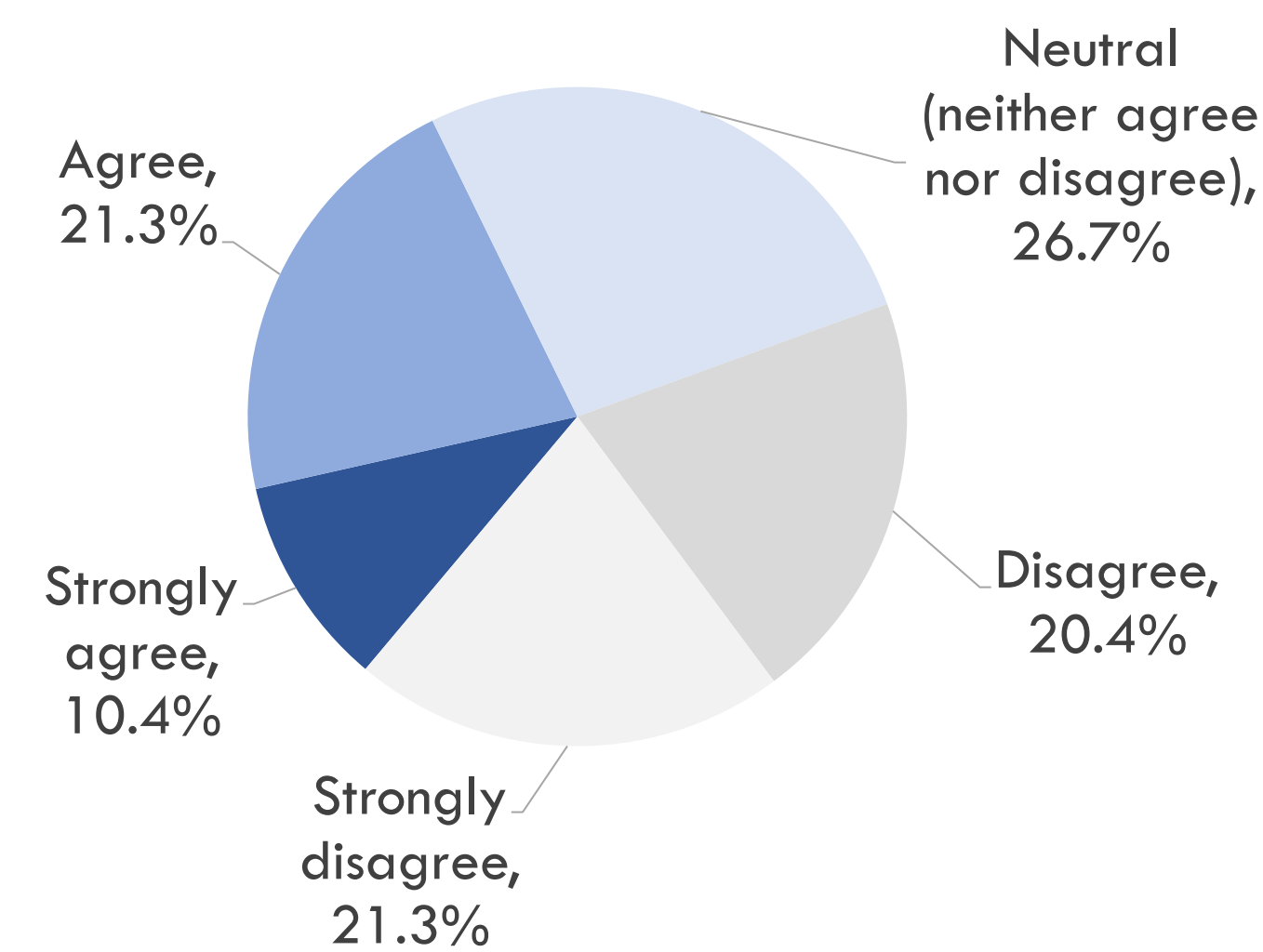
(Base: Wave 21 data. All respondents, 1,224 completed surveys. Data collected July 31-Aug 2 , 2020)



Discounts and Price Cuts

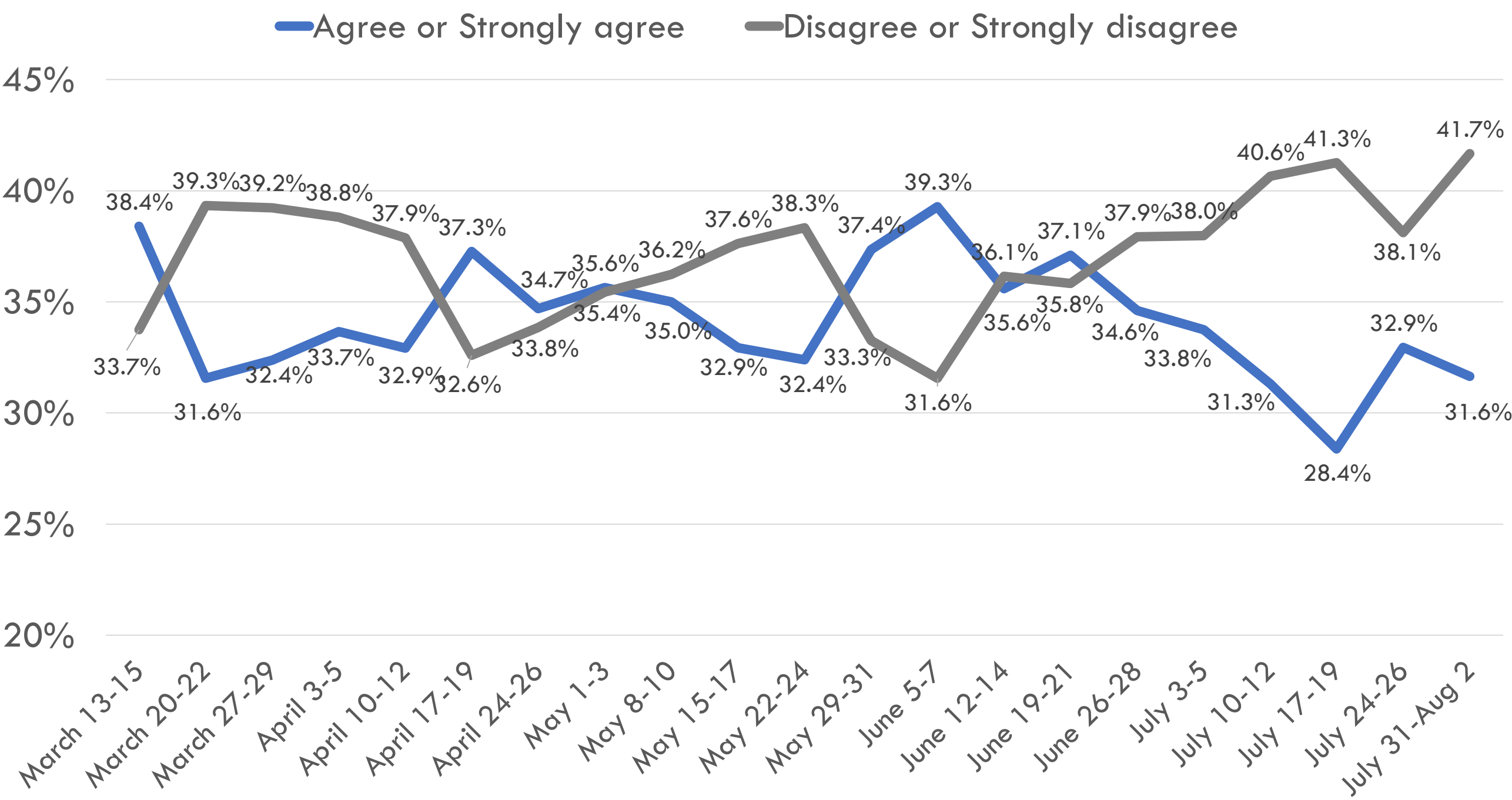
How much do you agree with the following statement?

Statement: The coronavirus has led many travel providers to cut their prices. These discounts and price cuts (airline, hotel, etc.) make me more interested in traveling in the NEXT THREE (3) MONTHS.



(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206 and 1,224 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 and 31-August 2, 2020)

Historical data





KEY TAKEAWAYS

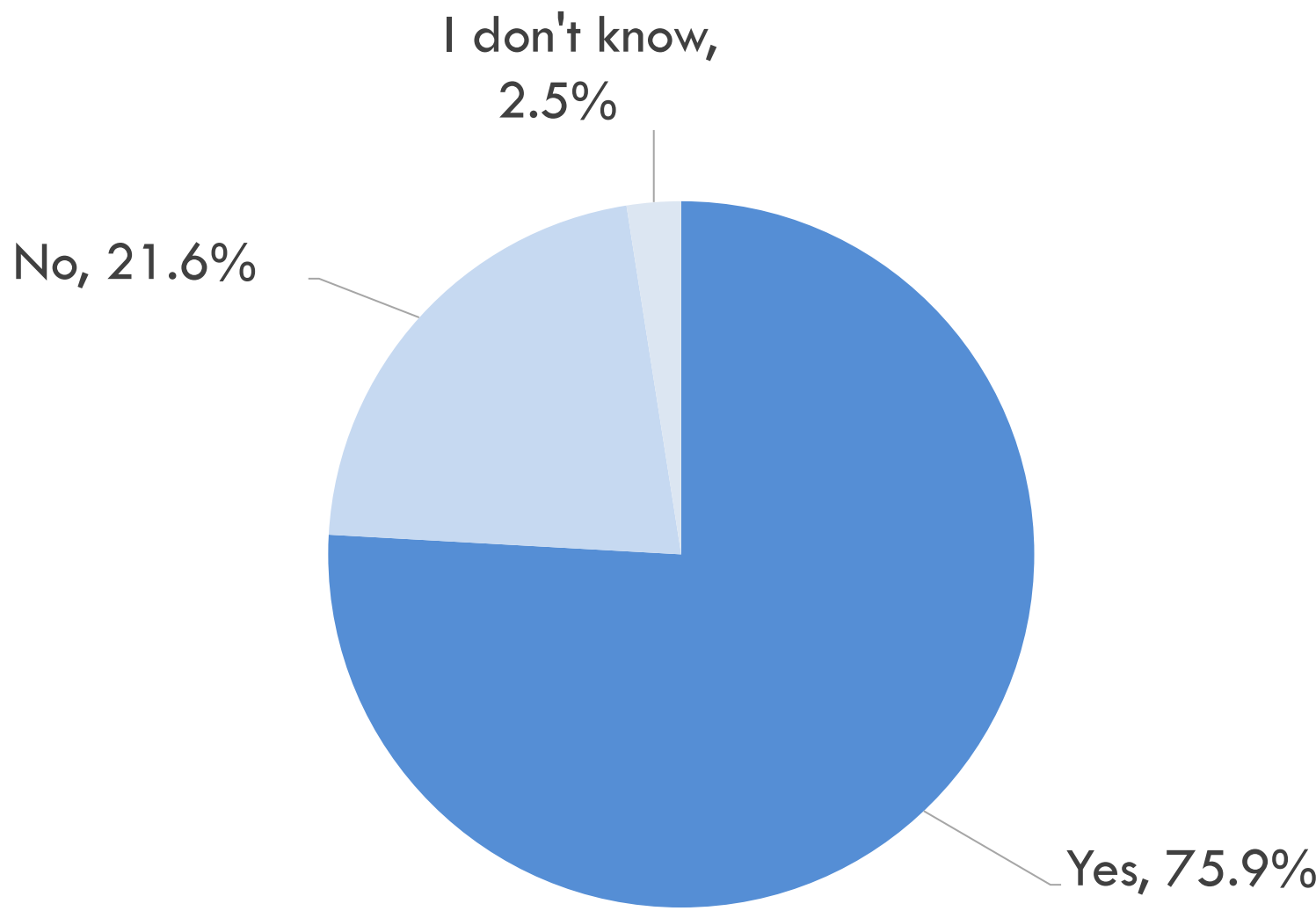
- **American travelers look to feel the end of the pandemic is not yet in sight and their health and financial safety concerns remain high**
- **Many of their feelings around travel—not taking international trips, taking staycations, etc—remain largely as they were in the beginning months**
- **The need for a vaccine as a travel stimulate grows more likely**

A woman wearing a red and white striped shirt and a large yellow sun hat is sitting on a white sofa. She has her hands covering her face, suggesting a sense of despair or frustration. To her left is a blue rolling suitcase with a vibrant rainbow towel draped over it. To her right is a tall, grey cylindrical pot containing a green plant. The background is a simple, light-colored wall. The overall mood is one of disappointment or resignation.

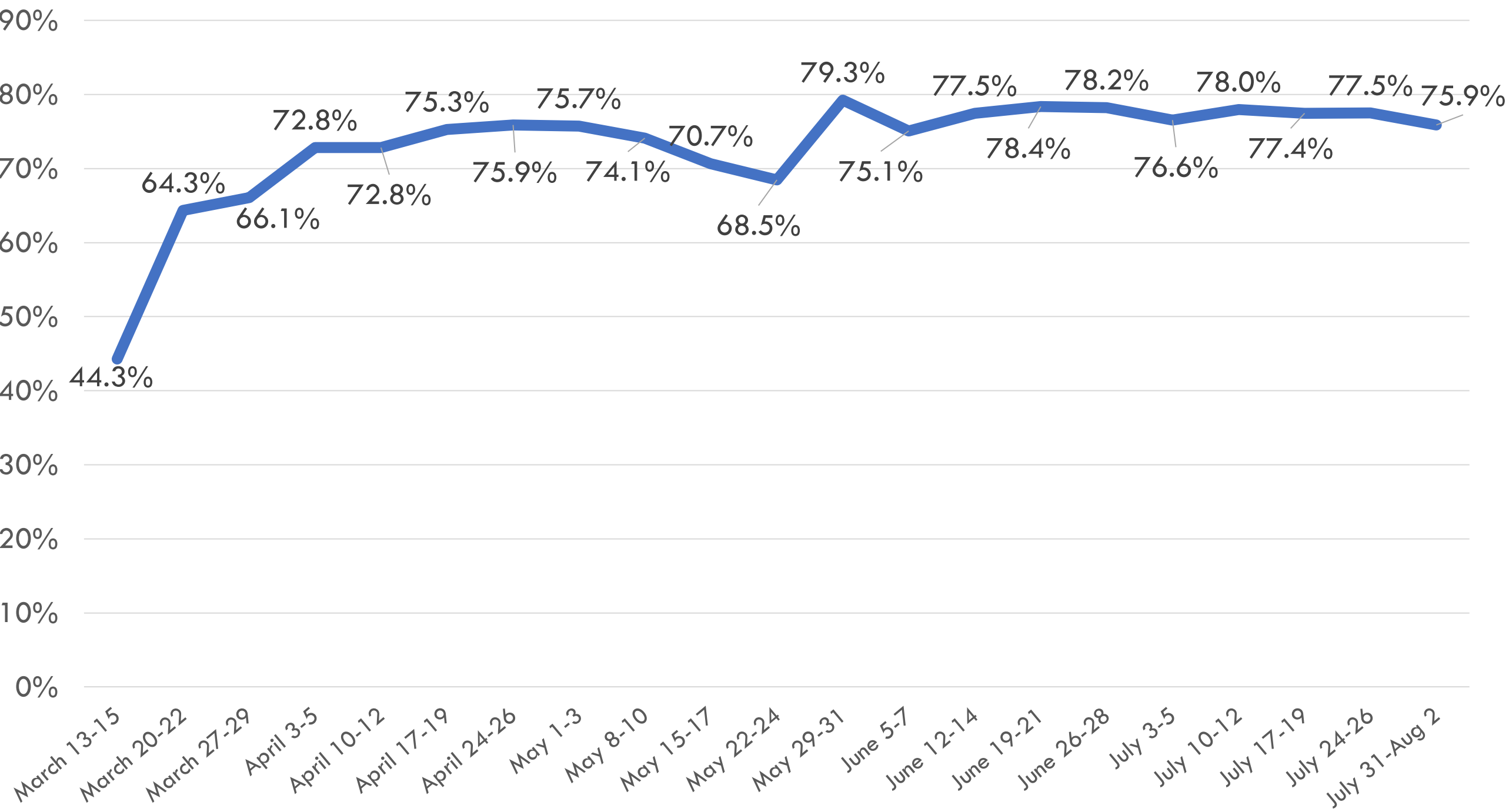
The Pandemic's Continued Impact on Travel Plans

Impact of the Coronavirus on Travel

Question: Has the current coronavirus situation affected your travel in any way? (Please consider all your travel--leisure, business, group meeting, etc.)



Historical data



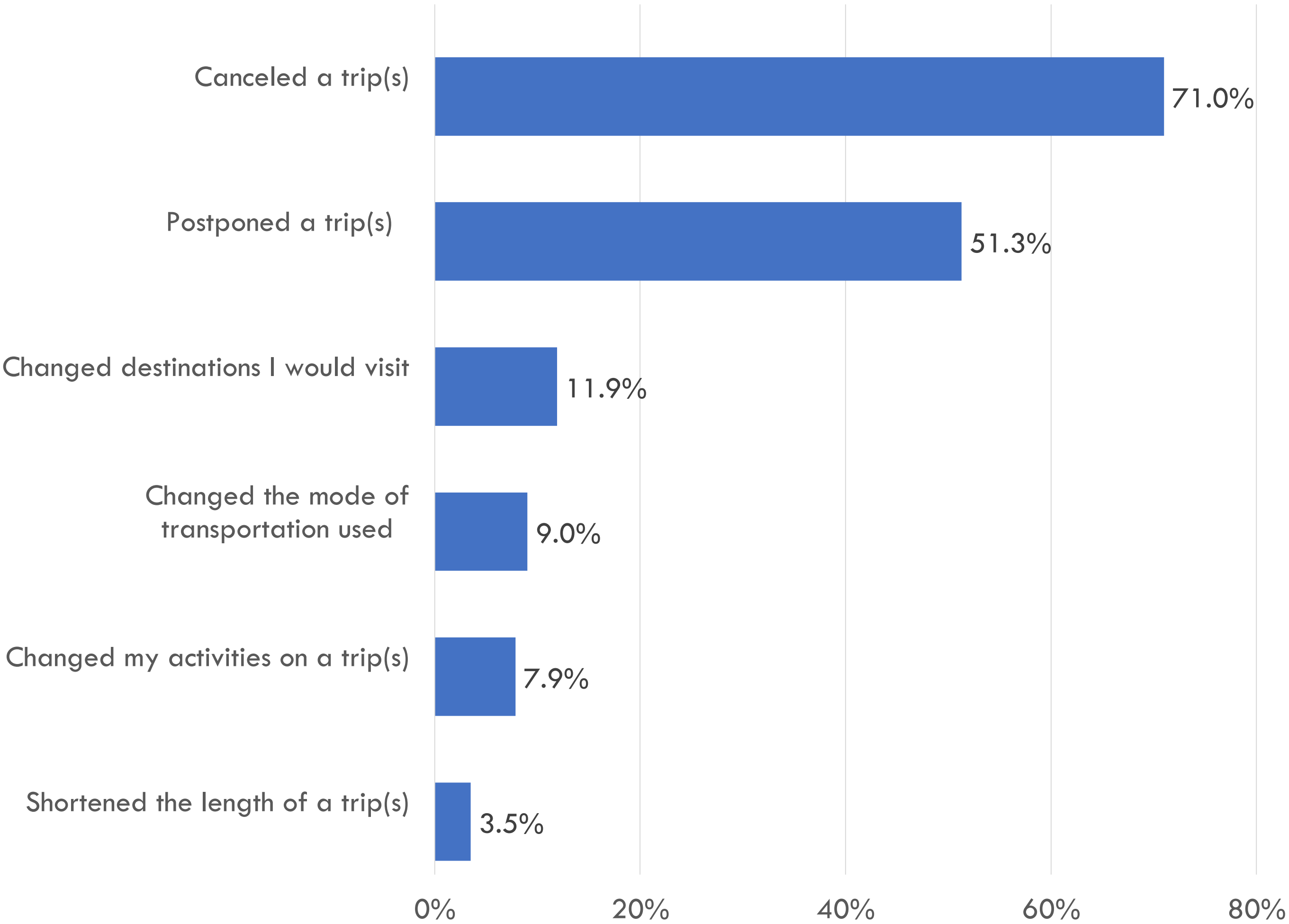
Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200 , 1,206 and 1224 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24, 29-31, June 5-7, 12-14, 19-21, 26-28, July 3-5, 10-12, 17-19, 24-26, and July 31-Aug 2, 2020)

How the Coronavirus has Impacted Travel

Question: How has the coronavirus situation affected your travel? (Select all that apply)

Due to the coronavirus situation, I have_____.

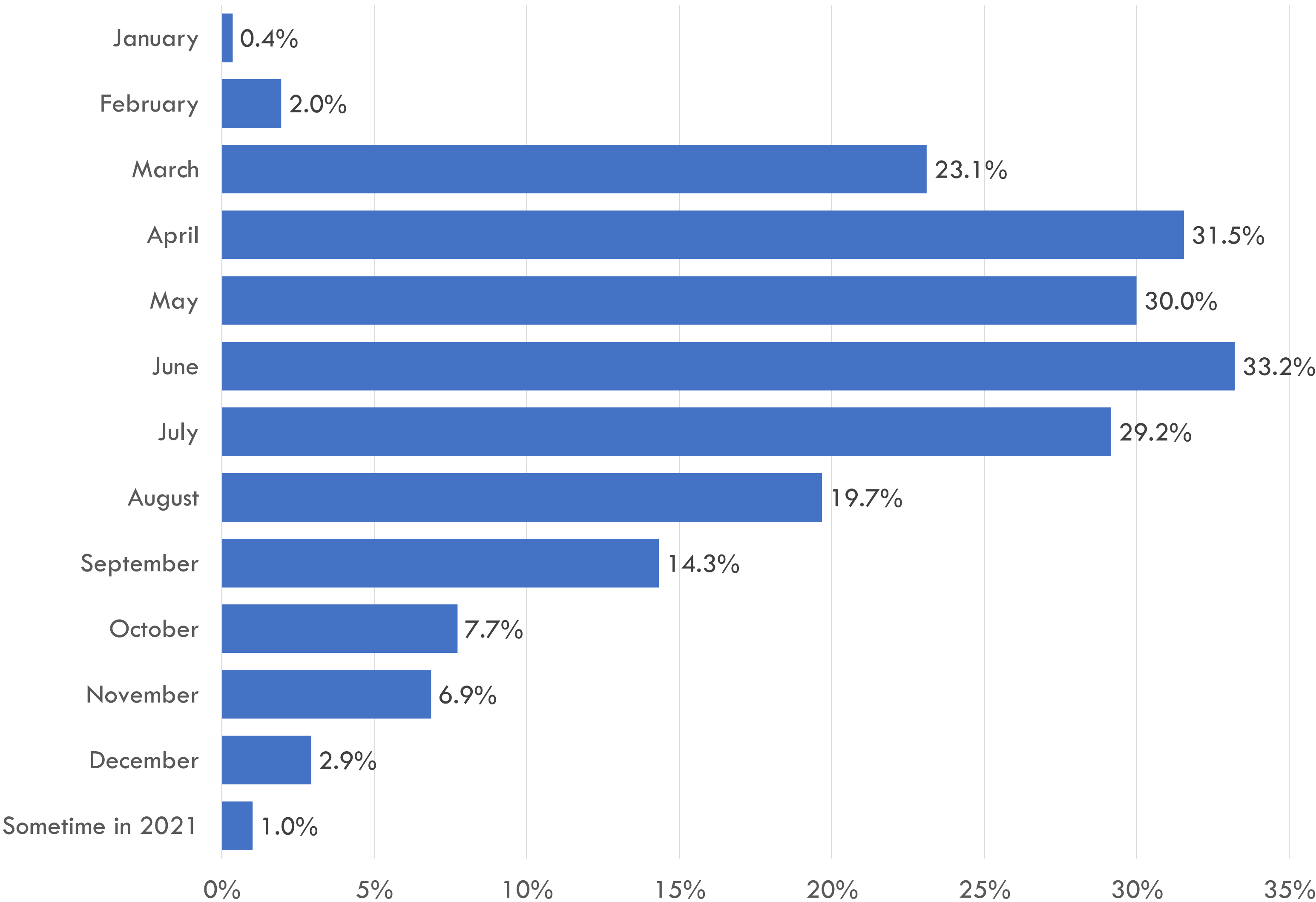
(Base: All respondents with travel impacted by the pandemic, 553, 770, 795, 890, 937, 929, 903, 926, 903, 871, 843, 993, 923, 952, 957, 974, 1,050, 954, 941, 960 and 944 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24, 29-31, June 5-7, 12-14, 19-21, 26-28, July 3-5, 10-12, 17-19, 24-26 and July 31-August 2, 2020)



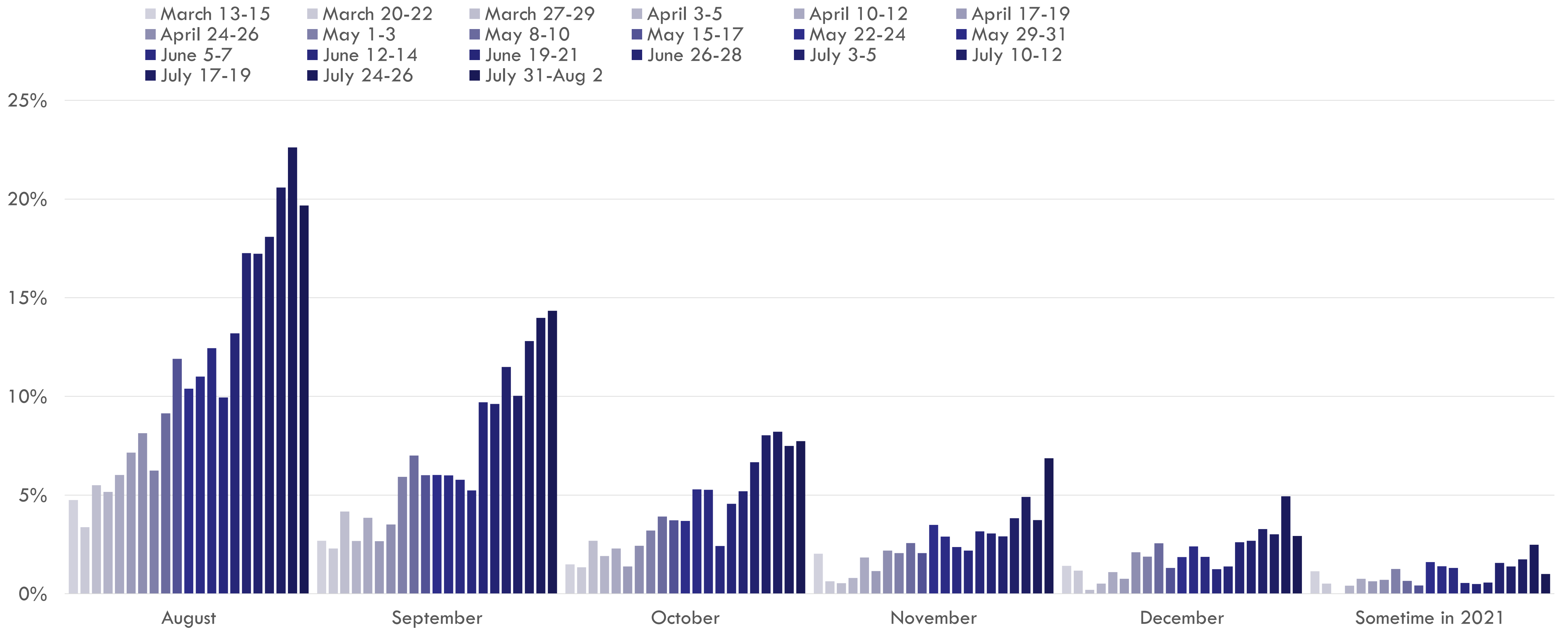
Month of Trip Cancellation

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

(Base: Wave 21 data. Respondents cancelling a trip, 664 completed surveys. Data collected July 31-August 2, 2020)



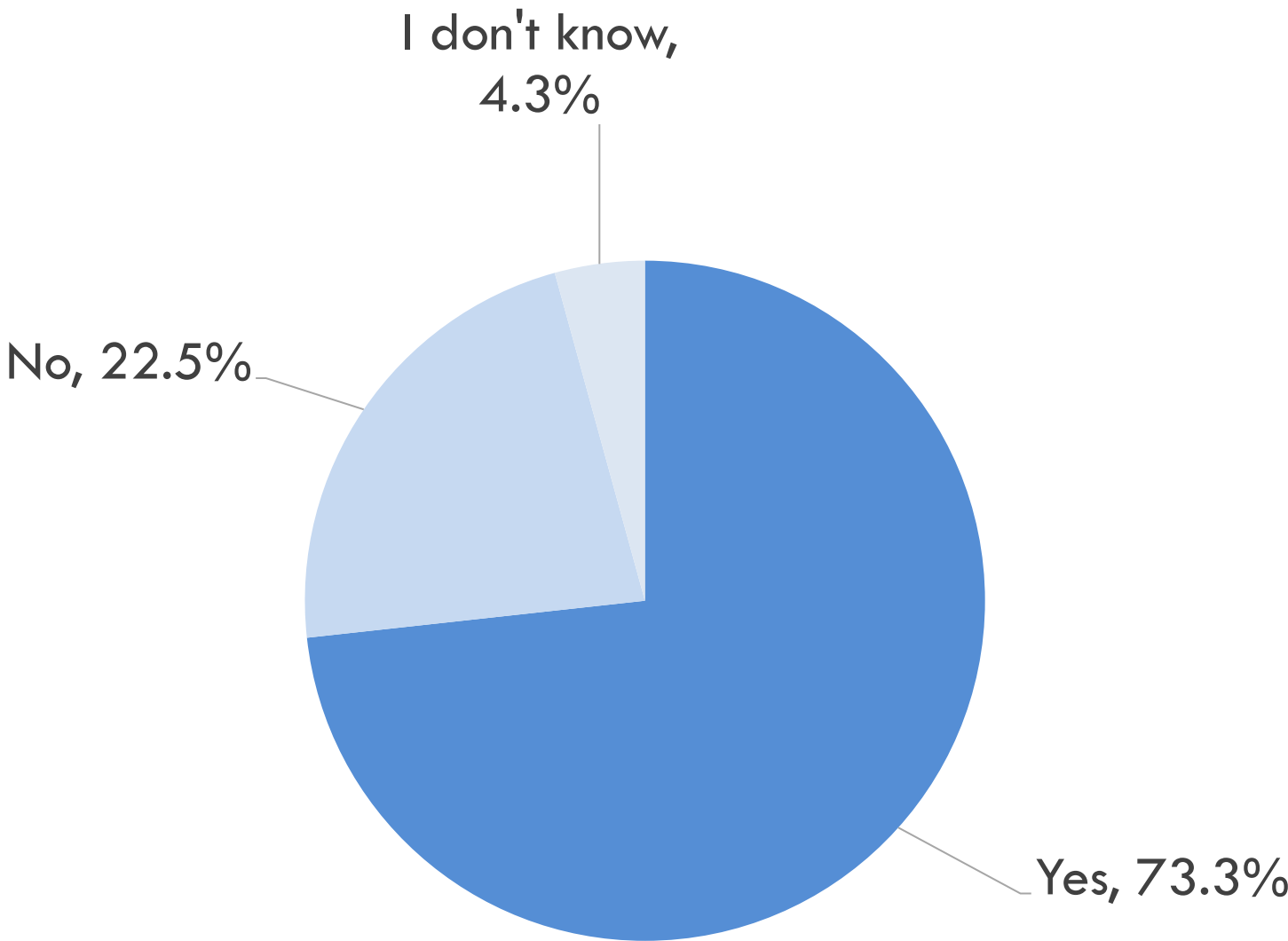
Month of Trip Cancellation



(Base: Cancelling trips, 292, 477, 506, 580, 623, 643, 582, 640, 605, 582, 554, 651, 616, 645, 640, 665, 728, 675, 672 and 664 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24, 29-31, June 7-9, 12-14, 19-21, 26-28, July 3-5, 10-12, 17-19, 24-26 and July 31-August 2, 2020)

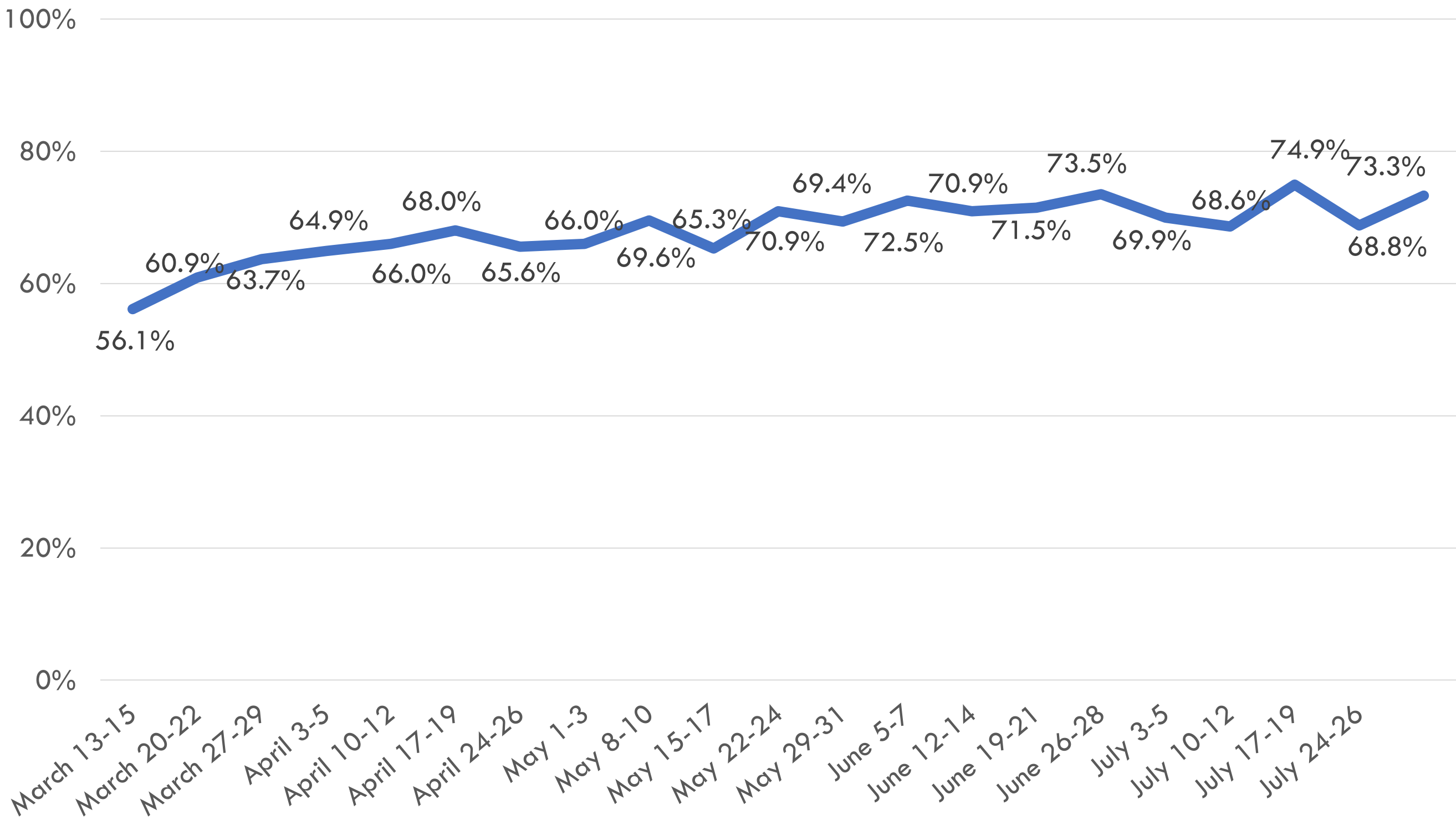
Did Traveler Get Full Refunds?

Question: Did you get full refunds for any reservations you canceled? (Select one)



(Base: Wave 21 data. Respondents cancelling a trip, 664 completed surveys. Data collected July 31-August 2, 2020)

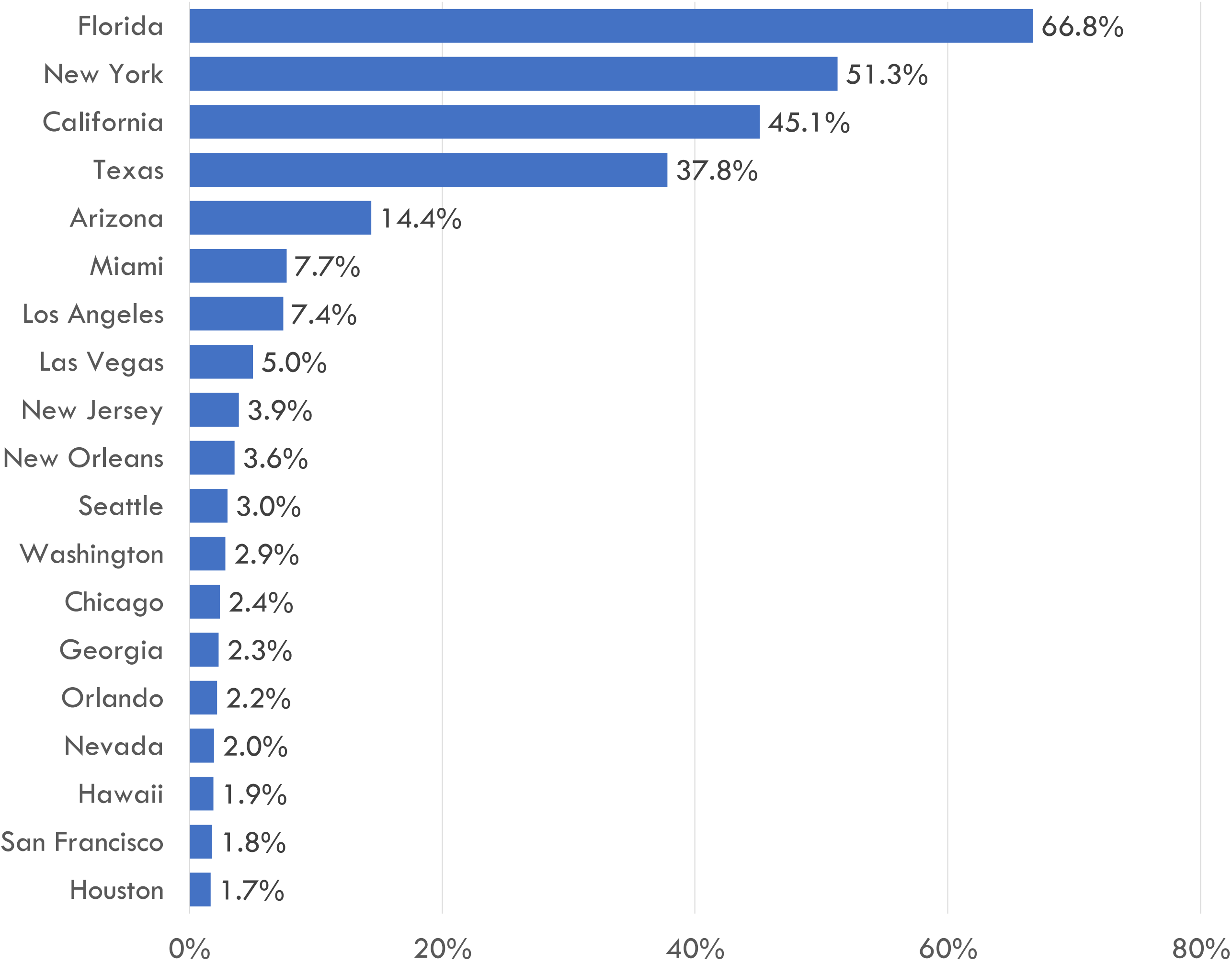
Historical data



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)

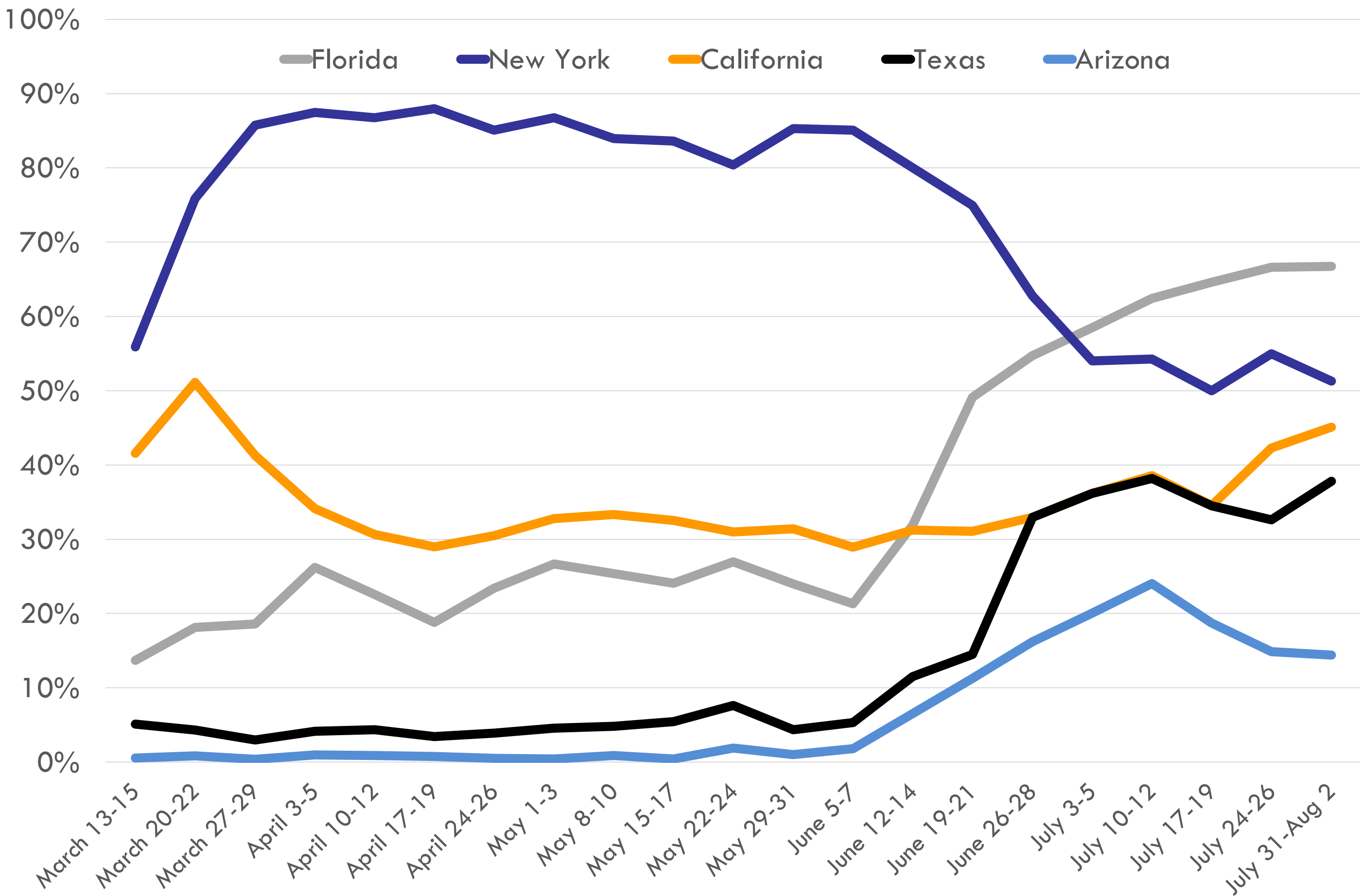
(Base: Wave 21 data. All respondents, 1,224 completed surveys. Data collected July 31-Aug 2, 2020)



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)

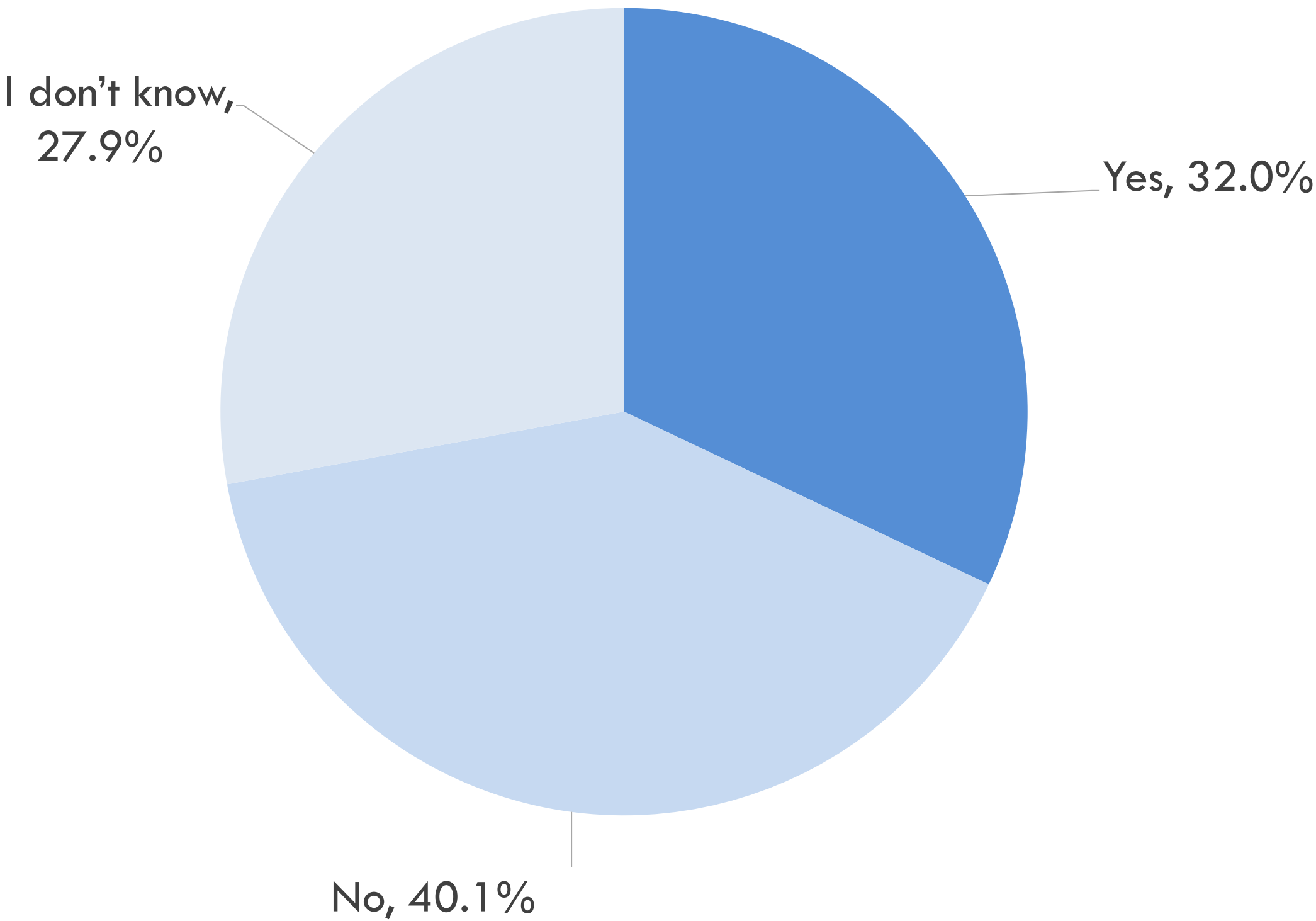
Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200 , 1,206 and 1224 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24, 29-31, June 5-7, 12-14, 19-21, 26-28, July 3-5, 10-12, 17-19, 24-26, and July 31-Aug 2, 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 21 data. All respondents, 1,224 completed surveys. Data collected July 31-August 2, 2020)

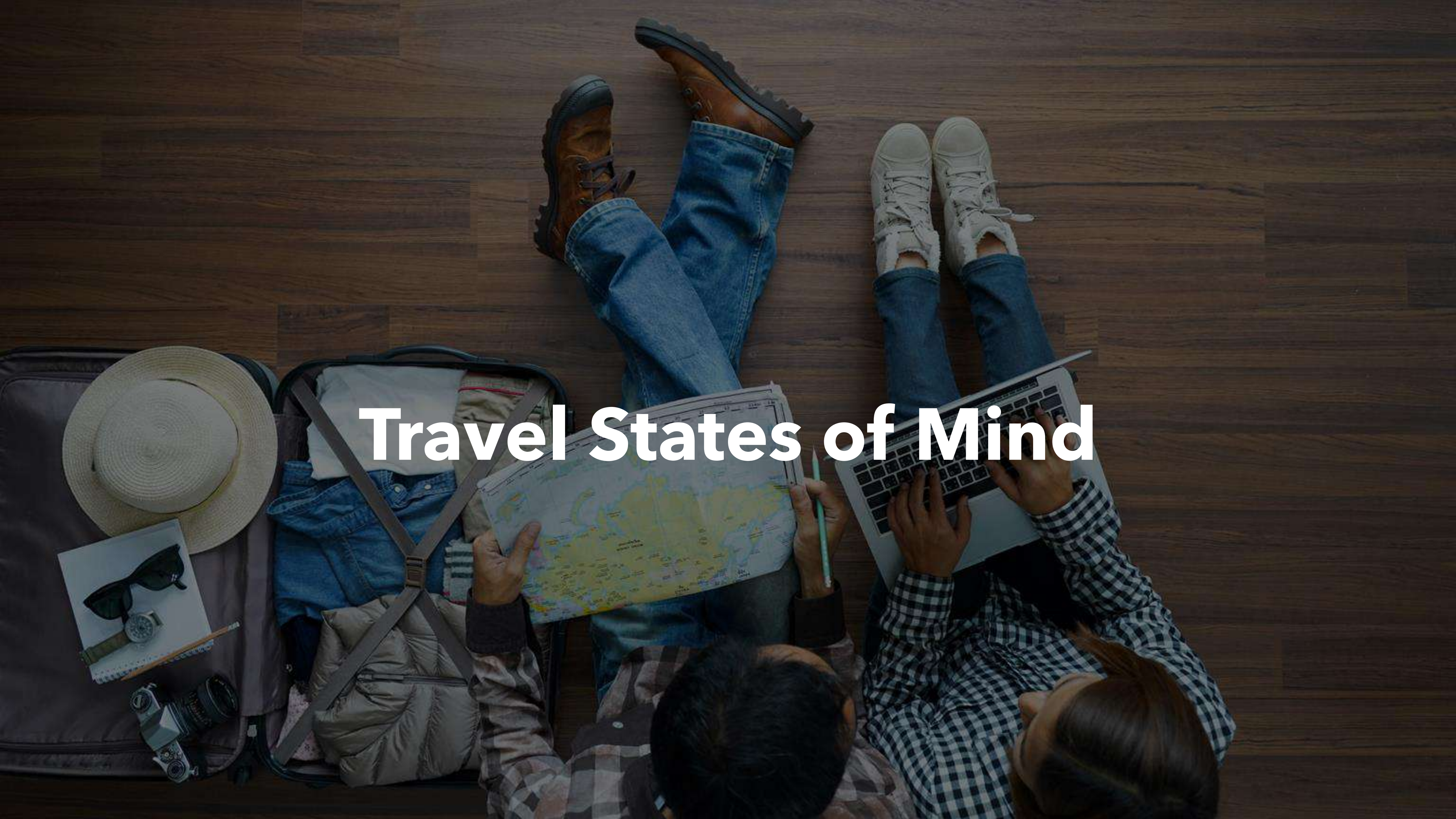




KEY TAKEAWAYS

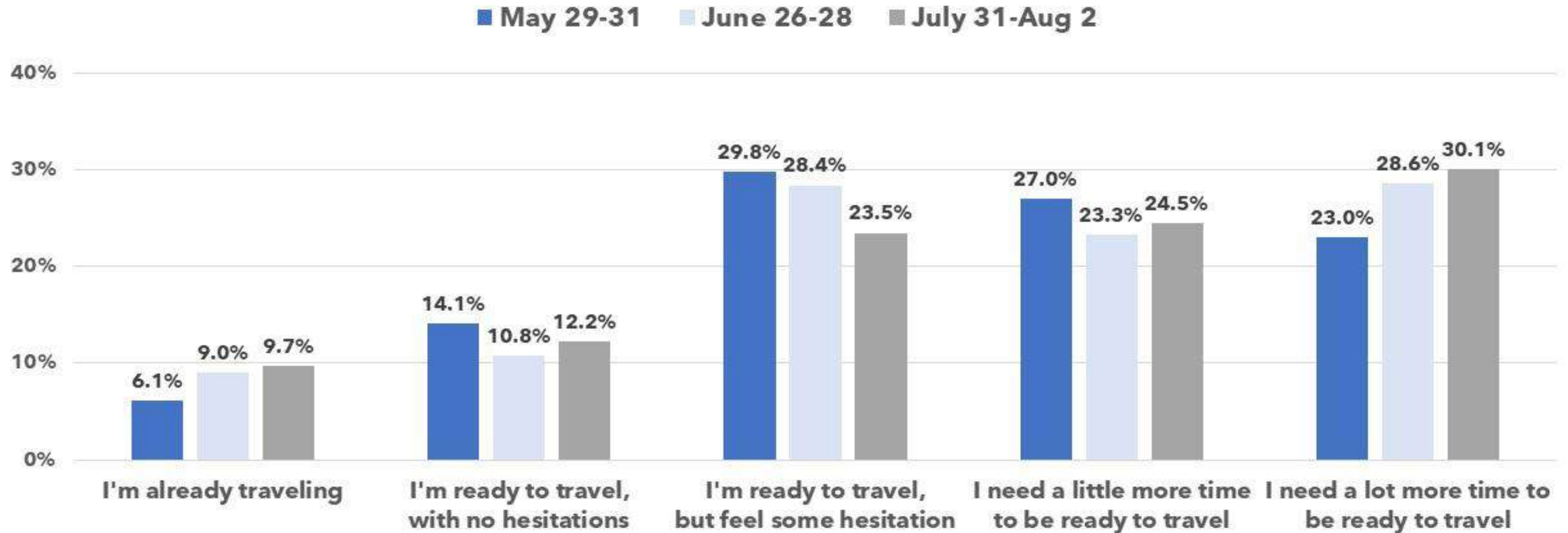
- **The pandemic continues to have an impact on travel plans, primarily with trip cancellations in the near-term months**
- **Each full month of the pandemic so far has seen a similar percentage of Americans report trip cancellations—around 30%**
- **Regional effects and response to the pandemic will have a lingering impact on destination brands**

Travel States of Mind



TRAVEL READINESS STATE OF MIND: MAY – JULY

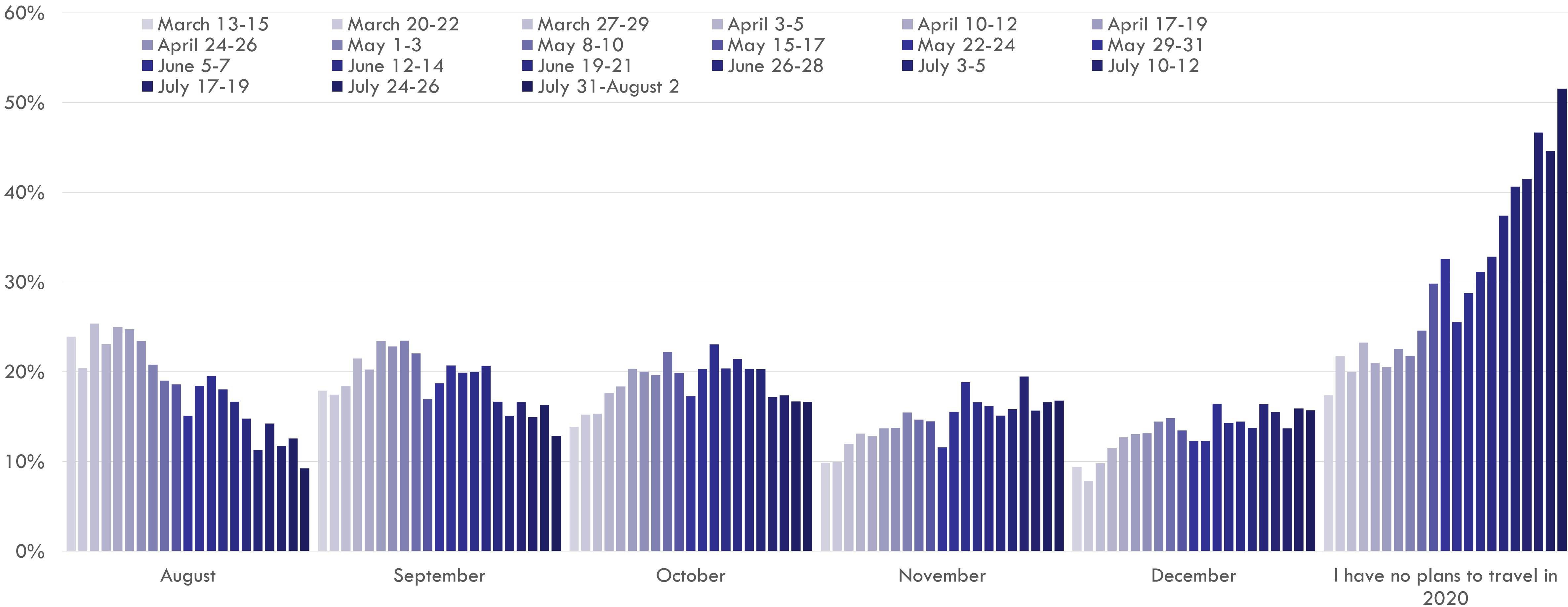
QUESTION: WHEN IT COMES TO GETTING BACK OUT AND TRAVELING AGAIN, WHICH BEST DESCRIBES YOUR CURRENT STATE OF MIND?



(Base: All respondents, 1,200, 1,206 and 1,224 completed surveys.
Data collected May 29-31, June 26-28, July 31-Aug 2, 2020)

Upcoming Travel Plans

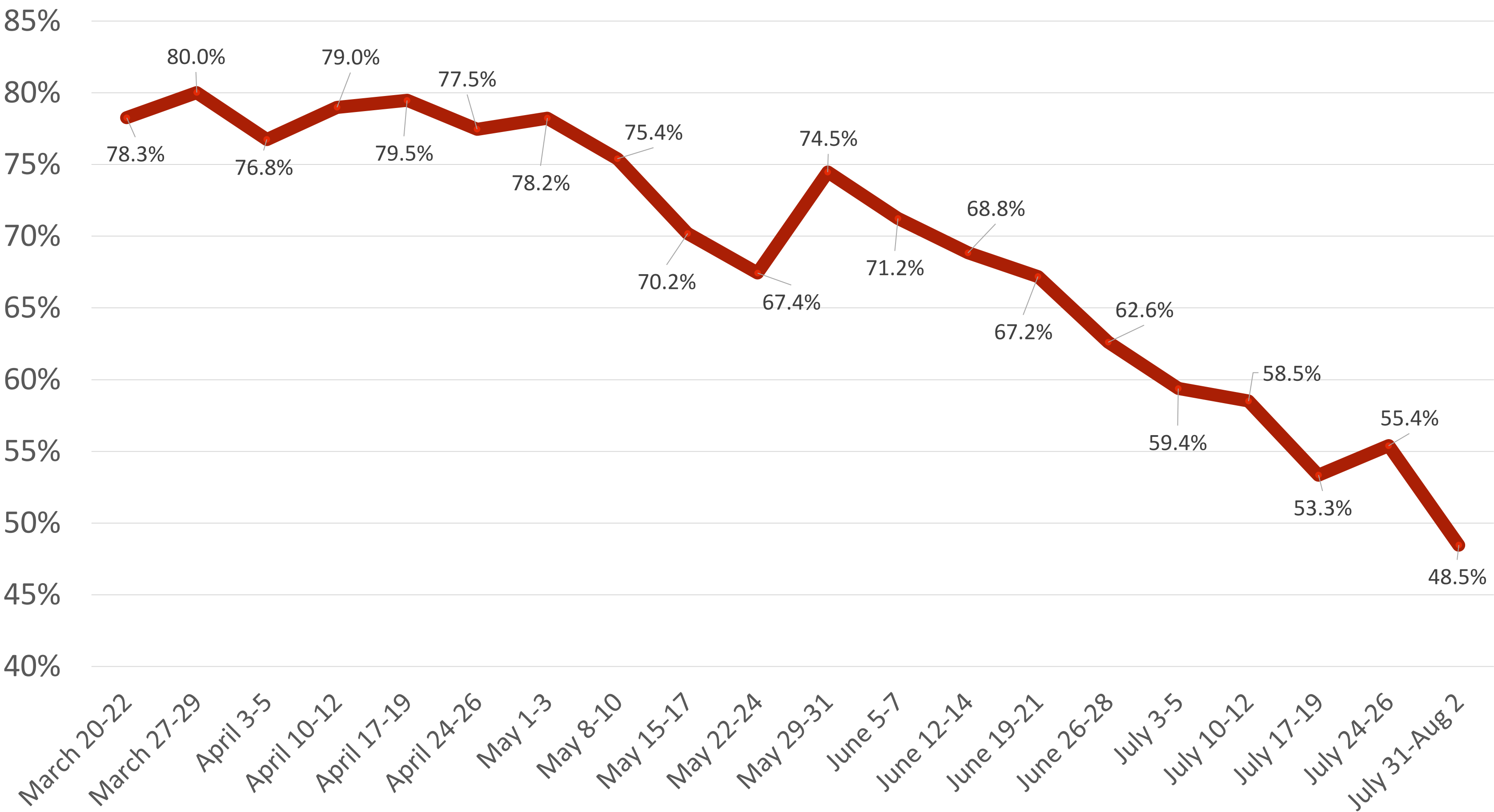
Question: Even if only tentatively scheduled, in which months of this year do you currently plan to take any leisure trips?



(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206 and 1224 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 and 24-26, 2020)

Upcoming Leisure Travel Plans

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



(Base: Cancelling trips, 292, 477, 506, 580, 623, 643, 582, 640, 605, 582, 554, 651, 616, 645, 640, 665, 728, 675, 672 and 664 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24, 29-31, June 7-9, 12-14, 19-21, 26-28, July 3-5, 10-12, 17-19, 24-26 and July 31-August 2, 2020)



Those Traveling
in 2020

vs



Those Not

A woman with long brown hair, wearing a light-colored straw hat and dark sunglasses, is sitting on a black folding chair. She is holding a clear plastic cup with a straw in her right hand and looking towards a large framed picture of the ocean on the wall. She is wearing a grey t-shirt and dark leggings. To her left is a large potted plant on a white stand. To her right is a small white table with a small potted plant and a smartphone. The background is a plain white wall.

Those With No Plans to Travel in 2020

THOSE WHO DON'T HAVE PLANS TO TRAVEL THIS YEAR

- **Express higher levels of concern about the virus**
- **Maintaining their safety has had a greater impact on their travel plans and their desire to travel, with trips postponed to mid 2021**
- **Likely to not travel until there is a vaccine**



A stack of white surgical masks is in the background, slightly out of focus. In the foreground, a blue surgical mask with white ear loops lies flat on a light-colored wooden surface. The background is a plain, light-colored wall.

THOSE WHO DON'T HAVE PLANS TO TRAVEL THIS YEAR

- **In addition to feeling strongly that people should wear masks in public, they would be happy if a destination required masks and issued tickets to those who don't wear masks**
- **Don't want travelers visiting their community right now**

A man with a beard and a red plaid shirt is in the foreground, looking directly at the camera with a surprised expression, his hand near his mouth. He has a large green and black backpack on. To his right, a woman with blonde hair is partially visible, also wearing a backpack. The background is a plain, light-colored wall.

THOSE WHO DON'T HAVE PLANS TO TRAVEL THIS YEAR

- **Travel somewhat less than those who have trip plans this year—an average of 4 leisure trips per year compared to 5, but are just as likely to be affluent. Skew female**
- **Less likely to be travelers that typically visited National Parks and other types of public lands prior to the pandemic, which may also impact their decision not to travel right now**

A group of six young adults are running through a large, modern airport terminal. In the center, a woman with blonde hair, wearing a bright yellow jacket and headphones, is running with her arms raised in excitement. She is carrying a grey suitcase on a blue rolling cart. To her left, a man in a light blue jacket and tan pants is also running. To her right, a man in a yellow jacket and tan pants is running with a backpack. Behind them, two more people are running, and a woman in a brown jacket is running on the far left. The terminal has a high ceiling with a complex white metal structure and large windows on the right side. The floor is polished and reflective.

Those With Plans to Travel in 2020



THOSE WHO HAVE PLANS TO TRAVEL THIS YEAR

- **More optimistic about the pandemic improving**
- **Are satisfied with the behavior observed in their own communities during the pandemic**
- **Intend to take more road trips and regional trips in response to the pandemic**
- **Higher levels of excitement for near-term getaways and inspiration, and discounts can be motivational**
- **Coronavirus-related safety concerns are still important in selecting the destinations they will visit on their next trip**

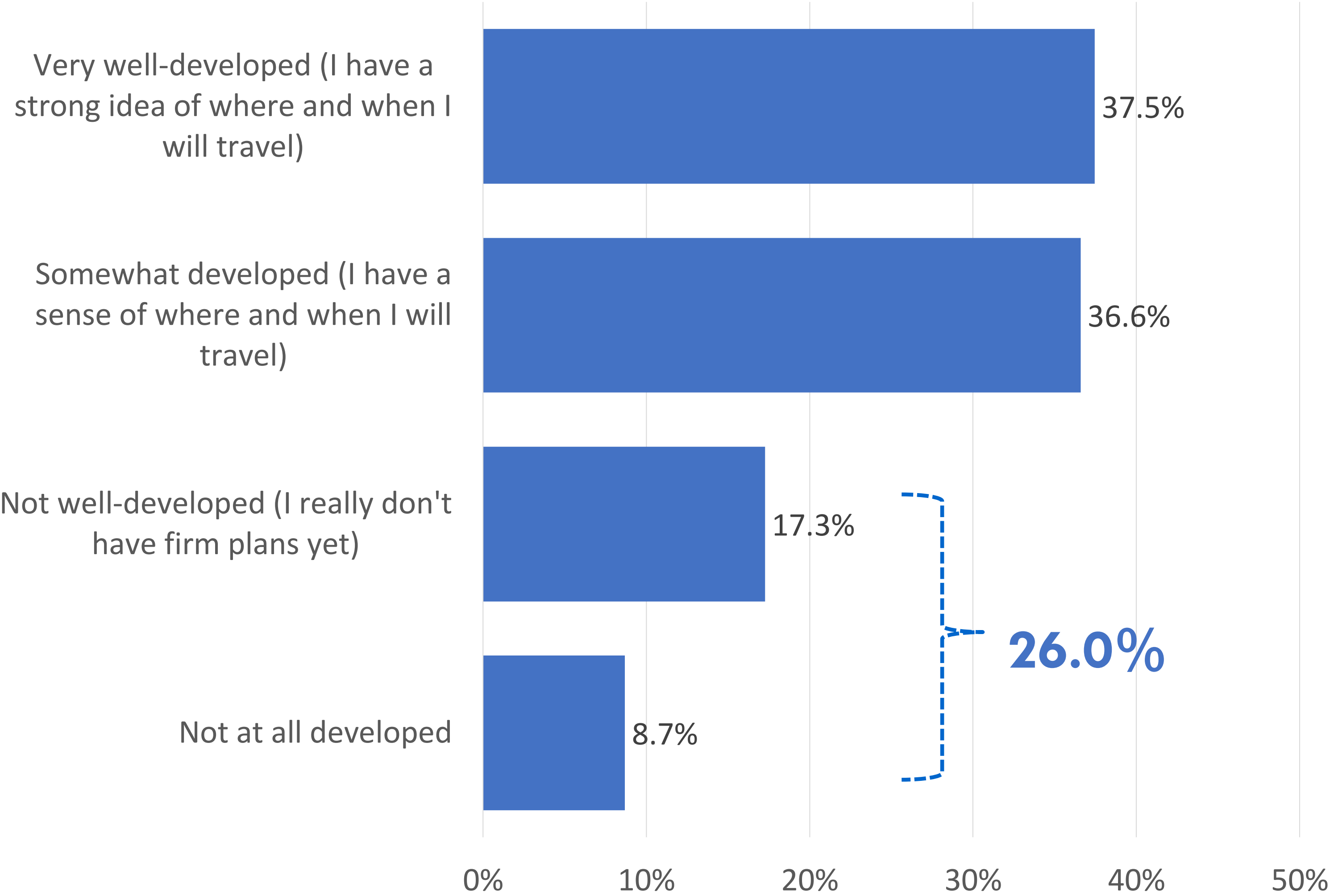
A low-angle, rear-view shot of three hikers walking along a dirt trail. The hiker in the foreground is wearing black leggings and brown hiking shoes. The middle hiker is wearing a blue backpack and black leggings. The hiker in the background is wearing a dark shirt and shorts. The trail is flanked by steep, reddish-brown rock walls. The sky is a pale blue. The text "Americans' Next Trip in 2020" is overlaid in white, bold, sans-serif font.

Americans' Next Trip in 2020

How Well-Developed is the Trip Idea

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

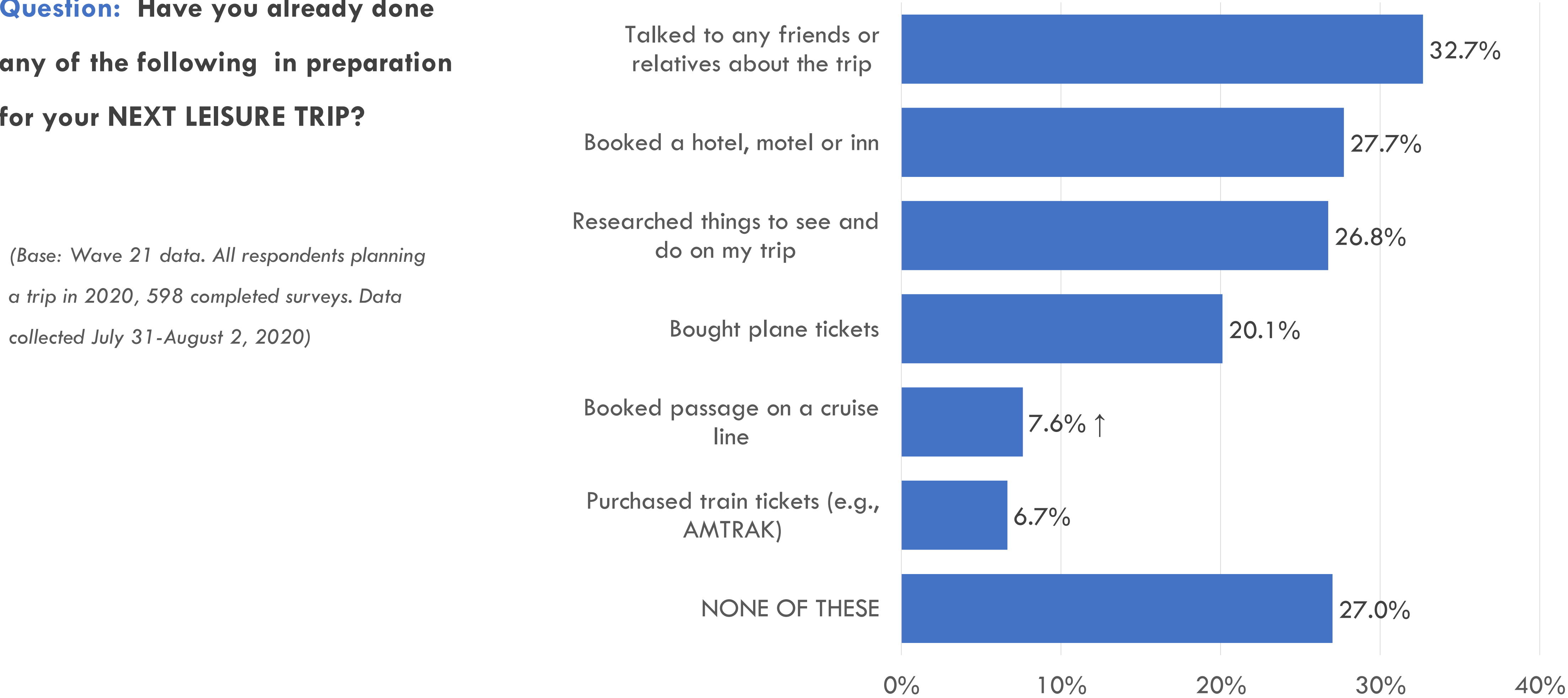
(Base: Wave 21 data. All respondents planning a trip in 2020, 598 completed surveys. Data collected July 31-August 2, 2020)



Travel Planning Already Accomplished (Next Trip)

Question: Have you already done any of the following in preparation for your NEXT LEISURE TRIP?

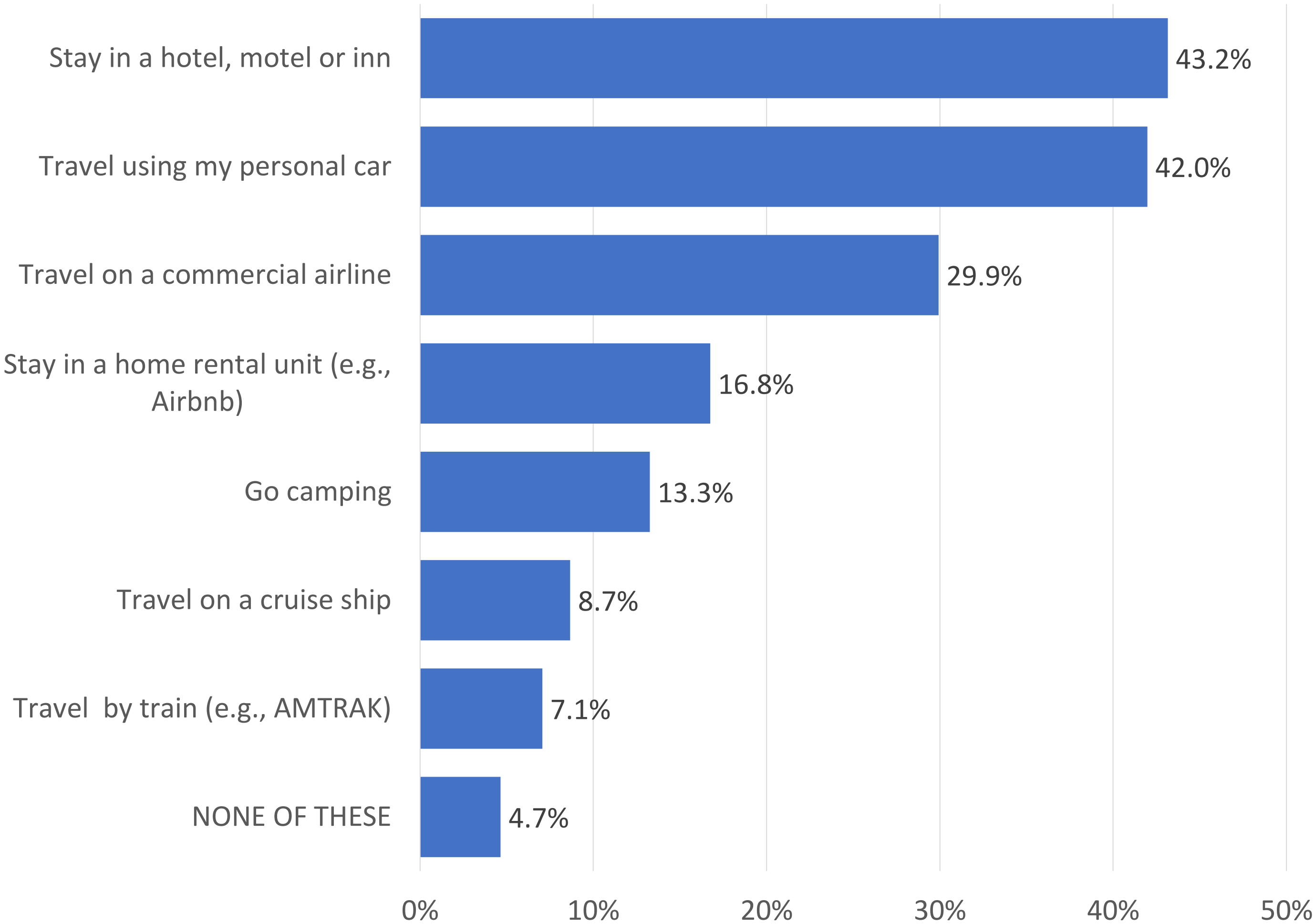
(Base: Wave 21 data. All respondents planning a trip in 2020, 598 completed surveys. Data collected July 31-August 2, 2020)



Likely Actions for Next Leisure Trip

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

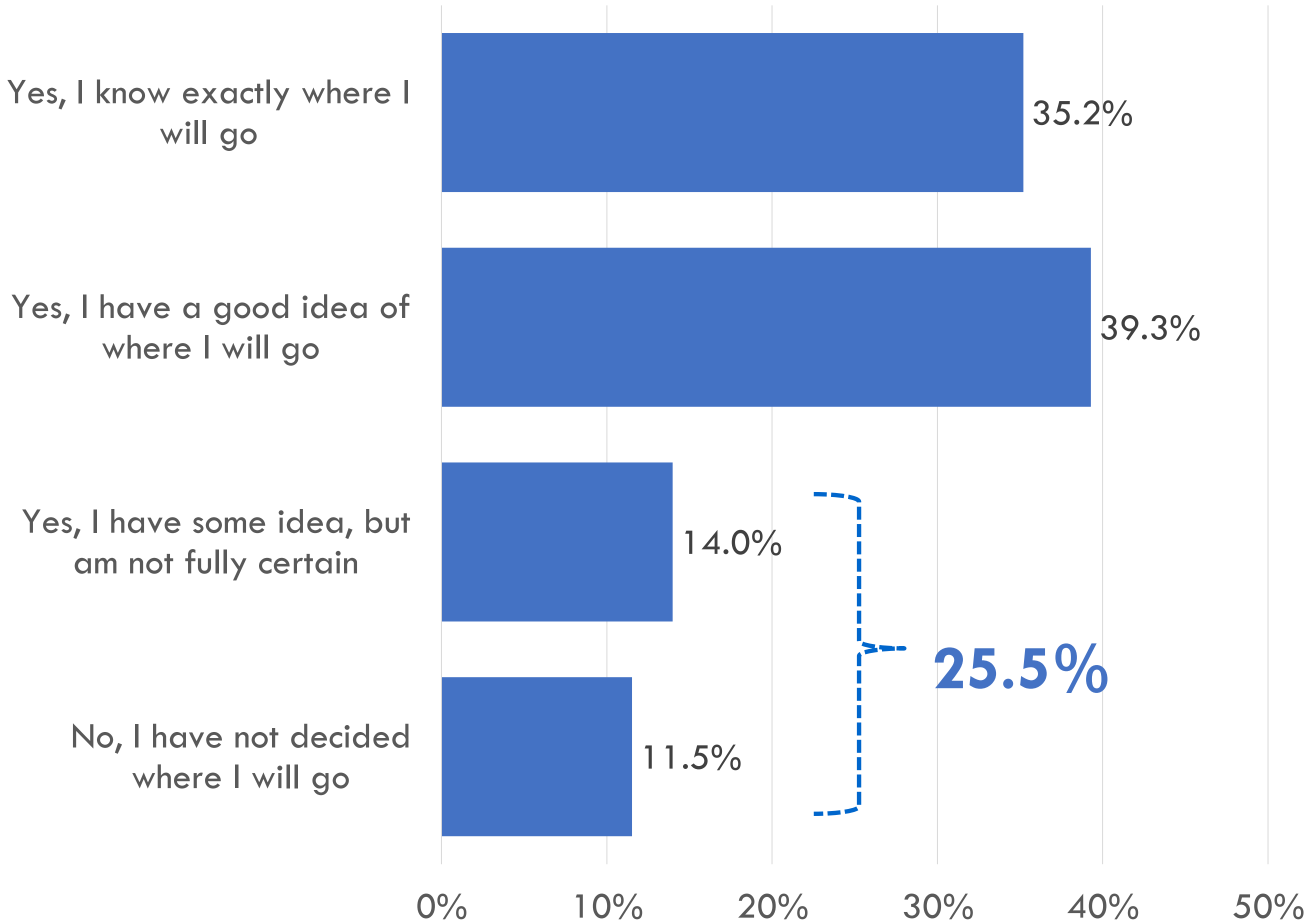
(Base: Wave 21 data. All respondents planning to travel in 2020, 598 completed surveys. Data collected July 31-August 2, 2020)



Destination Selection Status

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

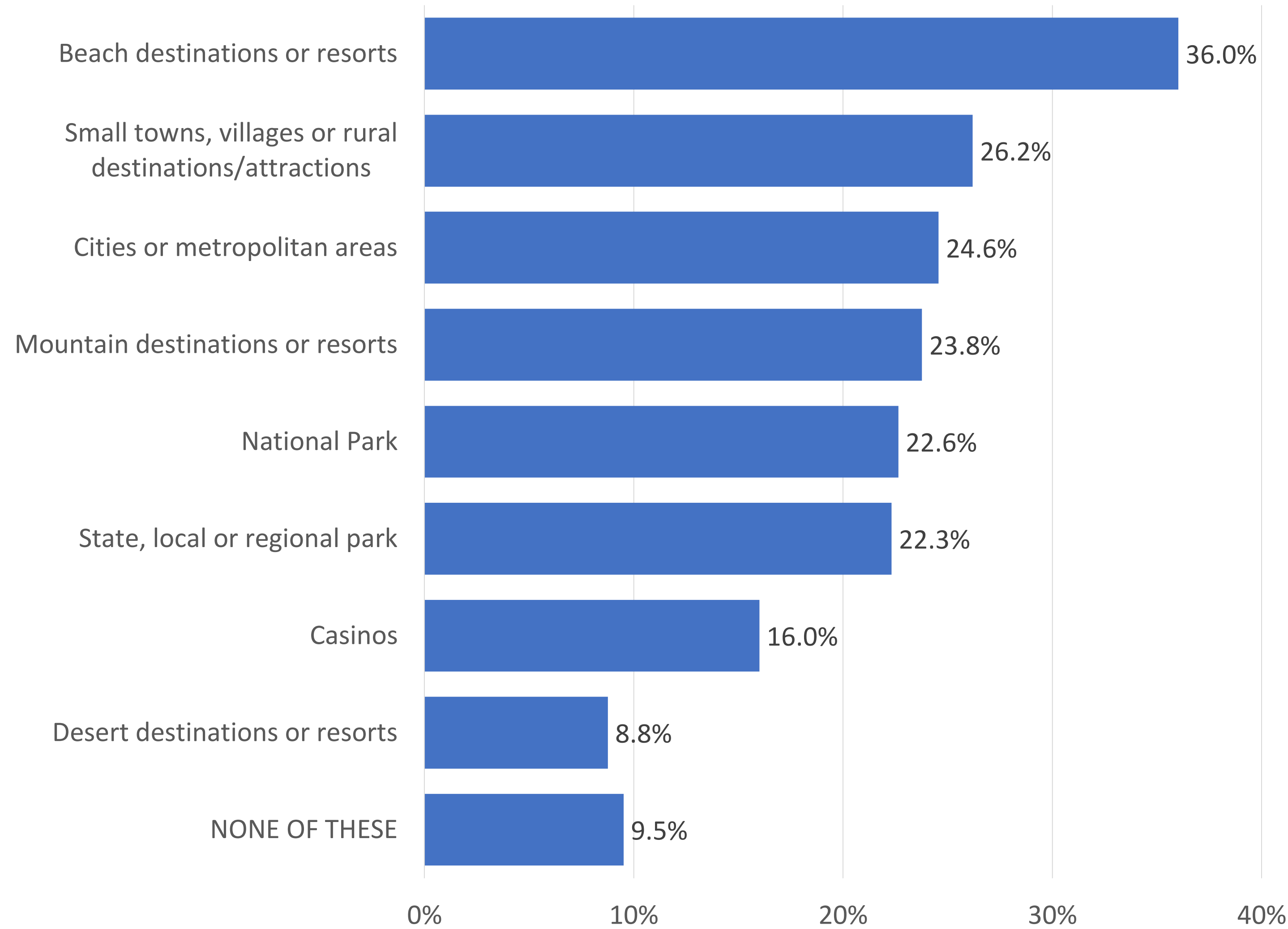
(Base: Wave 21 data. All respondents planning a trip in 2020, 598 completed surveys. Data collected July 31-August 2, 2020)



Destination Types on Next Trip

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

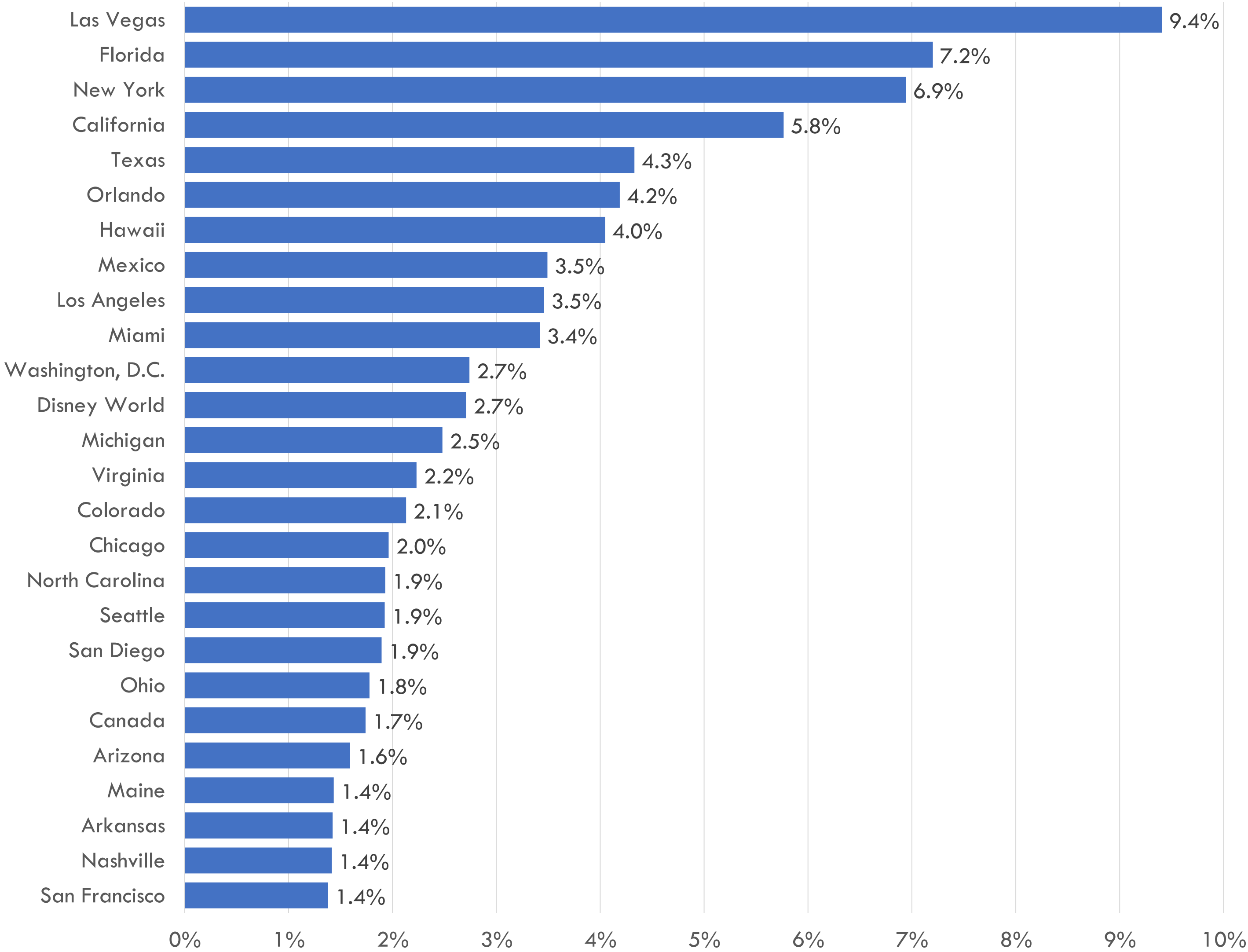
(Base: Wave 21 data. All respondents planning trip in 2020, 598 completed surveys. Data collected July 31-August 2, 2020)



Destinations Likely to Visit

Question: What destinations are you likely to visit on this trip? (Write in up to five)

(Base: Wave 21 data. Respondents having destinations in mind already, 467 completed surveys. Data collected July 31-August 2, 2020)



Destination Hotlist: Domestic

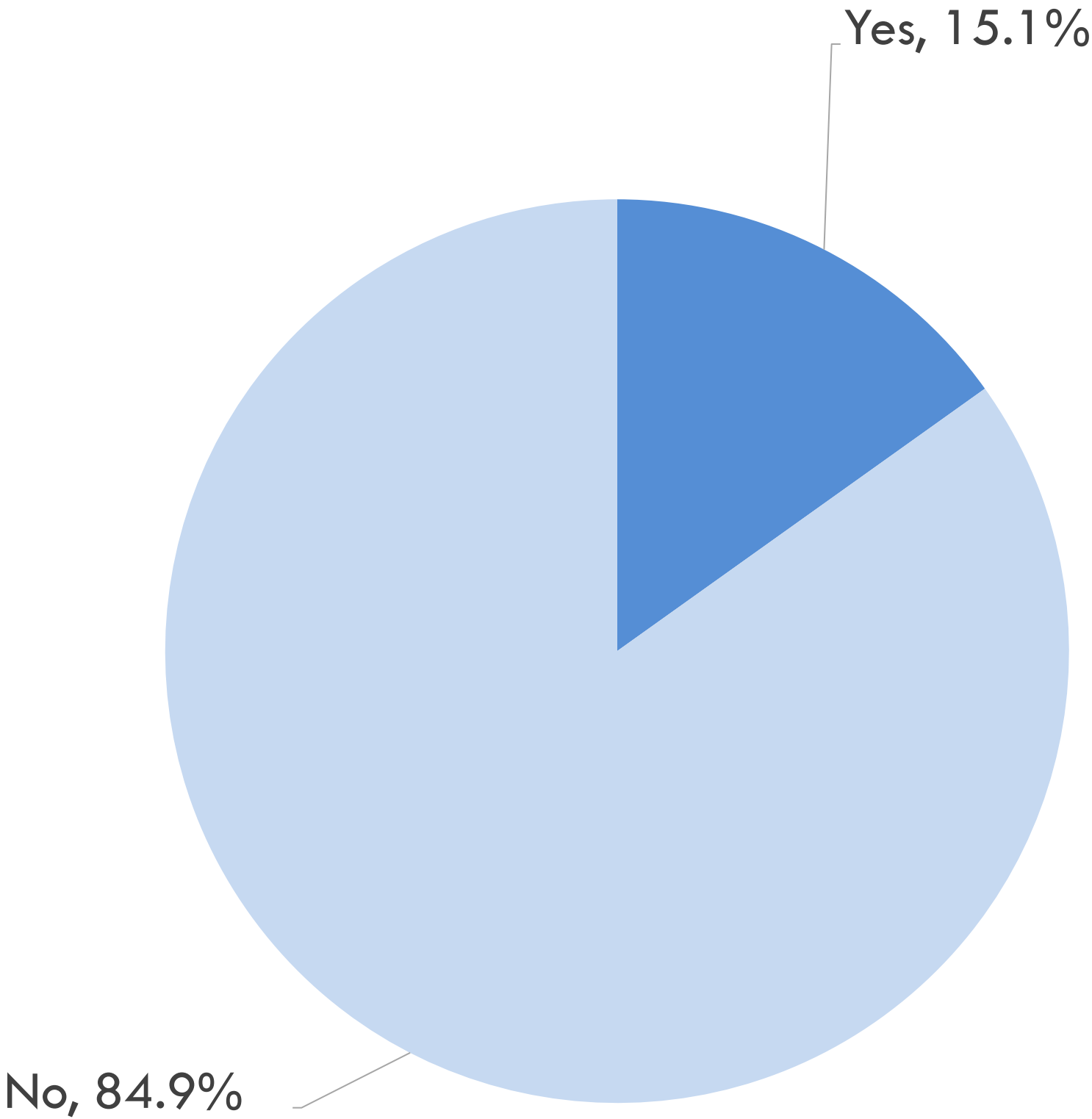
NEW YORK CITY	17.4%
LAS VEGAS	15.8%
ORLANDO/DISNEY WORLD	10.1%
FLORIDA	9.1%
LOS ANGELES	7.1%
HAWAII	6.1%
WASHINGTON DC	5.7%
CALIFORNIA	5.6%
CHICAGO	5.5%
MIAMI	5.1%
SAN FRANCISCO	4.9%
ATLANTA	4.9%
SAN DIEGO	4.3%
SEATTLE	4.2%
NEW ORLEANS	3.7%
YELLOWSTONE NP	3.7%
GRAND CANYON NP	3.7%
BOSTON	3.3%



Destinations Considered but Rejected Due to Coronavirus Situation

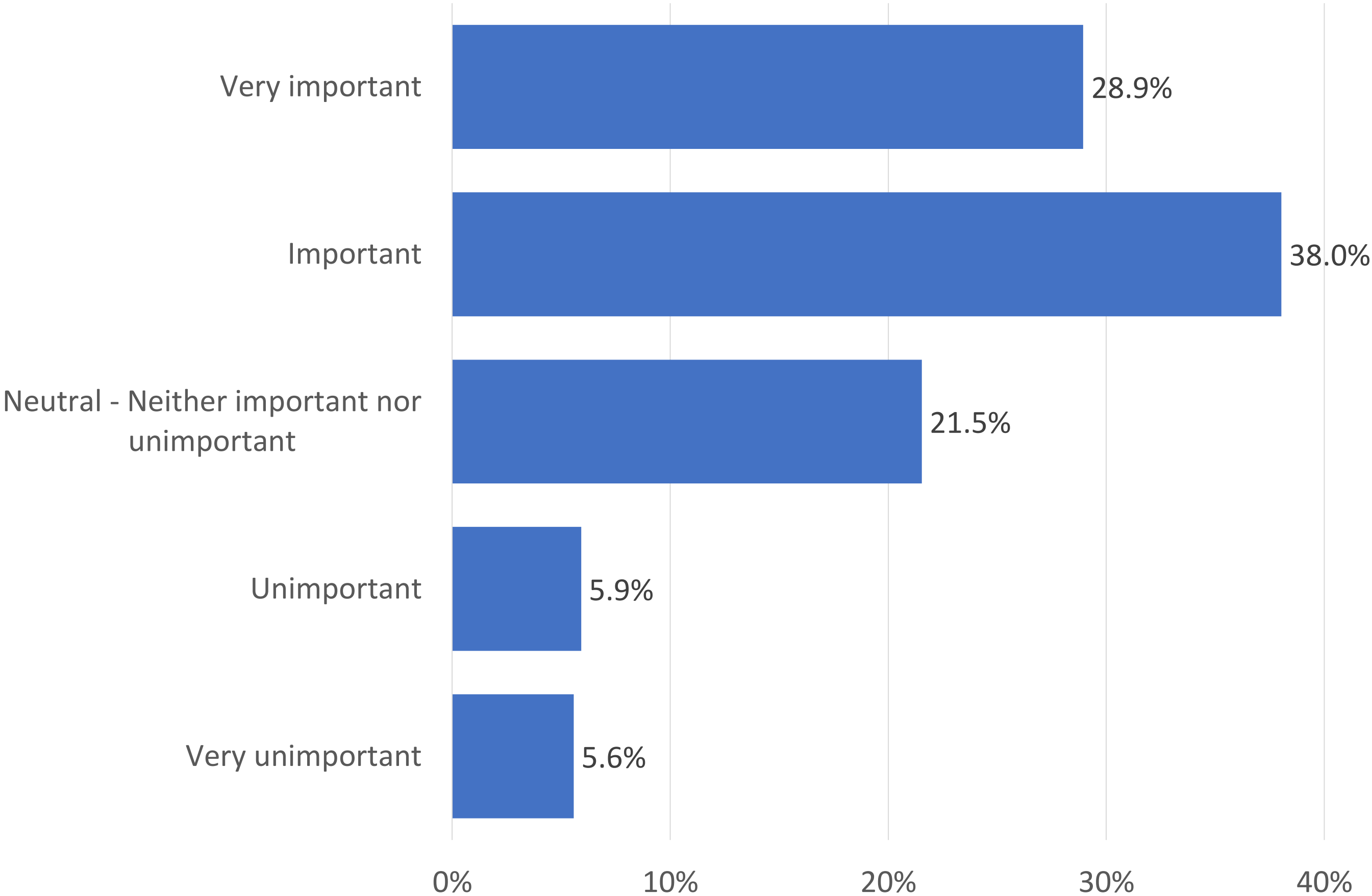
Question: Did you consider any domestic destinations for this trip that you ultimately decided not to visit specifically because of Coronavirus-related concerns?

(Base: Wave 21 data. Respondents having destinations in mind already, 598 completed surveys. Data collected July 31-August 2, 2020)



Importance of Coronavirus-Related Safety Concerns to Destination Selection

Question: How important was (or will be) **CORONAVIRUS-RELATED SAFETY CONCERNS** to how you selected (or will select) the destinations you will visit on your next leisure trip?



(Base: Wave 21 data. All respondents planning to travel on a leisure trip in 2020, 595 completed surveys. Data collected July 31-August 2, 2020)

KEY TAKEAWAYS

- **Over half of American travelers do not currently have trip plans for the remainder of 2020, and are showing that it will be difficult to motivate them without much greater progress made with safety**
- **The nearly half who have trip plans for 2020 appear confident in their plans, favoring outdoor environments, hotels and their own car**
- **Even for those who will travel, coronavirus health-related concerns are important to their trip decision making**



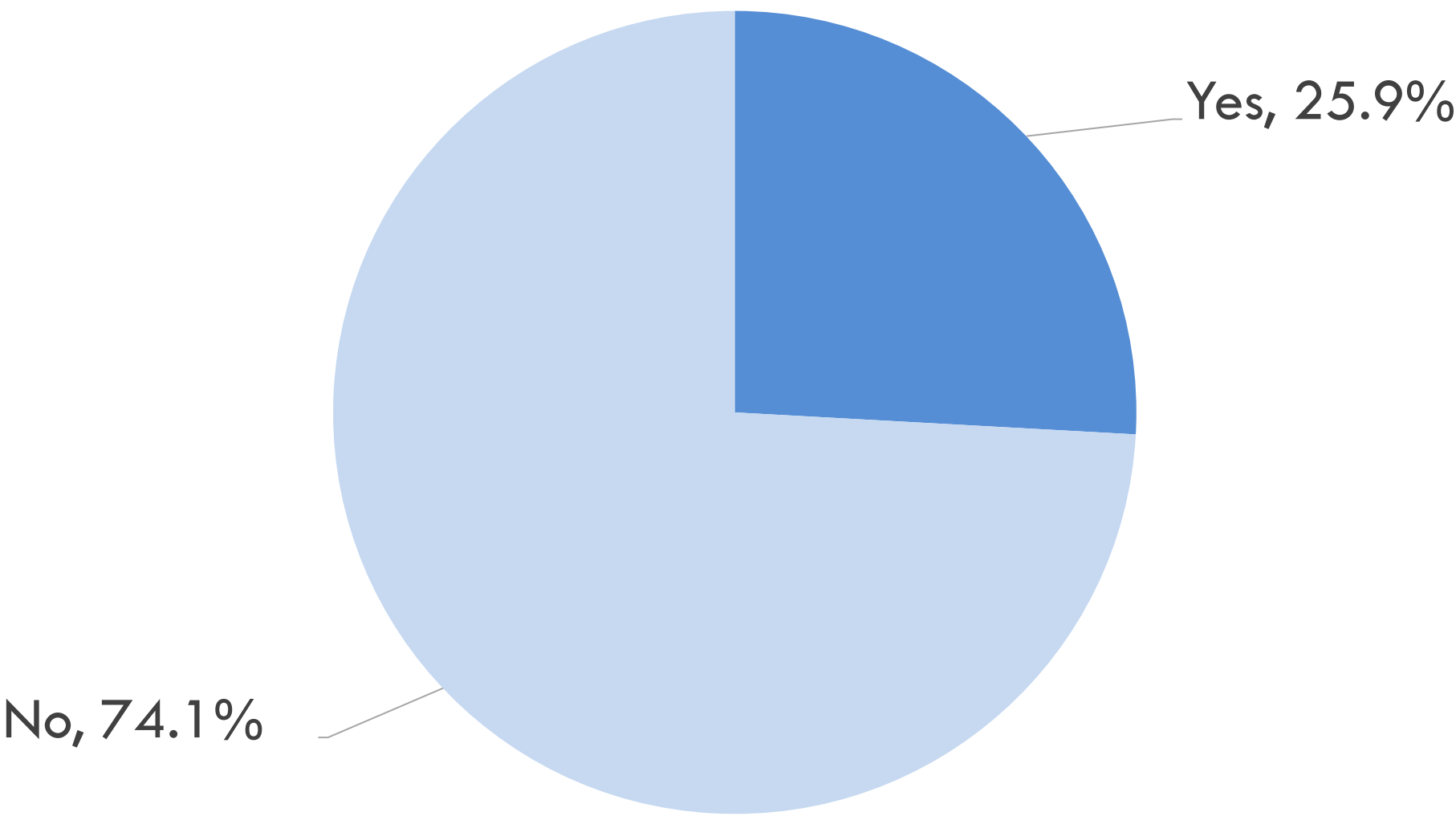


School Reopening

Parental Status

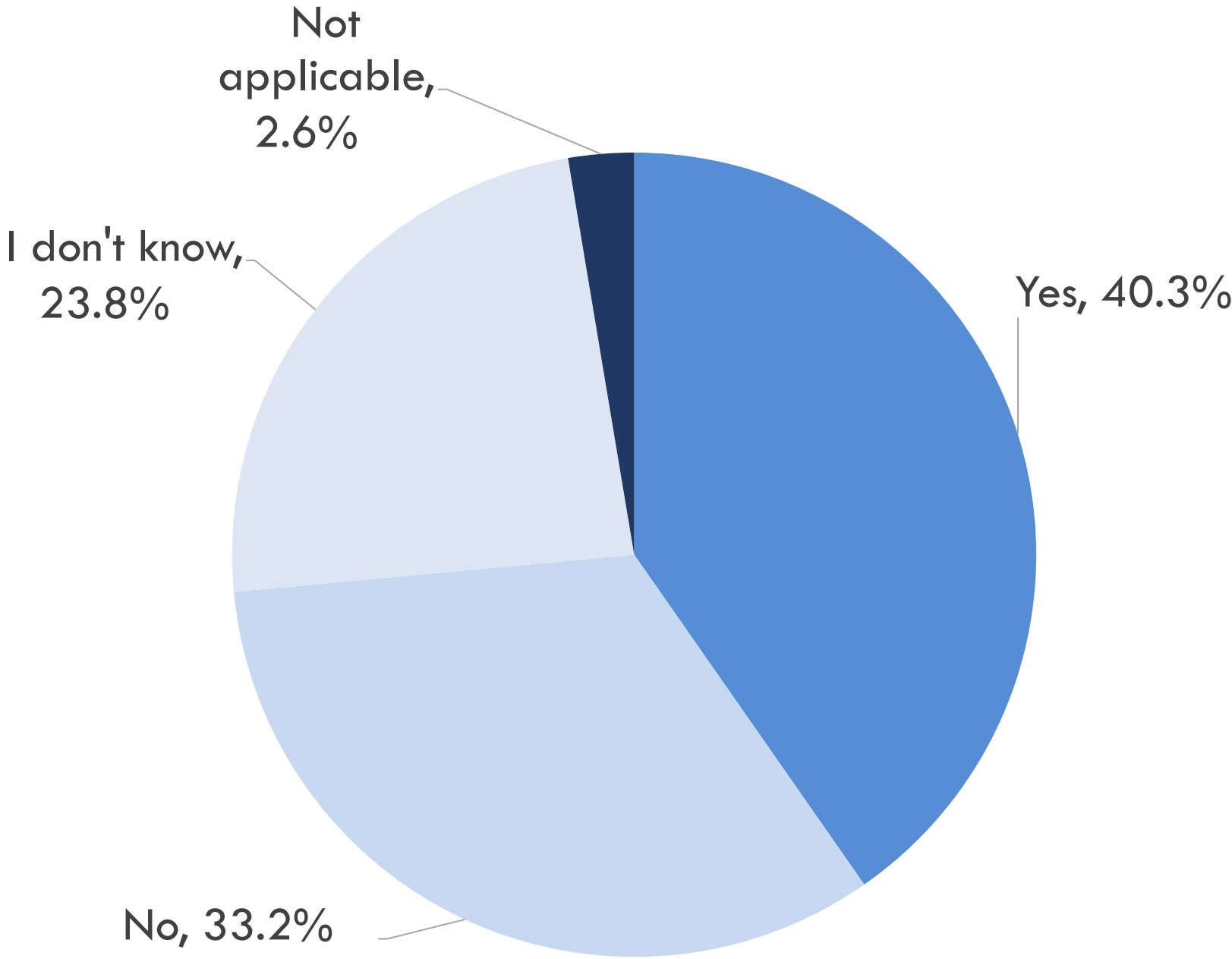
Question: Are you a parent to school-aged children who travel with you at least once a year?

(Base: Wave 21 data. All respondents, 1,224 completed surveys. Data collected July 31-August 2, 2020)

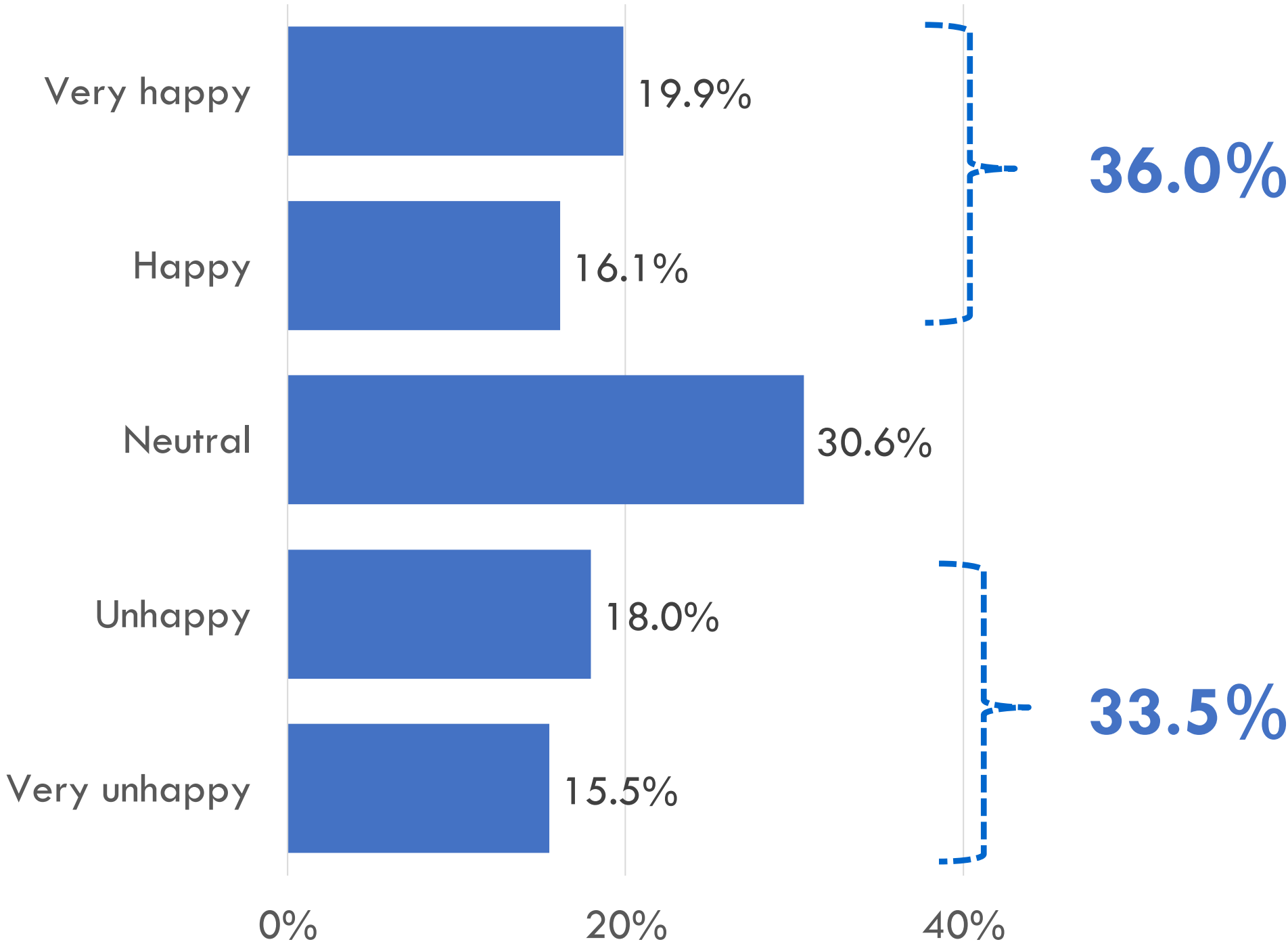


School Re-opening

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



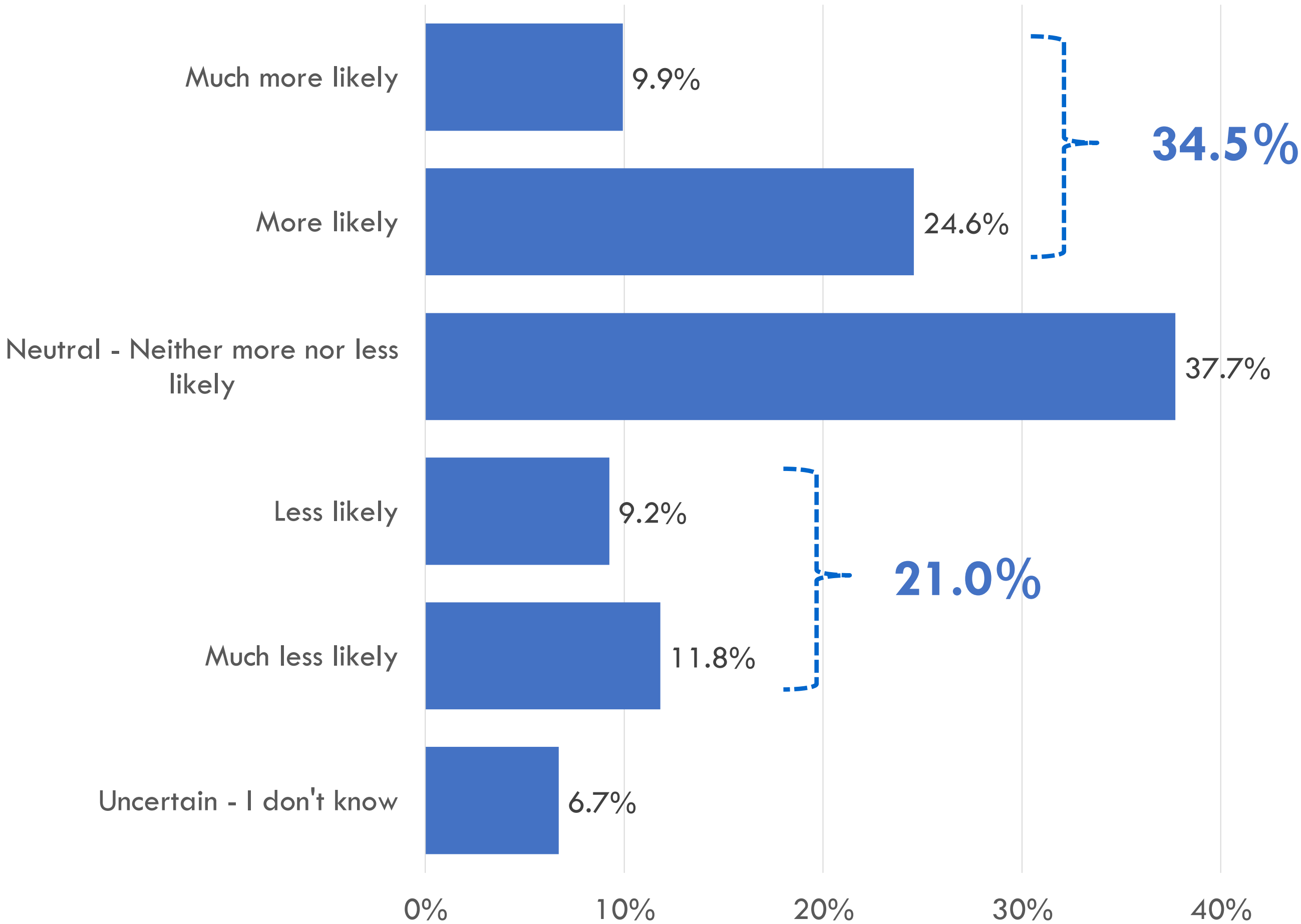
Question: Which best describes how you currently feel about the possibility of your child/children's school being open this Fall for in-person education?



Likelihood of Traveling More if Schools Don't Re-open for In-person Education

Question: Imagine that your school(s) **DO NOT OPEN** for in-person education this Fall. How likely would you be to take more family trips this Fall because you are not tied to a traditional educational schedule? (Select one to fill in the blank)

(Base: Wave 21 data. Respondents with school age children, 307 completed surveys. Data collected July 31-August 2, 2020)



A photograph of two women standing in a modern, brightly lit interior space, possibly a shopping mall or office lobby. The woman on the left is wearing a red suit and is looking down at her smartphone. The woman on the right is wearing a black top and blue pants, also looking at her phone. The background shows architectural details like glass railings and a blurred figure in the distance. The overall tone is professional and contemporary.

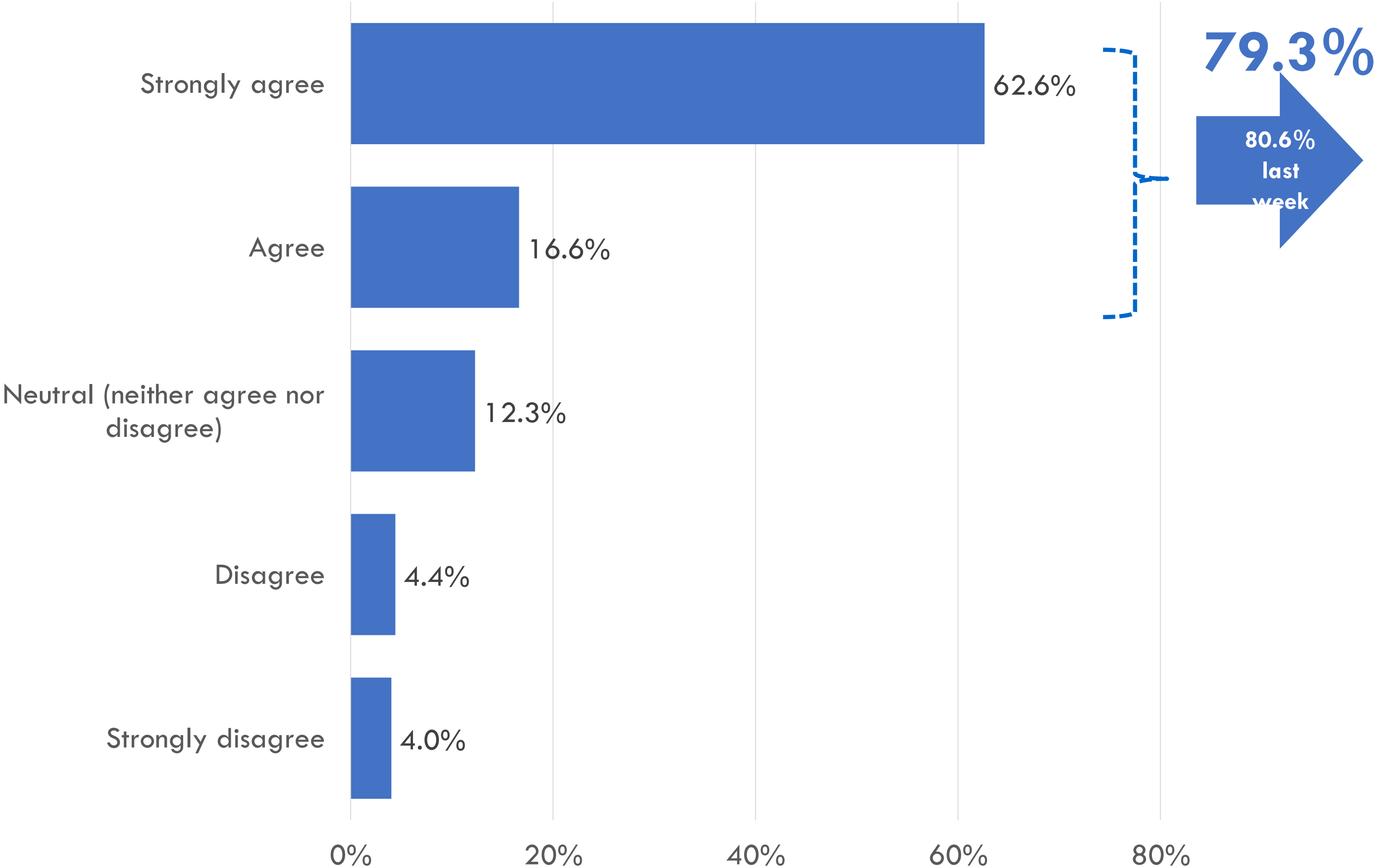
The Pandemic at Home

Should People Wear Face Masks in Public

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

(Agreement scale)

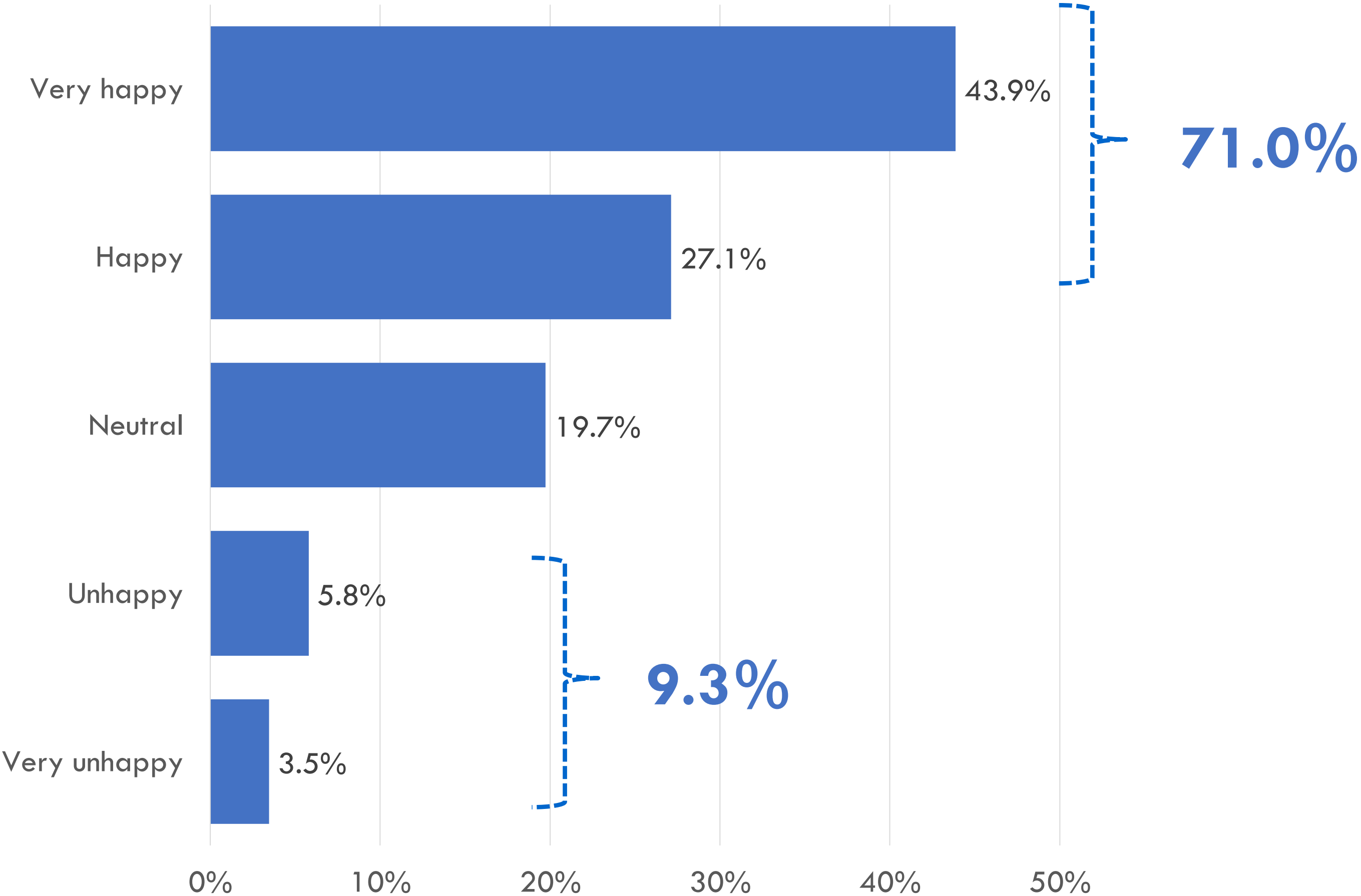
(Base: Wave 21 data. All respondents, 1,224
completed surveys. Data collected July 31-Aug 2,
2020)



Feelings About Destinations Requiring Masks

Question: Which best describes how you would feel if a destination you wanted to visit required visitors and residents to wear masks while in public?

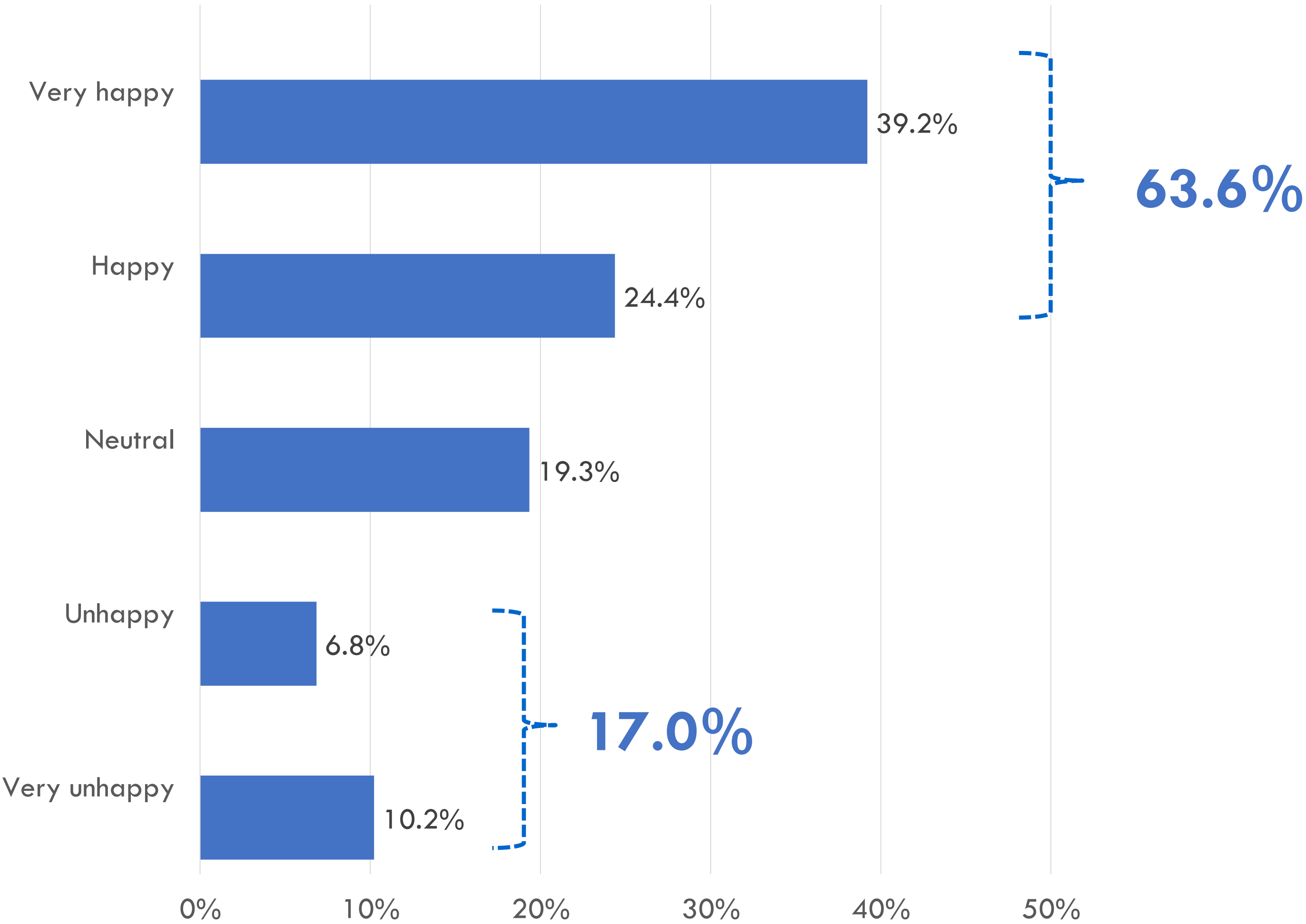
(Base: Wave 21 data. All respondents, 1,224 completed surveys. Data collected July 31-Aug 2, 2020)



Feelings About Fines for Non-Compliance with Mask Regulations

Question: Which best describes how you would feel if a destination you wanted to visit was giving tickets with fines to people who do not wear face masks in public?

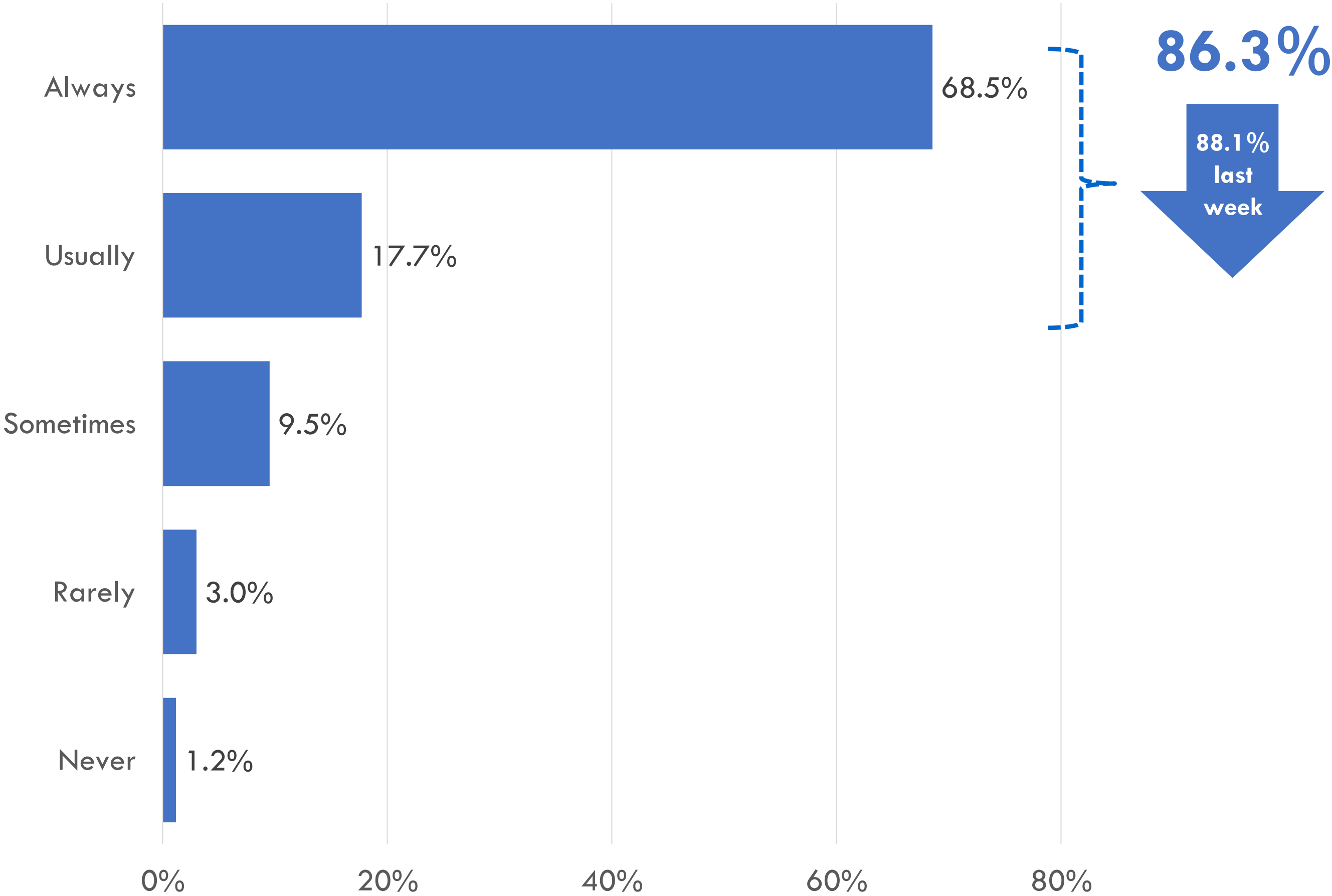
(Base: Wave 21 data. All respondents, 1,224 completed surveys. Data collected July 31-Aug 2, 2020)



Frequency of Mask Usage

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

(Base: Wave 21 data. All respondents, 1,224 completed surveys. Data collected July 31-Aug 2, 2020)

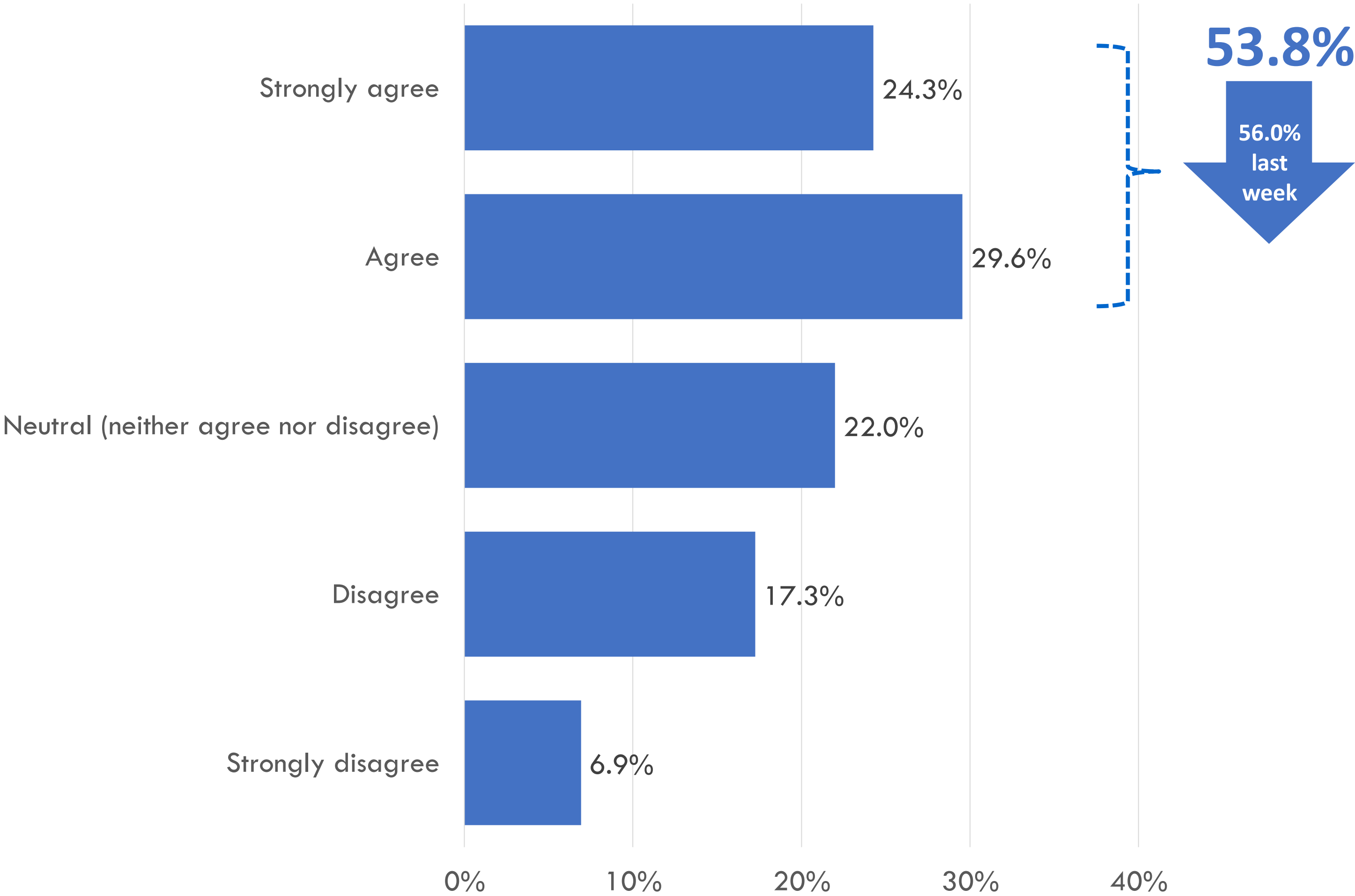


Wearing Masks in the Community

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

(Agreement scale)

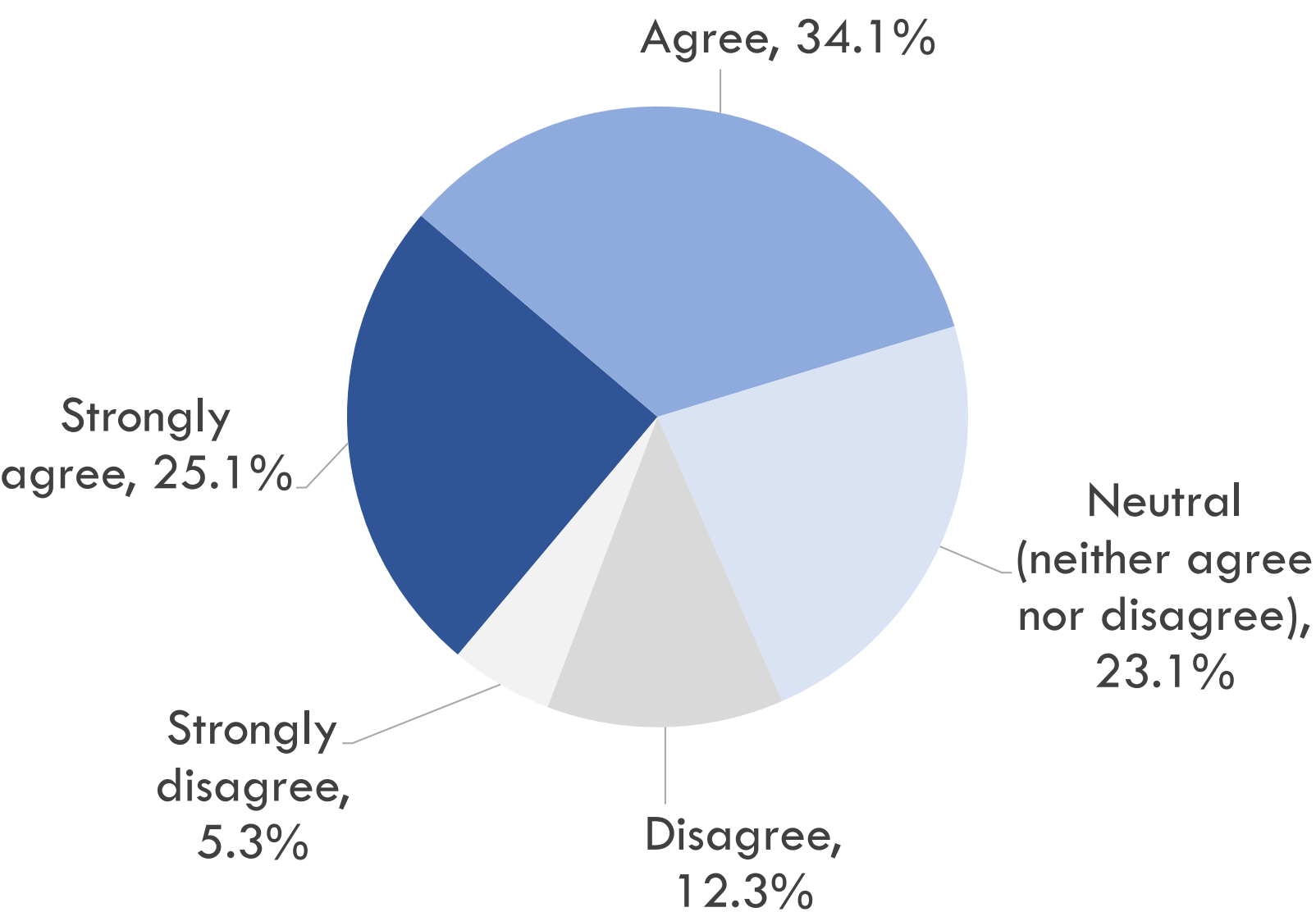
(Base: Wave 21 data. All respondents, 1,224 completed surveys. Data collected July 31-Aug 2, 2020)



Community Social Distancing

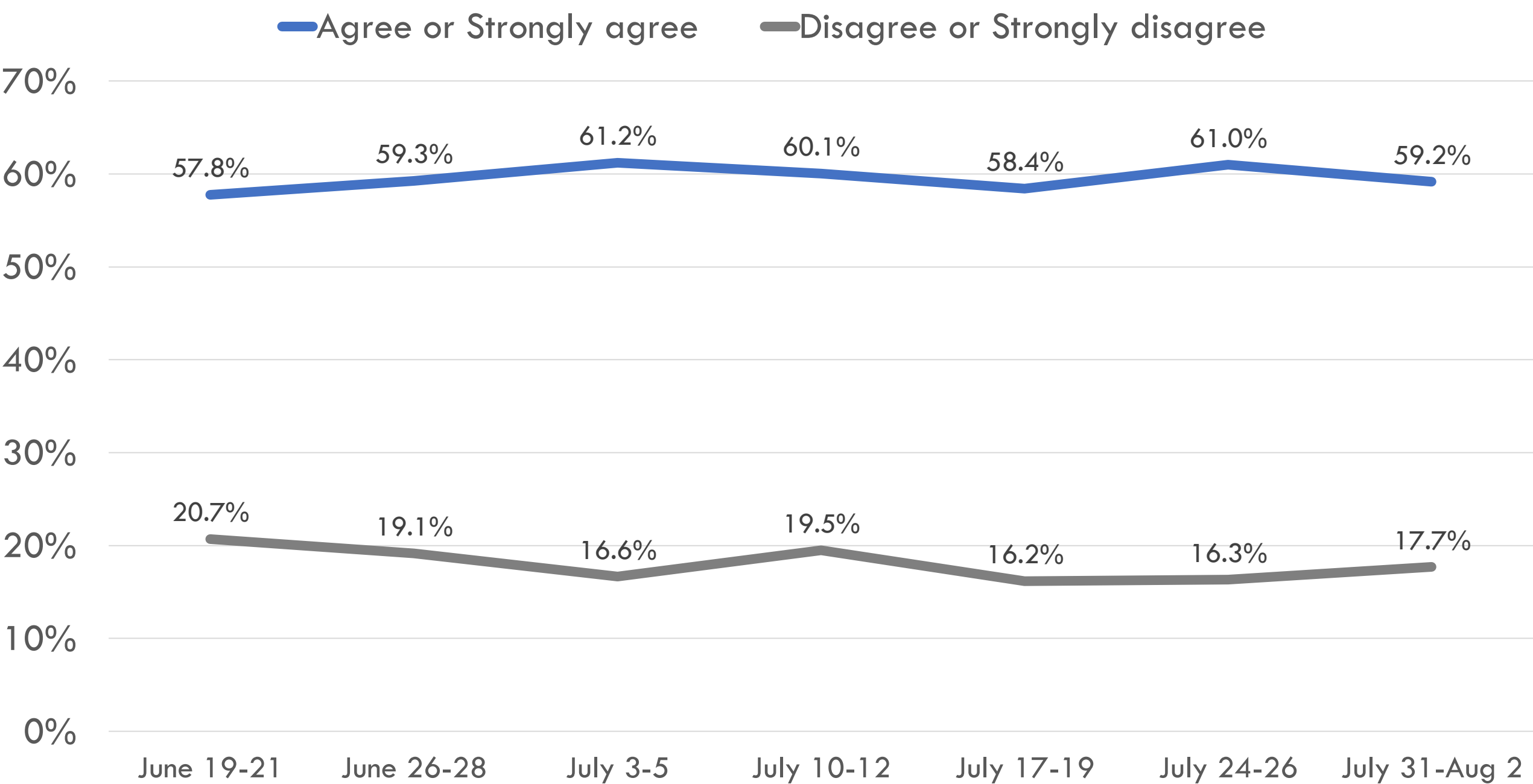
How much do you agree with the following statement?

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



(Base: All respondents, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206 and 1,224 completed surveys. Data collected June 19-21, 26-28, July 3-5, 10-12, 17-19, 24-26 and 31-Aug 2, 2020)

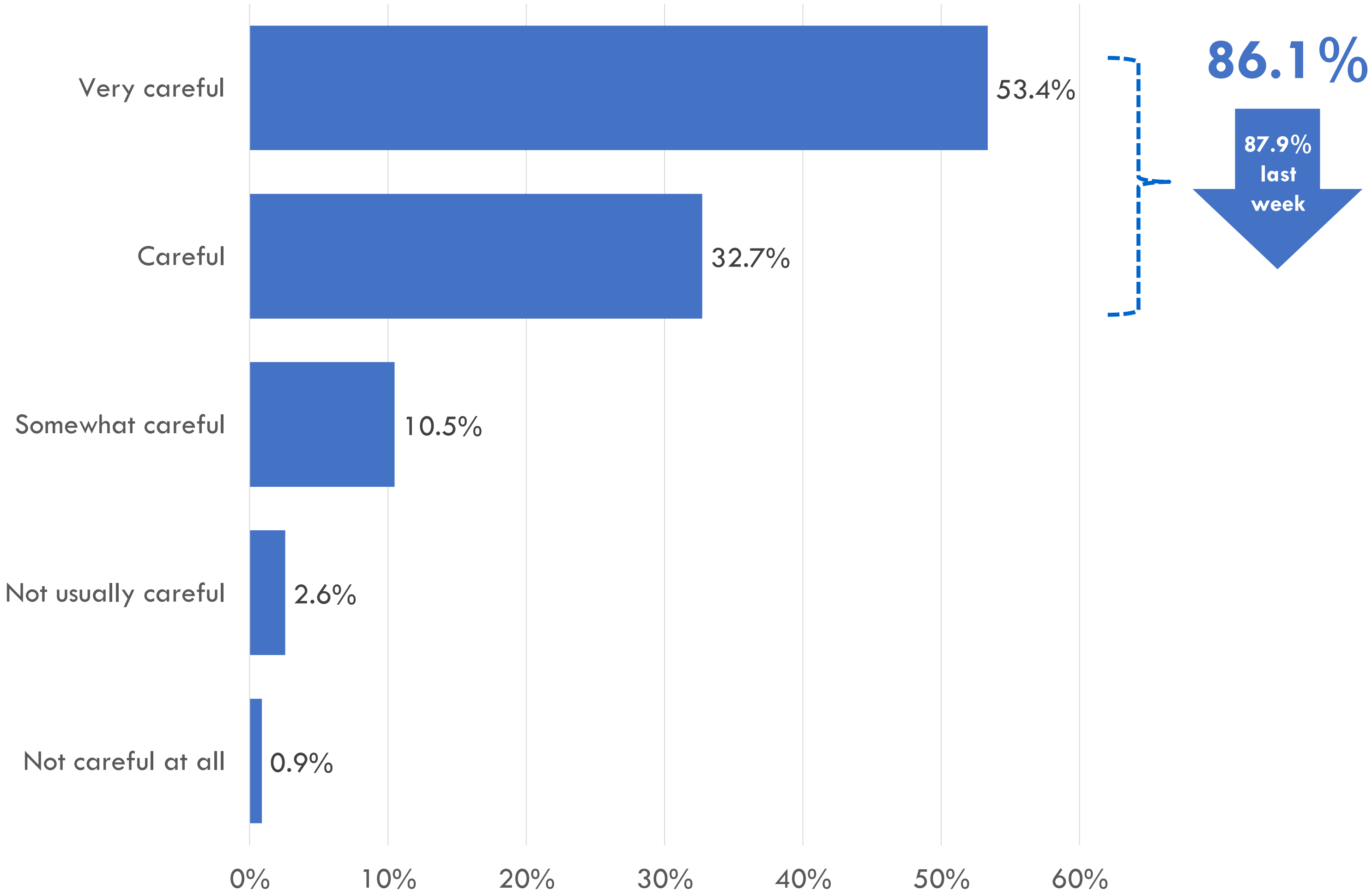
Historical data



How Careful are They About Social Distancing

Question: When you are in public, how careful are you generally to keep an appropriate distance between yourself and others? (Select one)

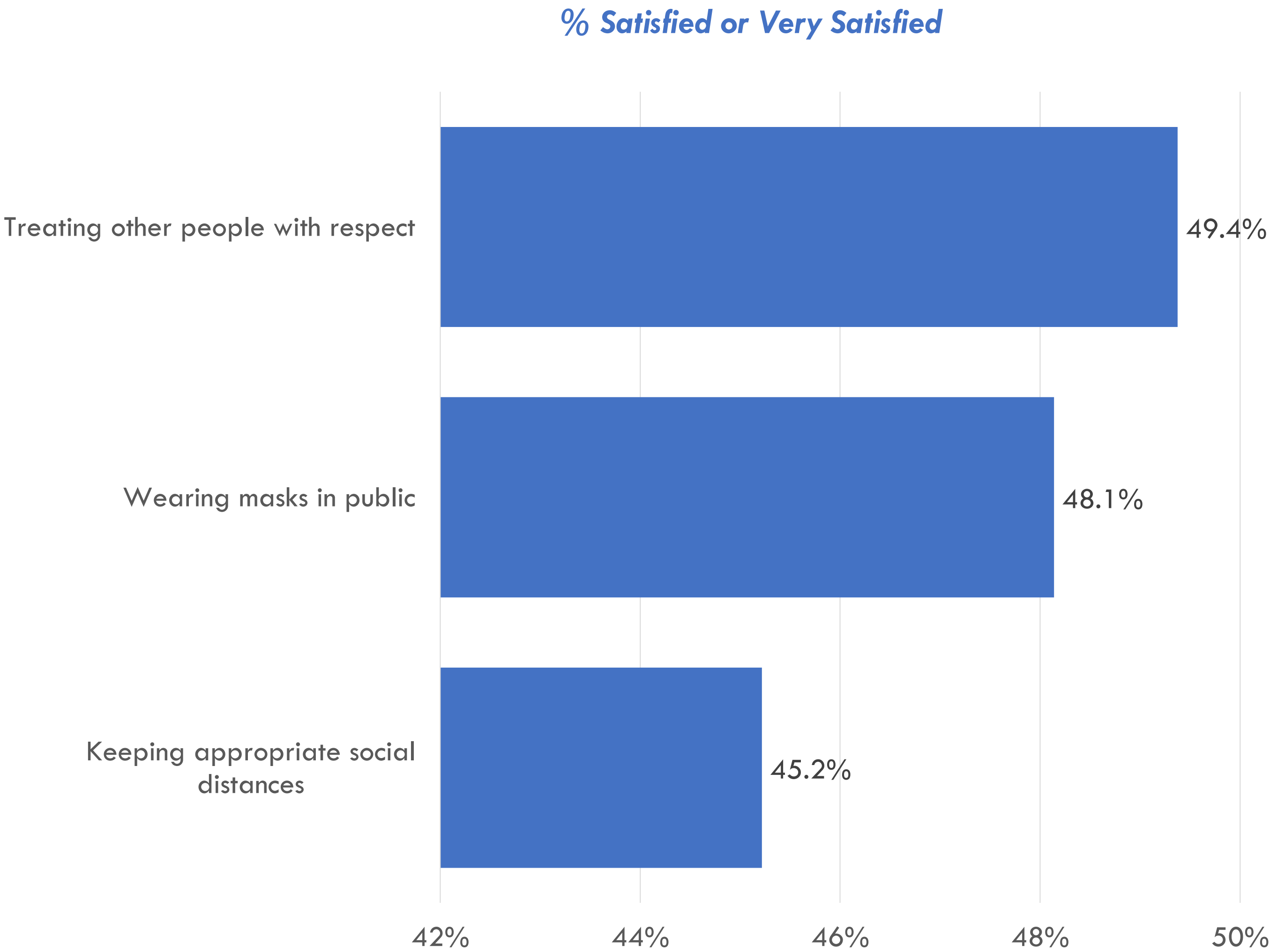
(Base: Wave 21 data. All respondents, 1,224 completed surveys. Data collected July 31-Aug 2, 2020)



Satisfaction with Pandemic Protocols

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

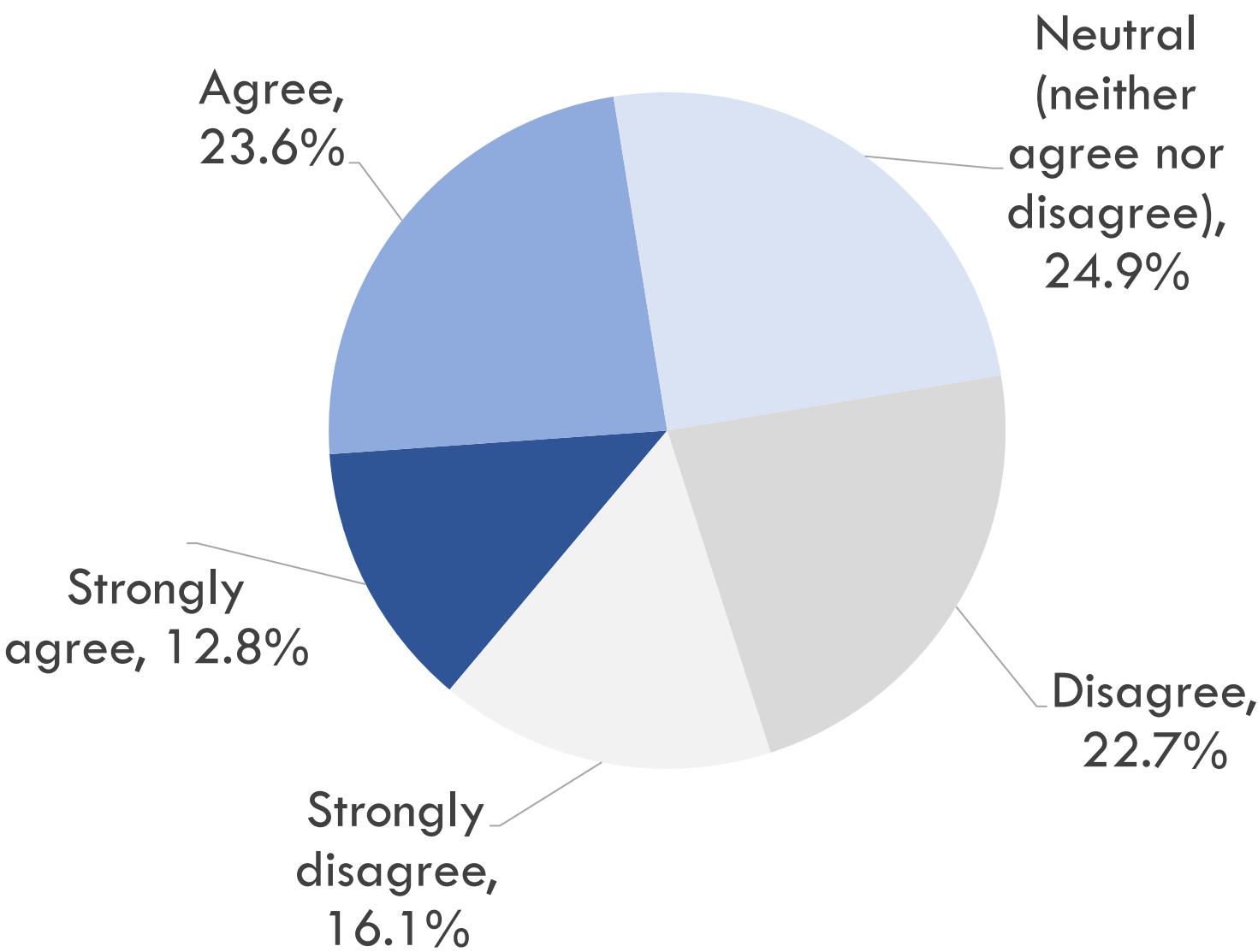
(Base: Wave 21 data. All respondents, 1,224 completed surveys. Data collected July 31-Aug 2, 2020)



Comfort Enjoying Home Community

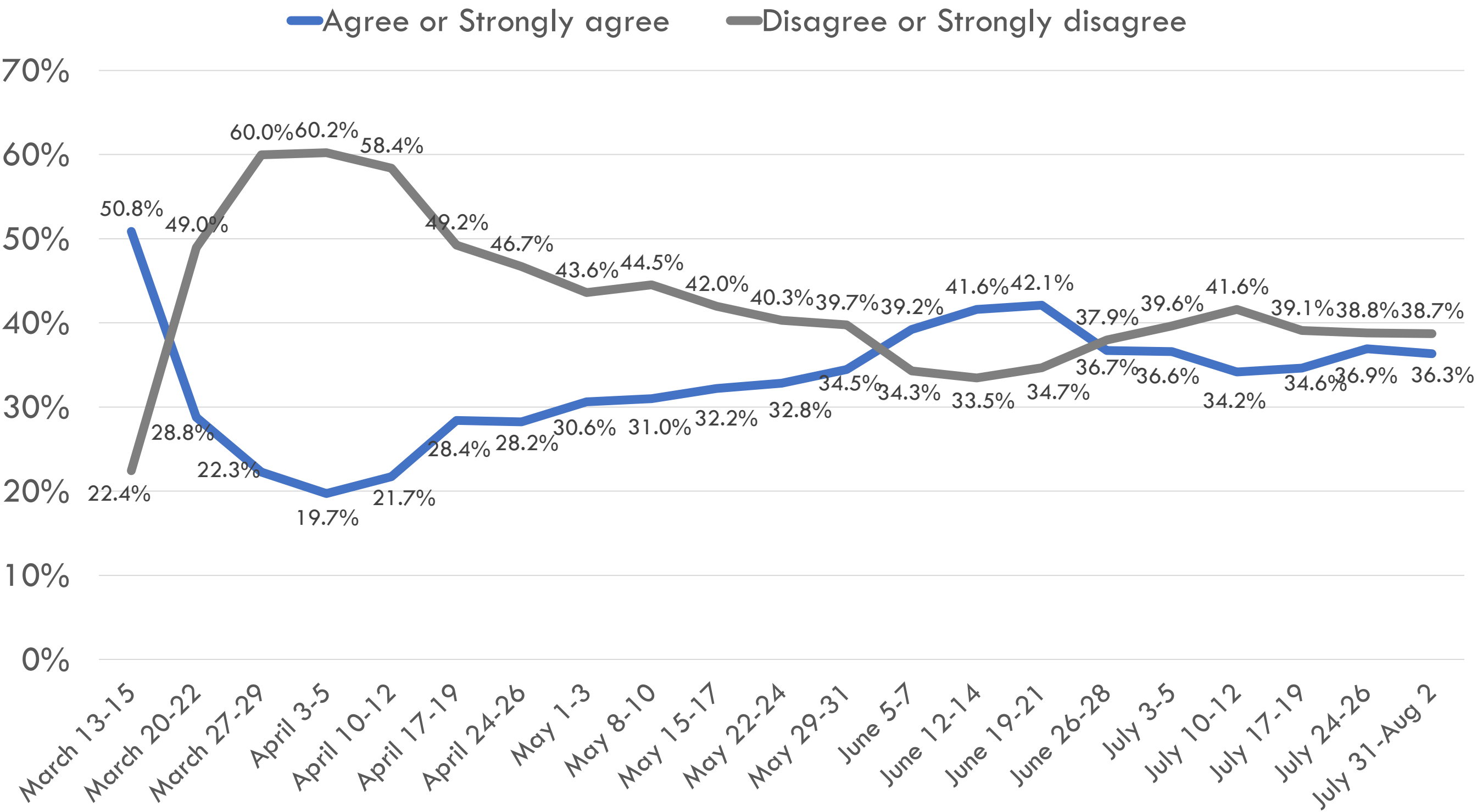
How much do you agree with the following statement?

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, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206 and 1,224 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 and 31-August 2, 2020)

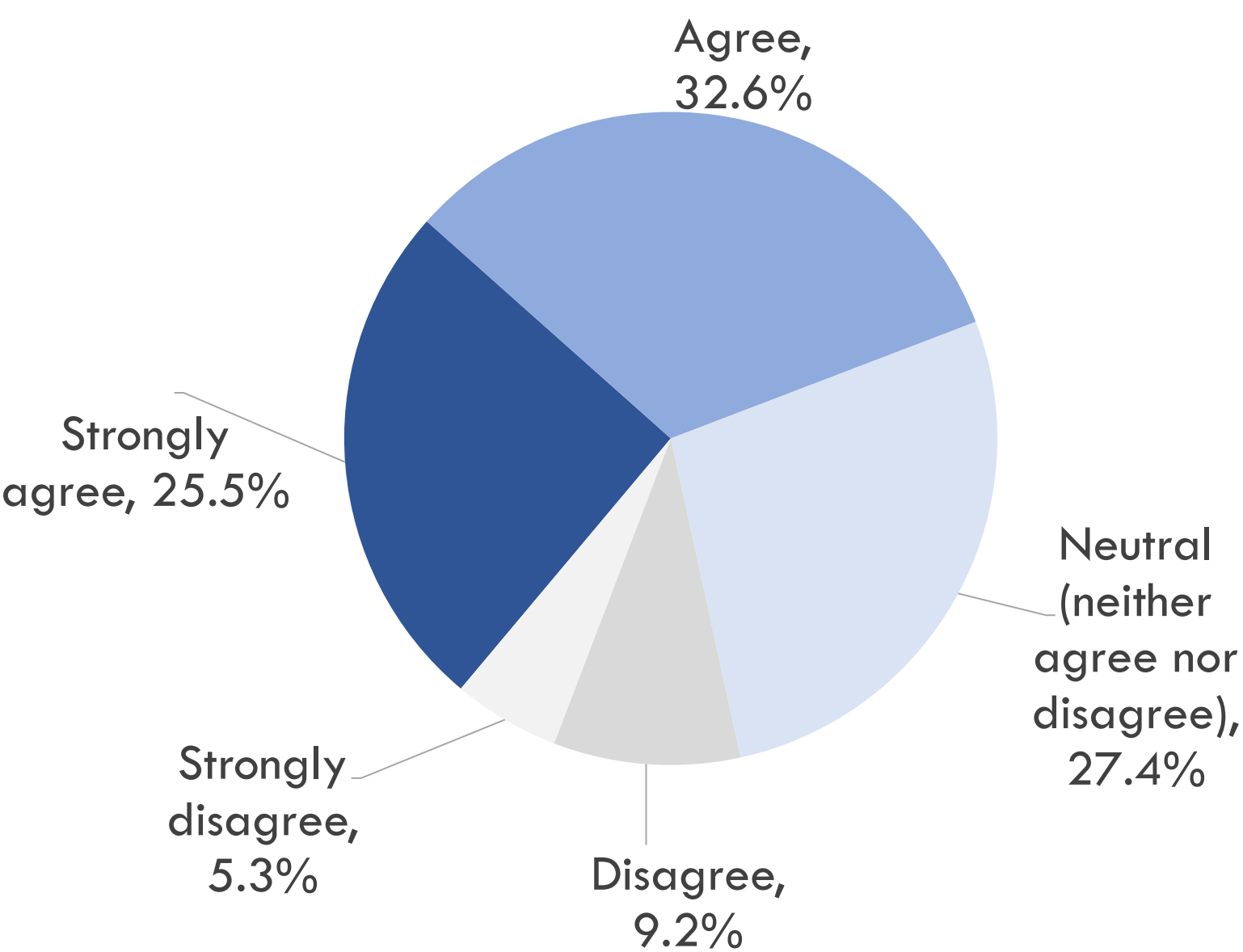
Historical data



Travelers in Community are Unwanted

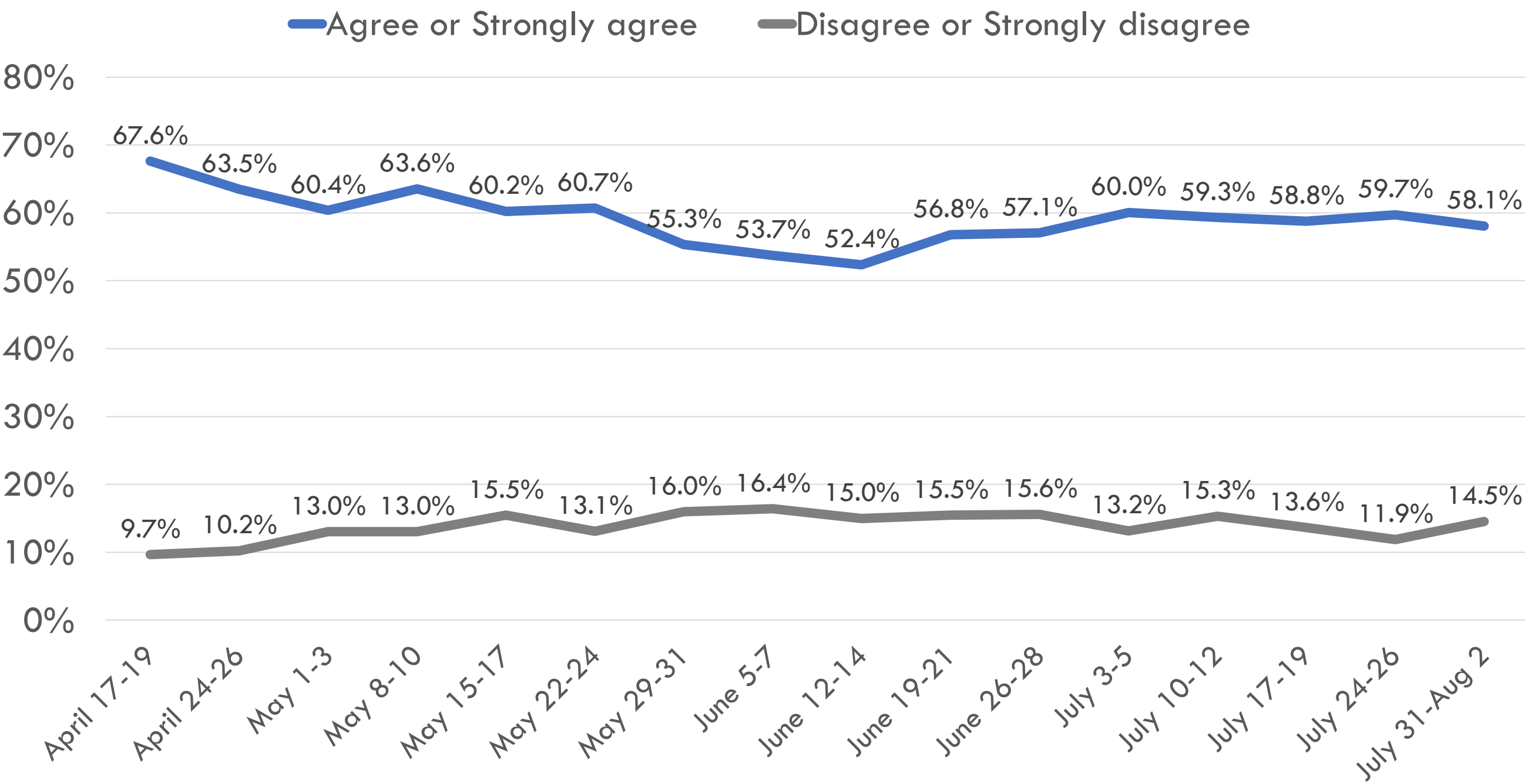
How much do you agree with the following statement?

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

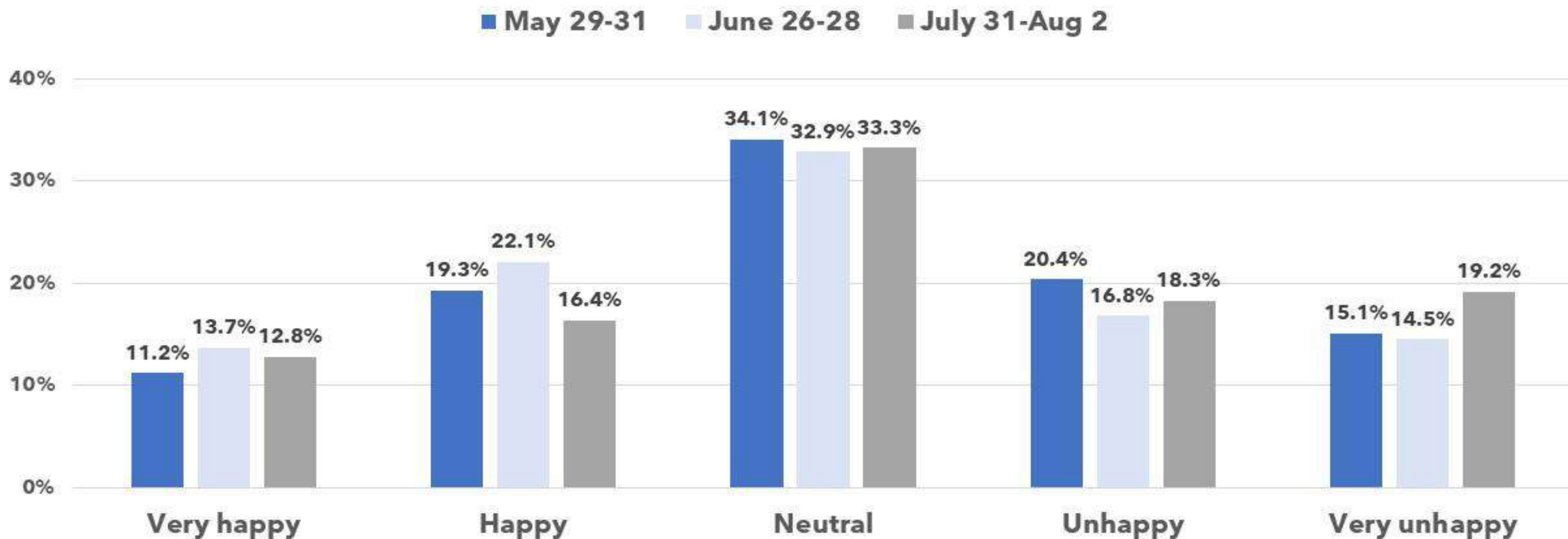


(Base: All respondents, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206 and 1,224 completed surveys. Data collected April 17-19 ,24-26, May 1-3, 8-10, 15-17, 22-24, 29-31, June 5-7, 12-14, 19-21, 26-28 , July 3-5, 10-12, 17-19, 24-26 and 31-August 2, 2020)

Historical data



HAPPINESS WITH SEEING A TOURISM AD FOR OWN COMMUNITY: MAY – JULY



QUESTION: HOW WOULD YOU FEEL IF YOU SAW AN ADVERTISEMENT TODAY PROMOTING YOUR COMMUNITY AS A PLACE FOR TOURISTS TO COME VISIT WHEN IT IS SAFE?

(Base: All respondents, 1,200, 1,206 and 1,224 completed surveys.
Data collected May 29-31, June 26-28, July 31-Aug 2, 2020)

KEY TAKEAWAYS

- **Over one third of American travelers with school-age kids say they are more likely to take family trips this fall if their children do not have in-person education; 21% feel less likely**
- **The proportion of American travelers that say they would be happy to see an ad promoting their community for tourism when it is safe has receded to 29.1% from 35.8% at the end of June**
- **Mask usage and support remain strong**





Coronavirus Travel Sentiment Index

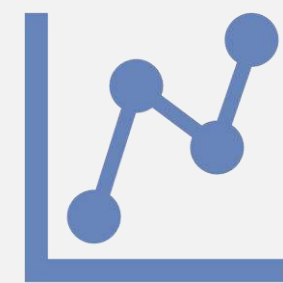
Measuring the Potential Influence of Travel Marketing

Highlights from the Week of August 3rd

What is a Predictive Index?



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



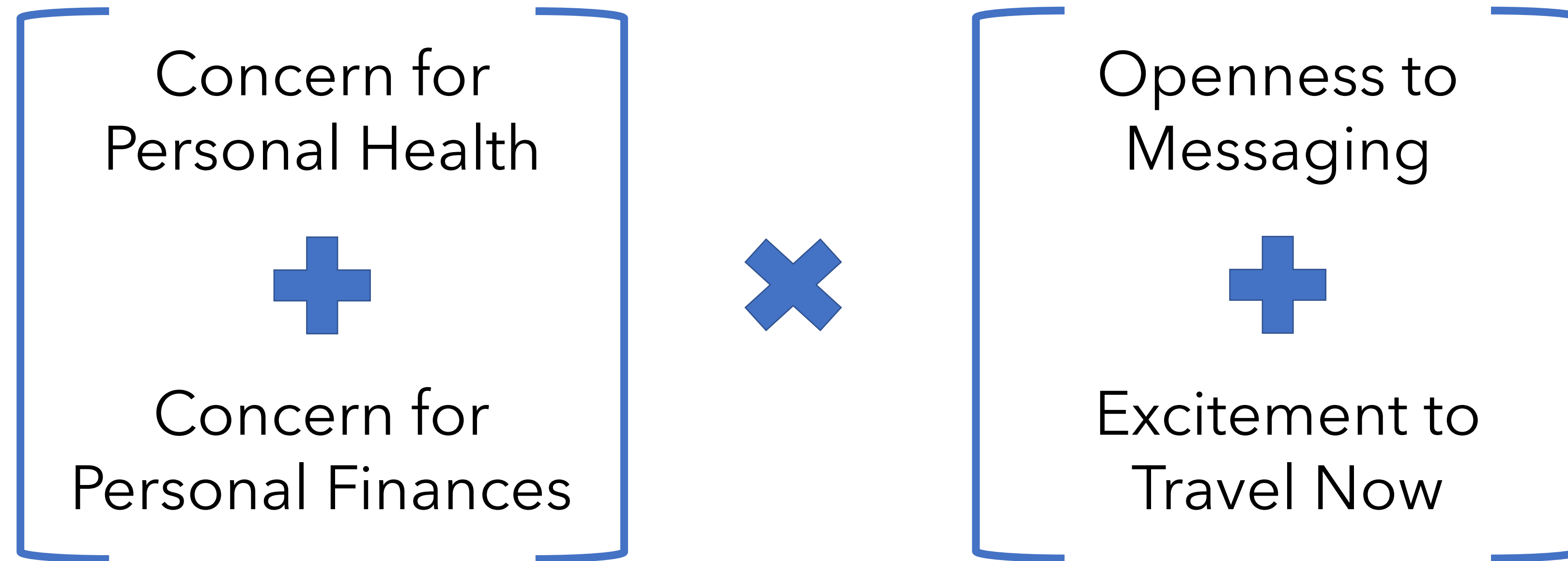
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.



The goals are to identify:

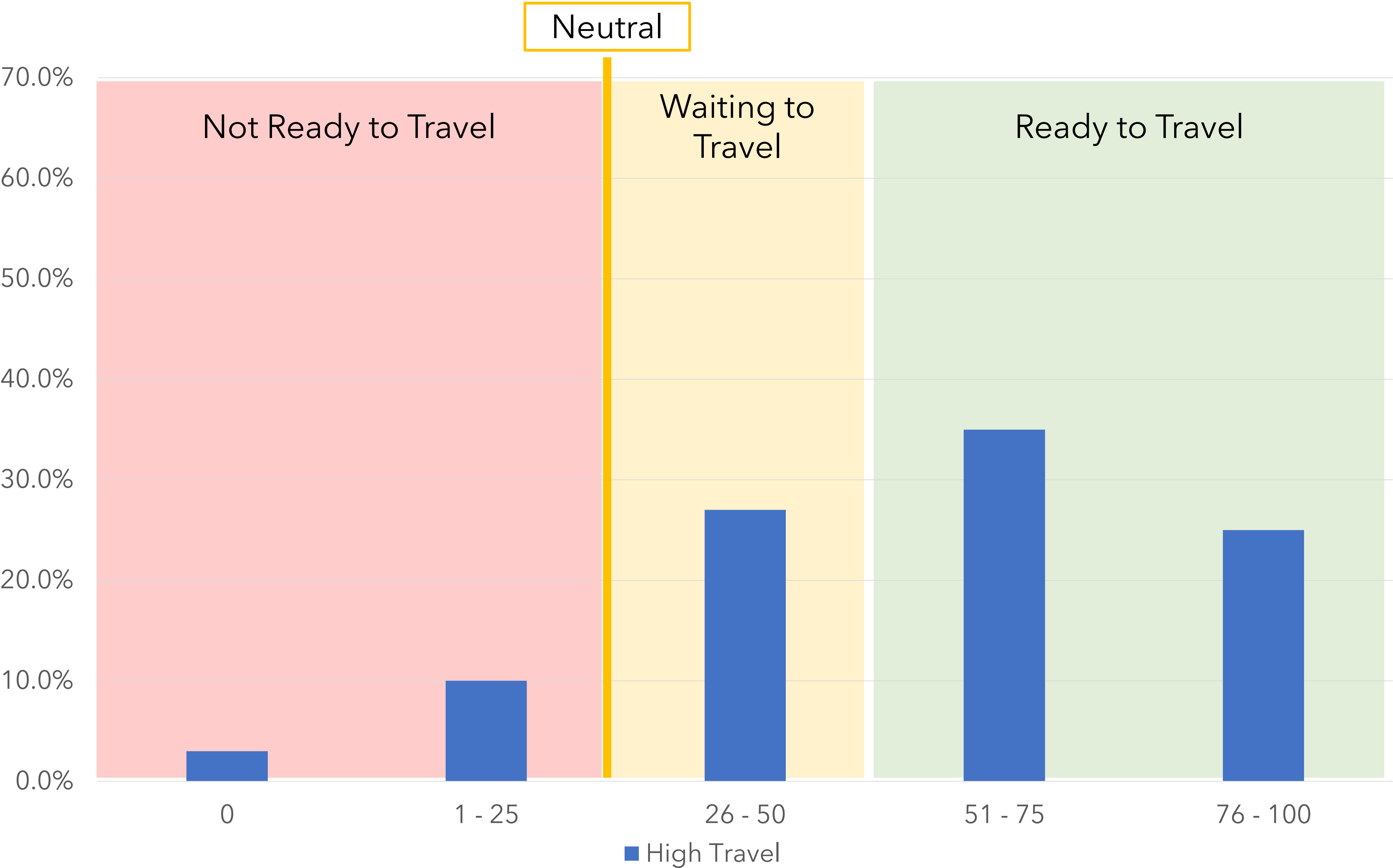
- WHO are the traveler segments that appear receptive to travel marketing and
- WHEN will they be ready to travel

Predictive Index Formula



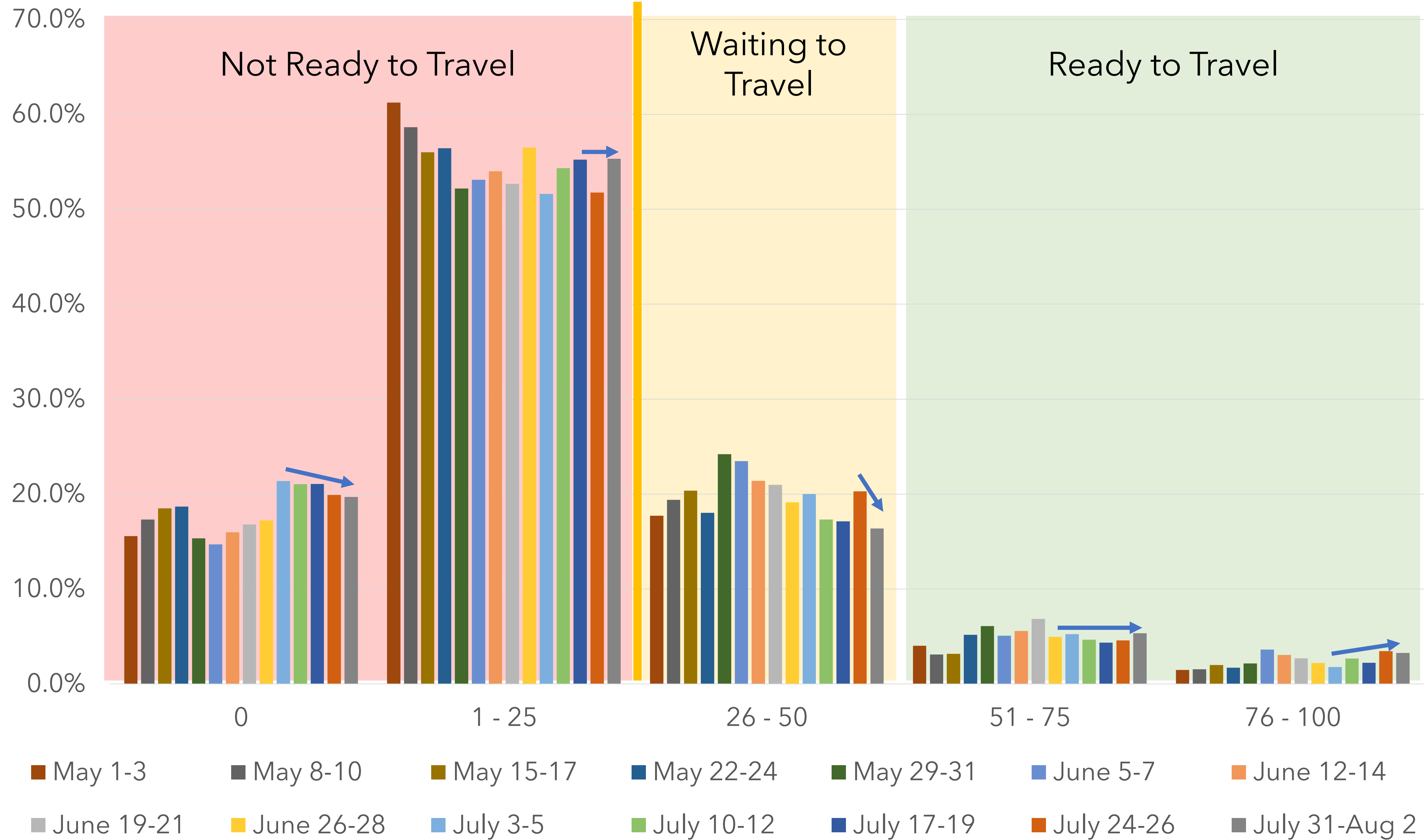
*Normalized to a 100pt scale

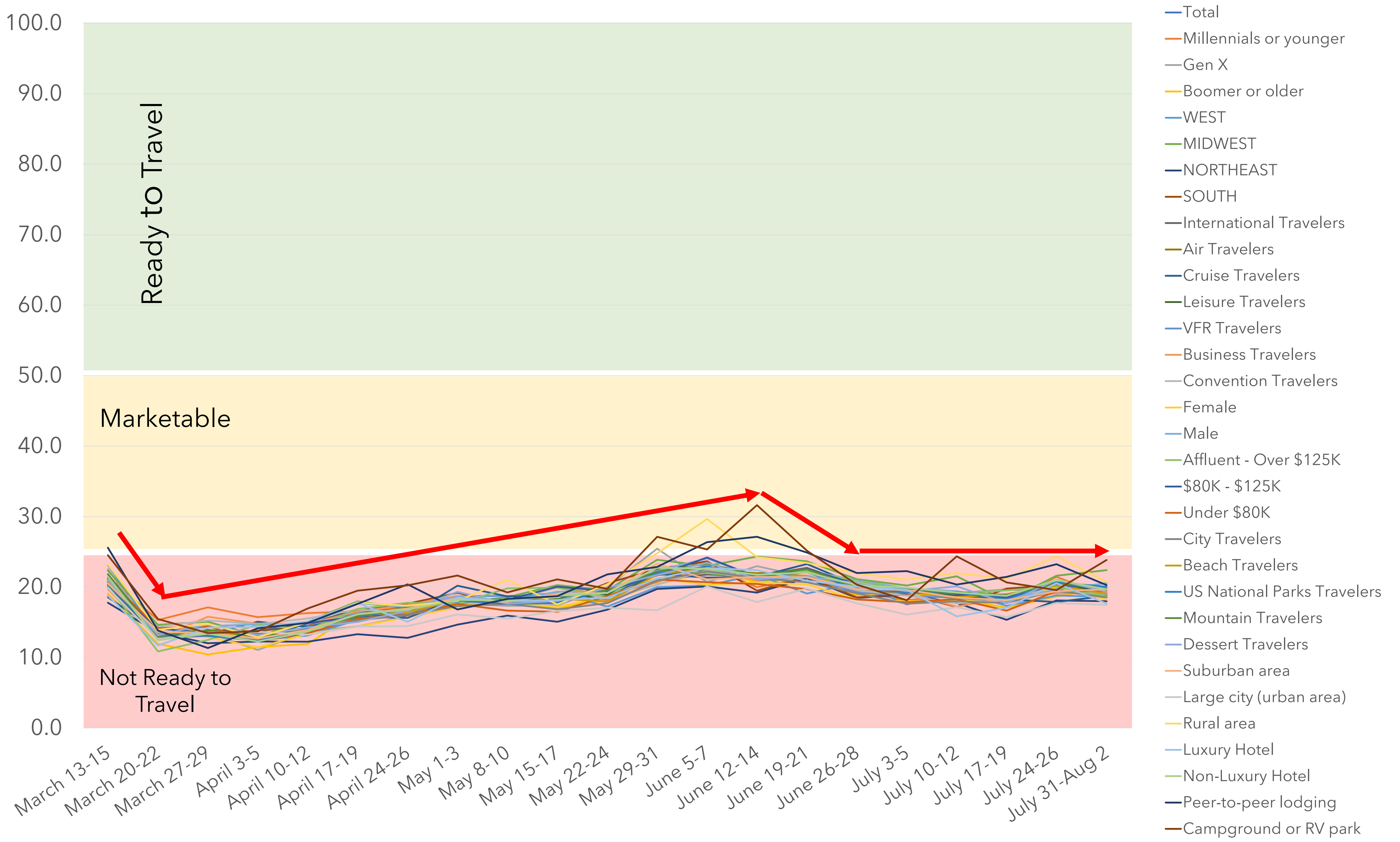
Healthy Travel Outlook



Travel Outlook

Neutral

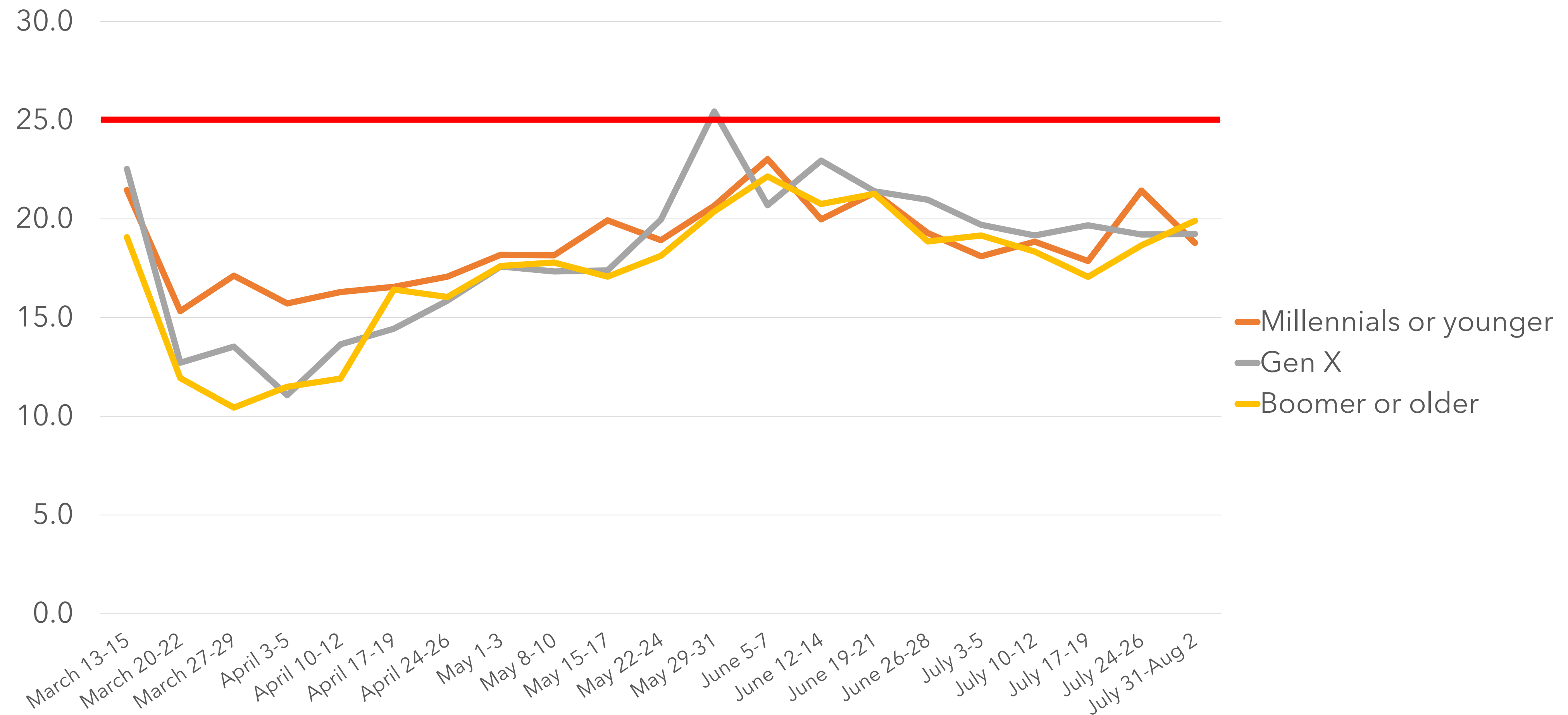




Generation

Points of Interest:

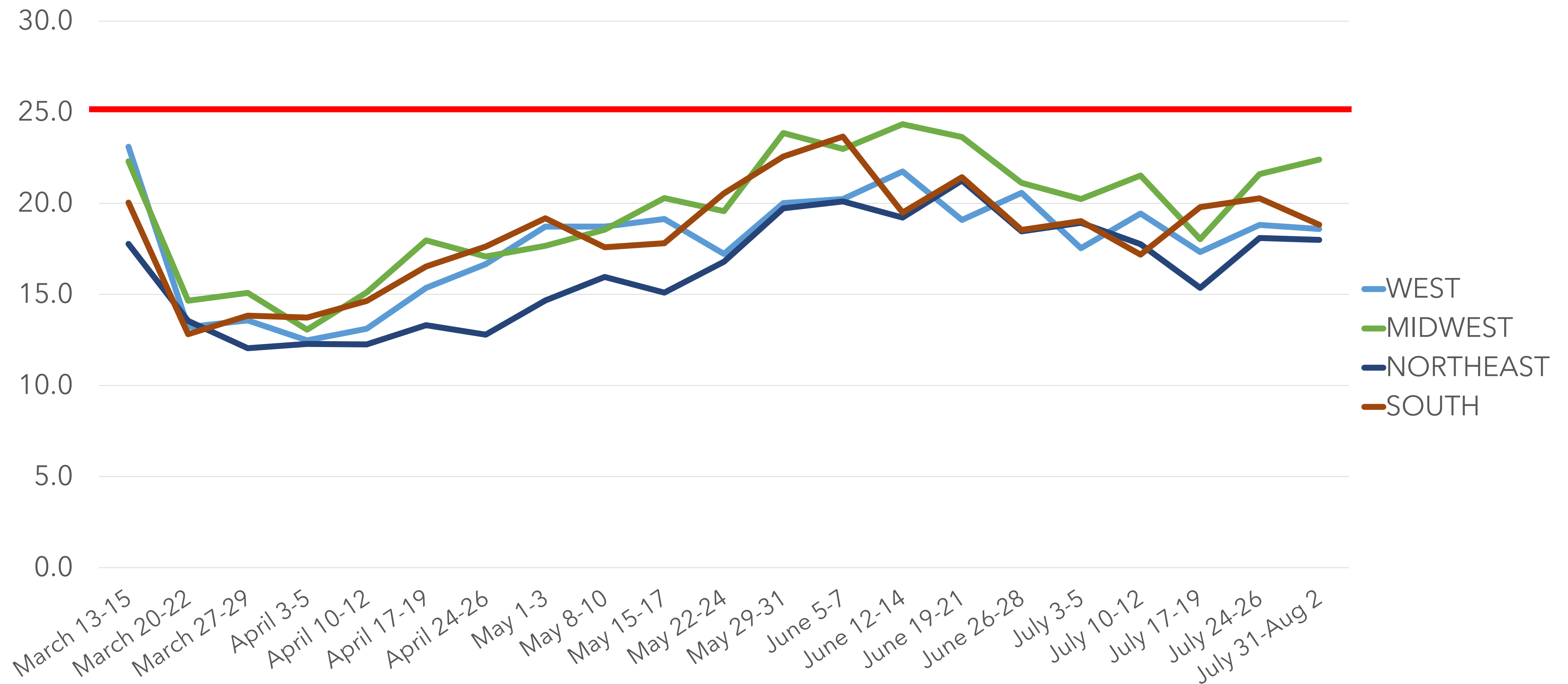
- Boomers showed increased sentiment for two consecutive weeks, in contrast to other generations.
- Boomers showed a decrease in safety concerns again this week.
- Over a third of Millennials (32.7%) reported they would be Happy or Very happy to see an ad promoting their community for travel.



US Region

Points of Interest:

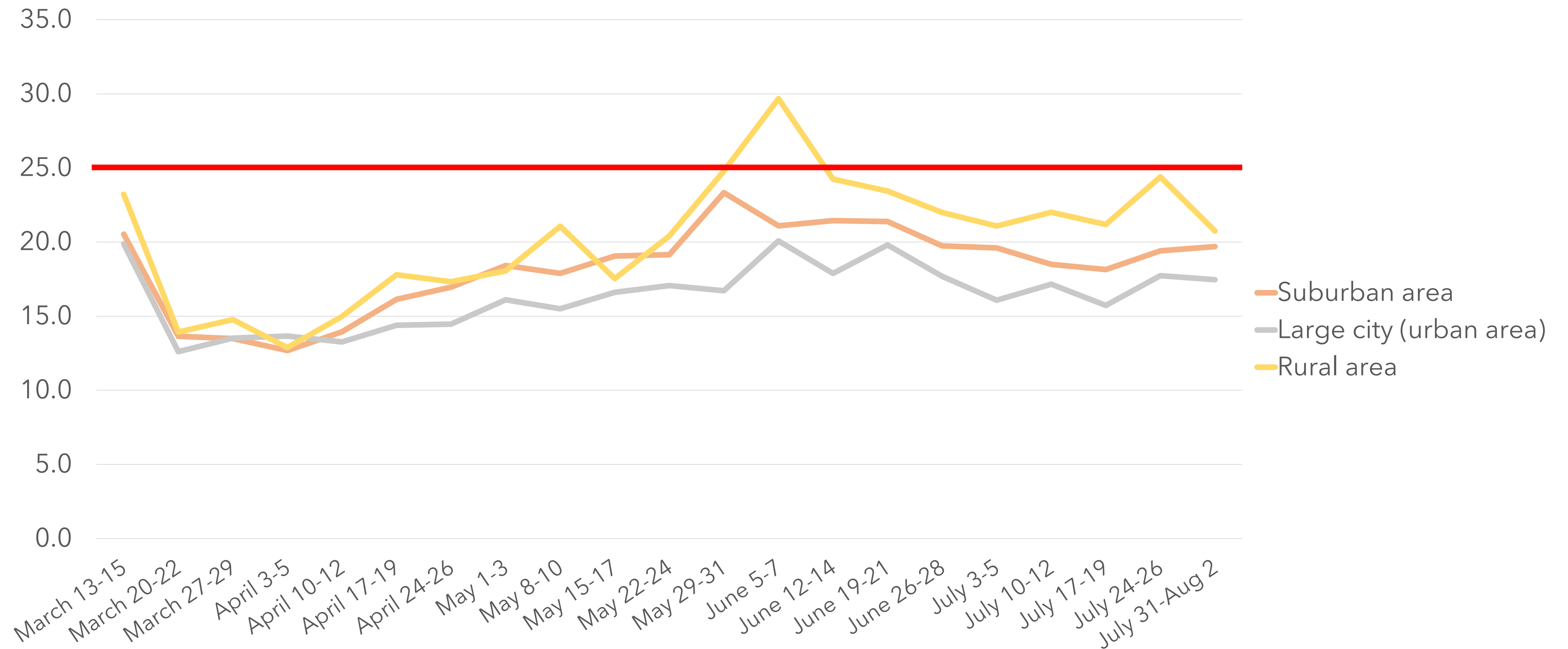
- The Midwest indexed highest amongst US regions this week and is the only region to show any sentiment growth this week.
- The Midwest and West regions showed slight decreases in safety concerns this week.
- The Midwest region showed more excitement for travel and openness for travel messaging again this week than the other US regions.



Type Of Residence

Points of Interest Impacting Index Scores:

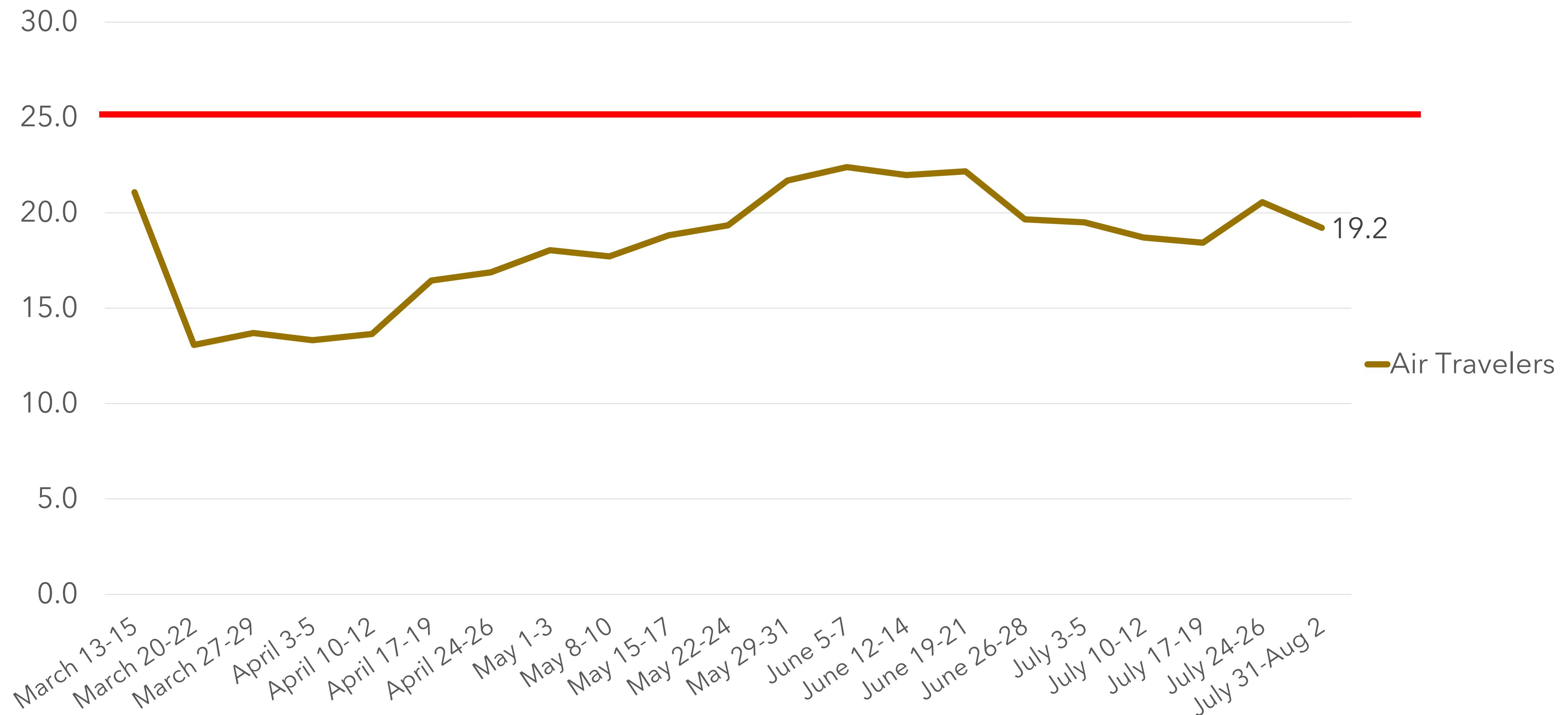
- Rural respondents continue to index higher than their Urban and Suburban counterparts, but at a smaller margin this week.
- Rural respondents reported increased safety concerns this week, while both Urban and Suburban respondents showed decreased levels of safety concern.
- Large city Urban respondents were the most likely to be satisfied by how their communities were behaving during the pandemic.



Air Travelers

Points of Interest:

- Air Travelers reported slightly decreased sentiment this week compared to one week ago.
- Safety concerns amongst Air Travelers increased this week.
- 29.5 percent of Air Travelers this week said they would take their next trip on a commercial airline this year.



Next/Ongoing Updates

- Key Findings to Know released via email every Monday morning
- Complete Report of Findings sent (and dashboard updated) by each Tuesday morning
- Online Presentation of Findings every Tuesday at 8:00am PST/11:00am EST
- Shareable infographics and gifs on social media



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

Send suggestions or requests for questions to:

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

15-minute presentations for your board and stakeholders

info@destinationanalysts.com



A silhouette of two people climbing a large rock at sunset. One person is standing on the rock, and the other is reaching up to help them. The background is a warm, orange-hued sky with some sparse vegetation in the foreground.

Research & Data Support for Grant Applications & Recovery Programs

info@destinationanalysts.com