



CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

PRESENTATION OF FINDINGS
Week of September 14th, 2020



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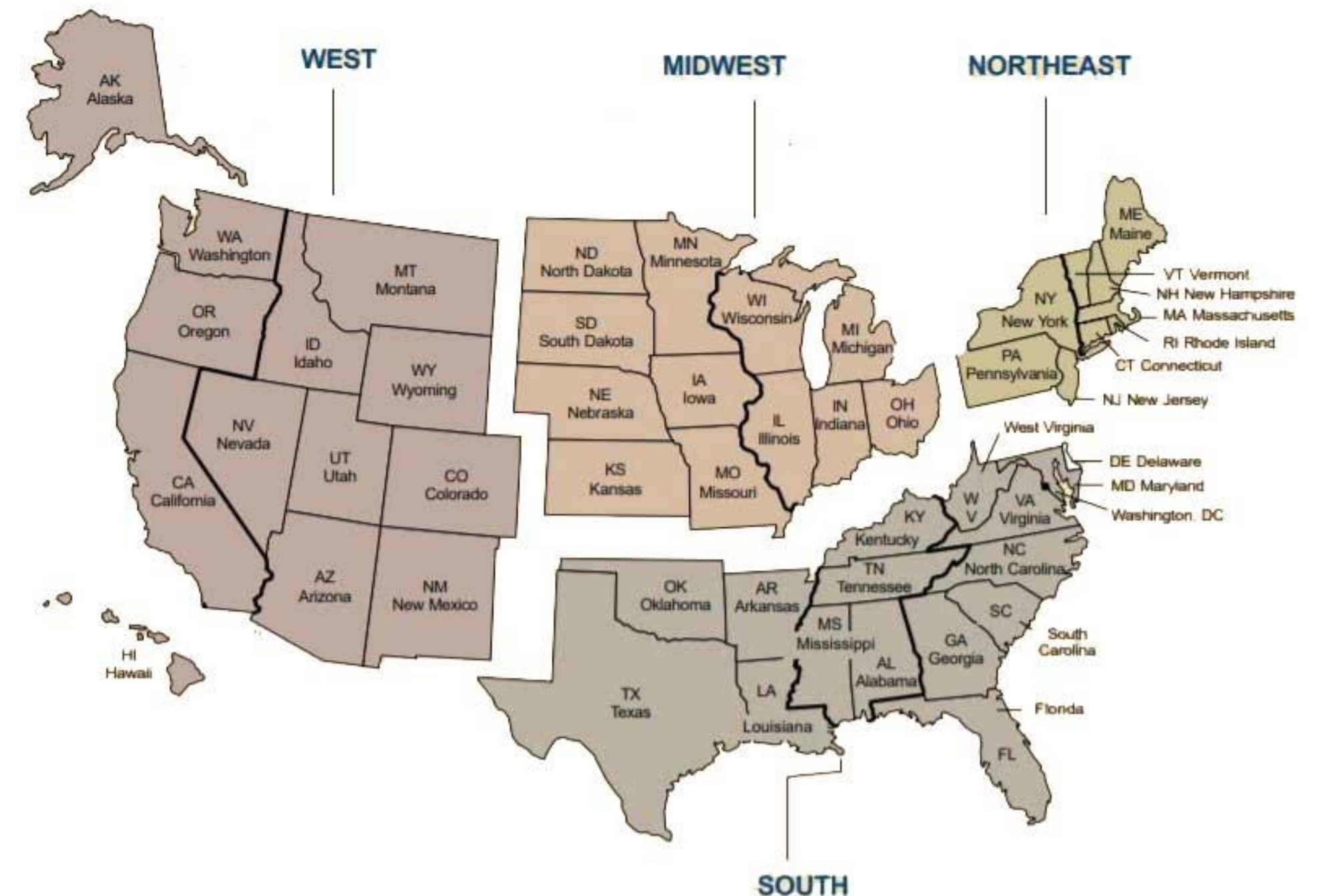
A close-up photograph of a piece of brown cardboard that has been torn. The tear is irregular and jagged, revealing a white surface underneath. The text "Independent, unbiased research" is printed in a dark, sans-serif font across the white area. The cardboard itself has a textured, fibrous appearance with some small holes and frayed edges.


Independent, unbiased
research

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 27 data (fielded September 11th-13th) 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





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Friday, January 08

HOME

WORLD NEWS

BUSINESS

ENTERTAINMENT

TECHNOLOGY

SPORTS

FASHION

NEWS ONLINE



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WORLD NEWS



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Instru expres

BUSINESS

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ENTERTAINMENT

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TECHNOLOGY

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SPORTS

Explained how improving household pretended.



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Opinion: The California Dream, A Catastrophic Wake Up Call

September 12, 2020 - 7:52 AM ET
Heard on Weekend Edition Saturday



SCOTT SIMON



2-Minute Listen

+ PLAYLIST



A funnel appears in a thick plume of smoke from the Loyalton Fire in Lassen County, Calif., Saturday, Aug. 15, 2020.
Katelynn & Jordan Hewlett/AP

The dreamscape of California has looked like a hellscape this week. California, America’s Golden state — "Warm, palmy air — air you can kiss..." wrote Jack Kerouac — has had choking air, scalding heat, and surreal orange skies.

California has been the dreamland of so many who hope to strike it rich, or start over, a state-of-mind, as well as a state: a place for fresh-starts, freeways, and free love.

This season has brought a cascade of calamities to California and the West, atop the pandemic. And Californians may wonder if these are catastrophes to be endured just once a century, or a generation, or are they our new way of life?

Steve Pennebaker, a software engineer and 4th generation Californian, told us this week that when drought, fires, blackouts, and mudslides struck his state time after time these past few years, friends would say, "Well, this is once in a lifetime."

"I've been hearing 'once-in-a-lifetime' every few months for years now," he told us.

Steve and his wife, Susan Parker, were already discouraged by how so much of the state they love had become impossible to afford. Rent and home prices soar for those who can pay, while many of those who can't are left to live out of their cars — or sleep on the streets of California's great, glittering cities.

Steve Pennebaker says that with each new year of record fires, drought, and scorched air and earth, he's asked his wife, "Are we frogs who are being boiled and don't know it yet?"



Huge Plumes of Smoke Rise from Wildfires Throughout Oregon and Northern California



When the Aqua and NOAA-20 satellites acquired these images on September 7, 2020, smoke filled the skies across several states. In a few instances, fires grew so hot that they created pyrocumulus "fire clouds" that lofted columns of smoke several miles into the atmosphere. Thick smoke triggered warnings of unhealthy air quality in the region. The fires have created destroyed homes and triggered evacuations in many communities across the western United States. NASA/UPI

License Photo





SPORTS - OUTDOORS

Recreation becomes ‘wreckreation’ as careless outdoor adventures turn destructive

Mon., Sept. 14, 2020




Trash piles up outside a Washington state park restroom. (WDFW/courtesy)

Twitter

Facebook

Email

Reddit

By **Dave Nichols** 
daven@spokesman.com
(509) 459-5441

Recreation is turning into “wreckreation,” as COVID-cabin-fevered hikers, campers and day-trippers venture out and damage public lands all over the state – including, it seems, sparking wildfires with careless or clueless behavior.

“We are experiencing people who don’t normally go outdoors, but it’s what they have, with nowhere else to go to get away from the chaos,” said Janet Pearce, spokesperson for the state Department of Natural Resources (DNR). “But they are bringing that chaos to our trails.”

Some of the fires the state DNR is presently fighting – across hundreds of thousands of acres, at great cost of public money and risk to firefighters – were started when power lines were downed by high winds over the holiday weekend. But many were caused by humans.

At least 107 of the 815 fires on DNR land so far this year were caused by recreation, according to the agency. More than twice that many were caused by burning debris. Nearly 30 were classified as arson.

Public land managers say they’re fit to be tied with the behavior of people this summer who either don’t know or don’t care what they’re doing in the woods.

In this hot, dry weather, grass and brush are like tinder, and Pearce said it doesn’t take much to set them ablaze: Campfires not properly put out. Sending sparks out when firing up an off-road vehicle. A cigarette flicked out a car window. Illegal fireworks.

 United States

Coronavirus Cases:

6,657,598

Deaths:

197,751

Why Covid-19 case numbers are falling in the US

The official case count for Covid-19 in America is declining. But that's not a reason to relax just yet.

By German Lopez | @germanrlopez | german.lopez@vox.com | Sep 14, 2020, 9:00am EDT

f   SHARE



A man wearing a mask sits outside a barbershop on April 24, 2020, in Lilburn, Georgia. | Tami Chappell/AFP via Getty Images

**FUTURE
PERFECT**

Finding the best ways to do good.

The United States has suffered one of the worst **Covid-19** epidemics in the world. But here's a bit of good news: Since late July, the number of new coronavirus cases has steadily declined across most of the country.

Covid-19 vaccine trial participant had serious neurological symptoms, but could be discharged today, AstraZeneca CEO says

By ADAM FEUERSTEIN @adamfeuerstein / SEPTEMBER 9, 2020

[Reprints](#)



Pascal Soriot, the chief executive officer of AstraZeneca.
WIN MCNAMEE/GETTY IMAGES

The participant who [triggered a global shutdown](#) of AstraZeneca's Phase 3 Covid-19 vaccine trials was a woman in the United Kingdom who experienced neurological symptoms consistent with a rare but serious spinal inflammatory disorder called transverse myelitis, the drug maker's chief executive, Pascal Soriot, said during a private conference call with investors on Wednesday morning.

The woman's diagnosis has not been confirmed yet, but she is improving and will likely be discharged from the hospital as early as Wednesday, Soriot said.

The board tasked with overseeing the data and safety components of the AstraZeneca clinical trials confirmed that the participant was injected with the company's Covid-19 vaccine and not a placebo, Soriot said on the conference call, which was set up by the investment bank J.P. Morgan.

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WORLD

China Injects Hundreds of Thousands With Experimental Covid-19 Vaccines

Chinese pharmaceutical companies administer newly developed inoculations outside of clinical trials, despite dangers



As government and private money pour into the global race for a Covid-19 vaccine, drugmakers are under great pressure to keep the shot affordable while also keeping investors happy. WSJ explains what this means for the final price tag of the jab. Illustration: Crystal Tai

By [Chao Deng](#)

Updated Sept. 12, 2020 12:22 pm ET

[PRINT](#) [AA TEXT](#)

A Chinese pharmaceutical company has injected hundreds of thousands of people with experimental Covid-19 vaccines, as its Western counterparts [warn against administering mass vaccinations](#) before rigorous scientific studies are complete.

China National Biotec Group Co., a subsidiary of state-owned Sinopharm, has given two experimental vaccine candidates to hundreds of thousands of people under an emergency-use condition approved by Beijing in July, the company said this week. Separately, Chinese drugmaker Sinovac Biotech Ltd. said it has inoculated around 3,000 of its employees and their family members, including the firm's chief executive, with its experimental coronavirus vaccine.

The three vaccine candidates are still undergoing Phase 3 clinical trials, which involve testing a vaccine's safety and effectiveness on thousands of people. Six other [leading Covid-19 vaccine candidates](#) are also in this final phase, according to the World Health Organization.

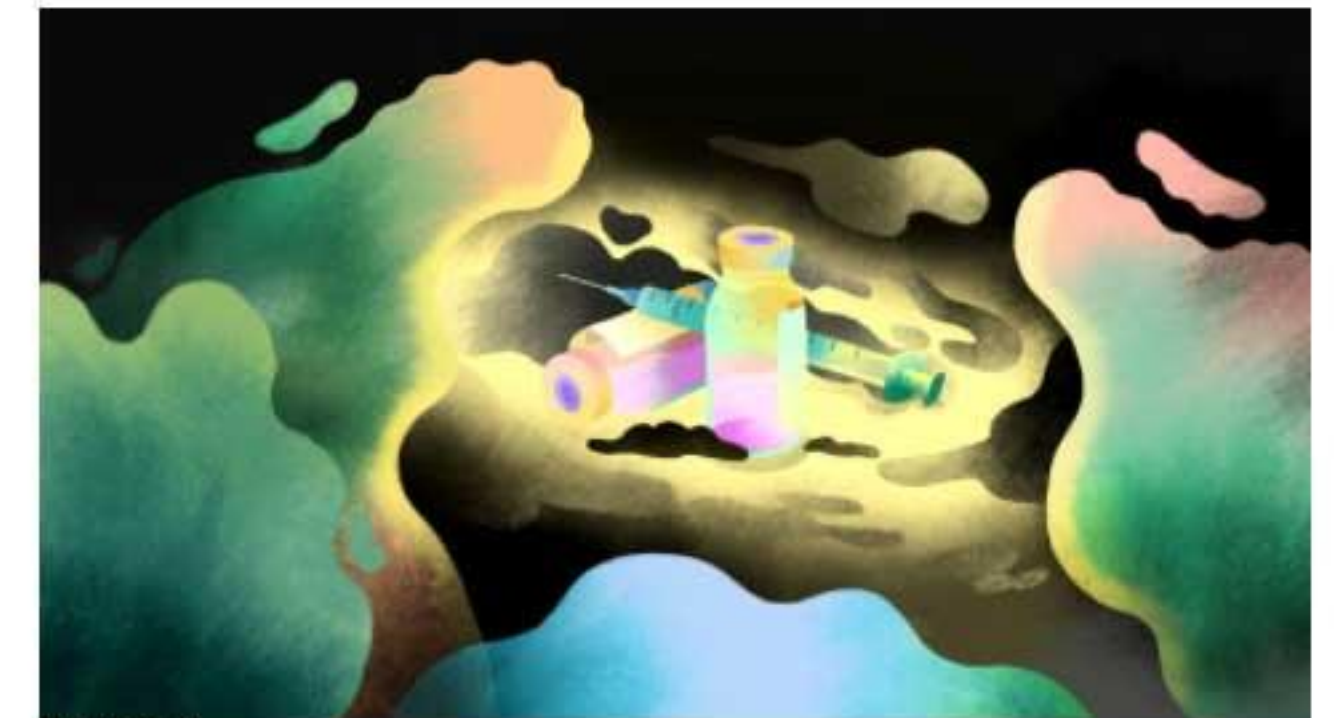
THE CORONAVIRUS CRISIS

A COVID-19 Vaccine May Be Only 50% Effective. Is That Good Enough?

September 12, 2020 - 7:00 AM ET



ALLISON AUBREY



Jessie Zheng for WSJ

As we get closer to a COVID-19 vaccine, it's exciting to imagine a day when the virus is gone. But a vaccine will not be a magic bullet. In fact, it may be only about 50% effective.

Dr. Anthony Fauci, chief of the National Institute of Health and Infectious Disease, has [tried to set realistic expectations](#) when discussing the importance of a vaccine. "We don't know yet what the efficacy might be. We don't know if it will be 50% or 60%," Fauci said during a Brown University event in August.

"I'd like it to be 75% or more," Fauci said, but he acknowledged that may not be realistic.

The Food and Drug Administration has said that once a vaccine is shown to be safe and at least 50% effective, it could be approved for use in the U.S.

So what does 50% efficacy mean?

Canada reports no new deaths from coronavirus for the first time since March

BY SOPHIE LEWIS

UPDATED ON: SEPTEMBER 12, 2020 / 4:41 PM / CBS NEWS



Canada reported no new deaths from [COVID-19](#) on Friday for the first time in six months. The last time the country reported **no** new deaths from the virus on March 15, at the start of lockdowns in North America due to the pandemic, [Reuters reports](#).

As of Friday evening, over 6 million people had been tested for COVID-19 in Canada, 2.1% of which came back positive. Some 702 new cases were reported on Friday, but no new deaths, the Public Health Agency of Canada [reported](#).

According to the Public Health Agency of Canada, Quebec reported one new death on September 11, but Ontario removed a previously reported death. That meant the number of deaths reported, 9,163, remained unchanged from the previous day.



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As the numbers improve, "I am reminded of the ways Canadians have pulled together to reduce the spread of COVID-19," Dr. Theresa Tam, Canada's Chief Public Health Officer, said Thursday in a [statement](#). "We have been physically apart from each other in order to plank the curve, but we have found new ways to be together, and connected, while at a distance."

The majority of cases, 80.0%, and deaths, 93.7%, have been reported by Ontario and Quebec.

Daily change

Deaths ▾



Canada ▾

All time ▾



Each day shows deaths reported since the previous day · Updated less than 30 mins ago · Source: [Wikipedia](#) · [About this data](#)



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



[illegible][illegible]

WHAT ONE WORD BEST DESCRIBES HOW YOU FEEL ABOUT TRAVEL RIGHT NOW?



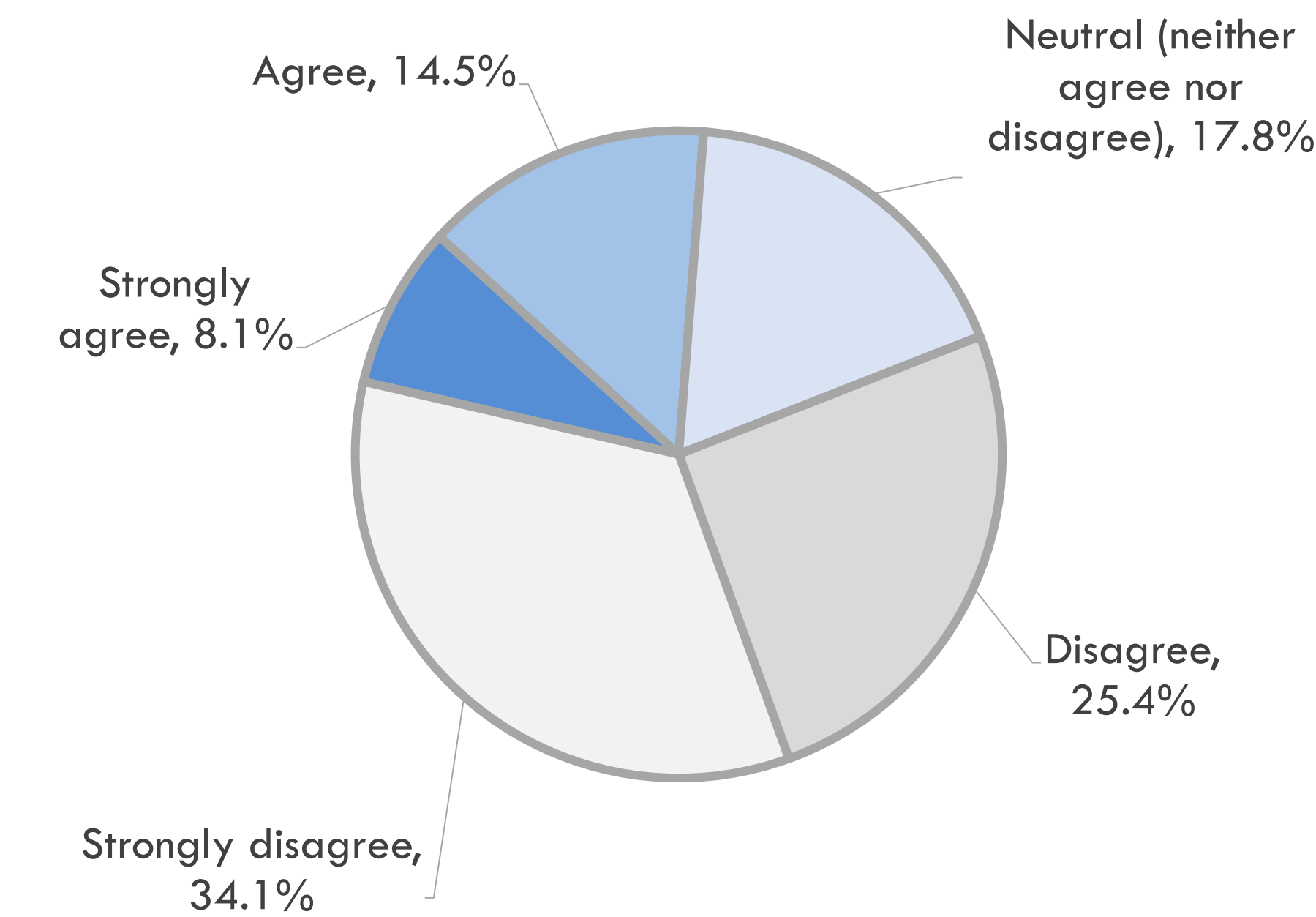
Current Travel Sentiment



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

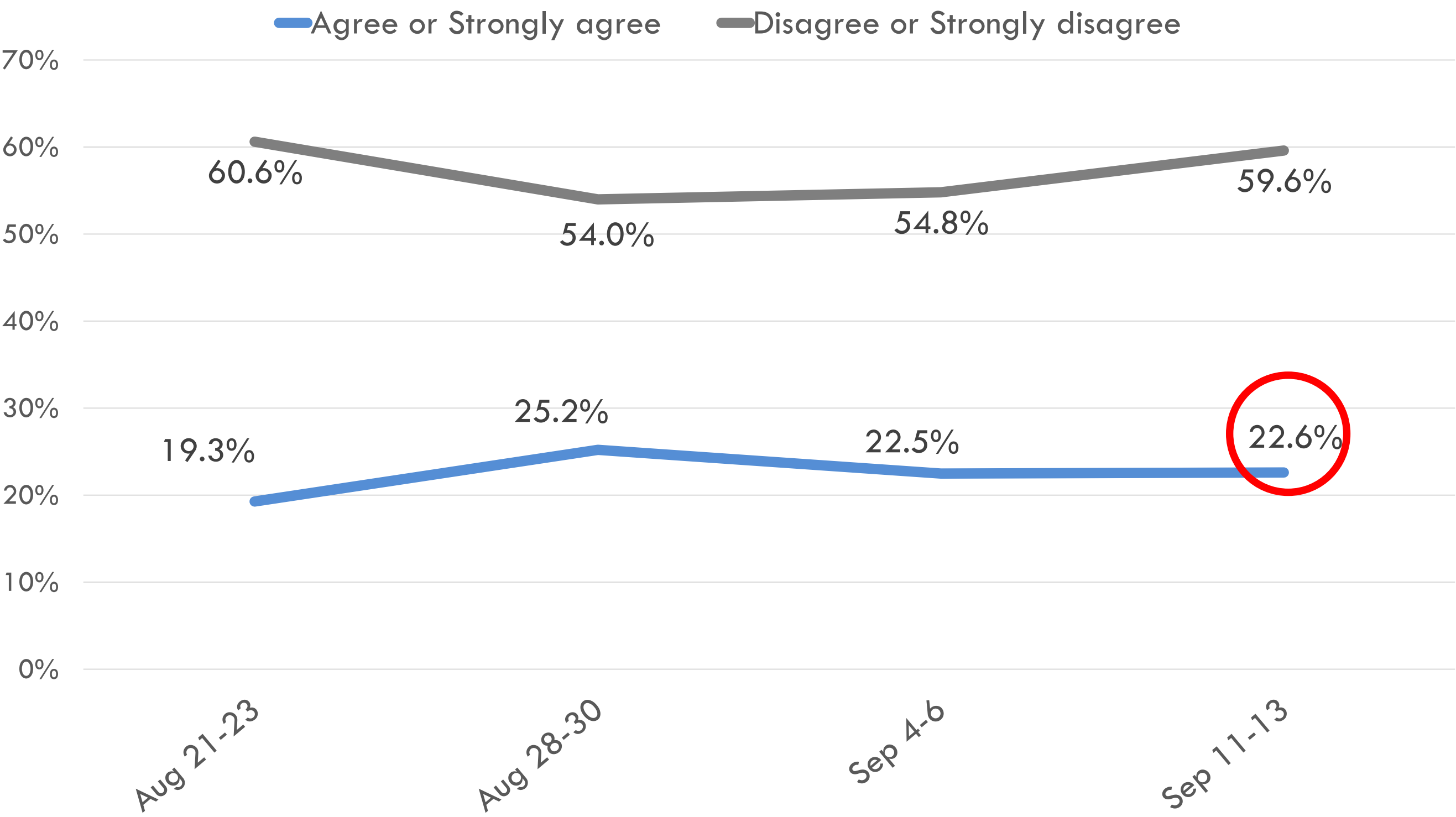
How much do you agree with the following statement?

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



(Base: Waves 24-27. All respondents, 1,207, 1,250, 1,225 and 1,205 completed surveys.)

Historical data

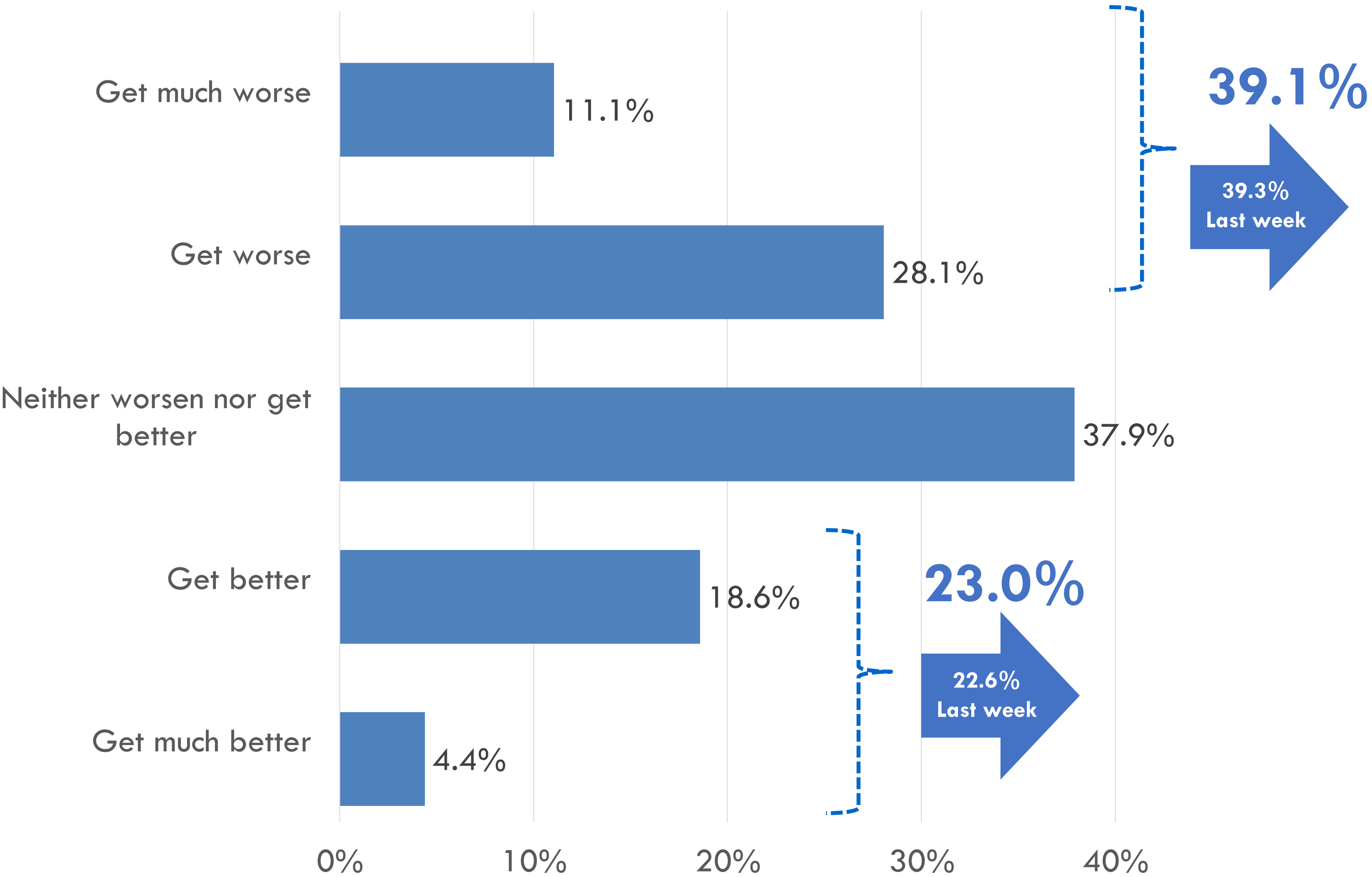


EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

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 27 data. All respondents, 1,205 completed surveys. Data collected Sep 11-13, 2020)

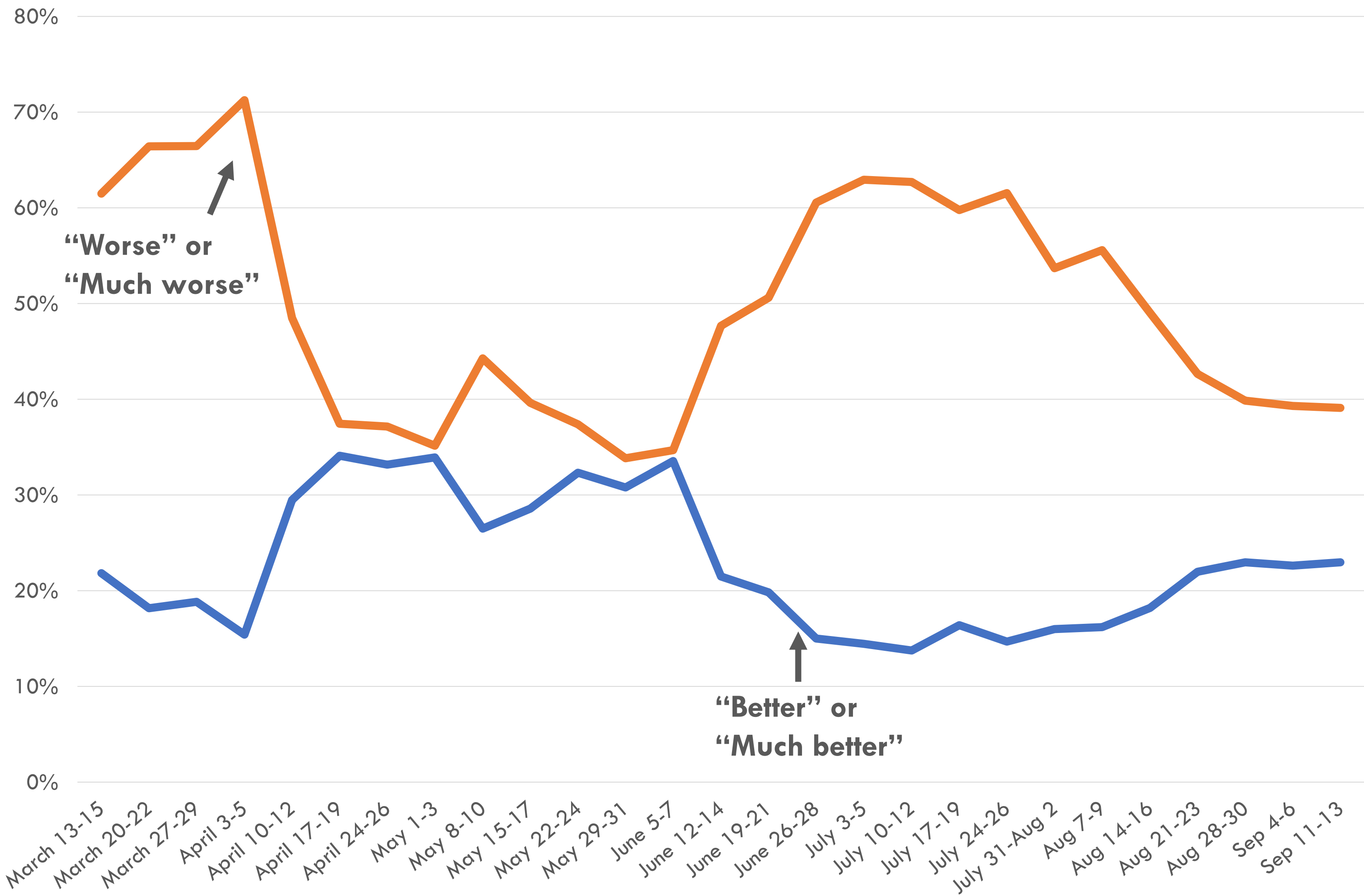


EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-27)

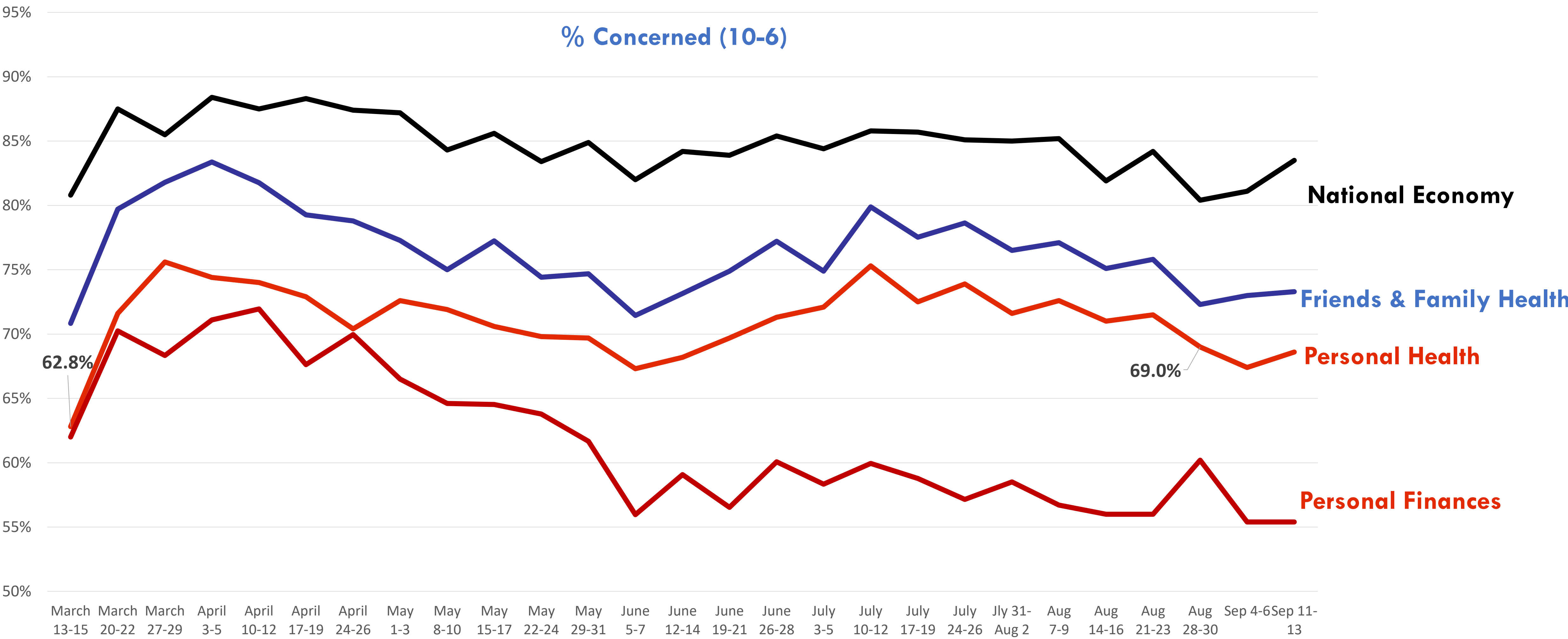
Question: In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change?

In the next month the coronavirus situation will _____

(Base: Waves 1-27. 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, 1,207, 1,250, 1,225 and 1,205 completed surveys.)



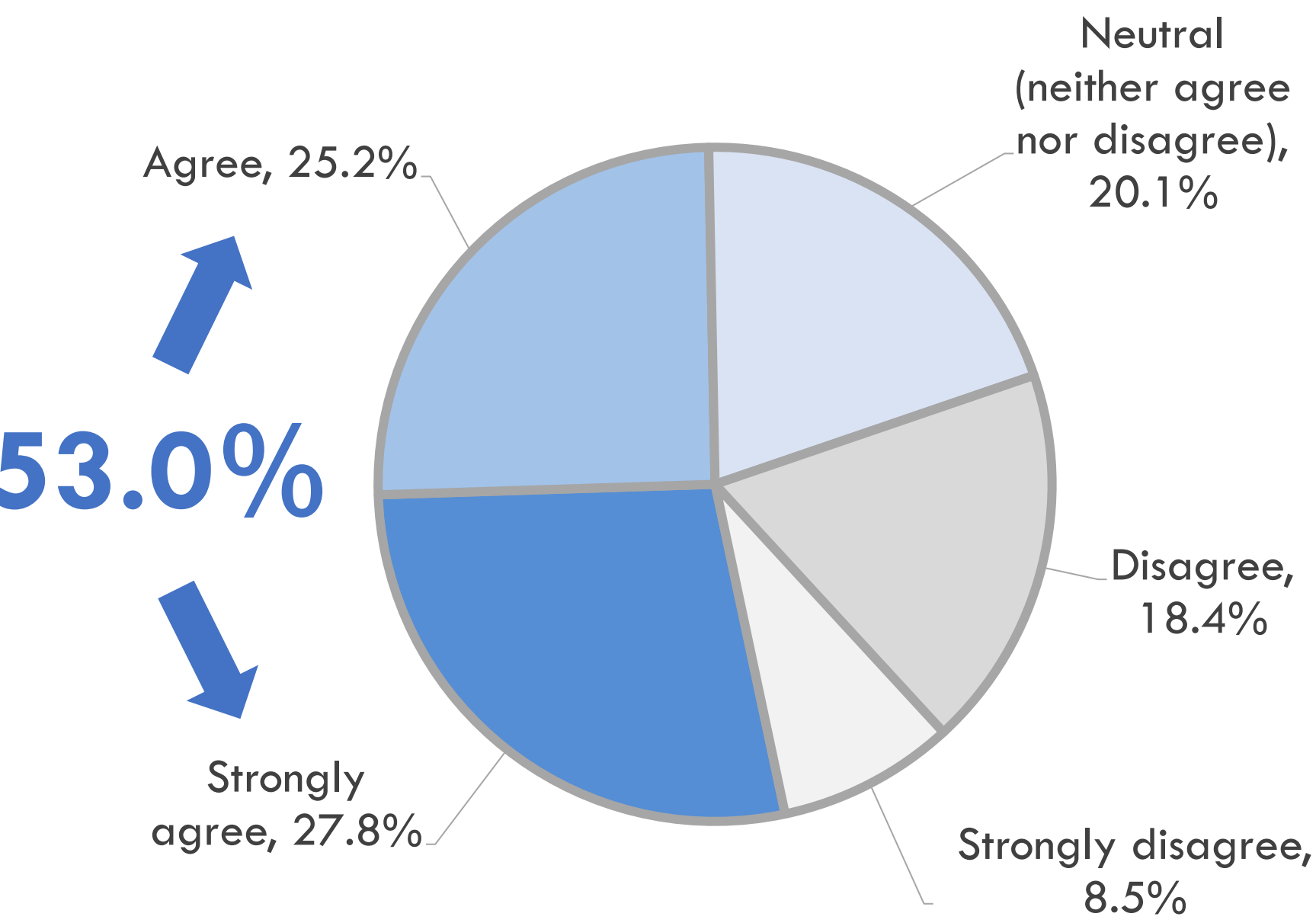
NATIONAL ANXIETY MAP



AVOIDING TRAVEL UNTIL THE CORONAVIRUS BLOWS OVER

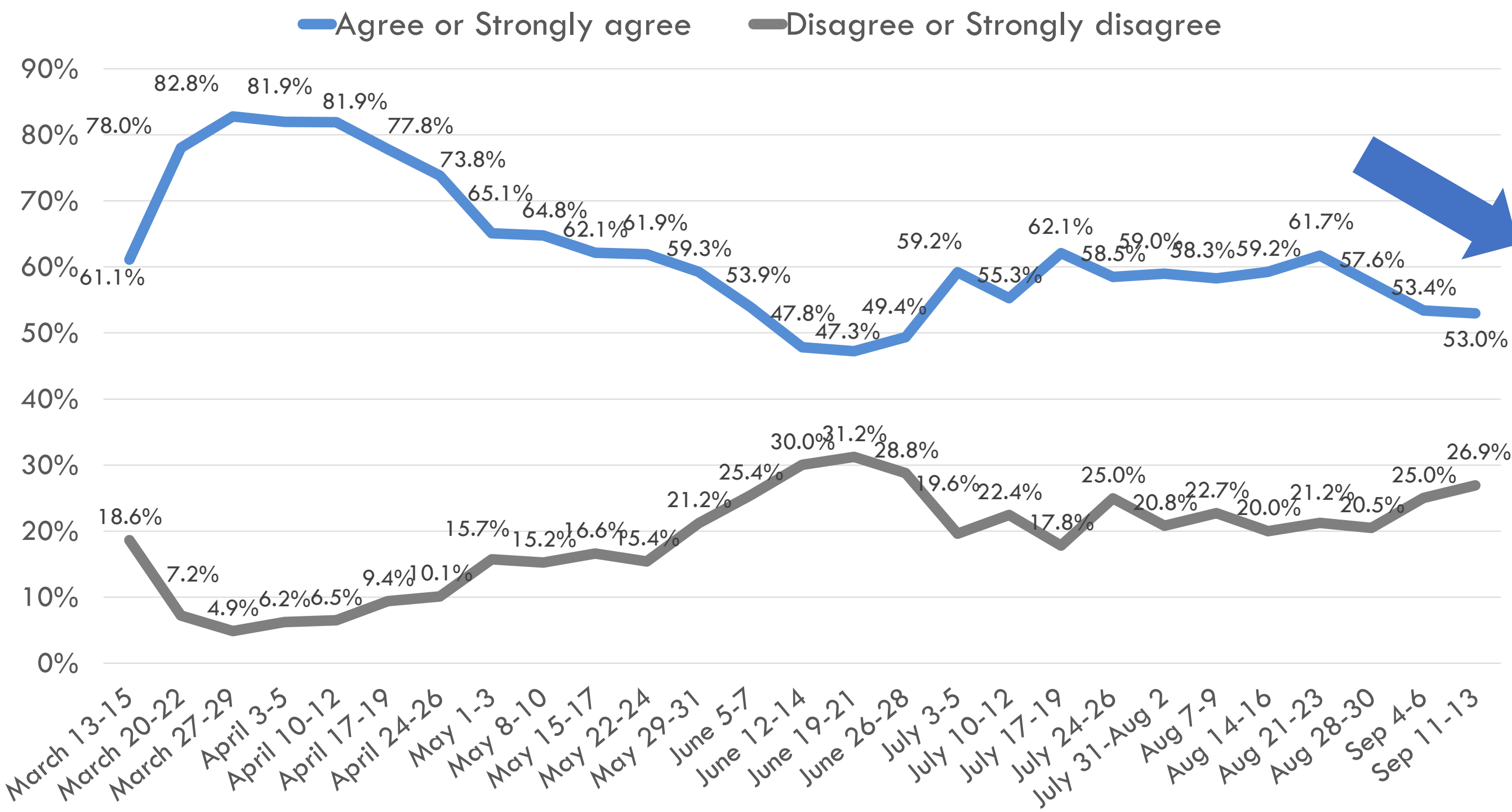
How much do you agree with the following statement?

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



(Base: Waves 1-27. 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, 1,207, 1,250, 1,225 and 1,205 completed surveys.)

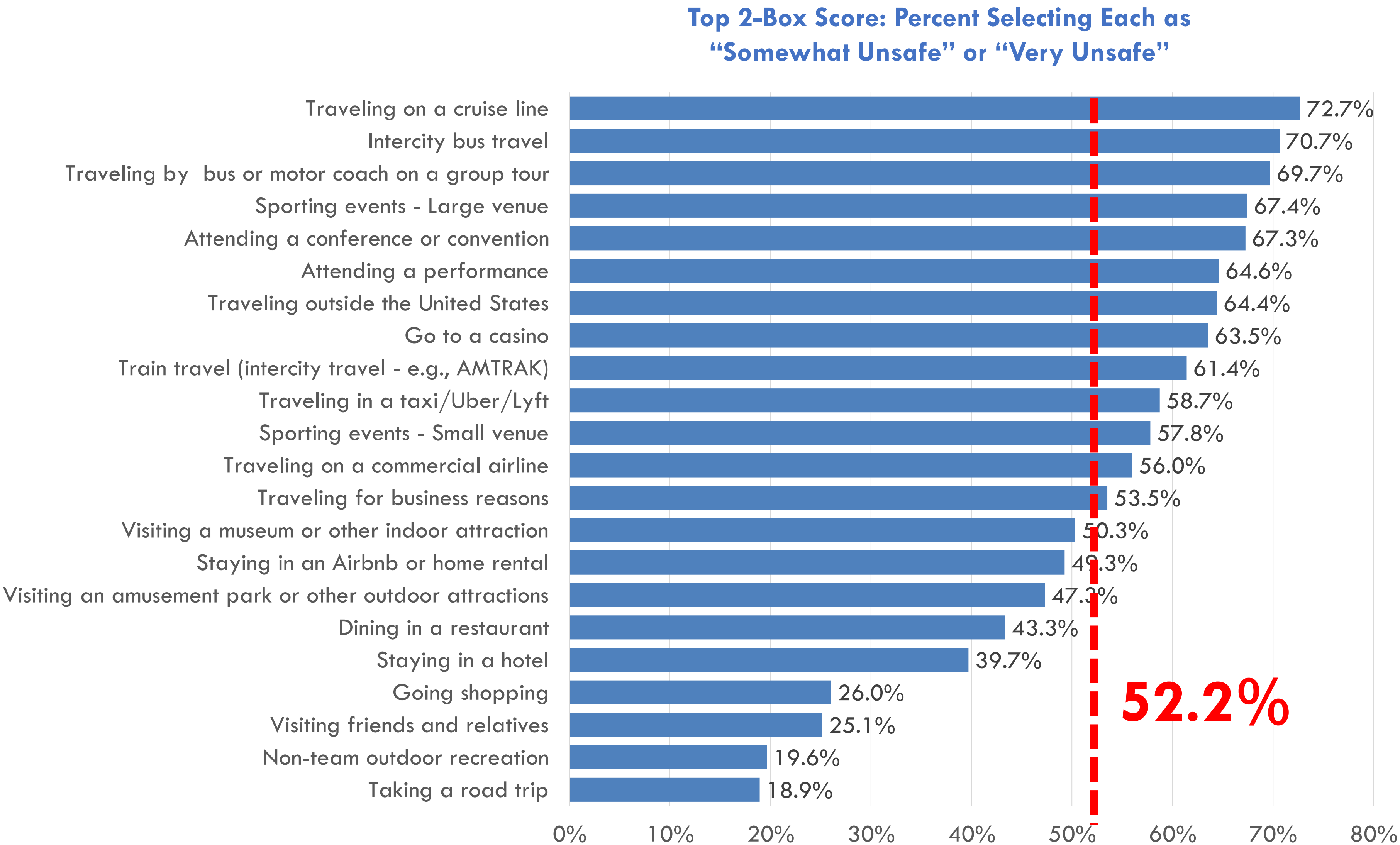
Historical data



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 27)

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

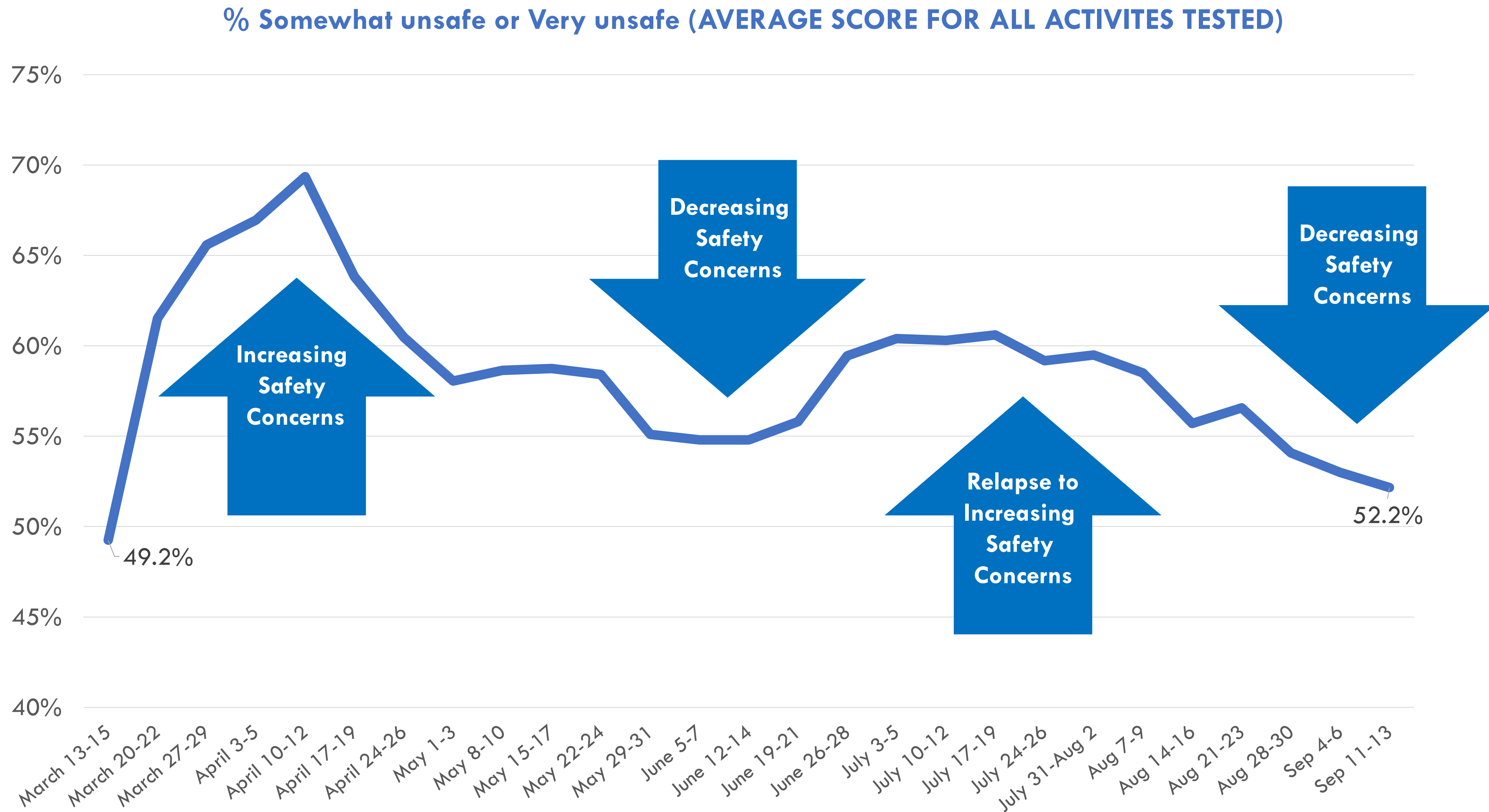
(Base: Wave 27 data. All respondents, 1,205 completed surveys.
Data collected Sep 11-13, 2020)



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-27 COMPARISON)

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

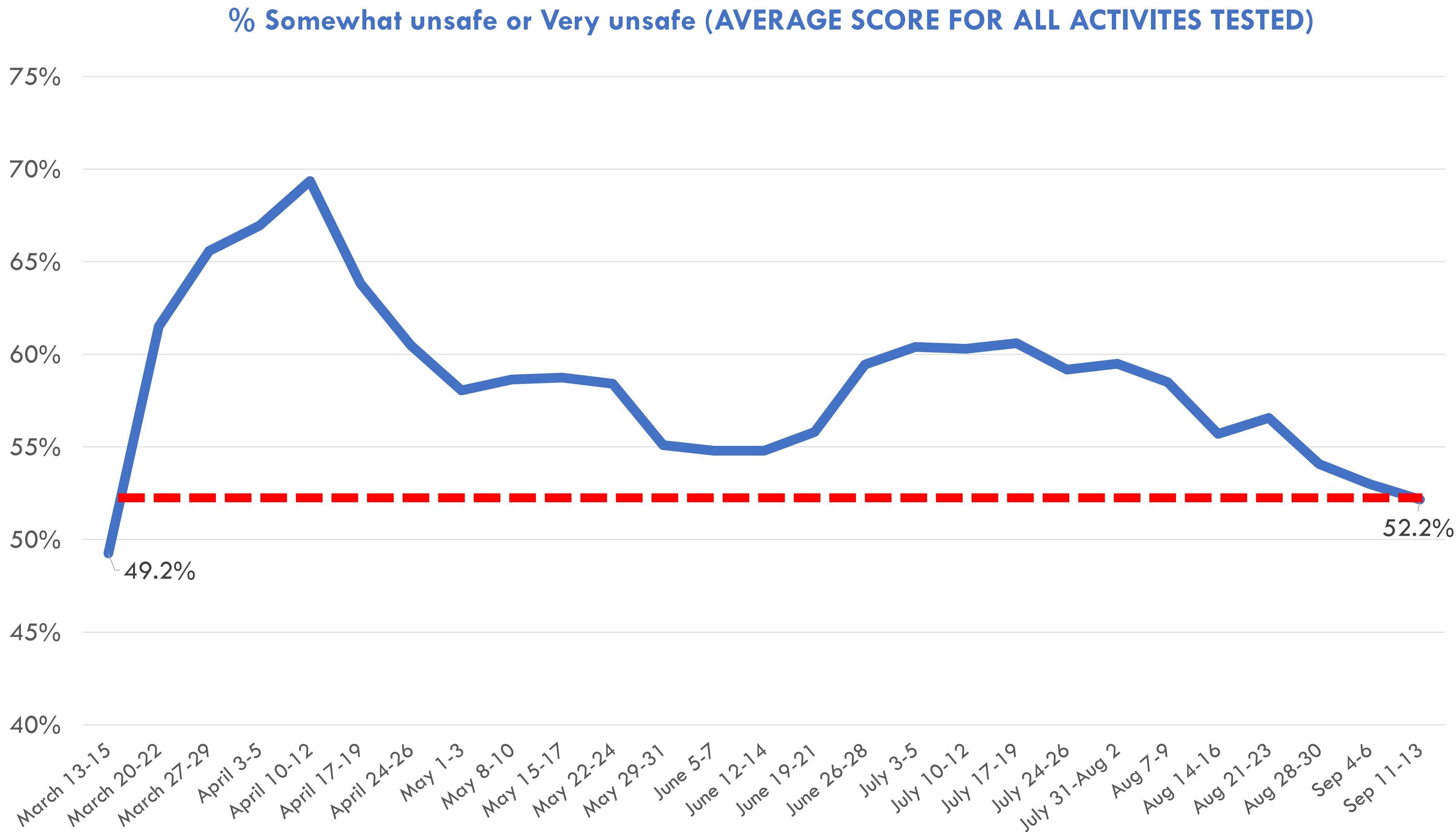
(Base: Waves 1-27. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225 and 1,205 completed surveys.)



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-27 COMPARISON)

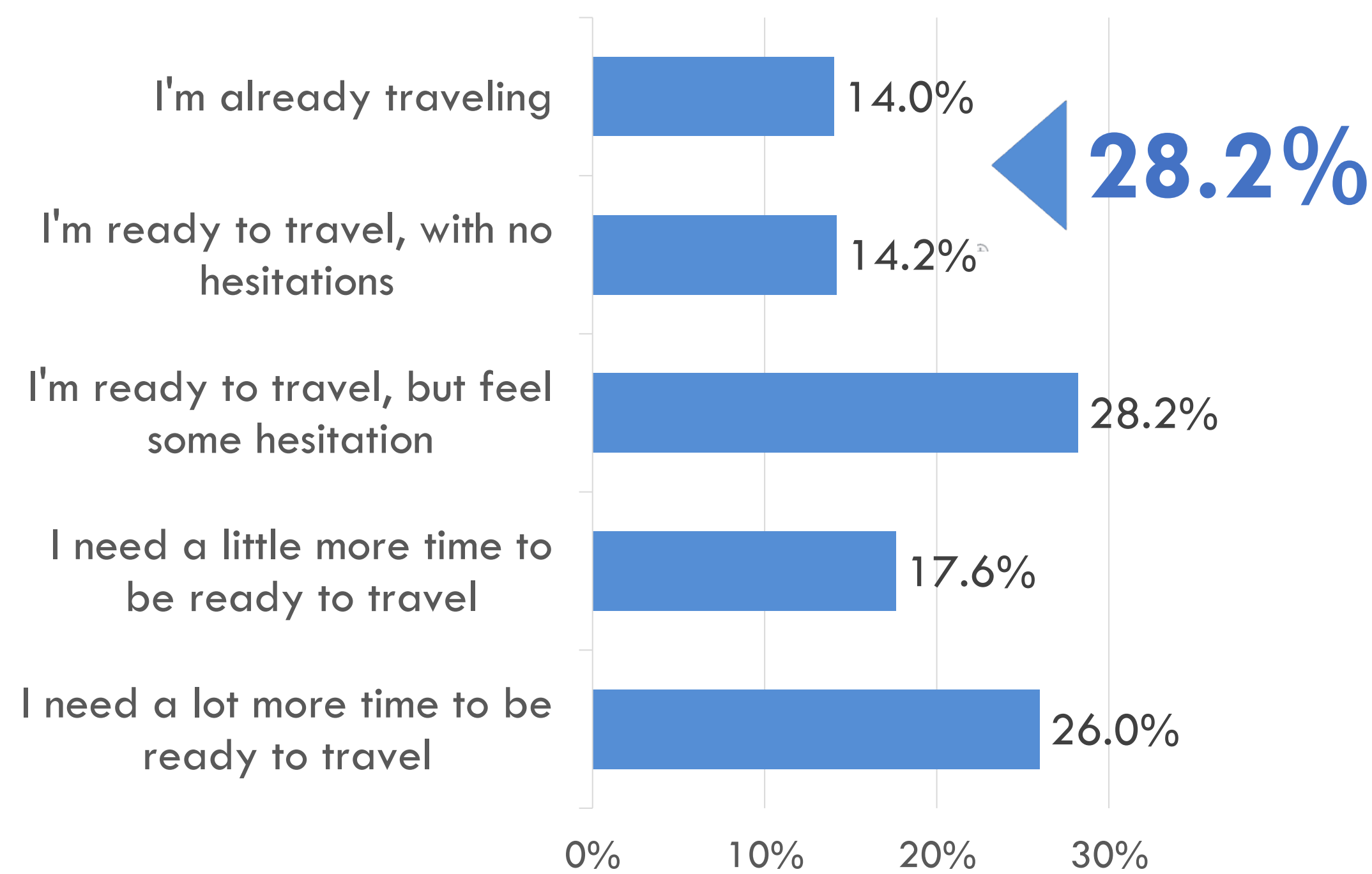
Question: At this moment, how safe would you feel doing each type of travel activity?

(Base: Waves 1-27. 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, 1,207, 1,250, 1,225 and 1,205 completed surveys.)

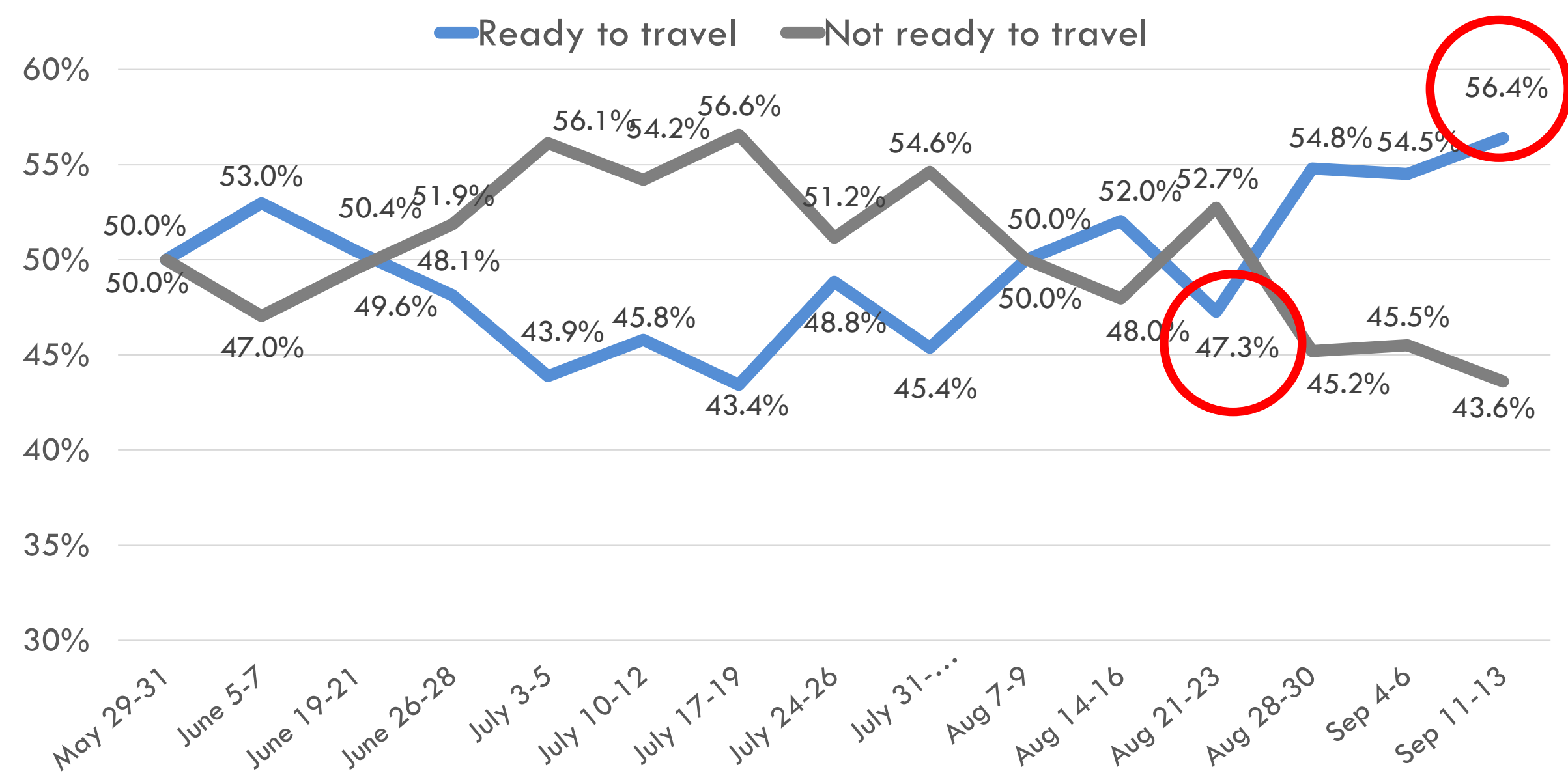


TRAVEL STATE-OF-MIND

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



Historical data



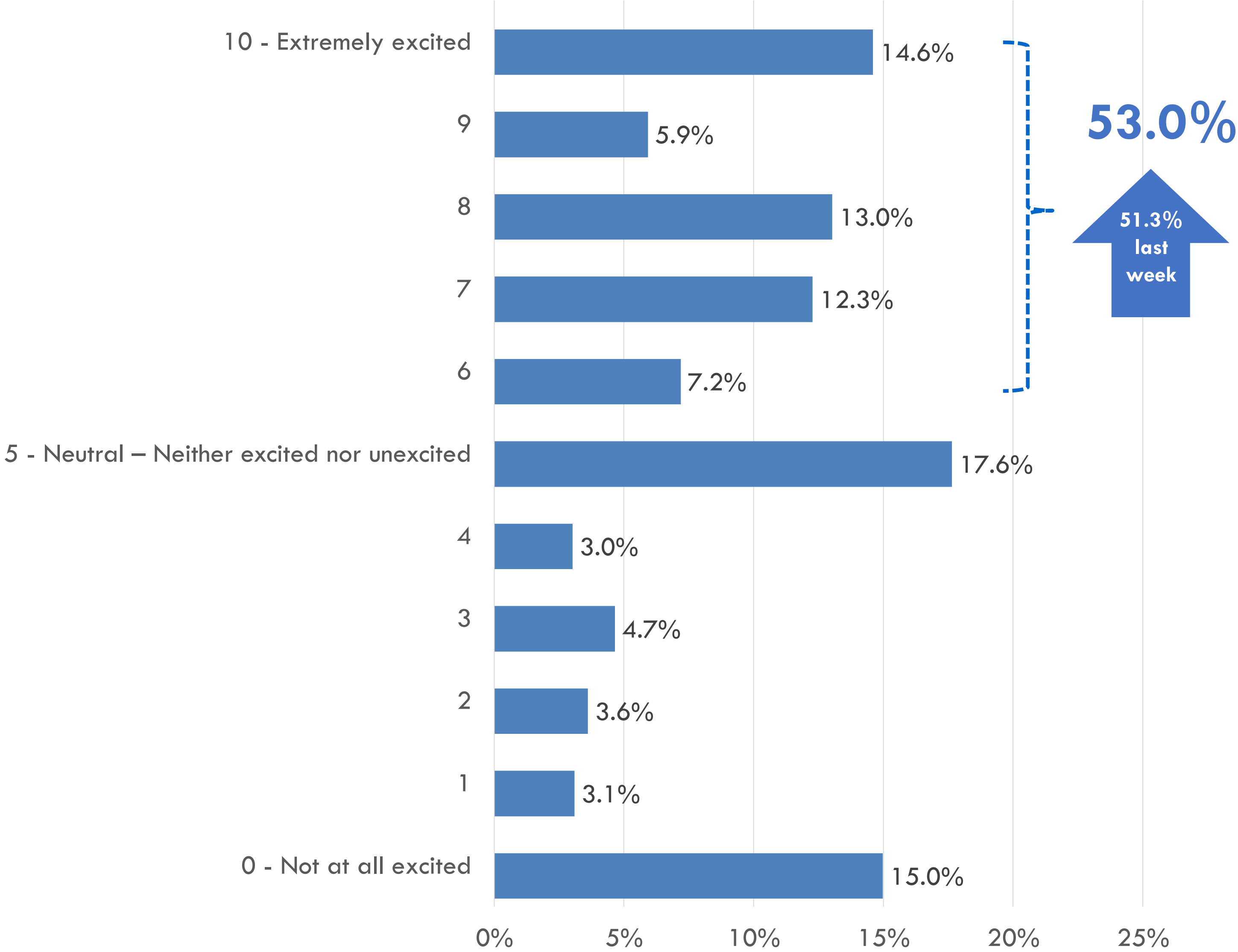
(Base: Waves 12-13 and 15-27. All respondents, 1,257, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225 and 1,205 completed surveys.)

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)

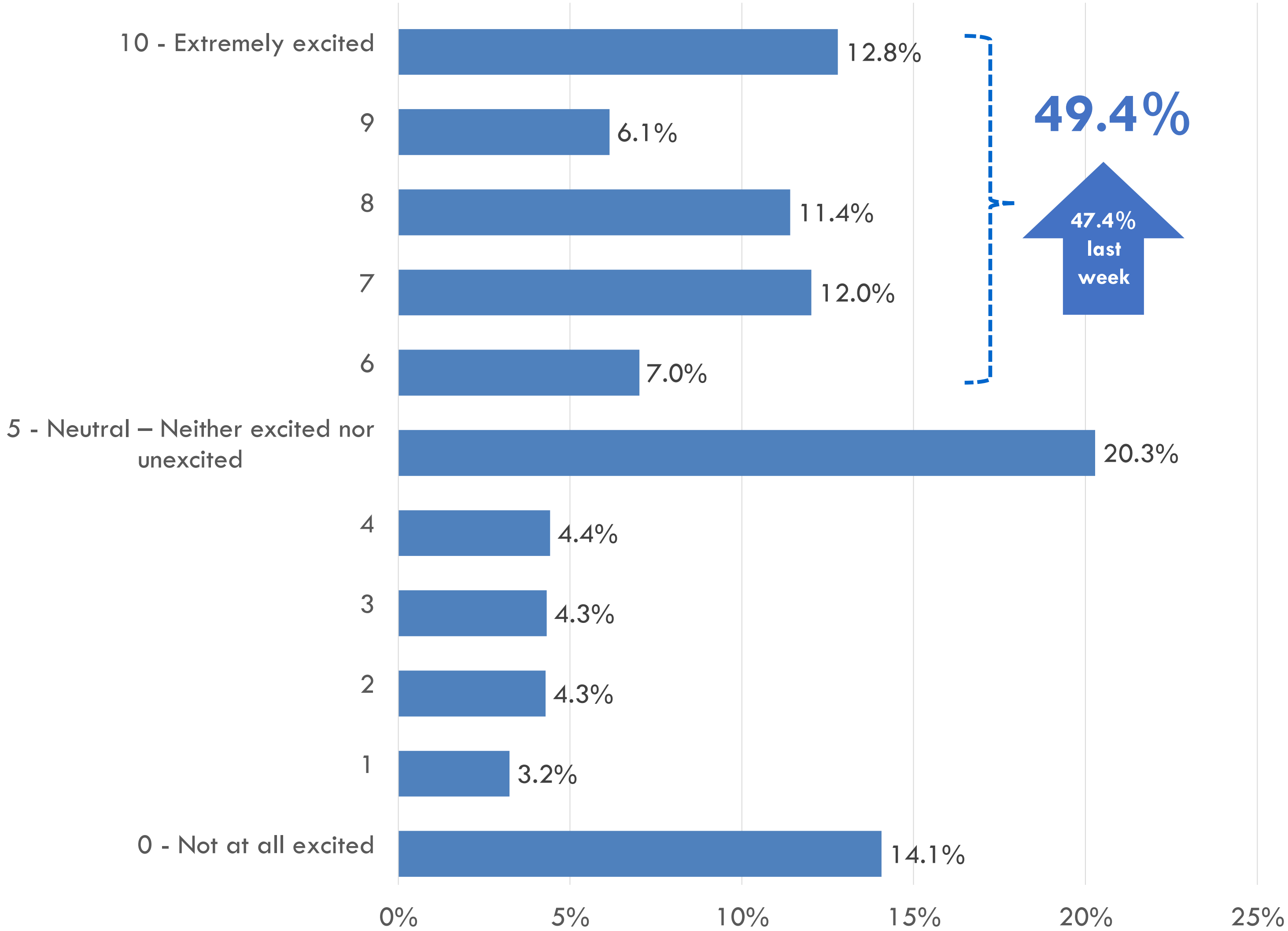
(Base: Wave 27 data. All respondents, 1,205 completed surveys. Data collected Sep 11-13, 2020)



OPENNESS TO TRAVEL INFORMATION

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

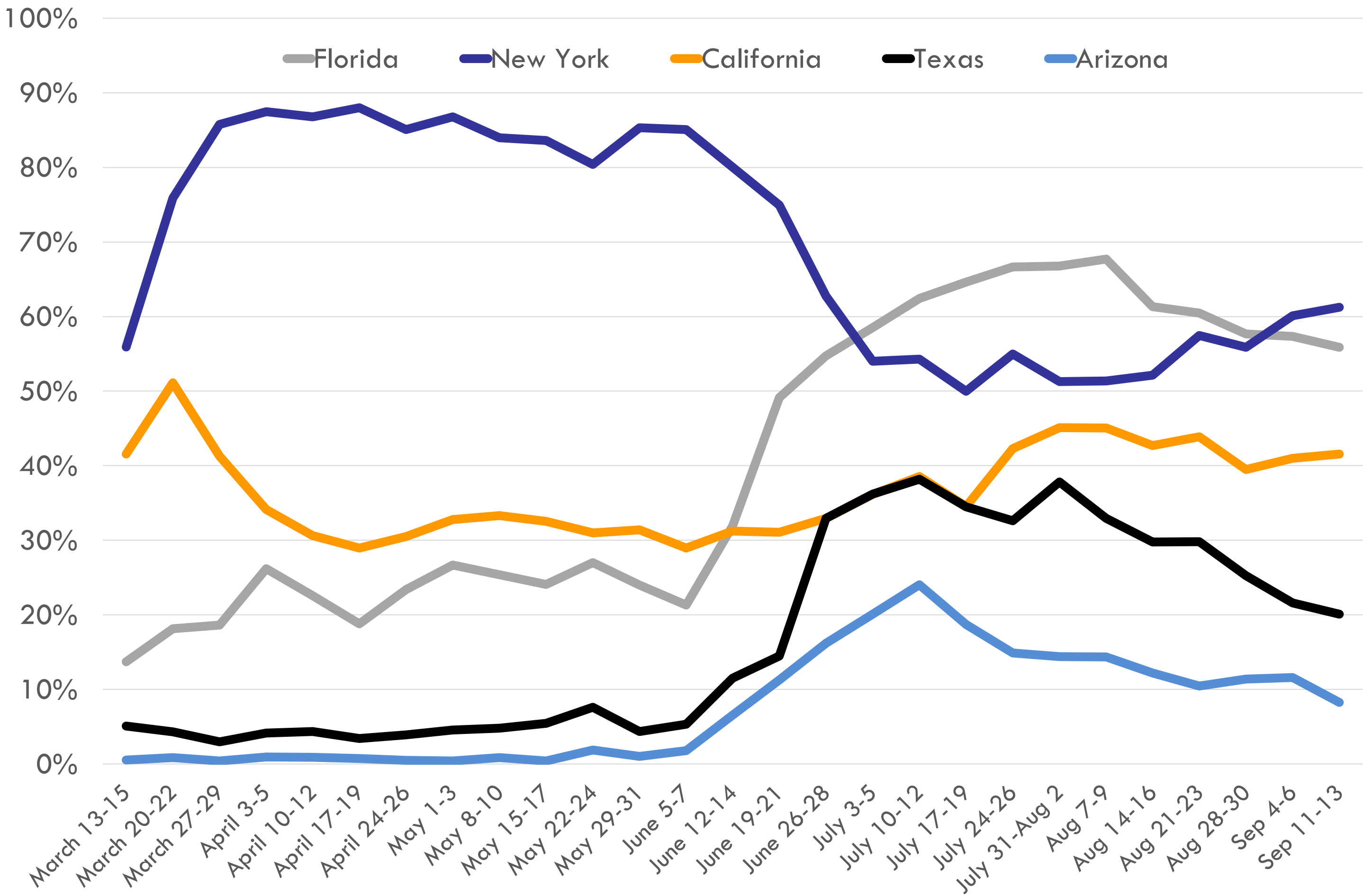
(Base: Wave 27 data. All respondents, 1,205 completed surveys. Data collected Sep 11-13, 2020)



MOST TALKED ABOUT CORONAVIRUS HOTSPOTS (WAVES 1-27)

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)

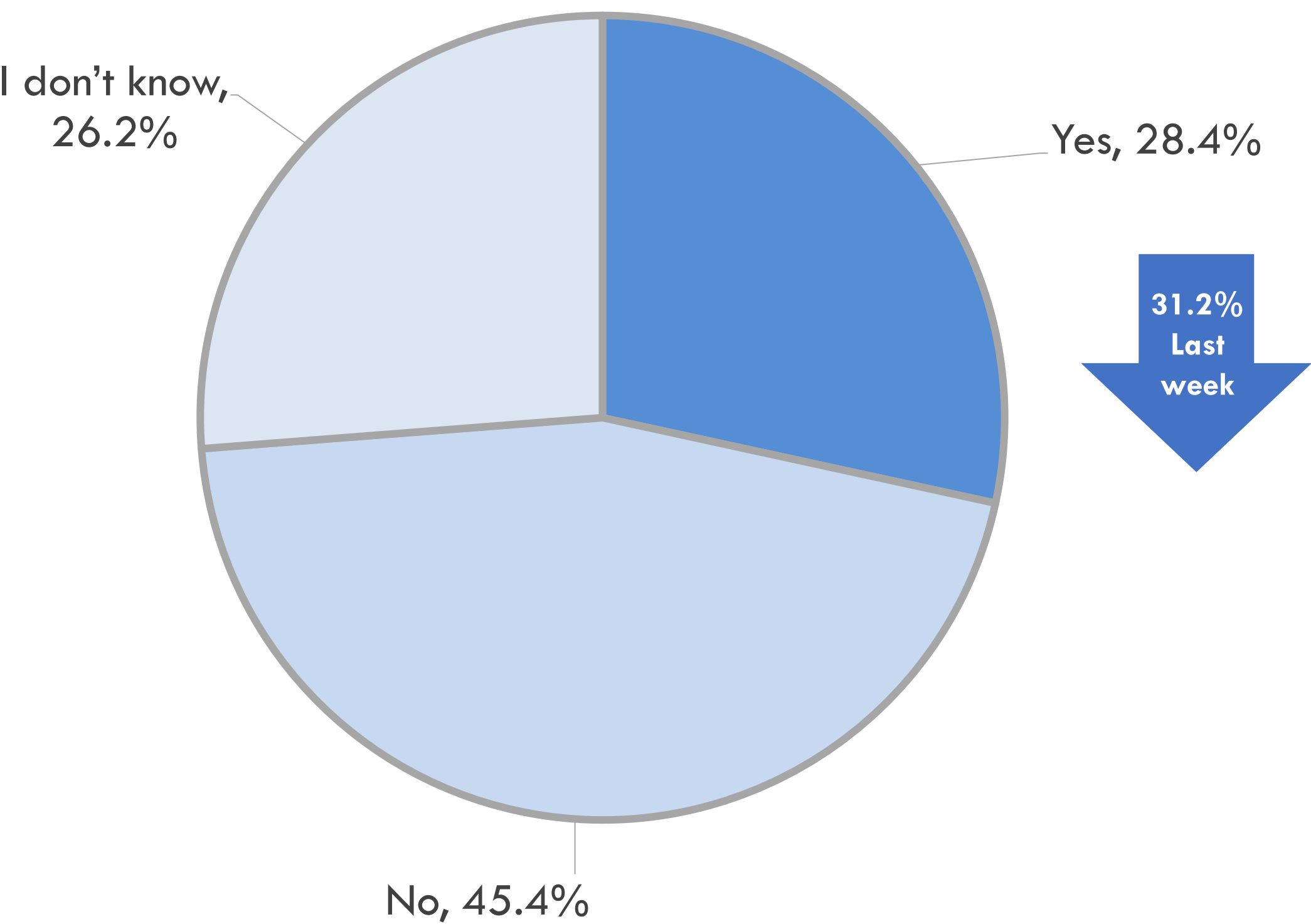
(Base: Waves 1-27. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225 and 1,205 completed surveys.)



IMPACT OF CORONAVIRUS ISSUES ON FUTURE INTENT TO VISIT

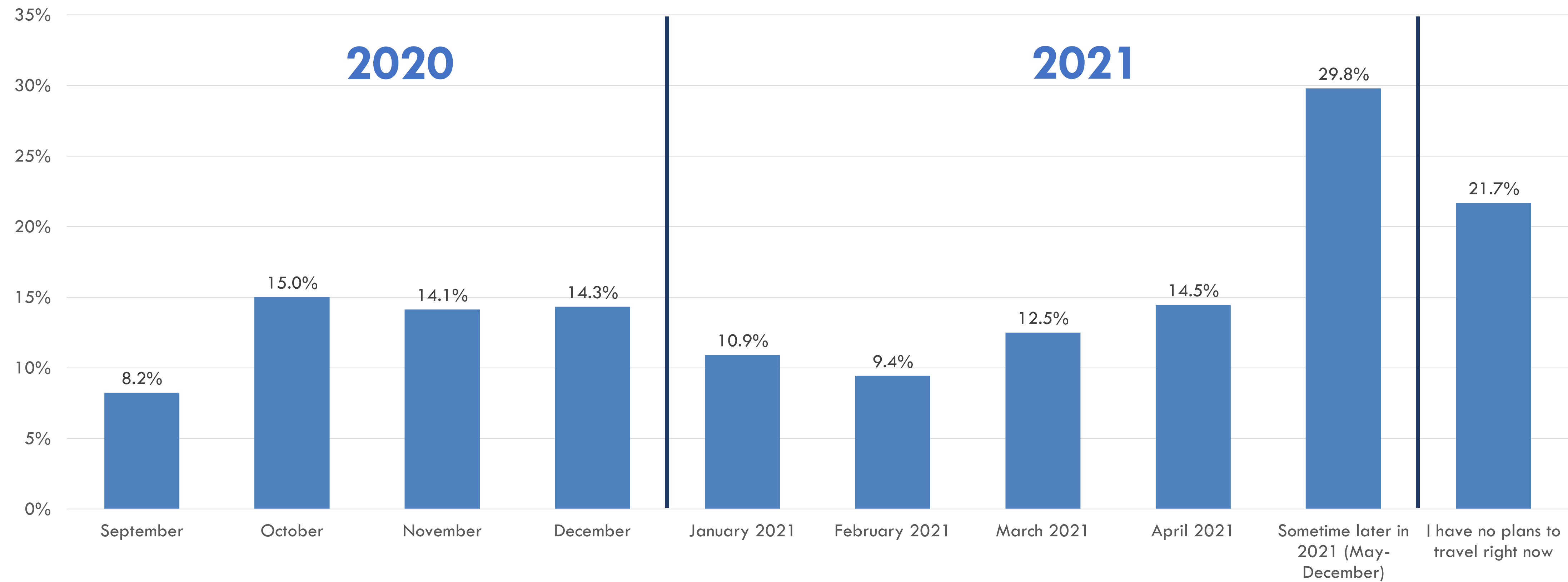
Question: When the coronavirus situation is over, will you be less likely to visit any of these destinations because of their current Coronavirus-related issues?

(Base: Wave 27 data. All respondents, 1,205 completed surveys. Data collected Sep 11-13, 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?

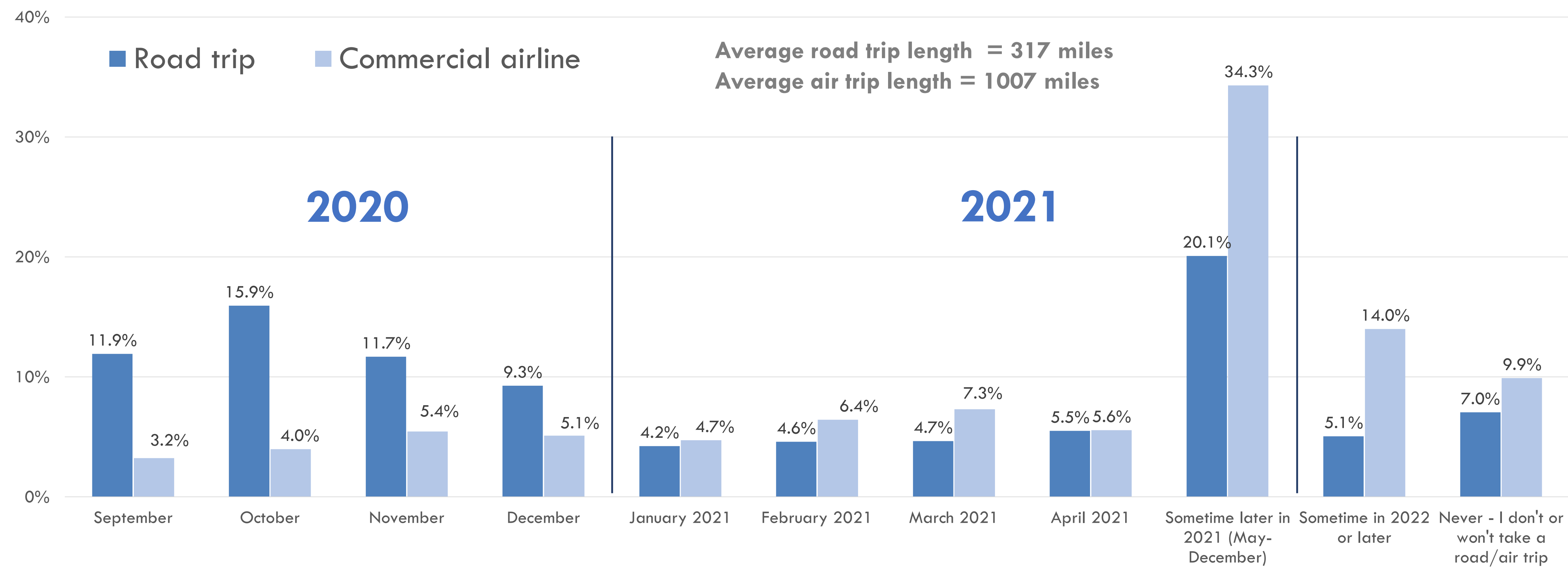


(Base: Wave 27 data. All respondents, 1,205 completed surveys. Data collected Sep 11-13, 2020)

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?

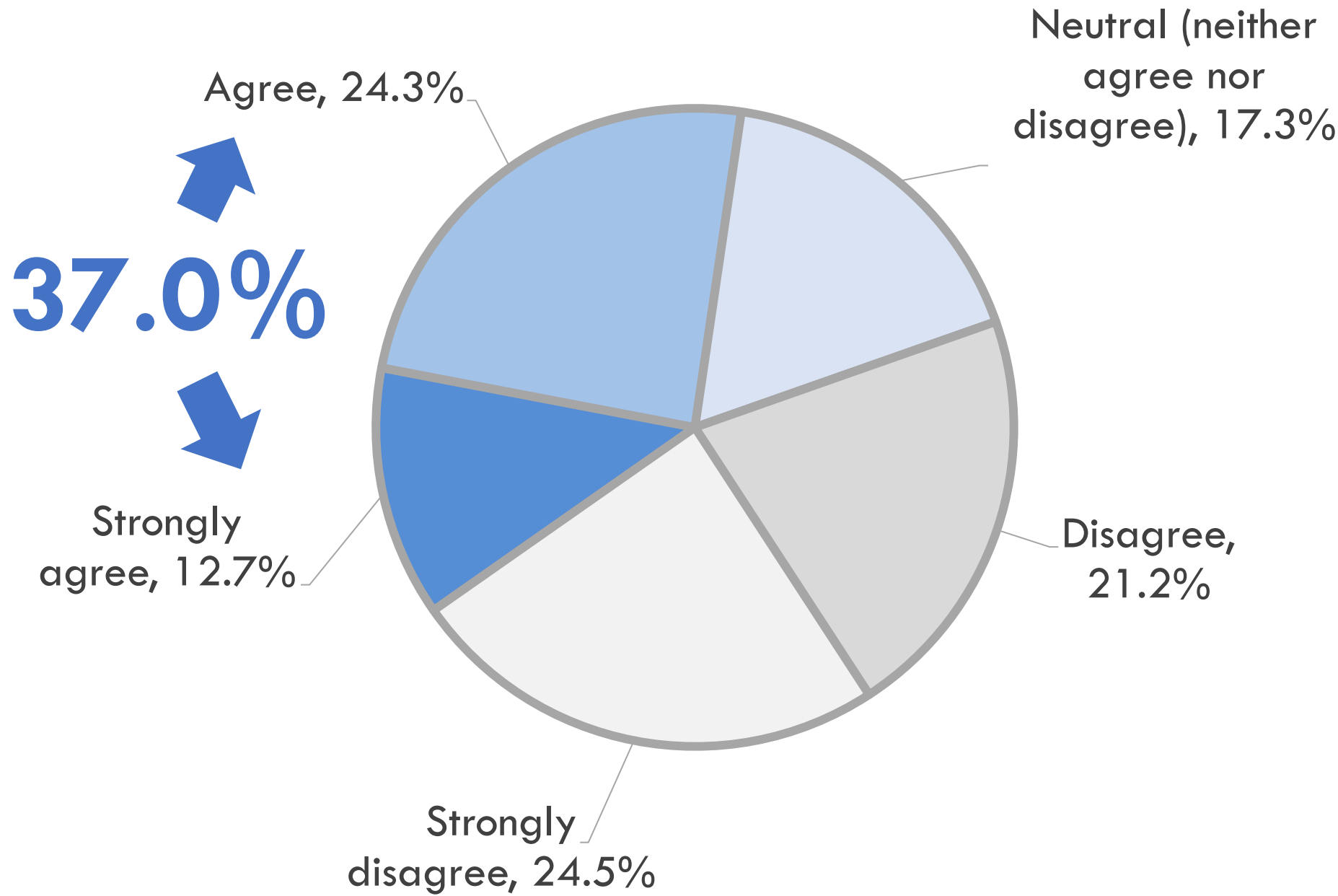


(Base: Wave 27 data. All respondents, 1,205 completed surveys. Data collected Sep 11-13, 2020)

EXPECTATIONS FOR TRAVELING IN THE FALL

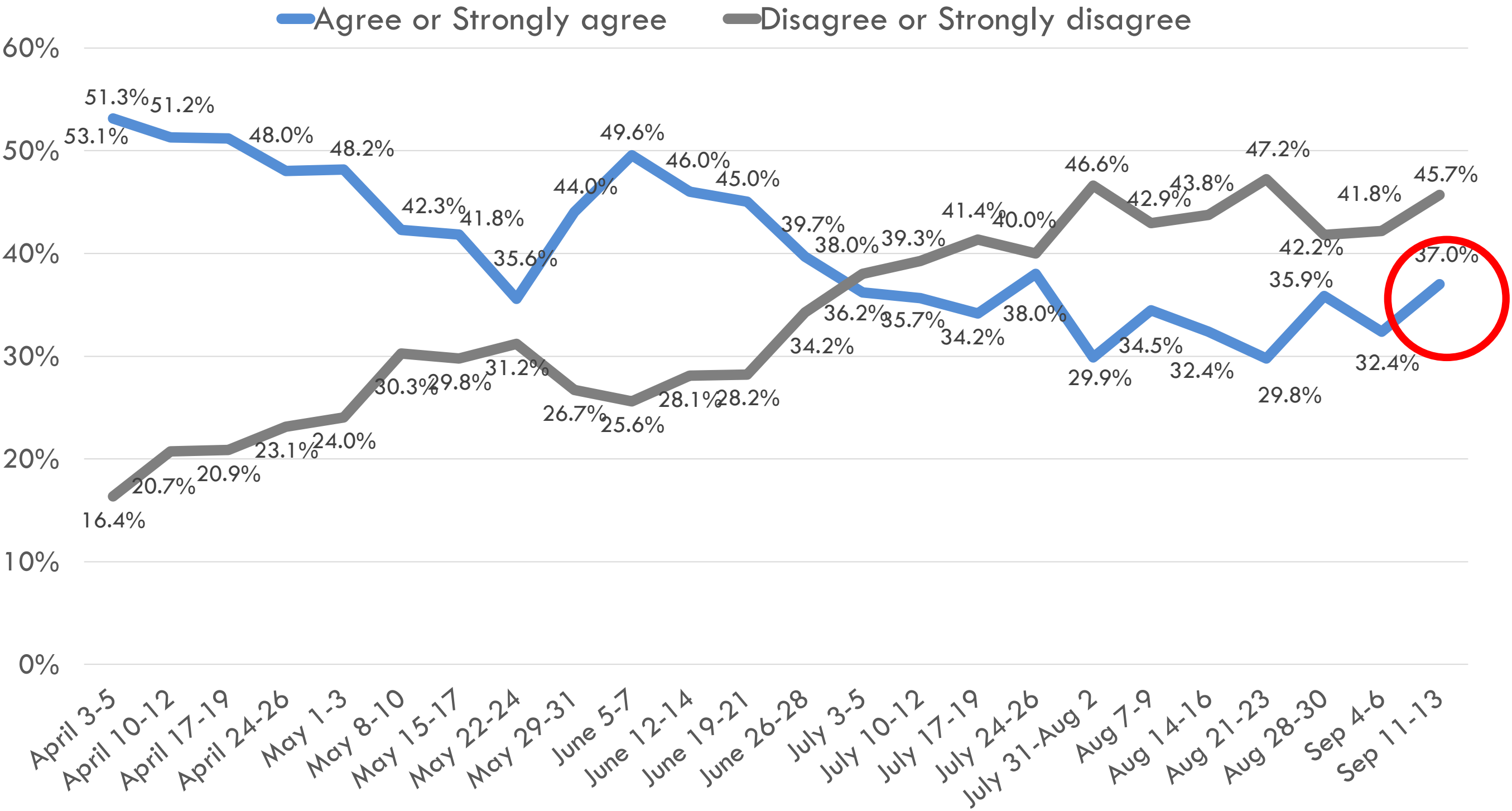
How much do you agree with the following statement?

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



(Base: Waves 4-27. 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, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225 and 1,205 completed surveys.)


Historical data





Key Takeaways

- Pessimism about the pandemic's course, as well as personal health and financial concerns, while still strong, remain the lowest they have been during the pandemic
- This lessening of fear has translated to travel. Travel avoidance and the perception of travel activities as "unsafe" continued to retreat to early March levels
- Those in a "ready to travel" mindset is at a pandemic-period high
- There has been a measured rise in the number of American travelers who are planning travel
- Openness to travel inspiration and excitement for near-term trips has increased

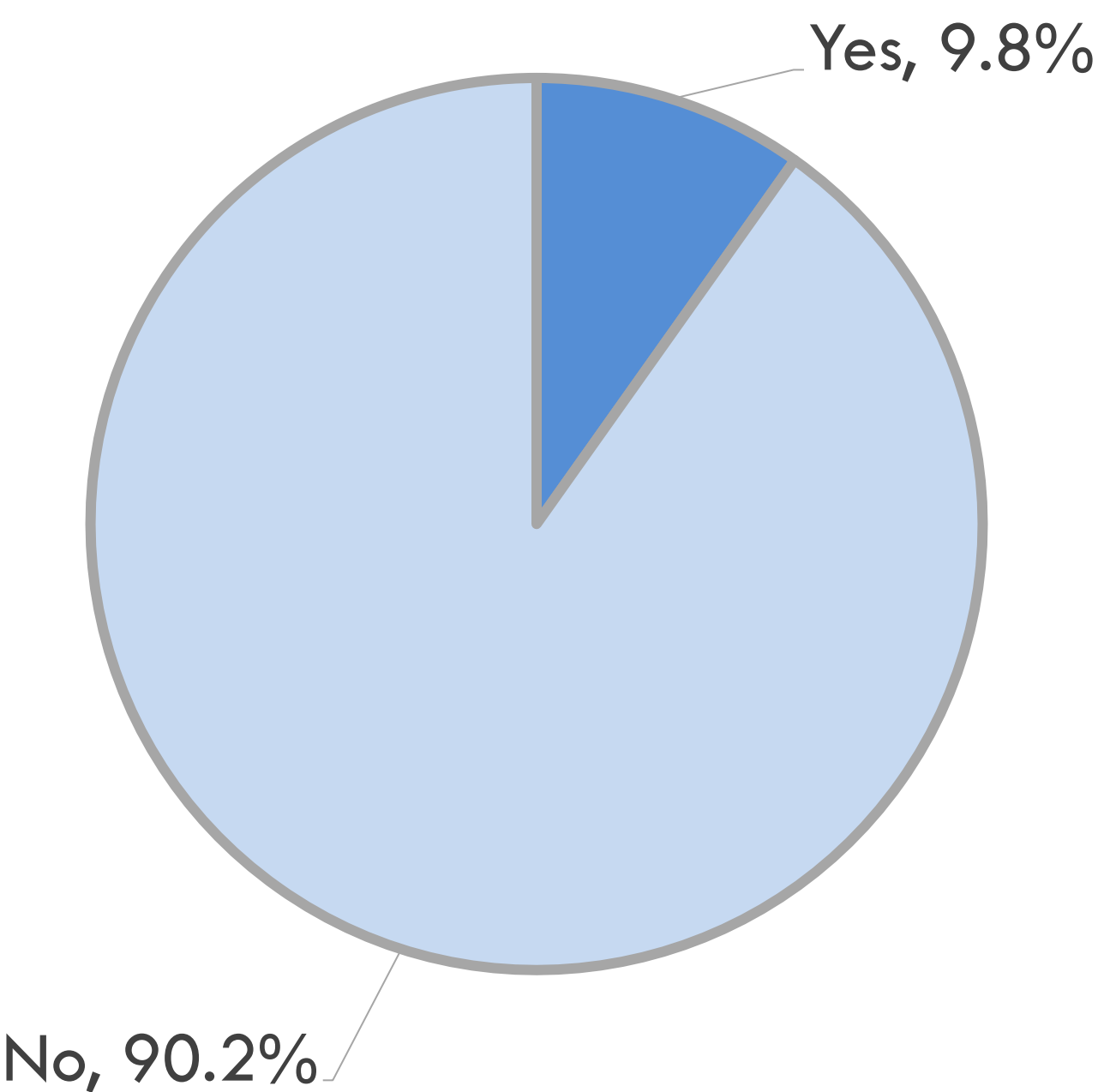


A Look Back on the Pandemic Summer: Part 2

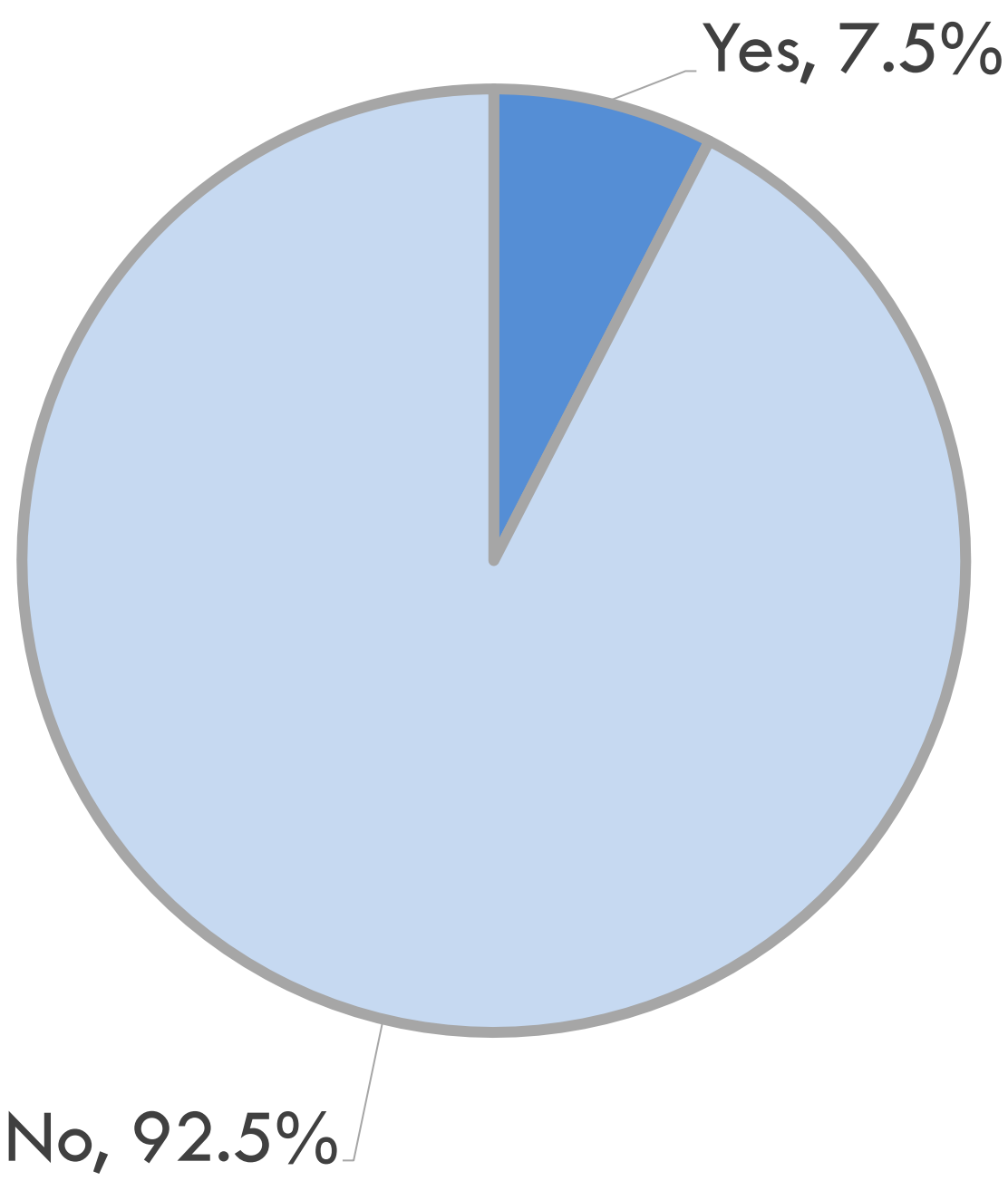
SUMMER BUSINESS TRIPS

SUMMER MEETINGS-RELATED TRIPS

Question: Have you taken any trips for business reasons this summer (June 1st to today)?



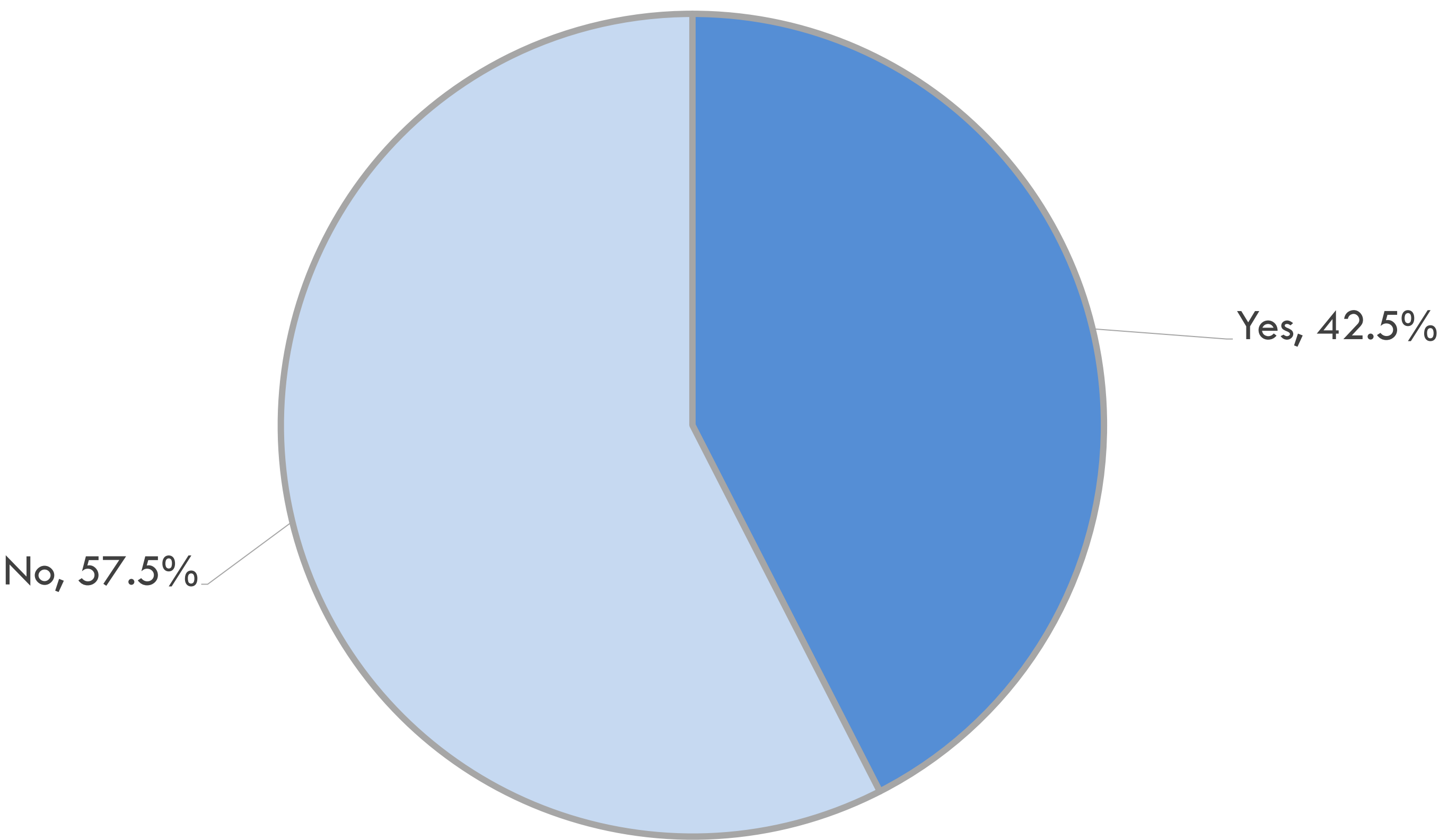
Question: Have you taken any trips for convention, conference or other group meetings this summer (June 1st to today)?



SUMMER LEISURE TRIPS

Question: Have you taken any trips for leisure or personal reasons this summer (June 1st to today)?

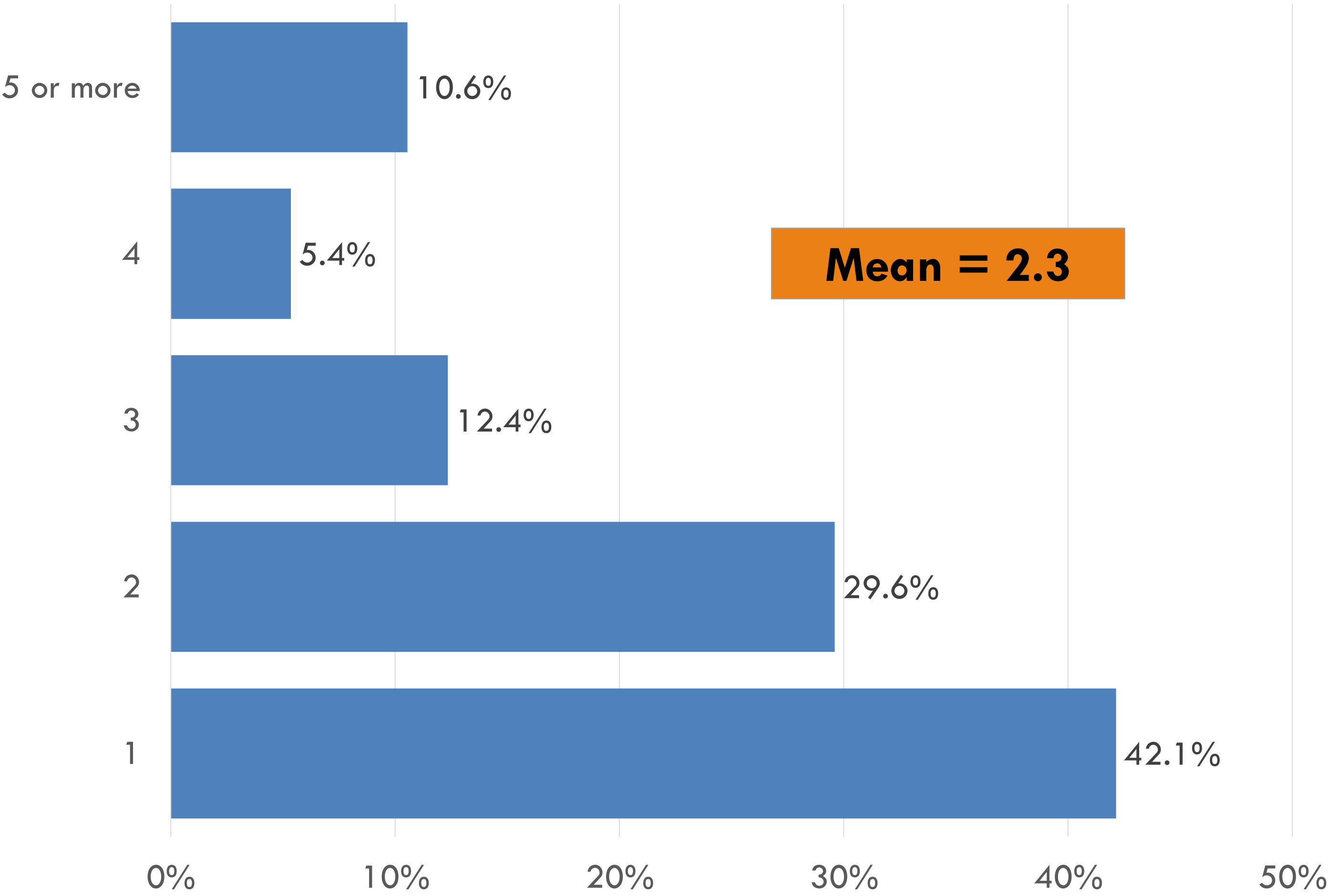
(Base: Wave 27 data. All respondents, 1,205 completed surveys. Data collected September 11-13, 2020)



NUMBER OF SUMMER LEISURE TRIPS

Question: How many total leisure trips did you take this summer (June 1st to today)? (Select one)

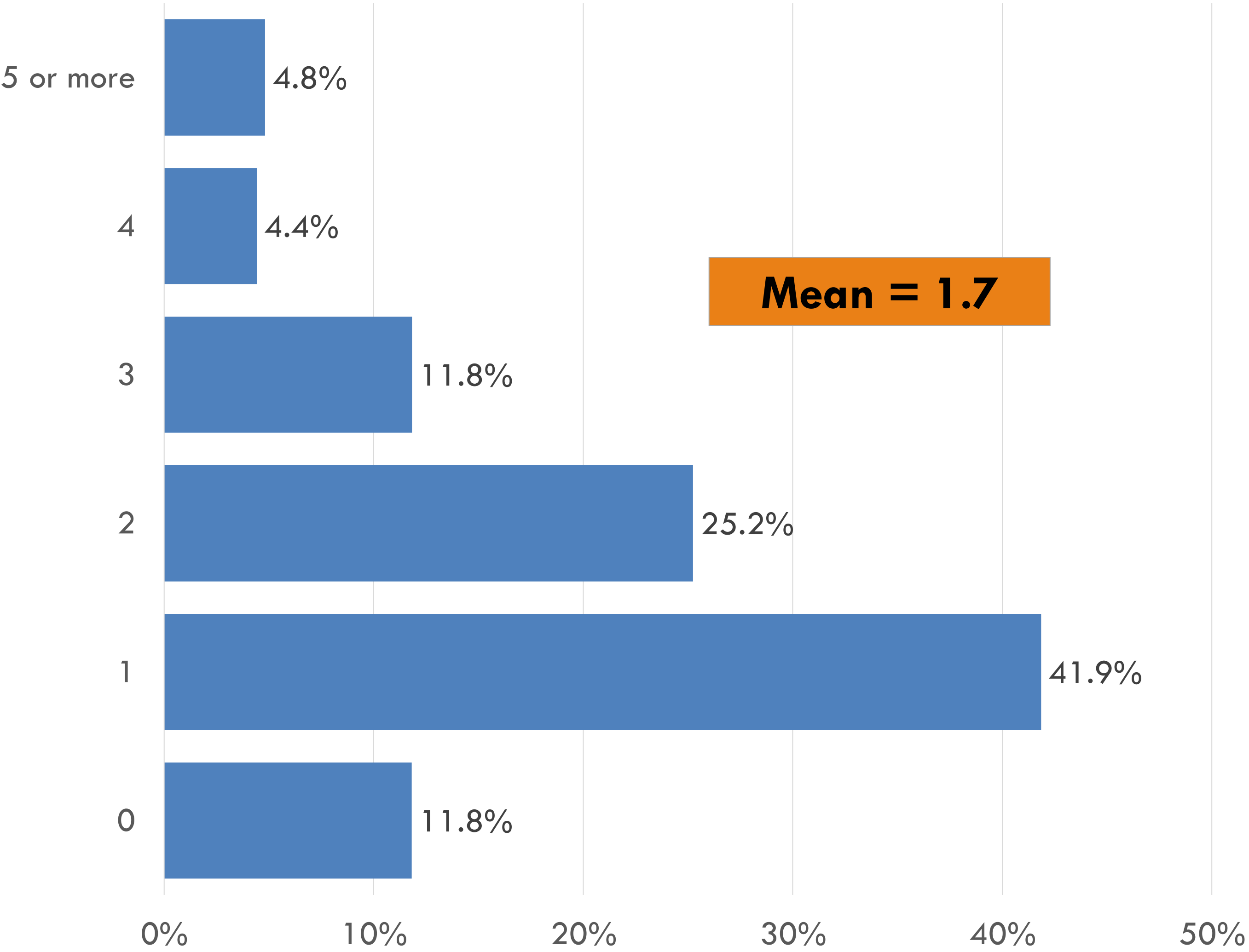
(Base: Wave 27 data. Respondents taking a summer leisure trip, 498 completed surveys.
Data collected September 11-13, 2020)



NUMBER OF SUMMER OVERNIGHT LEISURE TRIPS

Question: How many of your summer leisure trips were **OVERNIGHT TRIPS** (at least one night away from home)? (Select all that apply)

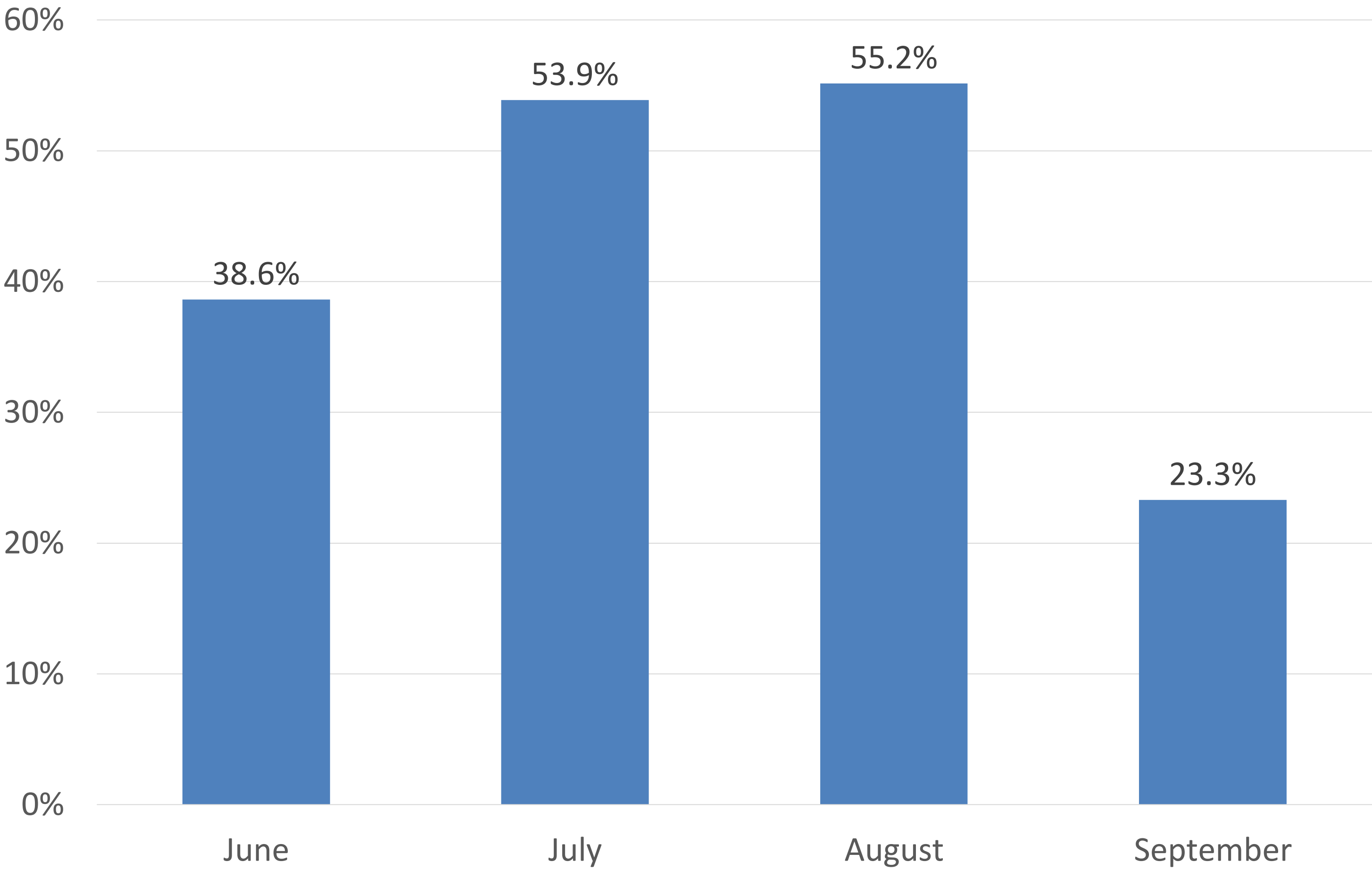
(Base: Wave 27 data. Respondents taking a summer leisure trip, 498 completed surveys.
Data collected September 11-13, 2020)



SUMMER LEISURE TRIPS: MONTH OF TRIP(S)

Question: In which summer month(s) did you take a leisure trip/trips? (Select all that apply)

(Base: Wave 27 data. Respondents taking a summer leisure trip, 498 completed surveys. Data collected September 11-13, 2020)



A photograph of an elderly couple, a man and a woman, smiling and posing for a selfie. They are both wearing light-colored fedoras and have backpacks on. The woman is on the left, wearing a white t-shirt, and the man is on the right, wearing a blue and white striped sweater. They are standing in front of ancient stone ruins, possibly a theater or amphitheater, with a lush green landscape and mountains in the background. The image has a semi-transparent dark overlay on the left side.

Who are they?



Those Who Took A Summer Trip

- More likely to be affluent college graduates who are employed full-time
- The majority are married/partnered
- One-in-five have children under age 18
- Took more leisure, cruise and international trips in the past 2 years compared to other travelers
- Planning a vacation and having a scheduled vacation brings them happiness

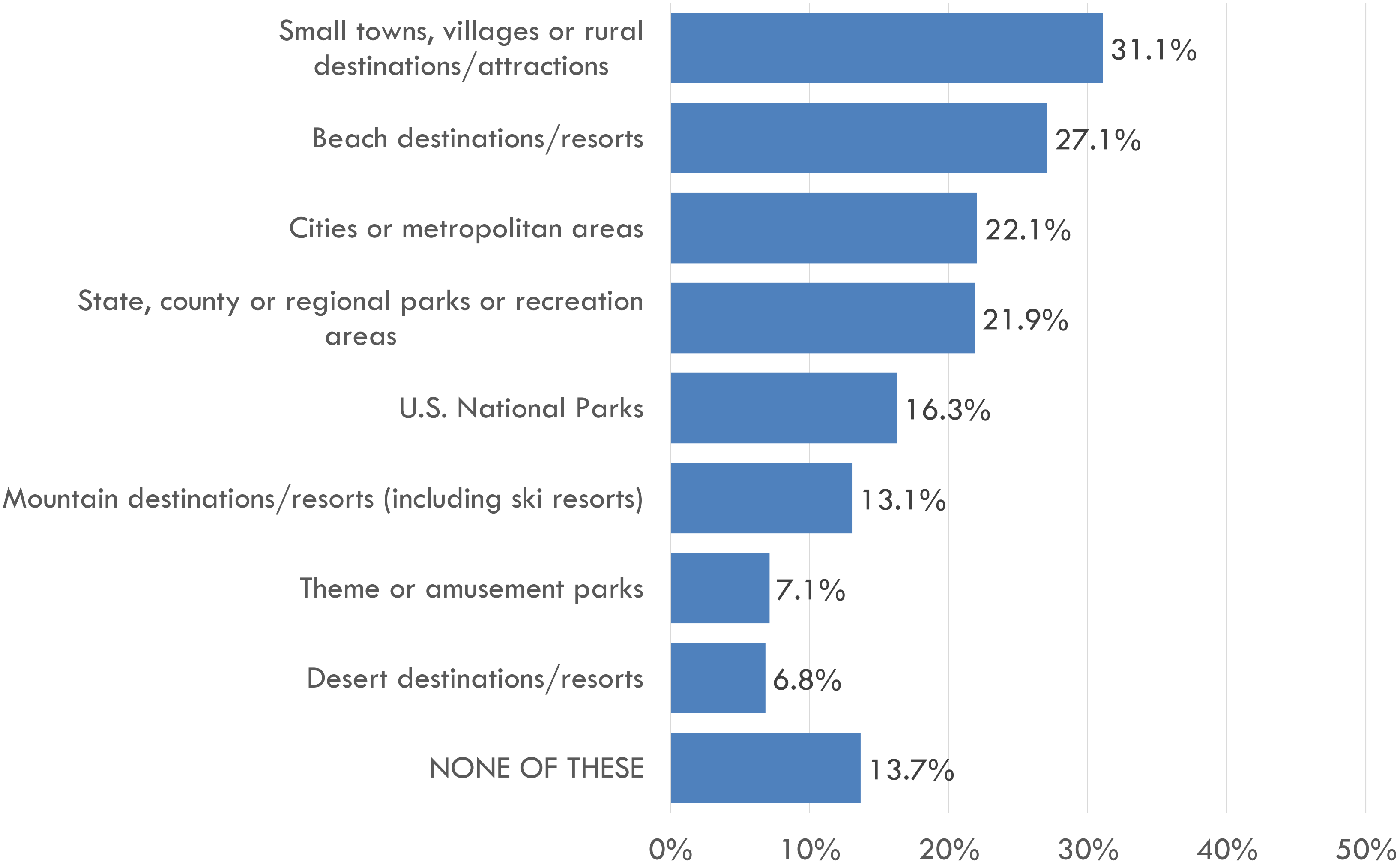


Where did they go?

DESTINATION TYPES VISITED

Question: Which types of destinations did you visit on your most recent summer leisure trip(s)? (Select all that apply)

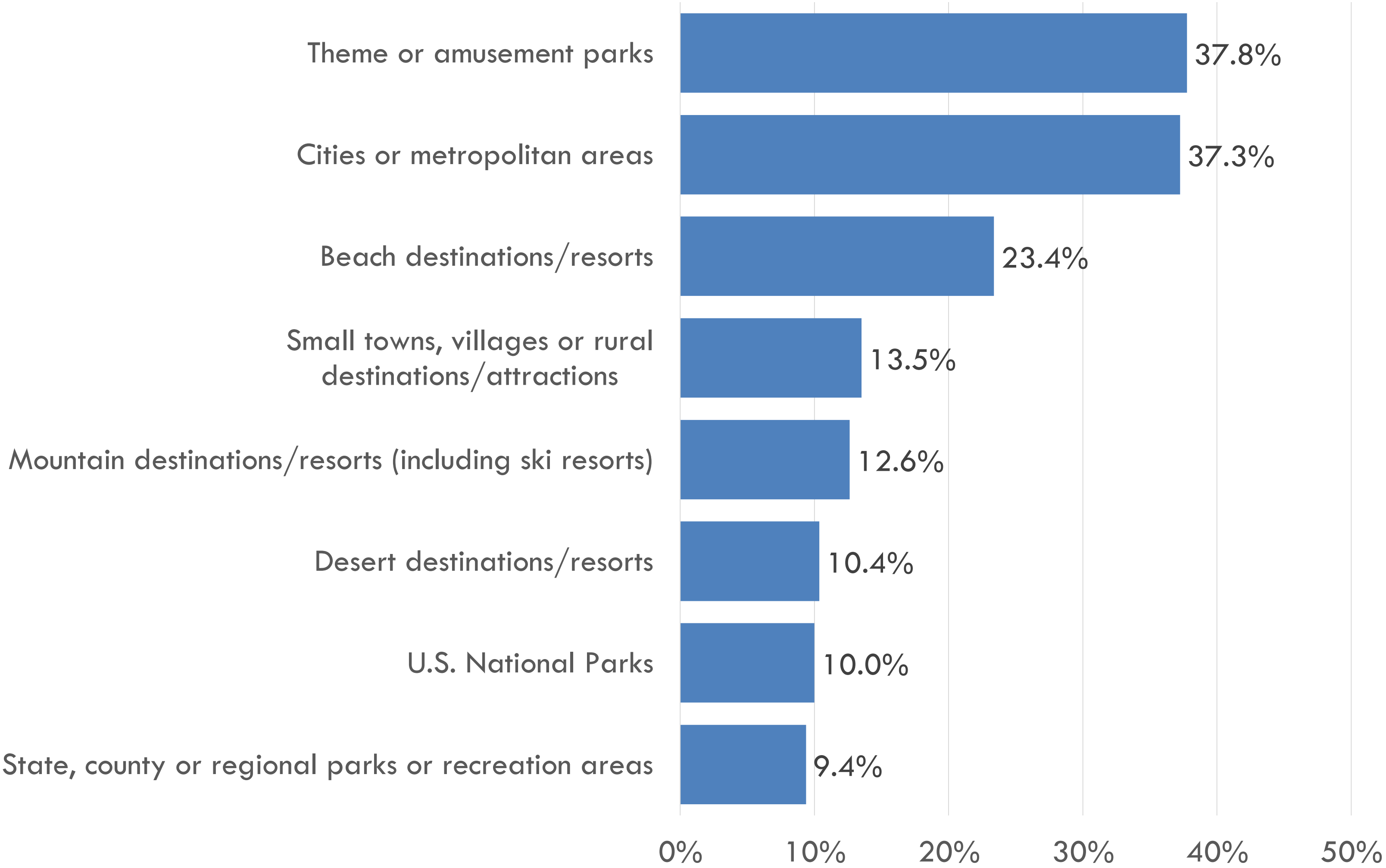
(Base: Wave 27 data. Respondents taking a summer leisure trip, 498 completed surveys. Data collected September 11-13, 2020)



DESTINATION TYPES AVOIDED

Question: Did you SPECIFICALLY AVOID any of these destination types this summer due to the Coronavirus situation? (Select all that apply)

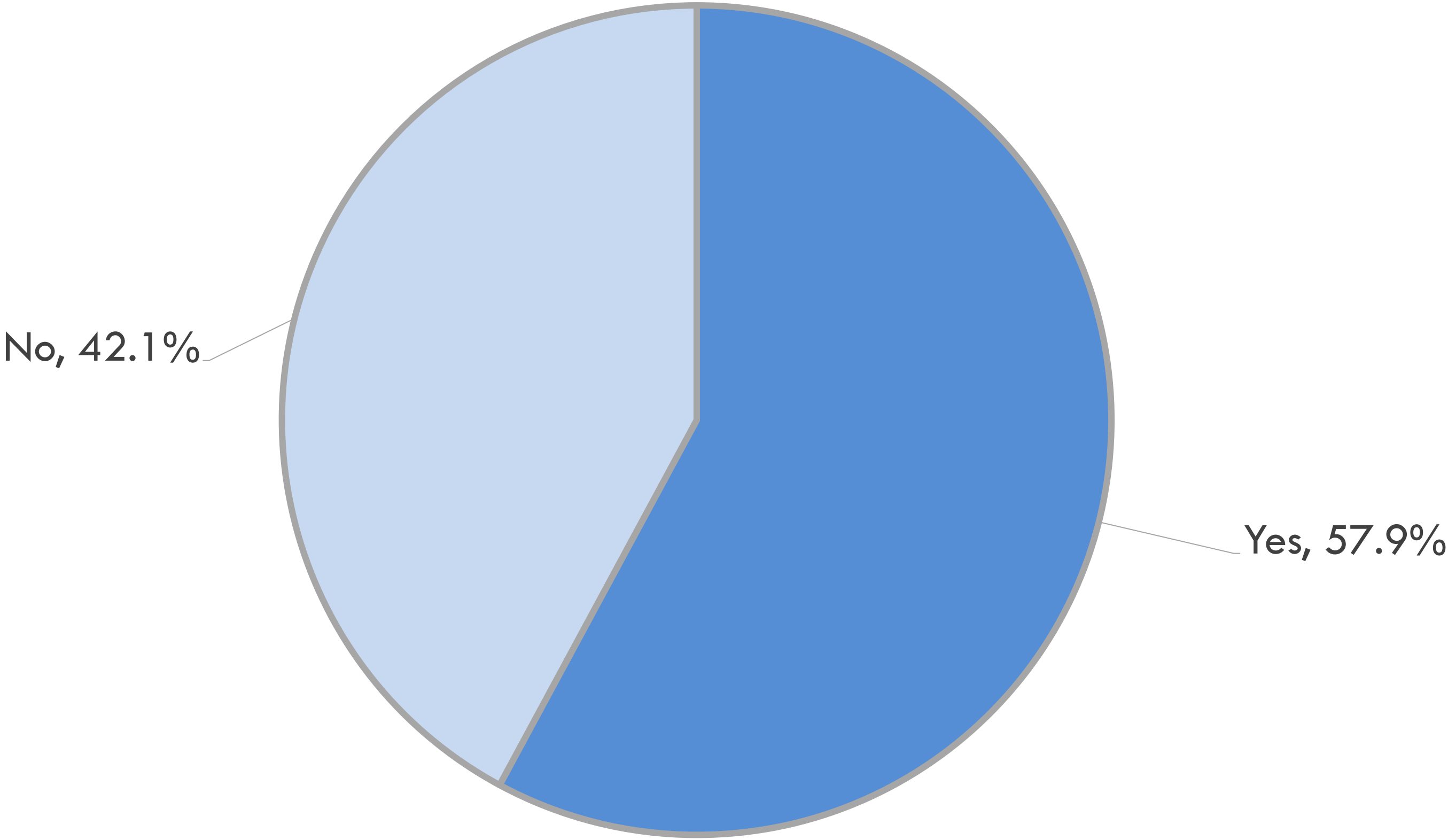
(Base: Wave 27 data. Respondents taking a summer leisure trip, 498 completed surveys. Data collected September 11-13, 2020)



RESEARCHING DESTINATION RULES AND REGULATIONS

Question: Prior to your most recent leisure trip, did you research the Coronavirus-related rules and regulations (mask laws, restaurant protocols, quarantine laws, etc.) for the destinations you visited?

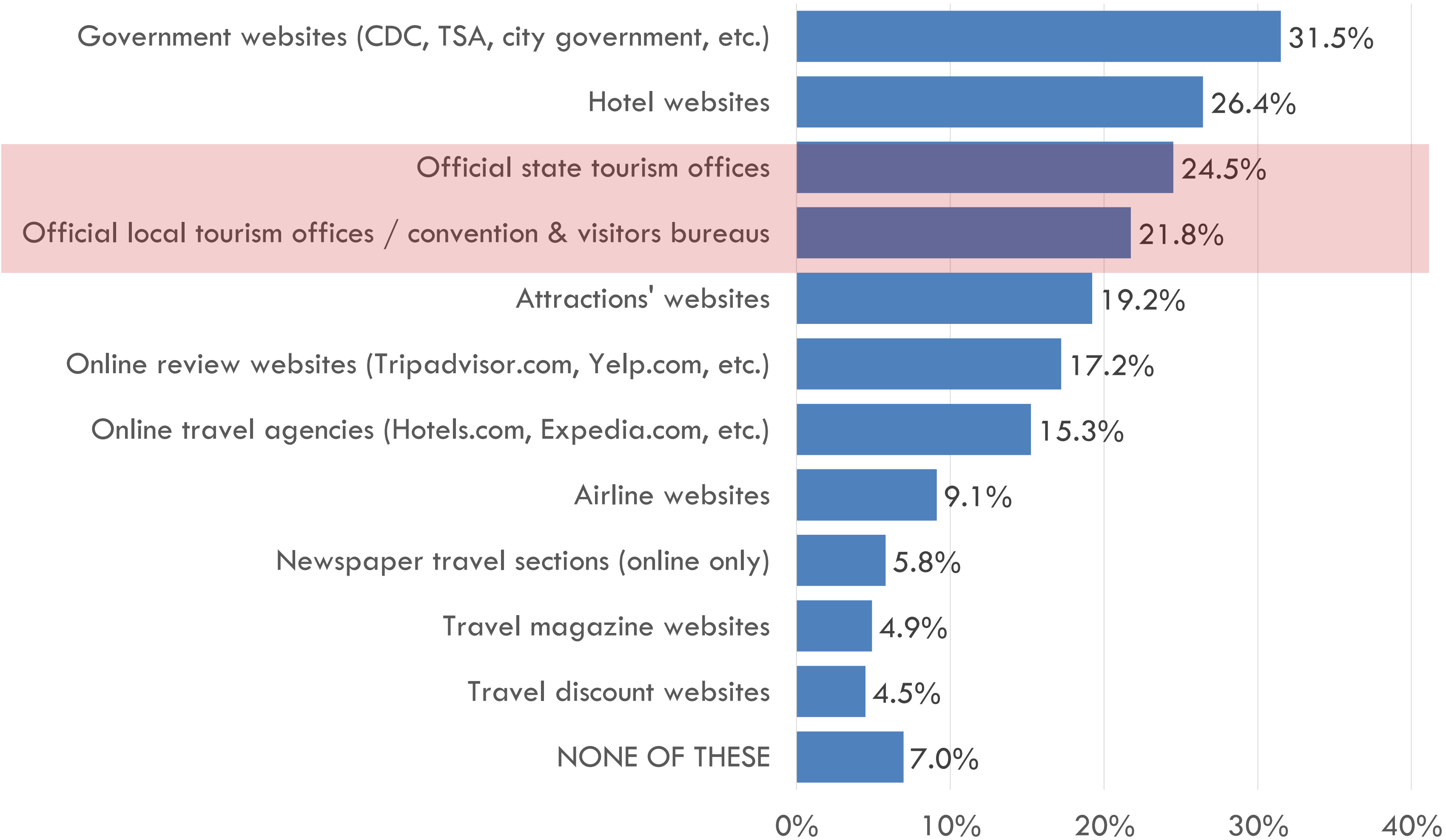
(Base: Wave 27 data. Respondents taking a summer leisure trip, 498 completed surveys. Data collected September 11-13, 2020)



RESOURCES USED TO RESEARCH DESTINATION REGULATIONS

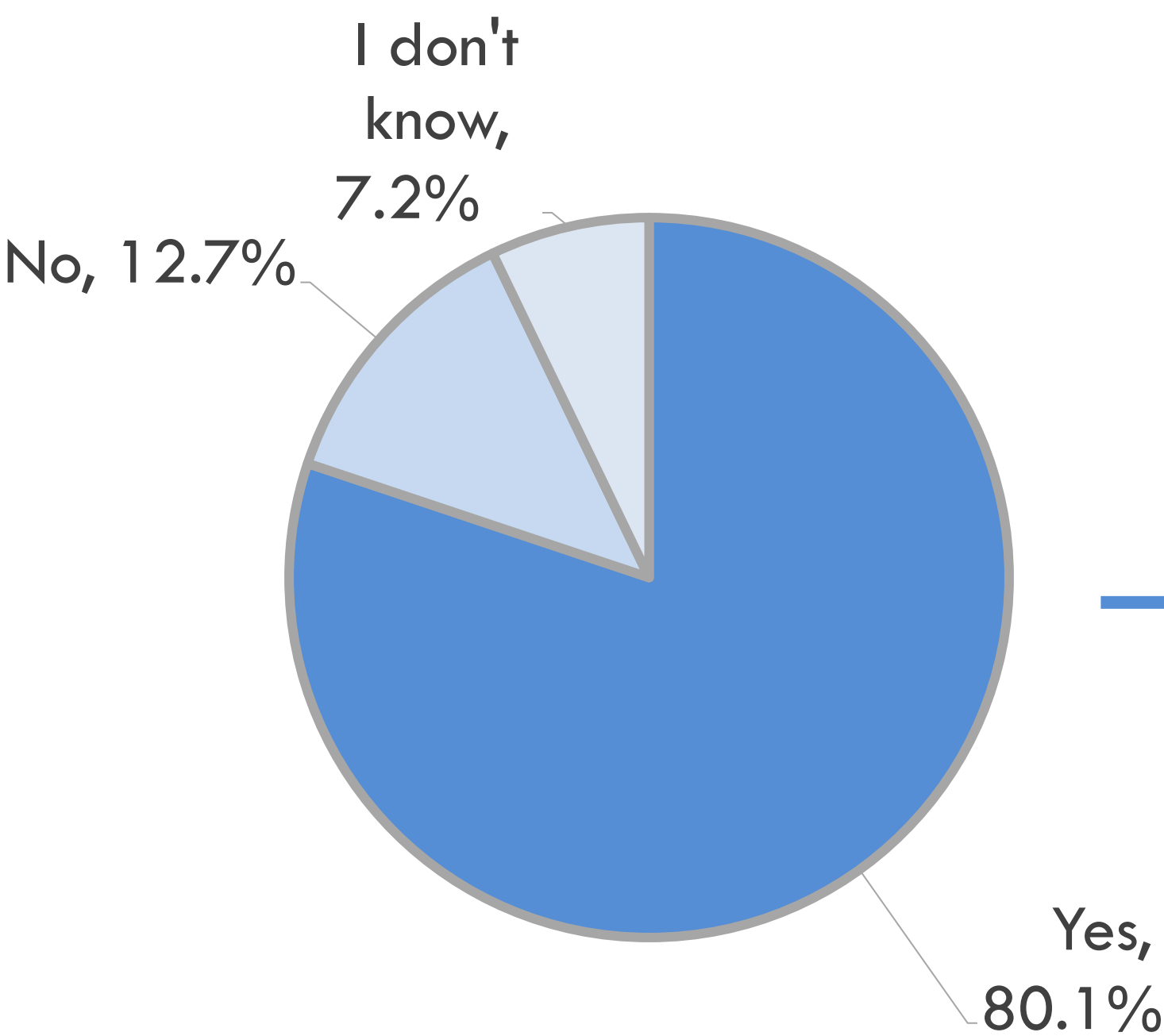
Question: Which of these resources did you use to research the Coronavirus-related rules and regulations in the destinations you visited?

(Base: Wave 27 data. Respondents researching coronavirus-related regulations for their trip destination, 284 completed surveys. Data collected September 11-13, 2020)



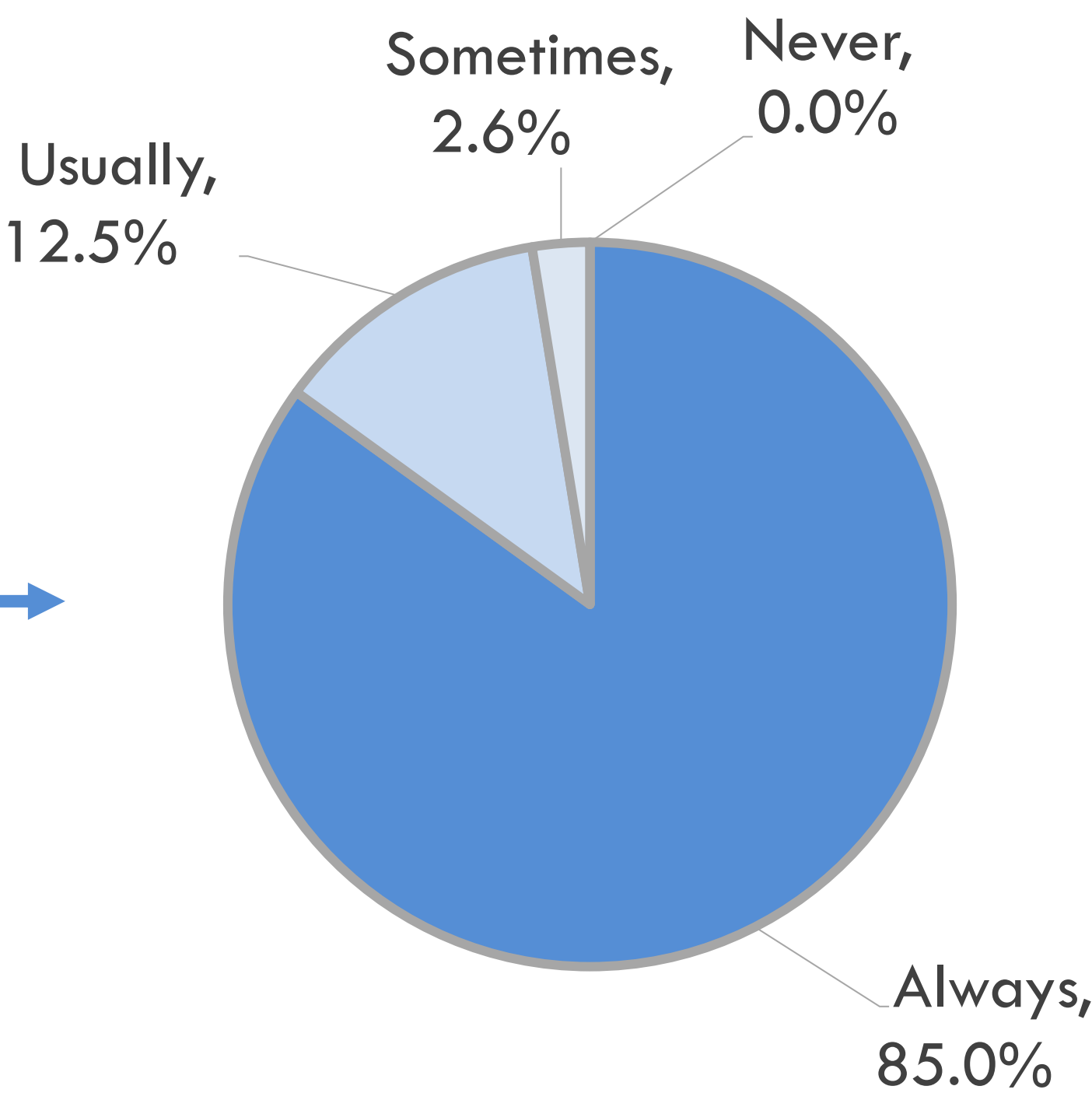
MANDATORY FACEMASK REGULATIONS

Question: Did any of the destinations you visited this summer have mandatory face mask usage regulations?



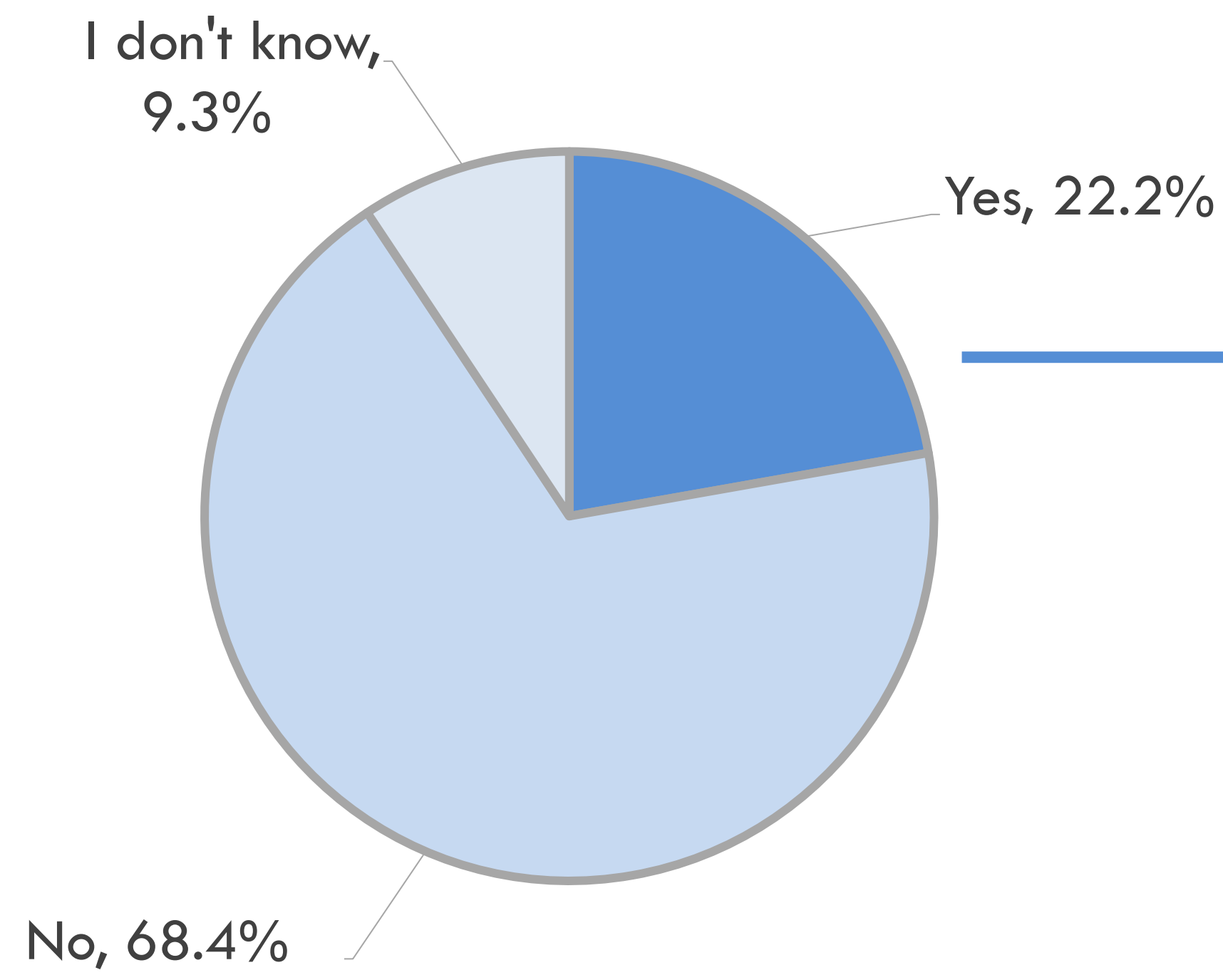
FOLLOWING MANDATORY FACEMASK REGULATIONS

Question: While in these destinations, how often did you personally follow these mandatory face mask usage regulations?



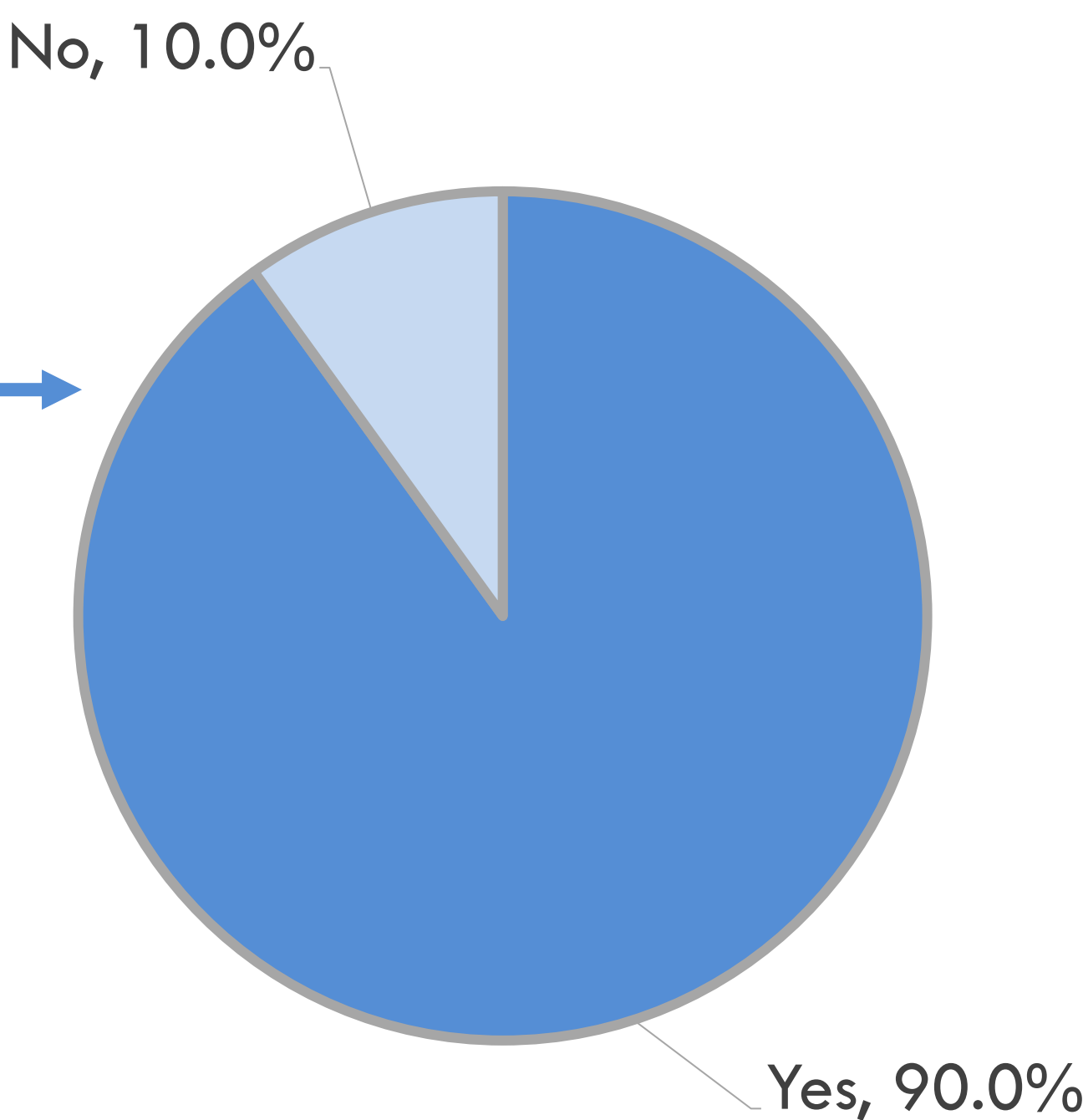
MANDATORY QUARANTINE LAWS

Question: Did any of the destinations you visited this summer have mandatory quarantine regulation in place for visitors?



FOLLOWING MANDATORY QUARANTINE LAWS

Question: Did you follow these quarantine regulations?



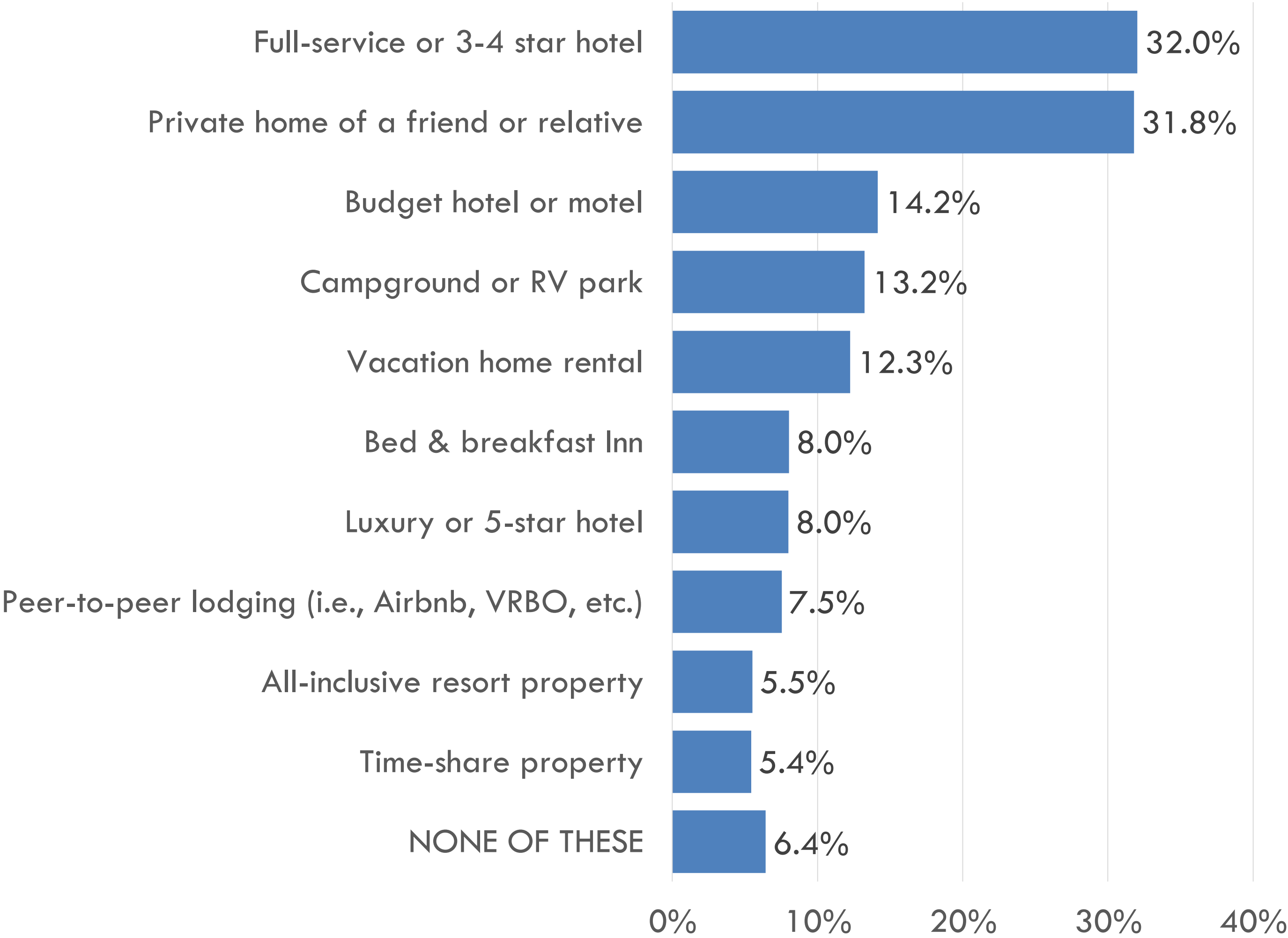
Where did they stay?



SUMMER LEISURE TRIPS: PLACE OF STAY

Question: In which of the following did you stay overnight at during any of your summer leisure trip(s)? (Select all that apply)

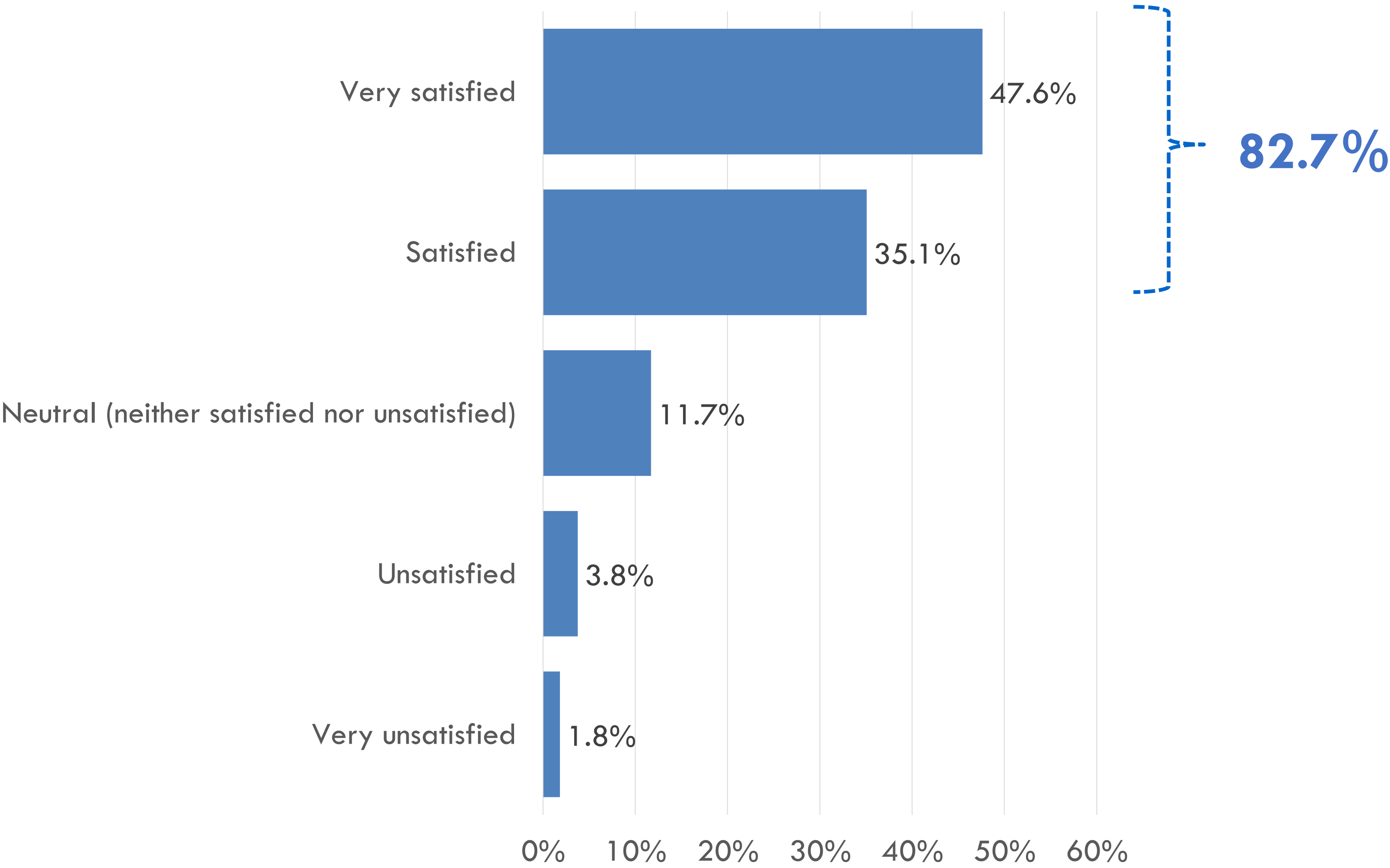
(Base: Wave 27 data. Respondents taking an overnight summer leisure trip, 430 completed surveys. Data collected September 11-13, 2020)



SATISFACTION WITH HOTEL SAFETY PROTOCOLS

Question: In general, how satisfied were you with the Coronavirus safety protocols put in place by your lodging property? (Select one)

(Base: Wave 27 data. Respondents staying overnight in a lodging property, 255 completed surveys. Data collected September 11-13, 2020)



A Look Back: Travelers' Desired Hotel Operational Practices

When staying in a **hotel** in the future, which operational practices do you think should be used?



Guests provided with hand sanitizer, face masks, disinfectant wipes, etc. (55.9%)



Cleaning/sanitizing procedures well-explained (54.0%)



Required employee health screening (53.0%)



Cleaning activity visible in public areas during your hotel stay (51.4%)



Social distancing guidelines enforced (47.2%)



Breakfast buffets replaced by room service or grab-n-go options (46.9%)



Require employees wear masks and gloves (45.8%)



Contact-less check-in (40.1%)



Sneeze guard barriers at front desk, gift shop, etc. (36.3%)



Smartphone-based mobile room keys (34.7%)



Floor markings for social distancing (30.3%)

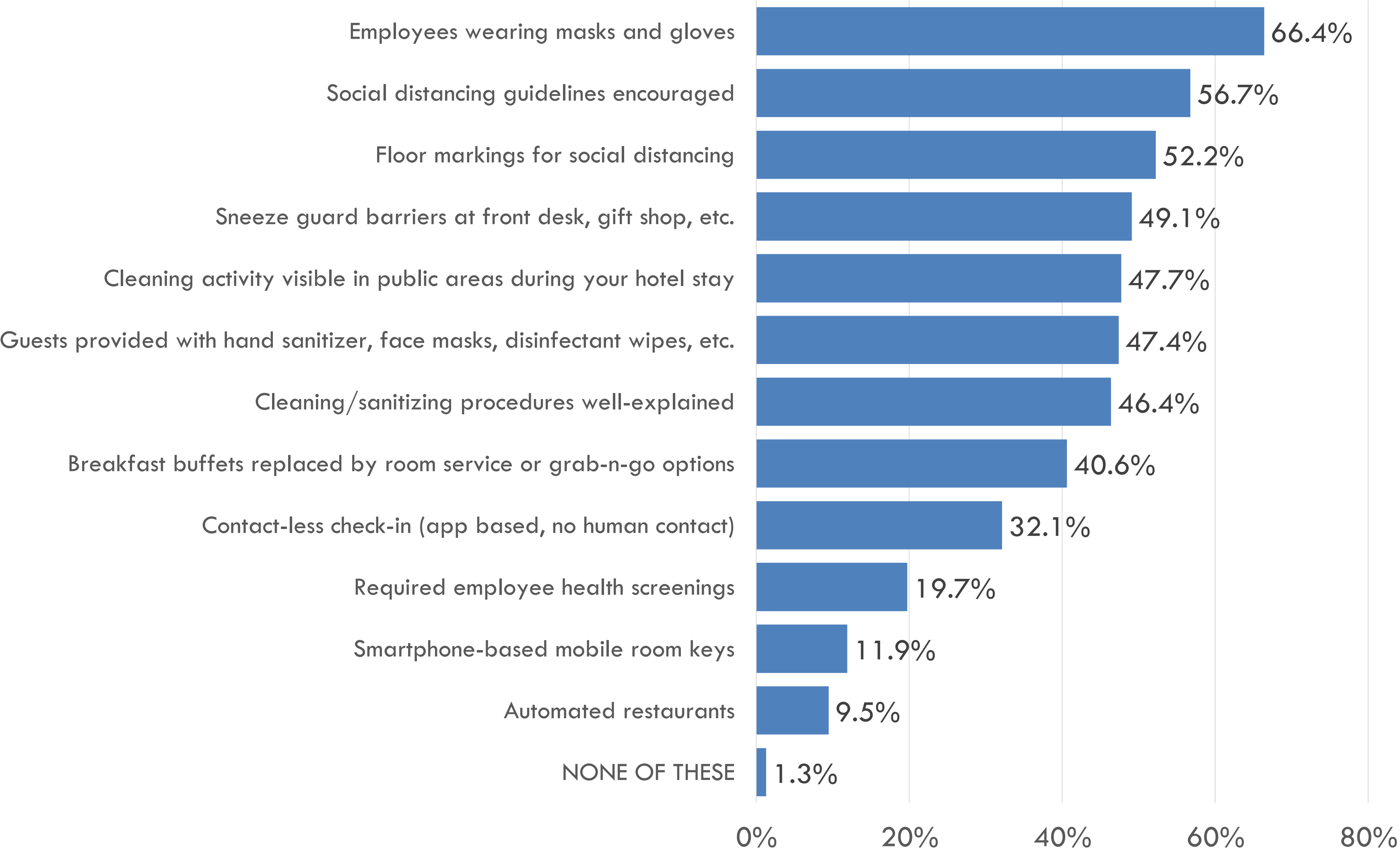


Automated restaurants (14.8%)

HOTEL SAFETY PROTOCOLS: AWARENESS

Question: Which of the following **SAFETY PROTOCOLS** did you see in place in any lodging properties you stayed at this summer?

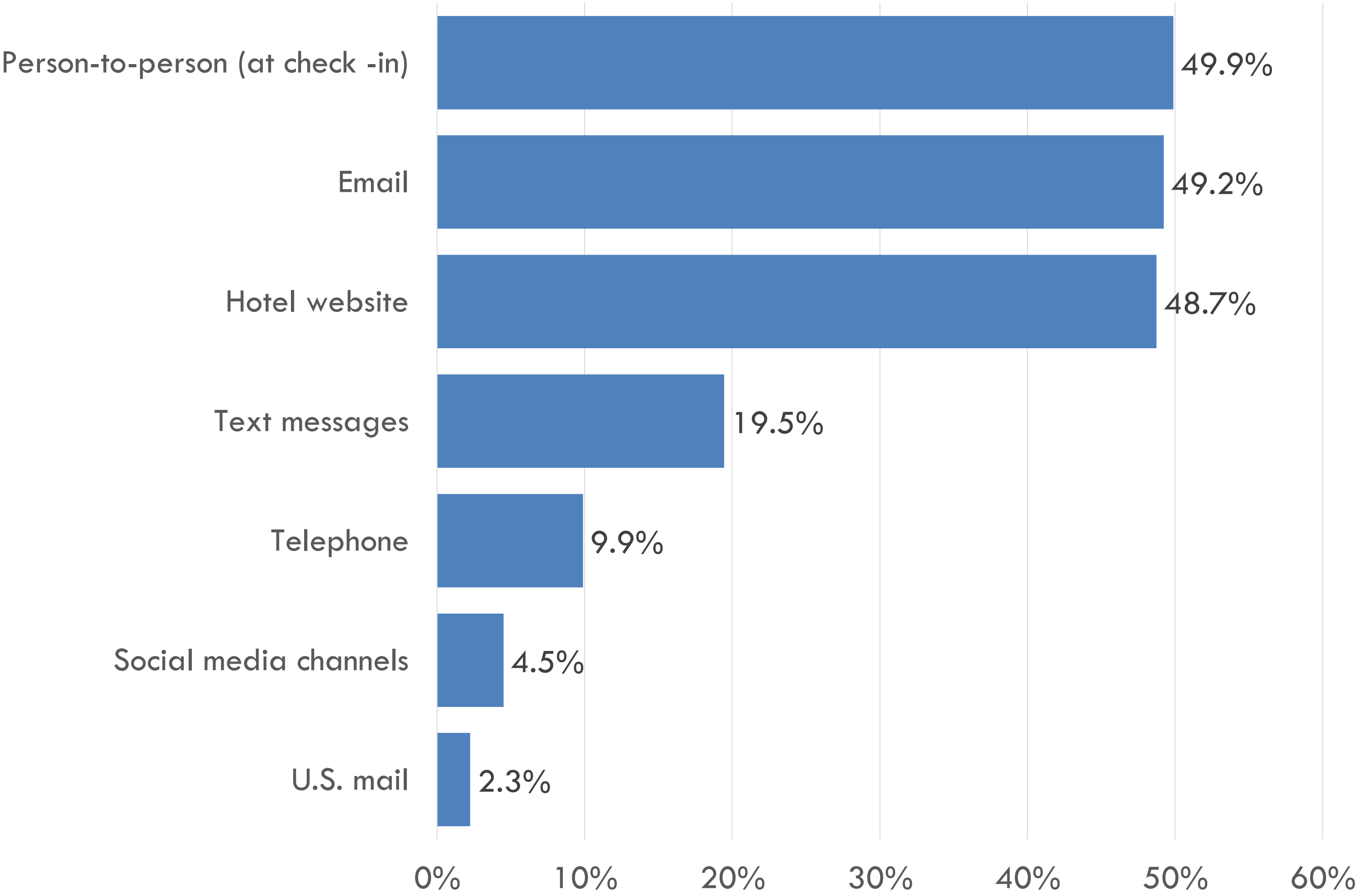
(Base: Wave 27 data. Respondents staying overnight in a lodging property, 255 completed surveys. Data collected September 11-13, 2020)



HOTEL COMMUNICATIONS

Question: How did the lodging property (or properties) you used this summer communicate their Coronavirus safety protocols to you? (Select all that apply)

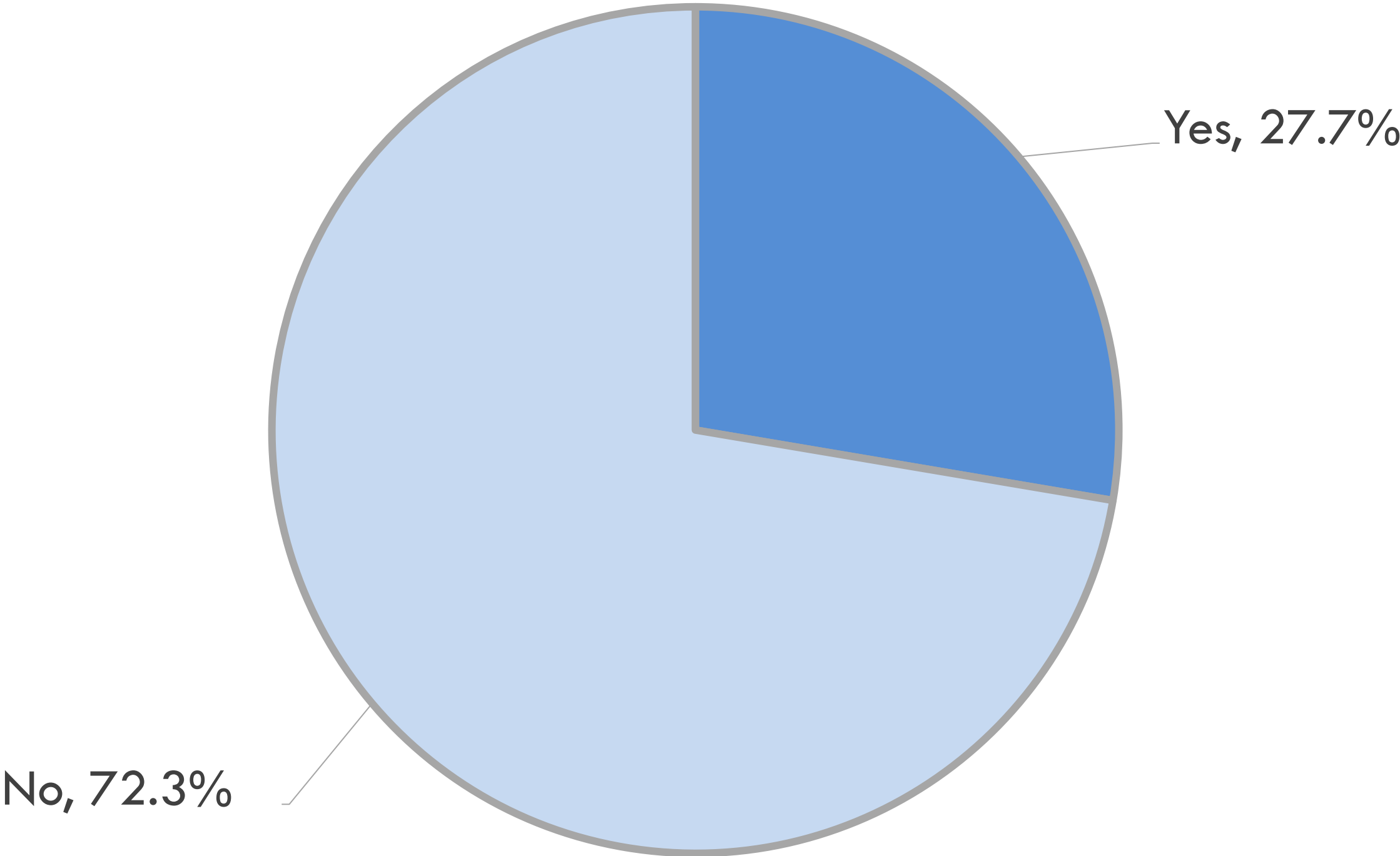
(Base: Wave 27 data. Respondents staying overnight in a lodging property, 255 completed surveys. Data collected September 11-13, 2020)



HOTEL SAFETY PROTOCOLS: SAFETY CONCERNS

Question: Thinking about Coronavirus concerns, at any point during your most recent stay in a lodging property did you feel concerned about your safety WHILE AT THE LODGING PROPERTY?

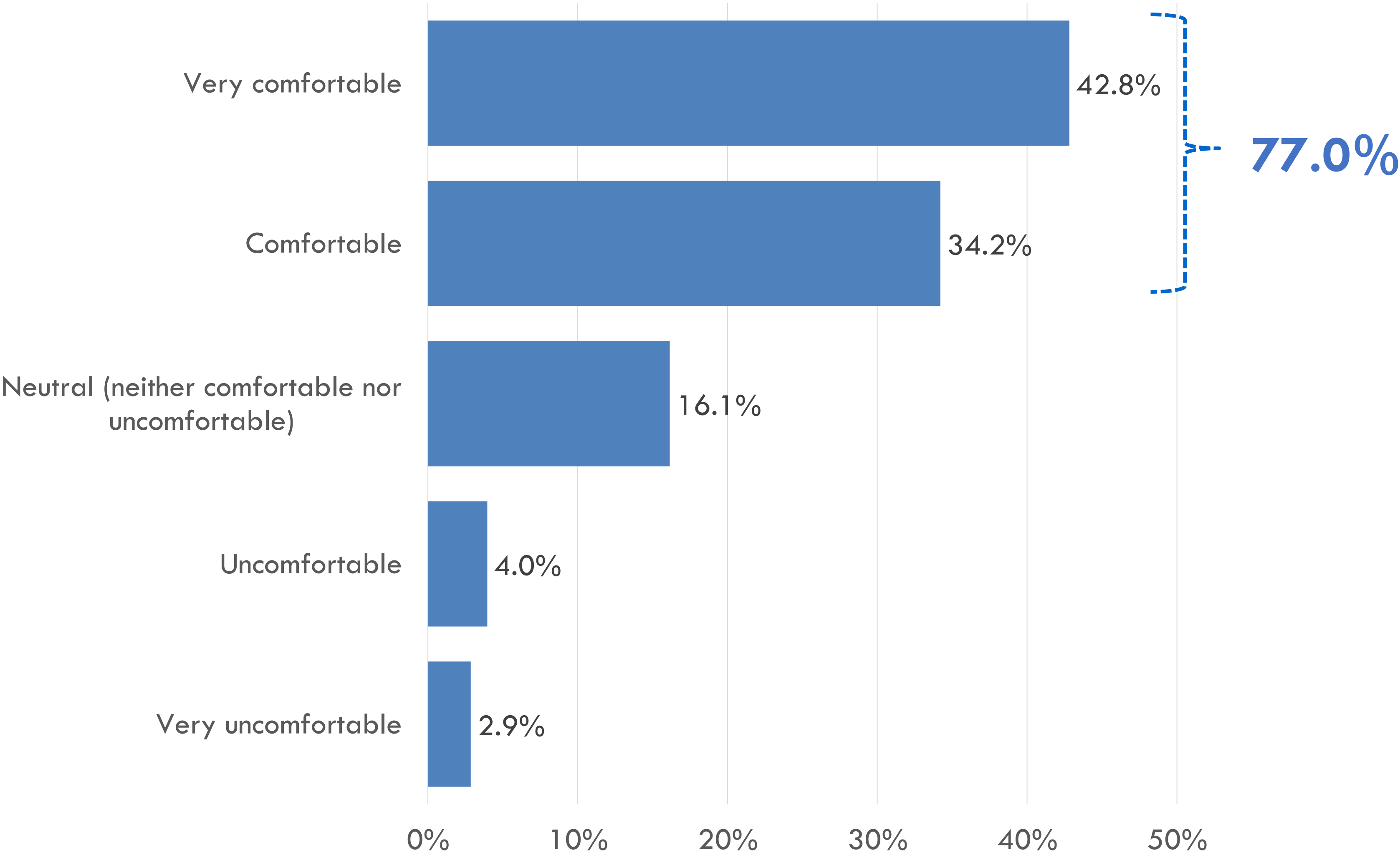
(Base: Wave 27 data. Respondents staying overnight in a lodging property, 255 completed surveys. Data collected September 11-13, 2020)



COMFORT WITH HOTEL CROWDING

Question: How comfortable were you with the number of guests you saw in public areas at the most recent lodging property in which you stayed? (Select one)

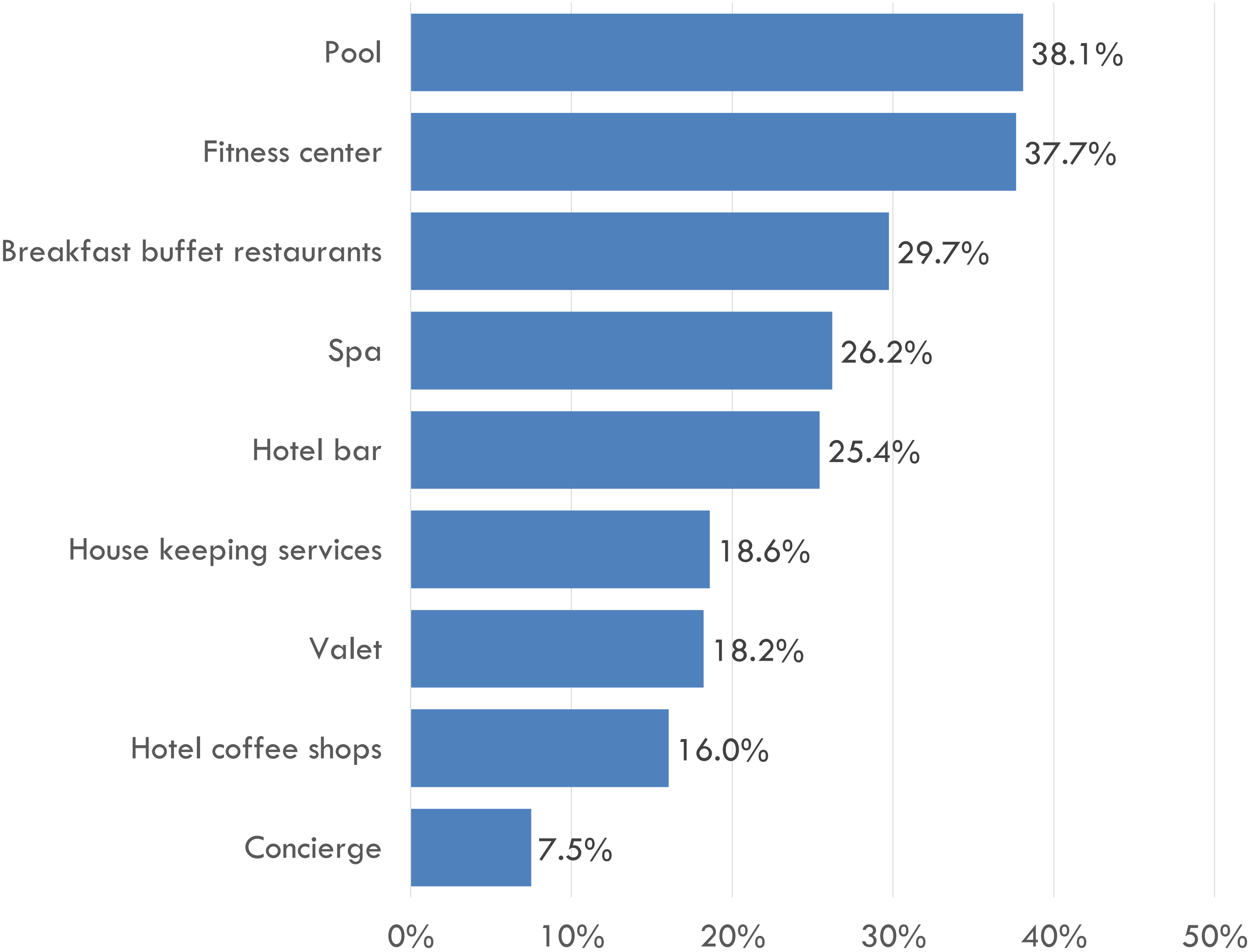
(Base: Wave 27 data. Respondents staying overnight in a lodging property, 255 completed surveys. Data collected September 11-13, 2020)



HOTEL SERVICES AVOIDED

Question: During your most recent stay at a lodging property, which of the following services did you SPECIFICALLY AVOID USING due to the Coronavirus situation? (Select all that apply)

(Base: Wave 27 data. Respondents staying overnight in a lodging property, 255 completed surveys. Data collected September 11-13, 2020)



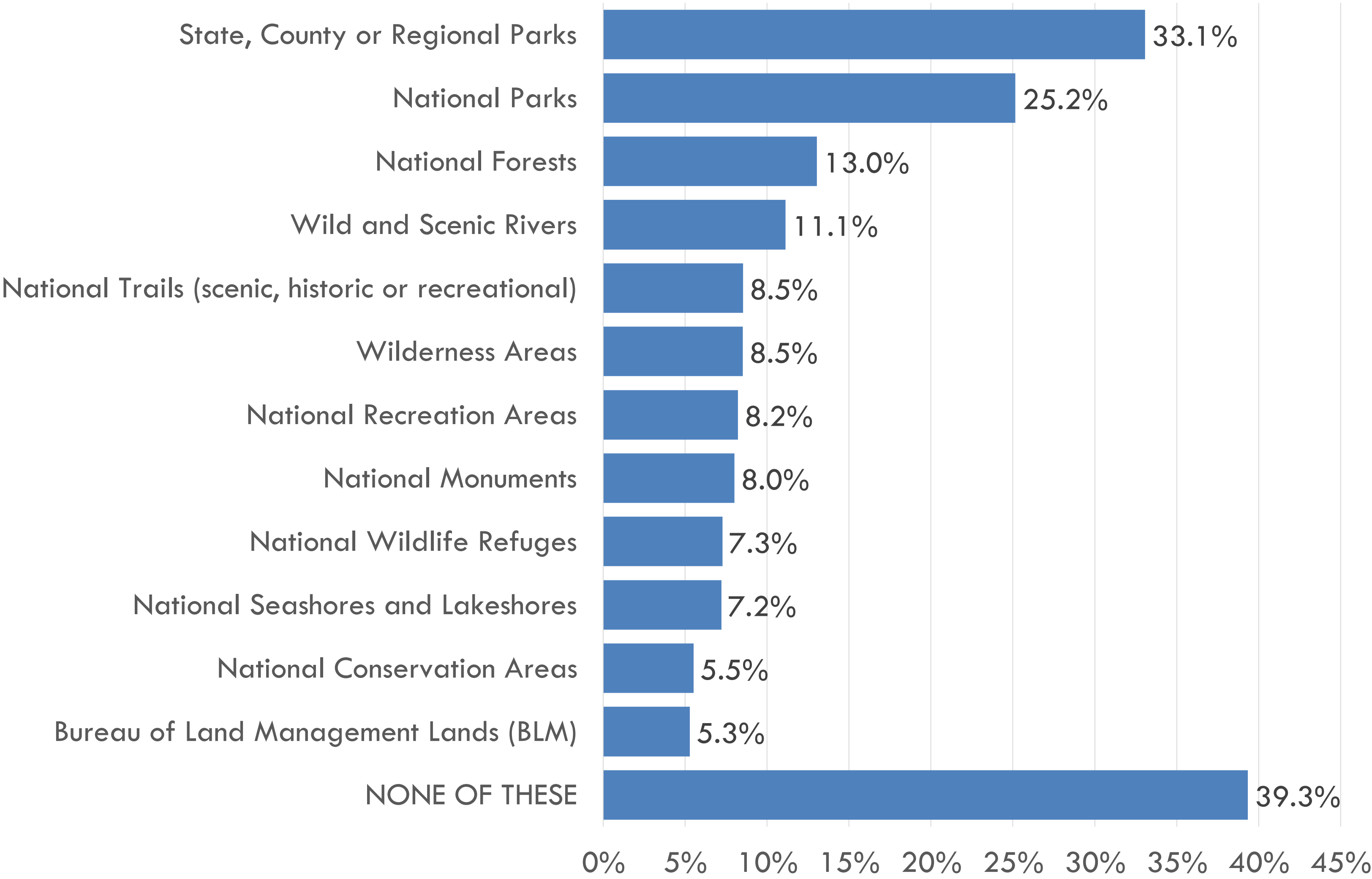
What did they do?



VISITING PUBLIC LANDS

Question: On any of your leisure trips this summer did you visit any of the following types of public lands? (Select all that apply)

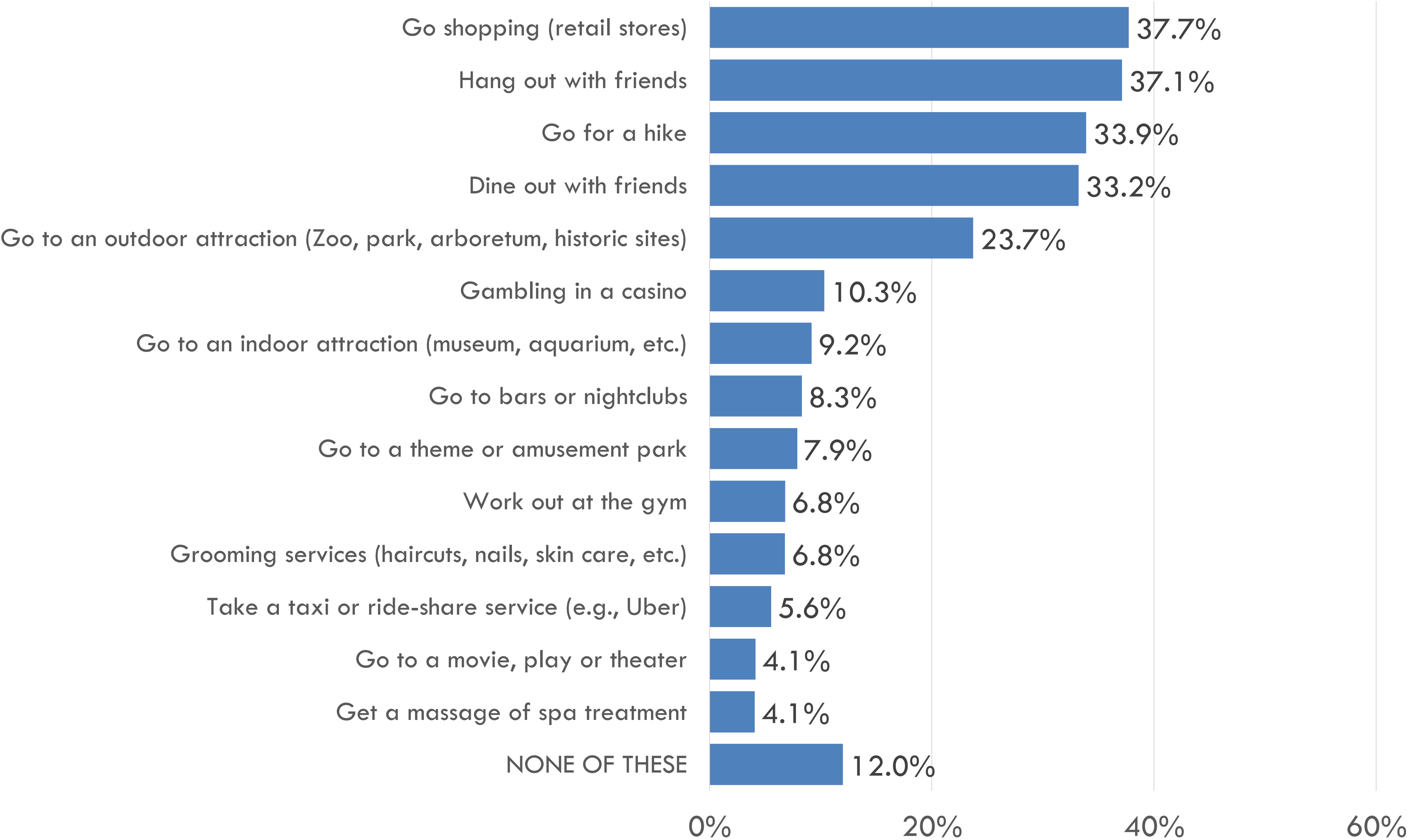
(Base: Wave 27 data. Respondents taking a summer leisure trip, 498 completed surveys. Data collected September 11-13, 2020)



SUMMER TRAVEL ACTIVITIES

Question: Which of the following did you do while traveling this summer? (Select all that apply)

(Base: Wave 27 data. Respondents taking a summer leisure trip, 498 completed surveys. Data collected September 11-13, 2020)



How did they spend?

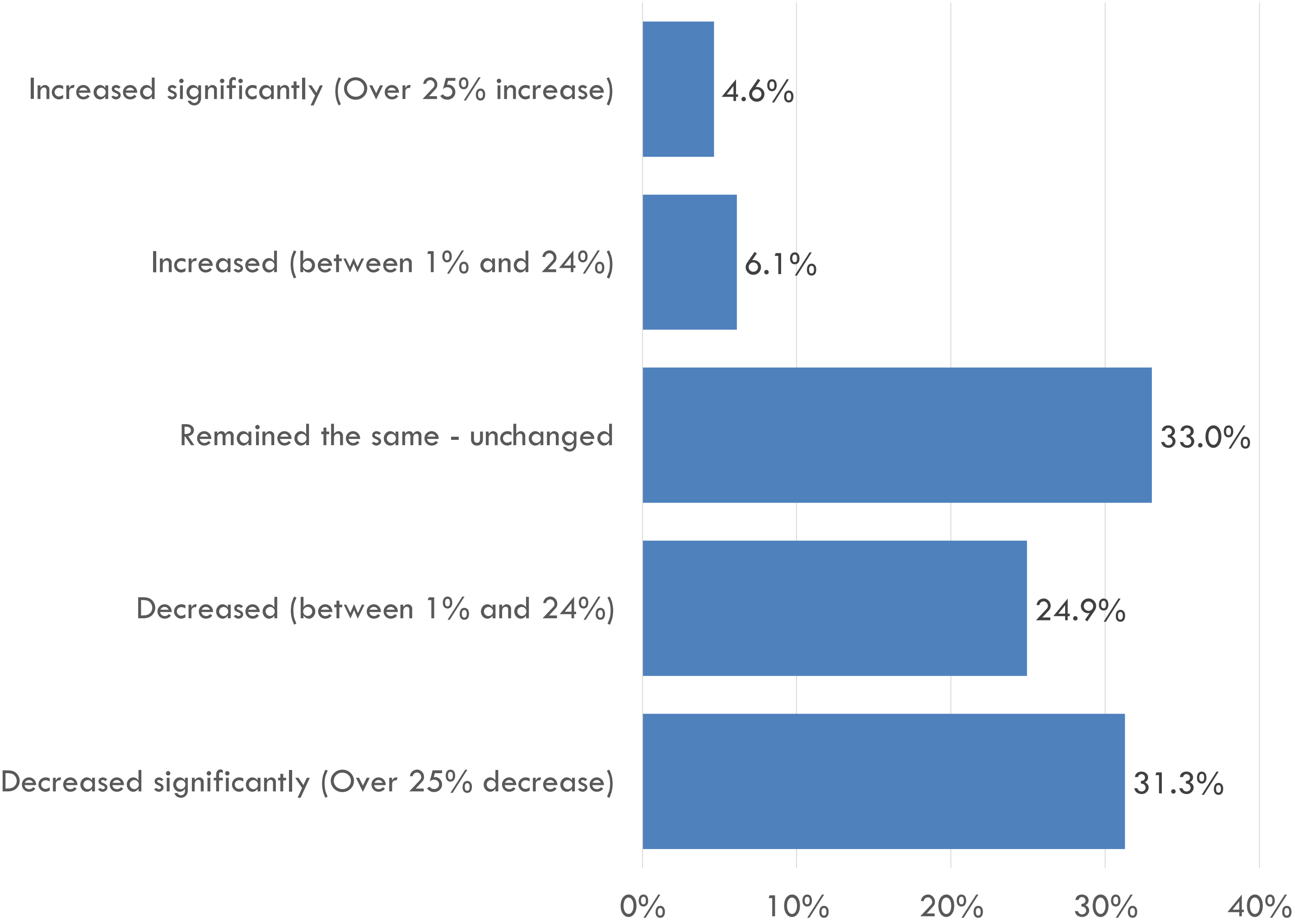
TRAVEL

CORONAVIRUS' IMPACT ON SPENDING

Question: In what way (if any) has the Coronavirus situation changed the amount you spent while on your summer trip(s)? (Select one to complete the sentence)

My spending while on leisure trips this summer

(Base: Wave 27 data. Respondents taking a summer leisure trip, 498 completed surveys. Data collected September 11-13, 2020)

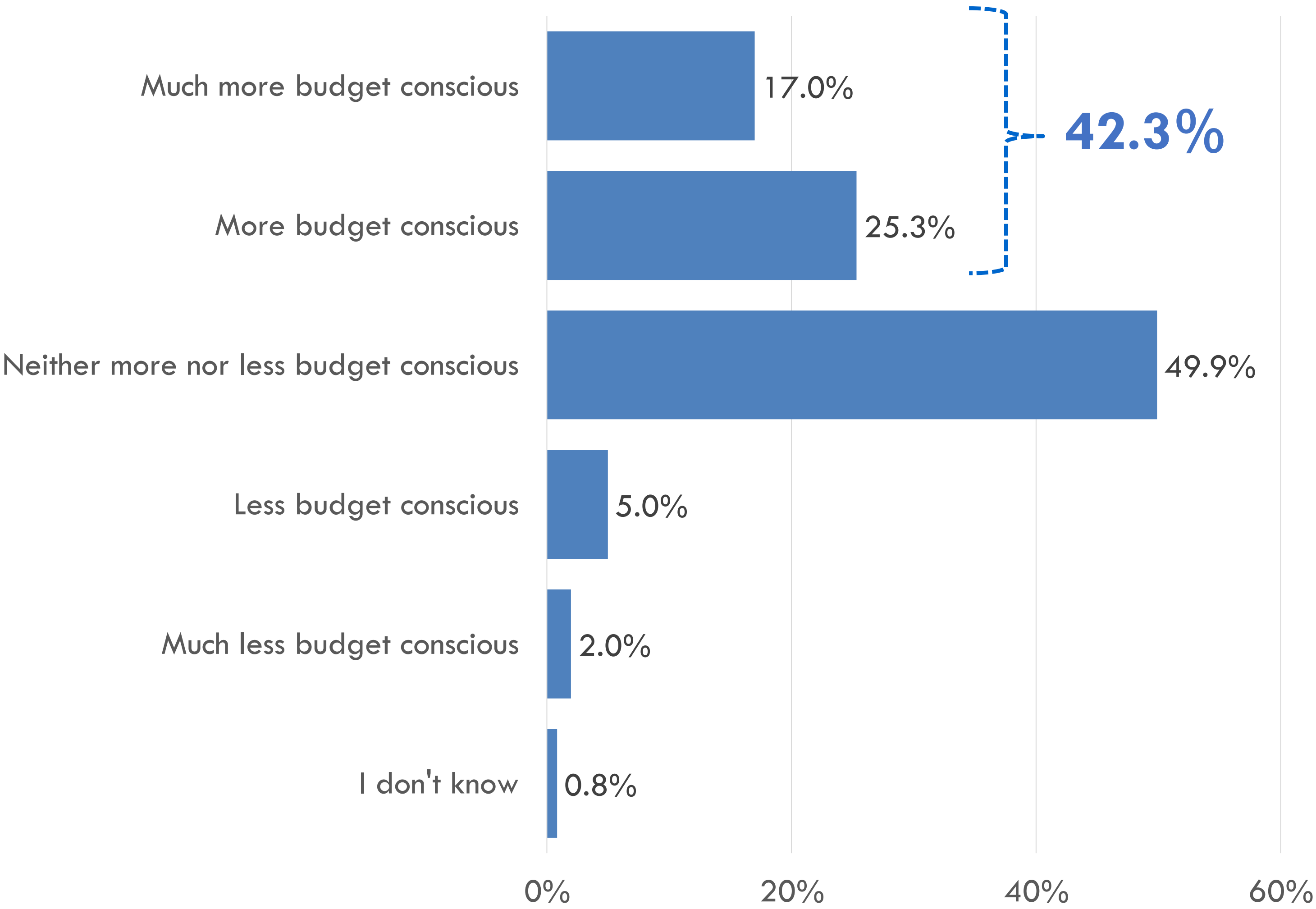


CORONAVIRUS' IMPACT ON BUDGETING

Question: Continuing to think about your travel spending this summer. Compared to before the Coronavirus situation, how budget conscious were you while traveling this summer?

This summer while traveling I was _____

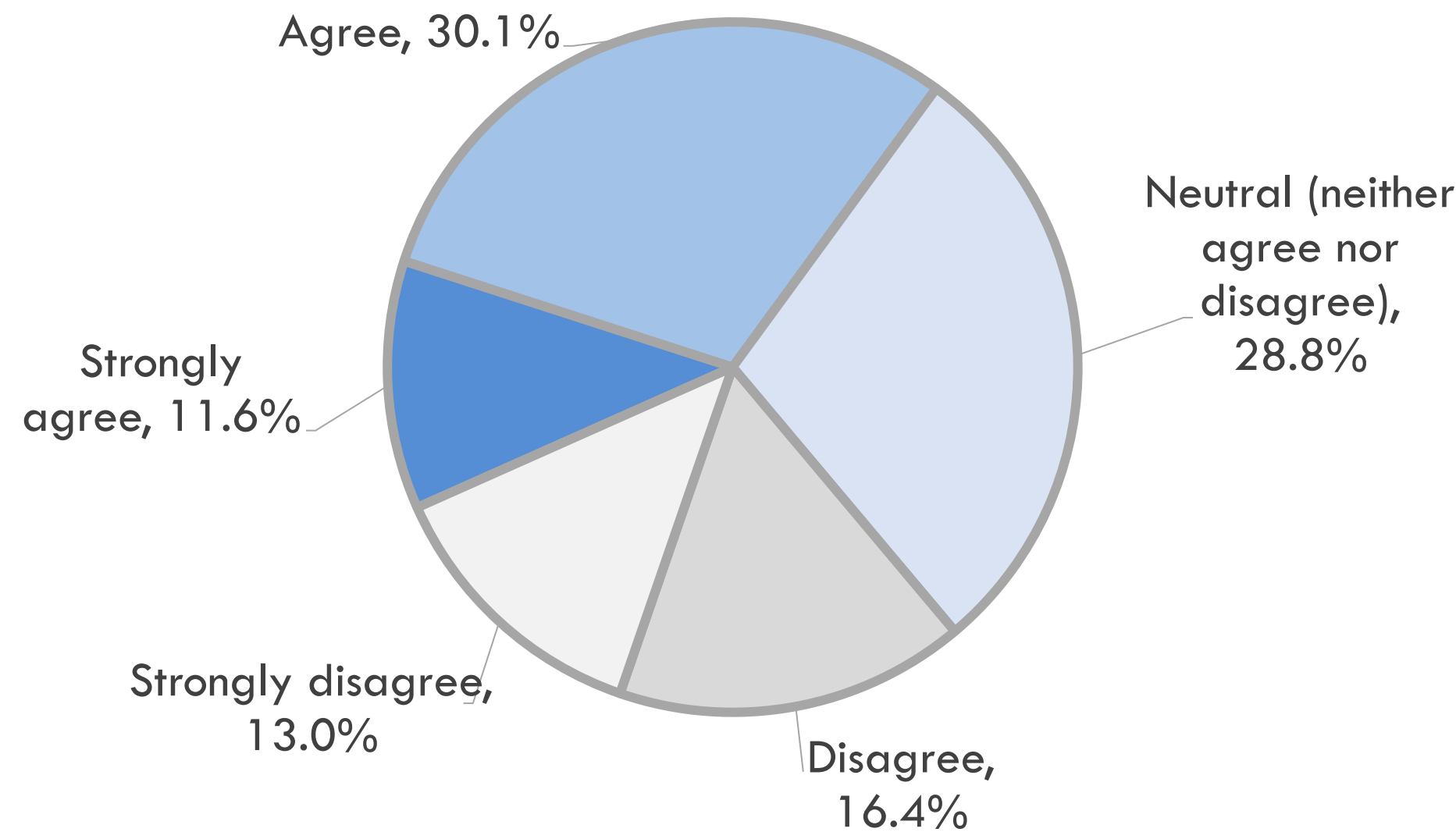
(Base: Wave 27 data. Respondents taking a summer leisure trip, 498 completed surveys. Data collected September 11-13, 2020)



DISCOUNTS AND PRICE CUTS

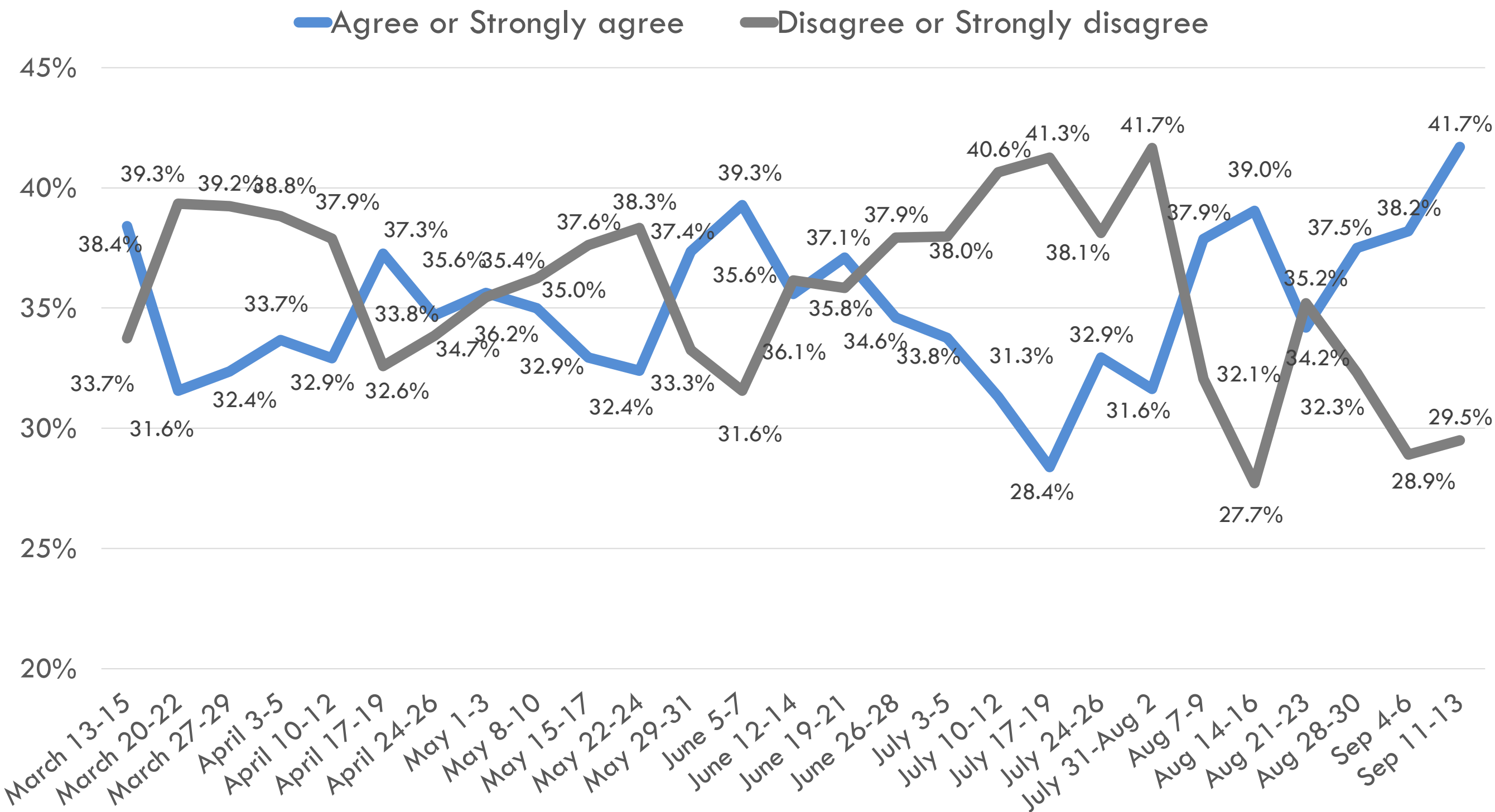
How much do you agree with the following statement?

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: Waves 1-27. 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, 1,207, 1,250, 1,225 and 1,205 completed surveys.)

Historical data

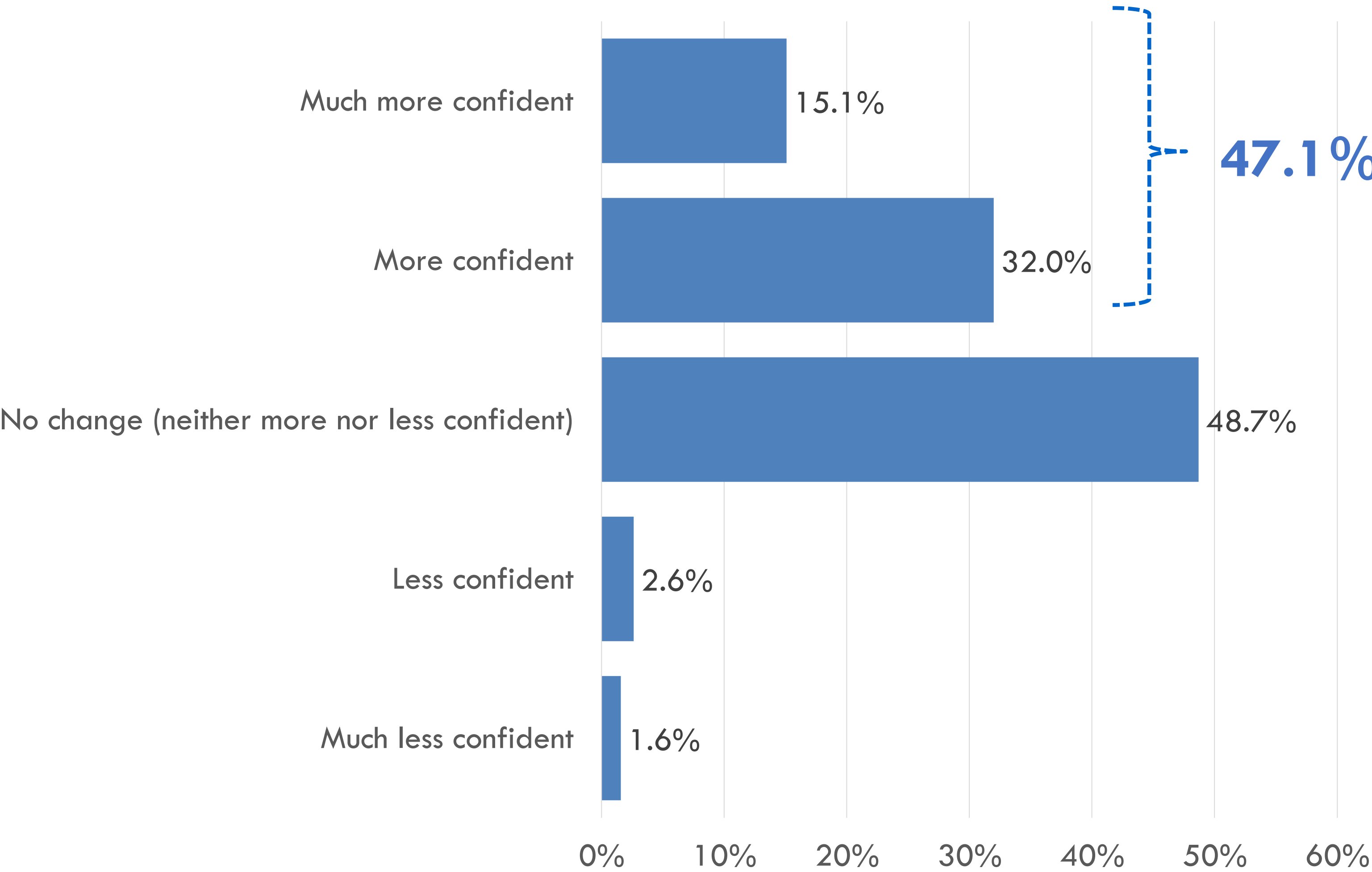


CONFIDENCE BUILDING

Question: Did taking this trip(s) make your more or less confident that you can travel safely in the time of the Coronavirus? (Select one)

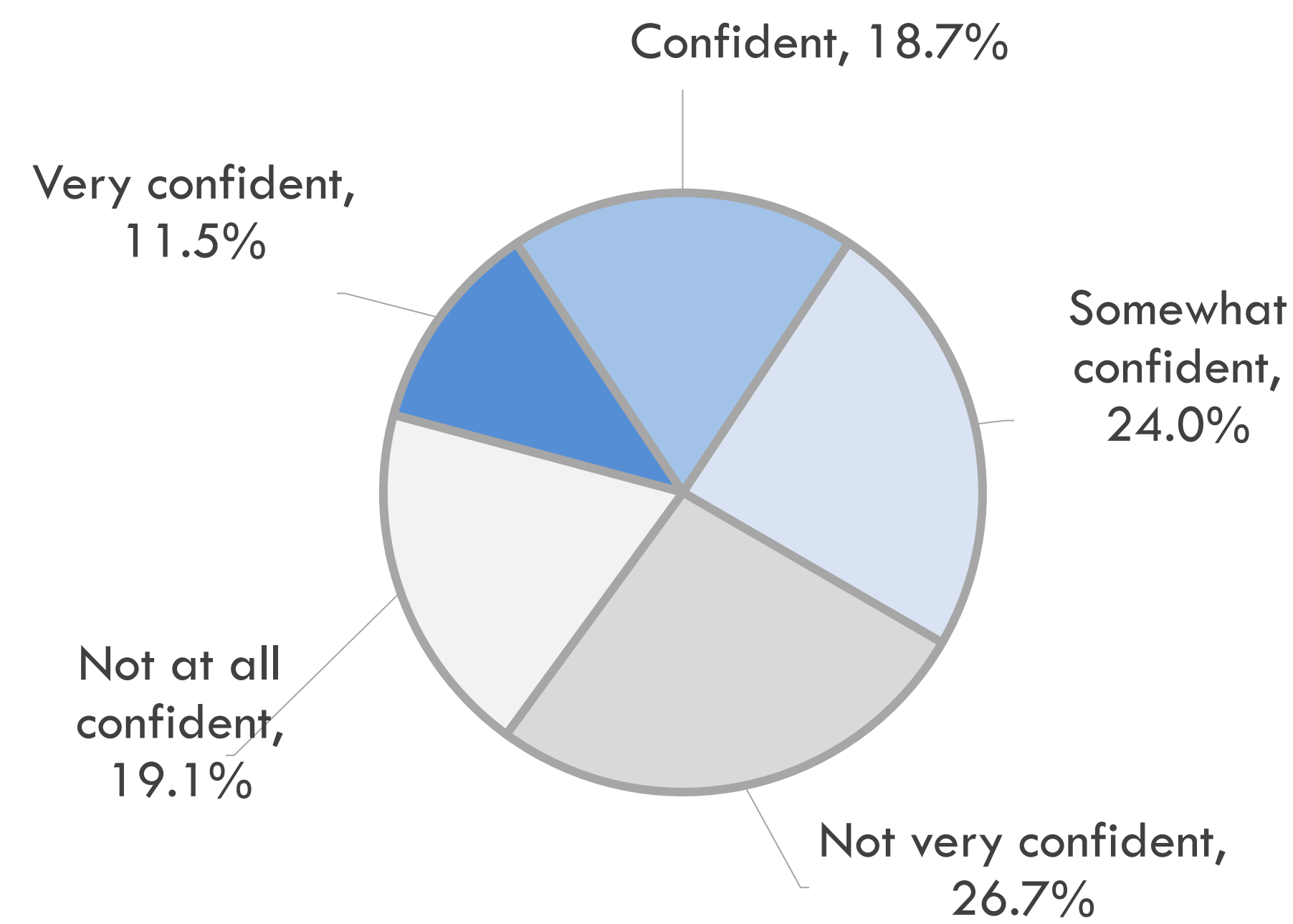
My experiences on my summer leisure trip(s) have made me _____ I can travel safely.

(Base: Wave 27 data. Respondents taking a summer leisure trip, 498 completed surveys. Data collected September 11-13, 2020)



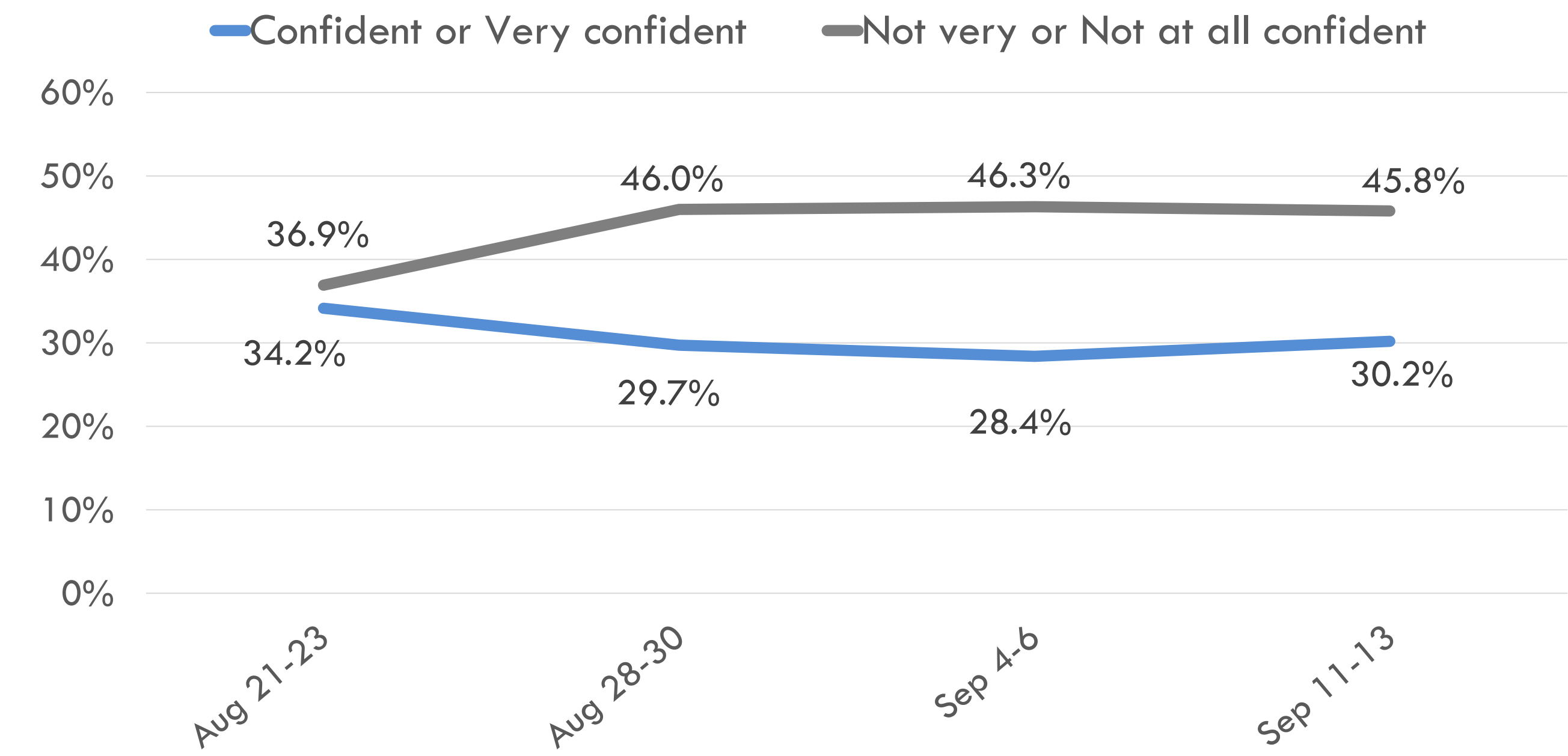
CONFIDENCE IN TRAVELING SAFELY

Question: How confident are you that you can travel safely in the current environment?



(Base: Wave 24-27 data. All respondents, 1,207, 1,250, 1,225 and 1,205 completed surveys.)

Historical data



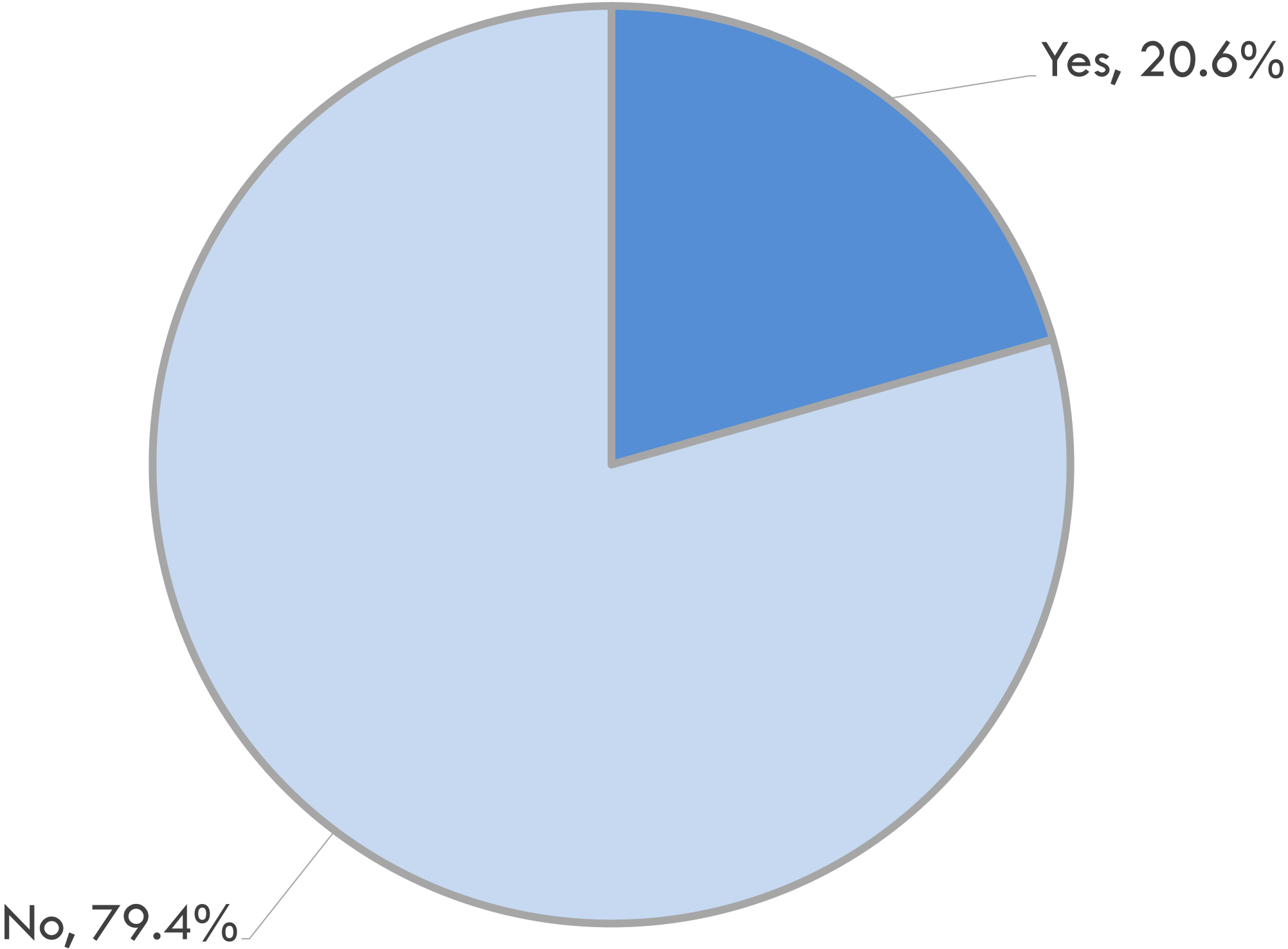
A woman with blonde hair and sunglasses is sitting on a striped lawn chair on a grassy lawn. She is holding a glass of red liquid with a straw. A blue suitcase is on the ground to her left. Behind her is a large, clear inflatable ring with colorful streamers. A potted plant is visible in the background. The scene is set outdoors with green curtains in the background.

Summer Staycations

STAYCATIONS TAKEN

Question: Have you taken any STAYCATIONS this summer (June 1st to today)?

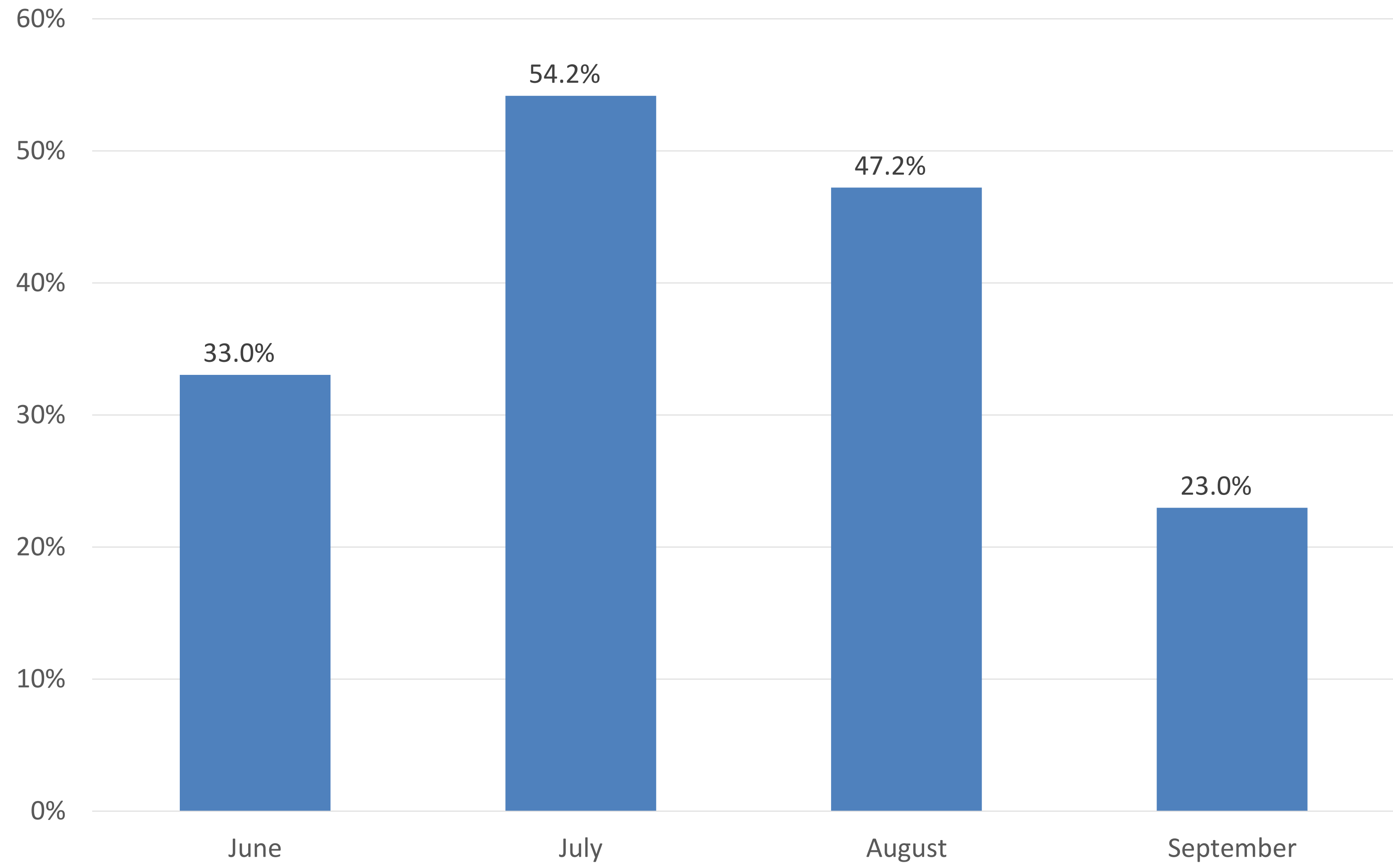
(Base: Wave 27 data. All respondents, 1,205 completed surveys. Data collected September 11-13, 2020)



MONTHS STAYCATIONS WERE TAKEN

Question: In which summer month(s) did you take a staycation? (Select all that apply)

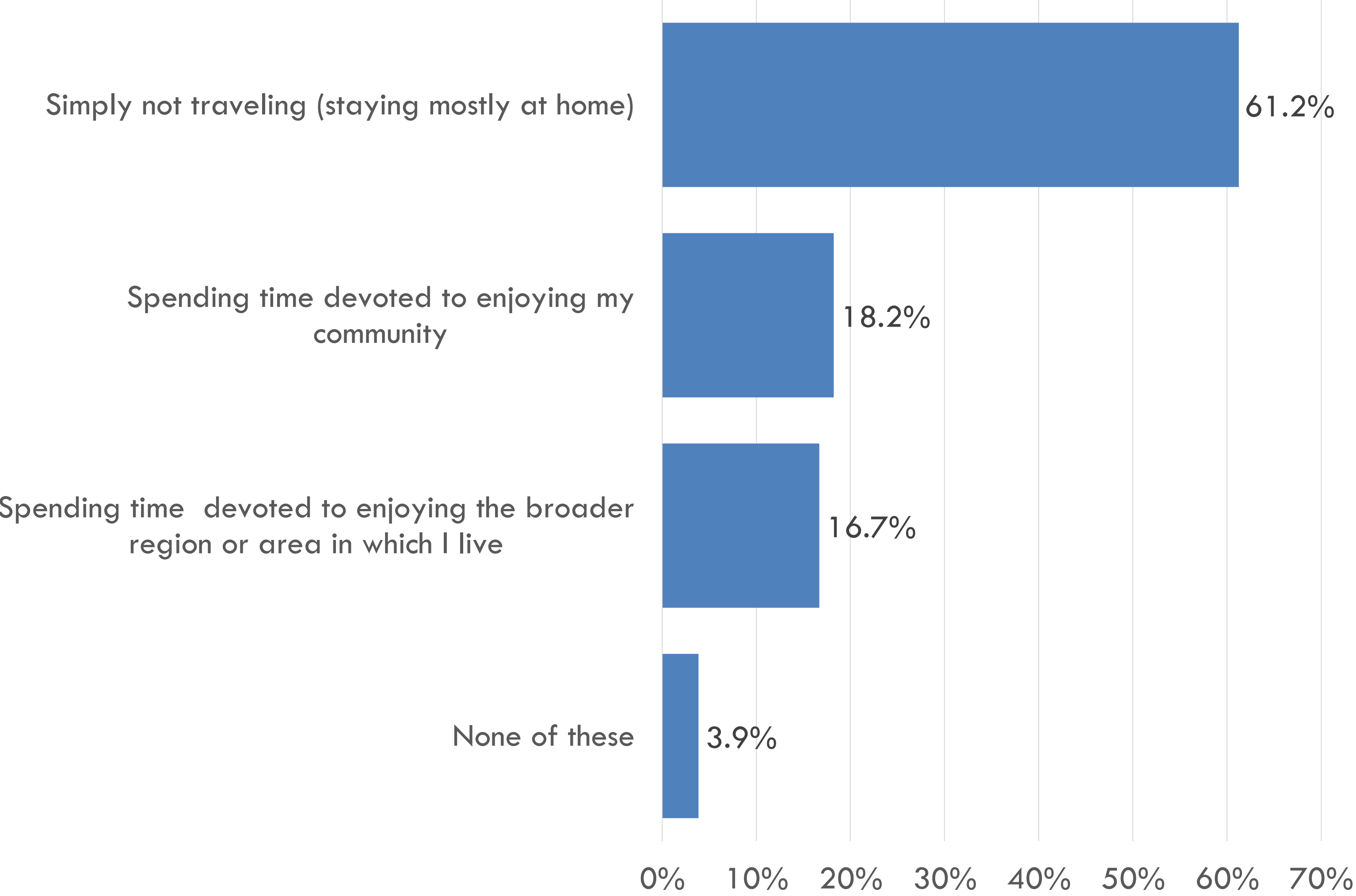
(Base: Wave 27 data. Respondents taking a summer staycation, 252 completed surveys. Data collected September 11-13, 2020)



DESCRIPTION OF STAYCATIONS TAKEN

Question: Which best describes the most recent staycation you took this summer?

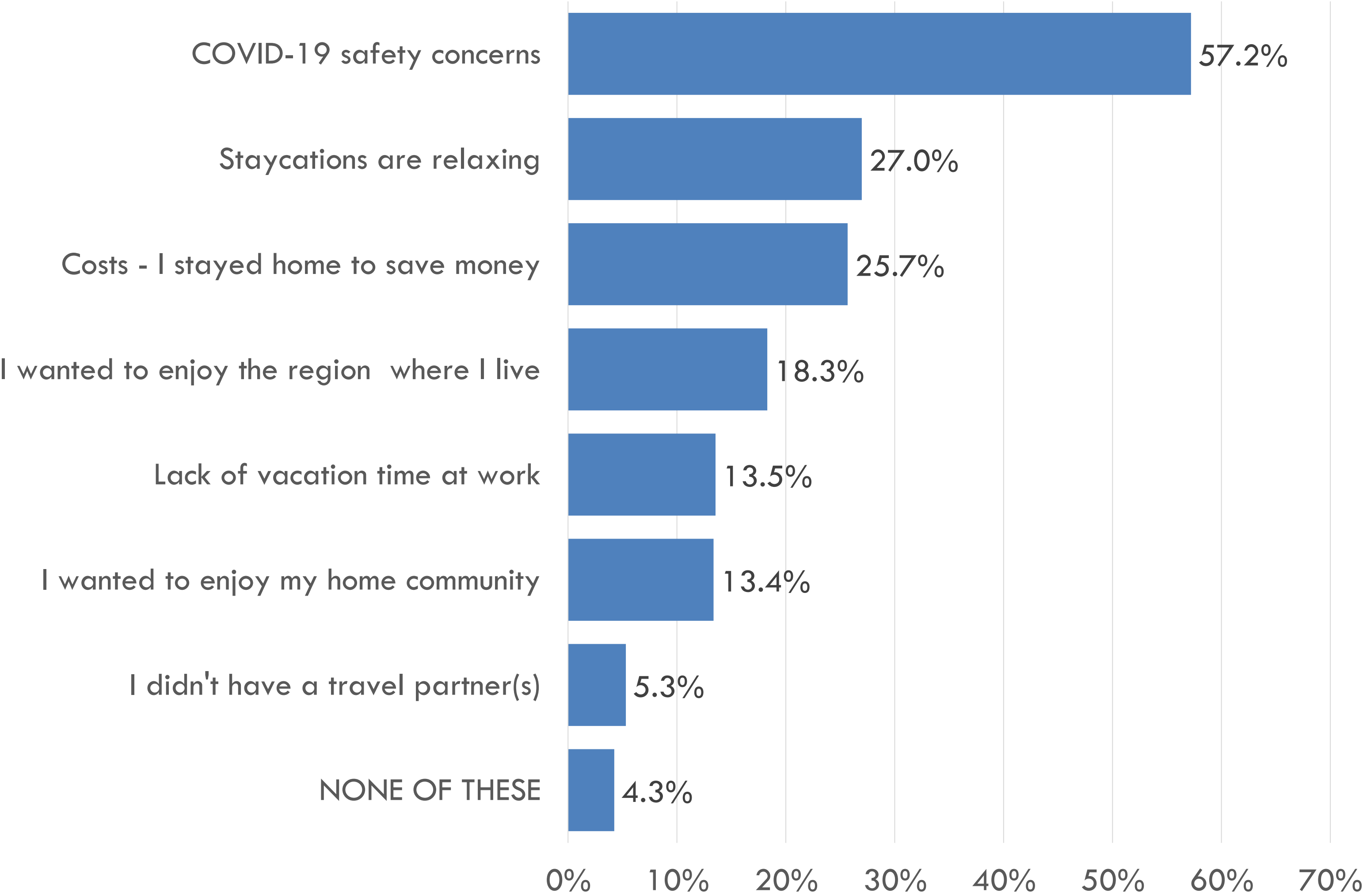
(Base: Wave 27 data. Respondents taking a summer staycation, 252 completed surveys. Data collected September 11-13, 2020)



MOTIVATIONS FOR TAKING A STAYCATION

Question: Which of these motivated you to take a staycation rather than traveling away from your home? (Select all that apply)

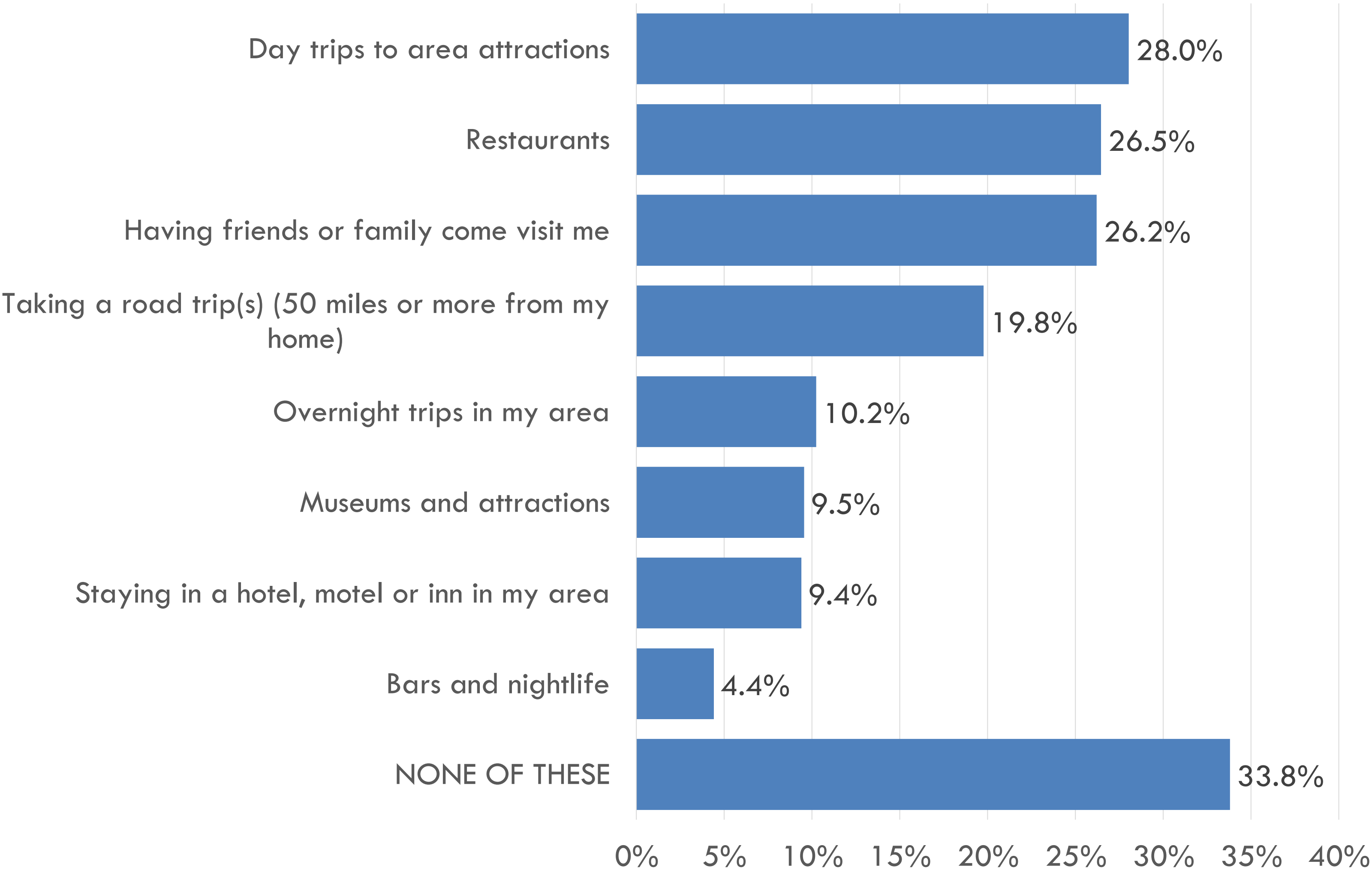
(Base: Wave 27 data. Respondents taking a summer staycation, 252 completed surveys. Data collected September 11-13, 2020)



ACTIVITIES ON STAYCATIONS

Question: Which of the following did you do while on a staycation this summer? (Select all that apply)

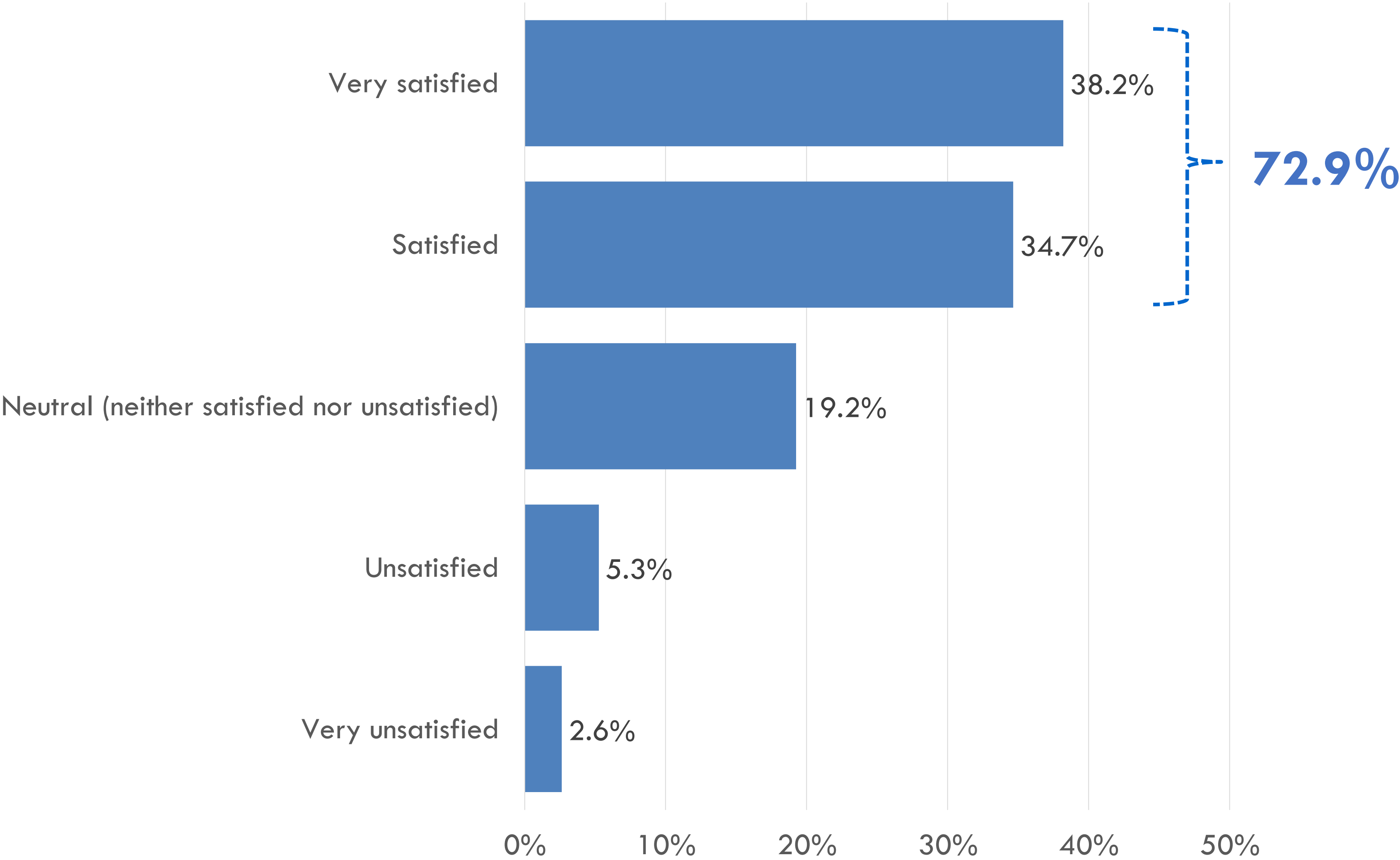
(Base: Wave 27 data. Respondents taking a summer staycation, 252 completed surveys. Data collected September 11-13, 2020)



SATISFACTION WITH STAYCATION DECISION

Question: In general, how satisfied are you with your decision to take a staycation rather than traveling this summer? (Select one)

(Base: Wave 27 data. Respondents taking a summer staycation, 252 completed surveys. Data collected September 11-13, 2020)





KEY TAKEAWAYS

- Over 40 percent of American travelers report that they took at least one leisure trip in the Summer of 2020
- However, the pandemic muted the economic impact of this travel. A more budget conscious mindset may be with travelers for the near future
- Many travelers will be researching pandemic-related rules at the destination level—an opportunity for DMOs
- There appears to be high levels of compliance by travelers with mandatory mask and quarantine policies
- Opportunity exists for the travel industry to improve safety perceptions, including protocols and practices that best fit with travelers' desires—particularly important as trip experience builds confidence that travel can be done safely
- Staycations were primarily motivated by coronavirus and not more permanent factors or preferences

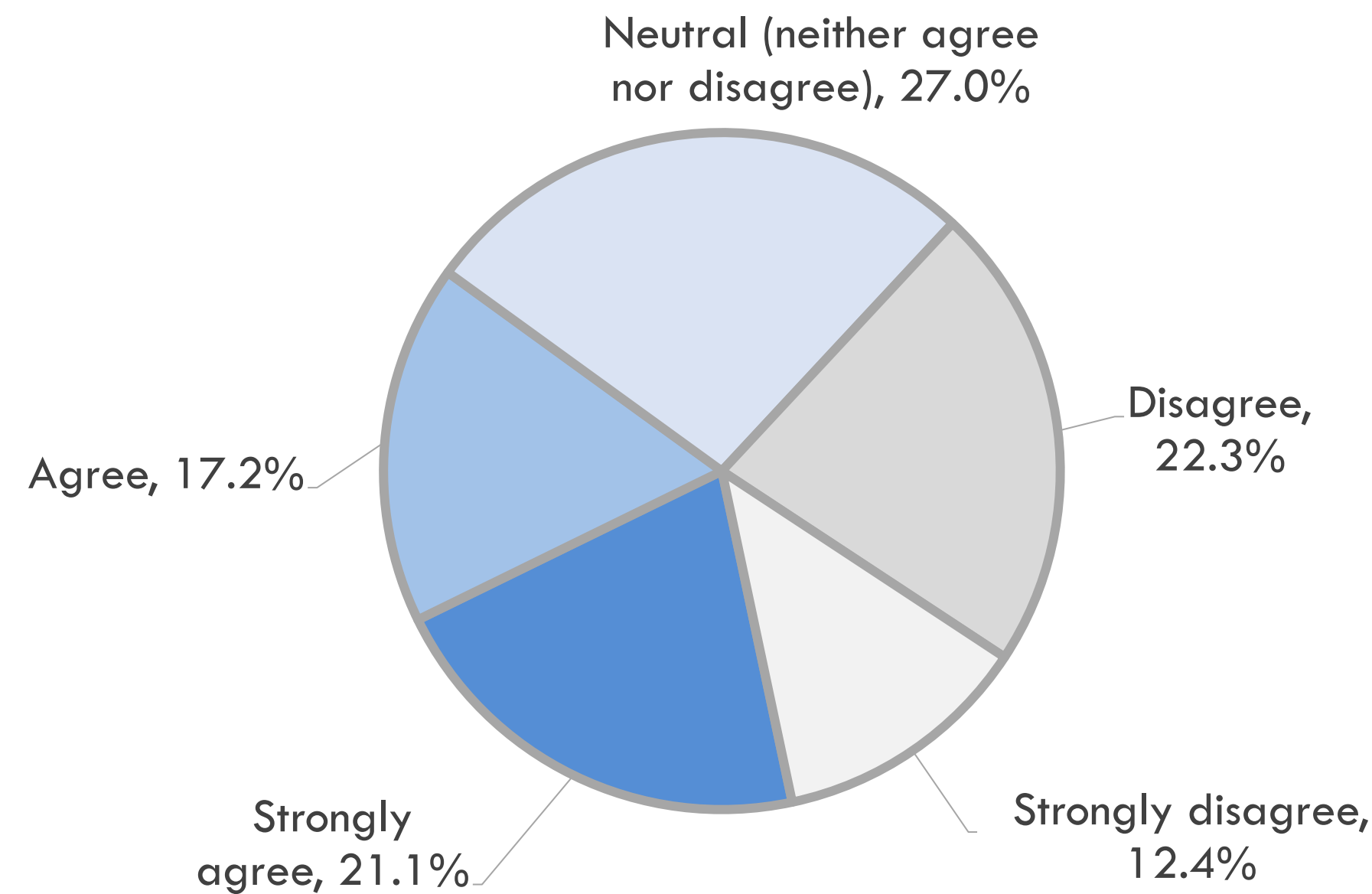


Vaccine Willingness Among Travelers

WON'T TRAVEL WITHOUT VACCINE

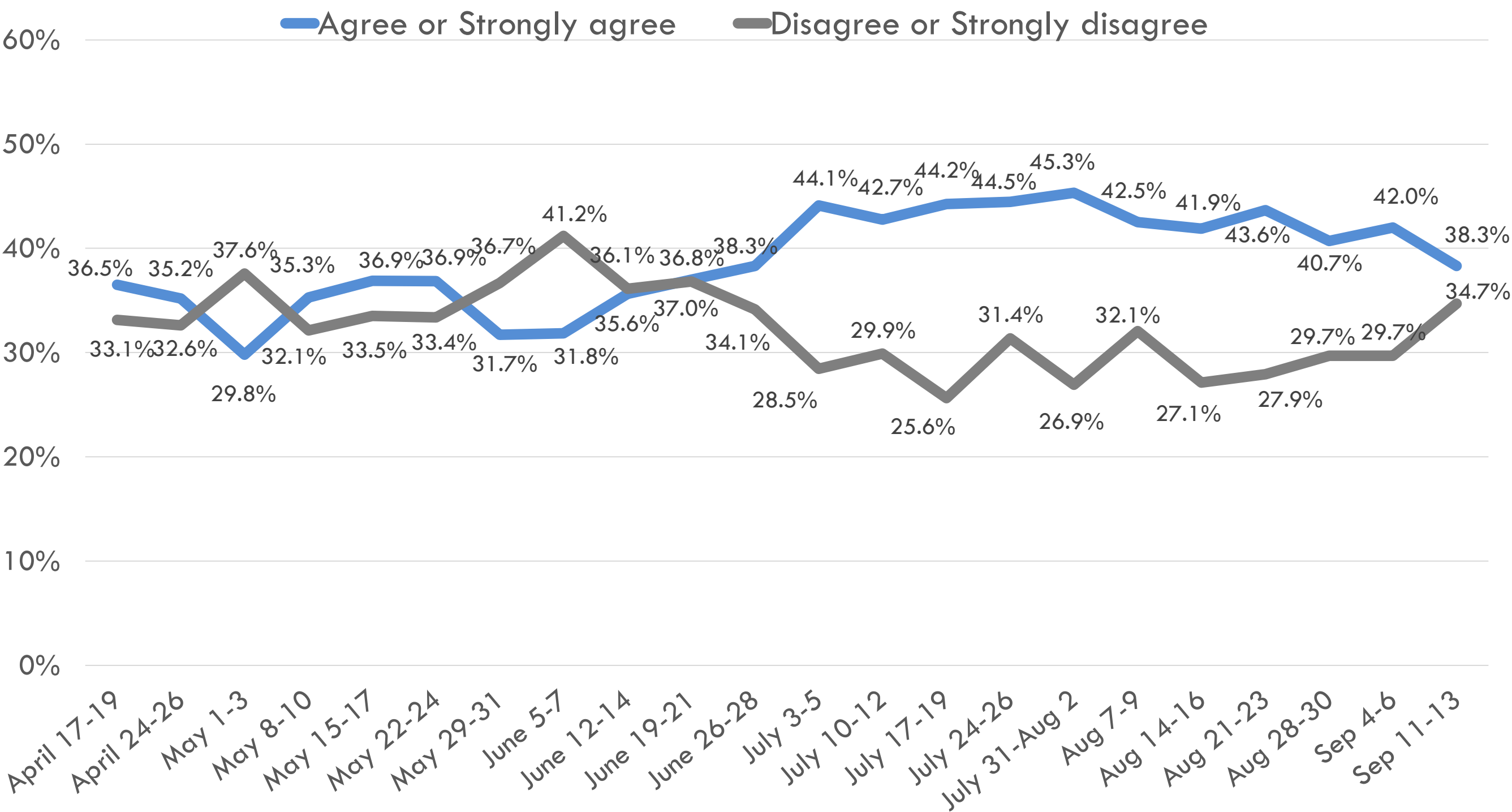
How much do you agree with the following statement?

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



(Base: Waves 6-27. 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, 1,207, 1,250, 1,225 and 1,205 completed surveys.)

Historical data

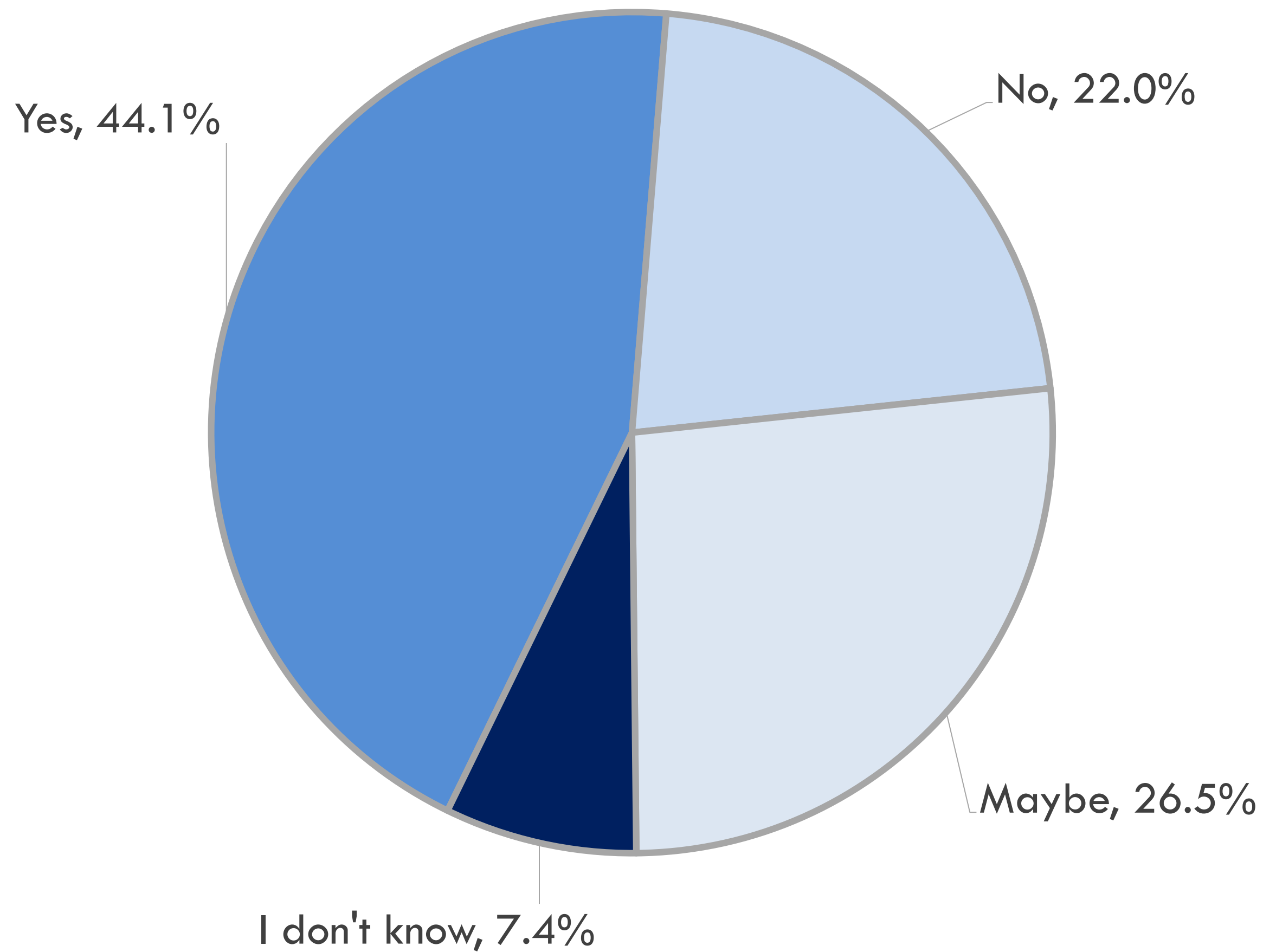


WILL THEY TAKE A VACCINE?

Question: If a COVID-19 vaccine is developed later this year (or early next year) and approved for use, would you take it?

(Assume the vaccine is 75% effective and has mild to moderate side effects)

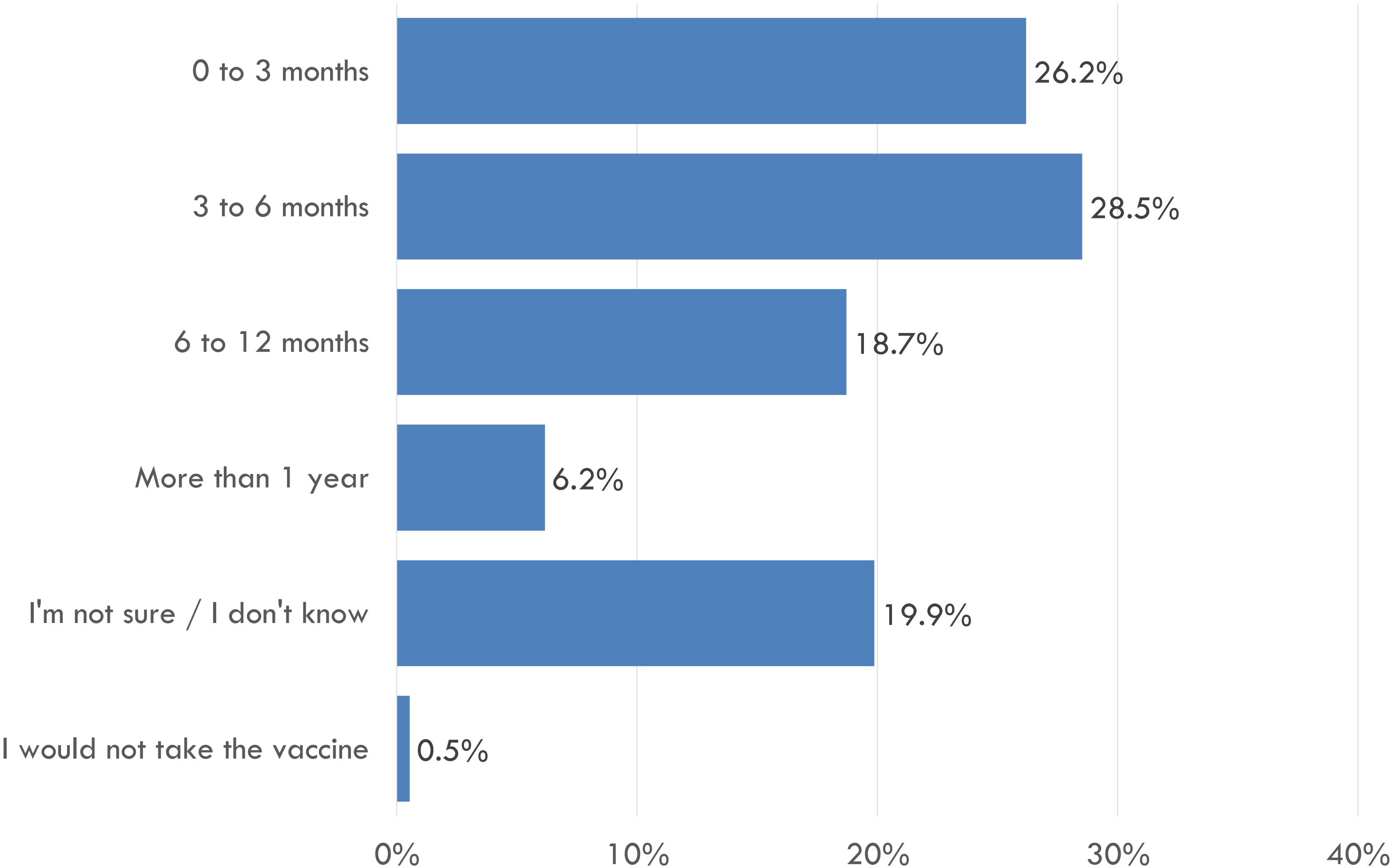
(Base: Wave 27 data. All respondents, 1,205 completed surveys. Data collected September 11-13, 2020)



LENGTH OF TIME BEFORE WILLINGNESS TO TAKE A VACCINE?

Question: How long would you prefer to wait before taking the vaccine? (Select one)

(Base: Wave 27 data. Respondents who said they would or maybe or are unsure of whether they would take a vaccine, 946 completed surveys. Data collected September 11-13, 2020)





Coronavirus Travel Sentiment Index

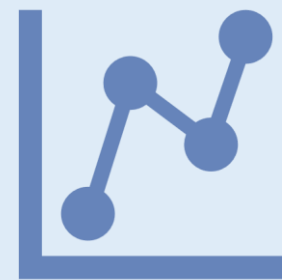
Measuring the Potential Influence of Travel Marketing

Highlights from the Week of September 14th

What is a Predictive Index?



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



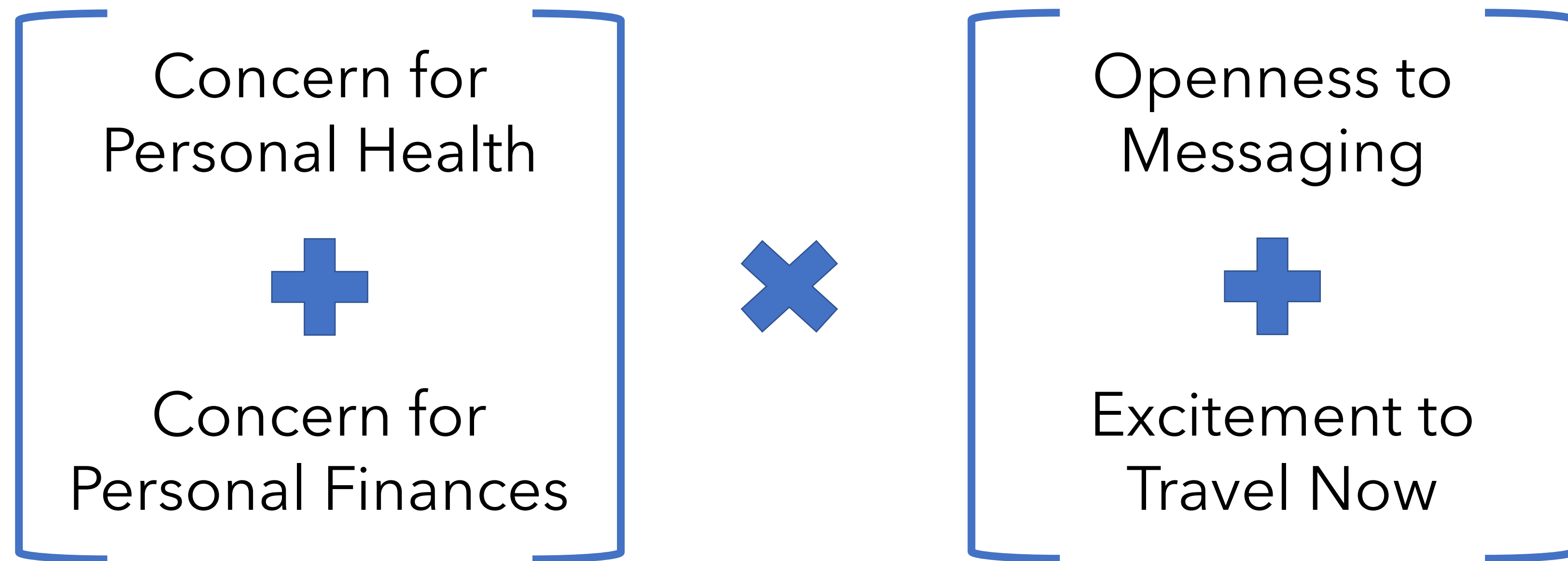
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.



The goals are to identify:

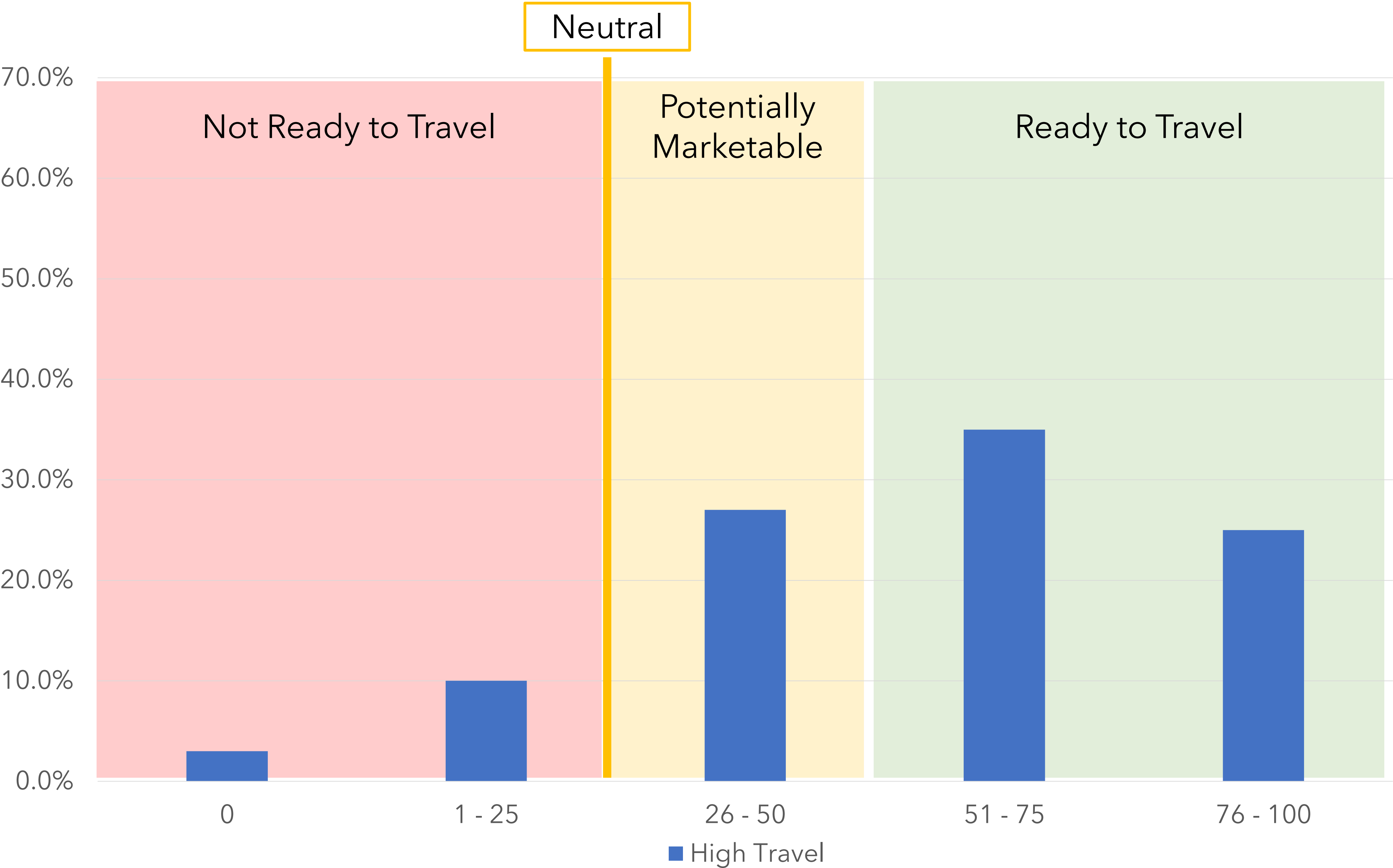
- WHO are the traveler segments that appear receptive to travel marketing and
- WHEN will they be ready to travel

Predictive Index Formula



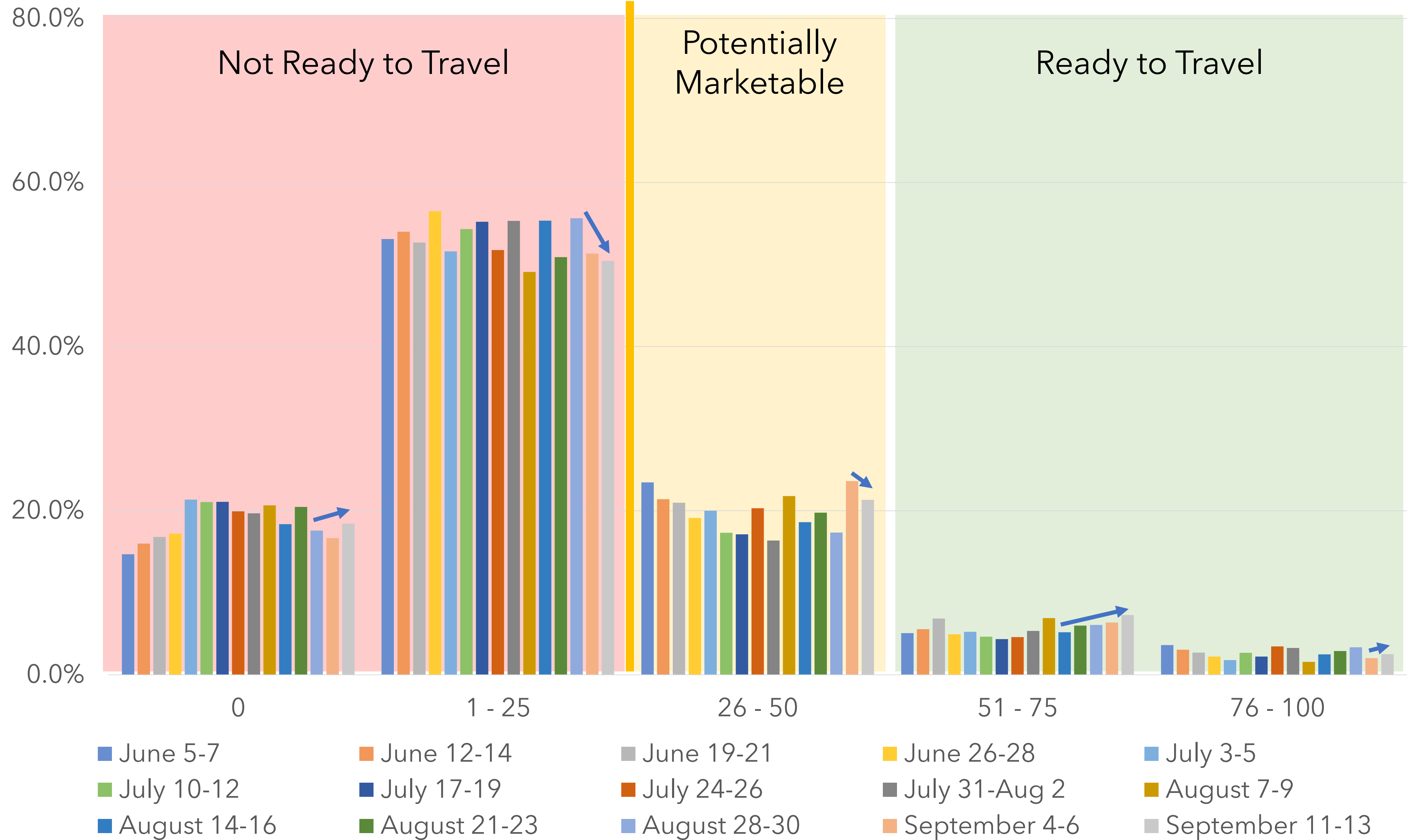
*Normalized to a 100pt scale

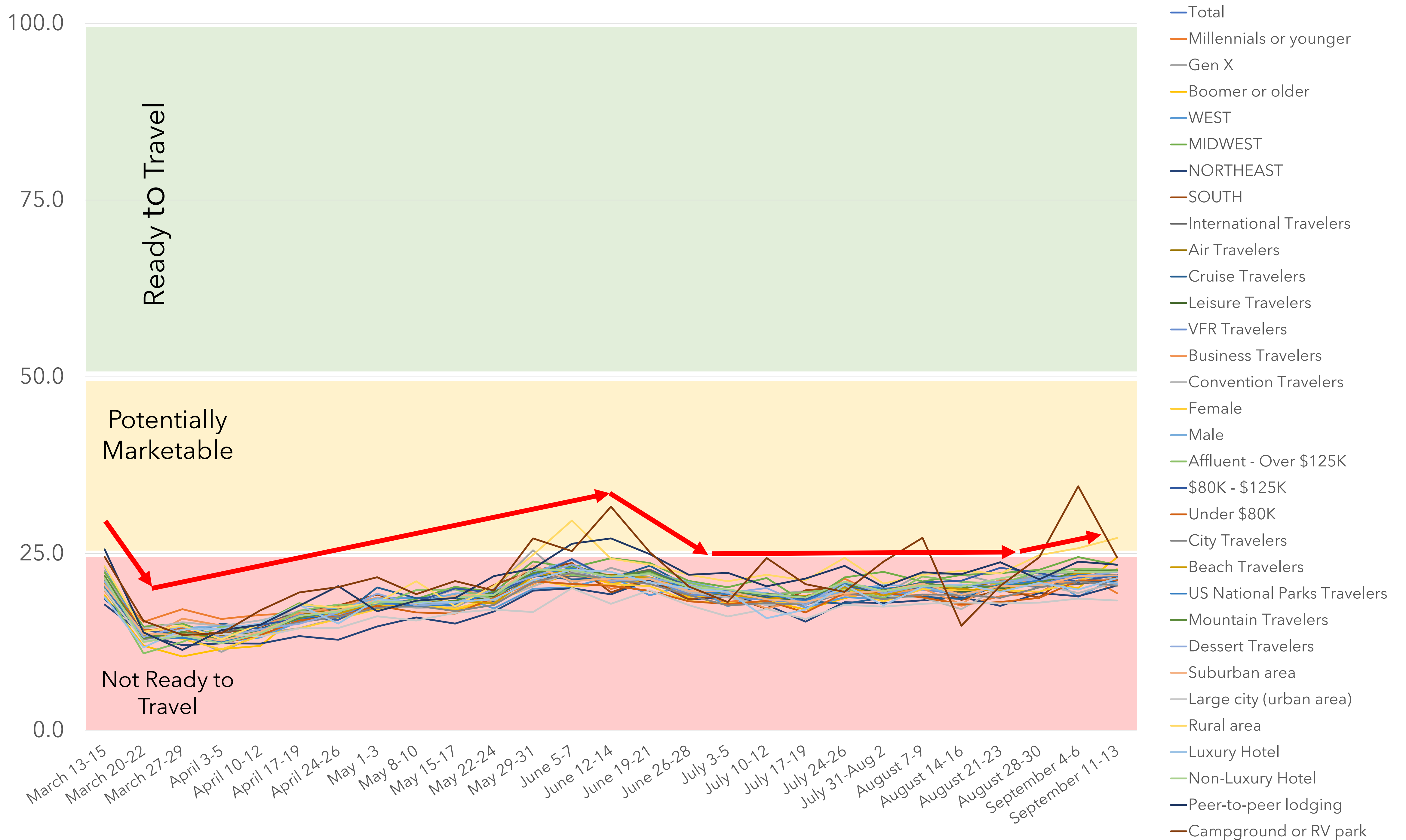
Healthy Travel Outlook

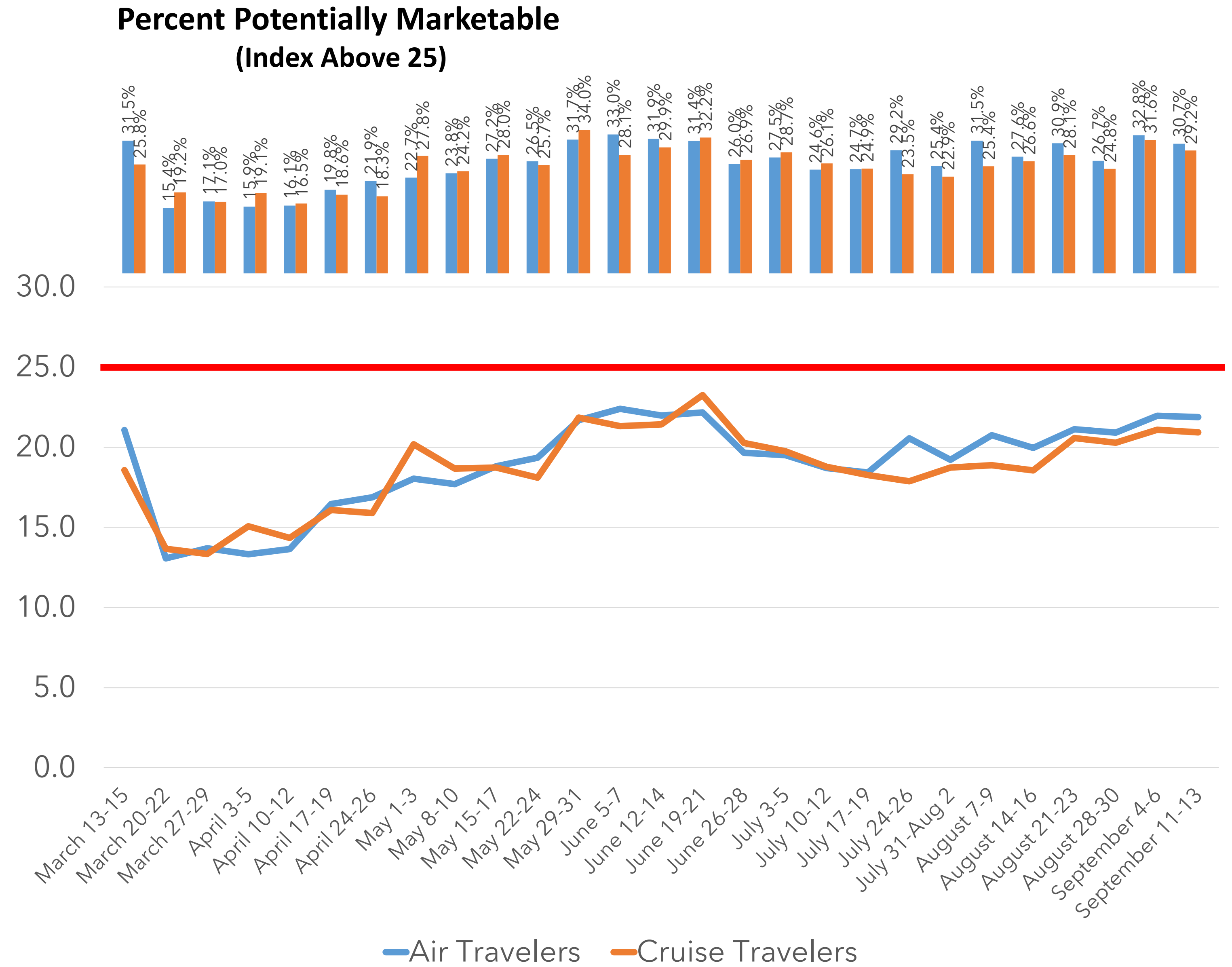
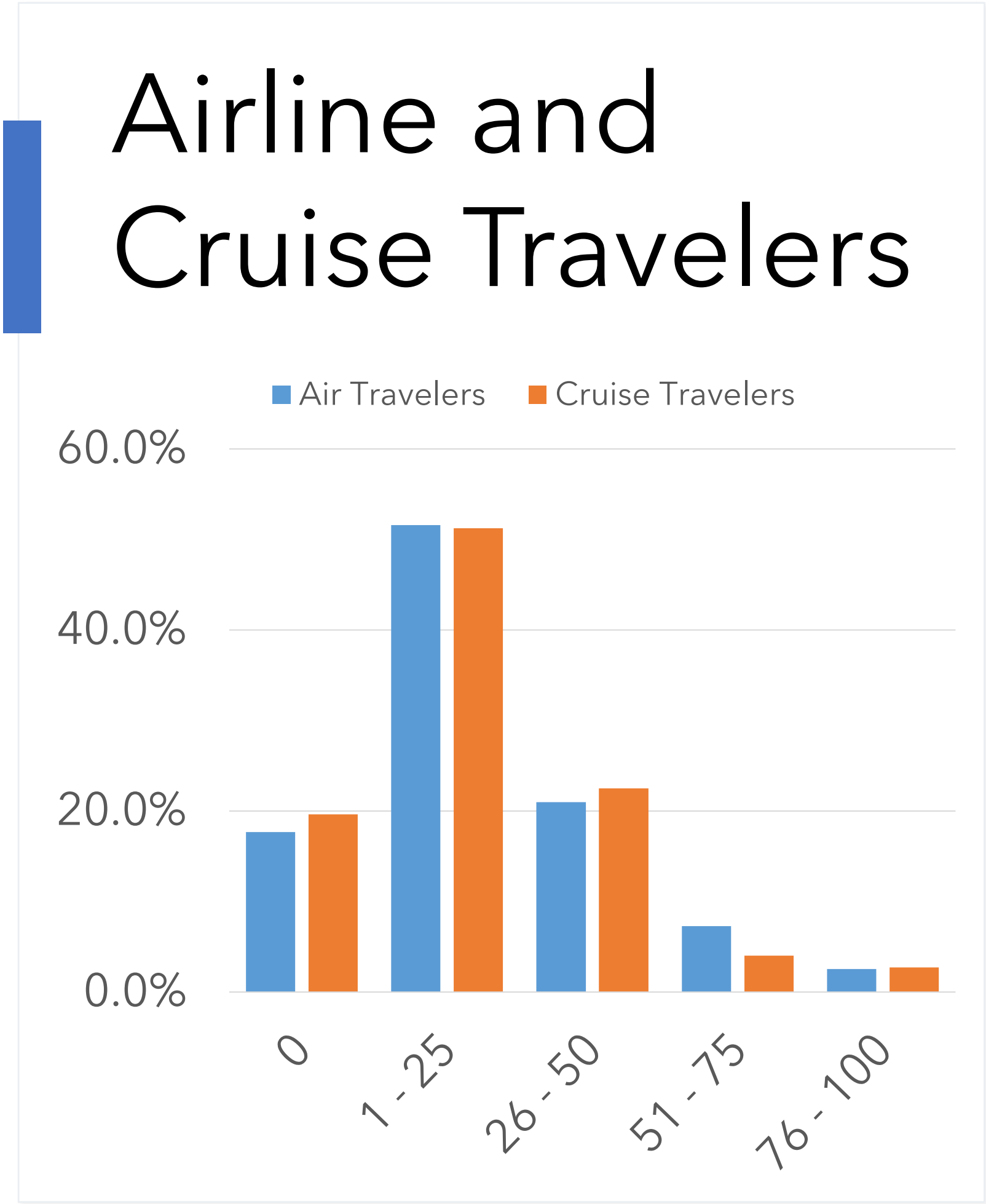


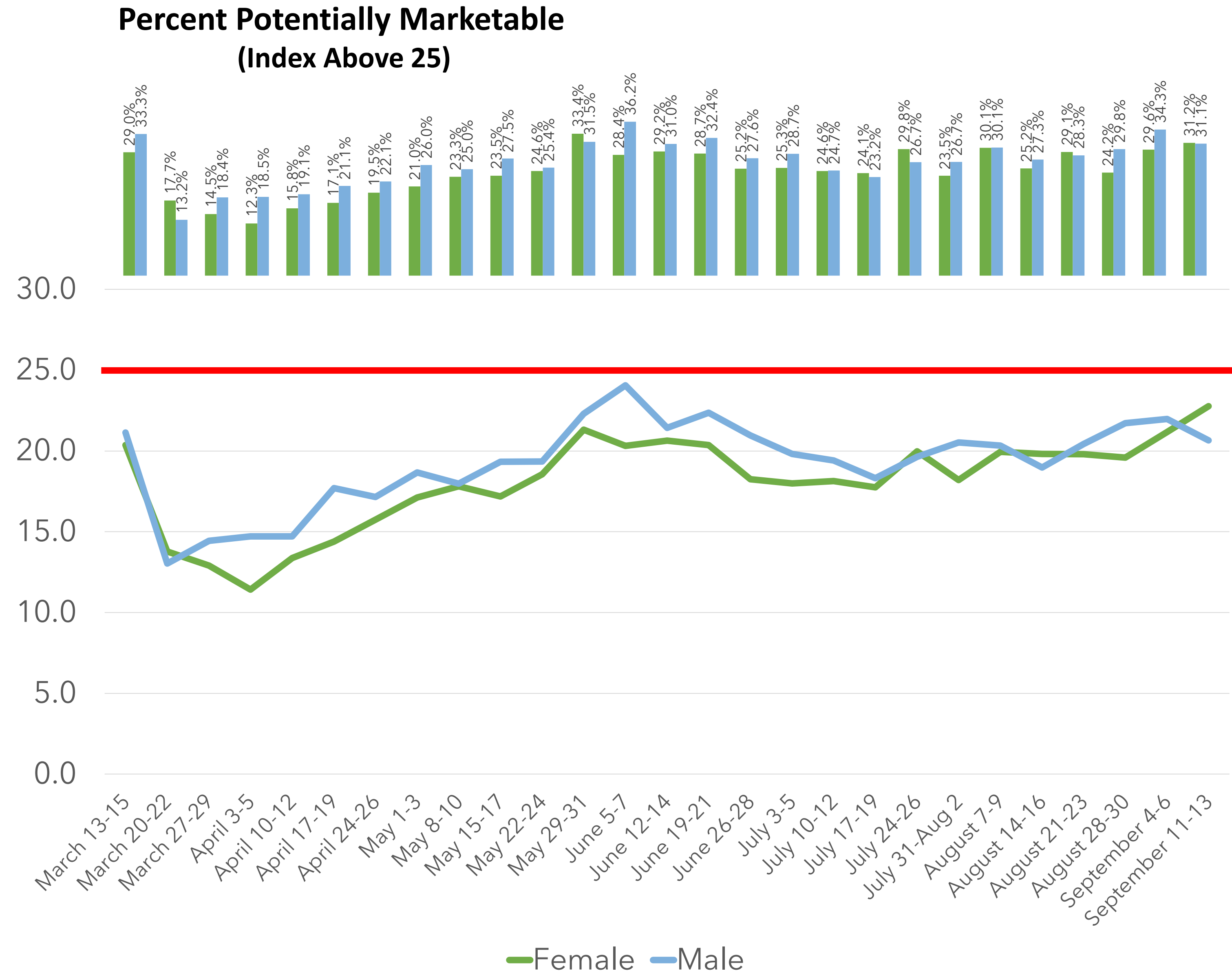
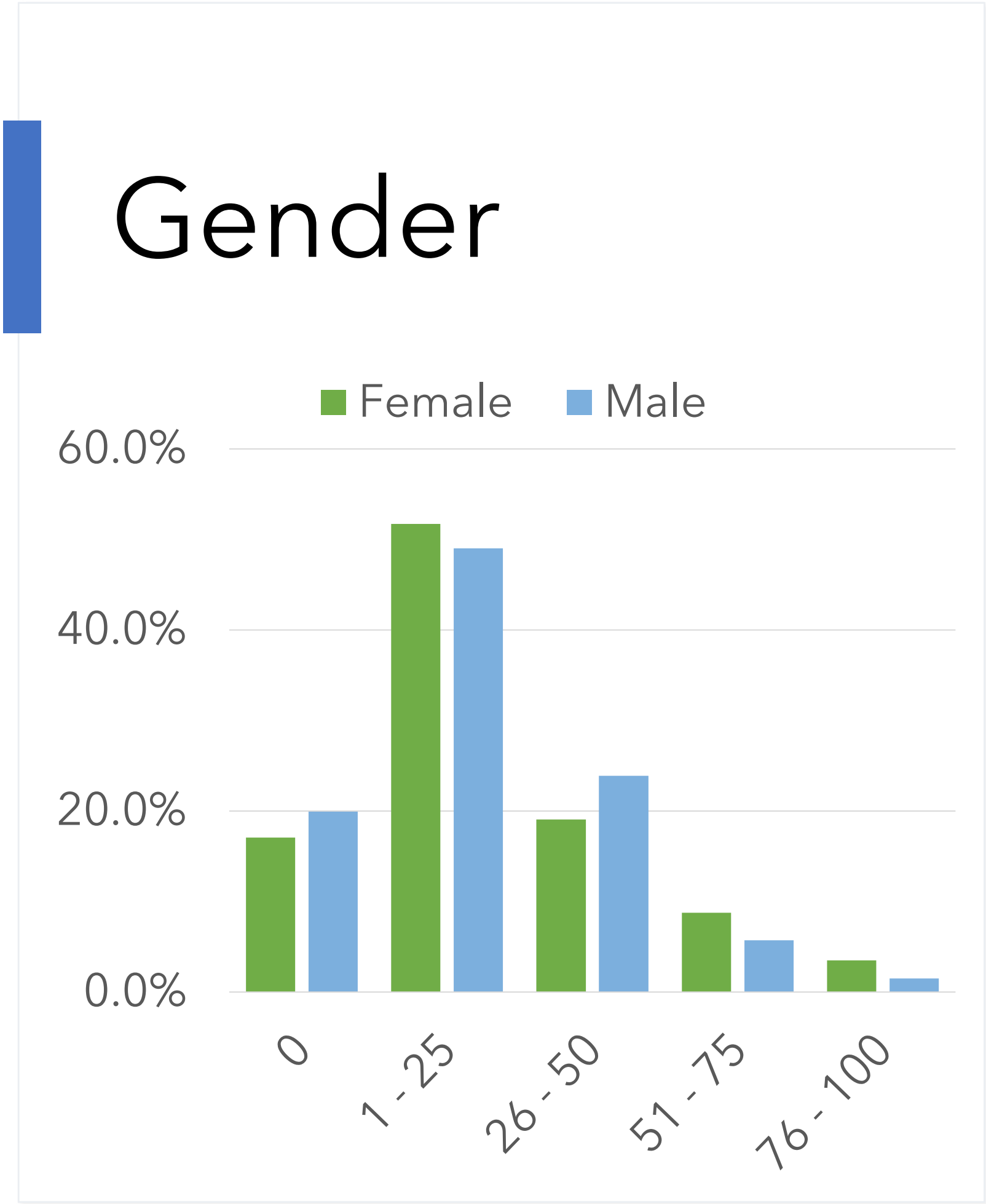
Travel Outlook

Neutral

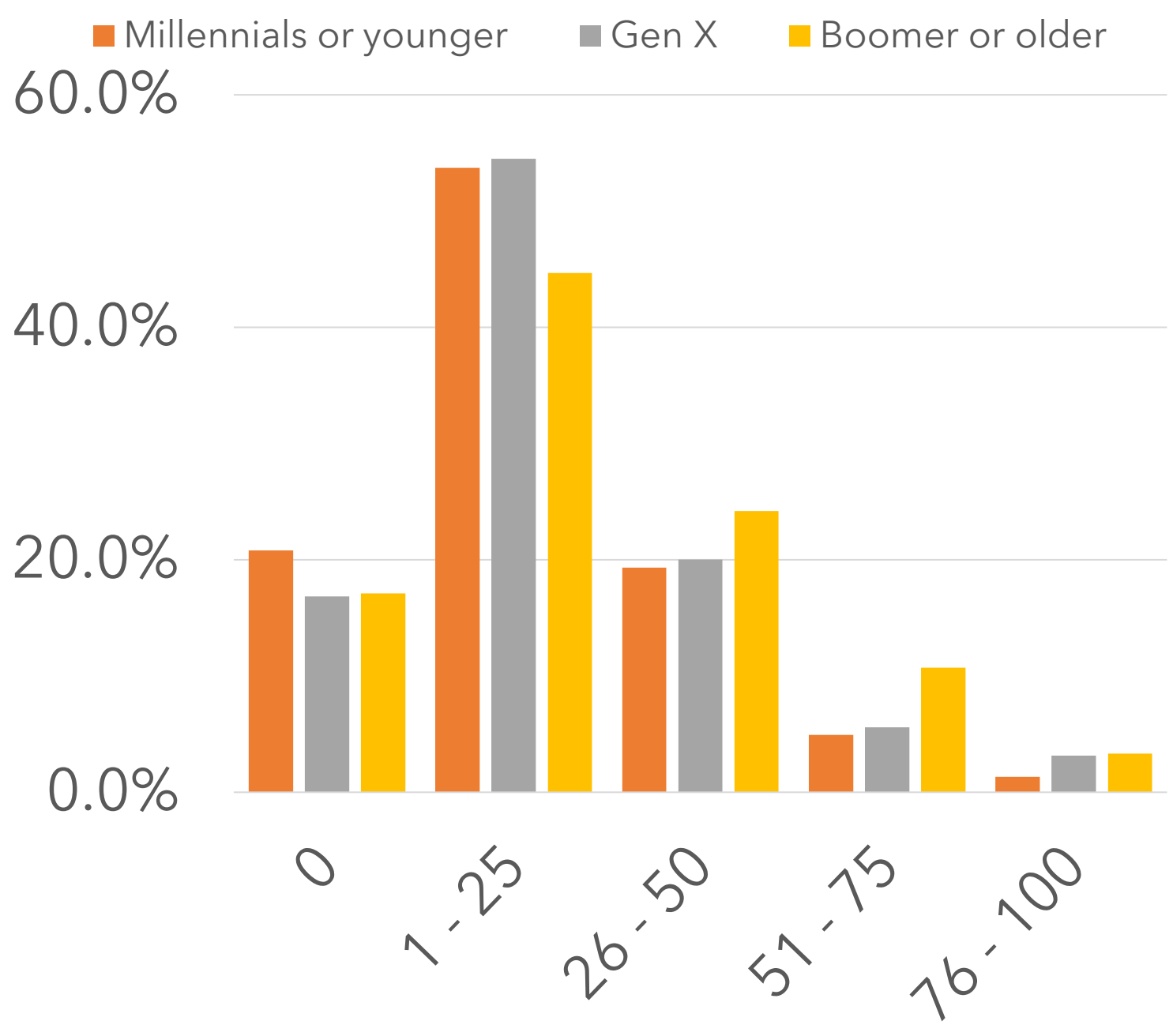




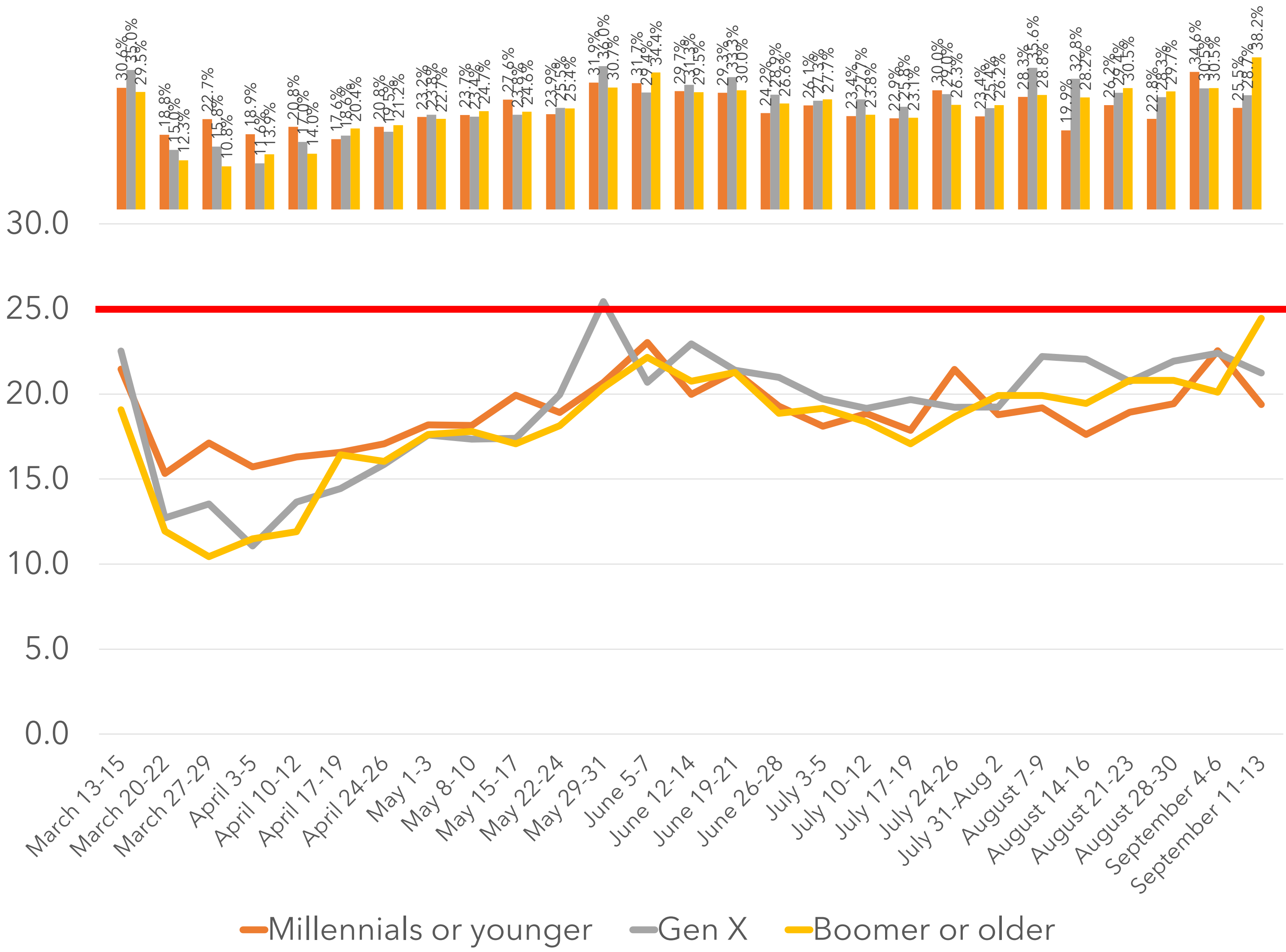




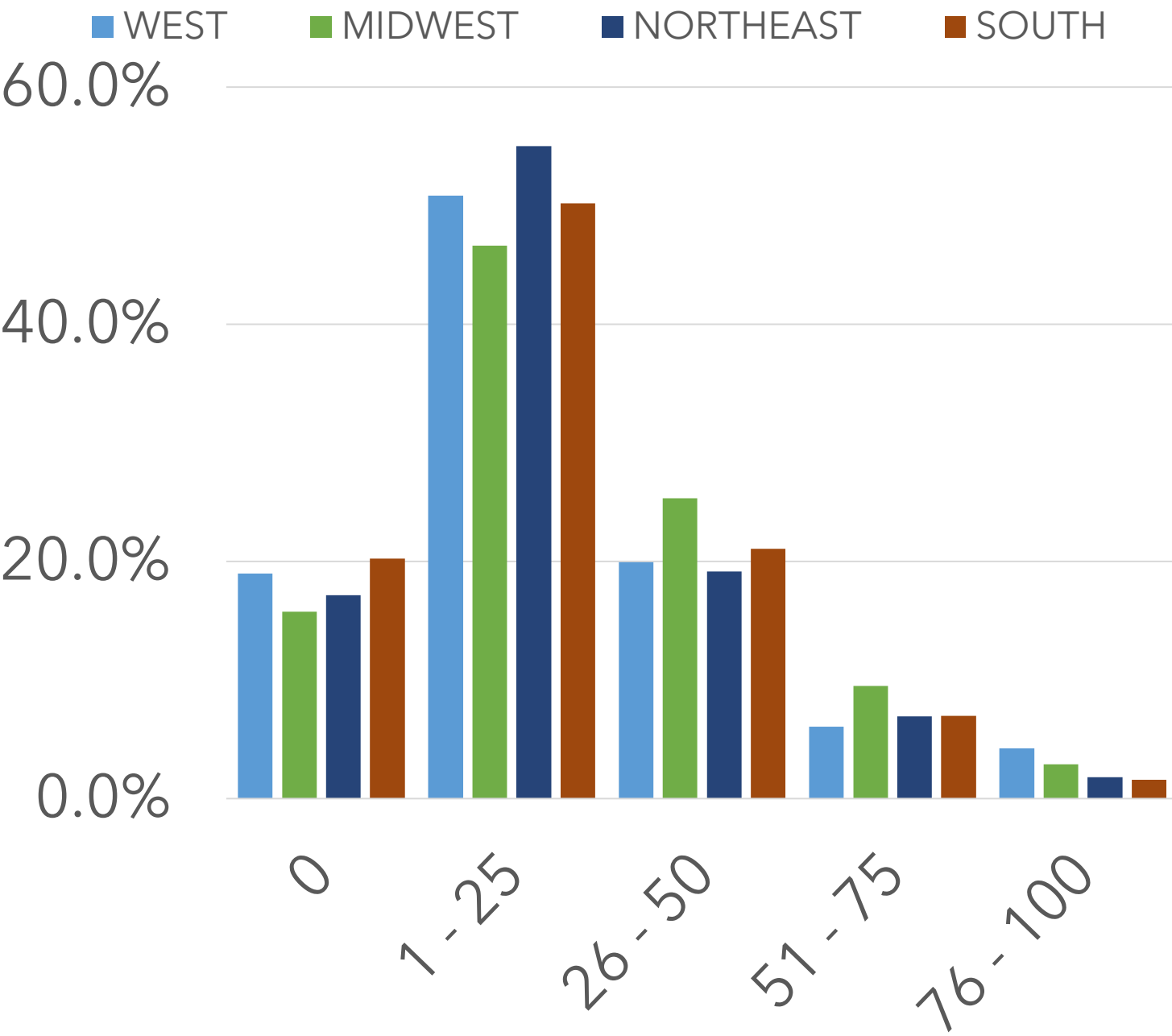
Generation



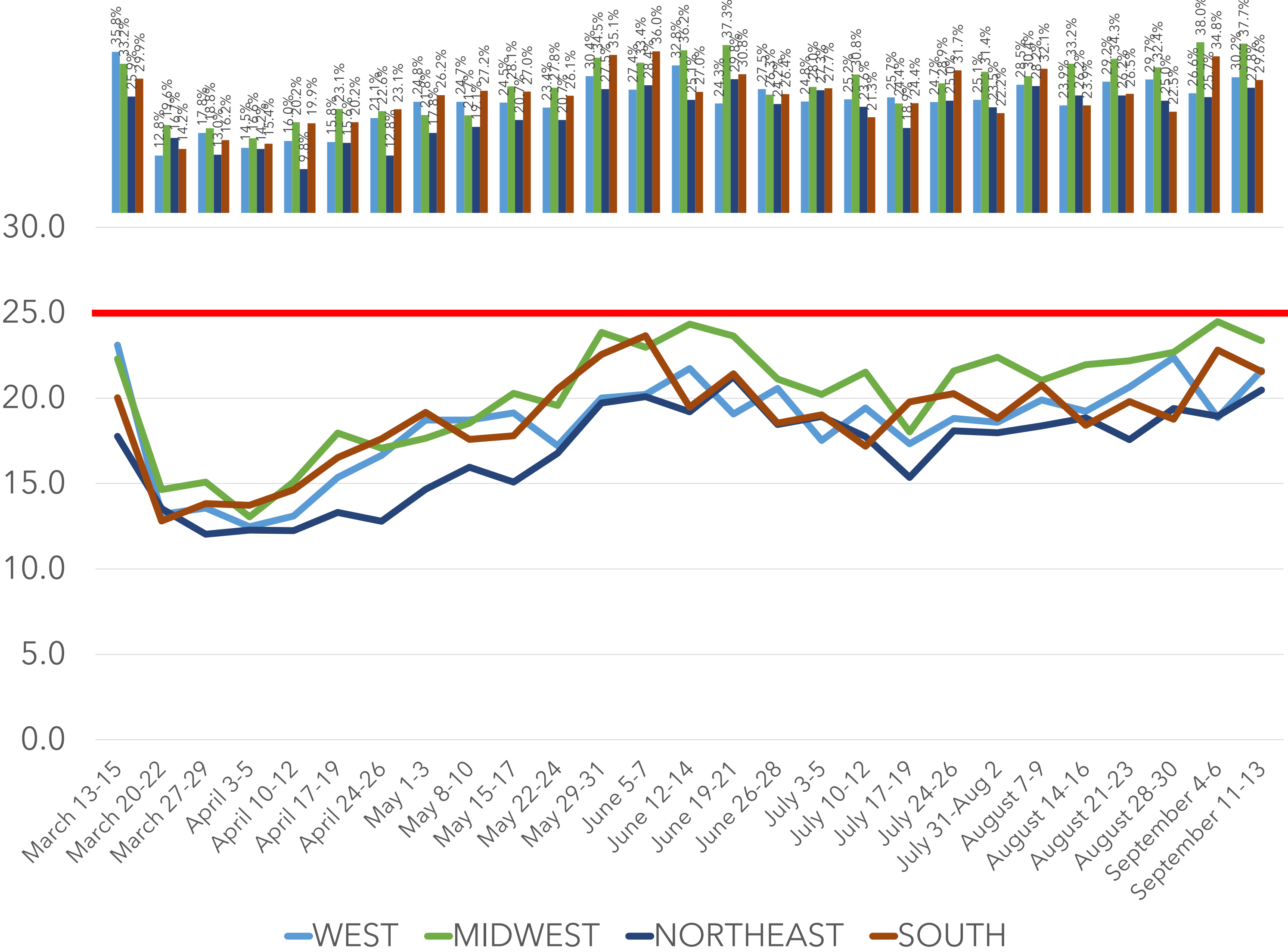
Percent Potentially Marketable (Index Above 25)



US Regions

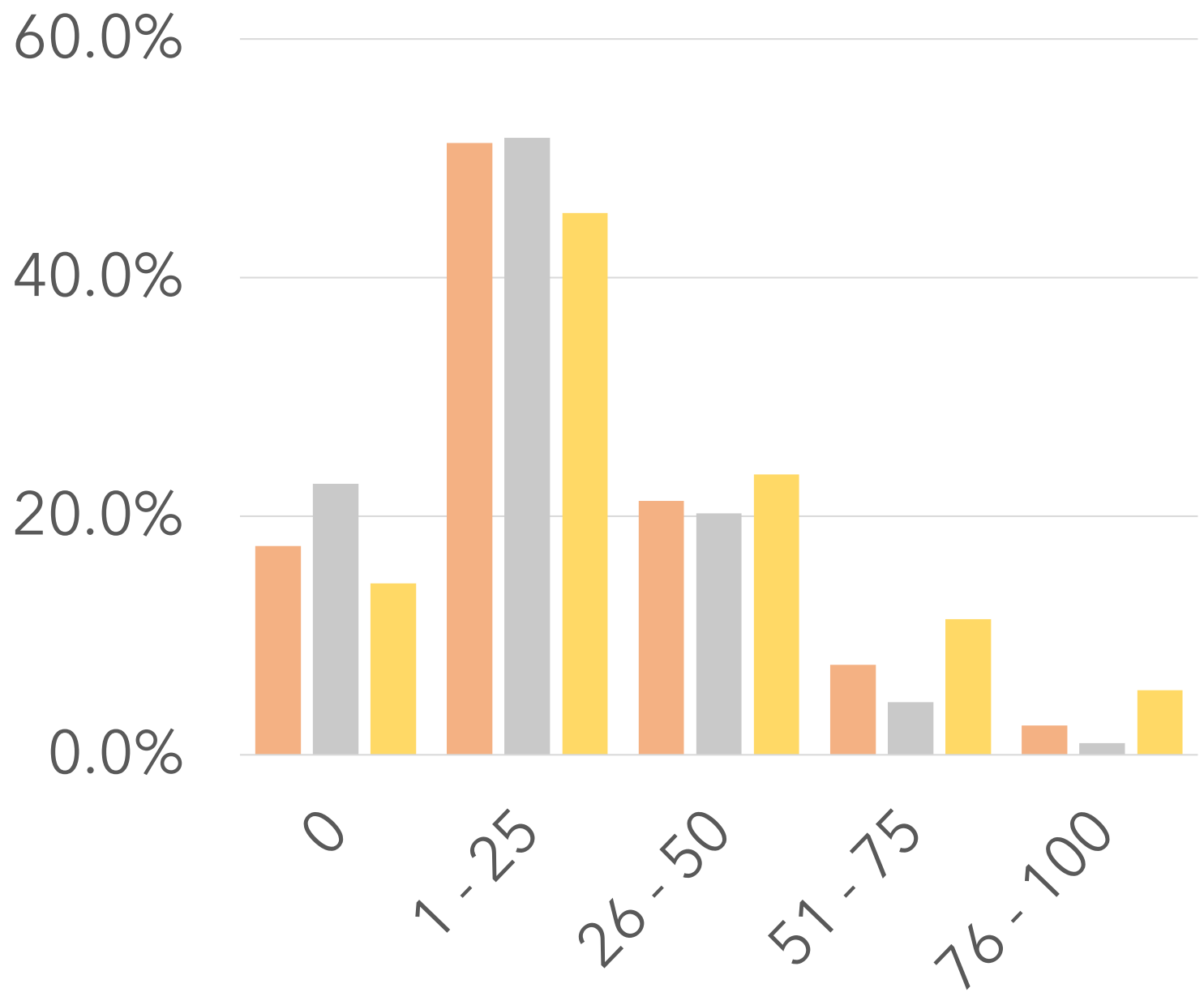


Percent Potentially Marketable (Index Above 25)

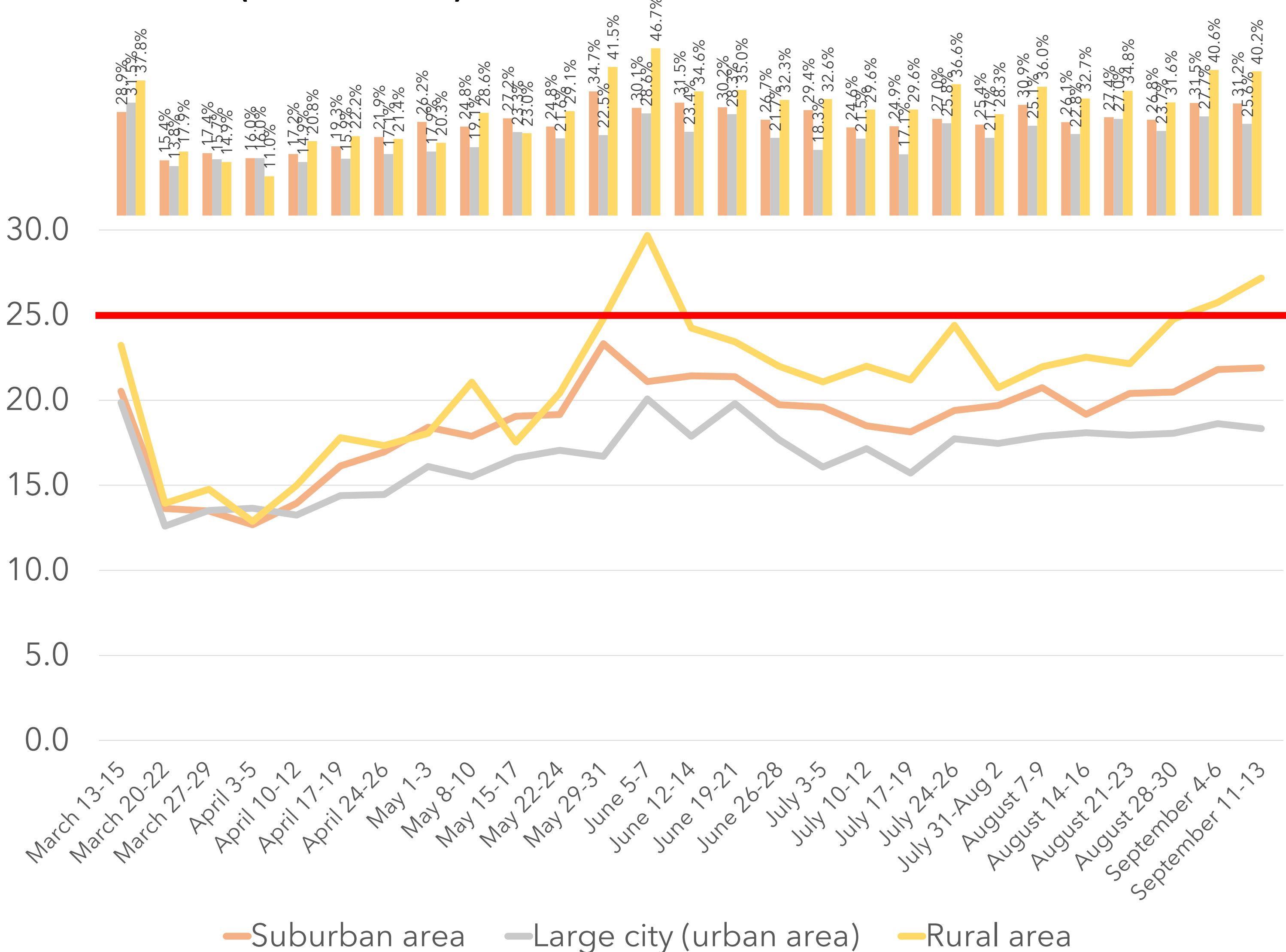


Residence Type

Suburban area Large city (urban area) Rural area

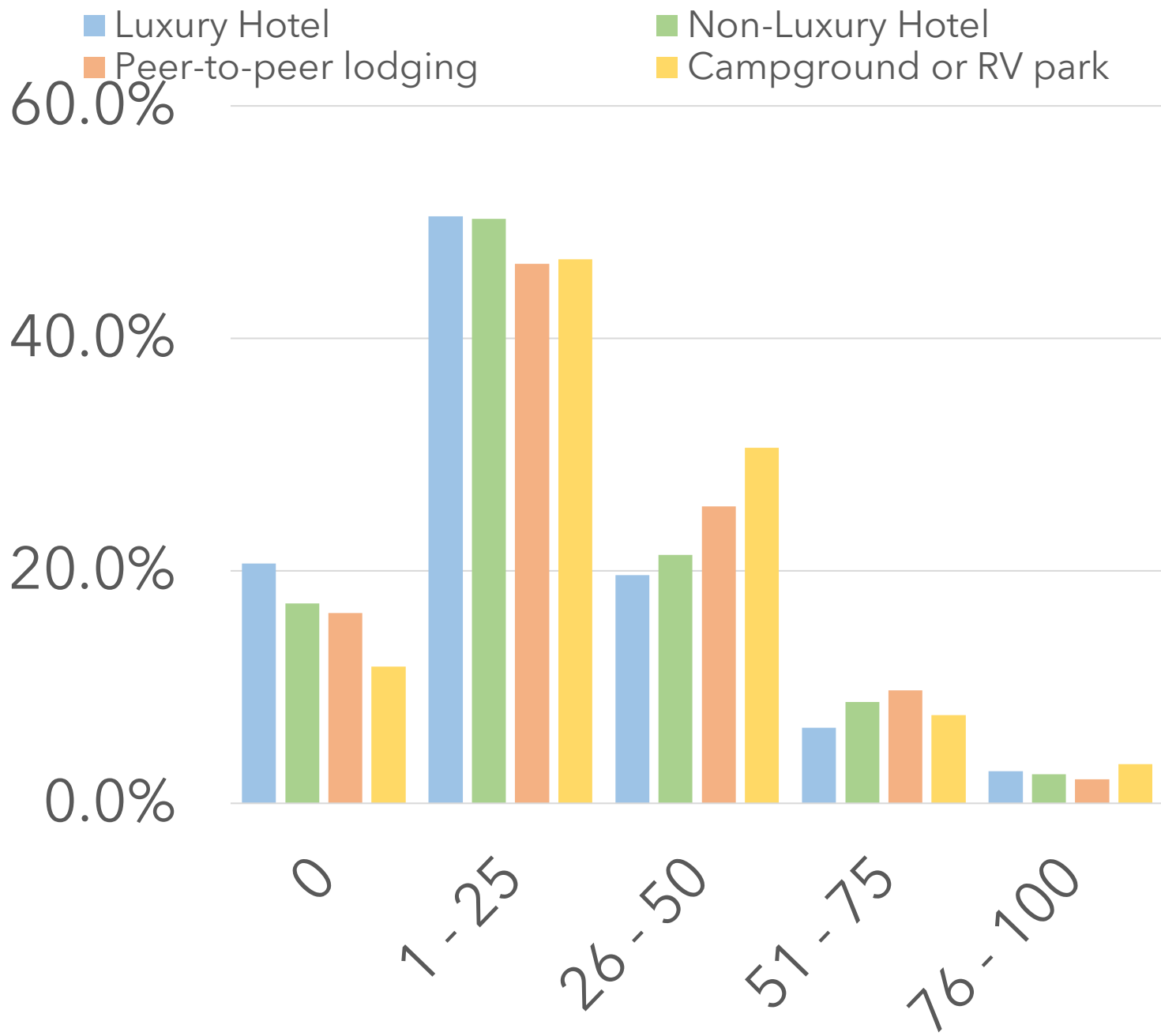


Percent Potentially Marketable (Index Above 25)

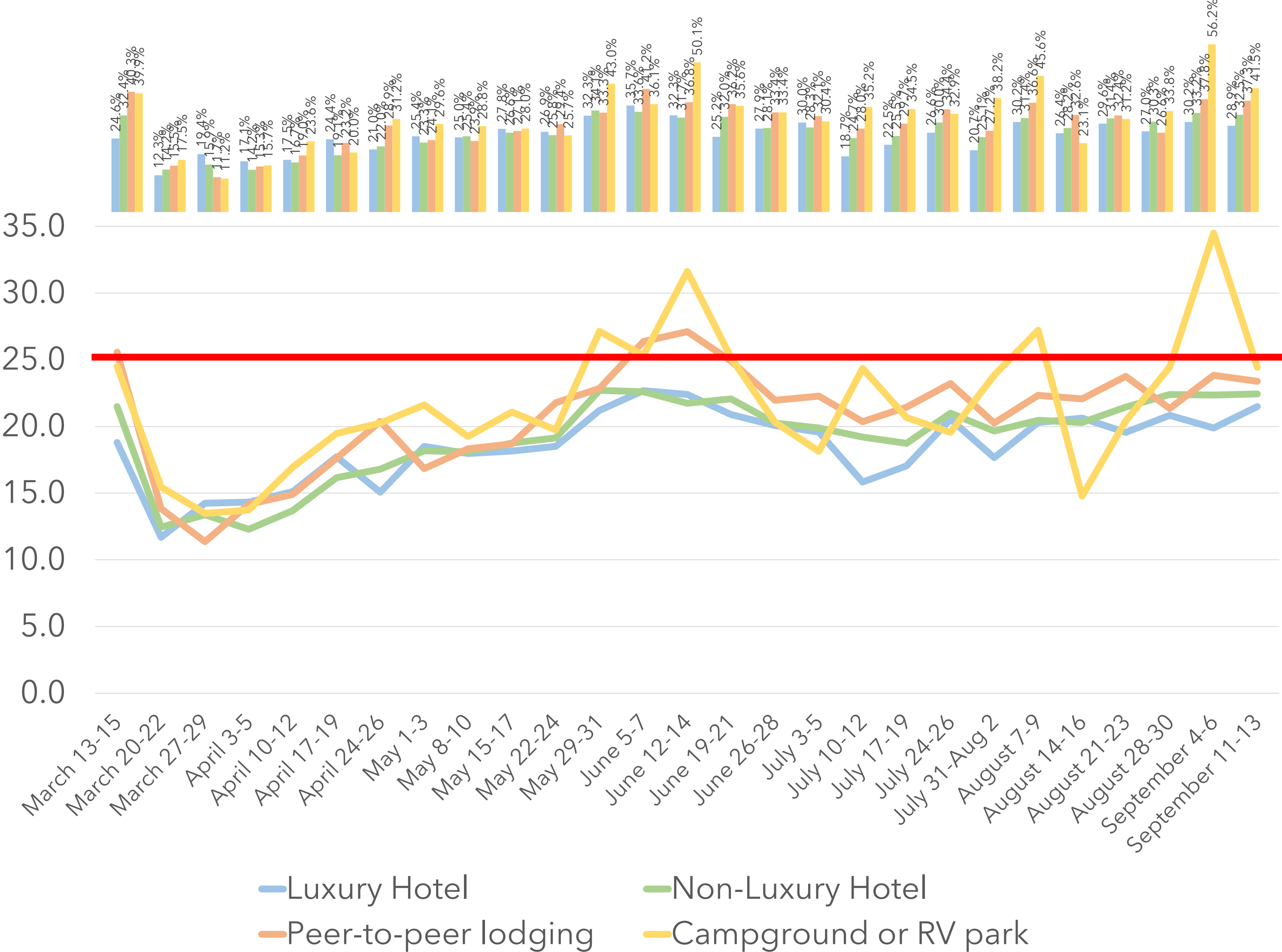




Lodging Preference



Percent Potentially Marketable (Index Above 25)



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





HOSPITALITY & TOURISM SUMMIT *ONLINE* 9.14-18

All This Week

<https://www.htsc.co/agenda>



MEETINGS RESEARCH CO-OP

Want to Participate? Go to:
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Resources for Tourism Advocacy & Recovery

destinationanalysts.com

ROI

THIS YEAR ▼ 32.8876
▲ 42.9841

First quarter
Jan-Mar

Second quarter
Apr-Jun

Third quarter
Jul-Sep



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

**Webinar recording
available on our website:**

DestinationAnalysts.com/covid-webinars