



CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

*Presentation of Findings
November 10, 2020*

Destination  Analysts



WE ARE SO GRATEFUL FOR YOUR CONTINUED SUPPORT



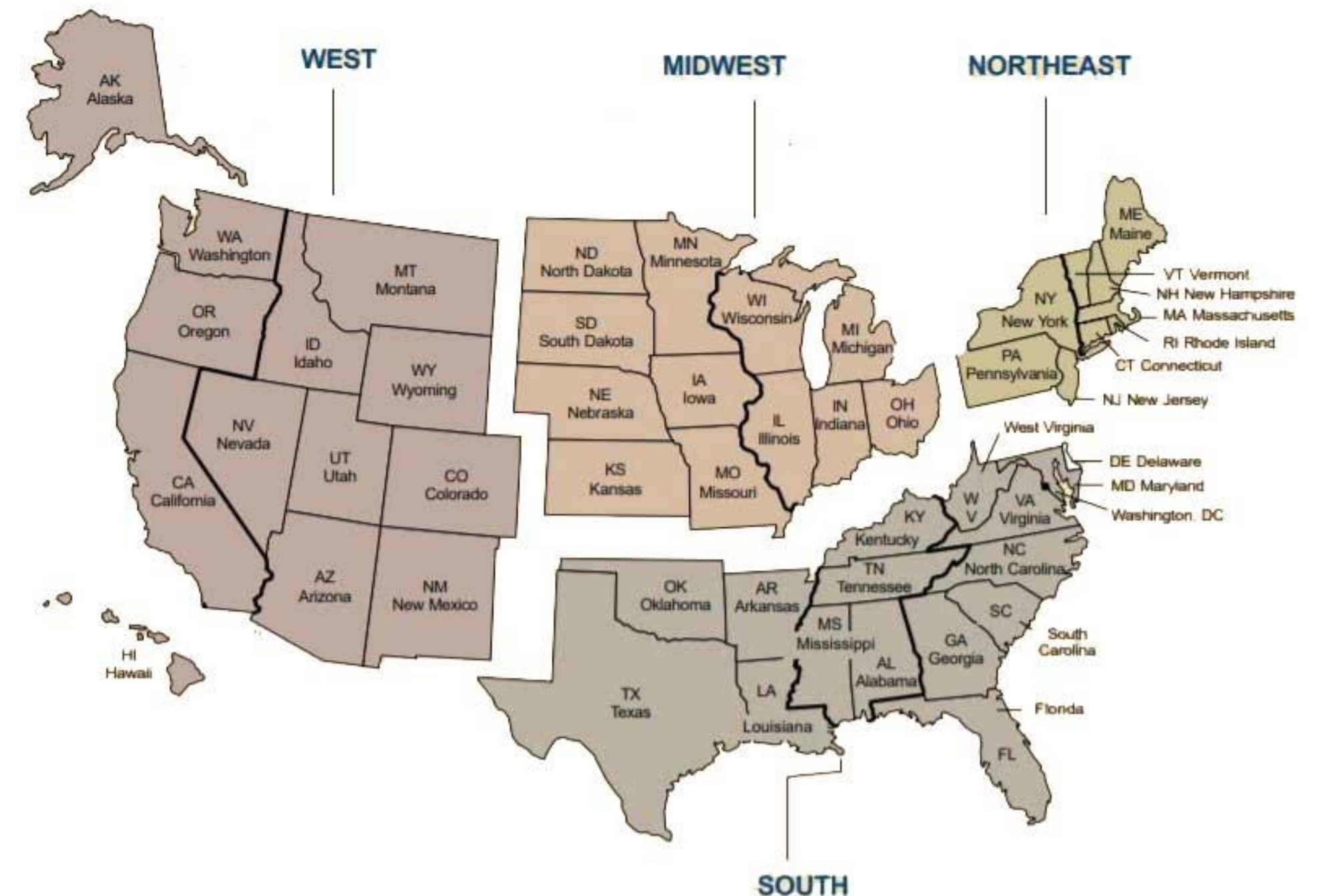
Independent Unbiased Research



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 35 data (fielded November 6th-8th) 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





US again breaks daily Covid-19 record with 121,000 cases recorded Thursday

Lauren Aratani 23 hrs ago

The United States has broken its record for the highest number of new Covid-19 infections in a single day yet again, with more than 121,000 [new cases](#) recorded on Thursday.

Ad



7 Mistakes You'll Make When Hiring a Financial Advisor

• smartasset

what's this?

As the country's attention has been trained on the presidential election, the US has been continued to break daily records for new Covid-19 cases. On Wednesday, the day after the election, the country saw more than 107,000 cases, the first time the US surpassed 100,000 new cases in a single day. Before that, the record was set on 30 October with just over 99,000 new cases.

Along with new cases rising, hospitalizations and deaths have slowly begun to increase. About 53,000 people were [hospitalized](#) with Covid-19 on Thursday.

The number of Covid fatalities across the country was over 1,000 for the third day in a row, with 1,210 deaths on Thursday.

Altogether, the US has had more than 9.6m cases of Covid-19 and 234,000 deaths since the start of the pandemic – the most of any country.

Related: [Fears about economy under Covid lockdown helped Trump outperform polls](#)

Video: [COVID-19 surges across U.S. as some hospitals stretched](#) (Reuters)



Public health experts have sounded the alarm for weeks over a potential surge in cases as the weather starts to cool in many parts of the country. Now, it is clear that their warnings were prescient.

While Donald Trump was [saying](#) that the country is "absolutely rounding the corner" with the virus, the White House's coronavirus taskforce was striking a completely different note in its reports. "There is continued increases in cases, hospitalizations and fatalities

United States COVID-19 Cases and Deaths by State

Reported to the CDC since January 21, 2020

TOTAL CASES
9,581,770
+117,988 New Cases

CASES IN LAST 7 DAYS PER 100K
28.4

TOTAL DEATHS
234,264
+1,135 New Deaths

View:

Cases

Deaths

Time period:

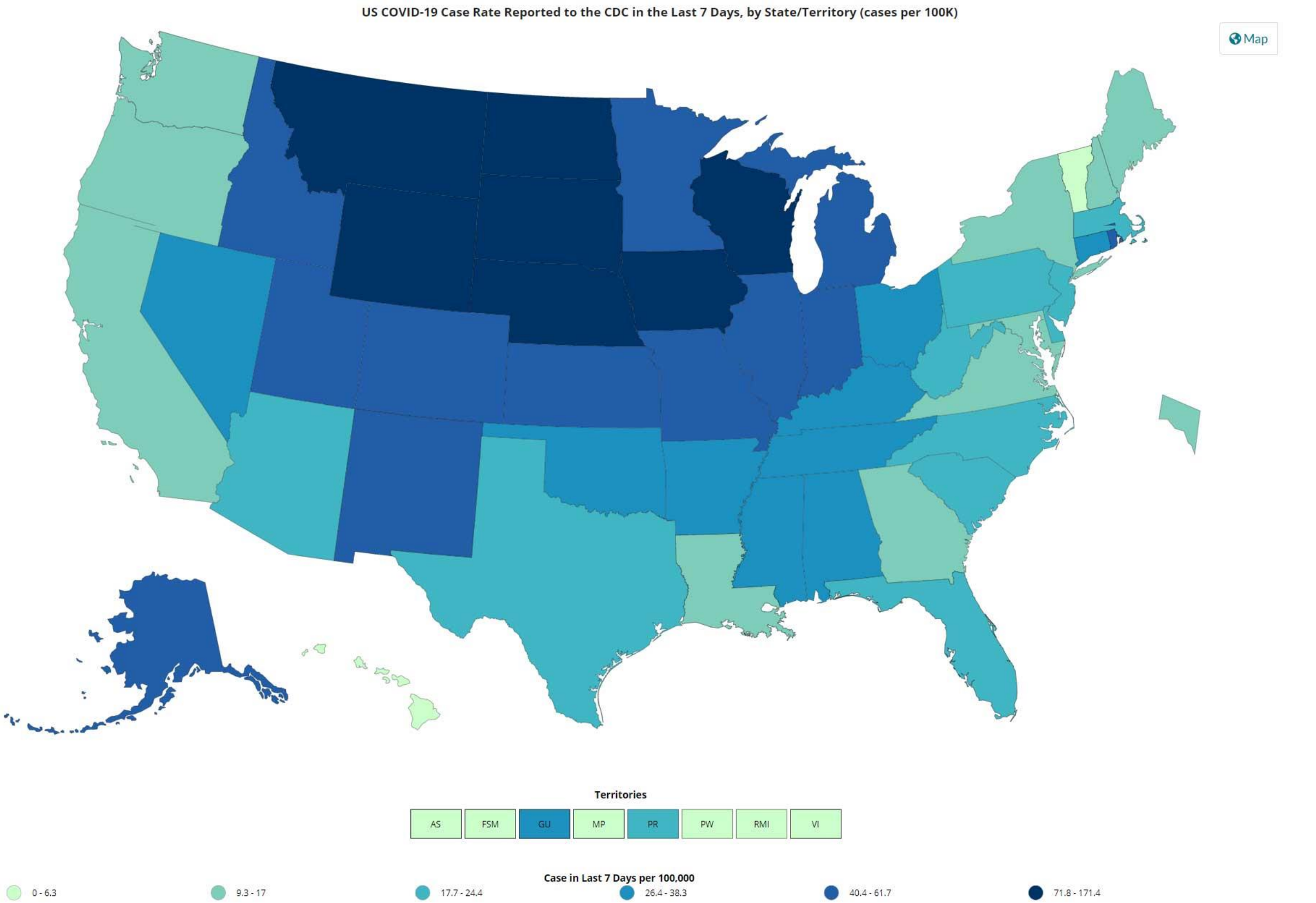
Last 7 Days

Since Jan 21, 2020

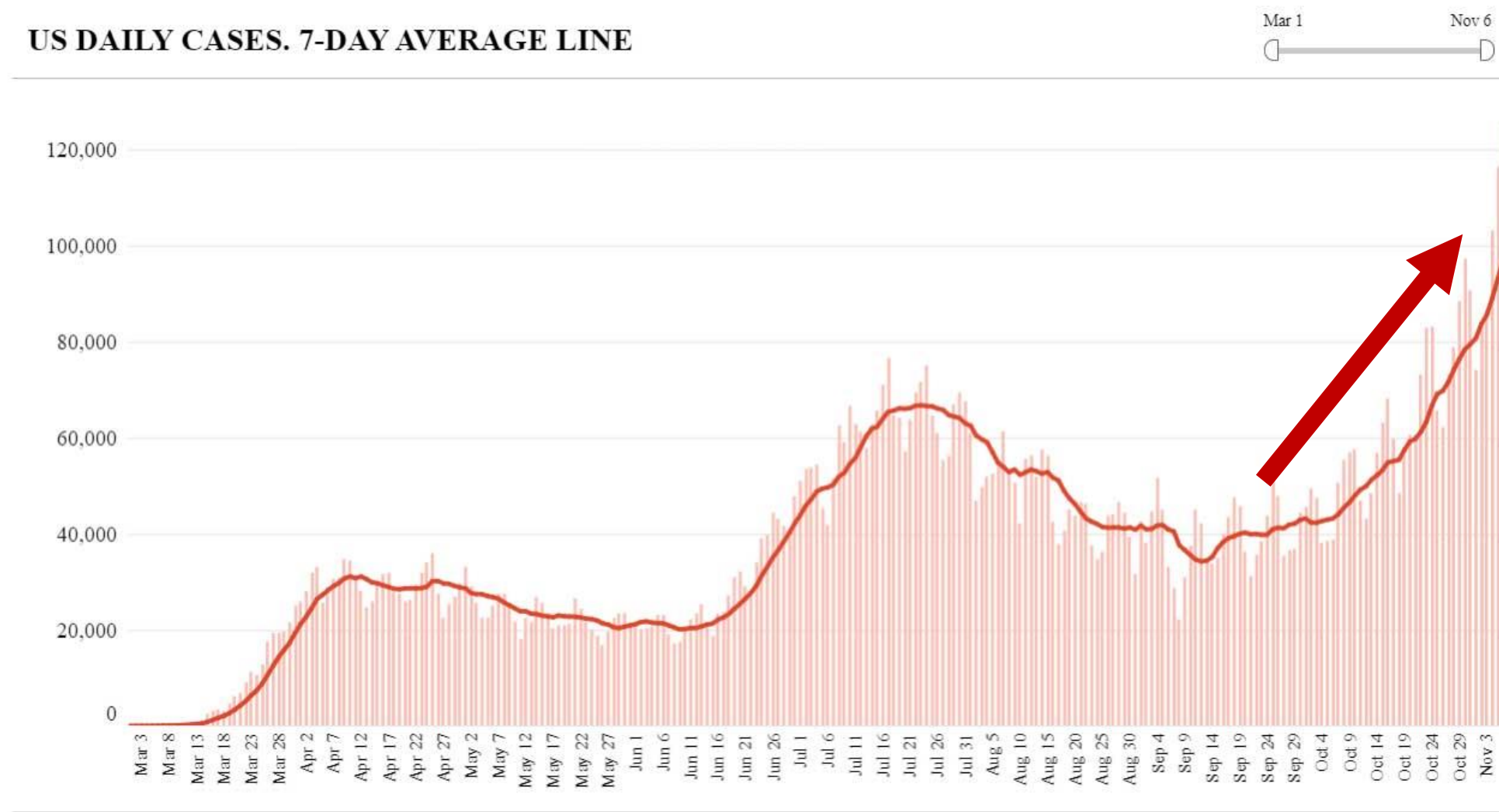
Metric:

Count

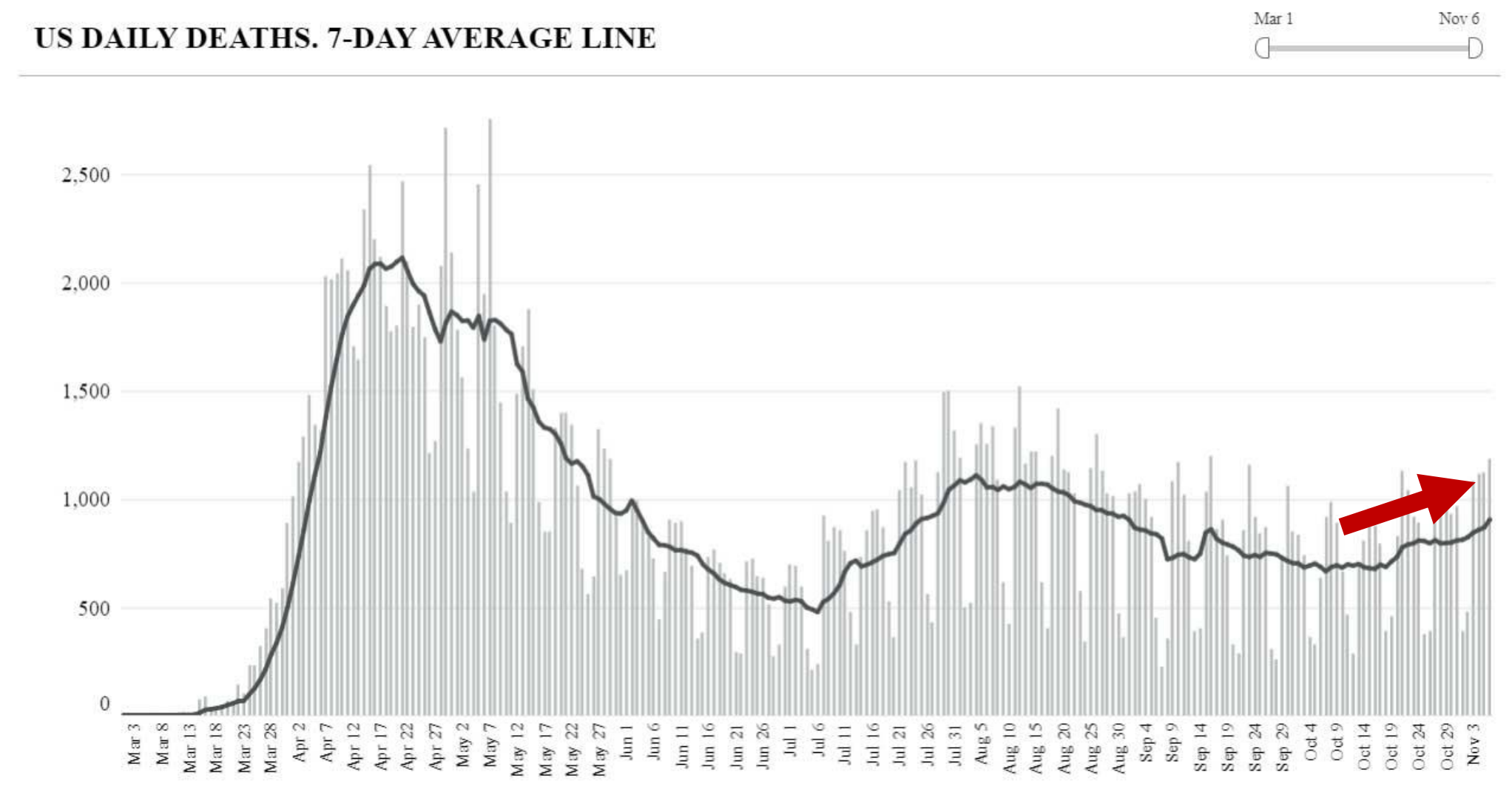
Rate per 100,000



US DAILY CASES. 7-DAY AVERAGE LINE



US DAILY DEATHS. 7-DAY AVERAGE LINE



POLITICS

Biden's ready to start his pandemic response immediately

By LEV FACHER [@levfacher](#) / NOVEMBER 7, 2020

[Reprints](#)



ALEX HOGAN/STAT, PHOTO: GETTY IMAGES

WASHINGTON — Never, in the country's nearly 250-year history, has a president inherited a pandemic on the scale of Covid-19.

President-elect Joe Biden, who the Associated Press projected as the winner of the 2020 election on Saturday, will assume office on Jan. 20. He will inherit a country in the midst of a

A national Covid-19 vaccine confidence project: job No. 1 for President-elect Biden

By DAVID BLUESTONE, JOHN GARRETT, and DAVID BEIER / NOVEMBER 8, 2020

[Reprints](#)



President-elect Joe Biden

JIM WATSON/APP VIA GETTY IMAGES

President-elect Joe Biden [faces many grave challenges](#). The one we believe to be paramount is that the lack of coherent, national leadership to date in the face of the Covid-19 pandemic has left Americans to respond to it in their own ways instead of responding together in a logical, coordinated fashion.

THE INDICATOR FROM PLANET MONEY

What Elvis Can Teach Us About Vaccine Marketing

November 4, 2020 · 5:01 PM ET

SALLY HERSHIPS

CARDIFF GARCIA

 **9-Minute Listen**

+ PLAYLIST









New York Daily News Archive/NY Daily News via Getty Images

As the coronavirus continues to spread, scientists are racing to create a vaccine. But vaccine creation is only one part of the immunization process. When or if a COVID-19 vaccine is available, public health officials will likely face an entirely different challenge.

Polling has shown that anywhere from about half to two-thirds of Americans say they are unlikely to take a coronavirus vaccine. So how do governments and health institutions market a product they *really* need Americans to buy?

On today's show, the story of how Elvis Presley helped market the vaccine for polio to a skeptical public, and what lessons we can draw from that campaign to help in the fight against the coronavirus.

Pfizer says COVID-19 vaccine is looking 90% effective

By LINDA A. JOHNSON and LAURAN NEERGAARD 14 minutes ago



Pfizer said Monday that early results from its coronavirus vaccine suggest the shots may be a surprisingly robust 90% effective at preventing COVID-19, putting the company on track to apply later this month for emergency-use approval from the Food and Drug Administration.

The announcement, less than a week after an election seen as a referendum on President Donald Trump's handling of the crisis, was a rare and major piece of encouraging news lately in the battle against the scourge that has killed more than 1.2 million people worldwide, including almost a quarter-million in the United States alone.

"We're in a position potentially to be able to offer some hope," Dr. Bill Gruber, Pfizer's senior vice president of clinical development, told The Associated Press. "We're very encouraged."

MORE COVID-19 NEWS:

- Hard-hit Belgium sees light at the end of virus tunnel
- Europe hunkers down but also notes wins against virus surge
- The Latest: Israel to offer coronavirus testing at airport

Dr. Anthony Fauci, the U.S. government's top-infectious disease expert, said the results suggesting 90% effectiveness are "just extraordinary," adding: "Not very many people expected it would be as high as that."

Dr. Anthony Fauci, the U.S. government's top-infectious disease expert, said the results suggesting 90% effectiveness are "just extraordinary," adding: "Not very many people expected it would be as high as that."

"It's going to have a major impact on everything we do with respect to COVID," Fauci said as Pfizer appeared to take the lead in the all-out global race by pharmaceutical companies and various countries to develop a well-tested vaccine against the virus.

Dr. Bruce Aylward, the World Health Organization's senior adviser, said that the vaccine could "fundamentally change the direction of this crisis" by March, when the U.N. agency hopes to start vaccinating high-risk groups.

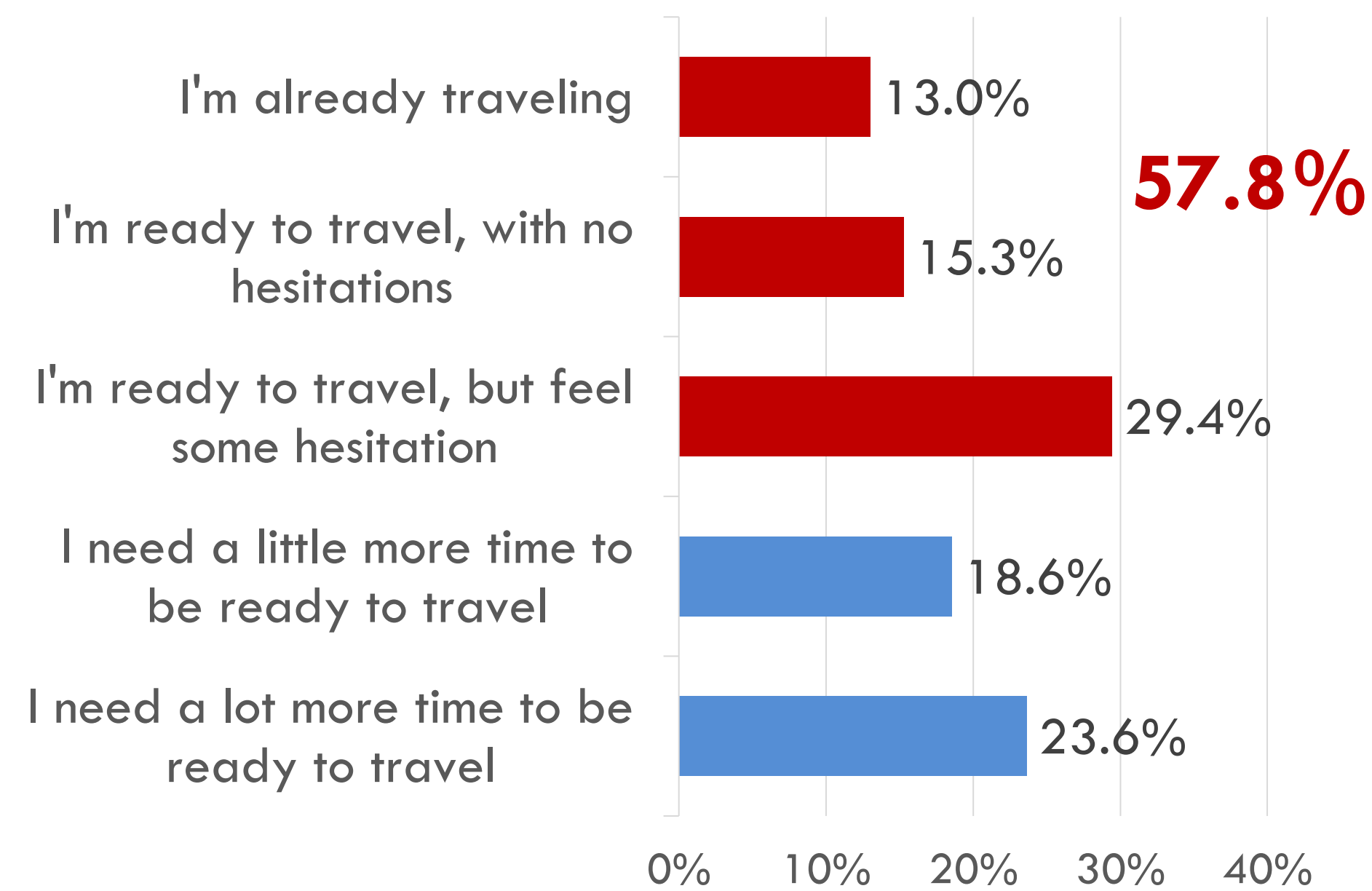


Current Travel Sentiment



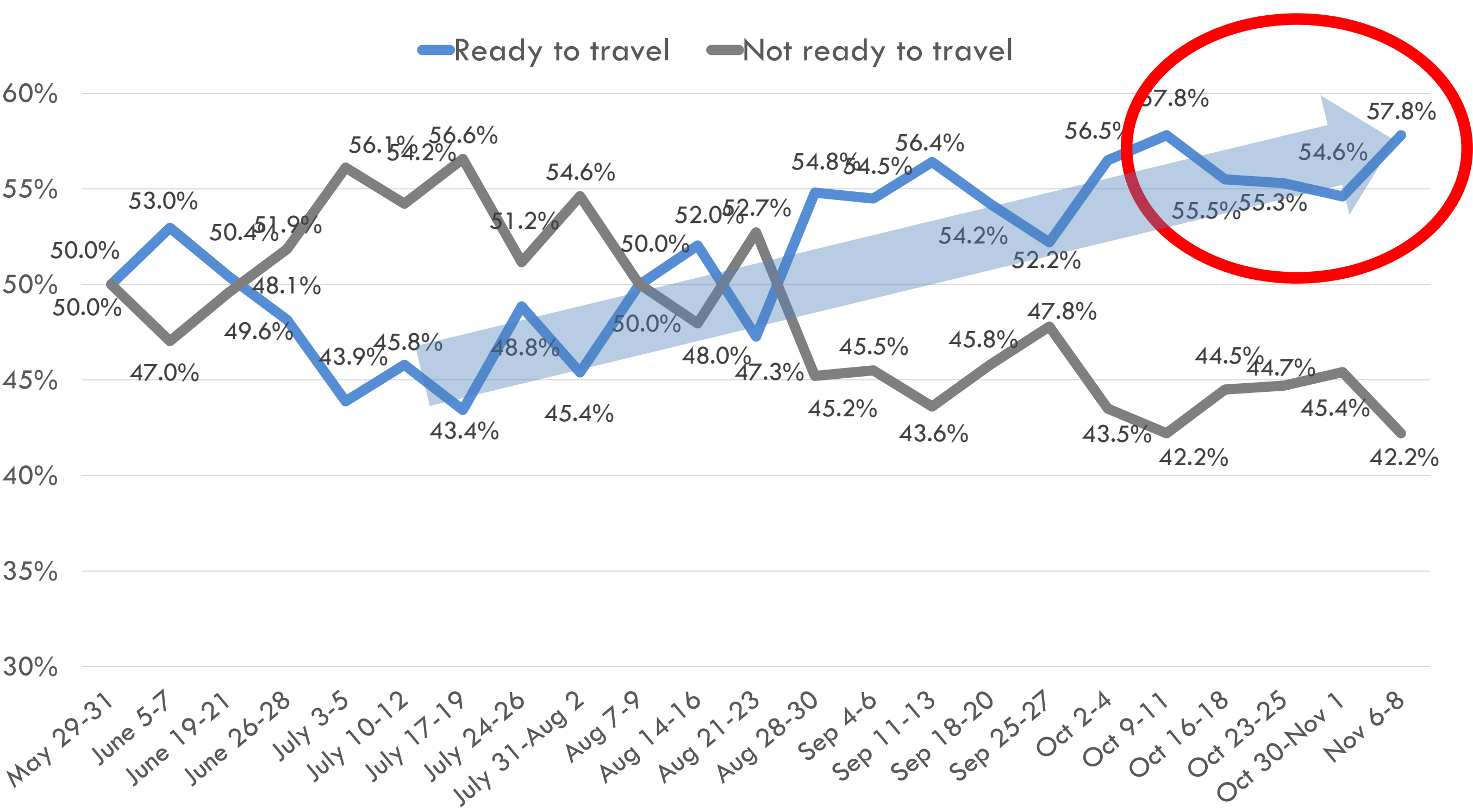
TRAVEL STATE-OF-MIND

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



(Base: Waves 12-13 and 15-35. 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, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203 and 1,205 completed surveys.)

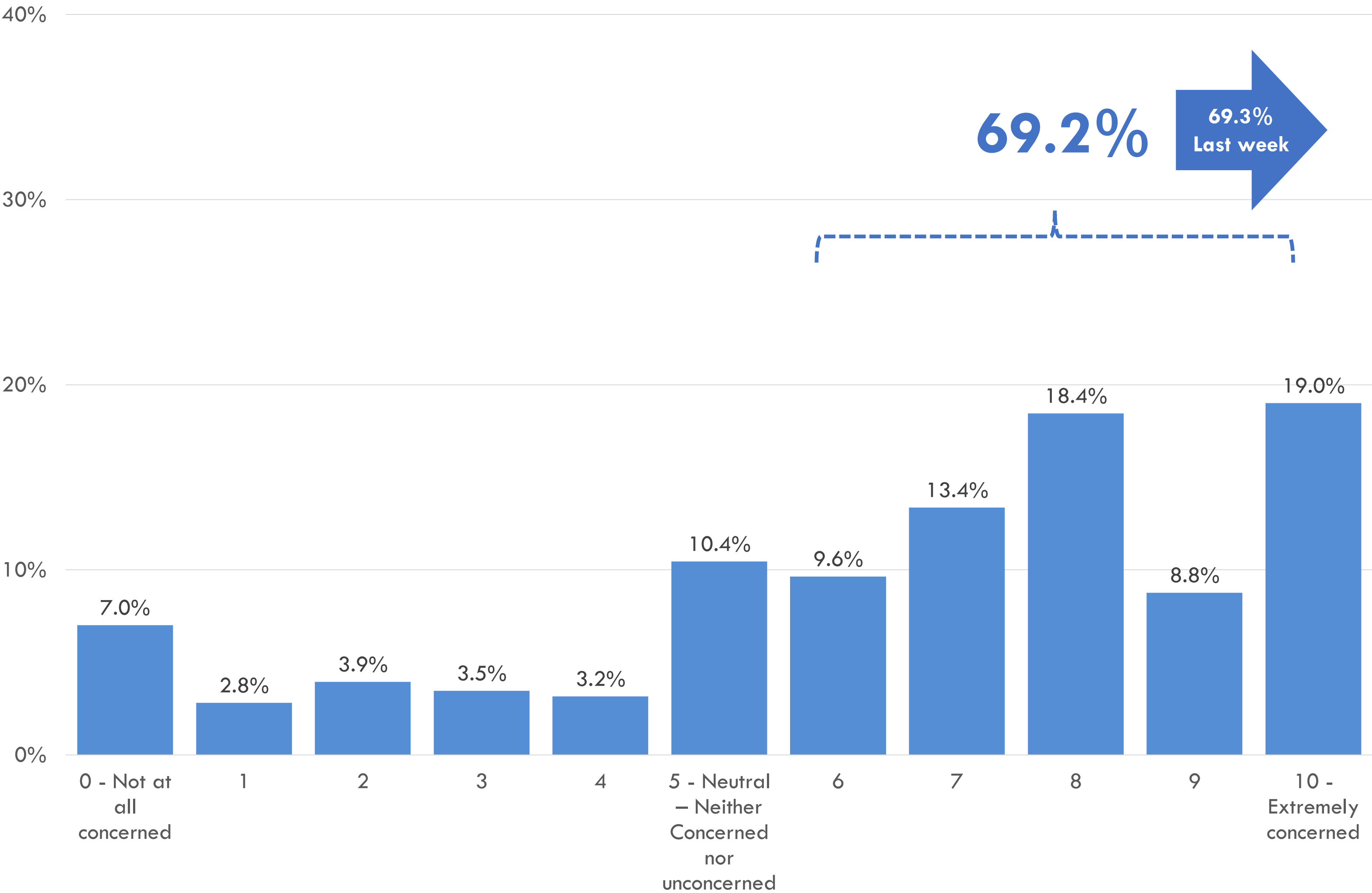
Historical data



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)

(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected Nov 6-8, 2020)

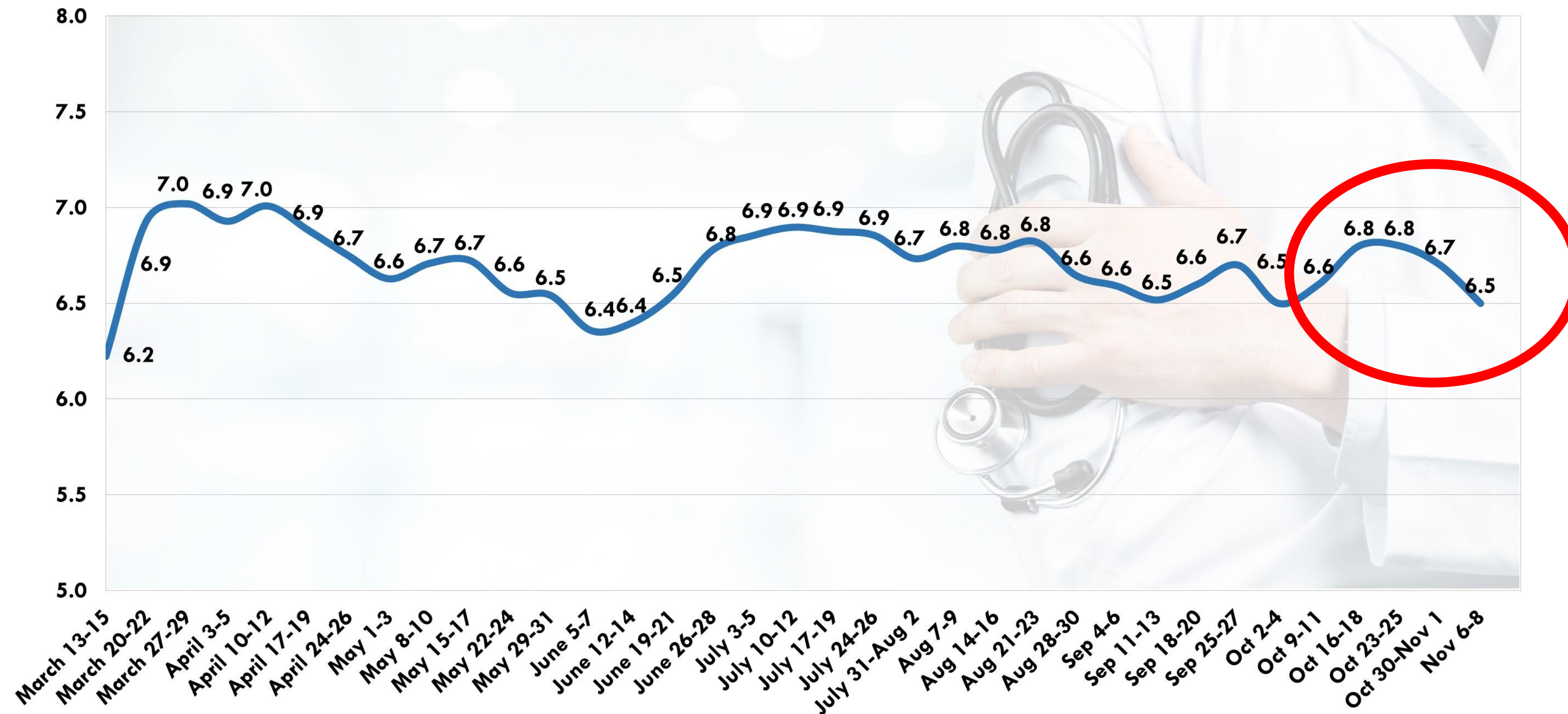


PERSONAL HEALTH CONCERNS

MARCH 13 – NOVEMBER 8



CONCERNED ABOUT PERSONAL HEALTH (AVERAGE SCORE ON AN 11-POINT SCALE)



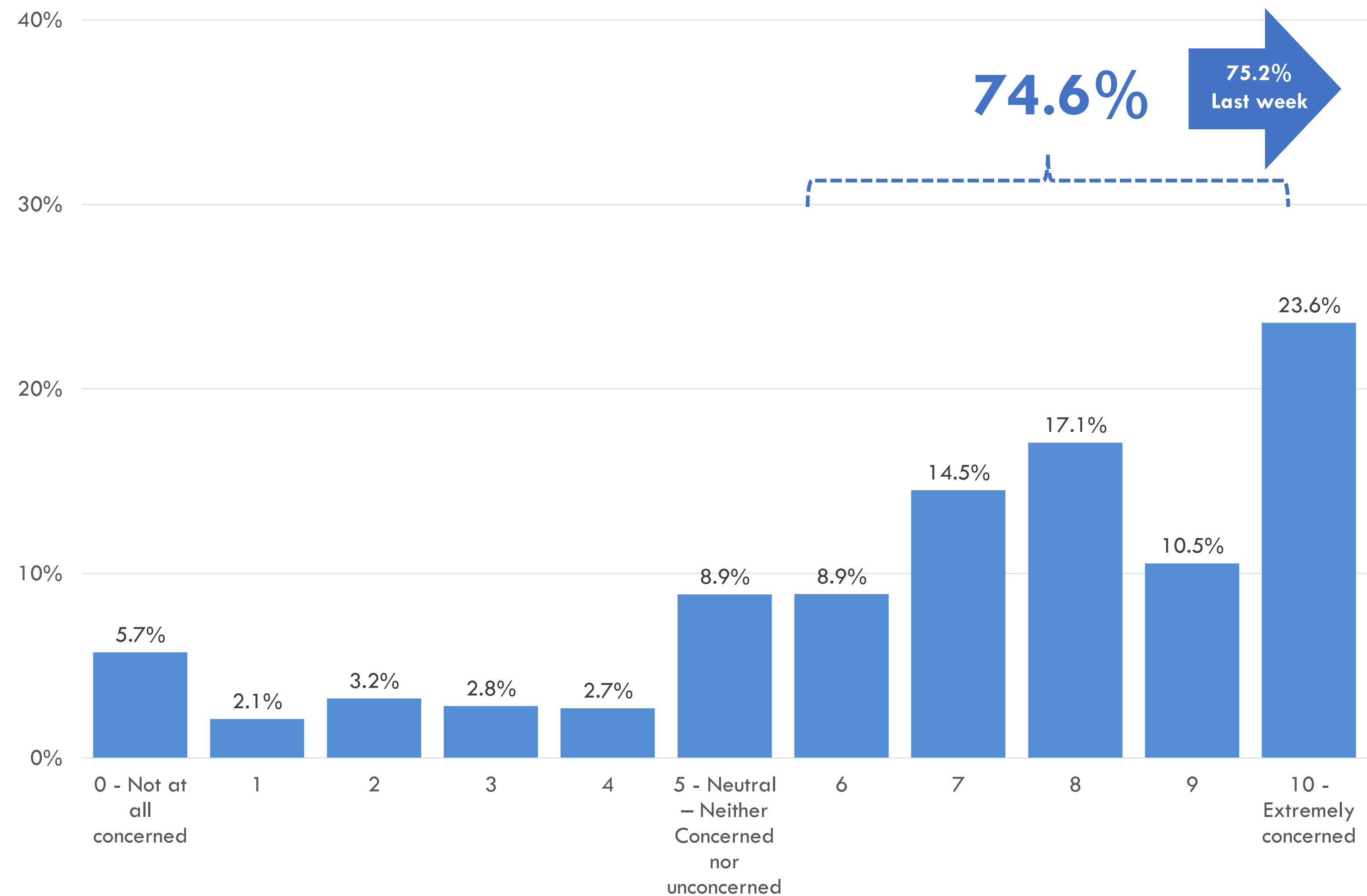
QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, IN GENERAL, HOW CONCERNED ARE YOU PERSONALLY ABOUT CONTRACTING THE VIRUS?

(Base: Waves 1-35. 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, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203 and 1,205 completed surveys.

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 35 data. All respondents, 1,205 completed surveys. Data collected Nov 6-8, 2020)



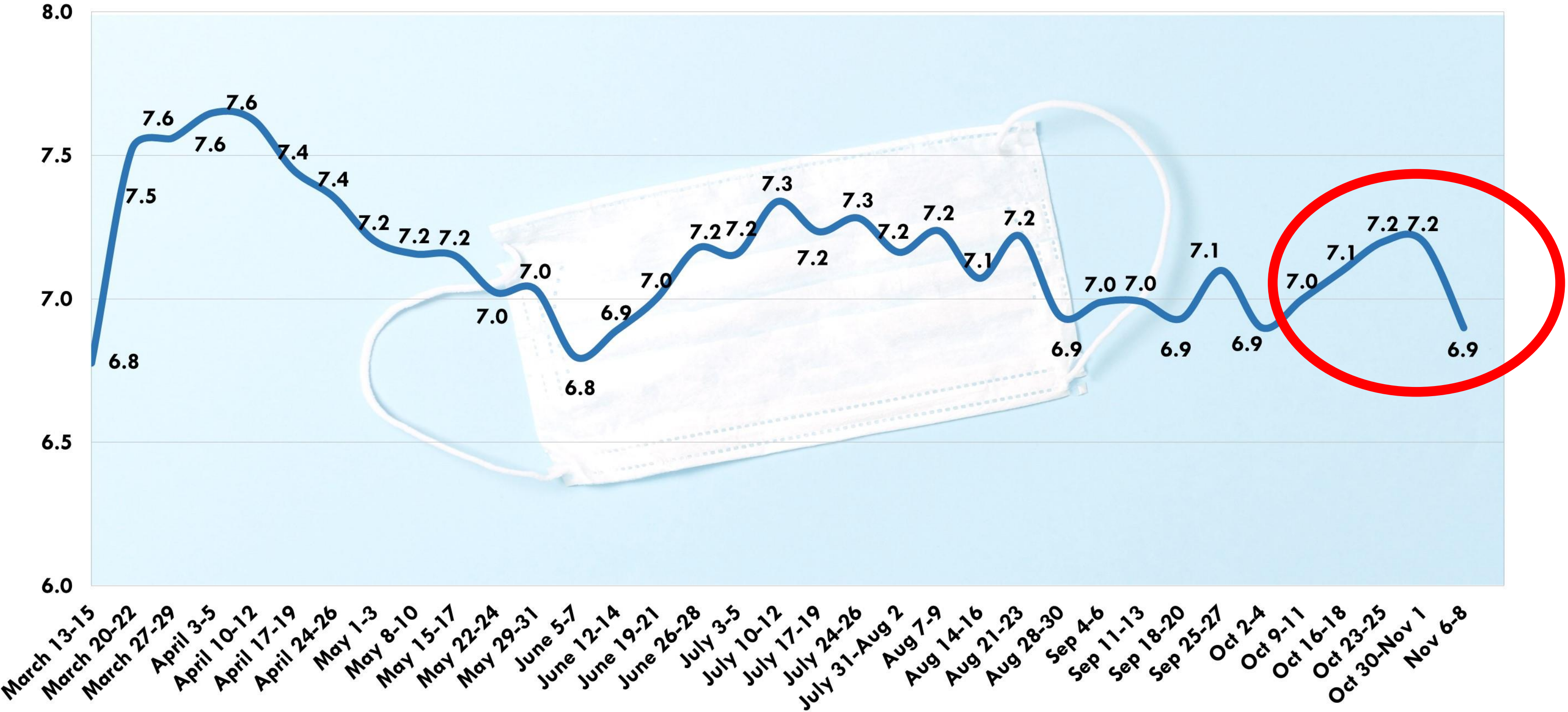
HEALTH CONCERNS (FAMILY & FRIENDS)

MARCH 13 – NOVEMBER 8



CONCERNED ABOUT THE HEALTH OF FAMILY OR FRIENDS
(AVERAGE SCORE ON AN 11-POINT SCALE)

↑ More concern
↓ Less concern



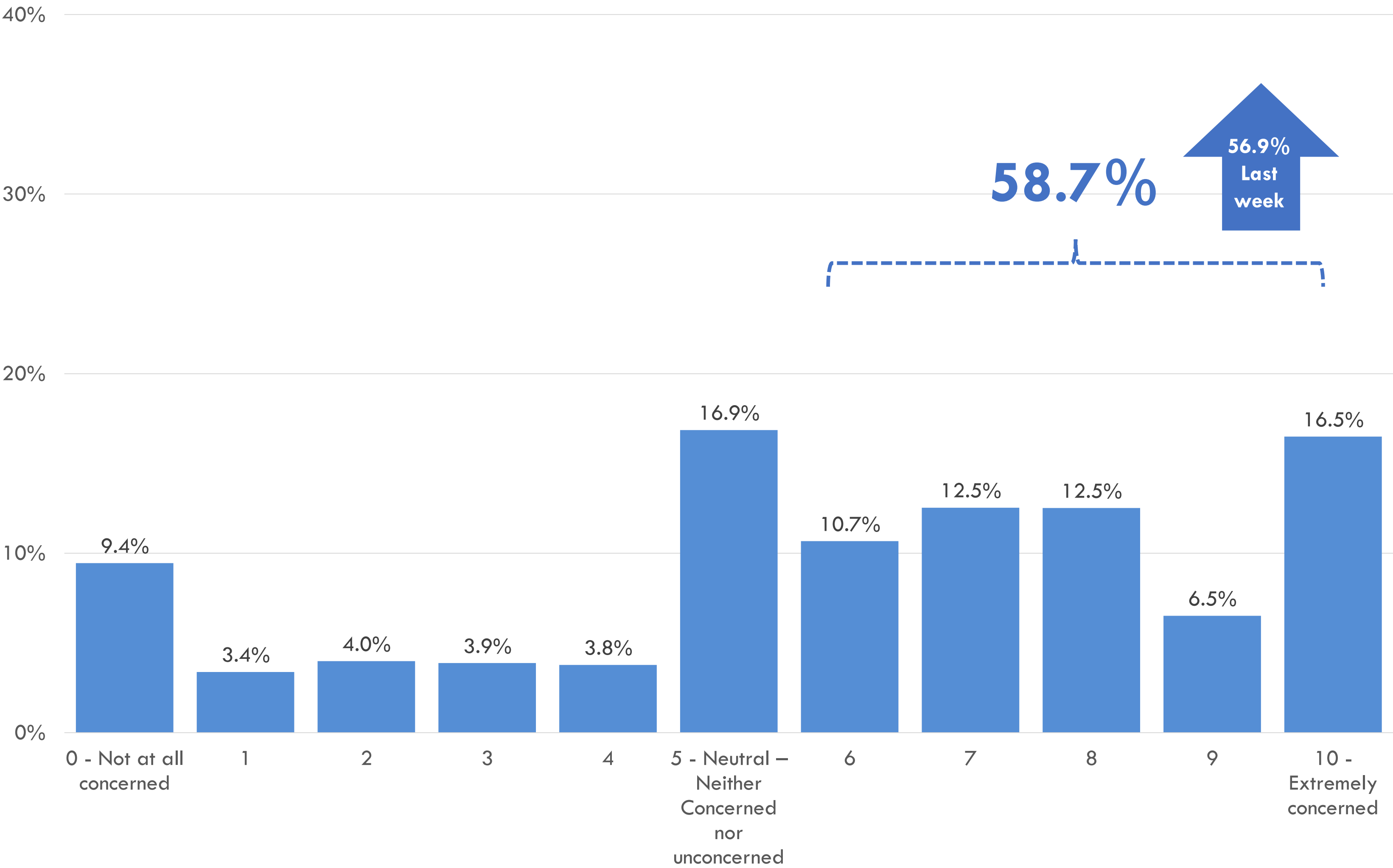
QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, IN GENERAL, HOW CONCERNED ARE YOU ABOUT YOUR FRIENDS OR FAMILY CONTRACTING THE VIRUS?

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CONCERNS ABOUT PERSONAL FINANCES

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

(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected Nov 6-8, 2020)

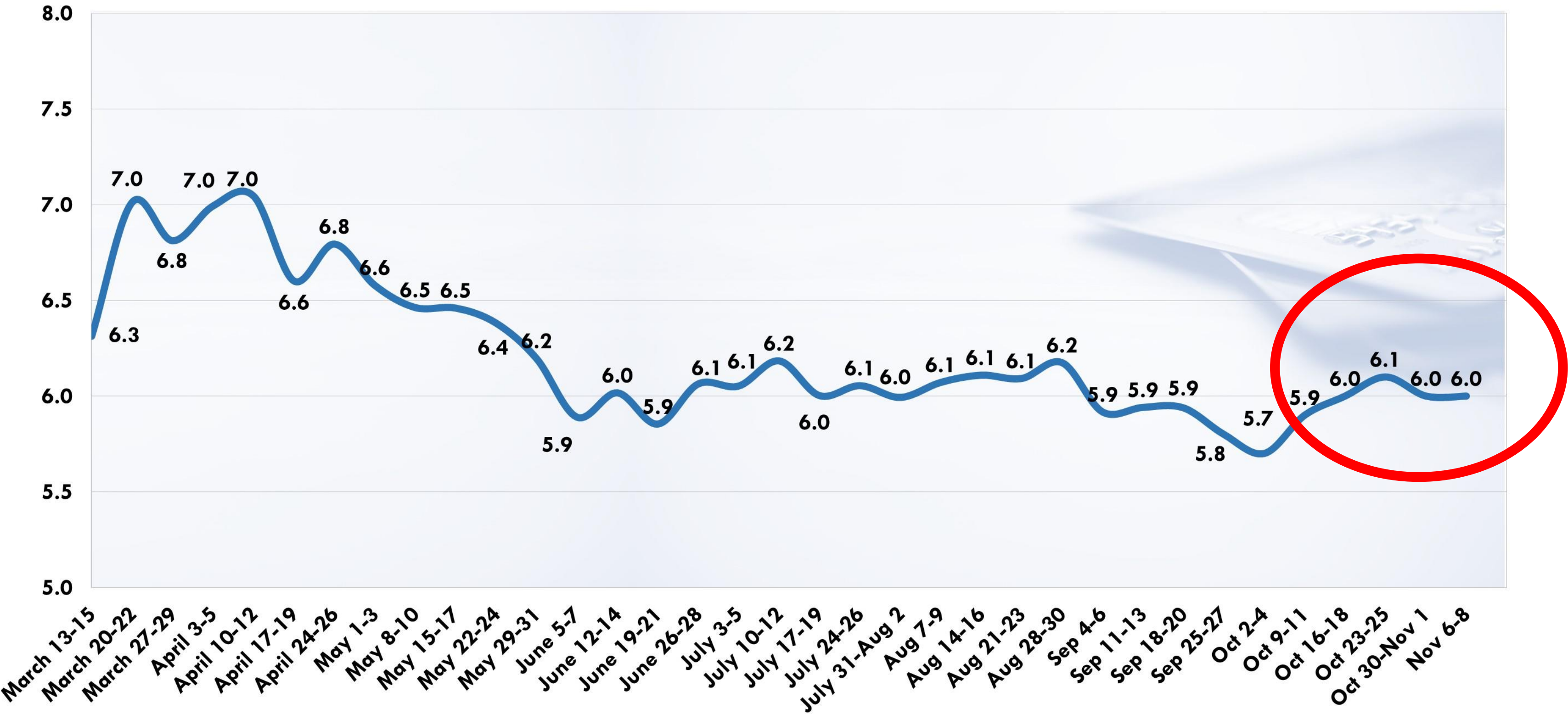


CONCERNS ABOUT PERSONAL FINANCES

MARCH 13 – NOVEMBER 8



CONCERNED ABOUT PERSONAL FINANCES (AVERAGE SCORE ON AN 11-POINT SCALE)



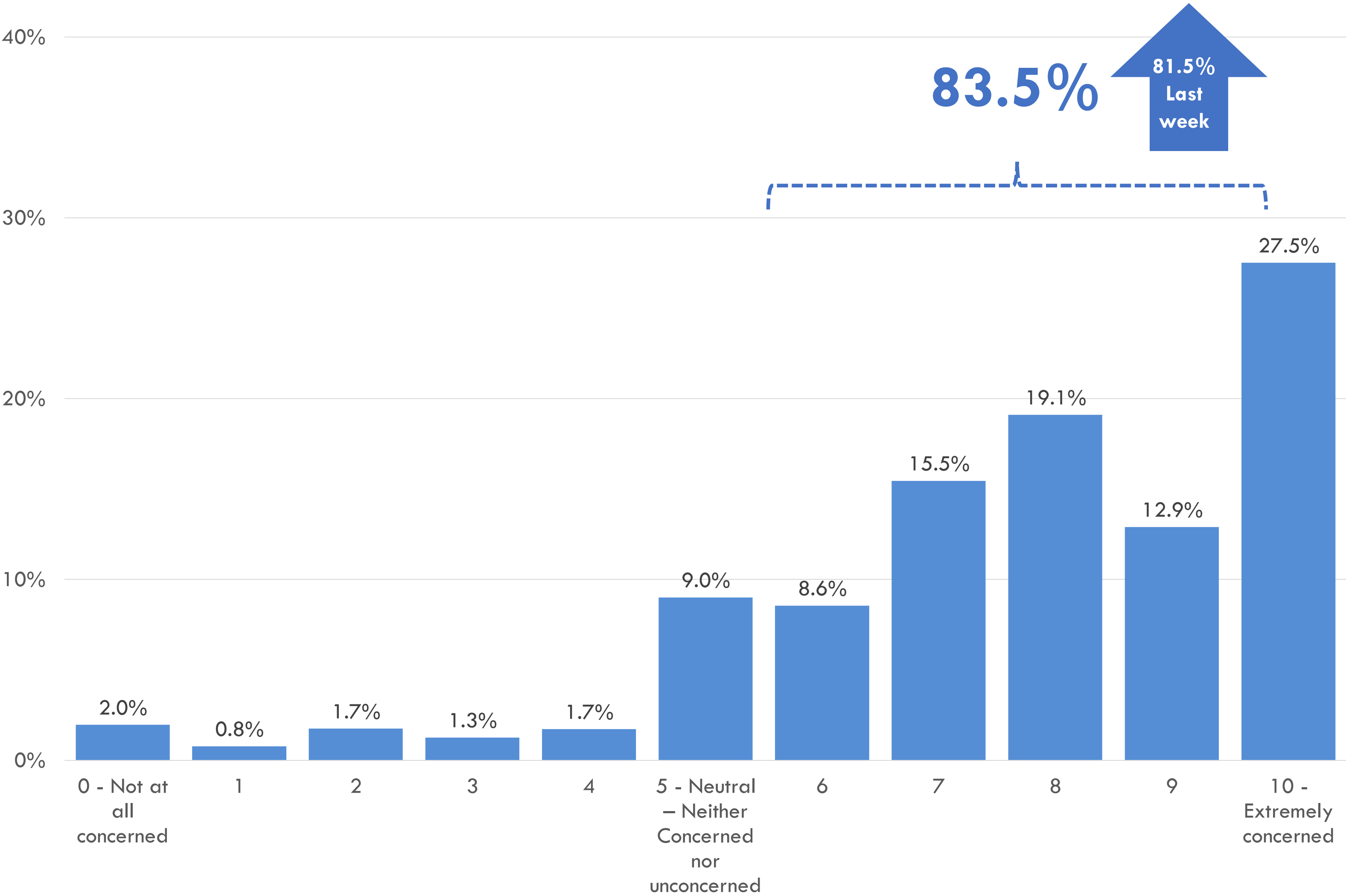
QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, HOW CONCERNED ARE YOU ABOUT THE IMPACT IT MAY HAVE ON YOUR PERSONAL FINANCES?

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CONCERNS ABOUT NATIONAL ECONOMY

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

(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected Nov 6-8, 2020)



CONCERNS ABOUT NATIONAL ECONOMY

MARCH 13 – NOVEMBER 8



CONCERNED ABOUT NATIONAL ECONOMY (AVERAGE SCORE ON AN 11-POINT SCALE)



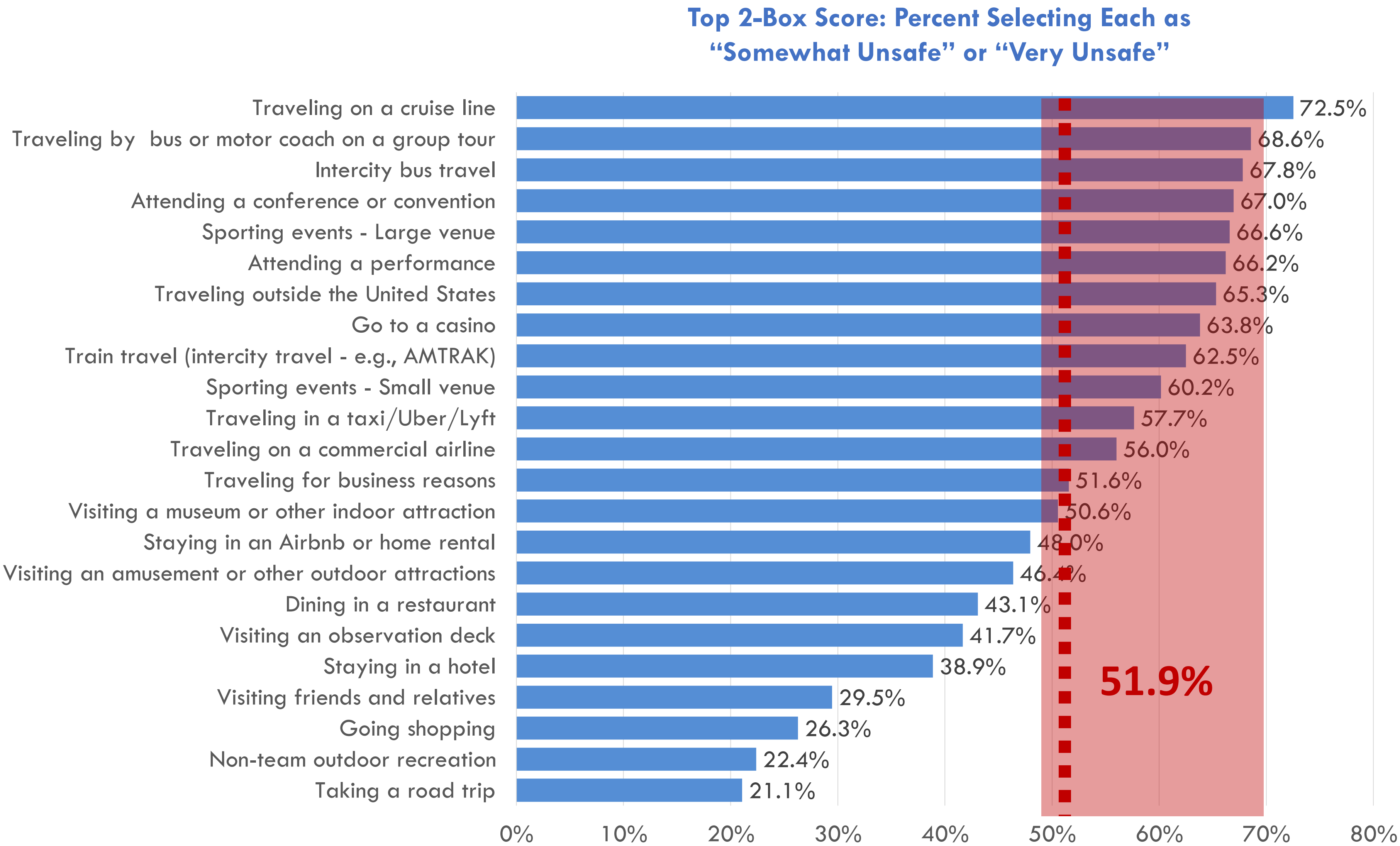
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PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 35)

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

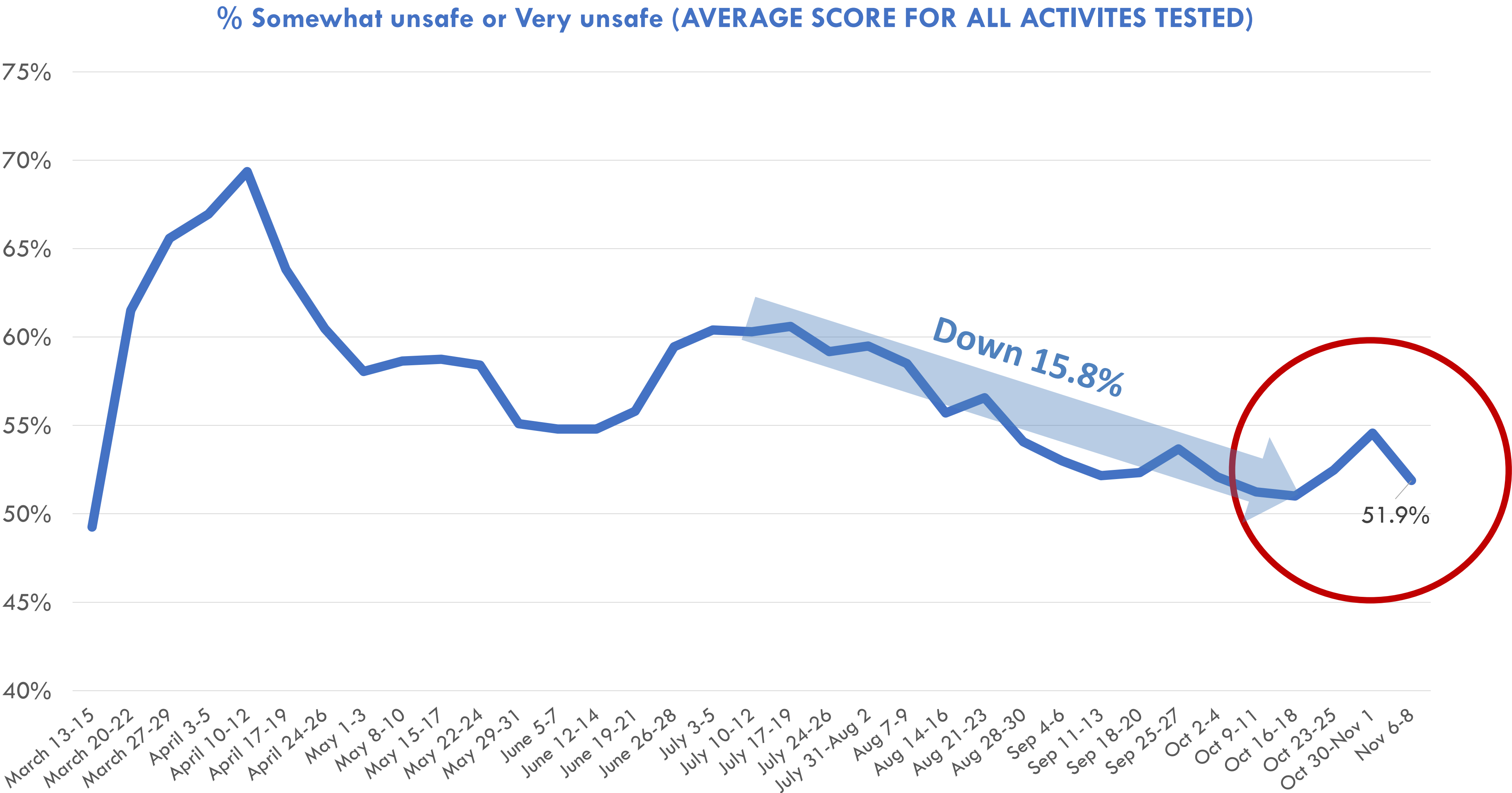
(Base: Wave 35 data. All respondents, 1,205 completed surveys.
Data collected Nov 6-8, 2020)



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-35 COMPARISON)

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

(Base: Waves 1-35. 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, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203 and 1,205 completed surveys.)

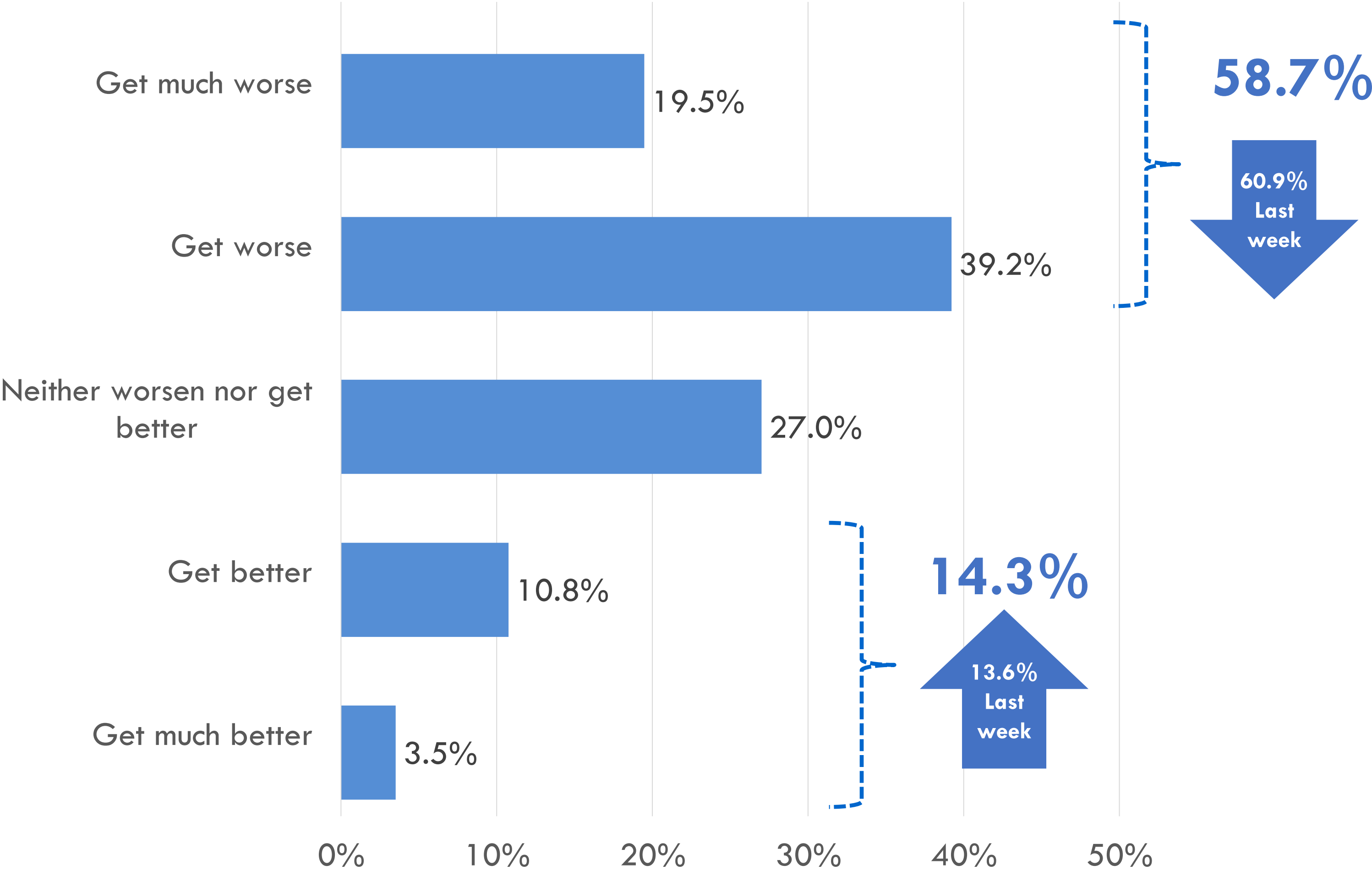


EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

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 35 data. All respondents, 1,205 completed surveys. Data collected Nov 6-8, 2020)

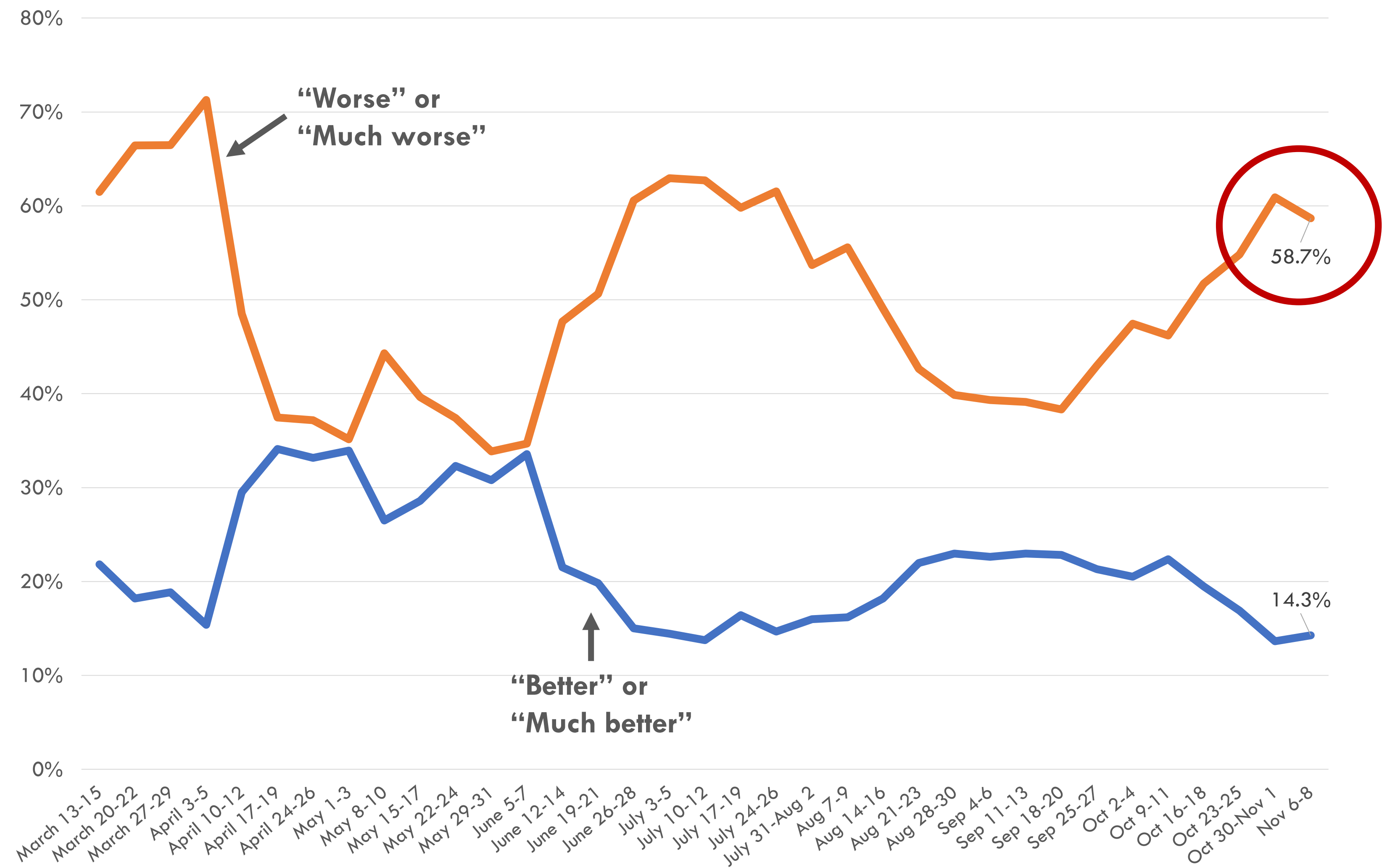


EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-35)

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 1-35. 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, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203 and 1,205 completed surveys.)

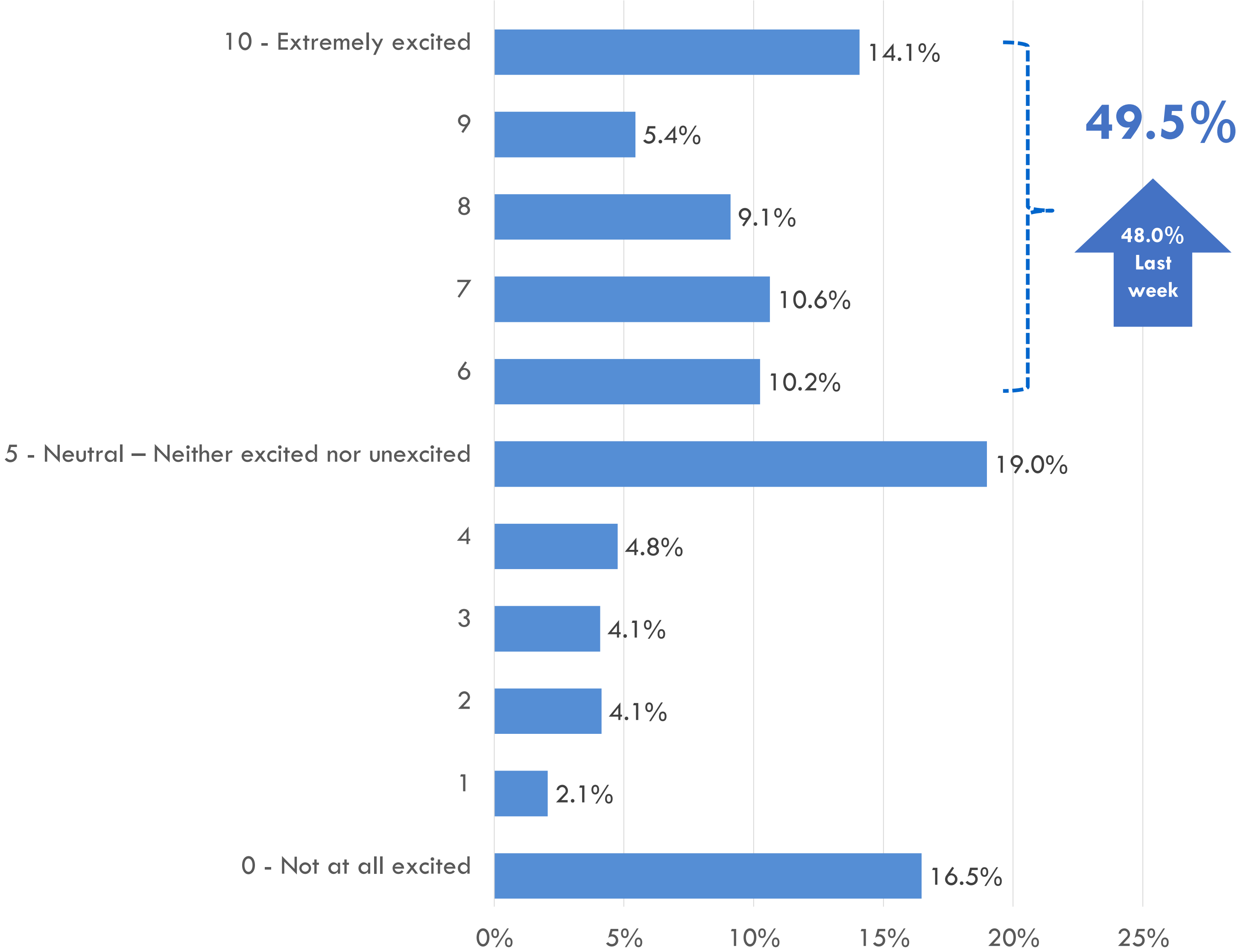


EXCITEMENT TO TRAVEL NOW

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 35 data. All respondents, 1,205 completed surveys. Data collected Nov 6-8, 2020)



EXCITEMENT TO TRAVEL RIGHT NOW

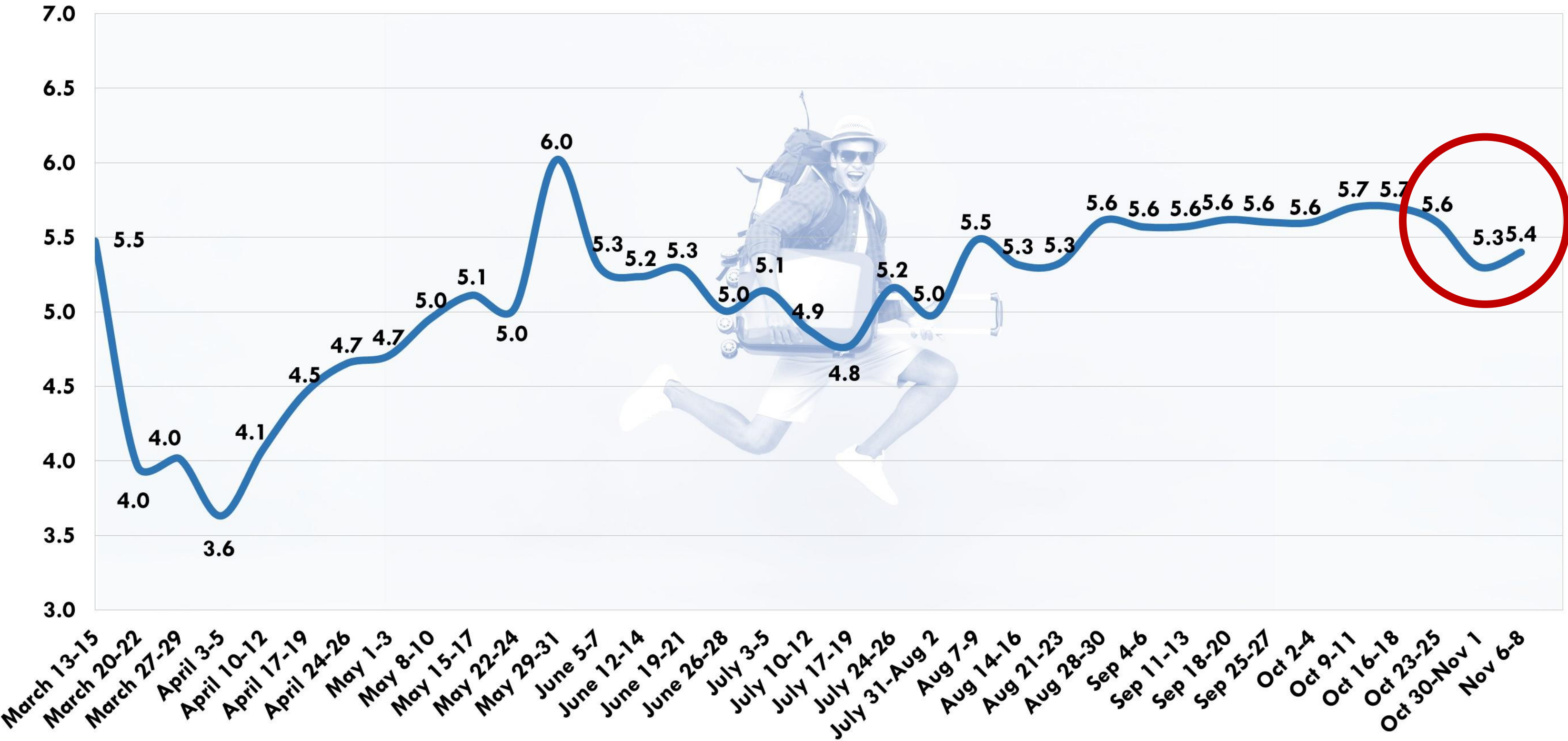
MARCH 13 – NOVEMBER 8



EXCITED TO TRAVEL RIGHT NOW (AVERAGE SCORE ON AN 11-POINT SCALE)

More excited

Less excited



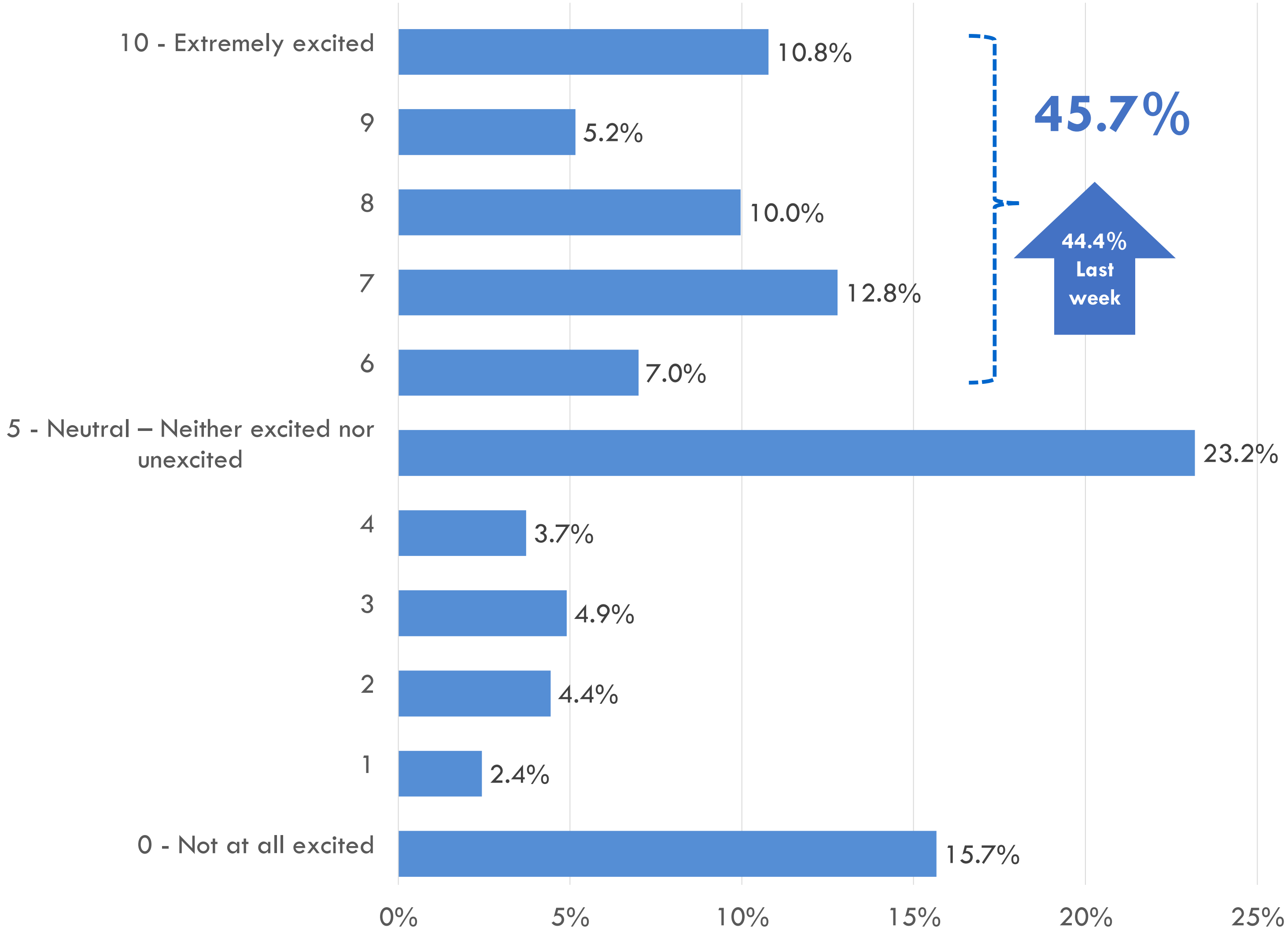
QUESTION: IMAGINE THAT A GOOD FRIEND (OR CLOSE FAMILY MEMBER) ASKS YOU TO TAKE A WEEKEND GETAWAY WITH THEM SOMETIME IN THE NEXT MONTH. HOW EXCITED WOULD YOU BE TO GO? (ASSUME THE GETAWAY IS TO A PLACE YOU WANT TO VISIT)

(Base: Waves 1-35. 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, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203 and 1,205 completed surveys.

OPENNESS TO TRAVEL INSPIRATION

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

(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected Nov 6-8, 2020)

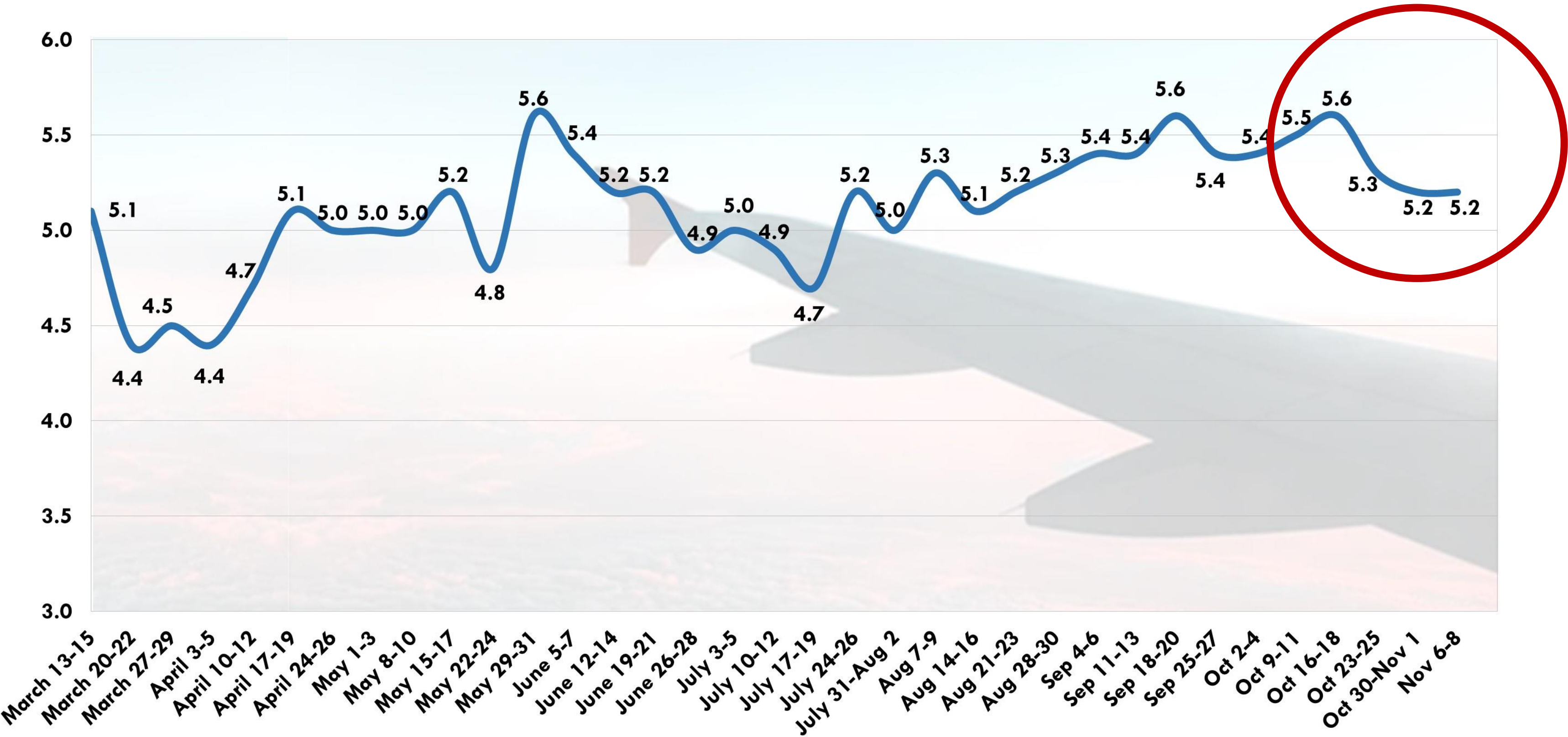


OPENNESS TO TRAVEL INSPIRATION

MARCH 13 – NOVEMBER 8



OPEN TO TRAVEL INSPIRATION (AVERAGE SCORE ON AN 11-POINT SCALE)



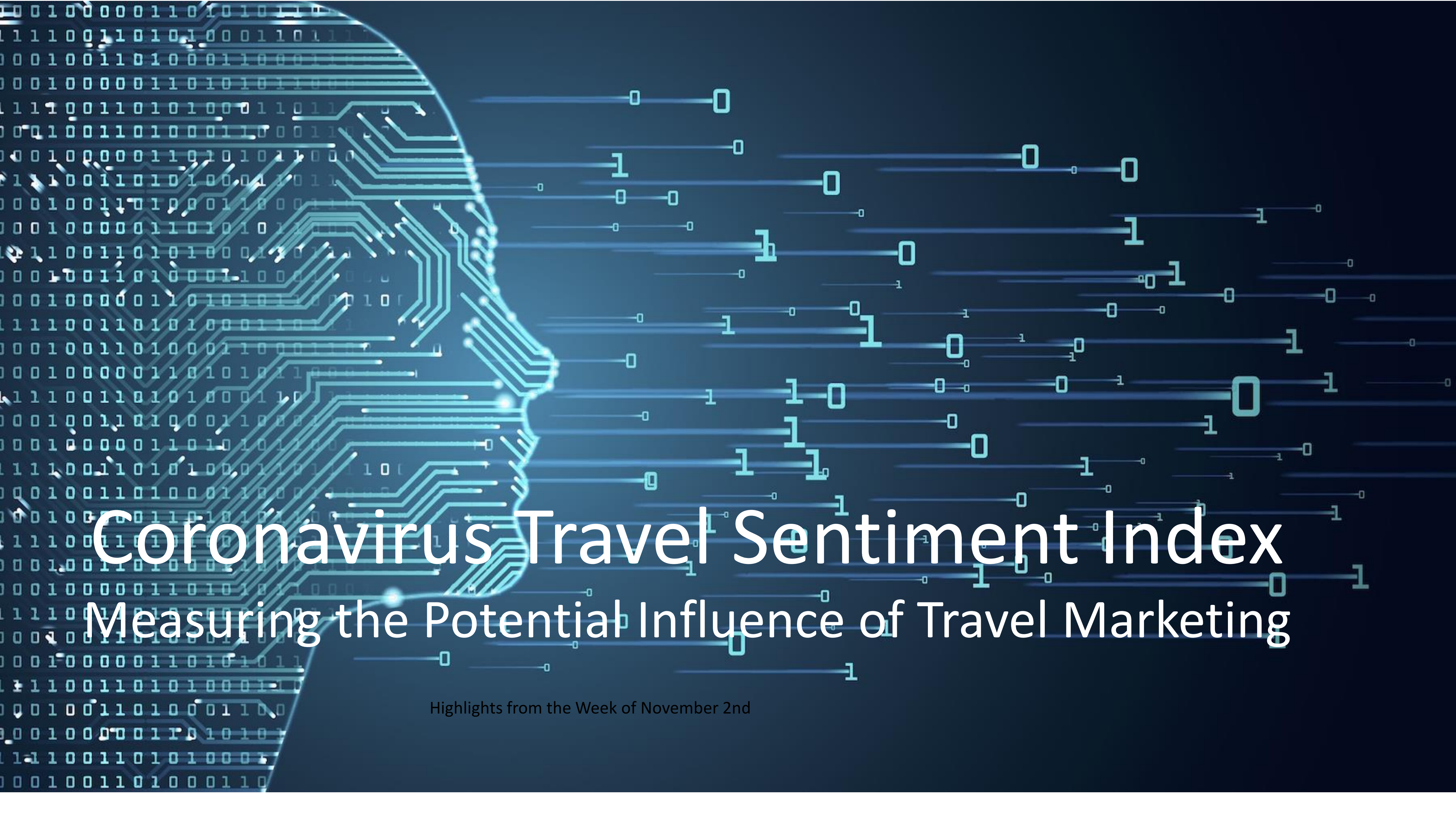
QUESTION: AT THIS MOMENT, HOW INTERESTED ARE YOU IN LEARNING ABOUT NEW, EXCITING TRAVEL EXPERIENCES OR DESTINATIONS TO VISIT?

(Base: Waves 1-35. 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, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203 and 1,205 completed surveys.

Key Takeaway

1. In this unusual election week, we see small *improvements* in traveler sentiment despite the rapidly increasing infection rates.
 - Concerns about personal and family safety
 - Concerns about safety of individual travel activities
 - Expectations for the pandemic's short-term progress
 - Excitement to travel now





Coronavirus Travel Sentiment Index

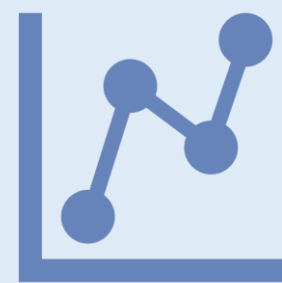
Measuring the Potential Influence of Travel Marketing

Highlights from the Week of November 2nd

What is a Predictive Index?



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



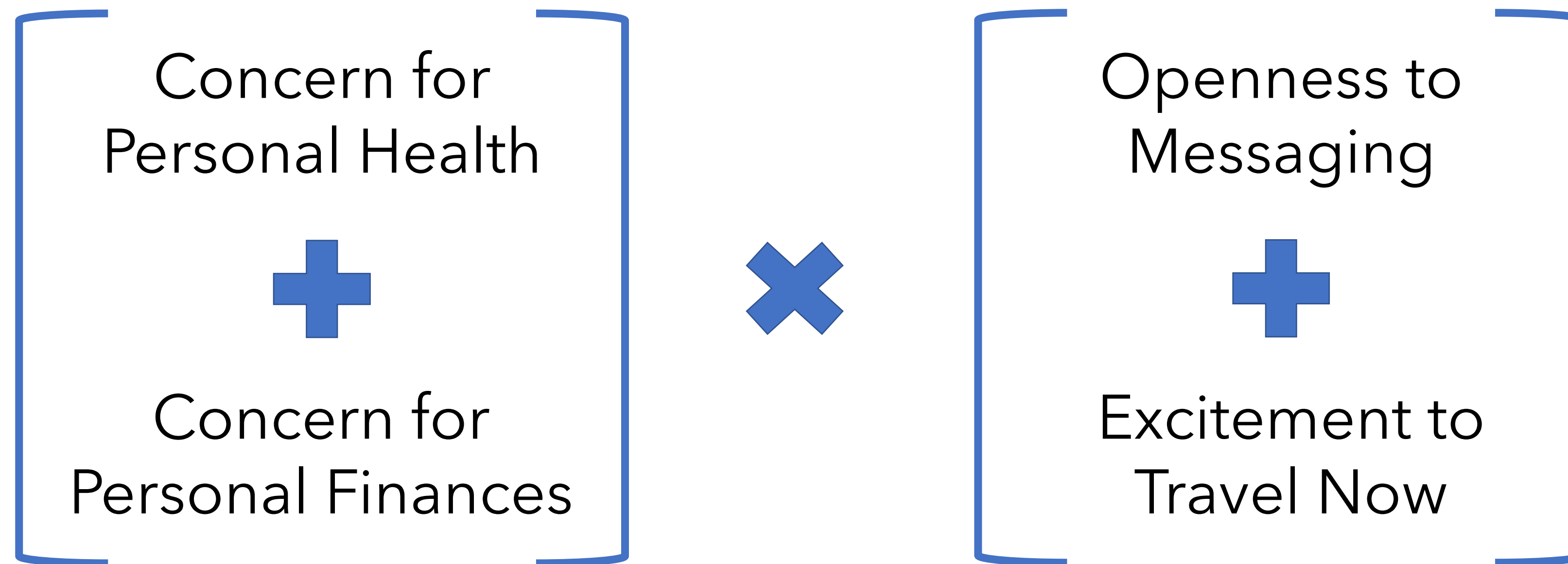
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.



The goals are to identify:

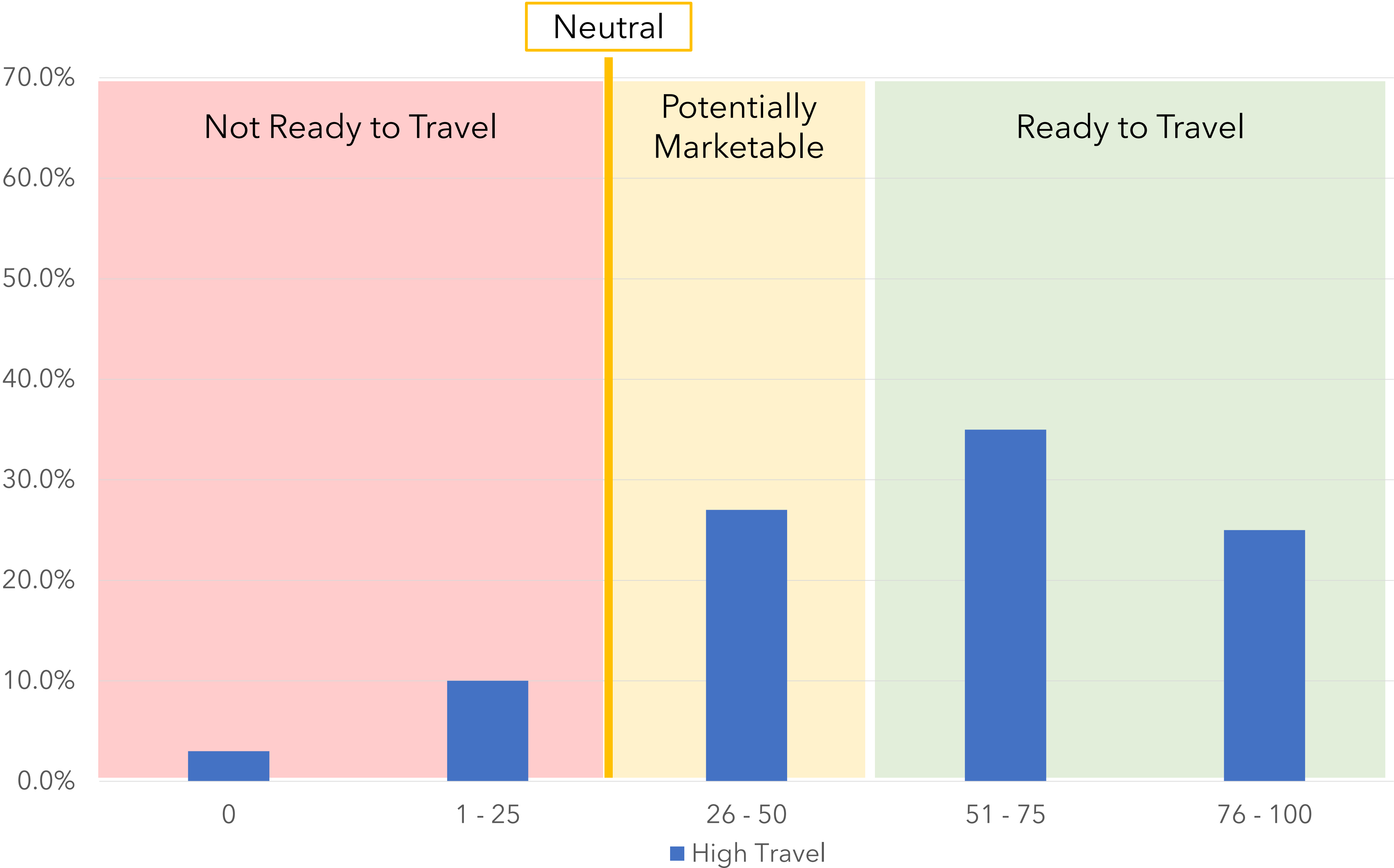
- WHO are the traveler segments that appear receptive to travel marketing and
- WHEN will they be ready to travel

Predictive Index Formula



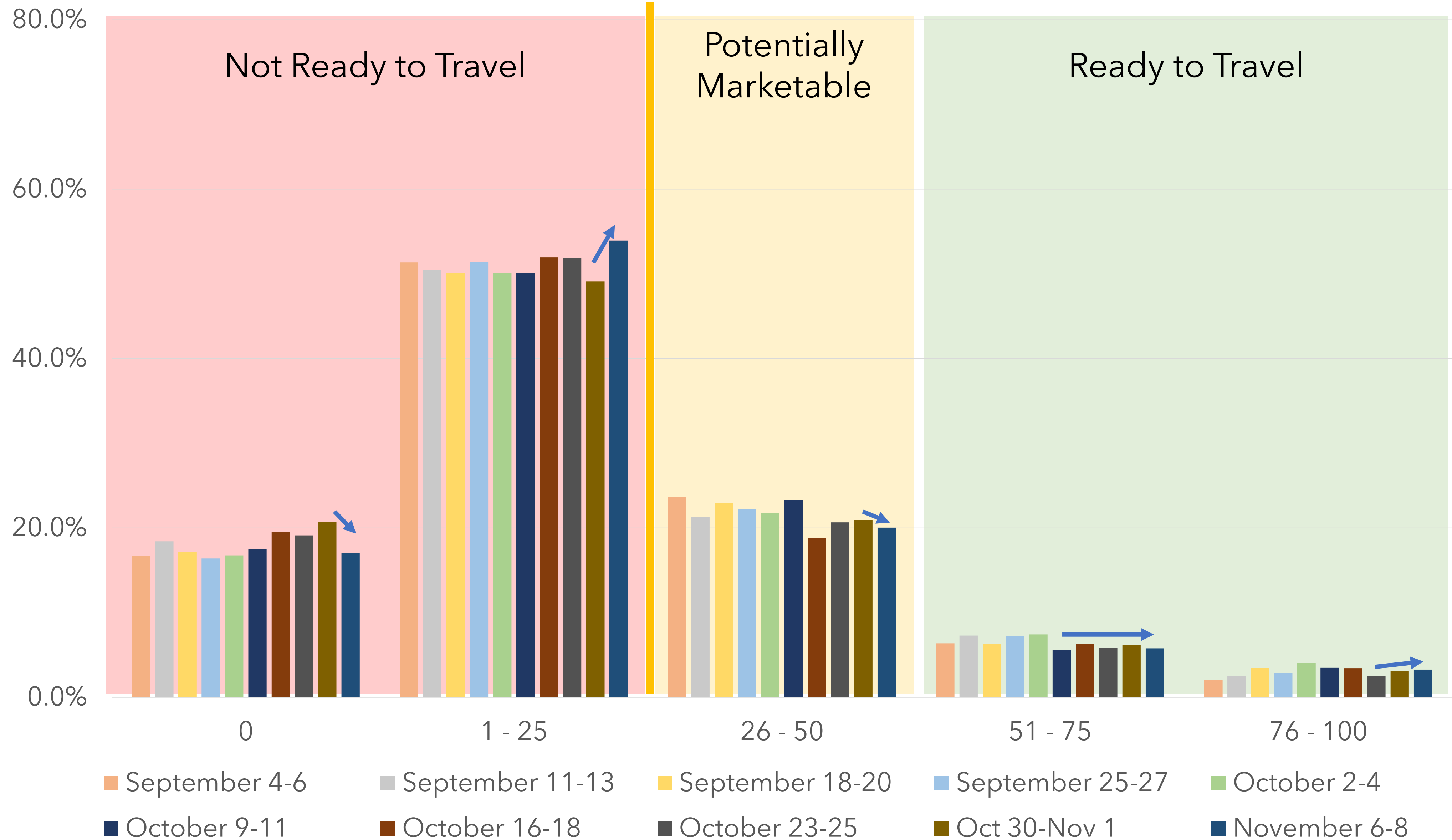
*Normalized to a 100pt scale

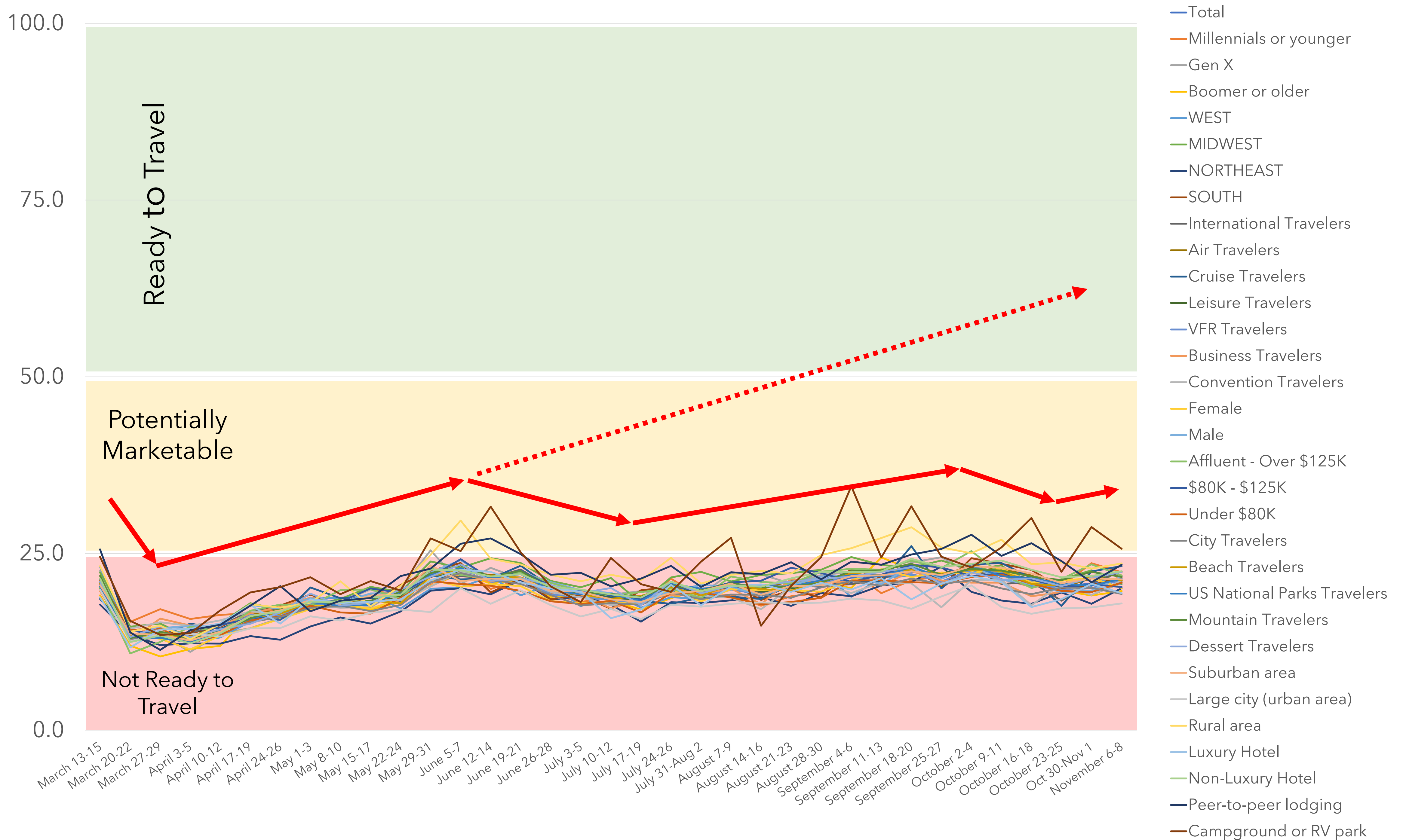
Healthy Travel Outlook

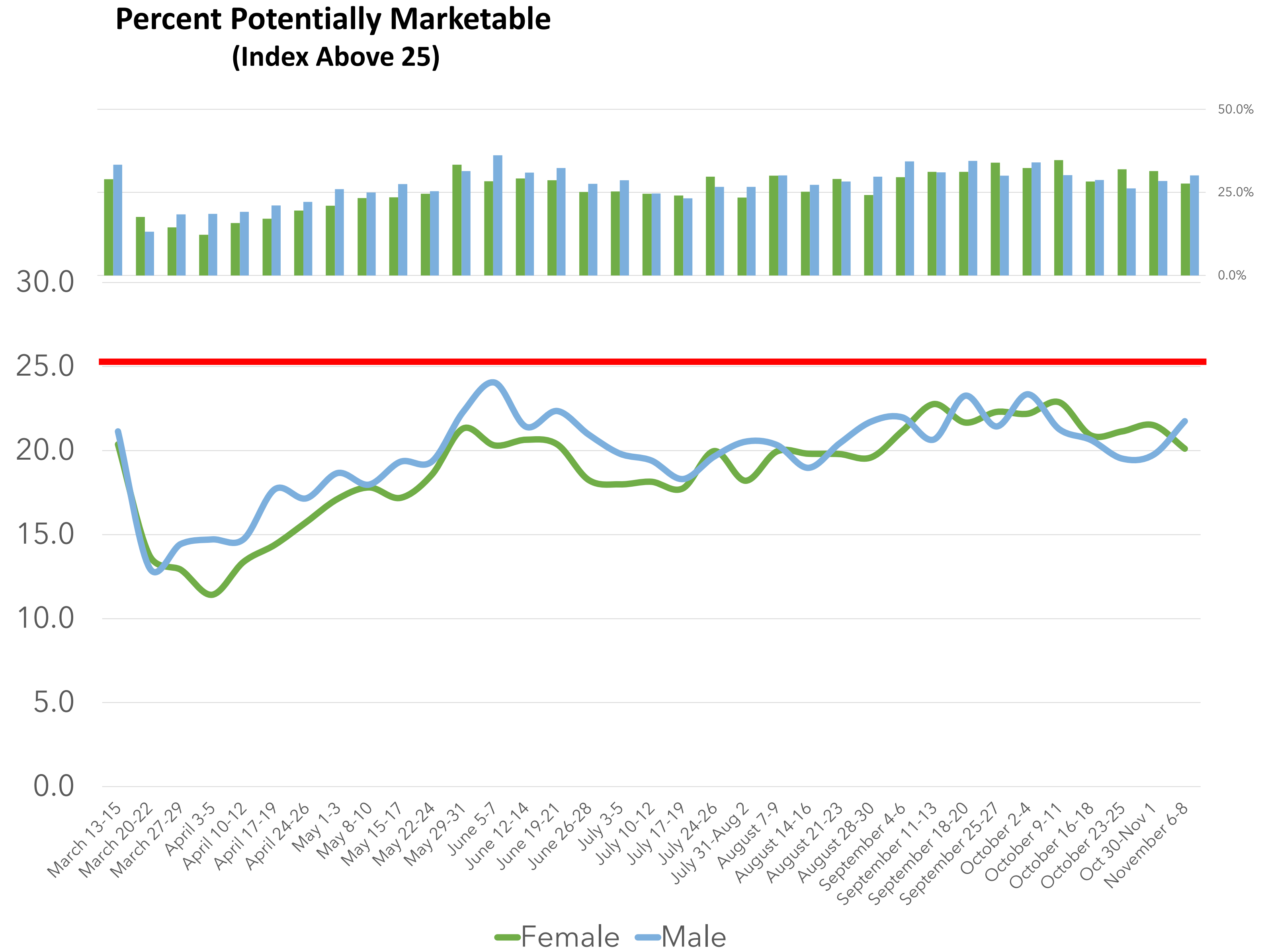
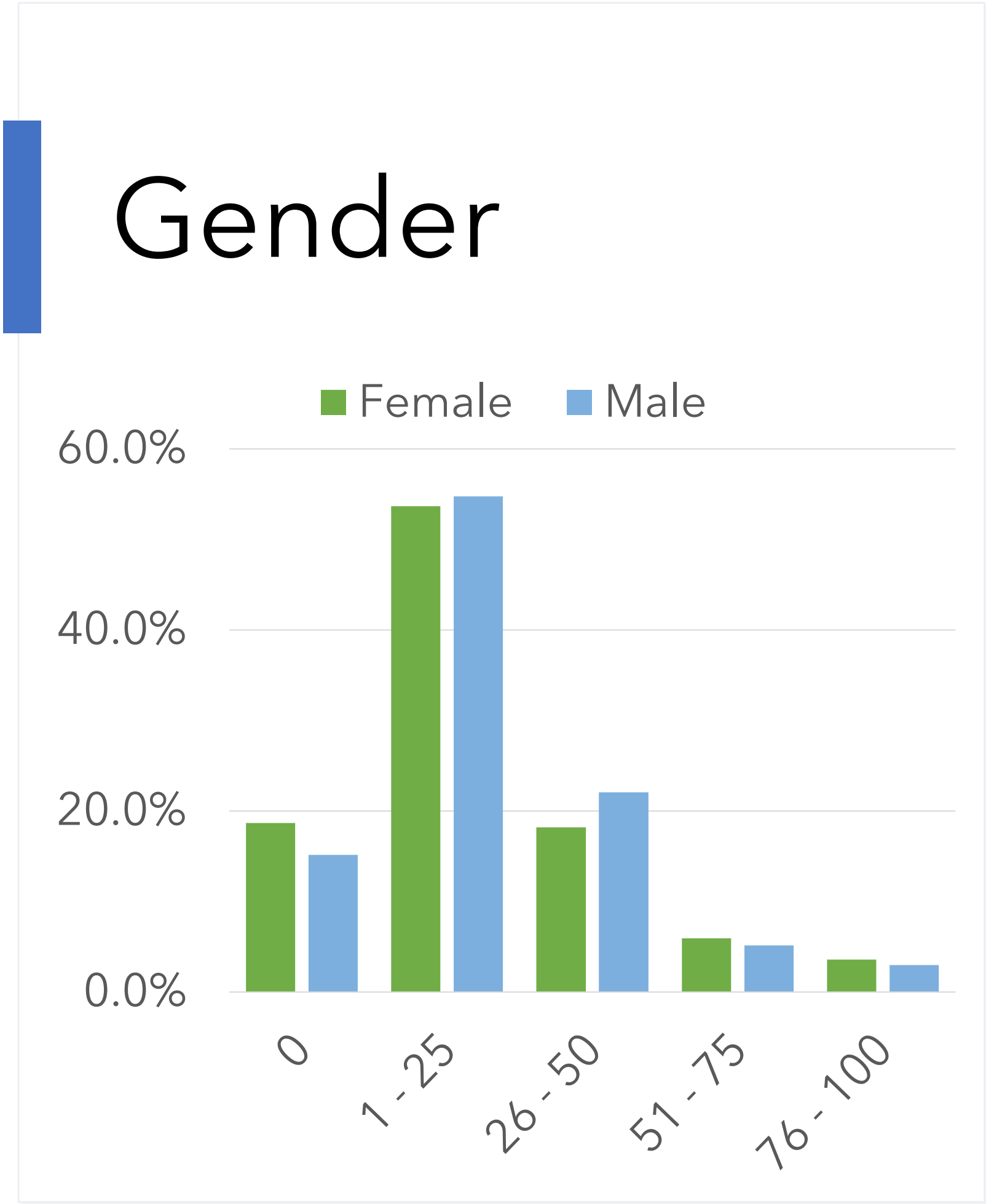


Travel Outlook

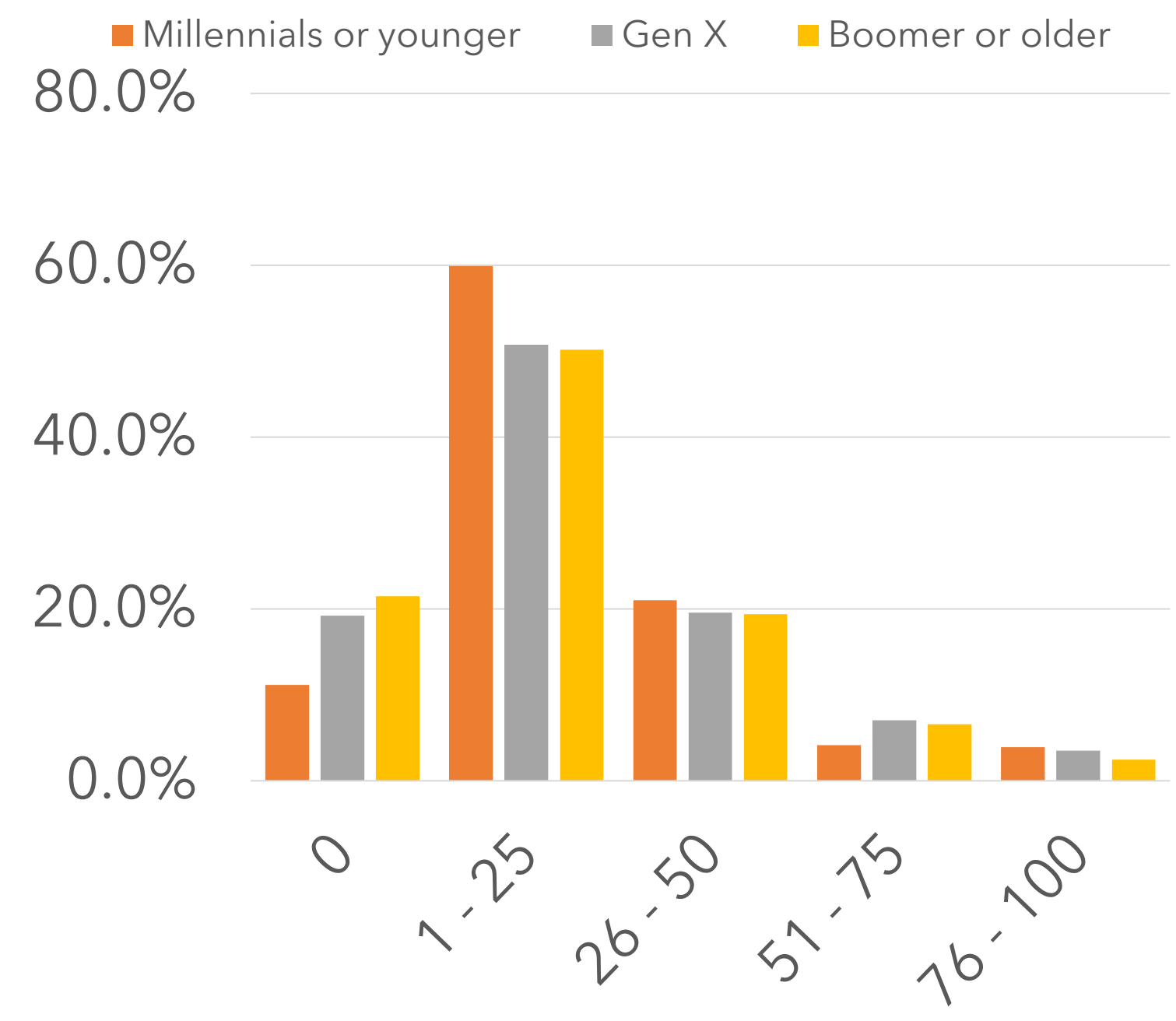
Neutral



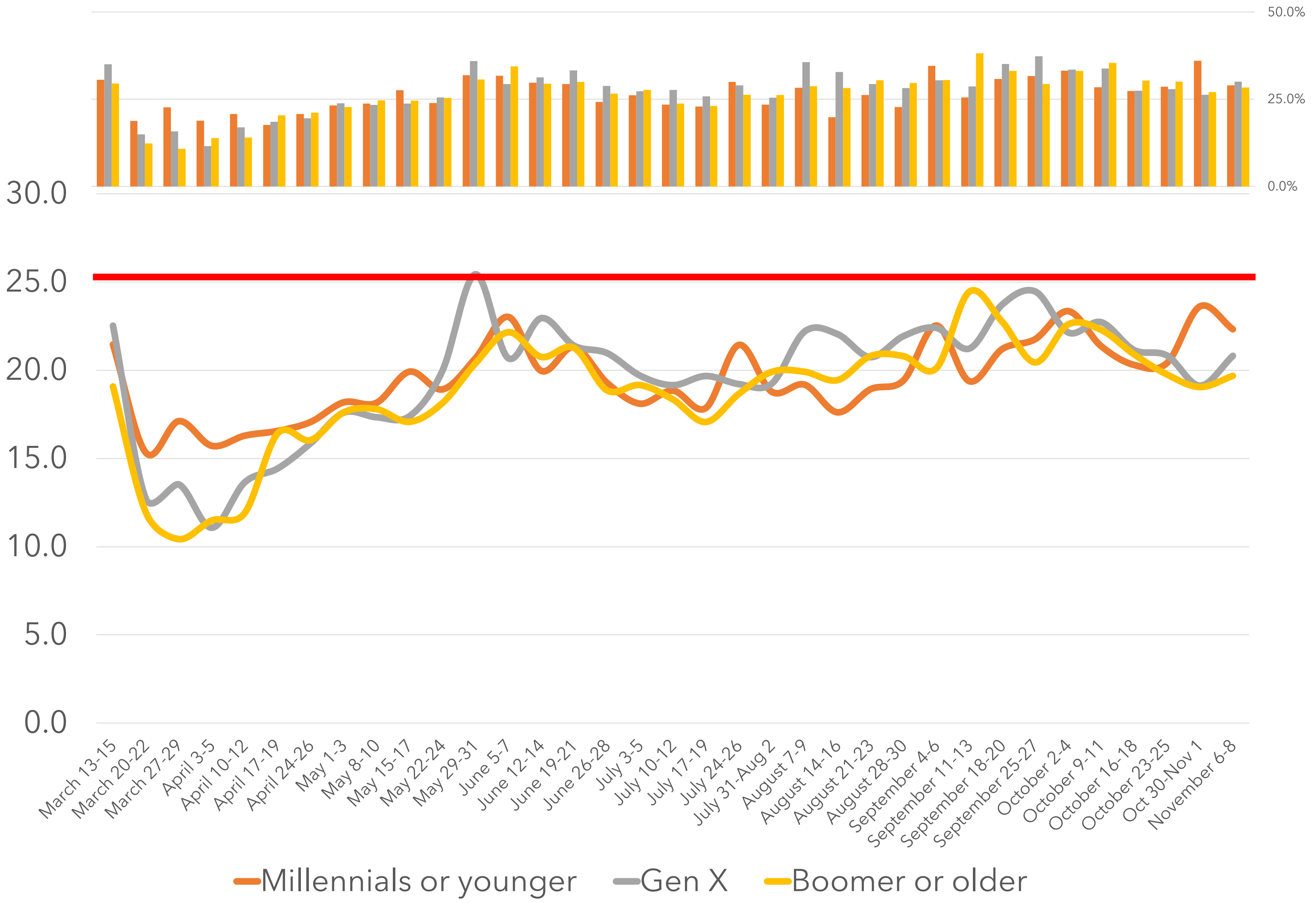


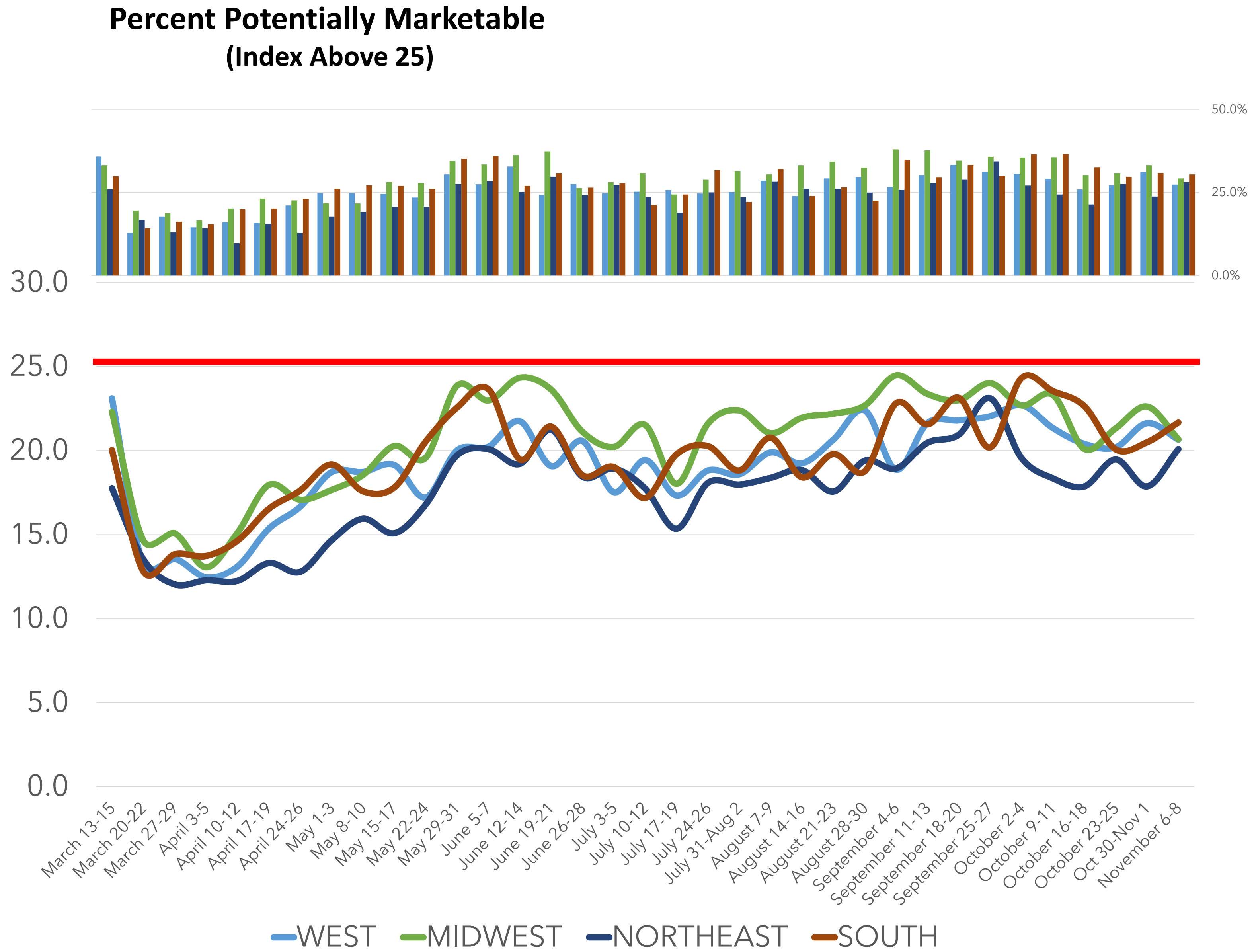
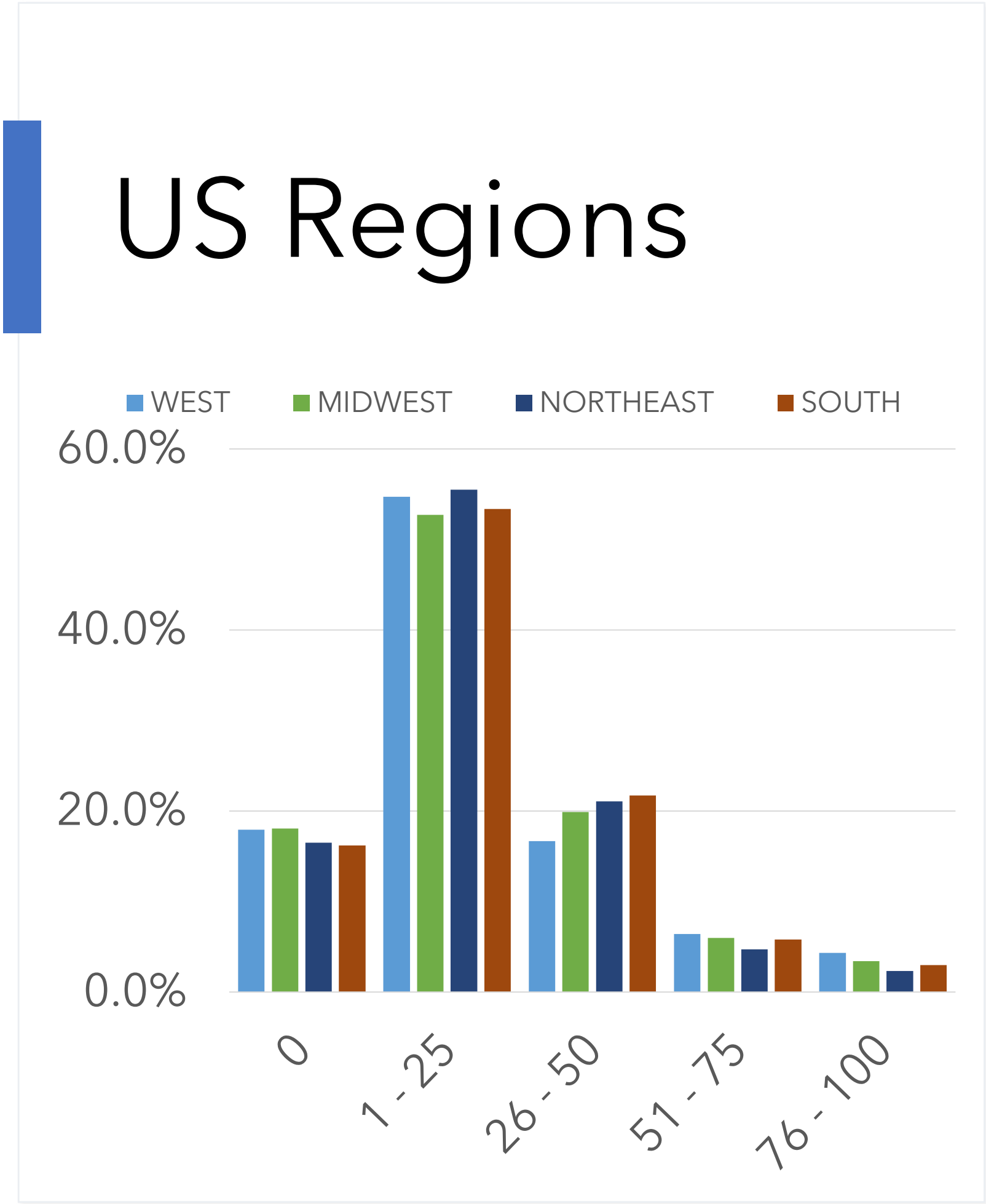


Generation



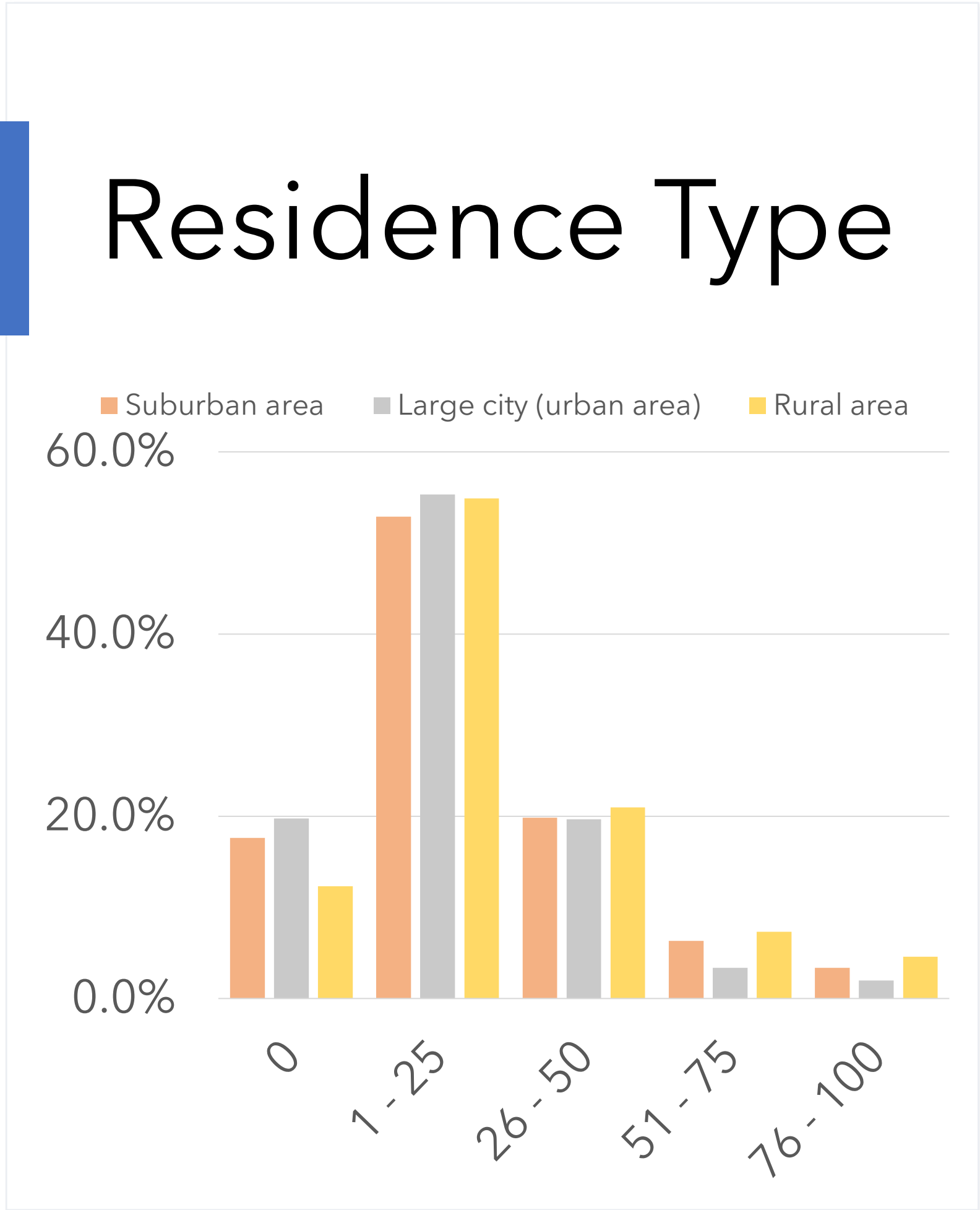
Percent Potentially Marketable (Index Above 25)



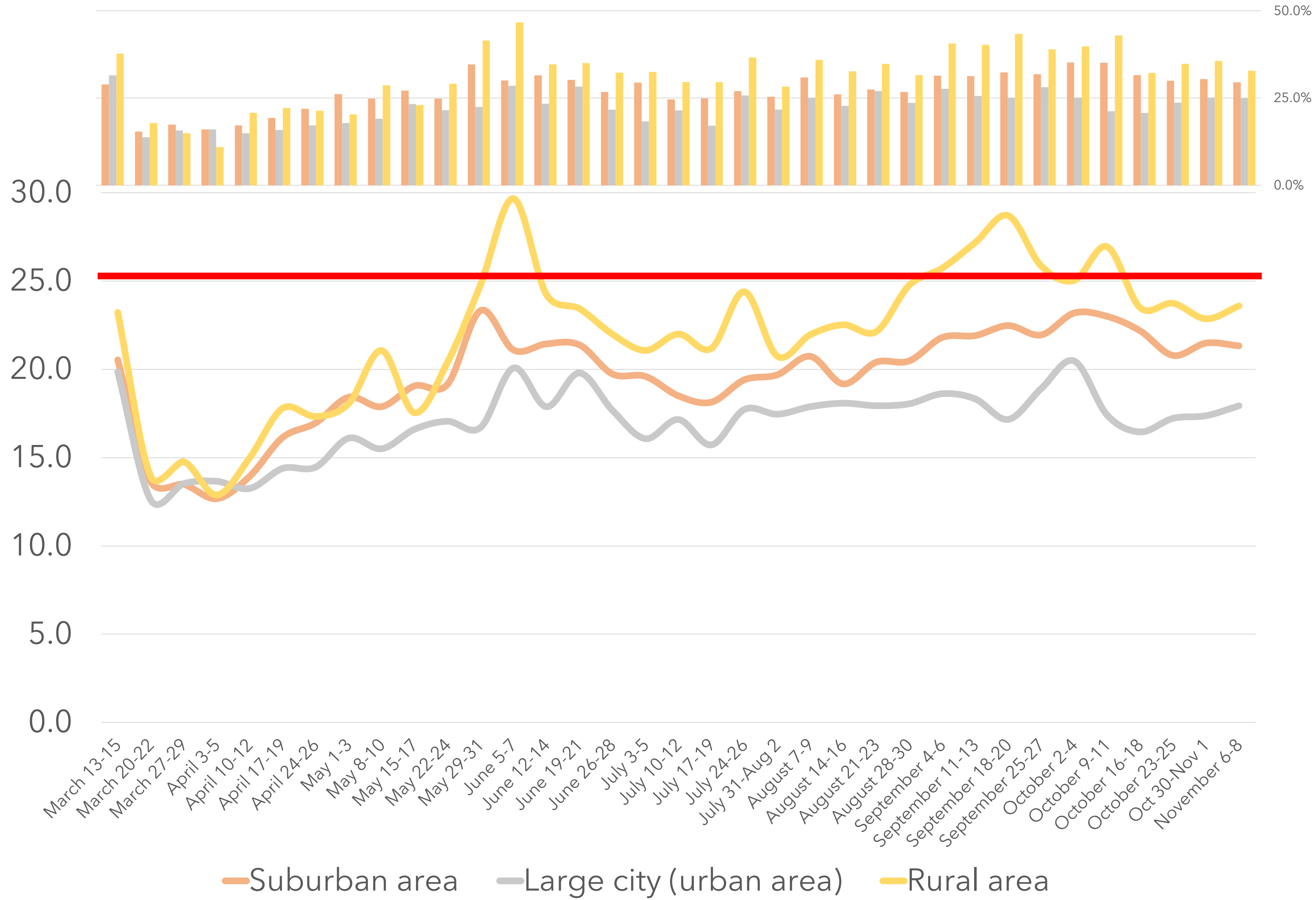




Residence Type



Percent Potentially Marketable (Index Above 25)





Travelers & Vaccines



**The very first vaccine
was developed for which
malady?**

- **Scarlet Fever**
- **Bubonic Plague**
- **Smallpox**
- **Typhoid**
- **Broken Hearts**

Smallpox

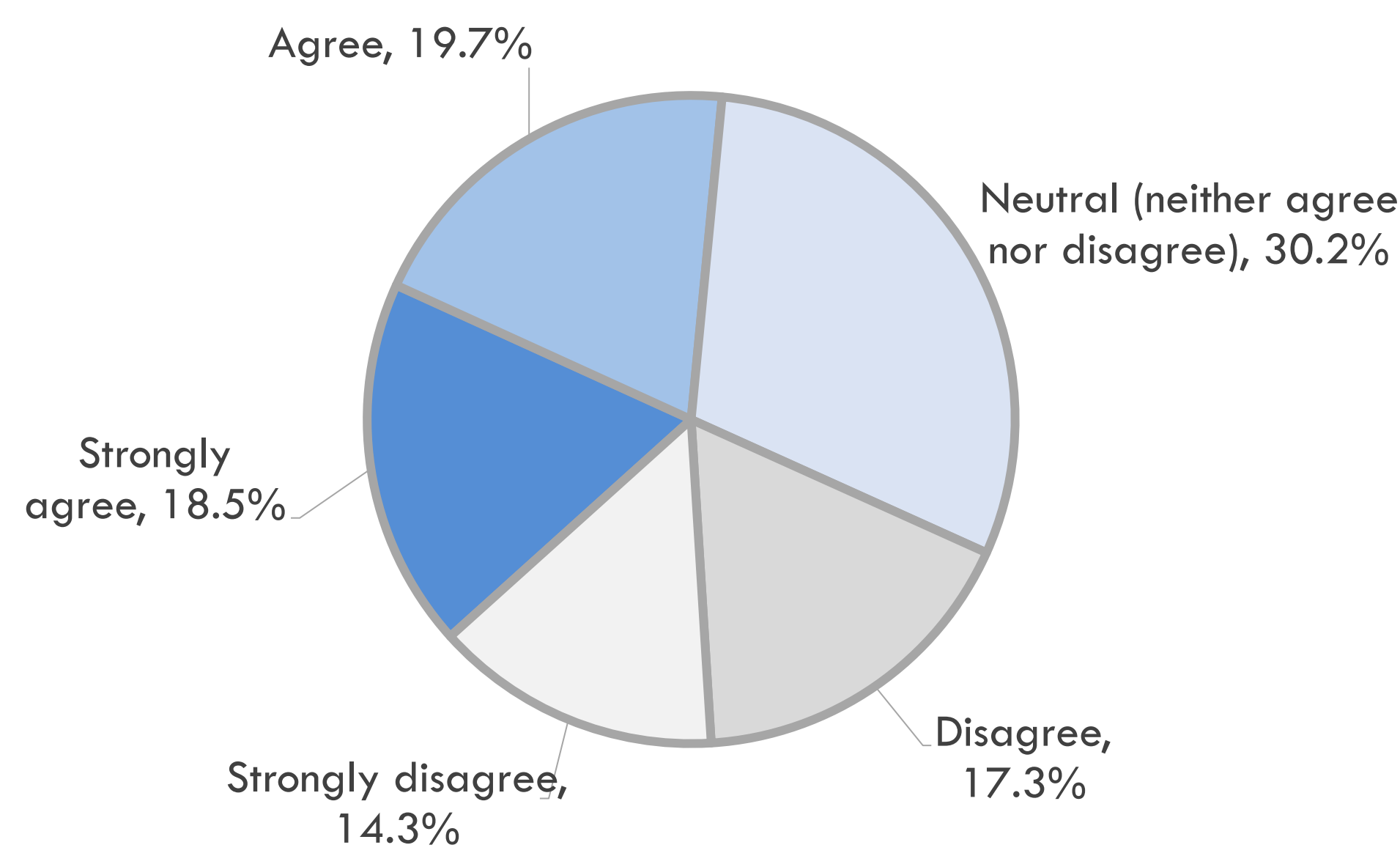


Edward Jennings, 1796

WON'T TRAVEL WITHOUT VACCINE

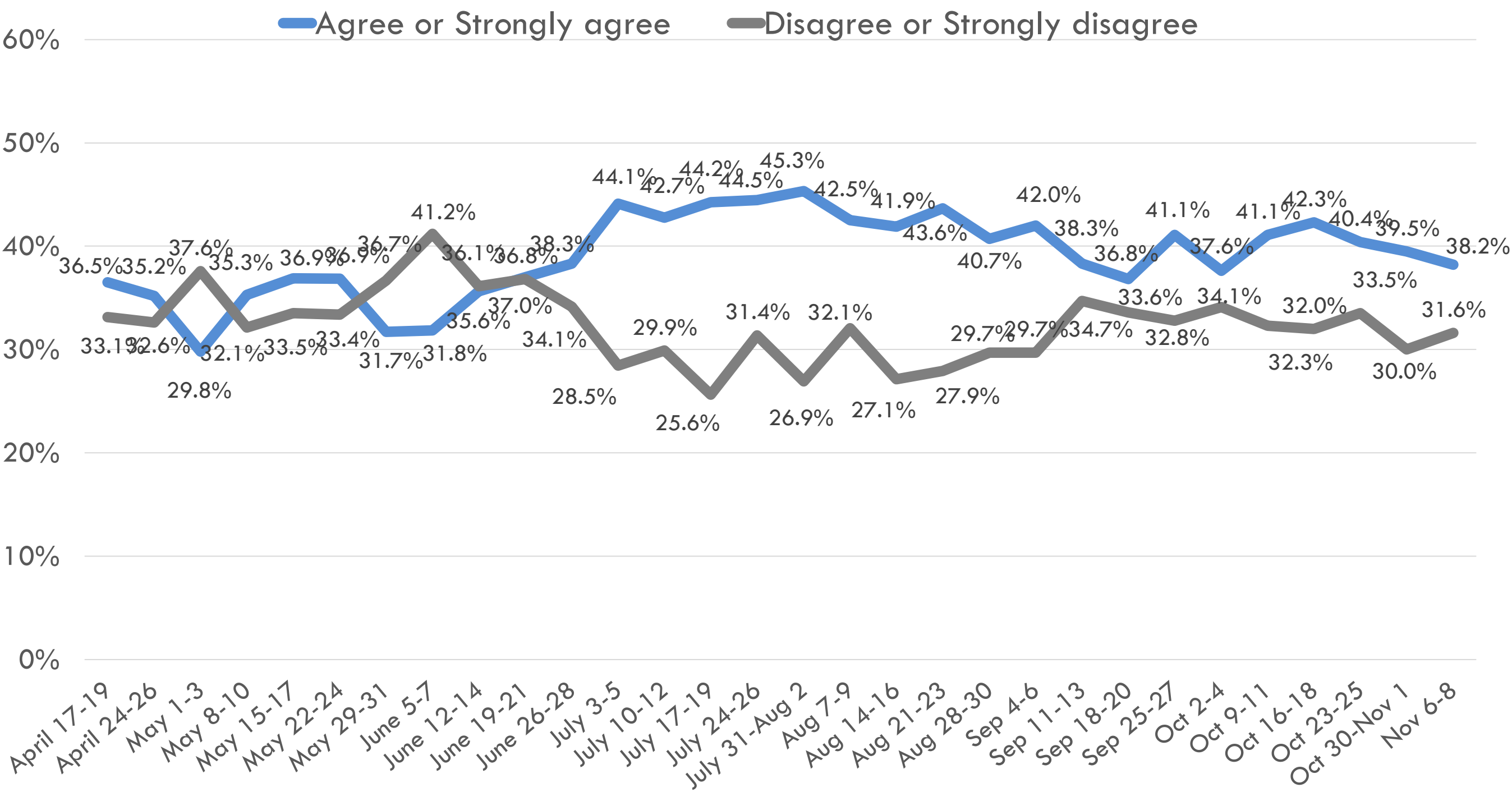
How much do you agree with the following statement?

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



(Base: Waves 6-35. 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, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203 and 1,205 completed surveys.)

Historical data

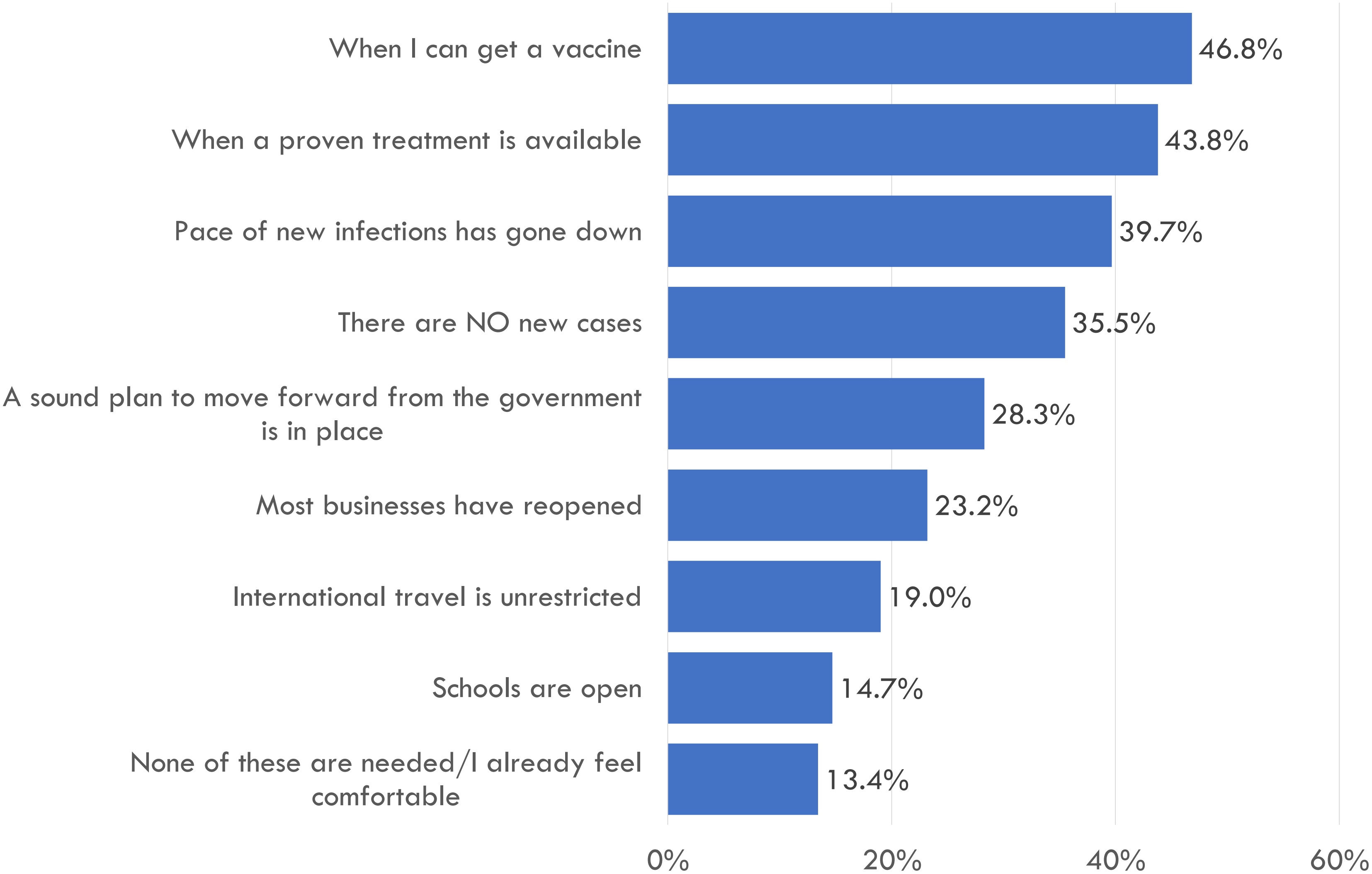


WHAT IS NEEDED TO FEEL COMFORTABLE AGAIN

Question: Which of the following will you **NEED TO FEEL COMFORTABLE** going back to your normal (or near-normal) lifestyle?

(Select those you feel you will need)

(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected November 6-8, 2020)

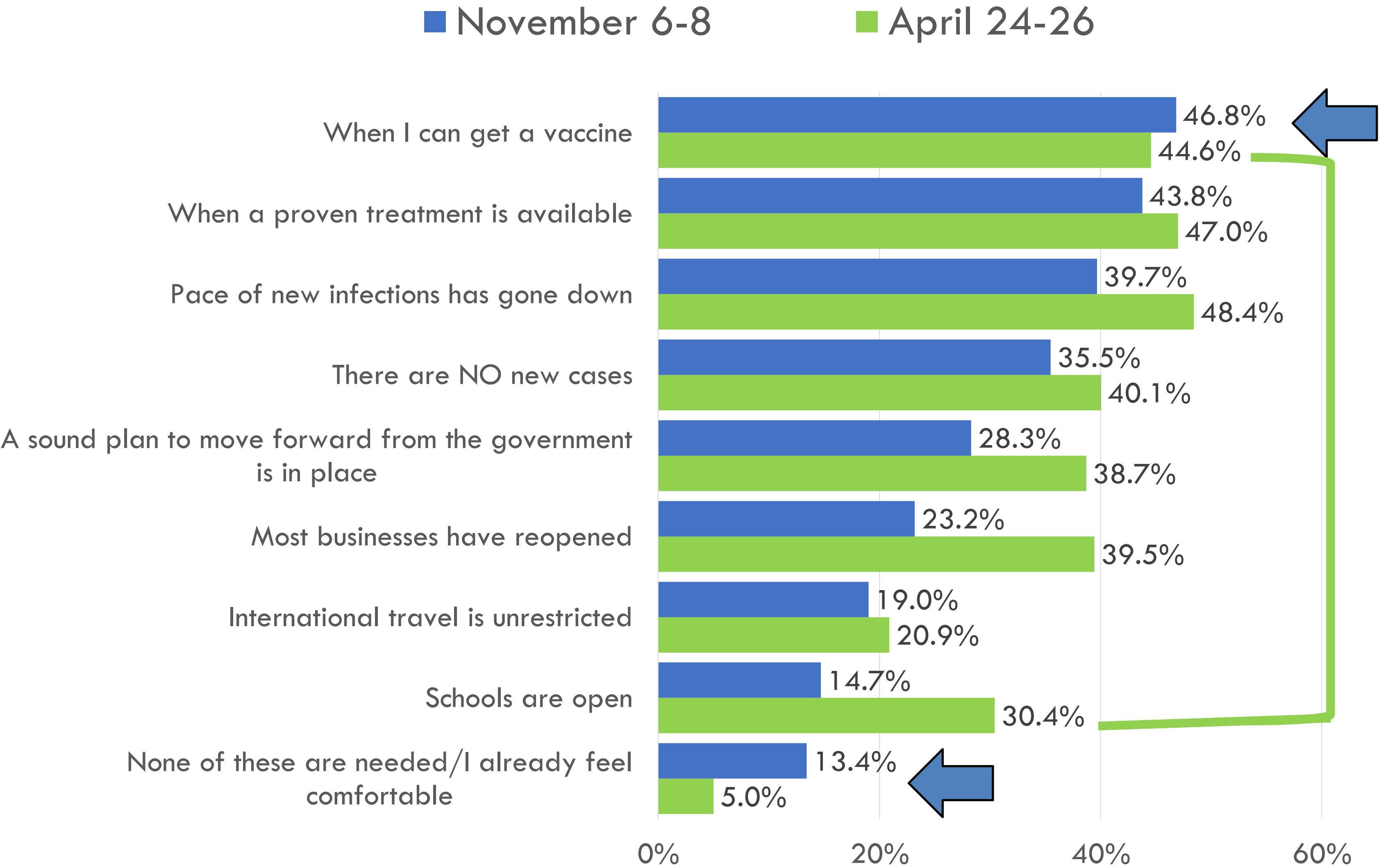


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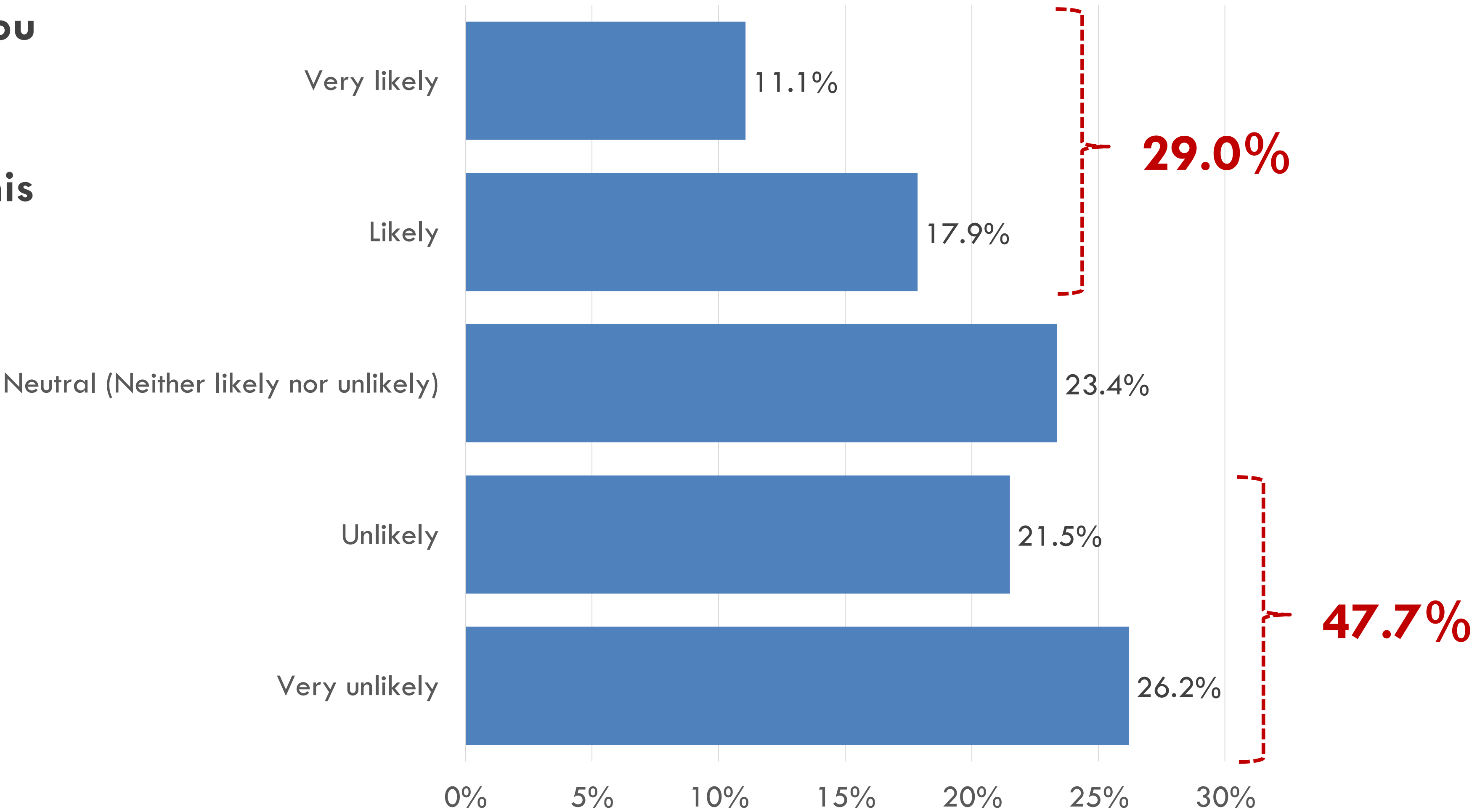
(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected November 6-8, 2020)



LIKELIHOOD OF AN EFFECTIVE VACCINE BEING DEVELOPED

Question: How likely do you think it is that an effective COVID-19 vaccine will be developed by the end of this year? (Select one)

(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected November 6-8, 2020)

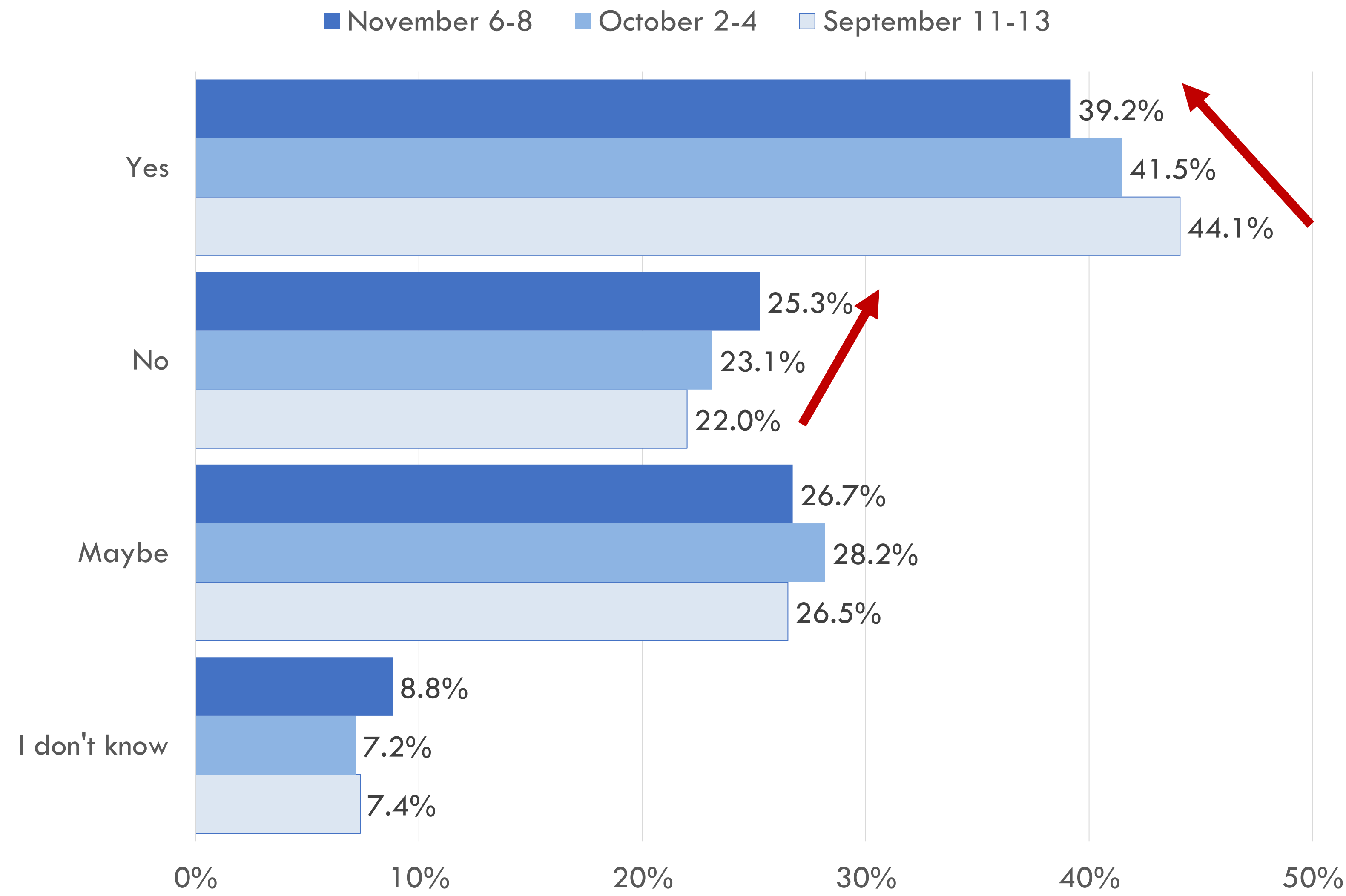


WILL TRAVELERS TAKE A VACCINE

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)

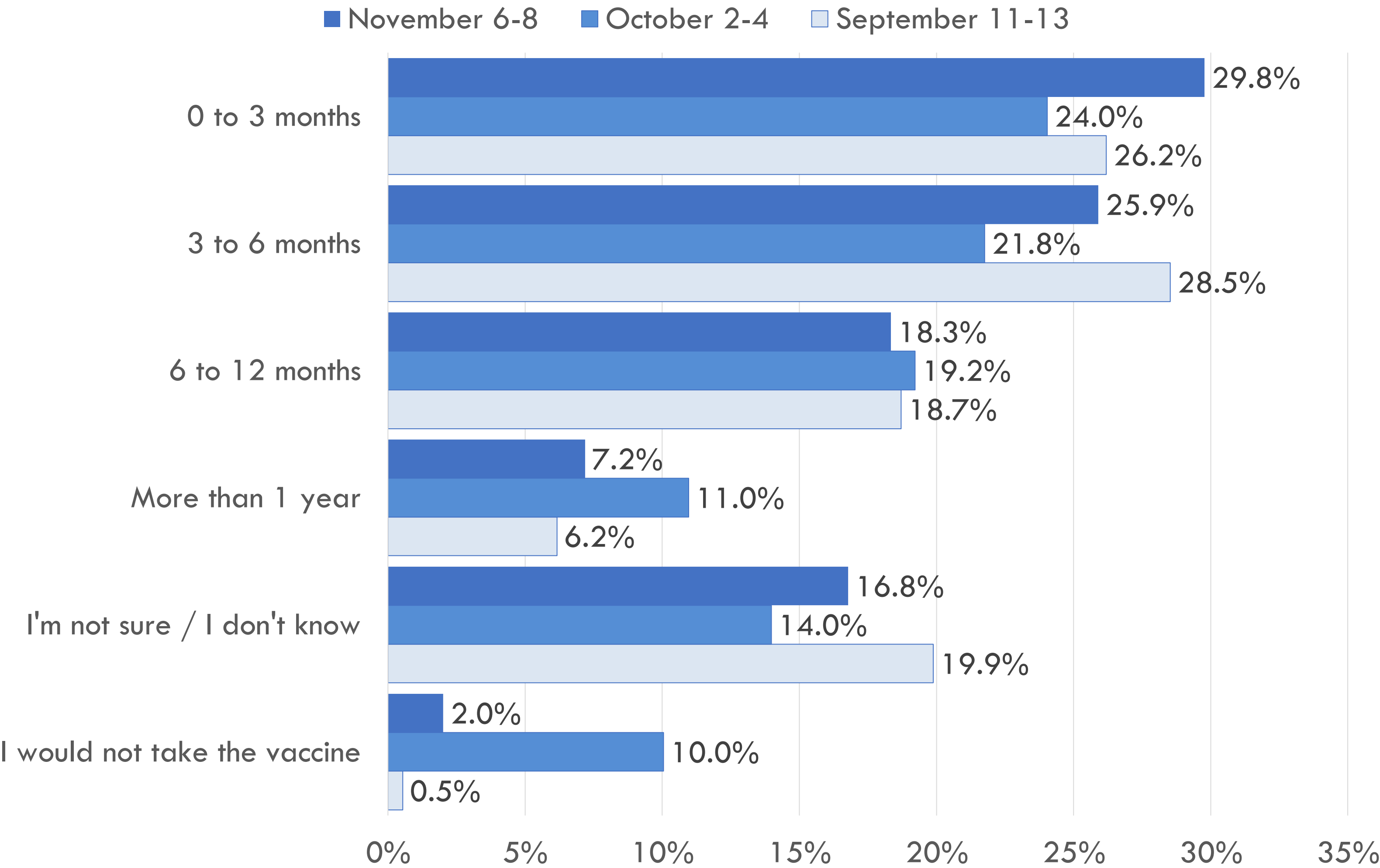
(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected November 6-8, 2020)



HOW LONG BEFORE TAKING A VACCINE

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

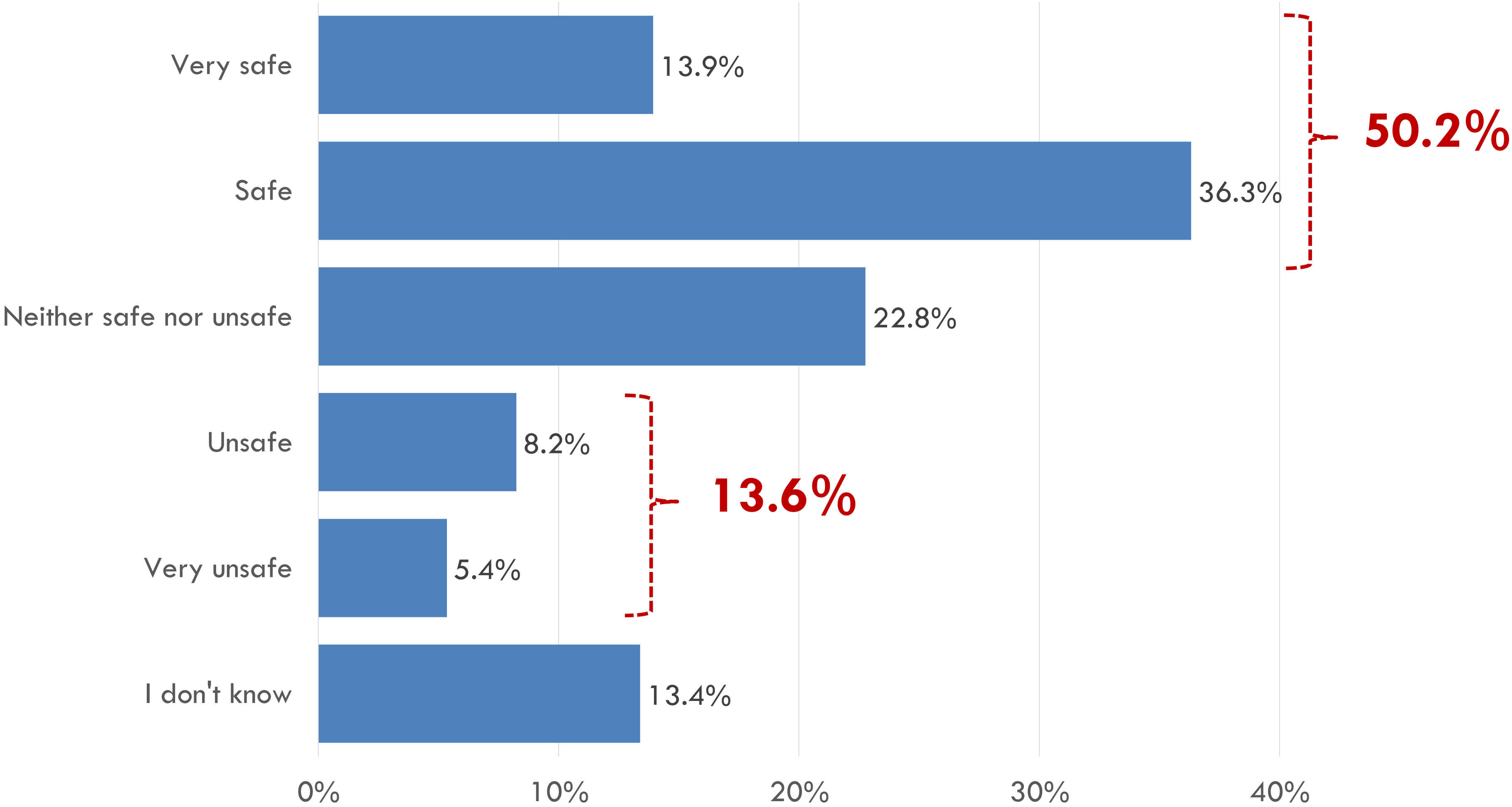
(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected November 6-8, 2020)



SAFETY OF COVID-19 VACCINES

Question: How safe do you expect a COVID-19 vaccine will ultimately be? (Select one)

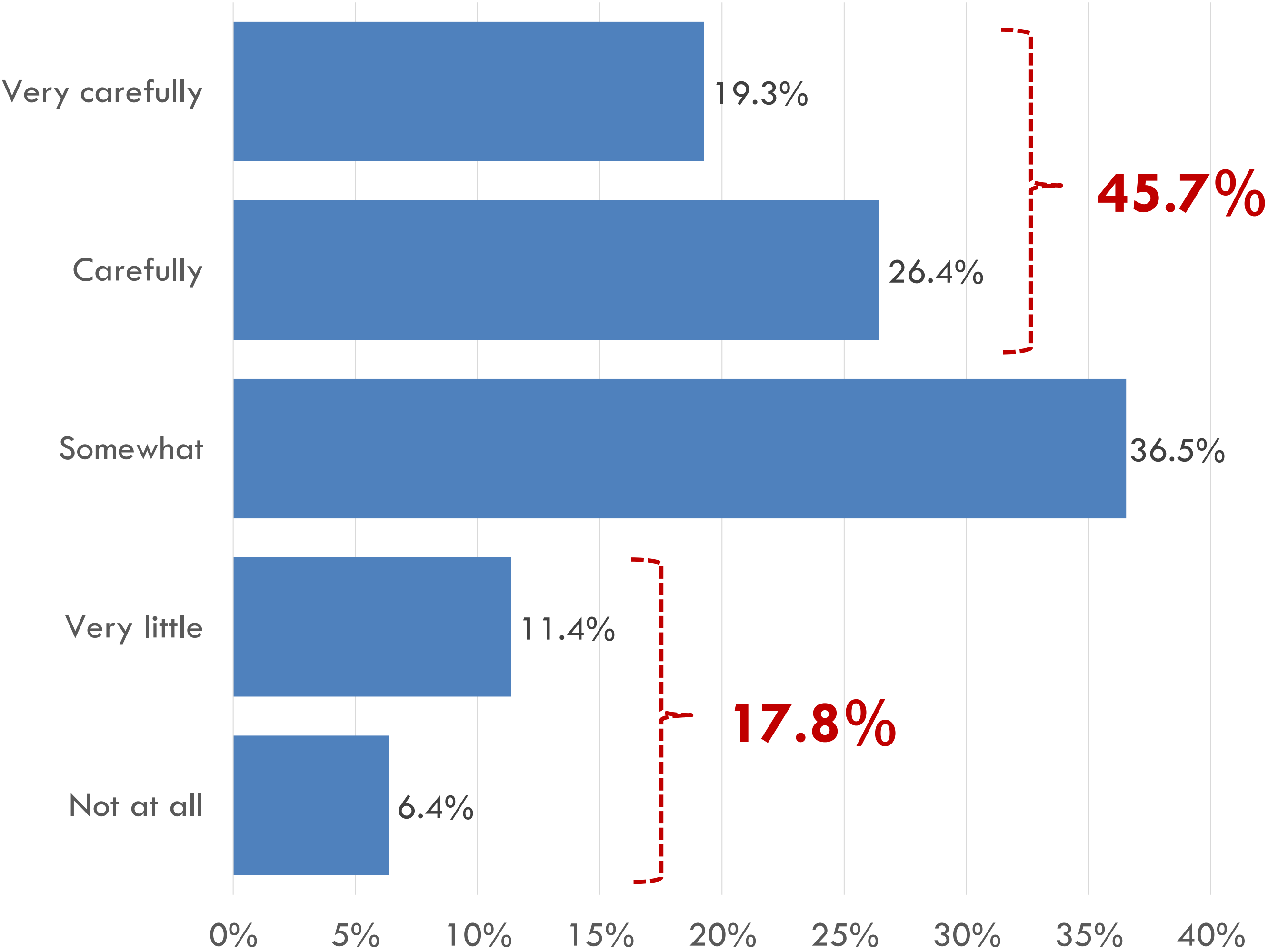
(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected November 6-8, 2020)



ARE TRAVELERS FOLLOWING VACCINE DEVELOPMENT?

Question: How carefully are you following the development of a COVID-19 vaccine in the news? (Select one)

(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected November 6-8, 2020)

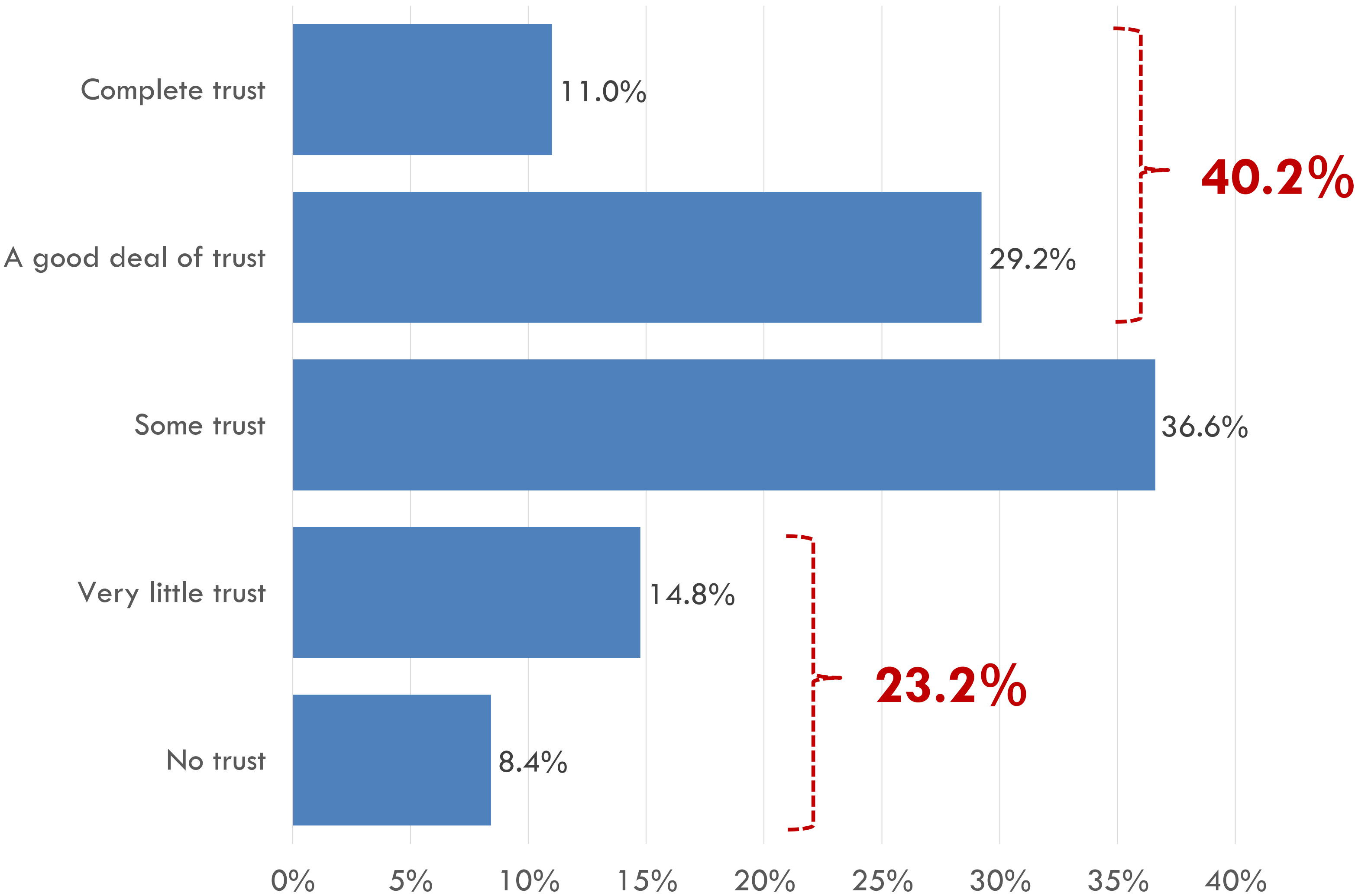


TRUST IN PHARMACEUTICAL COMPANIES

Question: How much do you trust that the PHARMACEUTICAL COMPANIES working on developing vaccines have your best interests in mind? (Select to complete the sentence)

I have _____ in these pharmaceutical companies.

(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected November 6-8, 2020)

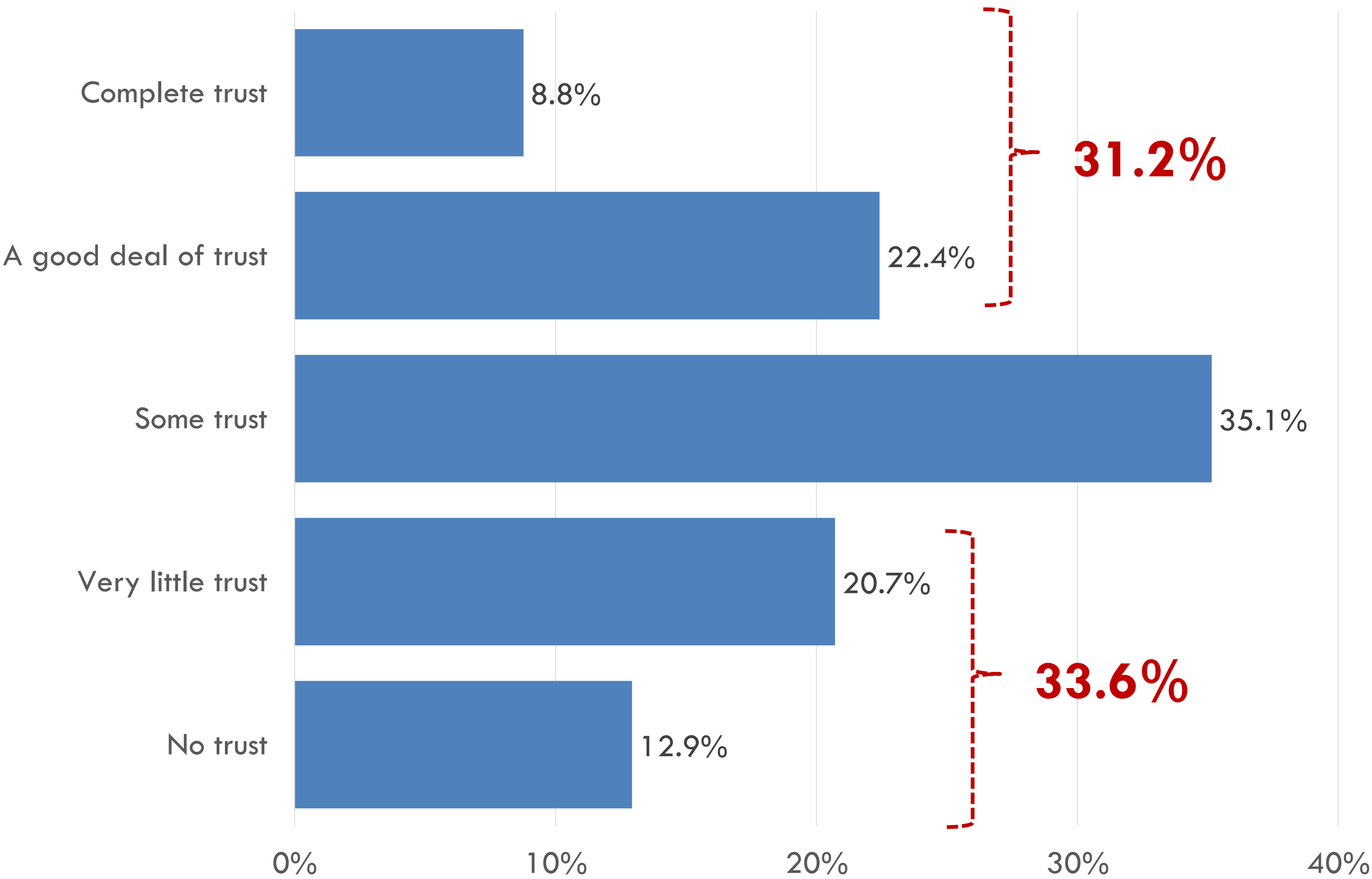


TRUST IN GOVERNMENT AGENCIES

Question: How much do you trust that the **GOVERNMENTAL AGENCIES** involved in developing vaccines have your best interests in mind? (Select to complete the sentence)

I have _____ in these governmental agencies.

(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected November 6-8, 2020)

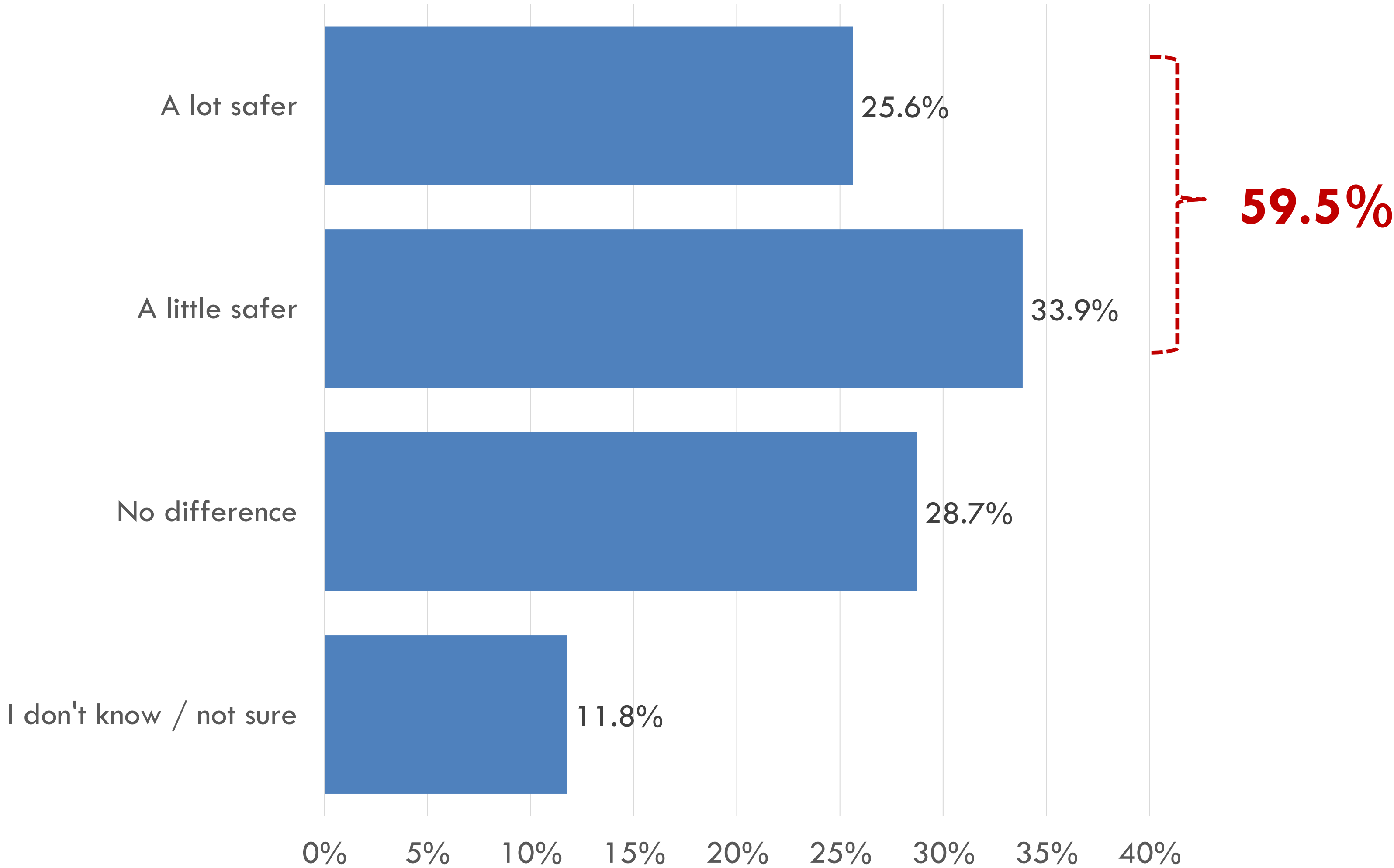


VACCINE REQUIREMENTS FOR AIR TRAVEL

Question: If a **COMMERCIAL AIRLINE** required passengers to get the **COVID-19 vaccine** before traveling, how would that affect your view of the safety of traveling on that airline? (Select one to complete the sentence)

It would make me feel_____.

(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected November 6-8, 2020)

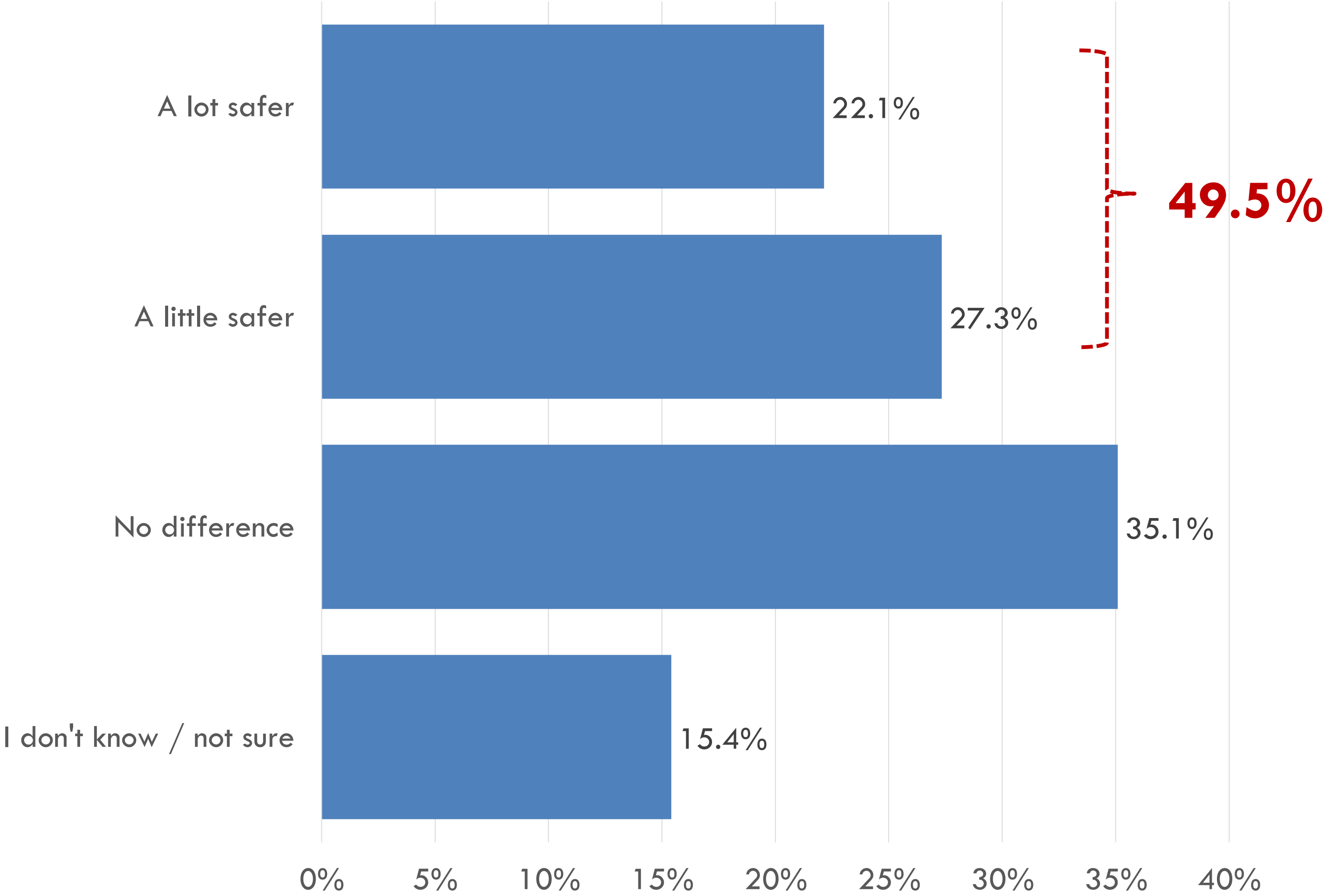


VACCINE REQUIREMENTS FOR CRUISE TRAVEL

Question: If a CRUISE LINE required passengers to get the COVID-19 vaccine before traveling, how would that affect your view of the safety of traveling on that cruise line? (Select one to complete the sentence)

It would make me feel_____.

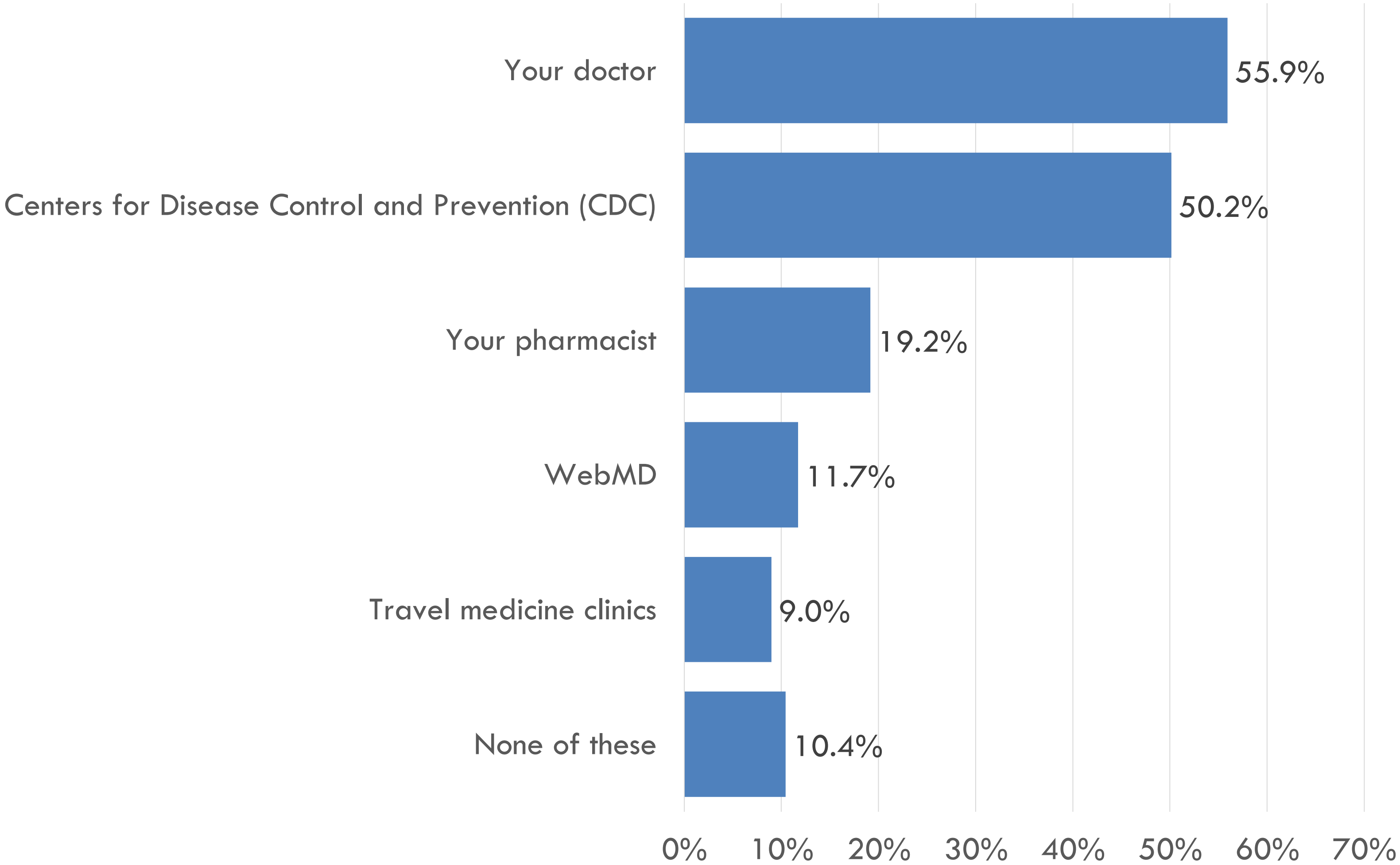
(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected November 6-8, 2020)



TRUST IN VACCINE INFORMATION RESOURCES

Question: If you need more information about a new COVID-19 vaccine before you travel, who would you trust to get that information? (Select all that apply)

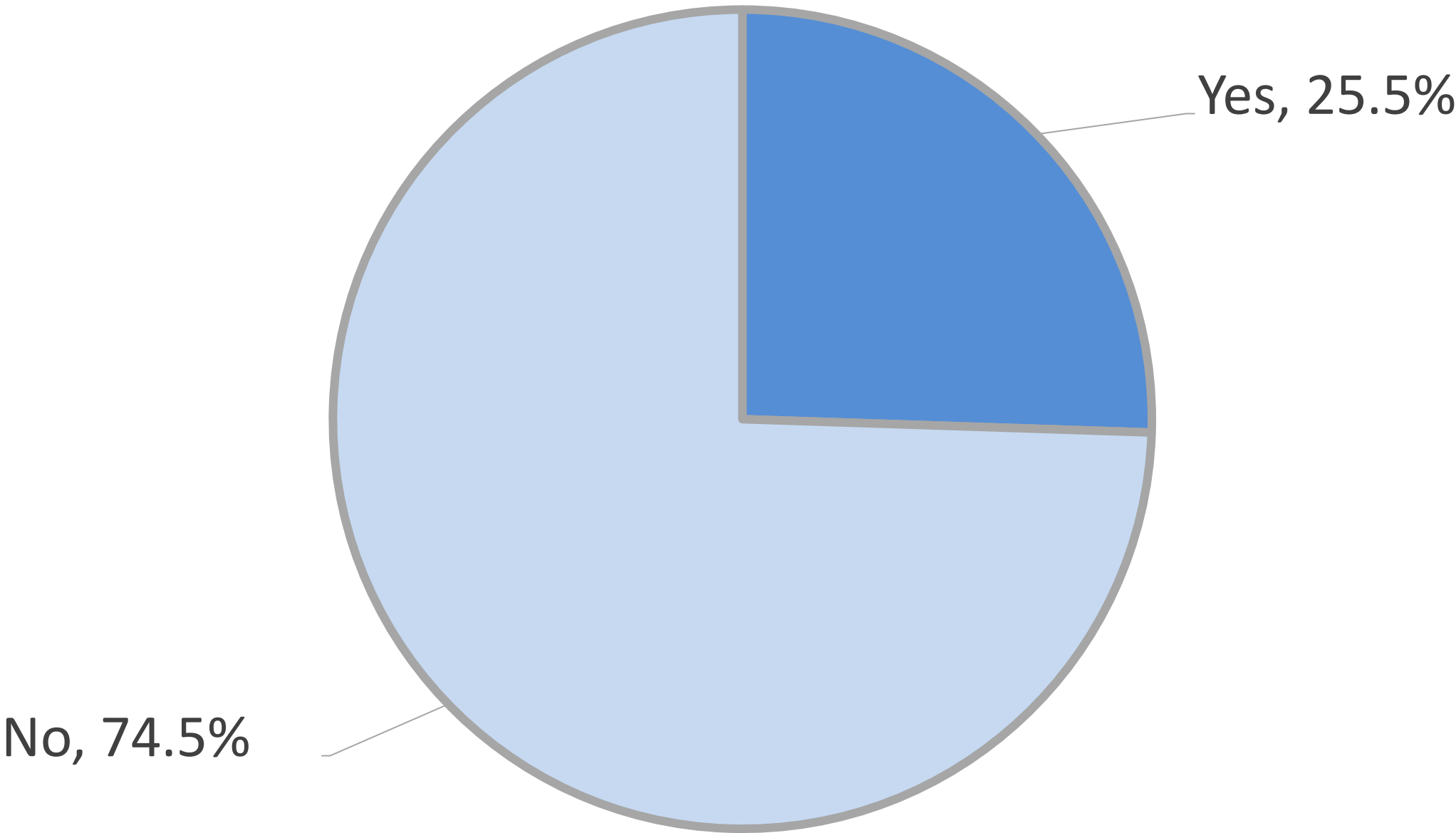
(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected November 6-8, 2020)



PAST USE OF VACCINES FOR TRAVEL

Question: Have you ever received a vaccine to meet travel or immigration requirements and been issued a record for international travel?

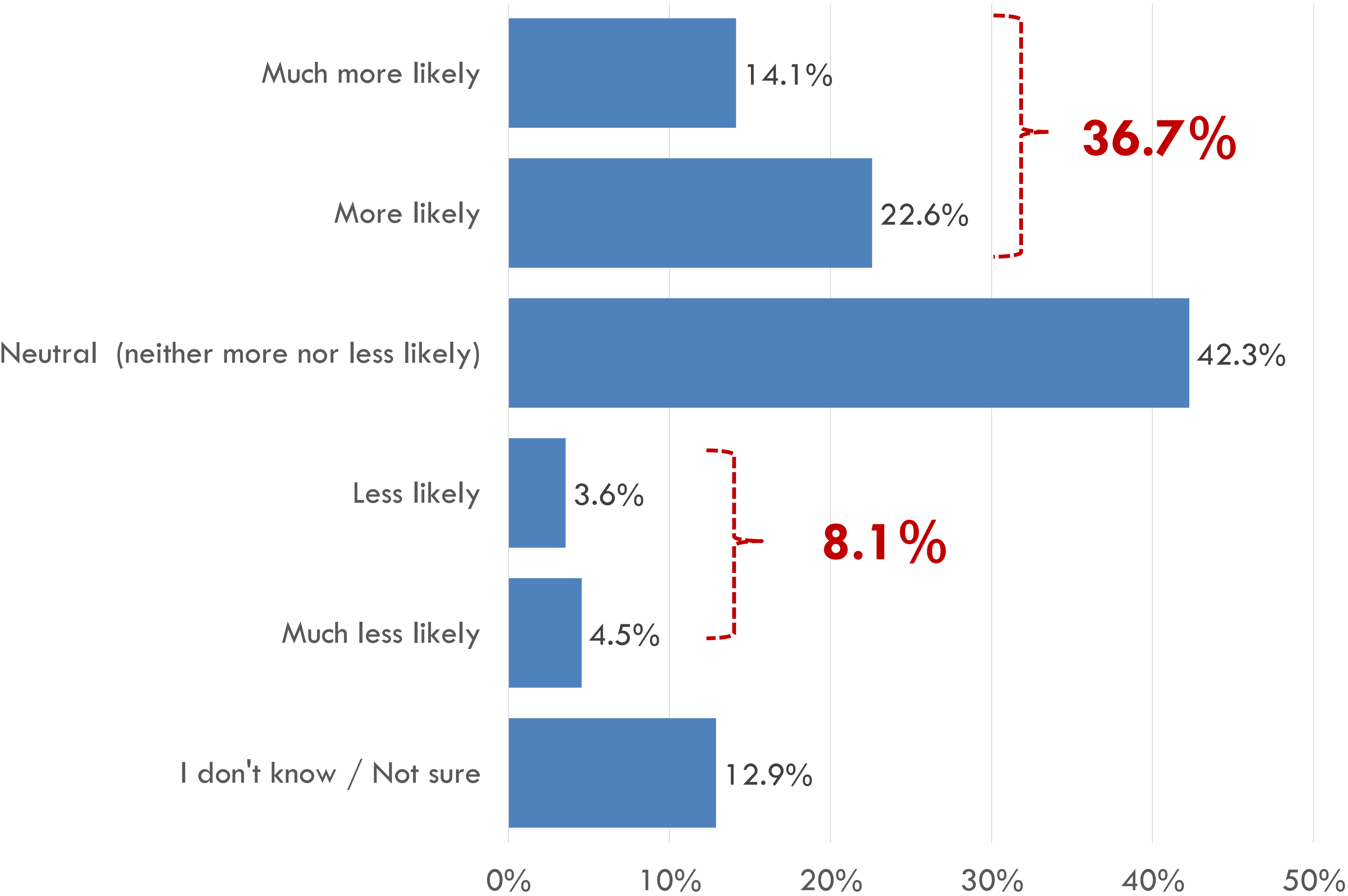
(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected November 6-8, 2020)



PROOF OF VACCINATION AND TRAVEL

Question: If a travel document showing **PROOF OF COVID-19 VACCINATION** were available for you, how would this affect your likelihood to travel in the **NEXT TWELVE (12) MONTHS?**

(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected November 6-8, 2020)



Key Takeaways

1. Many American travelers feel vaccines are critical to them traveling again and feeling able to return to normal lives.
2. These feelings are far from universal, however.
3. More travelers do not believe a vaccine will be ready by year end (47.7%) than do believe so (29.0%)
4. Traveler willingness to take a vaccine is in decline
5. Still a little more than half of travelers believe a vaccine will be safe



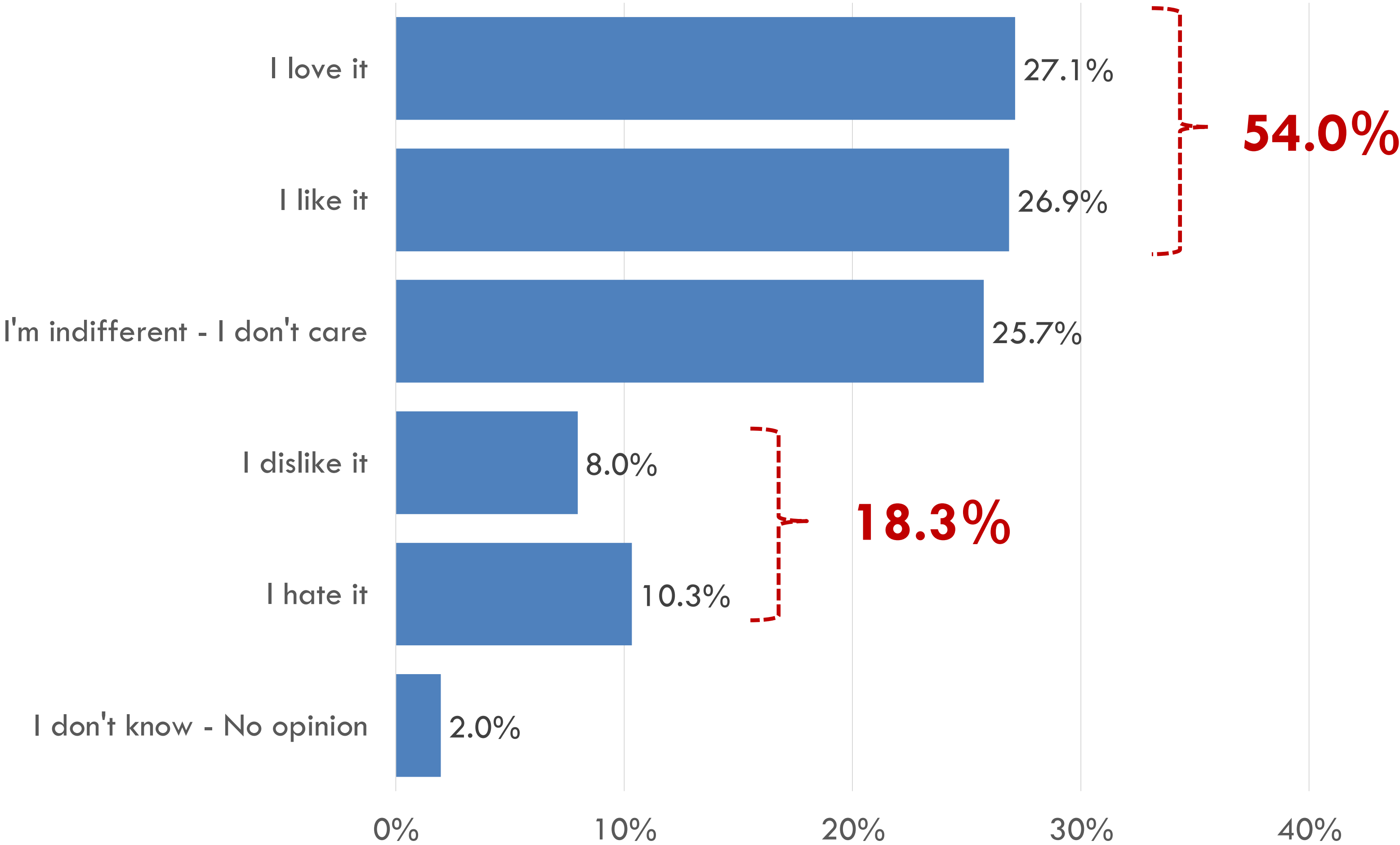


USE OF MASKS IN TRAVEL ADS

MASKS IN TRAVEL ADVERTISEMENTS

Question: How do you feel about seeing people WEARING MASKS in travel advertisements?

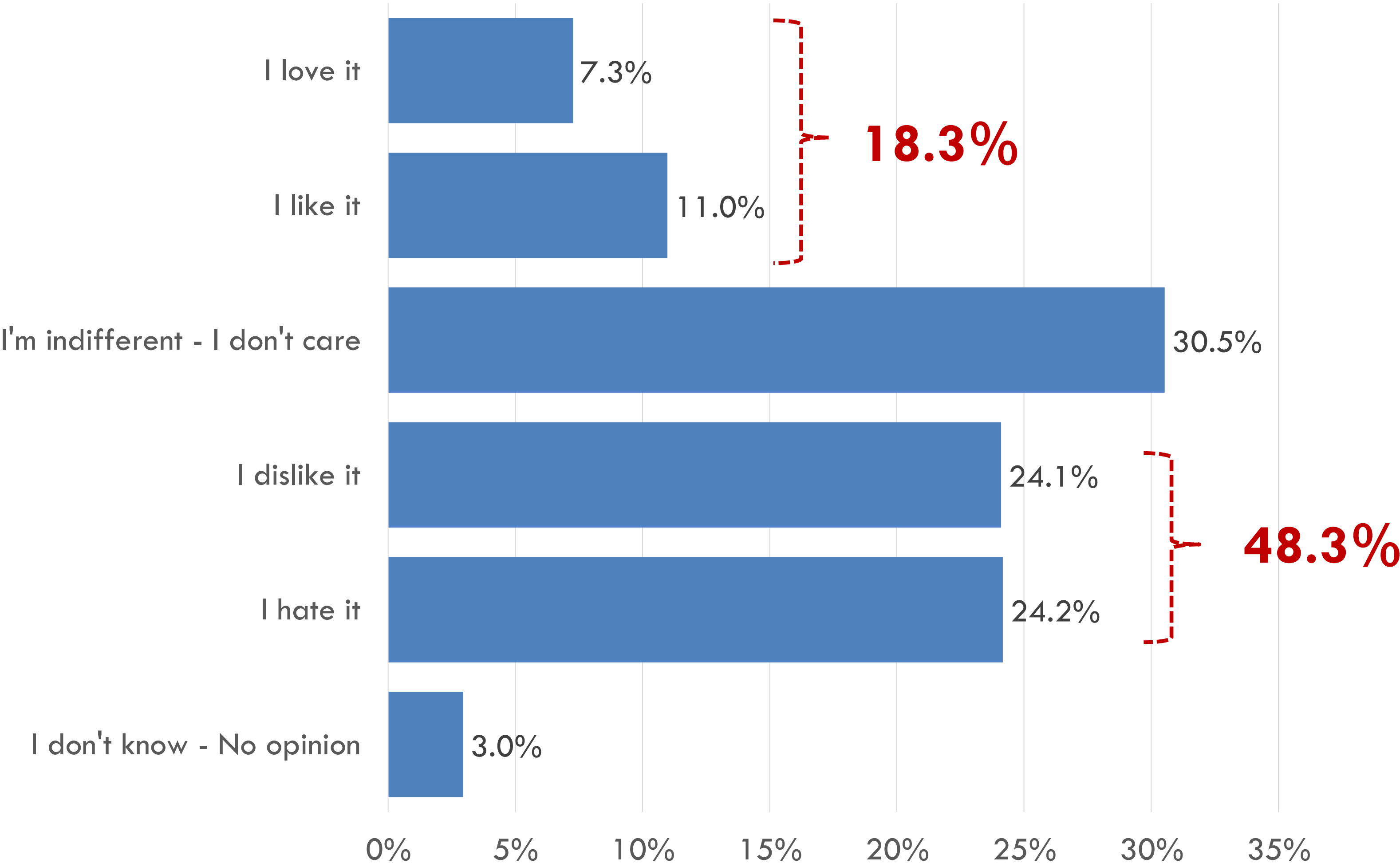
(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected November 6-8, 2020)



NO MASKS IN TRAVEL ADVERTISEMENTS

Question: How do you feel about seeing people NOT WEARING MASKS in travel advertisements?

(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected November 6-8, 2020)

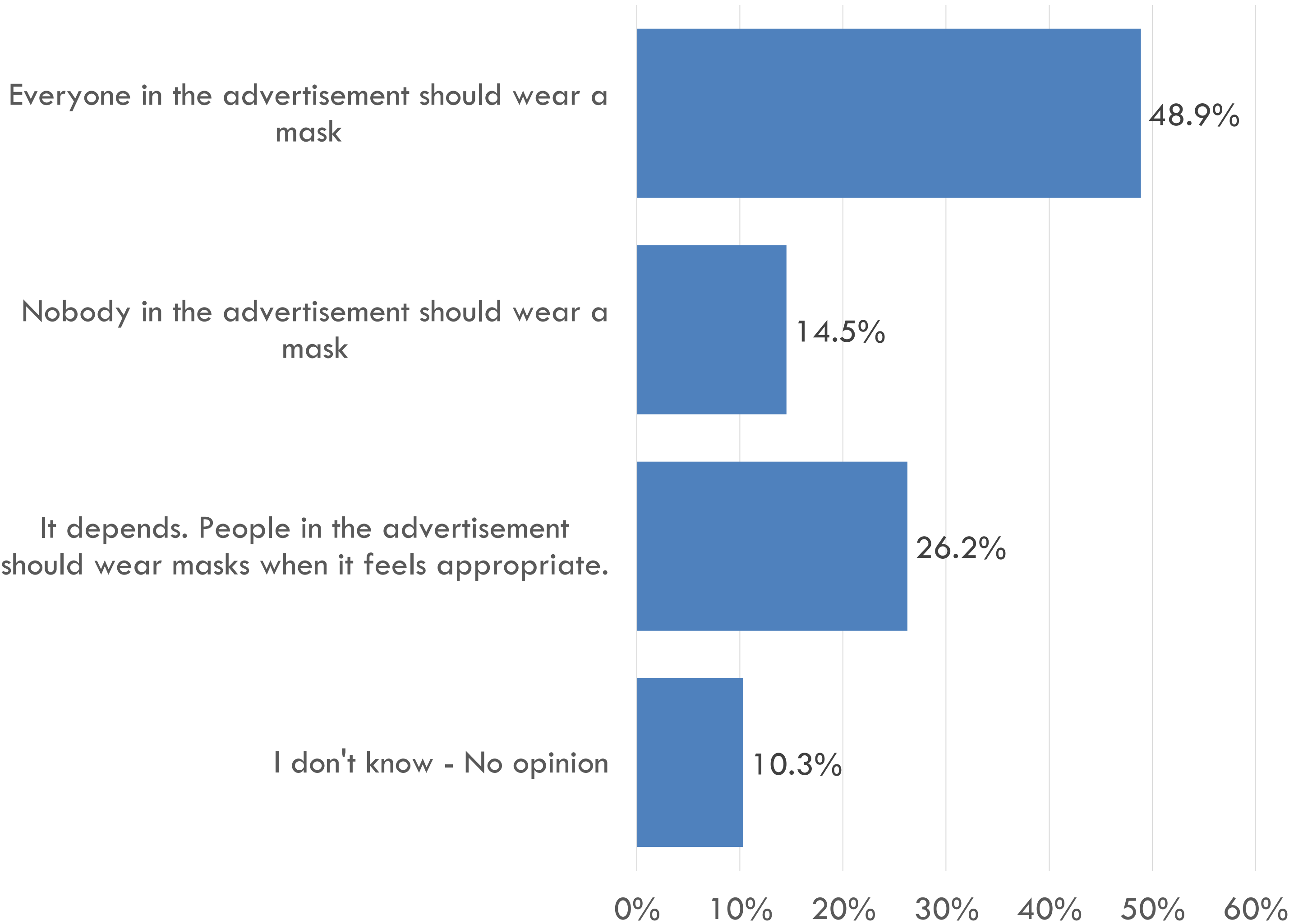


ADVICE FOR ADVERTISING AGENCIES ON MASKS IN ADS

Question: Suppose you were giving advice to an advertising agency regarding the **USE OF MASKS** in one of its travel advertisements.

Which best describes the advice you would give? (Select one)

(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected November 6-8, 2020)



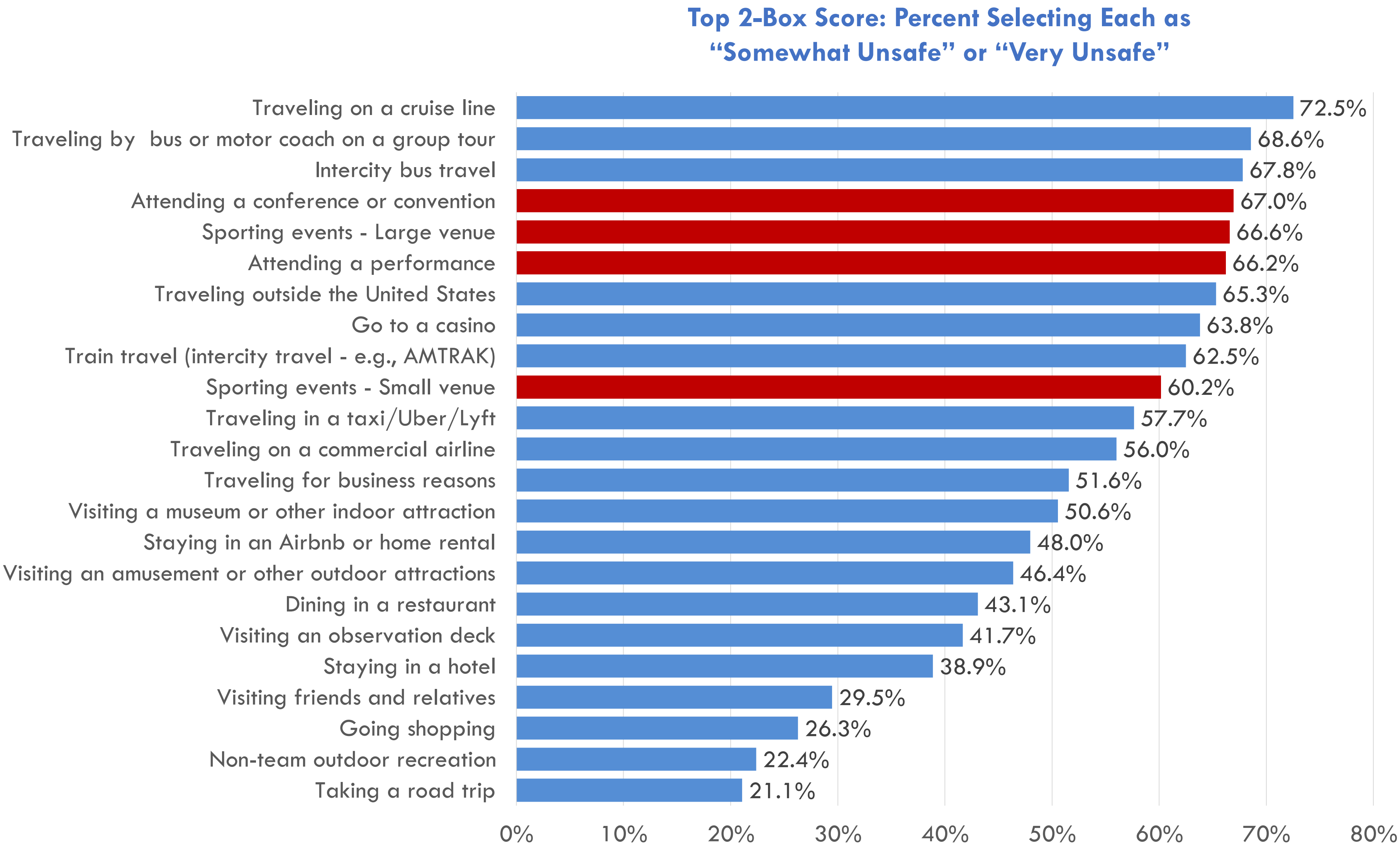


Events & the Pandemic

PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 35)

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

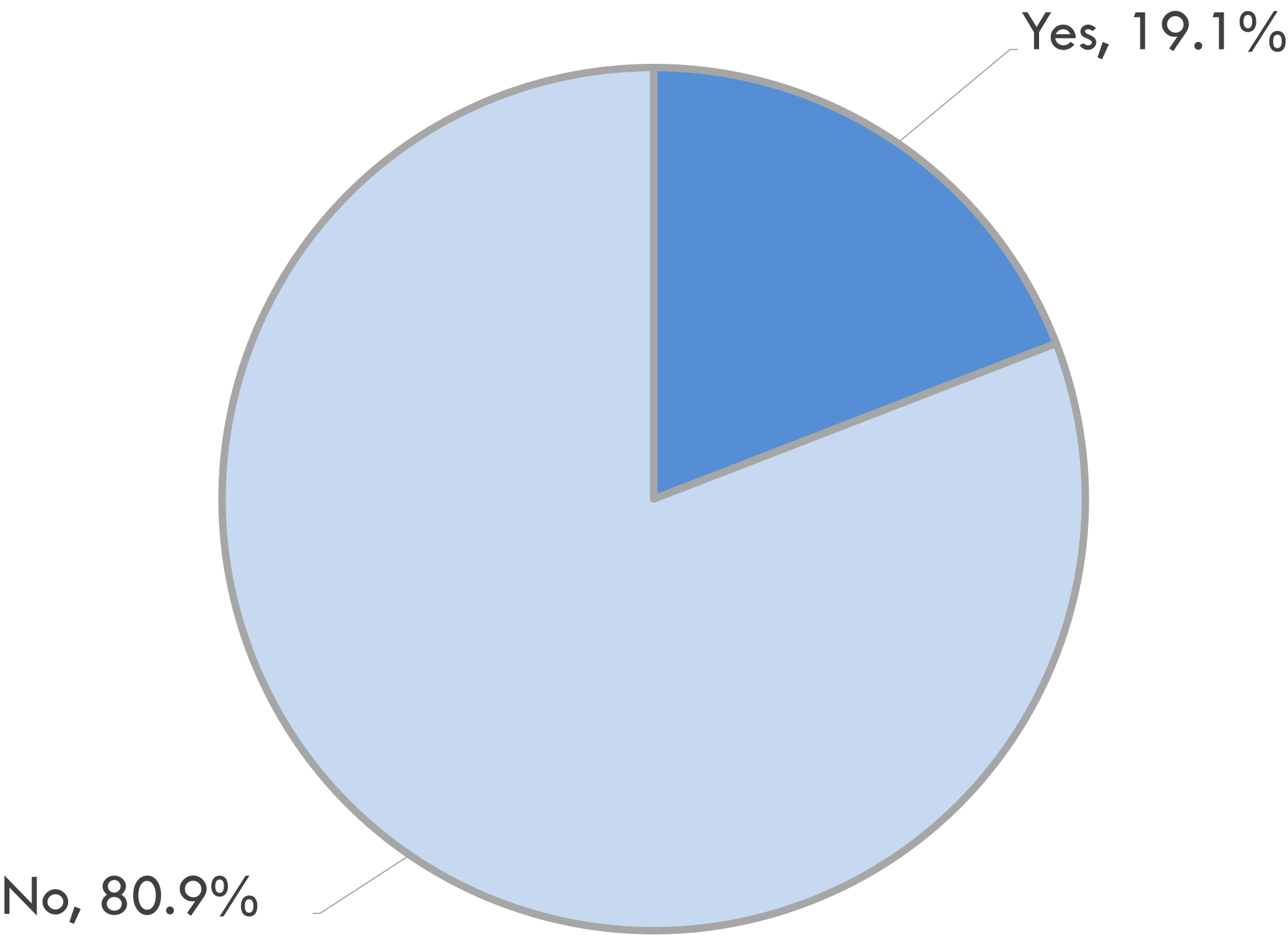
(Base: Wave 35 data. All respondents, 1,205 completed surveys.
Data collected Nov 6-8, 2020)



ATTENDING LIVE EVENTS IN THE PANDEMIC

Question: Have you attended a live, in-person event of any type since March 2020?

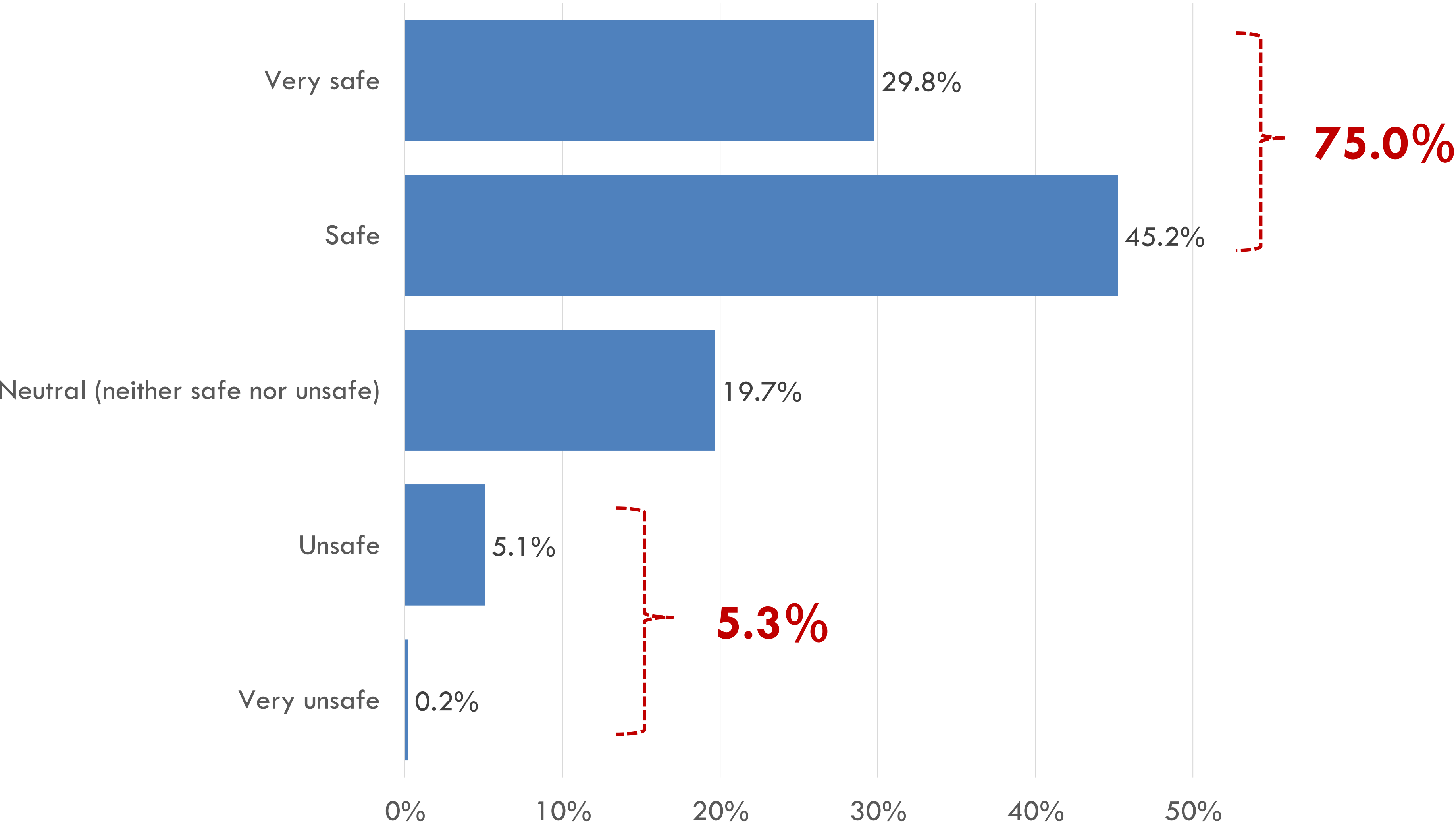
(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected November 6-8, 2020)



SAFETY AT LIVE EVENTS

Question: How safe did you feel at the live, in-person event? (Select one)

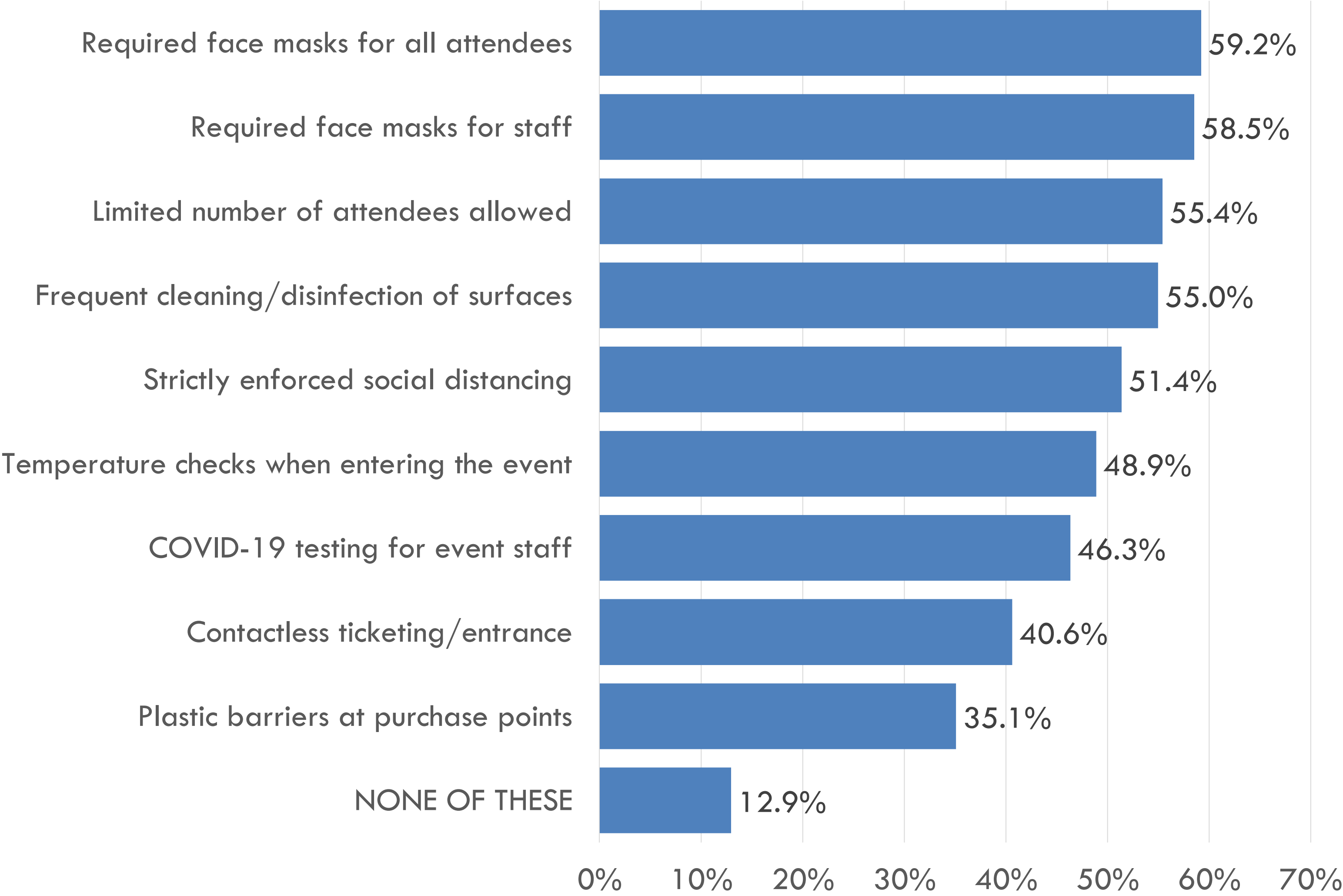
(Base: Wave 35 data. Respondents attending a live, in-person event during the pandemic, 229 completed surveys. Data collected November 6-8, 2020)



DESIRED SAFETY MEASURES AT LIVE EVENT

Question: Which of these would you LIKE TO SEE as safety measures at festivals and special events? (Select all that apply)

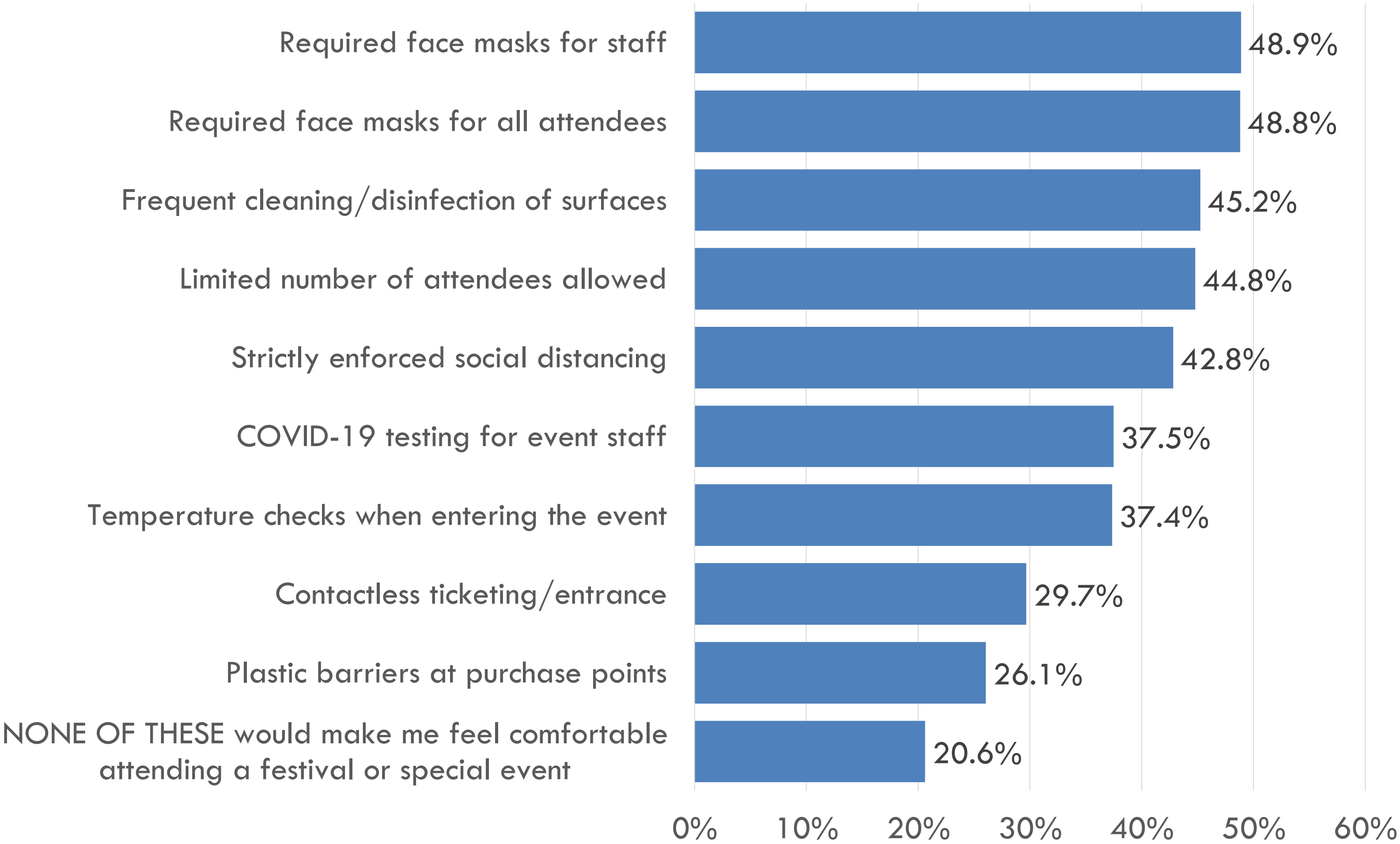
(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected November 6-8, 2020)



NECESSARY PROTOCOLS FOR LIVE EVENT ATTENDANCE

Question: Which of the following would be **ABSOLUTELY NECESSARY** for you to feel comfortable attending a festival or special event? (Select all that apply)

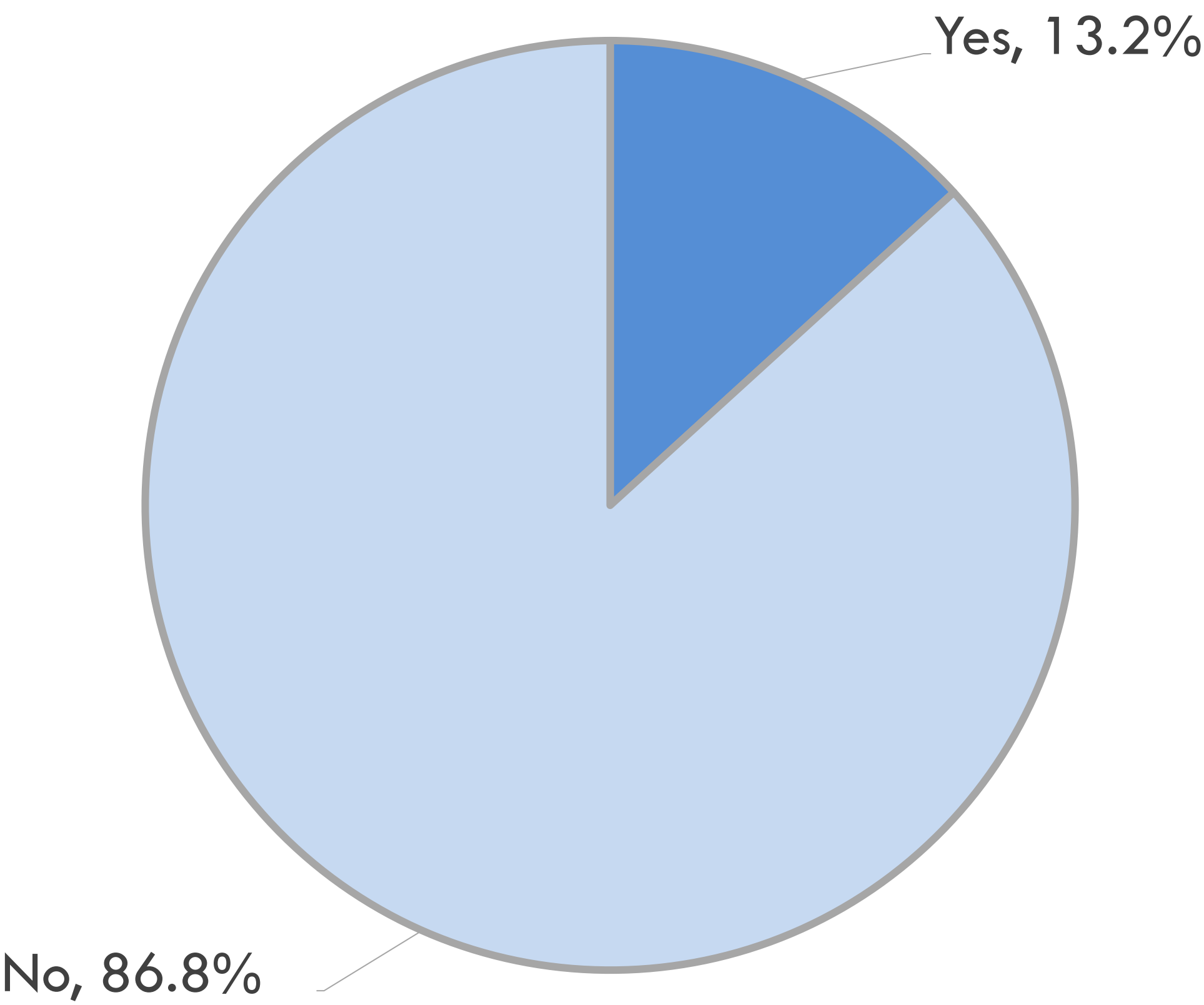
(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected November 6-8, 2020)



TICKETS PURCHASED FOR UPCOMING LIVE EVENTS

Question: Have you already purchased any tickets for an upcoming live, in-person event?

(Base: Wave 35 data. All respondents, 1,205 completed surveys. Data collected November 6-8, 2020)



Key Takeaways

1. Live in-person events are seen by many as one of the least safe travel activities
2. 1-in-5 travelers has attended such an event during the pandemic
3. Like other travel businesses, travelers want an array of safety protocols at live events.
4. Mask wearing and attendance controls are the most desired





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