

# CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

*Presentation of Findings*  
*November 3<sup>rd</sup>, 2020*

Destination  Analysts





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# 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 34 data (fielded October 30<sup>th</sup>-November 1<sup>st</sup>) will be presented today**
- **1,200+ fully completed surveys collected each wave**
- **Confidence interval of +/- 2.8%**
- **Data is weighted to reflect the actual population of each region**

U.S.Regions





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# United States COVID-19 Cases and Deaths by State

Reported to the CDC since January 21, 2020

TOTAL CASES  
9,024,298  
+99,750 New Cases

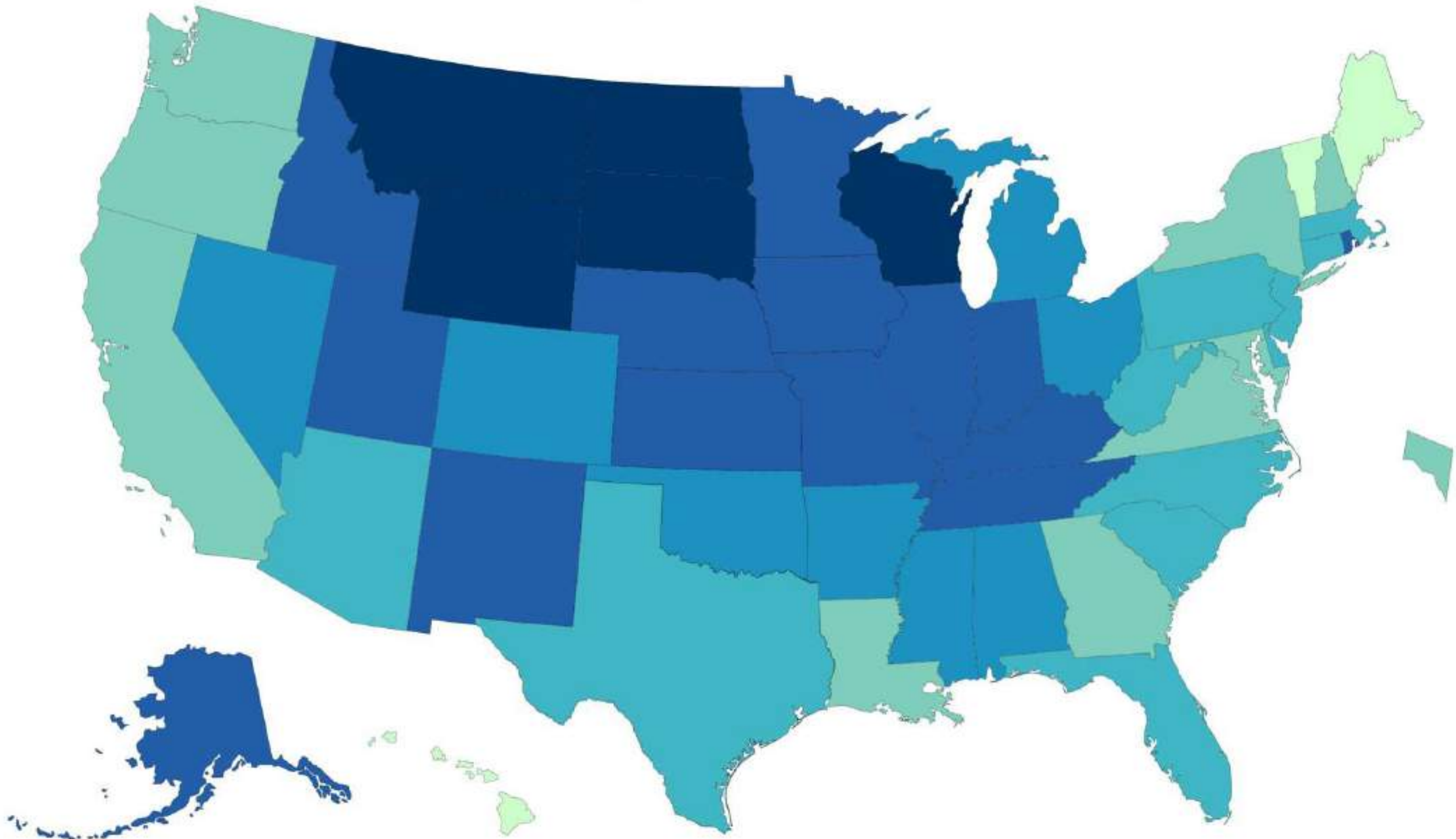
CASES IN LAST 7 DAYS PER 100K  
23.9

TOTAL DEATHS  
229,109  
+1,009 New Deaths

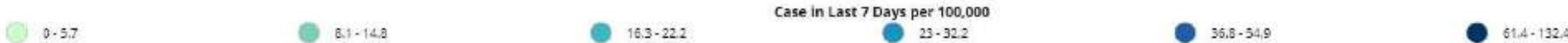
CDC | Updated: Oct 31 2020 12:32PM

View: ☒ Cases ☐ Deaths  
Time period: ☒ Last 7 Days ☐ Since Jan 21, 2020  
Metric: ☐ Count ☒ Rate per 100,000

US COVID-19 Case Rate Reported to the CDC in the Last 7 Days, by State/Territory (cases per 100K)



Territories





## U.S. surpasses 89,000 for new record for single-day cases

By Meryl Kornfield and Jacqueline Dupree

The United States reported 89,940 new coronavirus cases on Thursday — the highest single-day count since the start of the pandemic.

Topping the previous high from Saturday, 83,734 cases, the nation’s record-setting has accelerated as the virus surges in most states, and especially in the Midwest. Twelve states — including Illinois, Ohio and Iowa — surpassed their records for new infections on Thursday.

Twenty-two states reported that their seven-day average of new cases Thursday outpaced any previous week.

At this rate, the country’s total infections will pass 9 million Friday — 15 days after the country last crossed a million threshold. This is the shortest period it has taken the nation to count 1 million cases, tied only with when the country exceeded 4 million cases in July.

With the steady rise in cases, the country’s coronavirus-related death toll passed 228,000 Thursday. Since the start of October, deaths nationwide have mostly hovered around 900 to 1,000 a day.

South Dakota and Wyoming reported record single-day death tolls Thursday, and, with Idaho, Oklahoma and Wisconsin, saw new highs for their seven-day average of deaths.

The uptick in infections carries with it another grim trend: Hospitalizations exceeded 46,000 for the first time since mid-August.

In Utah, officials warned Thursday that the state was nearing a “crisis of care” as more people have been hospitalized with covid-19, the disease caused by the virus.

“Utah is in a very serious situation,” Utah Gov. Gary R. Herbert (R) [tweeted](#). “COVID-19 is the most devastating when hospitals are overwhelmed and unable to provide good care to everyone who needs it. We have seen this in Italy. We have seen this in New York. We could see this in Utah if things do not change.”

## States say they lack federal funds to distribute coronavirus vaccine as CDC tells them to be ready by Nov. 15

Lena H. Sun • 2 days ago



State health officials are expressing frustration about a lack of federal financial support as they face orders to prepare to receive and distribute the first doses of a [coronavirus vaccine](#) by Nov. 15, even though one is not likely to be [approved](#) until later this year. The officials say they don’t have enough money to pay for the [enormous](#) and complicated undertaking.



© Eva Marie Uzcategui/Bloomberg A health worker injects a person during clinical trials for a Covid-19 vaccine at Research Centers of America in Hollywood, Fla. (Eva Marie Uzcategui/Bloomberg)

State officials have been planning in earnest in recent weeks to get shots into arms even though no one knows which vaccine will be authorized by the [Food and Drug Administration](#), what special storage and handling may be required and how many doses each state will receive.

The concern about vaccine distribution comes as the United States surpassed its [record for single-day reported infections](#) of the coronavirus Thursday, counting at least 89,940 cases, and pushing the total number of infections toward 9 million.



U.K.

# Johnson Sets New Lockdown for England to Slow Coronavirus

Starting Nov. 5, bars, restaurants and nonessential stores must close, and people must stay at home, with limited exceptions for work, education and exercise



Residents shopped in the Leeds city center on Friday before new restrictions began. **CREDIT:** IOANNIS ALEXOPOULOS/ ZUMA PRESS





# Current Travel Sentiment



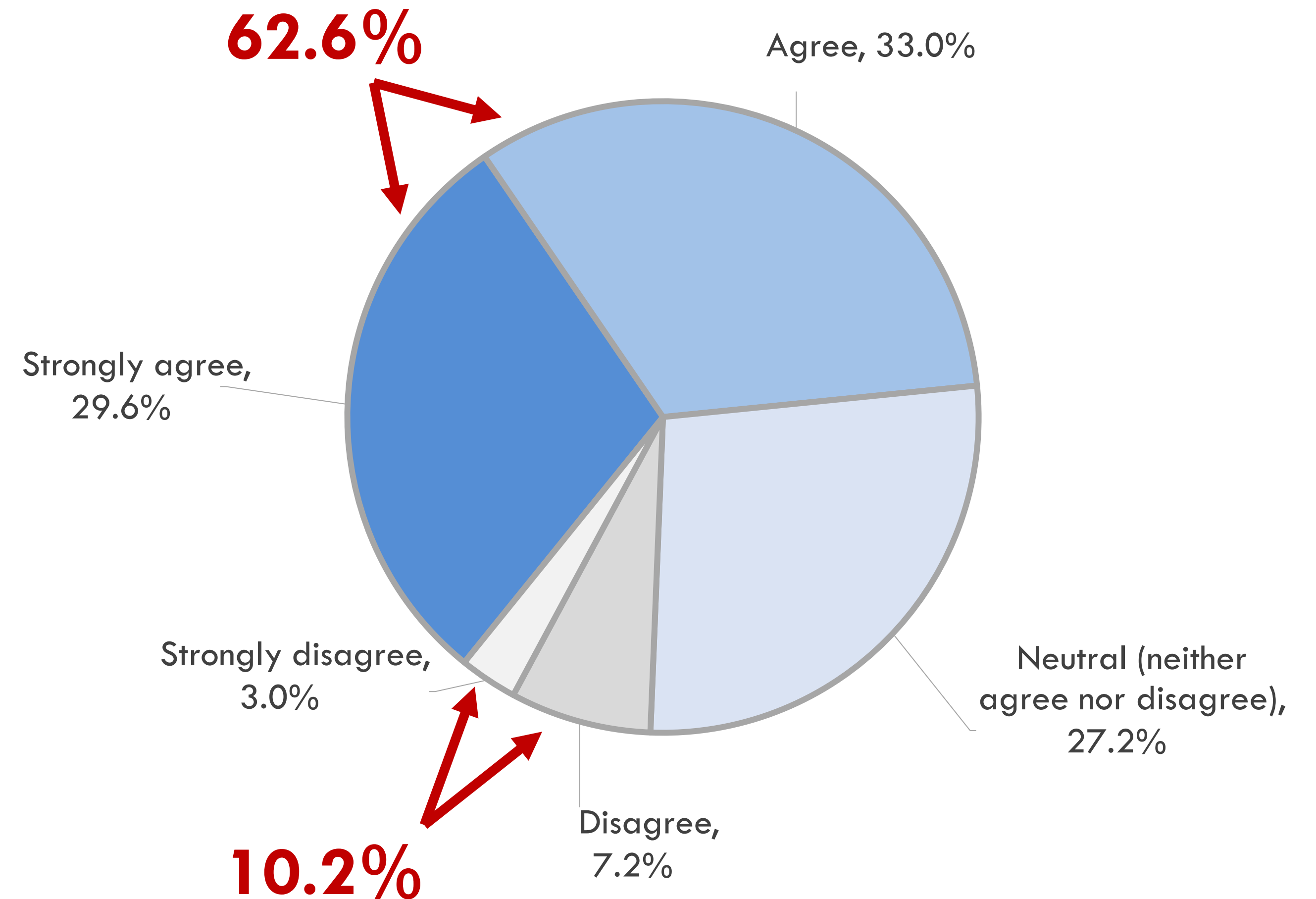


# EXPECTATIONS FOR THE CORONAVIRUS' COURSE IN COLD WEATHER

**How much do you agree with the following statement?**

**Statement:** I expect the Coronavirus will thrive in the upcoming cold weather

*(Base: Wave 34 data. All respondents, 1,203. Data collected Oct 30-Nov 1, 2020 )*



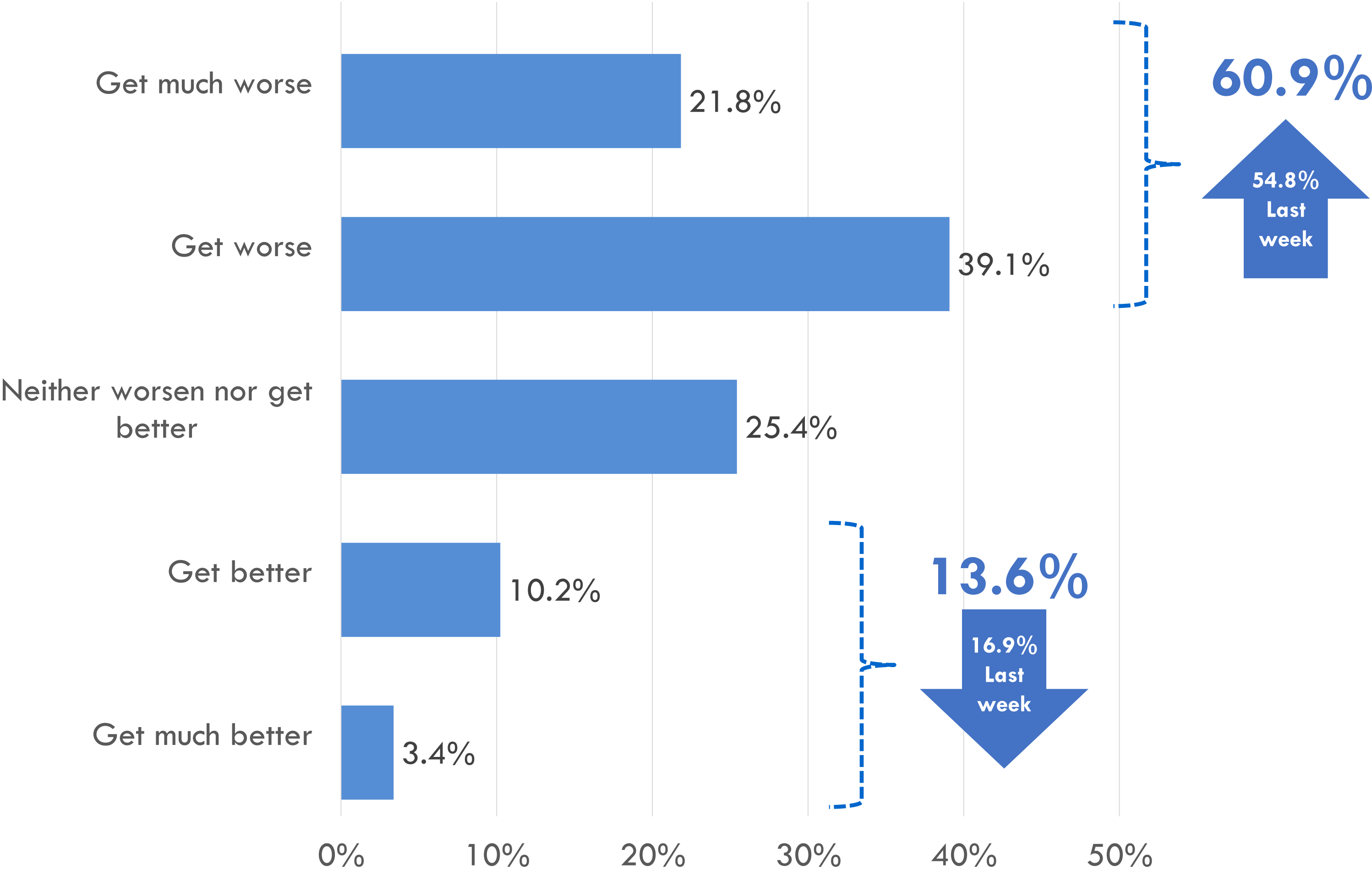


# EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

**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 34 data. All respondents, 1,203 completed surveys. Data collected Oct 30-Nov 1, 2020)



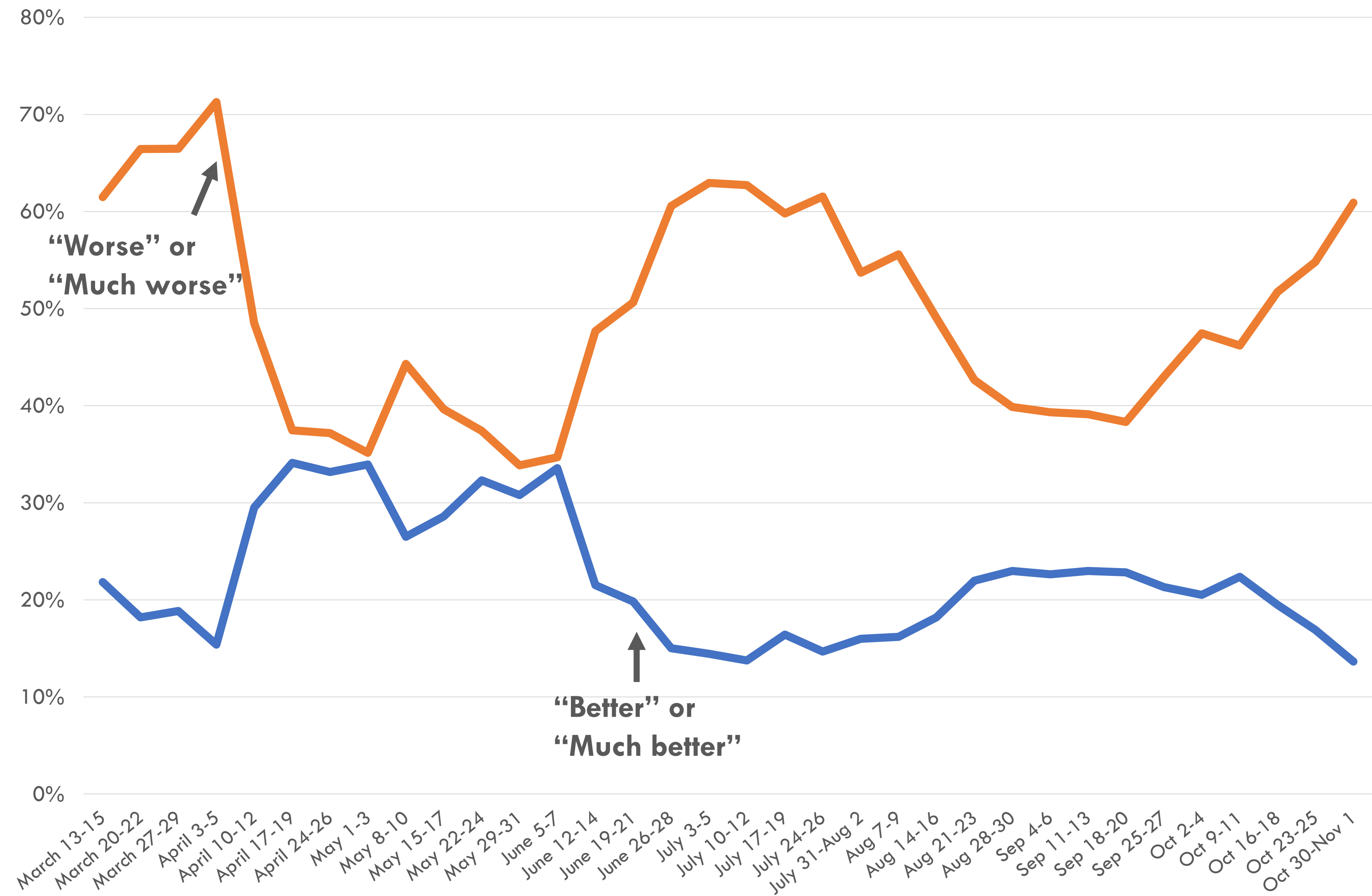


# EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-34)

**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 1-34. 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 and 1,203 completed surveys.)



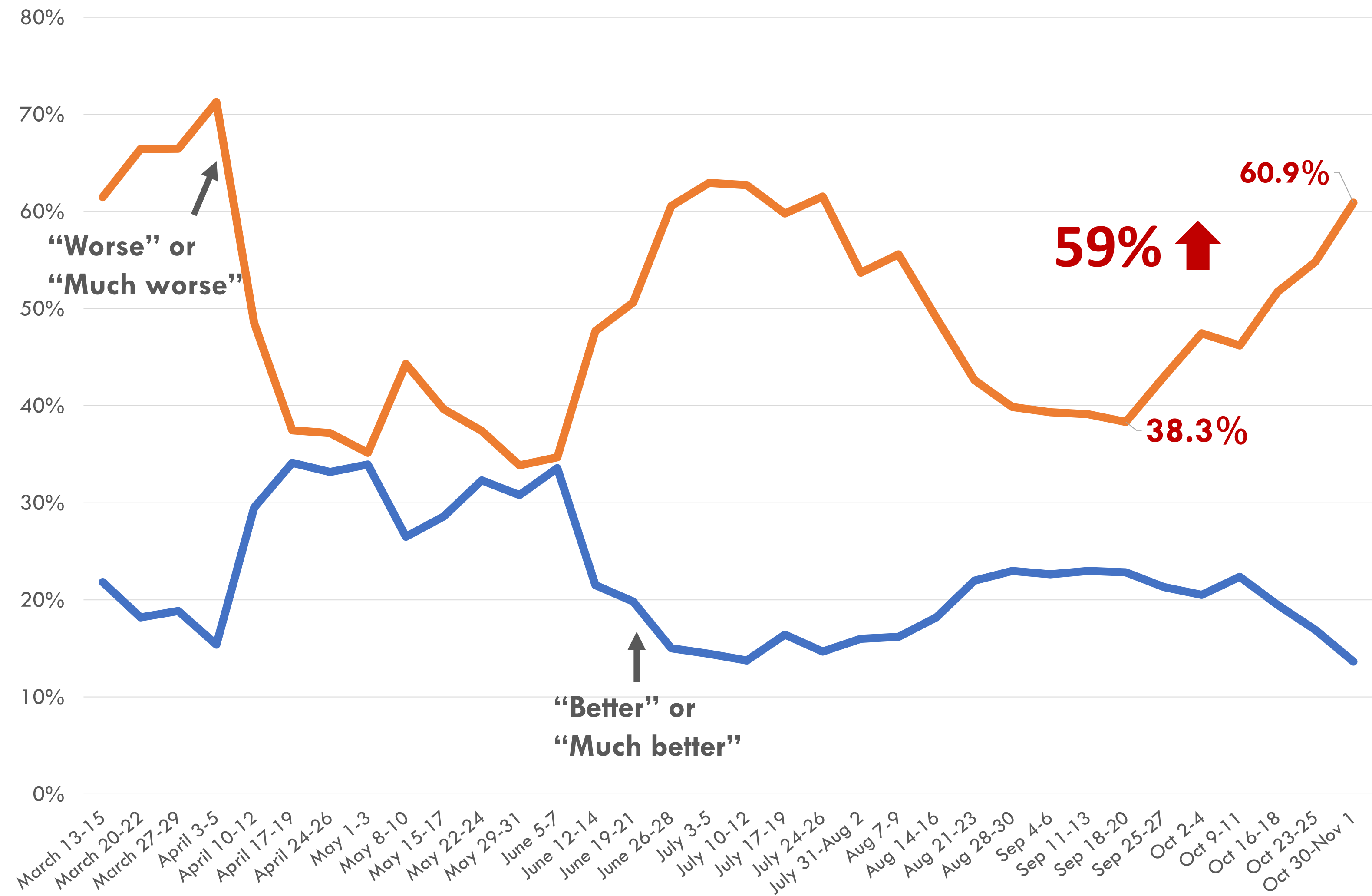


# EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-34)

**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 1-34. 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 and 1,203 completed surveys.)

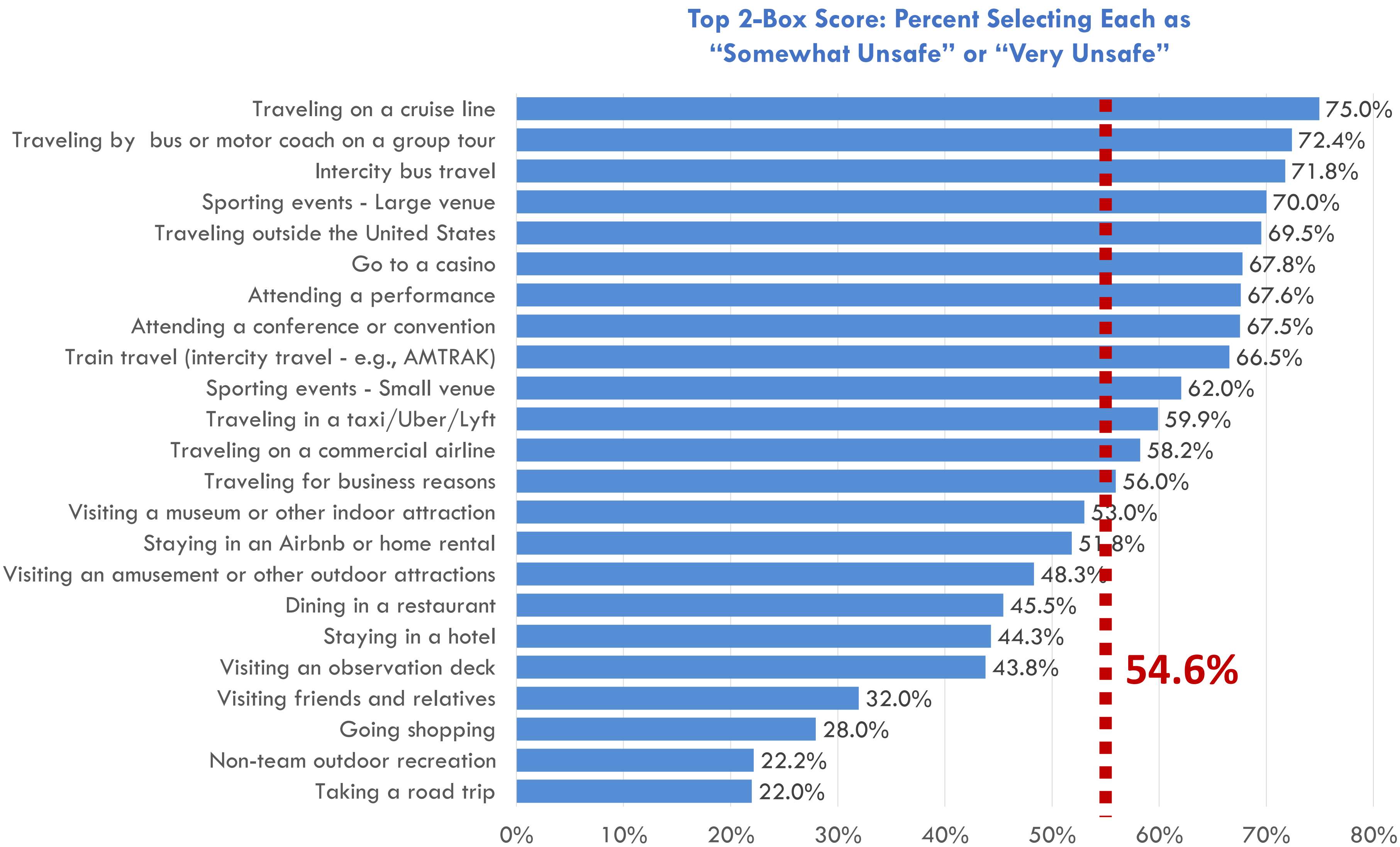




# PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 34)

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

(Base: Wave 34 data. All respondents, 1,203 completed surveys.  
Data collected Oct 30-Nov 1, 2020)

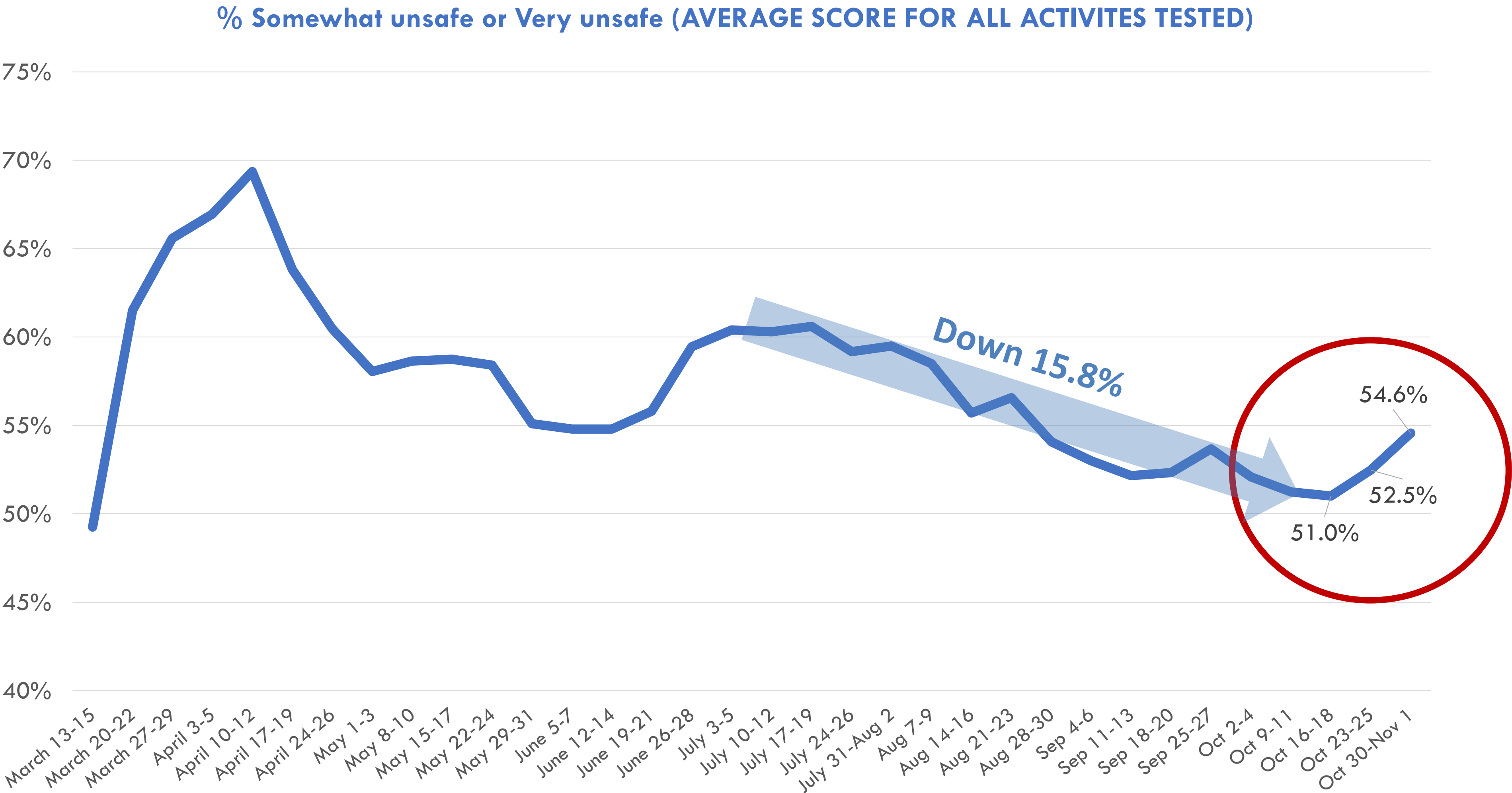




# PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-34 COMPARISON)

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

(Base: Waves 1-34. 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 and 1,203 completed surveys.)



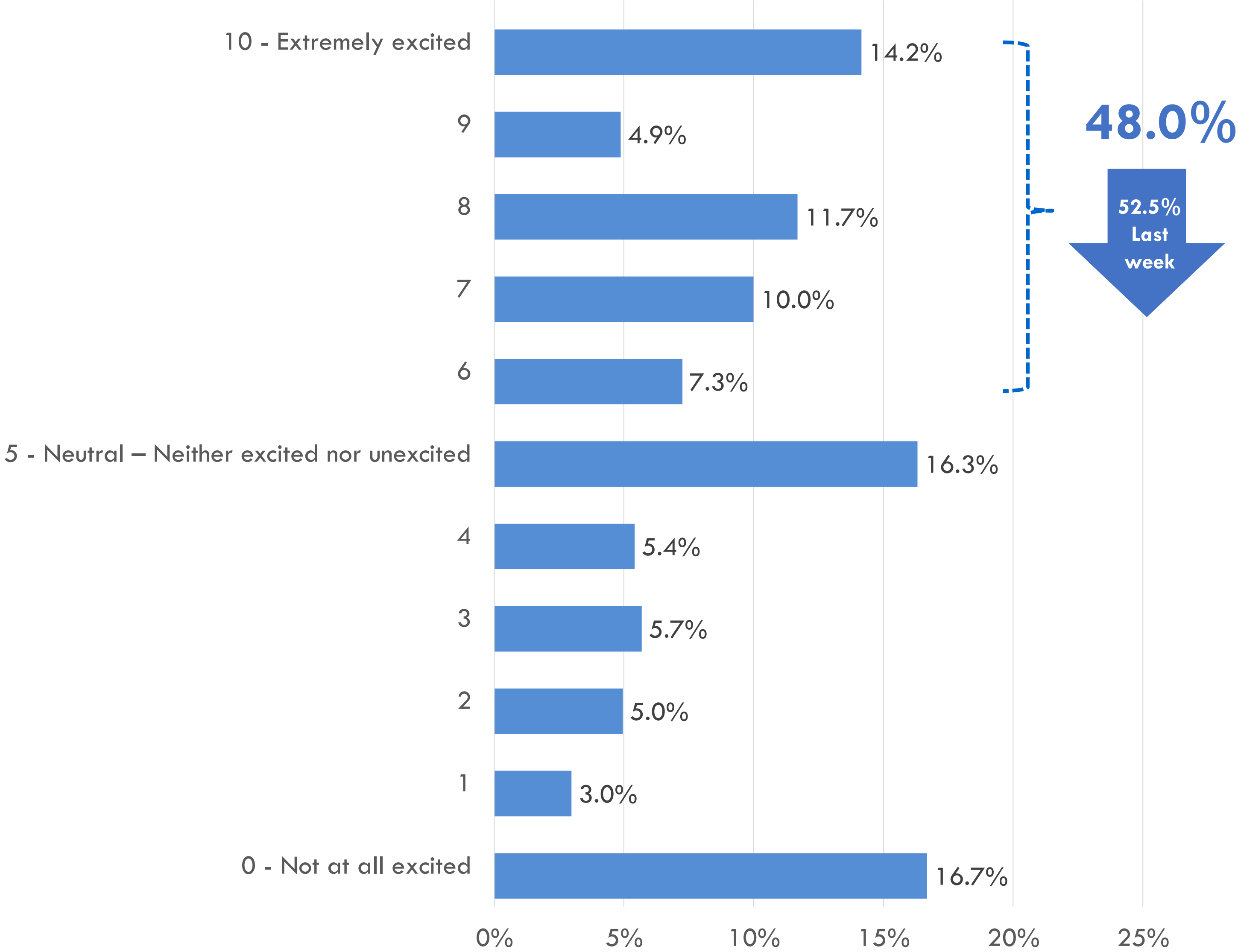


# EXCITEMENT TO TRAVEL NOW

**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 34 data. All respondents, 1,203 completed surveys. Data collected Oct 30-Nov 1, 2020)*





# EXCITEMENT TO TRAVEL RIGHT NOW

## MARCH 13 – NOVEMBER 1



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

More excitement ↑

↓ Less excitement



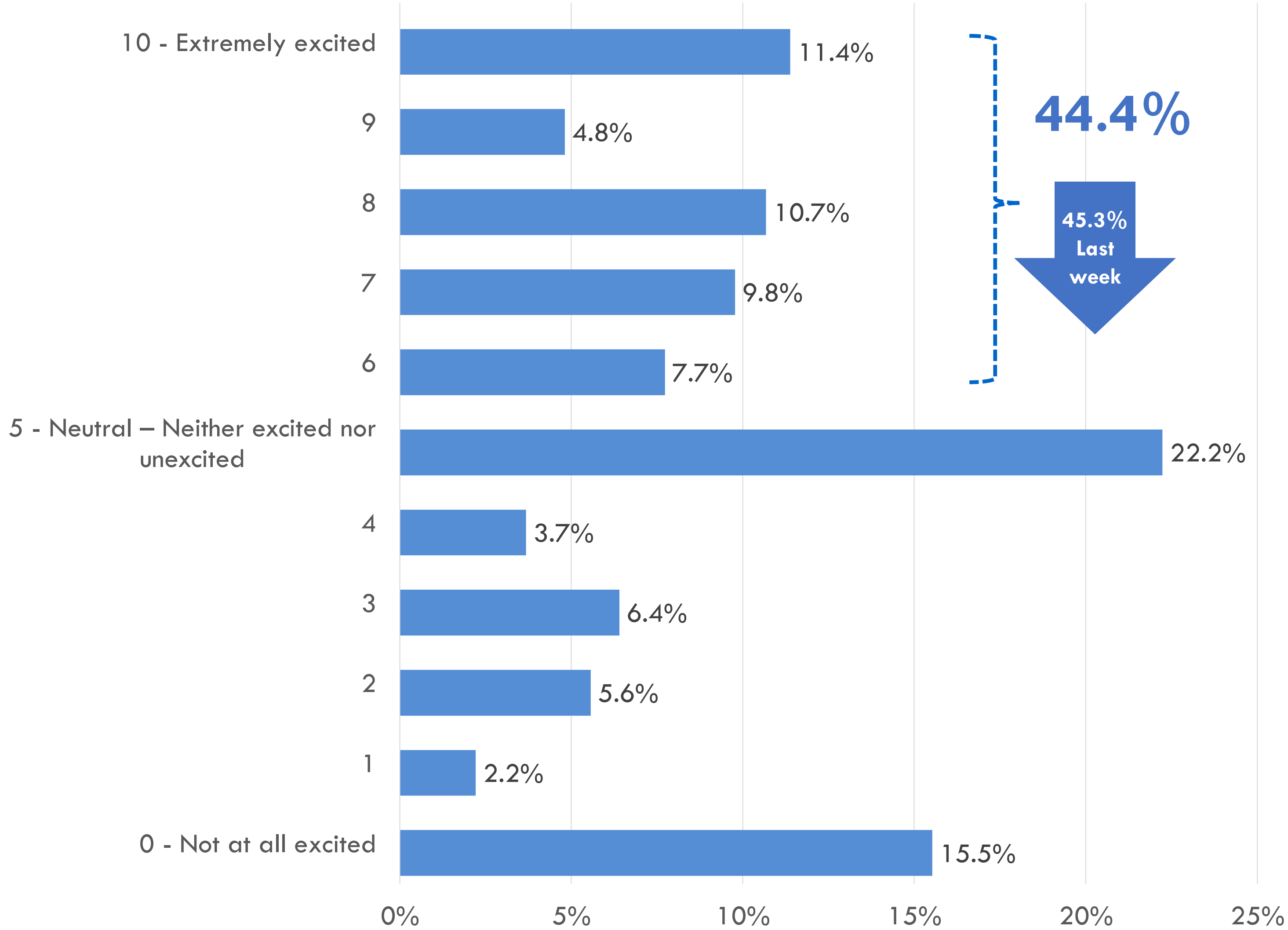
**QUESTION:** IMAGINE THAT A GOOD FRIEND (OR CLOSE FAMILY MEMBER) ASKS YOU TO TAKE A WEEKEND GETAWAY WITH THEM SOMETIME IN THE NEXT MONTH. HOW EXCITED WOULD YOU BE TO GO? (ASSUME THE GETAWAY IS TO A PLACE YOU WANT TO VISIT)



# 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 34 data. All respondents, 1,203 completed surveys. Data collected Oct 30-Nov 1, 2020)





# OPENNESS TO TRAVEL INSPIRATION

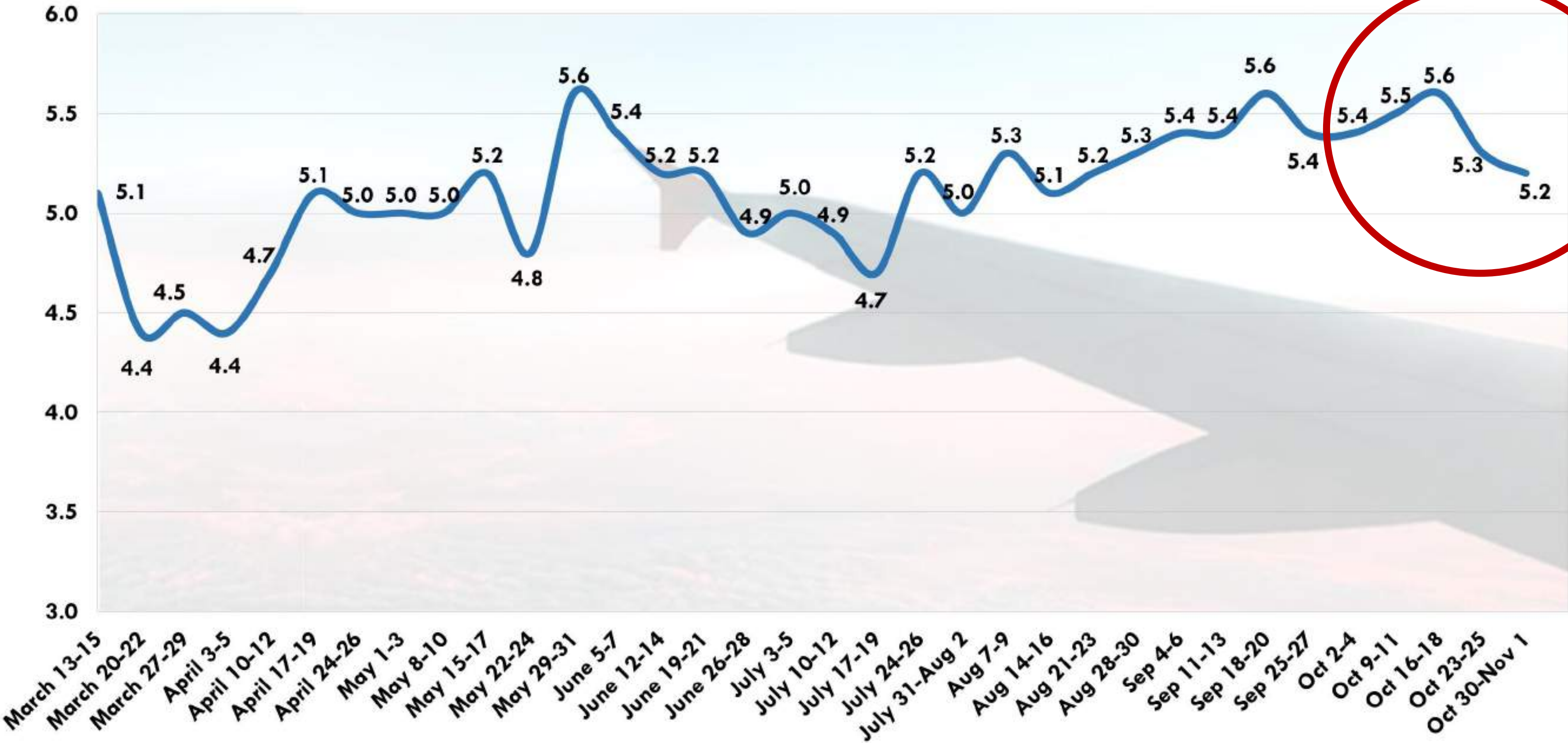
## MARCH 13 – NOVEMBER 1



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

More excited

Less excited



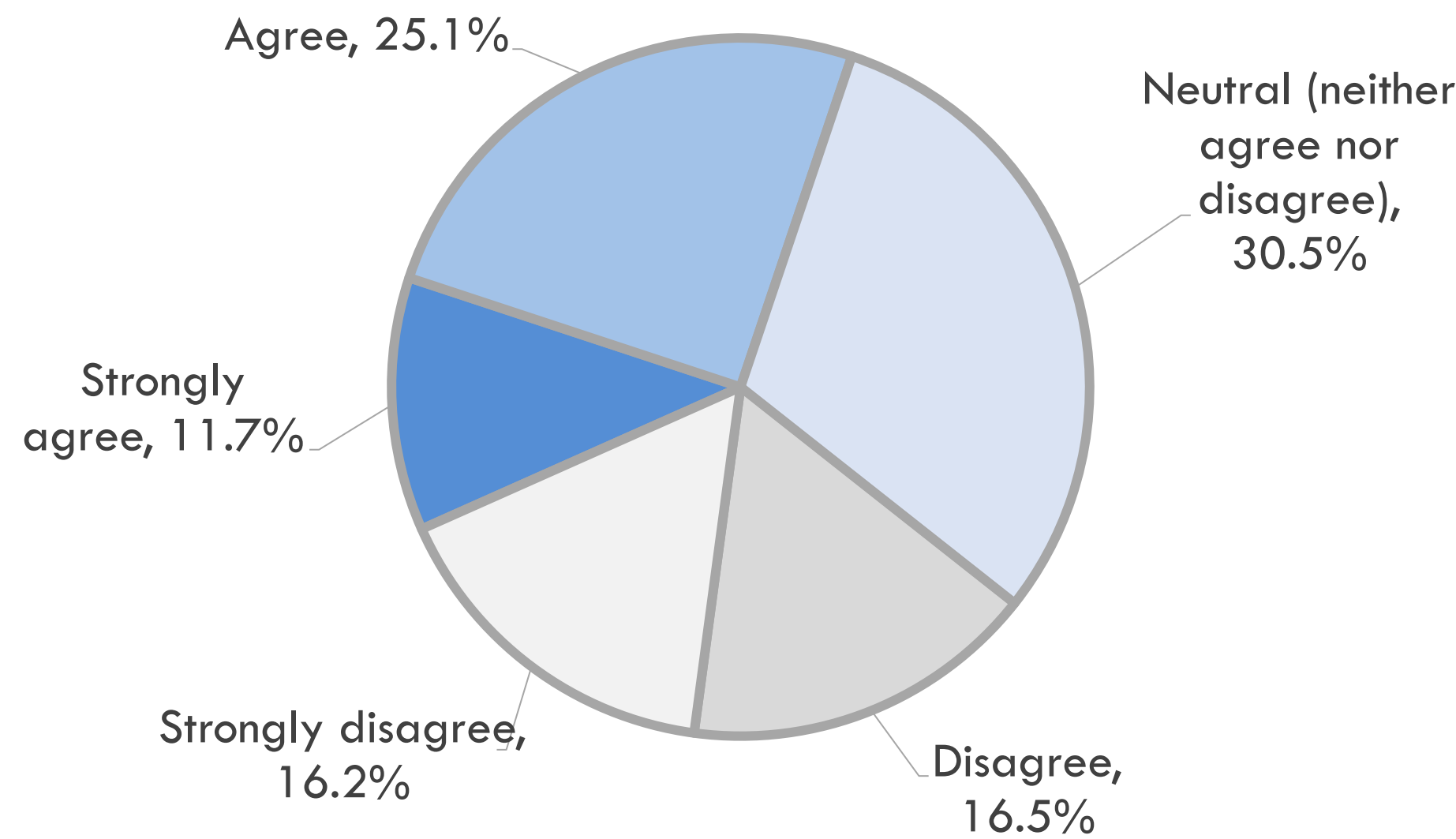
QUESTION: AT THIS MOMENT, HOW INTERESTED ARE YOU IN LEARNING ABOUT NEW, EXCITING TRAVEL EXPERIENCES OR DESTINATIONS TO VISIT?



# DISCOUNTS AND PRICE CUTS

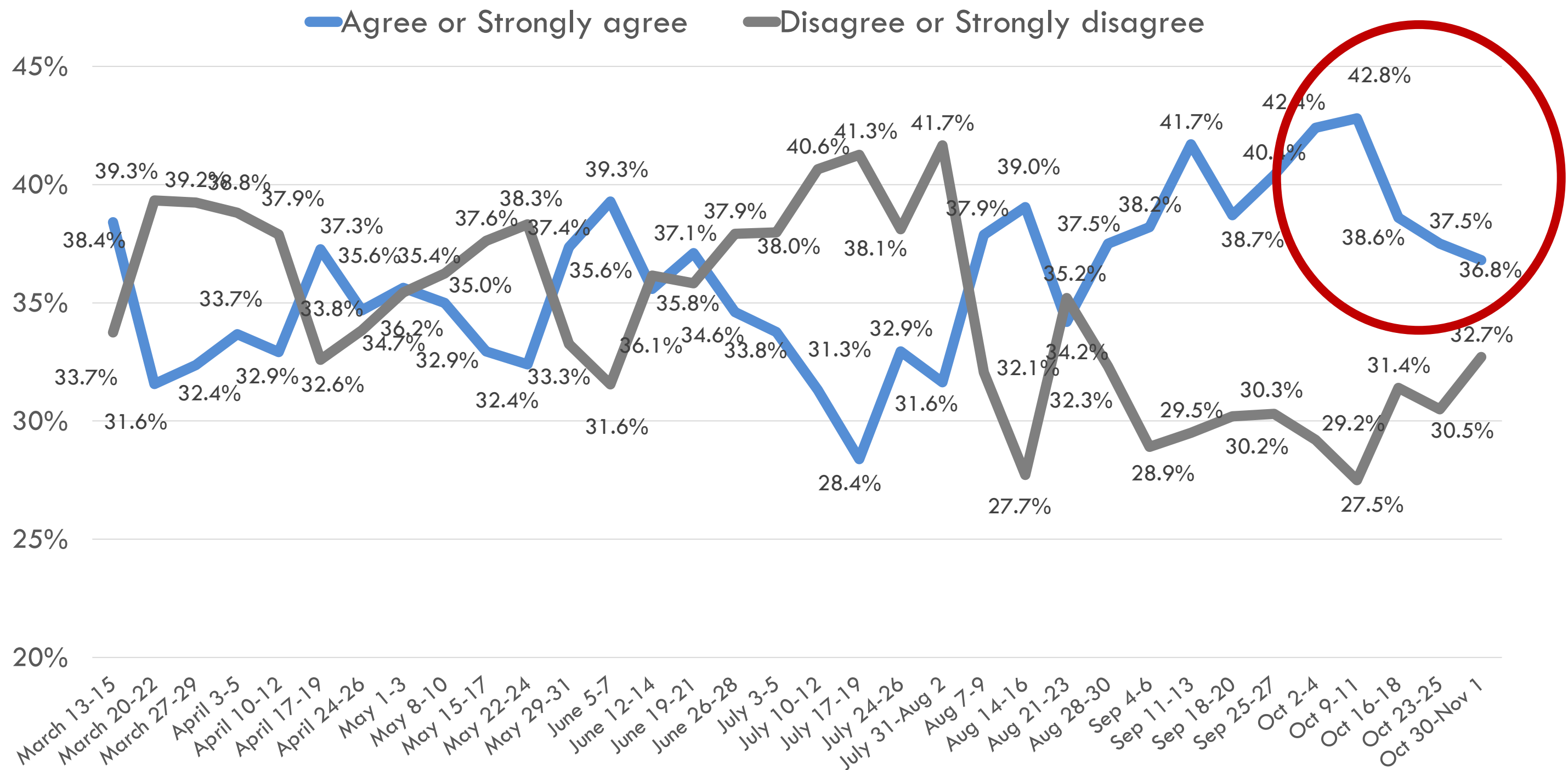
How much do you agree with the following statement?

**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 1-34. 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 and 1,203 completed surveys.)

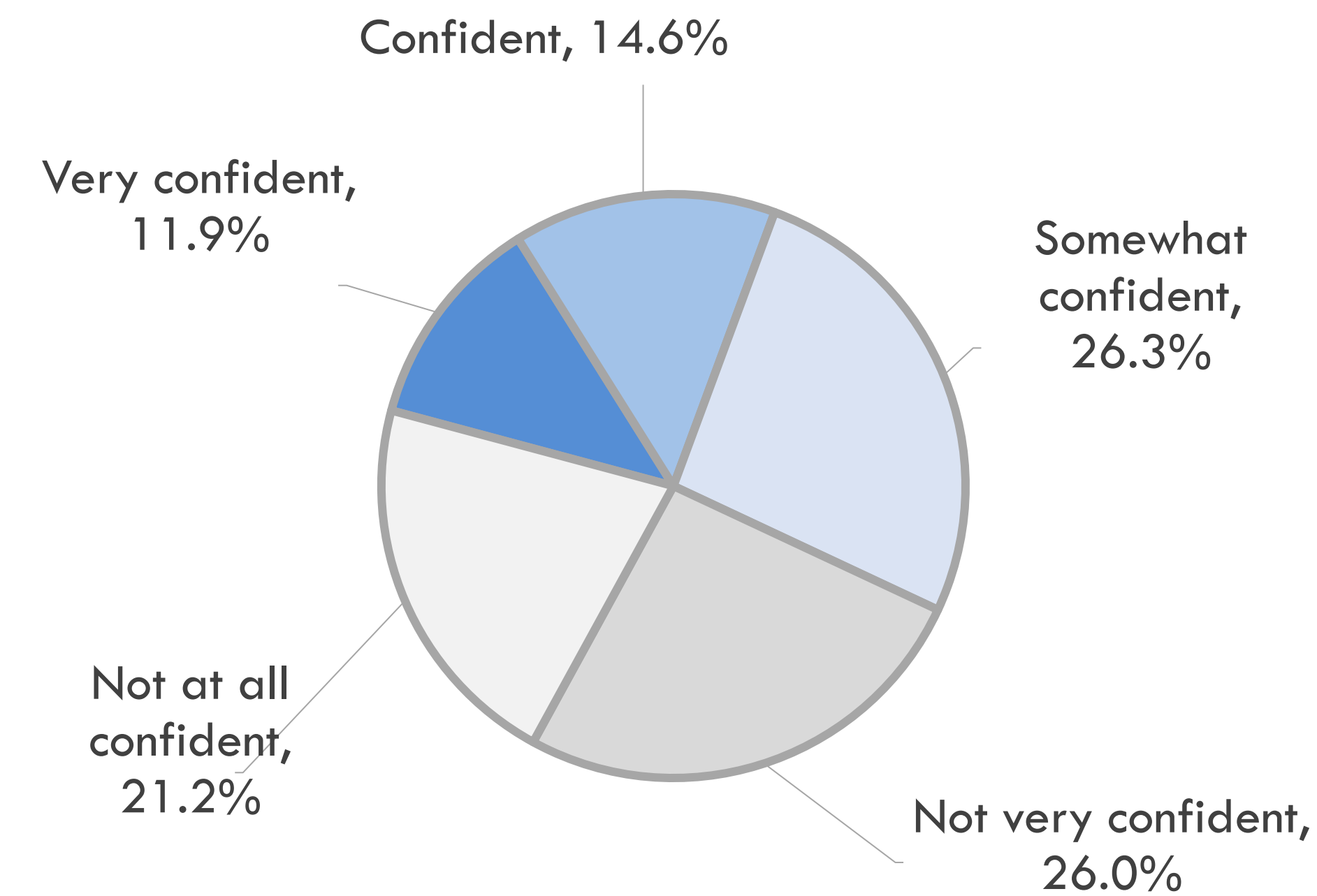
Historical data





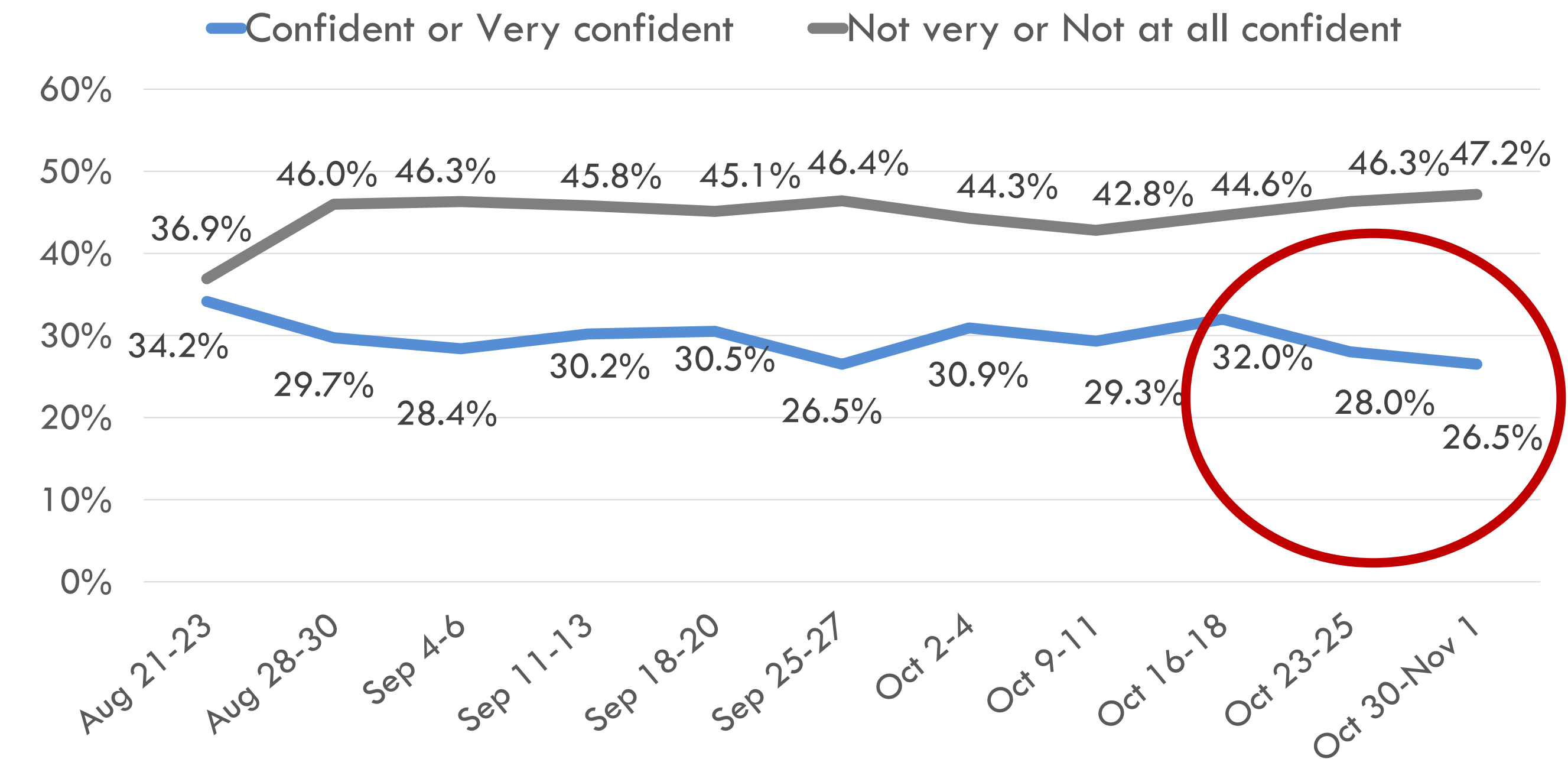
# CONFIDENCE IN TRAVELING SAFELY

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



(Base: Wave 24-34 data. All respondents, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203 and 1,203 completed surveys.)

## Historical data



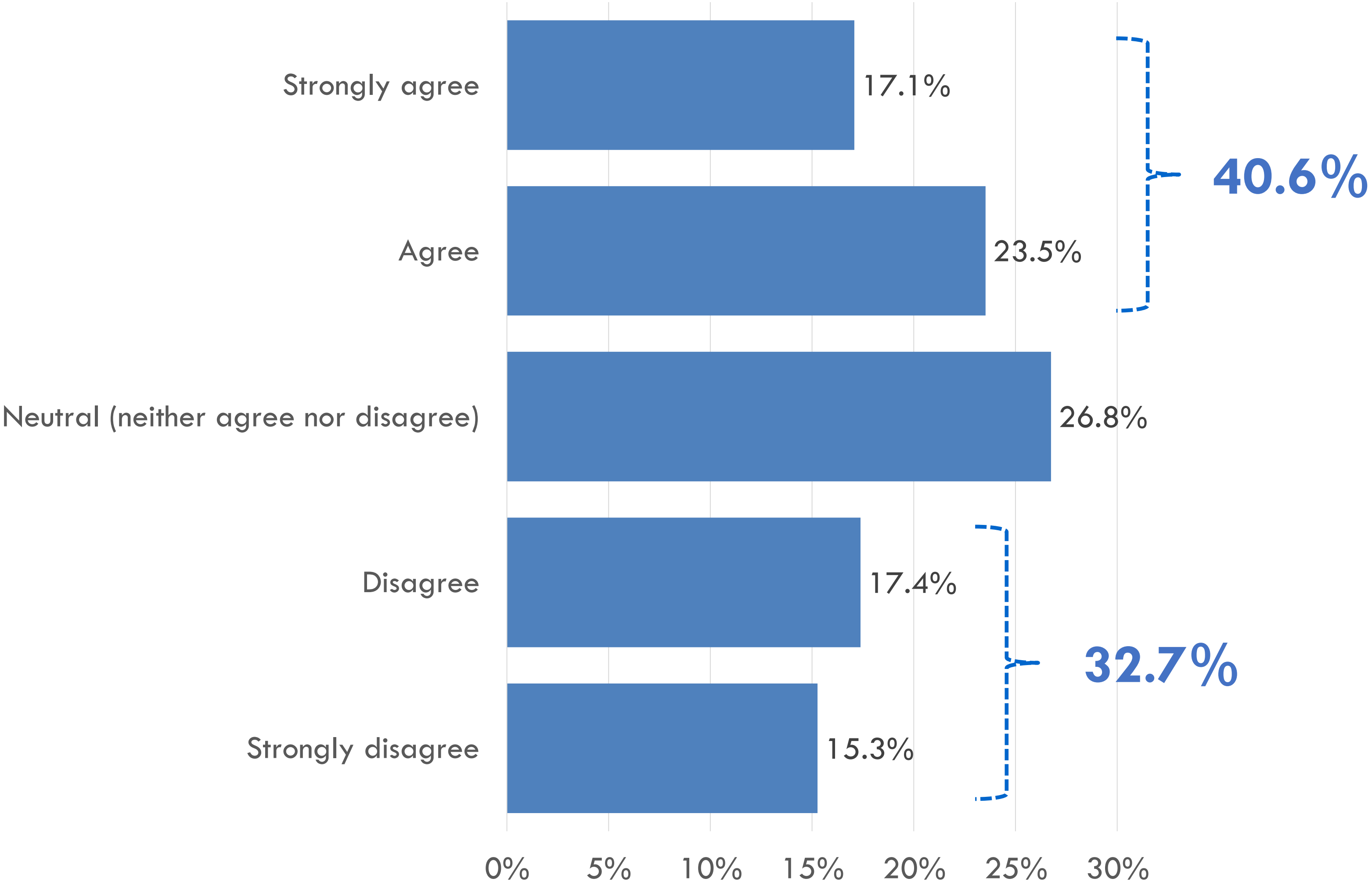


# GUILT TRAVELING

**Question:** How much do you agree or disagree with the following statements?

**I'd feel guilty traveling right now.**

(Base: Wave 34 data. All respondents, 1,203 completed surveys. Data collected Oct 30-Nov.1, 2020)



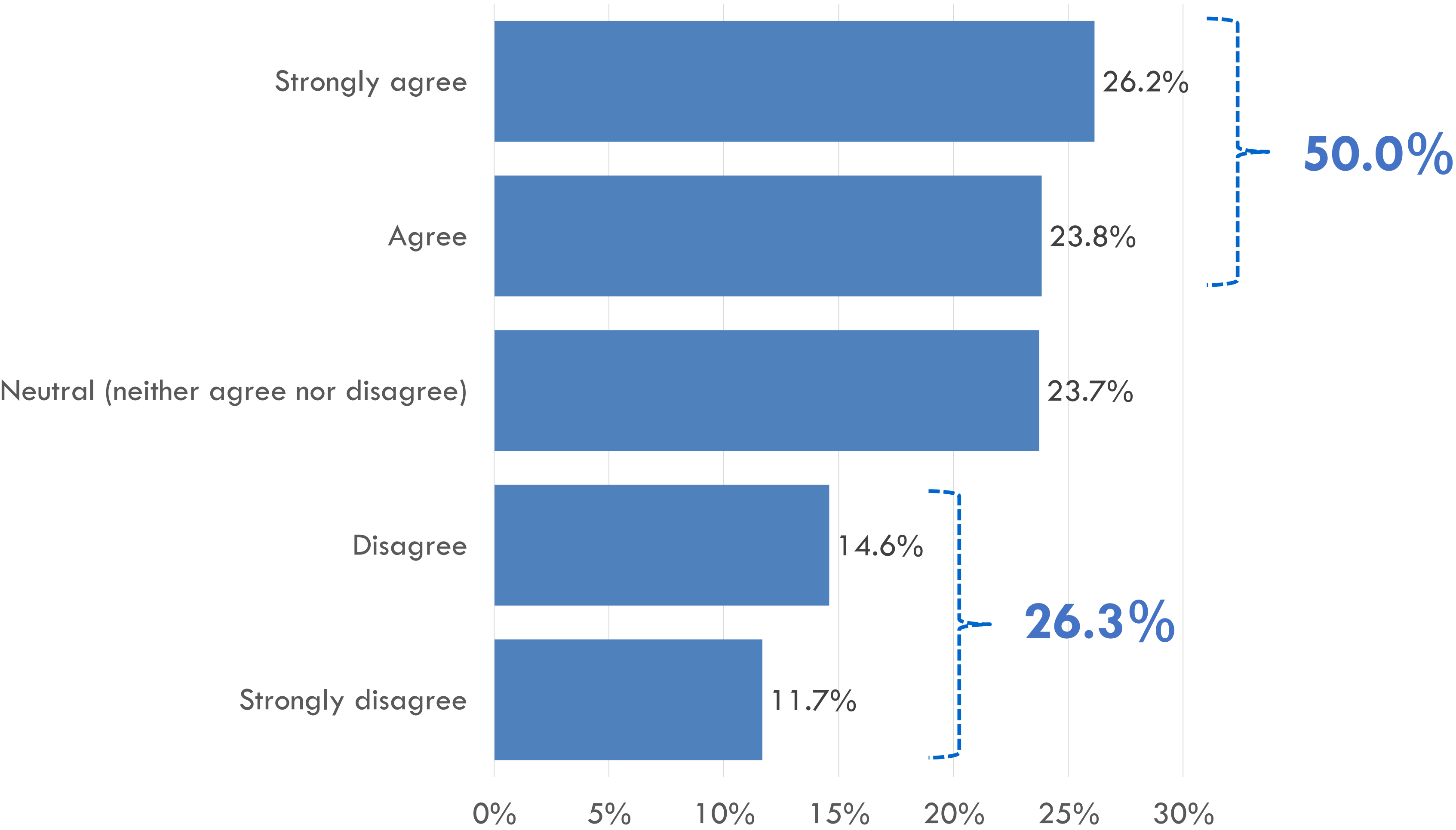


# TRAVEL AND RESPONSIBILITY

**Question:** How much do you agree or disagree with the following statements?

**Traveling right now is irresponsible.**

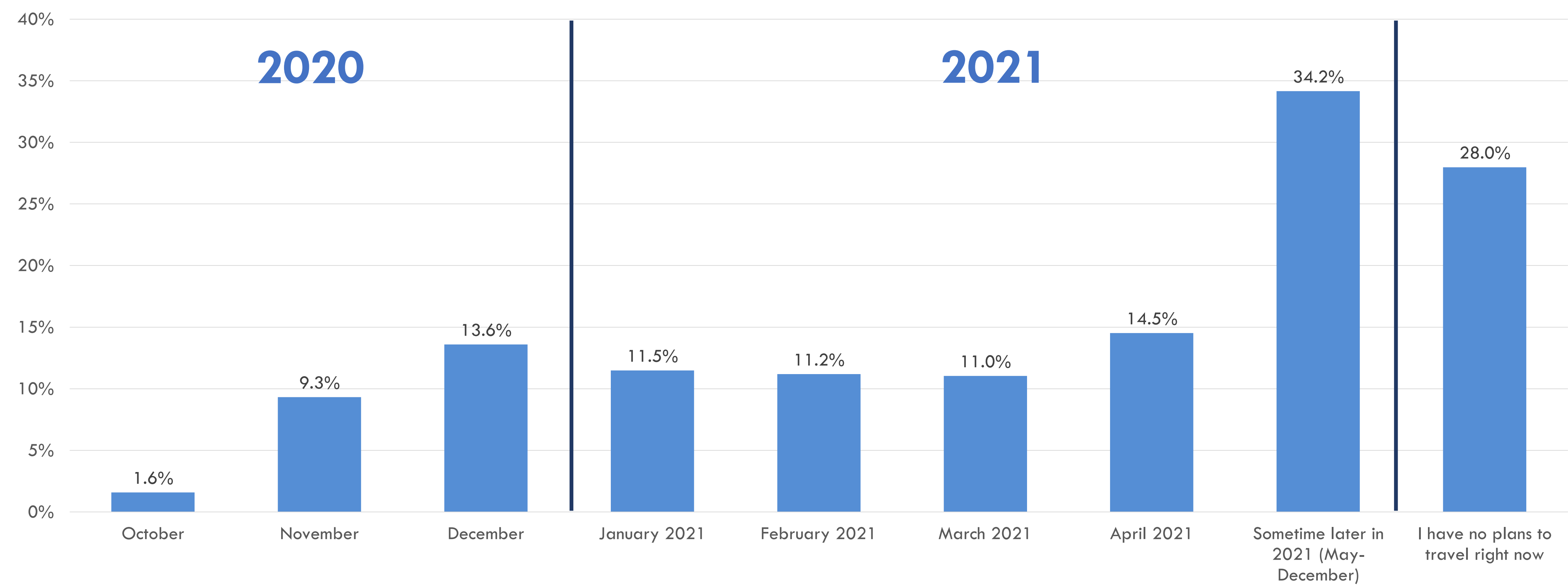
*(Base: Wave 34 data. All respondents, 1,203 completed surveys. Data collected Oct 30-Nov.1, 2020)*





# UPCOMING TRAVEL PLANS

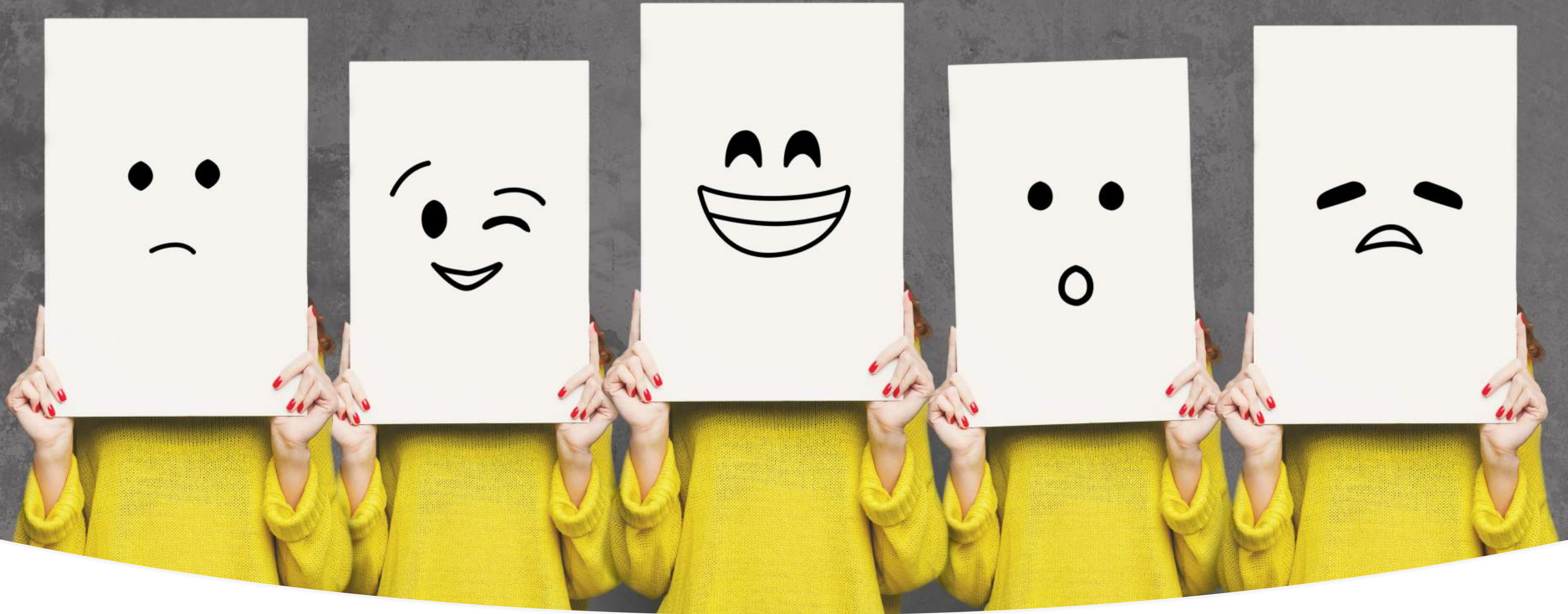
**Question:** Even if only tentatively scheduled, in which months of this year do you currently plan to take any leisure trips?



(Base: Wave 34 data. All respondents, 1,203 completed surveys. Data collected Oct 30-Nov 1, 2020)



# How Are We Feeling?

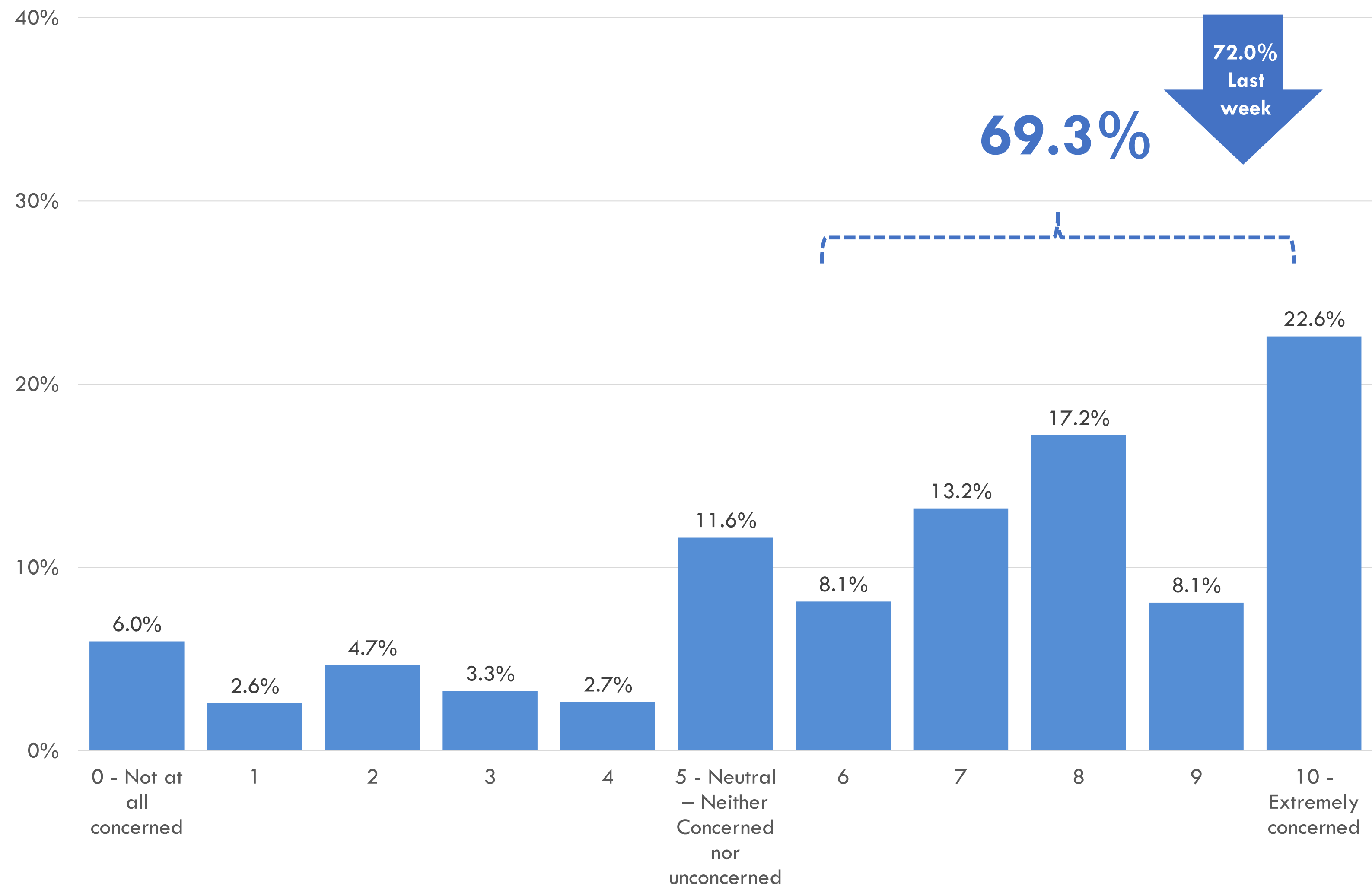




# PERSONAL HEALTH CONCERNS

**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 34 data. All respondents, 1,203 completed surveys. Data collected Oct 30-Nov 1, 2020)





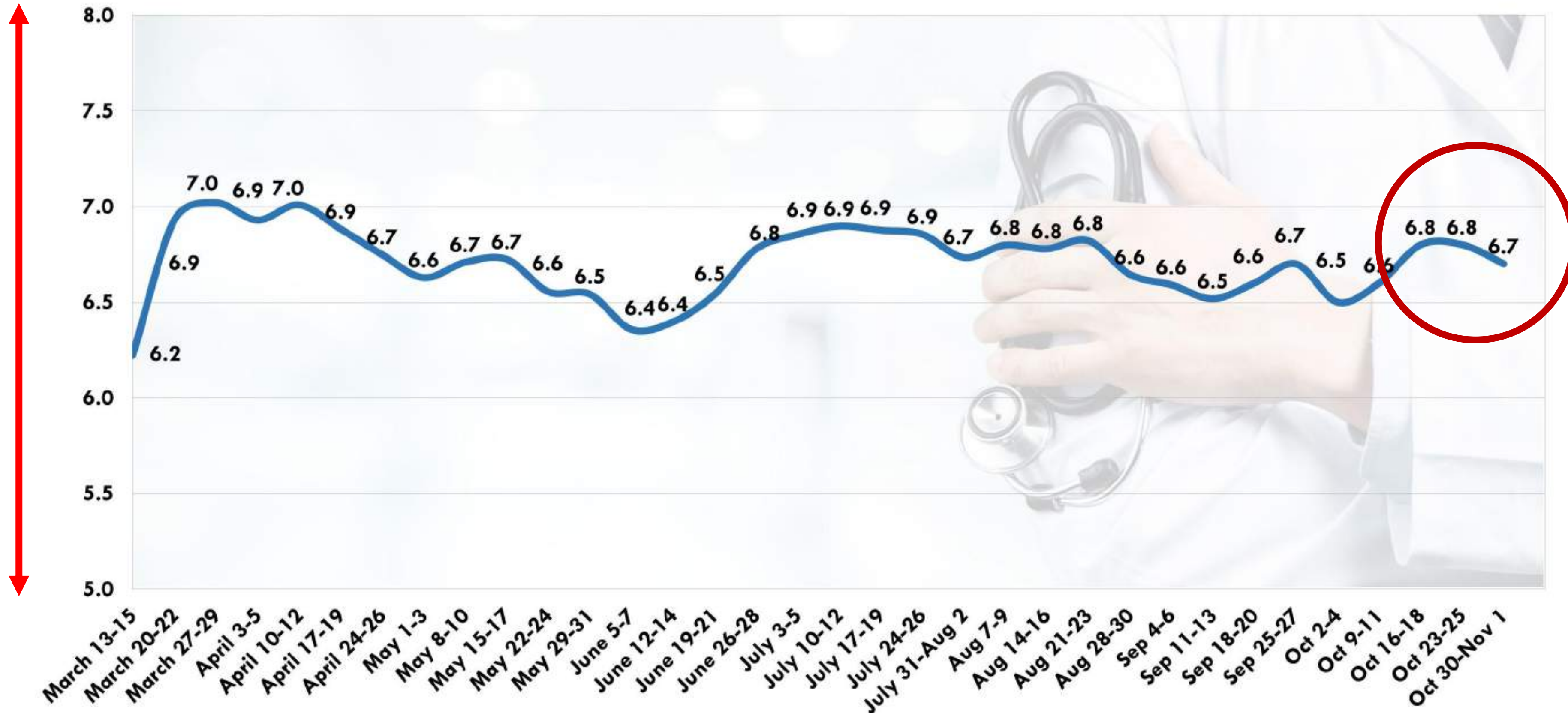
# PERSONAL HEALTH CONCERNS

MARCH 13 – NOVEMBER 1



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

More concern

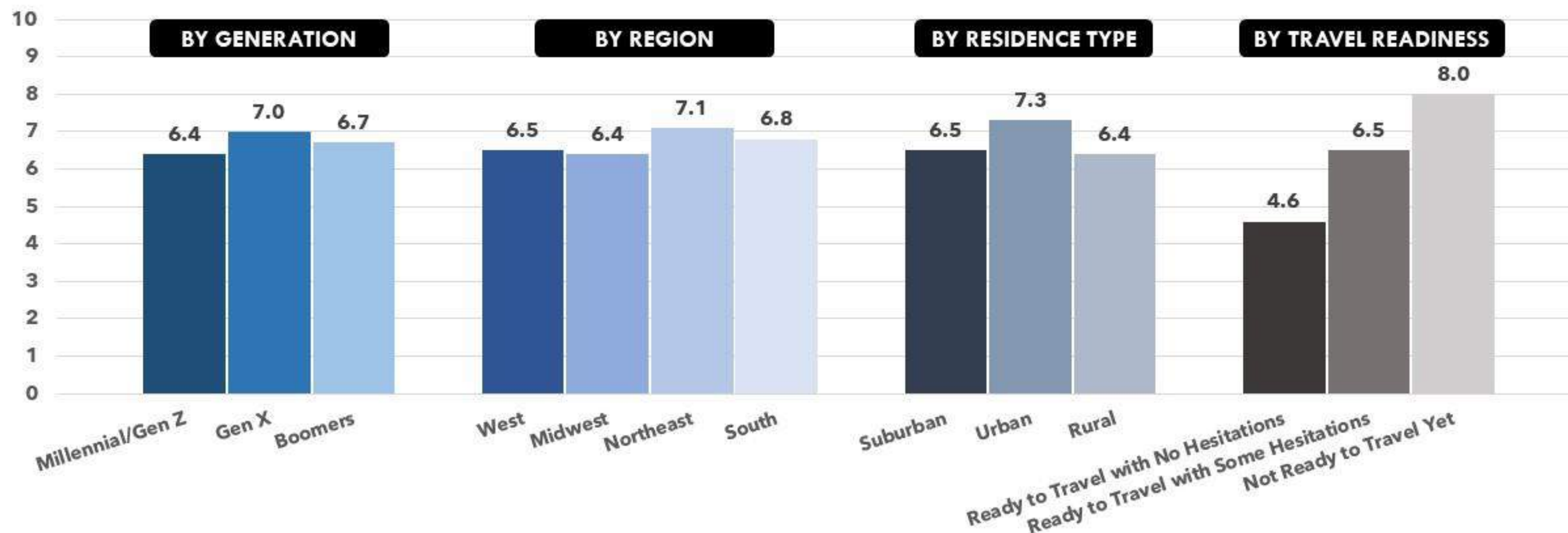


QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, IN GENERAL, HOW CONCERNED ARE YOU PERSONALLY ABOUT CONTRACTING THE VIRUS?



# HIGH ANXIETY ABOUT CONTRACTING CORONAVIRUS AS OF NOVEMBER 1<sup>ST</sup>

(AVERAGE LEVEL OF CONCERN ON 11-POINT SCALE FROM 0-10)



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

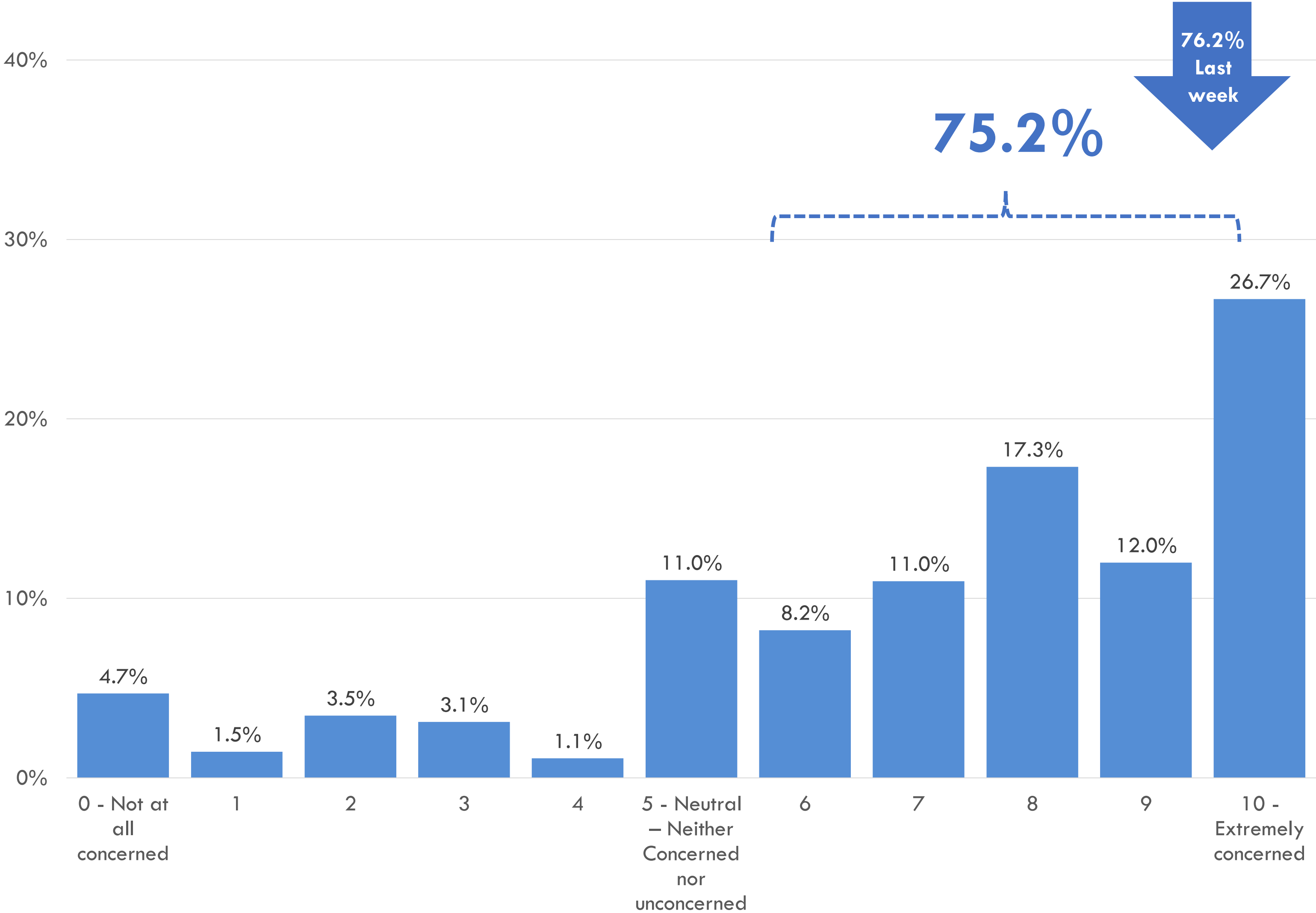
(Base: Wave 34. All respondents, 1,203 completed surveys. Data collected Oct 30-Nov 1, 2020)



# 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 34 data. All respondents, 1,203 completed surveys. Data collected Oct 30-Nov 1, 2020)





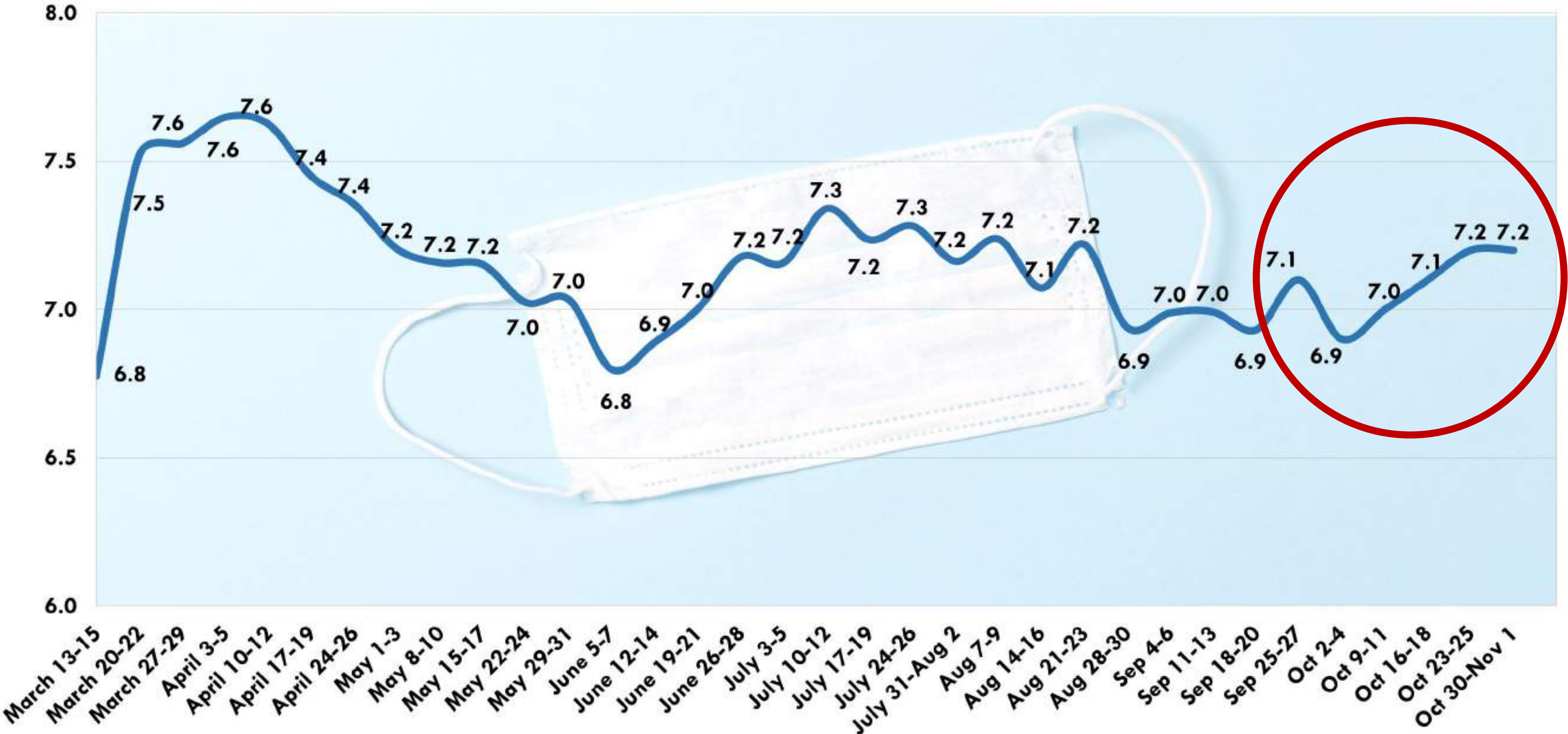
# HEALTH CONCERNS (FAMILY & FRIENDS)

## MARCH 13 – NOVEMBER 1



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

More concern ↑  
↓ Less concern



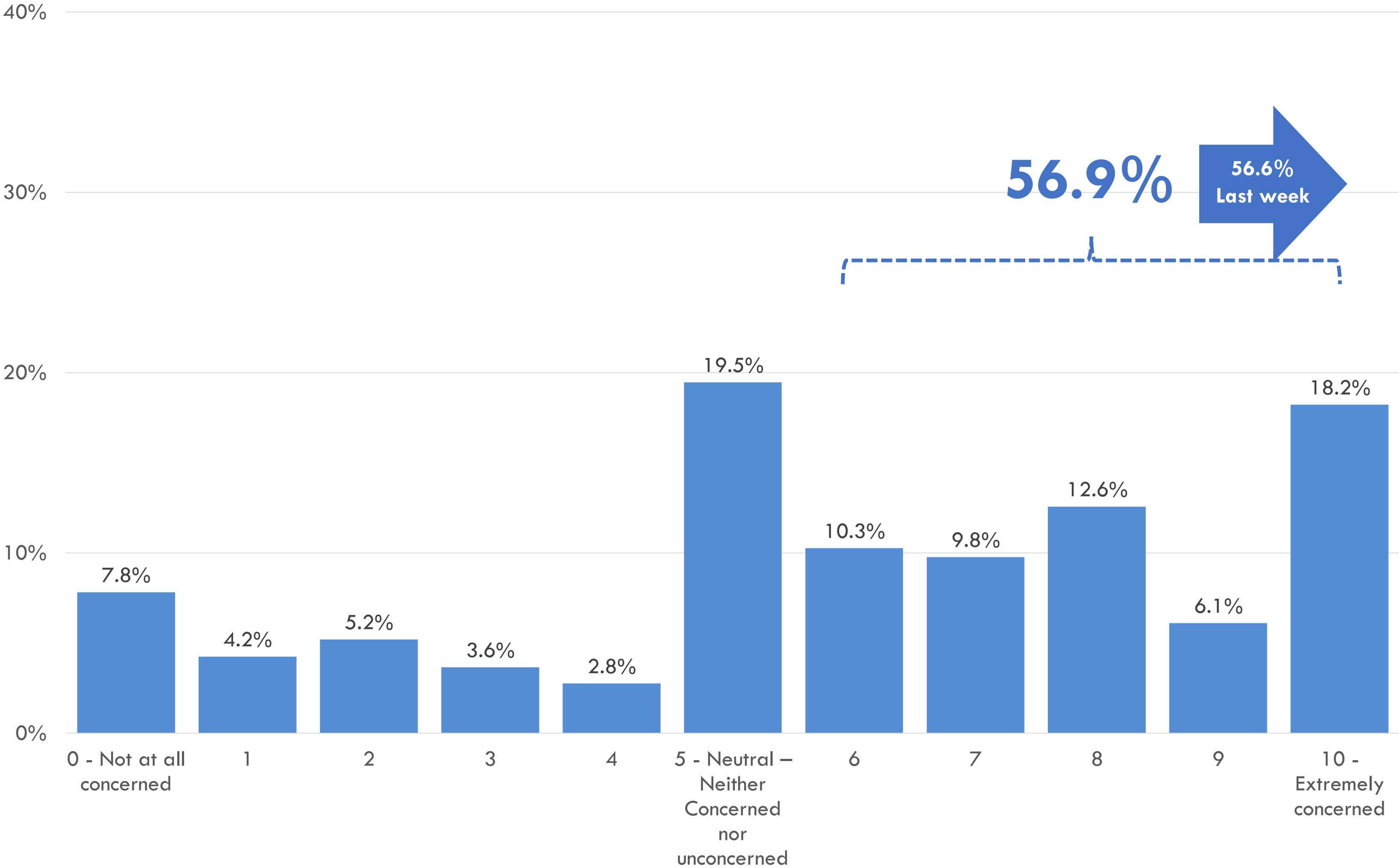
QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, IN GENERAL, HOW CONCERNED ARE YOU ABOUT YOUR FRIENDS OR FAMILY CONTRACTING THE VIRUS?



# 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 34 data. All respondents, 1,203 completed surveys. Data collected Oct 30-Nov 1, 2020)





# CONCERNS ABOUT PERSONAL FINANCES

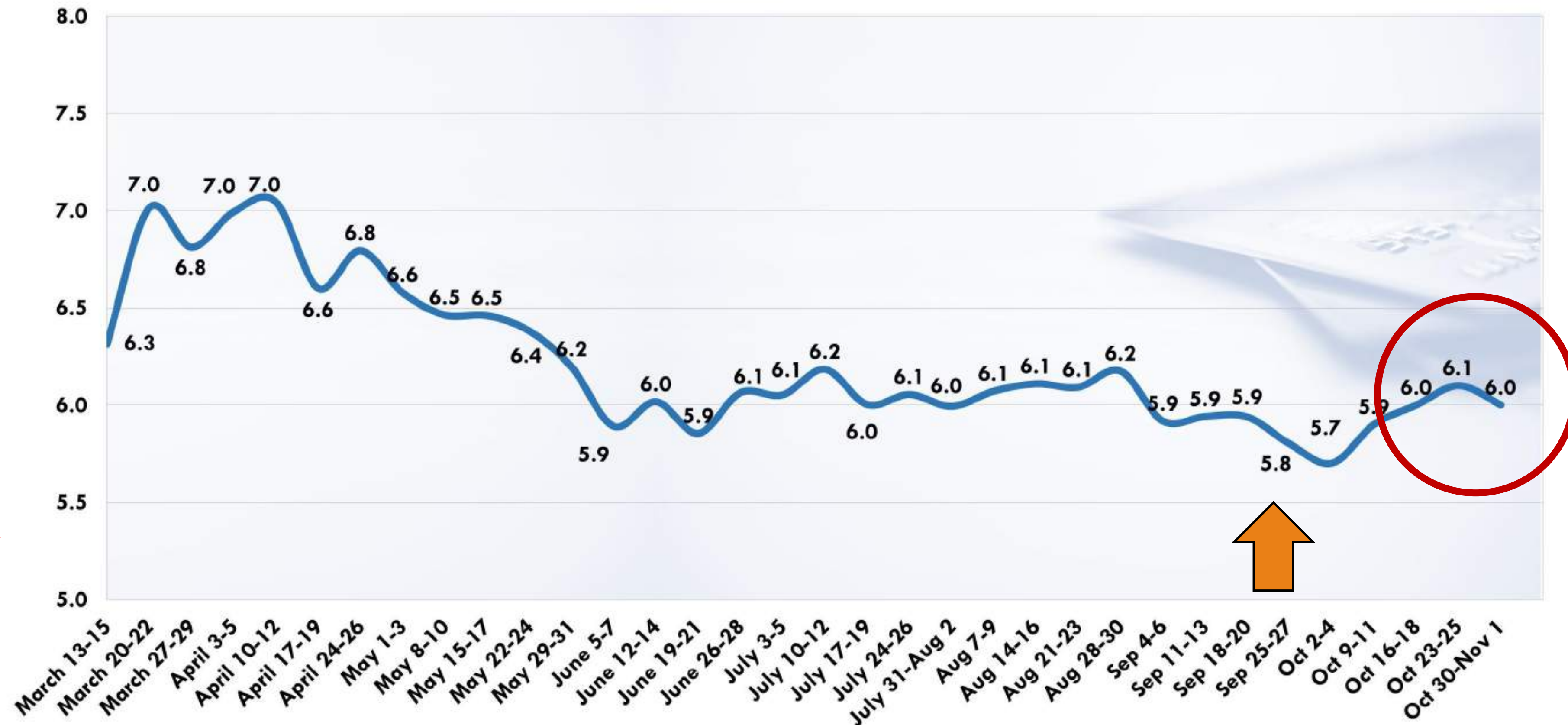
MARCH 13 – NOVEMBER 1



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

More concern

Less concern



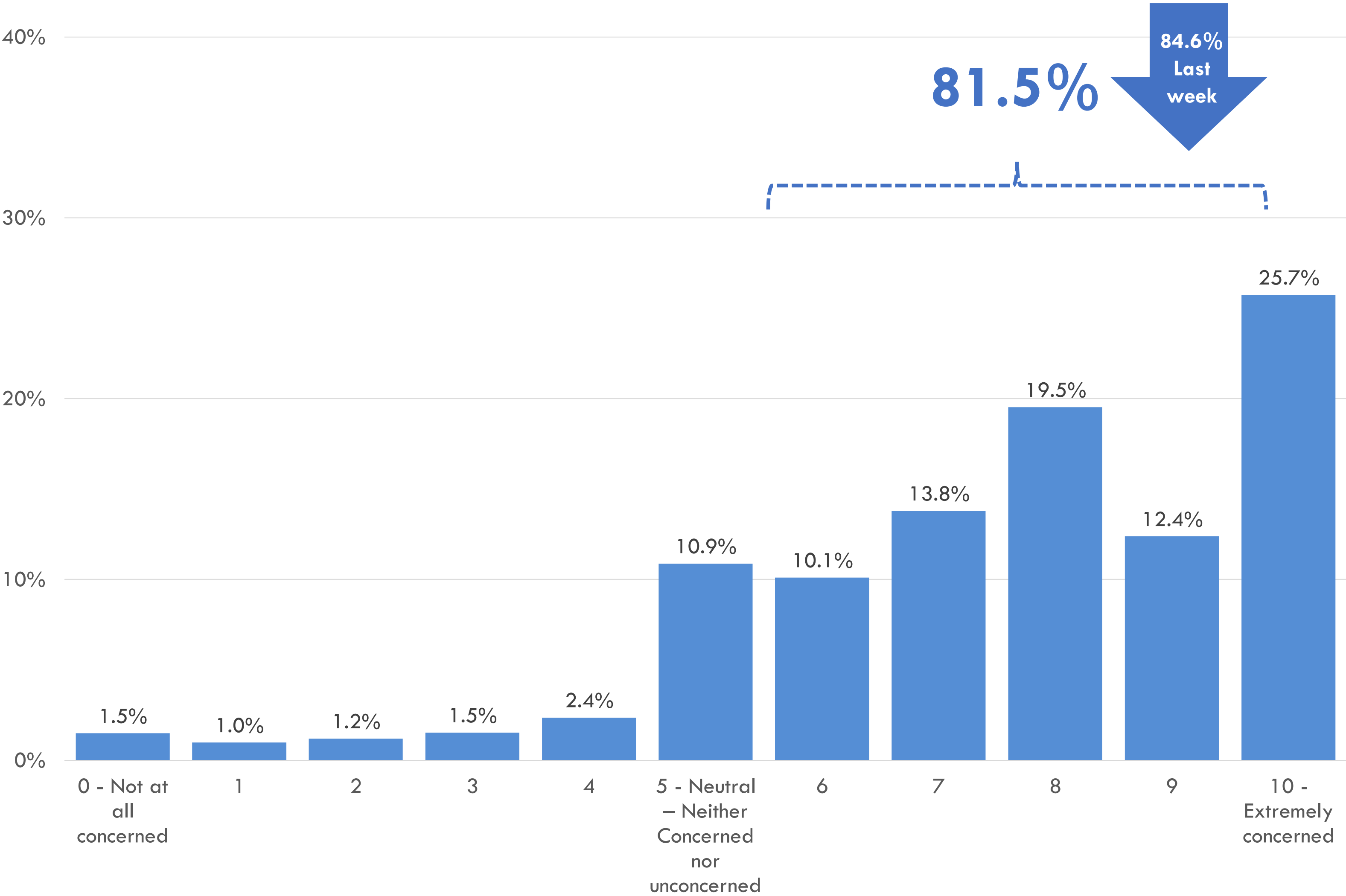
QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, HOW CONCERNED ARE YOU ABOUT THE IMPACT IT MAY HAVE ON YOUR PERSONAL FINANCES?



# 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 34 data. All respondents, 1,203 completed surveys. Data collected Oct 30-Nov 1, 2020)





# CONCERNS ABOUT NATIONAL ECONOMY

MARCH 13 – NOVEMBER 1



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

More concern

Less concern



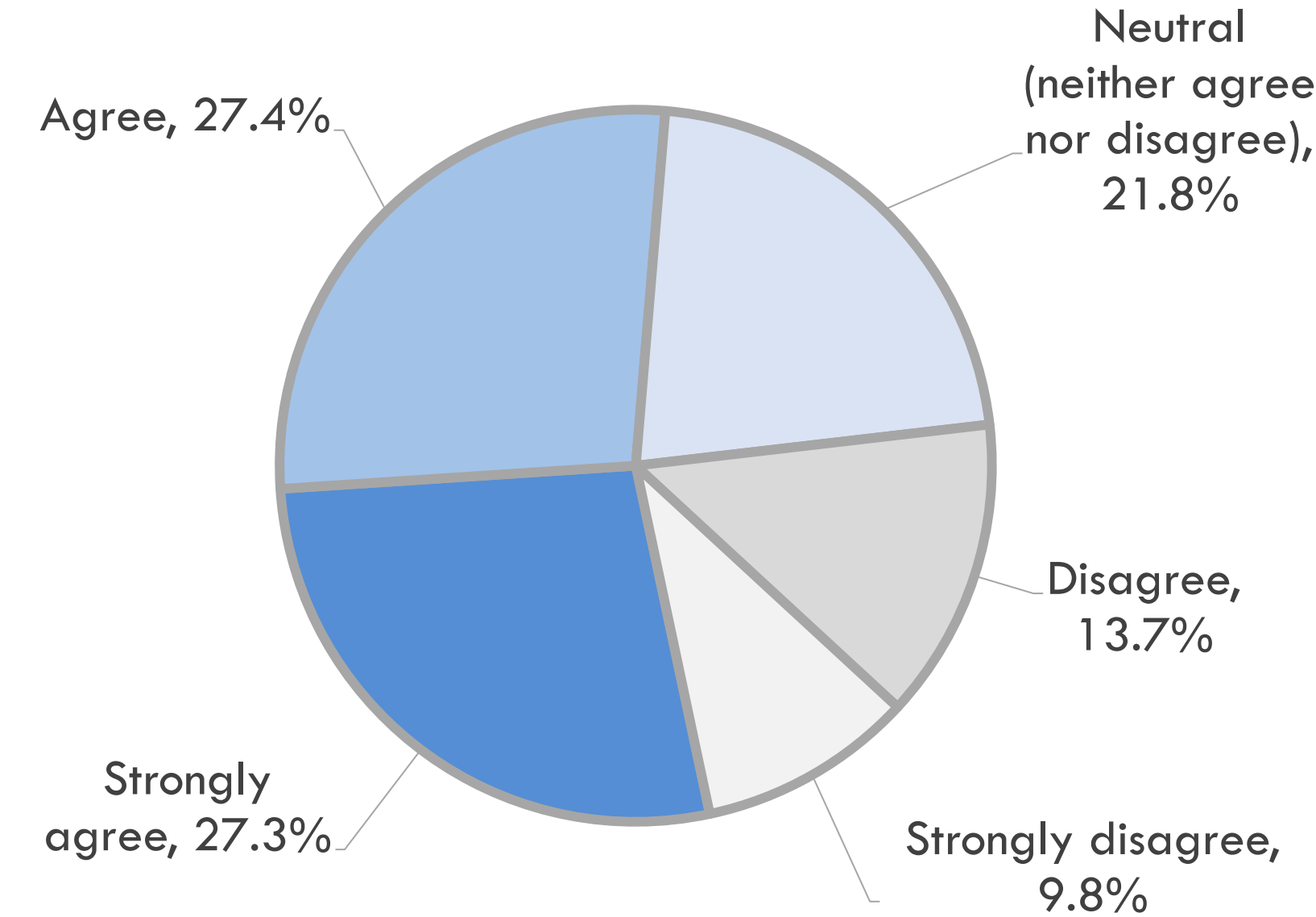
QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, HOW CONCERNED ARE YOU ABOUT THE IMPACT IT MAY HAVE ON THE NATIONAL ECONOMY?



# AVOIDING TRAVEL UNTIL THE CORONAVIRUS BLOWS OVER

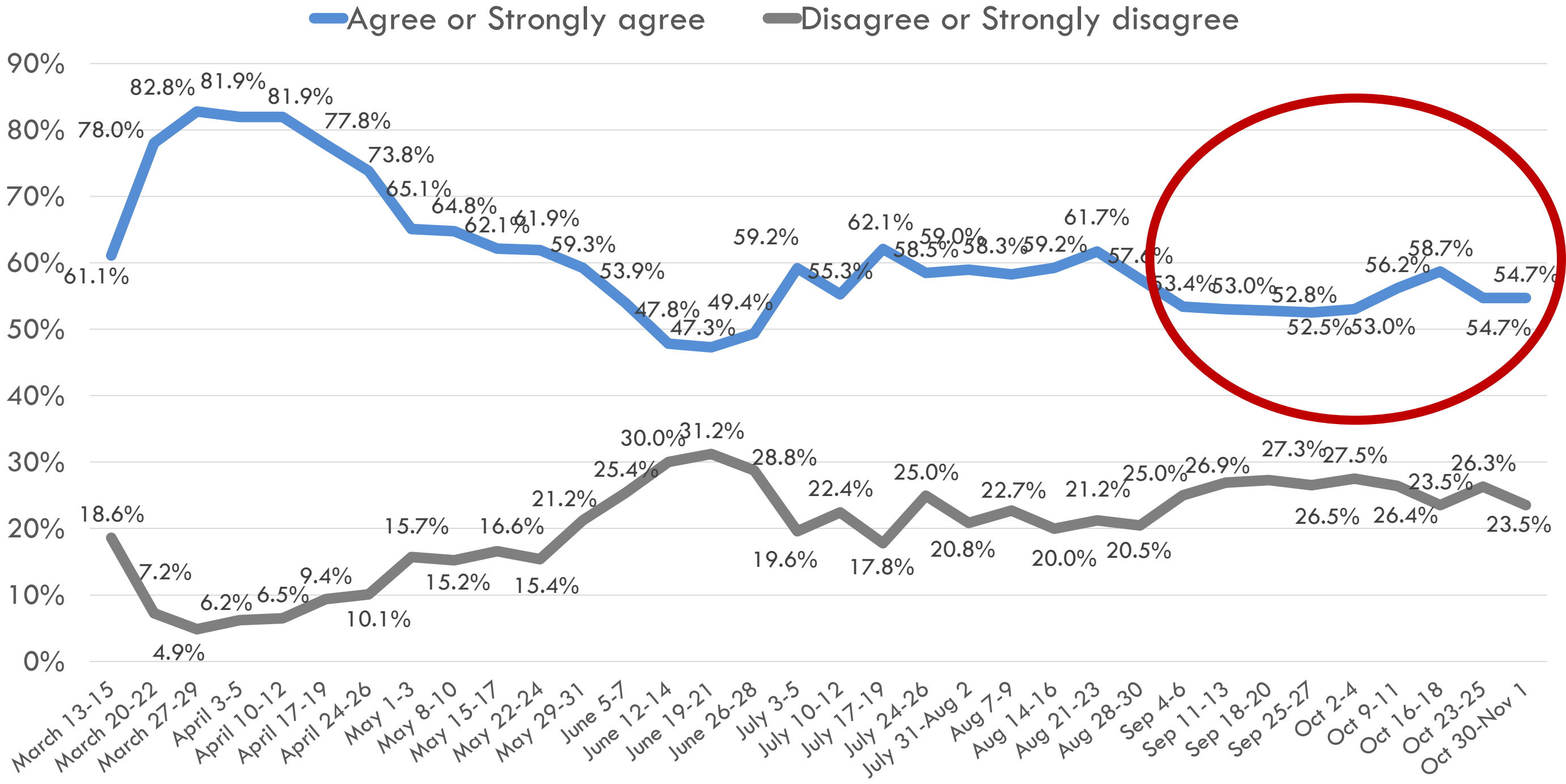
How much do you agree with the following statement?

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



(Base: Waves 1-34. 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 and 1,203 completed surveys.)

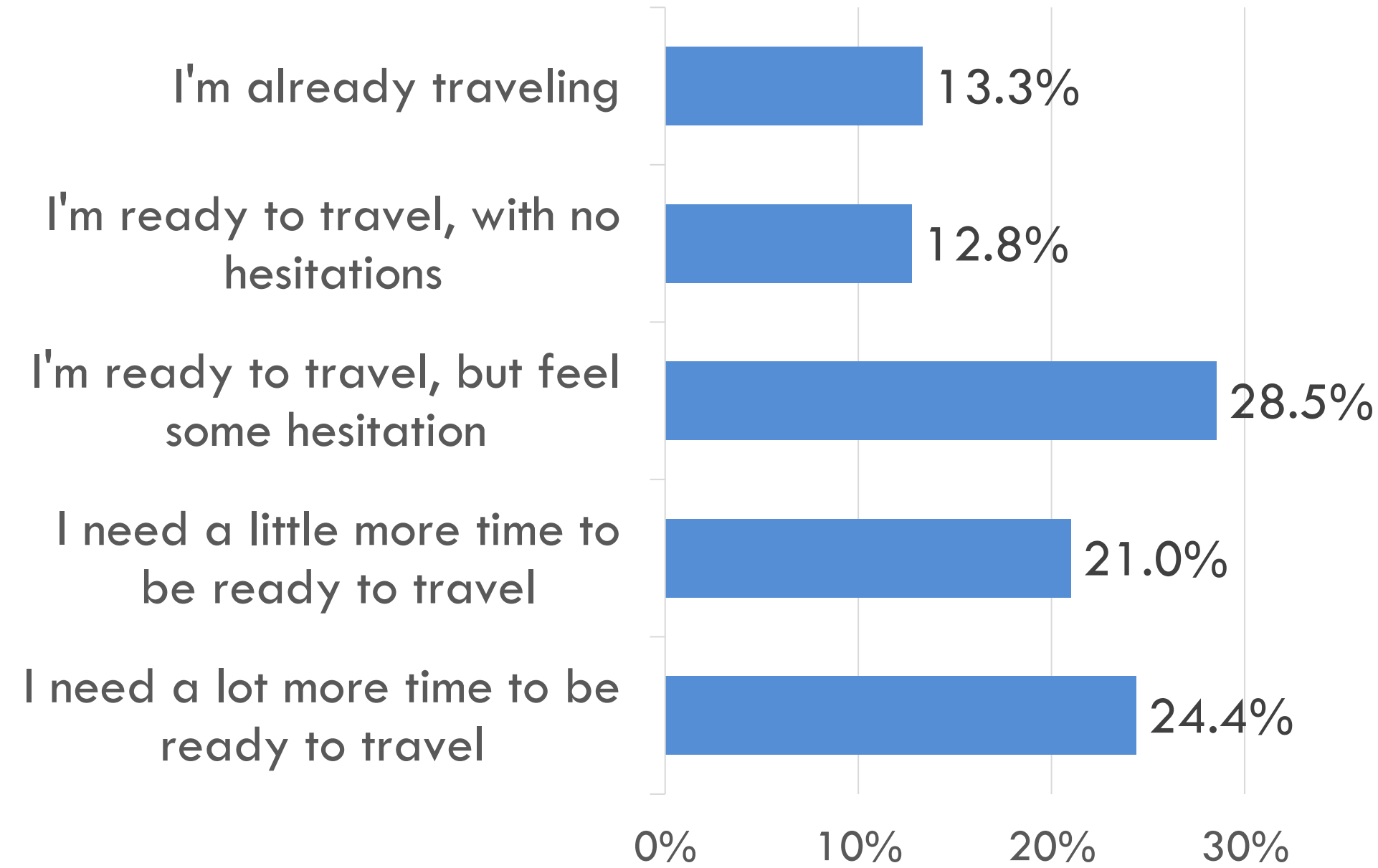
## Historical data





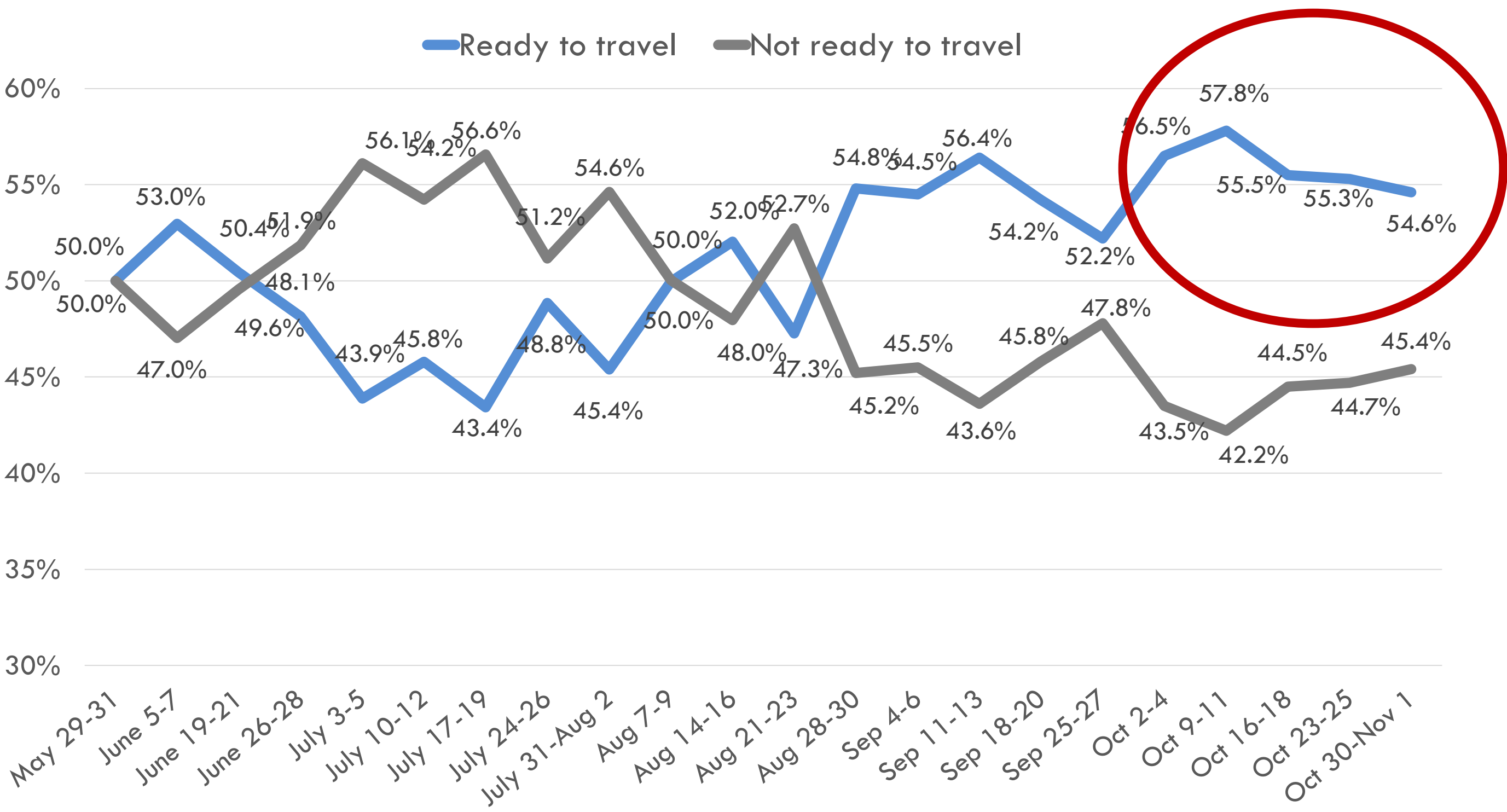
# TRAVEL STATE-OF-MIND

**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 15-34. 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 and 1,203 completed surveys.)

Historical data

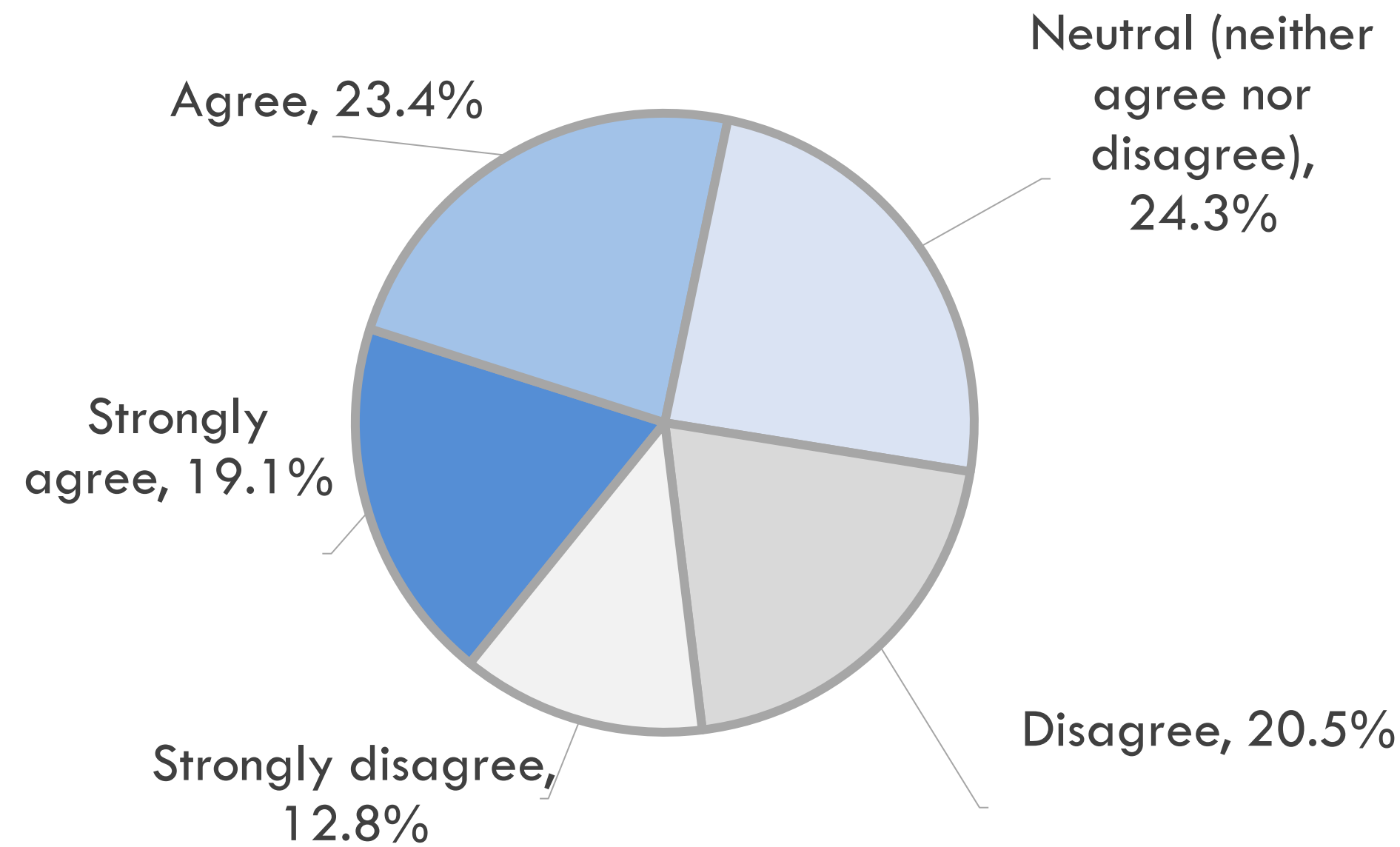




# LOSS OF INTEREST IN TRAVEL

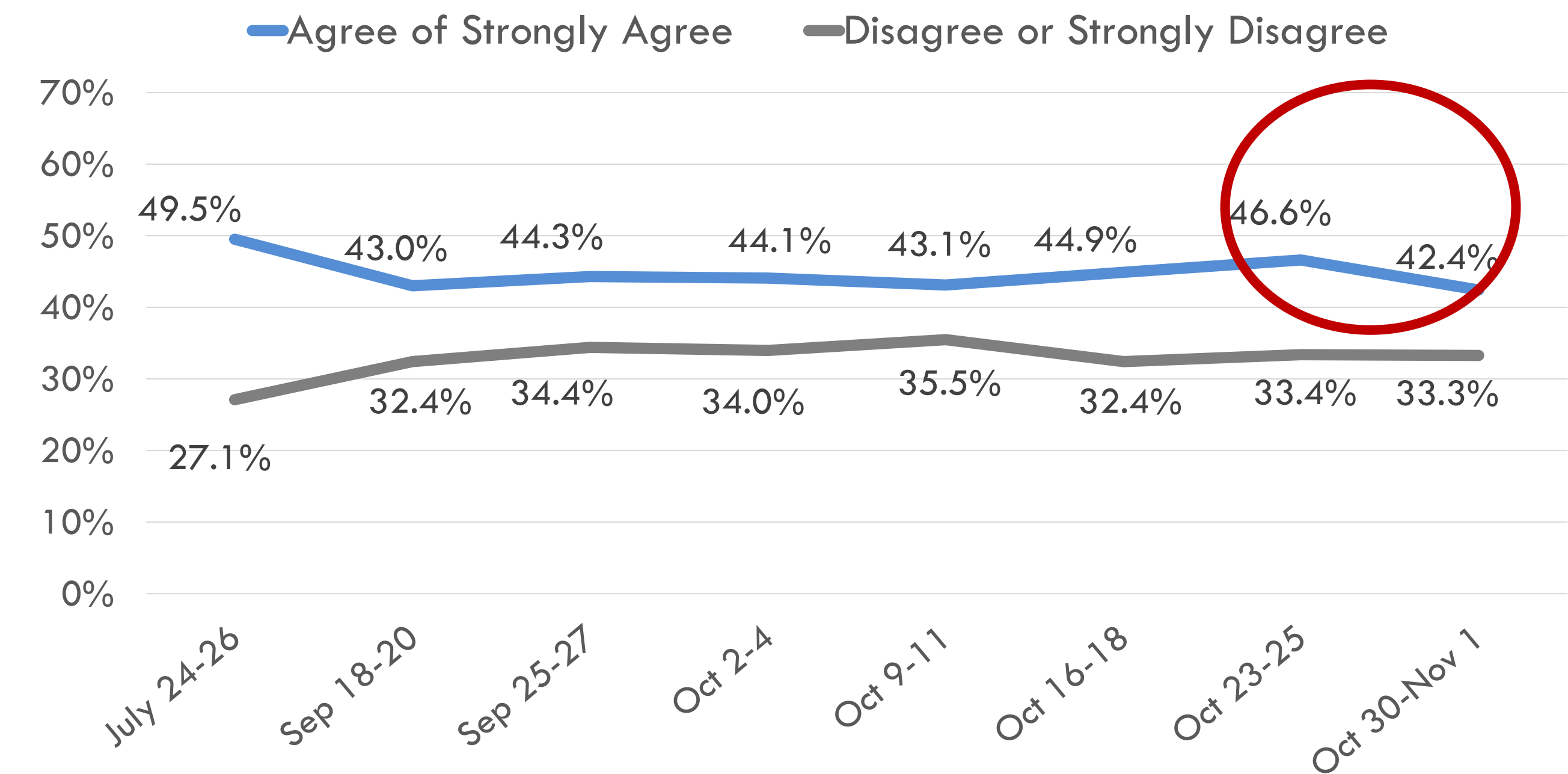
How much do you agree with the following statement?

**Statement:** I have lost my interest in/taste for traveling for the time being.



(Base: Waves 20, 28-34 data. All respondents, 1,206, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203 and 1,203 completed surveys.)

## Historical data



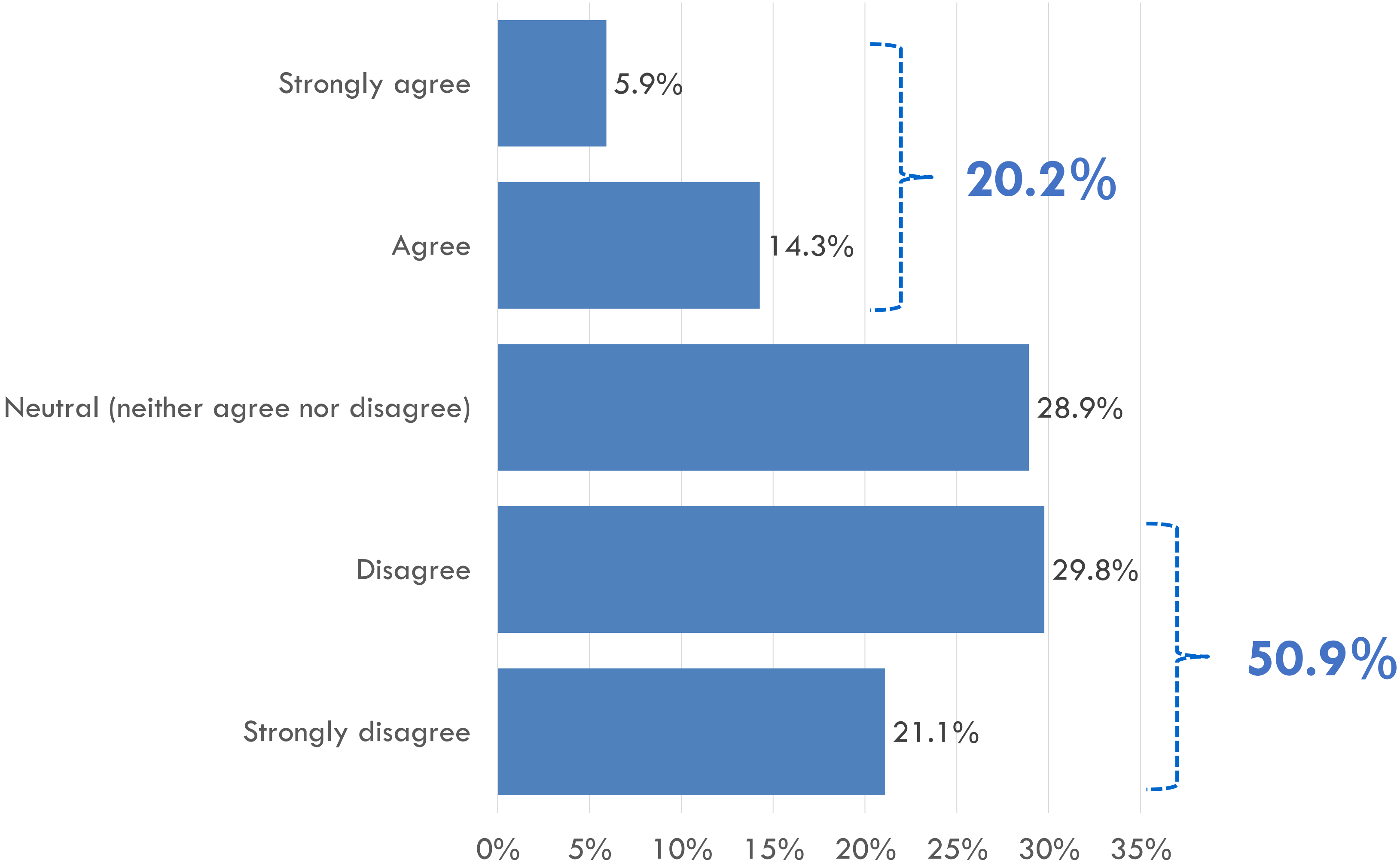


# TRAVELING MORE LATELY

**Question:** How much do you agree or disagree with the following statements?

It seems that people in my personal network are traveling more lately.

(Base: Wave 34 data. All respondents, 1,203 completed surveys. Data collected Oct 30-Nov.1, 2020)



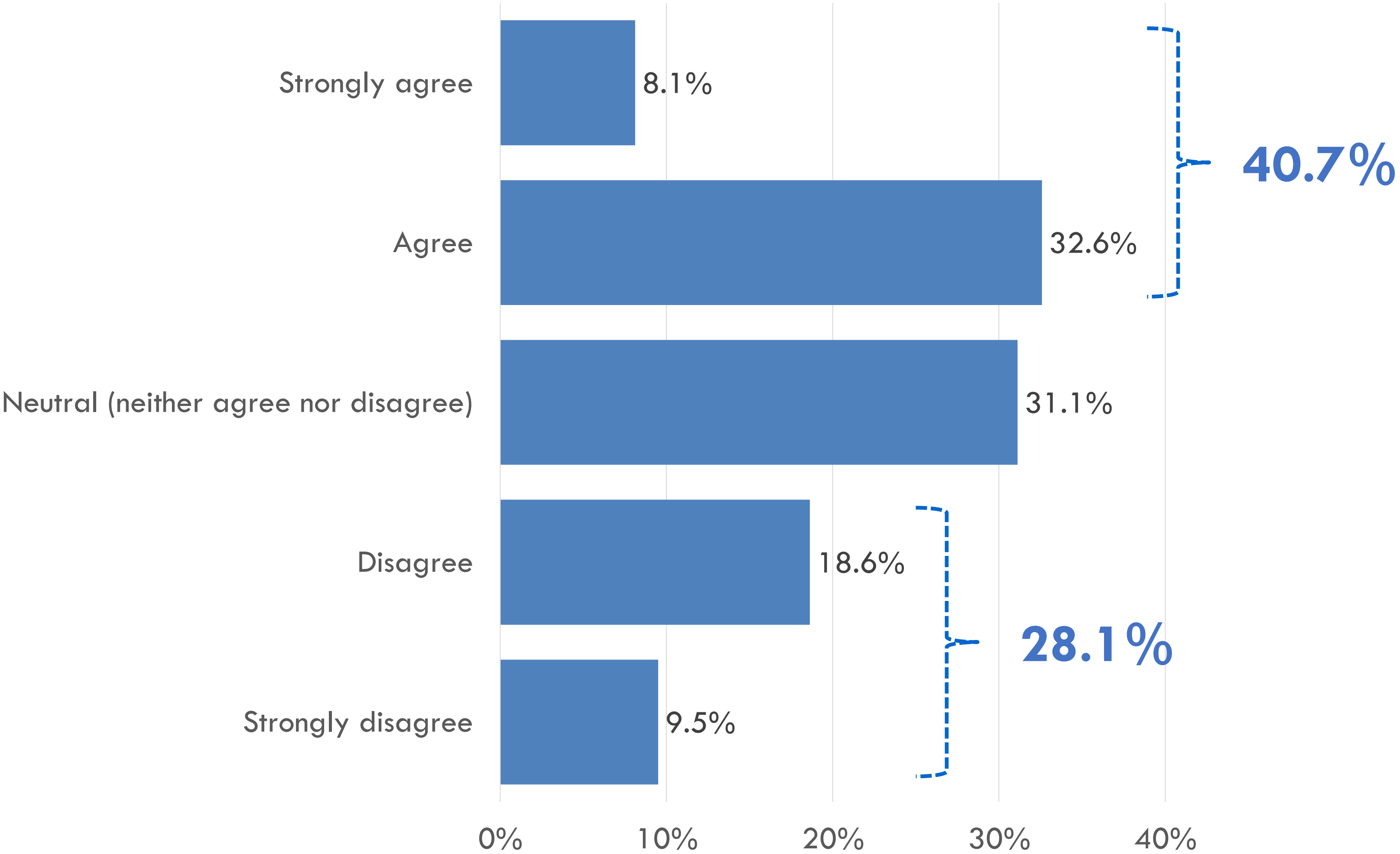


# PEOPLE GOING OUT MORE LATELY

**Question:** How much do you agree or disagree with the following statements?

**It seems that people in my community are going out more lately.**

*(Base: Wave 34 data. All respondents, 1,203 completed surveys. Data collected Oct 30-Nov.1, 2020)*







# KEY TAKEAWAYS

1. Most travelers have bought into concerns of a winter surge in Coronavirus cases, and we are seeing rapidly deteriorating expectations for near-term prospects for the pandemic improving.
2. The worsening feelings continue to negatively impact sentiment towards travel in the near-term. Excitement levels about taking a getaway in the next month, openness to travel inspiration, and confidence they can travel safely decreased, while perceptions of travel activities as unsafe again increased.
3. These feelings extend into greater emotional depth. Fully half agree that traveling right now feels irresponsible. Over 40% feel, or would feel, guilty traveling right now.
4. However, given travel's importance to Americans, it continues. This week, fewer agree that they have lost their interest in/taste for traveling for the time being. Americans travel readiness state-of-mind remained stable (54.6%), as did the proportion that say they will engage in travel avoidance until the coronavirus situation is more resolved (54.7%).





# Priorities & Emotions

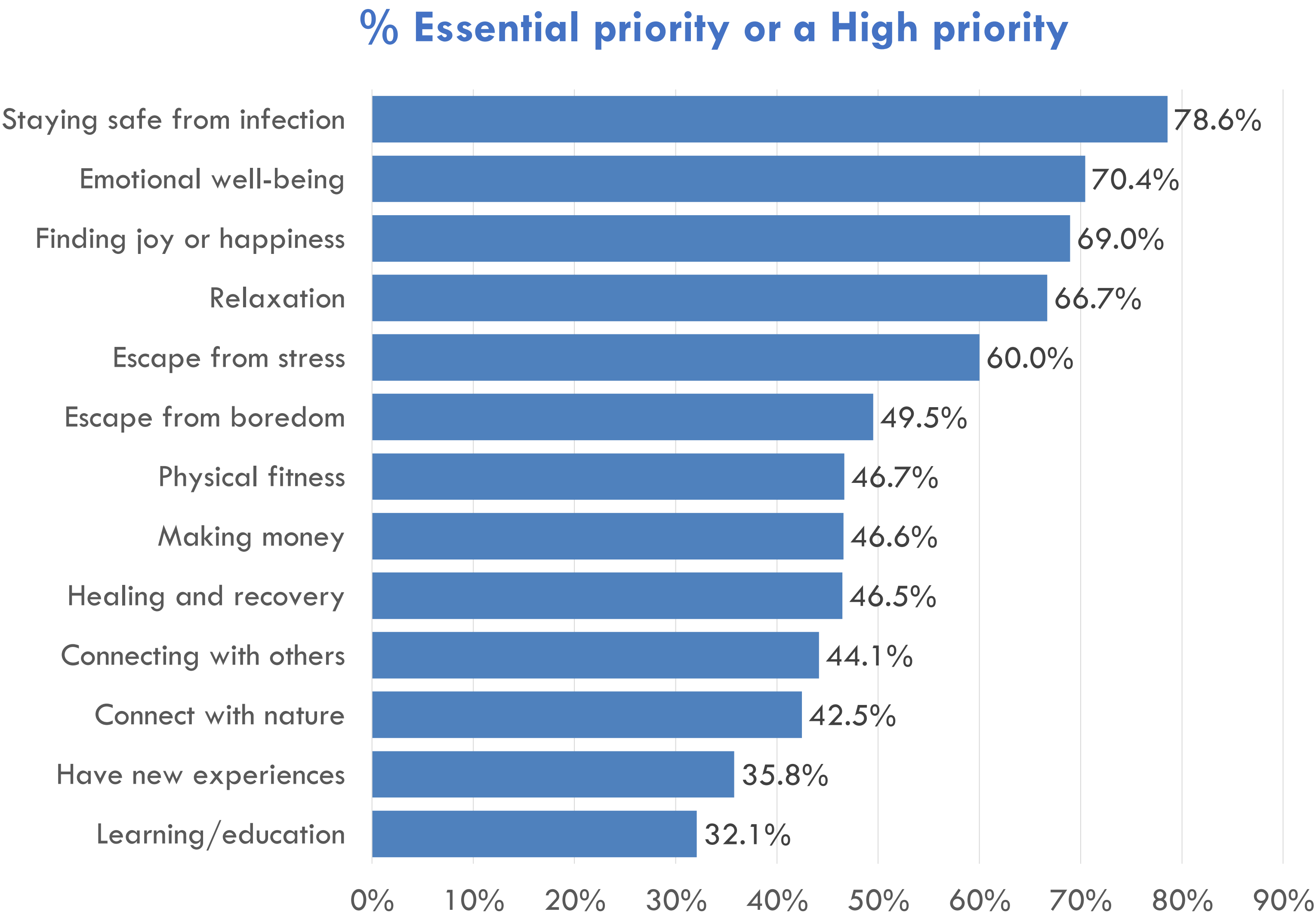




# LIFESTYLE PRIORITIES (NEXT 6 MONTHS)

**Question:** Tell us about your lifestyle priorities in the next six months. However you personally define each, use the scale provided to indicate how you will prioritize these in the next SIX (6) MONTHS.

(Base: Wave 34 data. All respondents, 1,203 completed surveys. Data collected Oct 30-Nov.1, 2020)

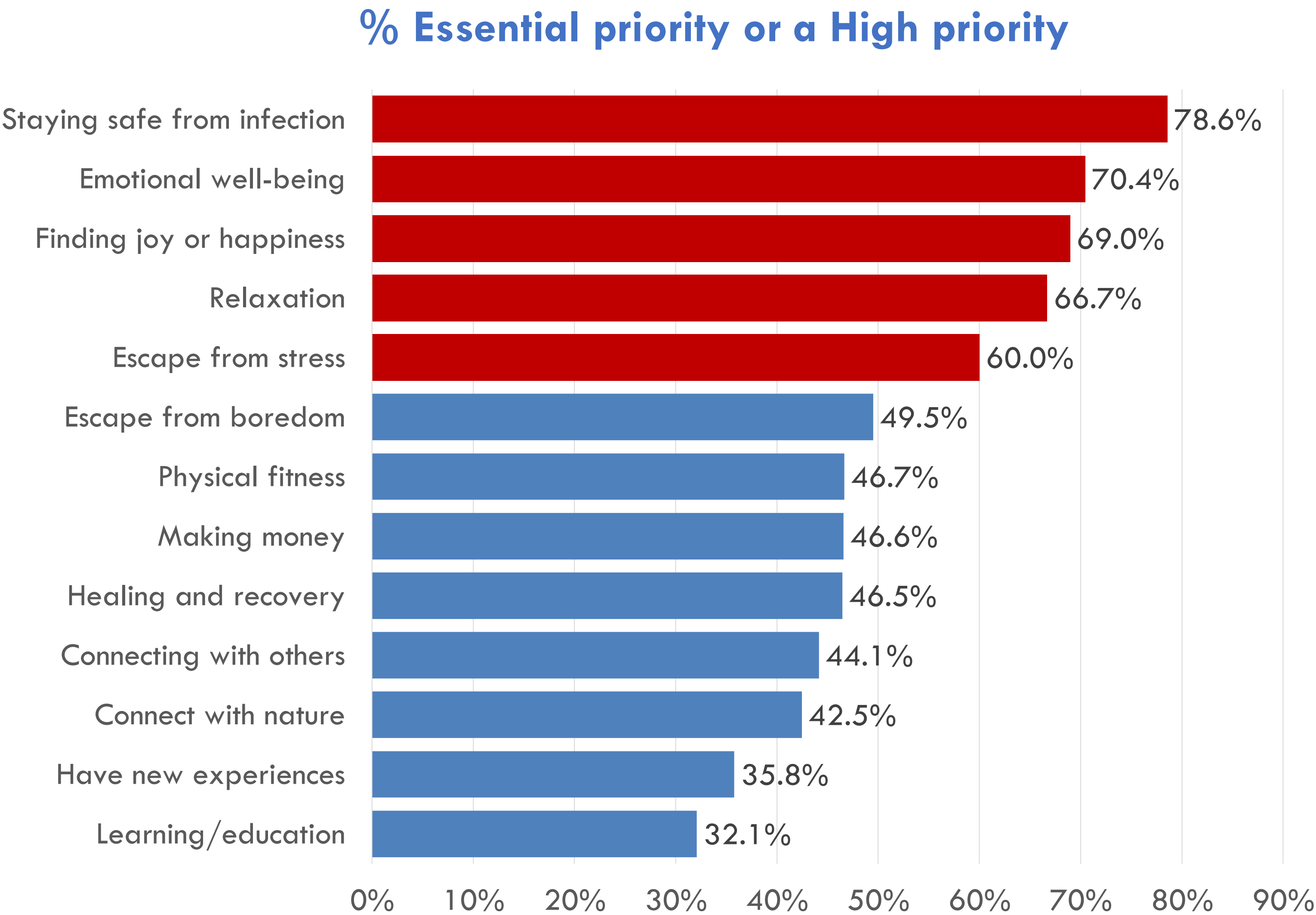




# LIFESTYLE PRIORITIES (NEXT 6 MONTHS)

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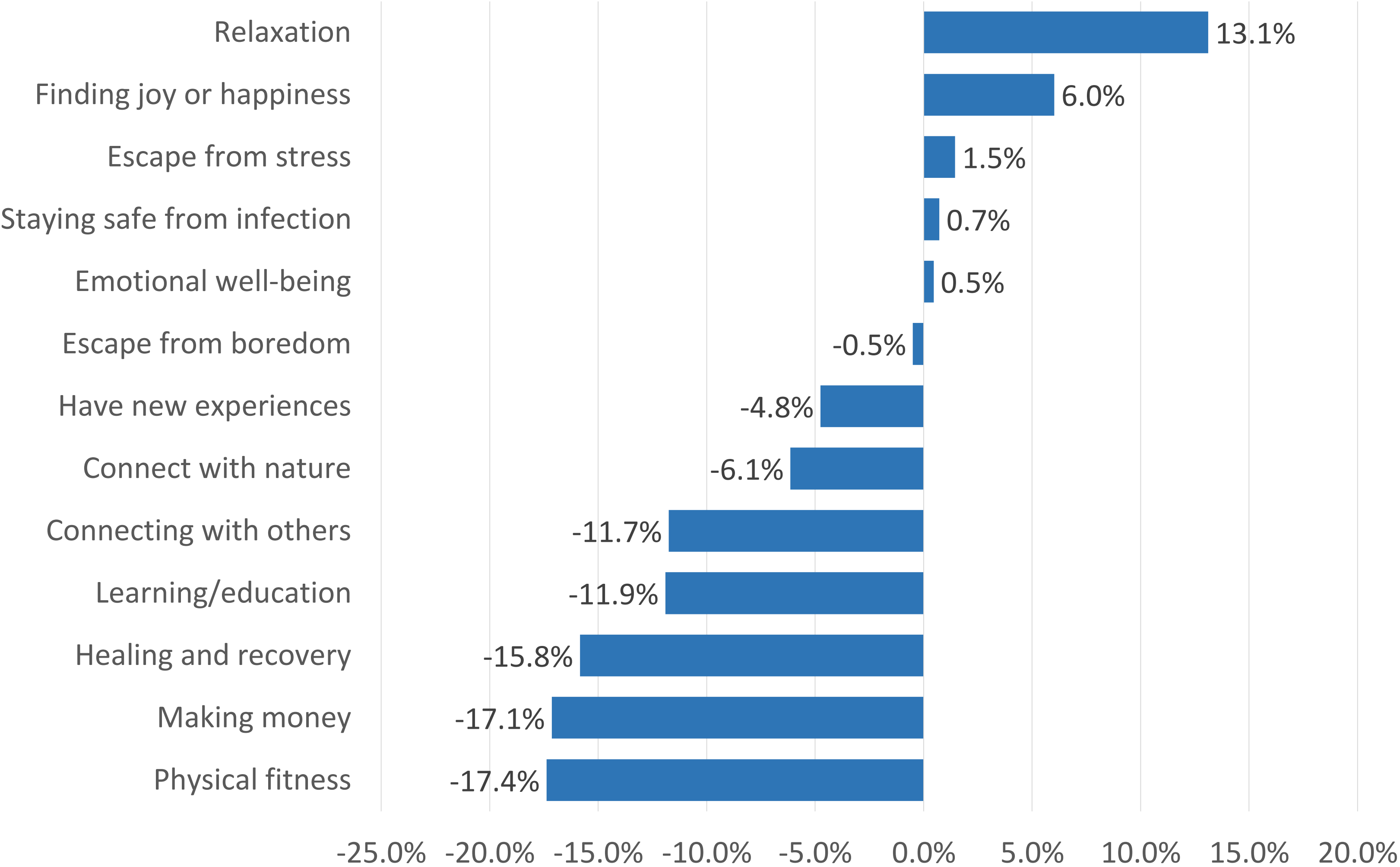
(Base: Wave 34 data. All respondents, 1,203 completed surveys. Data collected Oct 30-Nov.1, 2020)





# LIFESTYLE PRIORITIES (% CHANGE FROM APRIL)

**Question:** Tell us about your lifestyle priorities in the next six months. However you personally define each, use the scale provided to indicate how you will prioritize these in the next SIX (6) MONTHS.

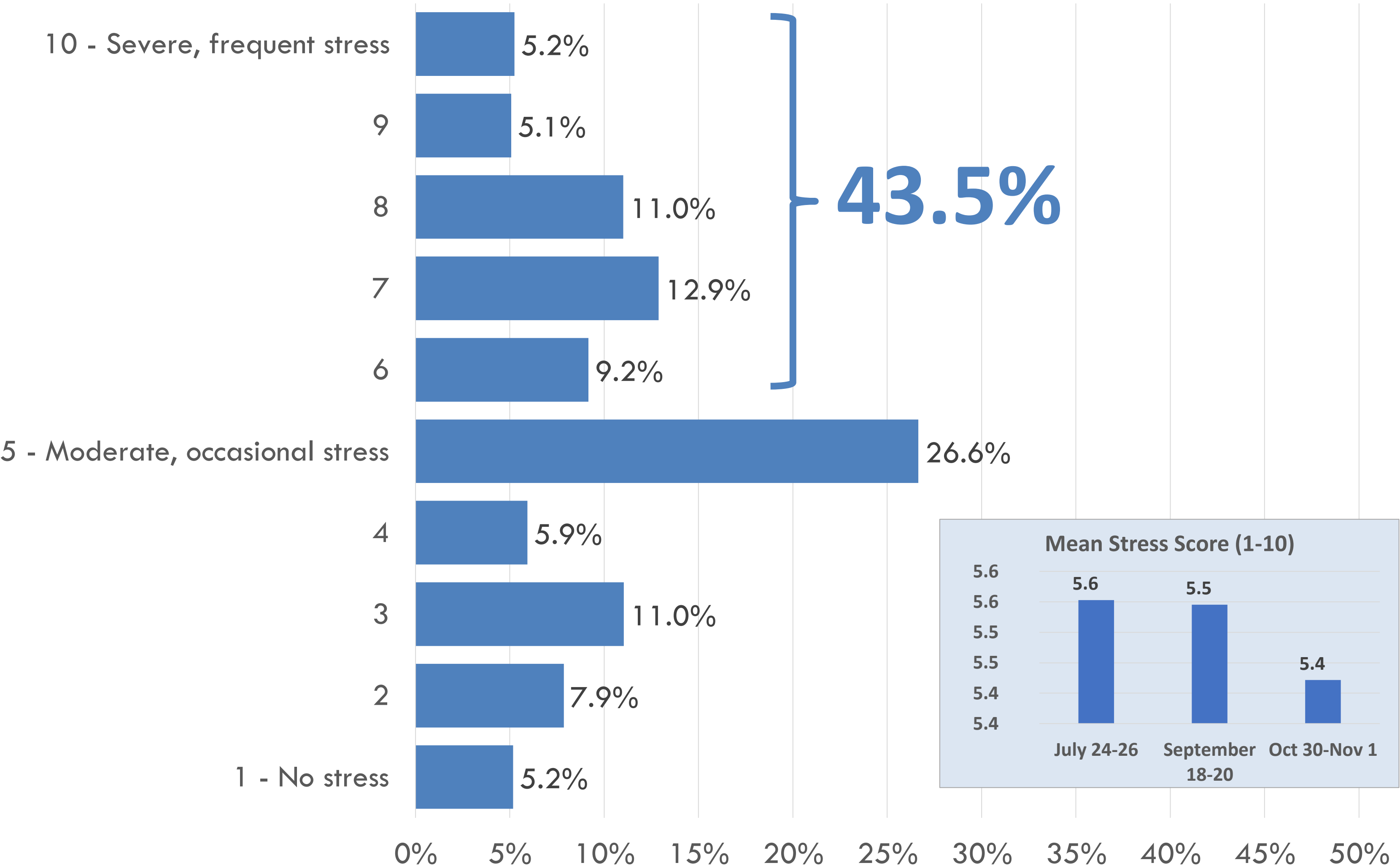




# DAILY STRESS LEVEL (PAST MONTH)

**Question:** Thinking about the last month, please rate your average level of daily stress from 1 - 10.

(Base: Wave 34 data. All respondents, 1,203 completed surveys. Data collected Oct 30-Nov.1, 2020)



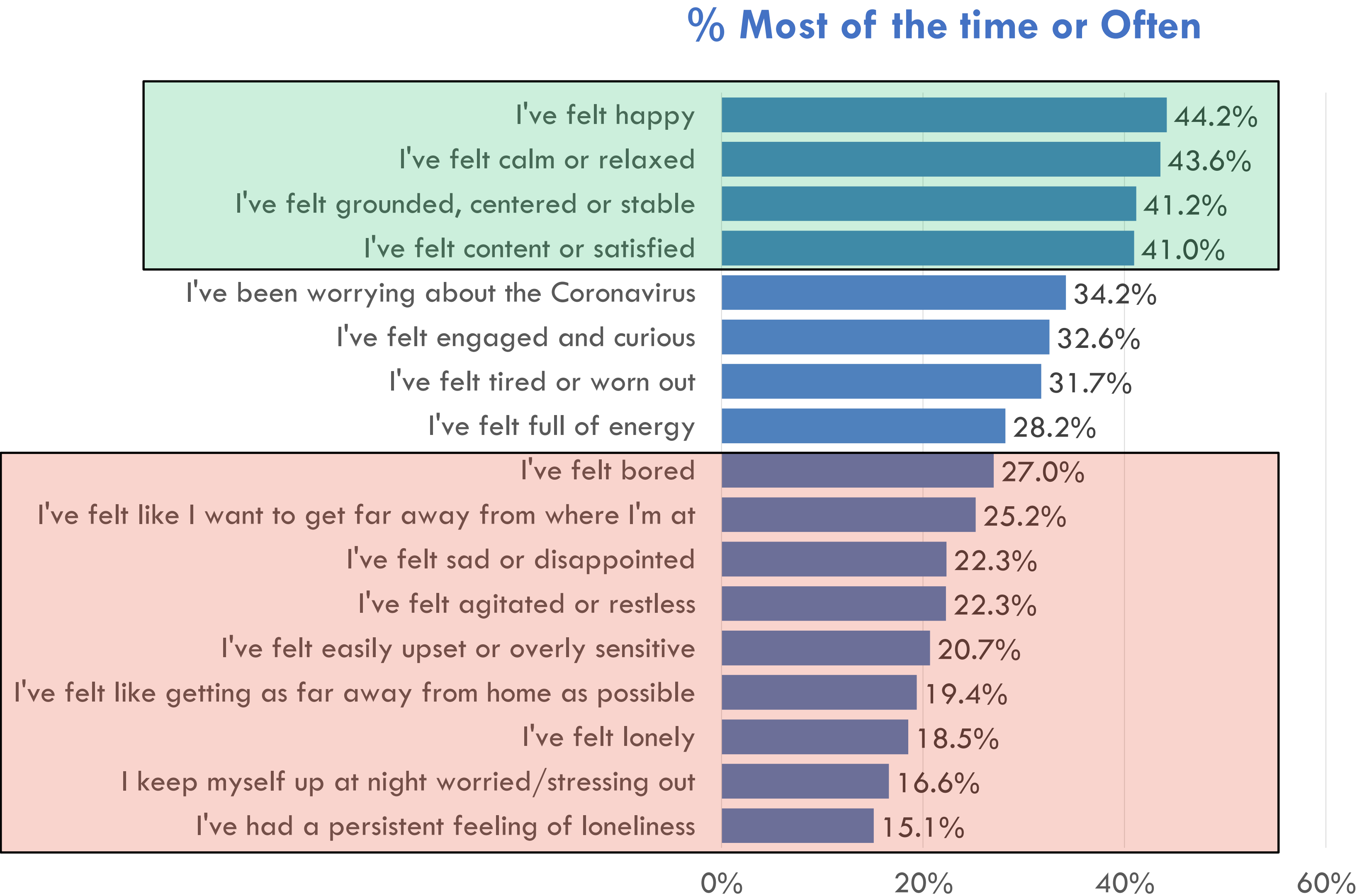


# PERSONAL FEELINGS (PAST MONTH)

**Question:** Please tell us about how you have been feeling DURING THE LAST MONTH.

Using the scale below, tell us how often you feel each?

(Base: Wave 34 data. All respondents, 1,203 completed surveys. Data collected Oct 30-Nov.1, 2020)

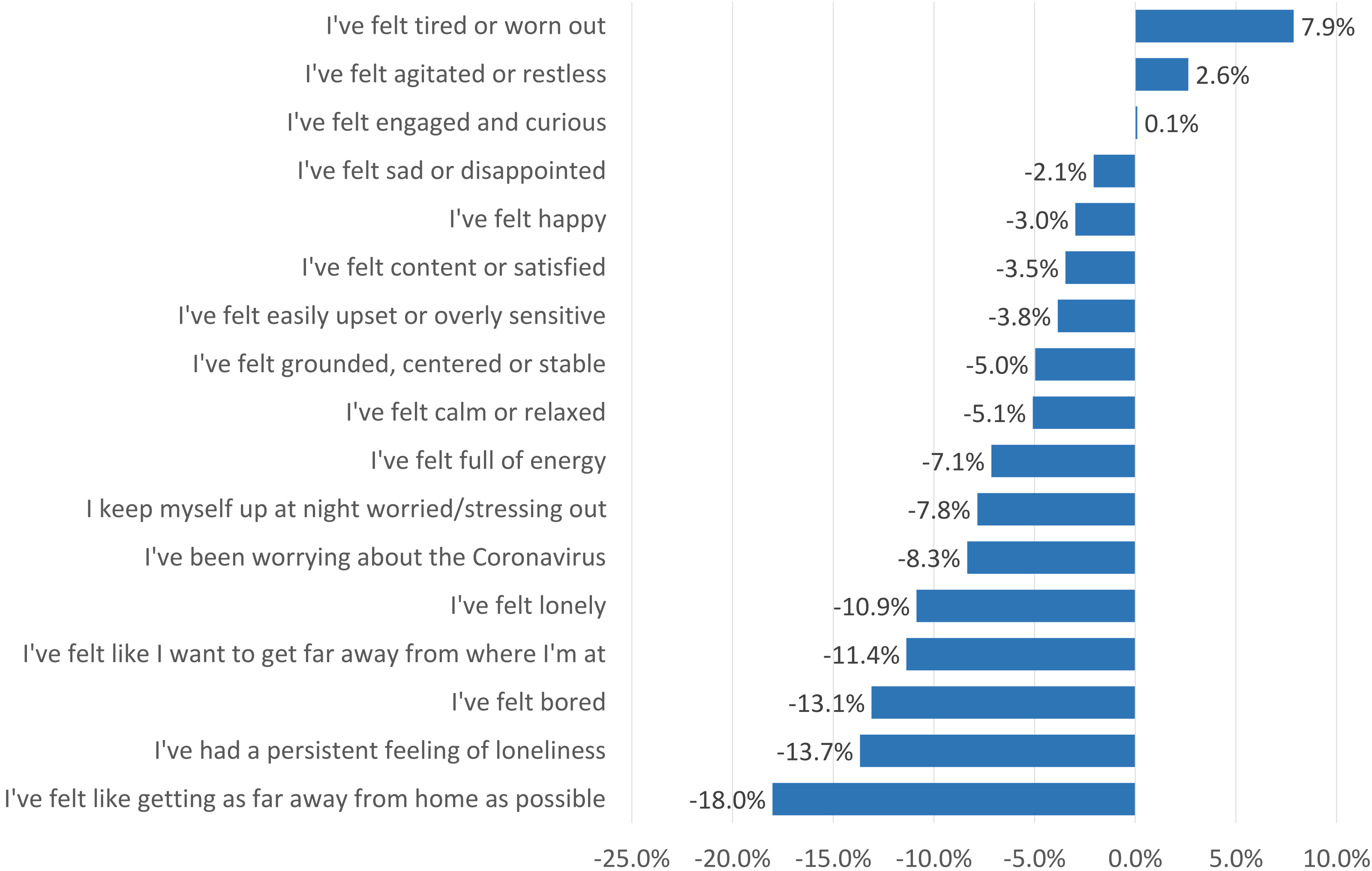




# PERSONAL FEELINGS (% CHANGE FROM JULY)

**Question:** Please tell us about how you have been feeling DURING THE LAST MONTH.

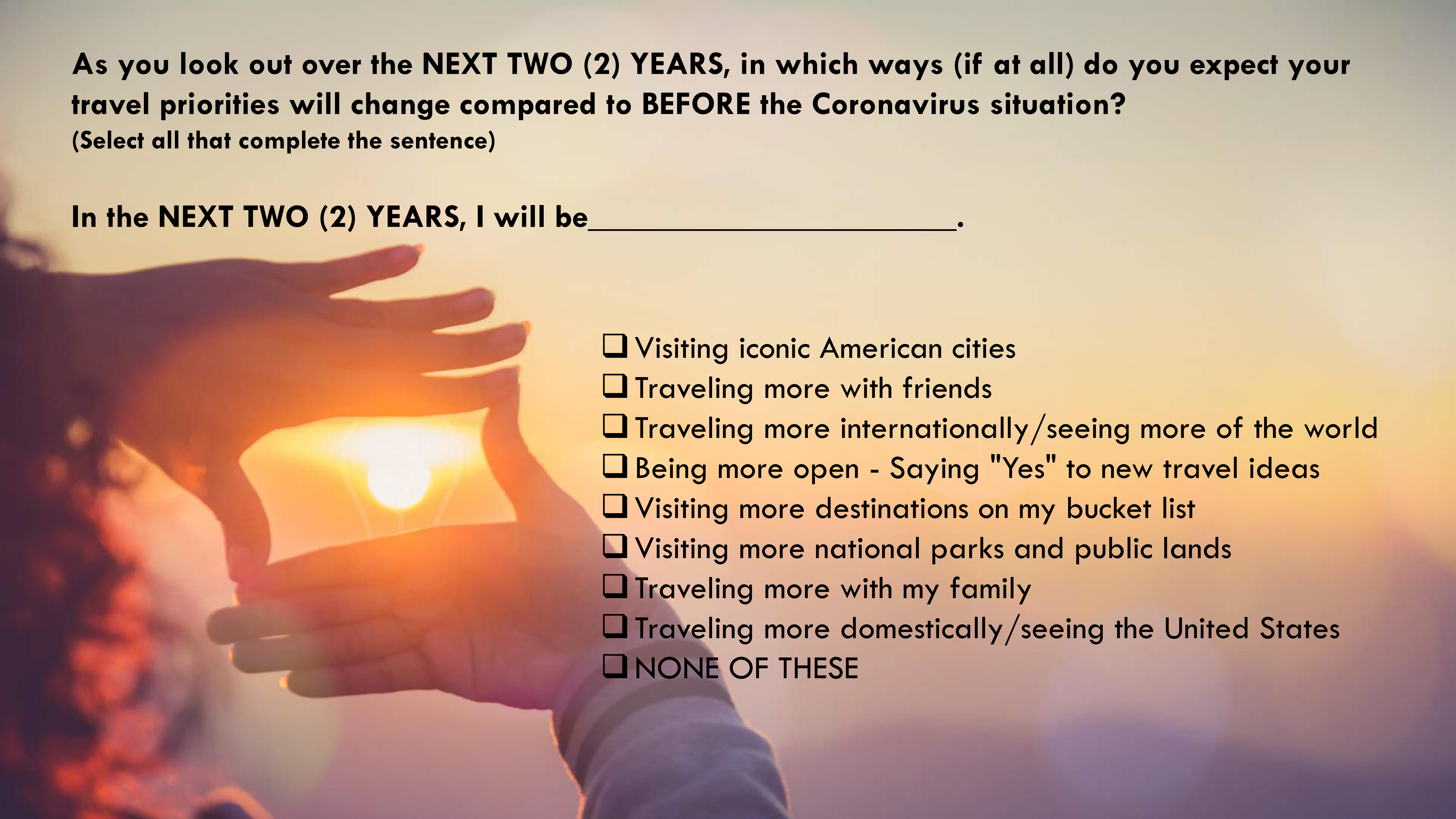
Using the scale below, tell us how often you feel each?





**As you look out over the NEXT TWO (2) YEARS, in which ways (if at all) do you expect your travel priorities will change compared to BEFORE the Coronavirus situation?**  
(Select all that complete the sentence)

**In the NEXT TWO (2) YEARS, I will be\_\_\_\_\_.**

- 
- A background image showing two hands, one from the left and one from the right, cupping a bright, glowing orb. The scene is set against a warm, orange-hued sunset or sunrise sky with soft clouds. The hands are silhouetted against the bright light of the orb.
- ☐ Visiting iconic American cities
  - ☐ Traveling more with friends
  - ☐ Traveling more internationally/seeing more of the world
  - ☐ Being more open - Saying "Yes" to new travel ideas
  - ☐ Visiting more destinations on my bucket list
  - ☐ Visiting more national parks and public lands
  - ☐ Traveling more with my family
  - ☐ Traveling more domestically/seeing the United States
  - ☐ NONE OF THESE

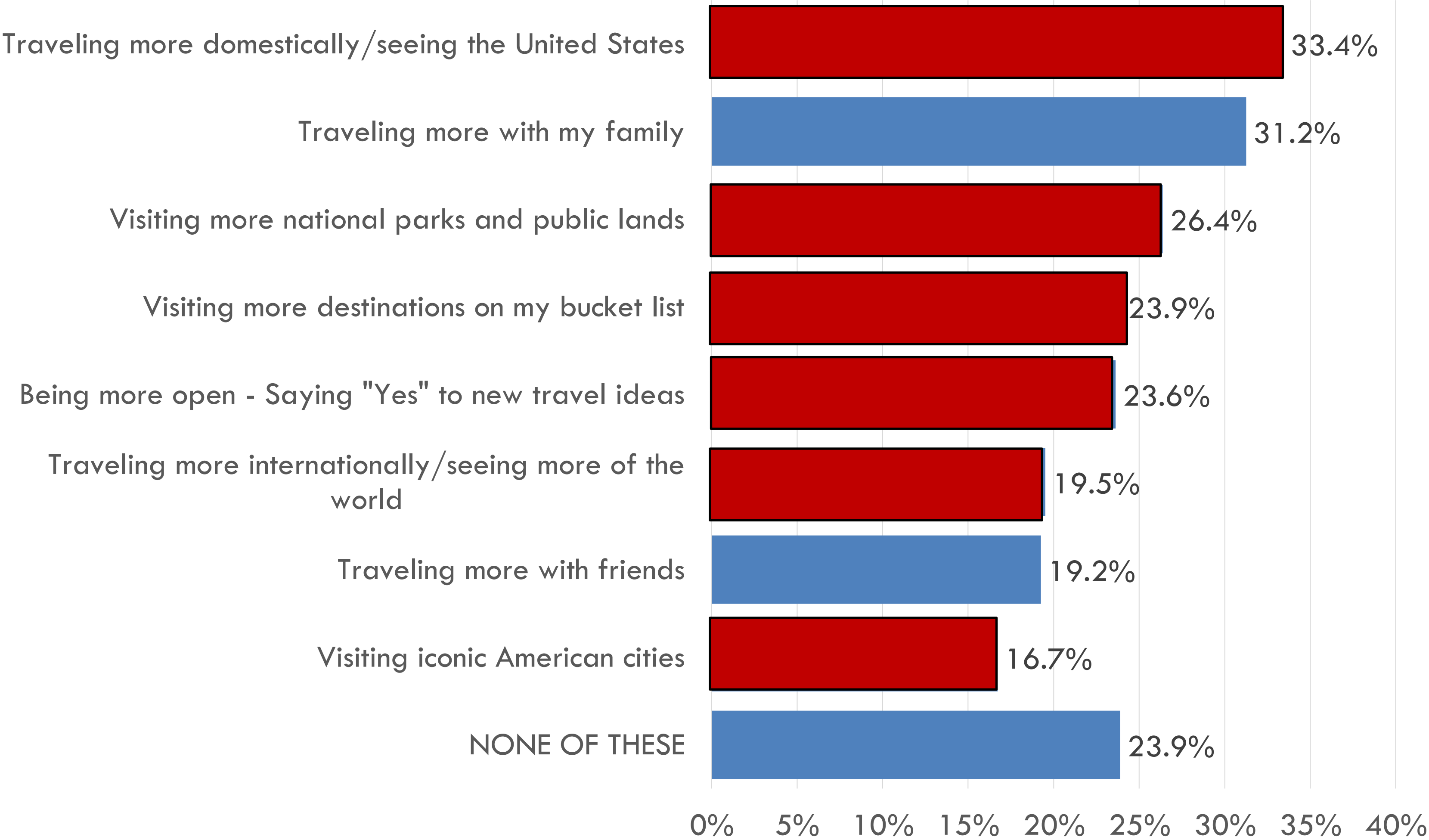


# FUTURE TRAVEL PRIORITIES

**Question:** As you look out over the NEXT TWO (2) YEARS, in which ways (if at all) do you expect your travel priorities will change compared to BEFORE the Coronavirus situation? (Select all that complete the sentence)

In the NEXT TWO (2) YEARS, I will be \_\_\_\_\_.

(Base: Wave 34 data. All respondents, 1,203 completed surveys. Data collected Oct 30-Nov.1, 2020)

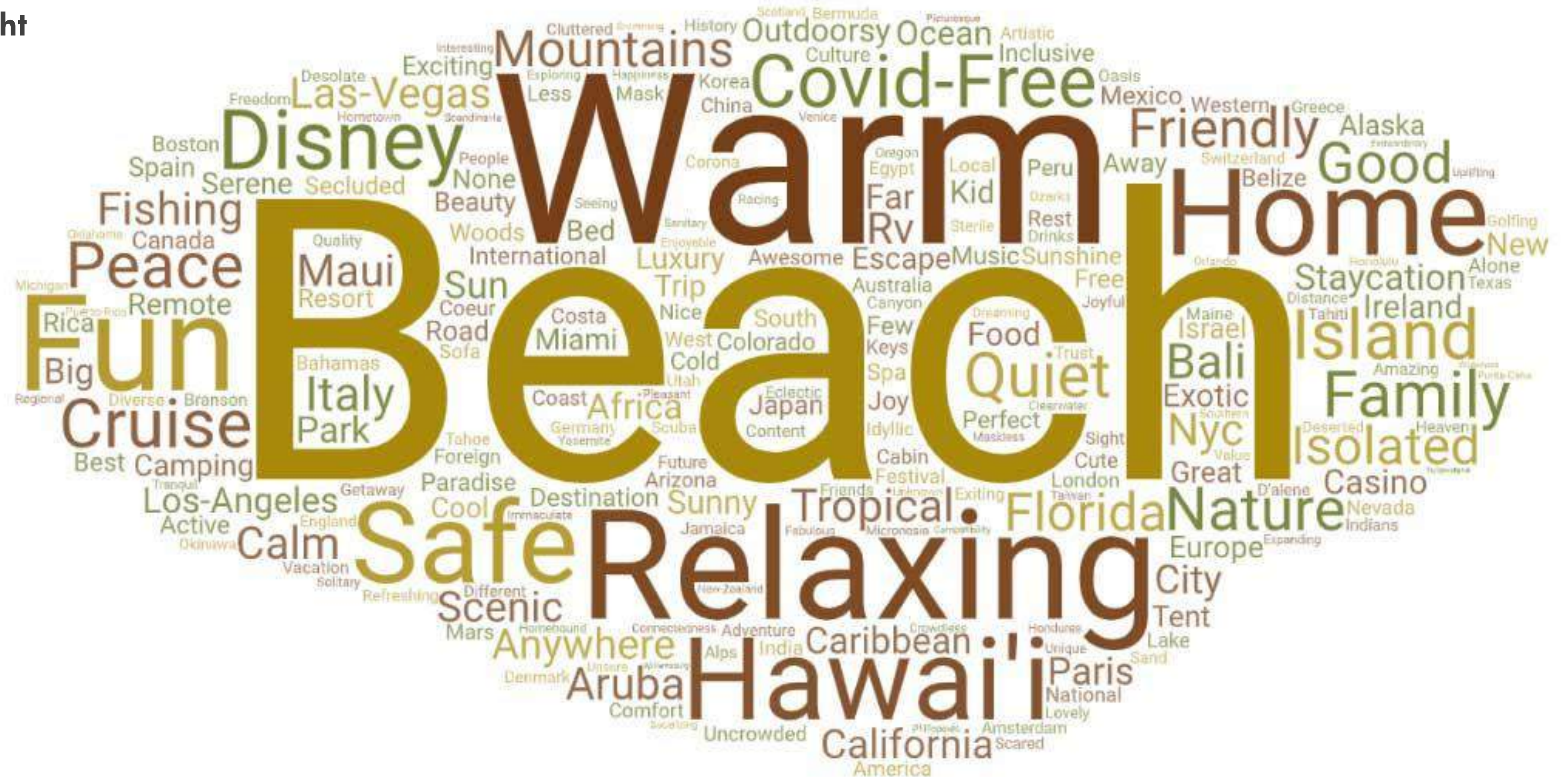




# THE PERFECT VACATION DESTINATION: RIGHT NOW

**Question:** What ONE WORD would best describe the perfect vacation destination for you right now?

(Base: Wave 34 data. All respondents,  
1,203 completed surveys. Data collected  
Oct 30-Nov.1, 2020)





# KEY TAKEAWAYS

1. Staying safe from infection remains a top lifestyle priority, yet significant growth has been seen in a desire to prioritize relaxation in traveler's lives.
2. Reported daily stress levels have declined since the summer.
3. Travelers report generally positive feelings dominating their emotional worlds. However, increasing levels of feeling "tired and worn out" are also noted.
4. Feelings of wanting to "get away" have dropped significantly since July.
5. An opportunity for domestic travel to replace international in the post-pandemic period seems evident. Yet, the challenges faced by cities may linger.







# Thanksgiving Travel

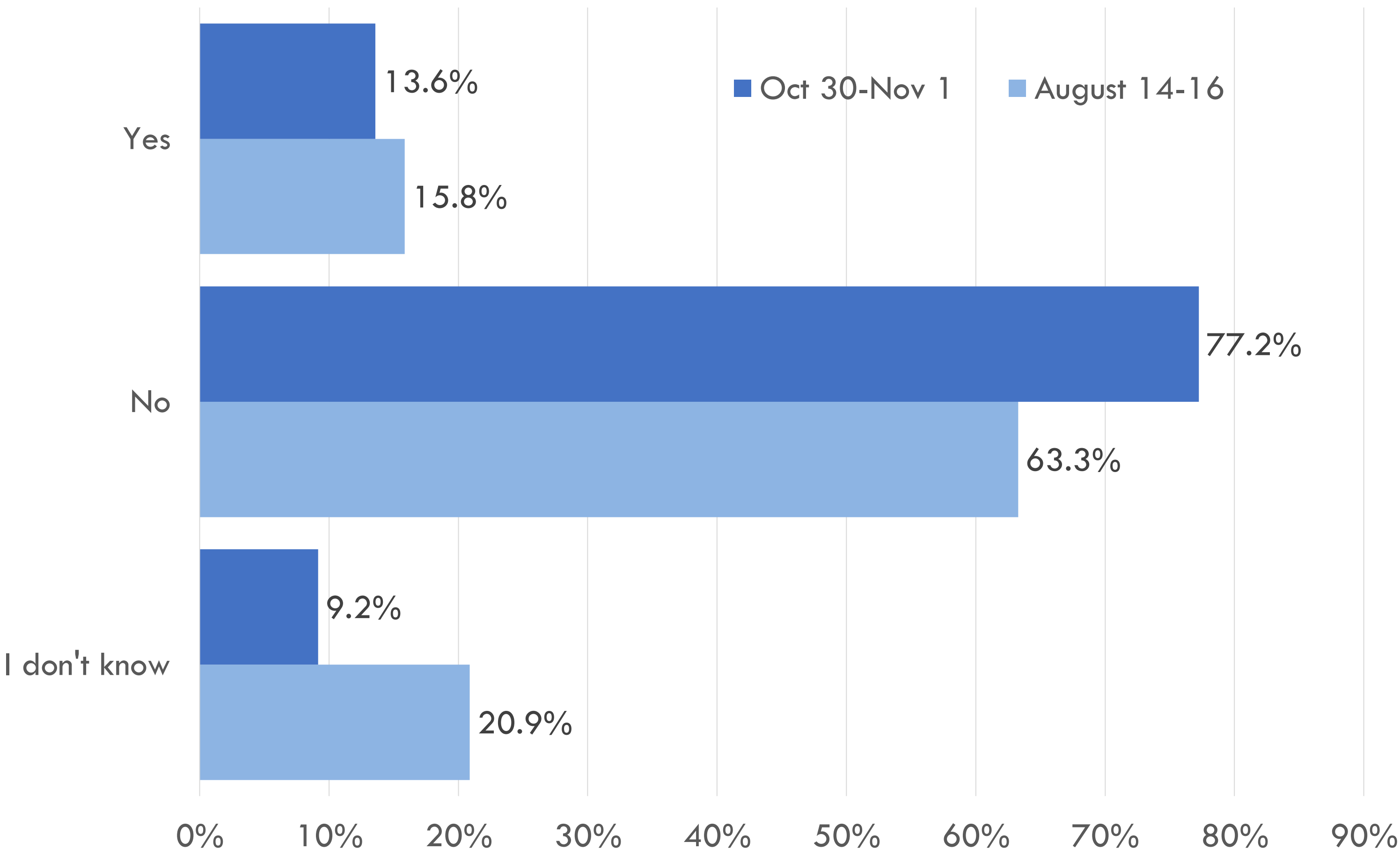




# EXPECTED THANKSGIVING TRAVEL

**Question:** Will you be traveling over the Thanksgiving holiday (50 miles or more from your home) this year?

(Base: Wave 34 data. All respondents, 1,203 completed surveys. Data collected Oct 30-Nov.1, 2020)

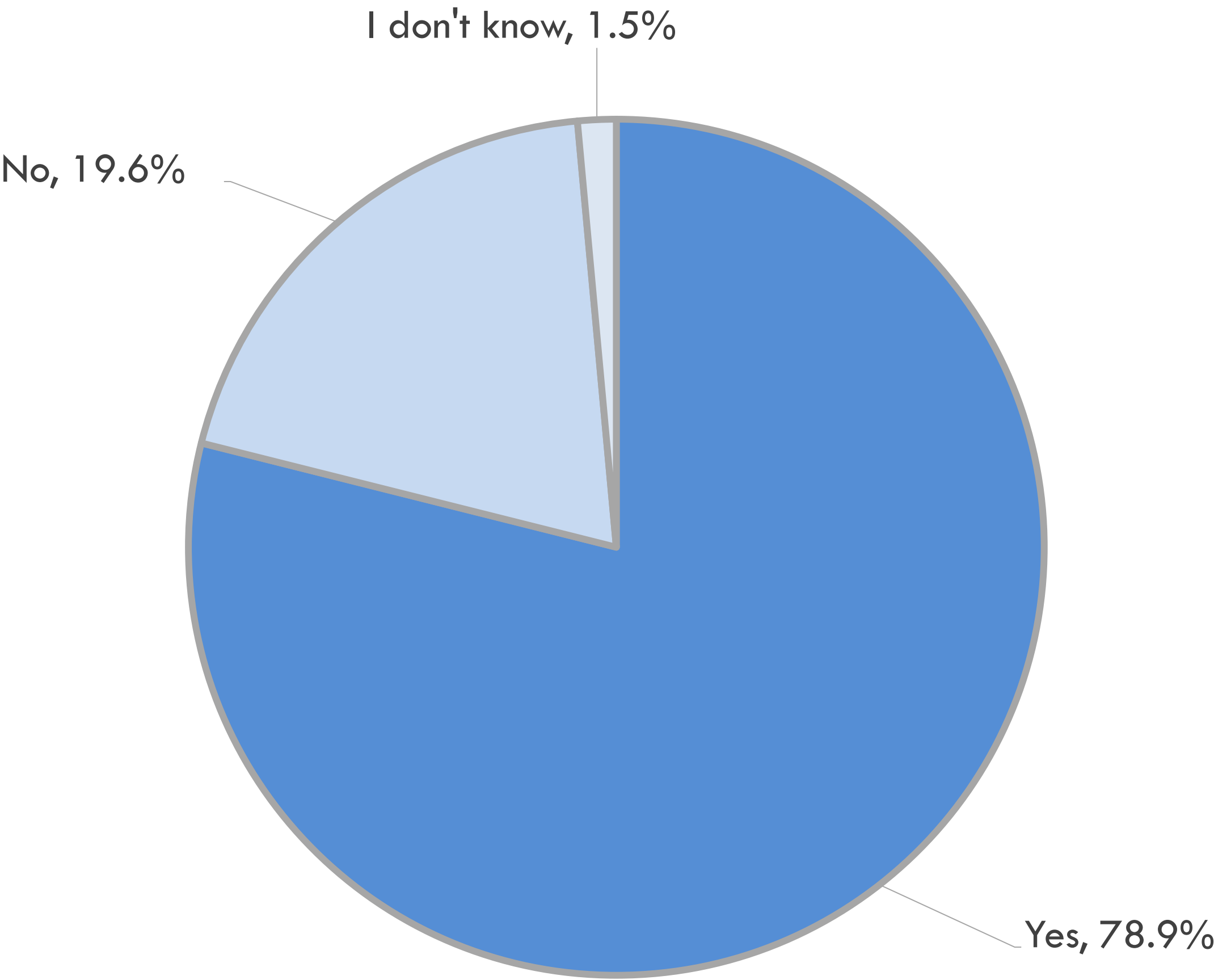




# THANKSGIVING TRAVEL TO SEE FRIENDS & RELATIVES

**Question:** Over the Thanksgiving holiday, will you travel primarily to spend time with friends and family in their homes?

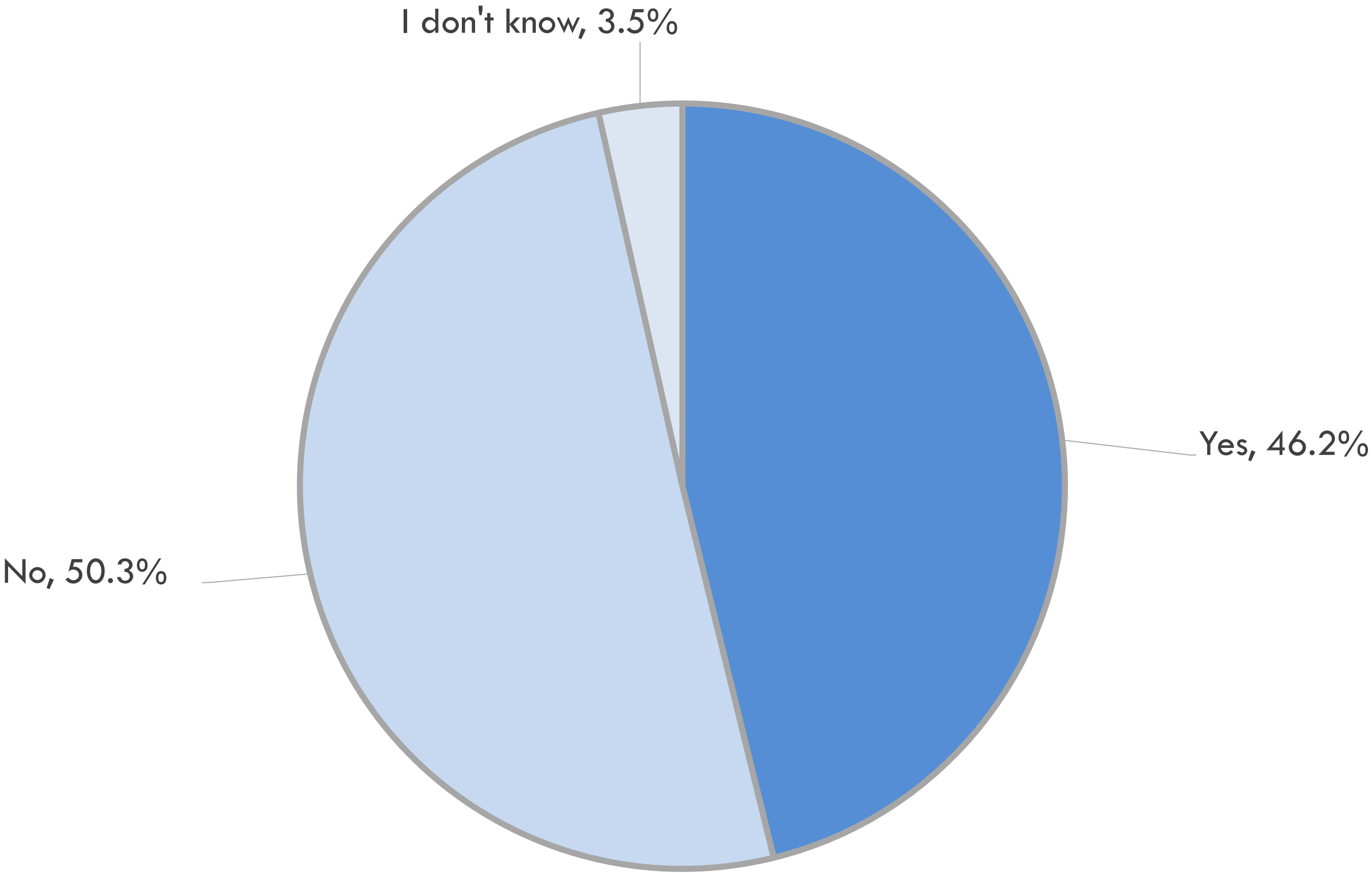
*(Base: Wave 34 data. Respondents traveling for Thanksgiving. 159 completed surveys. Data collected Oct 30-Nov.1, 2020)*



# THANKSGIVING TRAVEL AS A VACATION

**Question:** Over the Thanksgiving holiday, will you travel primarily to take a vacation or weekend getaway?

(Base: Wave 34 data. Respondents traveling for Thanksgiving. 159 completed surveys. Data collected Oct 30-Nov.1, 2020)



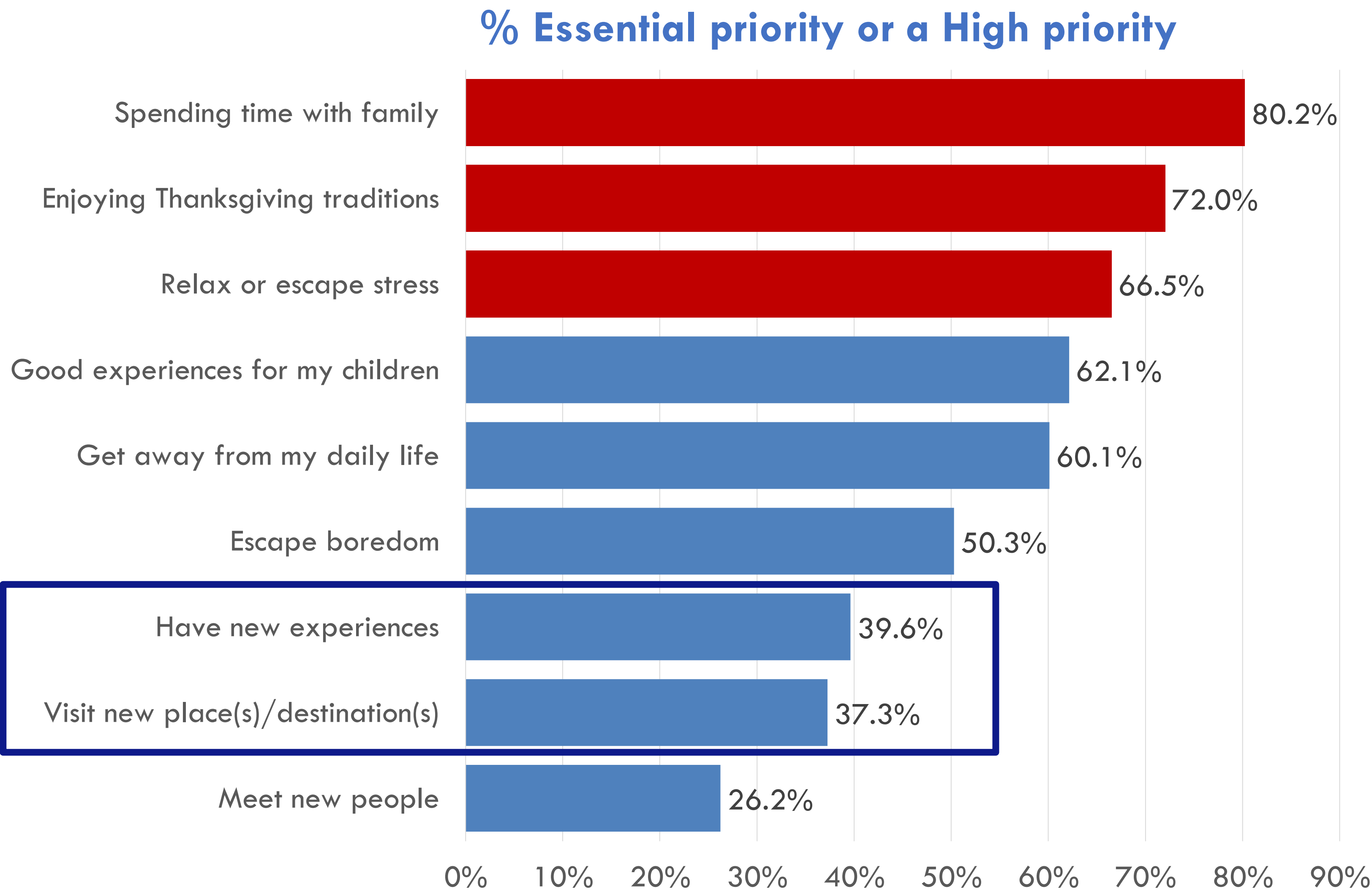


# THANKSGIVING TRAVEL: EXPERIENCES PRIORITIZED

**Question:** Thinking about your Thanksgiving holiday travel this year, what experiences will you prioritize?

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

(Base: Wave 34 data. Respondents traveling for Thanksgiving. 159 completed surveys. Data collected Oct 30-Nov.1, 2020)





# Where will they sleep?

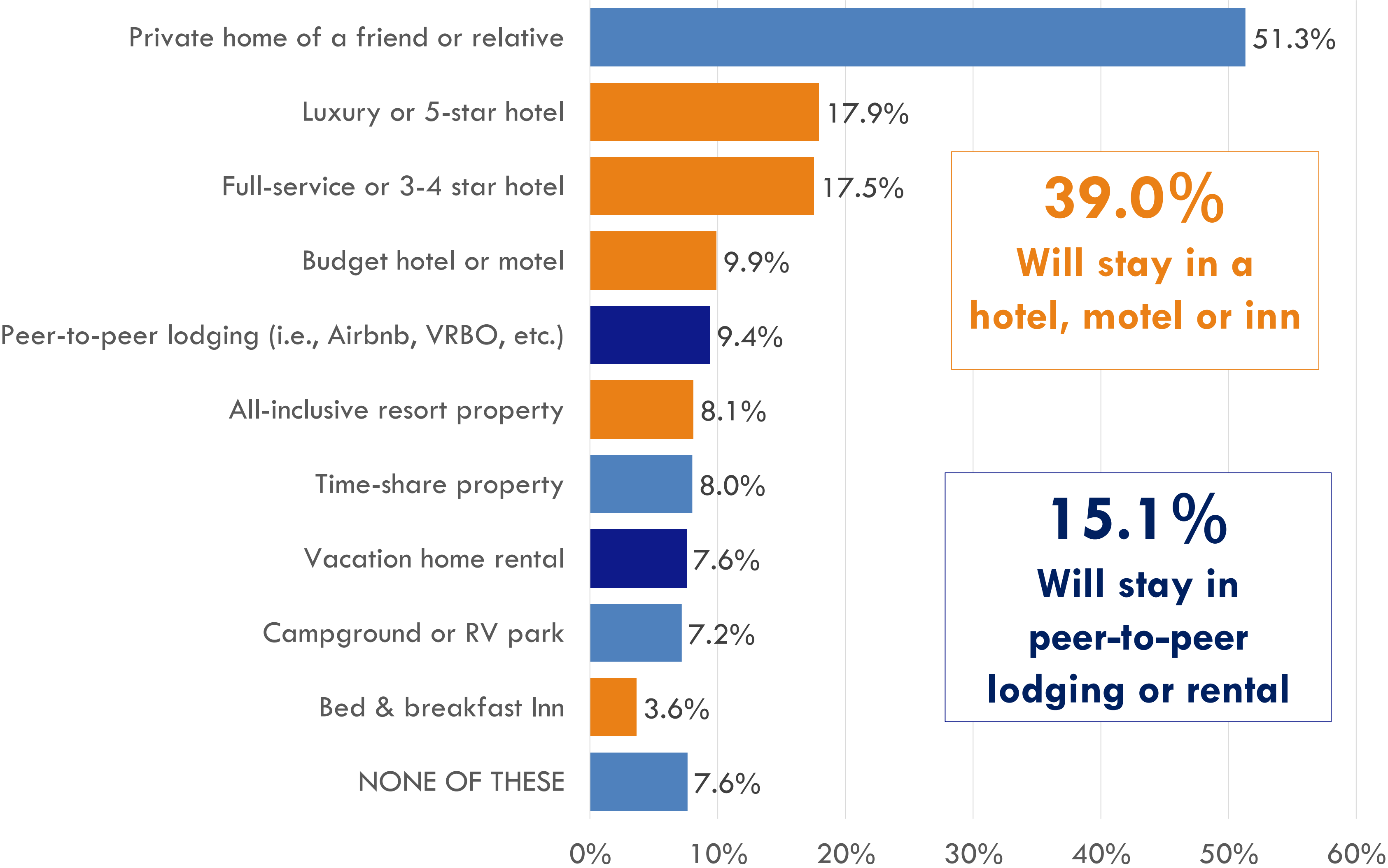




# THANKSGIVING TRAVEL: PLACE OF STAY

**Question:** In which of the following will you stay overnight in while traveling on your Thanksgiving holiday? (Select all that apply)

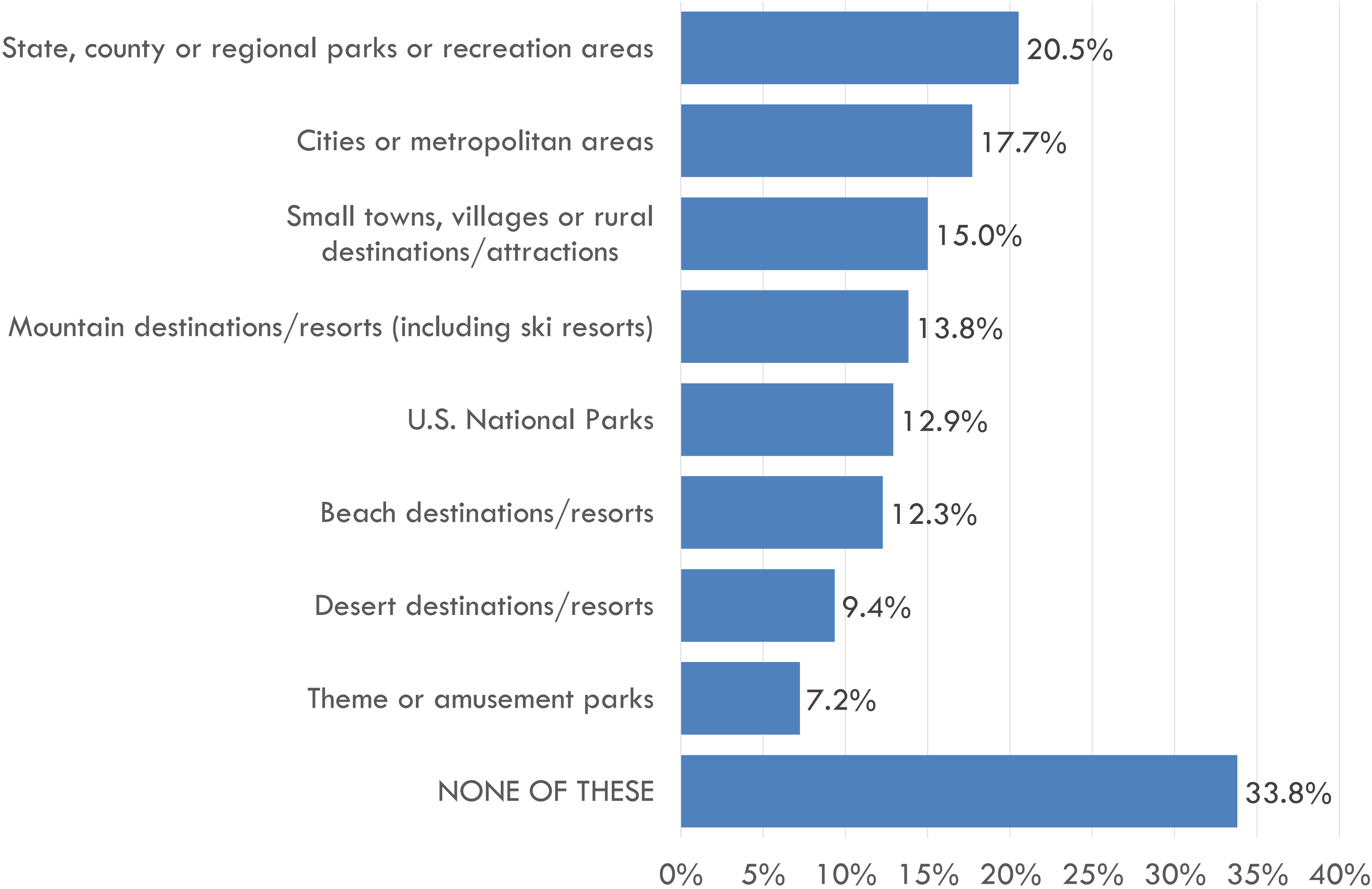
(Base: Wave 34 data. Respondents traveling for Thanksgiving. 159 completed surveys. Data collected Oct 30-Nov.1, 2020)



# THANKSGIVING TRAVEL: DESTINATION TYPES VISITED

**Question:** Which types of destinations will you visit while traveling on your Thanksgiving holiday? (Select all that apply)

(Base: Wave 34 data. Respondents traveling for Thanksgiving. 159 completed surveys. Data collected Oct 30-Nov.1, 2020)

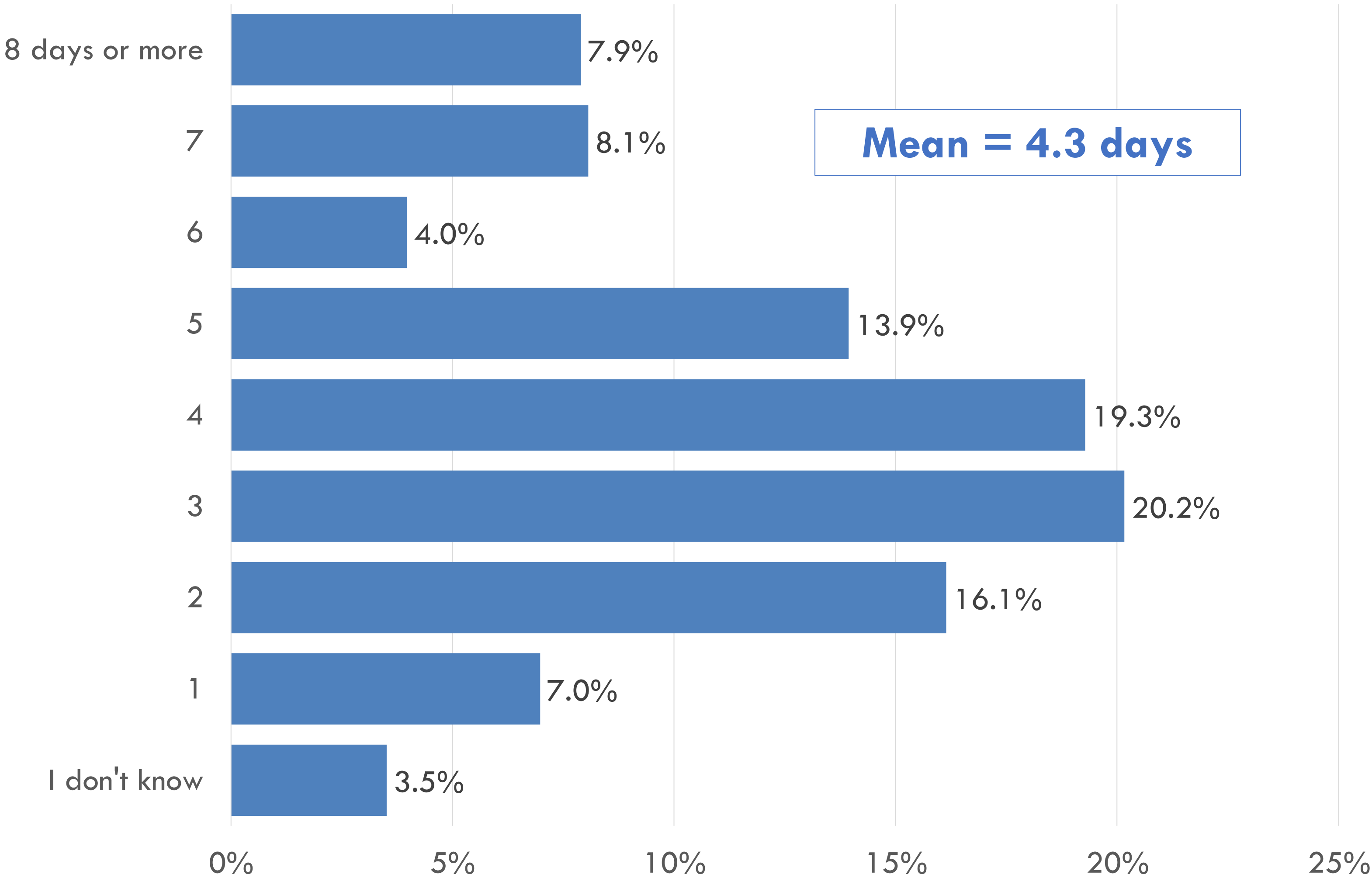




# THANKSGIVING TRAVEL (DAYS AWAY FROM HOME)

**Question:** How many days will you spend away from home during your Thanksgiving holiday travels? (Select one)

(Base: Wave 34 data. Respondents traveling for Thanksgiving. 159 completed surveys. Data collected Oct 30-Nov.1, 2020)

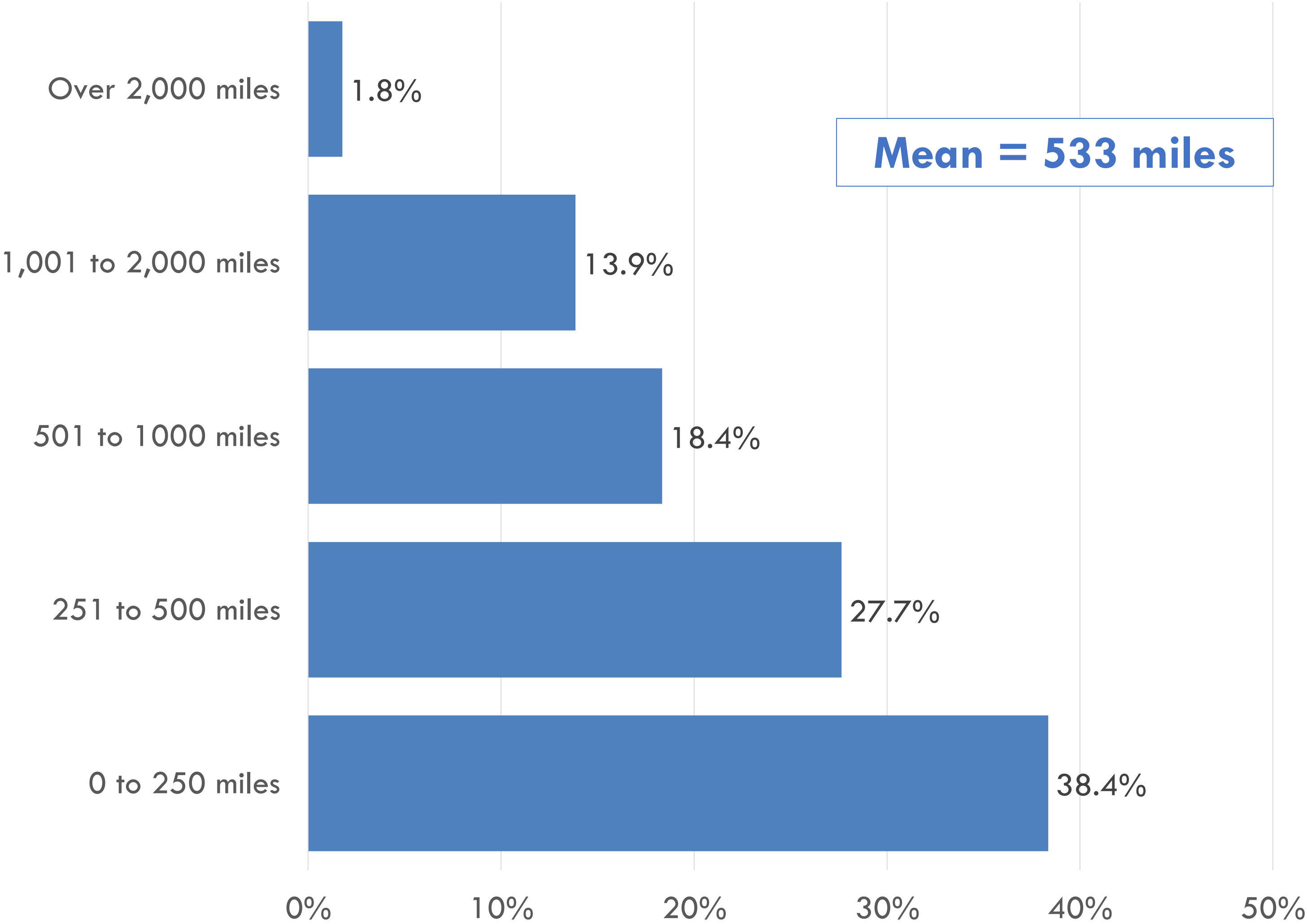




# THANKSGIVING TRAVEL (DISTANCE FROM HOME)

**Question:** While traveling over the Thanksgiving holiday, how far away from home will you go? (Select one)

(Base: Wave 34 data. Respondents traveling for Thanksgiving. 159 completed surveys. Data collected Oct 30-Nov.1, 2020)



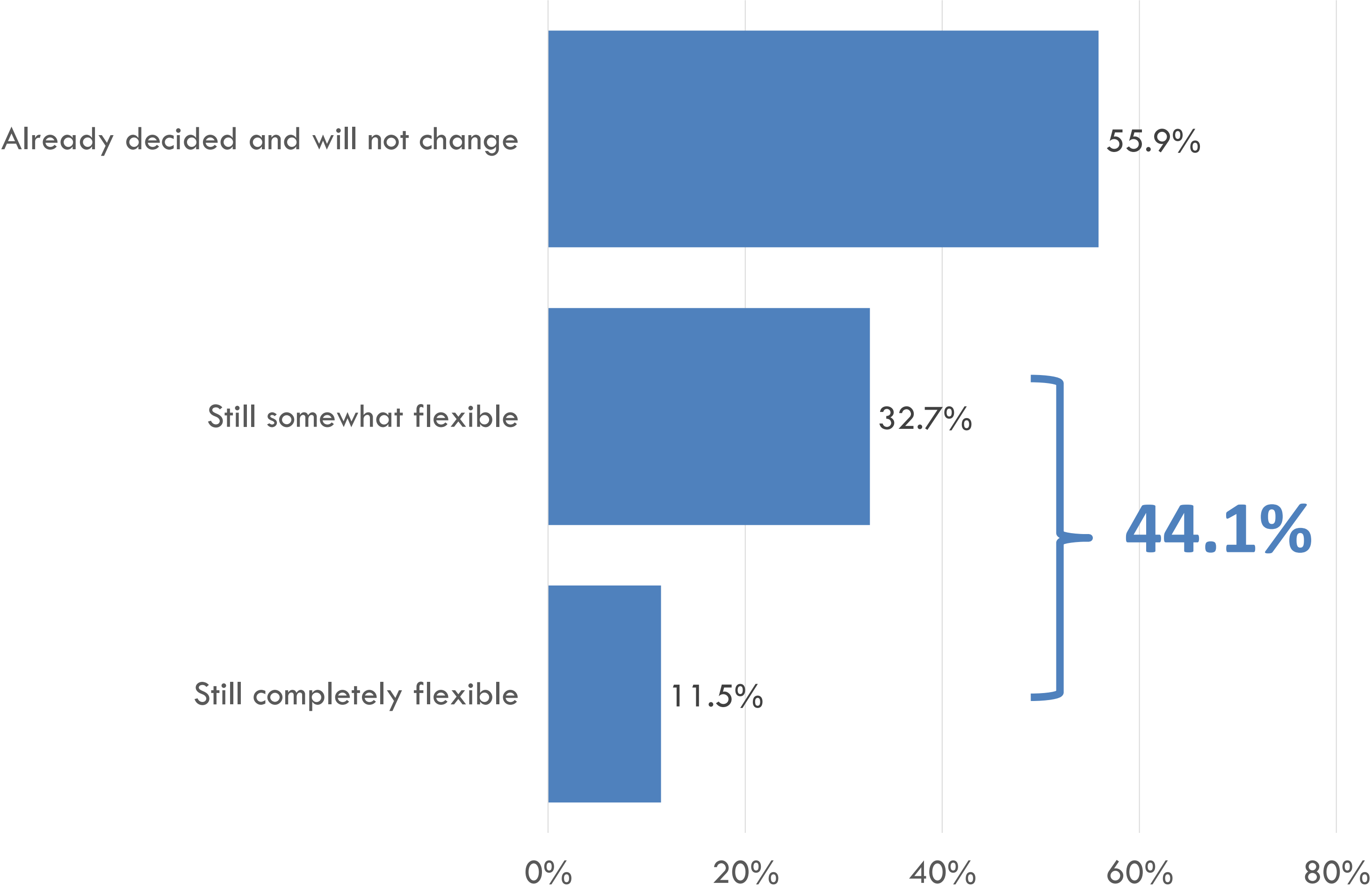


# THANKSGIVING TRAVEL (FLEXIBILITY OF DESTINATION SELECTION)

**Question:** Are the destinations you will visit on your Thanksgiving holiday already decided or are they still flexible? (Select to complete the sentence)

The destinations I will visit are \_\_\_\_\_.

(Base: Wave 34 data. Respondents traveling for Thanksgiving. 159 completed surveys. Data collected Oct 30-Nov.1, 2020)



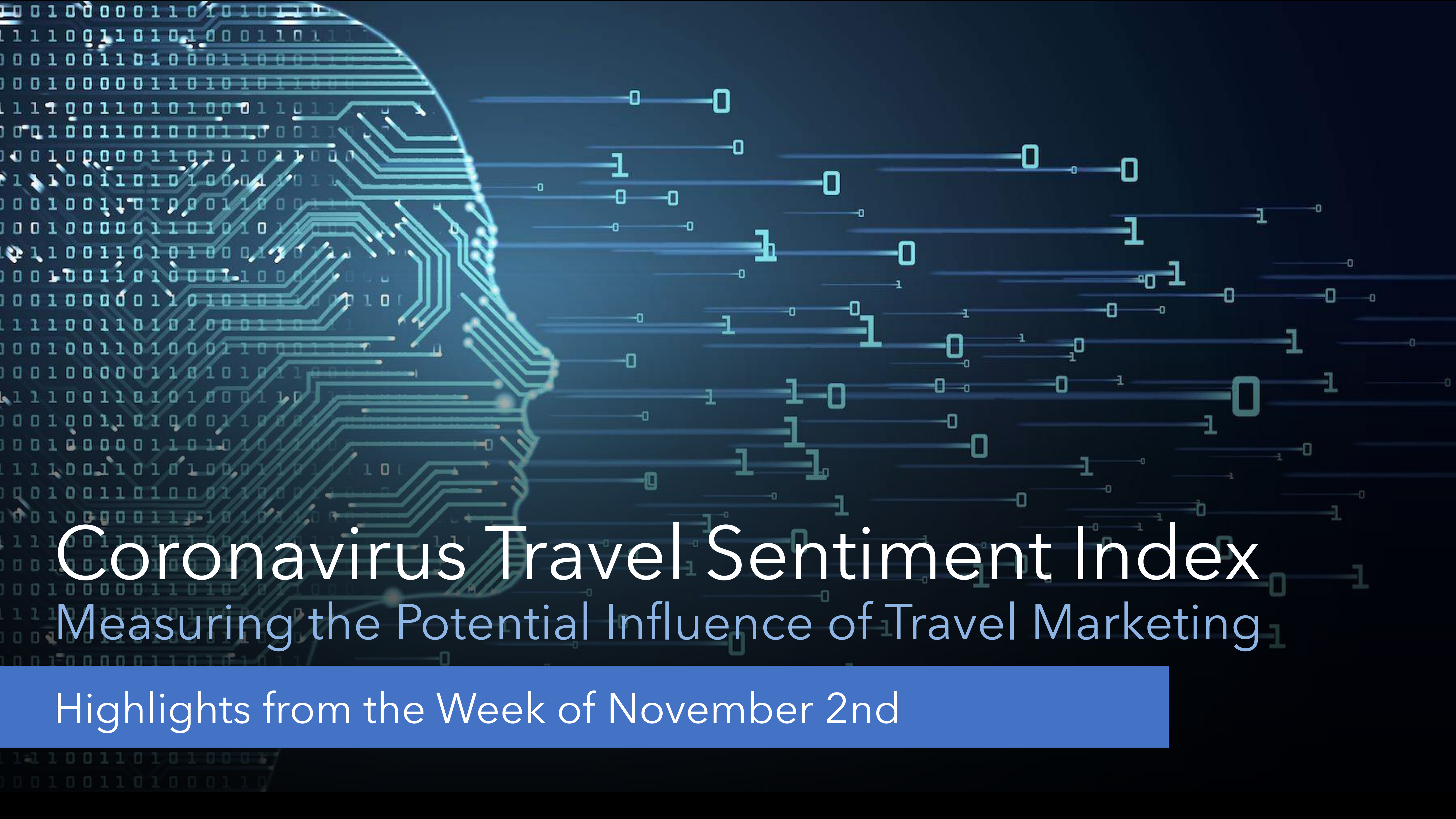




# KEY TAKEAWAYS

1. Just over 1-in-10 travelers will travel during the Thanksgiving holiday. The mean distance traveled will be 533 miles, and the average reported trip length will be 4.3 days.
2. The majority of this travel (78.9%) will be motivated by a desire to spend time with friends and family. Yet, vacation-related motives are also a primary motivator, at (46.2%)
3. Over 40 percent of Thanksgiving travelers expect to stay in paid accommodations.
4. Opportunities to influence travel decisions exist, with 44.1% of Thanksgiving travelers saying they still have flexibility in terms of the destinations they will visit.





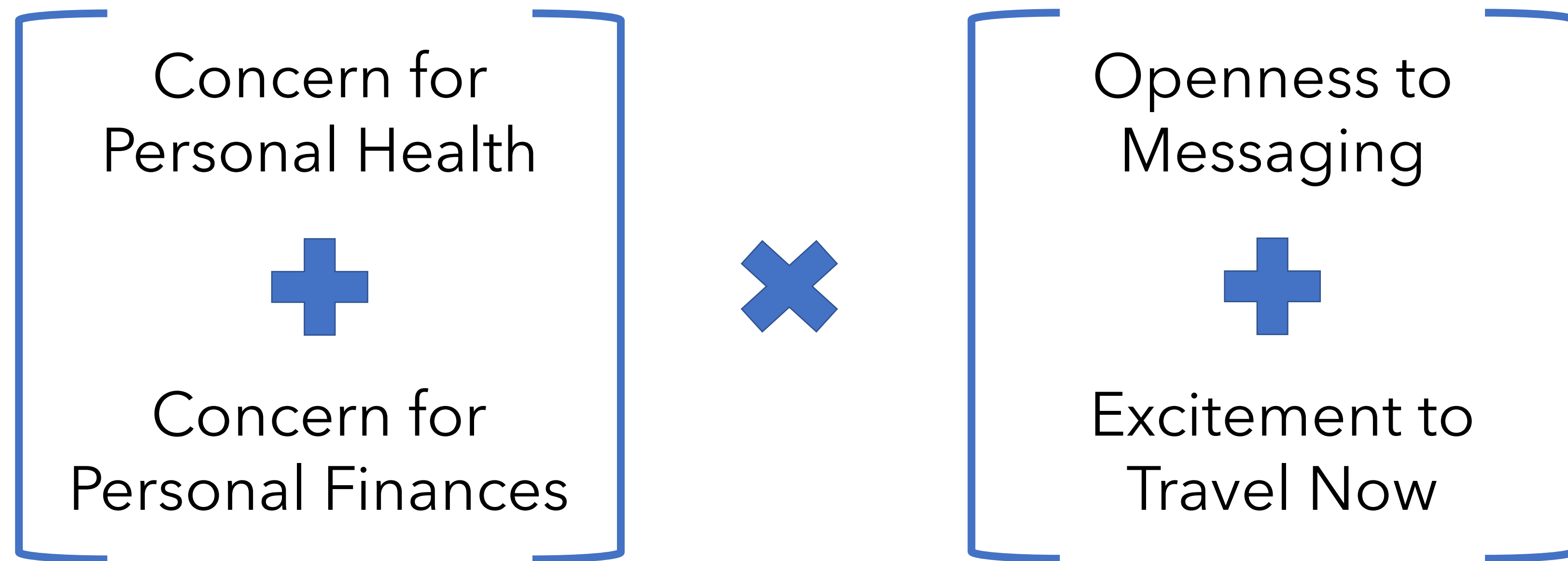
# Coronavirus Travel Sentiment Index

## Measuring the Potential Influence of Travel Marketing

Highlights from the Week of November 2nd

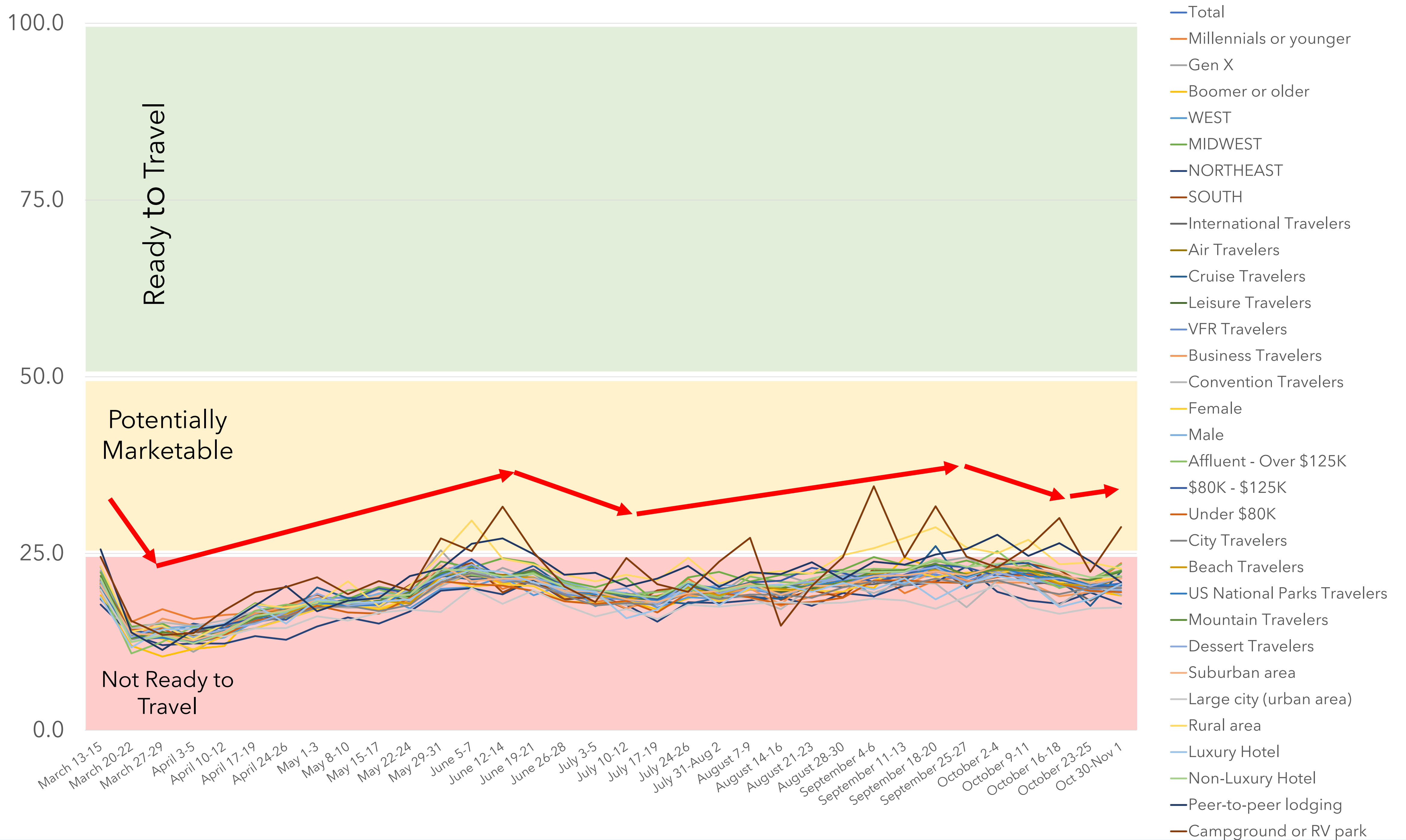


# Predictive Index Formula

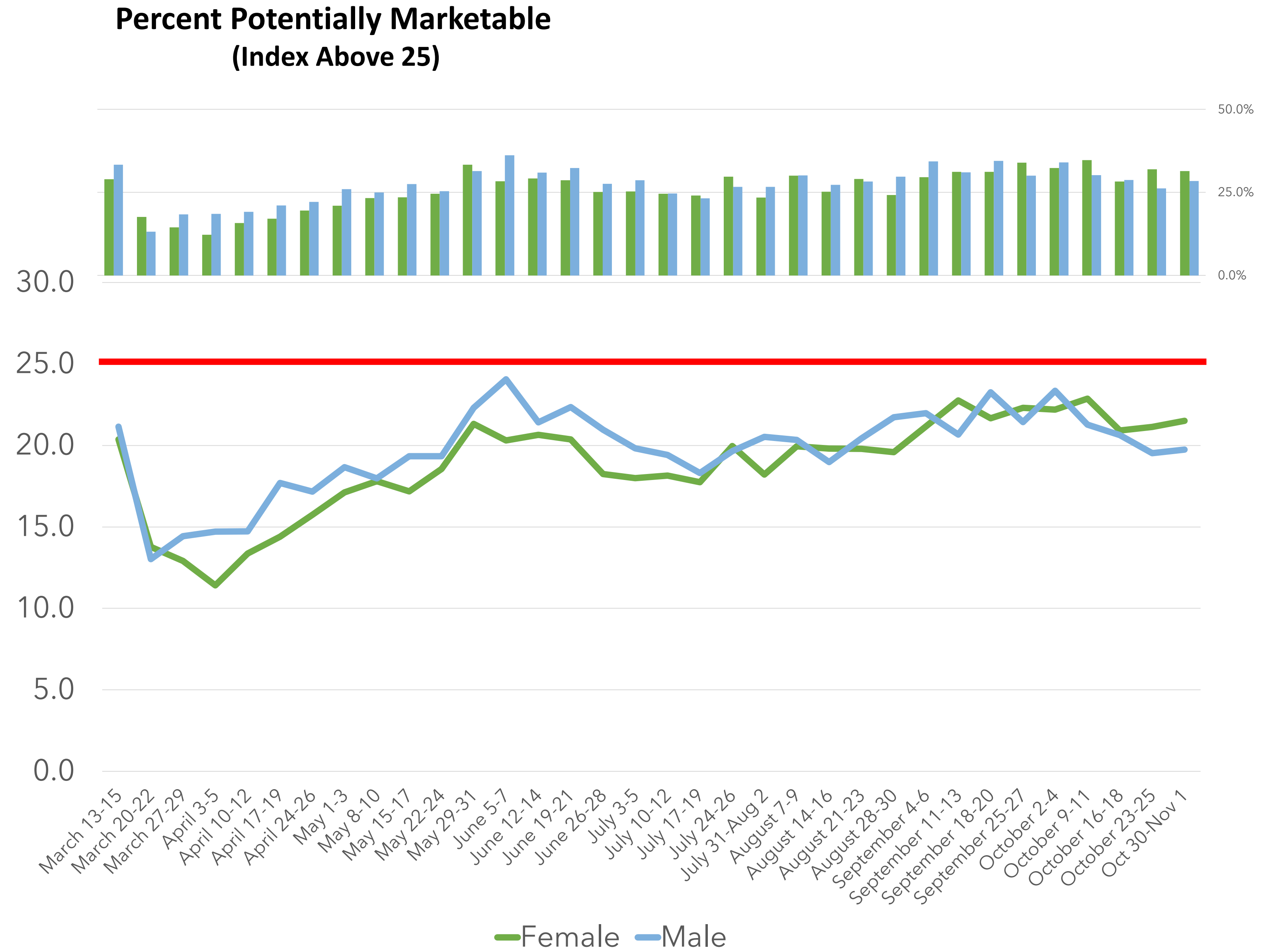
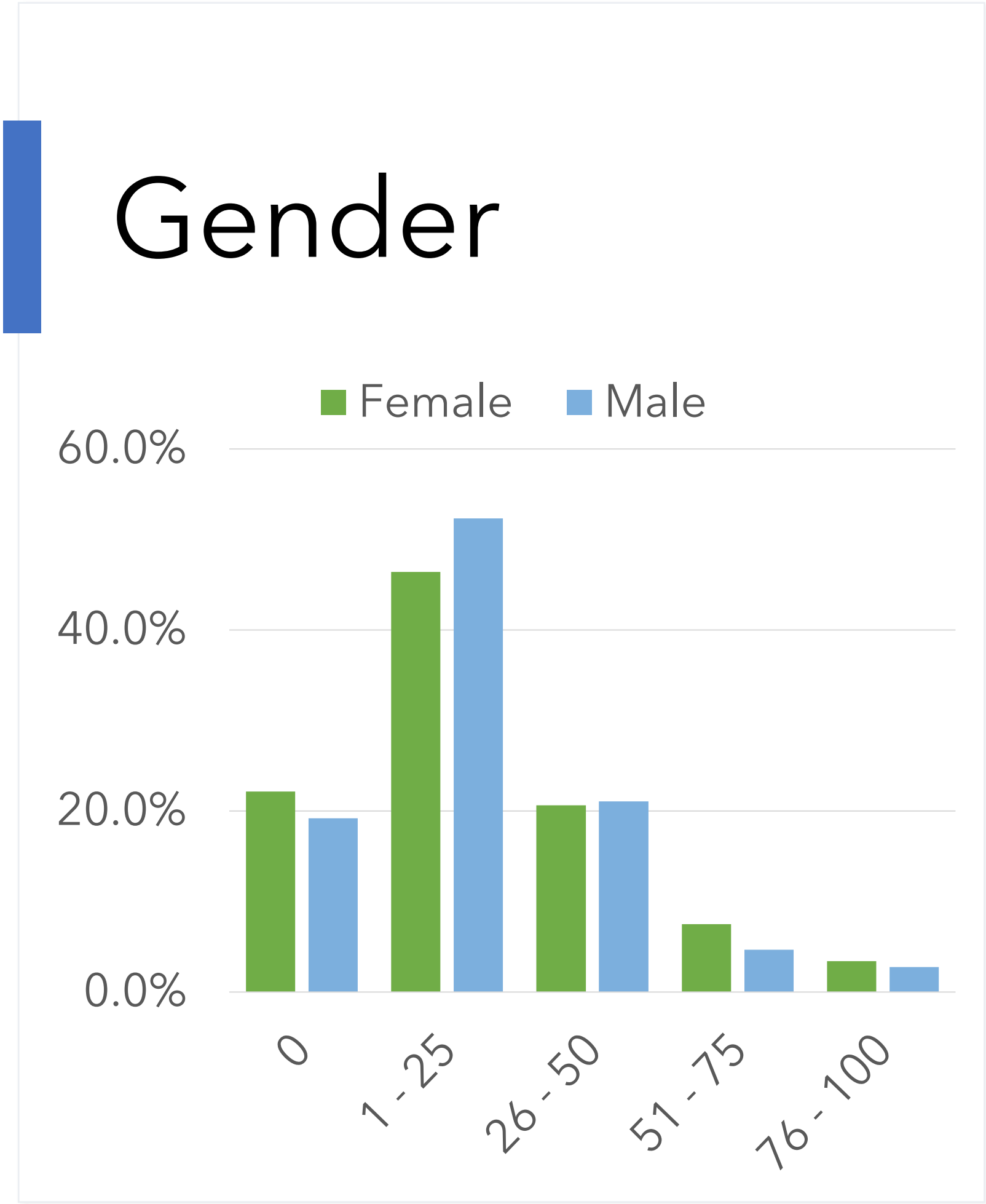


\*Normalized to a 100pt scale





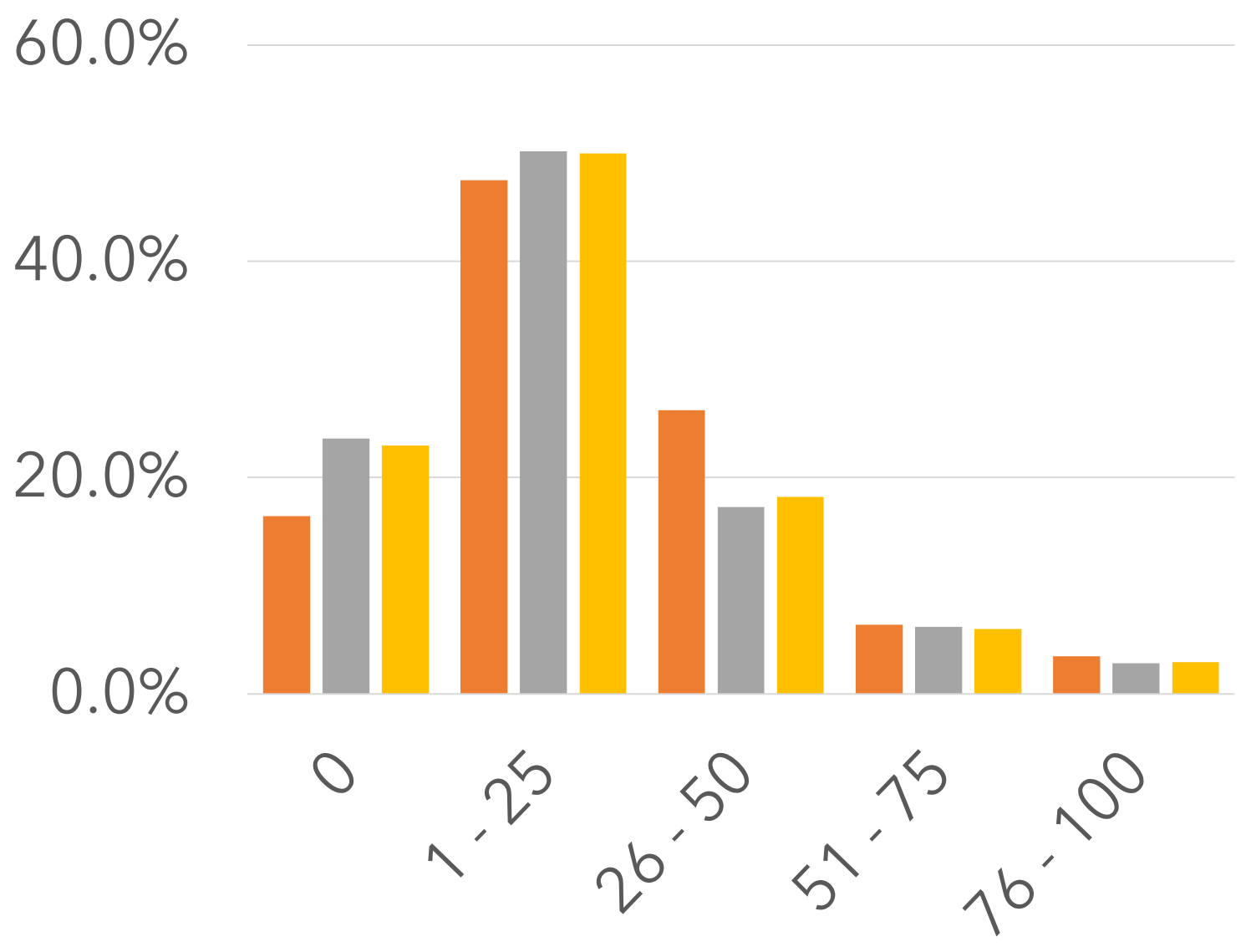




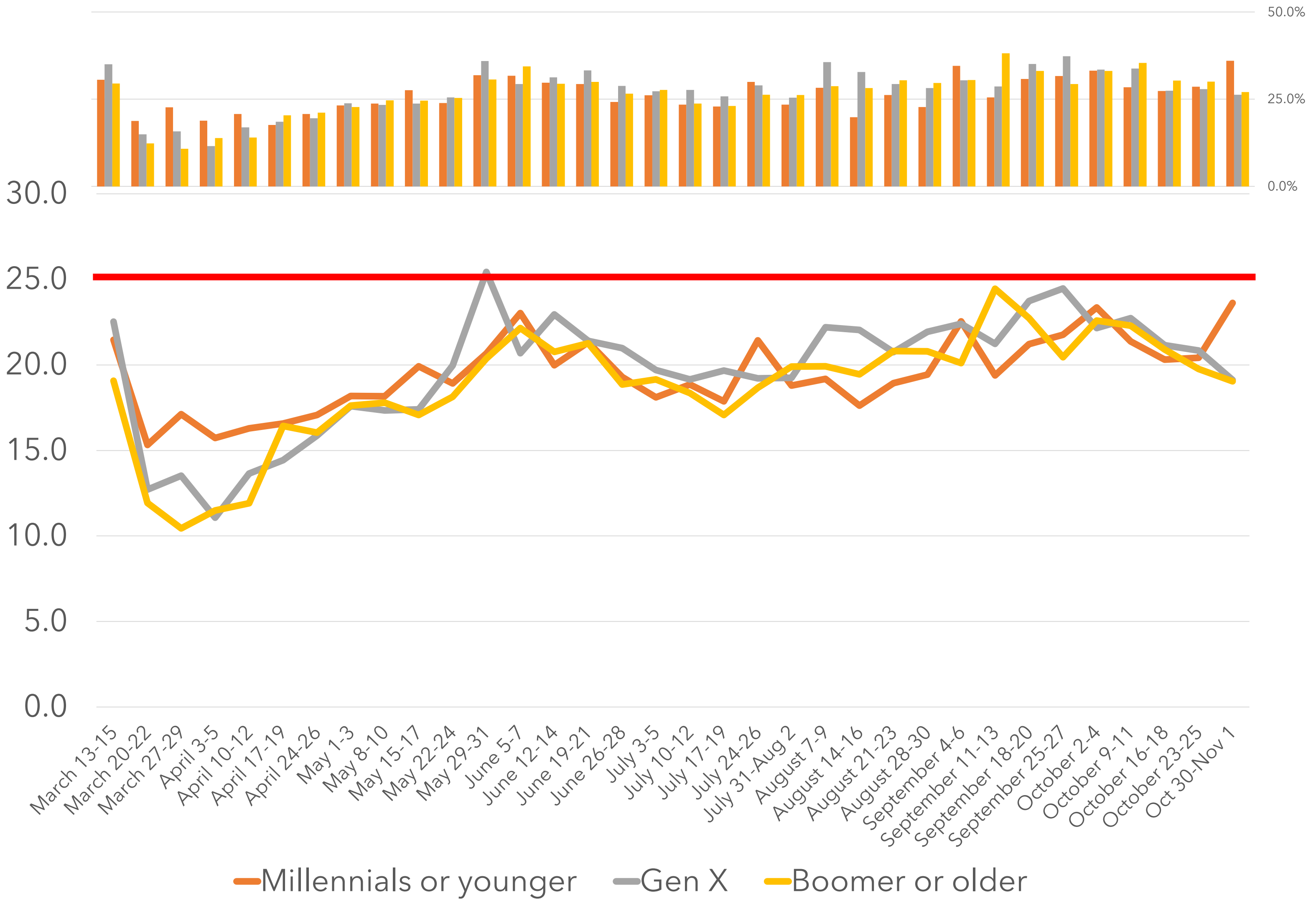


# Generation

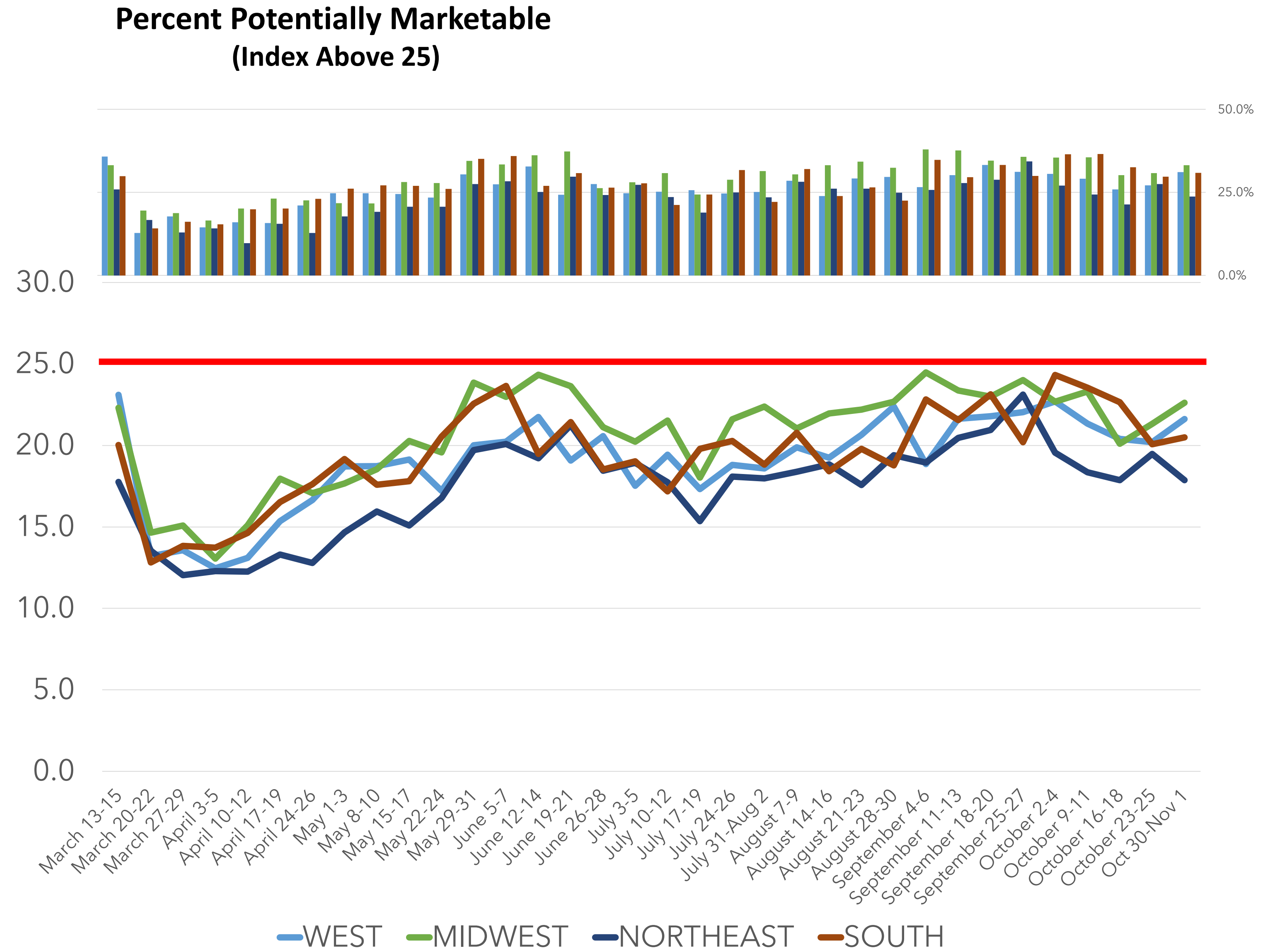
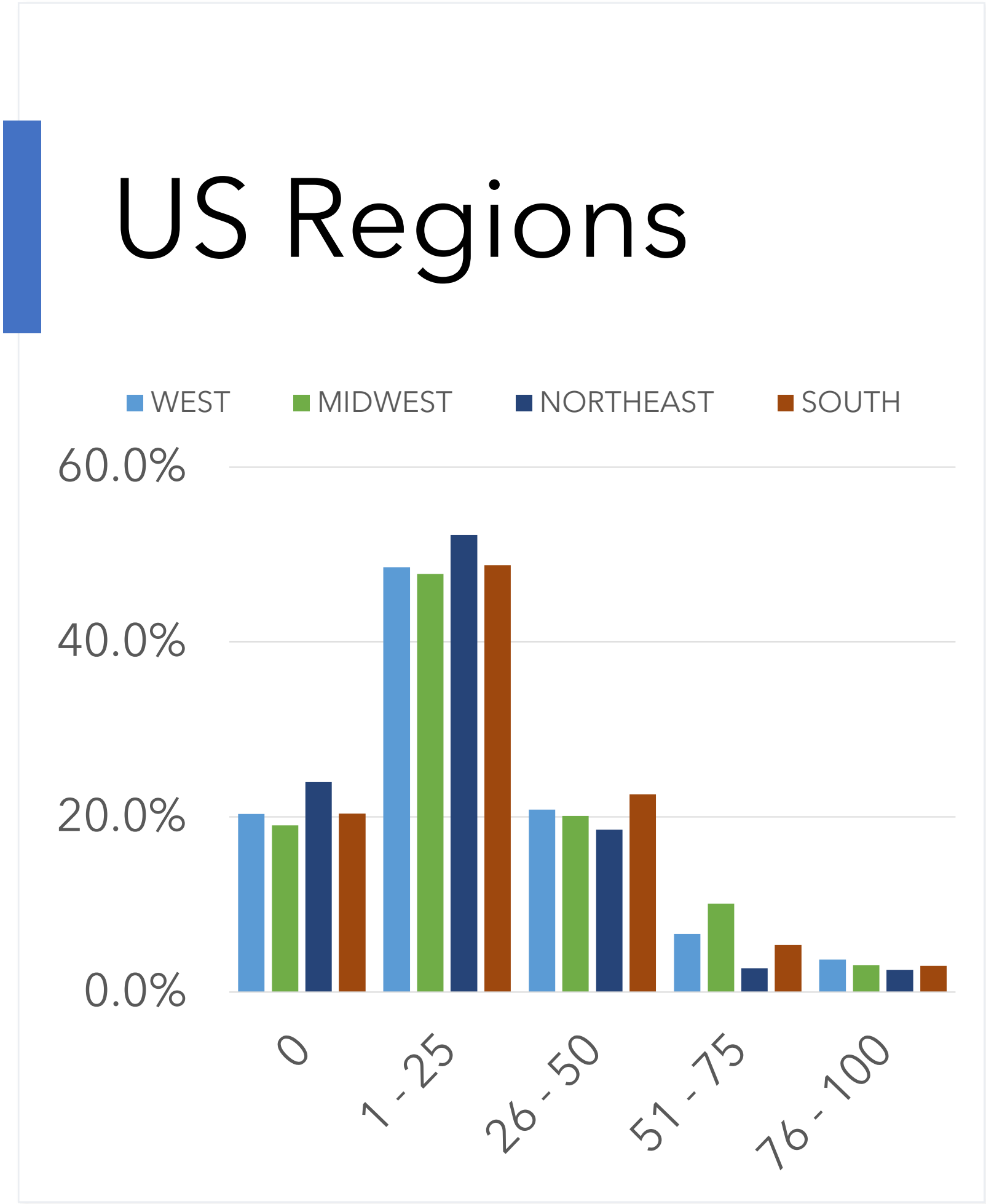
Millennials or younger    Gen X    Boomer or older



## Percent Potentially Marketable (Index Above 25)

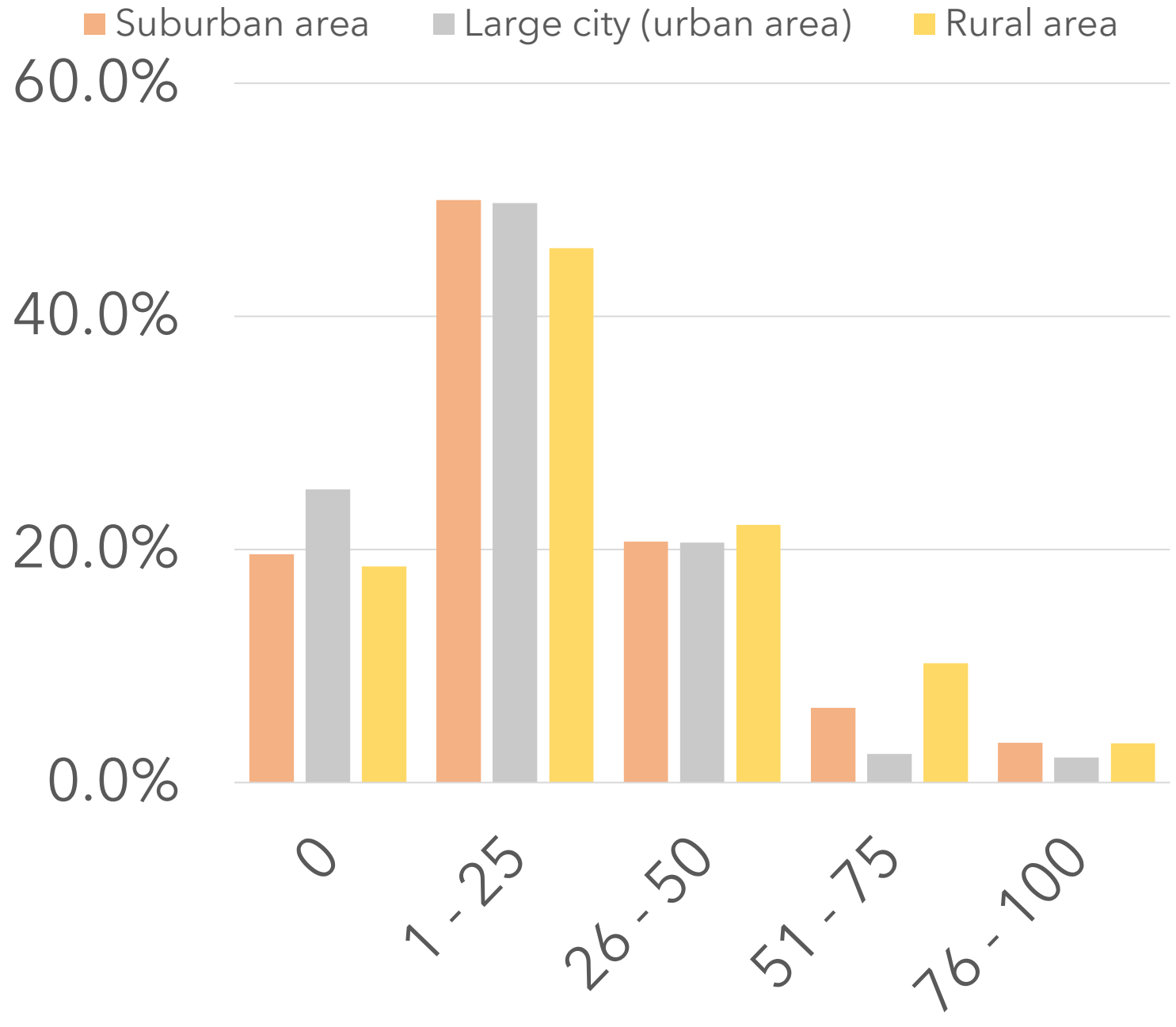




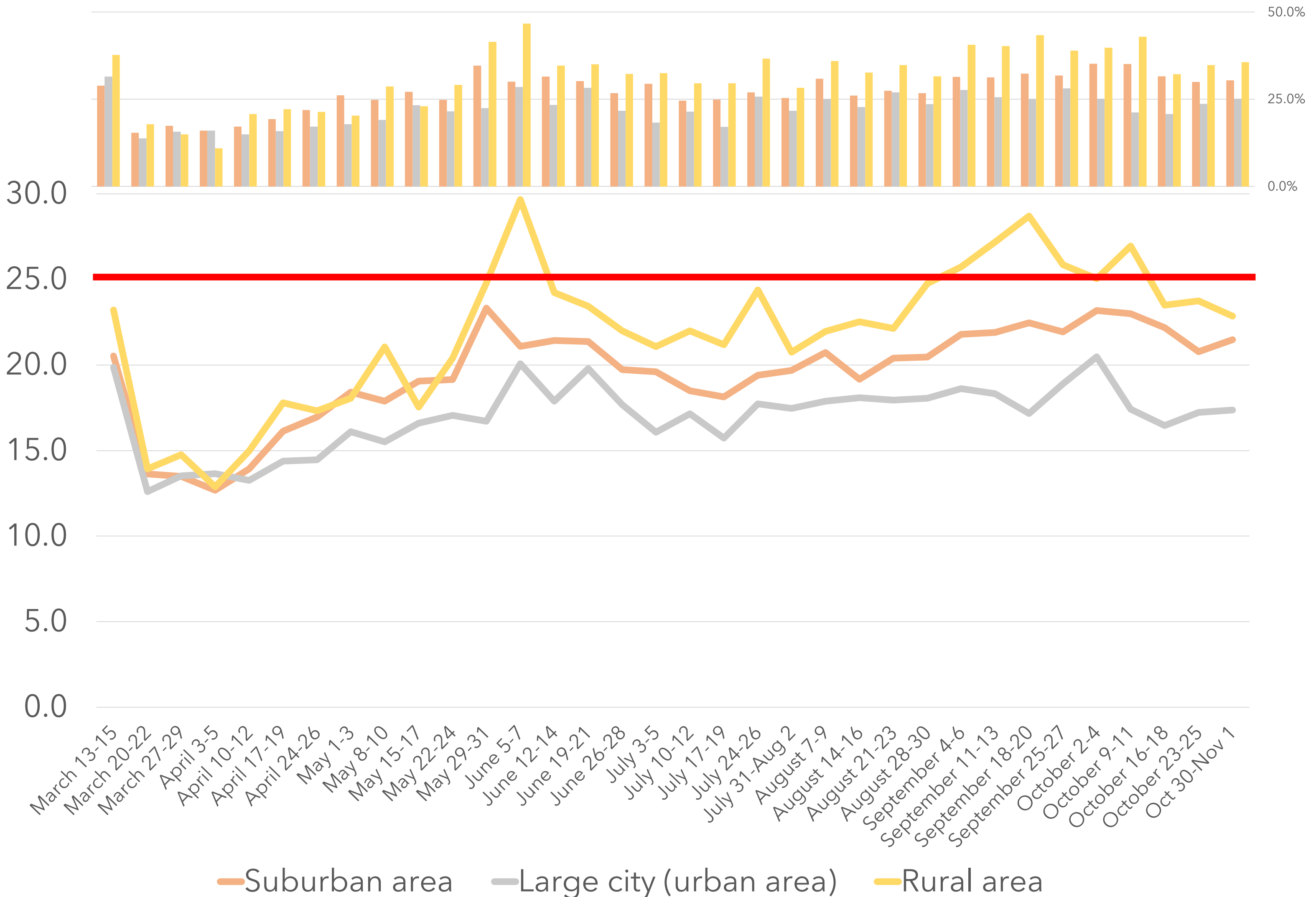




# Residence Type



## Percent Potentially Marketable (Index Above 25)





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

**Send suggestions or requests for questions to:**

**[Info@DestinationAnalysts.com](mailto:Info@DestinationAnalysts.com) &  
[Myha@DestinationAnalysts.com](mailto:Myha@DestinationAnalysts.com)**



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