

A collection of travel-related items including a grey hat, blue sunglasses, a yellow suitcase, a white toy airplane, a black suitcase handle, and several blue surgical masks, all arranged on a light blue background.

CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

Presentation of Findings
October 13th, 2020

Destination  Analysts

Online Today



Erin Francis-Cummings
President & CEO



Dave Bratton
Founder and Managing Director



Destination Analysts is a market research company that offers businesses a **breadth of insights**, from the comprehensive understanding of target audiences and customer profile development, to ROI and economic analysis.


Clients seek us out for unique and more deeply thoughtful analysis, our **actionable storytelling** of data, high quality and defensible findings, and progressive and open approach to research methodologies.

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- Visitor & Target Audience Profiles
- Brand Performance
- Visitor Activity Analysis & Segmentation
- Persona Research
- Resident + Stakeholder Research
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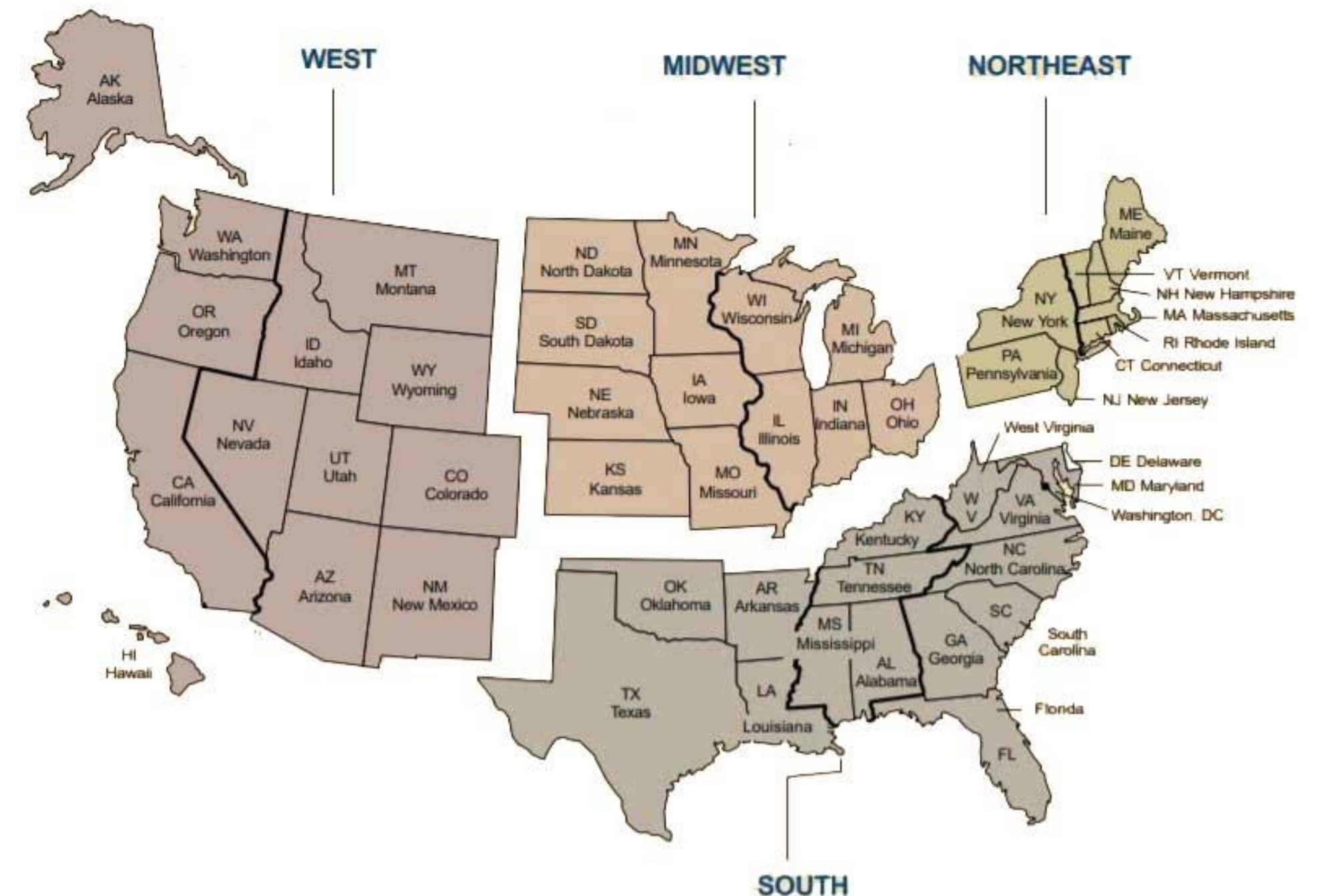
A close-up photograph of a piece of brown cardboard that has been torn. The tear is irregular and jagged, revealing a white background underneath. The text "Independent, unbiased research" is printed in a dark, sans-serif font across the white area. The cardboard itself has a textured, fibrous appearance with some small holes and a slightly uneven edge.

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 31 data (fielded October 9th-11th) 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

Coronavirus Cases:
7,935,556

Deaths:
219,181

Recovered:
5,083,200

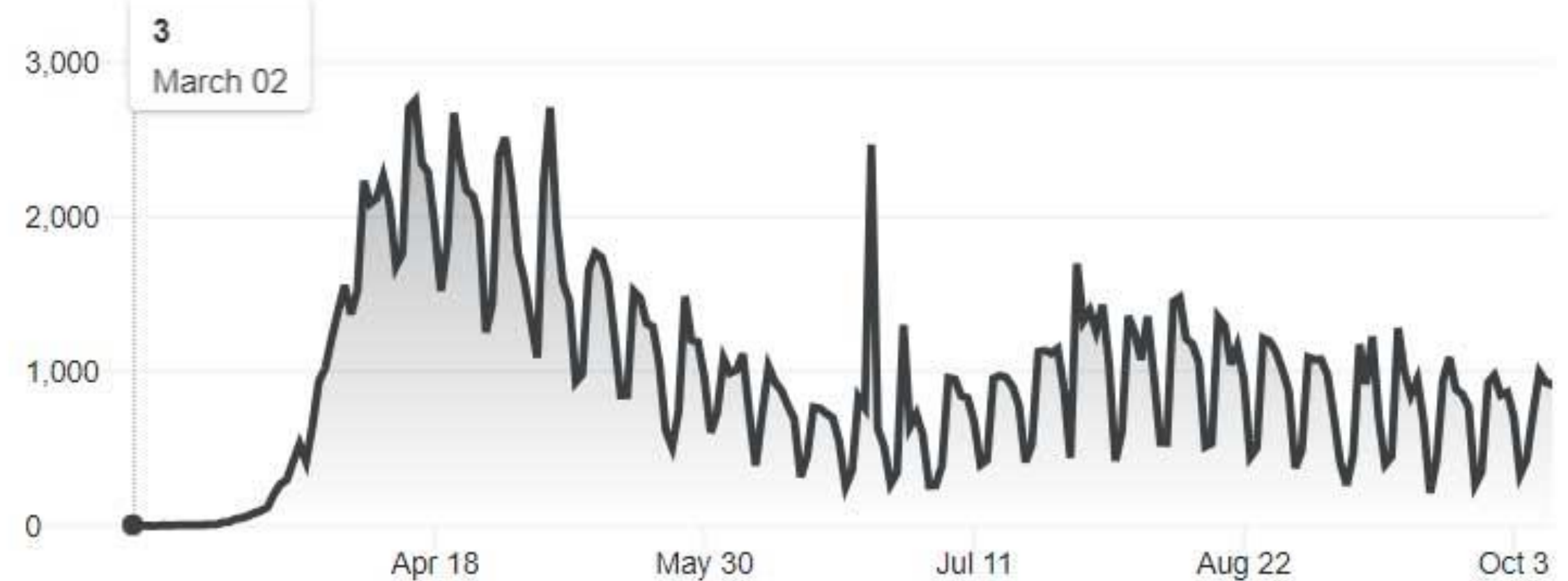
Daily change

Deaths ▾

 United States ▾

All regions ▾

All time ▾



Each day shows deaths reported since the previous day · Updated less than 40 mins ago ·
Source: [The New York Times](#) · [About this data](#)

US records its third consecutive day of more than 50,000 coronavirus cases

From CNN's Chuck Johnston

Johns Hopkins University (JHU) reported 57,420 new positive cases in the United States on Friday.

The tally is the third consecutive day the US has seen more than 50,000 reported daily cases. Here are the figures:

- Oct. 9: 57,420
- Oct. 8: 56,191
- Oct. 7: 50,341

The last time the US reported more than 50,000 cases for three consecutive days was in mid-August, according to data from the university.

- Aug. 14: 64,601
- Aug. 13: 51,977
- Aug. 12: 57,004

Worrying trends are being recorded across the US. At least 22 states reported more than 1,000 new cases on Thursday. And the country's daily case count average — now more than 46,000 — has surged by 12% since the previous week.

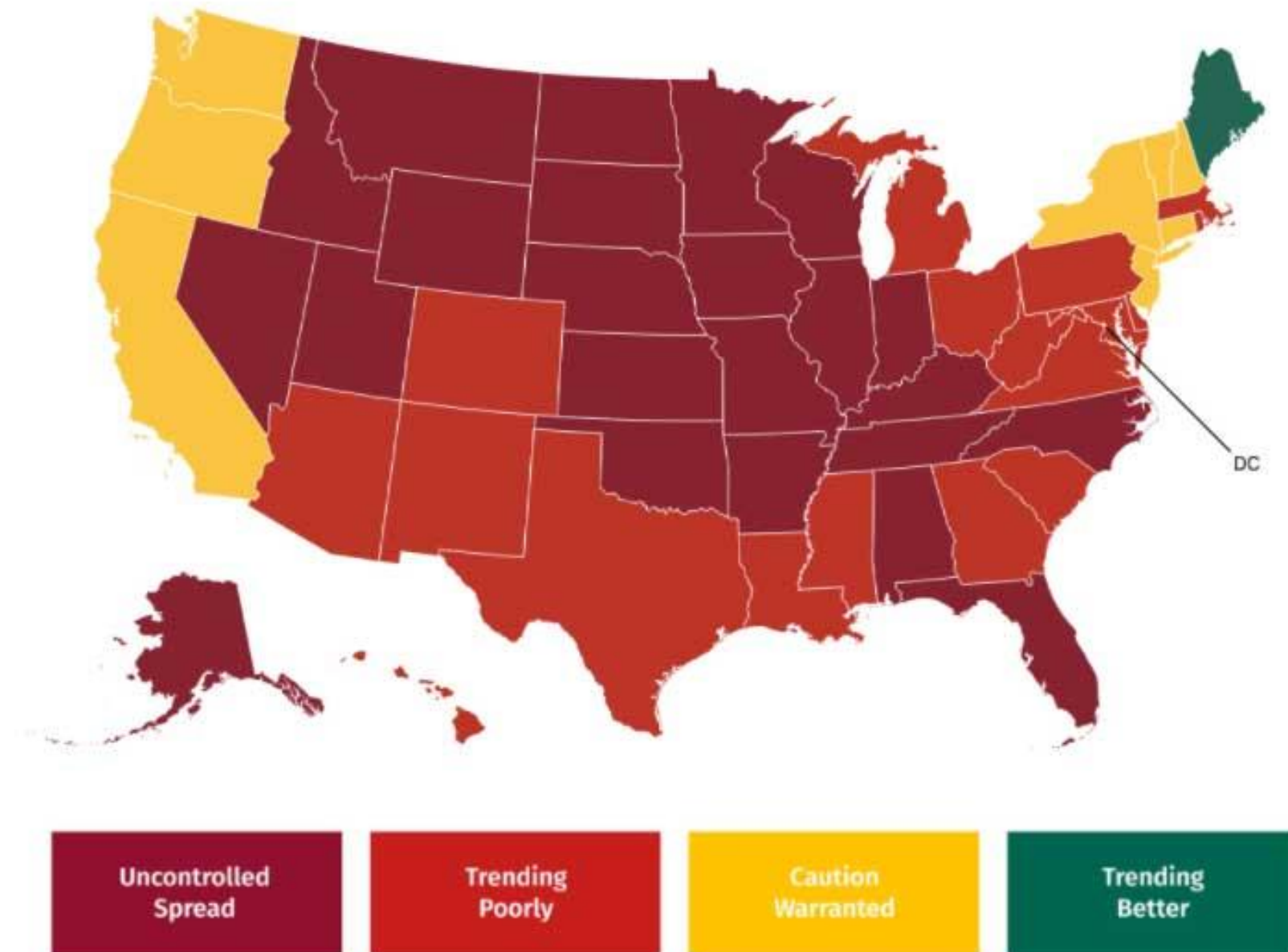
Florida, which over the summer became the country's hotspot, is now "ripe for another large outbreak," an infectious disease expert told CNN. Late last month, the state **cleared the way for bars and restaurants to fully reopen** and this week reported more than 6,000 cases over a two day-period.

News // Science

41 states have 'uncontrolled spread' of COVID-19 or are trending poorly, data show

Mike Moffitt, SFGATE

Oct. 7, 2020 | Updated: Oct. 7, 2020 2:57 p.m.



All of the U.S., with the exception of the the West Coast and part of the Northeast, is either experiencing "uncontrolled spread" of COVID-19 or trending poorly, according to new data from [CovidExitStrategy.org](https://covidexitstrategy.org).

As the weather turns colder in the months ahead, Americans will spend more time indoors, where the risk of COVID-19 infection is greater.

Unfortunately, most of the country is in poor position to handle a spike in cases over the fall and winter, according to health experts.

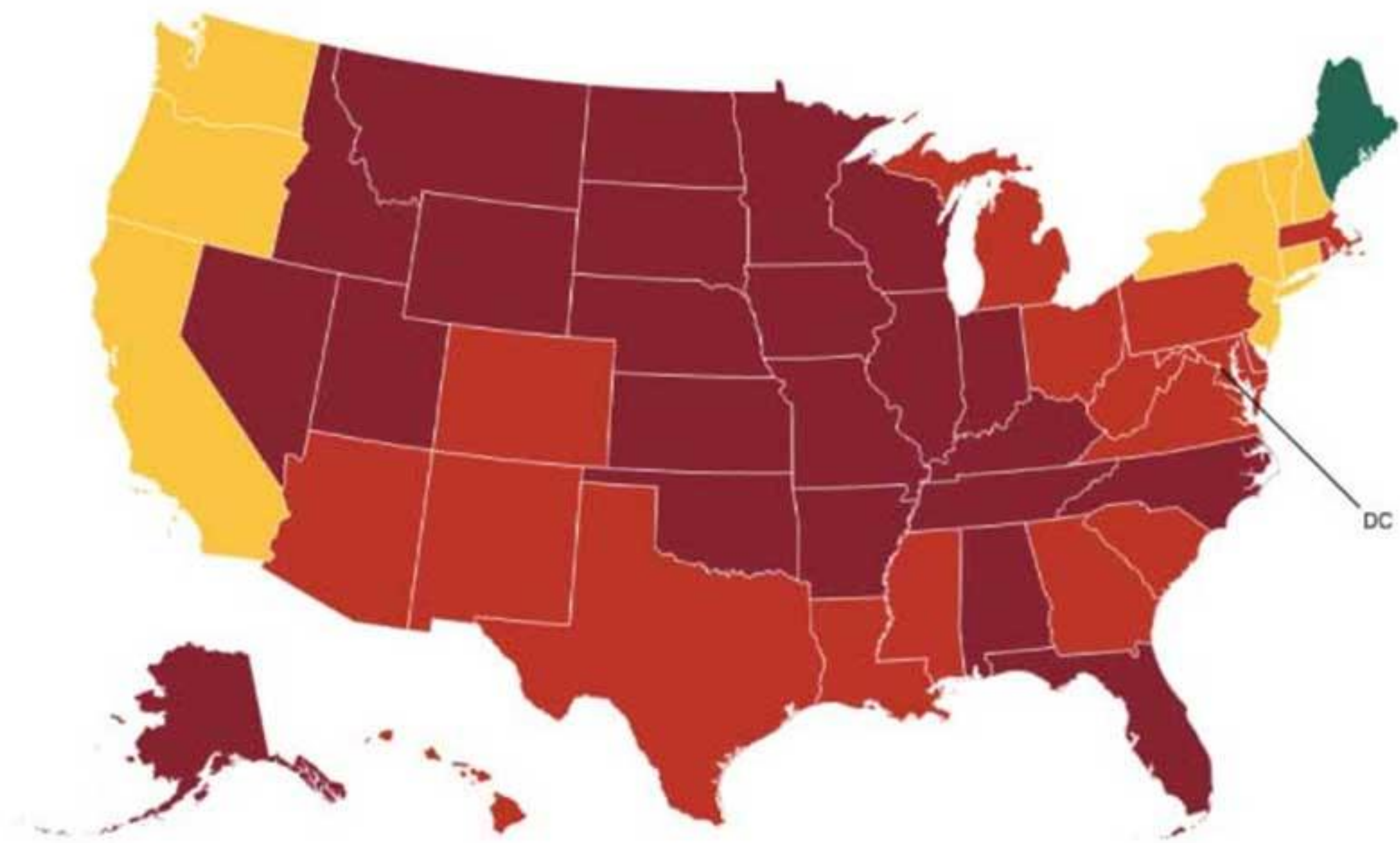
New data from [CovidExitStrategy.org](https://covidexitstrategy.org), a website that tracks each state's progress to a new normal, shows that 41 states either have uncontrolled spreads of the virus or are trending poorly.

What is each measure and how is it scored?

14 Day Trend of COVID+

This is the last 14 days of COVID positive cases using a 7 day rolling average. This data is updated daily and comes from the [COVID Tracking Project](#).

- Dark red: If cases are **increasing** (>25% change) during the 14 day period
- Red: If cases are **increasing** (between 5% – 25% change) during the 14 day period
- Yellow: If cases are **flat** (less than 5% change) during the 14 day period
- Green: If cases are **decreasing** (more than –5% change) during the 14 day period



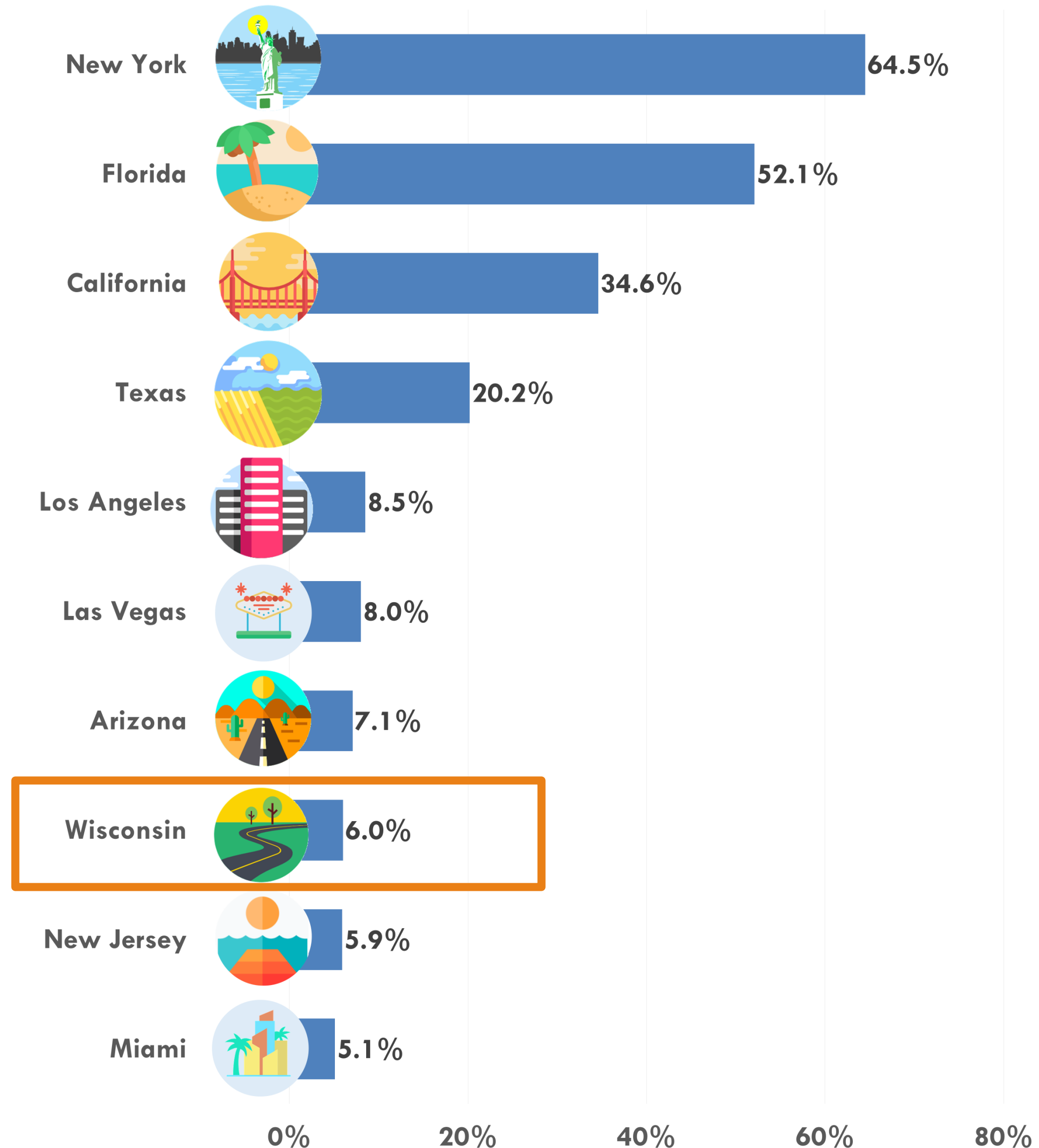
— All of the U.S., with the exception of the the West Coast and part of the Northeast, is either experiencing "uncontrolled spread" of COVID-19 or trending poorly, according to new data from [CovidExitStrategy.org](https://covidexitstrategy.org).
covidexitstrategy.org

TOP 10 MOST TALKED ABOUT DESTINATIONS WITH CORONAVIRUS ISSUES

AS OF OCTOBER 11TH

Question: What are the **THREE (3)** U.S. travel destinations (if any) that have been most talked about as places with Coronavirus issues? **PLEASE ONLY CONSIDER TRAVEL DESTINATIONS IN THE UNITED STATES?**

(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct 9-11, 2020)



U.S. 2020 Billion-Dollar Weather and Climate Disasters



This map denotes the approximate location for each of the 16 separate billion-dollar weather and climate disasters that impacted the United States from January–September 2020.

The U.S. has seen 16 costly natural disasters this year, tying an all-time high, a NOAA map shows.
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION



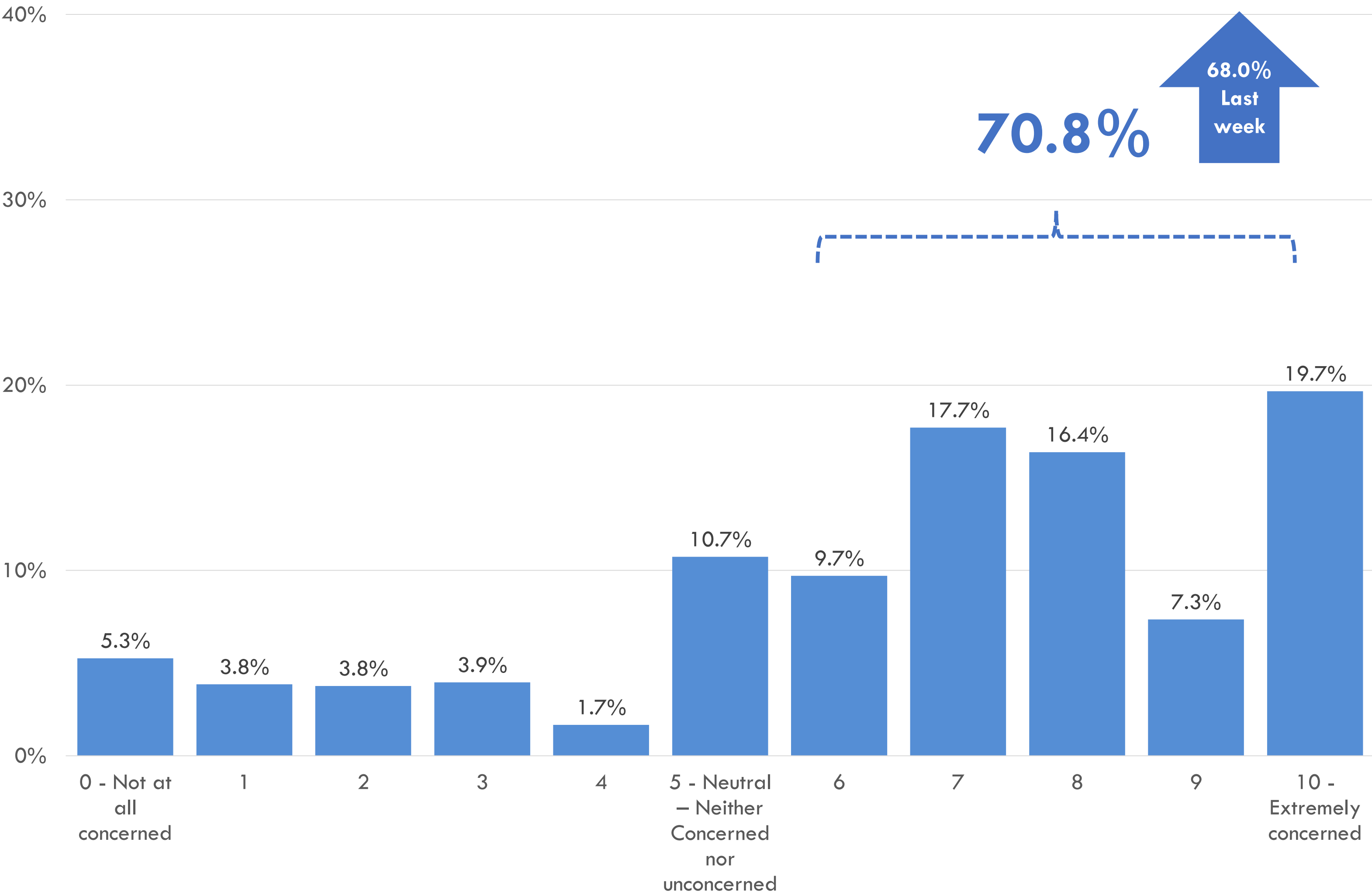
How Travelers
are Feeling Now



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 31 data. All respondents, 1,203 completed surveys. Data collected Oct 9-11, 2020)

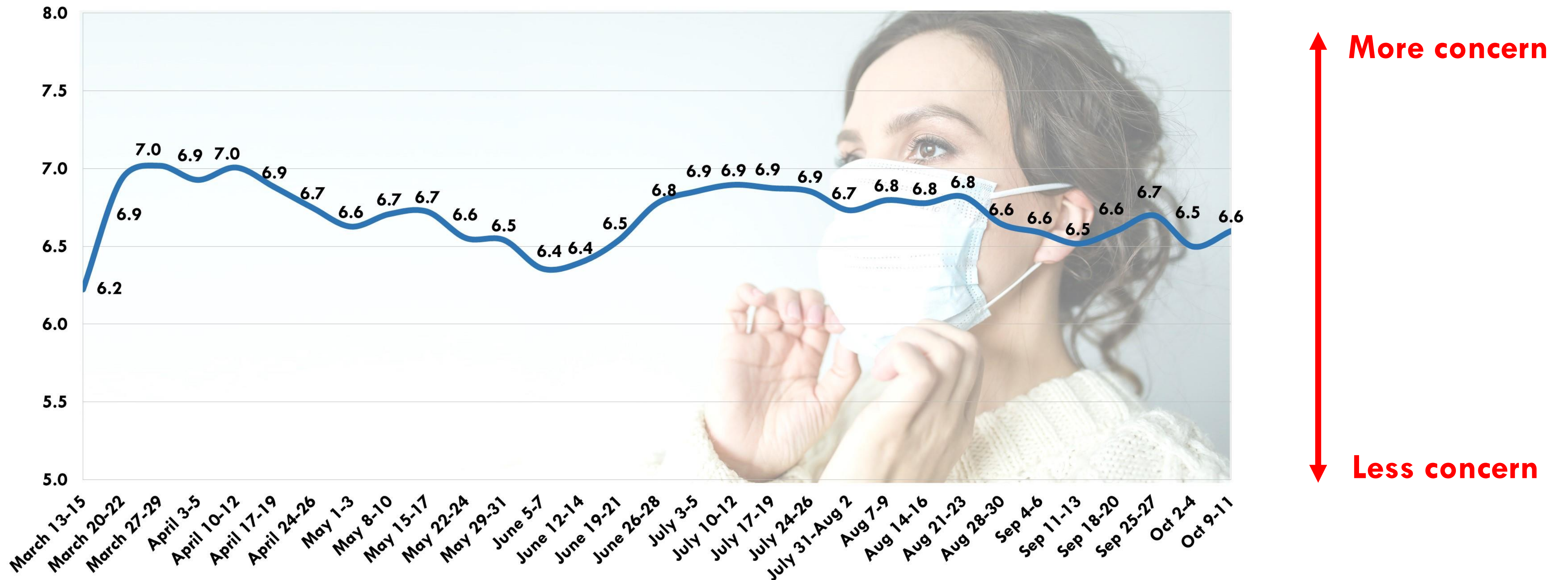


PERSONAL HEALTH CONCERNS

MARCH 13 – OCTOBER 11



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



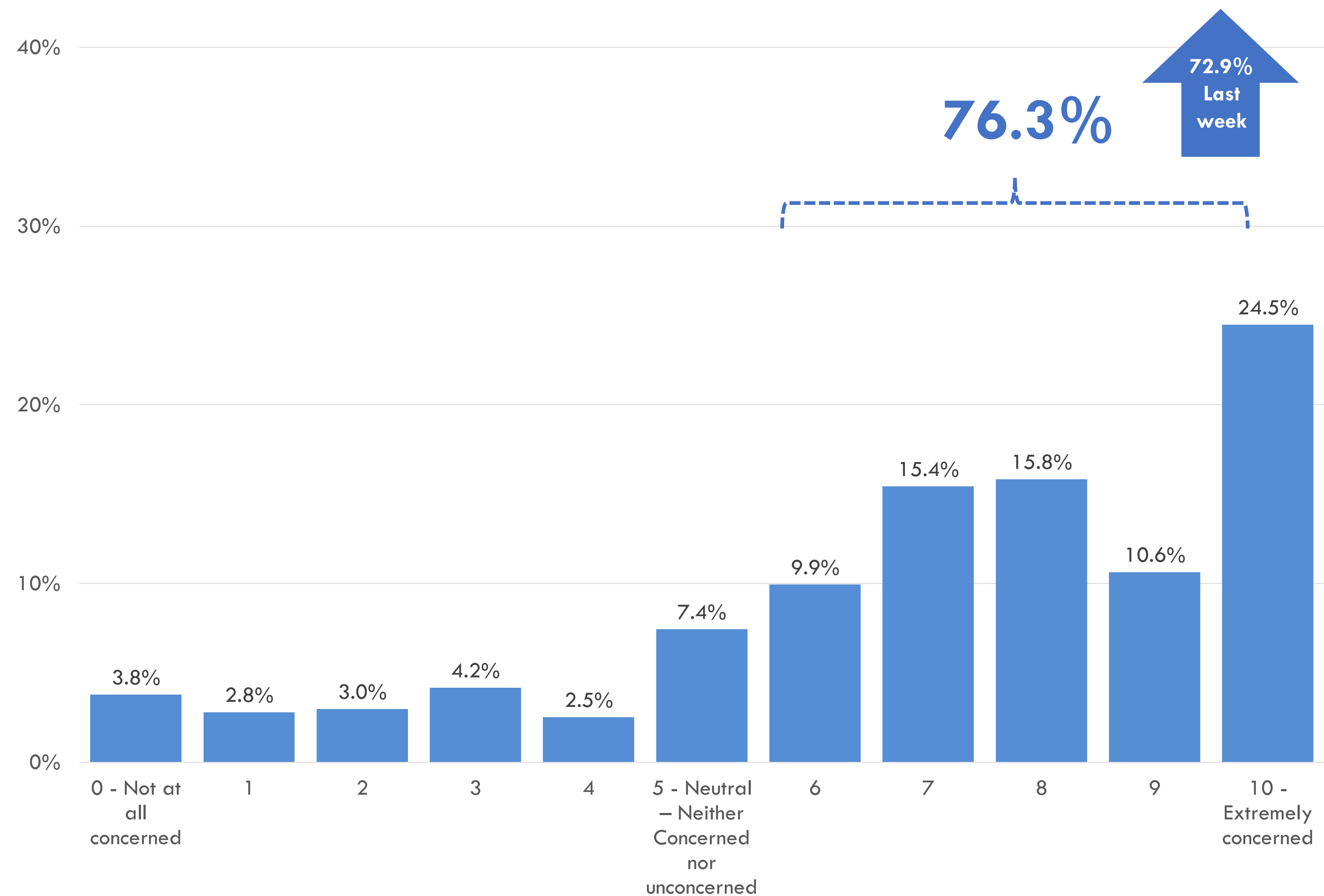
QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, IN GENERAL, HOW CONCERNED ARE YOU PERSONALLY ABOUT CONTRACTING THE VIRUS?

(Base: Waves 1-31. 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 and 1,203 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 31 data. All respondents, 1,203 completed surveys. Data collected Oct 9-11, 2020)

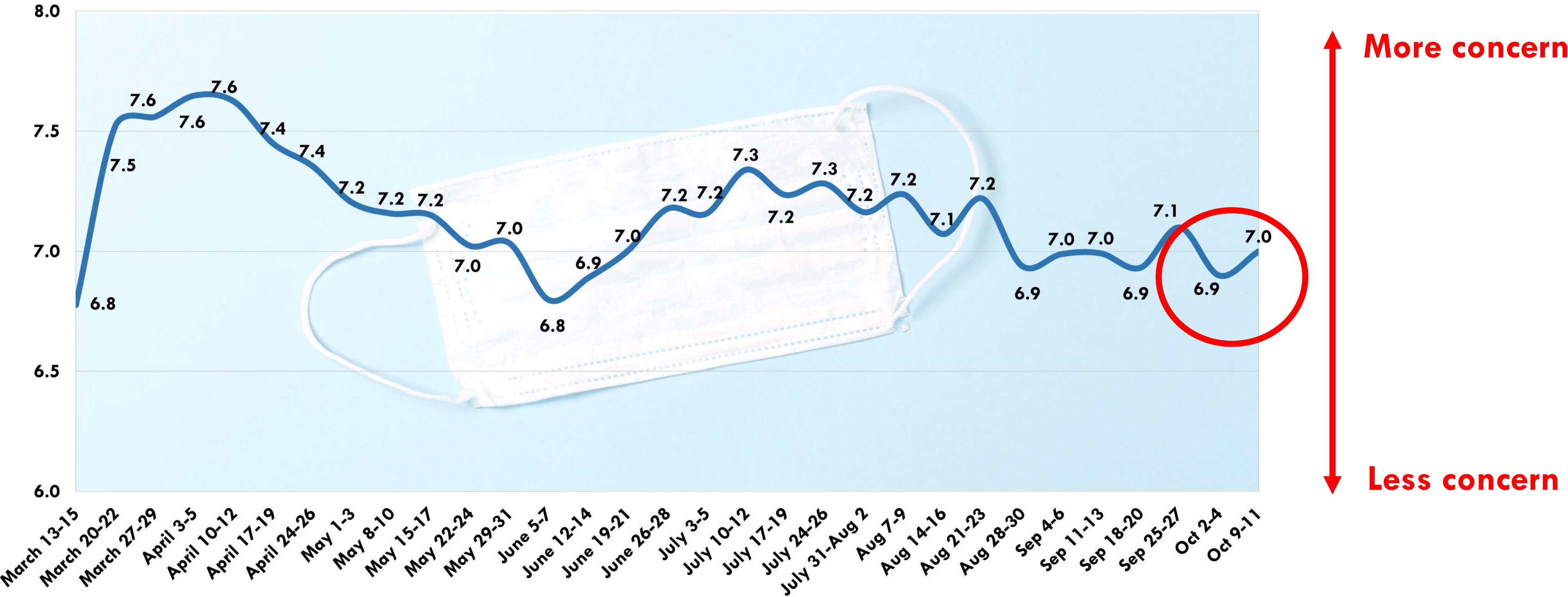


HEALTH CONCERNS (FAMILY & FRIENDS)

MARCH 13 – OCTOBER 11



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



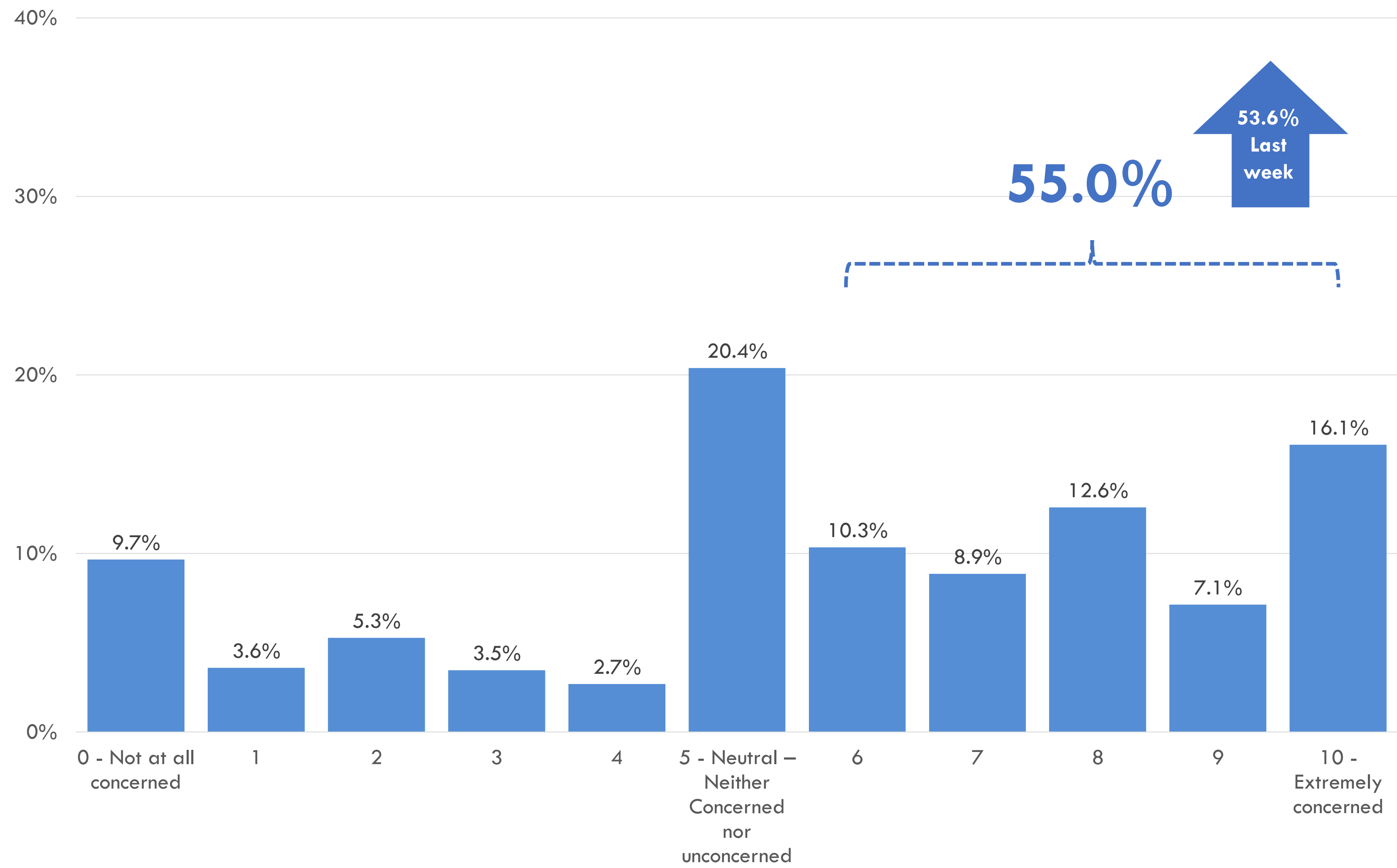
QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, IN GENERAL, HOW CONCERNED ARE YOU ABOUT YOUR FRIENDS OR FAMILY CONTRACTING THE VIRUS?

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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 31 data. All respondents, 1,203 completed surveys. Data collected Oct 9-11, 2020)

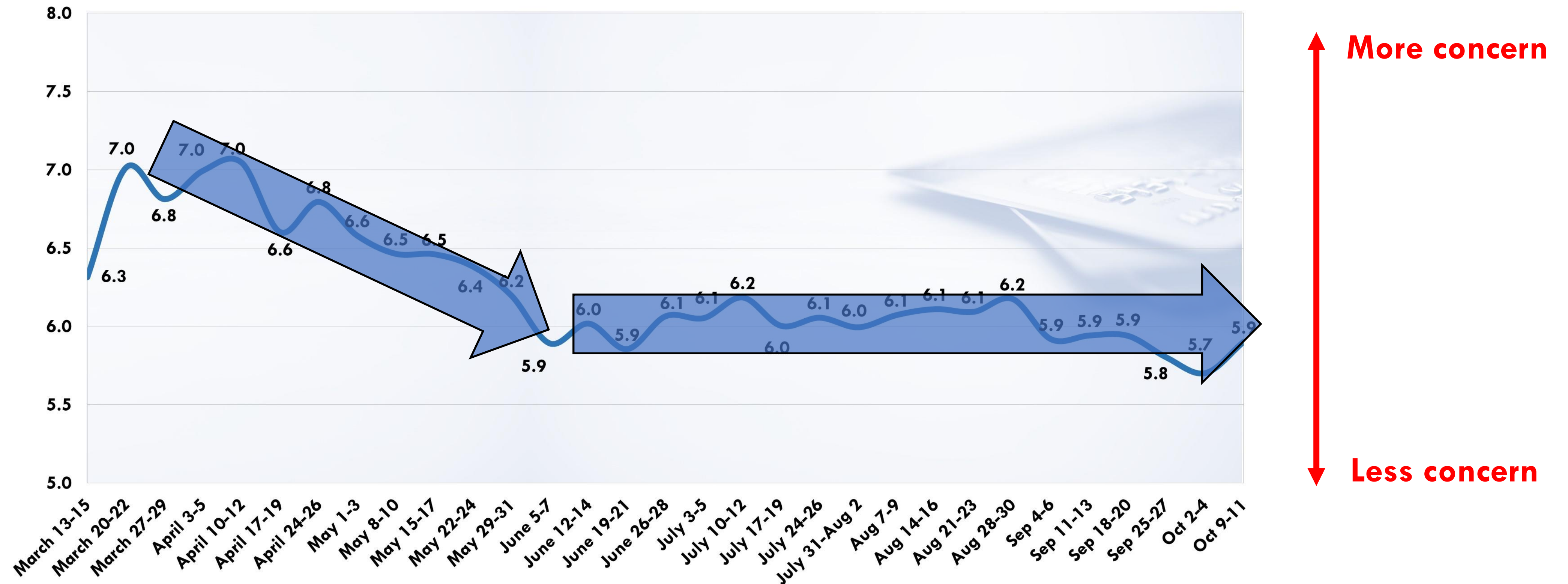


CONCERNS ABOUT PERSONAL FINANCES

MARCH 13 – OCTOBER 11



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



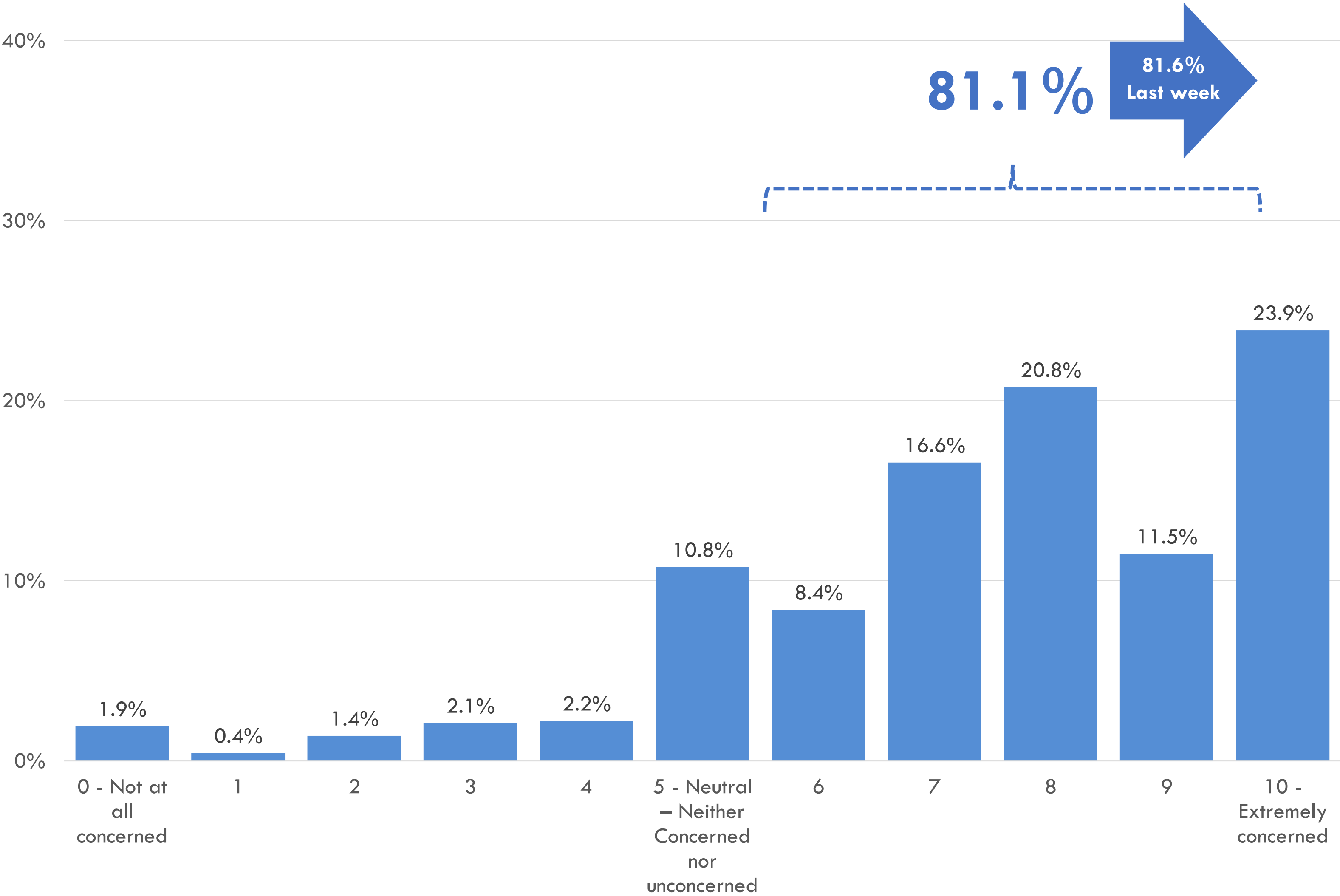
QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, HOW CONCERNED ARE YOU ABOUT THE IMPACT IT MAY HAVE ON YOUR PERSONAL FINANCES?

(Base: Waves 1-31. 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 and 1,203 completed surveys.)

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 31 data. All respondents, 1,203 completed surveys. Data collected Oct 9-11, 2020)

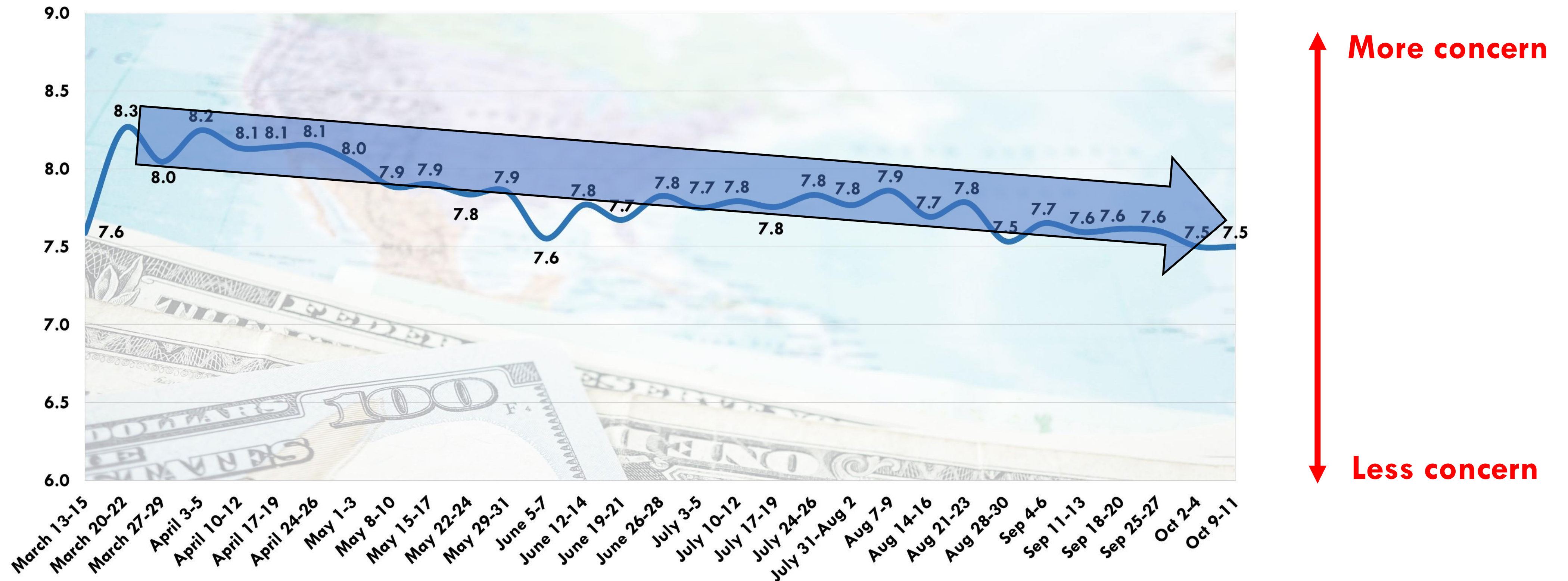


CONCERNS ABOUT NATIONAL ECONOMY

MARCH 13 – OCTOBER 11



CONCERNED ABOUT NATIONAL ECONOMY (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 THE NATIONAL ECONOMY?

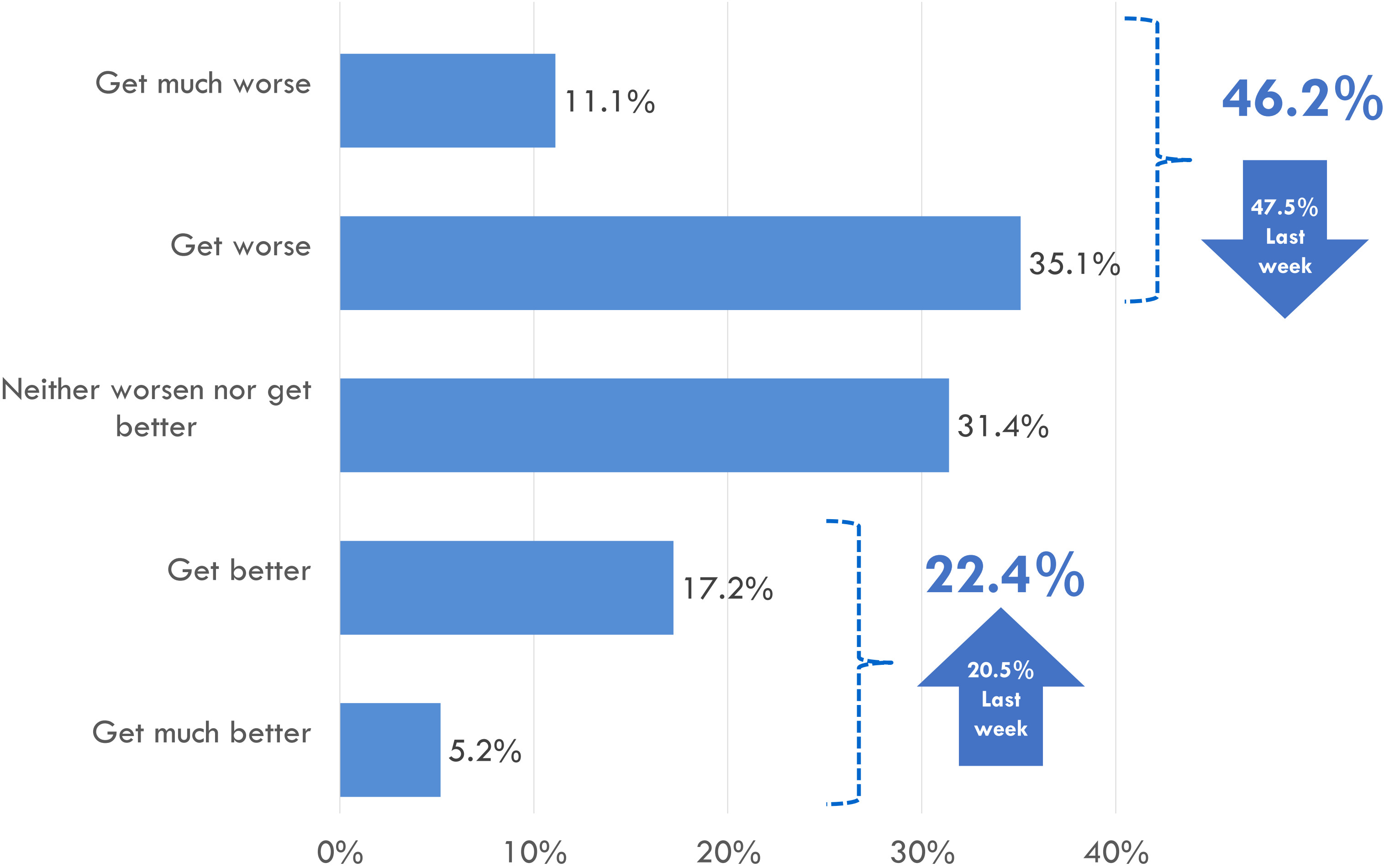
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EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

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 31 data. All respondents, 1,203 completed surveys. Data collected Oct 9-11, 2020)

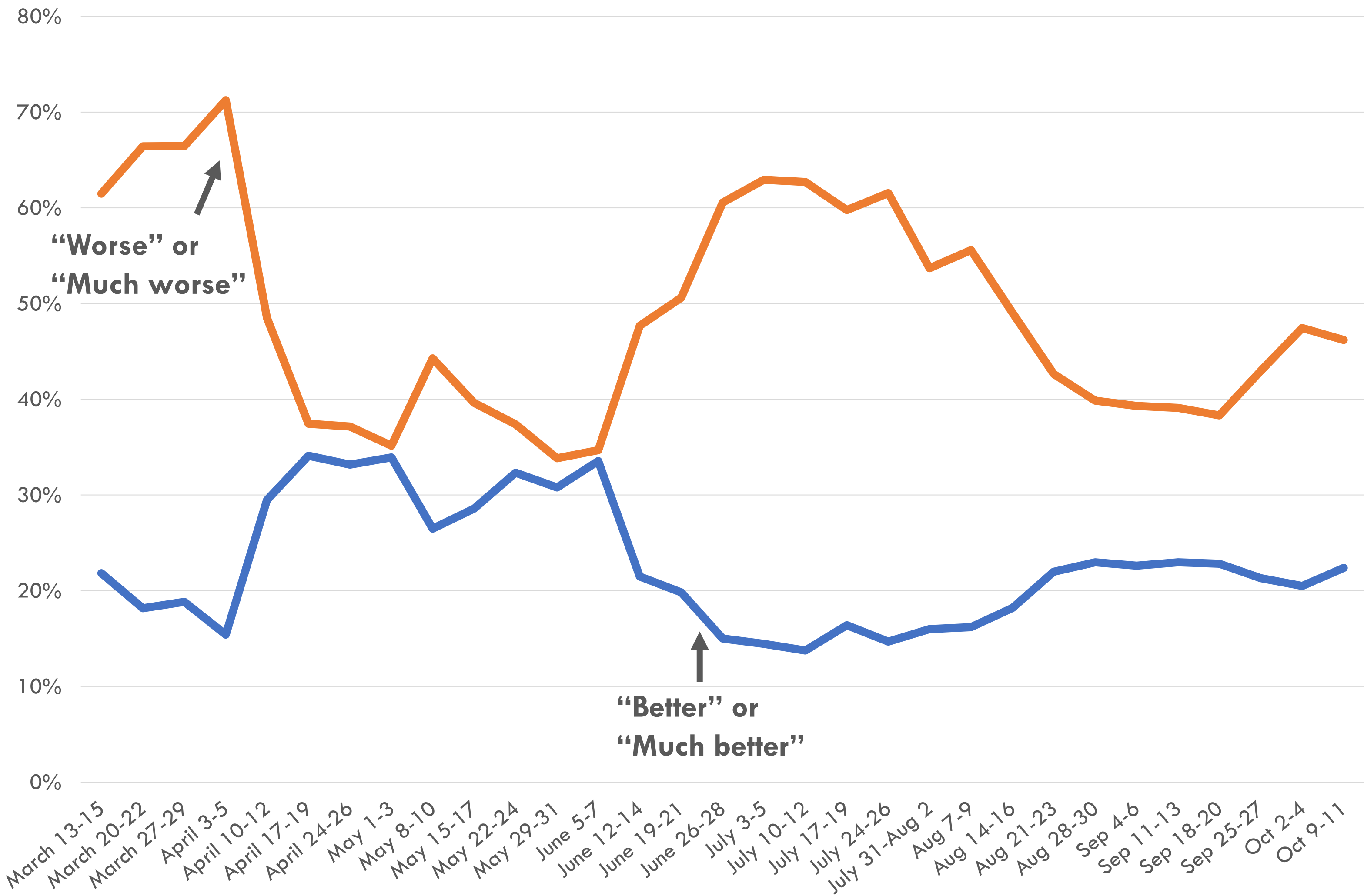


EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-31)

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 _____

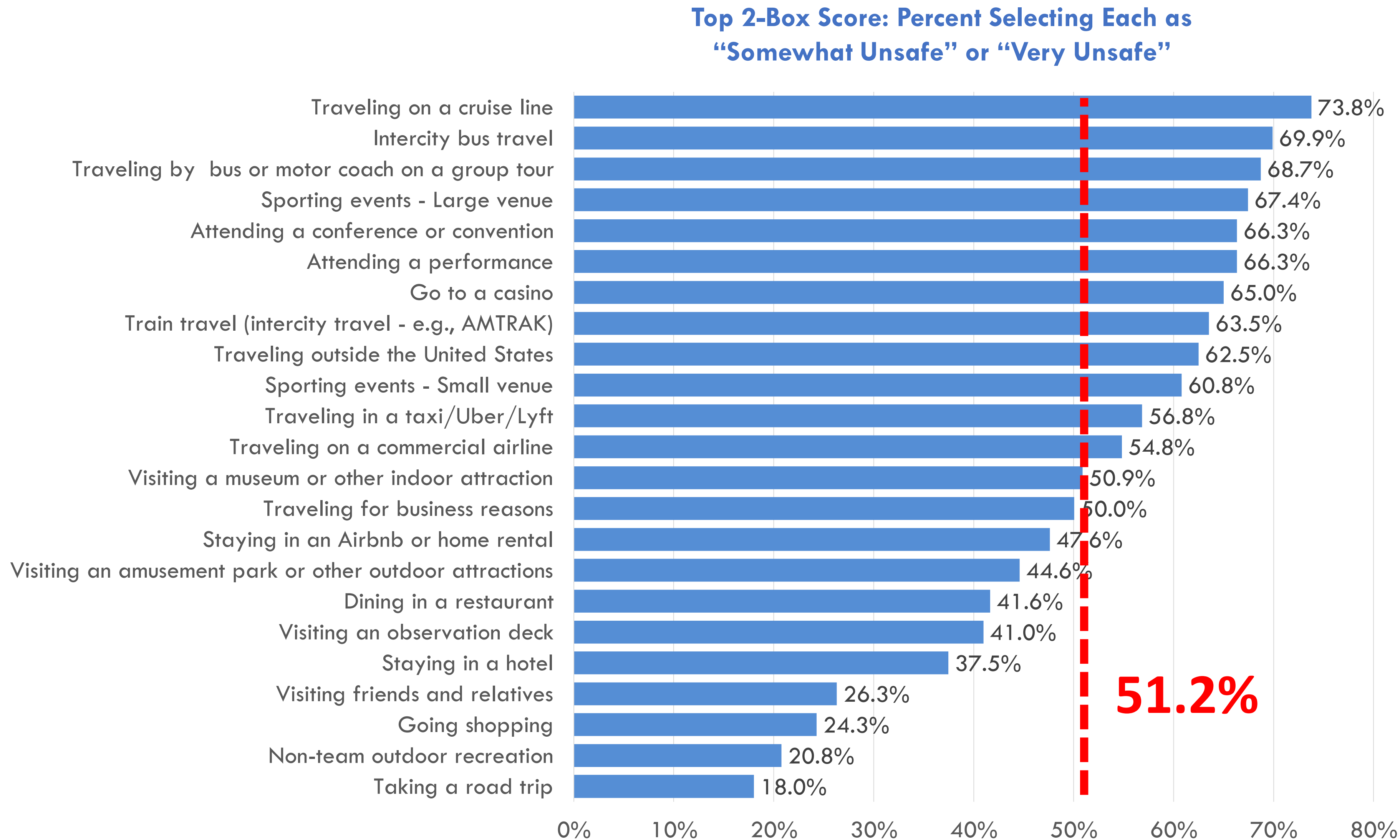
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PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 31)

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

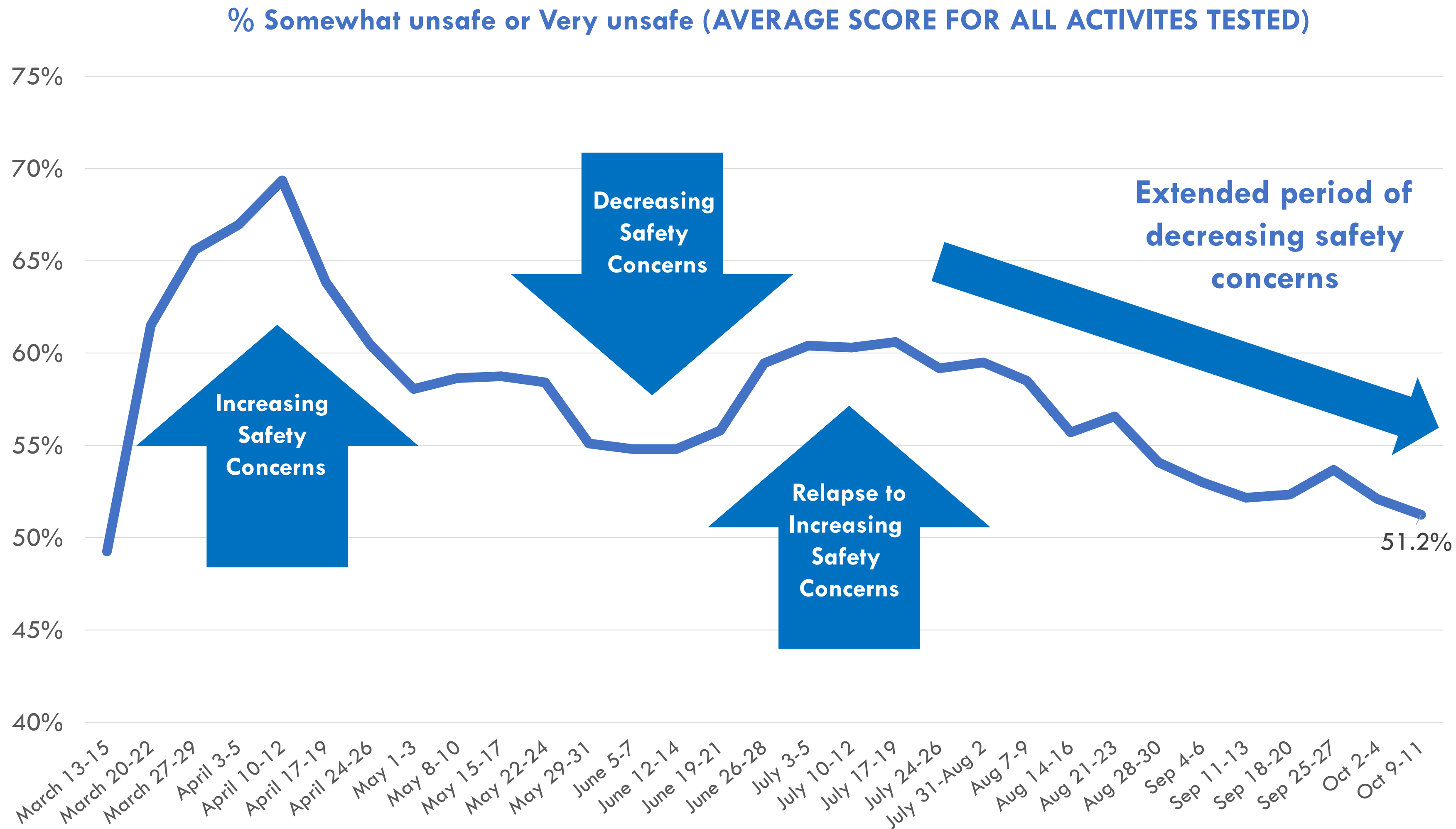
(Base: Wave 31 data. All respondents, 1,203 completed surveys.
Data collected Oct 9-11, 2020)



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-31 COMPARISON)

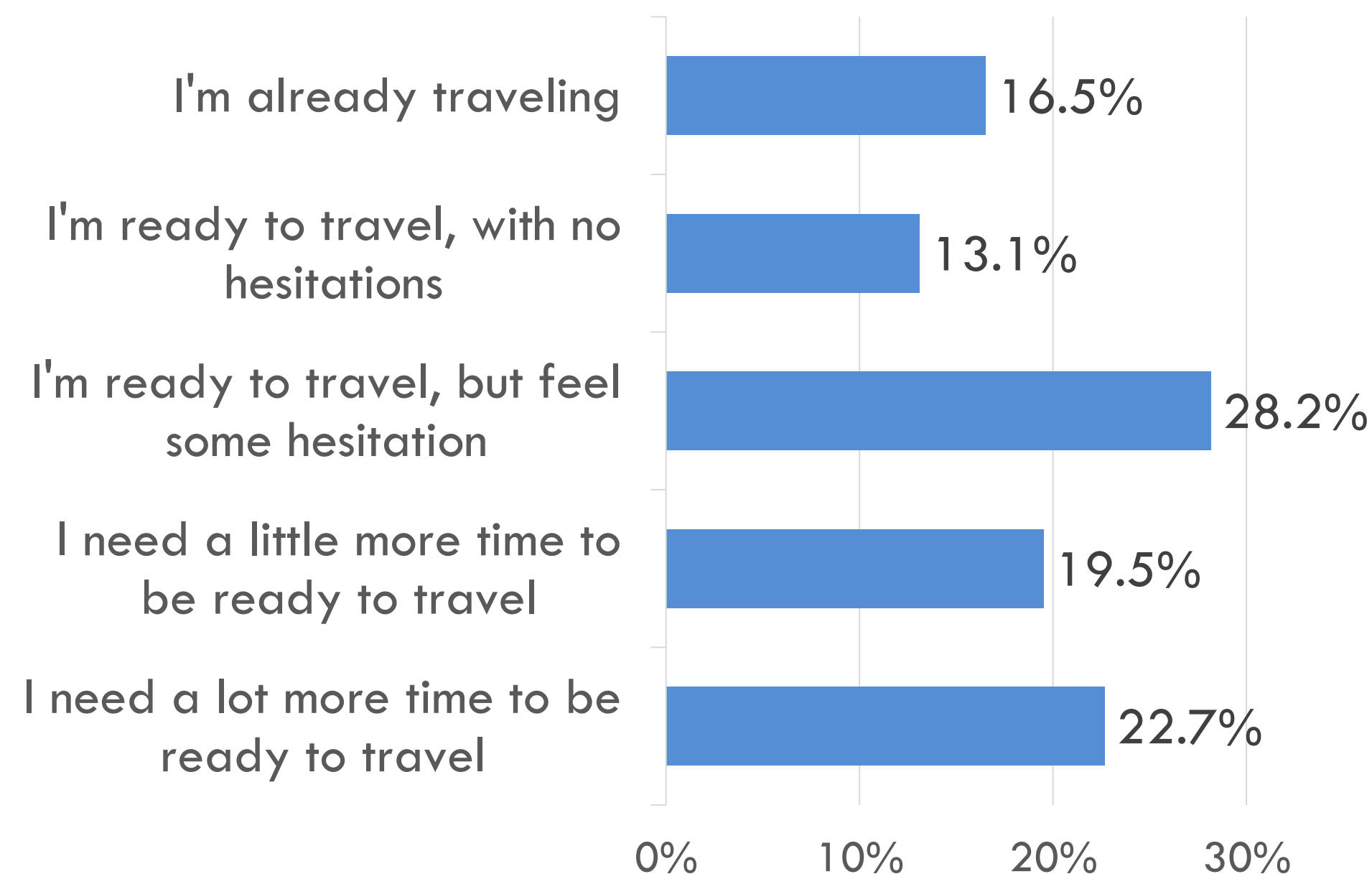
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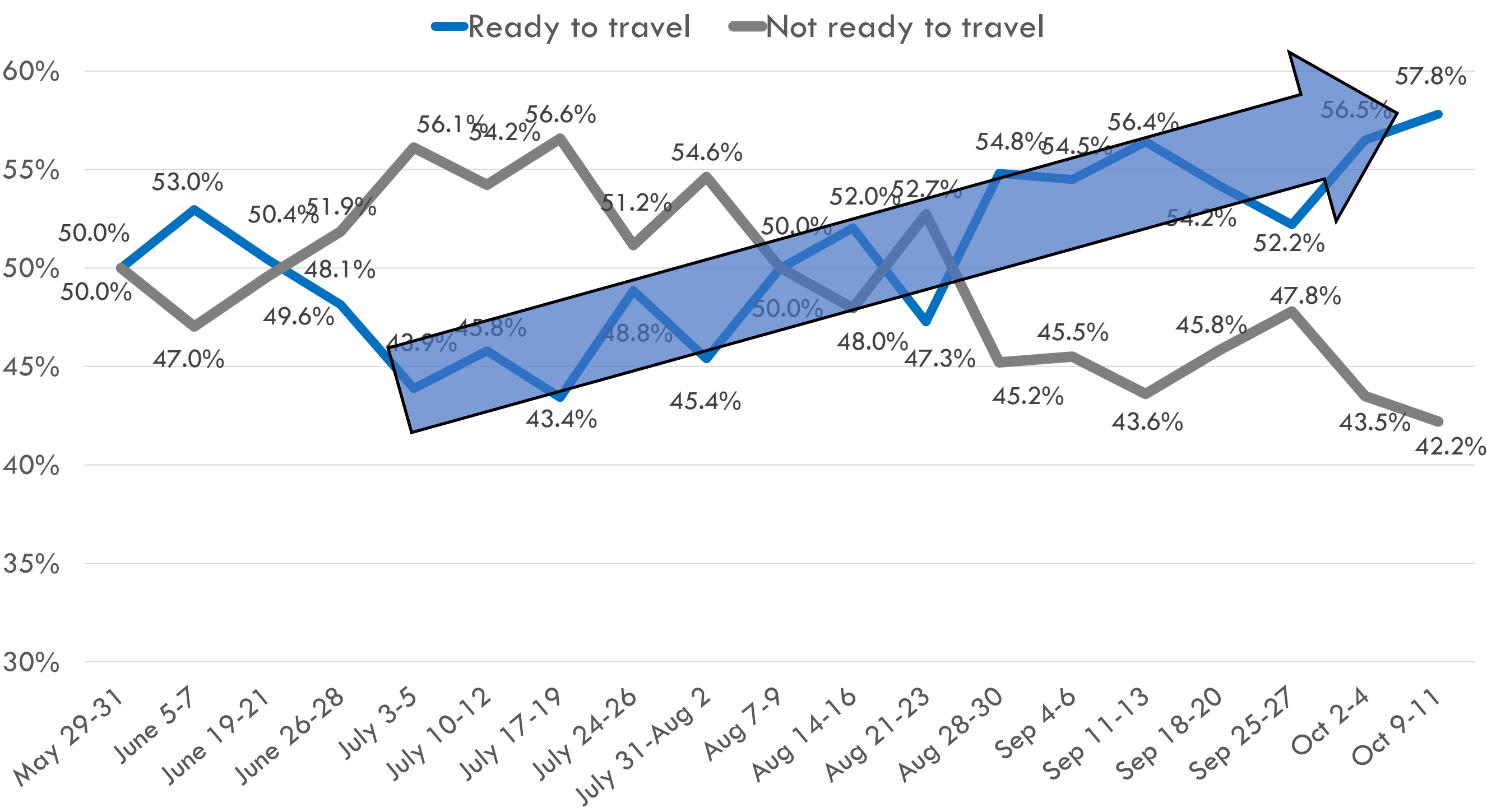
TRAVEL STATE-OF-MIND

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 15-31. 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 and 1,203 completed surveys.)

Historical data

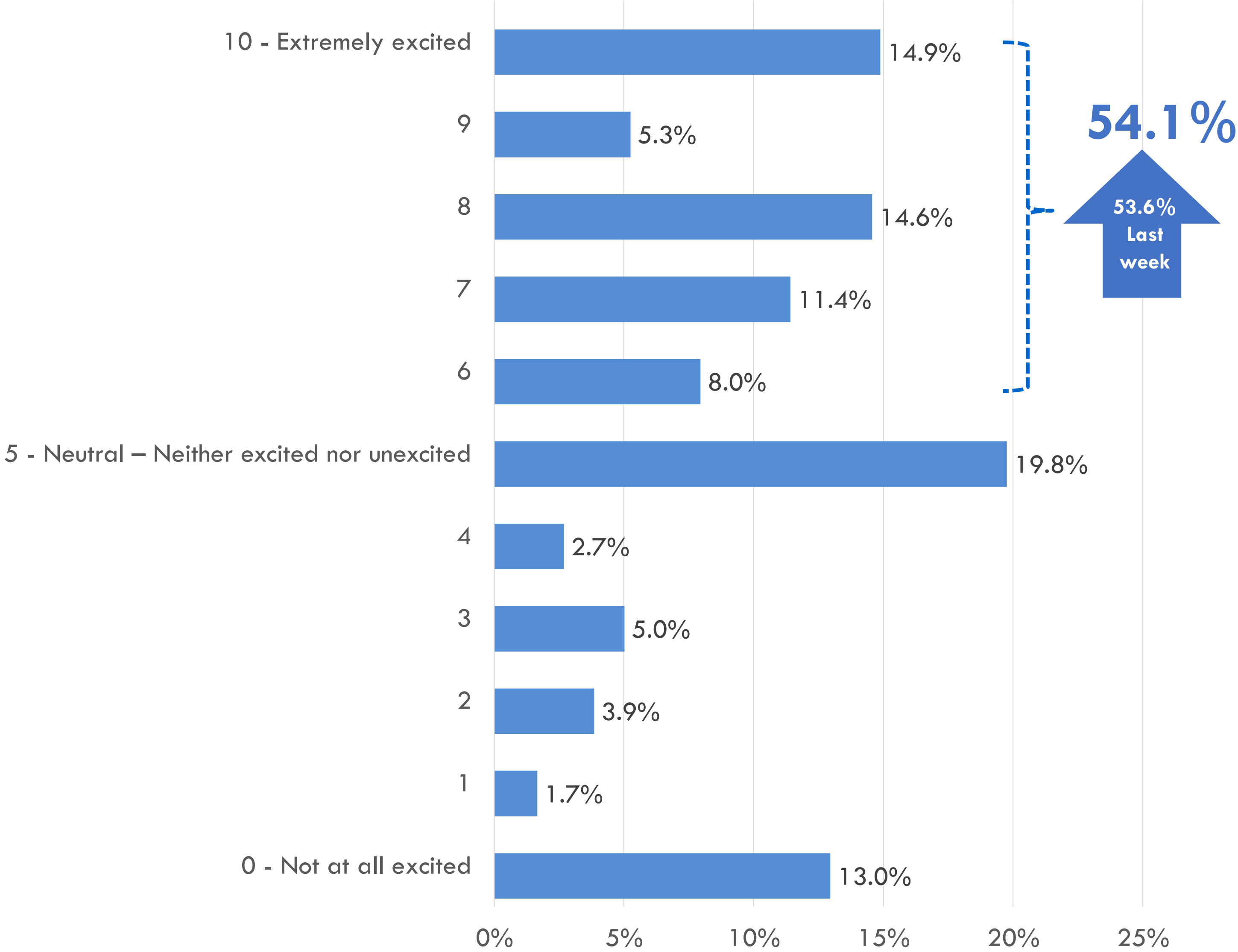


EXCITEMENT TO TRAVEL NOW

Question: Imagine that a good friend (or close family member) asks you to take a weekend getaway with them sometime in the next month.

How excited would you be to go? (Assume the getaway is to a place you want to visit)

(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct 9-11, 2020)

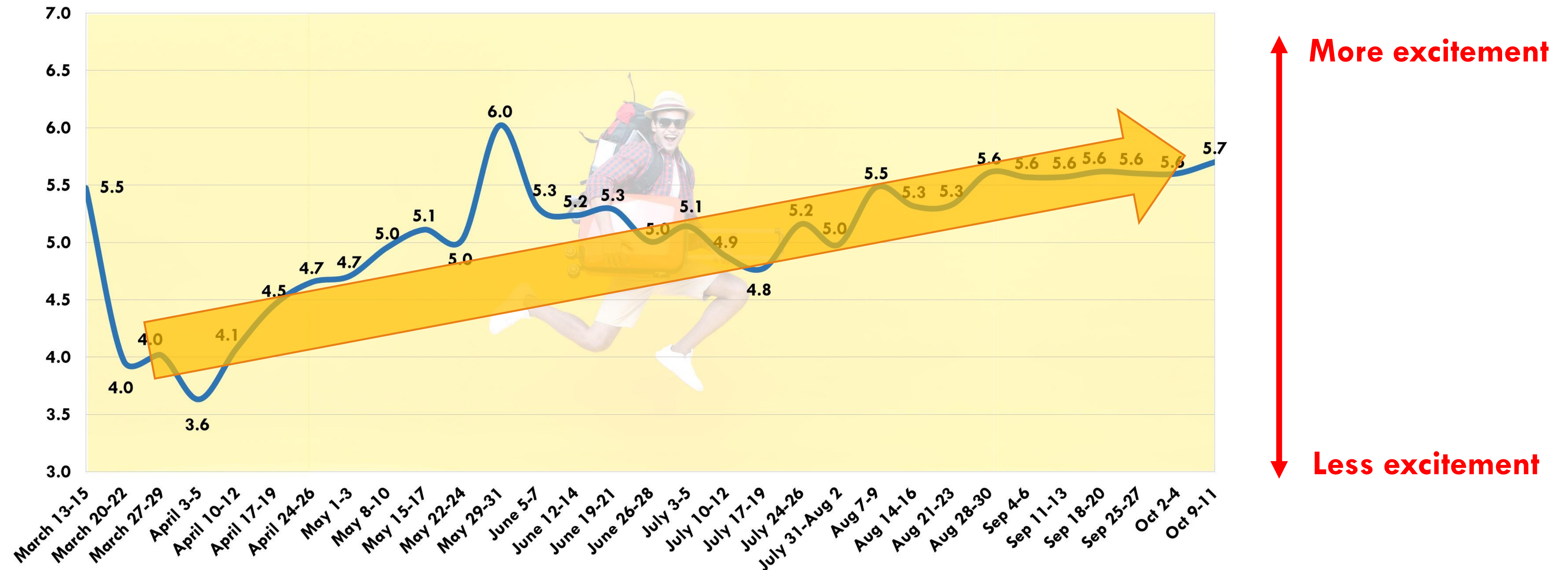


EXCITEMENT TO TRAVEL RIGHT NOW

MARCH 13 – OCTOBER 11



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



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 1-31. 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 and 1,203 completed surveys.)



KEY TAKEAWAYS

- American travelers' concerns about the virus increased this week after a decline last week
- However, consumer aspiration and demand for travel continues to express itself
- Travel clearly took a large brunt of the fears about the coronavirus in the early period of the pandemic, but Americans look to be easing strong perceptions of travel as unsafe and shifting their mindset towards travel readiness
- Don't forget: Safety is still essential to how people think about and consider travel



Pandemic Spending Priorities



Question: Thinking now about how you will spend your disposable income during the next three months, tell us about your spending priorities.

However you personally define each, use the scale provided to indicate how you will prioritize these in the next THREE (3) MONTHS.

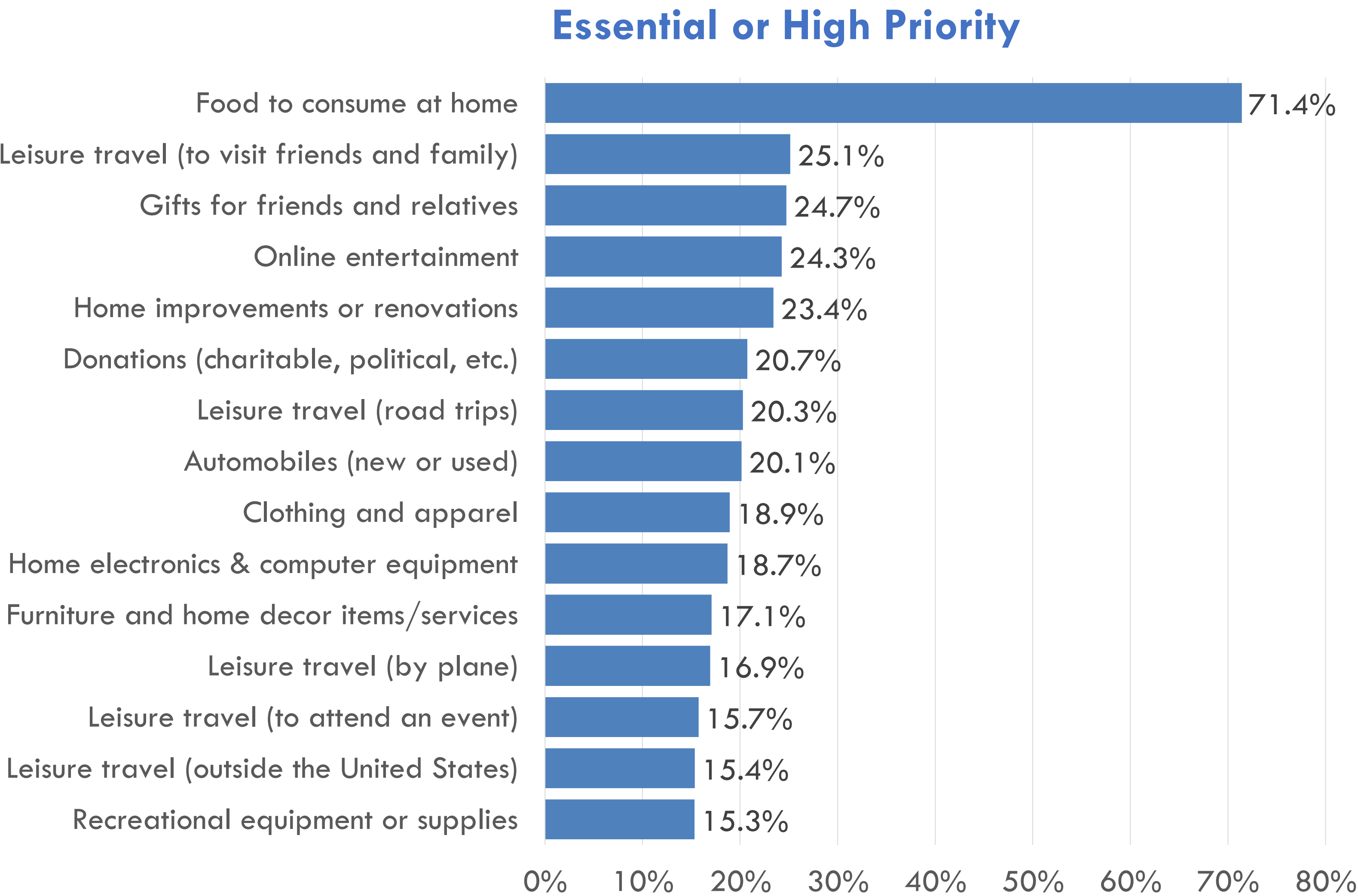
- ☐ Essential priority
- ☐ High priority
- ☐ Medium priority
- ☐ Low priority
- ☐ Not a priority

SPENDING PRIORITIES (NEXT 3 MONTHS)

Question: Thinking now about how you will spend your disposable income during the next three months, tell us about your spending priorities.

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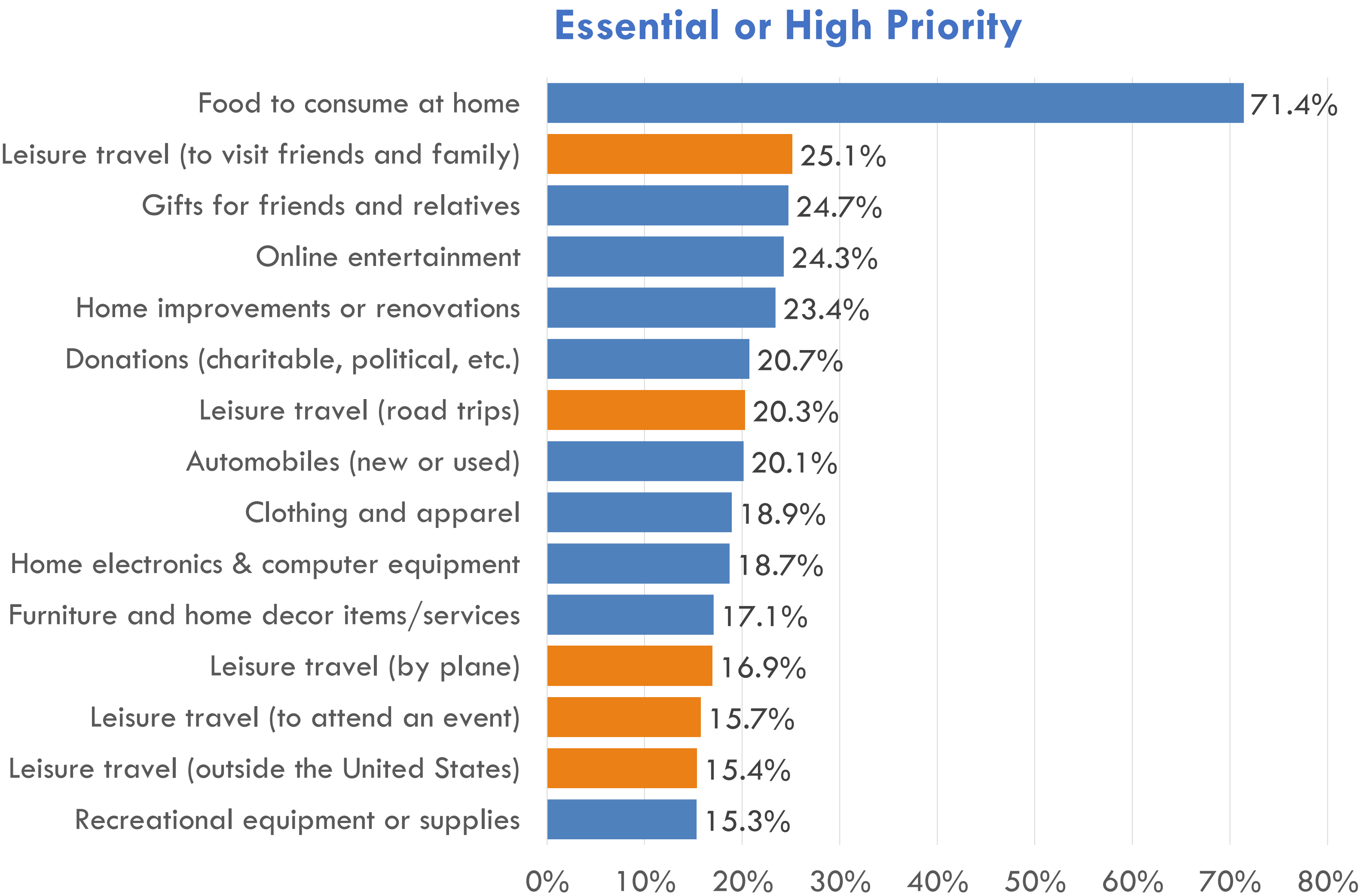


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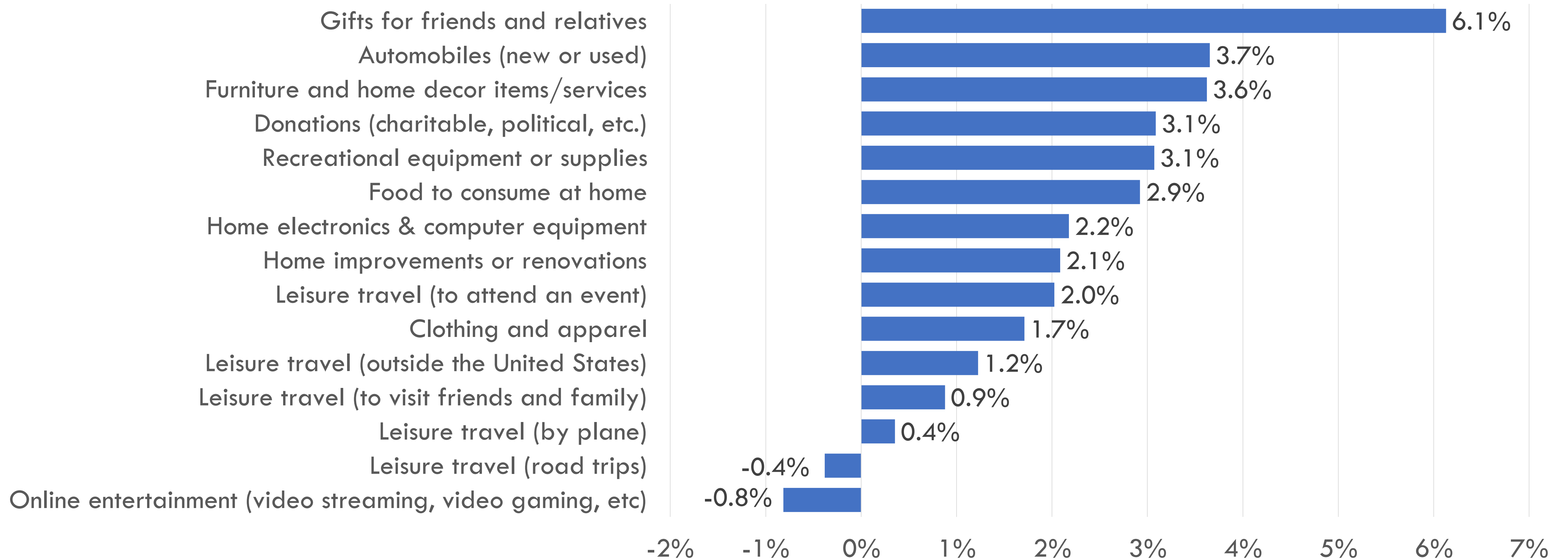
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(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct. 9-11, 2020)



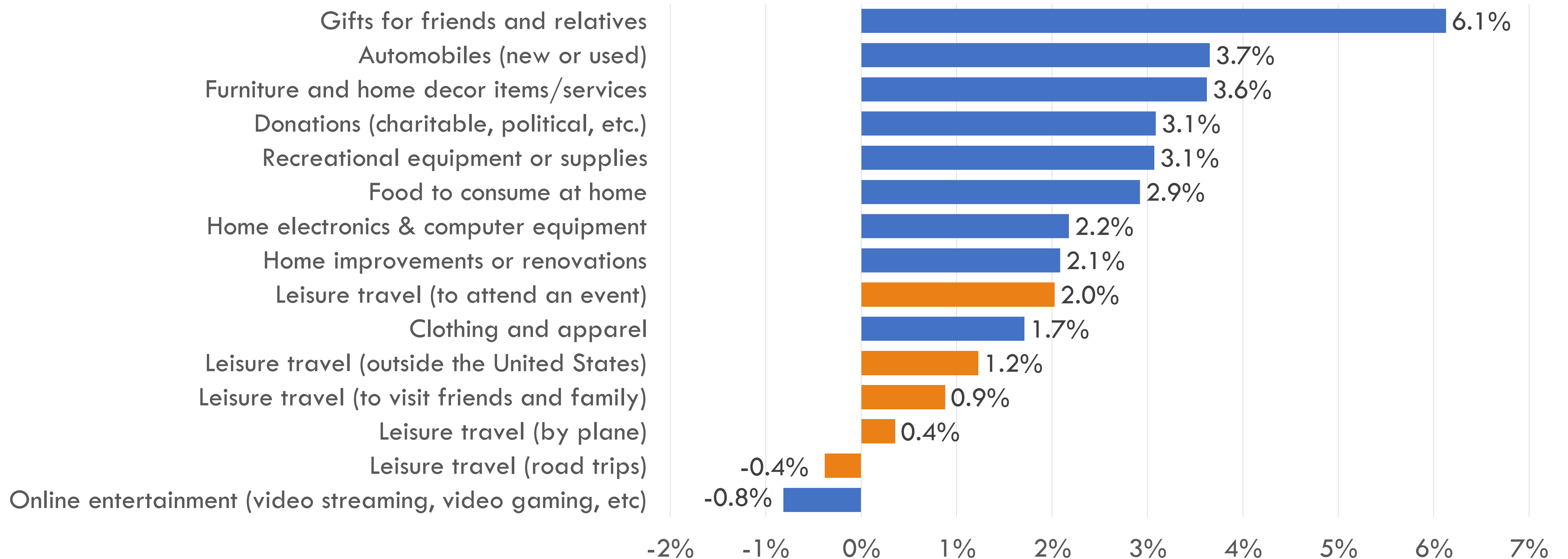
SPENDING PRIORITIES (NEXT 3 MONTHS)

Absolute Change from August (Wave 23)



SPENDING PRIORITIES (NEXT 3 MONTHS)

Absolute Change from August (Wave 23)

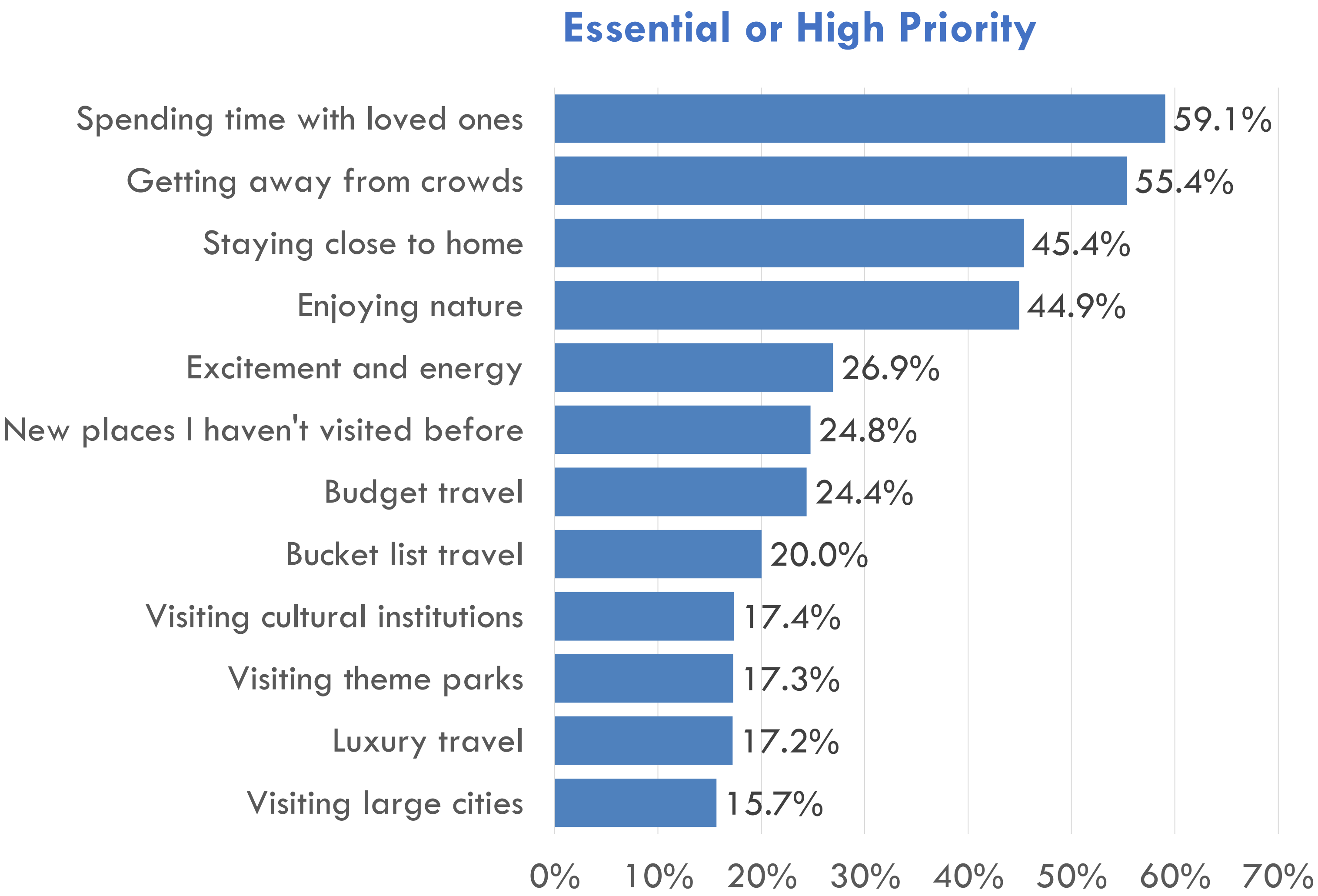


TRAVEL PRIORITIES

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

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

(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct. 9-11, 2020)

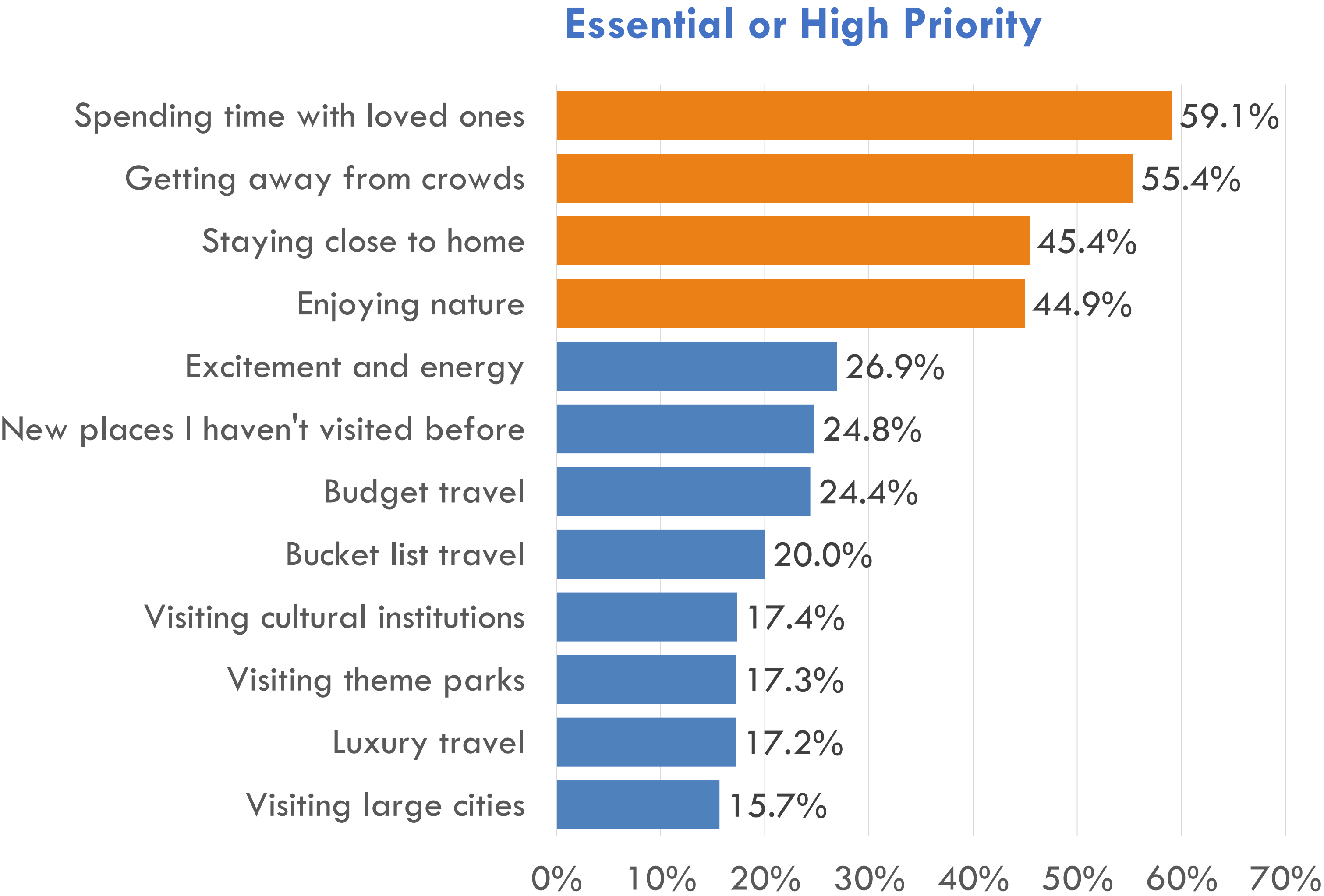


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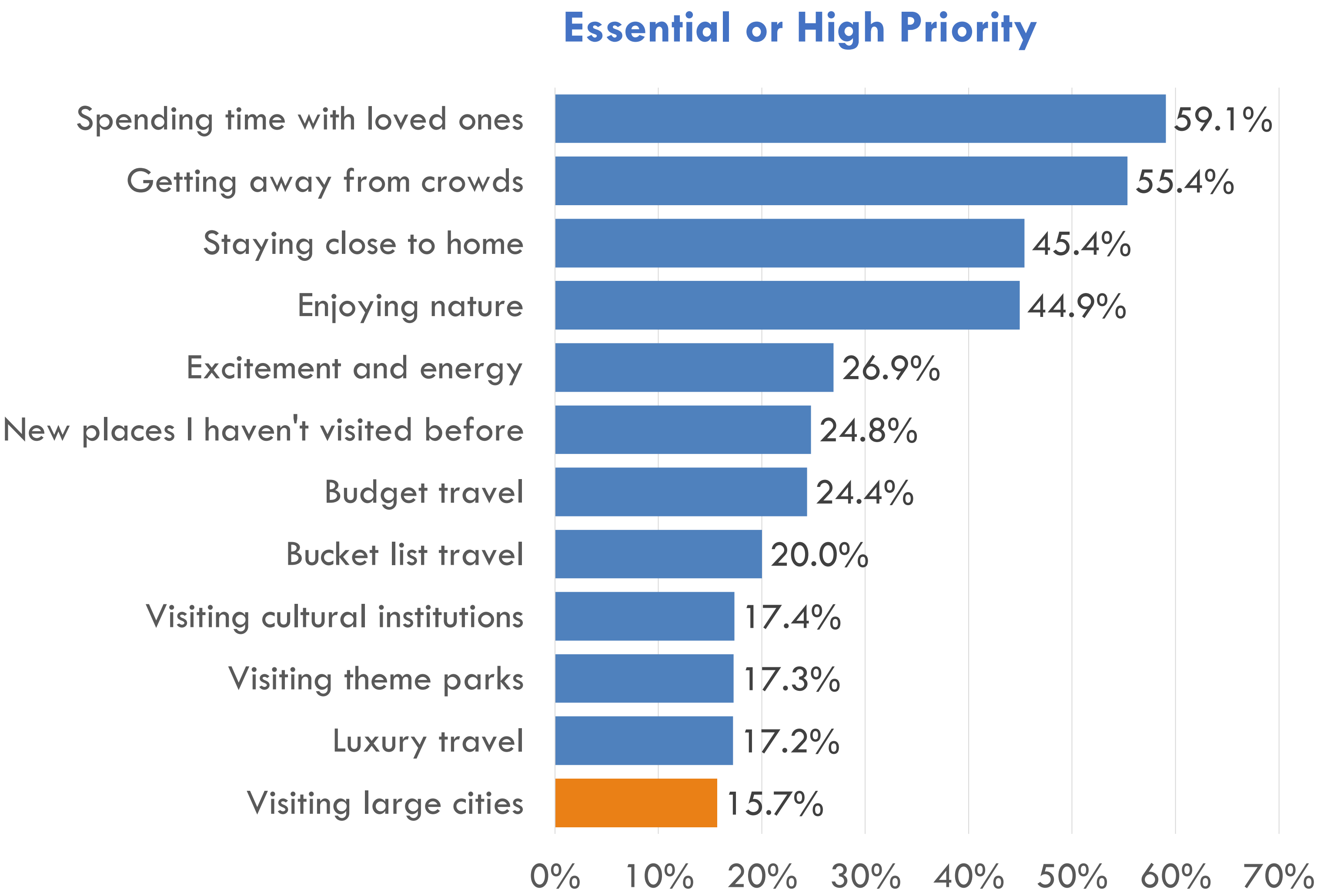


TRAVEL PRIORITIES

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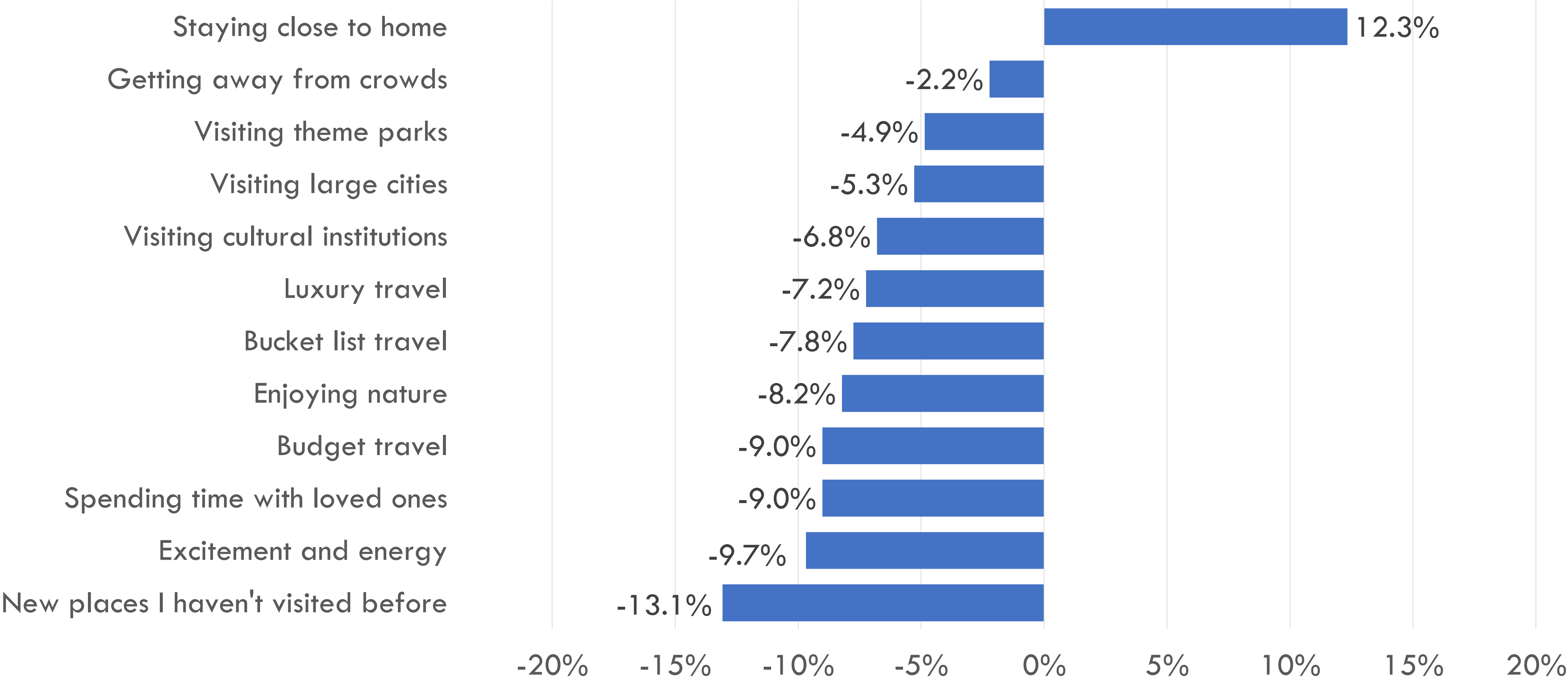
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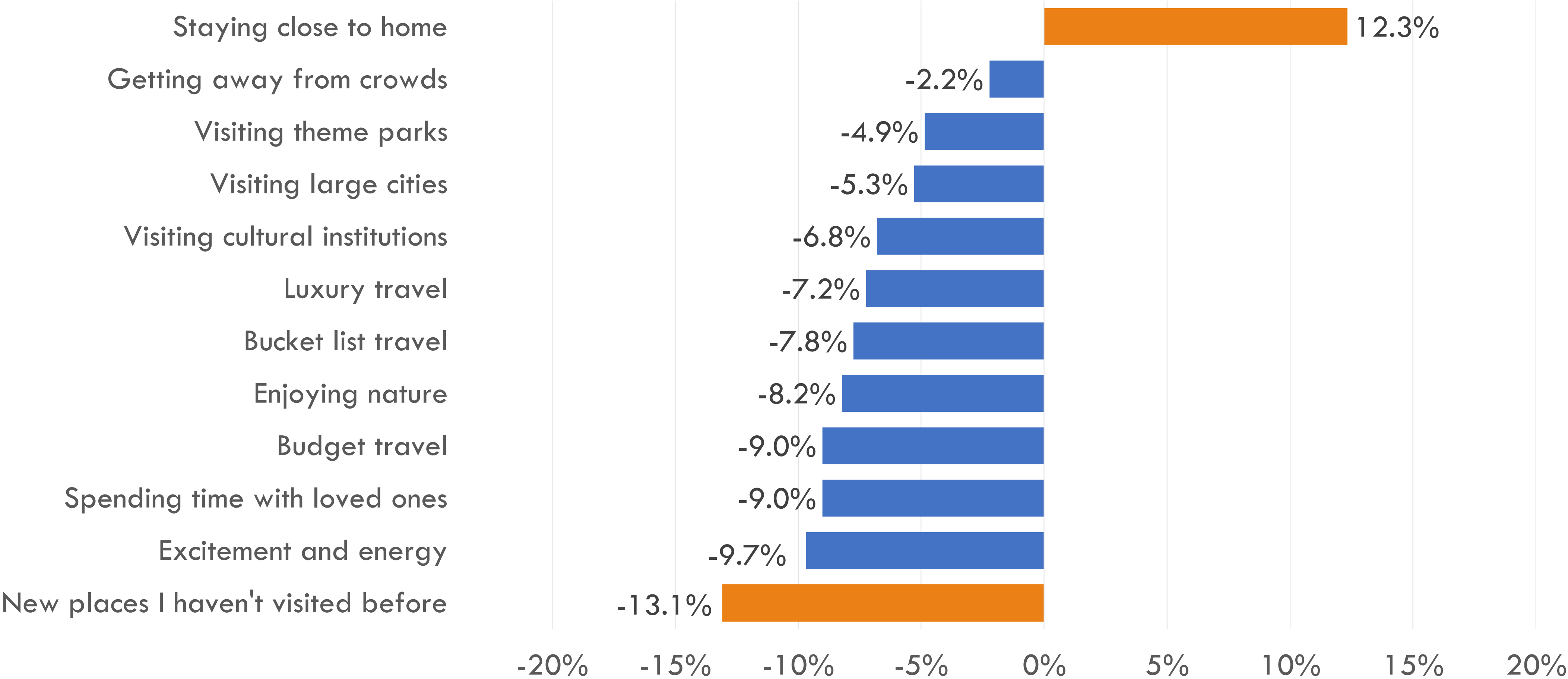
TRAVEL PRIORITIES (NEXT 3 MONTHS)

Absolute Change from August (Wave 23)



TRAVEL PRIORITIES (NEXT 3 MONTHS)

Absolute Change from August (Wave 23)





KEY TAKEAWAYS

- While American travelers will most prioritize spending their disposable income on food, there has been a net positive change in prioritizing leisure travel spending in the next 3 months.
- With the holiday season soon approaching, spending priorities on gifts for family and friends has grown and spending time with loved ones is the top priority relative to other travel experiences.
- Although American travelers most want to visit large cities in the next 12 months, visiting urban centers in the remainder of 2020 is the least prioritized experience, likely due to holiday travel being at the forefront of travelers' minds.

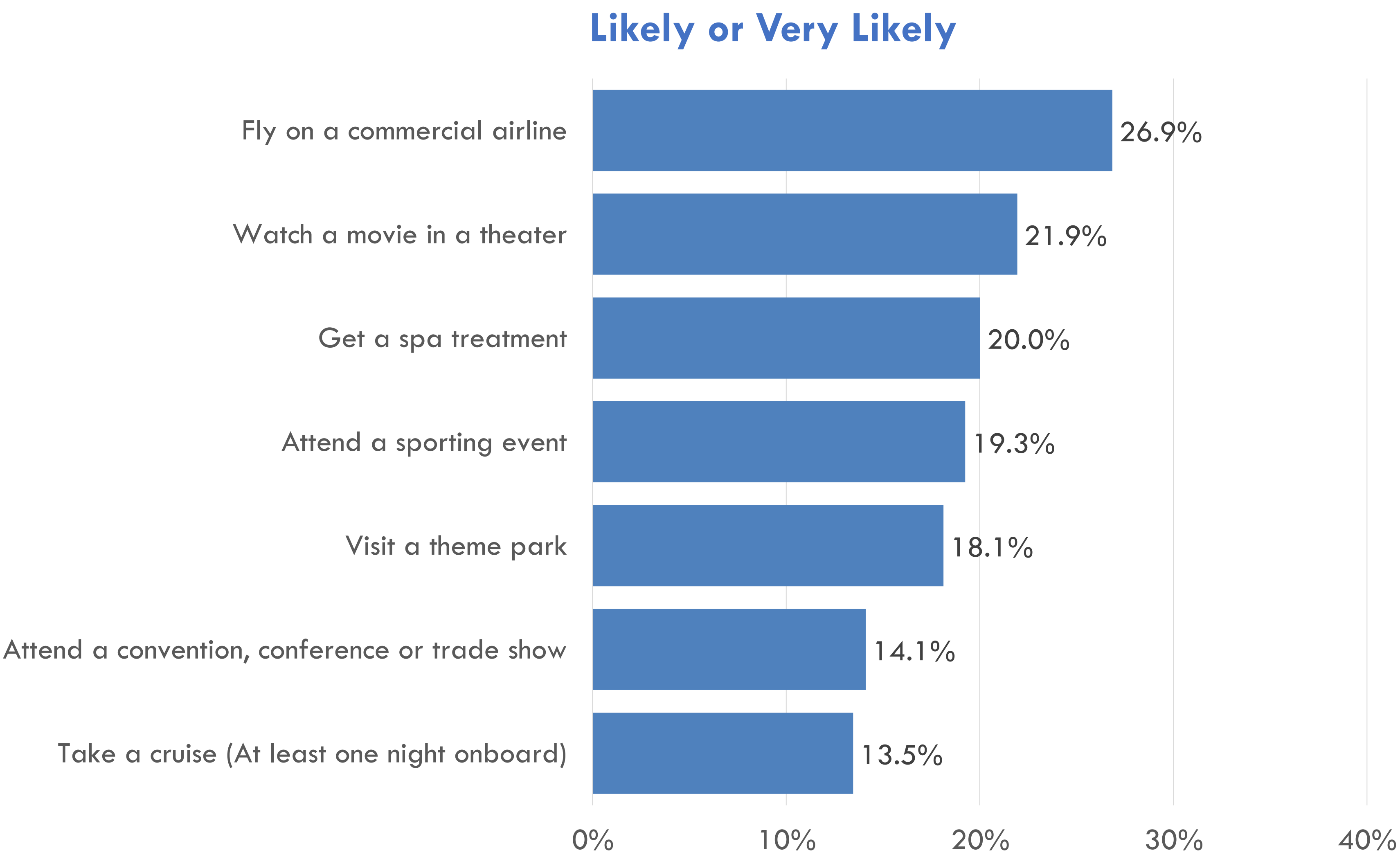


The Potential Impact of Mandatory Covid-19 Tests

TRAVEL BEHAVIORS IN NEXT THREE MONTHS

Question: How likely are you to do each of the following in the next **THREE (3) MONTHS**?

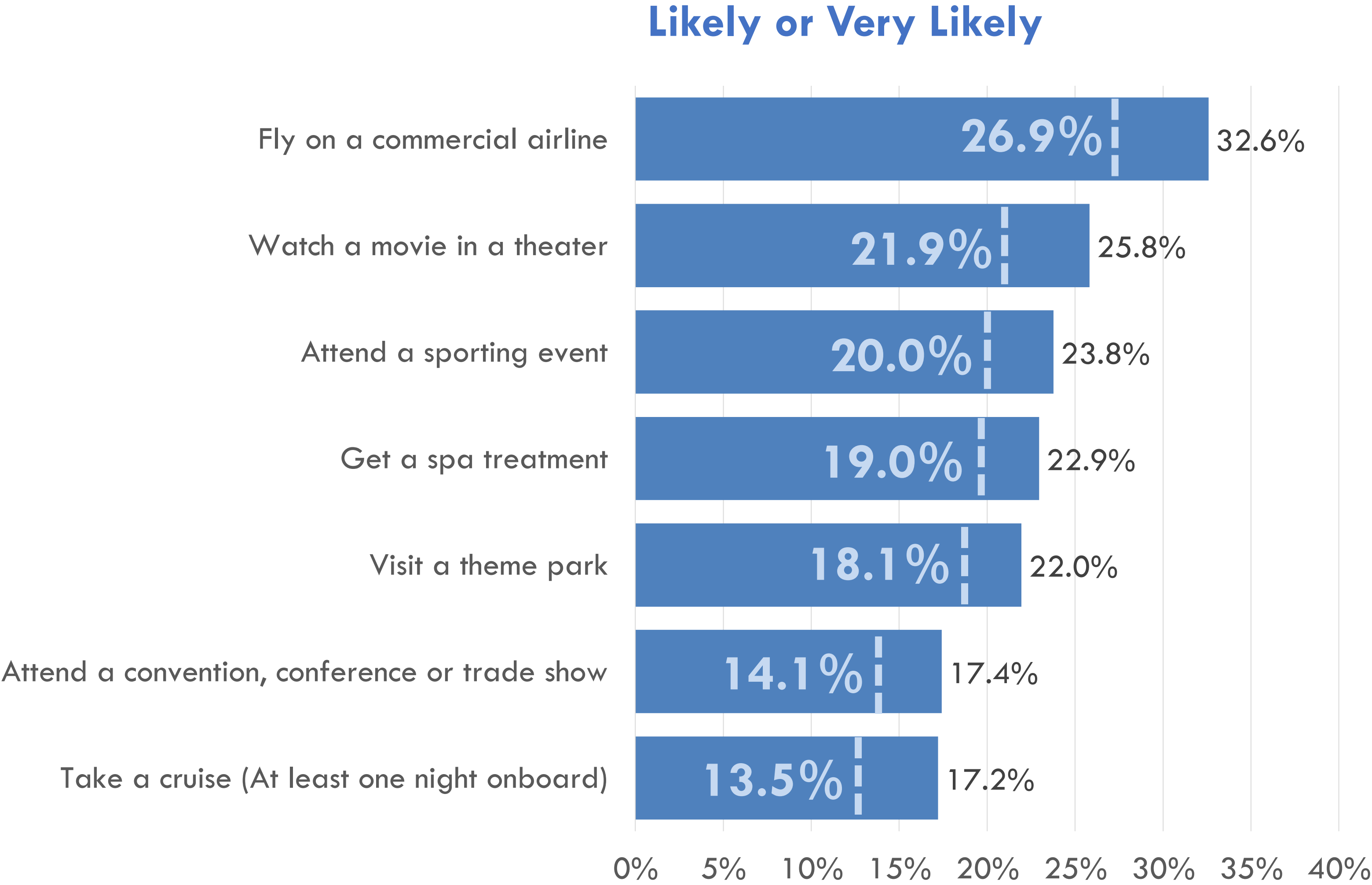
(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct. 9-11, 2020)



MANDATORY COVID TESTS' IMPACT ON TRAVEL BEHAVIORS

Question: If all customers were required to pass a COVID-19 test prior to entry, how likely would you be to do each in the next THREE (3) MONTHS?

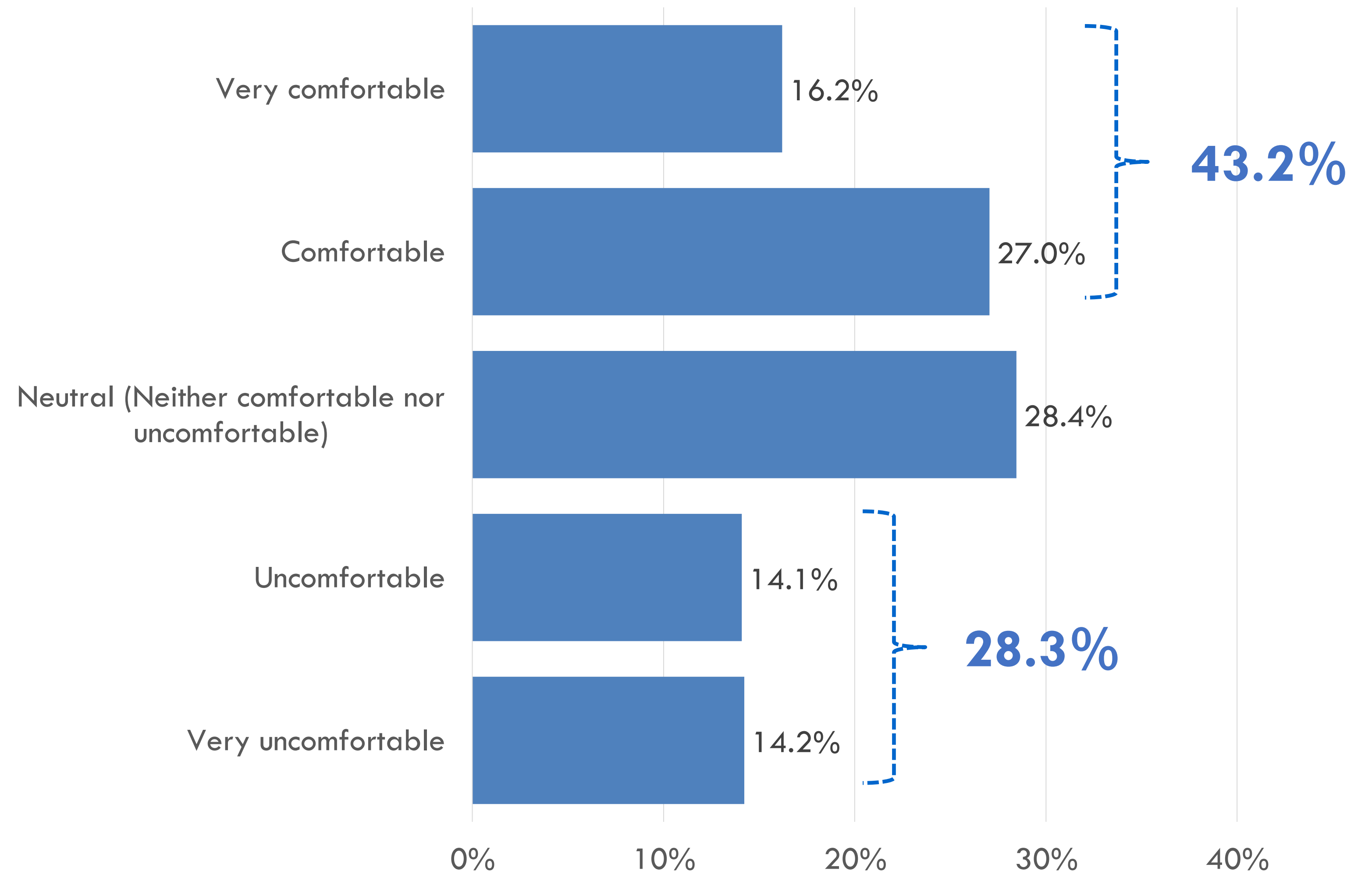
(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct. 9-11, 2020)



MANDATORY TESTS AND COMFORT WITH AIR TRAVEL

Question: If a commercial airline required all passengers to take a COVID-19 test prior to boarding the plane, how comfortable would you be taking a flight? (Select one)

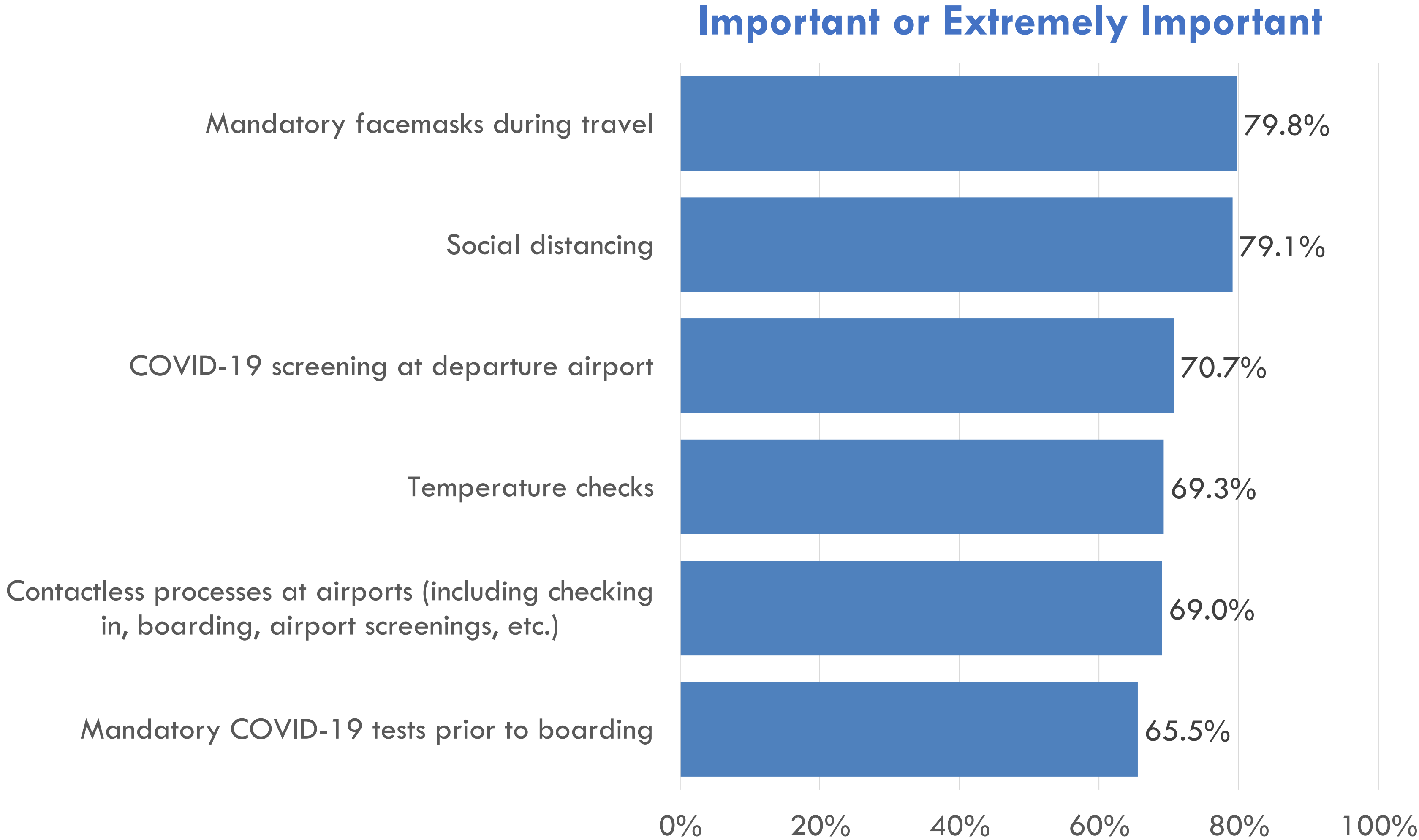
(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct. 9-11, 2020)

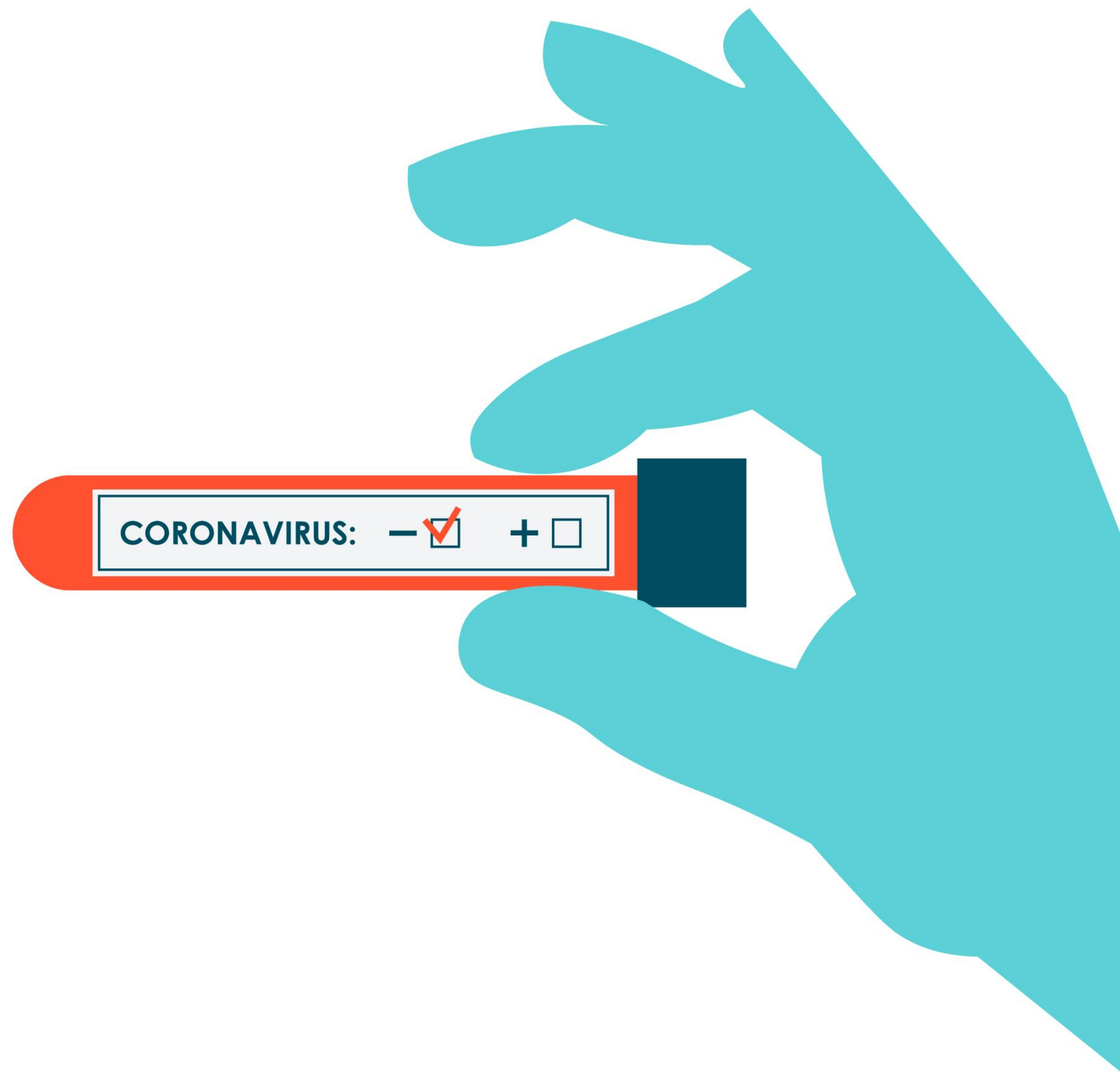


IMPORTANCE TO TAKING A FLIGHT

Question: How important would each of the following be to getting you to take a flight on a commercial airline in the NEXT SIX (6) MONTHS?

(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct. 9-11, 2020)



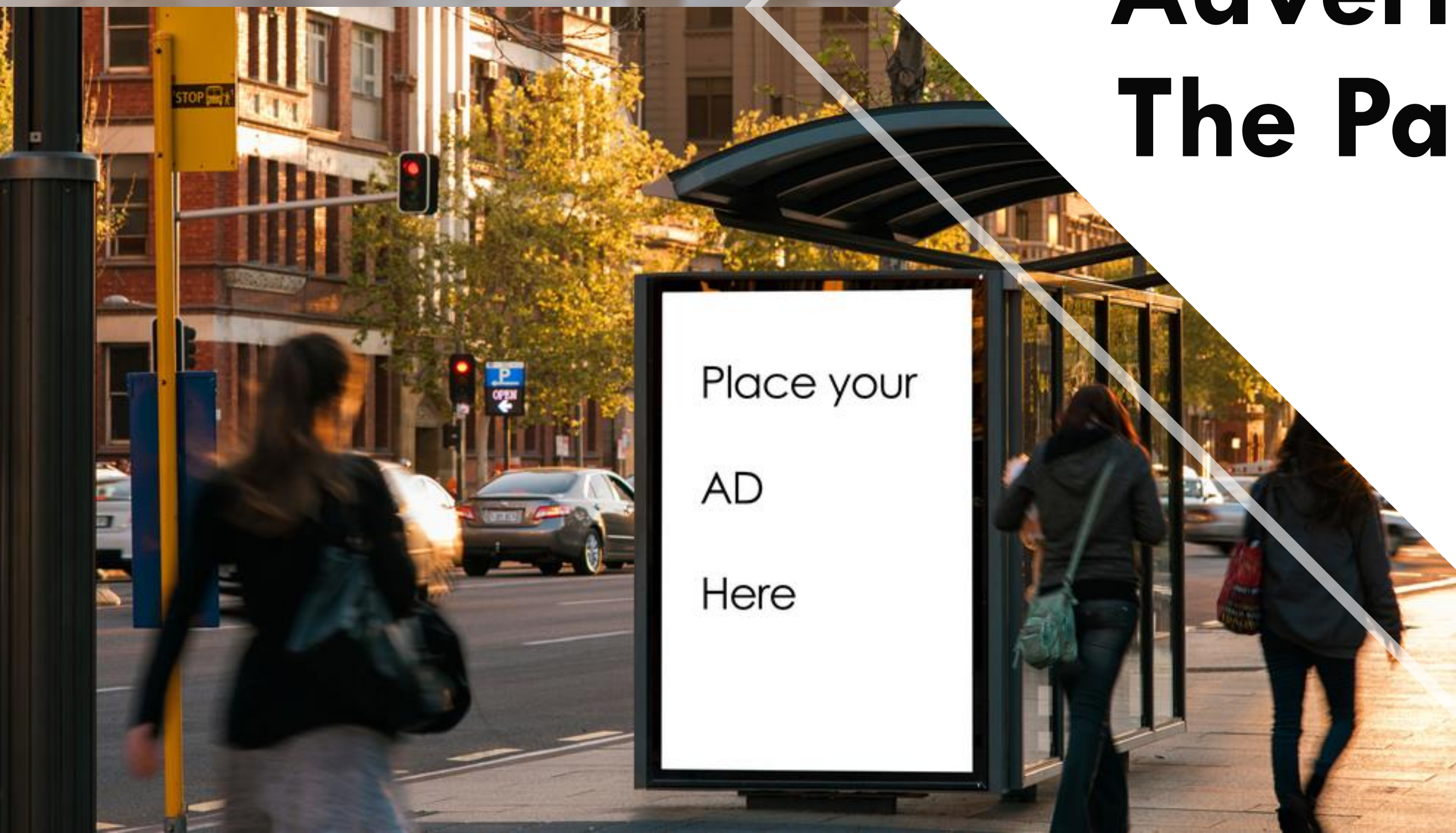


KEY TAKEAWAYS

- It appears that requiring a negative COVID test would result in an increase in travel and travel related behaviors, although quite modestly
- When asked how important certain COVID-19 protocols potentially instituted by the airlines would be to getting them to take a flight in the next six months, the strong majority of American travelers place a notable degree of importance on them
- These protocols are especially important for motivating those more hesitant about travel to consider traveling by air again



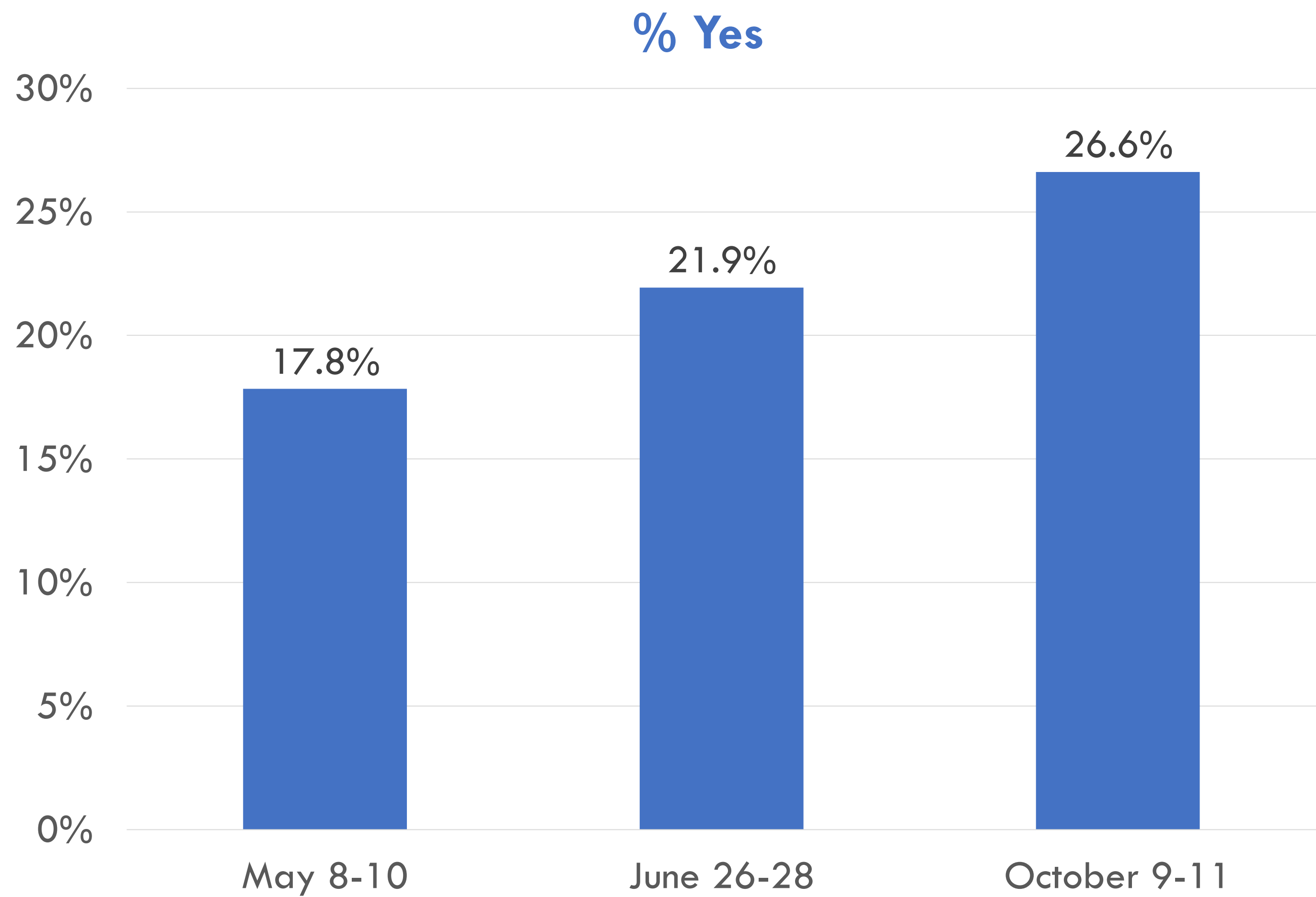
Travel Advertising in The Pandemic



RECALL OF TRAVEL ADVERTISEMENTS

Question: Do you recall seeing any specific advertisements for any travel destinations in the past month?

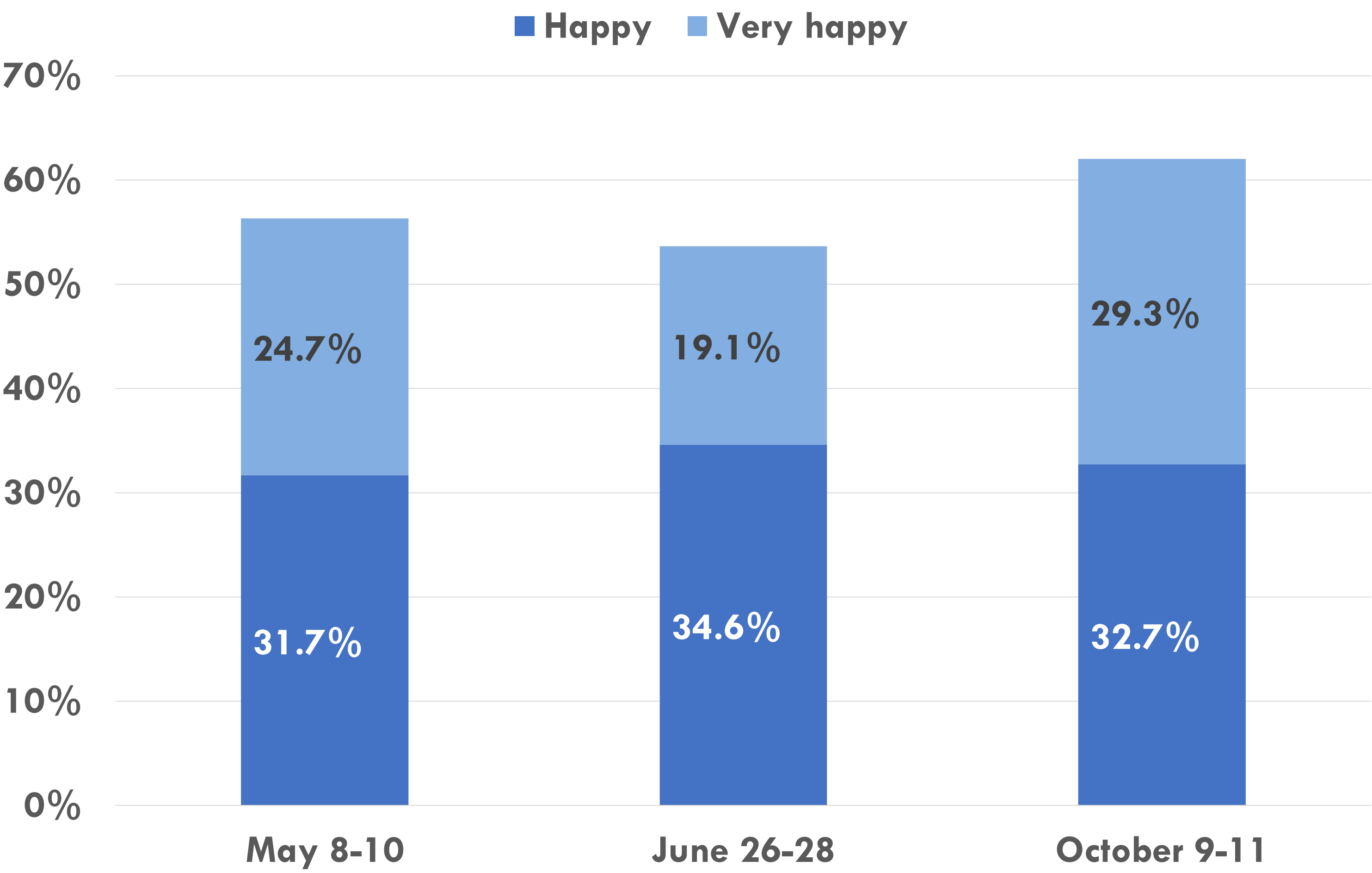
(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct. 9-11, 2020)



FEELINGS GENERATED BY TRAVEL ADVERTISEMENTS

Question: Please think about the most recent travel destination advertisement you saw. In general, how did that advertisement make you feel?

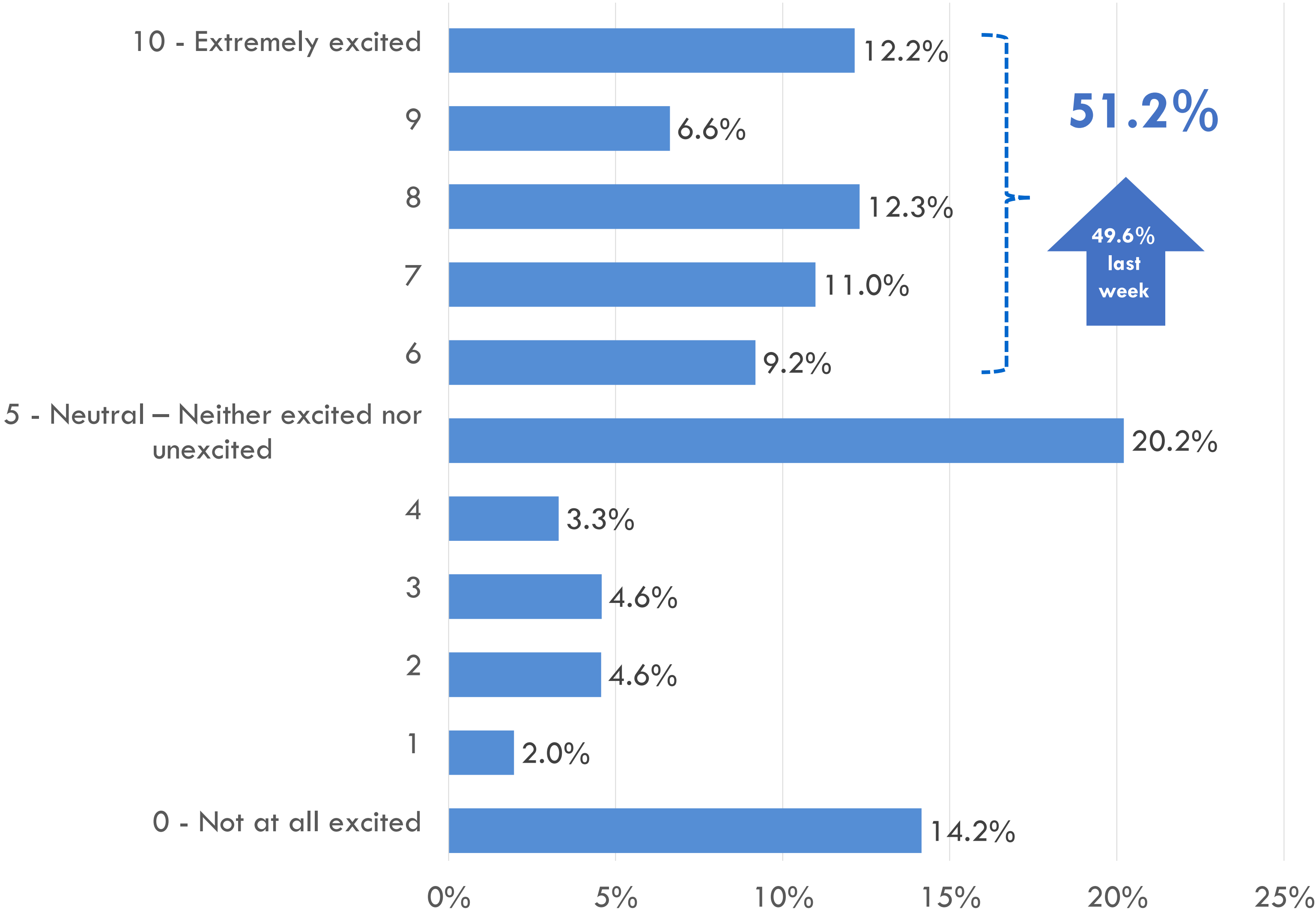
(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct. 9-11, 2020)



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 31 data. All respondents, 1,203 completed surveys. Data collected Oct 9-11, 2020)

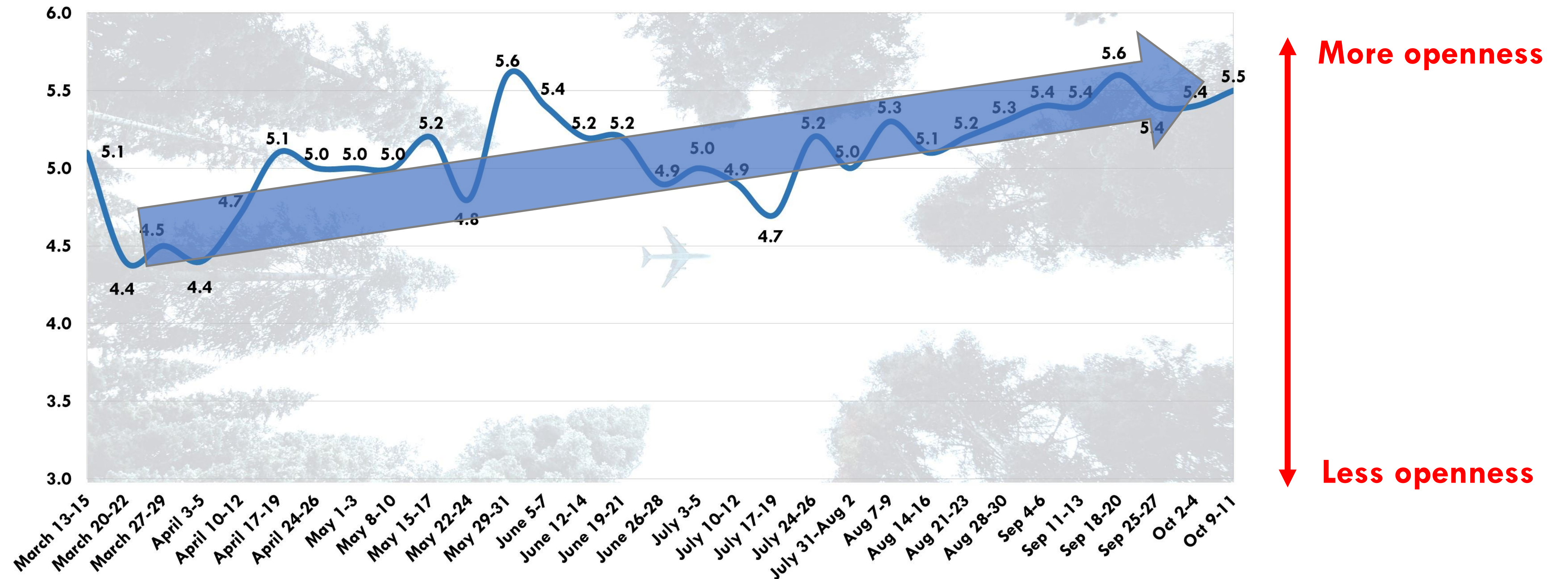


OPENNESS TO TRAVEL INSPIRATION

MARCH 13 – OCTOBER 11



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



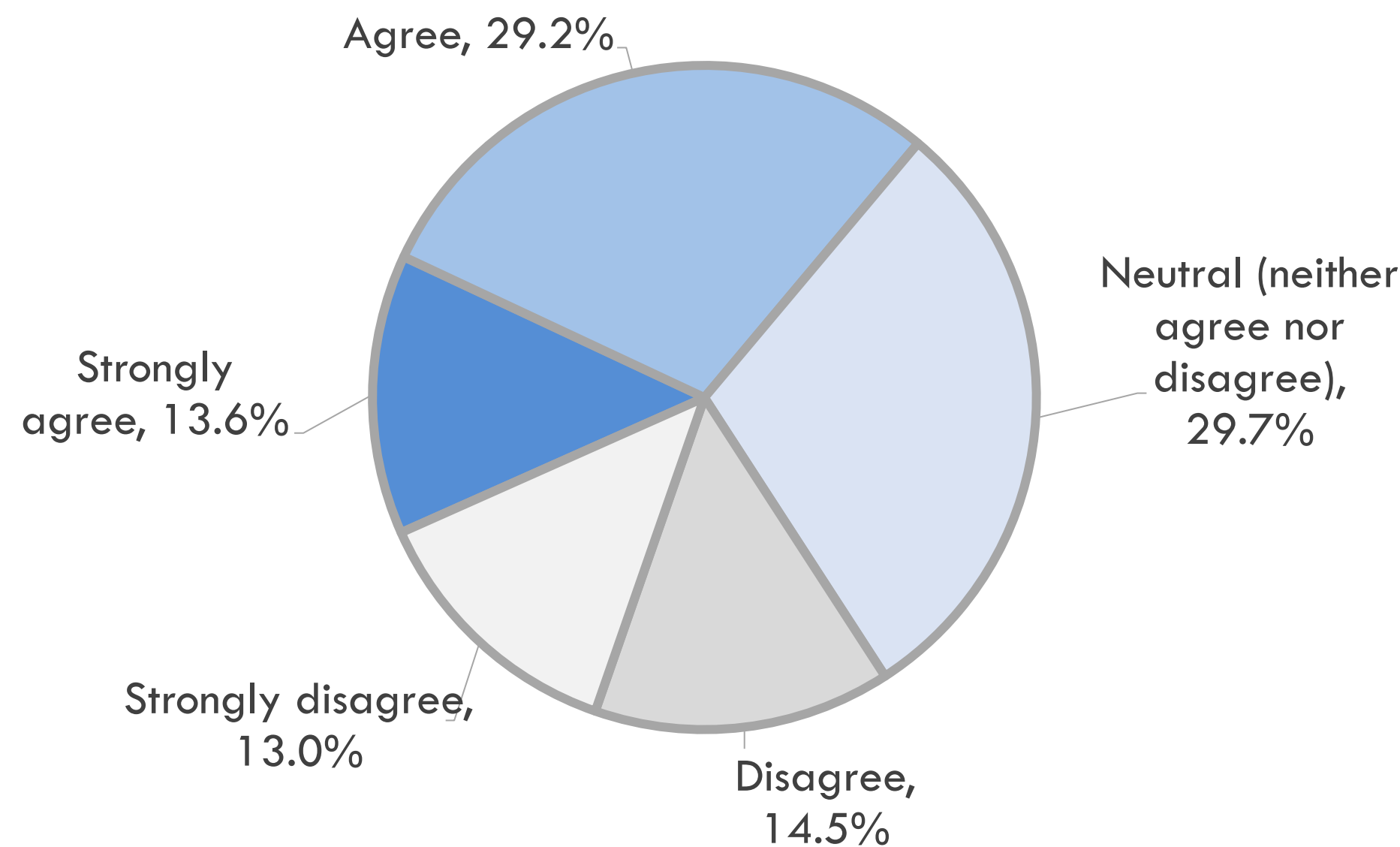
QUESTION: AT THIS MOMENT, HOW INTERESTED ARE YOU IN LEARNING ABOUT NEW, EXCITING TRAVEL EXPERIENCES OR DESTINATIONS TO VISIT?

(Base: Waves 1-31. 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 and 1,203 completed surveys.

DISCOUNTS AND PRICE CUTS

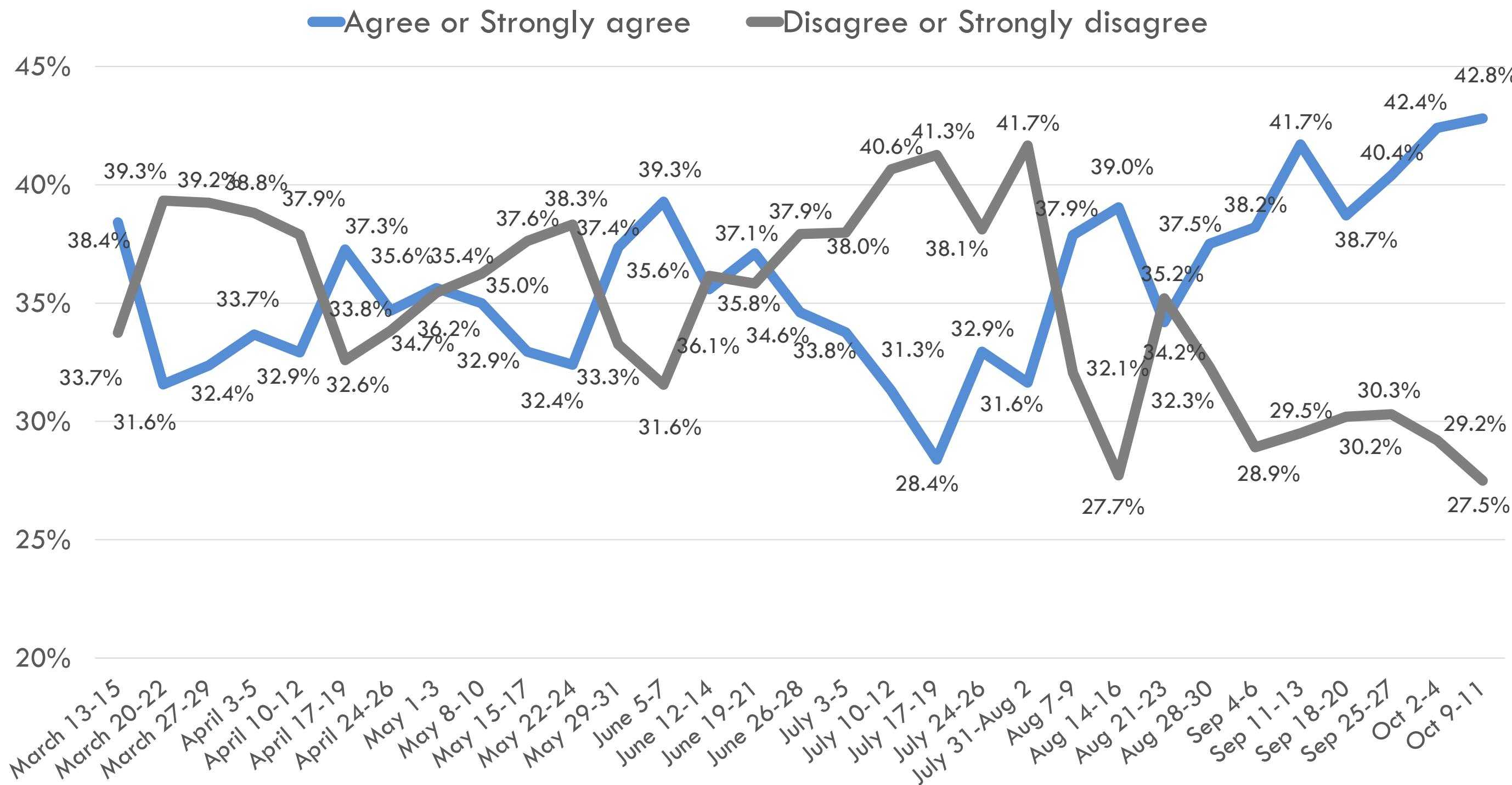
How much do you agree with the following statement?

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 1-31. 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 and 1,203 completed surveys.)

Historical data

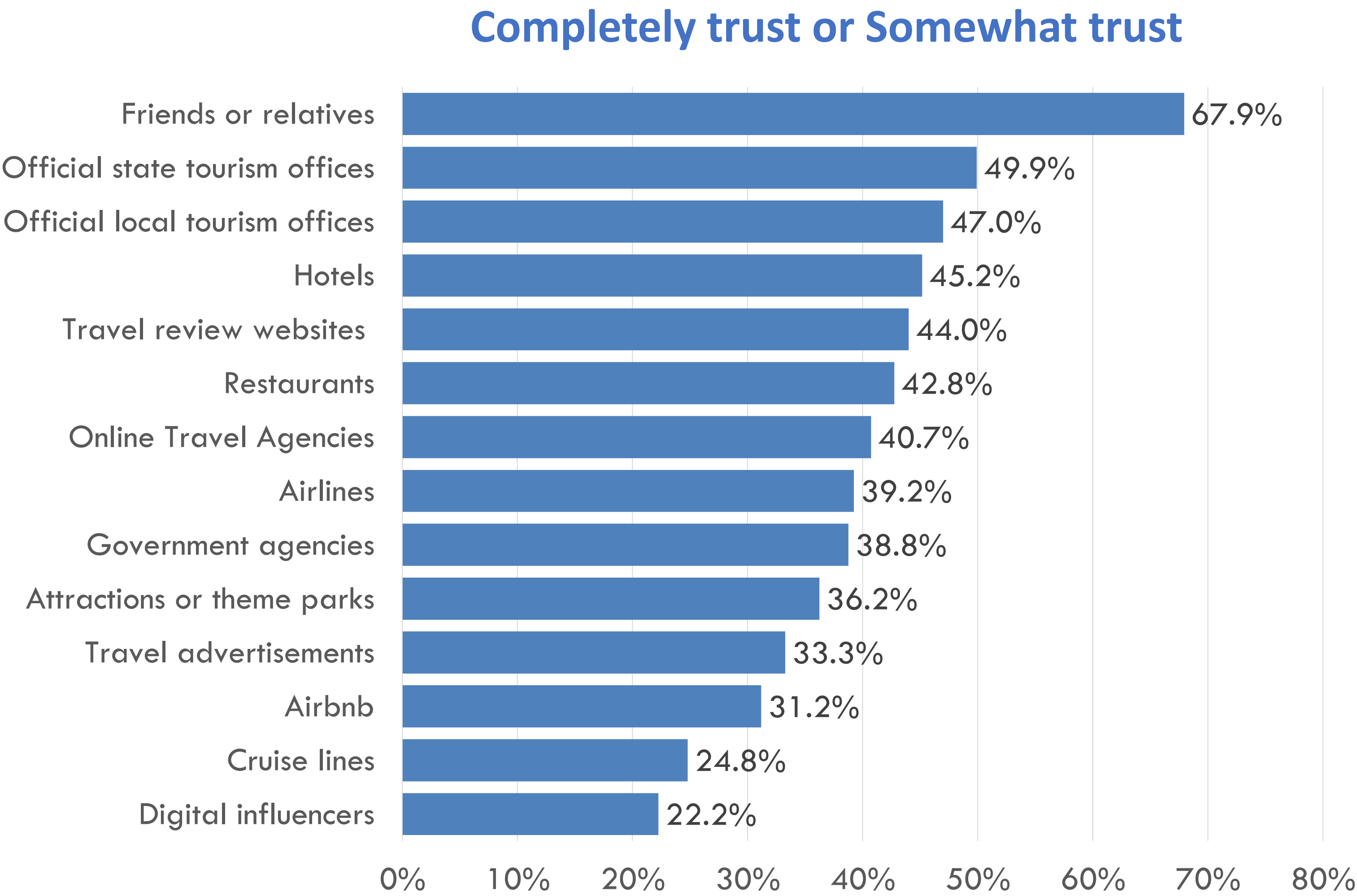


TRUSTED RESOURCES FOR PLANNING SAFE TRAVEL

Question: Thinking about planning your travel in the next **TWELVE (12) MONTHS**, how much would you trust each of the following to provide you with the information you need to travel safely? (For each, select the answer to fill in the blank)

I would _____

(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct. 9-11, 2020)

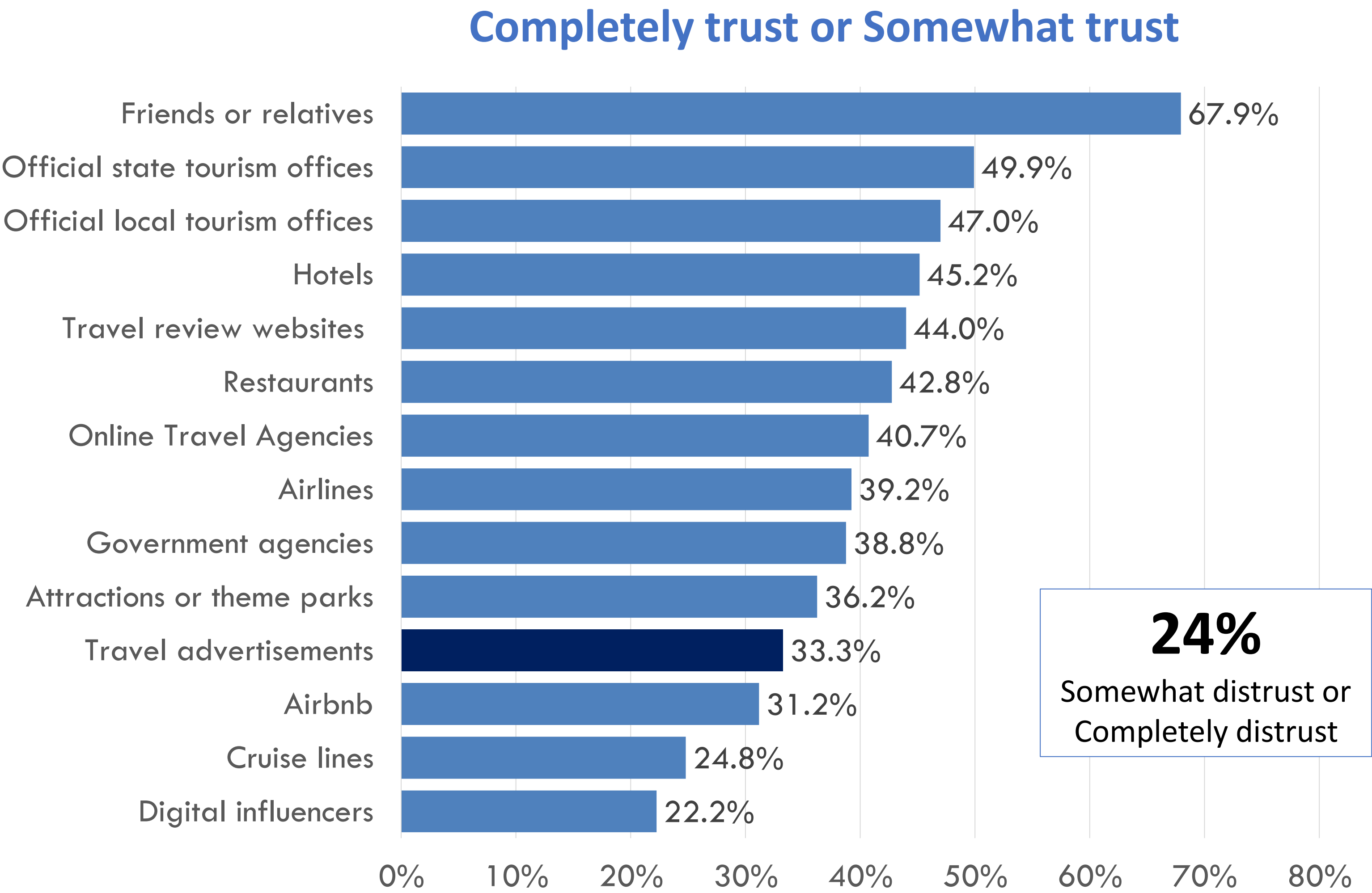


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(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct. 9-11, 2020)

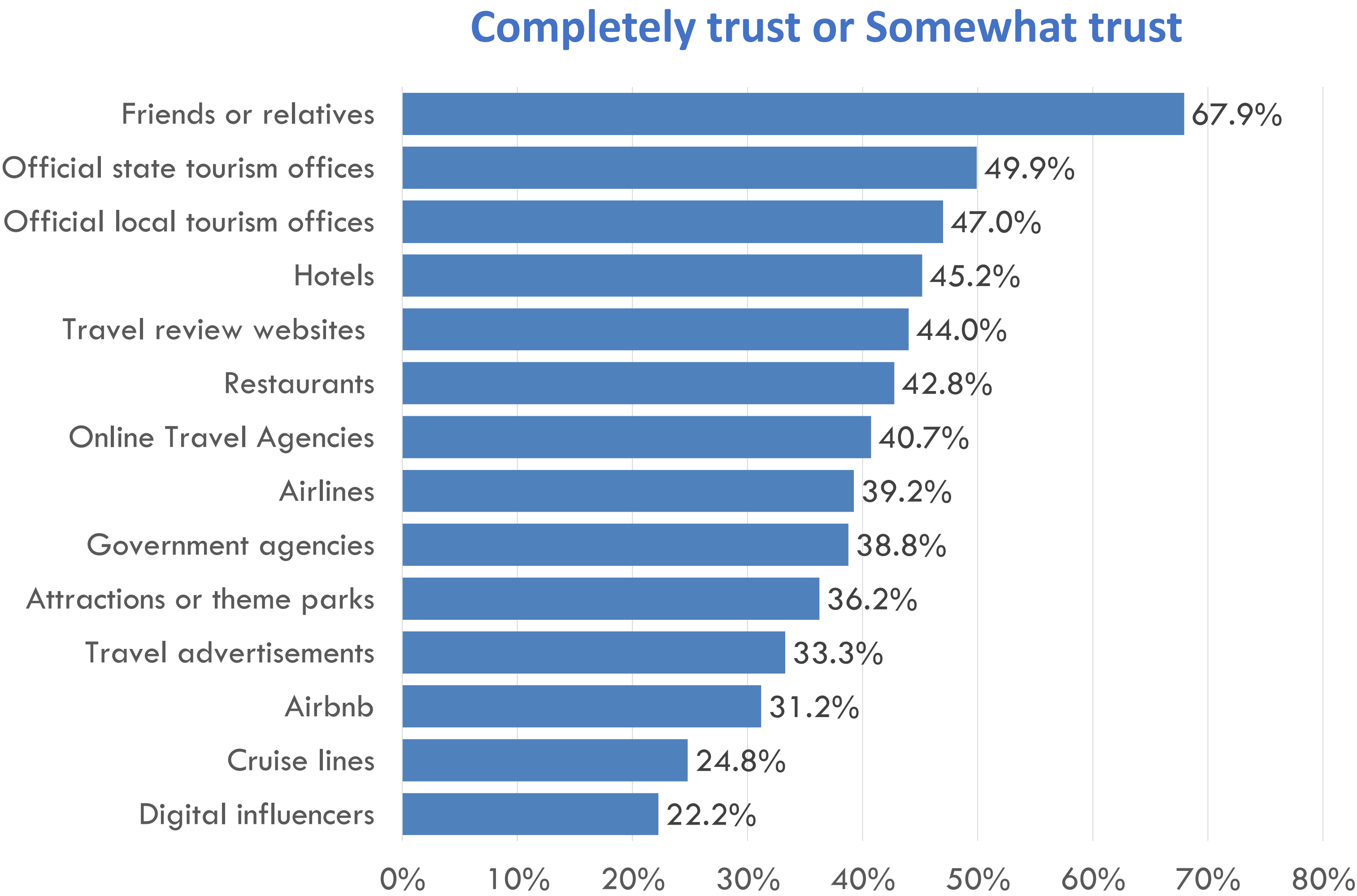


TRUSTED RESOURCES FOR PLANNING SAFE TRAVEL

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I would _____

(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct. 9-11, 2020)

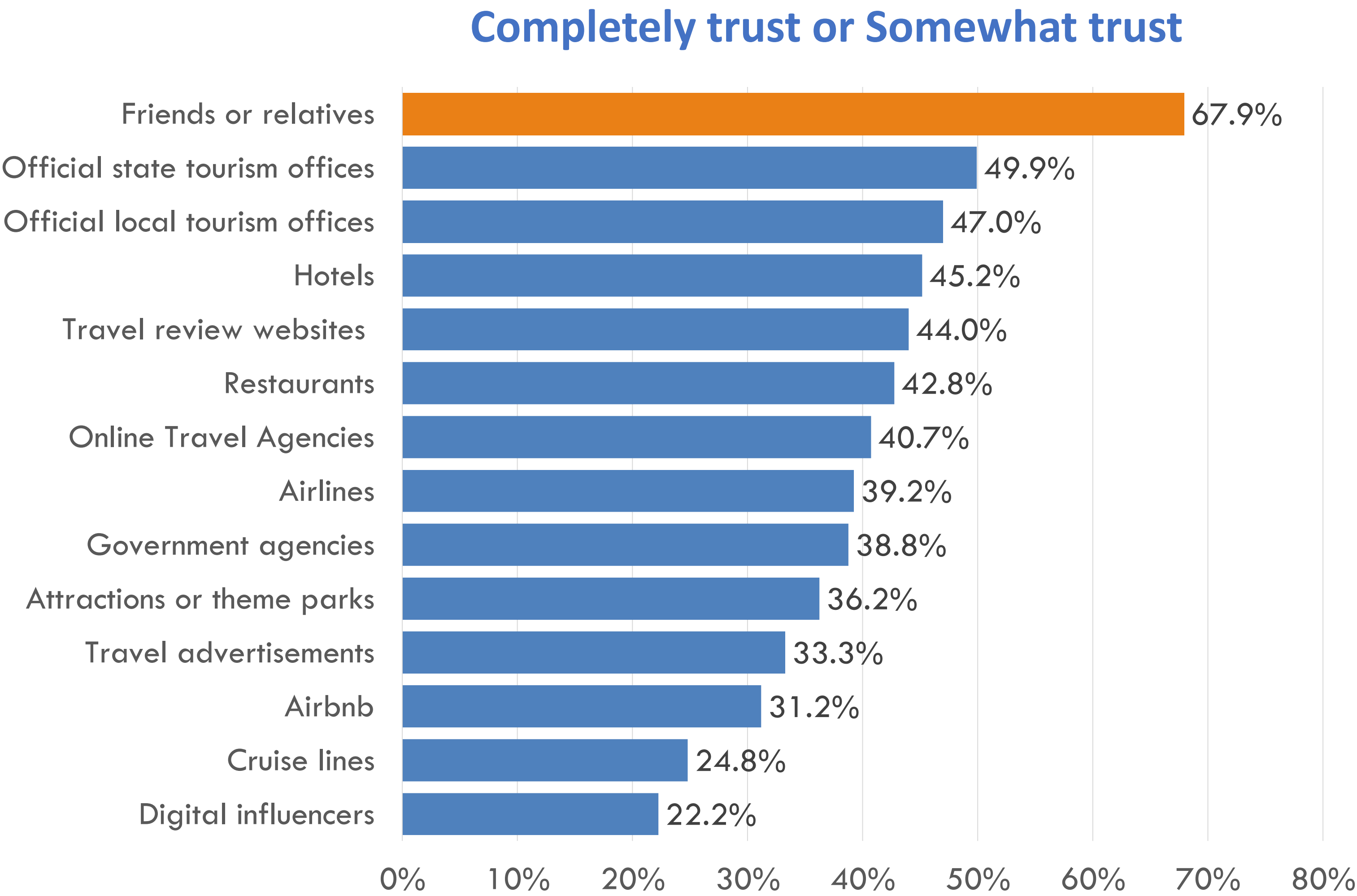


TRUSTED RESOURCES FOR PLANNING SAFE TRAVEL

Question: Thinking about planning your travel in the next **TWELVE (12) MONTHS**, how much would you trust each of the following to provide you with the information you need to travel safely? (For each, select the answer to fill in the blank)

I would _____

(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct. 9-11, 2020)

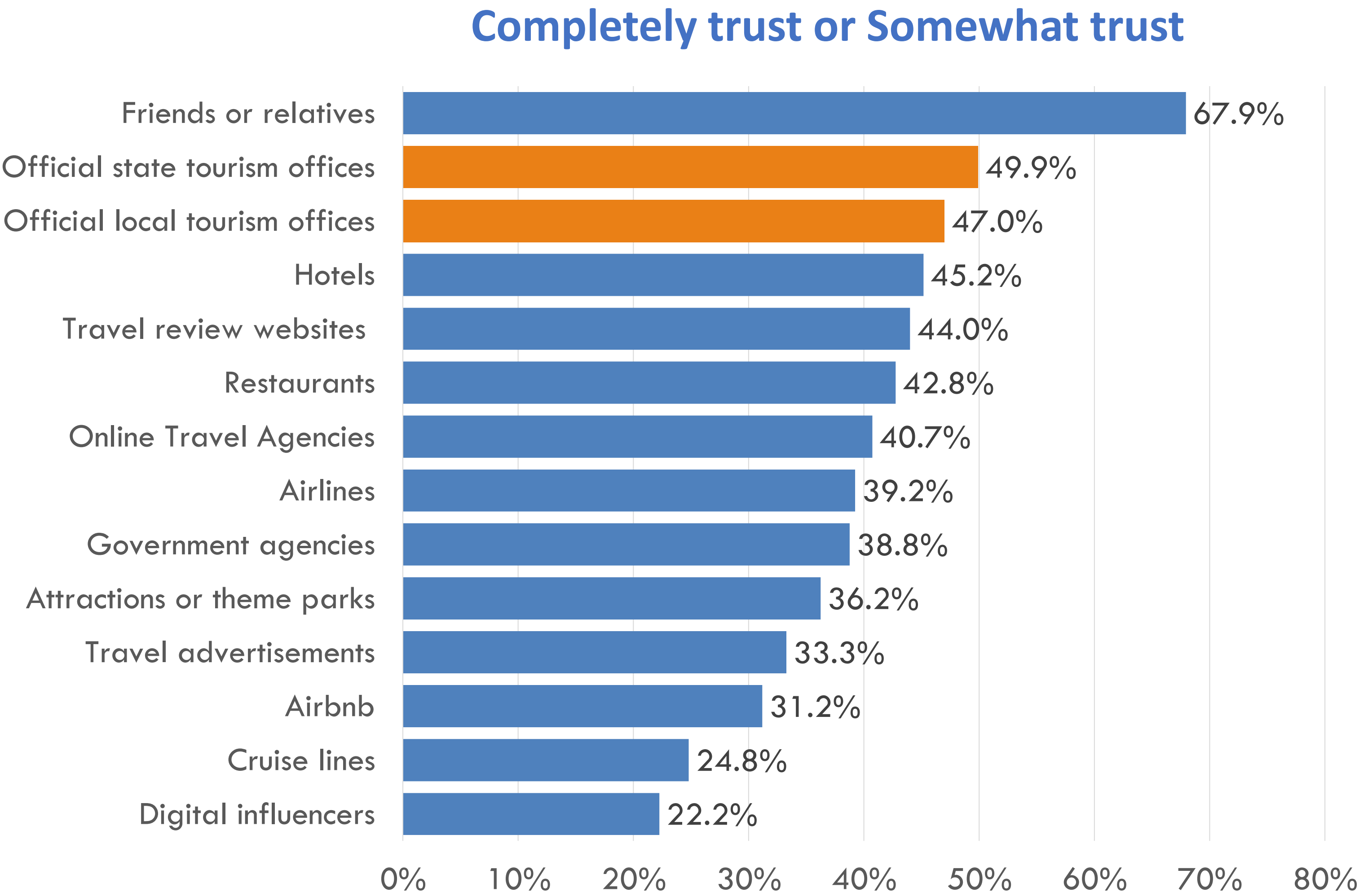


TRUSTED RESOURCES FOR PLANNING SAFE TRAVEL

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I would _____

(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct. 9-11, 2020)

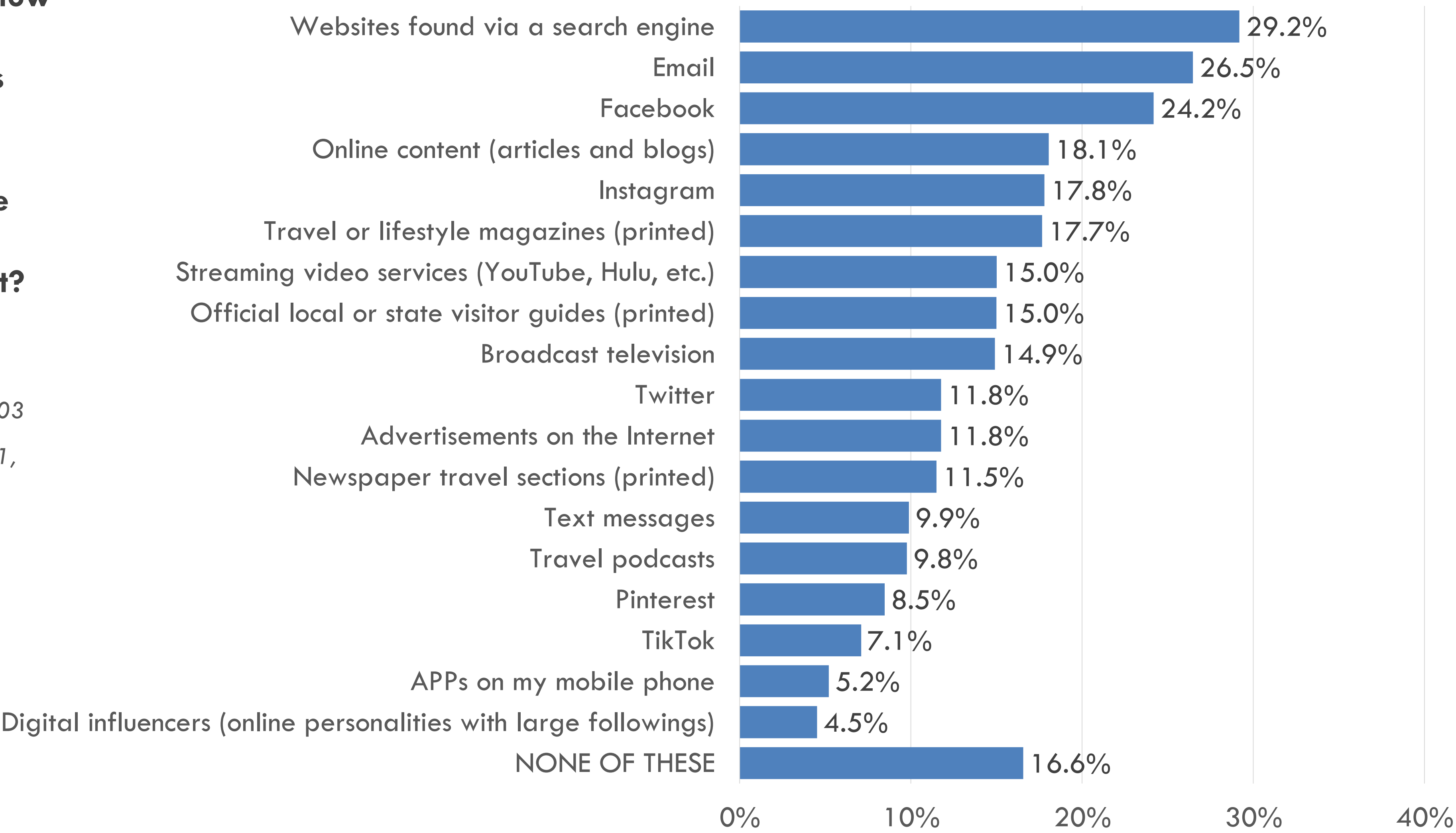


BEST WAYS TO REACH TRAVELERS NOW

Question: Please think about how travel destinations could best reach you with their messages right now.

Where would you generally be **MOST RECEPTIVE** to learning about new destinations to visit? (Please select all that apply)

(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct. 9-11, 2020)

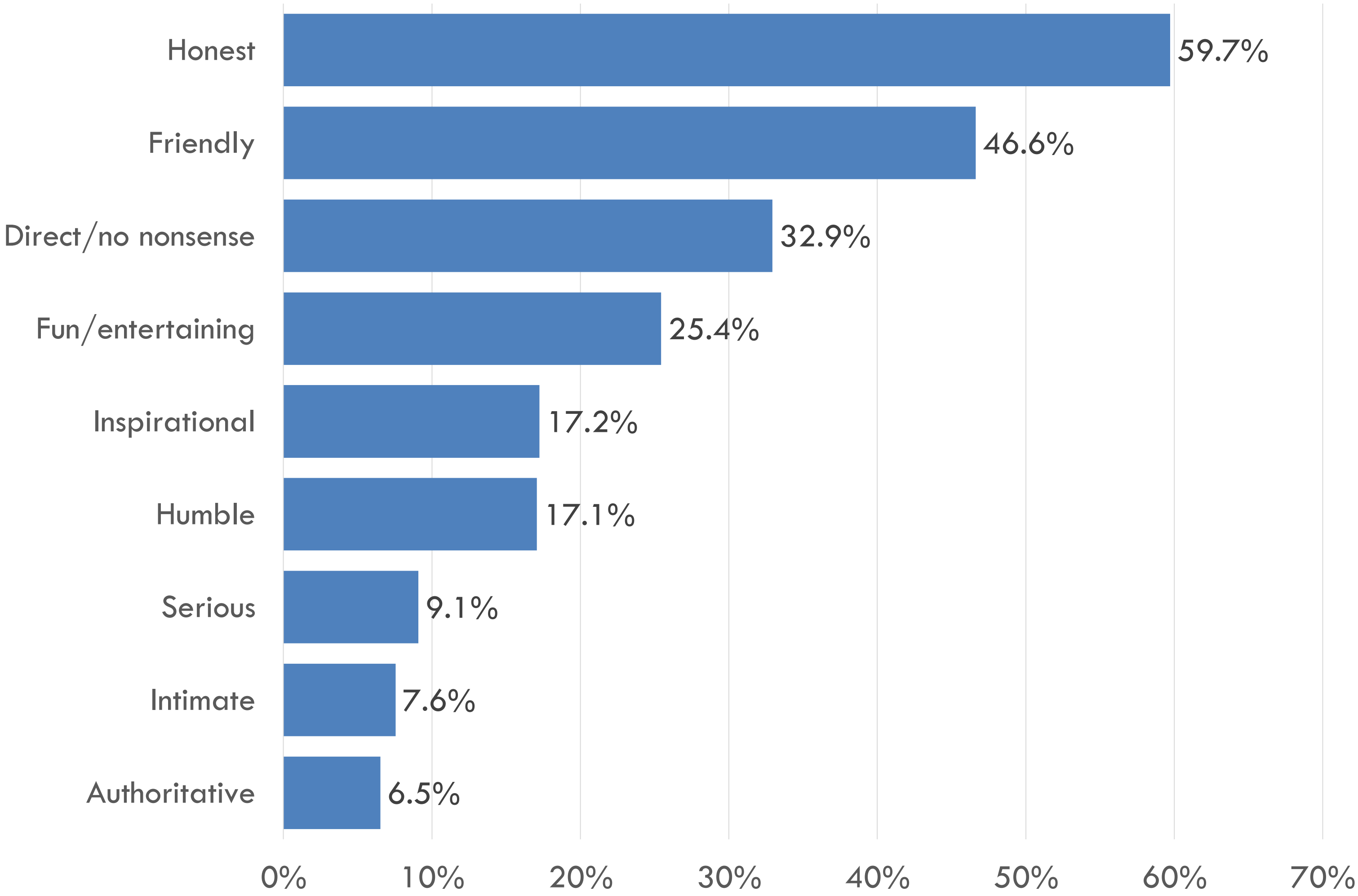


PREFERRED TONES IN TRAVEL ADVERTISEMENTS

Question: Think about advertisements for travel destinations.

How would you like travel destinations to speak to you in their advertisements? Which of these tones would you find generally most appealing right now? (Select at most 3)

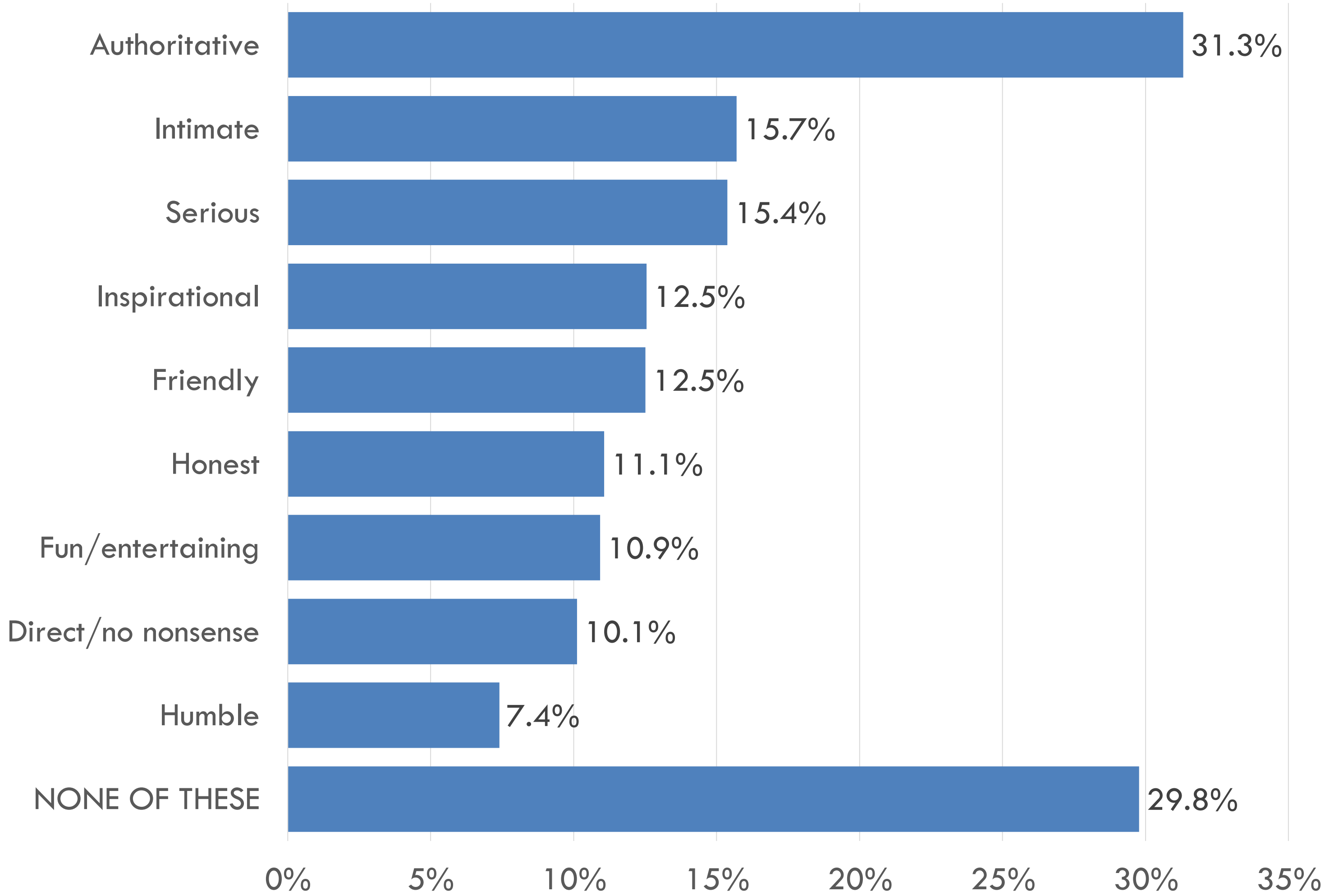
(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct. 9-11, 2020)



TURN-OFFS IN TRAVEL ADVERTISEMENTS

Question: Would any of these tones (if used by a travel destination) turn you off? (Select all that apply)

(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct. 9-11, 2020)

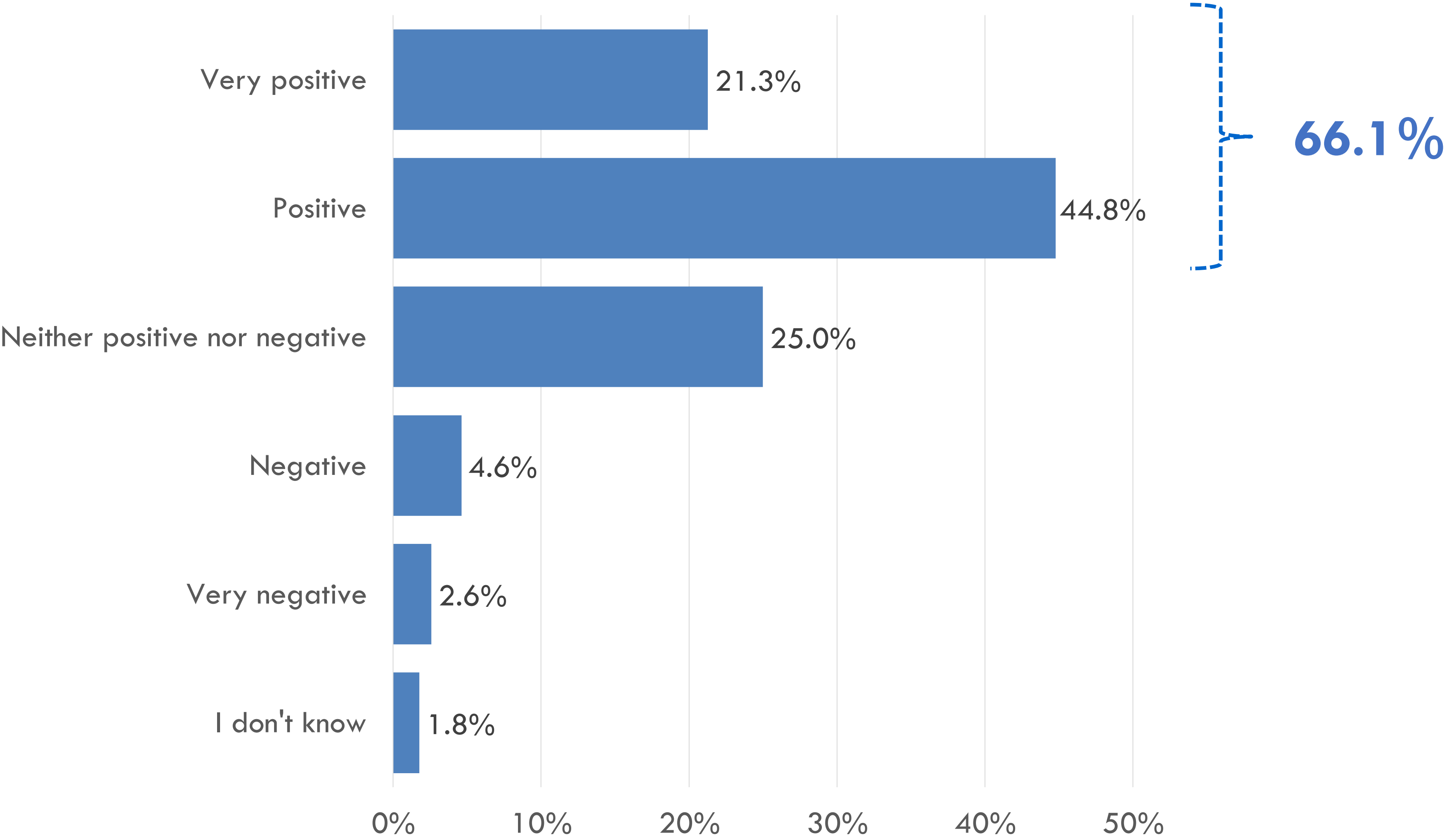




FIRST REACTION TO DENVER VIDEO ADVERTISEMENT

Question: Which best describes your first reaction to this advertisement?

(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct. 9-11, 2020)

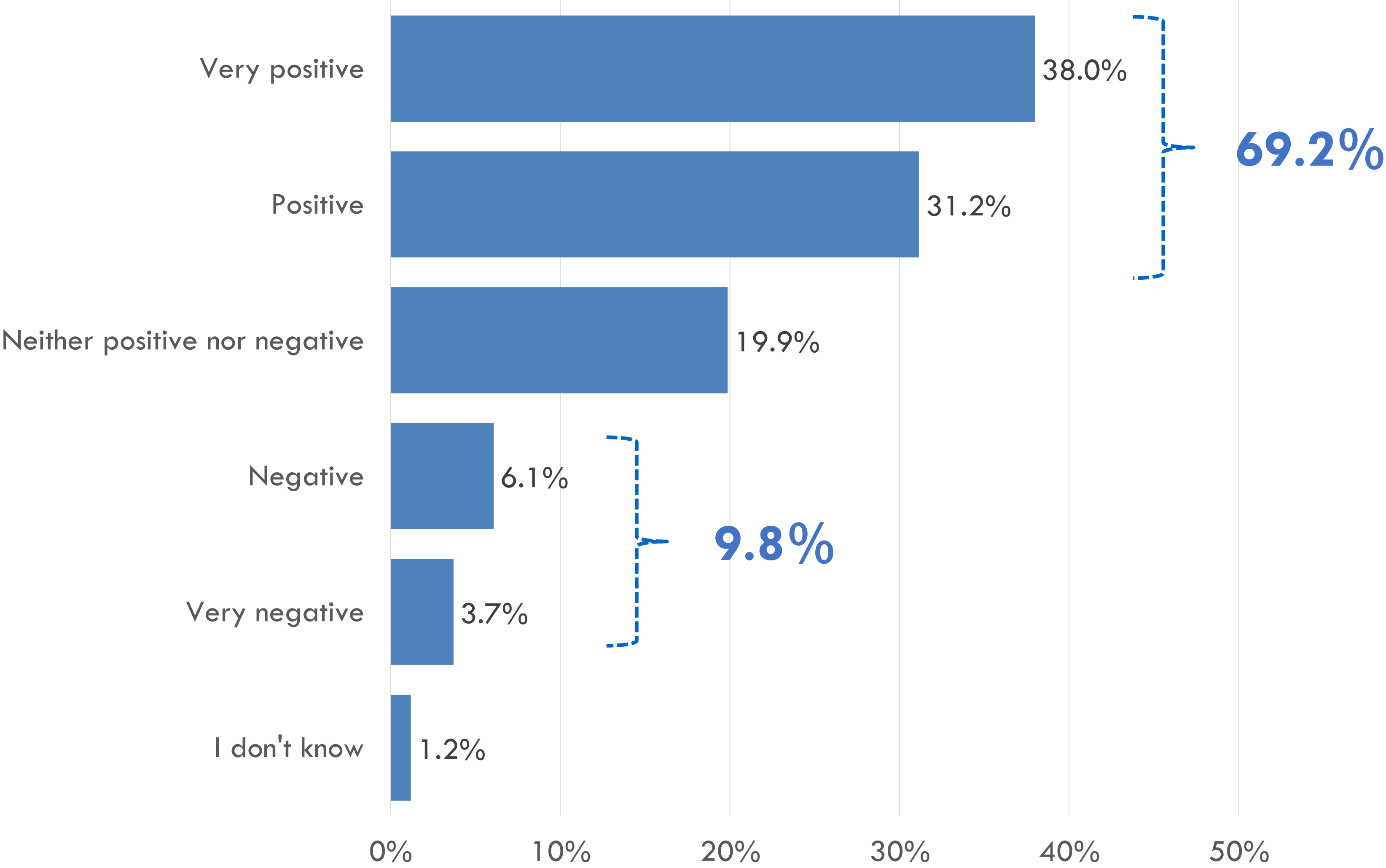


OPINIONS OF FACE MASKS IN TRAVEL ADVERTISEMENTS

Question: The people appearing in this advertisement were wearing masks.

Which best describes how you feel about use of masks in this advertisement?

(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct. 9-11, 2020)

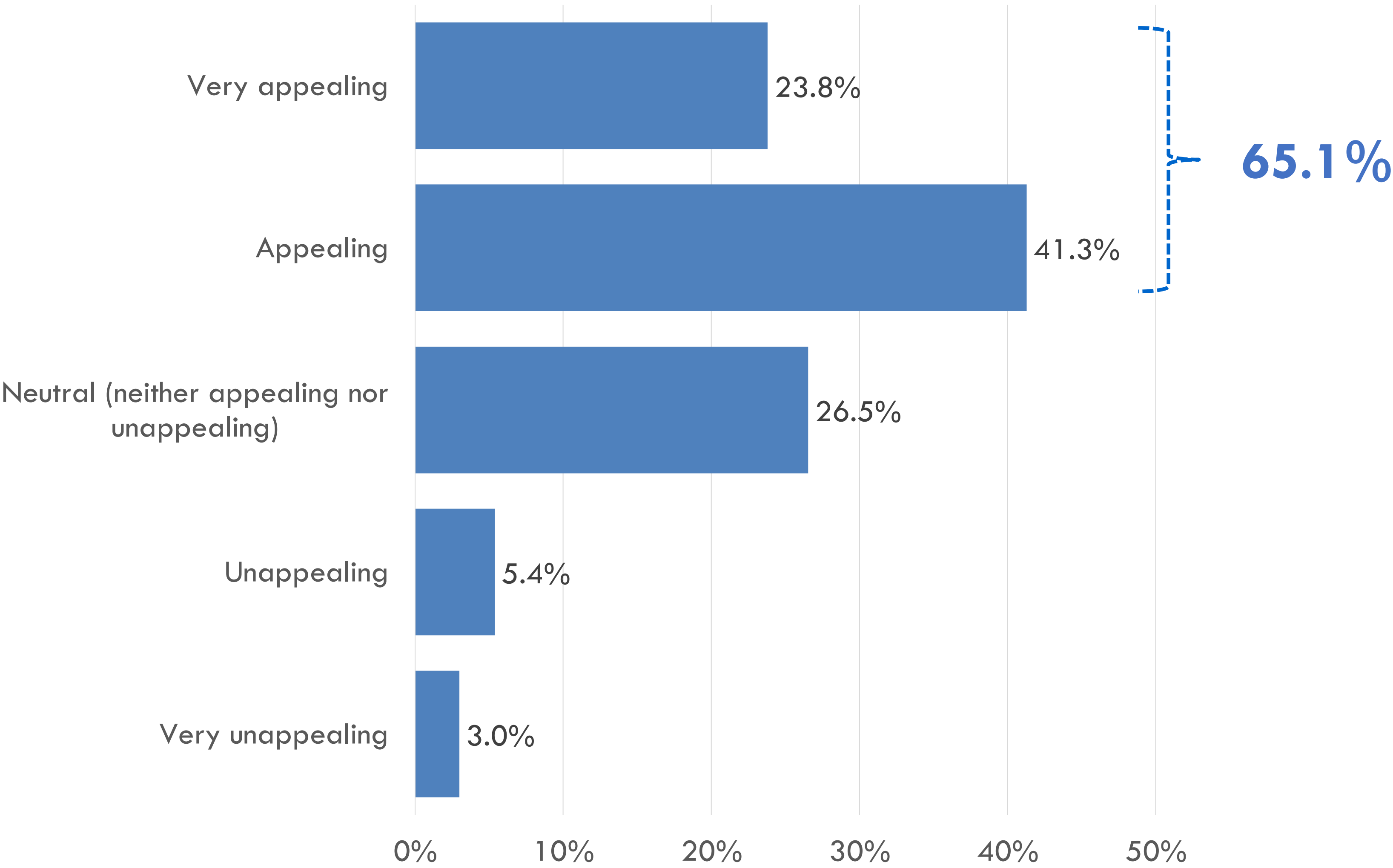


OPINIONS ON OUTDOOR MESSAGING IN TRAVEL ADVERTISEMENTS

Question: The advertisement describes Denver as having "more room", being "open" and as an "outdoor city".

In this time of COVID-19, how do you find this particular messaging?

(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct. 9-11, 2020)

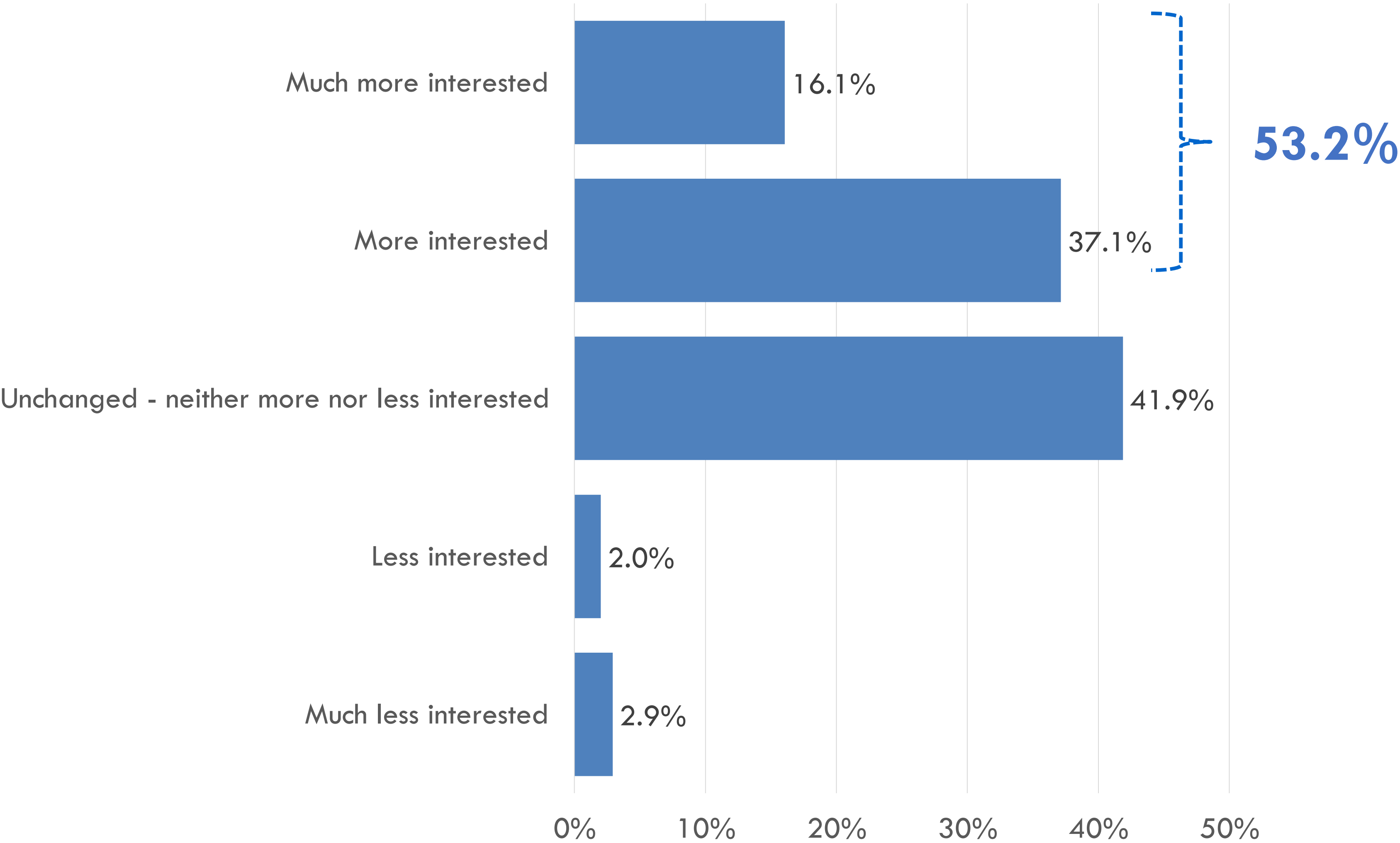


ADVERTISEMENT'S IMPACT ON INTEREST IN VISITATION

Question: Which best describes how this advertisement affected your interest in visiting Denver? (Select one to fill in the blank)

The advertisement makes me _____ in visiting Denver.

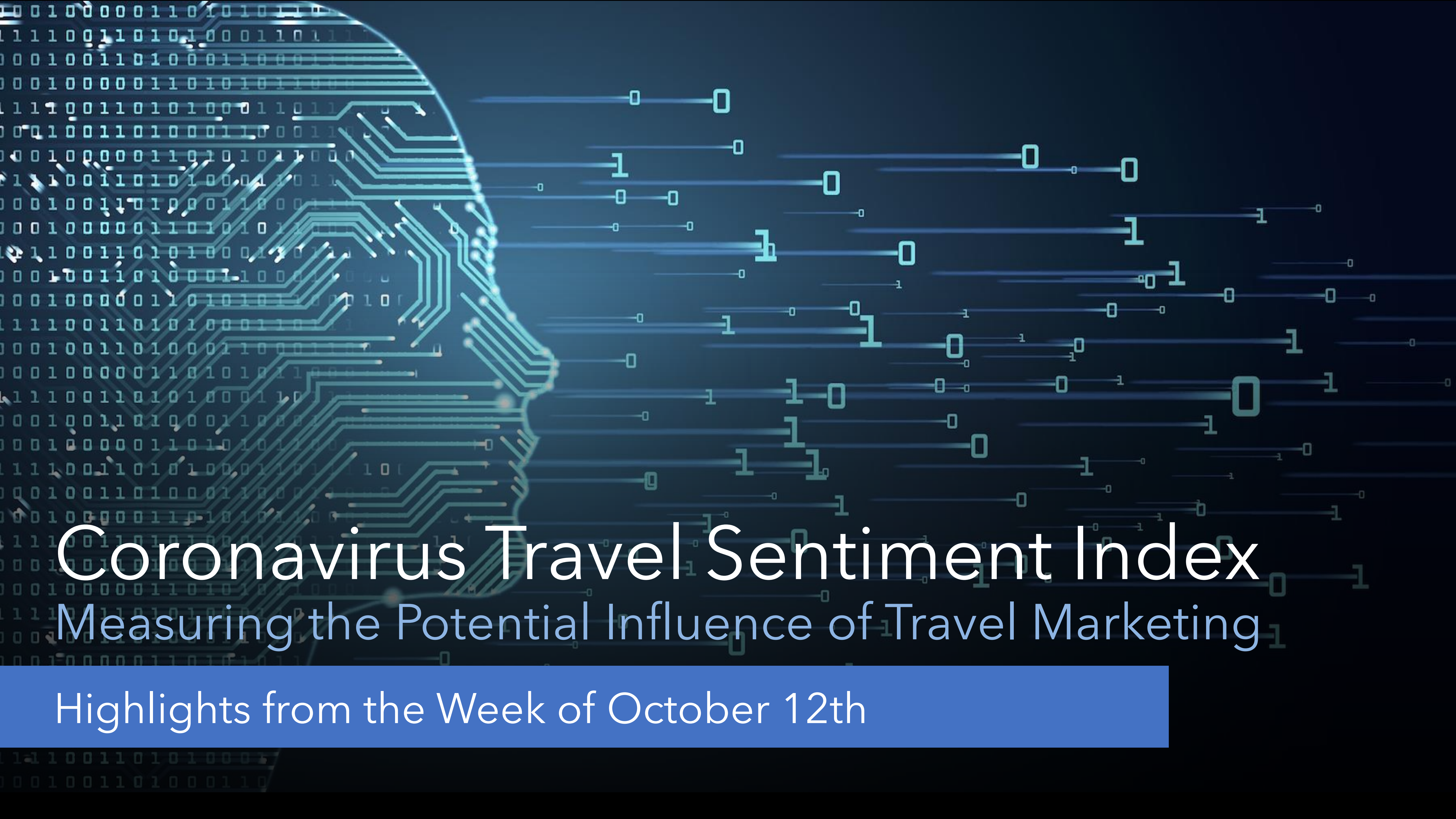
(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct. 9-11, 2020)





KEY TAKEAWAYS

- More American travelers than ever during the pandemic period are now able to recall recent travel advertising and, more importantly, there has also been a 10% increase in the last three months of the number of American travelers who say the most recent travel ad they saw made them “very happy”.
- Americans are seeking honesty but friendliness in their travel advertising; something that strikes an authoritative tone is largely seen as a turn-off.
- Nearly 70% feel positive or very positive about seeing travelers with facemasks in travel ads, while less than 10% have a negative response.
- In looking at trust to provide the information needed to travel safely, in addition to their friends and relatives, traveling Americans are placing the relatively highest degrees of trust in official tourism organizations, including state tourism offices and local convention & visitors bureaus.



Coronavirus Travel Sentiment Index

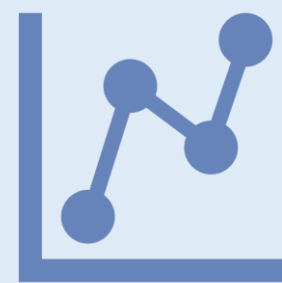
Measuring the Potential Influence of Travel Marketing

Highlights from the Week of October 12th

What is a Predictive Index?



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



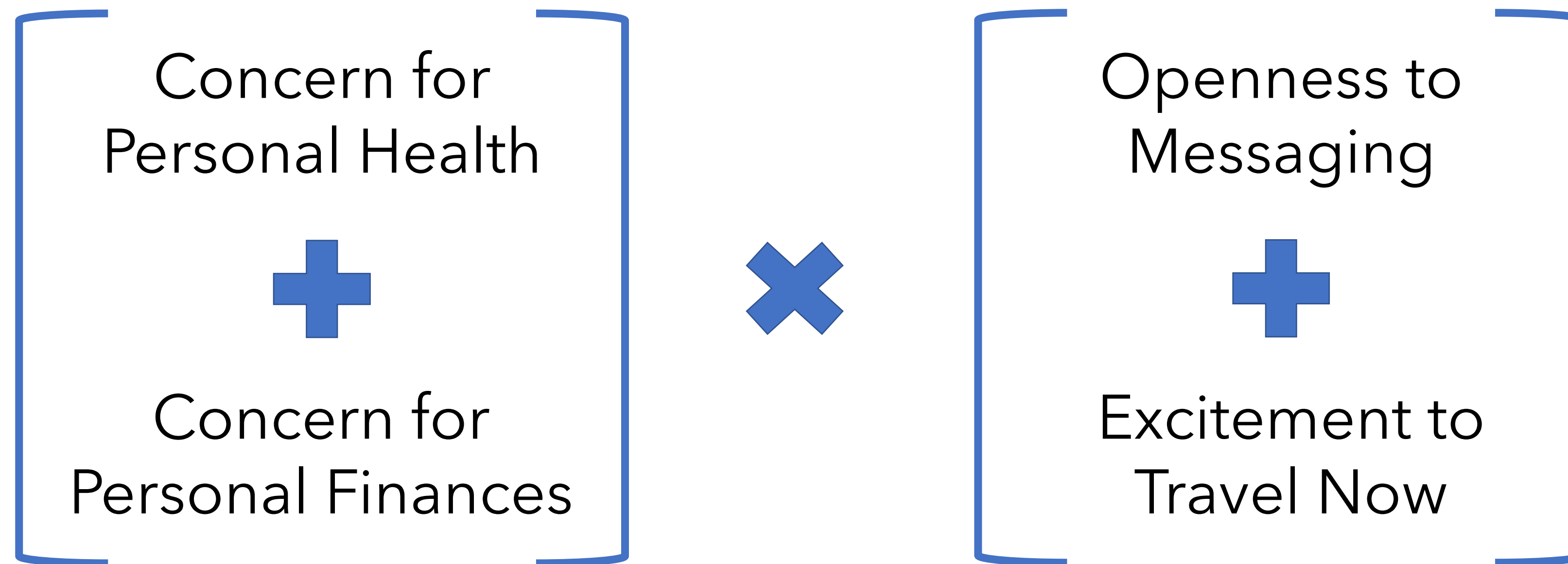
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.



The goals are to identify:

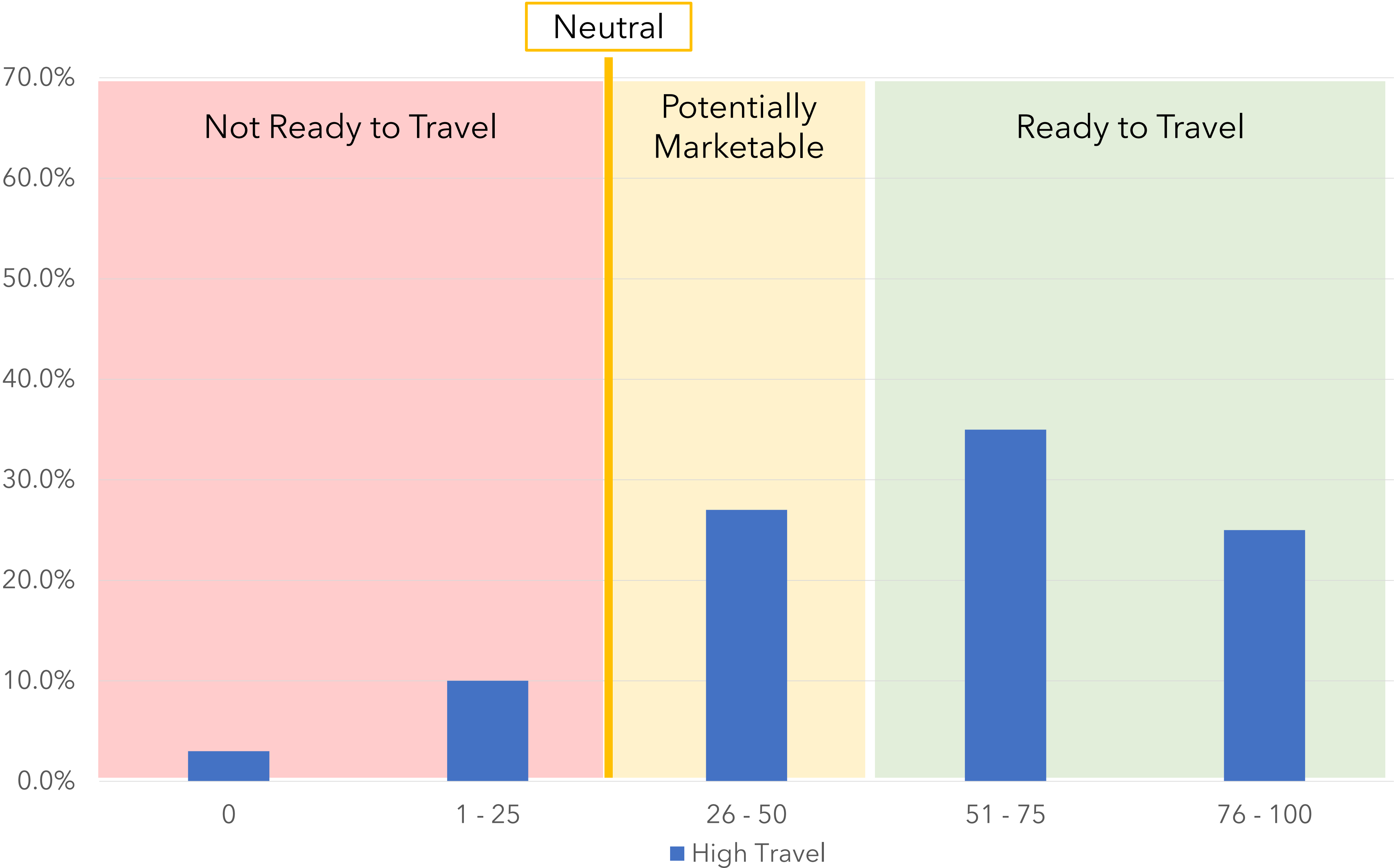
- WHO are the traveler segments that appear receptive to travel marketing and
- WHEN will they be ready to travel

Predictive Index Formula



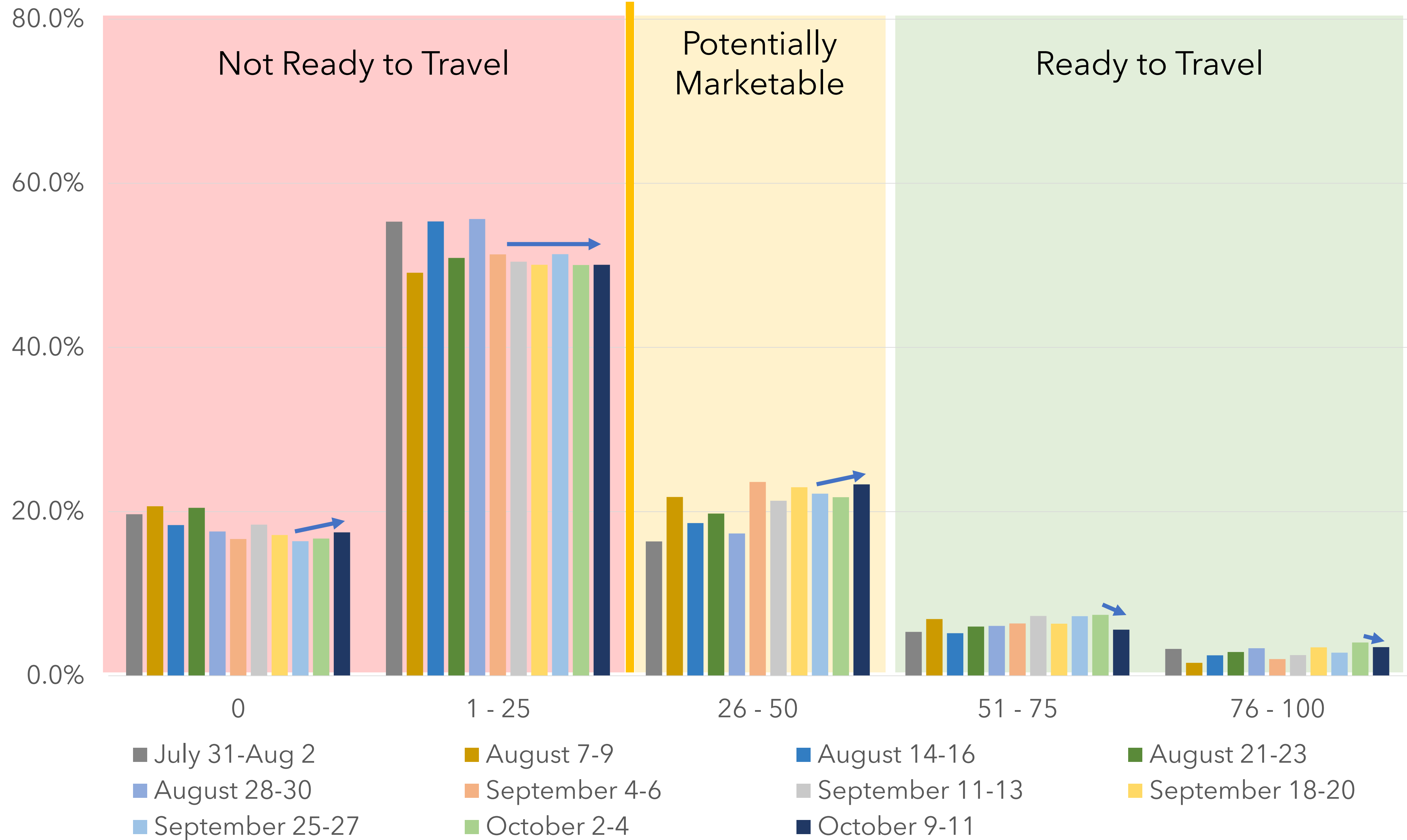
*Normalized to a 100pt scale

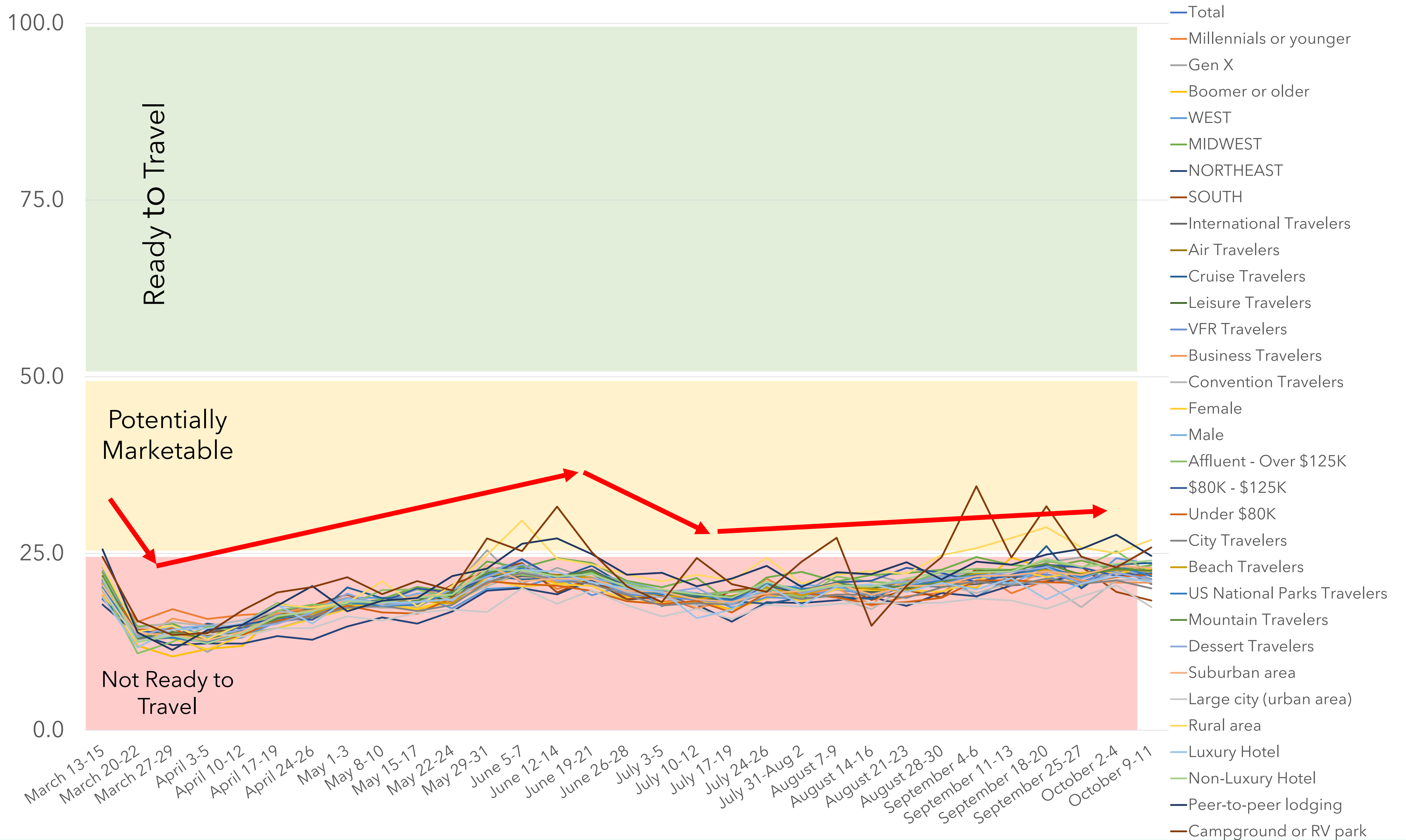
Healthy Travel Outlook

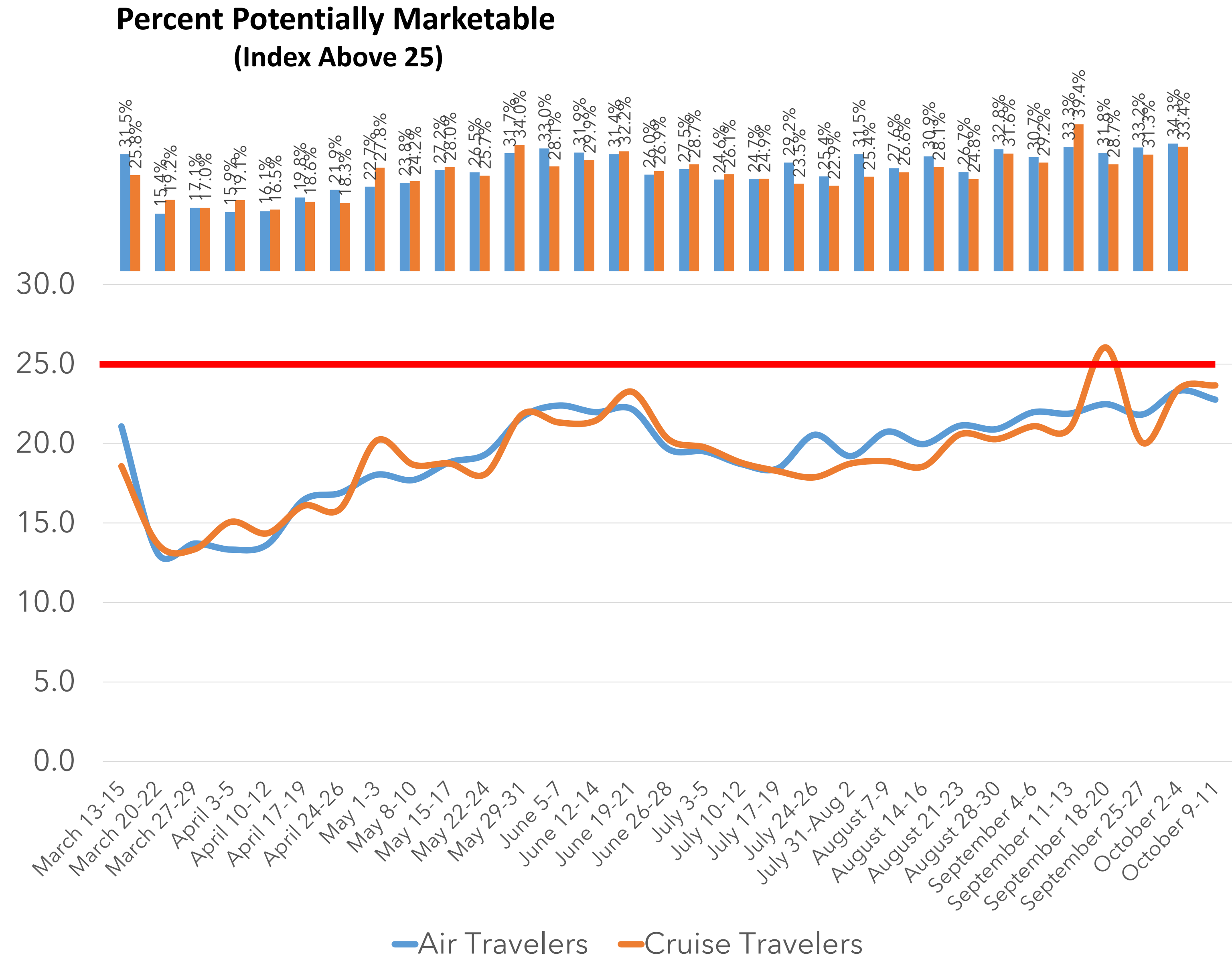
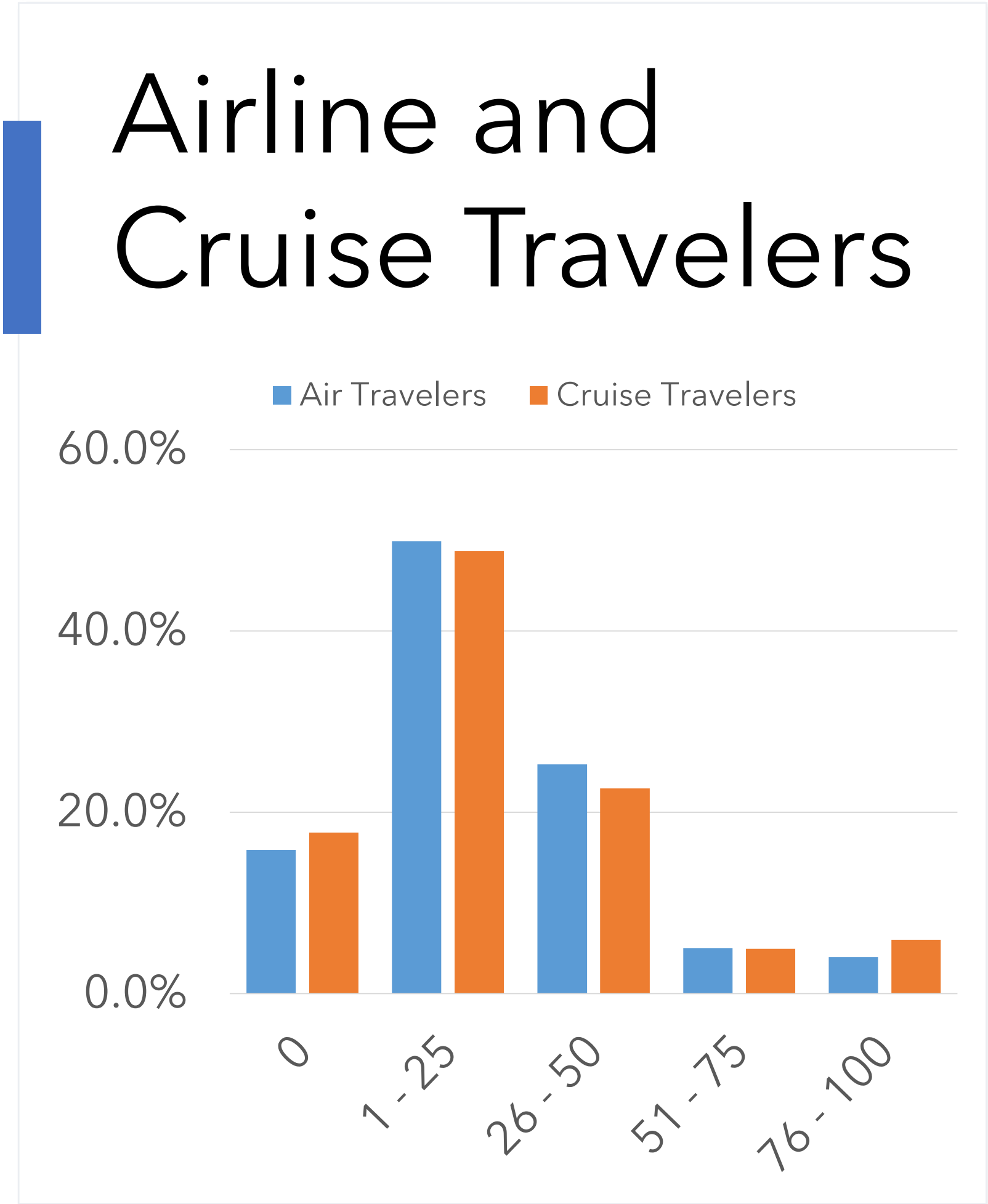


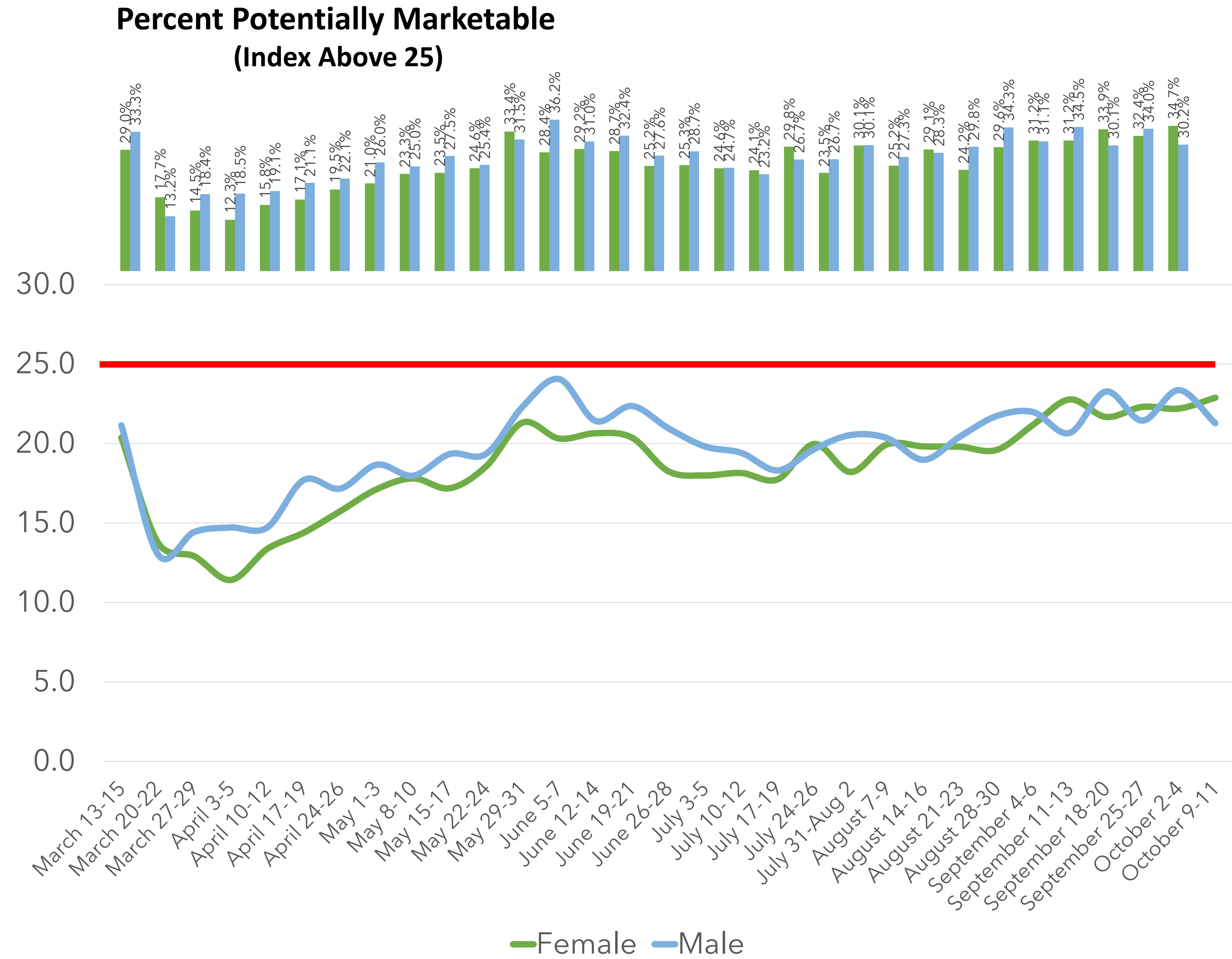
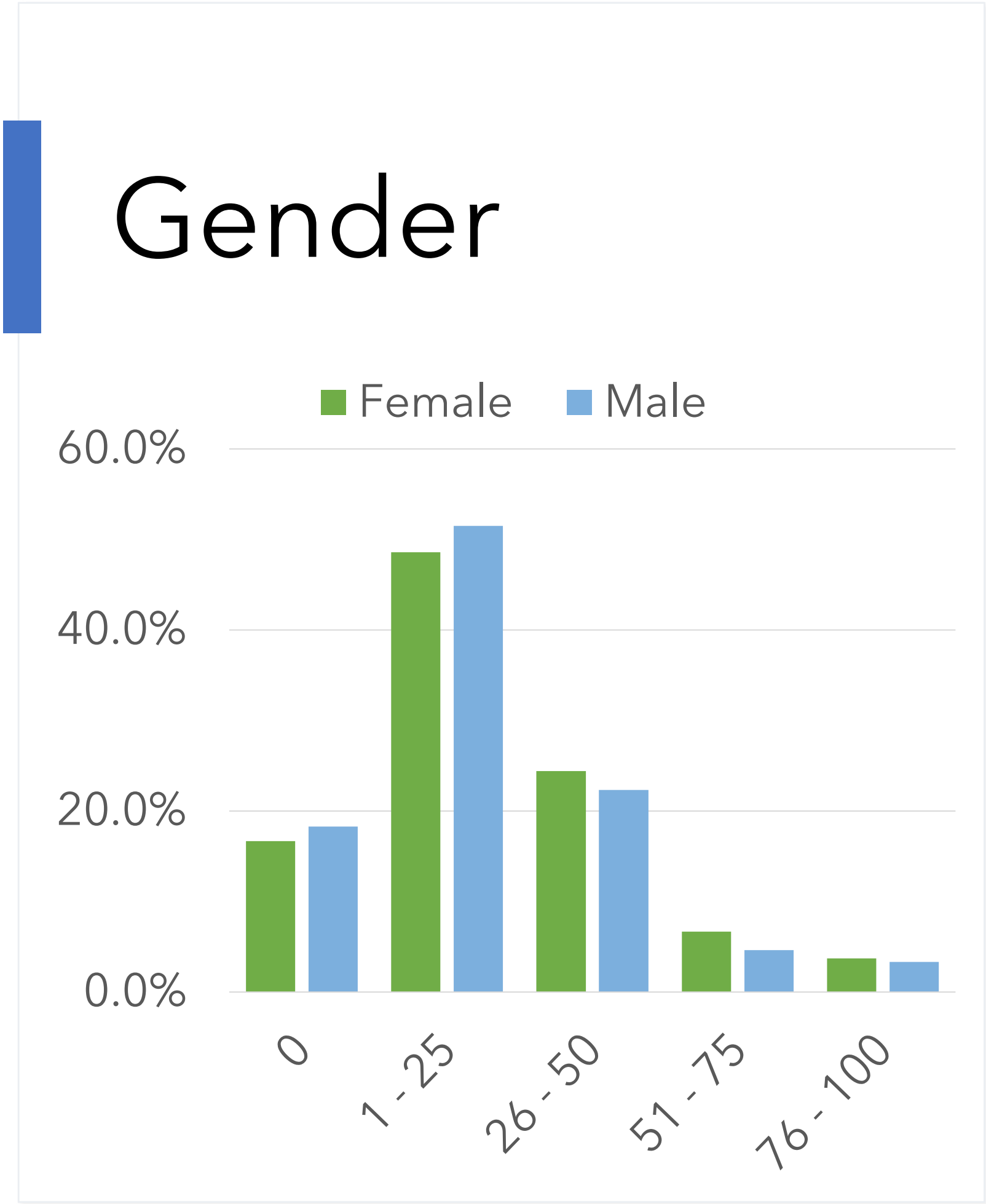
Travel Outlook

Neutral

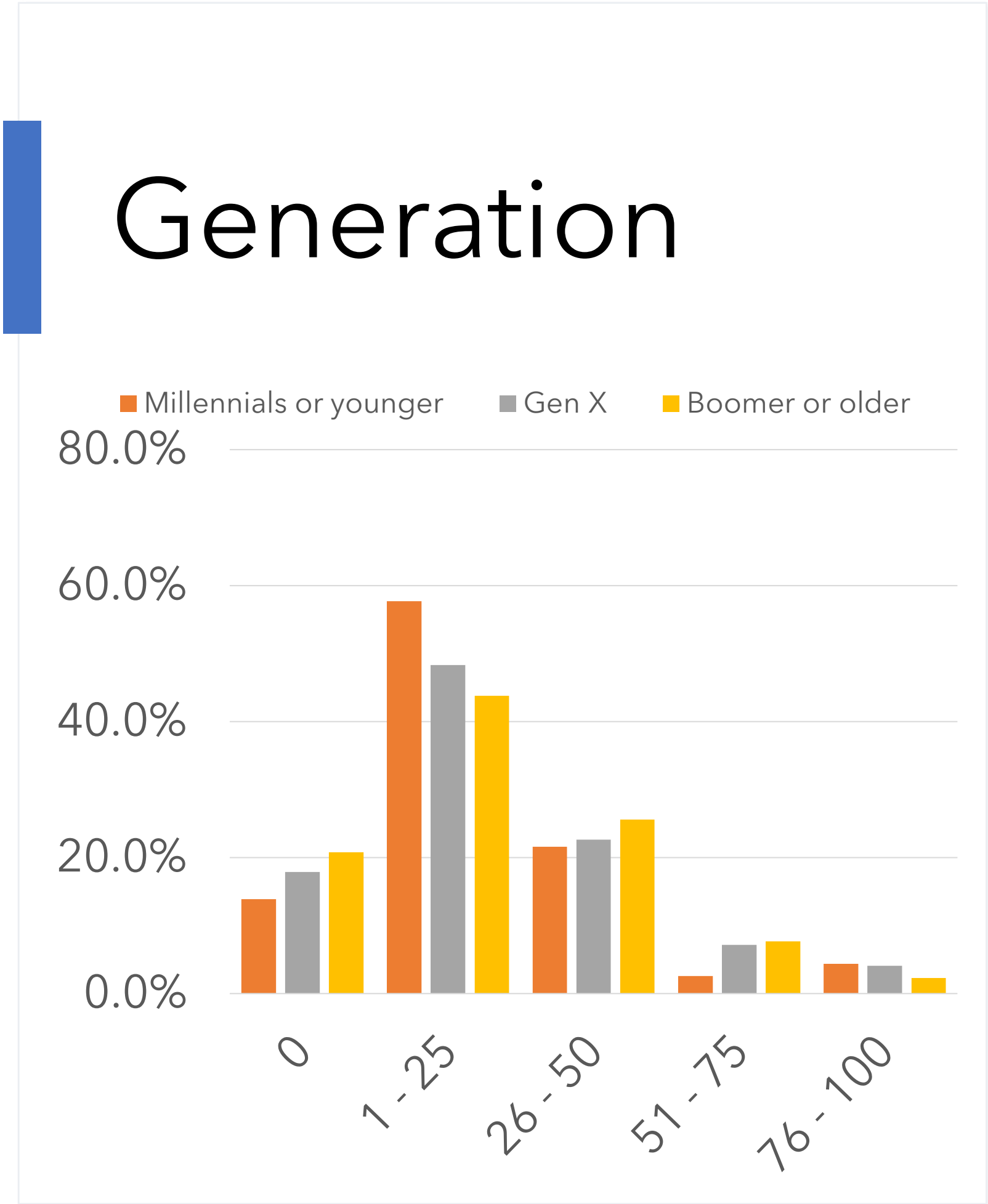




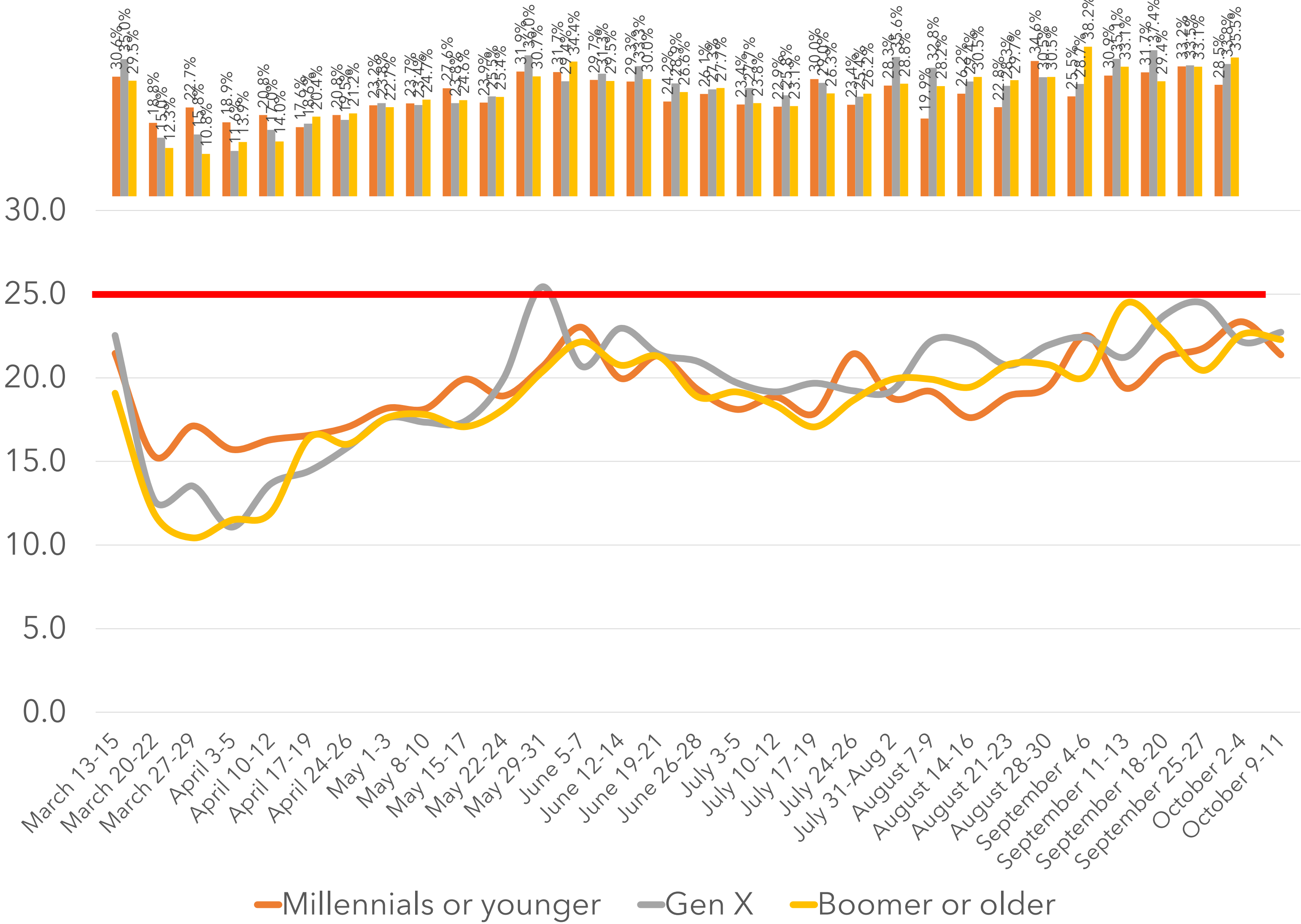




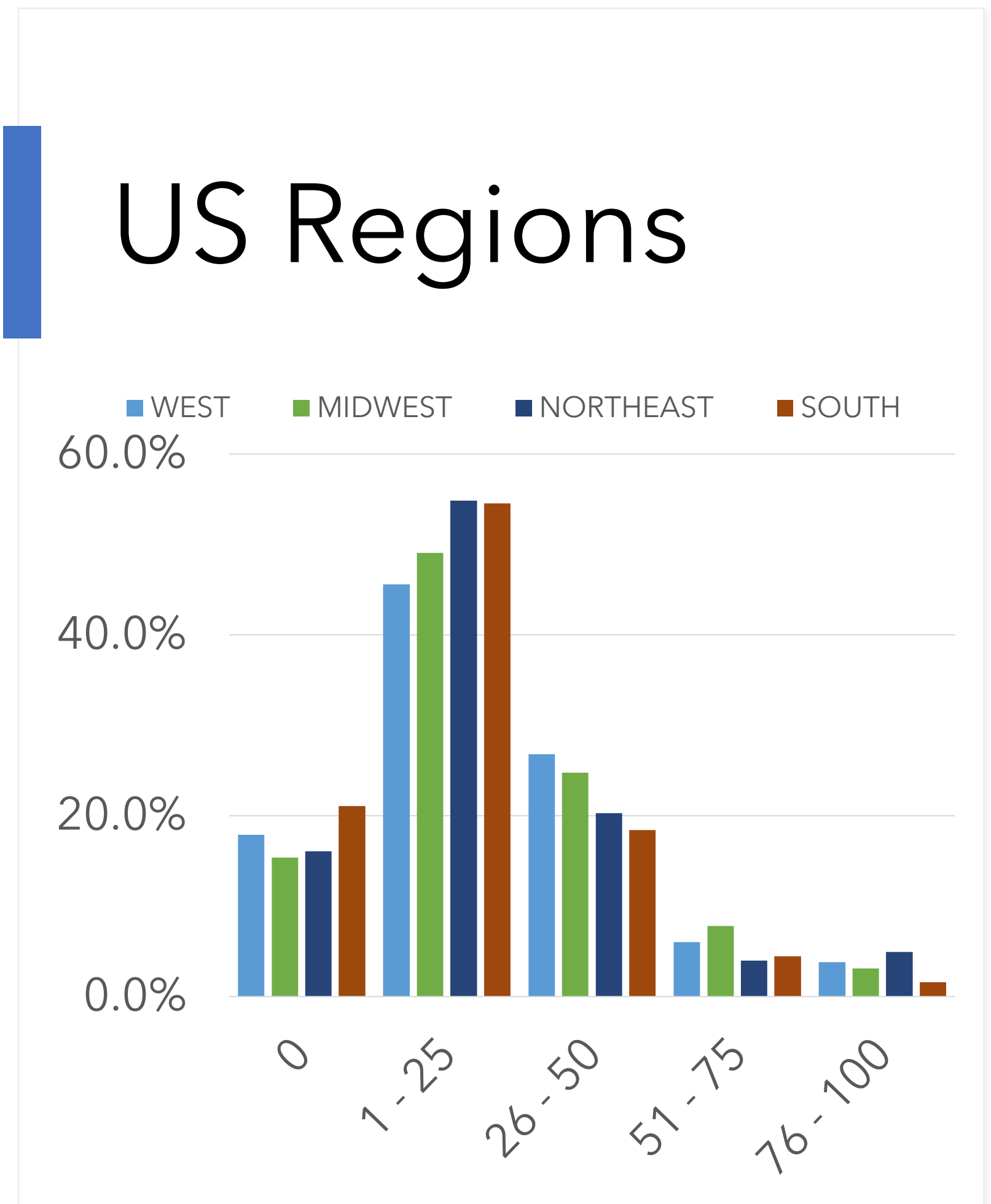
Generation



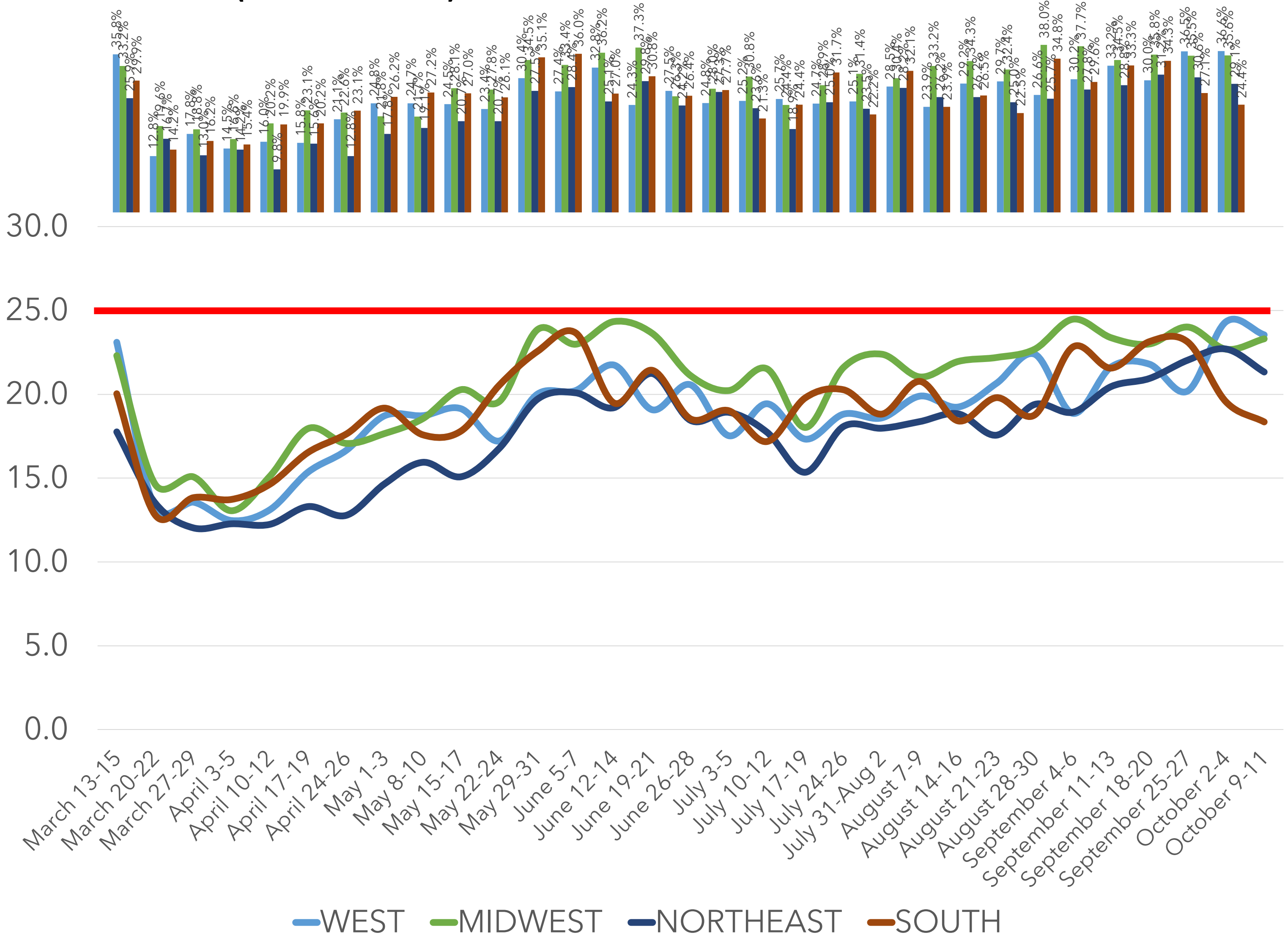
Percent Potentially Marketable (Index Above 25)



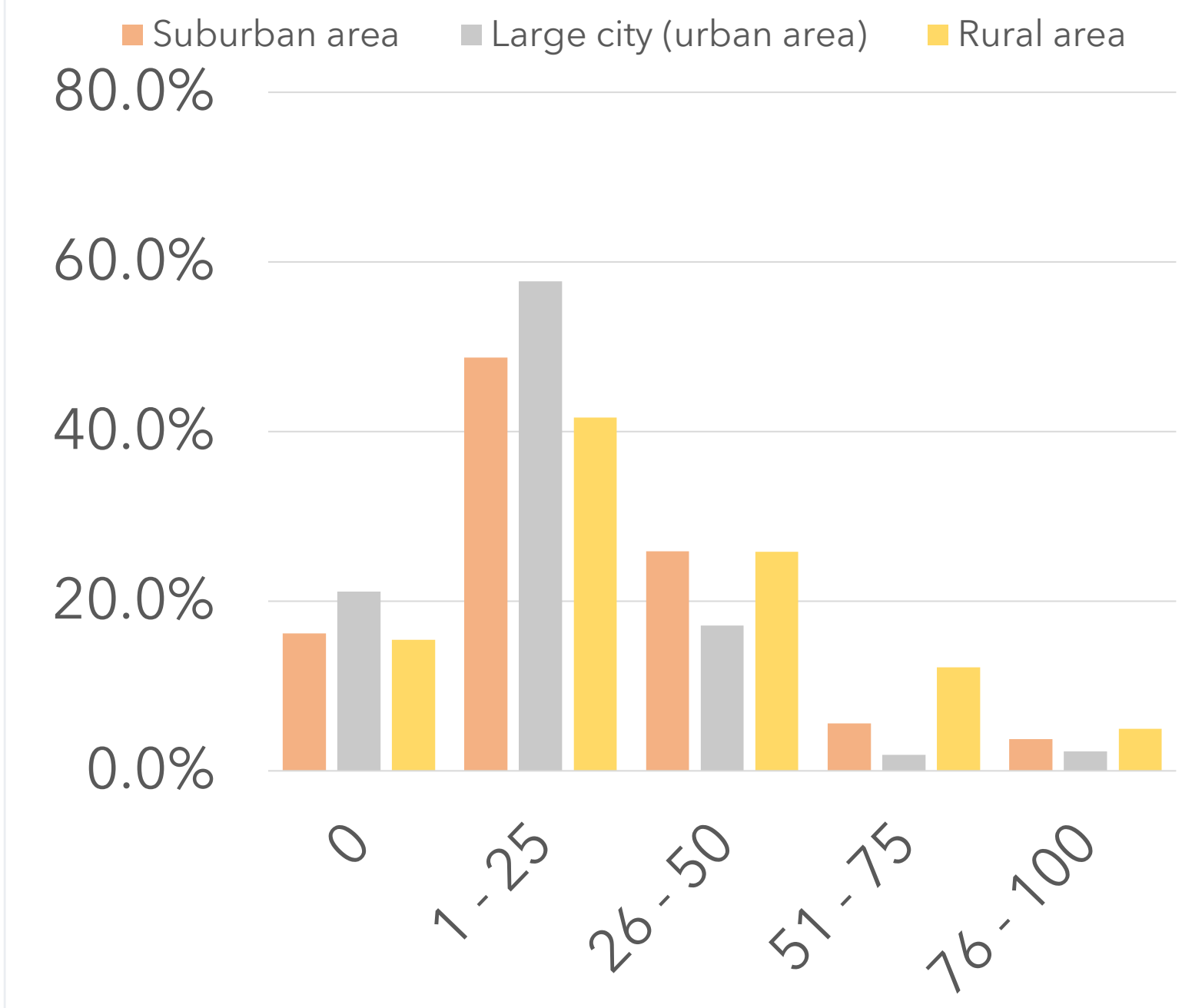
US Regions



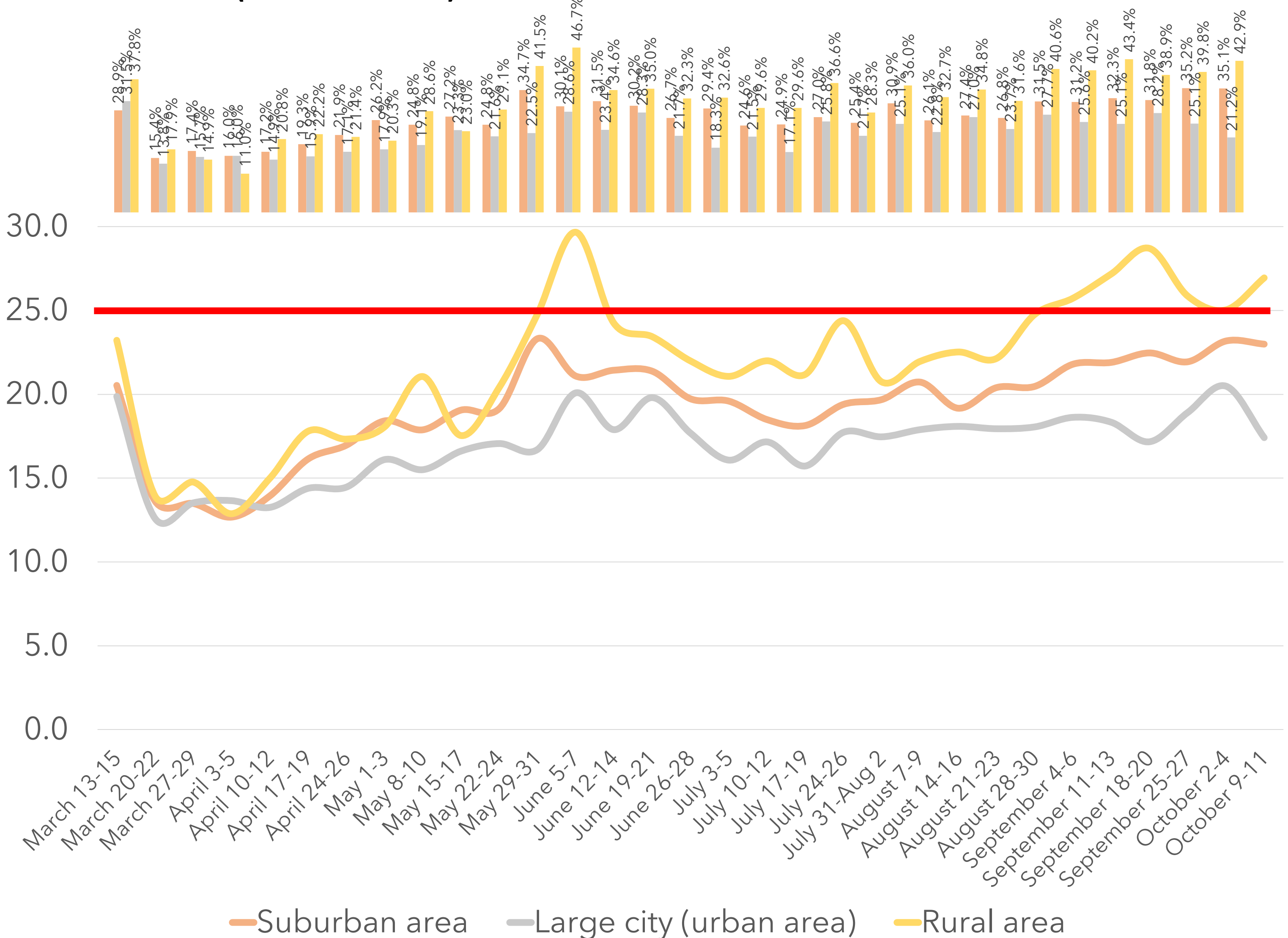
Percent Potentially Marketable (Index Above 25)



Residence Type

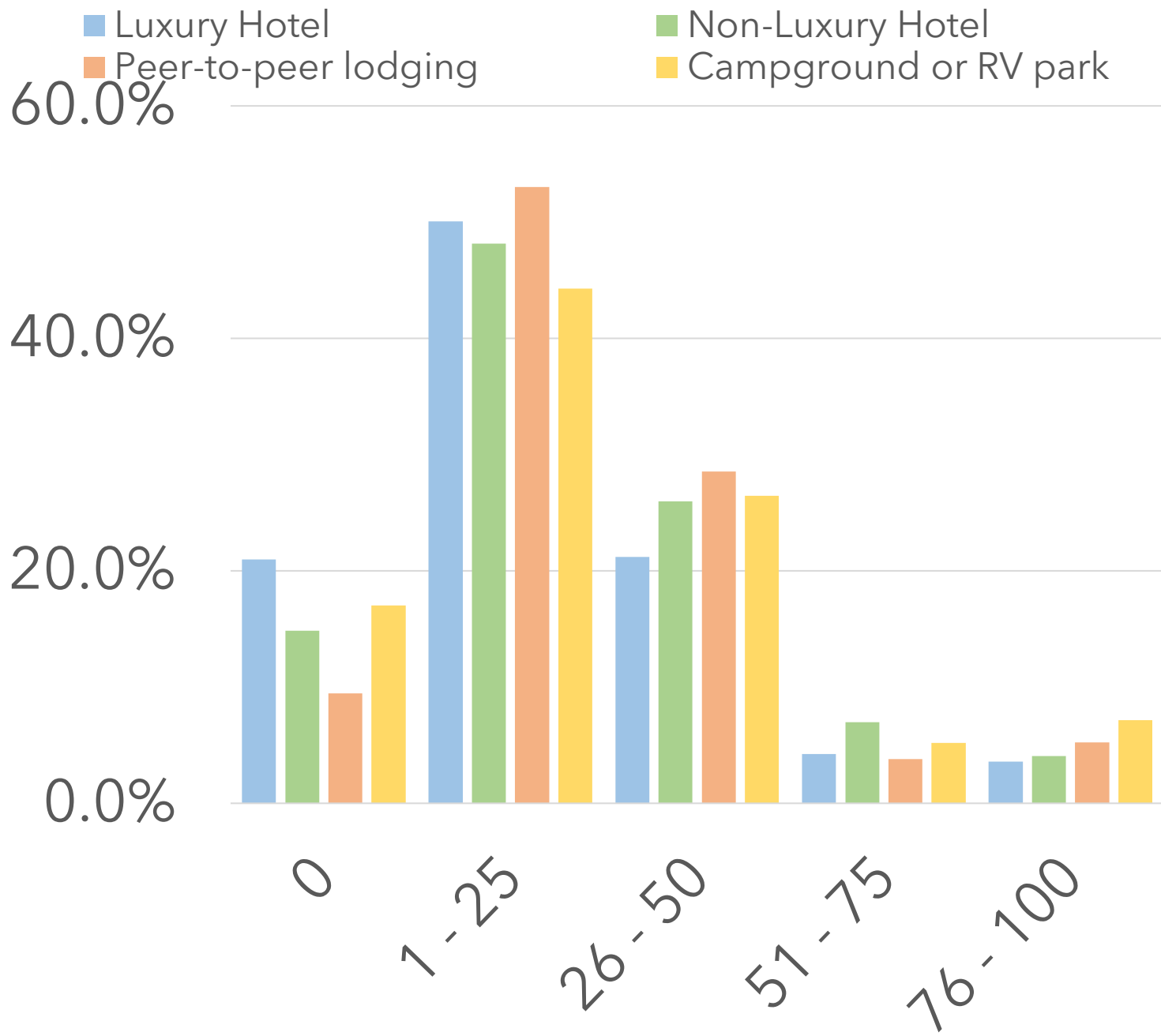


Percent Potentially Marketable (Index Above 25)

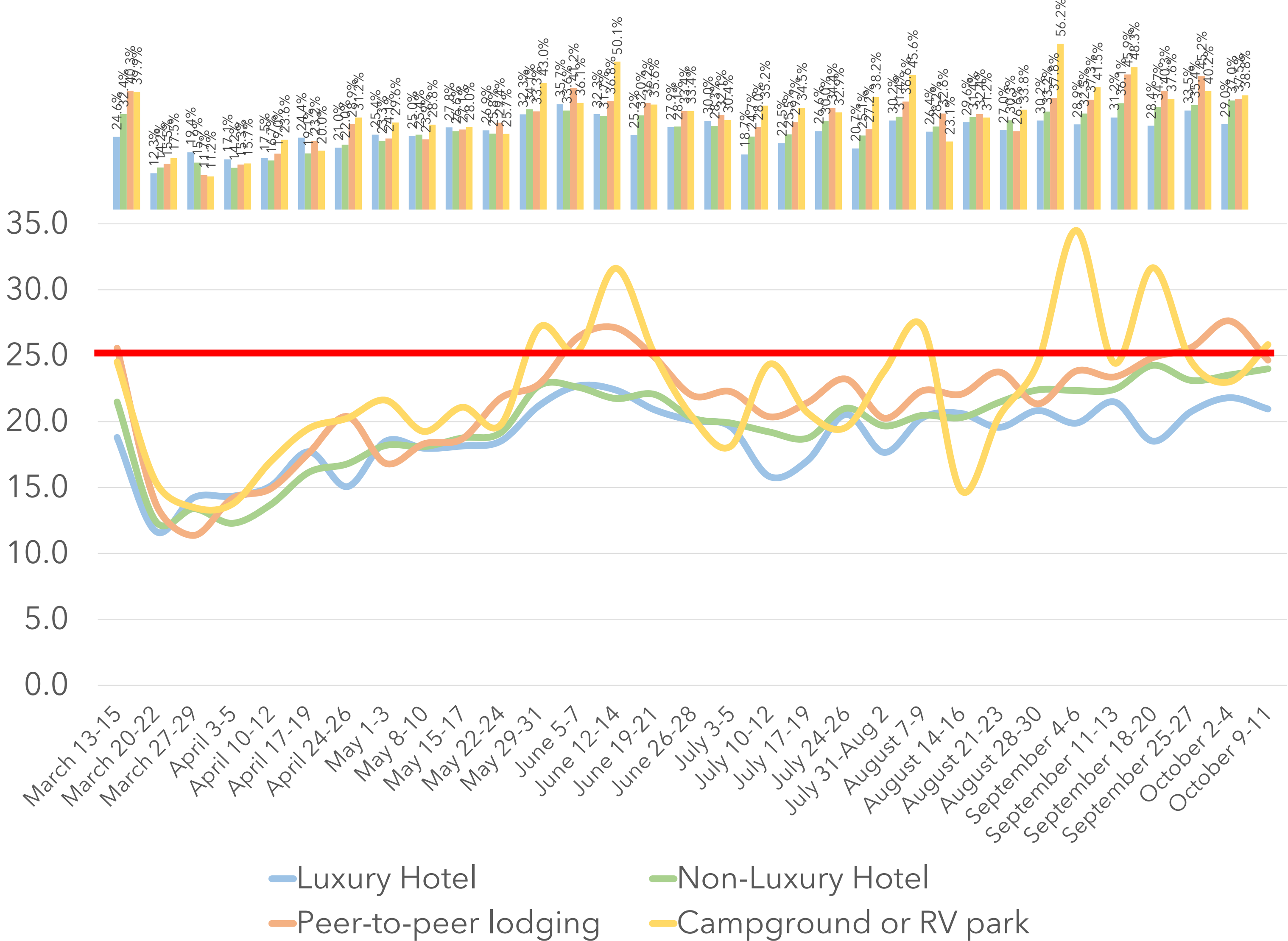




Lodging Preference



Percent Potentially Marketable (Index Above 25)



15-minute presentations for your board and stakeholders

info@destinationanalysts.com



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





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A group of hands, belonging to people in business attire, are gathered around a table, each holding a lit light bulb. The bulbs are arranged in a circle, and their light is visible. The background is a soft, out-of-focus white surface.

**Webinar recording
available on our website:**

DestinationAnalysts.com/covid-webinars