



CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

Presentation of Findings
January 12, 2021

Destination  Analysts

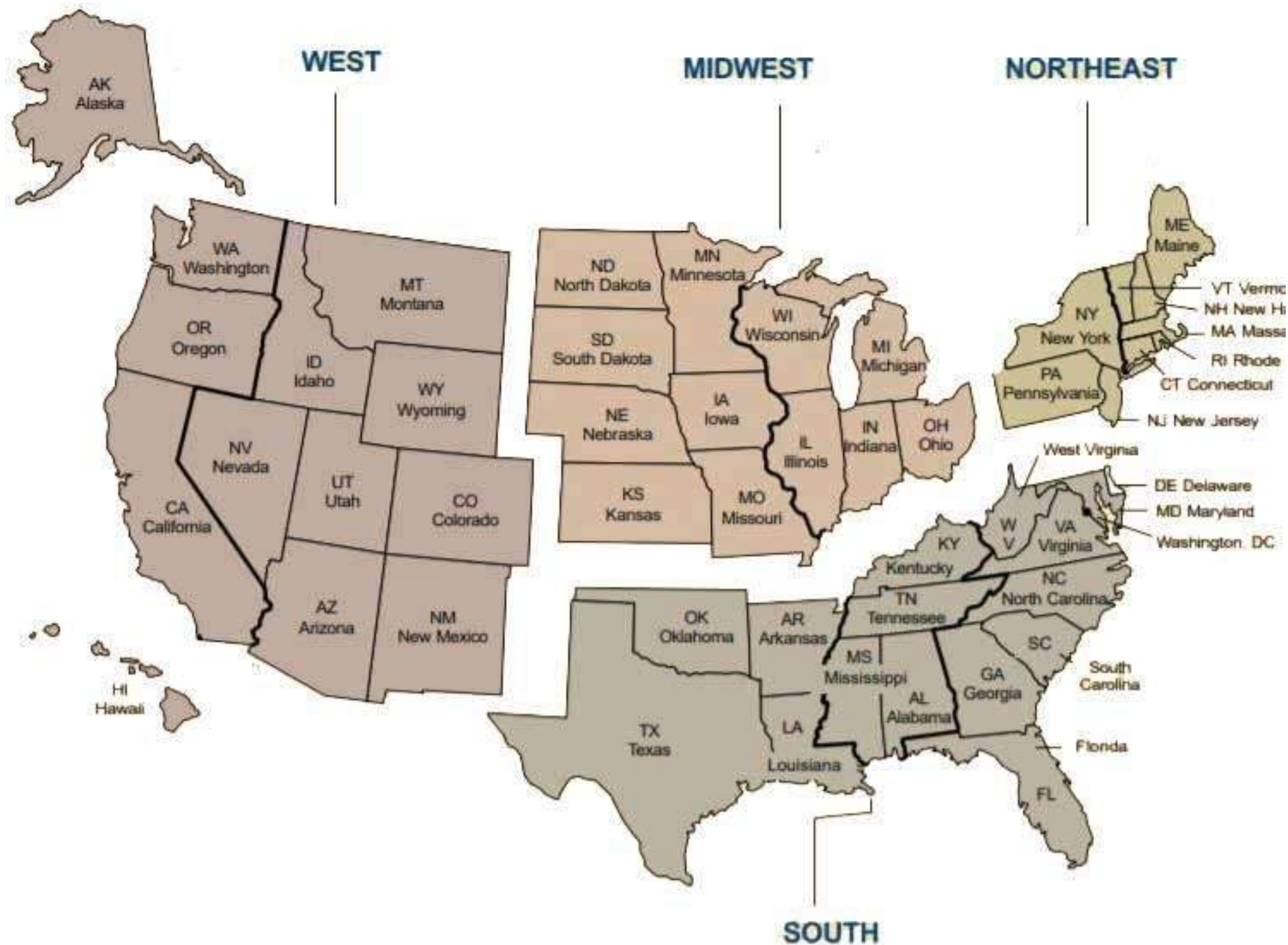
Week 44

**Independent,
Unbiased
Research**



**Presentation deck and webinar
recording available on our website:**

DestinationAnalysts.com/covid-webinars



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 44 data (fielded January 8-10) 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**





World COVID-19 deaths double in 3 months to 1.9M; cases surge to 90M

By Allen Cone



Jan. 10 (UPI) -- More than one year after [COVID-19](#) first surfaced in Mainland China, the pandemic has been accelerating worldwide to more than 1.9 million deaths and nearly 90 million cases despite restrictions, including lockdowns, and the development of vaccines

In three months, the death toll has nearly doubled and cases jumped about 2 1/2 times.

TOTAL DEATHS

371,084

+3,432 New Deaths

CDC | Updated: Jan 10 2021 1:01PM

NATIONWIDE COVID-19 METRICS SINCE APRIL 1. 7-DAY AVERAGE LINES

Daily Tests

Jan 9: 2.00M

Daily Cases

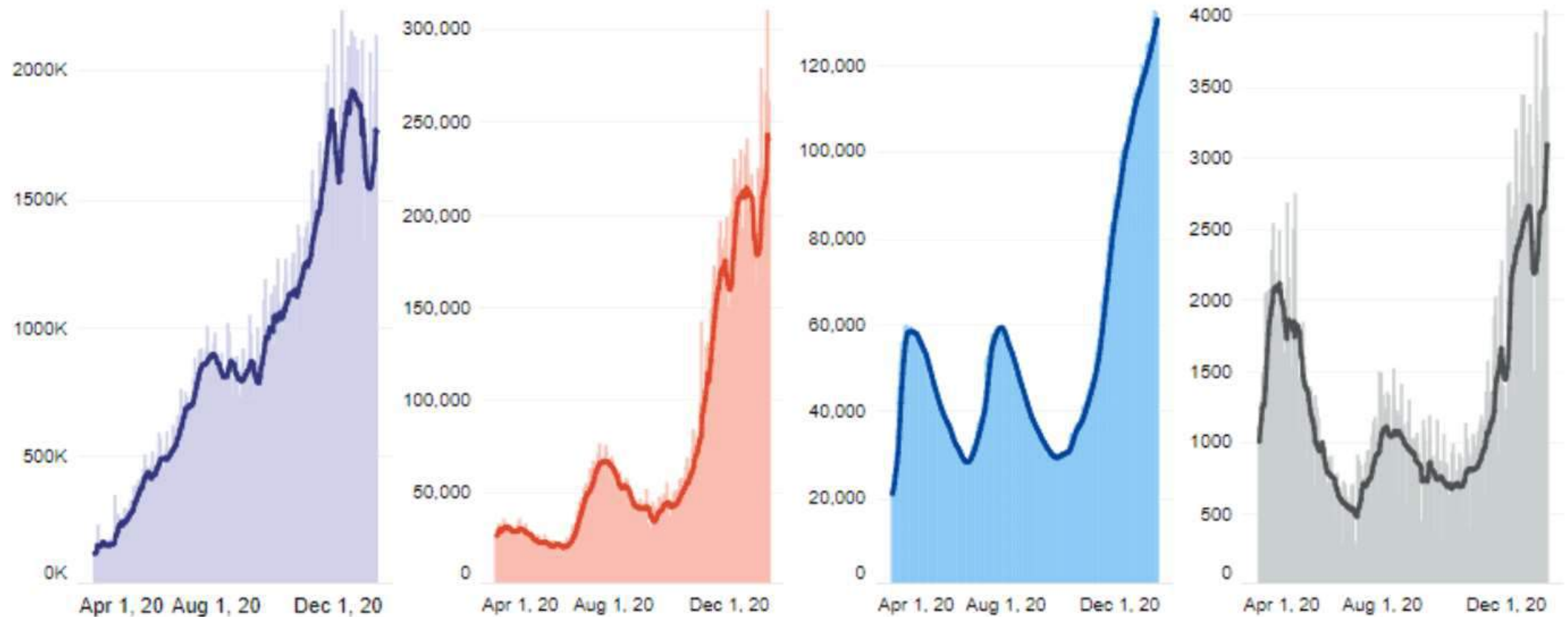
Jan 9: 261,993

Currently Hospitalized

Jan 9: 130,777

Daily Deaths

Jan 9: 3,500



UK on course for COVID-19 vaccination target as shots reach 200,000 a day - Hancock

By Paul Sandle

3 MIN READ



LONDON (Reuters) - Britain is on course to have immunised its most vulnerable people against COVID-19 by mid-February and offering a shot to every adult by autumn, with some 2 million people having already received a first dose, its health secretary said on Sunday.



©CBS NEWS

Gottlieb says COVID-19 vaccine strategy "not working"

Melissa Quinn · 1 hr ago



Washington — Dr. Scott Gottlieb, the former director of the Food and Drug Administration, said Sunday that the nation's strategy for administering [coronavirus](#) vaccines is "not working" and encouraged public health officials to "hit the reset" and take up a new approach to inoculate Americans faster.

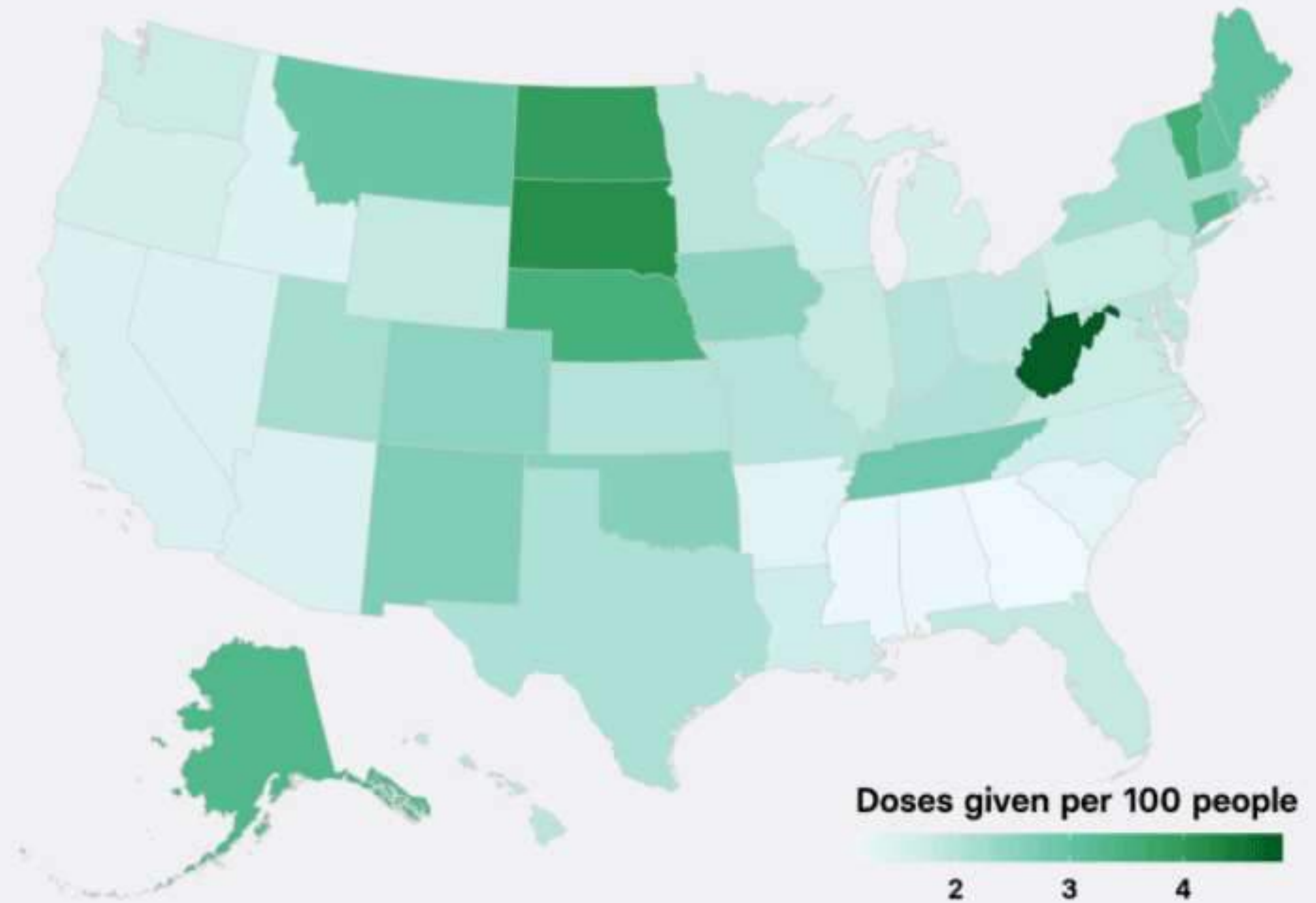
"We really need to get this vaccine out more quickly because this is really our only tool, our only backstop against the spread of these new variants. If we can get a lot of people vaccinated quickly, we might be able to get enough protective immunity into the population that this stops spreading at the rate that it is," Gottlieb said in an interview with "Face the Nation." "So, we need to acknowledge that it's not working. We need to hit the reset and adopt a new strategy in trying to get out to patients."



Vaccine rollout by state

6,688,231
DOSES GIVEN

2.02
DOSES GIVEN PER 100 PEOPLE
Via CDC



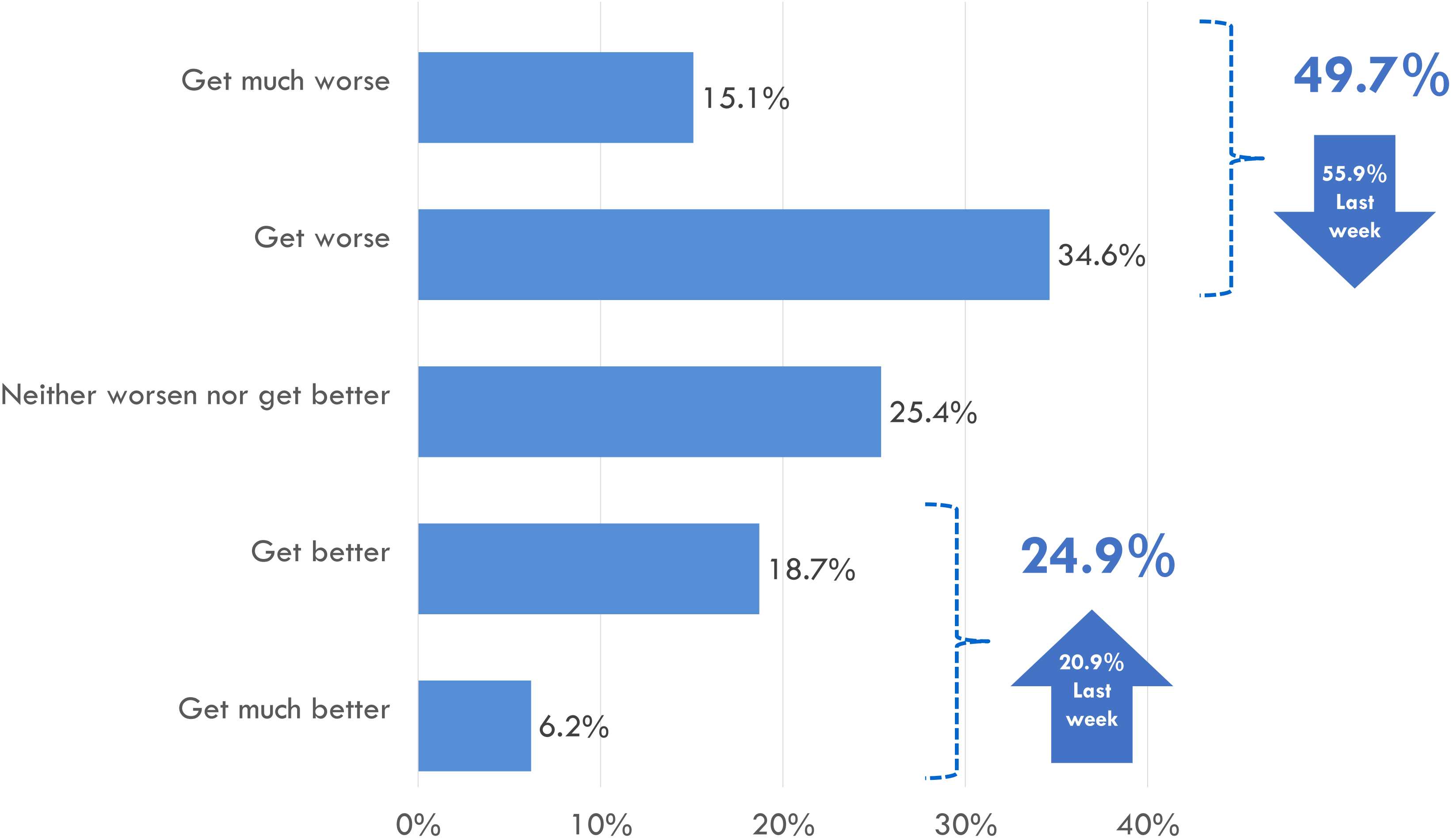
A woman with long brown hair, wearing glasses, a blue surgical face mask, a white turtleneck, a light-colored button-down shirt, and a long brown coat, stands in an airport. She is holding a bright yellow rolling suitcase with her right hand. She is looking upwards and to the right. The background is a blurred airport terminal with white and grey structures and a red retractable belt stanchion. The text "CURRENT FEELINGS ABOUT THE CORONAVIRUS & TRAVEL" is overlaid in the center in a bold, white, sans-serif font, with the ampersand in blue.

CURRENT FEELINGS ABOUT THE CORONAVIRUS & TRAVEL

EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

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

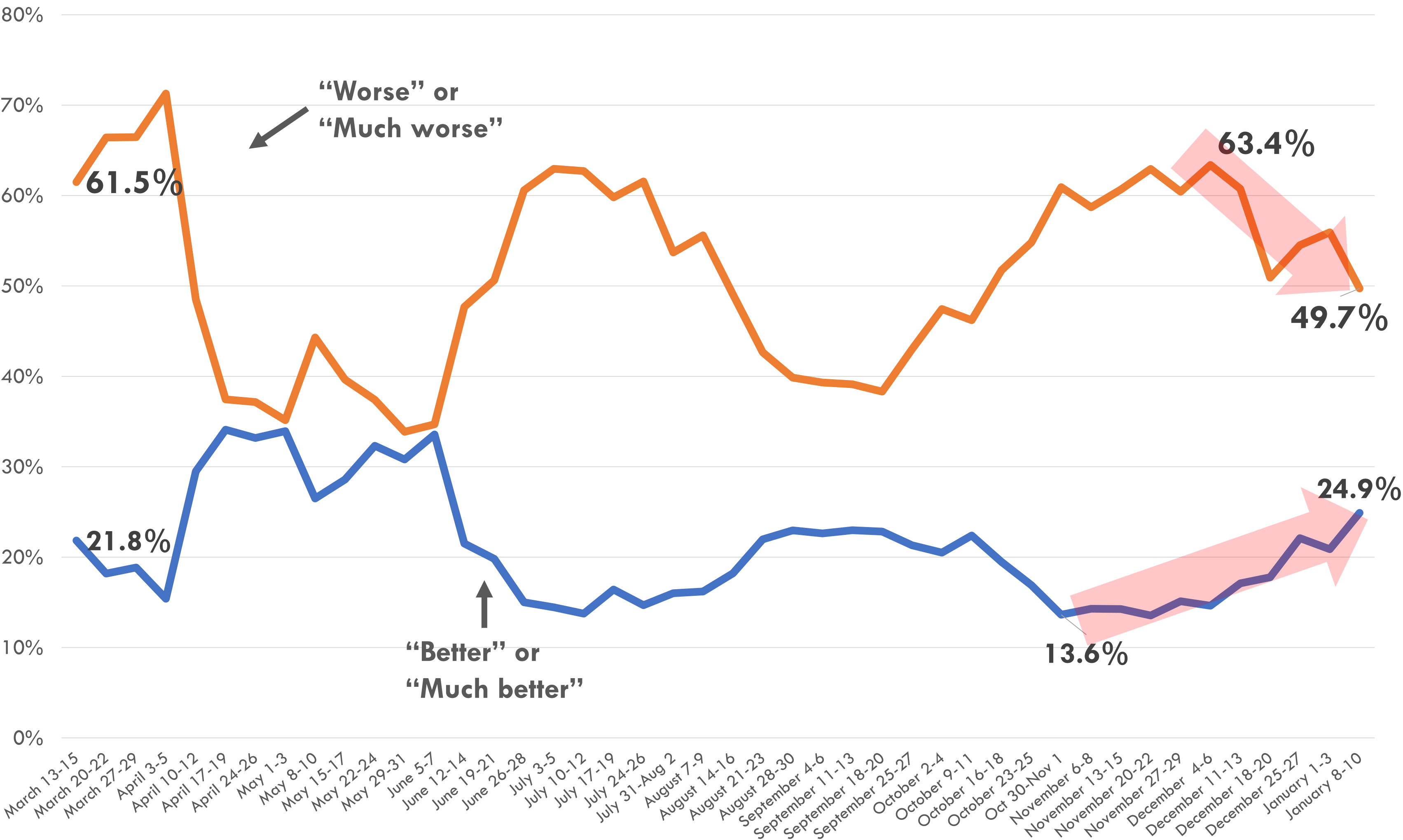
In the next month the coronavirus situation will _____



EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-44)

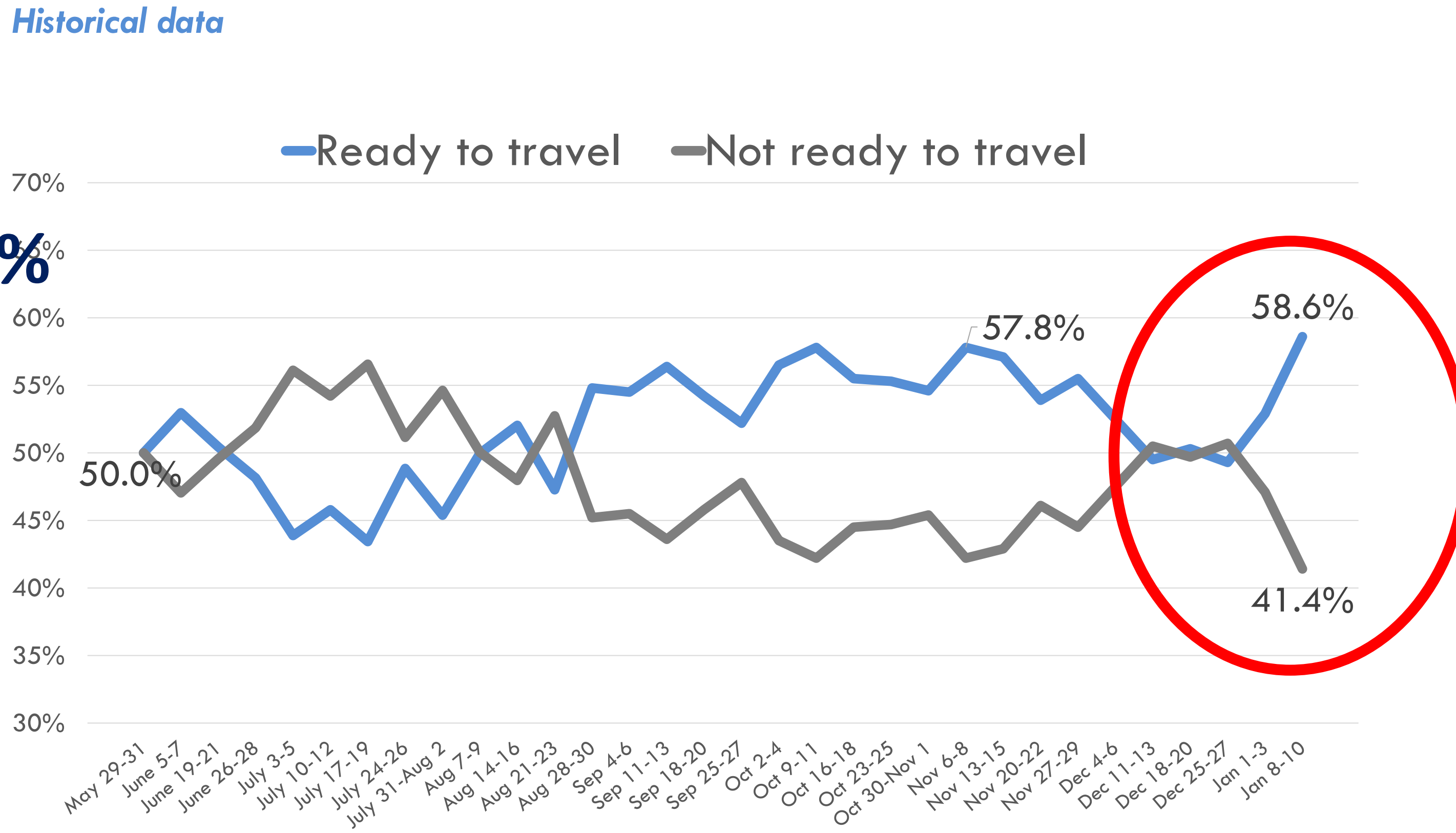
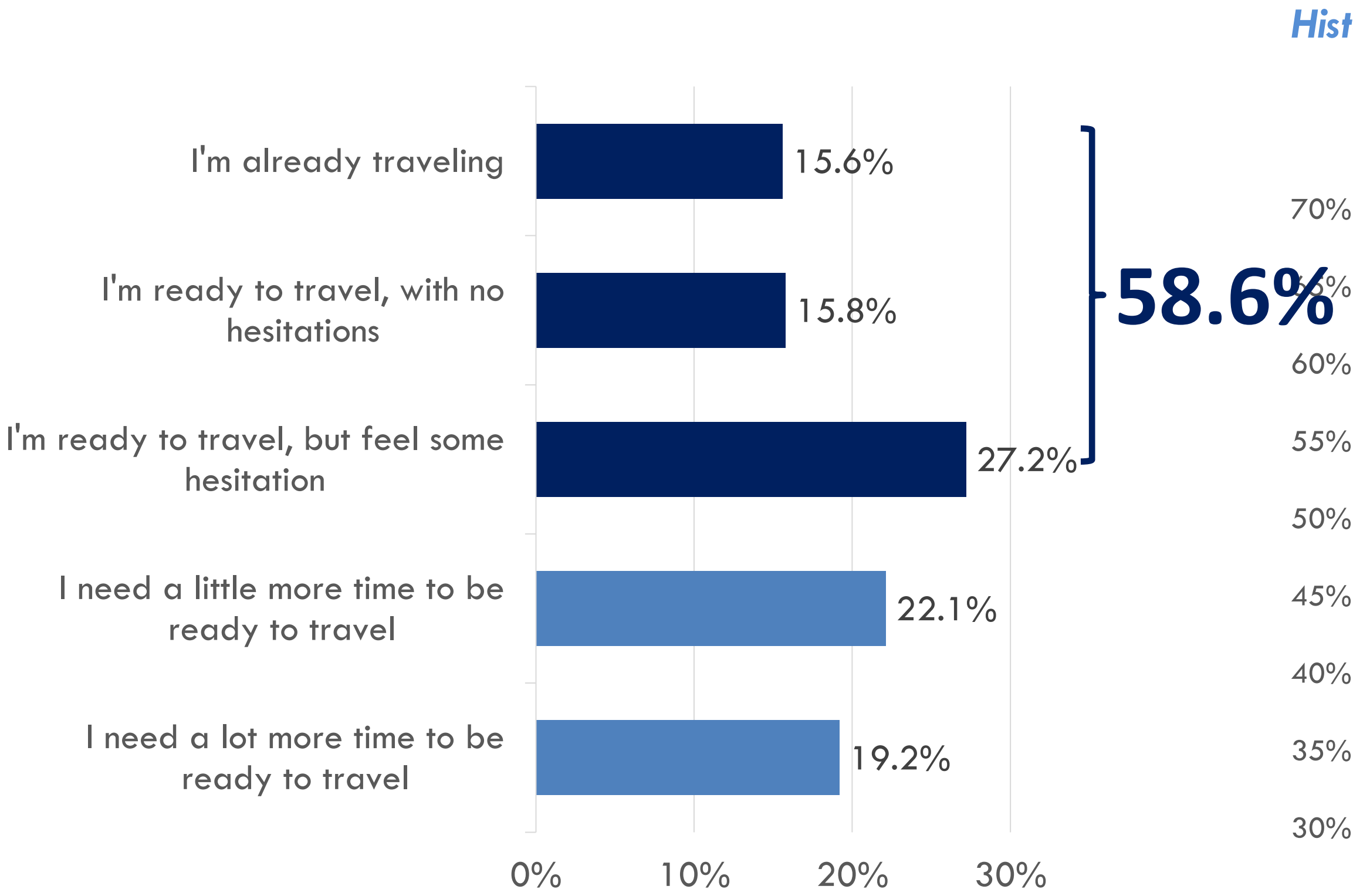
Question: In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change?

In the next month the coronavirus situation will _____



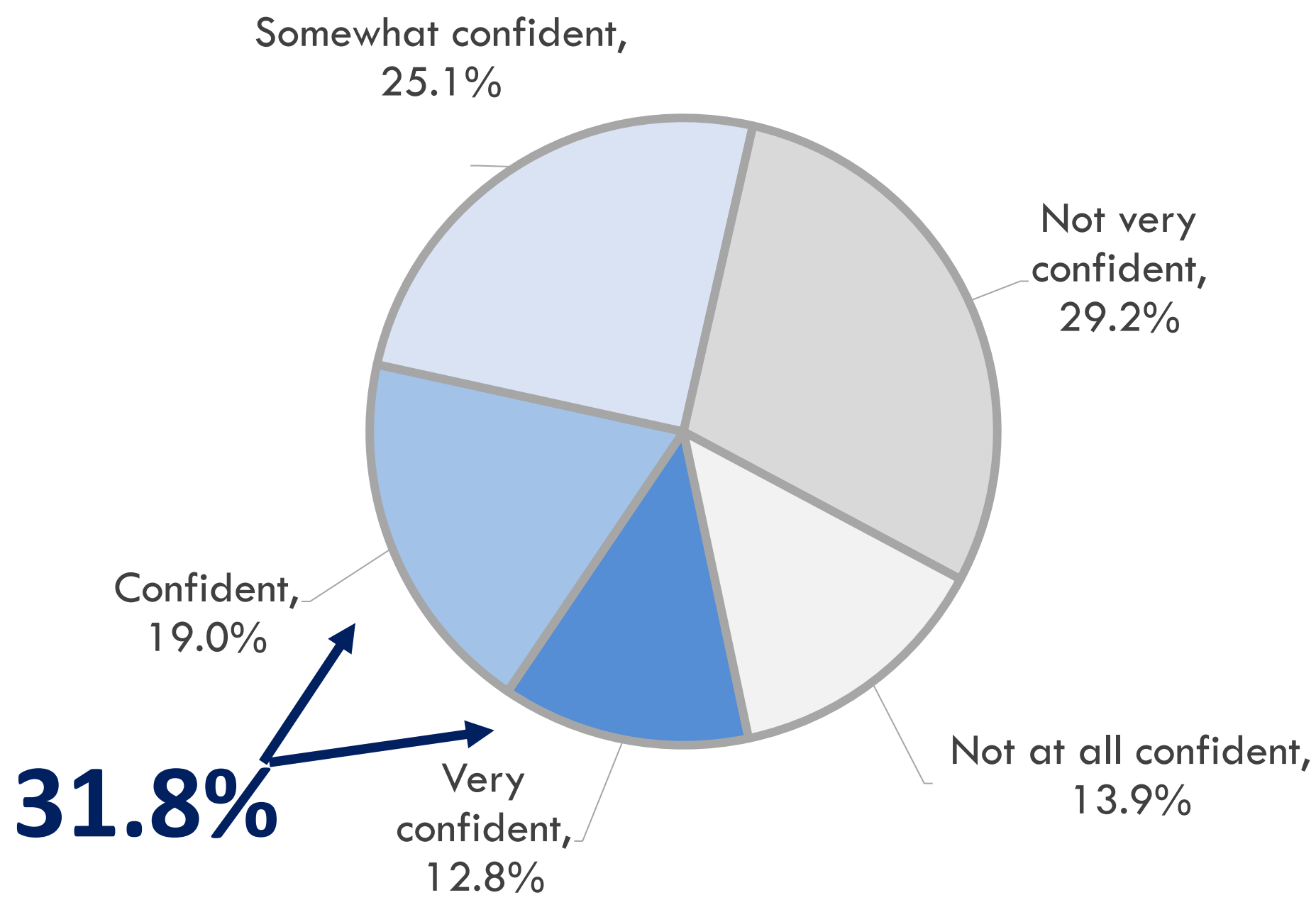
TRAVEL STATE-OF-MIND

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

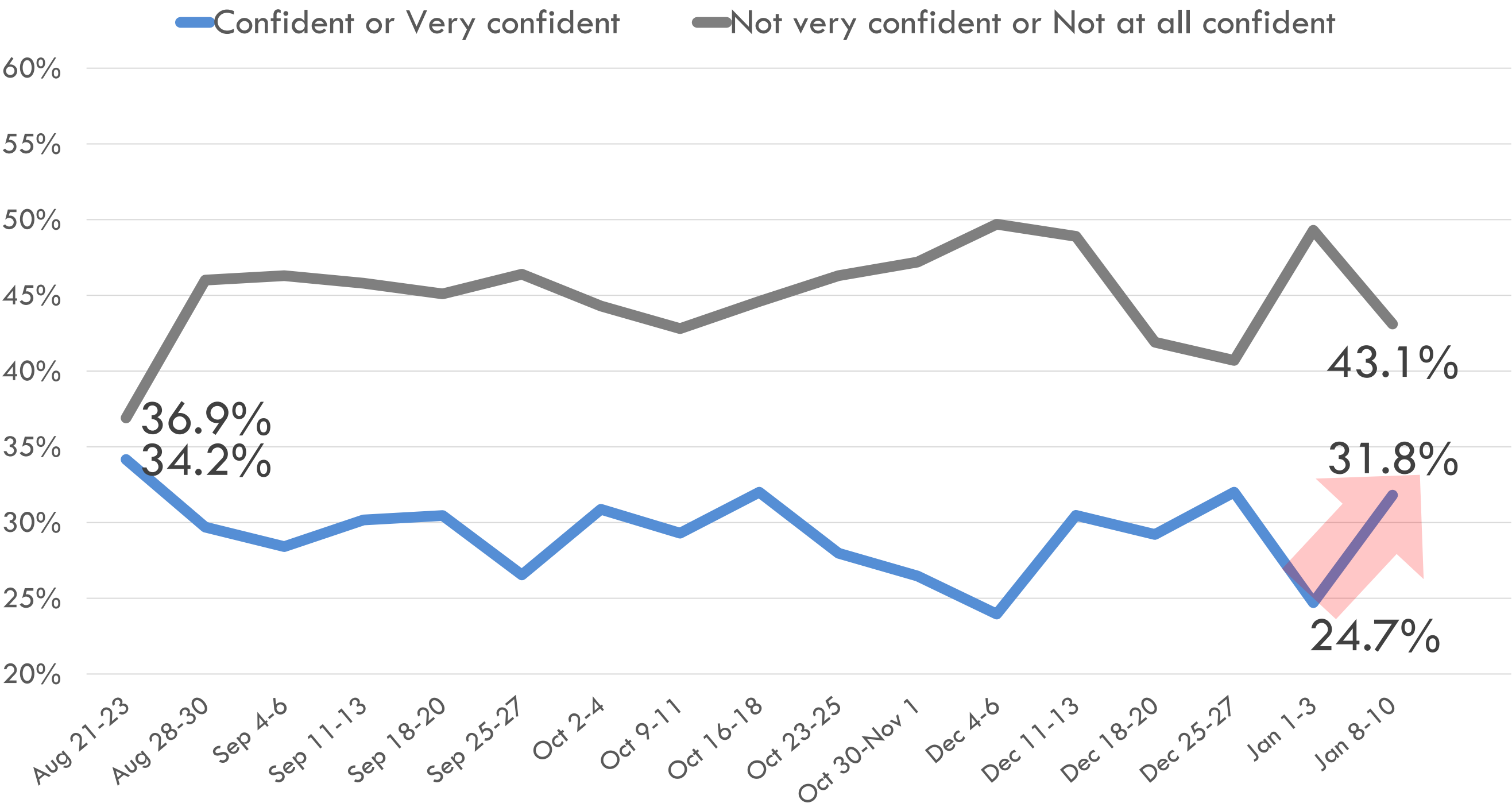


CONFIDENCE IN ABILITY TO TRAVEL SAFELY

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



Historical data



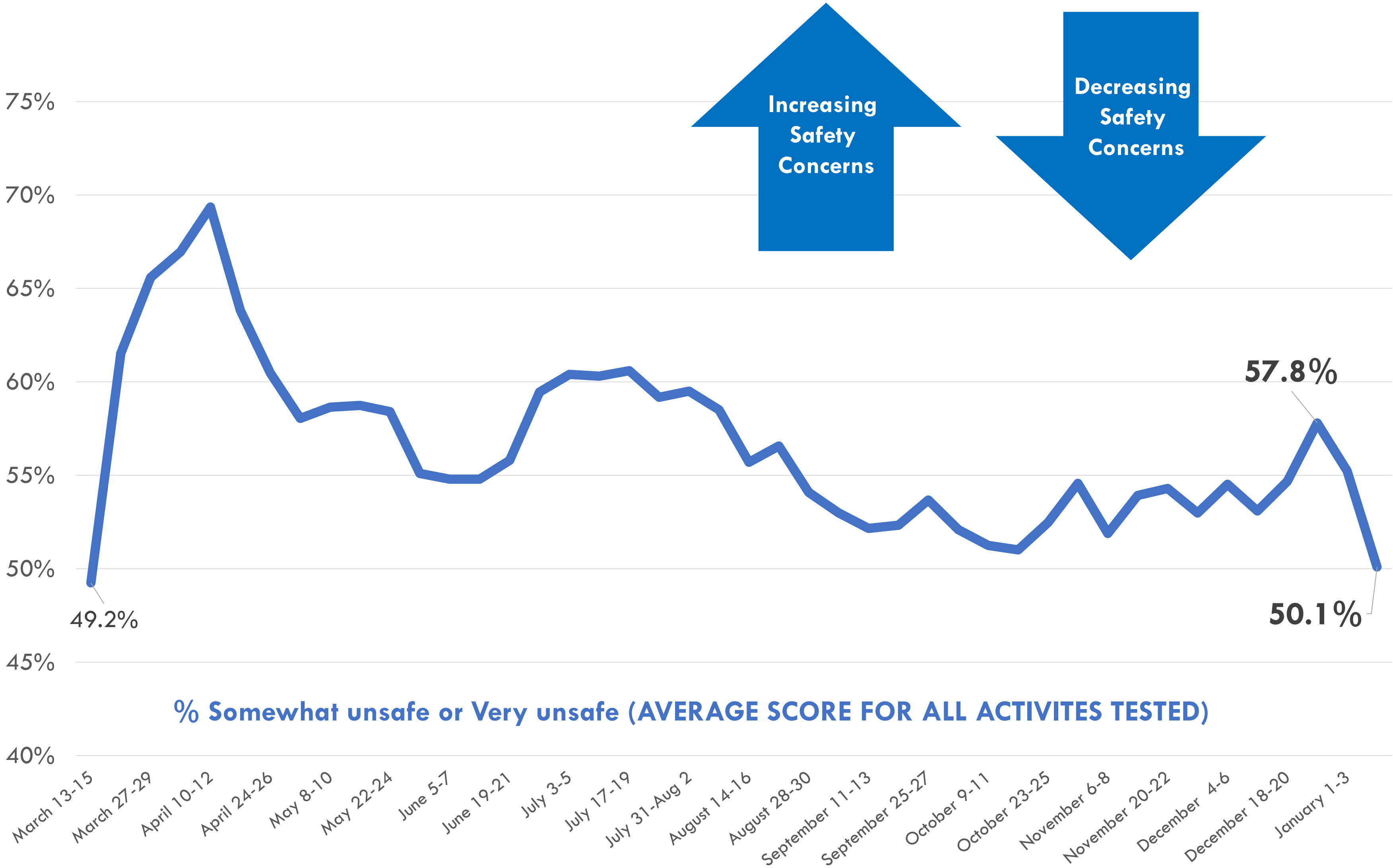
PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 44)

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



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-44 COMPARISON)

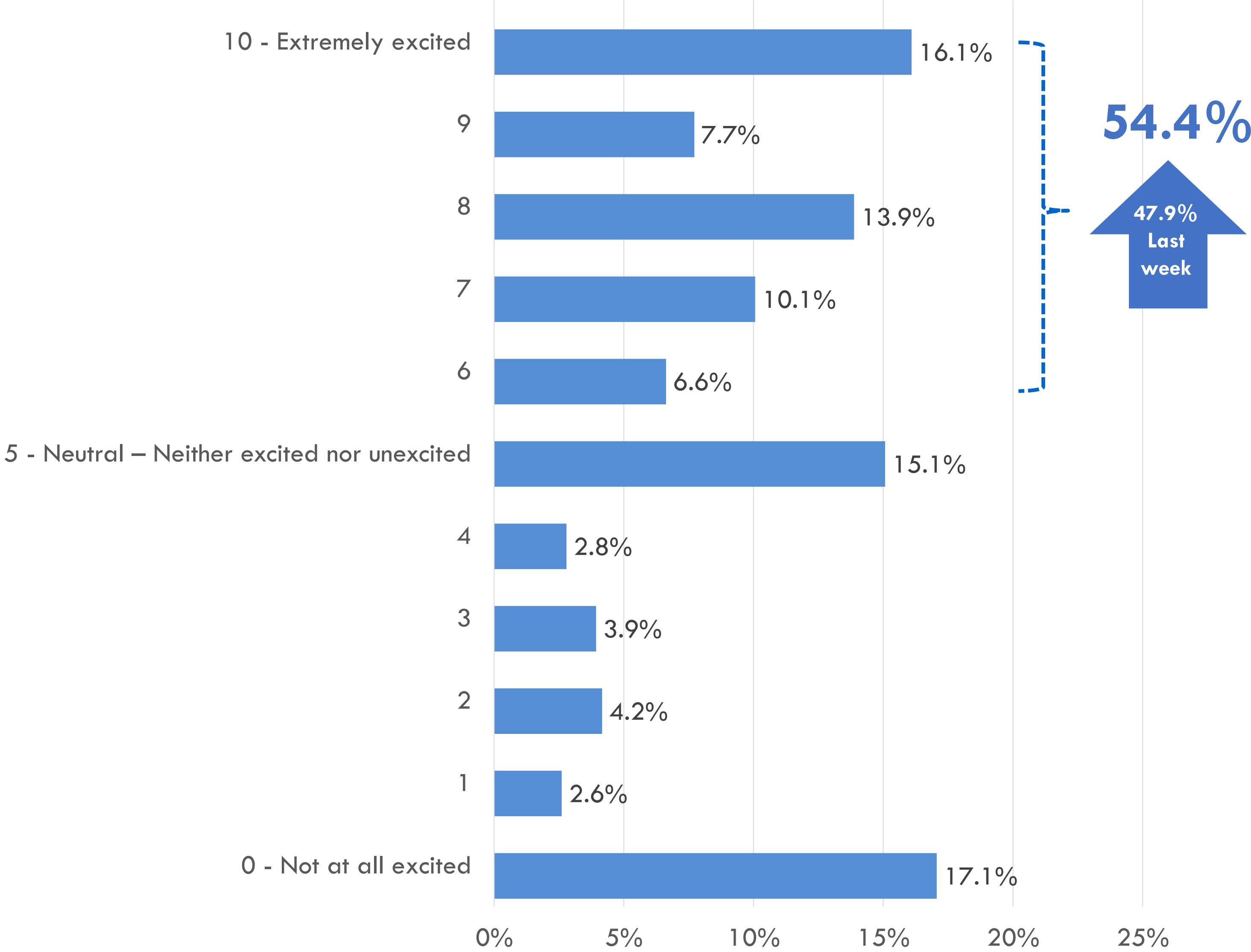
Question: At this moment, how safe would you feel doing each type of travel activity?



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)

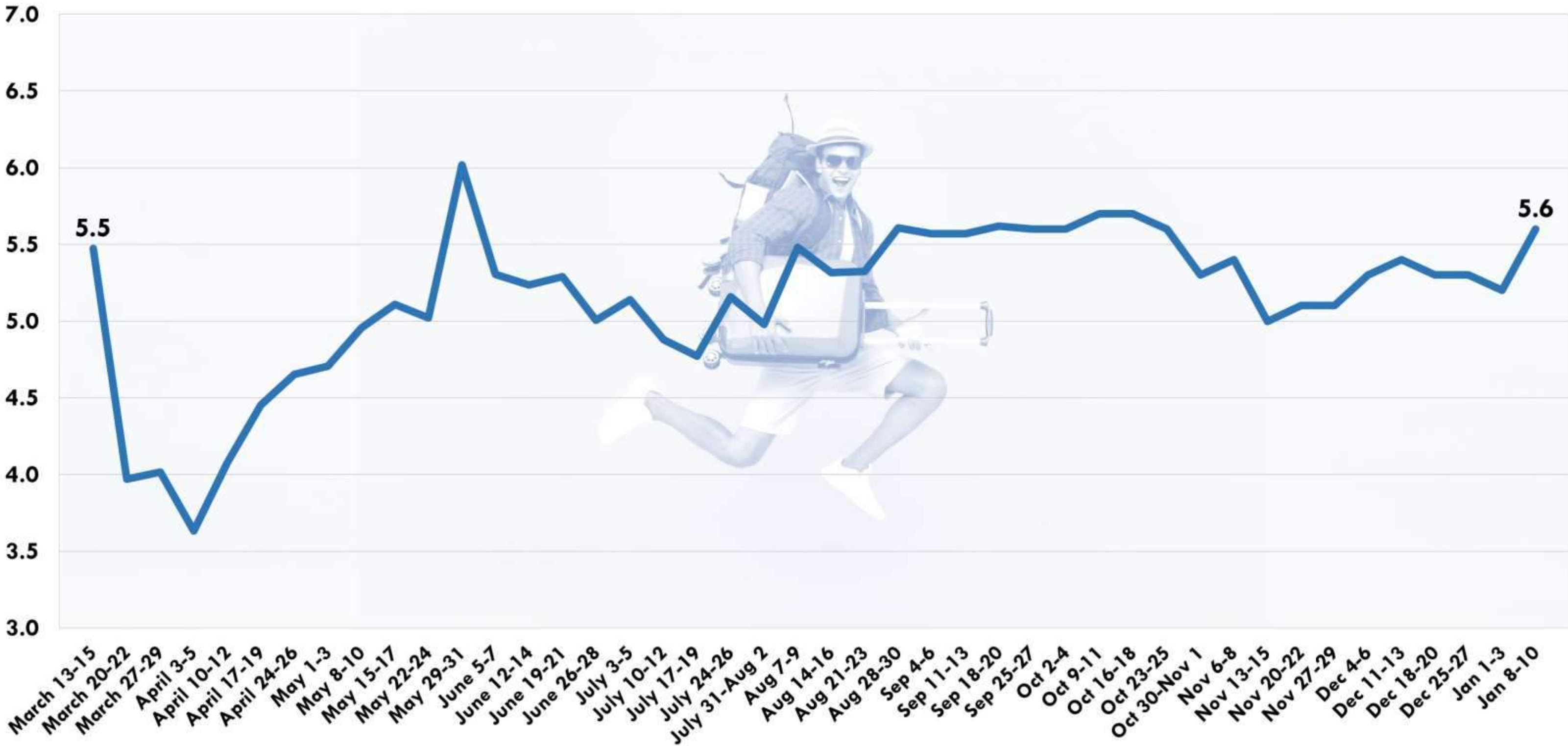


EXCITEMENT TO TRAVEL RIGHT NOW

MARCH 13, 2020 – JANUARY 10, 2021



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



More
Excitement



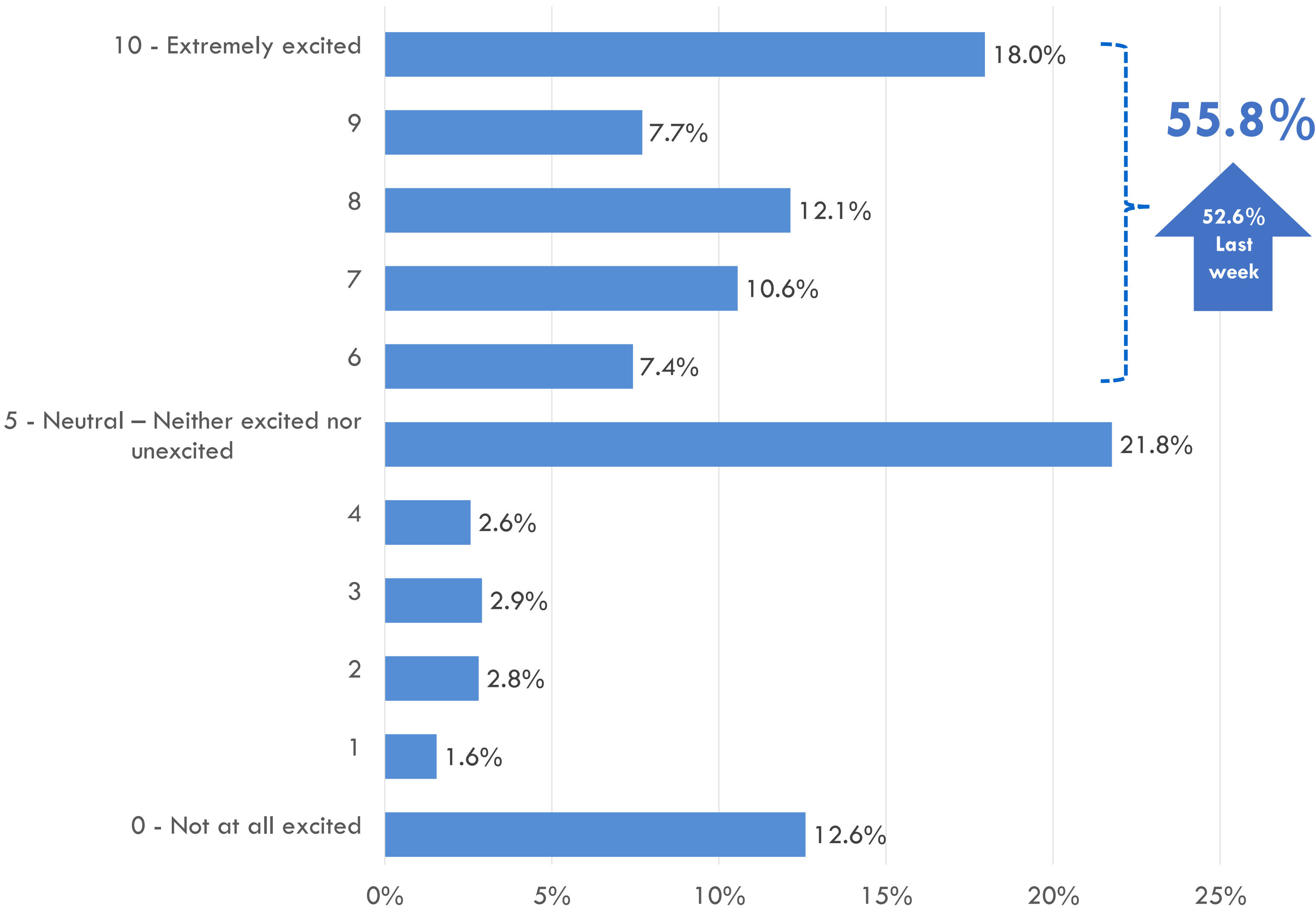
Less
Excitement

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)

(Base: Waves 1-44. 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, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206 and 1,225 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?

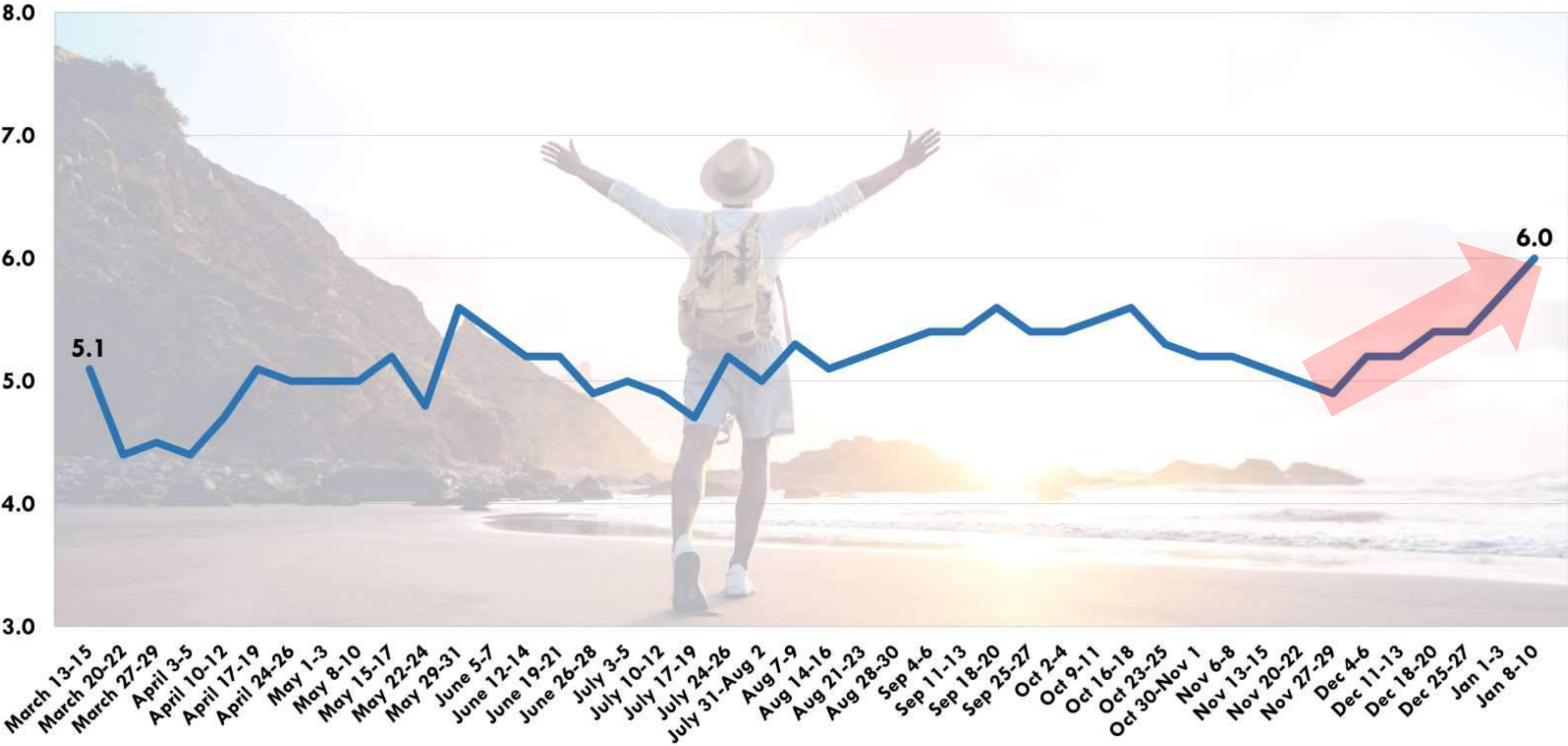


OPENNESS TO TRAVEL INSPIRATION

MARCH 13, 2020 – JANUARY 10, 2021



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



More
Open



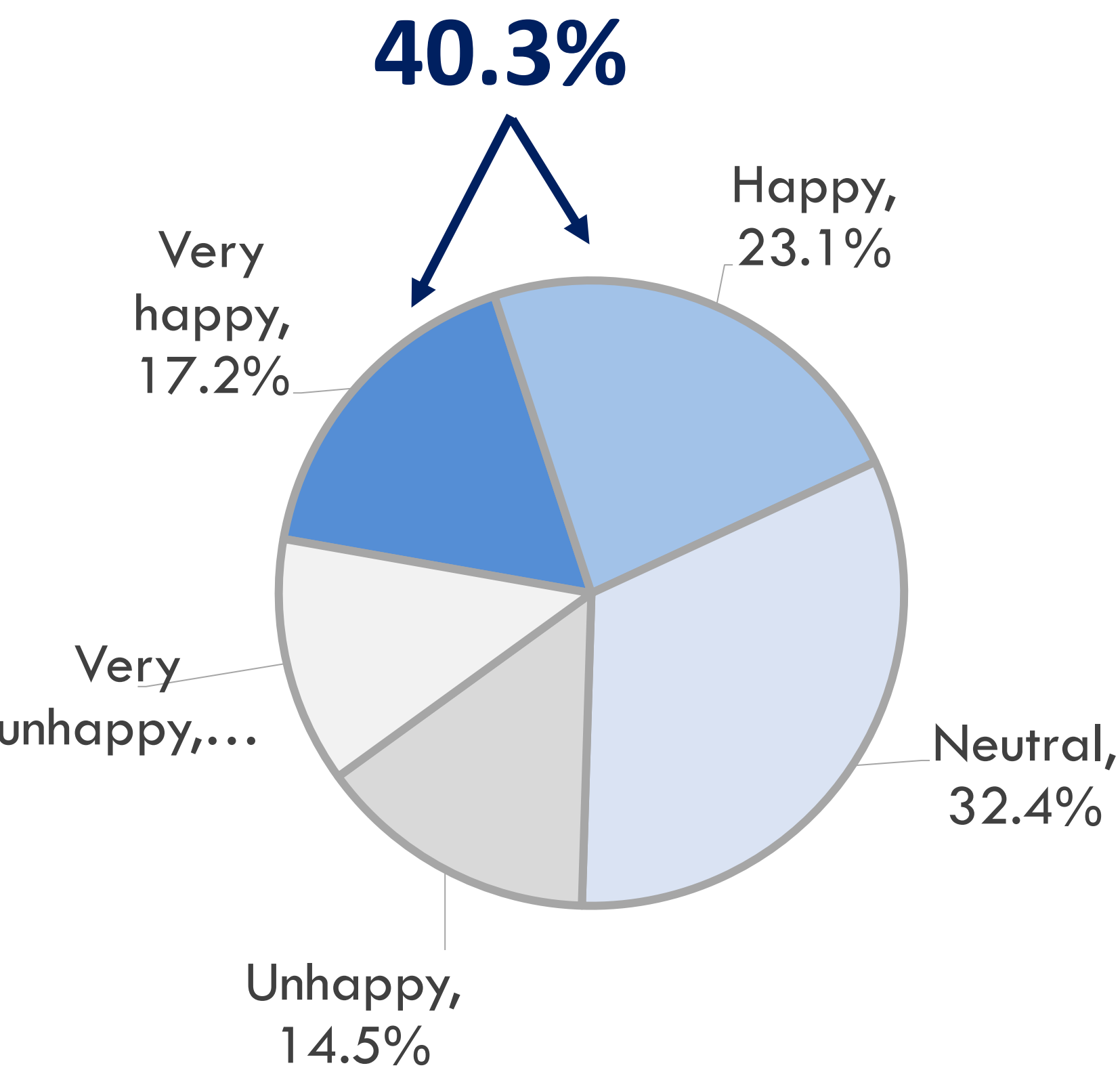
Less
Open

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

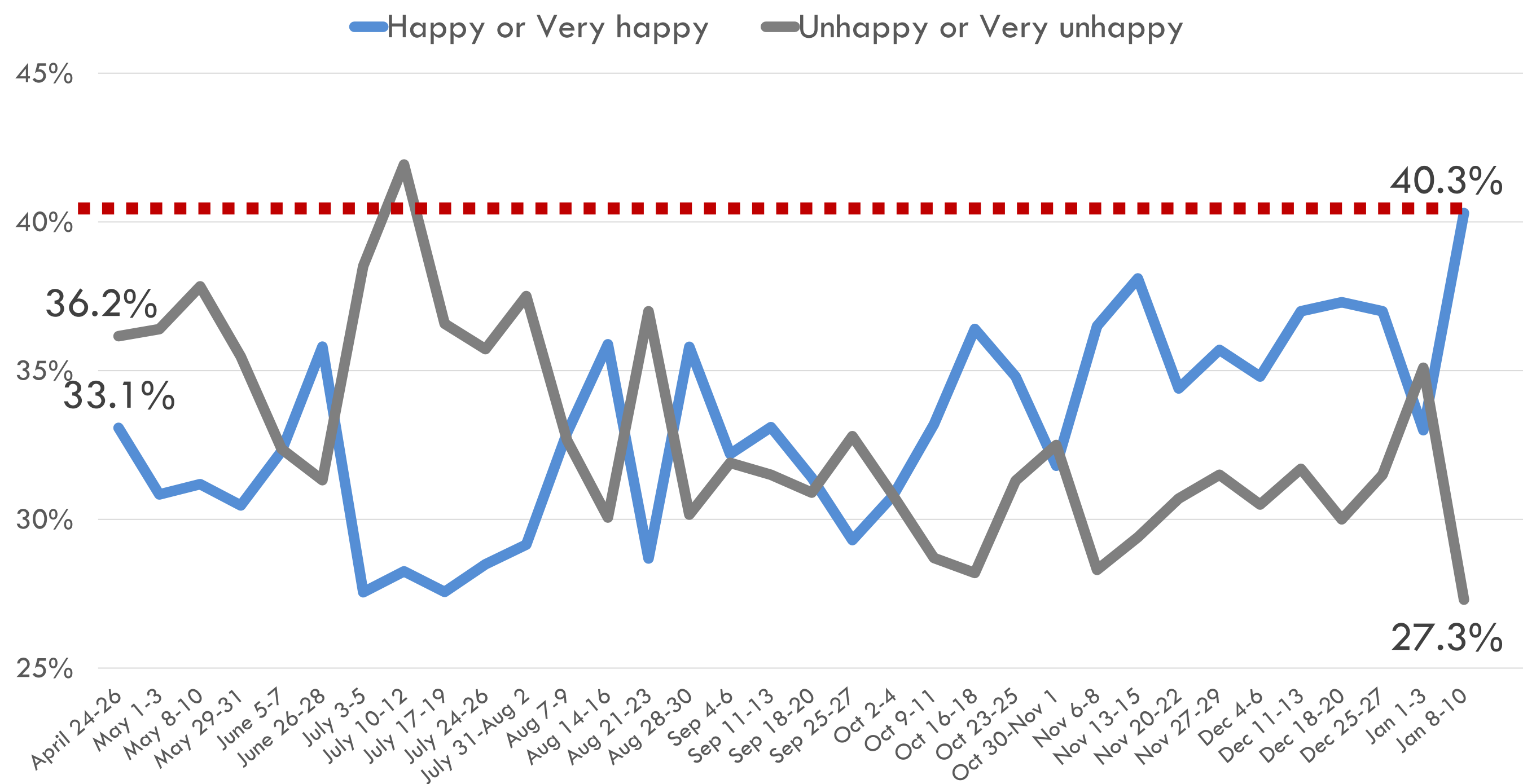
(Base: Waves 1-44. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206 and 1,225 completed surveys.)

FEELINGS SEEING AN AD PROMOTING TOURISM TO COMMUNITY

Question: How would you feel if you saw an advertisement today promoting your community as a place for tourists to come visit when it is safe?



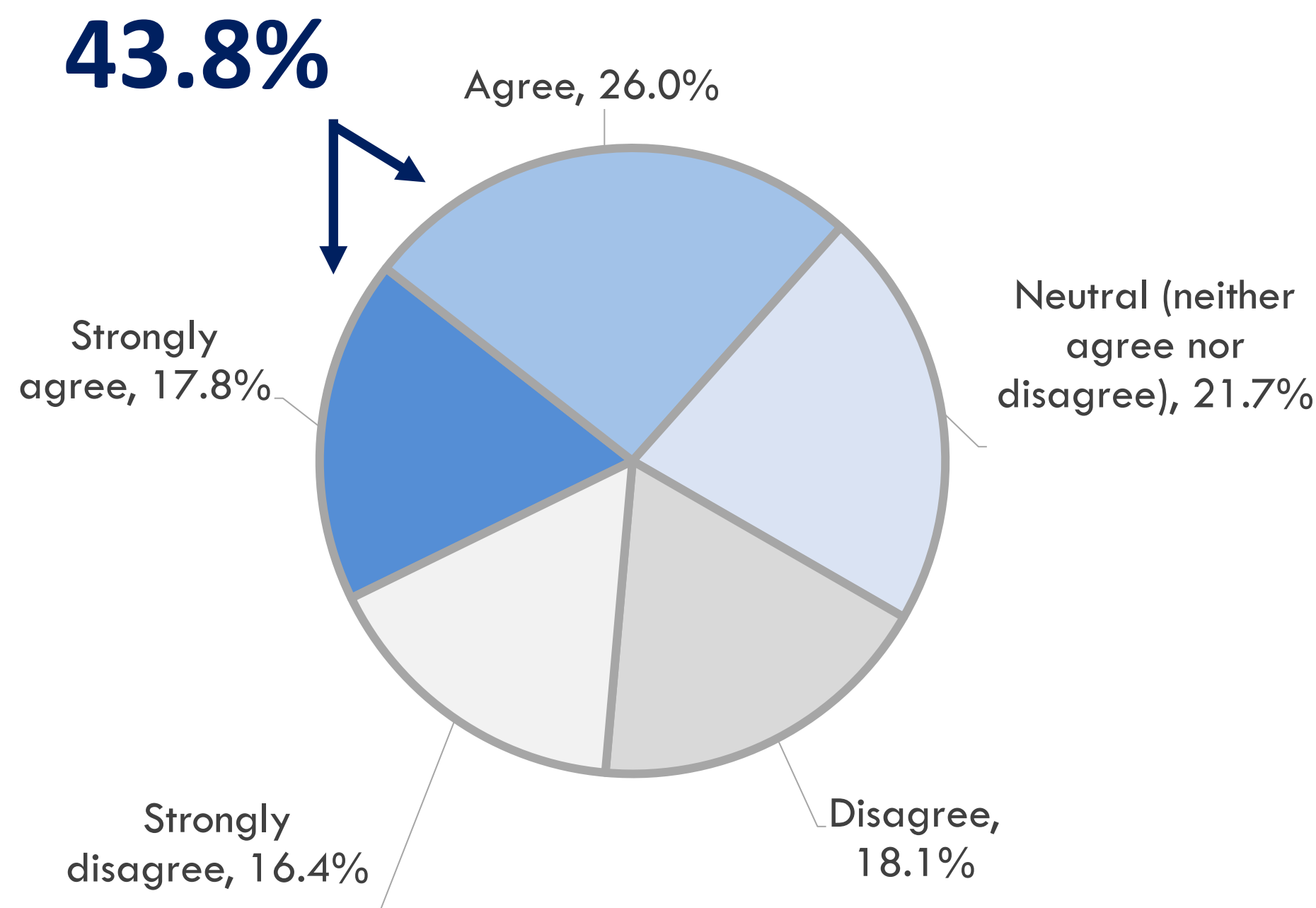
Historical data



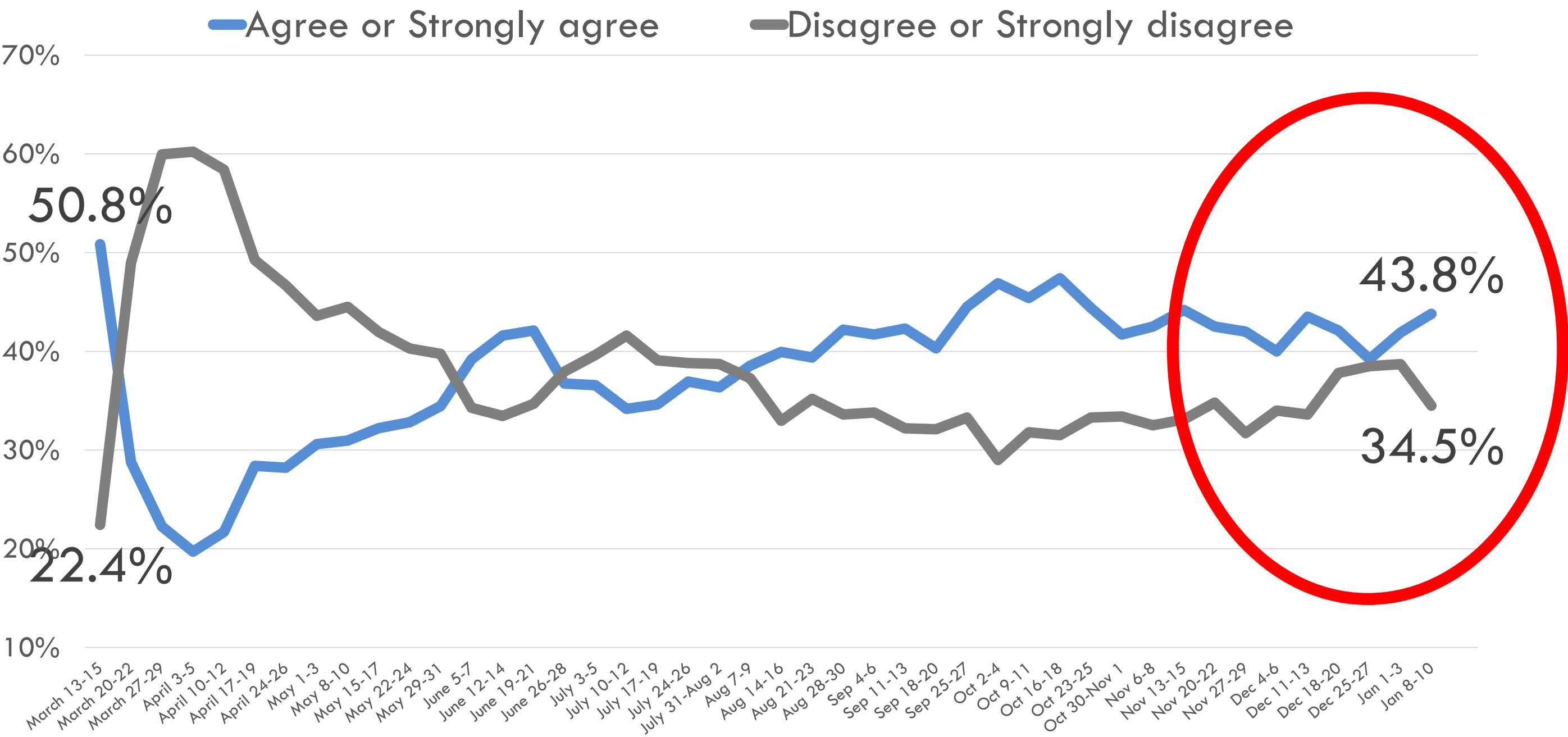
COMFORT ENJOYING HOME COMMUNITY

How much do you agree with the following statement?

Statement: I still feel comfortable going out in my community to restaurants, local attractions and undertaking local activities.



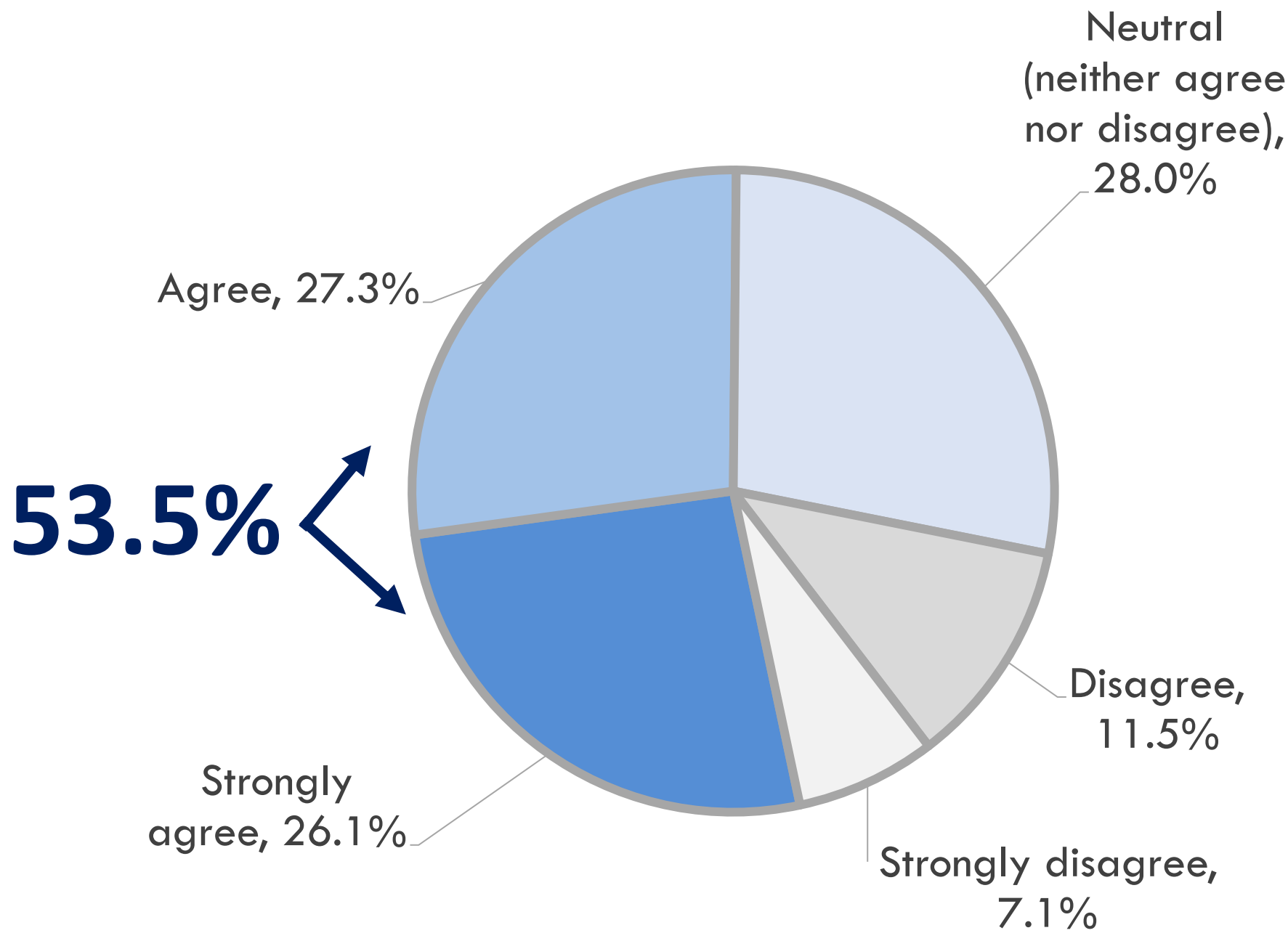
Historical data



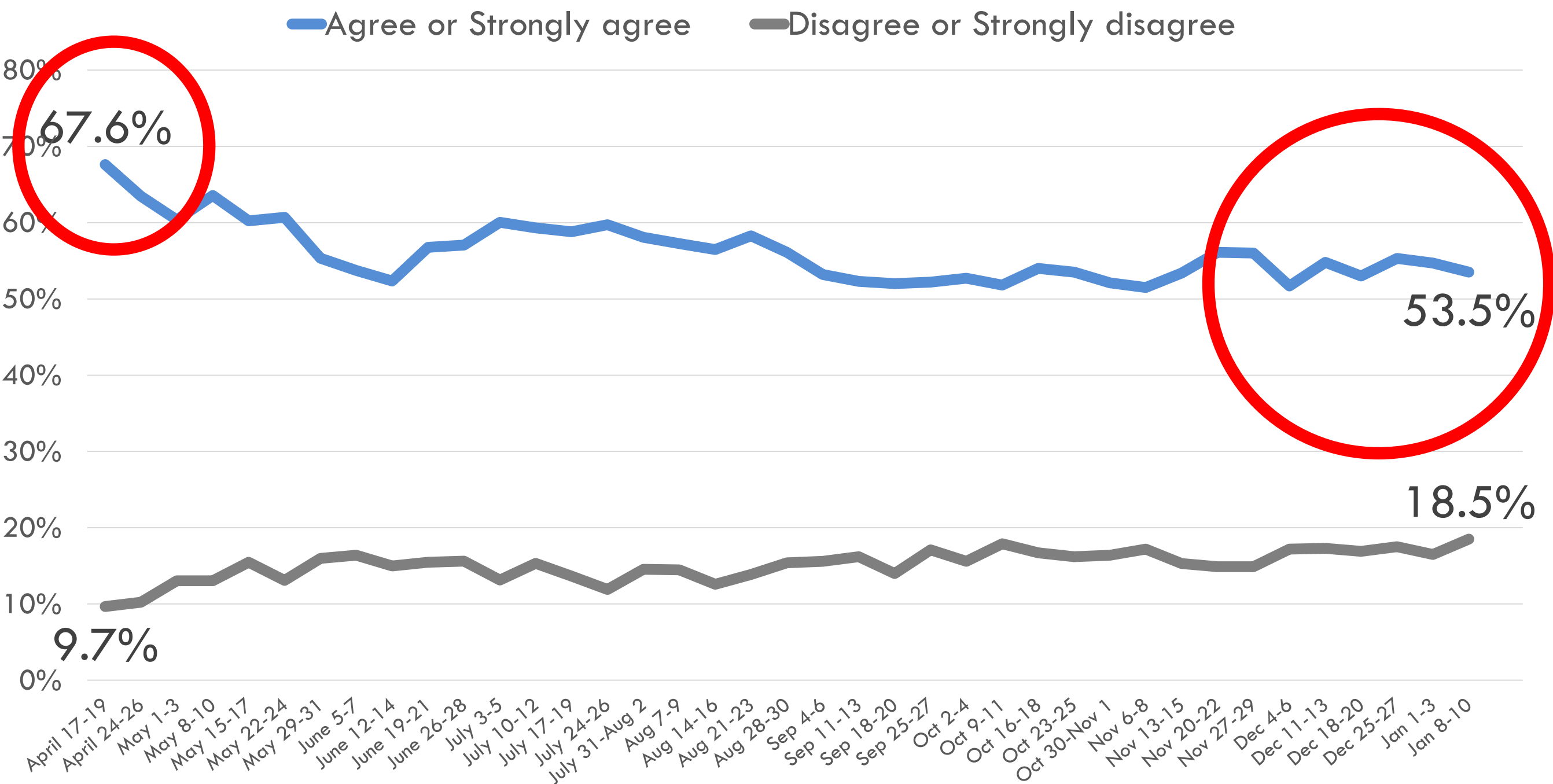
TRAVELERS IN COMMUNITY ARE UNWANTED

How much do you agree with the following statement?

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

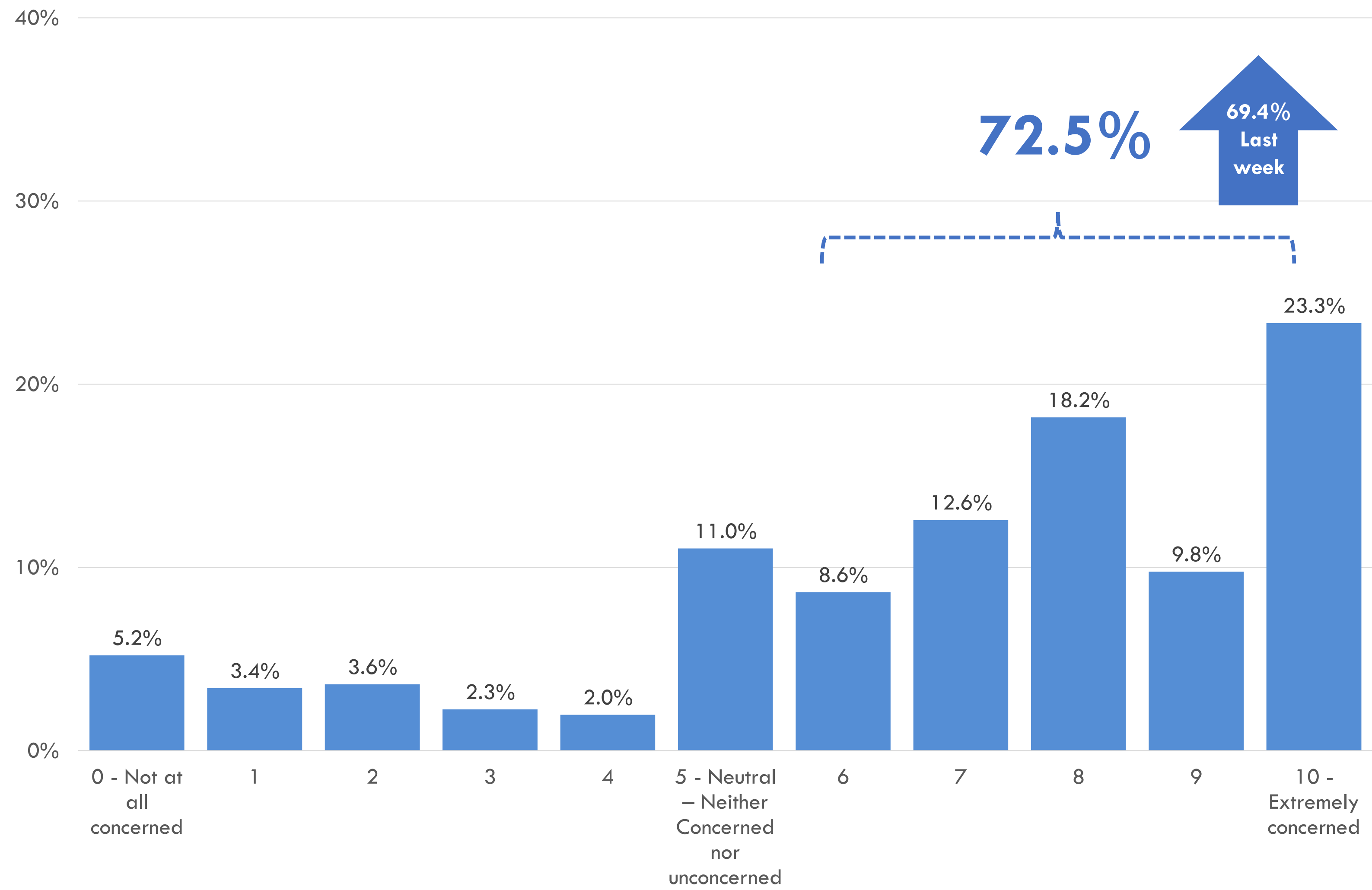


Historical data



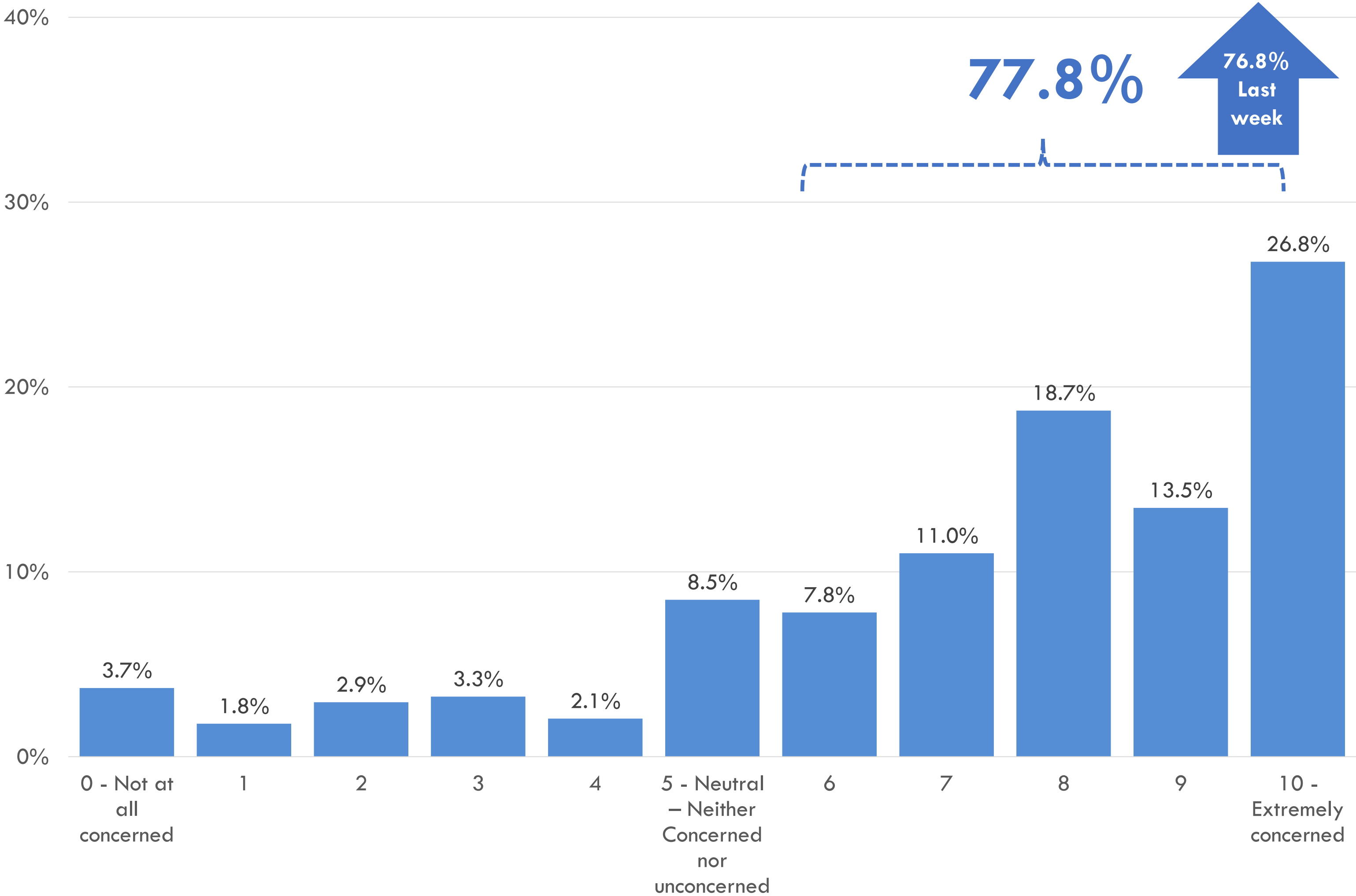
PERSONAL HEALTH CONCERNS

Question: Thinking about the current coronavirus situation, in general, HOW CONCERNED ARE YOU PERSONALLY about contracting the virus? (Please answer using the scale below)



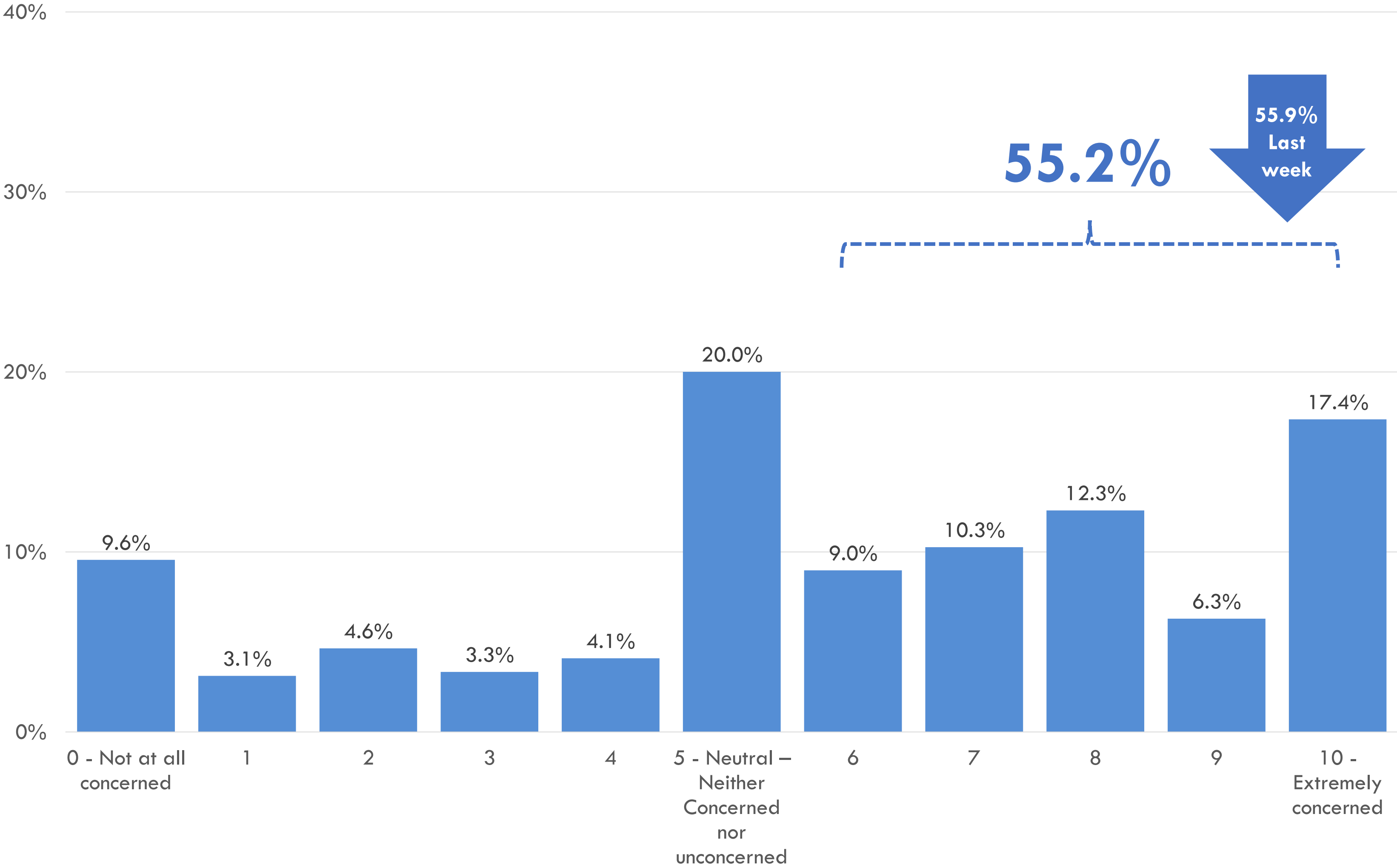
HEALTH CONCERNS (FAMILY & FRIENDS)

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)



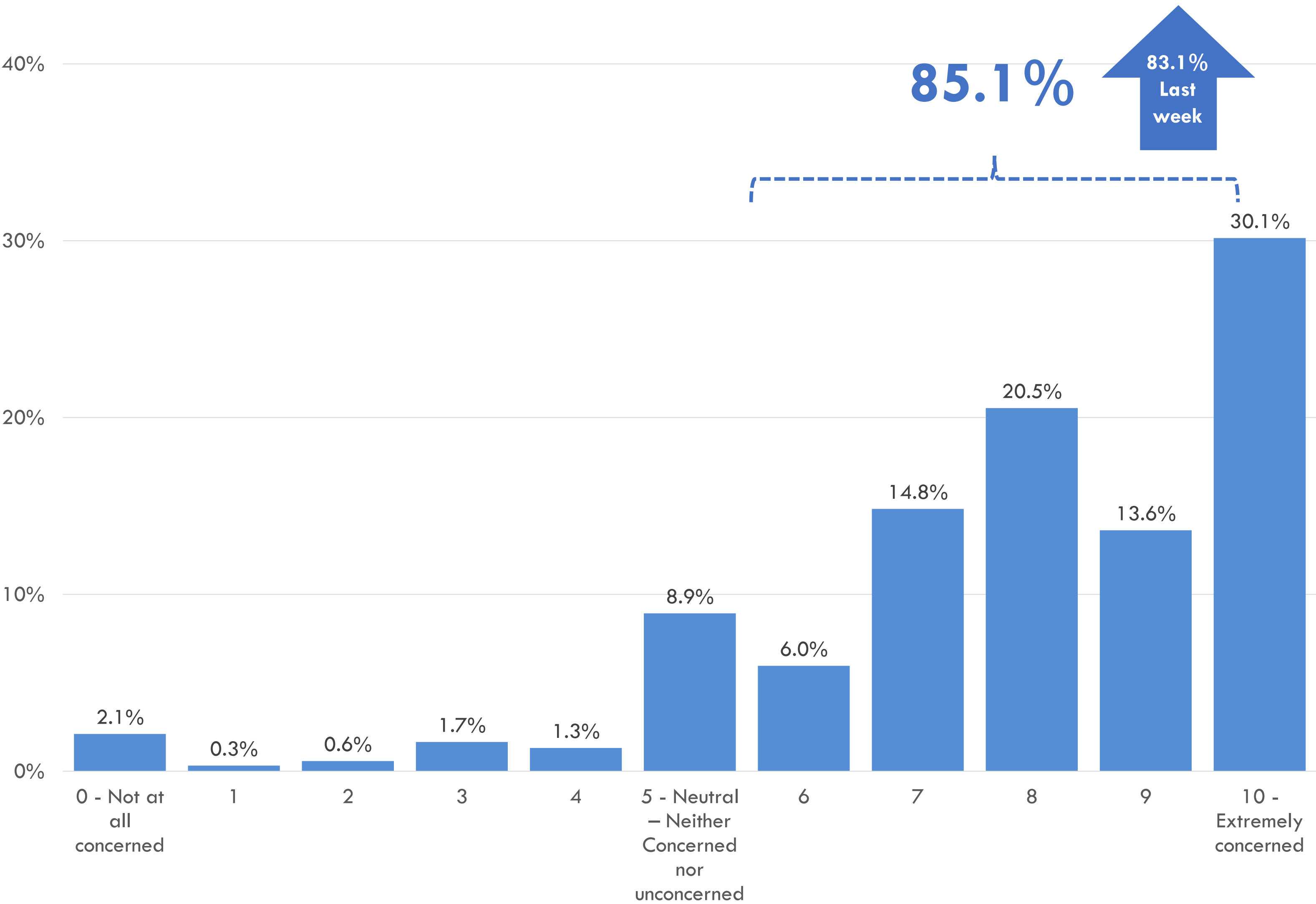
CONCERNS ABOUT PERSONAL FINANCES

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)



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?



NATIONAL ANXIETY MAP: HIGH CONCERNS ABOUT COVID-19'S IMPACT AS OF JANUARY 10, 2021



NATIONAL
ECONOMY



HEALTH OF
FRIENDS & FAMILY

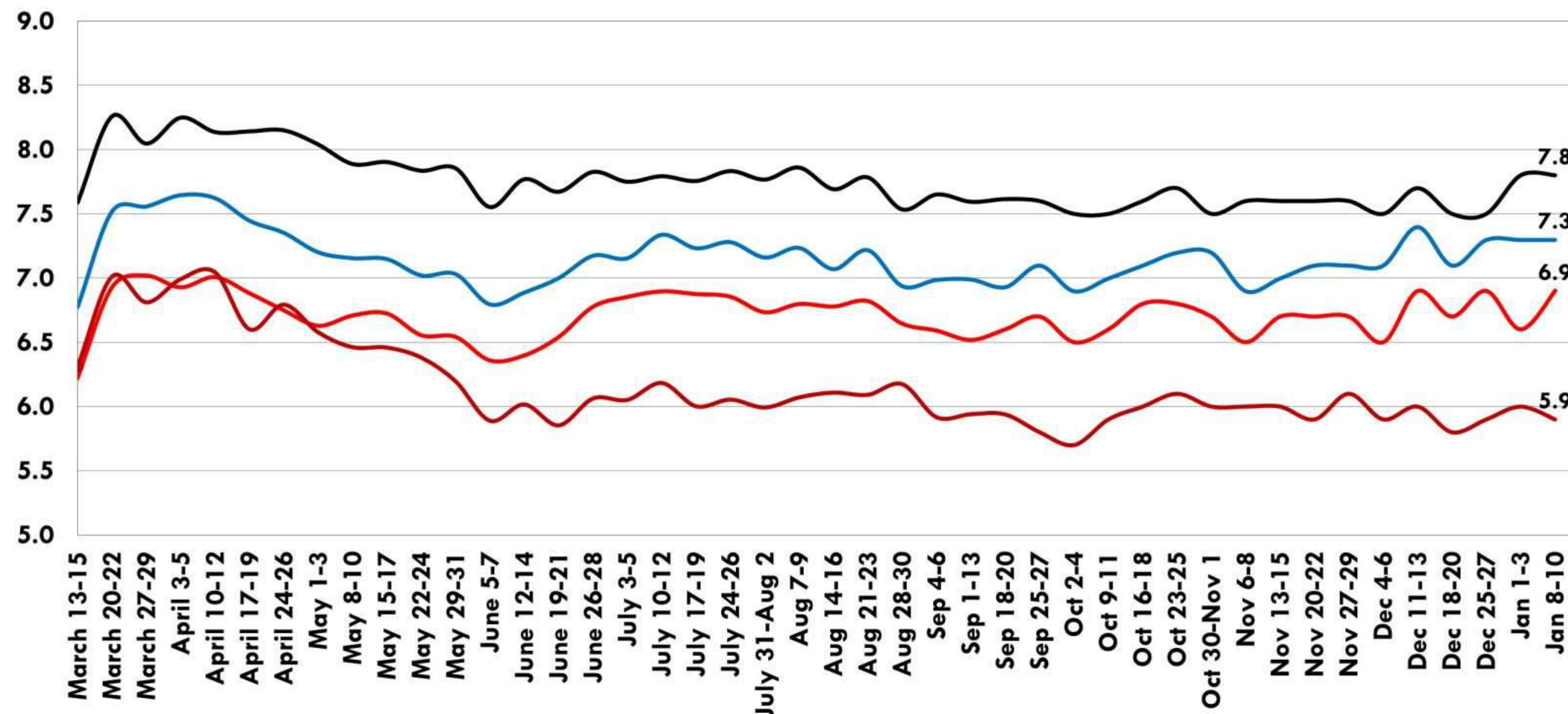


PERSONAL
HEALTH



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 THE/YOUR _____ ?

More
Concern

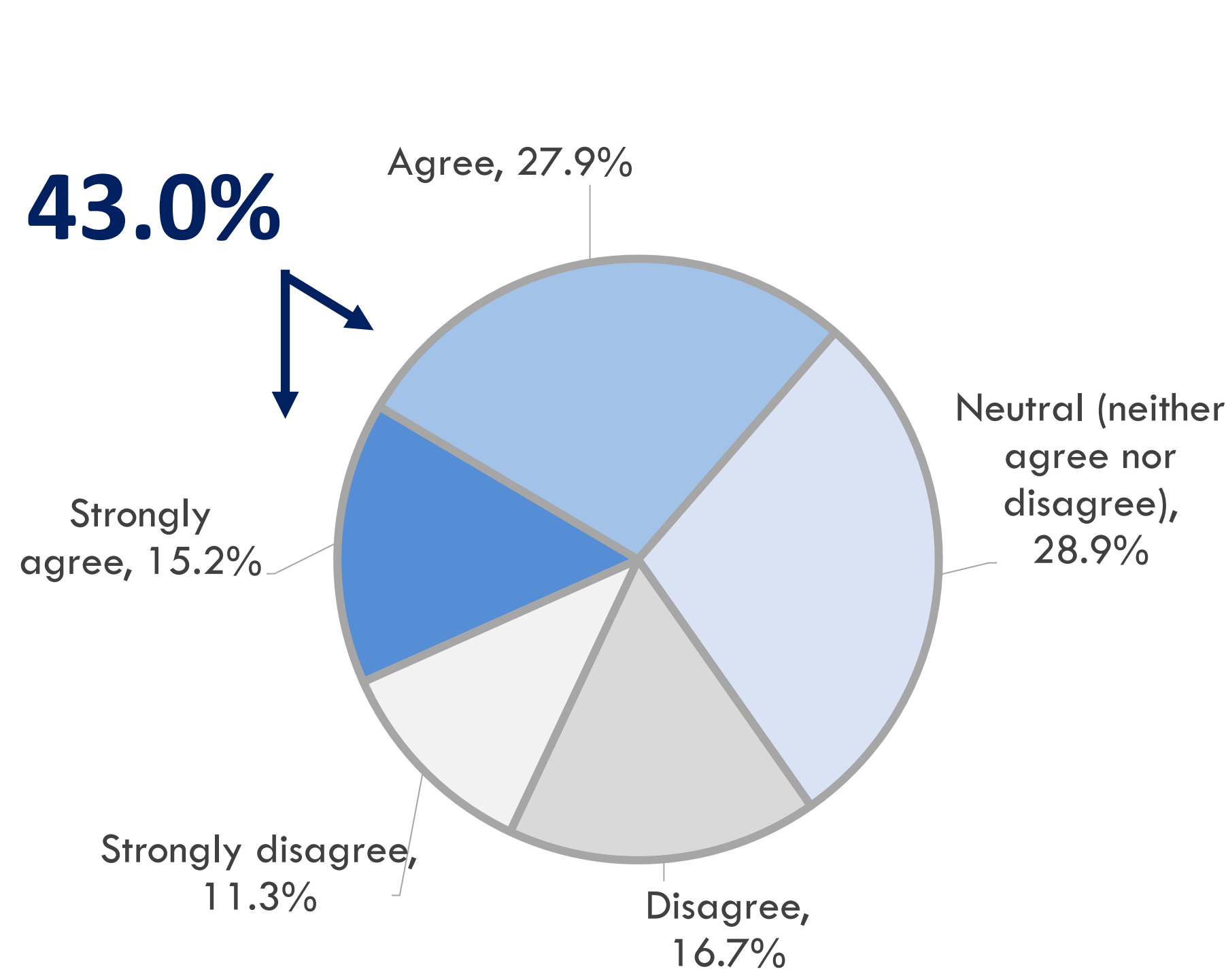
Less
Concern

(Base: Waves 1-44. 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, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206 and 1,225 completed surveys.)

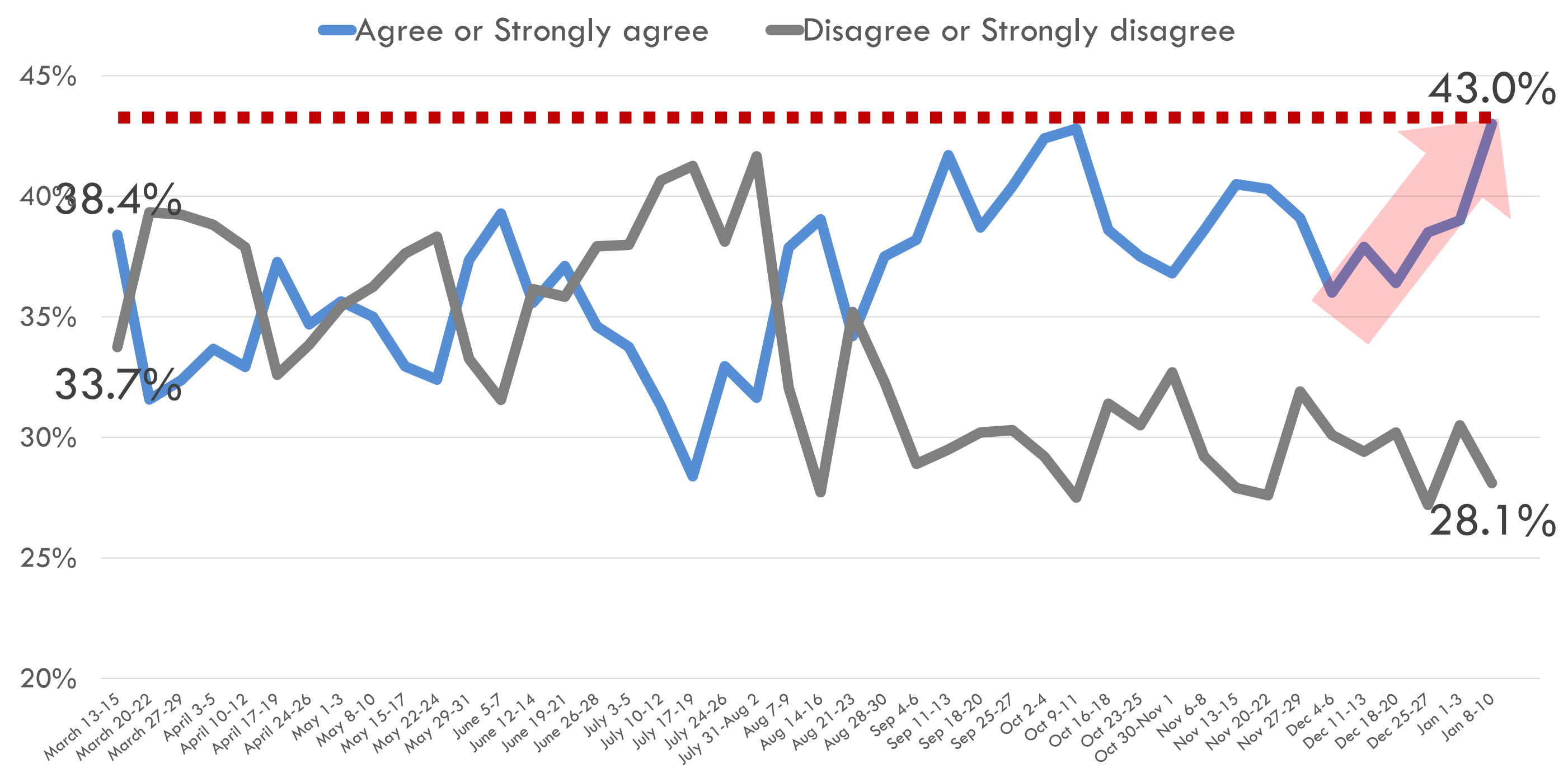
DISCOUNTS AND PRICE CUTS

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.



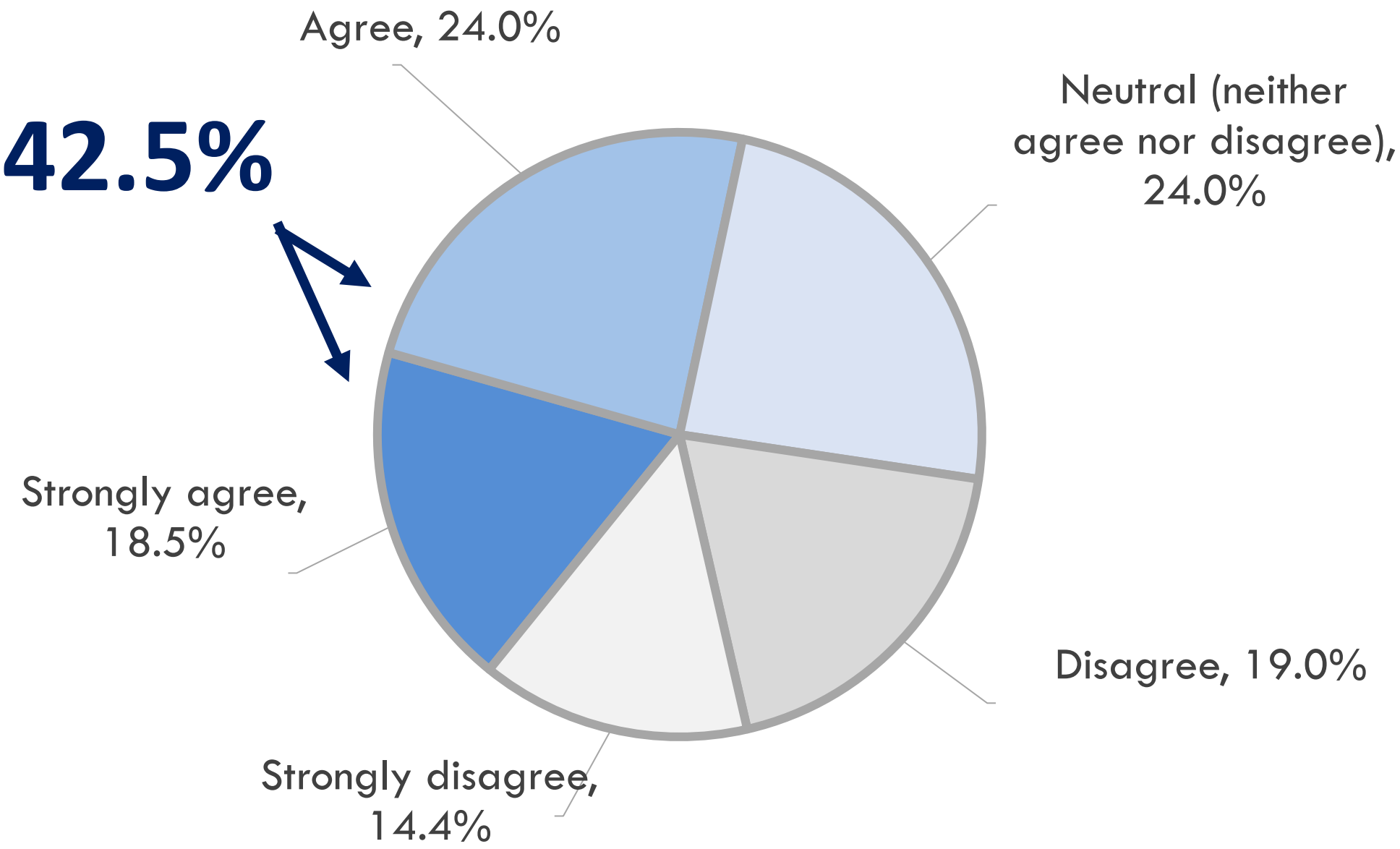
Historical data



LOSS OF INTEREST IN TRAVEL

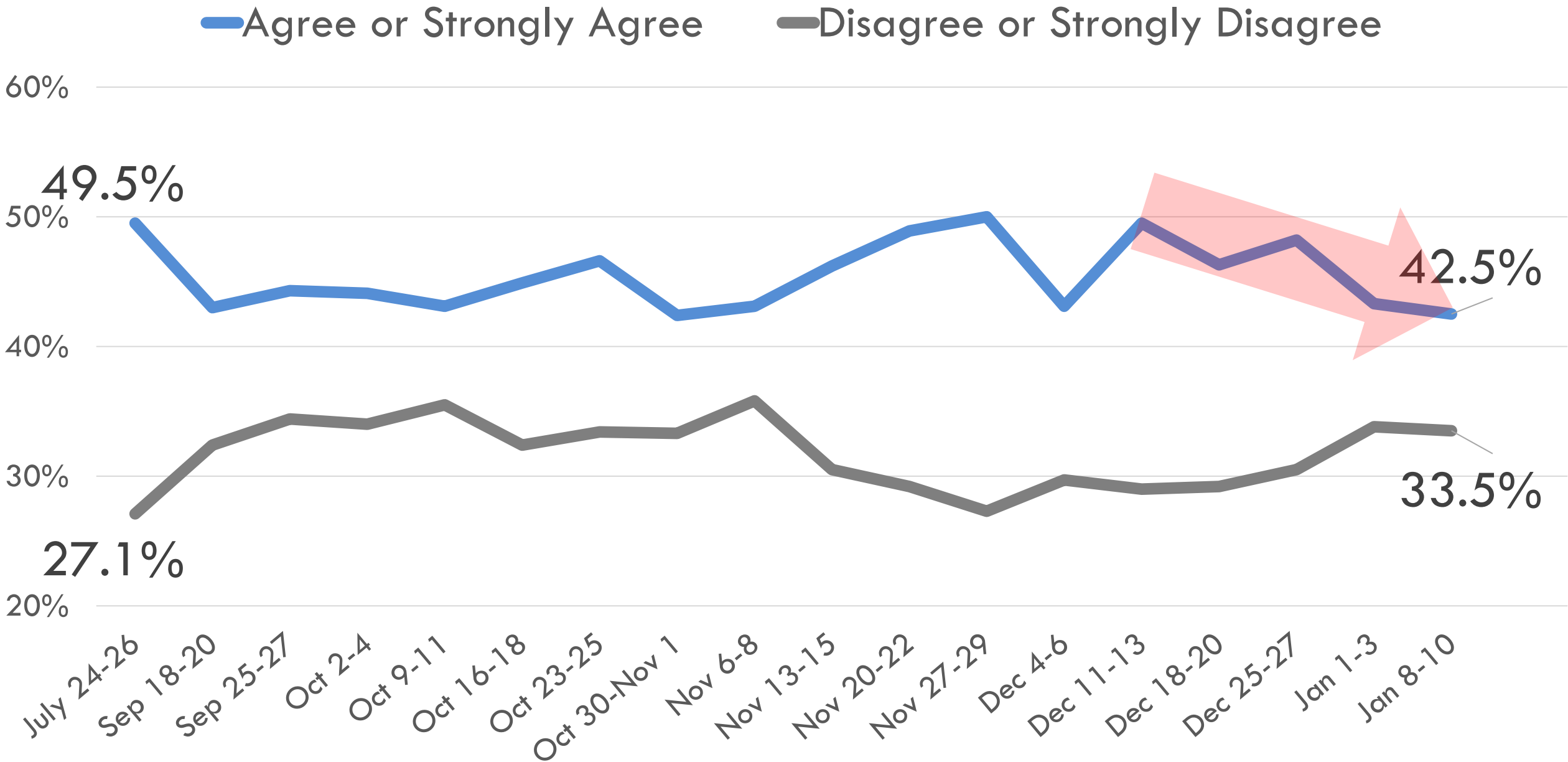
How much do you agree with the following statement?

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



(Base: Waves 20, 28-44 data. All respondents, 1,206, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206 and 1,225 completed surveys.)

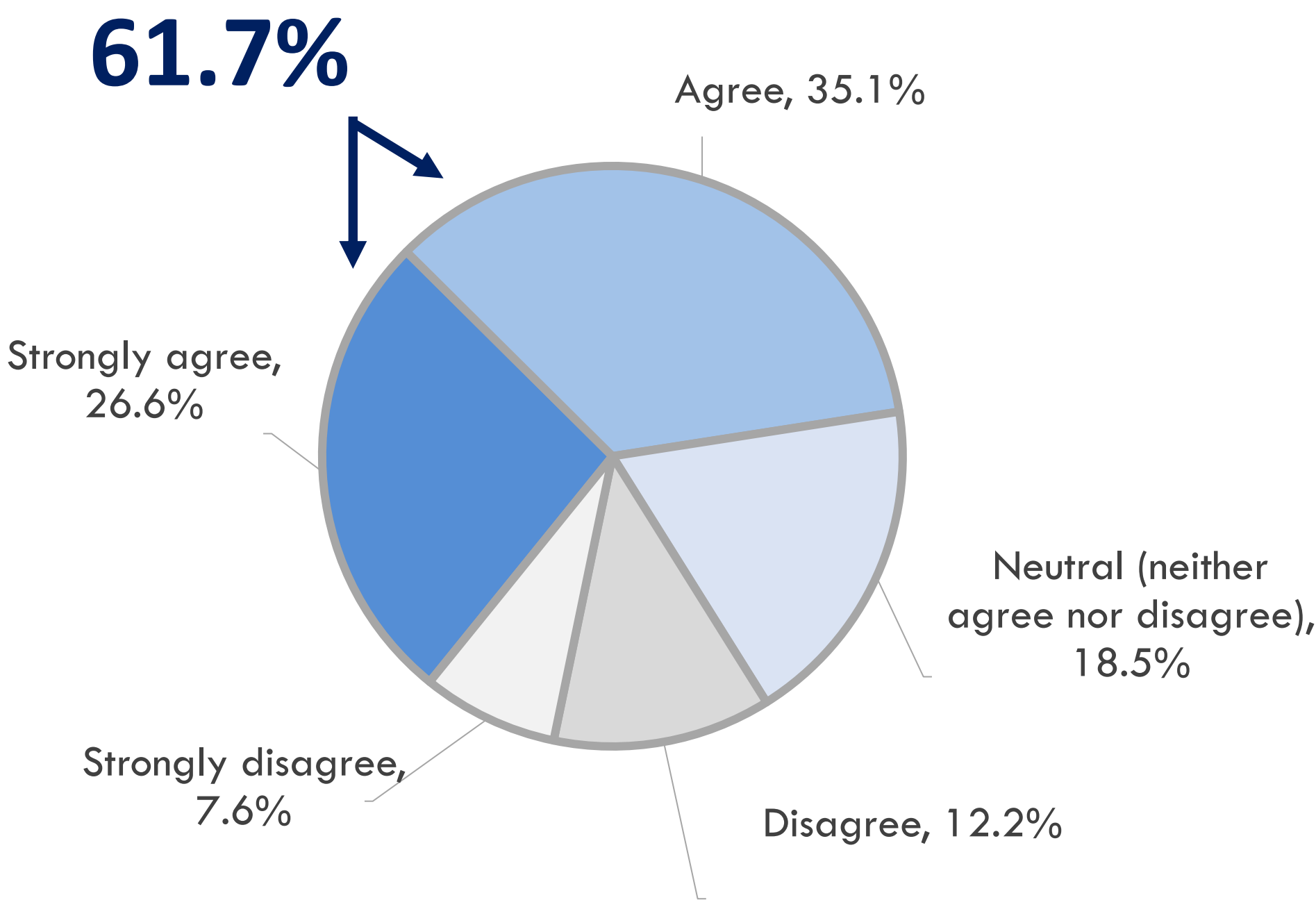
Historical data



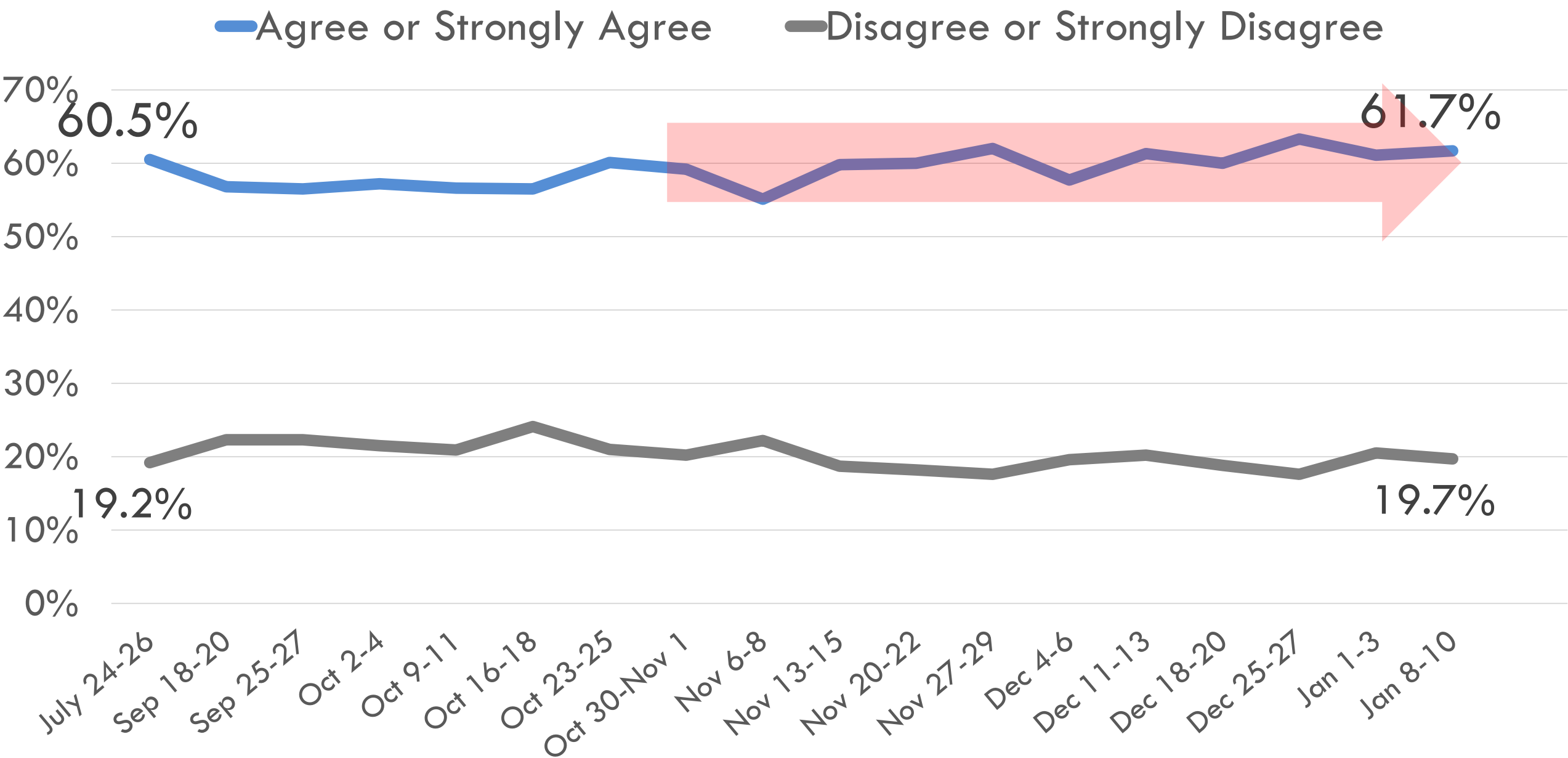
INABILITY TO FULLY ENJOY TRAVEL RIGHT NOW

How much do you agree with the following statement?

Statement: If I were to travel now for leisure, I would not be able to fully enjoy it.



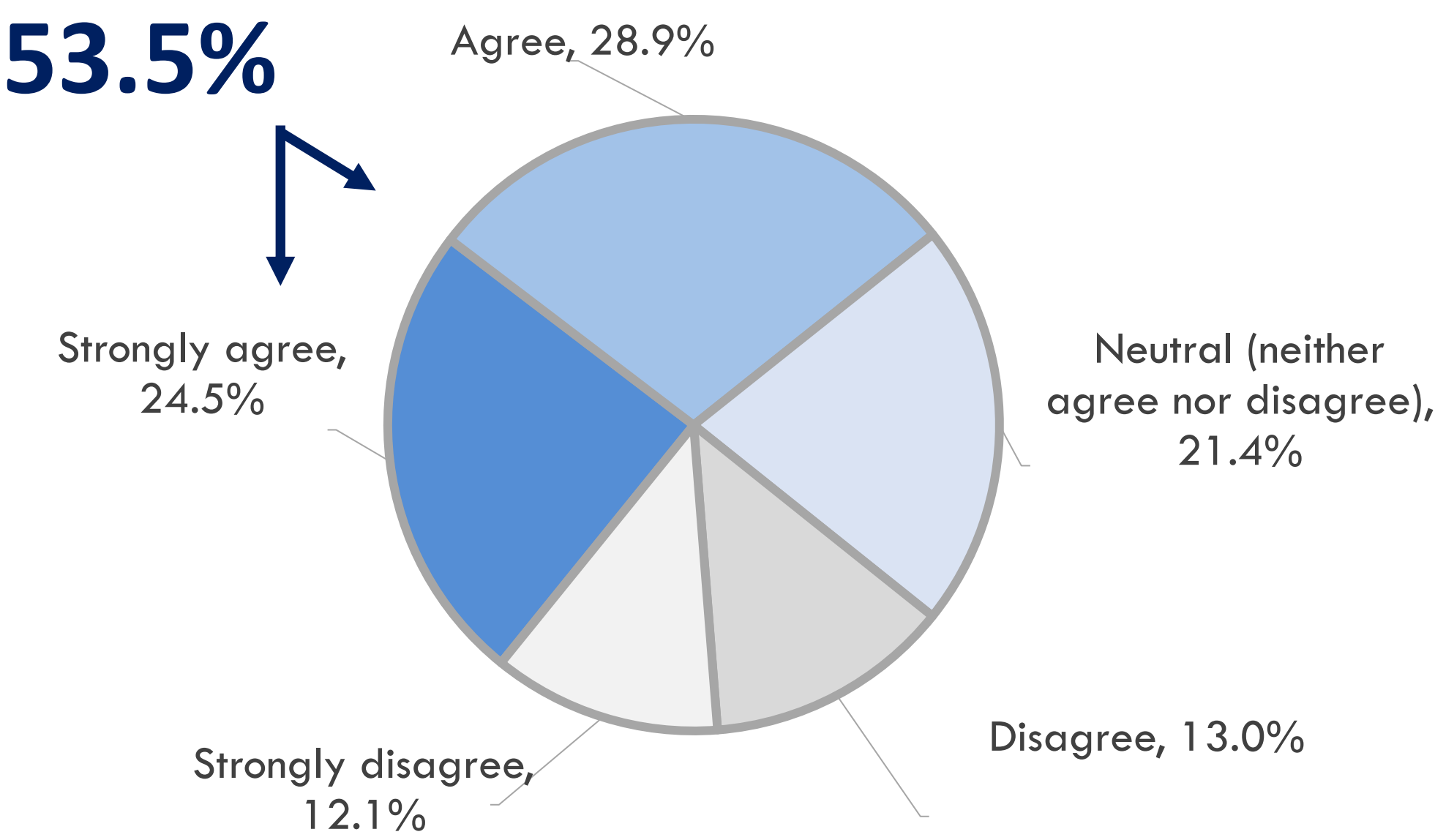
Historical data



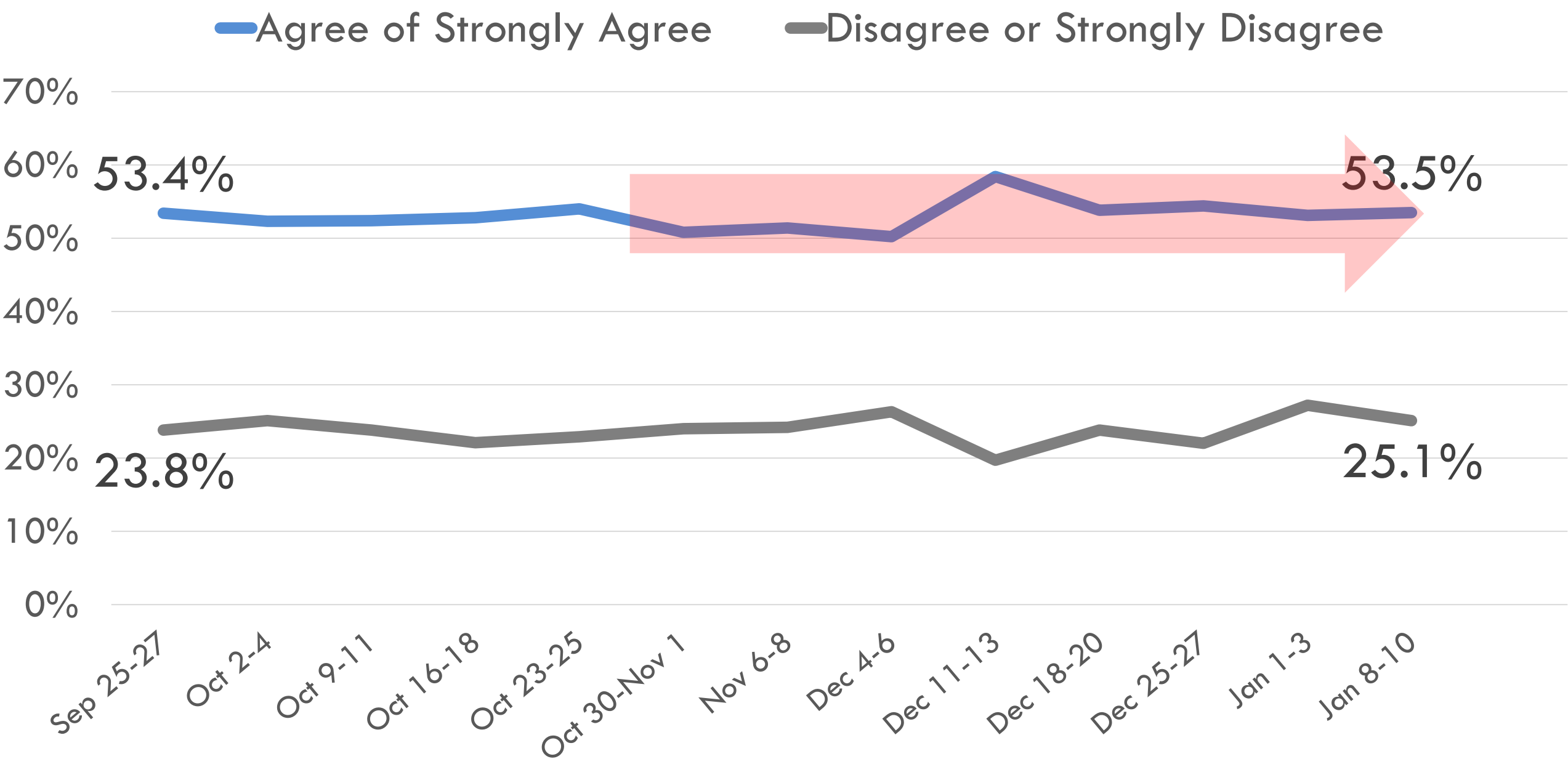
TRAVEL AS AN ESSENTIAL NEED ONLY

How much do you agree with the following statement?

Statement: Due to the Coronavirus situation, I believe travel should be limited to essential needs only.



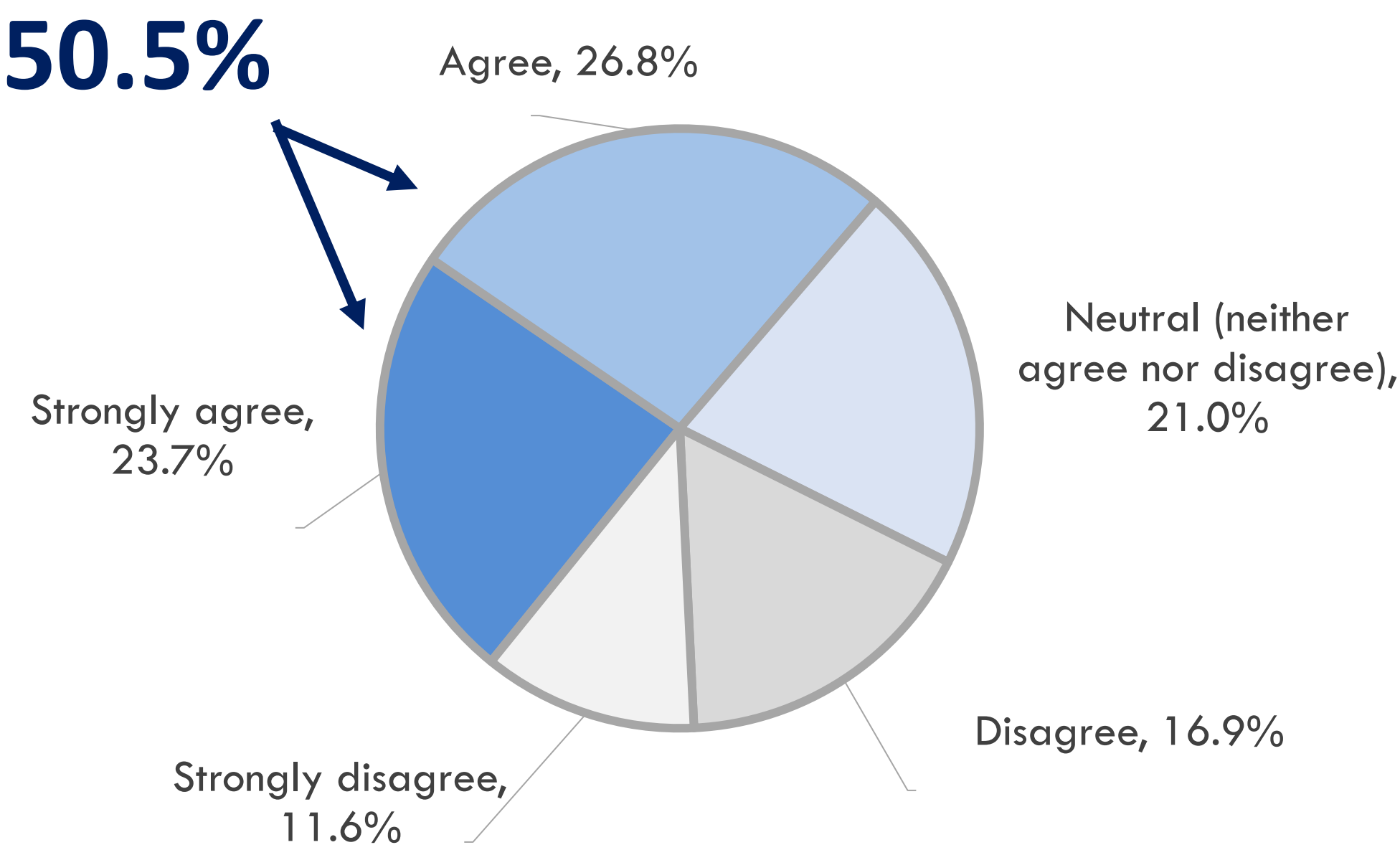
Historical data



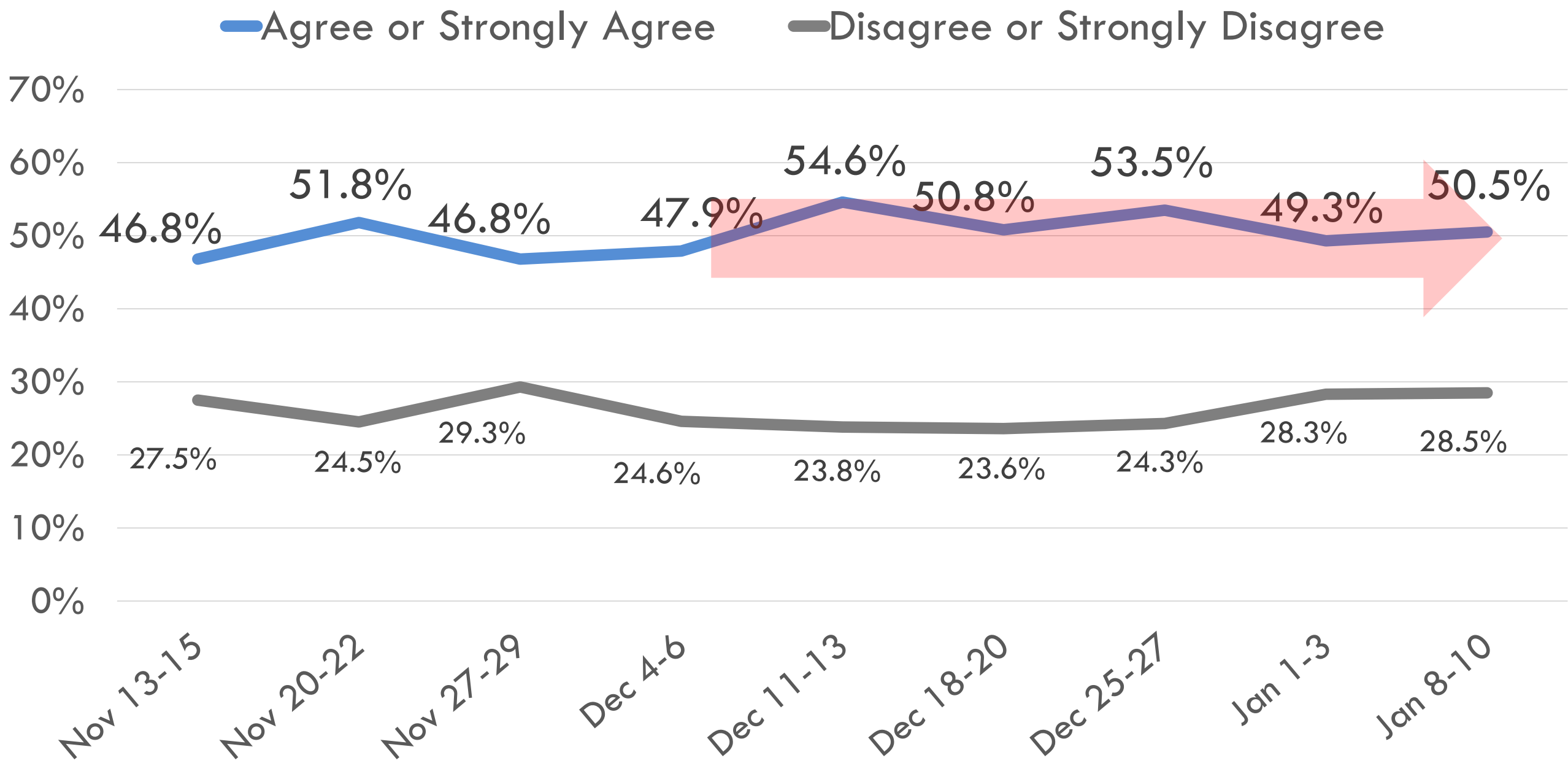
TRAVEL GUILT

How much do you agree with the following statement?

Statement: I would feel guilty traveling right now.



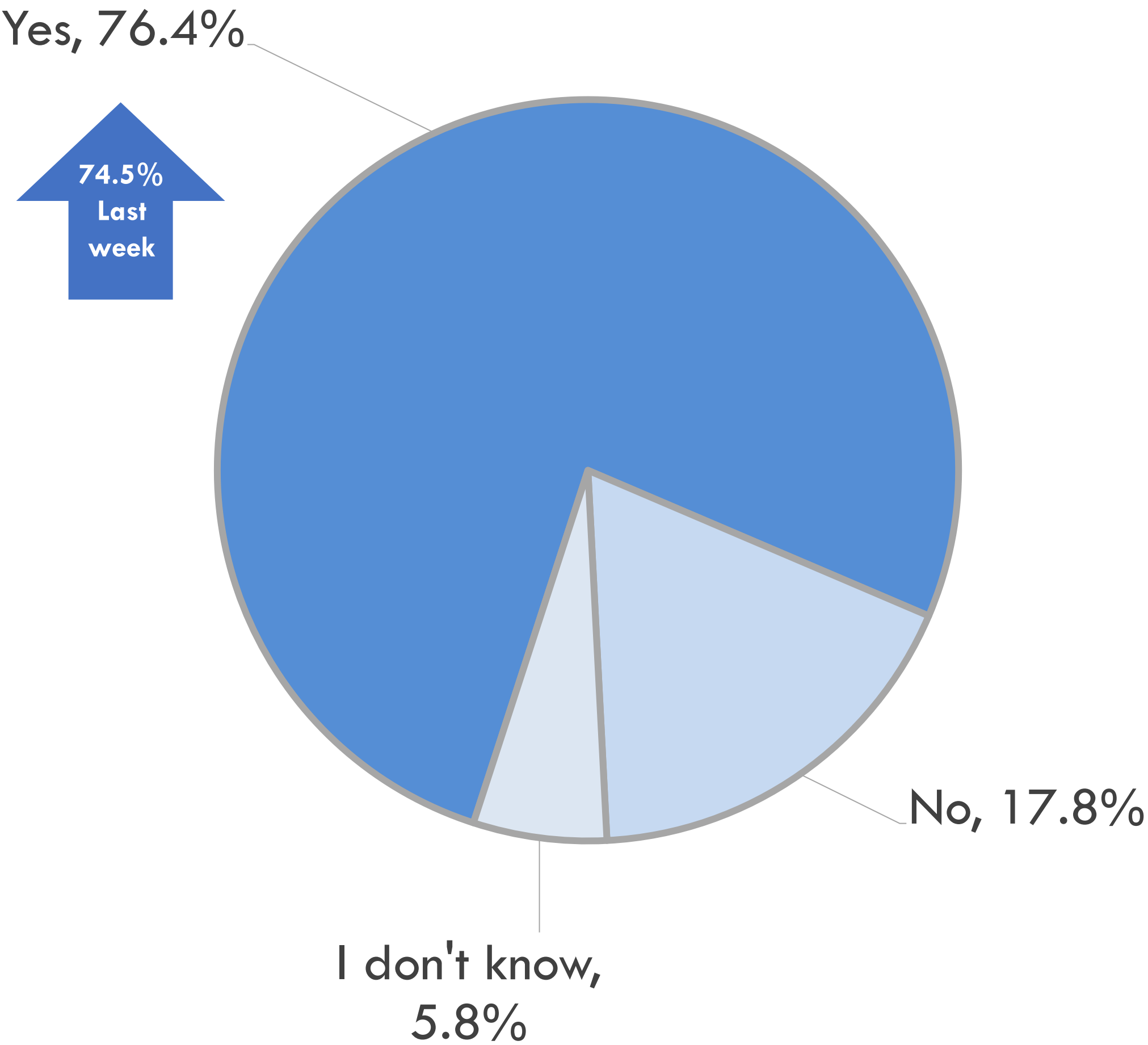
Historical data



HAS PANDEMIC CHANGED NORMAL LEISURE TRAVEL PATTERNS

Question: Has the COVID-19 pandemic changed your normal leisure travel patterns in any way?
(Select one)

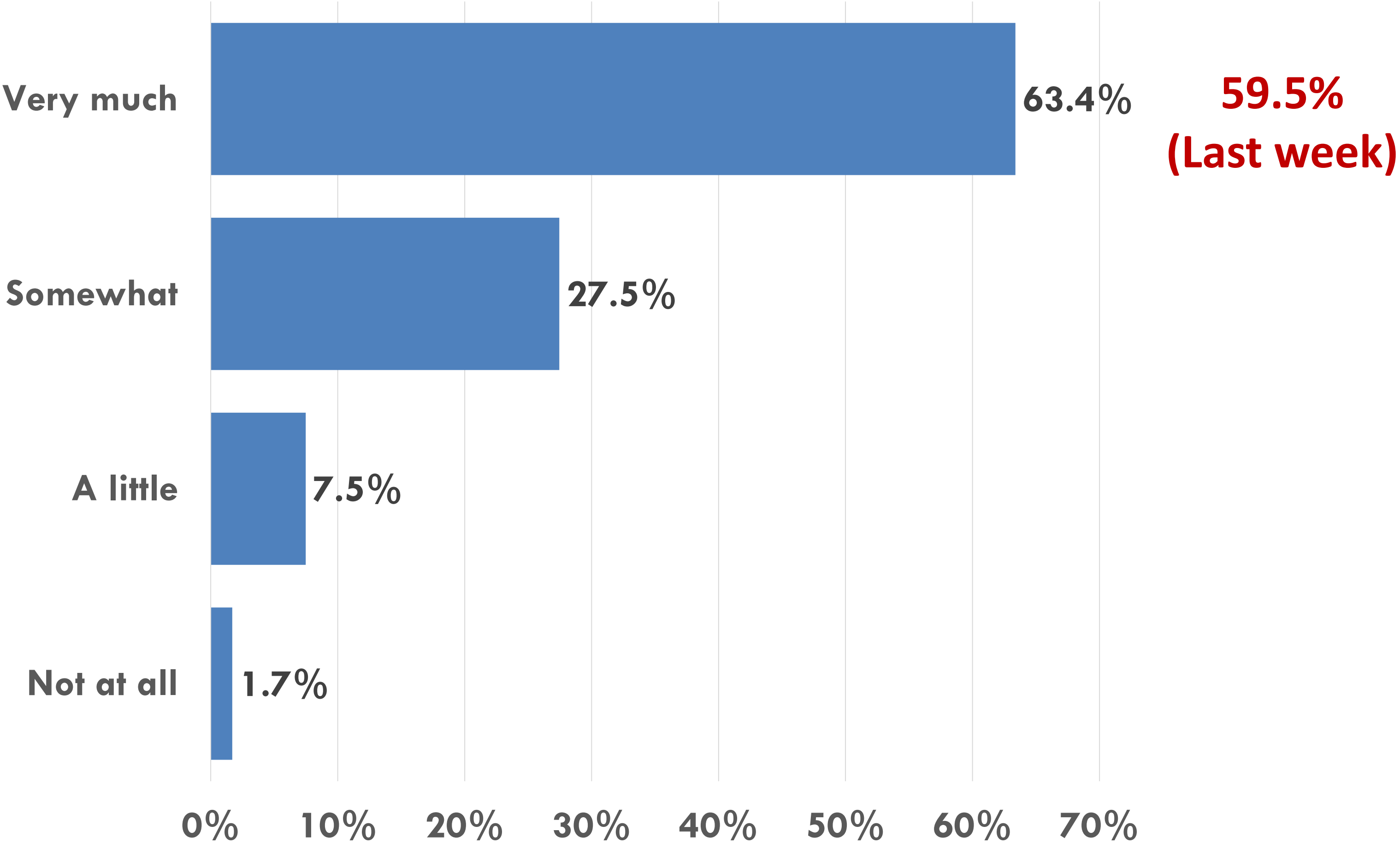
(Base: Waves 44 data. All respondents, 1,225 completed surveys. Data collected January 8-10, 2021)



AMERICANS WHOSE TRAVEL PATTERNS HAVE CHANGED DUE TO PANDEMIC: HOW MUCH DO YOU MISS TRAVELING?

Question: How much do you miss traveling? (Select one to fill in the blank)

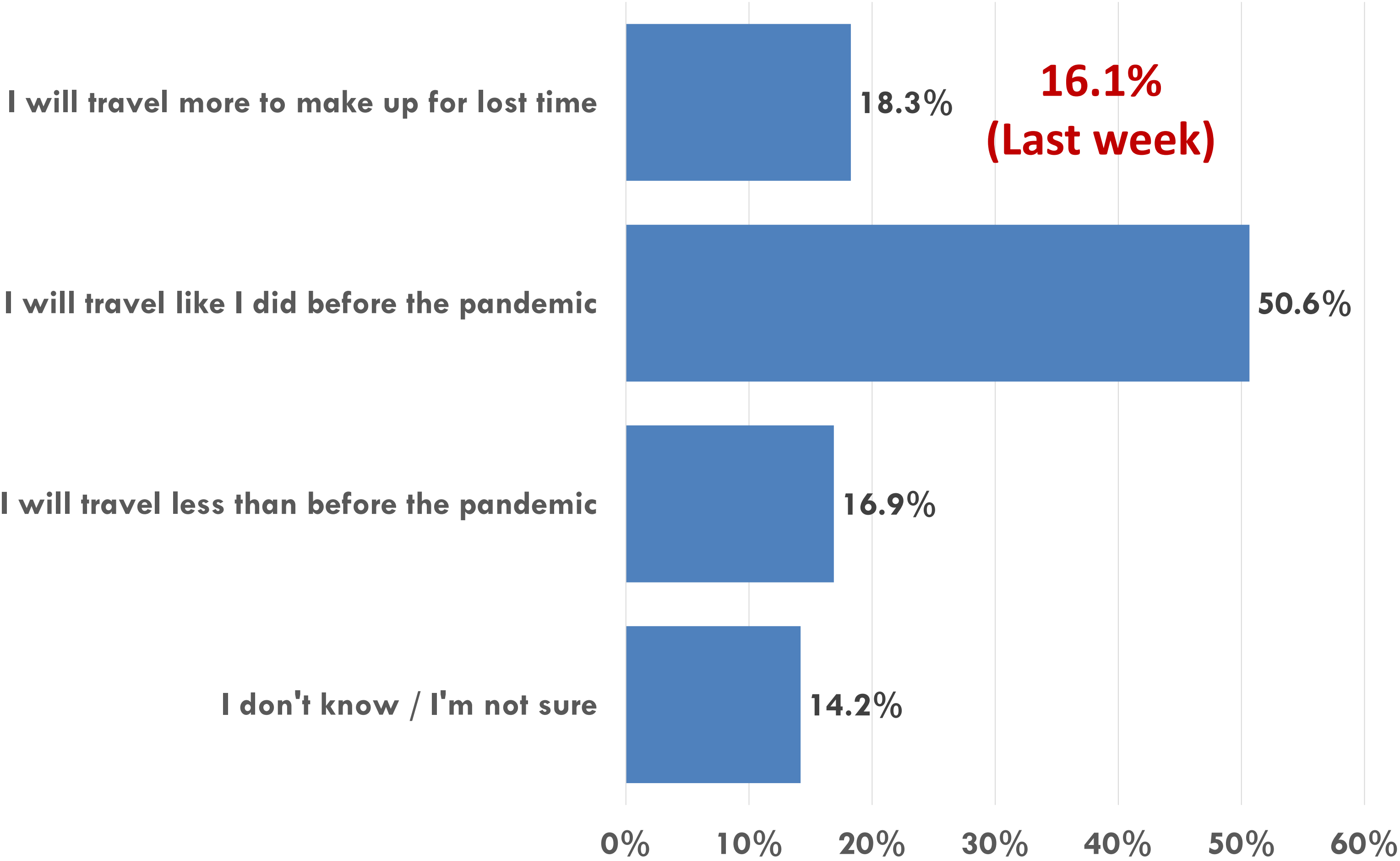
I miss traveling _____.



AMERICANS WHOSE TRAVEL PATTERNS HAVE CHANGED DUE TO PANDEMIC & MISS TRAVEL: FUTURE TRAVEL EXPECTATIONS

Question: Please tell us how you're looking at the future right now.

Which best describes how you will approach leisure travel as life returns to normalcy (or near normalcy) after the COVID-19 pandemic?



Weekly Scorecard: The Good

Expectations for the pandemic worsening



Readiness to travel right now



Confidence in ability to travel safely



Perceived safety of travel activities



Excitement to travel right now



Openness to travel inspiration



Interest in discounts as a travel motivator



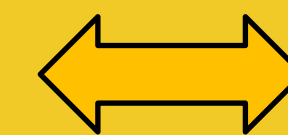
Feelings about seeing hometown ads



Loss of interest in travel right now

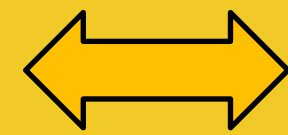


Inability to fully enjoy travel right now

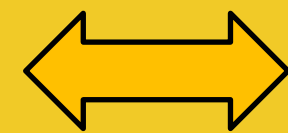


Weekly Scorecard: The Bad and the Ugly

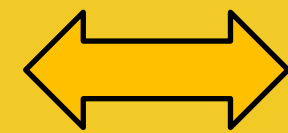
Travelers unwanted
in their community



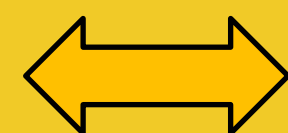
Guilt about
traveling right now



Travel considered as
an essential need only



Concerns about
personal finances



Concerns about
personal health



Concerns about the
health of friends/family



Concerns about the
national economy

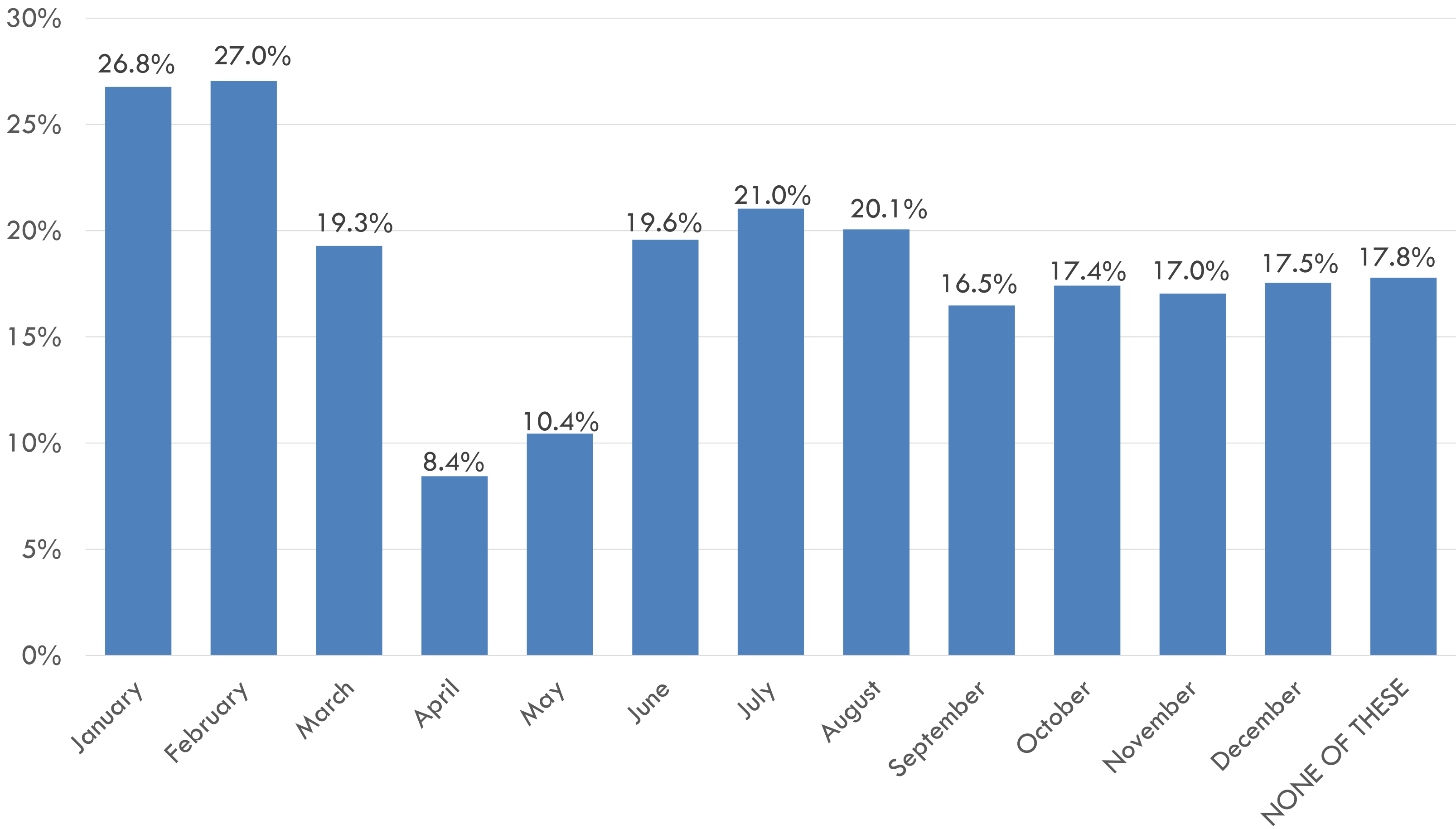


A collection of travel-related items is arranged on a light-colored, textured rug. On the left is a large, dark blue or black hard-shell suitcase with vertical ridges. Resting on top of the suitcase is a light blue surgical face mask and a small, clear plastic spray bottle. To the right of the suitcase, a pair of blue jeans is laid out flat. In front of the suitcase, a wide-brimmed straw hat with a brown band is visible. A pair of brown-rimmed glasses lies on the rug near the hat. To the right of the hat is a crumpled orange garment. In the bottom right corner, a portion of a blue and white striped shirt is visible. The background is a light beige rug with a prominent woven texture. The overall lighting is soft and even.

FUTURE TRAVEL

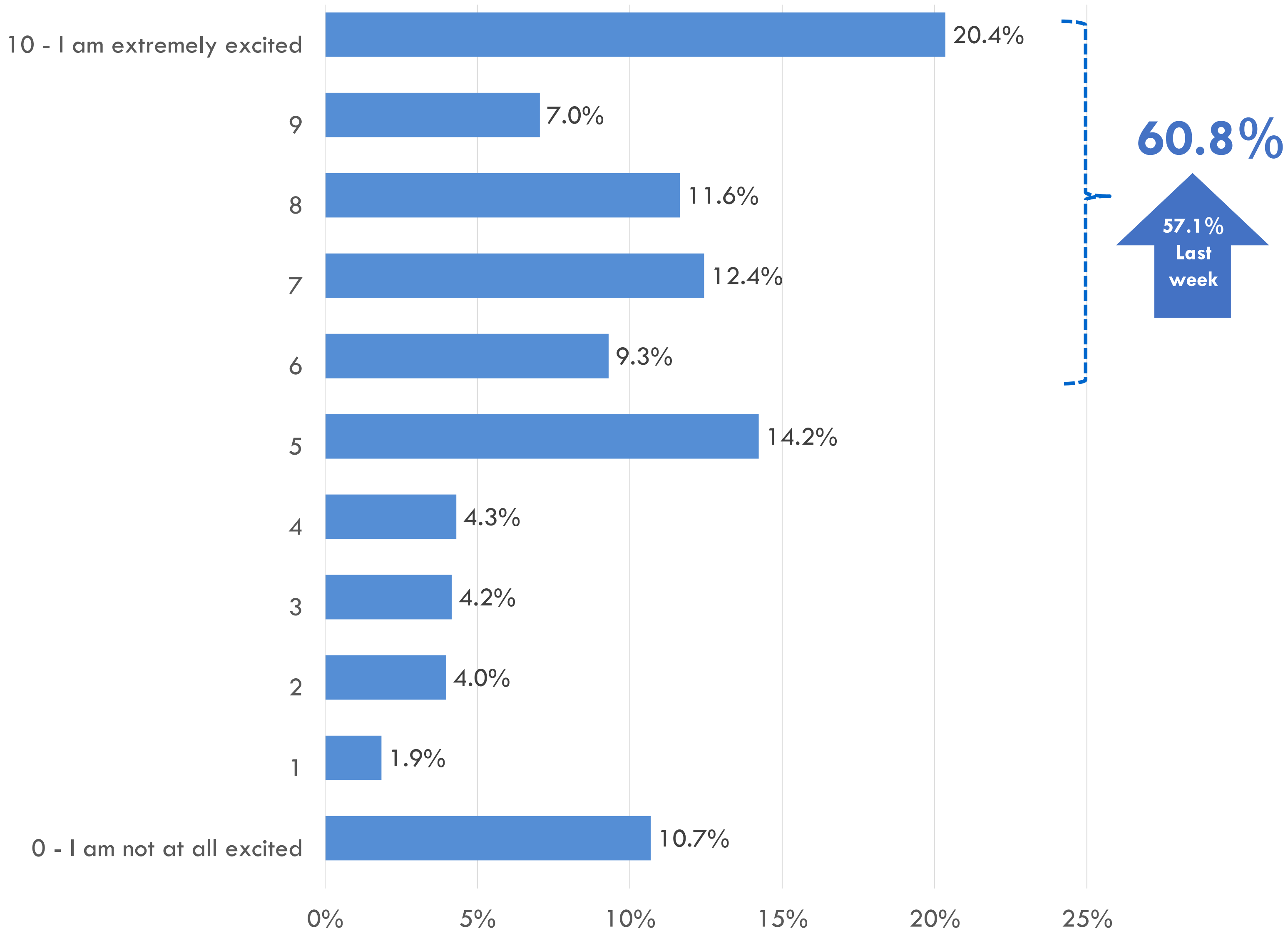
MONTHS TRIPS WERE TAKEN IN 2020

Question: In which month(s) of 2020 did you travel for any reason? (Select all the months you traveled)



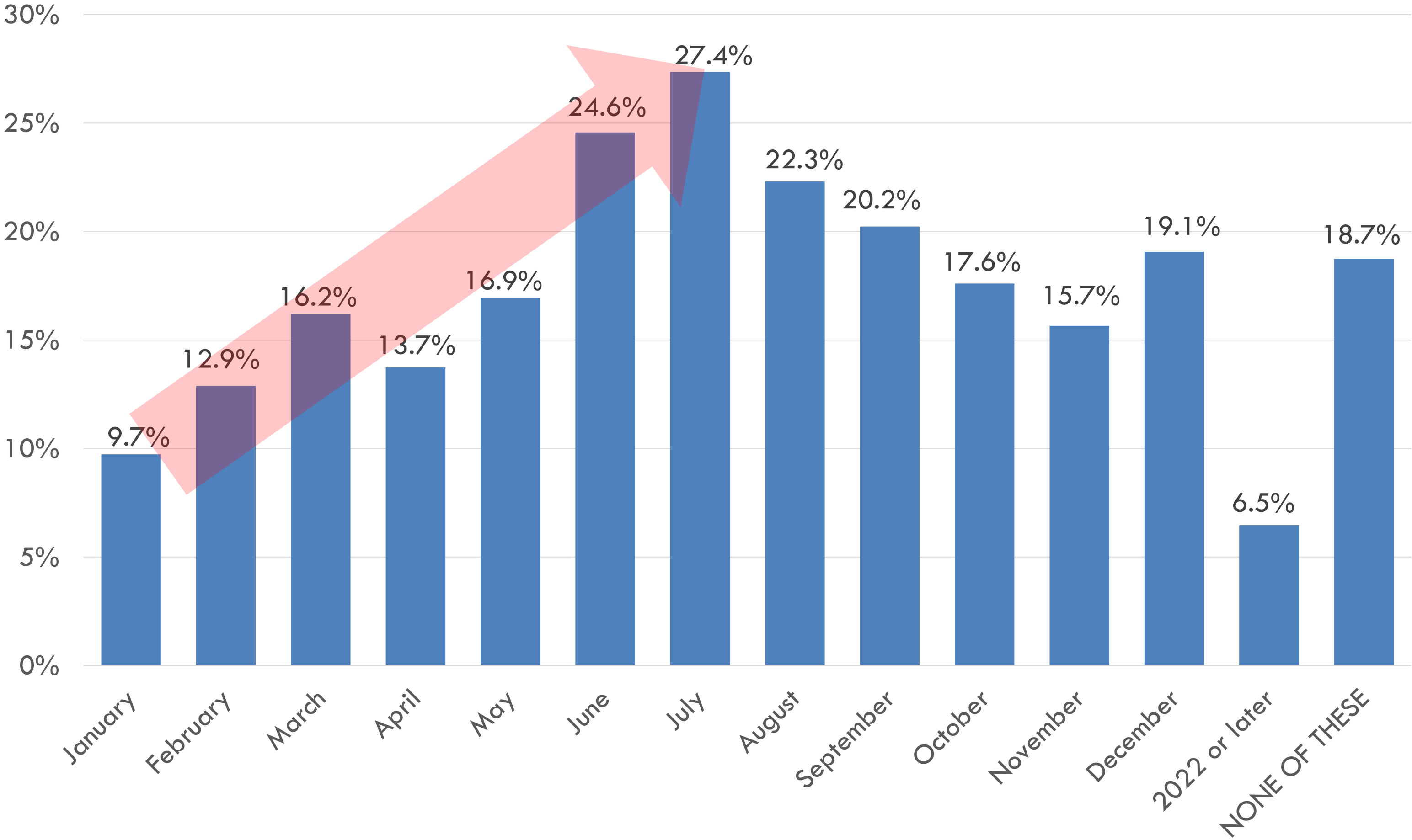
EXCITEMENT ABOUT TRAVEL IN 2021

Question: Which best describes how excited you are about **LEISURE TRAVEL** this upcoming year (2021)?



MONTHS OF EXPECTED LEISURE TRIPS IN 2021

Question: Even if only tentatively scheduled, in which months do you currently plan to take any leisure trips? (Select all that apply)

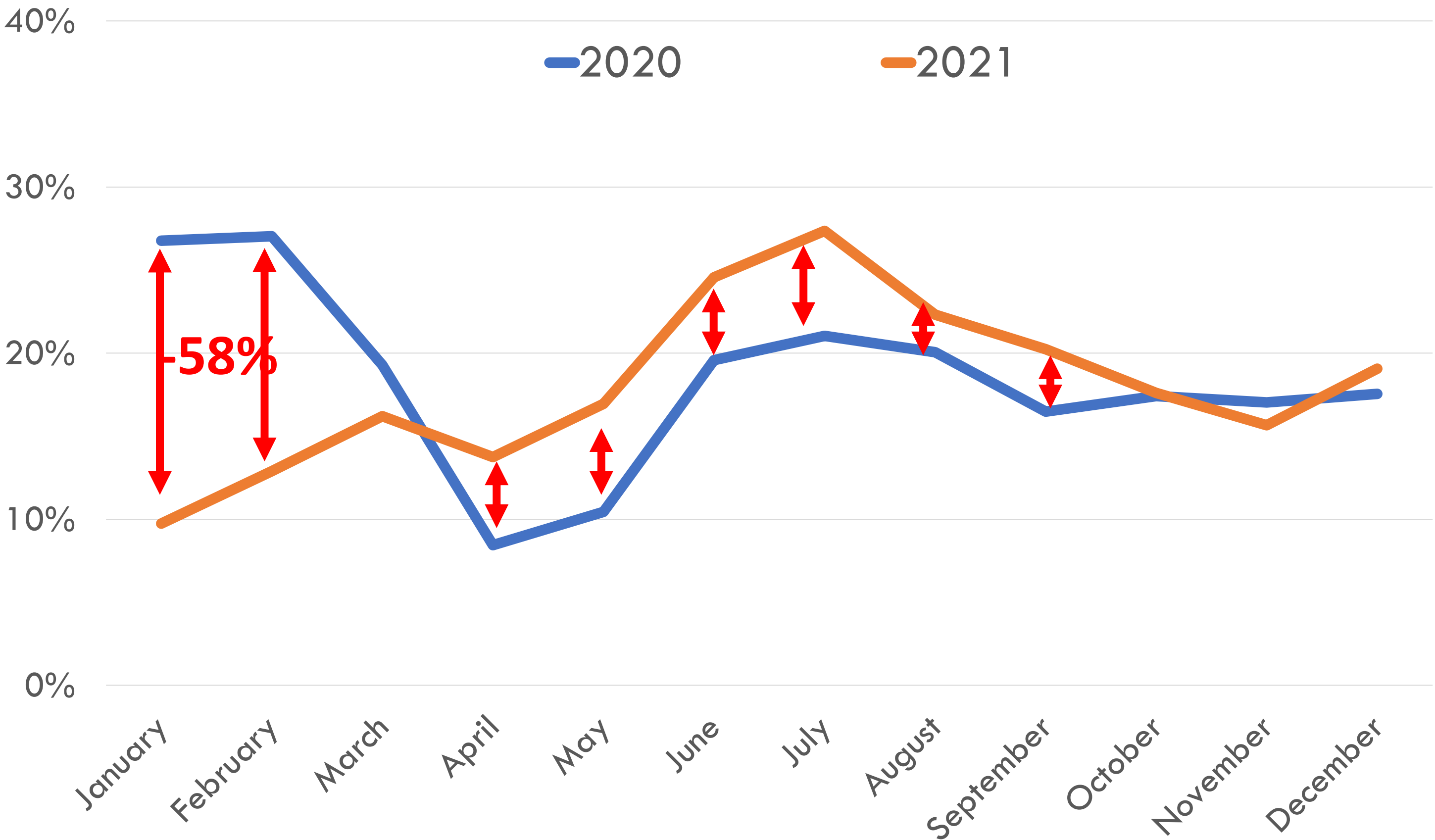


2020 MONTHS OF TRAVEL VS. 2021 MONTHS OF EXPECTED LEISURE TRAVEL

Question: In which month(s) of 2020 did you travel for any reason?
(Select all the months you traveled)

Question: Even if only tentatively scheduled, in which months do you currently plan to take any leisure trips? (Select all that apply)

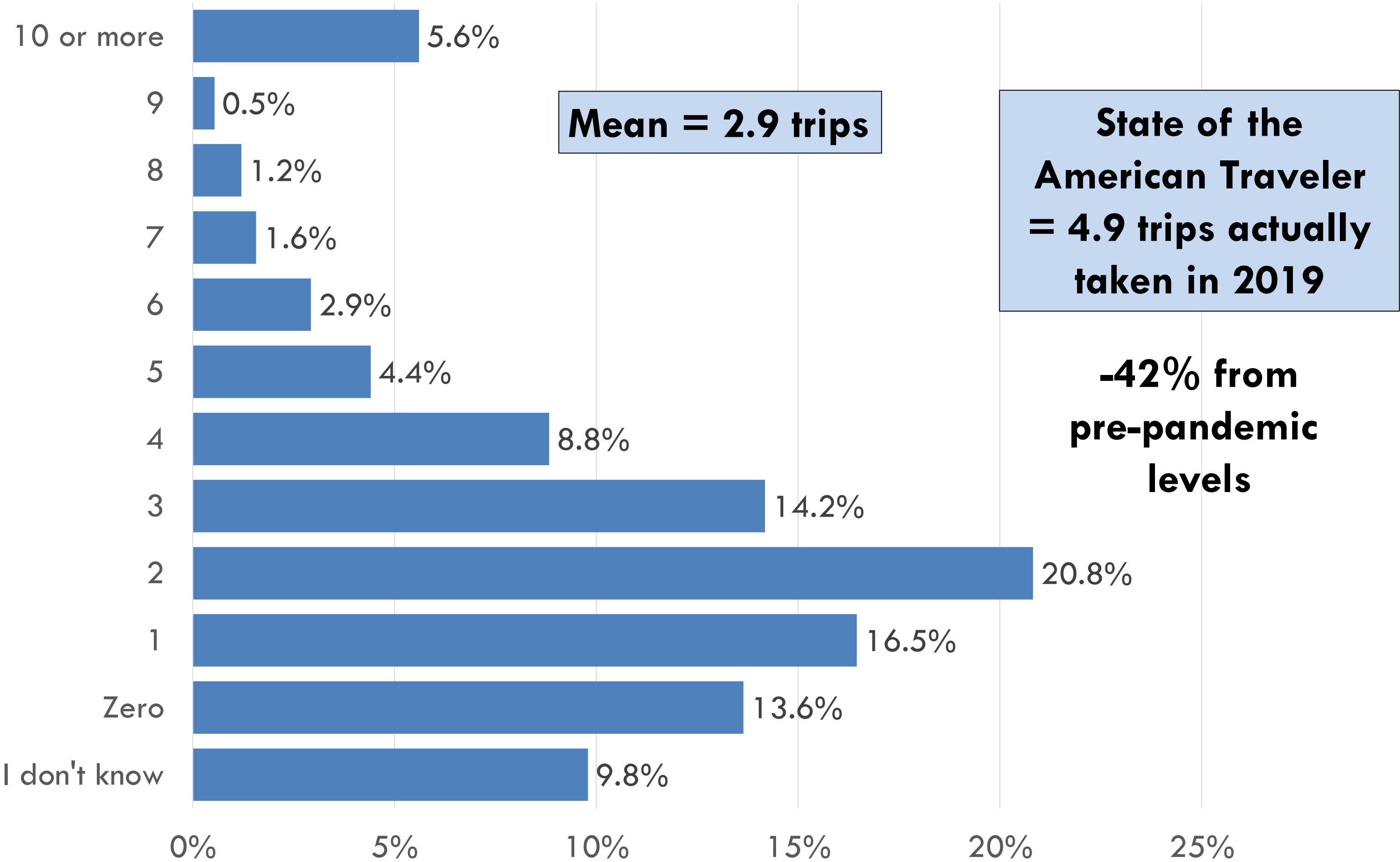
(Base: Waves 44 data. All respondents, 1,225 completed surveys. Data collected January 8-10, 2021)



EXPECTED NUMBER OF LEISURE TRIPS IN 2021

Question: IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in 2021? (Select one)

(Base: Waves 44 data. All respondents, 1,102 completed surveys. Data collected January 8-10, 2021)

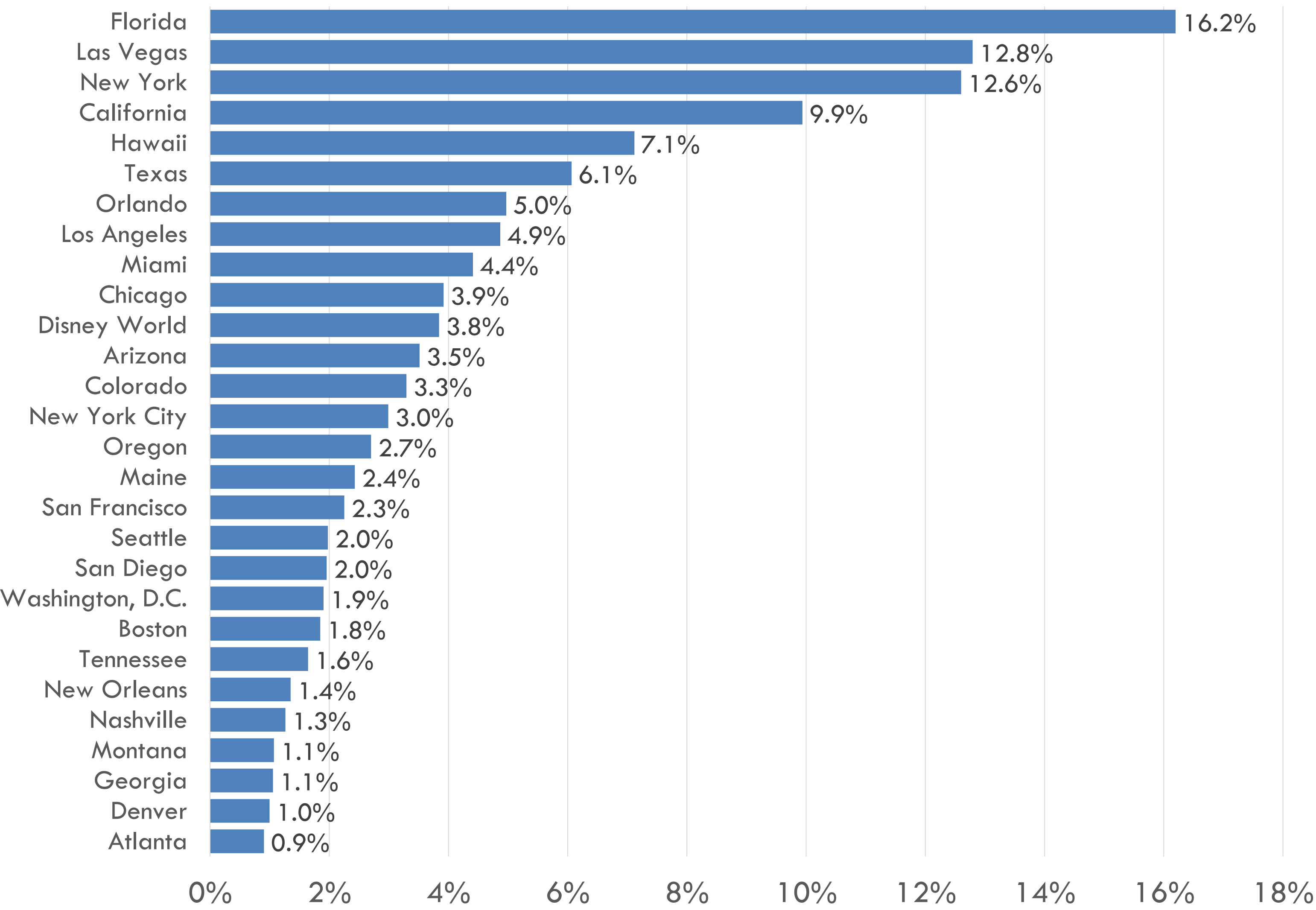


MOST DESIRED DOMESTIC DESTINATIONS

Question: Which domestic destinations do you most want to visit this upcoming year? (Write in up to three)

(Please only include destinations in the United States)

(Base: Waves 44 data. All respondents, 1,225 completed surveys. Data collected January 8-10, 2021)



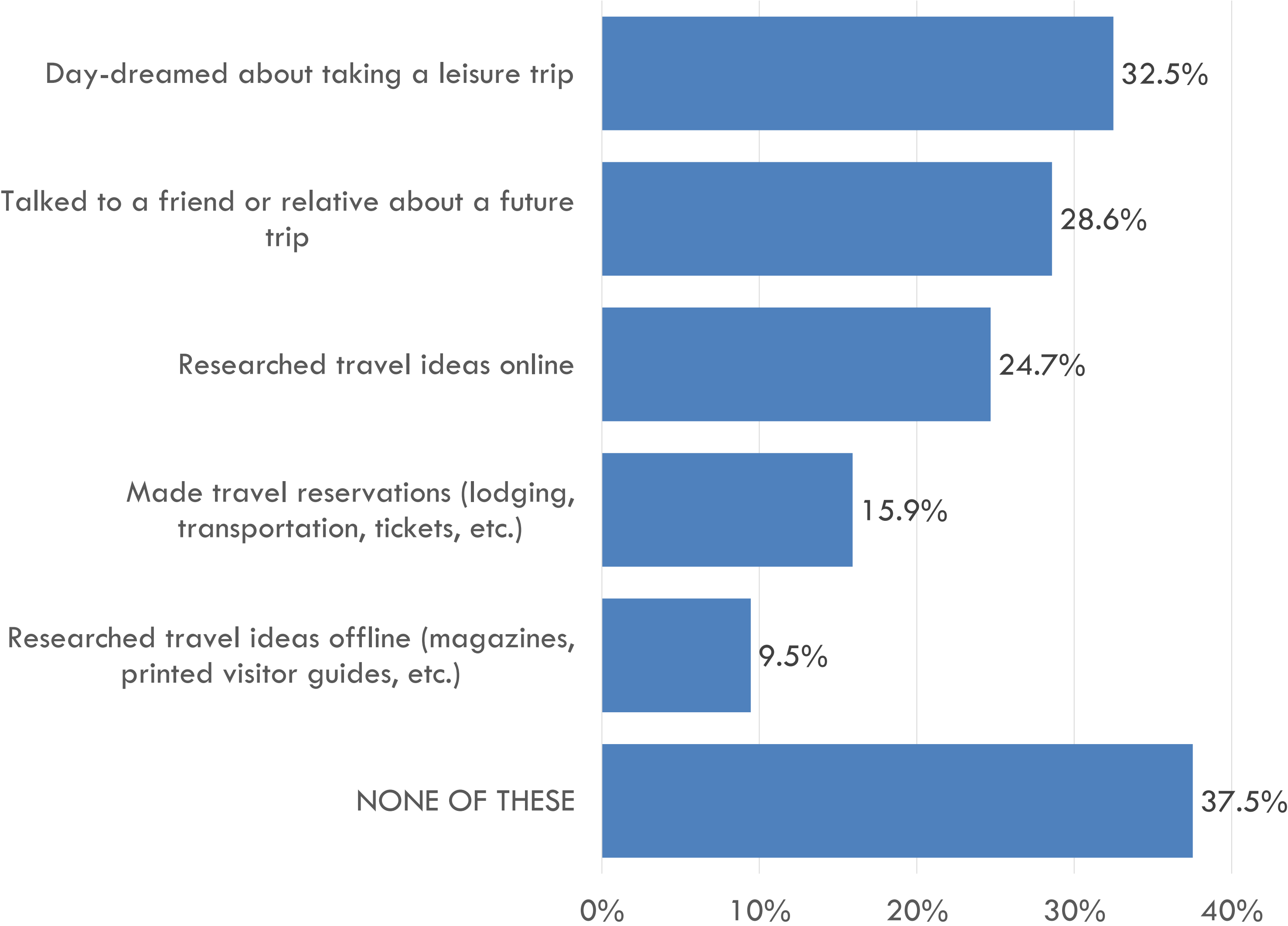
A man in a dark sweater and blue jeans is crouching on a rocky mountain peak, looking through binoculars. The background features a vast mountain range with green and brown slopes, and a blue sky with scattered white clouds. The text "LOOKING AHEAD" is overlaid in the center.

LOOKING AHEAD

TRAVEL PLANNING IN THE PAST WEEK

Question: In the PAST WEEK, which of the following have you done? (Select all that complete the sentence)

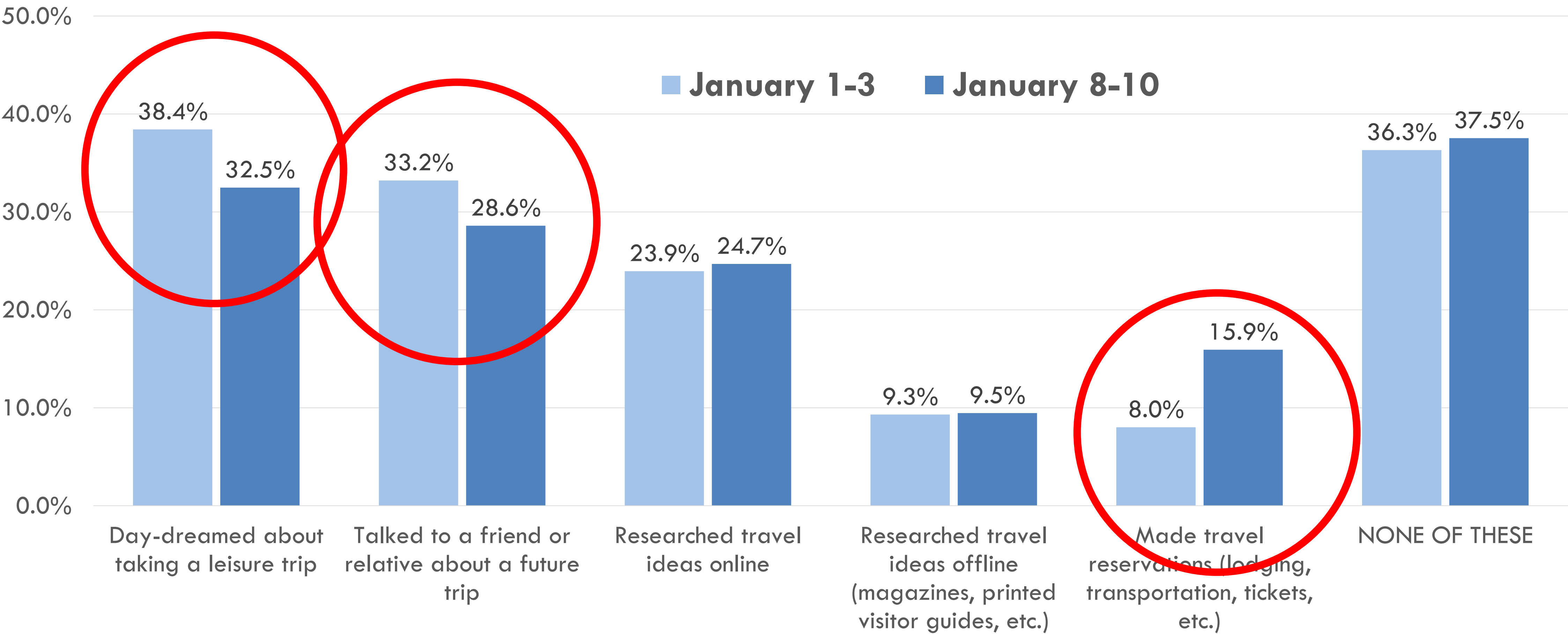
In the PAST WEEK I have



TRAVEL PLANNING IN THE PAST WEEK

Question: In the PAST WEEK, which of the following have you done? (Select all that complete the sentence)

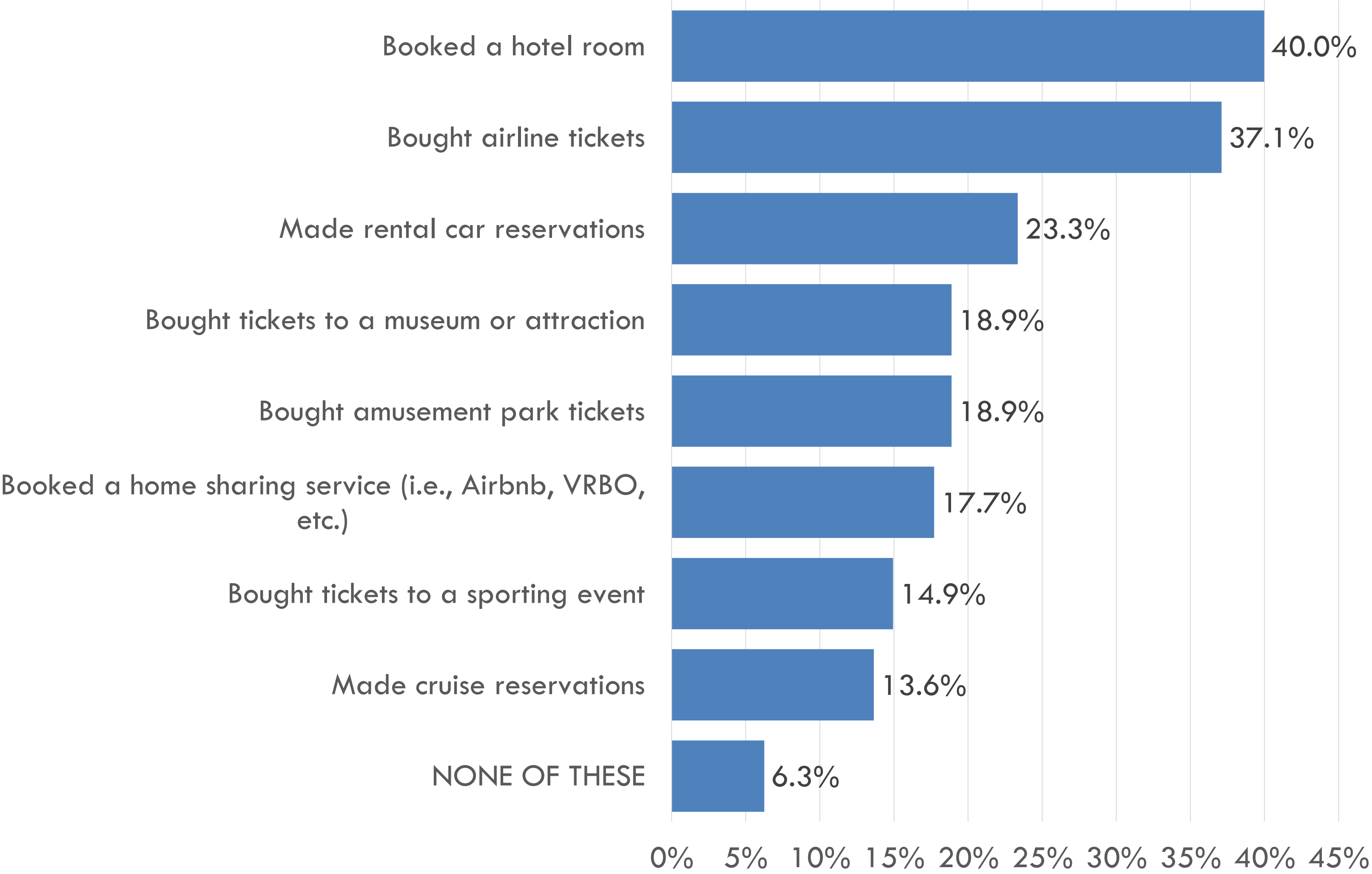
In the PAST WEEK I have _____



TRAVEL RESERVATIONS MADE IN THE PAST WEEK

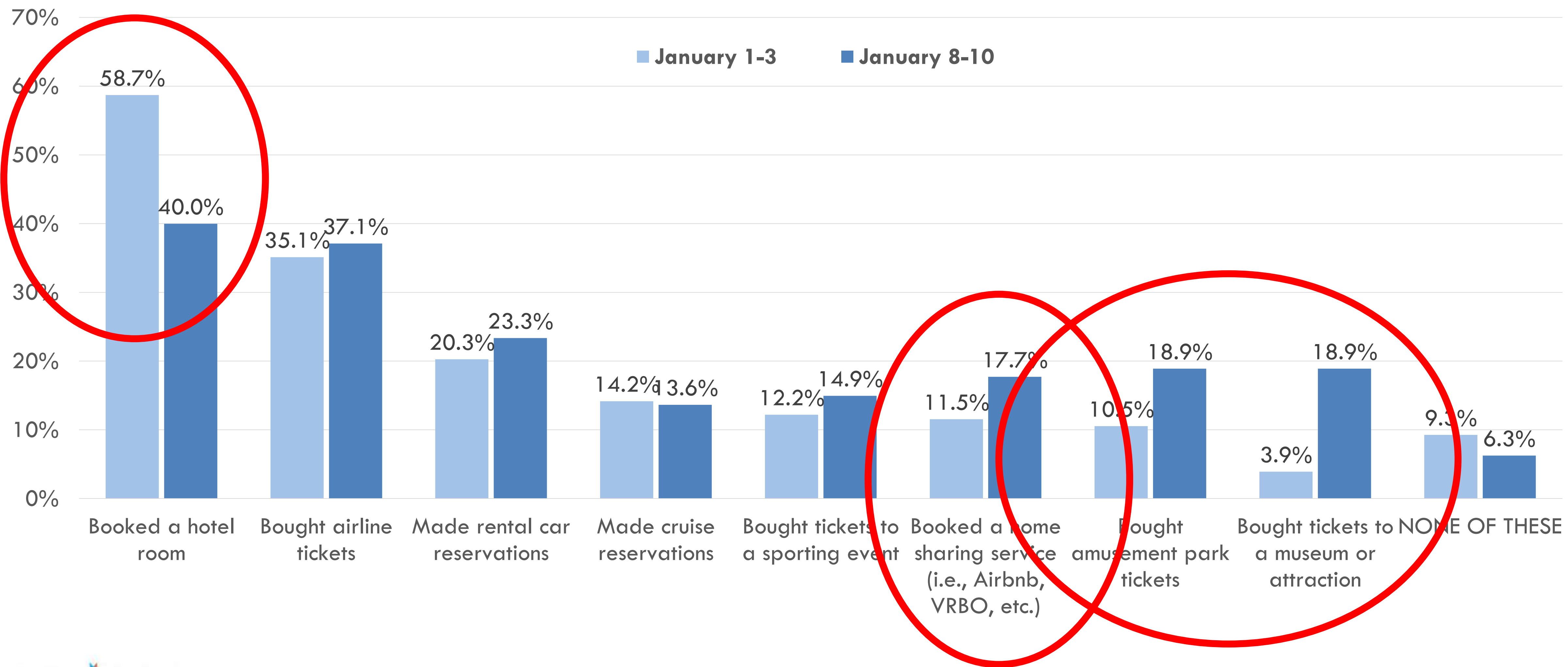
Question: Which of these travel reservations did you make this week? (Select all that apply)

(Base: Waves 44 data. Respondents who made travel reservations this week, 178 completed survey
Data collected January 8-10, 2021)



TRAVEL RESERVATIONS MADE IN THE PAST WEEK

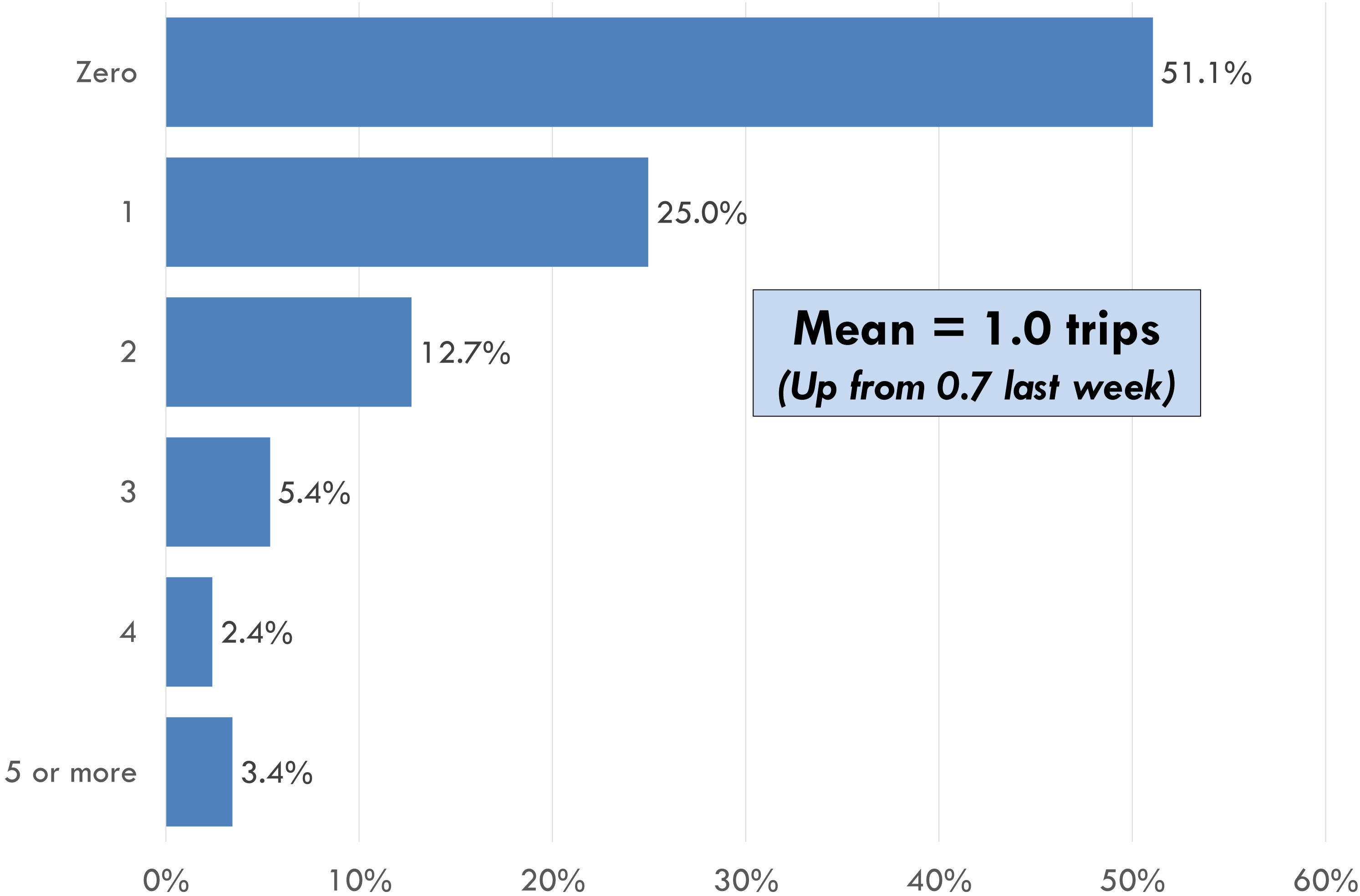
Question: Which of these travel reservations did you make this week? (Select all that apply)



LEISURE TRIPS EXPECTED (NEXT 3 MONTHS)

Question: HOW MANY LEISURE TRIPS do you expect to take (even if tentatively) during the first three months of the year?

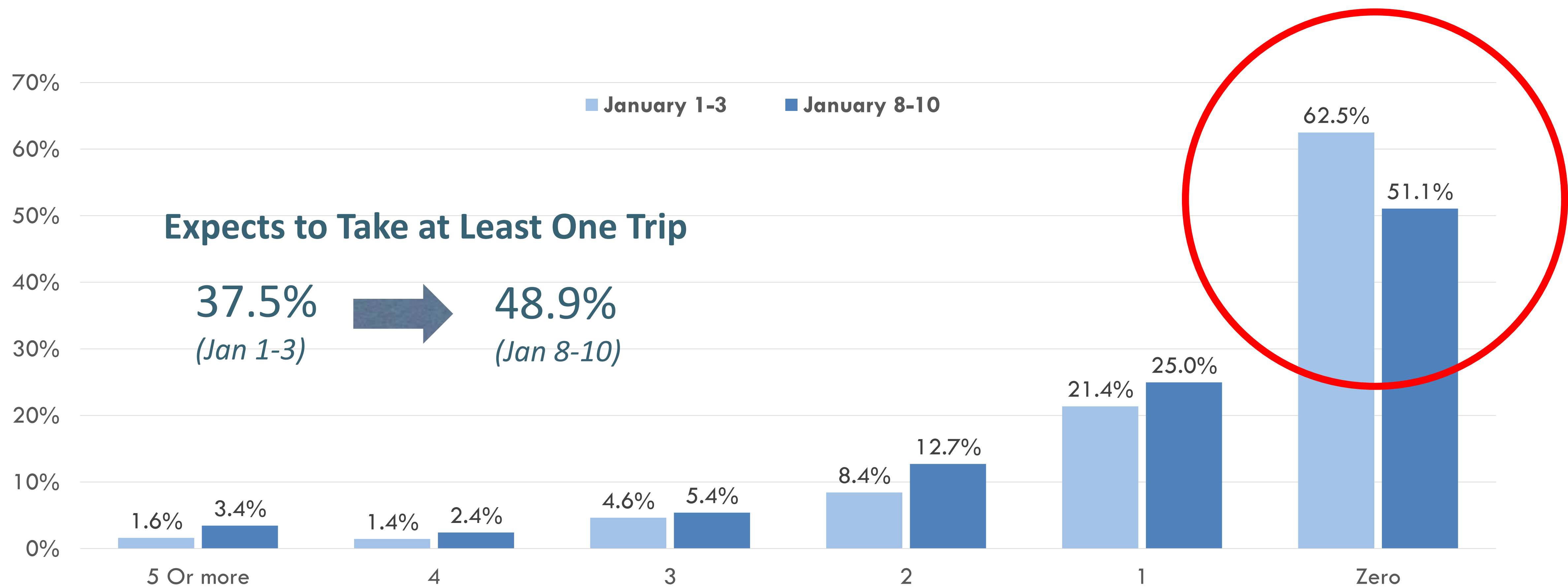
I expect to take _____ leisure trips



LEISURE TRIPS EXPECTED (NEXT 3 MONTHS)

Question: HOW MANY LEISURE TRIPS do you expect to take (even if tentatively) during the first three months of the year?

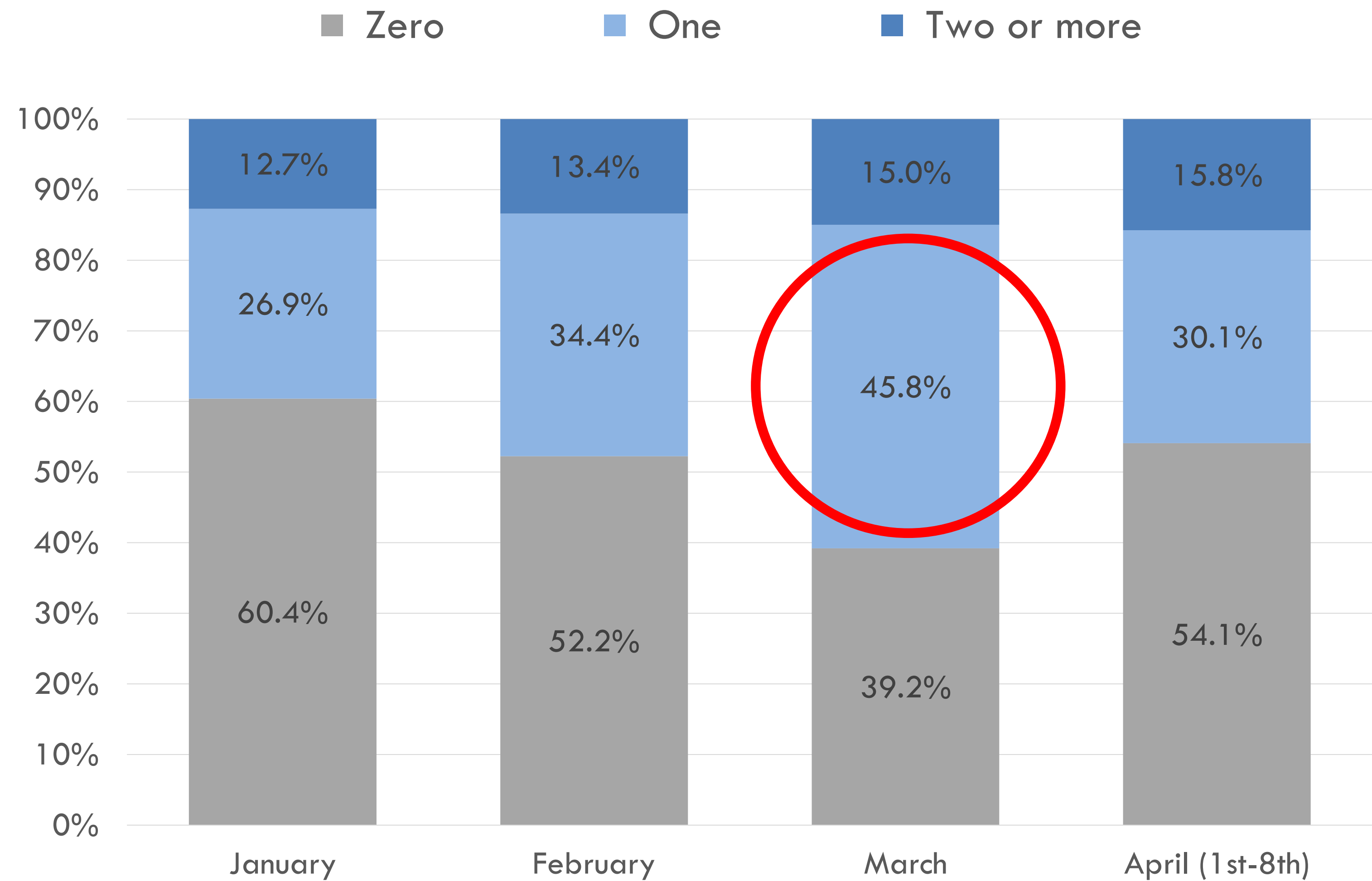
I expect to take _____ leisure trips



LEISURE TRIPS EXPECTED (BY MONTH)

Question: How many leisure trips do you expect to take (even if tentatively) in each of these months?

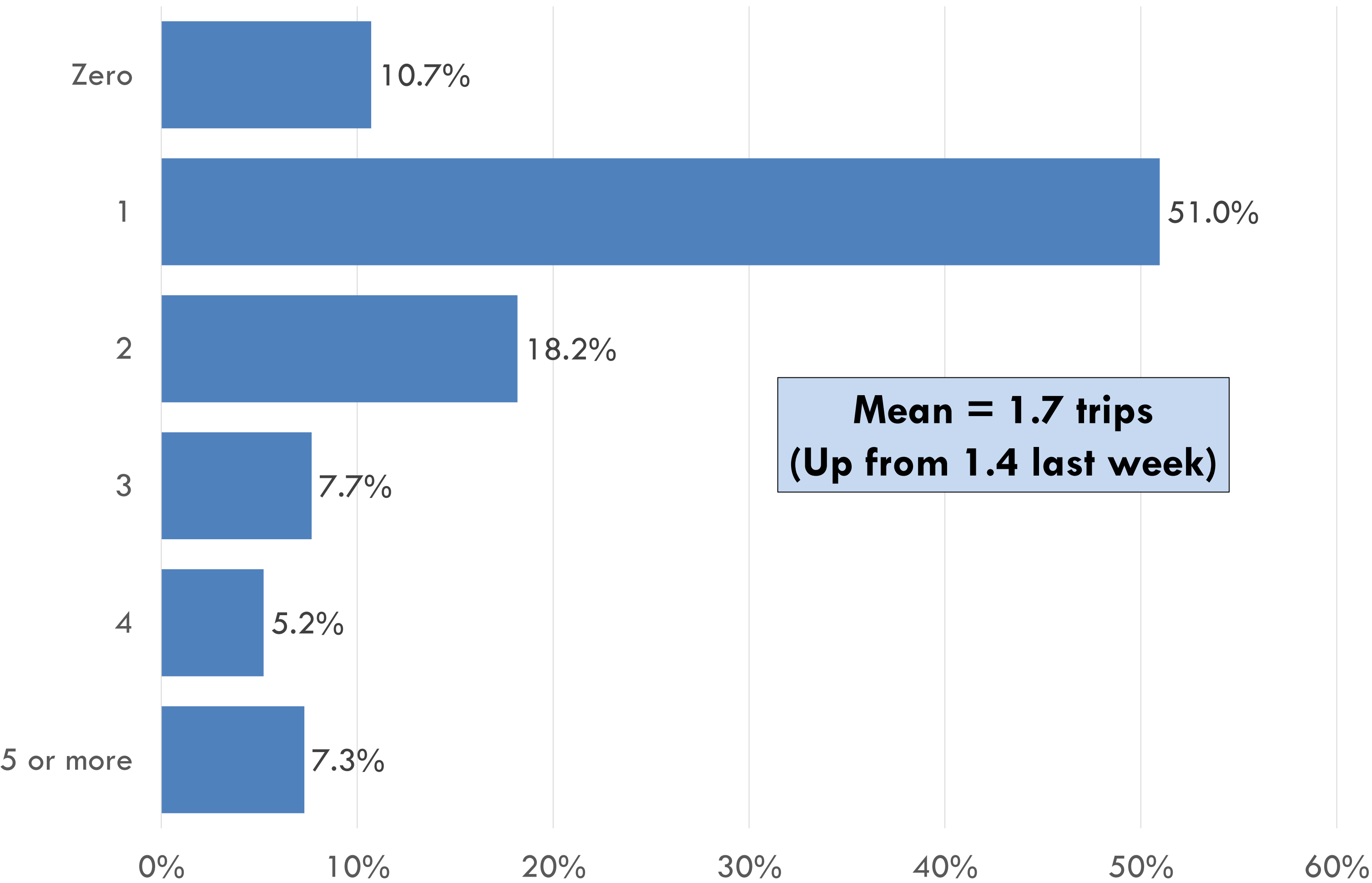
(Base: Waves 44 data. All respondents, 1,225 completed surveys. Data collected January 8-10, 2021)



OVERNIGHT TRIPS EXPECTED (NEXT 3 MONTHS)

Question: How many of these leisure trips will be **OVERNIGHT TRIPS** (i.e., trips including at least one night away from your home)?

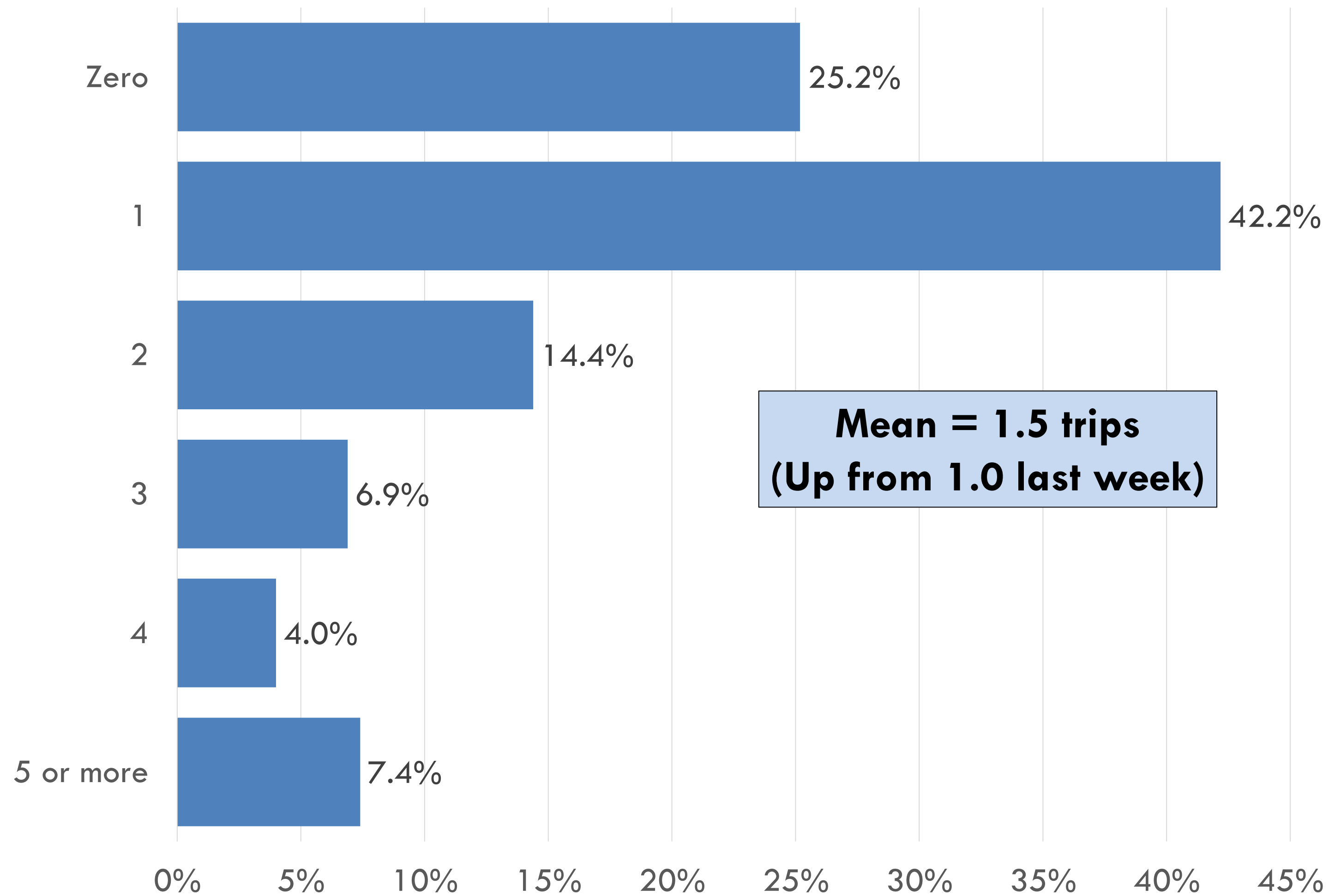
(Base: Waves 44 data. Respondents expecting to travel in the next three months, 587 completed surveys. Data collected January 8-10, 2021)



REGIONAL TRIPS EXPECTED (NEXT 3 MONTHS)

Question: How many of these leisure trips will be REGIONAL TRIPS (travel less than 250 miles from your home)?

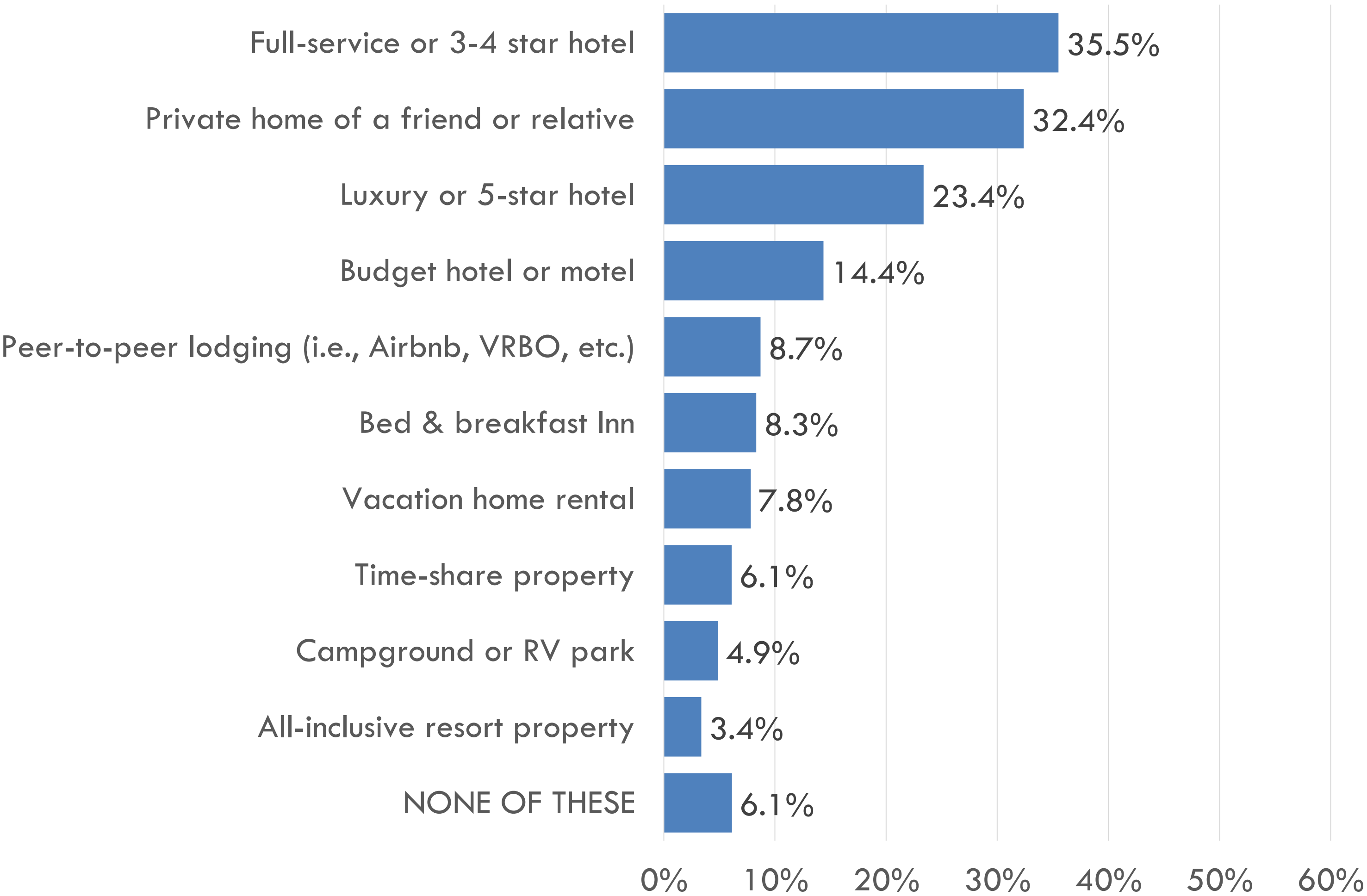
(Base: Waves 44 data. Respondents expecting to travel in the next three months, 587 completed surveys. Data collected January 8-10, 2021)



EXPECTED PLACE OF STAY (NEXT THREE MONTHS)

Question: On these leisure trips, in which of the following are you expecting to stay overnight?

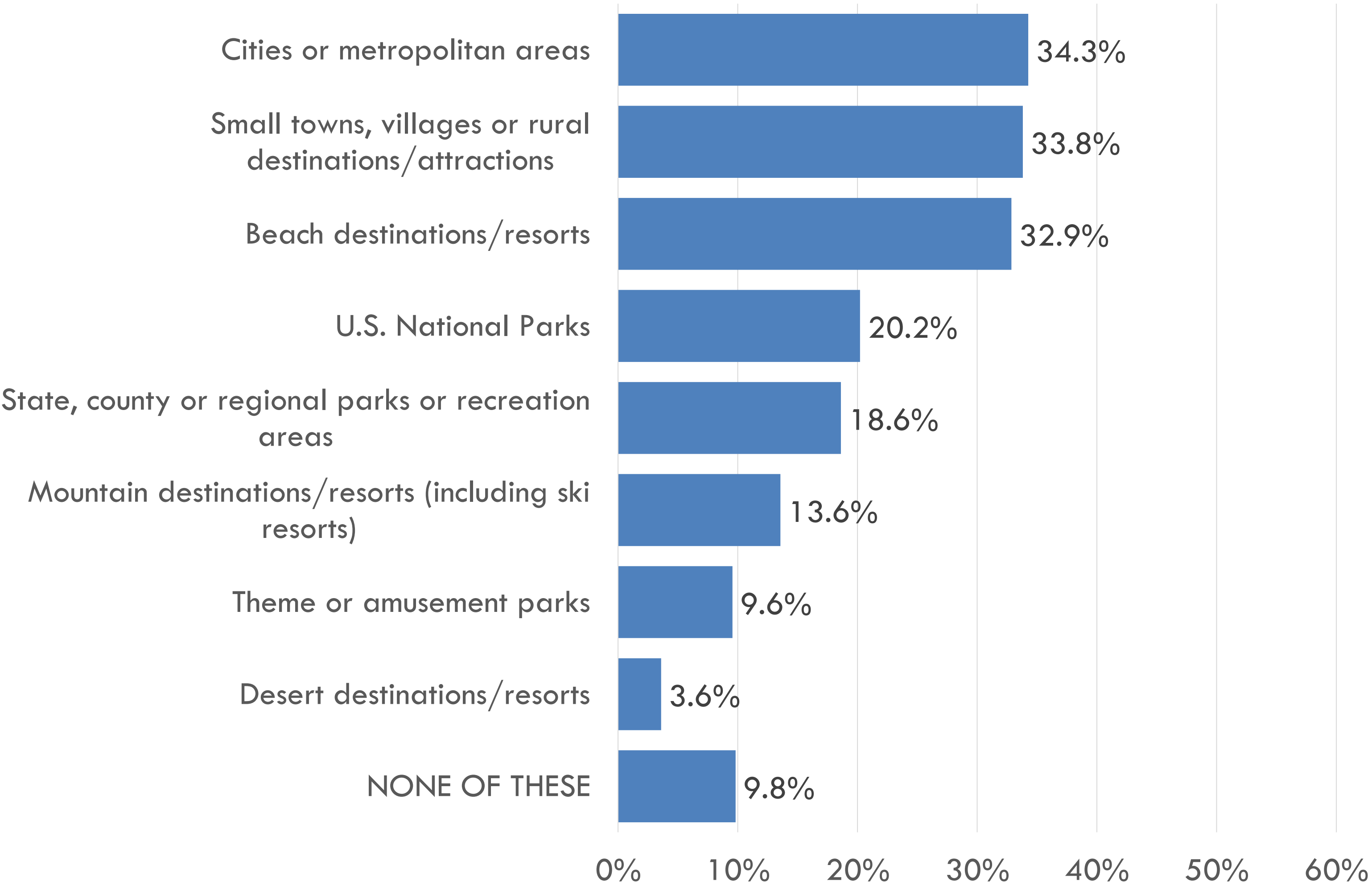
(Base: Waves 44 data. Respondents expecting to travel in the next three months, 587 completed surveys. Data collected January 8-10, 2021)



DESTINATION TYPES EXPECTED (NEXT THREE MONTHS)

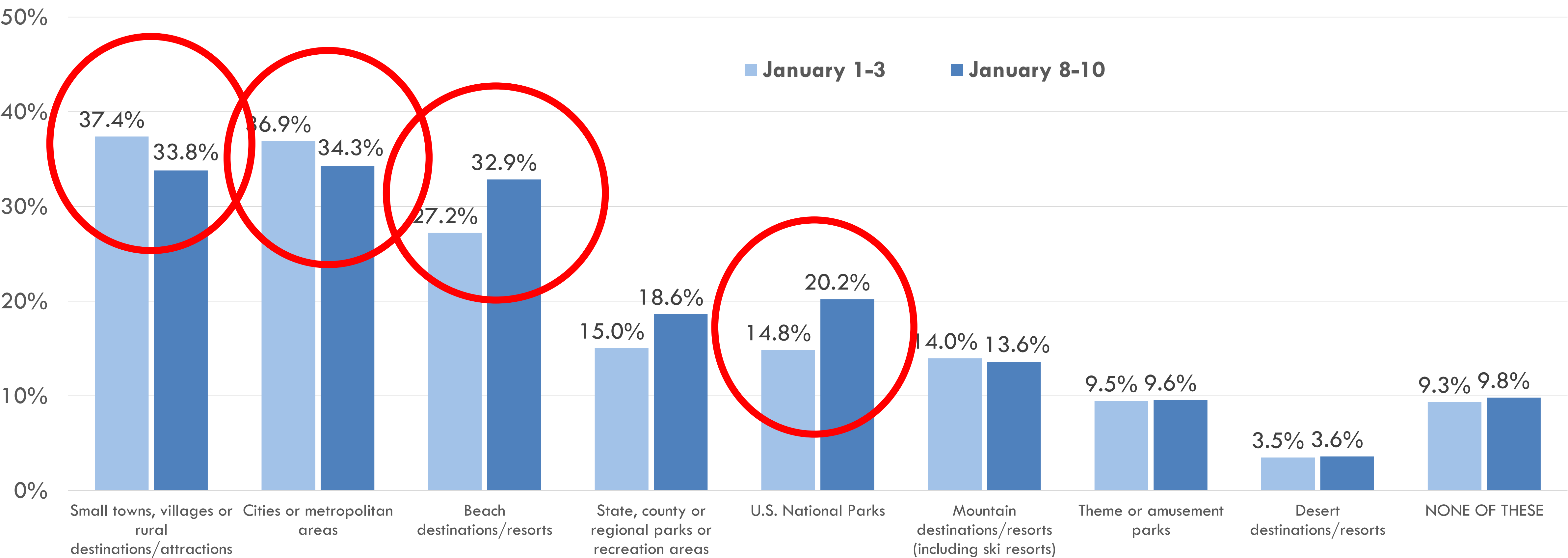
Question: On these leisure trips, which of the following are you expecting to visit?

(Base: Waves 44 data. Respondents expecting to travel in the next three months, 587 completed surveys. Data collected January 8-10, 2021)



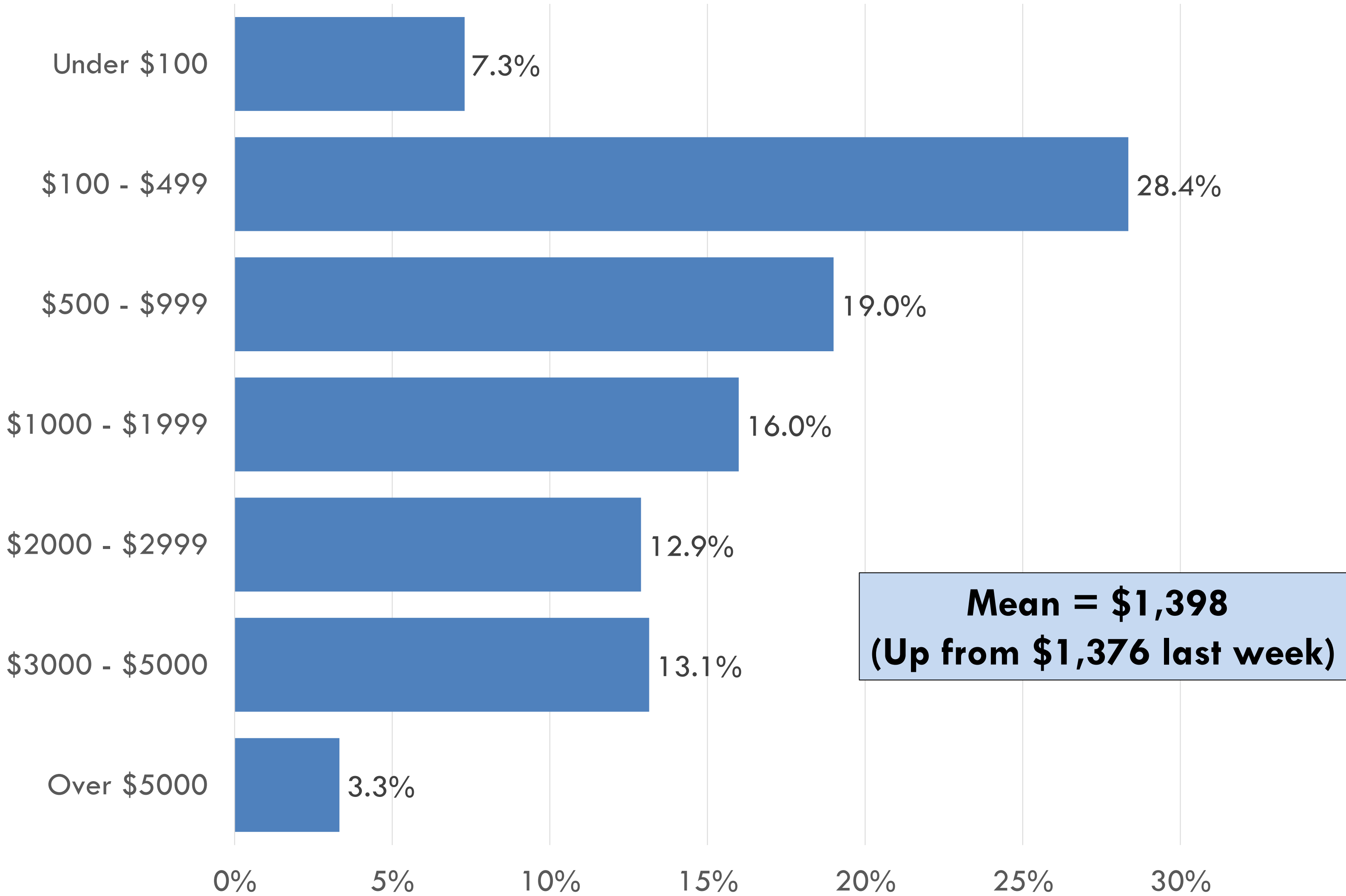
DESTINATION TYPES EXPECTED (NEXT THREE MONTHS)

Question: On these leisure trips, which of the following are you expecting to visit?



EXPECTED LEISURE TRAVEL SPENDING (NEXT 3 MONTHS)

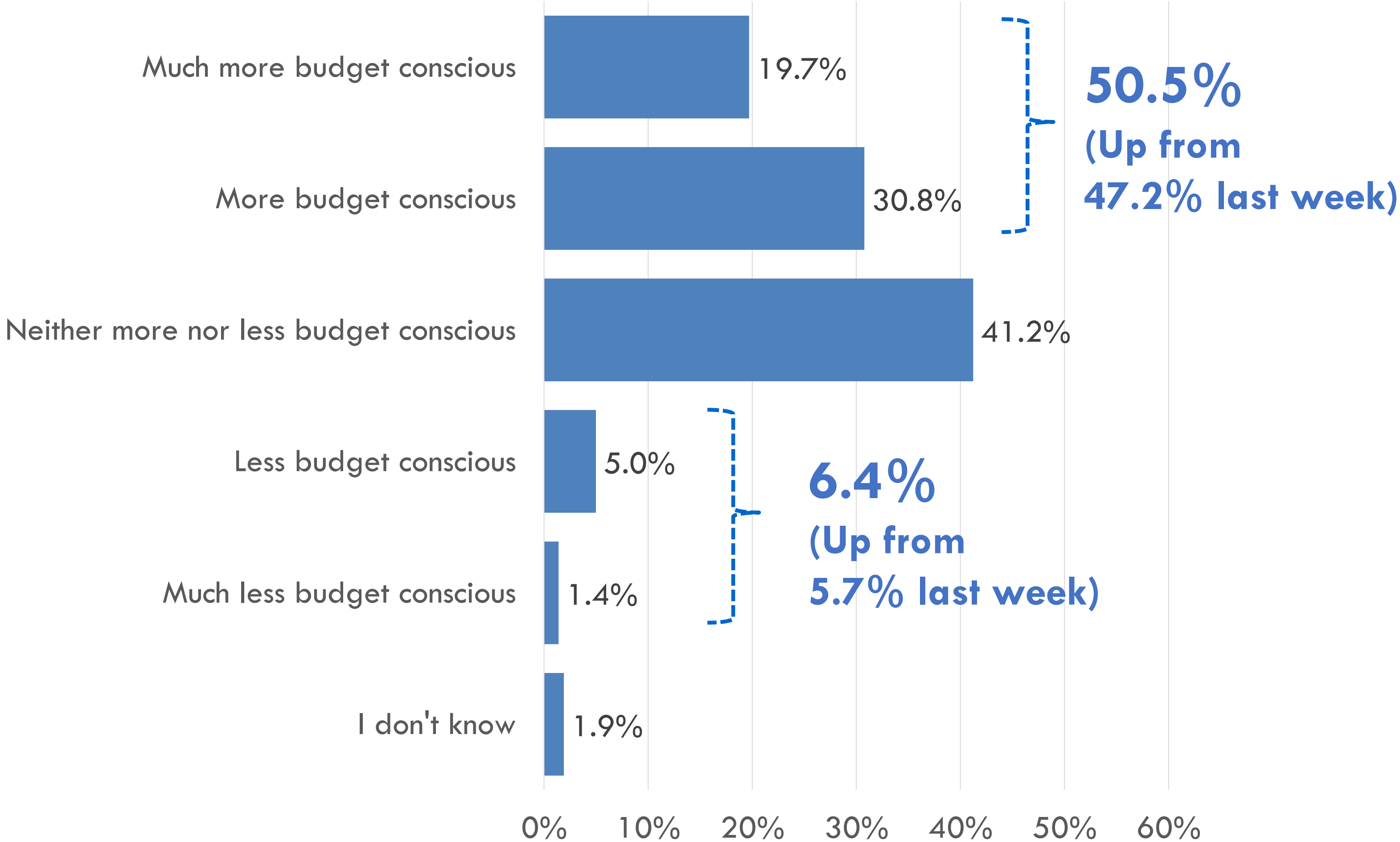
Question: How much IN TOTAL do you expect to spend on the leisure trips you will take in the next three-month period (January to March)?



BUDGET CONSCIOUSNESS AROUND TRAVEL (NEXT 3 MONTHS)

Question: Compared to most recent three months, how budget conscious will you be while traveling in the NEXT THREE MONTHS?

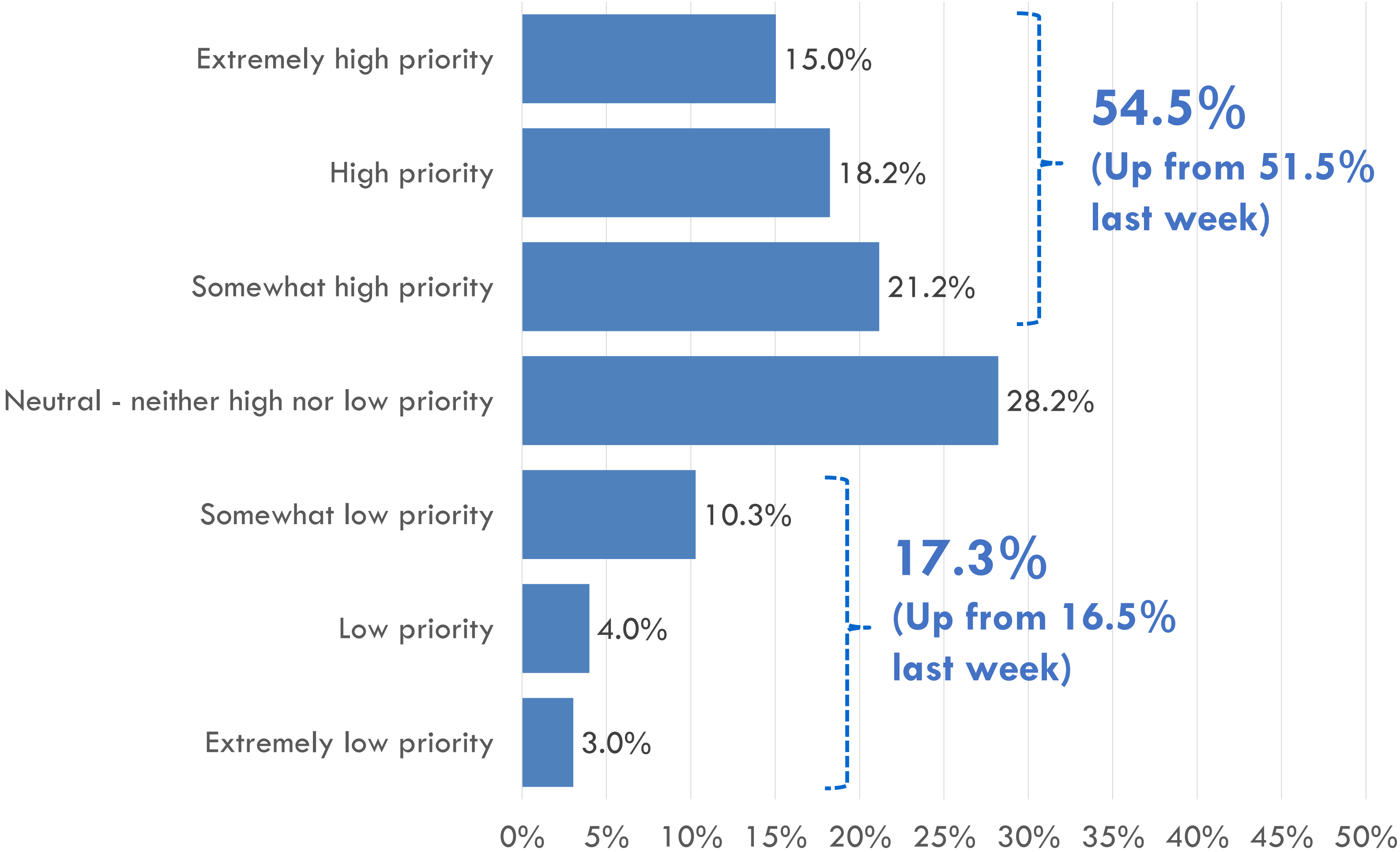
I will be _____ while traveling.



LEISURE TRAVEL AS A BUDGET PRIORITY (NEXT 3 MONTHS)

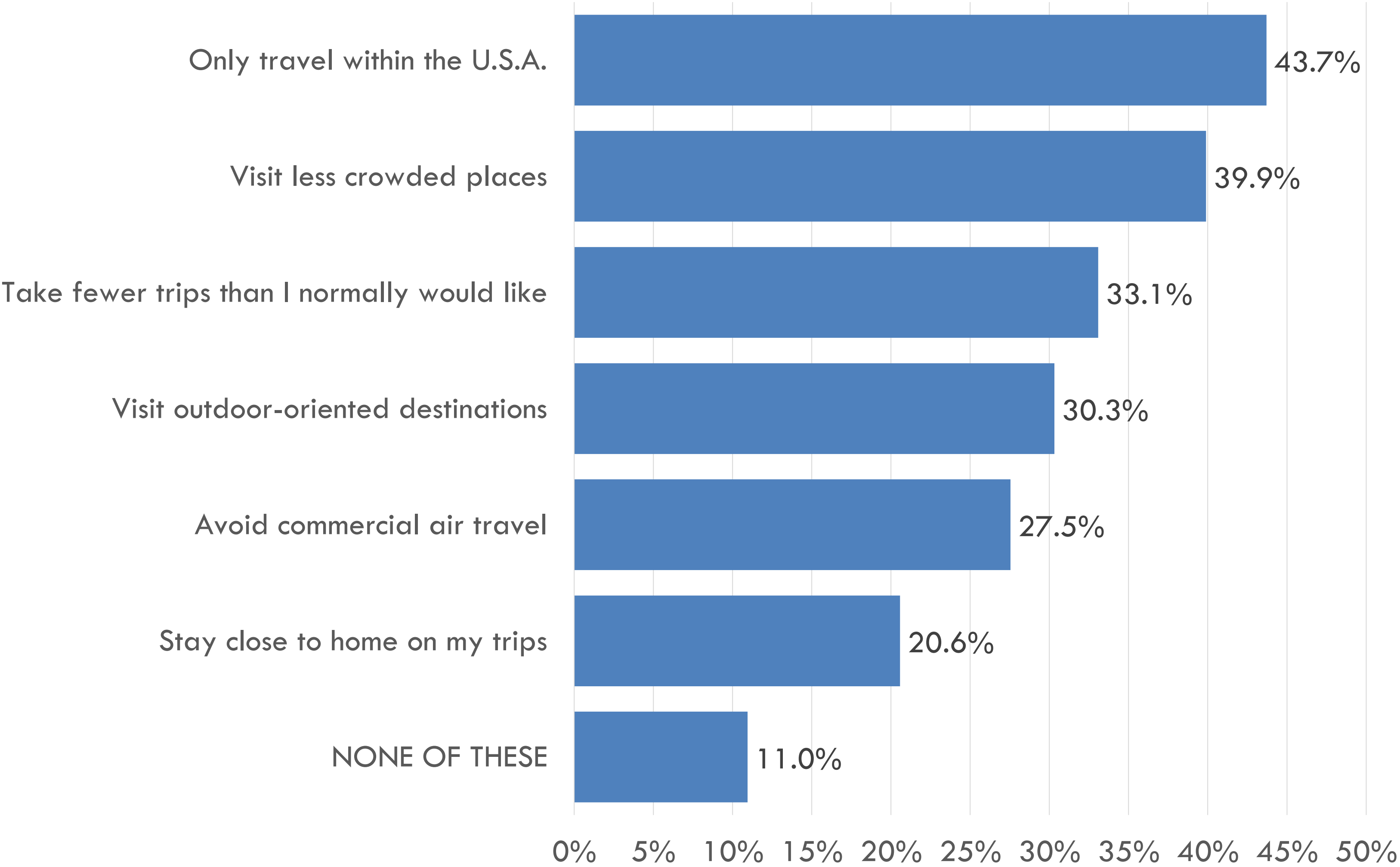
Question: Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities. (Select one)

Leisure travel will be a _____



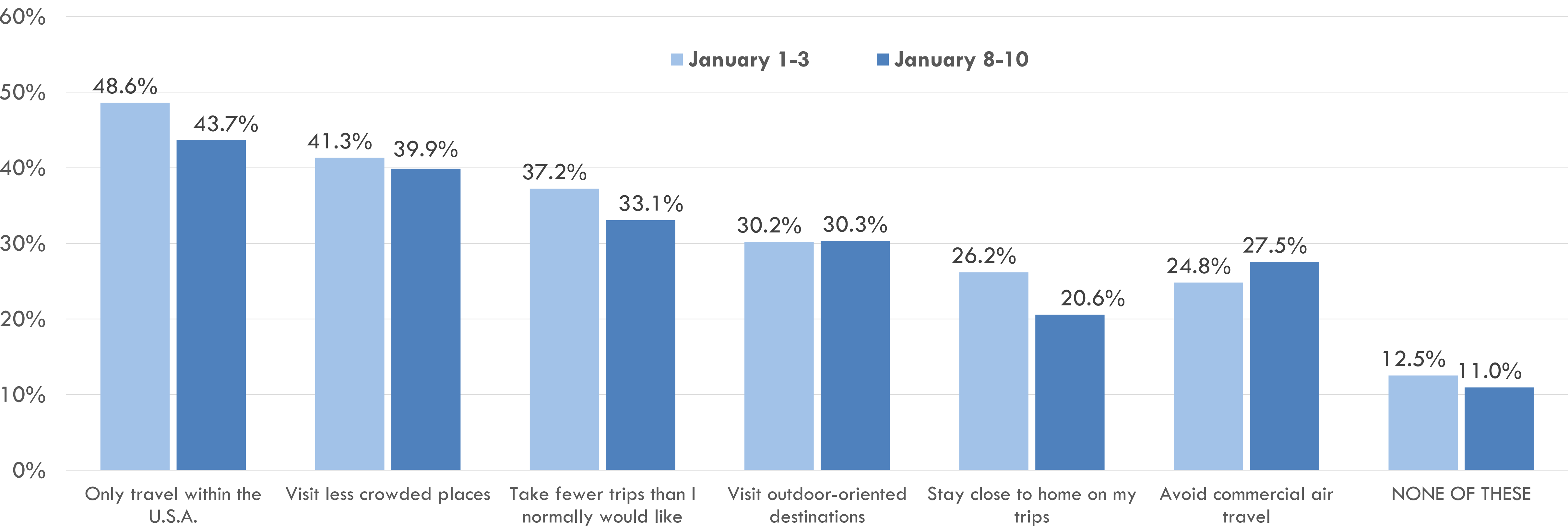
EXPECTATIONS FOR ADAPTING TO THE PANDEMIC (NEXT 3 MONTHS)

Question: In the **NEXT THREE MONTHS**, which of these actions do you expect to take as a result of the ongoing **COVID-19** pandemic? (Select all that apply)



EXPECTATIONS FOR ADAPTING TO THE PANDEMIC (NEXT 3 MONTHS)

Question: In the NEXT THREE MONTHS, which of these actions do you expect to take as a result of the ongoing COVID-19 pandemic? (Select all that apply)



Weekly Scorecard

Excitement about
Travel in 2021



Expects to take a trip
in the next 3 months



Bought tickets to
museums/attractions



Expects to visit beach
destination (Next 3 mo.)



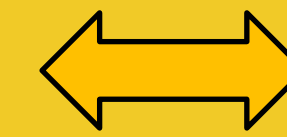
Expects to visit a Nat.
Park (next 3 mo.)



Expected travel spending
in next 3 months



Researched travel
online or offline



More budget conscious
while traveling



Proportion making
hotel reservations



Talking with friends/
relatives about a trip

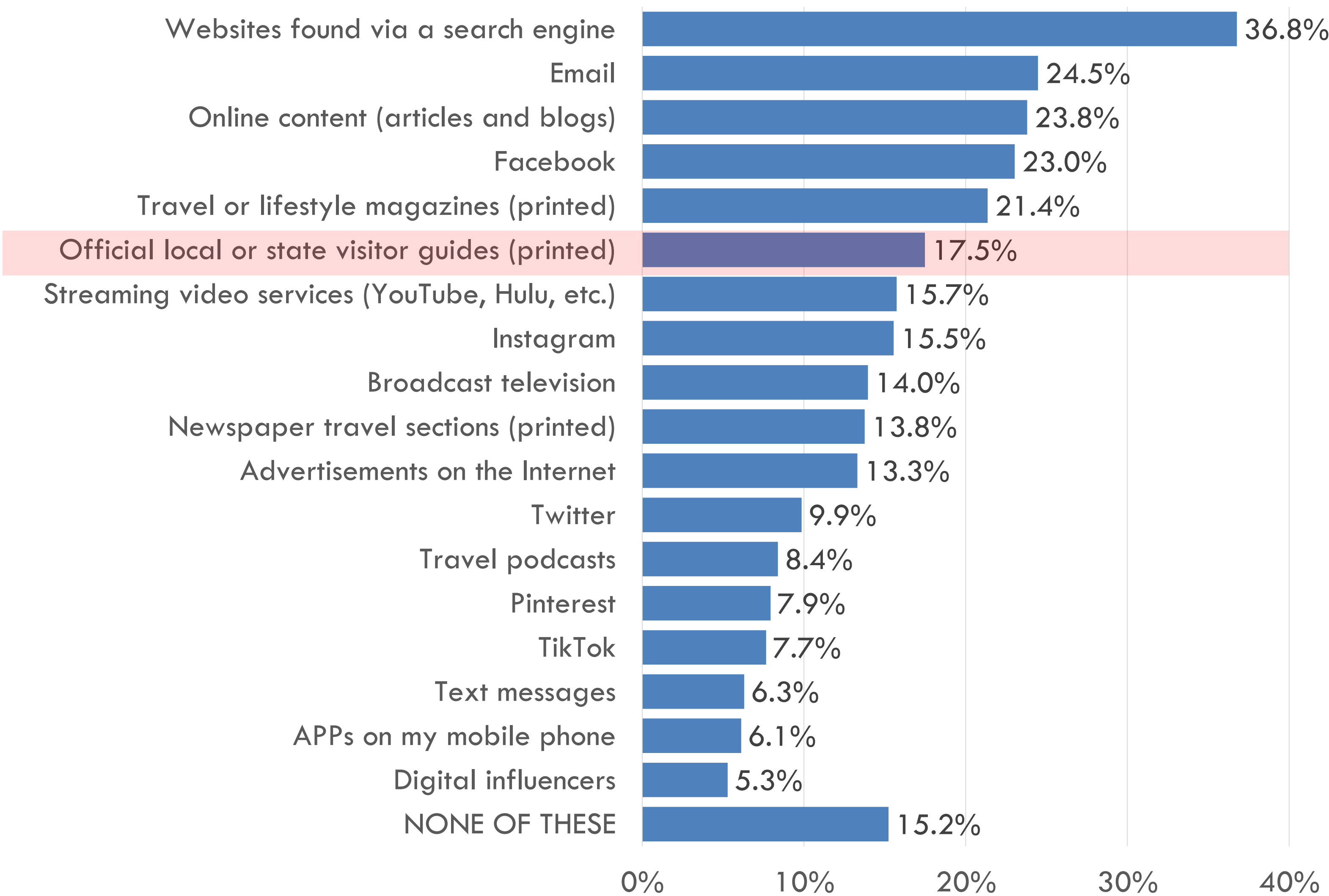


Day-dreaming about
travel destinations



RECEPTIVITY TO MARKETING CHANNELS

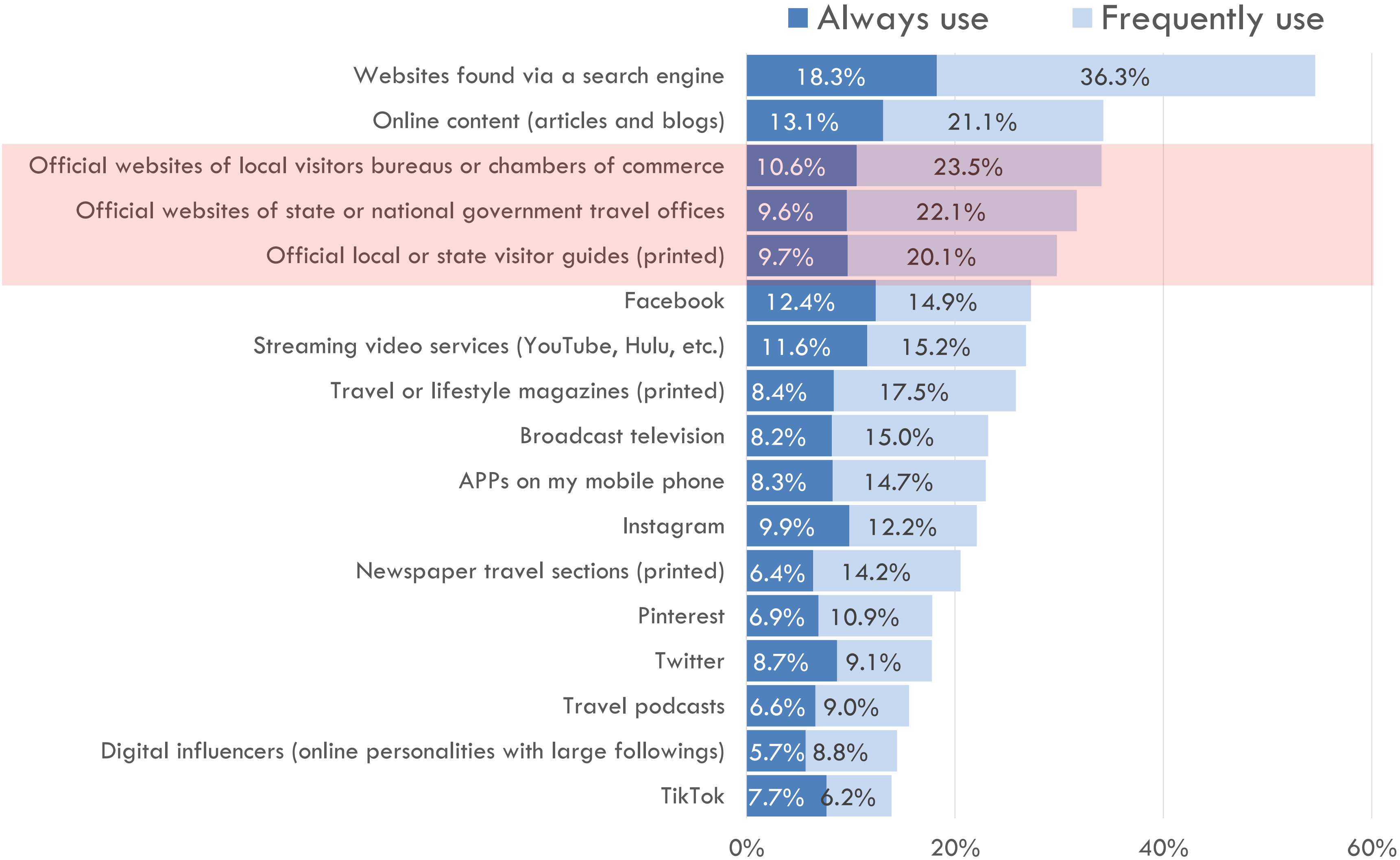
Question: Please think about how travel destinations could best reach you with their messages right now. Where would you generally be **MOST RECEPTIVE** to learning about new destinations to visit? (Please select all that apply)



FREQUENCY OF USE: MARKETING CHANNELS

Question: In general, when planning your travel which best describes how often you use each of the following? (Select one that best completes the sentence)

I _____ this resource in travel planning



FEELINGS ABOUT A COVID-19 VACCINE

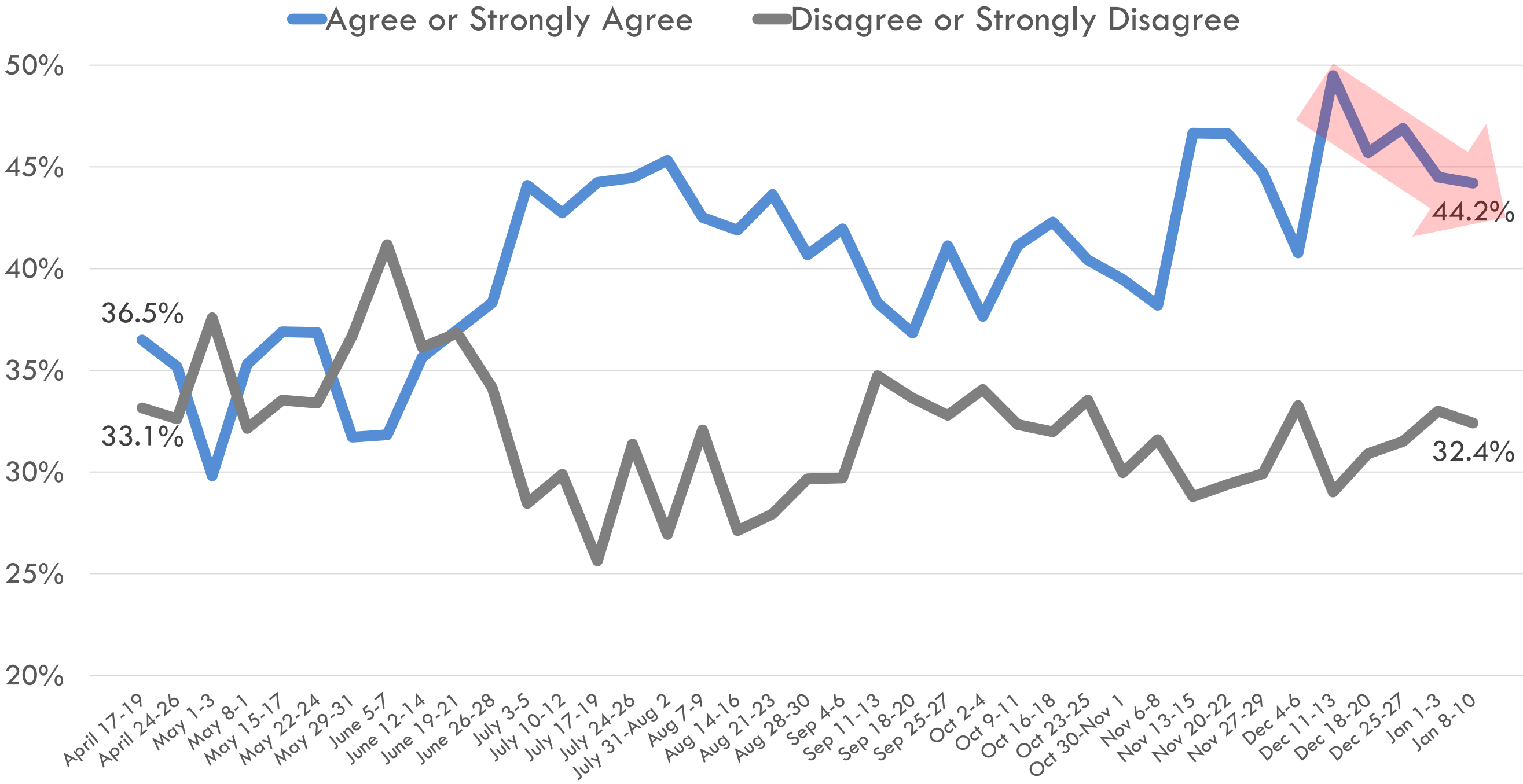
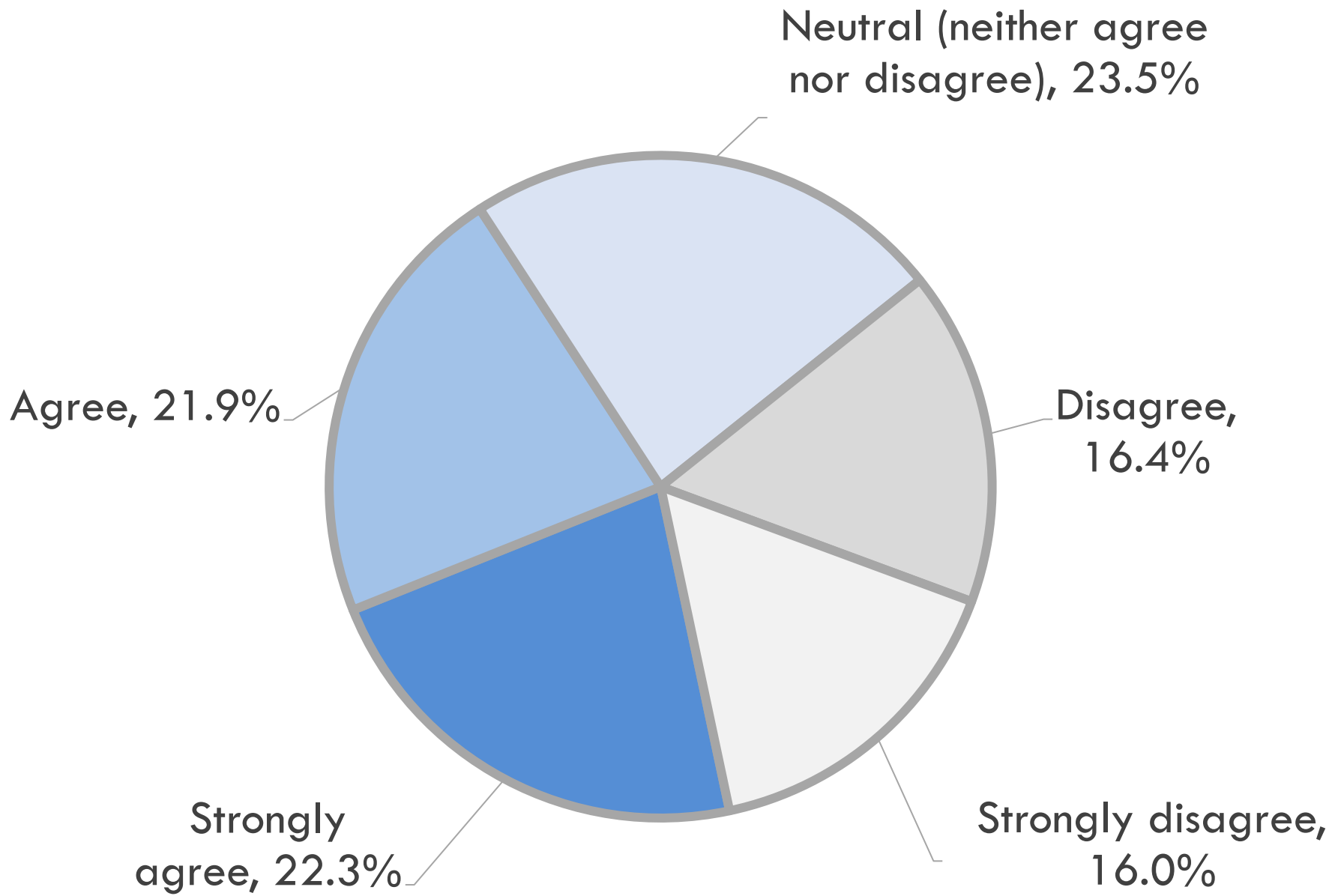


TRAVEL UNTIL GETTING THE VACCINE

How much do you agree with the following statement?

Statement: I'm not traveling until I am able to get a vaccine.

Historical data

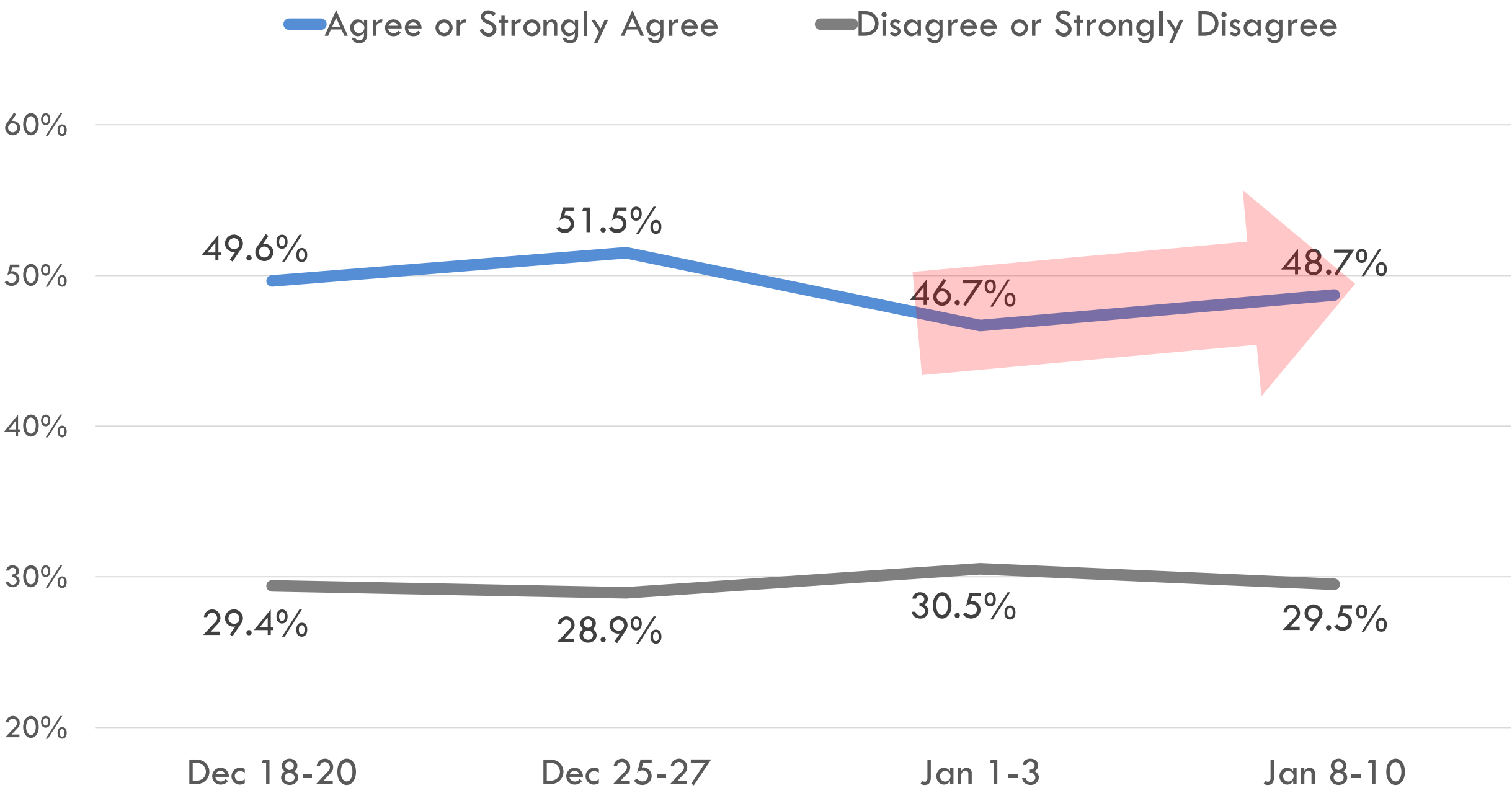
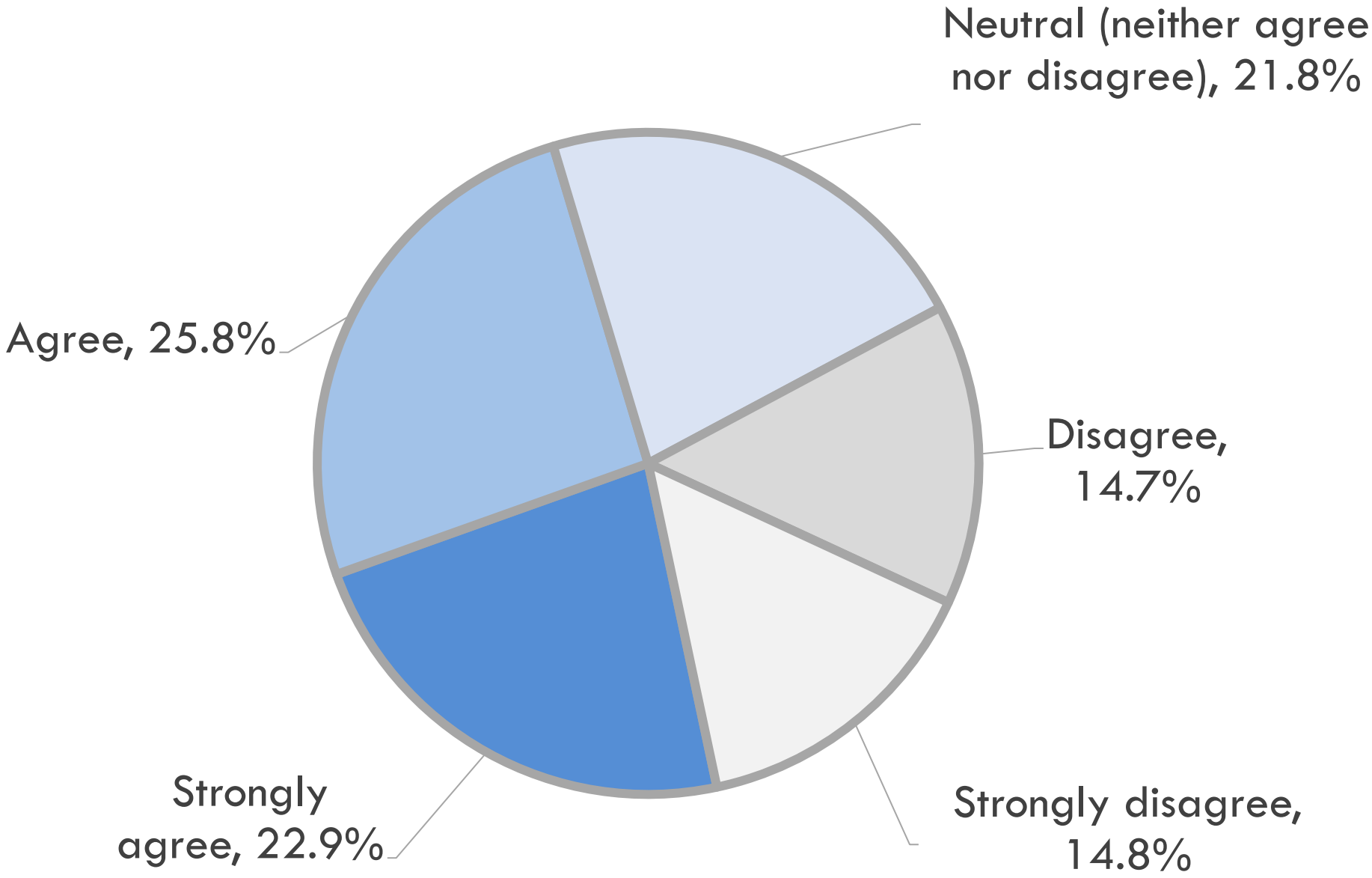


TRAVEL UNTIL VACCINES ARE MADE WIDELY AVAILABLE

How much do you agree with the following statement?

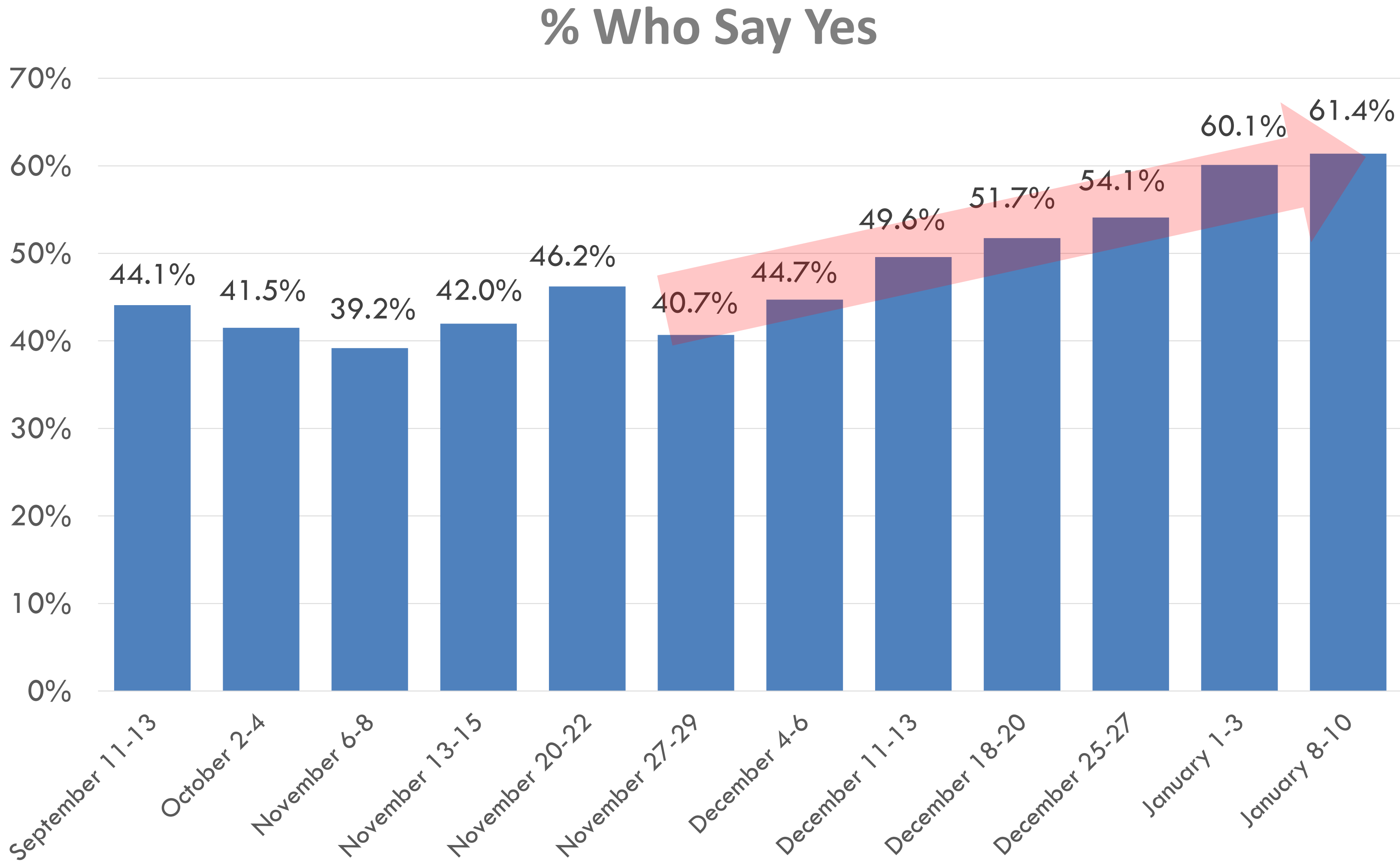
Statement: I'm not traveling until vaccines are made widely available.

Historical data



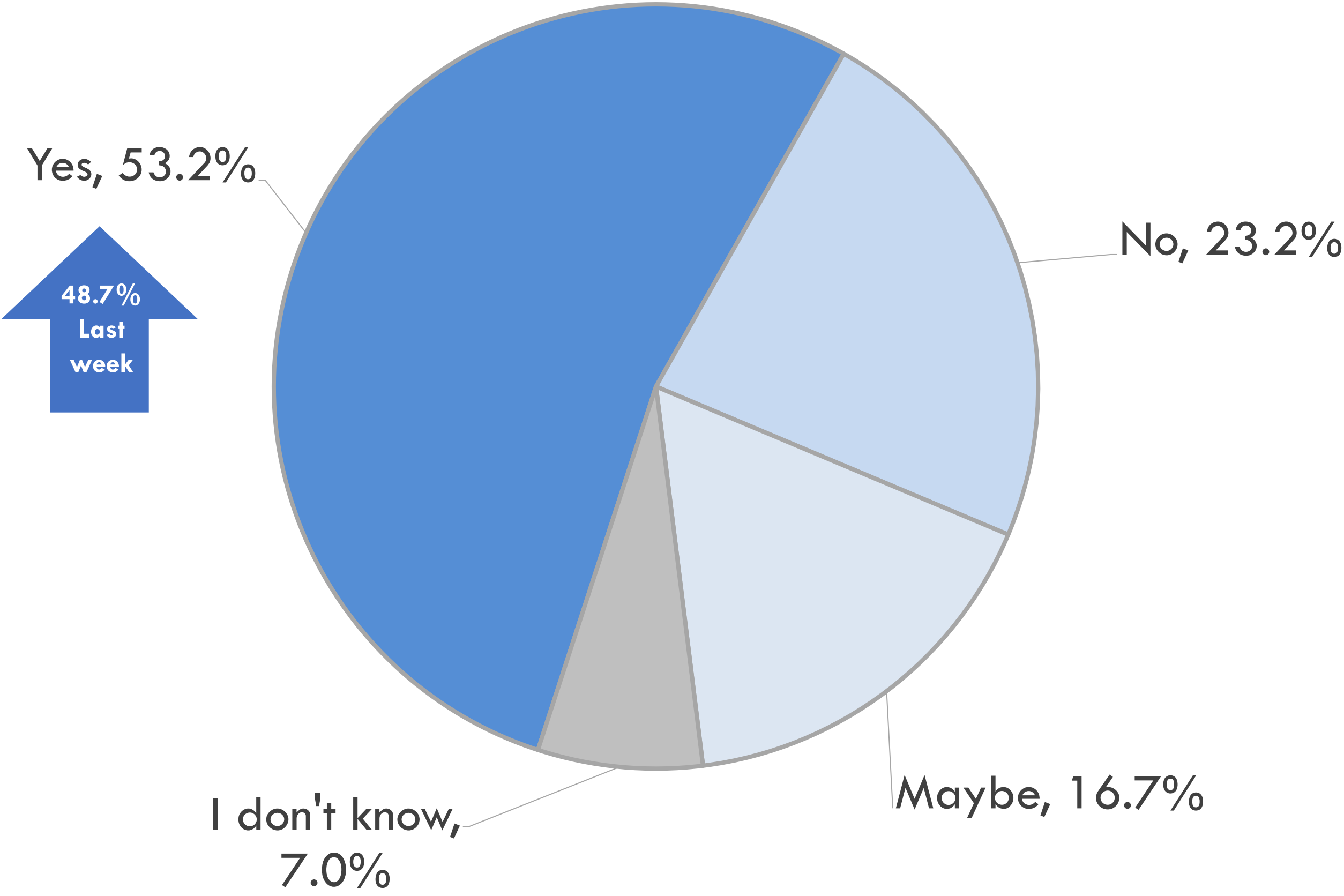
EXPECTATIONS TO TAKE A COVID-19 VACCINE

Question: Do you expect that you will take one of the recently developed COVID-19 vaccines?



VACCINES FOR CHILDREN

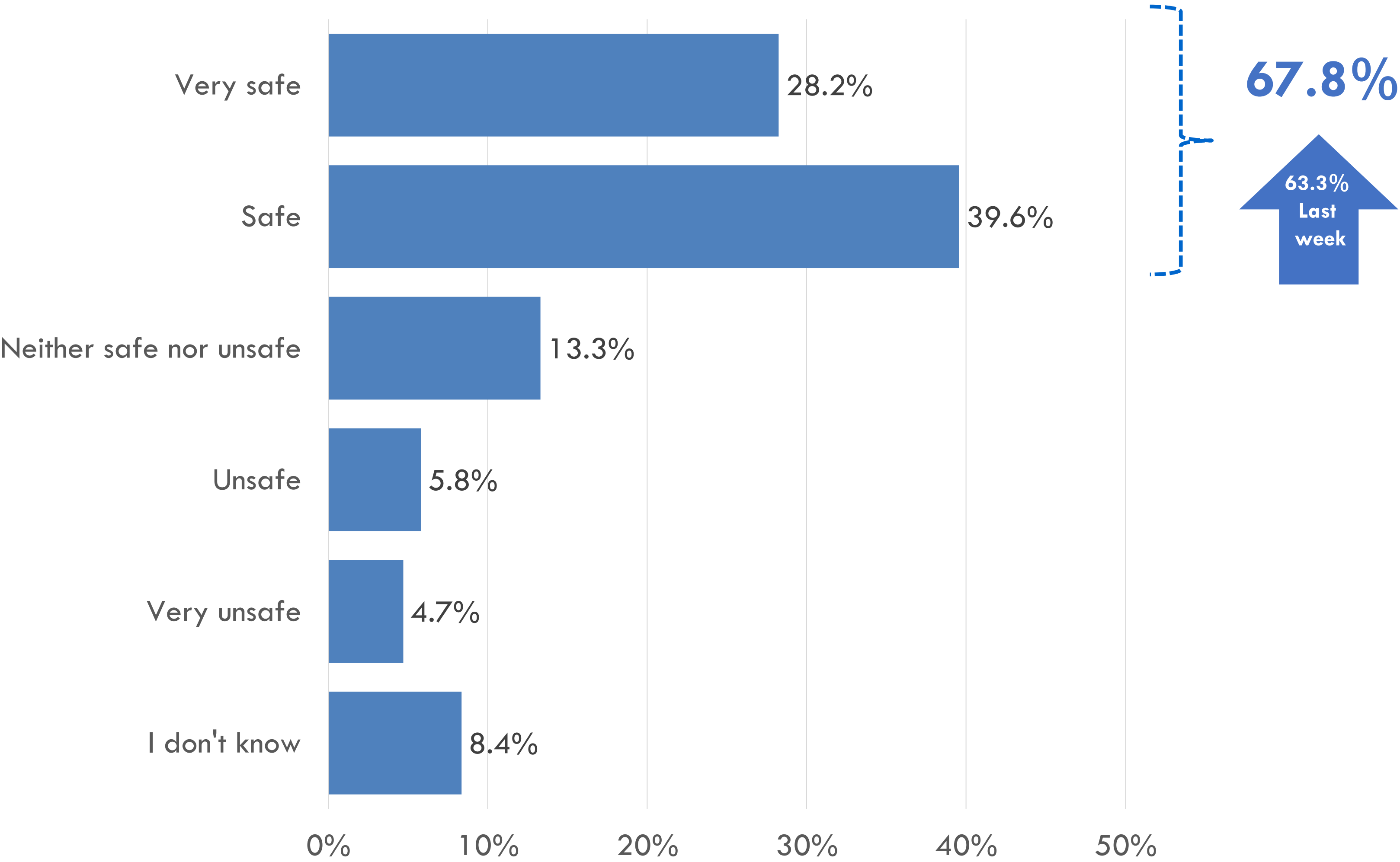
Question: Will you have your children take a COVID-19 vaccine? (Select one)



EXPECTED SAFETY OF COVID-19 VACCINES

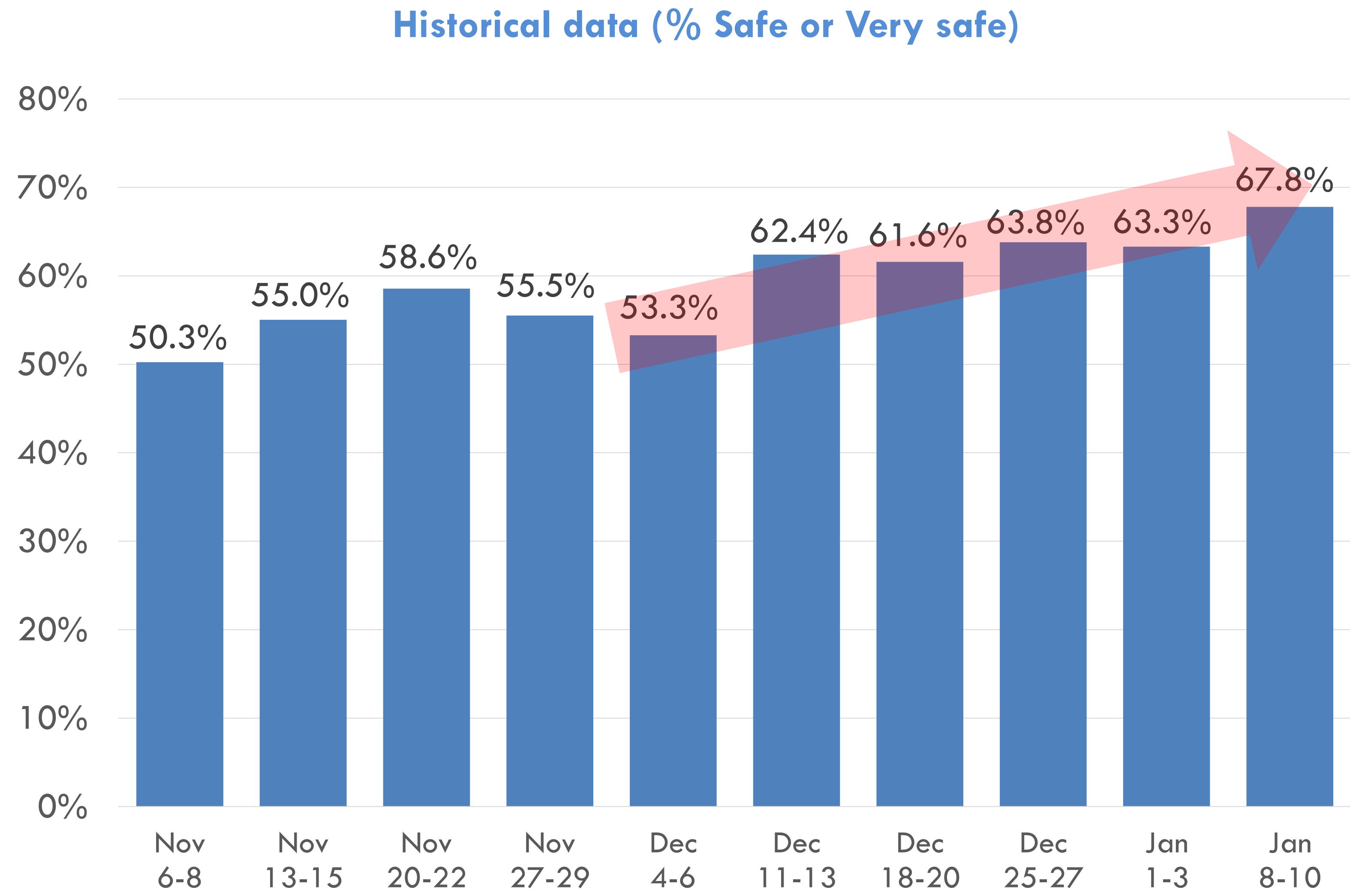
Question: How safe do you expect a COVID-19 vaccine will ultimately be? (Select one)

(Base: Waves 44 data. All respondents, 1,225 completed surveys. Data collected Jan 8-10, 2021)



EXPECTED SAFETY OF COVID-19 VACCINES

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

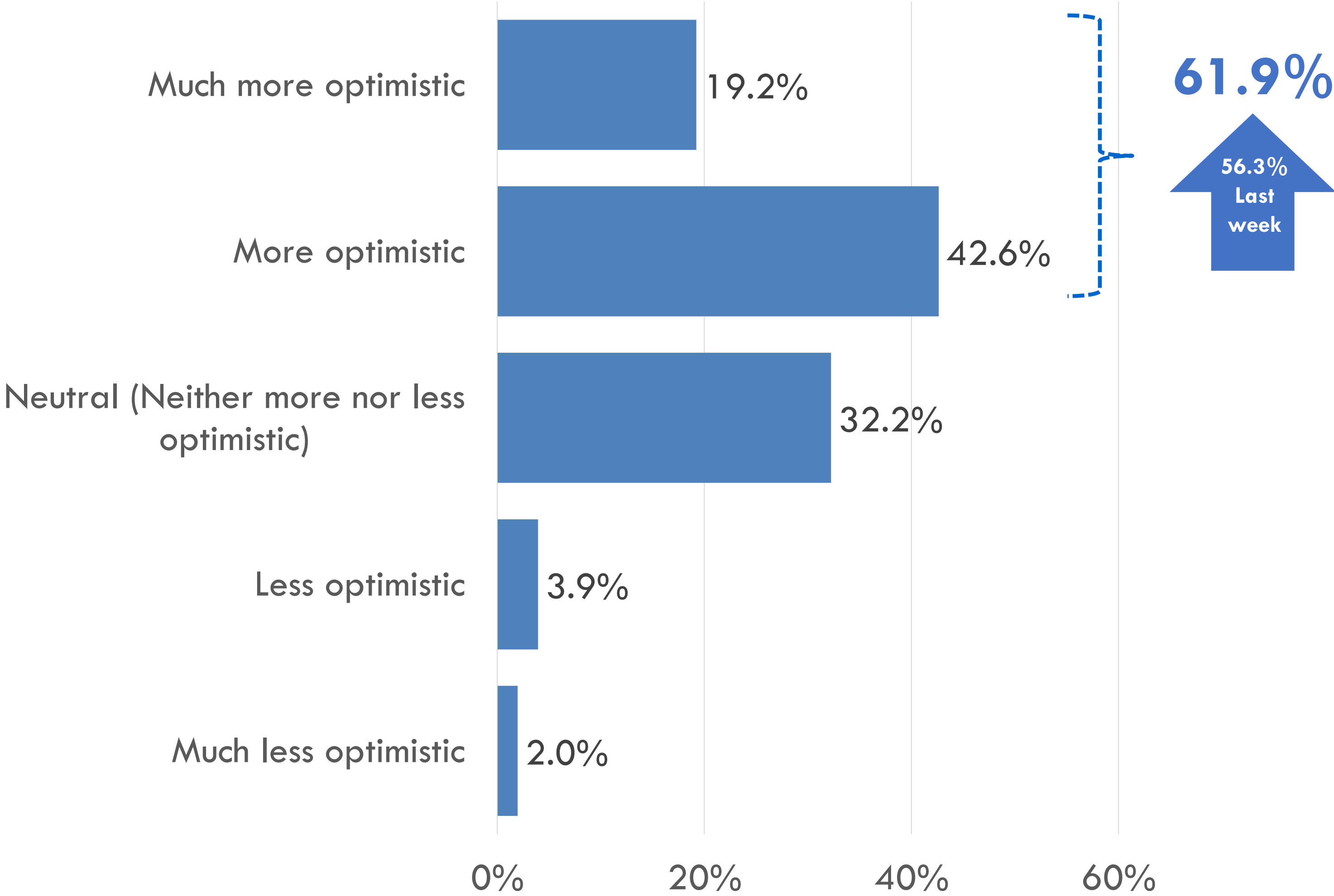


VACCINES AND OPTIMISM FOR A RETURN TO NORMAL

Question: Does recent news about vaccine developments affect your optimism about life returning to normal (or near normal) in the next SIX (6) MONTHS? (Select one to fill in the blank)

The vaccine news has made me

about life returning to normal (or near normal) in the next six months.

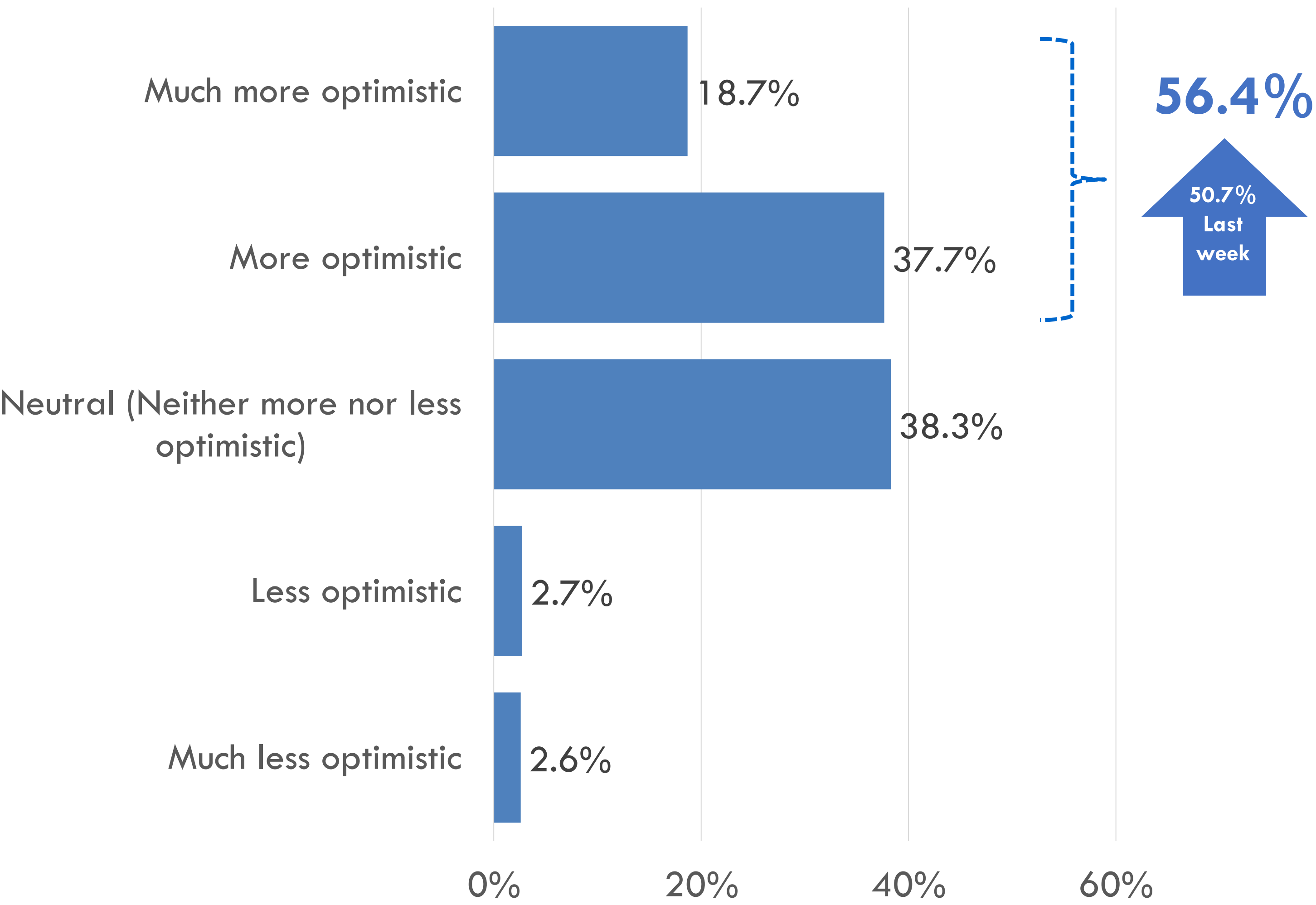


VACCINES AND OPTIMISM FOR SAFE TRAVEL

Question: Does recent news about vaccine developments affect your optimism about being able to travel safely in the next SIX (6) MONTHS?
(Select one to fill in the blank)

The vaccine news has made me

about BEING ABLE TO TRAVEL SAFELY in the next six months.



TRAVEL PLANS DUE TO COVID-19 VACCINES

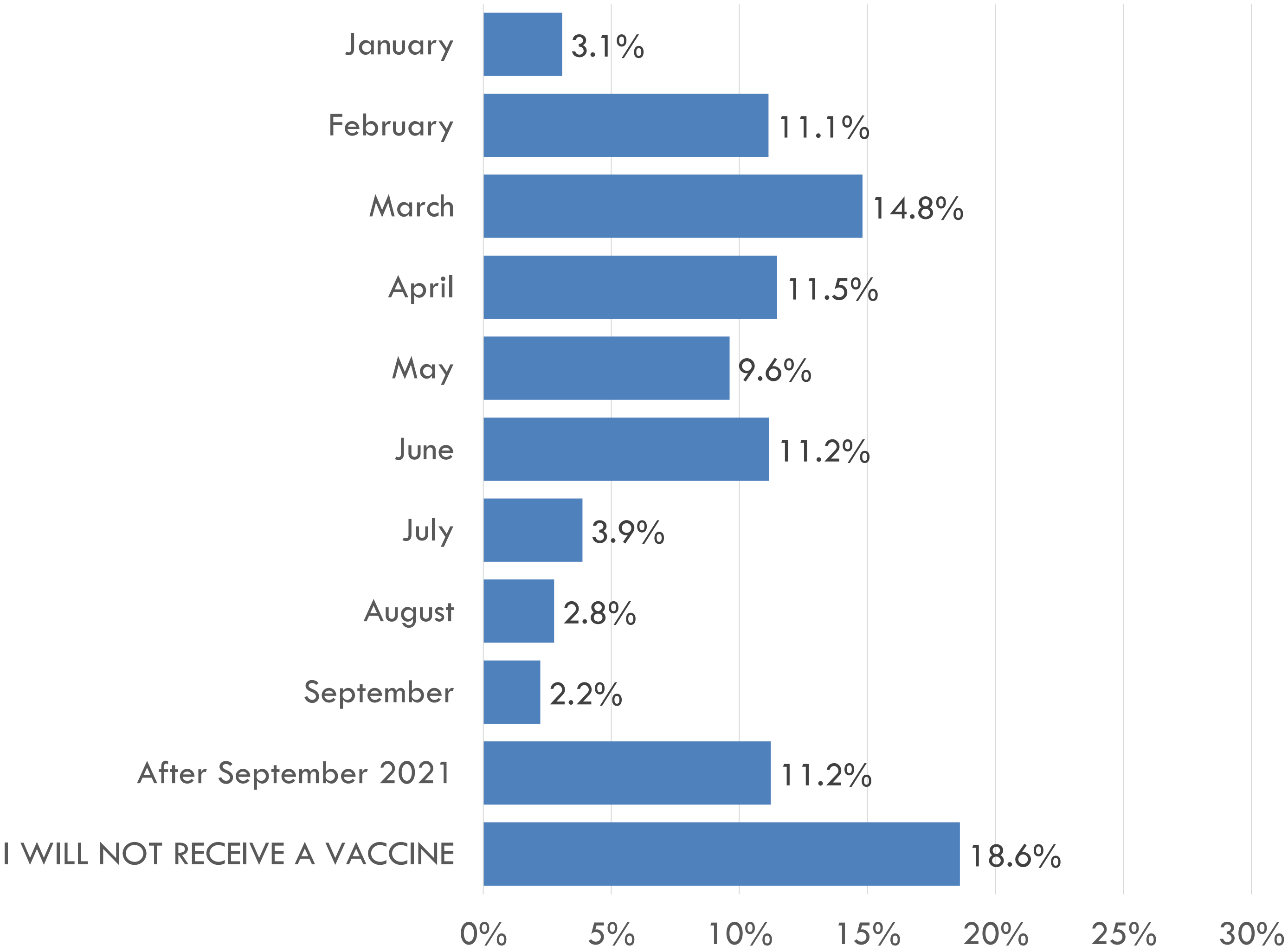
Question: Have you begun planning (or booking) any future travel in anticipation of the COVID-19 vaccine being widely available?
(Select one)



EXPECTED MONTH OF VACCINATION

Question: Given what you know now, in which month do you expect to receive a vaccine?
(Select one)

(If you are uncertain, select the month you think it is **MOST LIKELY** you will get a vaccination)



Weekly Scorecard

Not traveling until they
can get a vaccine



Willing to take a
vaccine



Will get kids
vaccinated



Vaccines believed to
be safe



Optimistic about life
returning to normal



Optimistic about travel
returning to normal



Began travel planning in
anticipation of a vaccine





Coronavirus Travel Sentiment Index

Measuring the Potential Influence of Travel Marketing

Highlights from the Week of January 11th

What is a Predictive Index?



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



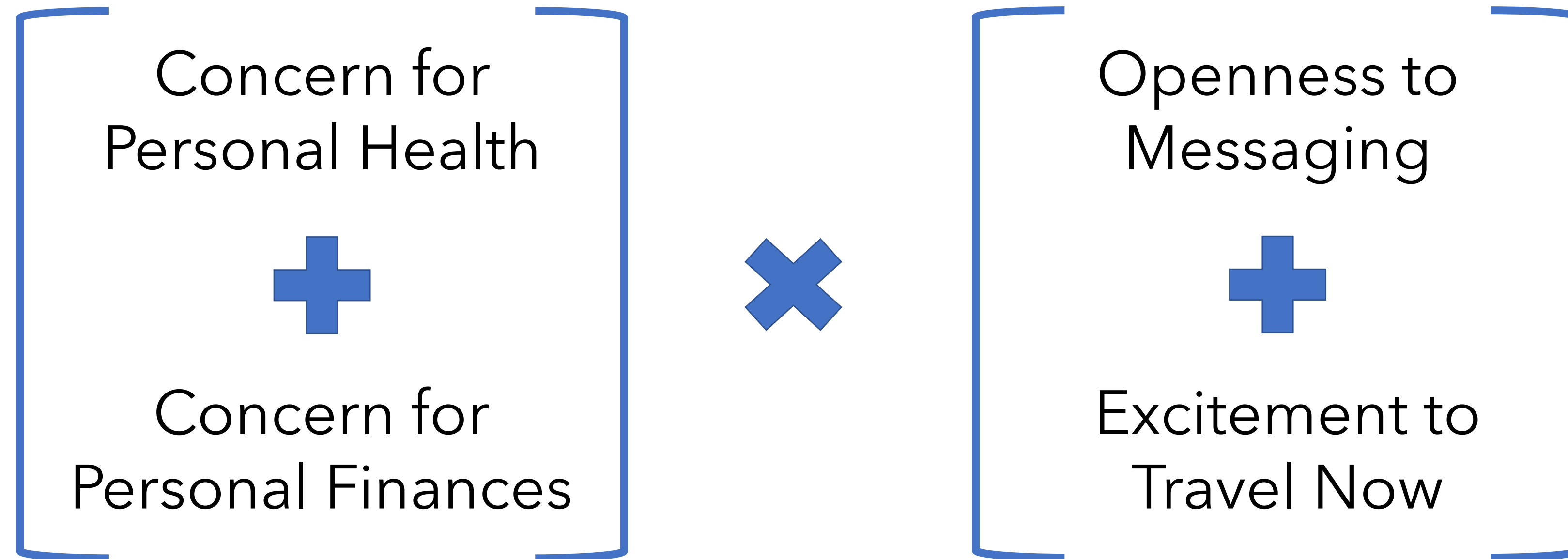
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.



The goals are to identify:

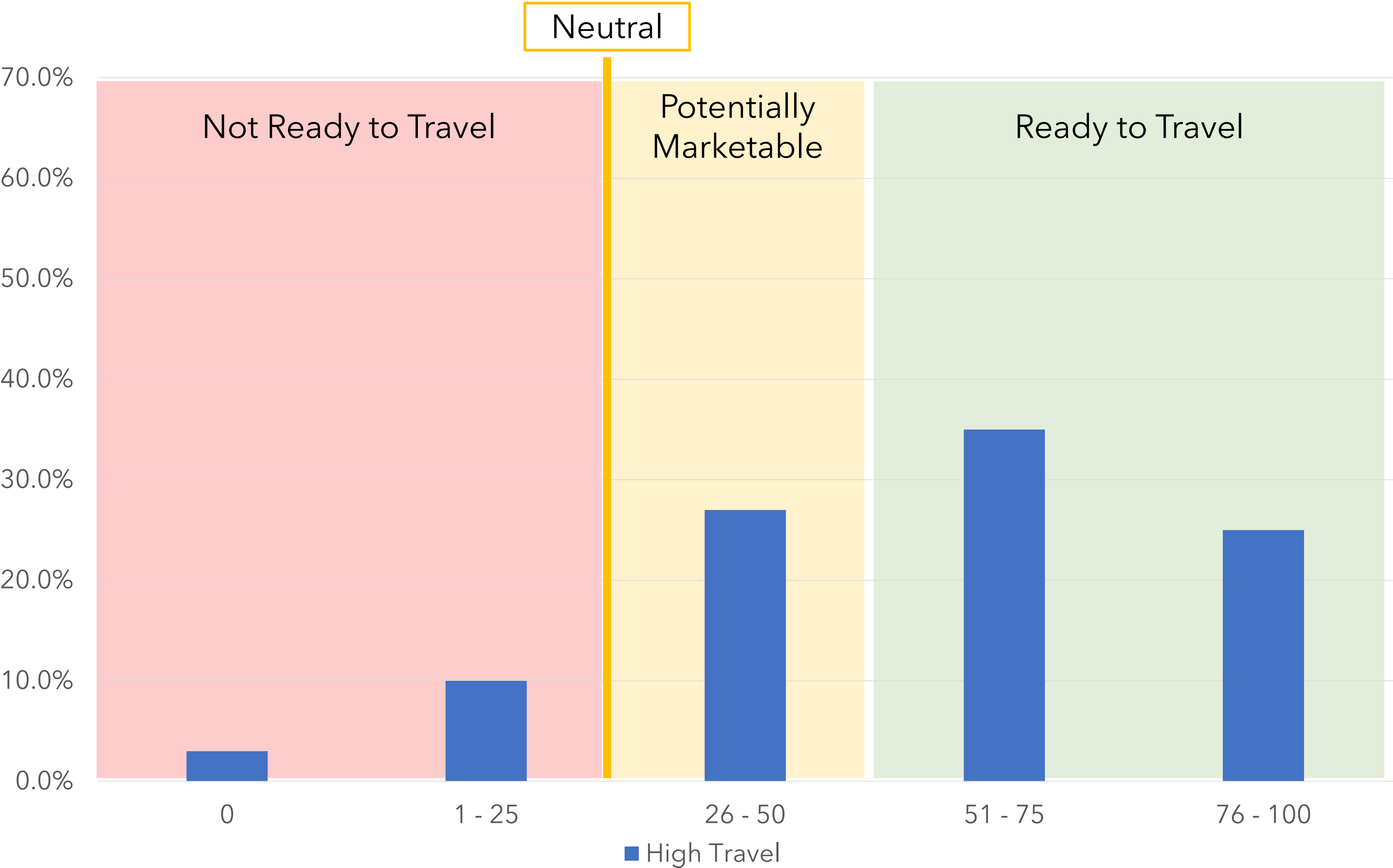
- WHO are the traveler segments that appear receptive to travel marketing and
- WHEN will they be ready to travel

Predictive Index Formula



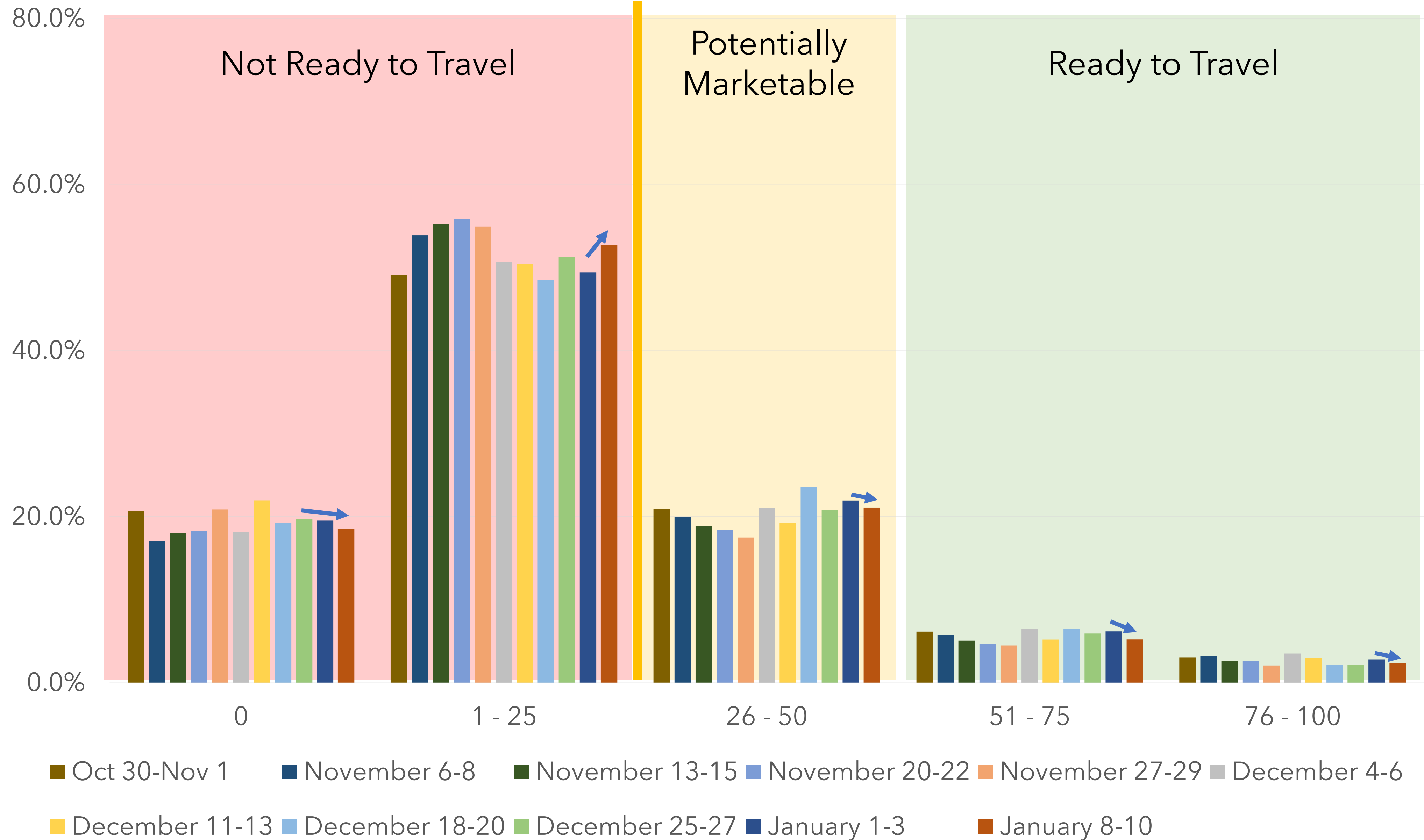
*Normalized to a 100pt scale

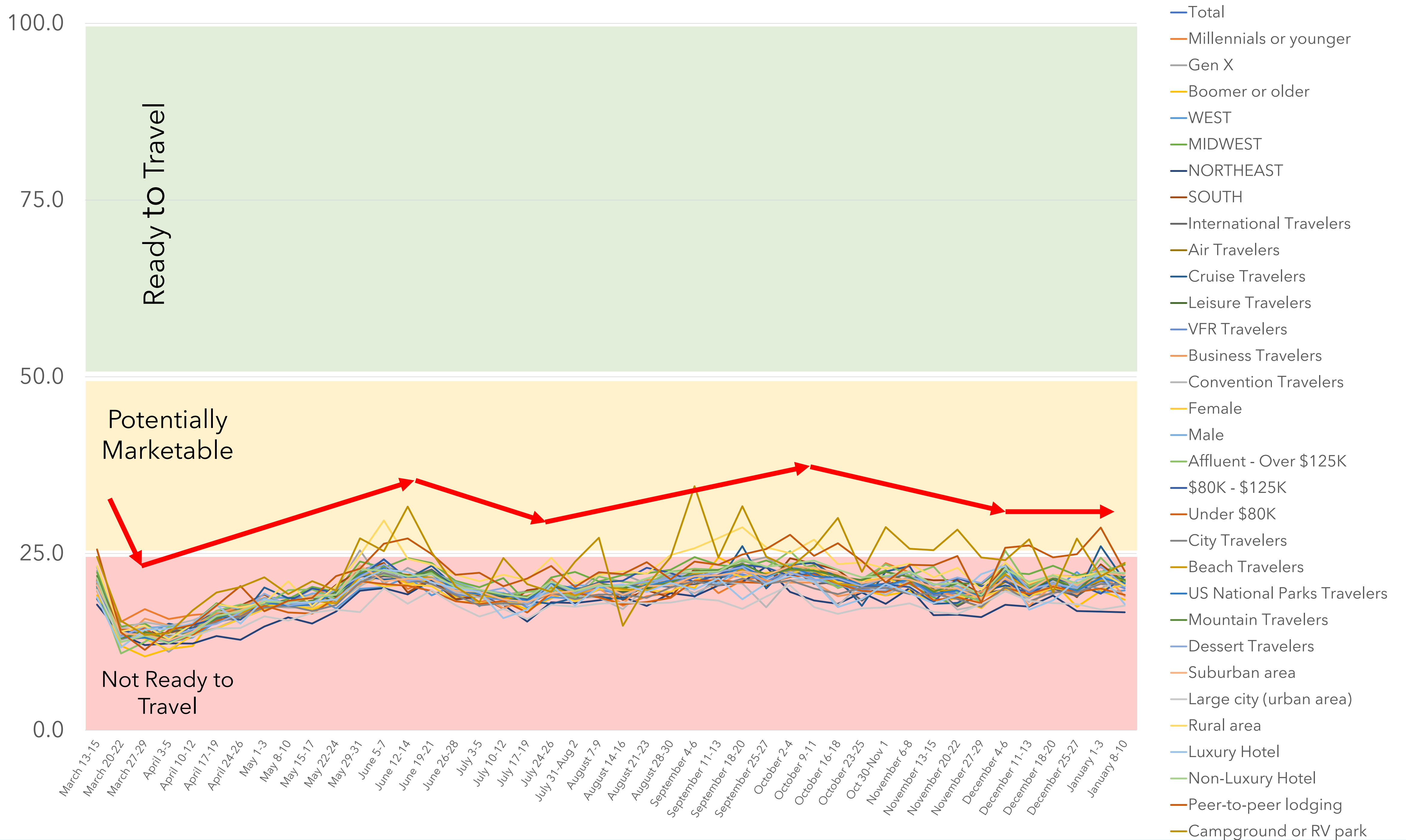
Healthy Travel Outlook

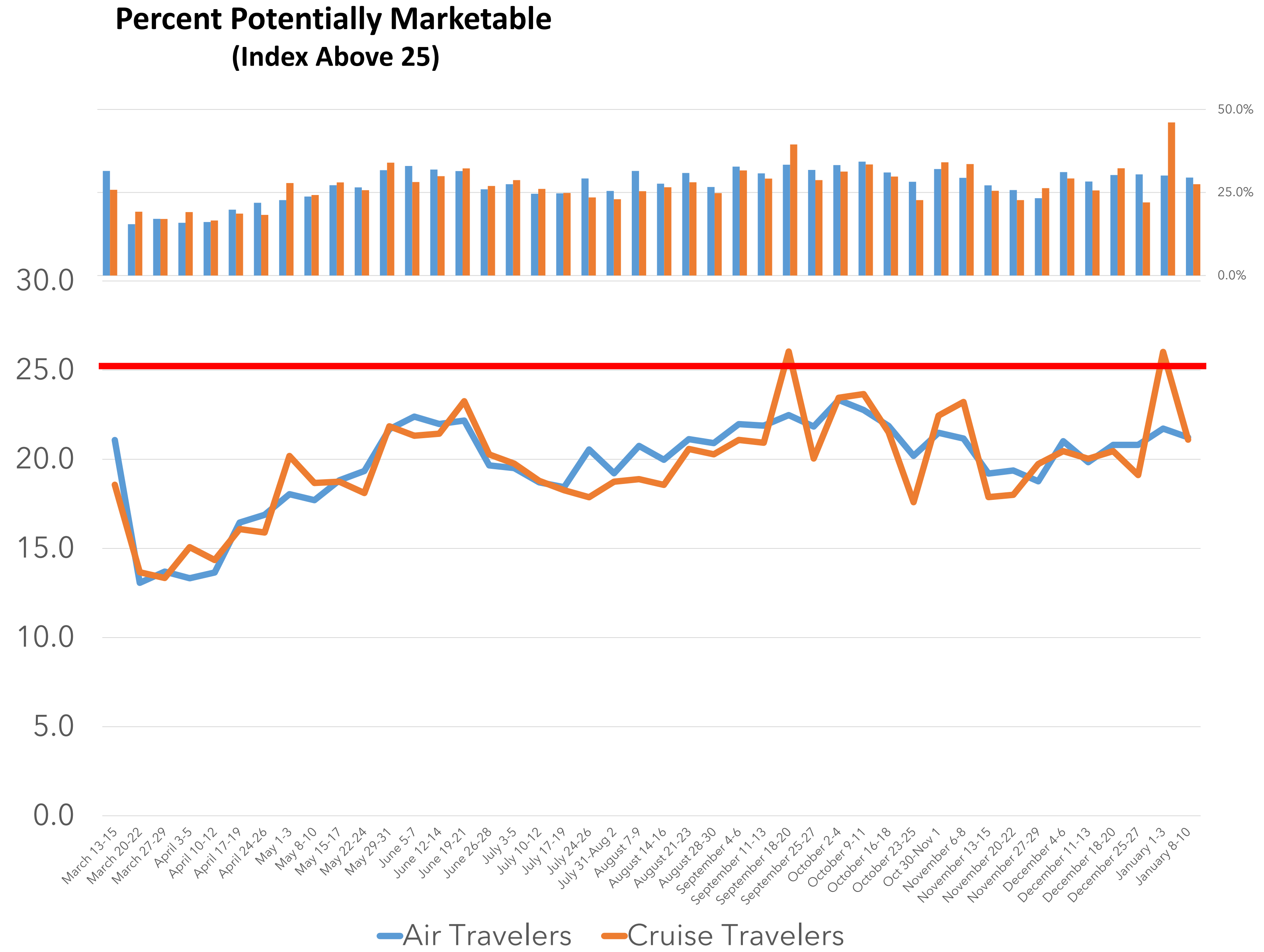
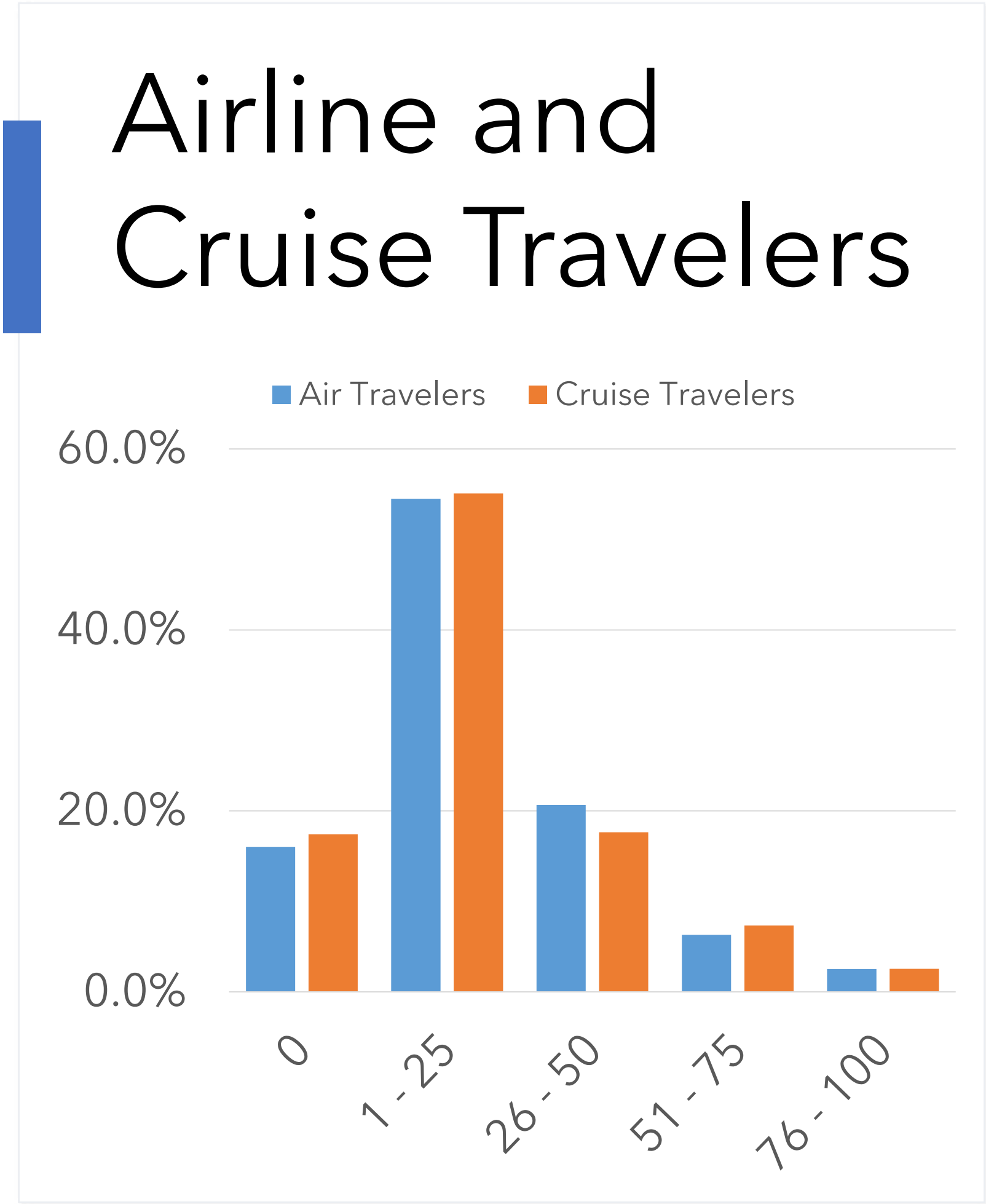


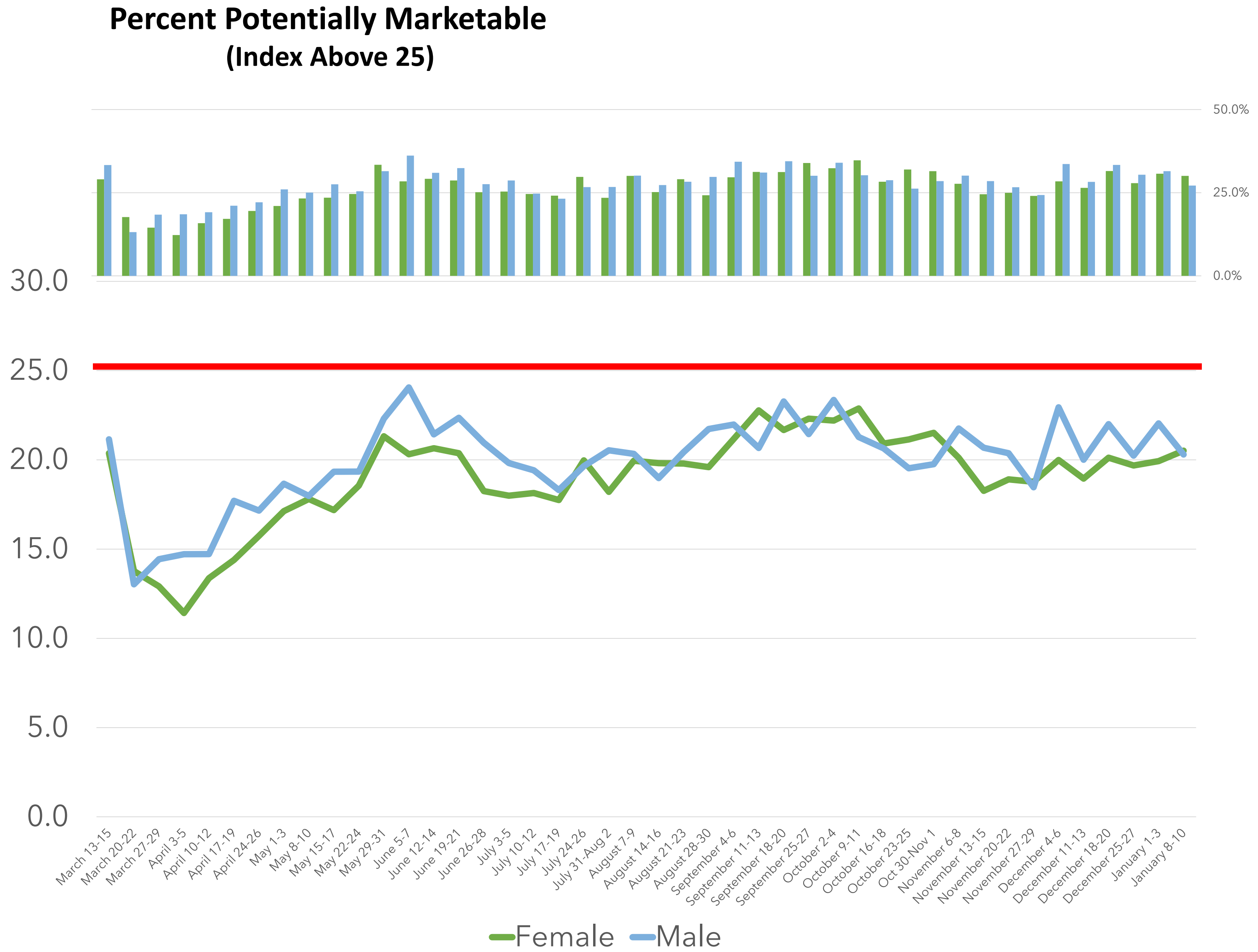
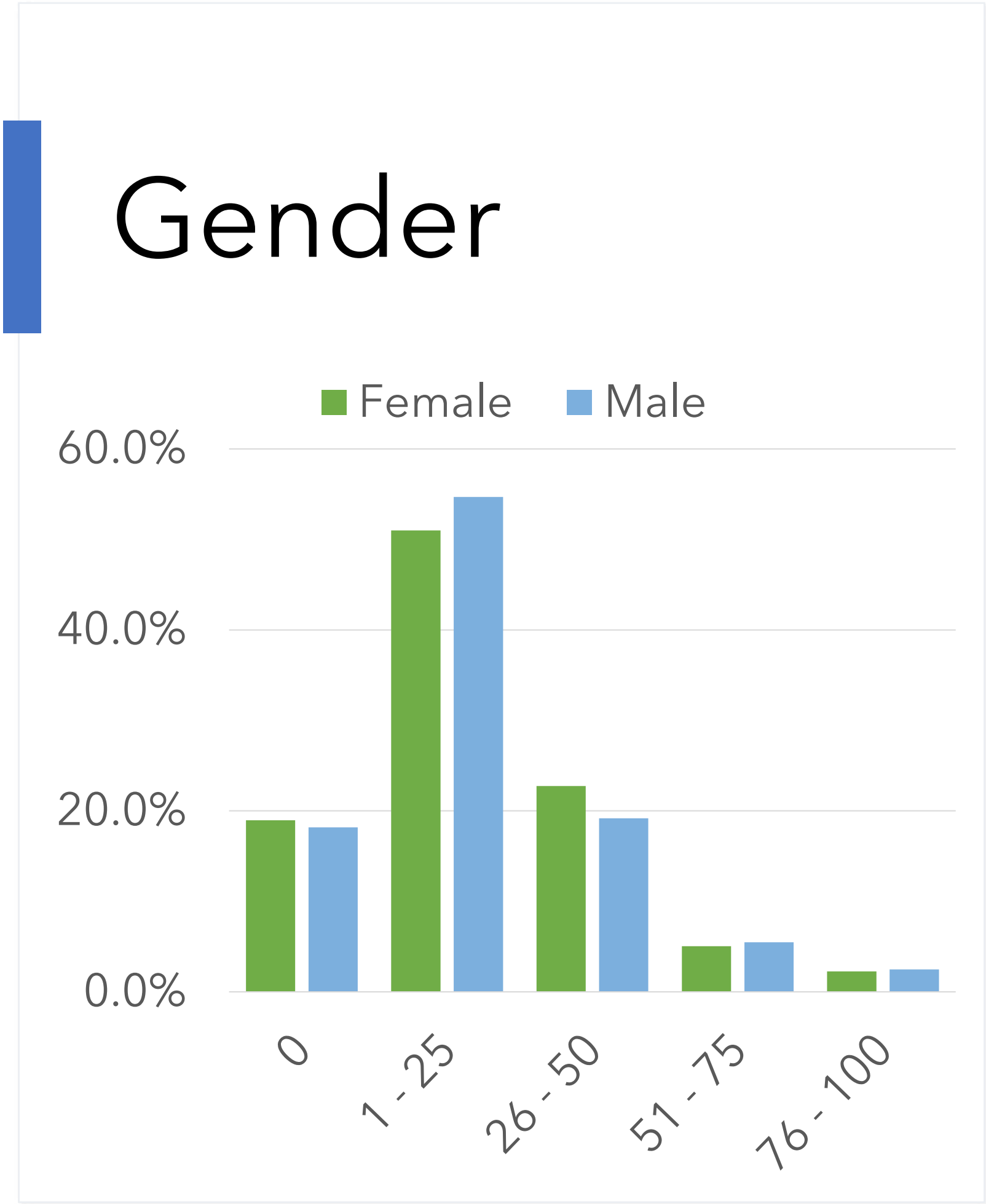
Travel Outlook

Neutral



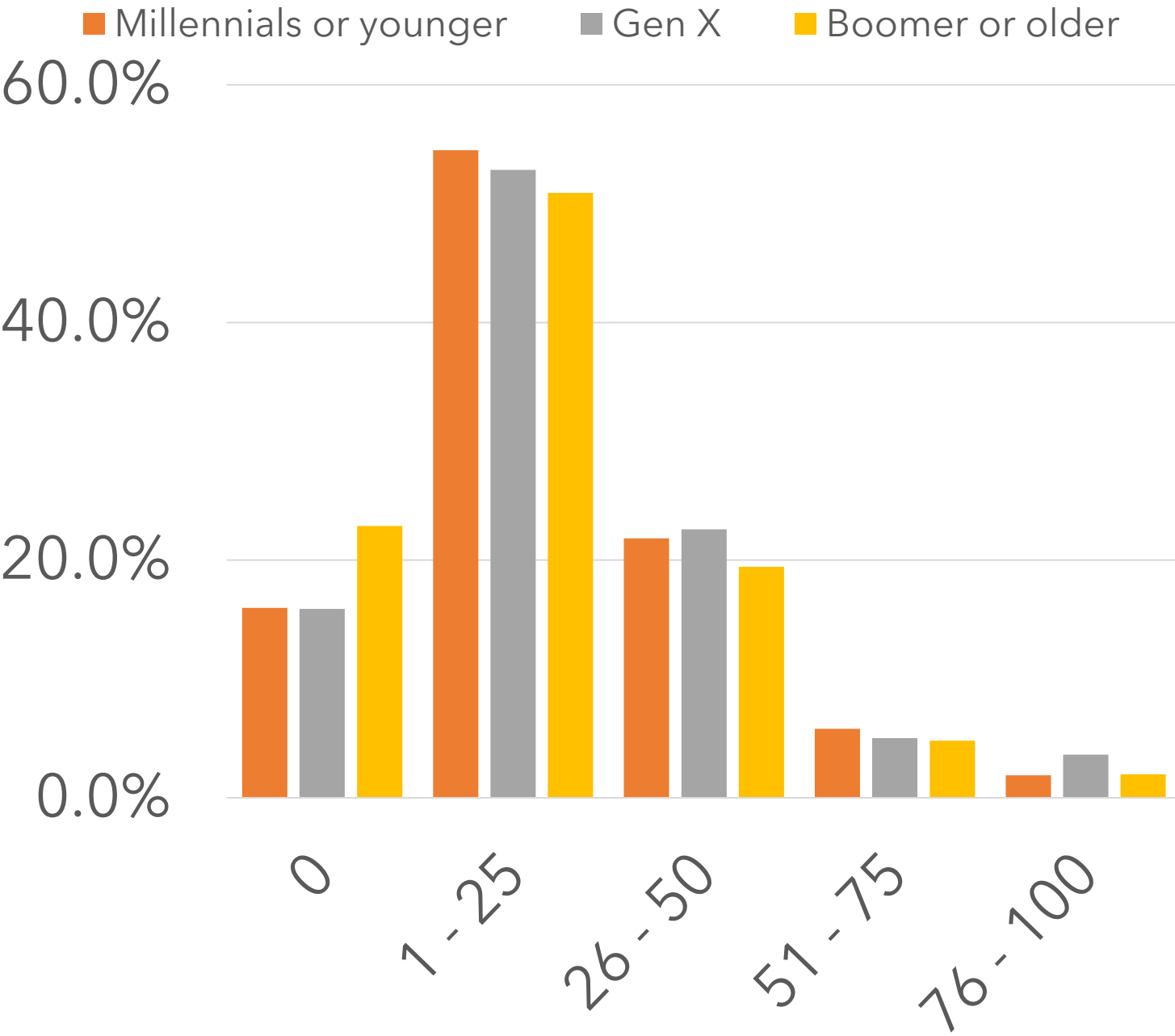




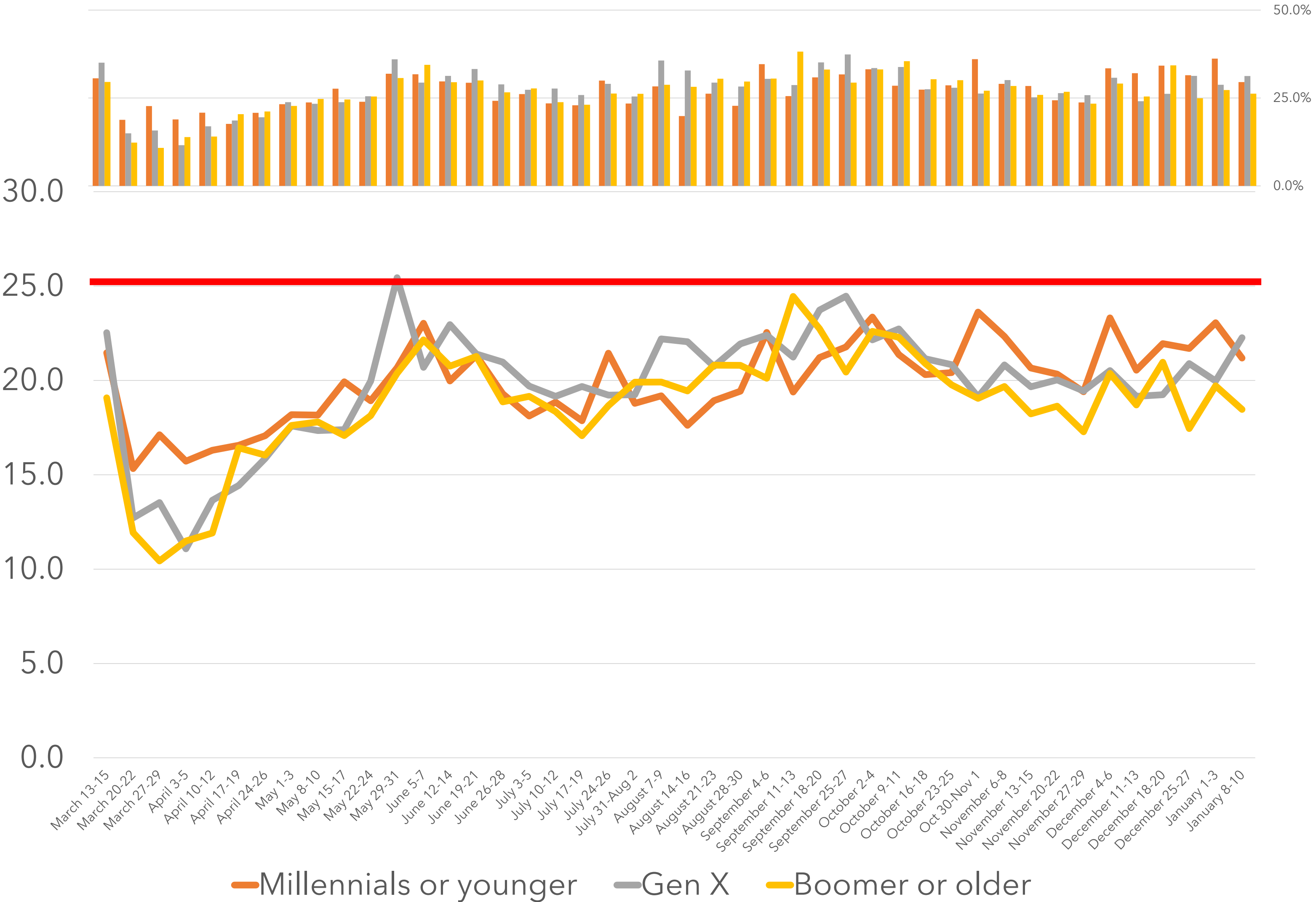


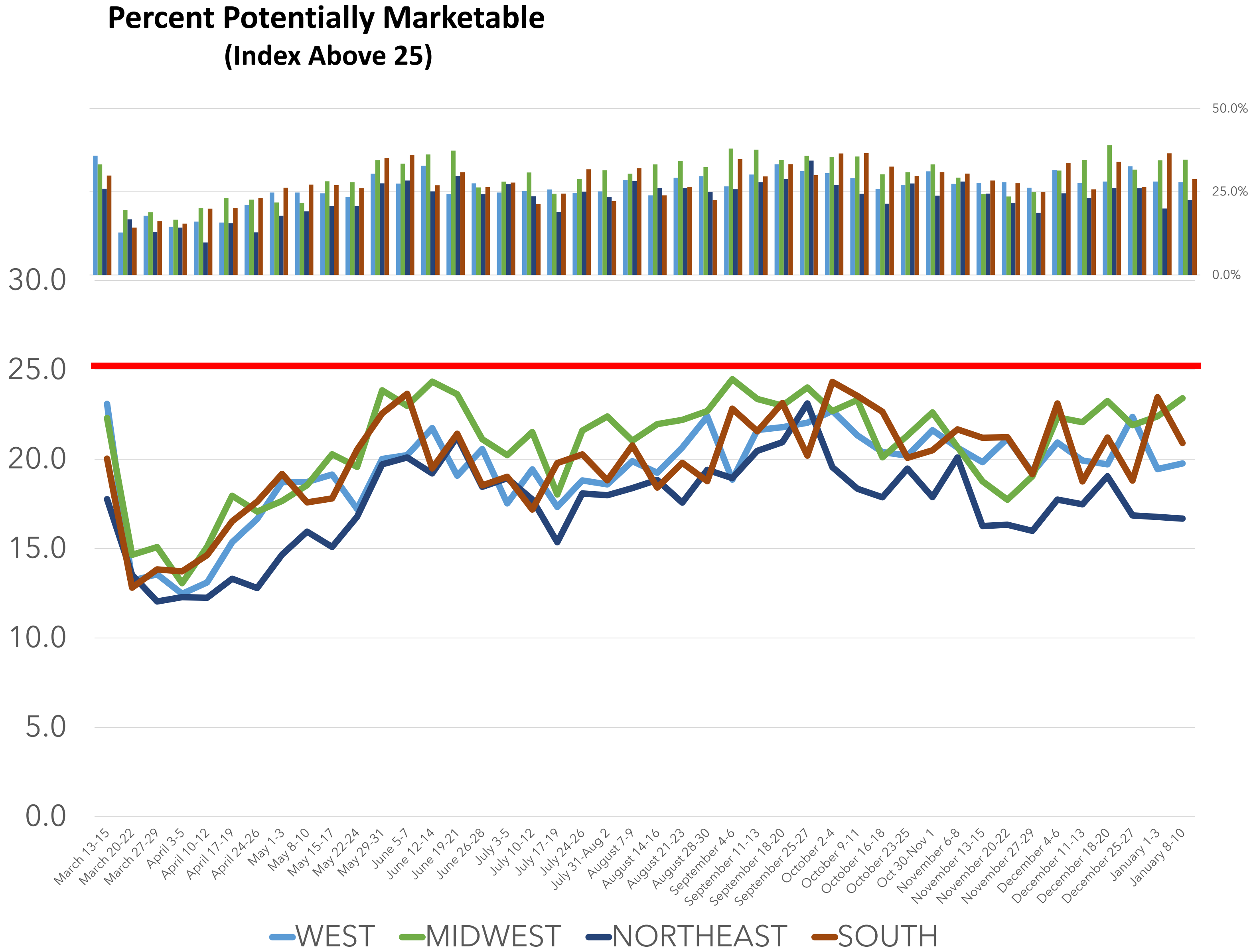
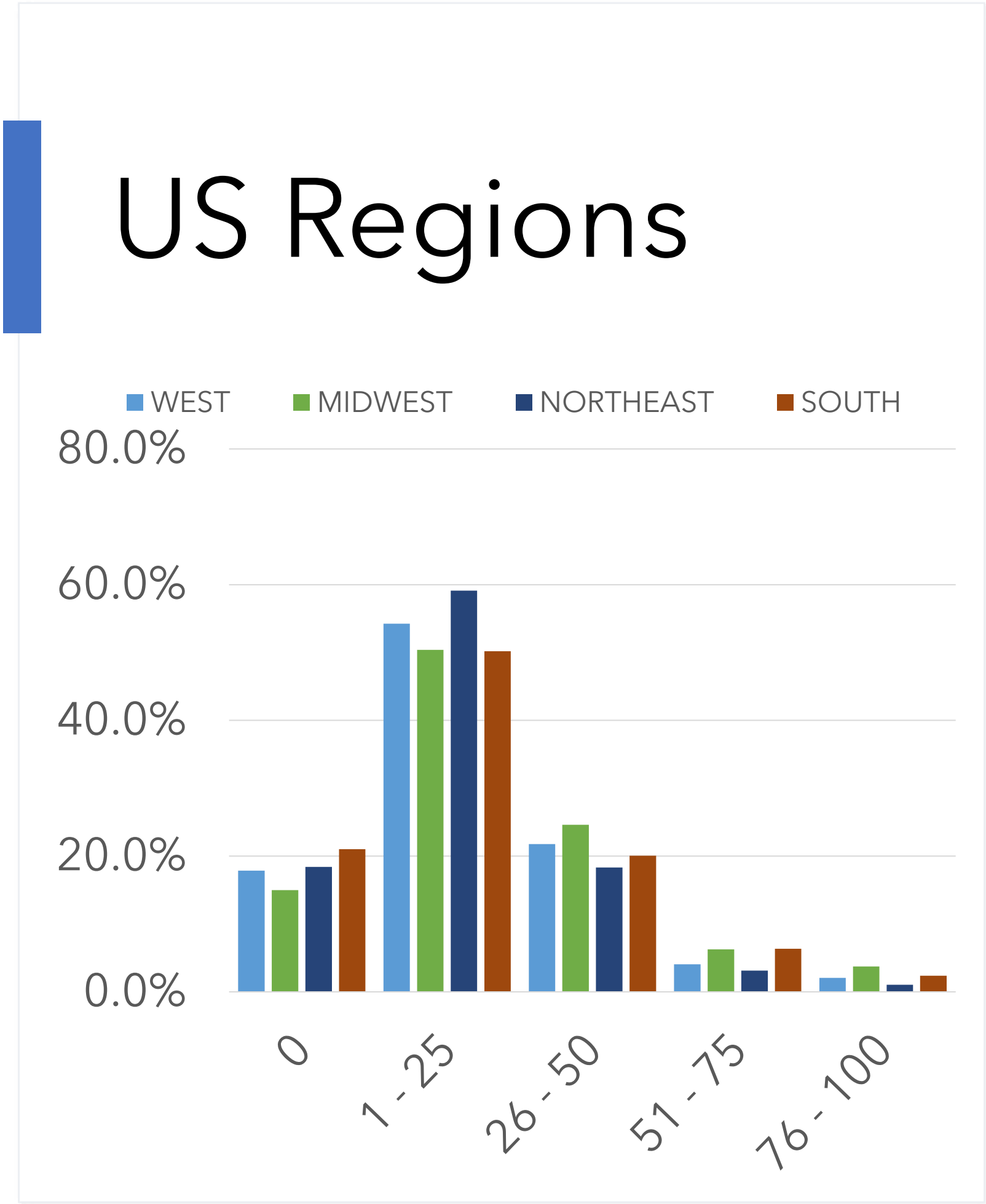


Generation



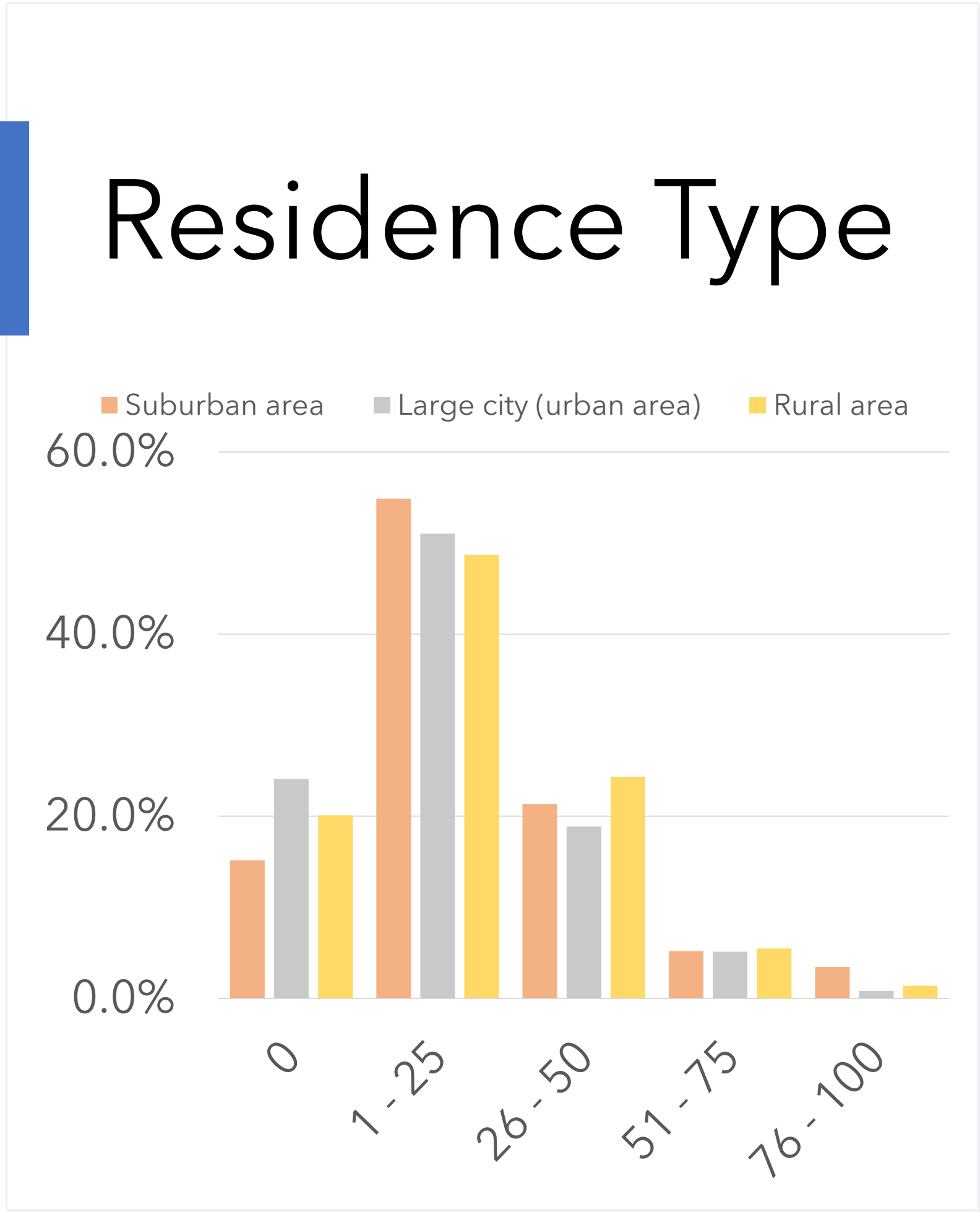
Percent Potentially Marketable (Index Above 25)



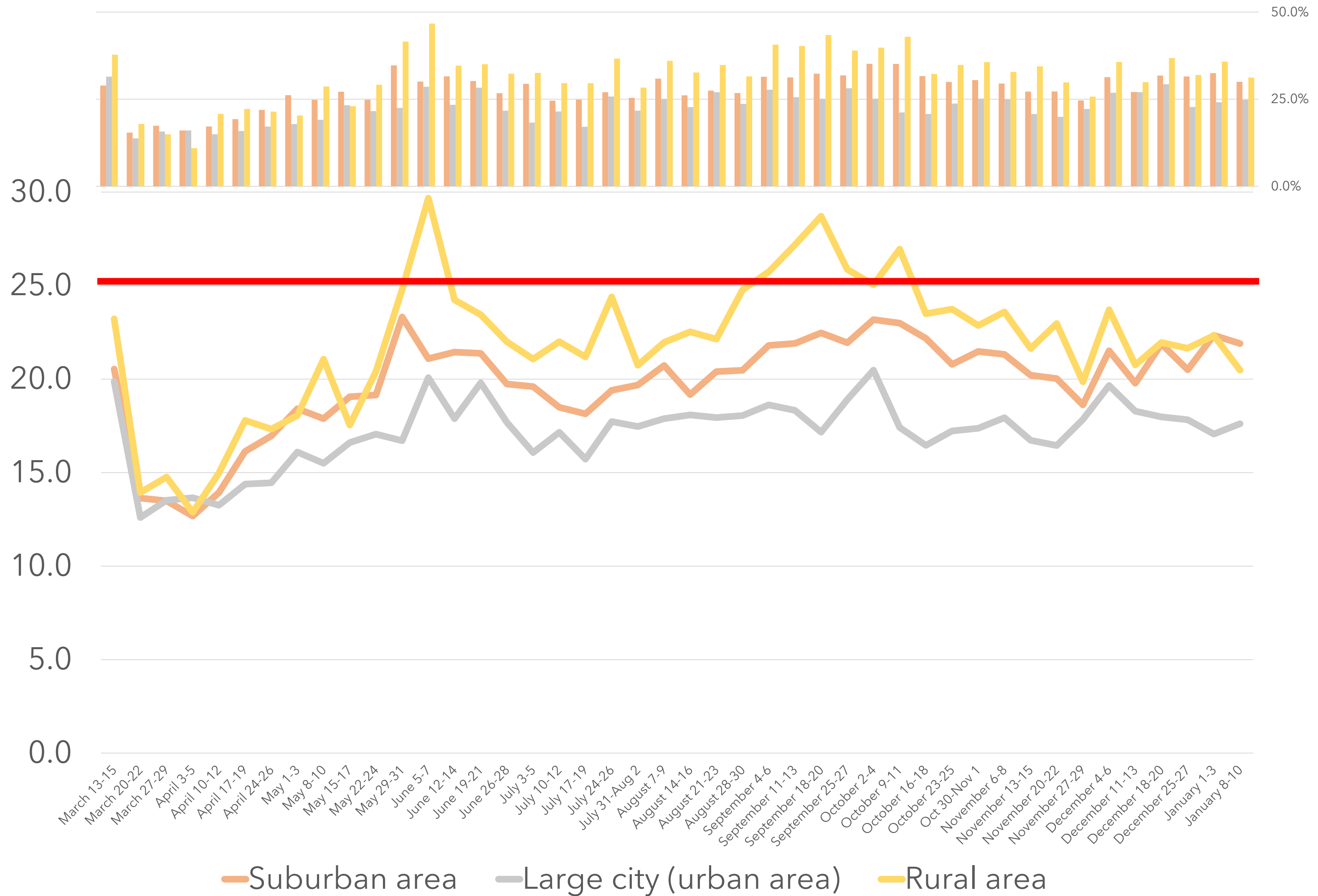


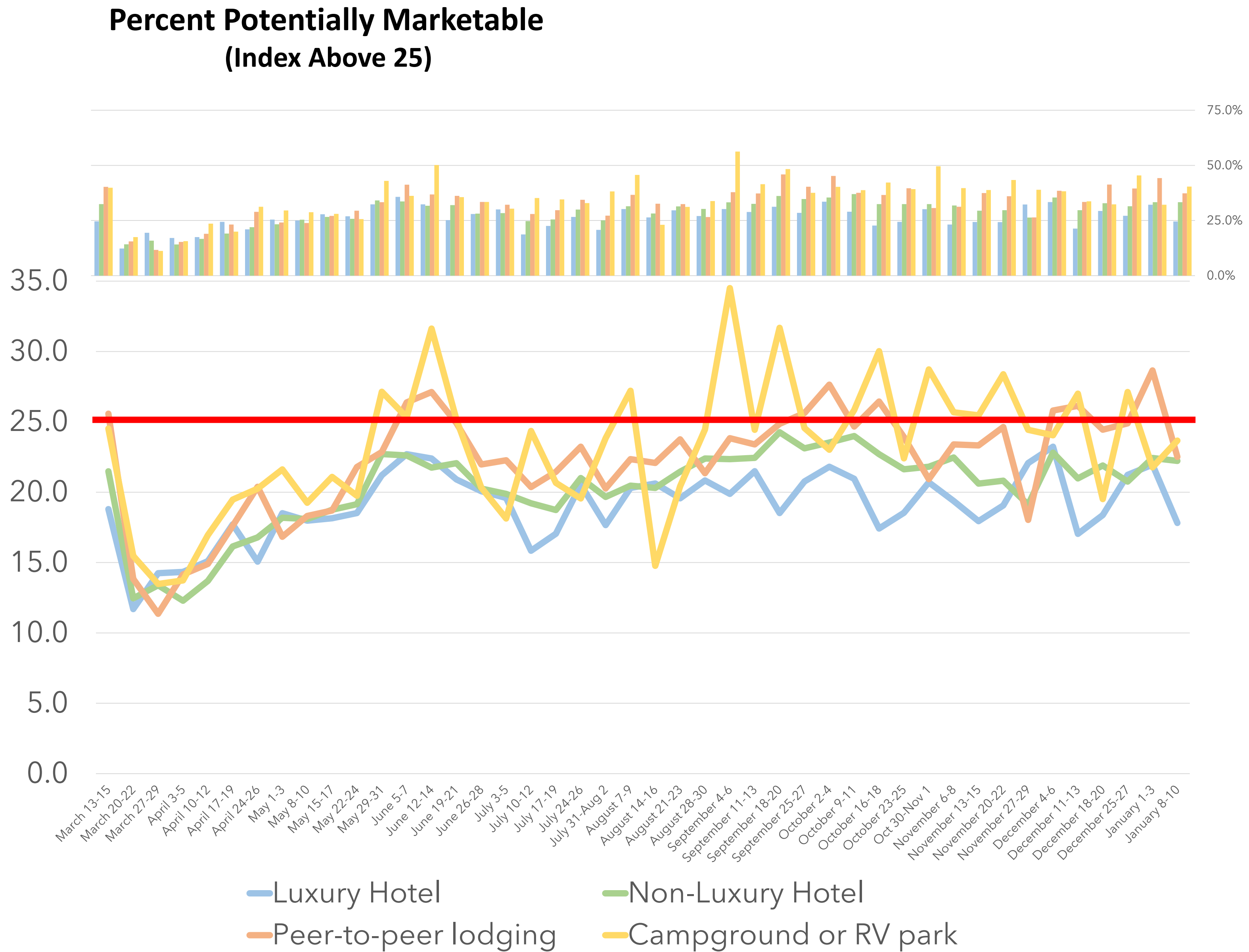
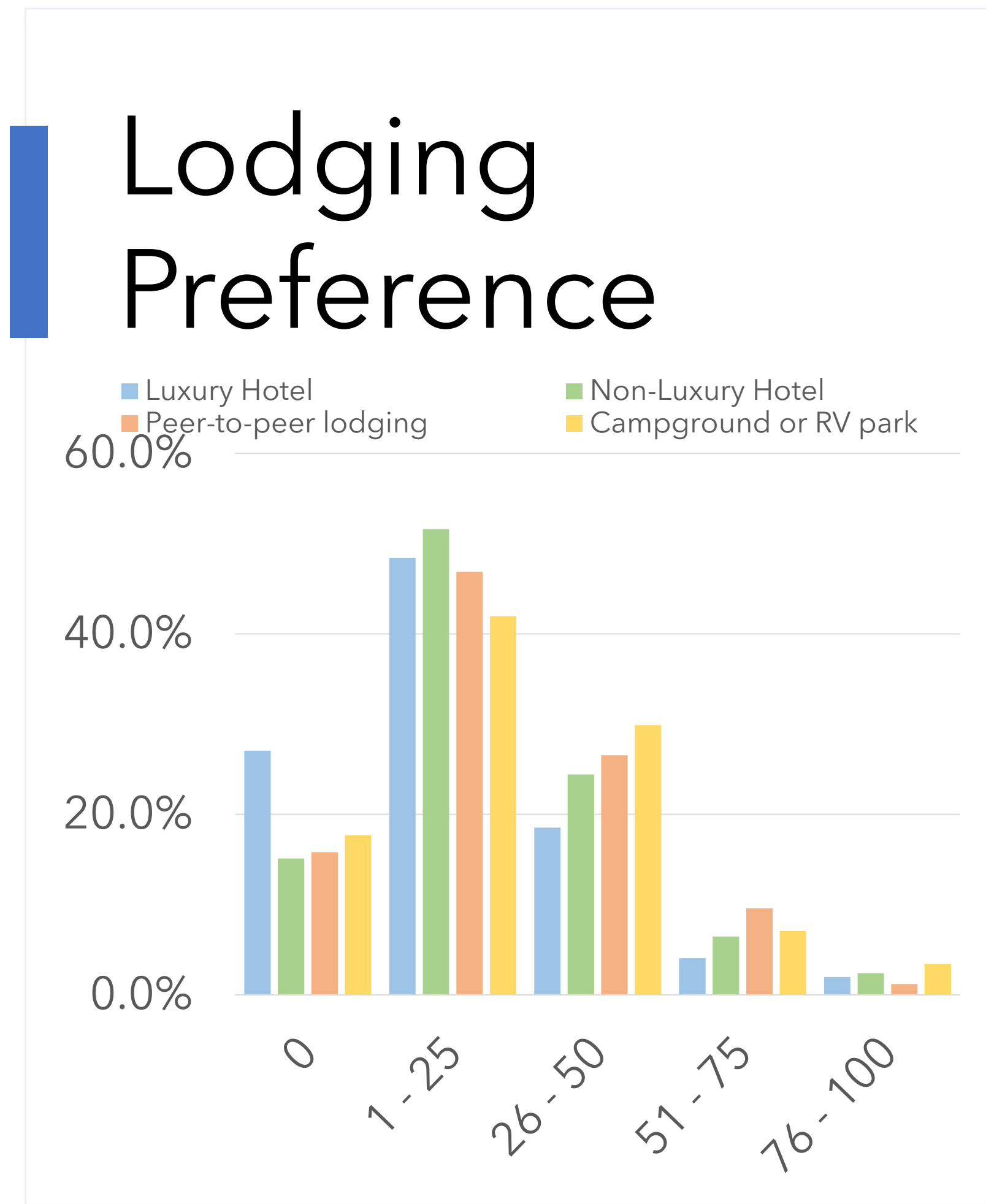


Residence Type



Percent Potentially Marketable (Index Above 25)





15-minute presentations for your board and stakeholders

info@destinationanalysts.com



The show airs Sunday at 11:00 AM EST, and you can catch it either with Live Streaming on wchv.com or download the WCHV APP on either iTunes or Google Play.



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- Visitor & Target Audience Profiles
- Brand Performance
- Visitor Activity Analysis & Segmentation
- Persona Research
- Resident + Stakeholder Research
- Advertising Testing
- Website Usability Analysis

info@destinationanalysts.com



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

Send suggestions or requests for questions to:

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