

CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

PRESENTATION OF LATEST FINDINGS
JANUARY 26TH, 2021

Destination  Analysts





Destination  Analysts

The background of the image is a complex financial chart. It features a dark blue color scheme with various data series. There are several line graphs in different shades of blue and white, some showing peaks and troughs. Overlaid on these are semi-transparent bar charts. Faint, light blue numerical values are scattered across the background, suggesting stock prices or financial data. The overall aesthetic is professional and data-driven.

Independent

Unbiased

RESEARCH

A hand is holding a large, orange puzzle piece against a bright, sunlit background. The puzzle piece is the central focus, with its interlocking shape clearly visible. The background is a soft, out-of-focus scene of light and color, suggesting a warm, sunny day. The overall mood is positive and hopeful, symbolizing the idea of putting together a puzzle or solving a problem.

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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 46 data (fielded January 22-24) 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**



NEWS

Global Economy Politics & Policy Technology Markets & Finance Business

Latest News

US stocks closed higher as investors bet on a soft landing. The S&P 500 rose 1.2% to 4,500. Tech stocks led the gain, with the Nasdaq up 1.5%. The Dow Jones Industrial Average added 100 points.

Mortgage and Savings Center

Product	Rate	Term
30-Year Fixed	6.75%	30
15-Year Fixed	5.75%	15
5/1 ARM	5.25%	5
7/1 ARM	5.50%	7

Joe Biden to reinstate COVID-19 travel restrictions lifted by Donald Trump, impose South Africa ban

Josh Rivera USA TODAY



President Joe Biden signs his first executive orders in the Oval Office of the White House on Wednesday, Jan. 20, 2021, in Washington. *Evan Vucci, AP*

President Joe Biden on Monday is expected to reinstate COVID-19 travel restrictions to combat COVID-19 infections, a White House official who was not authorized to speak ahead of the official announcement confirmed to USA TODAY on Sunday.

The restrictions, which were in place for most of 2020, apply to non-U.S. citizens who have been in Brazil, Ireland, the United Kingdom, and much of Europe. Then-President Donald Trump [rescinded the restrictions](#) days before the end of his term.

"With the pandemic worsening, and more contagious variants emerging around the world, this is not the time to be lifting restrictions on international travel," the now-White House Press Secretary [Jen Psaki said on Twitter last Monday](#).

"On the advice of our medical team, the Administration does not intend to lift these restrictions on (Jan.) 26. In fact, we plan to strengthen public health measures around international travel in order to further mitigate the spread of COVID-19," Psaki [added](#).

COVID-19 has devastated Hawaii's lei industry; now generations-old shops are clawing back

Alia Wong USA TODAY



HONOLULU – Summer Campos and her husband, Carlos, braced themselves before going through their ledger. Lei shops like theirs in Hawaii's capital are being pummeled by the coronavirus pandemic, which has essentially put tourism and major life-event celebrations, the linchpins of Hawaii's lei industry, on hiatus.

So they were puzzled to realize they sold more flower garlands and arrangements between last July and September than they did during the same period in 2019.

The pleasant surprise was short-lived once they realized the brief period of strong sales could be attributed to the same cause as the devastating business losses they've suffered overall since March.

Close to 40% of Hawaii's COVID-19-related deaths as of mid-January – 117 – occurred between July and September, according to an analysis of [New York Times data](#). The U.S. as a whole suffered nearly 80,000 fatalities during the same time period. The number of memorials skyrocketed, as did, it seems, the number of families ordering lei.

"We became overnight grief counselors," Summer Campos said, echoing her counterparts at other lei shops. They spent hours on the phone with people in Hawaii and on the mainland seeking to commemorate their loved ones with traditional Hawaiian garlands and arrangements.

US coronavirus death toll passes 400,000 amid grim forecast over winter

Thousands more deaths expected this season as more transmissible strain spreads and vaccinations move slowly



▲ A healthcare worker tends to a Covid-19 patient in the intensive care unit at Santa Clara Valley medical center in San Jose, California. Photograph: Jeff Chiu/AP

More than 400,000 Americans have now been killed by the coronavirus, a horrific marker of the misery the virus has spread across the country, as the rate of deaths from Covid-19 increases.

The latest death toll comes as thousands more deaths are expected in a bleak American winter with widespread Covid transmission, as a more transmissible strain spreads across the country and a mass vaccination campaign gets off to a slow start.

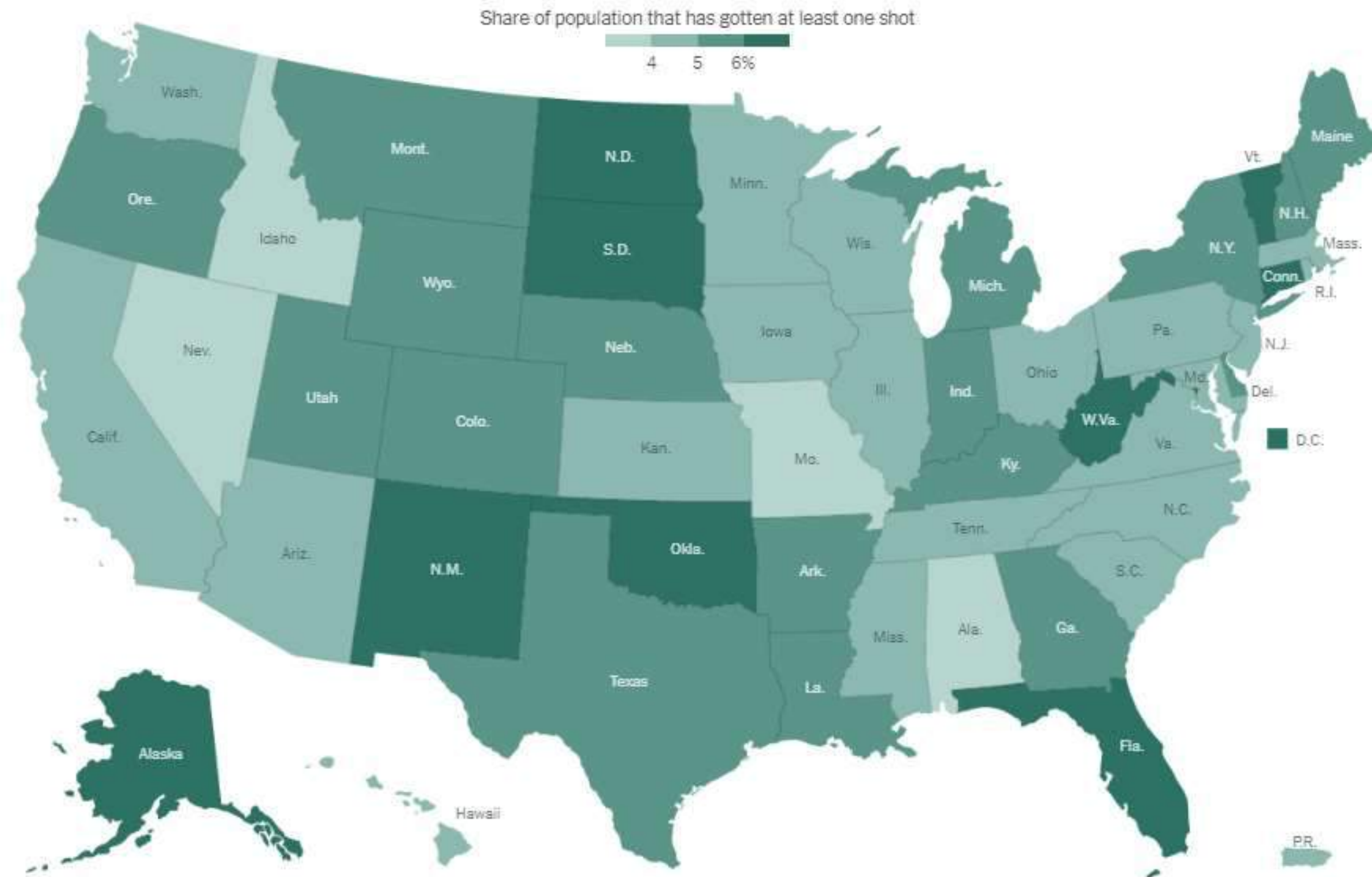
The Johns Hopkins University [Coronavirus](#) Resource Center reported 400,022 people had died. The burden is disproportionately borne by people of color.

New COVID-19 strains 'poised to unleash' more severe infections – Security Council hears



See How the Vaccine Rollout Is Going in Your State

By The New York Times Updated Jan. 23, 2021



Source: Centers for Disease Control and Prevention

The federal [Centers for Disease Control and Prevention](#) said about 17.4 million people have received at least one dose of a Covid-19 vaccine, and that about 3 million people had been fully vaccinated.

Biden warns Covid will 'get worse before it gets better' as he unveils strategy

Lauren Gambino in Washington · 2 days ago



Joe Biden began his first full day as president confronting a host of major crises facing his fledgling administration, starting with a flurry of actions to address his most pressing challenge: the raging Covid-19 pandemic.



© Provided by The Guardian Photograph: Al Drago/EPN

At a White House event on Thursday afternoon, Biden unveiled a new “wartime” strategy to combat the coronavirus, vowing “help is on the way.”

Related: [Joe Biden marks start of presidency with flurry of executive orders](#)

“For the past year, we couldn’t rely on the federal government to act with the urgency and focus and coordination we needed,” Biden said, referring to the administration of Donald Trump, which ended at midday the day before.

“And we have seen the tragic costs of that failure,” he said in remarks from the White House, where he was joined by his vice-president, Kamala Harris, and Dr Anthony Fauci, his chief medical adviser and the nation’s top infectious disease expert.

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For Biden, 100 Million Vaccinations in 100 Days Not Easy



By Victoria Knight

Wednesday, January 20, 2021 (Kaiser News) -- This story also ran on PolitiFact. It can be republished for free.

It’s in the nature of presidential candidates and new presidents to promise big things. Just months after his 1961 inauguration, President John F. Kennedy

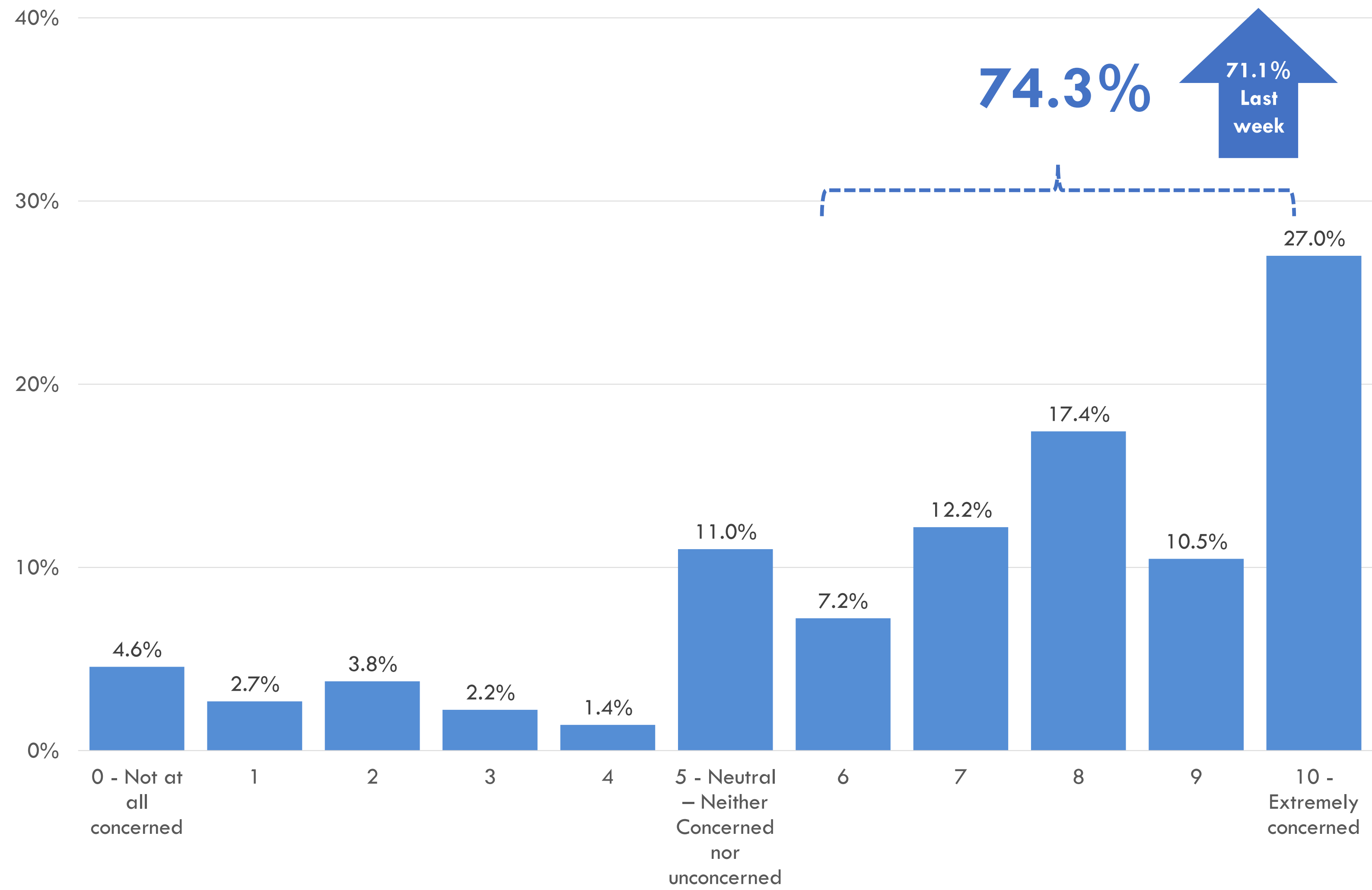
A woman with long brown hair, wearing glasses, a blue surgical face mask, a white turtleneck, a light-colored button-down shirt, and a long brown coat, stands in an airport. She is holding a bright yellow rolling suitcase with her right hand. She is looking upwards and to the right. The background is a blurred airport terminal with white structural elements 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

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)

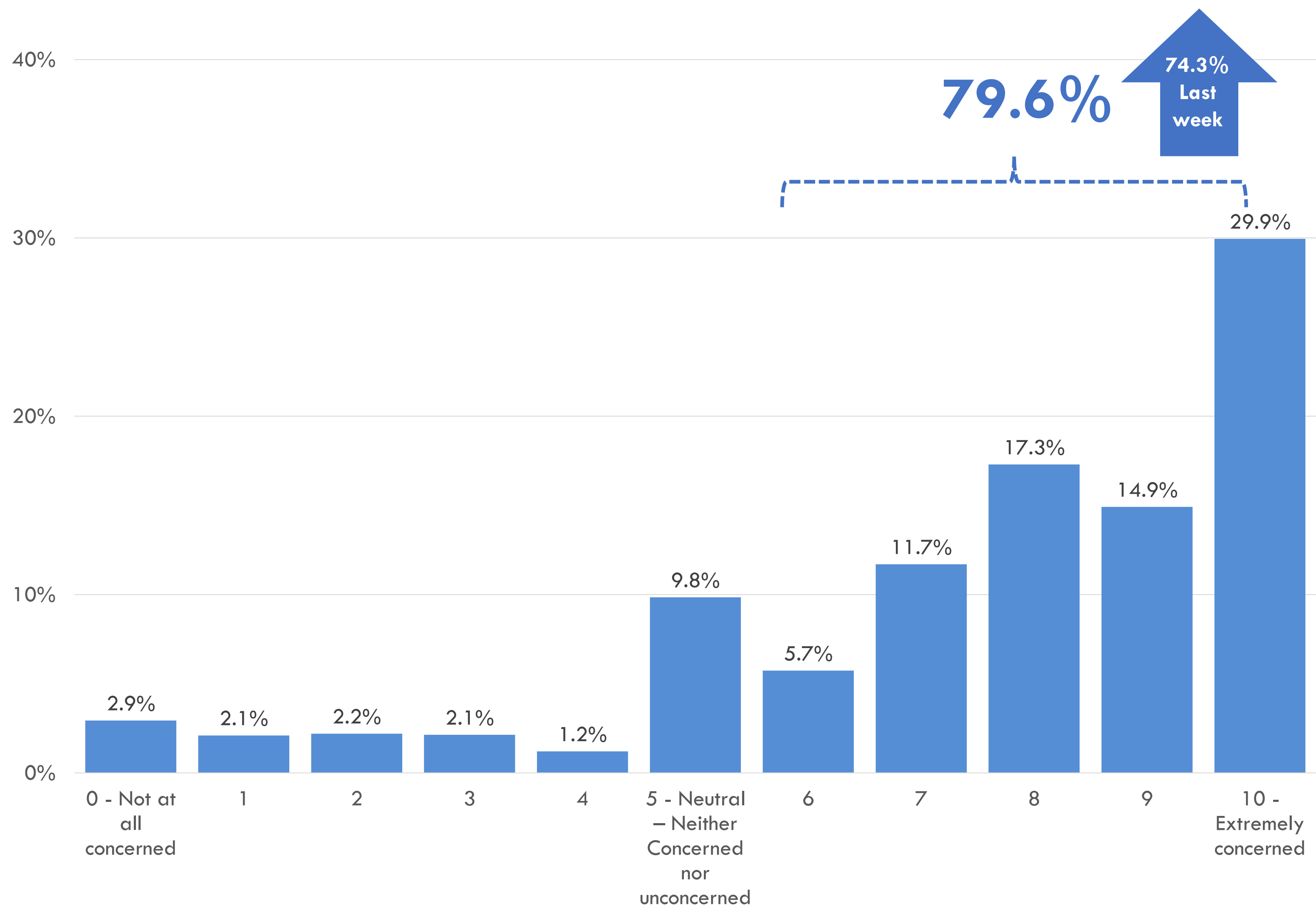
(Base: Wave 46 data. All respondents, 1,206 completed surveys. Data collected January 22-24, 2021)



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)

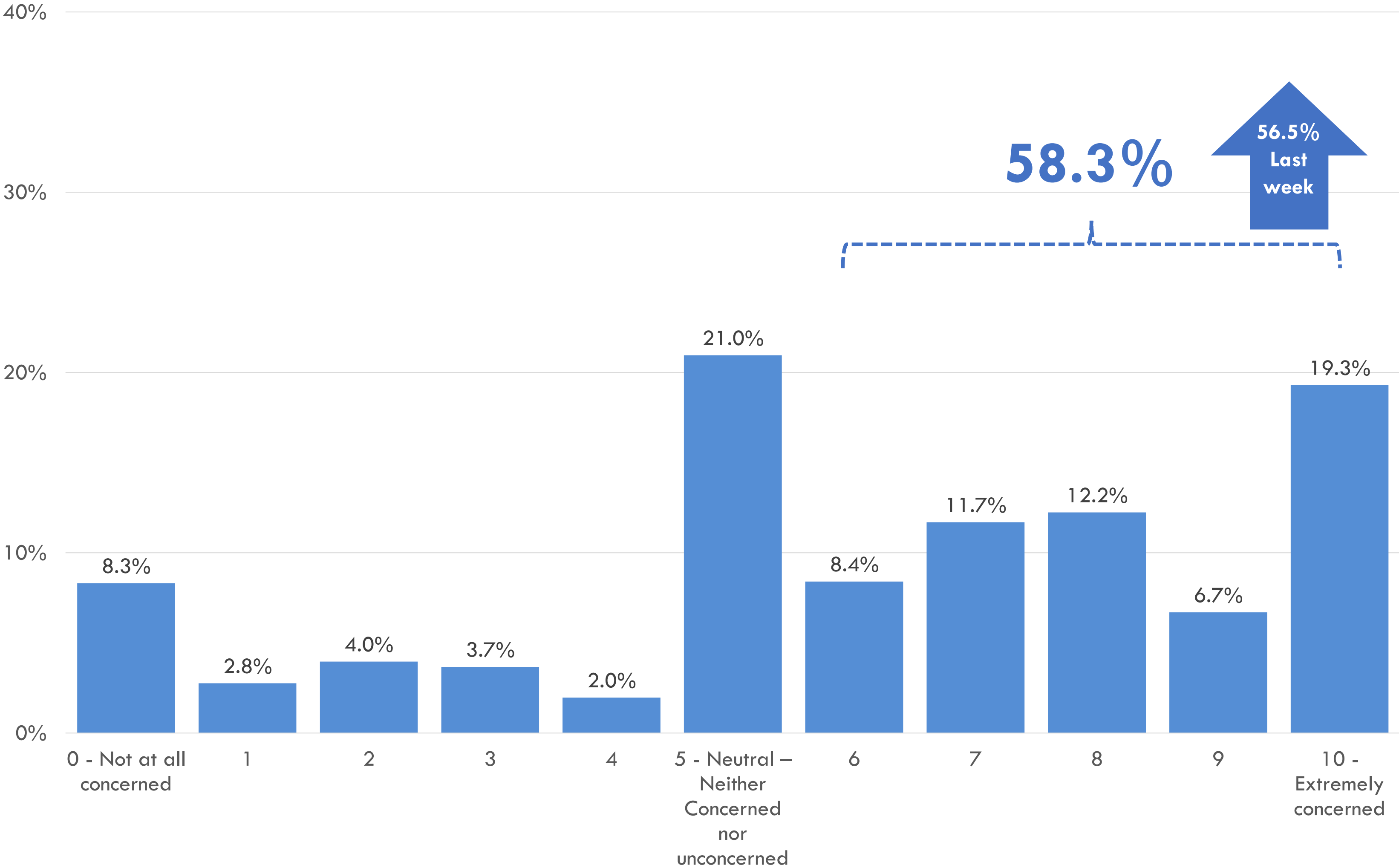
(Base: Wave 46 data. All respondents, 1,206 completed surveys. Data collected January 22-24, 2021)



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)

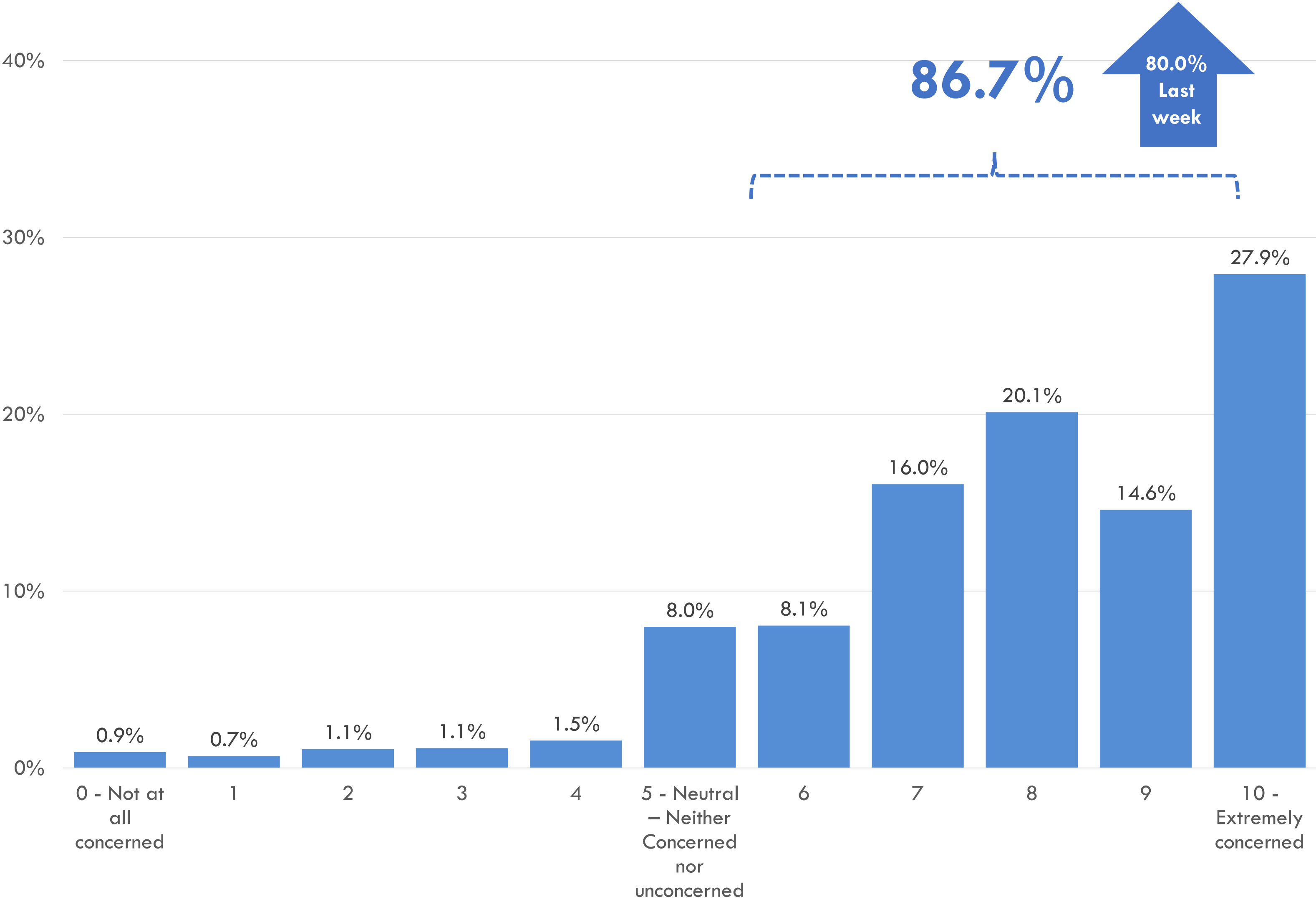
(Base: Wave 46 data. All respondents, 1,206 completed surveys. Data collected January 22-24, 2021)



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 46 data. All respondents, 1,206 completed surveys. Data collected January 22-24, 2021)



NATIONAL ANXIETY MAP: HIGH CONCERNS ABOUT COVID-19'S IMPACT AS OF JANUARY 24, 2021



NATIONAL
ECONOMY



PERSONAL
FINANCES

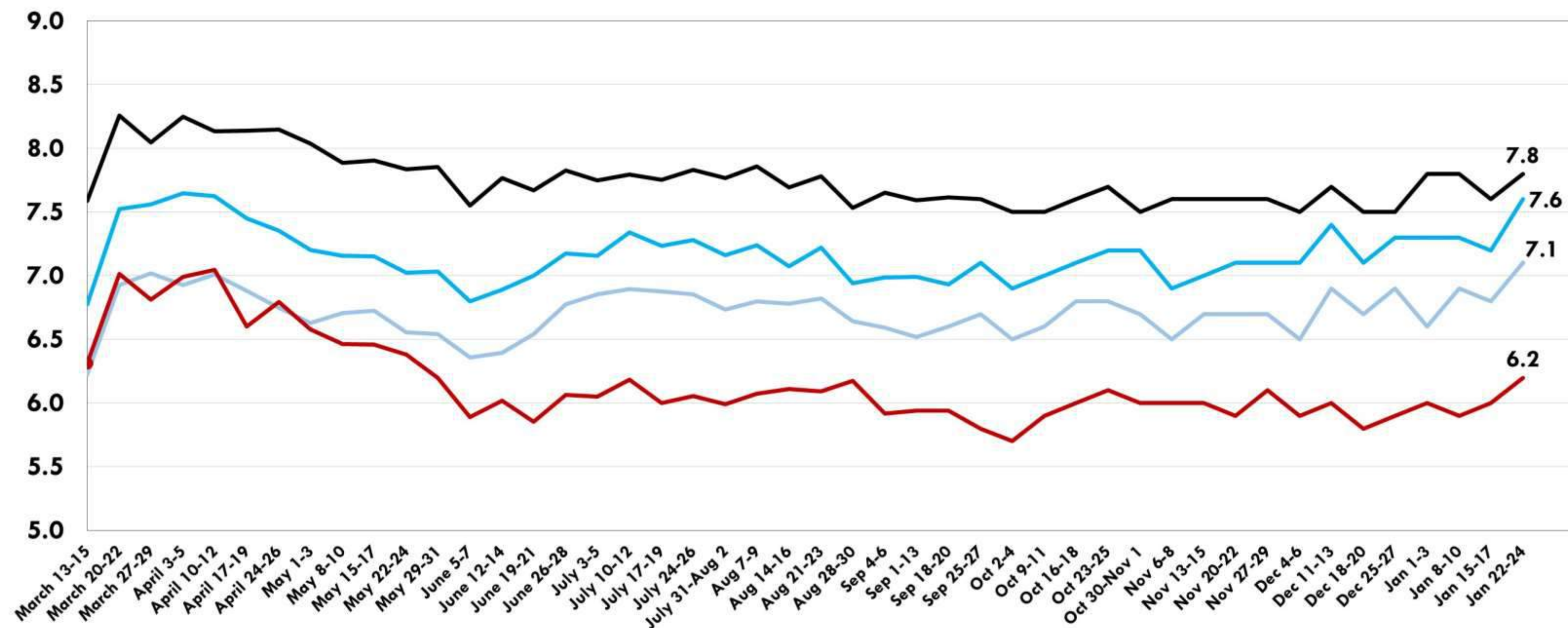


HEALTH OF
FRIENDS & FAMILY



PERSONAL
HEALTH

(AVERAGE SCORE ON AN 11-POINT SCALE)



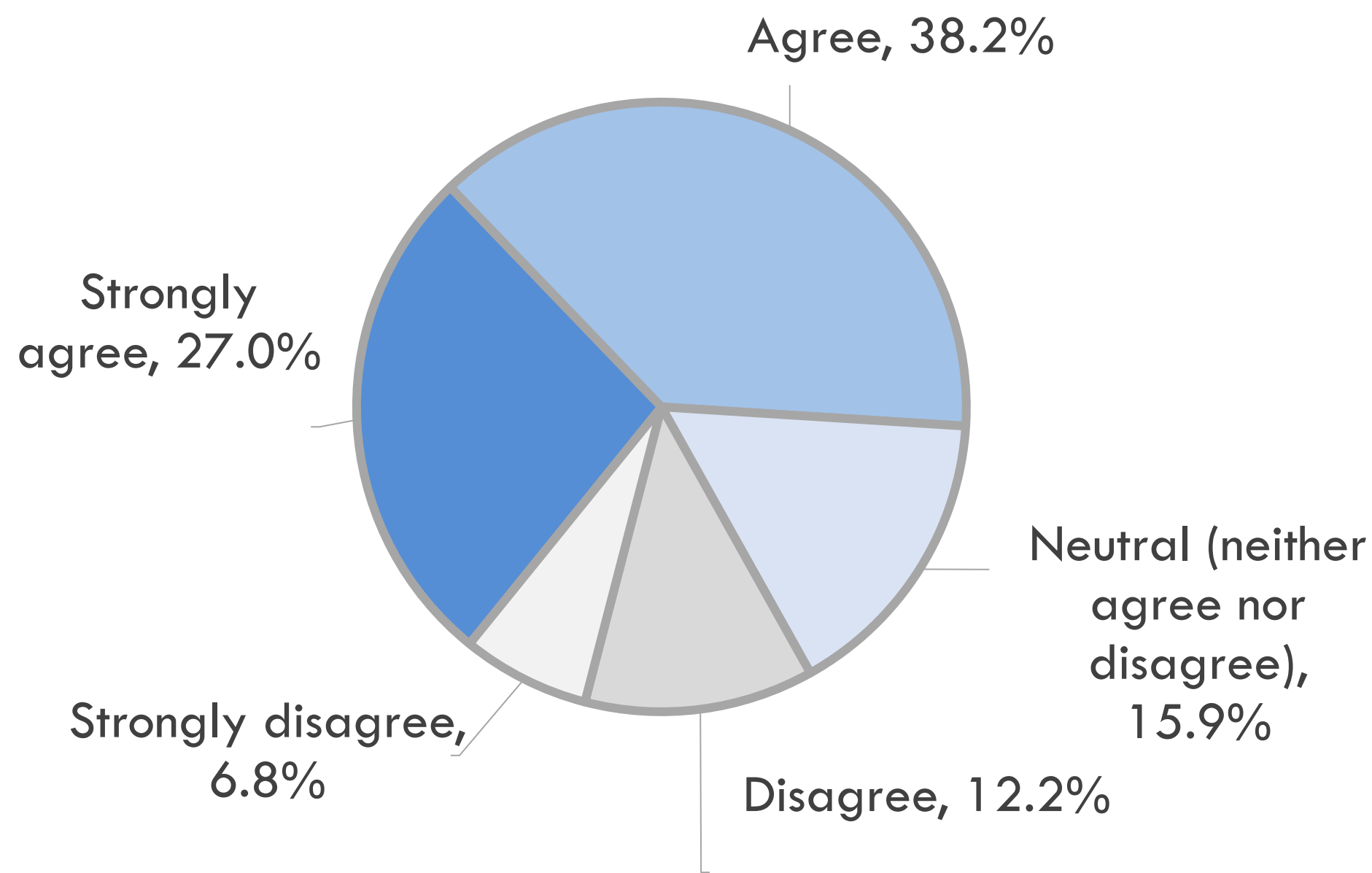
QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, HOW CONCERNED ARE YOU ABOUT THE IMPACT IT MAY HAVE ON THE/YOUR _____ ?

(Base: Waves 1-46. 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, 1,225, 1,205 and 1,206 completed surveys.)

INABILITY TO FULLY ENJOY TRAVEL RIGHT NOW

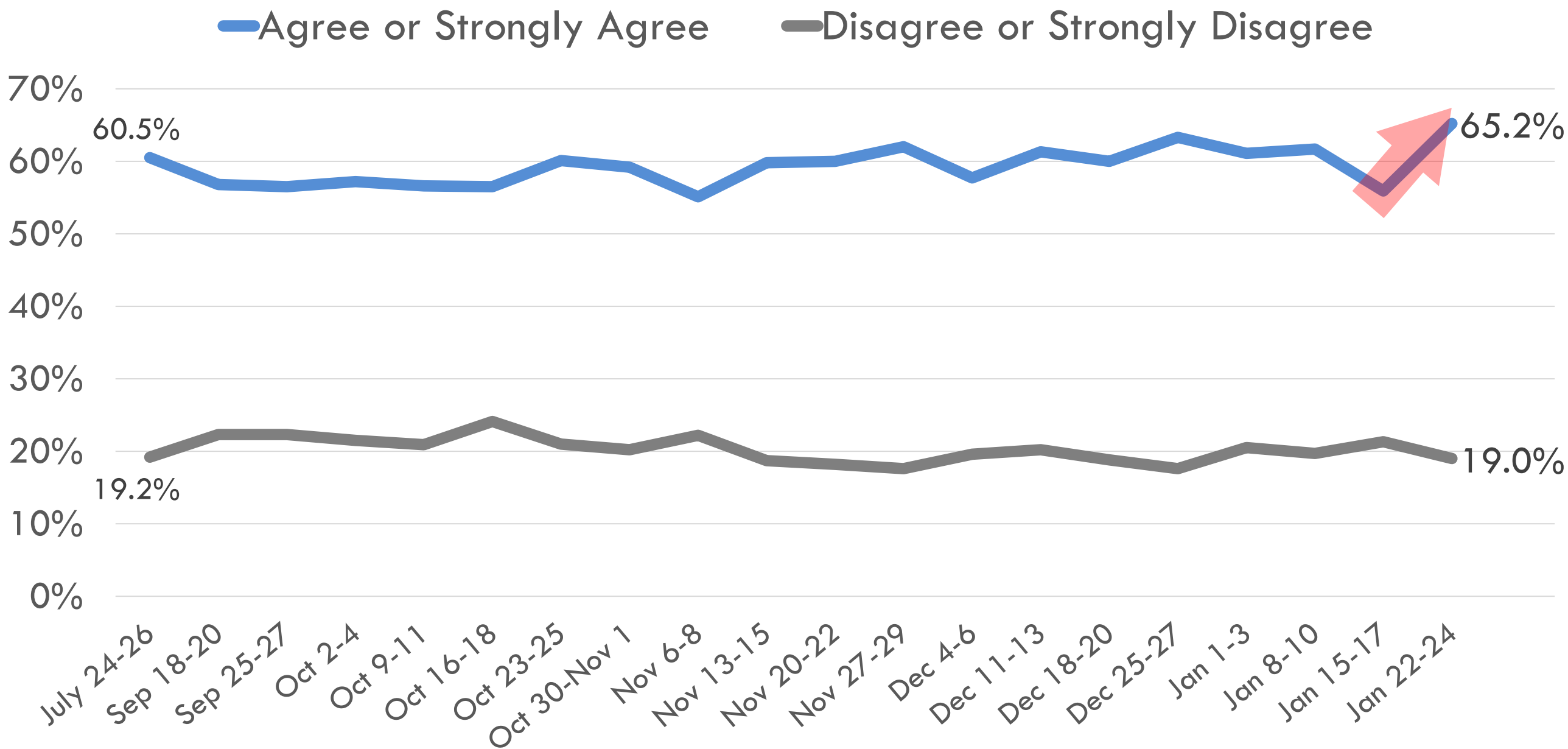
How much do you agree with the following statement?

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



(Base: Waves 20, 28-46 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, 1,225, 1,205 and 1,206 completed surveys.)

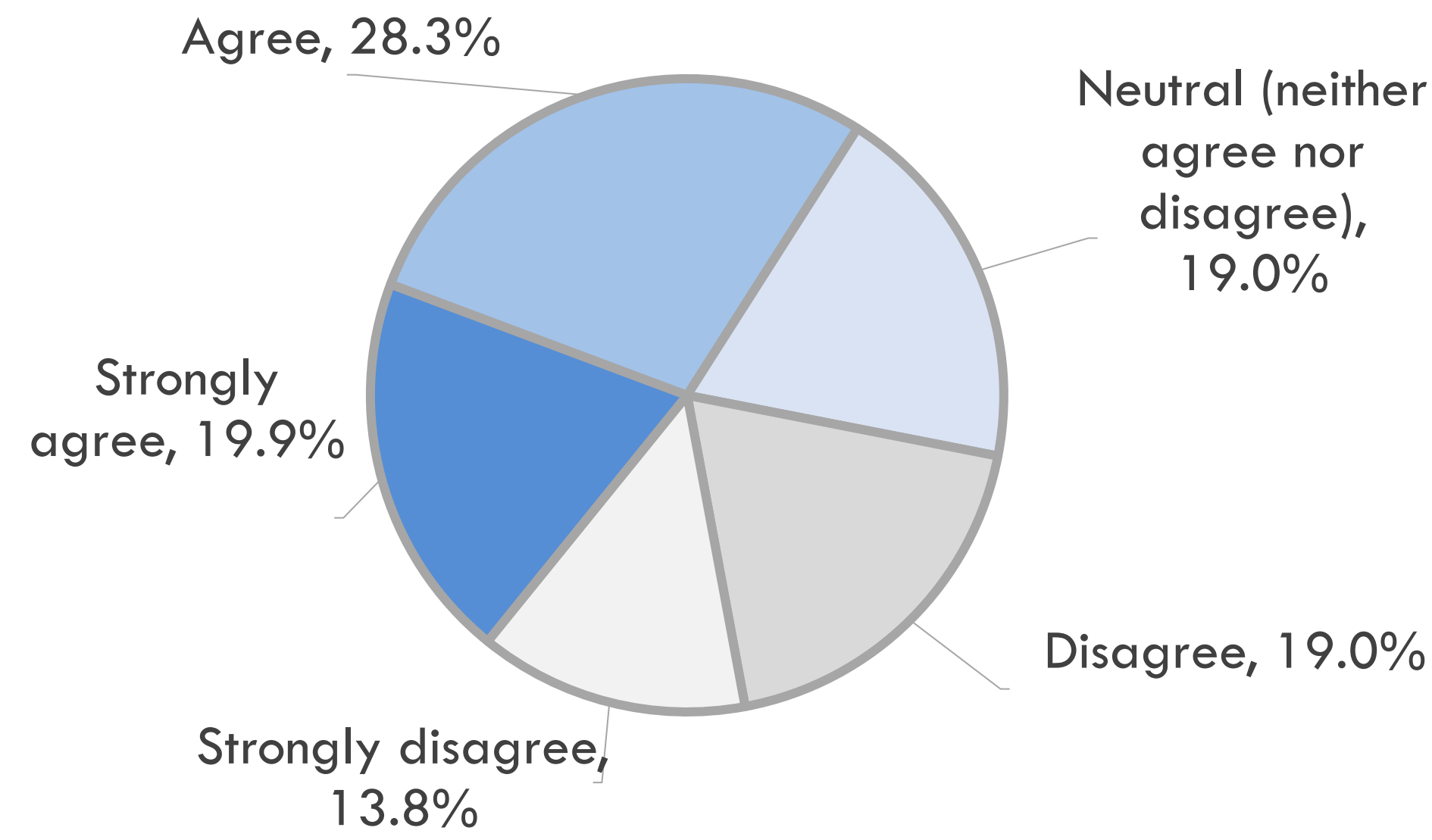
Historical data



LOSS OF INTEREST IN TRAVEL

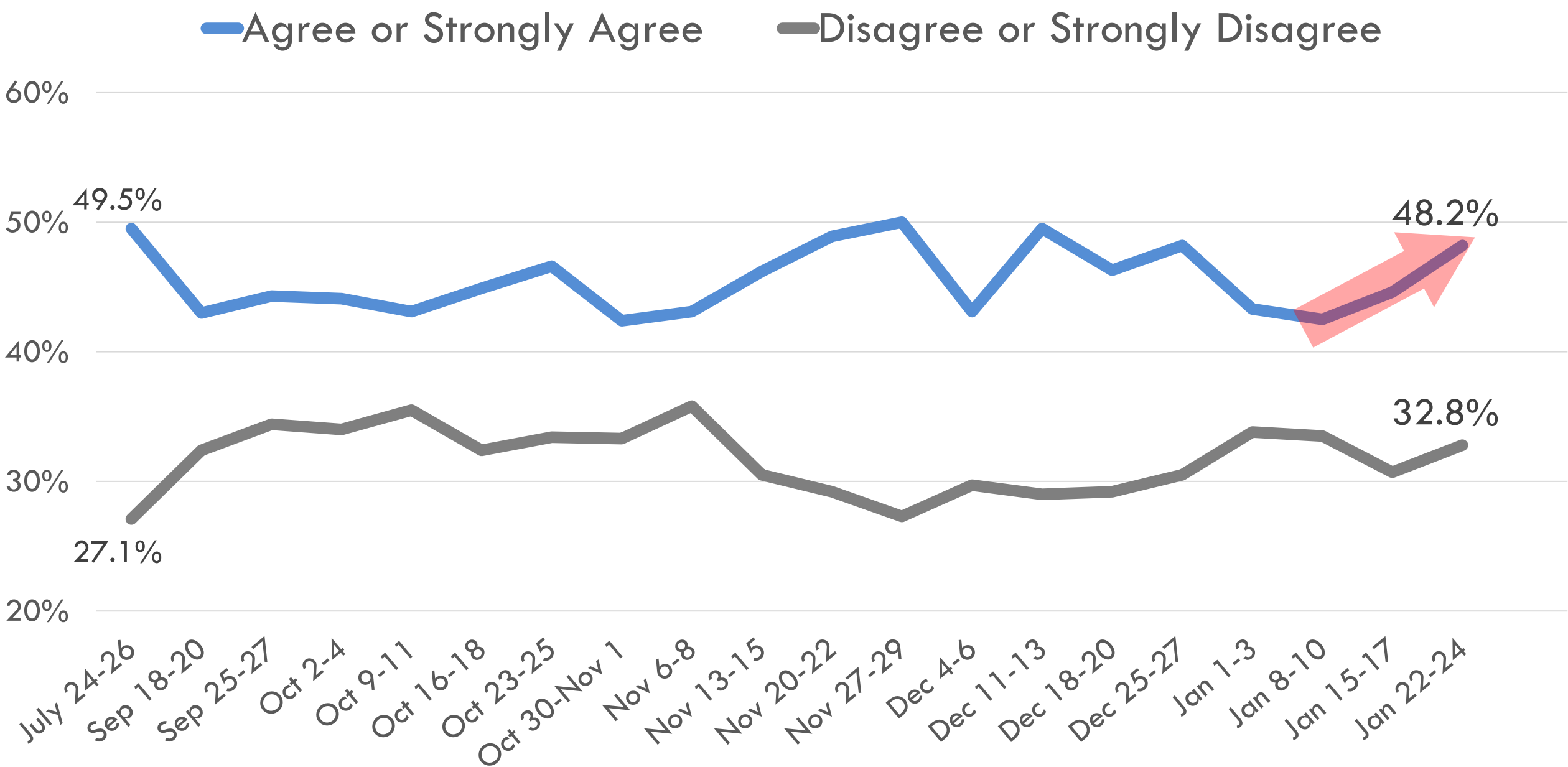
How much do you agree with the following statement?

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



(Base: Waves 20, 28-46 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, 1,225, 1,205 and 1,206 completed surveys.)

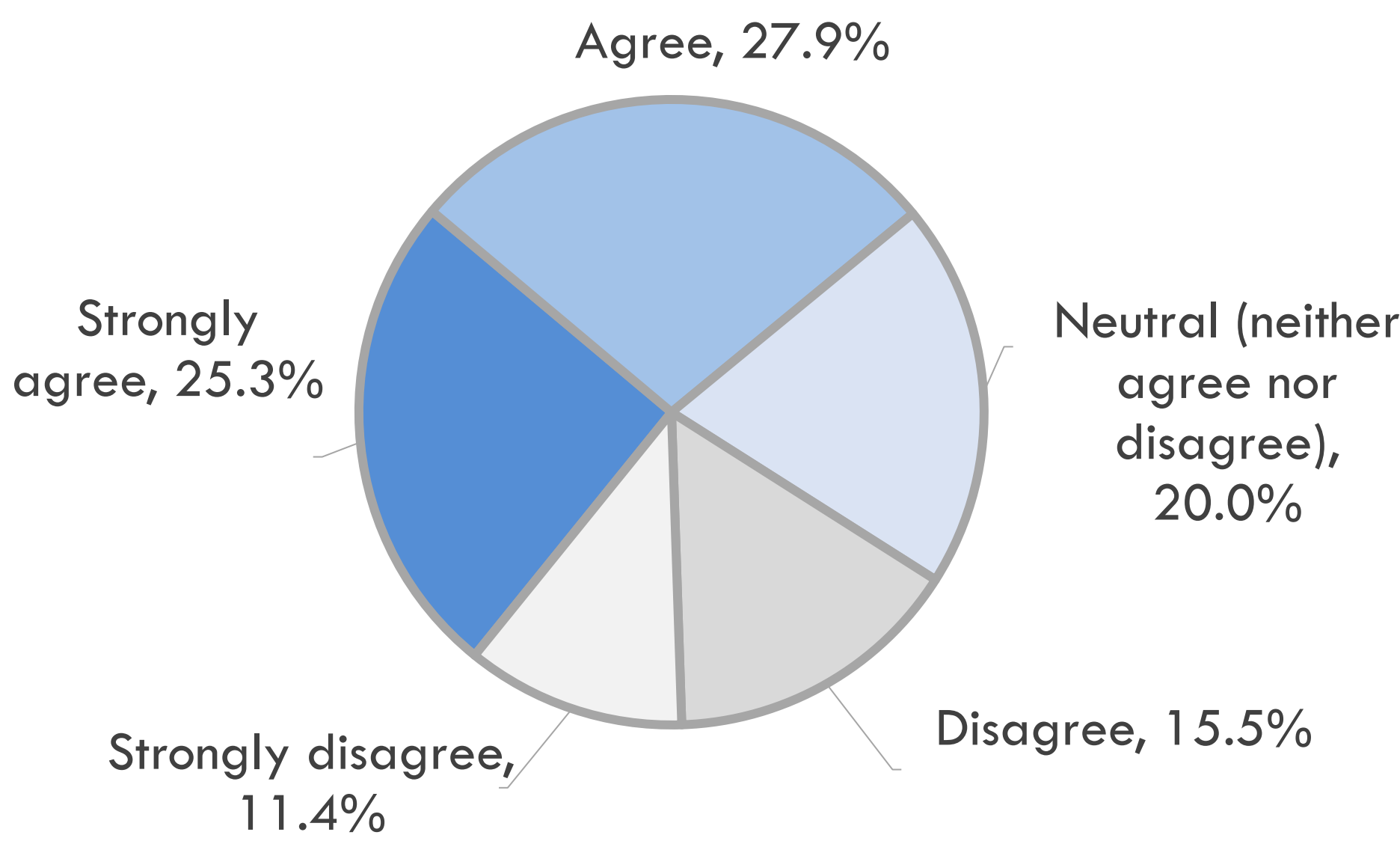
Historical data



TRAVEL GUILT

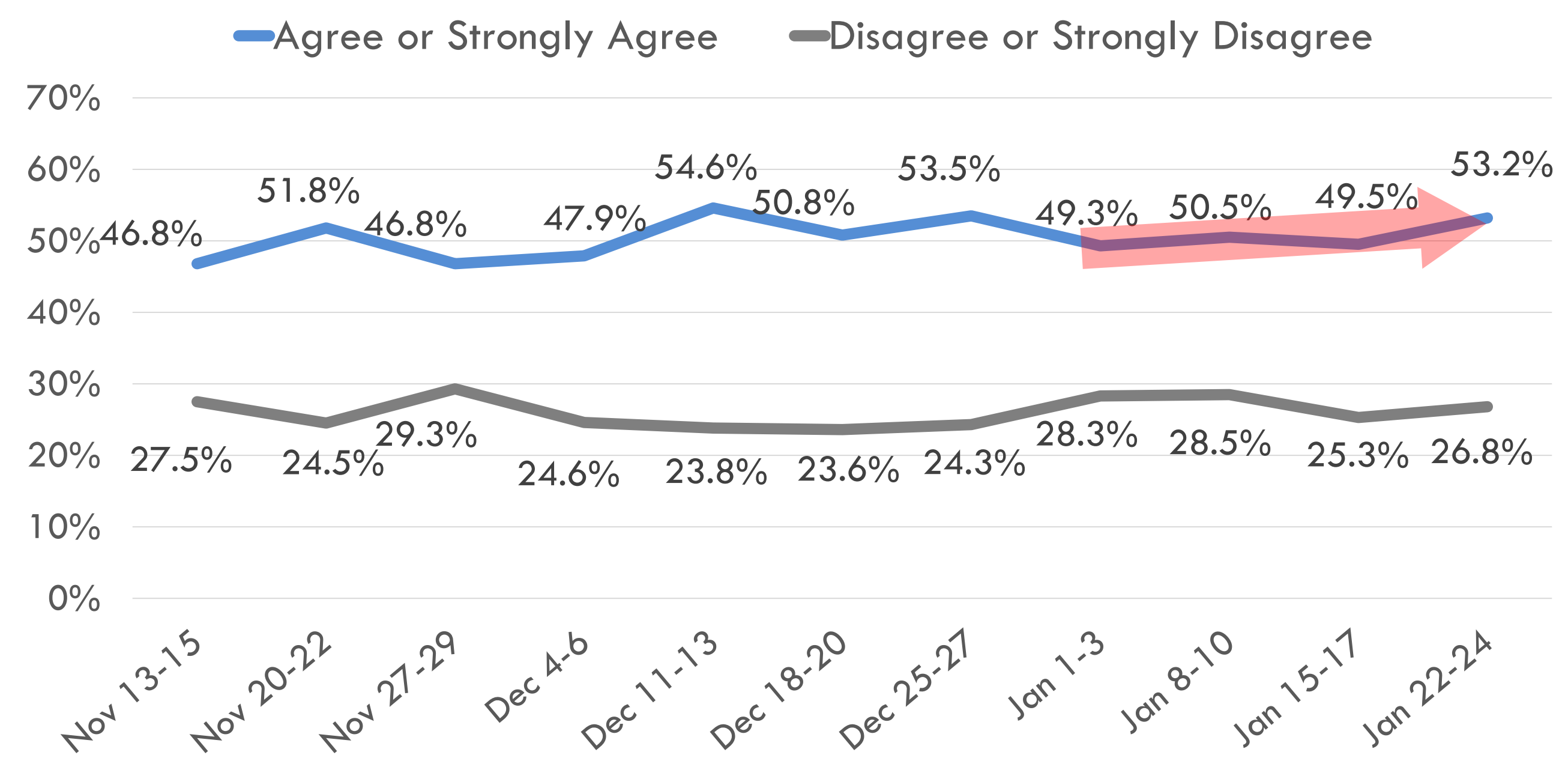
How much do you agree with the following statement?

Statement: I would feel guilty traveling right now.



(Base: Waves 36-46 data. All respondents, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205 and 1,206 completed surveys.)

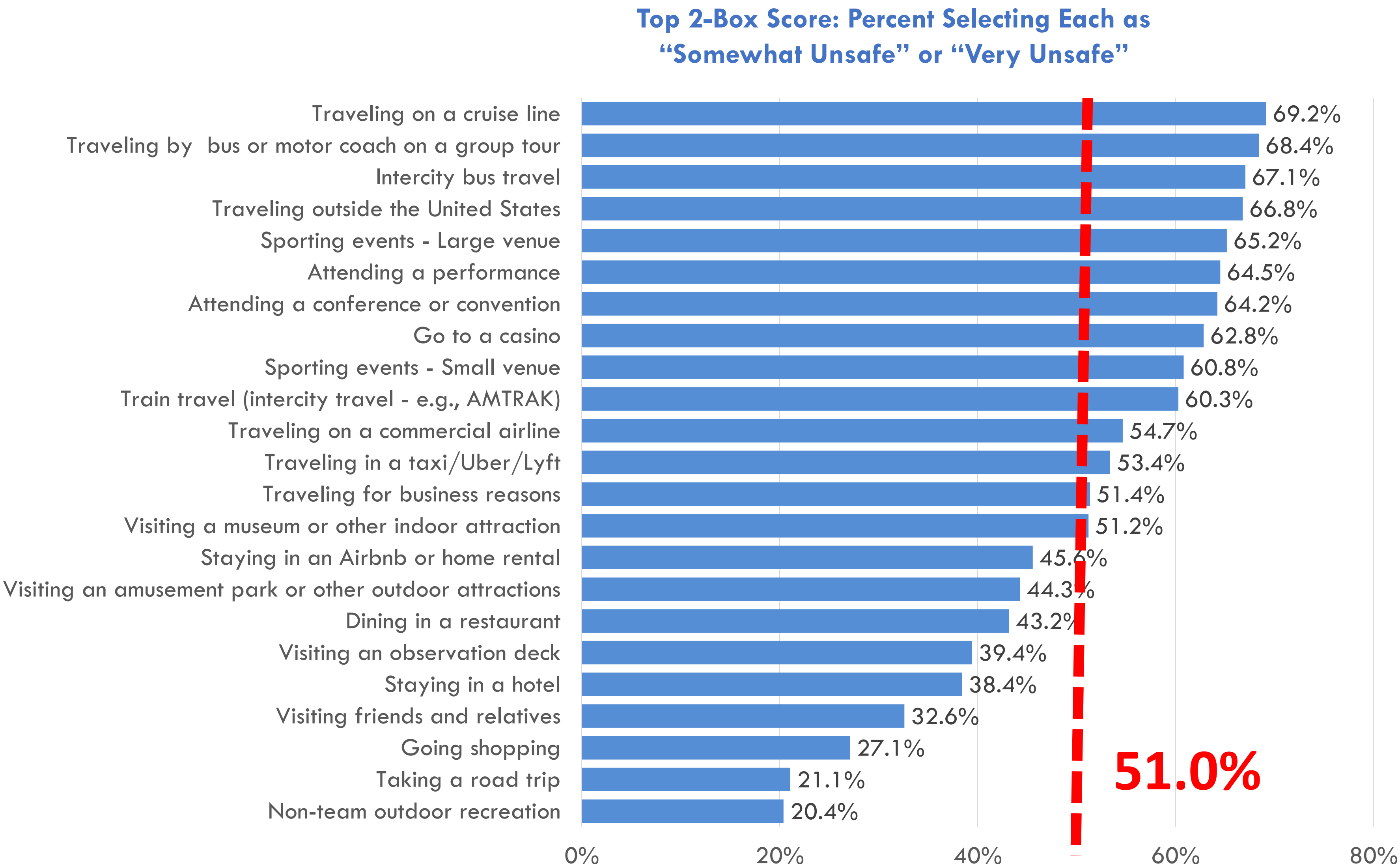
Historical data



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 46)

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

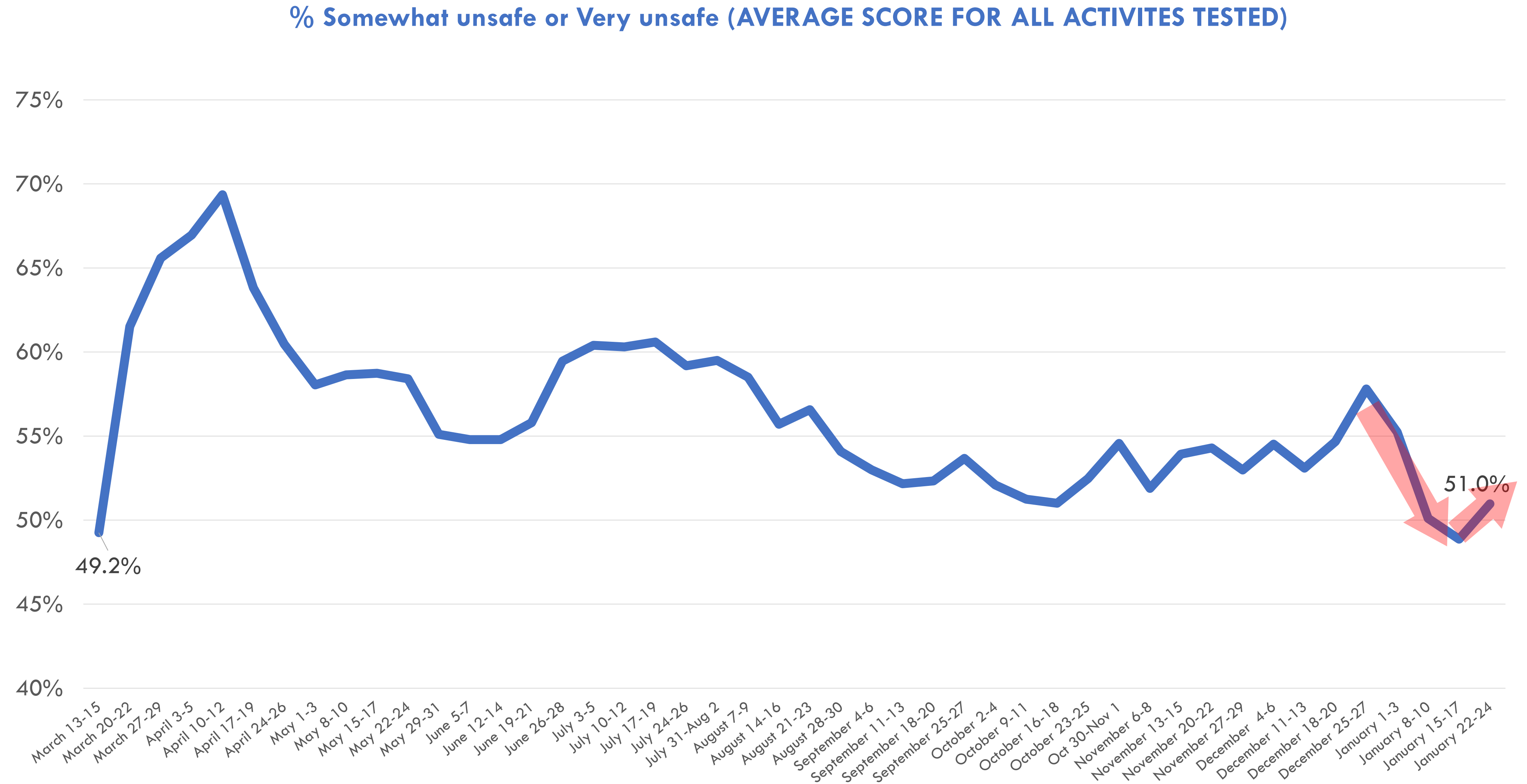
(Base: Wave 46 data. All respondents, 1,206 completed surveys.
Data collected January 22-24, 2021)



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-46 COMPARISON)

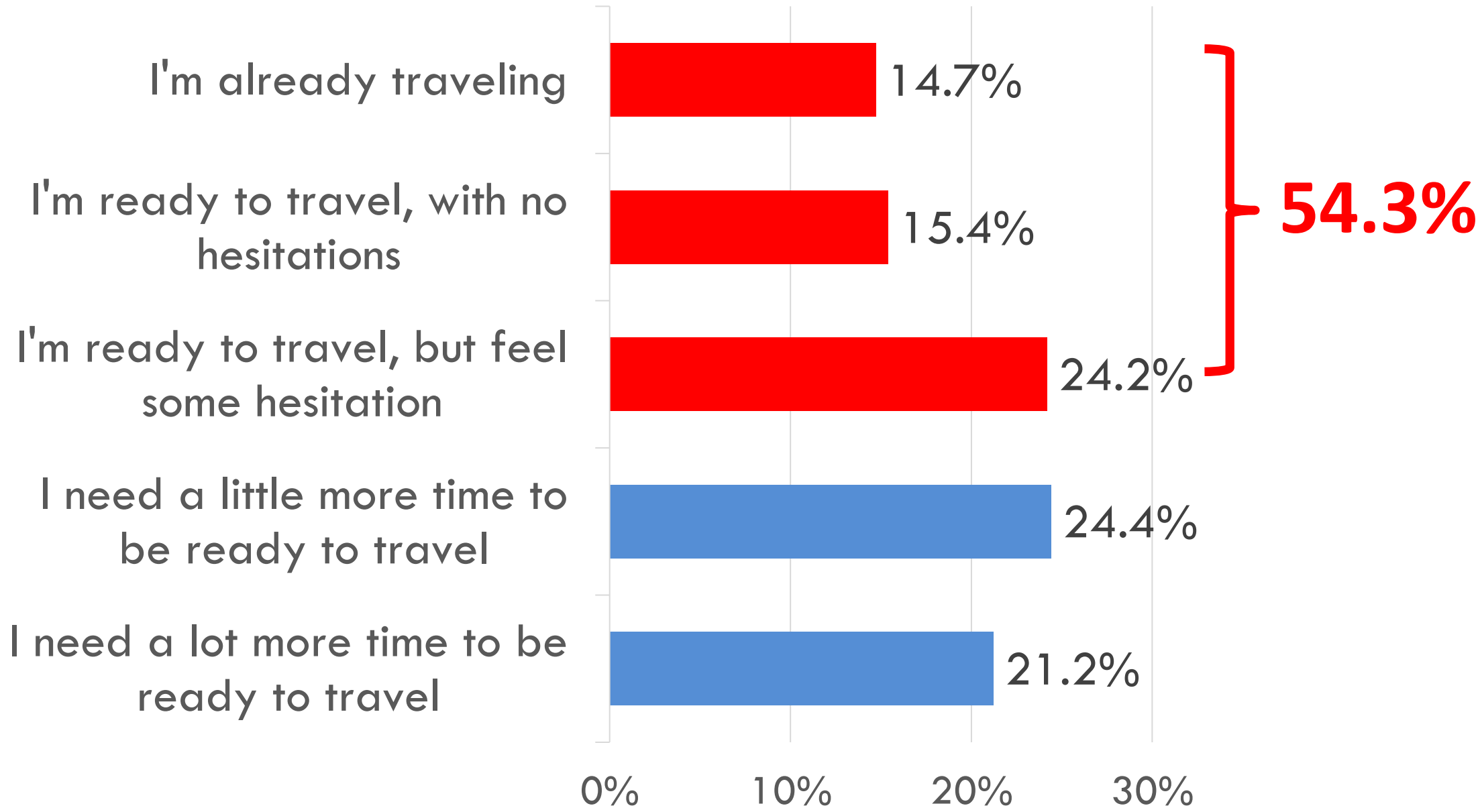
Question: At this moment, how safe would you feel doing each type of travel activity?

(Base: Waves 1-46. 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, 1,225, 1,205 and 1,206 completed surveys.)



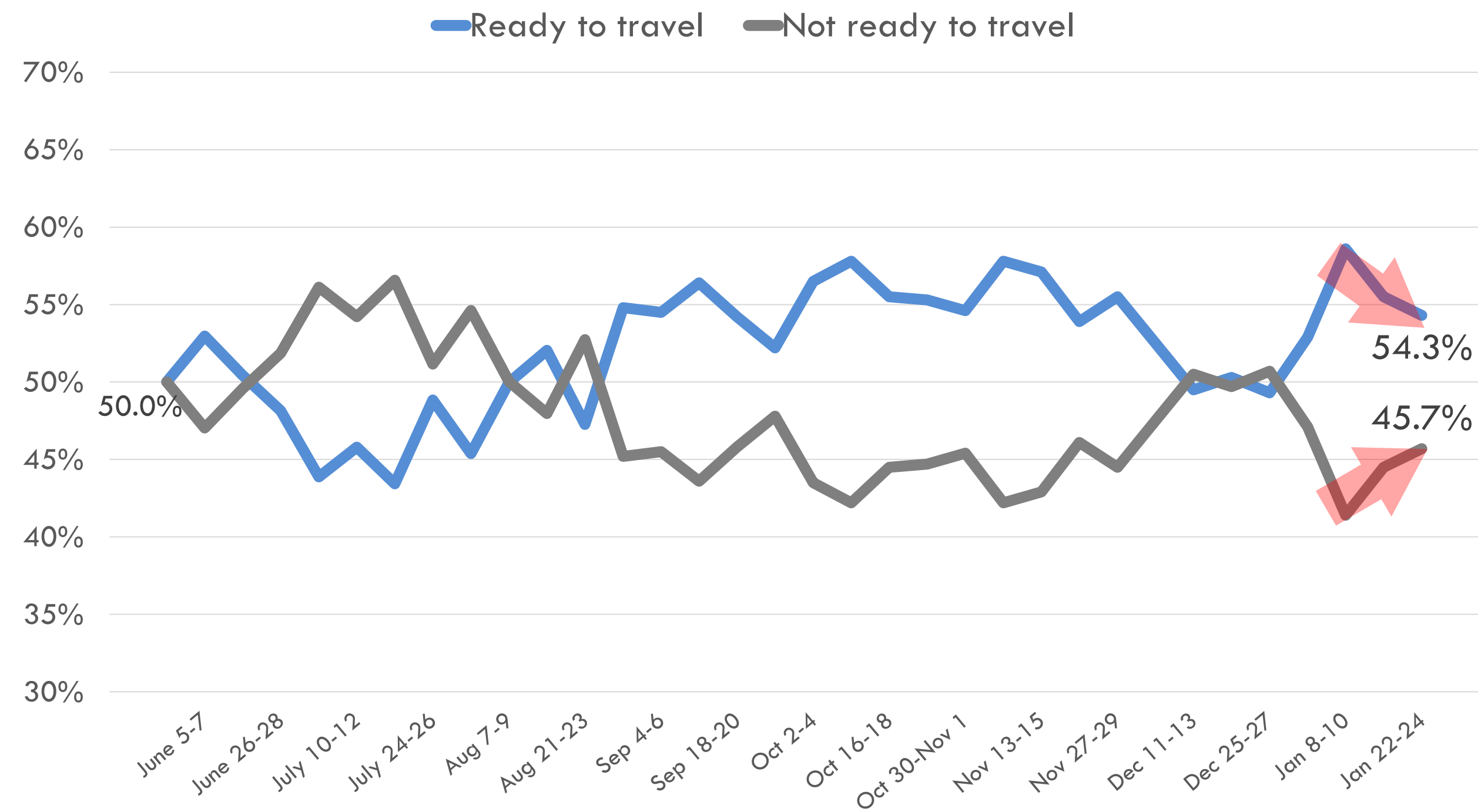
TRAVEL STATE-OF-MIND

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



(Base: Waves 12-13 and 15-46. All respondents, 1,257, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205 and 1,206 completed surveys.)

Historical data

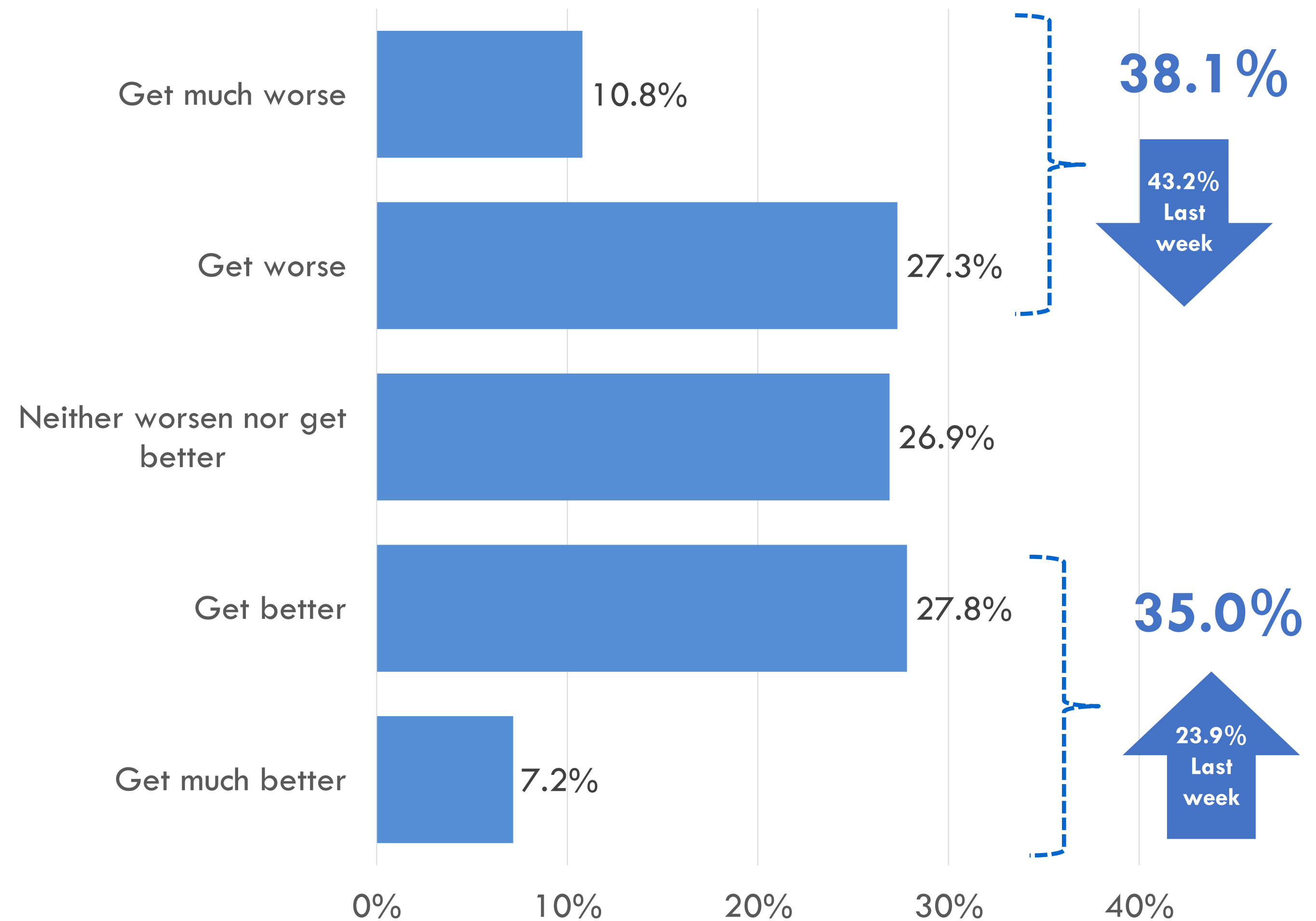


EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

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

In the next month the coronavirus situation will _____

(Base: Wave 46 data. All respondents, 1,206 completed surveys. Data collected January 22-24, 2021)

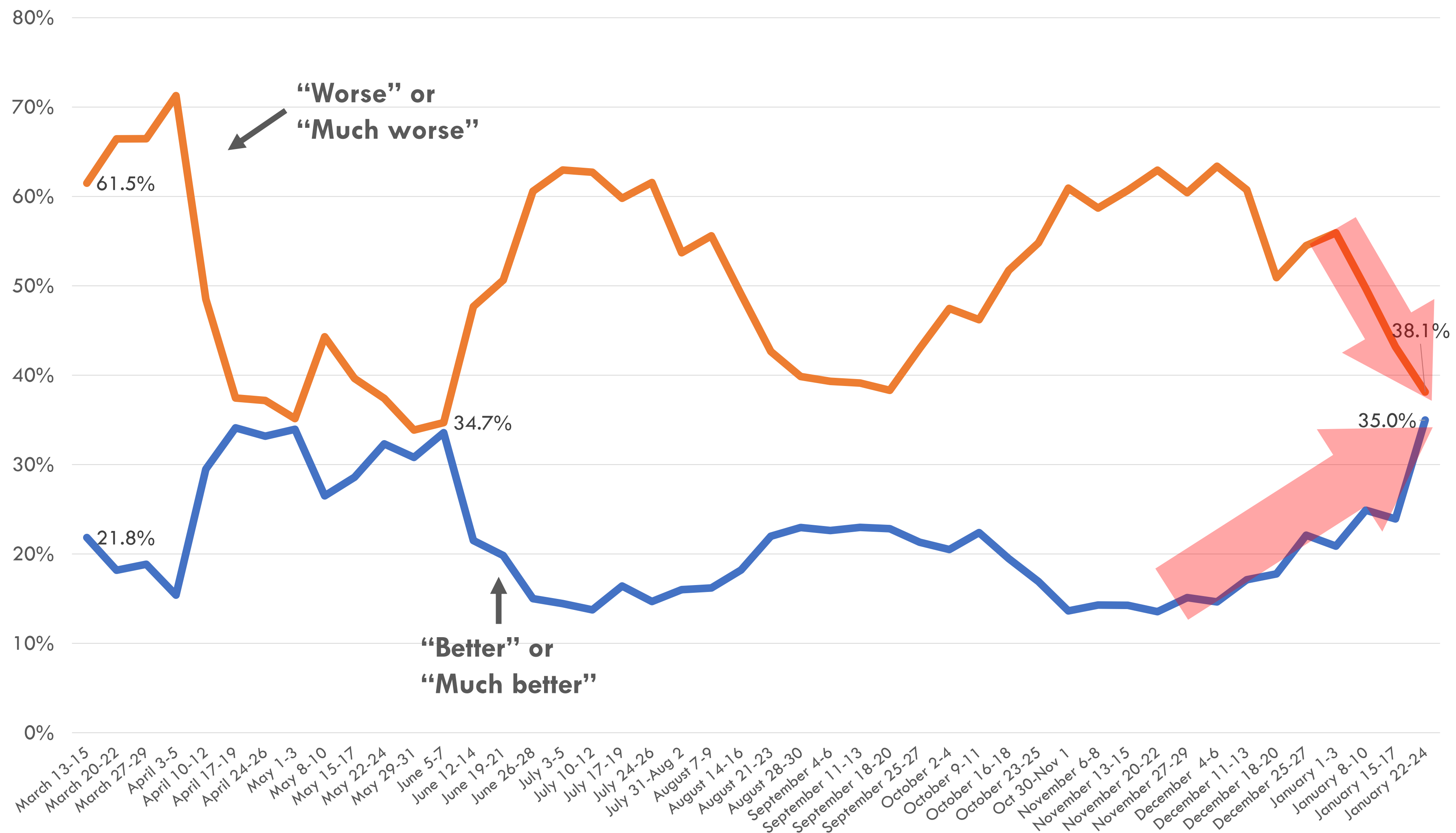


EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-46)

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

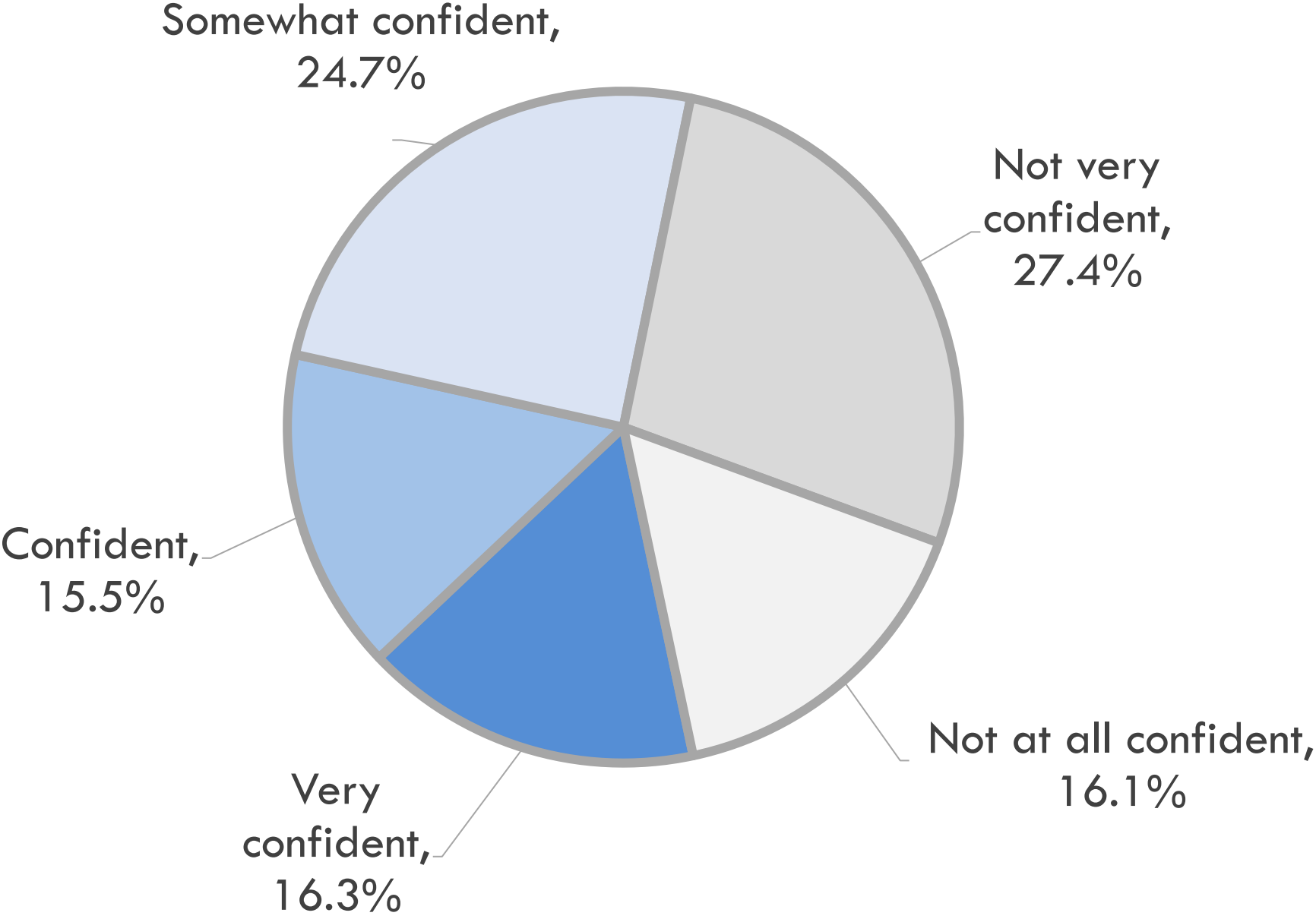
In the next month the coronavirus situation will _____

(Base: Waves 1-46. 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, 1,225, 1,205 and 1,206 completed surveys.)



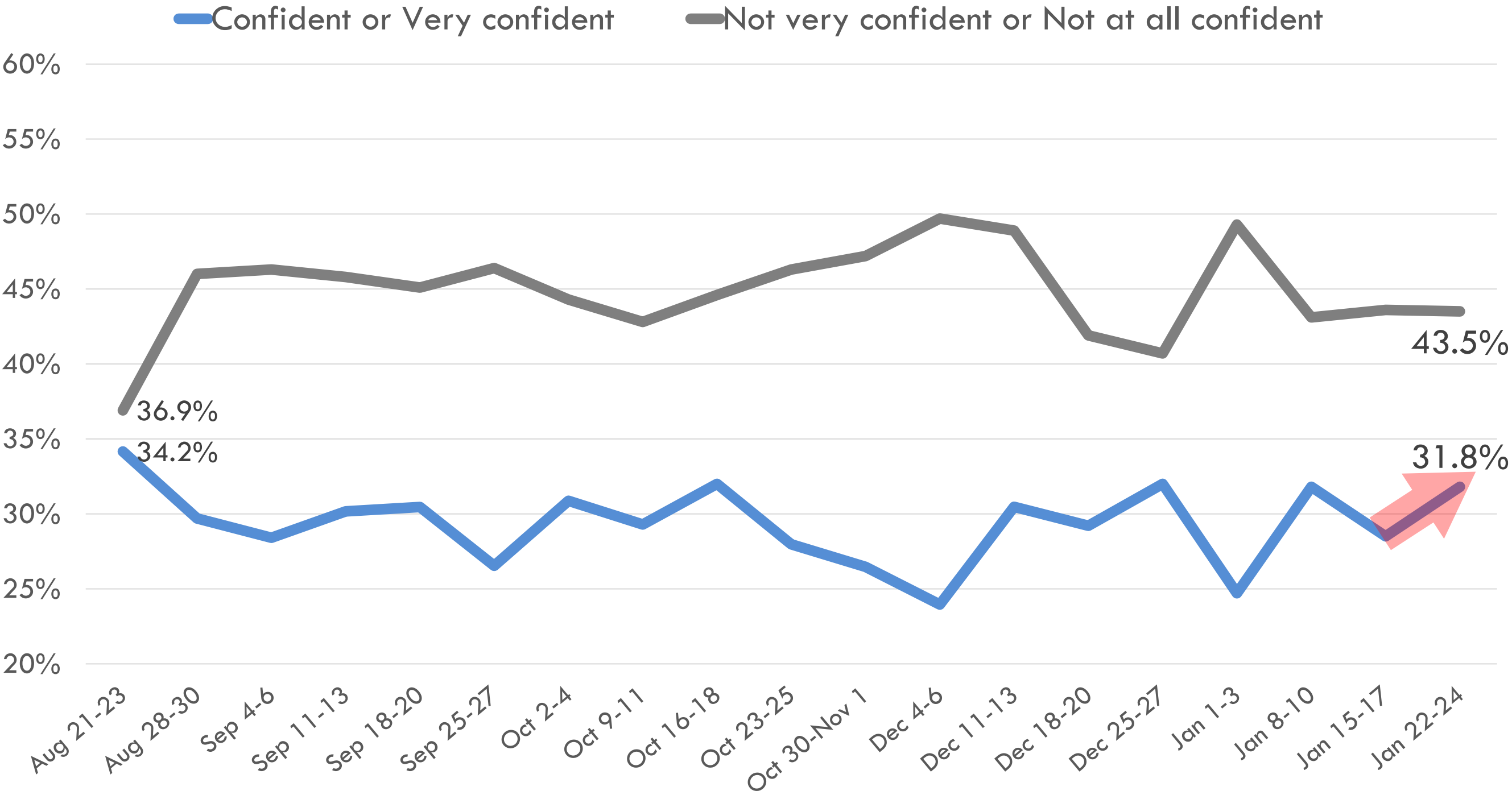
CONFIDENCE IN ABILITY TO TRAVEL SAFELY

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



(Base: Wave 24-34 and 39-46 data. All respondents, 1,202, 1,246, 1,222, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205 and 1,206 completed surveys.)

Historical data

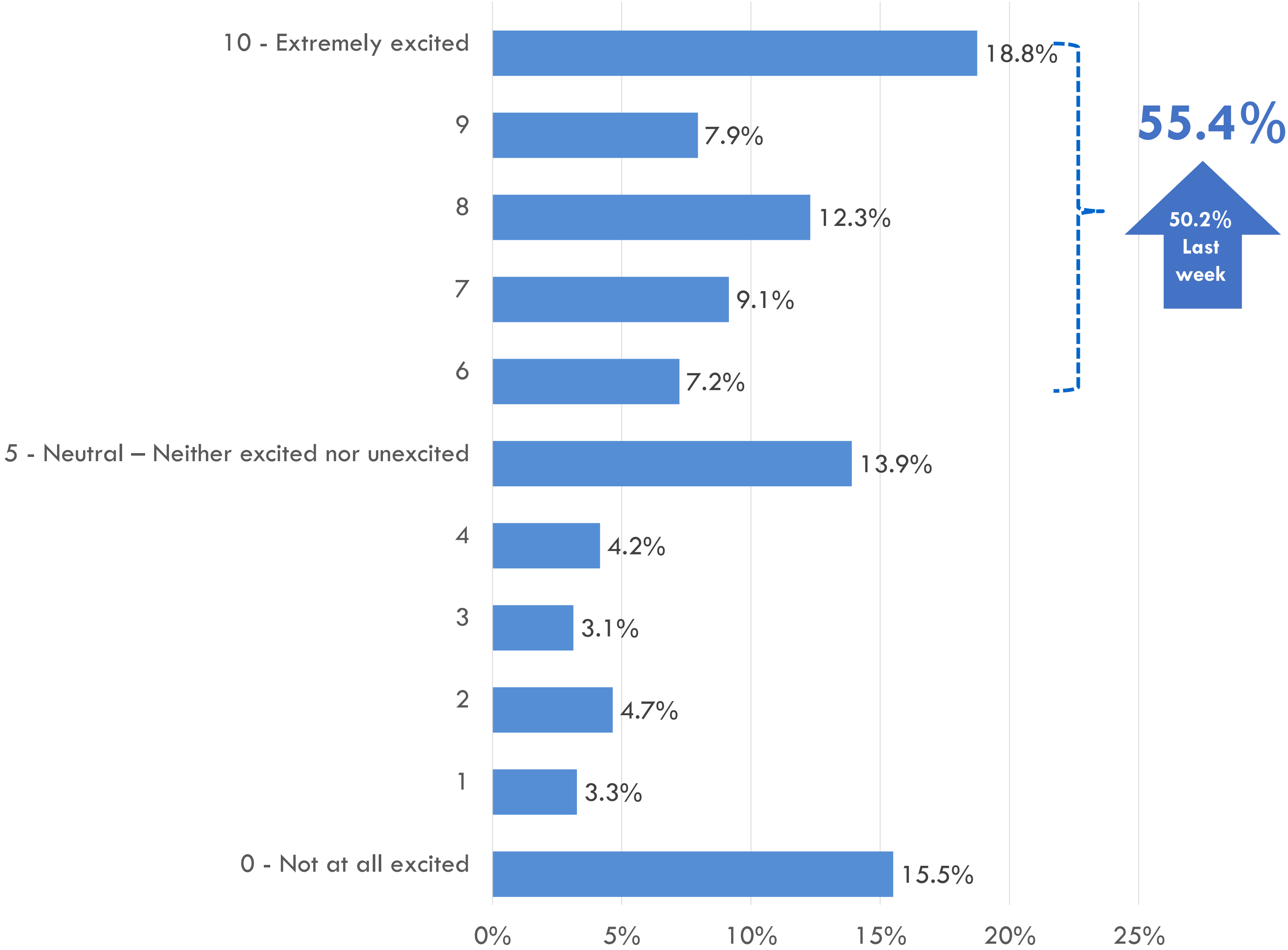


EXCITEMENT TO TRAVEL NOW

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 46 data. All respondents, 1,206 completed surveys. Data collected January 22-24, 2021)



EXCITEMENT TO TRAVEL RIGHT NOW

MARCH 13, 2020 – JANUARY 24, 2021



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



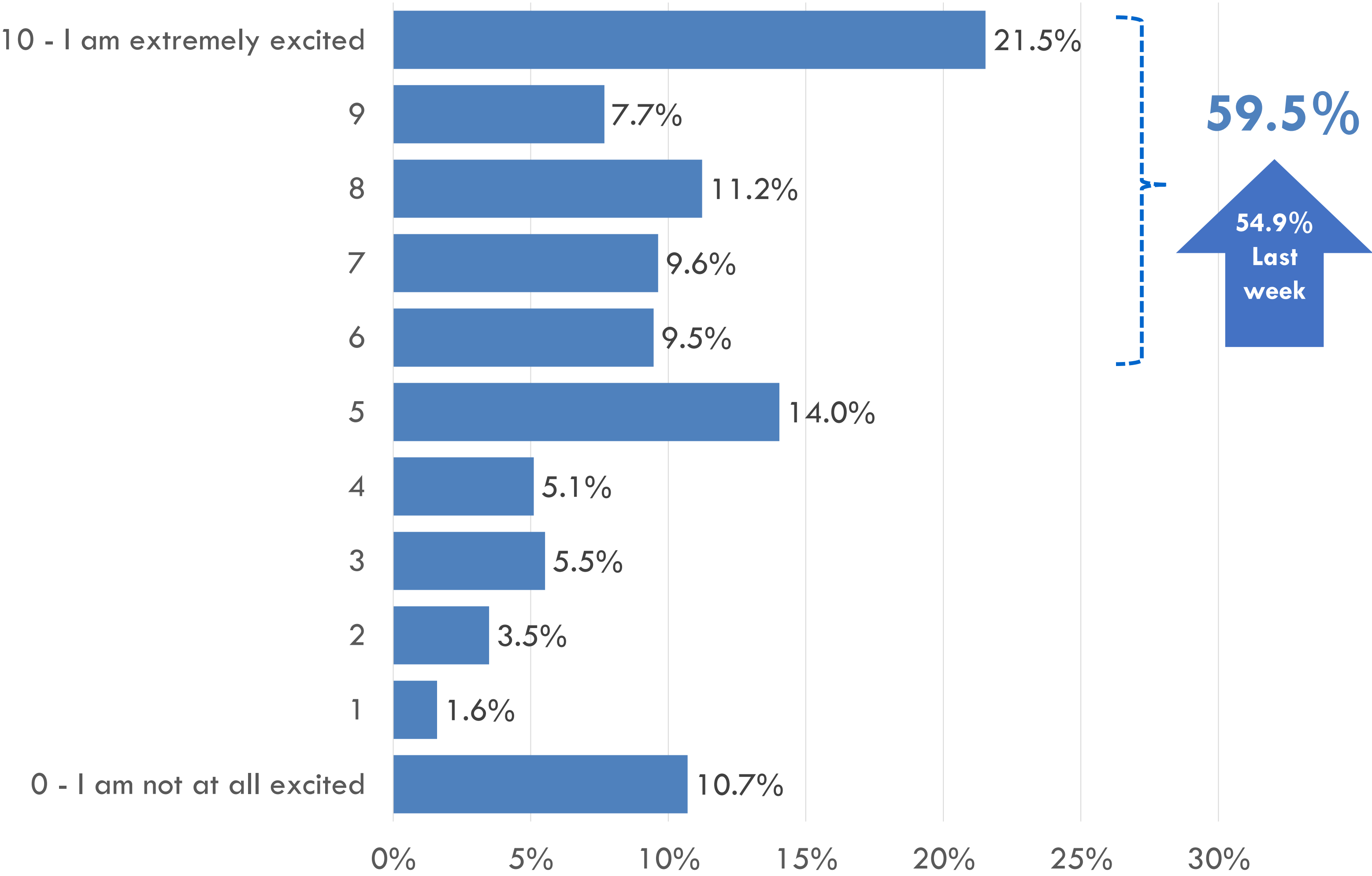
QUESTION: IMAGINE THAT A GOOD FRIEND (OR CLOSE FAMILY MEMBER) ASKS YOU TO TAKE A WEEKEND GETAWAY WITH THEM SOMETIME IN THE NEXT MONTH. HOW EXCITED WOULD YOU BE TO GO? (ASSUME THE GETAWAY IS TO A PLACE YOU WANT TO VISIT)

(Base: Waves 1-46. 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, 1,225, 1,205 and 1,206 completed surveys.)

EXCITEMENT FOR LEISURE TRAVEL IN 2021

Question: Which best describes how excited you are about LEISURE TRAVEL in this year (2021)? (Please answer using the 11-point scale below)

(Base: Waves 46 data. All respondents, 1,206 completed surveys. Data collected January 22-24, 2021)



EXCITEMENT FOR LEISURE TRAVEL IN 2021

JANUARY 1 – JANUARY 24, 2021



EXCITEMENT FOR LEISURE TRAVEL (AVERAGE SCORE ON AN 11-POINT SCALE)



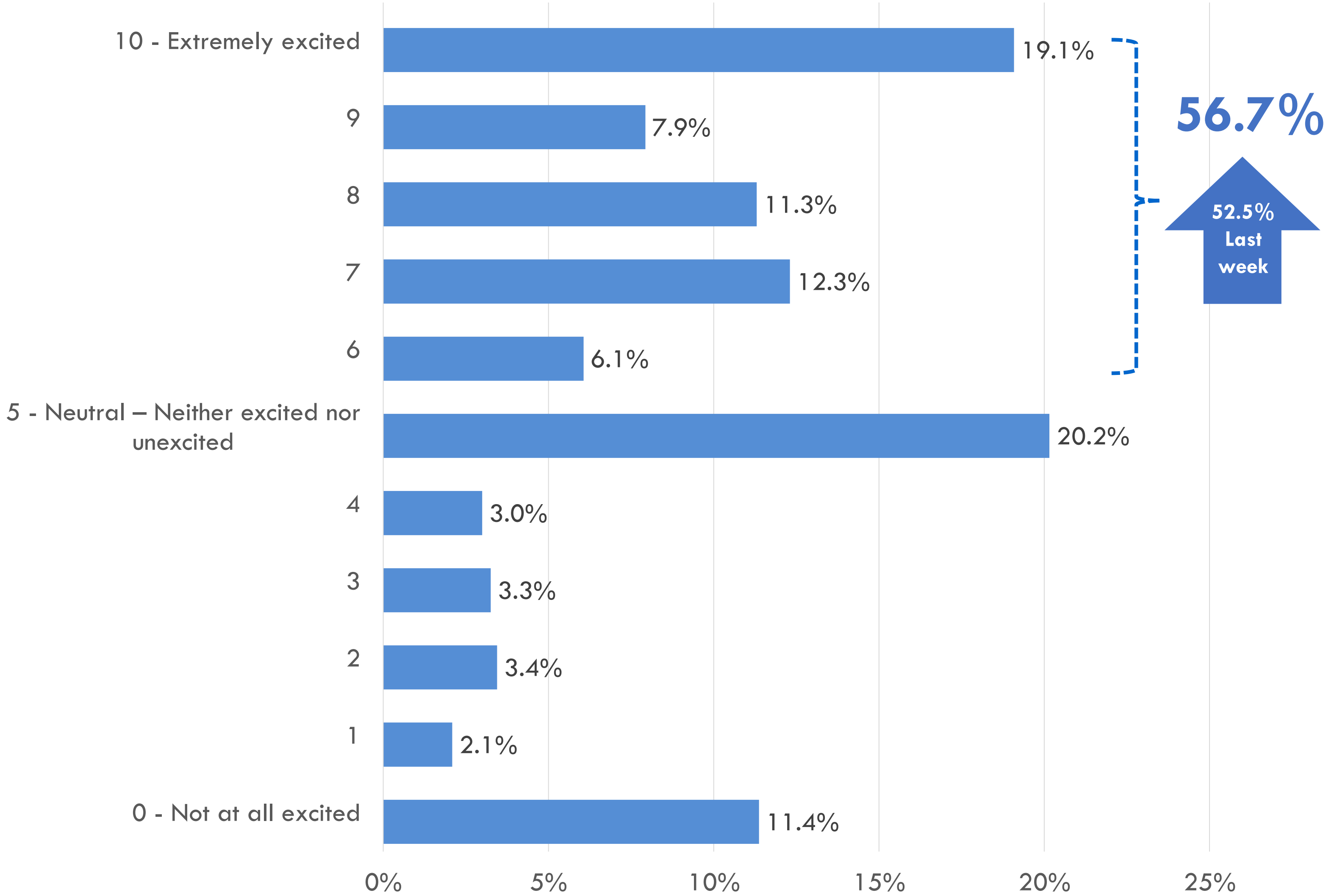
QUESTION: WHICH BEST DESCRIBES HOW EXCITED YOU ARE ABOUT LEISURE TRAVEL IN THIS YEAR (2021)?

(Base: Waves 43-46. All respondents, 1,206, 1,225, 1,205 and 1,206 completed surveys.)

OPENNESS TO TRAVEL INSPIRATION

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

(Base: Wave 46 data. All respondents, 1,206 completed surveys. Data collected January 22-24, 2021)

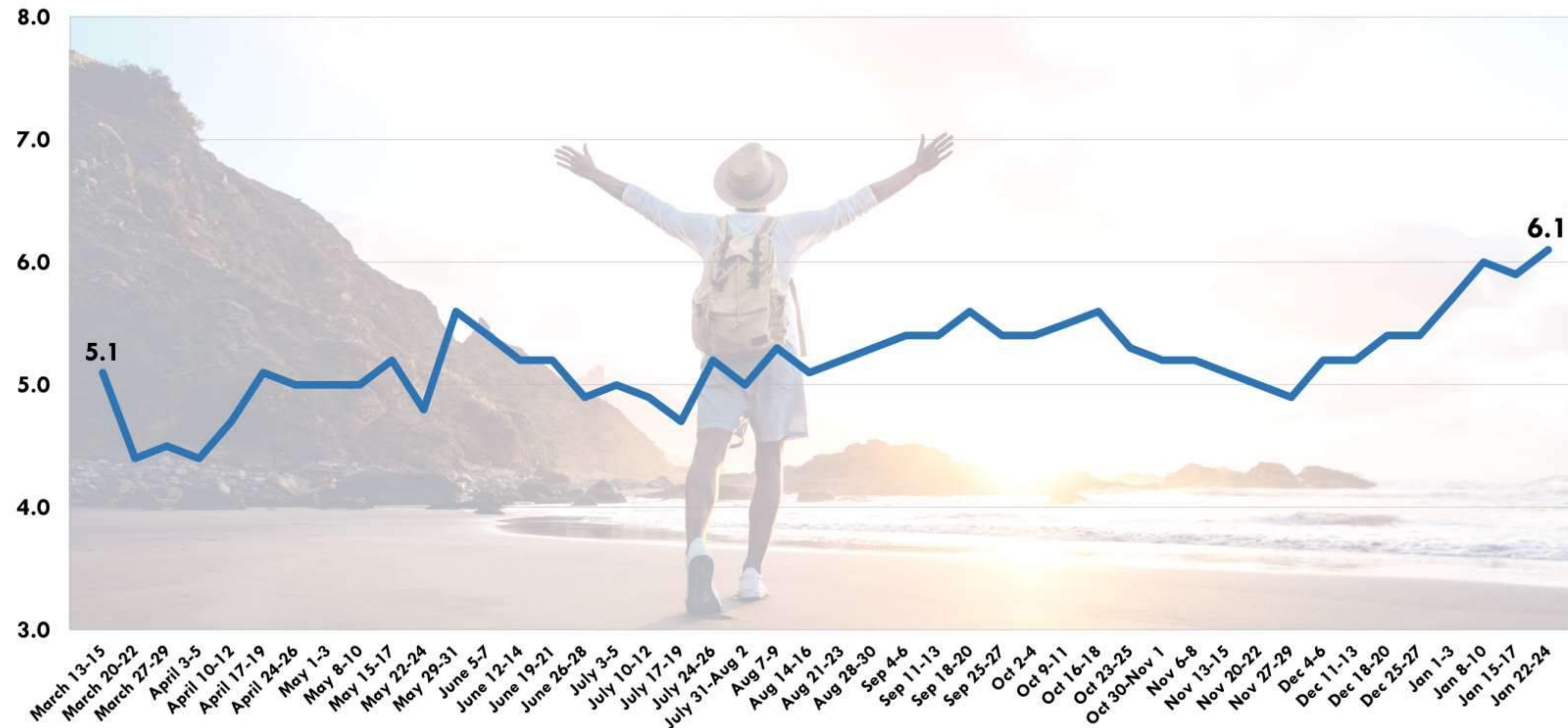


OPENNESS TO TRAVEL INSPIRATION

MARCH 13, 2020 – JANUARY 24, 2021



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



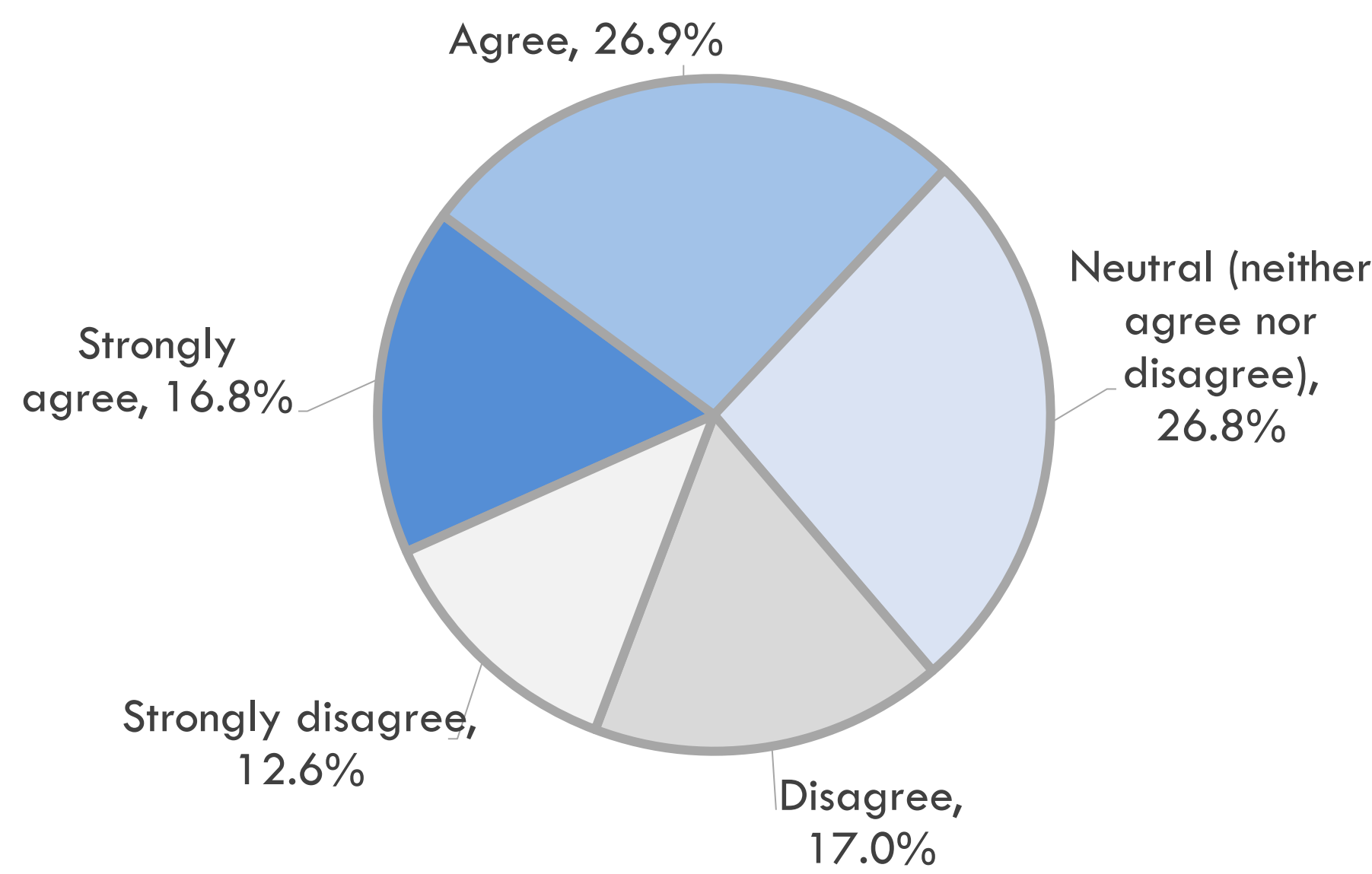
QUESTION: AT THIS MOMENT, HOW INTERESTED ARE YOU IN LEARNING ABOUT NEW, EXCITING TRAVEL EXPERIENCES OR DESTINATIONS TO VISIT?

(Base: Waves 1-46. 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, 1,225, 1,205 and 1,206 completed surveys.)

DISCOUNTS AND PRICE CUTS

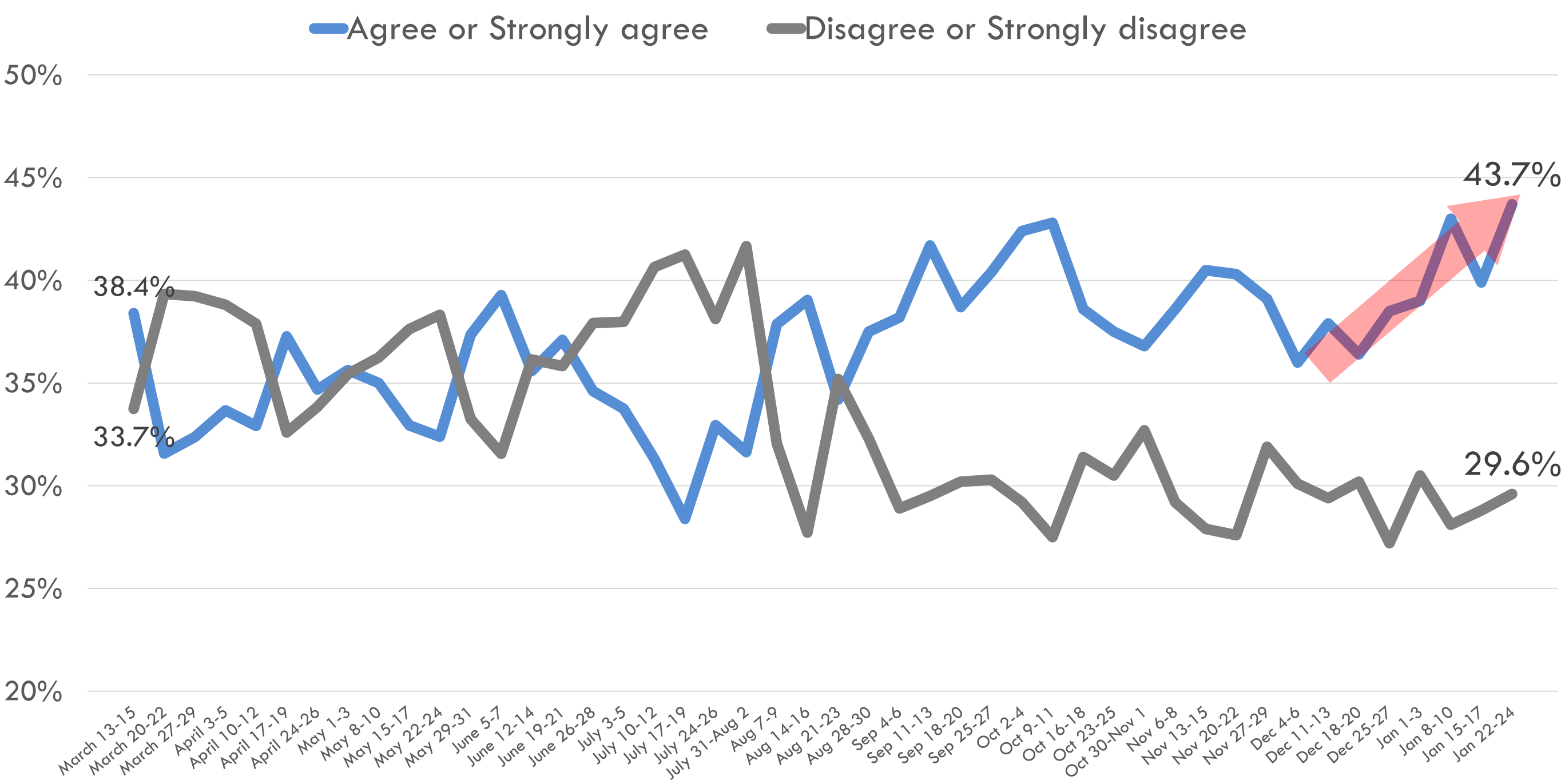
How much do you agree with the following statement?

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 1-46. 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, 1,225, 1,205 and 1,206 completed surveys.)

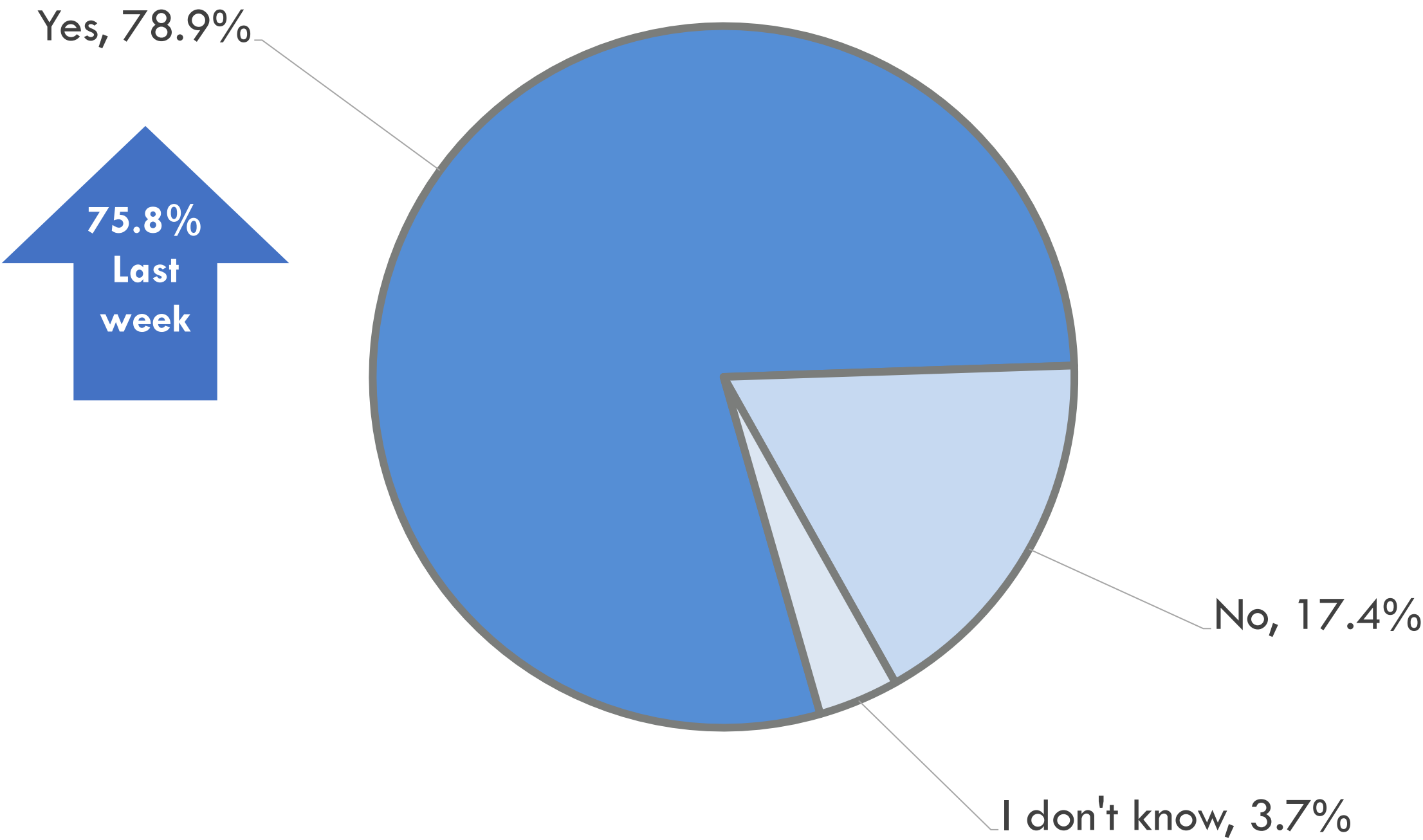
Historical data



HAS THE PANDEMIC CHANGED THEIR NORMAL TRAVEL PATTERNS?

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

(Base: Waves 46 data. All respondents, 1,206 completed surveys. Data collected January 22-24, 2021)

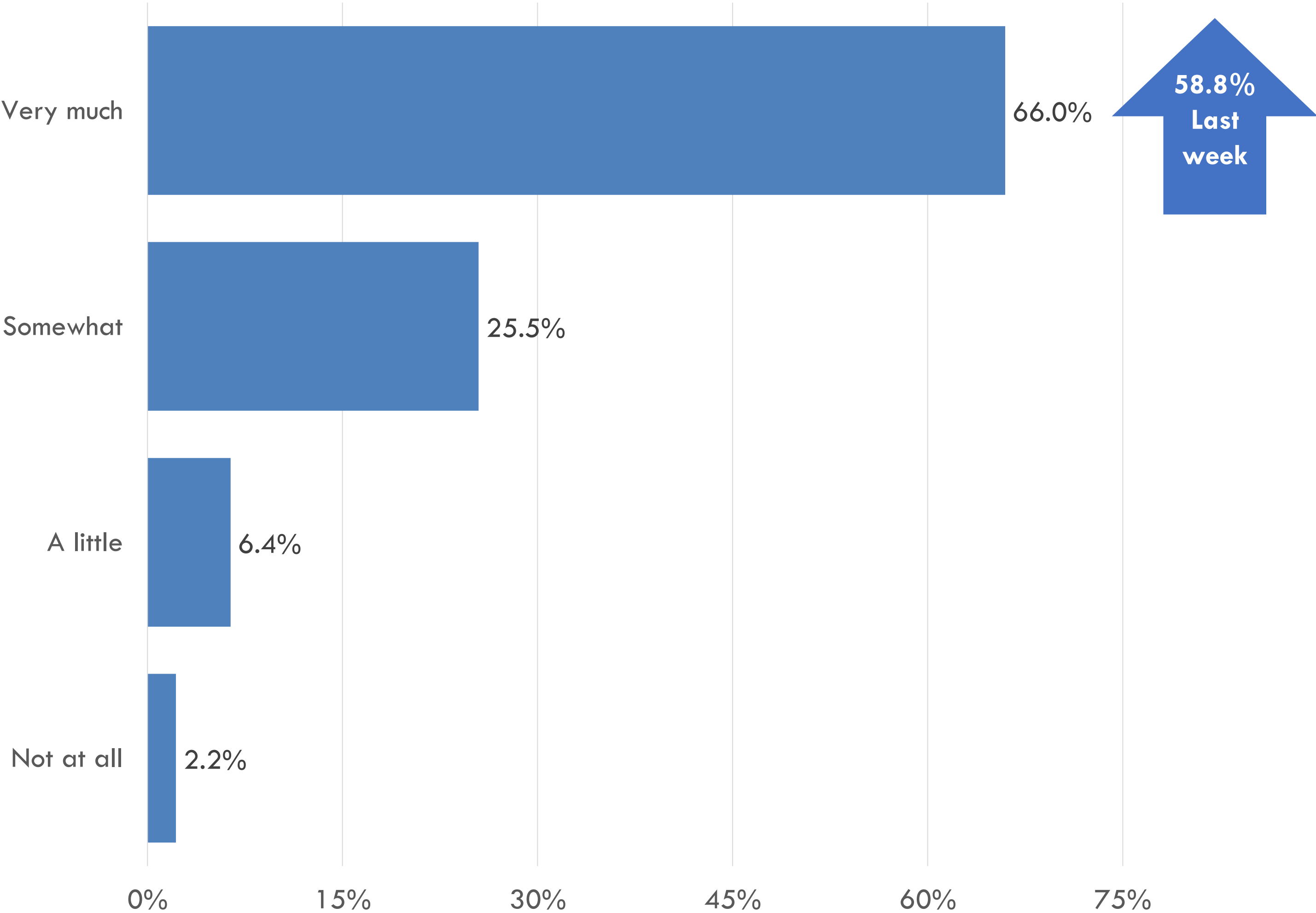


AMERICANS WHOSE TRAVEL PATTERNS HAVE CHANGED DUE TO PANDEMIC: HOW MUCH DO YOU MISS TRAVELING?

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

I miss traveling _____

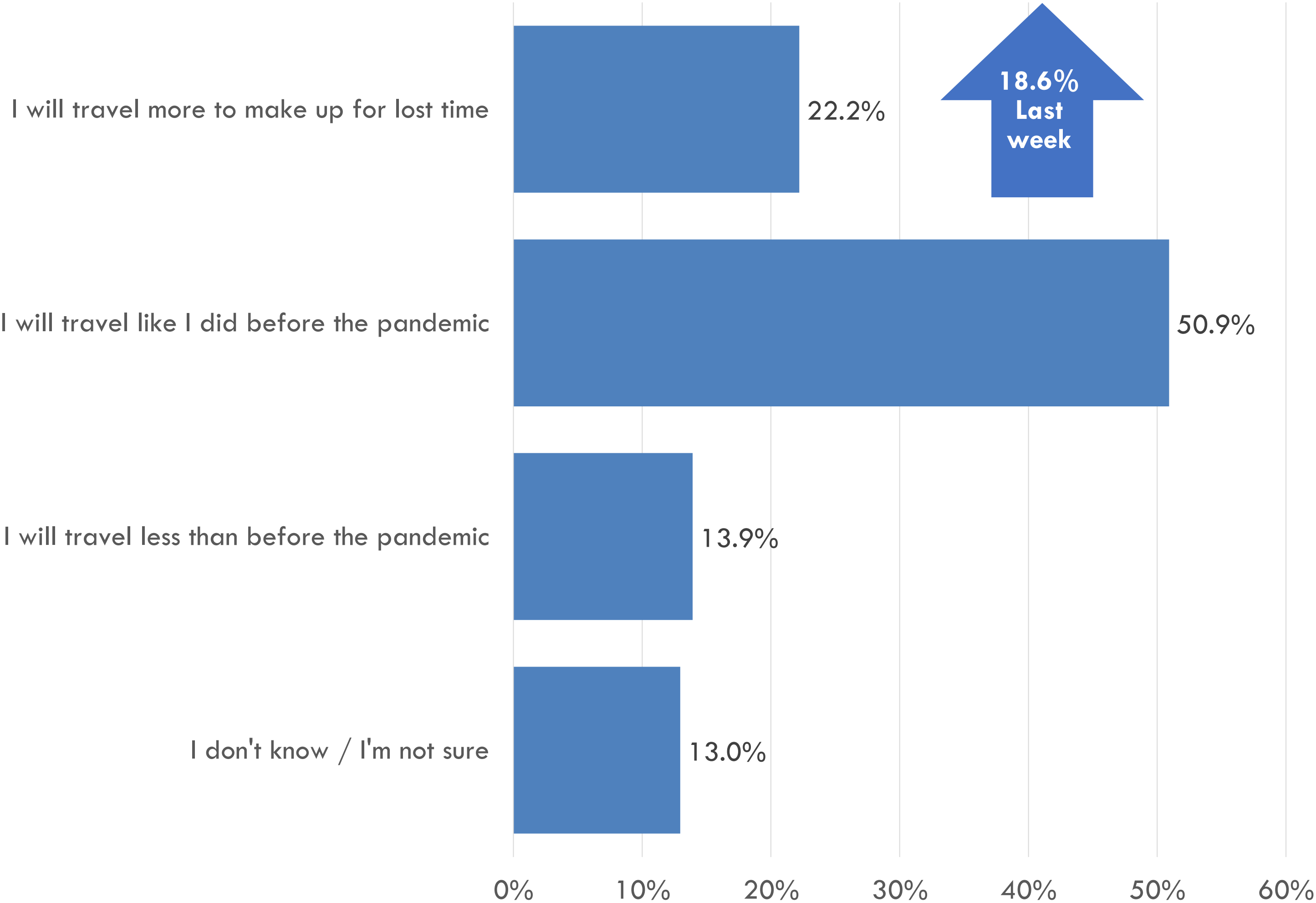
(Base: Waves 46 data. Respondents who have changed their travel patterns in response to the pandemic, 958 completed surveys. Data collected January 22-24, 2021)



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?

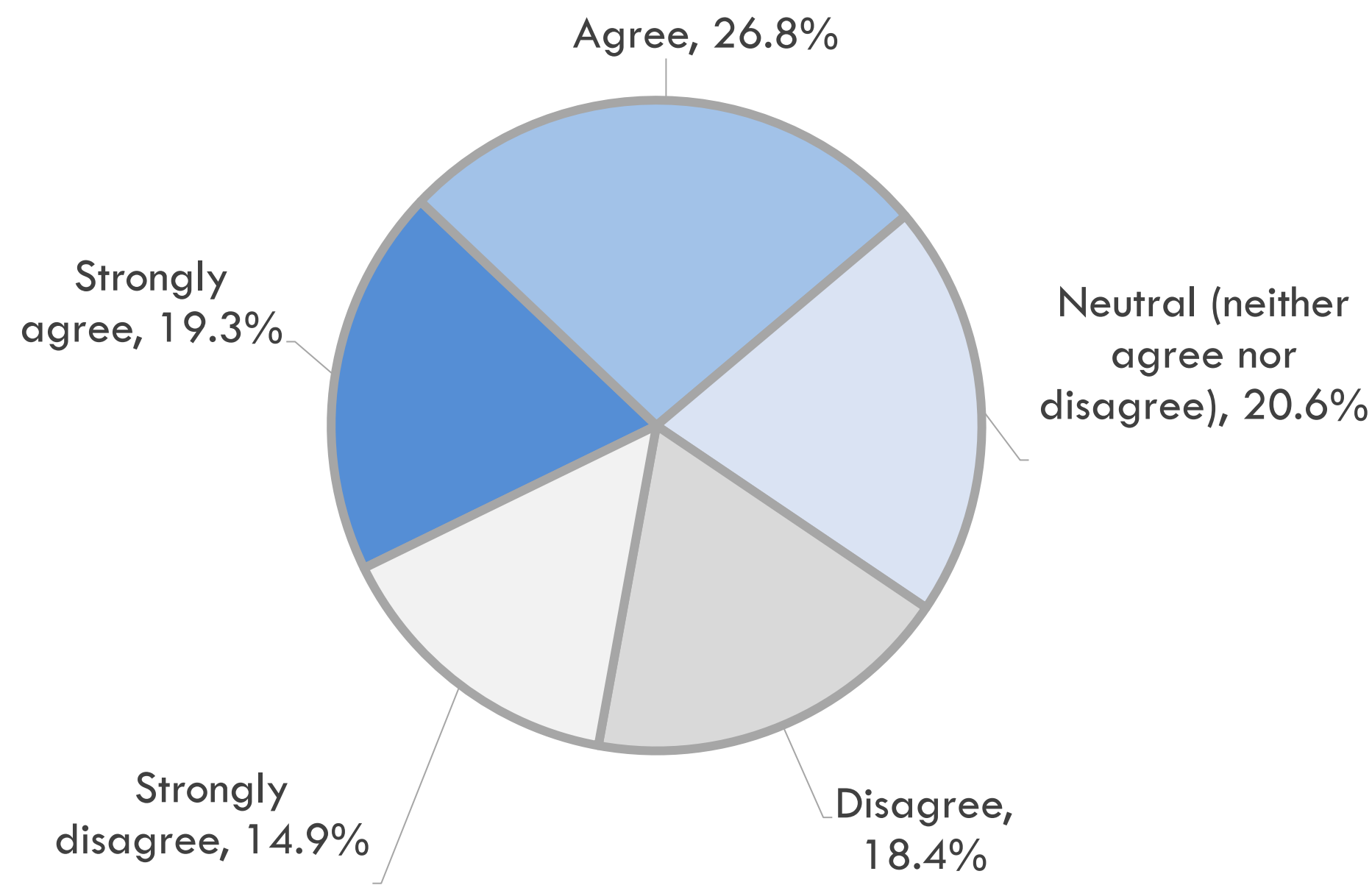
(Base: Waves 46 data. Respondents who have changed their travel patterns in response to the pandemic and miss travel very much or somewhat, 936 completed surveys. Data collected January 22-24, 2021)



COMFORT ENJOYING HOME COMMUNITY

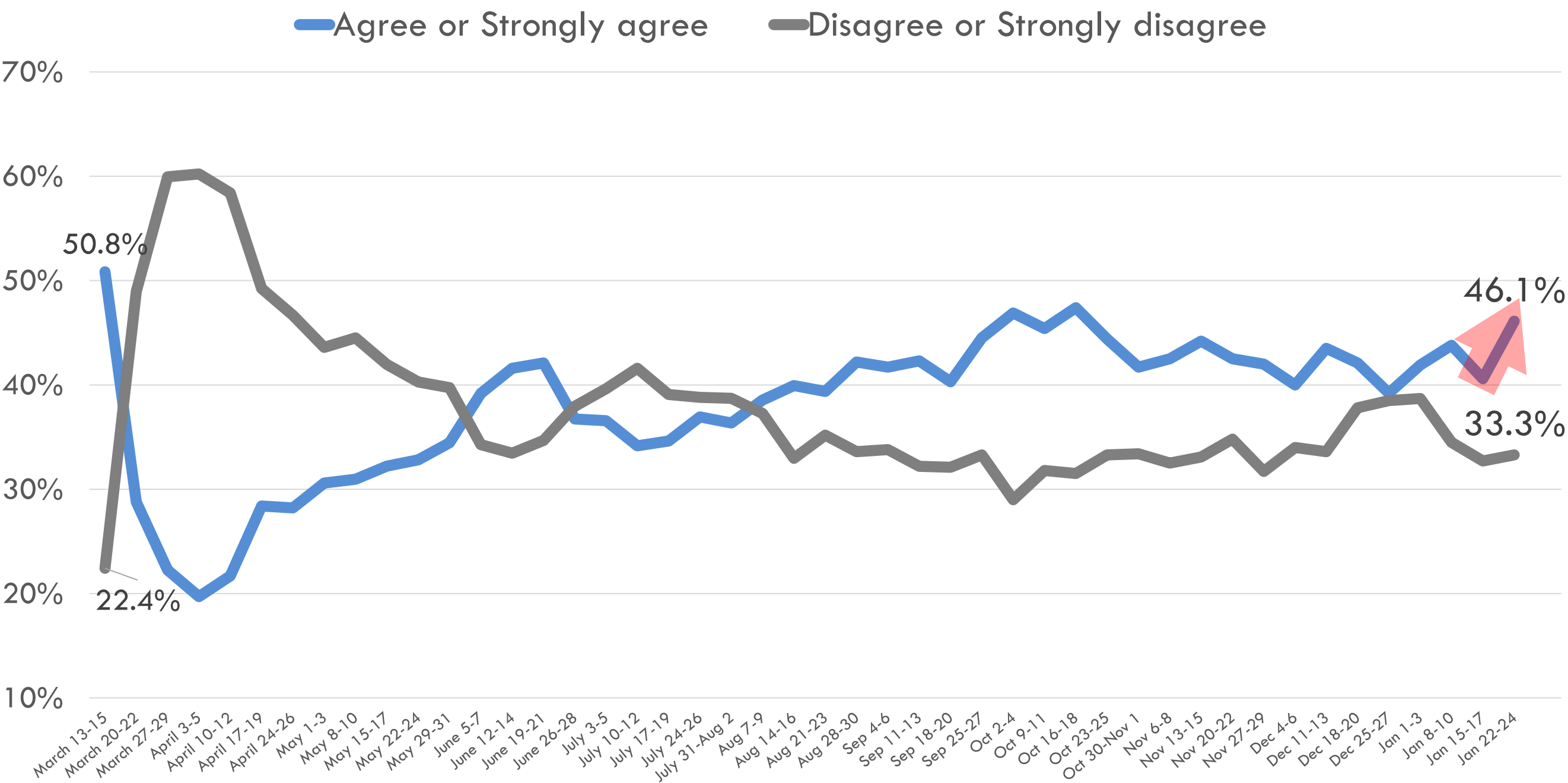
How much do you agree with the following statement?

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



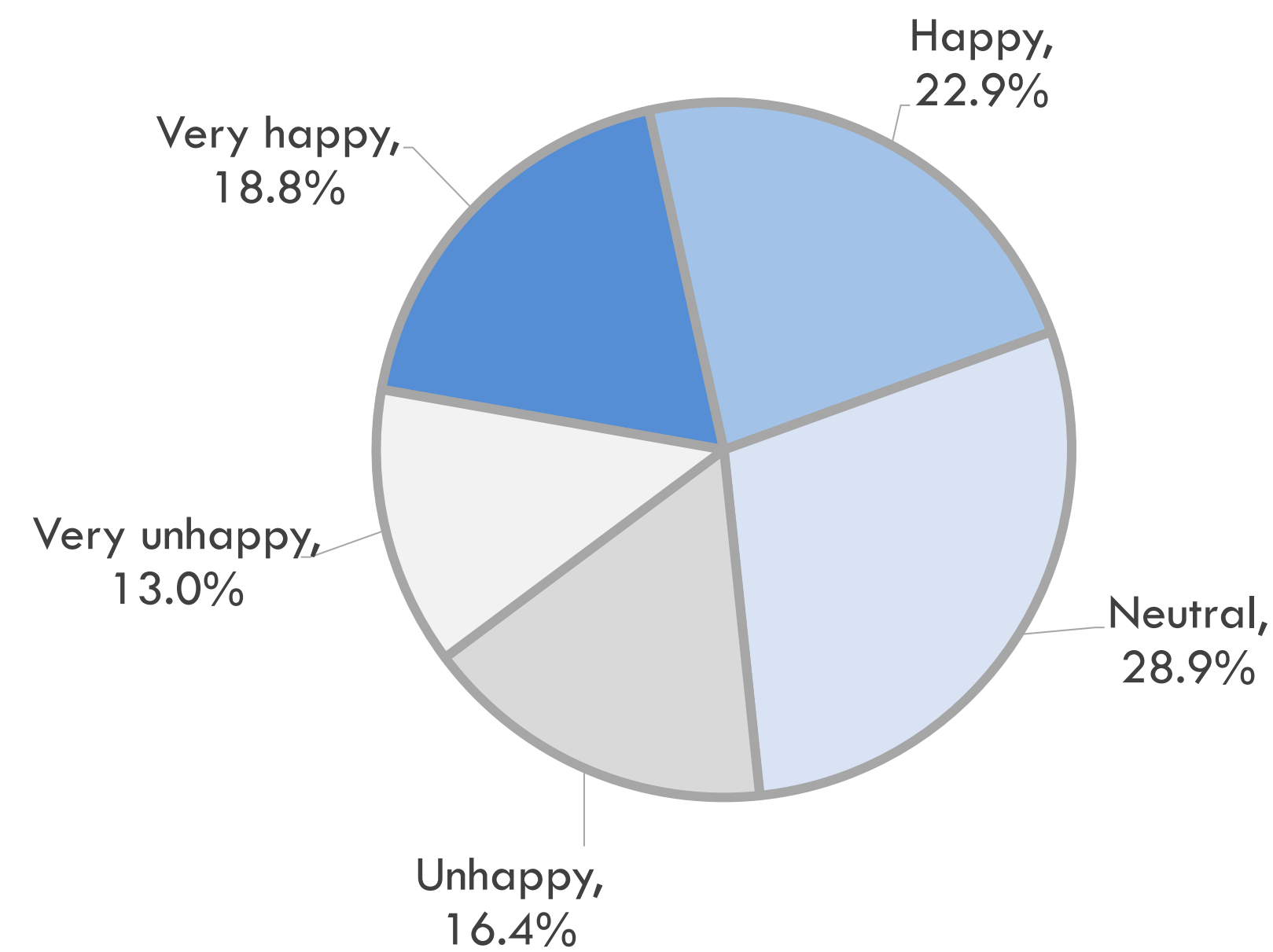
(Base: Waves 1-46. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205 and 1,206 completed surveys.)

Historical data



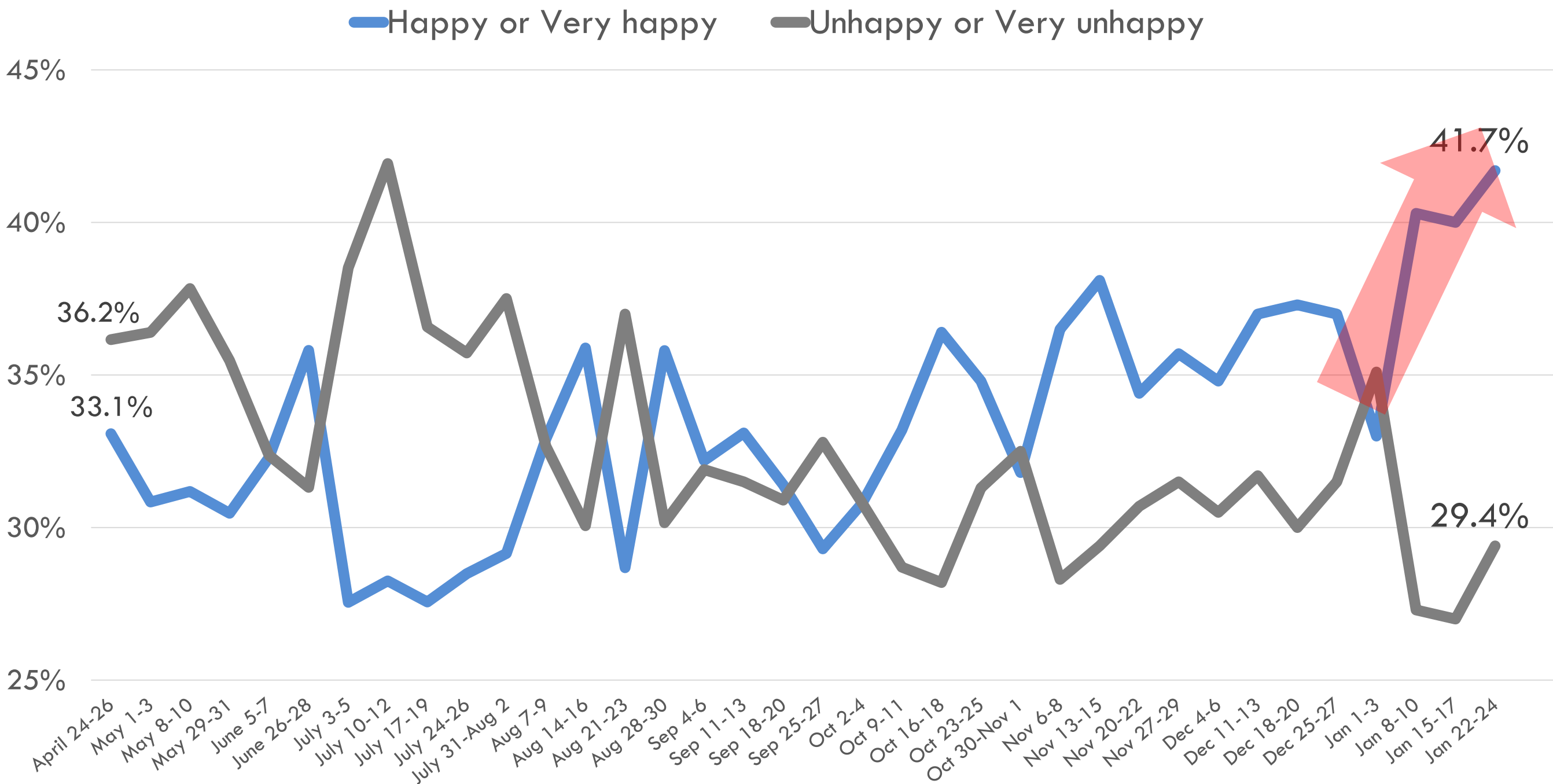
FEELINGS SEEING AN AD PROMOTING TOURISM TO COMMUNITY

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?



(Base: Waves 7-9, 12-13 and 16-46. All respondents, 1,198 1,199, 1,250, 1,203, 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, 1,225, 1,205 and 1,206 completed surveys.)

Historical data



A graphic with a teal background featuring four hands holding up circular scorecards with numbers 7, 9, 6, and 8. A central white box with a thin black border contains the text 'Weekly Scorecard' in bold black font, with a horizontal line underneath. The scorecards have a grey outer ring and a white inner circle with a blue border. The hands are brown and stylized.

Weekly Scorecard

Weekly Scorecard: The Good

Confidence in ability to
travel safely



Expectations the
pandemic will worsen



Excitement to travel
right now



Openness to travel
inspiration



Travelers missing
travel badly



Excitement to travel
in 2021



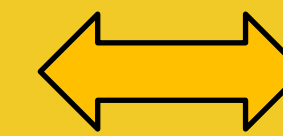
Comfort doing things
in home community



Feelings about seeing
hometown ads



Guilt about traveling
right now



Perceived safety of
travel activities



Weekly Scorecard: The Bad

Worries about personal health concerns



Travel considered as an essential need only



Worries about health of friends and family



Loss of interest in travel



Concerns about personal finances



Readiness to travel right now



Concerns about the national economy



Ability to fully enjoy travel right now

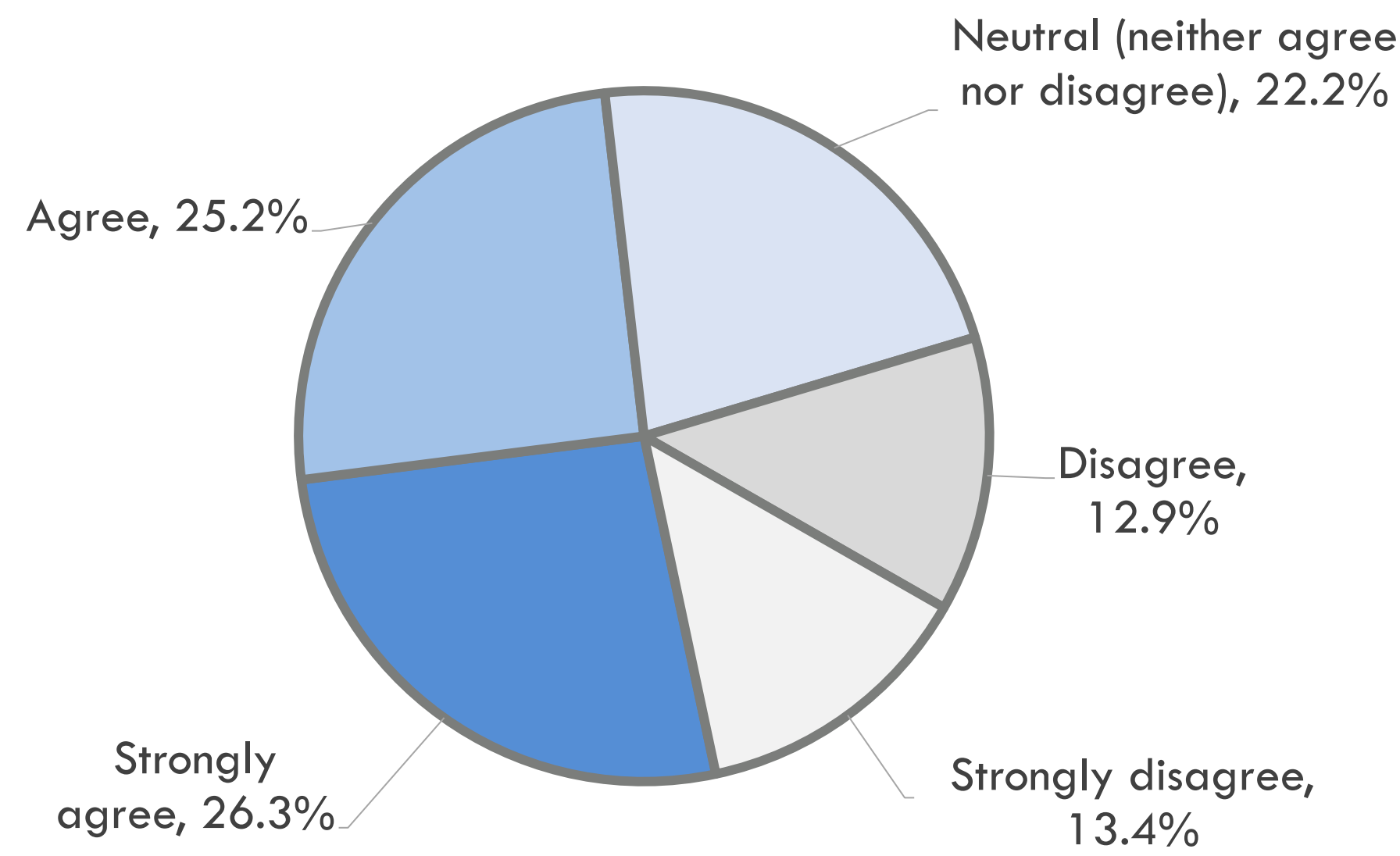


THE IMPACT OF THE COVID-19 VACCINES



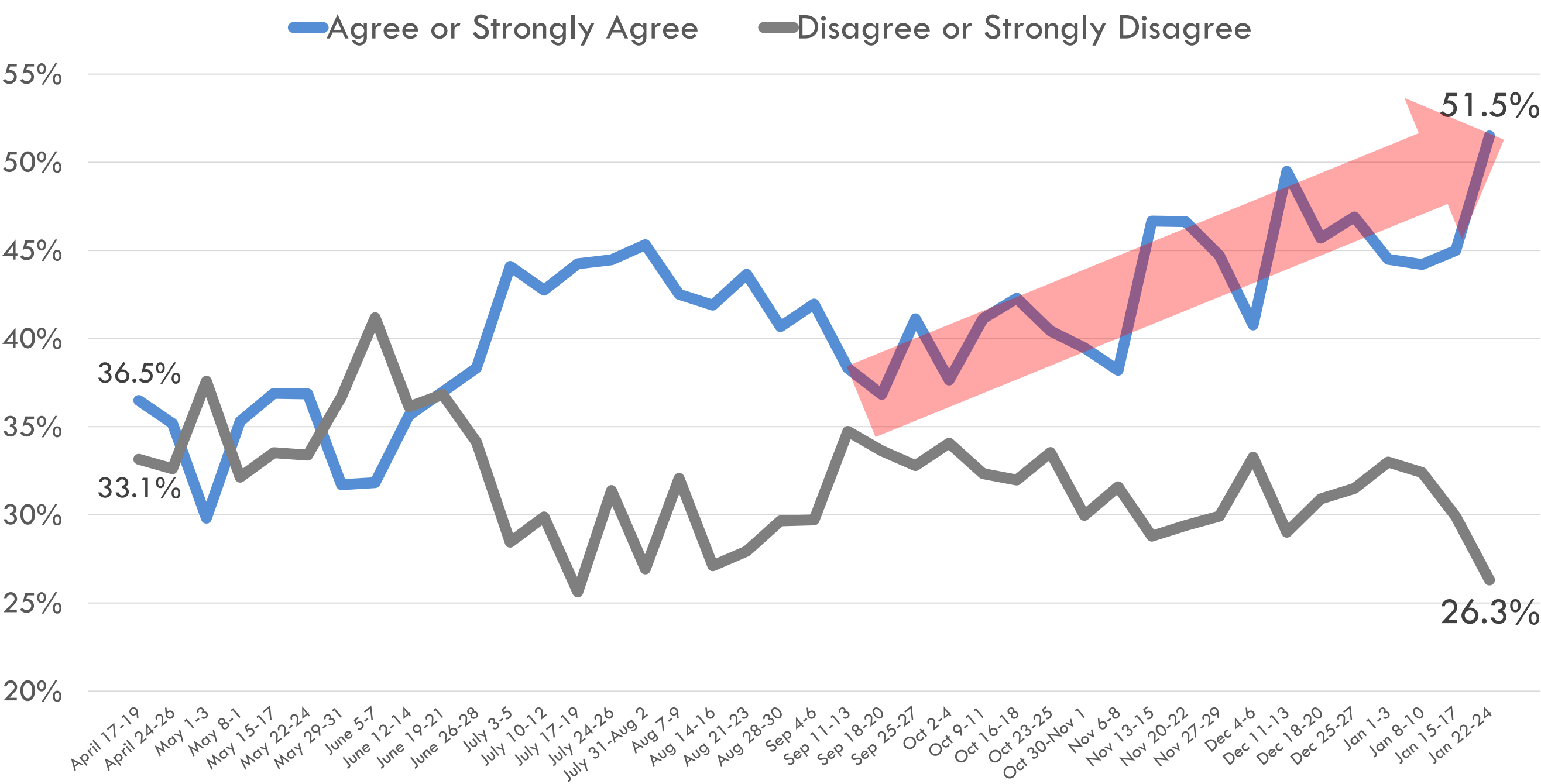
TRAVEL UNTIL GETTING THE VACCINE

How much do you agree with the following statement?
Statement: I'm not traveling until I am able to get a vaccine.



(Base: Waves 6-46. All respondents, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205 and 1,206 completed surveys.)

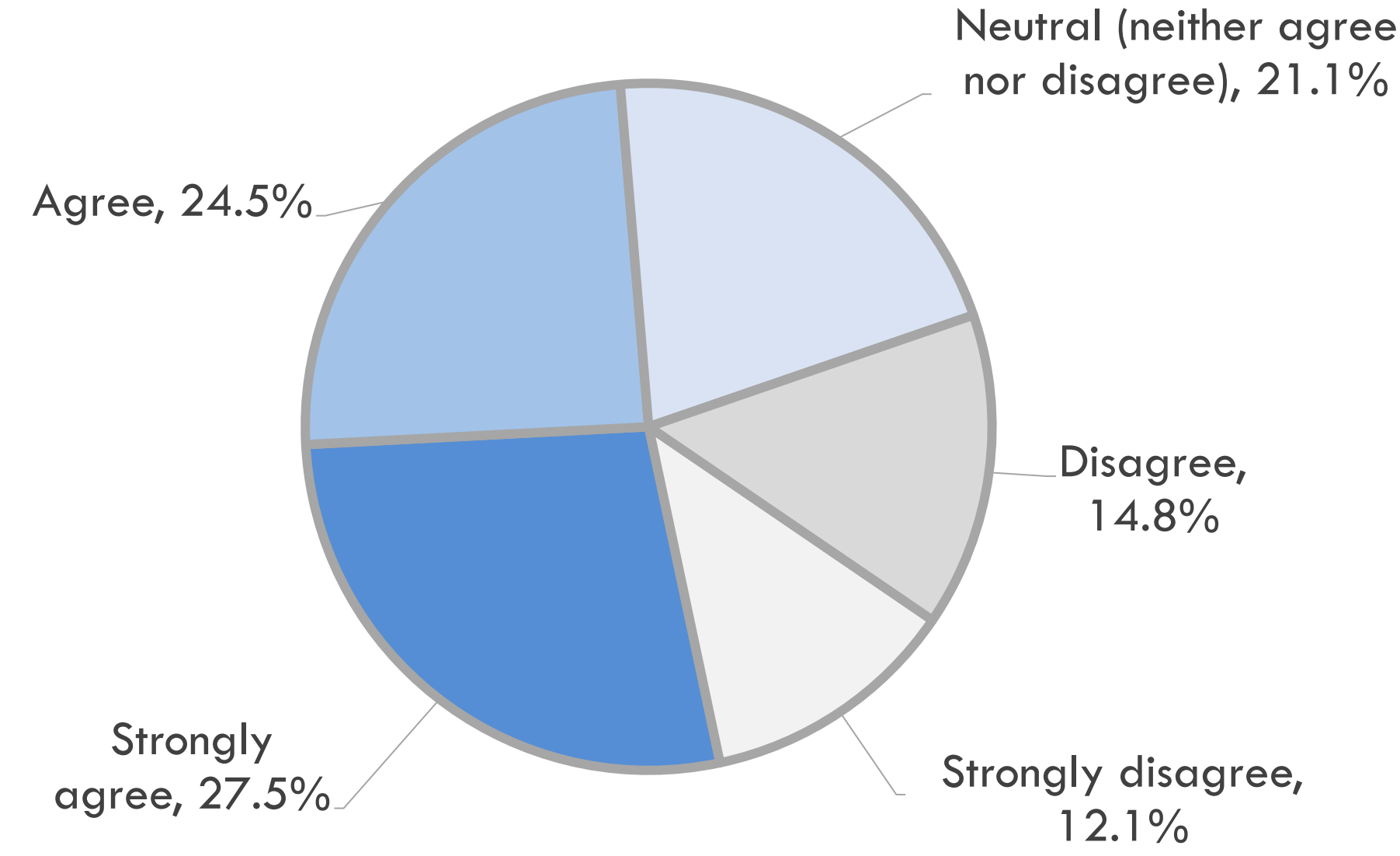
Historical data



TRAVEL UNTIL VACCINES ARE MADE WIDELY AVAILABLE

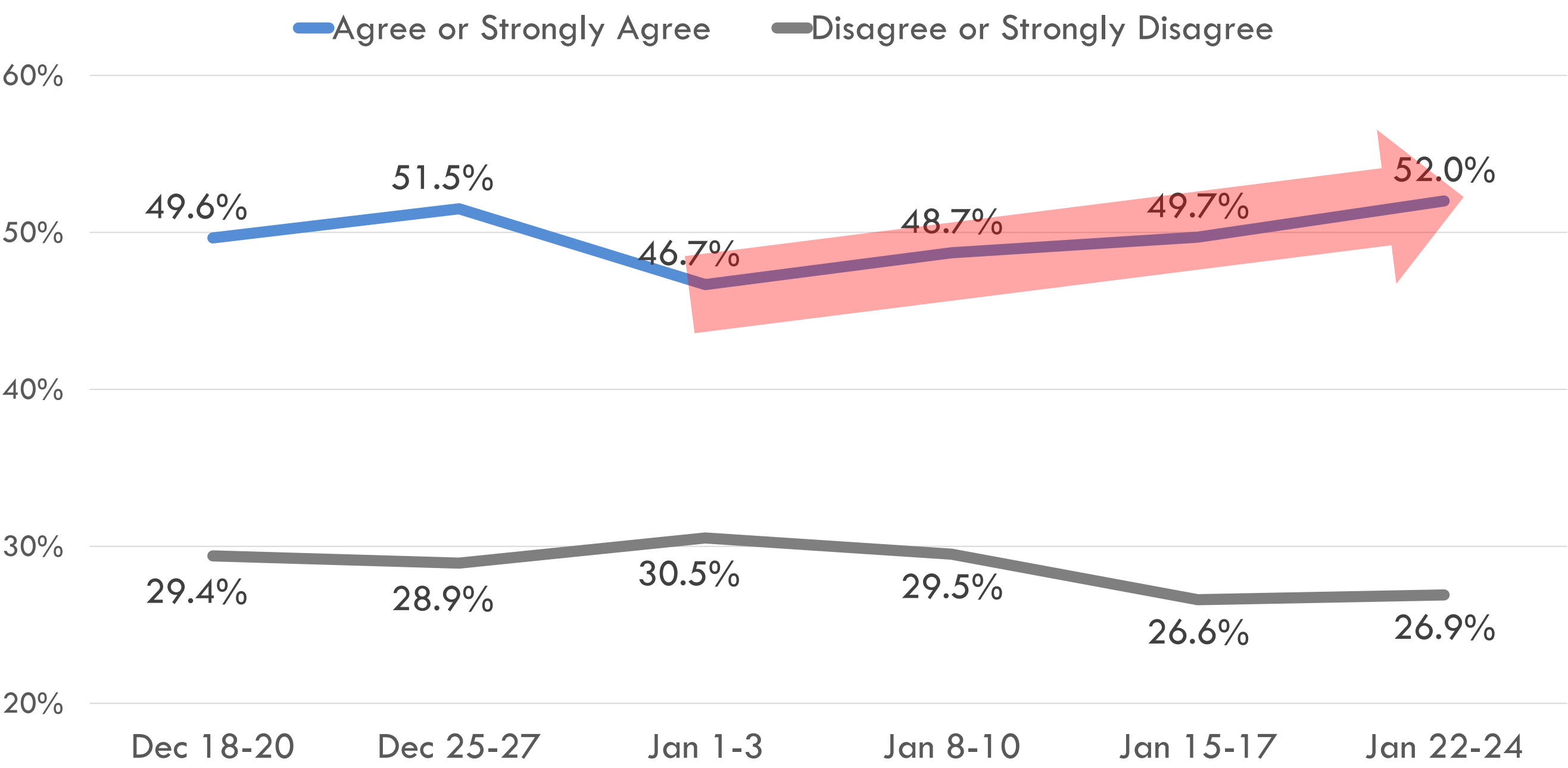
How much do you agree with the following statement?

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



(Base: Waves 41-46. All respondents, 1,201, 1,207, 1,206, 1,225, 1,205 and 1,206 completed surveys.)

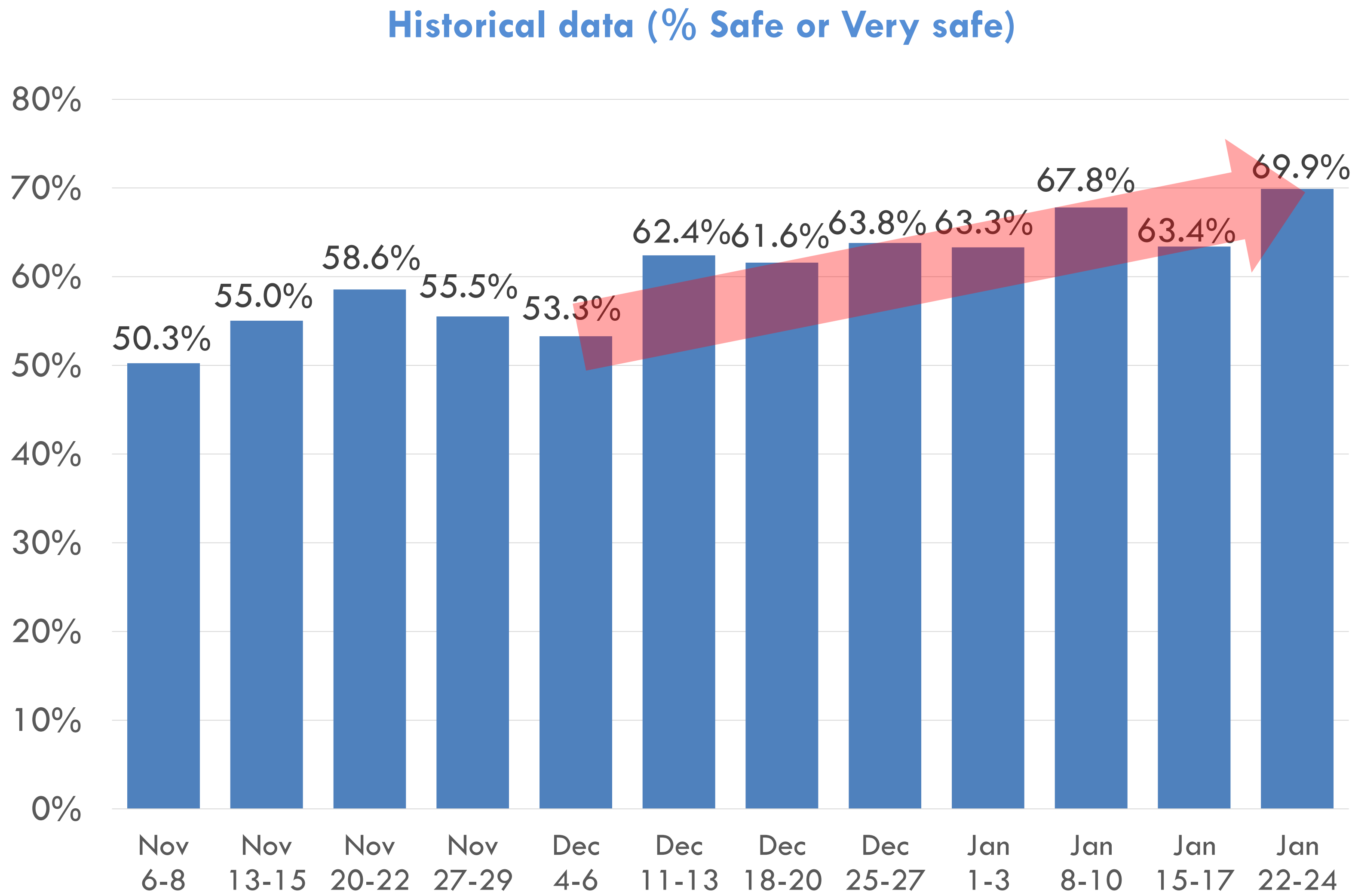
Historical data



EXPECTED SAFETY OF COVID-19 VACCINES

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

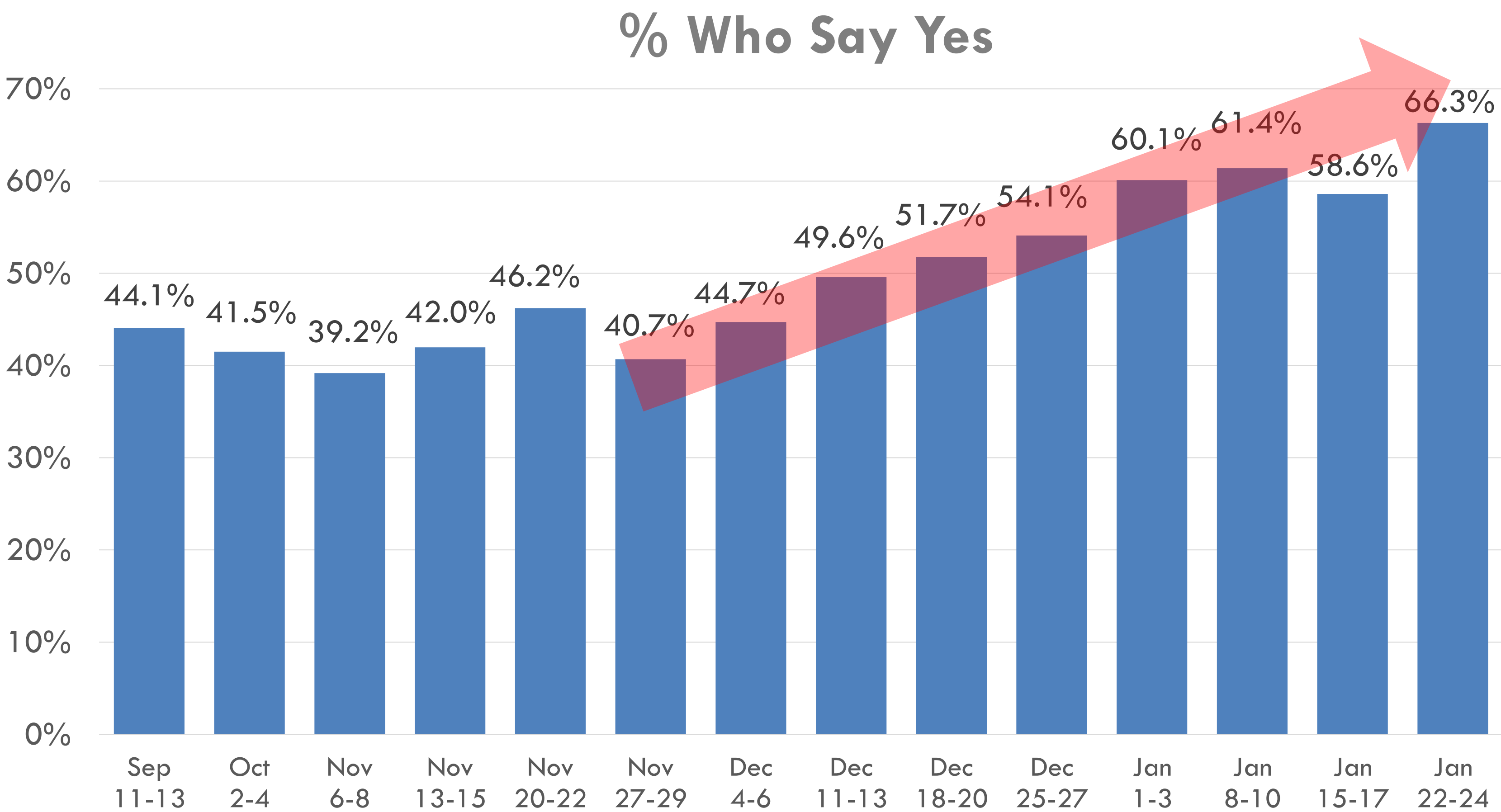
(Base: Waves 46 data. All respondents, 1,206 completed surveys. Data collected Jan 22-24, 2021)



EXPECTATIONS TO TAKE A COVID-19 VACCINE

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

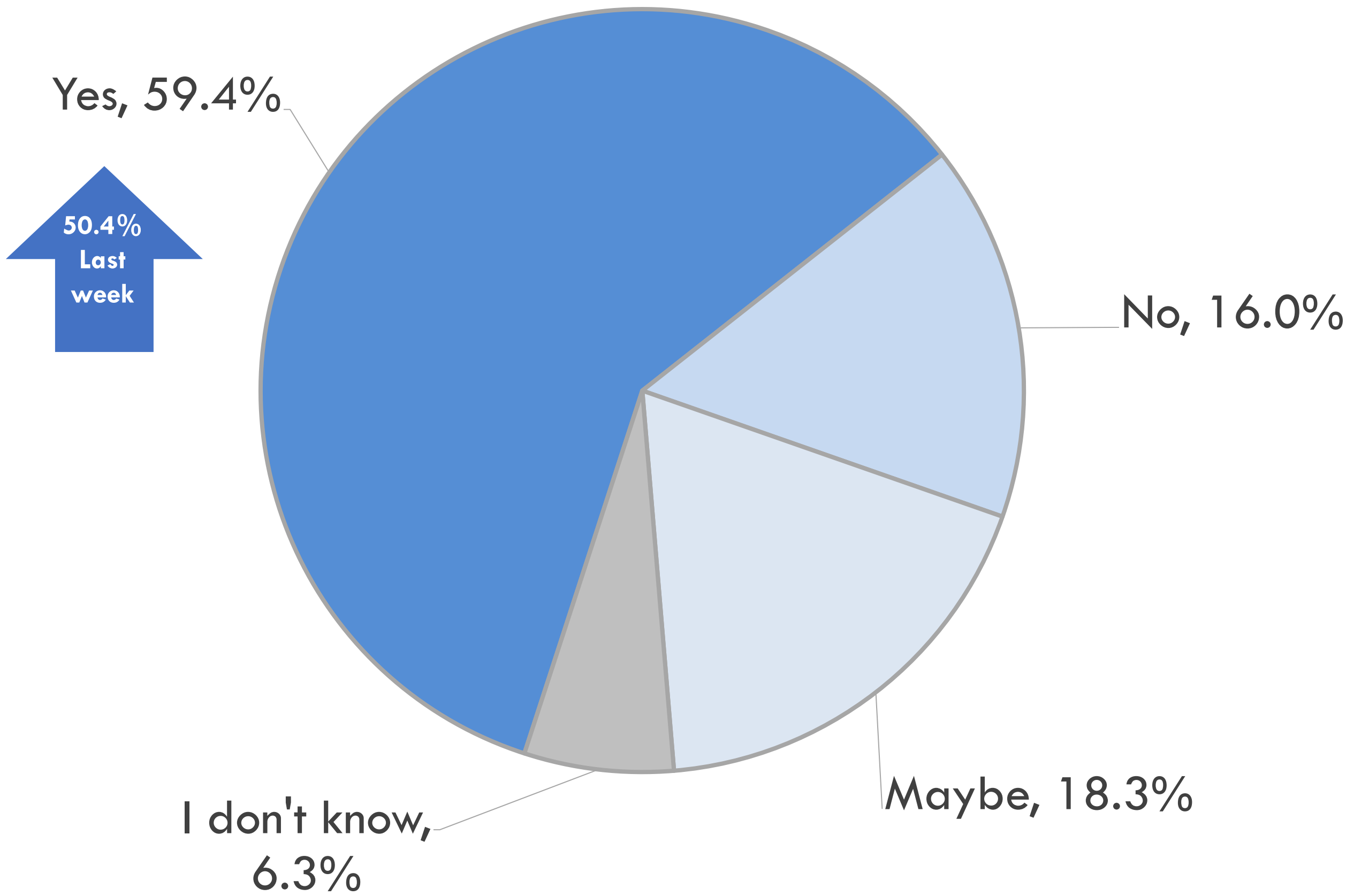
(Base: Waves 46 data. All respondents, 1,206 completed surveys. Data collected Jan 22-24, 2021)



VACCINES FOR CHILDREN

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

(Base: Waves 46 data. All respondents with school-aged children, 389 completed surveys. Data collected Jan 22-24, 2021)

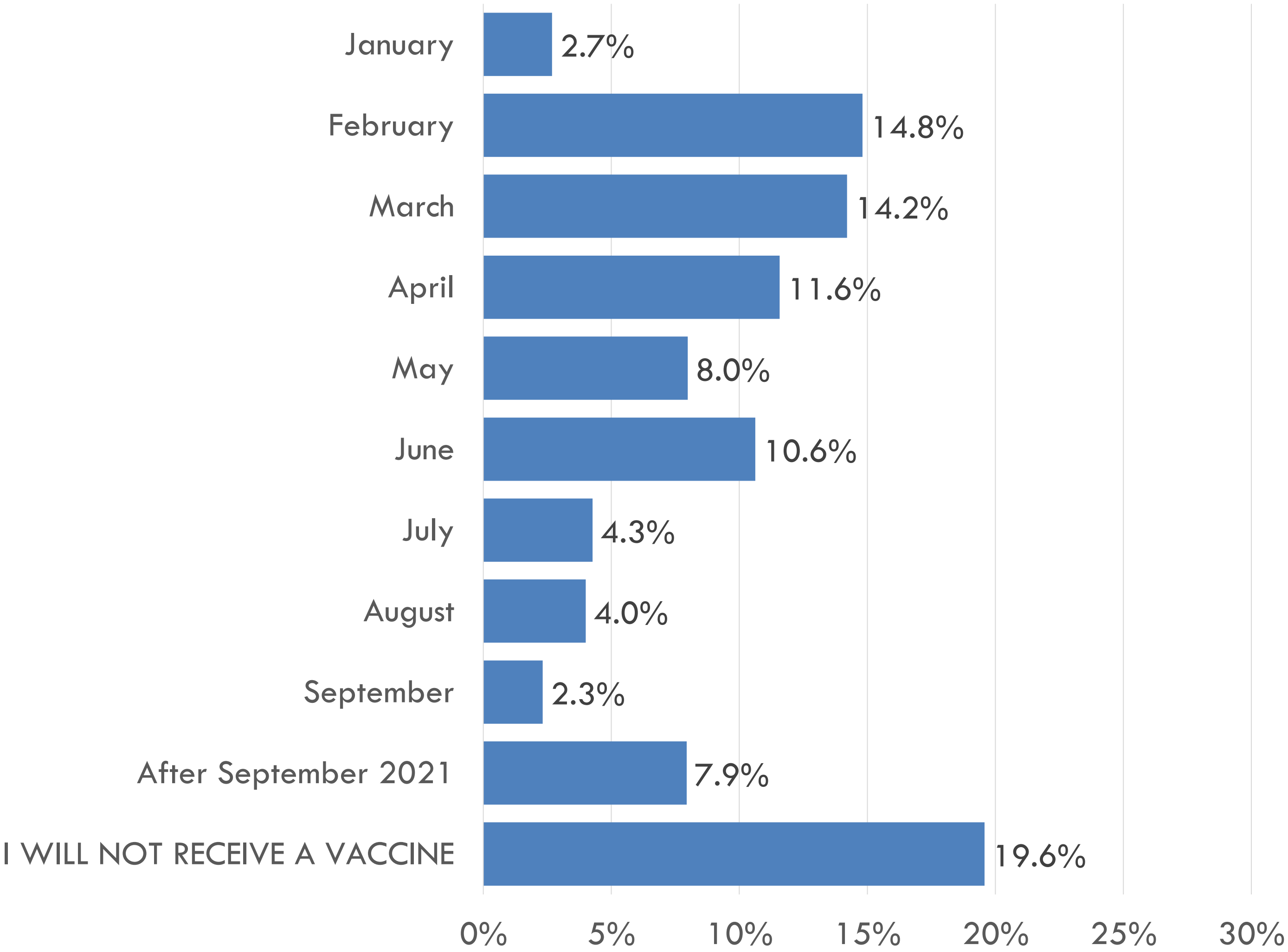


EXPECTED MONTH OF VACCINATION

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)

(Base: Waves 46 data. Respondents who have not yet been vaccinated, 1,058 completed surveys. Data collected January 22-24, 2021)

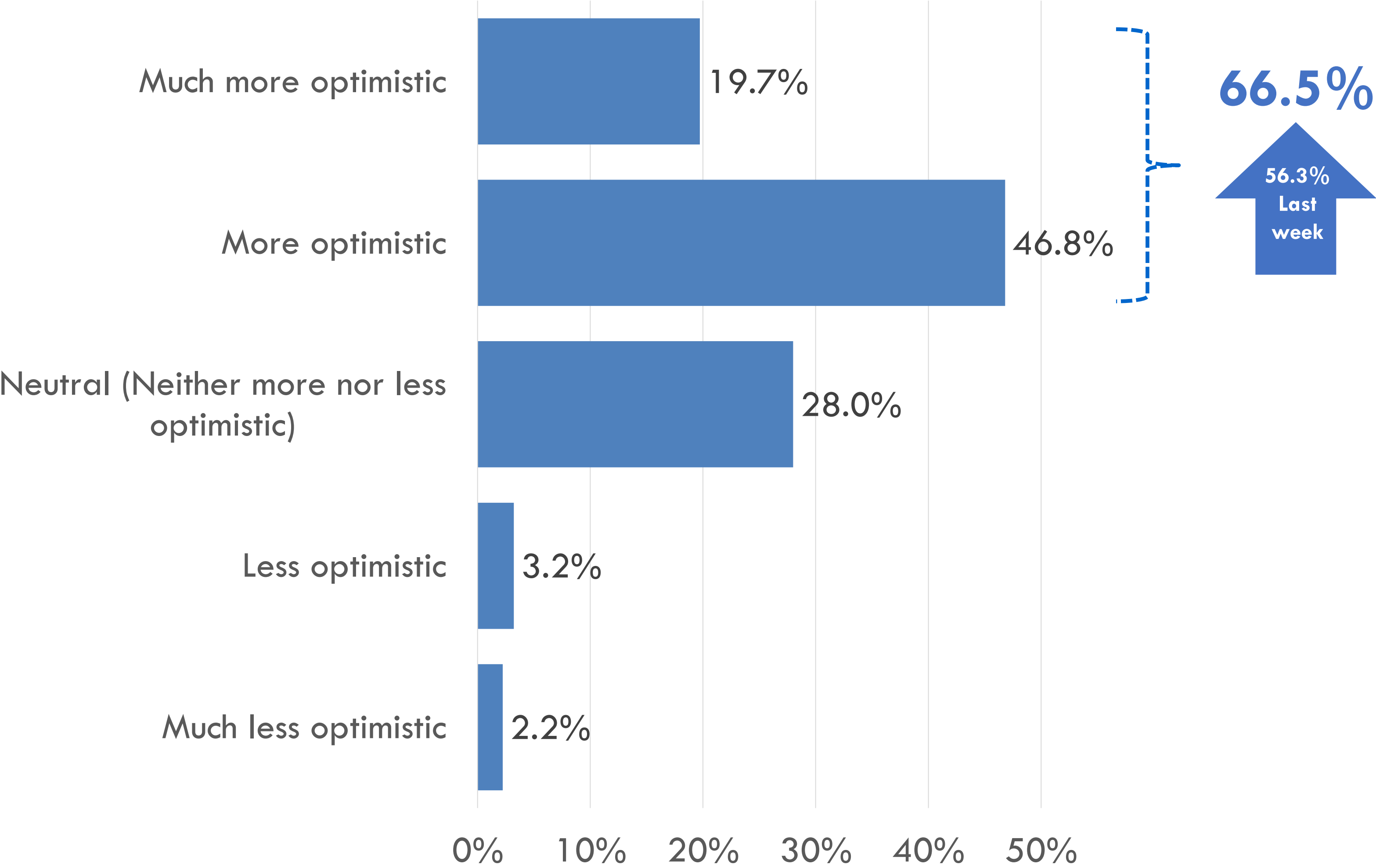


VACCINES AND OPTIMISM FOR A RETURN TO NORMAL

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.

(Base: Waves 46 data. All respondents, 1,206 completed surveys. Data collected Jan 22-24, 2021)

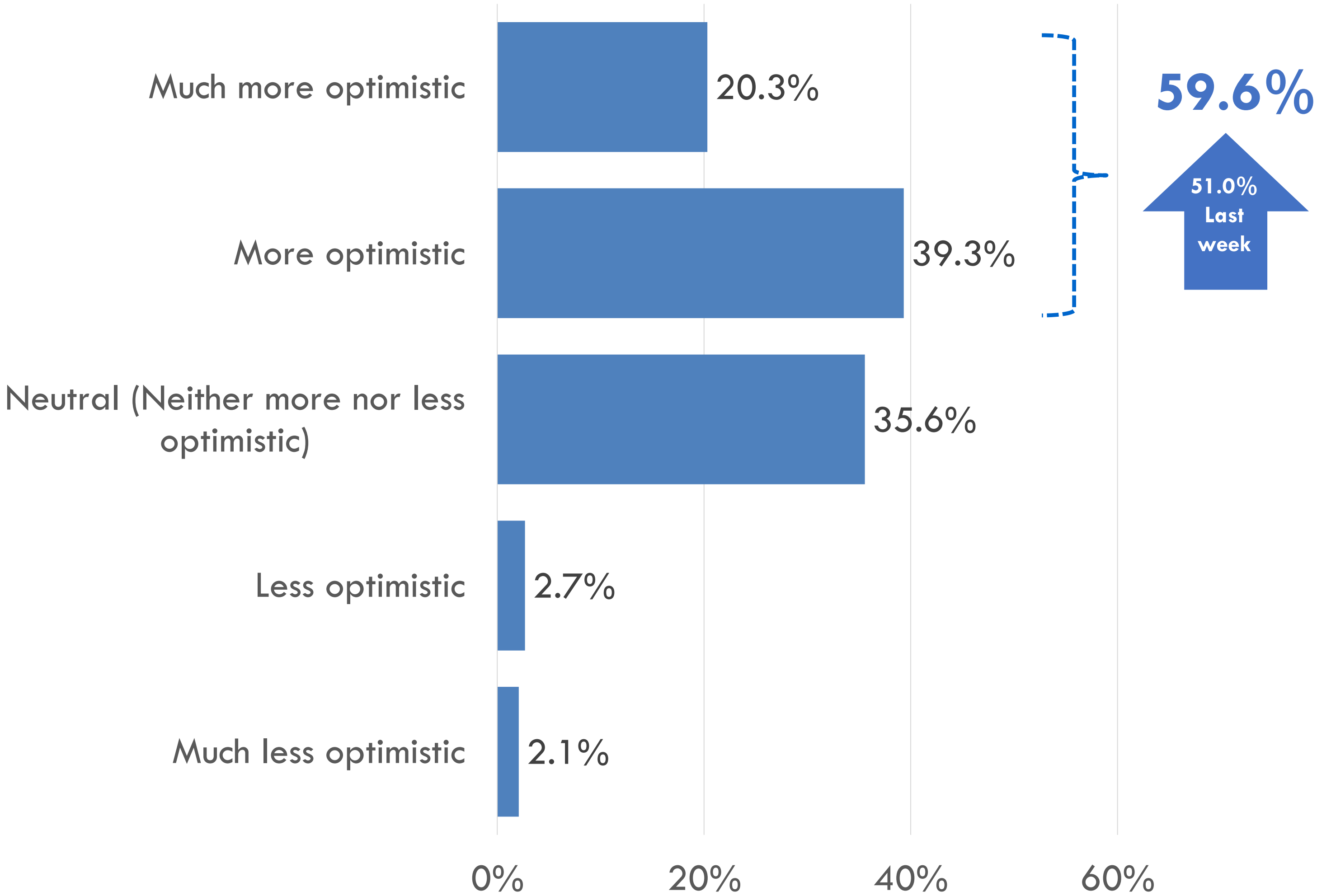


VACCINES AND OPTIMISM FOR SAFE TRAVEL

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.

(Base: Waves 46 data. All respondents, 1,206 completed surveys. Data collected Jan 22-24, 2021)



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)

(Base: Waves 46 data. All respondents, 1,206 completed surveys. Data collected Jan 22-24, 2021)



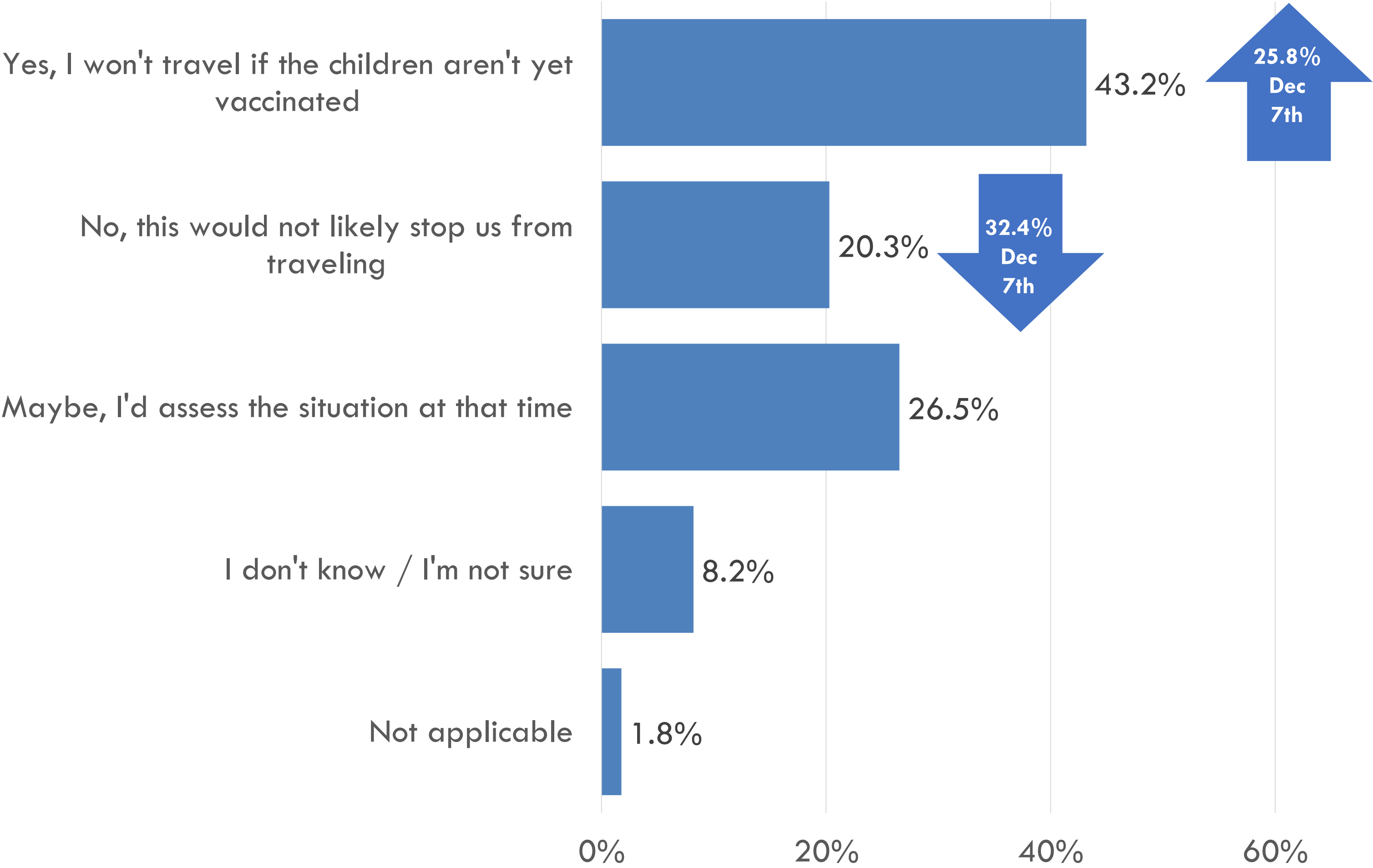
CHILDREN'S VACCINATIONS AND SUMMER TRAVEL

Question: Please think now about your family travels THIS SUMMER.

Imagine that by this summer COVID-19 vaccinations have been widely distributed amongst adults, but children have not yet been widely vaccinated. Your children have not yet been vaccinated.

Would this situation be likely to stop you from taking a family vacation this summer? (Select one that best describes you)

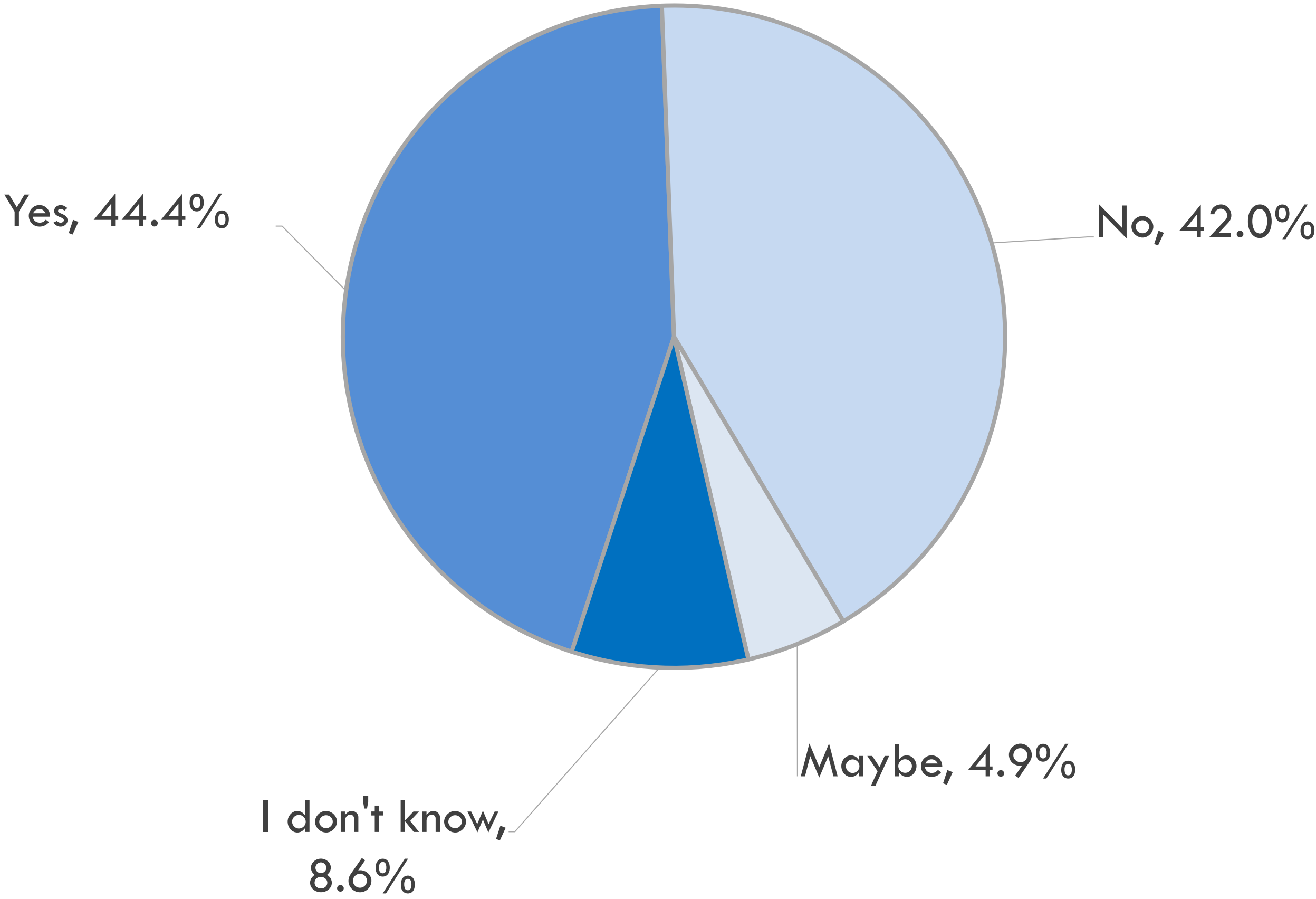
(Base: Waves 46 data. Respondents with school-aged children, 389 completed surveys. Data collected January 22-24, 2021)



FRIENDS OR RELATIVES RECEIVING A COVID-19 VACCINE

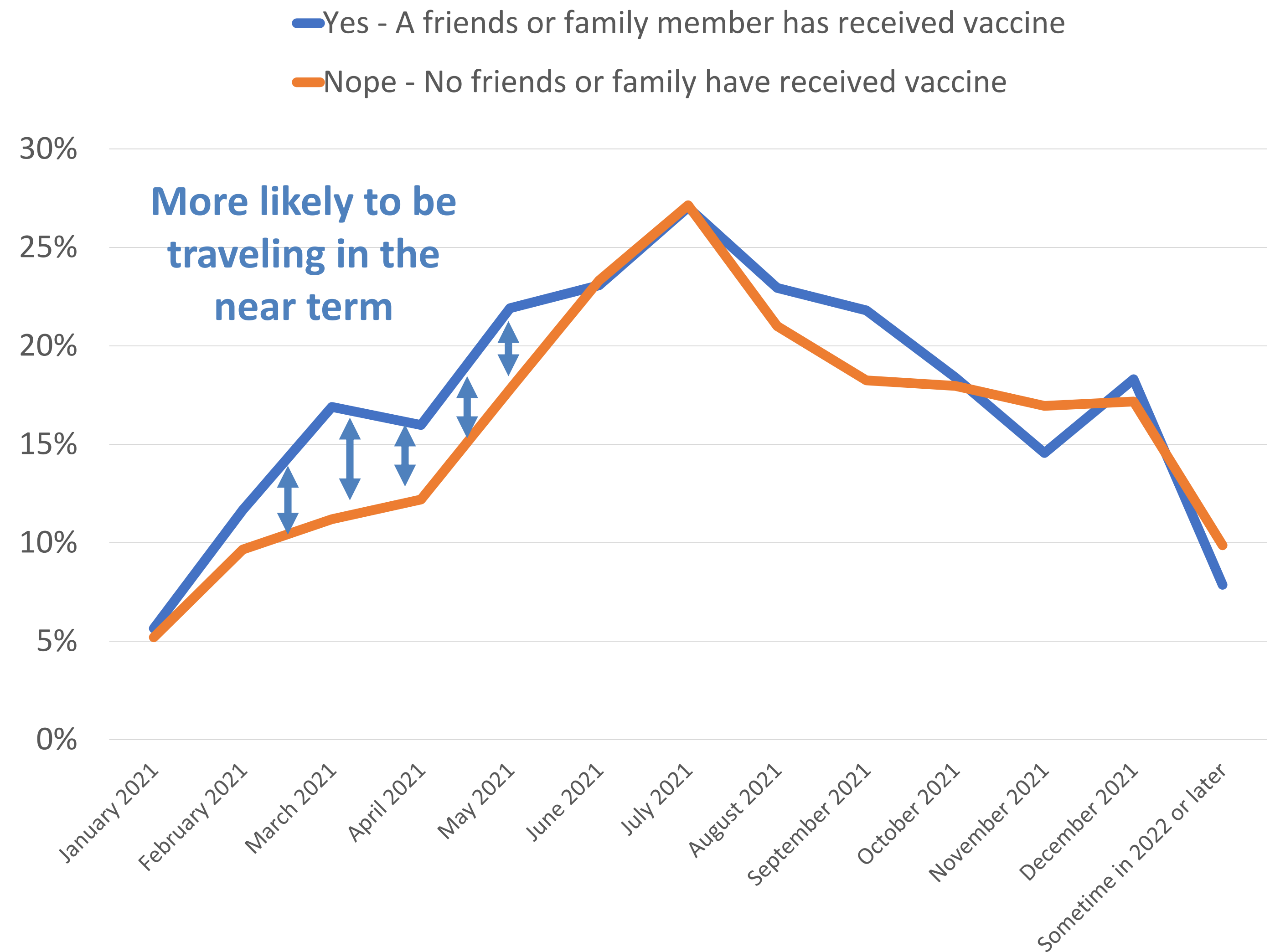
Question: Have any of your friends or relatives already received a COVID-19 vaccine?

(Base: Waves 46 data. All respondents, 1,206 completed surveys. Data collected Jan 22-24, 2021)



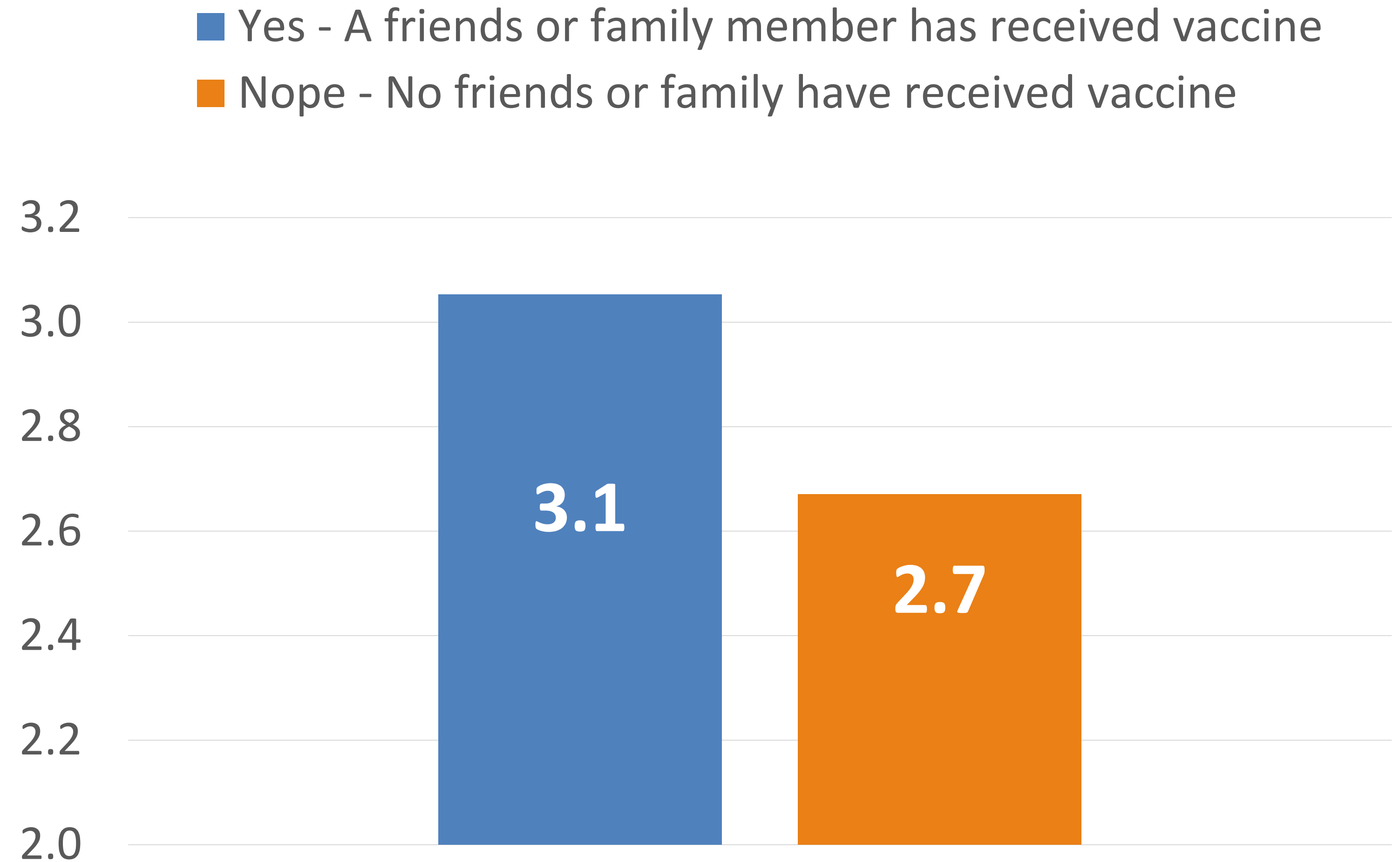
FRIENDS OR RELATIVES VACCINATED VS. OTHERS

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



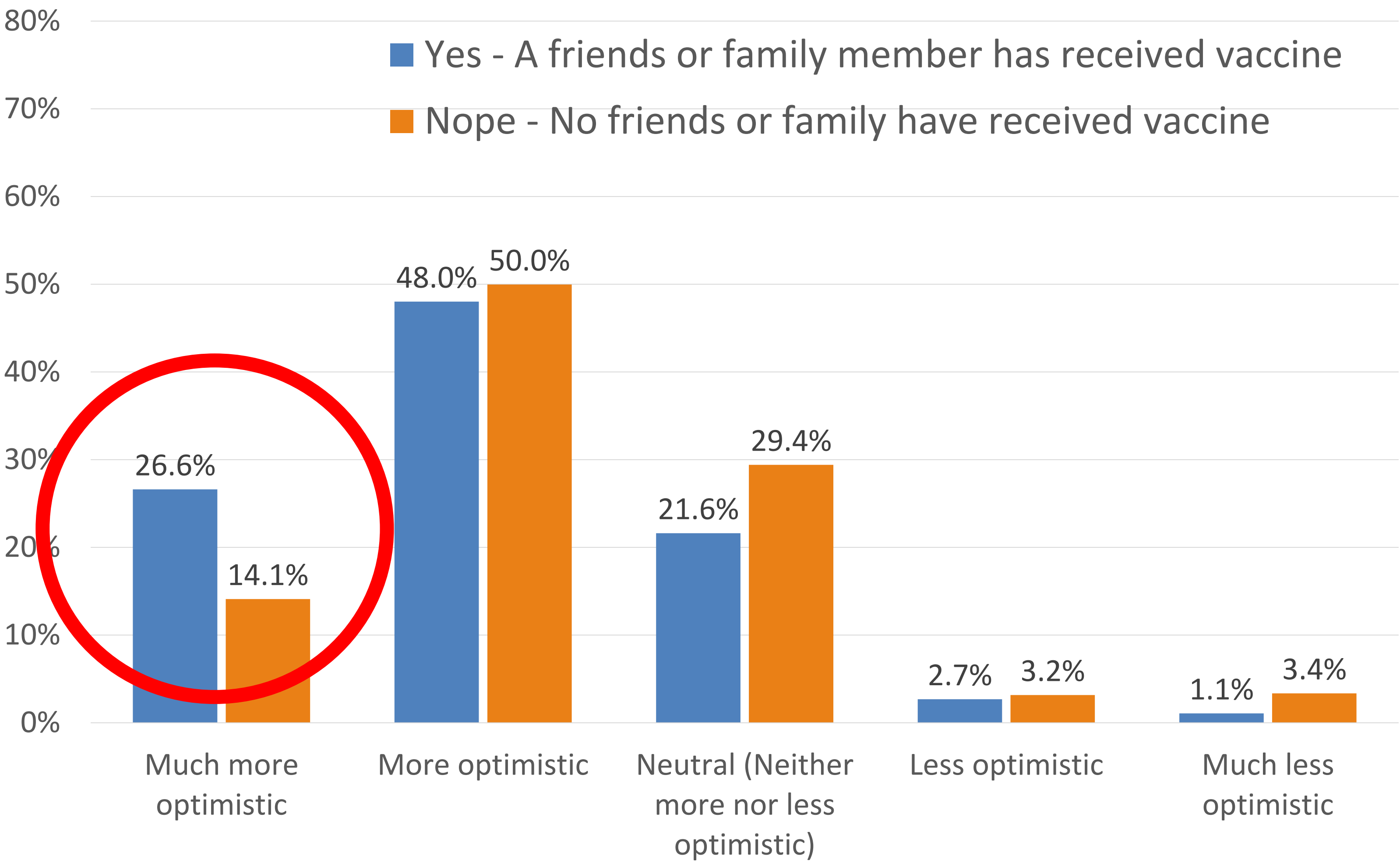
FRIENDS OR RELATIVES VACCINATED VS. OTHERS

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



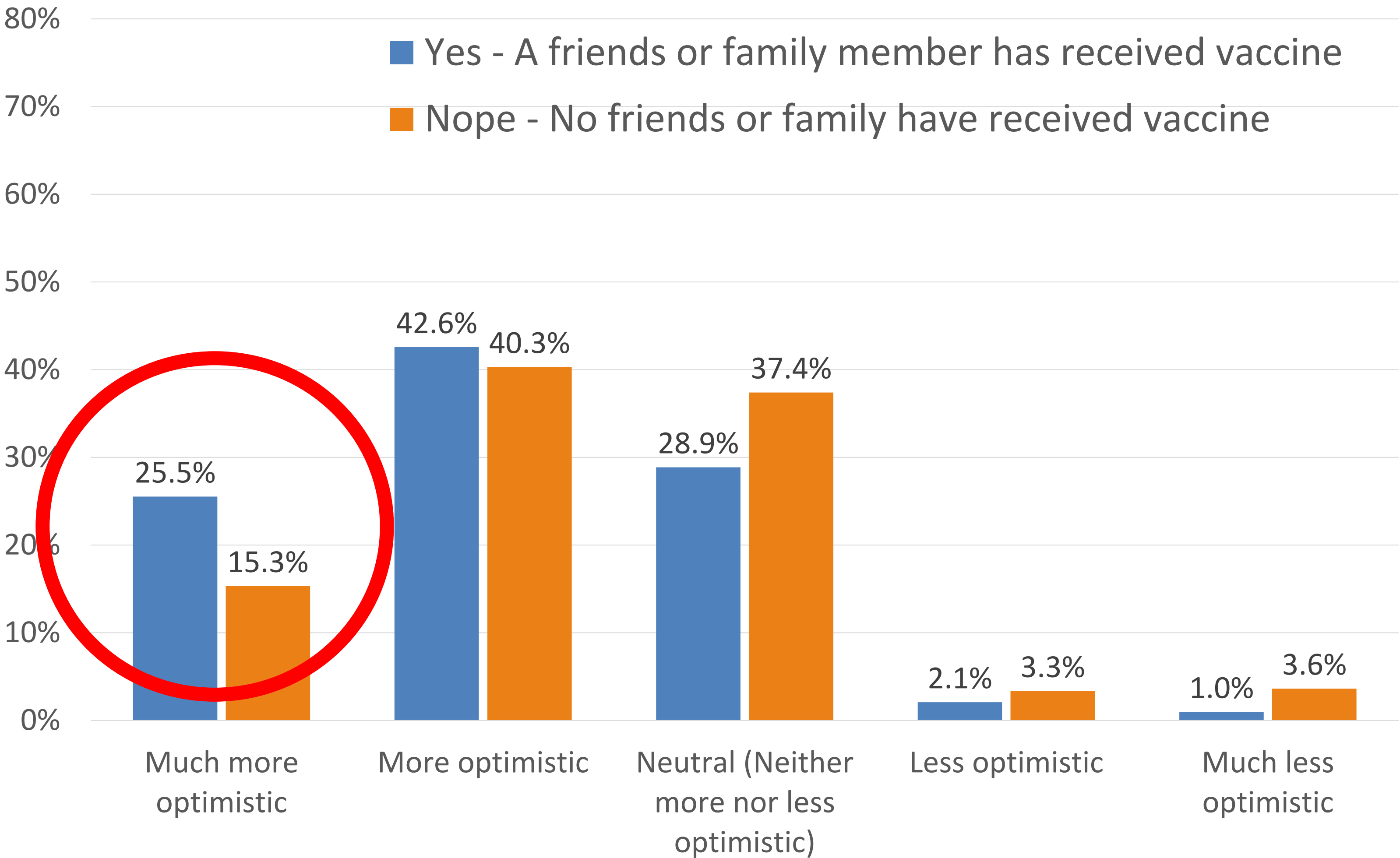
FRIENDS OR RELATIVES VACCINATED VS. OTHERS

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



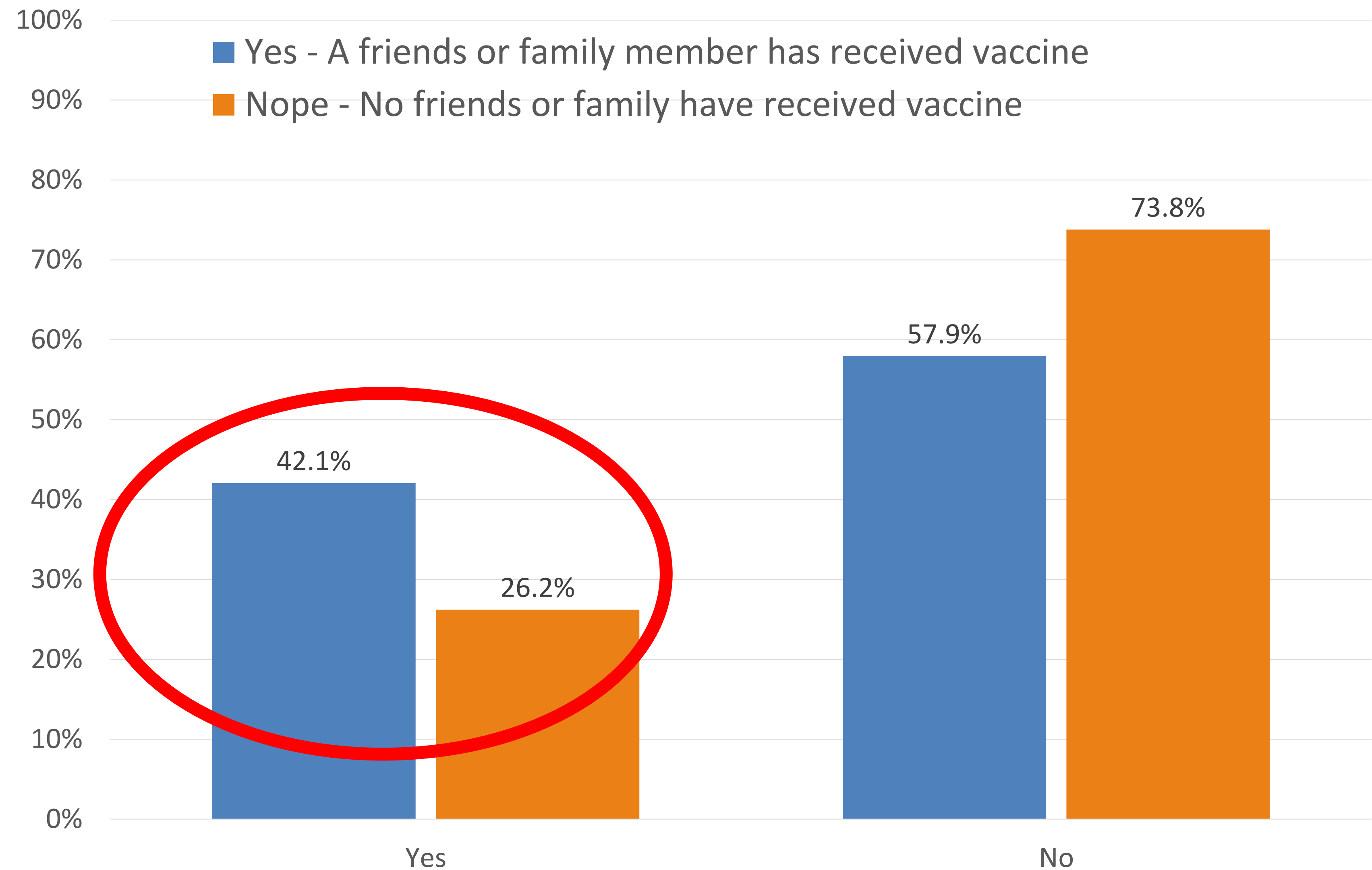
FRIENDS OR RELATIVES VACCINATED VS. OTHERS

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



FRIENDS OR RELATIVES VACCINATED VS. OTHERS

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



The background of the slide features a teal gradient. Overlaid on this are four large, semi-transparent circular signs, each held by a hand of a different skin tone. The signs display the numbers 7, 9, 8, and 6. A central white rectangular box with a thin black border contains the title 'Weekly Scorecard' in a bold, black, sans-serif font. A thin horizontal line is positioned below the title within the box.

Weekly Scorecard

Weekly Scorecard

Expectations of vaccine
being safe



Willingness to take a
vaccine



Willingness to have
children vaccinated



Optimism vaccines will
bring back normality



Optimism vaccines will
bring travel normalcy



Travel plans as a result
of vaccine development



No summer travel until
kids are vaccinated



Won't travel until they
receive a vaccine



No travel until vaccines
are widely available



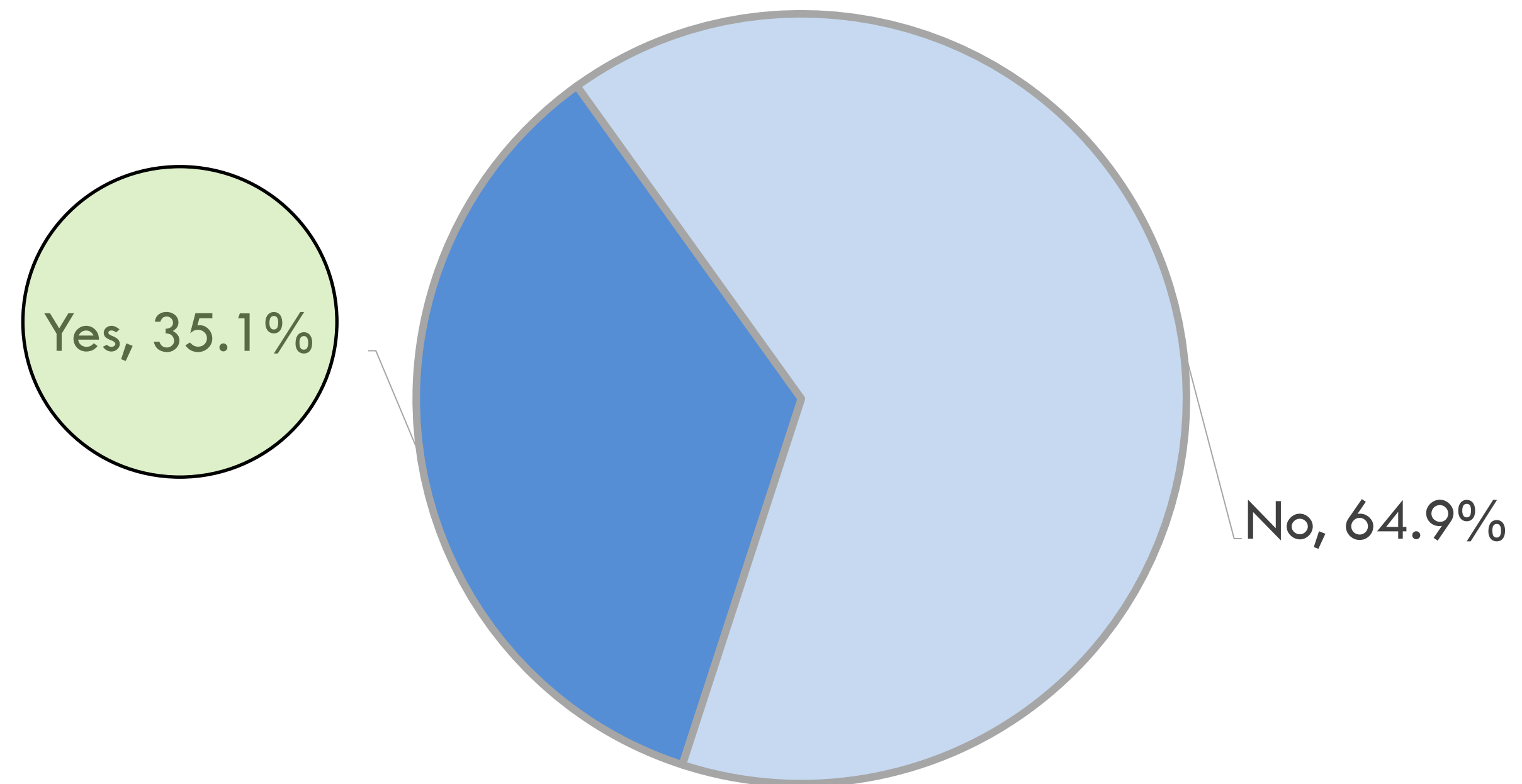
The image features a large, white, neoclassical building, the U.S. Capitol, with a prominent dome and a portico supported by many columns. A large American flag is superimposed over the scene, with its stars and stripes flowing across the top and sides of the building. The text "IMPACT OF THE POLITICAL CLIMATE ON TRAVEL" is centered over the image in a bold, white, sans-serif font.

IMPACT OF THE POLITICAL CLIMATE ON TRAVEL

DOES THE POLITICAL CLIMATE IMPACT DESIRE TO TRAVEL?

Question: Does the current political climate of the United States have an impact (in any way) on your desire to travel domestically?

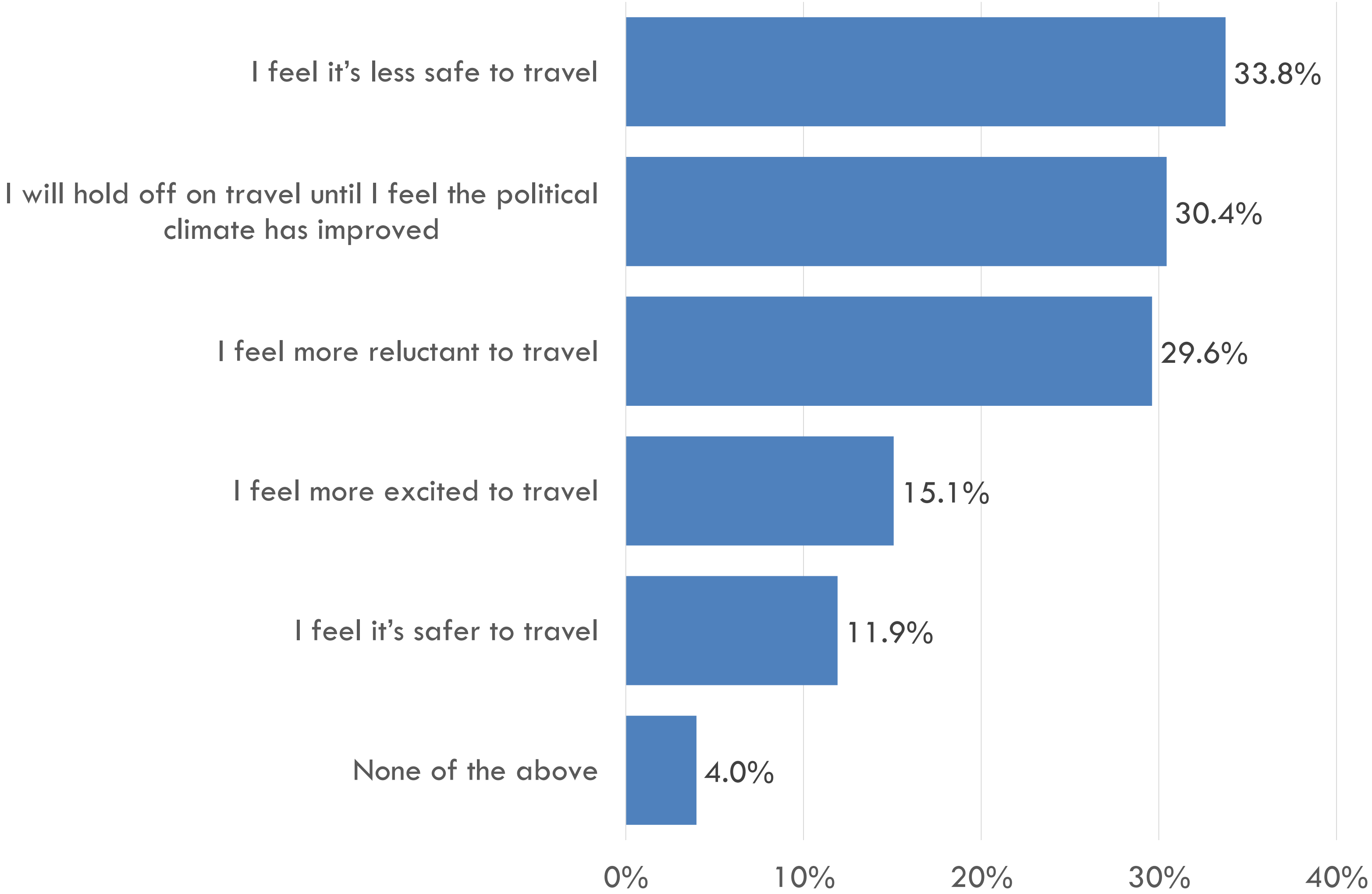
(Base: Waves 46 data. All respondents, 1,206 completed surveys. Data collected Jan 22-24, 2021)



HOW THE POLITICAL CLIMATE AFFECTS DESIRE TO TRAVEL

Question: Which of the following statements describe the impact the current political climate in the United States has on your desire to travel domestically? (Select all that apply)

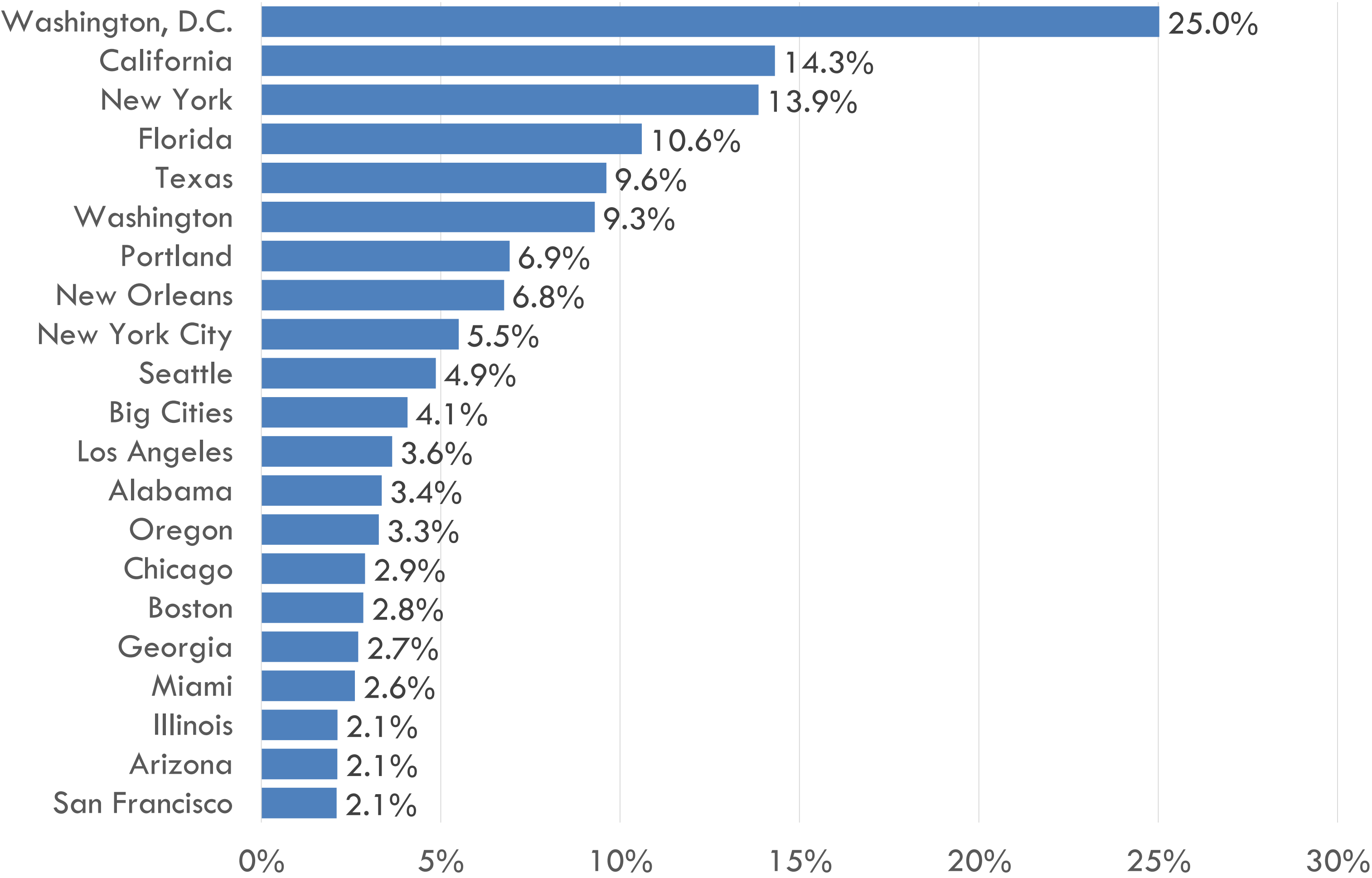
(Base: Waves 46 data. Respondents who feel the political climate has impacted their desire to travel, 397 completed surveys. Data collected Jan 22-24, 2021)



DESTINATIONS TO BE AVOIDED DUE TO POLITICS

Question: Are there any domestic destinations you will avoid this year SPECIFICALLY DUE TO POLITICAL CONSIDERATIONS? IF YES, please write in up to three below:

(Base: Waves 46 data. Respondents who say the political climate will impact their desire to travel, 203 completed surveys. Data collected January 22-24, 2021)



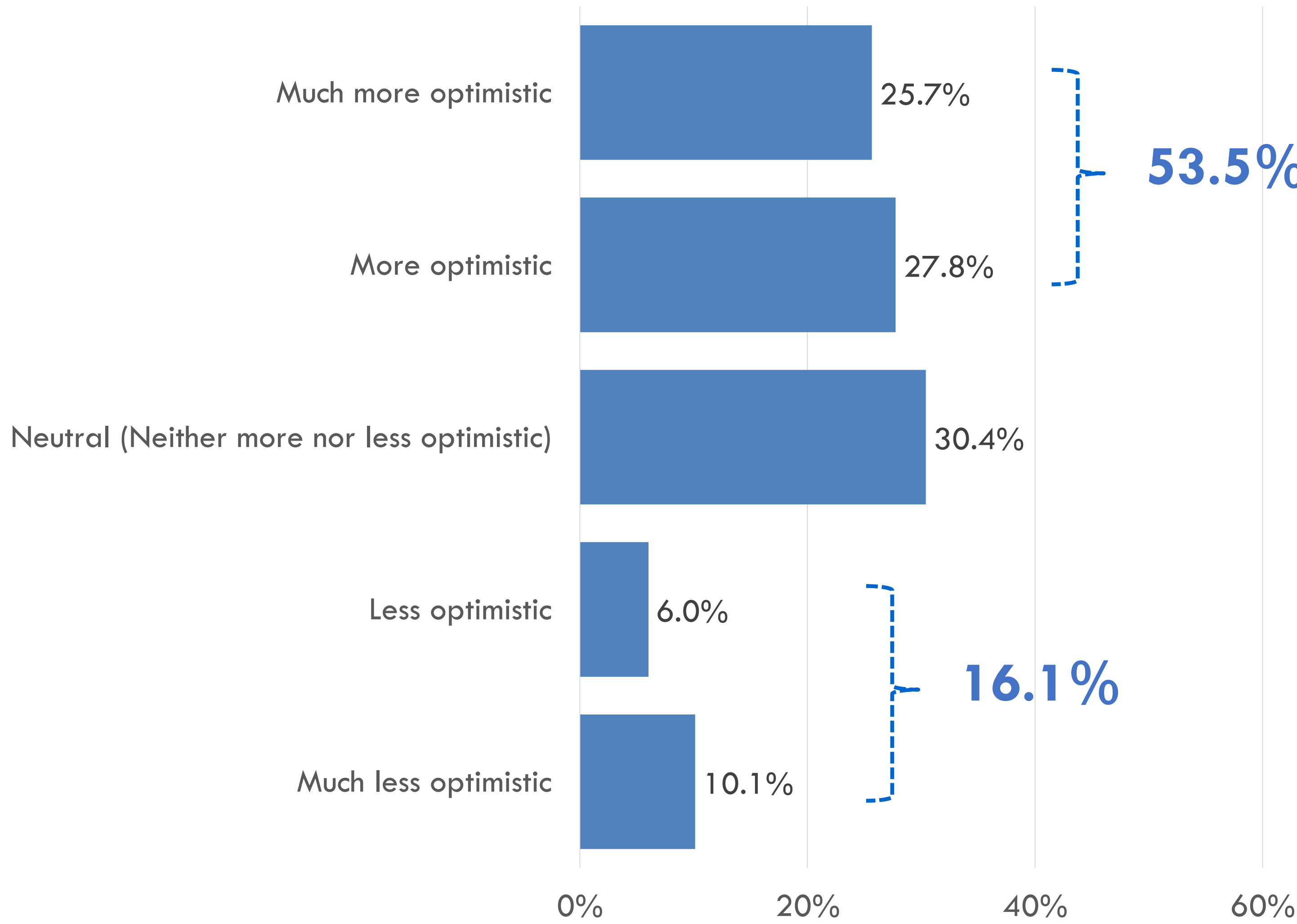
IMPACT OF NEW PRESIDENTIAL ADMINISTRATION ON TRAVEL OPTIMISM

Question: This week, Joseph Biden was sworn in as President of the United States.

Does the start of the Biden administration affect your optimism about travel returning to normal (or near normal) in the next SIX (6) MONTHS? (Select one to fill in the blank)

The start of the Biden administration has made me _____ about TRAVEL RETURNING TO NORMAL (OR NEAR NORMAL) in the next six months.

(Base: Waves 46 data. All respondents, 1,206 completed surveys. Data collected Jan 22-24, 2021)



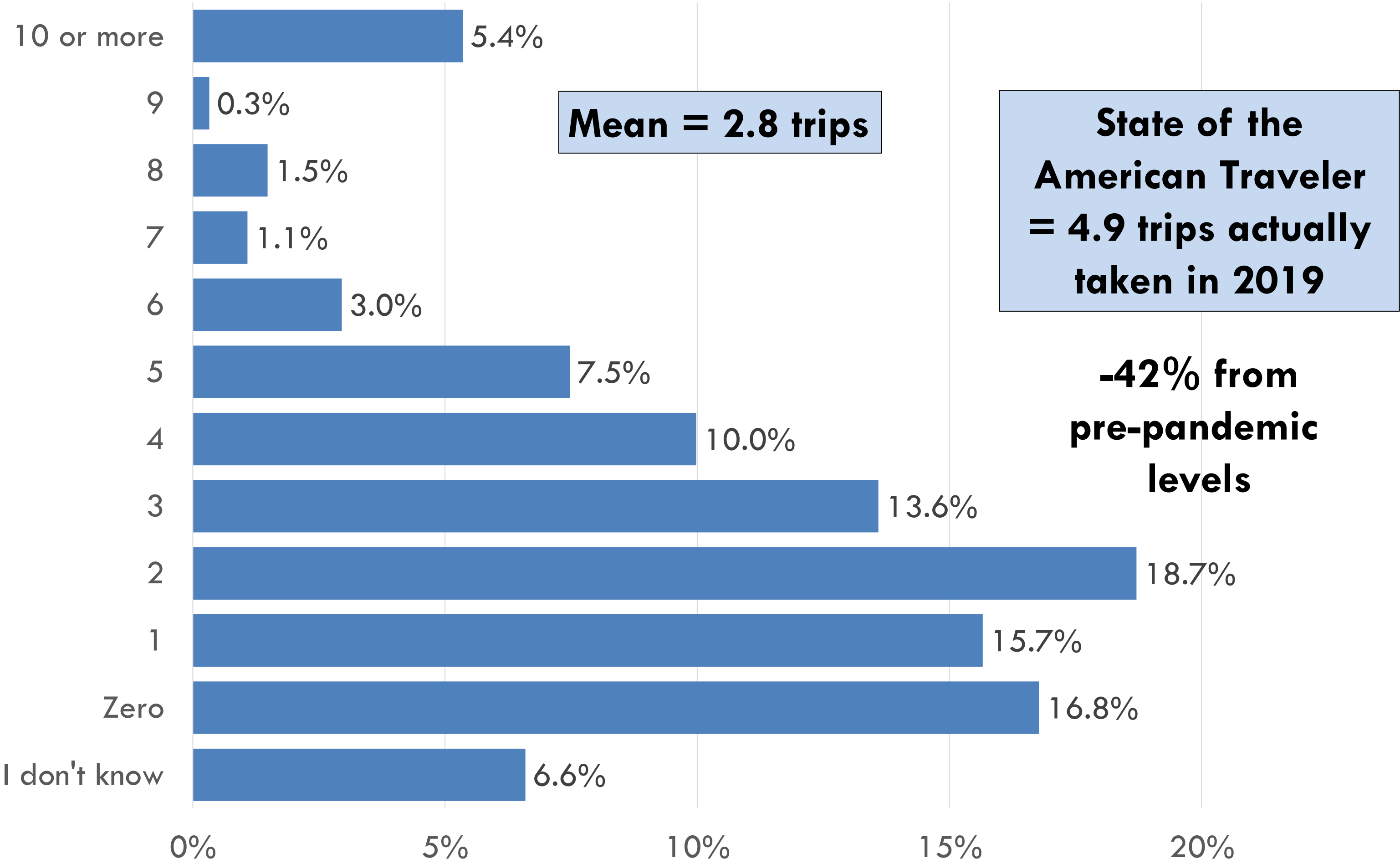
A collection of travel items including a black suitcase, a blue surgical mask, a small spray bottle, a straw hat, a pair of glasses, a blue shirt, a pair of jeans, a pair of orange pants, and a pair of black shoes, all arranged on a light-colored, textured rug. The text "FUTURE TRAVEL" is overlaid in the center.

FUTURE TRAVEL

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)

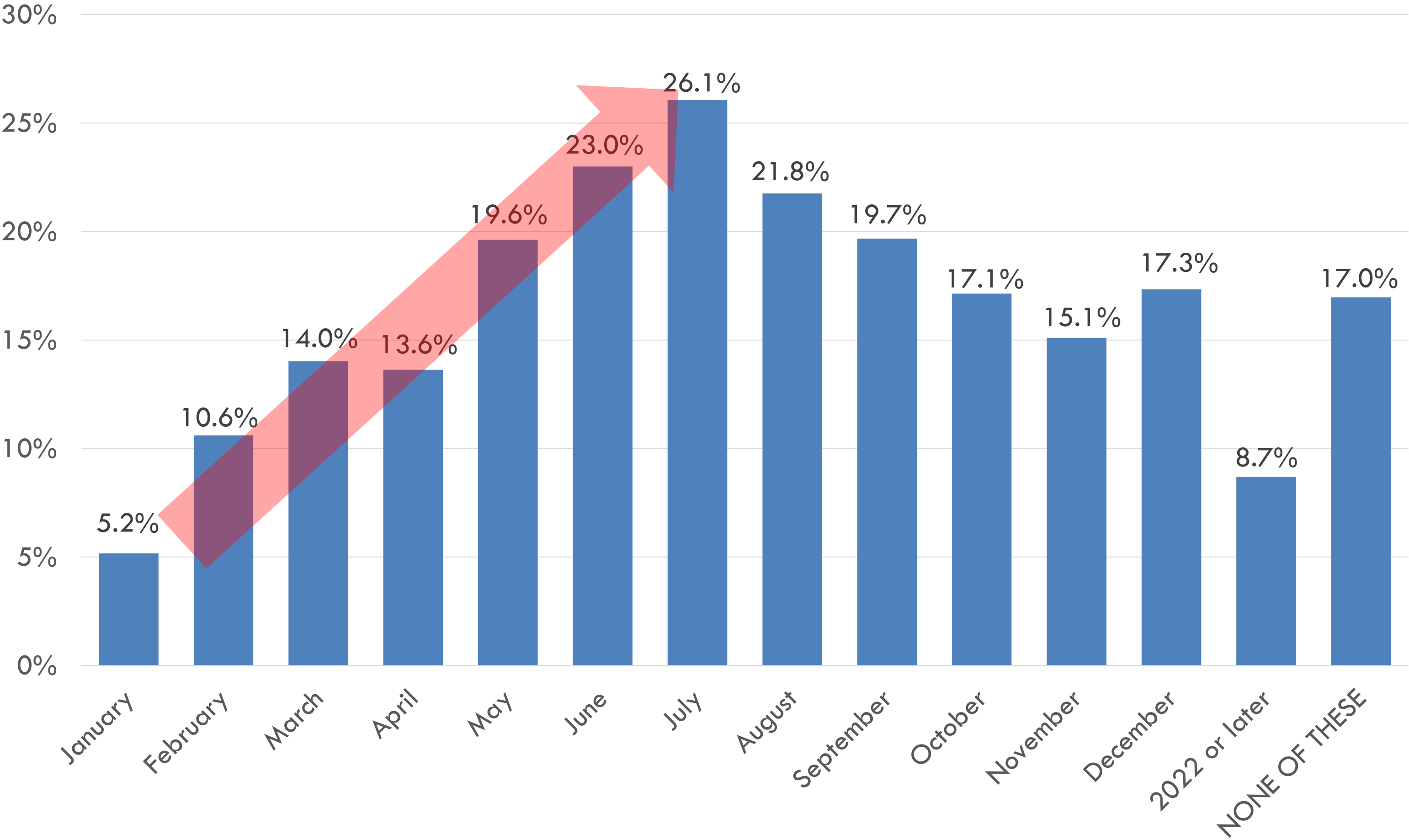
(Base: Waves 46 data. All respondents, 1,121 completed surveys. Data collected January 22-24, 2021)



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)

(Base: Waves 46 data. All respondents, 1,206 completed surveys. Data collected January 22-24, 2021)

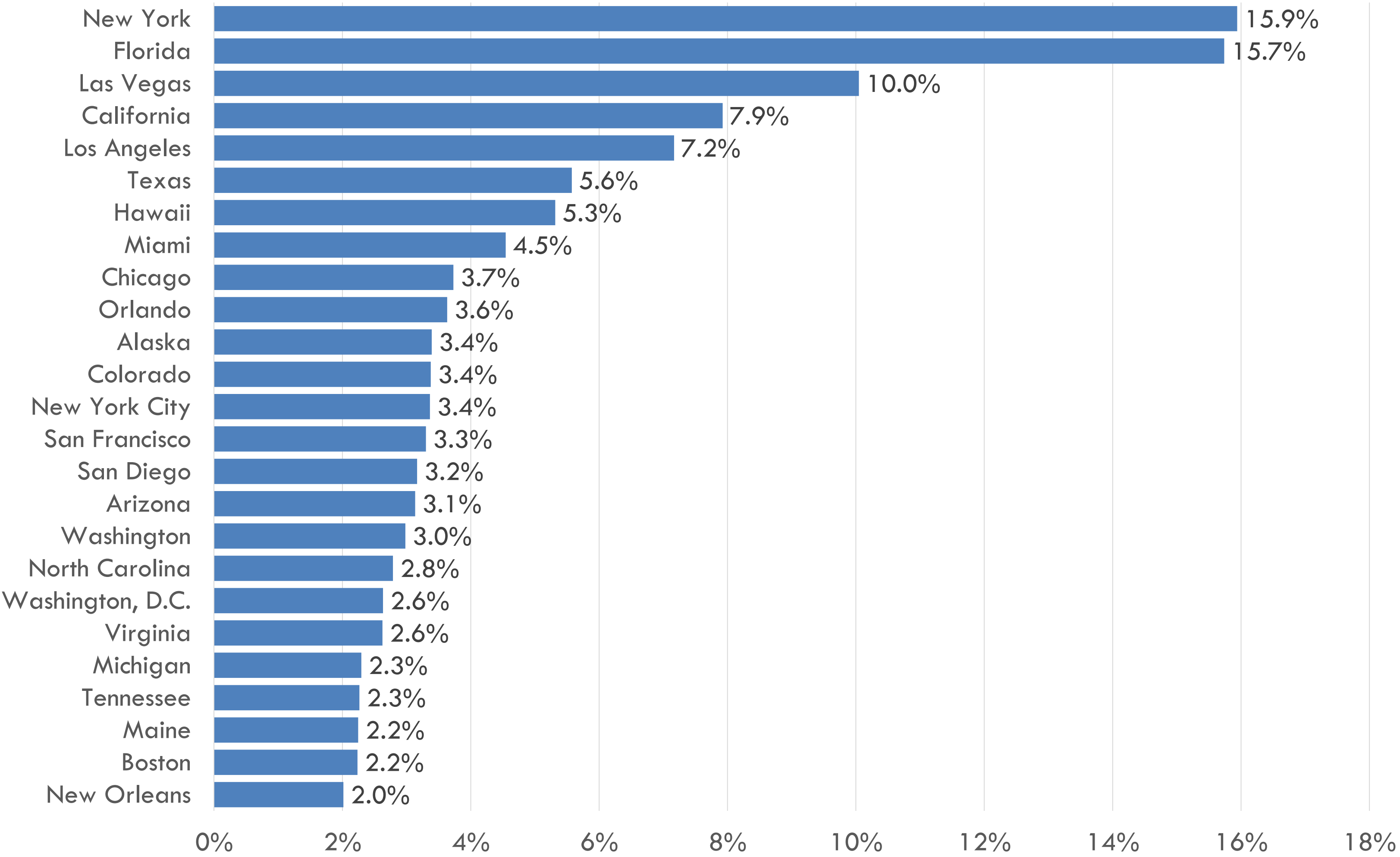


MOST DESIRED DOMESTIC DESTINATIONS

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 46 data. All respondents, 1,206 completed surveys. Data collected January 22-24, 2021)

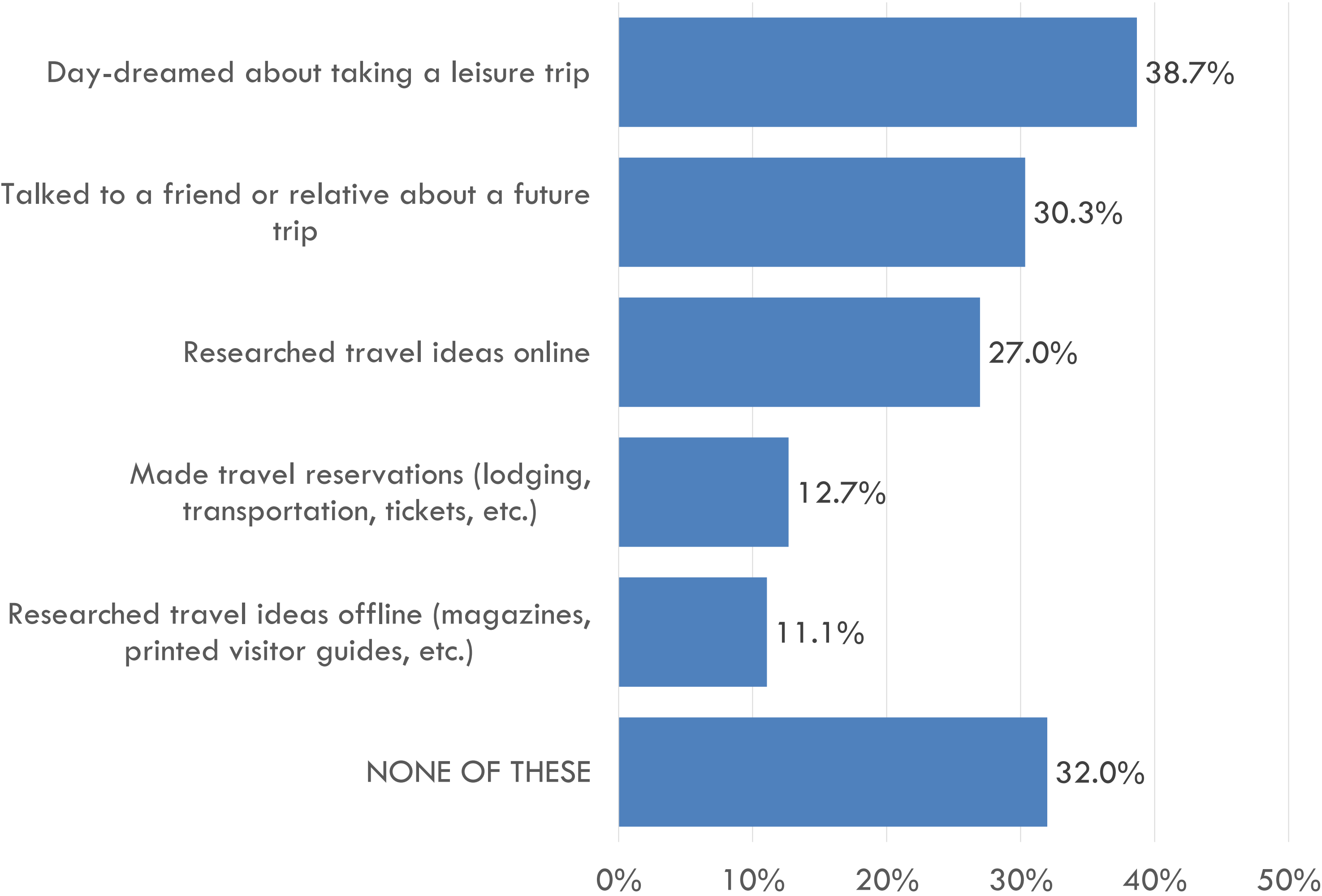


TRAVEL PLANNING IN THE PAST WEEK

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

In the PAST WEEK I have

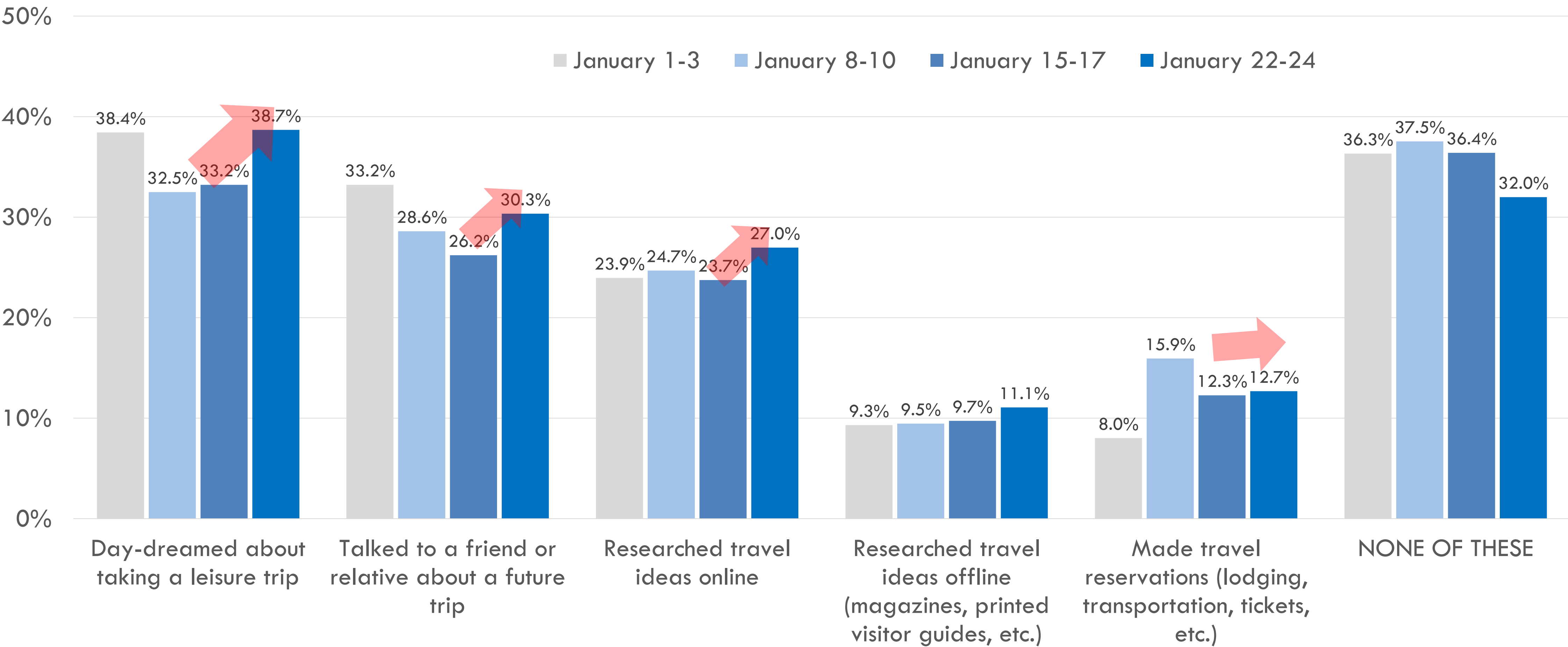
(Base: Waves 46 data. All respondents, 1,206 completed surveys. Data collected January 22-24, 2021)



TRAVEL PLANNING IN THE PAST WEEK

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

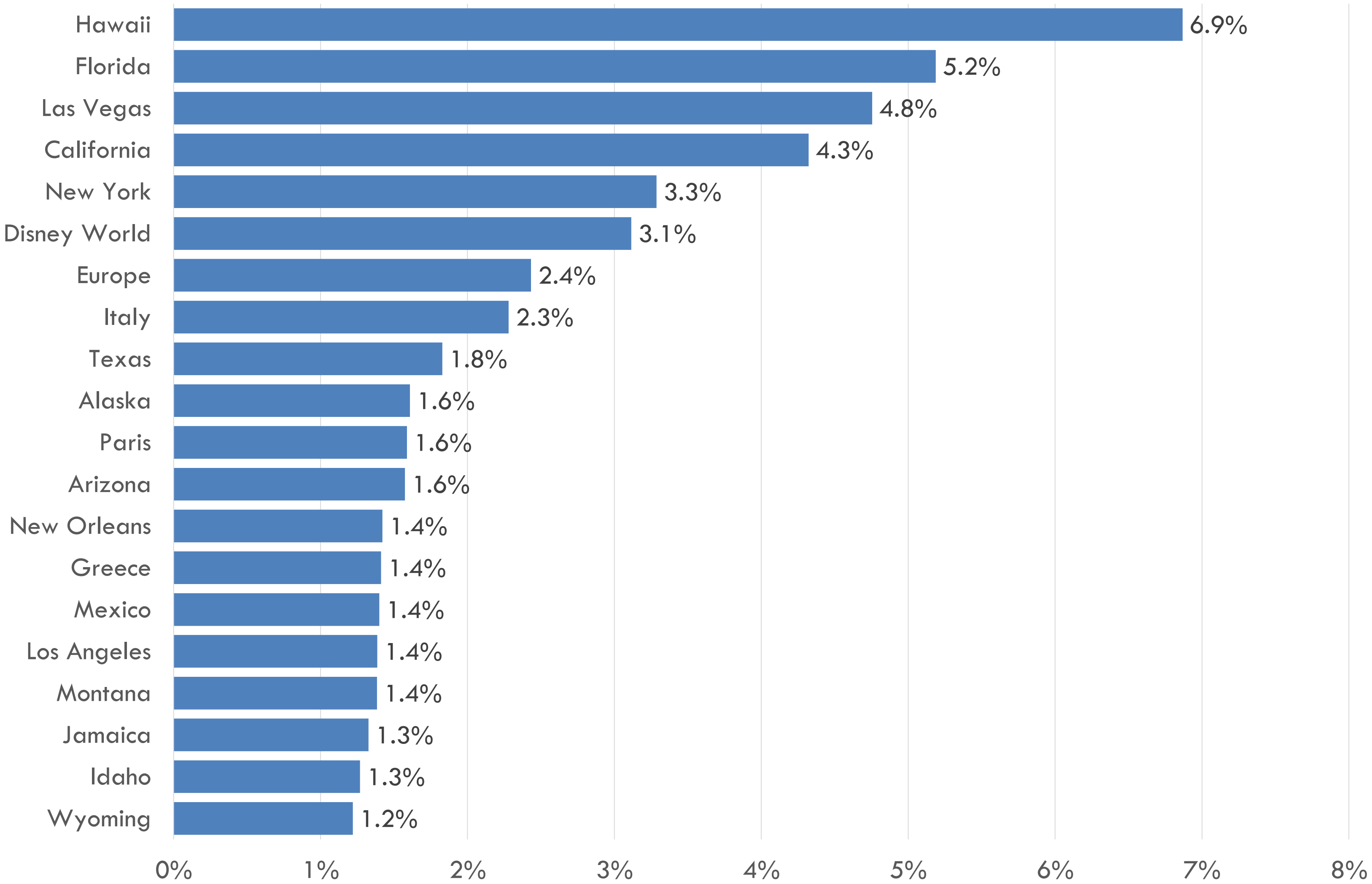
In the PAST WEEK I have _____



DESTINATIONS DAY-DREAMED ABOUT

Question: What destination(s) did you day-dream about visiting?

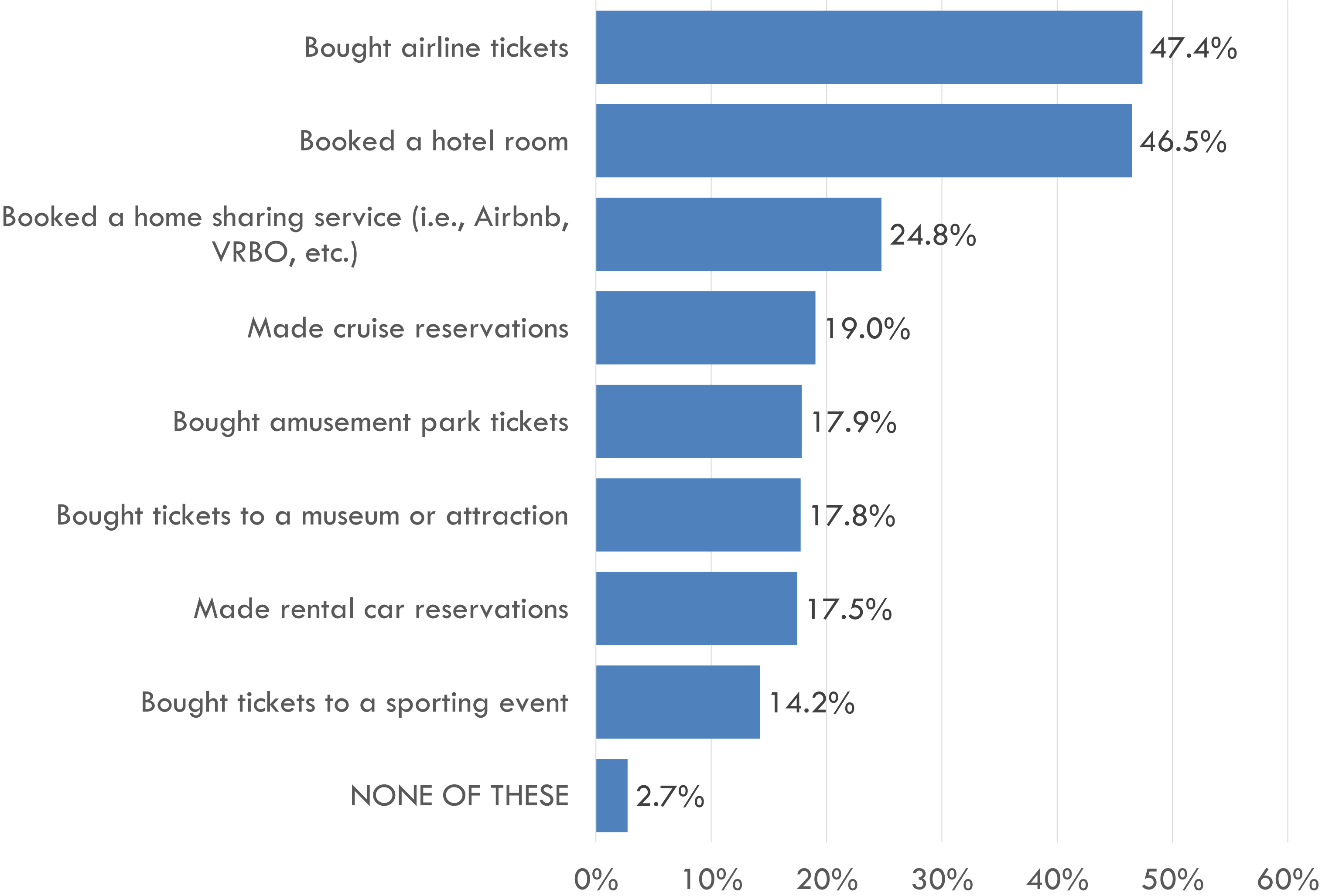
(Base: Waves 46 data. Respondents daydreaming about travel destinations, 358 completed surveys. Data collected January 22-24, 2021)



TRAVEL RESERVATIONS MADE IN THE PAST WEEK

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

(Base: Waves 46 data. Respondents who made travel reservations this week, 146 completed surveys. Data collected January 22-24, 2021)



2021

The Next 3 Months

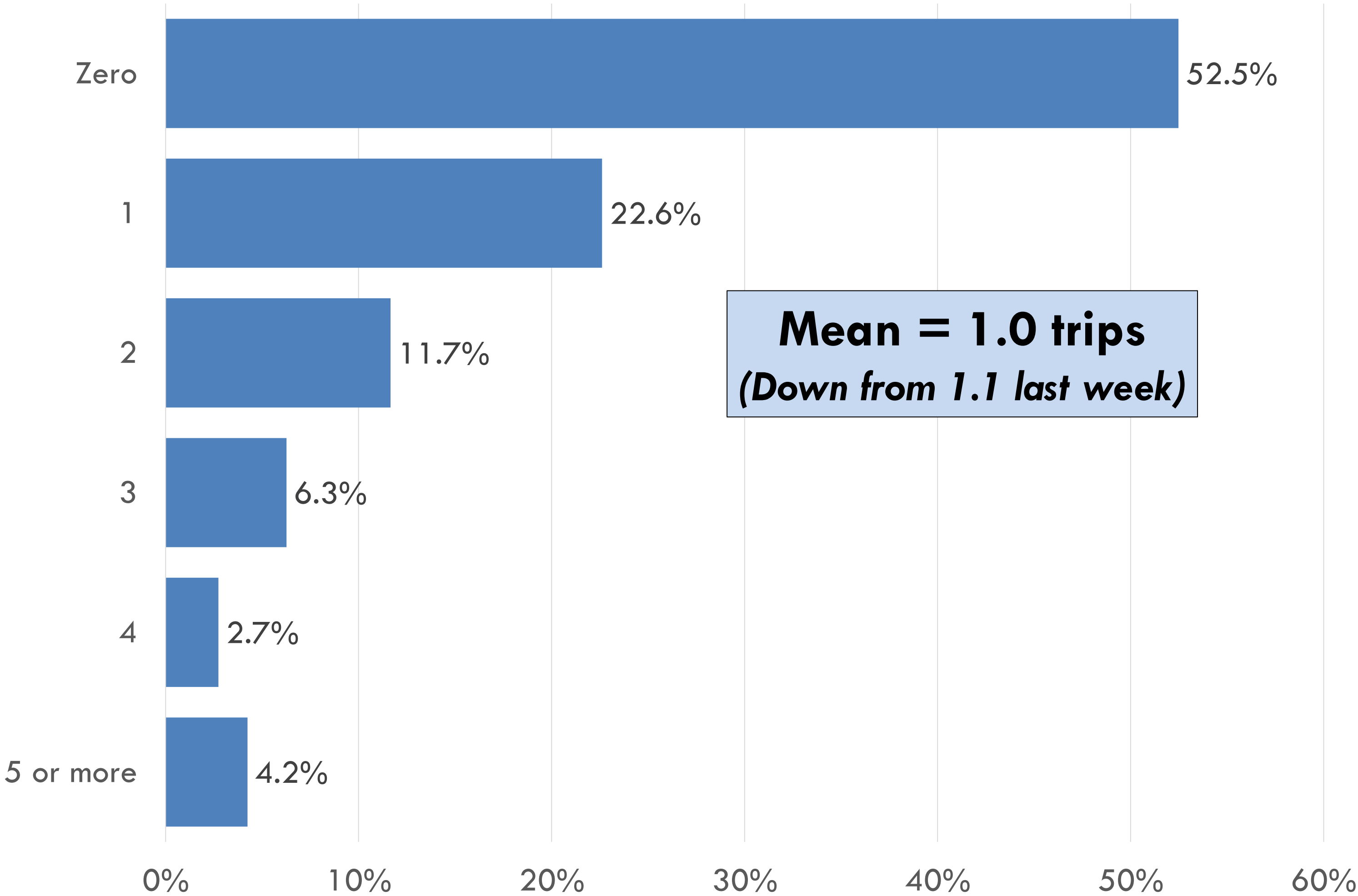
JANUARY	FEBRUARY	MARCH
S M T W T F S	S M T W T F S	S M T W T F S
1 2	1 2 3 4 5 6	1 2 3 4 5 6
3 4 5 6 7 8 9	7 8 9 10 11 12 13	7 8 9 10 11 12 13
10 11 12 13 14 15 16	14 15 16 17 18 19 20	14 15 16 17 18 19 20
17 18 19 20 21 22 23	21 22 23 24 25 26 27	21 22 23 24 25 26 27
24 25 26 27 28 29 30	28	28 29 30 31
31		
APRIL	MAY	JUNE
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3	1	1 2 3 4 5
4 5 6 7 8 9 10	2 3 4 5 6 7 8	6 7 8 9 10 11 12
11 12 13 14 15 16 17	9 10 11 12 13 14 15	13 14 15 16 17 18 19
18 19 20 21 22 23 24	16 17 18 19 20 21 22	20 21 22 23 24 25 26
25 26 27 28 29 30	23 24 25 26 27 28 29	27 28 29 30
	30 31	
JULY	AUGUST	SEPTEMBER
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3	1 2 3 4 5 6 7	1 2 3 4
4 5 6 7 8 9 10	8 9 10 11 12 13 14	5 6 7 8 9 10 11
11 12 13 14 15 16 17	15 16 17 18 19 20 21	12 13 14 15 16 17 18
18 19 20 21 22 23 24	22 23 24 25 26 27 28	19 20 21 22 23 24 25
25 26 27 28 29 30 31	29 30 31	26 27 28 29 30
OCTOBER	NOVEMBER	DECEMBER
S M T W T F S	S M T W T F S	S M T W T F S
1 2	1 2 3 4 5 6	1 2 3 4
3 4 5 6 7 8 9	7 8 9 10 11 12 13	5 6 7 8 9 10 11
10 11 12 13 14 15 16	14 15 16 17 18 19 20	12 13 14 15 16 17 18
17 18 19 20 21 22 23	21 22 23 24 25 26 27	19 20 21 22 23 24 25
24 25 26 27 28 29 30	28 29 30	26 27 28 29 30 31
31		

LEISURE TRIPS EXPECTED (NEXT 3 MONTHS)

Question: HOW MANY LEISURE TRIPS do you expect to take (even if tentatively) during the NEXT THREE (3) months?

I expect to take _____ leisure trips

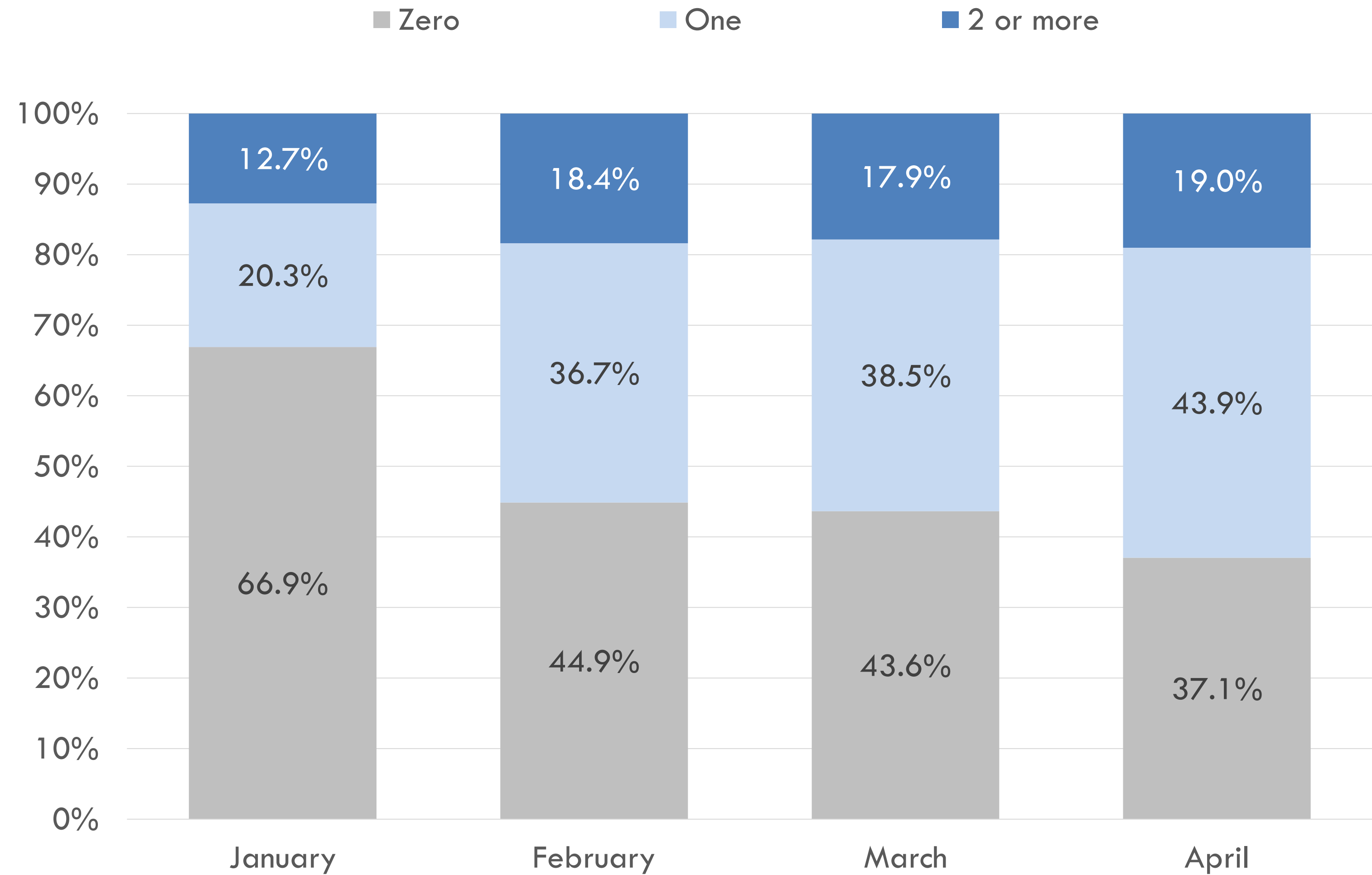
(Base: Waves 46 data. All respondents, 1,206 completed surveys. Data collected Jan 22-24, 2021)



LEISURE TRIPS EXPECTED (BY MONTH)

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

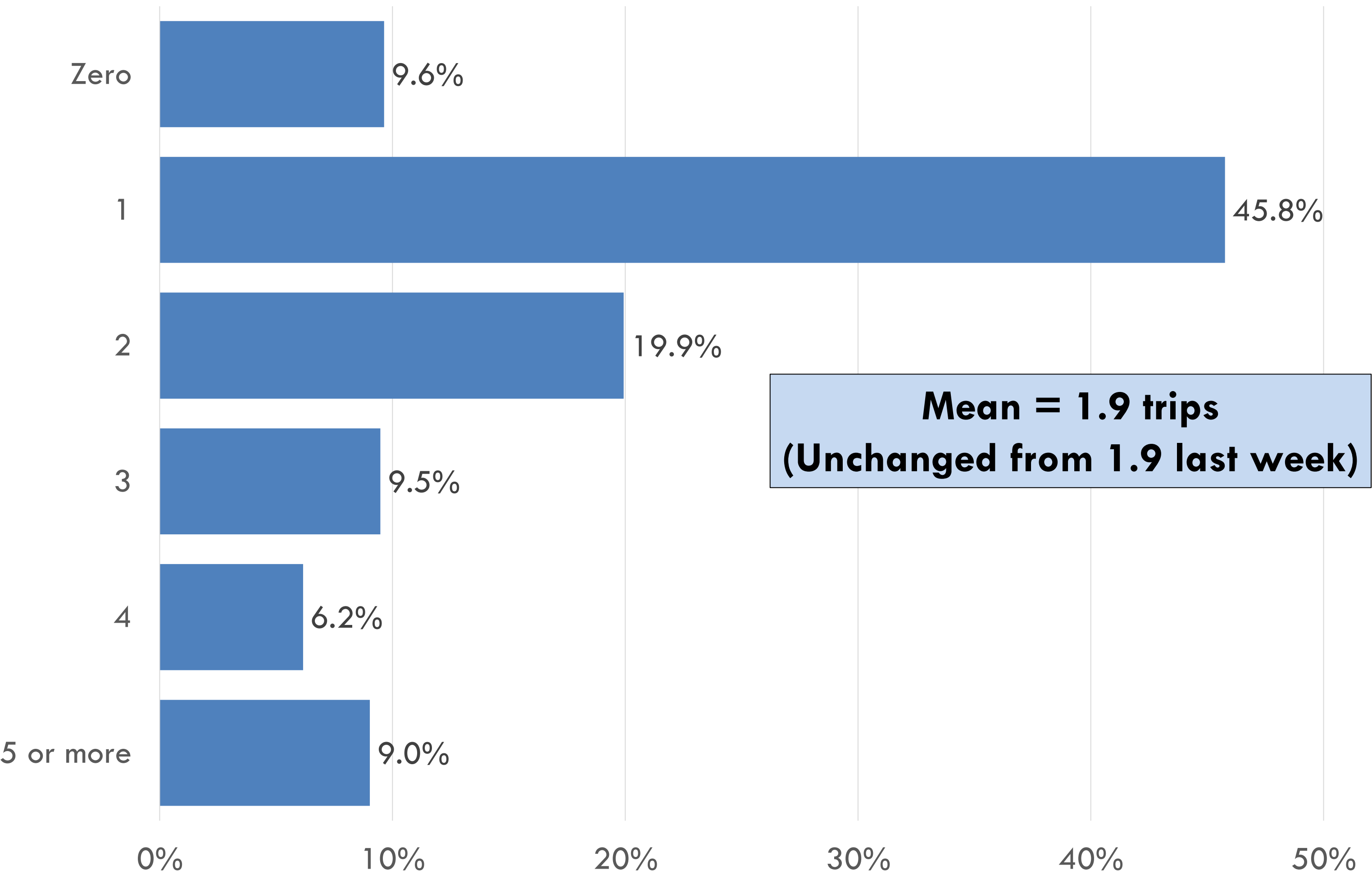
(Base: Waves 46 data. Respondents expecting to travel in the next three months, 552 completed surveys. Data collected January 22-24, 2021)



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)?

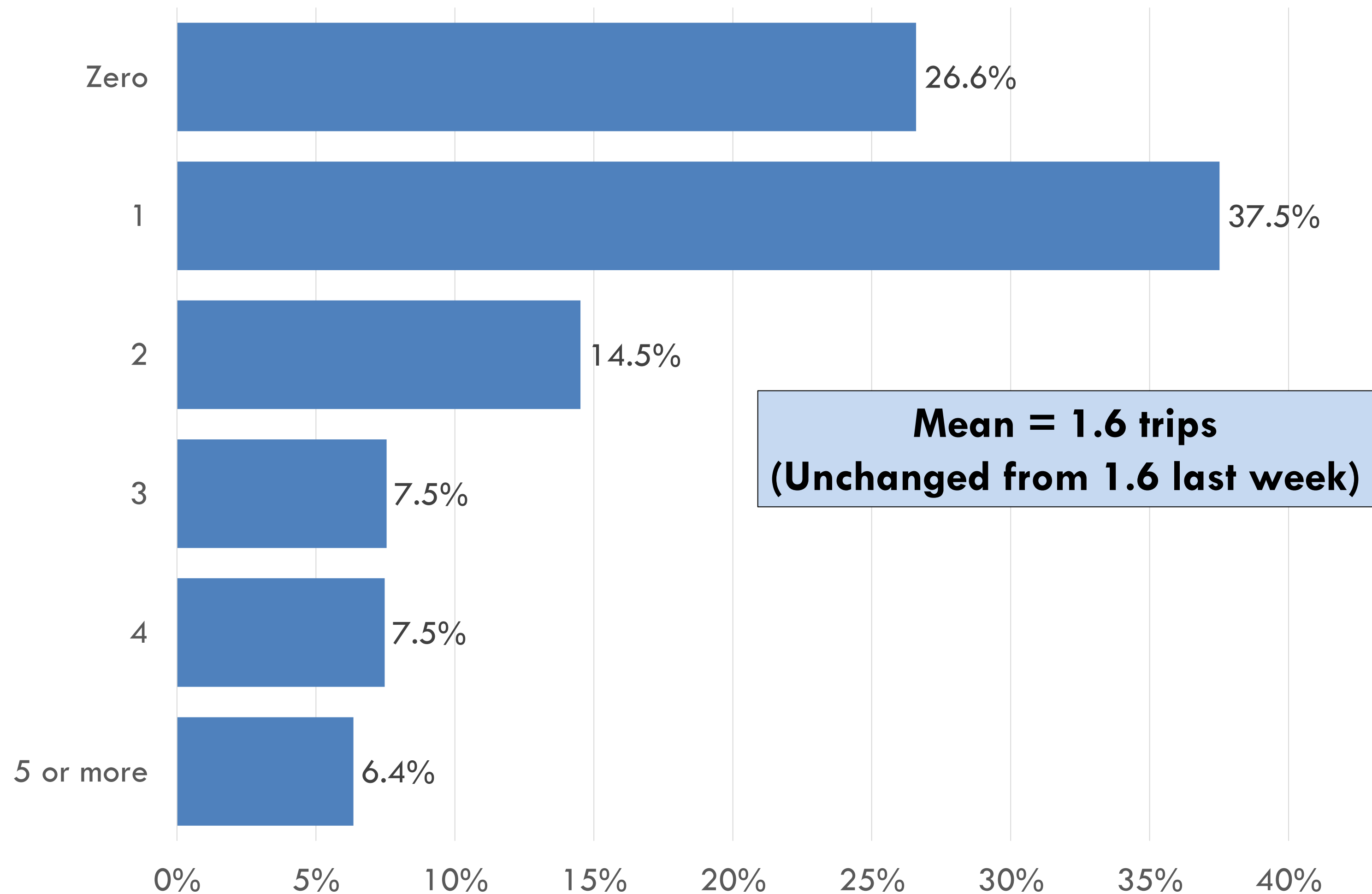
(Base: Waves 46 data. Respondents expecting to travel in the next three months, 552 completed surveys. Data collected January 22-24, 2021)



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)?

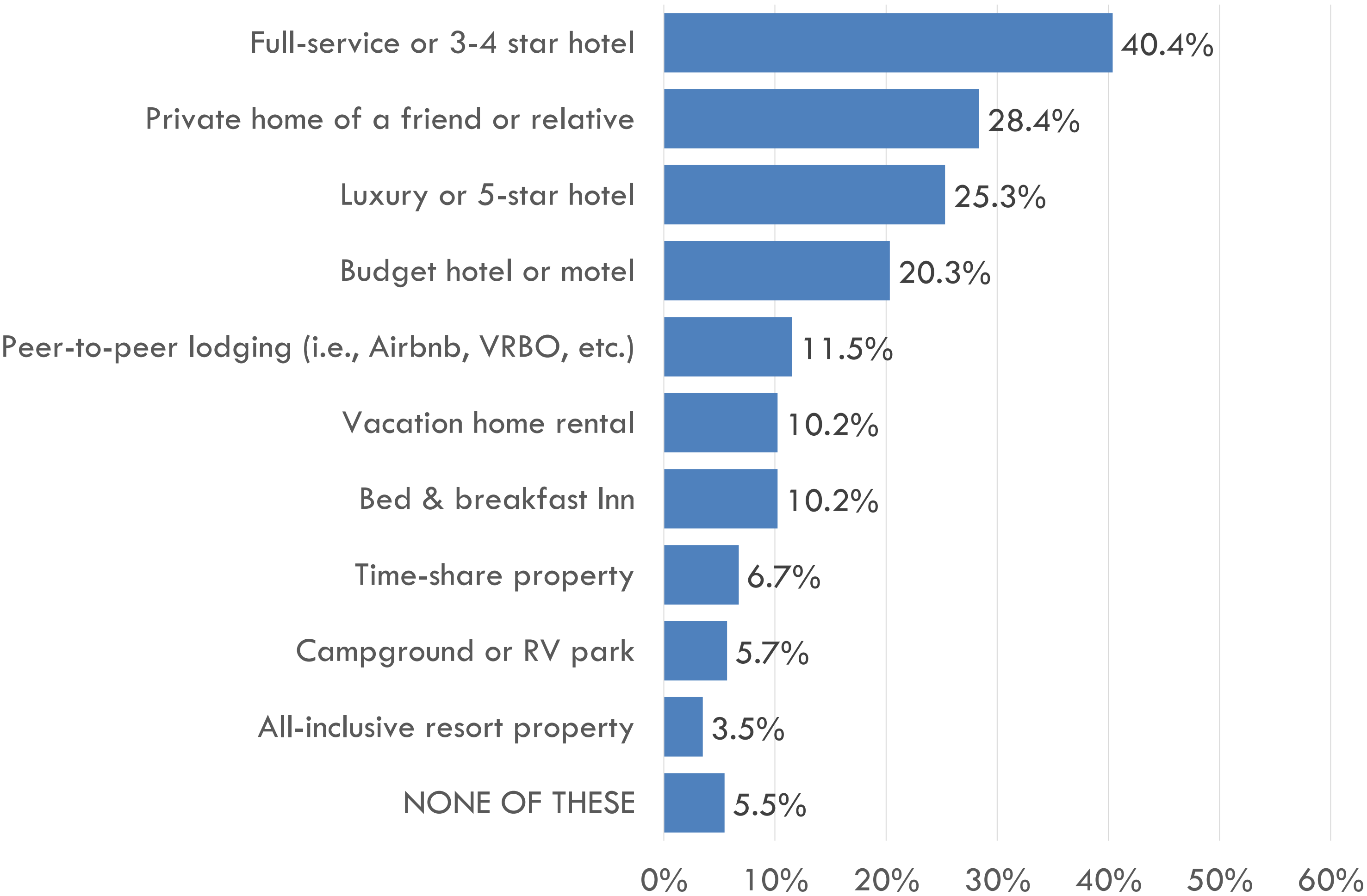
(Base: Waves 46 data. Respondents expecting to travel in the next three months, 552 completed surveys. Data collected January 22-24, 2021)



EXPECTED PLACE OF STAY (NEXT THREE MONTHS)

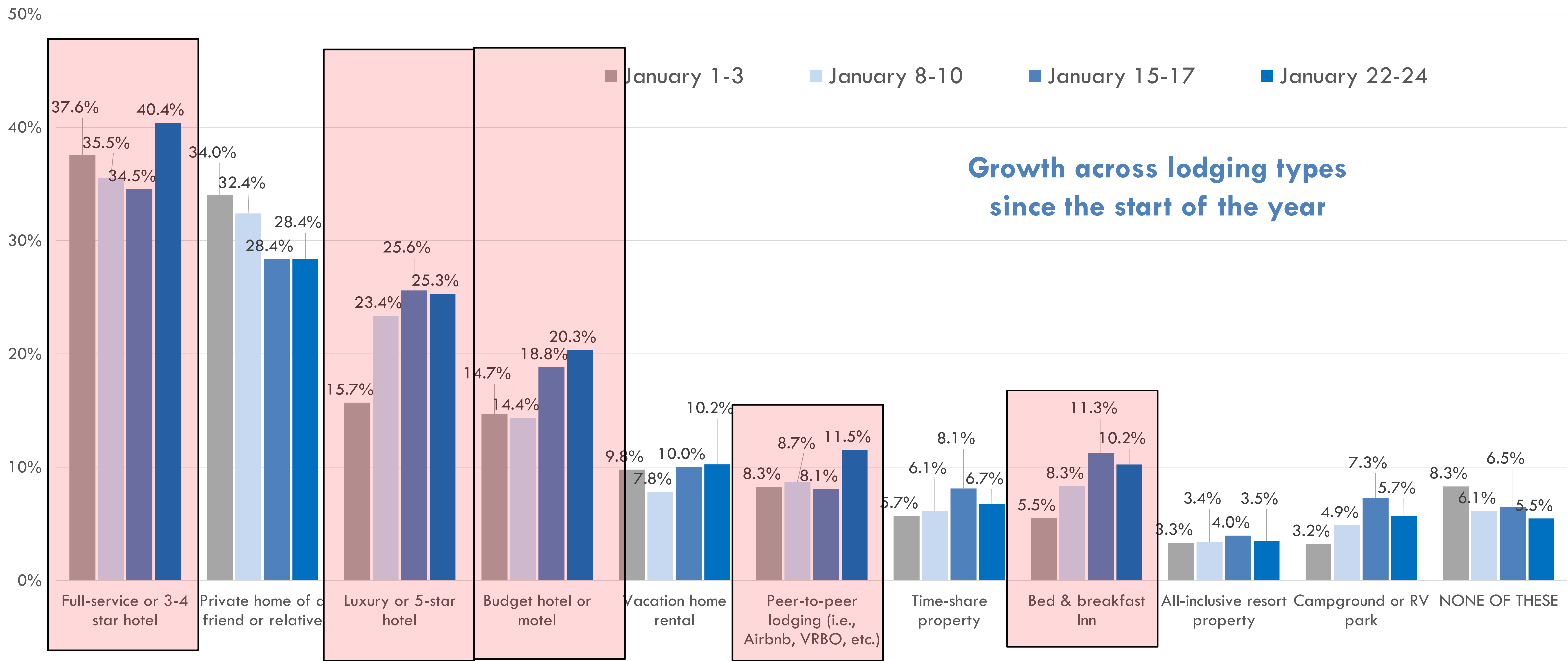
Question: On these leisure trips, in which of the following are you expecting to stay overnight?

(Base: Waves 46 data. Respondents expecting to travel in the next three months, 552 completed surveys. Data collected January 22-24, 2021)



EXPECTED PLACE OF STAY (NEXT THREE MONTHS)

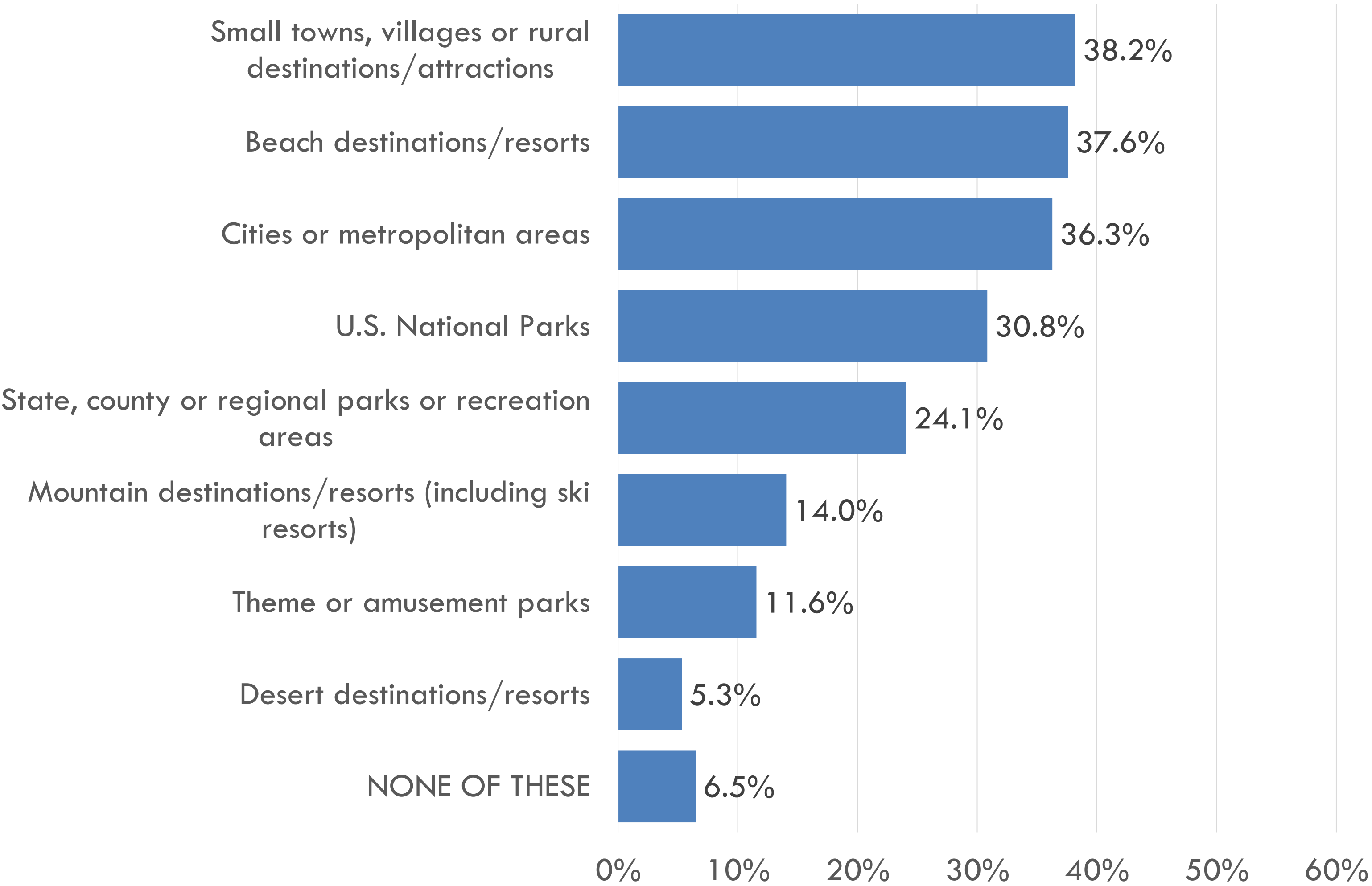
Question: On these leisure trips, in which of the following are you expecting to stay overnight?



DESTINATION TYPES EXPECTED (NEXT THREE MONTHS)

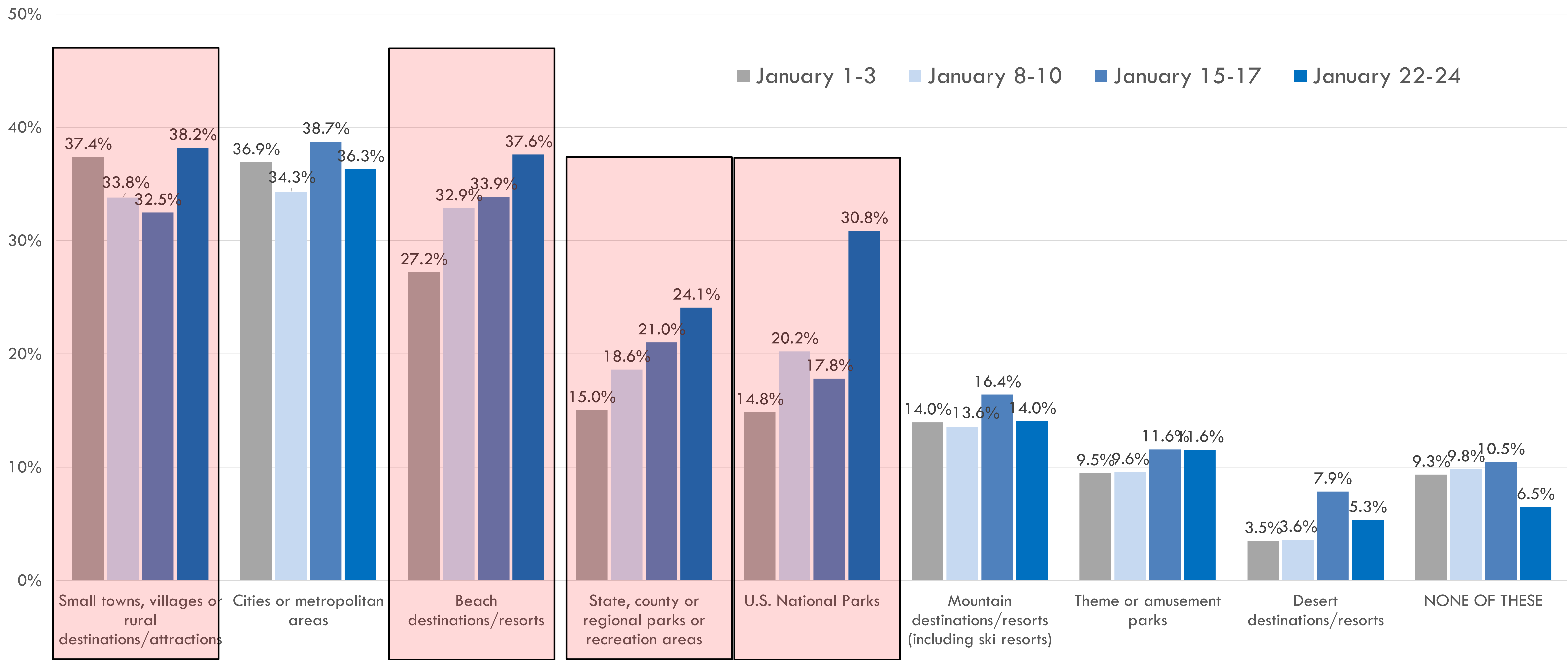
Question: On these leisure trips, which of the following are you expecting to visit?

(Base: Waves 46 data. Respondents expecting to travel in the next three months, 552 completed surveys. Data collected January 22-24, 2021)



DESTINATION TYPES EXPECTED (NEXT THREE MONTHS)

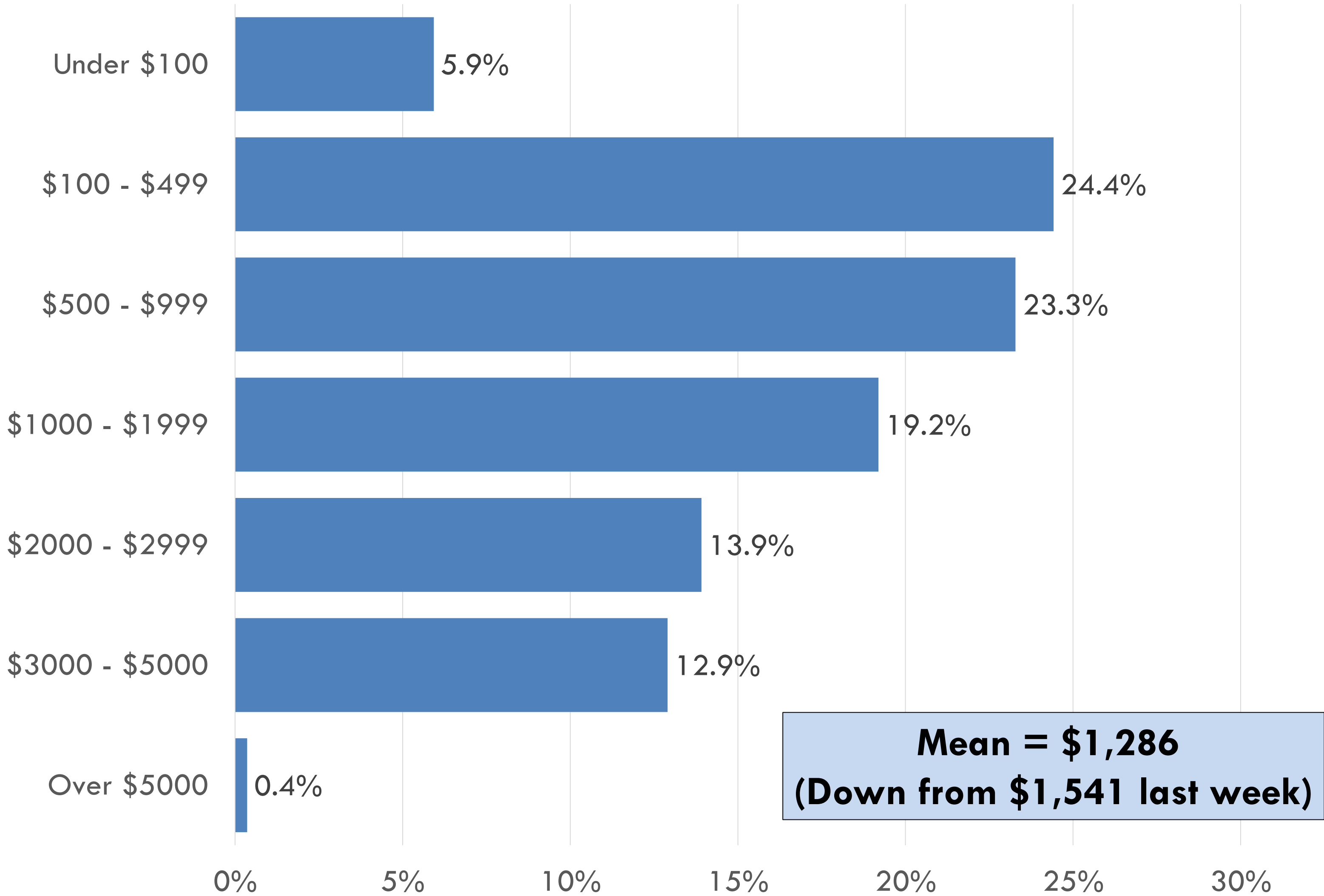
Question: On these leisure trips, which of the following are you expecting to visit?



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)?

(Base: Waves 46 data. Respondents expecting to travel in the next three months, 508 completed surveys. Data collected January 22-24, 2021)

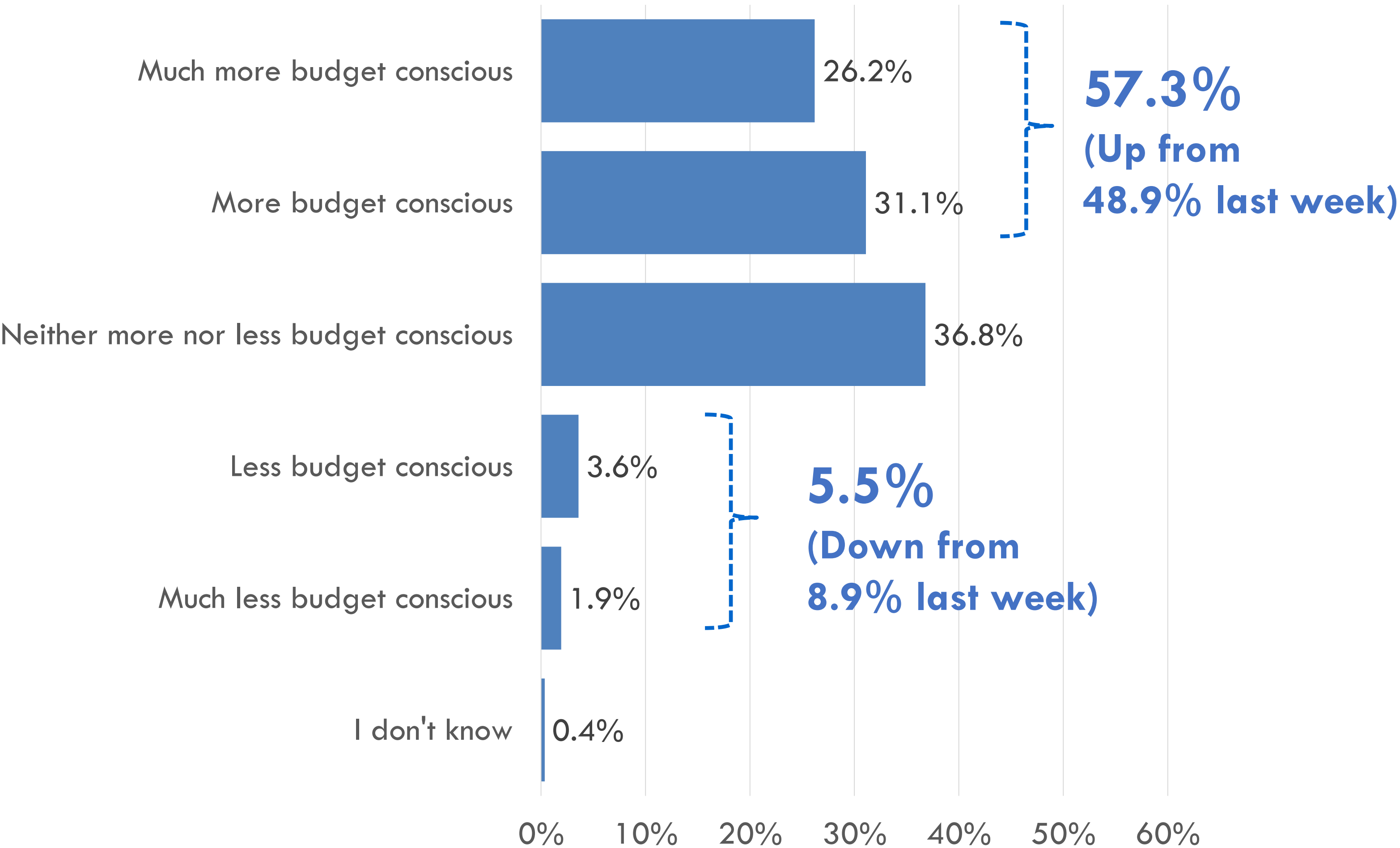


BUDGET CONSCIOUSNESS AROUND TRAVEL (NEXT 3 MONTHS)

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.

(Base: Waves 46 data. Respondents expecting to travel in the next three months, 552 completed surveys. Data collected January 22-24, 2021)

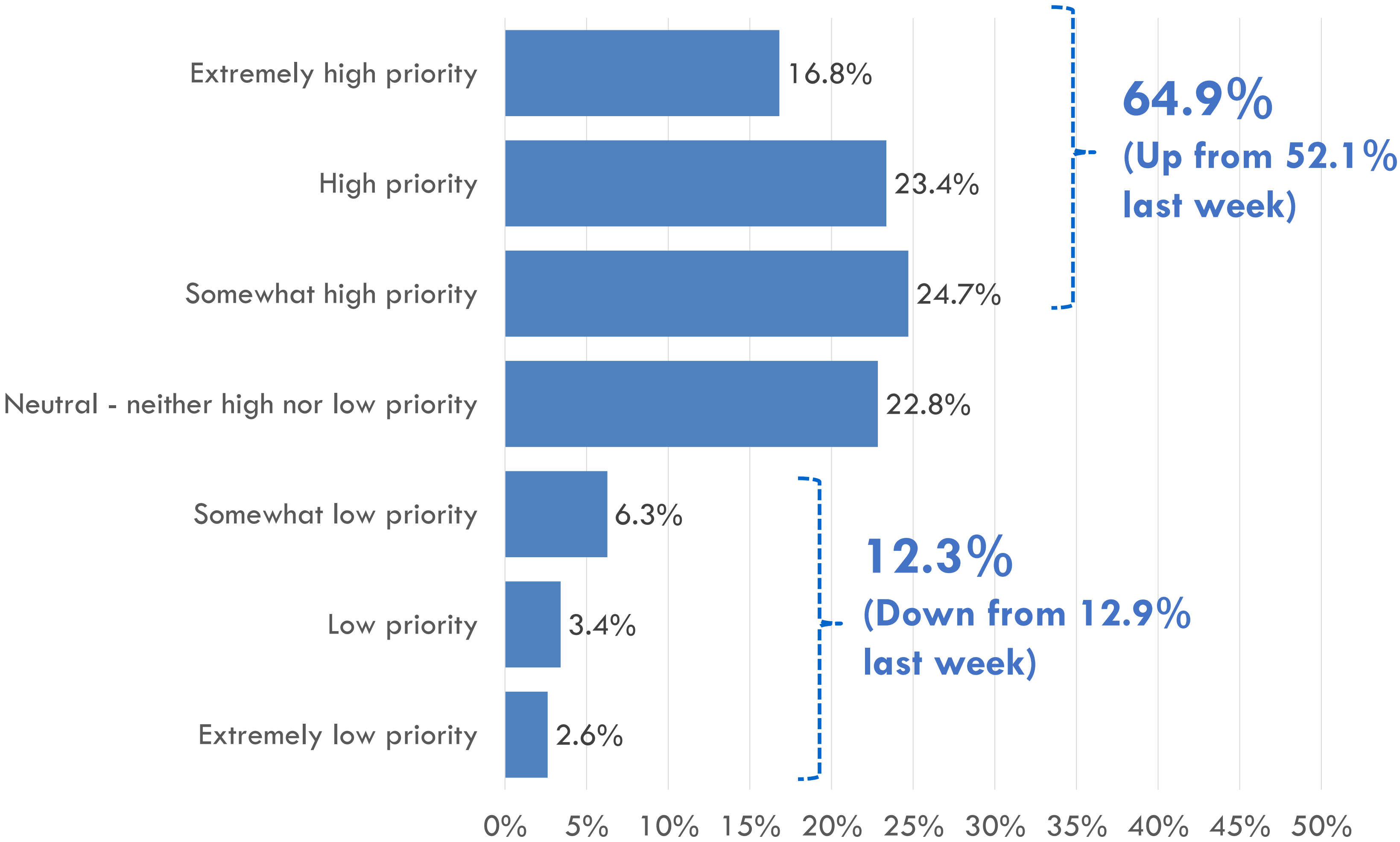


LEISURE TRAVEL AS A BUDGET PRIORITY (NEXT 3 MONTHS)

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

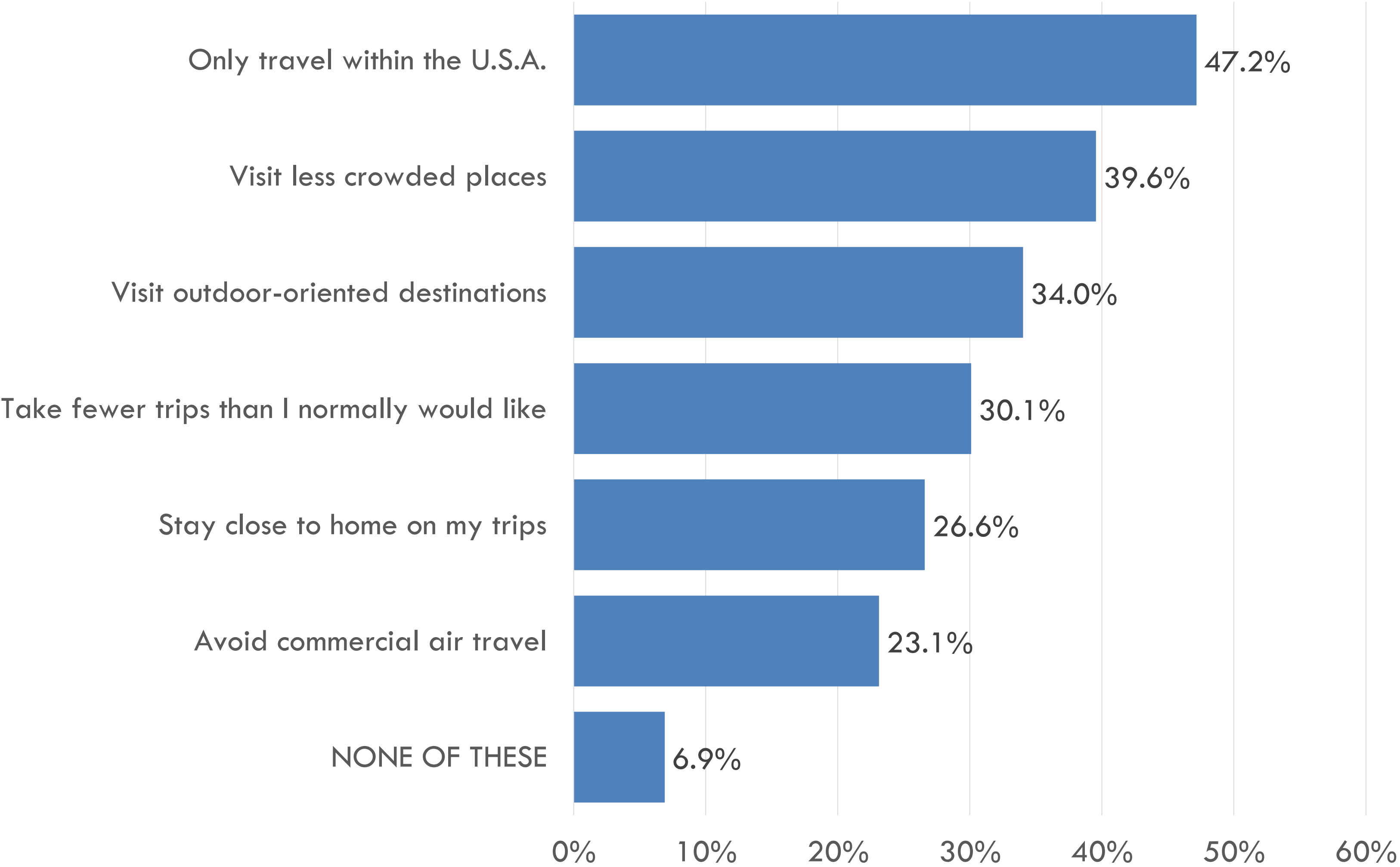
(Base: Waves 46 data. Respondents expecting to travel in the next three months, 552 completed surveys. Data collected January 22-24, 2021)



EXPECTATIONS FOR ADAPTING TO THE PANDEMIC (NEXT 3 MONTHS)

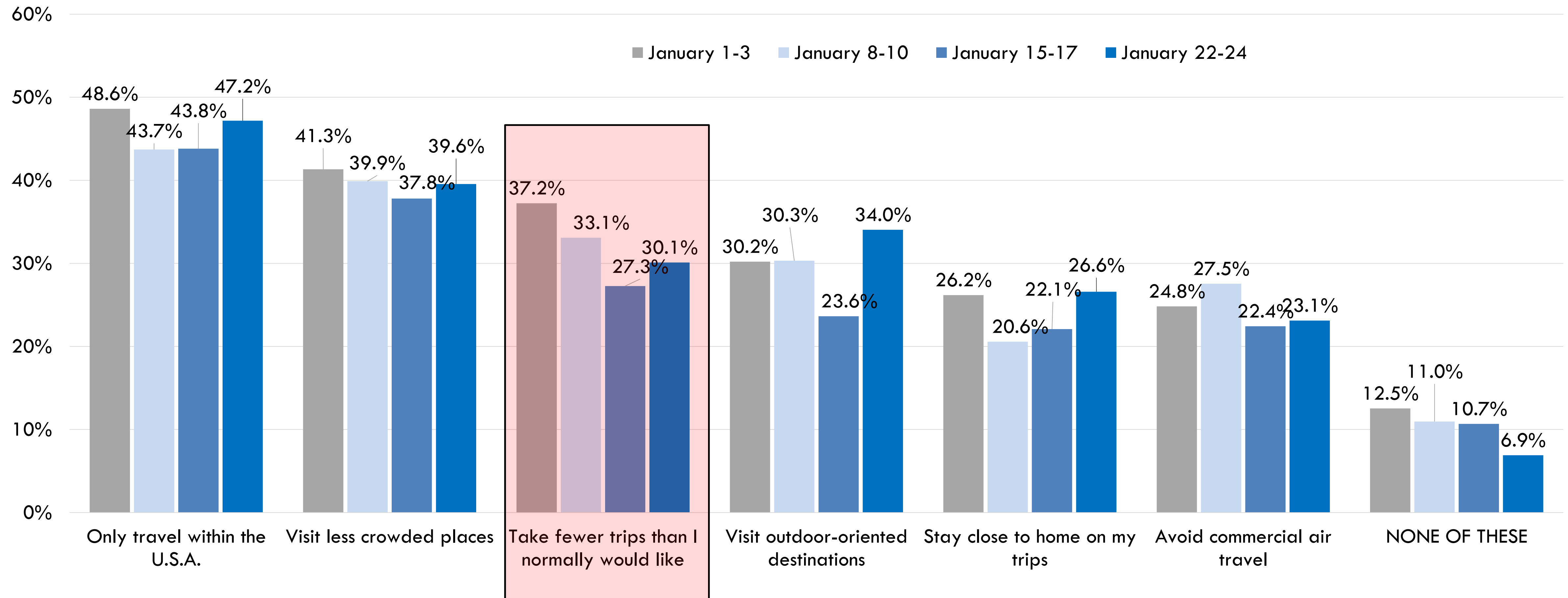
Question: In the NEXT THREE MONTHS, which of these actions do you expect to take as a result of the ongoing COVID-19 pandemic? (Select all that apply)

(Base: Waves 46 data. Respondents expecting to travel in the next three months, 552 completed surveys. Data collected January 22-24, 2021)



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)



The background of the slide features a teal gradient. Overlaid on this are four large, semi-transparent circular signs, each held by a hand of a different skin tone. The signs display the numbers 7, 9, 8, and 6. A central white rectangular box with a thin black border contains the title 'Weekly Scorecard' in a bold, black, sans-serif font. A thin horizontal line is positioned below the title within the box.

Weekly Scorecard

Weekly Scorecard

**More daydreaming
about travel**



**More word of mouth
going on**



**More interest in paid
accommodations**



**Expectations to visit
beach destinations**



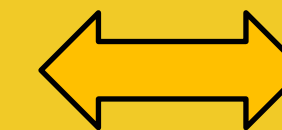
**Expectations to visit
National Parks**



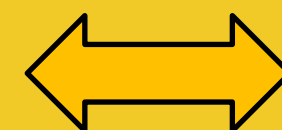
**Expectations to visit small
towns/rural destinations**



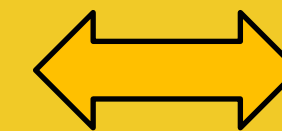
**Leisure trips expected in
next 3 months**



**Overnight trips expected
in next 3 months**



**Regional trips expected
in next 3 months**



**Expected travel spending in
next 3 months**





SMALL TOWN/RURAL VS. CITY DESTINATIONS

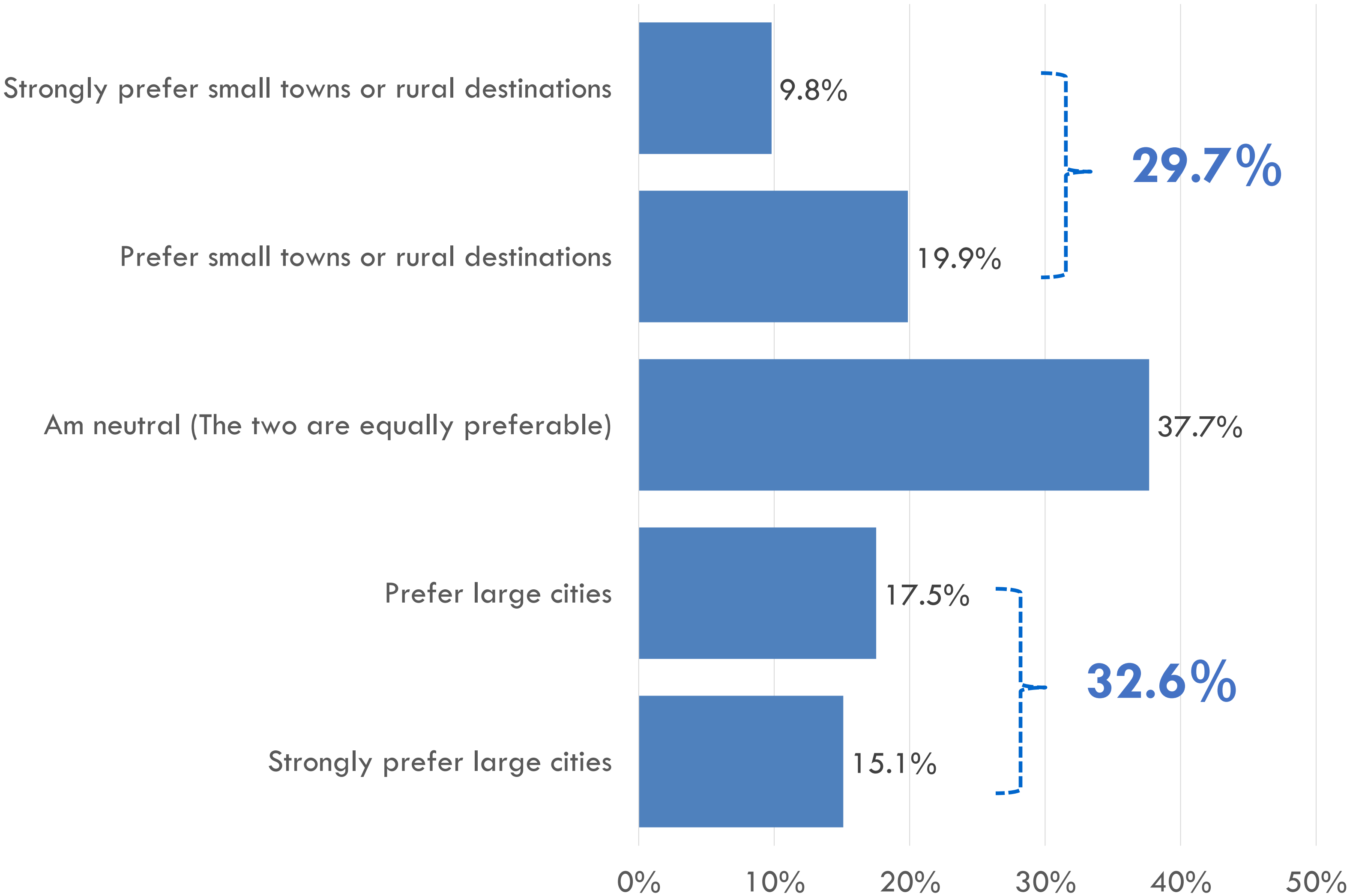
PREFERENCES FOR RURAL VS. CITY DESTINATIONS

Question: Please think about your travel preferences right now.

Which best describes your feelings about visiting large cities versus small towns or rural destinations.
(Select one to complete the sentence)

In general, I _____

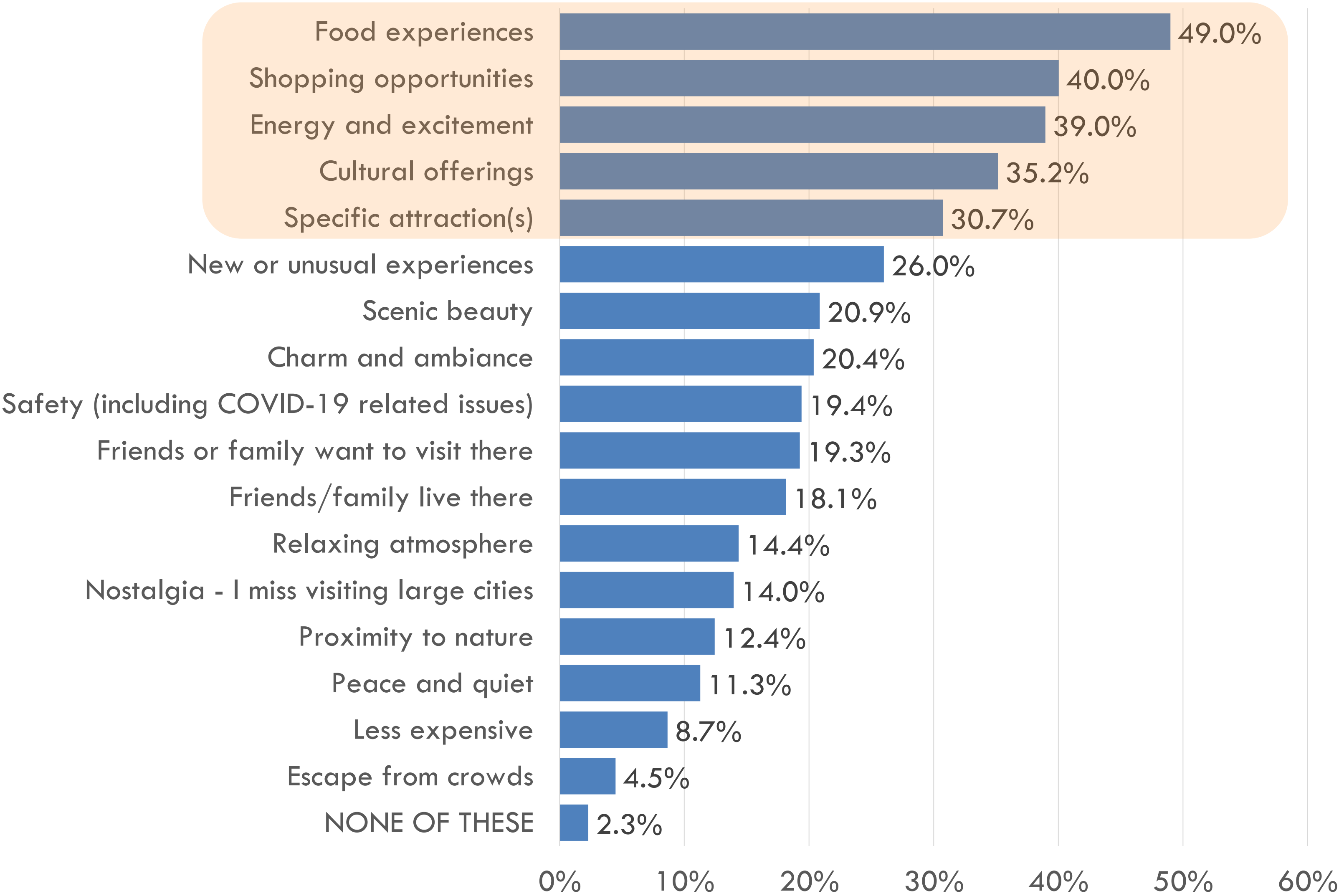
(Base: Waves 46 data. All respondents, 1,206 completed surveys. Data collected Jan 22-24, 2021)



REASONS TRAVELERS PREFER CITY DESTINATIONS

Question: Which of the following are **REASONS YOU PREFER LARGE CITIES?** (Select all that apply)

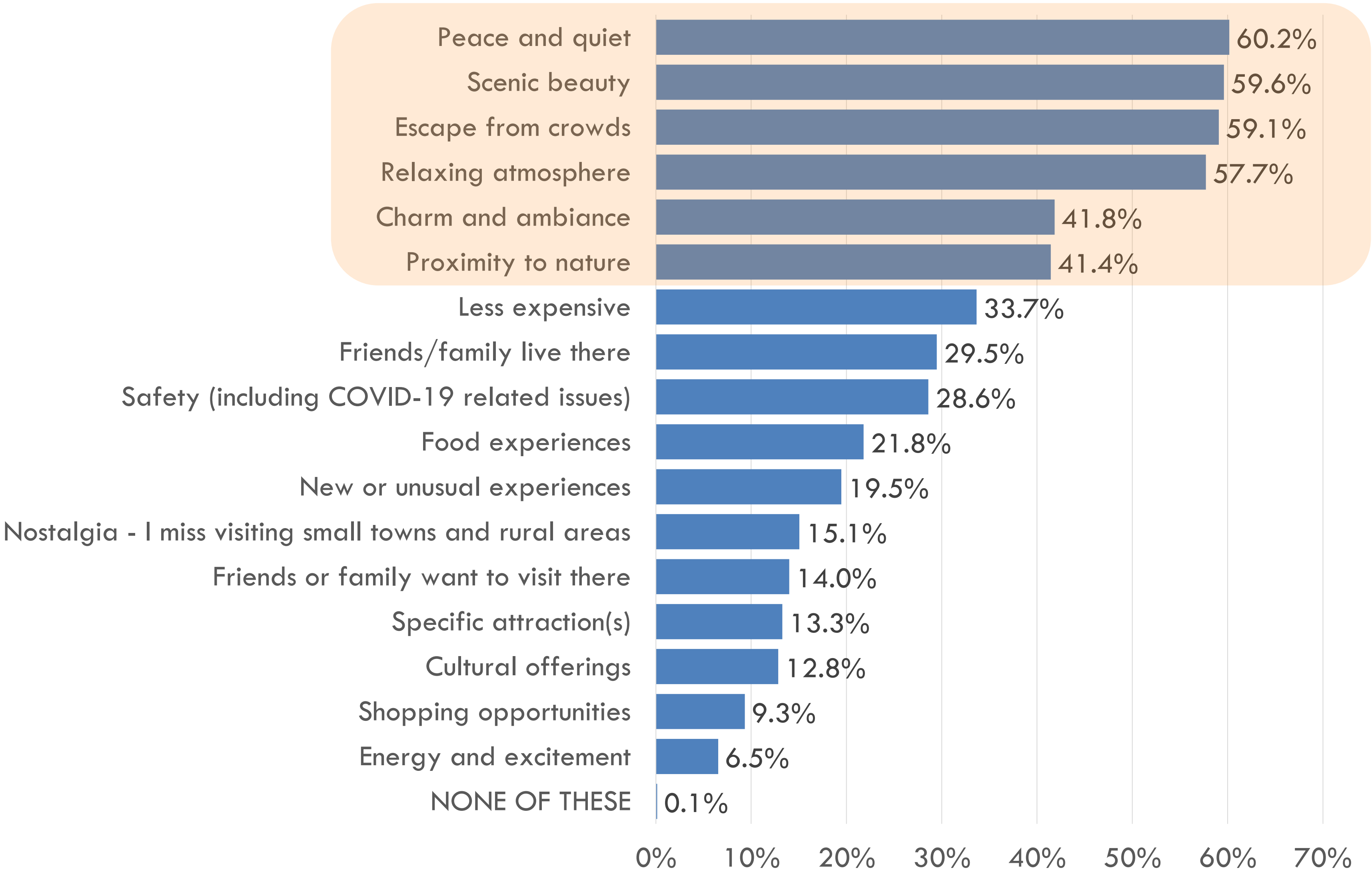
(Base: Waves 46 data. Respondents who prefer city destinations. 358 completed surveys. Data collected January 22-24, 2021)



REASONS TRAVELERS PREFER SMALL TOWN OR RURAL DESTINATIONS

Question: Which of the following are **REASONS YOU PREFER SMALL TOWNS OR RURAL DESTINATIONS?**
(Select all that apply)

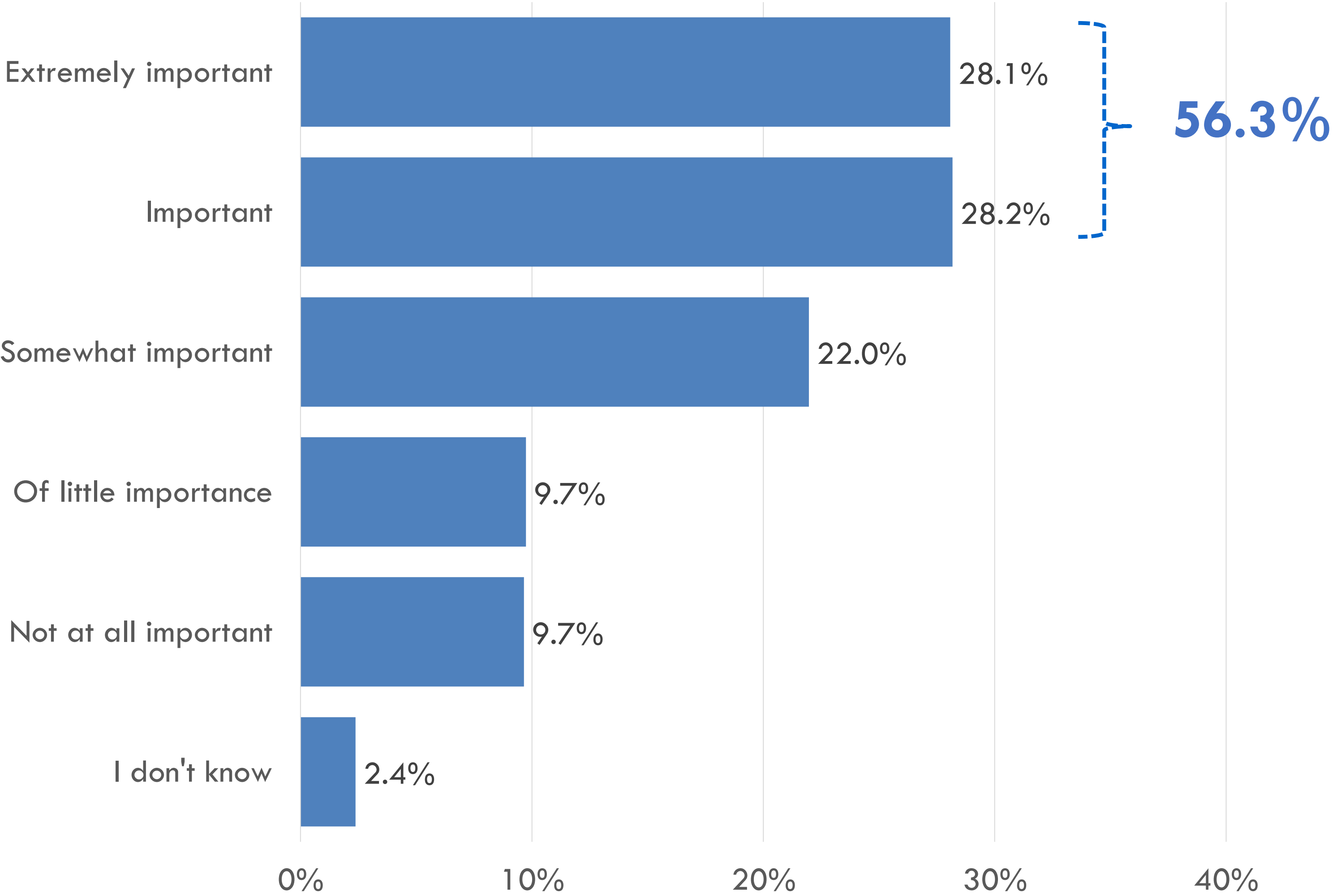
(Base: Waves 46 data. Respondents who prefer rural destinations. 390 completed surveys. Data collected January 22-24, 2021)



COVID-19 SAFETY AND PREFERENCE FOR RURAL DESTINATIONS

Question: How important are safety concerns related to the COVID-19 situation to your preference for small towns and rural destinations? (Select one)

(Base: Waves 46 data. Respondents who prefer rural destinations. 390 completed surveys. Data collected January 22-24, 2021)





Coronavirus Travel Sentiment Index

Measuring the Potential Influence of Travel Marketing

Highlights from the Week of January 25th

What is a Predictive Index?



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



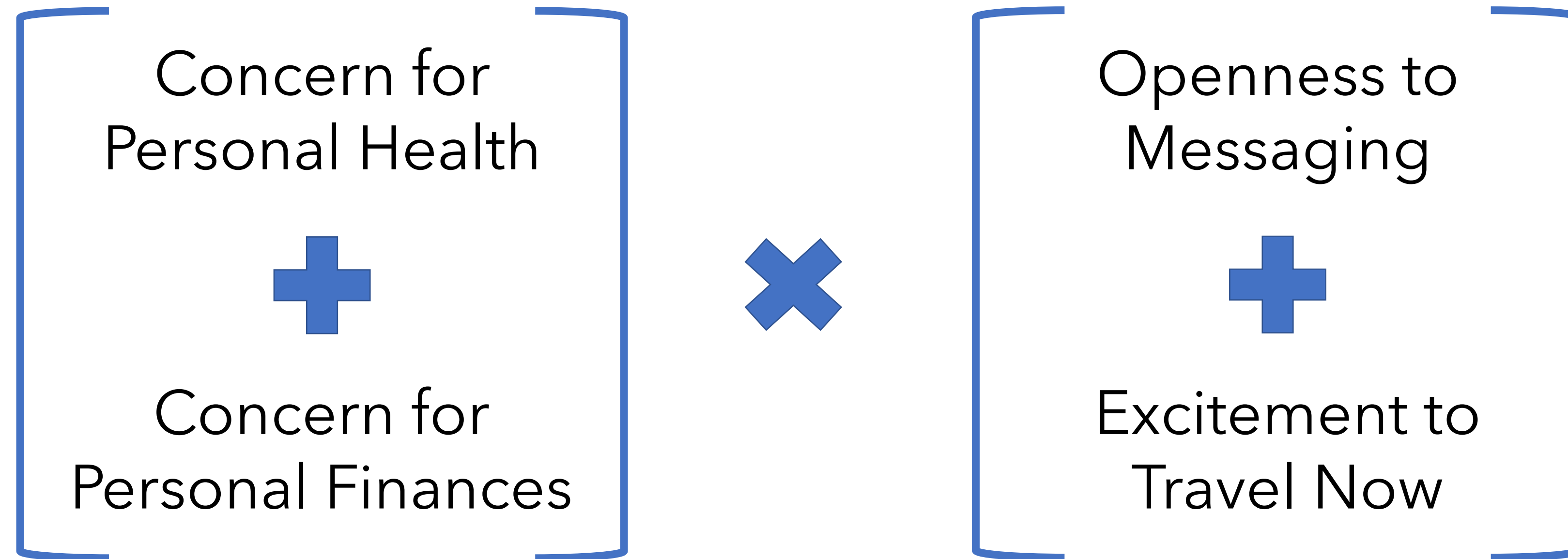
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.



The goals are to identify:

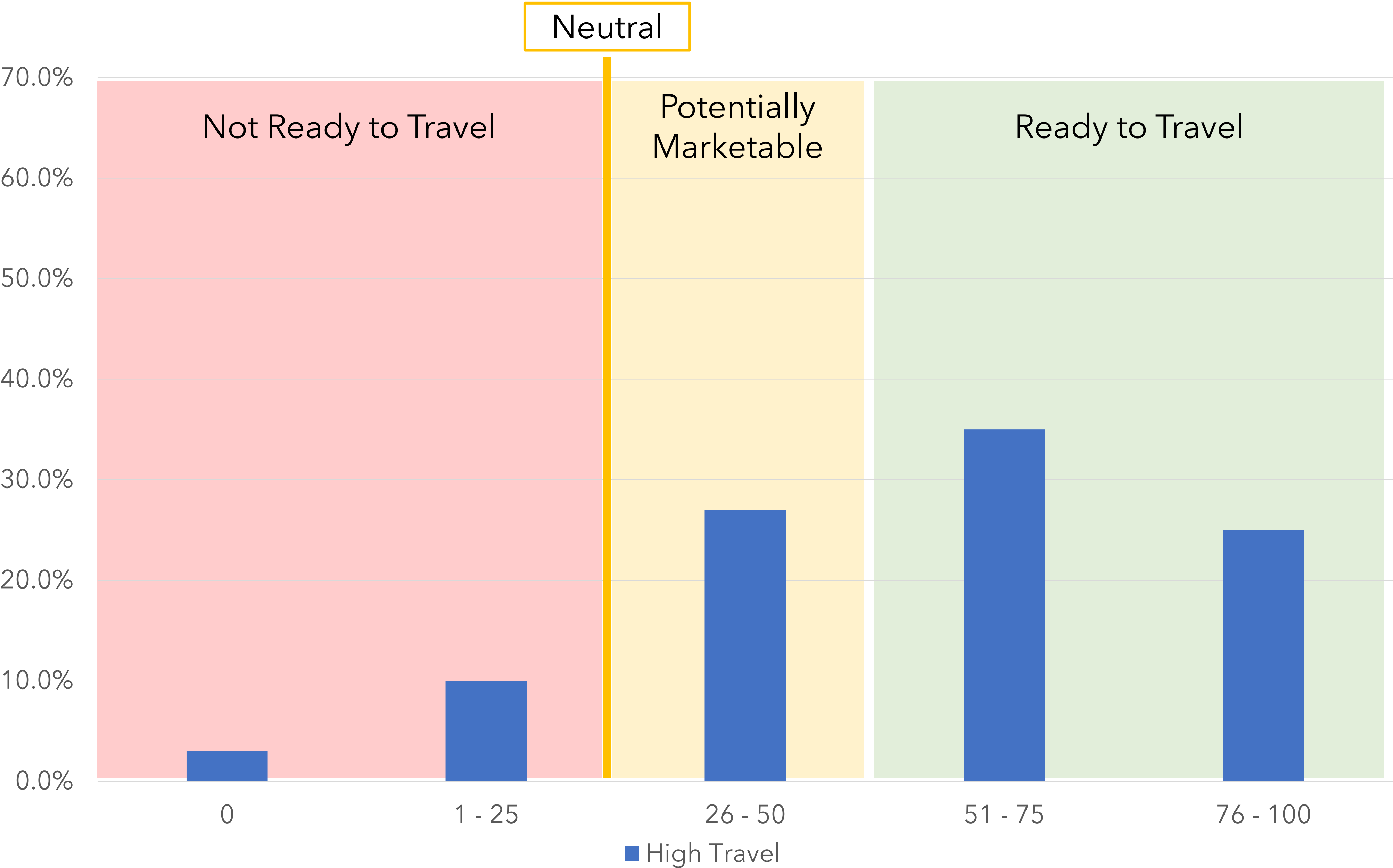
- WHO are the traveler segments that appear receptive to travel marketing and
- WHEN will they be ready to travel

Predictive Index Formula

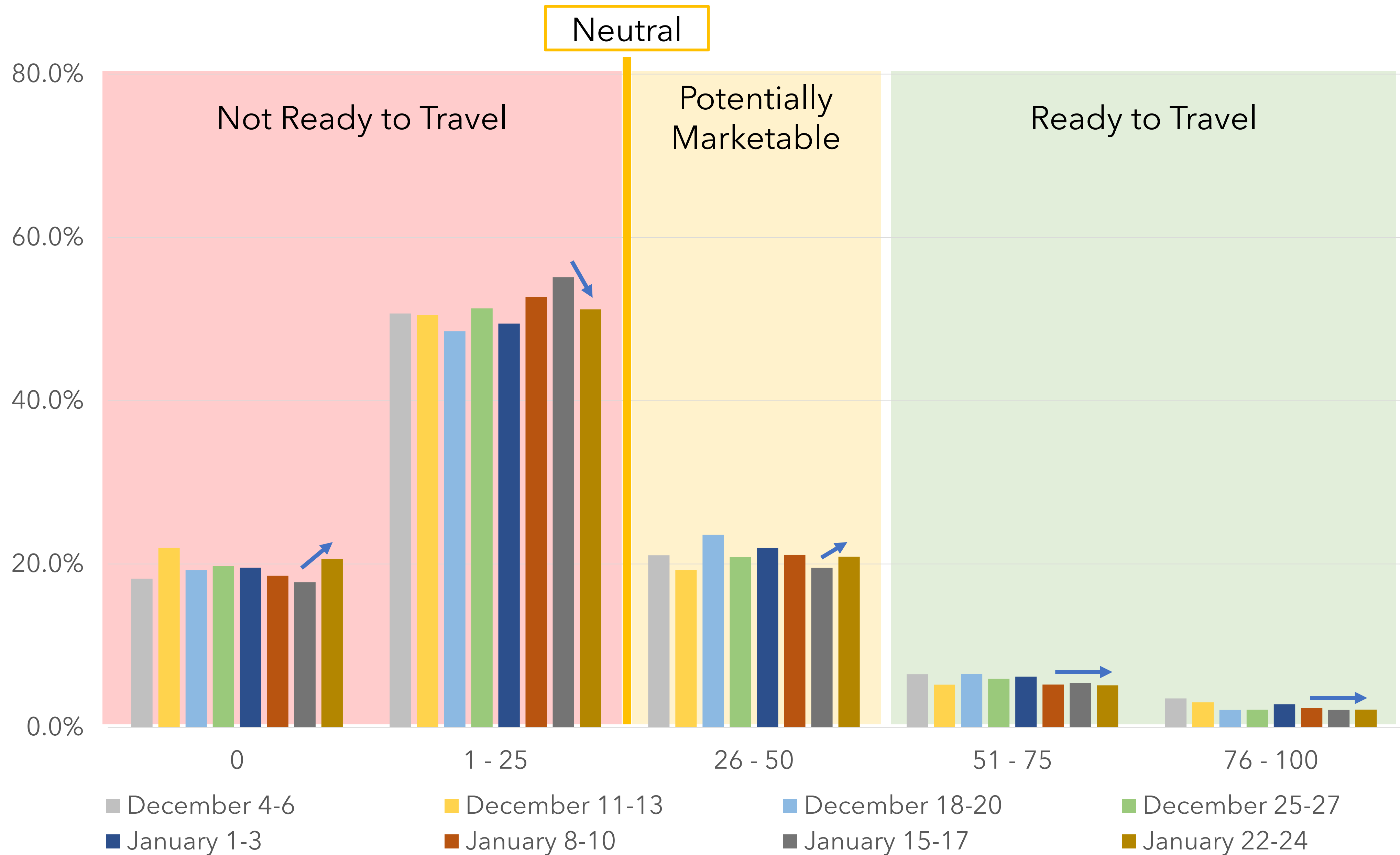


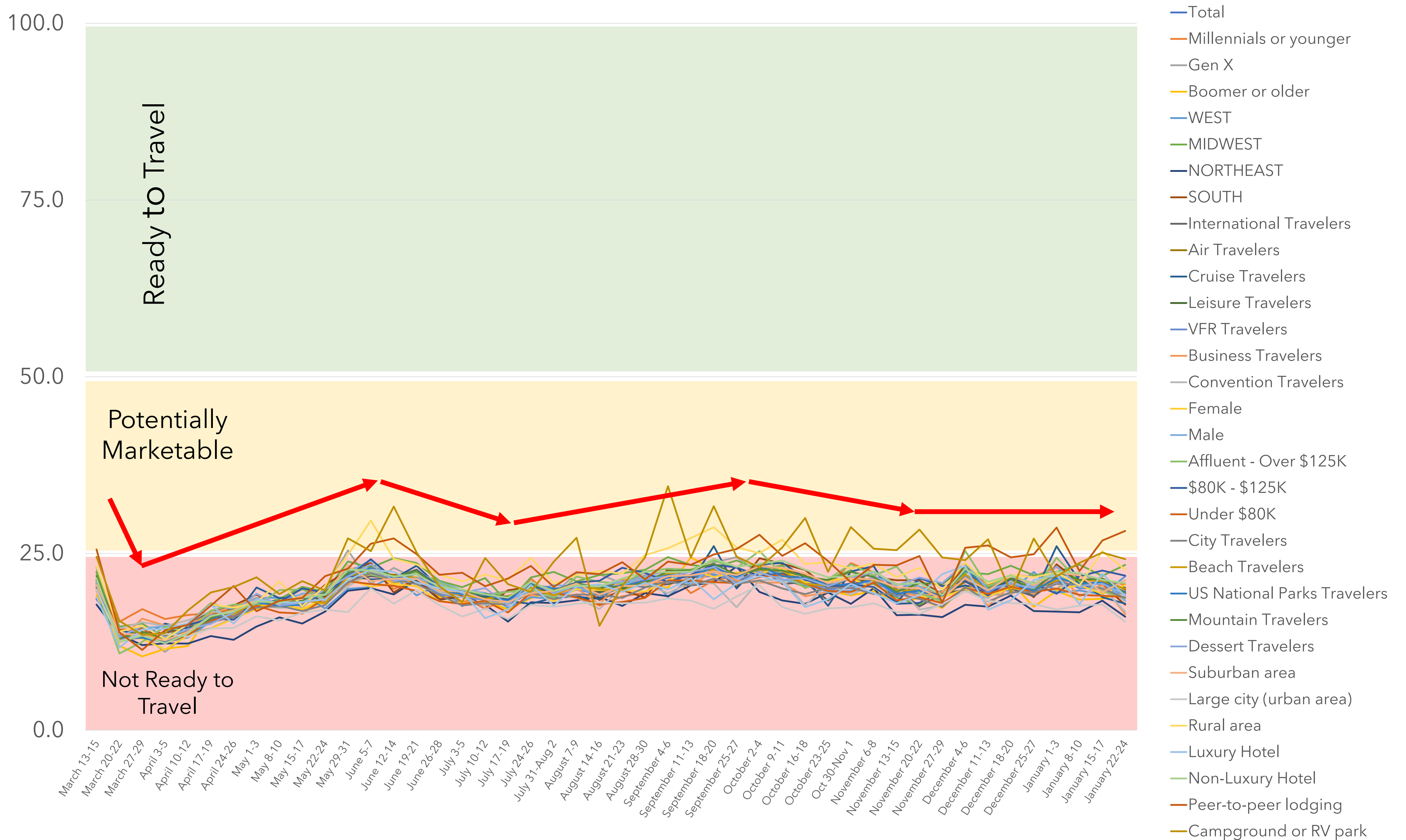
*Normalized to a 100pt scale

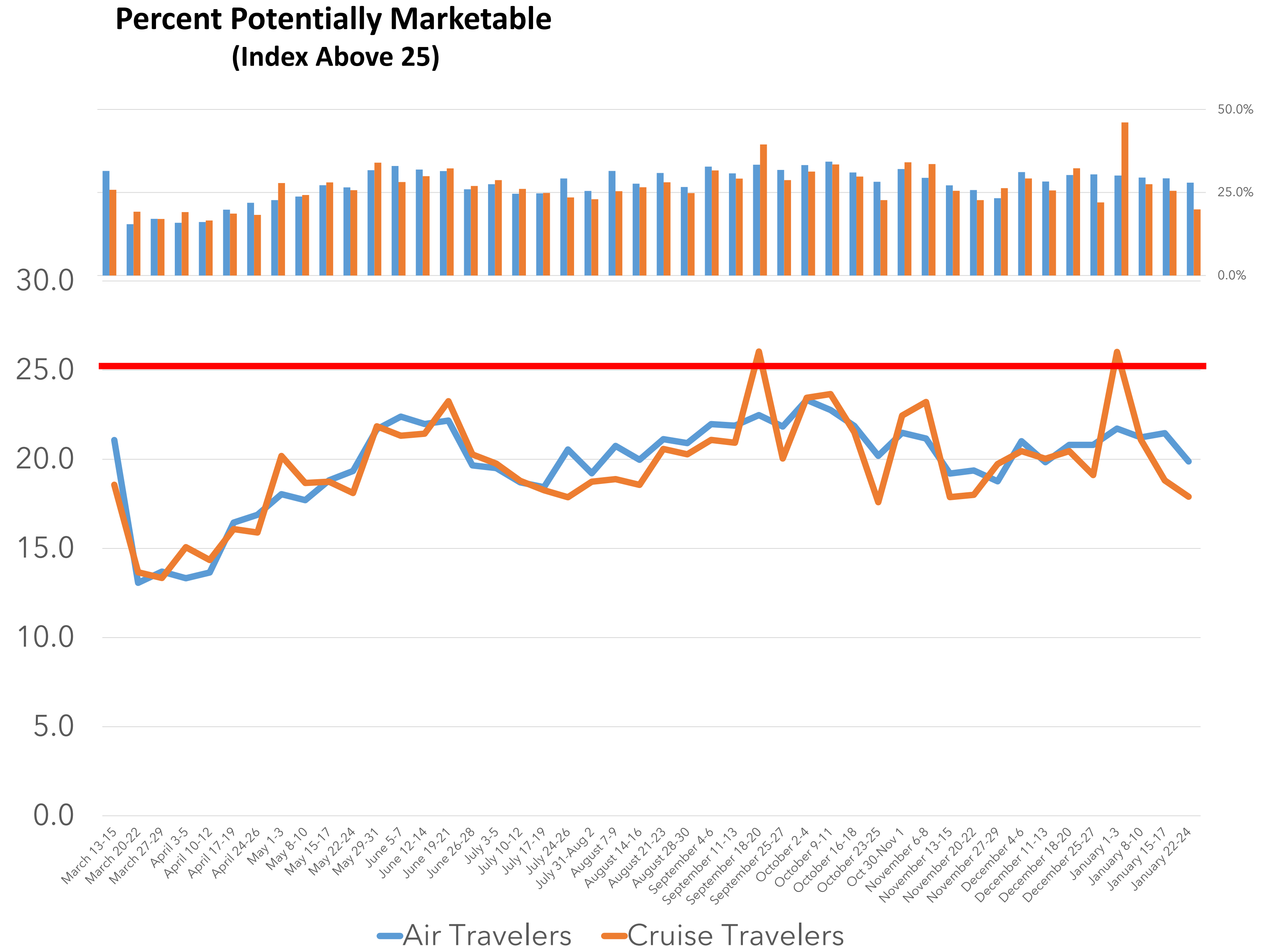
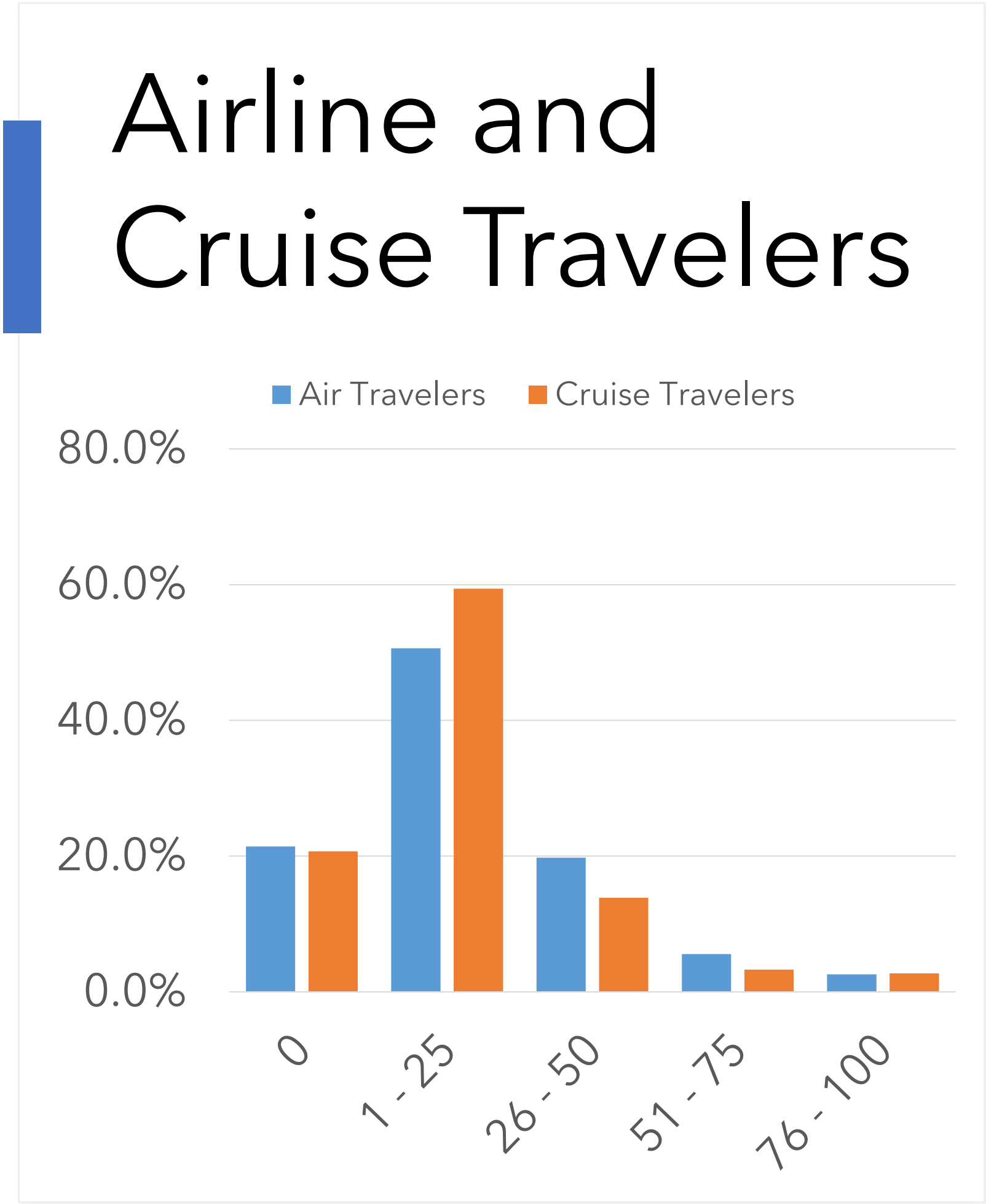
Healthy Travel Outlook

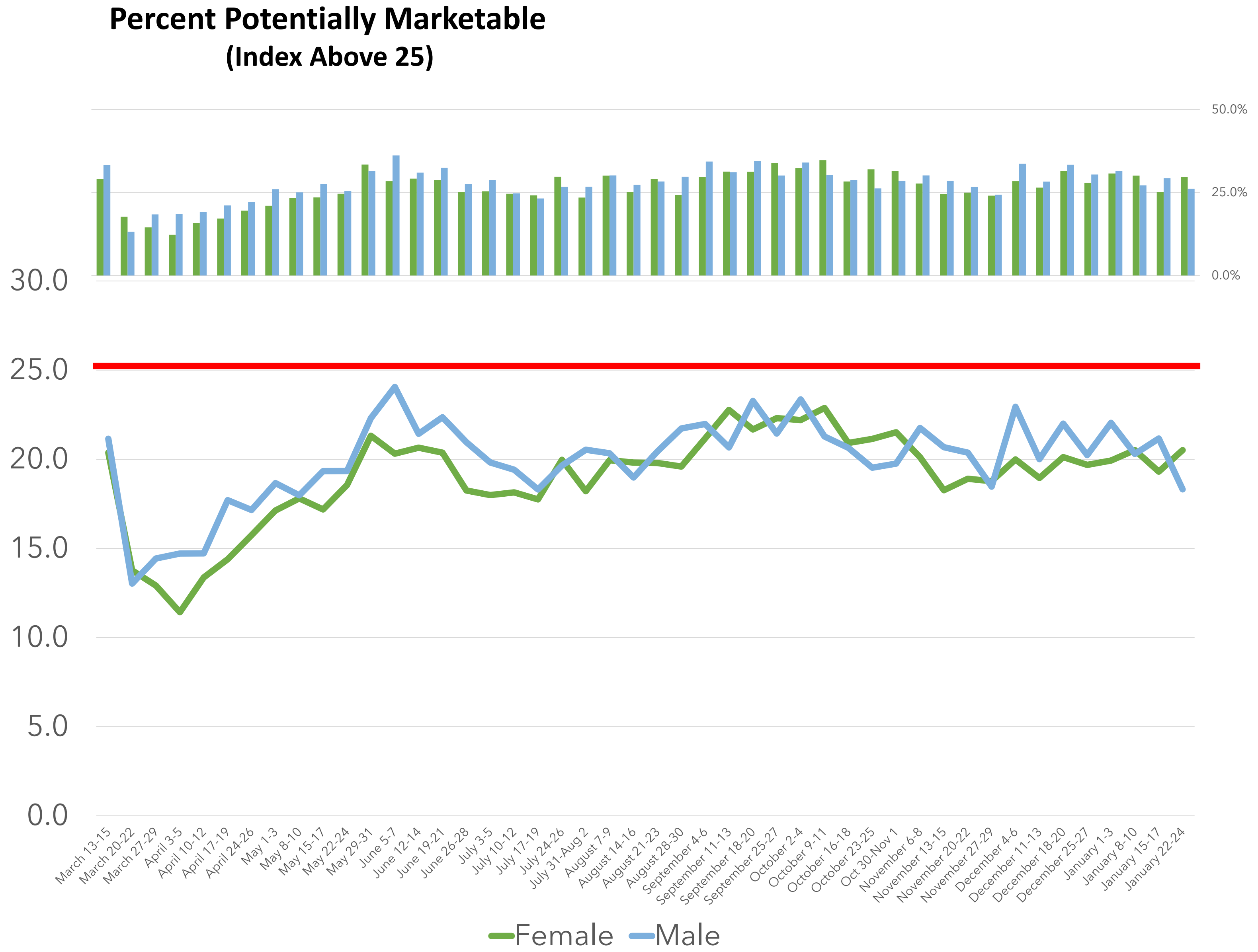
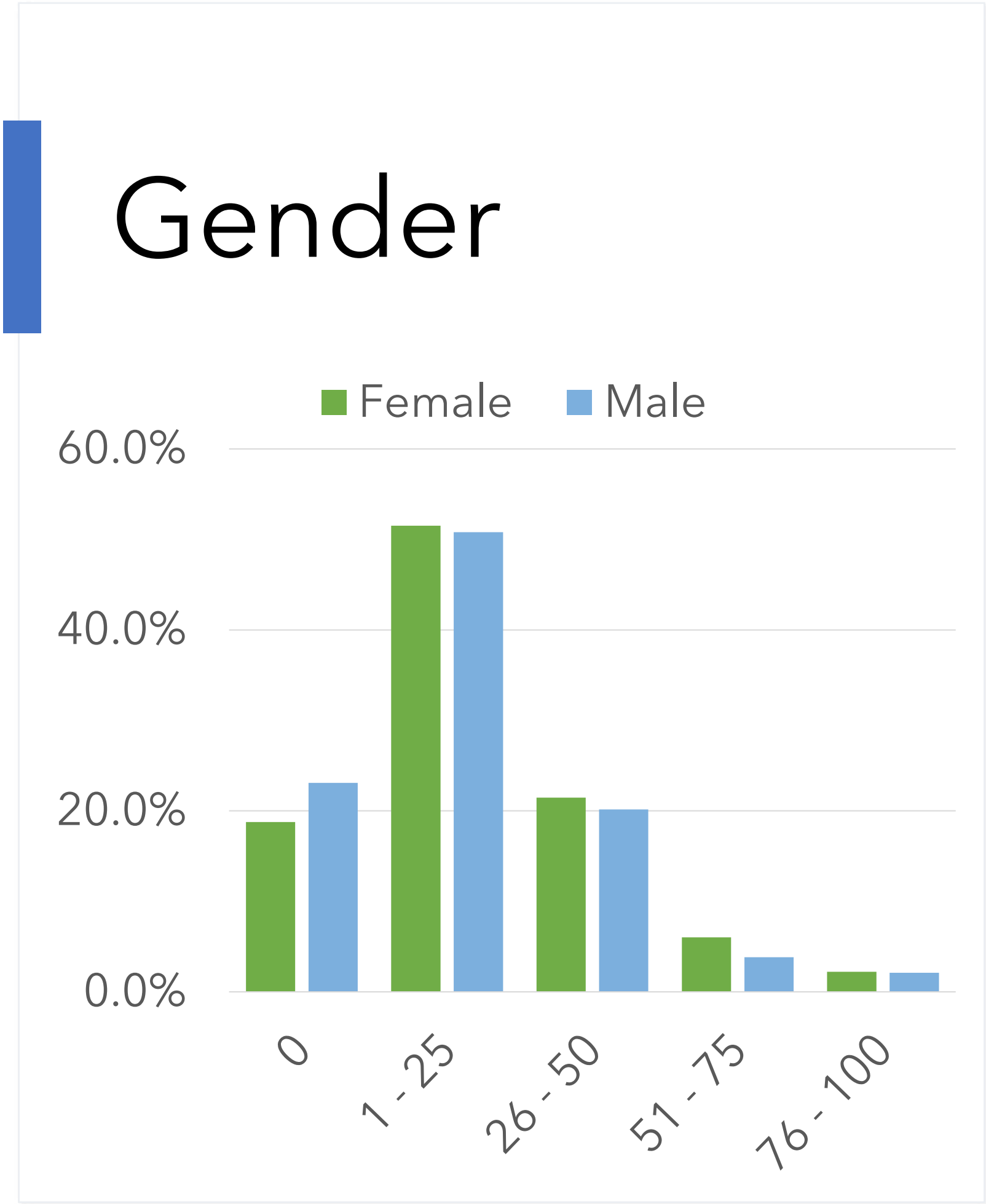


Travel Outlook



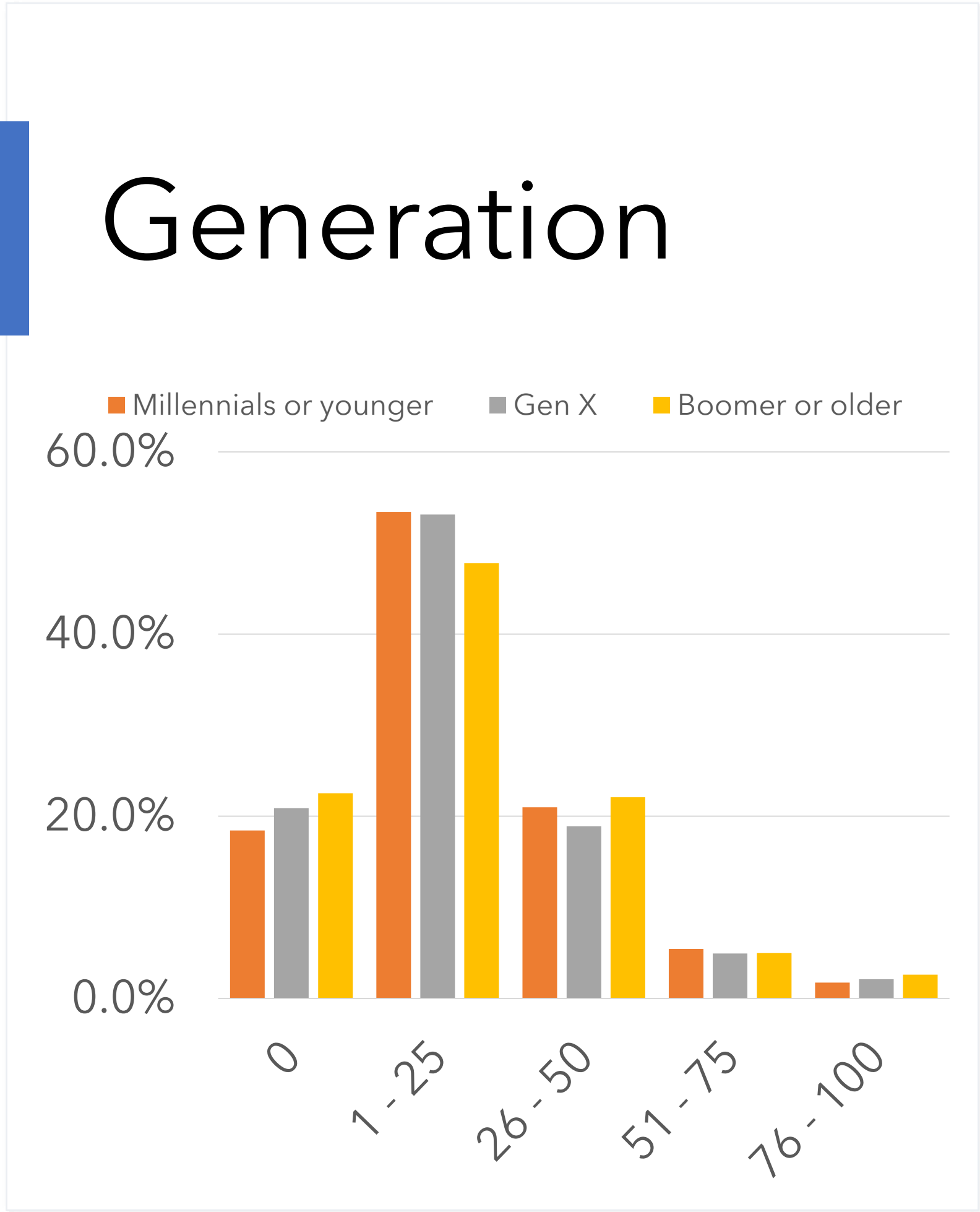




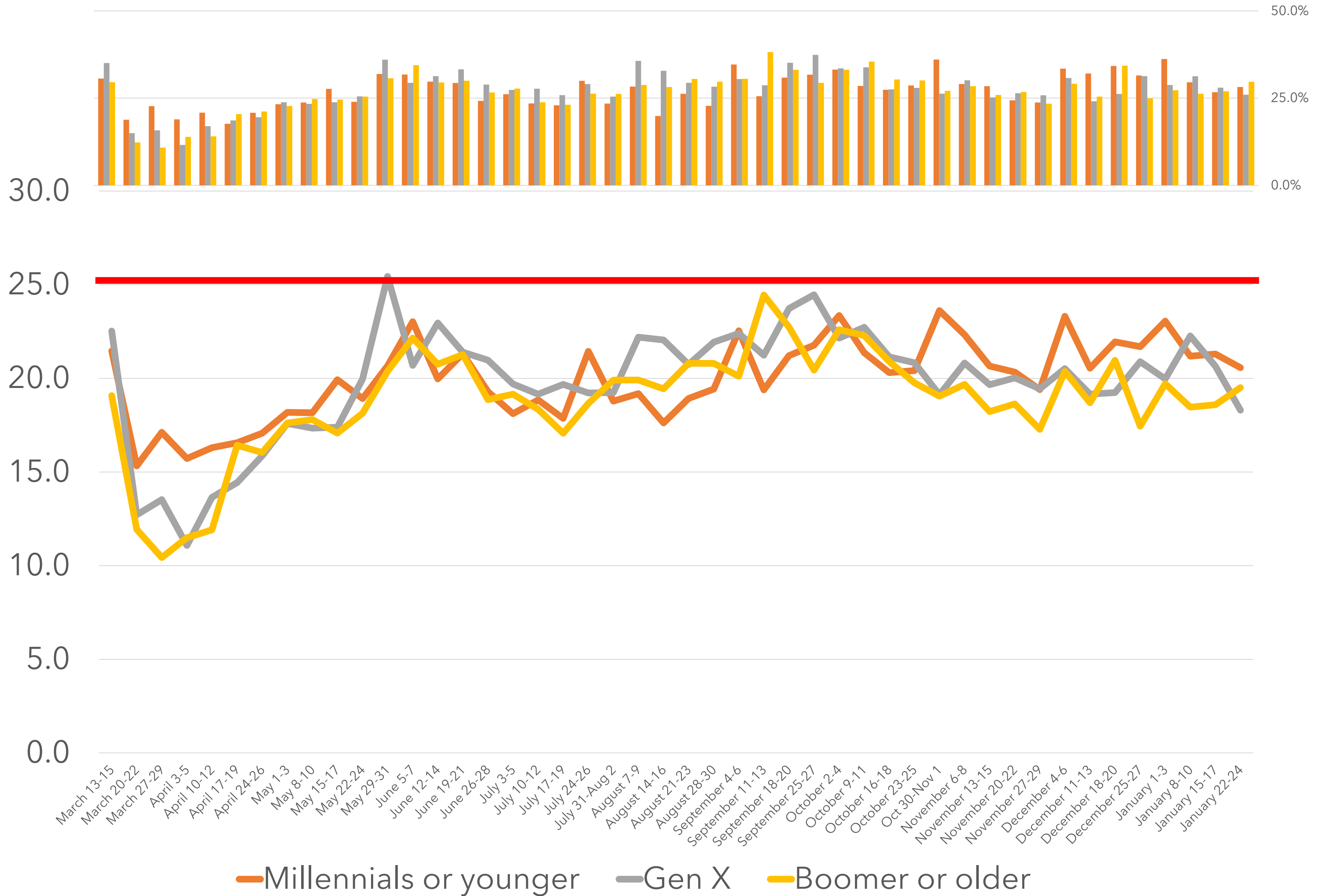


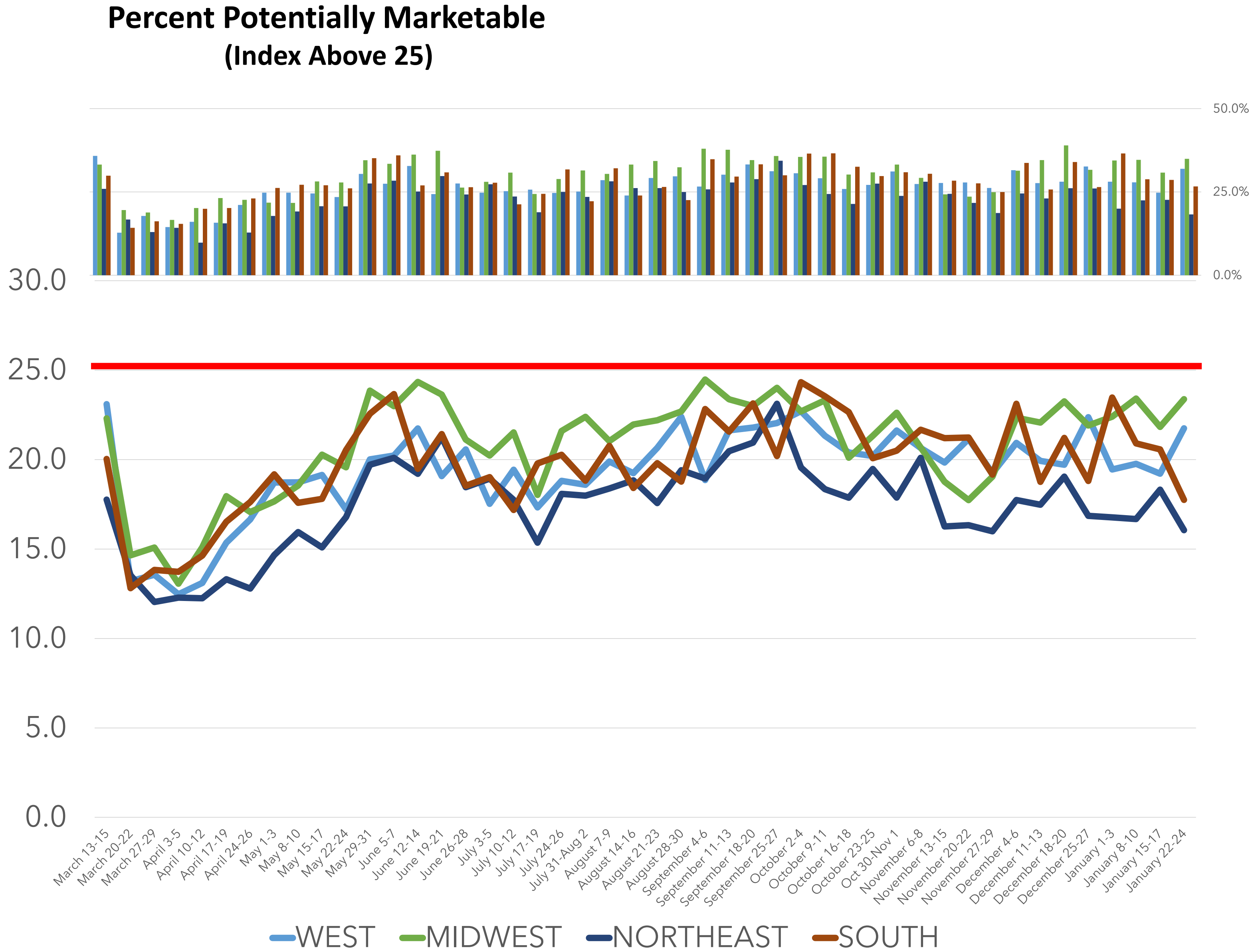
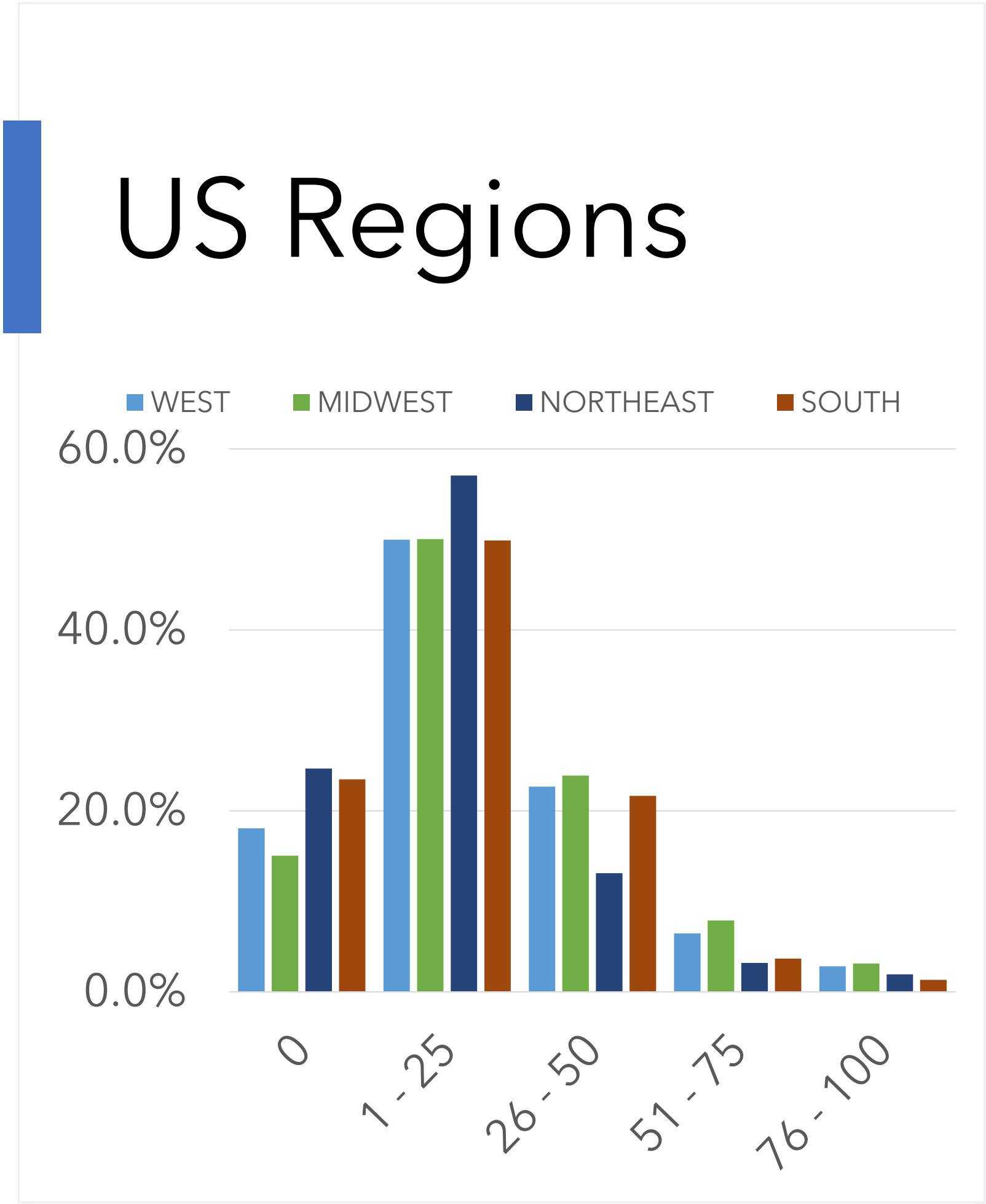


Generation



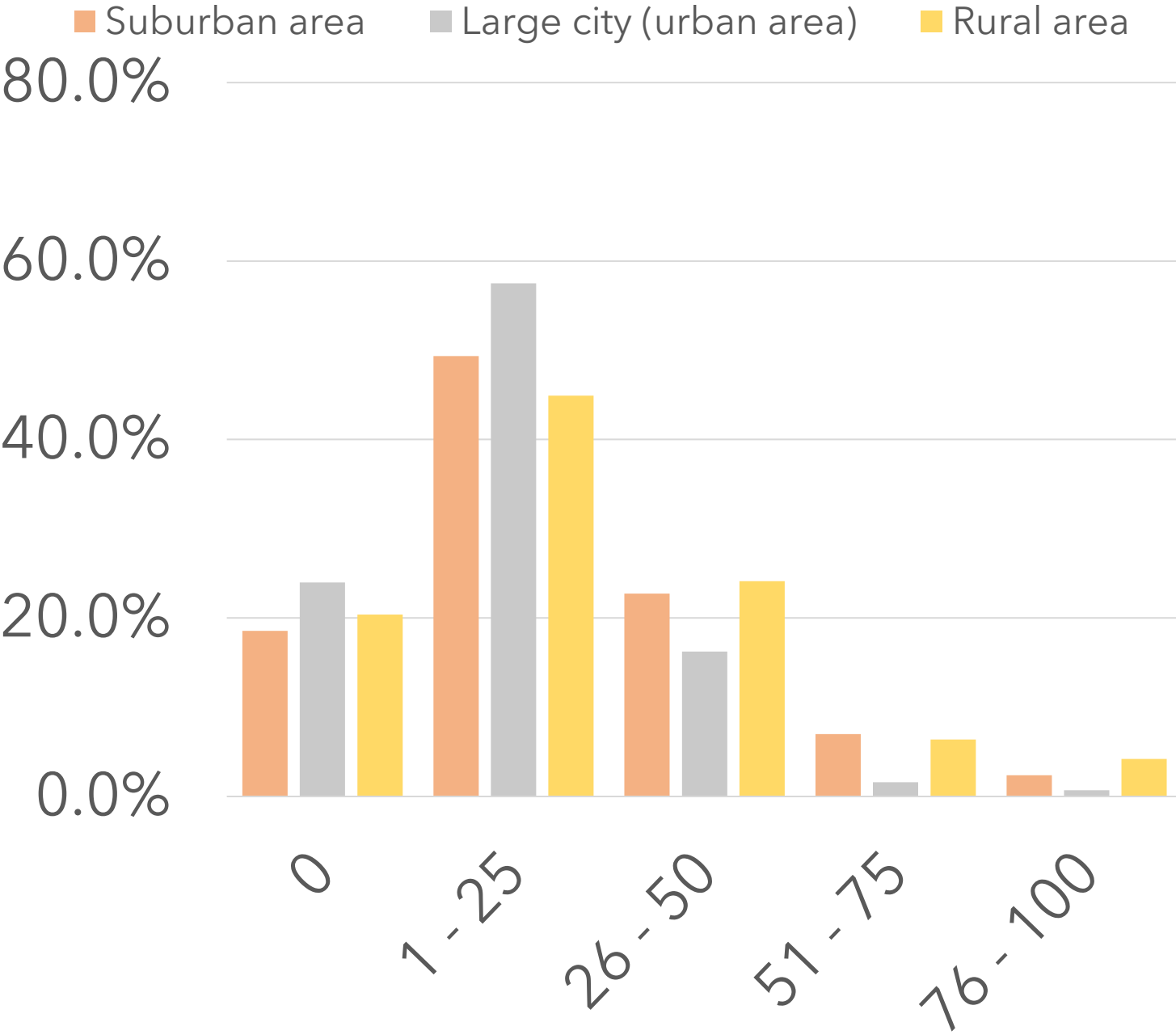
Percent Potentially Marketable (Index Above 25)



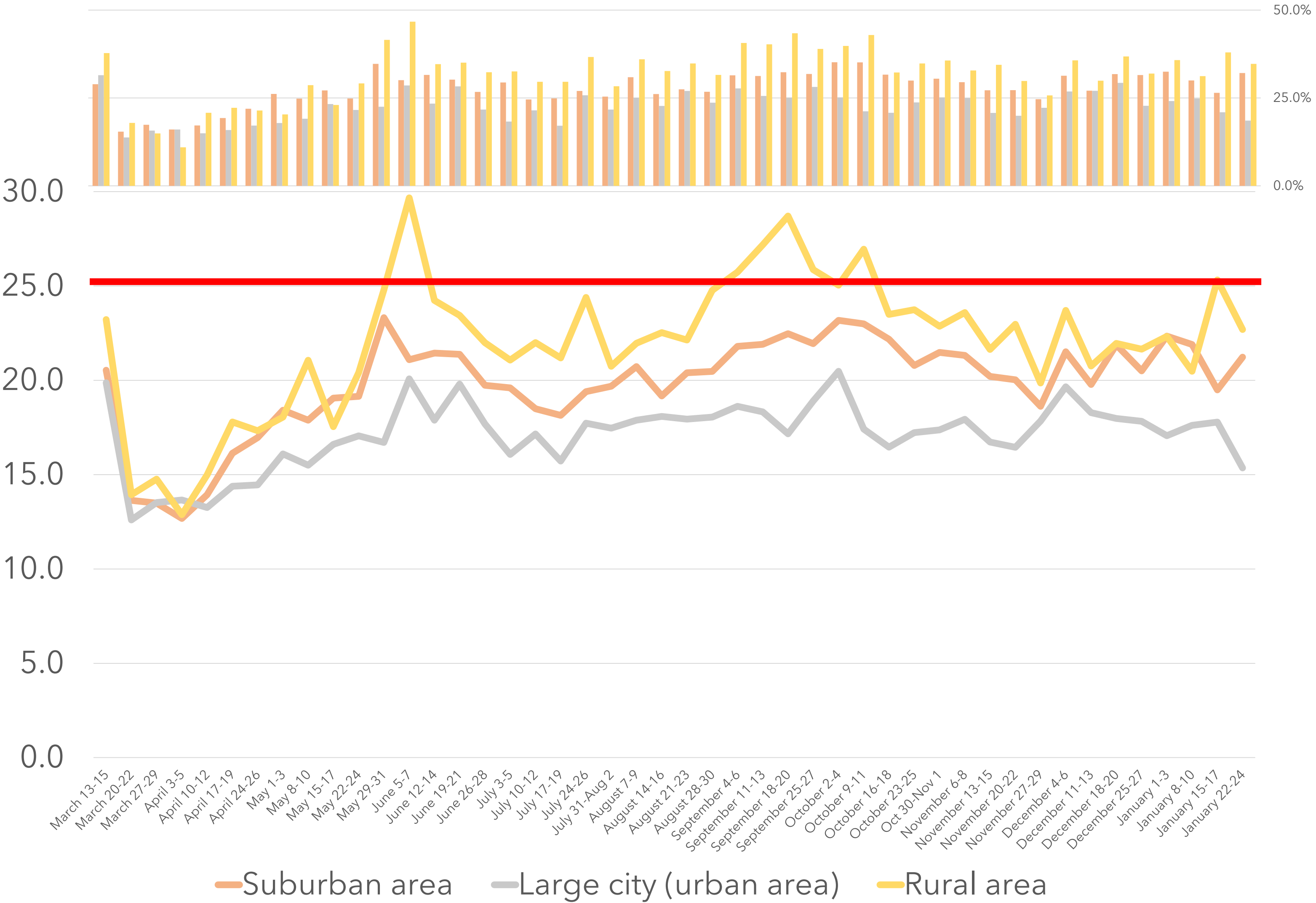


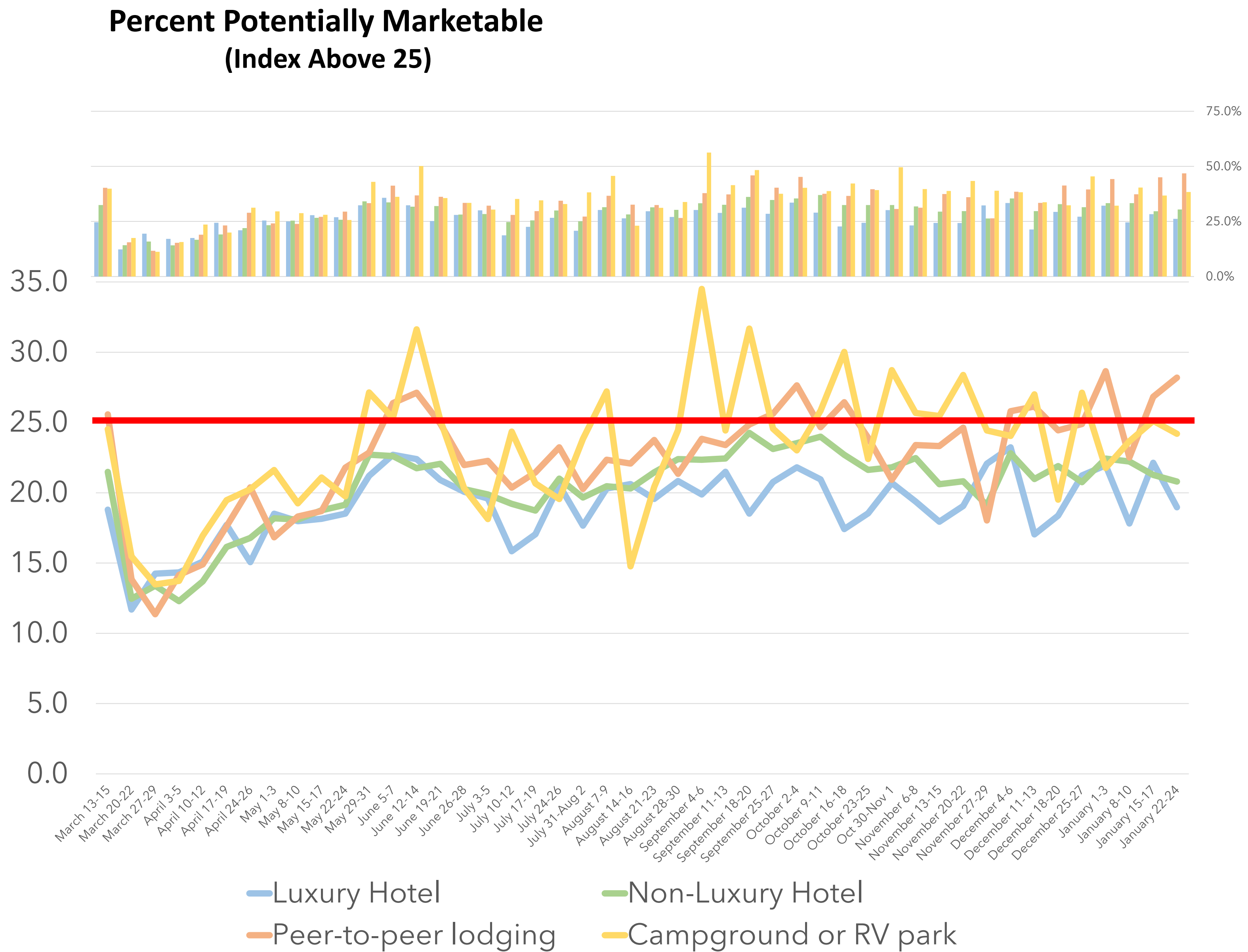
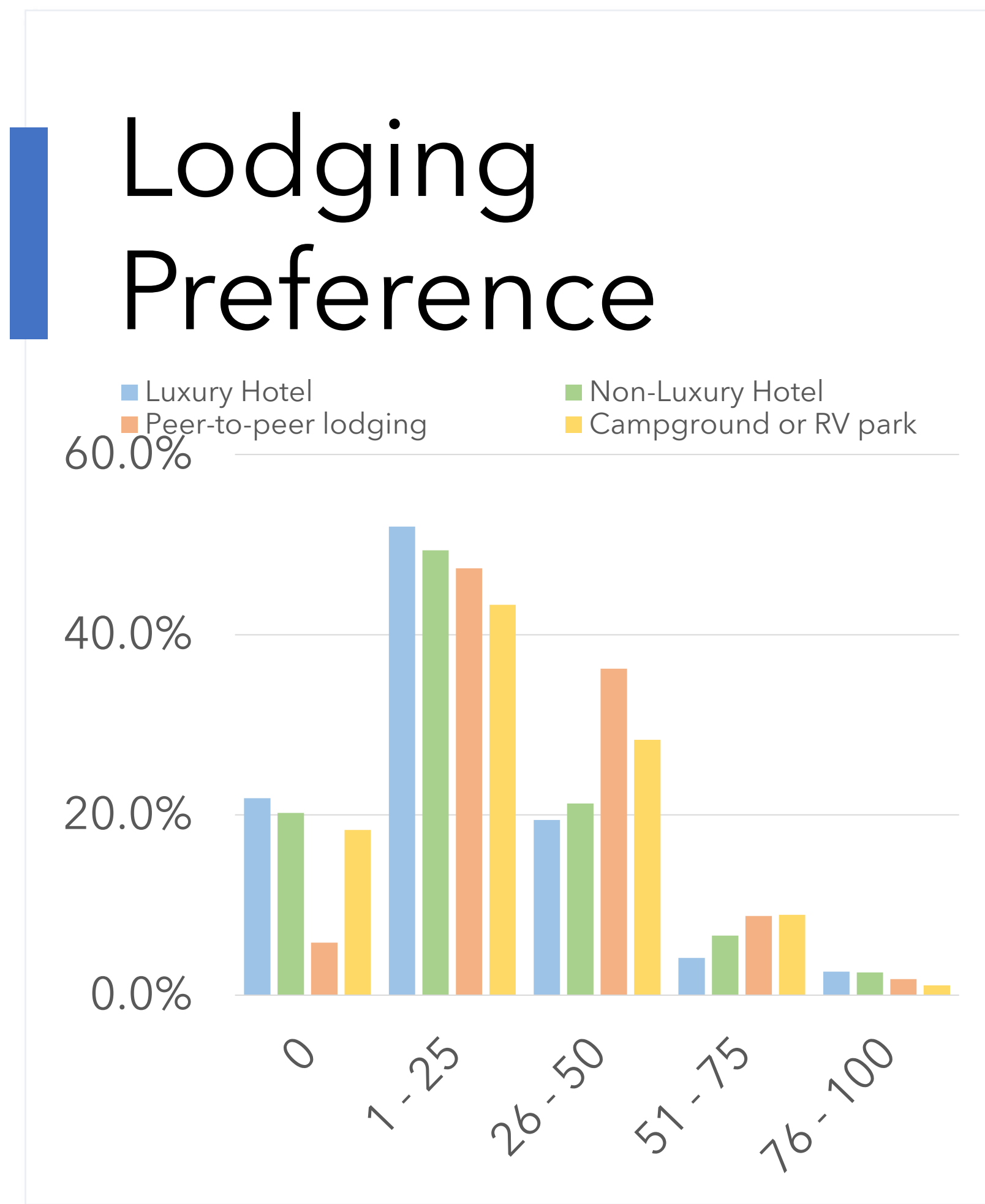


Residence Type



Percent Potentially Marketable (Index Above 25)







NATIONAL

PLAN FOR

Vacation

DAY

JANUARY 26, 2021

POWERED BY U.S. TRAVEL

"Planners" are Happier

	Vacation Days Planners	Ignorers	
Personal relationships with family and friends	73.8%	56.0%	-17.8%
How you spend your paid time off	68.4%	48.1%	-20.3%
Your physical health and well being	64.6%	46.8%	-17.8%
The company at which you work	63.3%	44.8%	-18.5%
Your job	61.1%	43.5%	-17.7%

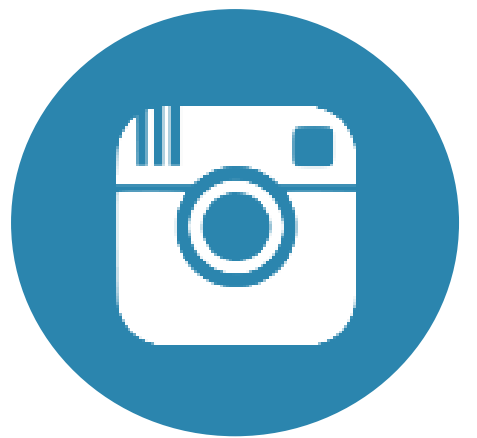
FOLLOW US ON SOCIAL MEDIA FOR THE LATEST TRENDS



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subscribing or donating
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A full-page background image featuring an astronaut in a white spacesuit standing on a dark, rocky surface, likely Mars. The astronaut is positioned on the right side of the frame, looking towards the left. The sky is a vibrant, hazy orange-yellow, suggesting a sunset or sunrise. The overall mood is one of exploration and achievement.

Destination APOLLO

Destination Intelligence + Management System



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

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want us to explore?**

Send suggestions or requests for questions to:

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