



CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

Presentation of Findings
February 2, 2021

Destination  Analysts

**Independent,
Unbiased
Research**



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 47 data (fielded January 29-31) will be presented today**
- **1,200+ fully completed surveys collected each wave**
- **Confidence interval of +/- 2.8%**
- **Data is weighted to reflect the actual population of each region**



U.S. new COVID cases down 21% in past week, deaths fall from peak

By Reuters Staff

2 MIN READ



(Reuters) - The United States reported a 21% drop in new cases of COVID-19 last week, as all but one state reported declines in new infections, and the number of coronavirus patients in hospitals also fell.

The country reported 1.2 million new cases in the week ended Jan. 24, down from 1.5 million new cases in the previous week. It was the biggest decline on both a percentage and absolute basis in the past year, according to a Reuters analysis of state and county reports.

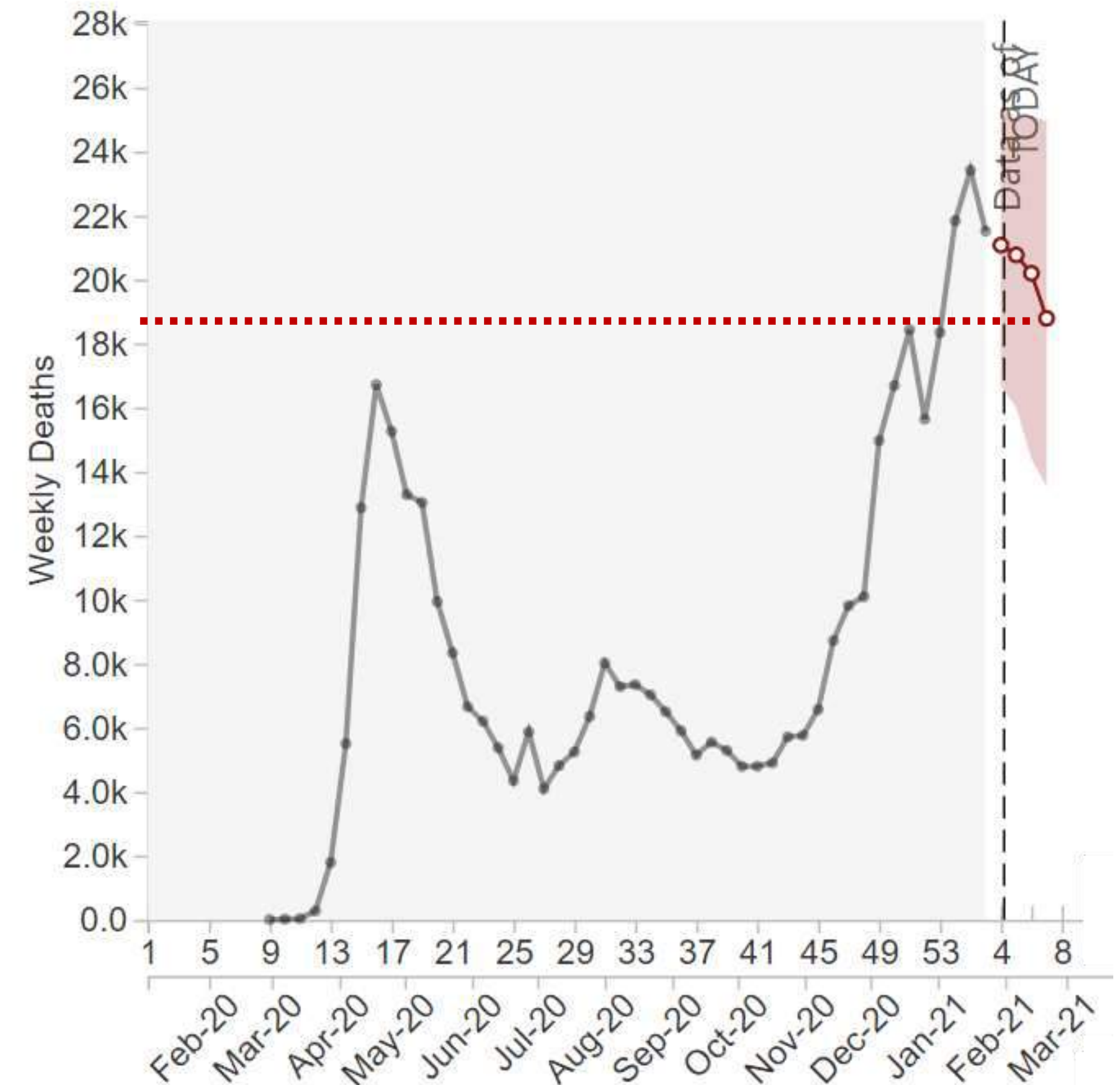
New Hampshire is the only state where cases rose. In California, a hotspot where hospitals have been overwhelmed by the number of patients, new cases fell 32% in the past week.

(Open tmsnrt.rs/2WTOZDR in an external browser to see a related graphic)

Deaths from the virus fell by 6.6% last week to about 21,600 across the country, with Arizona, Alabama and New Mexico having the highest per capita death rates. Deaths rose in 17 out of 50 states last week and are a lagging indicator, meaning they can rise weeks after cases and hospitalizations fall.

Cumulatively, nearly 419,000 people have died from the novel coronavirus, or one in every 780 U.S. residents.

Observed and forecasted weekly COVID-19 deaths in the United States

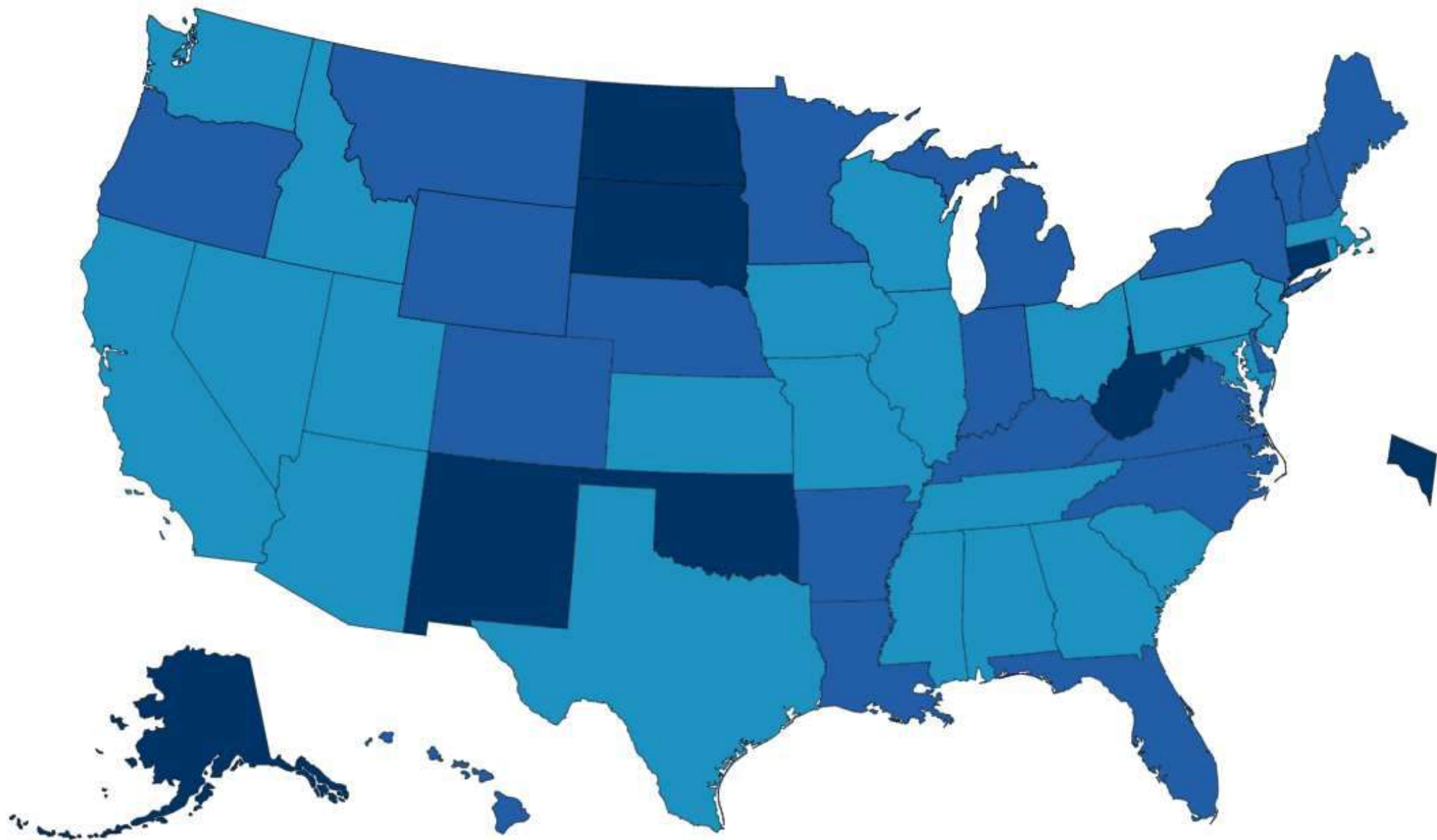


COVID-19 Vaccinations in the United States

Overall US COVID-19 Vaccine Distribution and Administration; Maps, charts, and data provided by the CDC, updated daily by 8 pm ET[†]

Total Doses Distributed	Total Doses Administered	Number of People Receiving 1 or More Doses	Number of People Receiving 2 Doses
49,933,250	31,123,299	25,201,143	5,657,142
CDC Data as of: Jan 31 2021 6:00am ET Posted: Jan 31 2021 12:26PM ET			

Total Doses Administered Reported to the CDC by State/Territory and for Selected Federal Entities per 100,000



COVID-19 vaccines to goose global growth in 2021, IMF predicts



Registered Nurse Lisa Strickland, left, administers a COVID-19 vaccine to Tracy Atkinson during the drive-up inoculation event at Craig Houghton Elementary School in Augusta, Ga., Tuesday, Jan. 19, 2021. (Michael Holahan/The Augusta Chronicle via AP) [more >](#)

The global economy, devastated in 2020 by shutdowns related to the coronavirus pandemic, is poised to make a major recovery this year as vaccines to control its spread reach the market, the International Monetary Fund said in its latest forecast released Tuesday morning.

The international financial agency now says the world's economy will expand by 5.5% this year, following a 3.5% drop in 2020 that was the most severe since the end of World War II. The latest IMF projection is up from a 5.2% growth forecast issued just three months ago.

Despite major snags and imbalances in rolling out the COVID-19 vaccines, economists say the program will allow countries to ease economic shutdowns and roll back travel restrictions at an accelerated rate as the year progresses. Major stimulus programs passed by major economies such as the U.S., China and Japan also are forecast to increase growth rates globally.

Double masking for Covid-19 protection: A trend with a purpose

By Sandee LaMotte, CNN

Updated 3:26 PM ET, Thu January 28, 2021



(CNN) — Layering your face is in -- but not as a fashion statement. It may just save a life.

Public health officials are suggesting double masking as a way to increase the level of protection from the coronavirus and its multiple, more contagious variants.

"If you have a physical covering with one layer, you put another layer on, it just makes common sense that it likely would be more effective, and that's the reason why you see people either double masking or doing a version of an N95," Dr. Anthony Fauci, now chief medical adviser to President Joe Biden, told NBC's Savannah Guthrie.

Dodger Stadium's COVID-19 vaccination site shut down after protesters crowd entrance

Jack Baer • Writer

Sat, January 30, 2021, 5:24 PM • 2 min read

The mass vaccination site at Dodger Stadium was reportedly shut down for about an hour on Saturday after a group of anti-vaccination protesters gathered around the entrance to the stadium's parking lots.

Authorities at the scene reportedly responded to the arrival of the protesters — [estimated to be around 30 in number](#) — by closing off the facility, leaving hundreds of drivers and passengers to wait in line outside the stadium.

We're at the mass vaccination site at Dodger Stadium to get my mom the vaccine. The anti-vax protestors have approached the entrance to the site. The LAPD have now closed the gate. We have been sitting here for about half an hour. Nobody is moving. pic.twitter.com/GrJPA5wrqx

— Mikel Jollett (@Mikel_Jollett) January 30, 2021

According to [the Los Angeles Times](#), the Los Angeles Fire Department closed the entrance to the stadium around 2 p.m. as precaution. [One witness at the scene](#) tweeted his car was eventually allowed in at 2:53 p.m. once the protesters stepped aside when police reinforcements arrived.

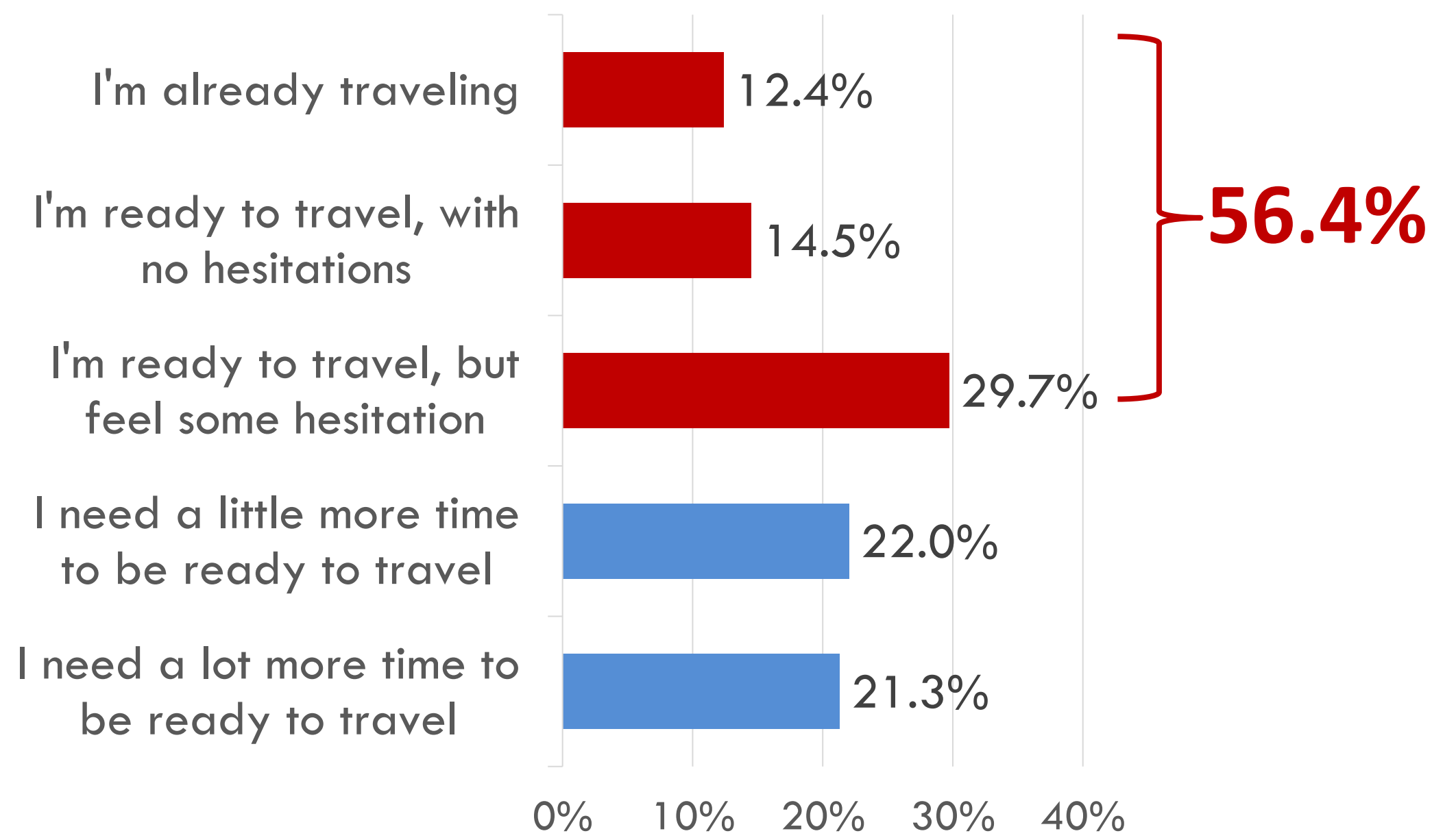
The LAPD [later tweeted](#) that all scheduled vaccines will be delivered despite the delay, and clarified it wasn't them who closed the gates. California Gov. Gavin Newsom also responded to the incident, saying the state wouldn't be deterred or threatened from delivering vaccines.

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. The ampersand is a light blue color.

CURRENT FEELINGS ABOUT THE CORONAVIRUS & TRAVEL

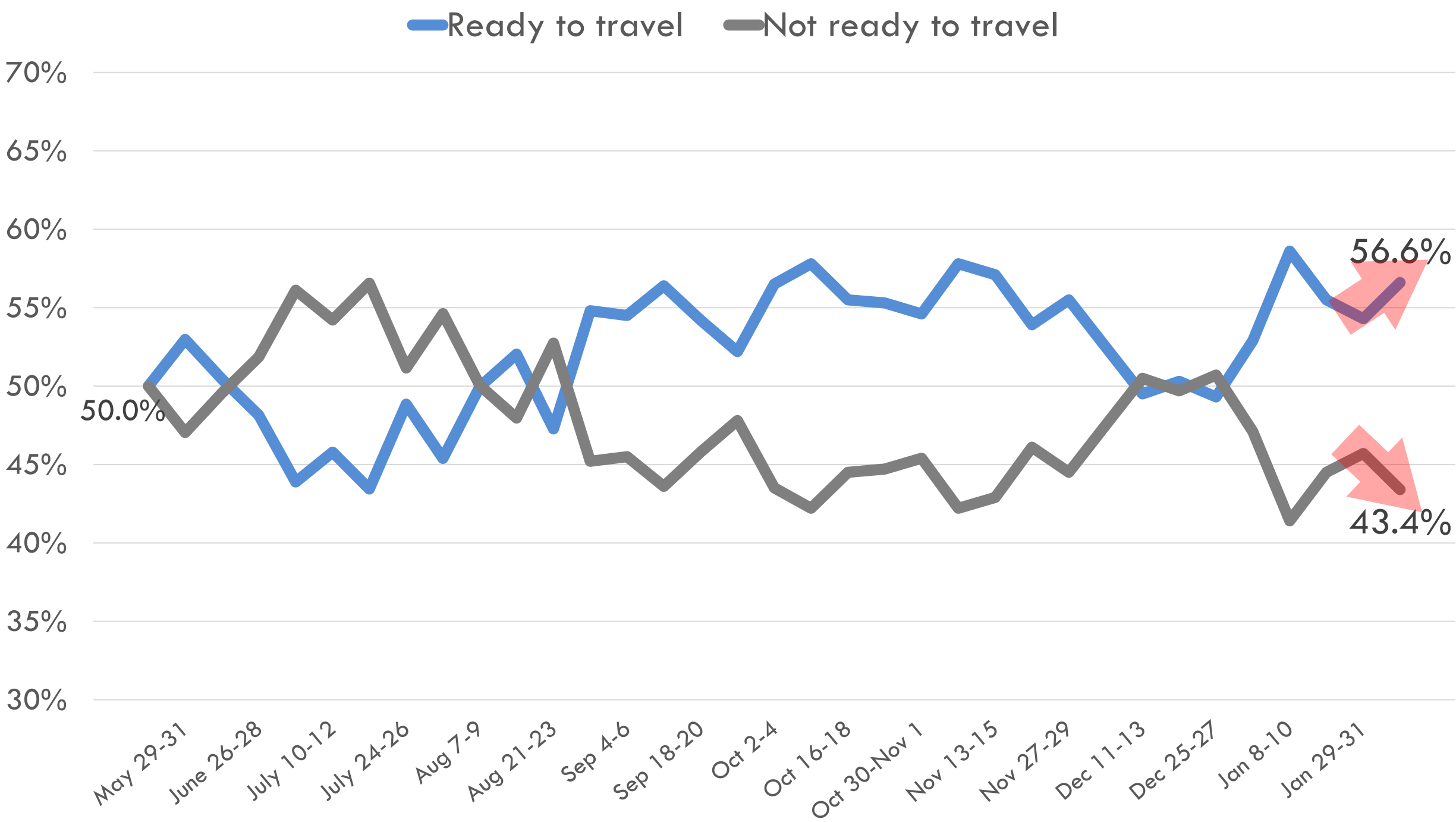
TRAVEL STATE-OF-MIND

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



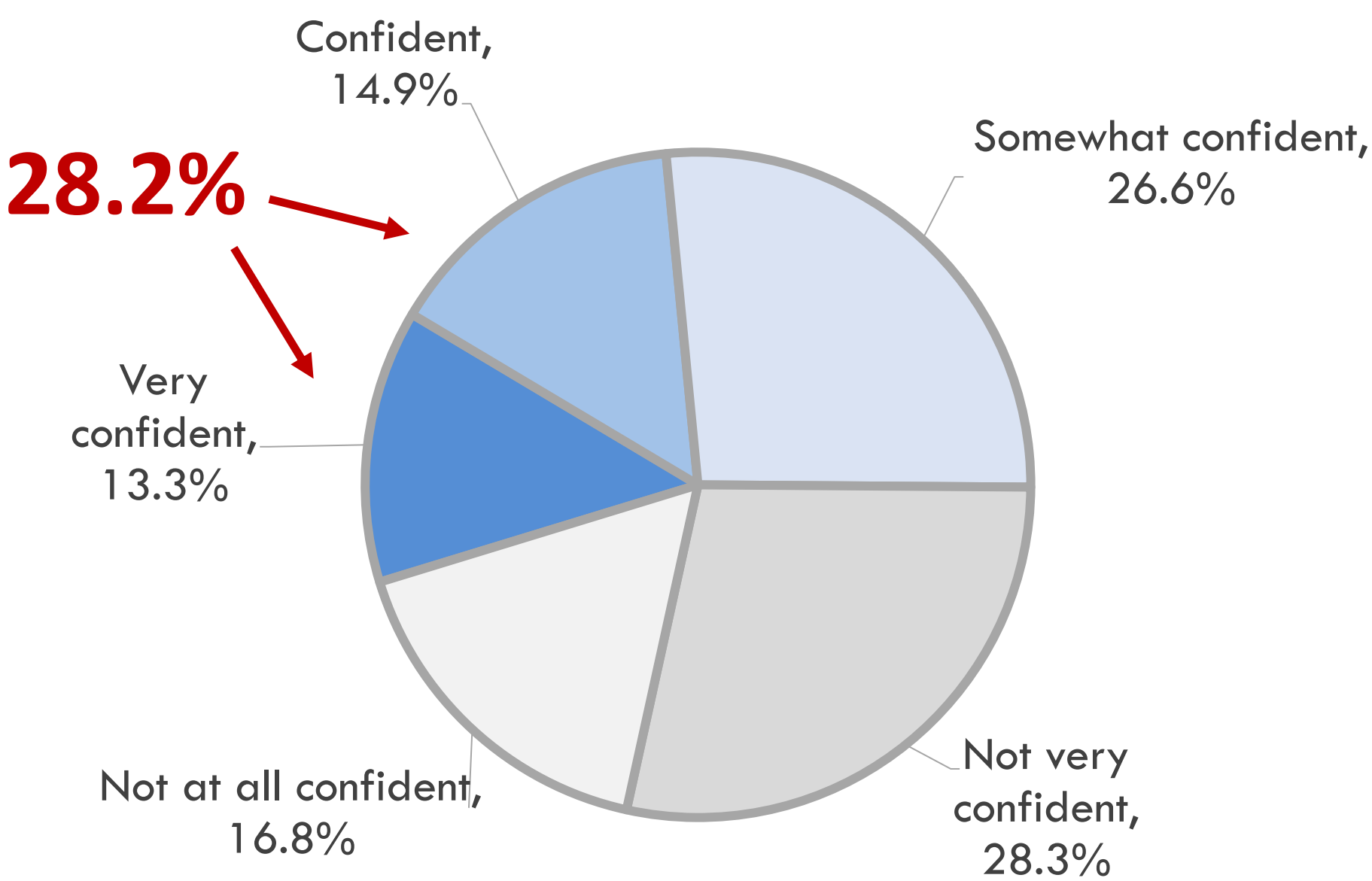
(Base: Waves 12-13 and 15-47. All respondents, 1,257, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206 and 1,209 completed surveys.)

Historical data



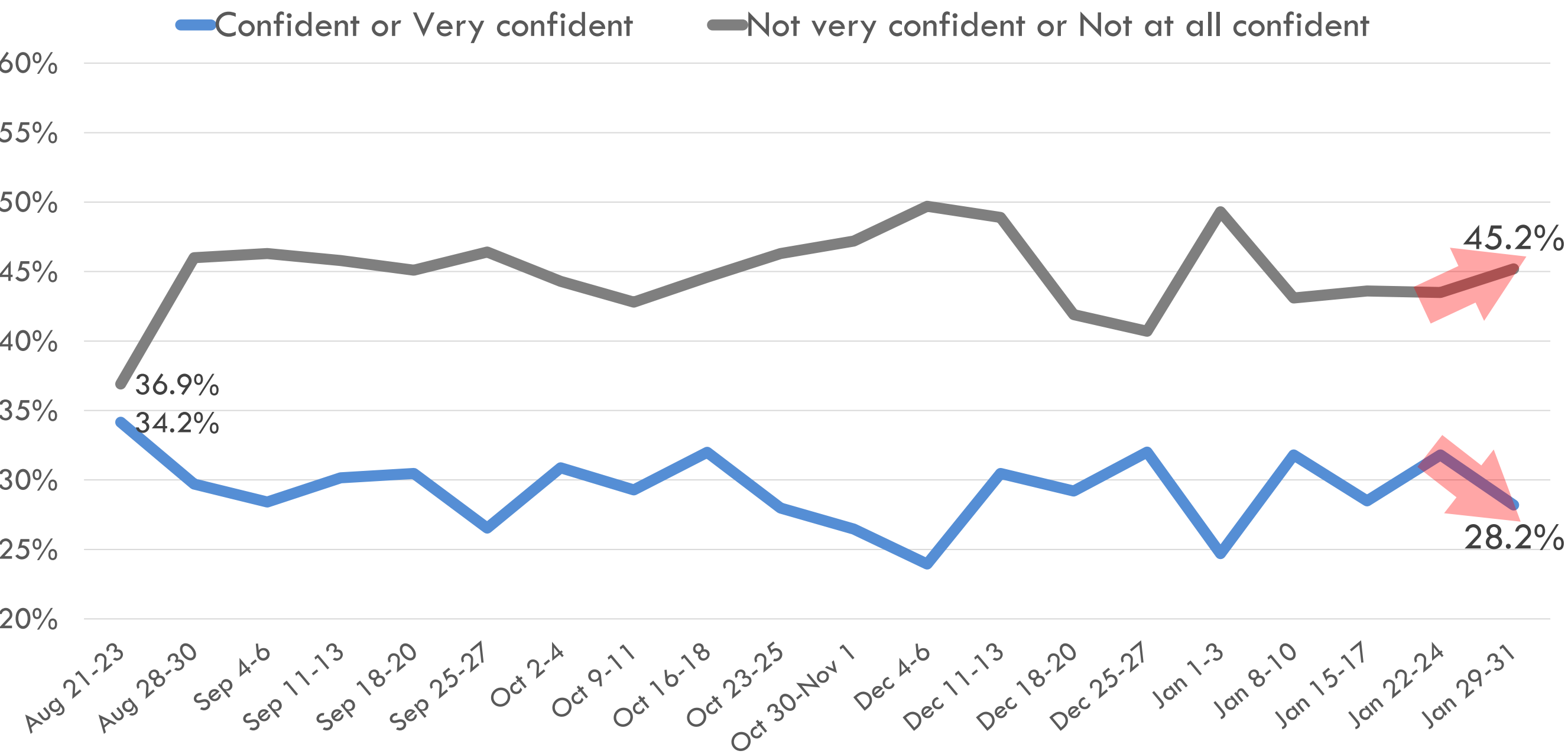
CONFIDENCE IN ABILITY TO TRAVEL SAFELY

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



(Base: Wave 24-34 and 39-47 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, 1,206 and 1,209 completed surveys.)

Historical data

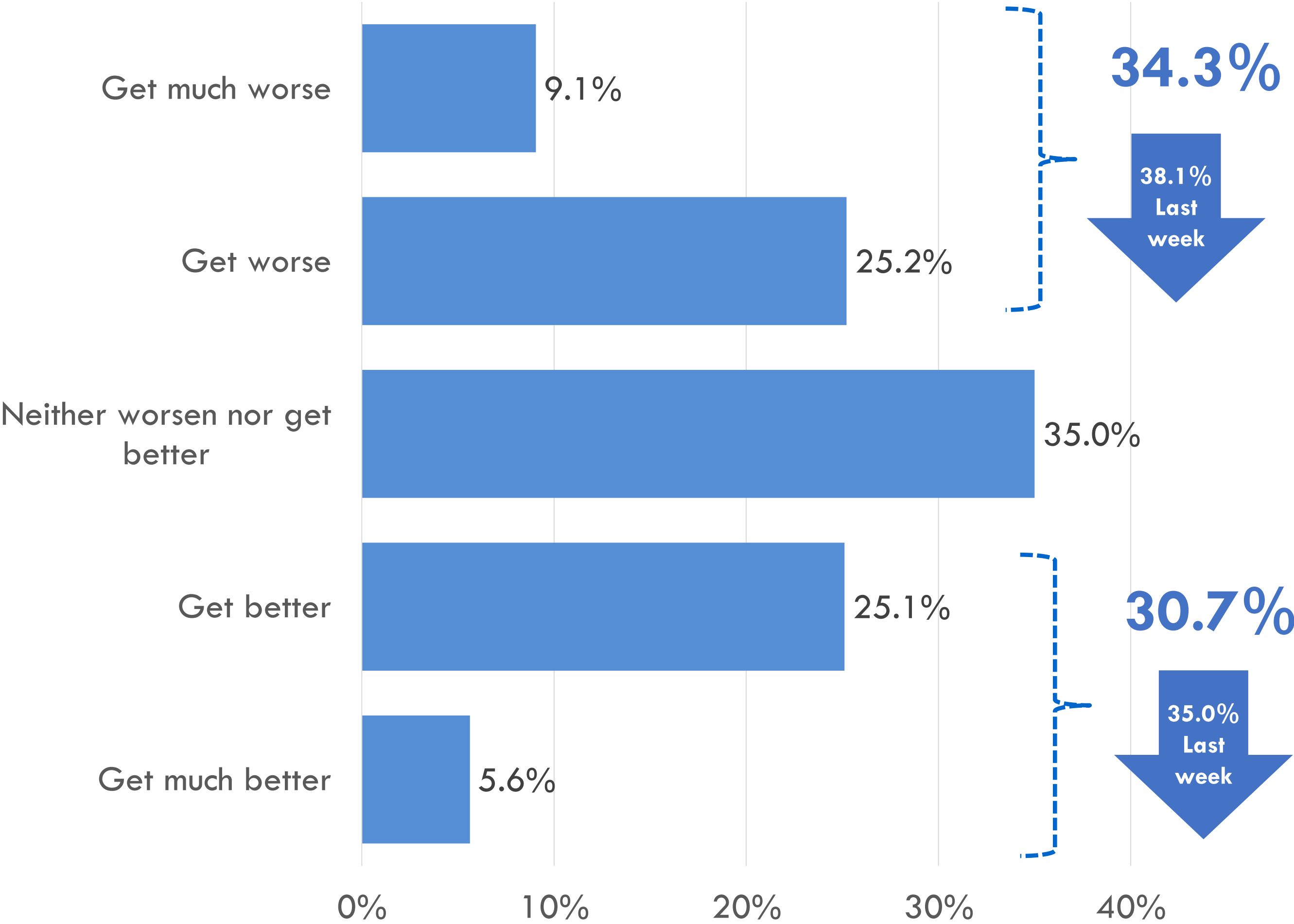


EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

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 _____

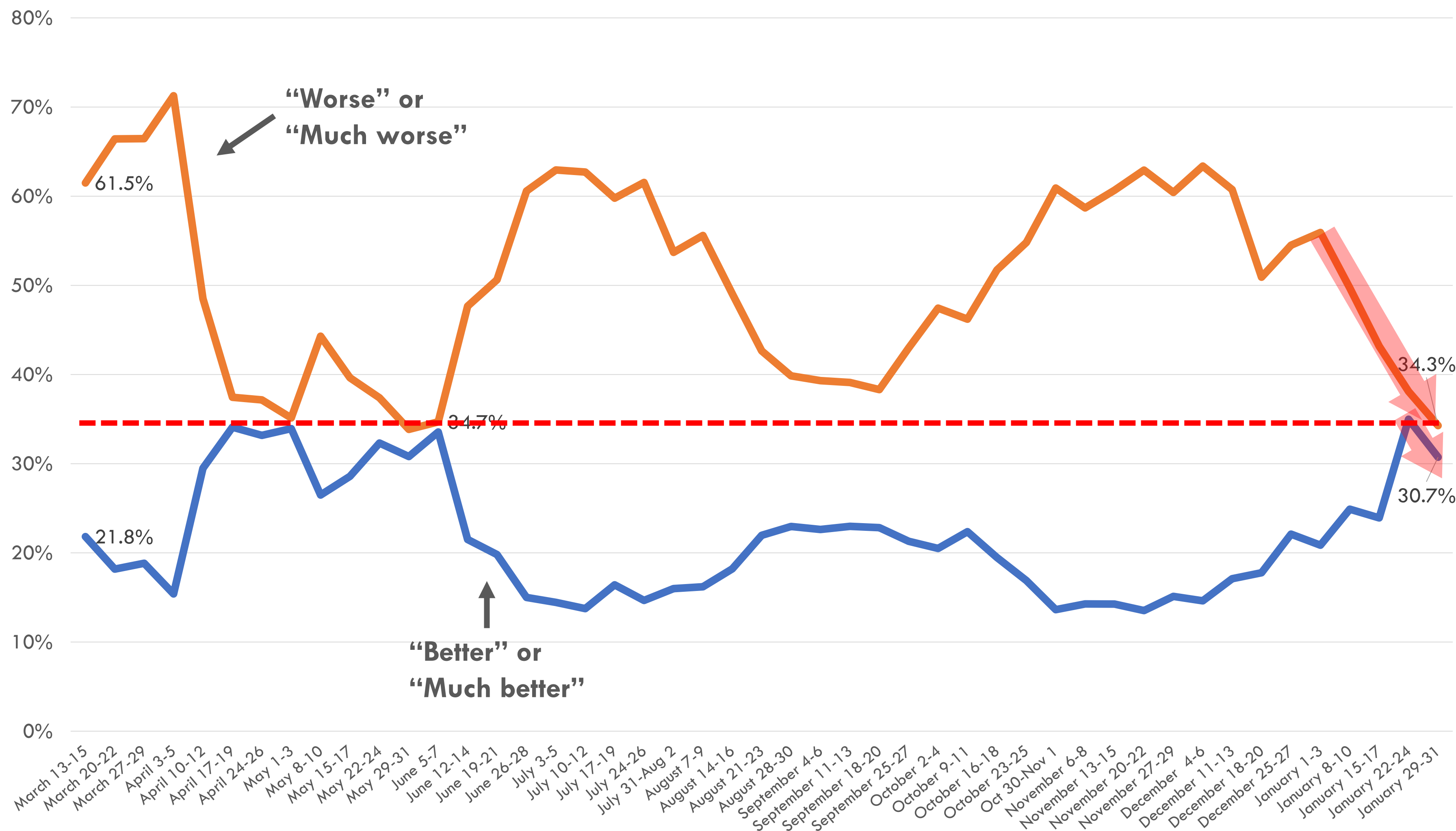
(Base: Wave 47 data. All respondents, 1,209 completed surveys. Data collected January 29-31, 2021)



EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-47)

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

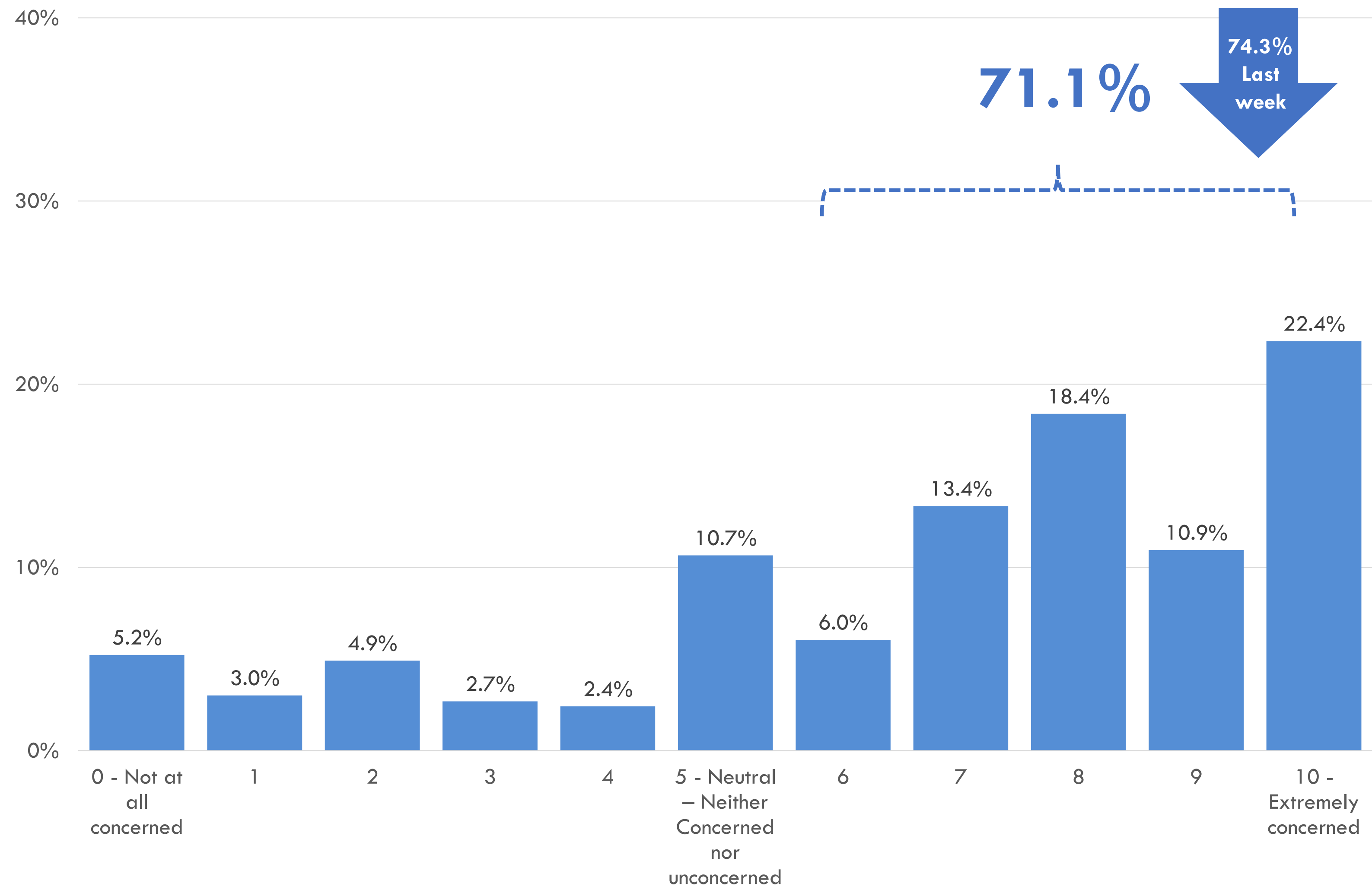
In the next month the coronavirus situation will _____



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 47 data. All respondents, 1,209 completed surveys. Data collected January 29-31, 2021)

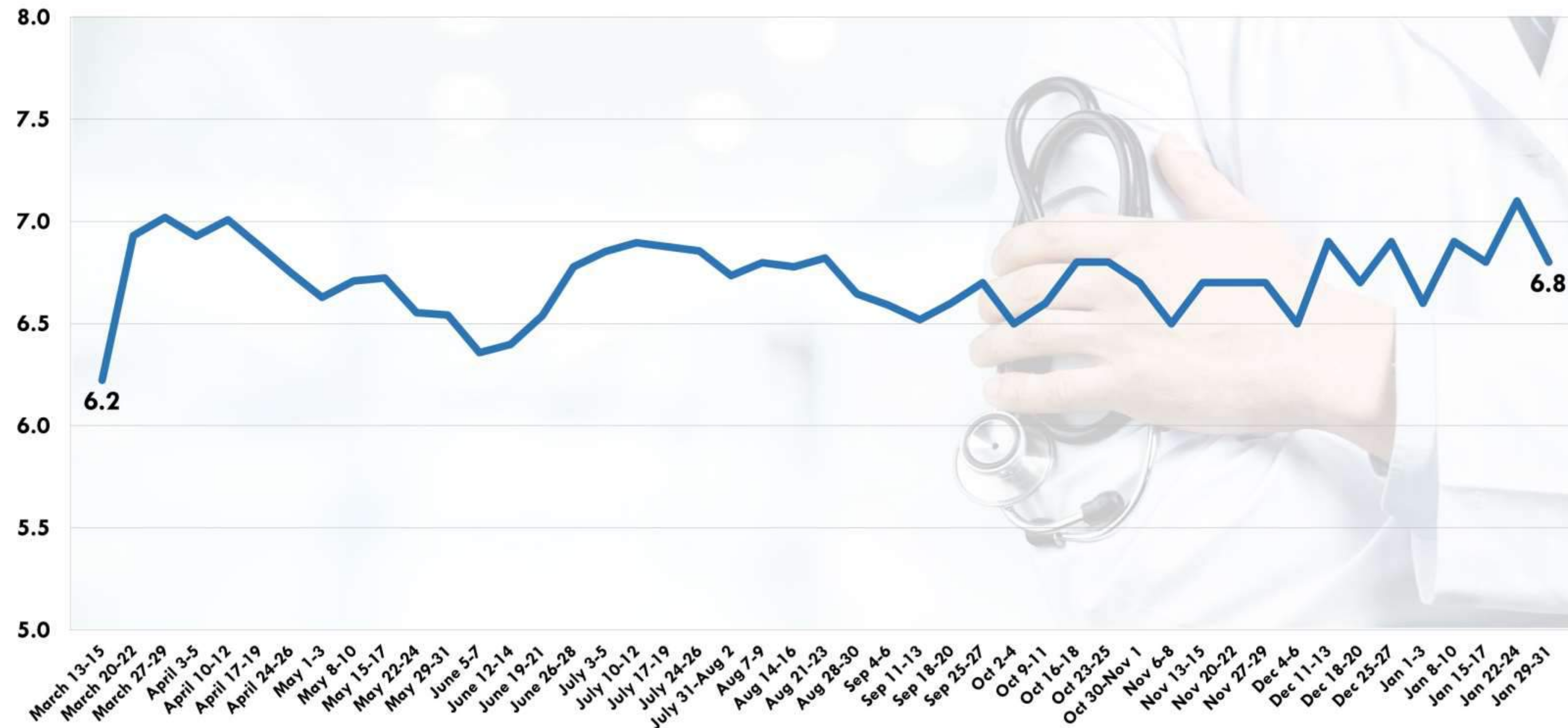


PERSONAL HEALTH CONCERNS

MARCH 13, 2020 – JANUARY 31, 2021



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



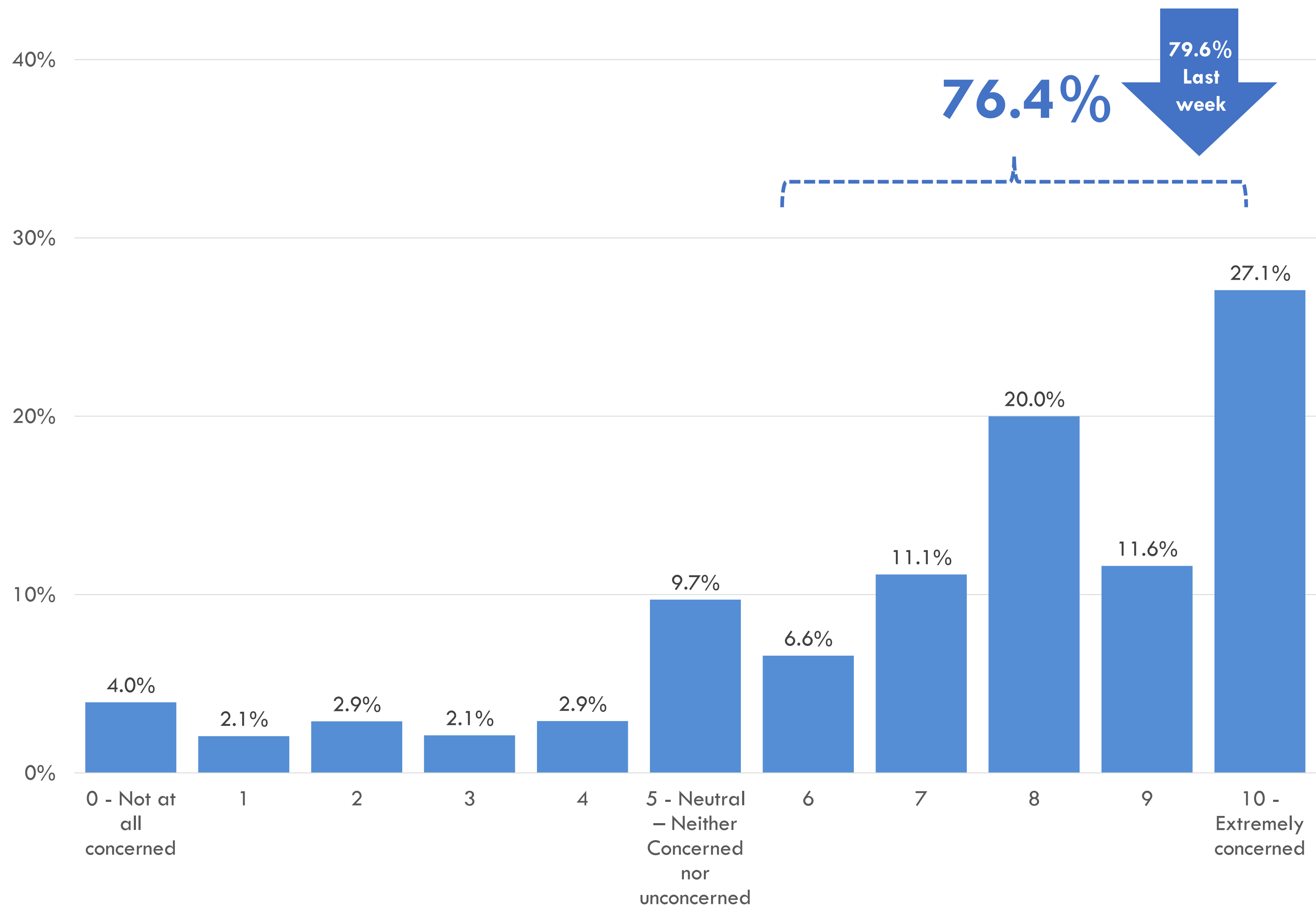
QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, IN GENERAL, HOW CONCERNED ARE YOU PERSONALLY ABOUT CONTRACTING THE VIRUS?

(Base: Waves 1-47. 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, 1,206 and 1,209 completed surveys.)

HEALTH CONCERNS (FAMILY & FRIENDS)

Question: Thinking about the current coronavirus situation, in general, how concerned are you about your FRIENDS OR FAMILY contracting the virus? (Please answer using the scale below)

(Base: Wave 47 data. All respondents, 1,209 completed surveys. Data collected January 29-31, 2021)

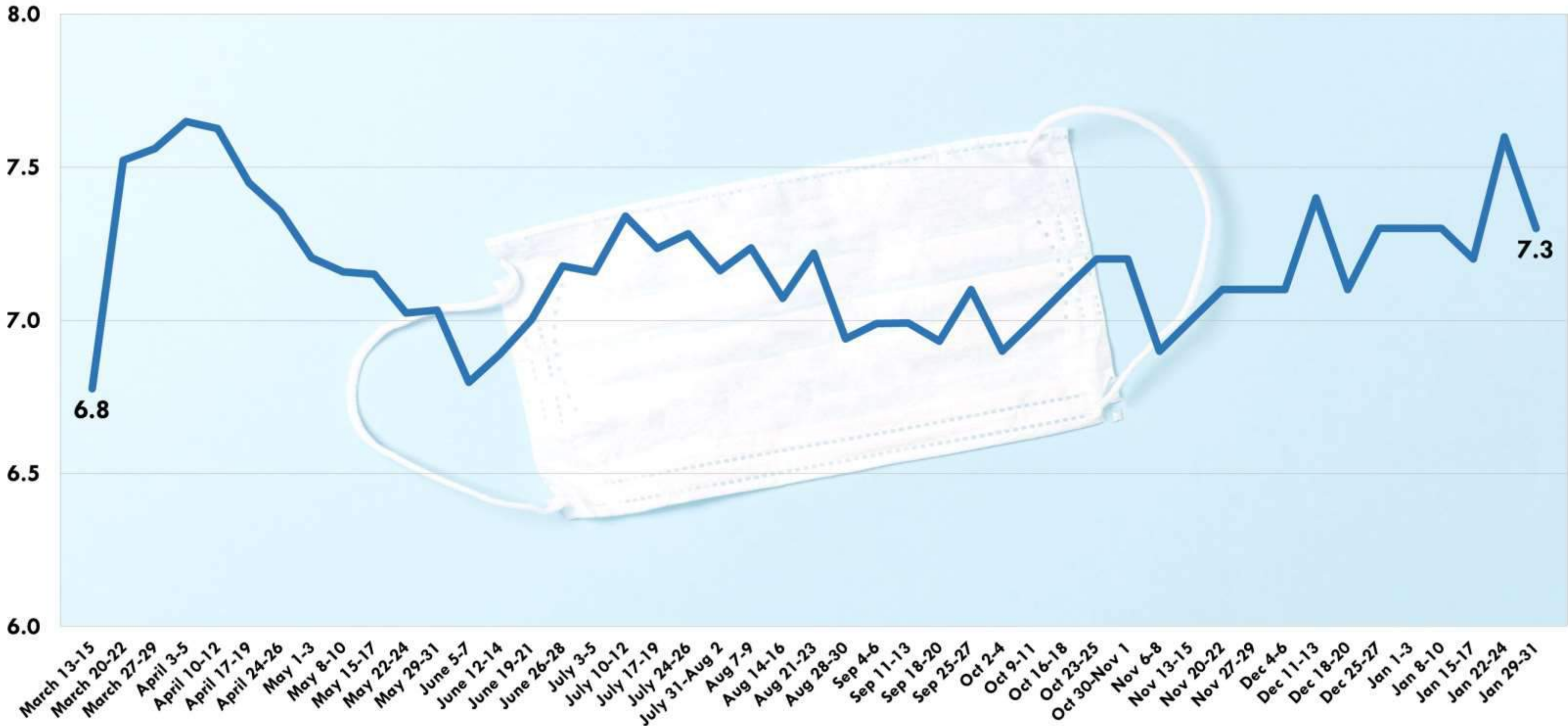


HEALTH CONCERNS (FAMILY & FRIENDS)

MARCH 13, 2020 – JANUARY 31, 2021



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



More
concern

Less
concern

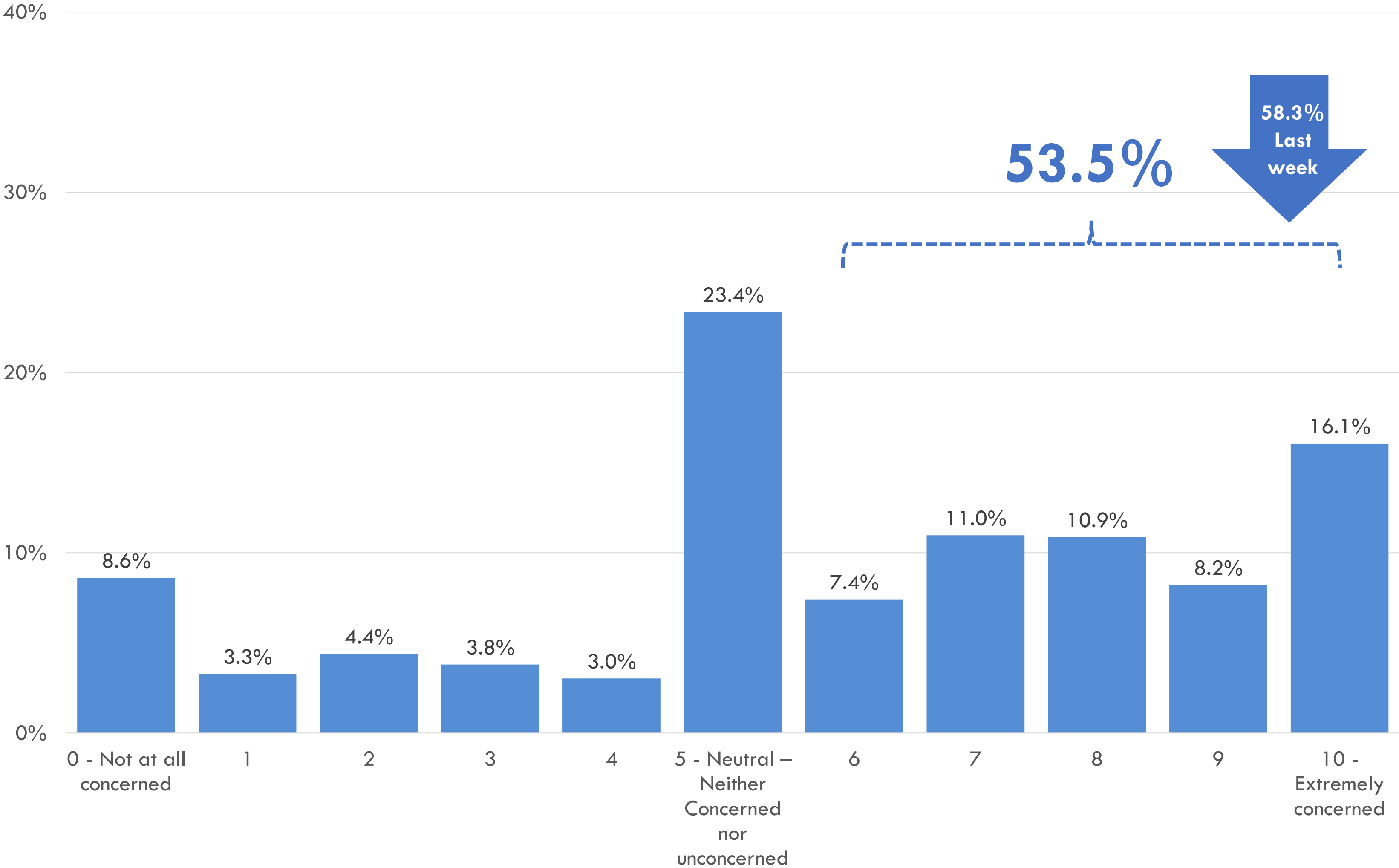
QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, IN GENERAL, HOW CONCERNED ARE YOU ABOUT YOUR FRIENDS OR FAMILY CONTRACTING THE VIRUS?

(Base: Waves 1-47. 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, 1,206 and 1,209 completed surveys.)

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 47 data. All respondents, 1,209 completed surveys. Data collected January 29-31, 2021)

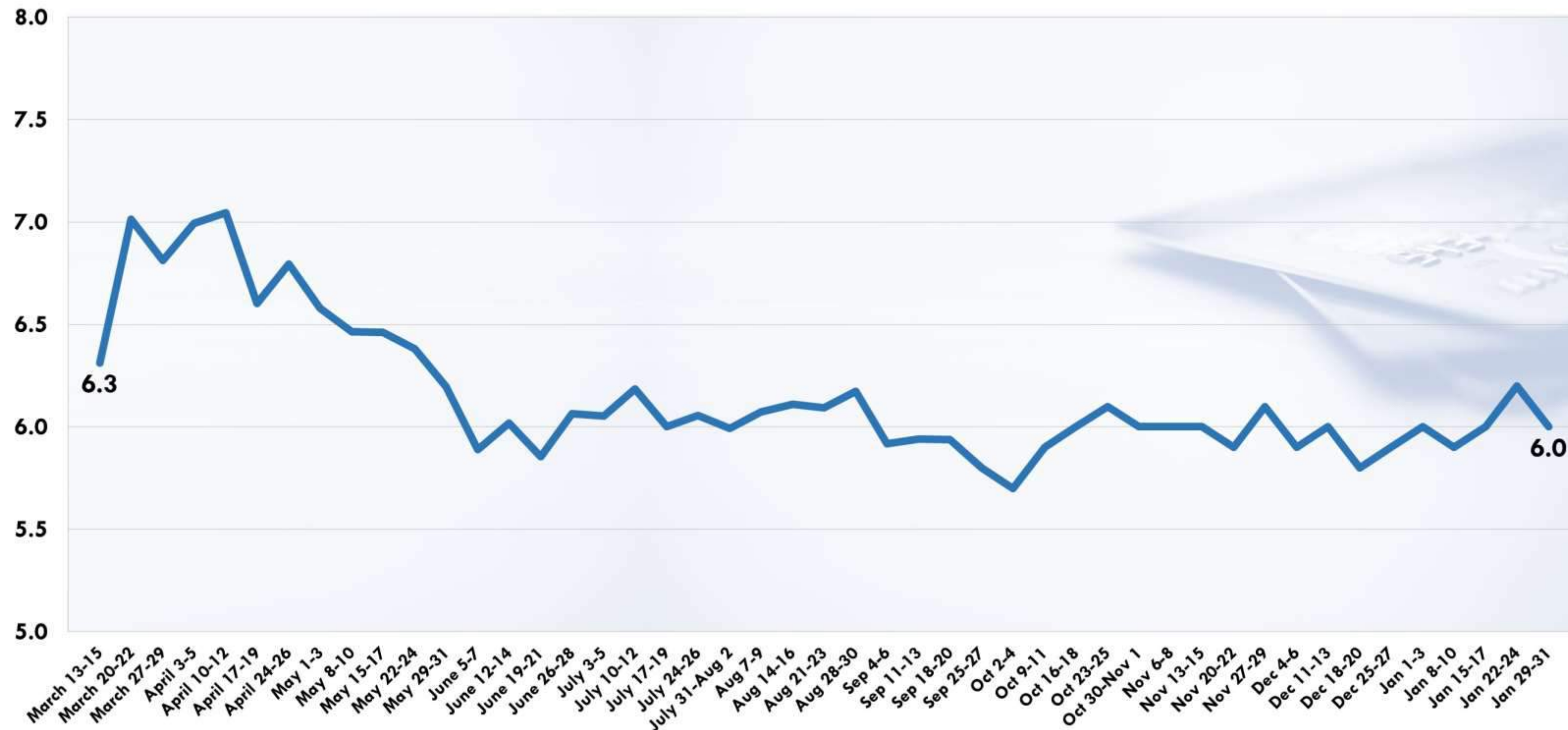


CONCERNS ABOUT PERSONAL FINANCES

MARCH 13, 2020 – JANUARY 31, 2021



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



More
concern



Less
concern

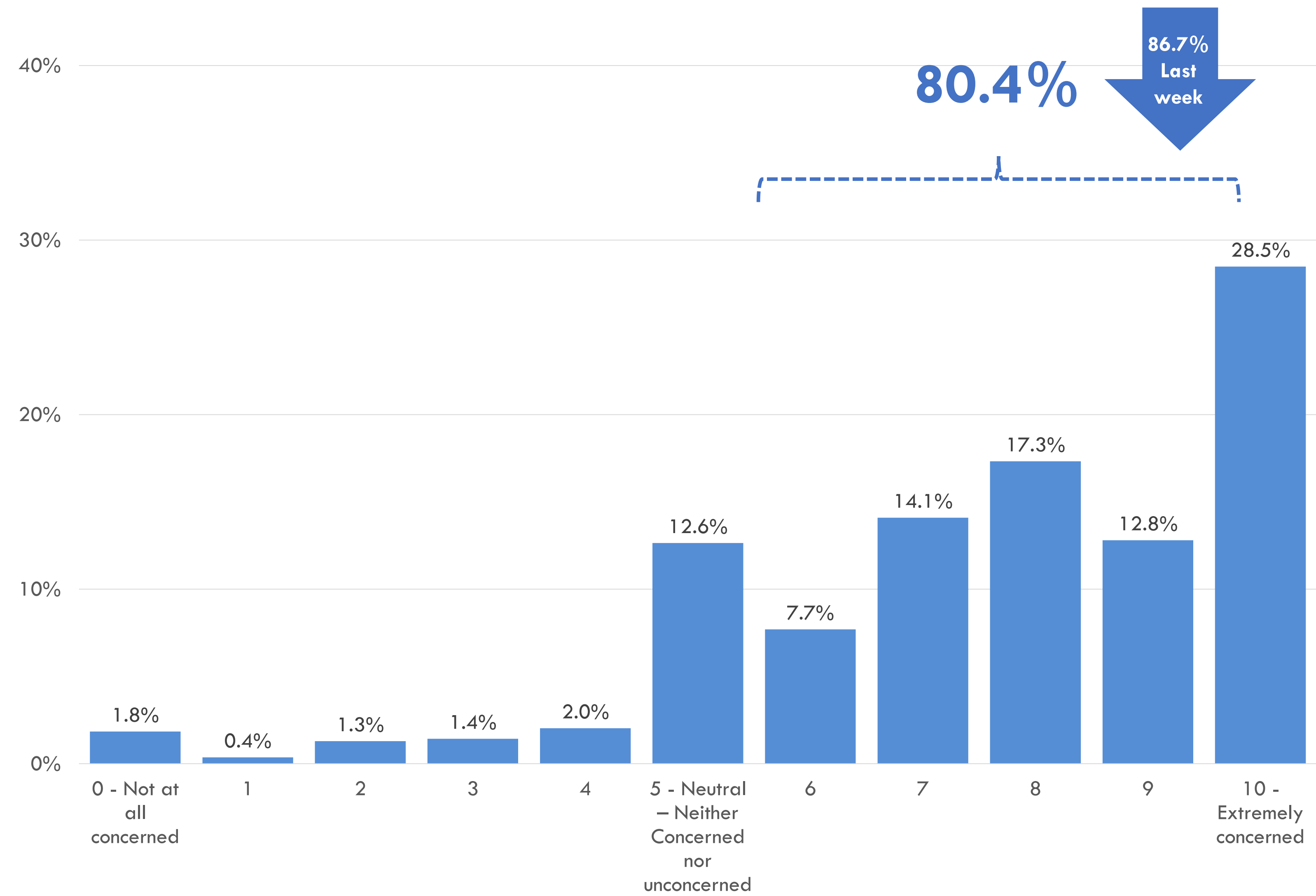
QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, HOW CONCERNED ARE YOU ABOUT THE IMPACT IT MAY HAVE ON YOUR PERSONAL FINANCES?

(Base: Waves 1-47. 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, 1,206 and 1,209 completed surveys.)

CONCERNS ABOUT NATIONAL ECONOMY

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

(Base: Wave 47 data. All respondents, 1,209 completed surveys. Data collected January 29-31, 2021)



CONCERNS ABOUT NATIONAL ECONOMY

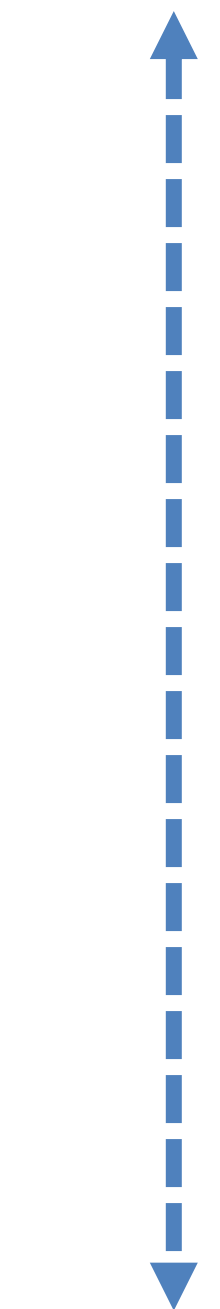
MARCH 13, 2020 – JANUARY 31, 2021



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



More
concern



Less
concern

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

(Base: Waves 1-47. 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, 1,206 and 1,209 completed surveys.)

NATIONAL ANXIETY MAP: HIGH CONCERNS ABOUT COVID-19'S IMPACT AS OF JANUARY 31, 2021



**NATIONAL
ECONOMY**



**PERSONAL
FINANCES**

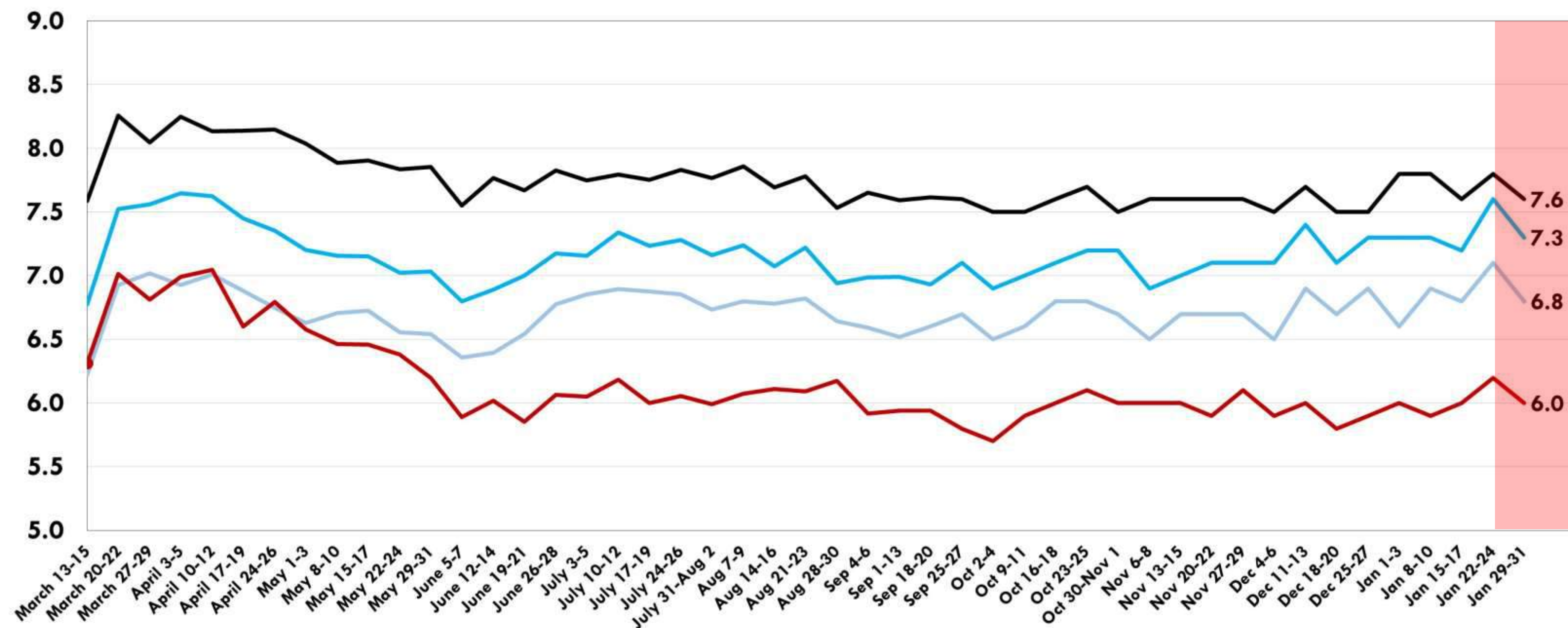


**HEALTH OF
FRIENDS & FAMILY**



**PERSONAL
HEALTH**

(AVERAGE SCORE ON AN 11-POINT SCALE)



More
concern

Less
concern

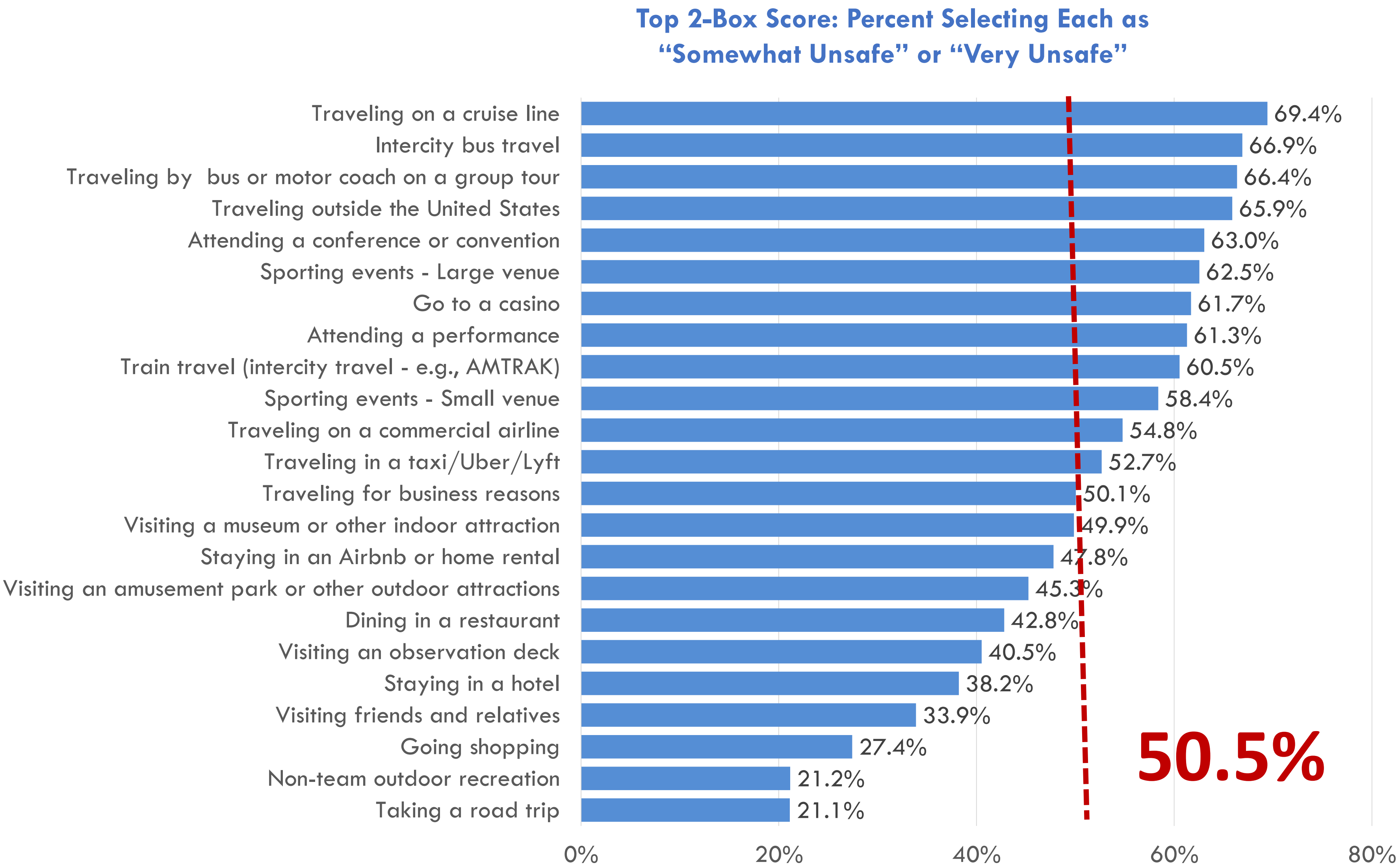
QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, HOW CONCERNED ARE YOU ABOUT THE IMPACT IT MAY HAVE ON THE/YOUR _____ ?

(Base: Waves 1-47. 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, 1,206 and 1,209 completed surveys.)

PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 47)

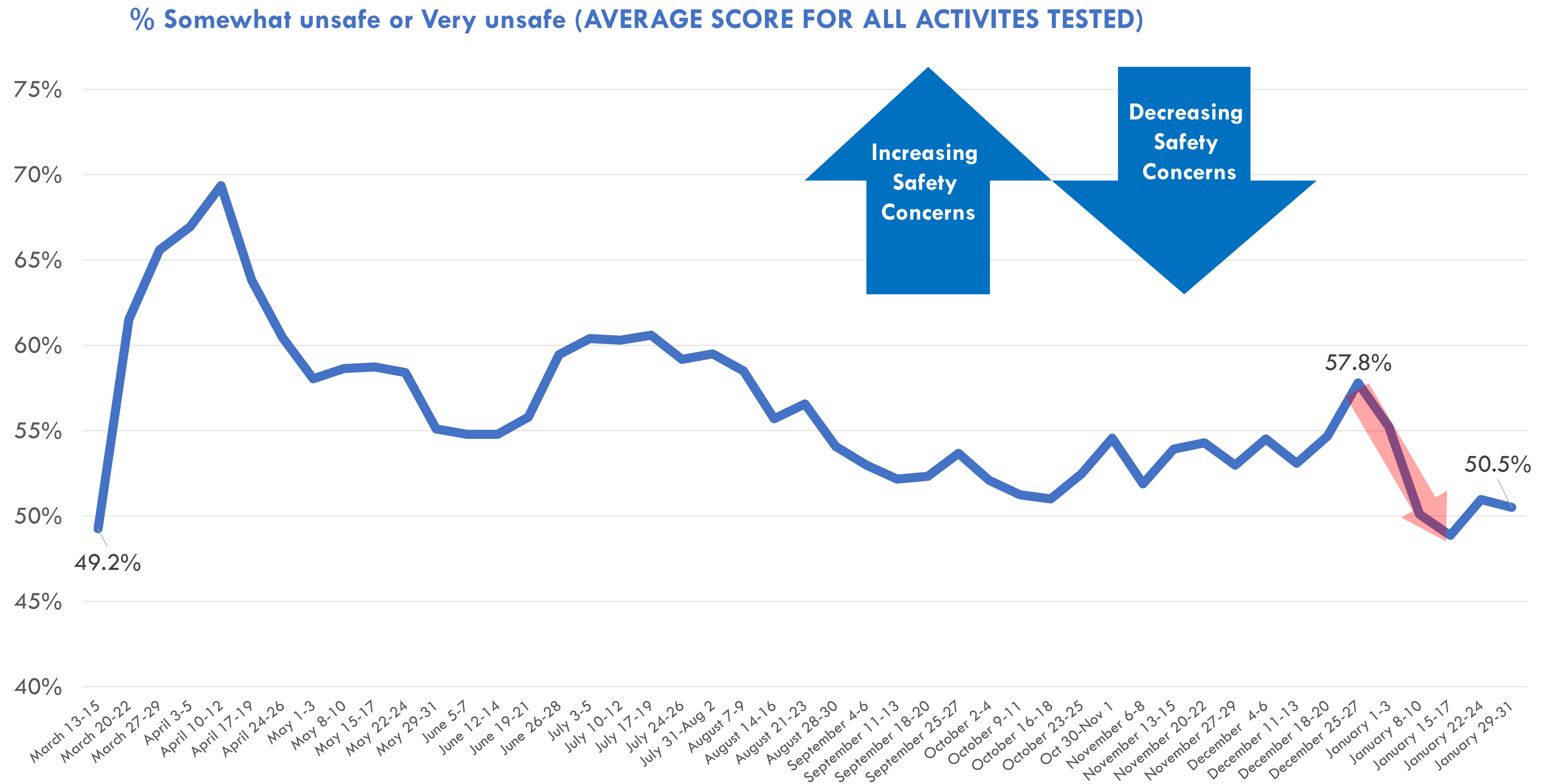
Question: At this moment, how safe would you feel doing each type of travel activity?

(Base: Wave 47 data. All respondents, 1,209 completed surveys.
Data collected January 29-31, 2021)



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-47 COMPARISON)

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

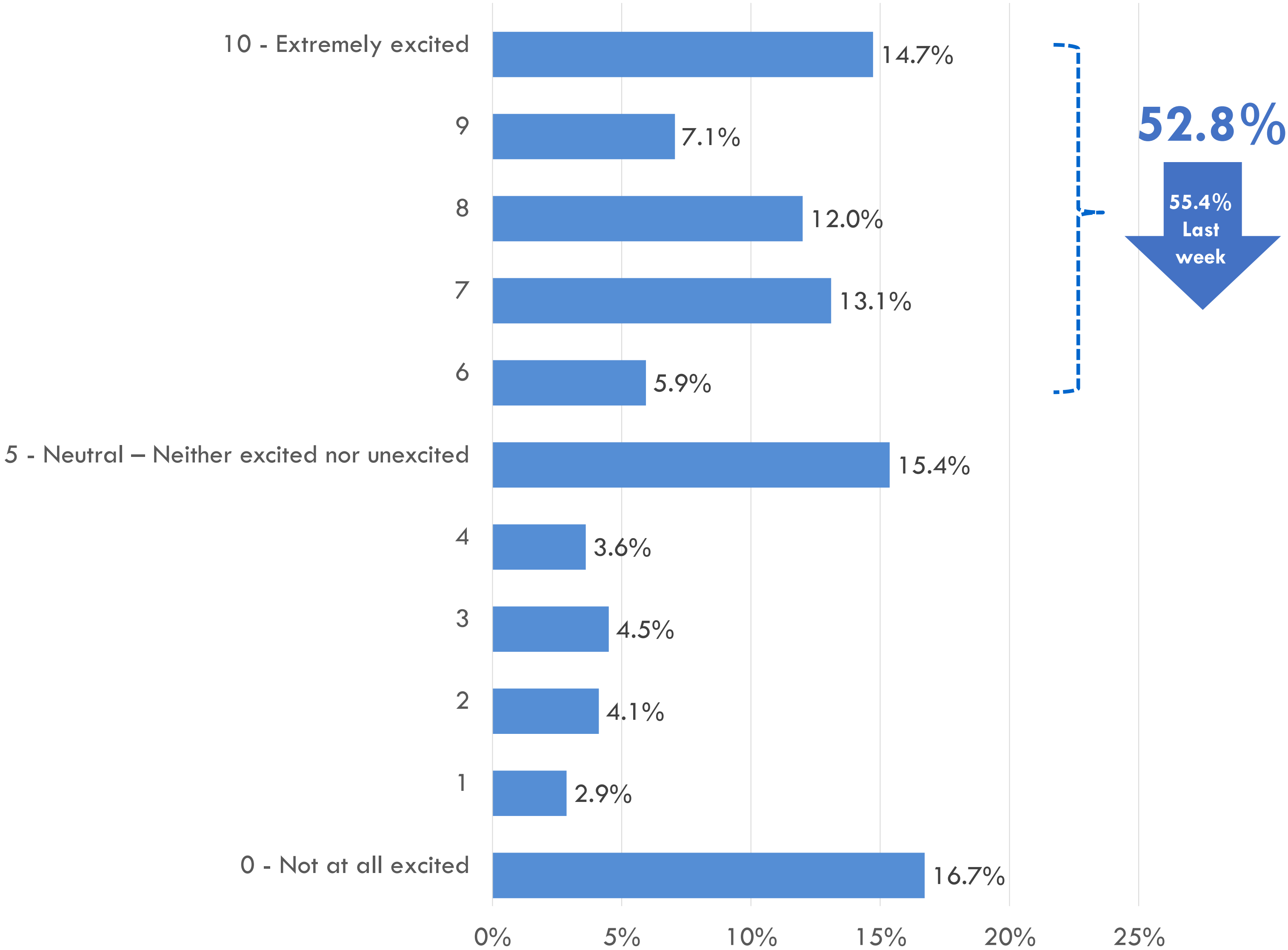


EXCITEMENT TO TRAVEL NOW

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)

(Base: Wave 47 data. All respondents, 1,209 completed surveys. Data collected January 29-31, 2021)



EXCITEMENT TO TRAVEL RIGHT NOW

MARCH 13, 2020 – JANUARY 31, 2021



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



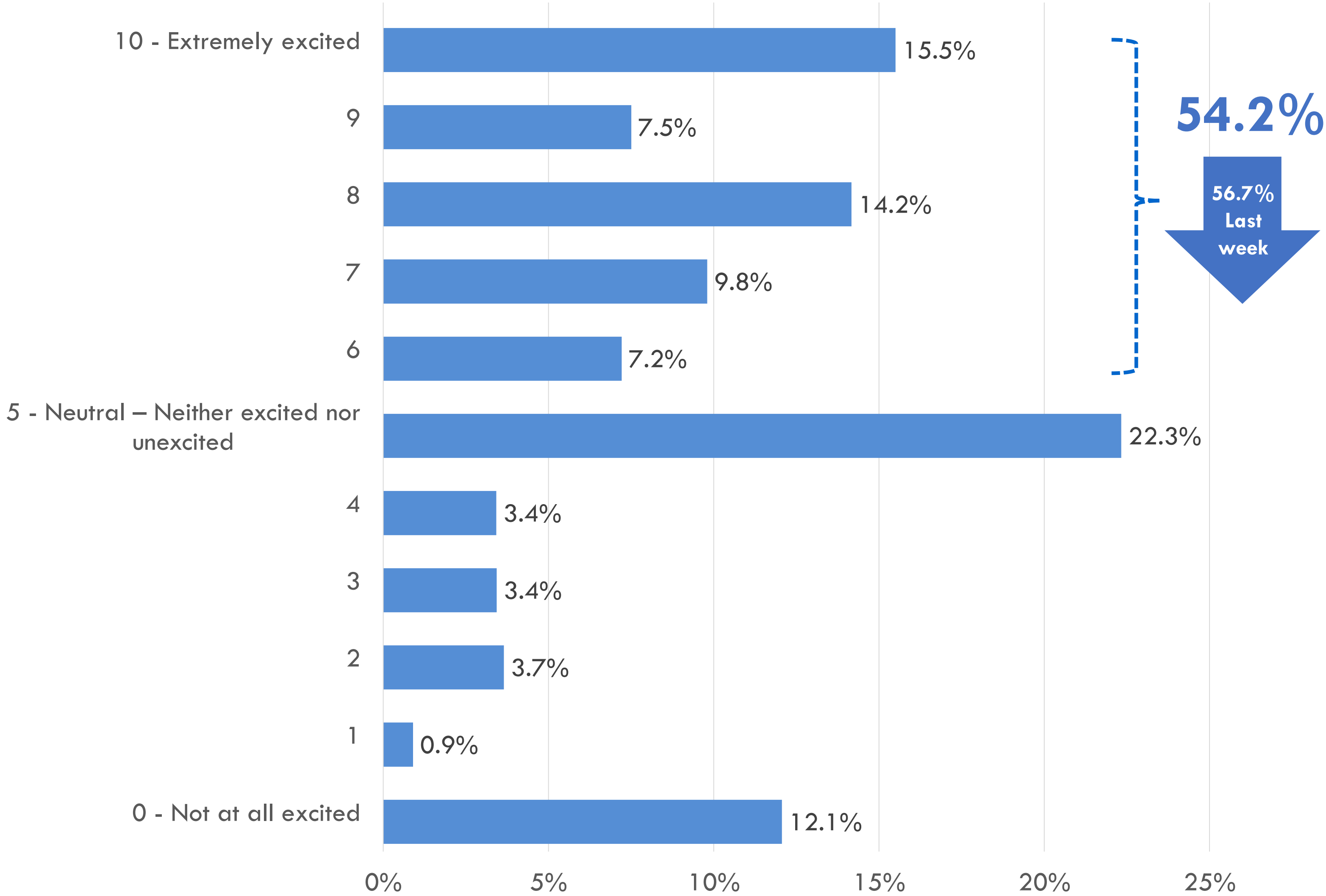
QUESTION: IMAGINE THAT A GOOD FRIEND (OR CLOSE FAMILY MEMBER) ASKS YOU TO TAKE A WEEKEND GETAWAY WITH THEM SOMETIME IN THE NEXT MONTH. HOW EXCITED WOULD YOU BE TO GO? (ASSUME THE GETAWAY IS TO A PLACE YOU WANT TO VISIT)

(Base: Waves 1-47. 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, 1,206 and 1,209 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 47 data. All respondents, 1,209 completed surveys. Data collected January 29-31, 2021)

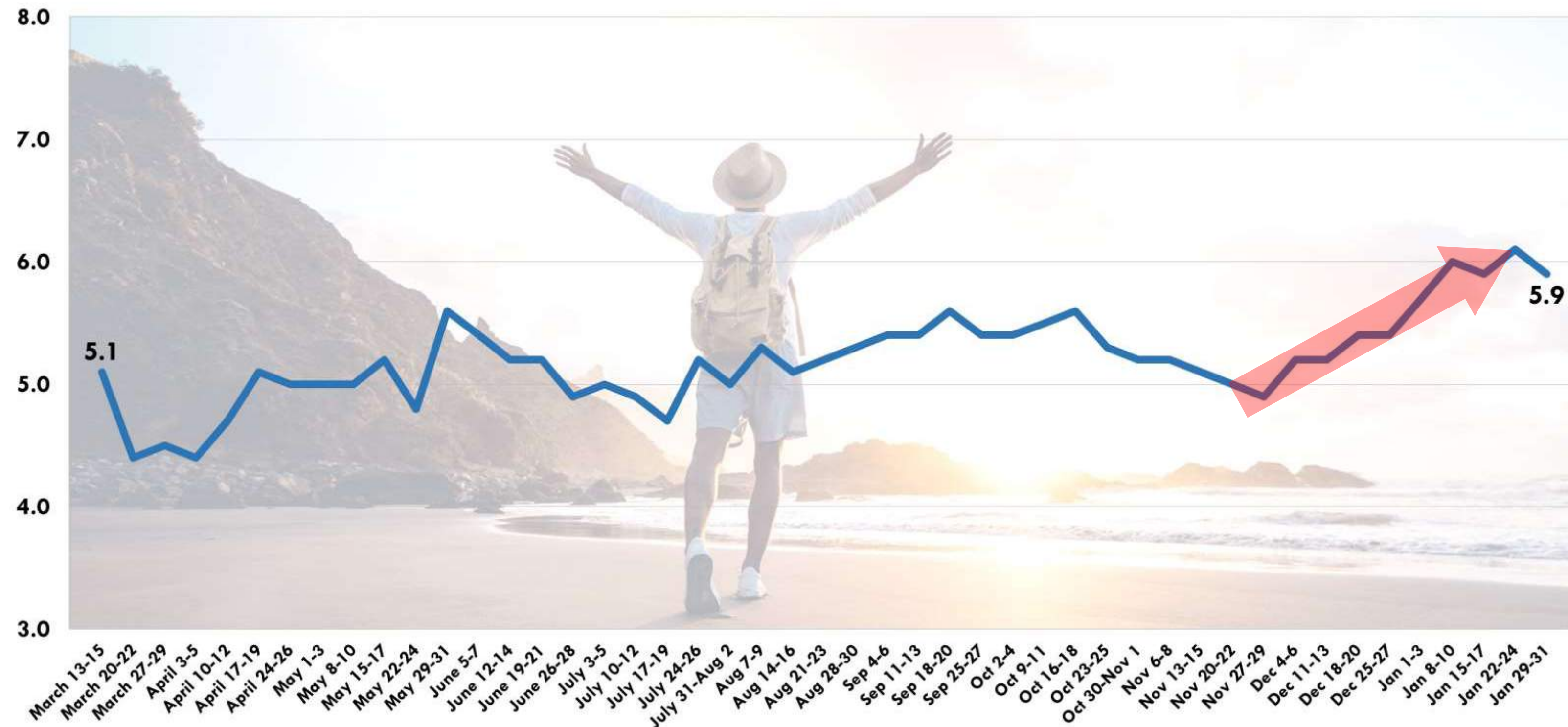


OPENNESS TO TRAVEL INSPIRATION

MARCH 13, 2020 – JANUARY 31, 2021



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



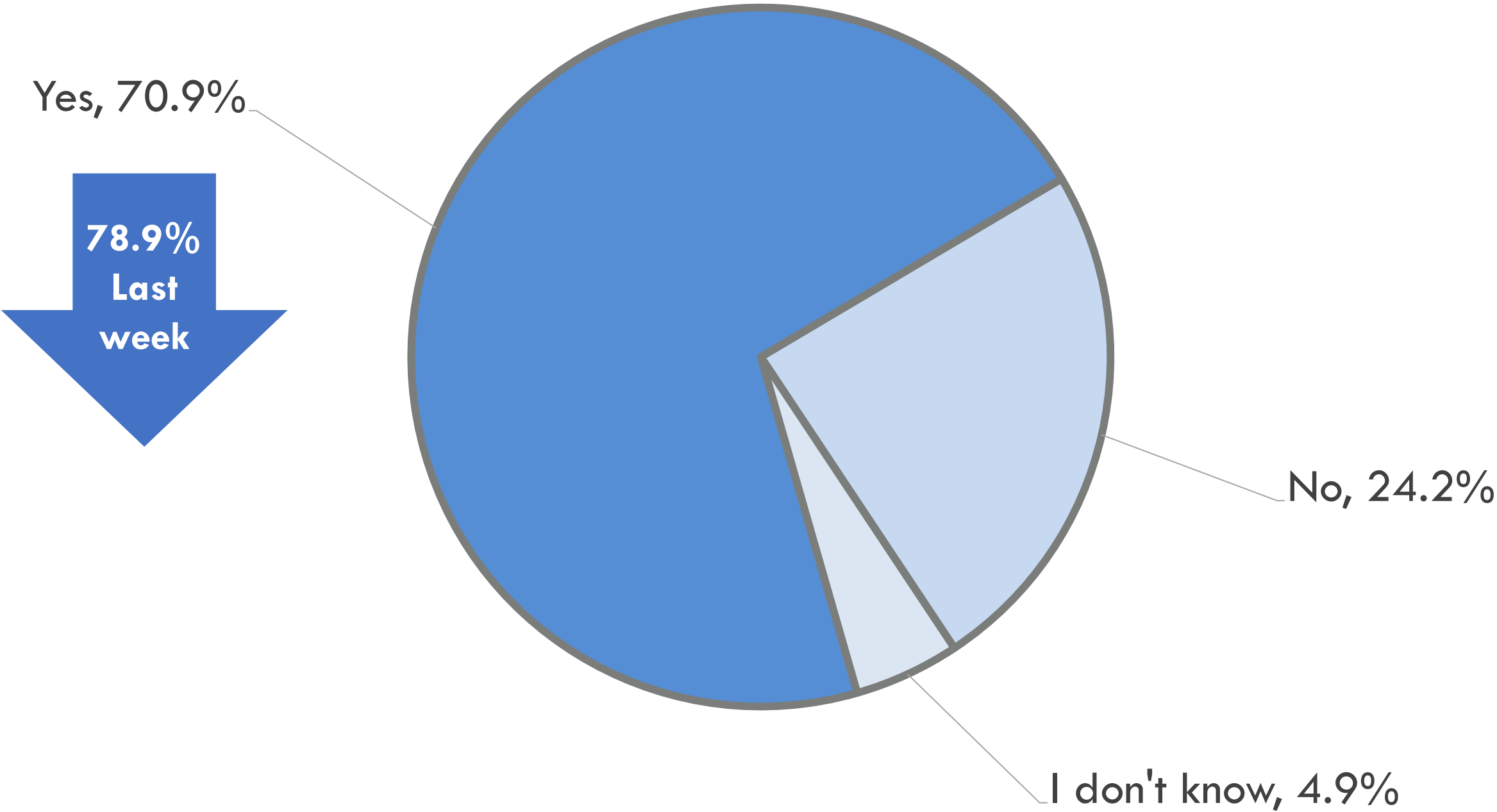
QUESTION: AT THIS MOMENT, HOW INTERESTED ARE YOU IN LEARNING ABOUT NEW, EXCITING TRAVEL EXPERIENCES OR DESTINATIONS TO VISIT?

(Base: Waves 1-47. 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, 1,206 and 1,209 completed surveys.)

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 47 data. All respondents, 1,209 completed surveys. Data collected January 29-31, 2021)

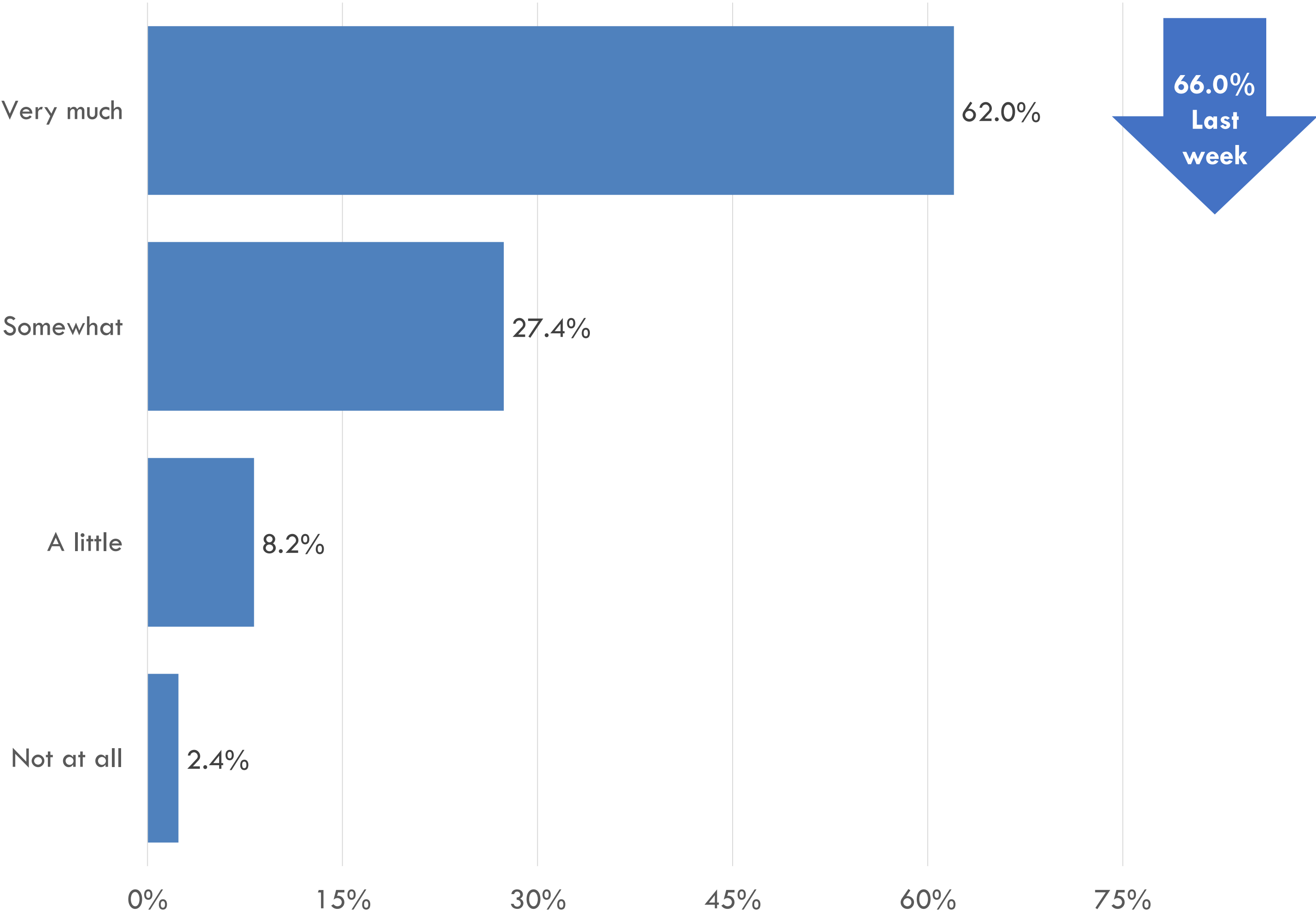


AMERICANS WHOSE TRAVEL PATTERNS HAVE CHANGED DUE TO PANDEMIC: HOW MUCH DO YOU MISS TRAVELING?

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

I miss traveling _____

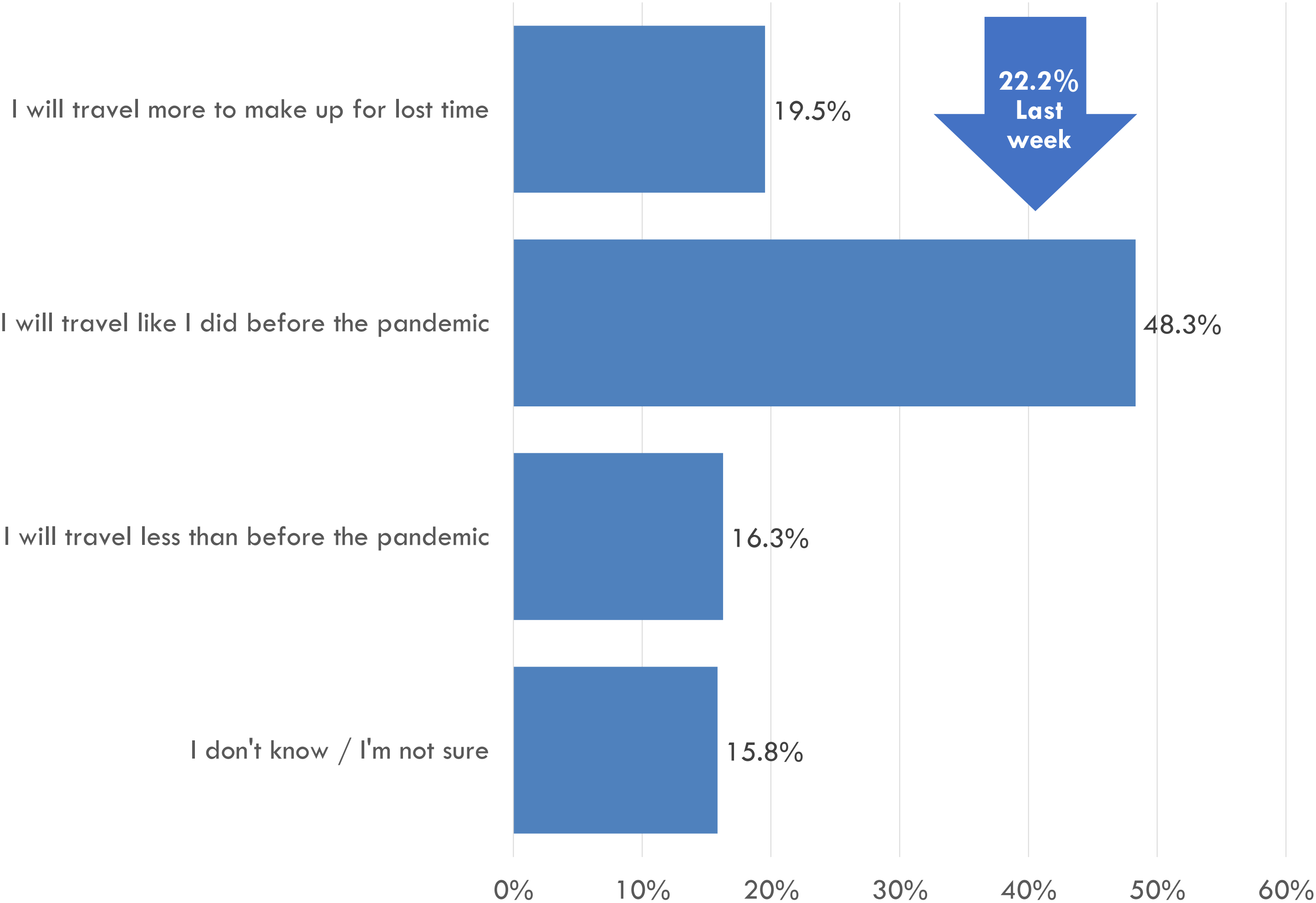
(Base: Waves 47 data. Respondents who have changed their travel patterns in response to the pandemic, 689 completed surveys. Data collected January 29-31, 2021)



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?

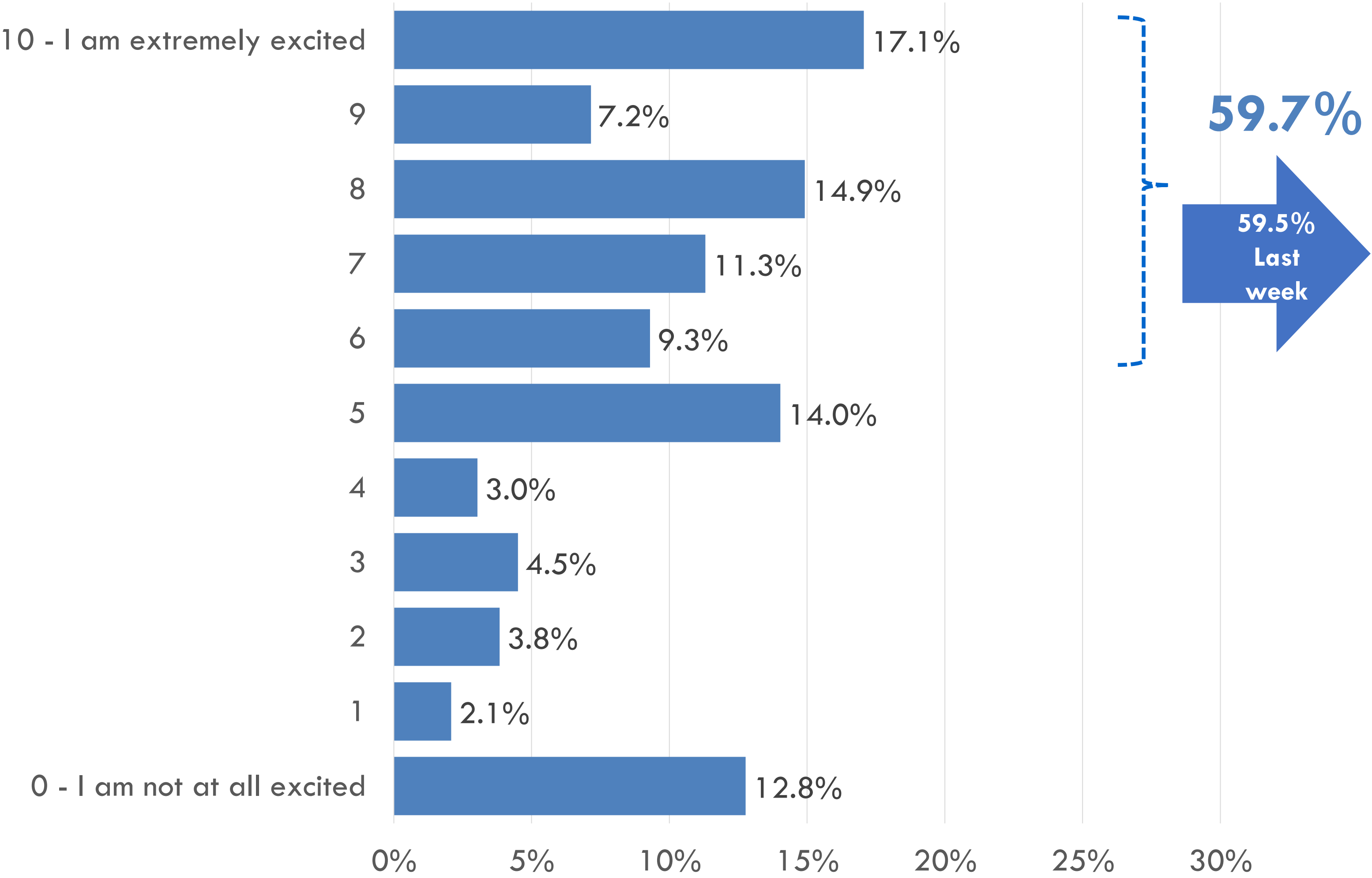
(Base: Waves 47 data. Respondents who have changed their travel patterns in response to the pandemic and miss travel very much or somewhat, 984 completed surveys. Data collected January 29-31, 2021)



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)

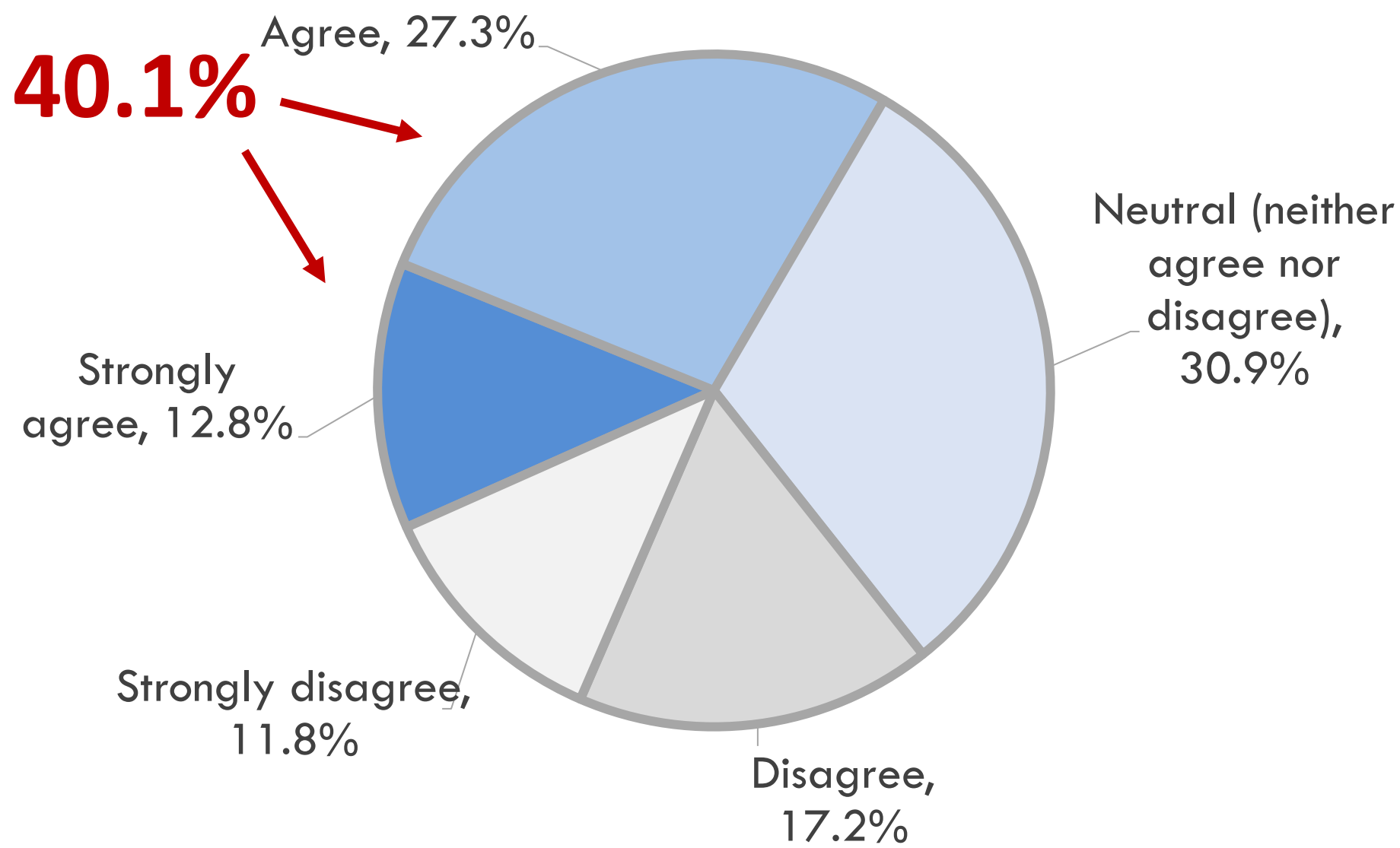
(Base: Waves 47 data. All respondents, 1,209 completed surveys. Data collected January 29-31, 2021)



DISCOUNTS AND PRICE CUTS

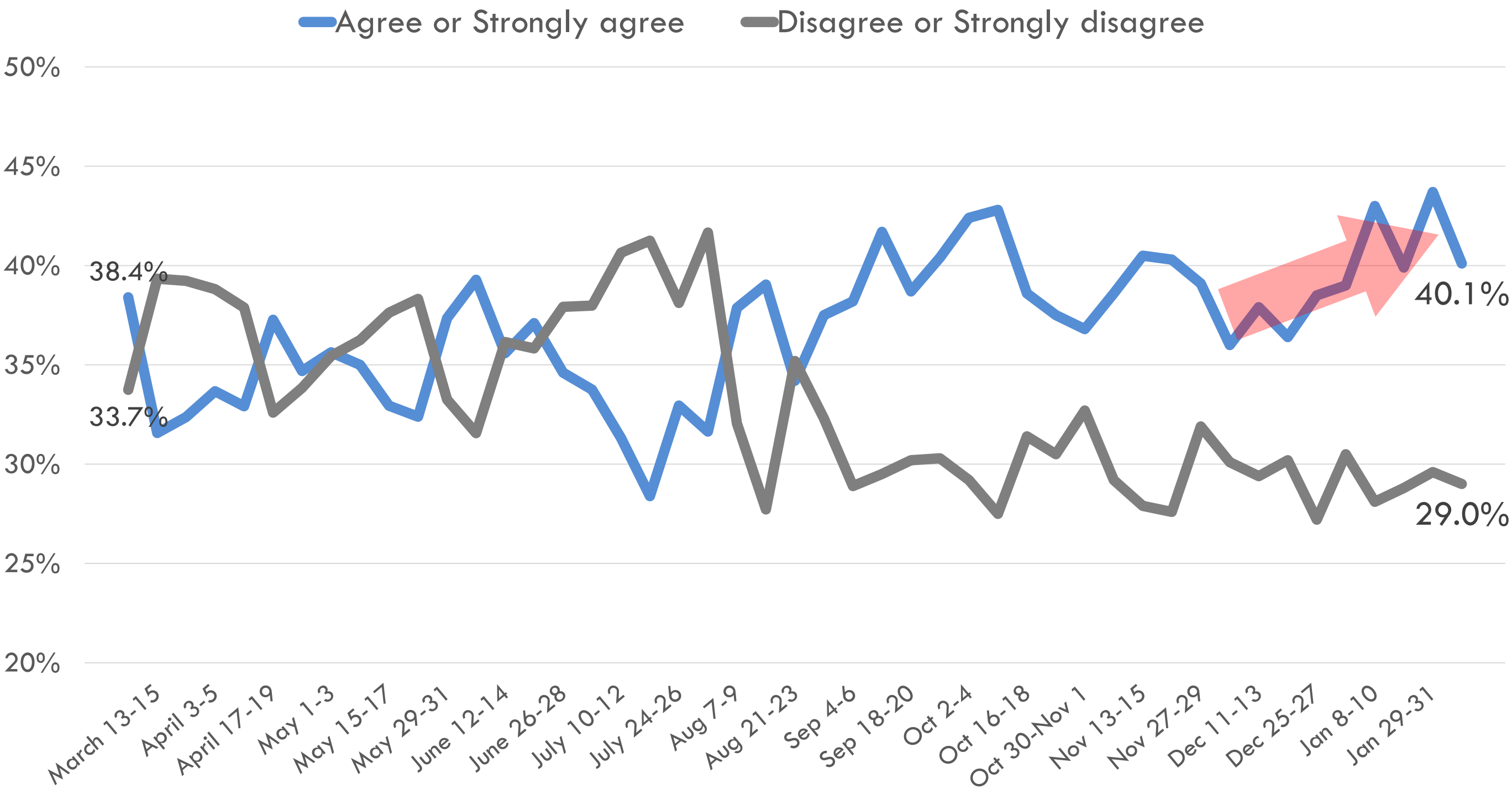
How much do you agree with the following statement?

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 1-47. 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, 1,206 and 1,209 completed surveys.)

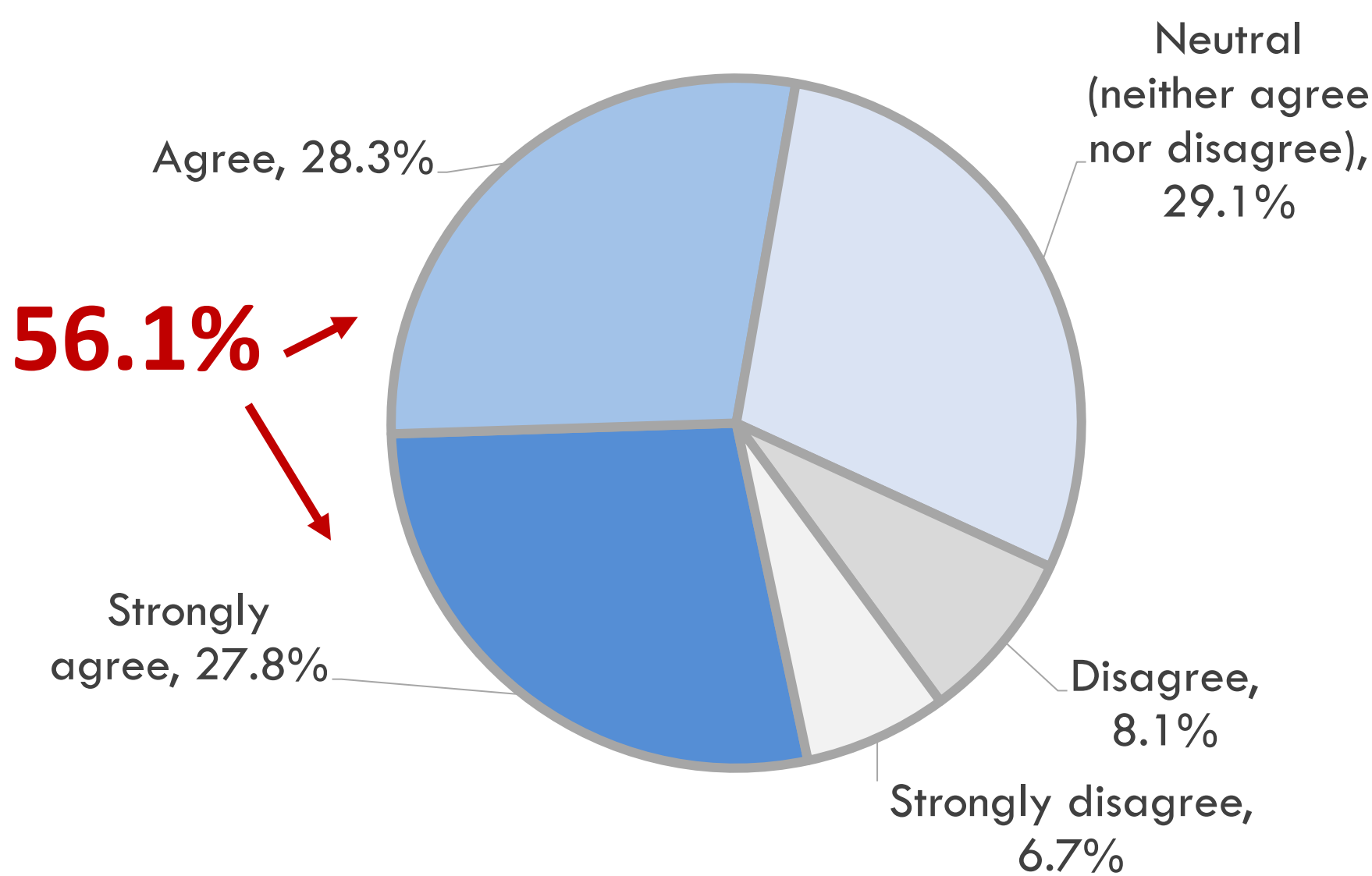
Historical data



TRAVELERS IN COMMUNITY ARE UNWANTED

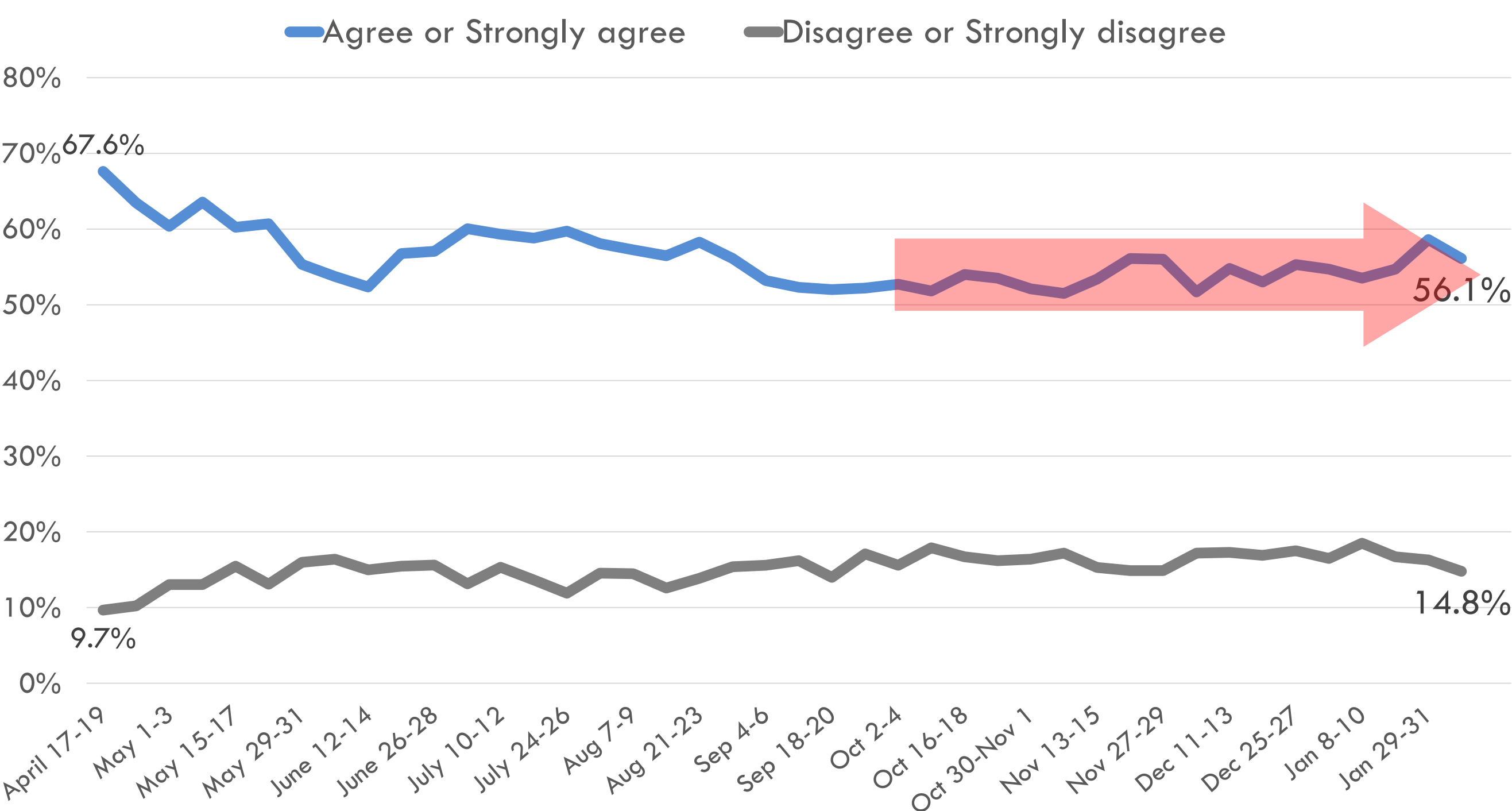
How much do you agree with the following statement?

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



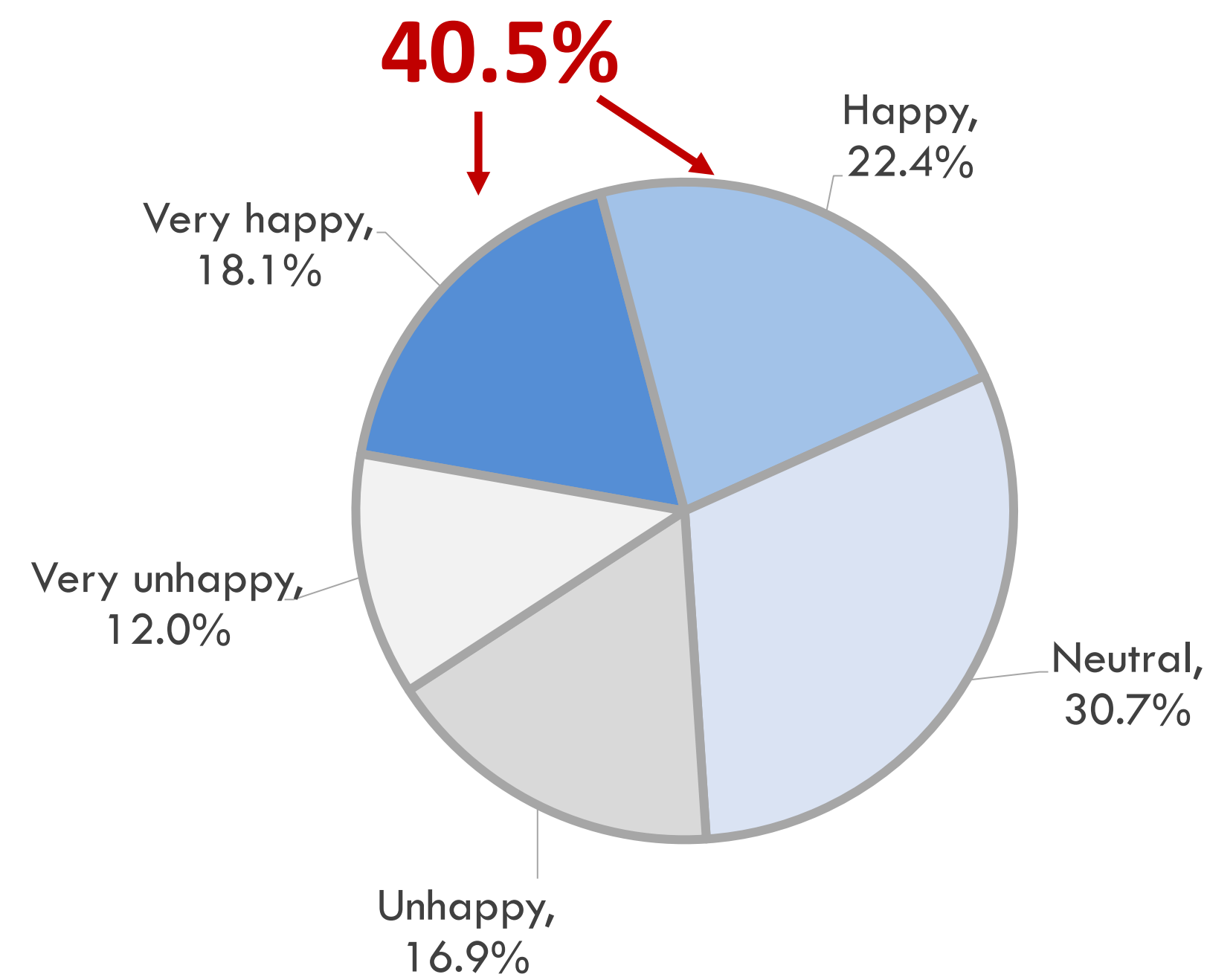
(Base: Waves 6-47. All respondents, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206 and 1,209 completed surveys.)

Historical data



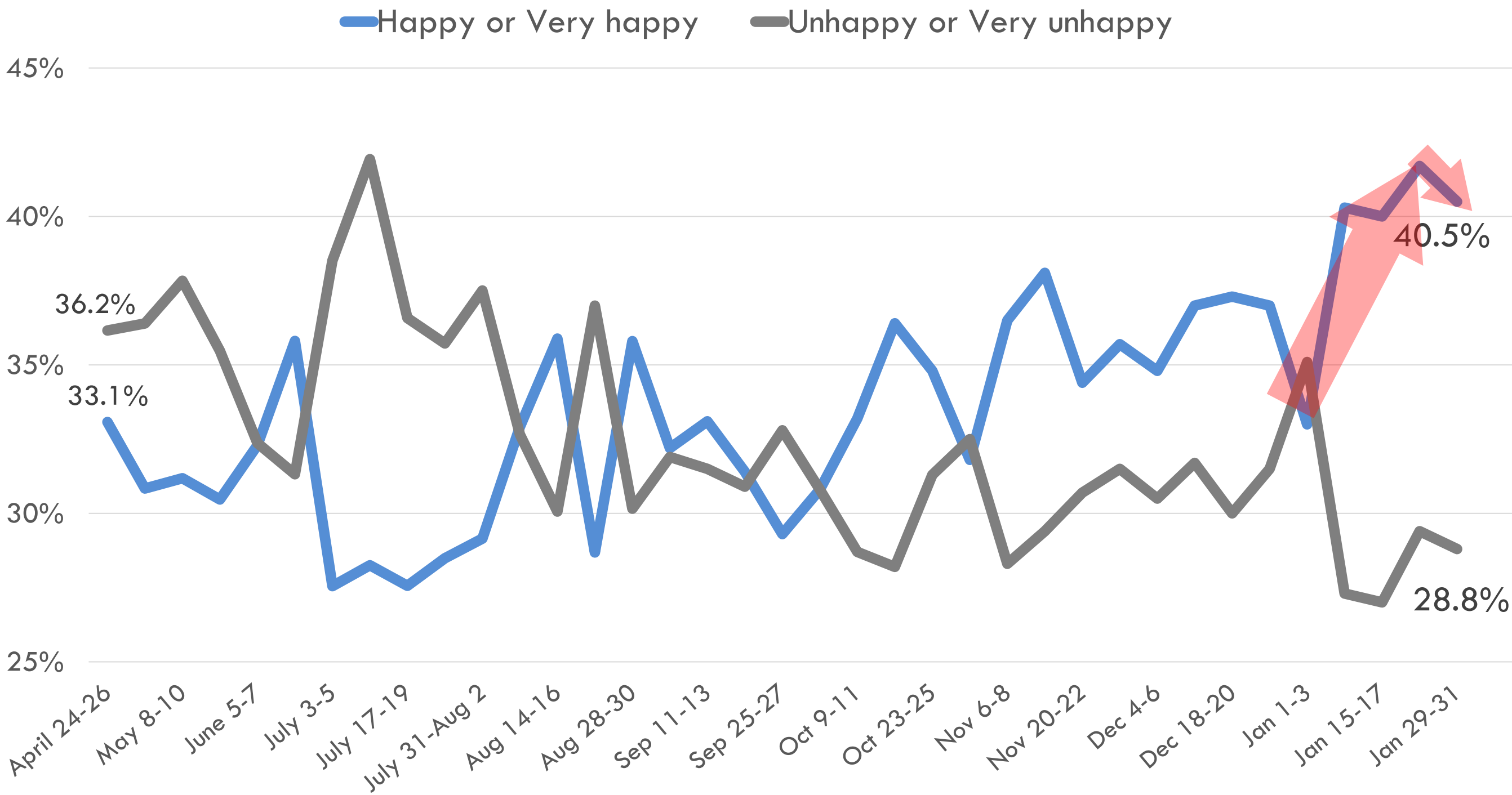
FEELINGS SEEING AN AD PROMOTING TOURISM TO COMMUNITY

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 16-47. 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, 1,206 and 1,209 completed surveys.)

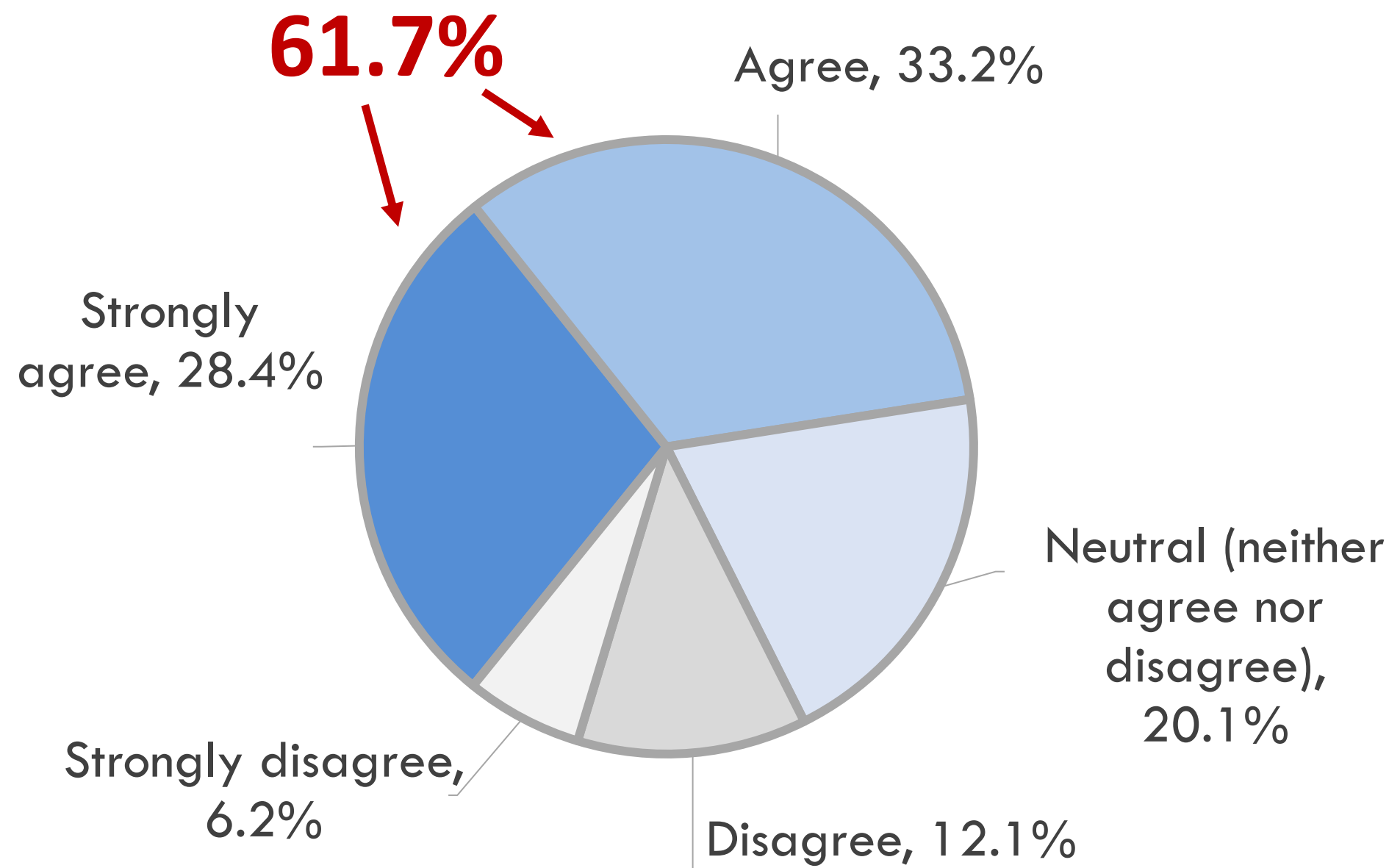
Historical data



INABILITY TO FULLY ENJOY TRAVEL RIGHT NOW

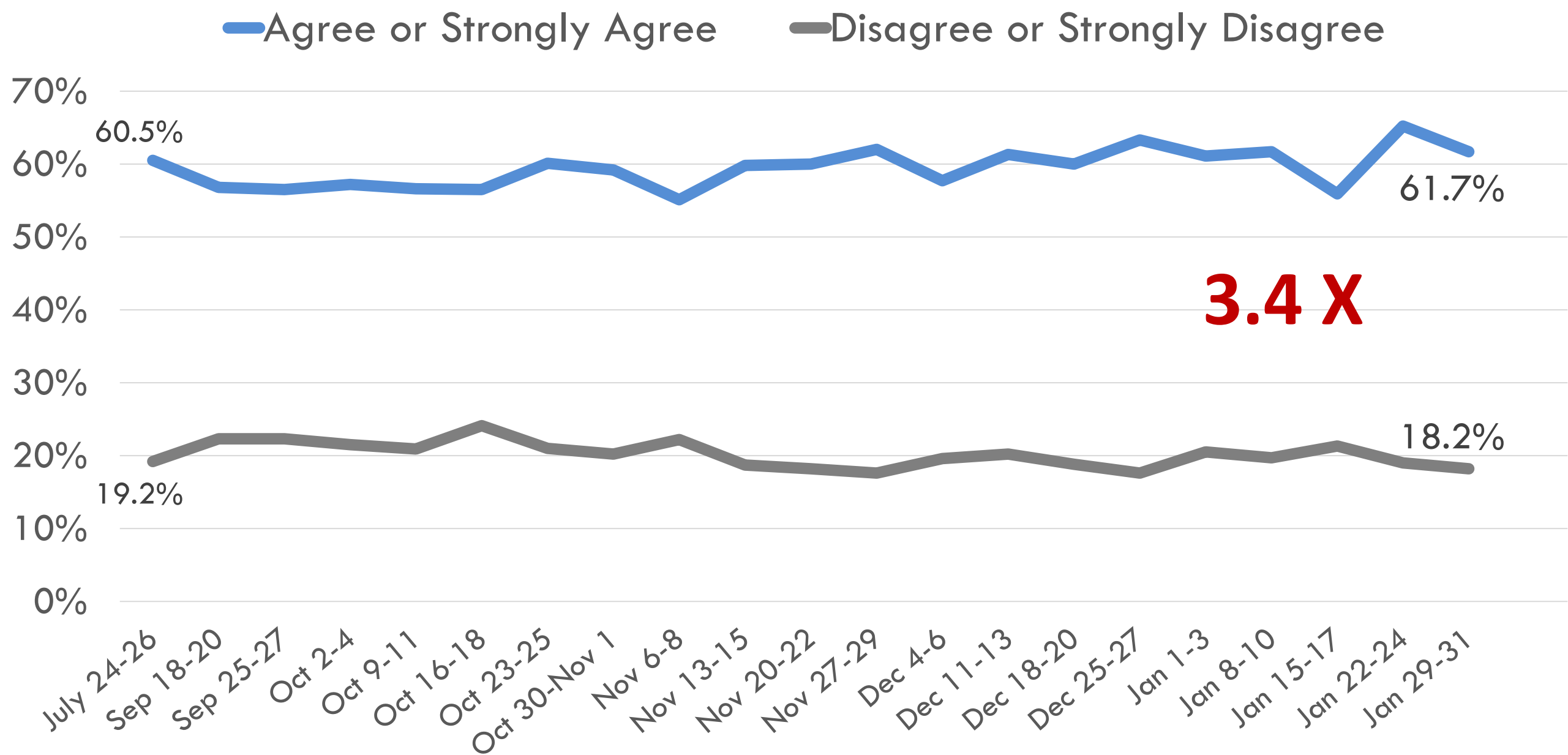
How much do you agree with the following statement?

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



(Base: Waves 20, 28-47 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, 1,206 and 1,209 completed surveys.)

Historical data

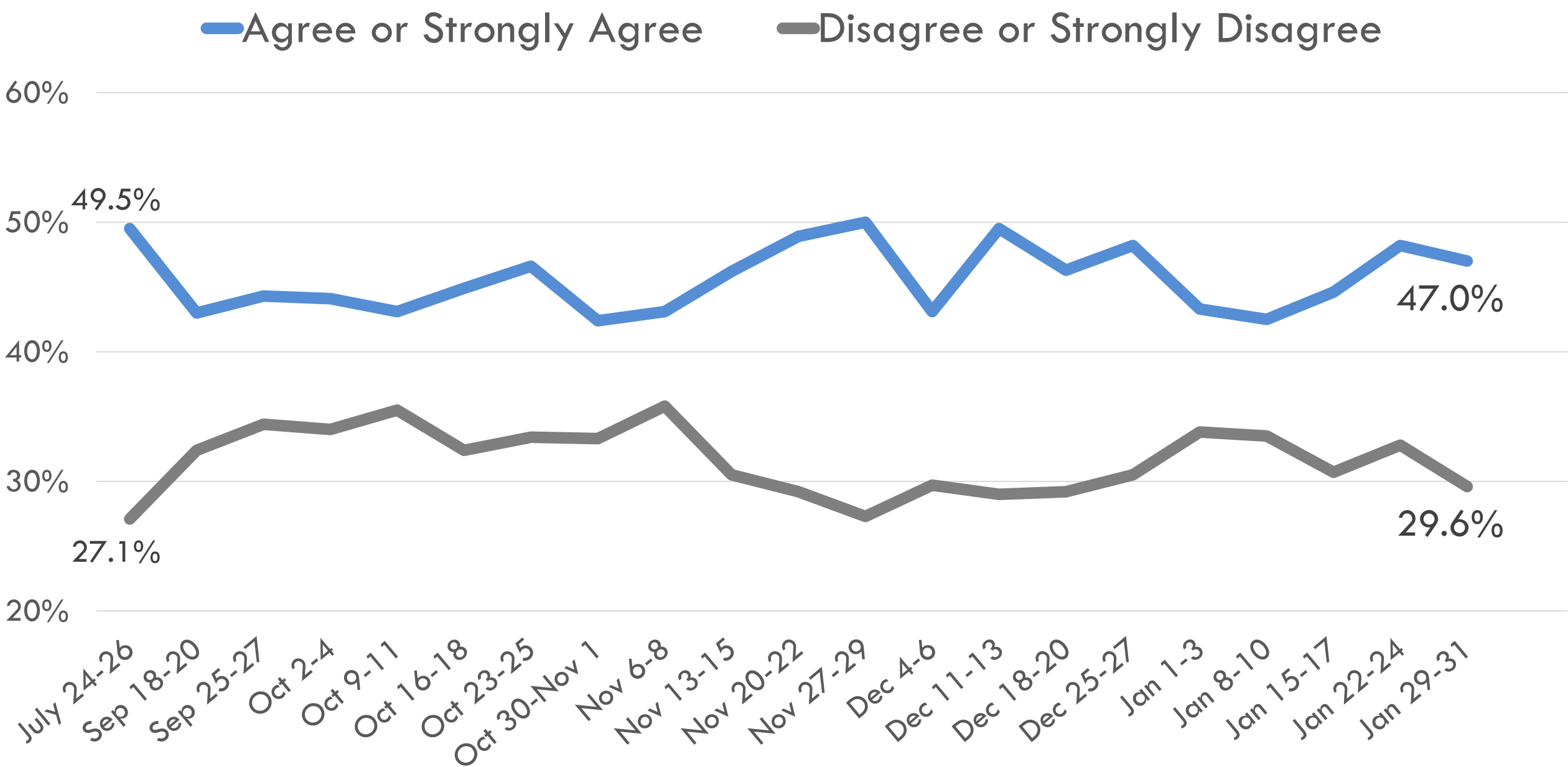
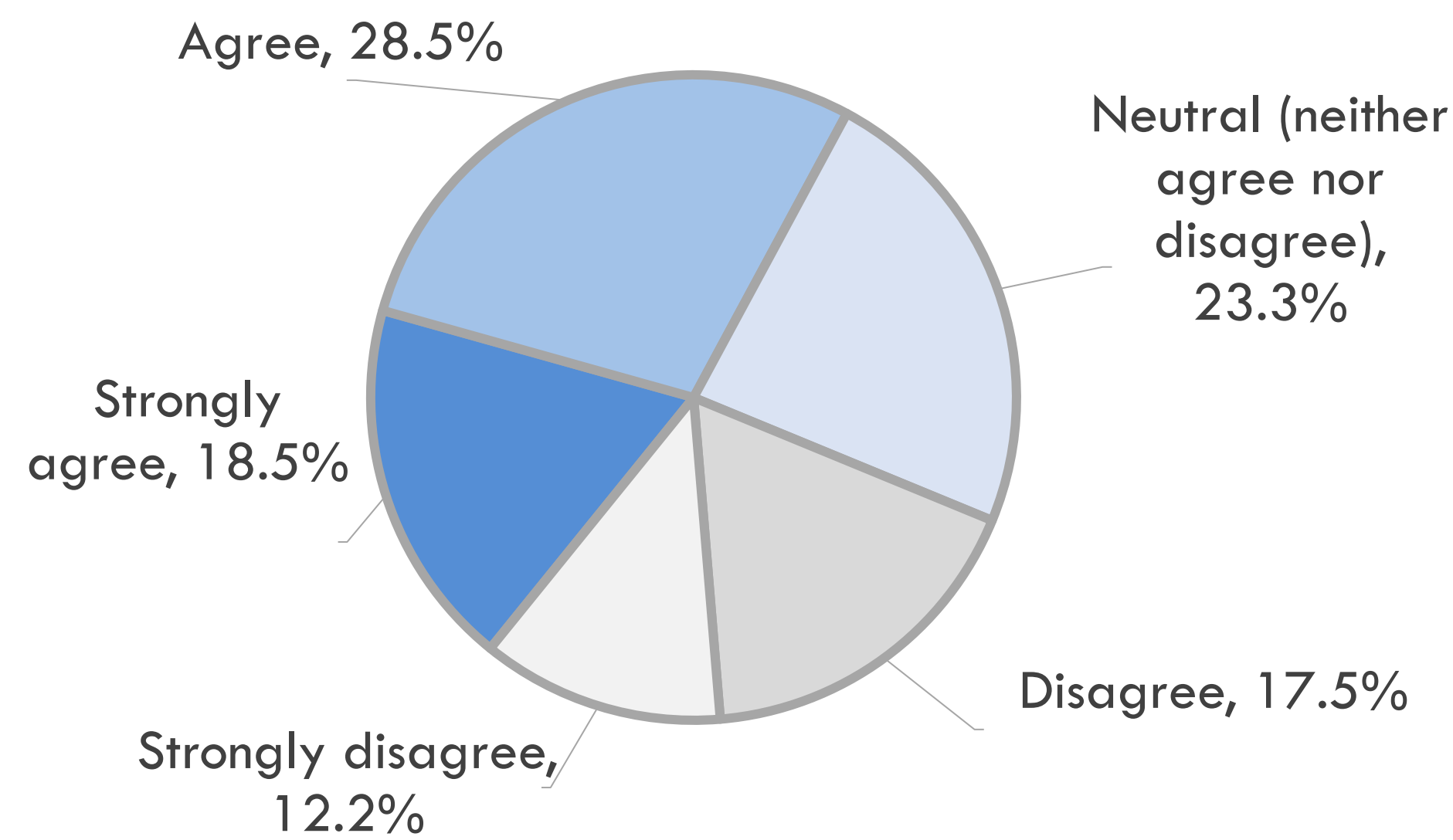


LOSS OF INTEREST IN TRAVEL

How much do you agree with the following statement?

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

Historical data

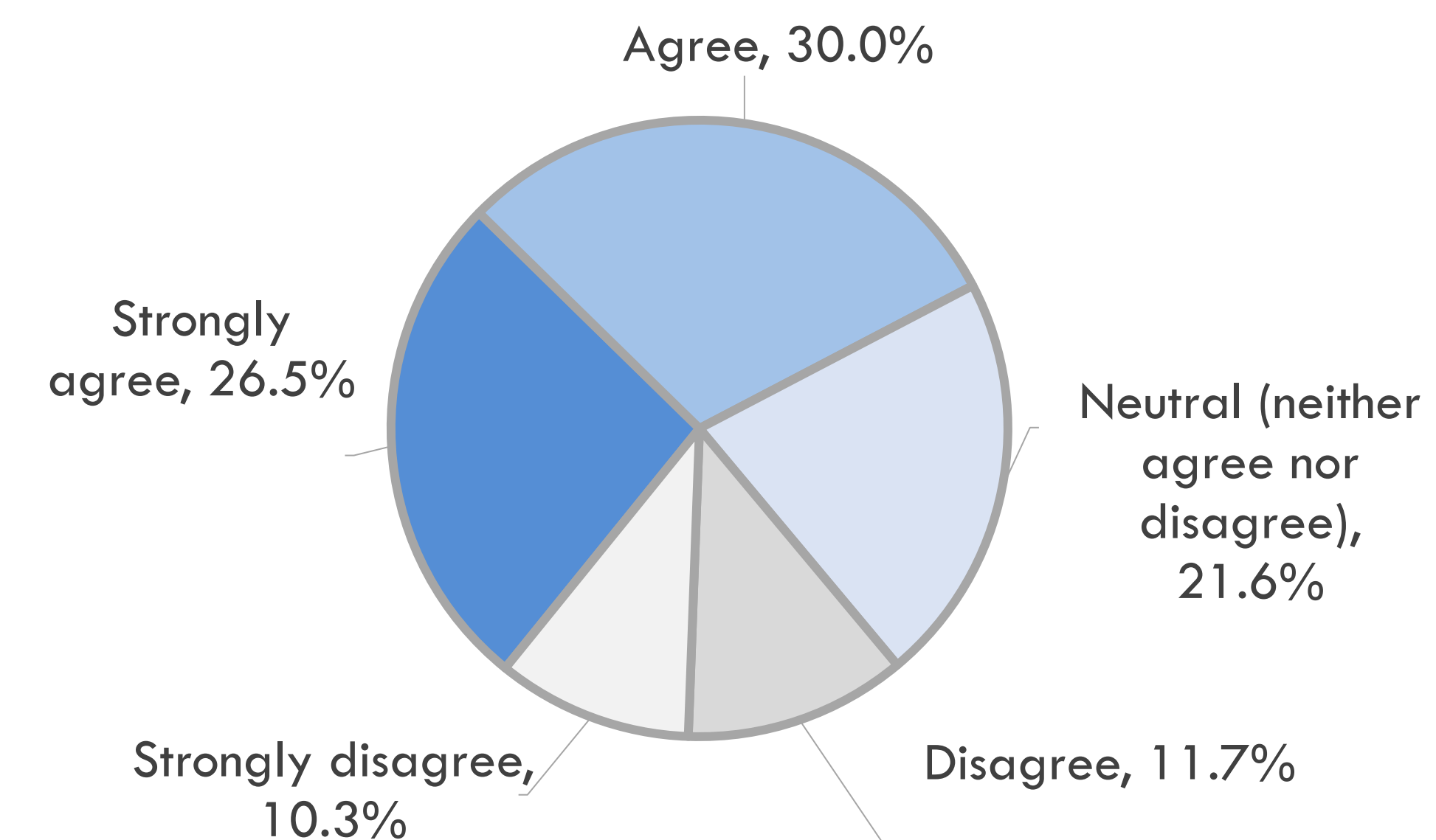


(Base: Waves 20, 28-47 data. All respondents, 1,206, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206 and 1,209 completed surveys.)

TRAVEL AS AN ESSENTIAL NEED ONLY

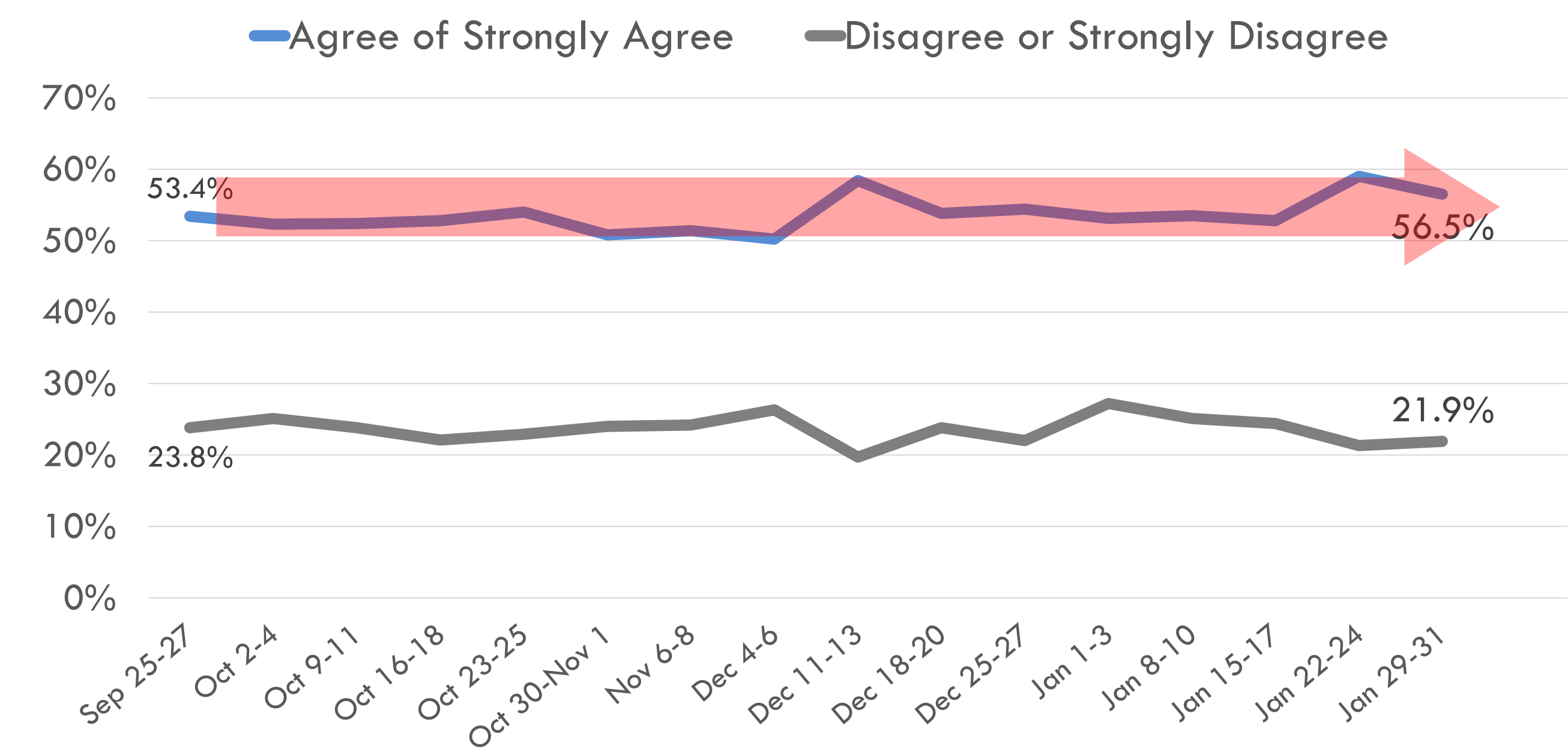
How much do you agree with the following statement?

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



(Base: Waves 47 data. All respondents, 1,209 completed surveys. Data collected January 29-31, 2021)
(Base: Waves 29-35, 39-47 data. All respondents, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206 and 1,209 completed surveys.)

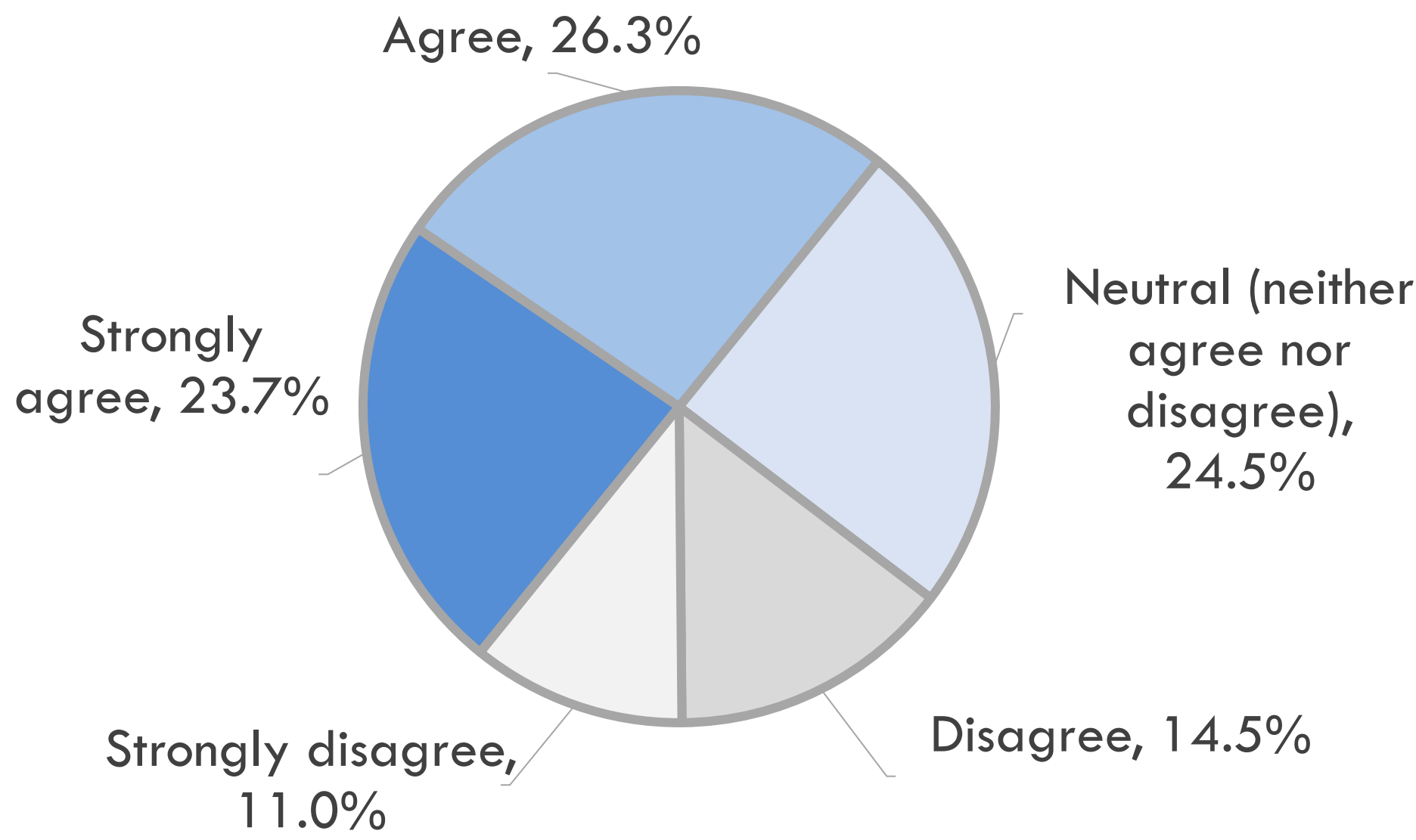
Historical data



TRAVEL GUILT

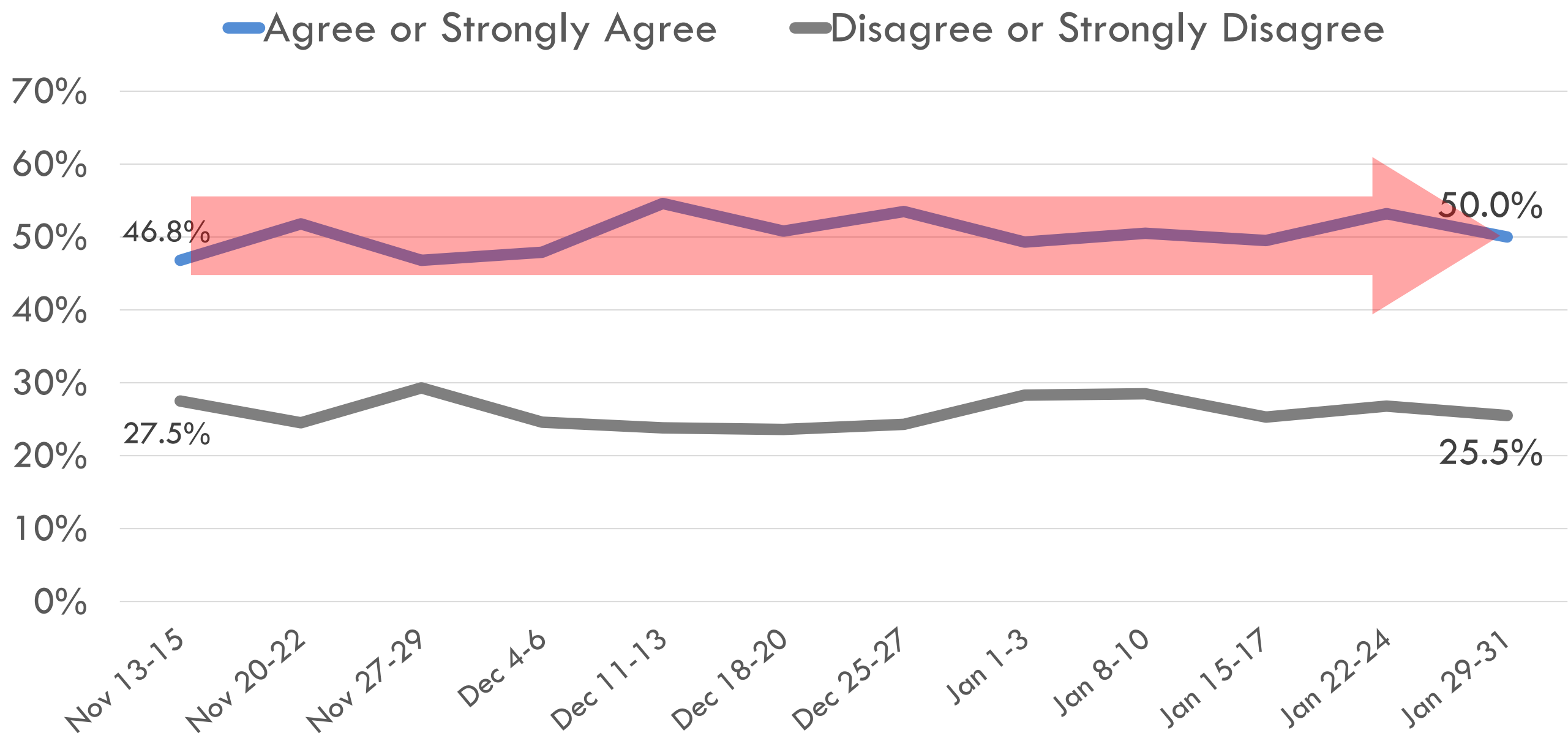
How much do you agree with the following statement?

Statement: I would feel guilty traveling right now.



(Base: Waves 36-47 data. All respondents, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206 and 1,209 completed surveys.)

Historical data



Weekly Scorecard:

Travel state of mind:
Ready to travel



Personal concerns
about contracting virus



Concerns about family
contracting the virus



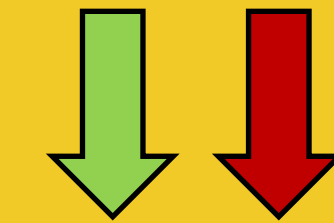
Concerns about
personal finances



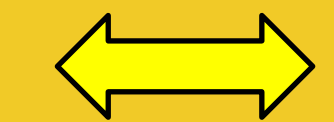
Concerns about national
economy



Belief pandemic will
worsen/get better



Excitement to travel in
2021



Excitement to travel right
now



Confidence in ability to
travel safely



Openness to travel
inspiration

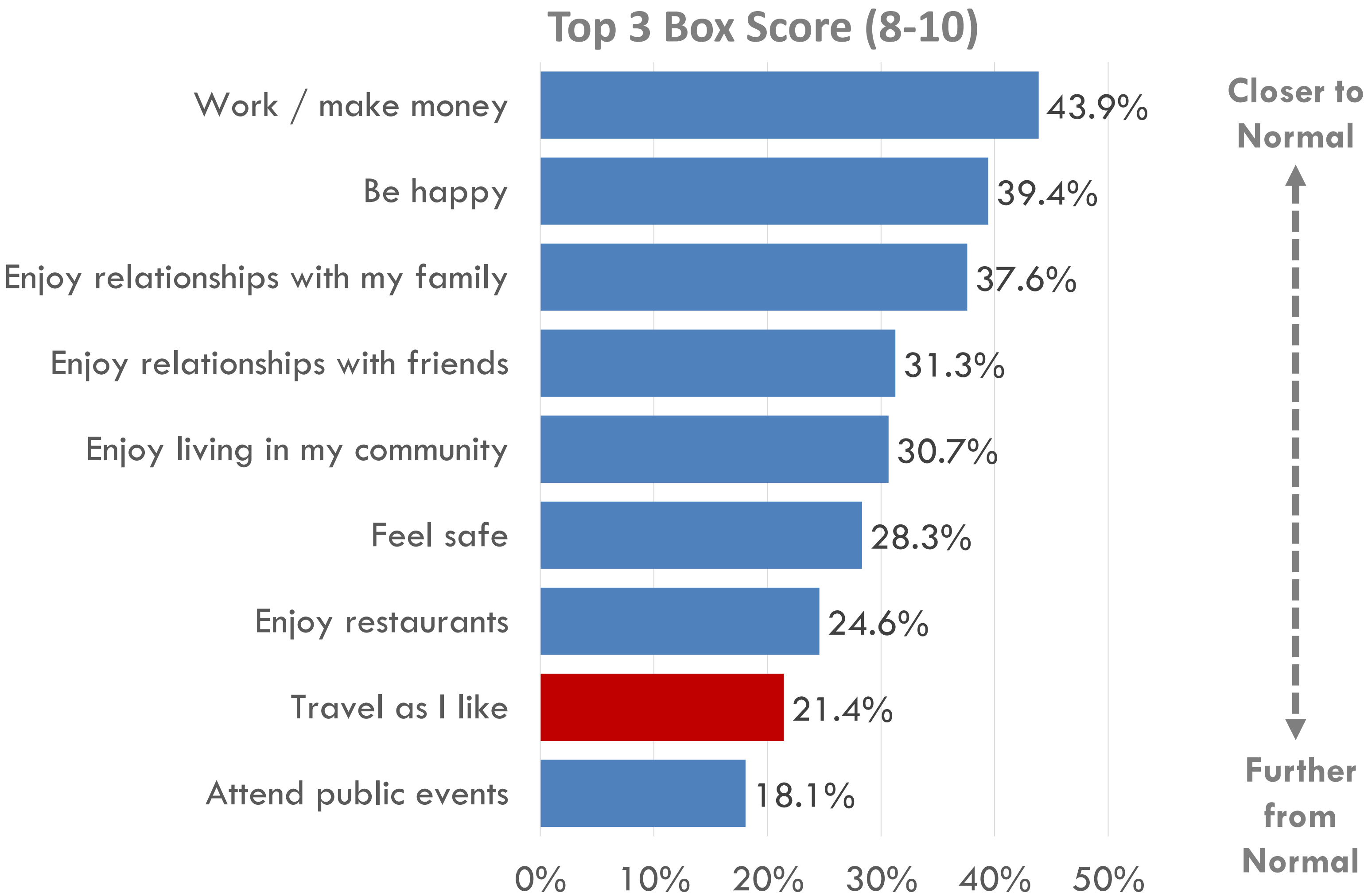


HOW FAR ARE WE FROM NORMAL?

Question: Now let's talk about how close to (or far from) your life is to normal (i.e., being totally unaffected by the COVID-19 situation.)

For each, tell us about your life using the scale where 1 equals "Still very far from normal" and 10 equals "Already completely normal."

(Base: Waves 47 data. All respondents, 1,209 completed surveys. Data collected January 29-31, 2021)

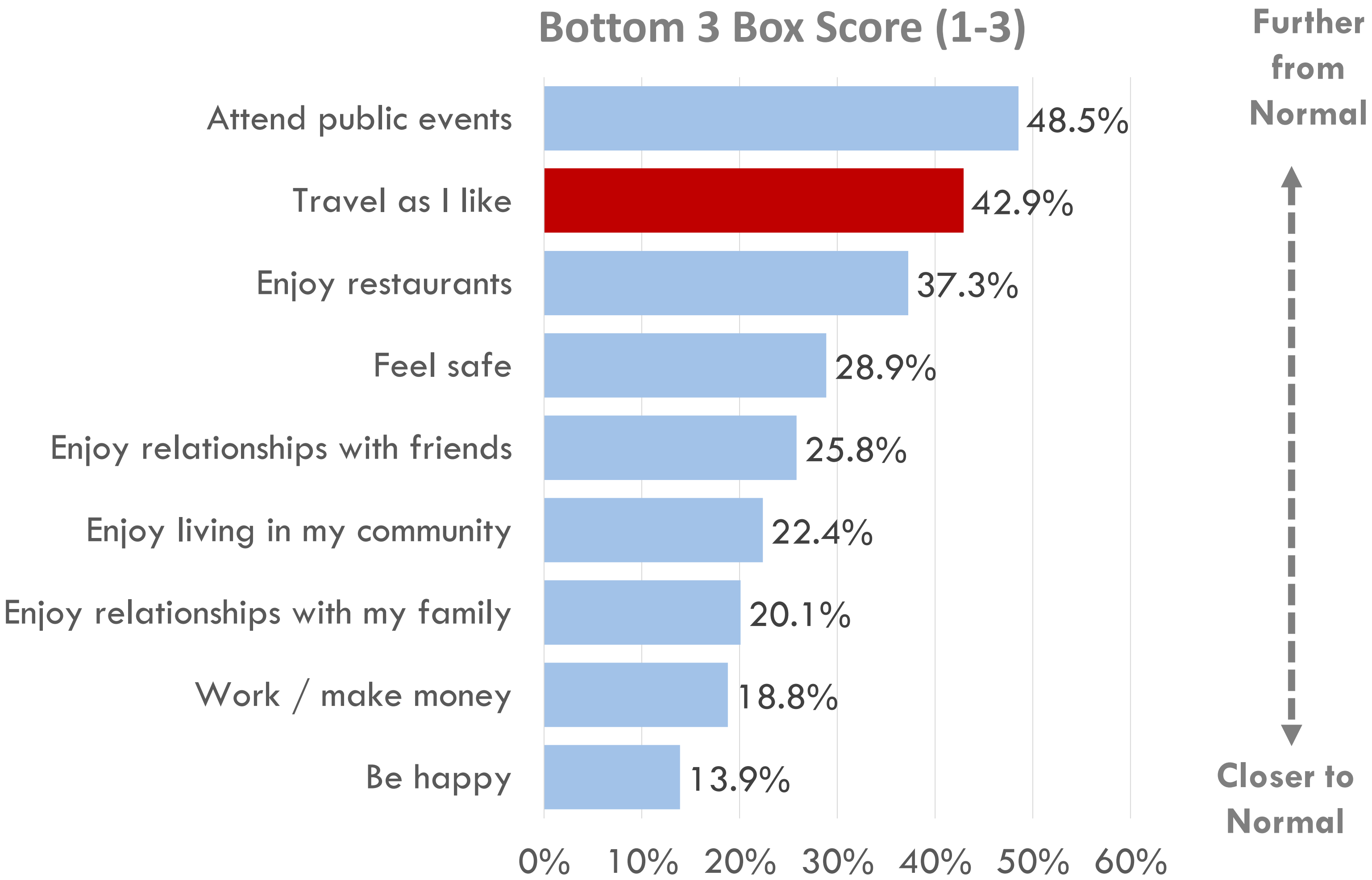


HOW FAR ARE WE FROM NORMAL?

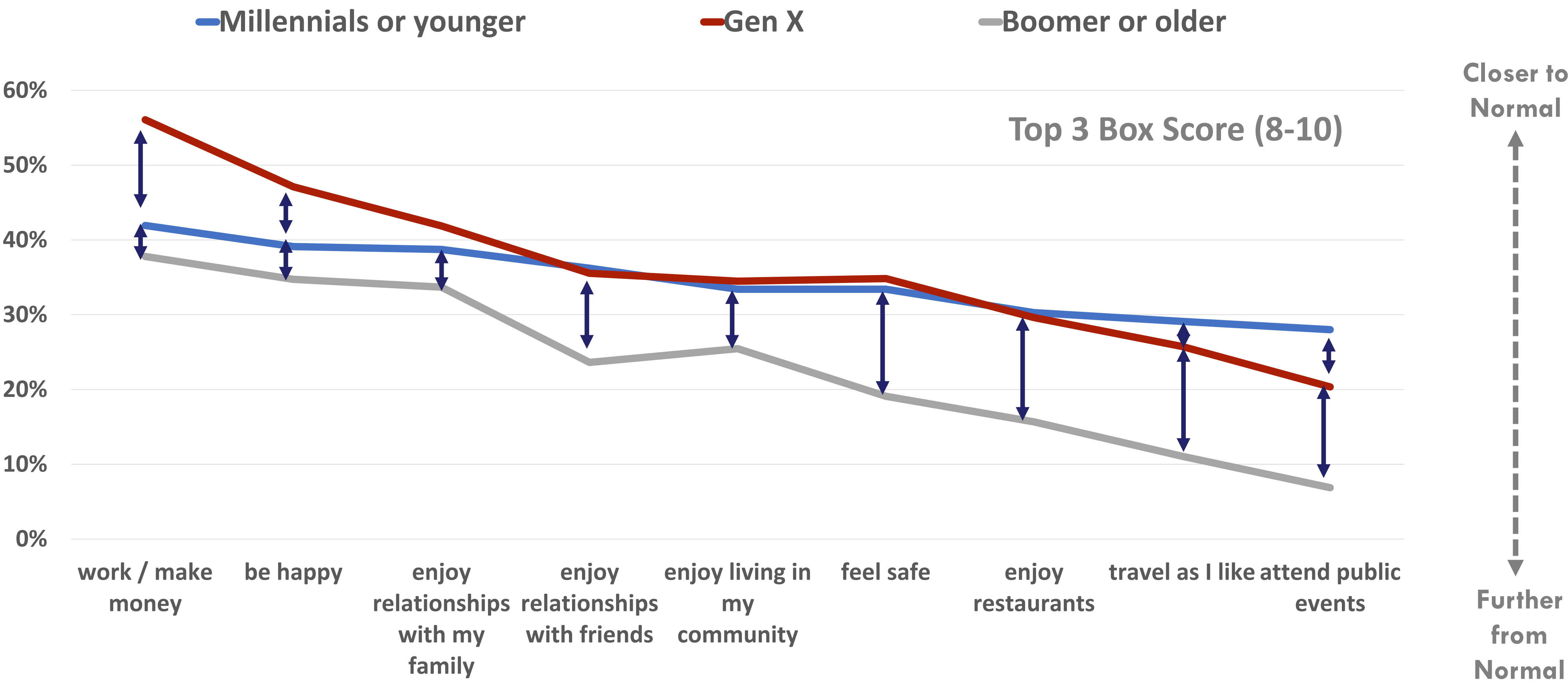
Question: Now let's talk about how close to (or far from) your life is to normal (i.e., being totally unaffected by the COVID-19 situation.)

For each, tell us about your life using the scale where 1 equals "Still very far from normal" and 10 equals "Already completely normal."

(Base: Waves 47 data. All respondents, 1,209 completed surveys. Data collected January 29-31, 2021)

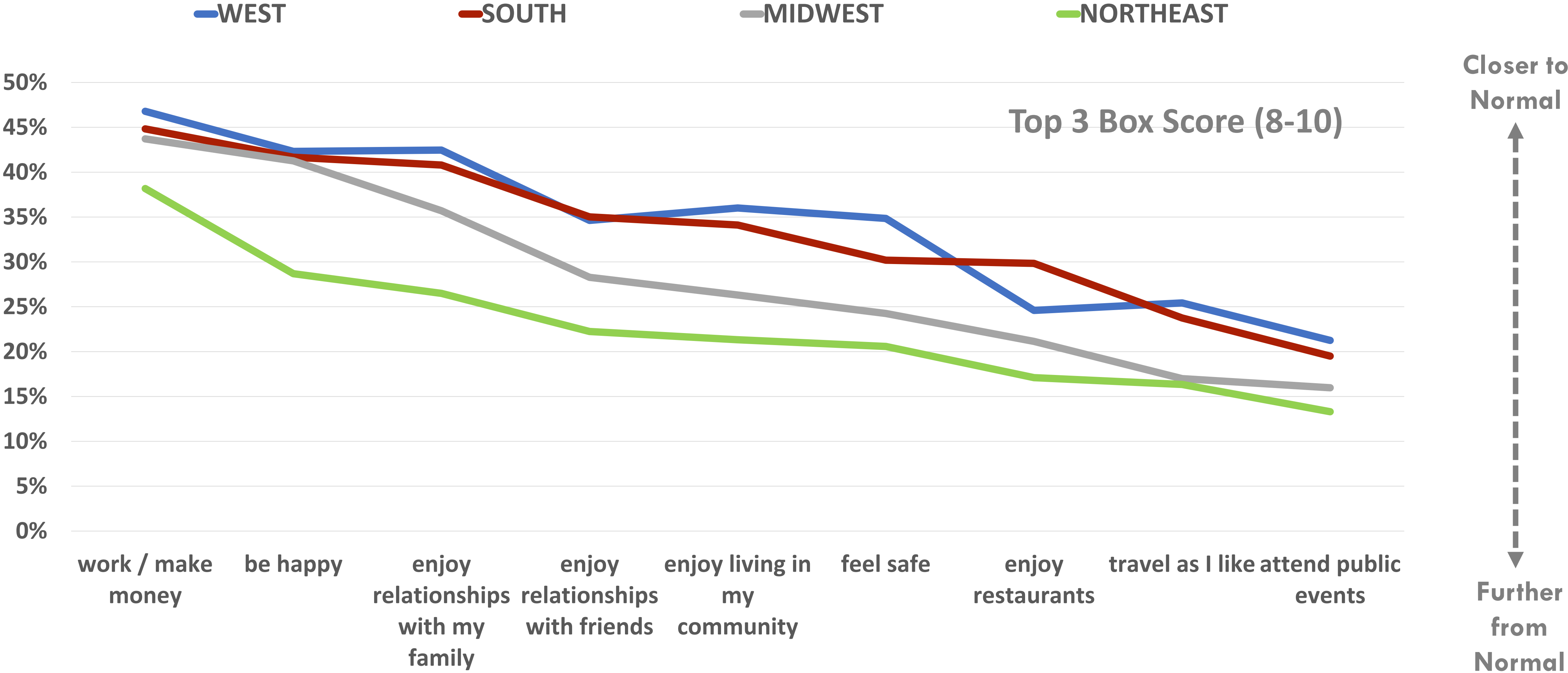


GENERATIONAL PERSPECTIVE



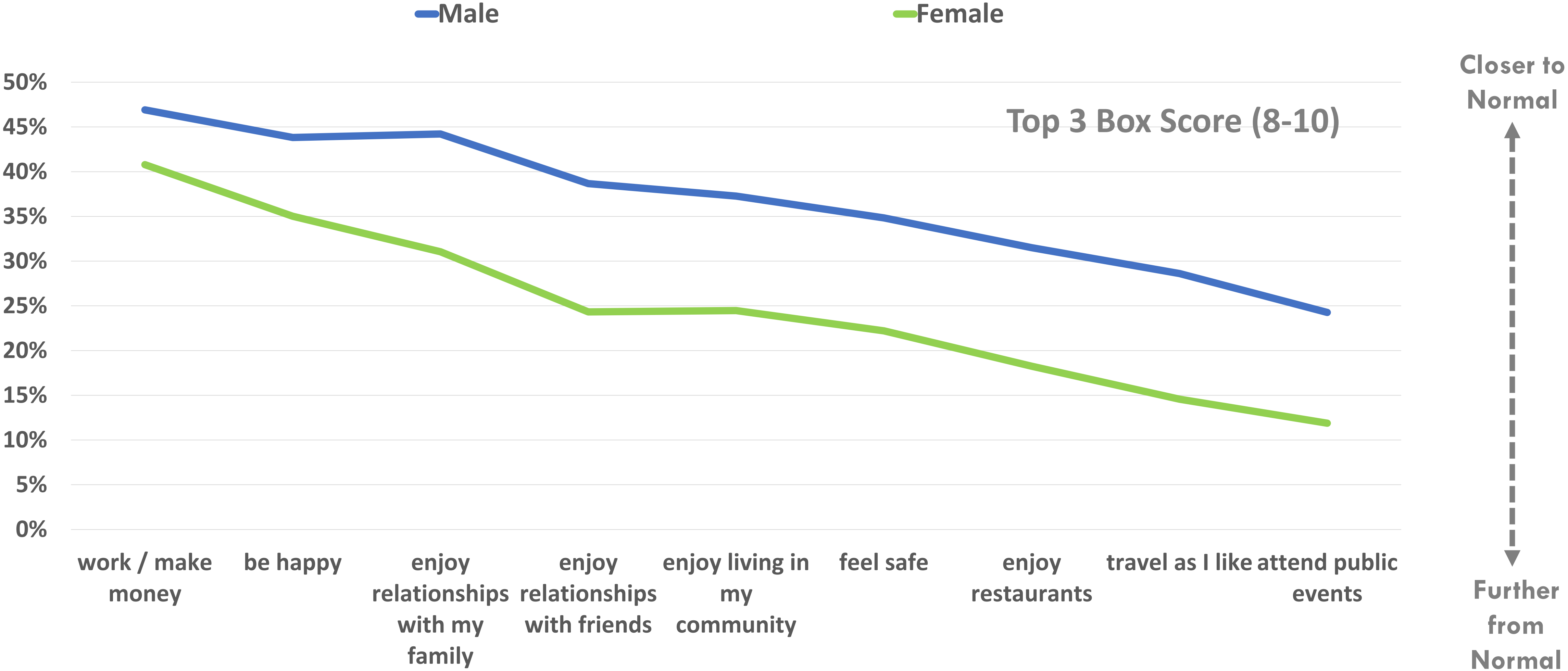
Question: Now let's talk about how close to (or far from) your life is to normal (i.e., being totally unaffected by the COVID-19 situation.) For each, tell us about your life using the scale where 1 equals "Still very far from normal" and 10 equals "Already completely normal."

BY CENSUS REGION



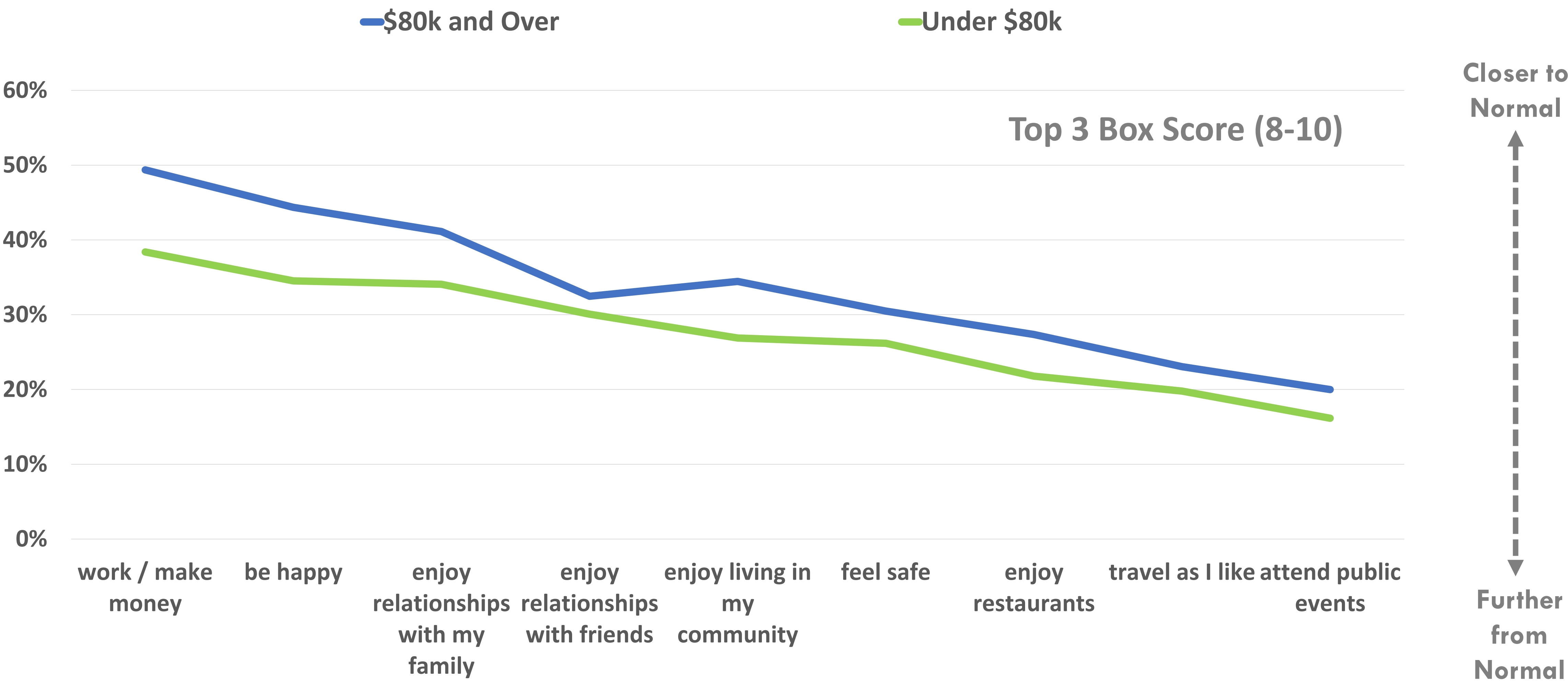
Question: Now let's talk about how close to (or far from) your life is to normal (i.e., being totally unaffected by the COVID-19 situation.) For each, tell us about your life using the scale where 1 equals "Still very far from normal" and 10 equals "Already completely normal."

BY GENDER



Question: Now let's talk about how close to (or far from) your life is to normal (i.e., being totally unaffected by the COVID-19 situation.) For each, tell us about your life using the scale where 1 equals "Still very far from normal" and 10 equals "Already completely normal."

BY ANNUAL HOUSEHOLD INCOME



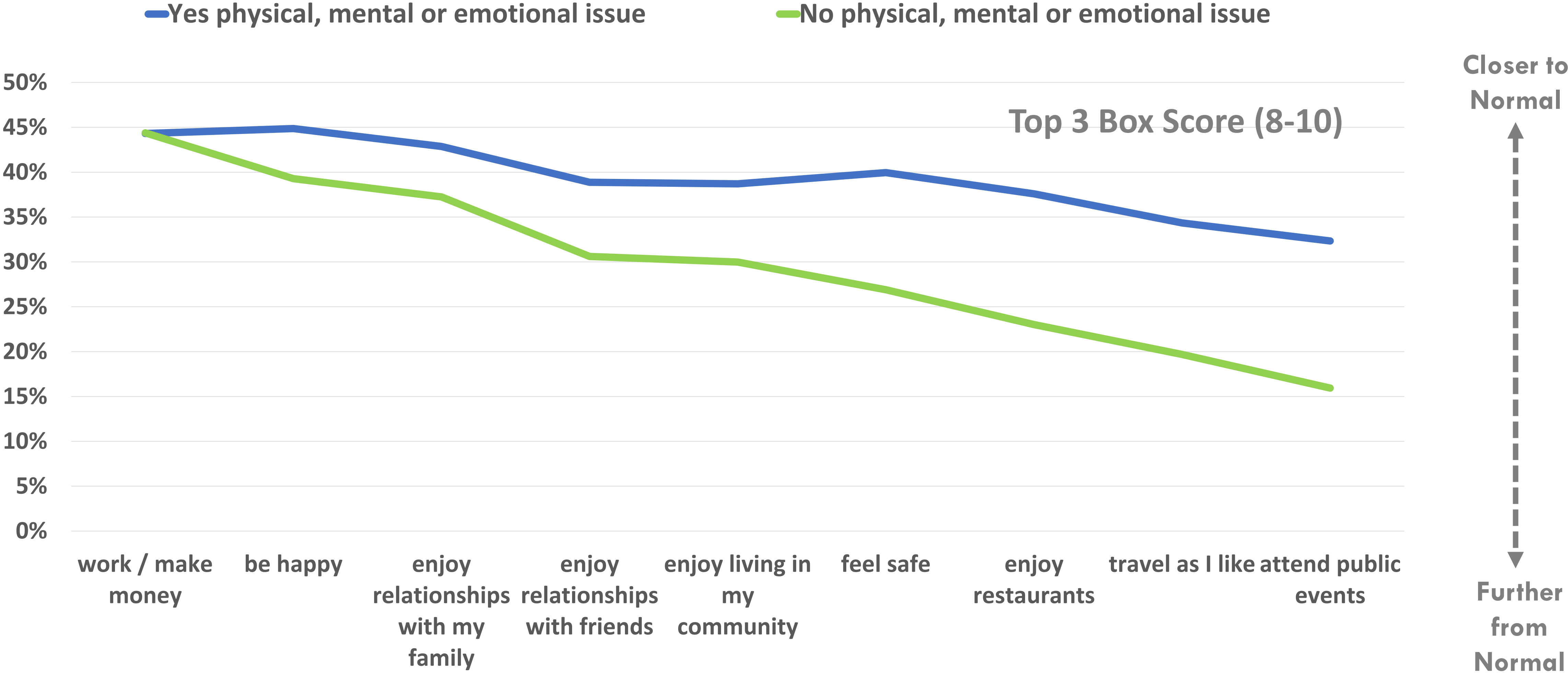
Question: Now let's talk about how close to (or far from) your life is to normal (i.e., being totally unaffected by the COVID-19 situation.) For each, tell us about your life using the scale where 1 equals "Still very far from normal" and 10 equals "Already completely normal."

BY LODGING TYPE USED



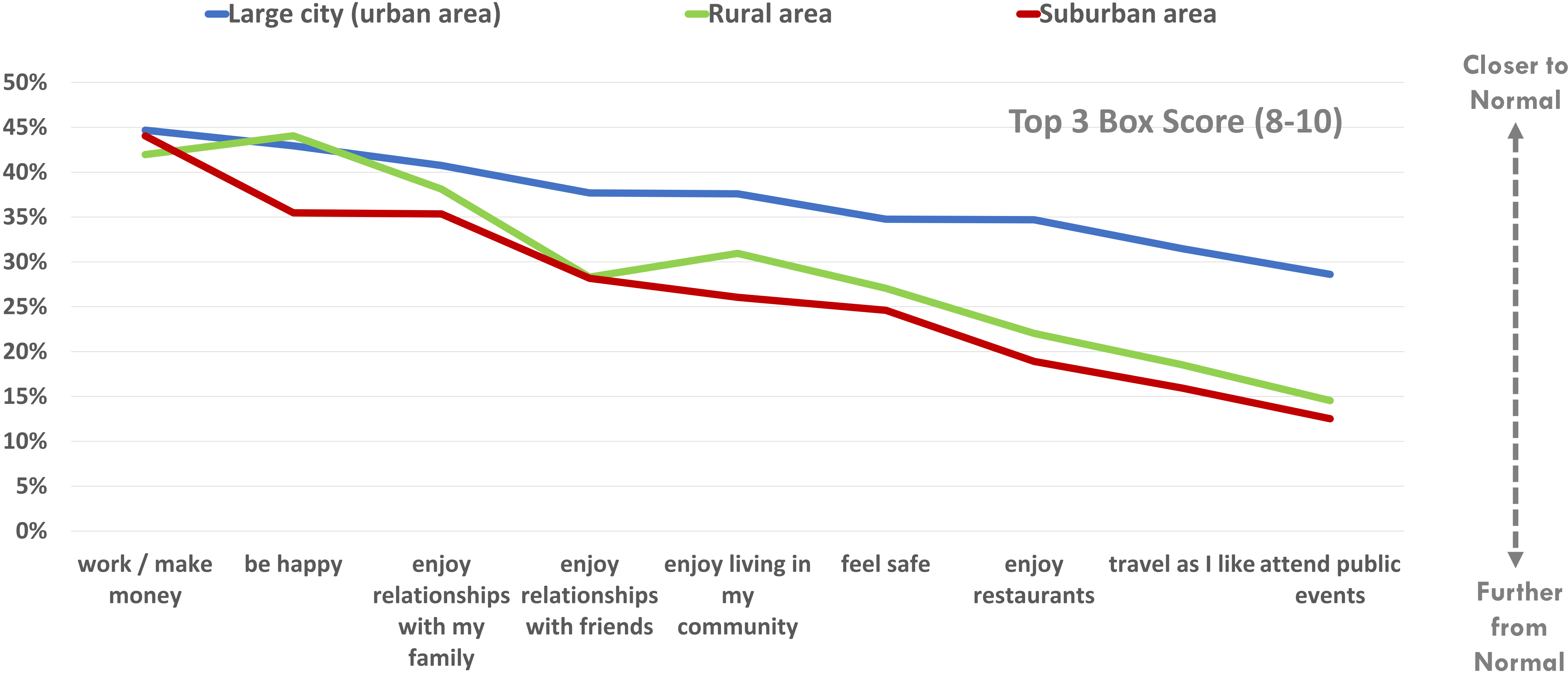
Question: Now let's talk about how close to (or far from) your life is to normal (i.e., being totally unaffected by the COVID-19 situation.) For each, tell us about your life using the scale where 1 equals "Still very far from normal" and 10 equals "Already completely normal."

TRAVELS WITH PERSONS WITH DISABILITIES



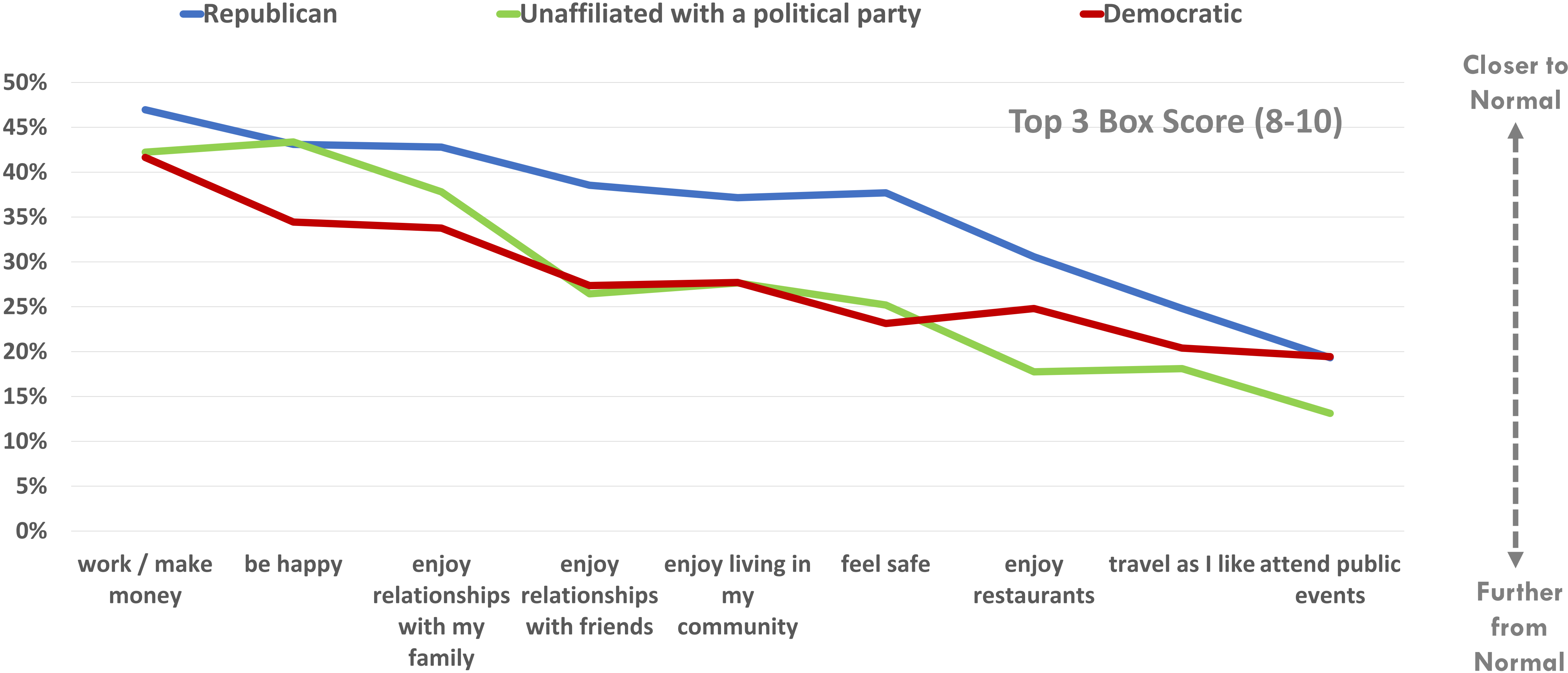
Question: Now let's talk about how close to (or far from) your life is to normal (i.e., being totally unaffected by the COVID-19 situation.) For each, tell us about your life using the scale where 1 equals "Still very far from normal" and 10 equals "Already completely normal."

BY PLACE OF RESIDENCE



Question: Now let's talk about how close to (or far from) your life is to normal (i.e., being totally unaffected by the COVID-19 situation.) For each, tell us about your life using the scale where 1 equals "Still very far from normal" and 10 equals "Already completely normal."

BY POLITICAL AFFILIATION



Question: Now let's talk about how close to (or far from) your life is to normal (i.e., being totally unaffected by the COVID-19 situation.) For each, tell us about your life using the scale where 1 equals "Still very far from normal" and 10 equals "Already completely normal."

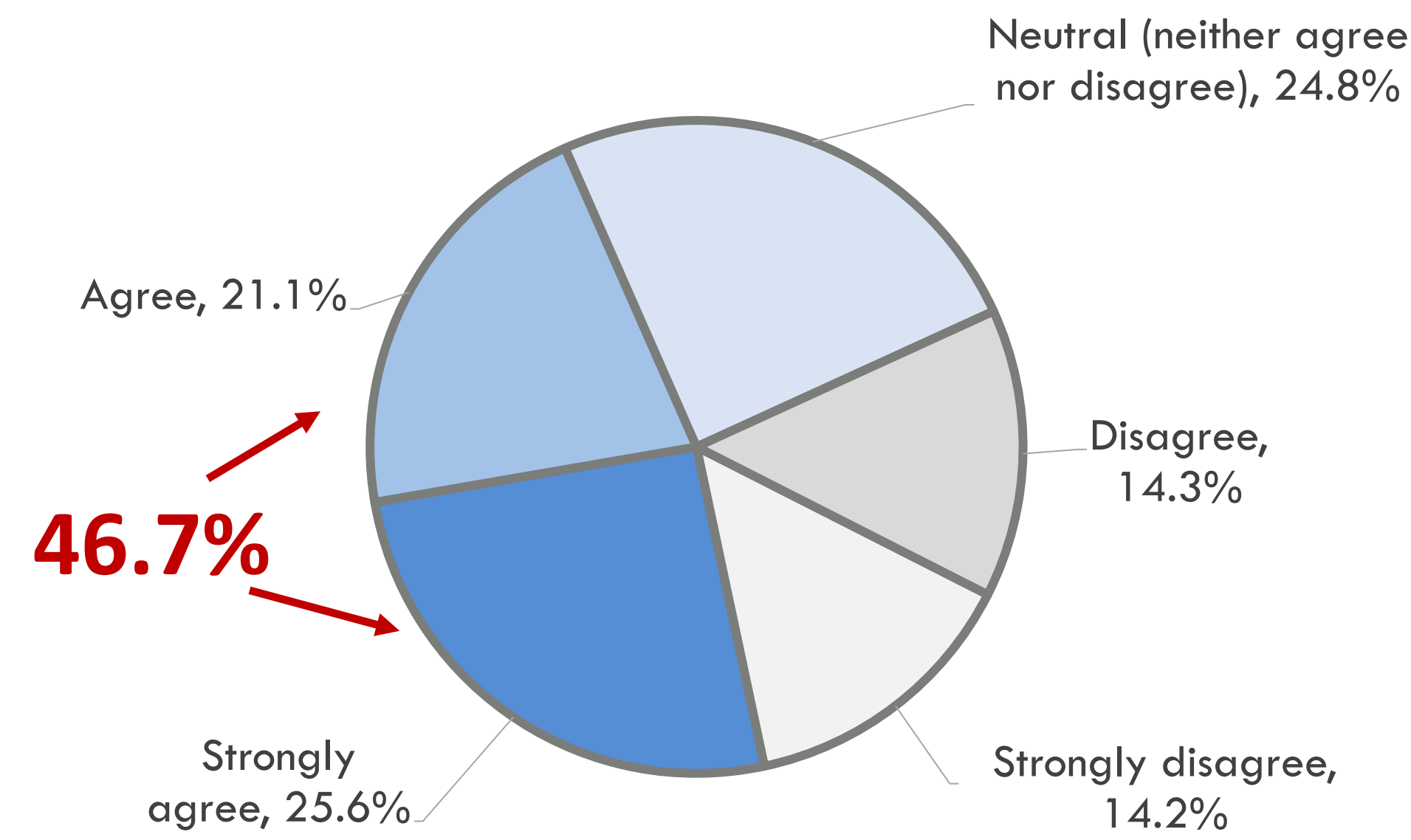
FEELINGS ABOUT A COVID-19 VACCINE



TRAVEL UNTIL GETTING THE VACCINE

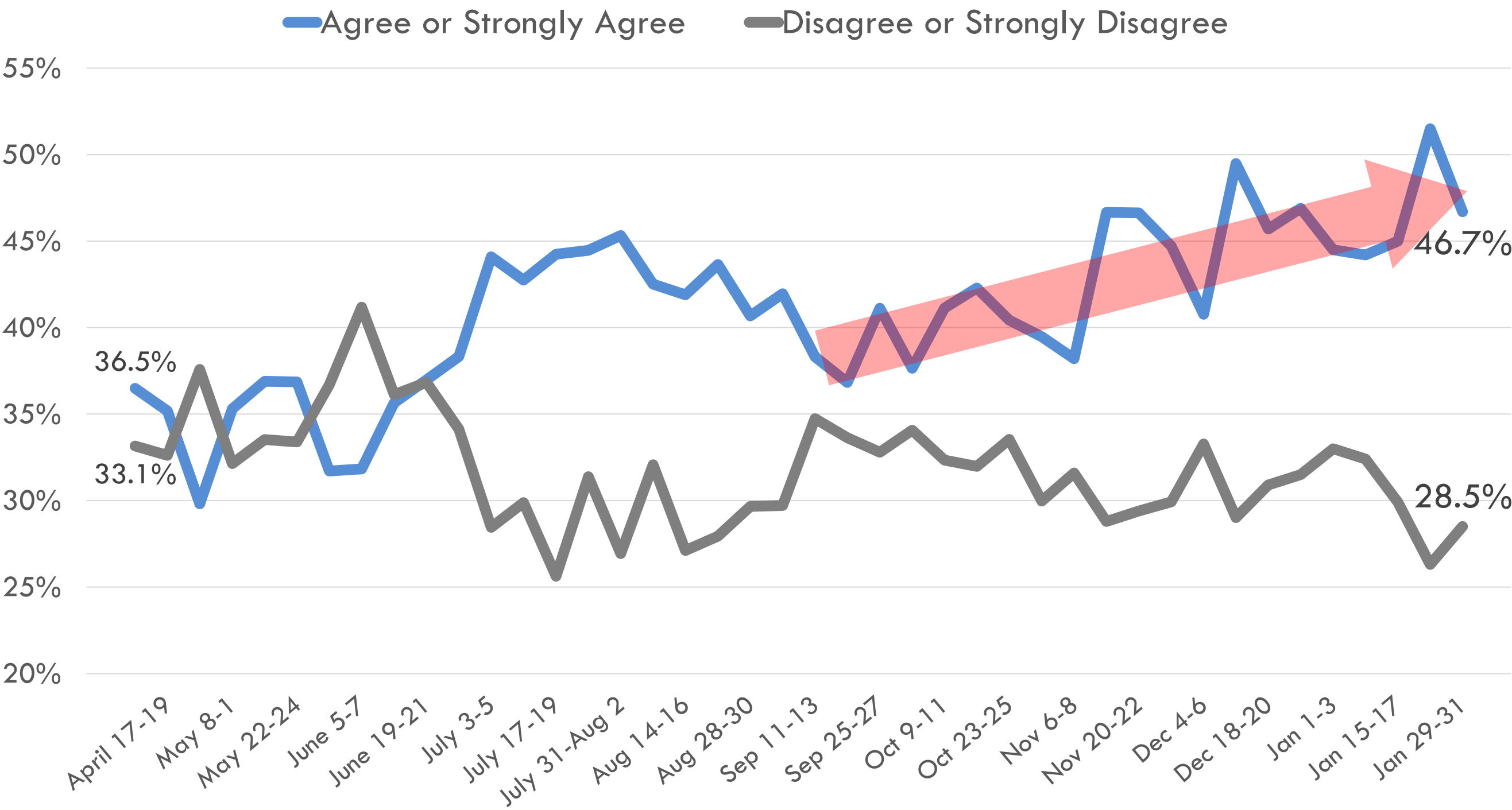
How much do you agree with the following statement?

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



(Base: Waves 6-47. 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, 1,206 and 1,209 completed surveys.)

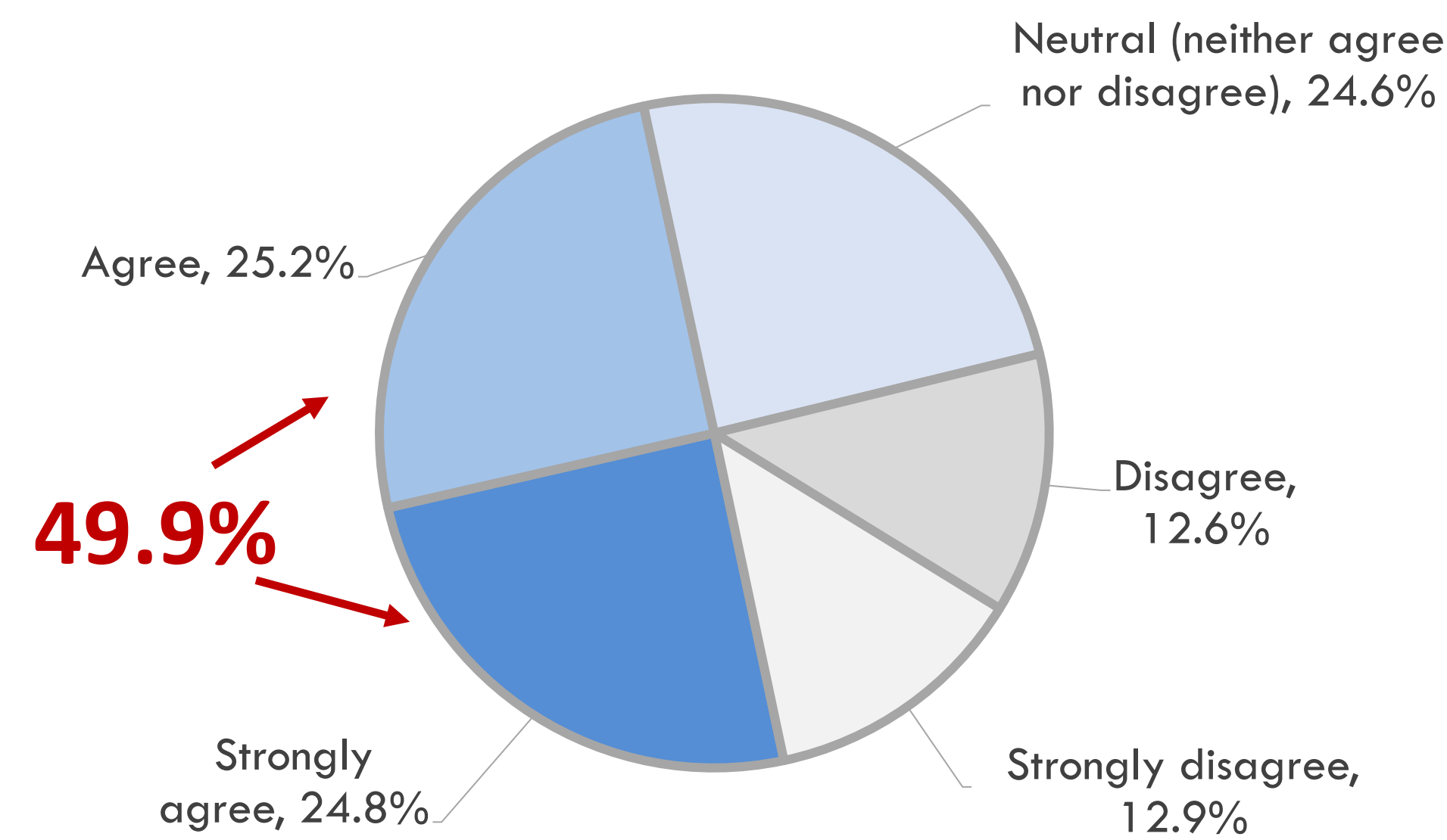
Historical data



TRAVEL UNTIL VACCINES ARE MADE WIDELY AVAILABLE

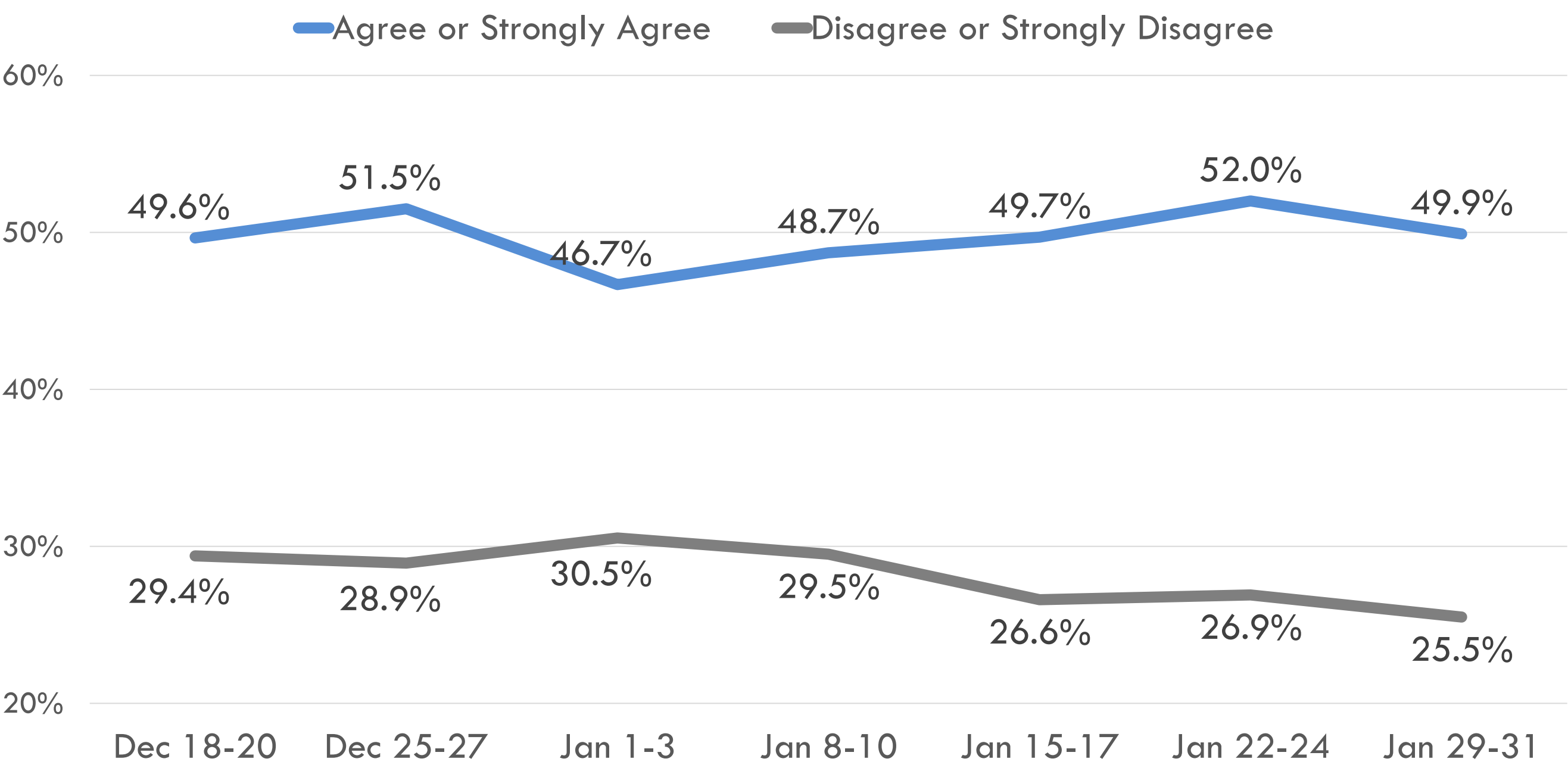
How much do you agree with the following statement?

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



(Base: Waves 41-47. All respondents, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206 and 1,209 completed surveys.)

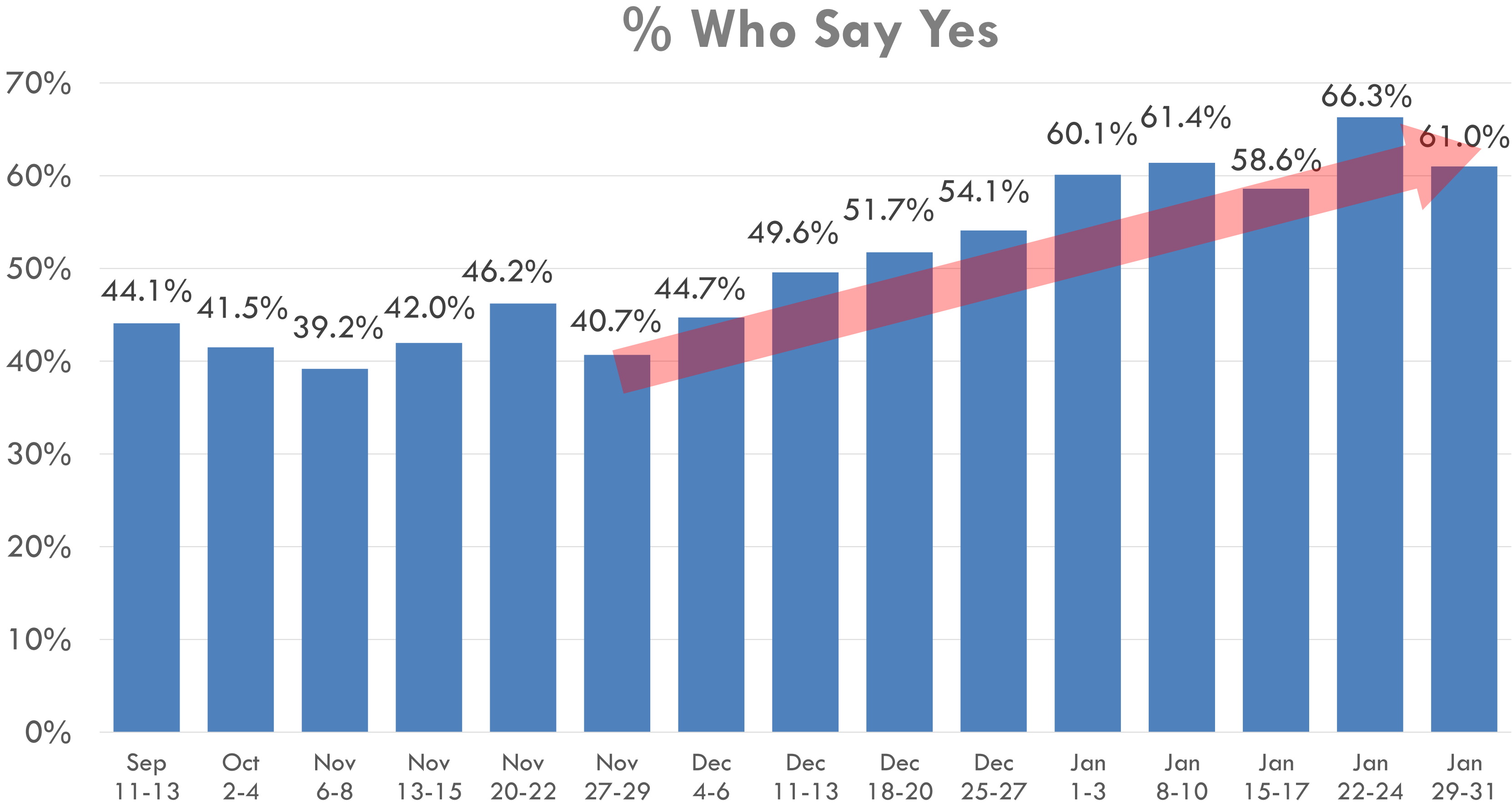
Historical data



EXPECTATIONS TO TAKE A COVID-19 VACCINE

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

(Base: Waves 47 data. All respondents, 1,209 completed surveys. Data collected Jan 29-31, 2021)

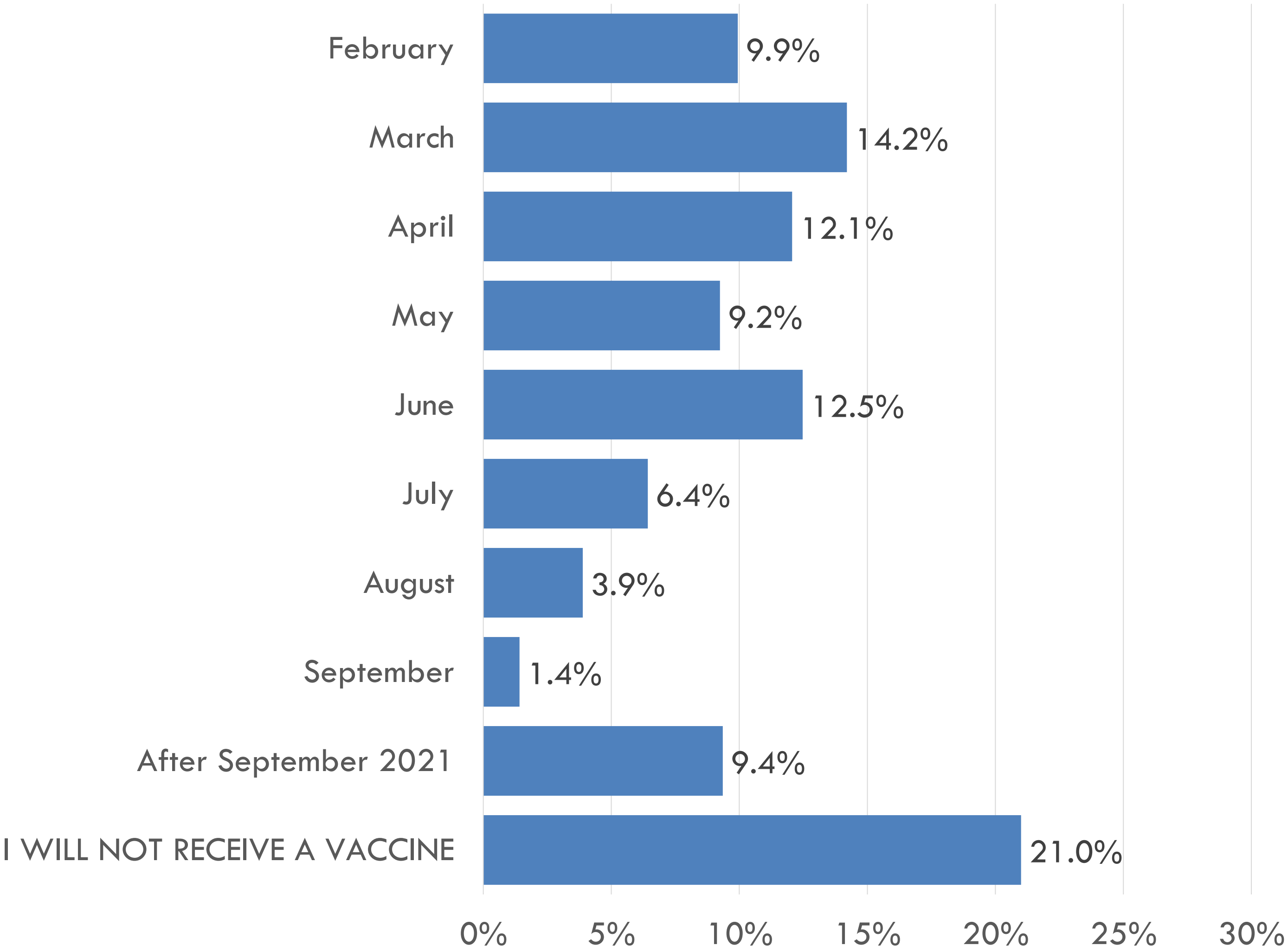


EXPECTED MONTH OF VACCINATION

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)

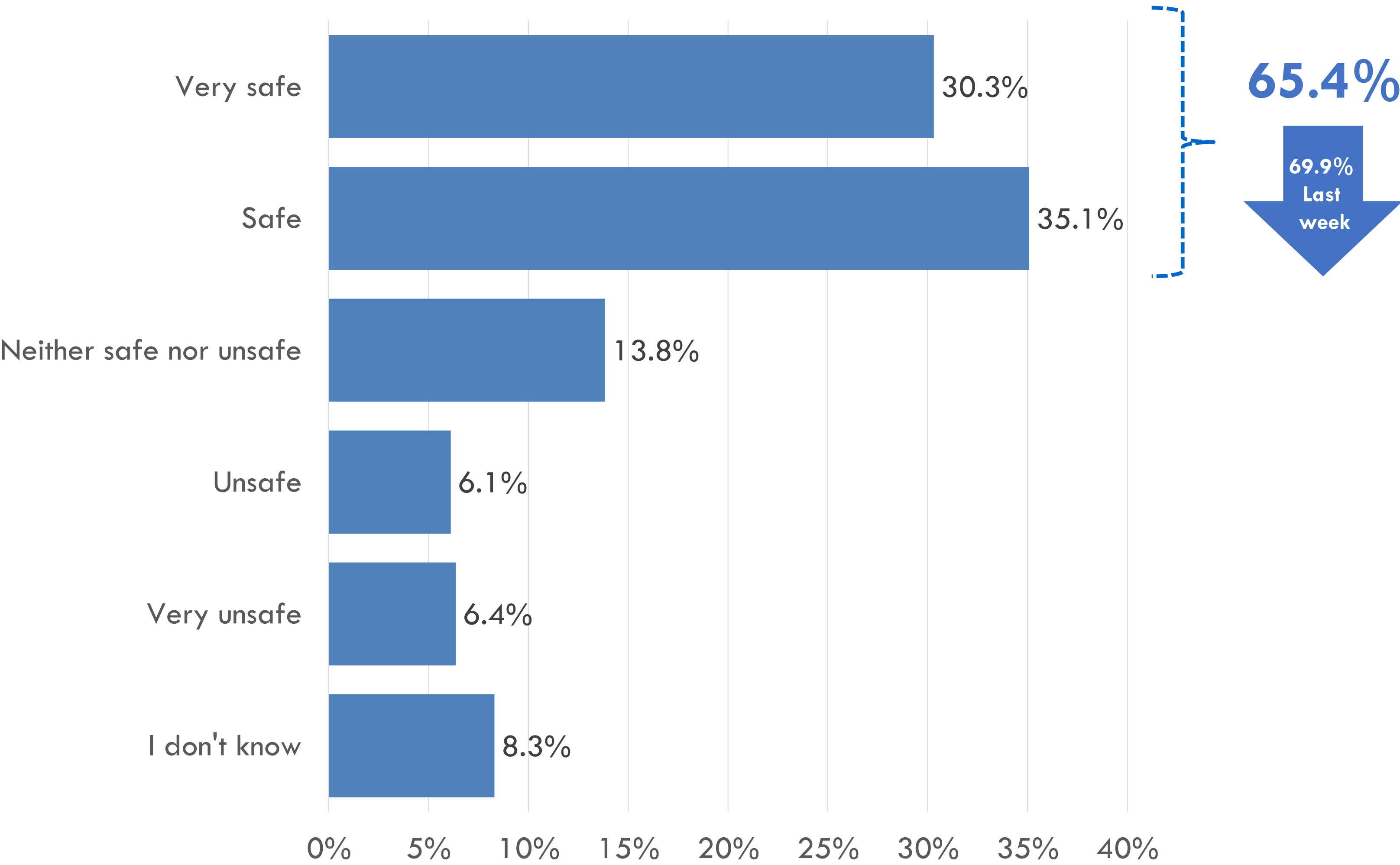
(Base: Waves 47 data. Respondents who have not yet been vaccinated, 1,040 completed surveys. Data collected January 29-31, 2021)



EXPECTED SAFETY OF COVID-19 VACCINES

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

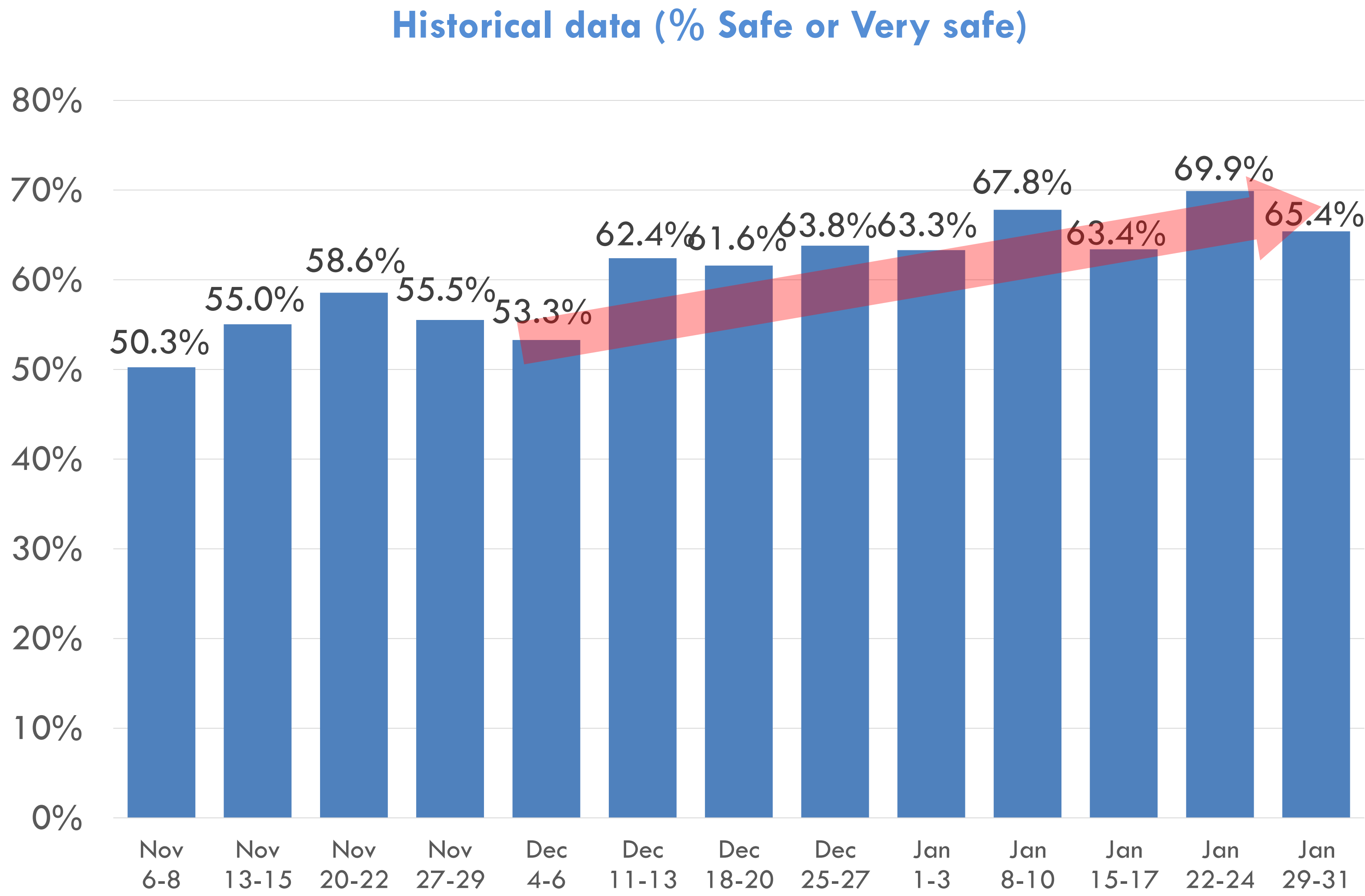
(Base: Waves 47 data. All respondents, 1,209 completed surveys. Data collected Jan 29-31, 2021)



EXPECTED SAFETY OF COVID-19 VACCINES

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

(Base: Waves 47 data. All respondents, 1,209 completed surveys. Data collected Jan 29-31, 2021)

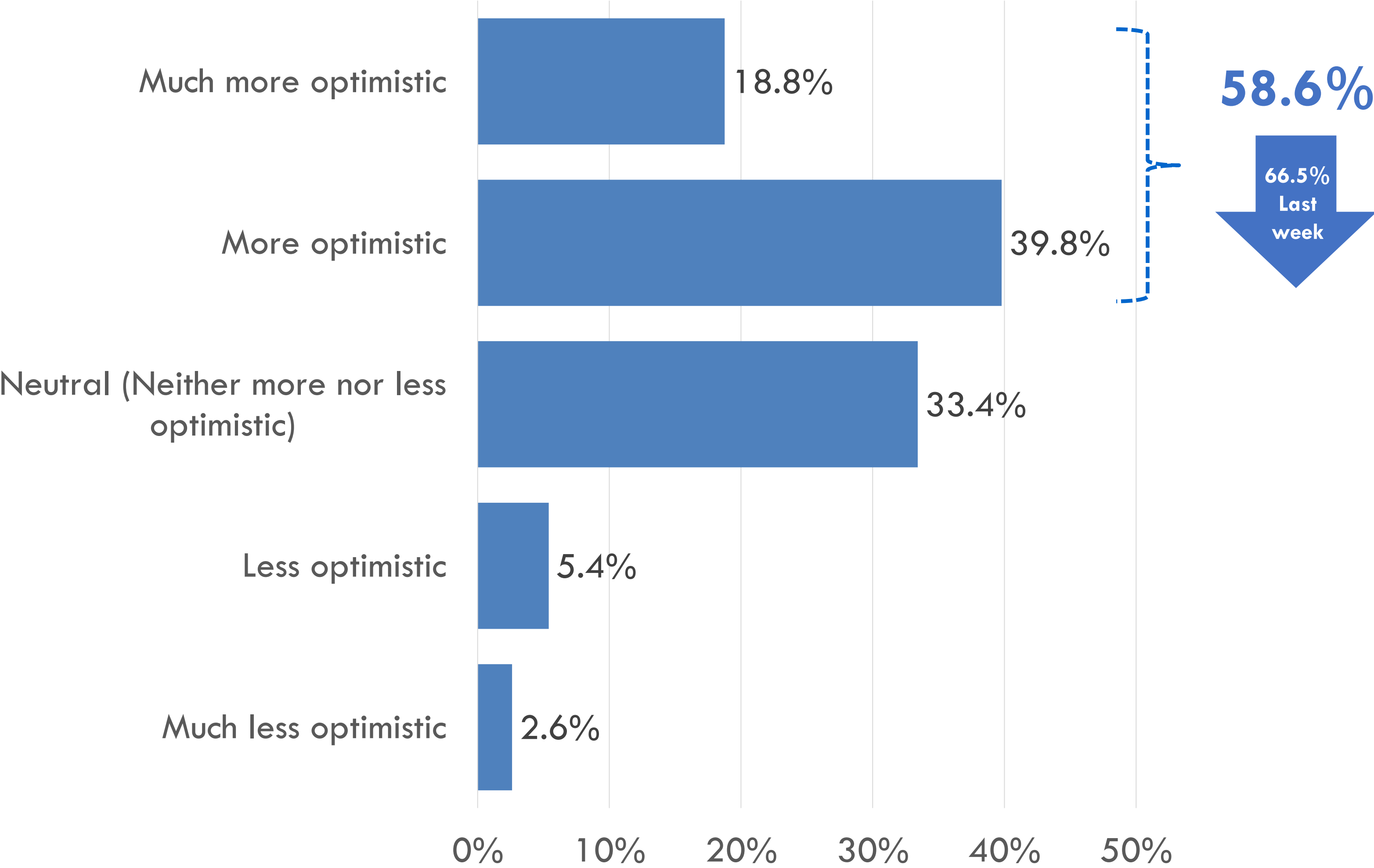


VACCINES AND OPTIMISM FOR A RETURN TO NORMAL

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 47 data. All respondents, 1,209 completed surveys. Data collected Jan 29-31, 2021)

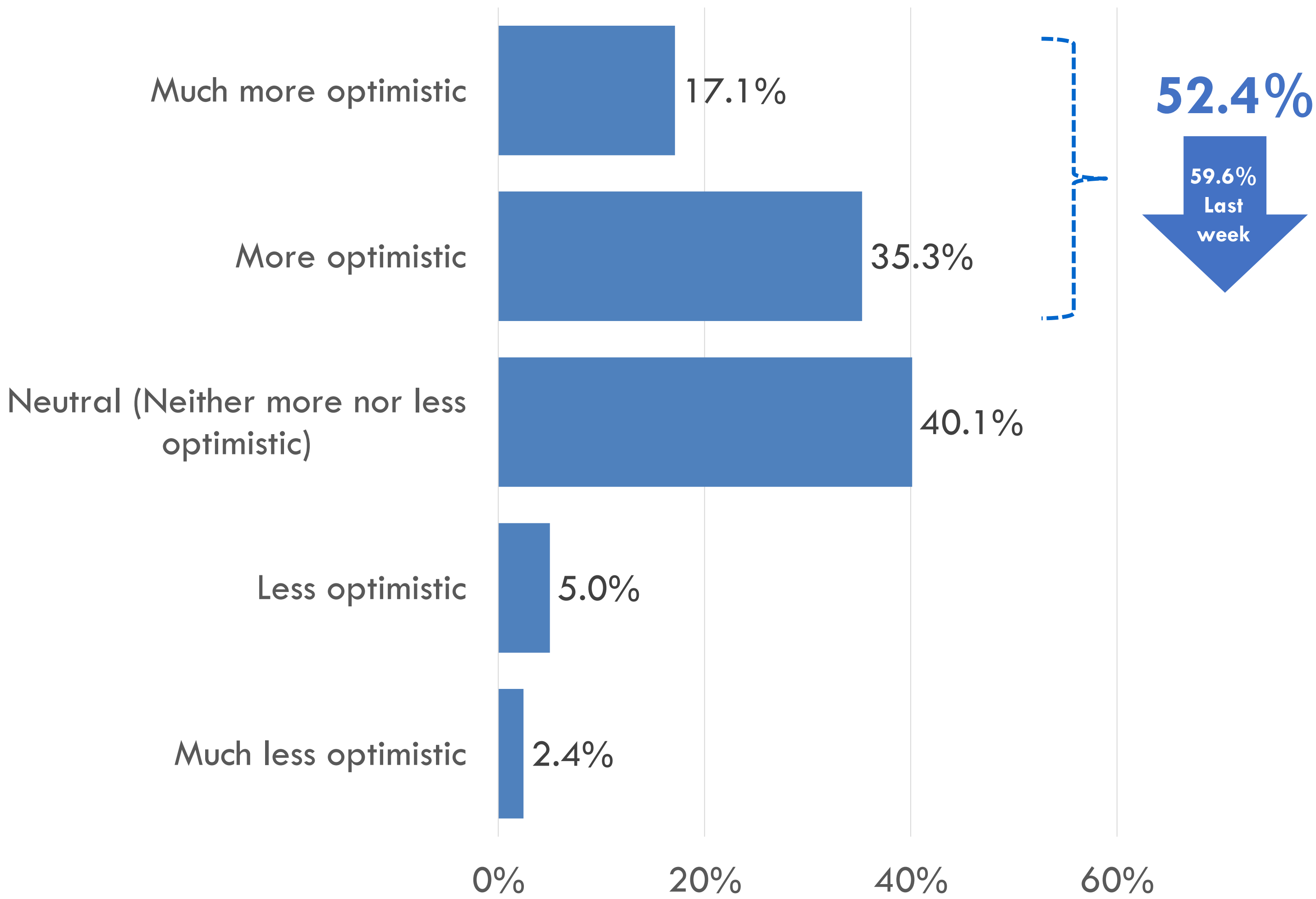


VACCINES AND OPTIMISM FOR SAFE TRAVEL

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.

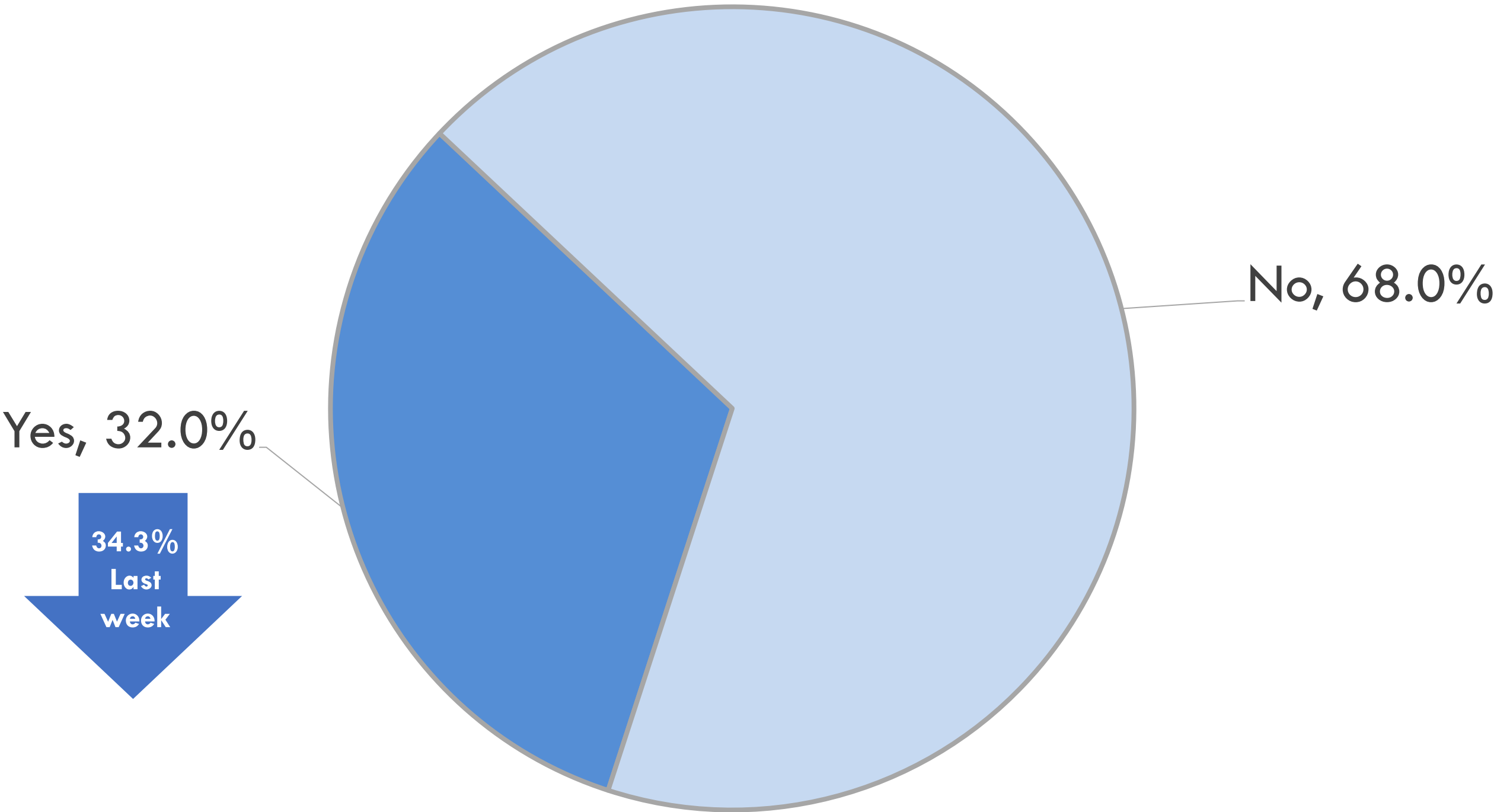
(Base: Waves 47 data. All respondents, 1,209 completed surveys. Data collected Jan 29-31, 2021)



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)

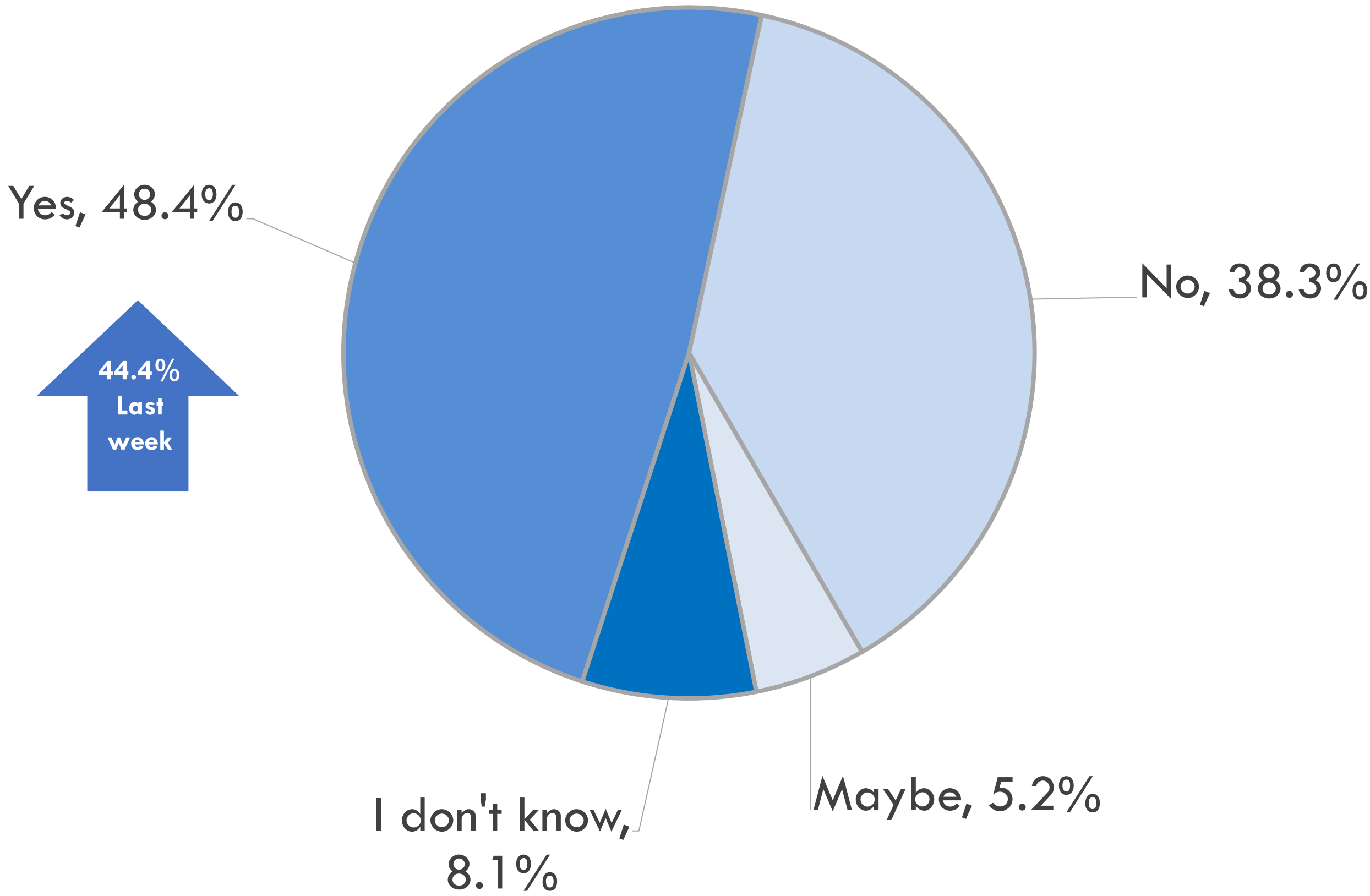
(Base: Waves 47 data. All respondents, 1,209 completed surveys. Data collected Jan 29-31, 2021)



FRIENDS OR RELATIVES RECEIVING A COVID-19 VACCINE

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

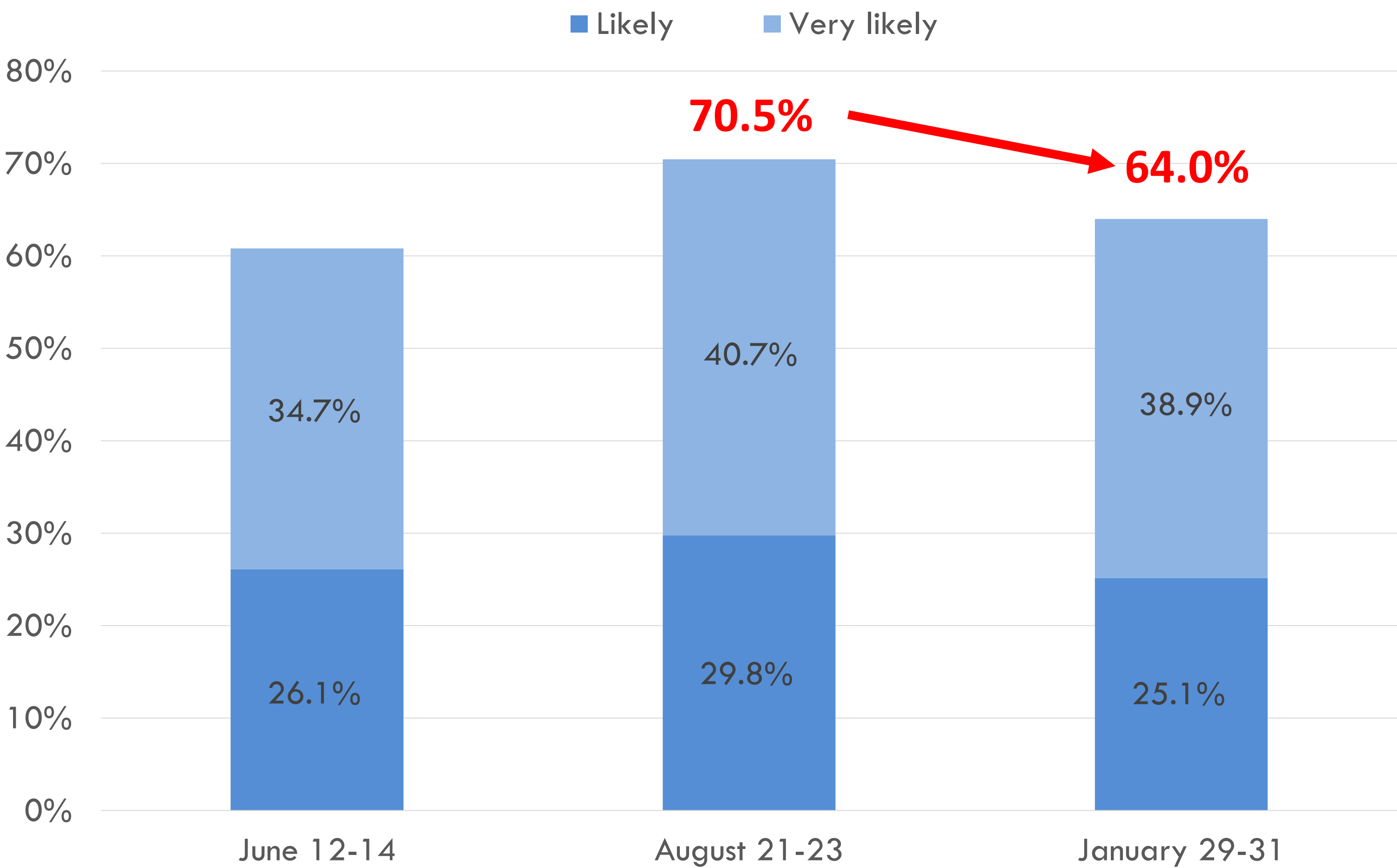
(Base: Waves 47 data. All respondents, 1,209 completed surveys. Data collected Jan 29-31, 2021)



NEXT LEISURE TRIP: REPEAT VISITATION

Question: On your NEXT LEISURE TRIP, how likely is it that your primary destination will be one you have visited before?

(Base: Waves 47 data. All respondents, 1,209 completed surveys. Data collected January 29-31, 2021)



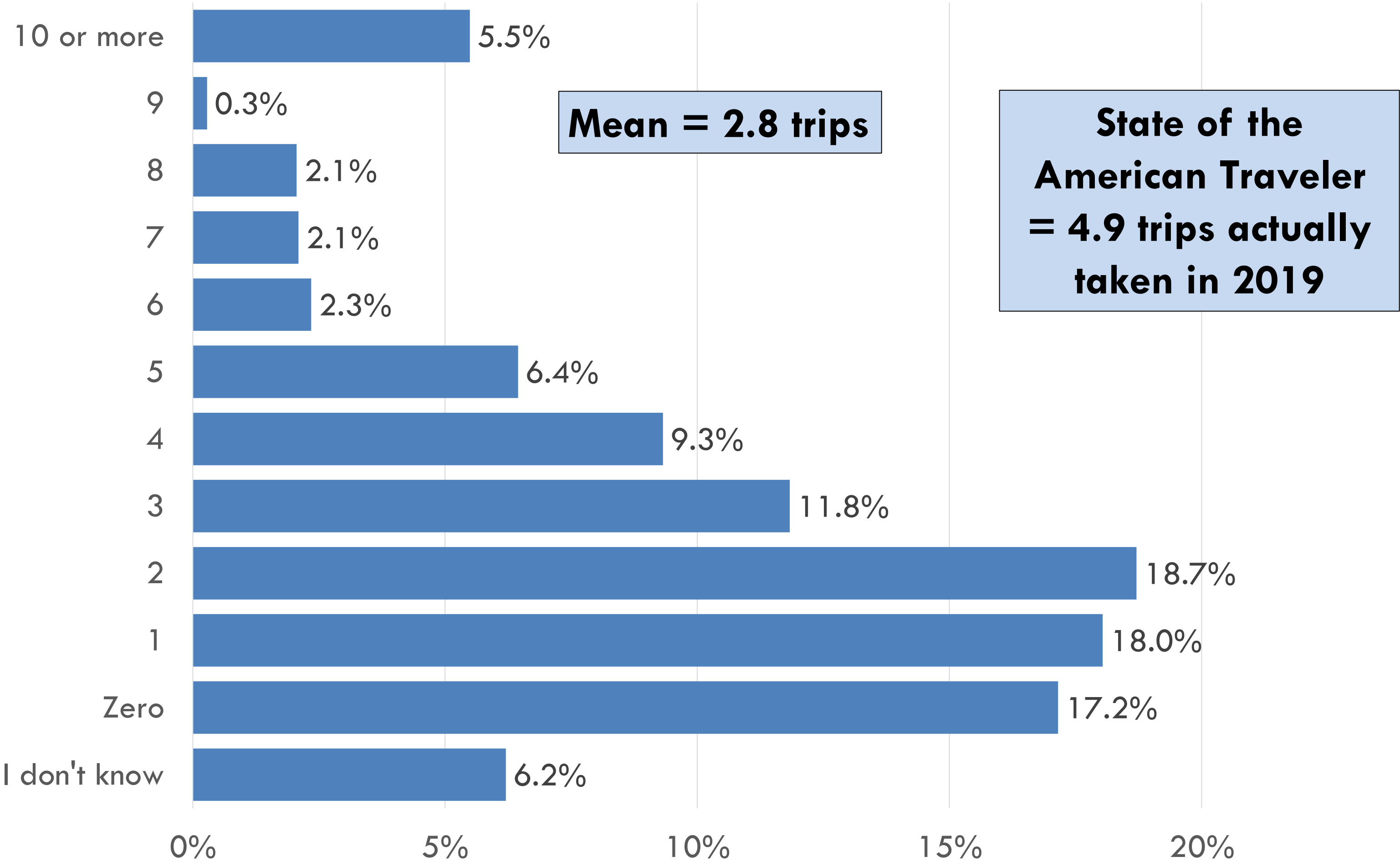
A man in a dark sweater and blue jeans is crouching on a rocky mountain peak, looking through binoculars. The background features a vast mountain range with green and brown slopes, and a blue sky with scattered white clouds. The text "LOOKING AHEAD" is overlaid in the center.

LOOKING AHEAD

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)

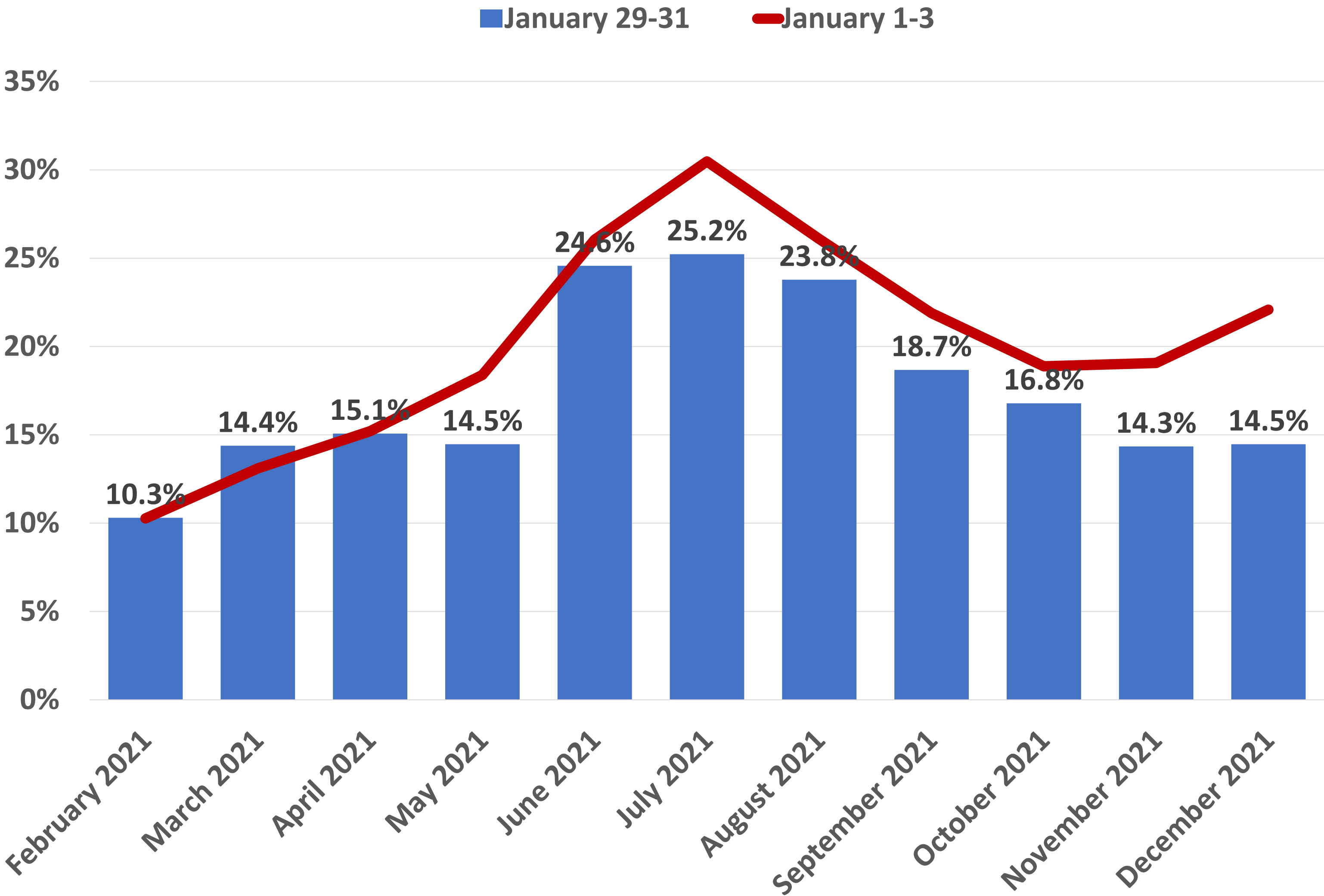
(Base: Waves 47 data. All respondents, 1,127 completed surveys. Data collected January 29-31, 2021)



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 47 data. All respondents, 1,209 completed surveys. Data collected January 29-31, 2021)

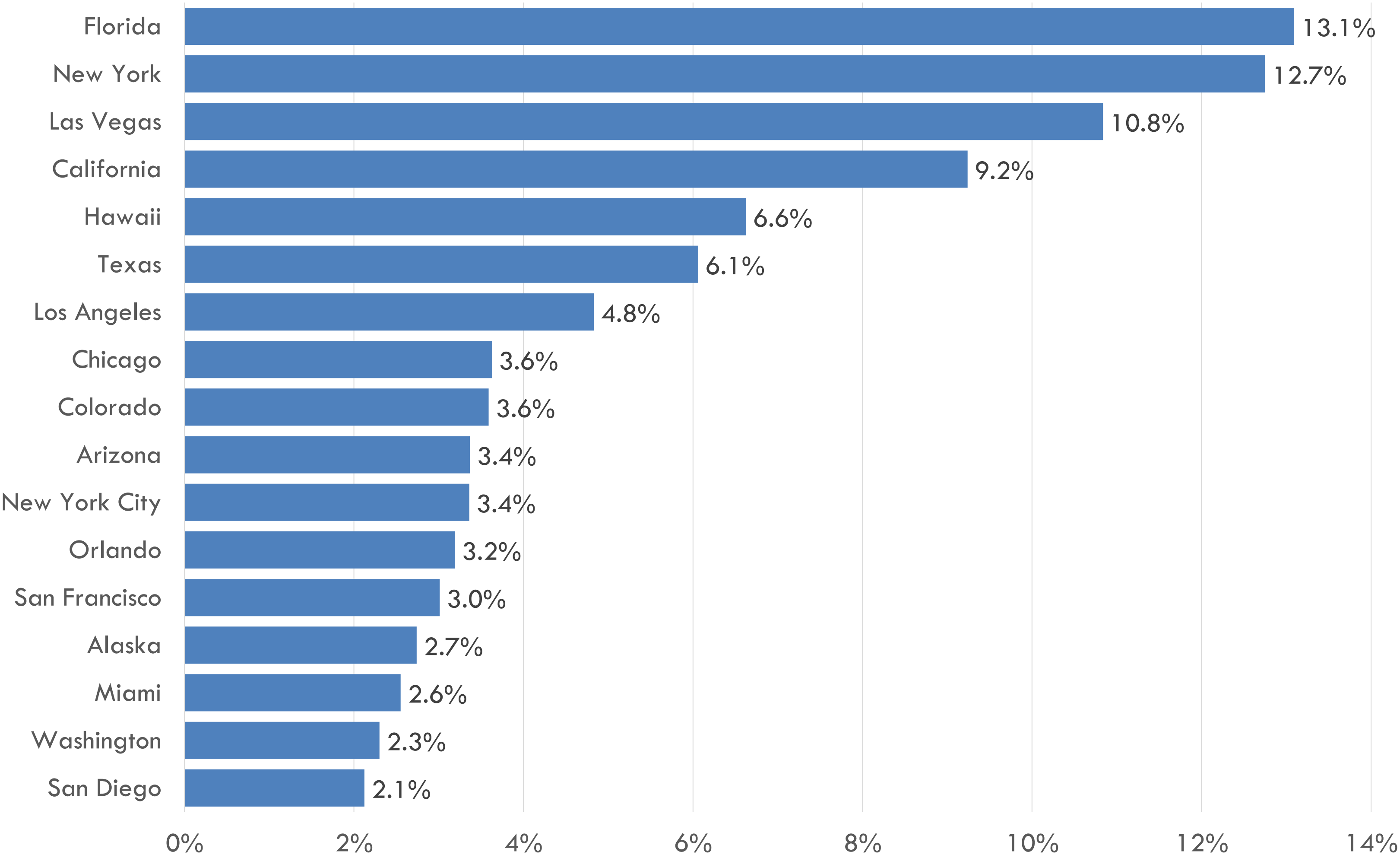


MOST DESIRED DOMESTIC DESTINATIONS

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 47 data. All respondents, 1,209 completed surveys. Data collected January 29-31, 2021)

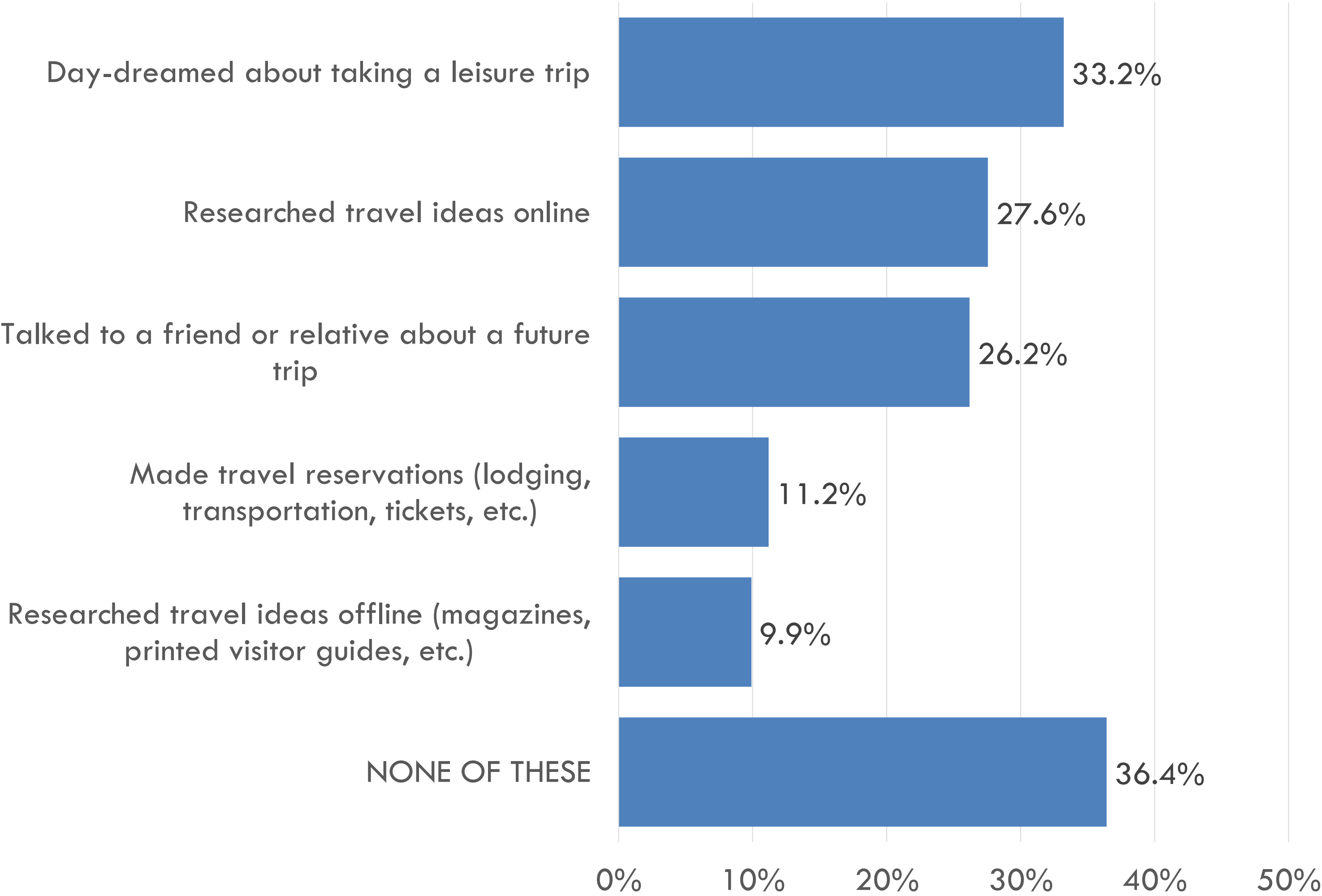


TRAVEL PLANNING IN THE PAST WEEK

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

In the PAST WEEK I have

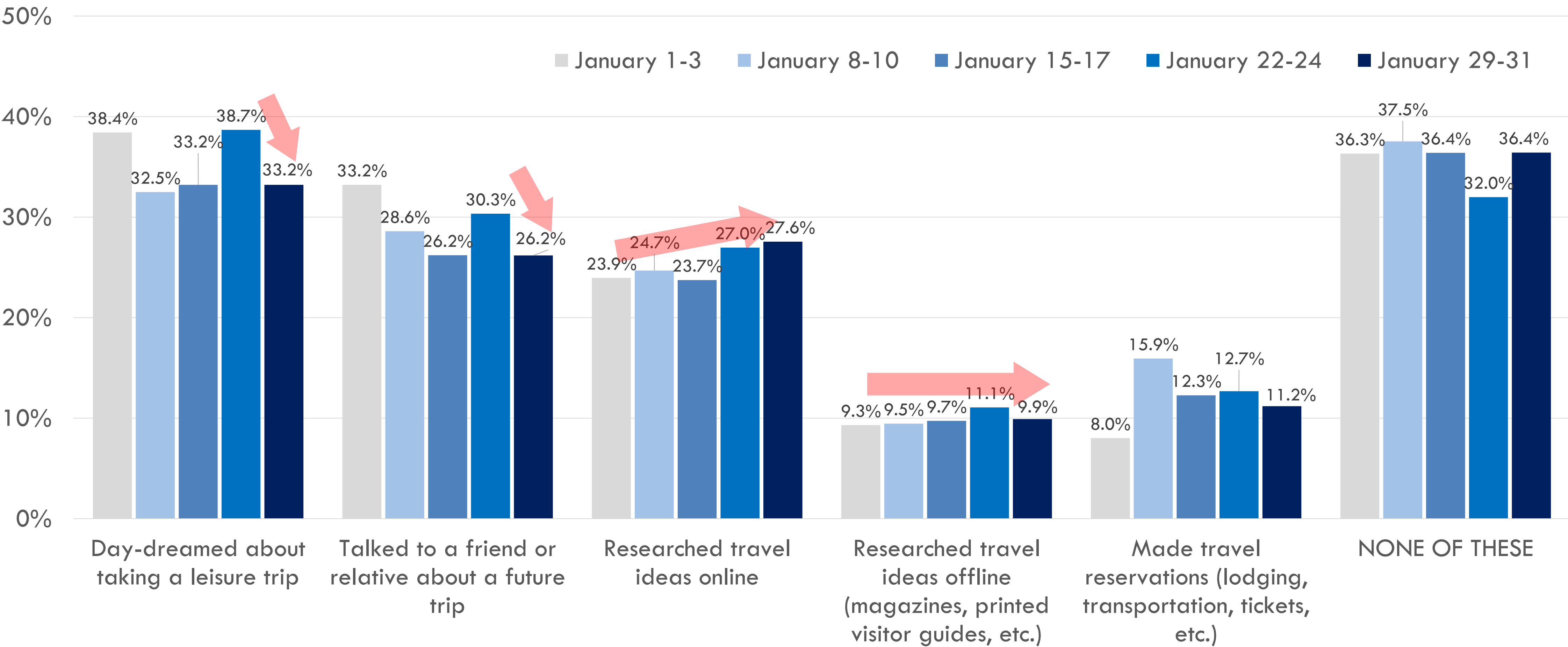
(Base: Waves 47 data. All respondents, 1,209 completed surveys. Data collected January 29-31, 2021)



TRAVEL PLANNING IN THE PAST WEEK

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

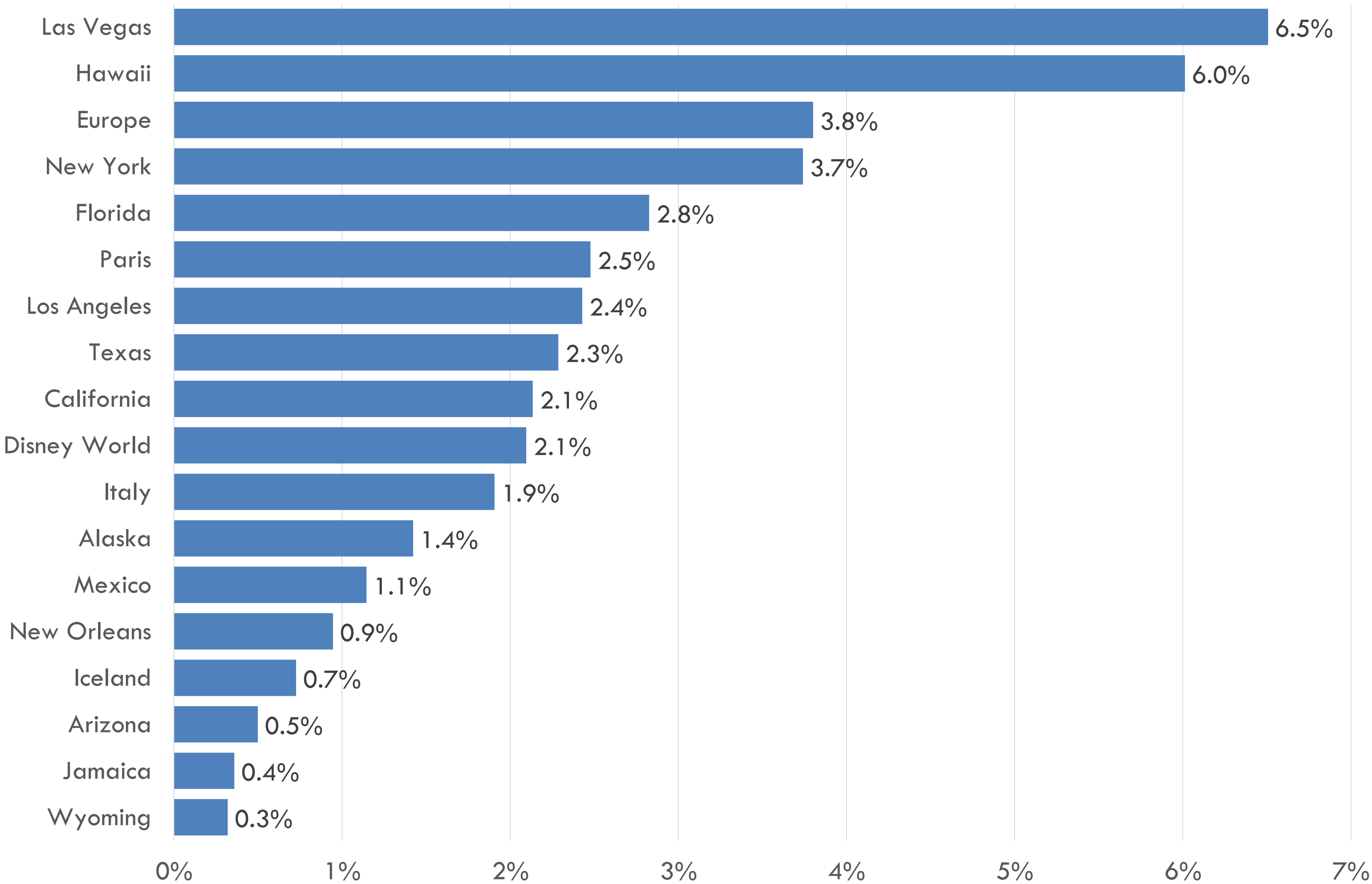
In the PAST WEEK I have _____



DESTINATIONS DAY-DREAMED ABOUT

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

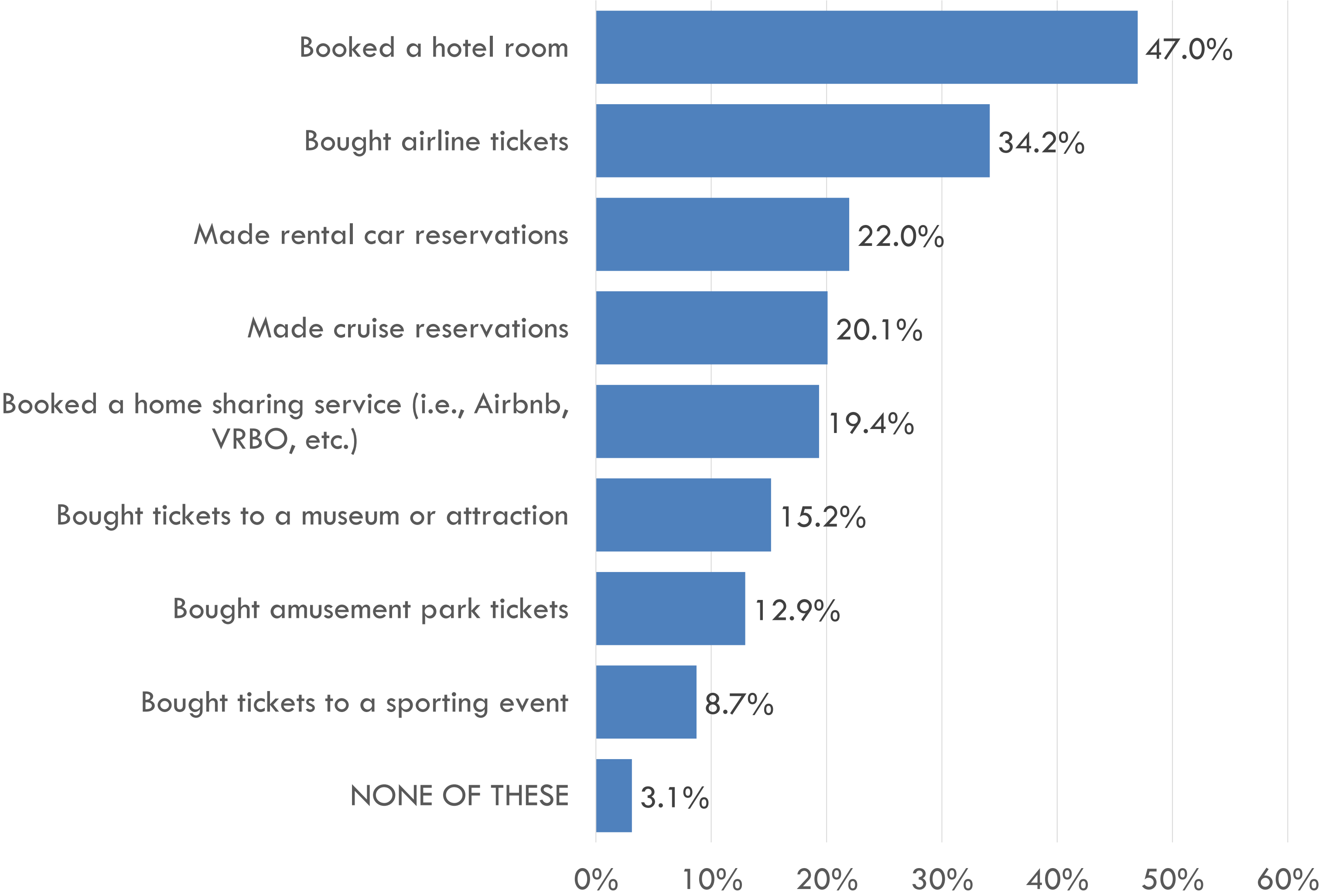
(Base: Waves 47 data. Respondents daydreaming about travel destinations, 402 completed surveys. Data collected January 29-31, 2021)



TRAVEL RESERVATIONS MADE IN THE PAST WEEK

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

(Base: Waves 47 data. Respondents who made travel reservations this week, 129 completed surveys. Data collected January 29-31, 2021)

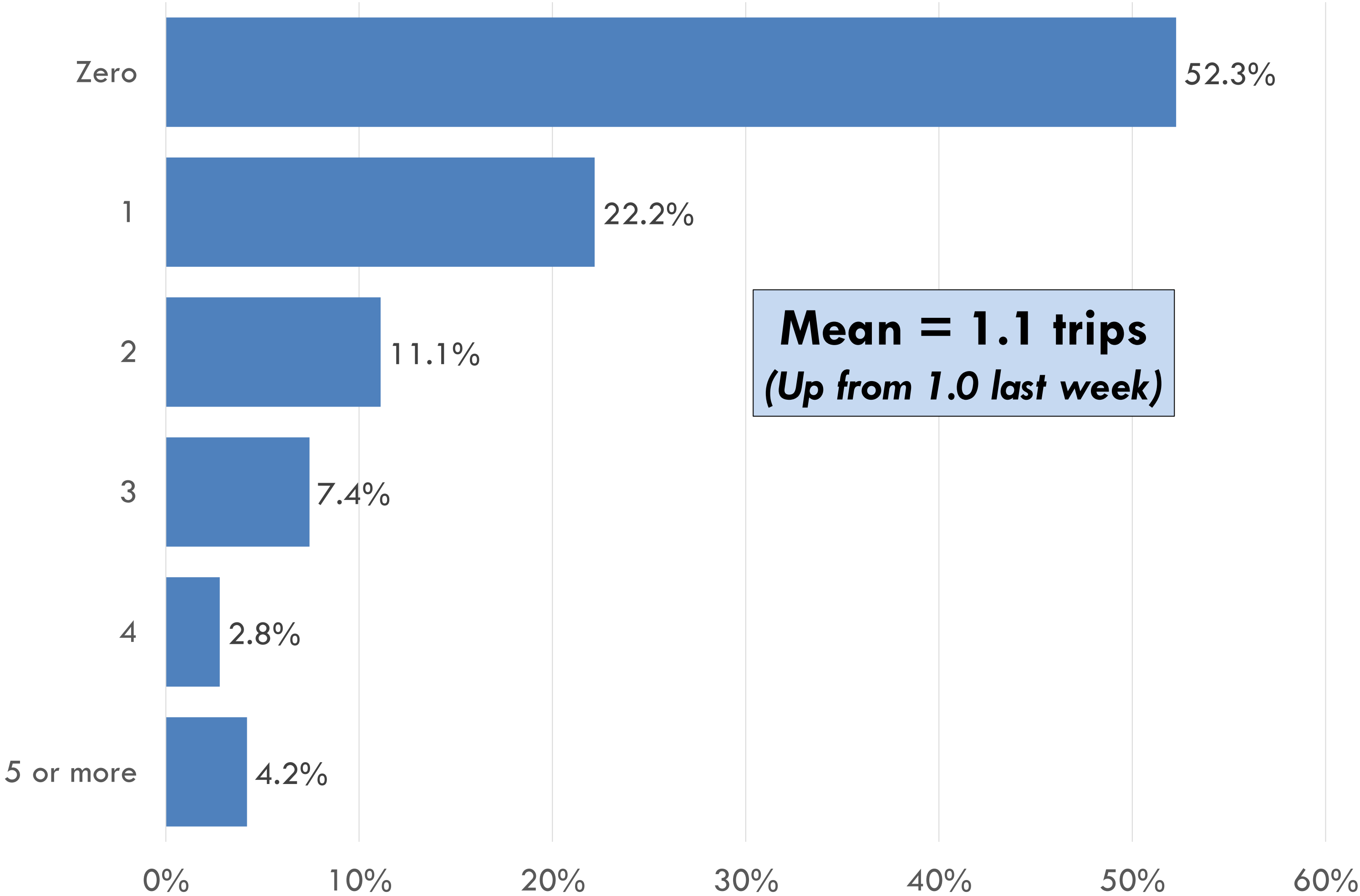


LEISURE TRIPS EXPECTED (NEXT 3 MONTHS)

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

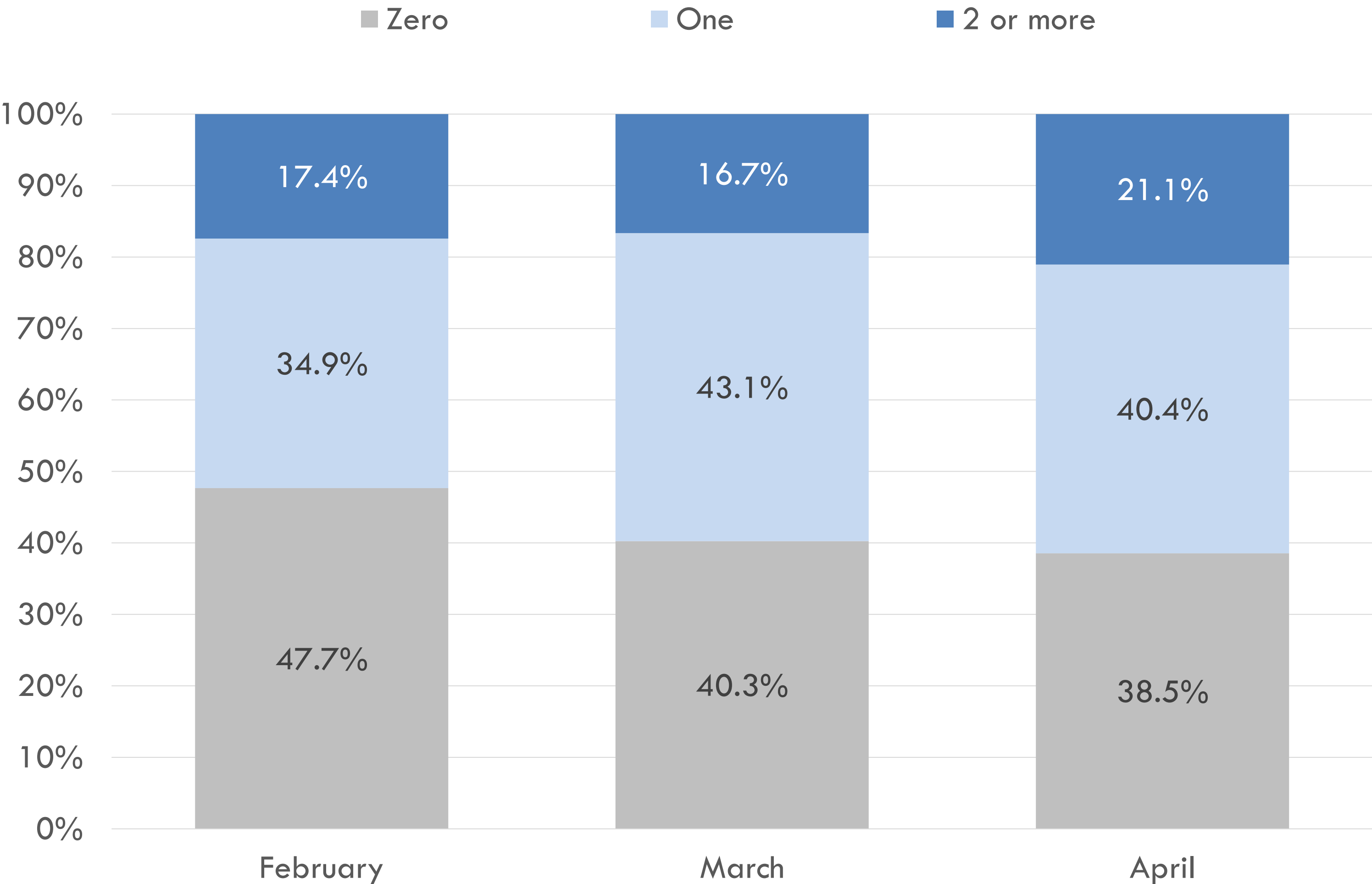
(Base: Waves 47 data. All respondents, 1,209 completed surveys. Data collected Jan 29-31, 2021)



LEISURE TRIPS EXPECTED (BY MONTH)

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

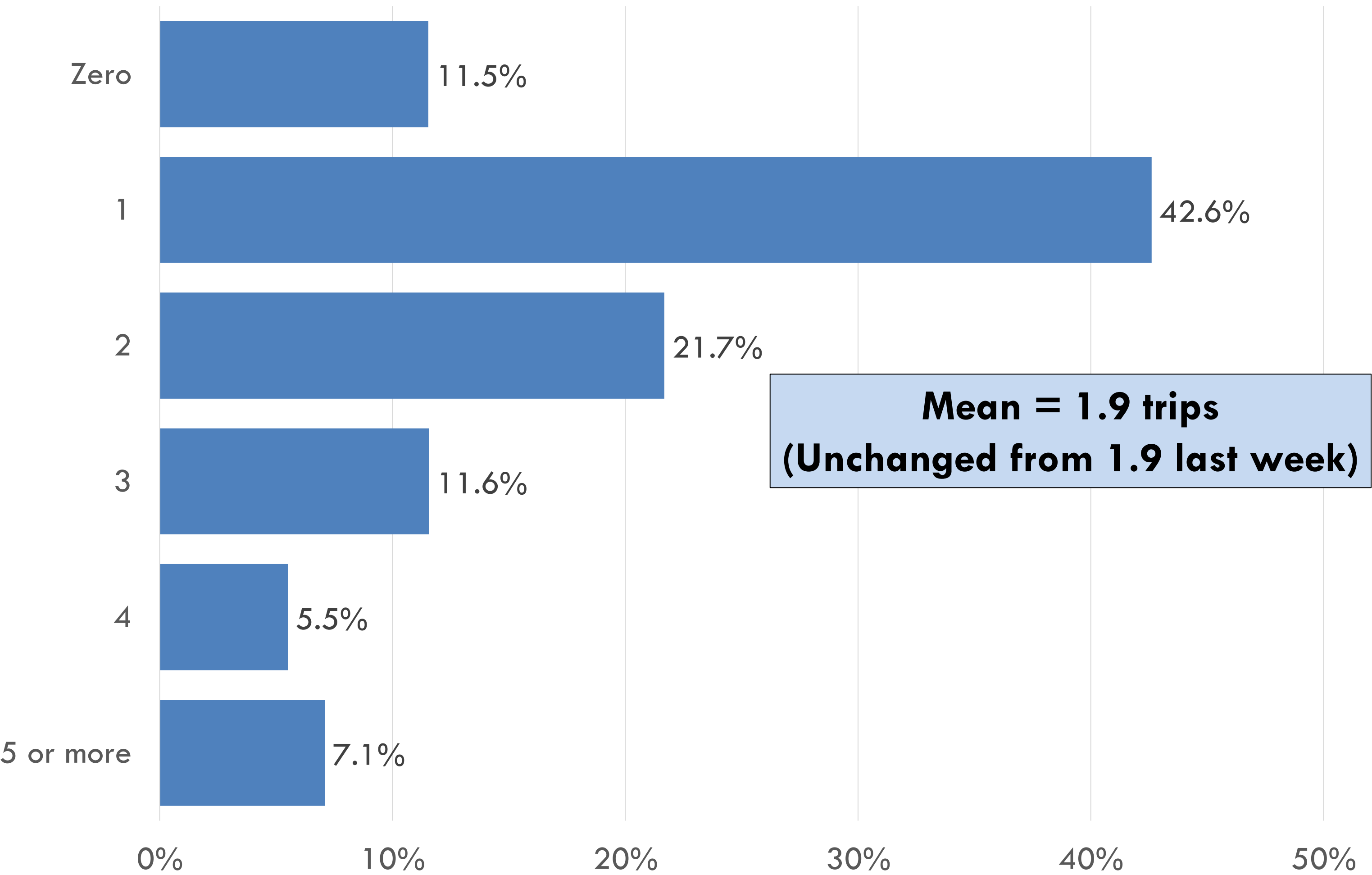
(Base: Waves 47 data. Respondents expecting to travel in the next three months, 577 completed surveys. Data collected January 29-31, 2021)



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)?

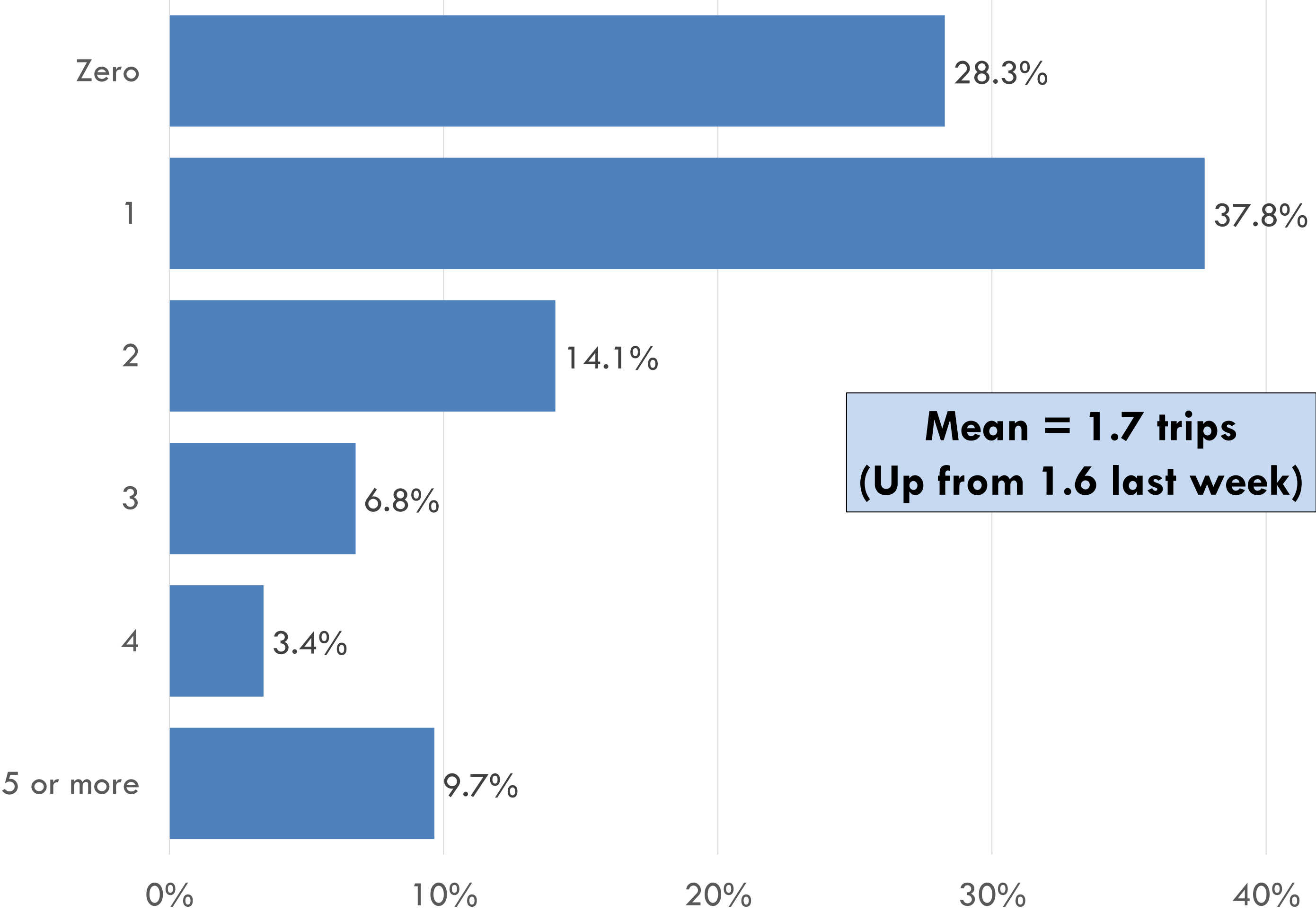
(Base: Waves 47 data. Respondents expecting to travel in the next three months, 565 completed surveys. Data collected January 29-31, 2021)



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)?

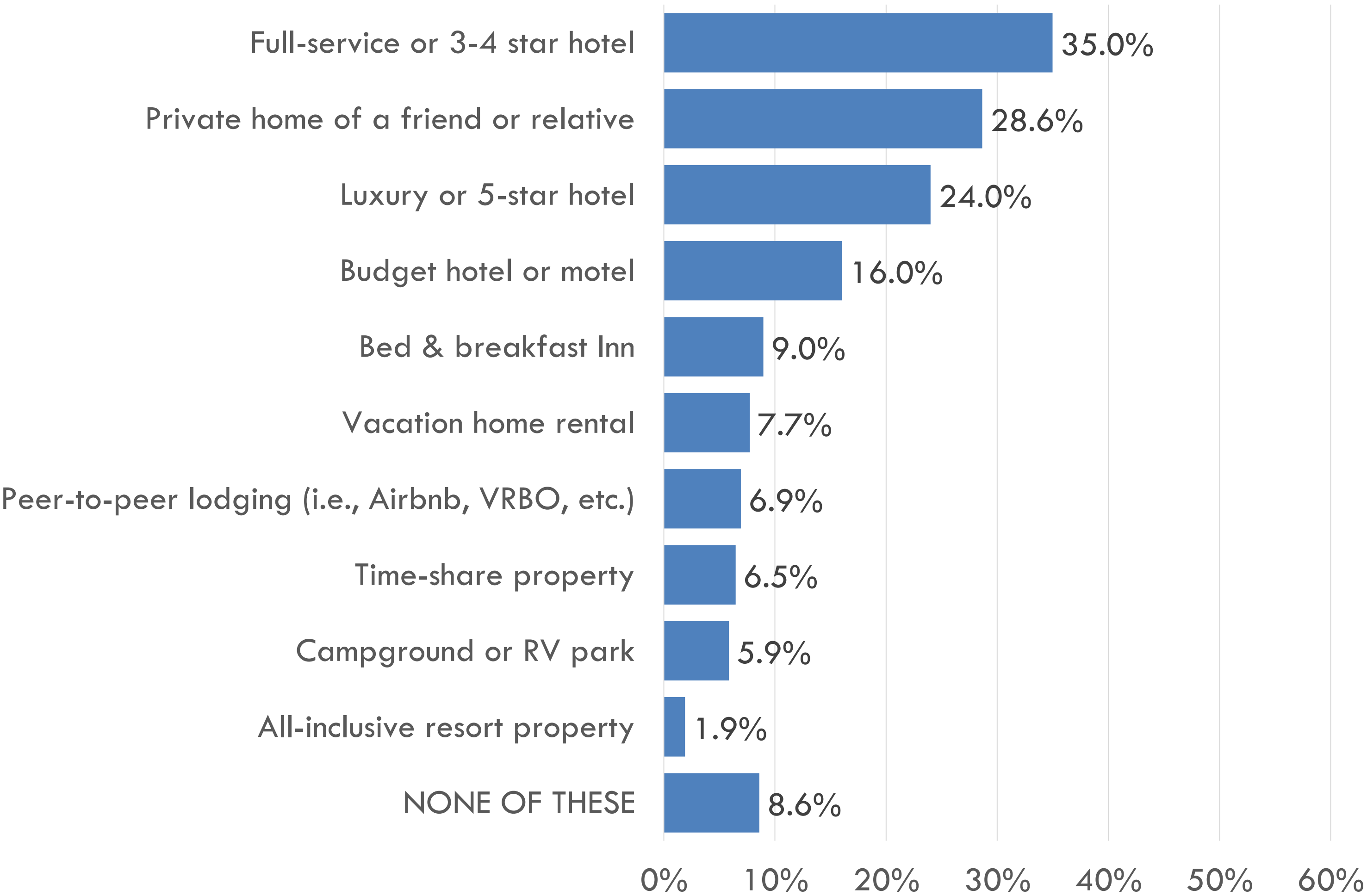
(Base: Waves 47 data. Respondents expecting to travel in the next three months, 565 completed surveys. Data collected January 29-31, 2021)



EXPECTED PLACE OF STAY (NEXT THREE MONTHS)

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

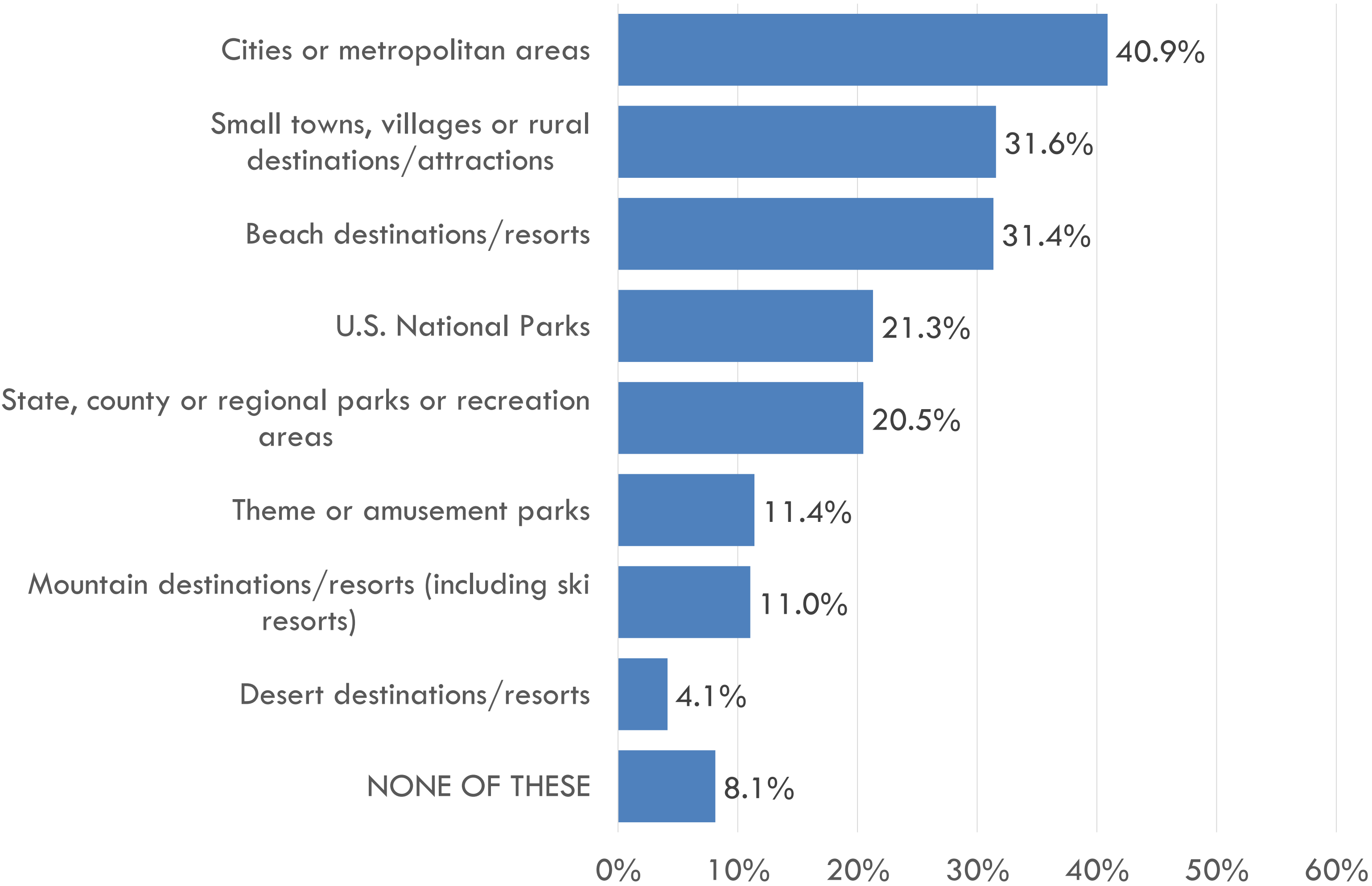
(Base: Waves 47 data. Respondents expecting to travel in the next three months, 565 completed surveys. Data collected January 29-31, 2021)



DESTINATION TYPES EXPECTED (NEXT THREE MONTHS)

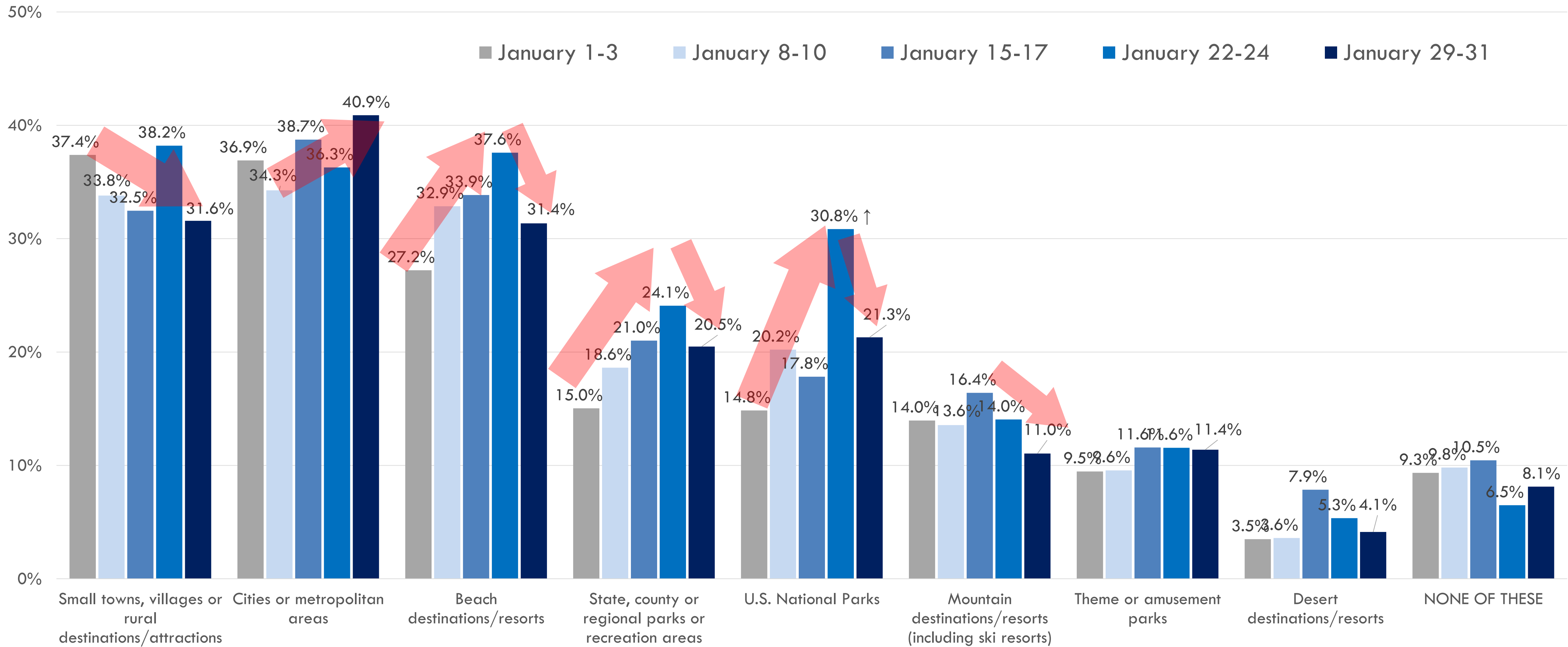
Question: On these leisure trips, which of the following are you expecting to visit?

(Base: Waves 47 data. Respondents expecting to travel in the next three months, 565 completed surveys. Data collected January 29-31, 2021)



DESTINATION TYPES EXPECTED (NEXT THREE MONTHS)

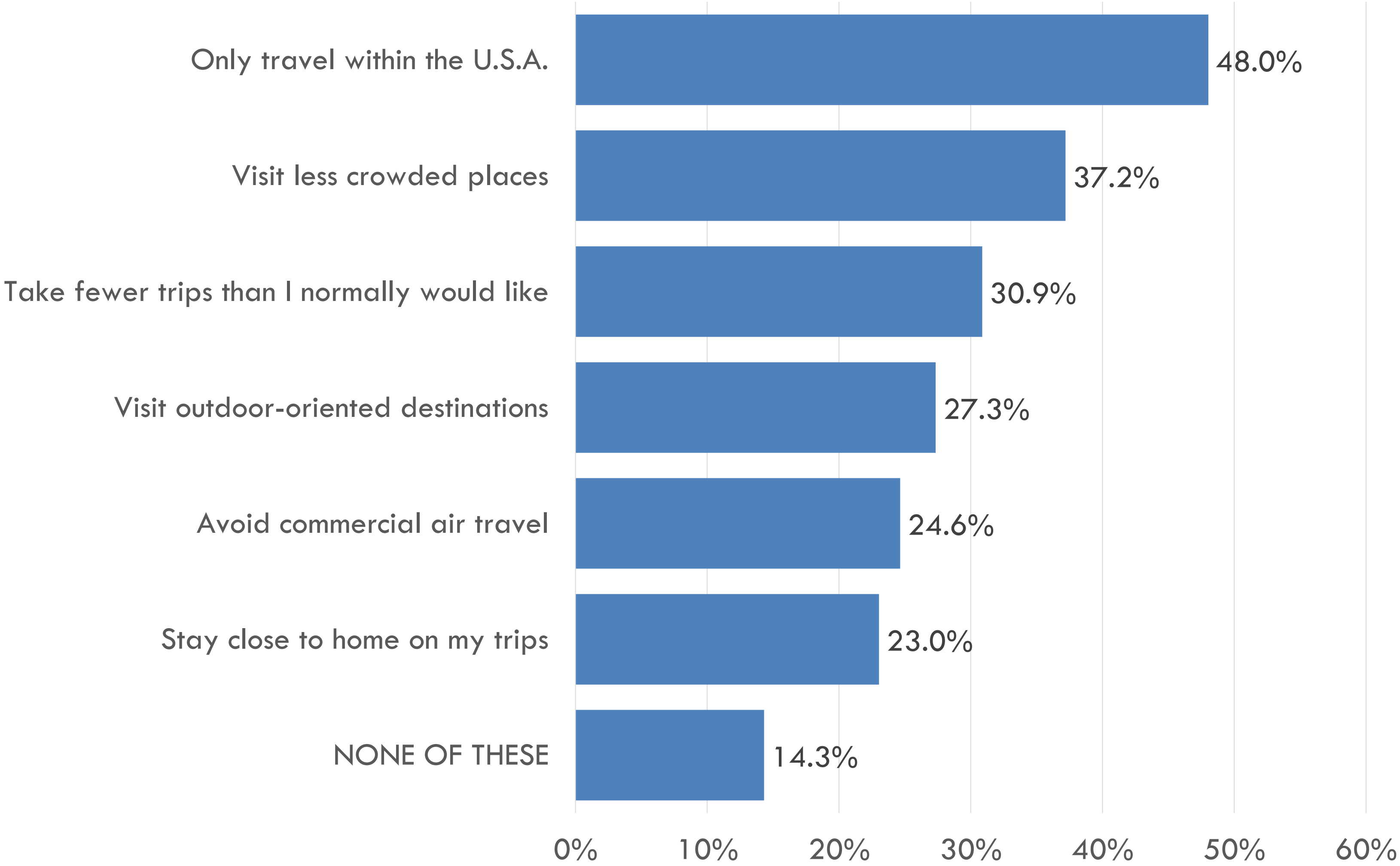
Question: On these leisure trips, which of the following are you expecting to visit?



EXPECTATIONS FOR ADAPTING TO THE PANDEMIC (NEXT 3 MONTHS)

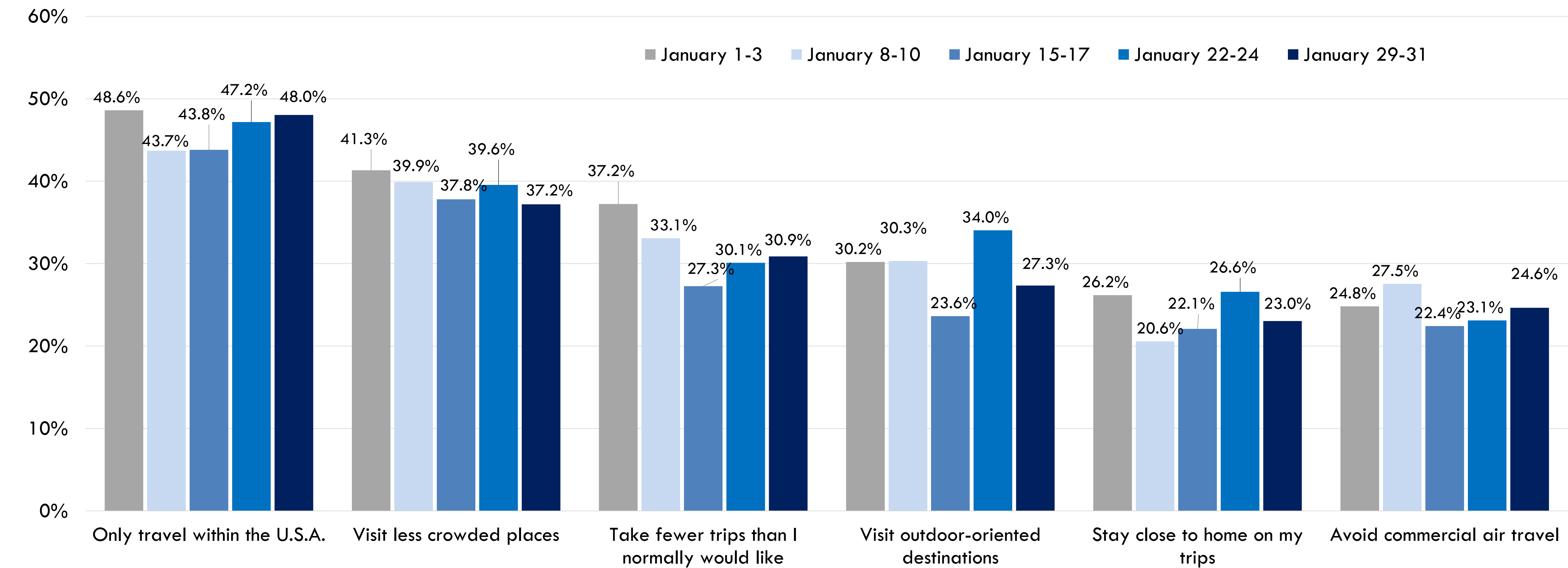
Question: In the NEXT THREE MONTHS, which of these actions do you expect to take as a result of the ongoing COVID-19 pandemic? (Select all that apply)

(Base: Waves 47 data. Respondents expecting to travel in the next three months, 565 completed surveys. Data collected January 29-31, 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)

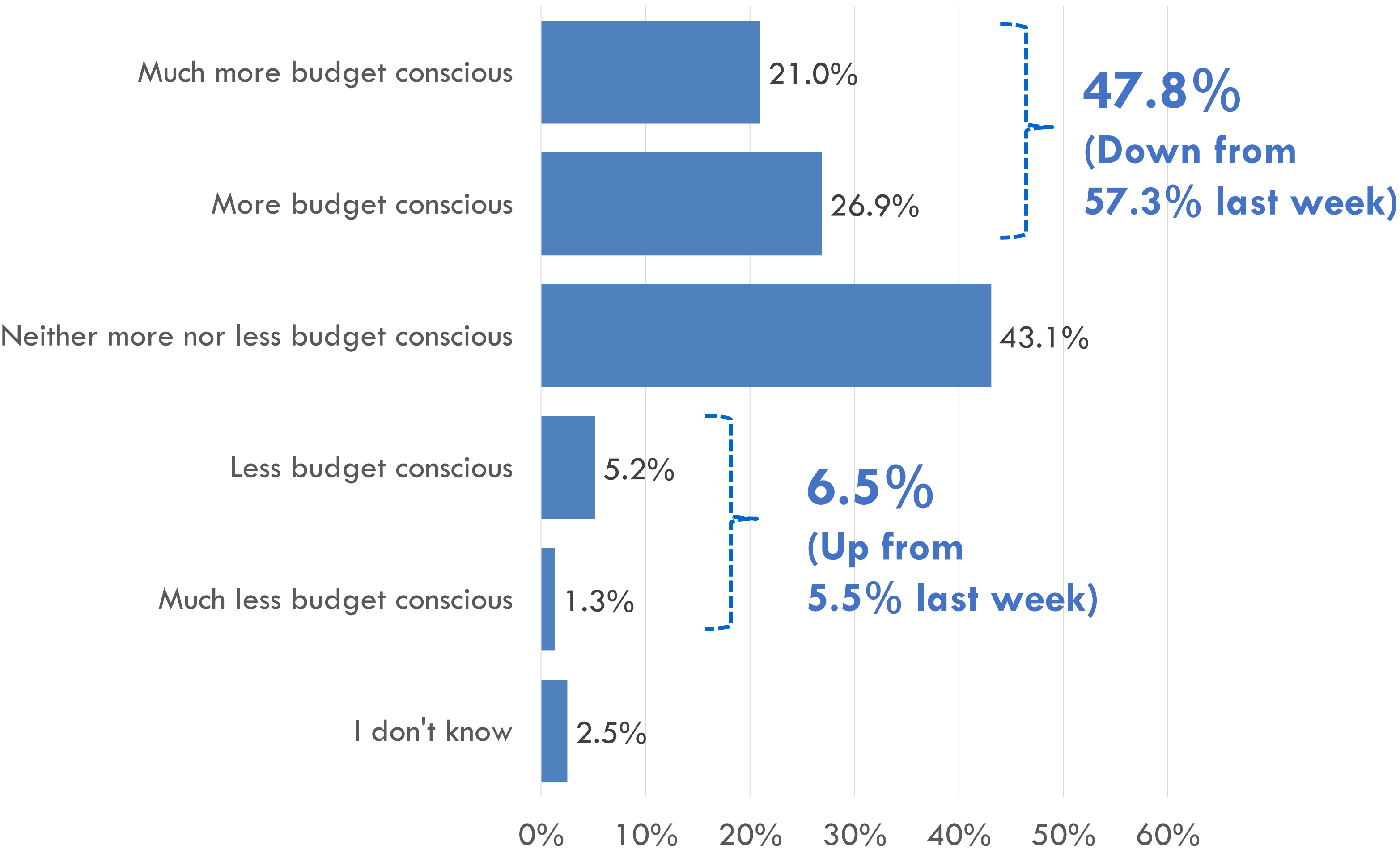


BUDGET CONSCIOUSNESS AROUND TRAVEL (NEXT 3 MONTHS)

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 47 data. Respondents expecting to travel in the next three months, 565 completed surveys. Data collected January 29-31, 2021)

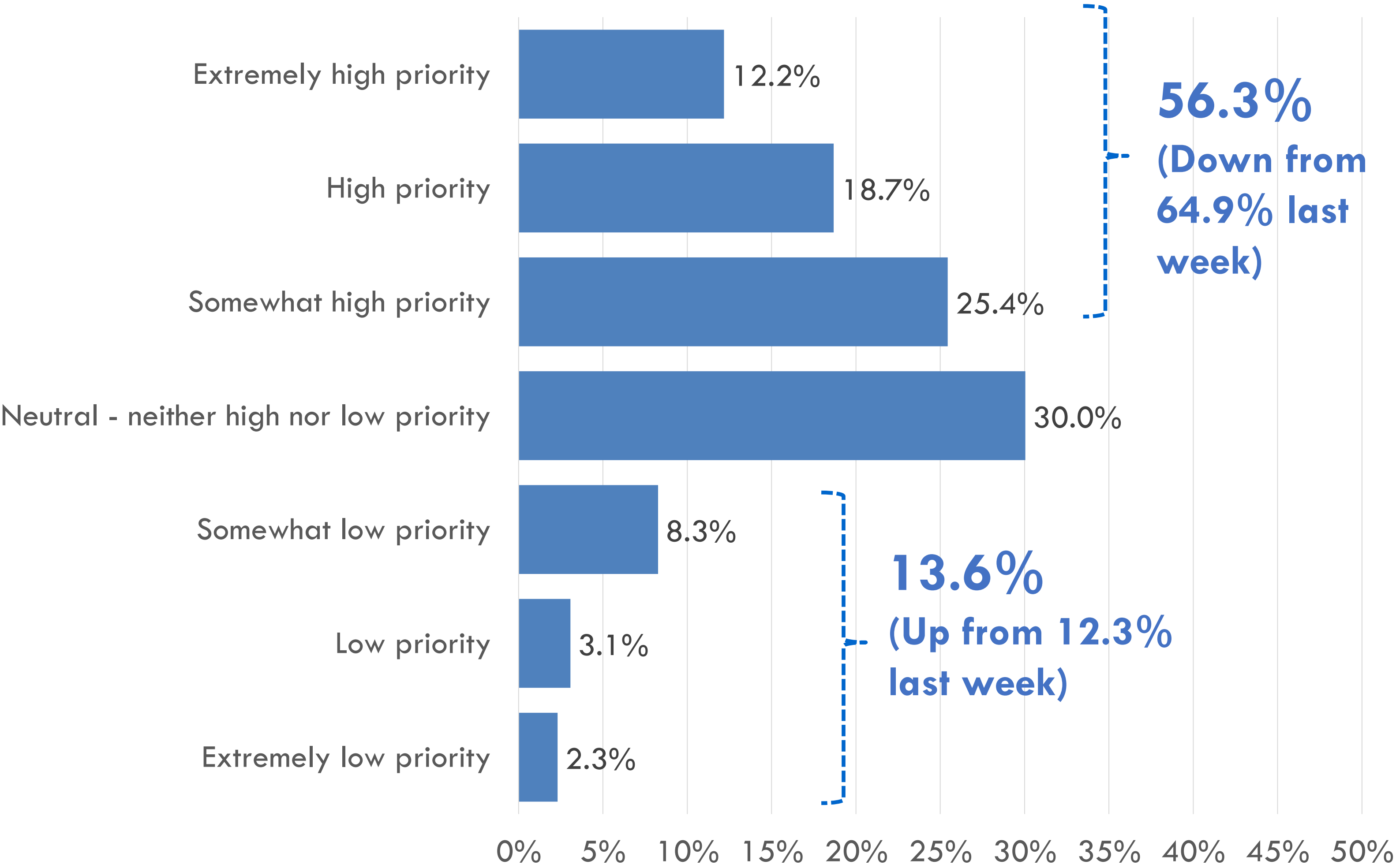


LEISURE TRAVEL AS A BUDGET PRIORITY (NEXT 3 MONTHS)

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

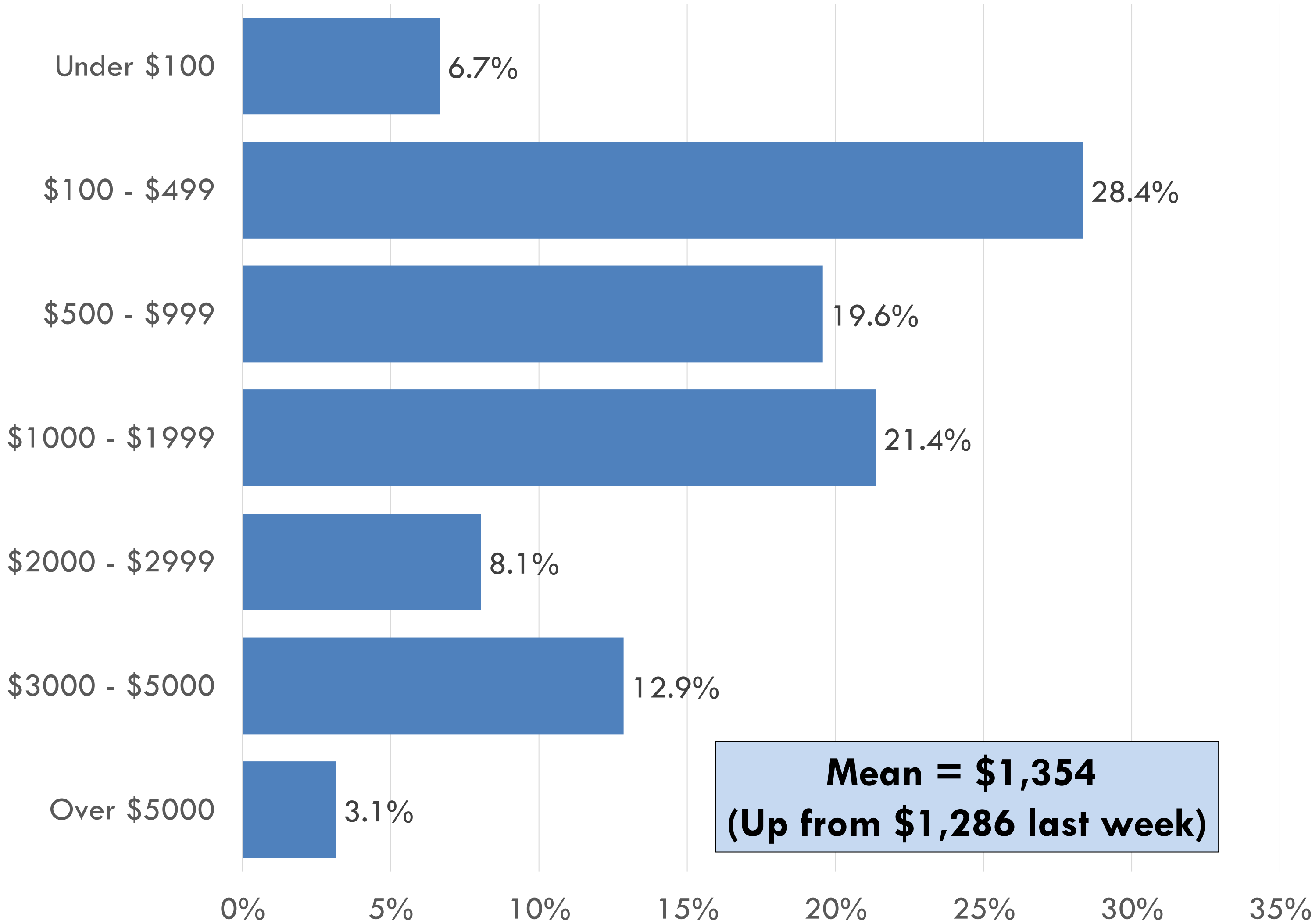
(Base: Waves 47 data. Respondents expecting to travel in the next three months, 565 completed surveys. Data collected January 29-31, 2021)



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 47 data. Respondents expecting to travel in the next three months, 529 completed surveys. Data collected January 29-31, 2021)





Coronavirus Travel Sentiment Index

Measuring the Potential Influence of Travel Marketing

Highlights from the Week of February 1st

What is a Predictive Index?



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



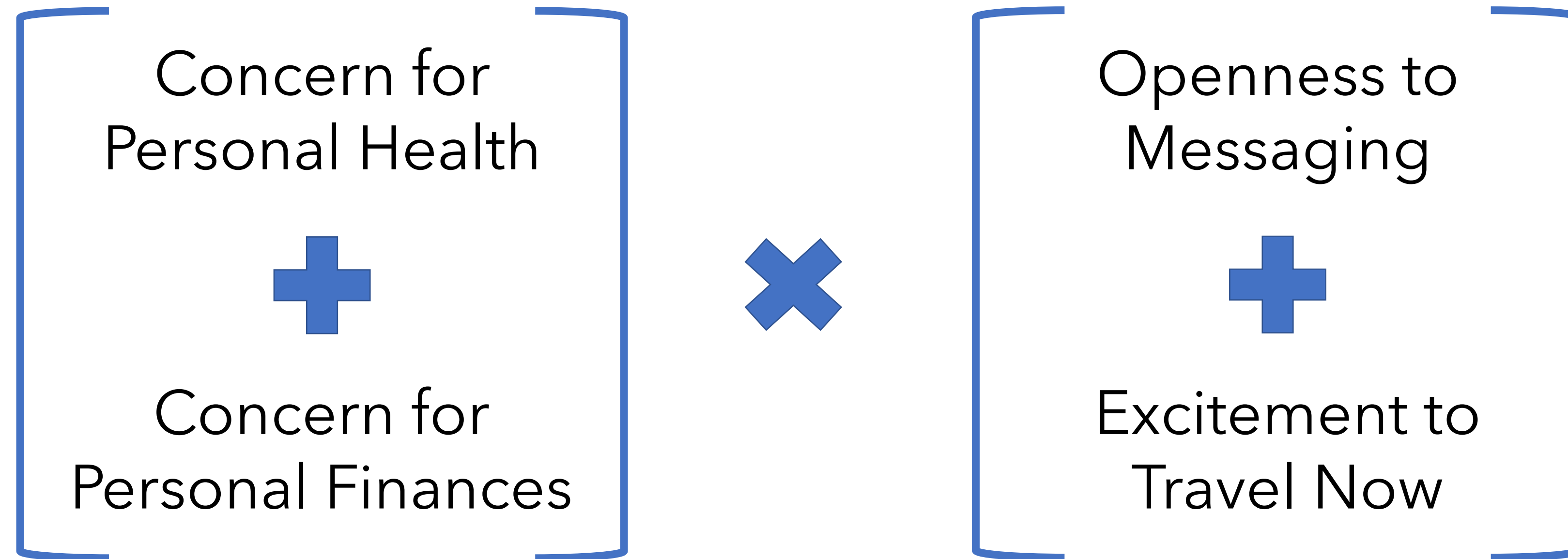
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.



The goals are to identify:

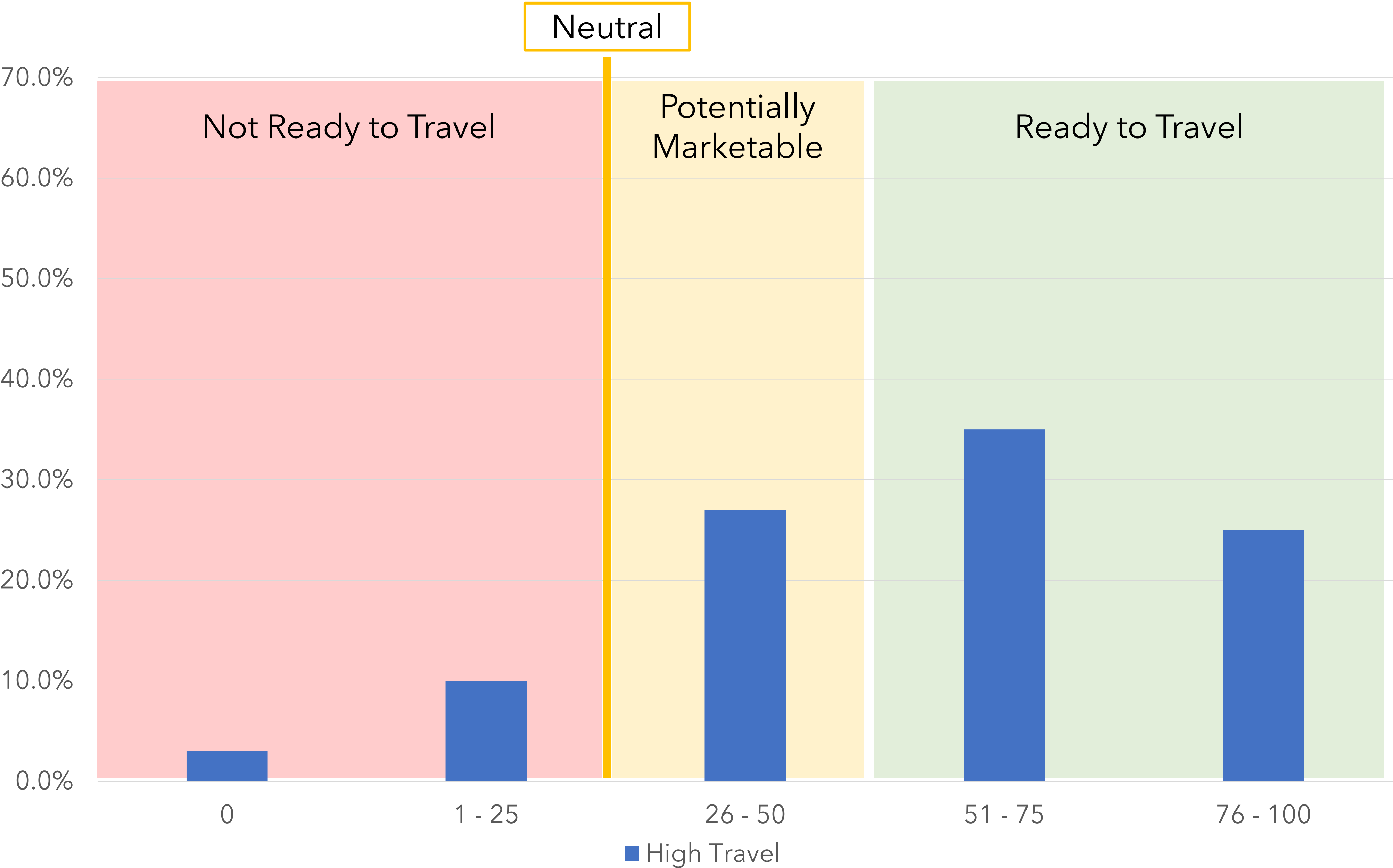
- WHO are the traveler segments that appear receptive to travel marketing and
- WHEN will they be ready to travel

Predictive Index Formula

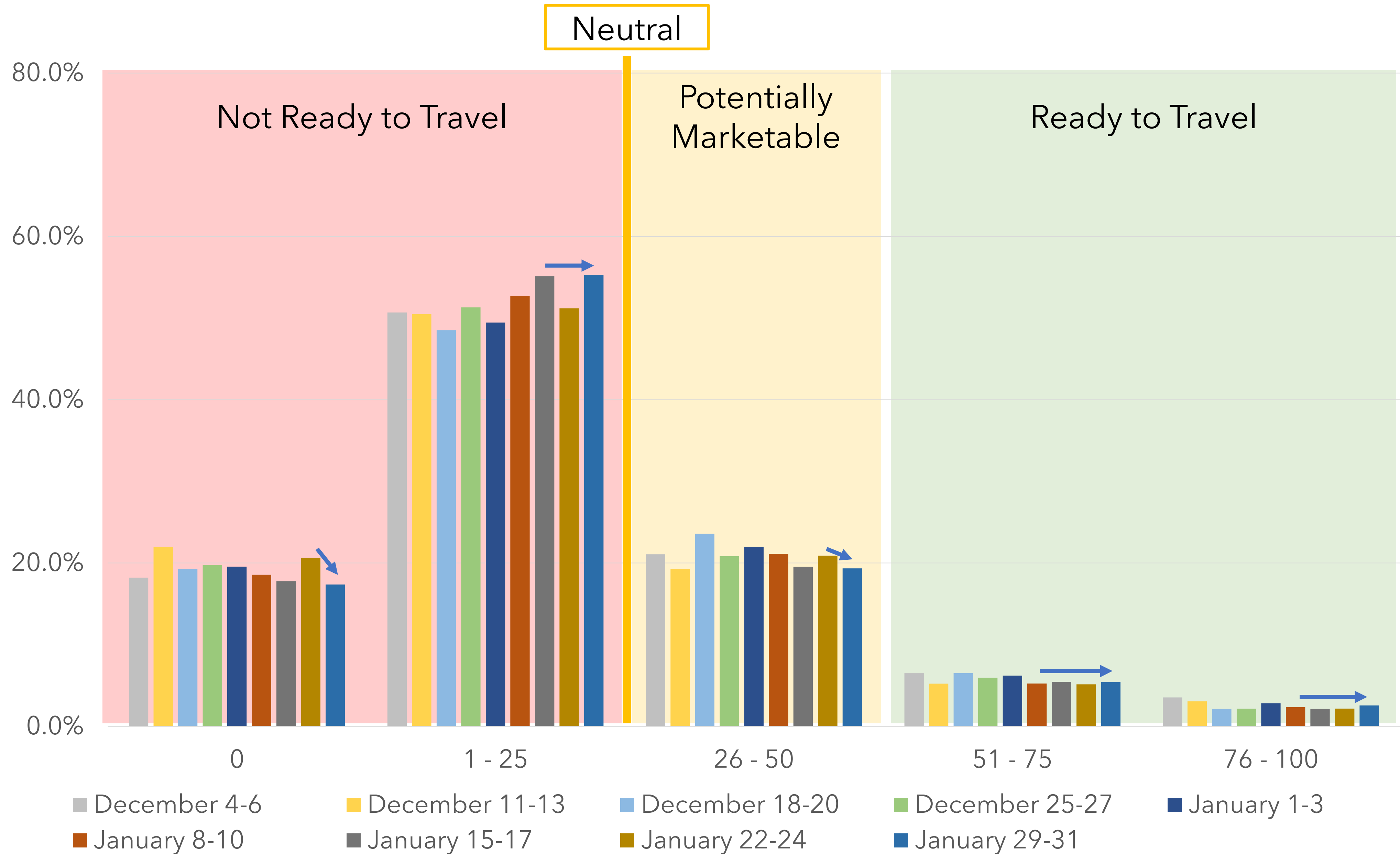


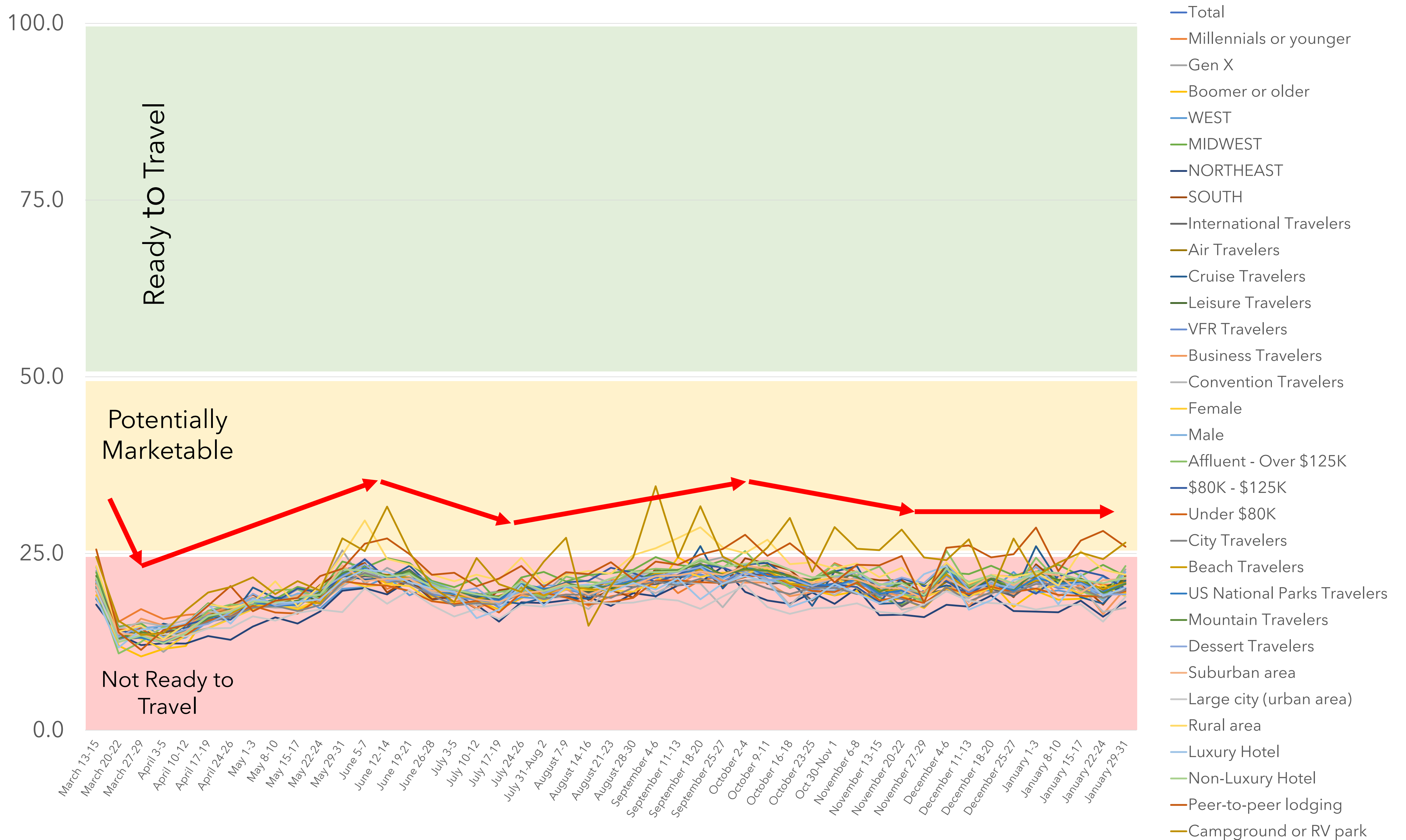
*Normalized to a 100pt scale

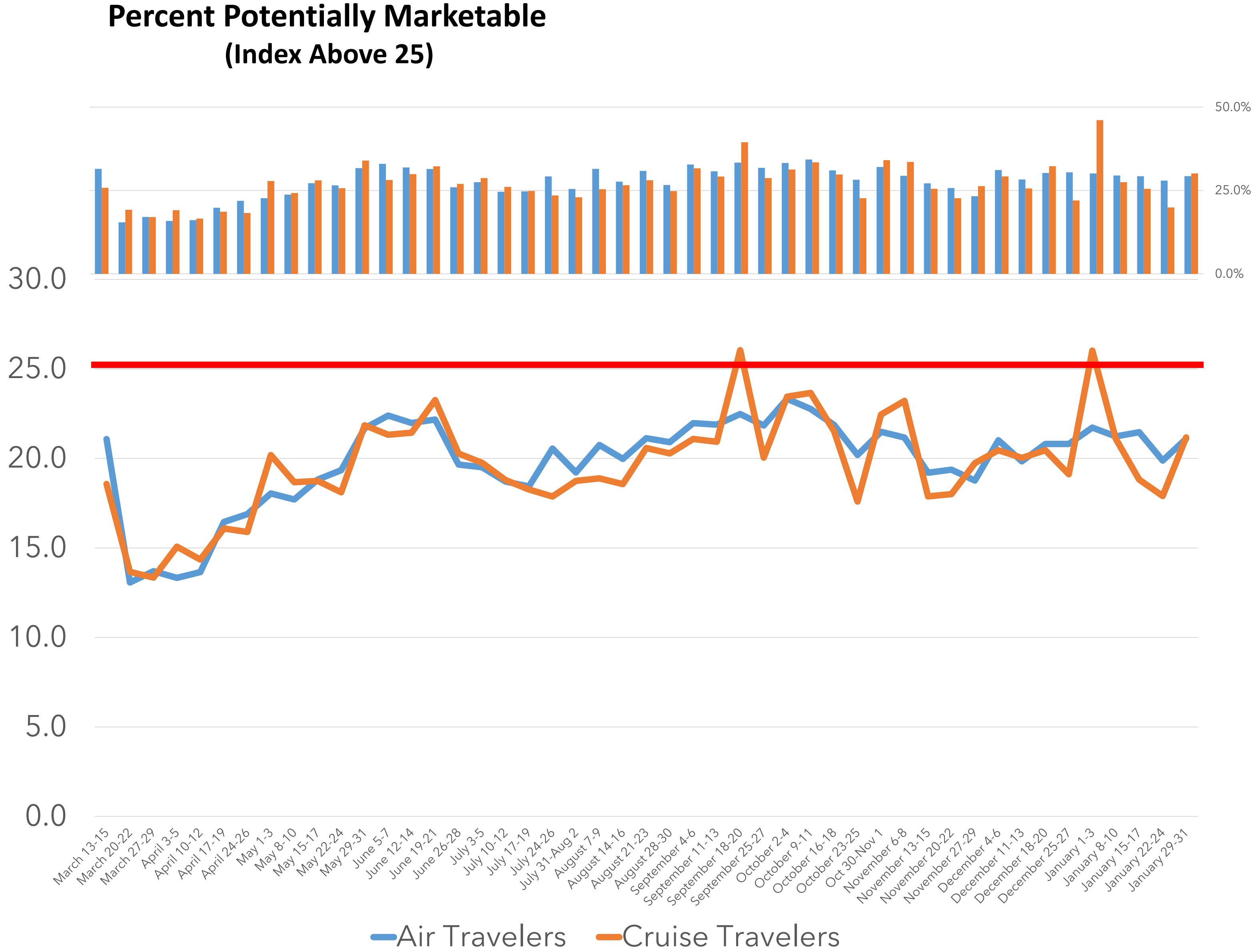
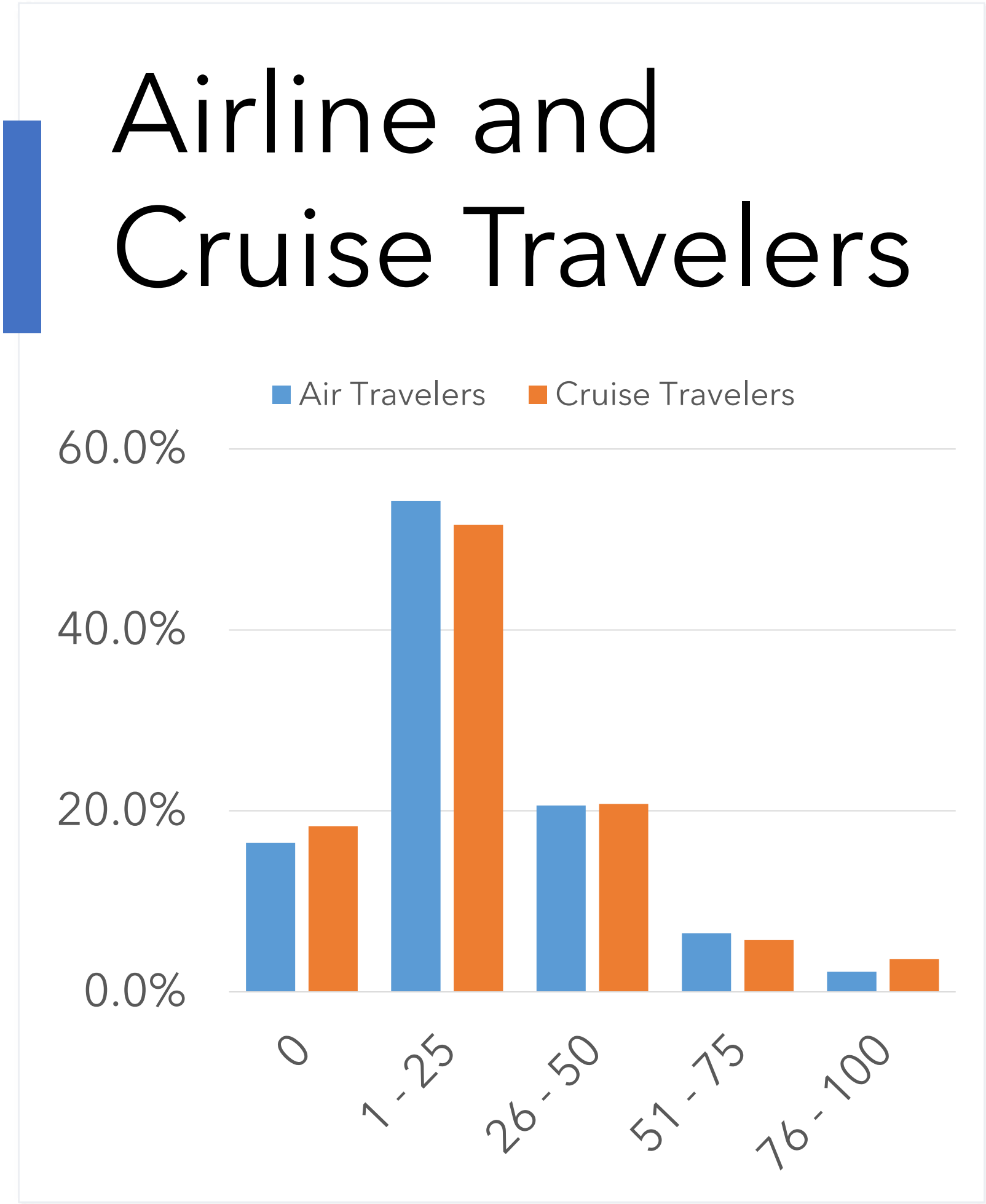
Healthy Travel Outlook

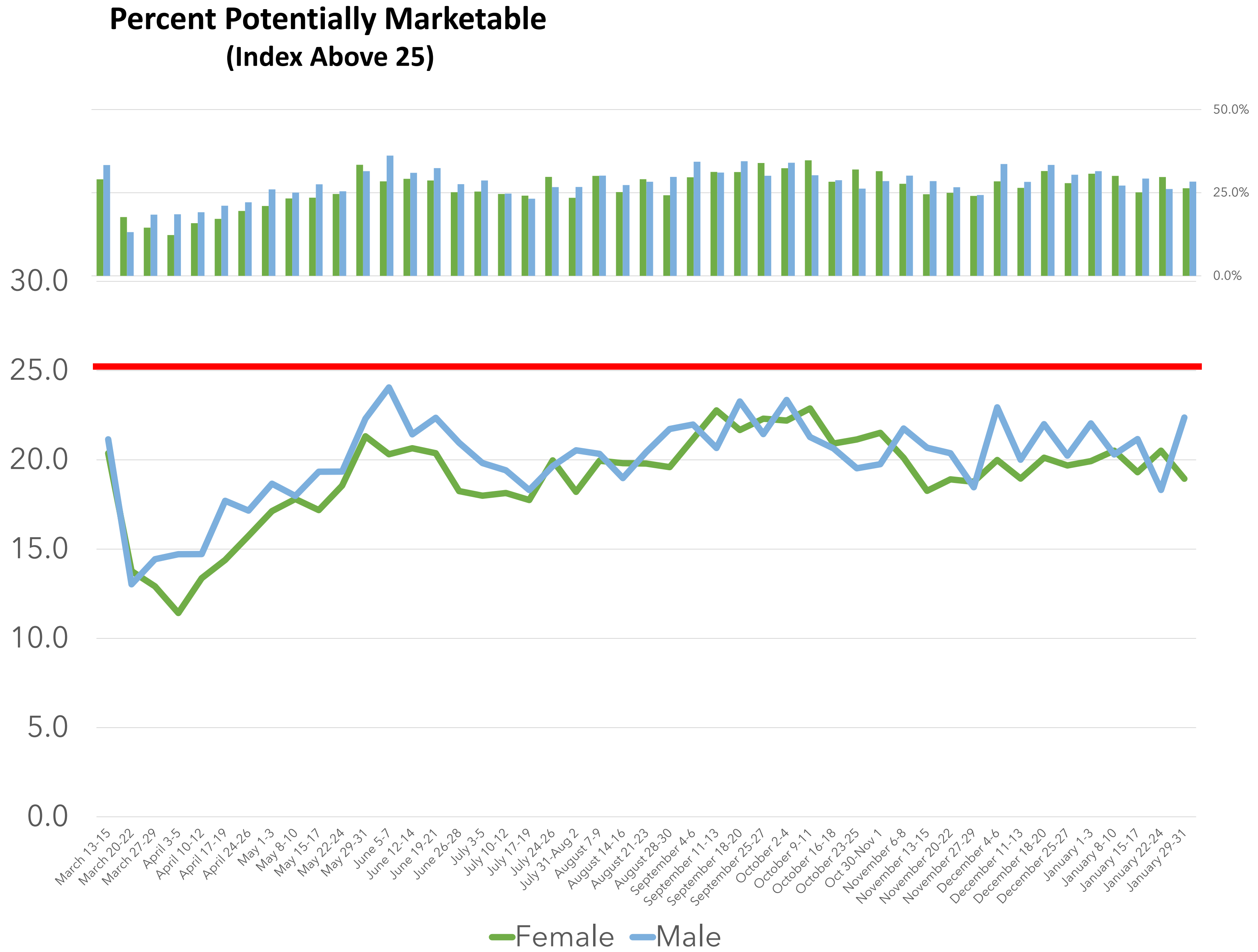
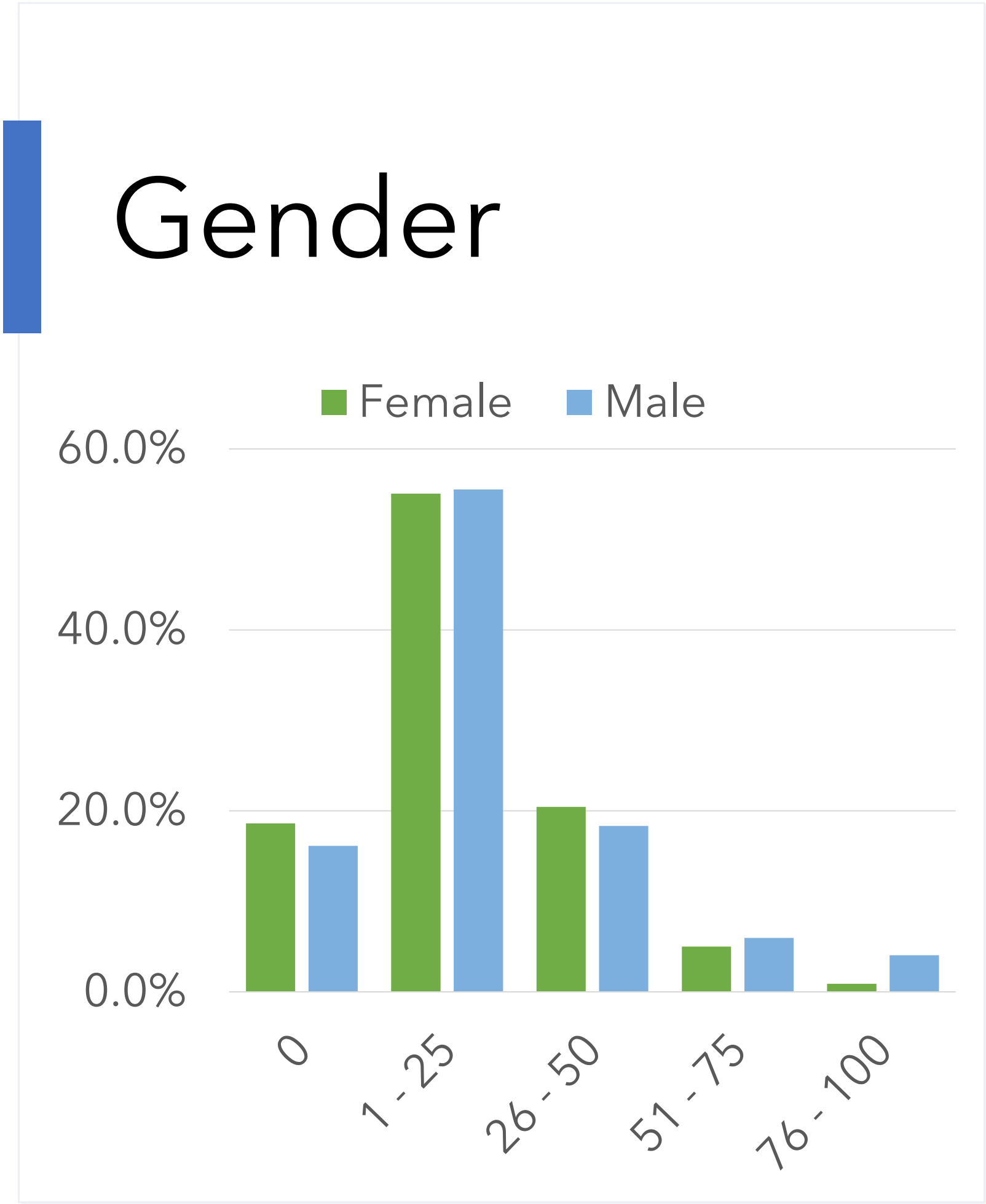


Travel Outlook



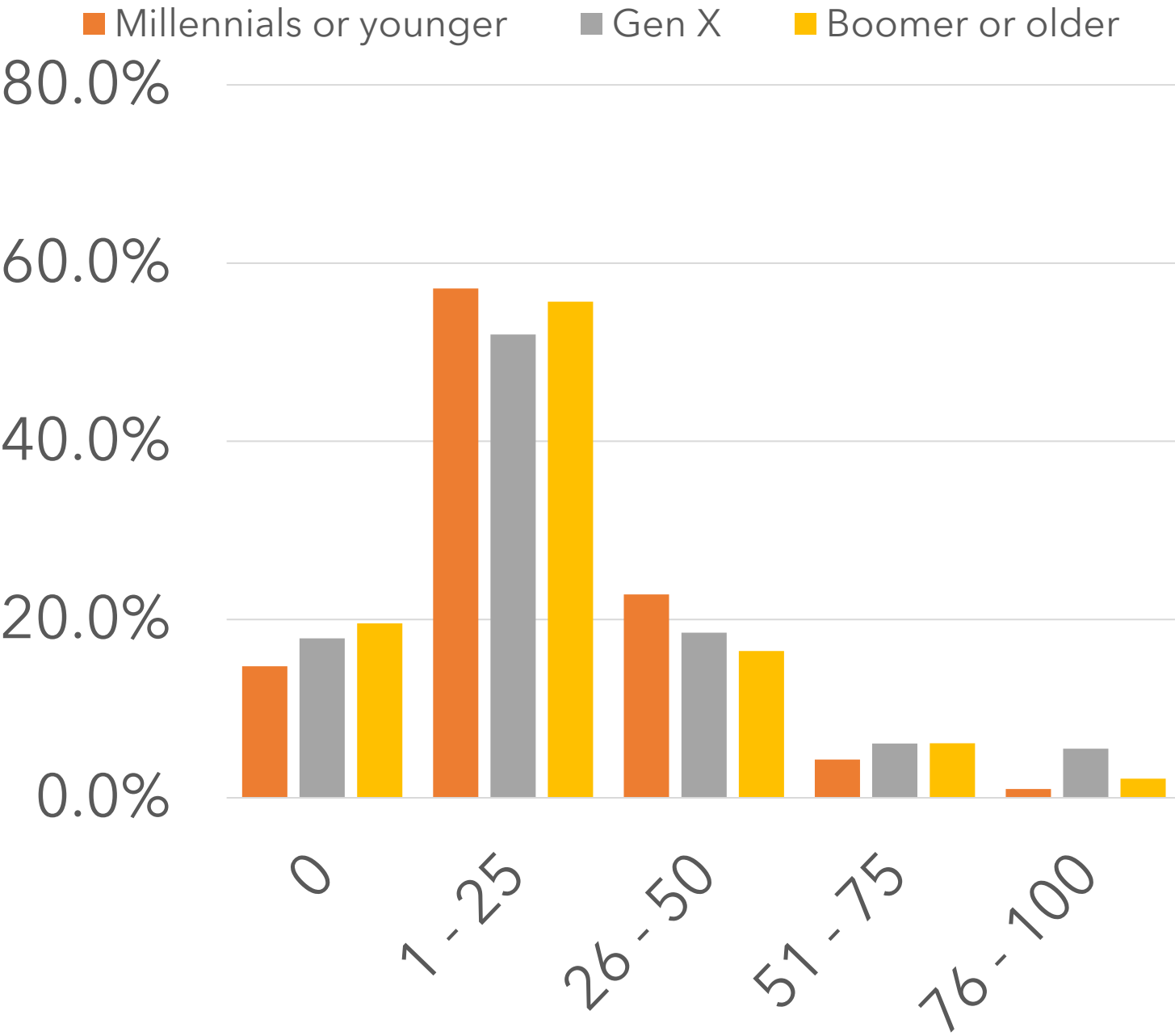




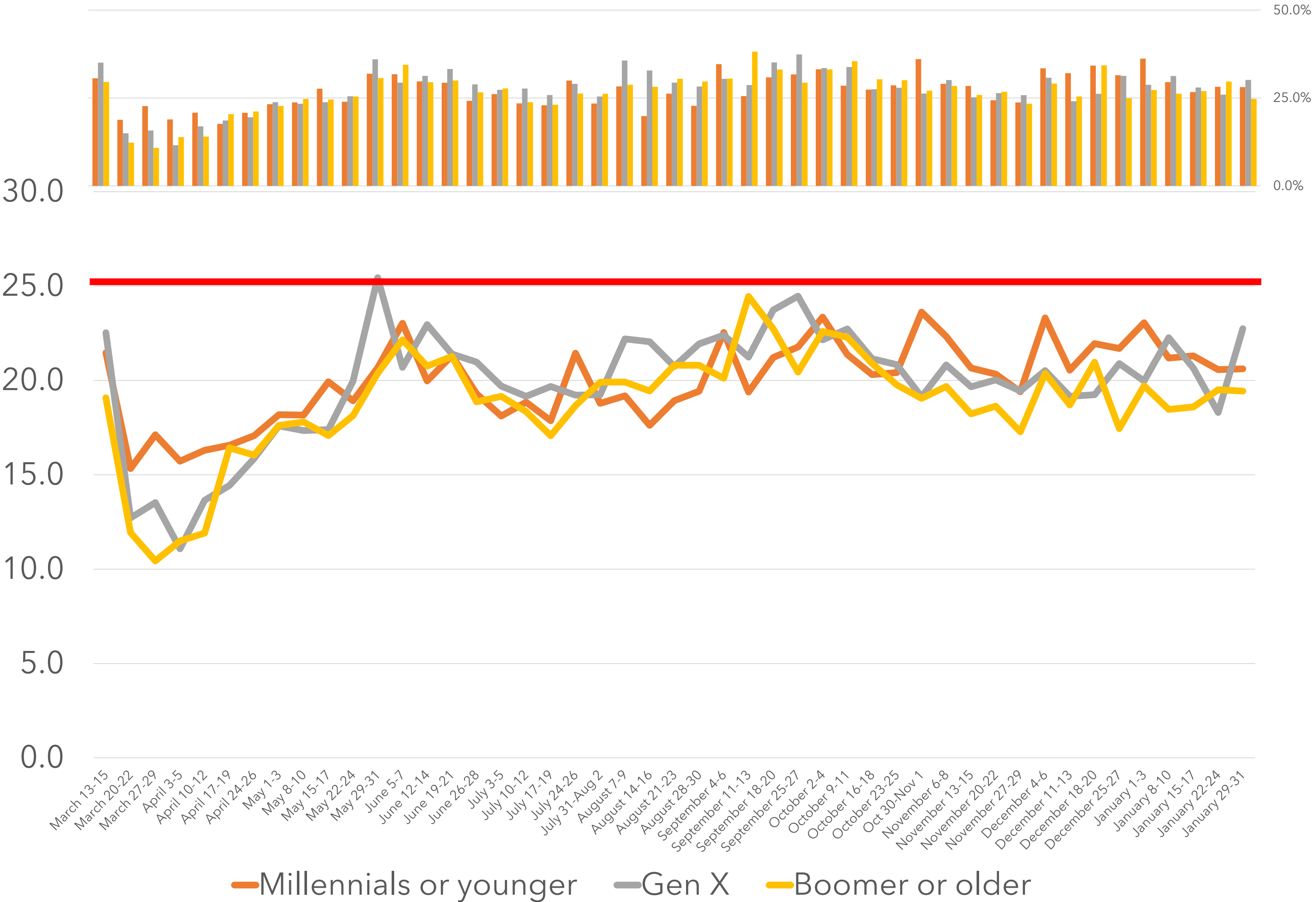


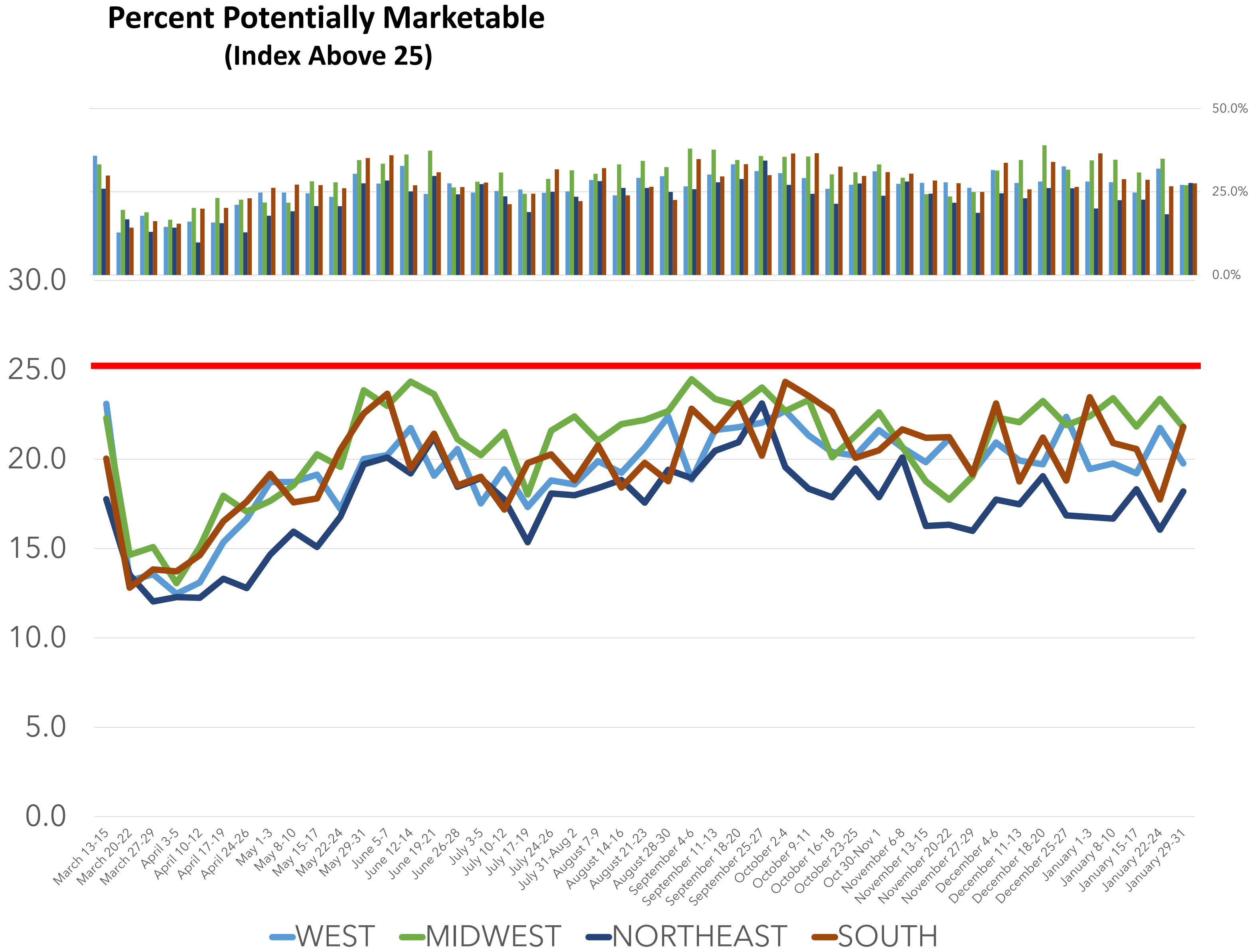
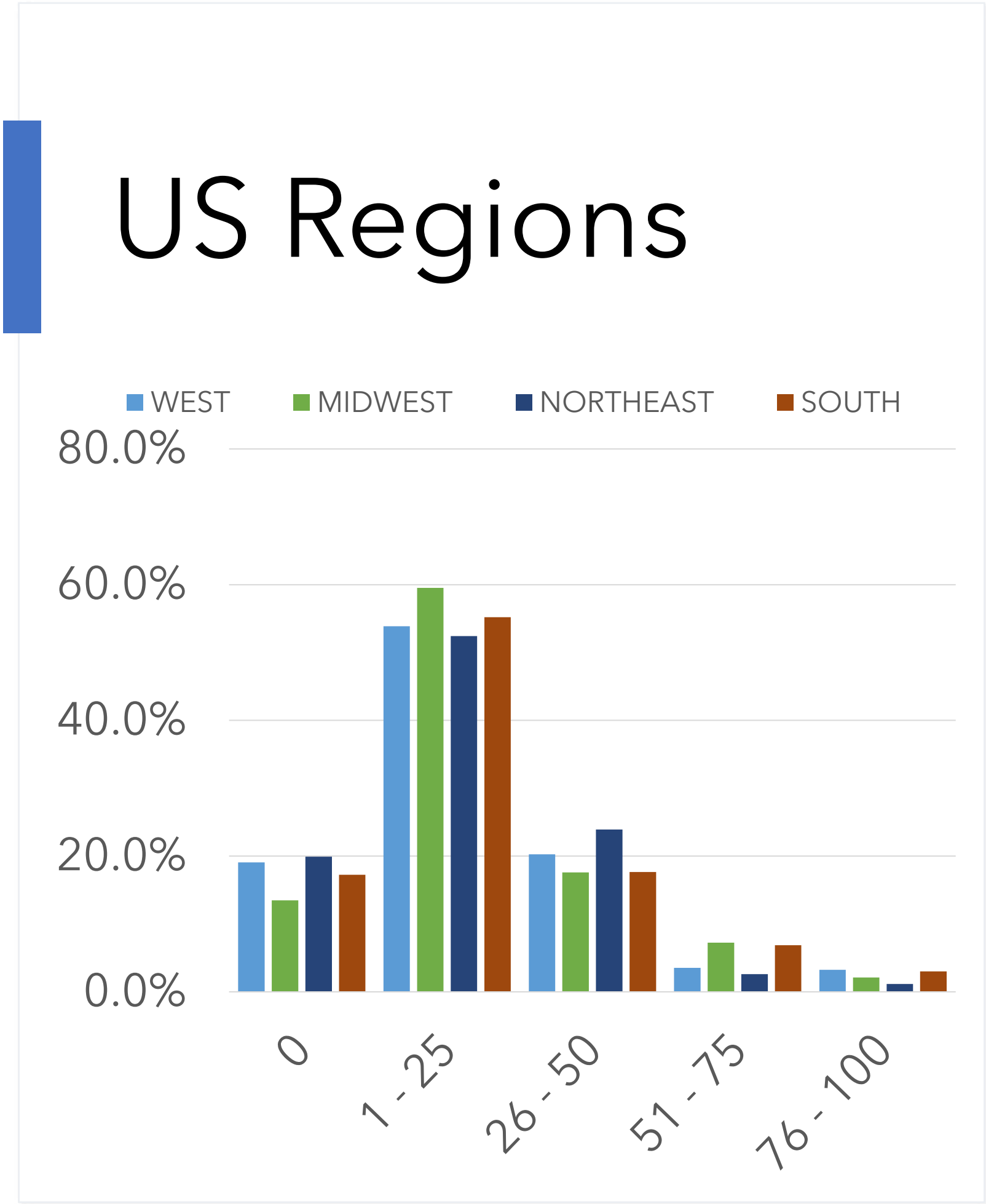


Generation



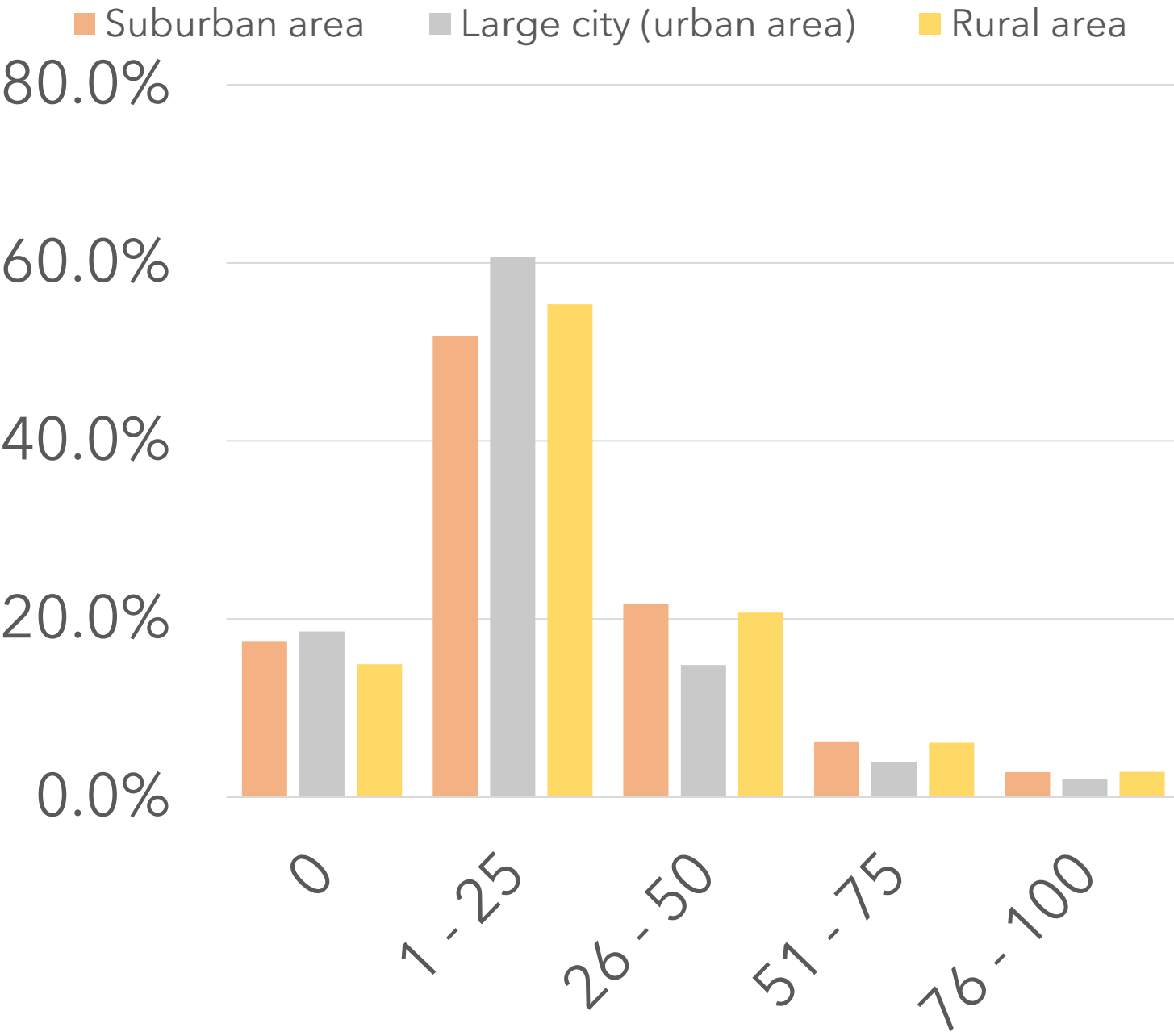
Percent Potentially Marketable (Index Above 25)



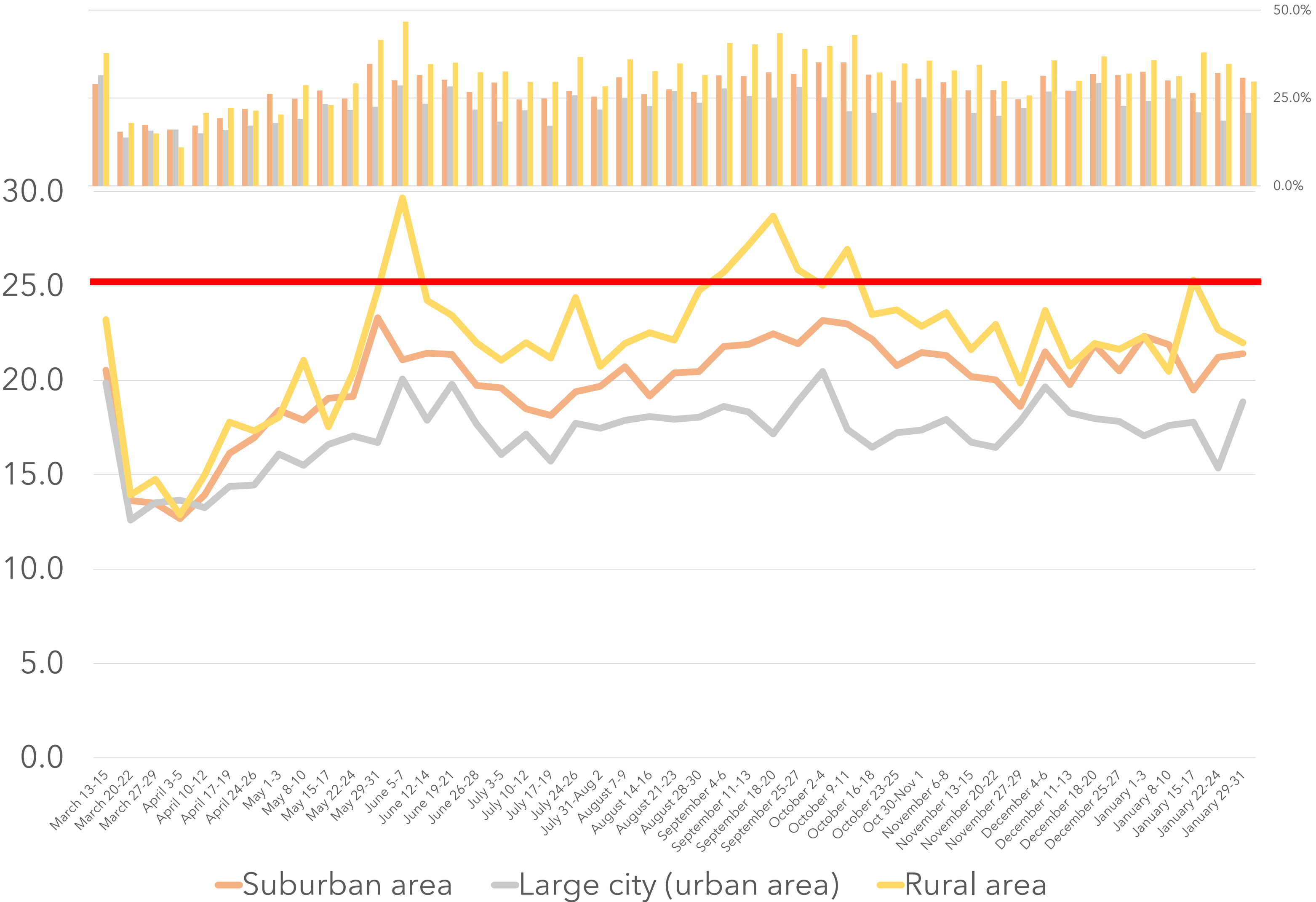


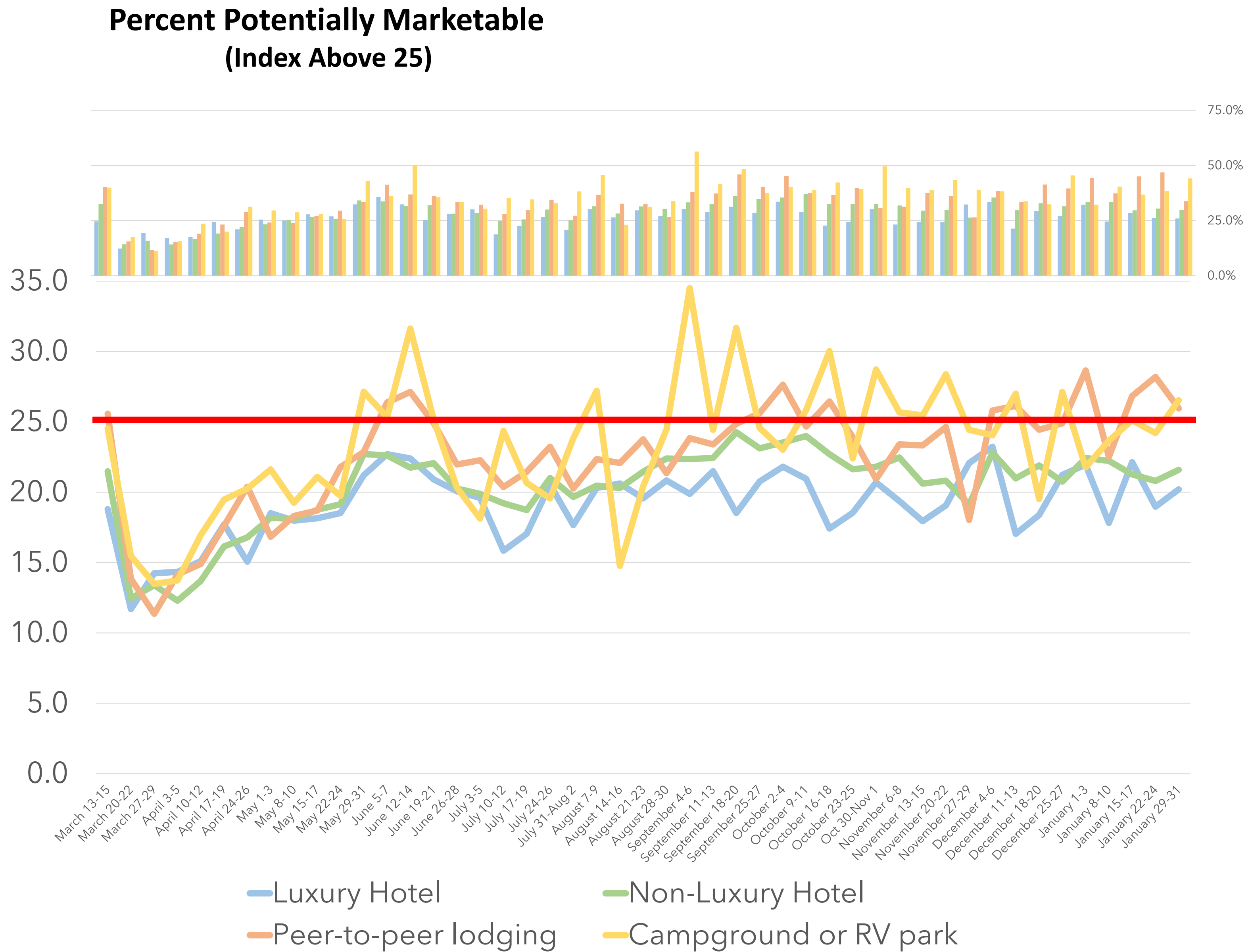
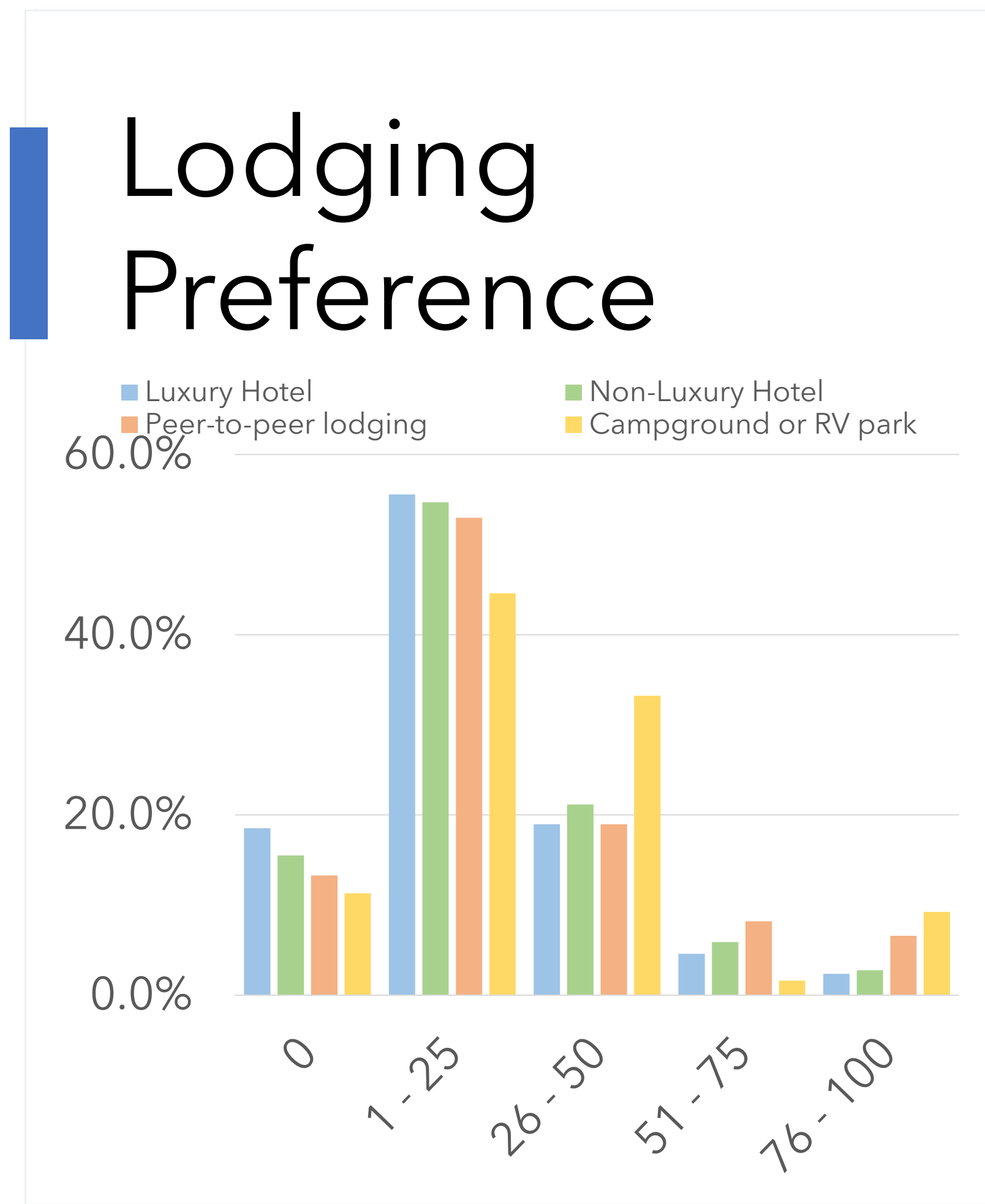


Residence Type



Percent Potentially Marketable (Index Above 25)





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- Audience Persona Identification
- Brand Performance
- Visitor Activity Analysis & Segmentation
- Resident + Stakeholder Research
- Advertising Testing

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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 out over a vast, hazy landscape under a bright, orange-yellow sky filled with soft, billowing clouds. The lighting is warm and dramatic, suggesting a sunrise or sunset. The text 'Destination APOLLO' is overlaid in the center in a large, white, sans-serif font.

Destination APOLLO

Destination Intelligence + Management System



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