

CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

Presentation of Findings
February 9th, 2021

Destination  Analysts



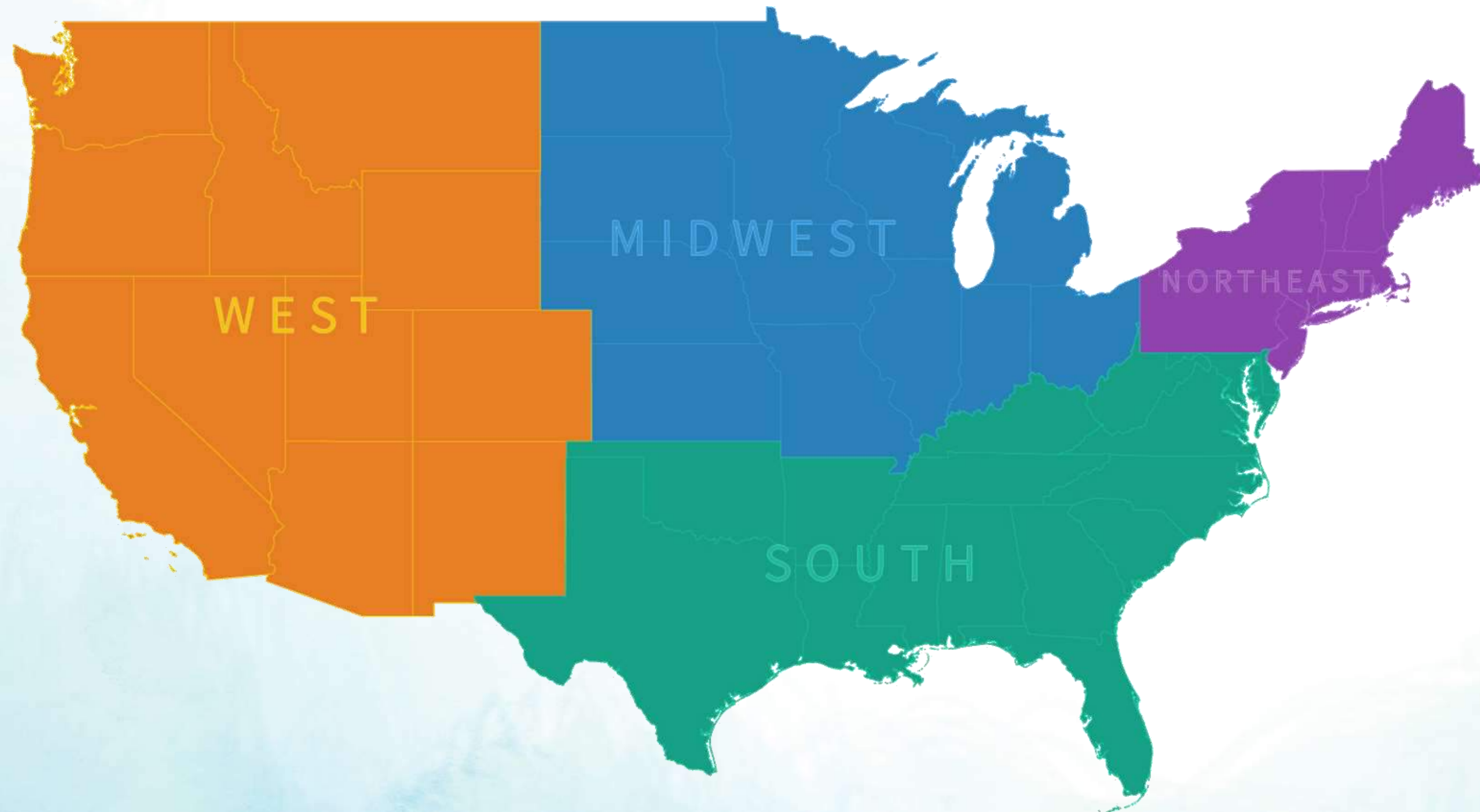
Destination  Analysts

The background of the image is a blue-toned financial chart. It features a line graph with a jagged, fluctuating line and a smooth, curved trend line. Below the line graph is a bar chart with vertical bars of varying heights. The entire background is overlaid with a grid of faint, semi-transparent numbers and symbols, giving it a data-driven, analytical appearance.

Week 48

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 45 data (fielded February 5-7) will be presented today**
- **1,200+ fully completed surveys collected each wave**
- **Confidence interval of $\pm 2.8\%$**
- **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 gains, with the Nasdaq up 1.5%. The Dow Jones Industrial Average climbed 0.8% to 35,000. Analysts expect a continued recovery in the tech sector, driven by AI and cloud computing. However, concerns remain about inflation and the Federal Reserve's interest rate policy.

Mortgage and Savings Center

Category	Item	Value	Change
Mortgage	30-year fixed rate	6.75%	↓ 0.05%
	15-year fixed rate	5.75%	↓ 0.05%
	5/1 ARM	5.25%	↓ 0.05%
	10/1 ARM	5.50%	↓ 0.05%
Savings	High-yield savings	4.50%	↑ 0.01%
	Money market	4.25%	↑ 0.01%
	CD (12 months)	3.75%	↑ 0.01%
	CD (24 months)	3.50%	↑ 0.01%

[WORLD](#) / [COUNTRIES](#) / UNITED STATES

Last updated: February 07, 2021, 02:24 GMT

 **United States**

Coronavirus Cases:

27,519,636

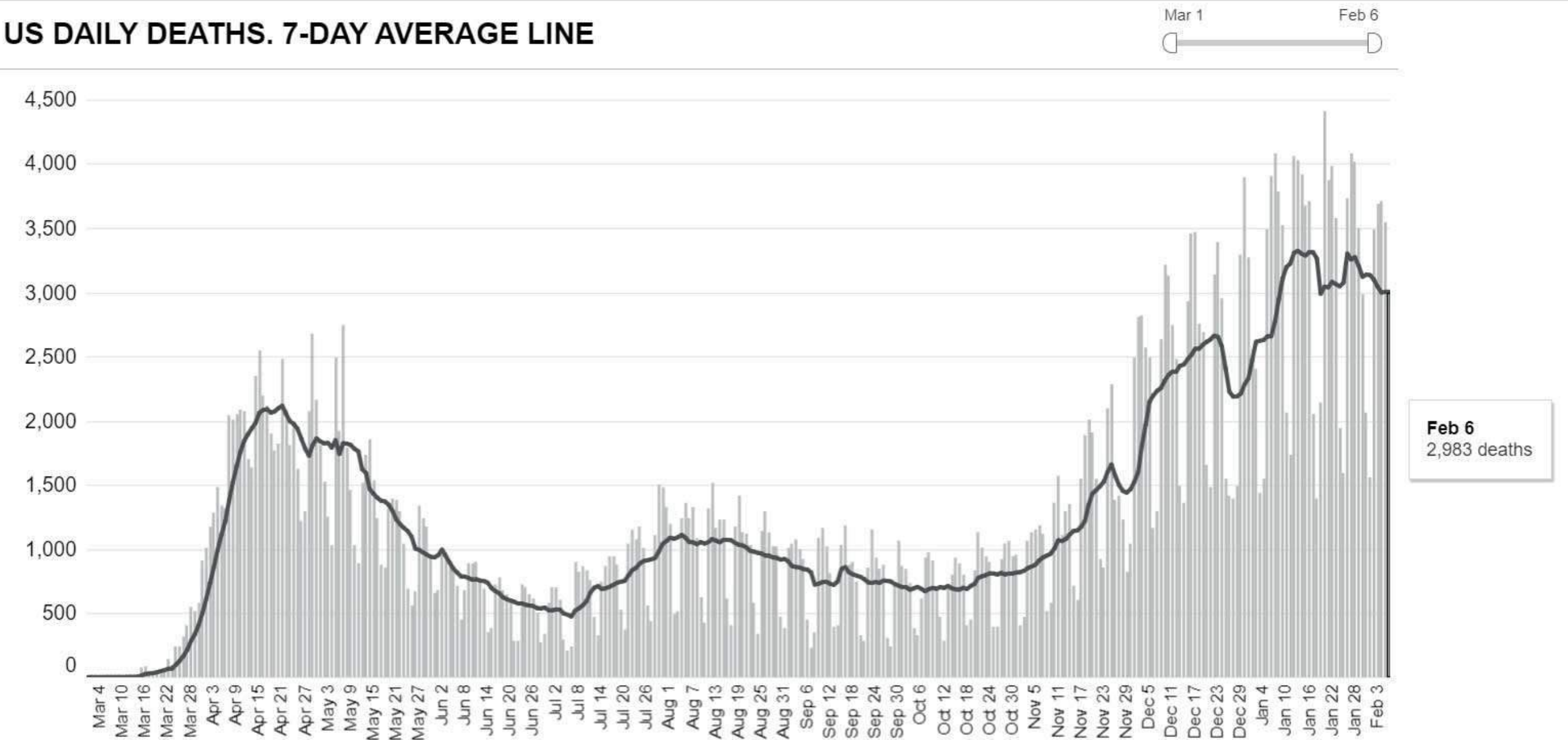
Deaths:

473,528

Recovered:

17,268,517

US DAILY DEATHS. 7-DAY AVERAGE LINE



Virus Variant First Found in Britain Now Spreading Rapidly in U.S.

A new study bolsters the prediction by the Centers for Disease Control and Prevention that the so-called B.1.1.7 variant will dominate Covid-19 cases by March.



People wait to receive a Covid-19 vaccine at a temporary vaccination hub set up at the Colchester Community Stadium in Colchester, Essex, south east England on February 6, 2021. Daniel Leal-Olivas/Agence France-Presse — Getty Images

Do states and cities 'need' Biden's \$350 billion in direct COVID-19 relief? It depends where you're asking

Joey Garrison, USA TODAY · 43 mins ago



WASHINGTON — One year ago this week, Toledo, Ohio, collected more income tax revenue than at any point in the city's 188-year history.



© Spencer Platt, Getty Images NEW YORK, NEW YORK - Nearly empty train cars make up a departing passenger train from Grand Central Terminal two days before the Christmas holiday on December 23, 2020 in New York City. Grand Central Terminal, one of Manhattan's and the nation's busiest train stations, saw little of the usual holiday rush as people canceled travel plans due to the COVID-19 pandemic.

Ad



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A Road Map to the Coming US Economic Cycle • AllianzBernstein

what's this?

Businesses closed in the working-class Midwest city of 275,000 people, unemployment spiked, income dropped – and the city's primary source of revenue cratered.

Start the day smarter. Get all the news you need in your inbox each morning.

Down \$15 million in income tax collections from the record high – an 8% decline – the City of Toledo dipped into its reserves. The city furloughed more than 300 government employees, postponed

maintenance on vehicle fleets, delayed street paving and pothole repairs and canceled an incoming class of firefighters.

REUTERS

59.3 million doses of COVID-19 vaccines distributed, 39 million administered: U.S. CDC

45 mins ago



(Reuters) - The U.S. Centers for Disease Control and Prevention said it had distributed 59,304,600 doses of COVID-19 vaccines in the United States and that 39,037,964 doses had been administered as of Saturday morning.



© Reuters/MIKE BLAKE Farmworkers are vaccinated for the coronavirus disease (COVID-19) in California

The tallies are for both Moderna and Pfizer/BioNTech, vaccines as of 6:00 a.m. ET on Saturday, the agency said.

According to its tally posted on Friday, the agency had administered 36,819,212 doses of the vaccines and distributed 58,380,300 doses.

The agency said 30,250,964 people had received 1 or more doses, while 8,317,180 people had gotten the second dose as of Saturday.

A total of 4,628,962 doses of vaccine have been administered in long-term care facilities, the agency said.

(Reporting by Derek Francis in Bengaluru; Editing by Dan Grebler)



Our Vaccine Rollout Has an Inequality Problem

newrepublic.com - Melody Schreiber

The furor around D.C.'s vaccine prioritization shows how hard it is to get this vaccine to those who need it most. When Washington, D.C., announced ...



Black Americans lagging behind in COVID-19 vaccinations, data shows

ABC News - Arielle Mitropoulos

ABC News analyzed vaccination data broken down by demographic in 15 states. When Rev. Miniard Culpepper, the senior pastor of Pleasant Hill Missionary ...



Exclusive: indigenous Americans dying from Covid at twice the rate of white Americans

Guardian US - Nina Lakhani

Covid is killing Native Americans at a faster rate than any other community in the United States, shocking new figures reveal. American Indians and Alaskan Natives are dying at almost twice the rate of...



Kroger to pay workers \$100 if they get the Covid-19 vaccine

By David Williams, CNN · 8 hrs ago



Kroger has joined a growing list of large US grocery store chains offering incentives for workers to get the Covid-19 vaccine.



© Stacie Scott/Bloomberg/Getty Images Kroger says it will pay workers to get Covid-19 vaccinations

The company announced that its associates would get a one-time \$100 payment if they show proof that they've received the full manufacturer-recommended doses of a Covid-19 vaccine. Workers that can't get the vaccine for health or religious reasons can get the payment if they take an educational health and safety course, [the company said in a news release](#).

Ad



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"We know that the most effective defense against this pandemic comes in the form of the COVID-19 vaccine and the continuation of the rigorous safety precautions we've established across our stores, manufacturing facilities and supply chain," said Dr. Marc Watkins, Kroger's chief medical officer in the statement. "We are strongly encouraging all customers and associates to receive the vaccine to curb the spread of COVID-19, and we'll do all we can to ensure they have access as soon as it's available."

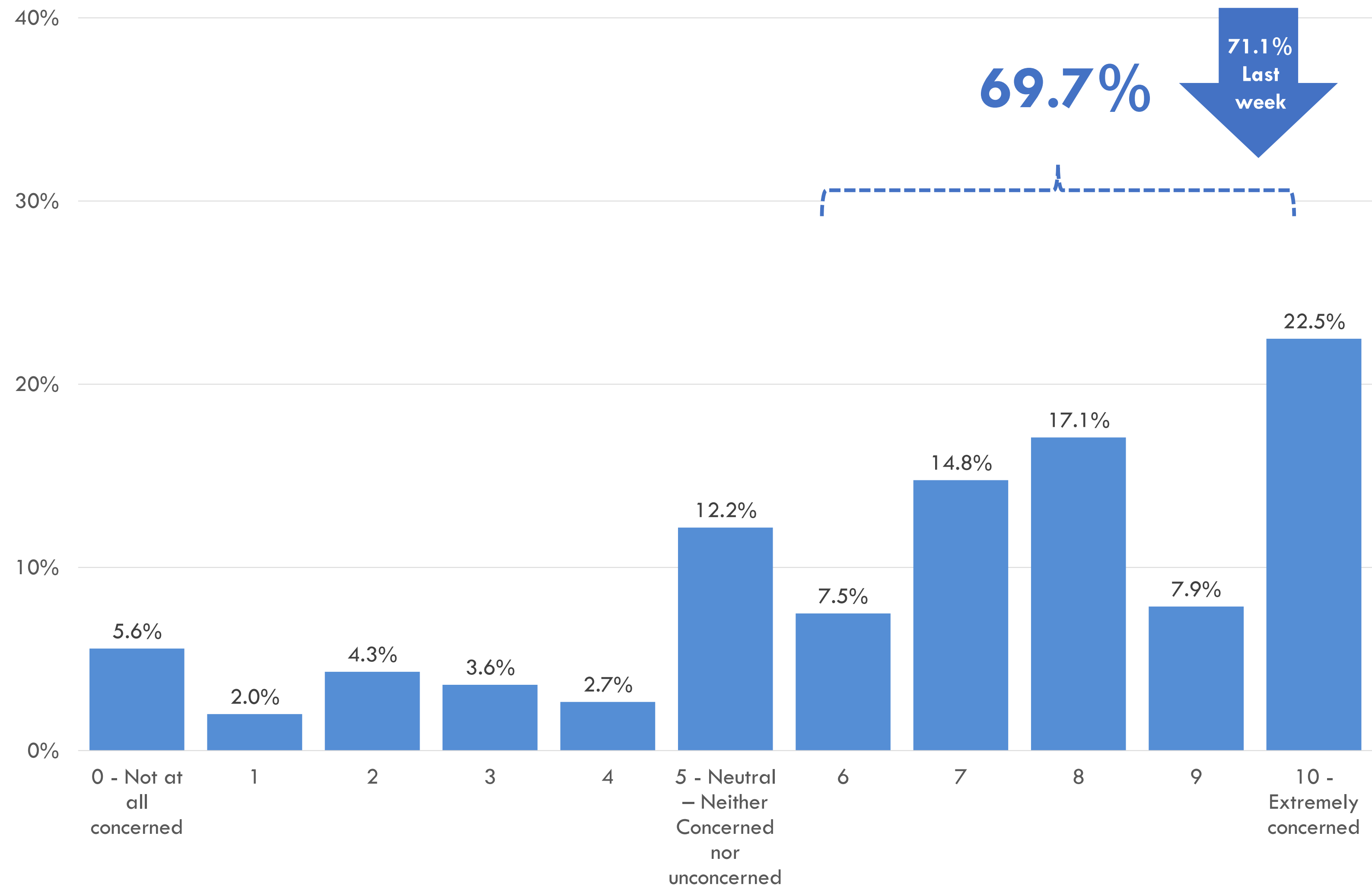
A woman with long brown hair, wearing glasses, a blue surgical face mask, a white turtleneck, a light-colored button-down shirt, and a long brown coat, stands in an airport. She is holding a bright yellow rolling suitcase with her right hand. She is looking upwards and to the right. The background is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

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)

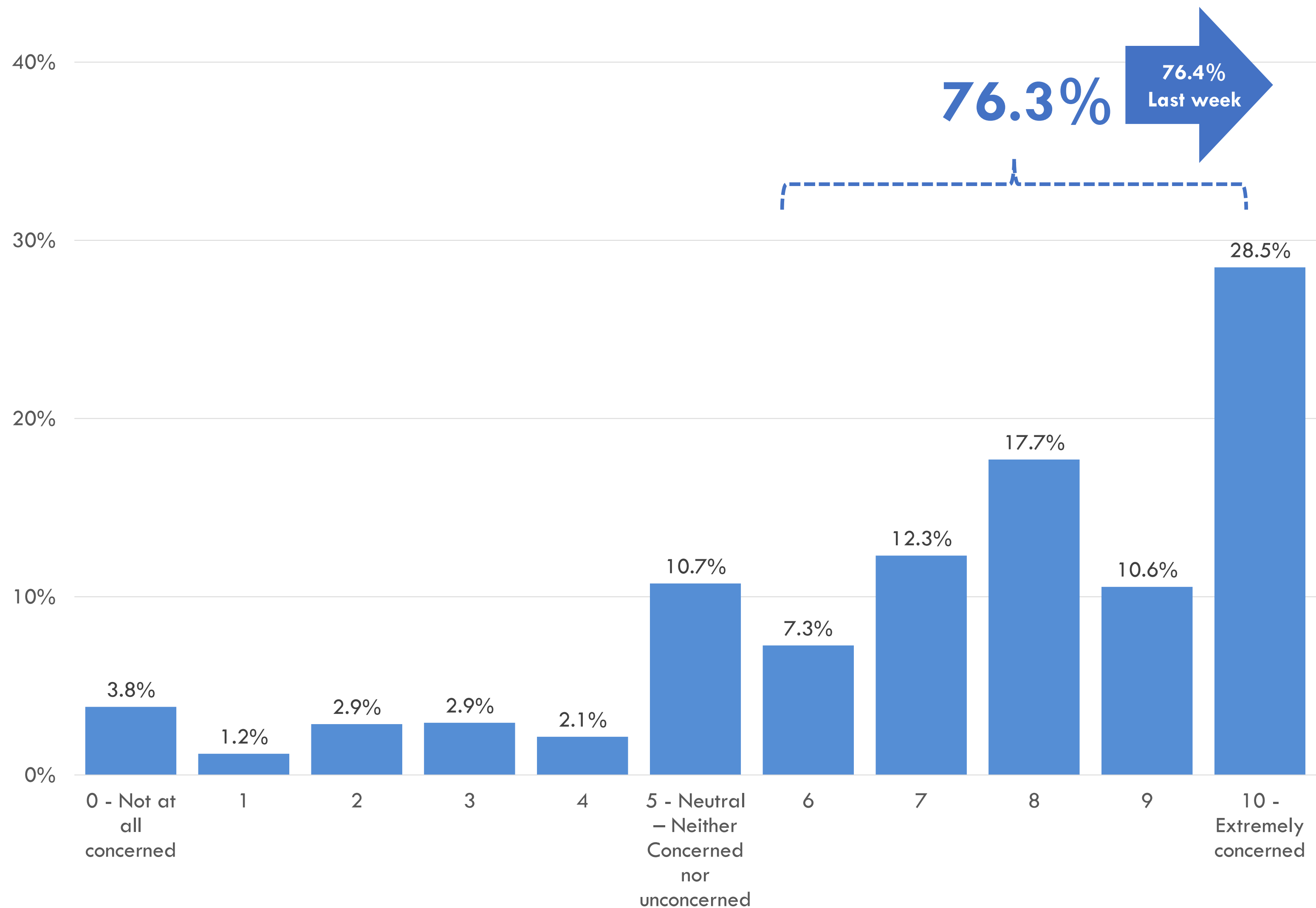
(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



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)

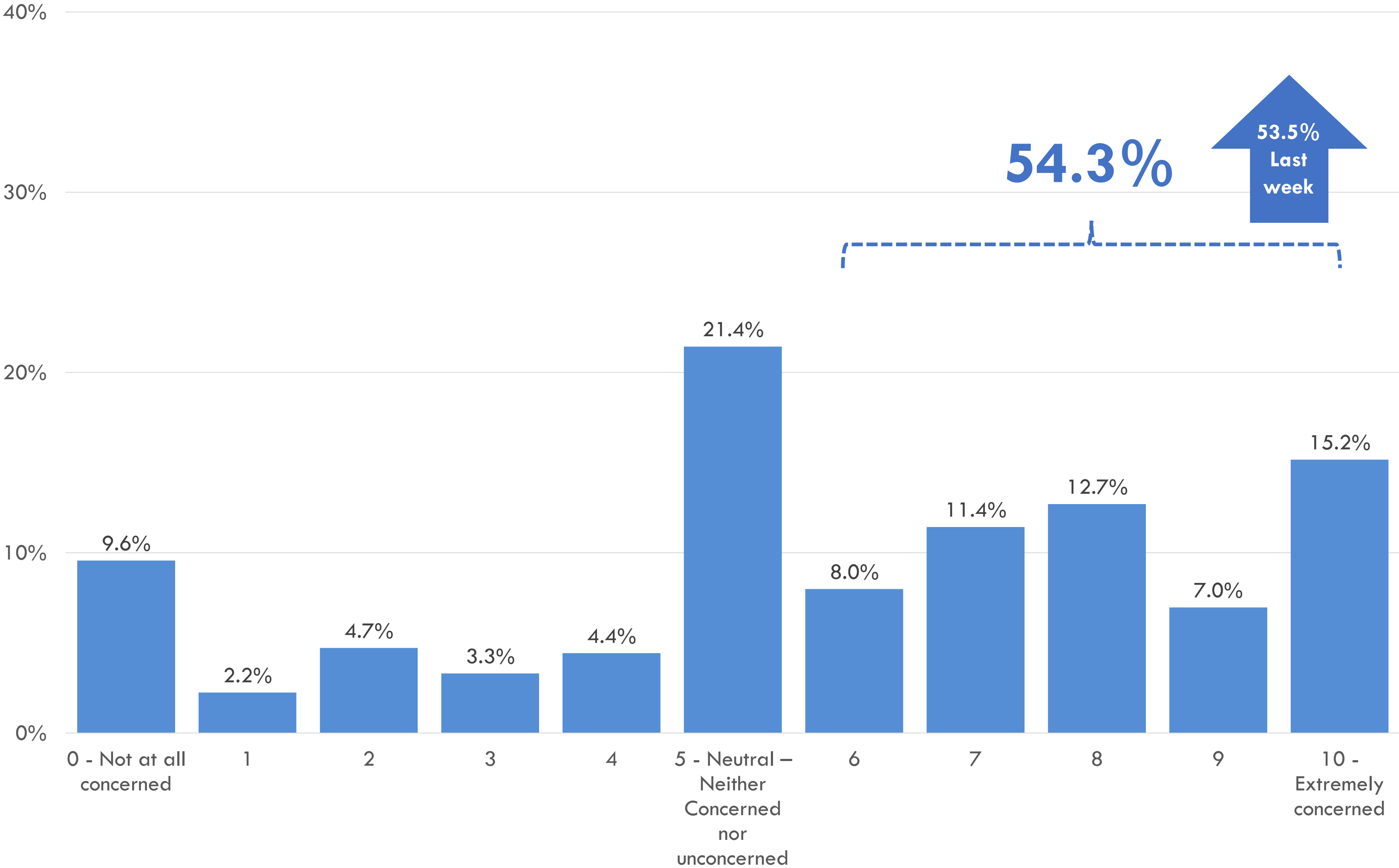
(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



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)

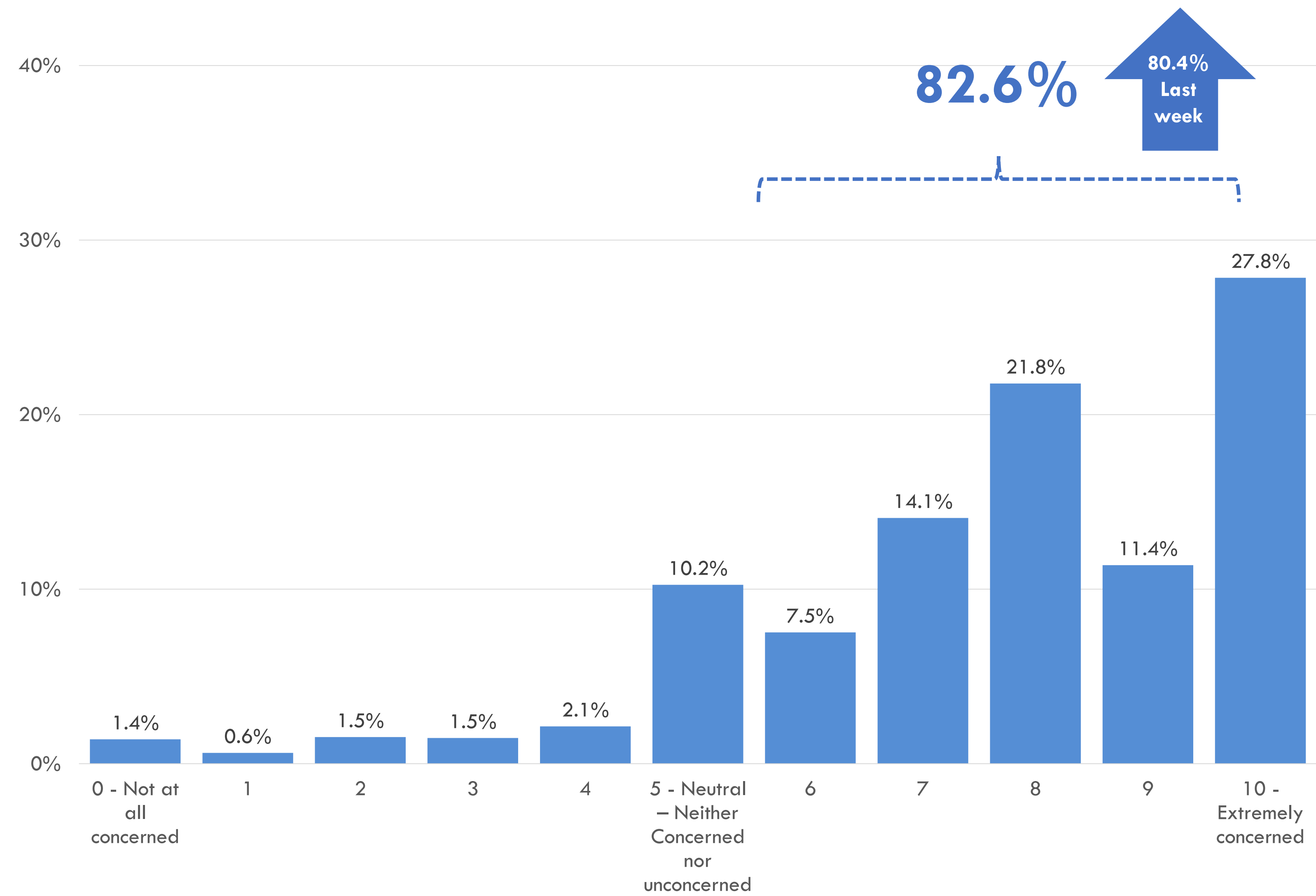
(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



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 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



NATIONAL ANXIETY MAP: HIGH CONCERNS ABOUT COVID-19'S IMPACT AS OF FEBRUARY 7, 2021



NATIONAL
ECONOMY



PERSONAL
FINANCES

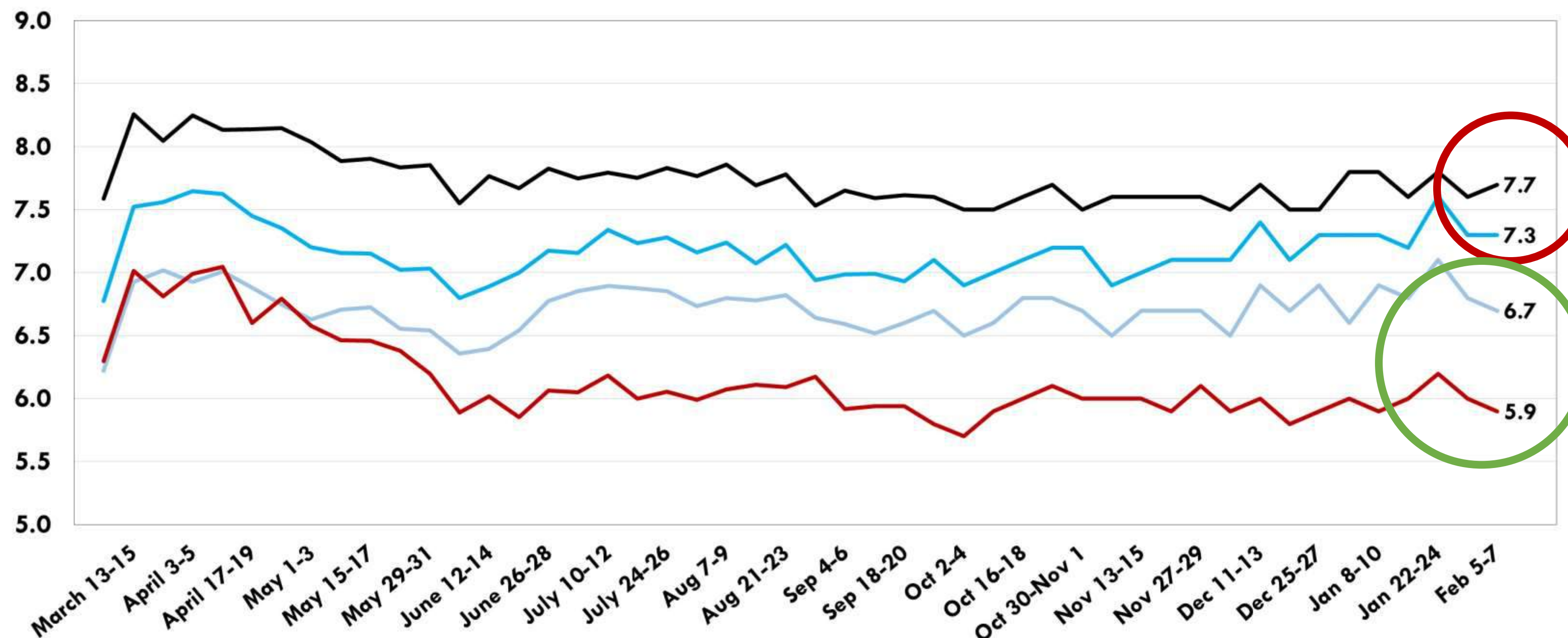


HEALTH OF
FRIENDS & FAMILY



PERSONAL
HEALTH

(AVERAGE SCORE ON AN 11-POINT SCALE)



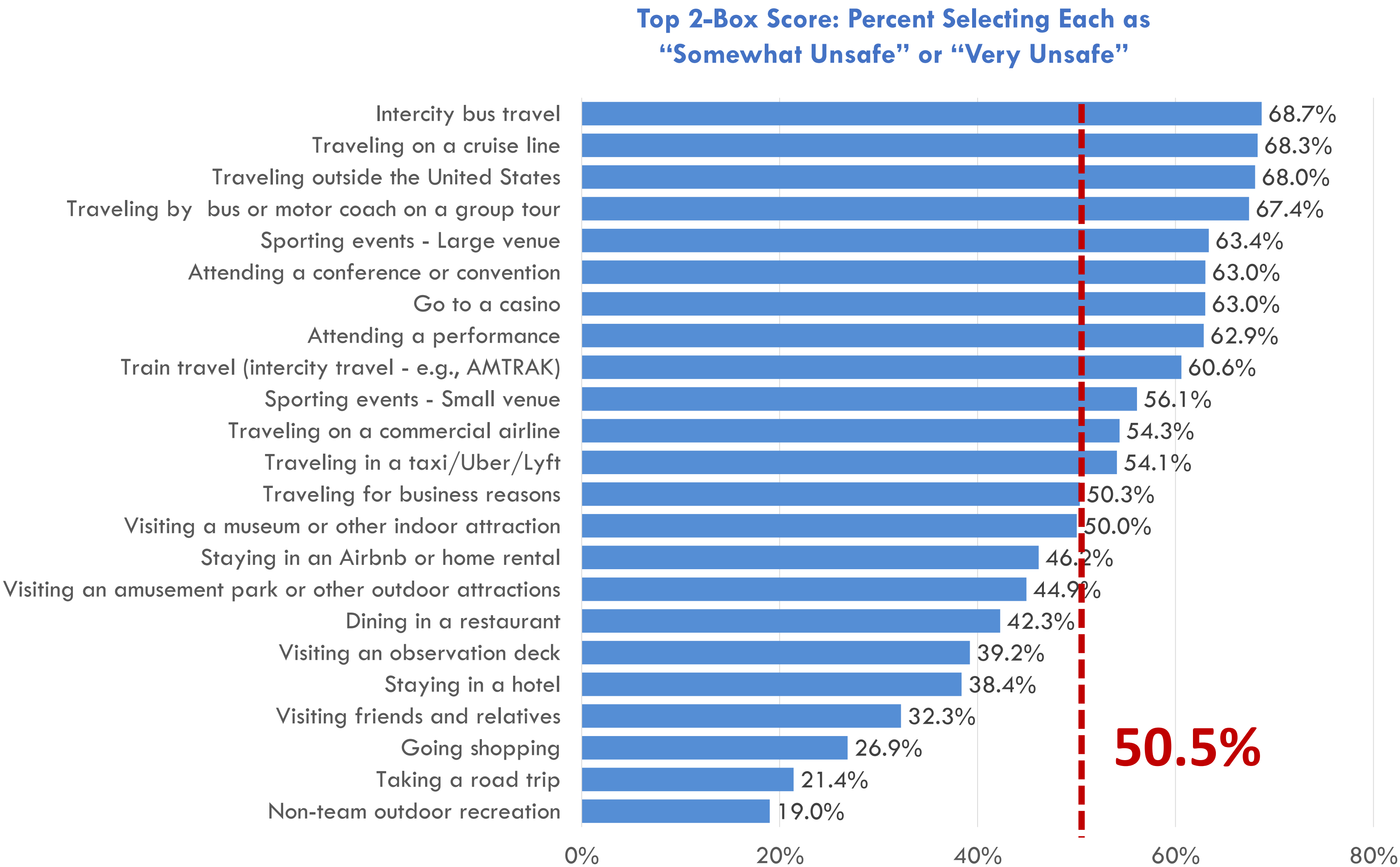
QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, HOW CONCERNED ARE YOU ABOUT THE IMPACT IT MAY HAVE ON THE/YOUR _____ ?

(Base: Waves 1-48. 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, 1,209 and 1,209 completed surveys.)

PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 48)

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

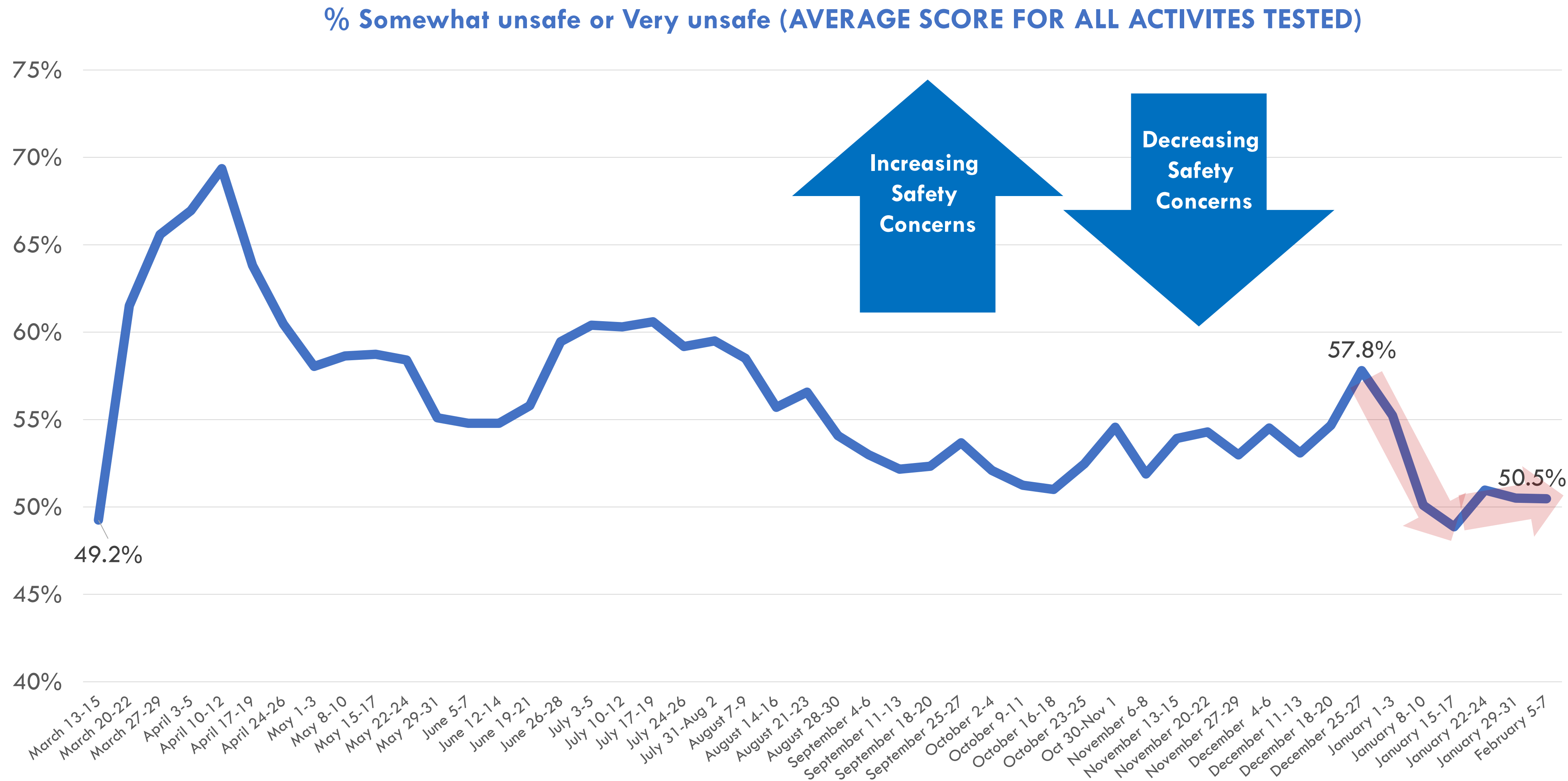
(Base: Wave 48 data. All respondents, 1,209 completed surveys.
Data collected February 5-7, 2021)



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-48 COMPARISON)

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

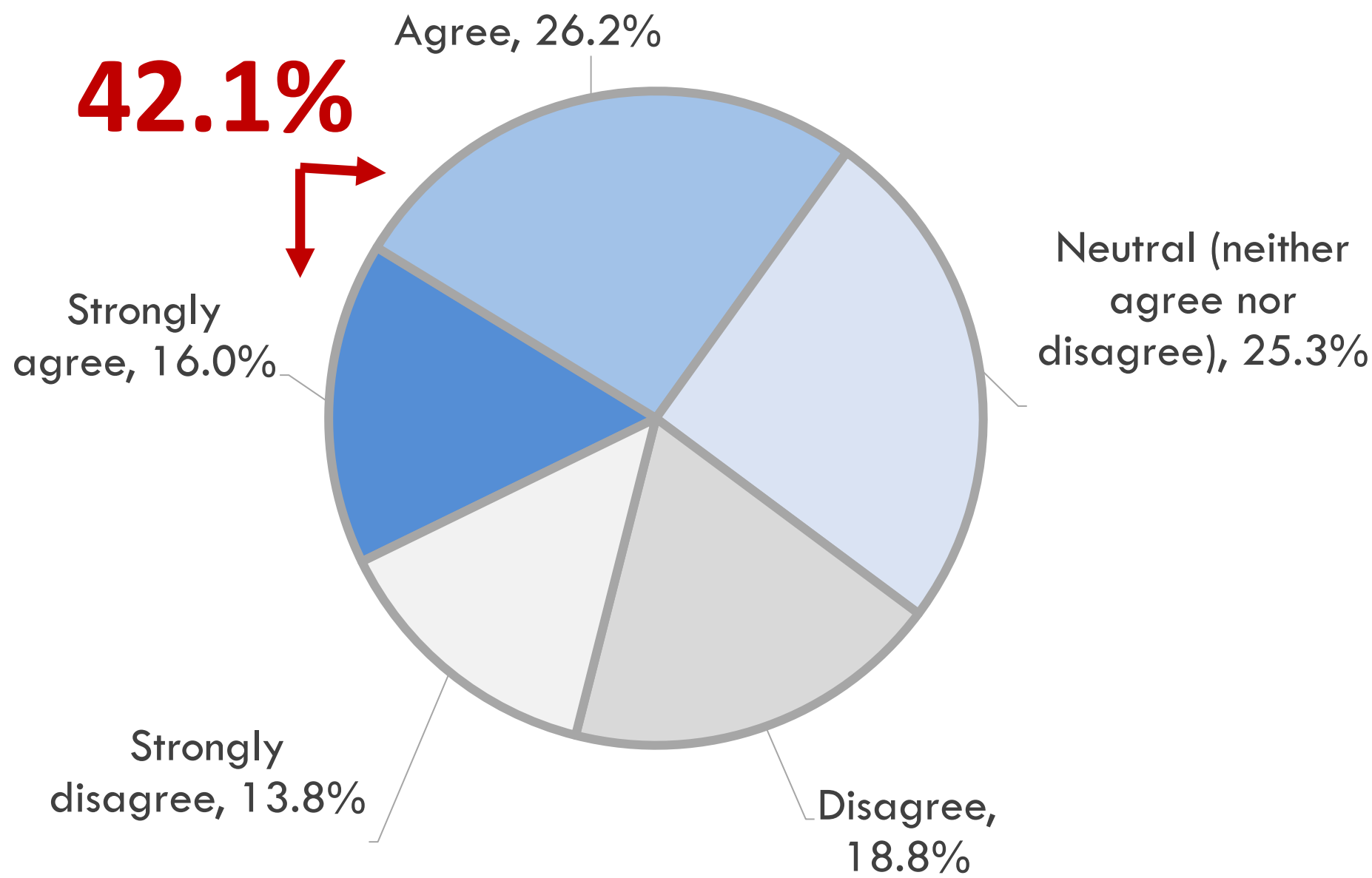
(Base: Waves 1-48. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209 and 1,209 completed surveys.)



COMFORT ENJOYING HOME COMMUNITY

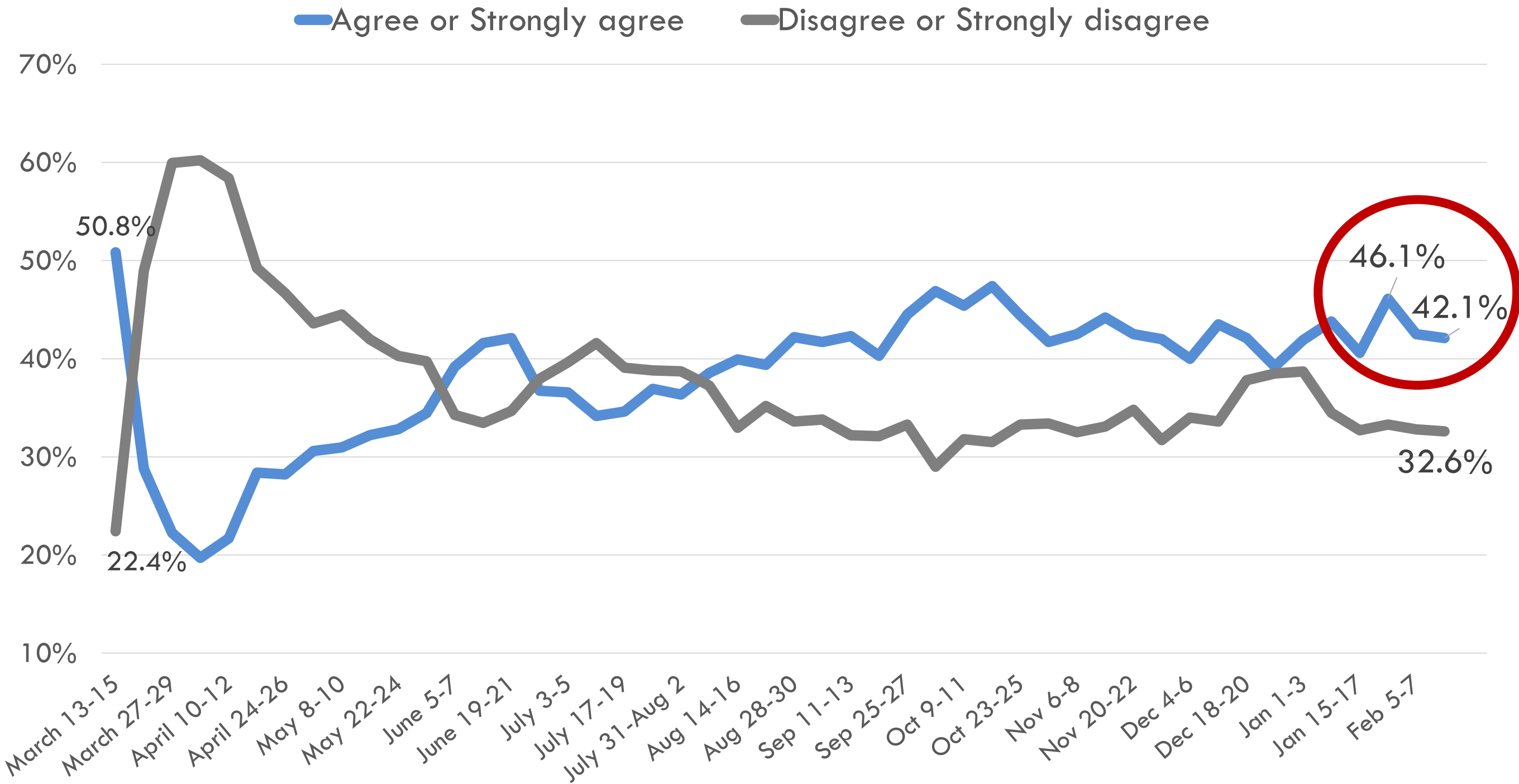
How much do you agree with the following statement?

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



(Base: Waves 1-48. 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, 1,209 and 1,209 completed surveys.)

Historical data

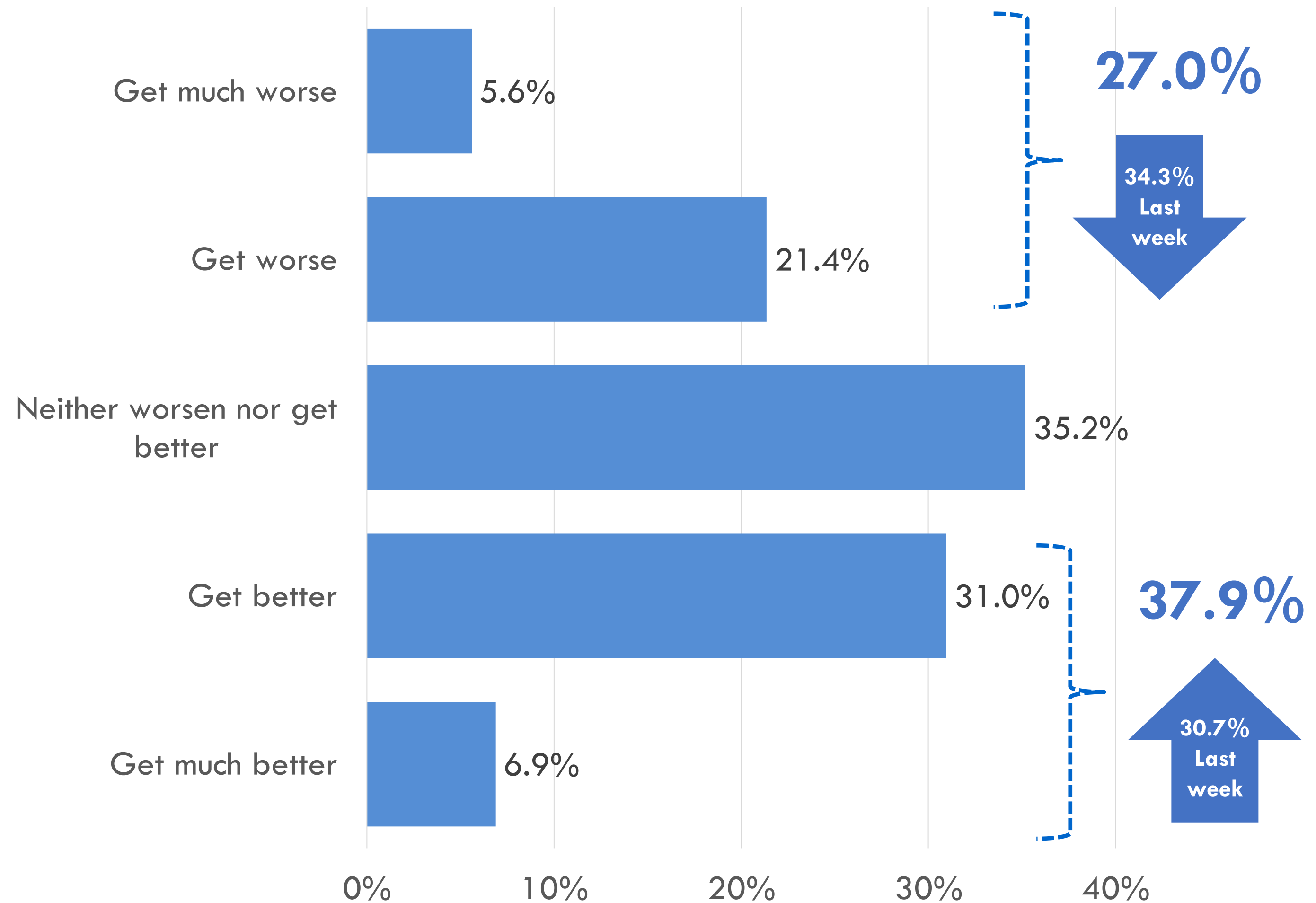


EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

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

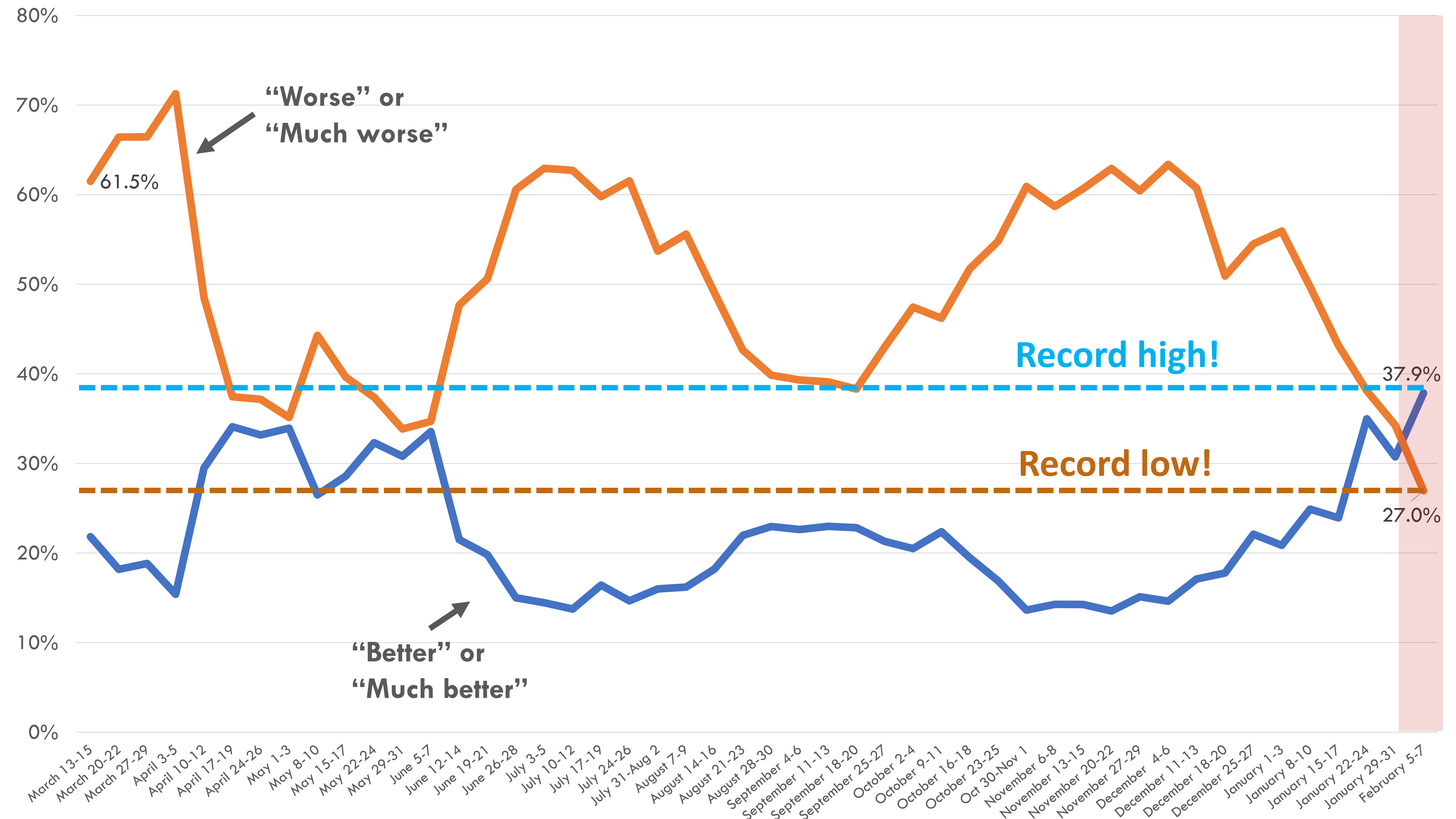
(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-48)

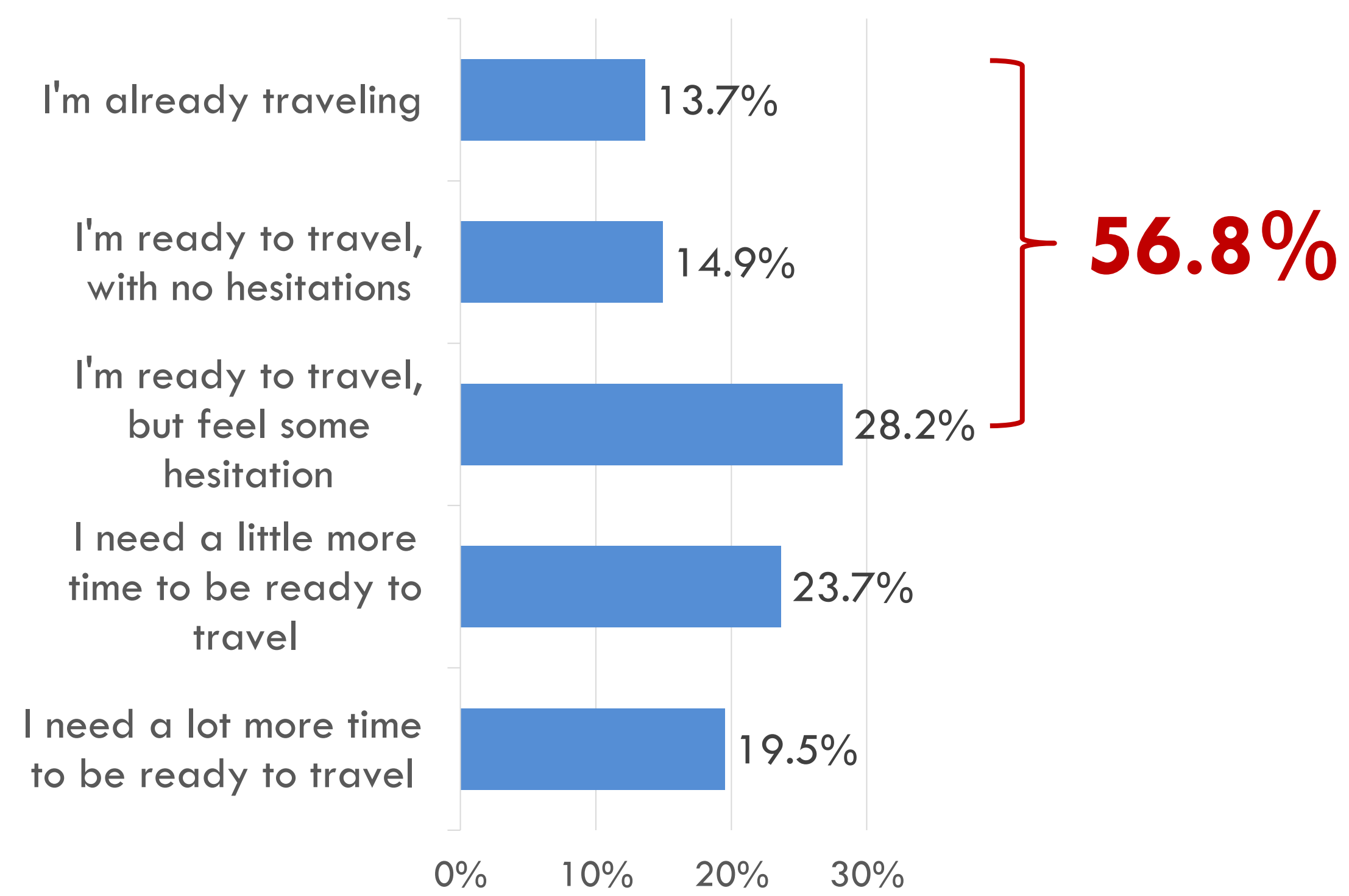
Question: In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change?

In the next month the coronavirus situation will _____

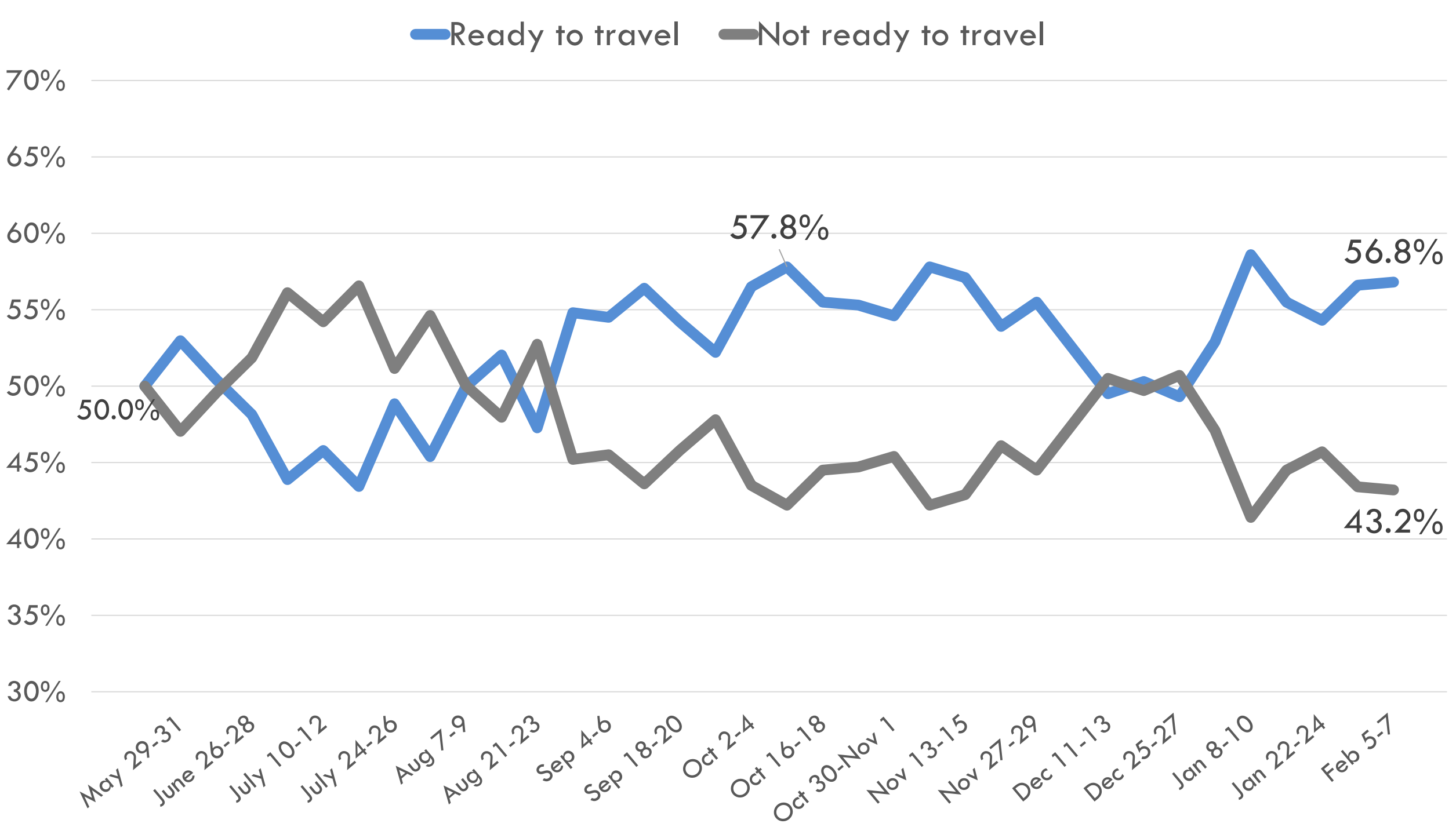


TRAVEL STATE-OF-MIND

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



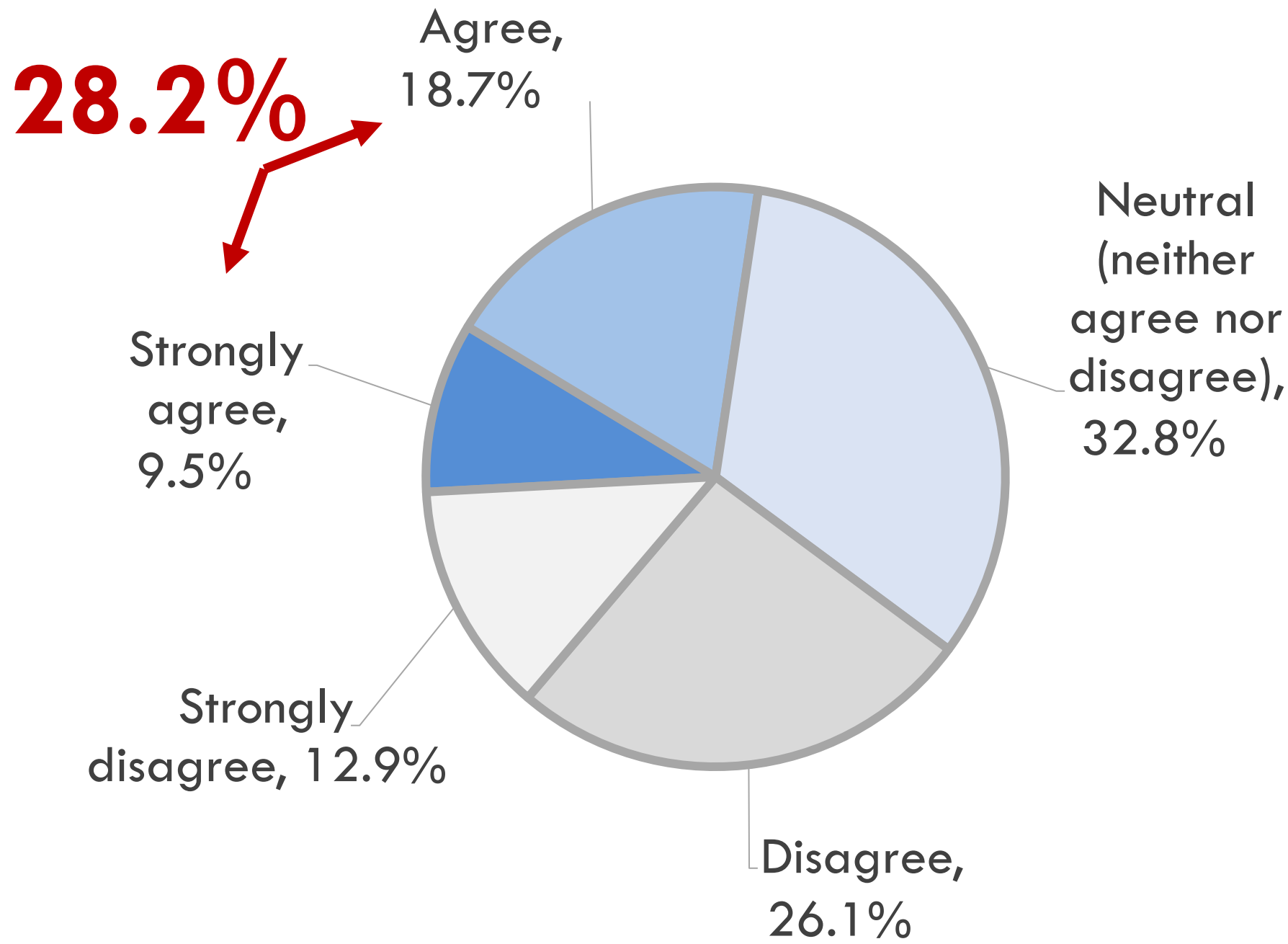
Historical data



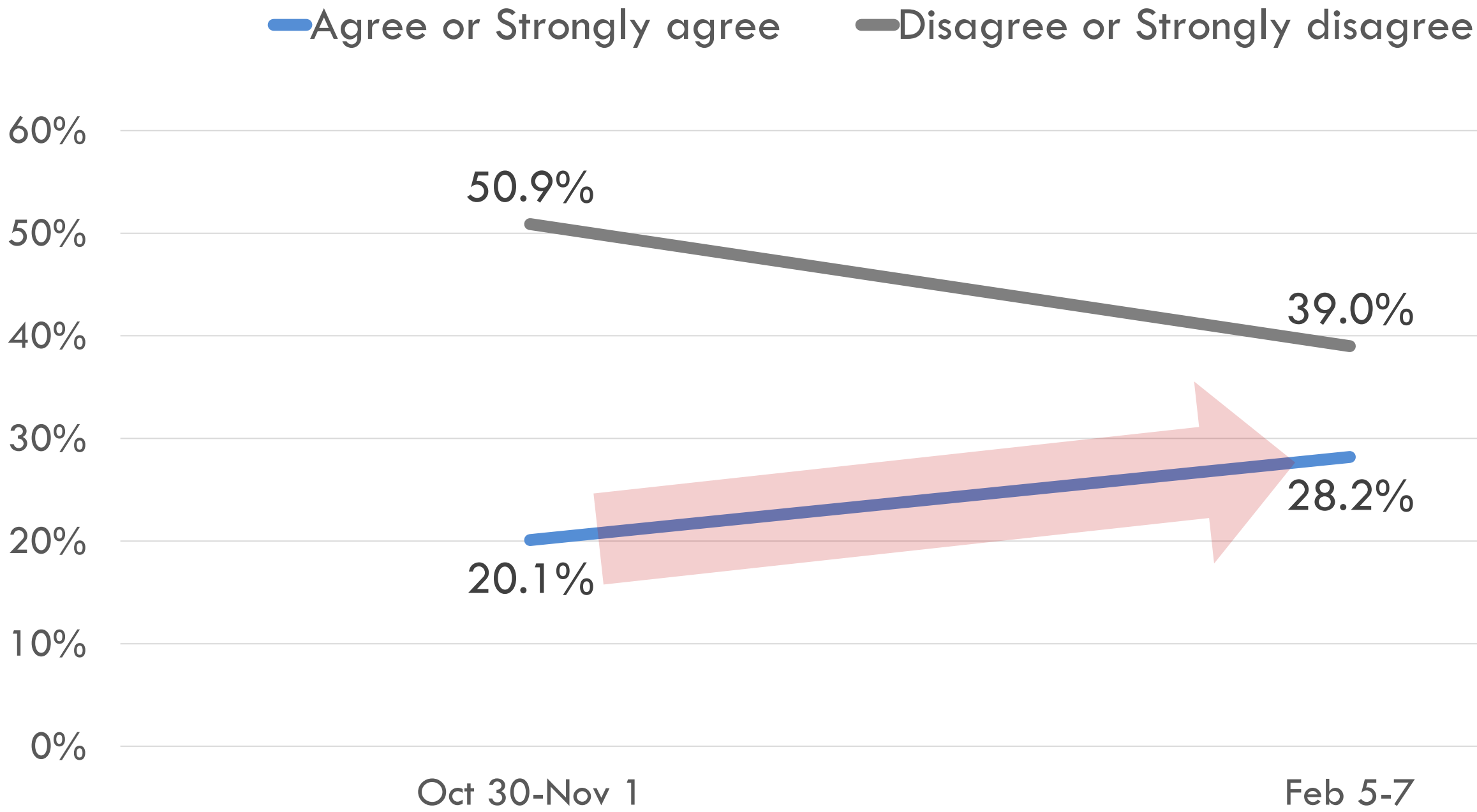
TRAVELING MORE LATELY

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

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

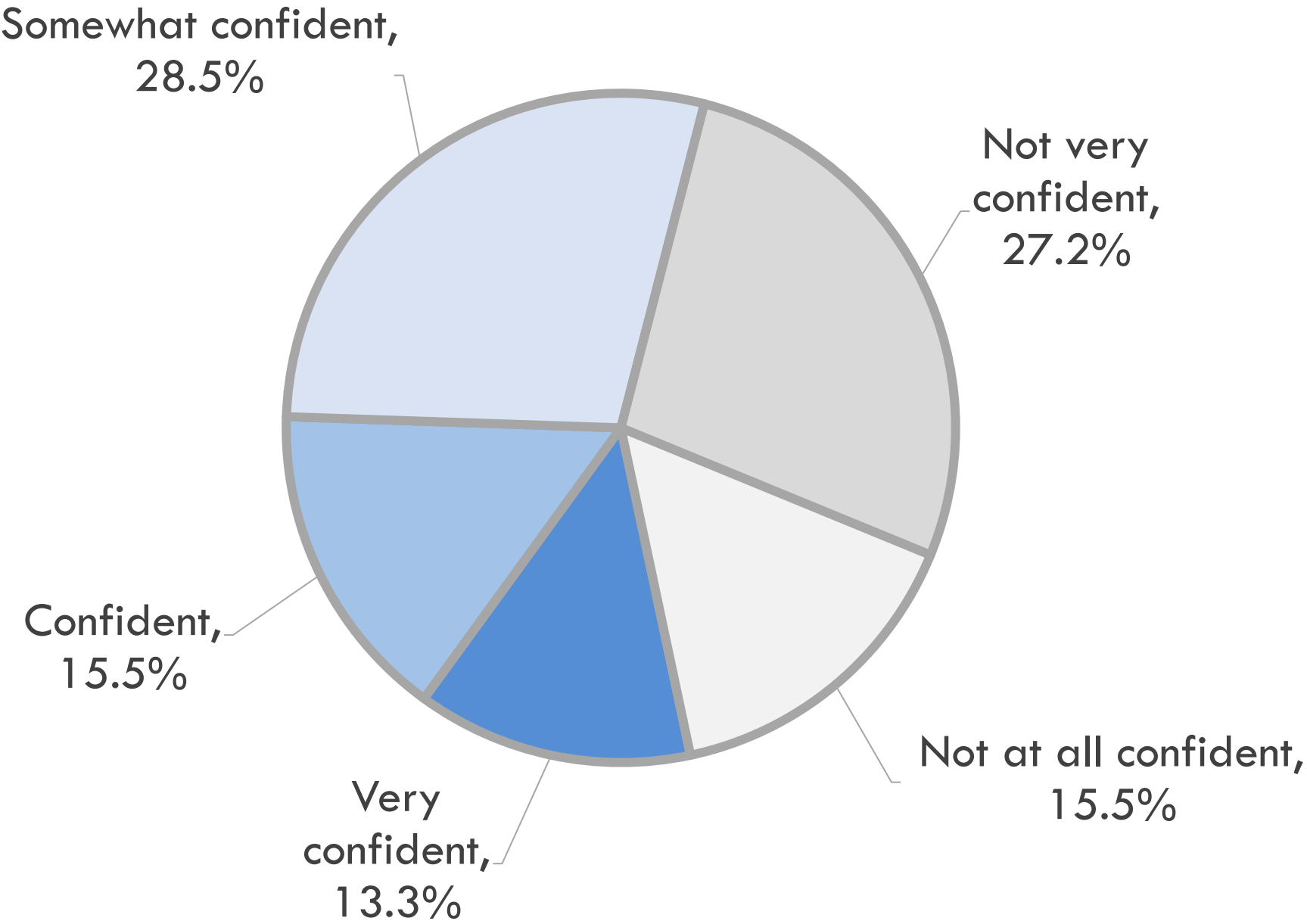


Historical data

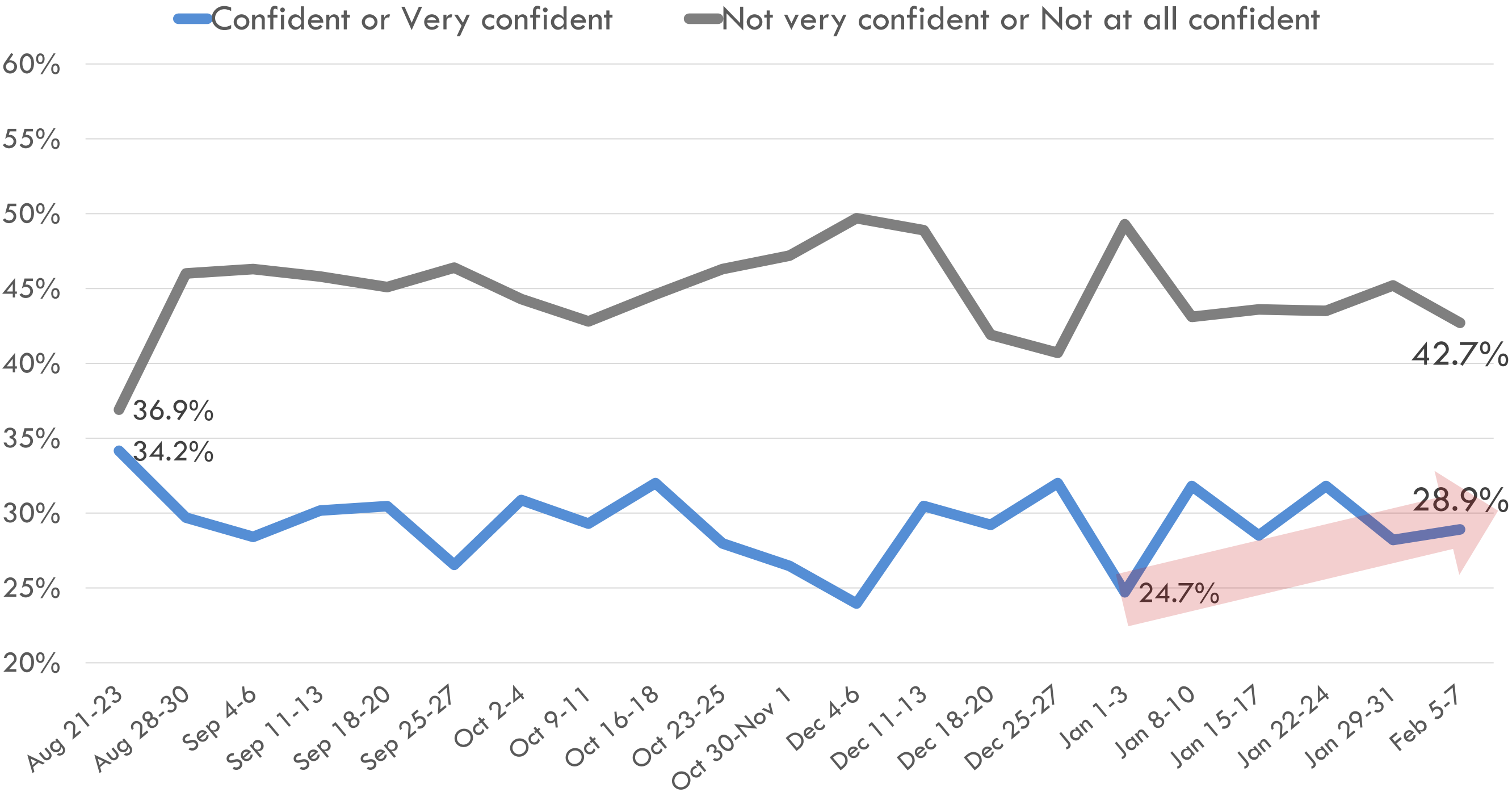


CONFIDENCE IN ABILITY TO TRAVEL SAFELY

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



Historical data

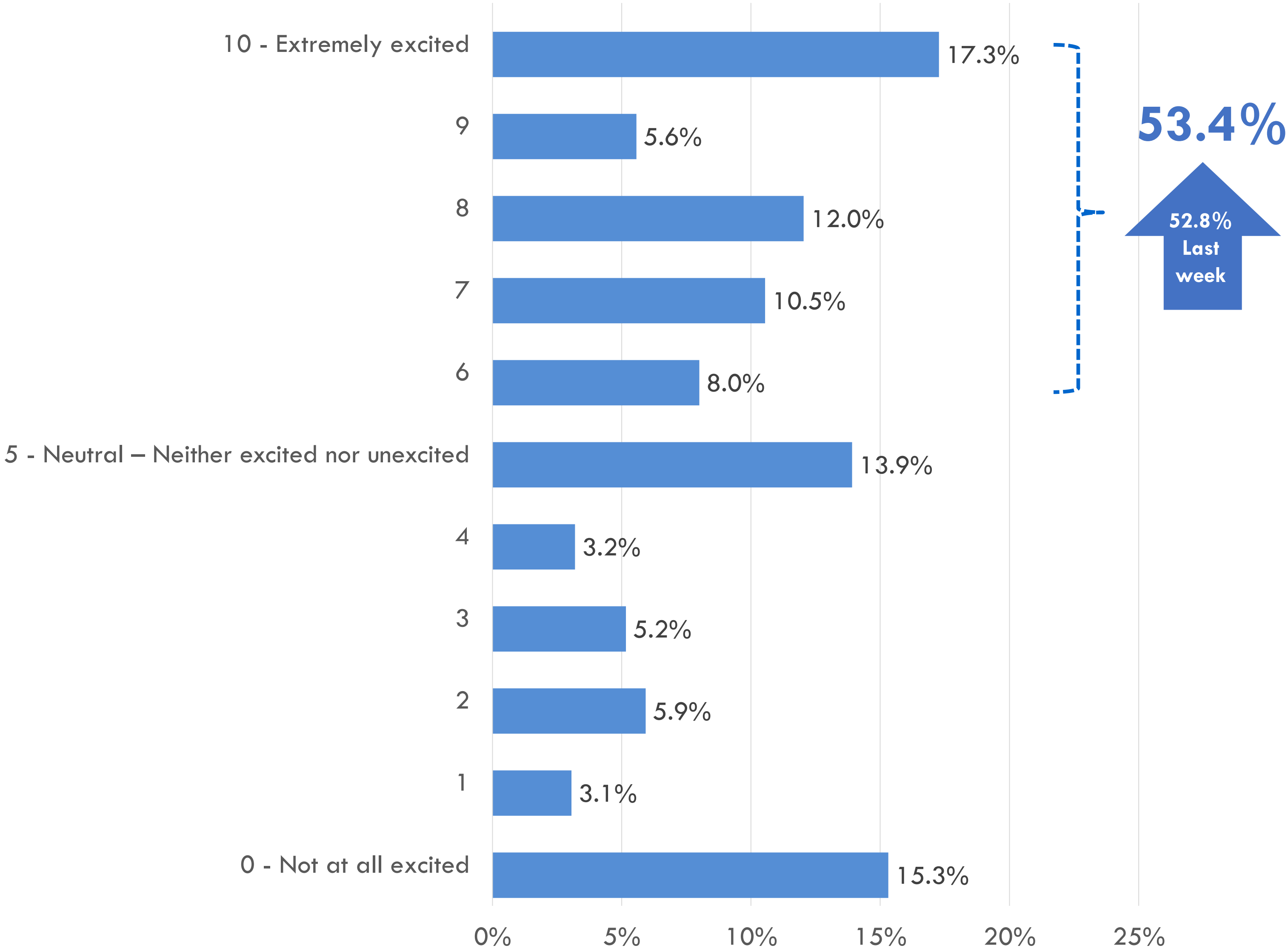


EXCITEMENT TO TRAVEL NOW

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 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)

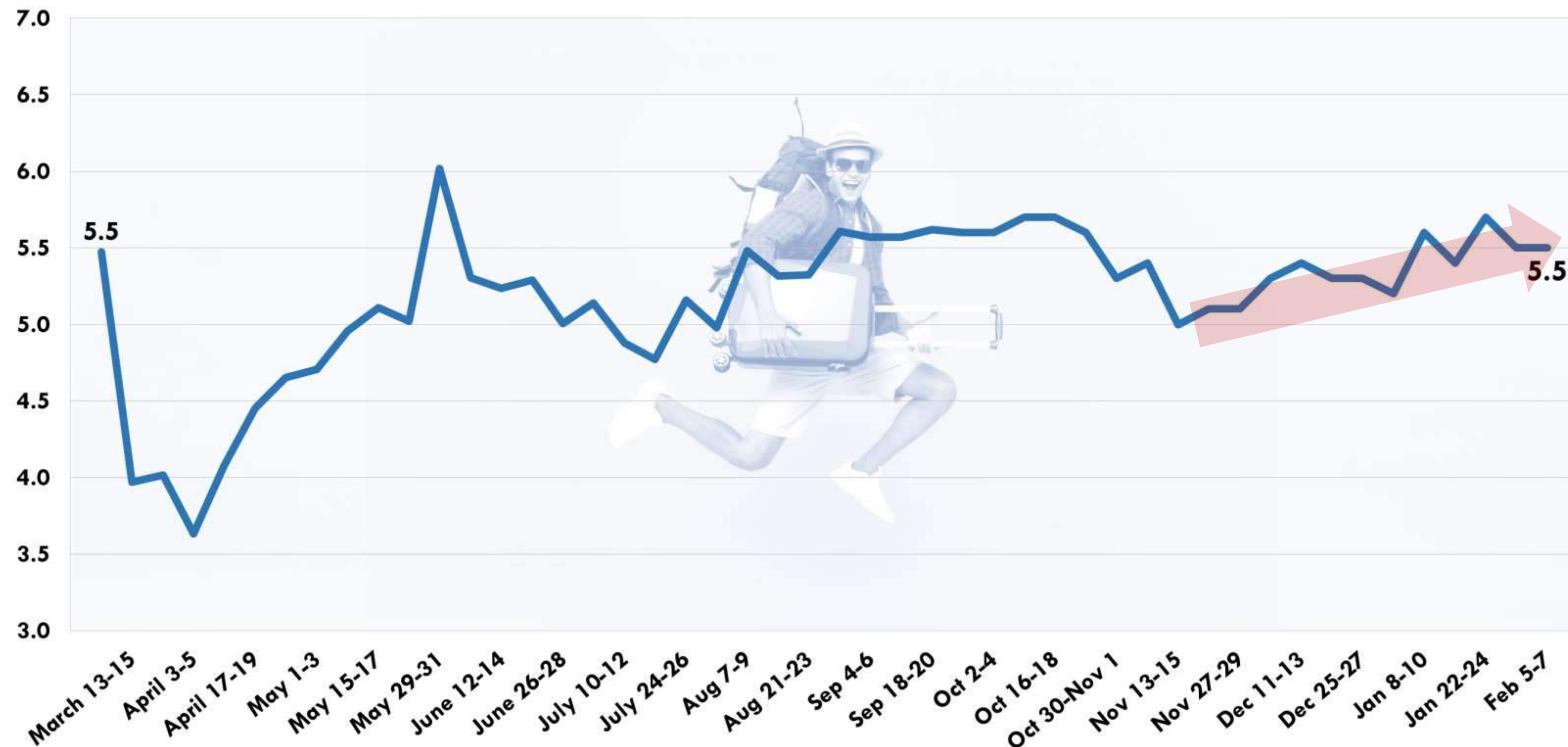


EXCITEMENT TO TRAVEL RIGHT NOW

MARCH 13, 2020 – FEBRUARY 7, 2021



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



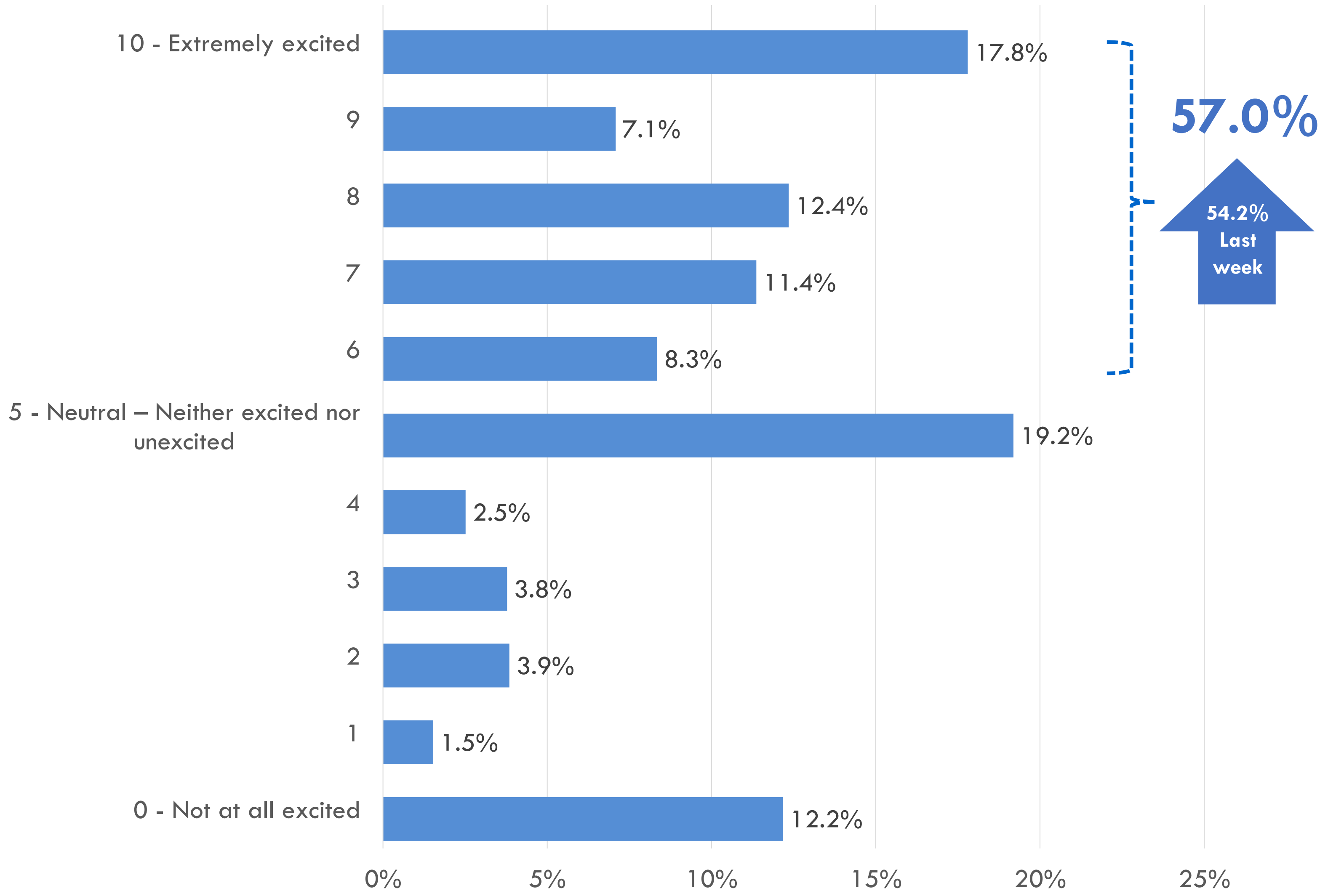
QUESTION: IMAGINE THAT A GOOD FRIEND (OR CLOSE FAMILY MEMBER) ASKS YOU TO TAKE A WEEKEND GETAWAY WITH THEM SOMETIME IN THE NEXT MONTH. HOW EXCITED WOULD YOU BE TO GO? (ASSUME THE GETAWAY IS TO A PLACE YOU WANT TO VISIT)

(Base: Waves 1-48. 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, 1,209 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 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)

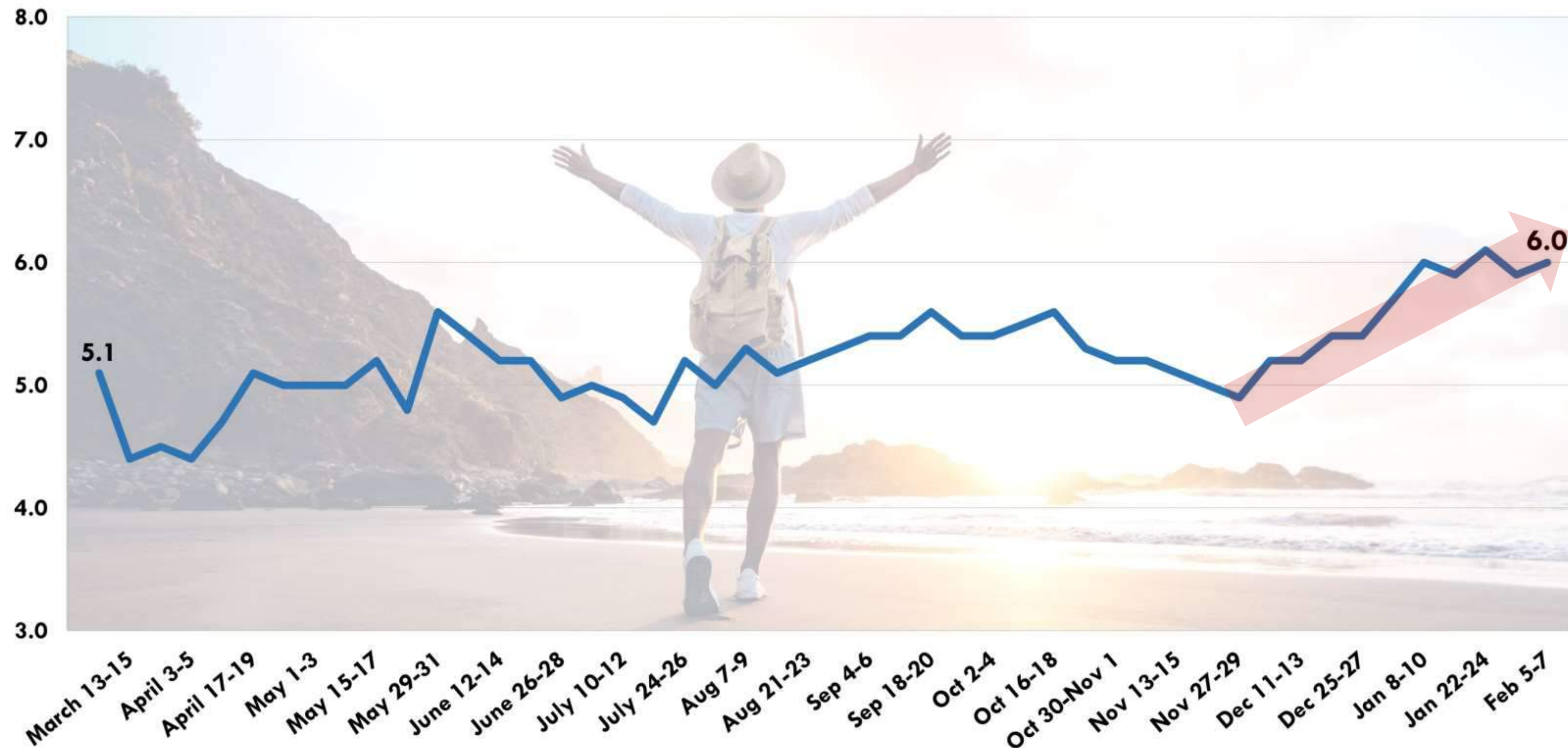


OPENNESS TO TRAVEL INSPIRATION

MARCH 13, 2020 – FEBRUARY 7, 2021



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



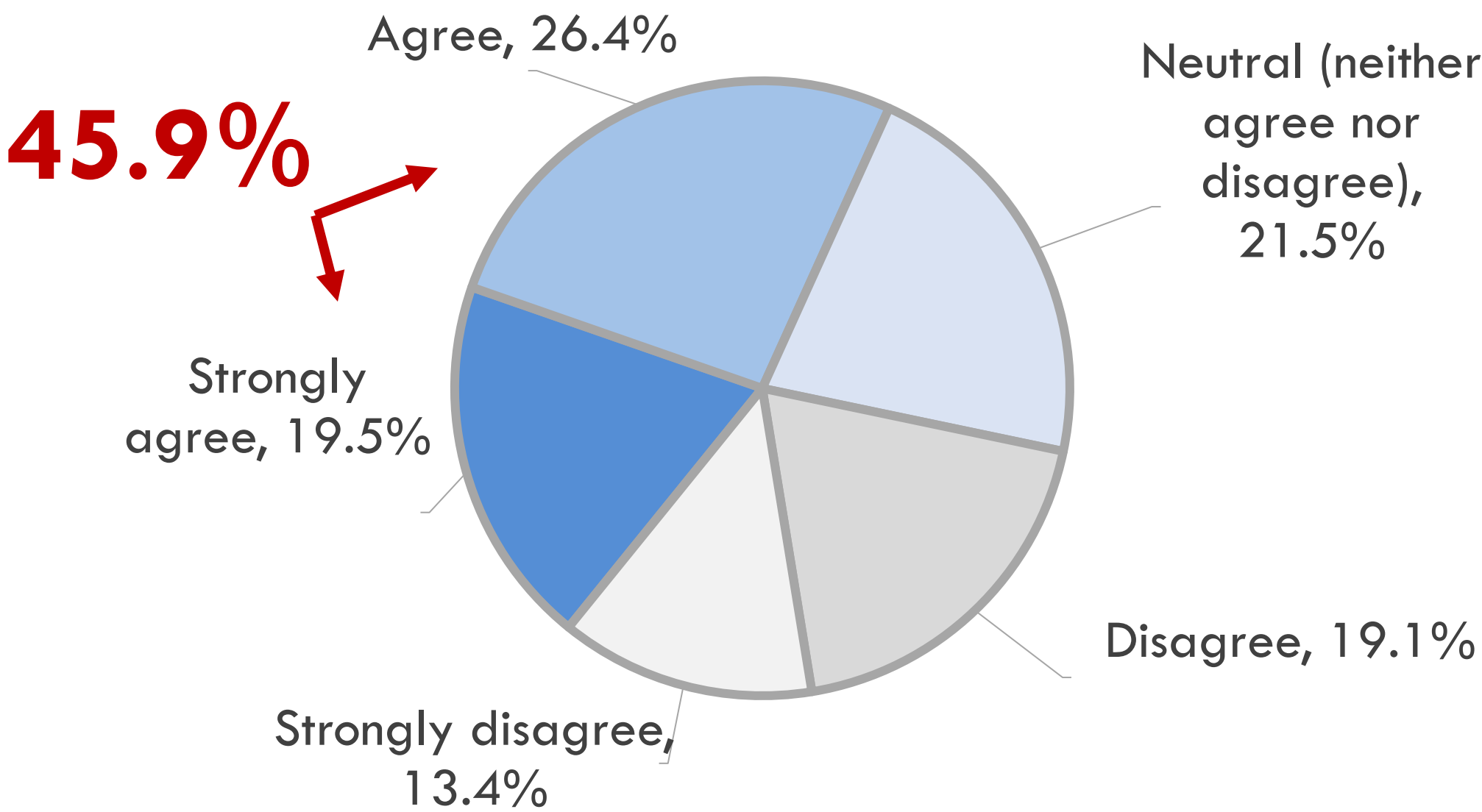
QUESTION: AT THIS MOMENT, HOW INTERESTED ARE YOU IN LEARNING ABOUT NEW, EXCITING TRAVEL EXPERIENCES OR DESTINATIONS TO VISIT?

(Base: Waves 1-48. 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, 1,209 and 1,209 completed surveys.)

LOSS OF INTEREST IN TRAVEL

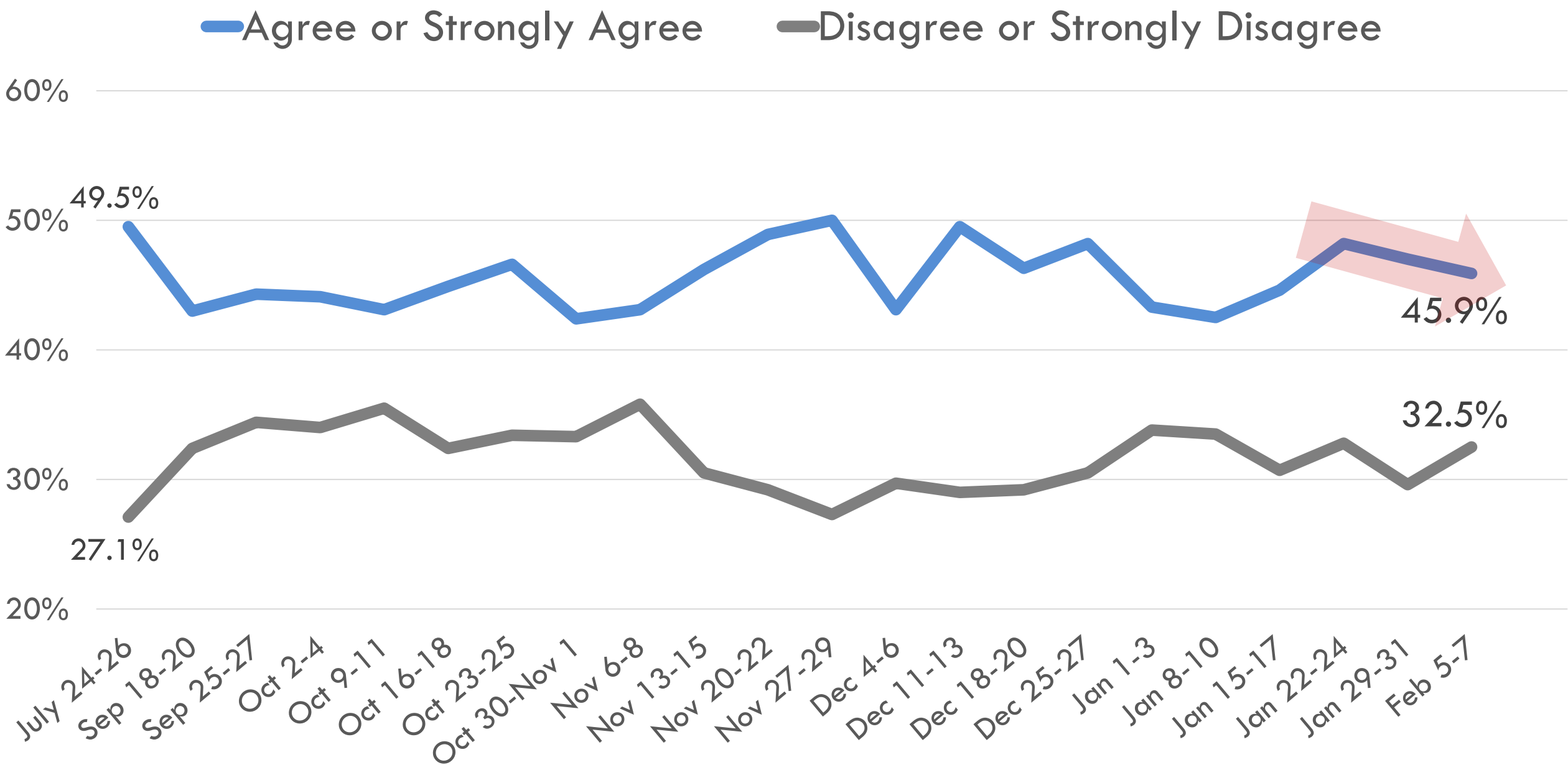
How much do you agree with the following statement?

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



(Base: Waves 20, 28-48 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, 1,209 and 1,209 completed surveys.)

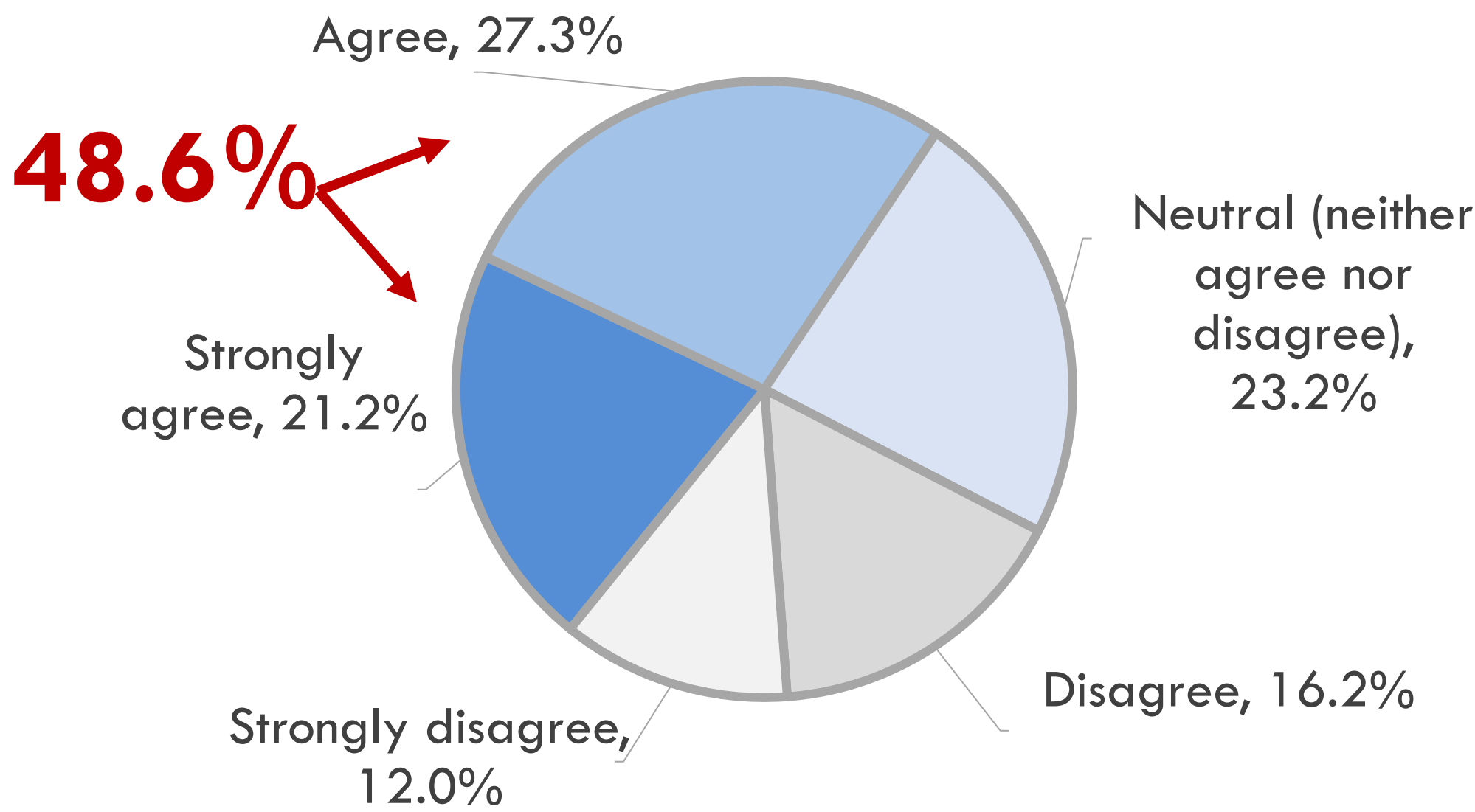
Historical data



TRAVEL GUILT

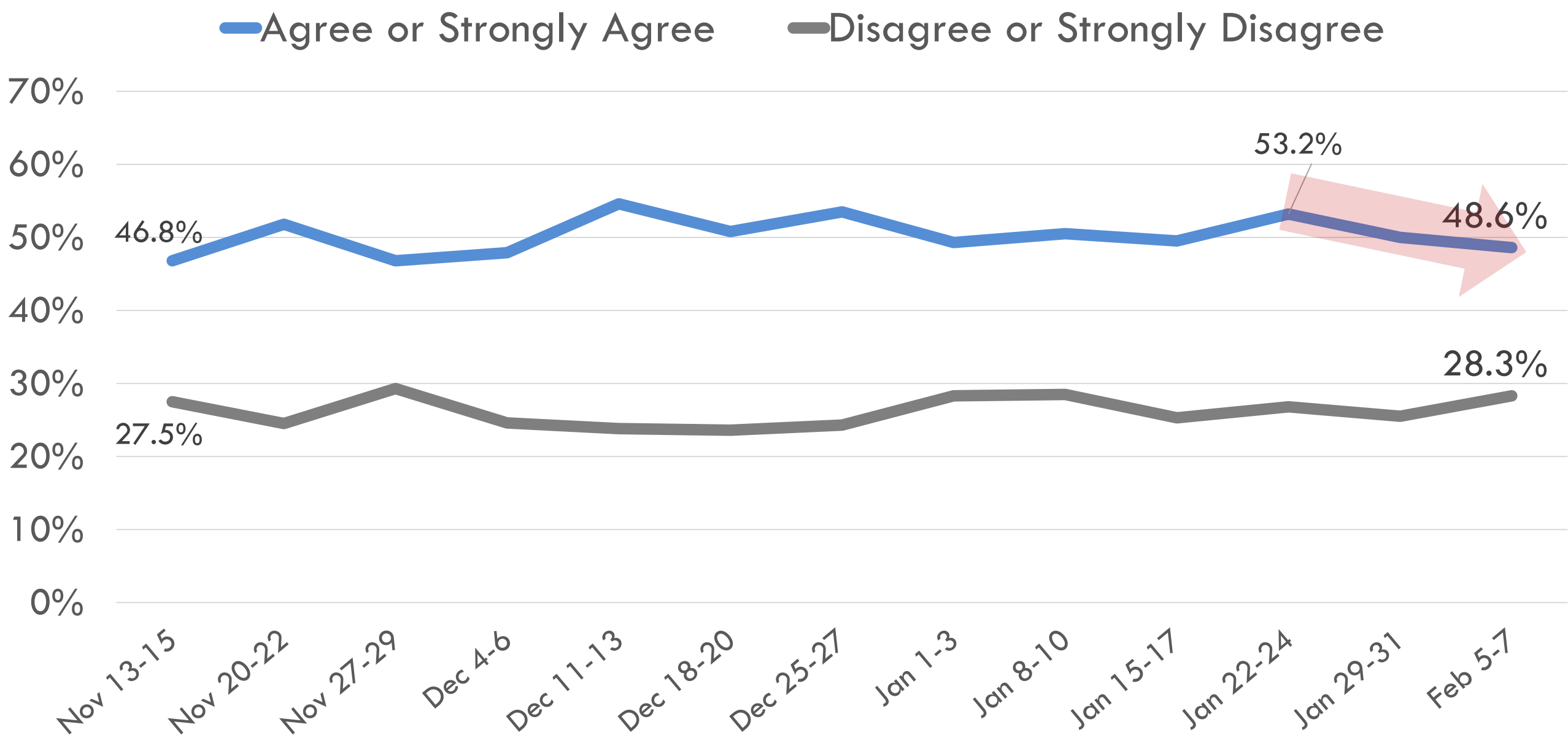
How much do you agree with the following statement?

Statement: I would feel guilty traveling right now.



(Base: Waves 36-48 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, 1,209 and 1,209 completed surveys.)

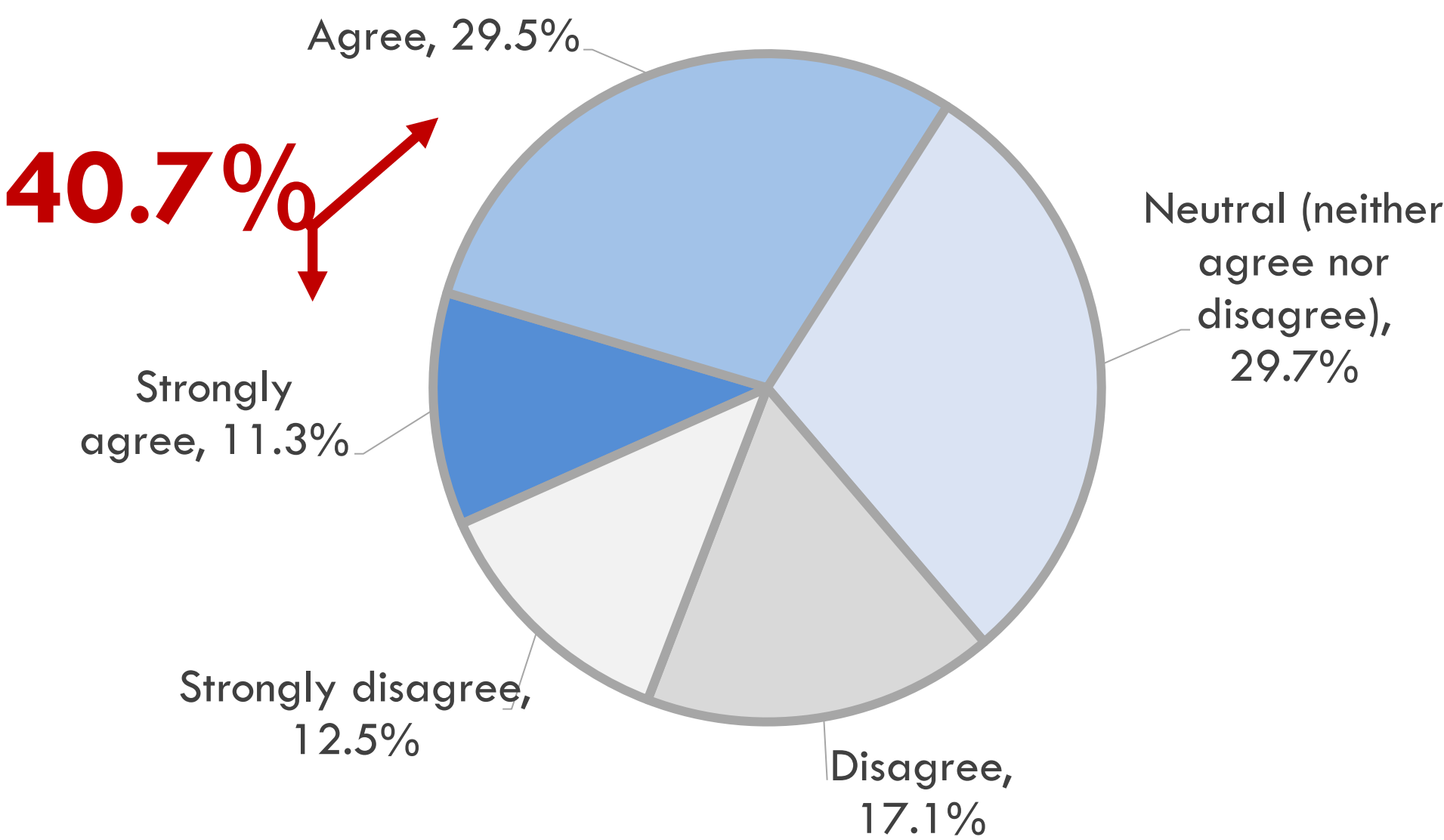
Historical data



DISCOUNTS AND PRICE CUTS

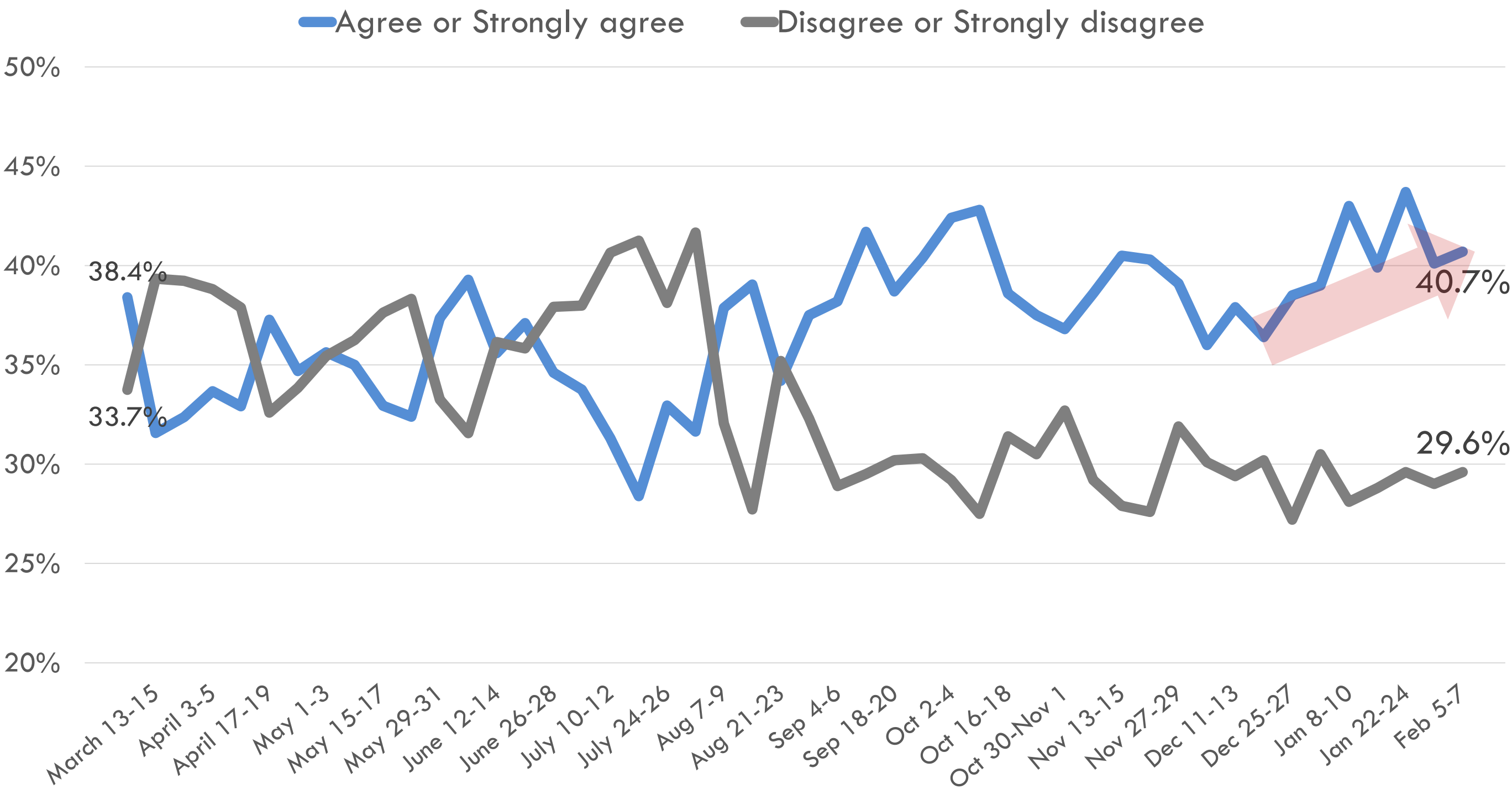
How much do you agree with the following statement?

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.



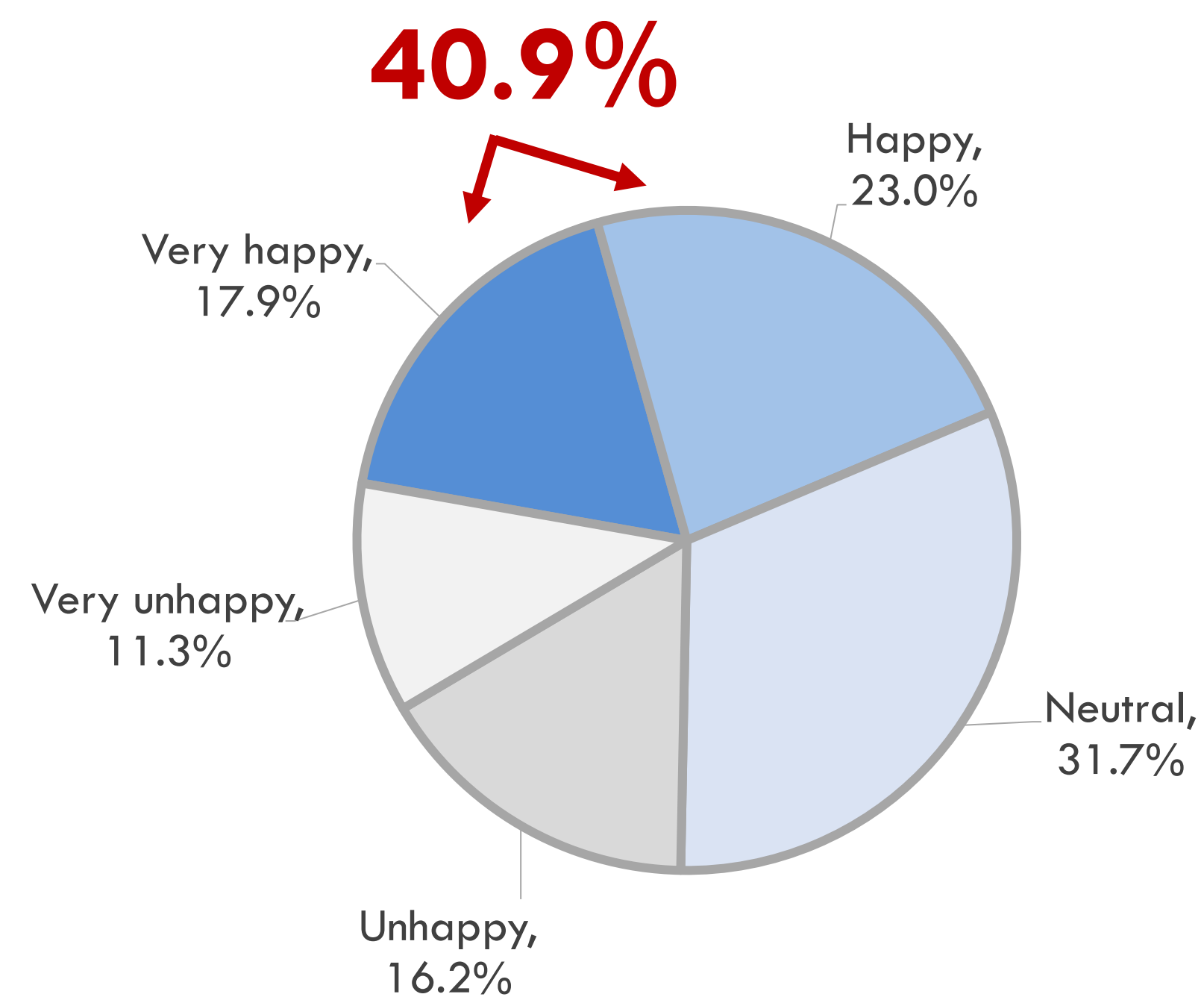
(Base: Waves 1-48. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209 and 1,209 completed surveys.)

Historical data

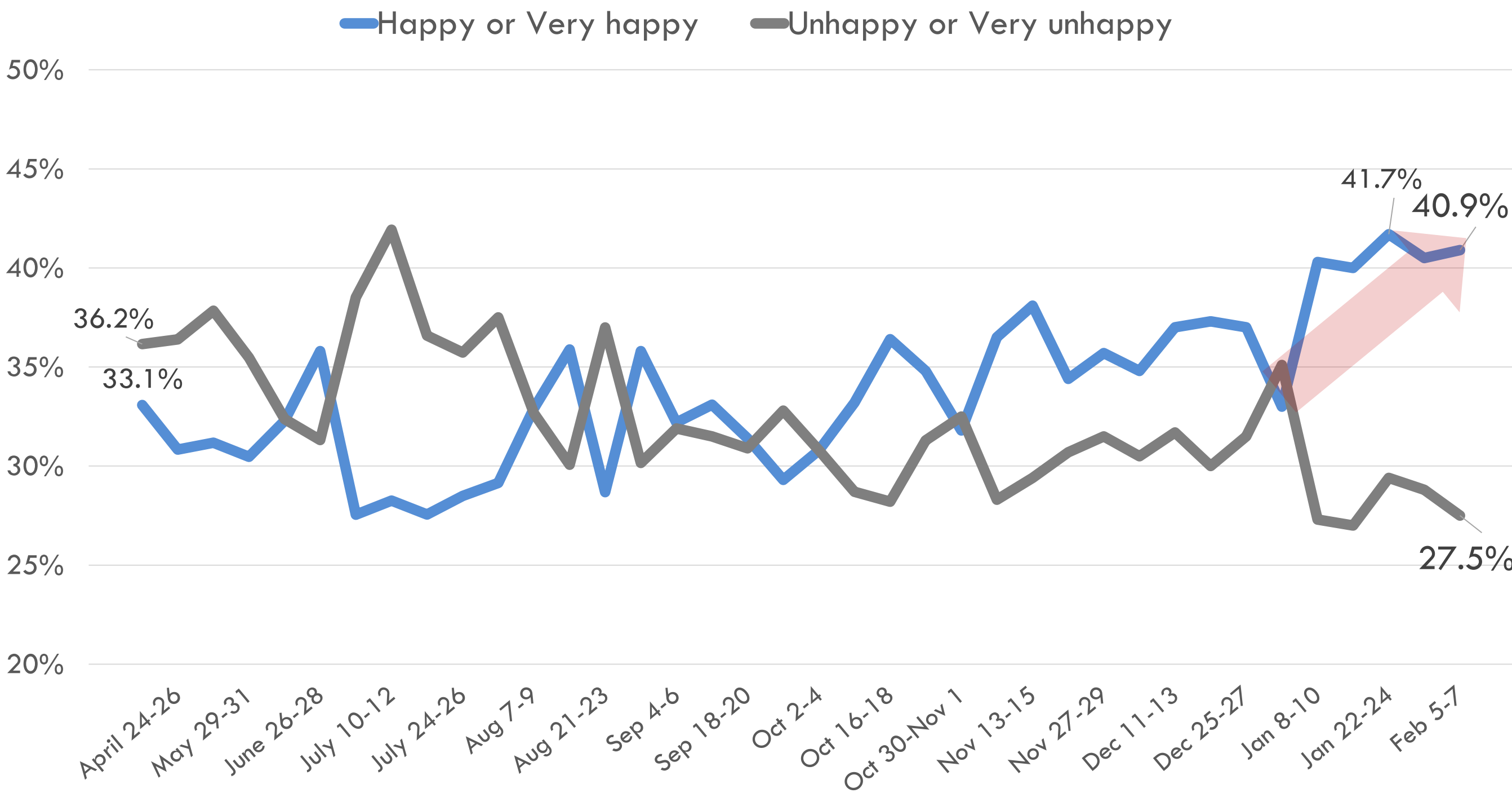


FEELINGS SEEING AN AD PROMOTING TOURISM TO COMMUNITY

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?



Historical data



(Base: Waves 7-9, 12-13 and 16-48. 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, 1,209 and 1,209 completed surveys.)

The background features a teal gradient with four large, semi-transparent circular scorecards. Each scorecard has a white center with a large black number and a grey outer ring with a blue border. The numbers are 7, 9, 6, and 8, arranged from left to right. Below each scorecard is a stylized hand of a different skin tone (light brown, tan, dark brown, and medium brown) holding the scorecard. A white rectangular box with a thin black border is centered over the scorecards, containing the text 'Weekly Scorecard' in a bold, black, sans-serif font. A thin horizontal line is positioned below the text.

Weekly Scorecard

Weekly Scorecard: The Bad

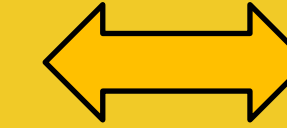
**Concerns about
personal finances**



**Concerns about the
national economy**



**Perceived safety of
travel experiences**



**Comfort enjoying
home community**



Weekly Scorecard: The Good

**Personal health
concerns**



**Expectations for the
pandemic worsening**



**Loss of interest in
travel**



**Travel
Guilt**



**Travel
Readiness**



**Excitement to travel
right now**



**Openness to travel
inspiration**



**Discounts as a
motivator for travel**



**Confidence in ability
to travel safely**



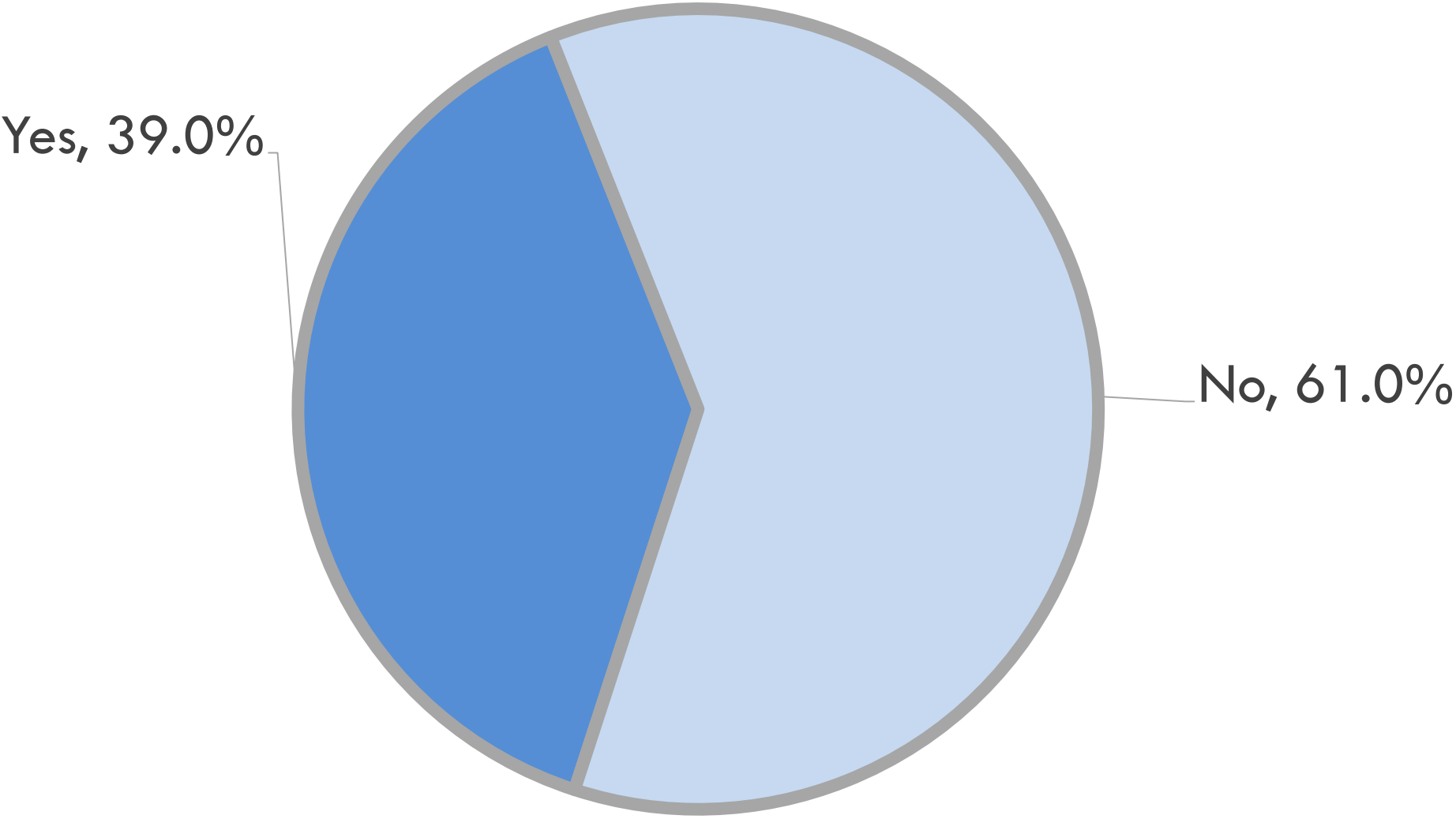
**Seeing personal
network traveling more**



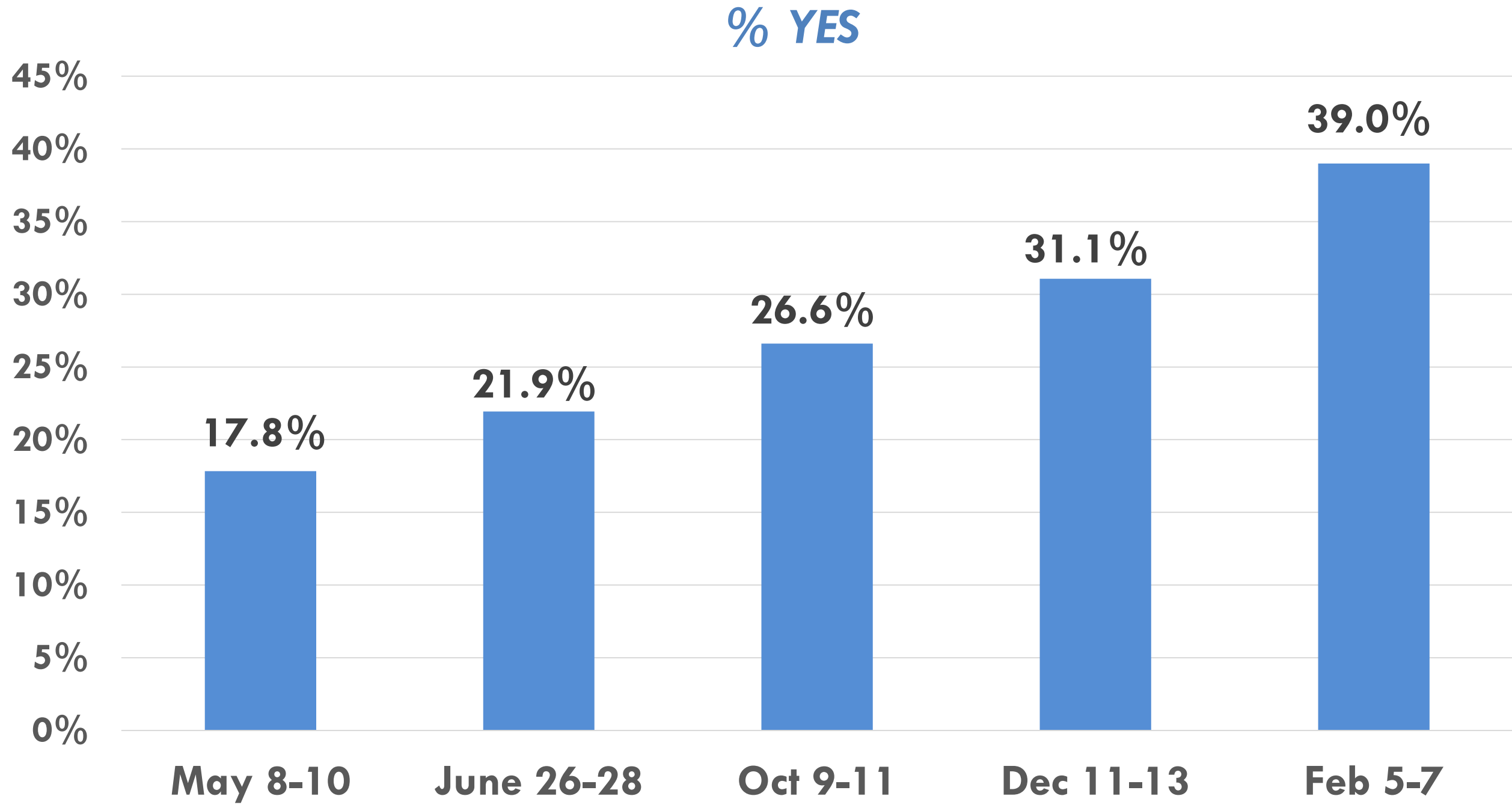
RECALL OF DESTINATION ADVERTISING IN THE PAST MONTH

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

February 5-7



Historical Data



A woman is performing a yoga pose, likely Bhujangasana (Cobra), on a dark mat. She is positioned in front of a large window that looks out onto a lush, green garden. The scene is dimly lit, with the primary light source being the natural light from the window, which creates a silhouette effect on the woman. The text "LIFESTYLE PRIORITIES & STRESS" is overlaid in the center of the image in a bold, white, sans-serif font.

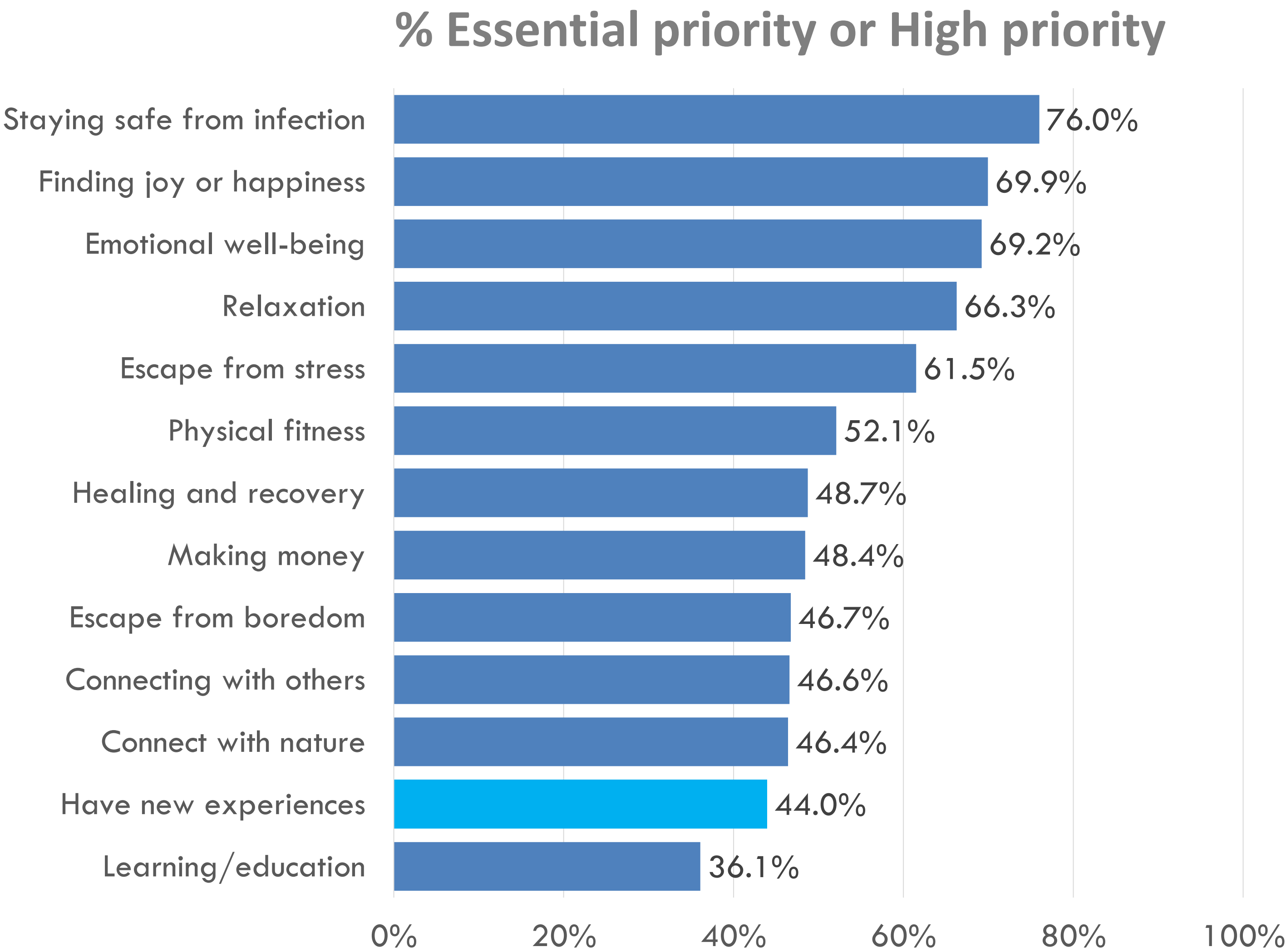
LIFESTYLE PRIORITIES & STRESS

LIFESTYLE PRIORITIES (NEXT 6 MONTHS)

Question: Tell us about your lifestyle priorities in the next six months.

However you personally define each, use the scale provided to indicate how you will prioritize these in the next SIX (6) MONTHS.

(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)

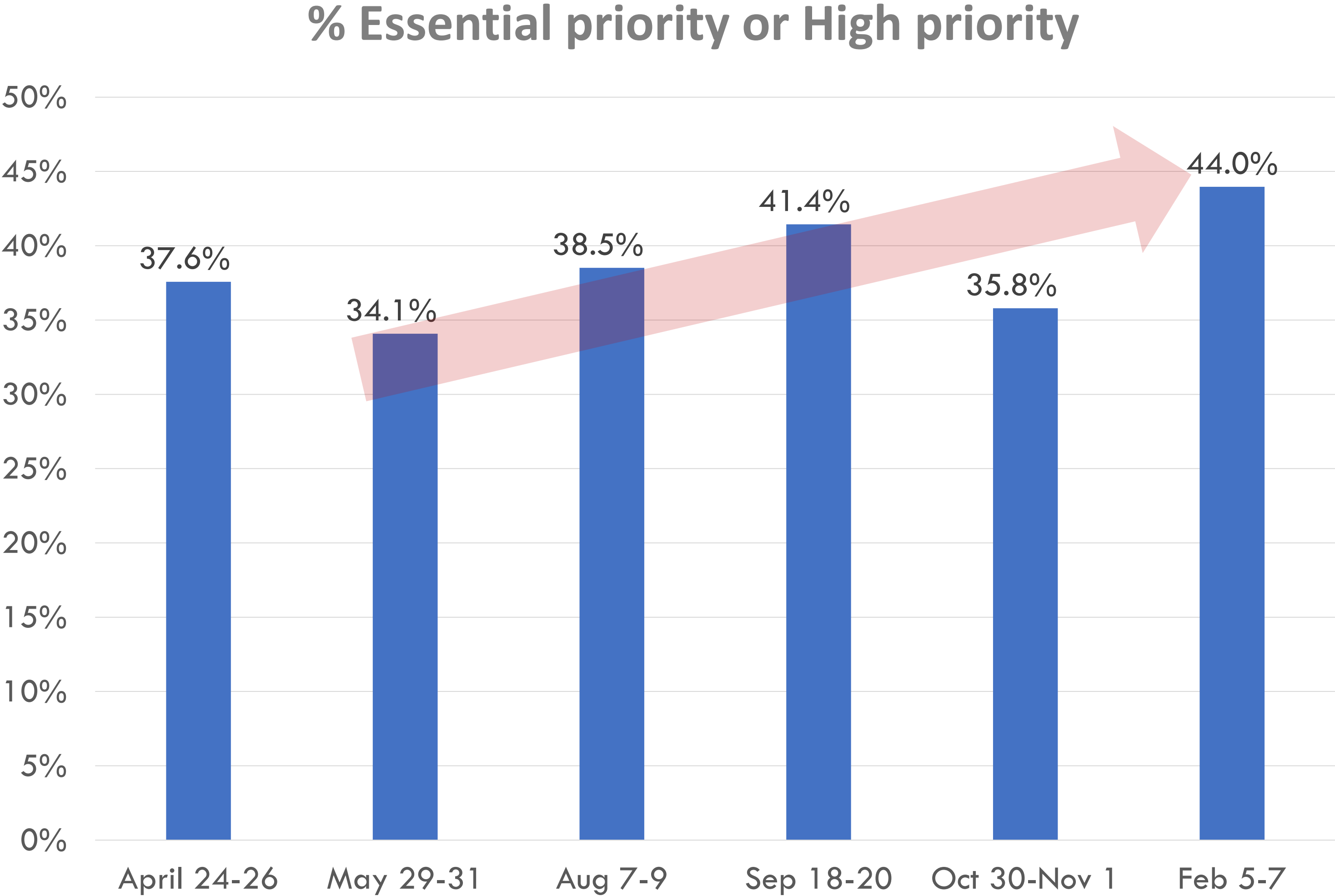


PRIORITIZING “NEW EXPERIENCES” (NEXT 6 MONTHS)

Question: Tell us about your lifestyle priorities in the next six months.

However you personally define each, use the scale provided to indicate how you will prioritize these in the next SIX (6) MONTHS.

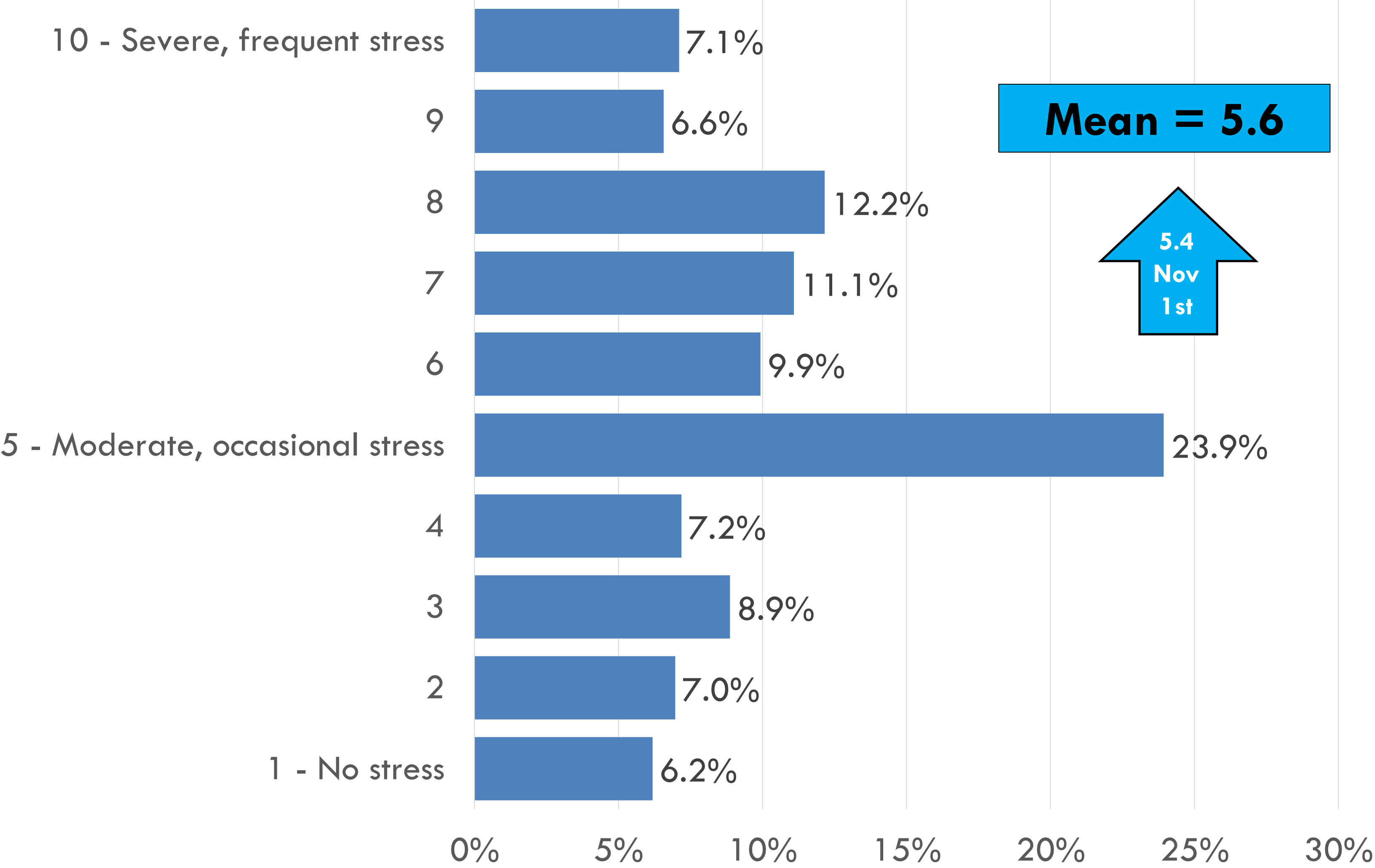
(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



DAILY STRESS LEVELS

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

(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)

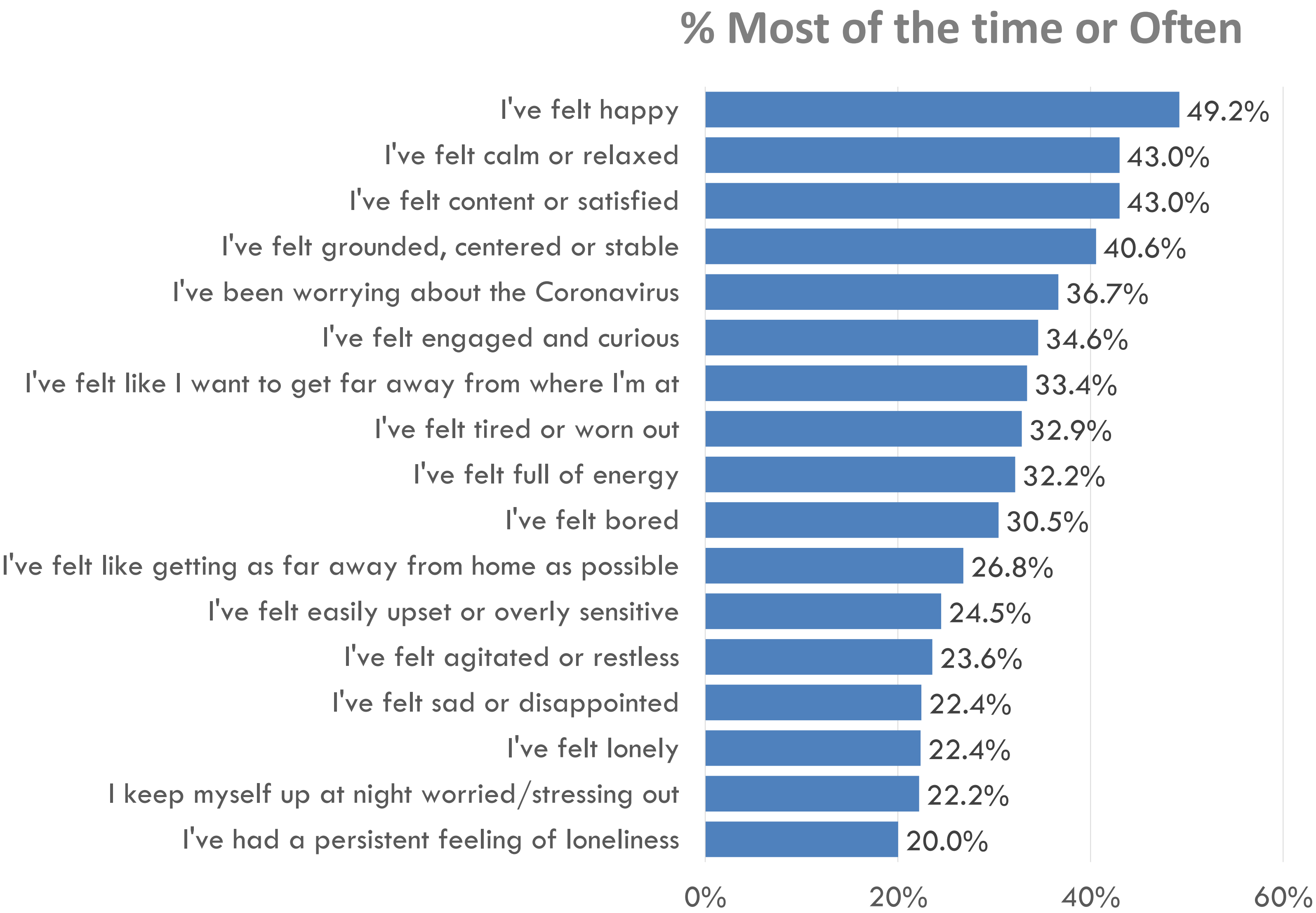


FEELINGS DURING THE LAST MONTH

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

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

(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)

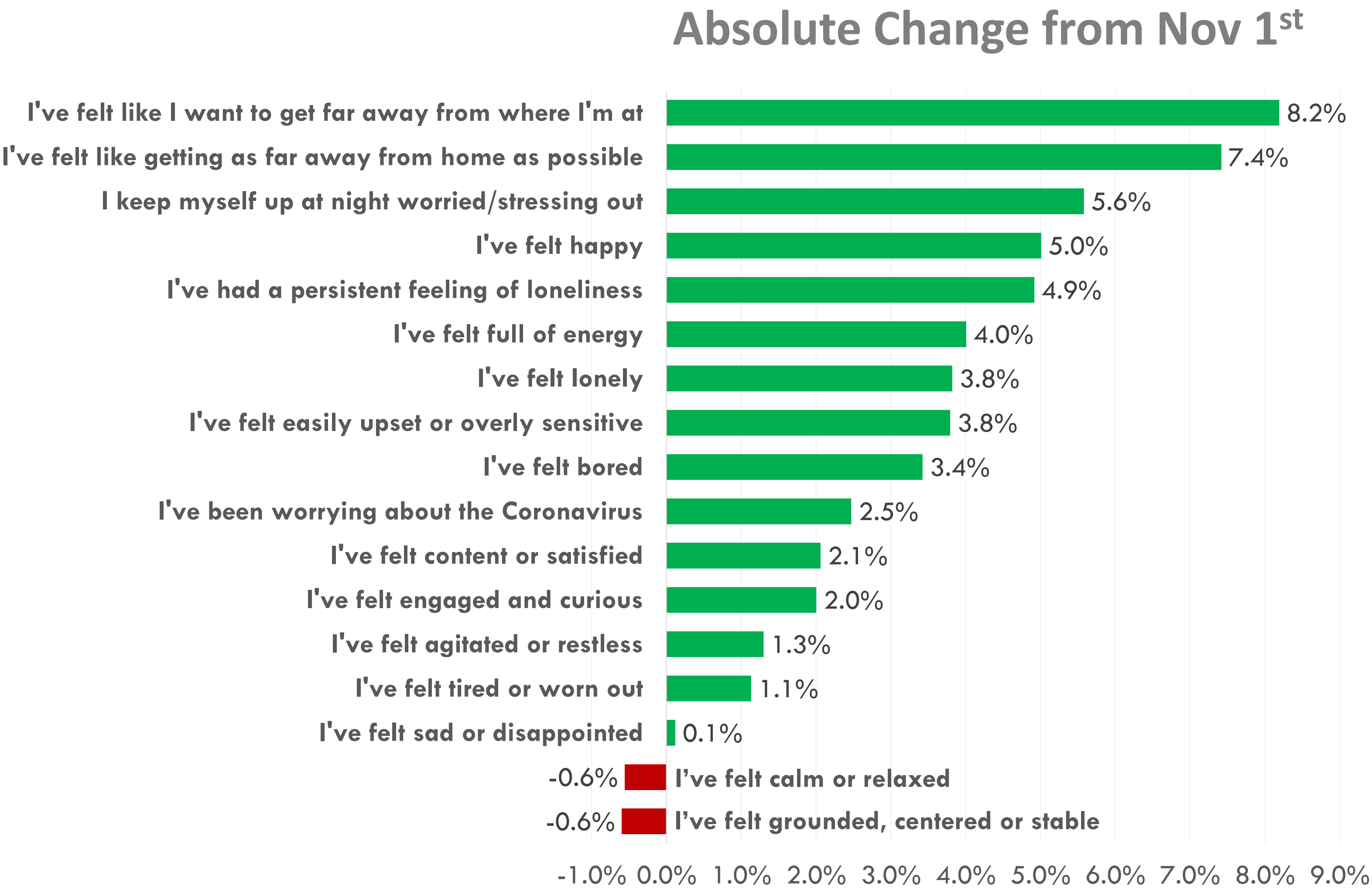


FEELINGS DURING THE LAST MONTH

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

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

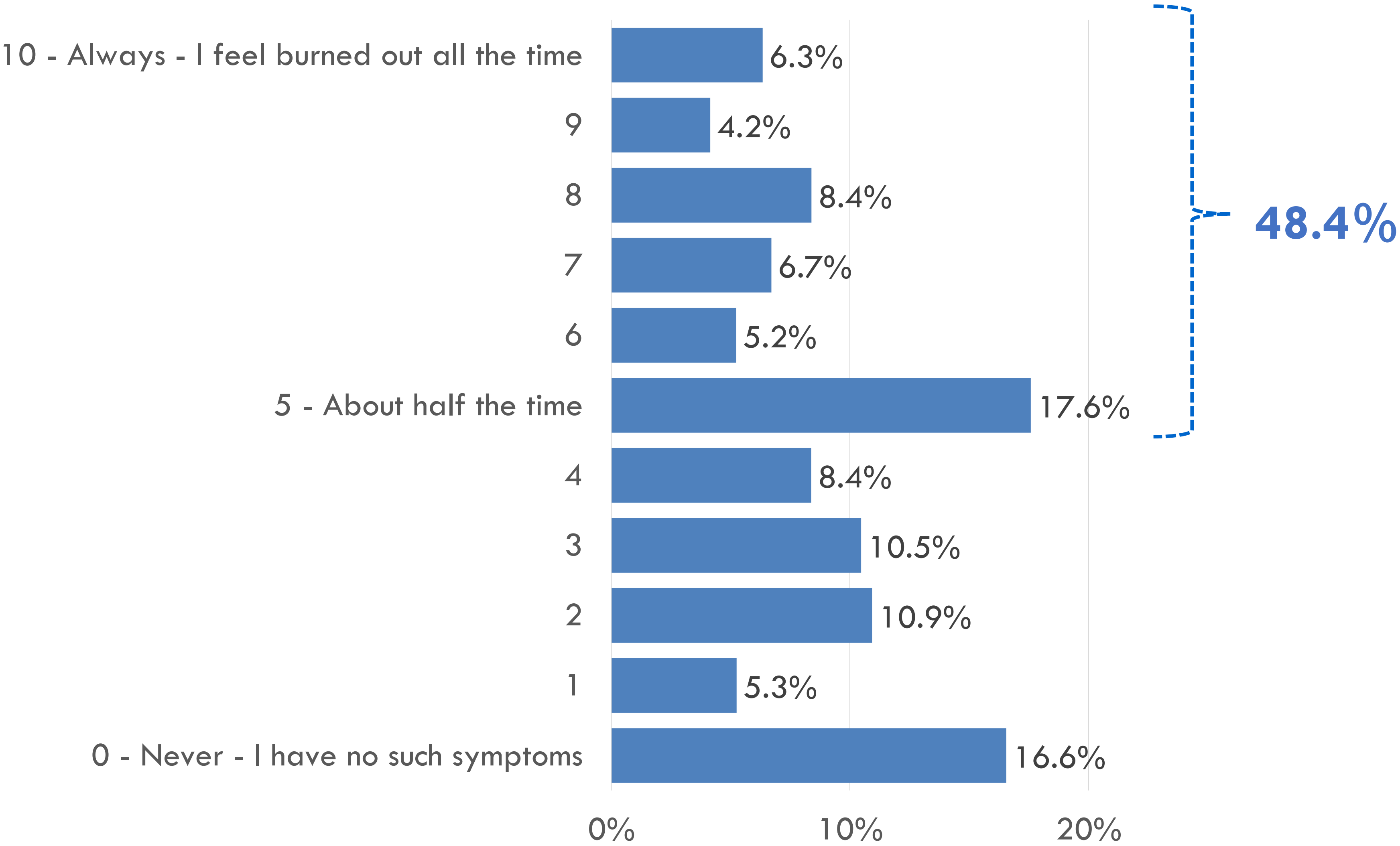
(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



“BURN-OUT” IN THE PAST MONTH

Question: Thinking about the last month, (using a 11-point scale) please tell us how often you have felt symptoms of being "burned out" (i.e., a state of emotional, mental, and often physical exhaustion brought on by prolonged or repeated stress).

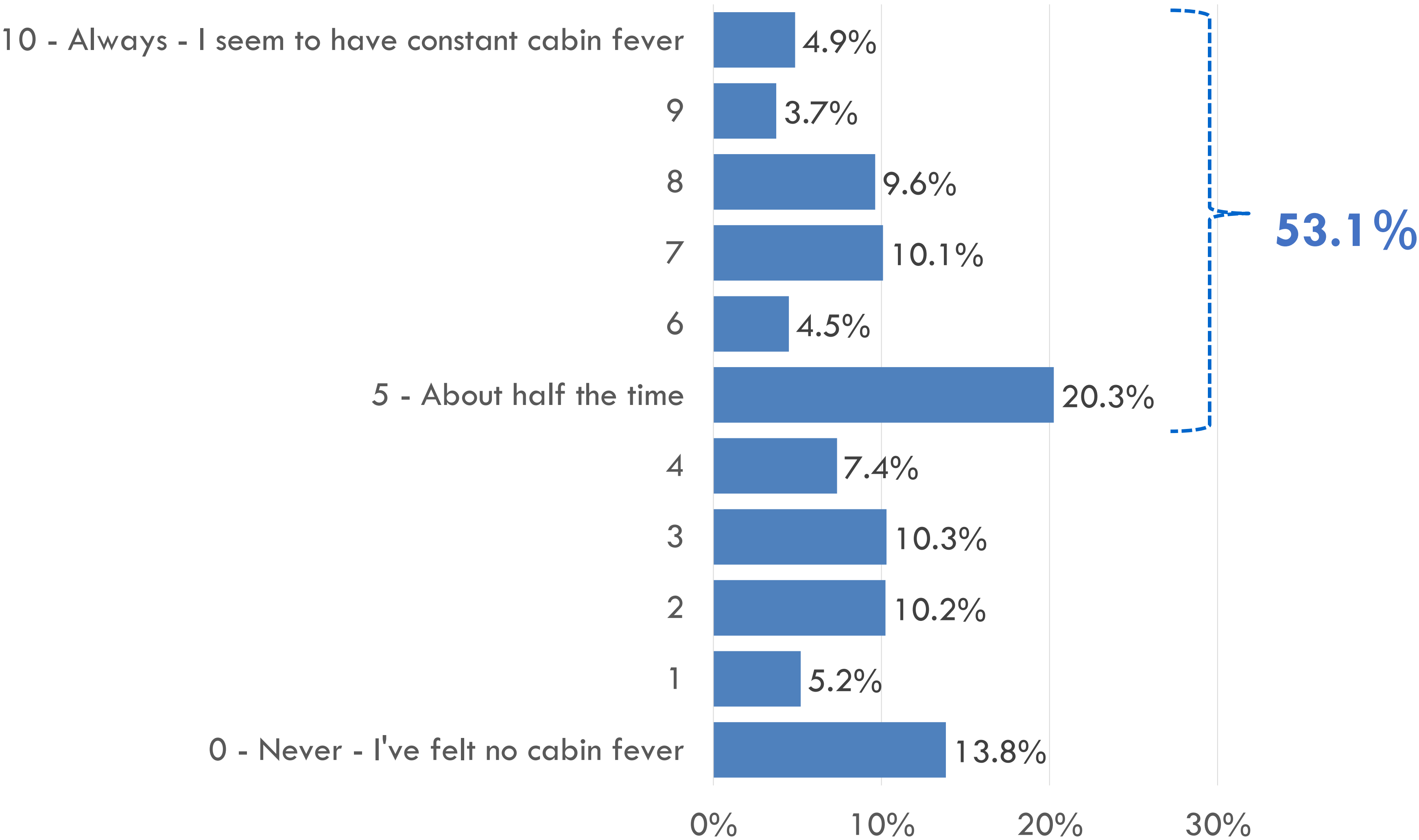
(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



“CABIN FEVER” IN THE PAST MONTH

Question: Thinking about the last month, (using a 11-point scale) please tell us how often you have felt "cabin fever" (i.e., irritability and restlessness from living in isolation or a confined area for a prolonged time).

(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



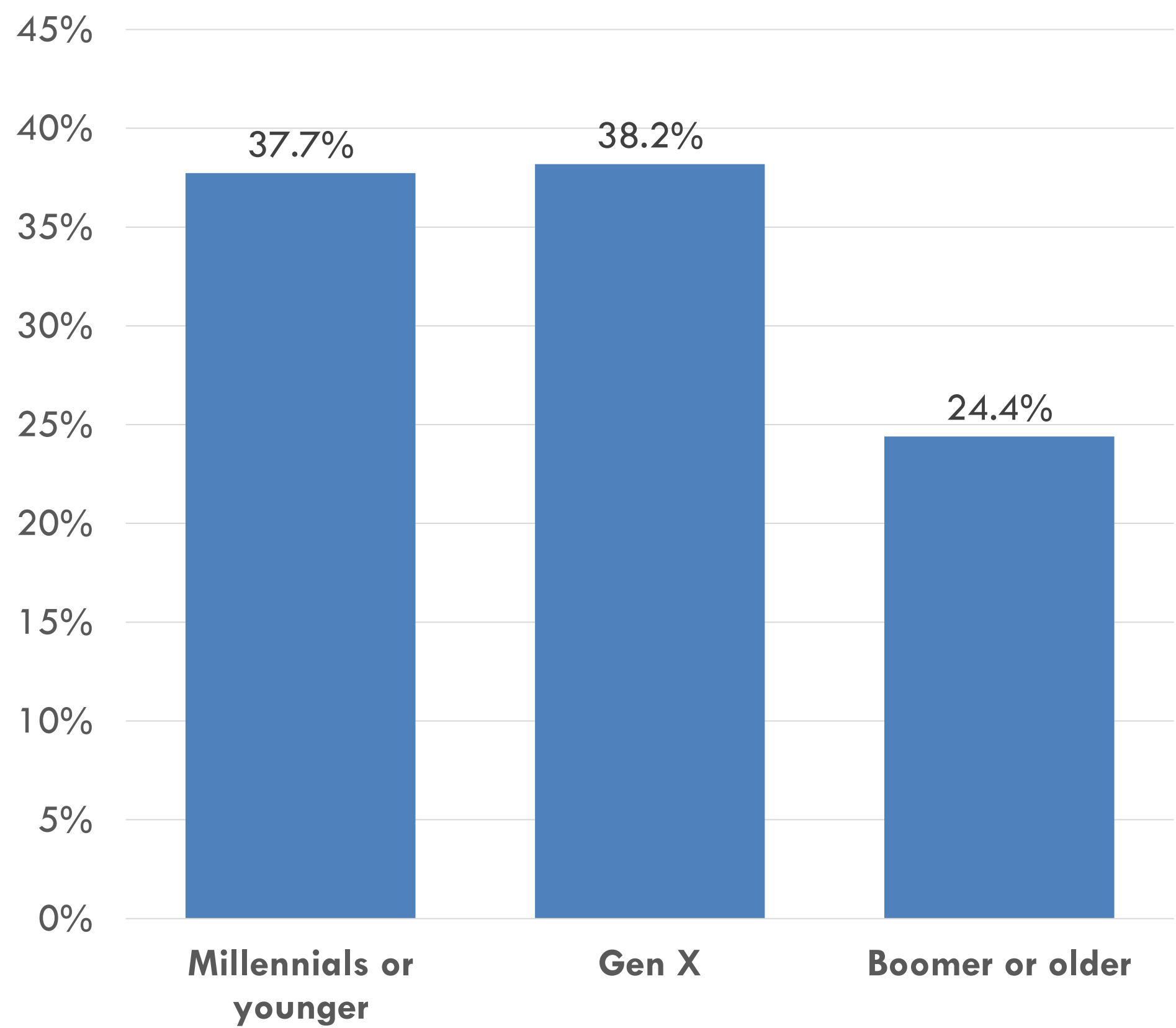


Who has cabin fever?

WHO HAS CABIN FEVER?

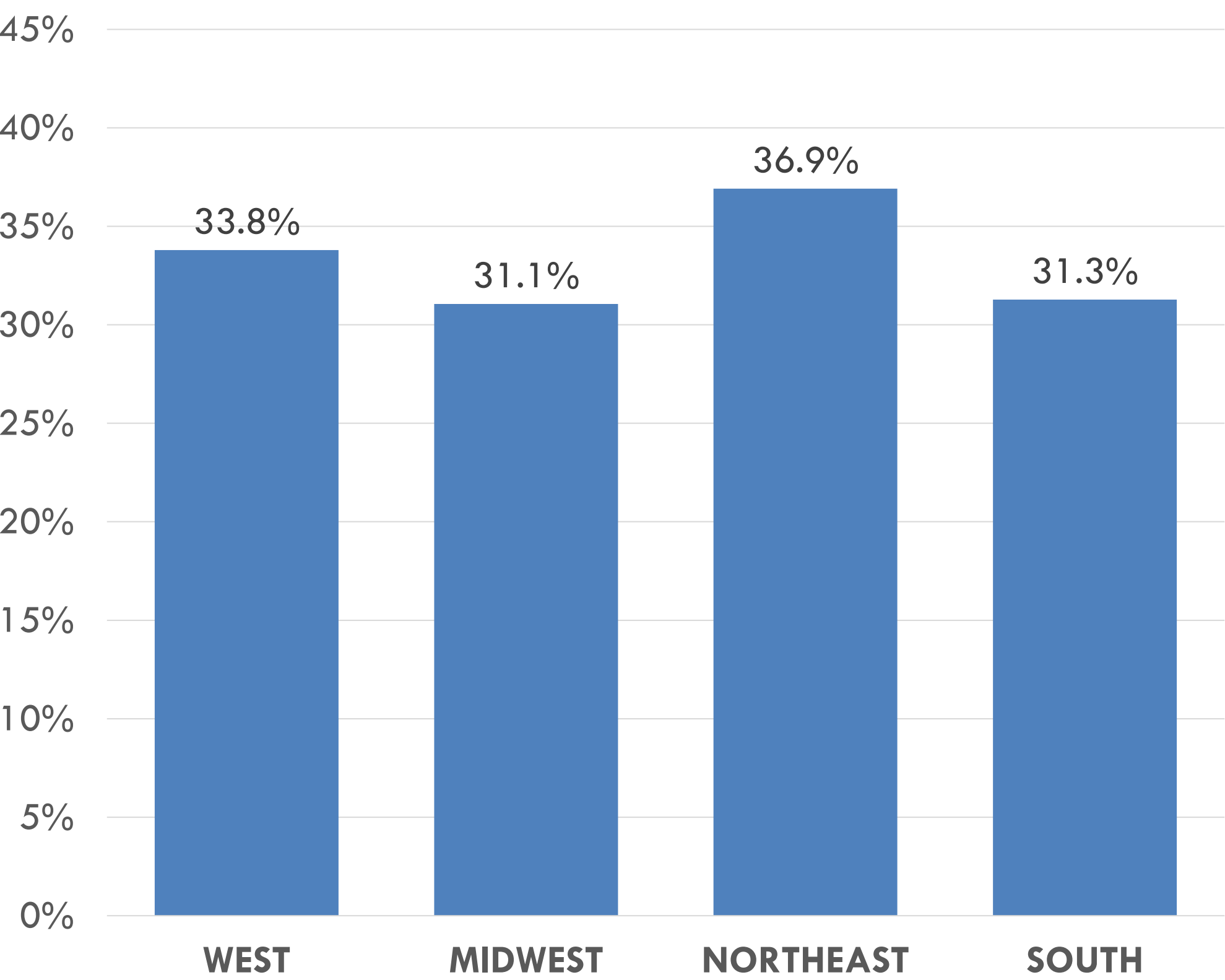
Generation

(Top 5 Box Score- More than half the time)



Region

(Top 5 Box Score- More than half the time)

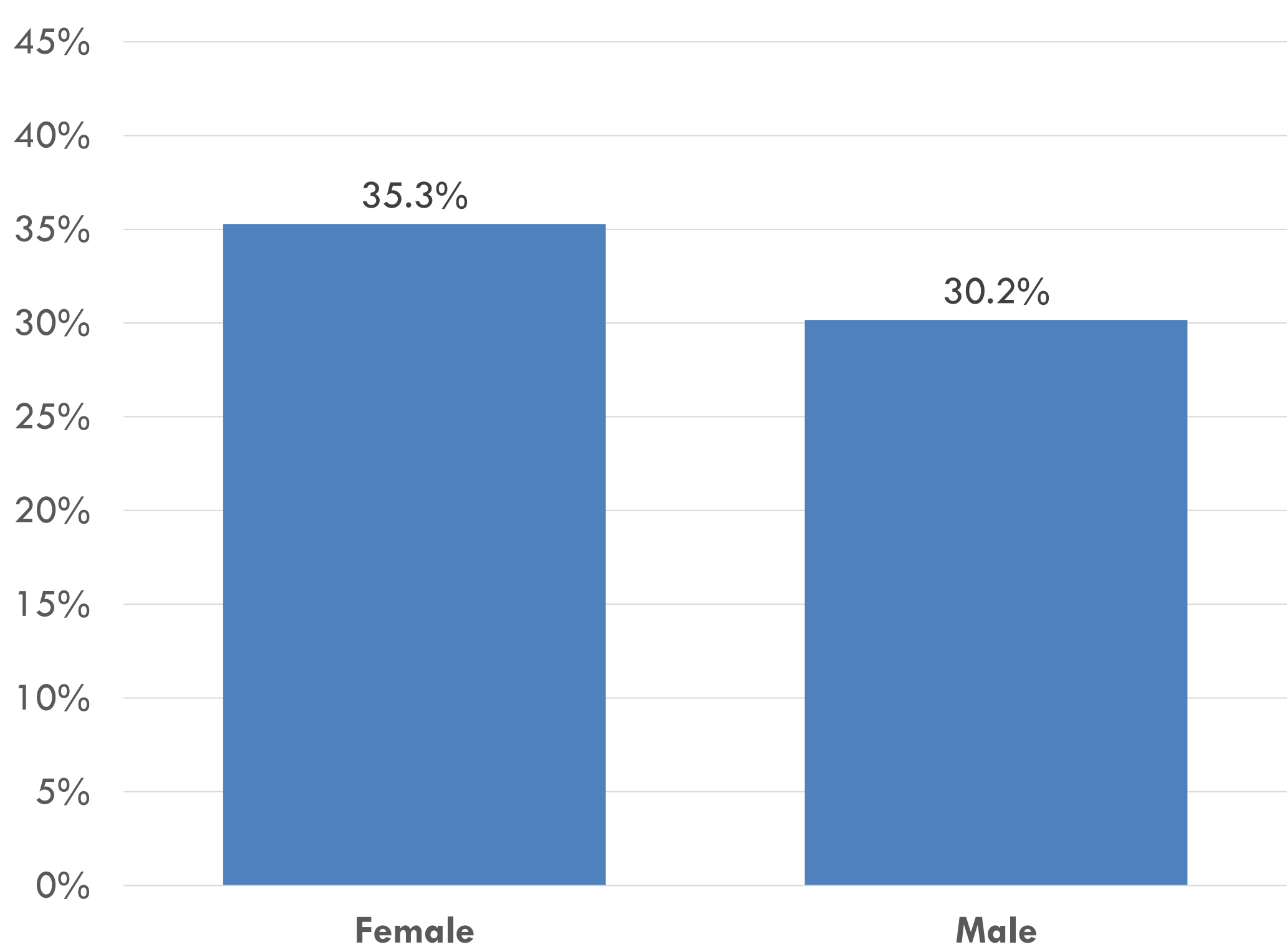


Question: Thinking about the last month, (using a 1-10 point scale) please tell us how often you have felt "cabin fever" (i.e., irritability and restlessness from living in isolation or a confined area for a prolonged time).

WHO HAS CABIN FEVER?

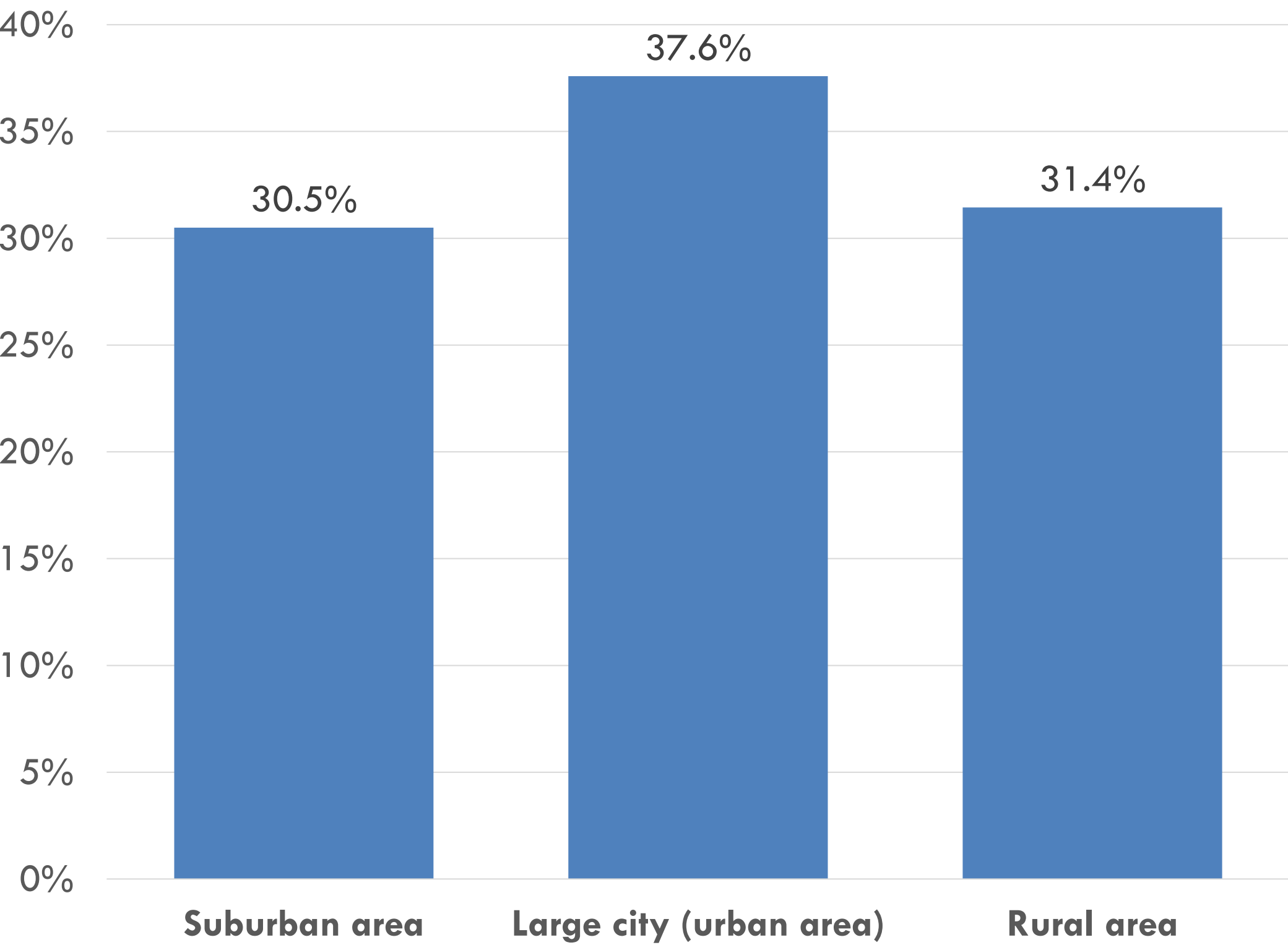
Gender

(Top 5 Box Score- More than half the time)



Place of Residence

(Top 5 Box Score- More than half the time)

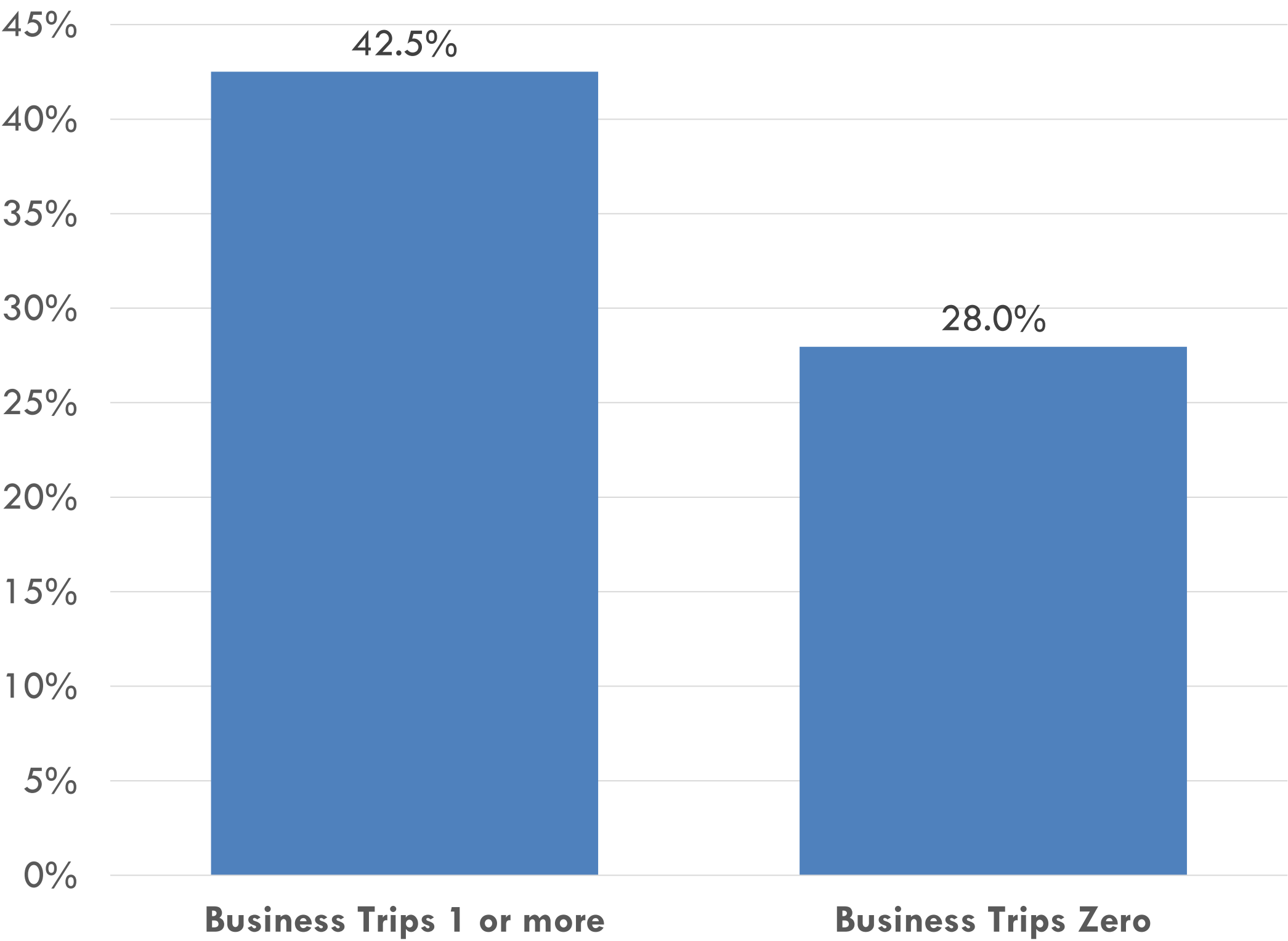


Question: Thinking about the last month, (using a 11-point scale) please tell us how often you have felt "cabin fever" (i.e., irritability and restlessness from living in isolation or a confined area for a prolonged time).

WHO HAS CABIN FEVER?

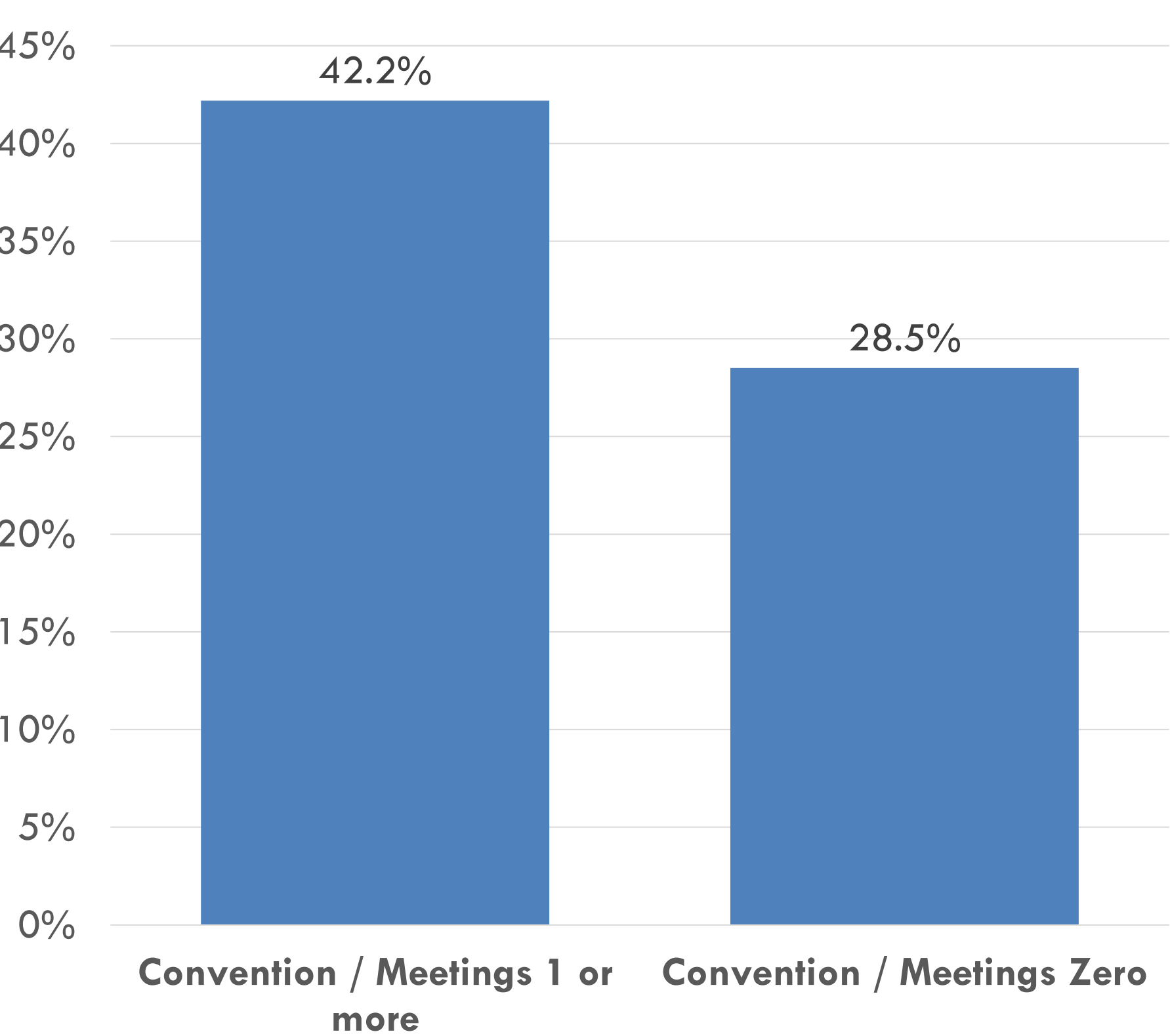
Business Travelers

(Top 5 Box Score- More than half the time)



Convention/Group Meeting Travelers

(Top 5 Box Score- More than half the time)

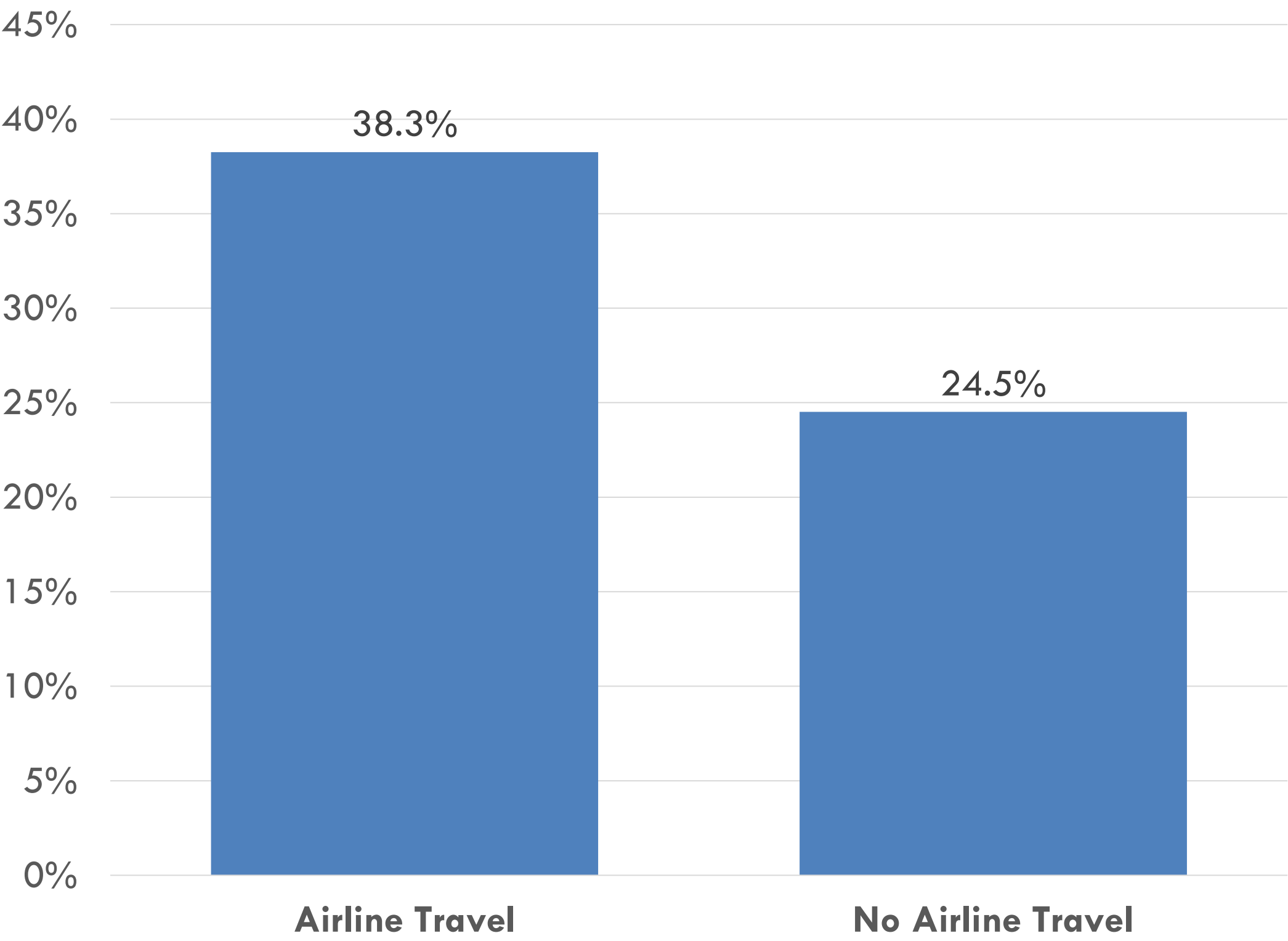


Question: Thinking about the last month, (using a 1-10 point scale) please tell us how often you have felt "cabin fever" (i.e., irritability and restlessness from living in isolation or a confined area for a prolonged time).

WHO HAS CABIN FEVER?

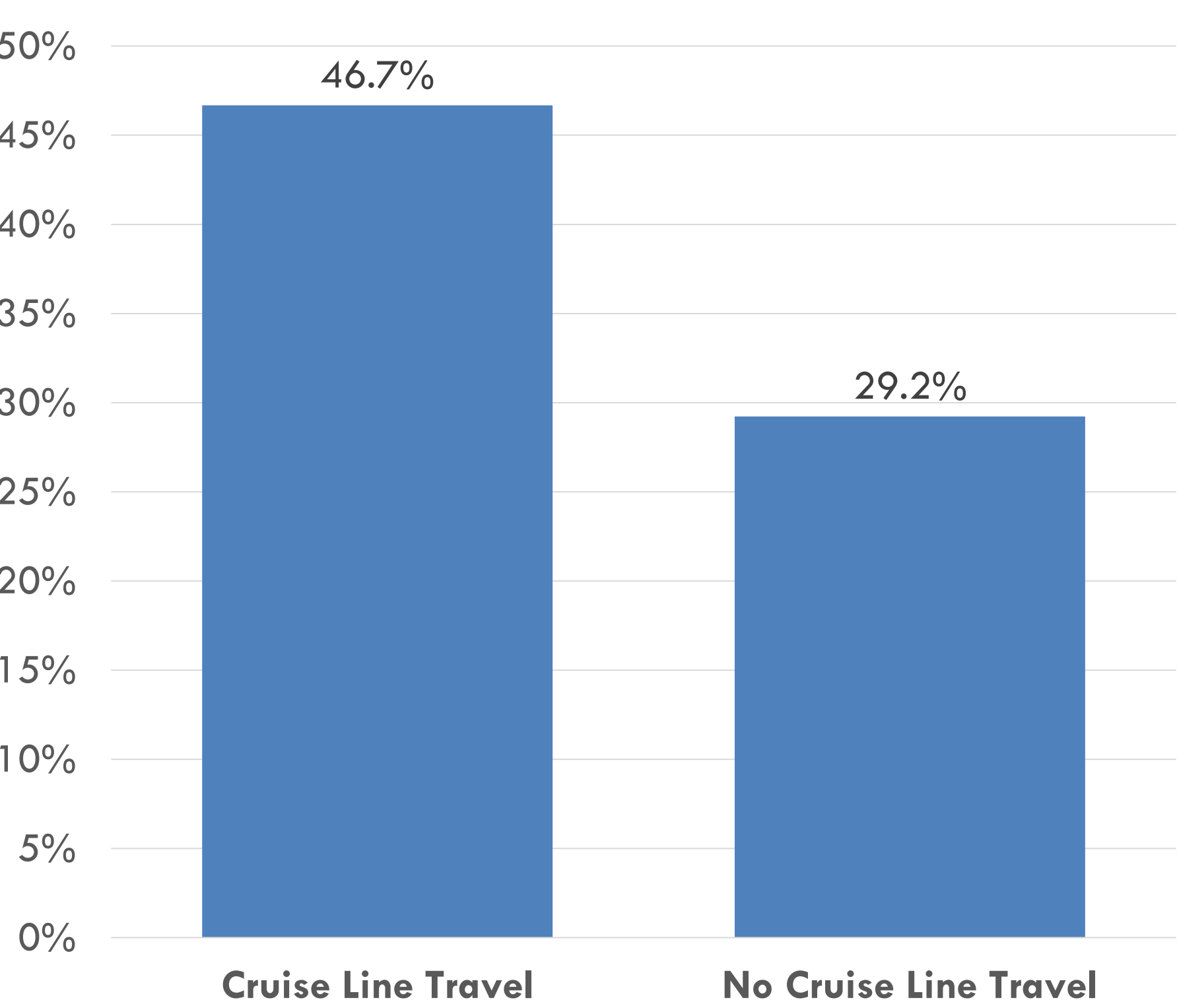
Air Travelers

(Top 5 Box Score- More than half the time)



Cruise Line Travelers

(Top 5 Box Score- More than half the time)

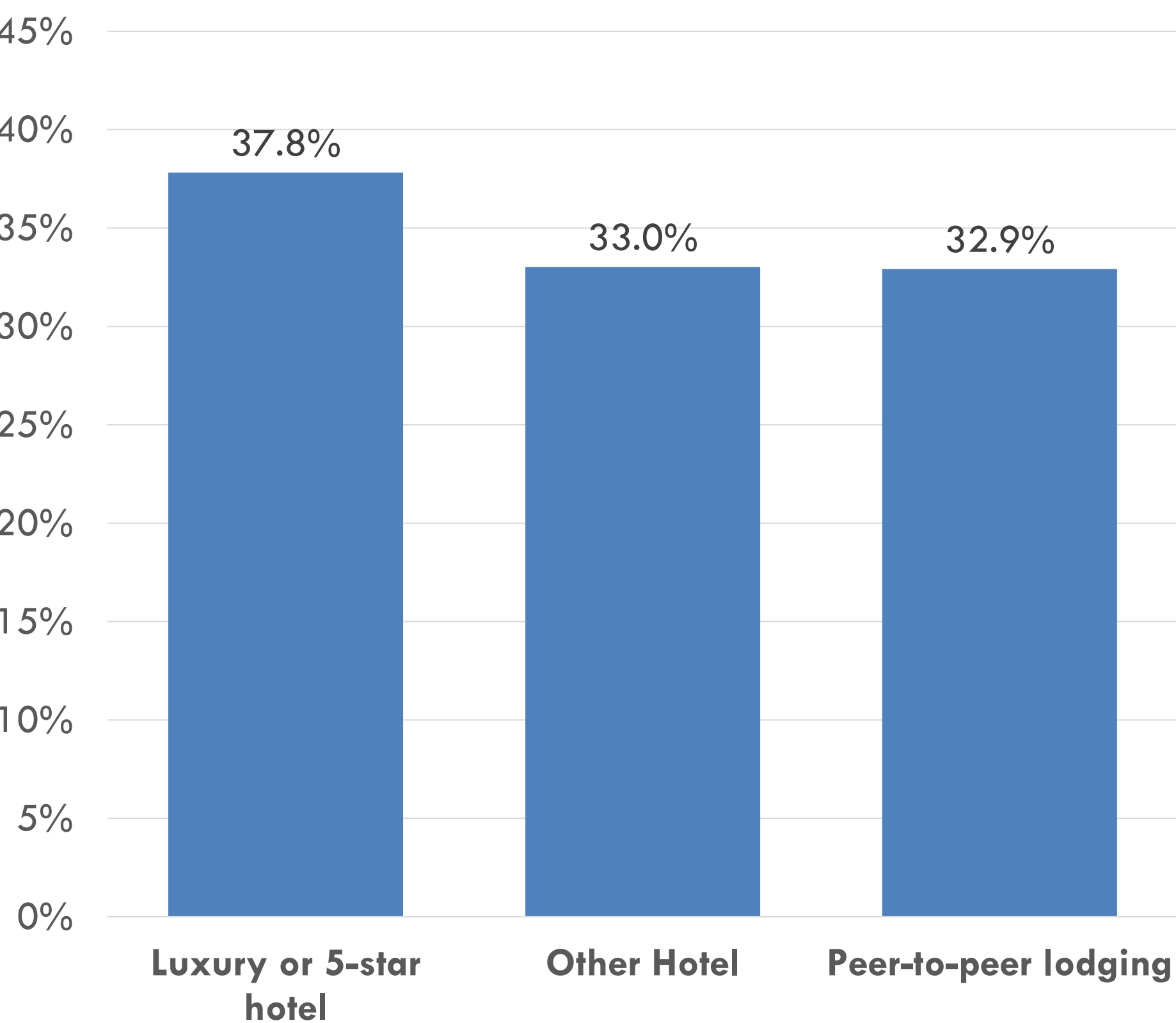


Question: Thinking about the last month, (using a 1-10 point scale) please tell us how often you have felt "cabin fever" (i.e., irritability and restlessness from living in isolation or a confined area for a prolonged time).

WHO HAS CABIN FEVER?

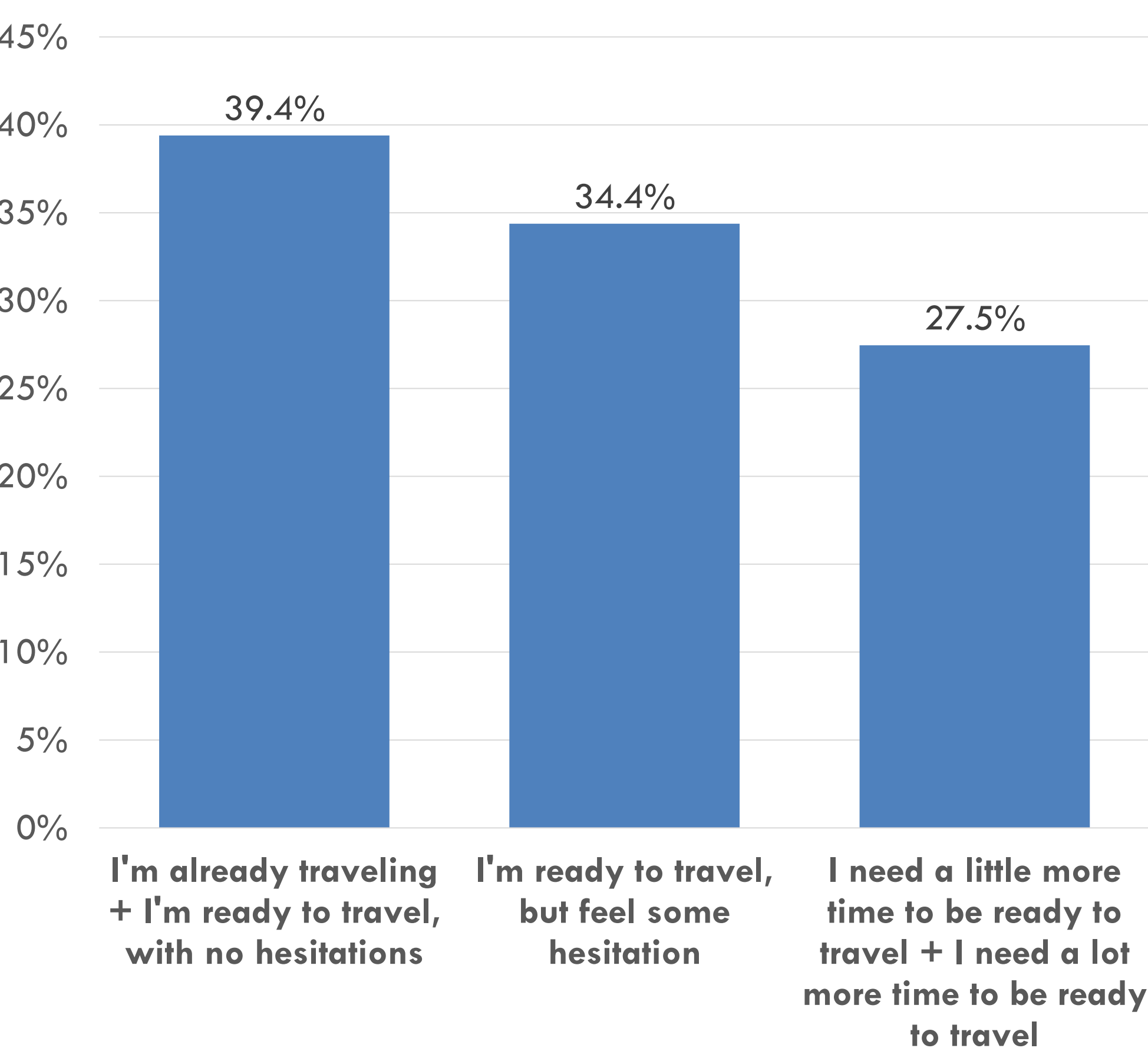
Hotel Types Used

(Top 5 Box Score- More than half the time)



Readiness to Travel

(Top 5 Box Score- More than half the time)



KEY TAKEAWAYS

- Americans are frequently experiencing stress, burn out and cabin fever
- Americans will be prioritizing staying safe from infection, finding joy and happiness, emotional well-being and relaxation in their lifestyles in the next 6 months, as well as increasingly, having new experiences
- Americans may need travel more than ever

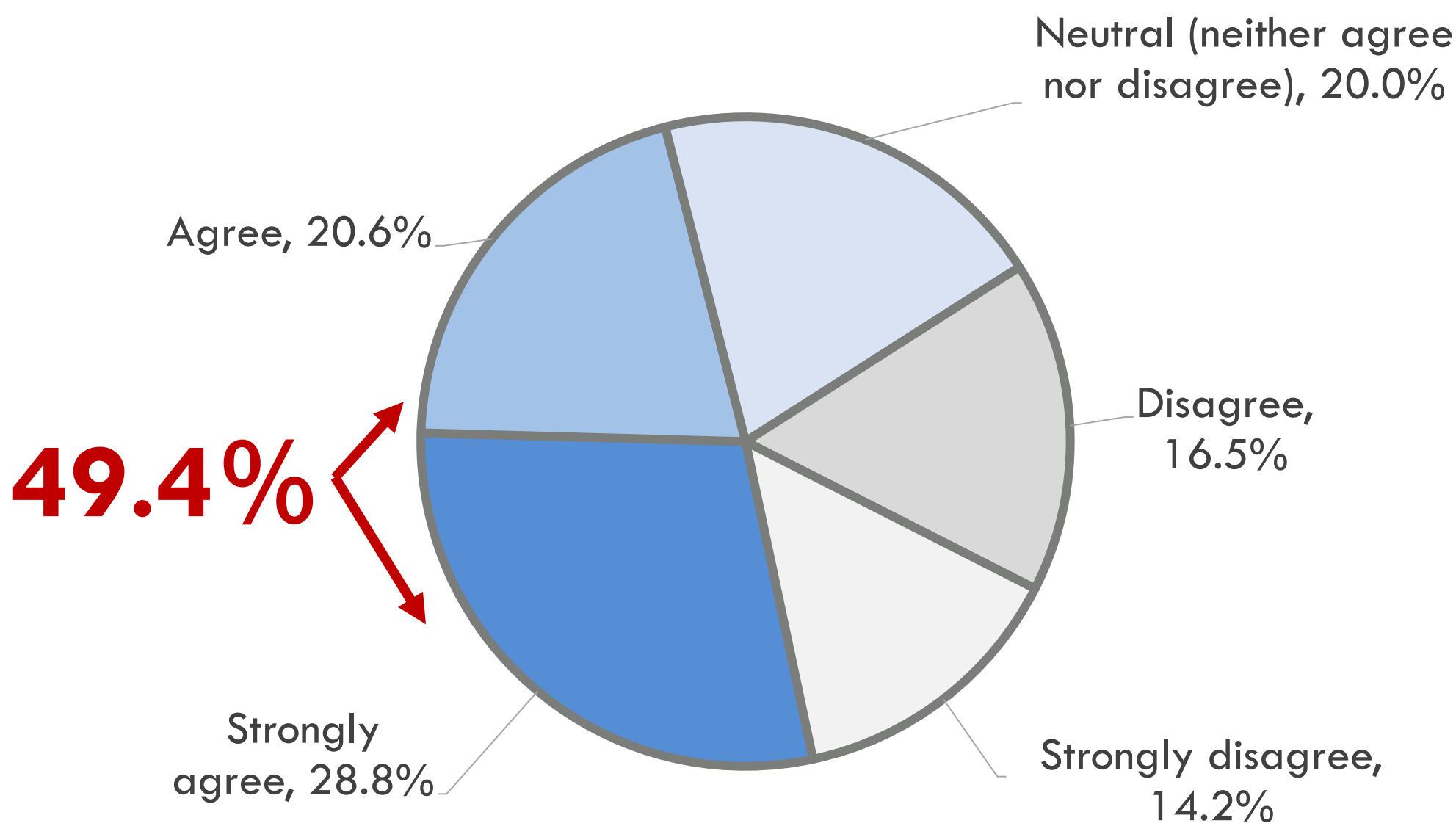


FEELINGS ABOUT A COVID-19 VACCINE



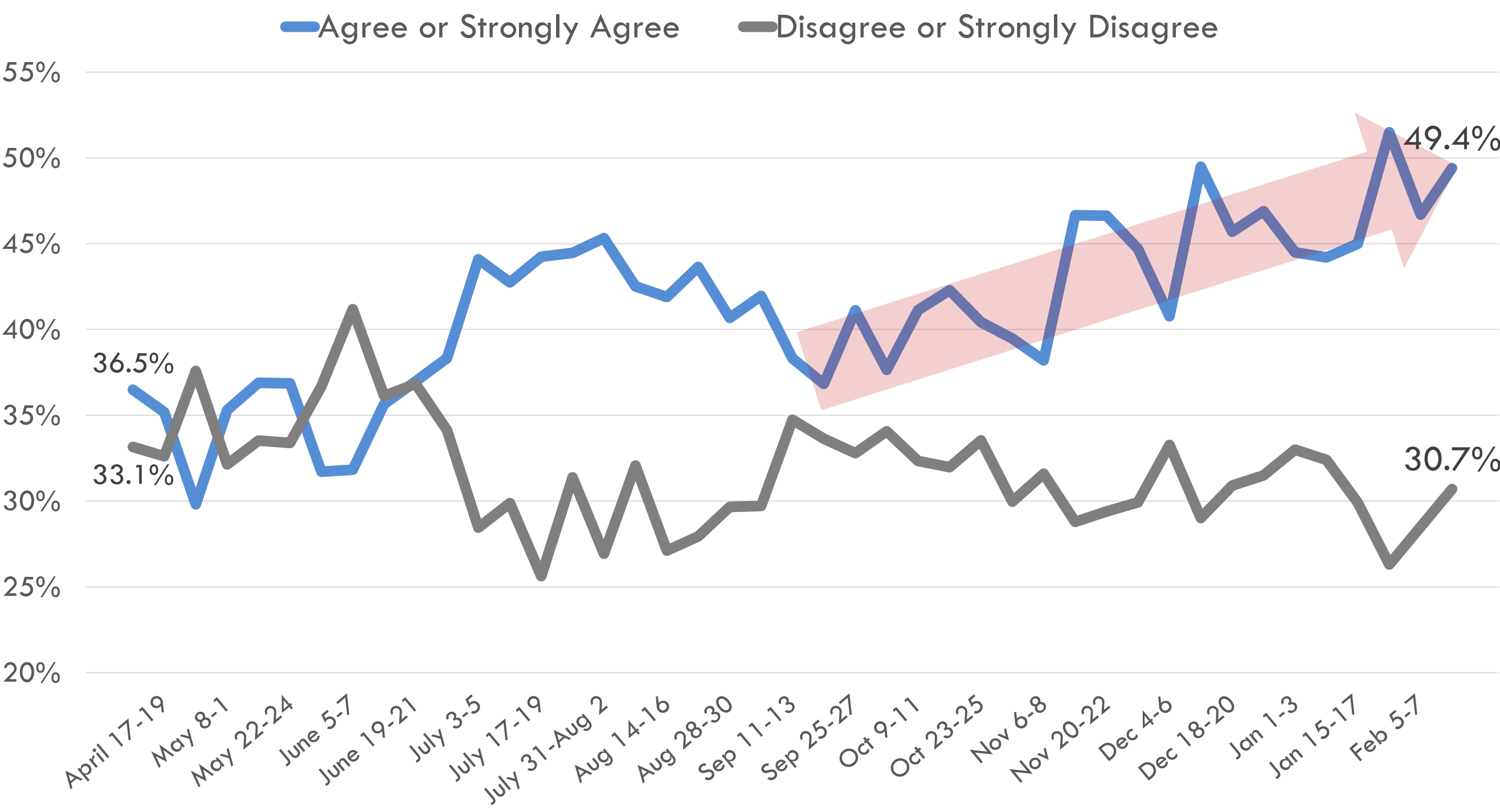
TRAVEL UNTIL GETTING THE VACCINE

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



(Base: Waves 6-48. 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, 1,209 and 1,209 completed surveys.)

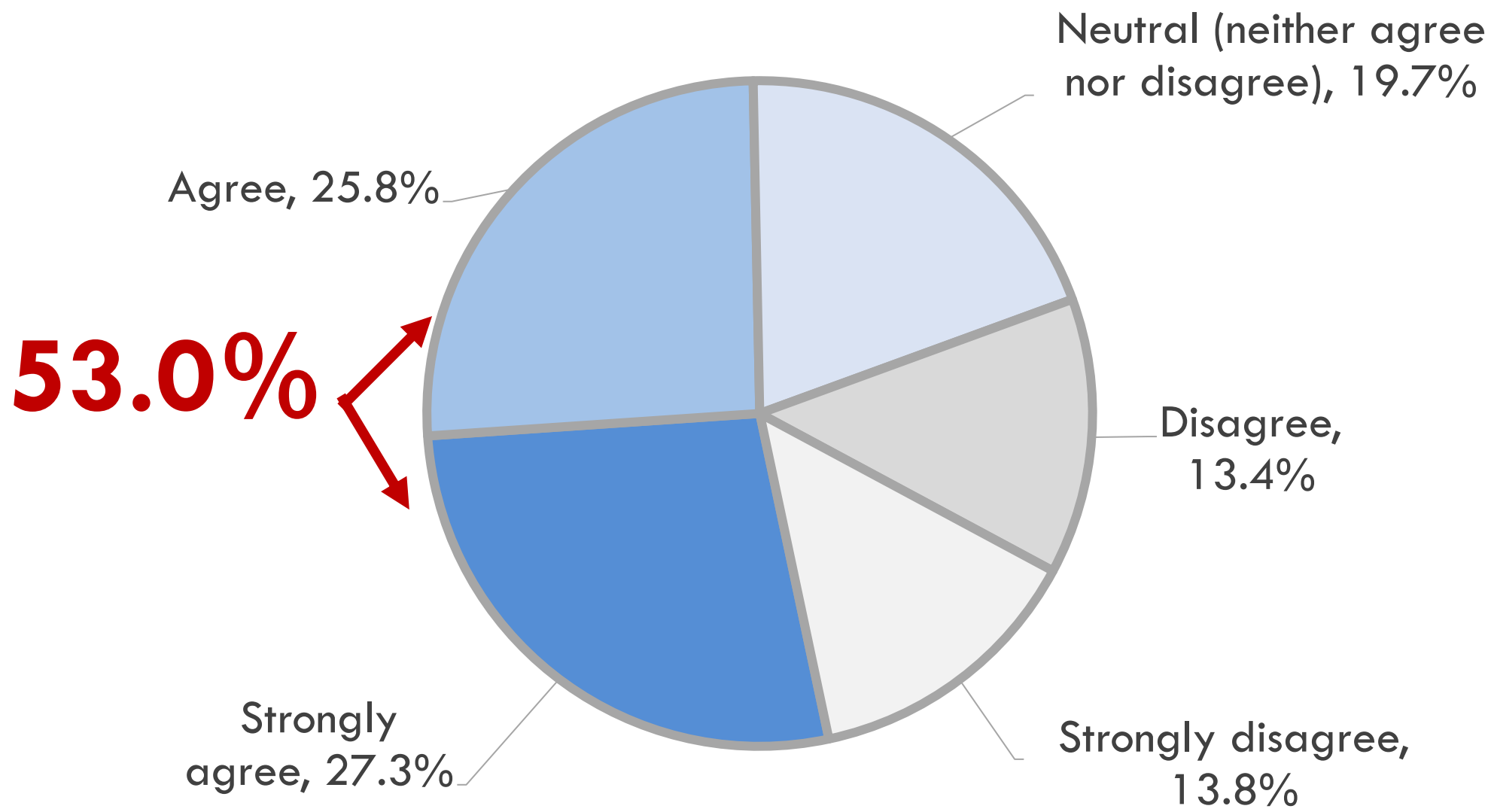
Historical data



TRAVEL UNTIL VACCINES ARE MADE WIDELY AVAILABLE

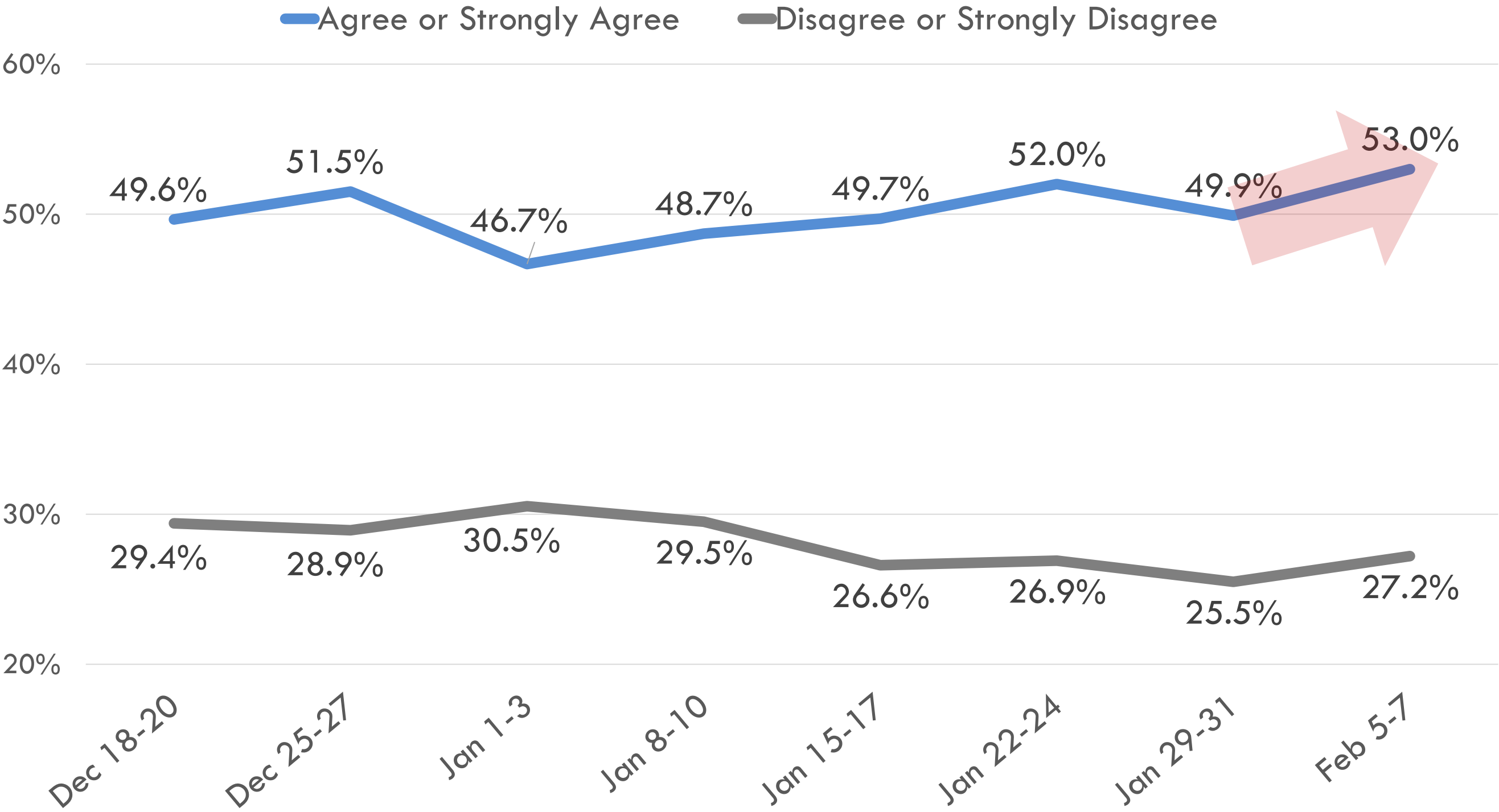
How much do you agree with the following statement?

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



(Base: Waves 41-48. All respondents, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209 and 1,209 completed surveys.)

Historical data

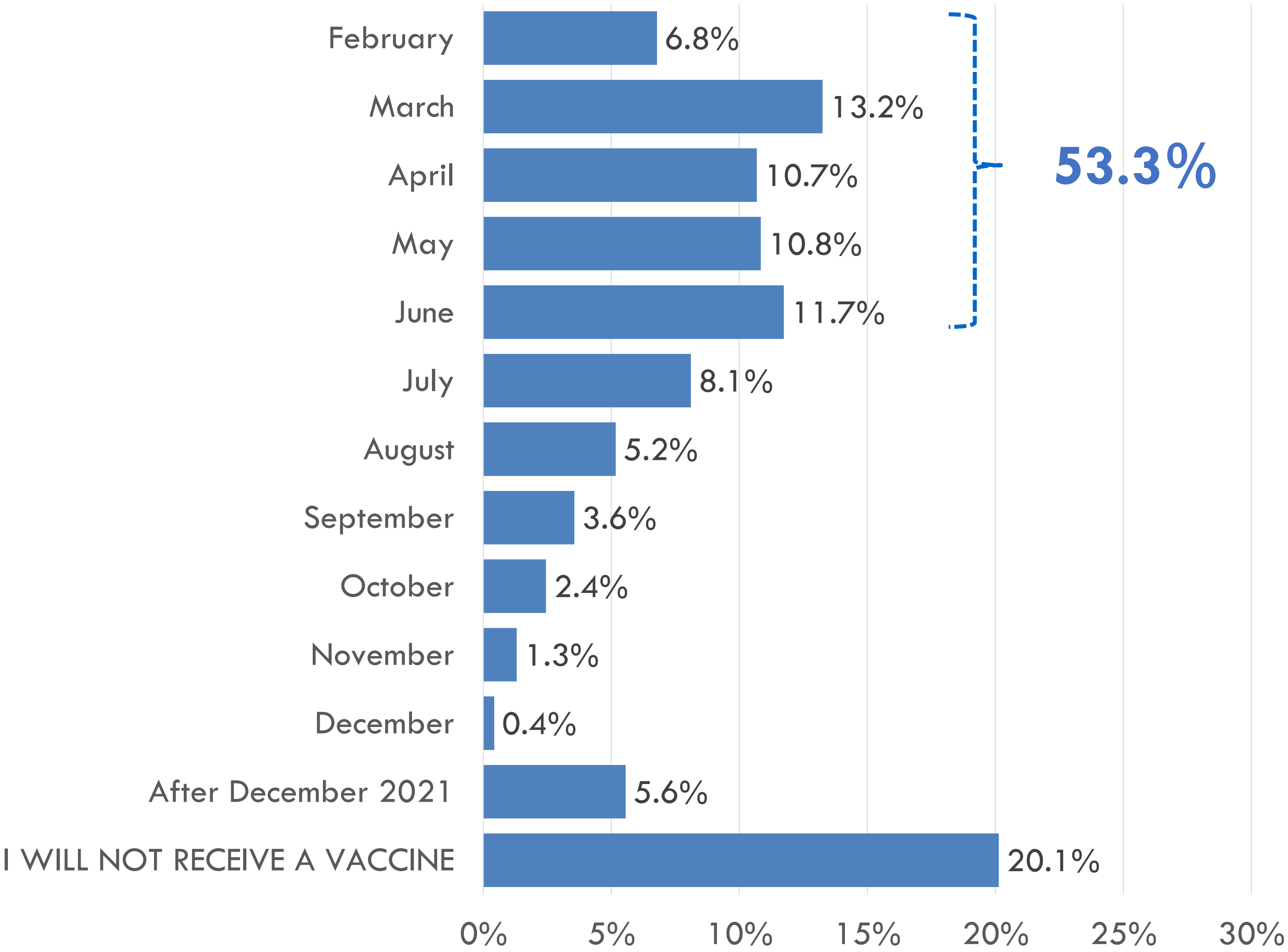


EXPECTED MONTH OF VACCINATION

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)

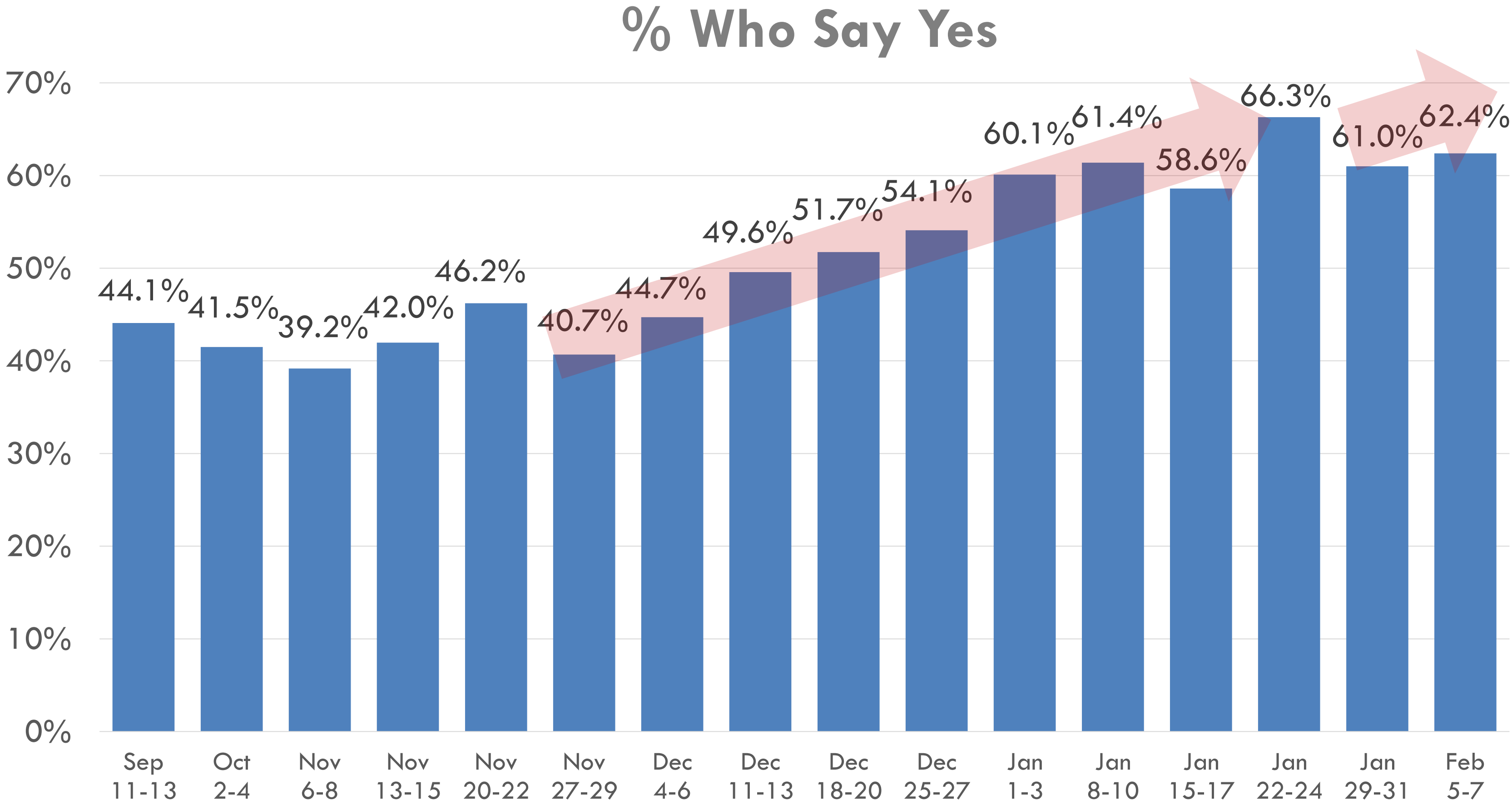
(Base: Wave 48 data. Respondents who have not yet been vaccinated, 1,018 completed surveys. Data collected February 5-7, 2021)



EXPECTATIONS TO TAKE A COVID-19 VACCINE

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

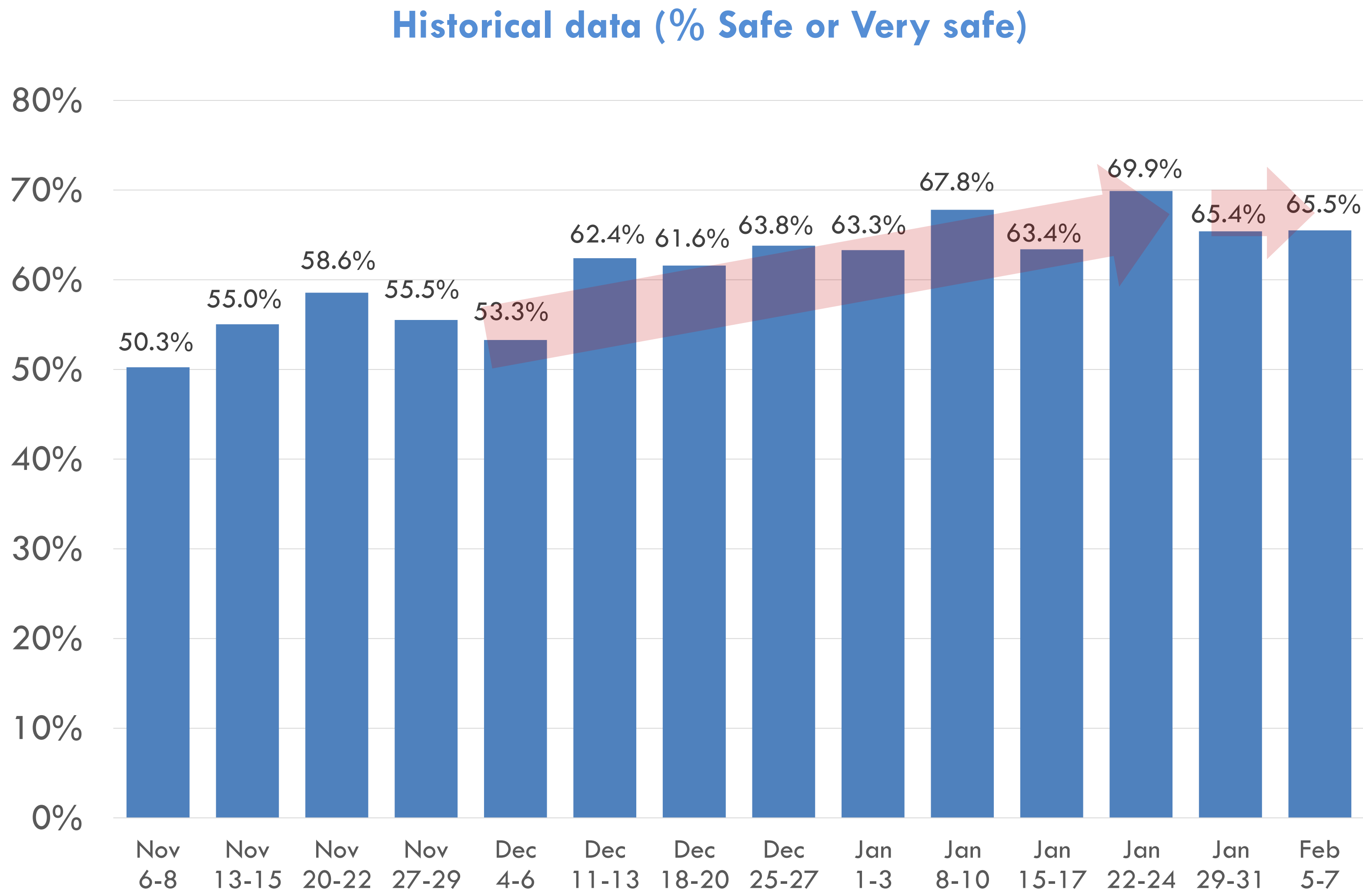
(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



EXPECTED SAFETY OF COVID-19 VACCINES

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

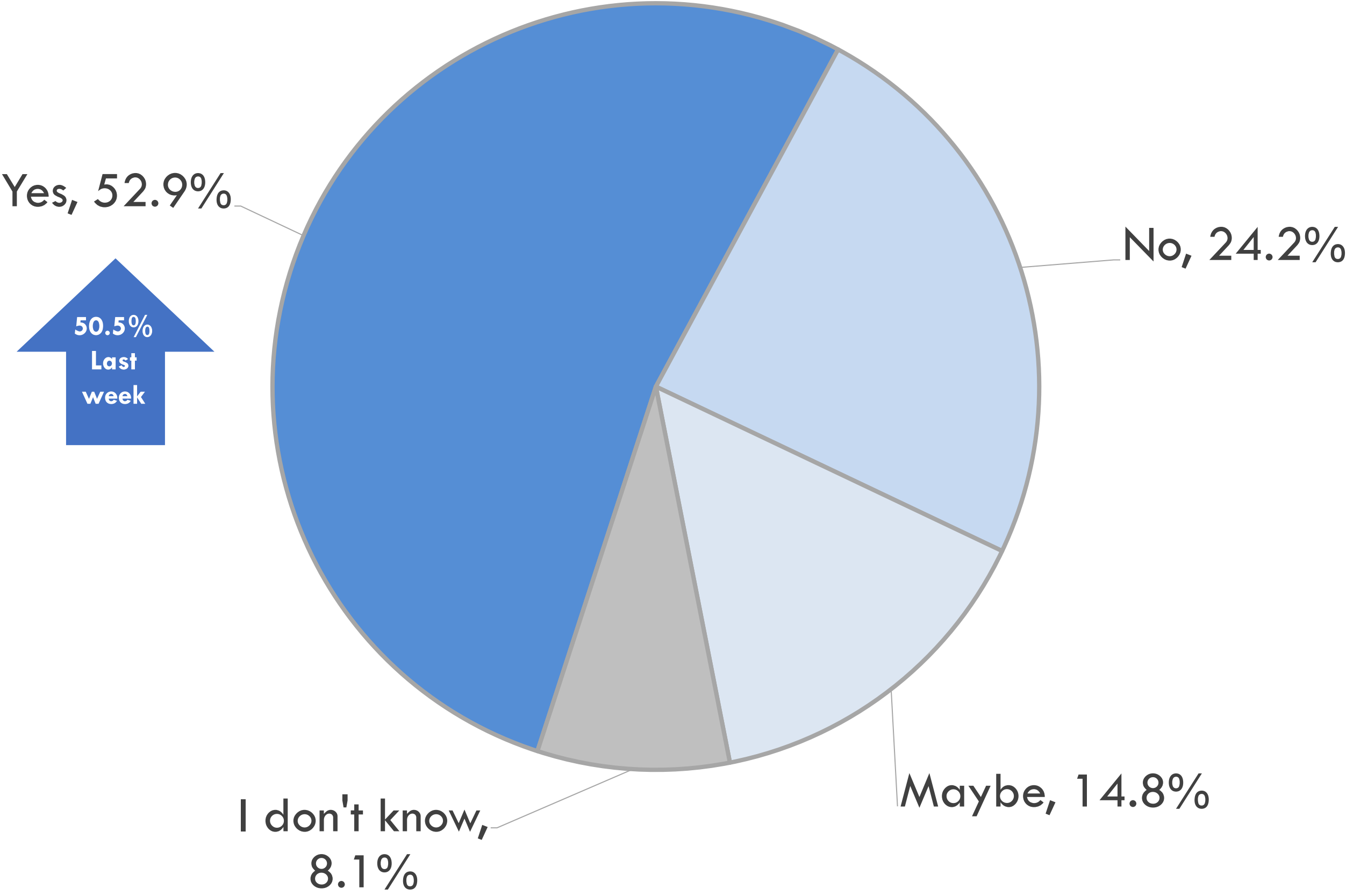
(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



VACCINES FOR CHILDREN

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

(Base: Wave 48 data. All respondents with school-aged children, 410 completed surveys. Data collected February 5-7, 2021)

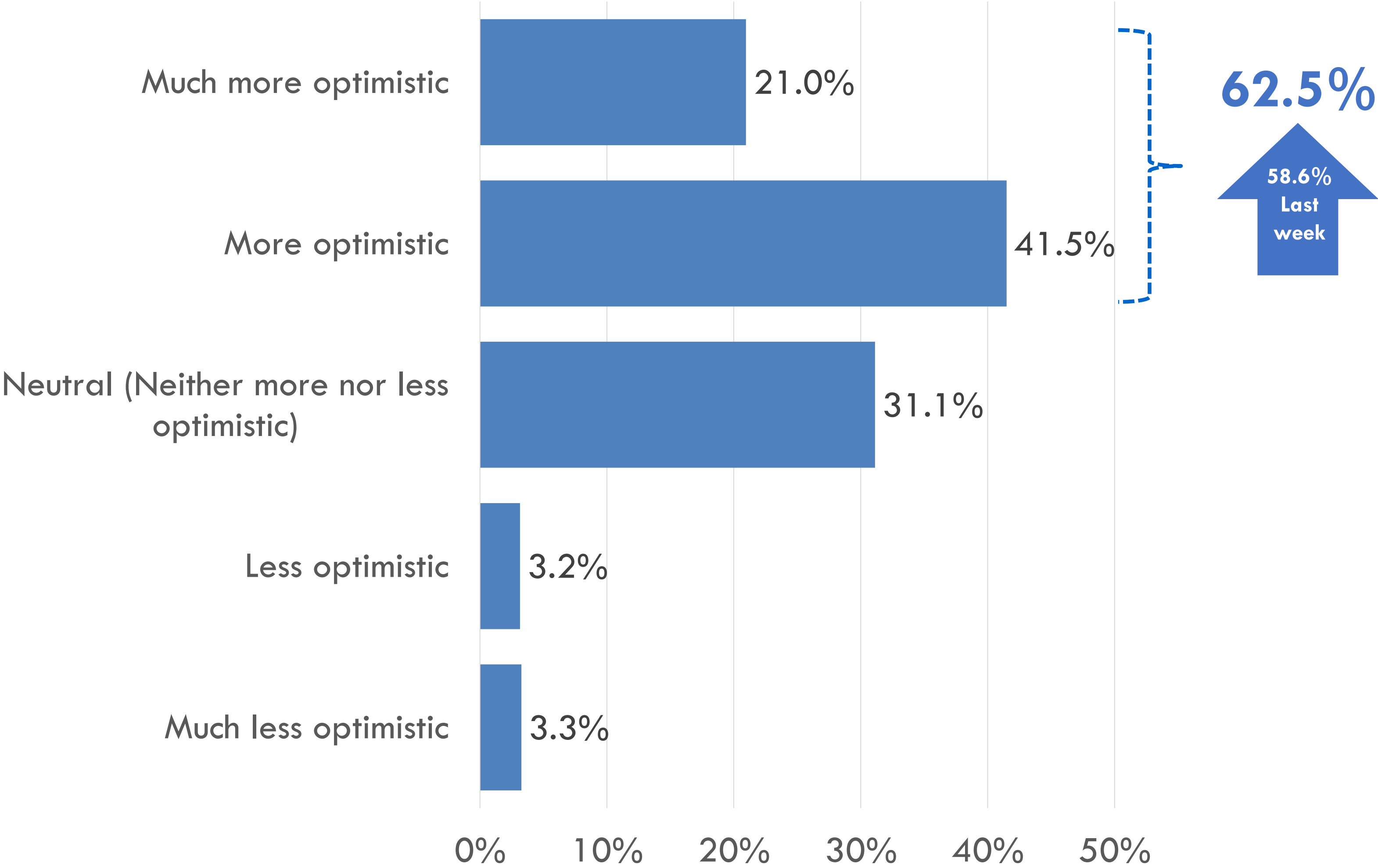


VACCINES AND OPTIMISM FOR A RETURN TO NORMAL

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: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)

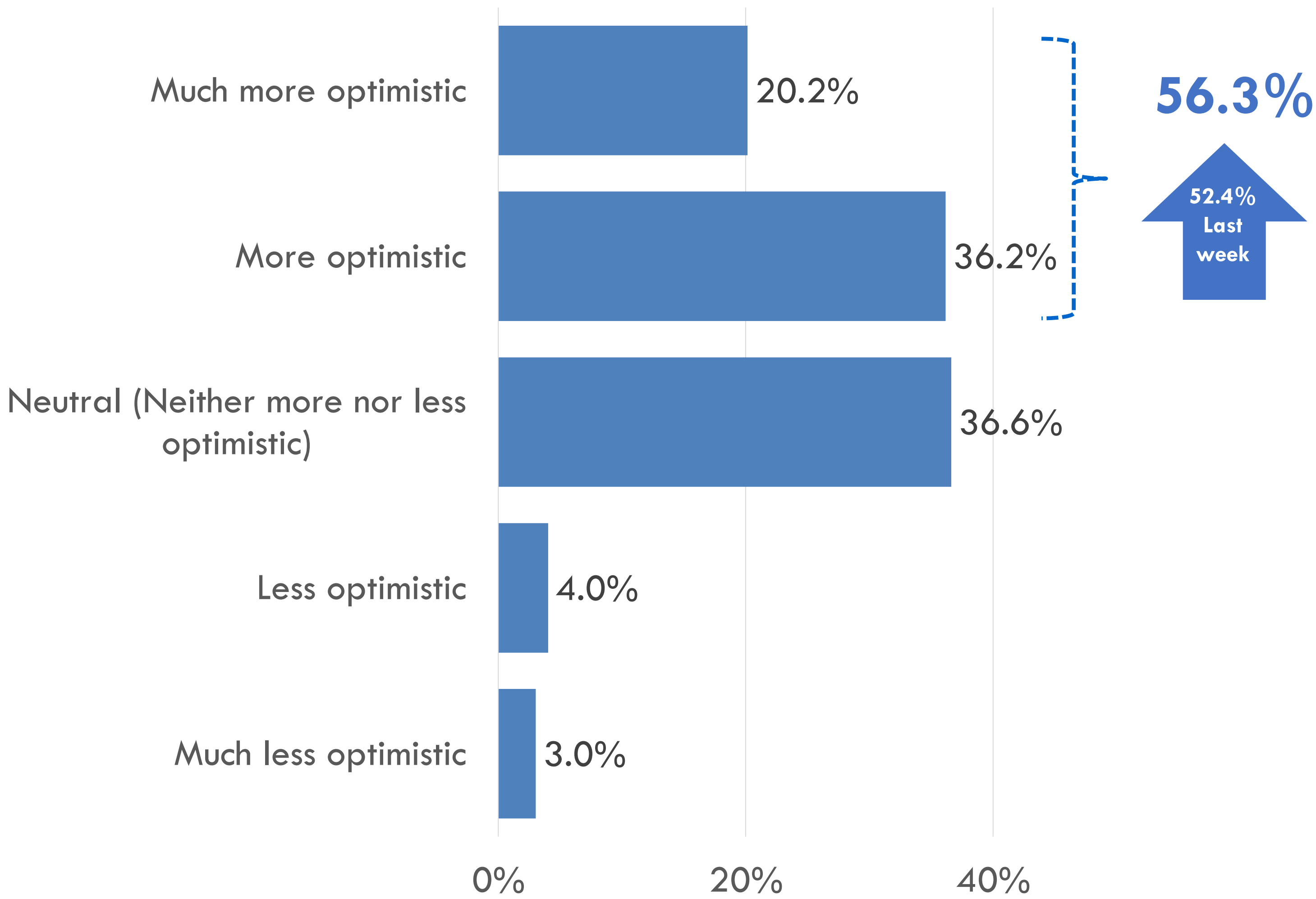


VACCINES AND OPTIMISM FOR SAFE TRAVEL

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.

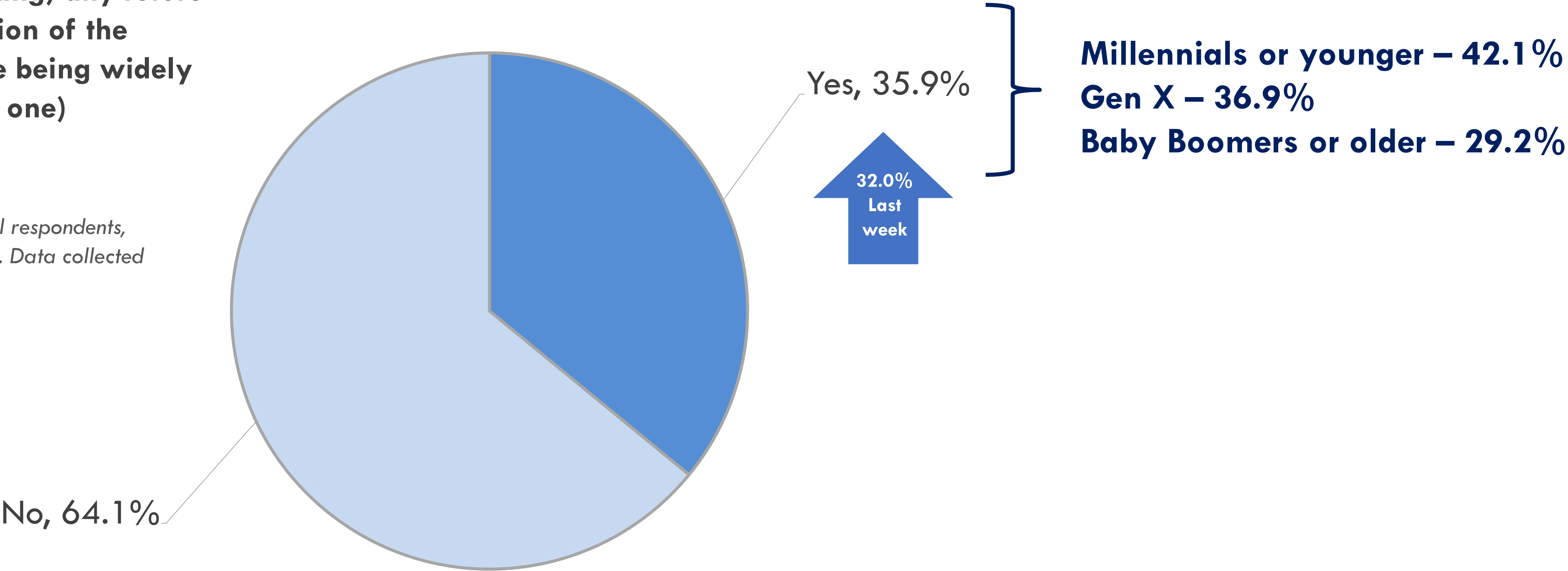
(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



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: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)





KEY TAKEAWAYS

- More Americans increasingly say that they won't travel until they receive the vaccine and until vaccines are widely available.
- The majority of Americans expect that they will receive the vaccine, that the vaccine is safe and that they will be vaccinated by June.
- The availability of vaccines continues to be a source of hope, with more Americans feeling optimistic about life returning to normal and being able to travel safely.
- Trips are being planned in anticipation of the vaccine being widely available, with Millennials being the likeliest generation to say that they have started planning future trips.

A collection of travel items including a black suitcase, a blue face mask, a small spray bottle, a straw hat, glasses, a blue shirt, a blue jacket, a blue pair of jeans, a brown bag, and a blue pair of shoes, all arranged on a light-colored, textured rug.

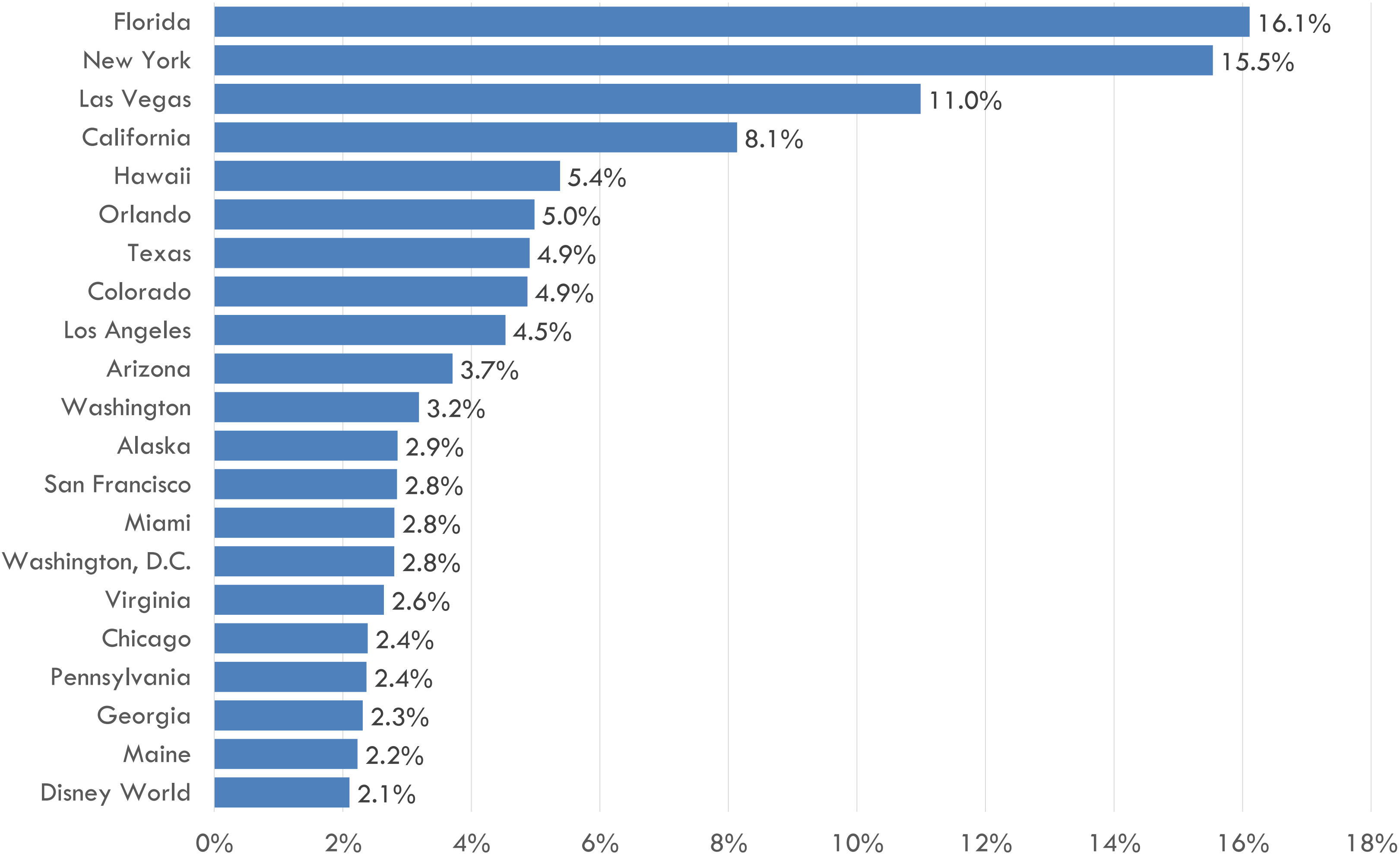
FUTURE TRAVEL

MOST DESIRED DOMESTIC DESTINATIONS

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

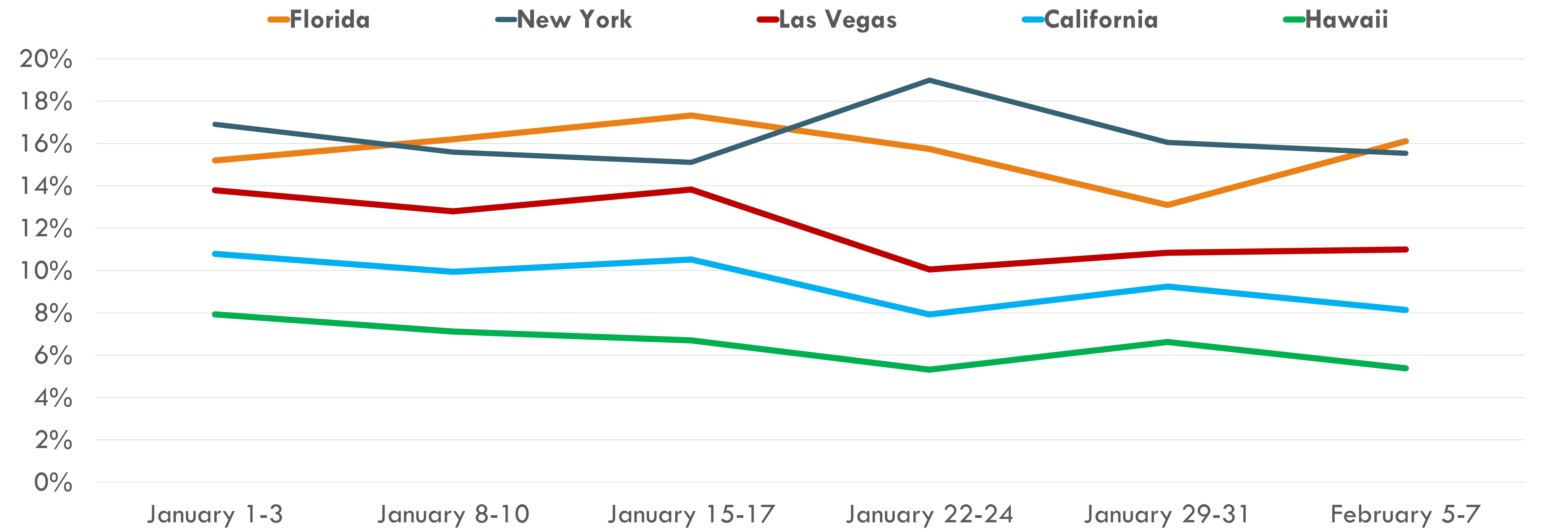
(Please only include destinations in the United States)

(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-6, 2021)



MOST DESIRED DOMESTIC DESTINATIONS

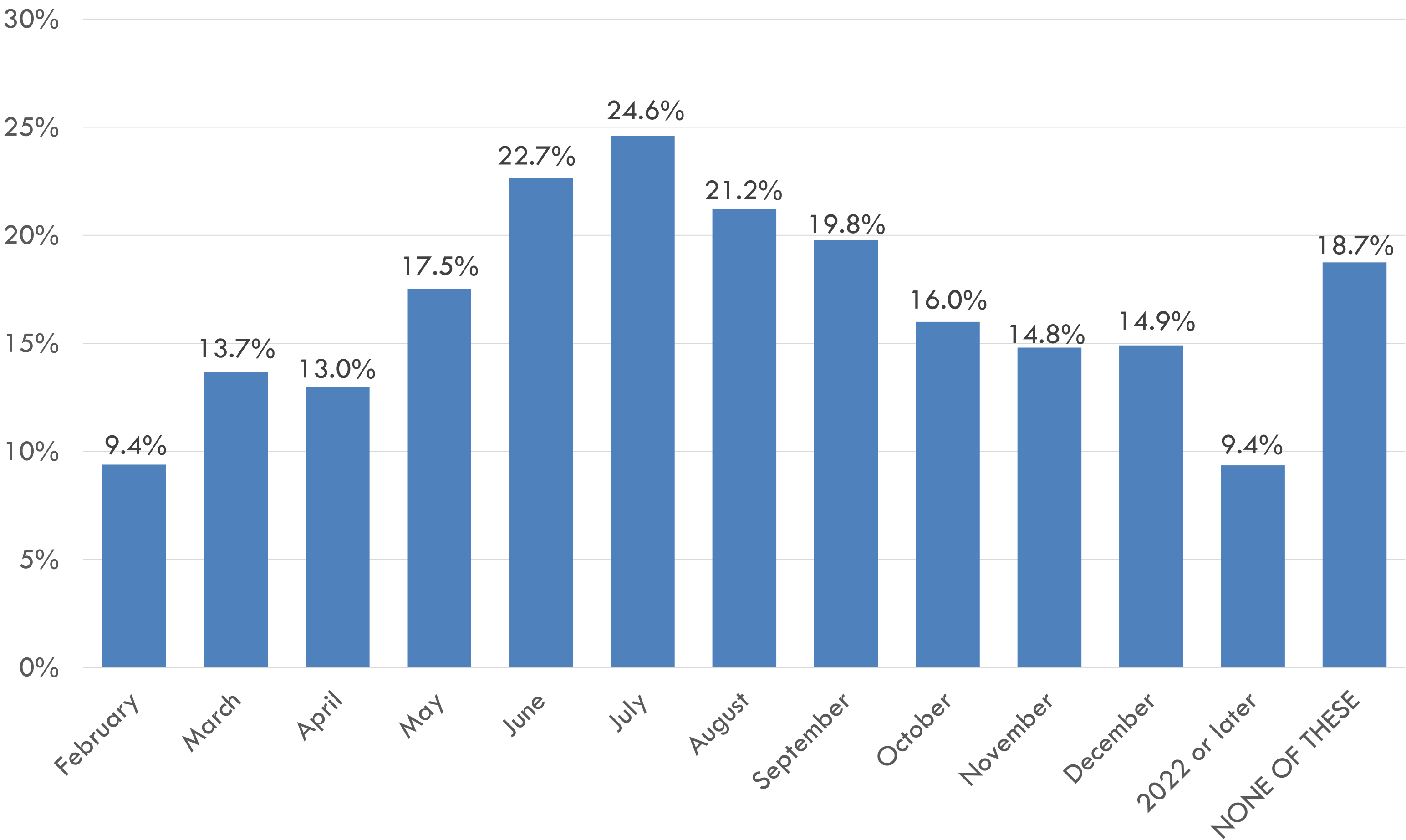
Question: Which domestic destinations do you most want to visit this upcoming year? (Write in up to three) (Please only include destinations in the United States)



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)

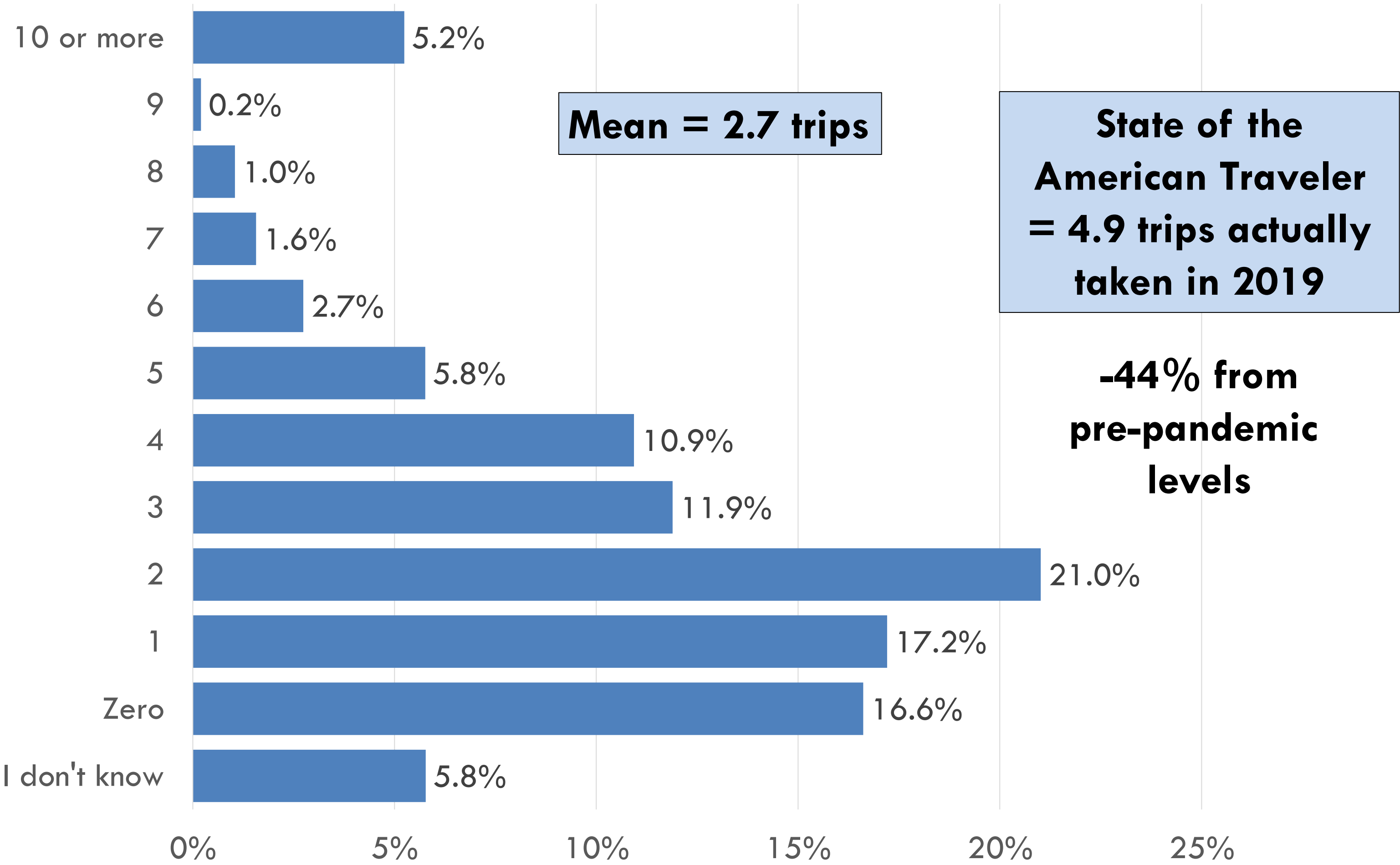
(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



EXPECTED NUMBER OF LEISURE TRIPS IN 2021

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

(Base: Wave 48 data. All respondents, 1,135 completed surveys. Data collected February 5-7, 2021)

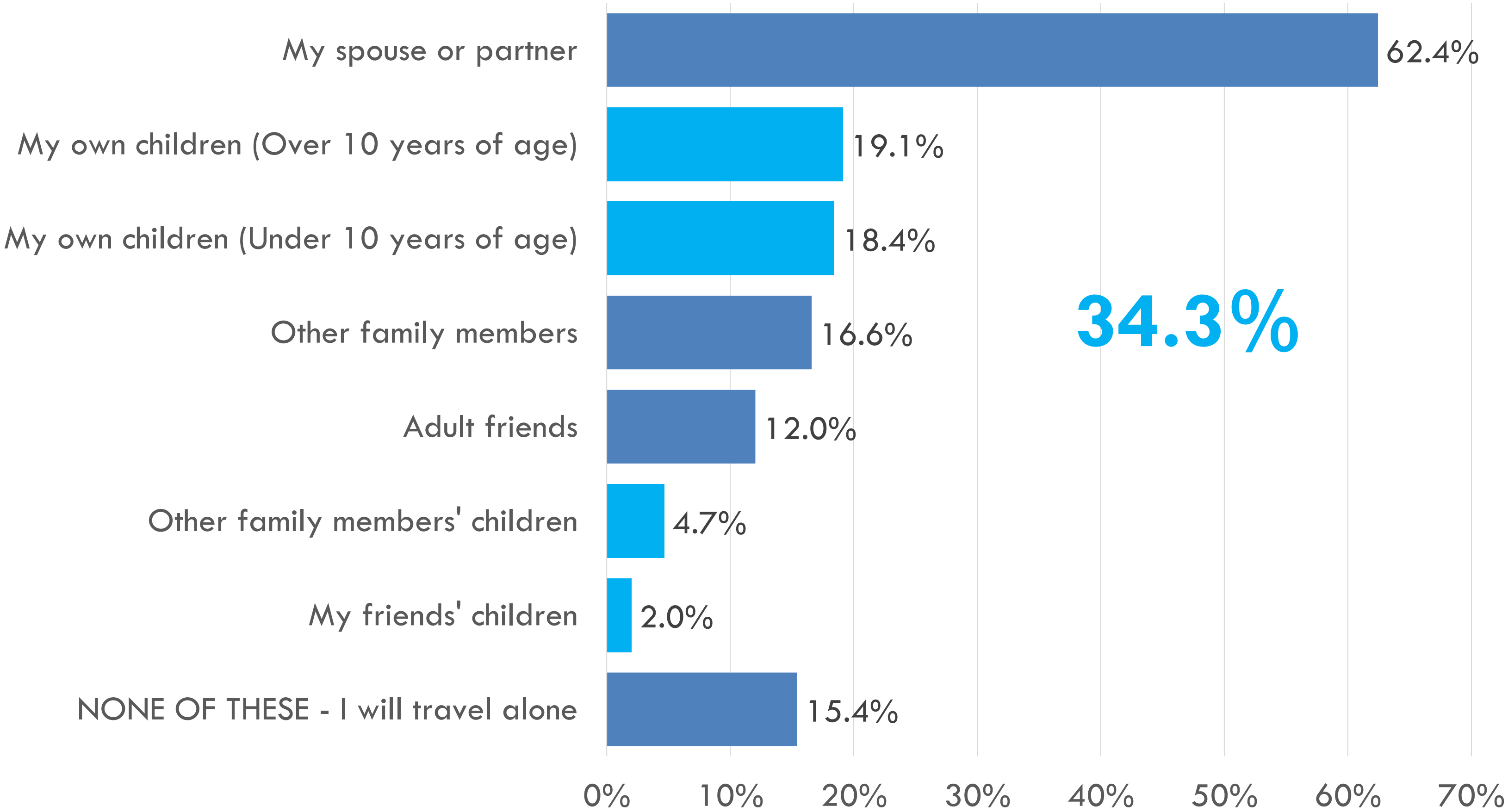


TRAVEL PARTY ON NEXT LEISURE TRIP



Question: Who will you be traveling with on your NEXT LEISURE TRIP?
(Select all that will be in your immediate travel party)

(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)

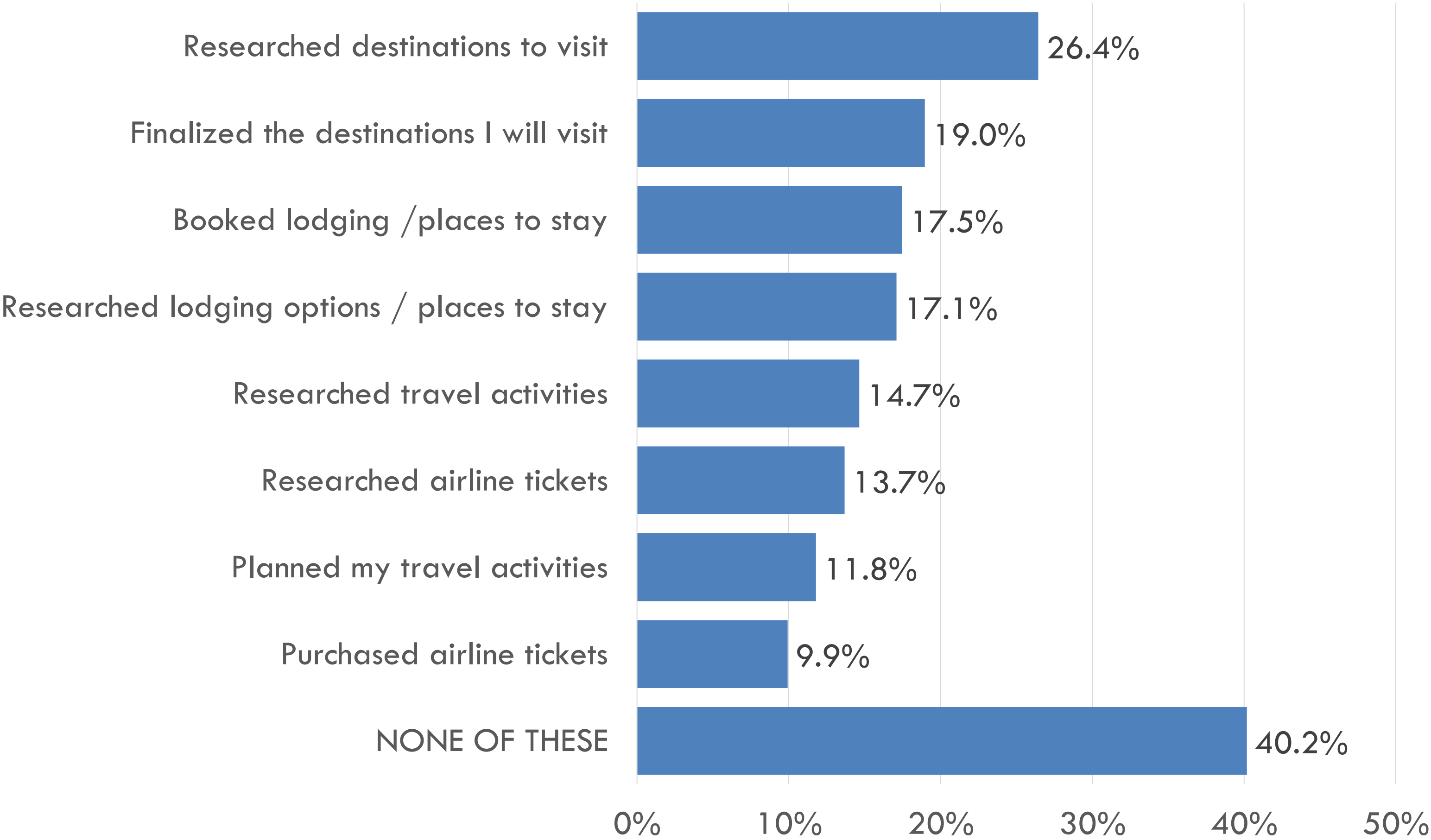


PLANNING TASKS COMPLETED FOR NEXT LEISURE TRIP



Question: For this NEXT LEISURE TRIP, which of these planning tasks have you completed? (Select all that apply)

(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)

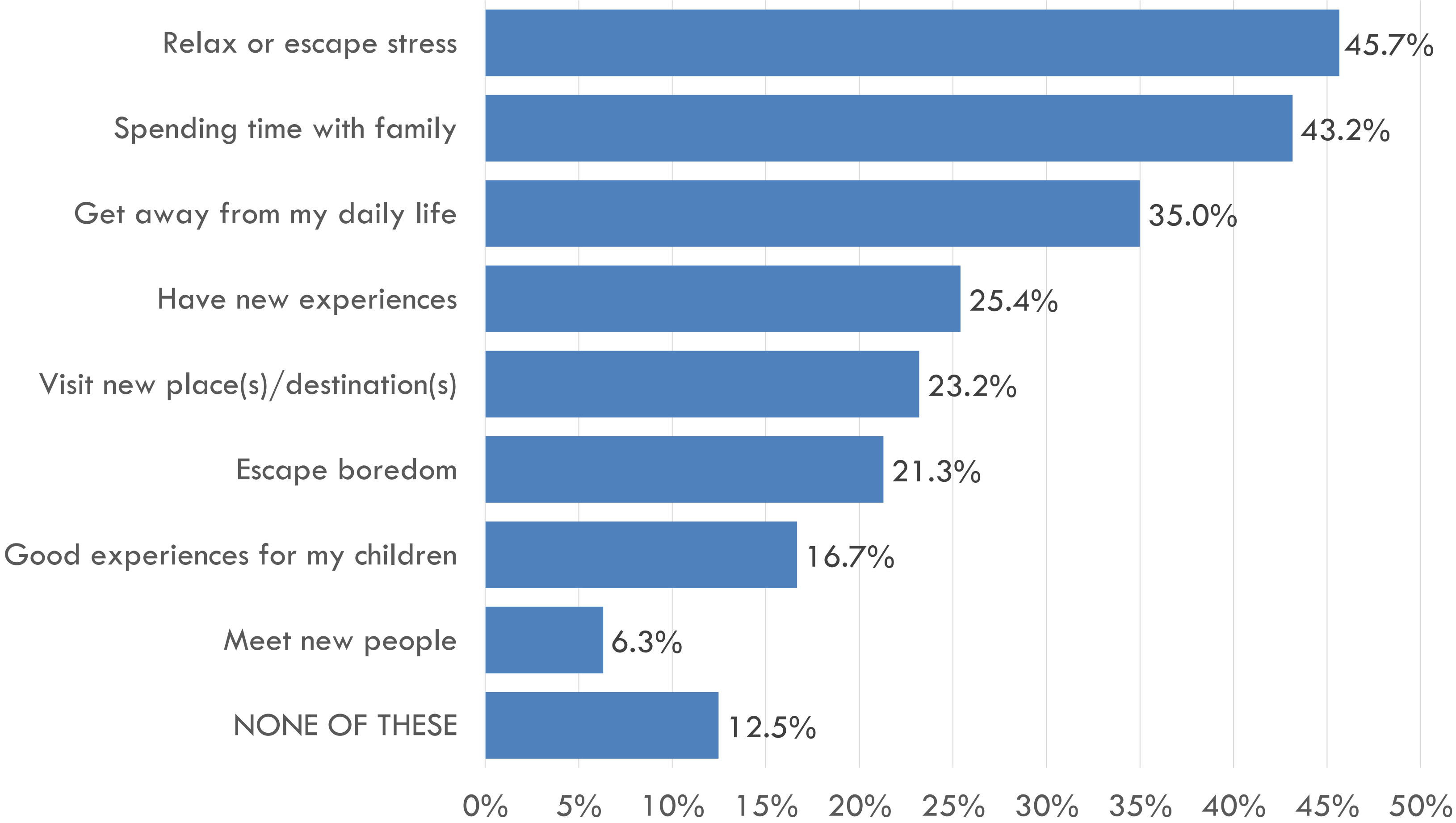


PRIMARY MOTIVATIONS FOR TAKING NEXT LEISURE TRIP



Question: What are your primary motivations for taking this NEXT LEISURE TRIP? (Select all that apply)

(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)

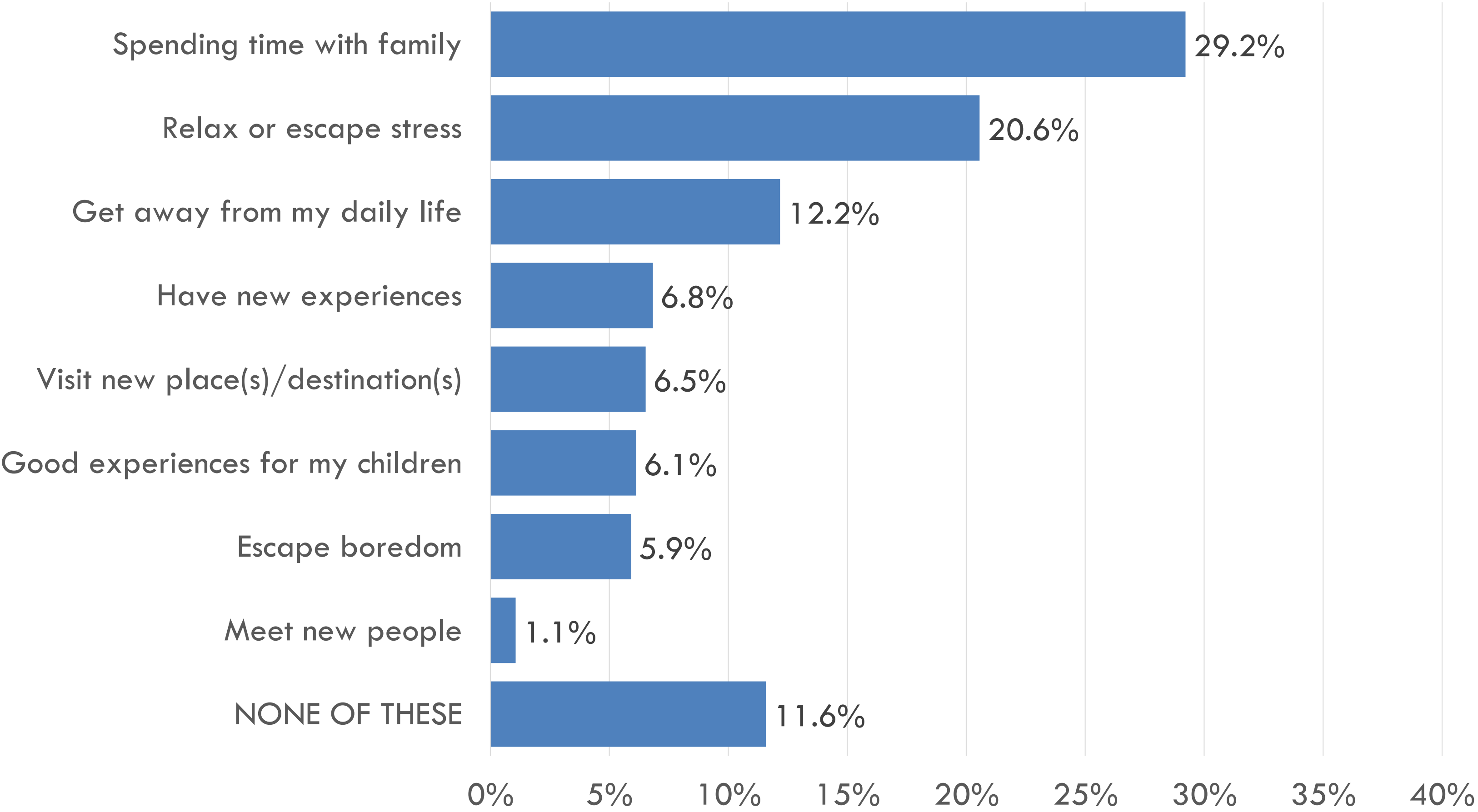


SINGLE MOST IMPORTANT MOTIVATION



Question: What is your **SINGLE MOST IMPORTANT** motivation for taking this **NEXT LEISURE TRIP?** (Select ONE)

(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)





COVID Tests & Entering the United States



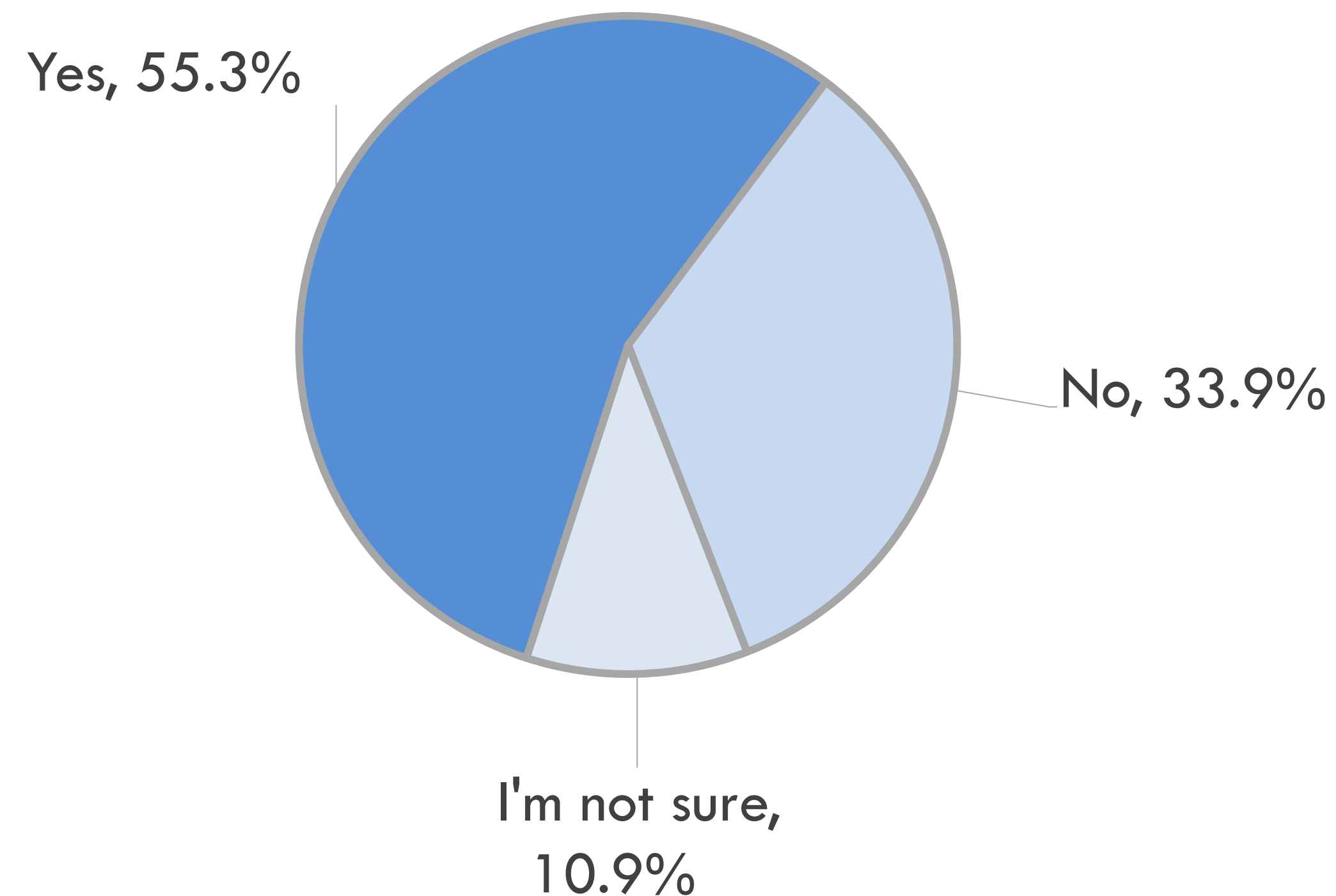
AWARENESS OF TESTING REQUIREMENTS TO FLY TO THE USA



As of January 26th, all travelers flying to the United States — U.S. citizens included — need to provide proof of a negative coronavirus test taken at most 72 hours before boarding. Travelers flying to U.S. territories like Puerto Rico and the U.S. Virgin Islands, and those arriving via a land border like Mexico or Canada, are exempt.

Question: Prior to taking this survey, were you aware of this requirement to board a flight to the United States?

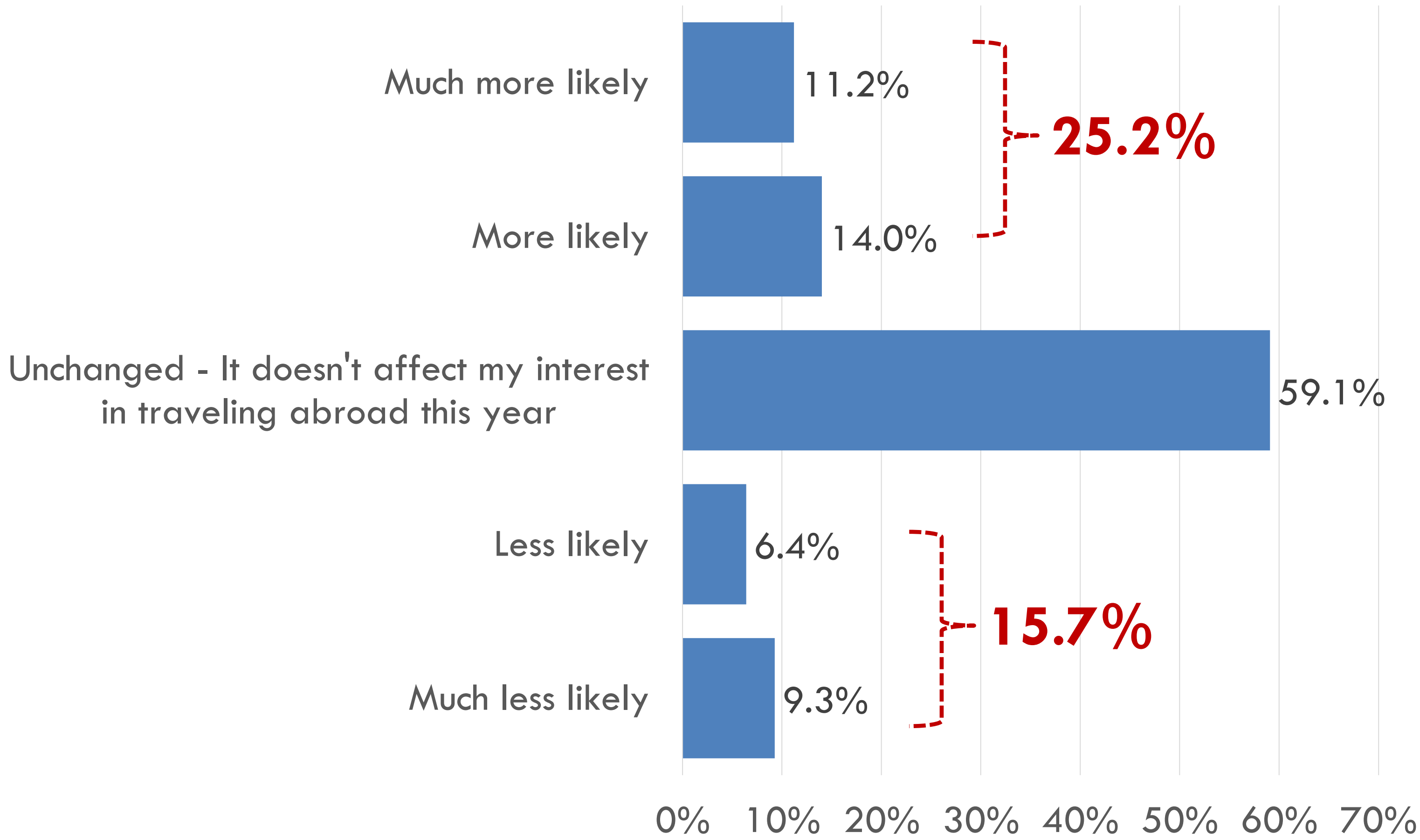
(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



IMPACT OF TESTING REQUIREMENTS TO FLY TO THE UNITED STATES

Question: Does this requirement affect your interest in traveling abroad in the remainder of this year? (Select the one that best describes you)

This requirement makes me _____ to travel abroad this year.



(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



KEY TAKEAWAYS

- Most Americans have tentative travel plans, with leisure trips peaking in the summer months of this year.
- A majority have completed planning tasks for their next leisure trip, including researching destinations, places to stay and things to do.
- With likely travel companions being their spouse, children and/or other family members, spending time with family is the single most important motivation for Americans' next leisure trip.
- One-in-four Americans are more likely to travel abroad this year due to COVID testing being required to fly to the U.S.

A person is crouching on a rocky mountain peak, looking through binoculars at a vast mountain range under a blue sky with clouds. The person is wearing a dark sweater and blue jeans. The mountain range is composed of several peaks and valleys, with some areas covered in green vegetation and others in brownish-yellow. The sky is a deep blue with scattered white clouds.

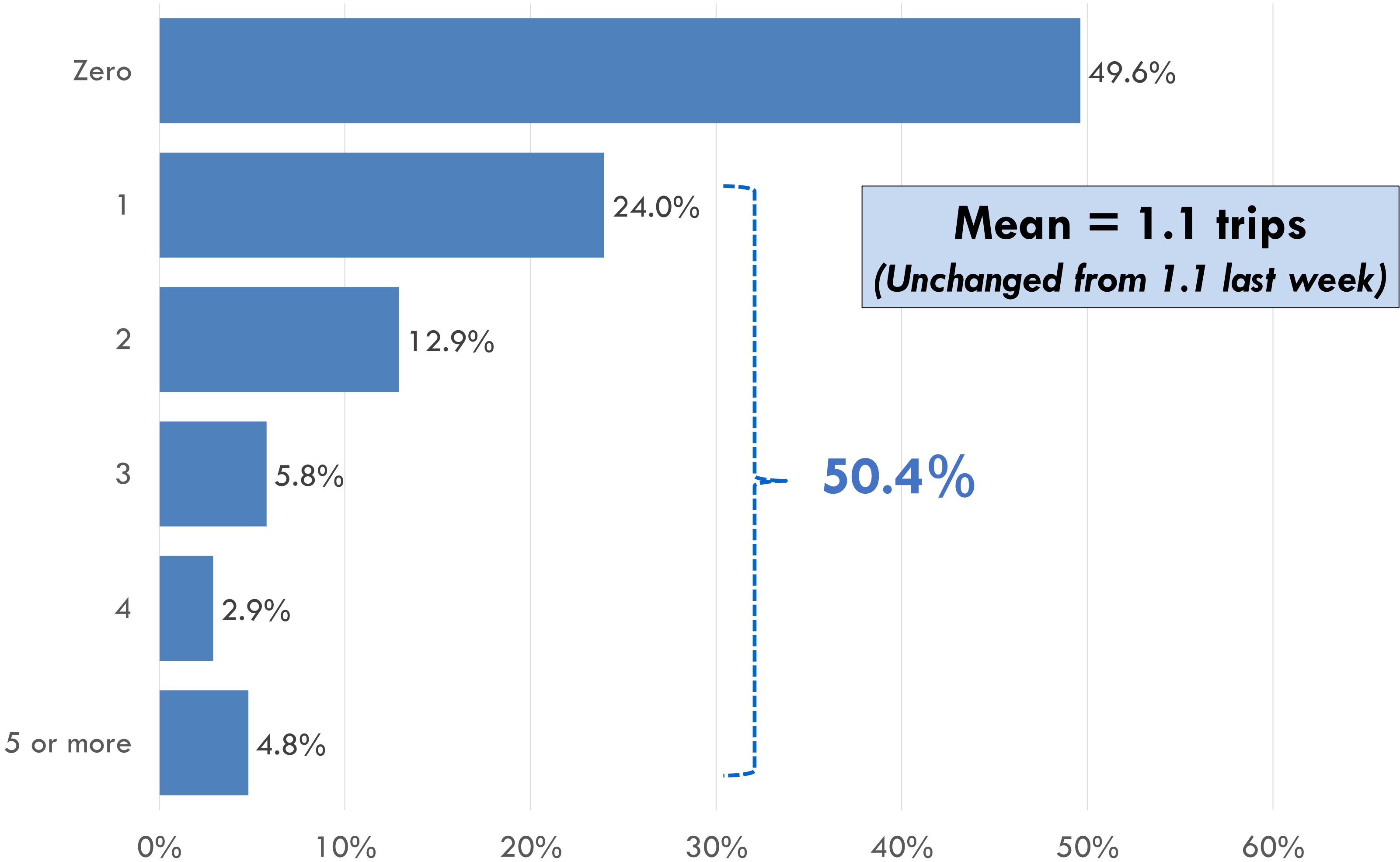
LOOKING AHEAD (NEXT 3 MONTHS)

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

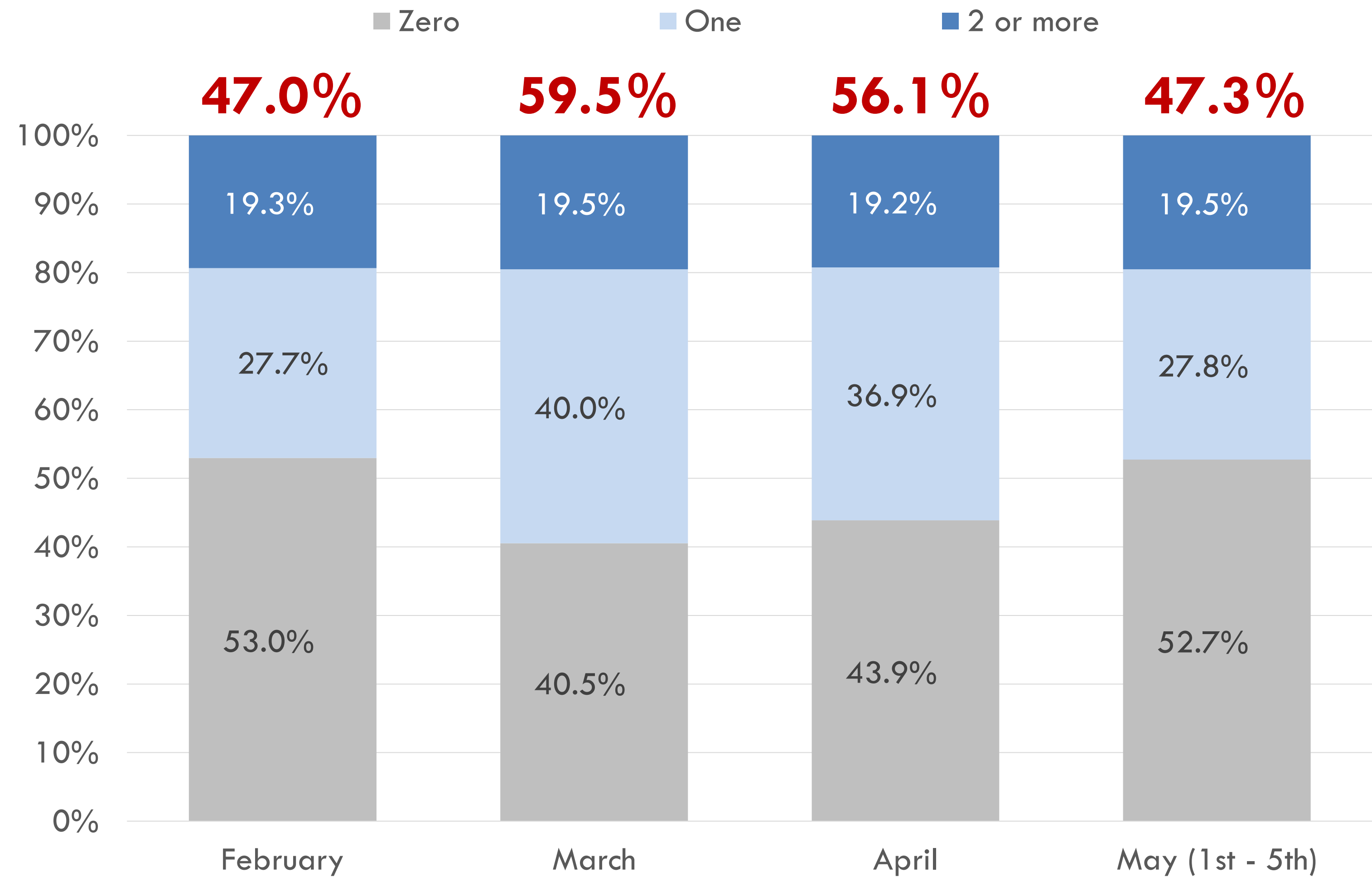
(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



LEISURE TRIPS EXPECTED (BY MONTH)

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

(Base: Wave 48 data. Respondents expecting to travel in the next three months, 609 completed surveys. Data collected February 5-7, 2021)

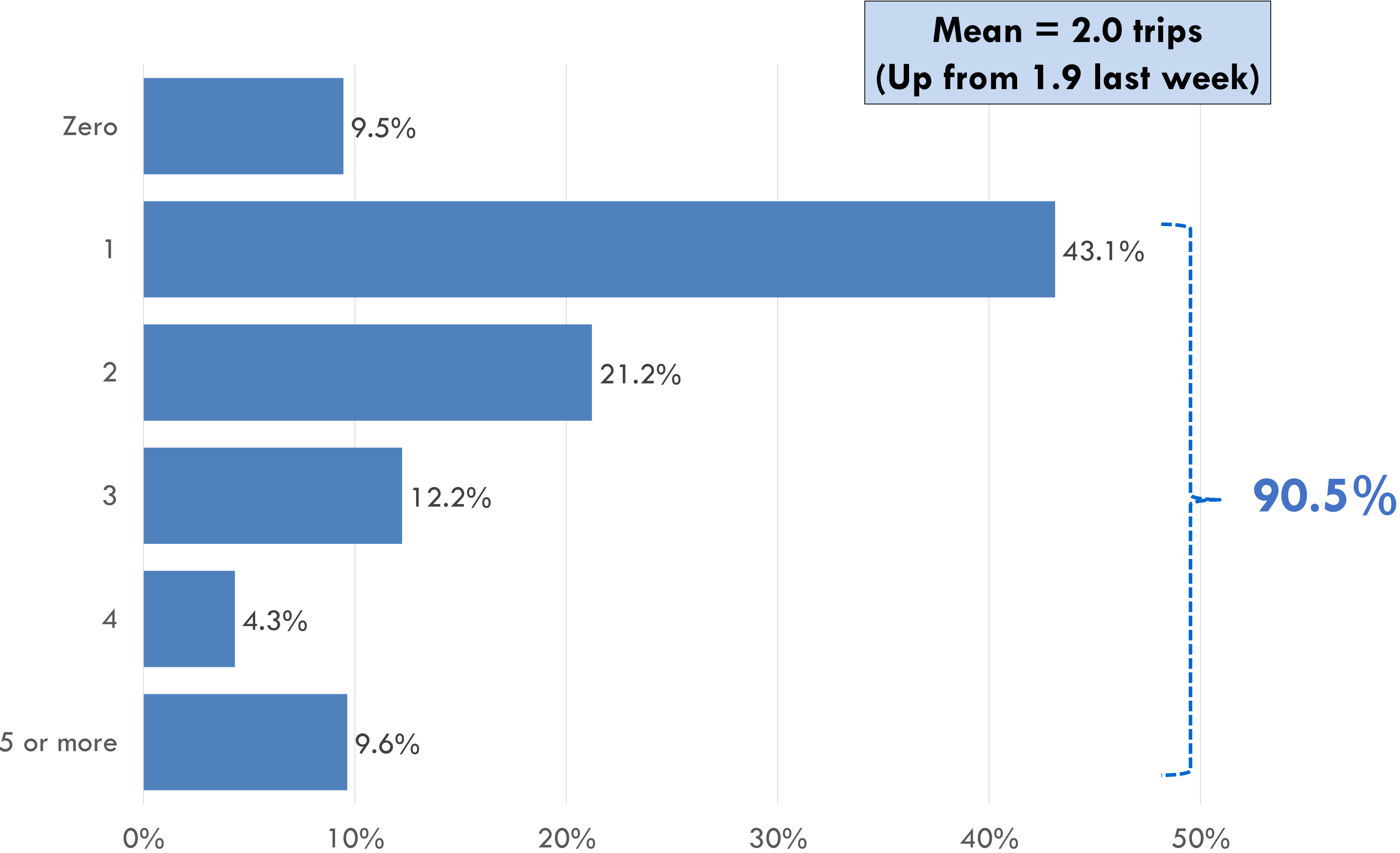


Note: Respondents were asked to report trips planned in the remaining days of February and the first 5 days of May.

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)?

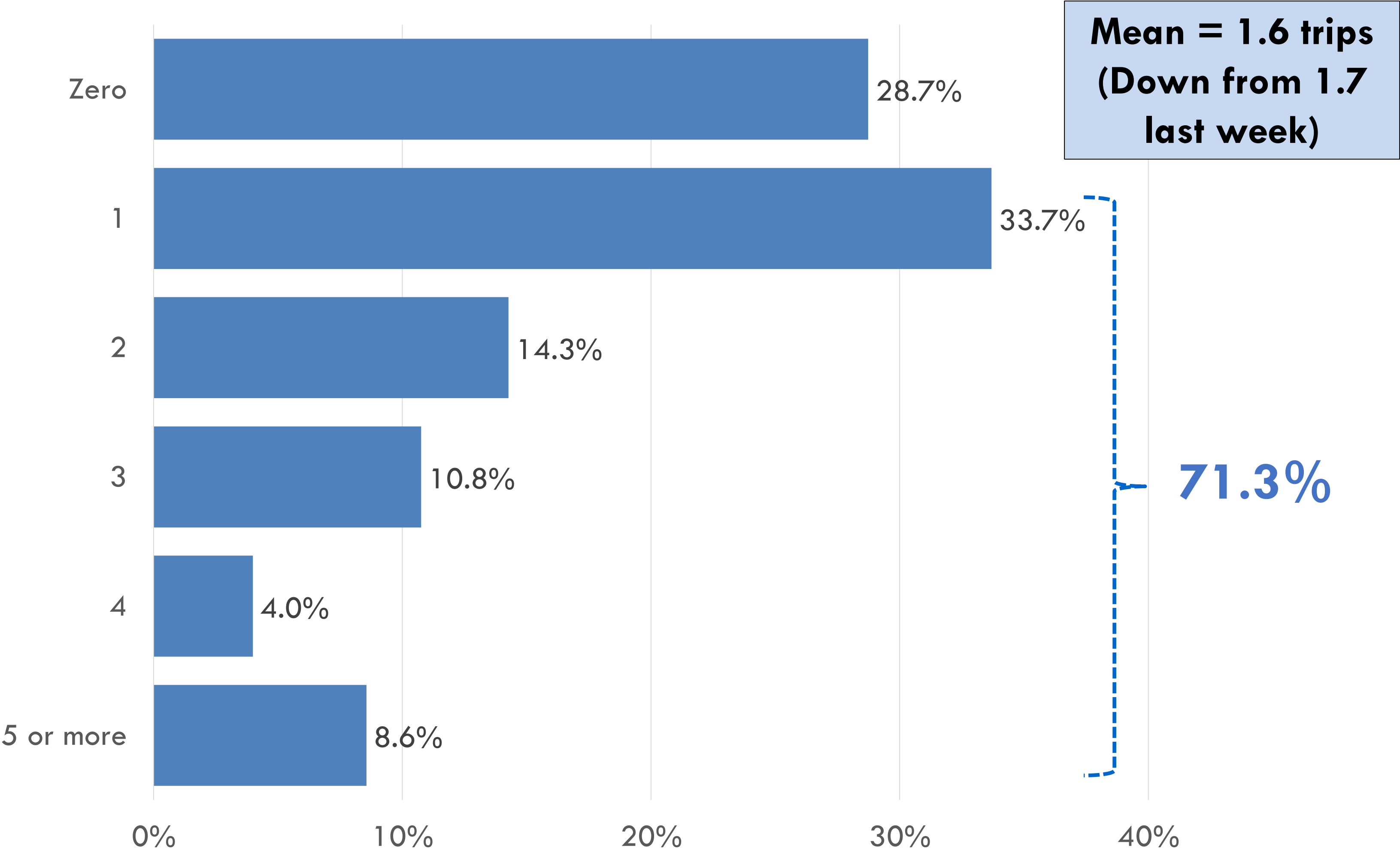
(Base: Wave 48 data. Respondents expecting to travel in the next three months, 609 completed surveys. Data collected February 5-7, 2021)



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)?

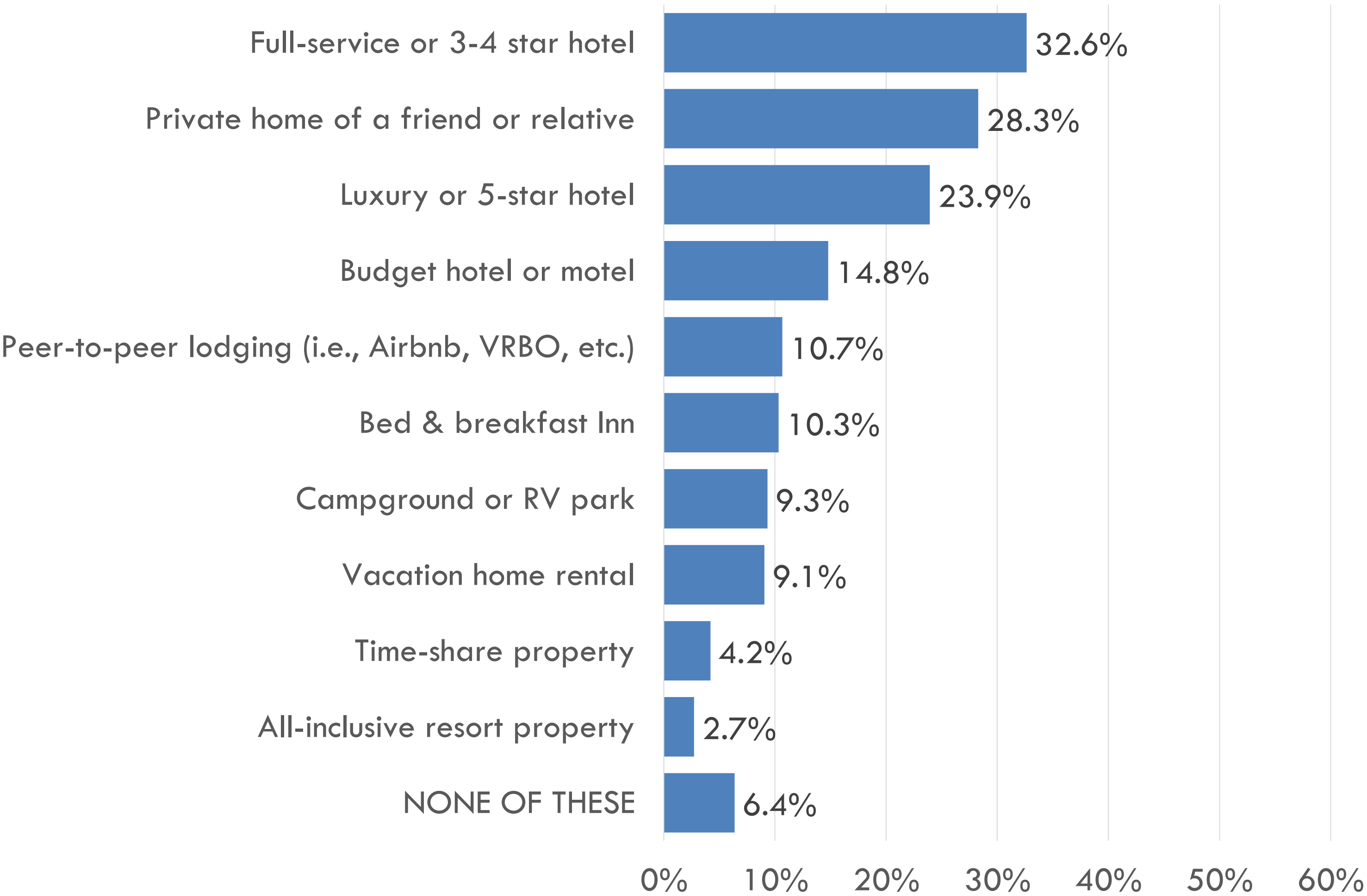
(Base: Wave 48 data. Respondents expecting to travel in the next three months, 609 completed surveys. Data collected February 5-7, 2021)



EXPECTED PLACE OF STAY (NEXT THREE MONTHS)

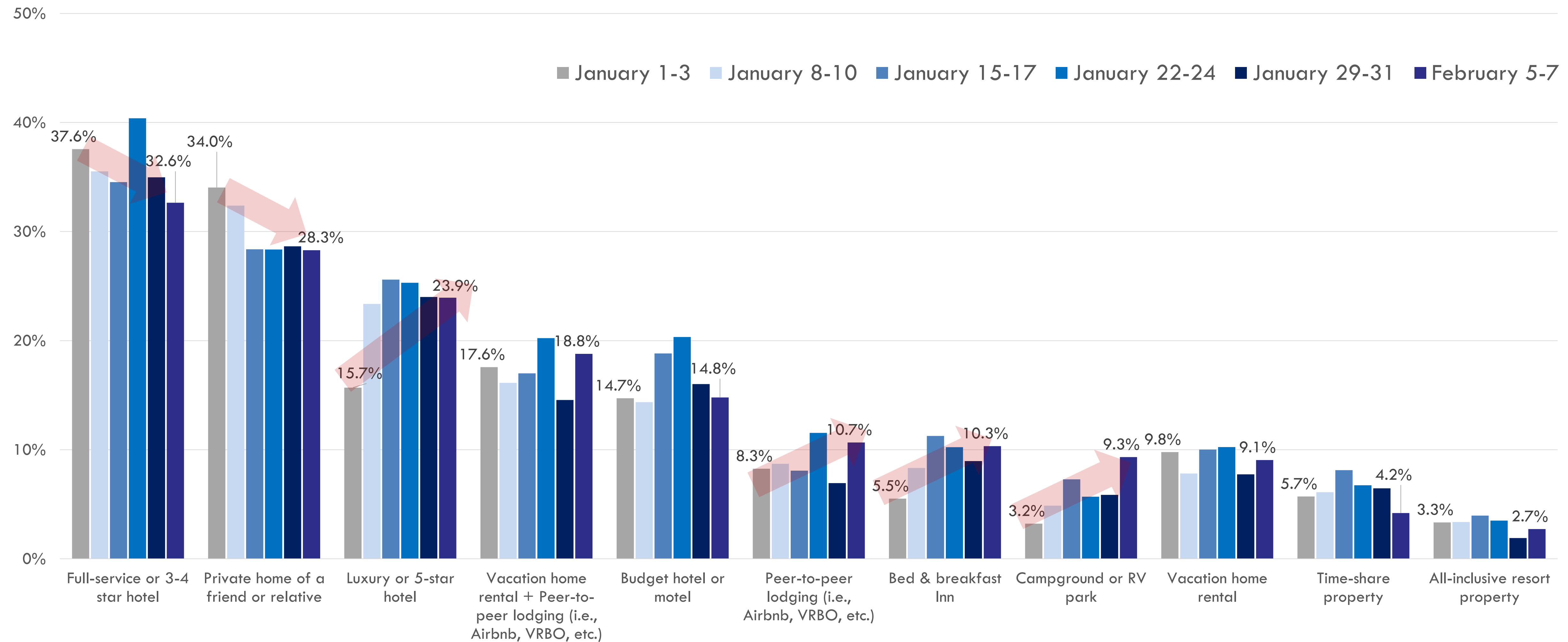
Question: On these leisure trips, in which of the following are you expecting to stay overnight?

(Base: Wave 48 data. Respondents expecting to travel in the next three months, 602 completed surveys. Data collected February 5-7, 2021)



EXPECTED PLACE OF STAY (NEXT THREE MONTHS)

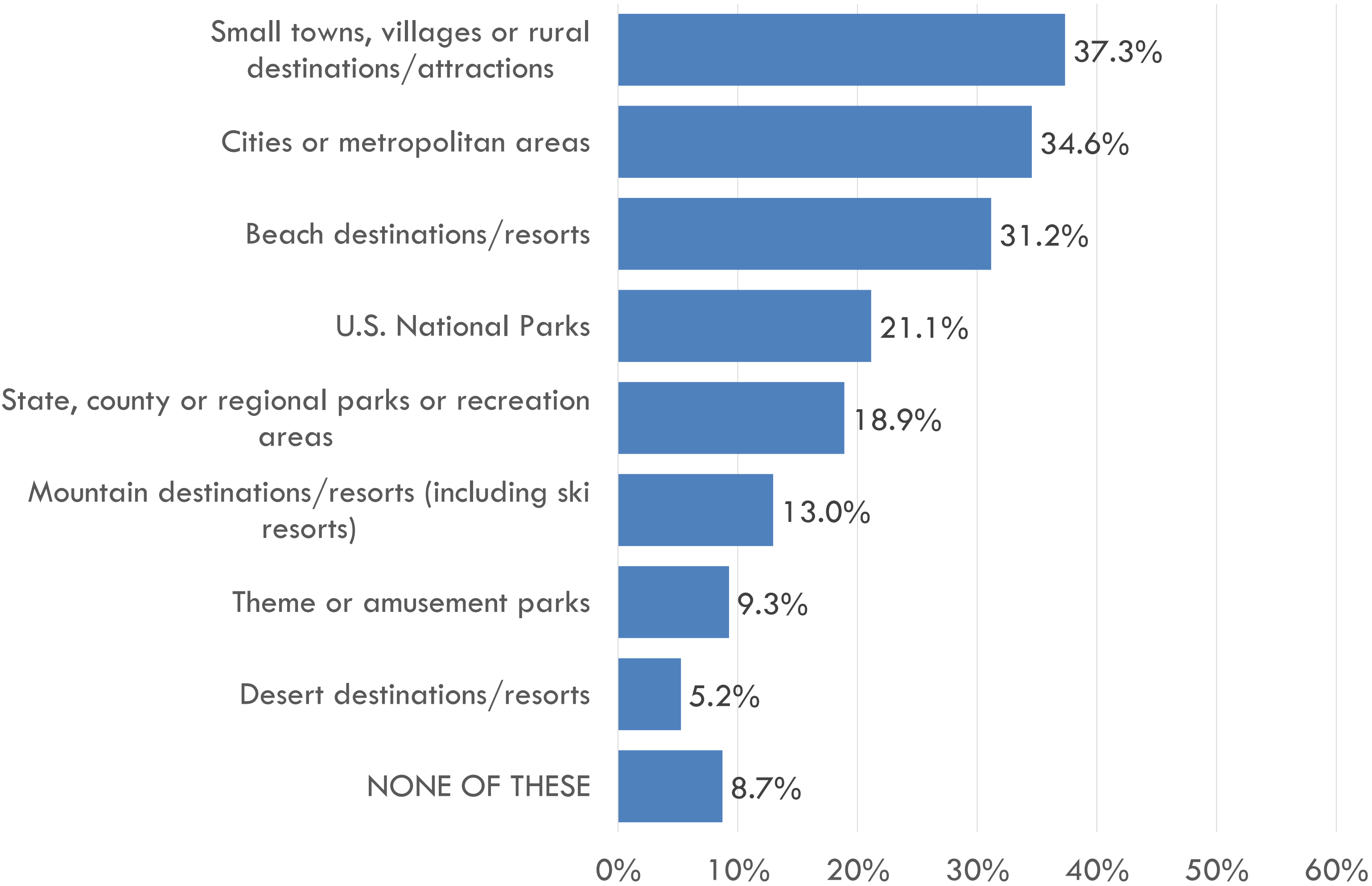
Question: On these leisure trips, in which of the following are you expecting to stay overnight?



DESTINATION TYPES EXPECTED (NEXT THREE MONTHS)

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

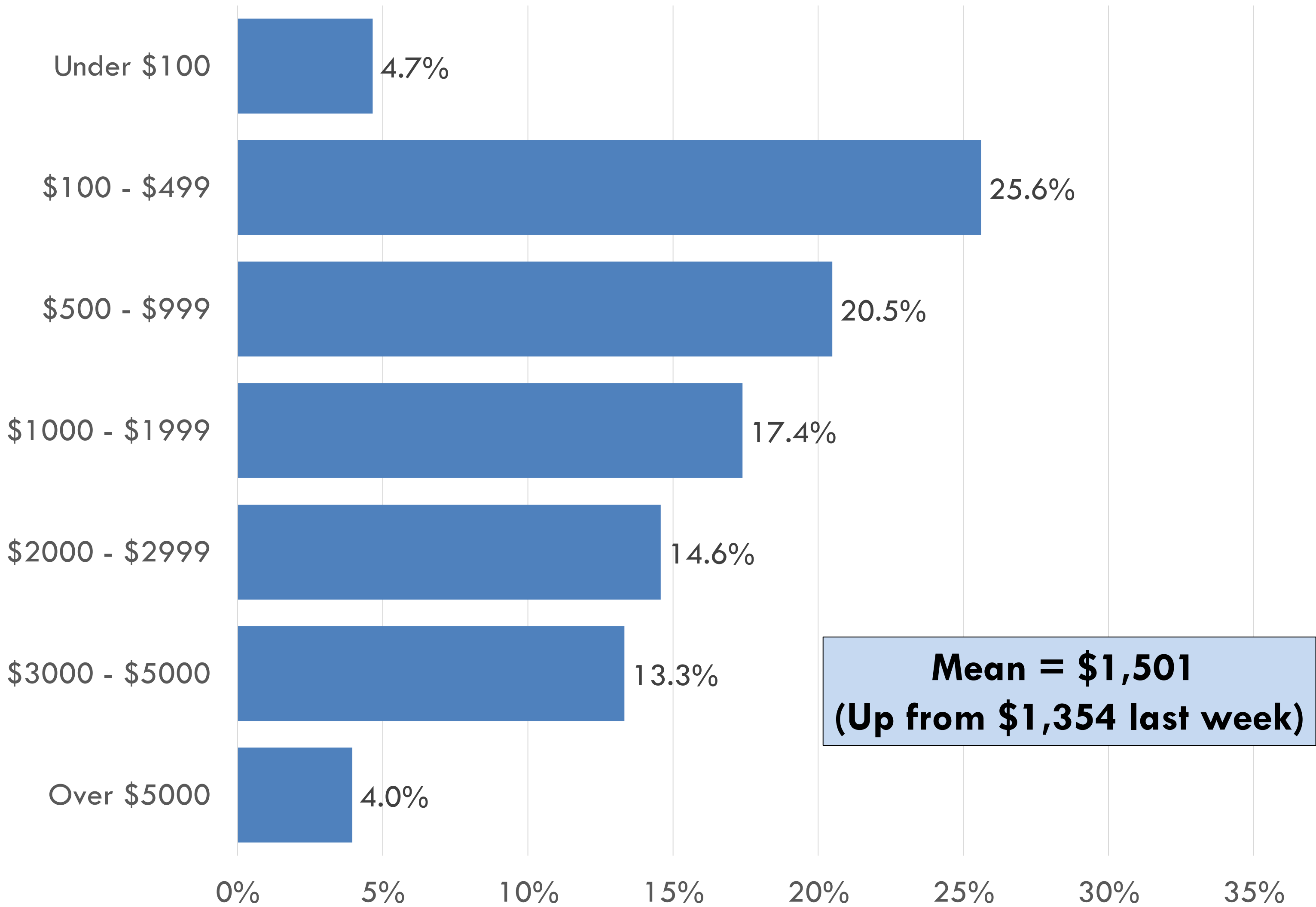
(Base: Wave 48 data. Respondents expecting to travel in the next three months, 565 completed surveys. Data collected February 5-7, 2021)



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?

(Base: Wave 48 data. Respondents expecting to travel in the next three months, 556 completed surveys. Data collected February 5-7, 2021)

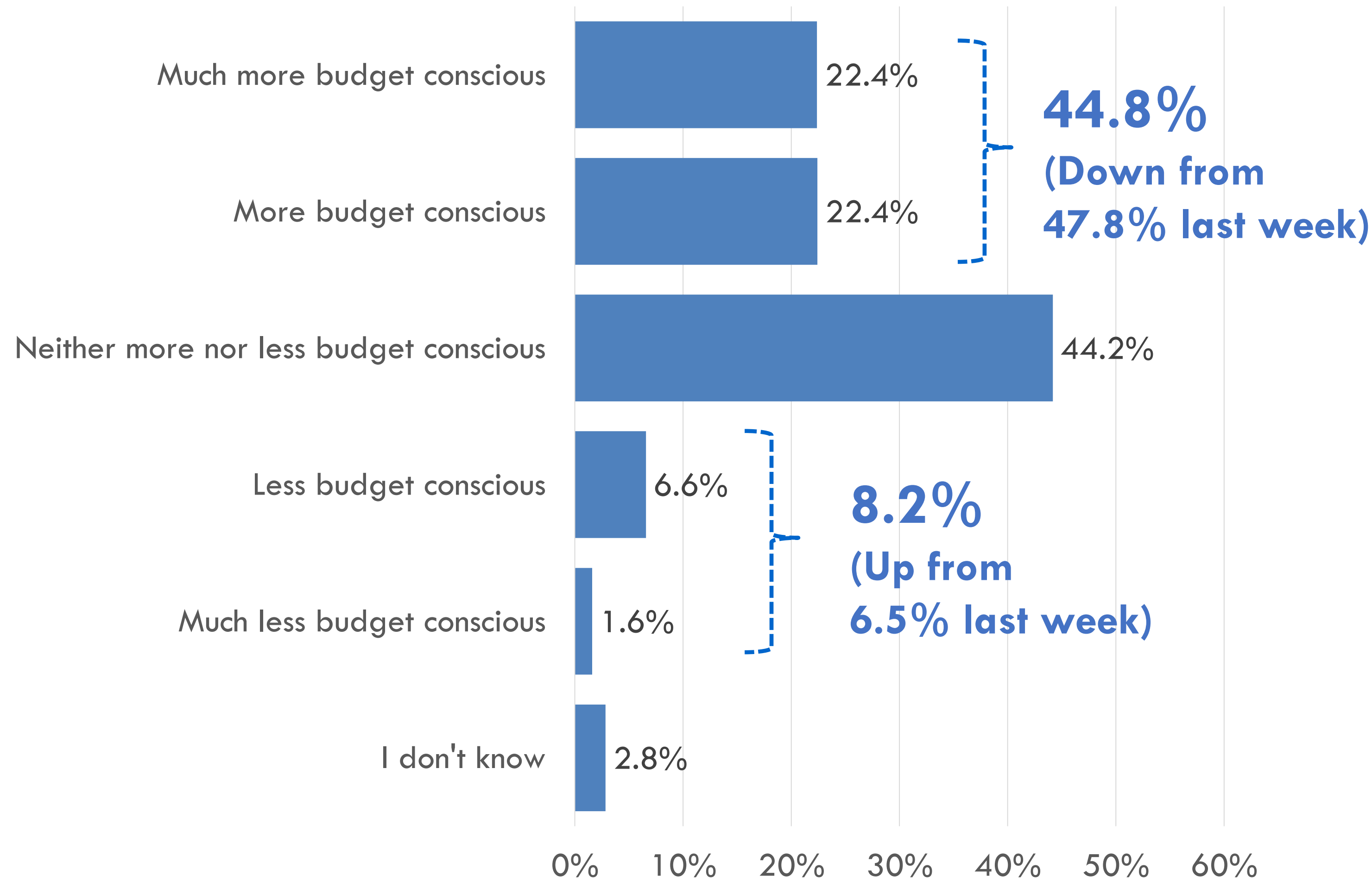


BUDGET CONSCIOUSNESS AROUND TRAVEL (NEXT 3 MONTHS)

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: Wave 48 data. Respondents expecting to travel in the next three months, 602 completed surveys. Data collected February 5-7, 2021)

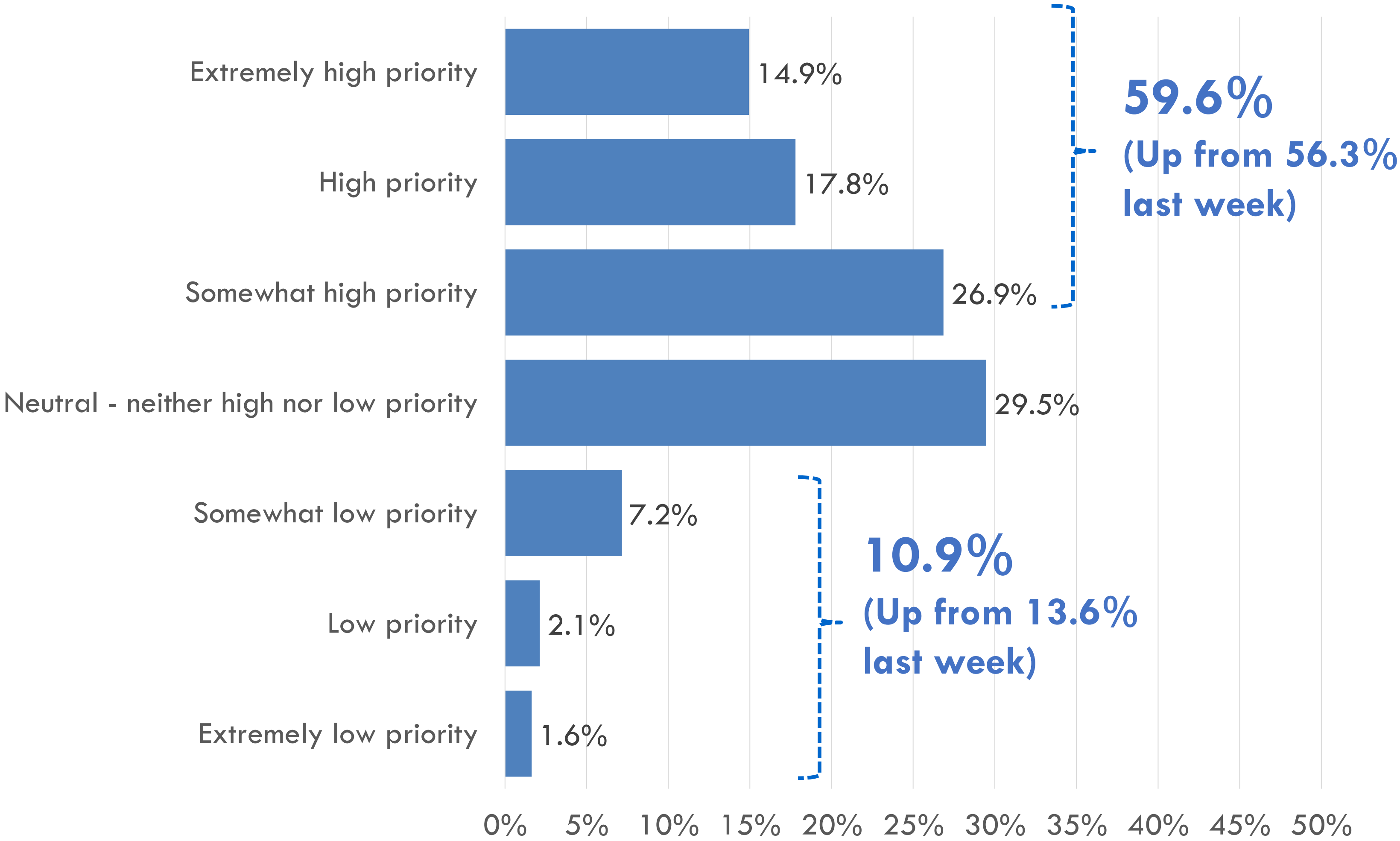


LEISURE TRAVEL AS A BUDGET PRIORITY (NEXT 3 MONTHS)

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: Wave 48 data. Respondents expecting to travel in the next three months, 602 completed surveys. Data collected February 5-7, 2021)

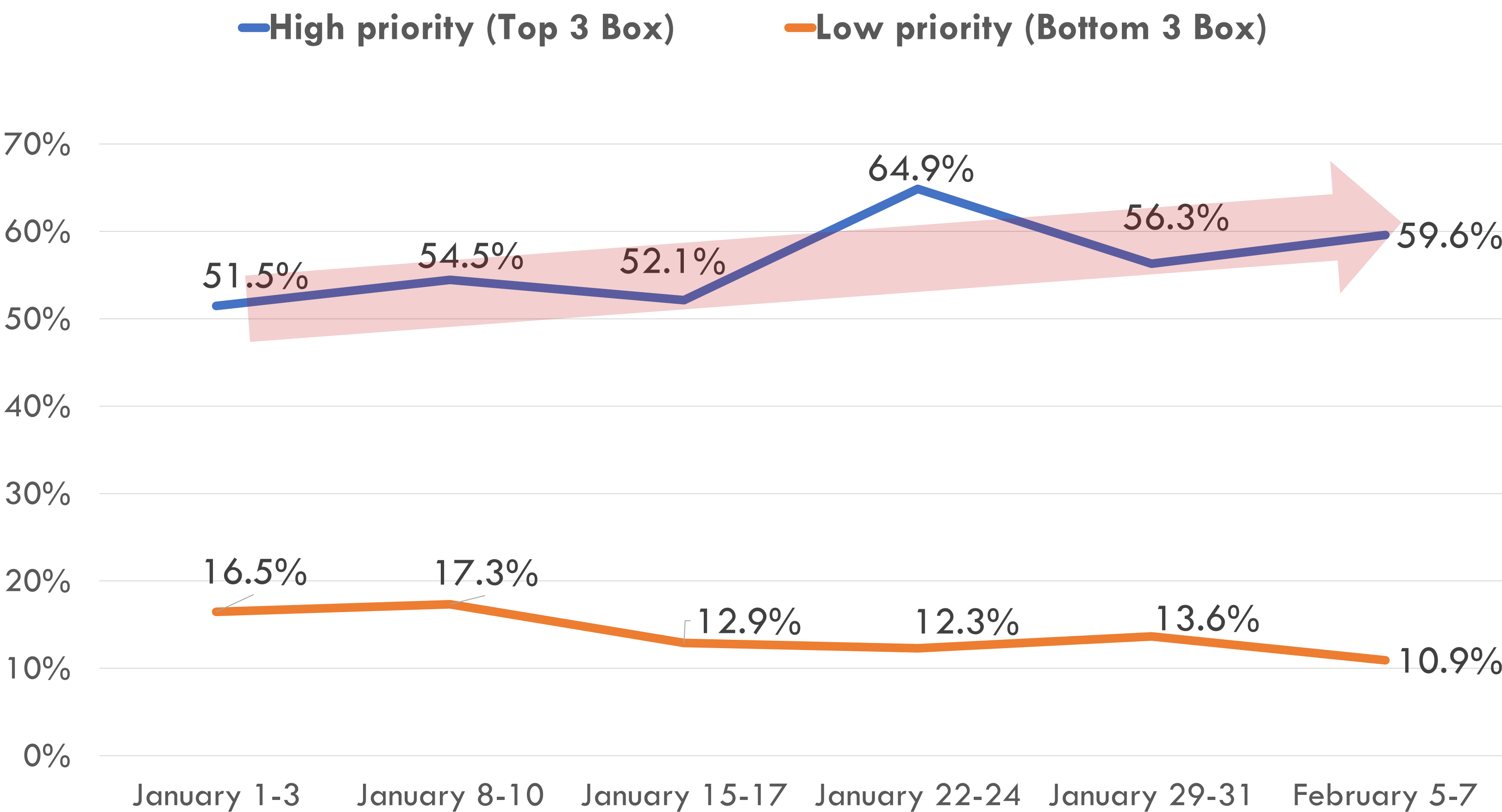


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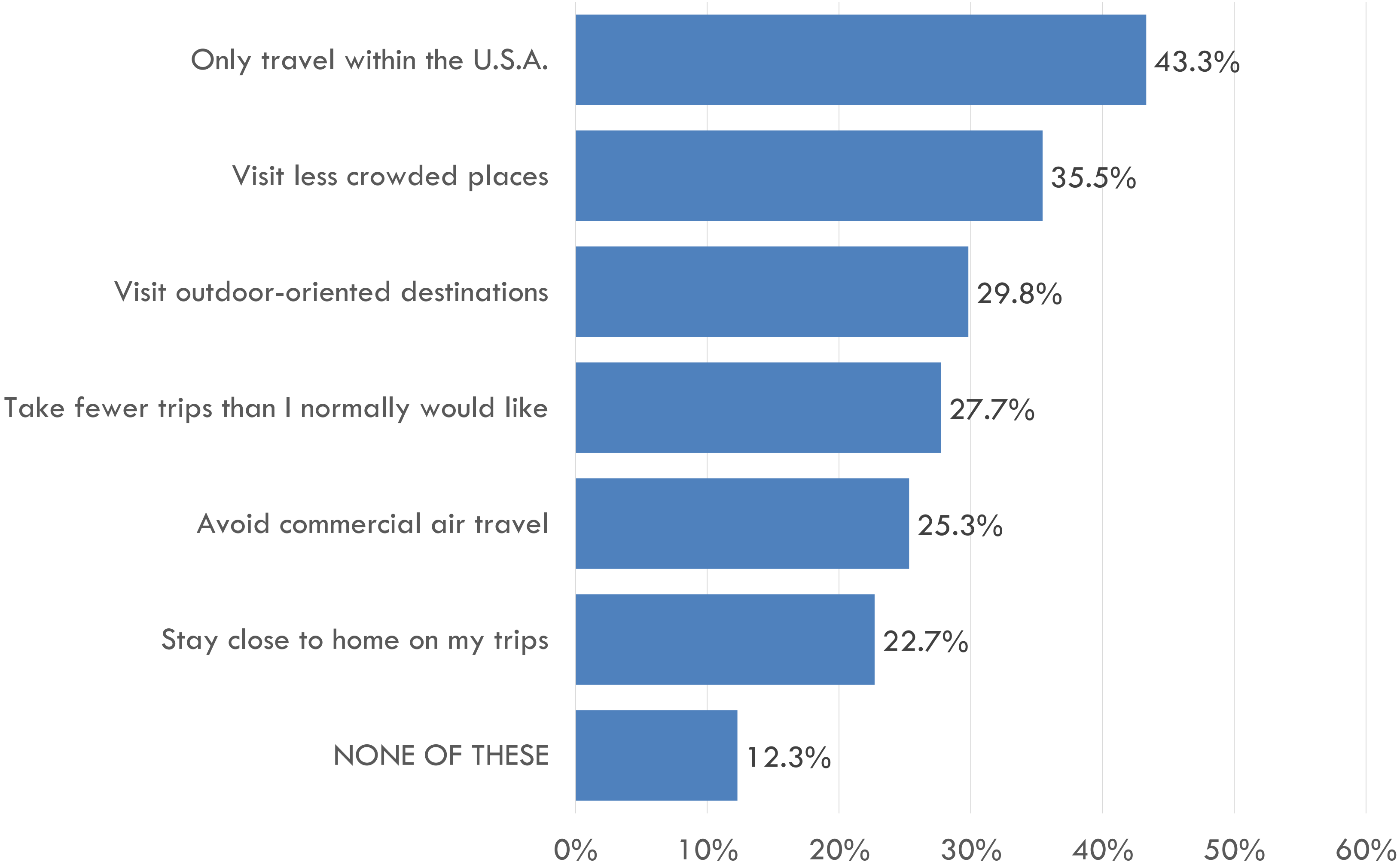
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EXPECTATIONS FOR ADAPTING TO THE PANDEMIC (NEXT 3 MONTHS)

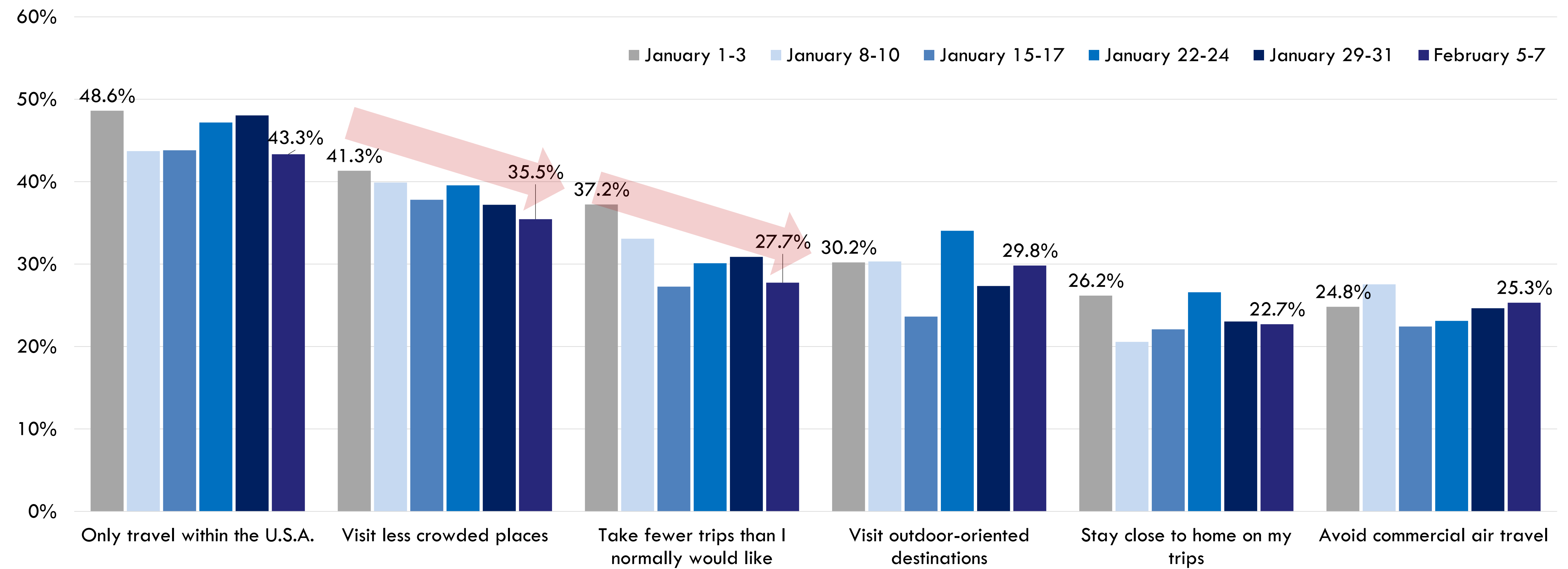
Question: In the NEXT THREE MONTHS, which of these actions do you expect to take as a result of the ongoing COVID-19 pandemic? (Select all that apply)

(Base: Wave 48 data. Respondents expecting to travel in the next three months, 602 completed surveys. Data collected February 5-7, 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)





KEY TAKEAWAYS

Looking specifically at the outlook for the next 3 months:

- Leisure Travel as a budget priority in the next 3 months has grown since the beginning of 2021.
- About half of Americans anticipate taking at least one leisure trip within the next 3 months.
- In looking at the accommodations they expect to stay in on these upcoming trips, hotels are most common.
- Small towns, cities and beach destinations will be visited most in the near term.

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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 orange and yellow, filled with soft, billowing clouds, suggesting a sunset or sunrise. The overall mood is one of exploration and achievement.

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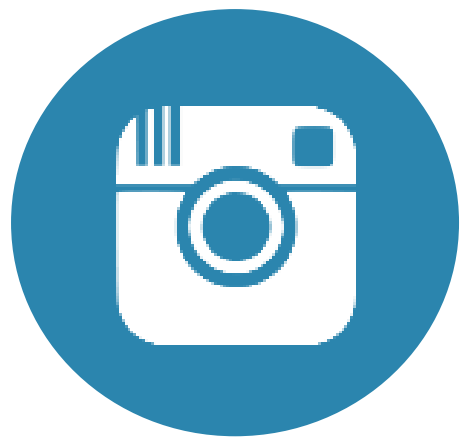
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