



# CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

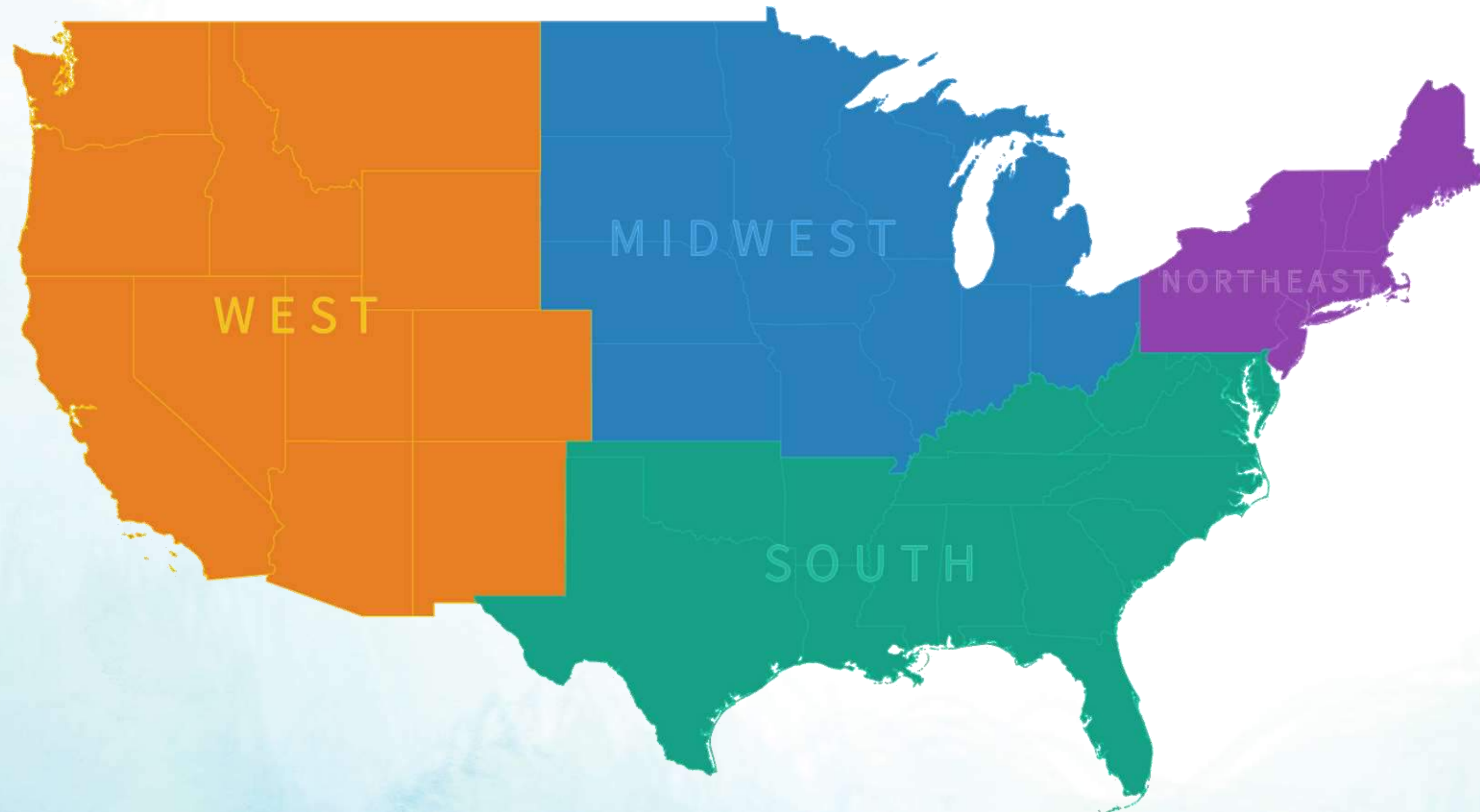
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*Presentation of Findings*  
*February 23, 2021*

Destination  Analysts



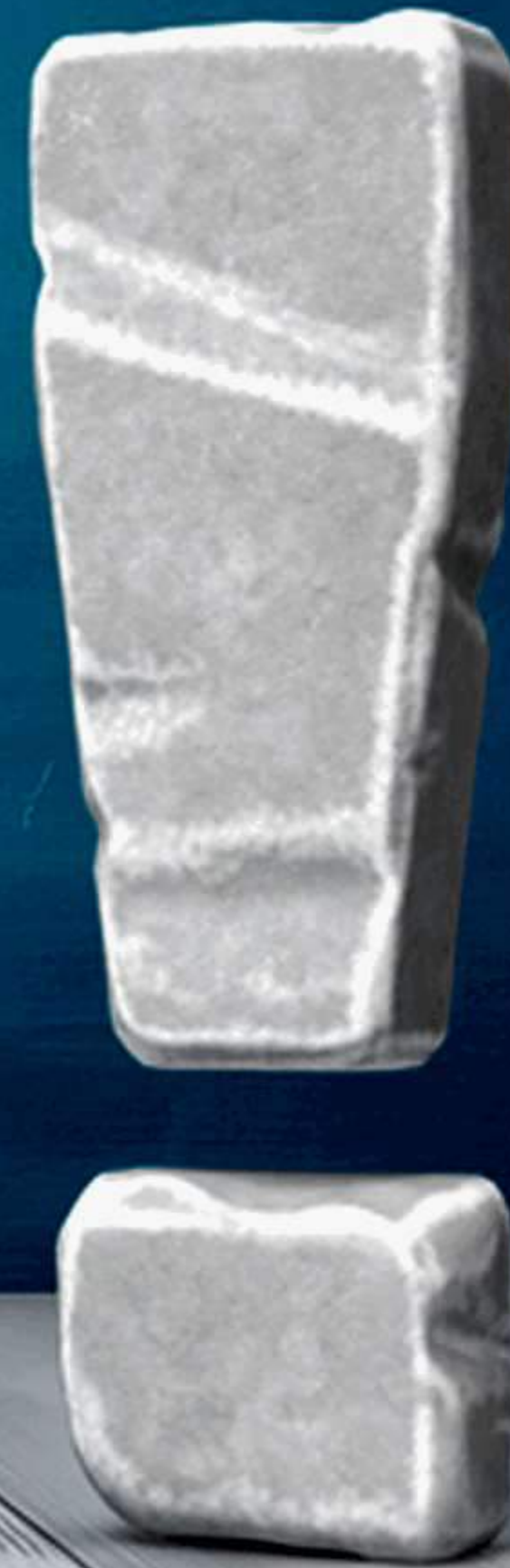
# METHODOLOGY



- **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 50 data (fielded February 19-21) 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**



# Independent, Unbiased Research









## COVID-19 cases pass 28 million in U.S., deaths near 500,000



Local residents wait their turn to receive a COVID-19 vaccination shot at the Kedren Community Health Center in South Los Angeles on Tuesday. To boost vaccination among people of color, L.A. county plans more sites, better messaging and access to transit. Photo by Jim Ruymen/UPI | License Photo

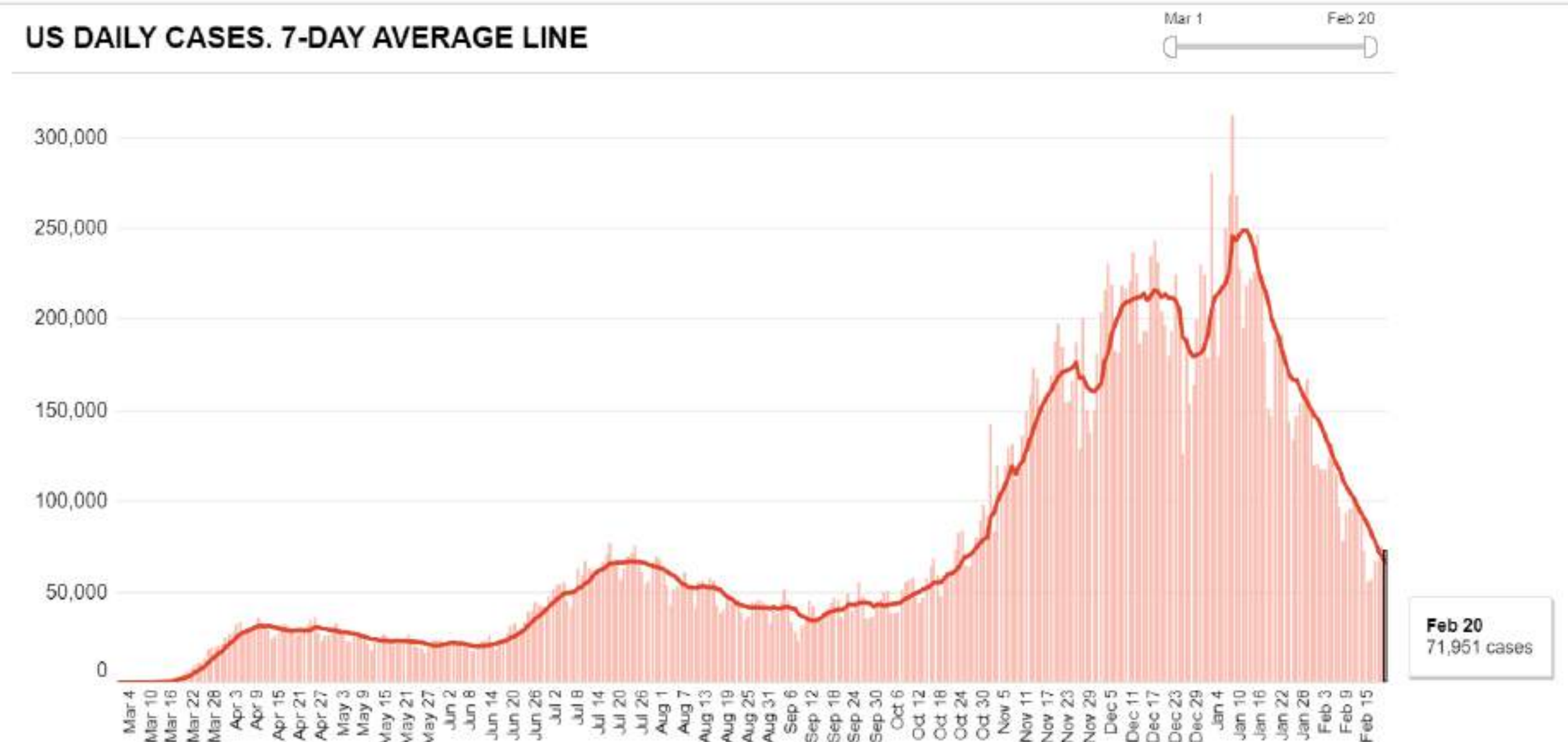
Feb. 20 (UPI) -- COVID-19 cases in the United States passed 28 million and deaths were only few thousand from 500,000 as the nation ramps up vaccination distribution after bad weather hampered distribution.

Infections have reached 28,060,047 according to [tracking by Johns Hopkins](#) so far Saturday. And fatalities are at 497,34.

Since the first case was announced in the state of Washington on Jan. 21, 2020, cases have averaged 70,707.

After reaching a peak of 299,786 on Jan. 2, infections have subsided. Friday's increase was 110,070, four days after 53,970, the lowest since 49,307 on Oct. 18.

### US DAILY CASES. 7-DAY AVERAGE LINE





# Pfizer, Moderna Vaccines Less Effective Against South African COVID Variant

Feb. 18, 2021, at 8:45 a.m.

BY ERNIE MUNDELL AND Robin Foster HealthDay Reporters

THURSDAY, Feb. 18, 2021 (HealthDay News) -- Two of the world's leading coronavirus vaccines don't work as well against a more contagious South African variant, though both did manage to neutralize the virus, two new studies show.



But experts pointed out that what level of neutralization is needed to actually protect against the variant is still unclear and these latest studies on the Pfizer and Moderna vaccines were done in a lab setting, and not the real world, the *Washington Post* reported. Both reports were published Wednesday in the *New England Journal of Medicine*.

"These are in vitro studies and we don't know if there is a threshold for neutralization that defines protection. In fact, we don't even know that there is a quantitative correlation between antibodies levels and protection," *NEJM* Editor-in-Chief Eric Rubin said in a podcast on the findings. "It is very concerning that we don't know the clinical significance of these findings."

The two studies used genetically engineered versions of the South African variant against blood samples from vaccinated volunteers, the *Post* reported. The strain has been identified in many countries, including the United States, along with a variant first identified in Britain that scientists say is also highly contagious.

Moderna's research letter in the *NEJM* on its COVID-19 vaccine showed a sixfold drop in antibody levels against the South Africa strain, the newspaper said. The shot's efficacy against the variant has not yet been determined.

Pfizer, in testing its vaccine against the variant in a lab, found the shot generated about a third of the antibodies that are normally mobilized with the original strain. The activity, however, appeared to be enough to neutralize the virus.

Still, Pfizer said in a statement that it was "taking the necessary steps... to develop and seek authorization" for an updated vaccine or booster shot that could better combat the variant.

OUT OF SEQUENCE —

## As coronavirus variants spread, the US struggles to keep up

Without federal strategy or enough funding, US sequencing superpowers don't work.

MEGAN MOLTENI, WIRED.COM - 2/20/2021, 5:00 AM

Across the United States, the **coronavirus** is in retreat. The pandemic is still raging, mind you, with more than 70,000 new cases still reported each day. But since the post-holiday peak in mid-January, the seven-day average of new cases has fallen **by nearly 64 percent**. Hospitalizations have plunged too. And with **vaccinations accelerating**, there is a glimmer of hope that this downward trend might be the start of COVID's long slide toward containment, at least in the US and other wealthy countries that are **hogging the shots**.

But retreat does not always mean defeat. And **the emergence of several worrisome new coronavirus variants** with new tricks for spreading faster or evading immune responses presents another possibility: that the current reprieve will only be temporary. Public health experts are urging governments to prepare for a possible new wave of infections driven by variants like B.1.1.7, which has already been identified in more than 1,200 US cases and in nearly every state, **according to data** from the US Centers for Disease Prevention and Control.

That's more than double the number reported two weeks earlier. But the real number is likely far higher. How much higher? No one knows. That's because the only way to tell which version of the coronavirus is causing an infection **is to sequence its genome**. In this country, that should be easy enough—the US is a sequencing superpower. It has dozens of academic institutions and massive commercial labs with the capacity to crank out genomes at a rapid clip. But the federal government's response through much of the pandemic didn't include a plan to mobilize America's DNA-mappers into a coordinated coronavirus-monitoring corps. SARS-CoV-2 surveillance, well, sucked.

At the end of last year, the CDC finally got the green light **to roll out additional programs and funding** aimed at changing that.

Since then, the US has boosted its sequencing from about 3,000 viral genomes per week to more than 7,000. But scientists say it's still not close to enough. And we're running out of time to catch up. Because while Congress debates a bill that could provide the necessary infusion of funds for building out the genomic surveillance system the US should have had all along, variants—both the ones scientists know to be worried about and the ones they haven't discovered yet—are expanding their territory.

WIRED



CORONAVIRUS UPDATES

# Winter Storm Disrupts COVID-19 Vaccinations, Closing Clinics And Delaying Shipments

February 16, 2021 - 12:30 PM ET

RACHEL TREISMAN 



A highway on-ramp in Houston is closed due to snow and ice on Monday. Frigid temperatures, icy roads and power outages caused by a major winter storm have interfered with COVID-19 vaccine distribution in Texas and several other states.  
*Chengyue Lao/Xinhua News Agency/Getty Images*

The massive storm sweeping across the country isn't only bringing subzero temperatures and widespread power outages to much of the U.S., it's also putting a freeze on COVID-19 vaccine distribution in several states and cities.

In Missouri, Gov. Mike Parson [announced](#) on Monday that all state-run mass vaccination events scheduled for this week are canceled, citing safety concerns brought on by the extreme weather.

"Missouri is experiencing severe winter weather that makes driving dangerous and threatens the health and safety of anyone exposed to the cold. These conditions will also likely delay some vaccine shipments," Parson said. "We want to protect the safety of everyone involved in the mass vaccination events, from the patients being vaccinated to the volunteers who generously support these events."

# Shipments, Providence Cancels Upcoming Clinics

By The Chronicle Feb 18, 2021



Cold weather across the nation is causing delays in COVID-19 vaccine shipments, the state Department of Health (DOH) announced Thursday. More than 90% of this week's allocations will be impacted, forcing many providers — including Providence Centralia and St. Peter hospitals — to reschedule appointments.

The state's mass vaccination sites will also close down over the weekend.

"We realize this is an inconvenience," reads a Thursday Providence press release. "Every person who has an appointment to be rescheduled has been notified via email but we realize some people may miss this email."

Four Providence vaccination events, spanning from Feb. 19 to Feb. 21, have been canceled, including a second-dose event at the Southwest Washington Fairgrounds. A small amount of vaccine will be given out to individuals scheduled for Feb. 18 and 19 at Providence Medical Group in Lacey. The provider will be prioritizing patients "who are coming close to their six-week window for the second-dose vaccine" and trying to get them into cancelled appointments.

"Please note, the CDC has determined there are no health implications in delaying the vaccine by two weeks," the press release reads.



## More than 20 million years of life may have been lost due to Covid, study finds

Covid-19 has cost more than 20.5 million years of life across the globe, including well over 800,000 in the UK, according to new analysis.

The paper, published in Scientific Reports journal, found the virus has cut short thousands more lives than comparable illnesses, such as influenza and heart disease.

'Years of lost life' (YLL) is a measure of the difference between an individual's age at death and their life expectancy.

The researchers found that across 81 hard hit countries, Covid-19 caused people to die on average 16 years earlier than they otherwise would have.

Dr Simon Clarke, associate professor in cellular microbiology at the University of Reading, said: "This study shows the staggering scale of the human cost of this pandemic.

"[It] highlights the combined cost of the pandemic so far in terms of lives cut significantly shorter by a virus that kills people earlier than seasonal flu, or even heart disease."

The study suggests that 44.9 percent of the YLL have occurred in people aged between 55 and 75.

While 30.2 percent occurred in individuals younger than 55, and 25 percent in those older than 75.

## YLL = Years of Life Lost

25% of all YLL = Over 75

45% of all YLL = 55-75 years

30% of all YLL = under 55



# TAKEAWAYS

1

Enthusiasm for travel, while still challenged, has significantly improved in recent weeks .

2

Our predictive indexes continue to move forward. Our hopes are high for a break-through period.

3

Recent changes in traveler optimism have not yet driven significant increases in trip planning behavior.

4

Progress from efforts to encourage vaccination appears to have stalled.

5

A majority of travelers expect they will feel comfortable returning to commercial outdoor attractions by July.



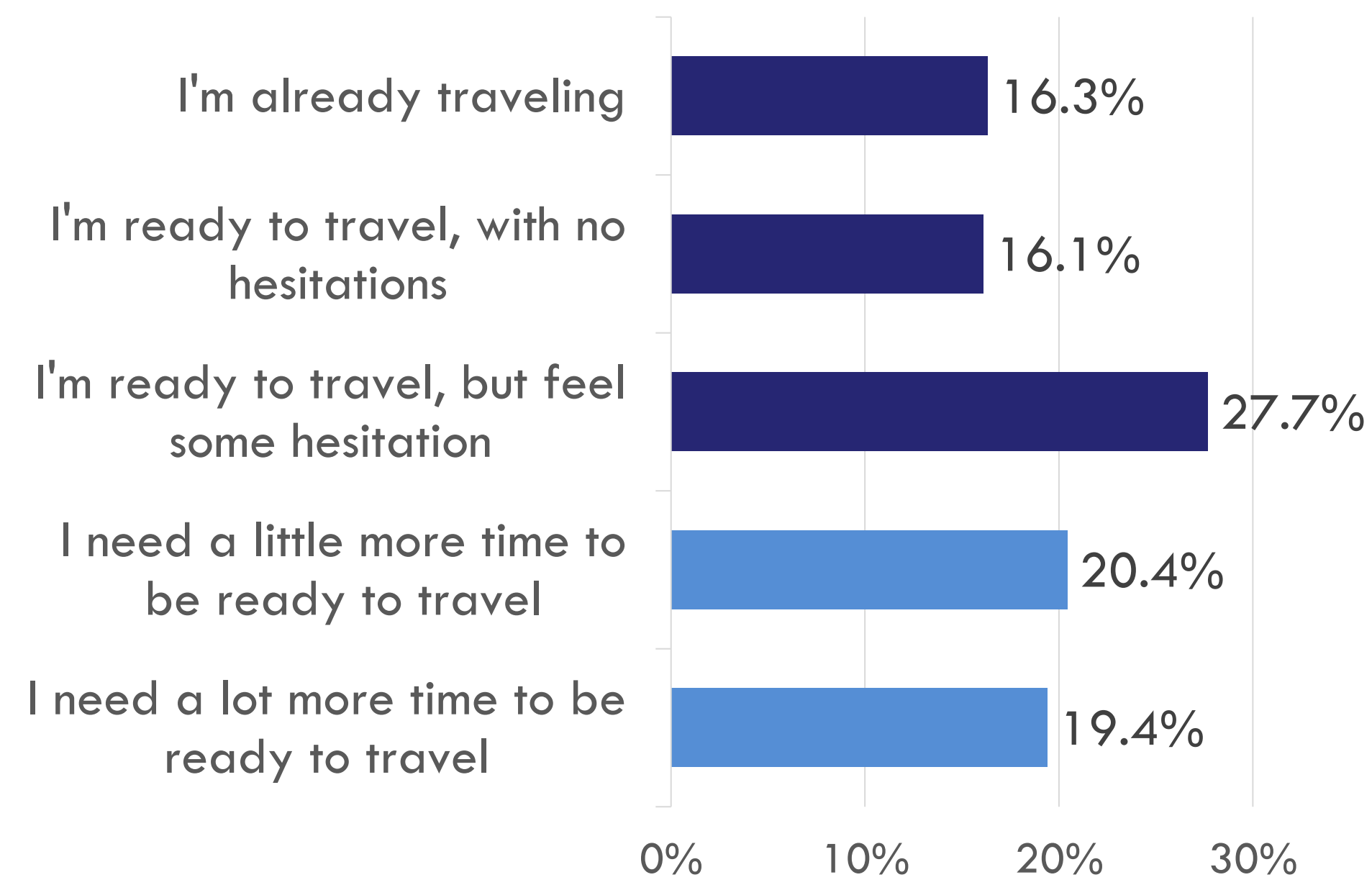


**Enthusiasm for travel, while still challenged, has significantly improved in recent weeks .**



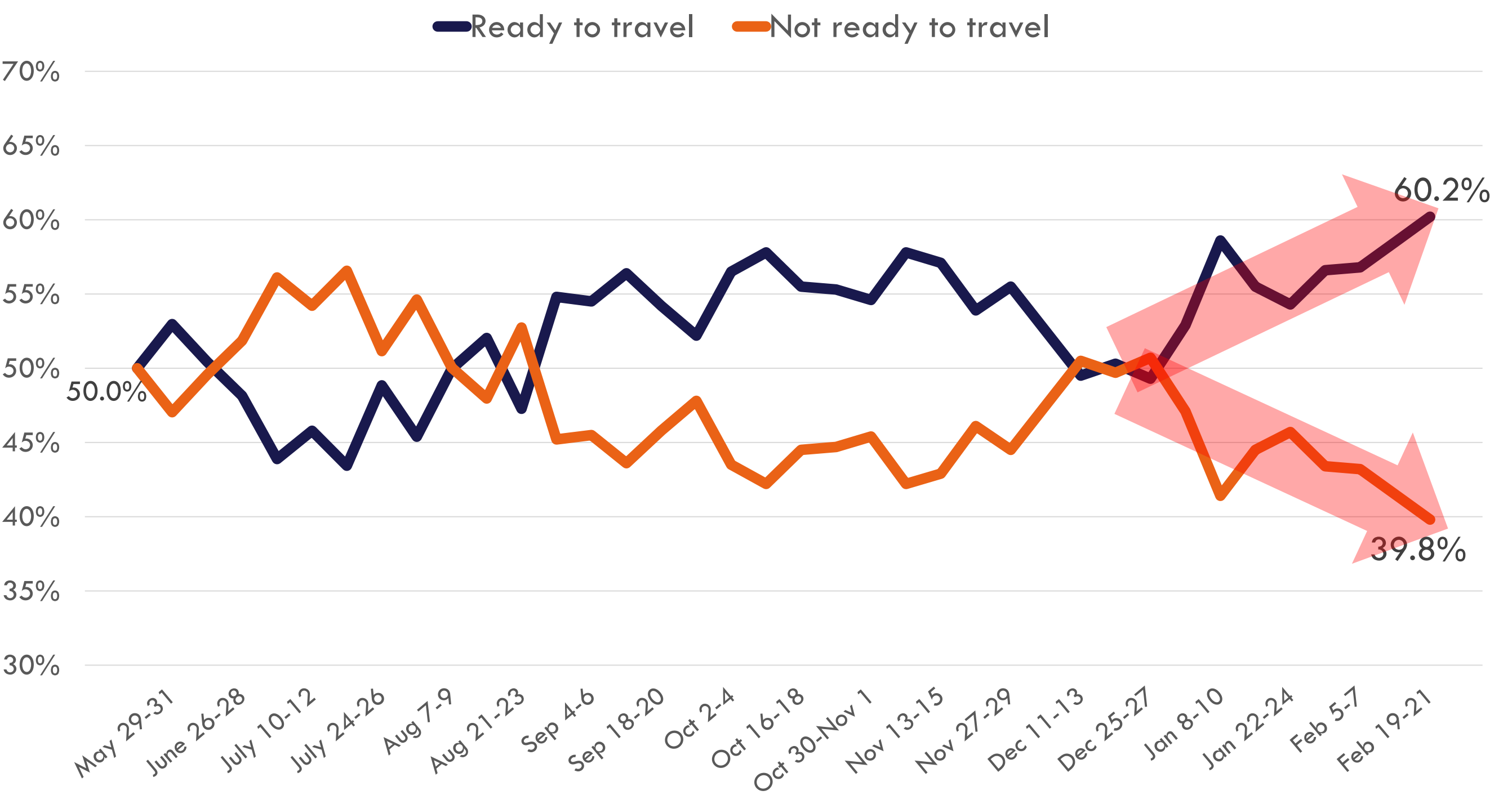
# TRAVEL STATE-OF-MIND

**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 15-50. 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, 1,209, 1,209, 1,216 and 1,210 completed surveys.)

## Historical data



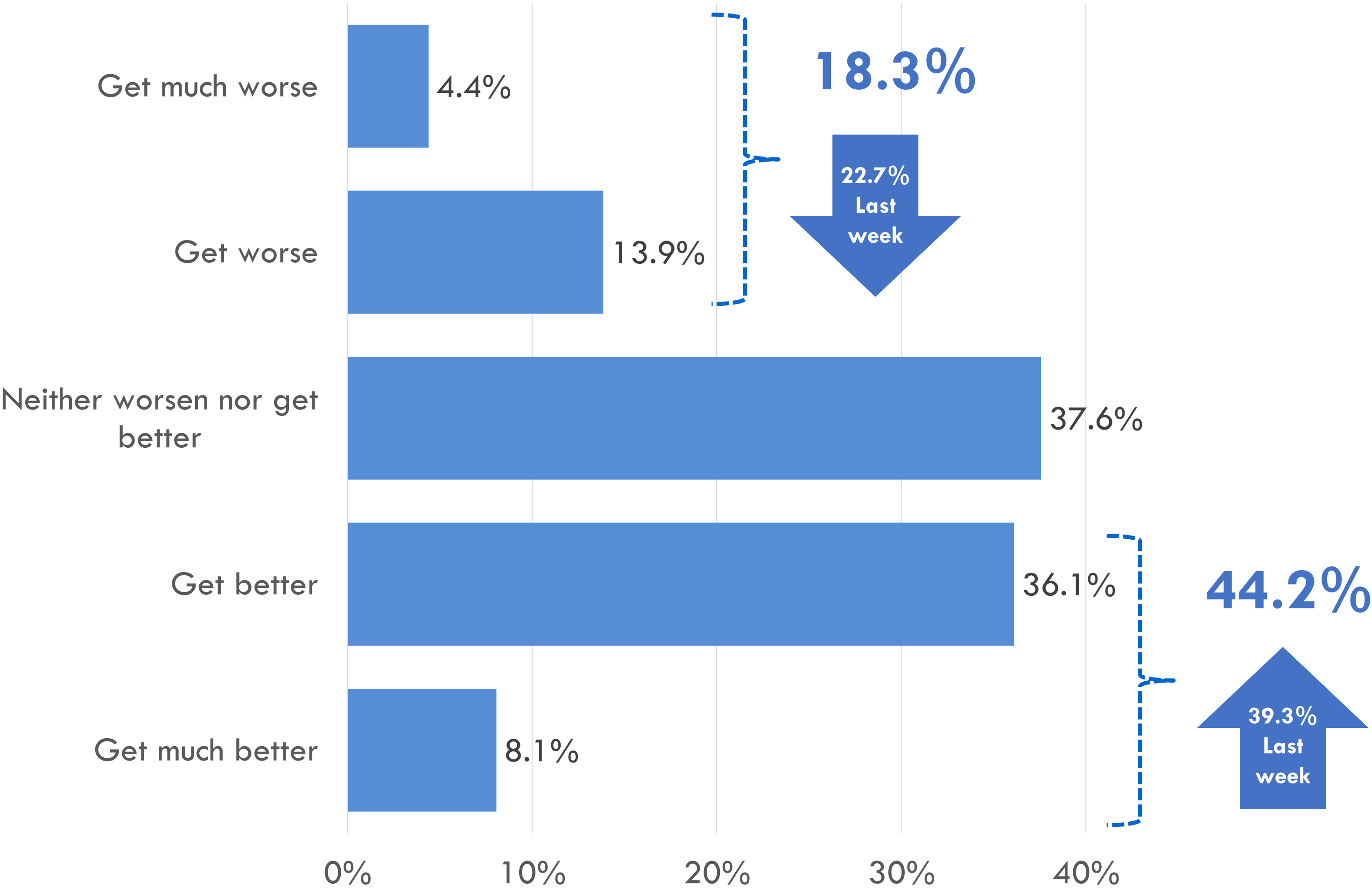


# EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

**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 50 data. All respondents, 1,210 completed surveys. Data collected February 19-21, 2021)

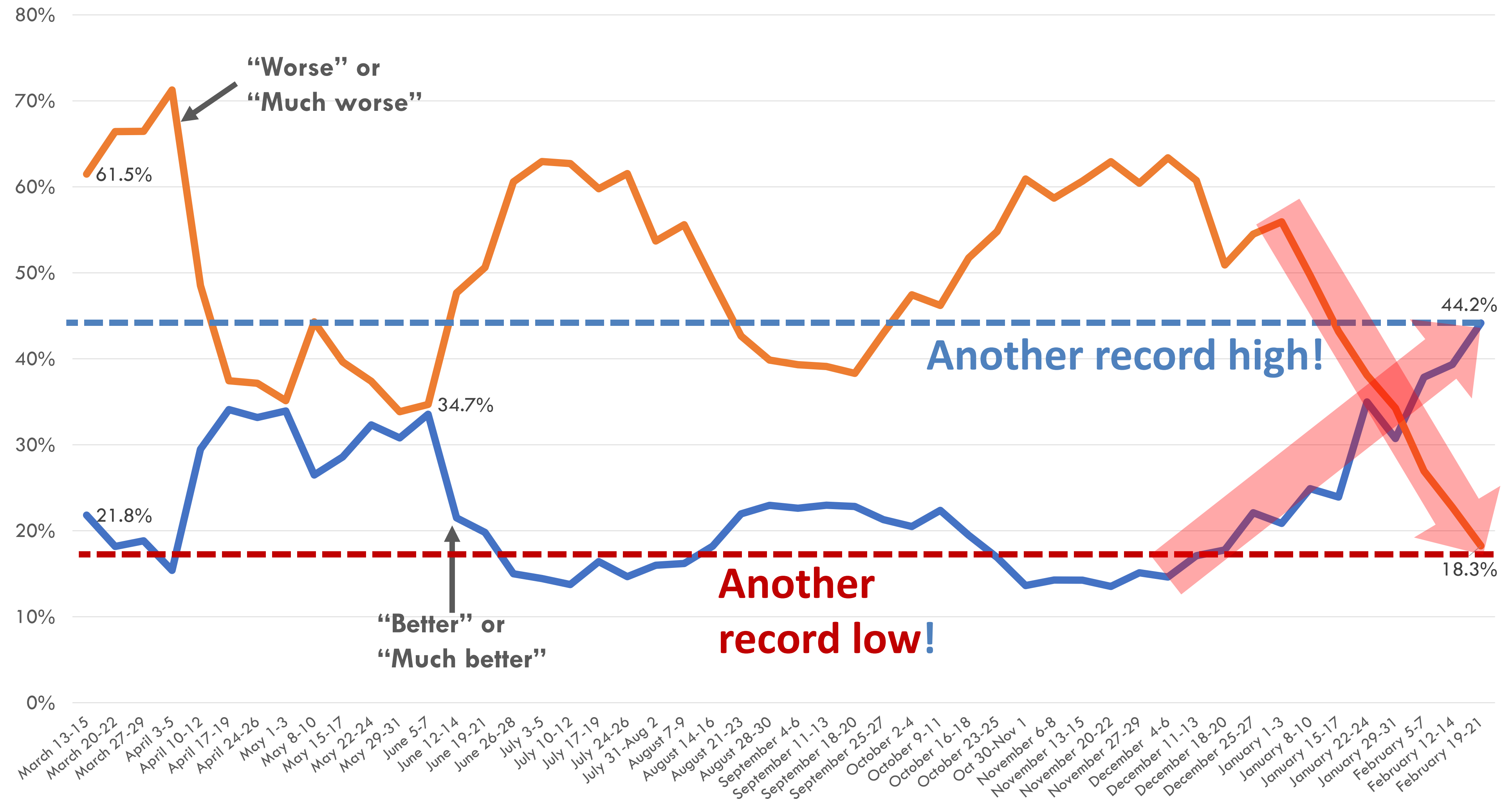




# EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-50)

**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 \_\_\_\_\_



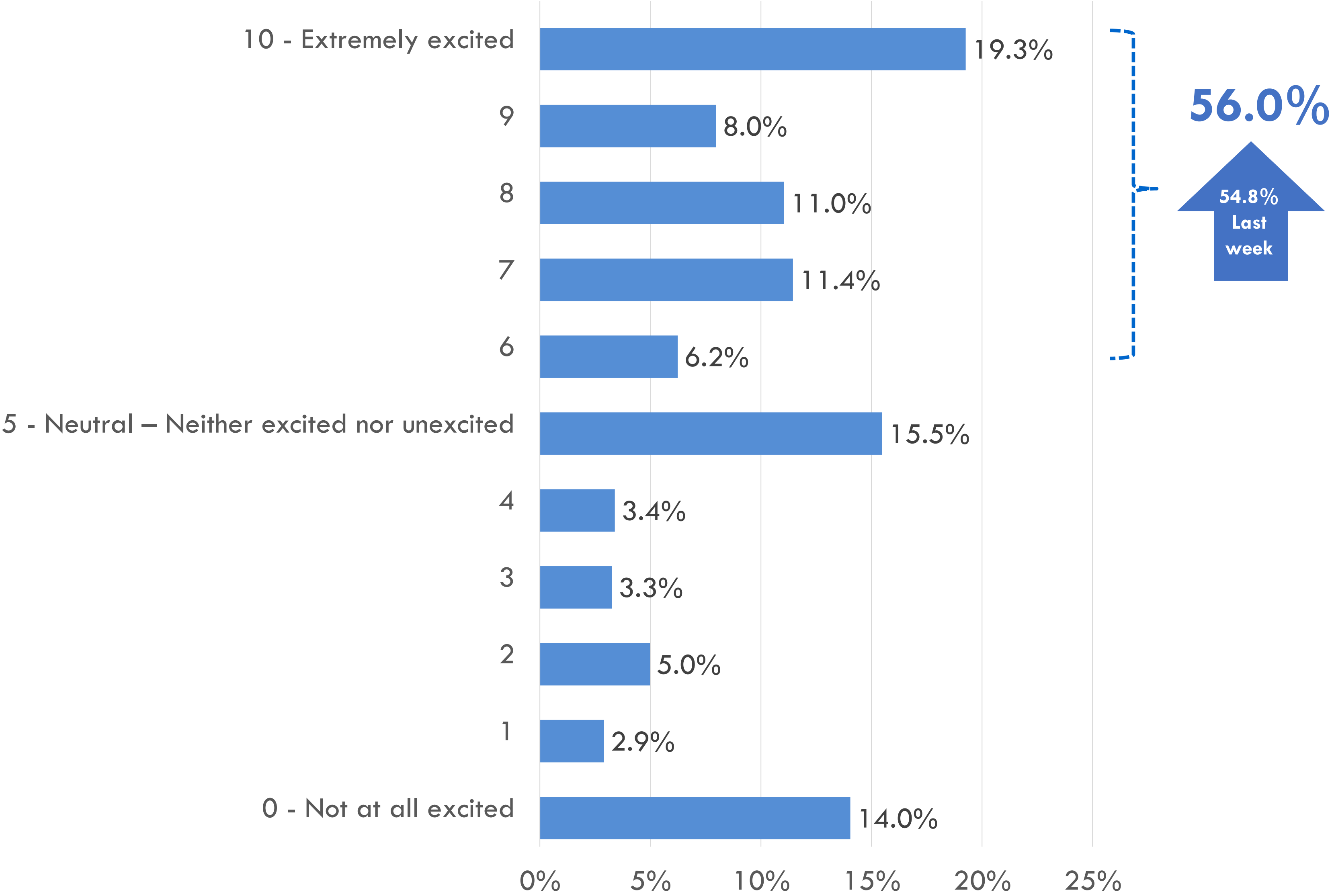


# EXCITEMENT TO TRAVEL NOW

**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 50 data. All respondents, 1,210 completed surveys. Data collected February 19-21, 2021)

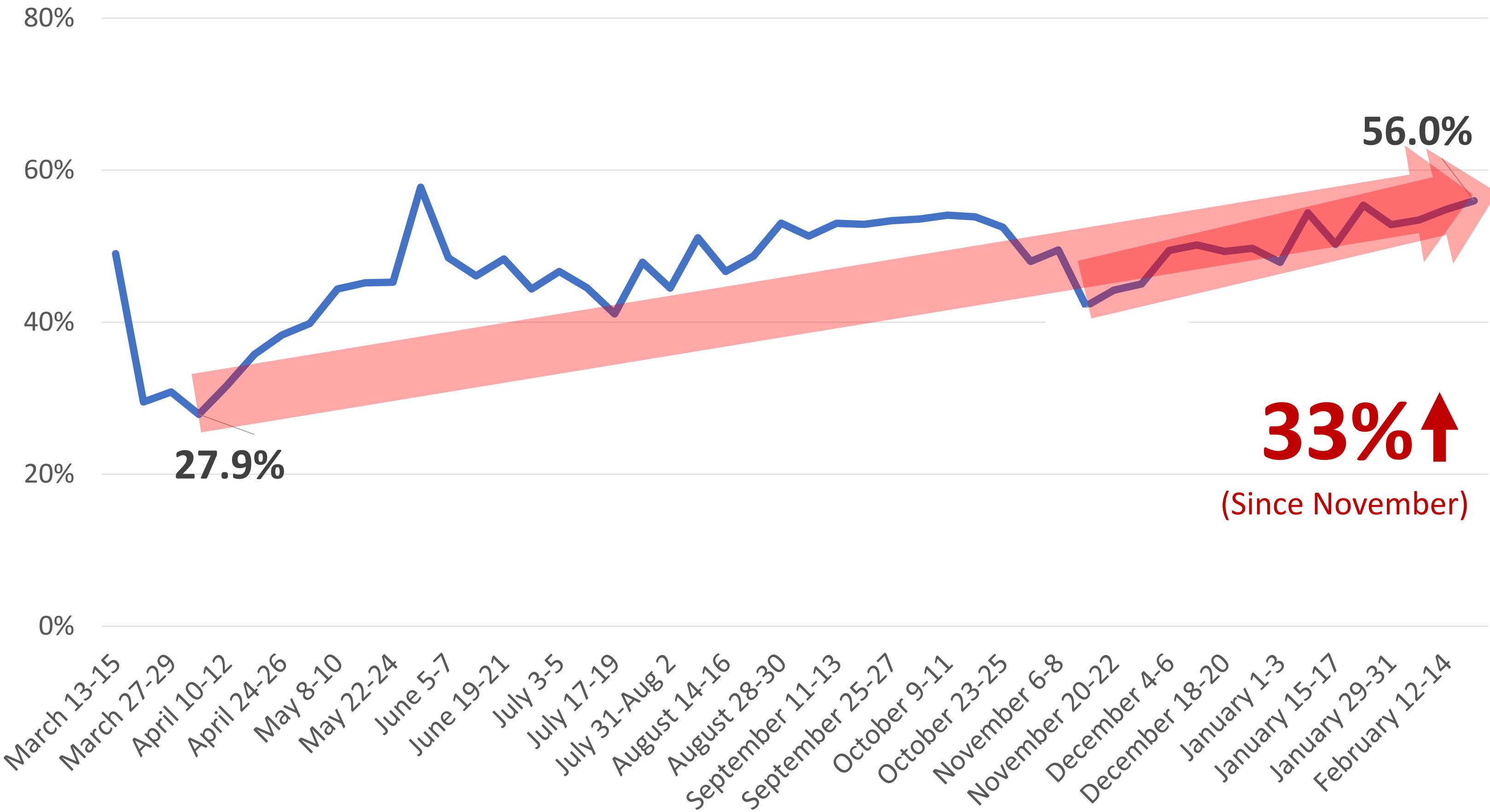




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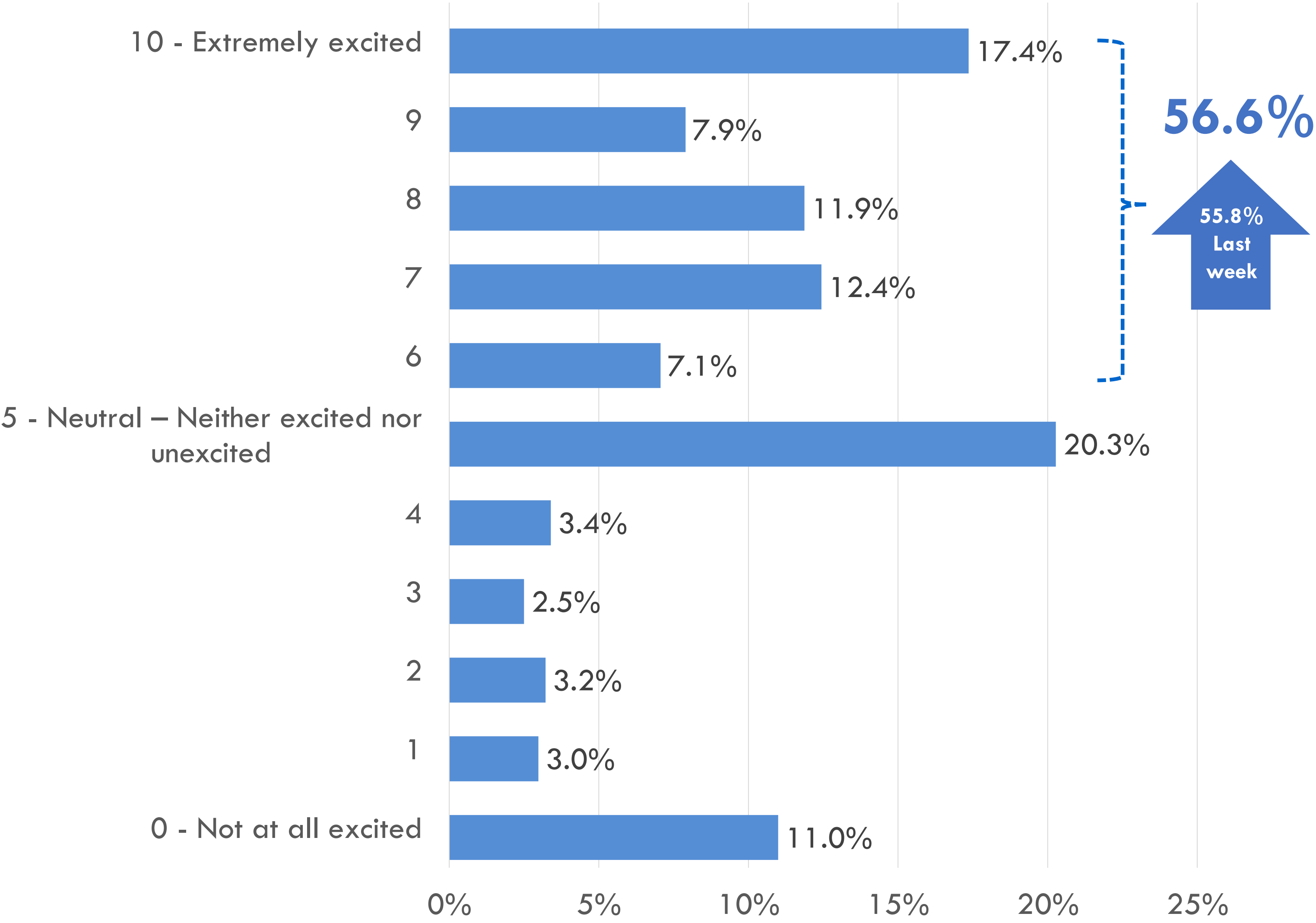




# OPENNESS TO TRAVEL INSPIRATION

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

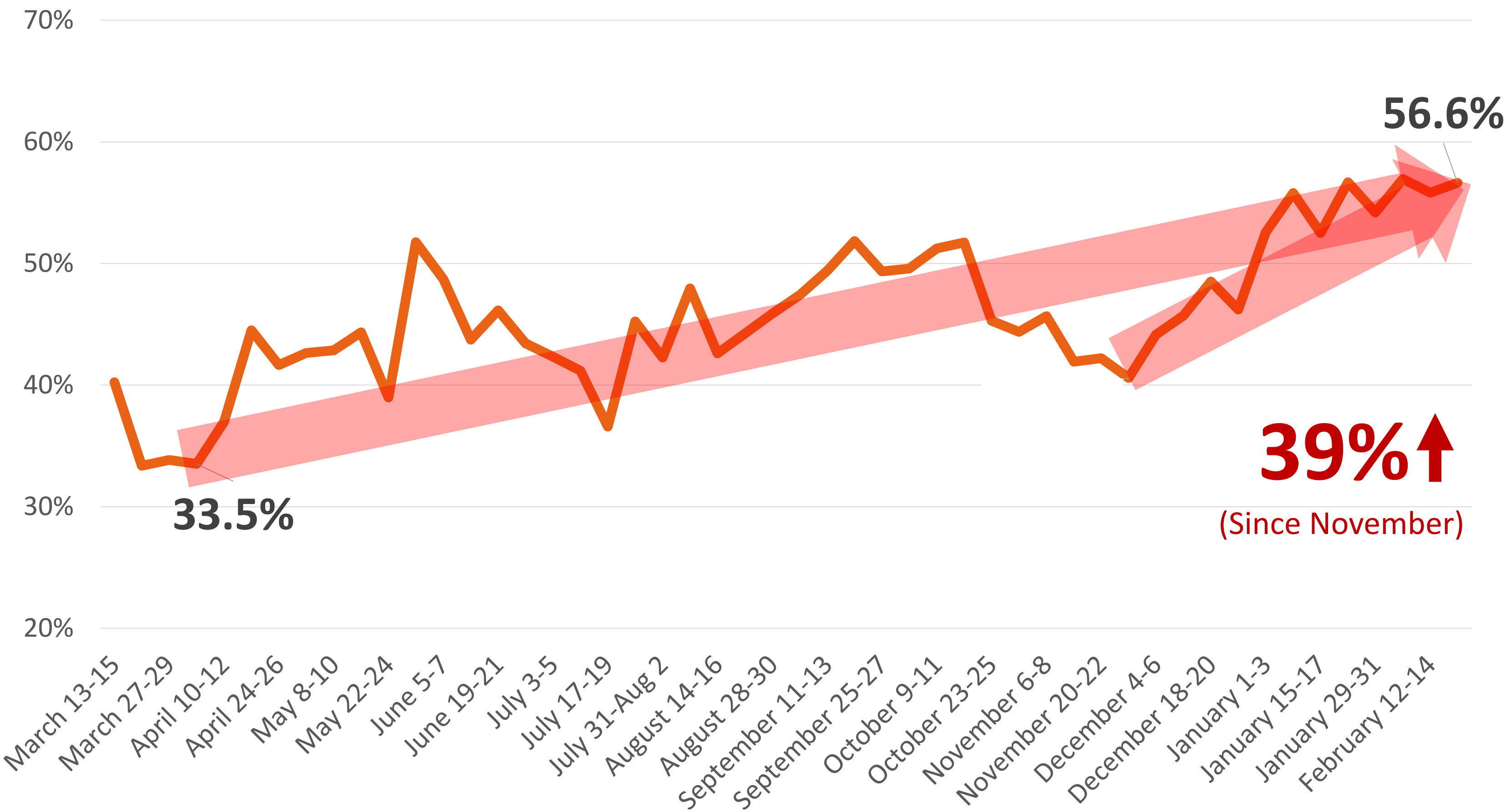
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# OPENNESS TO TRAVEL INSPIRATION

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





# PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 50)

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

(Base: Wave 50 data. All respondents, 1,210 completed surveys. Data collected February 19-21, 2021)





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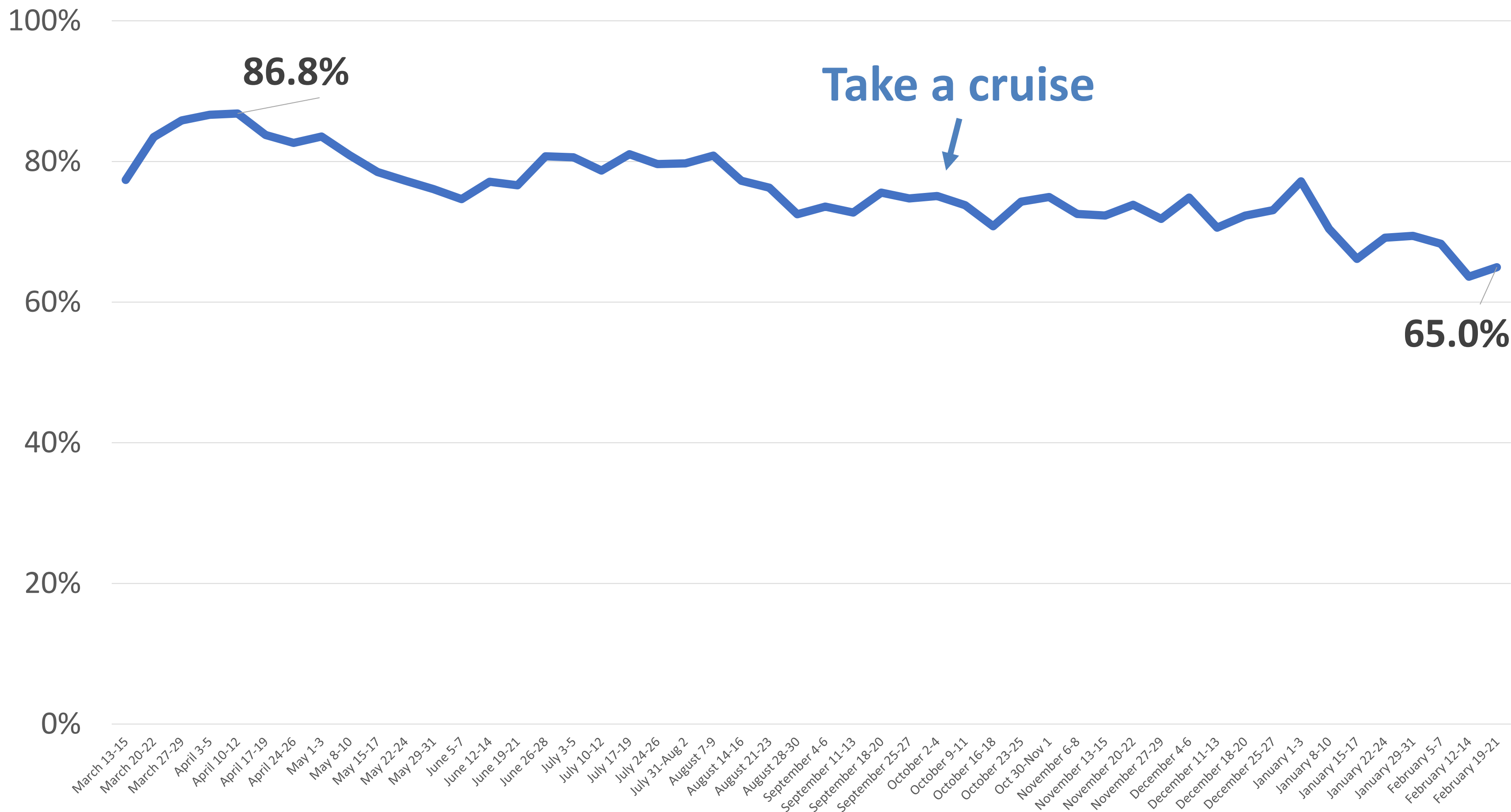
(Base: Wave 50 data. All respondents, 1,210 completed surveys. Data collected February 19-21, 2021)



# PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 1-50)

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

Top 2-Box Score: Percent Selecting Each as “Somewhat Unsafe” or “Very Unsafe”

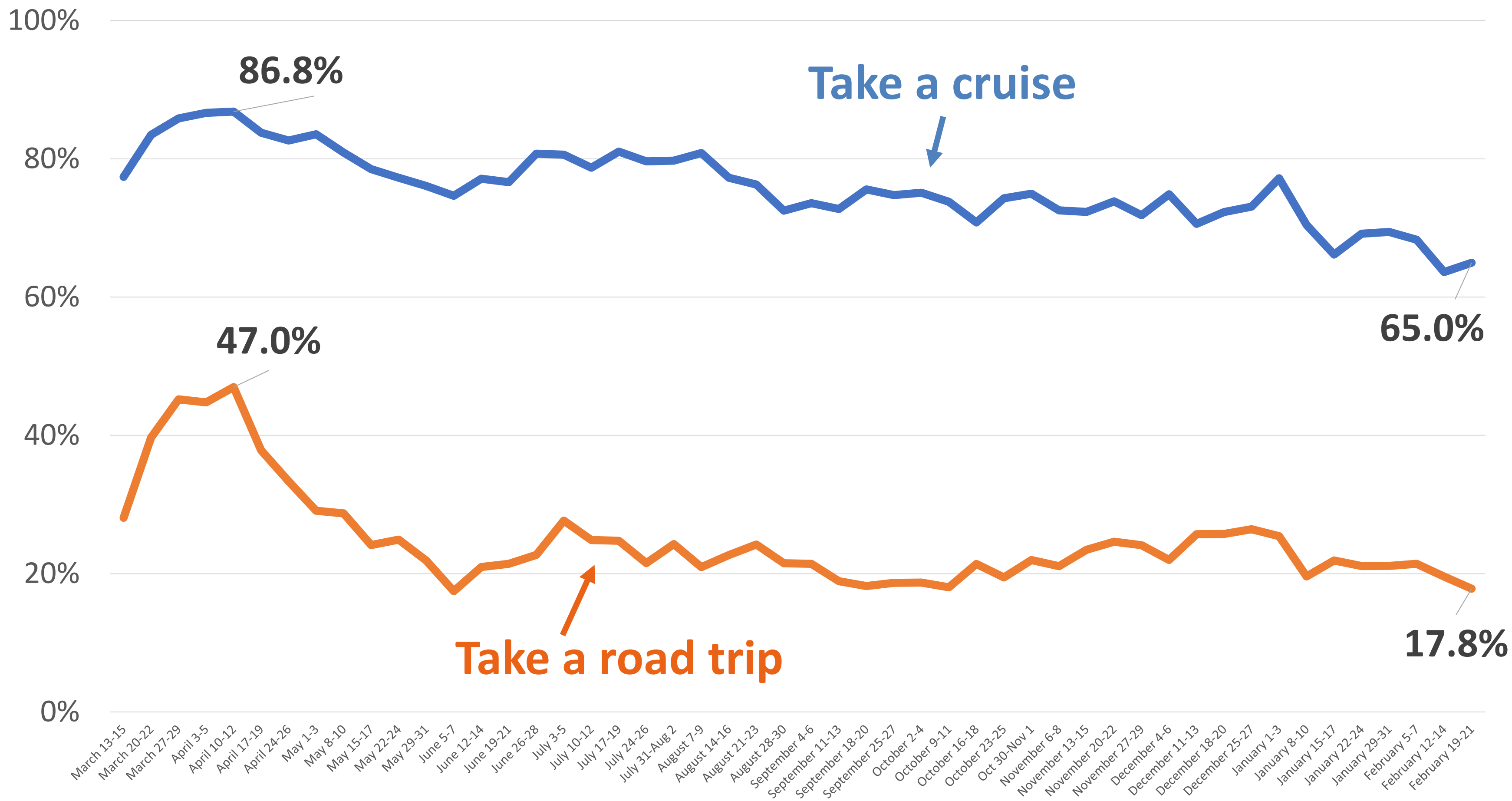




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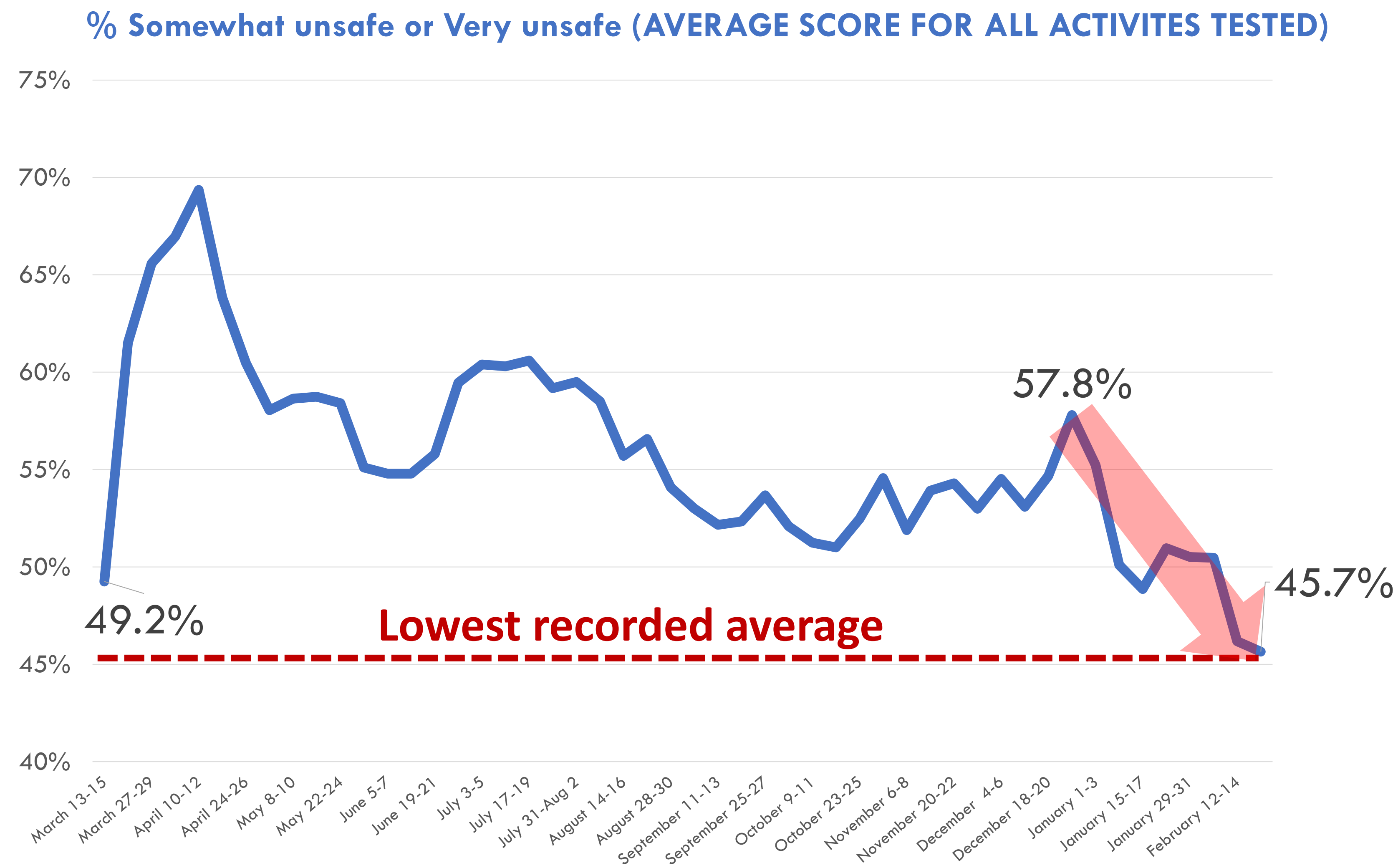
(Base: Wave 50 data. All respondents, 1,210 completed surveys. Data collected February 19-21, 2021)





# PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-50 COMPARISON)

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





**Question: What ONE  
WORD best describes  
how you feel about  
travel right now?**





# Feelings About Traveling Now: Historical Perspective

**Question:** What ONE WORD best describes how you feel about travel right now?

## March



# April



## May



# September





# ONE WORD THAT DESCRIBES TRAVEL RIGHT NOW

**Question:** What one word best describes how you feel about travel right now?

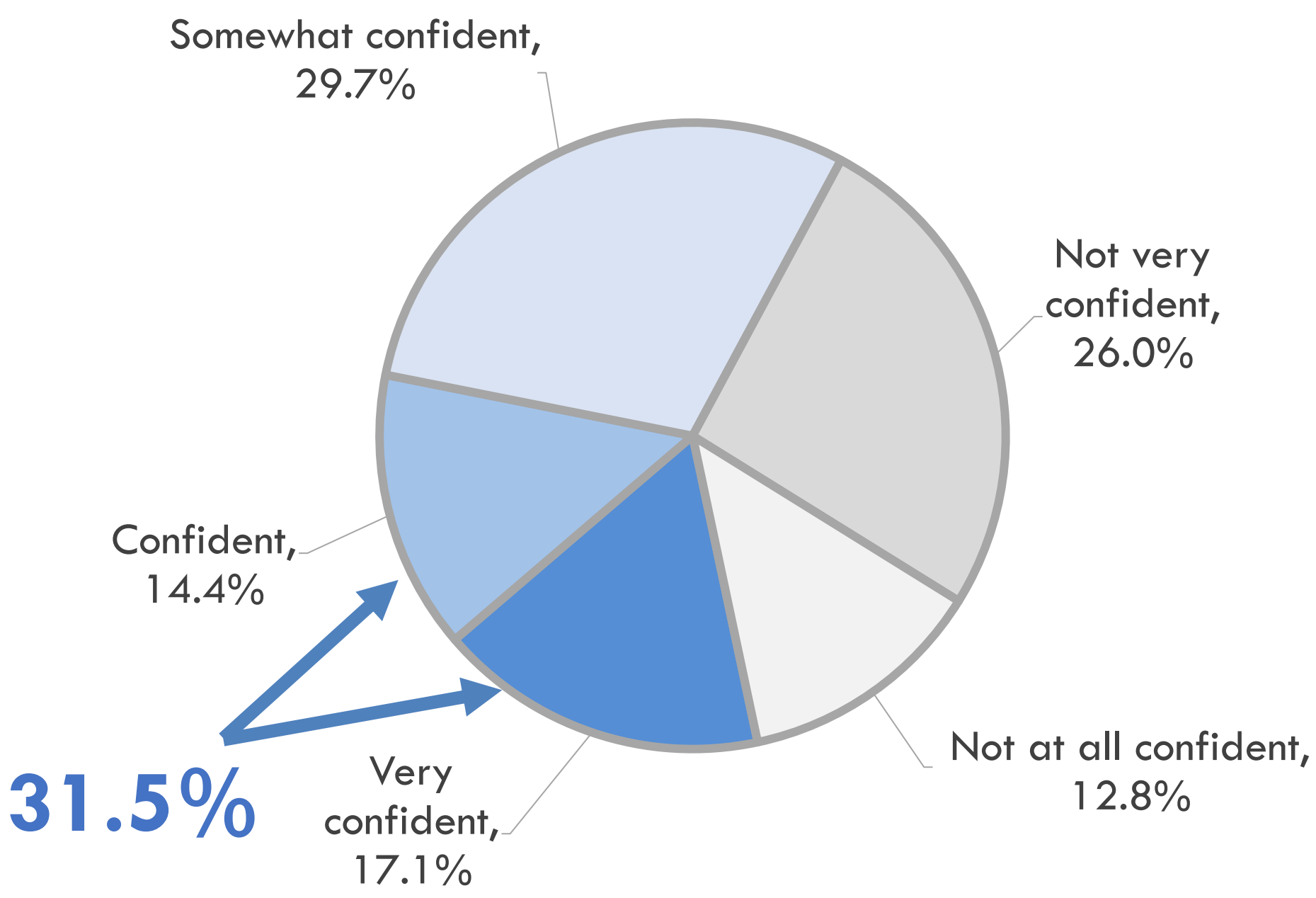
(Base: Waves 50 data. All respondents, 1,210 completed surveys. Data collected February 19-21, 2021)





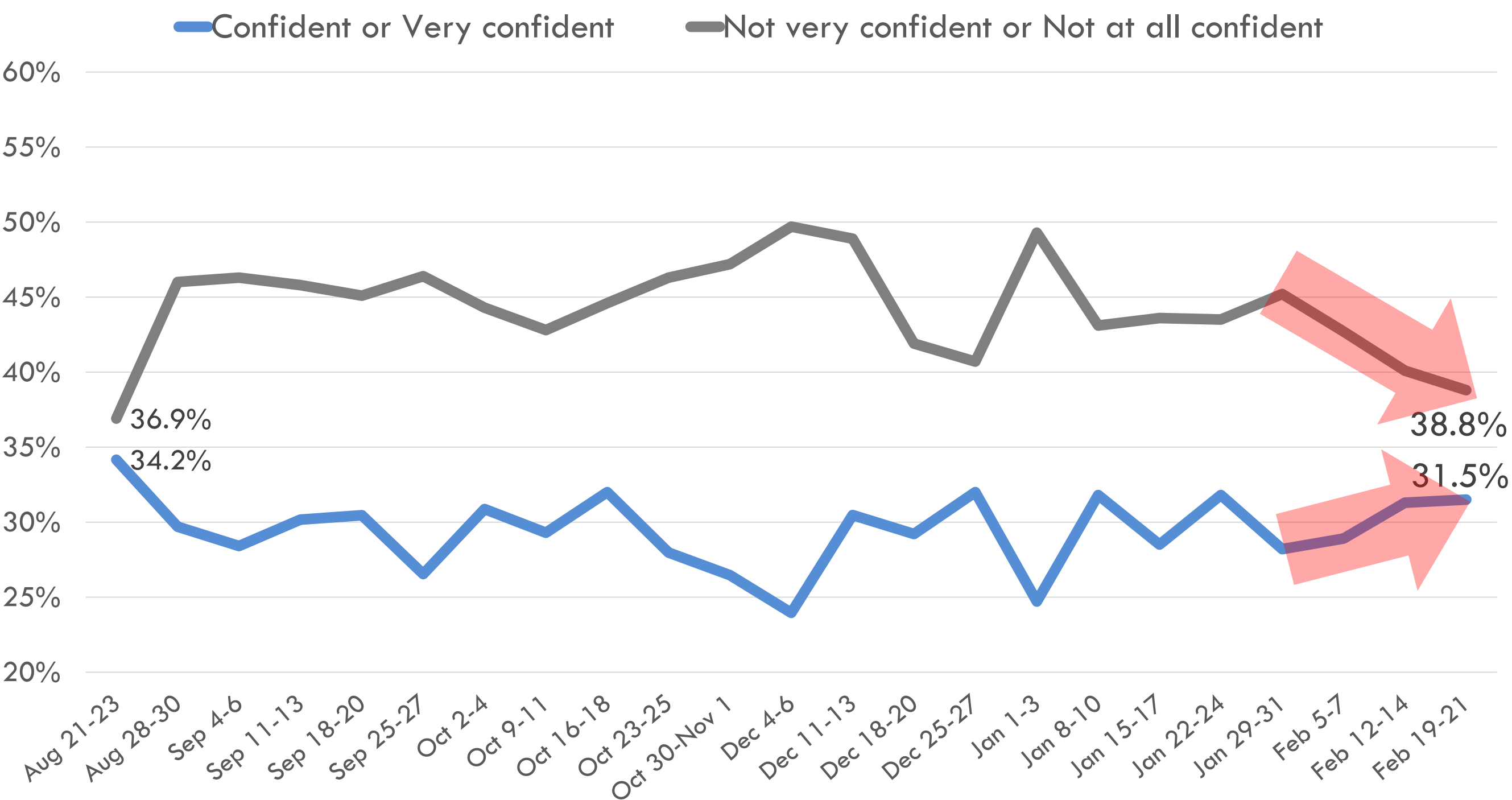
# CONFIDENCE IN ABILITY TO TRAVEL SAFELY

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



(Base: Wave 24-34 and 39-50 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, 1,209, 1,209, 1,216 and 1,210 completed surveys.)

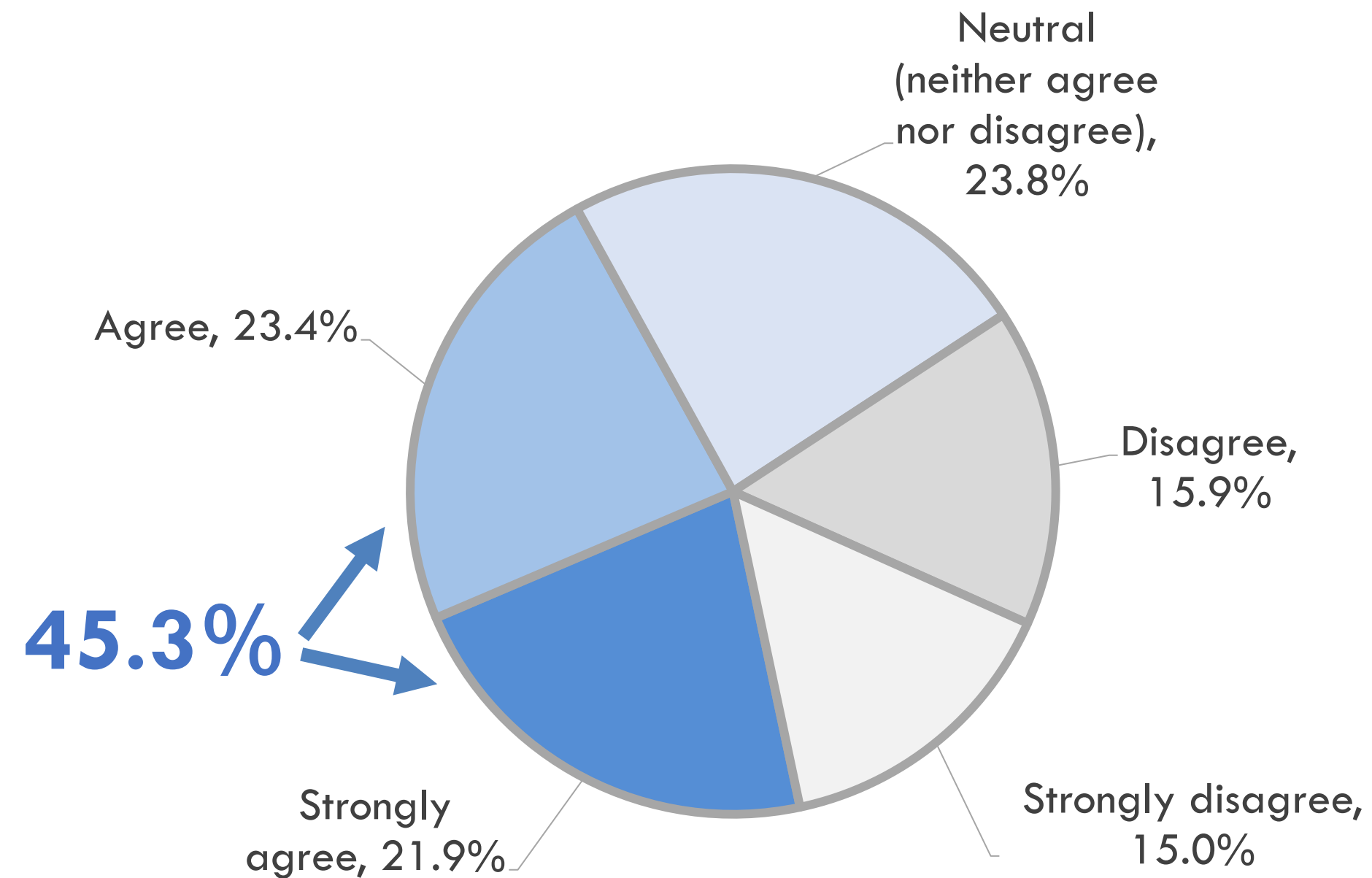
Historical data



# AVOIDING TRAVEL UNTIL THE CORONAVIRUS BLOWS OVER

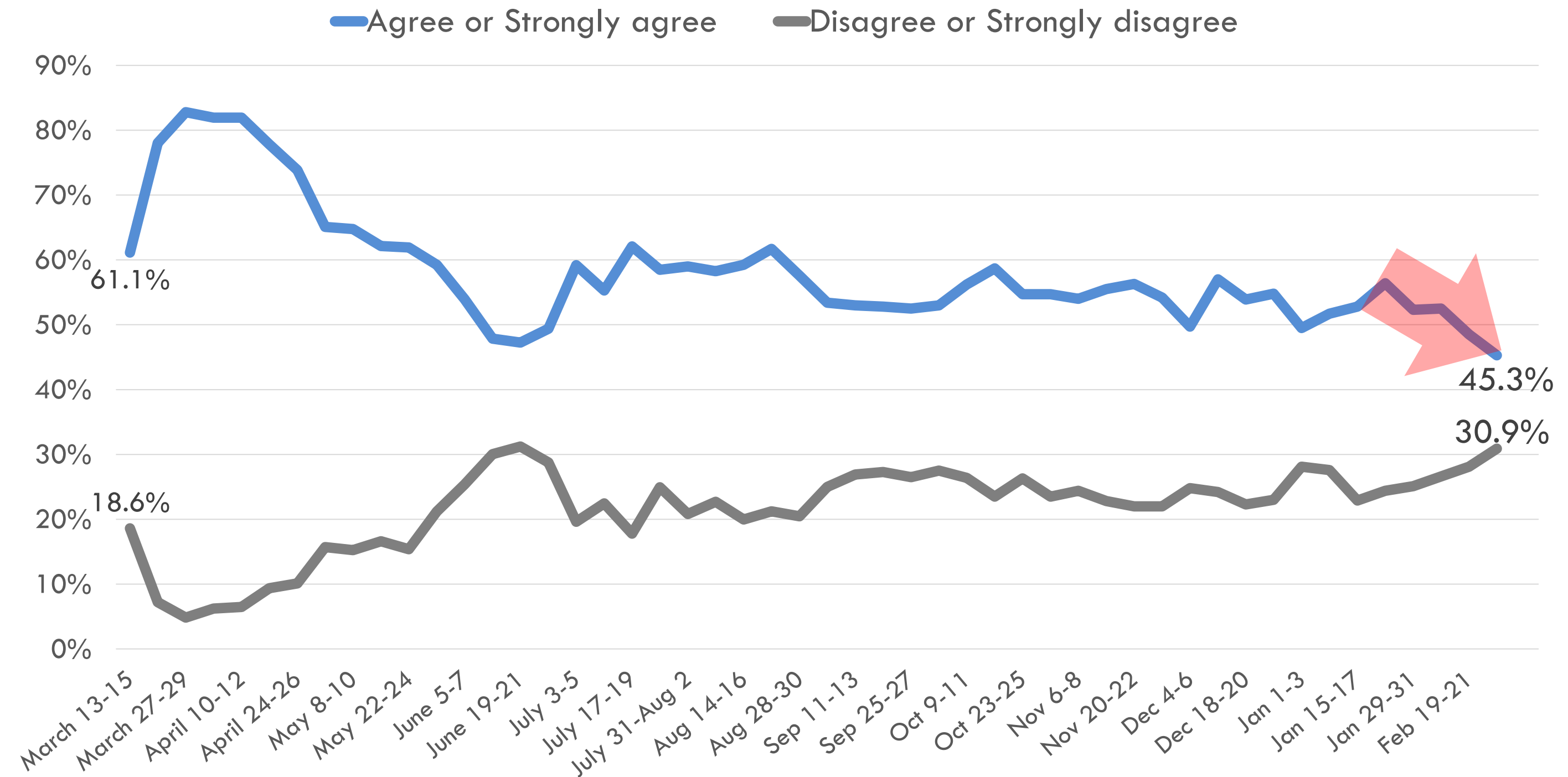
How much do you agree with the following statement?

**Statement:** I'm planning to avoid all travel until the Coronavirus situation blows over.



(Base: Waves 1-50. 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, 1,209, 1,216 and 1,210 completed surveys.)

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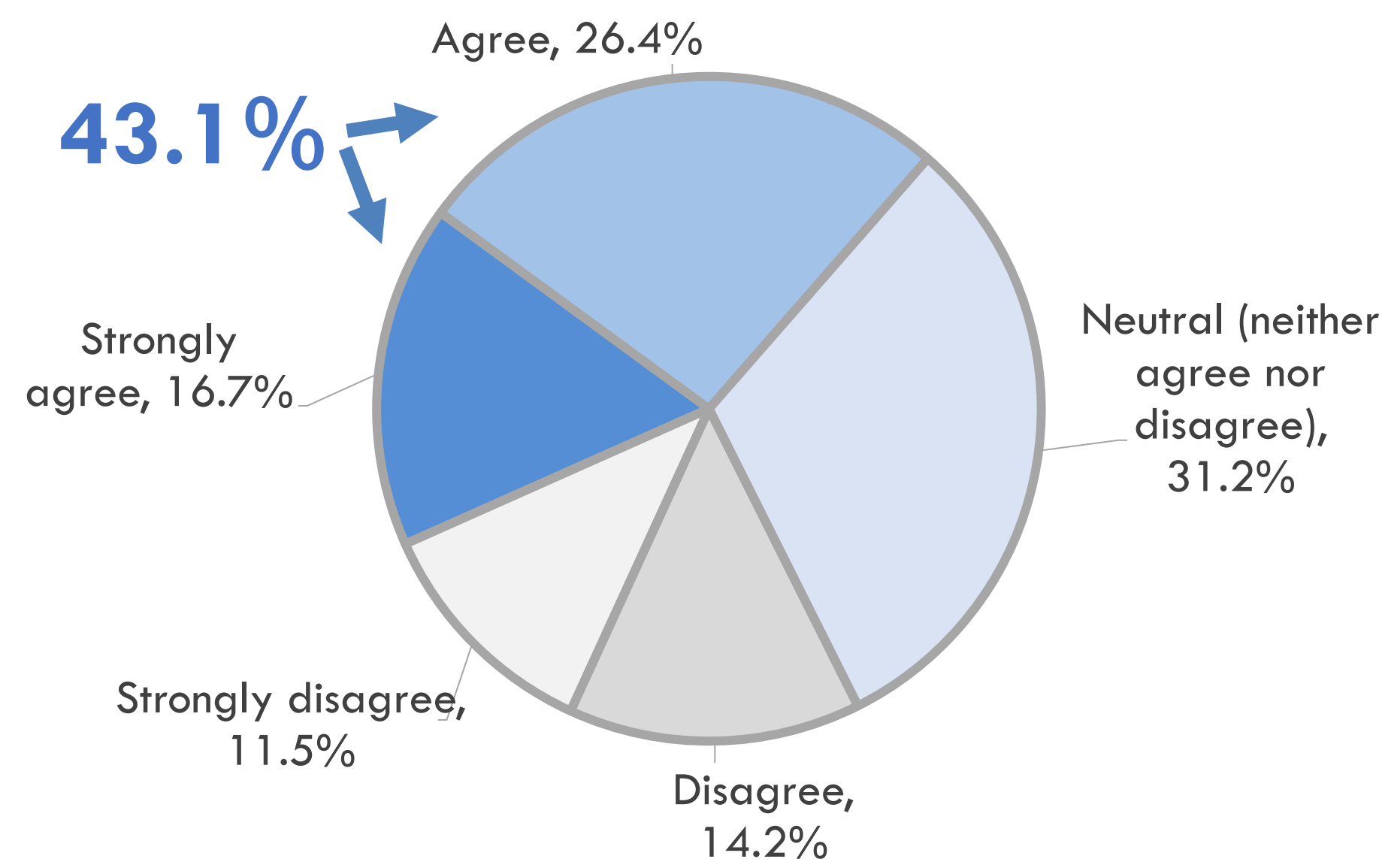




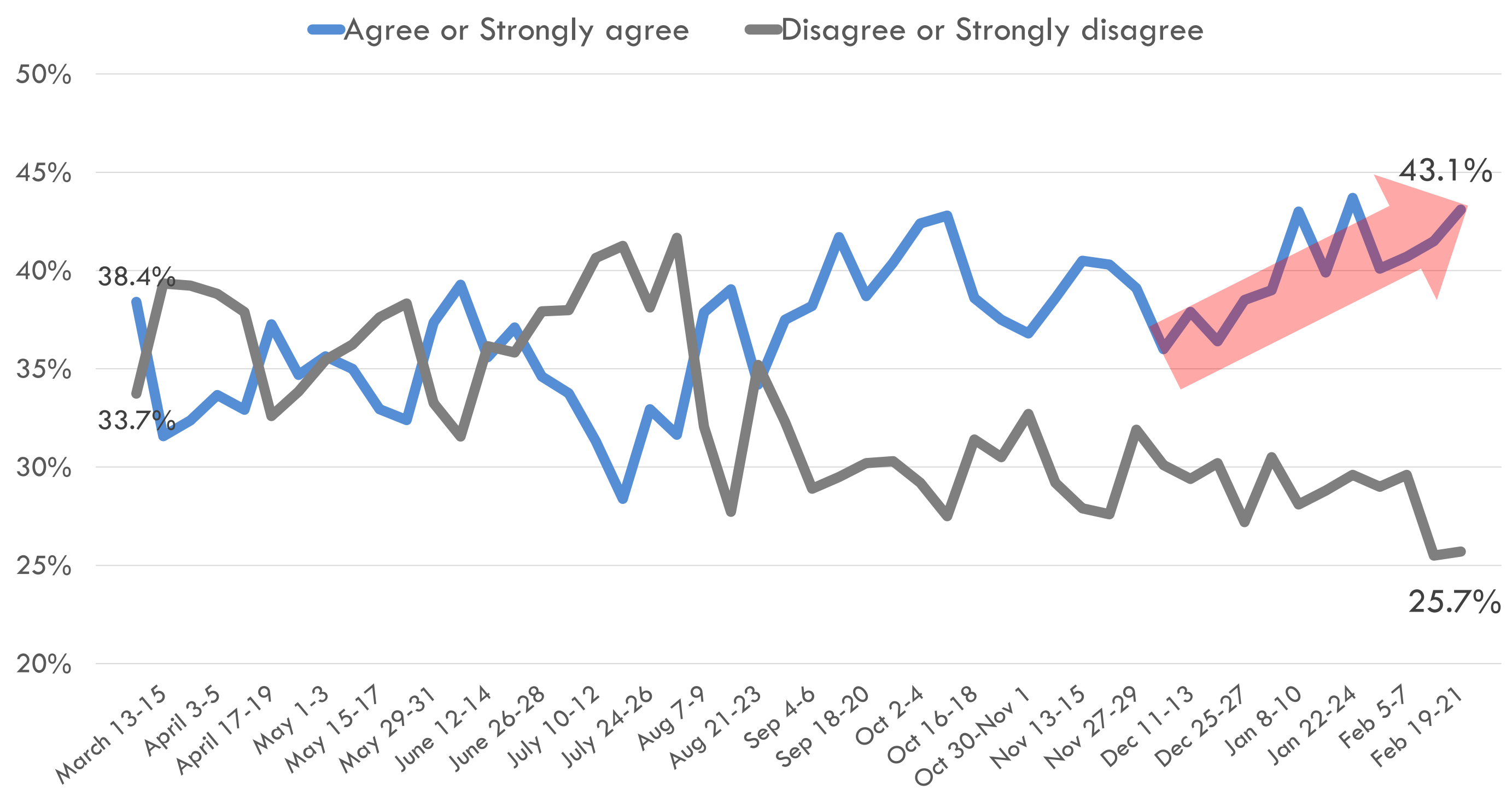
# DISCOUNTS AND PRICE CUTS

How much do you agree with the following statement?

**Statement:** The coronavirus has led many travel providers to cut their prices. These discounts and price cuts (airline, hotel, etc.) make me more interested in traveling in the NEXT THREE (3) MONTHS.



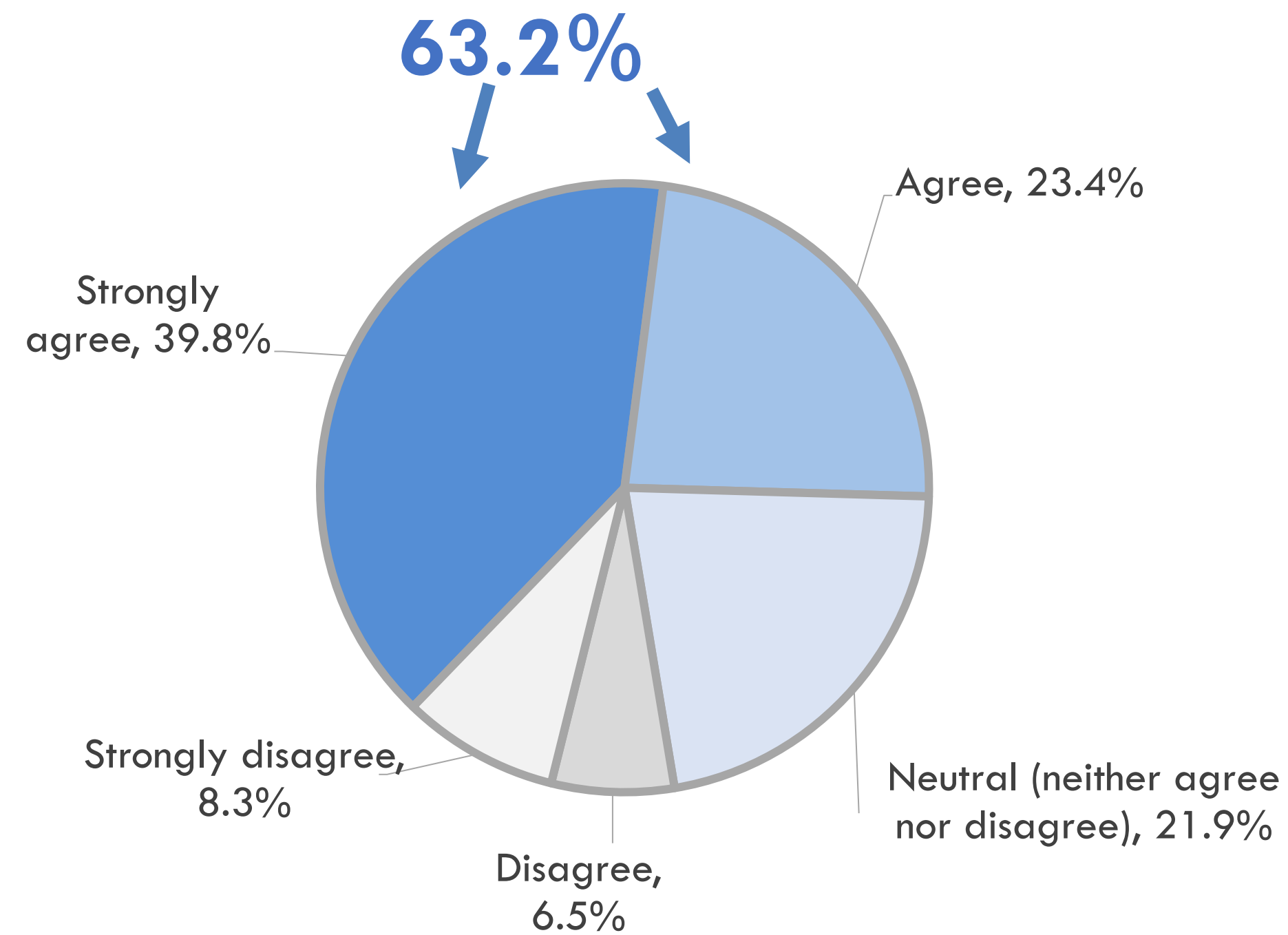
Historical data



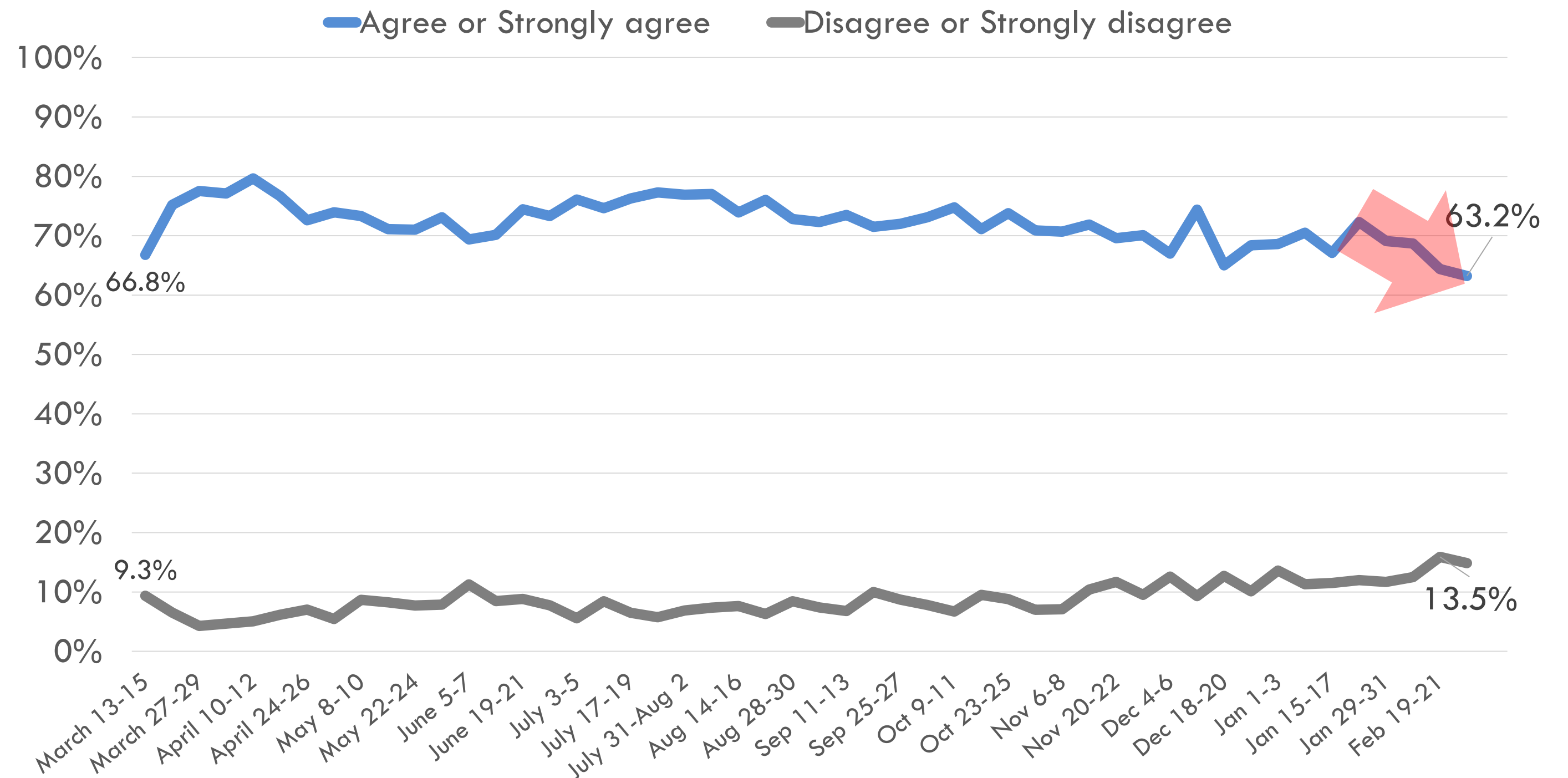
# AVOIDING CONVENTIONS & CONFERENCES

How much do you agree with the following statement?

**Statement:** I will be unlikely to attend any conferences or conventions until the coronavirus situation is resolved.



Historical data

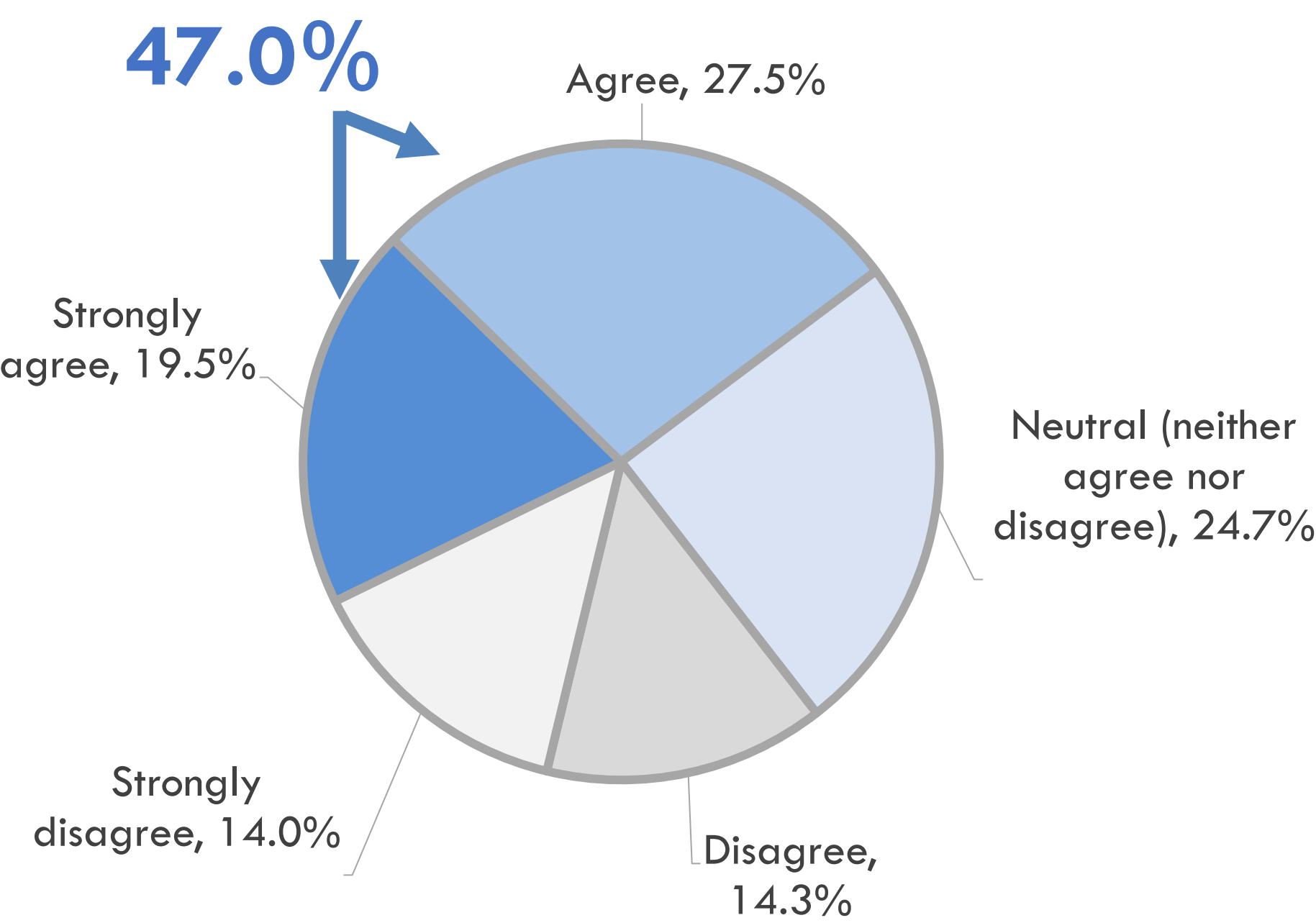




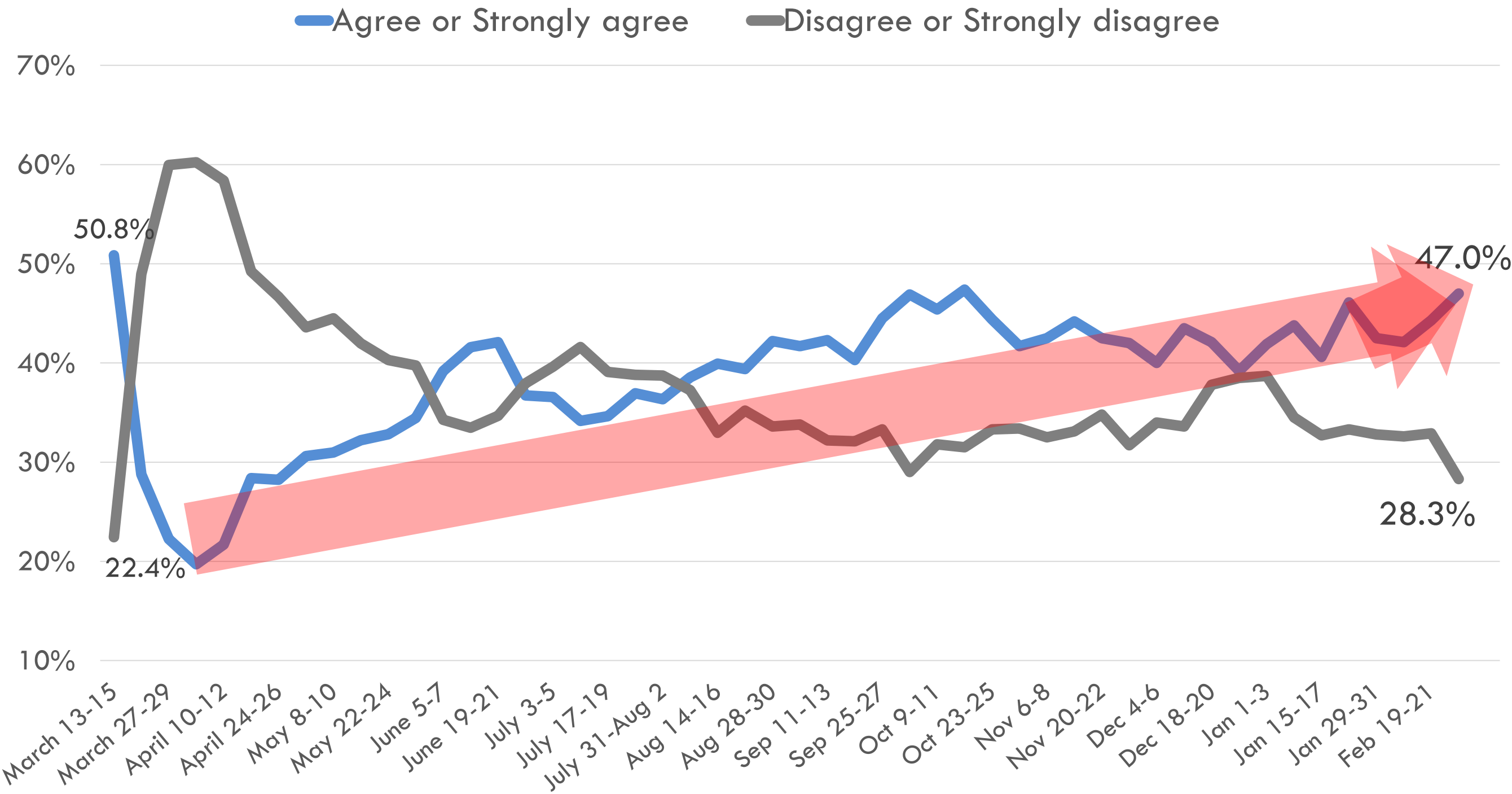
# COMFORT ENJOYING HOME COMMUNITY

How much do you agree with the following statement?

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



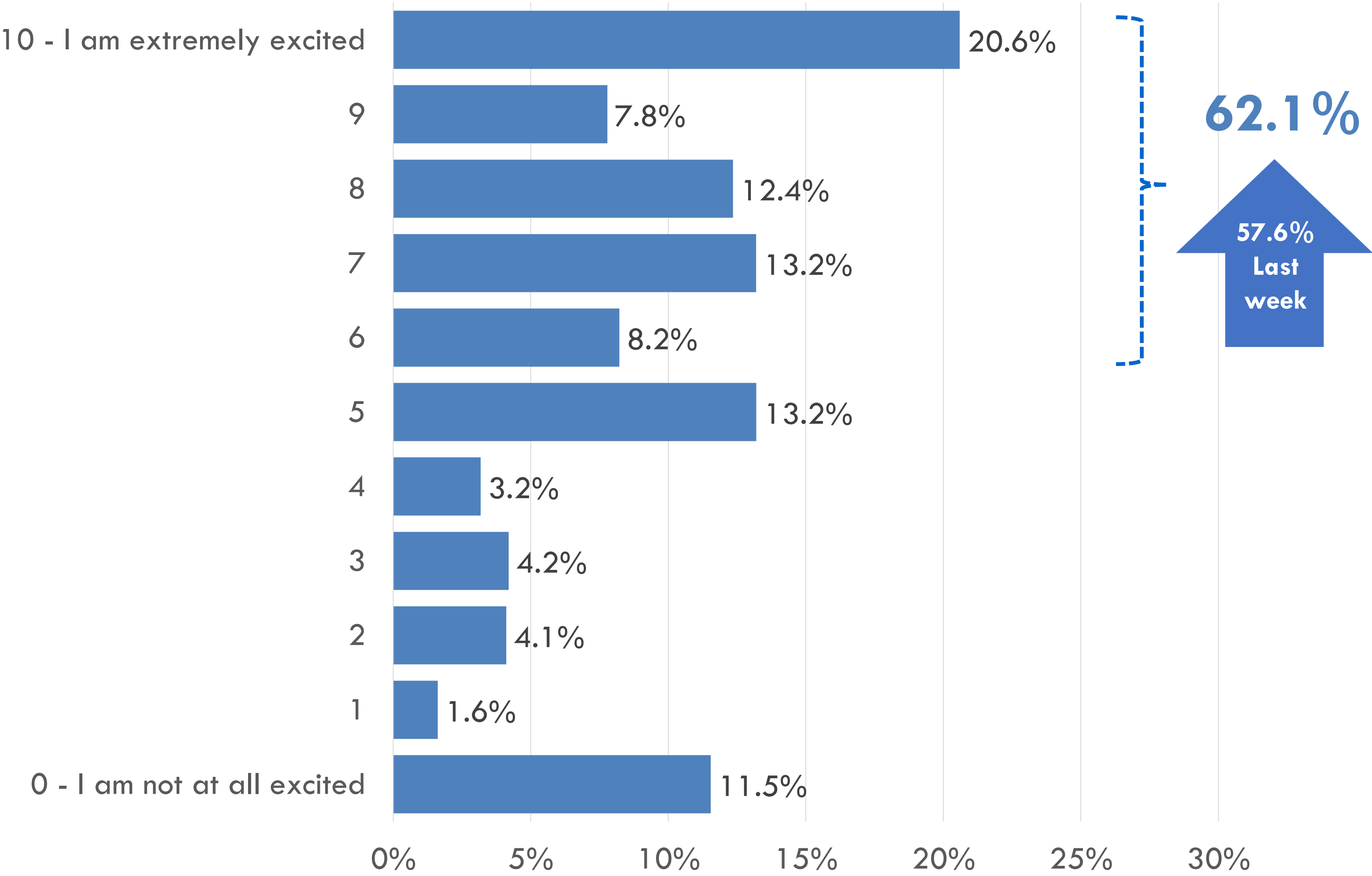
Historical data



# 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 50 data. All respondents, 1,210 completed surveys. Data collected February 19-21, 2021)

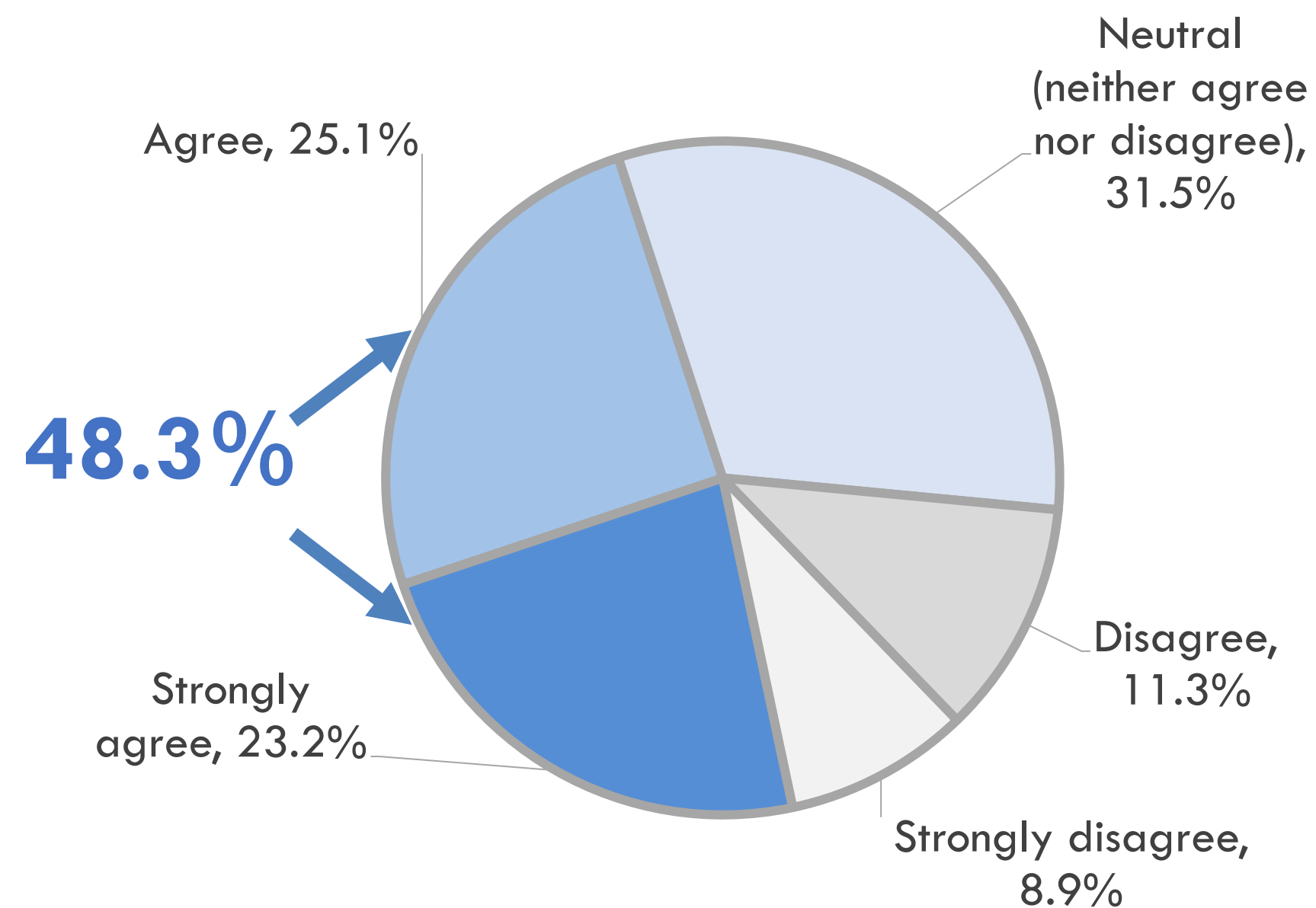




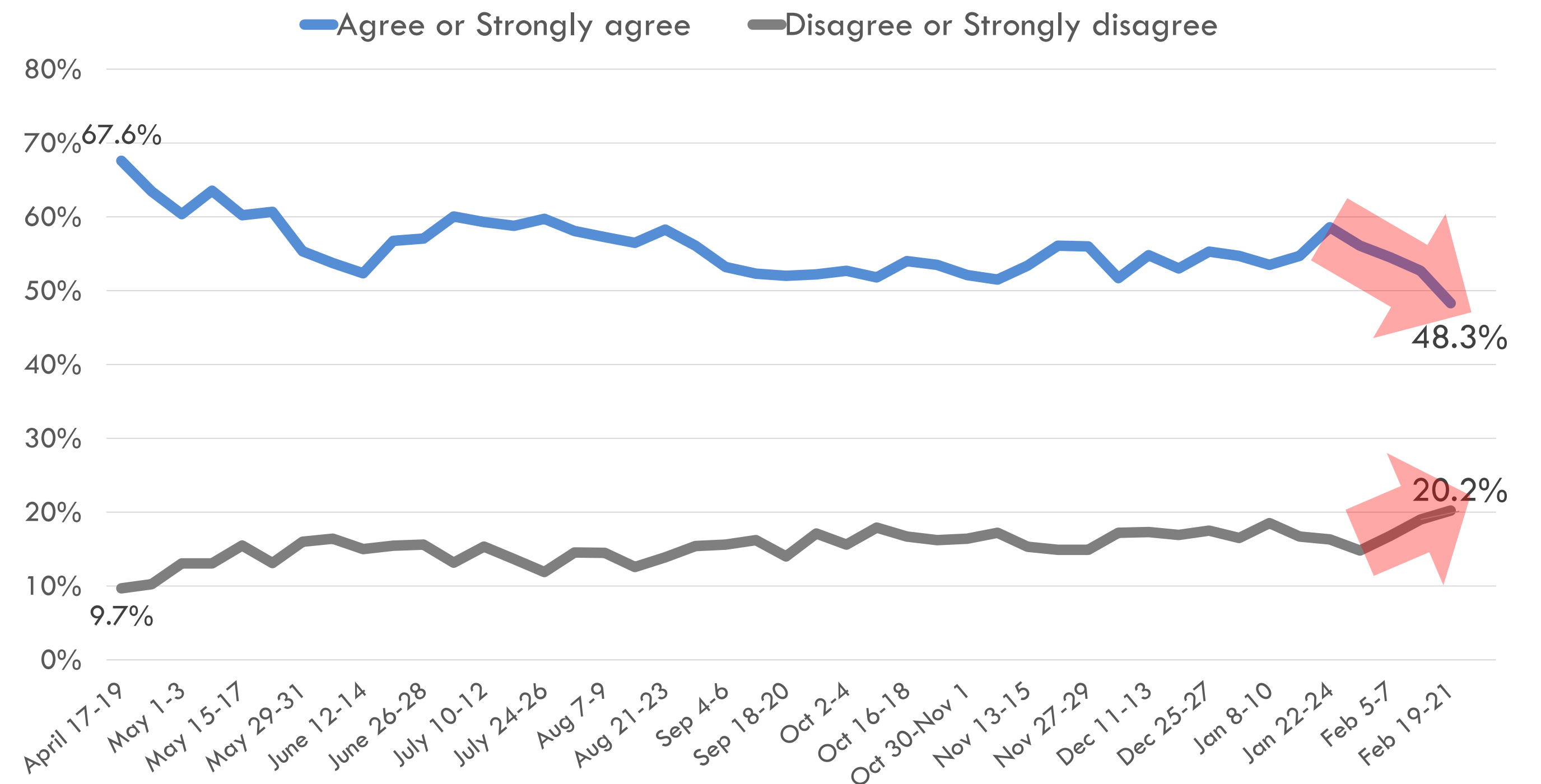
# TRAVELERS IN COMMUNITY ARE UNWANTED

How much do you agree with the following statement?

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

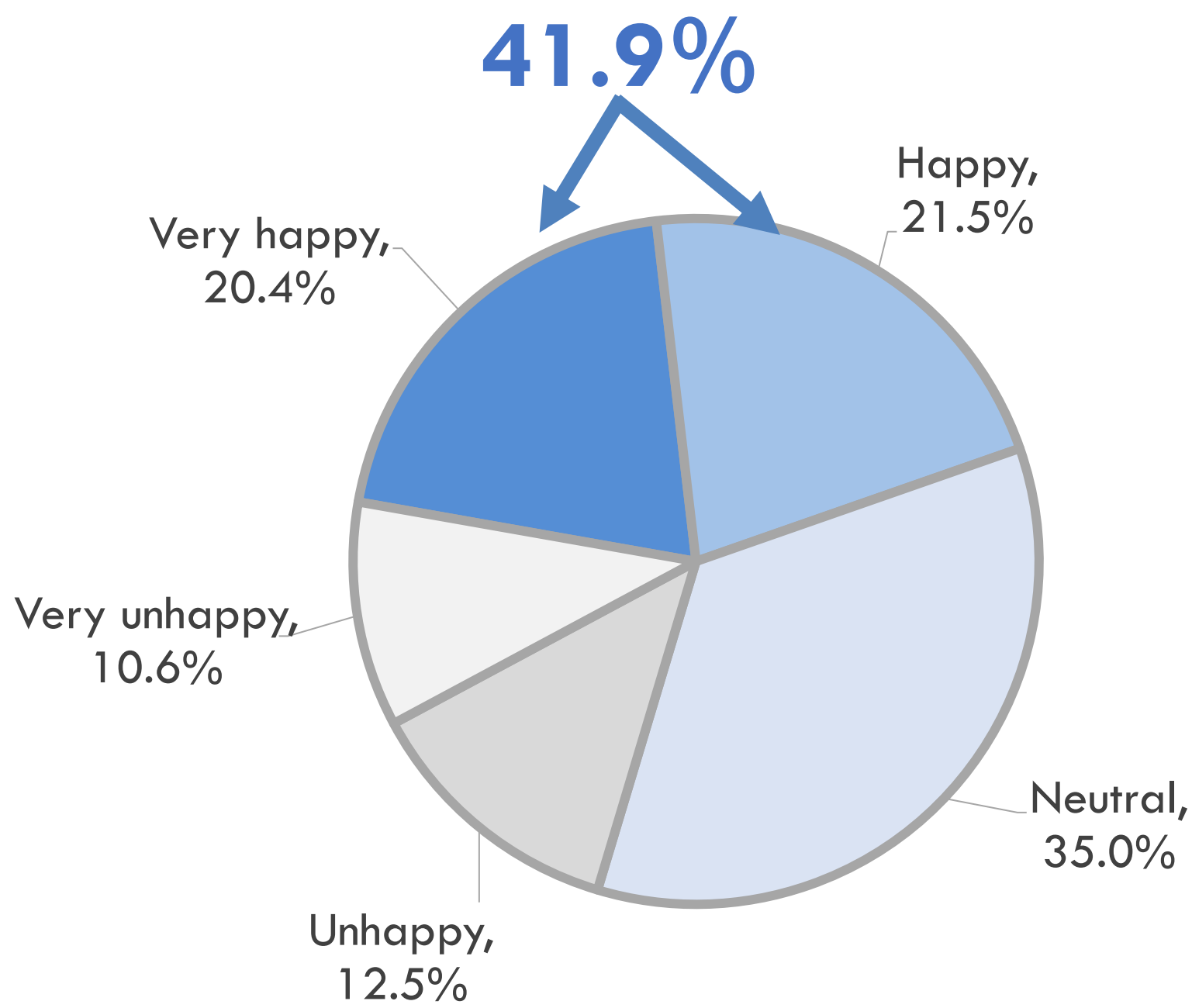


Historical data

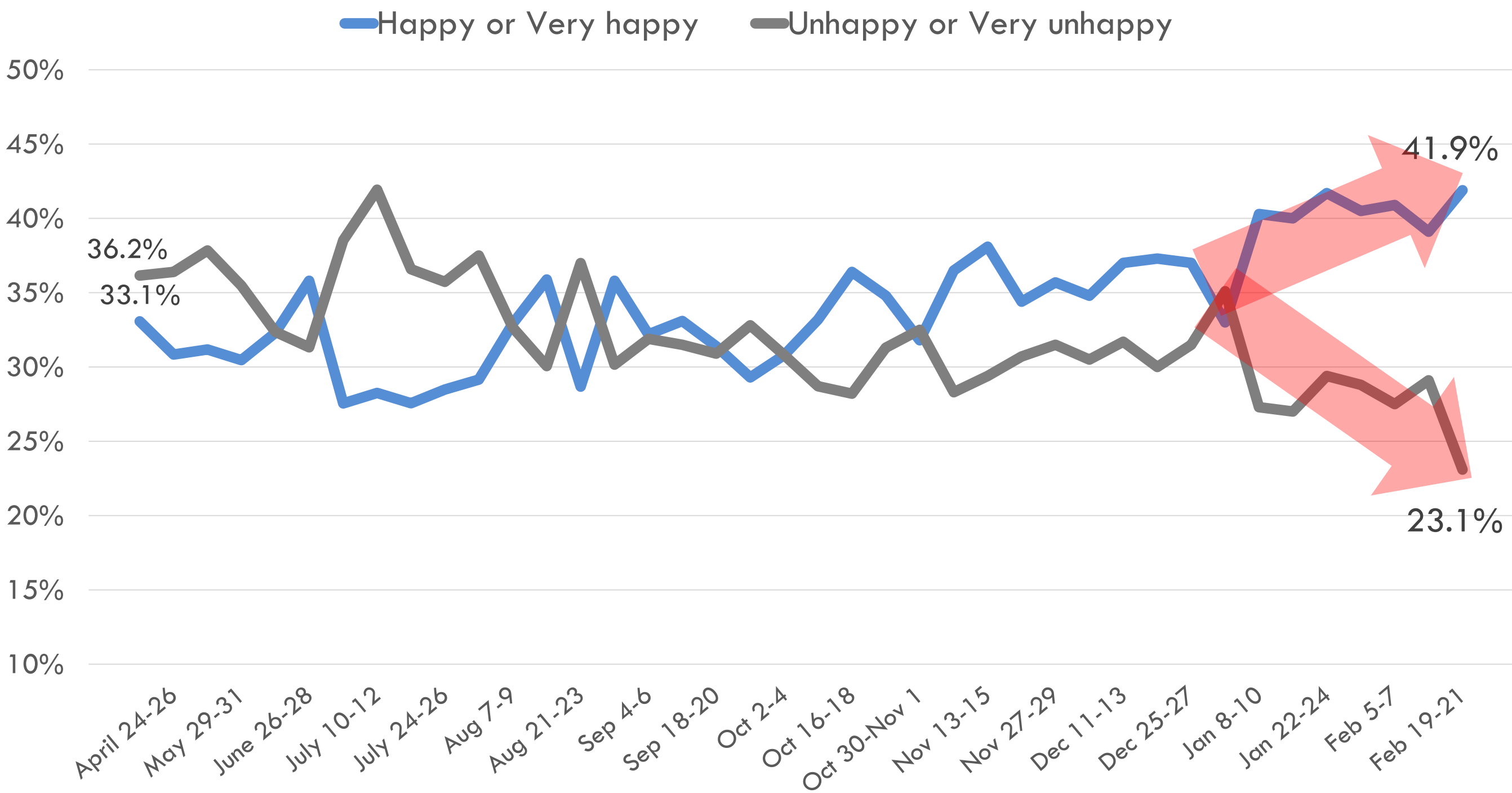


# FEELINGS SEEING AN AD PROMOTING TOURISM TO COMMUNITY

**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

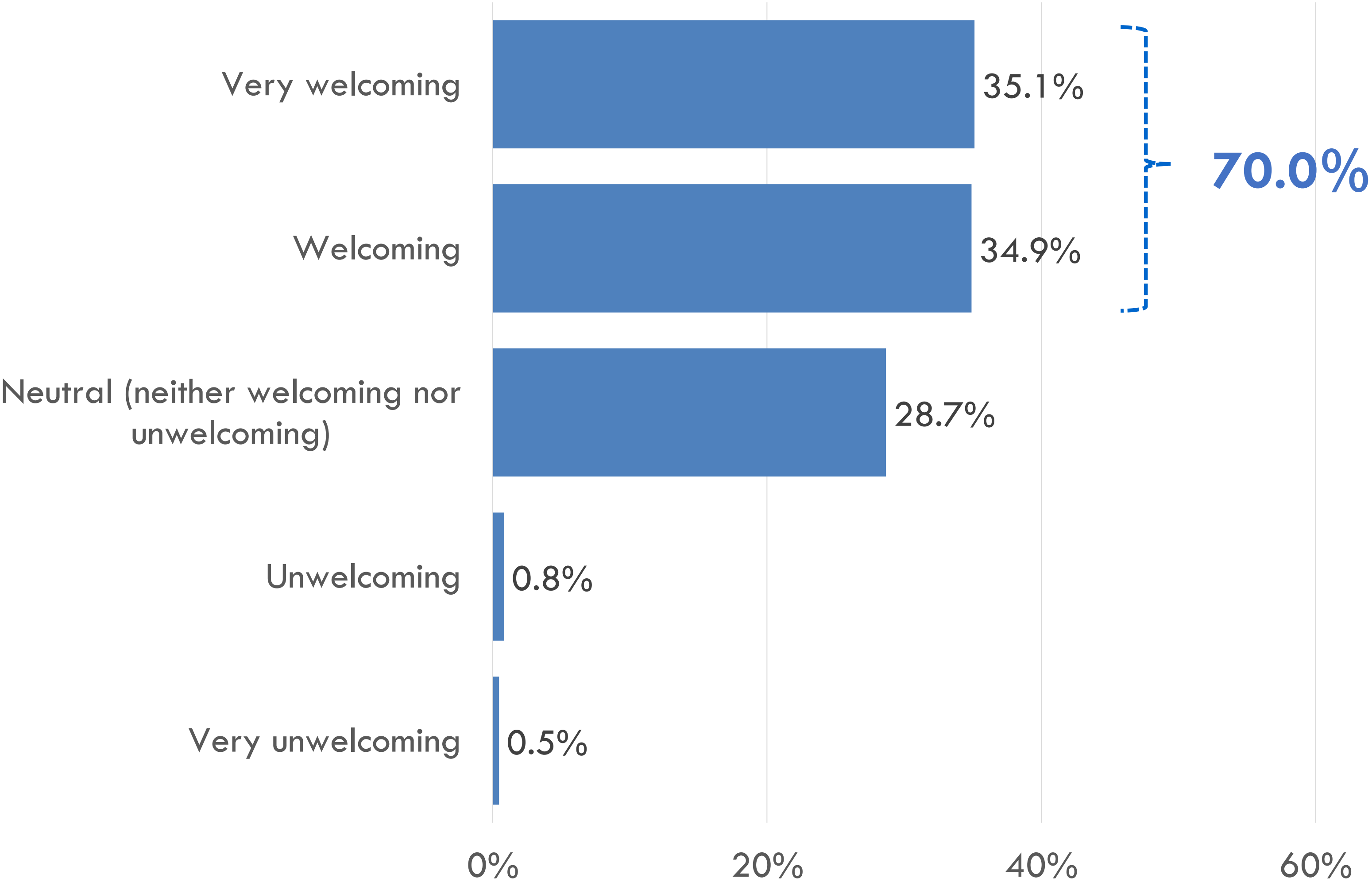




# HOW WELCOMING WAS THEIR MOST RECENT DESTINATION

**Question:** During your most recent trip, how welcoming were the local residents? (Select one)

(Base: Waves 50 data. All respondents, 1,210 completed surveys. Data collected February 19-21, 2021)

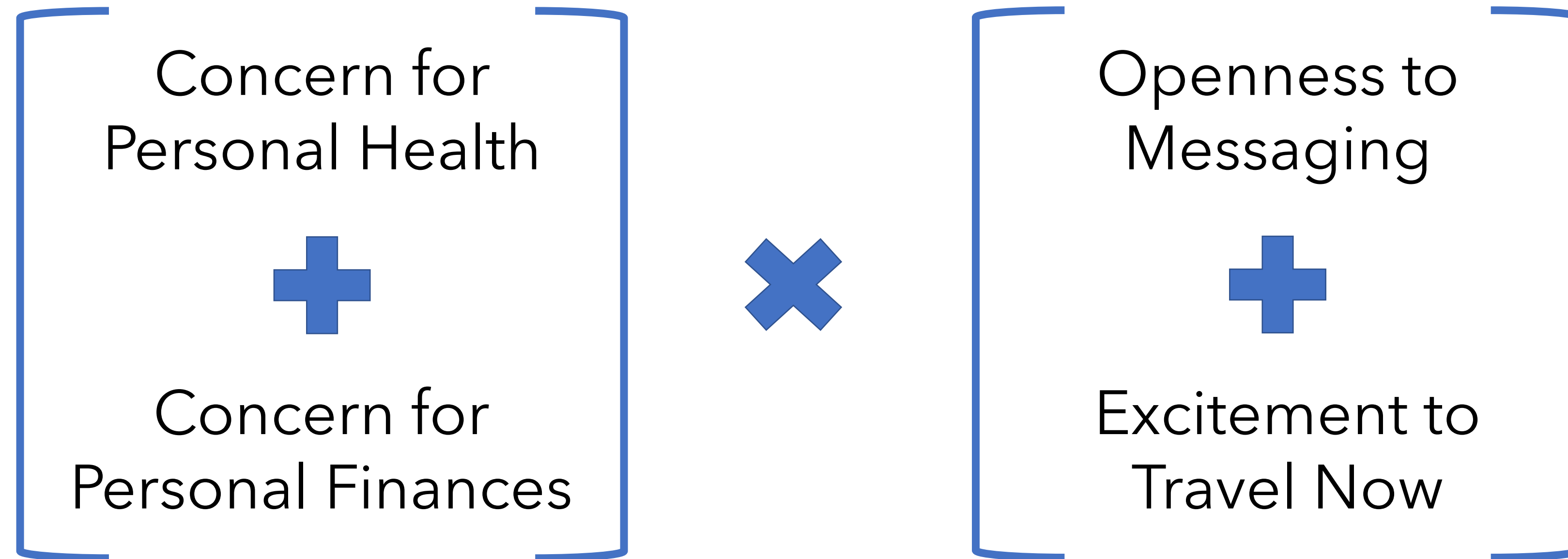




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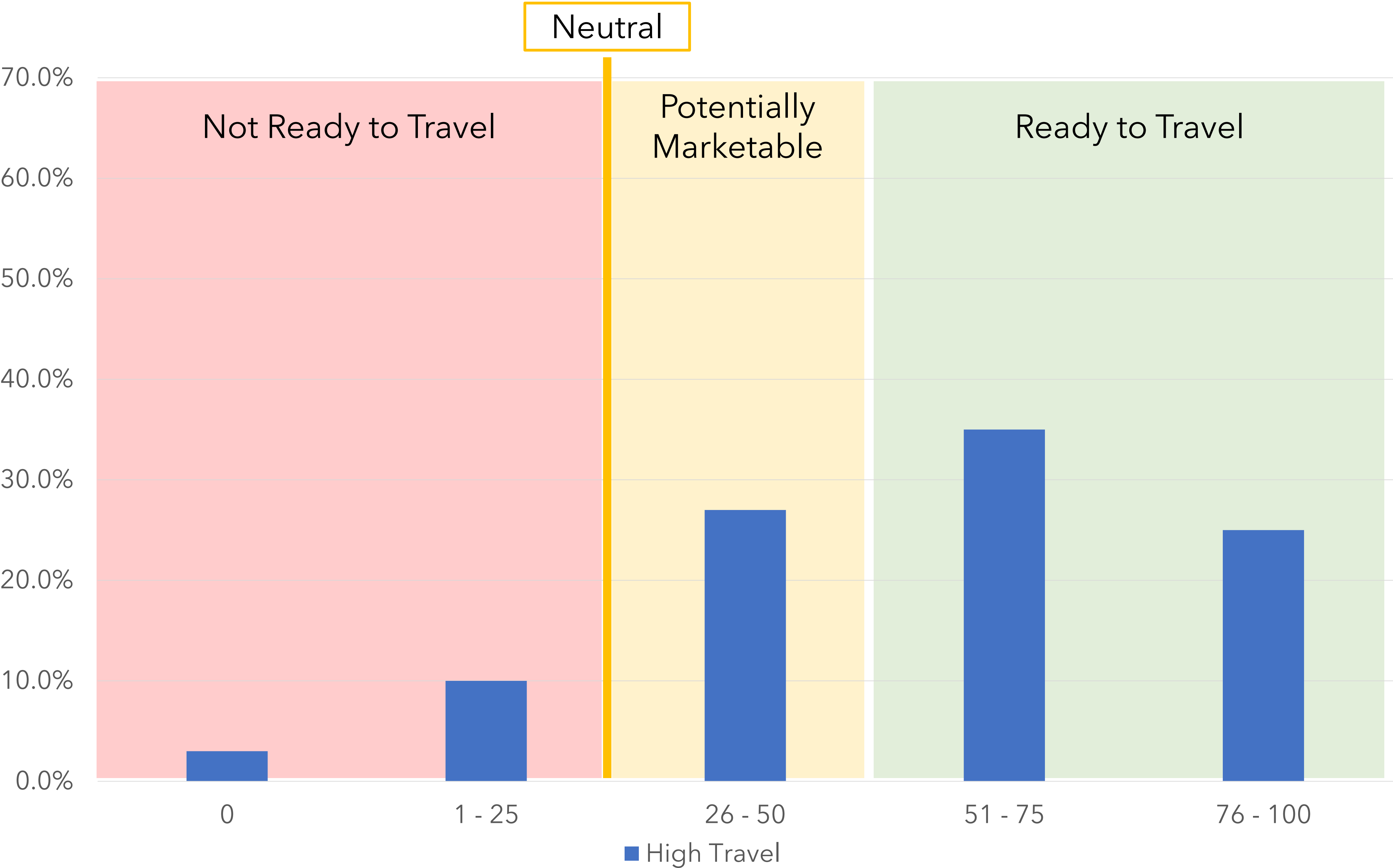


# Predictive Index Formula



\*Normalized to a 100pt scale

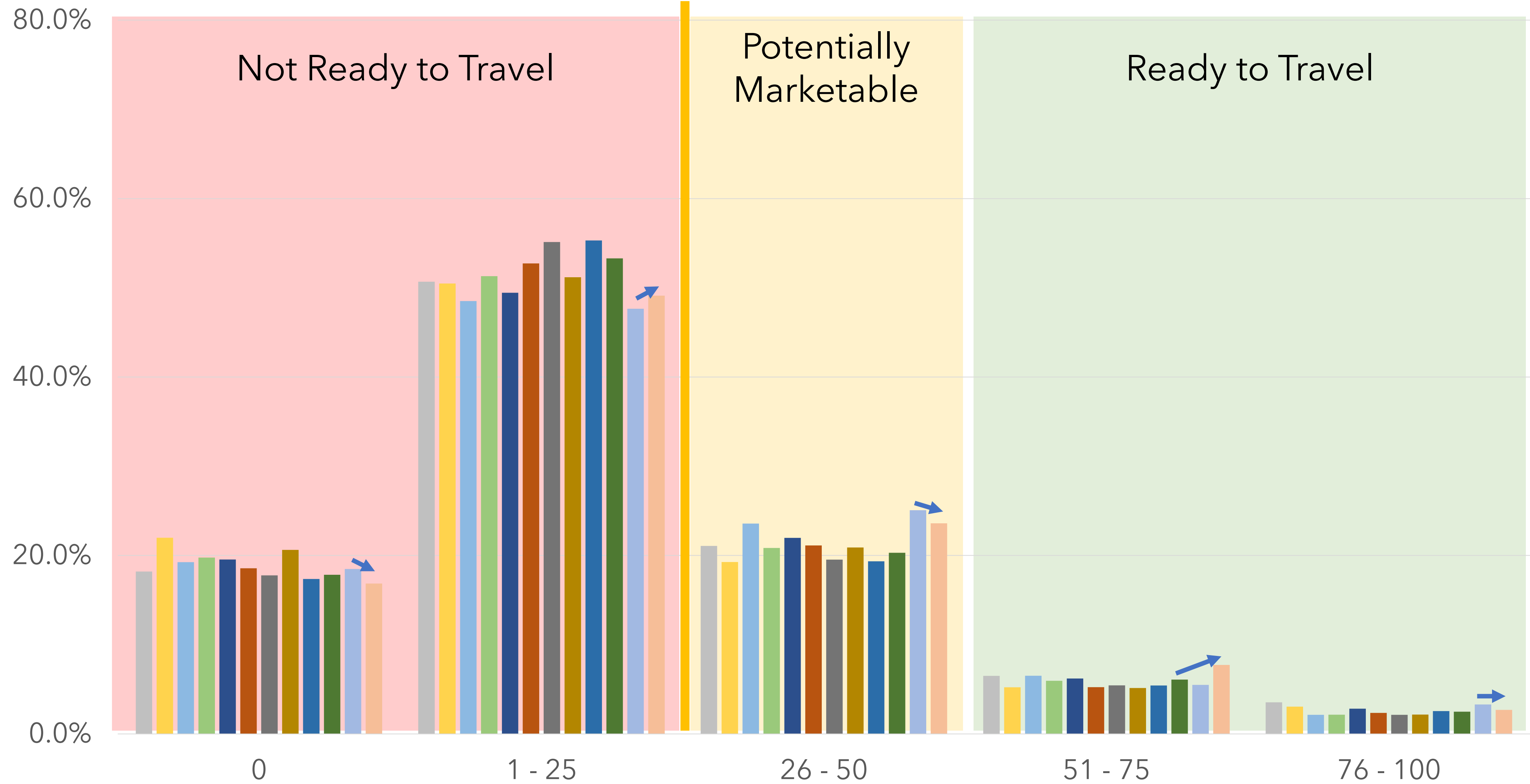
# Healthy Travel Outlook



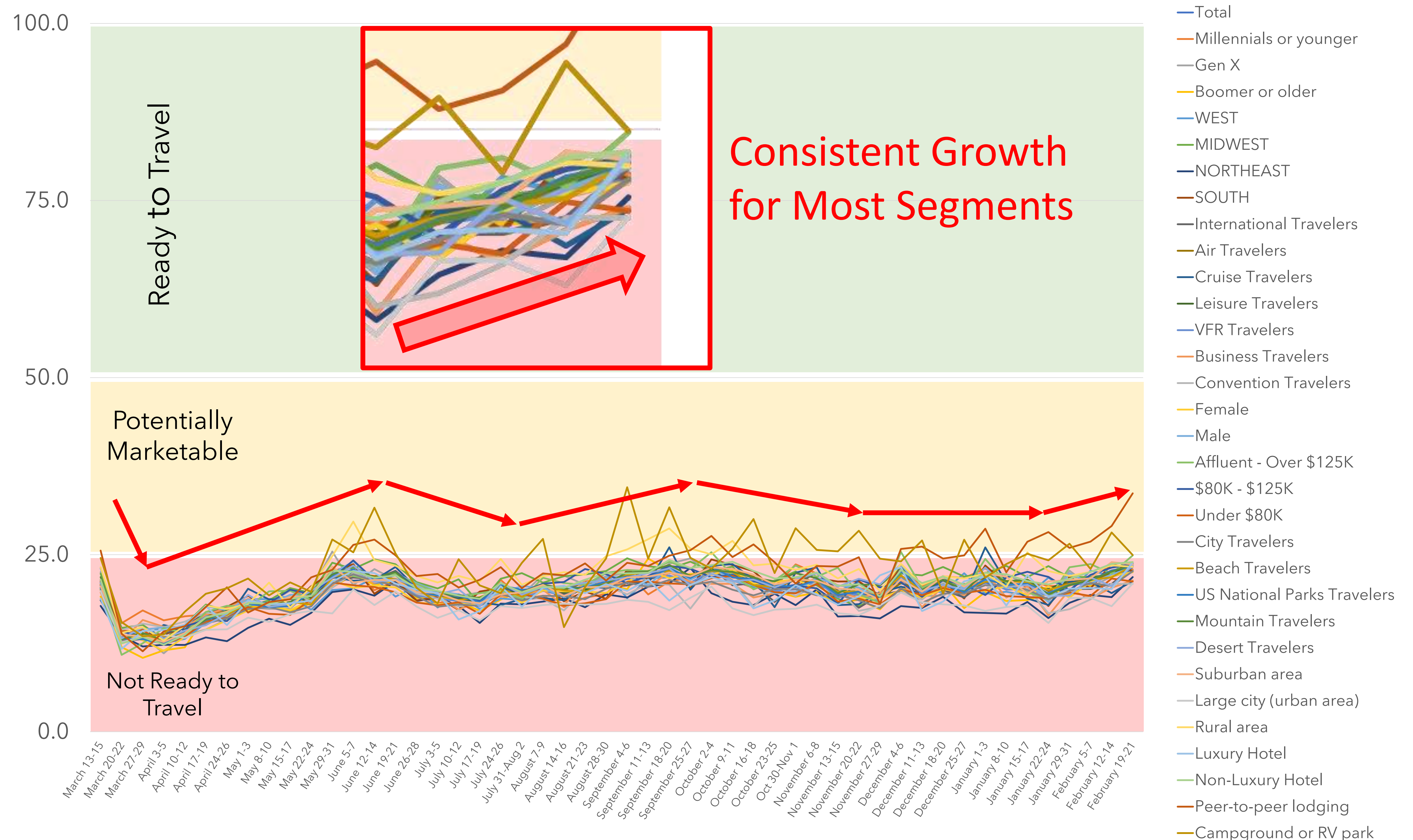


# Travel Outlook

Neutral

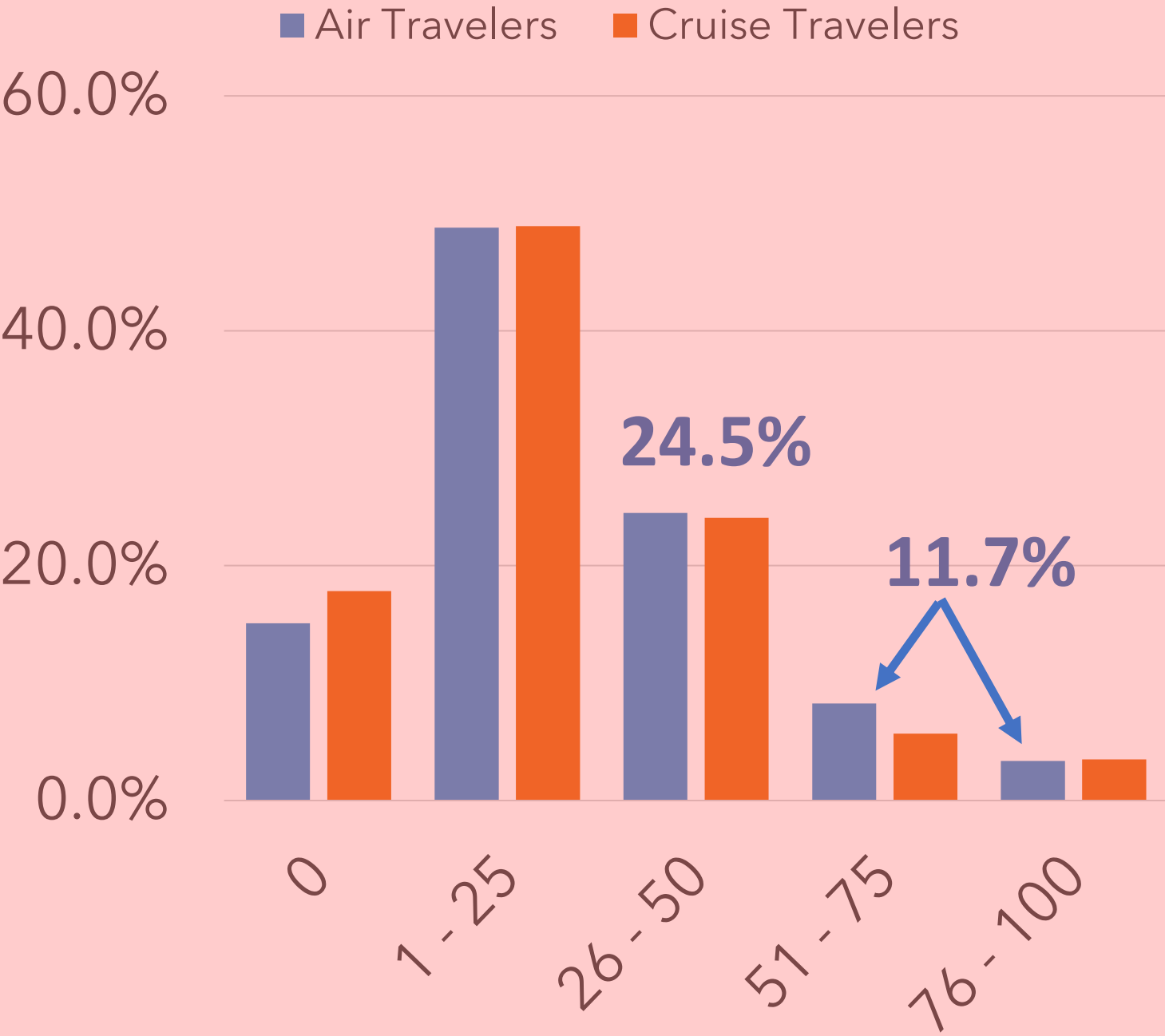


December 4-6    December 11-13    December 18-20    December 25-27    January 1-3    January 8-10  
January 15-17    January 22-24    January 29-31    February 5-7    February 12-14    February 19-21

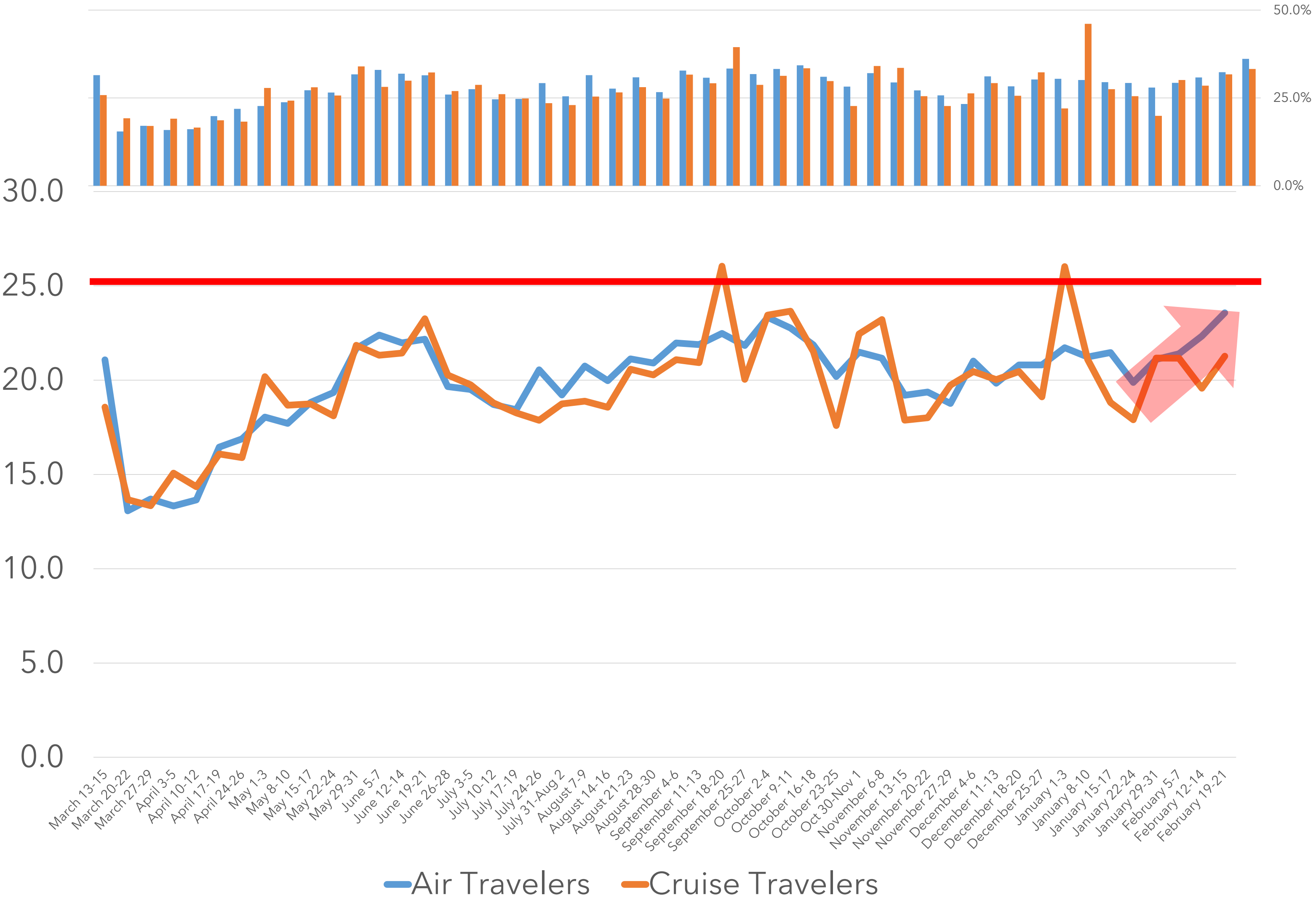


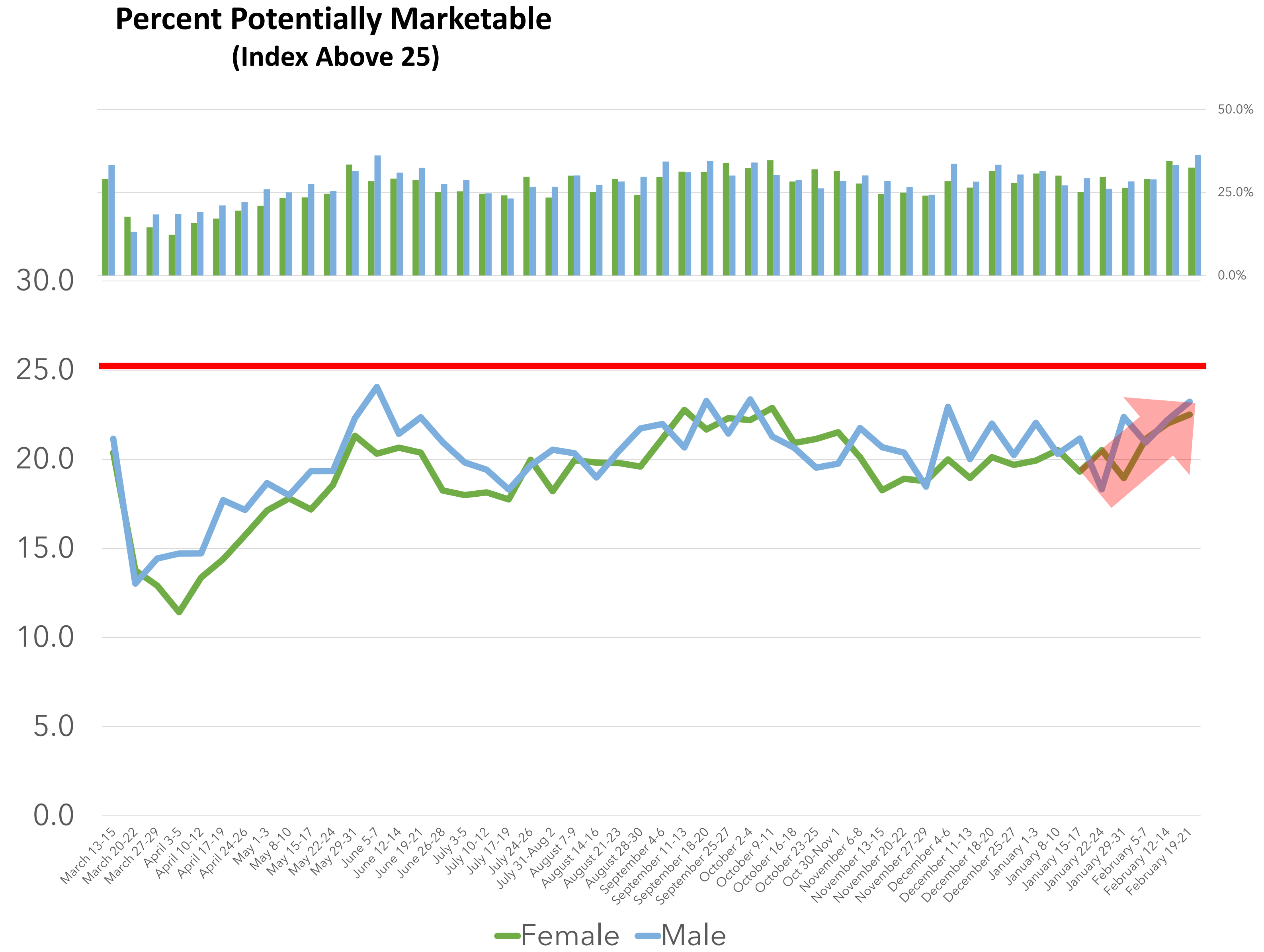
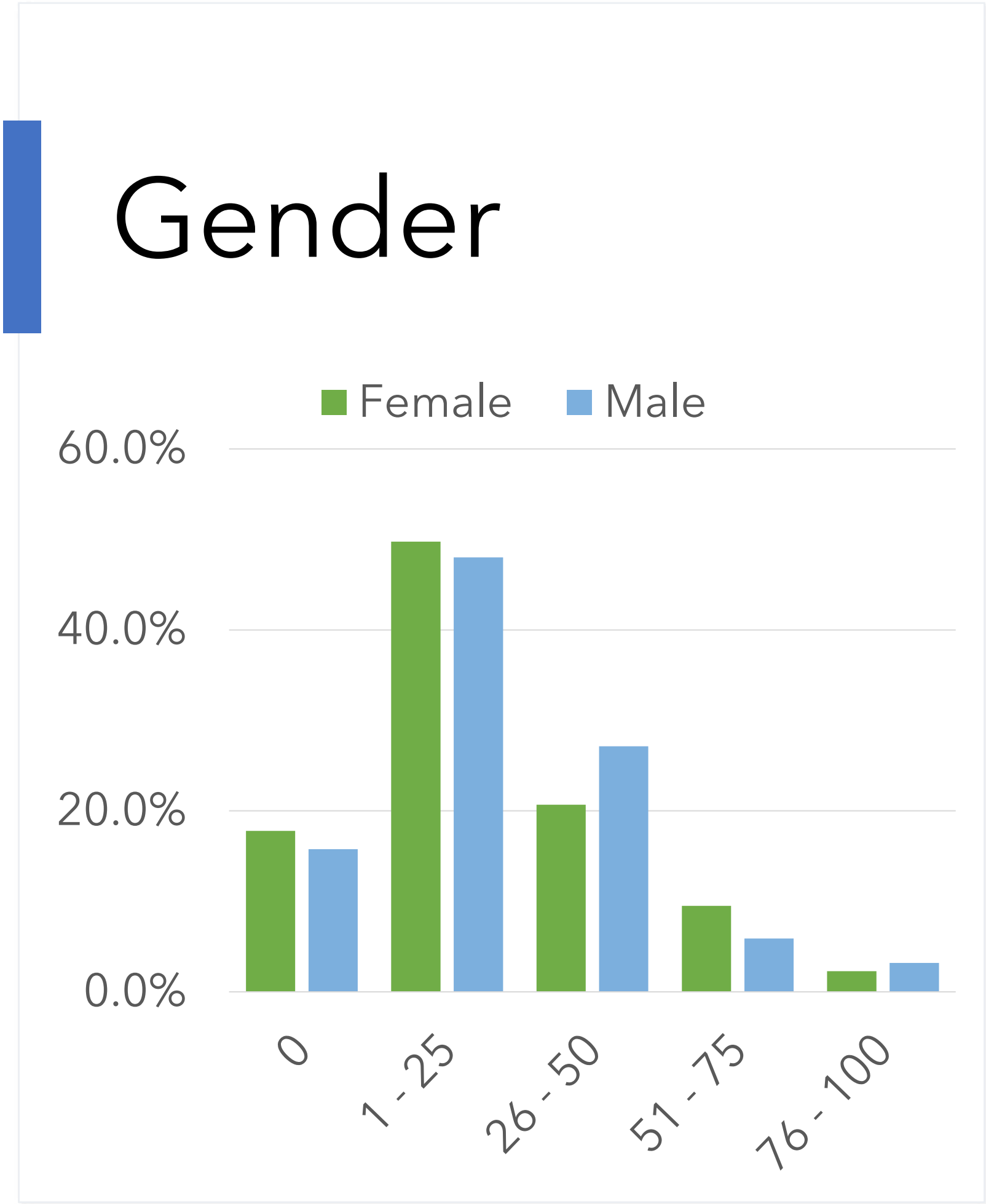


# Airline and Cruise Travelers



## Percent Potentially Marketable (Index Above 25)

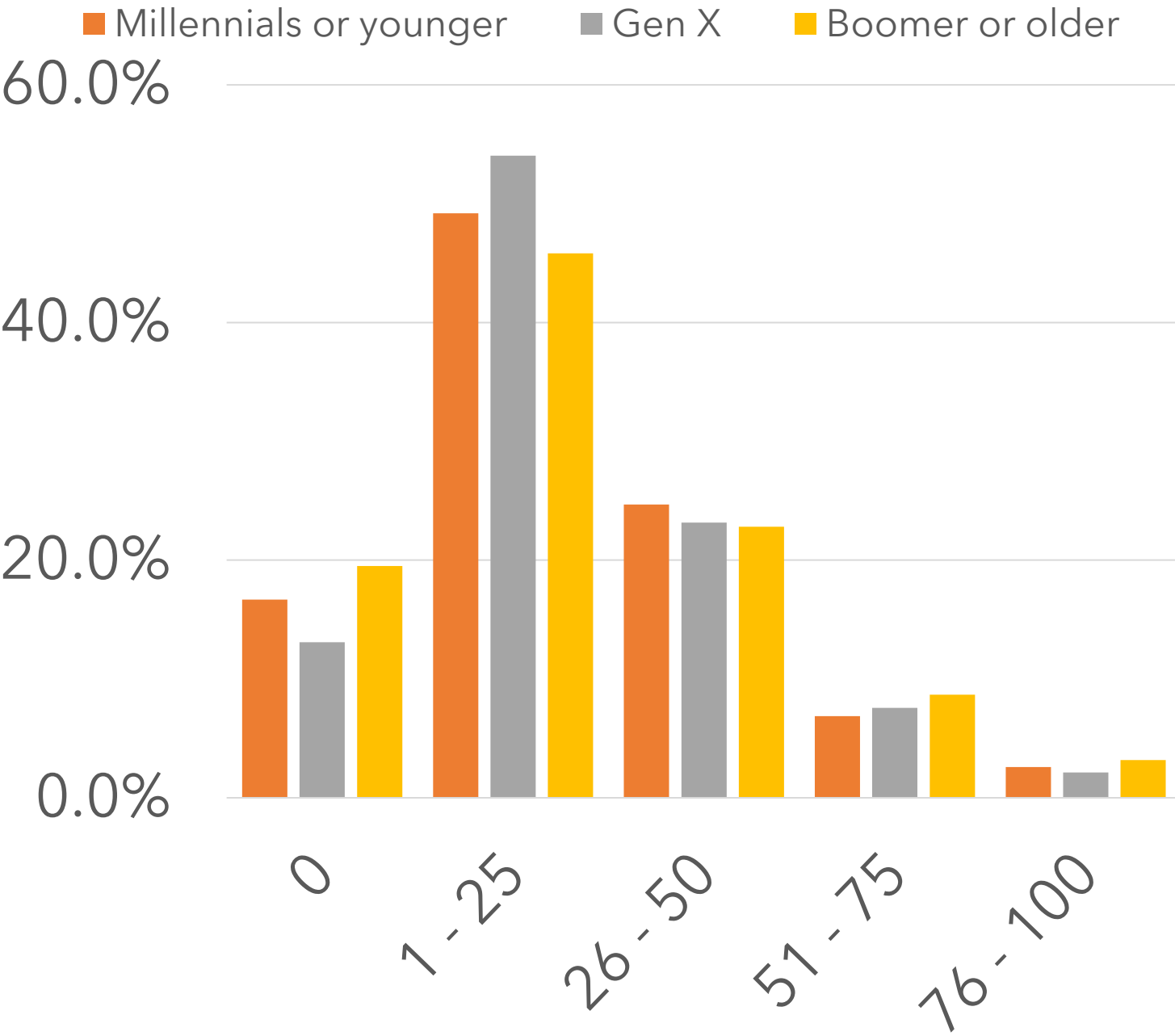




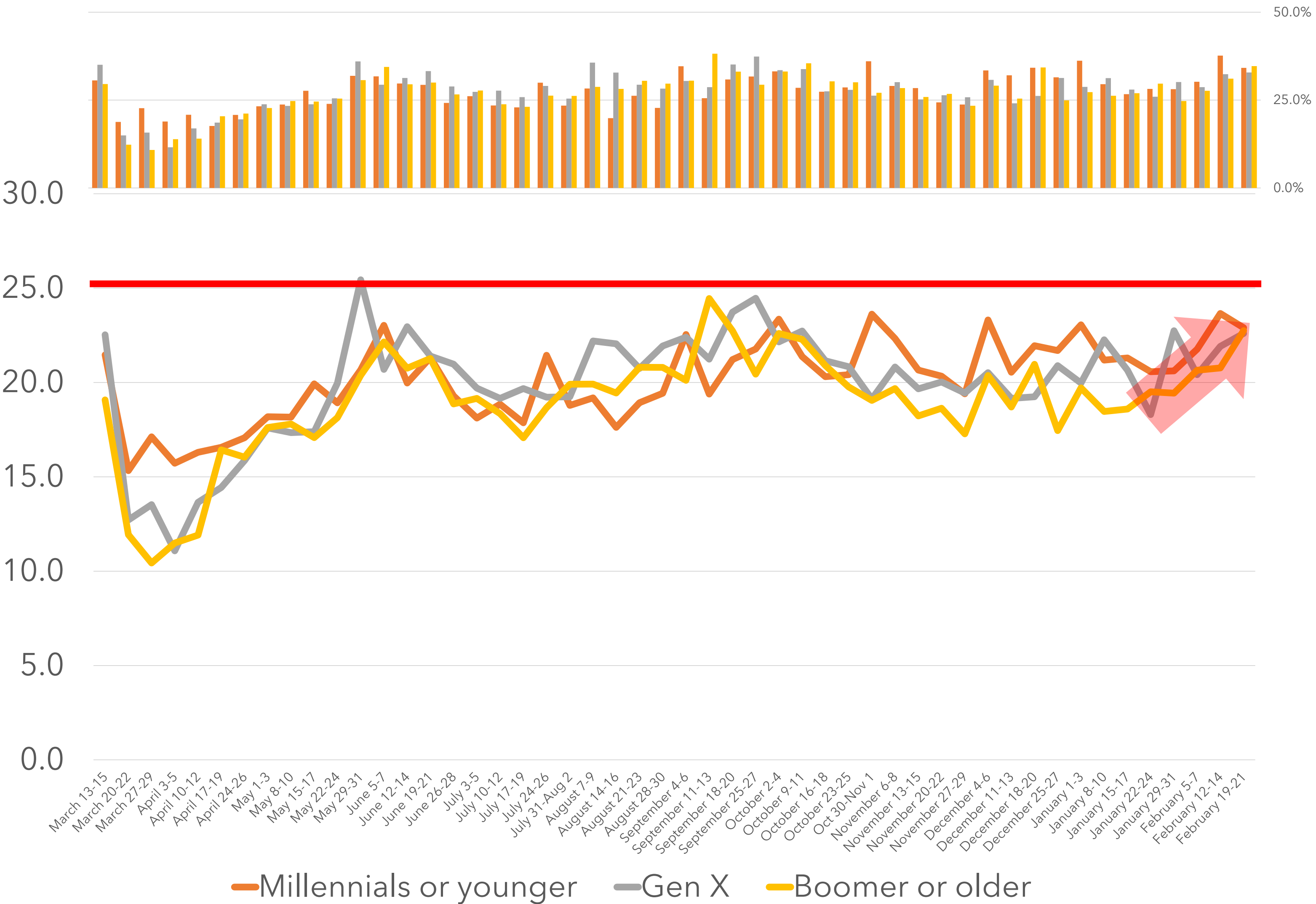


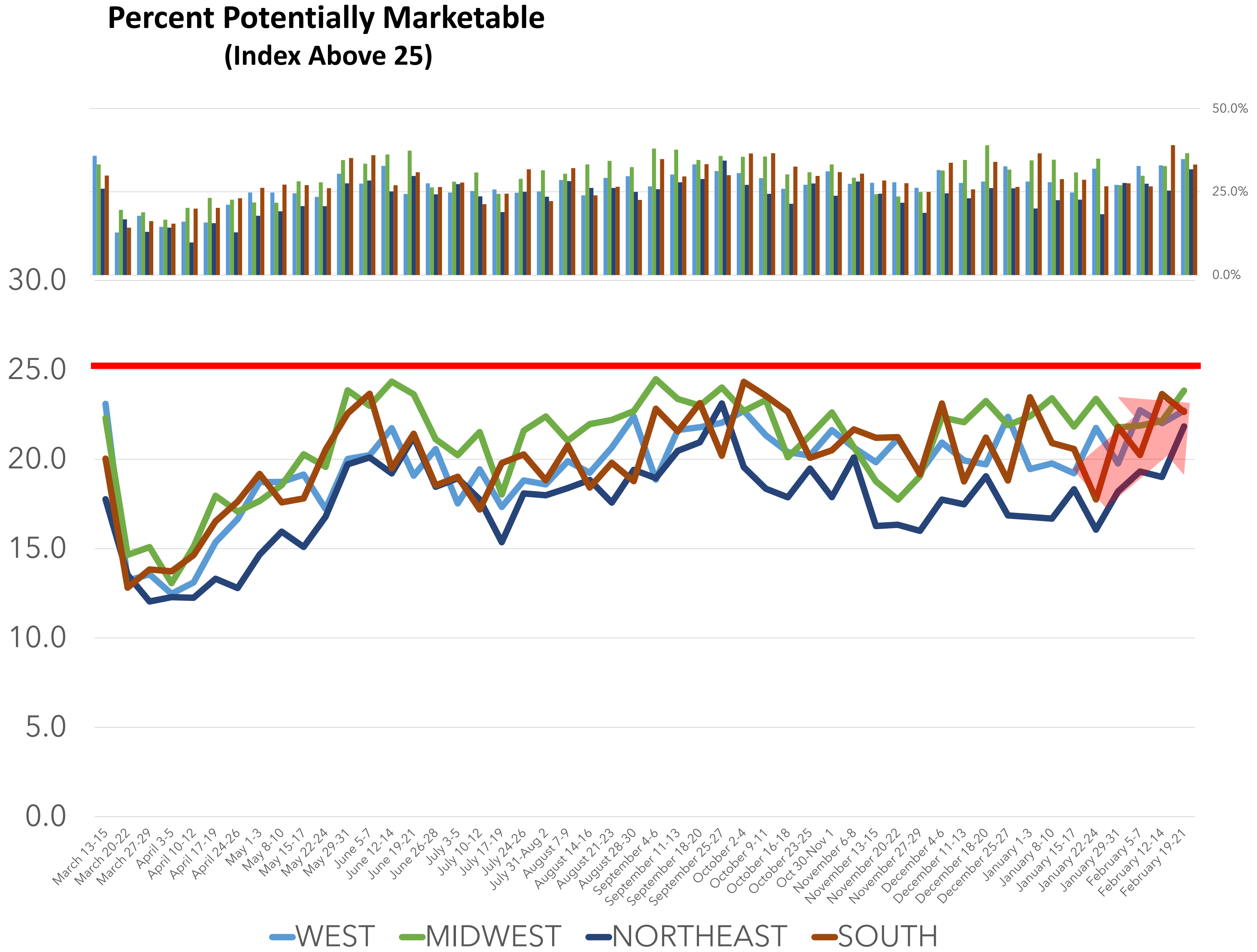
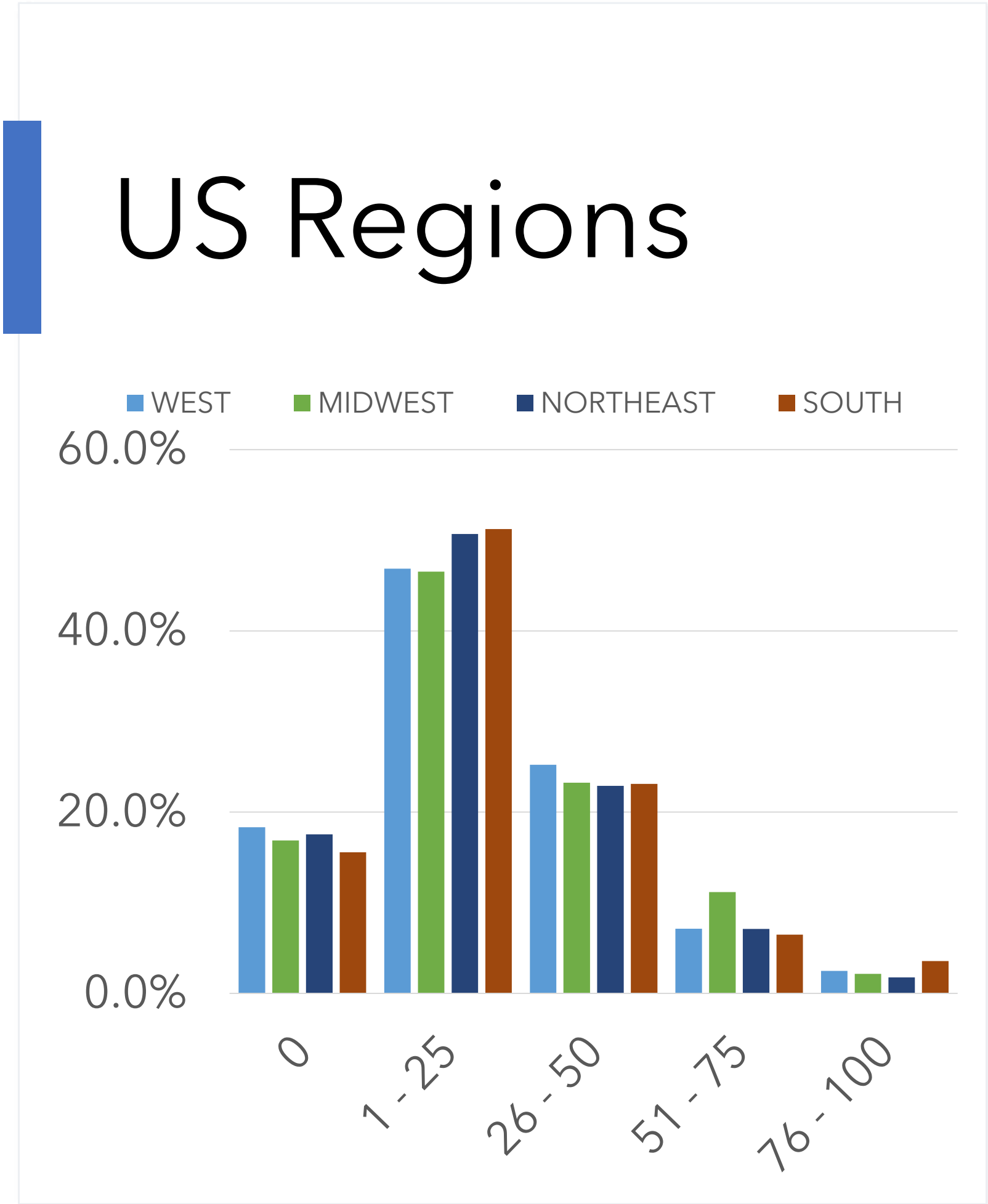


# Generation



## Percent Potentially Marketable (Index Above 25)

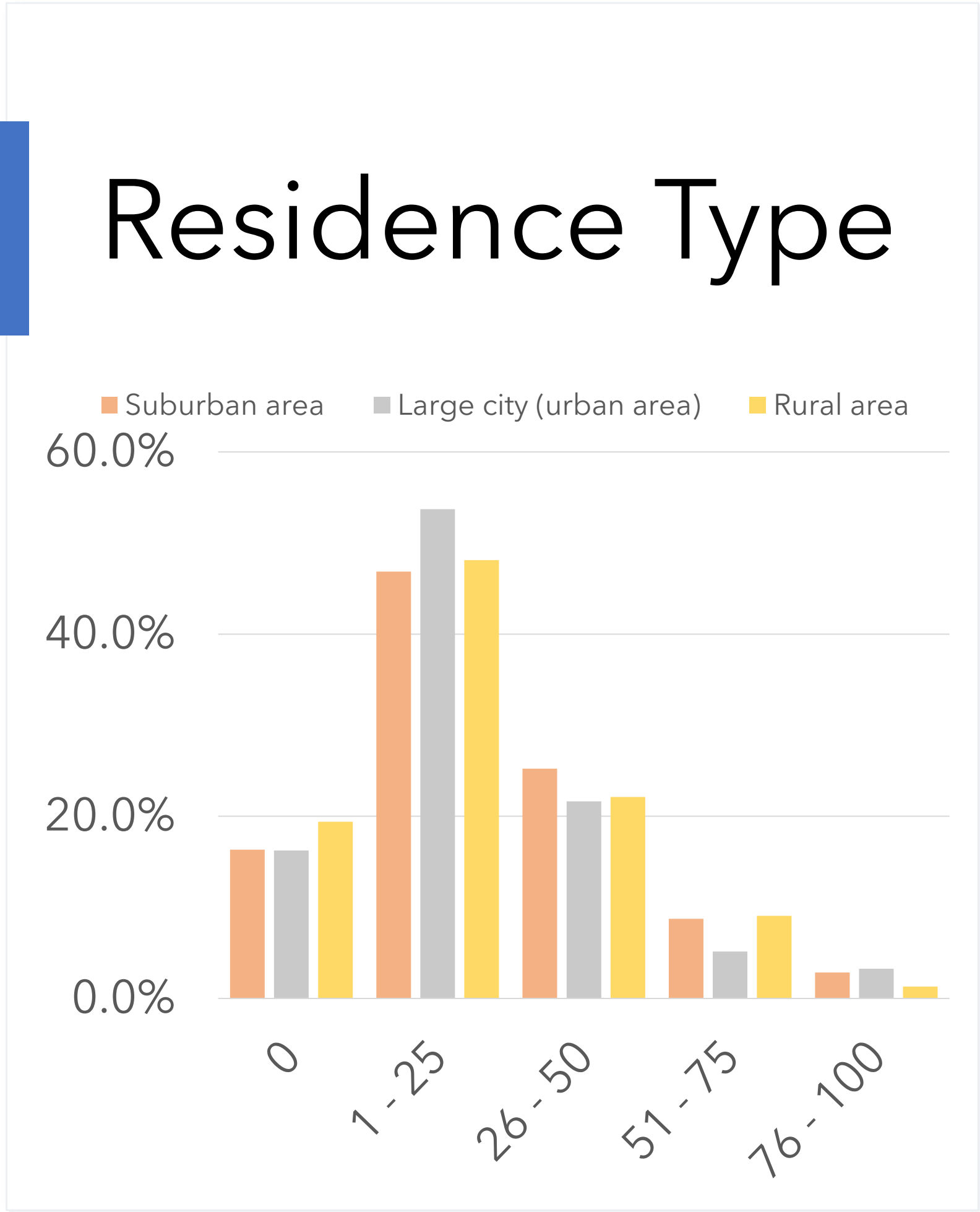




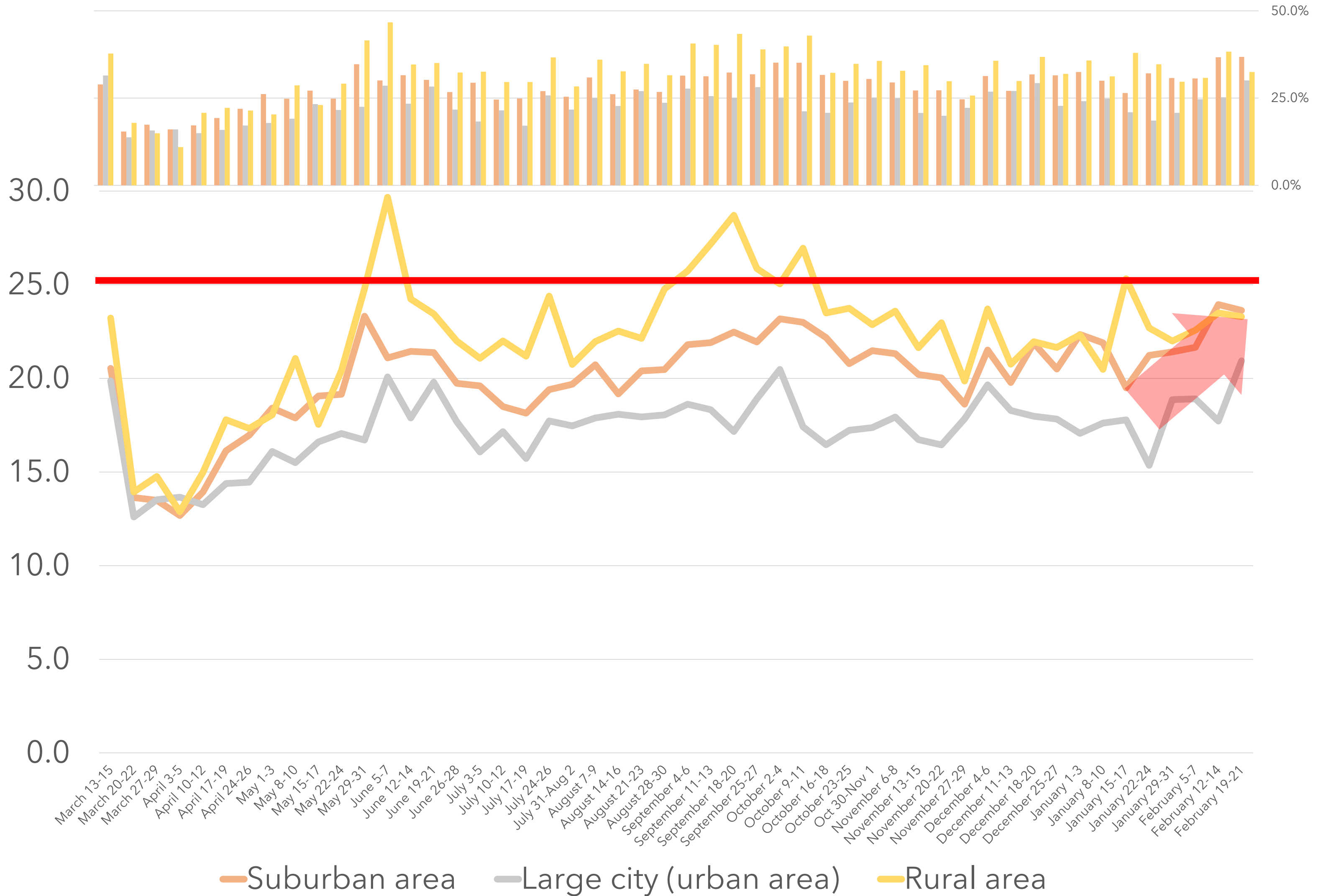


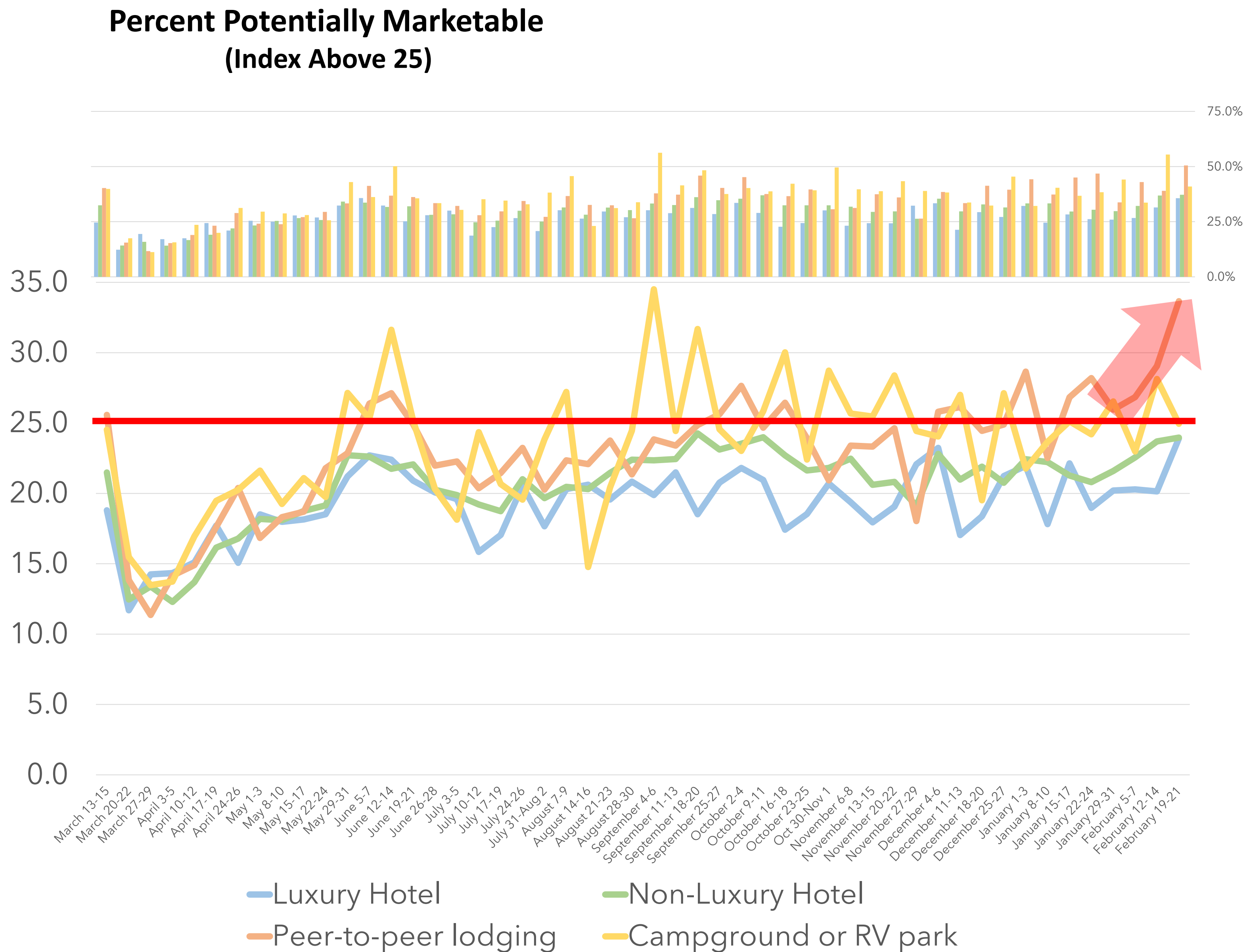
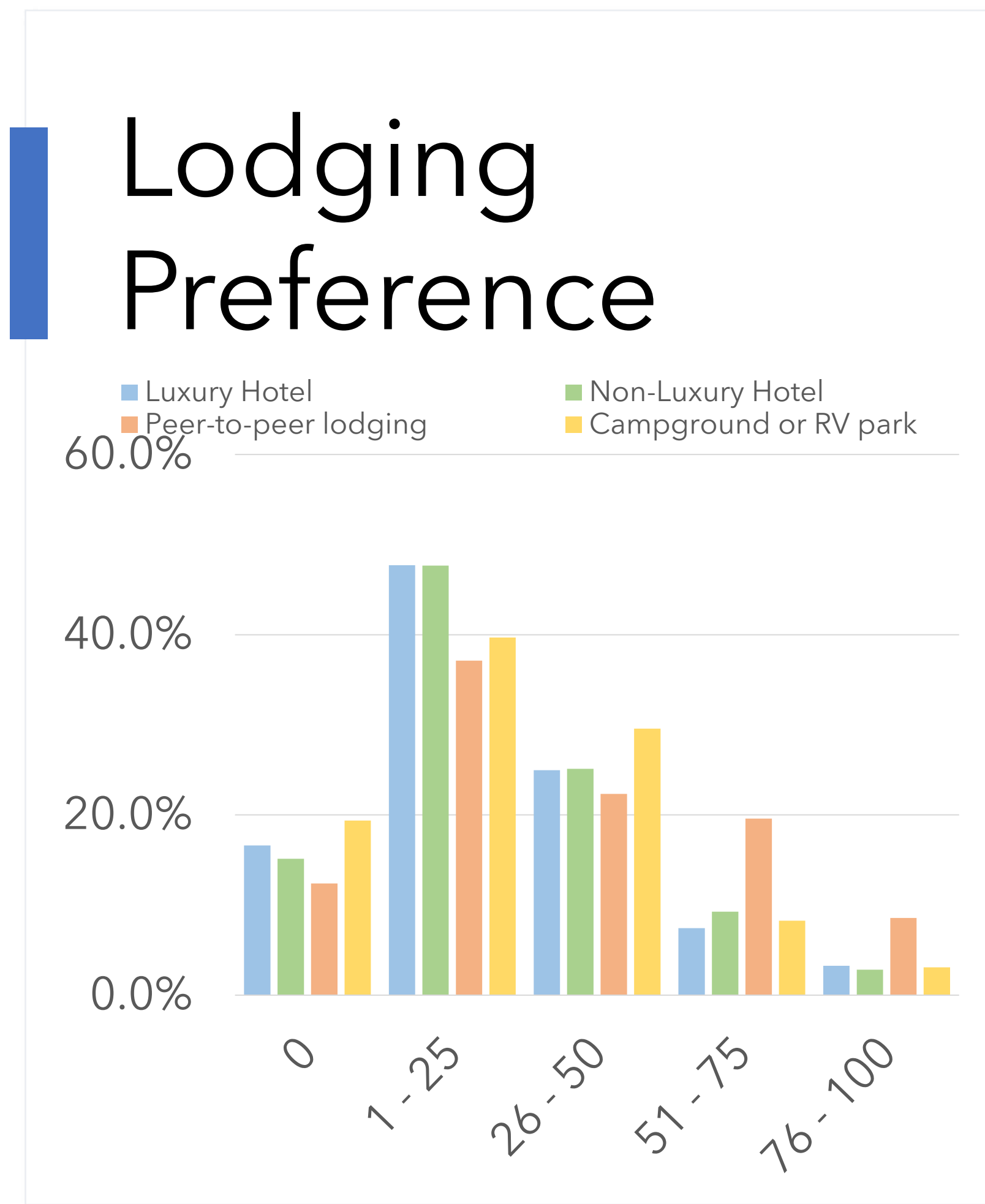


# Residence Type



## Percent Potentially Marketable (Index Above 25)







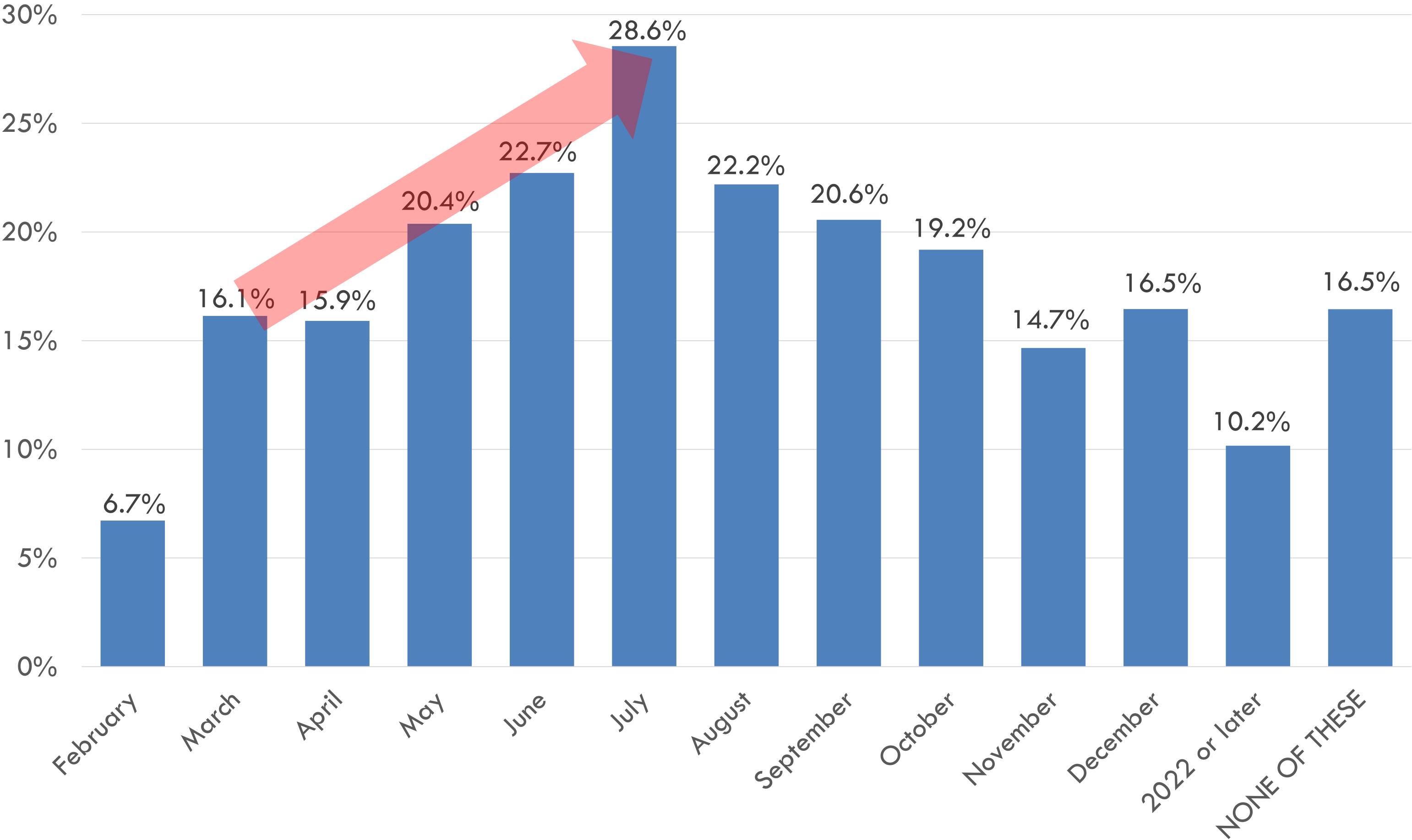


**Recent changes in traveler optimism have not yet driven large increases in trip planning behavior.**

# 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)

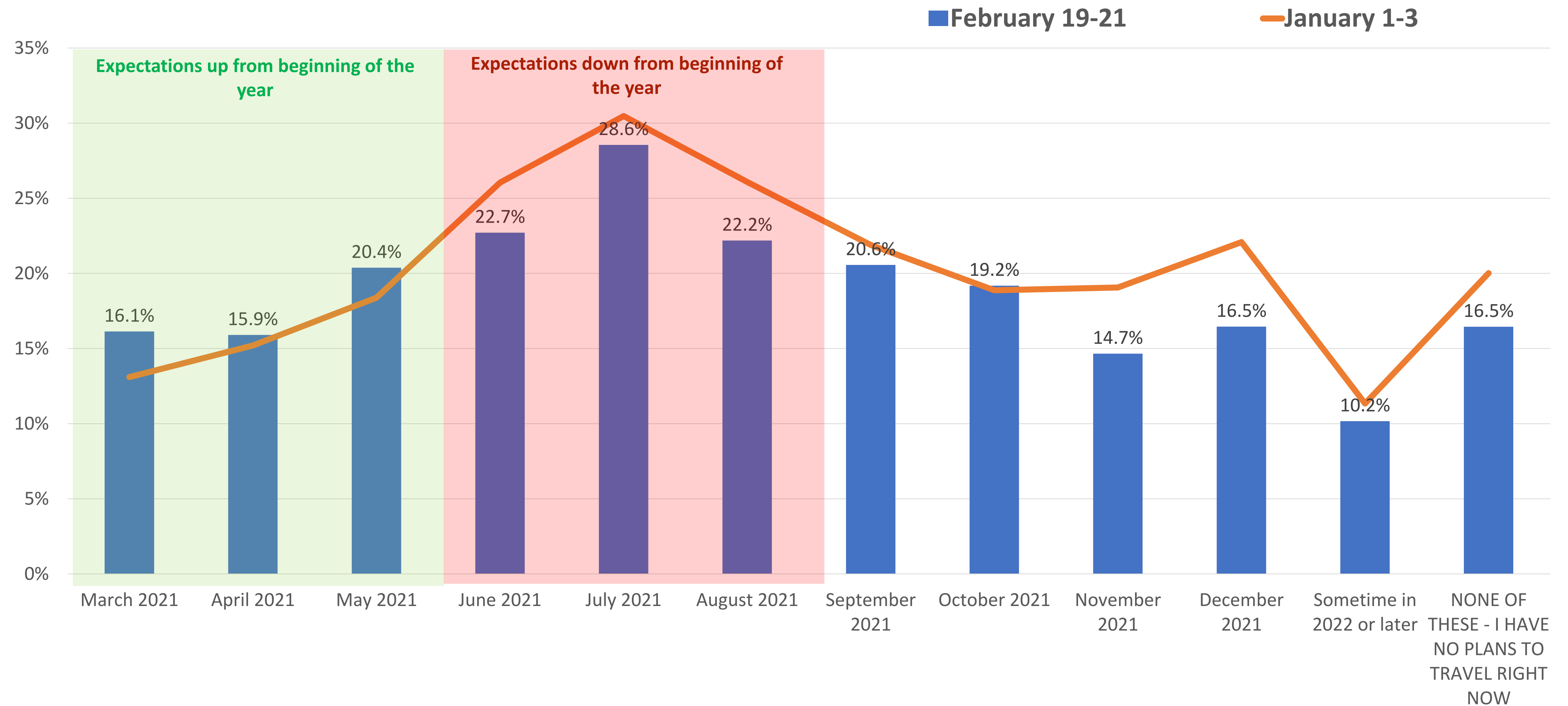
(Base: Waves 50 data. All respondents, 1,210 completed surveys. Data collected February 19-21, 2021)





# 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)

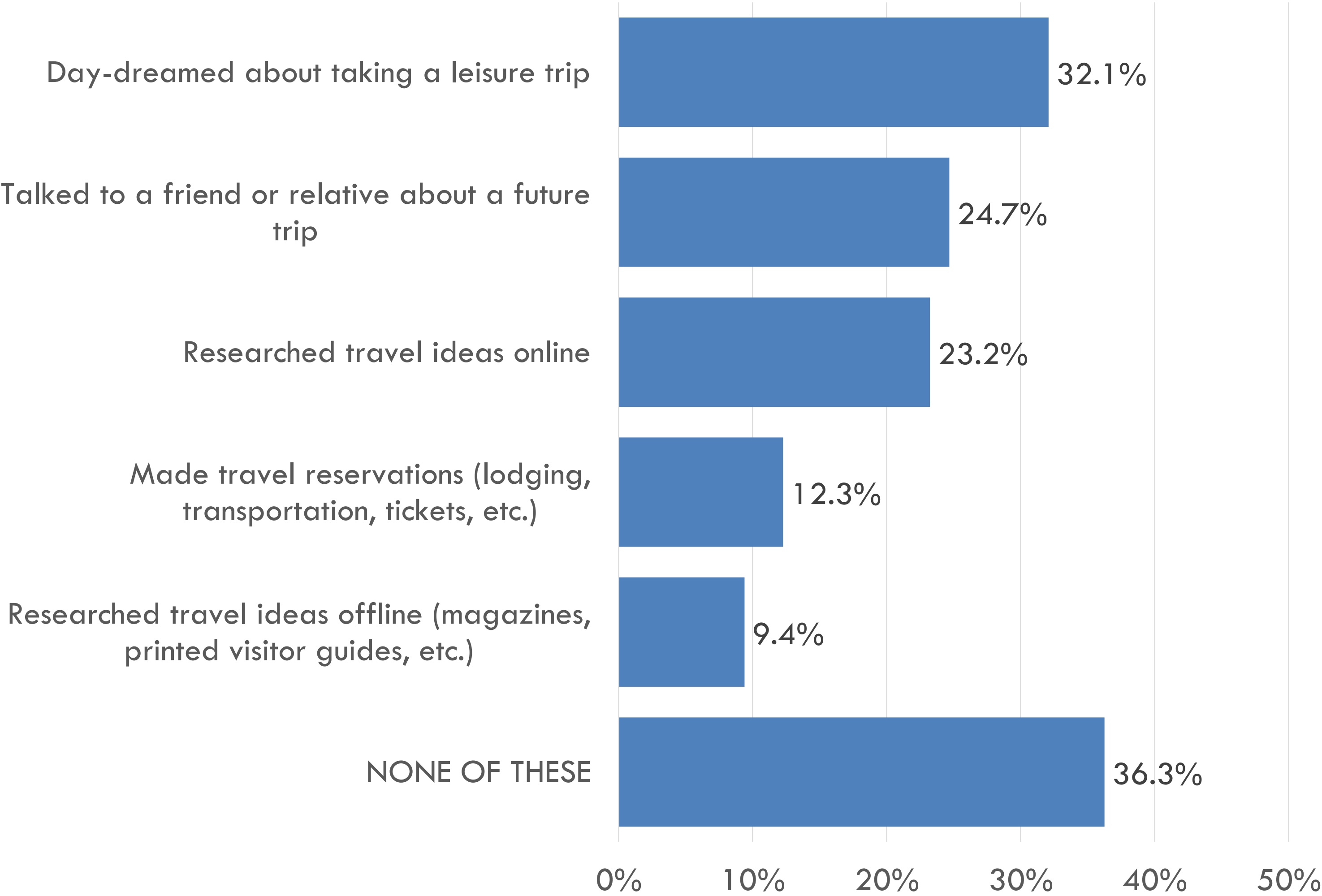


# TRAVEL PLANNING IN THE PAST WEEK

**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 50 data. All respondents, 1,210 completed surveys. Data collected February 19-21, 2021)

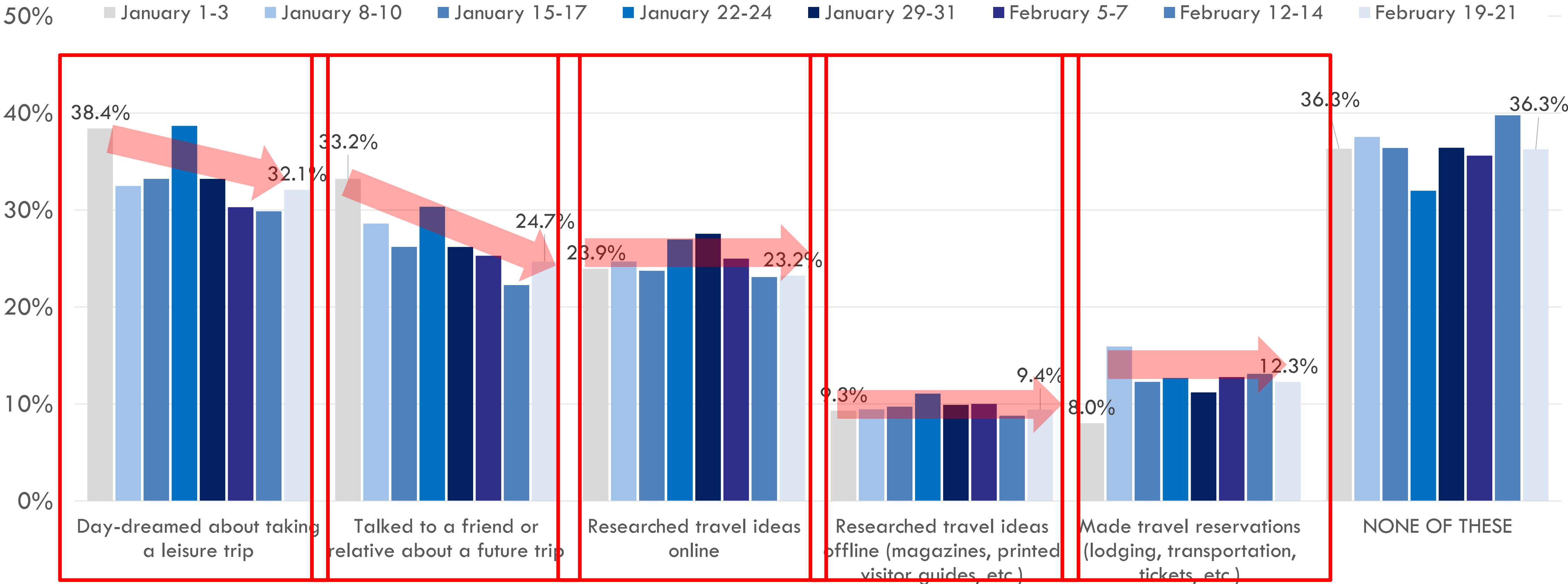




# TRAVEL PLANNING IN THE PAST WEEK

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

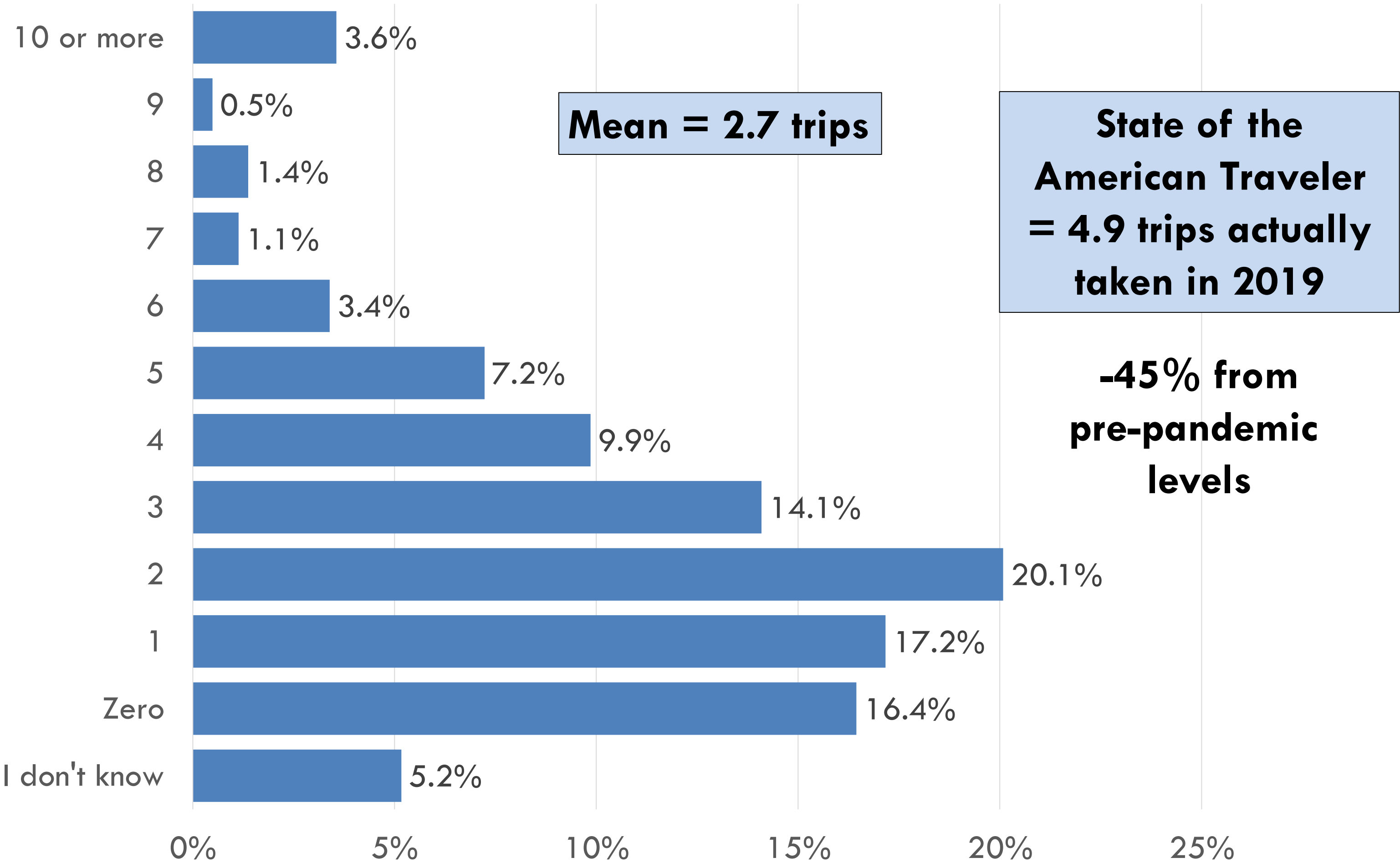
In the PAST WEEK I have \_\_\_\_\_



# 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)

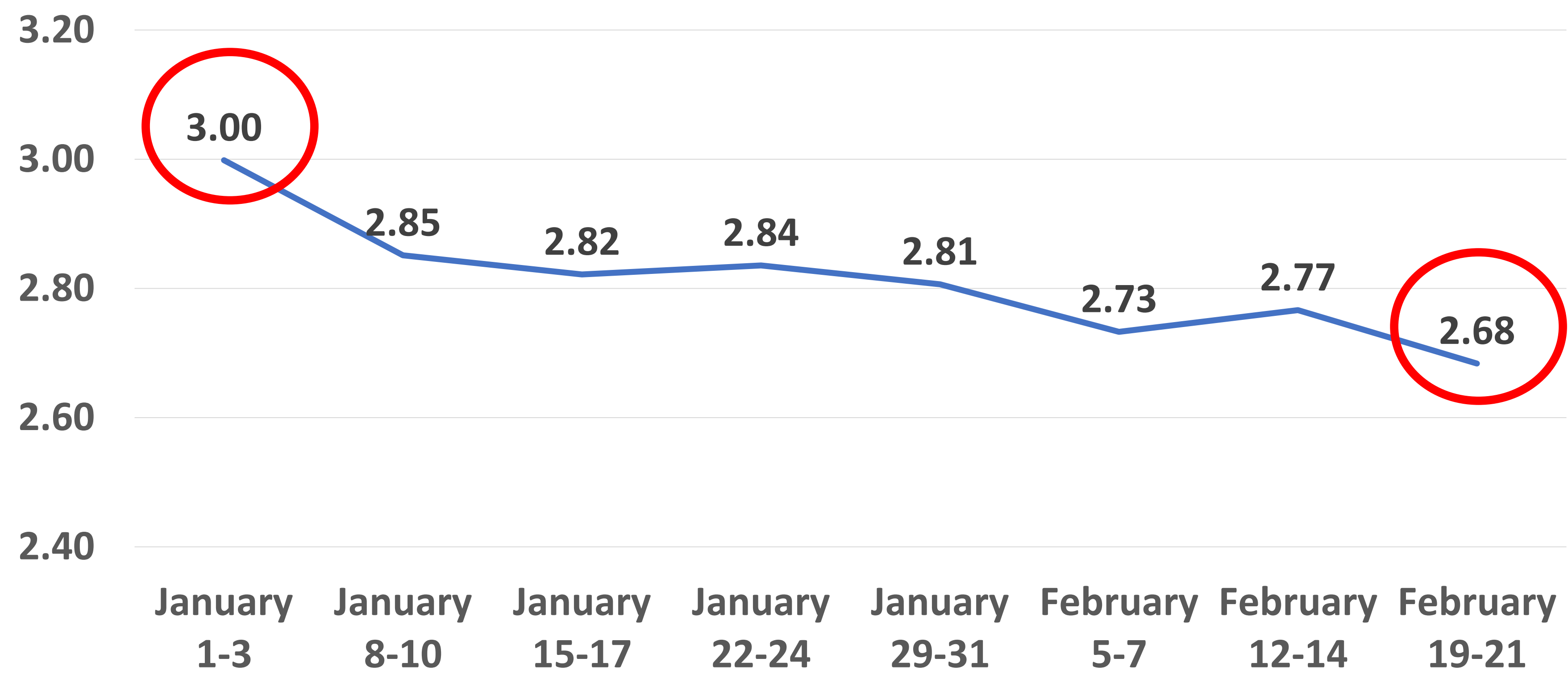
(Base: Waves 50 data. All respondents, 1,143  
completed surveys. Data collected February 19-21,  
2021)





# 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)

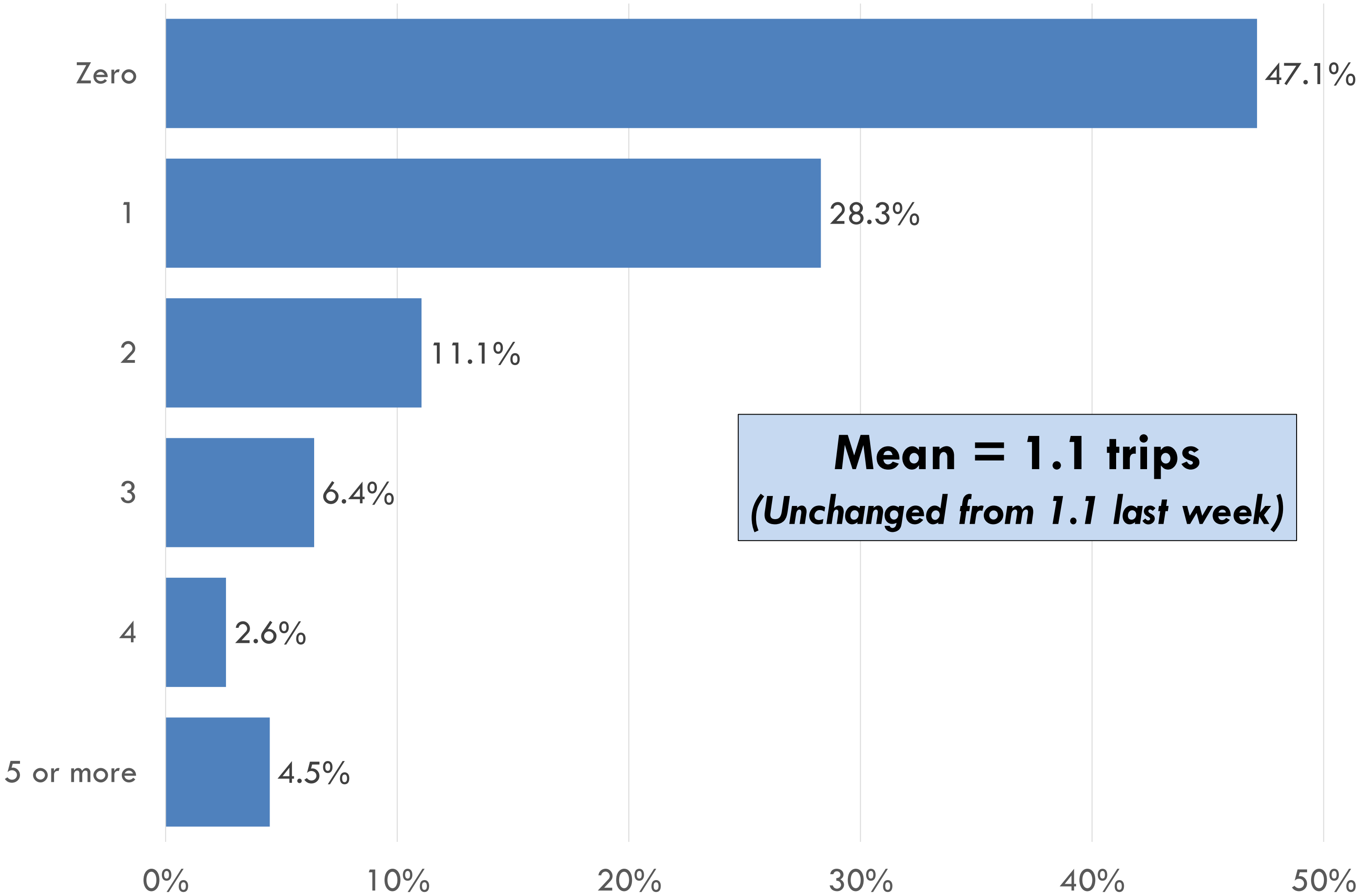


# LEISURE TRIPS EXPECTED (NEXT 3 MONTHS)

**Question:** HOW MANY LEISURE TRIPS do you expect to take (even if tentatively) in the next three months?

I expect to take \_\_\_\_\_ leisure trips

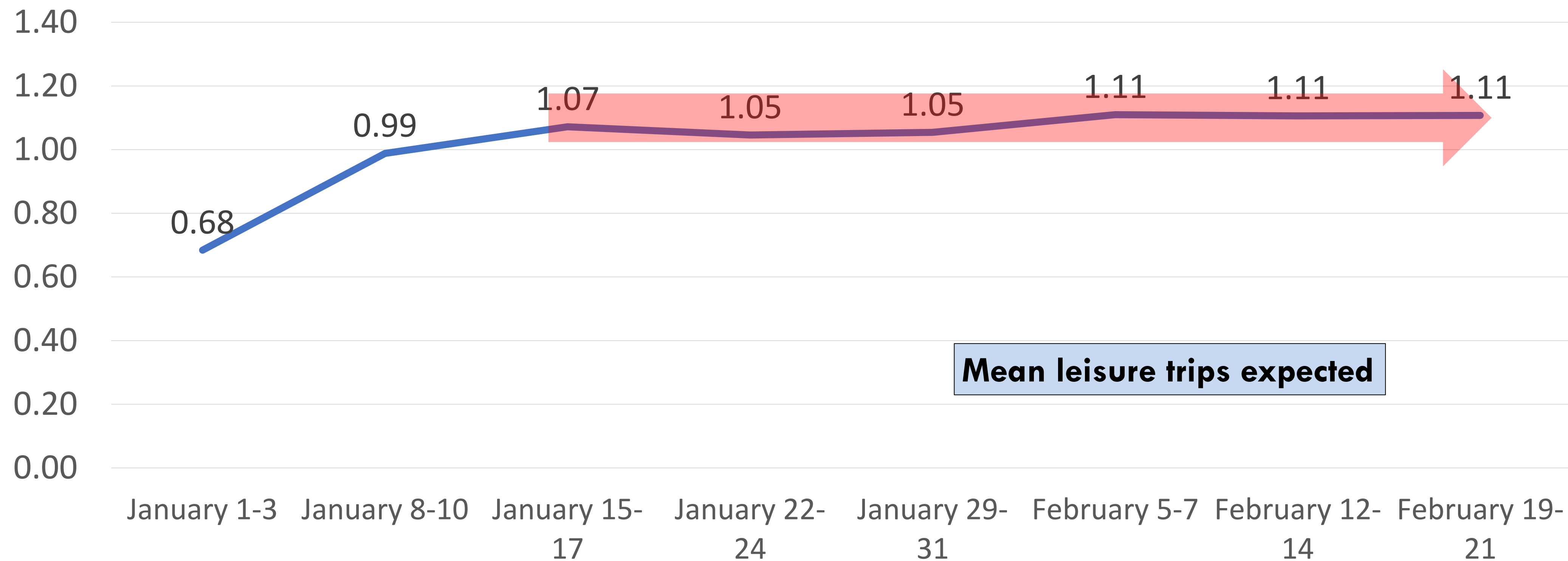
(Base: Waves 50 data. All respondents, 1,210 completed surveys. Data collected February 19-21, 2021)



# LEISURE TRIPS EXPECTED (NEXT 3 MONTHS)

**Question:** HOW MANY LEISURE TRIPS do you expect to take (even if tentatively) in the next three months?

I expect to take \_\_\_\_\_ leisure trips





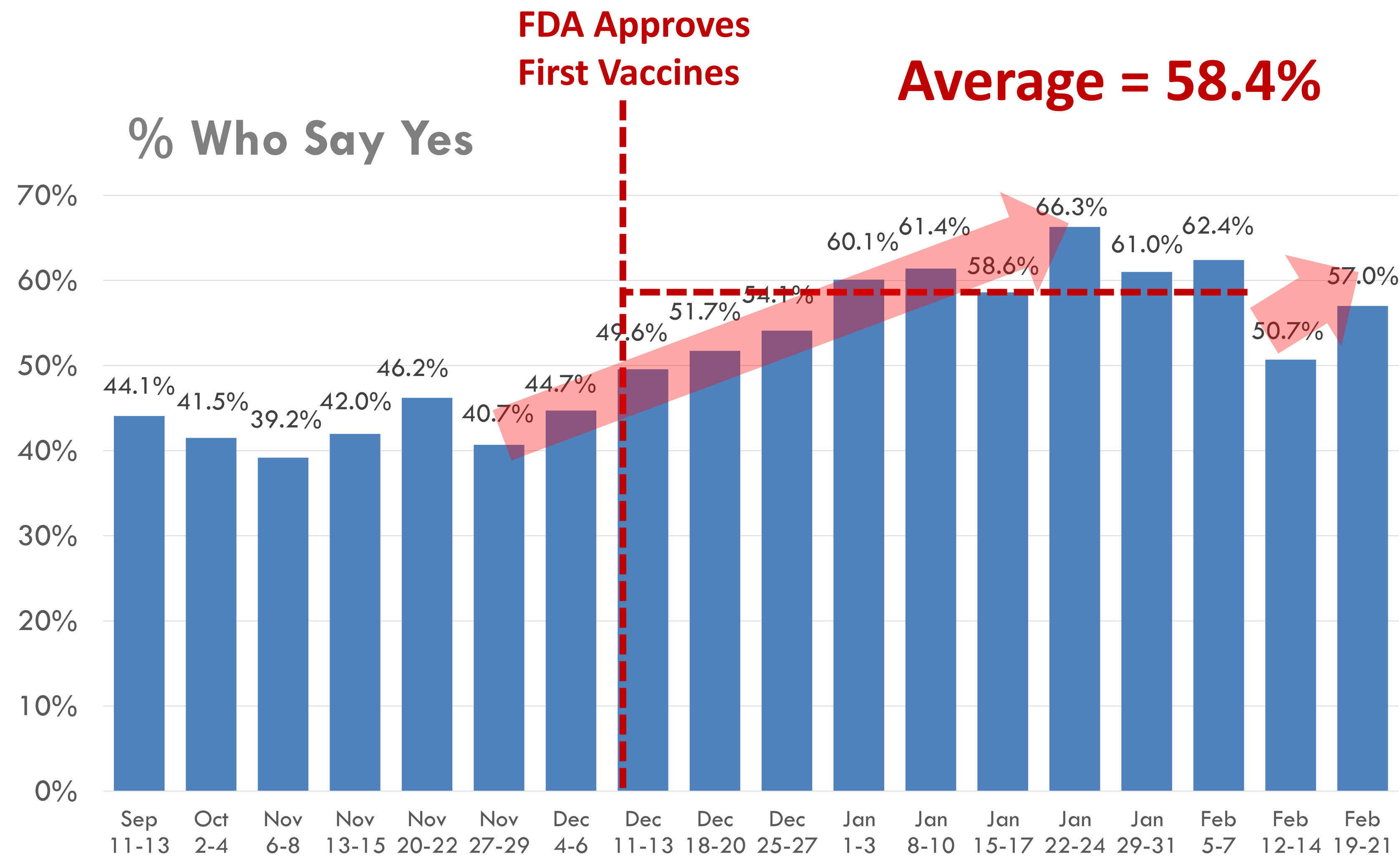


**Progress from efforts to encourage vaccination appears to have stalled.**

# EXPECTATIONS TO TAKE A COVID-19 VACCINE

**Question:** Will you take (or have you already taken) one of the COVID-19 vaccines?

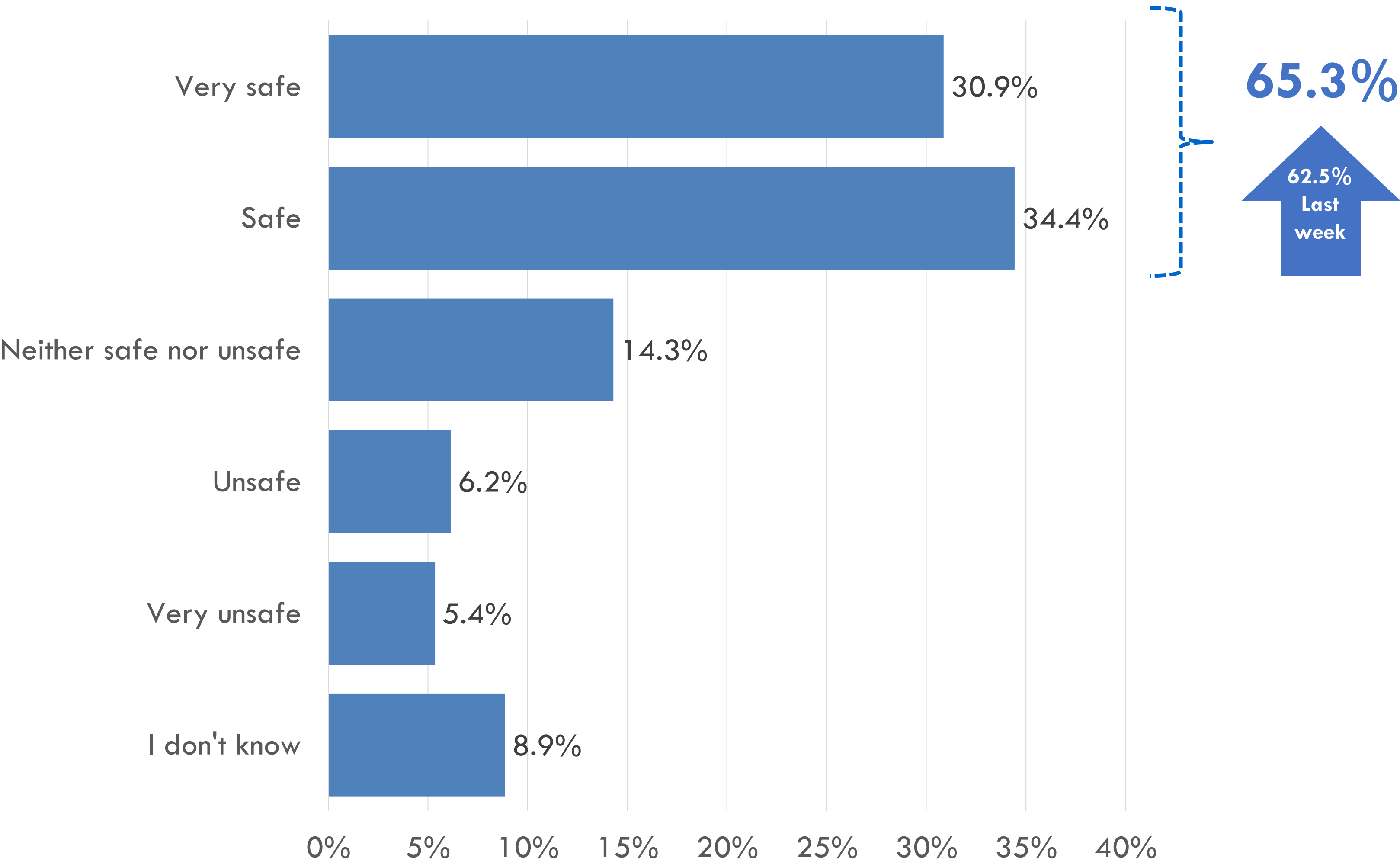
(Base: Waves 27, 30, 35-50 data. All respondents, 1,205, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216 and 1,210 completed surveys.)



# EXPECTED SAFETY OF COVID-19 VACCINES

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

(Base: Wave 50 data. All respondents, 1,210 completed surveys. Data collected February 19-21, 2021)

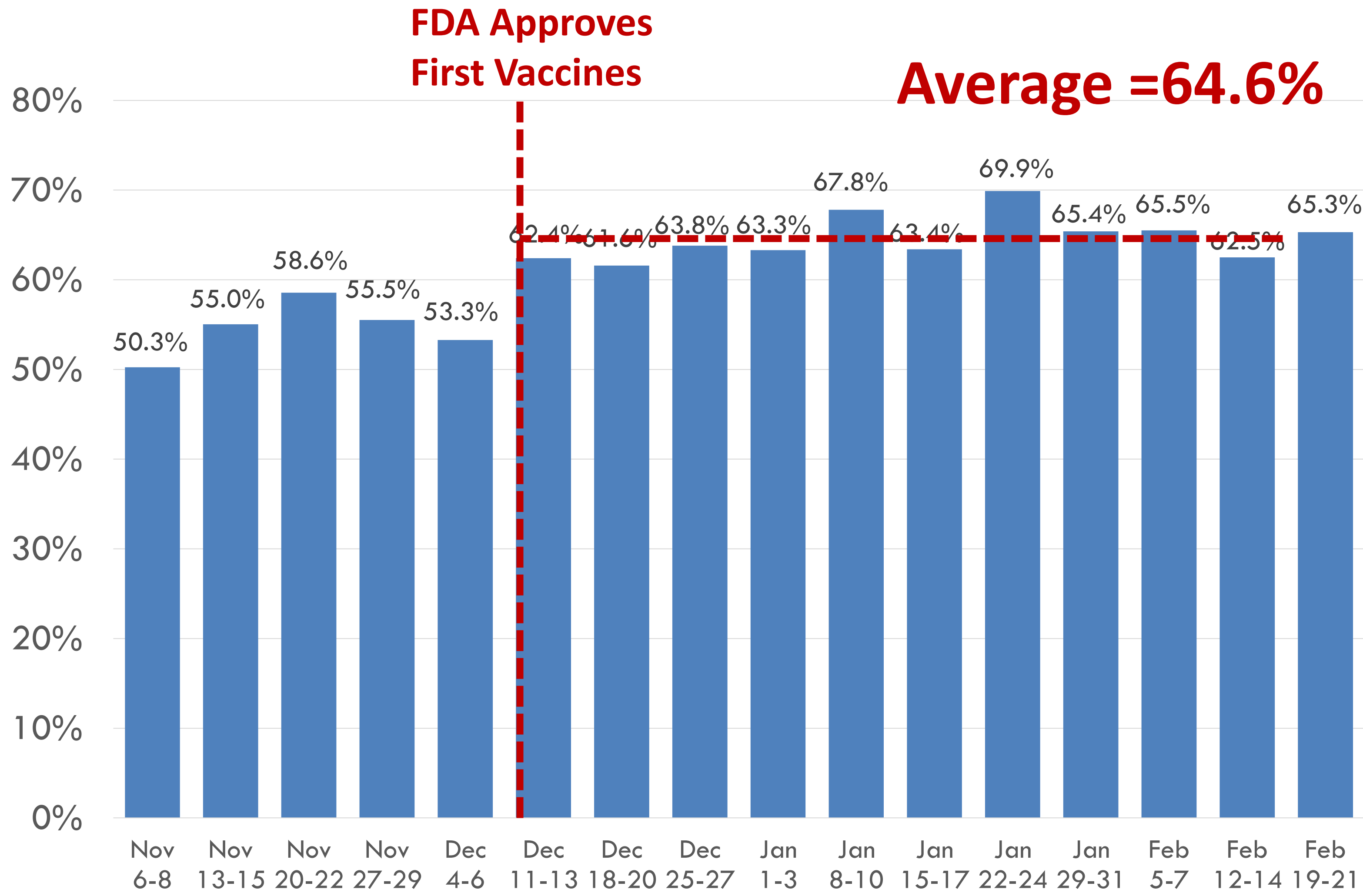




# EXPECTED SAFETY OF COVID-19 VACCINES

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

(Base: Waves 35-50 data. All respondents, 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, 1,209, 1,216 and 1,210 completed surveys.)



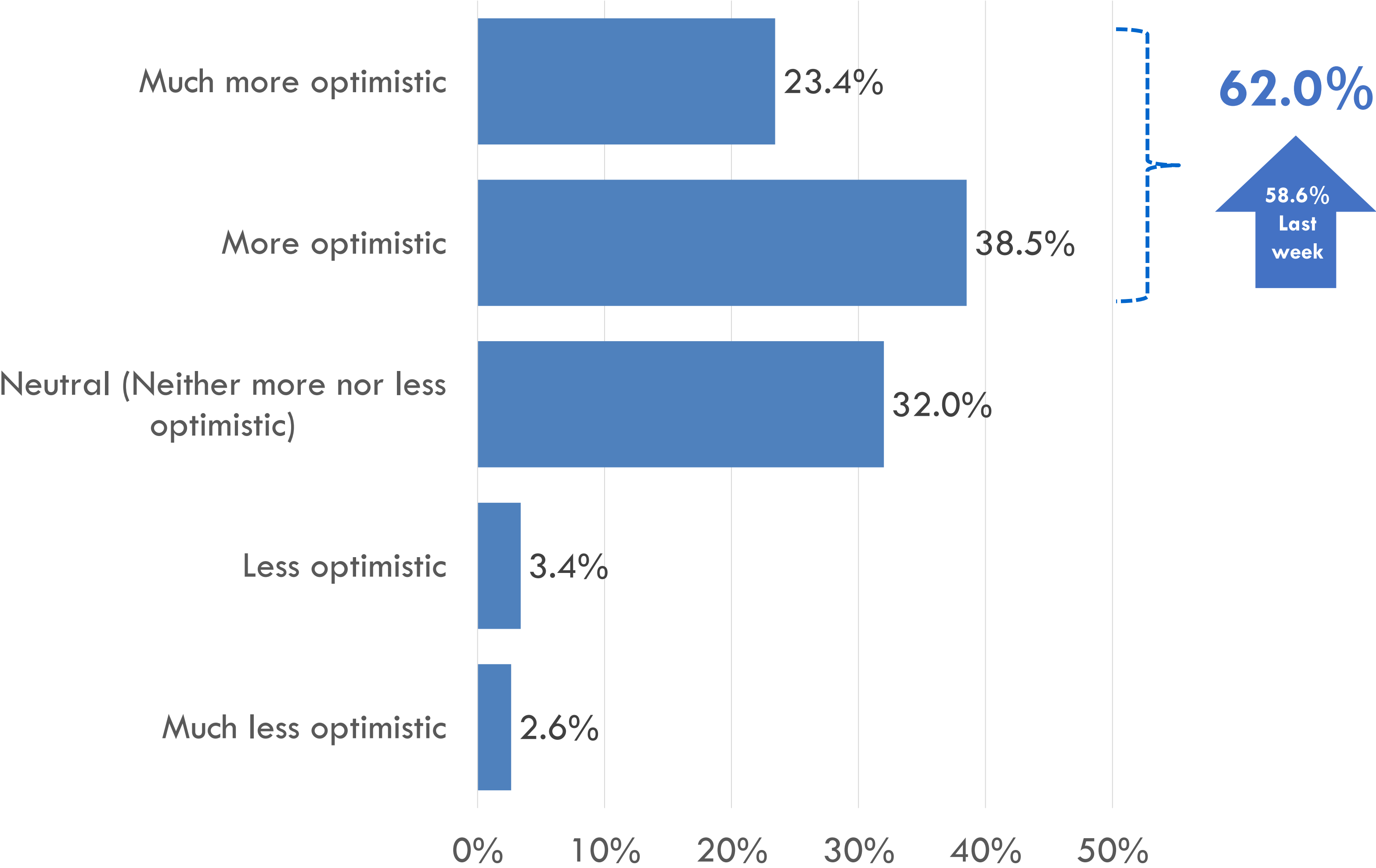
Historical data (% Safe or Very safe)

# VACCINES AND OPTIMISM FOR A RETURN TO NORMAL

**Question:** Do 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.

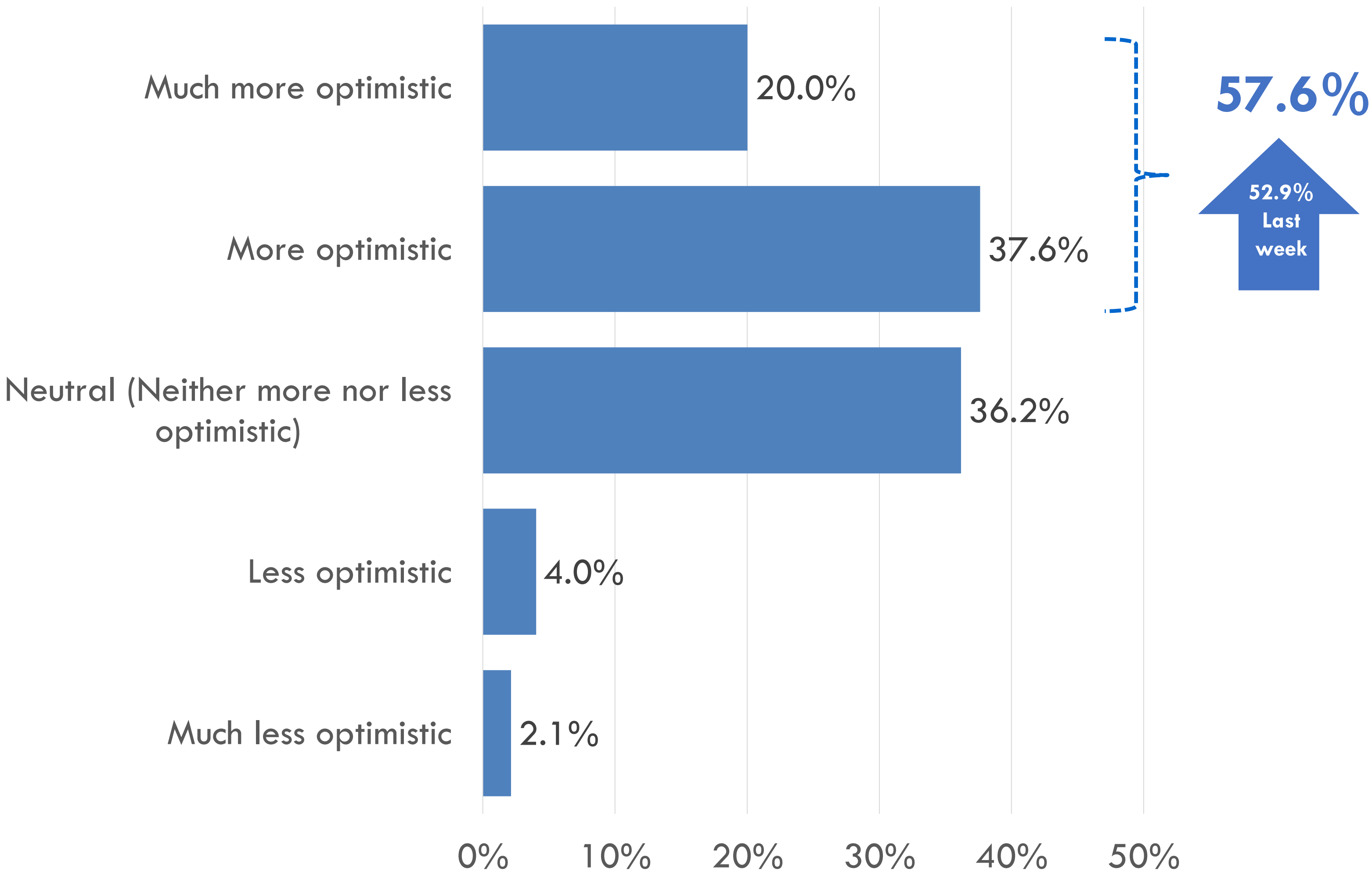
*(Base: Wave 50 data. All respondents, 1,210 completed surveys. Data collected February 19-21, 2021)*



# VACCINES AND OPTIMISM FOR SAFE TRAVEL

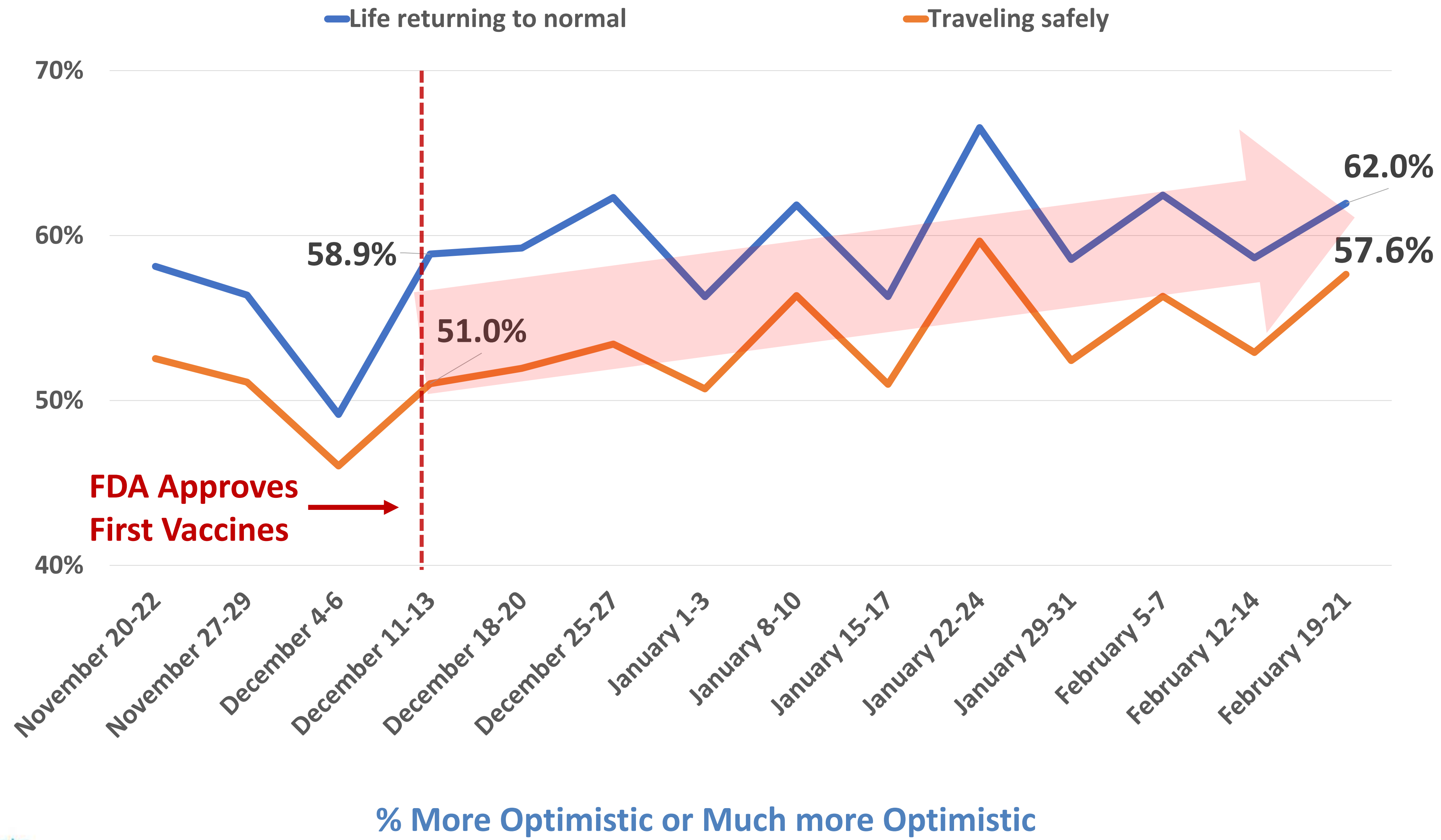
**Question:** Do vaccine developments affect your optimism about being able to travel safely in the next SIX (6) MONTHS? (Select one to fill in the blank)The vaccine news has made me \_\_\_\_\_ about BEING ABLE TO TRAVEL SAFELY in the next six months.

(Base: Wave 50 data. All respondents, 1,210 completed surveys. Data collected February 19-21, 2021)





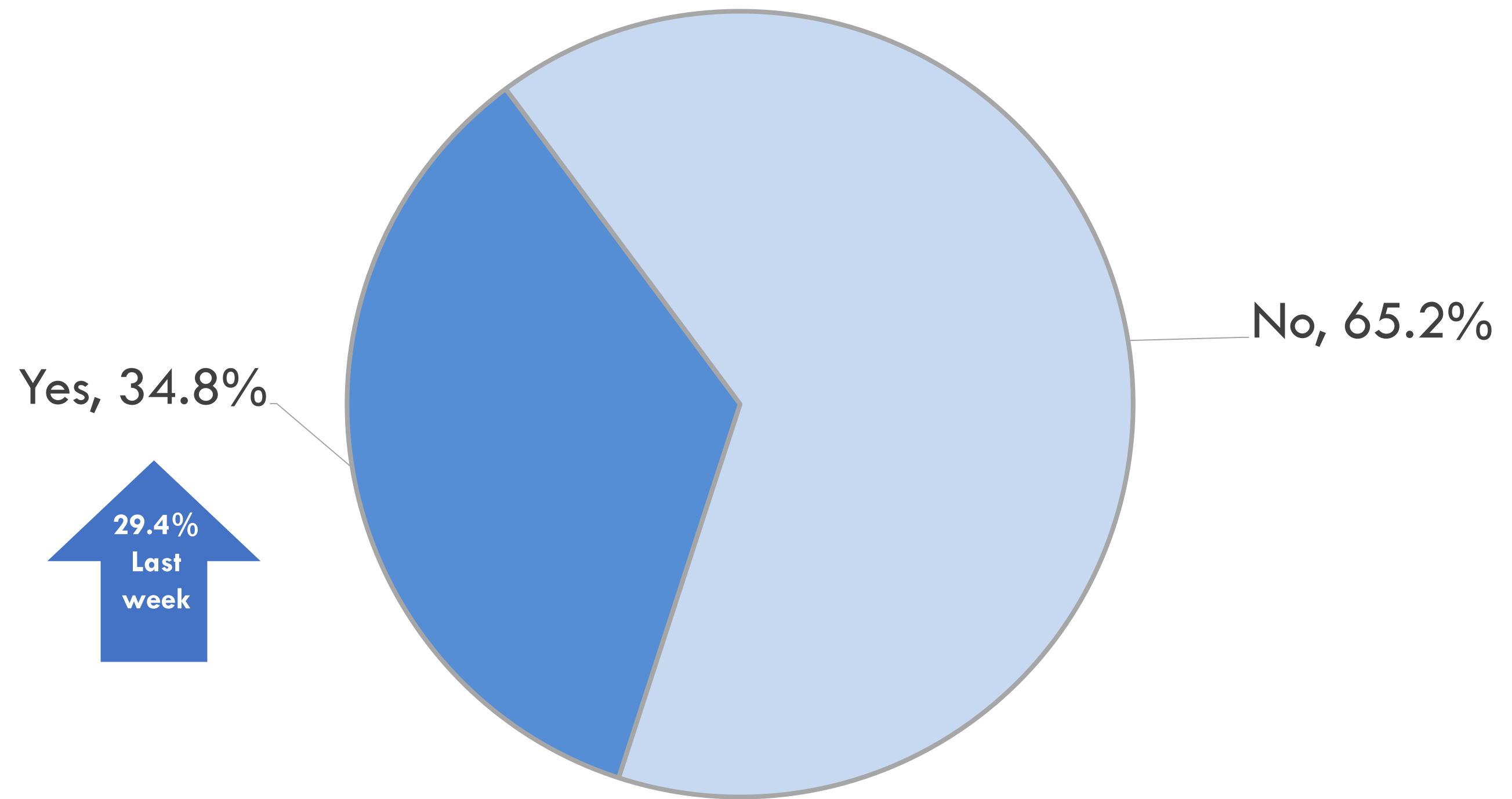
# VACCINES AND OPTIMISM FOR LIFE NORMAL + SAFE TRAVEL



# 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 50 data. All respondents, 1,210 completed surveys. Data collected February 19-21, 2021)*







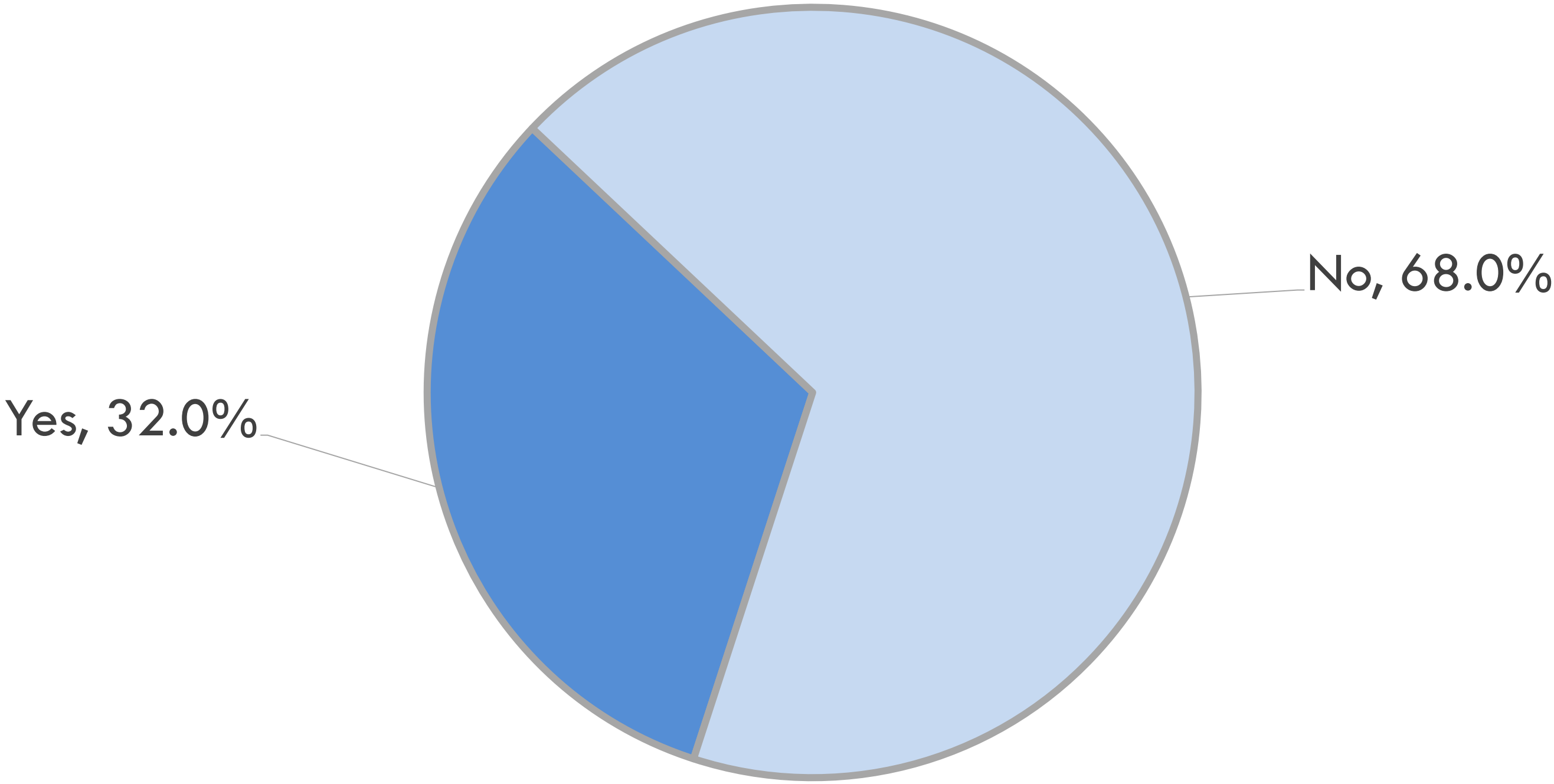
**A majority of travelers expect they will feel comfortable returning to commercial outdoor attractions by July.**



# OUTDOOR ATTRACTION VISITATION: PAST 6 MONTHS

**Question:** Have you visited an outdoor attraction (e.g., zoos, gardens, parks, amusement parks, etc.) in the past SIX (6) MONTHS?

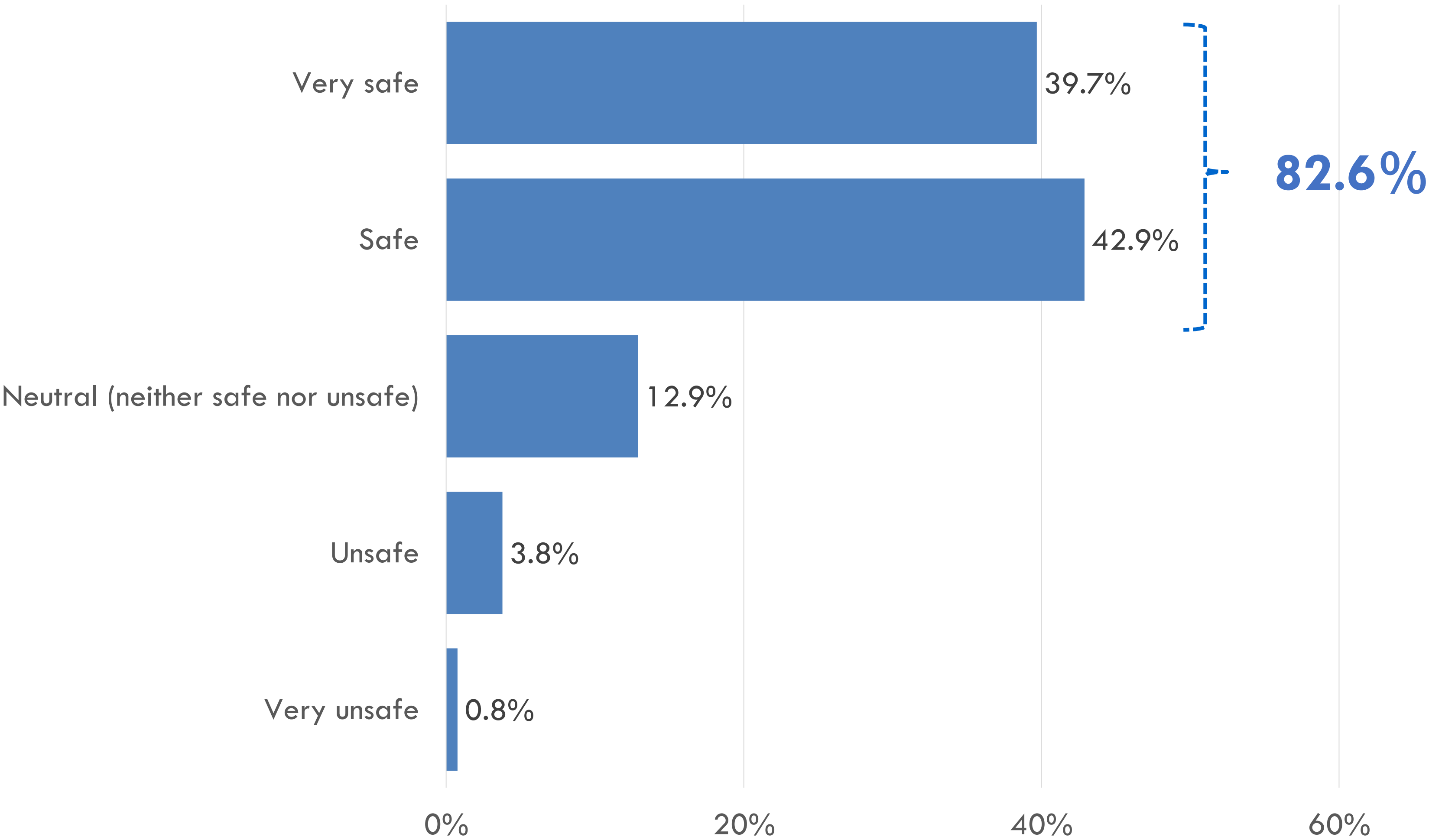
*(Base: Waves 50 data. All respondents, 1,210 completed surveys. Data collected February 19-21, 2021)*



# FEELINGS OF SAFETY AT OUTDOOR ATTRACTIONS

**Question:** In general, how safe did you feel during your most recent visit to an outdoor attraction? (Select one)

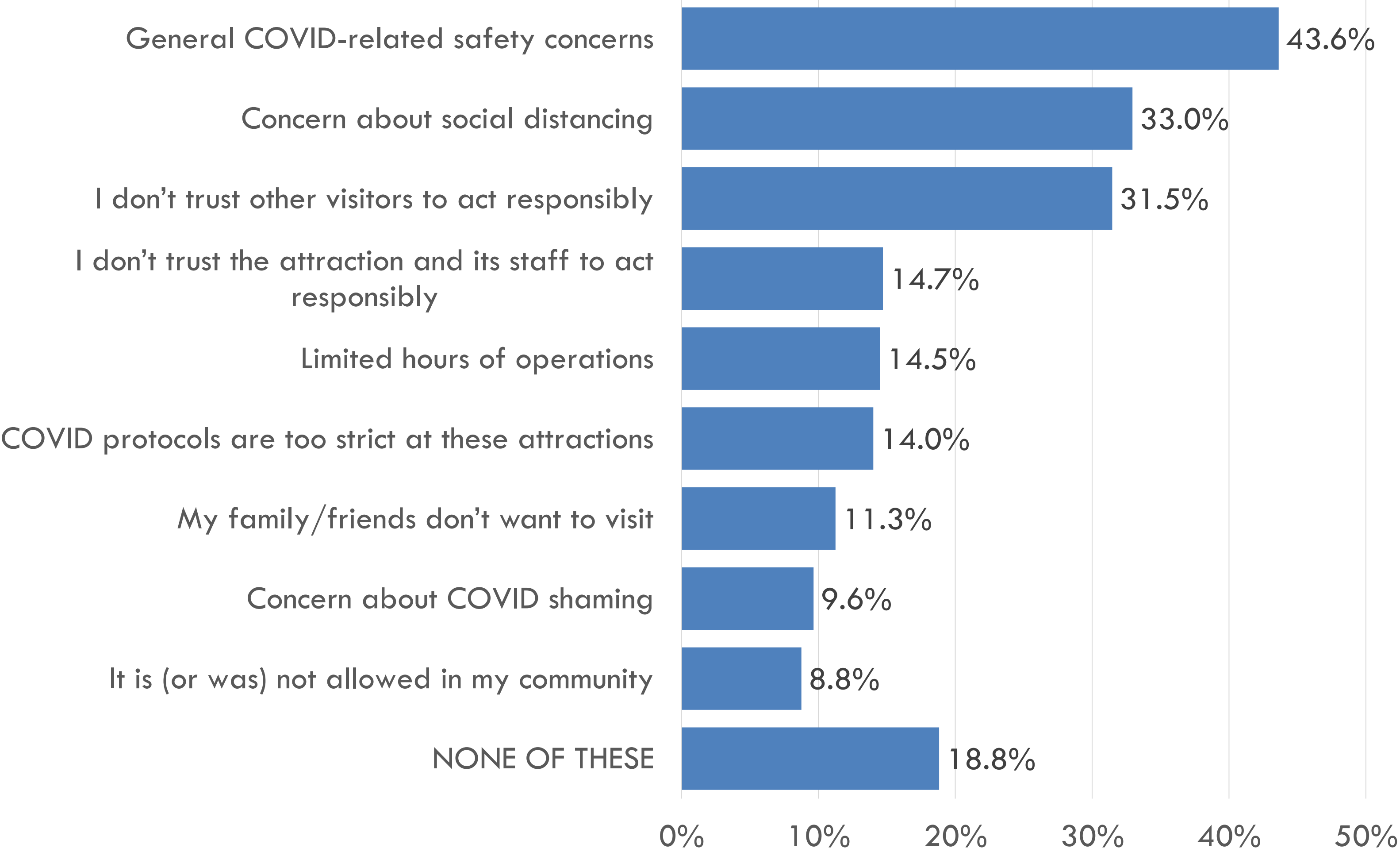
(Base: Waves 50 data. Respondents who visited an outdoor attraction in the past six months, 375 completed surveys. Data collected February 19-21, 2021)



# REASONS FOR NOT VISITING OUTDOOR ATTRACTIONS

**Question:** Which of the following (if any) describe why you haven't visited an outdoor attraction in the PAST SIX (6) MONTHS? (Select all that apply)

(Base: Waves 50 data. Respondents who have not visited an outdoor attraction in the past 6 months, 835 completed surveys. Data collected February 19-21, 2021)

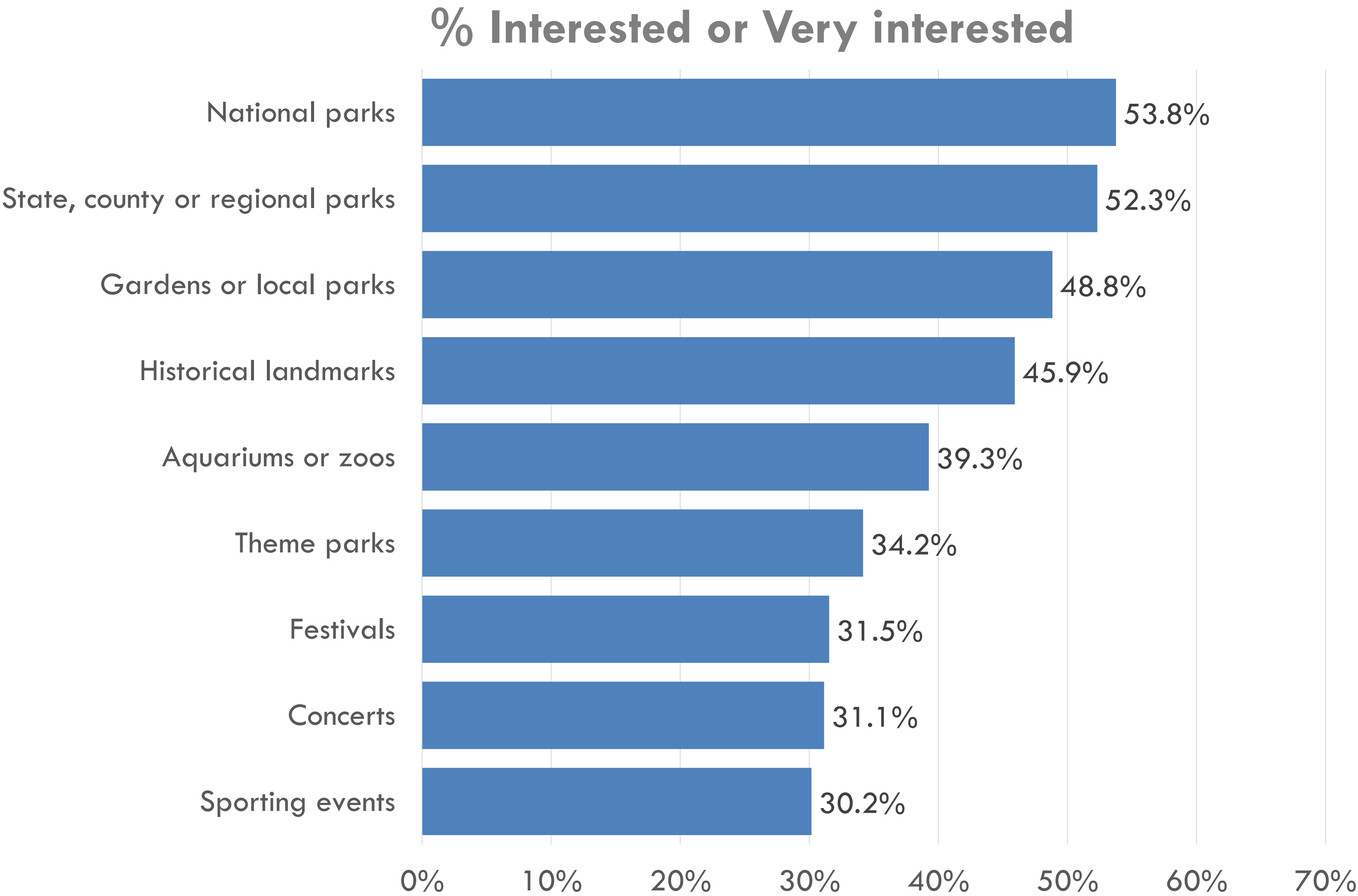




# INTEREST IN OUTDOOR ATTRACTION TYPES

**Question:** How interested are you to visit each of the following types of outdoor attractions while traveling in the NEXT SIX (6) MONTHS?

*(Base: Waves 50 data. All respondents, 1,210 completed surveys. Data collected February 19-21, 2021)*



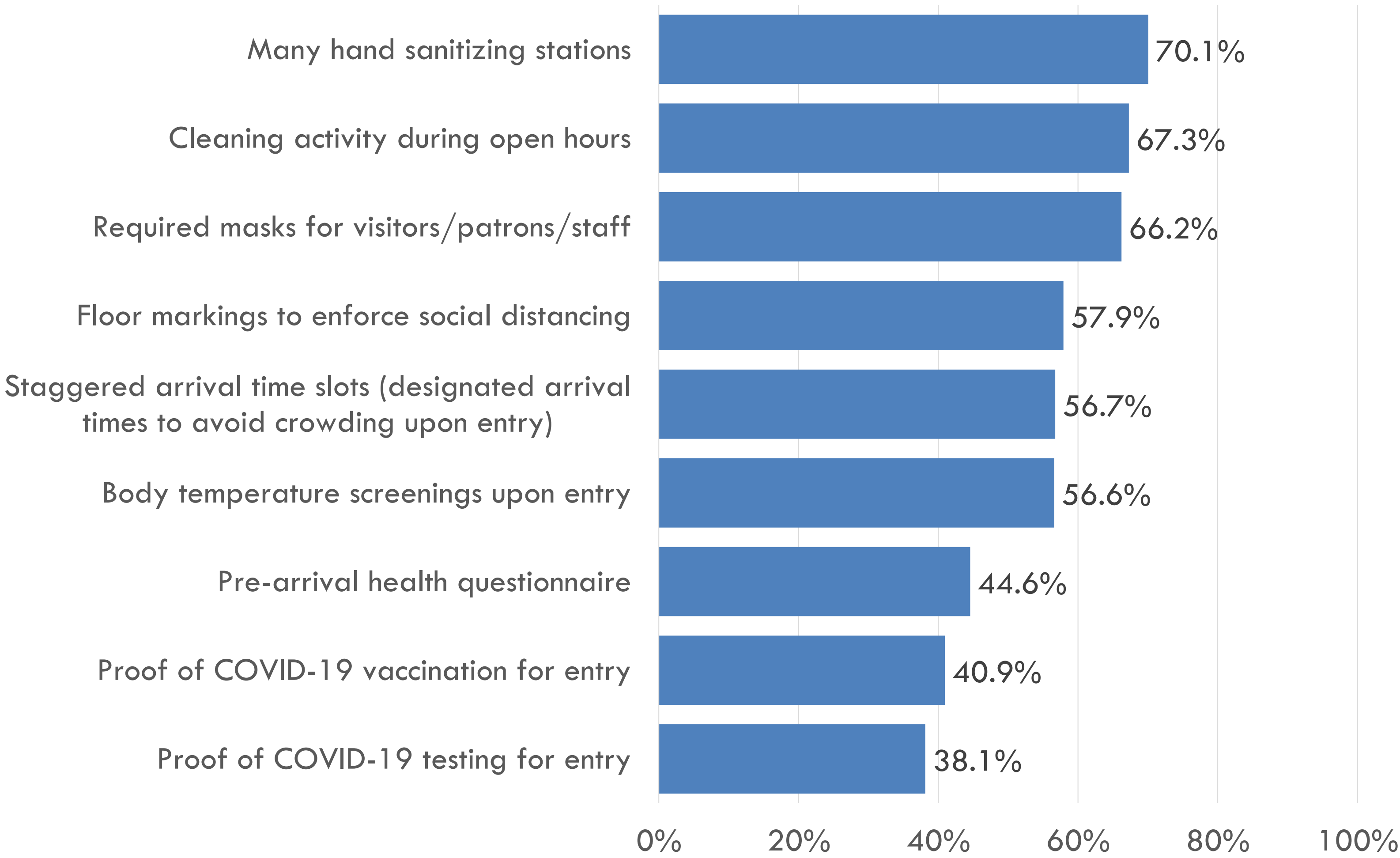
# DESIRED SAFETY PROTOCOLS AT OUTDOOR ATTRACTIONS

**Question:** Thinking about safety protocols you would want at commercial outdoor attractions (e.g., zoos, amusement parks, theme parks, festivals, concerts, sporting events, etc.), tell us how you feel about each of the following options.

**In general, would they be a good or bad idea? (Use the scale provided to evaluate each)**

*(Base: Waves 50 data. All respondents, 1,210 completed surveys. Data collected February 19-21, 2021)*

Top 3 Box Score (10-8 on 11-pt scale)

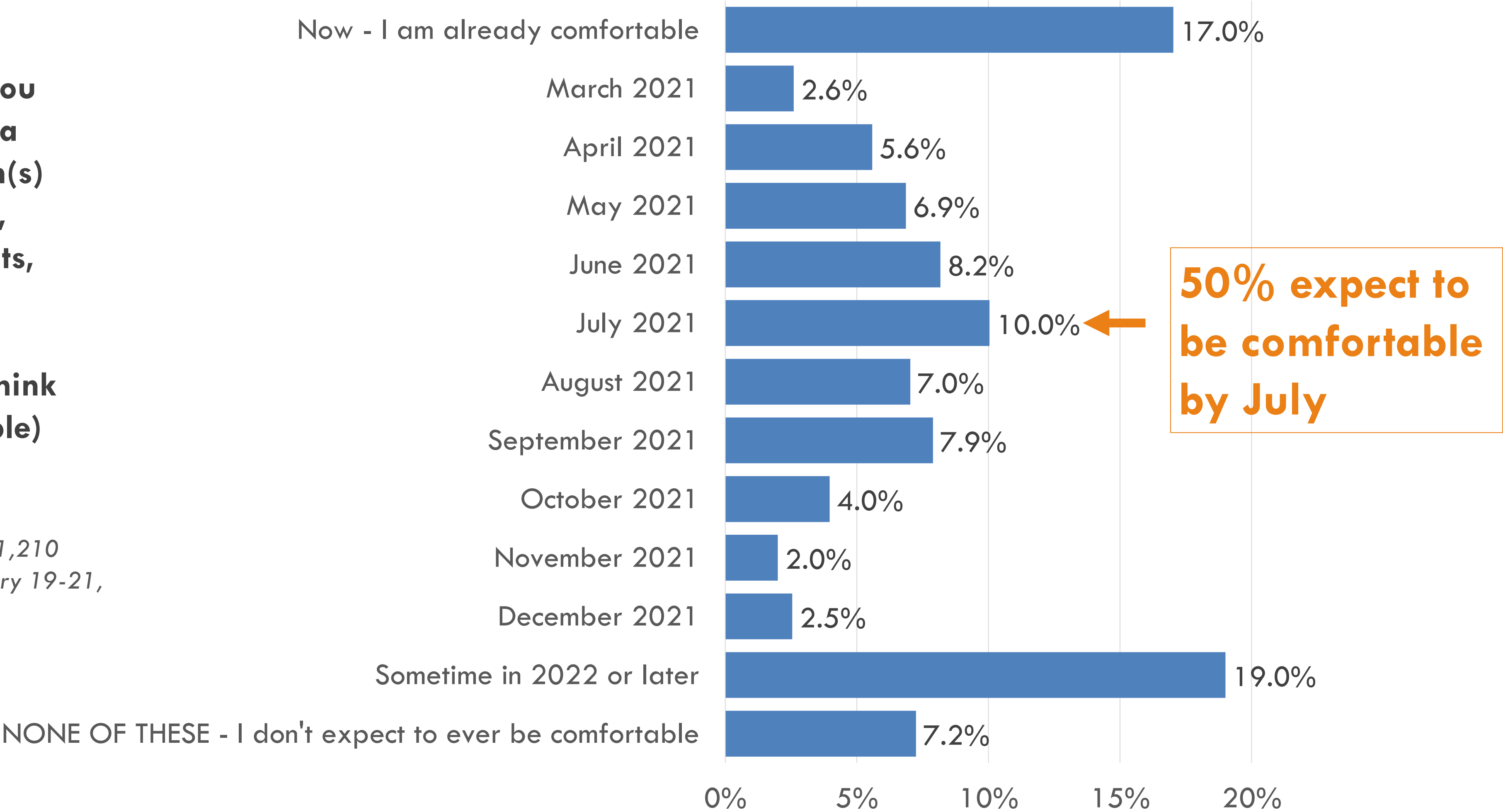


# WHEN THEY'LL FEEL COMFORTABLE AT OUTDOOR ATTRACTIONS

**Question:** Thinking about the future, when do you expect you will feel comfortable visiting a commercial outdoor attraction(s) (e.g., zoos, amusement parks, theme parks, festivals, concerts, sporting events, etc.)?

(Select the FIRST month you think you will start to be comfortable)

(Base: Waves 50 data. All respondents, 1,210 completed surveys. Data collected February 19-21, 2021)





UPCOMING WEBINAR

# THE VALUE OF DMOS

Best Practices in Official DMO  
Websites & Visitor Guides During the  
COVID-19 Crisis

Thursday, February 25, 3pm ET

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want us to explore?**

**Send suggestions or requests for questions to:**

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[Myha@DestinationAnalysts.com](mailto:Myha@DestinationAnalysts.com)**



# 15-minute presentations for your board and stakeholders

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An astronaut in a white spacesuit stands on a dark, rocky surface, looking out over a vast, fiery orange and yellow sky filled with clouds. The scene is backlit by a bright light source, creating a silhouette effect on the astronaut and the ground.

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