



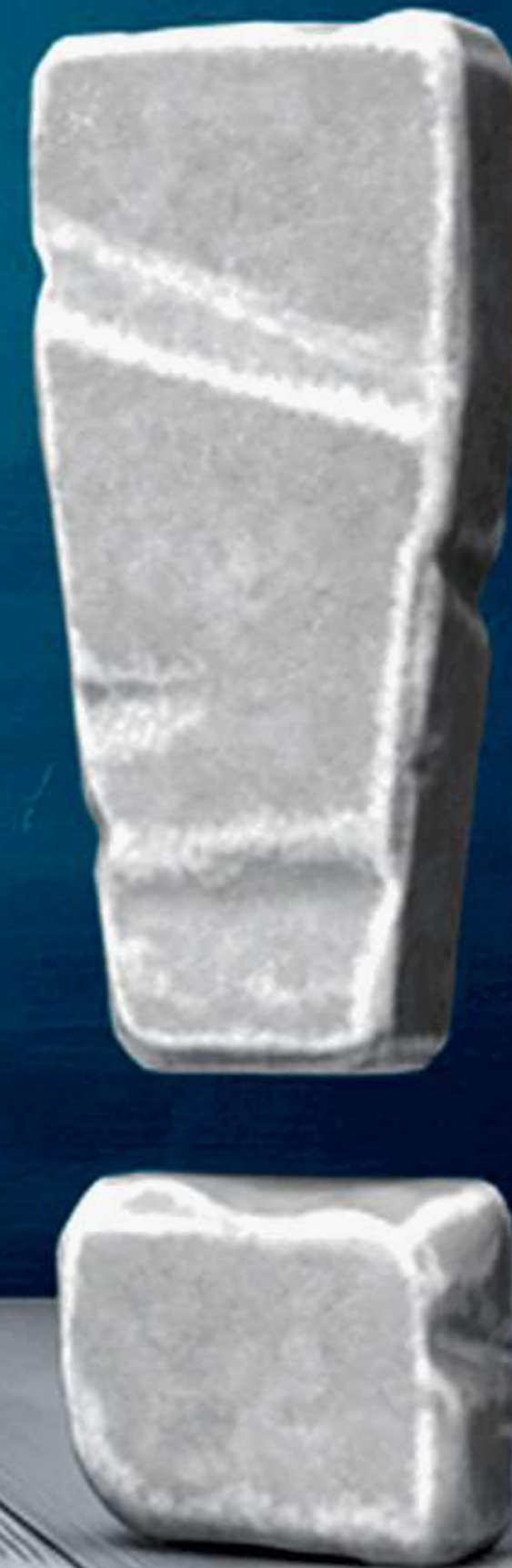
CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

Presentation of Findings
March 23, 2021

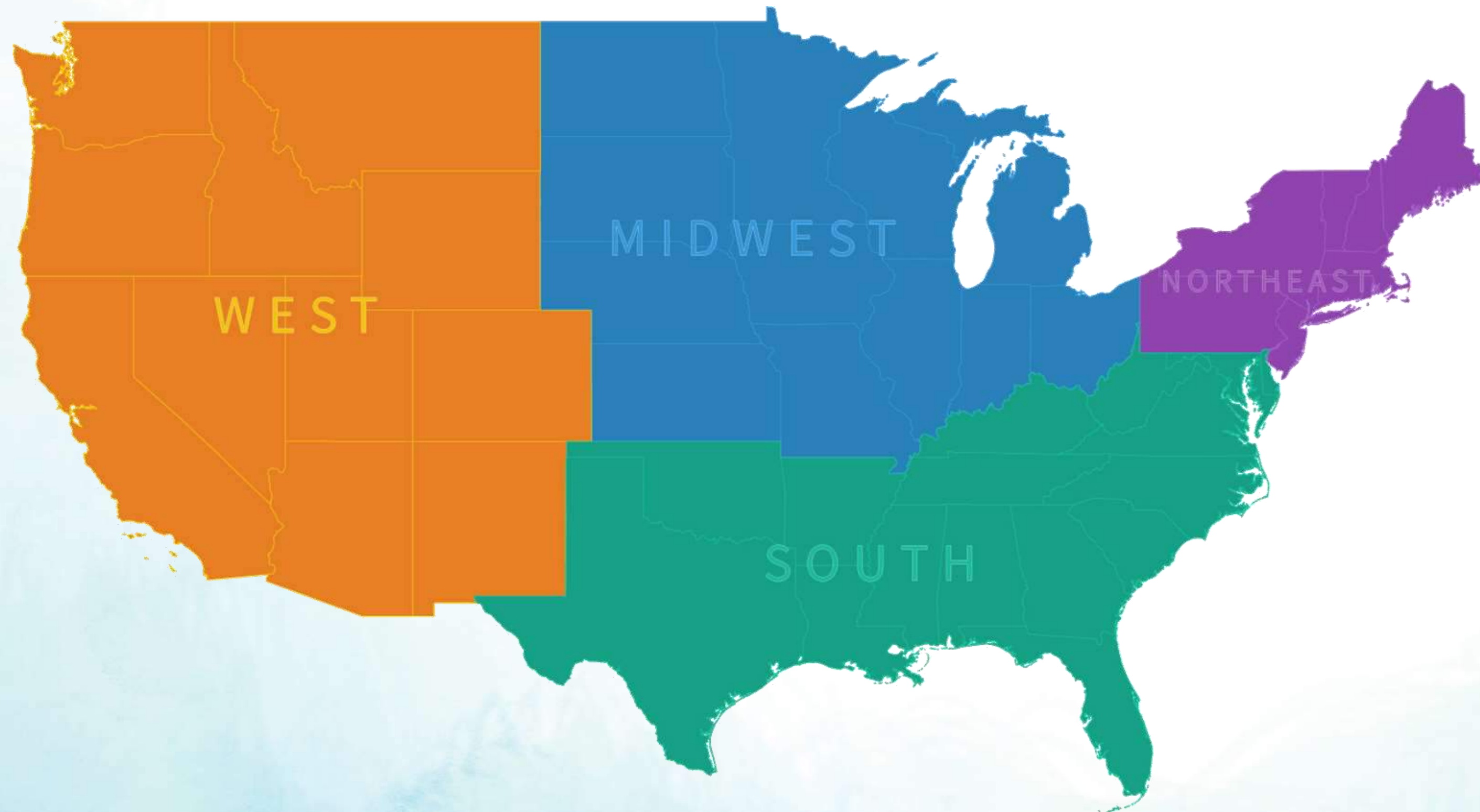
Destination  Analysts

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

DestinationAnalysts.com/covid-webinars



METHODOLOGY



- **Weekly tracking survey of a representative sample of adult American travelers in each of four U.S. regions**
- **Designed to track traveler sentiment and generate insights into when tourism businesses can expect demand to return and from whom**
- **Week 54 data (fielded March 19-21) will be presented today**
- **1,200+ fully completed surveys collected each wave**
- **Confidence interval of +/- 2.8%**
- **Data is weighted to reflect the actual population of each region**



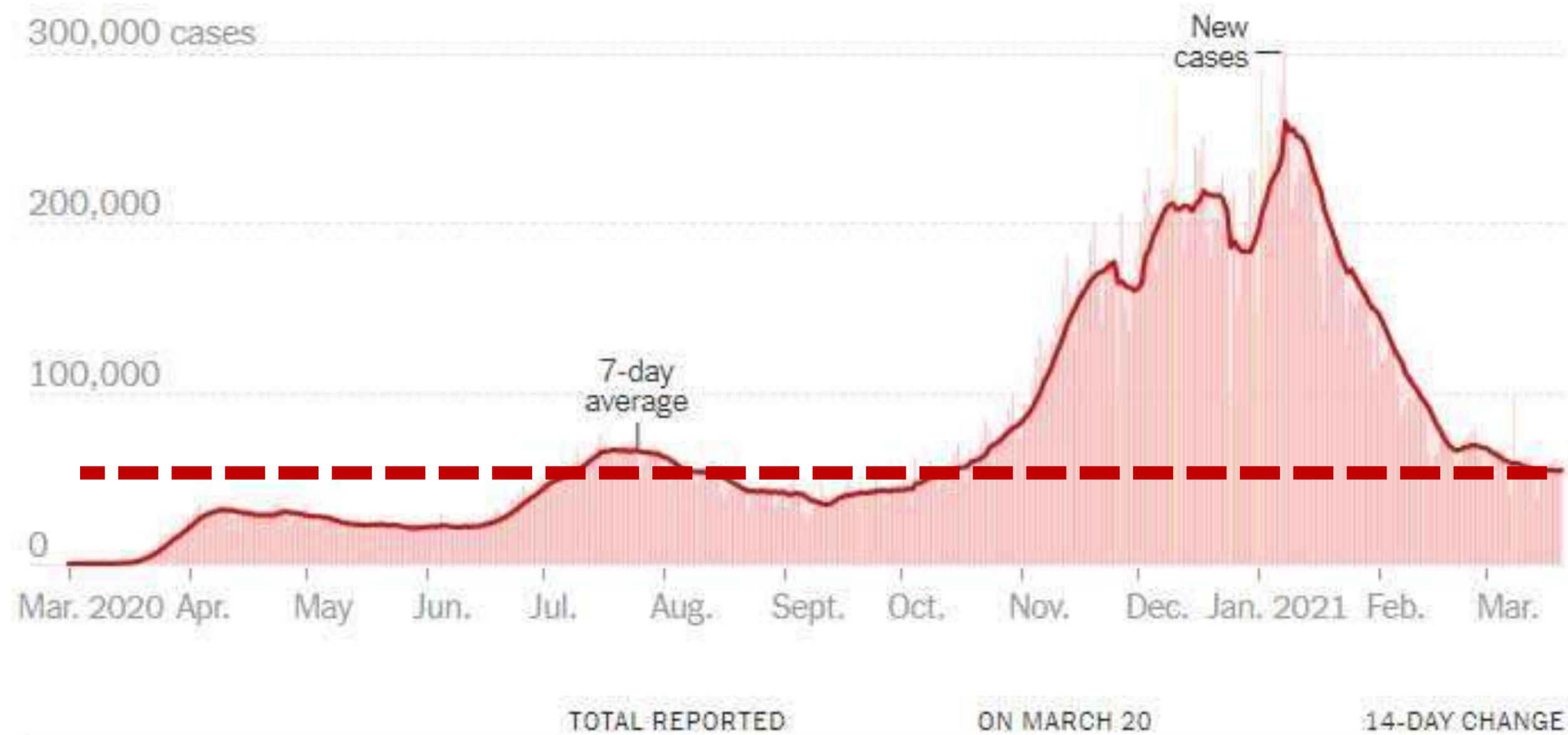
NEWS

Business

Coronavirus in the U.S.: Latest Map and Case Count

Updated March 21, 2021, 12:24 A.M. E.T.

[Leer en español](#)

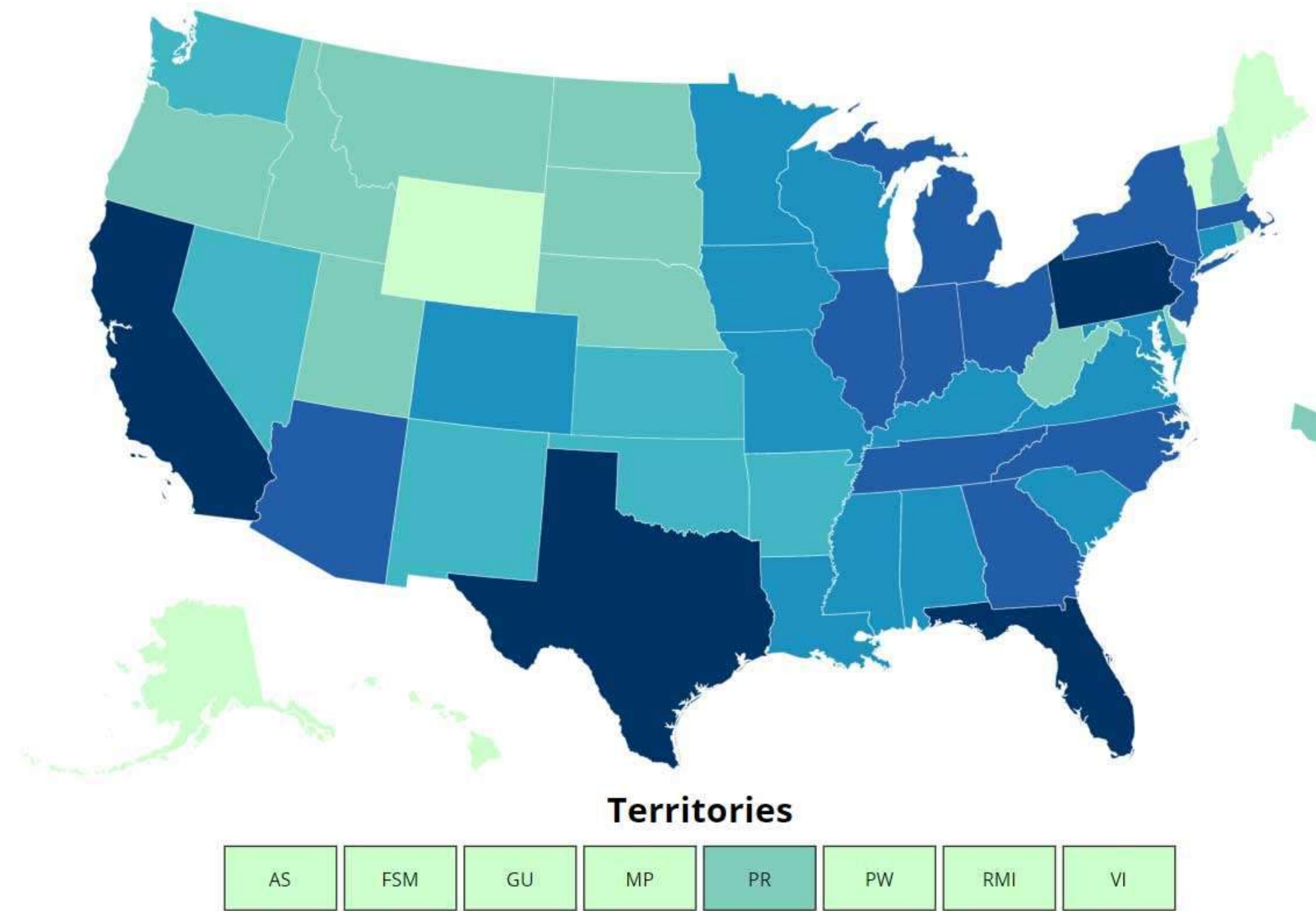


United States COVID-19 Cases and Deaths by State

Maps, charts, and data provided by CDC, updated daily by 8 pm ET[†]



Total Number of COVID-19 Deaths in the US Reported to the CDC, by State/Territory





New Lockdowns In Europe As COVID-19 Cases Soar; Pakistan's PM Tests Positive

Updated March 20, 2021 - 2:33 PM ET

H.J. MAI



Travelers waited to flee Paris at the Montparnasse Train Station on Friday ahead of a new lockdown announced by the government in response to a surge in cases of the coronavirus.

Julien Mattia/Khadou Agency via Getty Images

Several European countries have instituted new lockdown restrictions, while others are considering tightening their rules in order to curb the spread of the coronavirus as case numbers across the continent are surging once again.

In France, a new partial lockdown took effect at midnight on Friday. Some 21 million people across 16 regions, including Paris, are affected by the new measures. The French government decided to take the step amid fears of a third wave.

Covid cases are rising in 21 states as health officials warn against reopening too quickly

PUBLISHED SAT, MAR 20 2021 3:32 PM EDT



Emma Newburger
@EMMA_NEWBURGER

KEY POINTS

- Even as the pace of vaccinations accelerates in the U.S., Covid-19 cases are increasing in 21 states and highly infectious variants are spreading even as governors begin to relax restrictions on businesses.
- Public health officials warn that while roughly 2.5 million people nationwide are receiving shots every day, infection levels have plateaued this month and some states have failed to reduce the number of daily cases.
- The 7-day moving average of new infections was 54,666 as of Friday, according to a CNBC analysis of data from Johns Hopkins University.

Even as the pace of vaccinations accelerates in the U.S., [Covid-19](#) cases are increasing in 21 states and highly infectious variants are spreading as governors relax restrictions on businesses like restaurants, bars and gyms.

Public health officials warn that while roughly 2.5 million people nationwide are receiving shots every day, infection levels have plateaued this month and some states have failed to reduce the number of daily cases.

The 7-day moving average of new infections plateaued at 54,666 as of Friday after declining for weeks, according to a CNBC analysis of data from Johns Hopkins University.

More than 541,000 people in the U.S. have died of the disease.

California

'People are champing at the bit': California is reopening - but how fast is too fast?

Most can finally go to the gym or the movies again. But health experts say caution is essential to prevent future lockdowns



▲ People walk on the Malibu Pier on Sunday as businesses reopen. Photograph: Mark J Terrill/AP

Gabrielle Canon in San Francisco and Fresno and Sam Levin in Los Angeles

Sat 20 Mar 2021 06:00 EDT

For the first time in more than a year, the vast majority of Californians can dine indoors, go to the gym, catch a movie at their local theater or attend a religious service.

The mood in the state has been buoyant in recent weeks, as case numbers continue a dramatic decline and major cities lift rules that have been among the strictest and longest-lasting in the country.

In San Francisco, groups of picnickers can be spotted gathering in parks as the weather warms, residents have been able to reunite with vaccinated friends and family members and Bay Area baseball teams are preparing to play for fans in time for opening day on 1 April.

Miami Beach imposes curfew over spring breakers, declares state of emergency

Colleges across the country canceled Spring Break, but young people have still descended on Florida

By Paul Best | Fox News



Florida shuts down some beaches to crack down on spring break partying amid coronavirus

COVID-19 pandemic hasn't stopped some breakers; reaction on 'The Five'

Cue Nelly, because apparently it's too 'hot in herre' so Miami Beach is canceling [Spring Break](#).

The city is instituting an 8 p.m. curfew and declaring a state of emergency to try to get the horde of Spring Breakers who have flooded the area under control.

"Too many people are coming here right now," Miami Beach Mayor [Dan Gelber said](#) at a press conference Saturday. "Our city in this area has become a tinder, and we can't have a policy of simply hoping it's not lit."

The main strip, Ocean Avenue, which has been jam-packed with revelers for the past two months, stayed crowded past 8 p.m. on Saturday night well past the 8 p.m. deadline.

AP

Top Stories Topics Video Listen

Trump's Mar-a-Lago partially closed due to COVID outbreak

By JILL COLVIN and TERRY SPENCER March 19, 2021



WASHINGTON (AP) — Former President Donald Trump's Mar-a-Lago club in Palm Beach, Florida, has been partially closed after staff members tested positive for the coronavirus.

That's according to several people, including one familiar with club operations, who said Mar-a-Lago had "partially closed" a section of the club and quarantined some of its workers "out of an abundance of caution." The person spoke on condition of anonymity because they were not authorized to discuss the situation by name.

An email sent to members said that service had been temporarily suspended in the club's dining room and at its beach club because some staff members had recently tested positive. It said the club had undertaken "all appropriate response measures," including sanitizing affected areas, and that banquet and event services remain open.

'Here we go with theater': Rand Paul, Dr. Fauci share heated exchange over vaccine, double masks

During a Senate hearing, Paul said Fauci wearing two masks despite getting the vaccine was 'theater.'



Credit: AP

Sen. Rand Paul, R-Ky., speaks during a Senate Health, Education, Labor and Pensions Committee hearing on the federal coronavirus response on Capitol Hill in Washington, Thursday, March 18, 2021. (AP Photo/Susan Walsh, Pool)

LOUISVILLE, Ky. — After an intense exchange, Dr. Anthony Fauci said Kentucky Senator Rand Paul is "dead wrong" about people getting re-infected with COVID-19.

During a Senate hearing, Paul said Fauci wearing two masks despite getting the vaccine was "theater." Fauci responded by saying masks were protective — not theater, later reiterating his points on CBS This Morning Friday.

COVID-19 Vaccinations in the United States

Total Vaccine Doses

Delivered 156,734,555

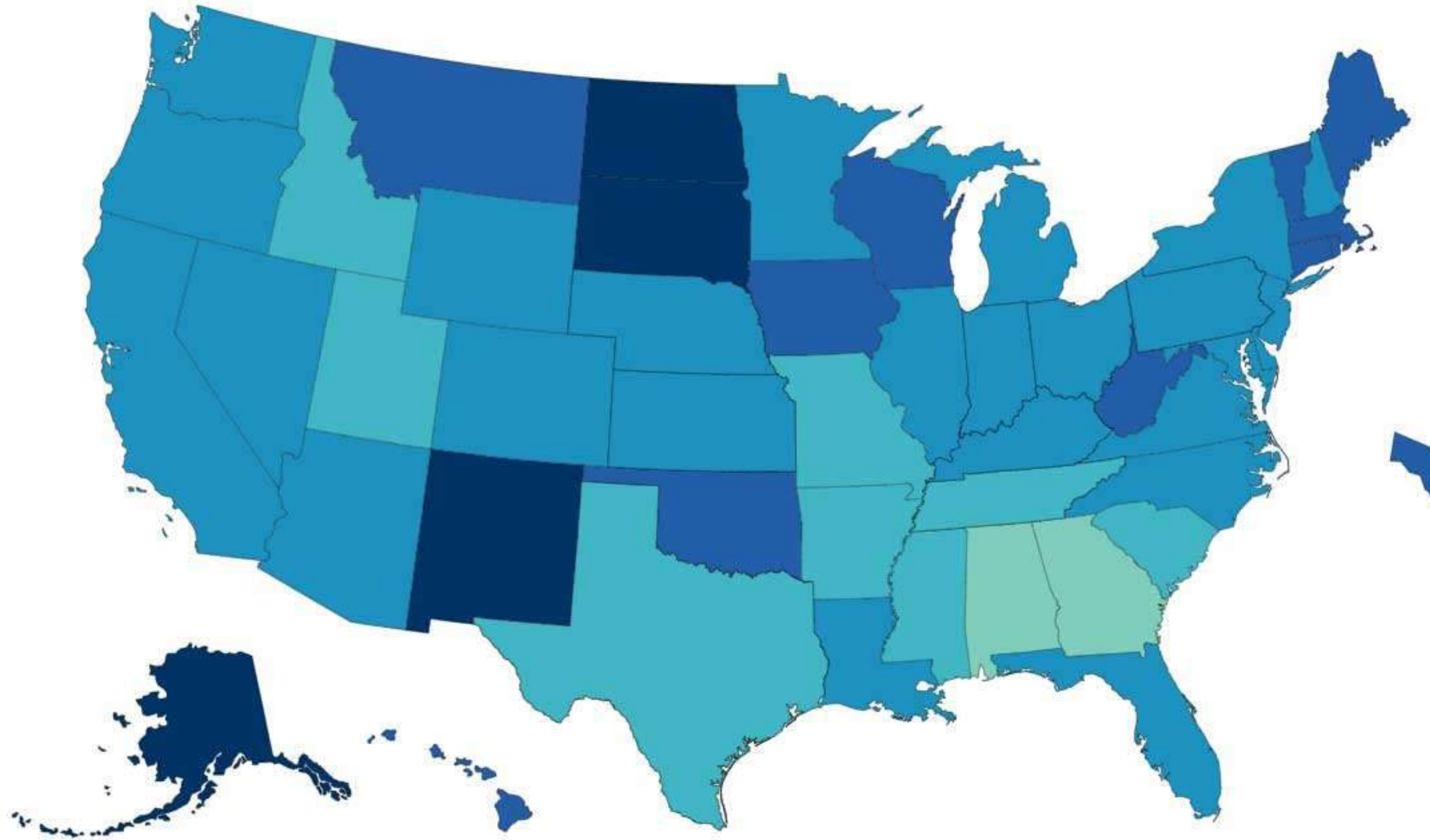
Administered 121,441,497

[Learn more about the distribution of vaccines.](#)

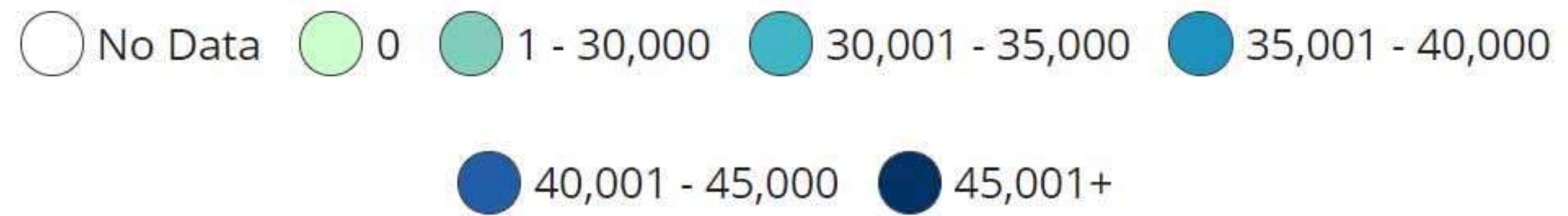
People Vaccinated	At Least One Dose	Fully Vaccinated
Total	79,367,225	43,036,818
% of Total Population	23.9%	13%
Population ≥ 18 Years of Age	79,175,241	42,979,656
% of Population ≥ 18 Years of Age	30.7%	16.7%
Population ≥ 65 Years of Age	37,193,728	22,307,044
% of Population ≥ 65 Years of Age	68%	40.8%

[Read more about how these data are reported.](#)

CDC | Data as of: Mar 20 2021 6:00am ET | Posted: Mar 20 2021 12:26PM ET



Total Doses Administered per 100,000



TAKEAWAYS

1

Traveler optimism, while still at near record high levels for the pandemic, retreated slightly this week.

2

Over the last few weeks there has been an increase in daydreaming and talking about travel, as well as a bump up in online planning.

3

Nearly 40 percent of travelers report having received a vaccine. Planning and booking trips in anticipation of widespread vaccine distribution moderated this week.

4

Most travelers say that the pandemic has changed their outlook on life, with a large share feeling their preference for travel destinations has changed for the longer term.

5

Approximately 1-in-5 American travelers say they are likely to spend at least part of their federal stimulus payments on leisure travel

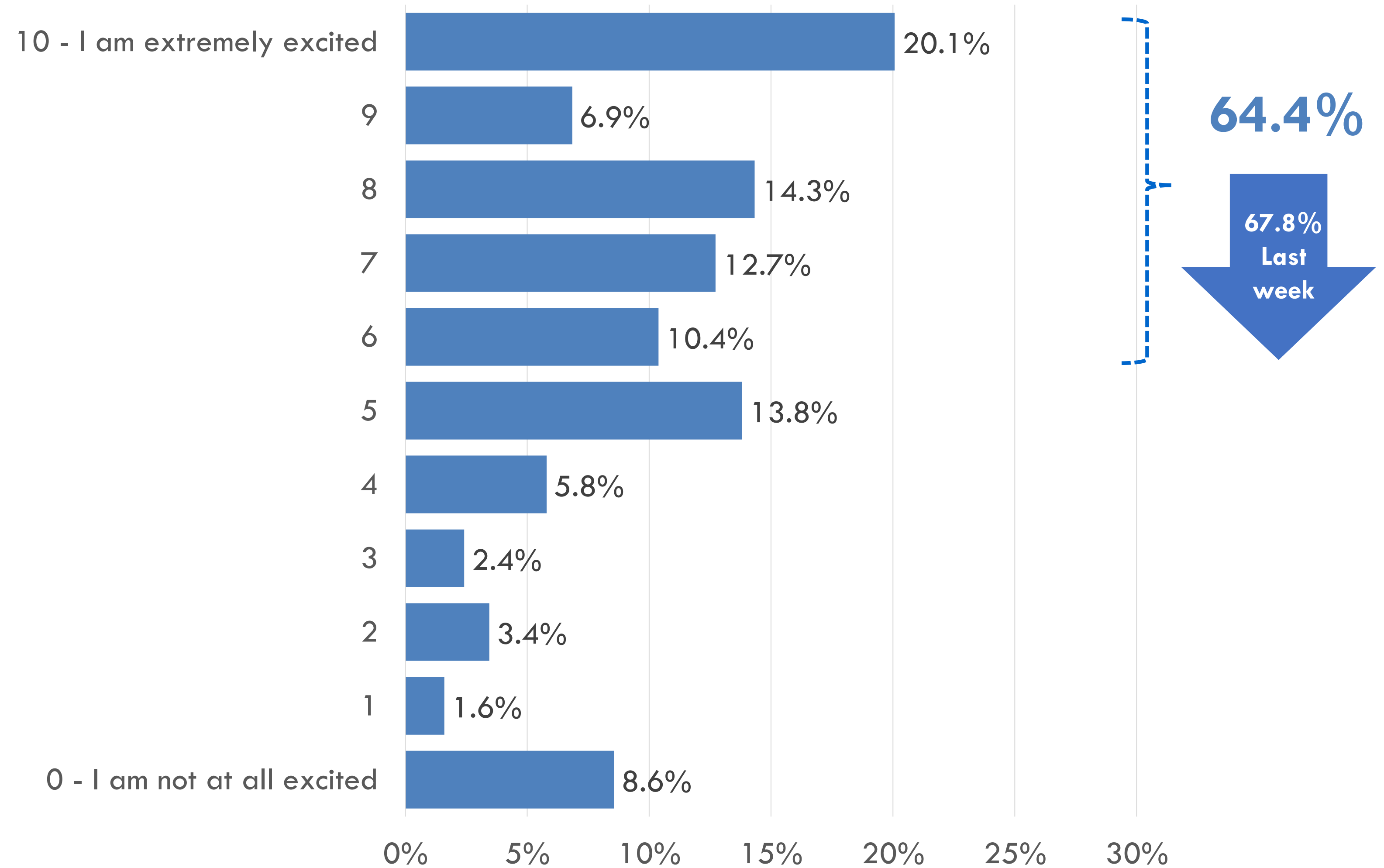


Traveler optimism, while still at near record high levels for the pandemic, retreated slightly this week.

EXCITEMENT FOR LEISURE TRAVEL IN 2021

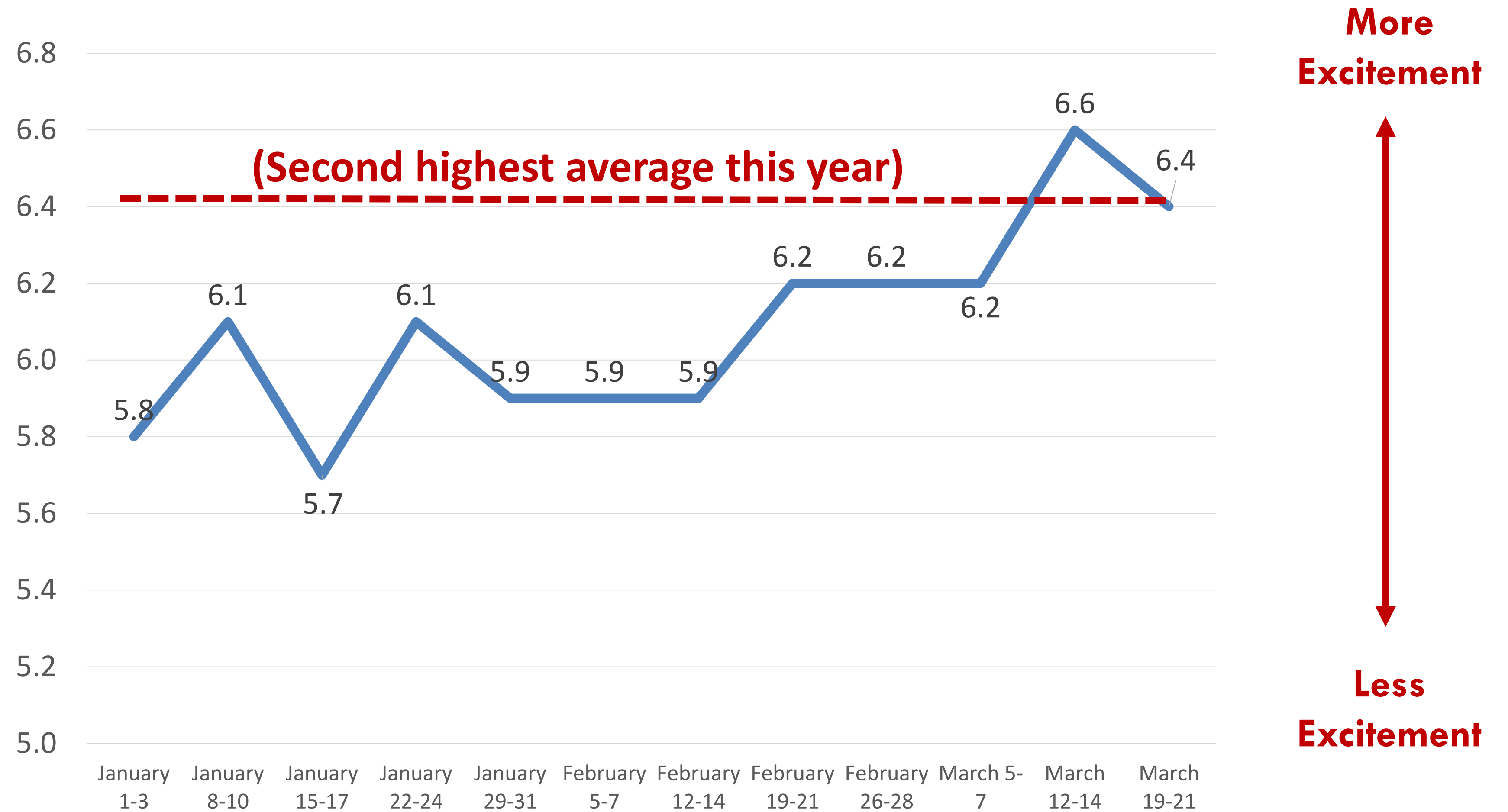
Question: Which best describes how excited you are about LEISURE TRAVEL in this year (2021)? (Please answer using the 11-point scale below)

(Base: Waves 54 data. All respondents, 1,208 completed surveys. Data collected March 19-21, 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)

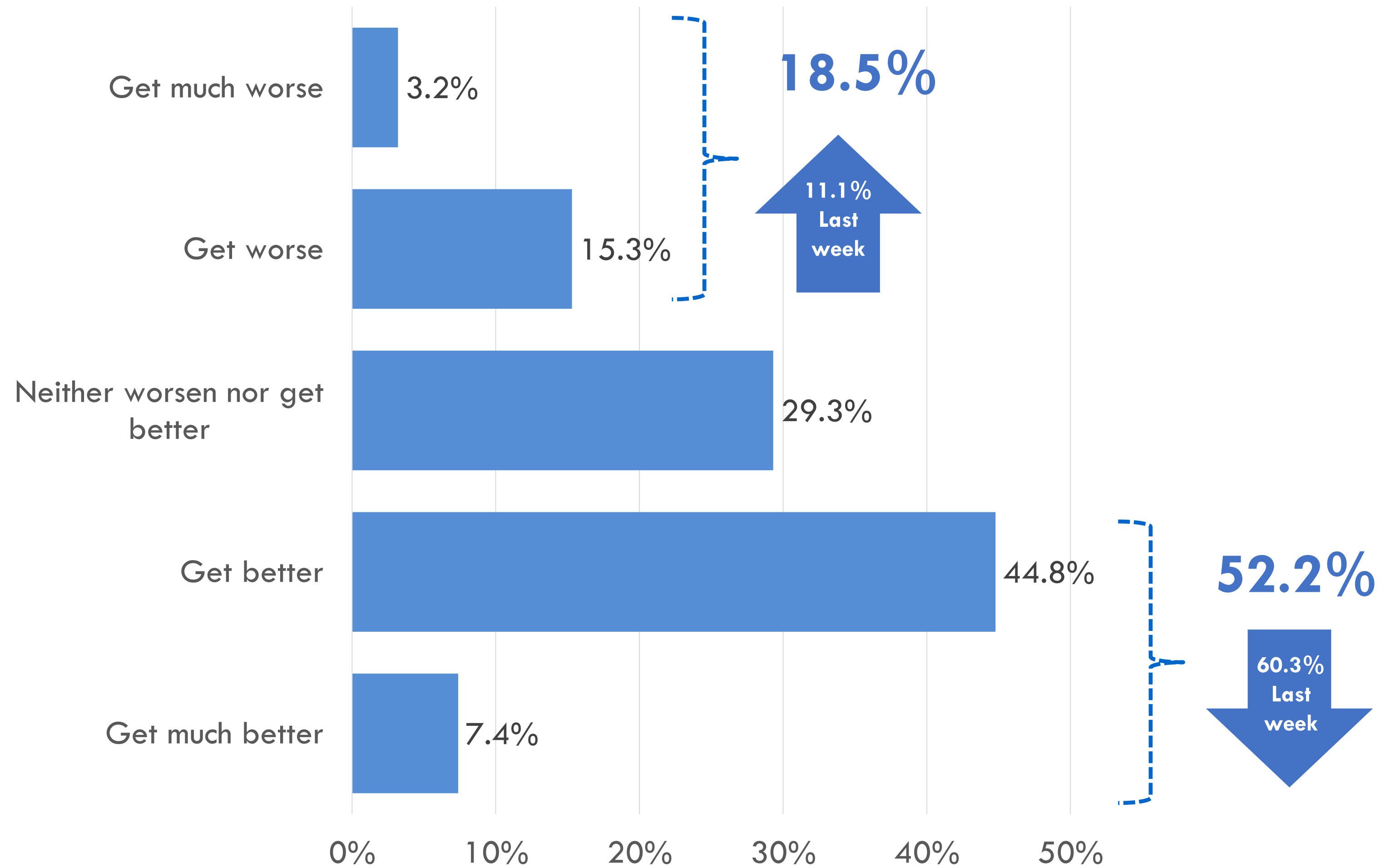


EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

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 54 data. All respondents, 1,208 completed surveys. Data collected March 19-21, 2021)

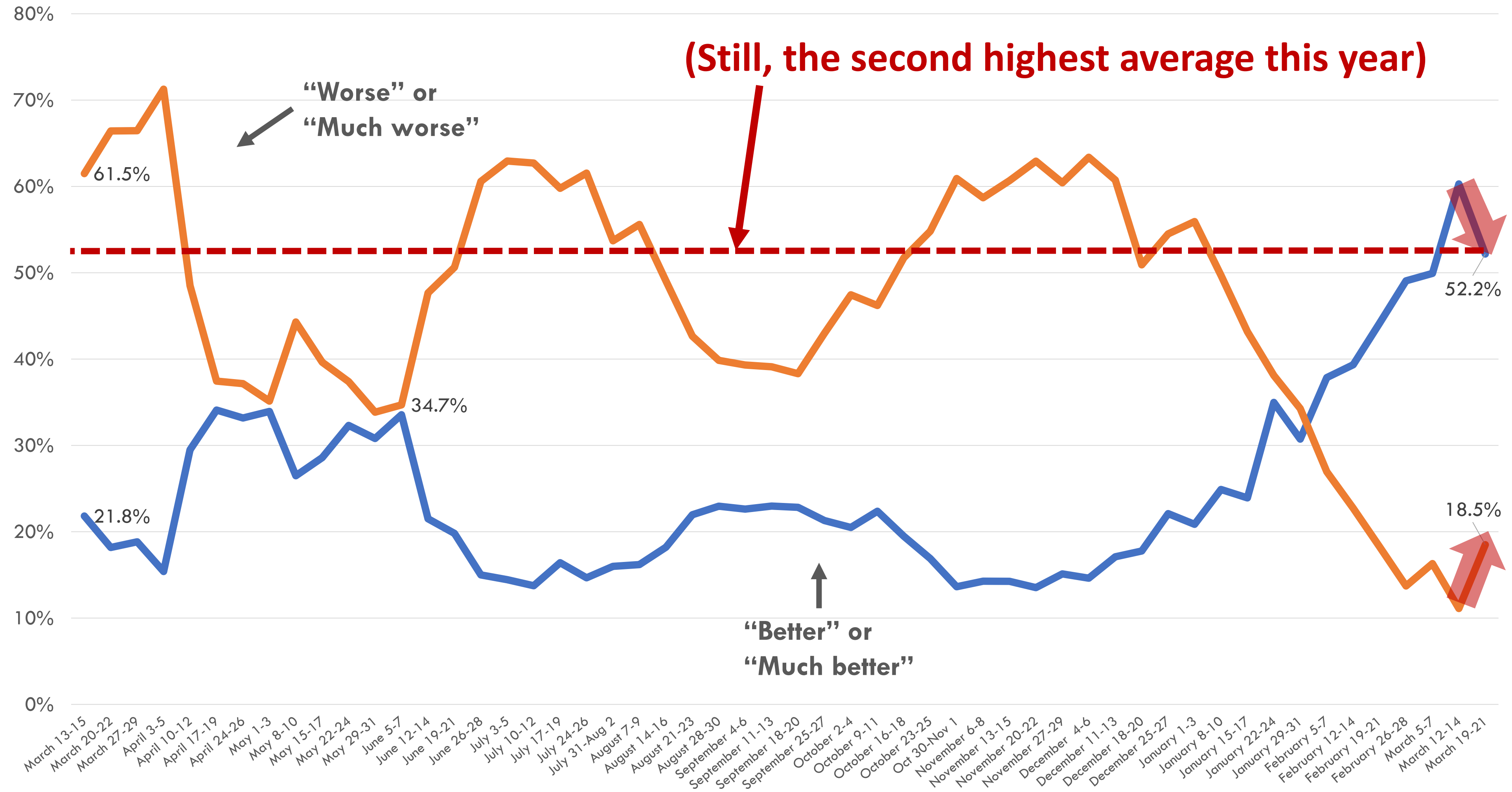


EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-54)

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

In the next month the coronavirus situation will

(Base: Waves 1-54. 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, 1,210, 1,204, 1,209, 1,204 and 1,208 completed surveys.)

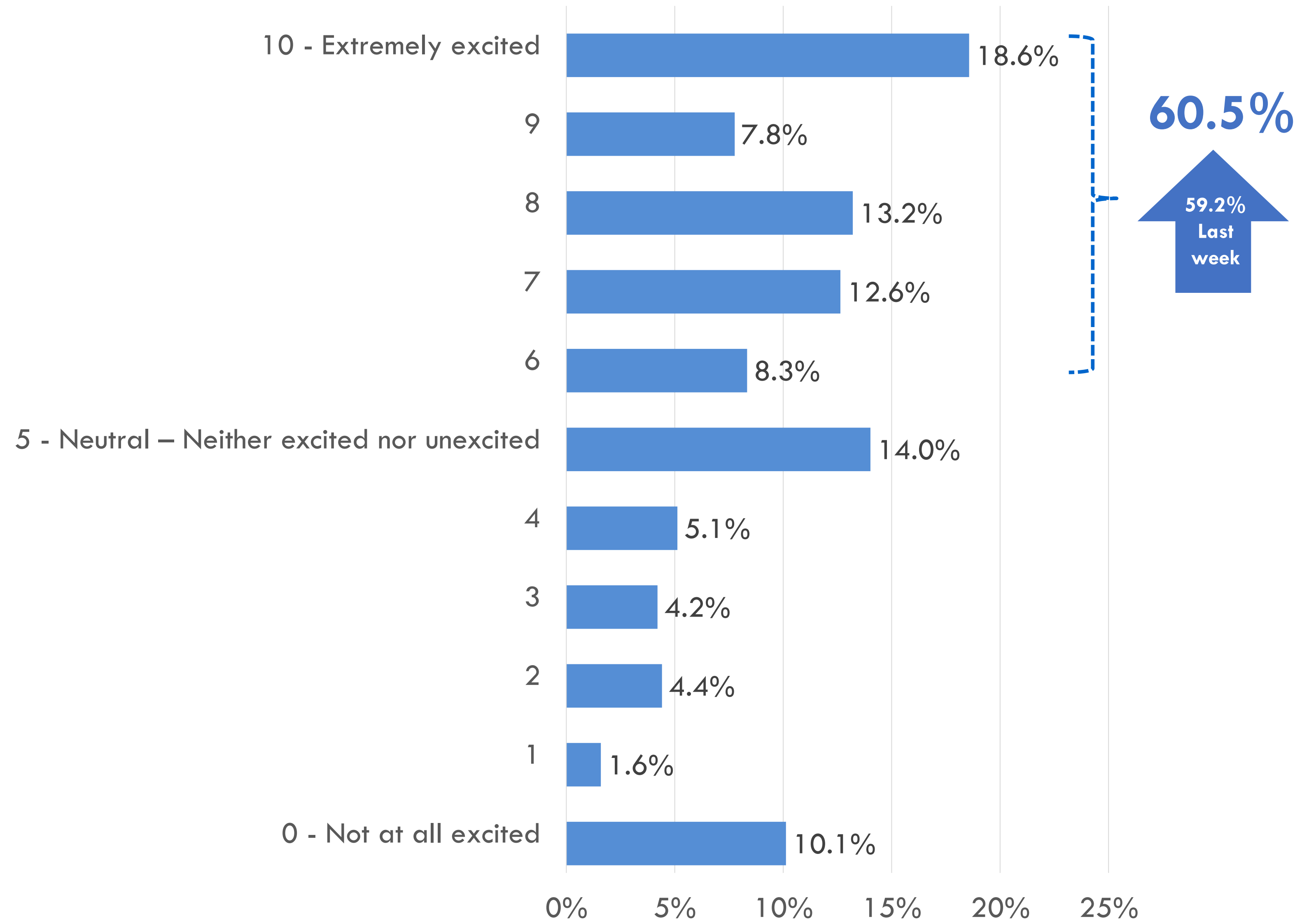


EXCITEMENT TO TRAVEL NOW

Question: Imagine that a good friend (or close family member) asks you to take a weekend getaway with them sometime in the next month.

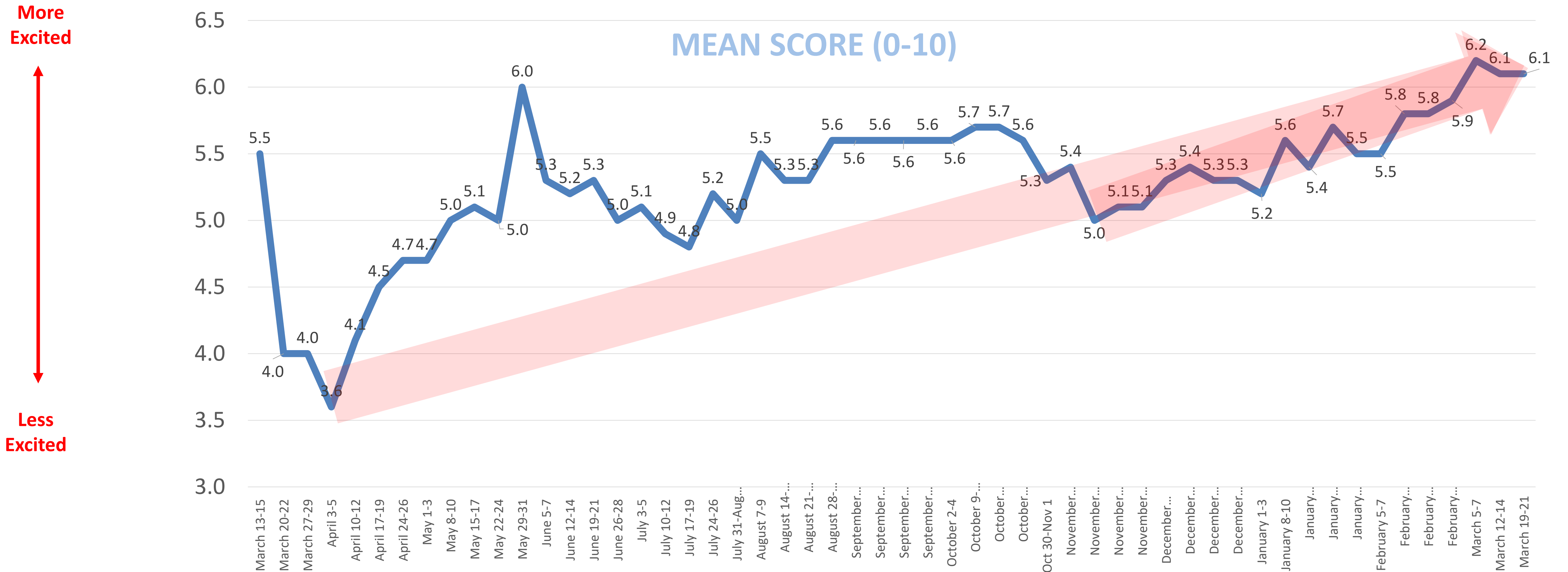
How excited would you be to go? (Assume the getaway is to a place you want to visit)

(Base: Wave 54 data. All respondents, 1,208 completed surveys. Data collected March 19-21, 2021)



EXCITEMENT TO TRAVEL NOW

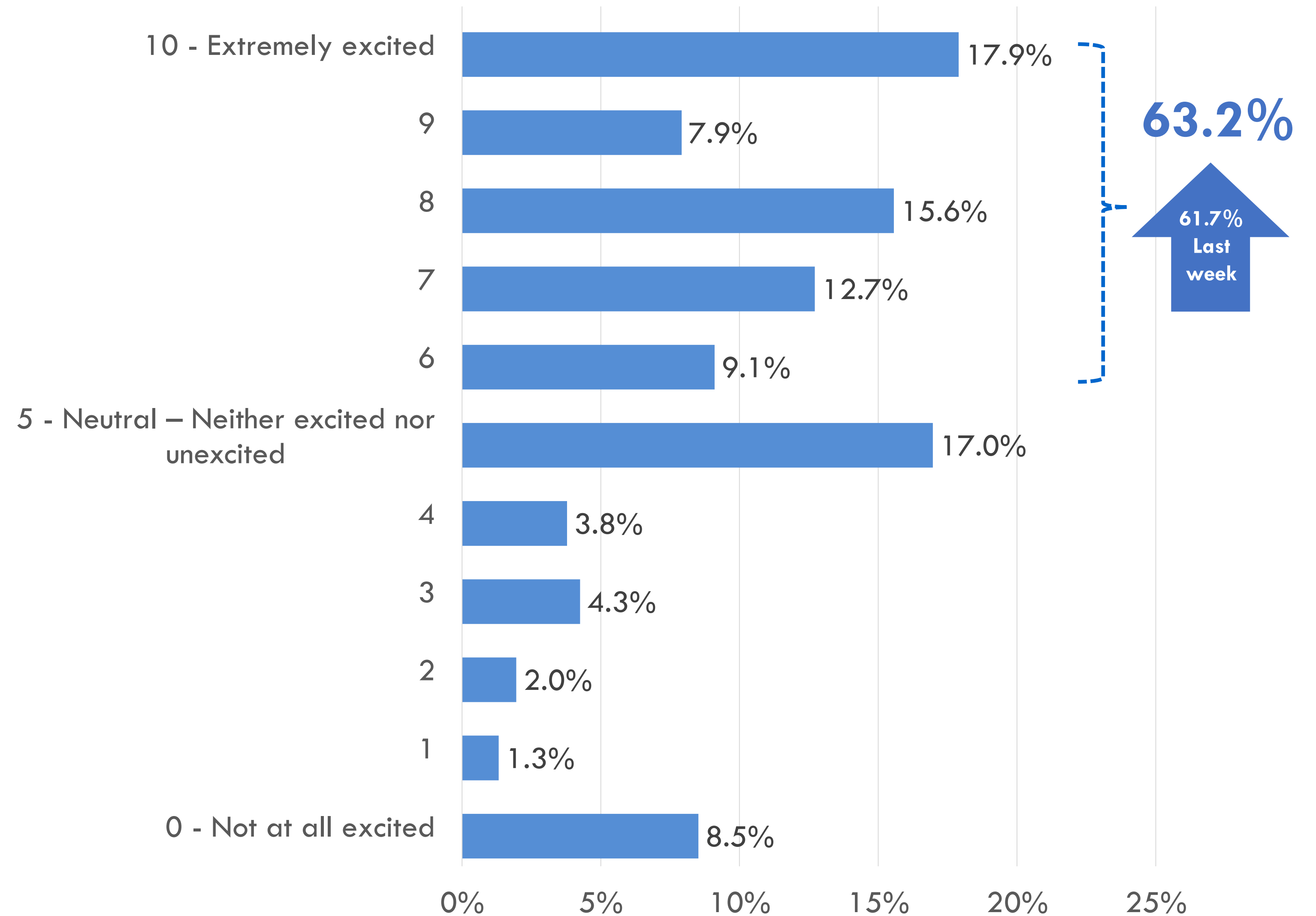
Question: Imagine that a good friend (or close family member) asks you to take a weekend getaway with them sometime in the next month. How excited would you be to go? (Assume the getaway is to a place you want to visit)



OPENNESS TO TRAVEL INSPIRATION

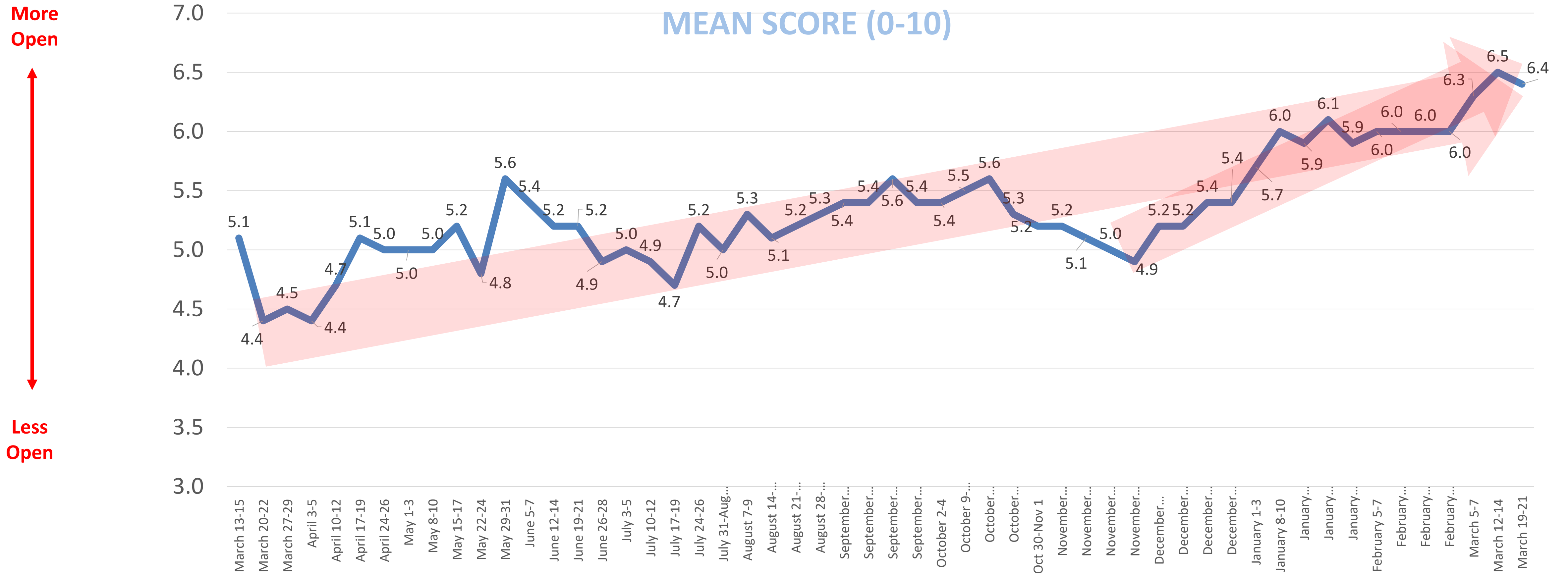
Question: At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?

(Base: Wave 54 data. All respondents, 1,208 completed surveys. Data collected March 19-21, 2021)



OPENNESS TO TRAVEL INSPIRATION

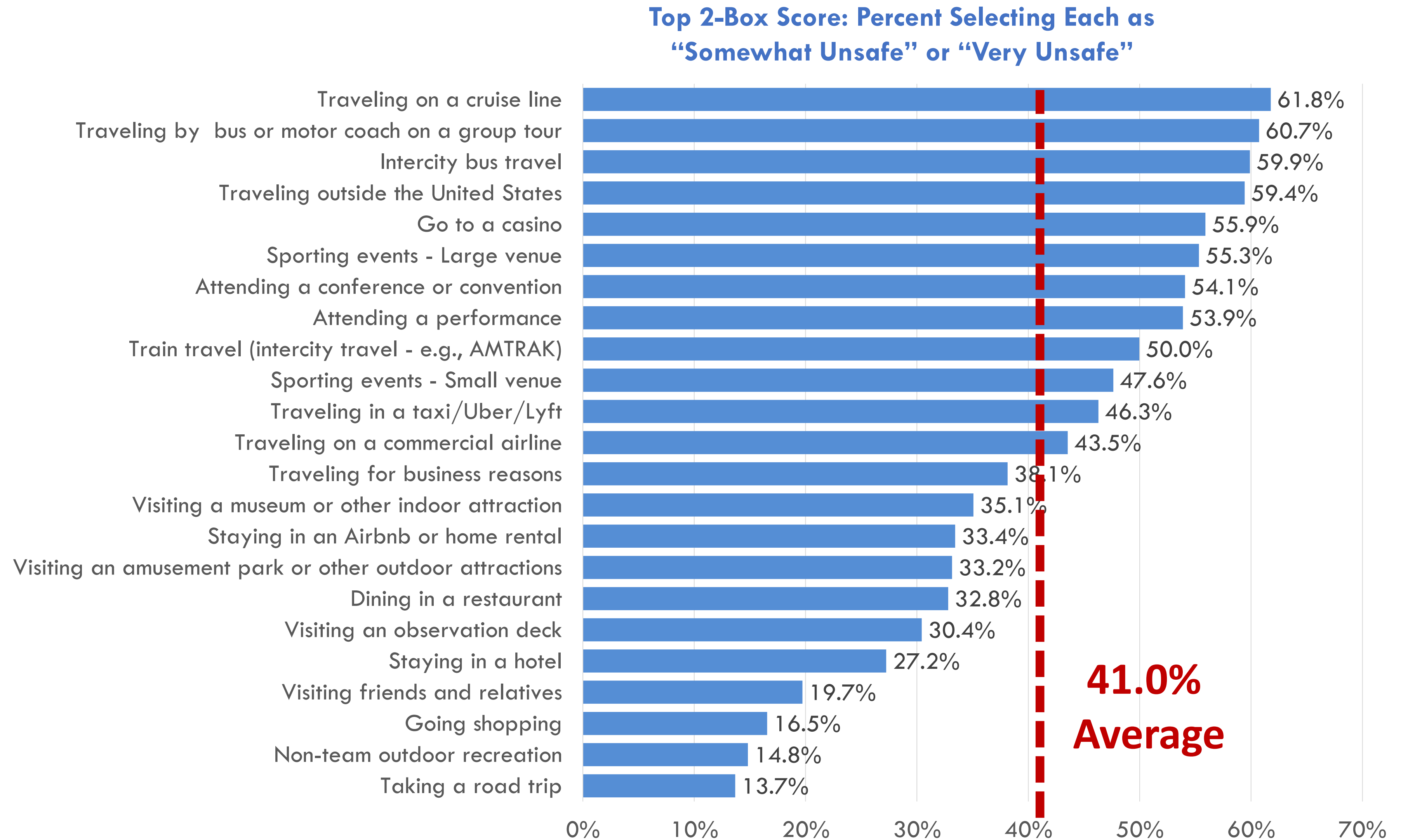
Question: At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 54)

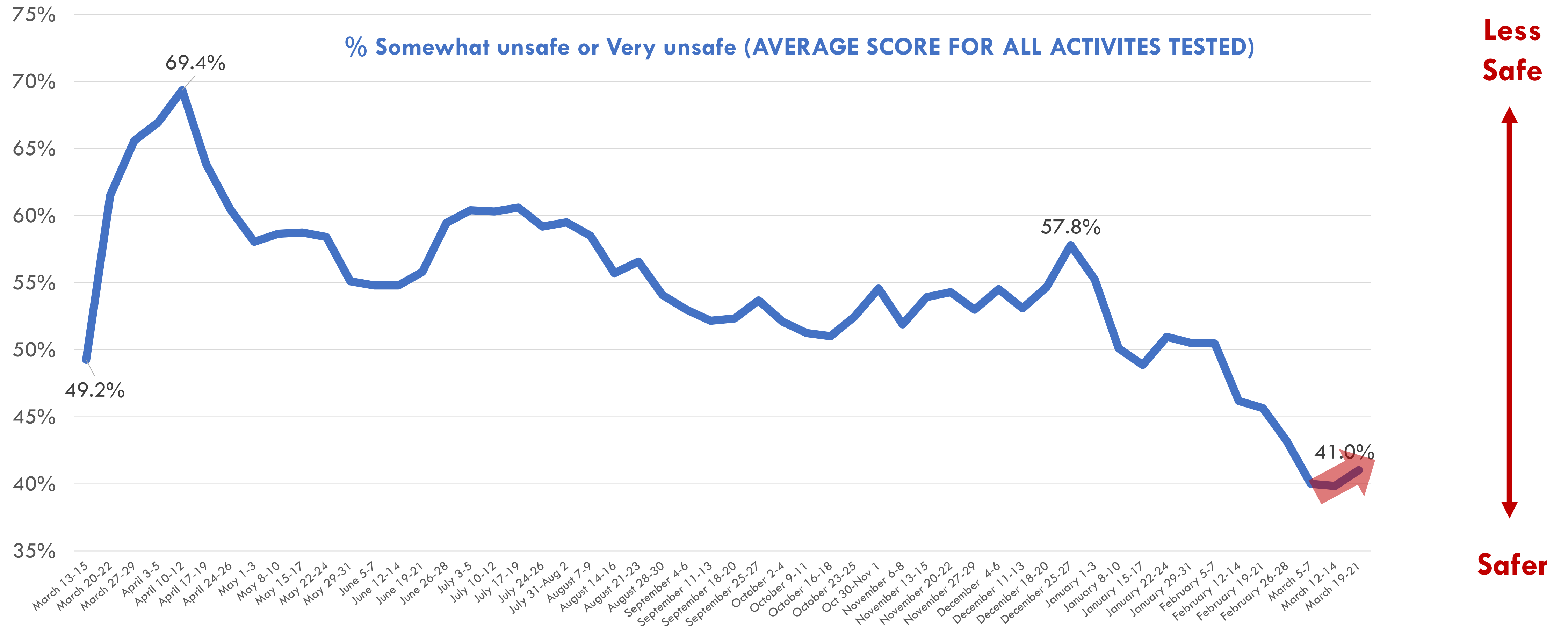
Question: At this moment, how safe would you feel doing each type of travel activity?

(Base: Wave 54 data. All respondents, 1,208 completed surveys. Data collected March 19-21, 2021)



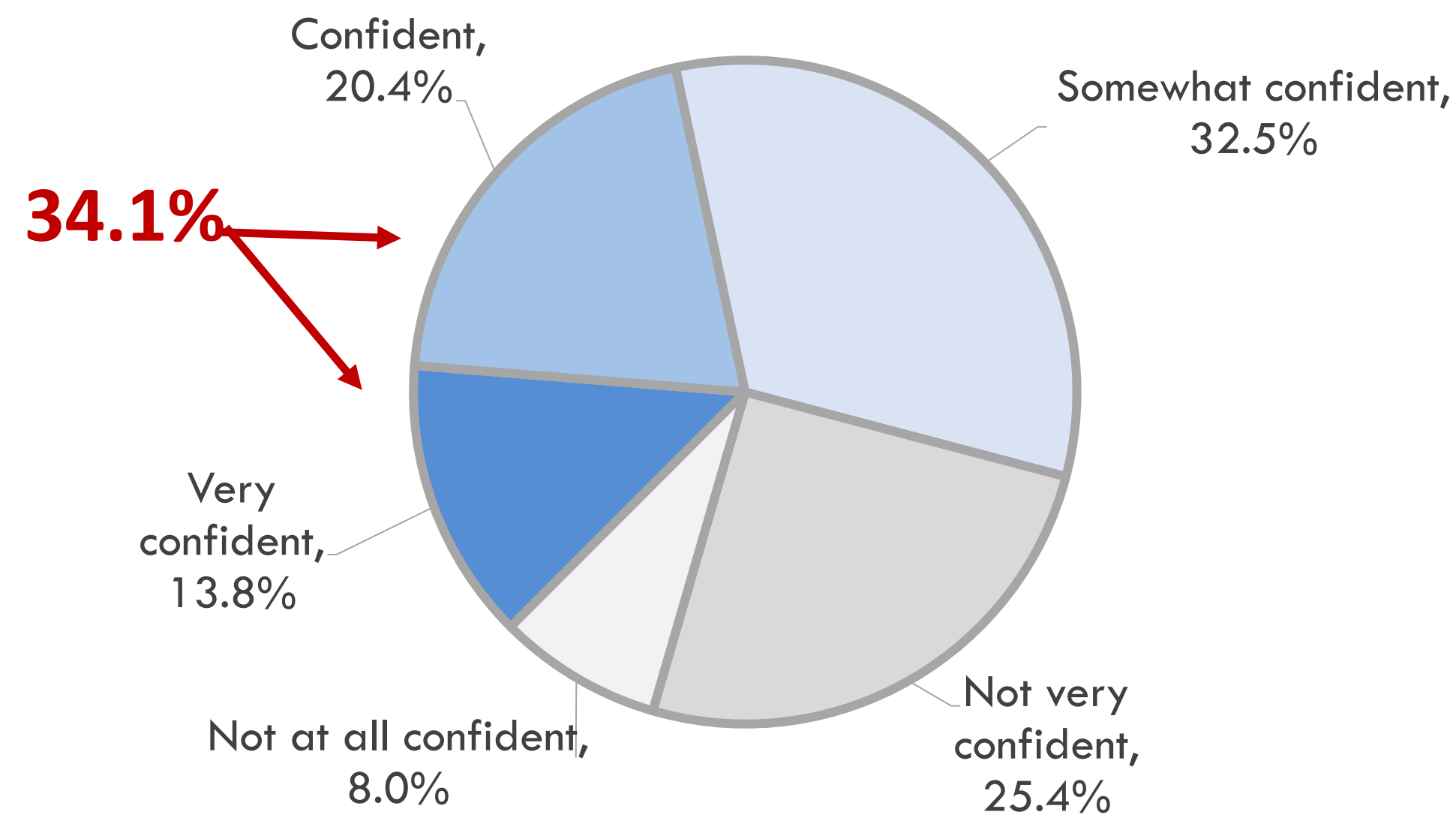
PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-54 COMPARISON)

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

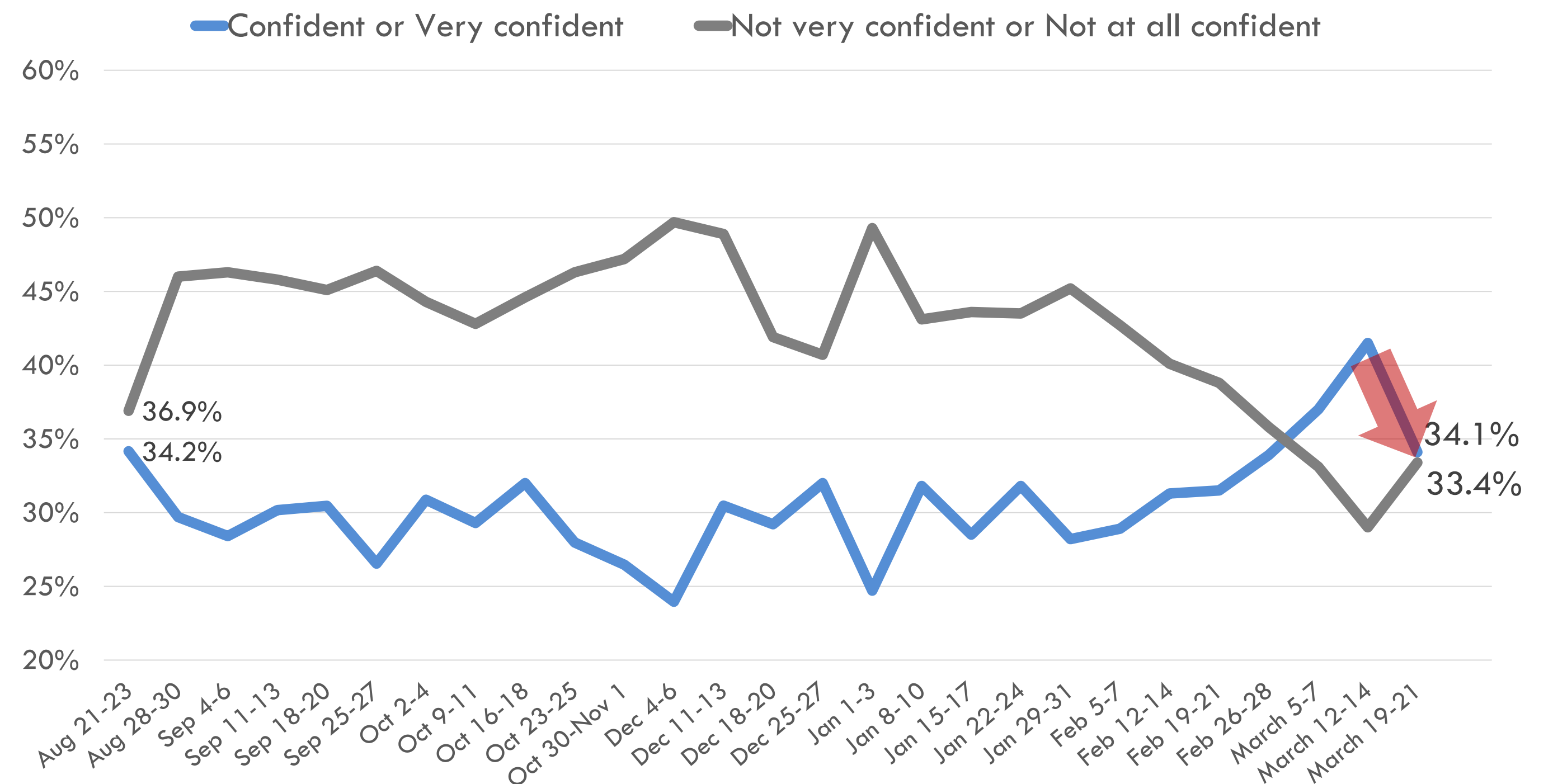


CONFIDENCE IN ABILITY TO TRAVEL SAFELY

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



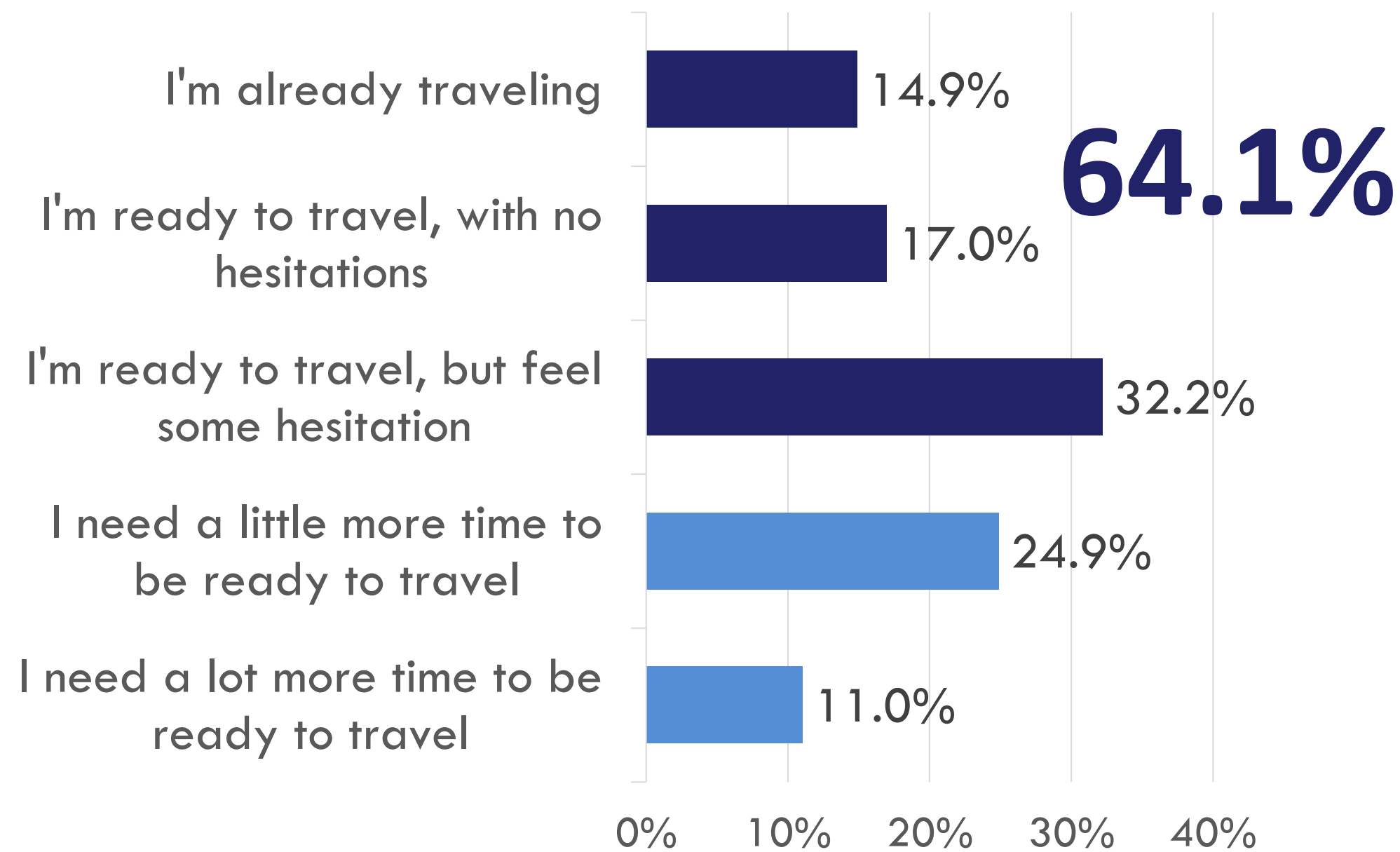
Historical data



(Base: Wave 24-34 and 39-54 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, 1,210, 1,204, 1,209, 1,204 and 1,208 completed surveys.)

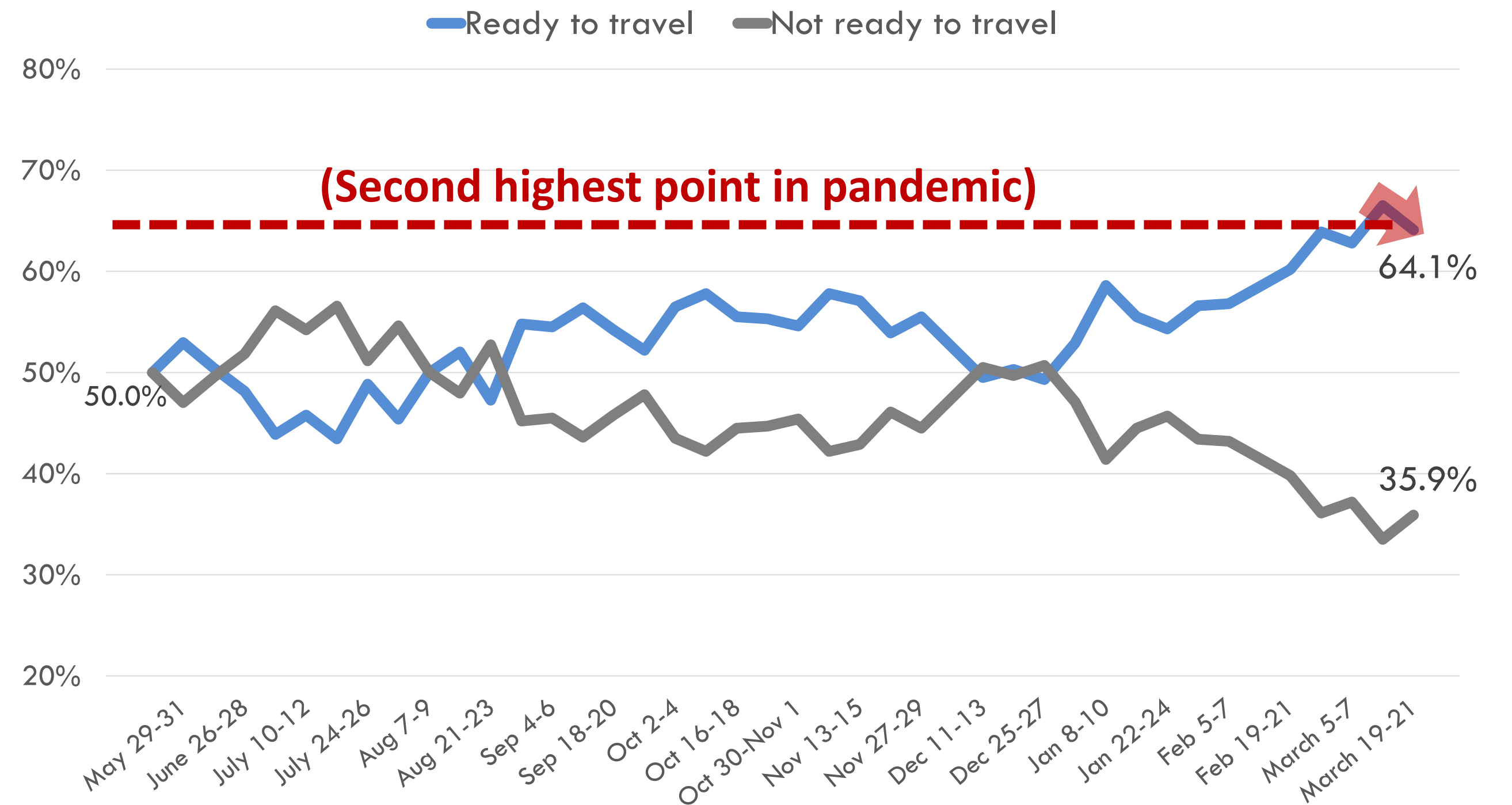
TRAVEL STATE-OF-MIND

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



(Base: Waves 12-13 and 15-54. 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, 1,210, 1,204, 1,209, 1,204 and 1,208 completed surveys.)

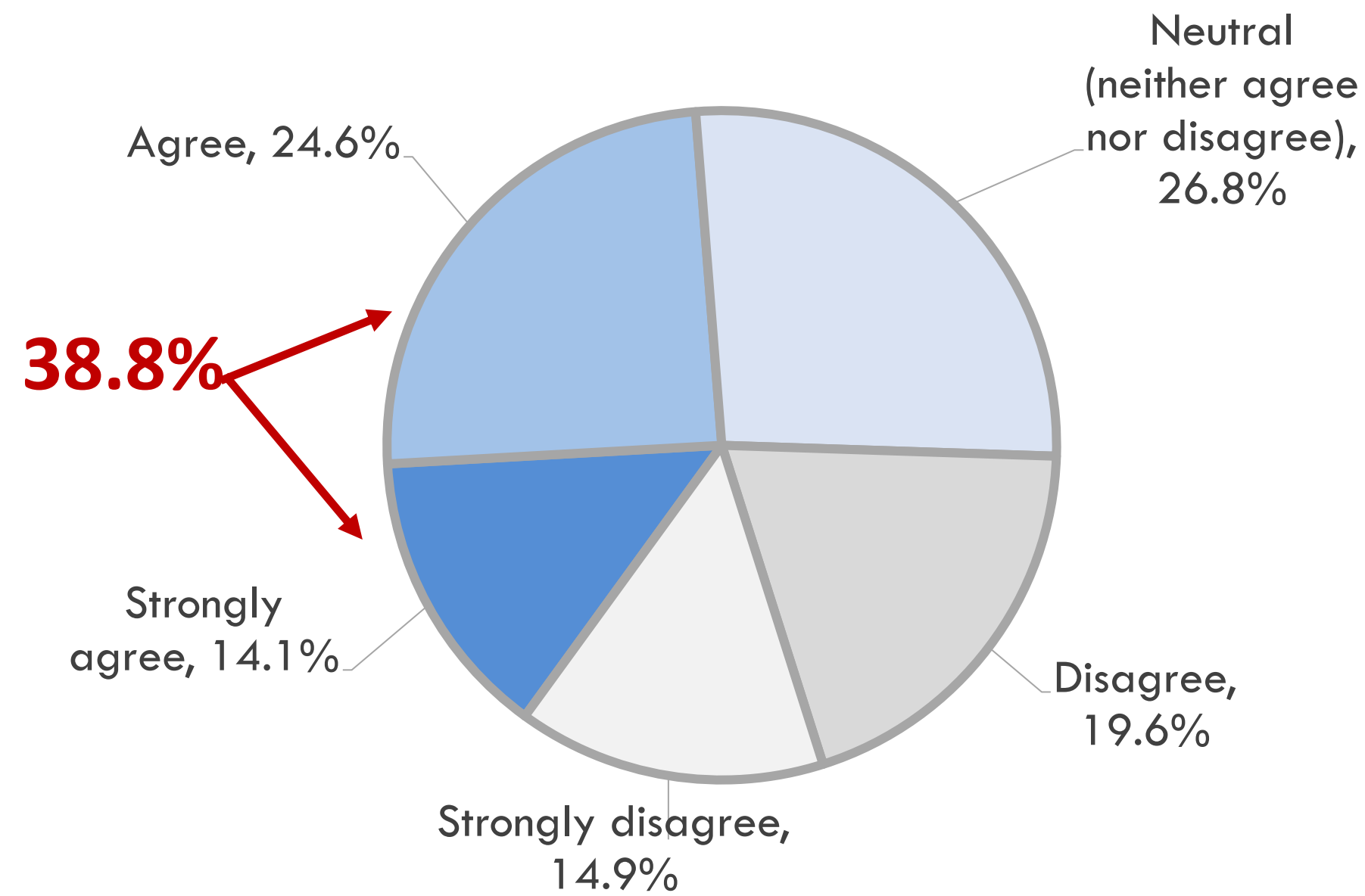
Historical data



AVOIDING TRAVEL UNTIL THE CORONAVIRUS BLOWS OVER

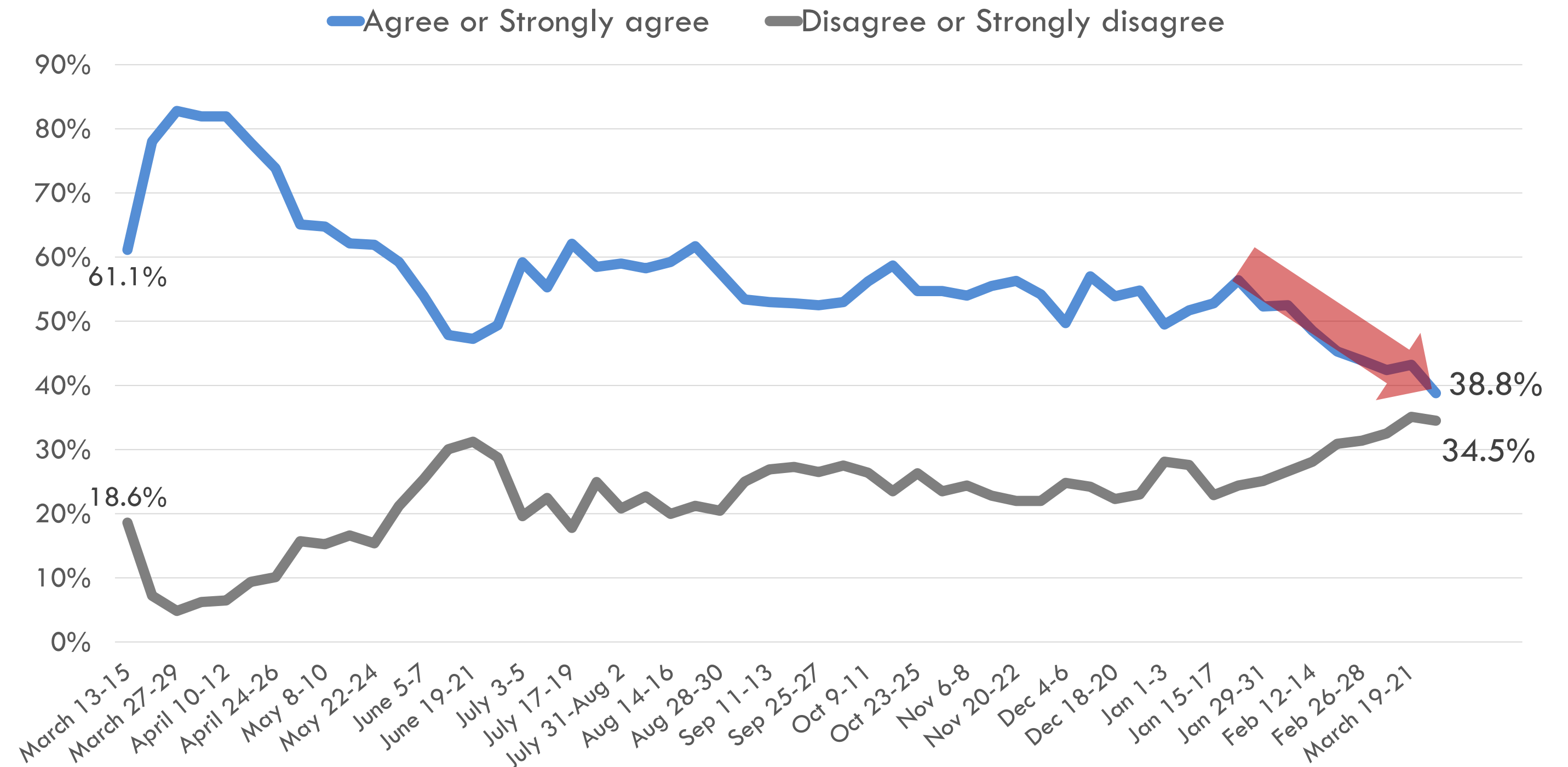
How much do you agree with the following statement?

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



(Base: Waves 1-54. 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, 1,210, 1,204, 1,209, 1,204 and 1,208 completed surveys.)

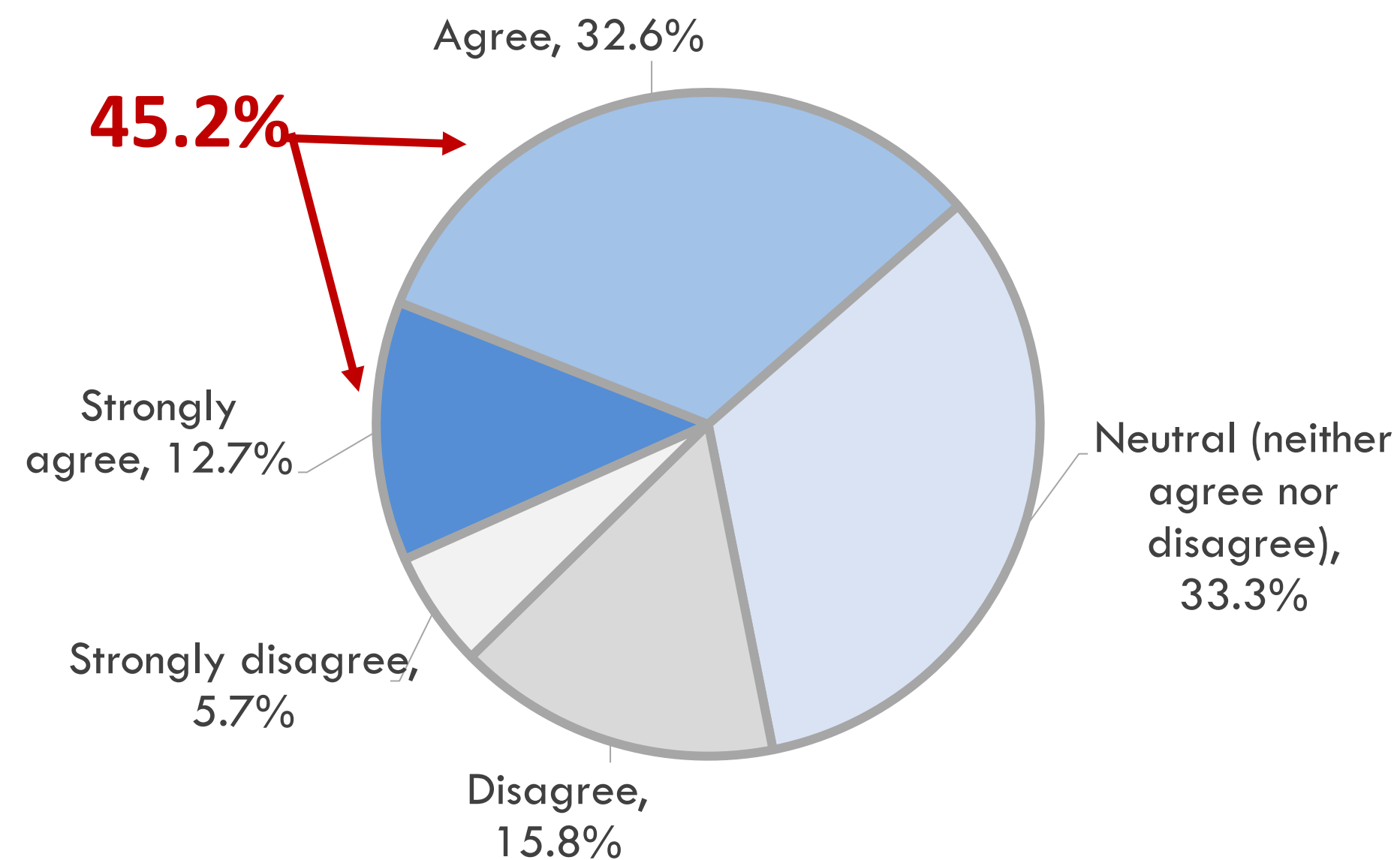
Historical data



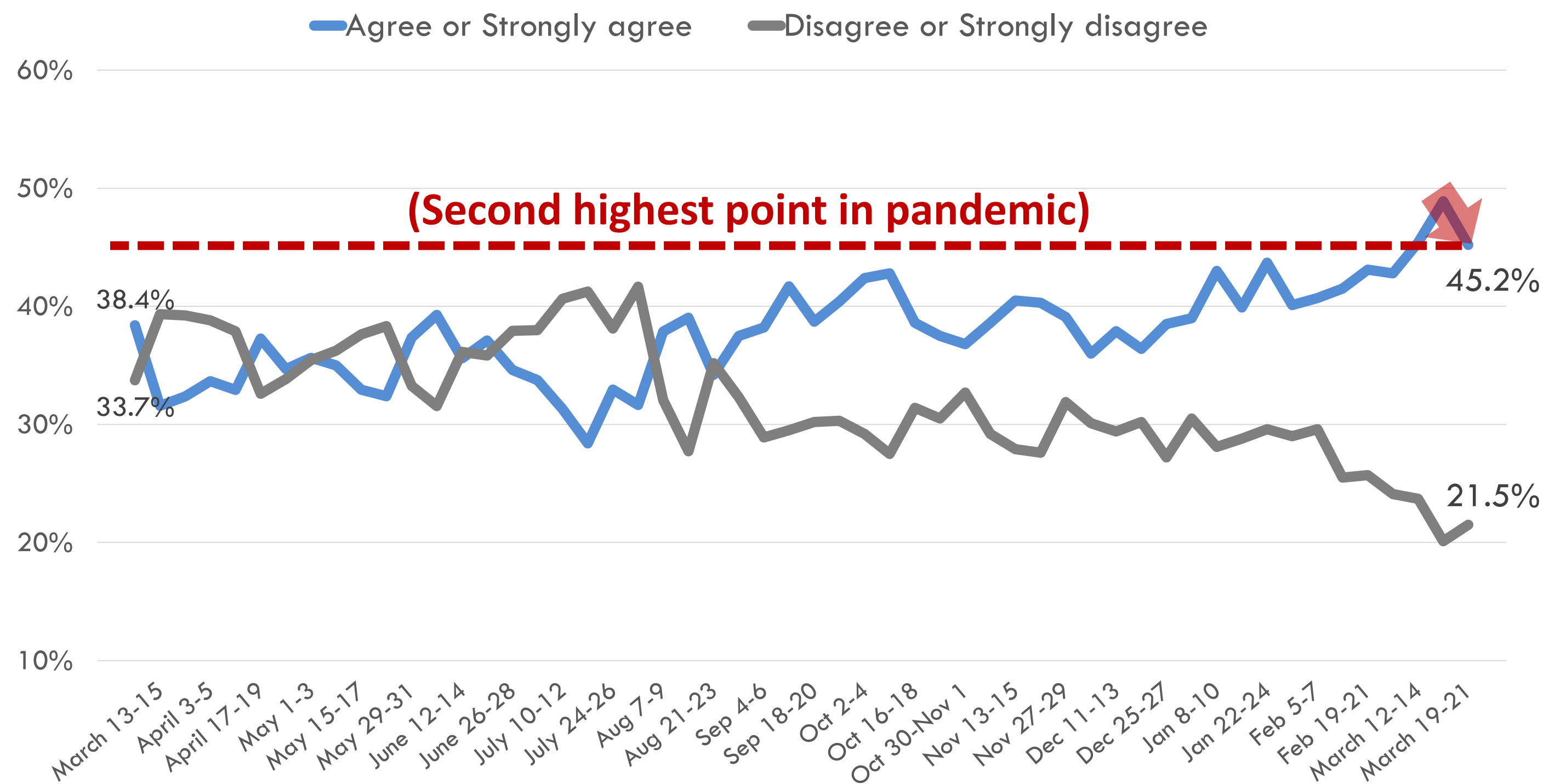
DISCOUNTS AND PRICE CUTS

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.



Historical data

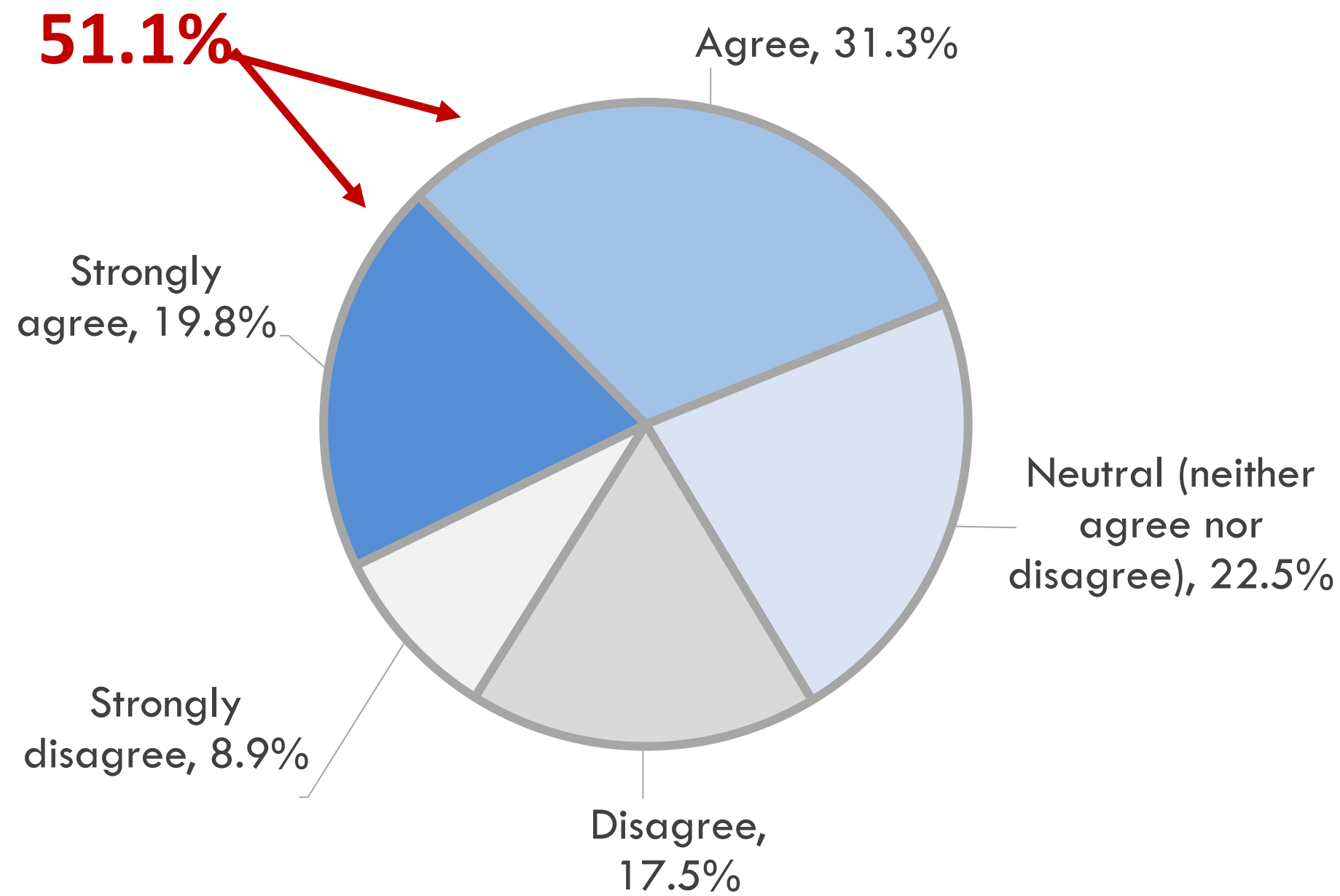


(Base: Waves 1-54. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204 and 1,208 completed surveys.)

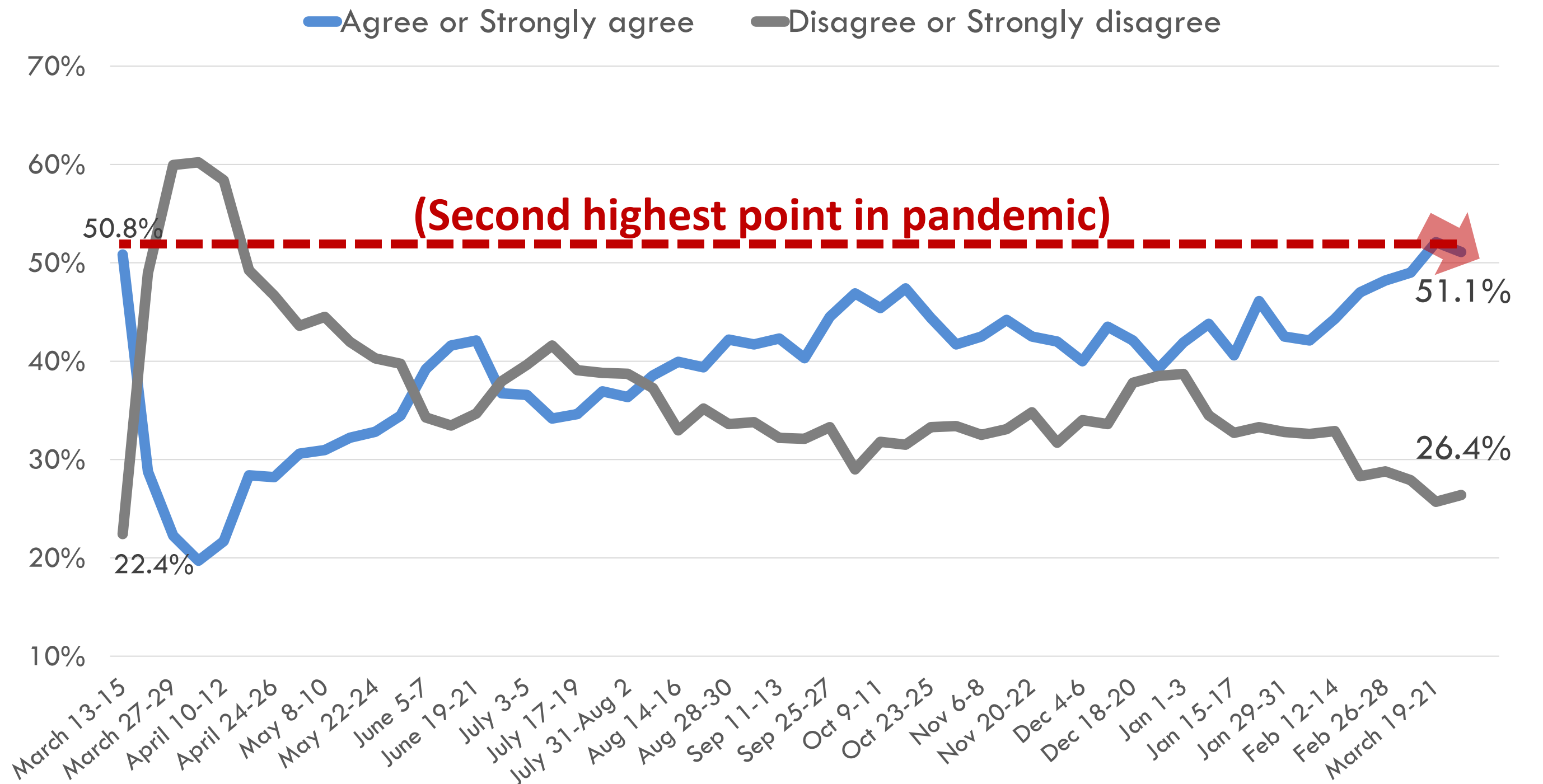
COMFORT ENJOYING HOME COMMUNITY

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.



Historical data

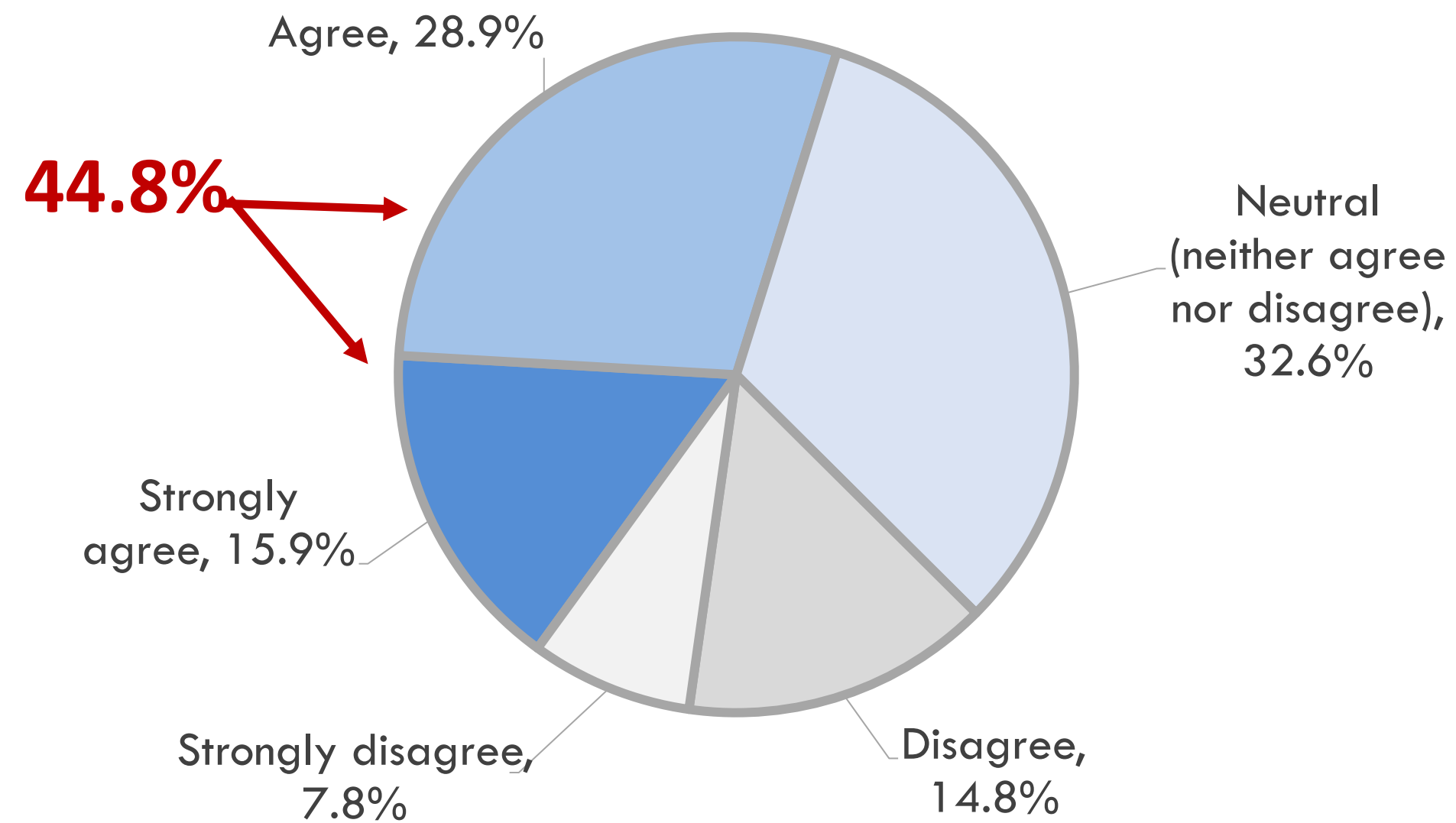


(Base: Waves 1-54. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204 and 1,208 completed surveys.)

TRAVELERS IN COMMUNITY ARE UNWANTED

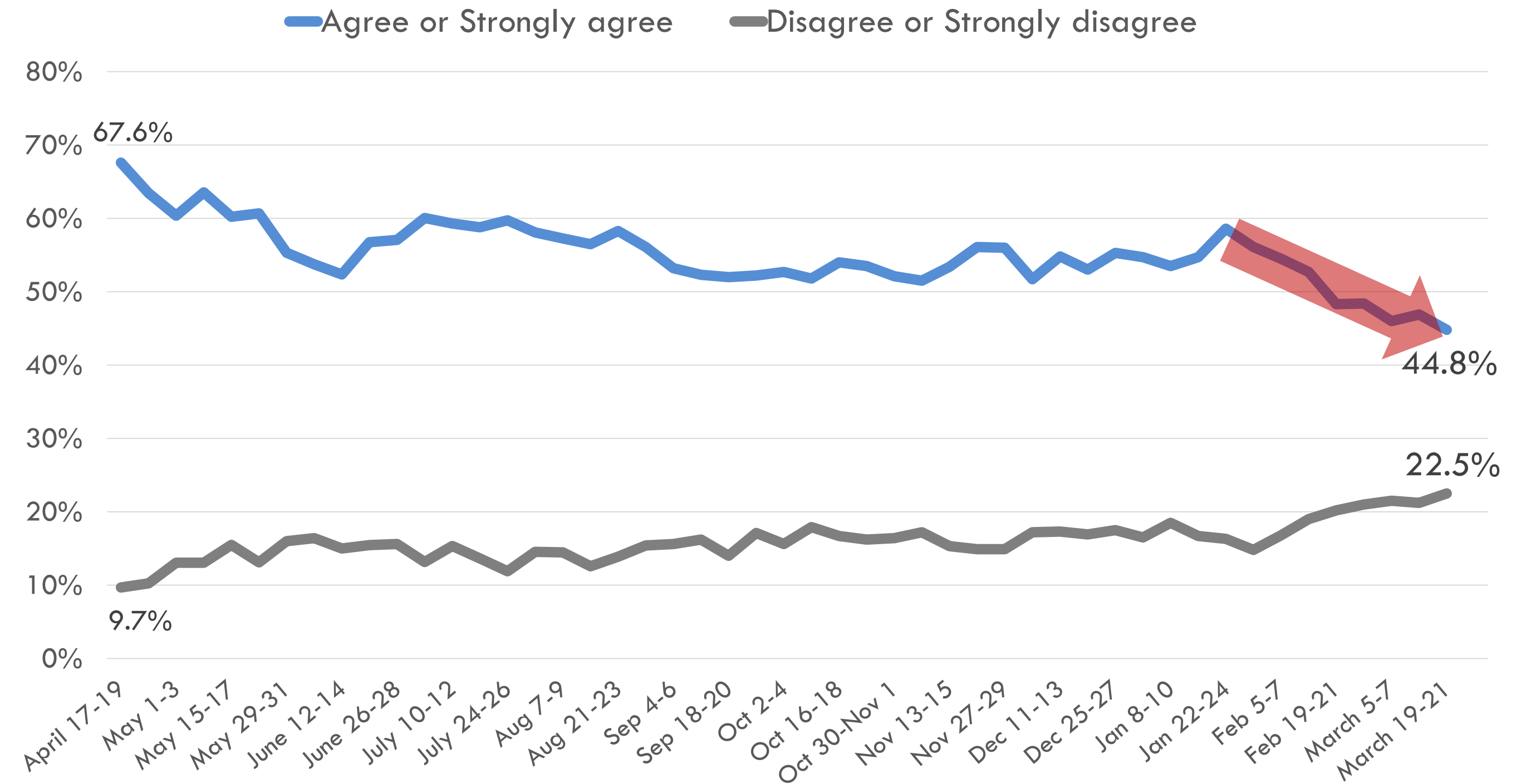
How much do you agree with the following statement?

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



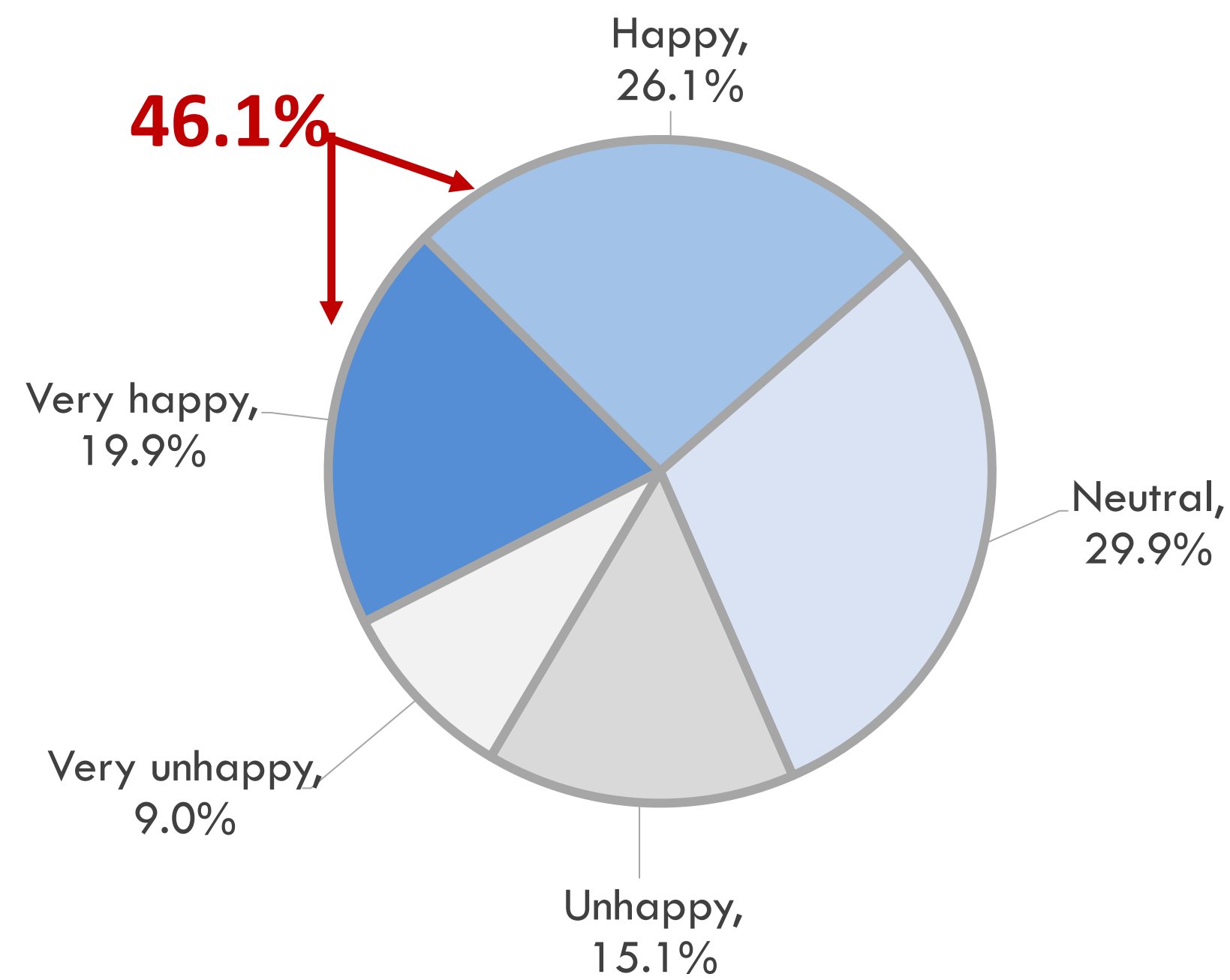
(Base: Waves 6-54. All respondents, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204 and 1,208 completed surveys.)

Historical data

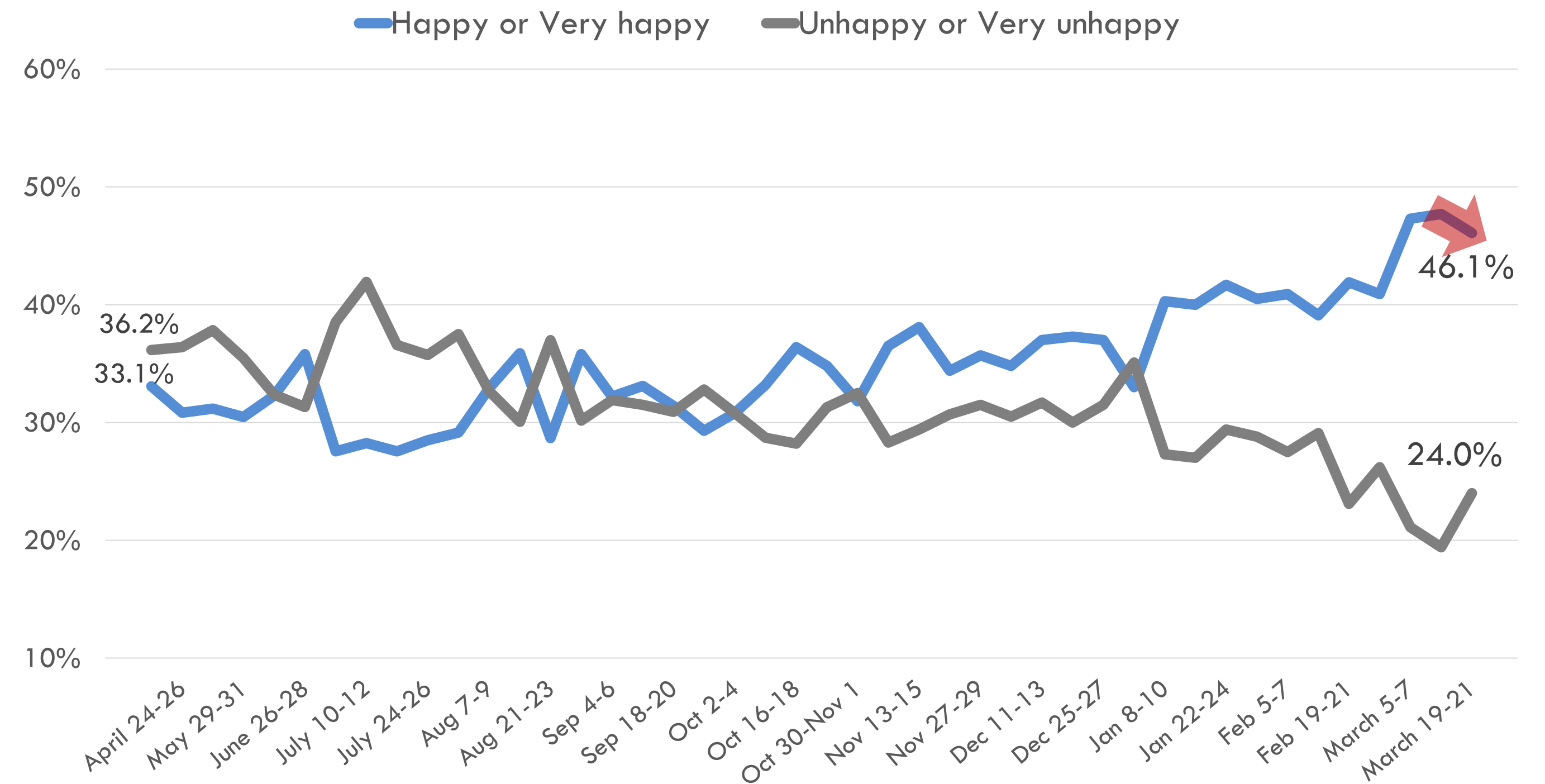


FEELINGS SEEING AN AD PROMOTING TOURISM TO COMMUNITY

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

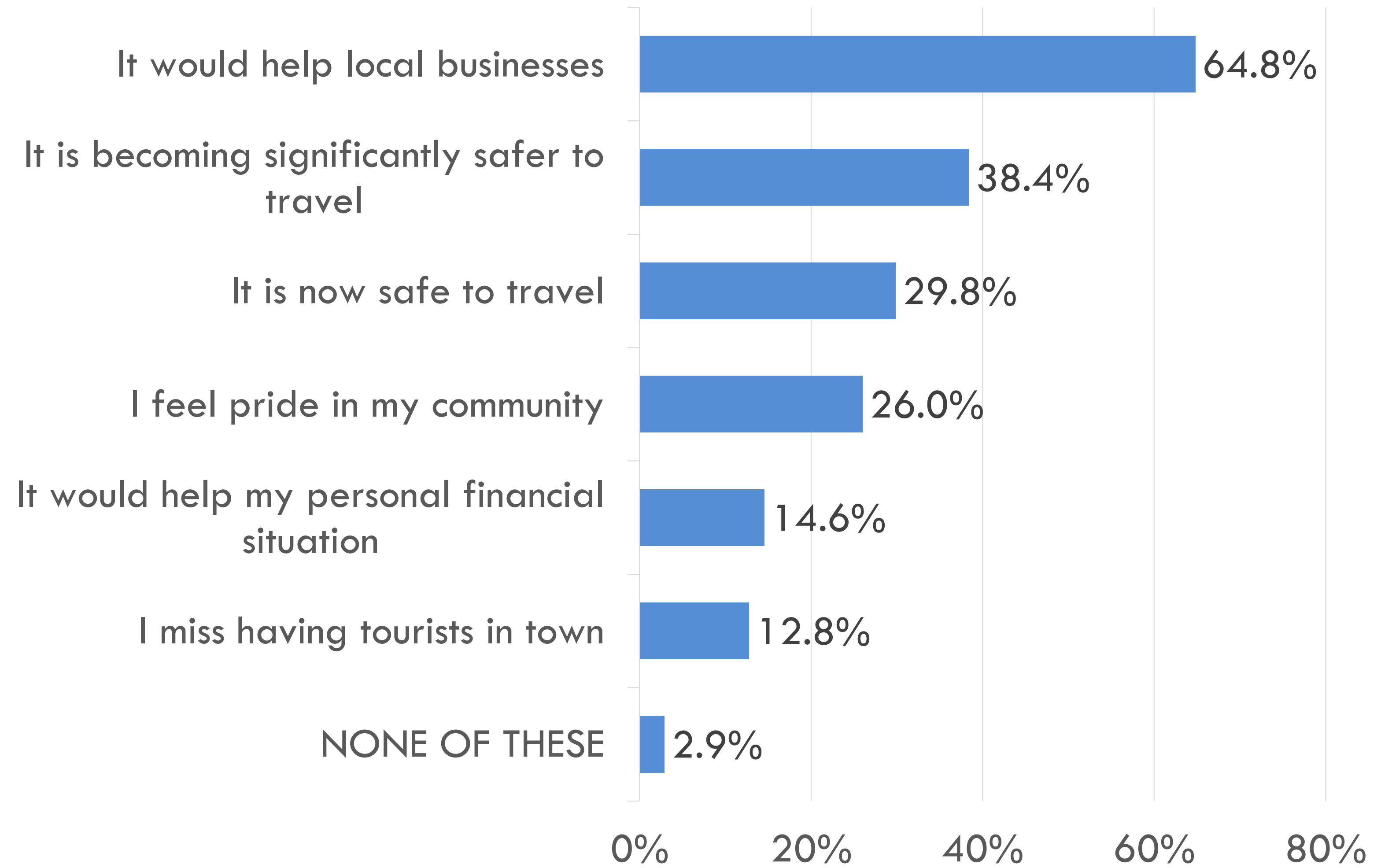


(Base: Waves 7-9, 12-13 and 16-54. All respondents, 1,198 1,199, 1,250, 1,203, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204 and 1,208 completed surveys.)

REASONS FOR BEING “HAPPY” TO SEE ADS PROMOTING COMMUNITY

Question: Why would you be "happy" seeing an advertisement now promoting your community as a place for tourists to come visit when it is safe? (Select all that apply)

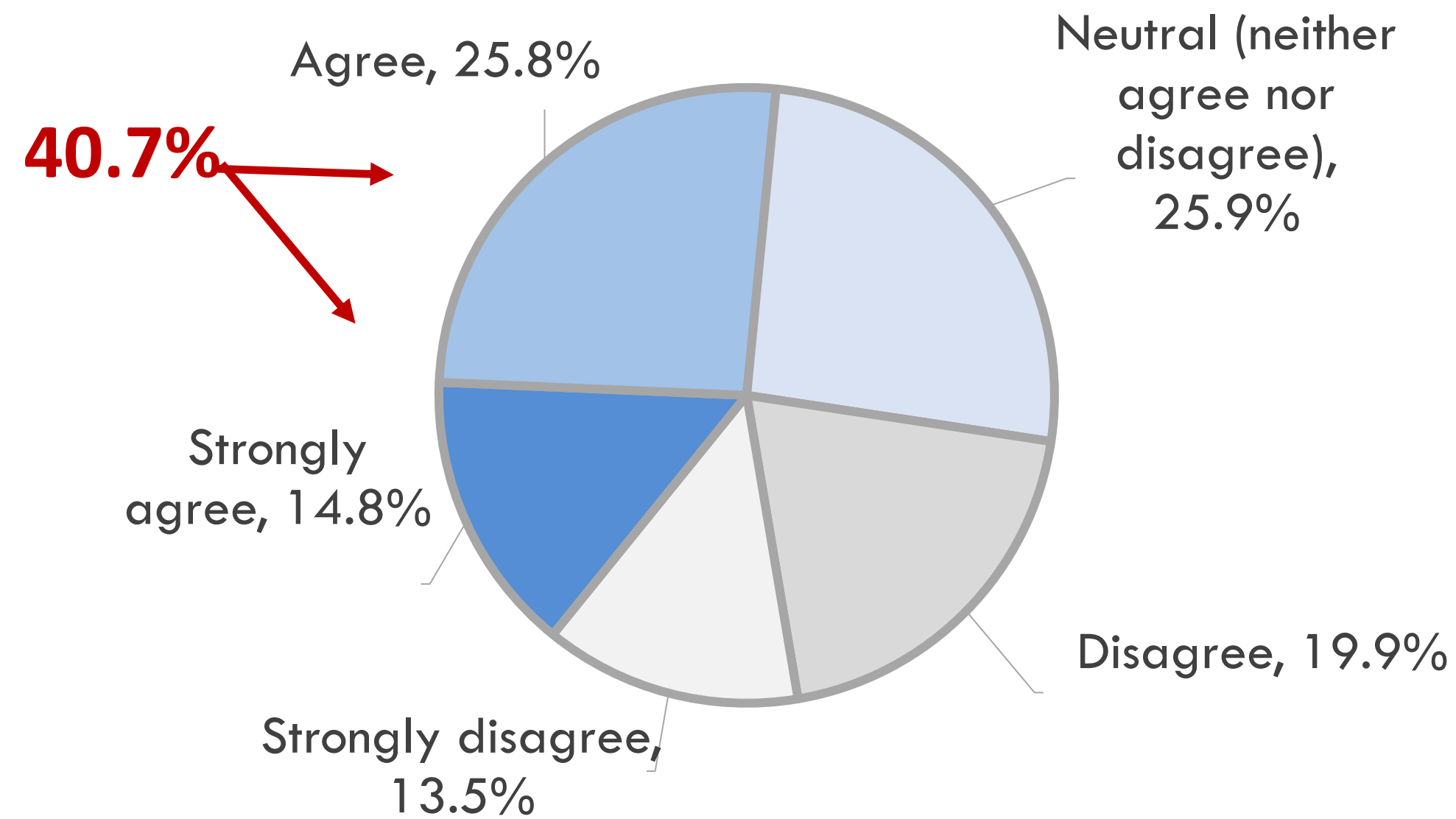
(Base: Wave 54 data. Respondents who would be “happy” or “very happy” seeing an advertising promoting their community for tourists, 526 completed surveys.)



TRAVEL GUILT

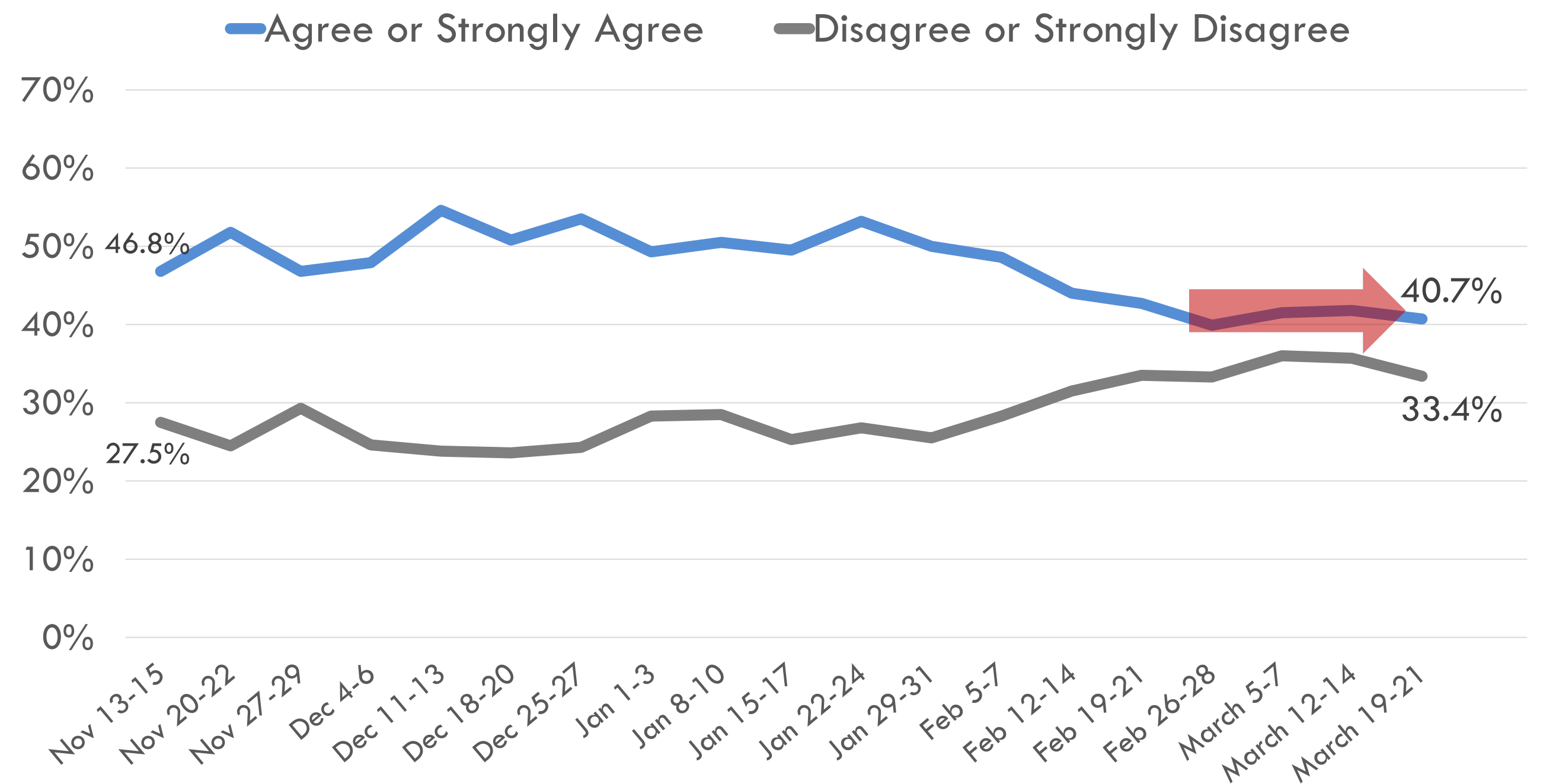
How much do you agree with the following statement?

Statement: I would feel guilty traveling right now.



(Base: Waves 36-54 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, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204 and 1,208 completed surveys.)

Historical data



What is a Predictive Index?



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



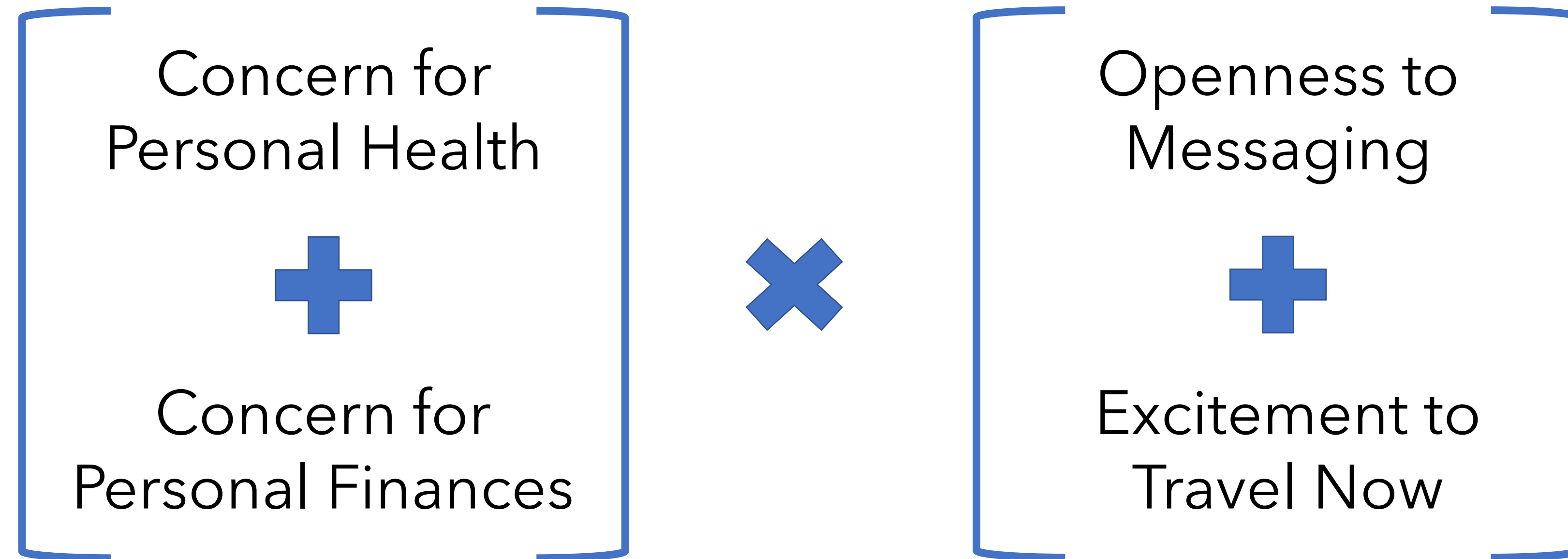
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.



The goals are to identify:

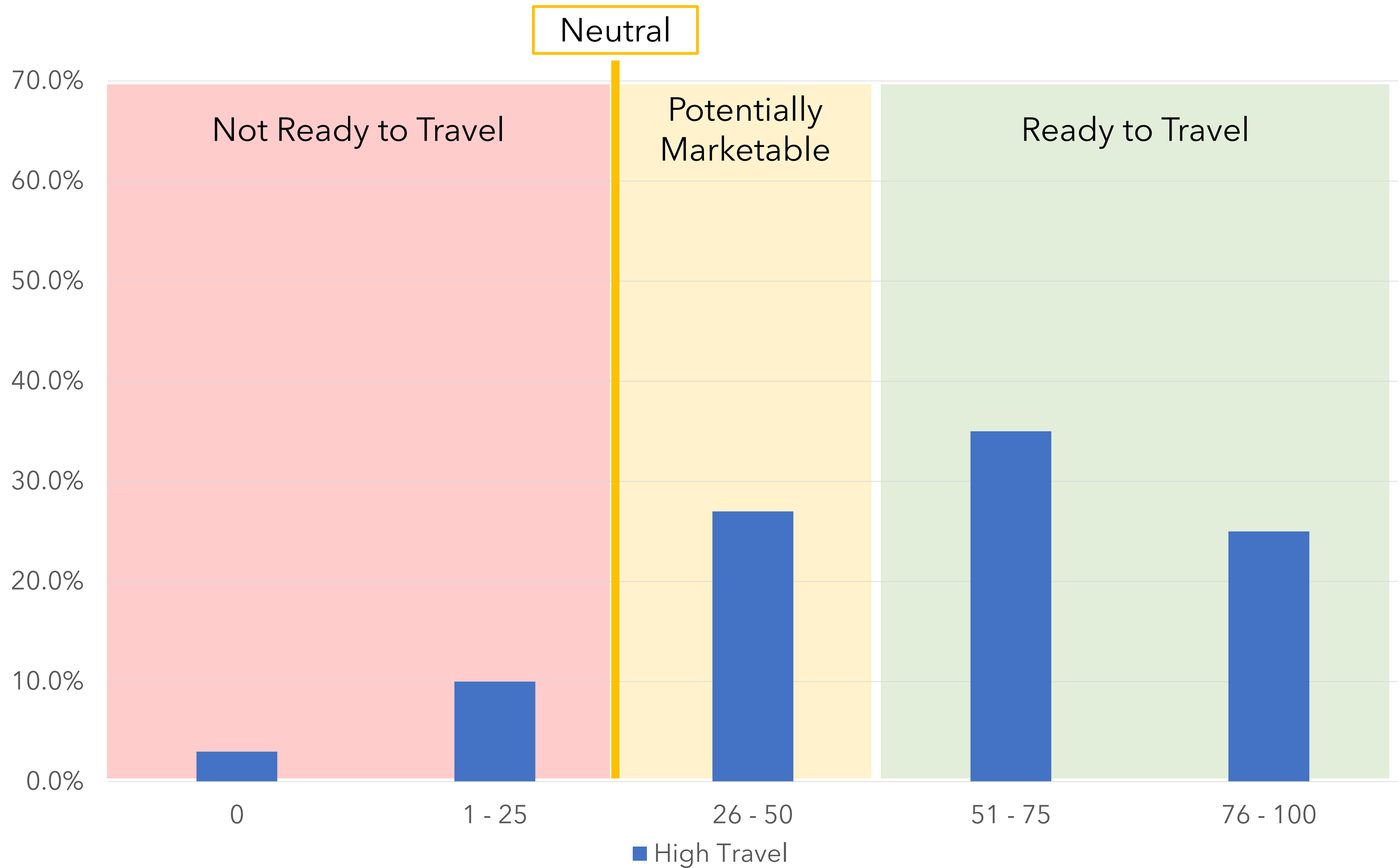
- WHO are the traveler segments that appear receptive to travel marketing and
- WHEN will they be ready to travel

Predictive Index Formula



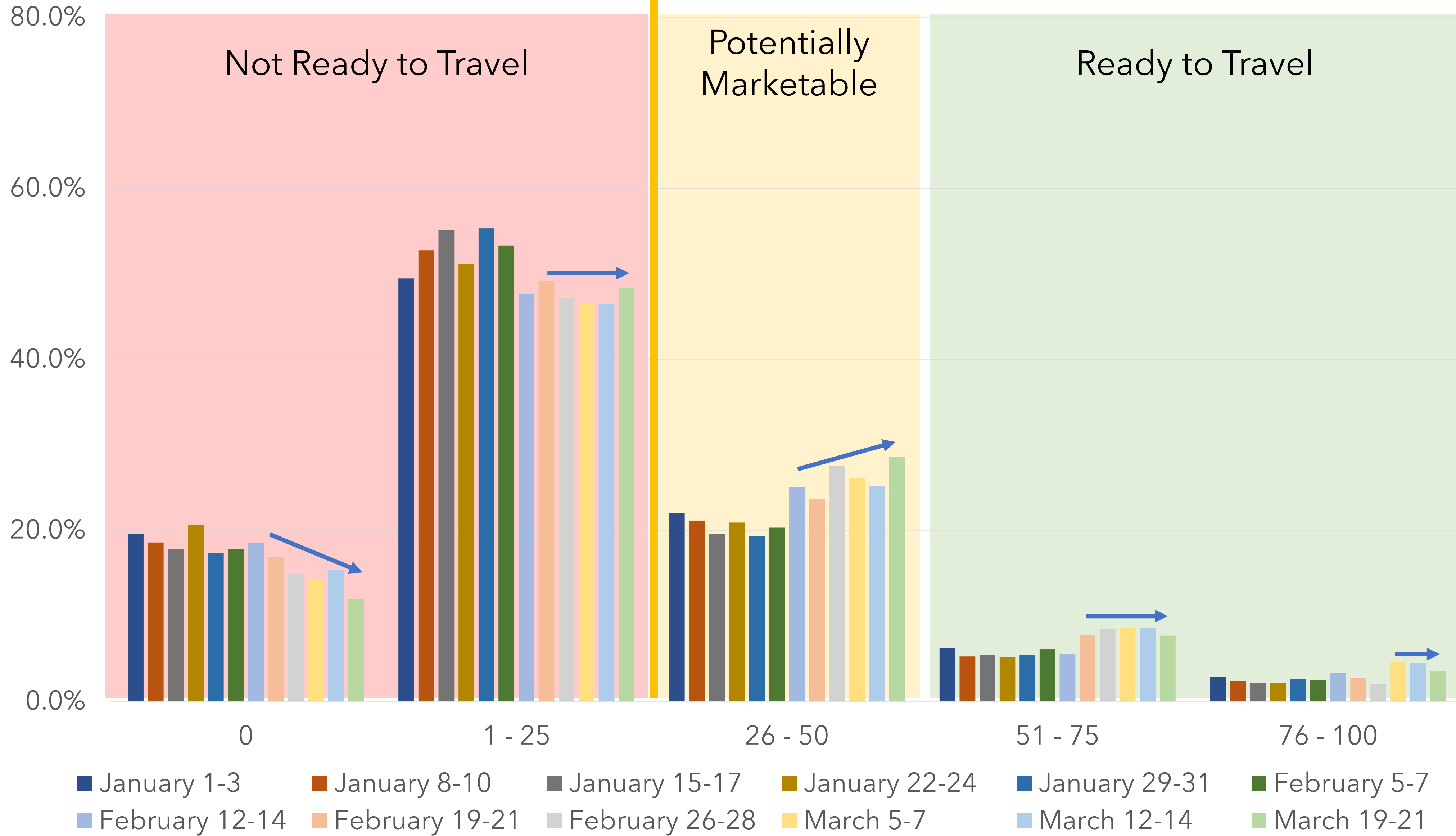
*Normalized to a 100pt scale

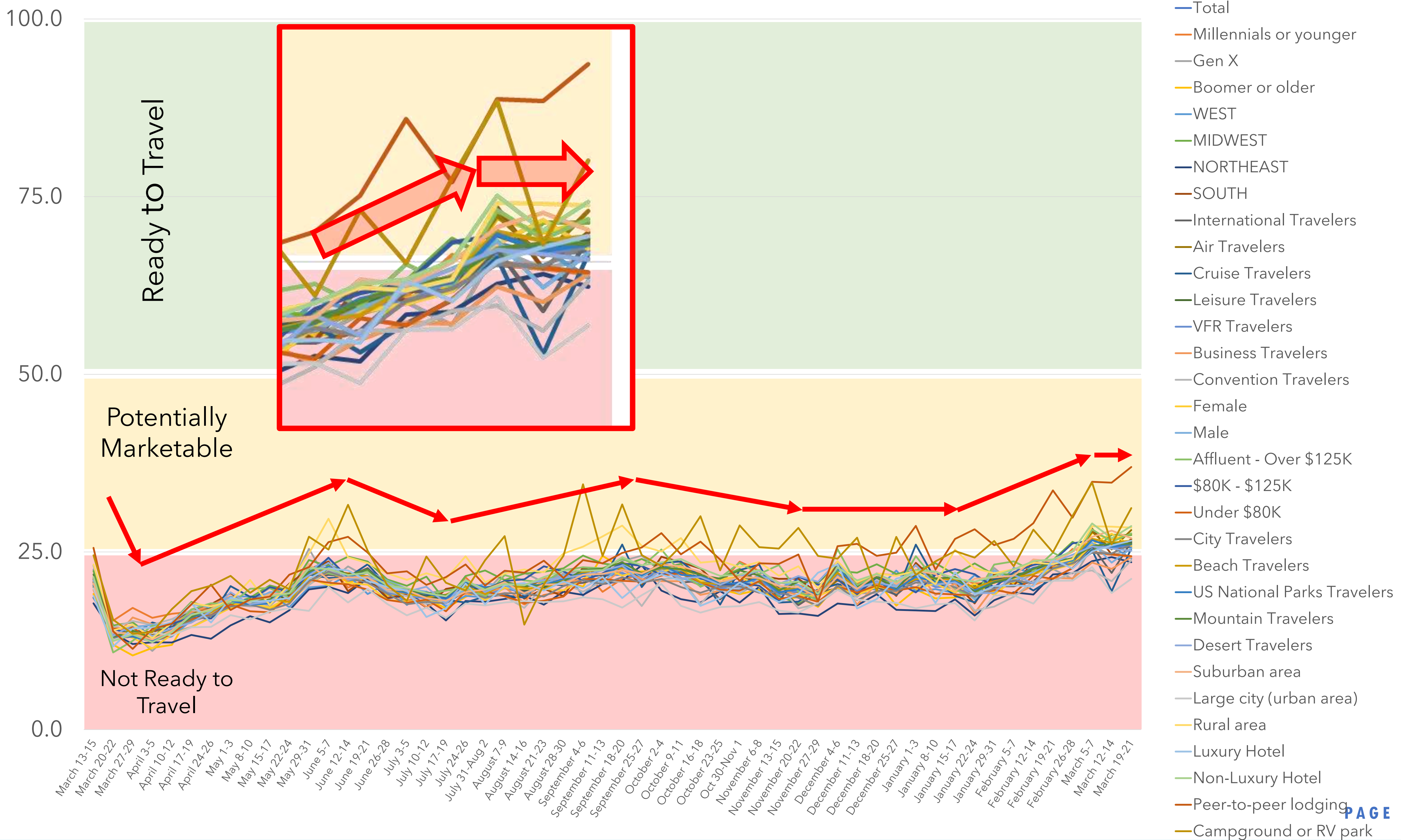
Healthy Travel Outlook



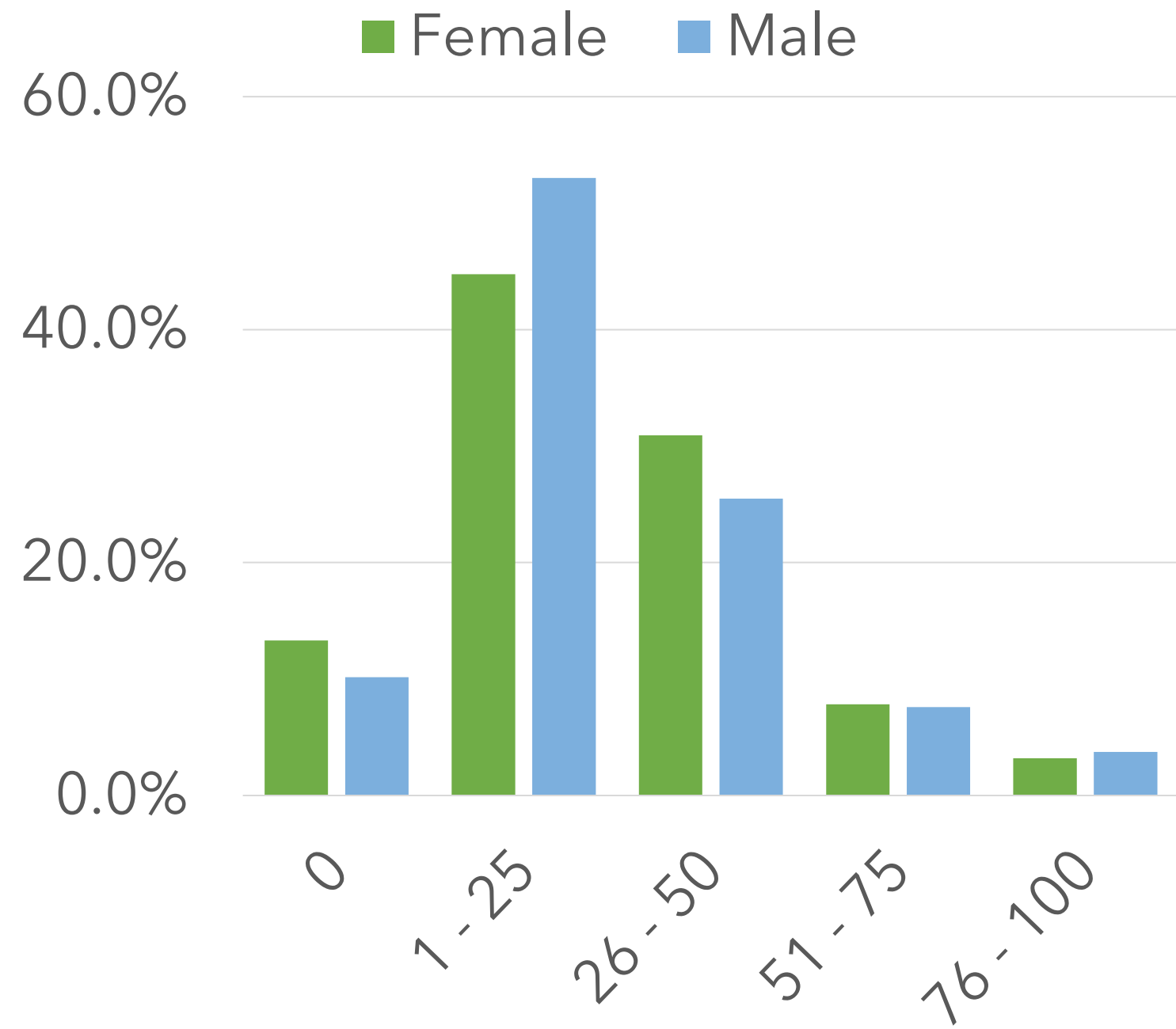
Travel Outlook

Neutral

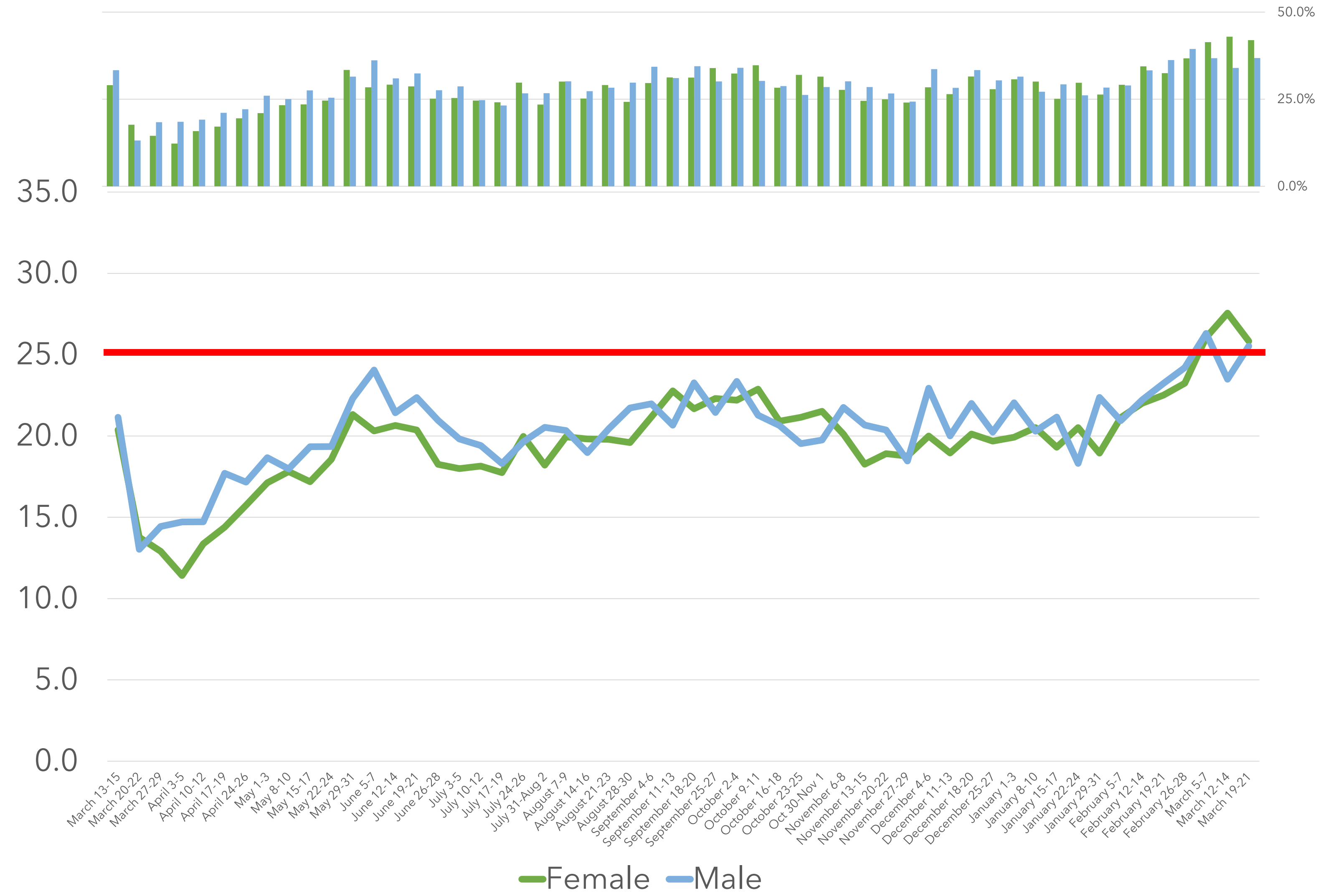




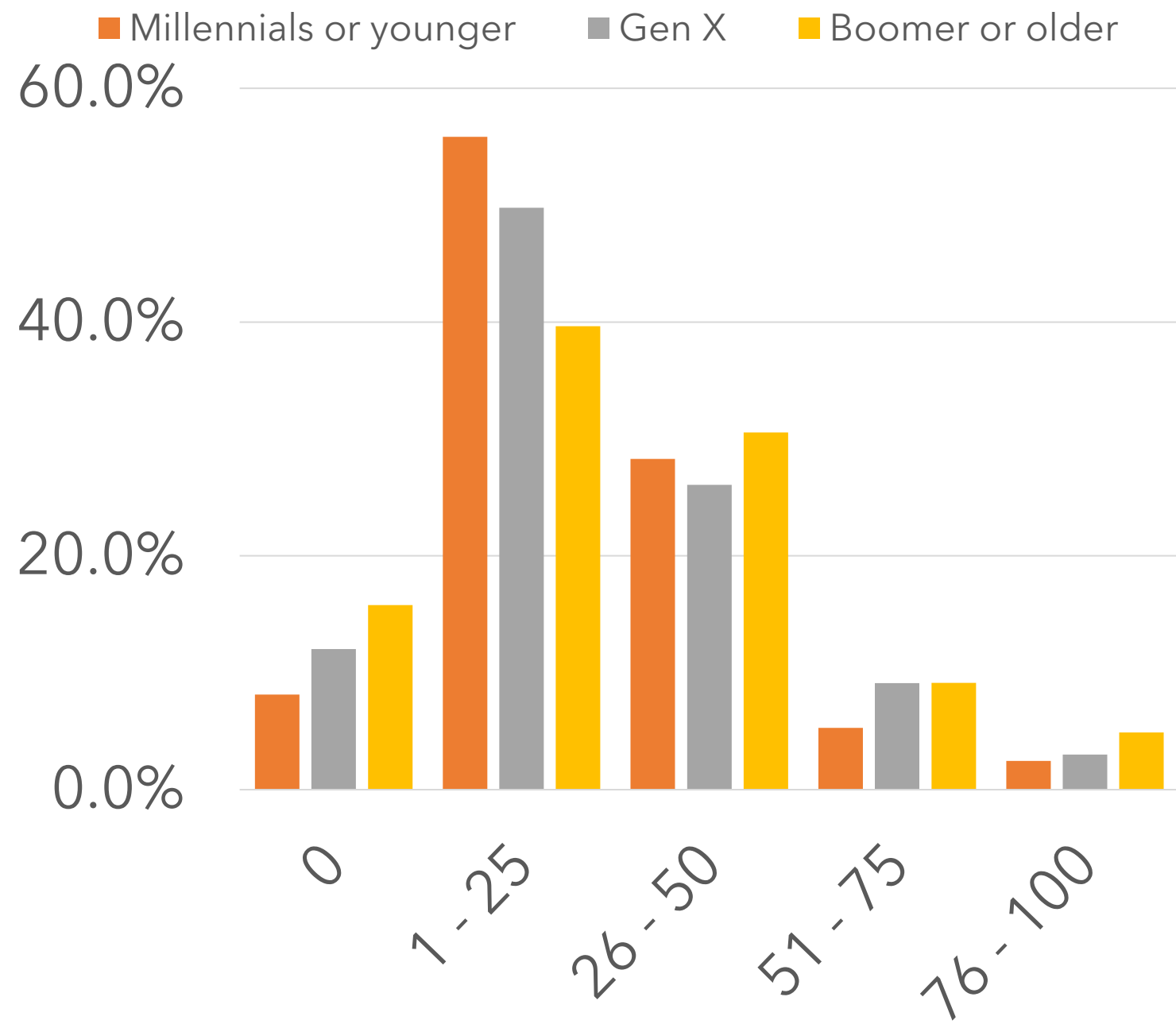
Gender



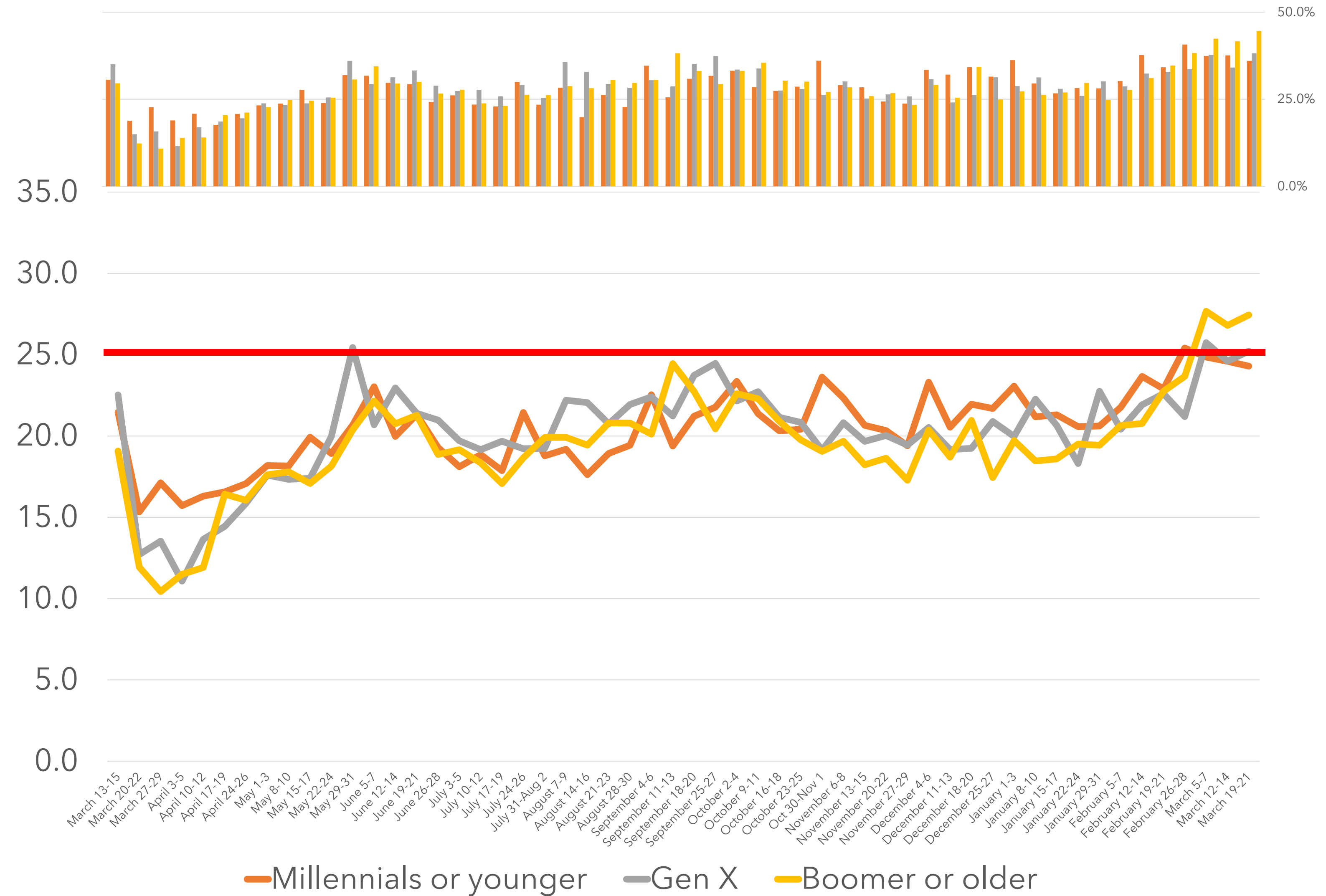
Percent Potentially Marketable (Index Above 25)



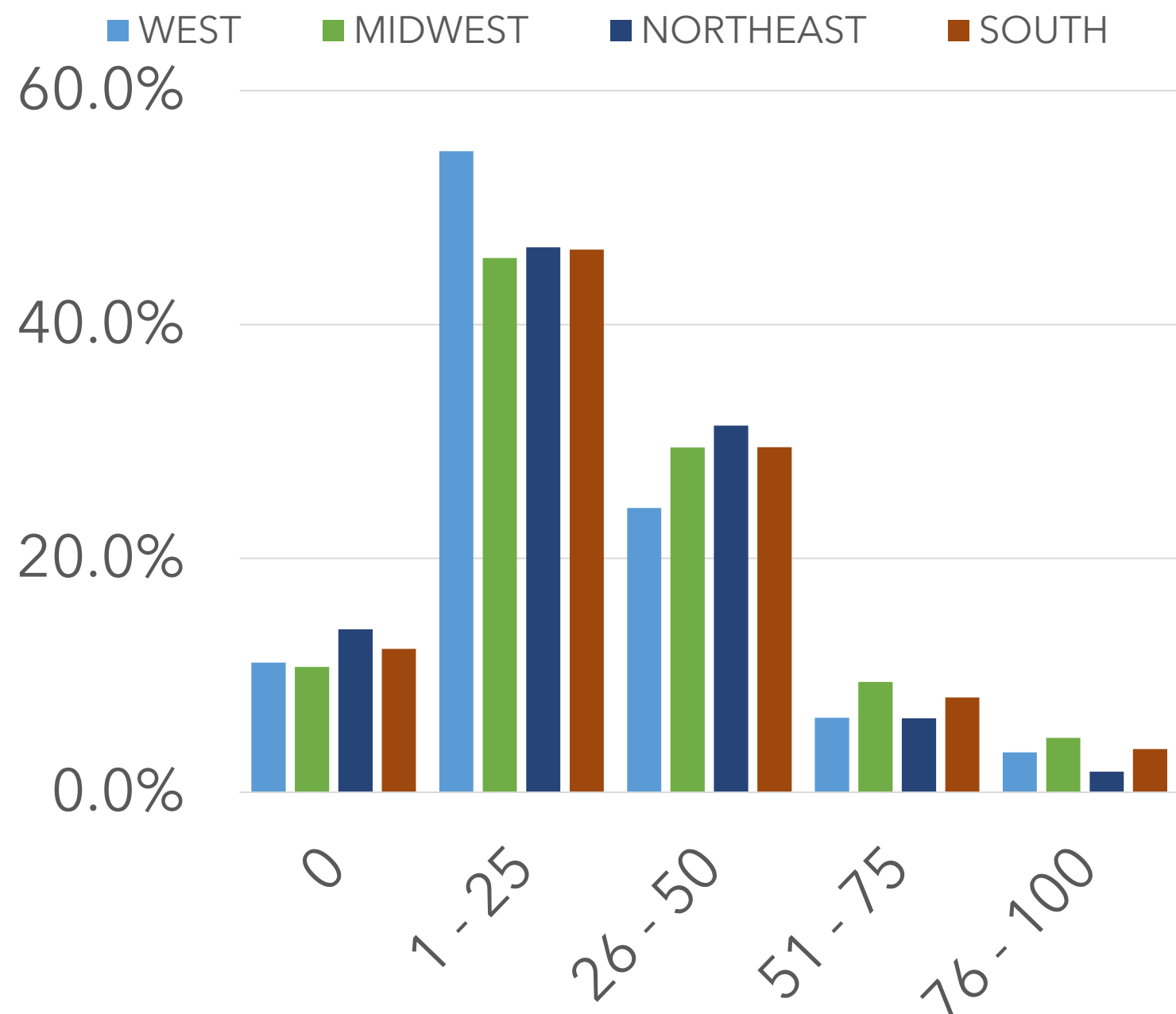
Generation



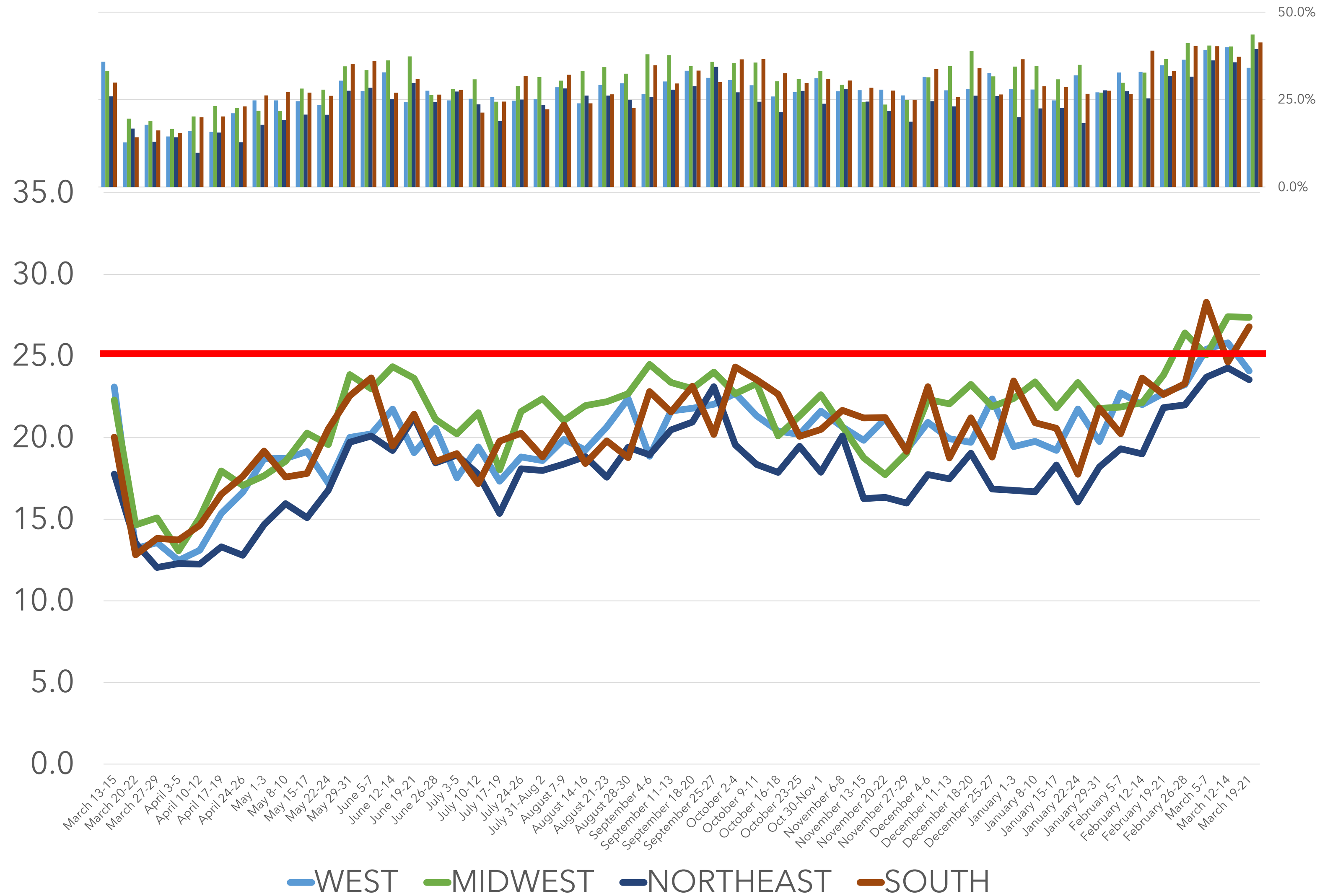
Percent Potentially Marketable (Index Above 25)



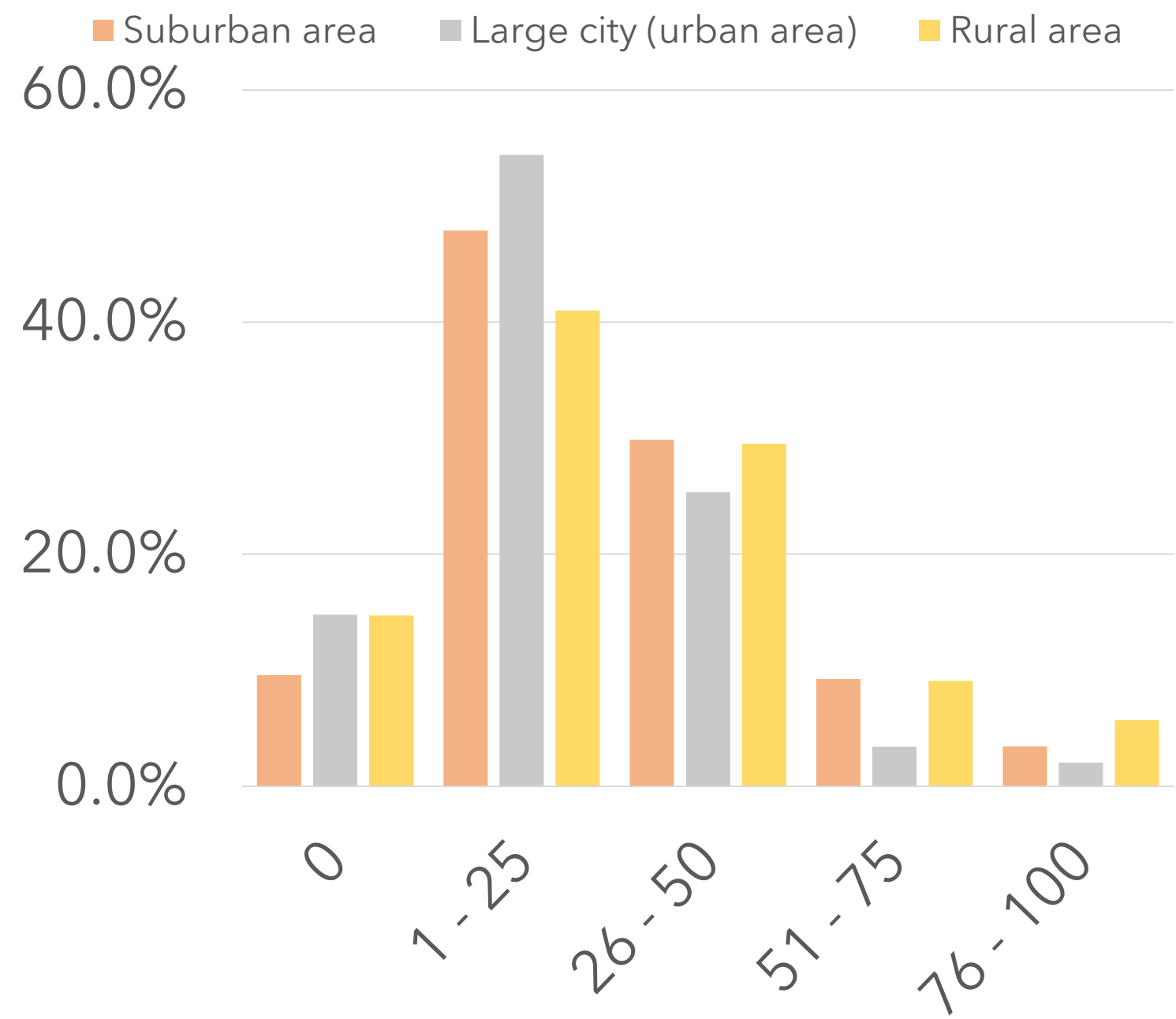
US Regions



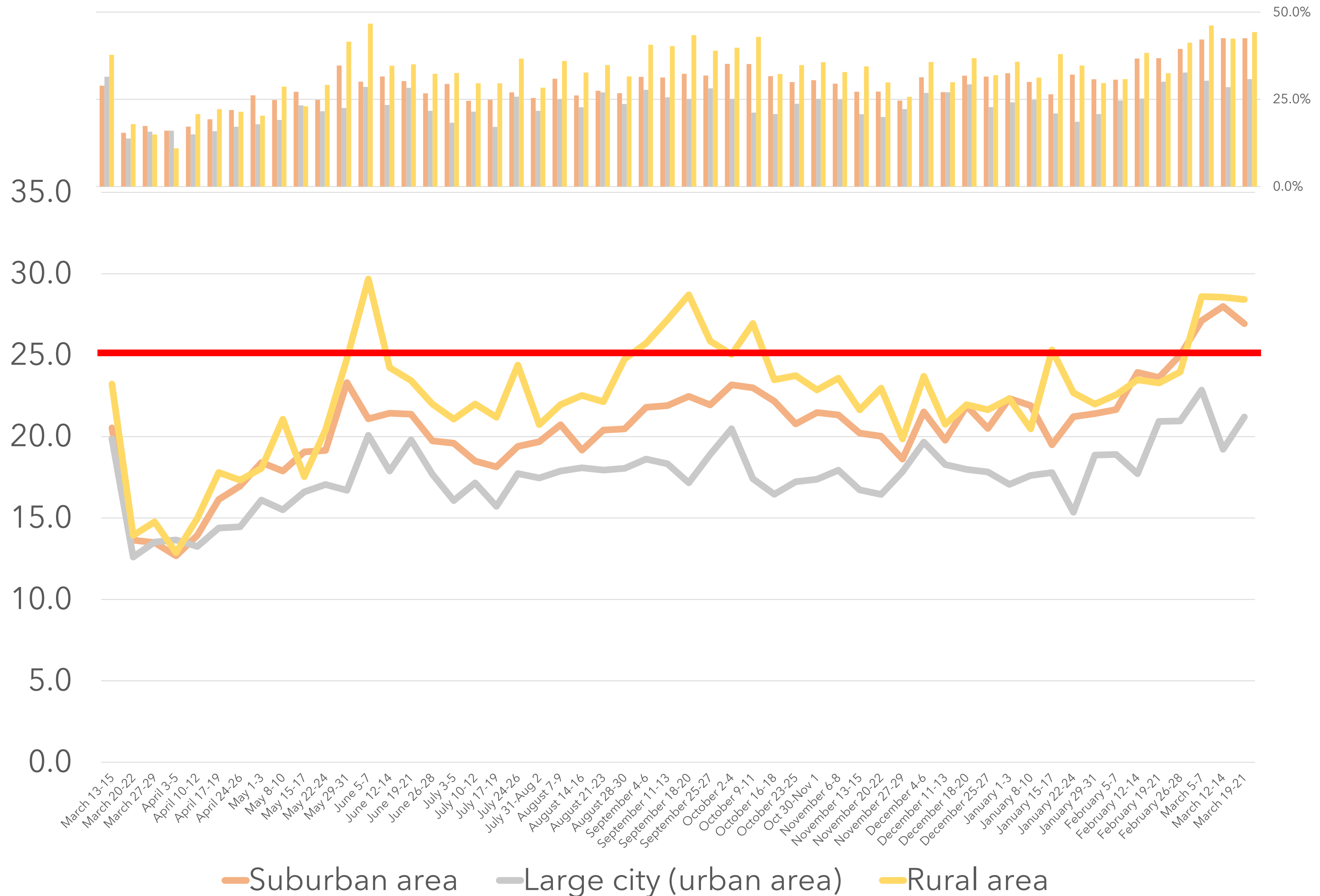
Percent Potentially Marketable (Index Above 25)



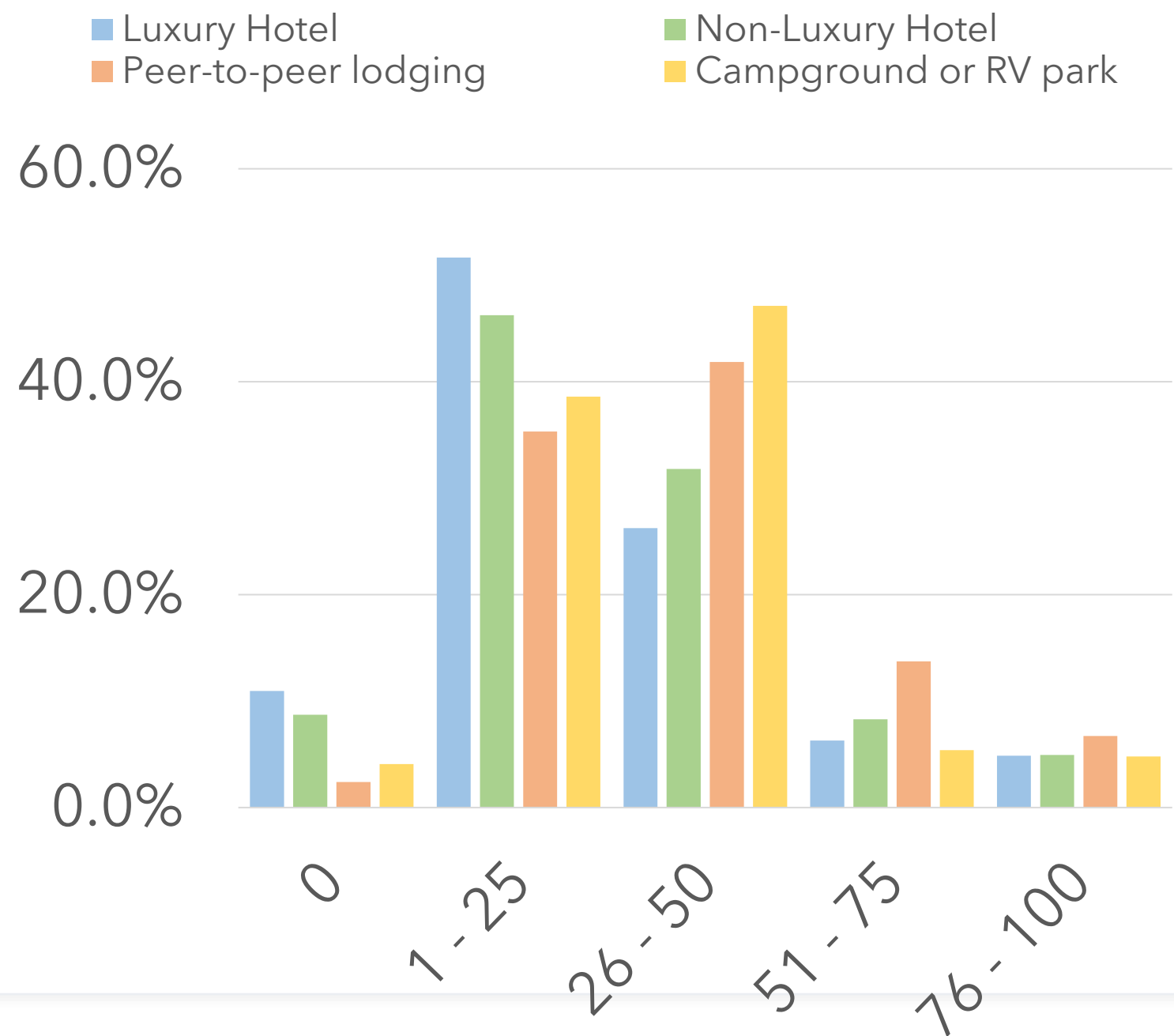
Residence Type



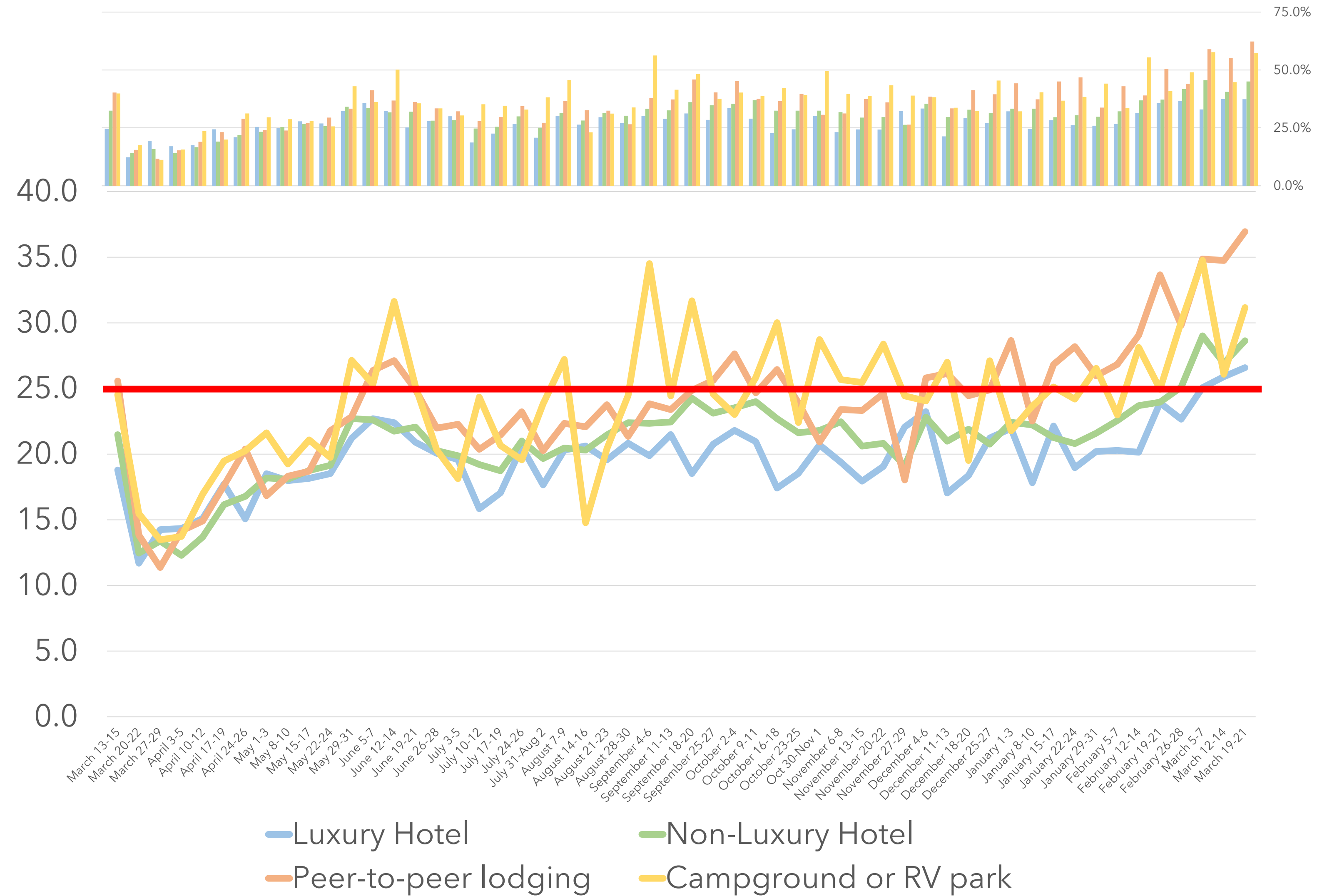
Percent Potentially Marketable (Index Above 25)



Lodging Preference



Percent Potentially Marketable (Index Above 25)





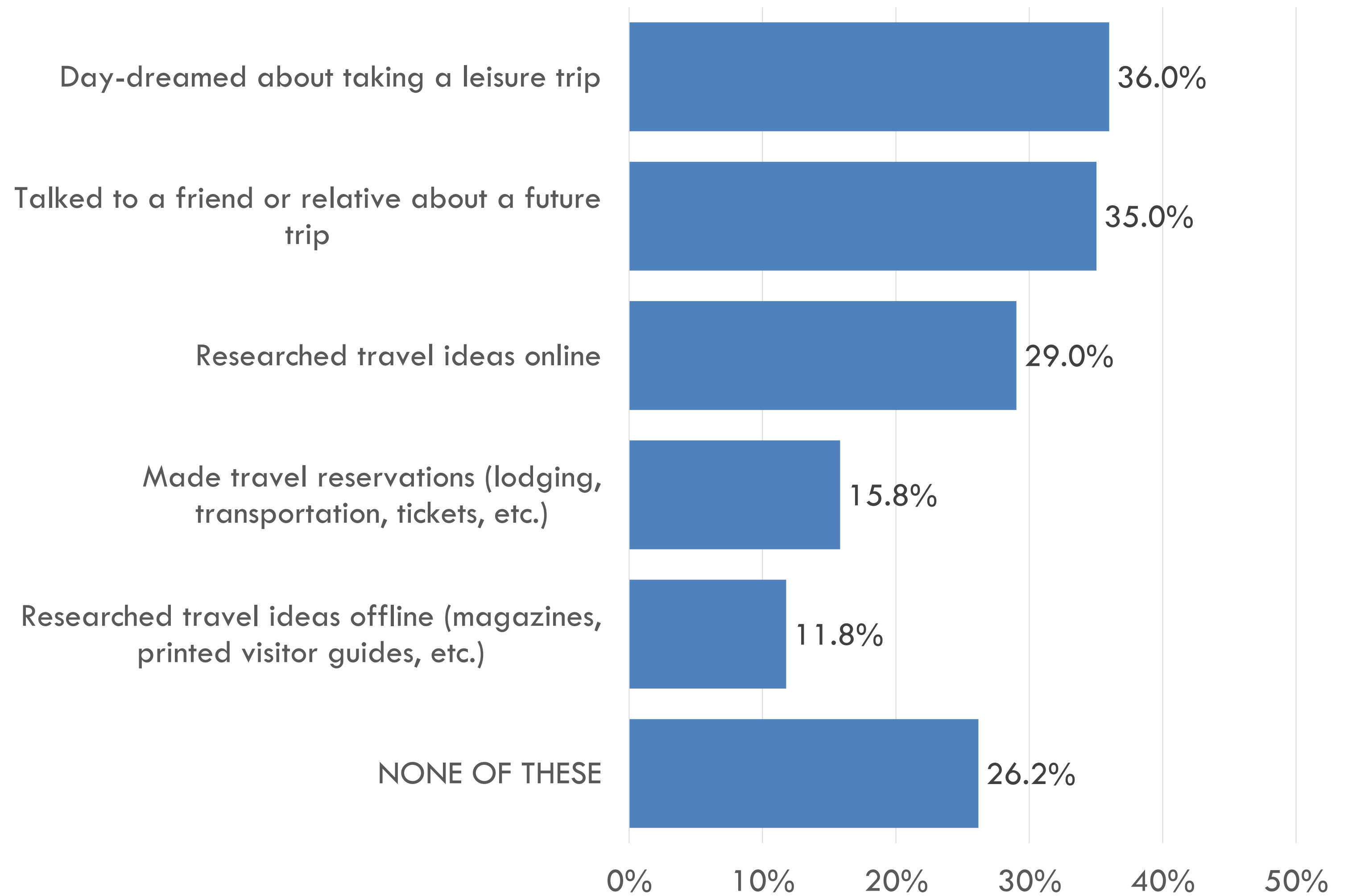
Over the last few weeks there has been an increase in daydreaming and talking about travel, as well as a bump in online planning.

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

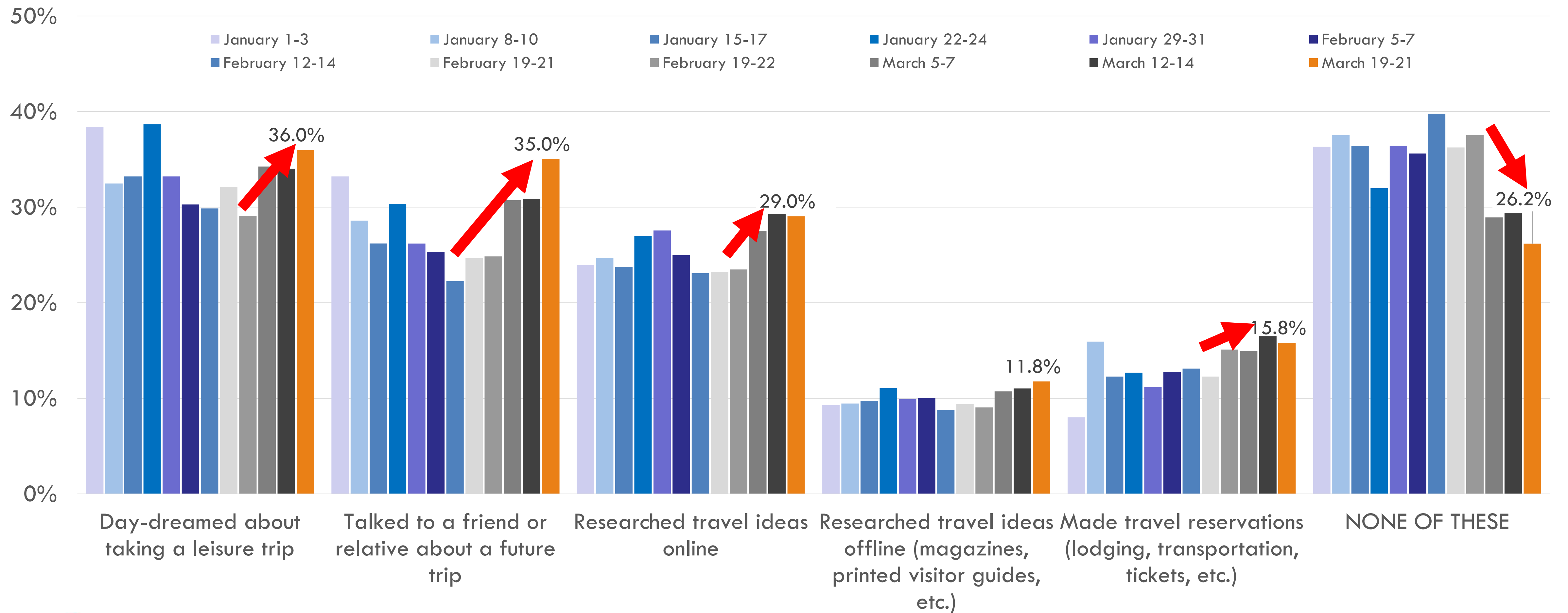
(Base: Waves 54 data. All respondents, 1,208 completed surveys. Data collected March 19-21, 2021)



TRAVEL PLANNING IN THE PAST WEEK

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

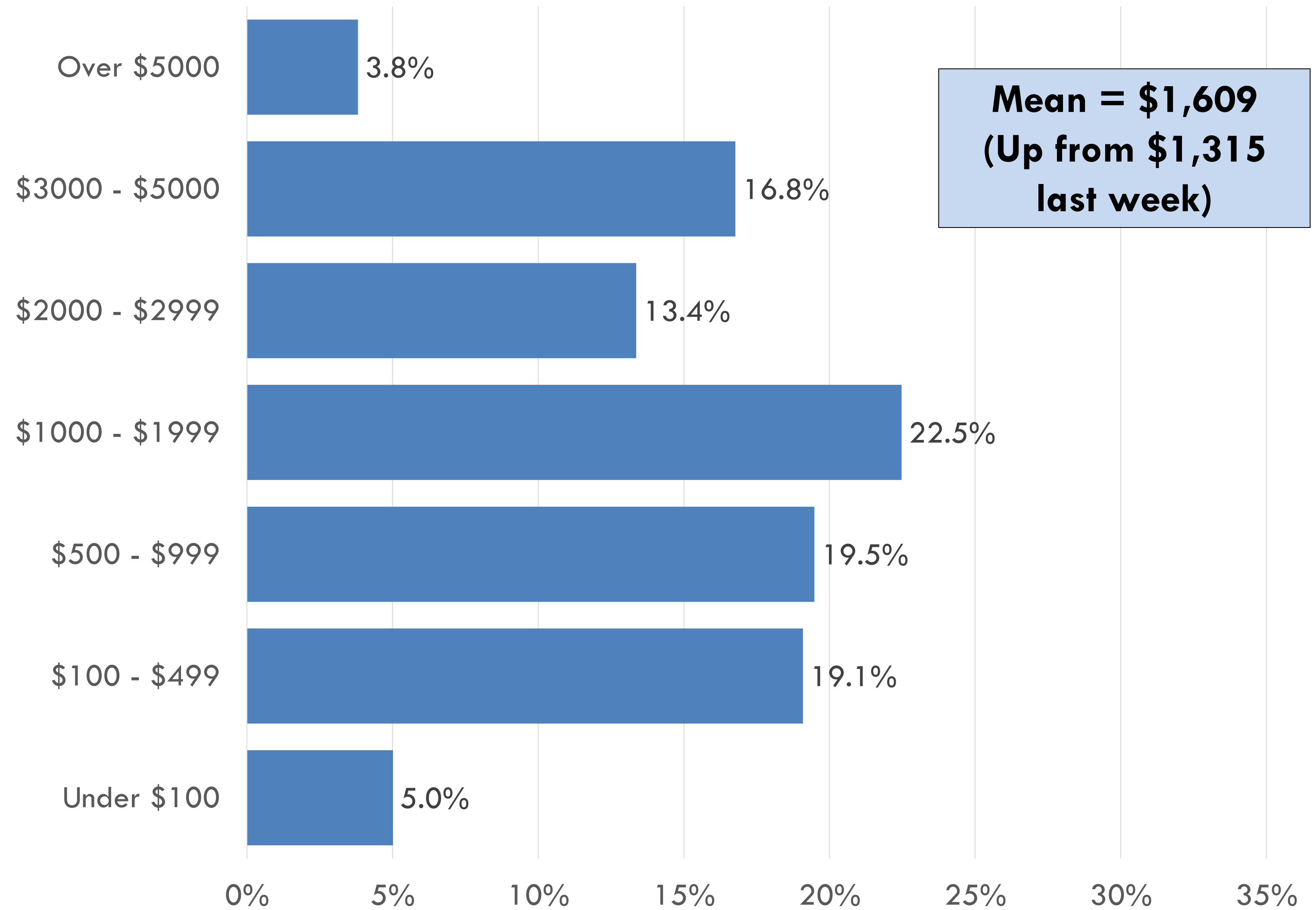
In the PAST WEEK I have _____



EXPECTED 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 54 data. Respondents expecting to travel in the next three months, 732 completed surveys. Data collected March 19-21, 2021)



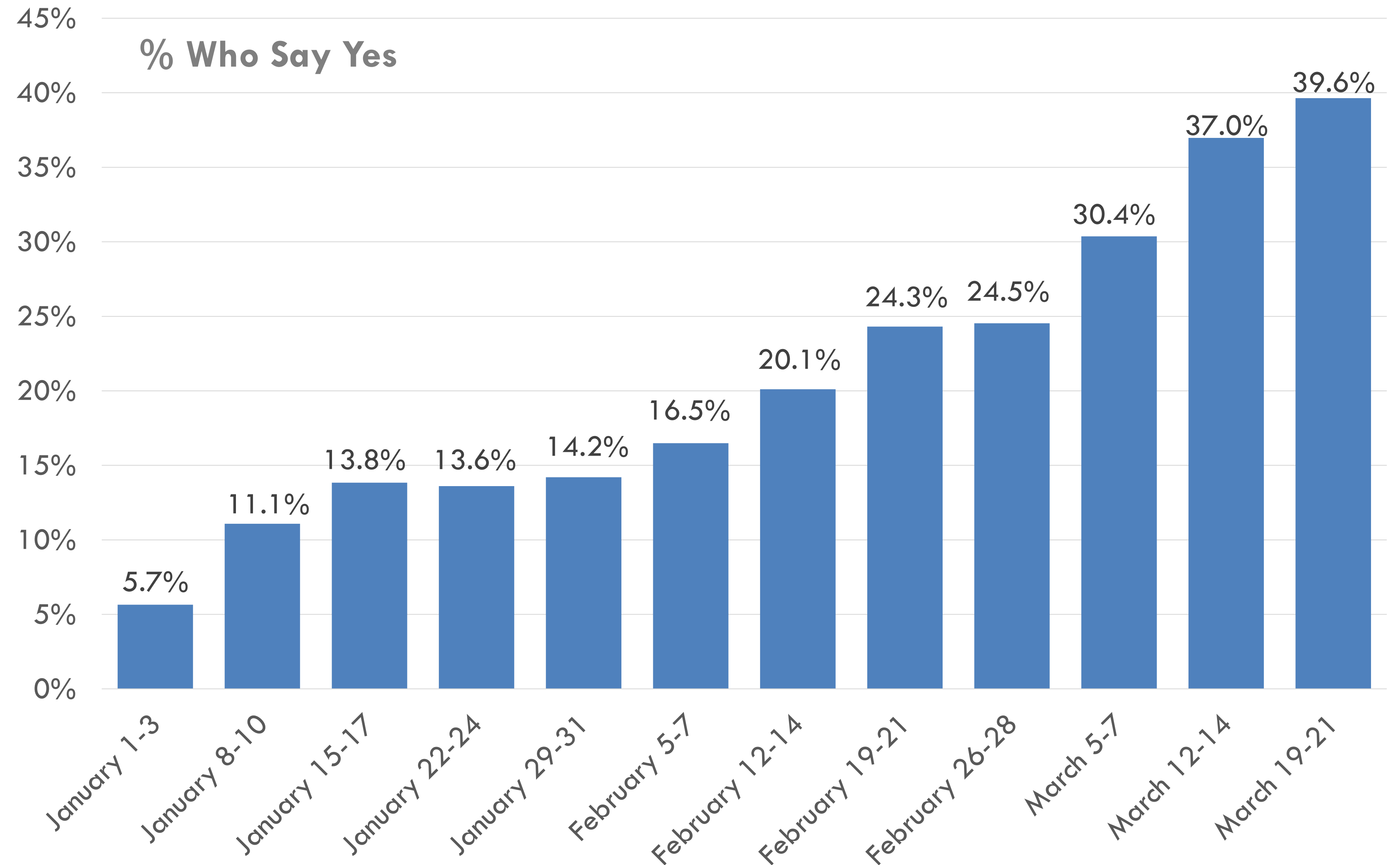


Nearly 40 percent of travelers report having received a vaccine. Planning and booking trips in anticipation of widespread vaccine distribution moderated this week.

TRAVELERS HAVING RECEIVED A VACCINE

Question: Have you personally received a COVID-19 vaccine?

(Base: Waves 27, 30, 35-54 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, 1,210, 1,204, 1,209, 1,204 and 1,208 completed surveys.)

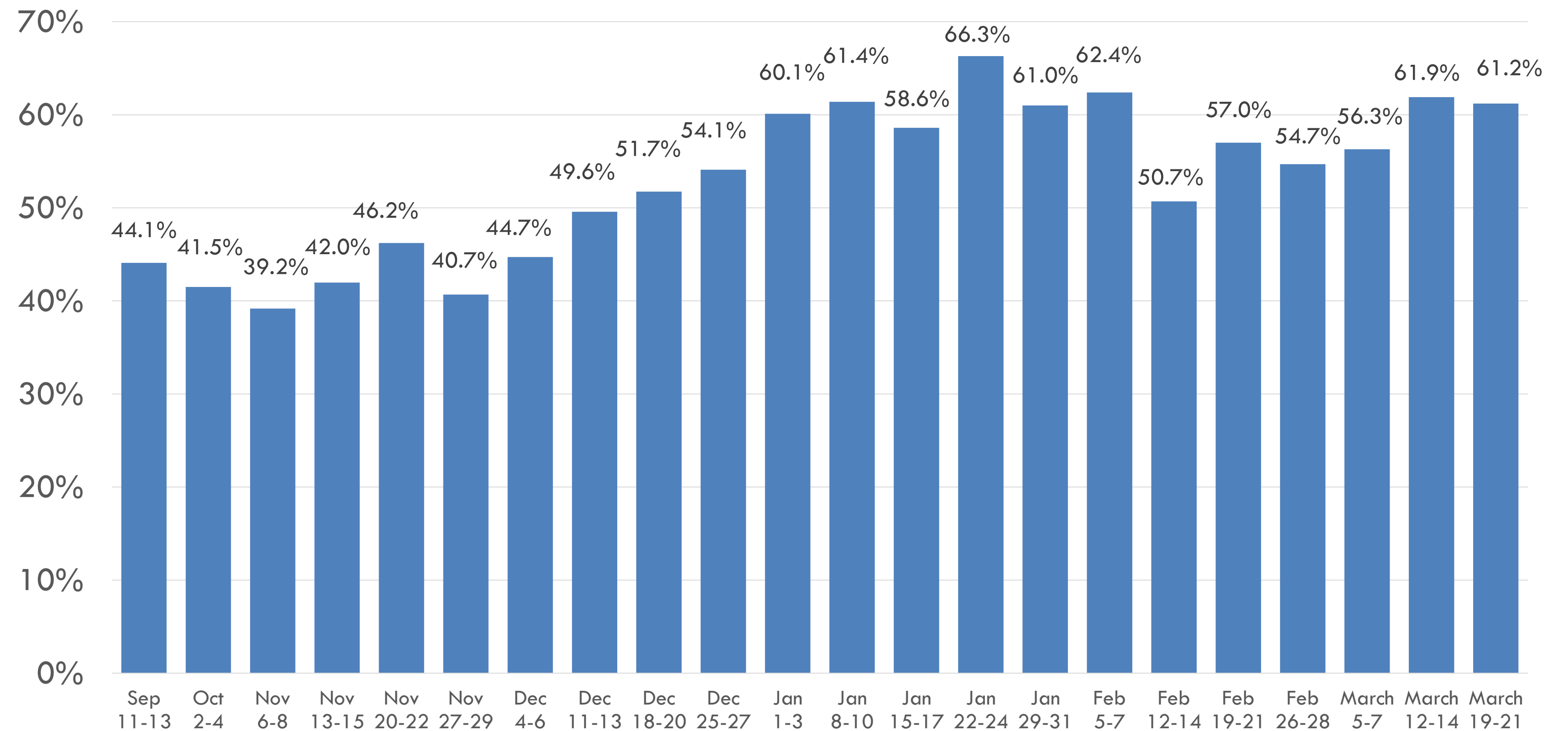


EXPECTATIONS TO TAKE A COVID-19 VACCINE

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

(Base: Waves 27, 30, 35-54 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, 1,210, 1,204, 1,209, 1,204 and 1,208 completed surveys.)

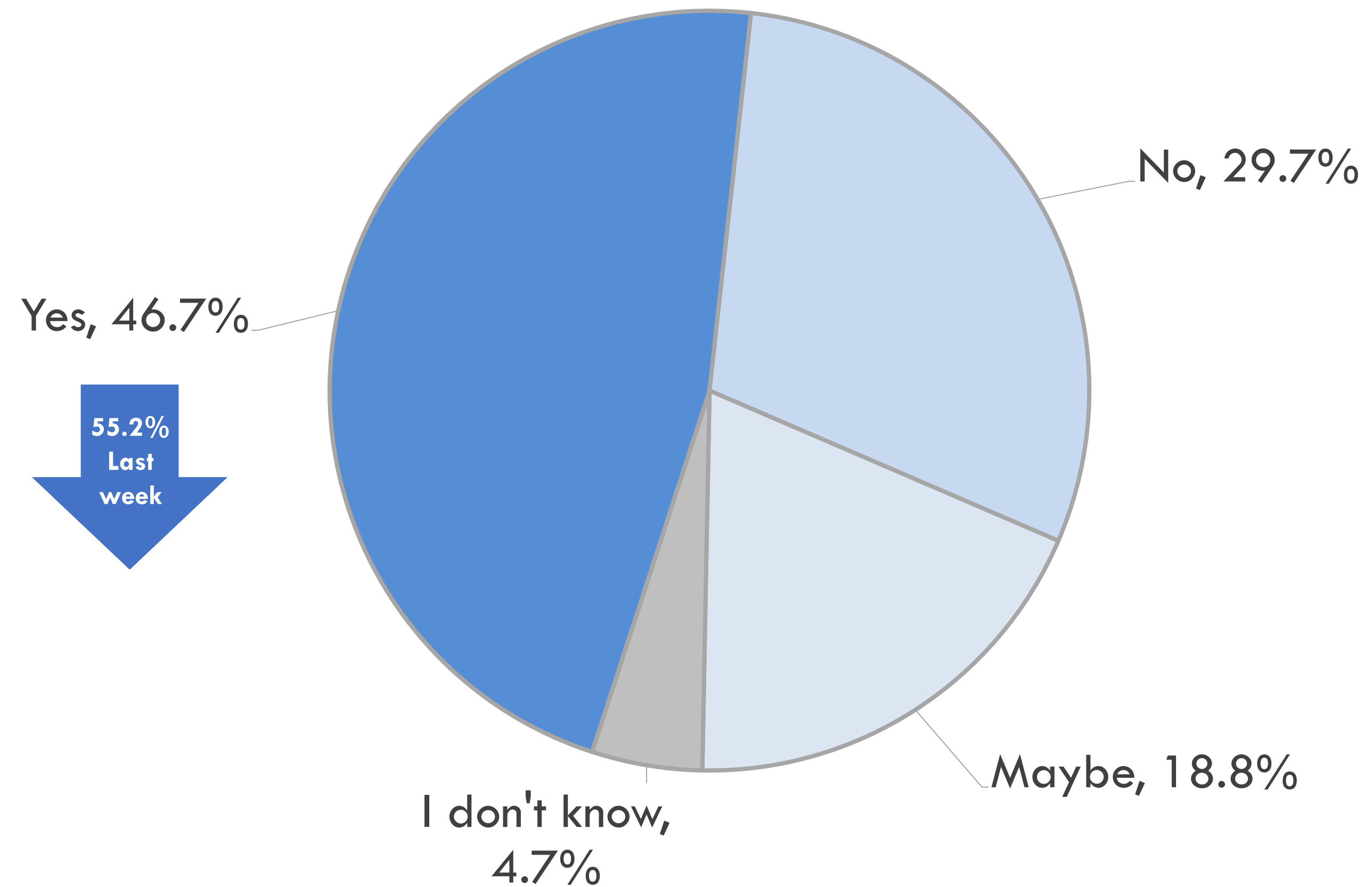
% Who Say Yes



VACCINES FOR CHILDREN

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

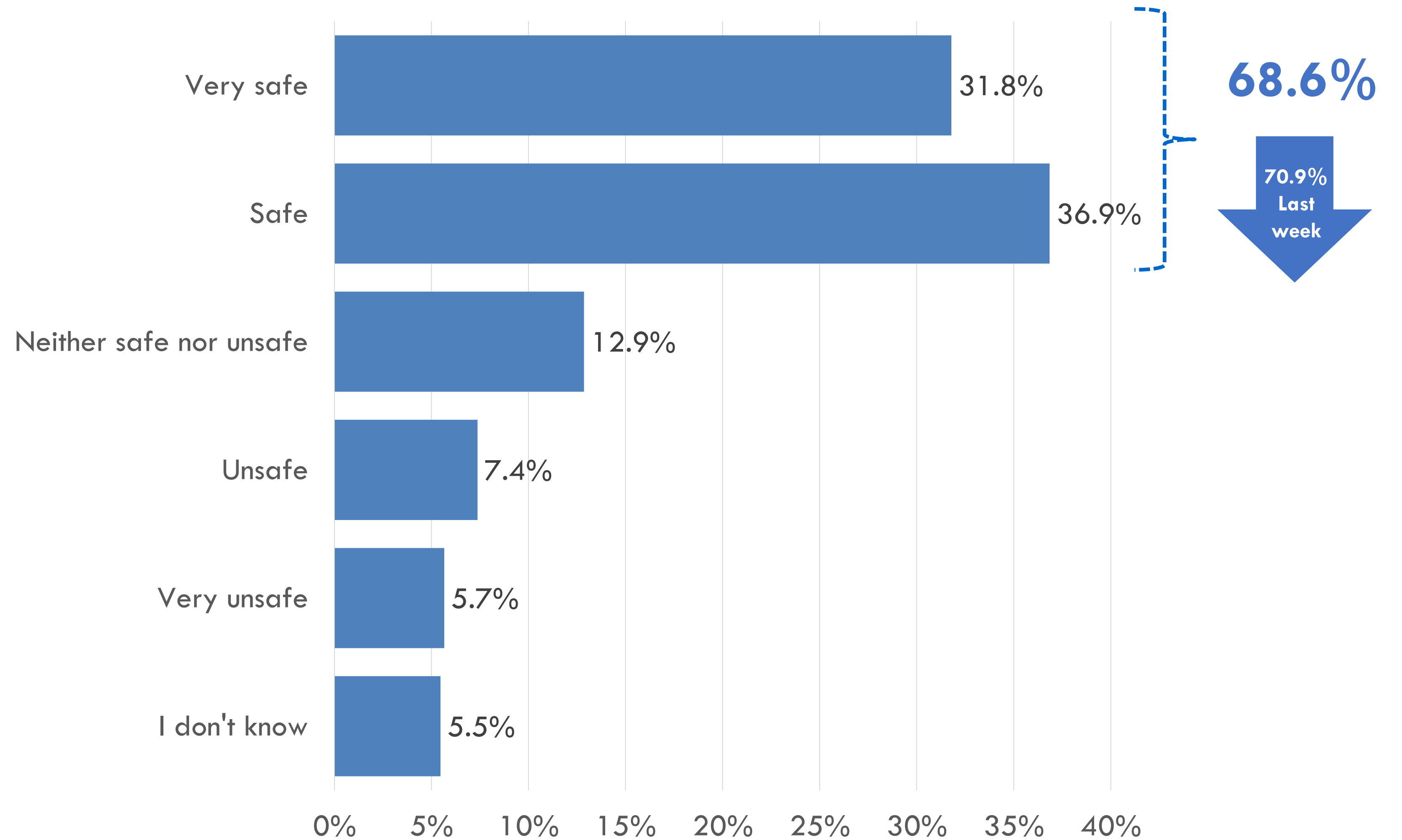
(Base: Wave 54 data. All respondents with school-aged children, 355 completed surveys. Data collected March 19-21, 2021)



EXPECTED SAFETY OF COVID-19 VACCINES

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

(Base: Wave 54 data. All respondents, 1,208 completed surveys. Data collected March 19-21, 2021)

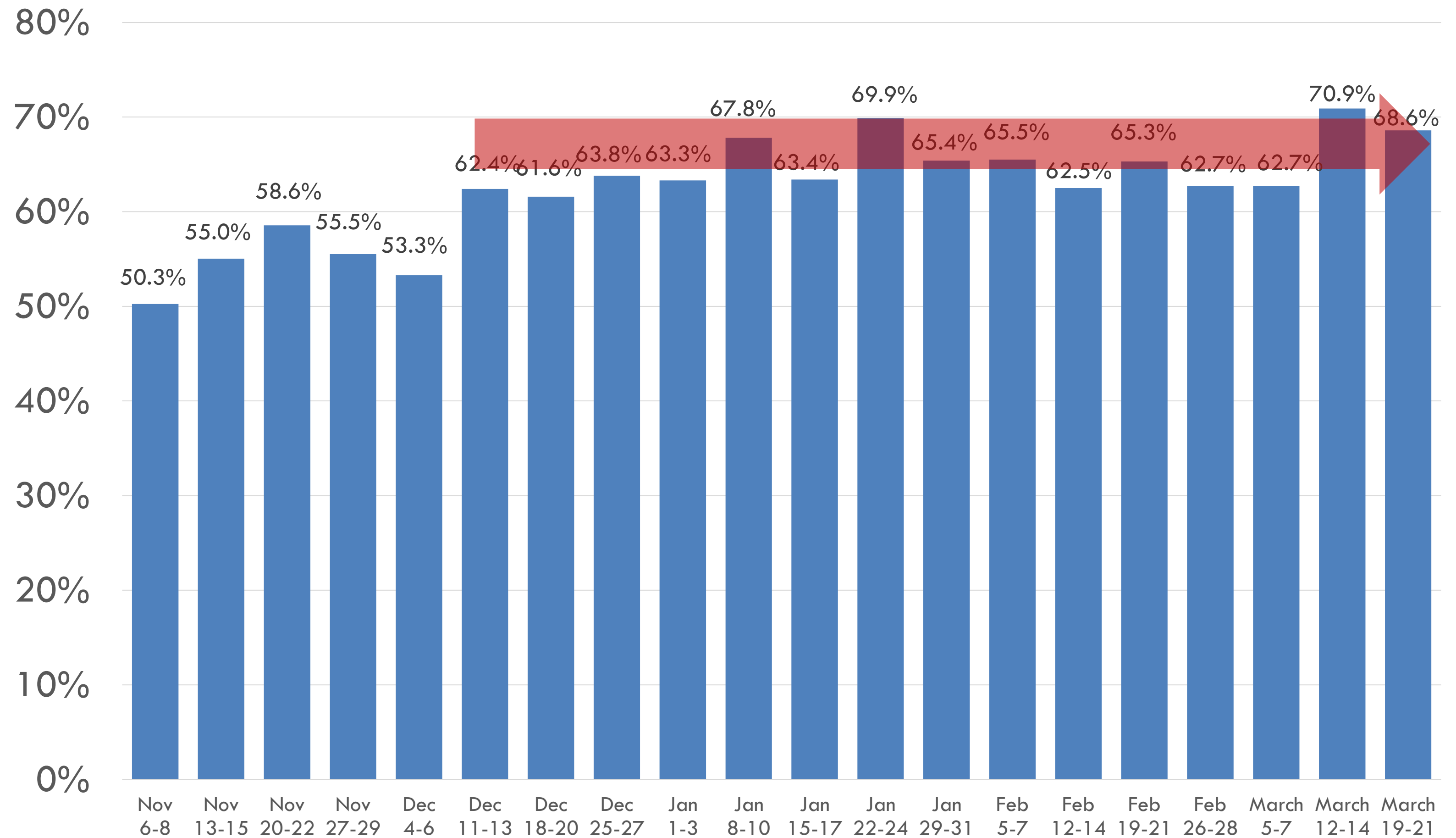


EXPECTED SAFETY OF COVID-19 VACCINES

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

(Base: Waves 35-54 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, 1,210, 1,204, 1,209, 1,204 and 1,208 completed surveys.)

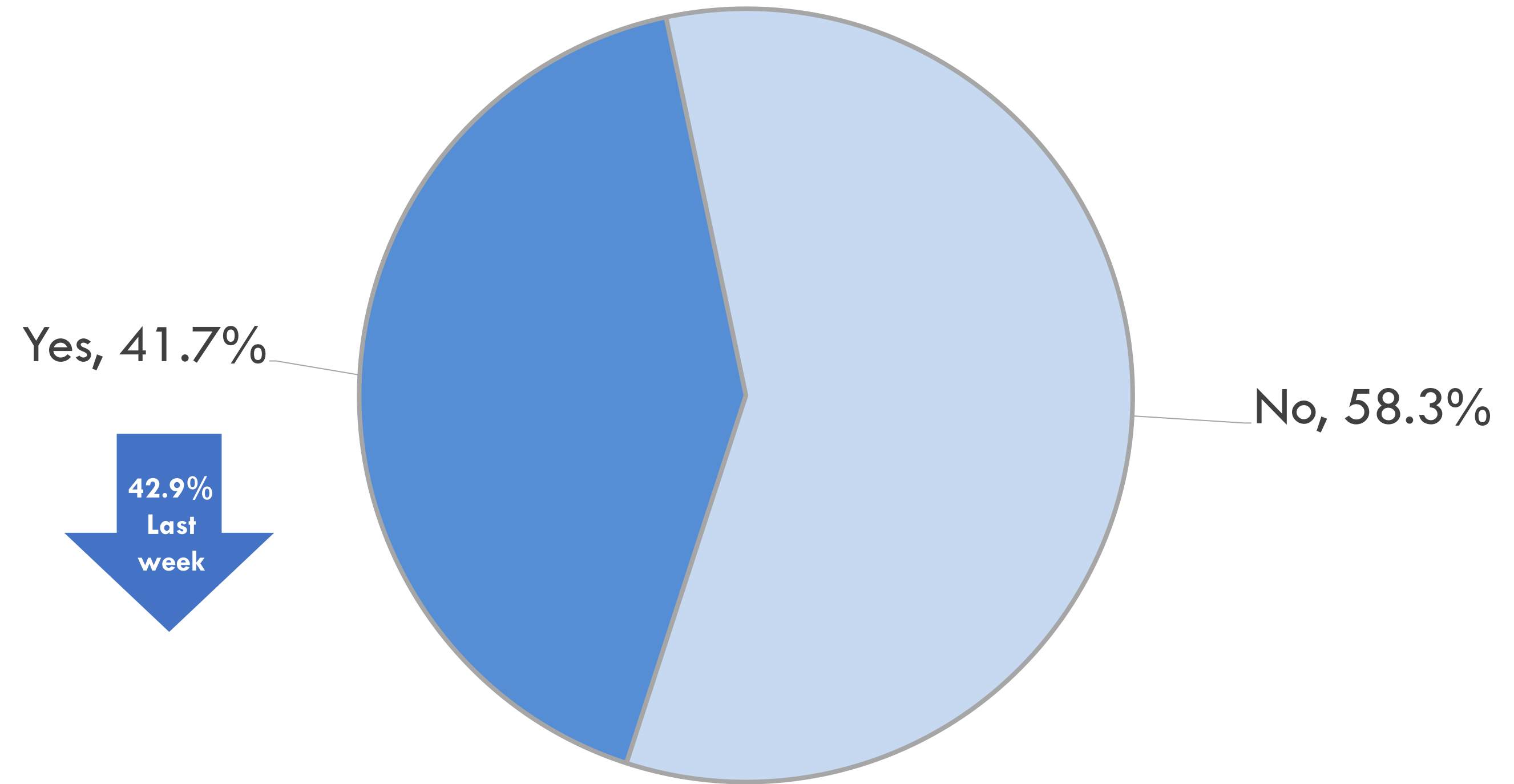
Historical data (% Safe or Very safe)



TRAVEL PLANS DUE TO COVID-19 VACCINES

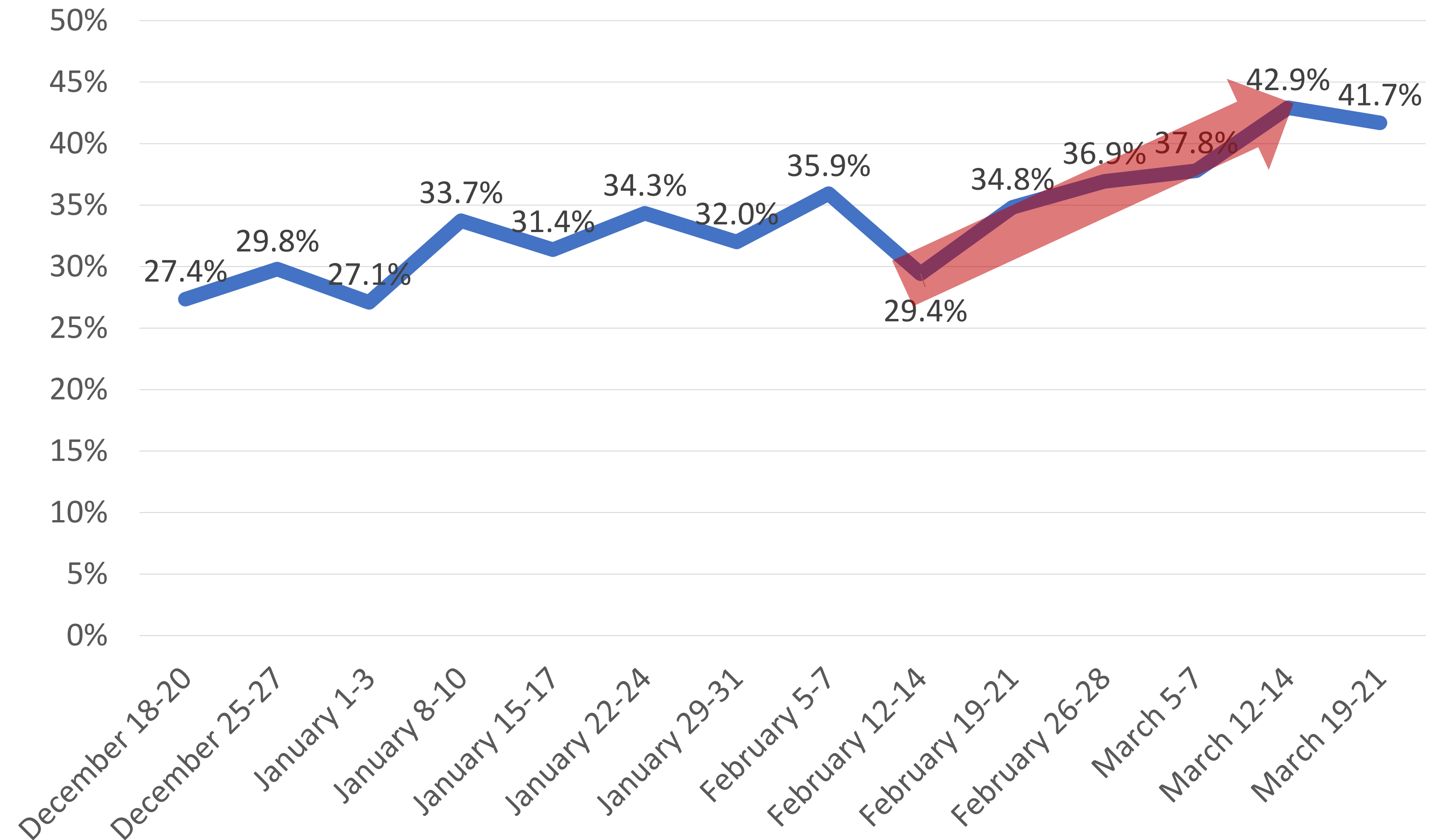
Question: Have you begun planning (or booking) any future travel in anticipation of the COVID-19 vaccine being widely available? (Select one)

(Base: Wave 54 data. All respondents, 1,208 completed surveys. Data collected March 19-21, 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)





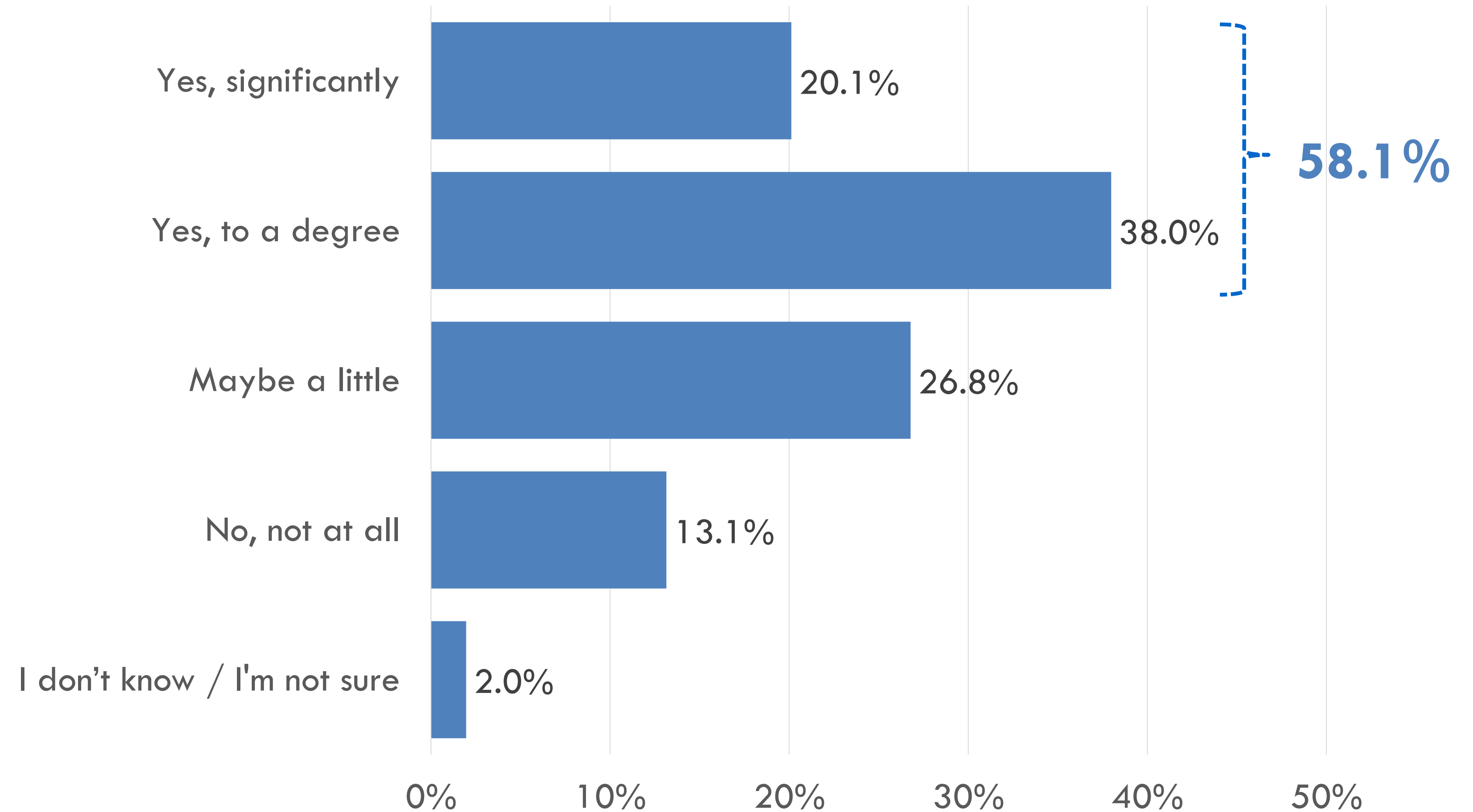
Most travelers say that the pandemic has changed their outlook on life, with a large share feeling their preference for travel destinations has changed for the longer term.

PANDEMIC'S EFFECT ON LIFE OUTLOOK

Question: Please think for a moment about how (if at all) the pandemic has changed you.

Has the pandemic changed your outlook on life? (Select one)

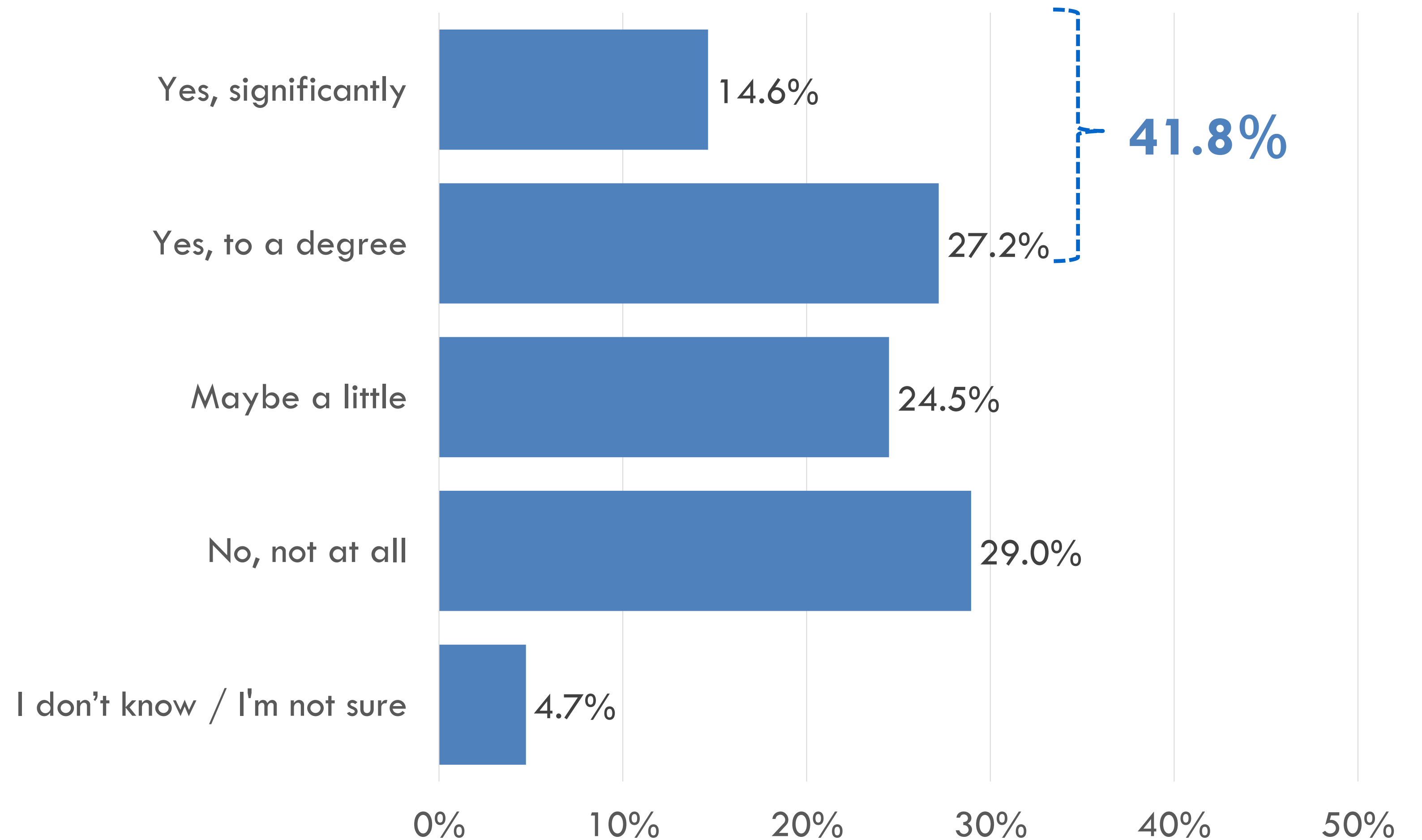
(Base: Waves 54 data. All respondents, 1,208 completed surveys. Data collected March 19-21, 2021)



PANDEMIC'S EFFECT ON TRAVEL OUTLOOK

Question: Has the pandemic changed your opinions about the types of leisure destinations you want to visit in the future? (Select one)

(Base: Waves 54 data. All respondents, 1,208 completed surveys. Data collected March 19-21, 2021)

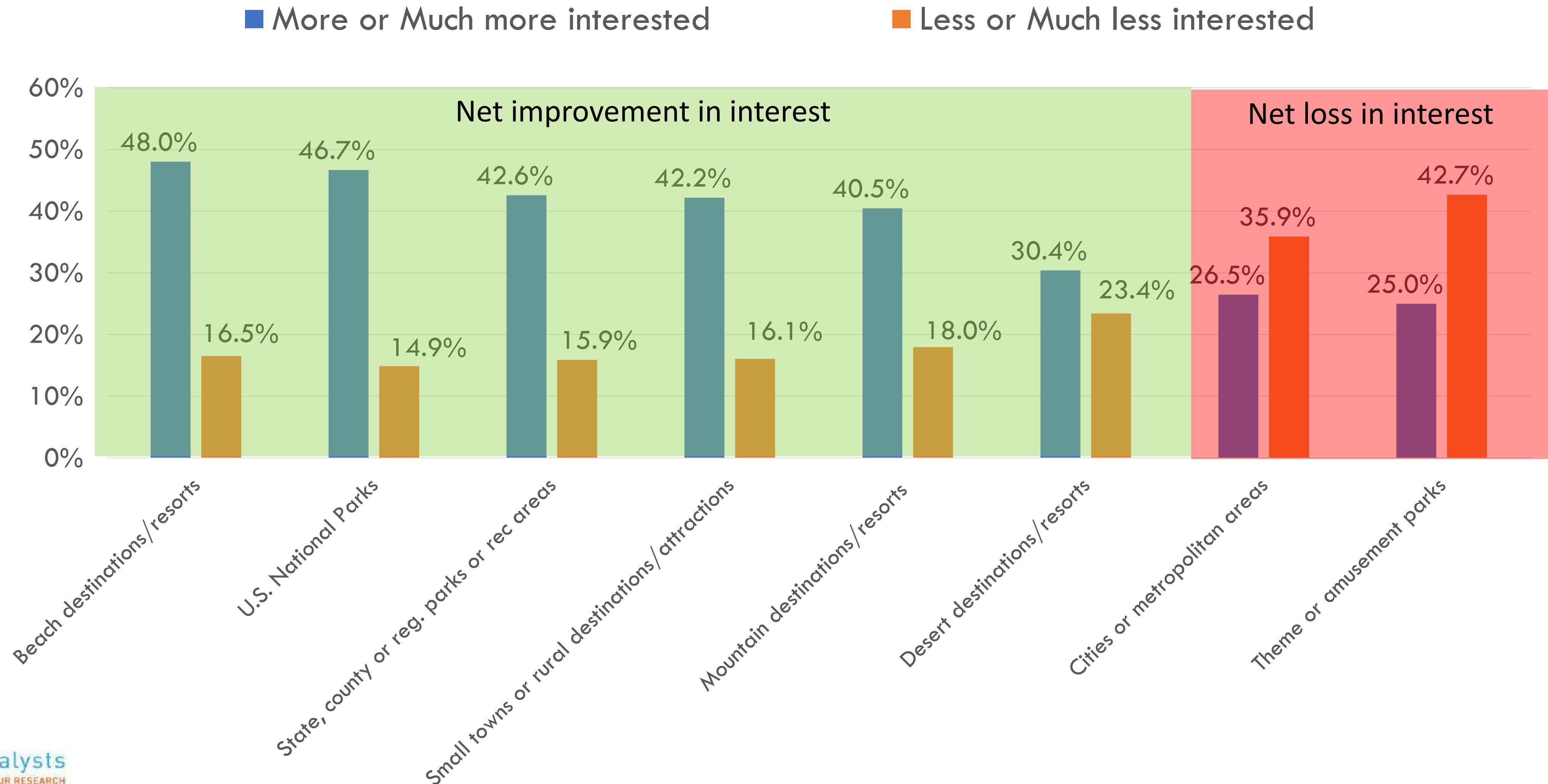




Question: Let's talk about **LASTING CHANGES** you think the pandemic may cause in how you look at travel destinations. In answering the following please think about how you expect to feel during the next 3 years. Has the pandemic made you more or less interested in visiting each type of destination?

LASTING CHANGES TO DESTINATION PREFERENCE

Question: The pandemic has left me _____ in visiting this type of destination during the next three years.

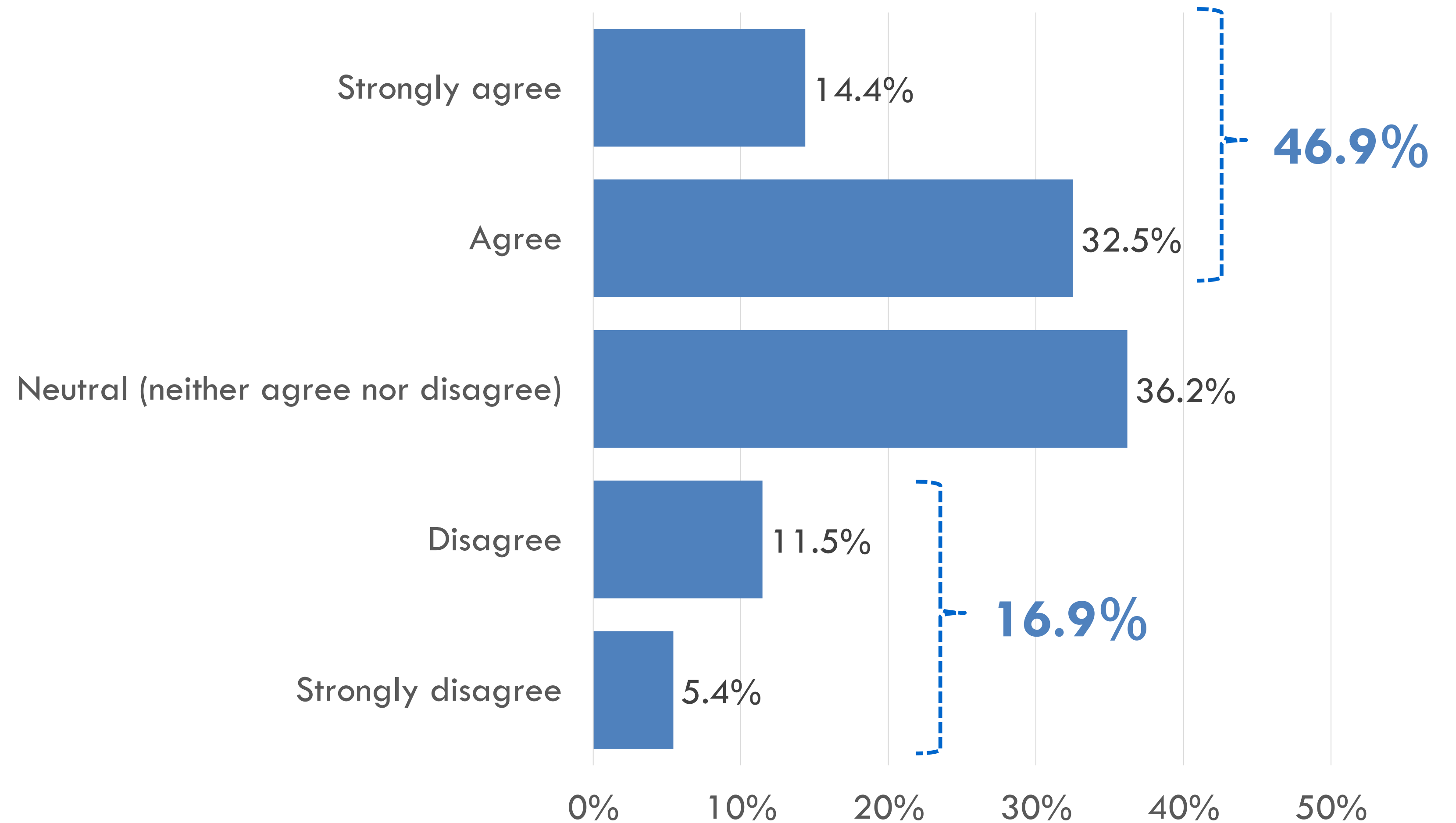


PANDEMIC'S IMPACT ON BUCKET LIST TRAVEL

Question: How much do you agree or disagree with the following statements about how the pandemic will effect your travel over the next few years?

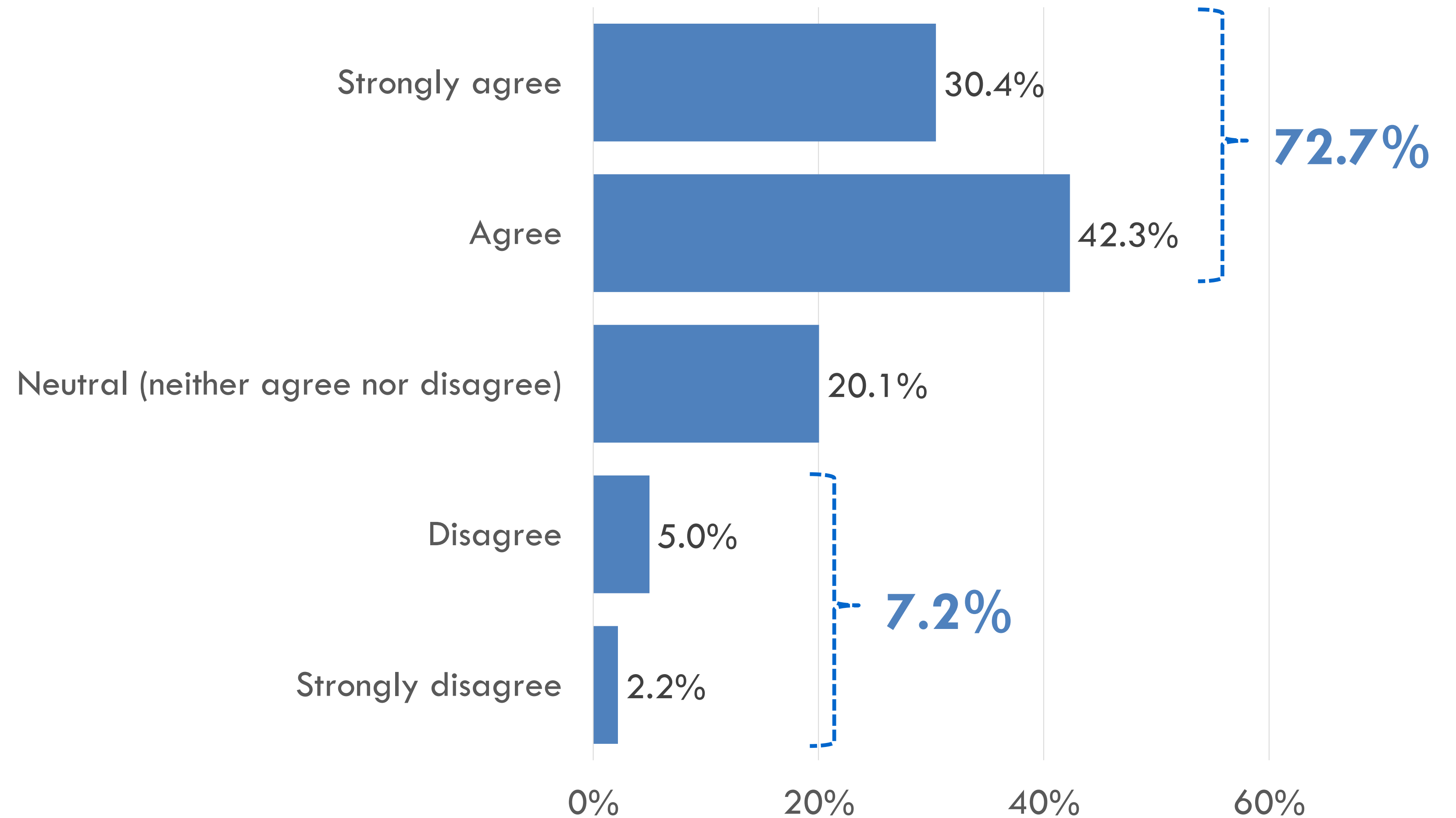
As a result of the pandemic, over the next few years I'll probably put more effort into visiting places on my travel bucket list.

(Base: Waves 54 data. All respondents, 1,208 completed surveys. Data collected March 19-21, 2021)



PANDEMIC'S IMPACT ON SAFETY-CONCIOUSNESS

Statement: As a result of the pandemic, I'll be more safety-conscious while traveling over the next few years.

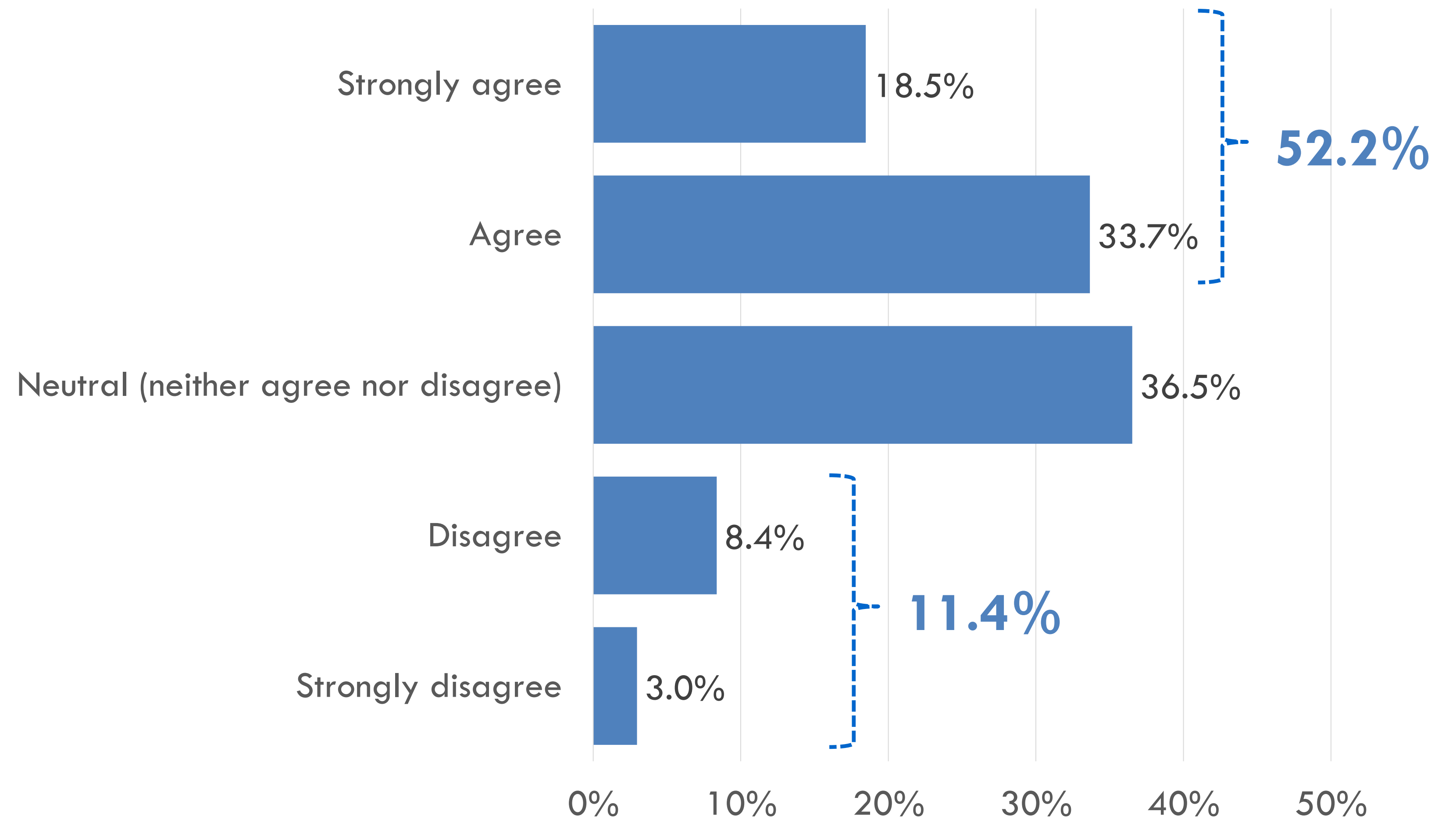


(Base: Waves 54 data. All respondents, 1,208 completed surveys. Data collected March 19-21, 2021)

PANDEMIC'S IMPACT ON OUTDOOR-ORIENTED DESTINATIONS

Statement: As a result of the pandemic, I'll be visiting more outdoor-oriented destinations over the next few years.

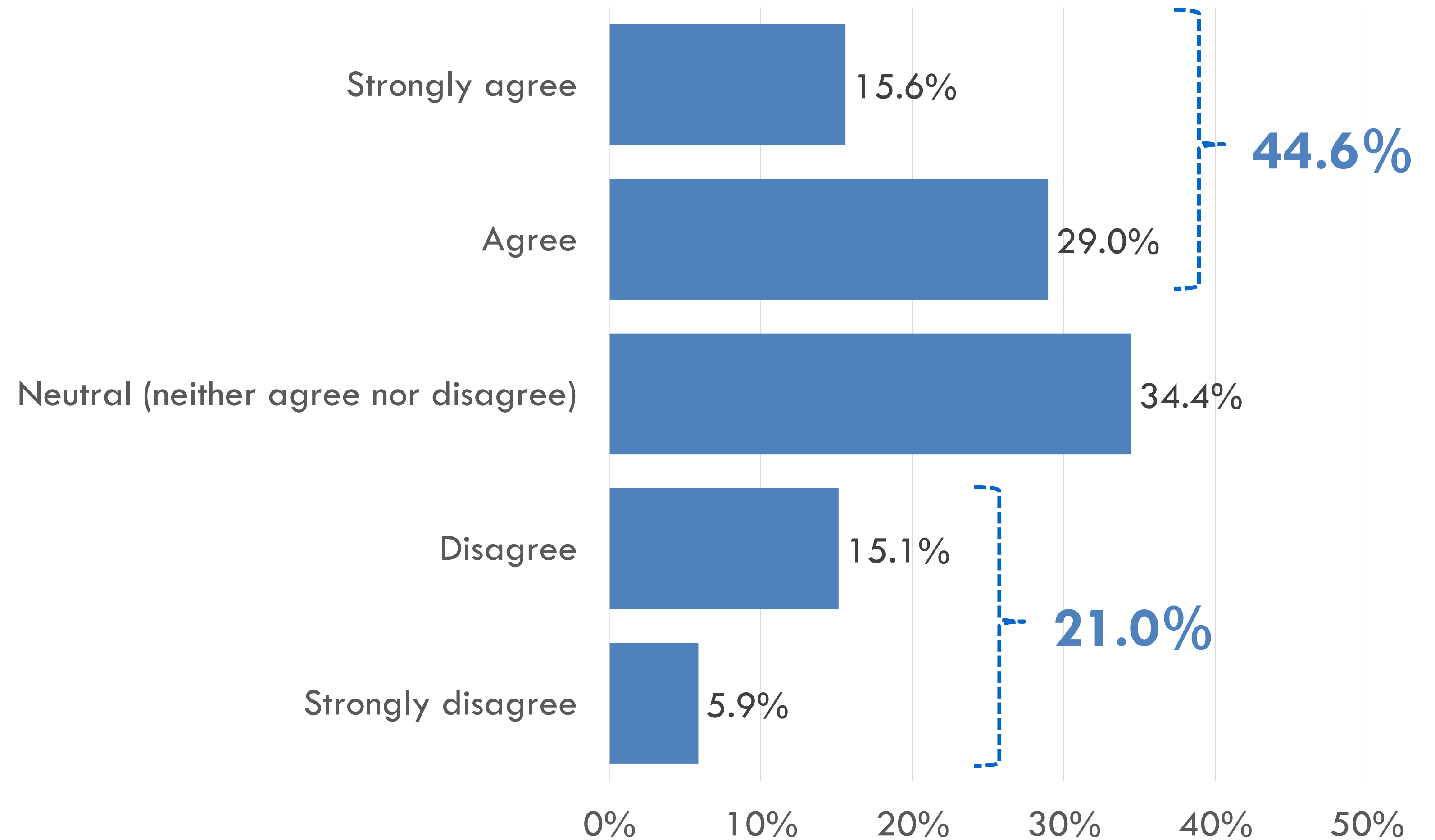
(Base: Waves 54 data. All respondents, 1,208 completed surveys. Data collected March 19-21, 2021)



PANDEMIC'S IMPACT ON ENTERTAINMENT DESTINATIONS

Statement: As a result of the pandemic, I'll be LESS LIKELY to visit popular, entertainment-oriented destinations during the next few years.

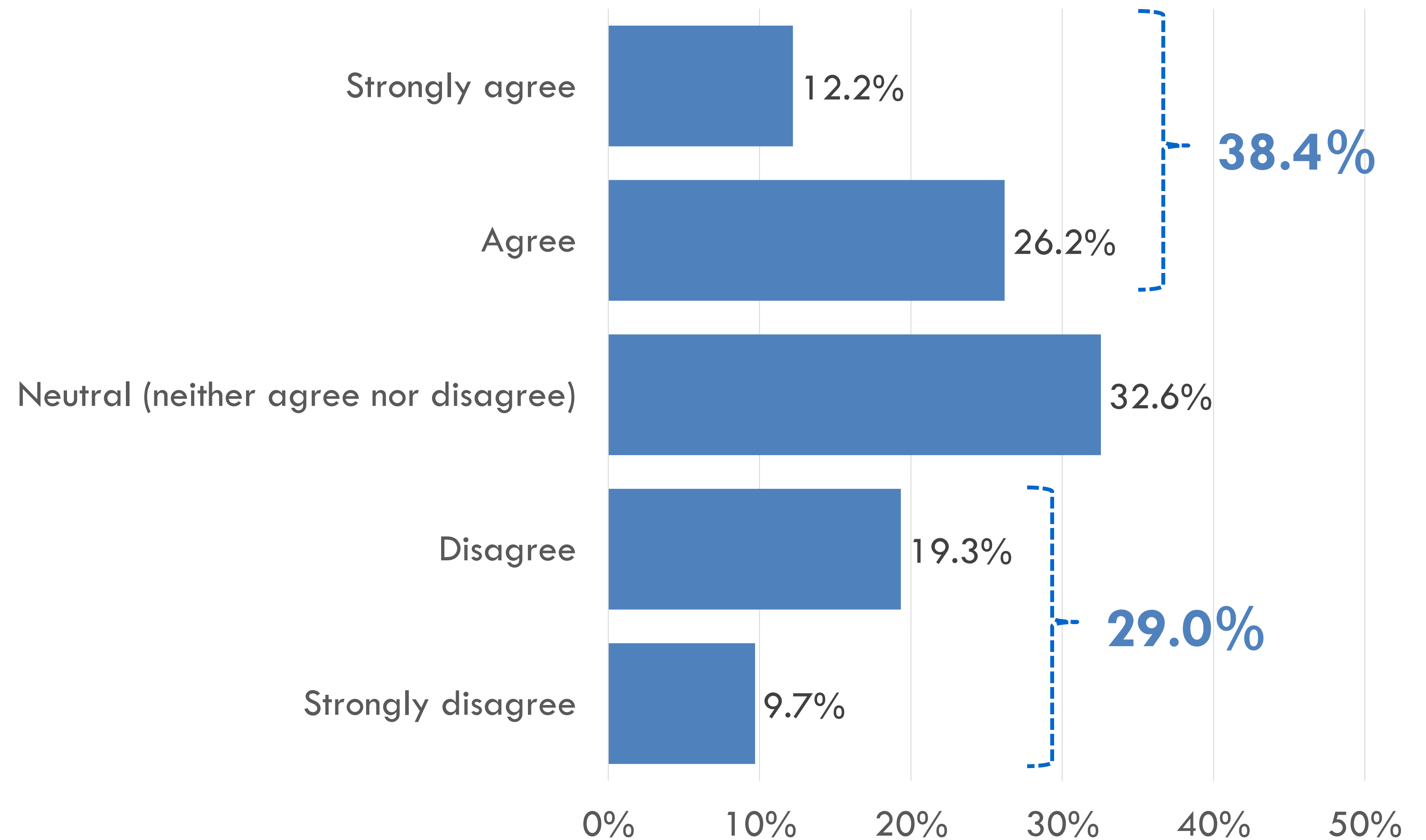
(Base: Waves 54 data. All respondents, 1,208 completed surveys. Data collected March 19-21, 2021)



PANDEMIC'S IMPACT ON TRAVEL DISTANCE

Statement: As a result of the pandemic, I'll probably stay closer to home while traveling for leisure during the next few years.

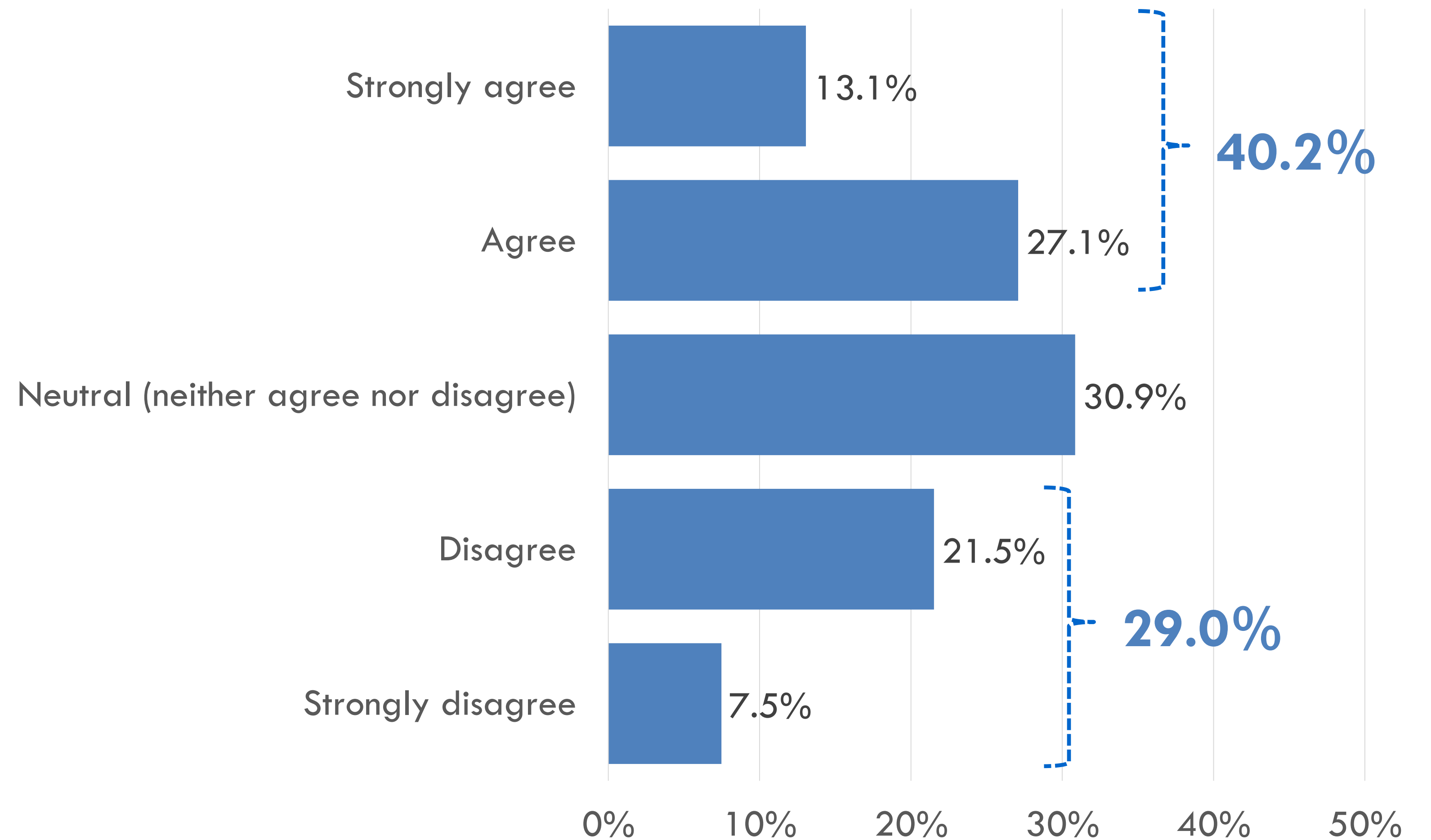
(Base: Waves 54 data. All respondents, 1,208 completed surveys. Data collected March 19-21, 2021)



PANDEMIC'S IMPACT ON TRAVEL SPENDING

Statement: As a result of the pandemic, I'll probably **SPEND LESS MONEY** on leisure travel during the next few years.

(Base: Waves 54 data. All respondents, 1,208 completed surveys. Data collected March 19-21, 2021)



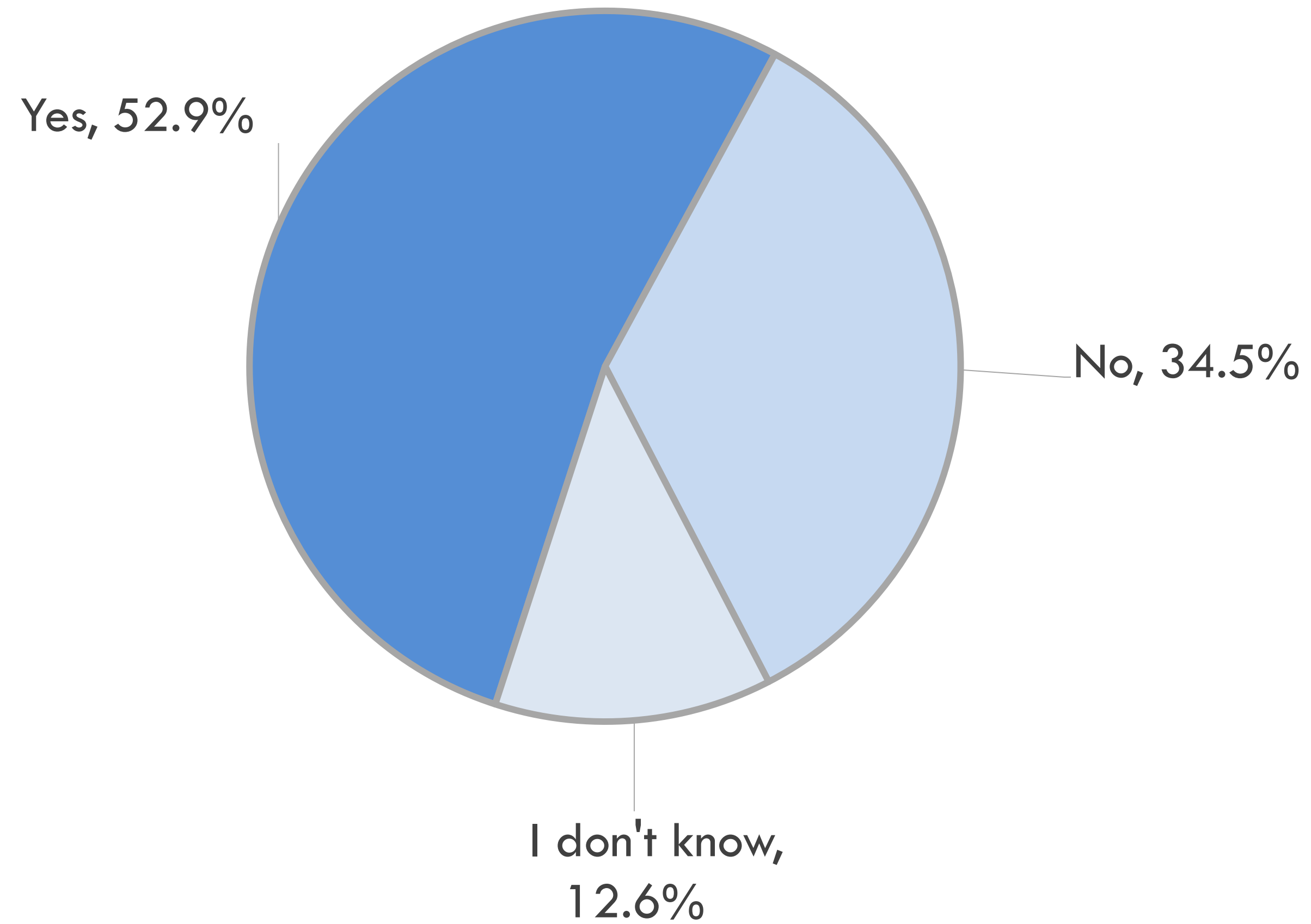


**Approximately 1-in-5
American travelers say they
are likely to spend at least
part of their federal
stimulus payments on
leisure travel.**

COVID STIMULUS CHECKS

Question: Have you received (or do you expect to receive) a check/payment resulting from the recently passed COVID relief law (i.e., American Rescue Plan Act)?

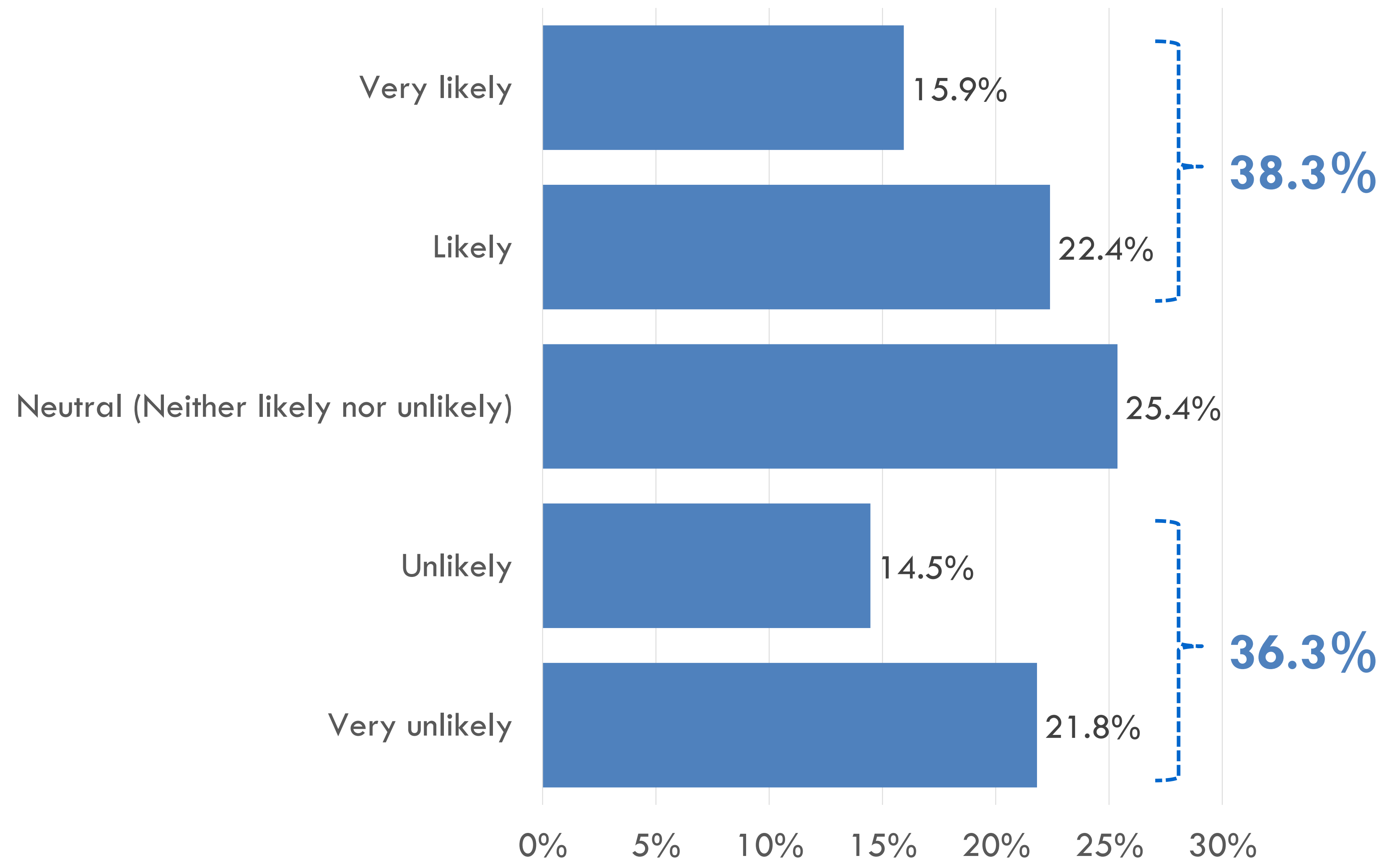
(Base: Waves 54 data. All respondents, 1,208 completed surveys. Data collected March 19-21, 2021)



LIKELIHOOD TO SPEND COVID STIMULUS ON LEISURE TRAVEL

Question: How likely is it that you will spend at least some portion of this payment on leisure travel? (Select one)

(Base: Waves 54 data. All respondents expecting to receive COVID relief checks, 671 completed surveys. Data collected March 19-21, 2021)



TAKEAWAYS

- 1** Traveler optimism, while still at near record high levels for the pandemic, retreated slightly this week.
- 2** Over the last few weeks there has been an increase in daydreaming and talking about travel, as well as a bump up in online planning.
- 3** Nearly 40 percent of travelers report having received a vaccine. Planning and booking trips in anticipation of widespread vaccine distribution moderated this week.
- 4** Most travelers say that the pandemic has changed their outlook on life, with a large share feeling their preference for travel destinations has changed for the longer term.
- 5** Approximately 1-in-5 American travelers say they are likely to spend at least part of their federal stimulus payments on leisure travel

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A photograph of two astronauts in white space suits standing on a dark, rocky surface. They are silhouetted against a bright, hazy, golden-yellow sky. The astronaut in the foreground is standing on a rock, looking towards the right. The second astronaut is partially visible behind them.

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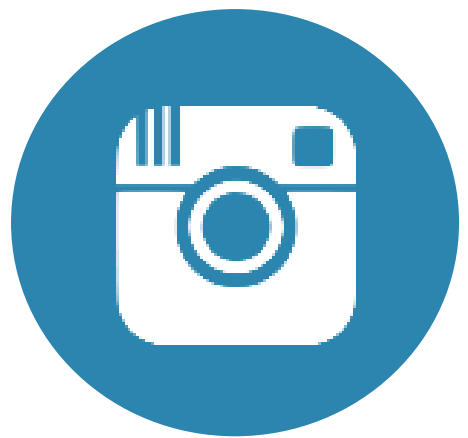
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