

# CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

*Presentation of Findings*  
*March 1<sup>st</sup>, 2021*

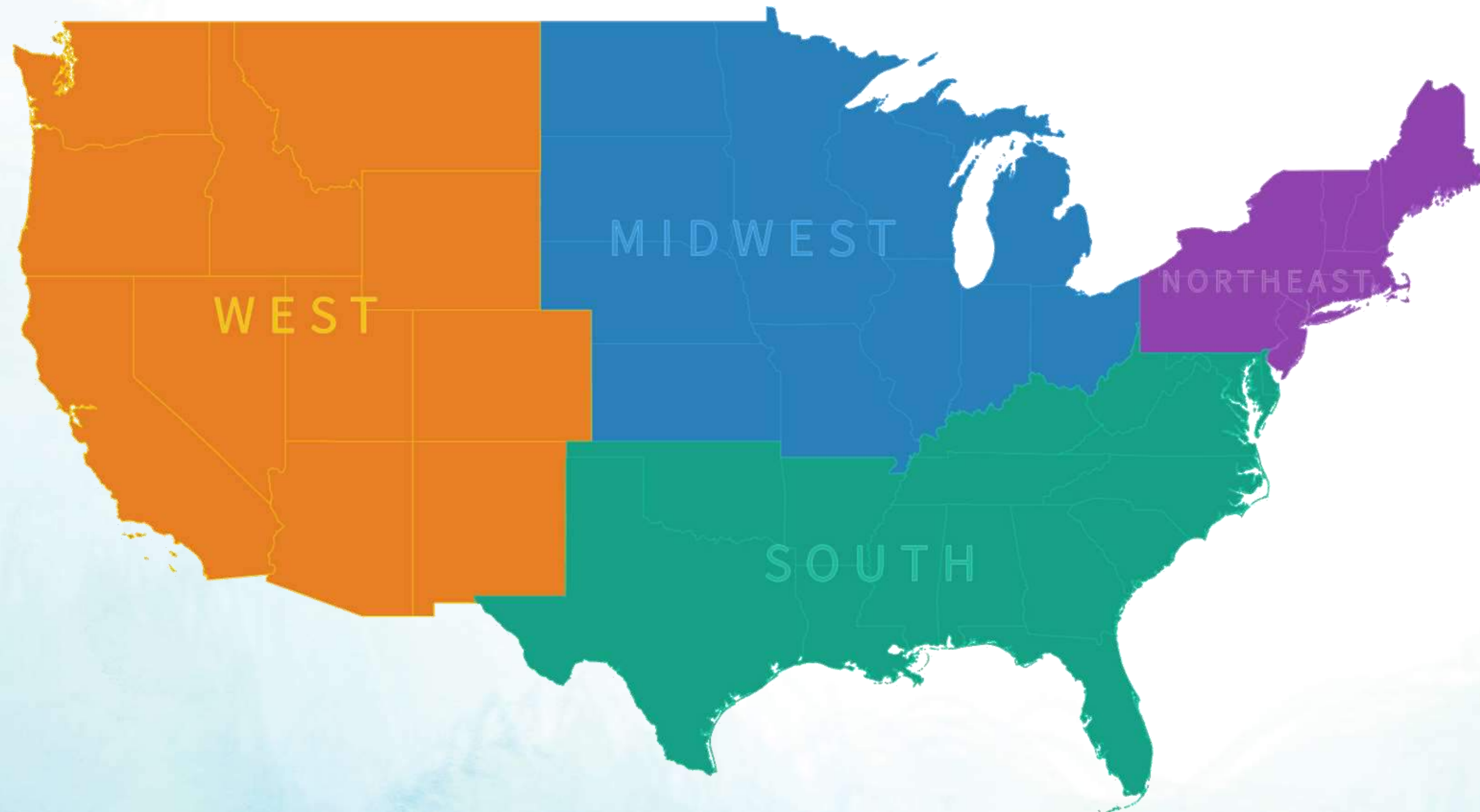
Destination  Analysts





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 51 data (fielded February 26-28) 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**

The background features a complex financial data visualization. It includes several overlapping line graphs with fluctuating trends, a bar chart at the bottom with varying bar heights, and a grid of numerical data points in a light blue color. The overall aesthetic is professional and data-driven.

# Independent, Unbiased Research



# FDA grants emergency use authorization for Johnson & Johnson COVID-19 vaccine

February 27, 2021



Sarah Silbiger/Getty Images)

The Food and Drug Administration on Saturday authorized Johnson & Johnson's single-dose COVID-19 vaccine for emergency use, which means there will soon be three effective shots available for Americans.

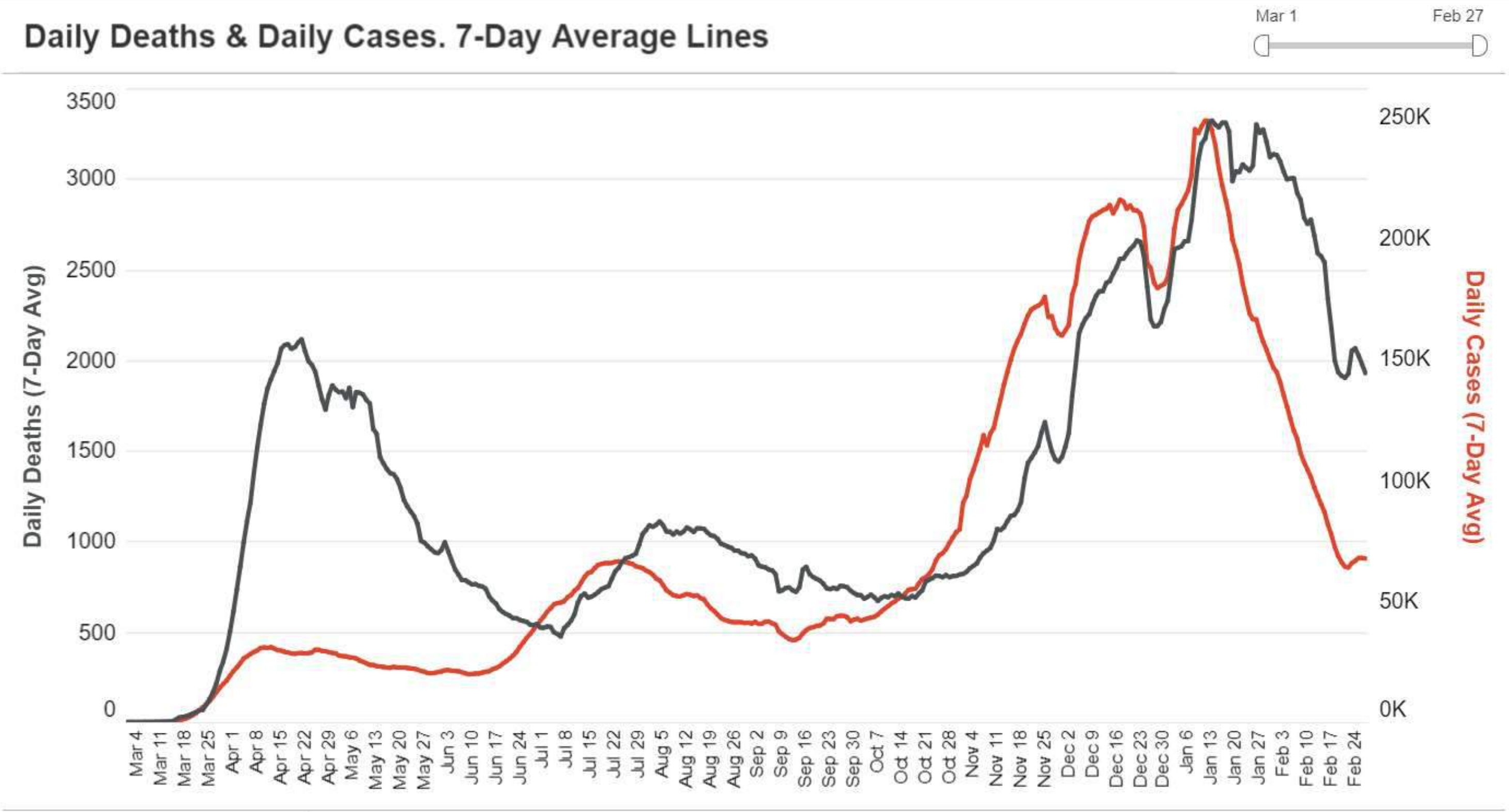
The Johnson & Johnson candidate registered a 72 percent efficacy rate in the U.S. clinical trial. That falls short of the roughly 95 percent rates seen in the Pfizer-BioNTech and Moderna trials, but, *The New York Times* notes, experts are still very pleased with Johnson & Johnson's results, especially since it also showed 85 percent efficacy against severe COVID-19 infections, and 100 percent efficacy against hospitalizations and deaths, suggesting it will be a crucial tool in the fight to end the pandemic.

Dr. Anthony Fauci, the government's top infectious disease expert, told the *Times* people shouldn't get wrapped up in the numbers and instead "accept the fact that now you have three highly effective vaccines. Period." And Dr. Danny Avula, the vaccine coordinator for Virginia, said he's "super-pumped about this," adding that the lack of hospitalizations and deaths among vaccinated trial volunteers is "all I need to hear."

Plus, Johnson & Johnson's vaccine requires just one dose for full inoculation and can be stored at standard refrigeration temperatures for three months, which will help states speed up their vaccination drives and make distribution easier. All told, Johnson & Johnson has pledged to provide the U.S. with 100 million doses by June, but four million doses should be ready to go as soon as possible now that the FDA has signed off, with another 16 million available by the end of the March. Read more at *The New York Times*. —Tim O'Donnell

 United States  
 Coronavirus Cases:  
**29,203,913**  
 Deaths:  
**524,690**  
 Recovered:  
**19,632,572**

Daily Deaths & Daily Cases. 7-Day Average Lines



Left Axis:    
 Right Axis:    
 States Included:    
 Regions Included:

# Plunging Demand for COVID-19 Tests May Leave US Exposed

Communities across the U.S. are seeing plummeting demand for coronavirus testing.

By Associated Press, Wire Service Content Feb. 27, 2021

BY MATTHEW PERRONE, AP Health Writer

WASHINGTON (AP) — Just five weeks ago, Los Angeles County was conducting more than 350,000 weekly coronavirus tests, including at a massive drive-thru site at Dodger Stadium, as health workers raced to contain the worst COVID-19 hotspot in the U.S.

Now, county officials say testing has nearly collapsed. More than 180 government-supported sites are operating at only a third of their capacity.

"It's shocking how quickly we've gone from moving at 100 miles an hour to about 25," said Dr. Clemens Hong, who leads the county's testing operation.

After a year of struggling to boost testing, communities across the country are seeing plummeting demand, shuttering testing sites or even trying to return supplies.

The drop in screening comes at a significant moment in the outbreak: Experts are cautiously optimistic that COVID-19 is receding after killing more than 500,000 people in the U.S. but concerned that emerging variants could prolong the epidemic.

"Everyone is hopeful for rapid, widespread vaccinations, but I don't think we're at a point where we can drop our guard just yet," said Hong. "We just don't have enough people who are immune to rule out another surge."

U.S. testing hit a peak on Jan. 15, when the country was averaging more than 2 million tests per day. Since then, the average number of daily tests has fallen more than 28%. The drop mirrors declines across all major virus measures since January, including new cases, hospitalizations and deaths.

Officials say those encouraging trends, together with harsh winter weather, the end of the holiday travel season, pandemic fatigue and a growing focus on vaccinations are sapping interest in testing.





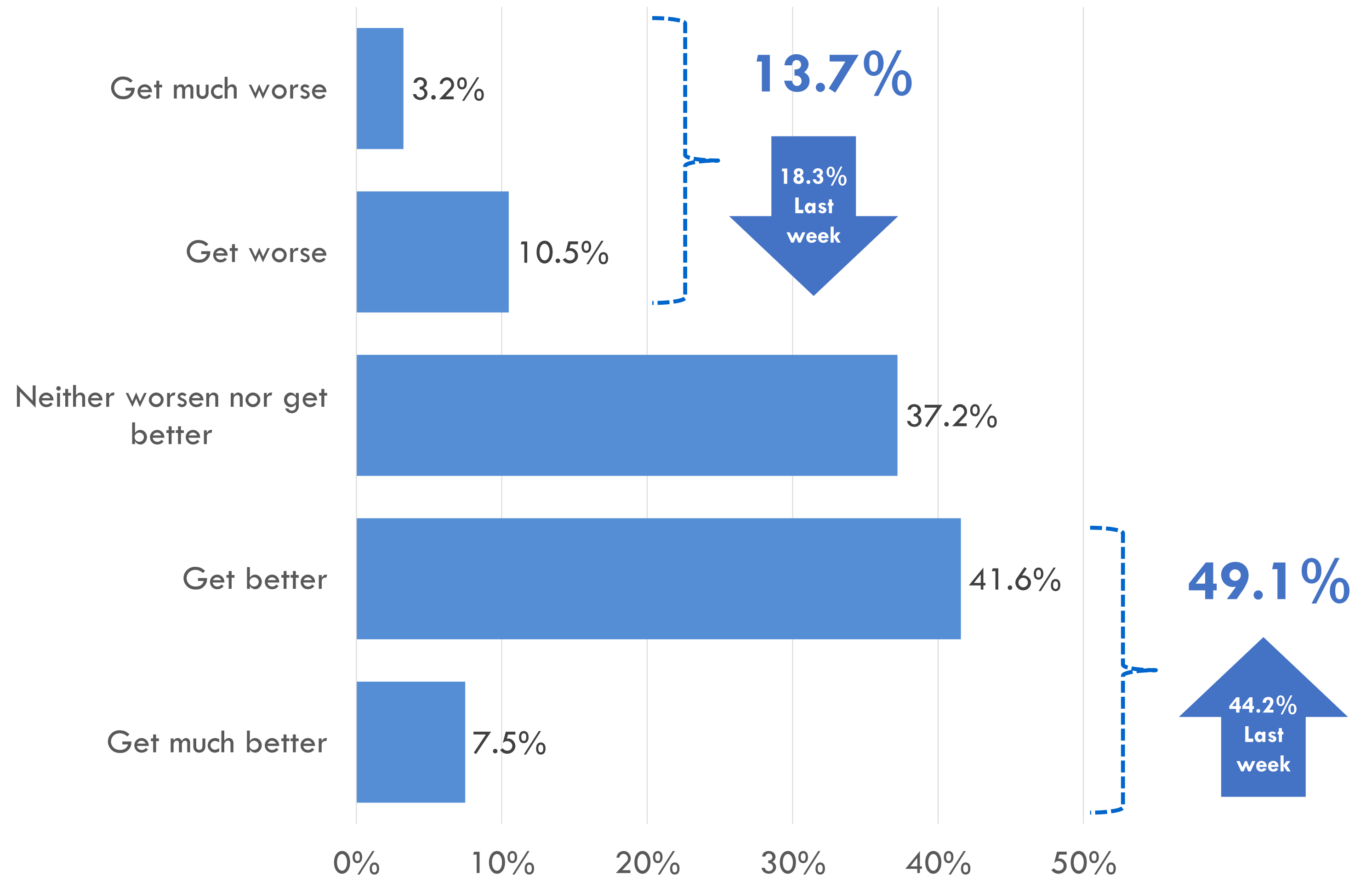
**Enthusiasm for travel continues to power forward, hopefully setting the stage for booking behaviors to also grow.**

# 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 \_\_\_\_\_

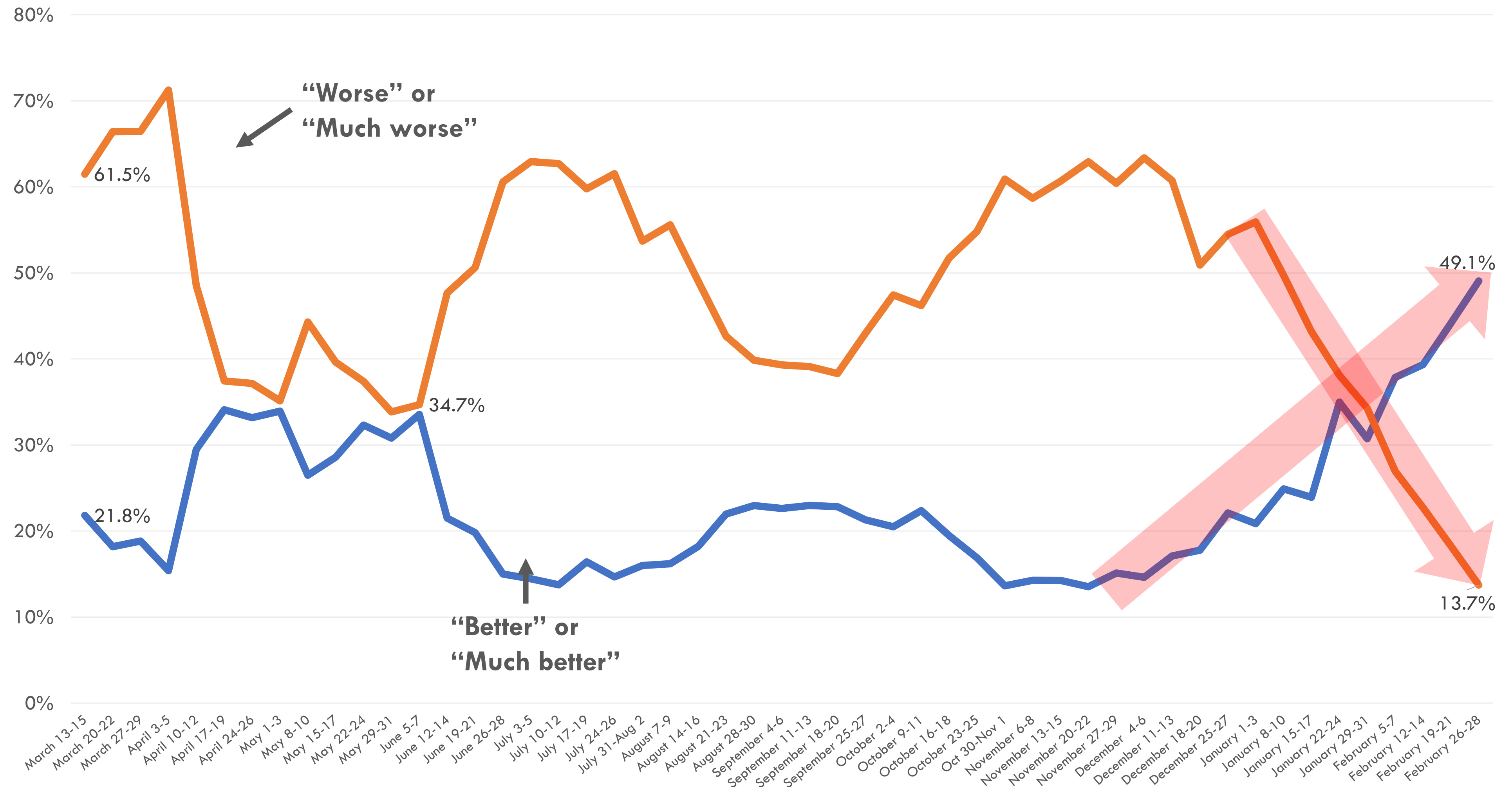
(Base: Wave 51 data. All respondents, 1,204 completed surveys. Data collected February 26-28, 2021)



# EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-51)

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

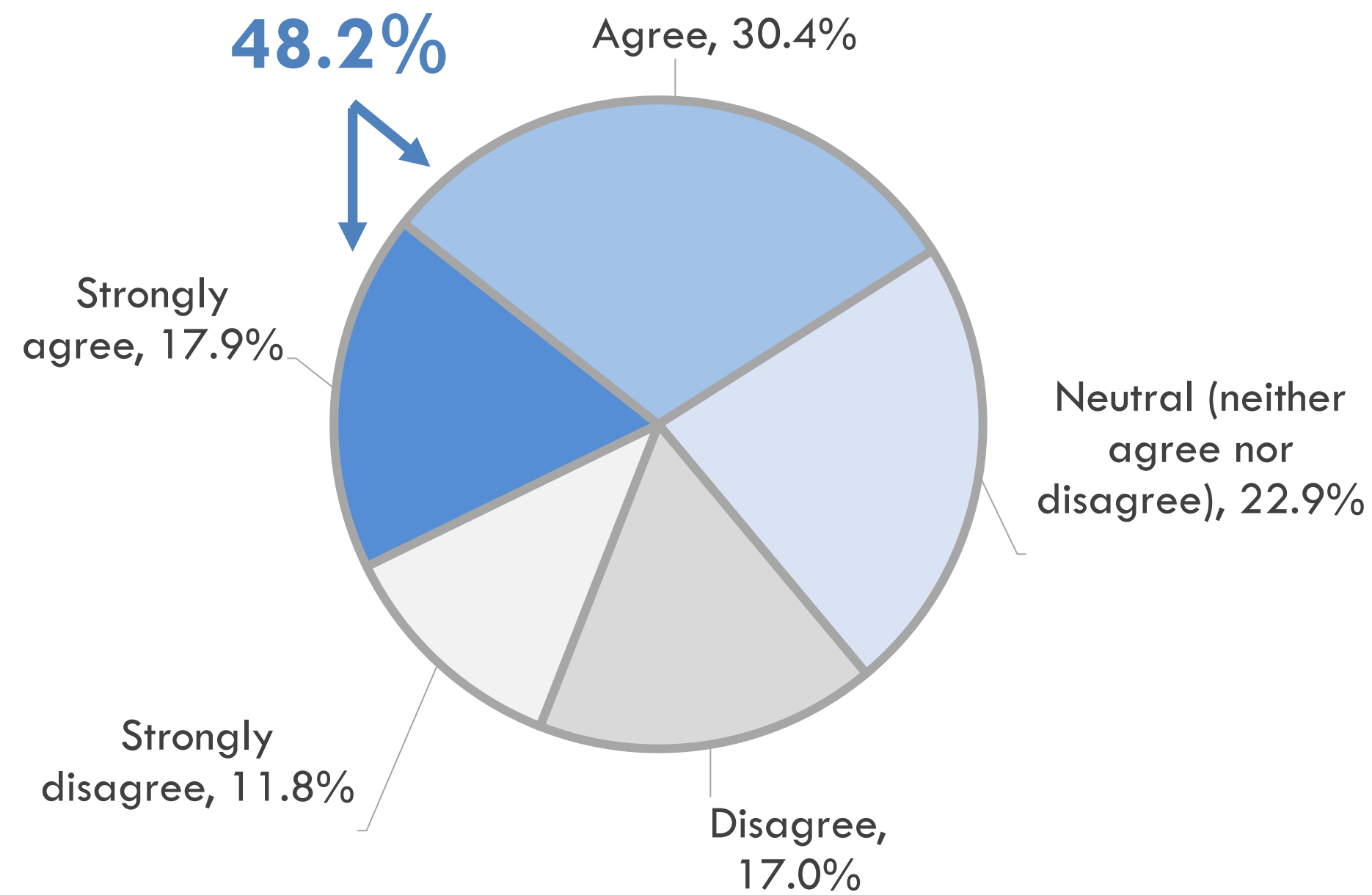
In the next month the coronavirus situation will



# COMFORT ENJOYING HOME COMMUNITY

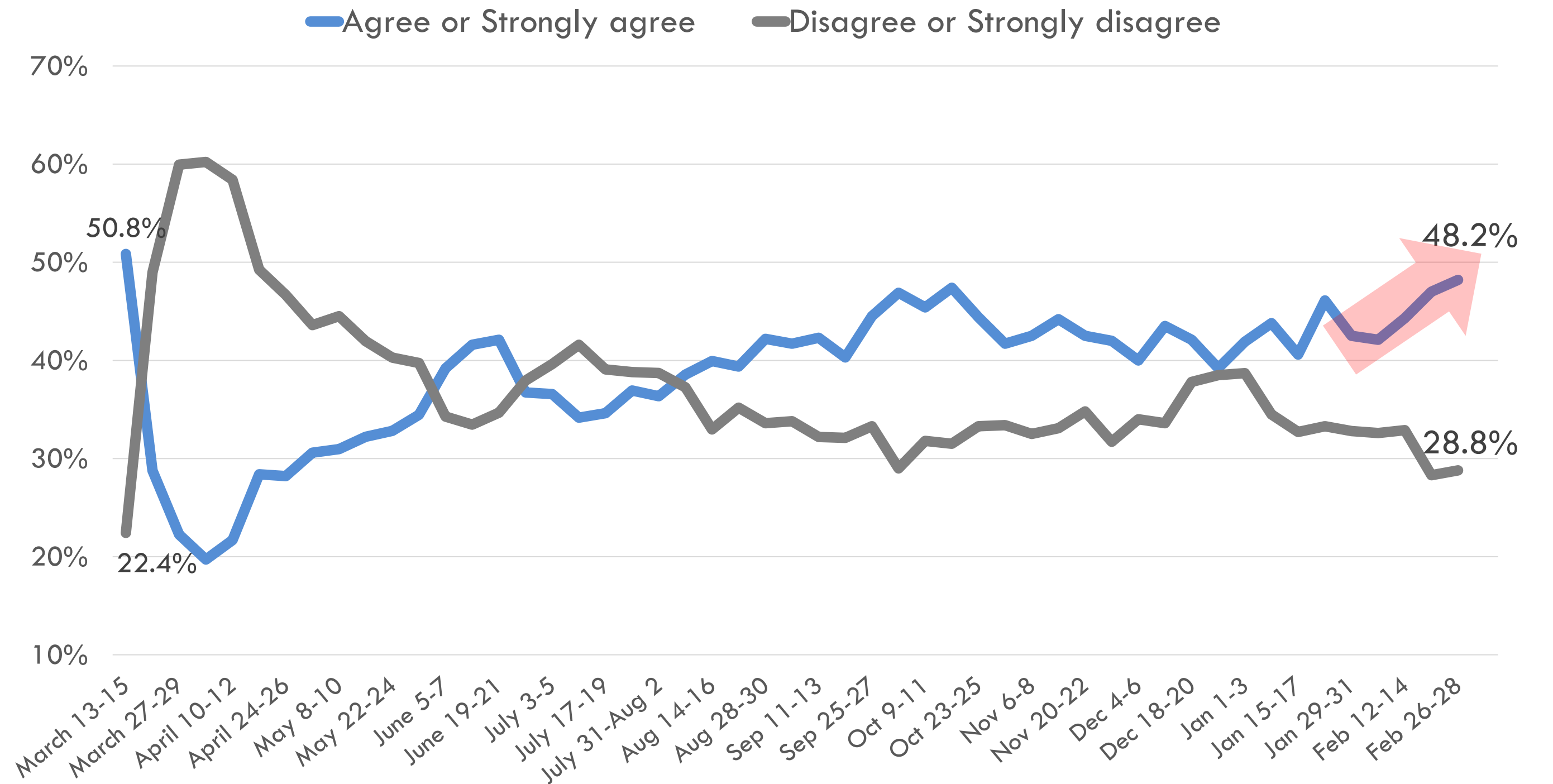
How much do you agree with the following statement?

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



(Base: Waves 1-51. 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 and 1,204 completed surveys.)

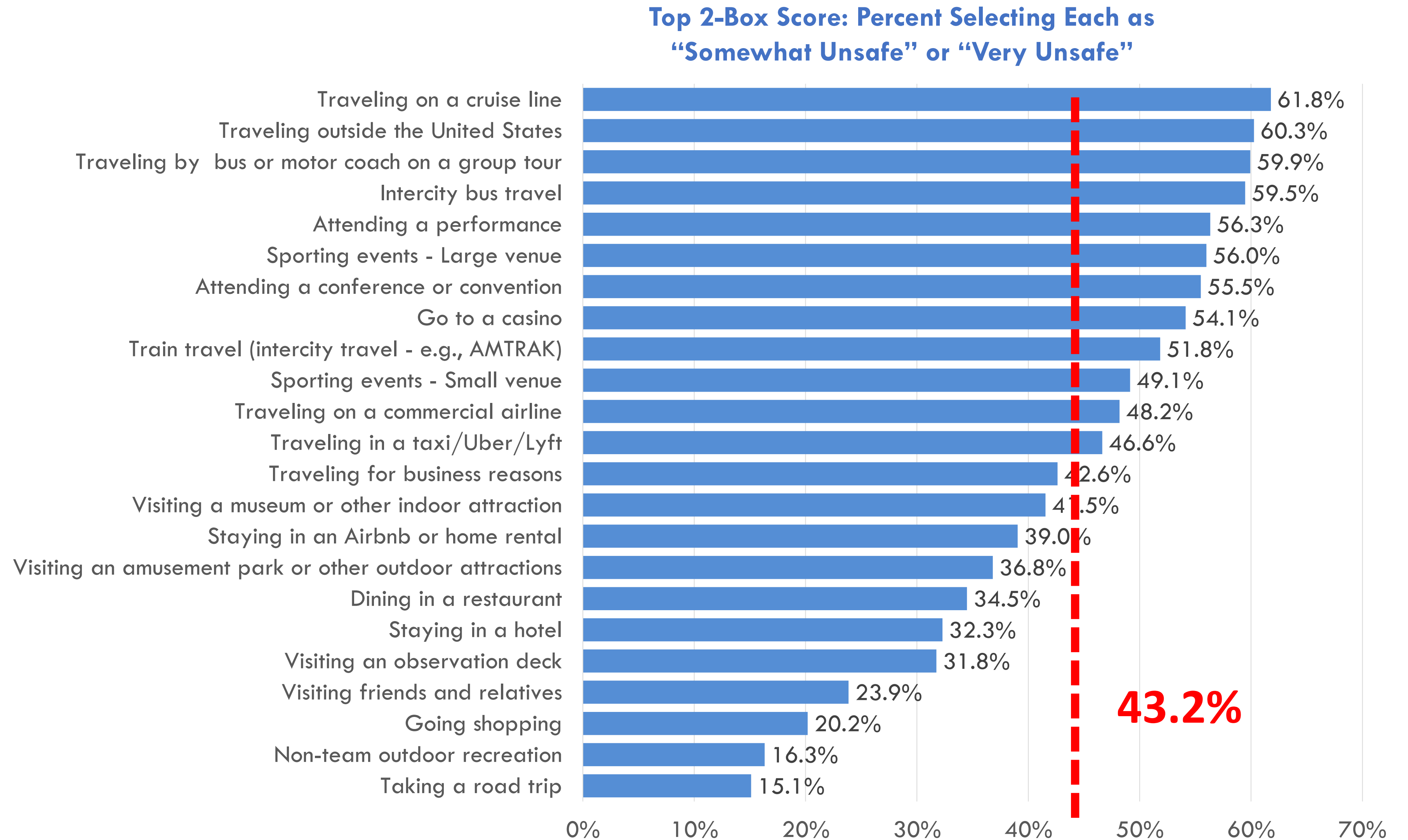
## Historical data



# PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 51)

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

(Base: Wave 51 data. All respondents, 1,204 completed surveys. Data collected February 26-28, 2021)

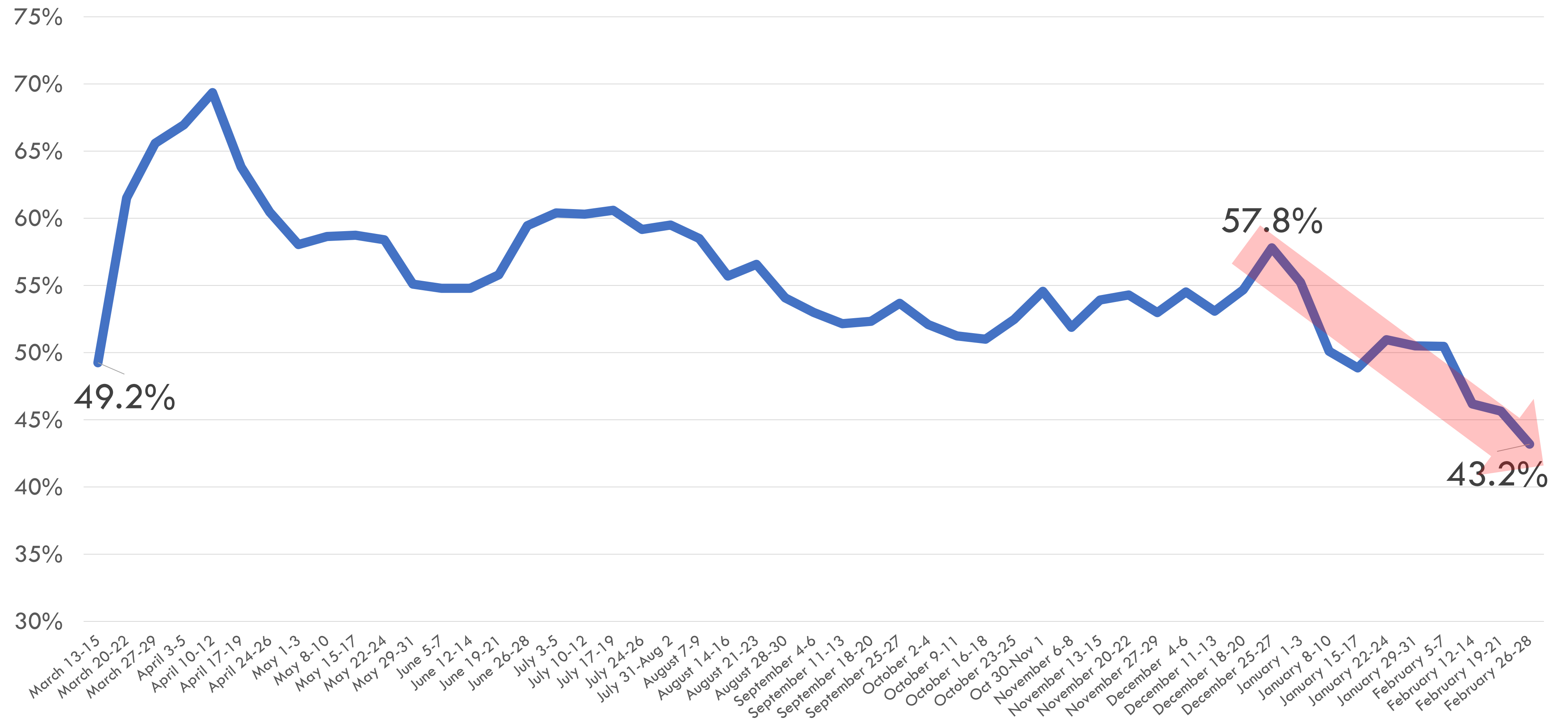


# PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-51 COMPARISON)

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

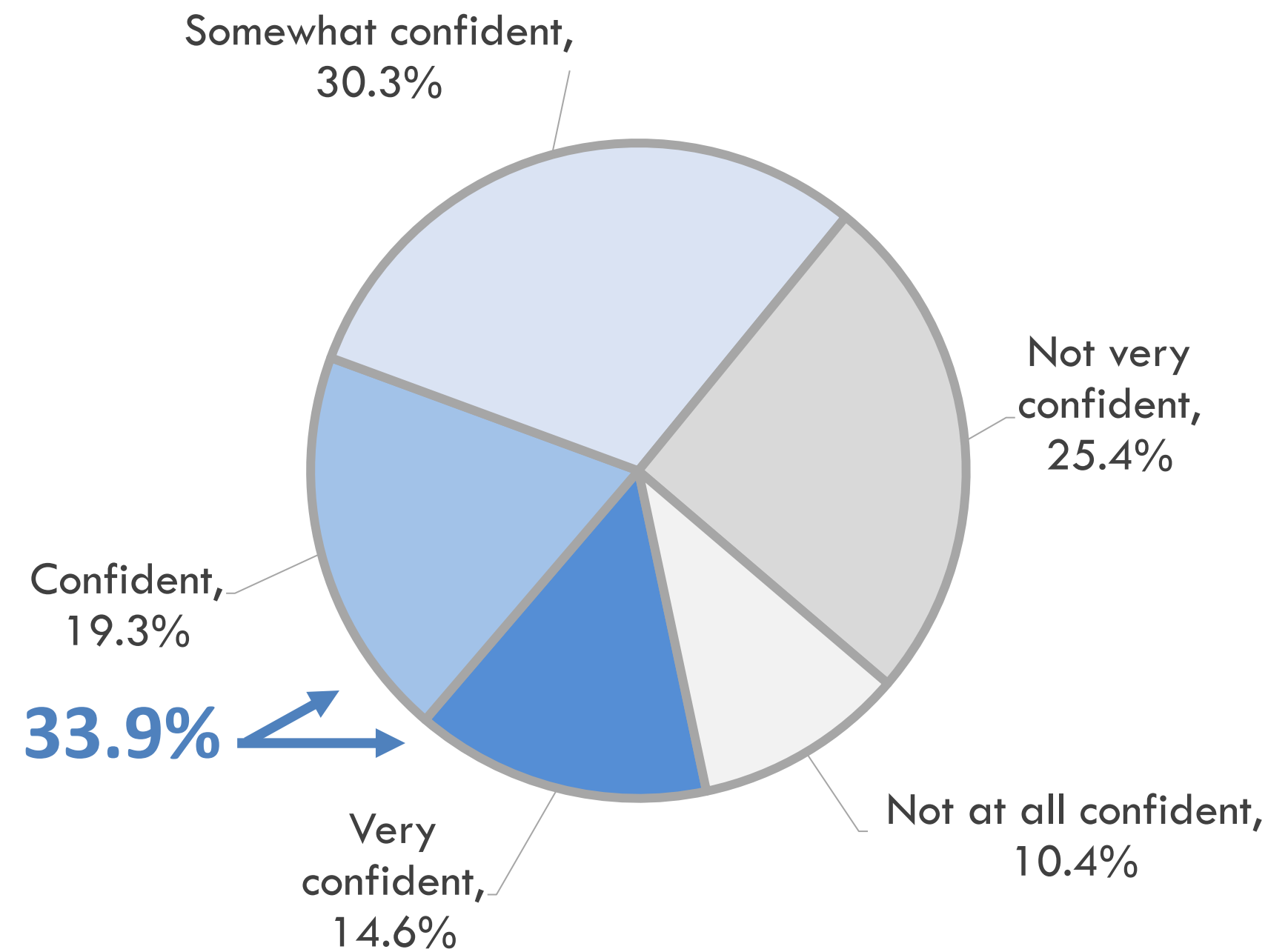
**% Somewhat unsafe or Very unsafe (AVERAGE SCORE FOR ALL ACTIVITIES TESTED)**

(Base: Waves 1-51. 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 and 1,204 completed surveys.)

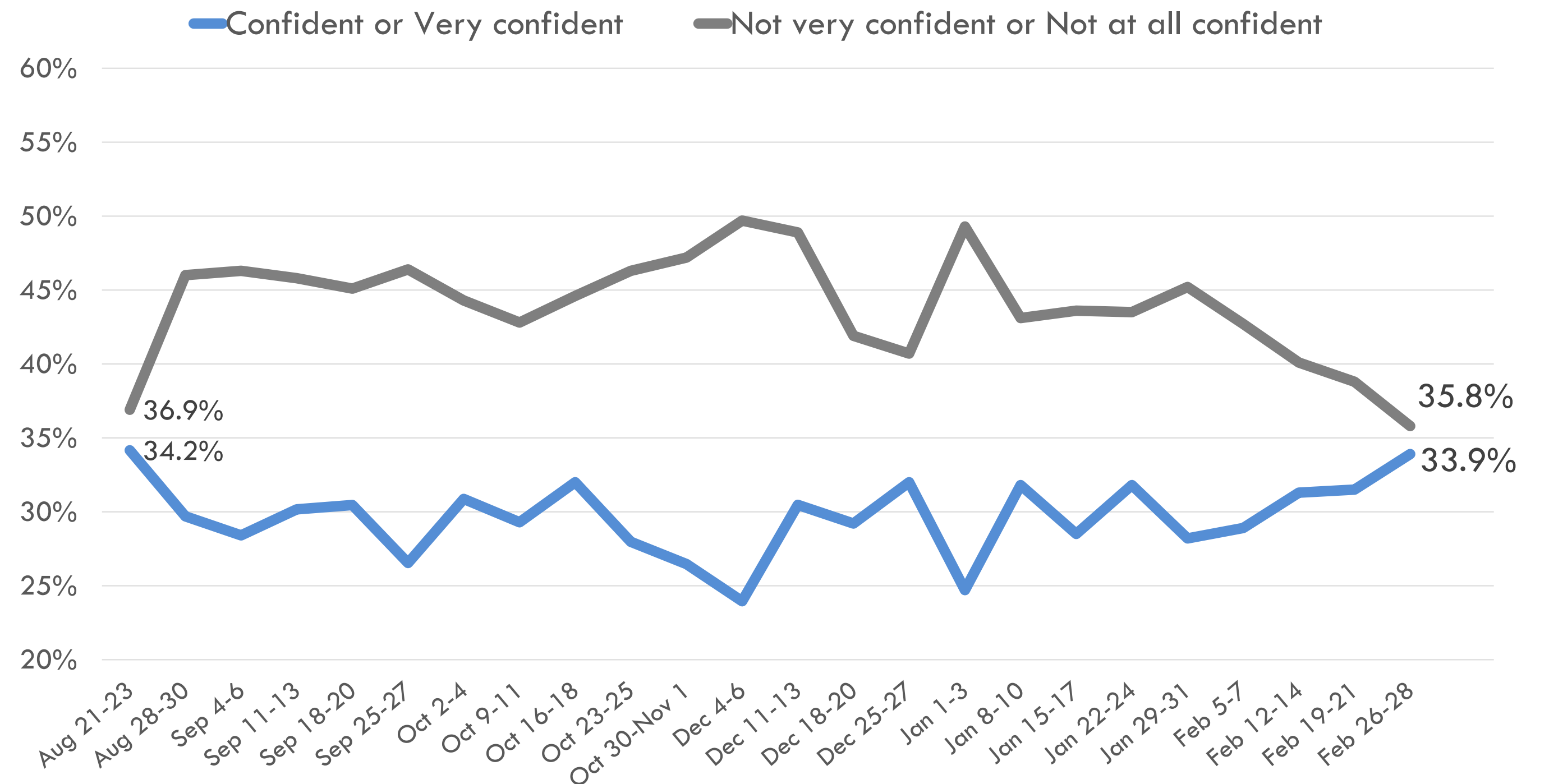


# CONFIDENCE IN ABILITY TO TRAVEL SAFELY

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



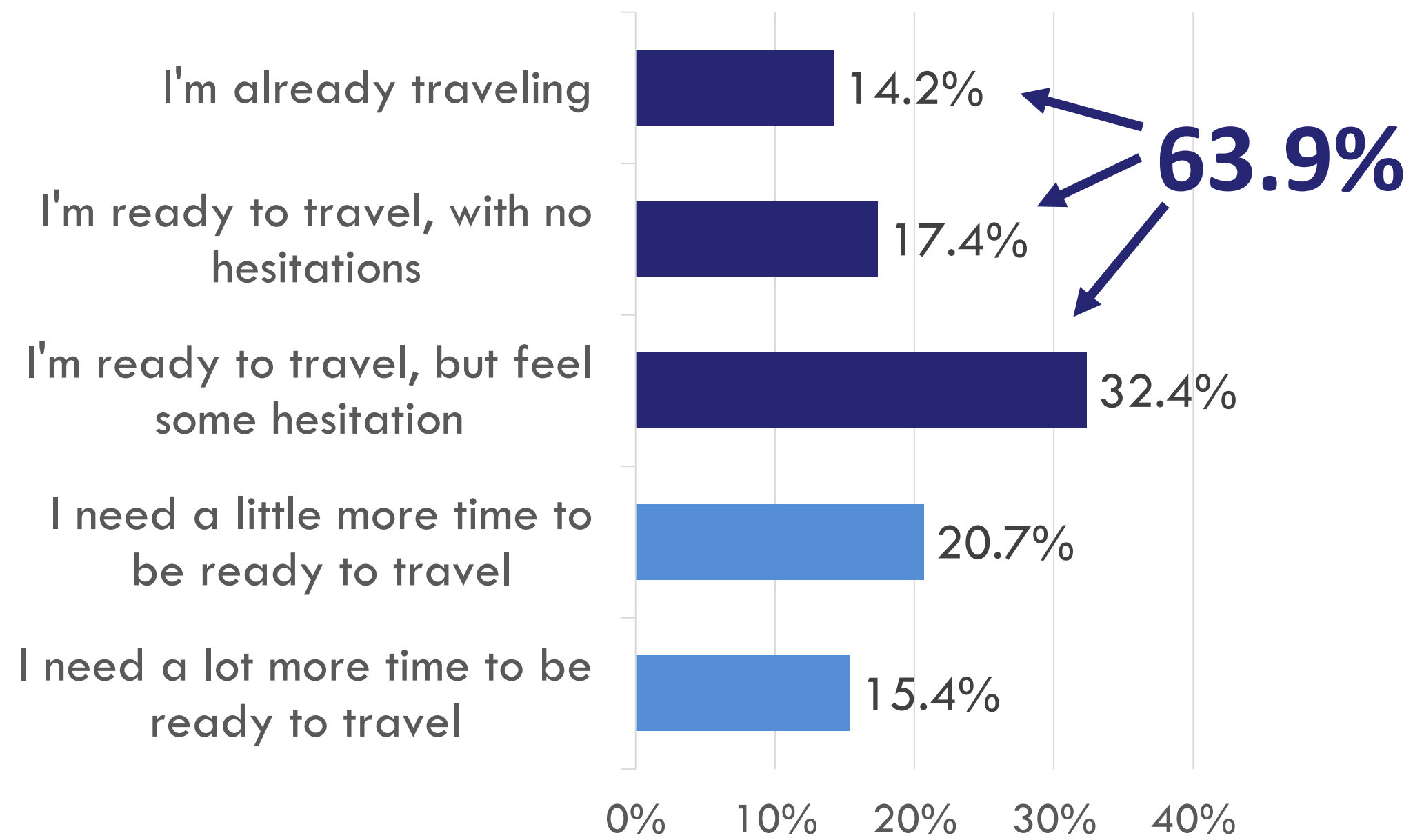
## Historical data



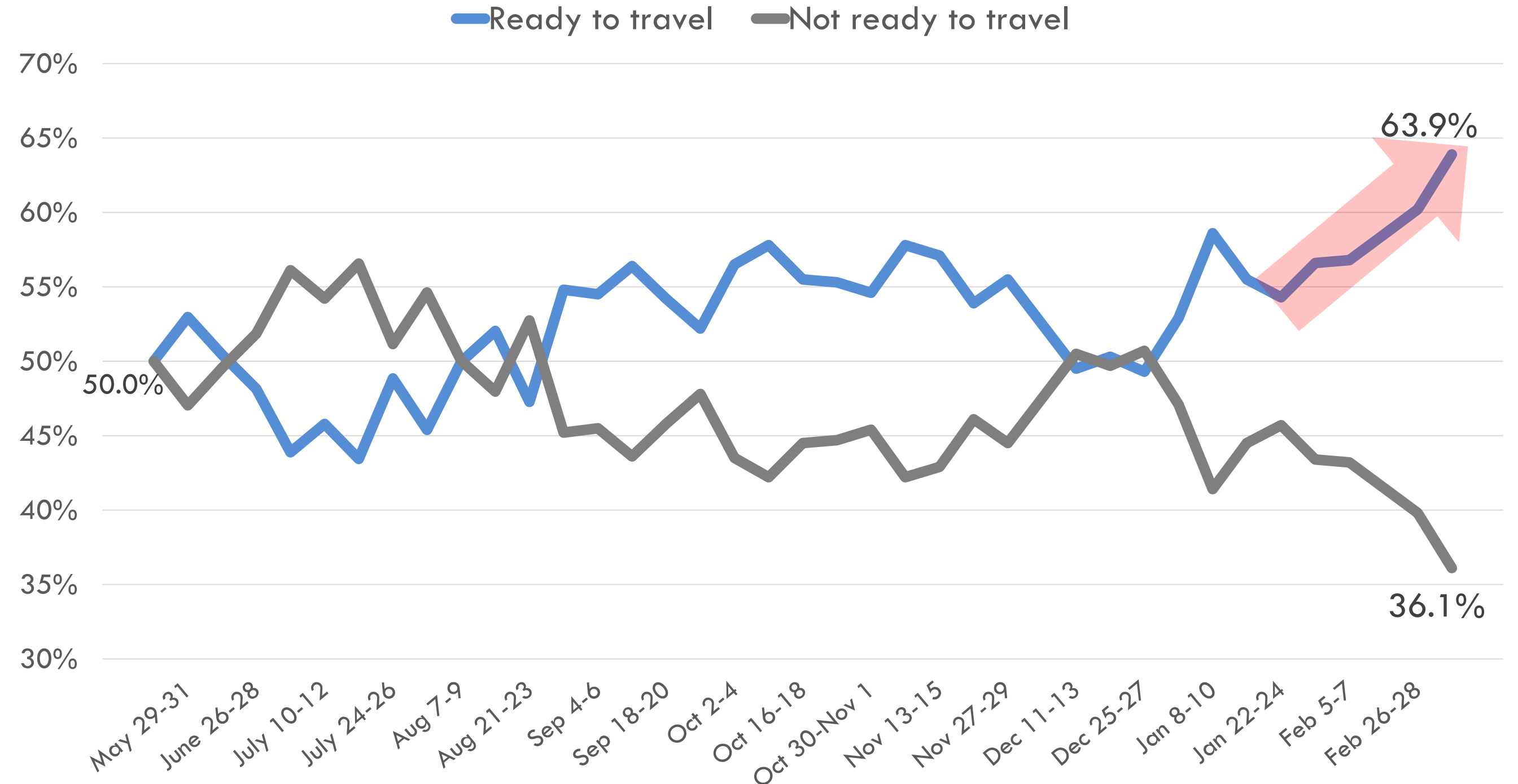
(Base: Wave 24-34 and 39-51 data. All respondents, 1,202, 1,246, 1,222, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210 and 1,204 completed surveys.)

# 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)



## Historical data



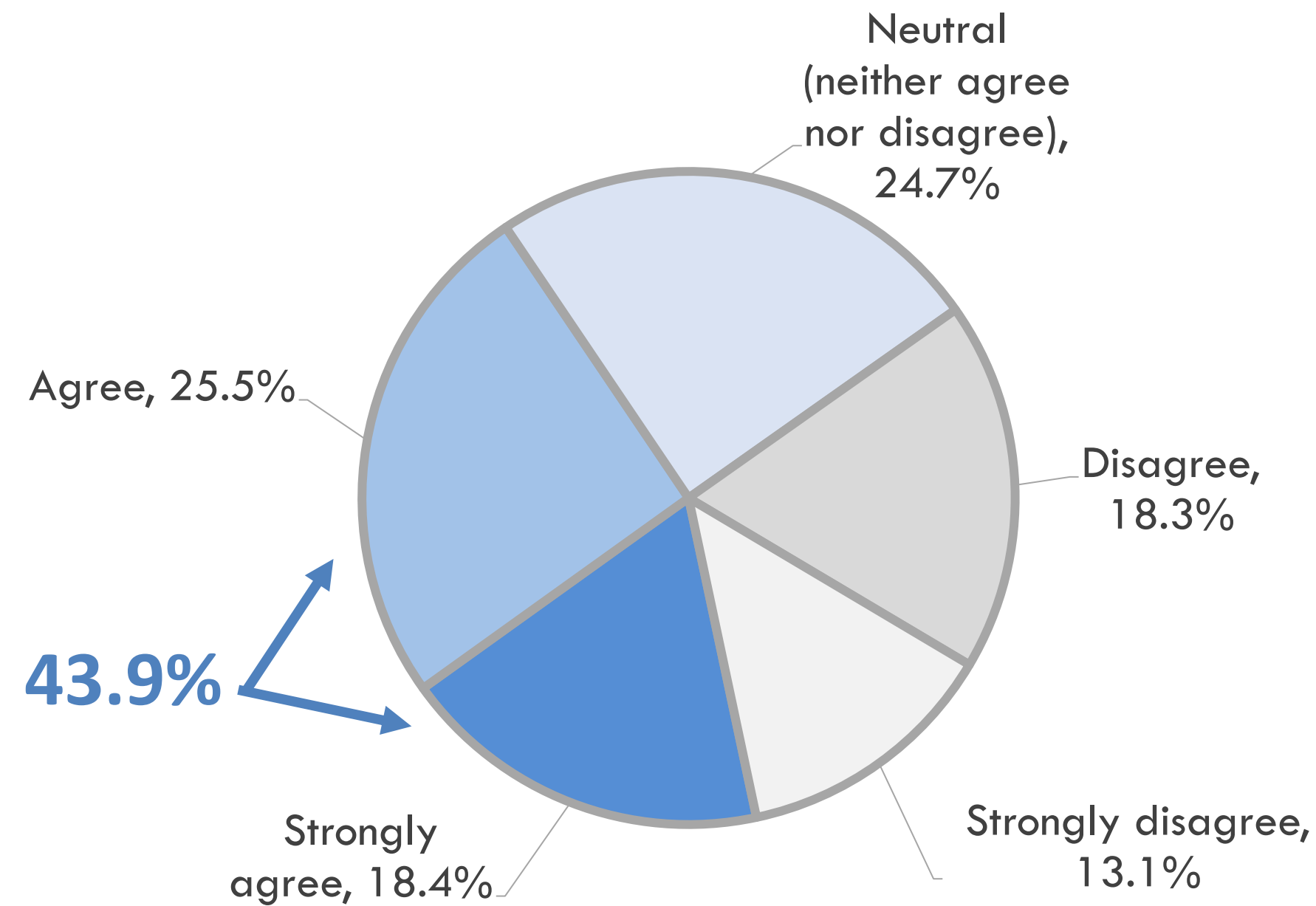
(Base: Waves 12-13 and 15-51. All respondents, 1,257, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210 and 1,204 completed surveys.)



# AVOIDING TRAVEL UNTIL THE CORONAVIRUS BLOWS OVER

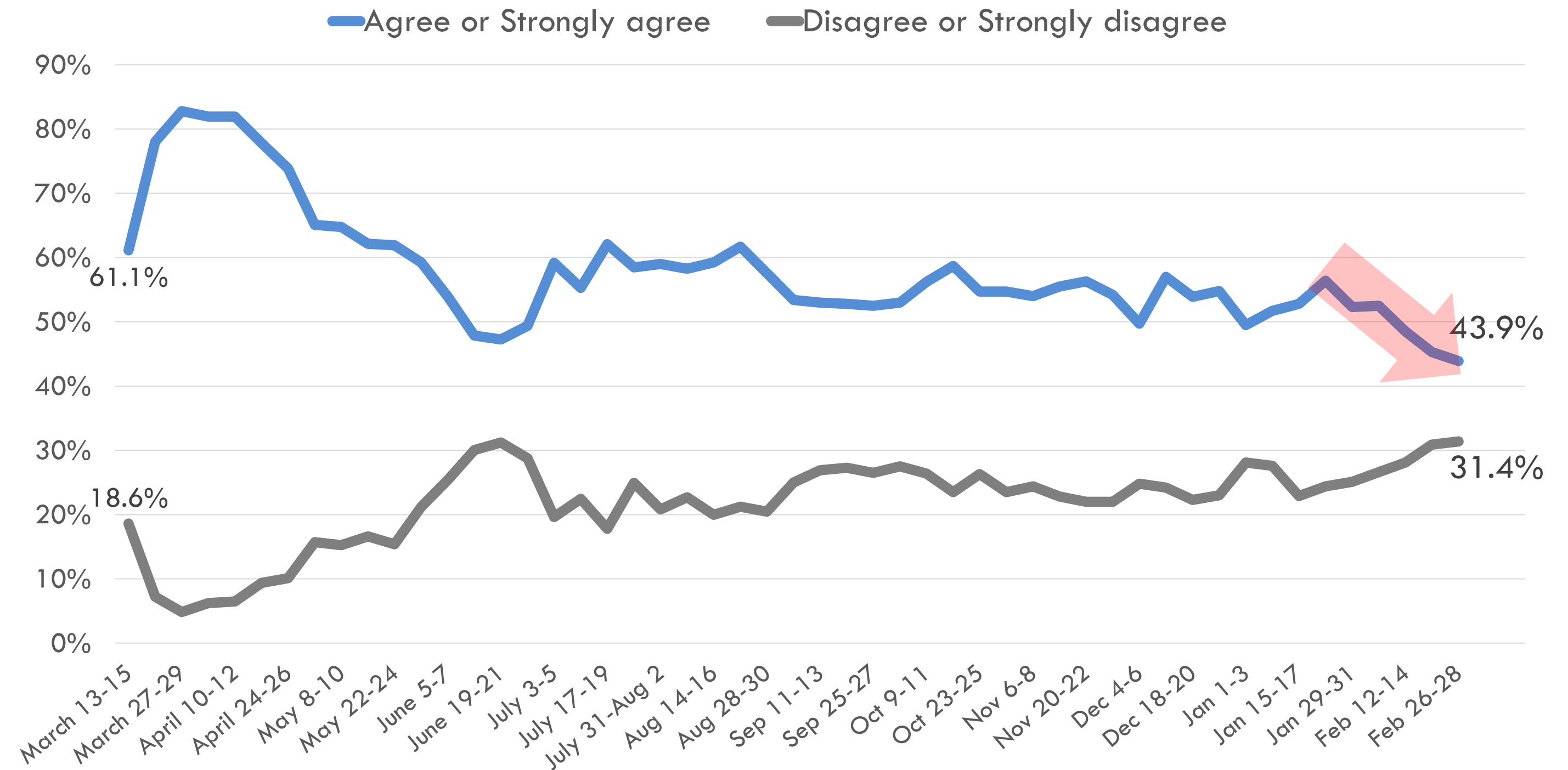
**How much do you agree with the following statement?**

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



(Base: Waves 1-51. 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, 1,203, 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 and 1,204 completed surveys.)

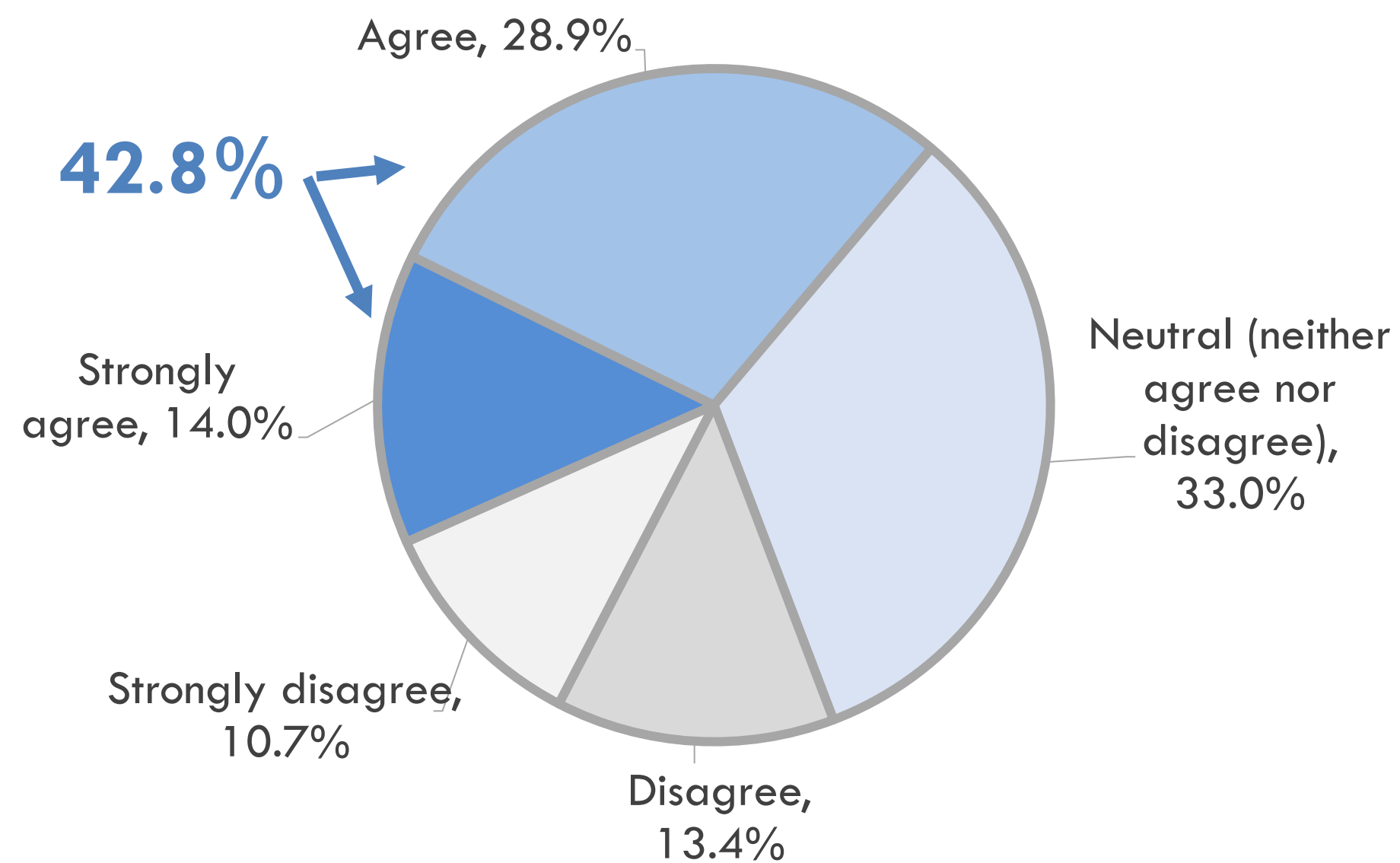
## Historical data



# DISCOUNTS AND PRICE CUTS

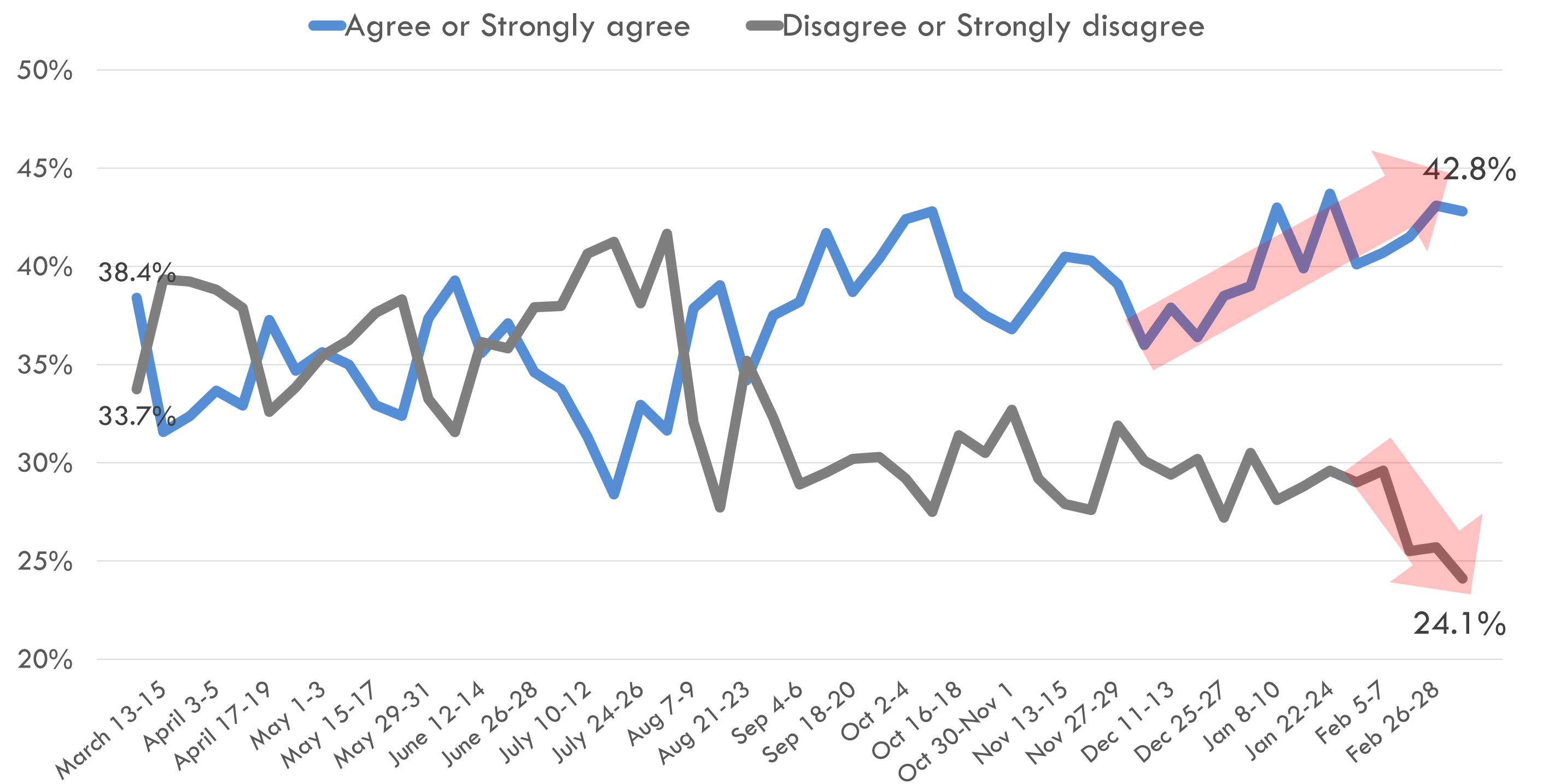
**How much do you agree with the following statement?**

**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 1-51. 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 and 1,204 completed surveys.)

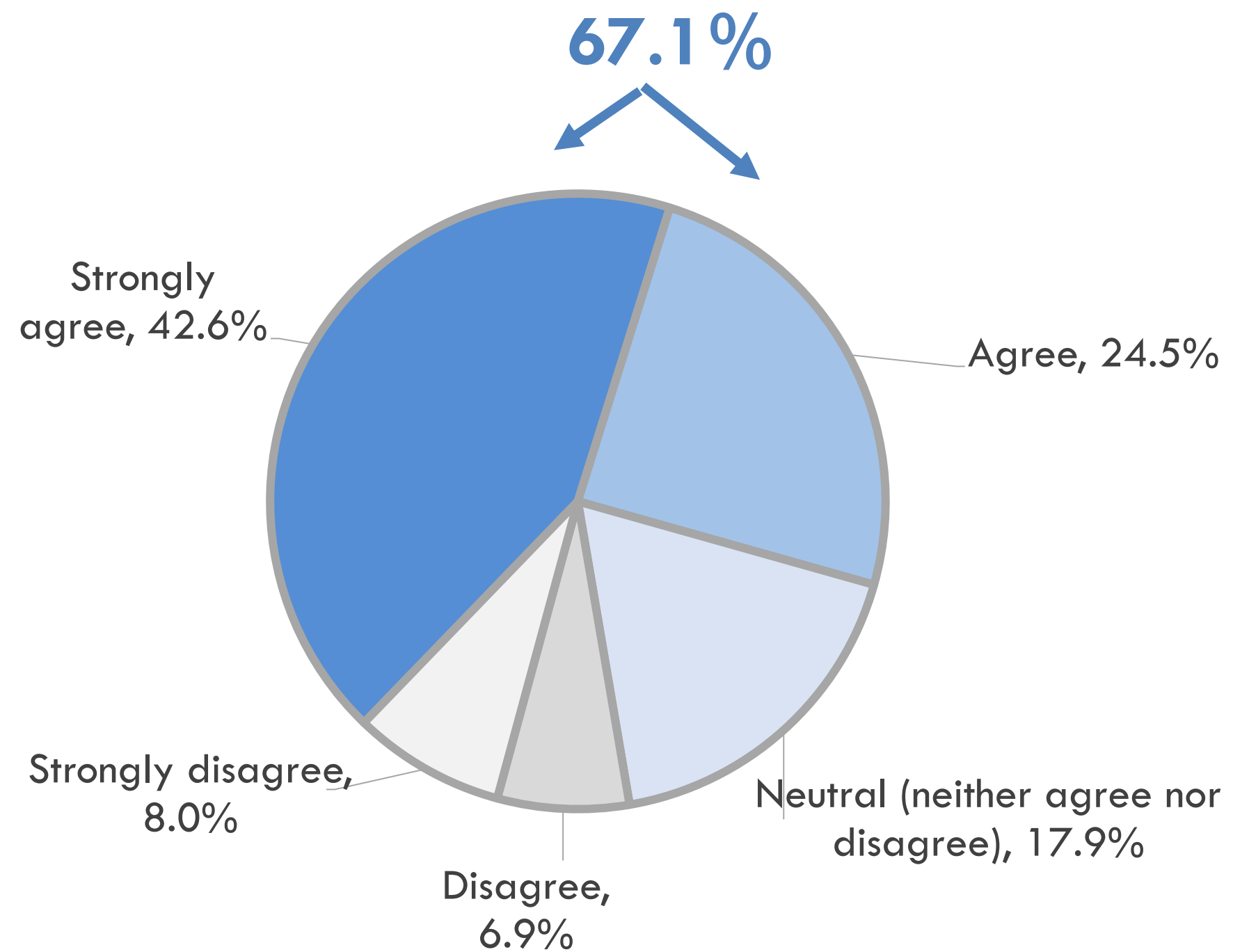
## Historical data



# AVOIDING INTERNATIONAL TRAVEL

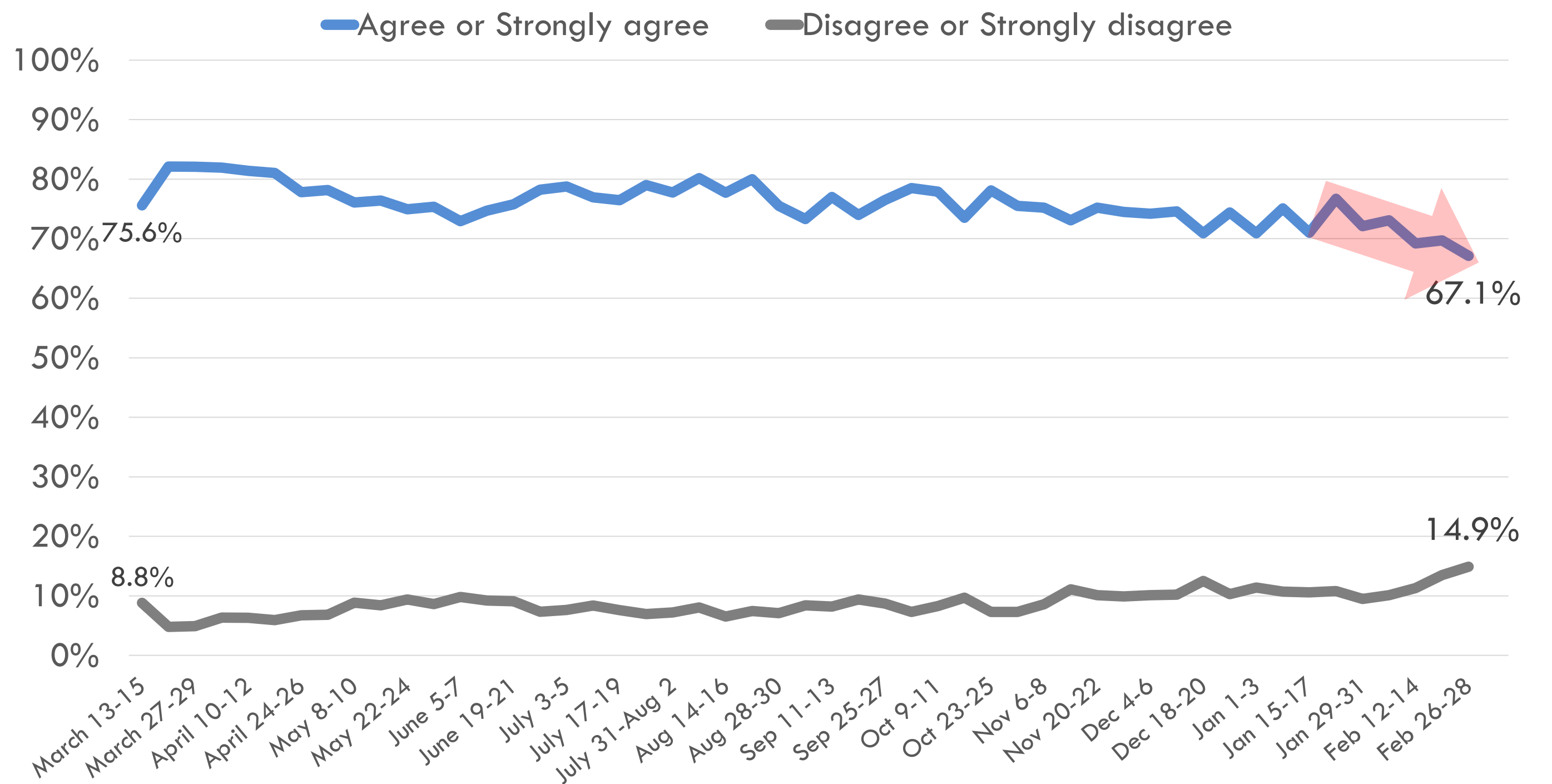
**How much do you agree with the following statement?**

**Statement:** I will be unlikely to travel outside the United States until the coronavirus situation is resolved.



(Base: Waves 1-51. 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 and 1,204 completed surveys.)

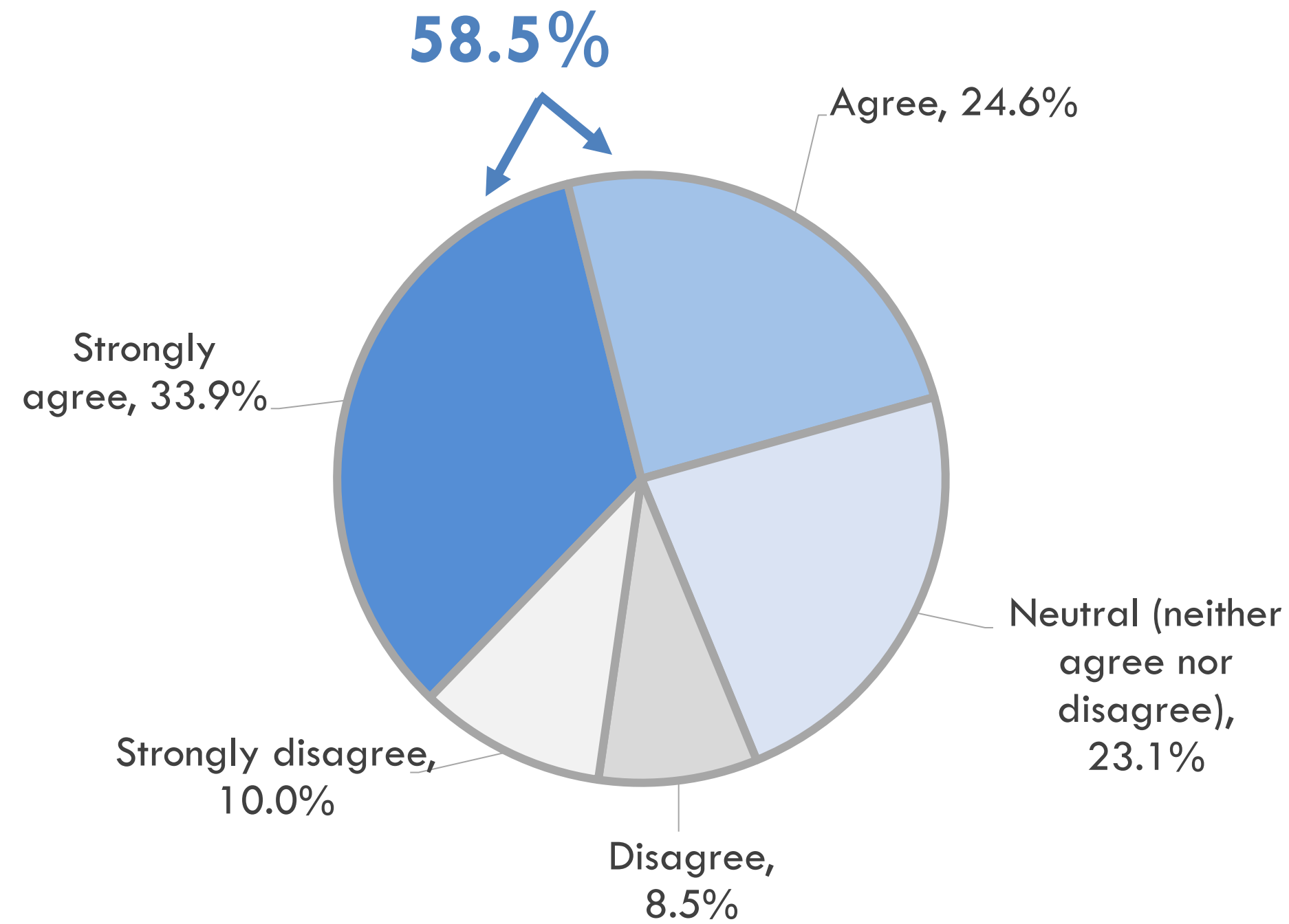
Historical data



# AVOIDING CONVENTIONS & CONFERENCES

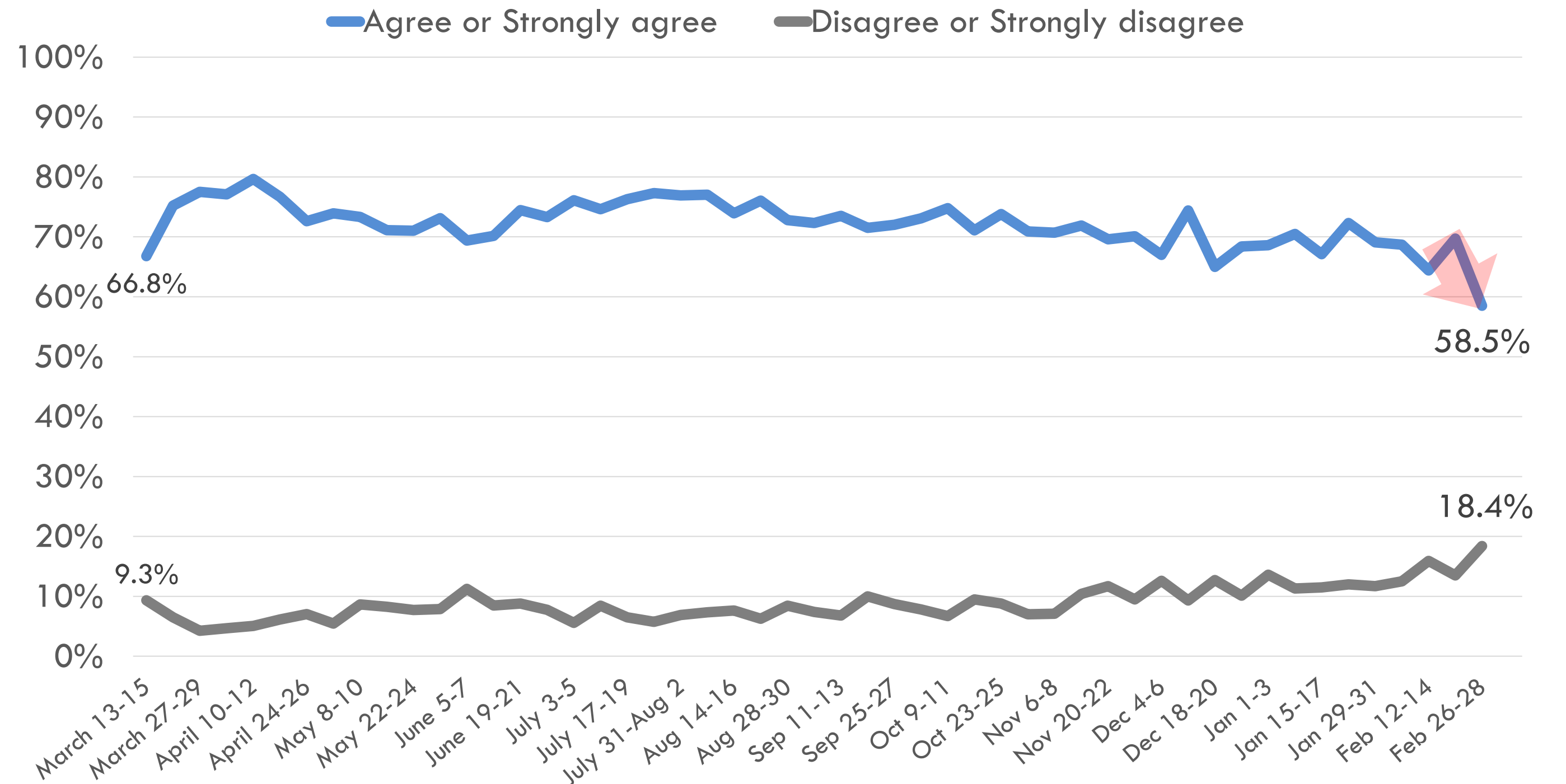
**How much do you agree with the following statement?**

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



(Base: Waves 1-51. 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 and 1,204 completed surveys.)

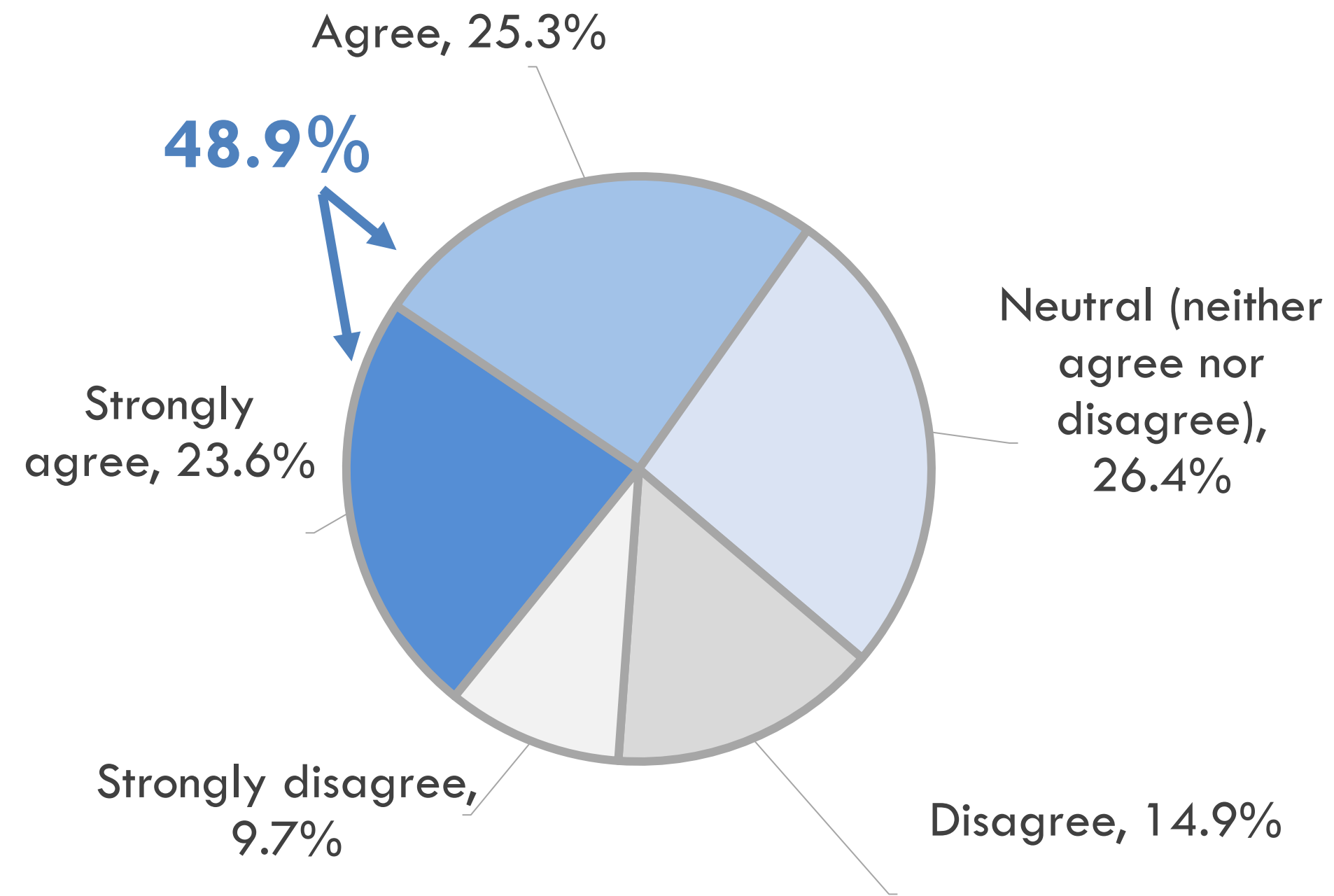
**Historical data**



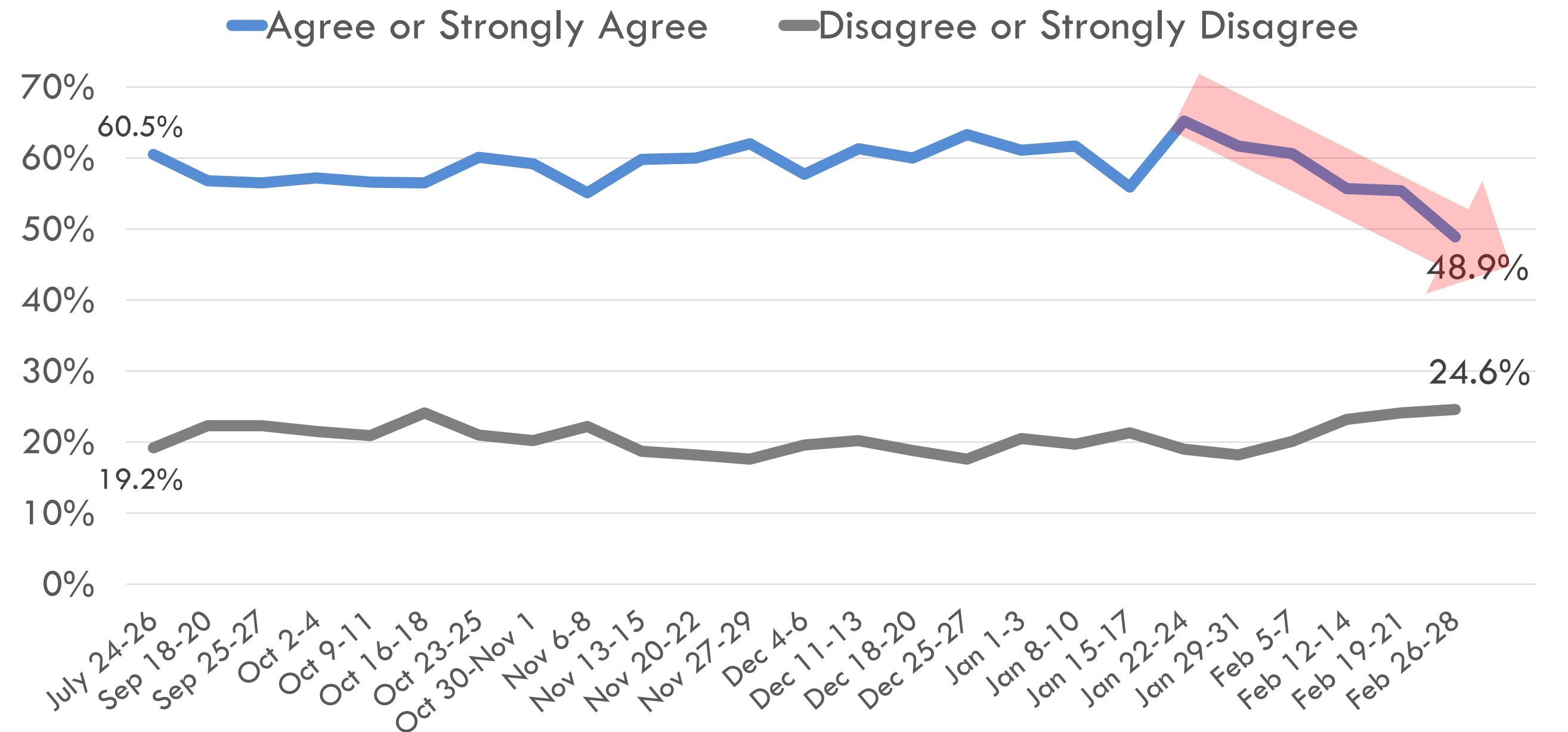
# INABILITY TO FULLY ENJOY TRAVEL RIGHT NOW

**How much do you agree with the following statement?**

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



## Historical data

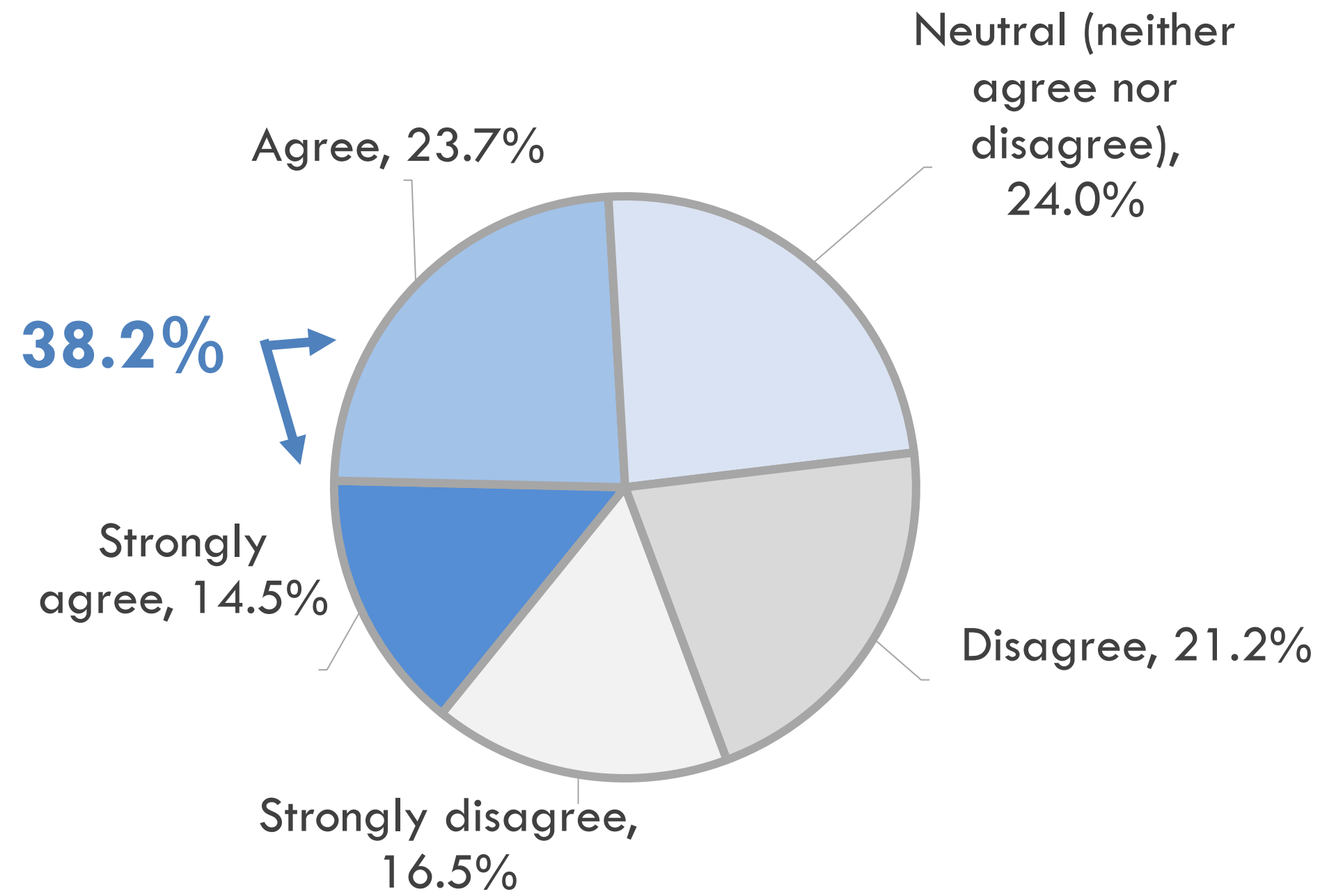


(Base: Waves 20, 28-51 data. All respondents, 1,206, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210 and 1,204 completed surveys.)

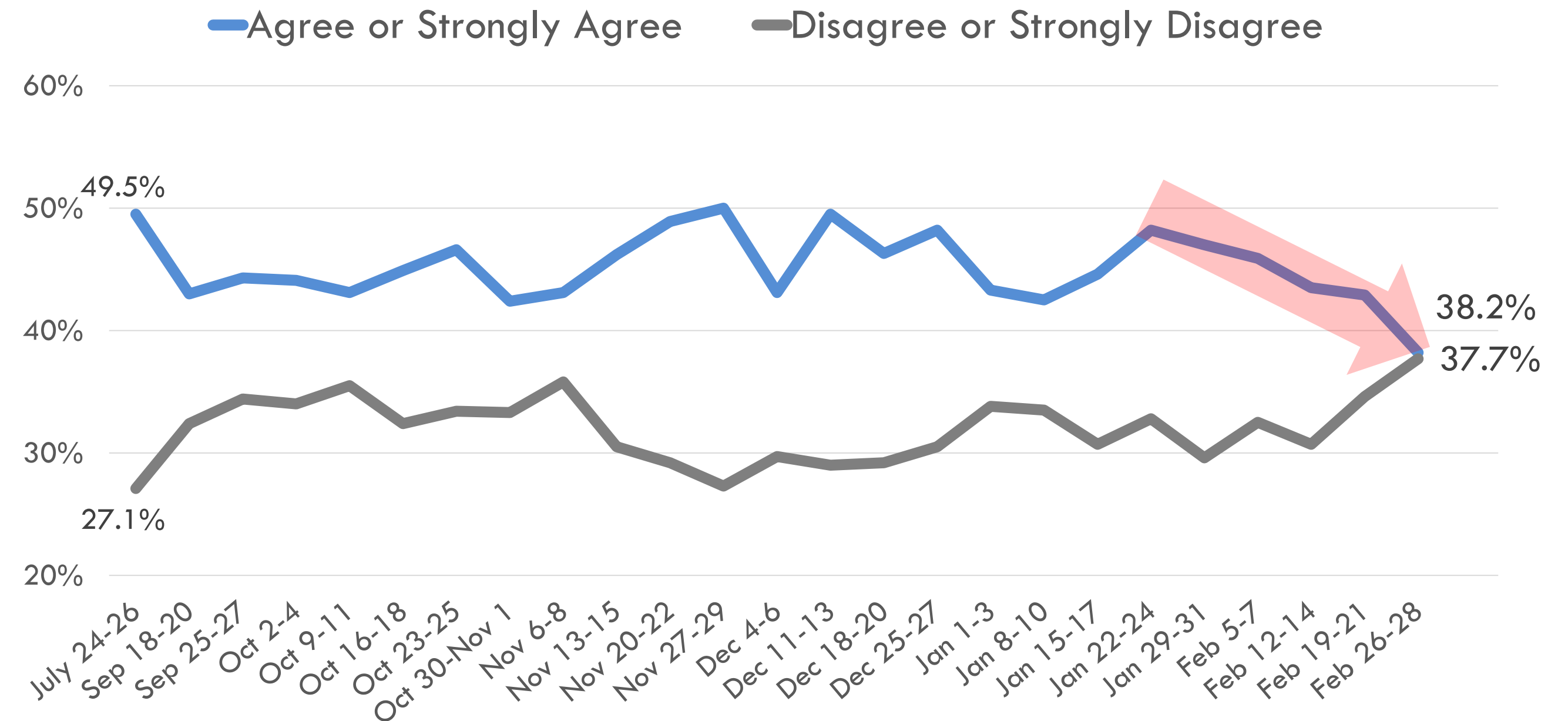
# LOSS OF INTEREST IN TRAVEL

**How much do you agree with the following statement?**

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



## Historical data

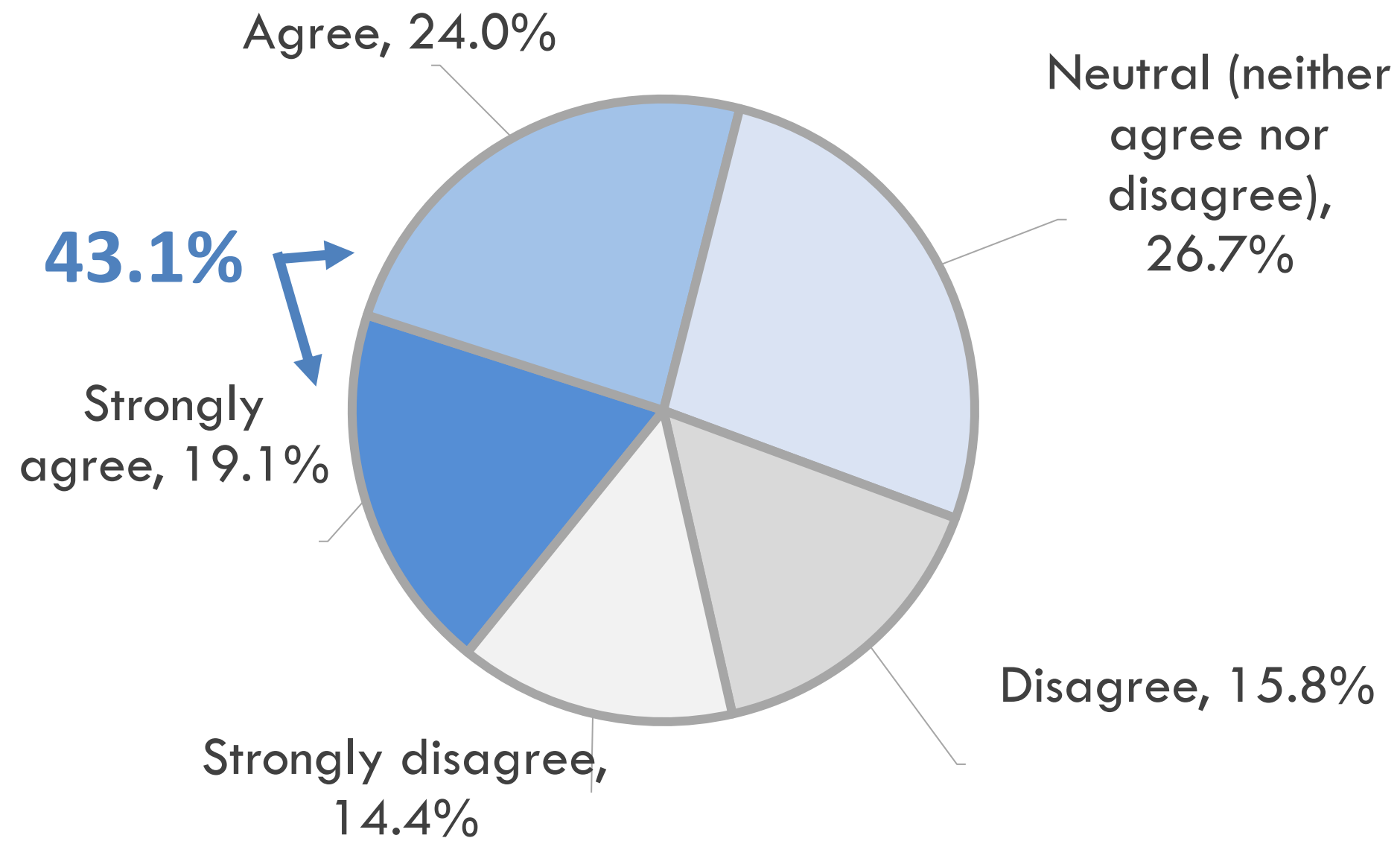


(Base: Waves 20, 28-51 data. All respondents, 1,206, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210 and 1,204 completed surveys.)

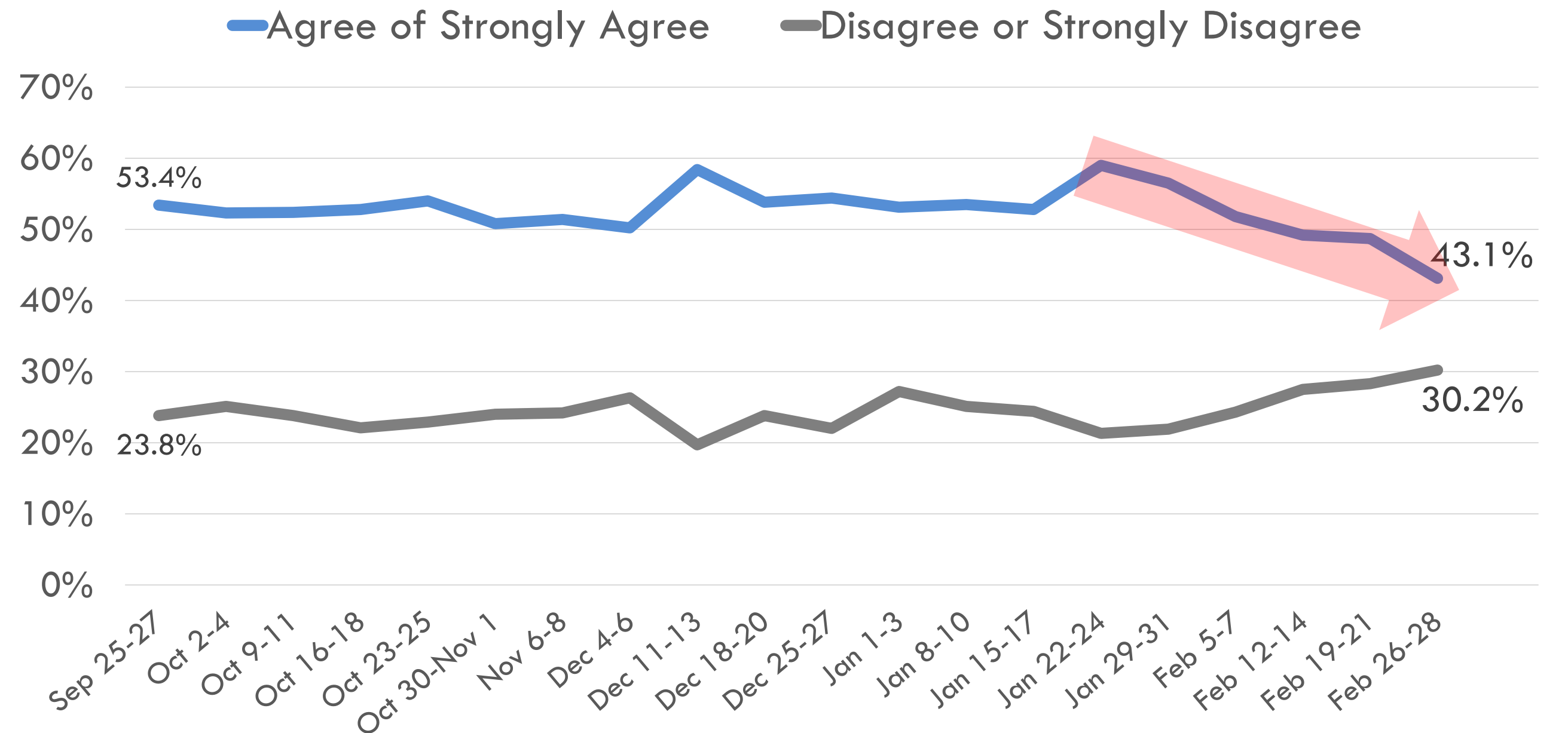
# TRAVEL AS AN ESSENTIAL NEED ONLY

**How much do you agree with the following statement?**

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



## Historical data

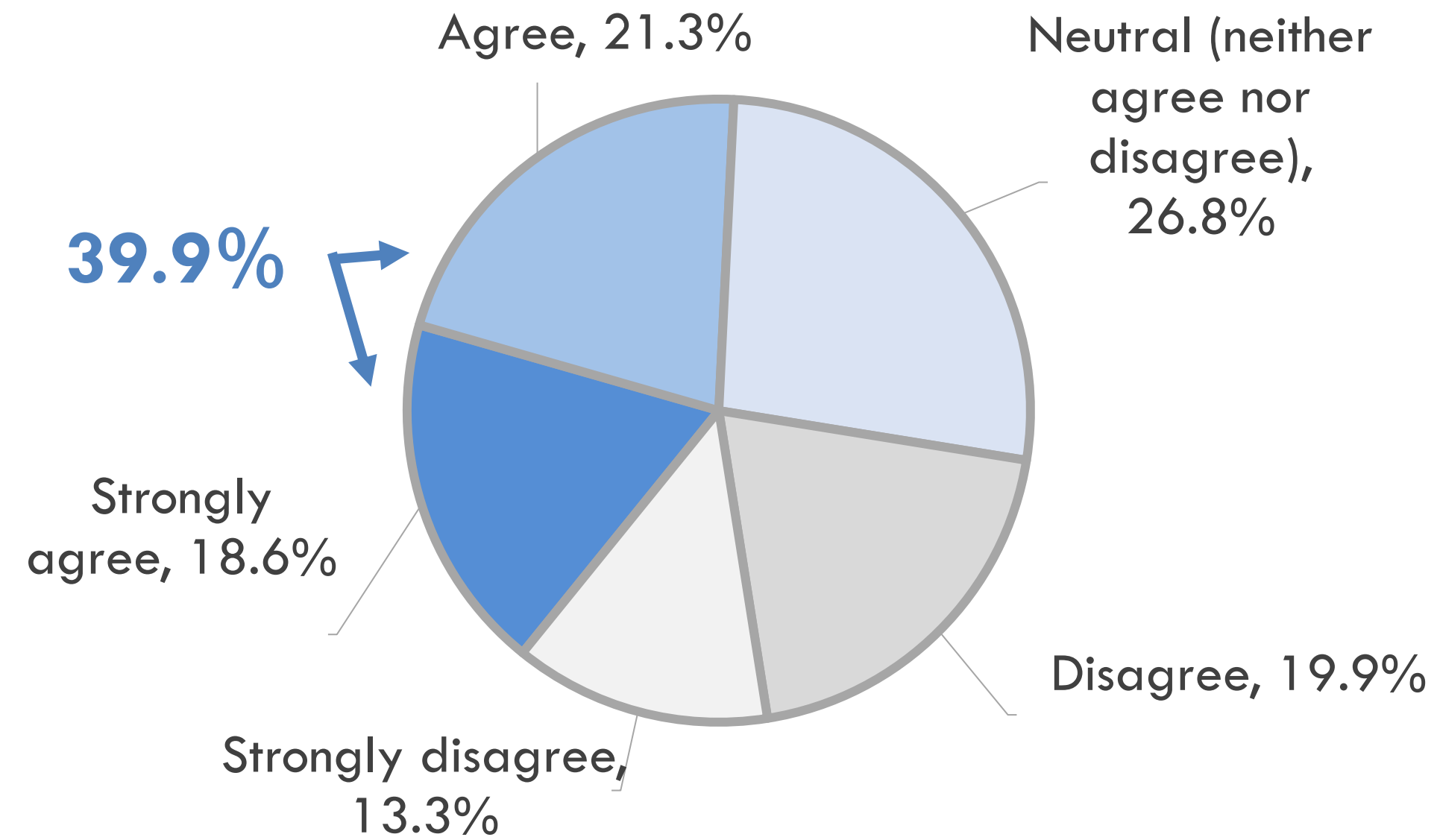


(Base: Waves 29-35, 39-51 data. All respondents, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210 and 1,204 completed surveys.)

# TRAVEL GUILT

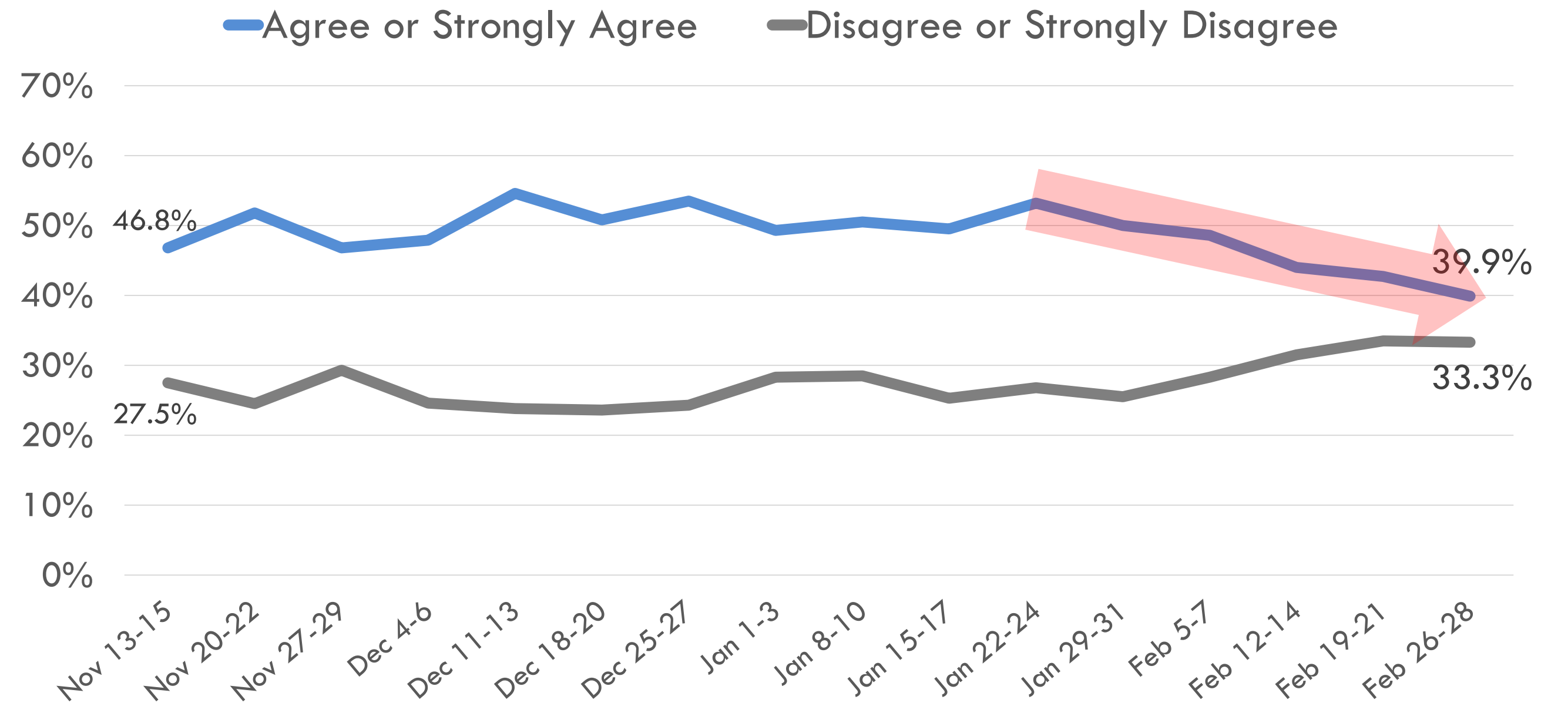
How much do you agree with the following statement?

**Statement:** I would feel guilty traveling right now.



(Base: Waves 36-51 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 and 1,204 completed surveys.)

## Historical data





# NATIONAL ANXIETY IN DECLINE: JANUARY—FEBRUARY 2021



NATIONAL  
ECONOMY



PERSONAL  
FINANCES

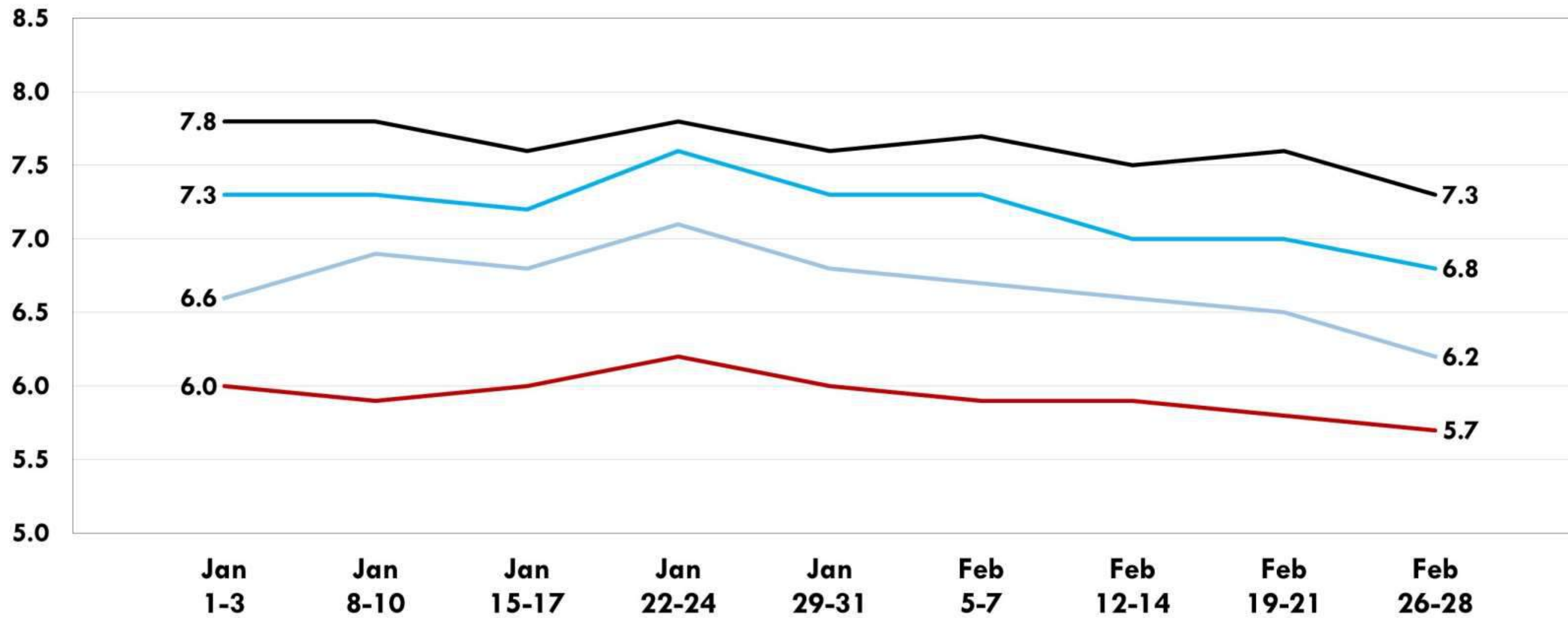


HEALTH OF  
FRIENDS & FAMILY



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 43-51. All respondents, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210 and 1,204 completed surveys.)*

# What is a Predictive Index?



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



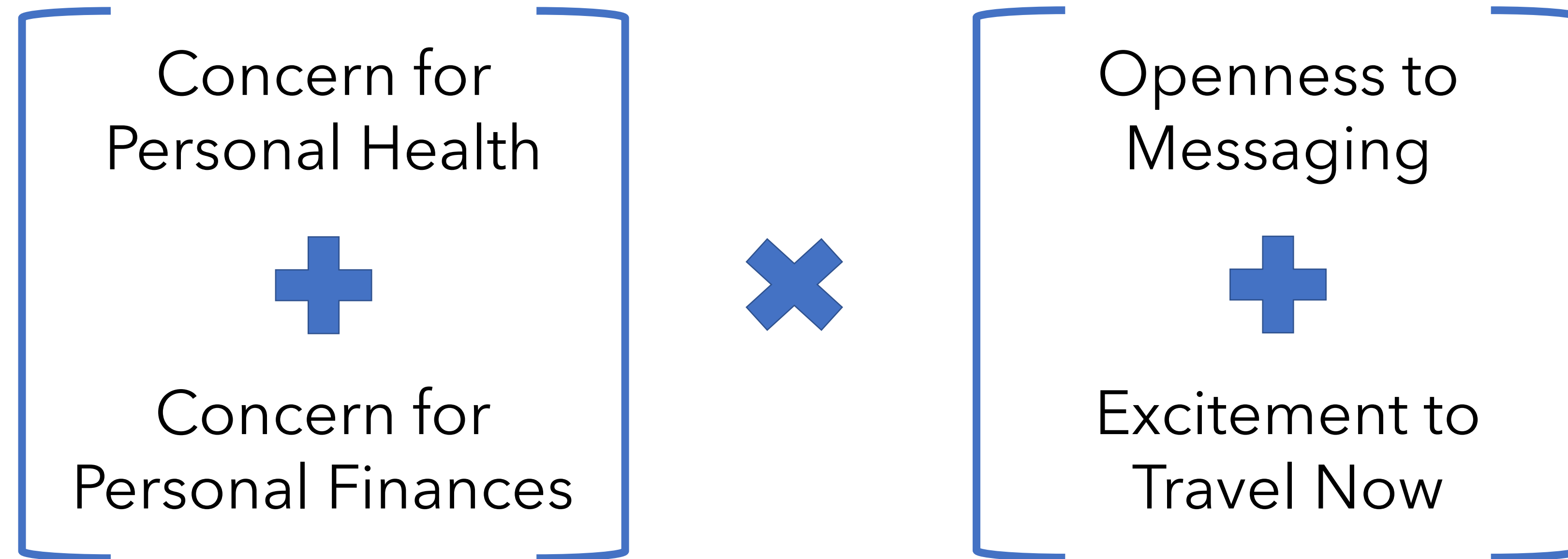
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.



The goals are to identify:

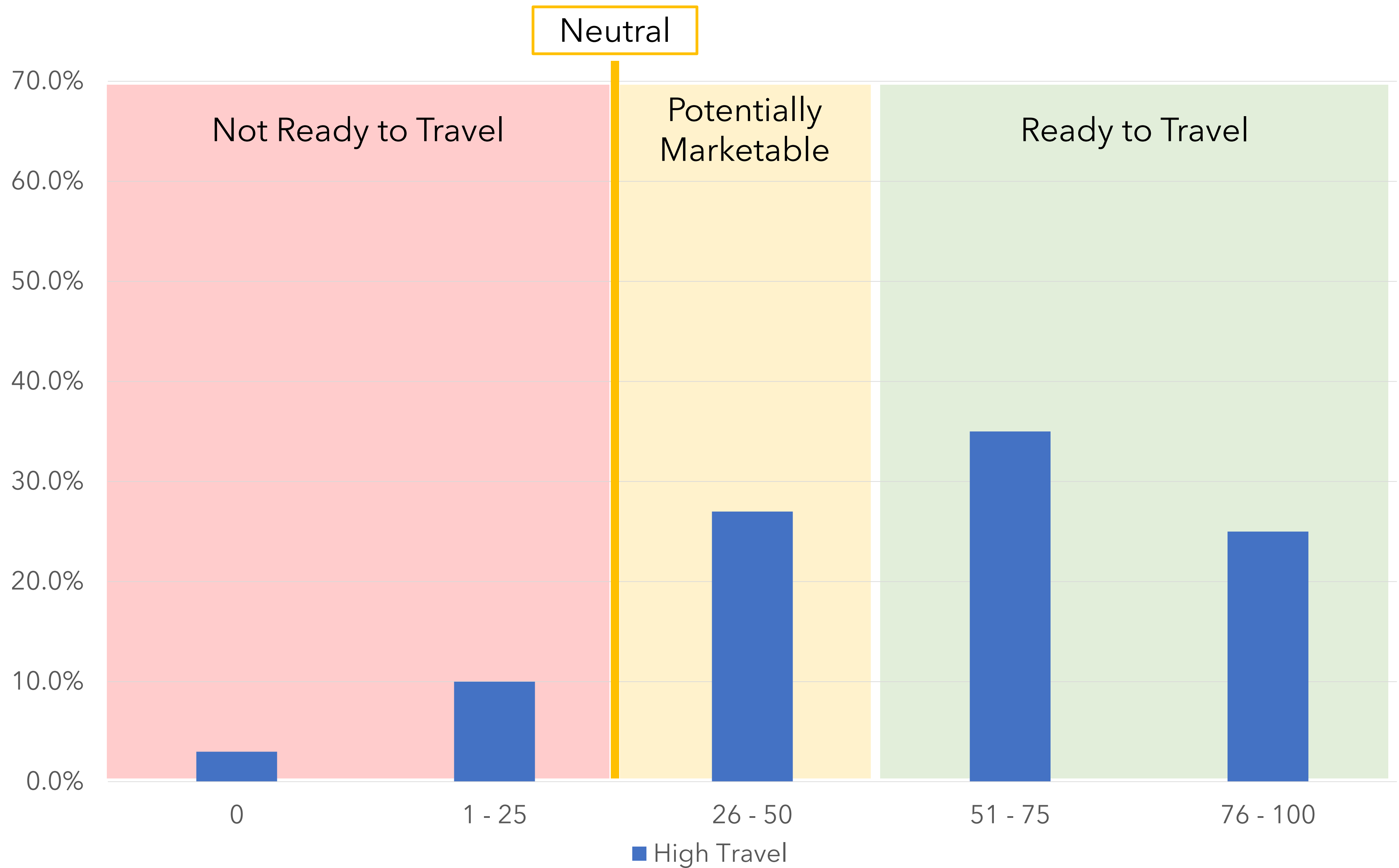
- WHO are the traveler segments that appear receptive to travel marketing and
- WHEN will they be ready to travel

# Predictive Index Formula



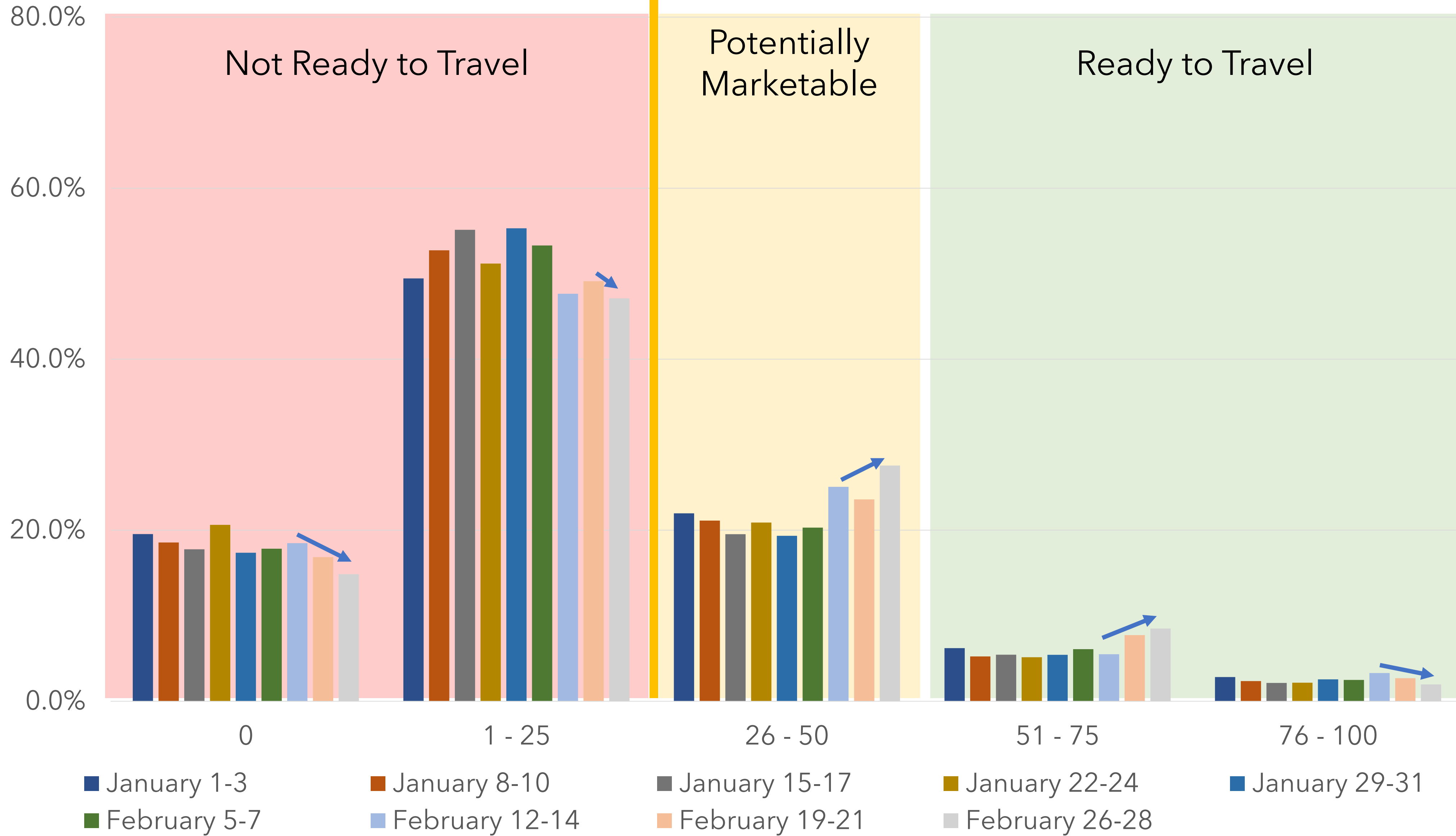
\*Normalized to a 100pt scale

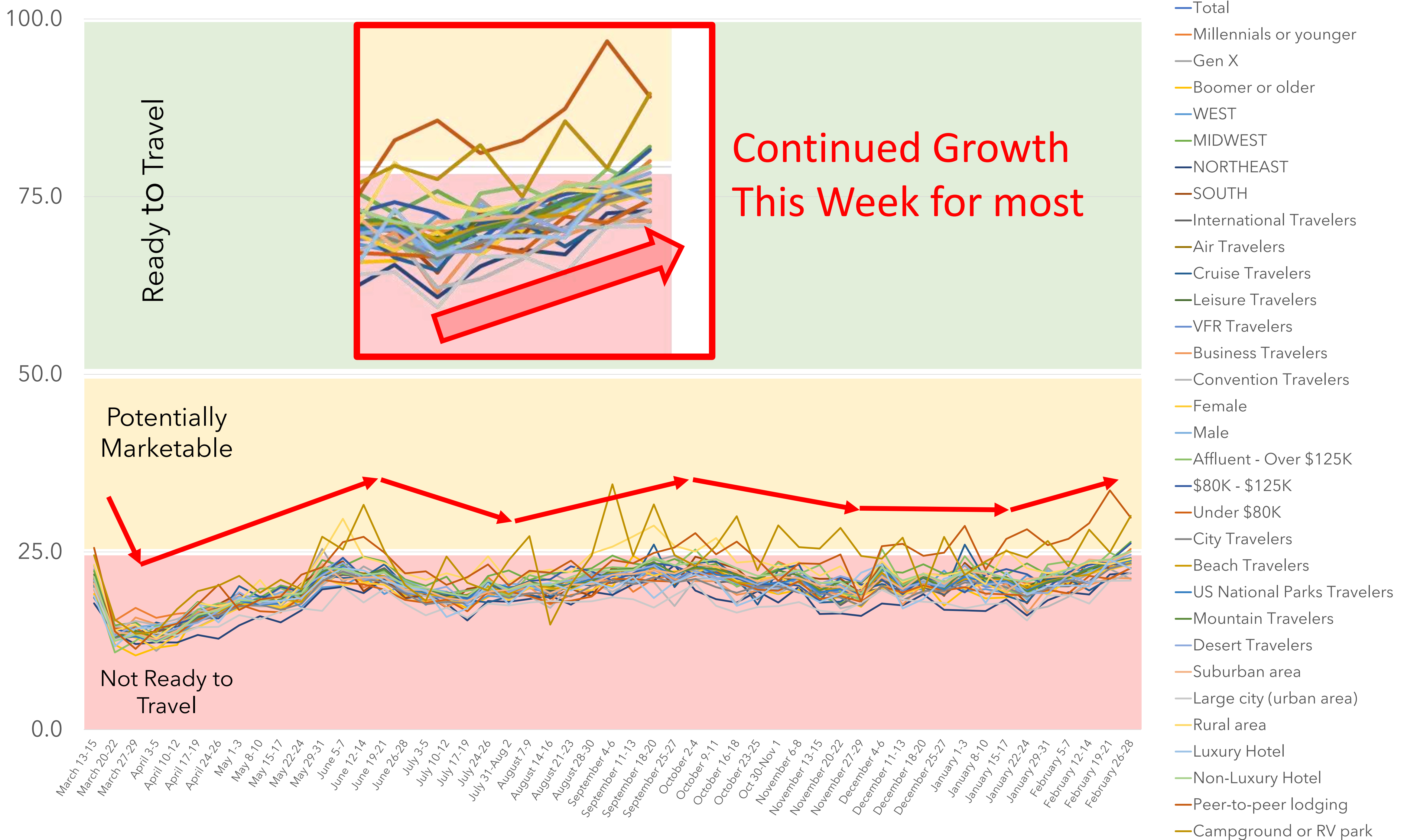
# Healthy Travel Outlook



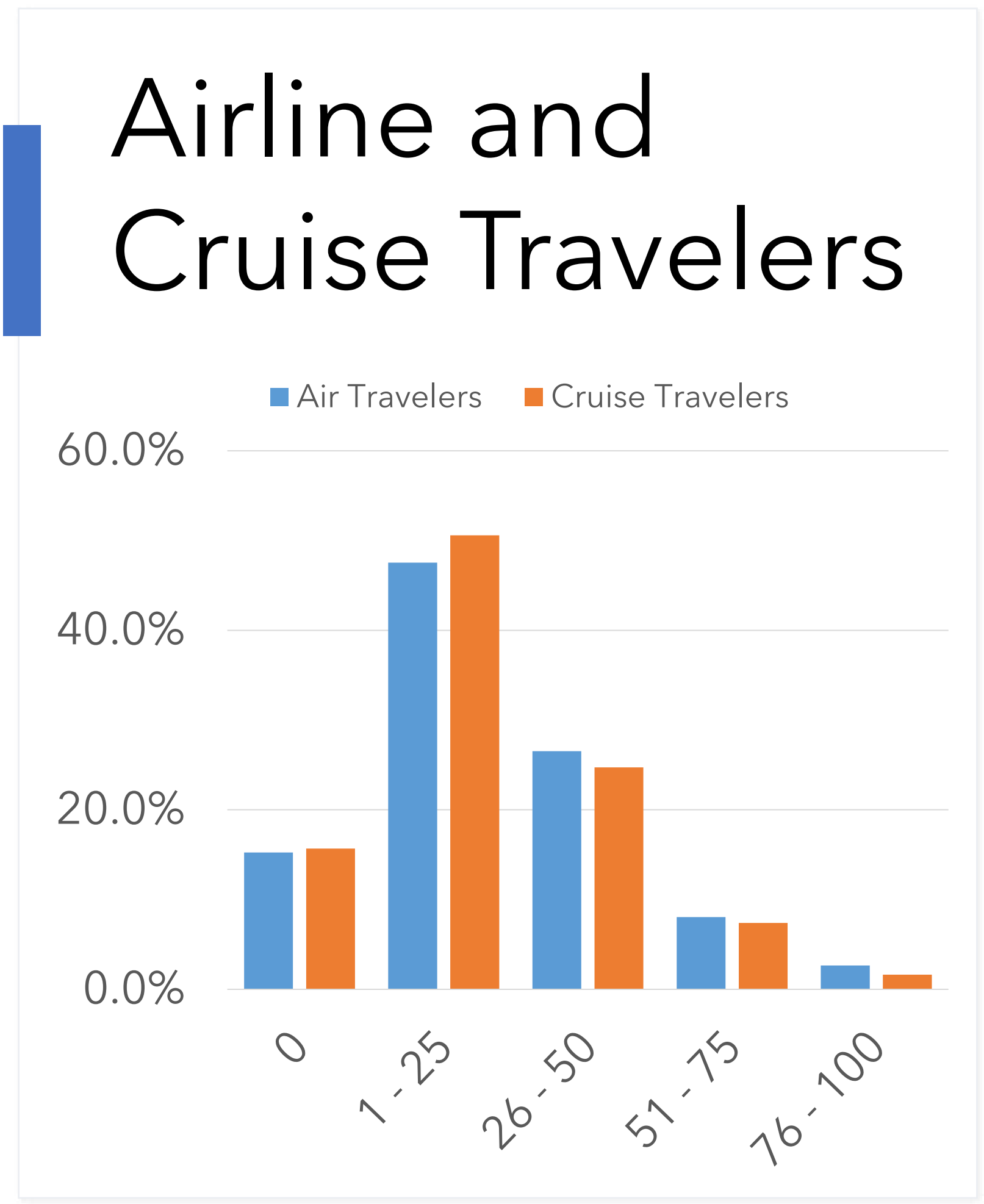
# Travel Outlook

Neutral

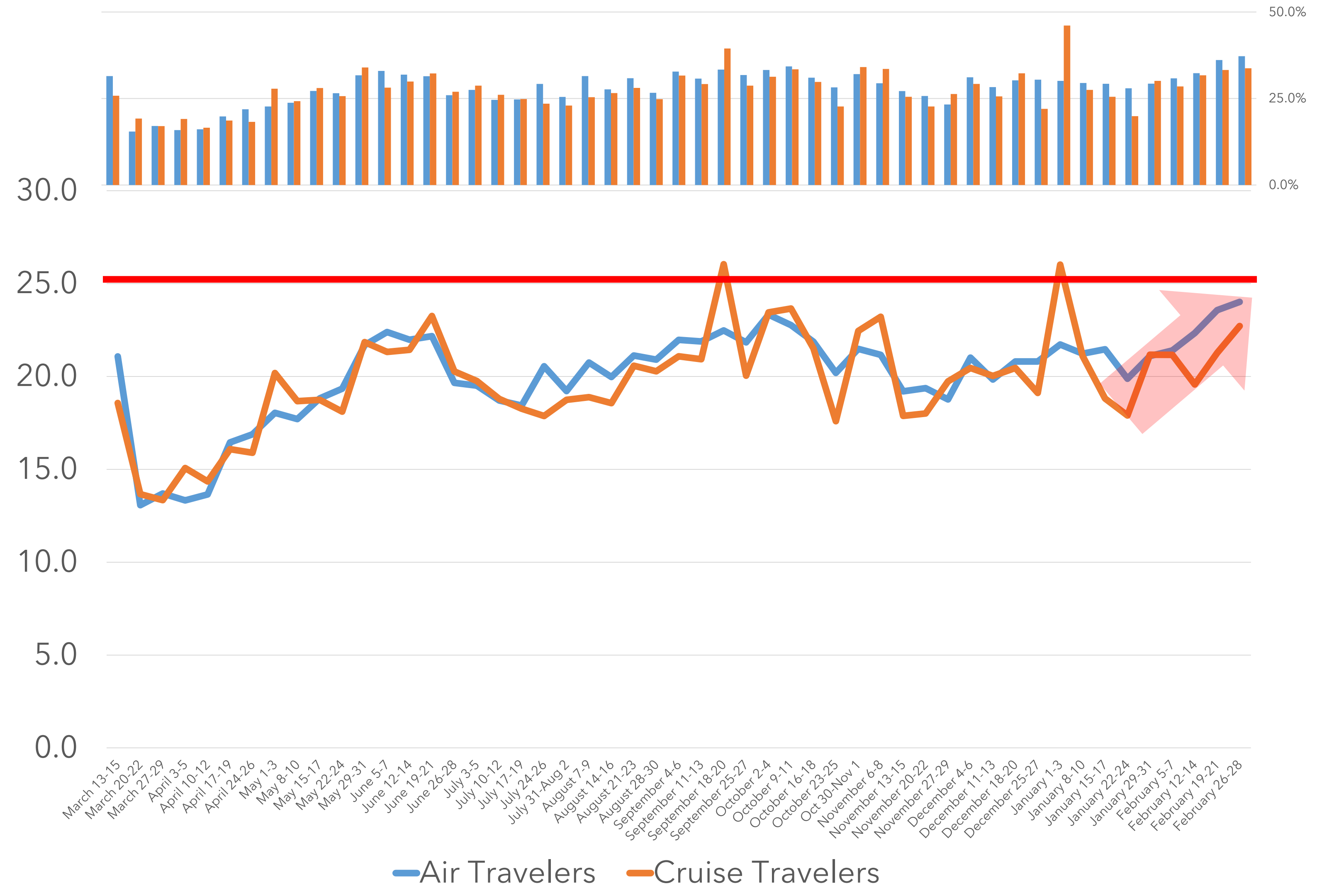




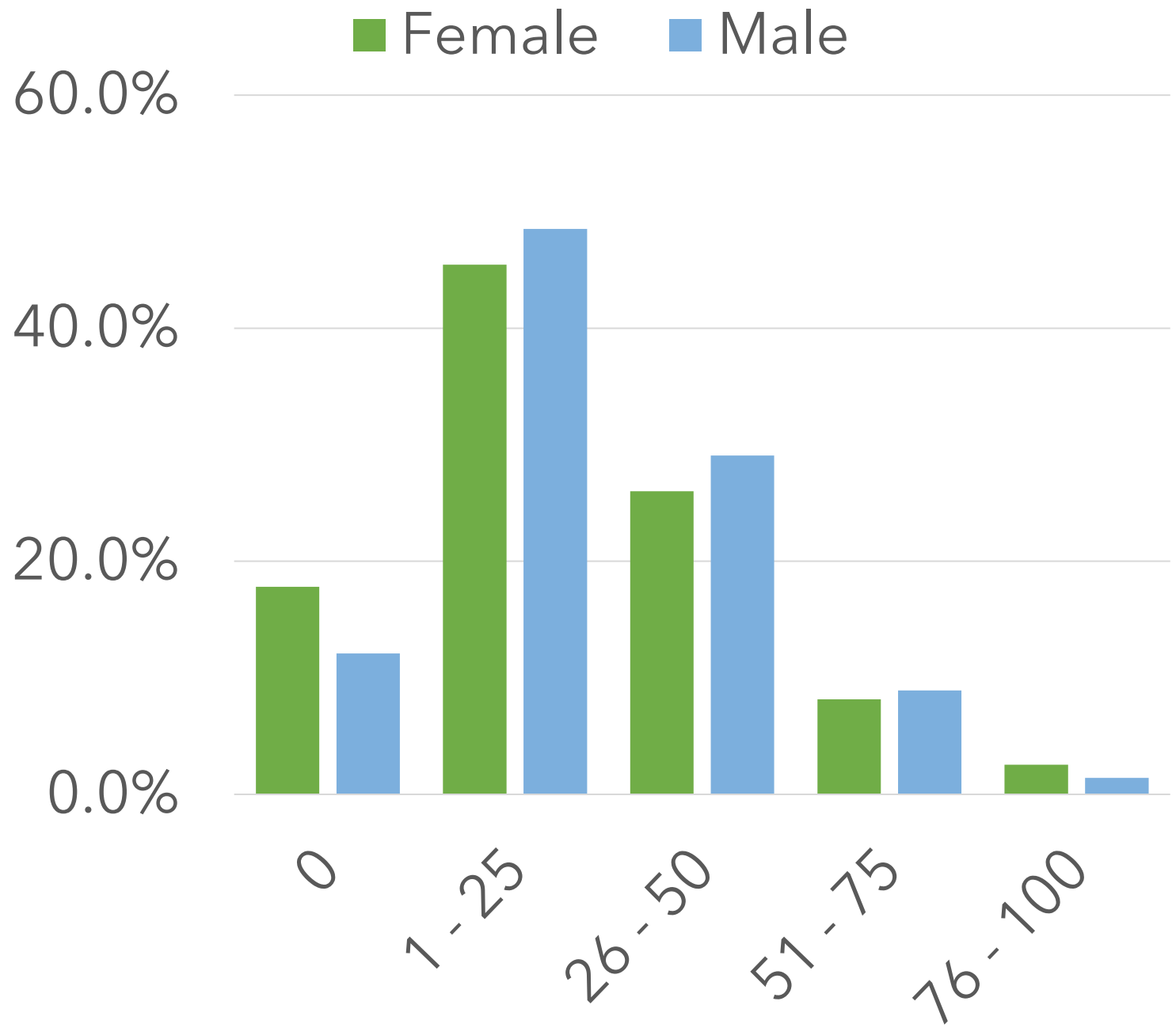
# Airline and Cruise Travelers



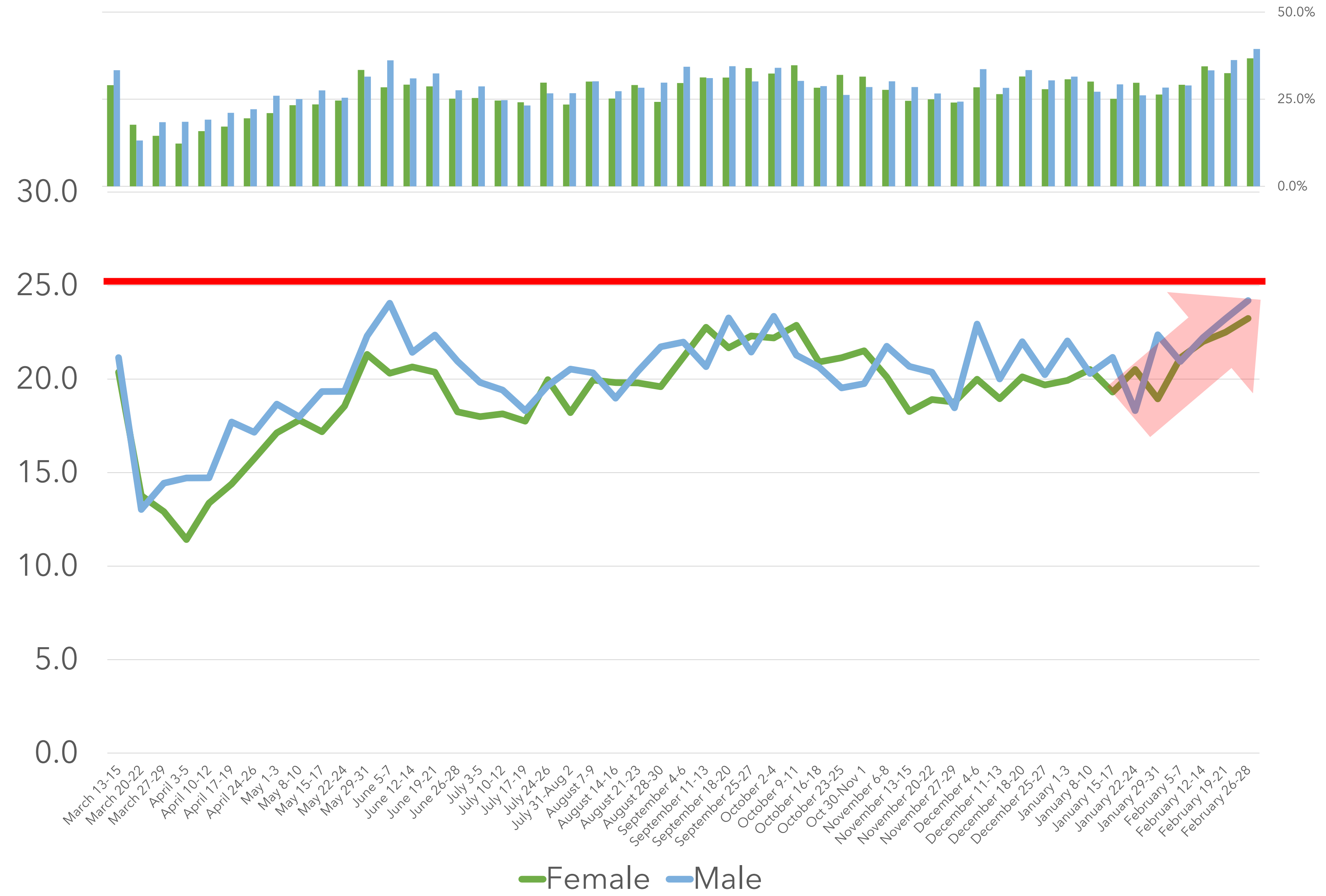
## Percent Potentially Marketable (Index Above 25)



# Gender

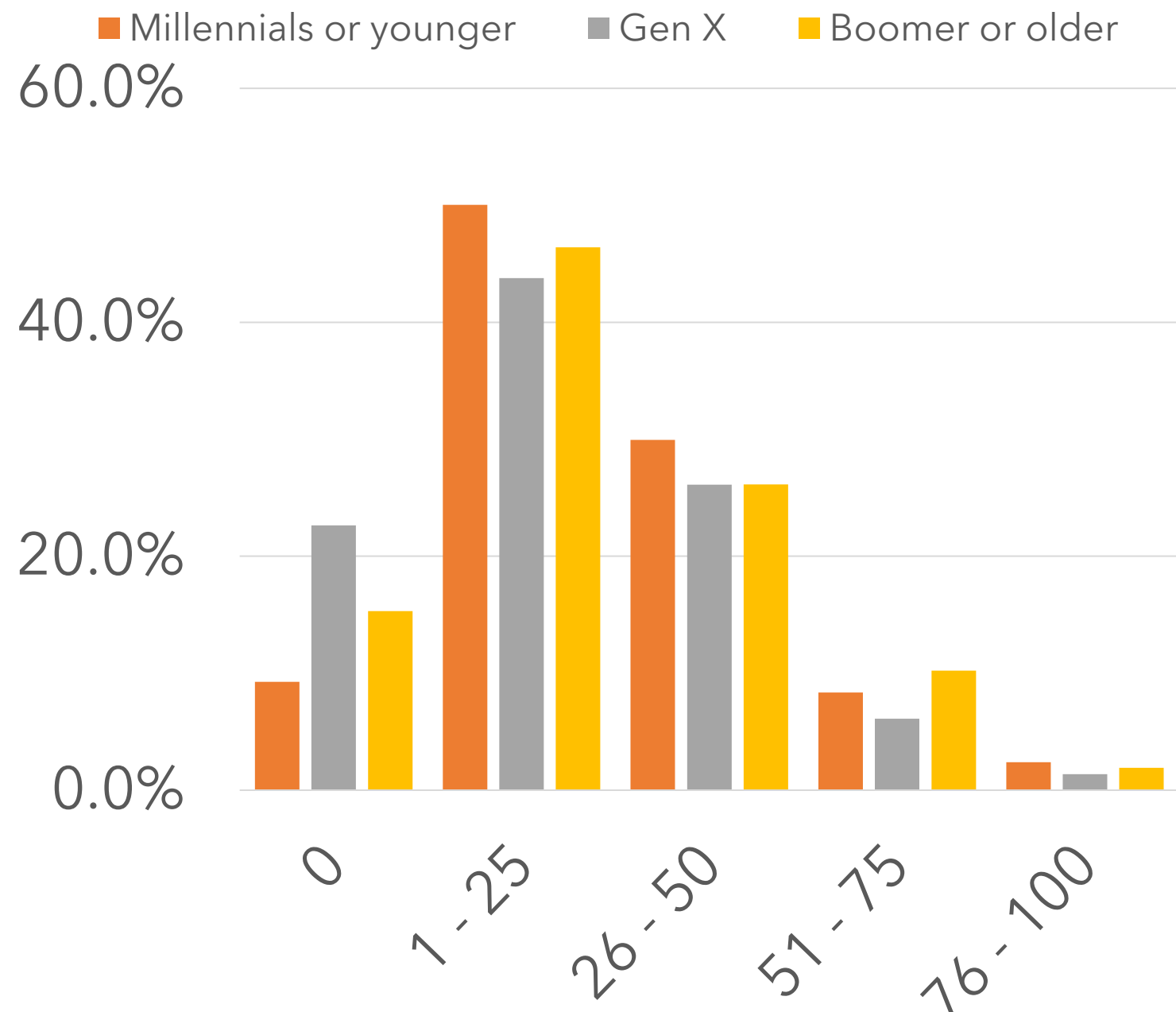


## Percent Potentially Marketable (Index Above 25)

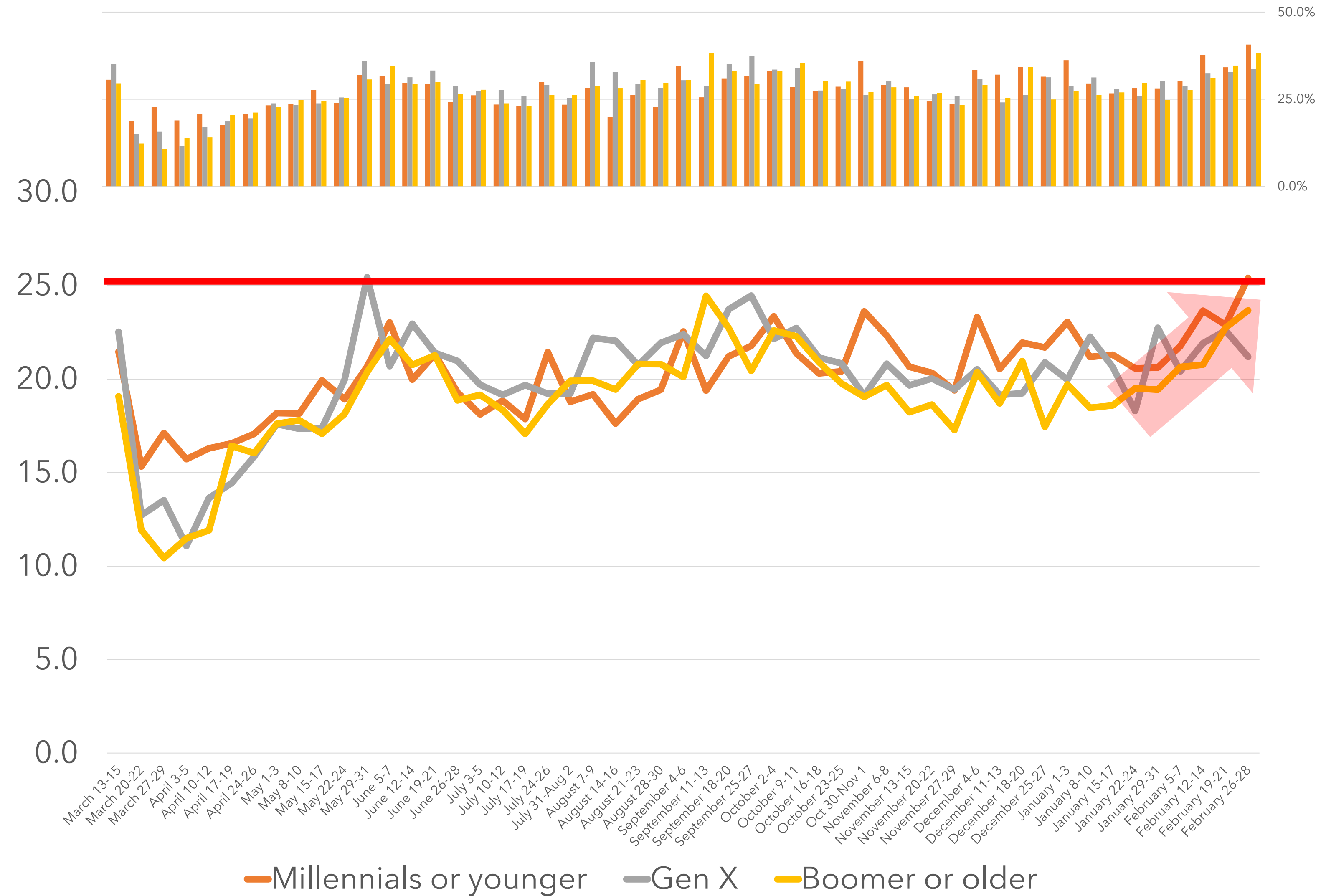




# Generation

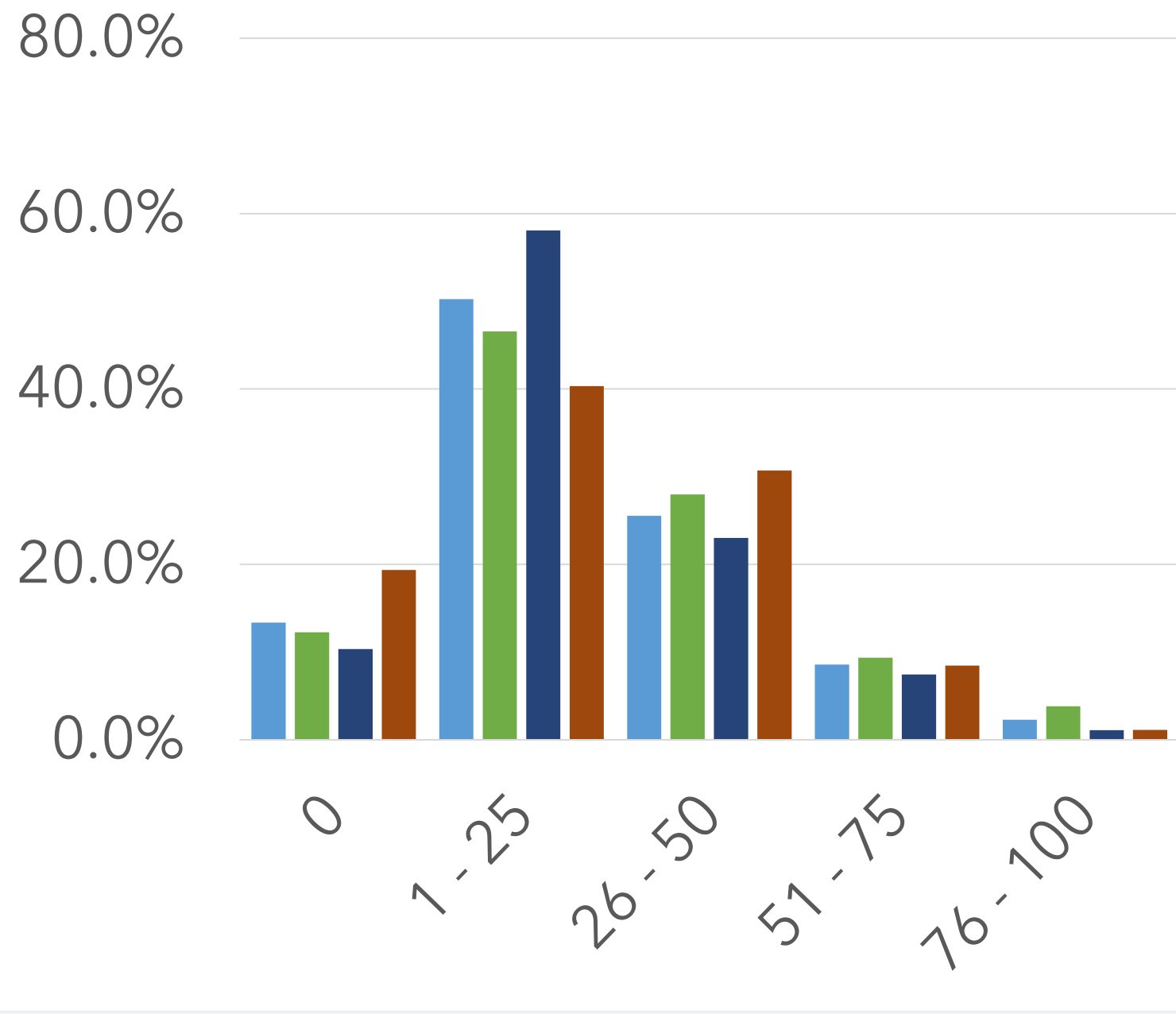


## Percent Potentially Marketable (Index Above 25)

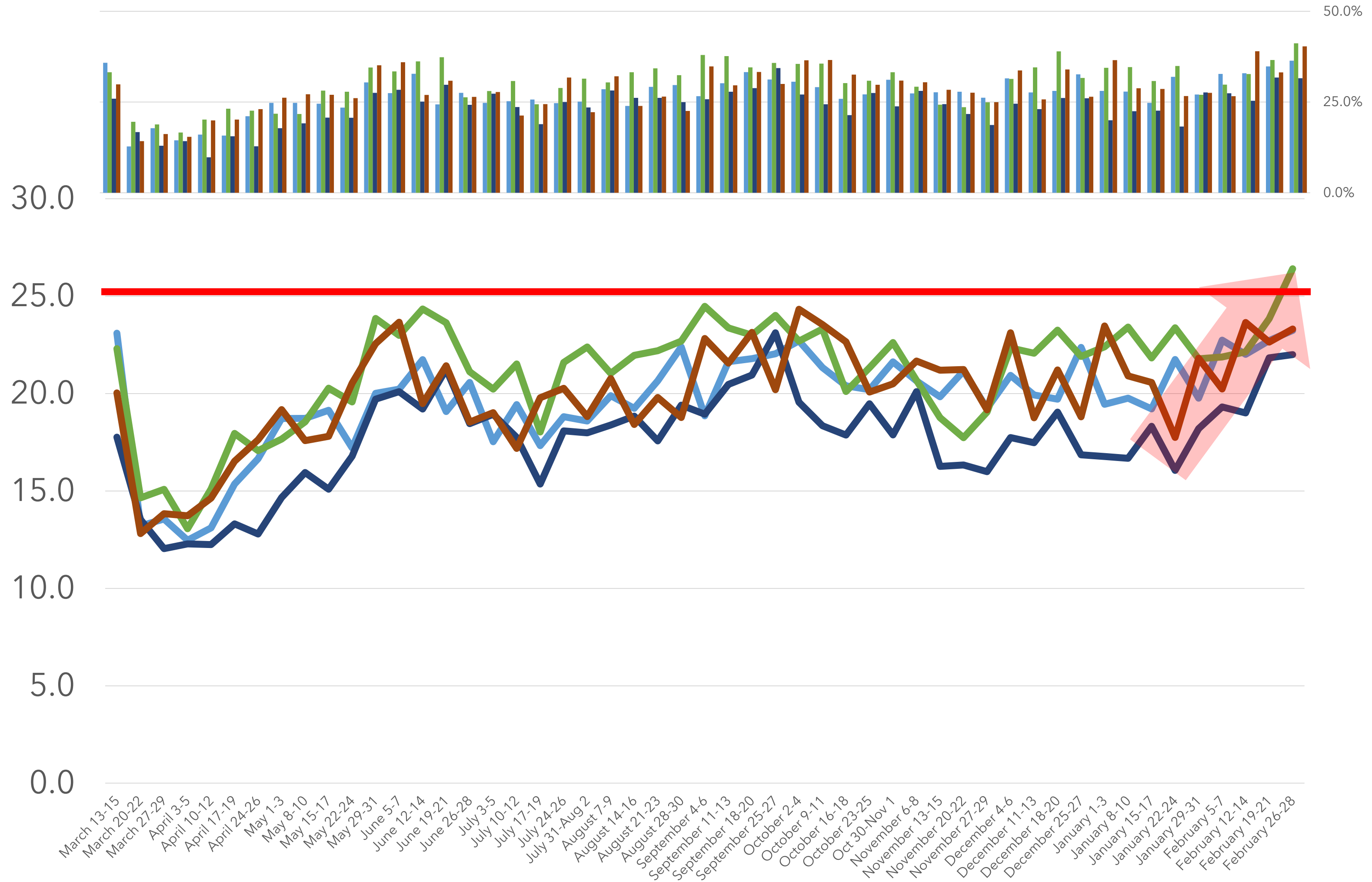


# US Regions

WEST MIDWEST NORTHEAST SOUTH



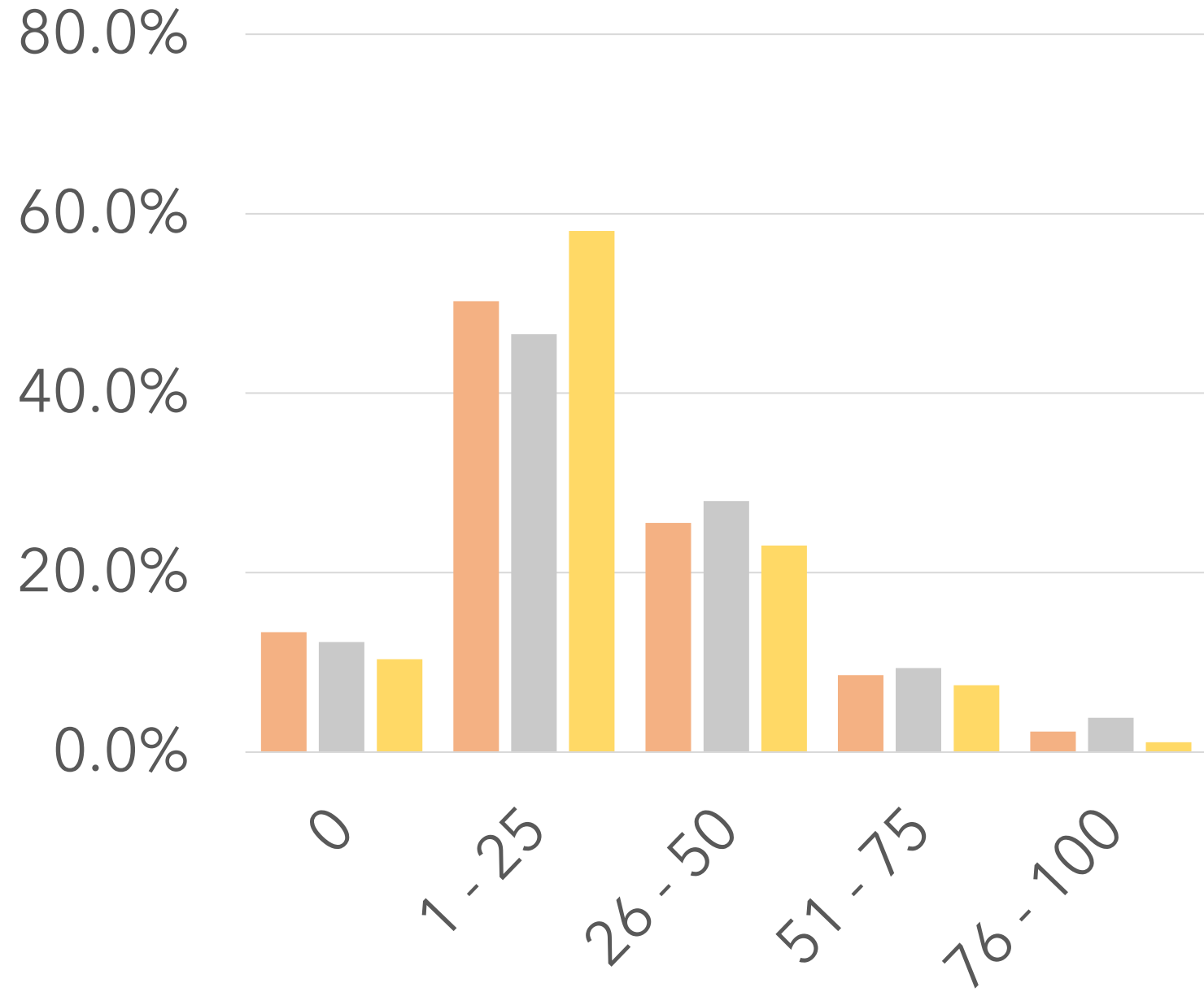
## Percent Potentially Marketable (Index Above 25)



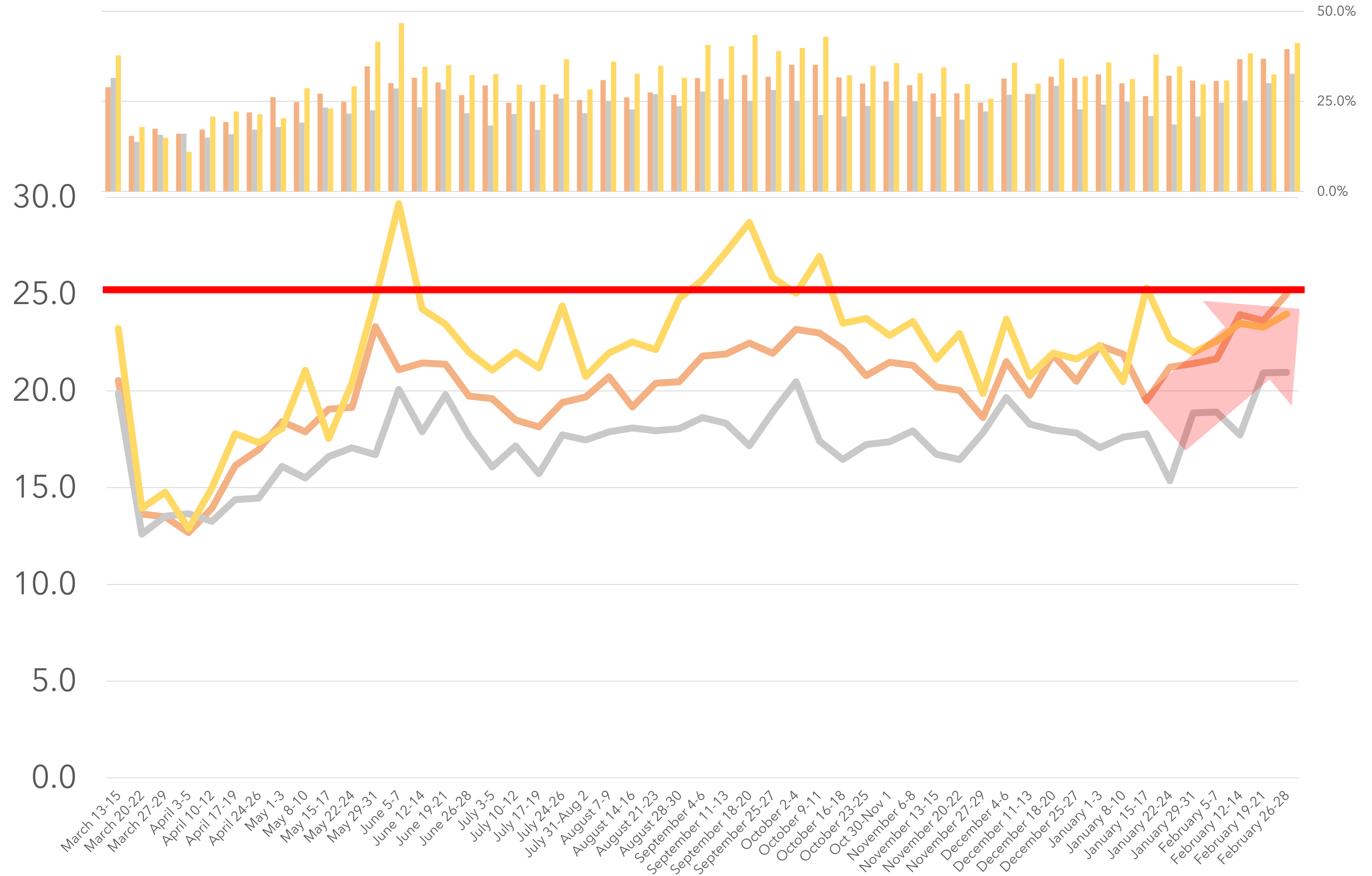
WEST MIDWEST NORTHEAST SOUTH

# Residence Type

Suburban area   Large city (urban area)   Rural area



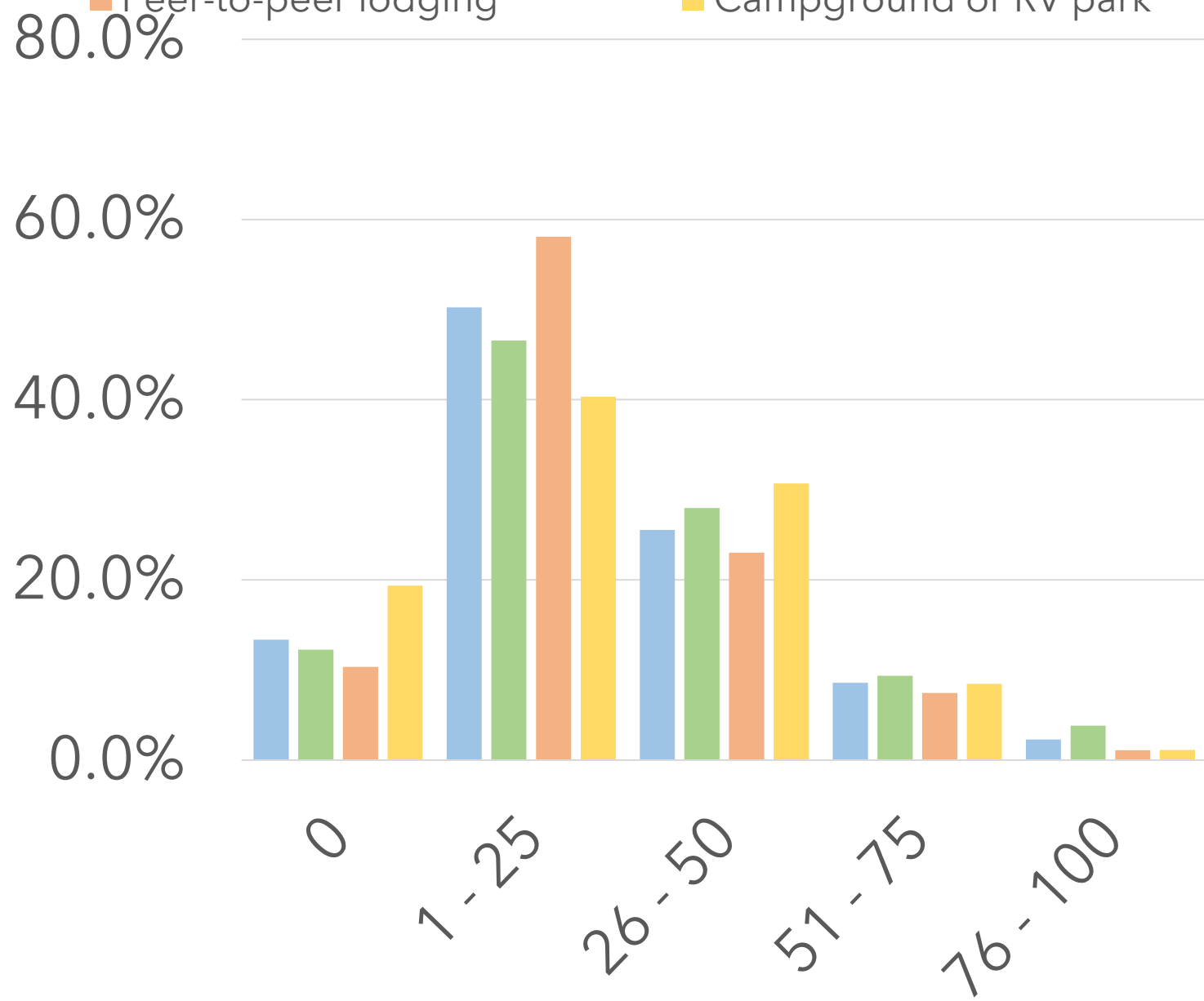
## Percent Potentially Marketable (Index Above 25)



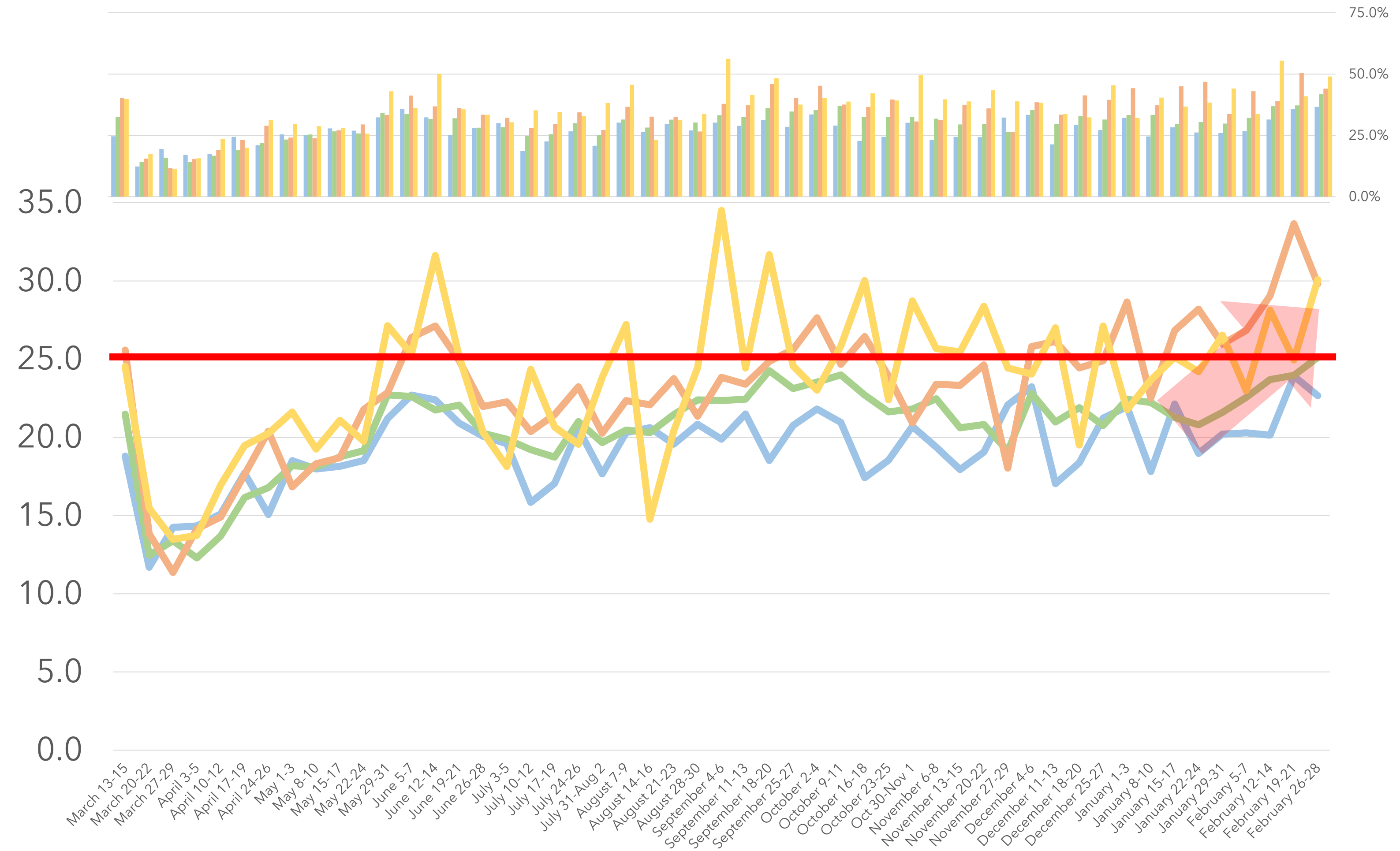
Suburban area   Large city (urban area)   Rural area

# Lodging Preference

■ Luxury Hotel
 ■ Non-Luxury Hotel
 ■ Peer-to-peer lodging
 ■ Campground or RV park



## Percent Potentially Marketable (Index Above 25)



— Luxury Hotel
 — Non-Luxury Hotel
 — Peer-to-peer lodging
 — Campground or RV park



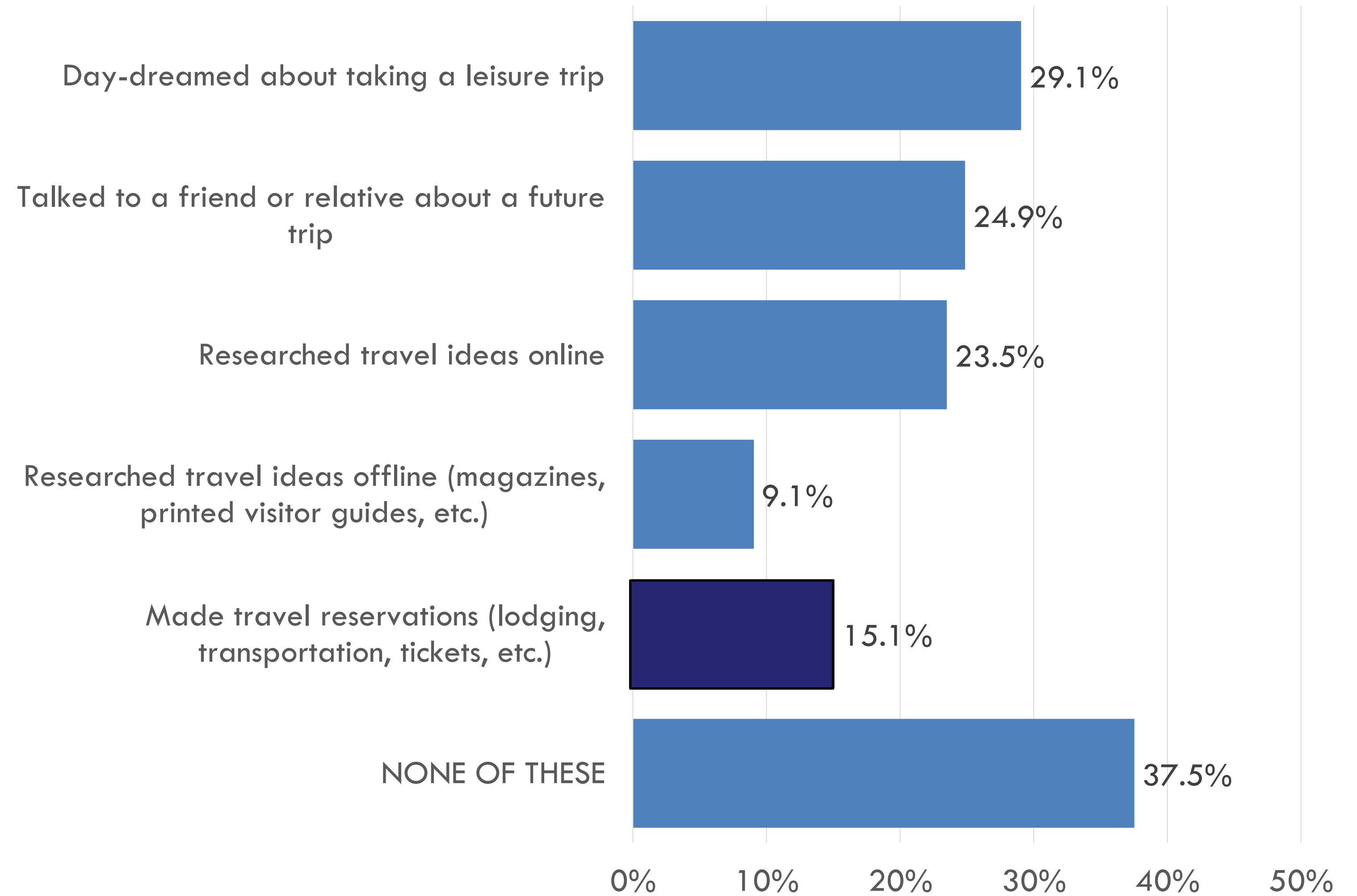
**Trips and travel plans  
are growing,  
slowly but surely.**

# 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 51 data. All respondents, 1,204 completed surveys. Data collected February 26-28, 2021)*



# TRAVEL PLANNING IN THE PAST WEEK

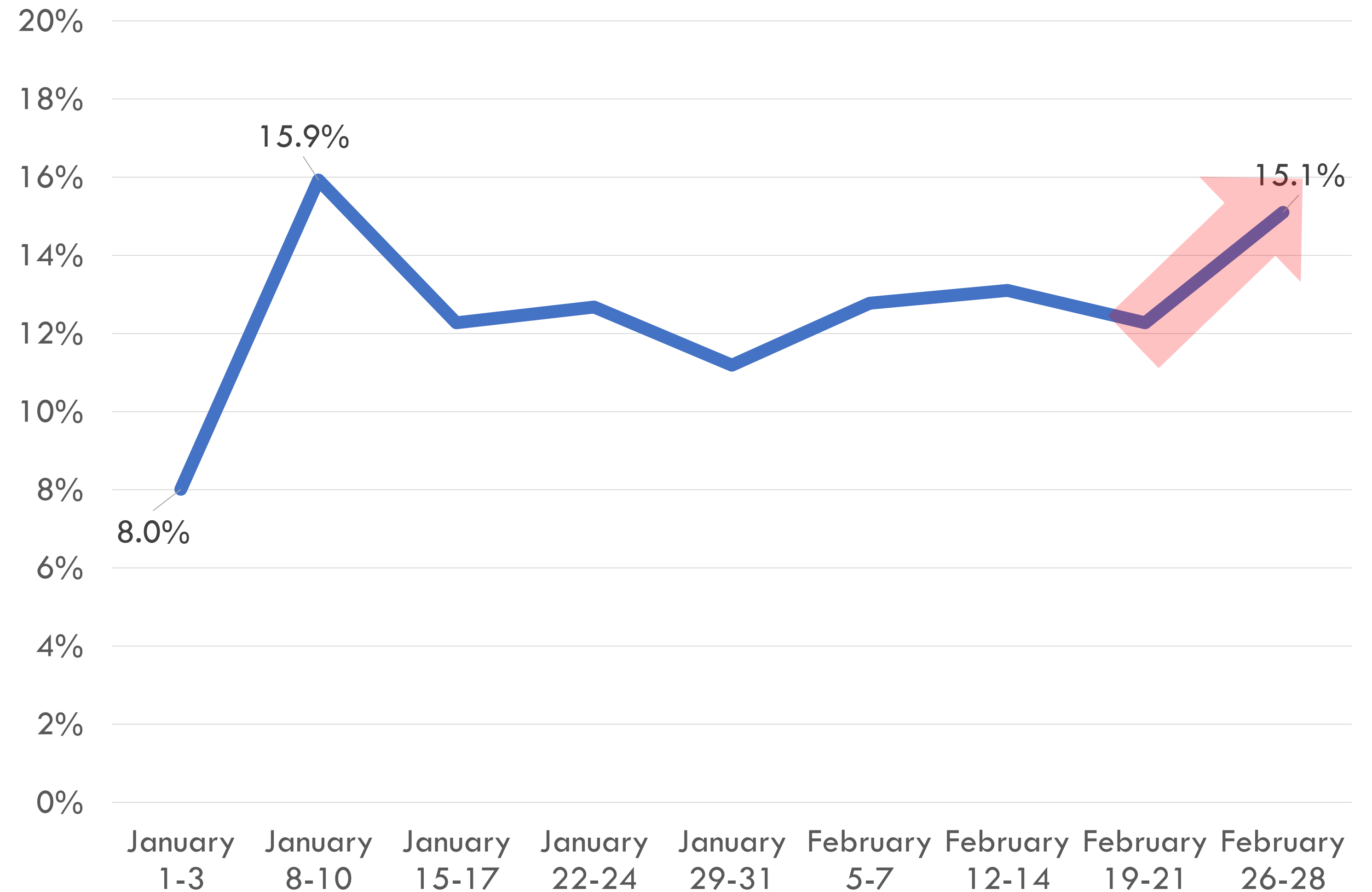
**Question:** In the PAST WEEK, which of the following have you done?  
(Select all that complete the sentence)

**In the PAST WEEK I have**

---

*(Base: Waves 51 data. All respondents, 1,204 completed surveys. Data collected February 26-28, 2021)*

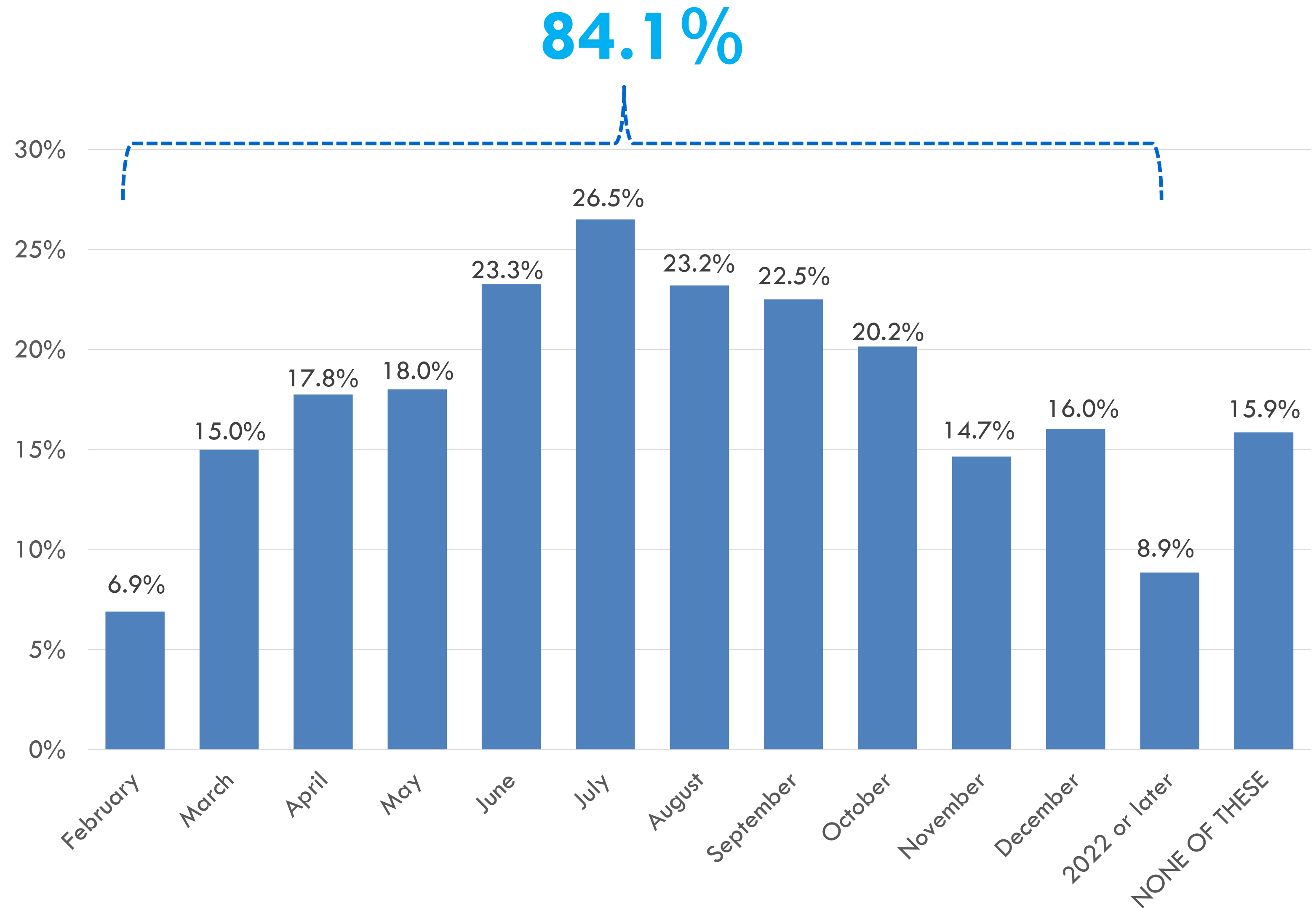
## % Who Made Travel Reservations in Past Week



# 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 51 data. All respondents, 1,204 completed surveys. Data collected February 26-28, 2021)

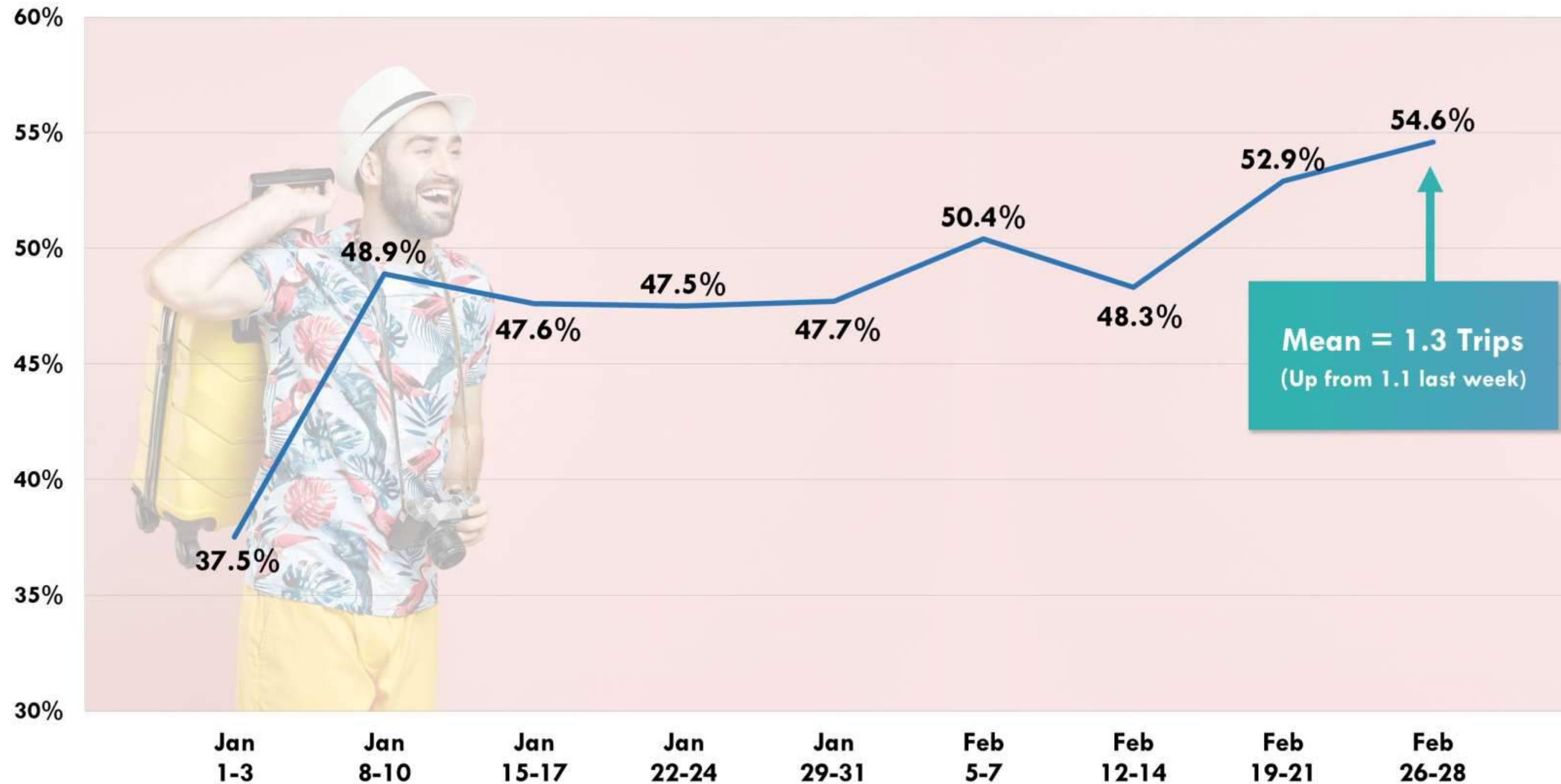




# WILL TRAVEL FOR LEISURE IN NEXT 3 MONTHS

## JANUARY – FEBRUARY 2021

% WHO WILL TAKE AT LEAST 1 TRIP



**QUESTION: HOW MANY LEISURE TRIPS DO YOU EXPECT TO TAKE (EVEN IF TENTATIVELY) DURING THE NEXT THREE MONTHS?**

**I EXPECT TO TAKE \_\_\_\_\_ LEISURE TRIPS**

*(Base: Waves 43-51. All respondents, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210 and 1,204 completed surveys.)*



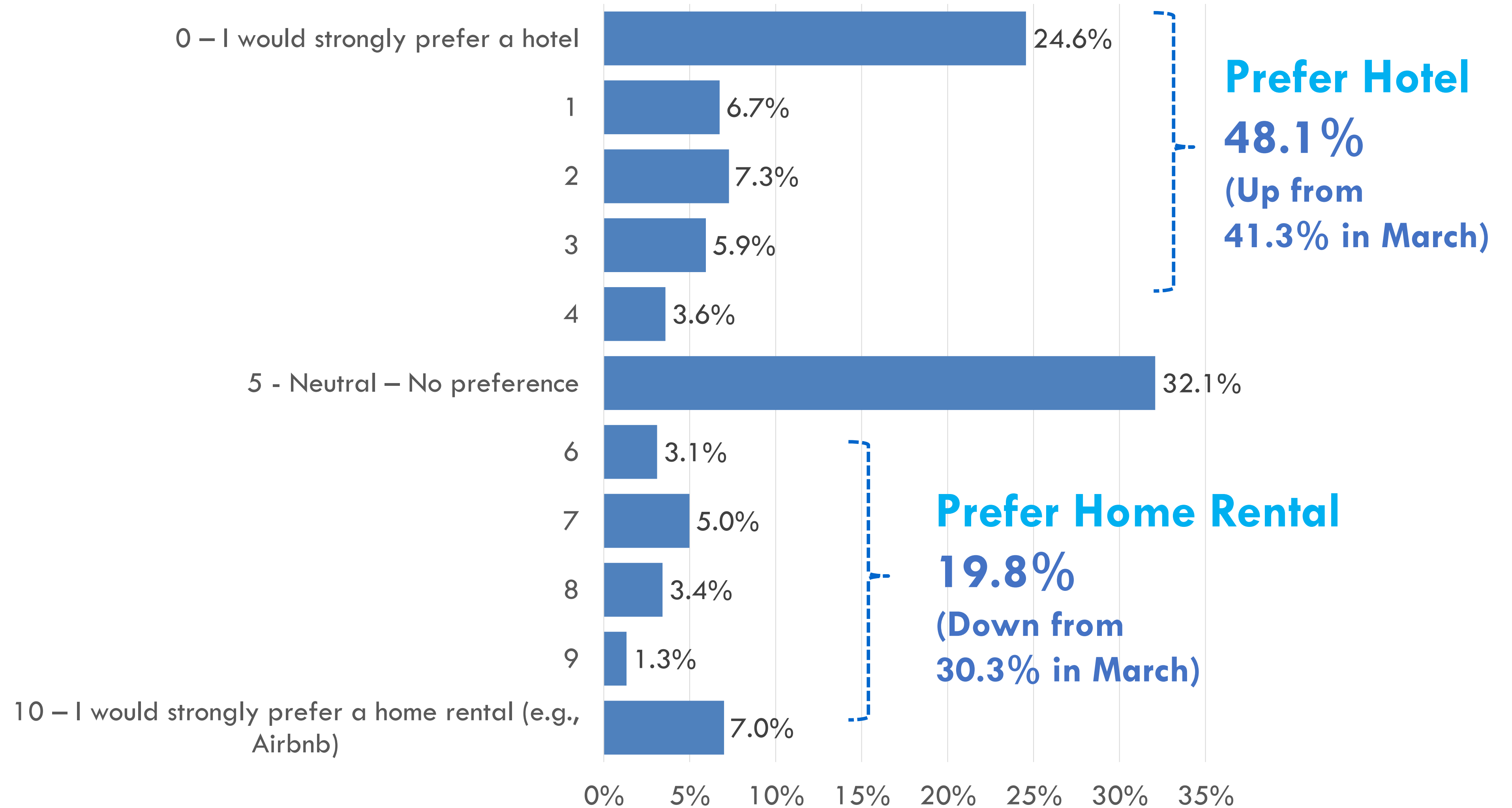
vs



# PREFERENCE FOR HOTEL VS. PEER-TO-PEER LODGING

**Question:** Imagine that you were traveling at some point in the next **THREE (3) MONTHS**. Would you generally prefer to stay in a hotel or a home rental through a service like Airbnb?

*(Base: Waves 51 data. All respondents, 1,204 completed surveys. Data collected February 26-28, 2021)*



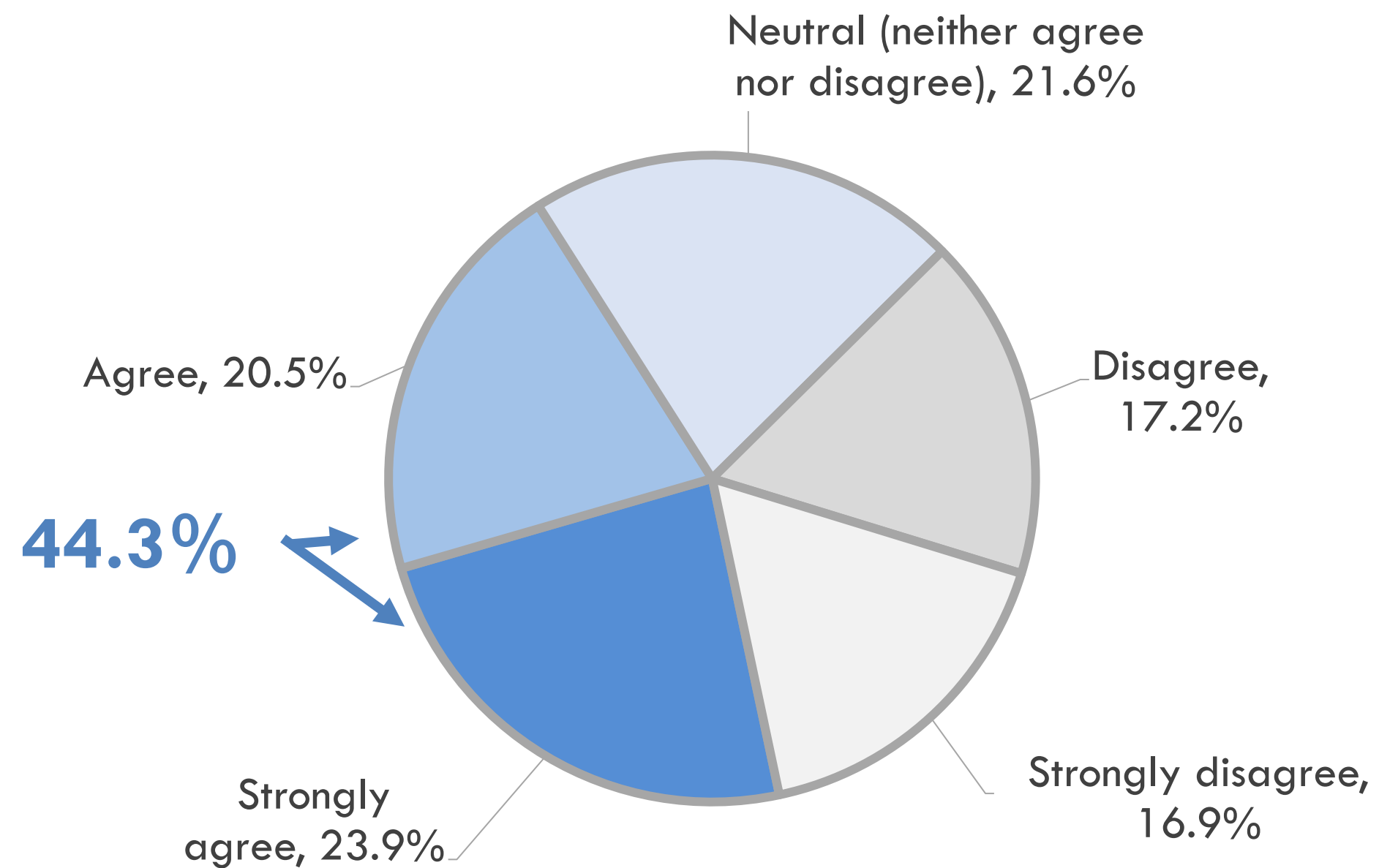


**In recent weeks, fewer respondents report that they will wait to get a vaccine before traveling.**

# TRAVEL UNTIL GETTING THE VACCINE

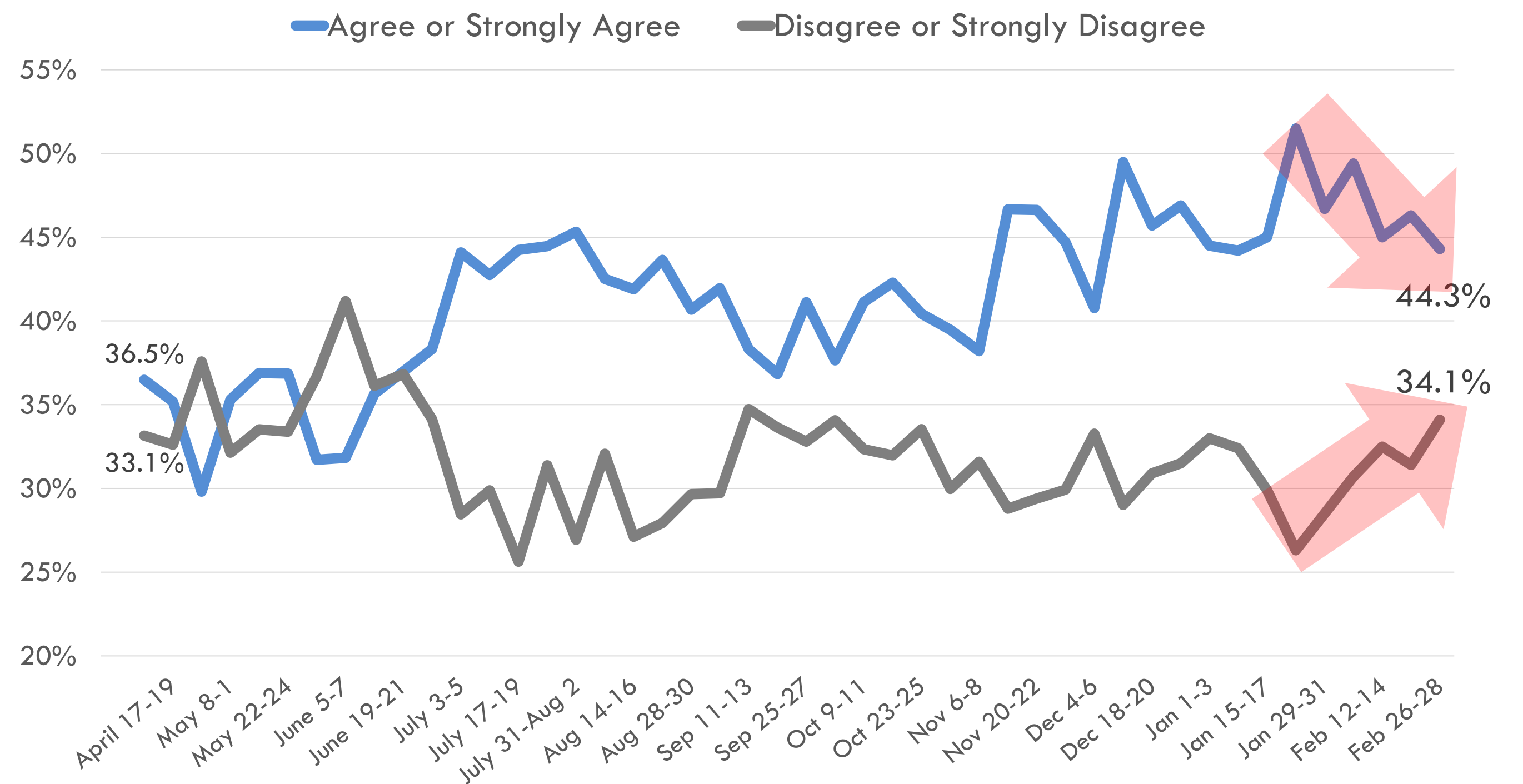
How much do you agree with the following statement?

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



(Base: Waves 6-51. 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 and 1,204 completed surveys.)

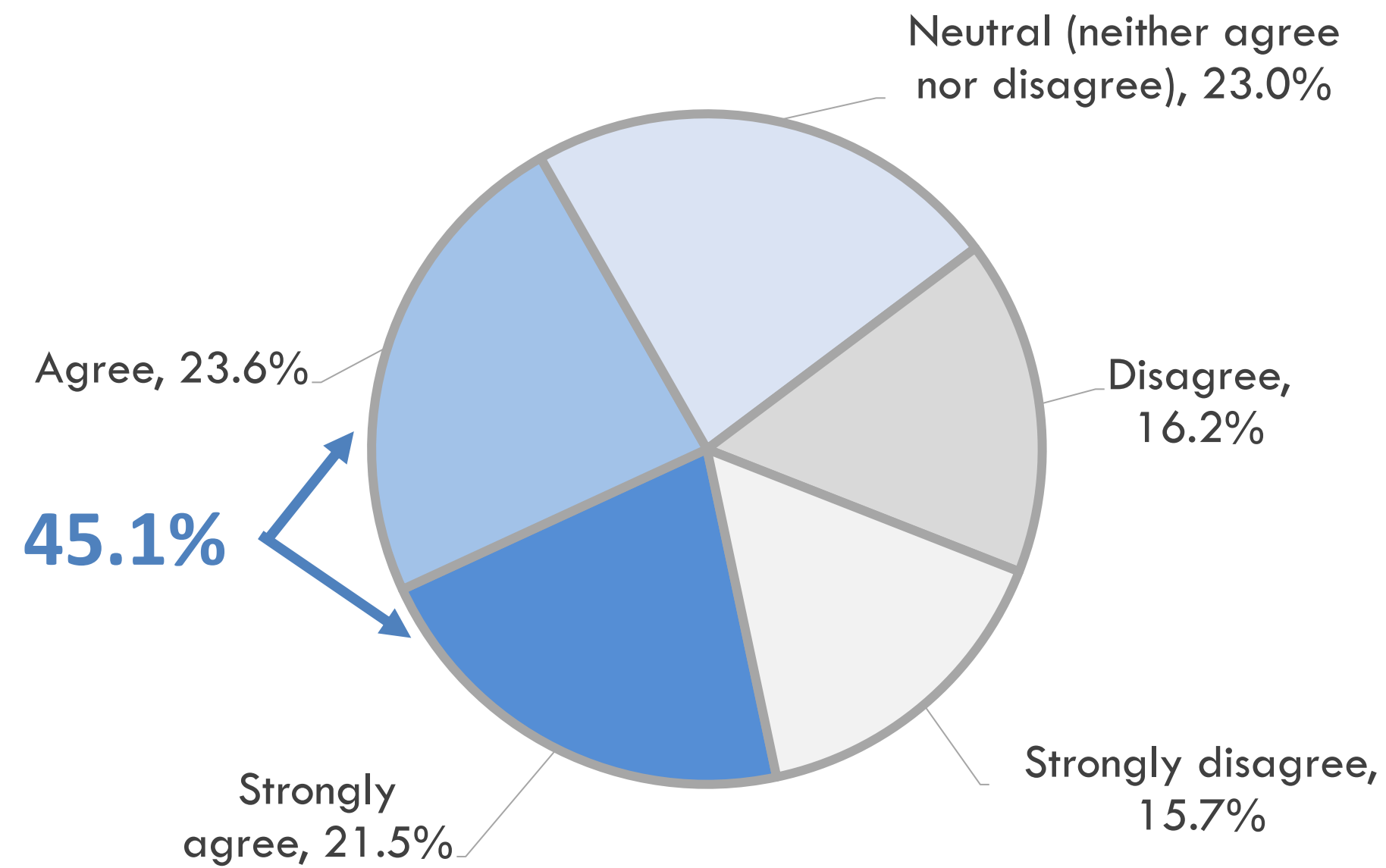
## Historical data



# TRAVEL UNTIL VACCINES ARE MADE WIDELY AVAILABLE

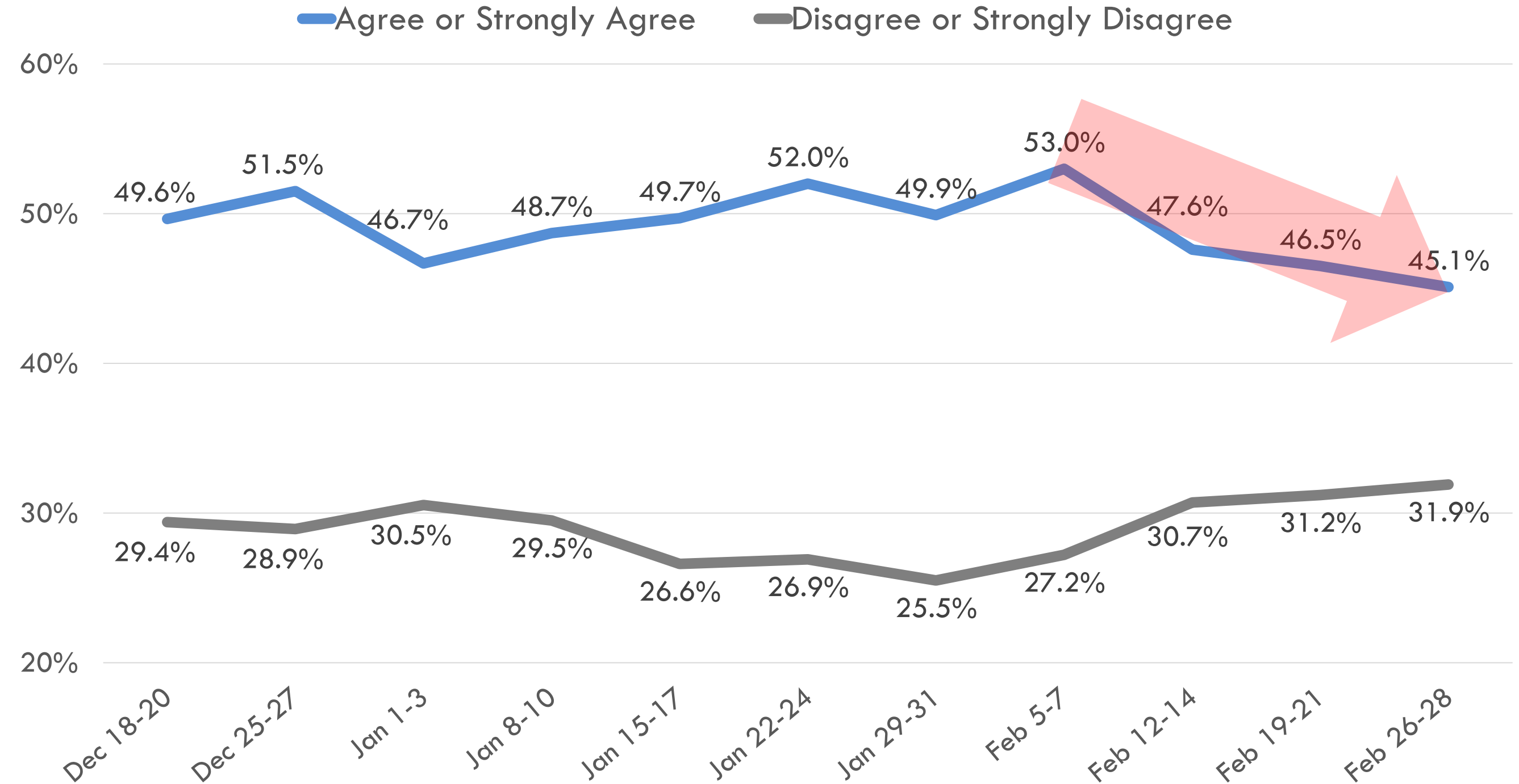
How much do you agree with the following statement?

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



(Base: Waves 41-51. All respondents, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210 and 1,204 completed surveys.)

## Historical data

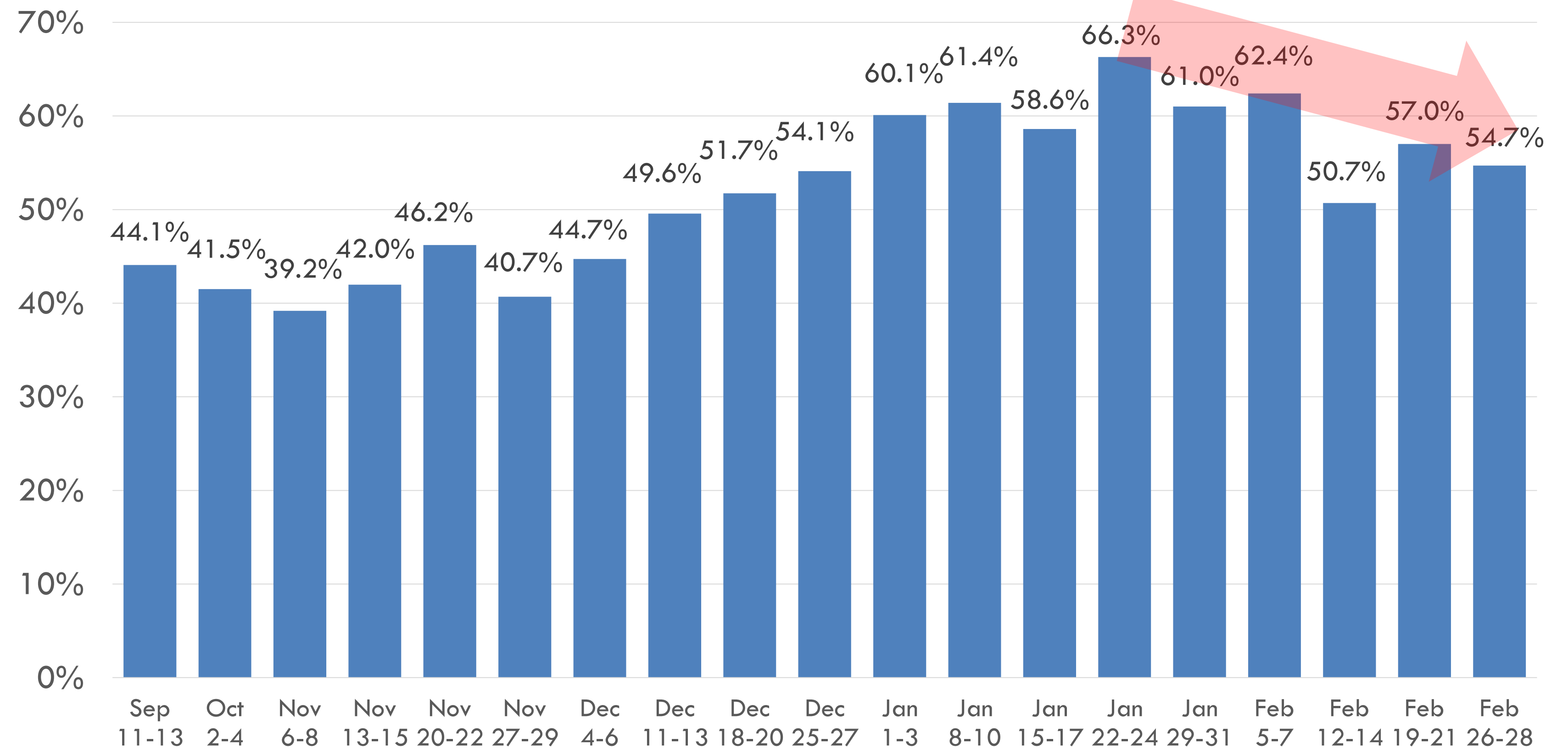


# EXPECTATIONS TO TAKE A COVID-19 VACCINE

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

(Base: Waves 27, 30, 35-51 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 and 1,204 completed surveys.)

## % Who Say Yes

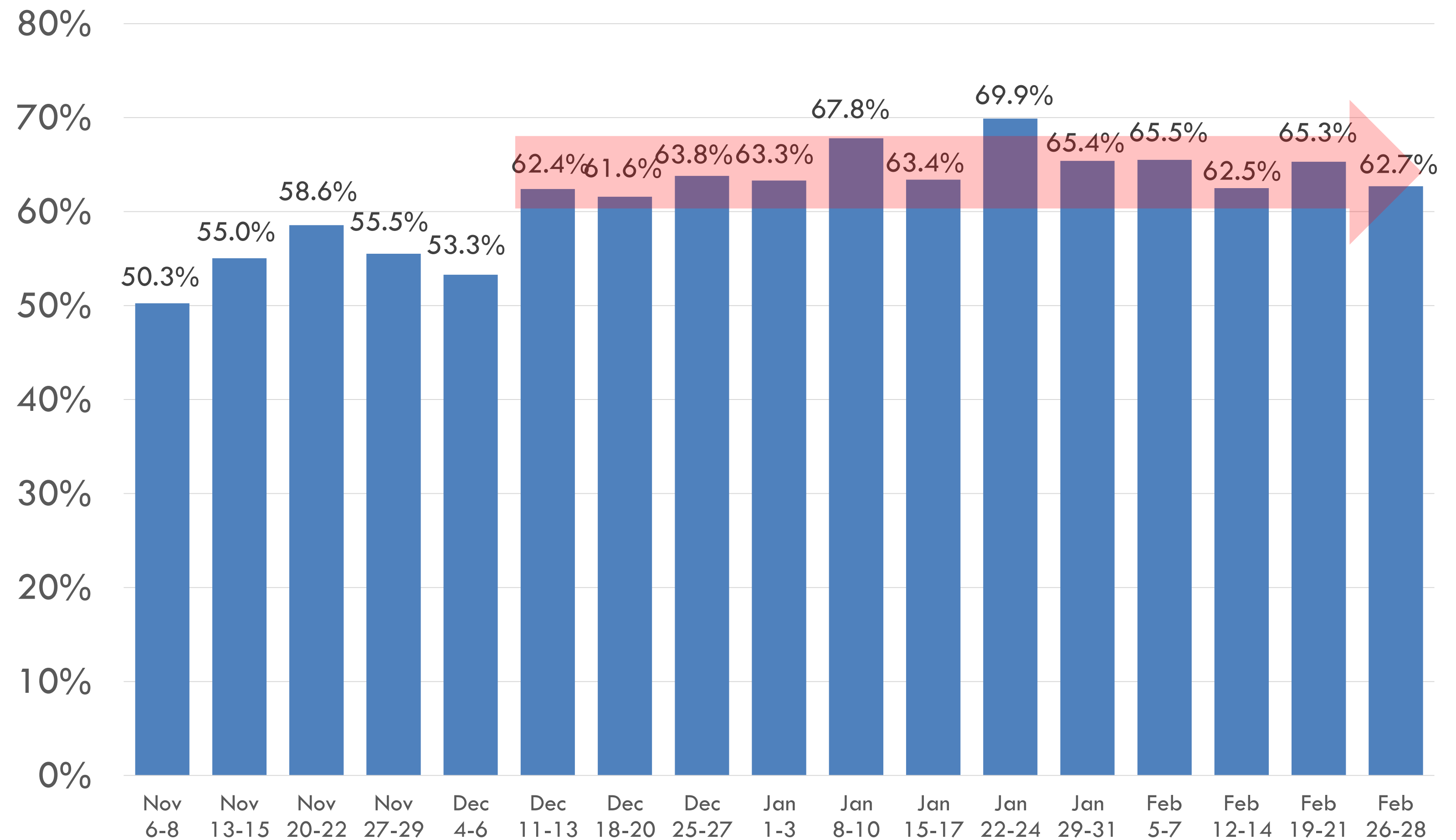


# EXPECTED SAFETY OF COVID-19 VACCINES

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

(Base: Waves 35-51 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 and 1,204 completed surveys.)

Historical data (% Safe or Very safe)

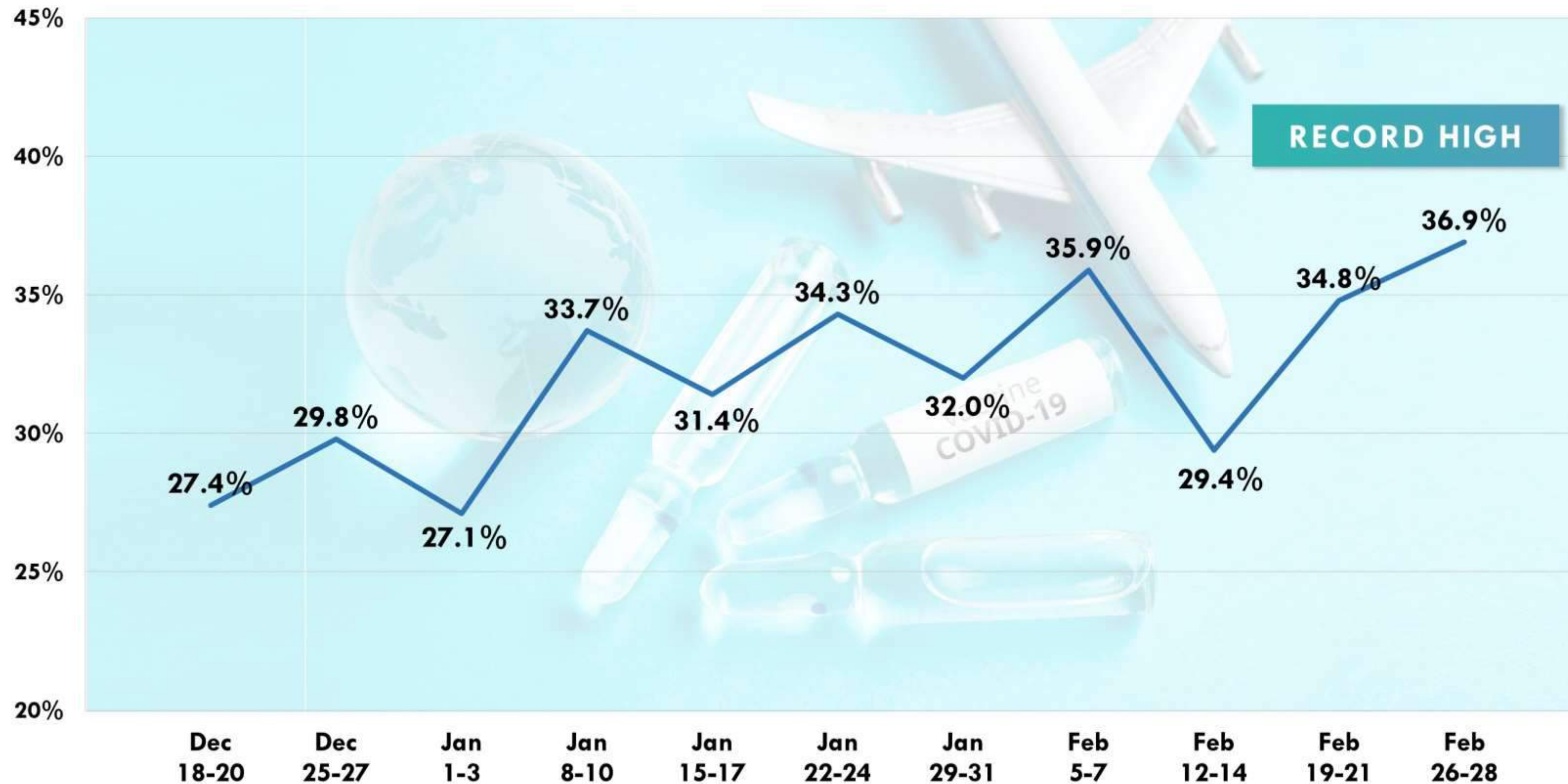




# TRAVEL PLANS DUE TO COVID-19 VACCINES

## DECEMBER 18, 2020 – FEBRUARY 28, 2021

% WHO SAY YES



**QUESTION: HAVE YOU BEGUN PLANNING (OR BOOKING) ANY FUTURE TRAVEL IN ANTICIPATION OF THE COVID-19 VACCINE BEING WIDELY AVAILABLE? (SELECT ONE)**

*(Base: Waves 41-51. All respondents, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210 and 1,204 completed surveys.)*



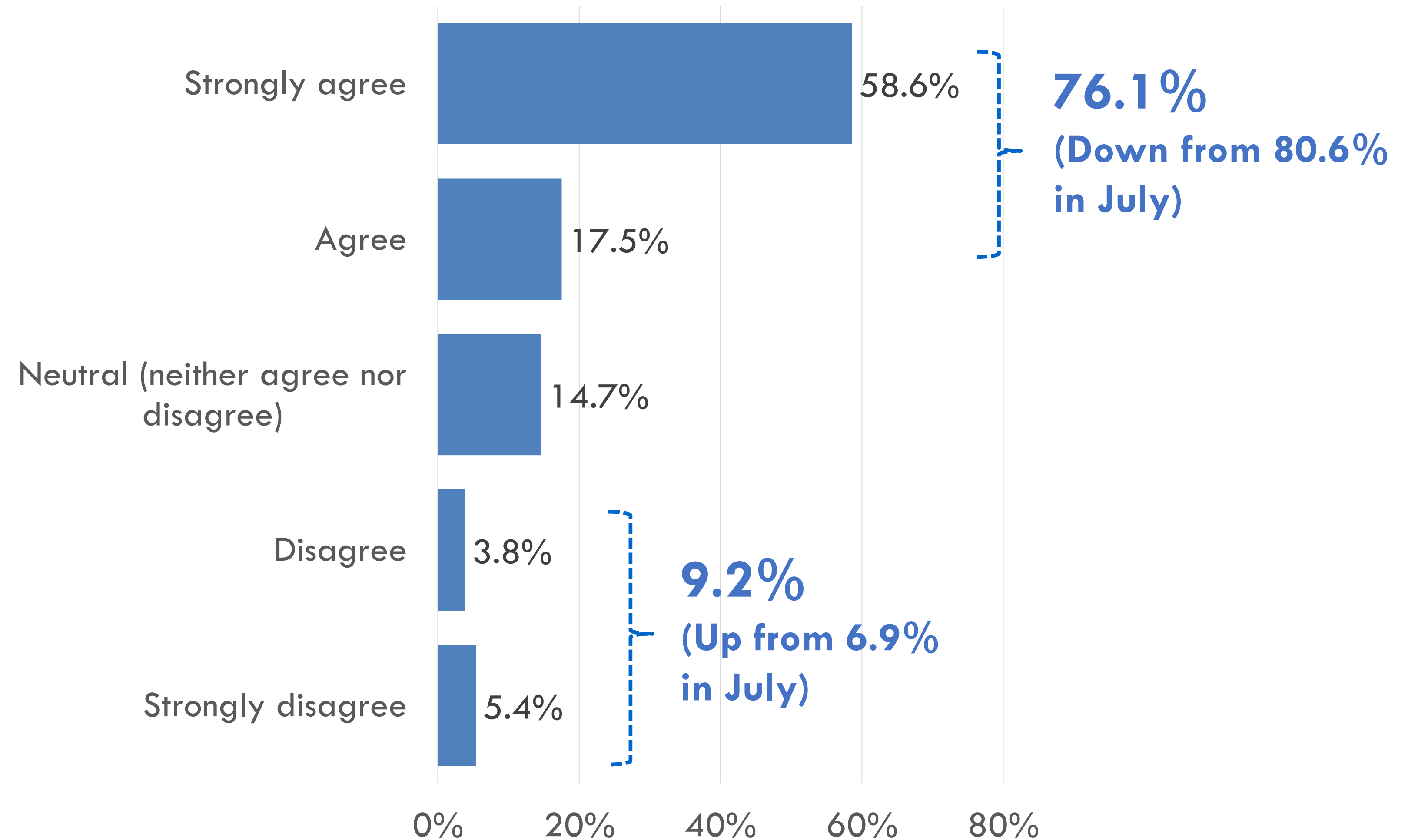
**Mask wearing (including double masking) continues to maintain public support. Most expect the need for them to continue for the long-haul.**

# OPINIONS ON WEARING FACE MASKS

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

**In this environment, people should wear face masks when they are in public.**

*(Base: Waves 51 data. All respondents, 1,204 completed surveys. Data collected February 26-28, 2021)*

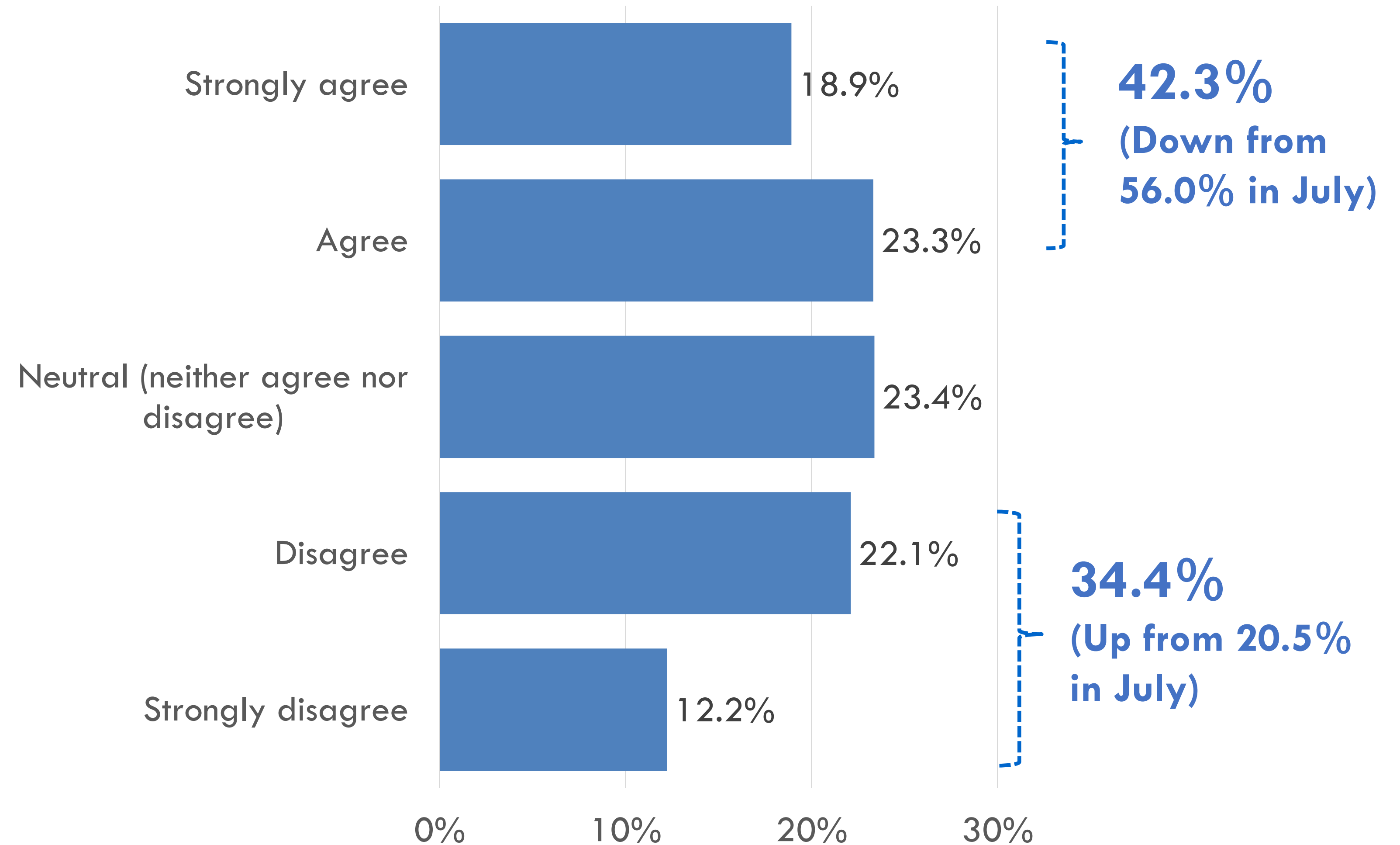


# TOO MANY PEOPLE NOT WEARING MASKS IN THEIR COMMUNITIES

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

**In my community, too many people are not wearing face masks in public.**

*(Base: Waves 51 data. All respondents, 1,204 completed surveys. Data collected February 26-28, 2021)*

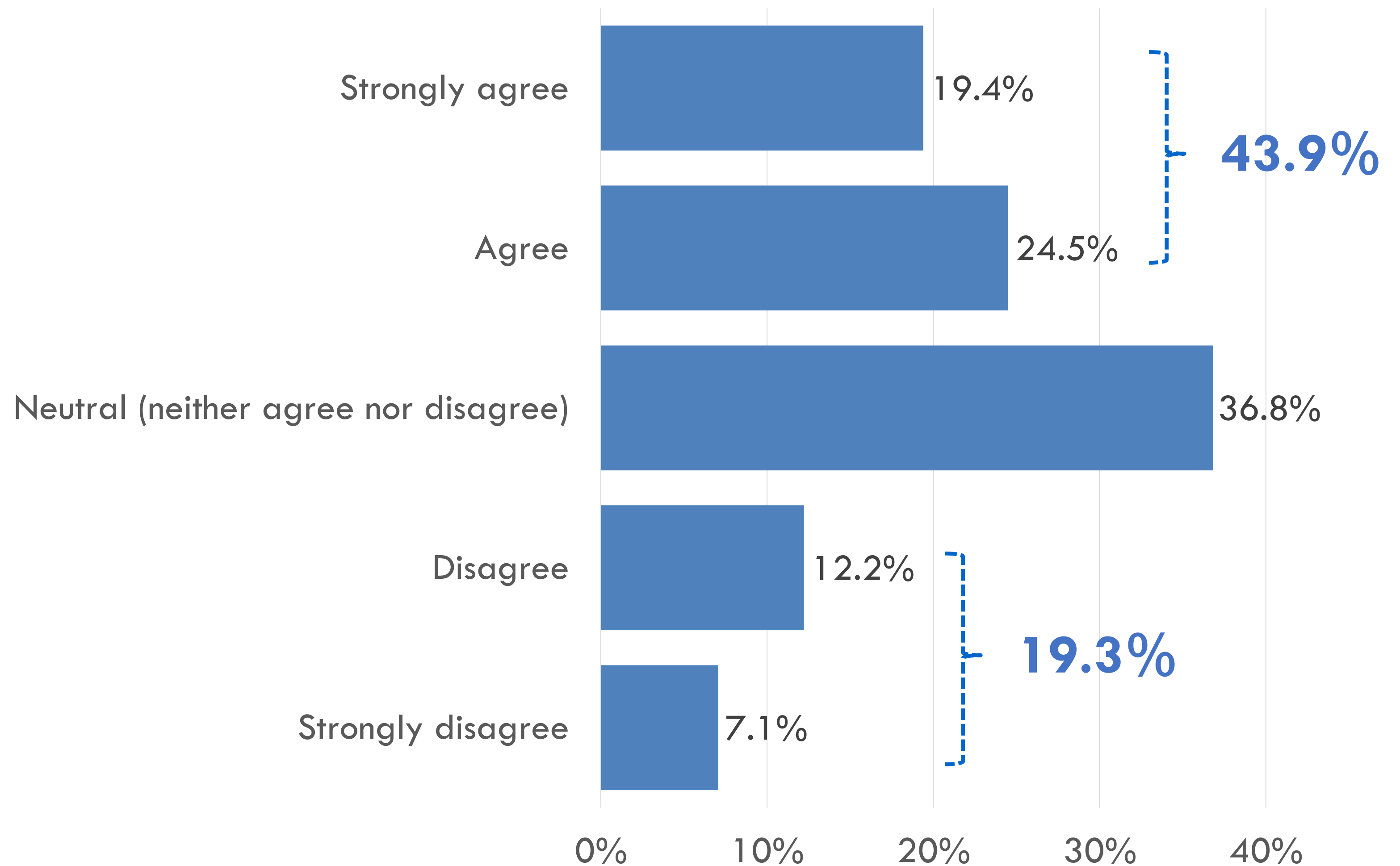


# OPINIONS ON DOUBLE-MASKING

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

People should "double mask" when possible to protect people from contracting the COVID-19 virus.

(Base: Waves 51 data. All respondents, 1,204 completed surveys. Data collected February 26-28, 2021)



A hand is shown holding a white surgical mask against a blue background. The mask is held by the top edge, with the ear loops visible. The background is a solid blue color.

# HOW DO YOU THINK AMERICANS ANSWERED THIS QUESTION?

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

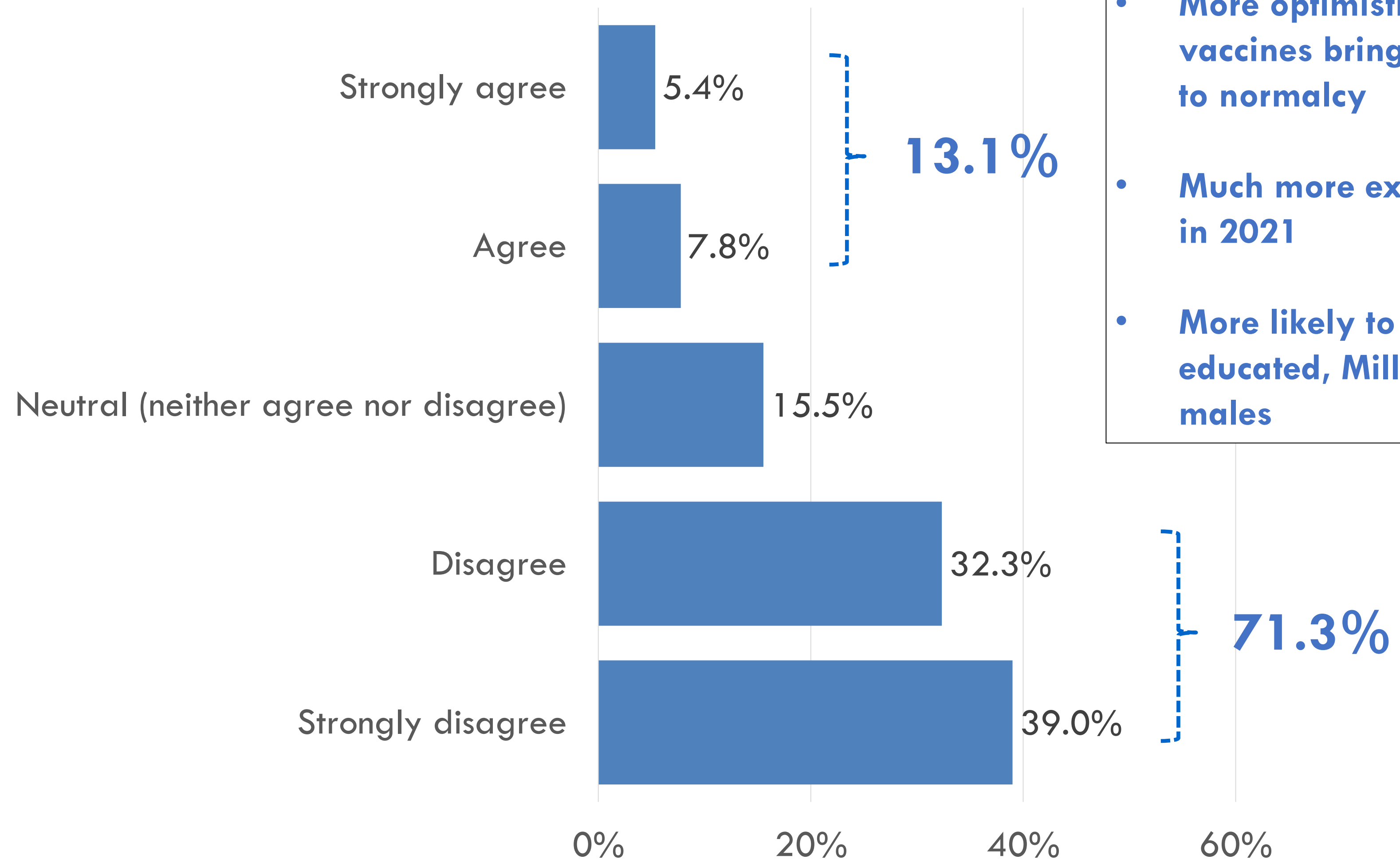
After I am fully vaccinated, I will no  
longer wear masks.

# WEARING MASKS AFTER VACCINATION

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

**After I am fully vaccinated, I will no longer wear masks.**

*(Base: Waves 51 data. All respondents who expect to be vaccinated, 703 completed surveys. Data collected February 26-28, 2021)*



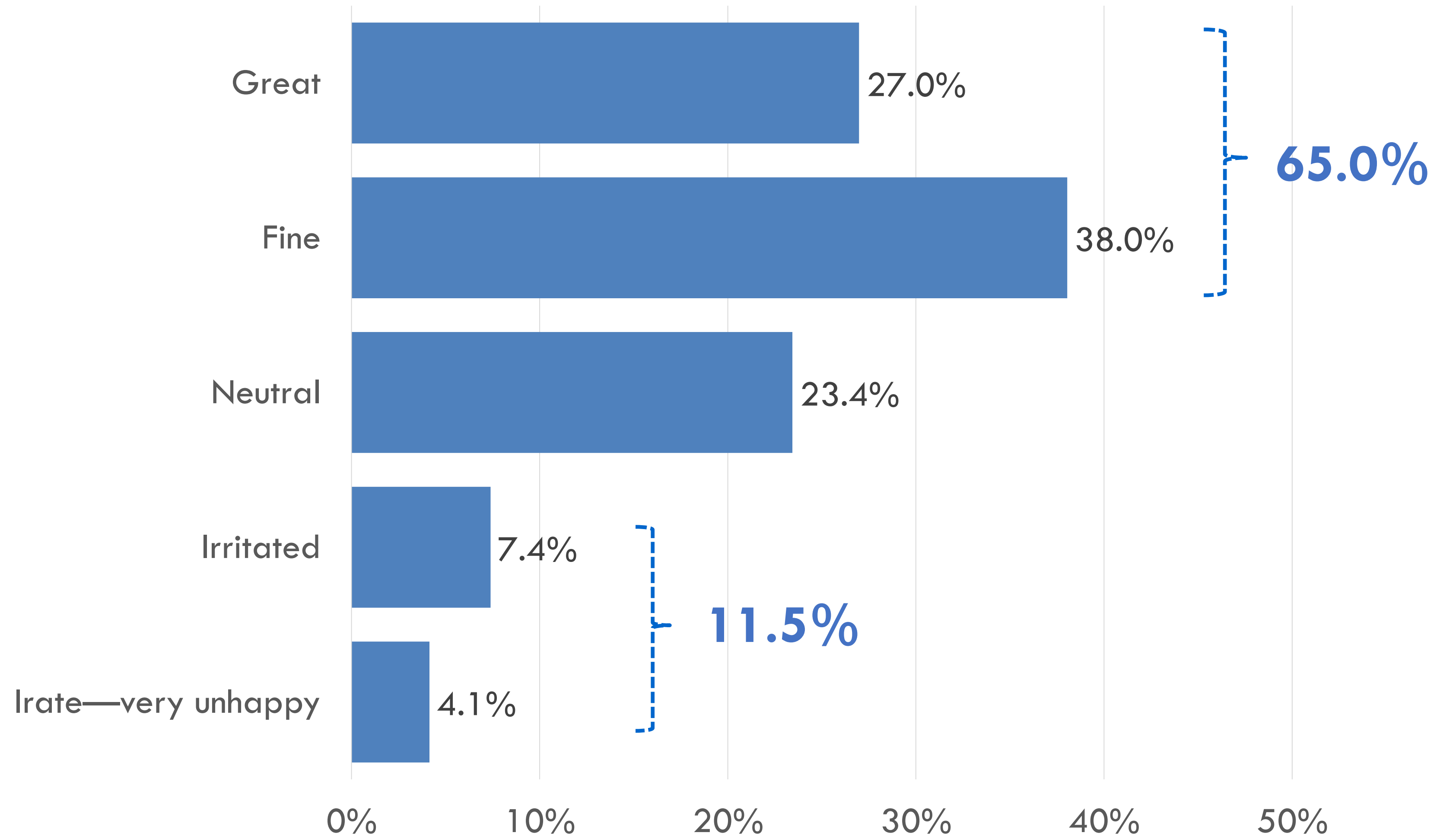
- More optimistic about vaccines bringing a return to normalcy
- Much more excited to travel in 2021
- More likely to be highly educated, Millennial-aged males

# FEELINGS ON MASK REQUIREMENTS AFTER VACCINATION

**Question:** Imagine you have received the COVID-19 vaccine and are taking your first trip post-vaccine.

**If the place/destination/attraction you were visiting still required you to wear a mask, how would you feel? (Select one)**

*(Base: Waves 51 data. All respondents, 1,204 completed surveys. Data collected February 26-28, 2021)*

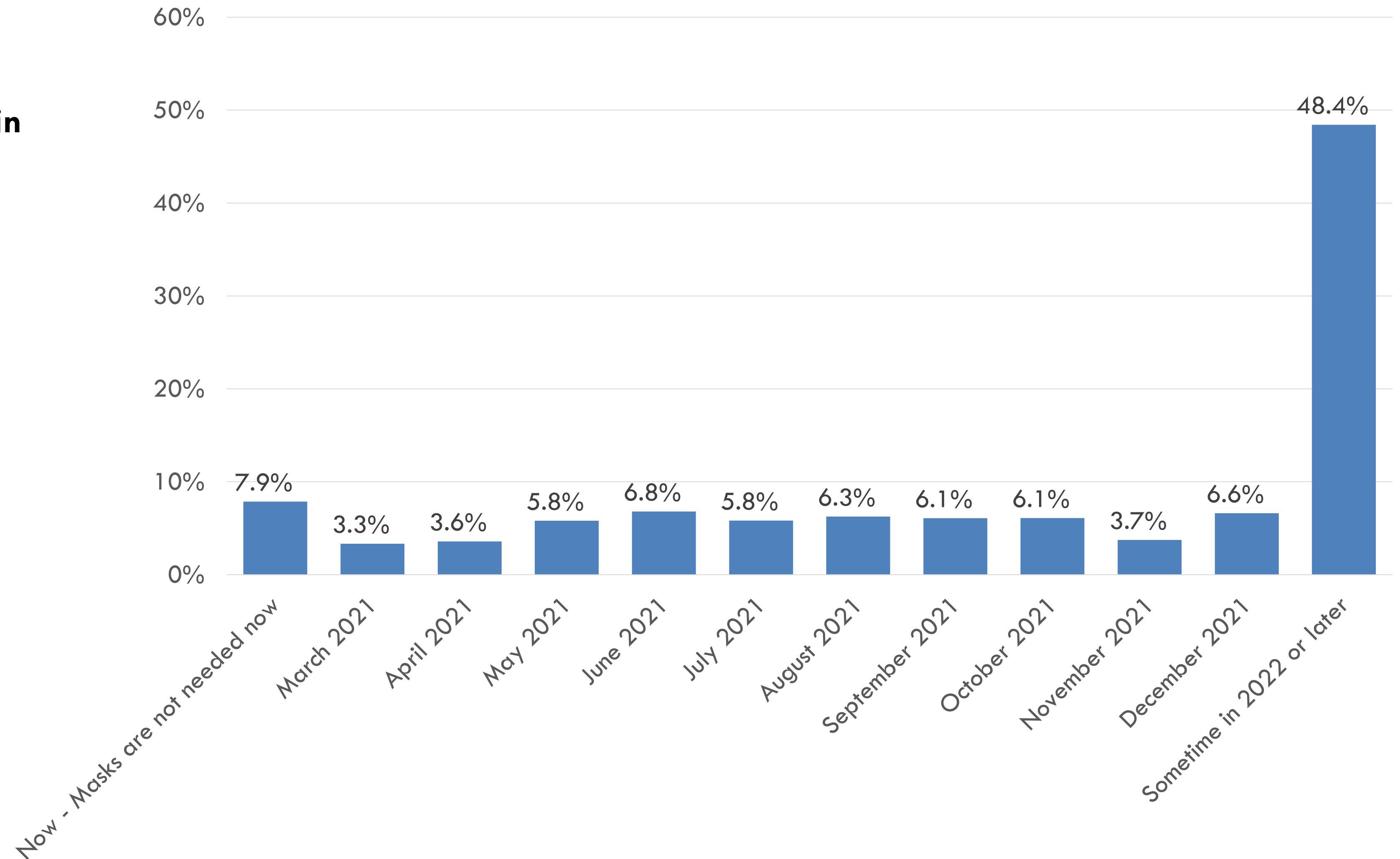




# WHEN WILL MASKS NO LONGER BE NEEDED?

**Question:** Looking to the future, when do you expect people will be able to safely stop wearing masks in public? (Select the first month you expect this will be the case)

(Base: Waves 51 data. All respondents, 1,204 completed surveys. Data collected February 26-28, 2021)





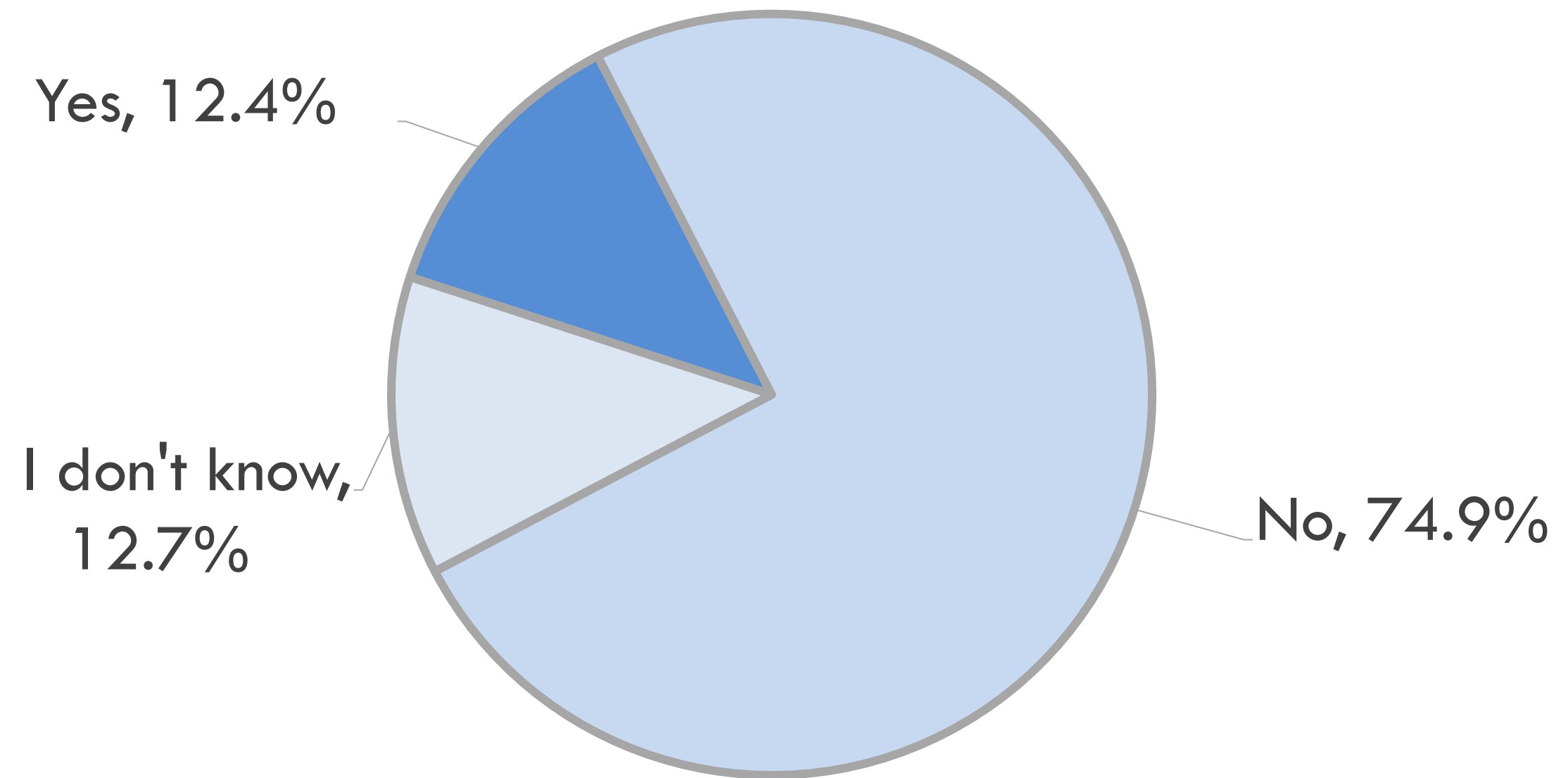
**Spring Breakers, while far from a majority of the traveling public, have aggressive plans to enjoy their trips.**

# PLANS TO TRAVEL FOR SPRING BREAK

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**Question:** Will you be traveling specifically for Spring Break this year? (Select one)

*(Base: Waves 51 data. All respondents, 1,204 completed surveys. Data collected February 26-28, 2021)*

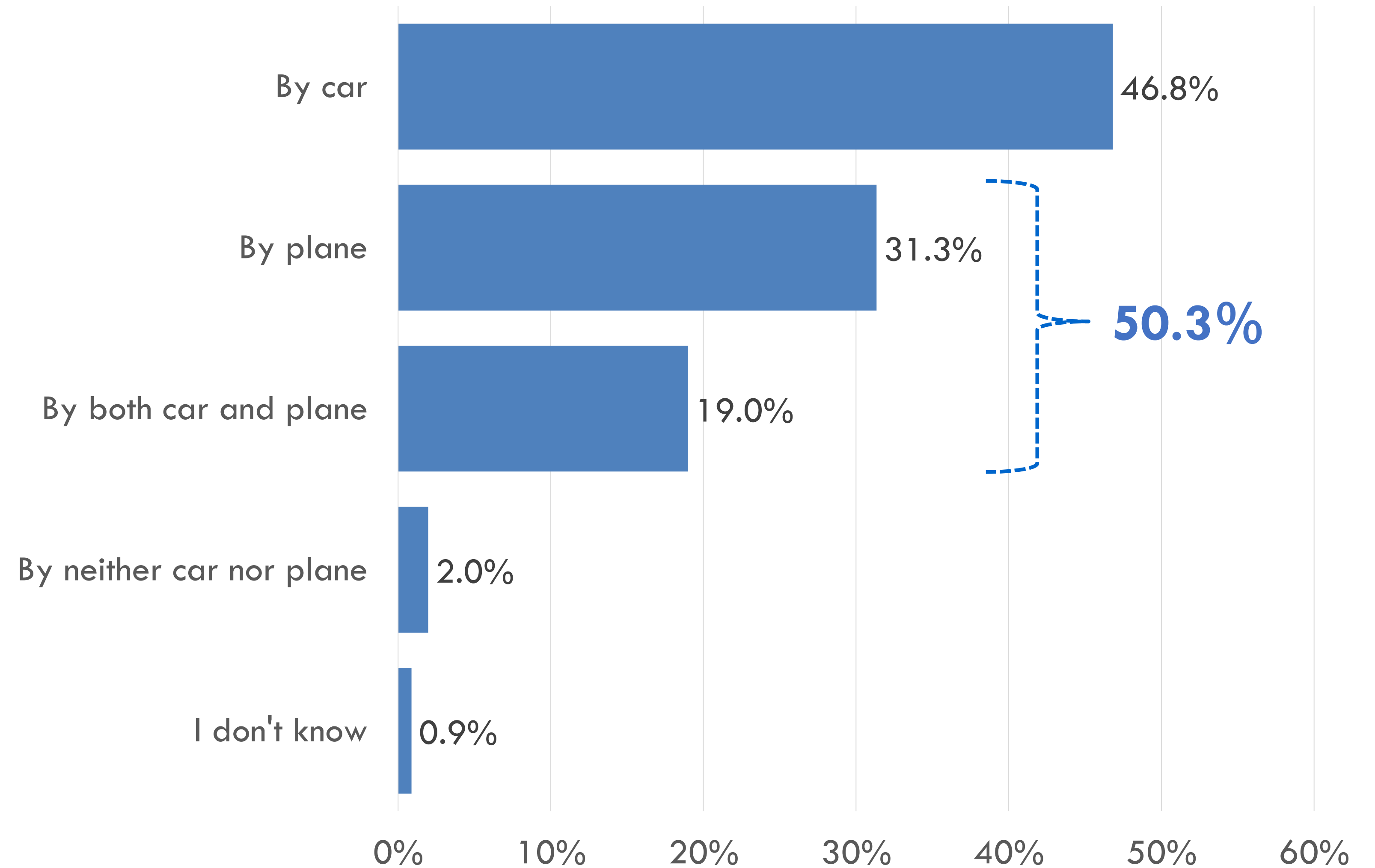


# SPRING BREAK: METHOD OF TRAVEL

**Question:** How will you travel for your Spring Break trip? (Select one to complete the sentence)

I will travel \_\_\_\_\_ on my Spring Break trip.

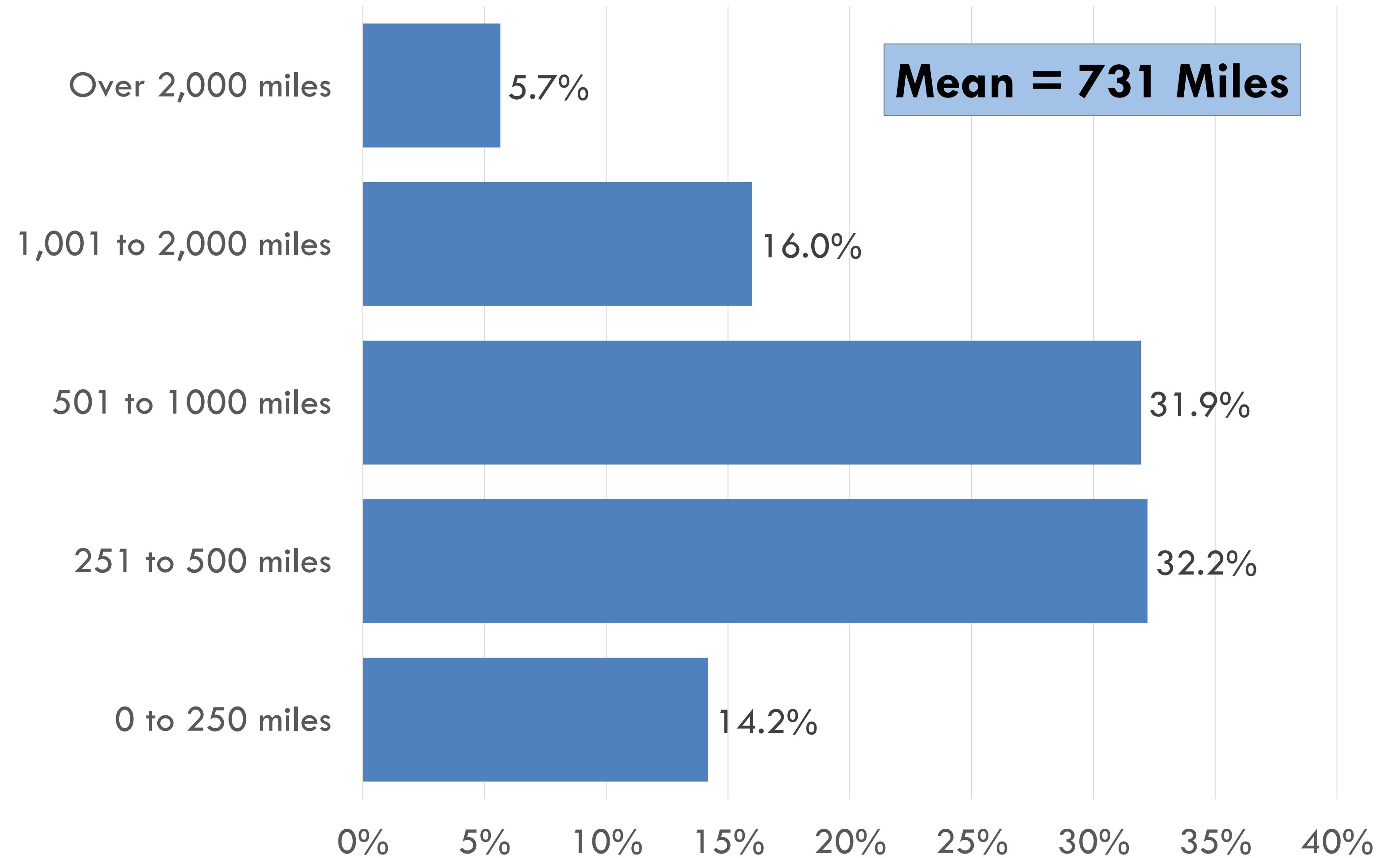
*(Base: Waves 51 data. Respondents expecting to travel for Spring Break, 131 completed surveys. Data collected February 26-28, 2021)*



# SPRING BREAK: LIKELY DISTANCE FROM HOME TRAVELED

**Question:** How far from home are you likely to travel on your Spring Break trip? (Select one)

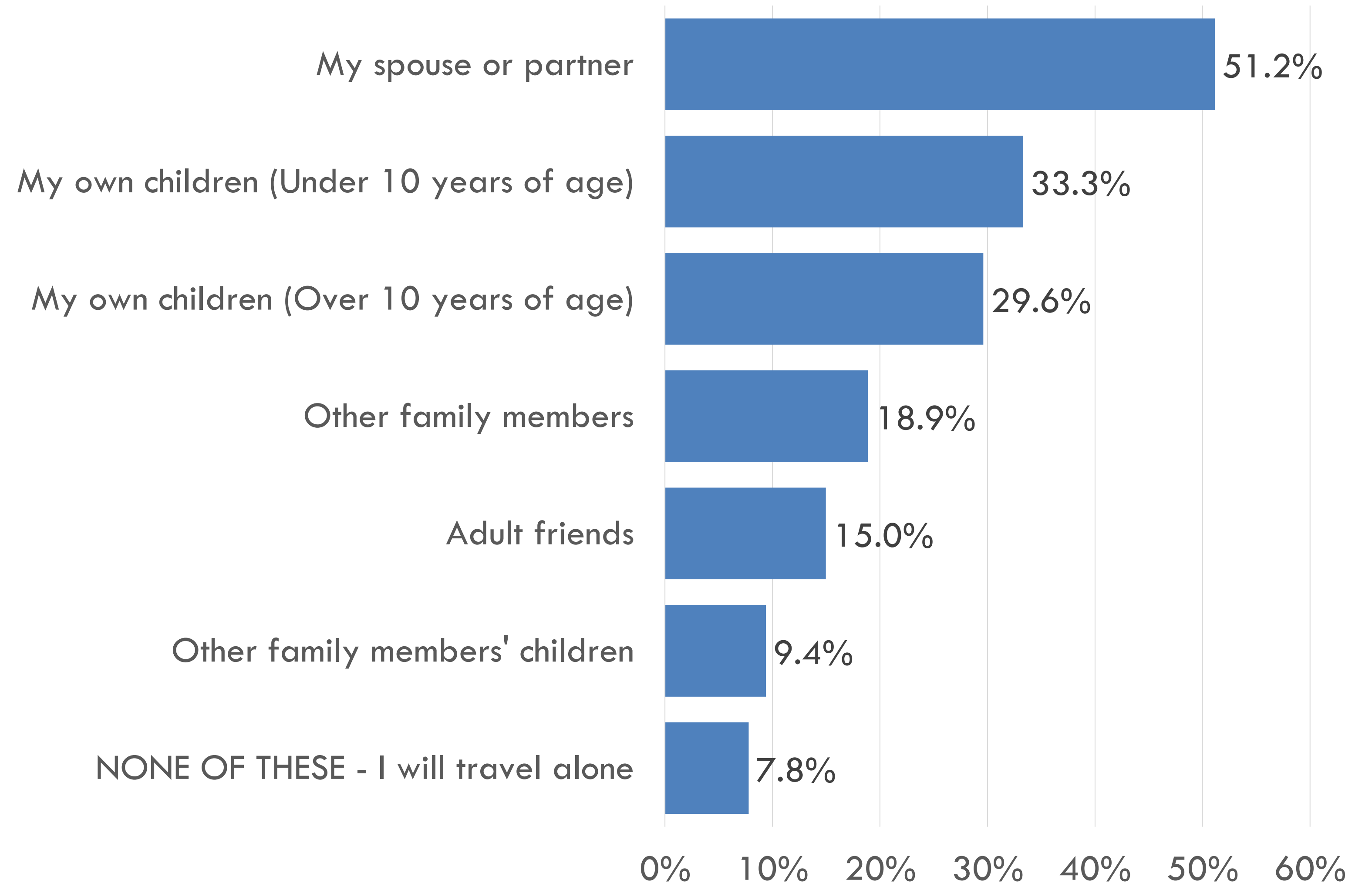
(Base: Waves 51 data. Respondents expecting to travel for Spring Break, 131 completed surveys. Data collected February 26-28, 2021)



# SPRING BREAK: TRAVEL PARTY COMPOSITION

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

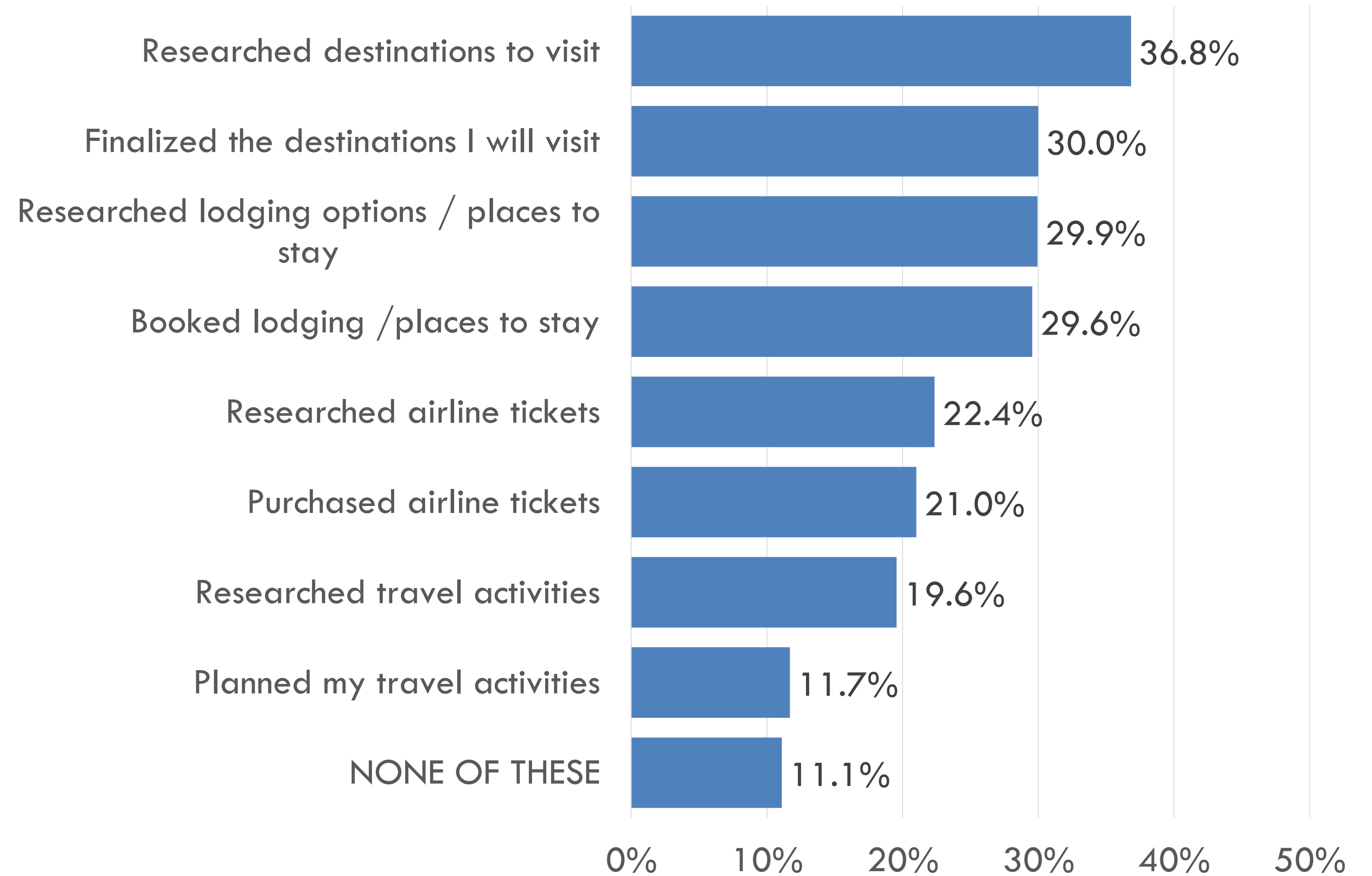
*(Base: Waves 51 data. Respondents expecting to travel for Spring Break, 131 completed surveys. Data collected February 26-28, 2021)*



# SPRING BREAK: PLANNING TASKS ALREADY COMPLETED

**Question:** In preparation for your Spring Break trip, which of these planning tasks have you **ALREADY COMPLETED?** (Select all that you have completed)

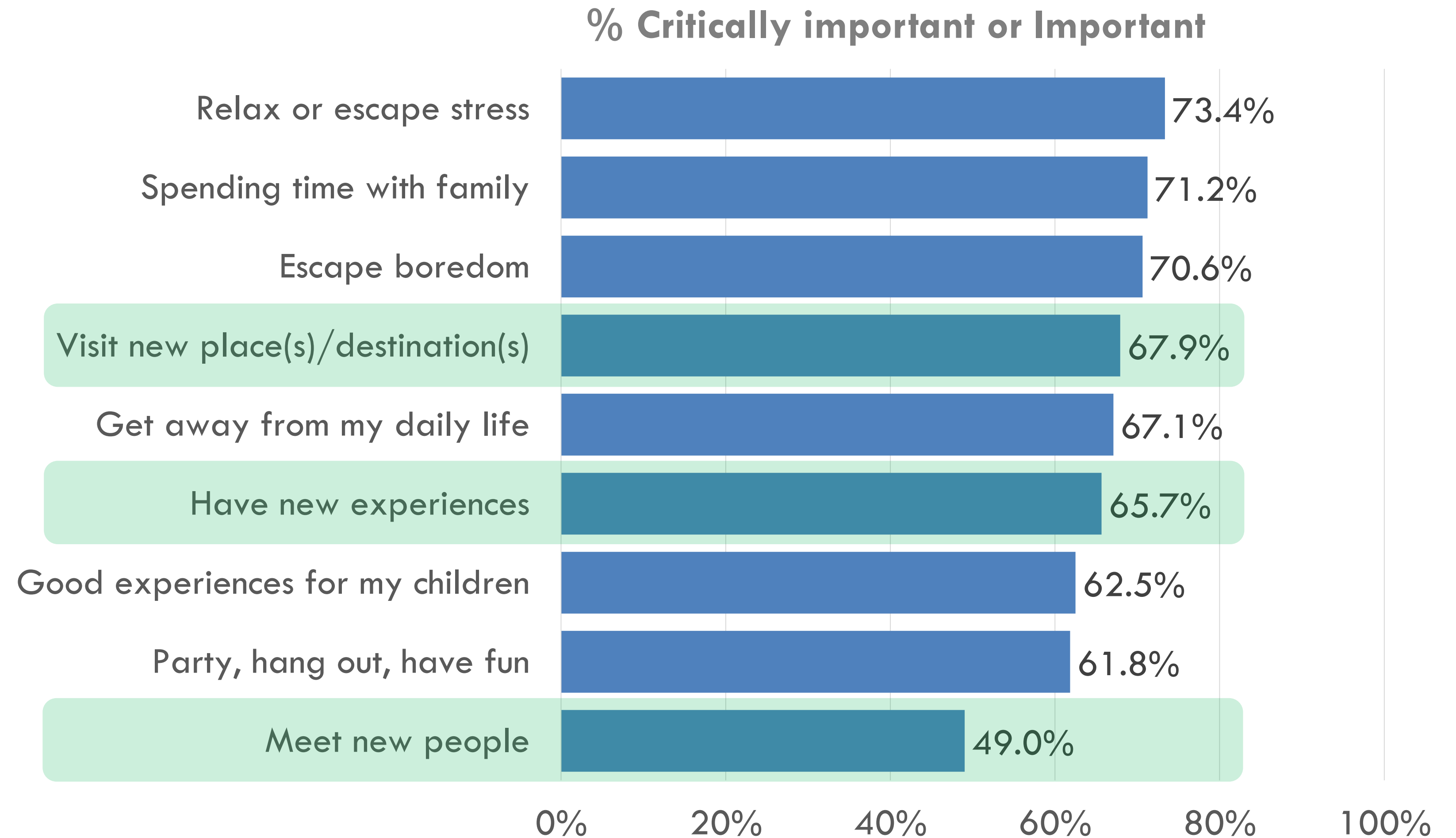
*(Base: Waves 51 data. Respondents expecting to travel for Spring Break, 131 completed surveys. Data collected February 26-28, 2021)*



# SPRING BREAK: REASONS FOR TRAVELING

**Question:** How important are each to why you will be traveling for Spring Break? (Use the scale below to evaluate the importance of each)

*(Base: Waves 51 data. Respondents expecting to travel for Spring Break, 131 completed surveys. Data collected February 26-28, 2021)*



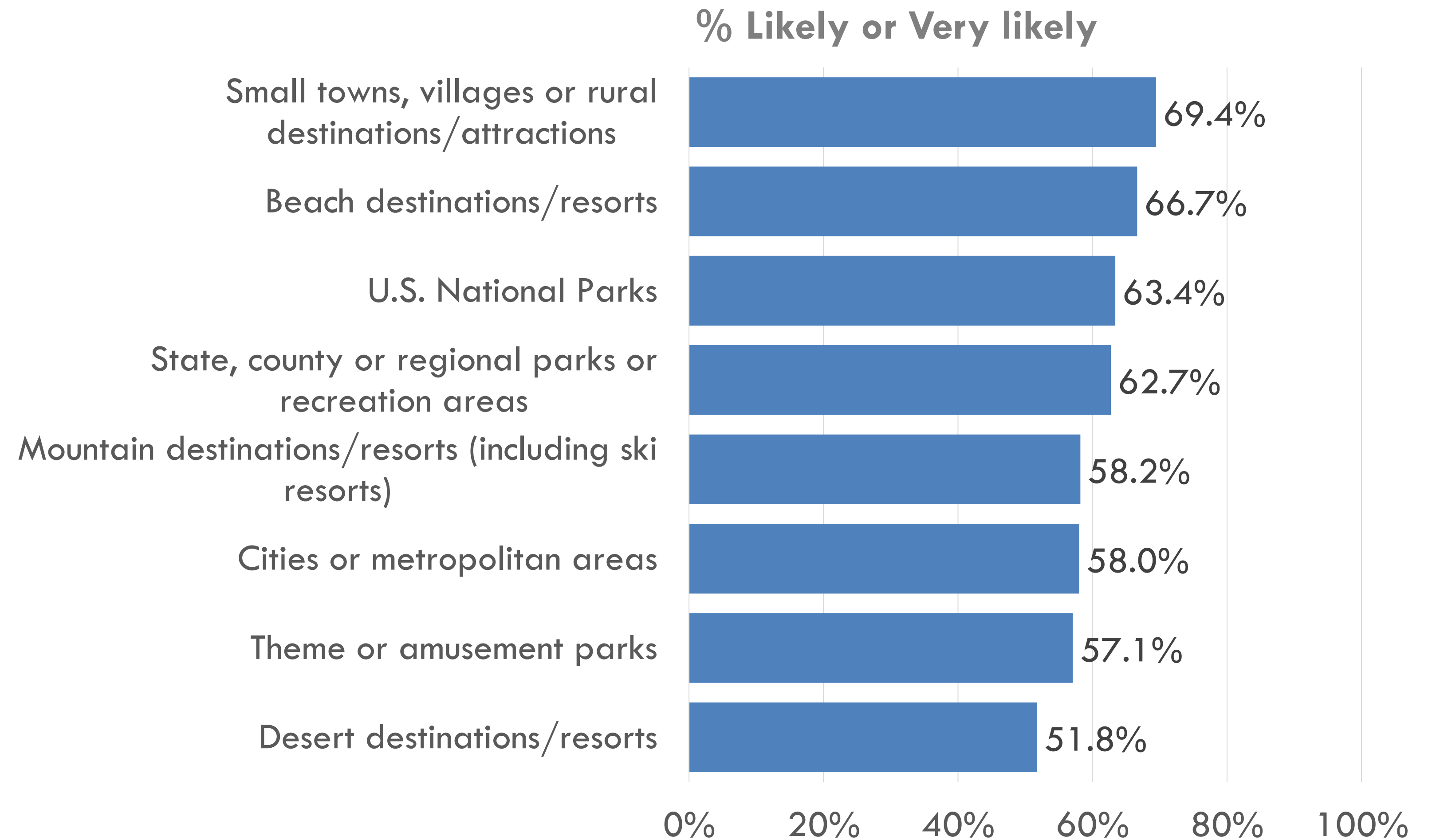


# SPRING BREAK: LIKELIHOOD OF VISITING DESTINATION TYPES

**Question:** How likely are you to visit each of these destination types while traveling for Spring Break?

(Use the scale below to state how likely you are to visit each)

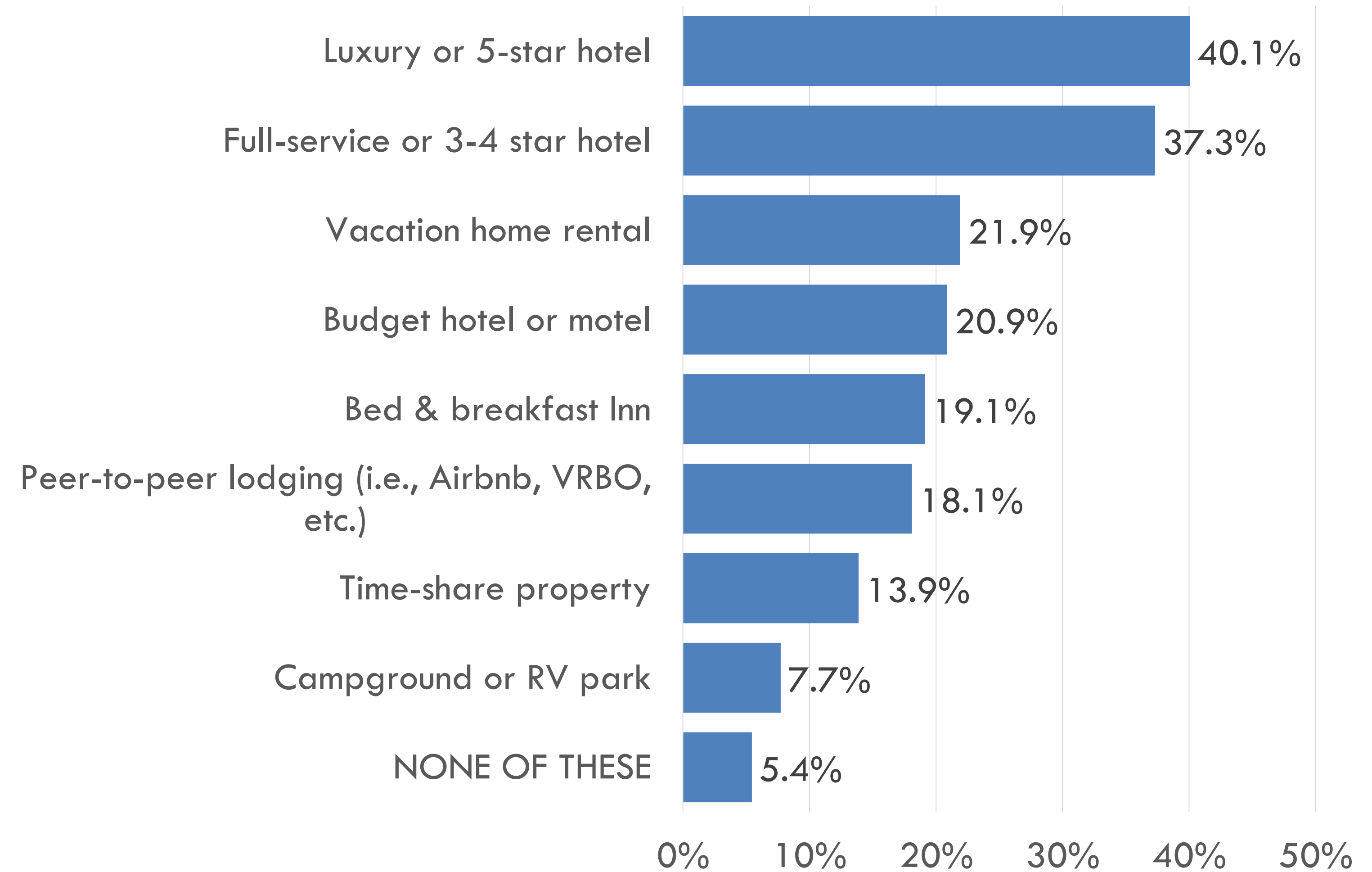
(Base: Waves 51 data. Respondents expecting to travel for Spring Break, 131 completed surveys. Data collected February 26-28, 2021)



# SPRING BREAK: LODGING TYPES

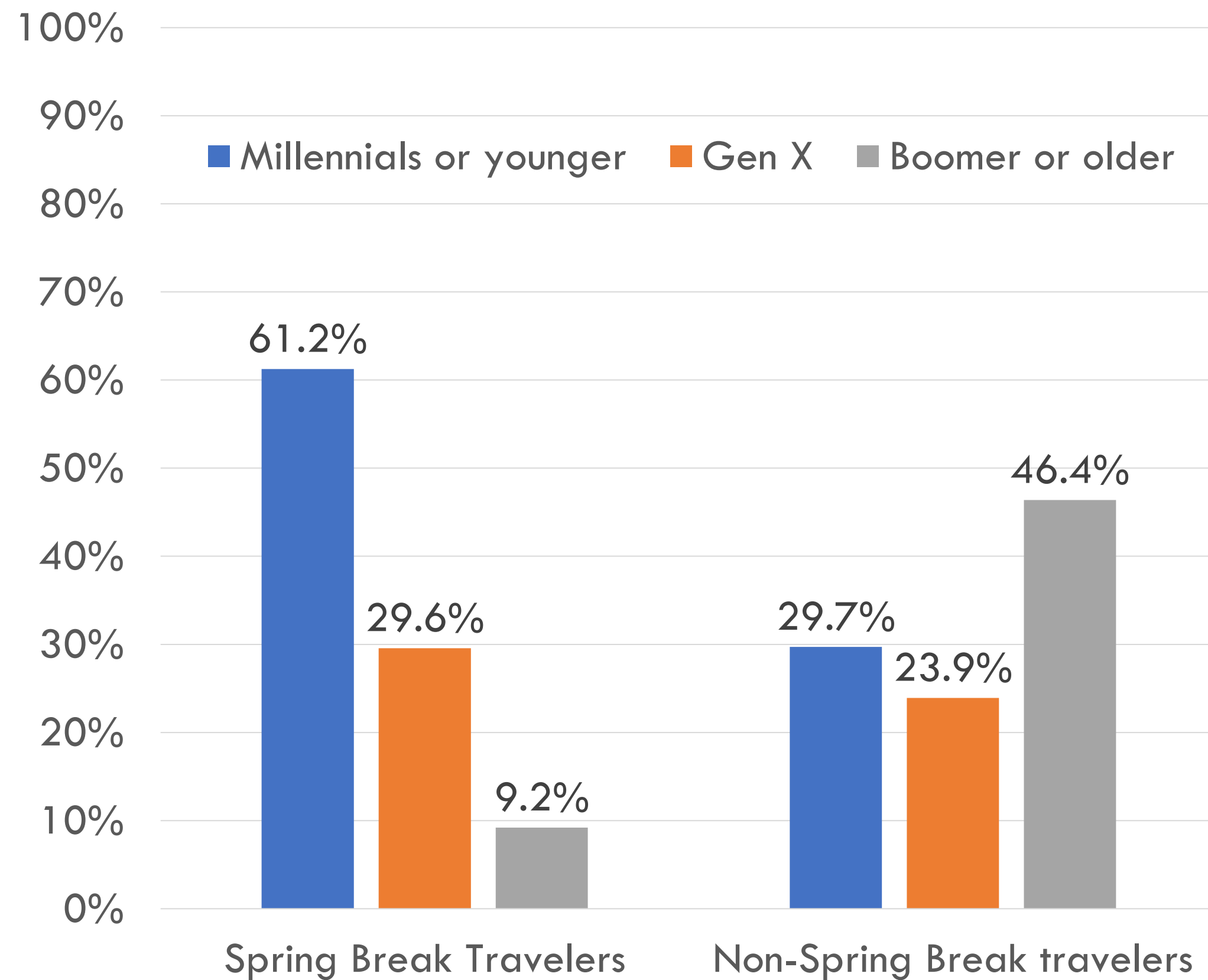
**Question:** In which types of lodging will you stay during your Spring Break travels? (Select all that apply)

(Base: Waves 51 data. Respondents expecting to travel for Spring Break, 131 completed surveys. Data collected February 26-28, 2021)

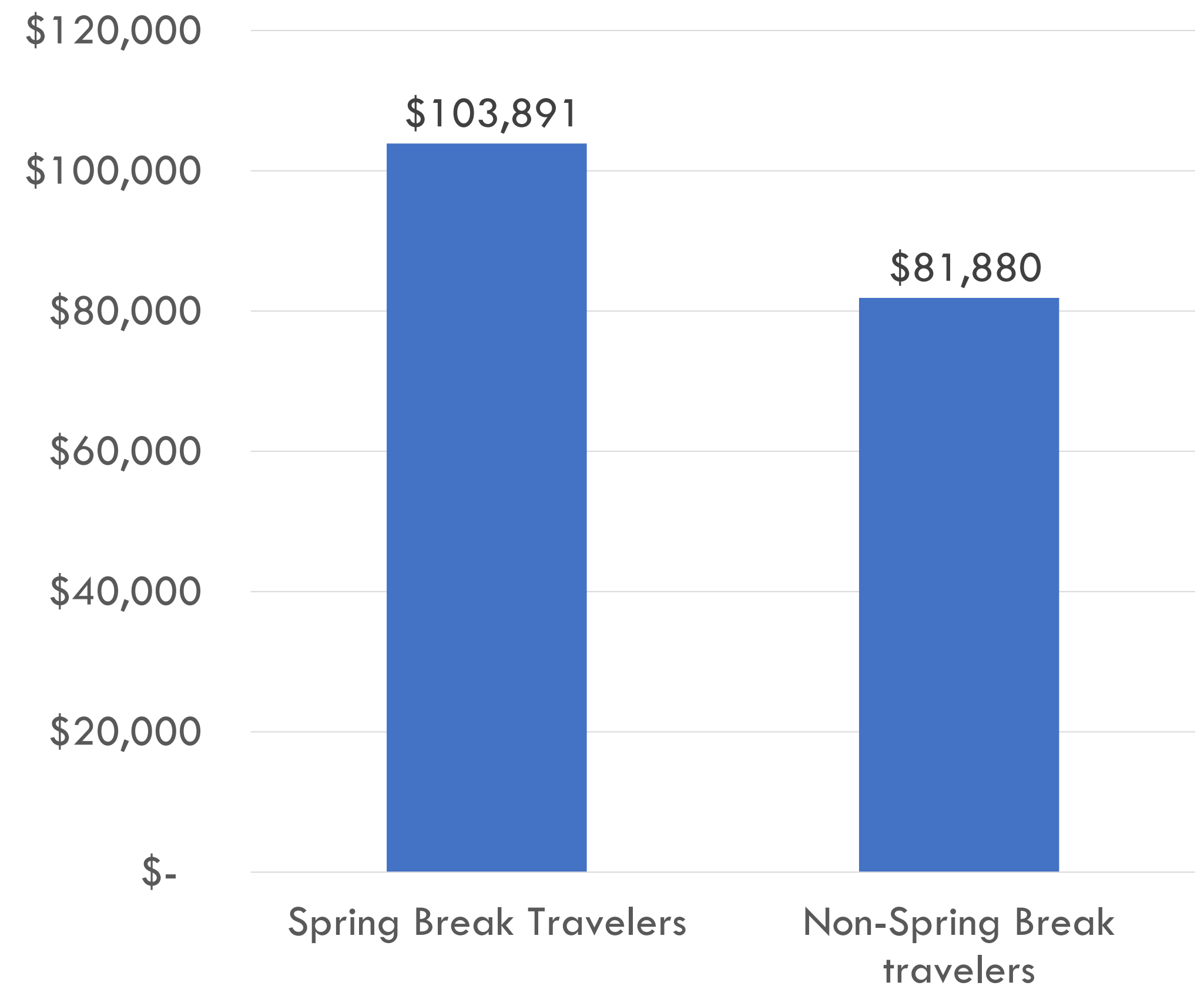


# WHO ARE THE SPRING BREAK TRAVELERS?

## Considerably younger...

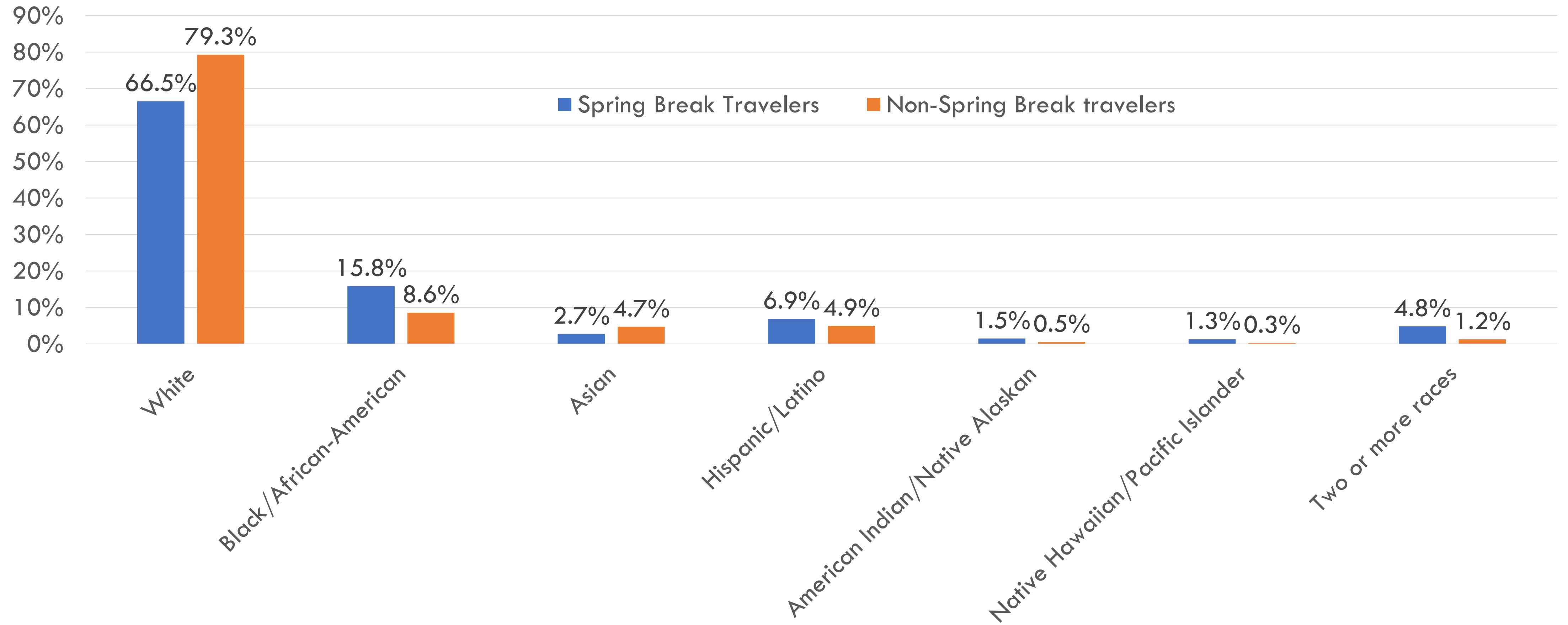


## More Affluent...



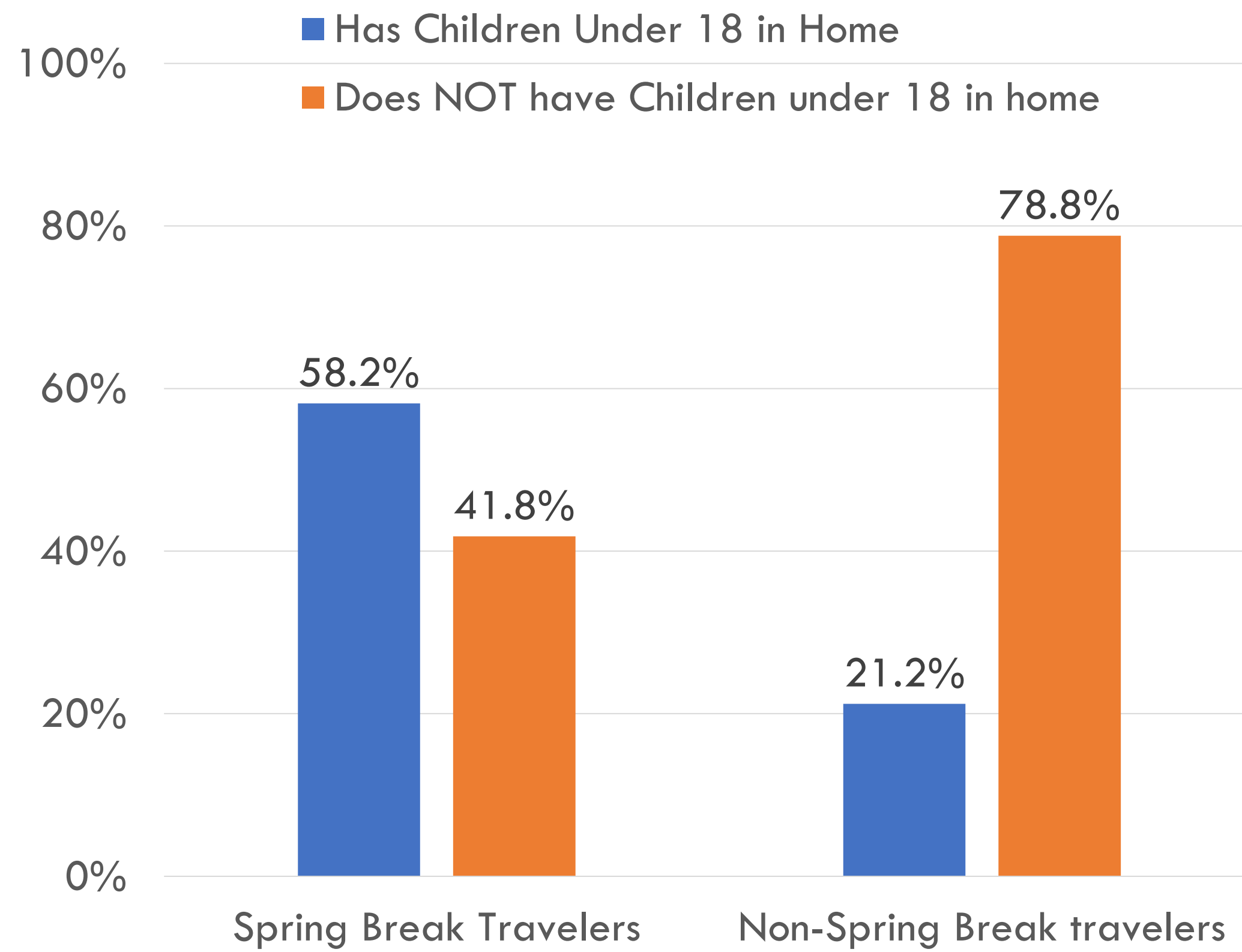
# WHO ARE THE SPRING BREAK TRAVELERS?

## Ethnically Diverse...

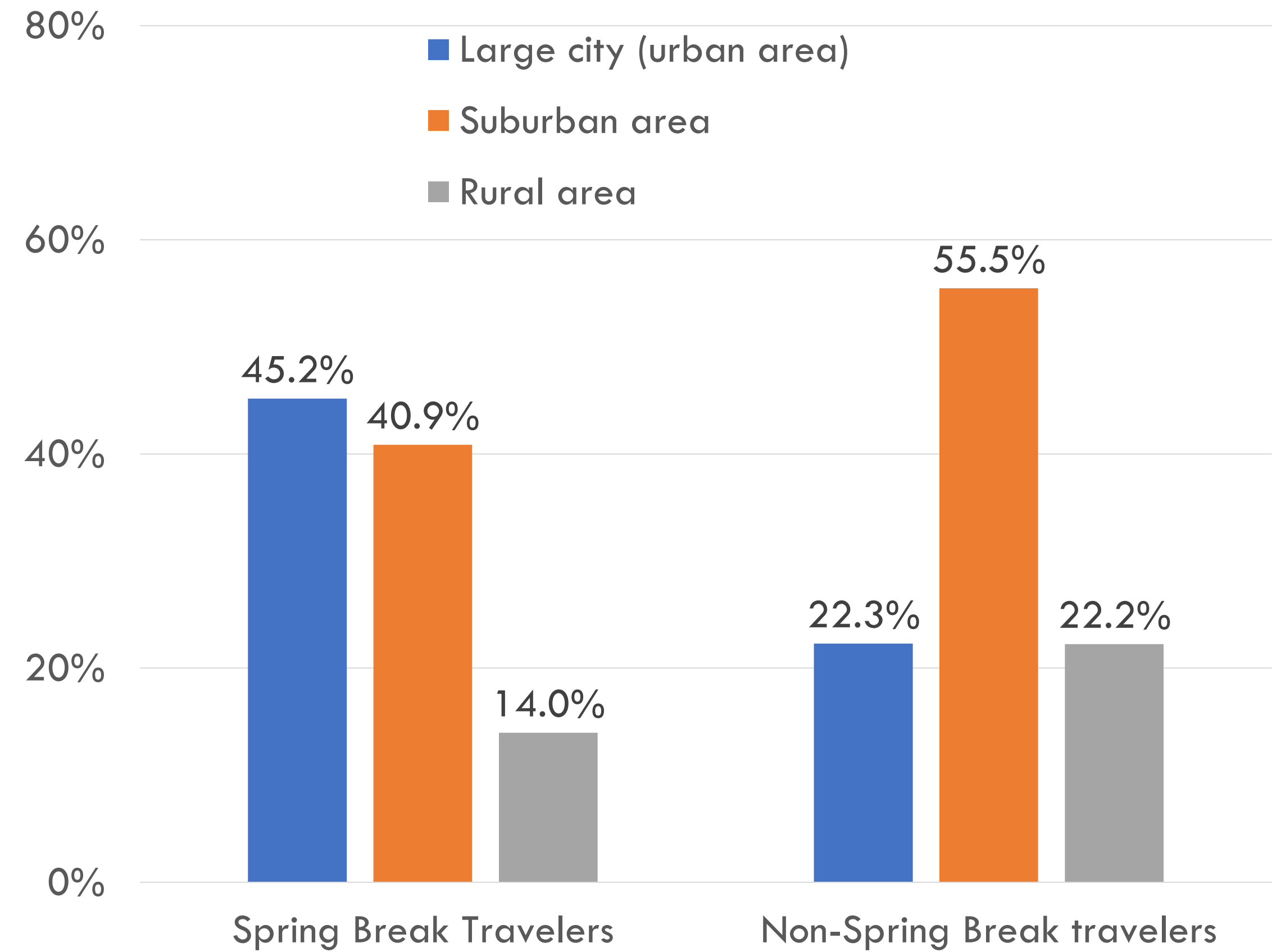


# WHO ARE THE SPRING BREAK TRAVELERS?

## More Likely to be Parents... (to school-aged children)



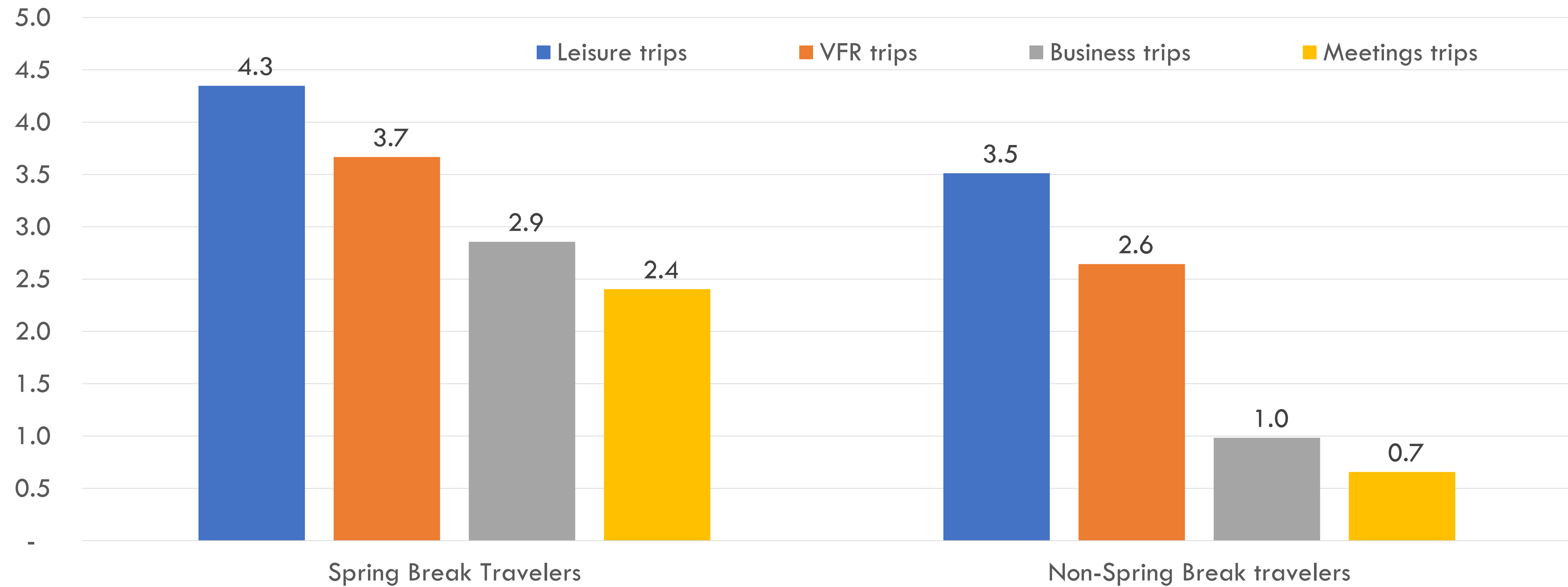
## More Likely to be Urbanites...



# WHO ARE THE SPRING BREAK TRAVELERS?

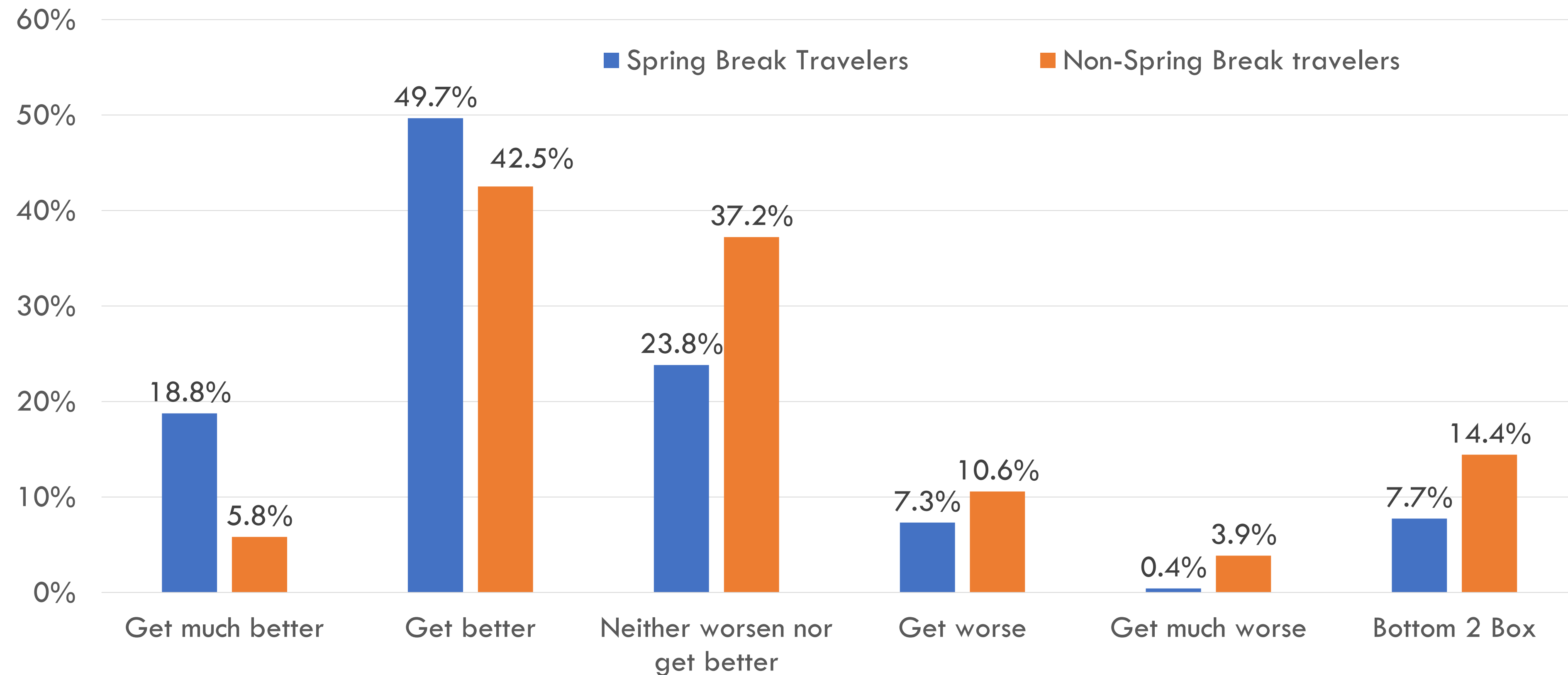
## Hard-core Travelers...

(Avg. trips taken in the past 2 years)



# WHO ARE THE SPRING BREAK TRAVELERS?

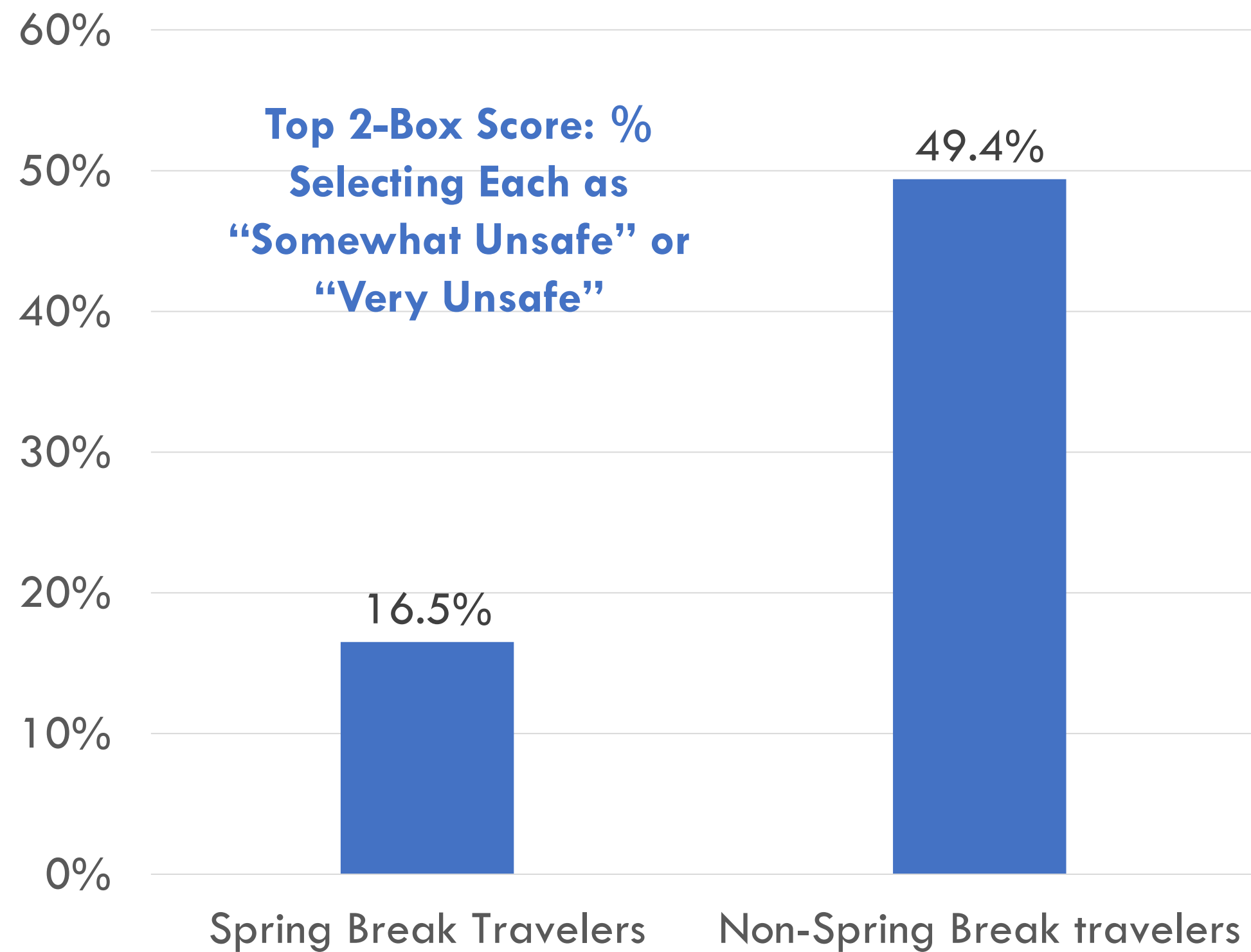
## More Optimistic About the Pandemic's Course...



# WHO ARE THE SPRING BREAK TRAVELERS?

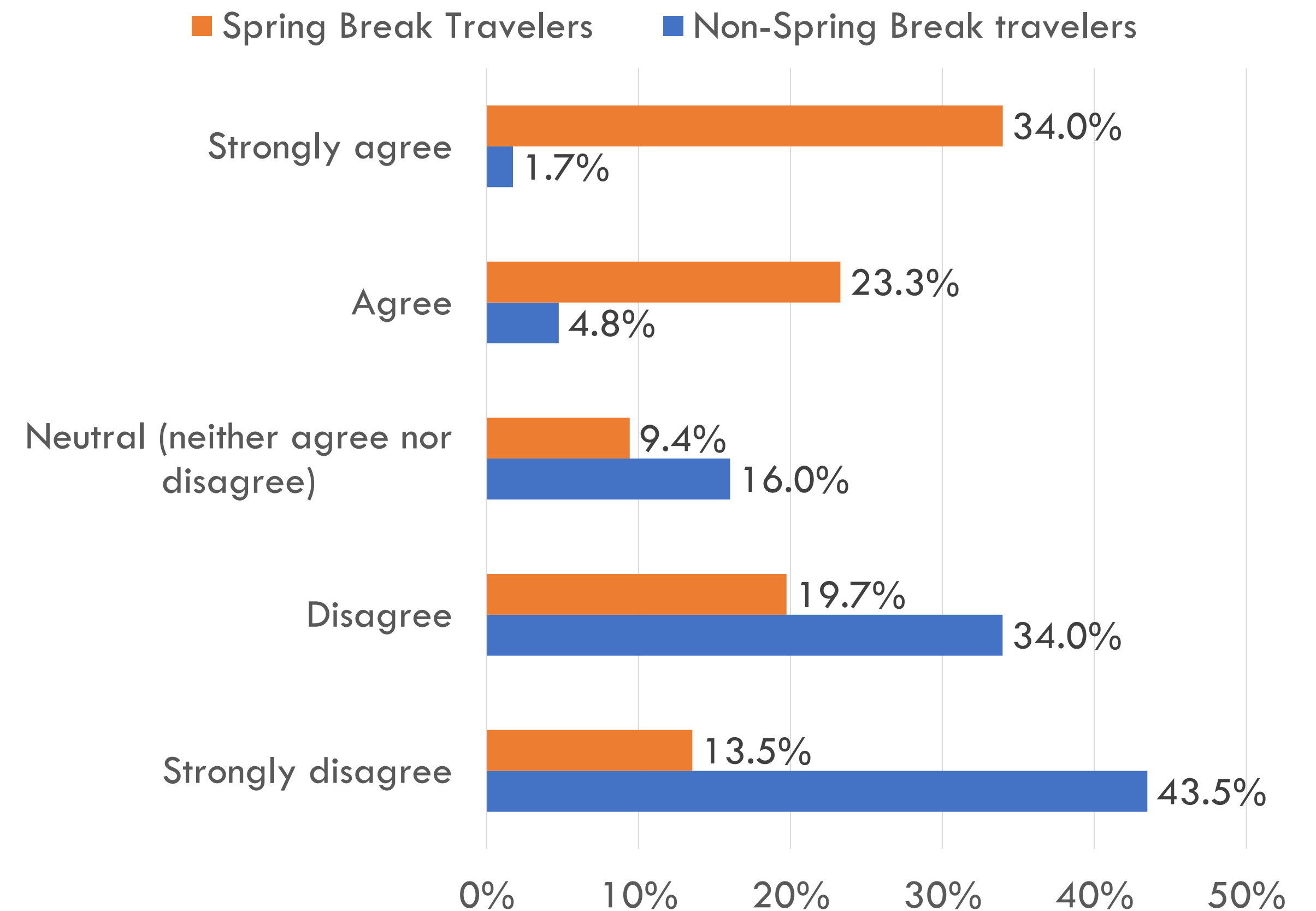
## Think Travel Activities are Safer...

(Average from 22 travel activities tested)



## Will be Done with Masks When Vaccinated

(Statement: After I am fully vaccinated, I will no longer wear masks.)





# TAKEAWAYS

- 1** Enthusiasm for travel continues to power forward.
- 2** Trips and travel plans are growing, slowly but surely.
- 3** In recent weeks, fewer respondents report that they will wait to get a vaccine before traveling.
- 4** Masks continues to maintain public support. Most expect the need to continue for the long-haul.
- 5** Spring Breakers, while far from a majority of the traveling public, have aggressive plans to enjoy their trips.

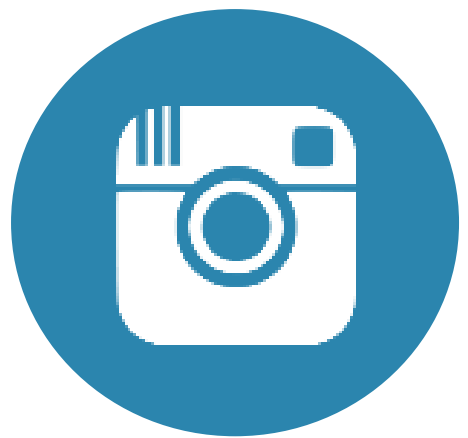
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A photograph of two astronauts in white space suits standing on a dark, rocky surface. They are silhouetted against a bright, hazy, golden-yellow sky. The astronaut in the foreground is standing on a rock, looking towards the right. The second astronaut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

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Destination Intelligence + Management System

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