

CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

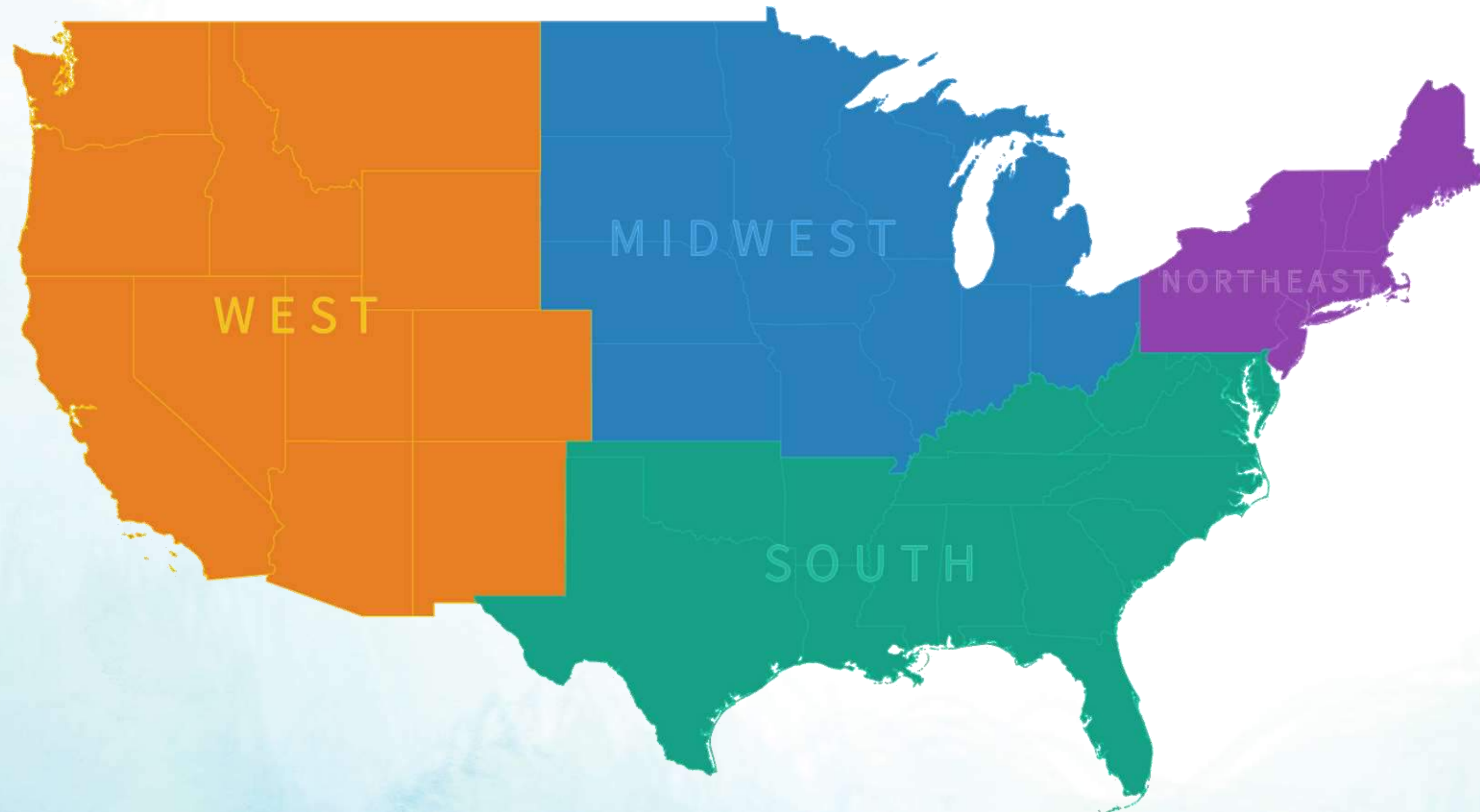
Presentation of Findings
March 16th, 2021

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 53 data (fielded March 12-14) 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 of the image is a complex financial chart. It features a blue color scheme with various data series. There are line graphs showing trends, bar charts at the bottom, and a grid of numbers. The text 'Independent, Unbiased Research' is overlaid in white, bold font. The overall aesthetic is professional and data-driven.

Independent, Unbiased Research

A person wearing a blue and white checkered blazer is holding a large white rectangular sign in front of their chest. The sign contains the word 'AGENDA' in bold black capital letters at the top, followed by two bullet points listing the agenda items. The person's hands are visible at the edges of the sign, and their torso is visible above and below it. The background is a plain, light-colored wall.

AGENDA

- Traveler Sentiment Overview
- Spring Break Destination Panel



Despite Encouraging Downward Trend, U.S. Covid Deaths Remain High

By Lauren Leatherby March 13, 2021

Coronavirus cases are trending downward across the United States as the country's [vaccine rollout](#) picks up speed. But despite the large drop in new infections since early this year, the U.S. death rate remains at nearly 1,500 people every day. That number still exceeds the summer peak, when [patients filled Sun Belt hospitals](#) and outbreaks in [states that reopened early](#) drove record numbers of cases, though daily deaths nationwide remained lower than the first surge last spring. The number of new reported cases per day remains nearly as high as the summer record.

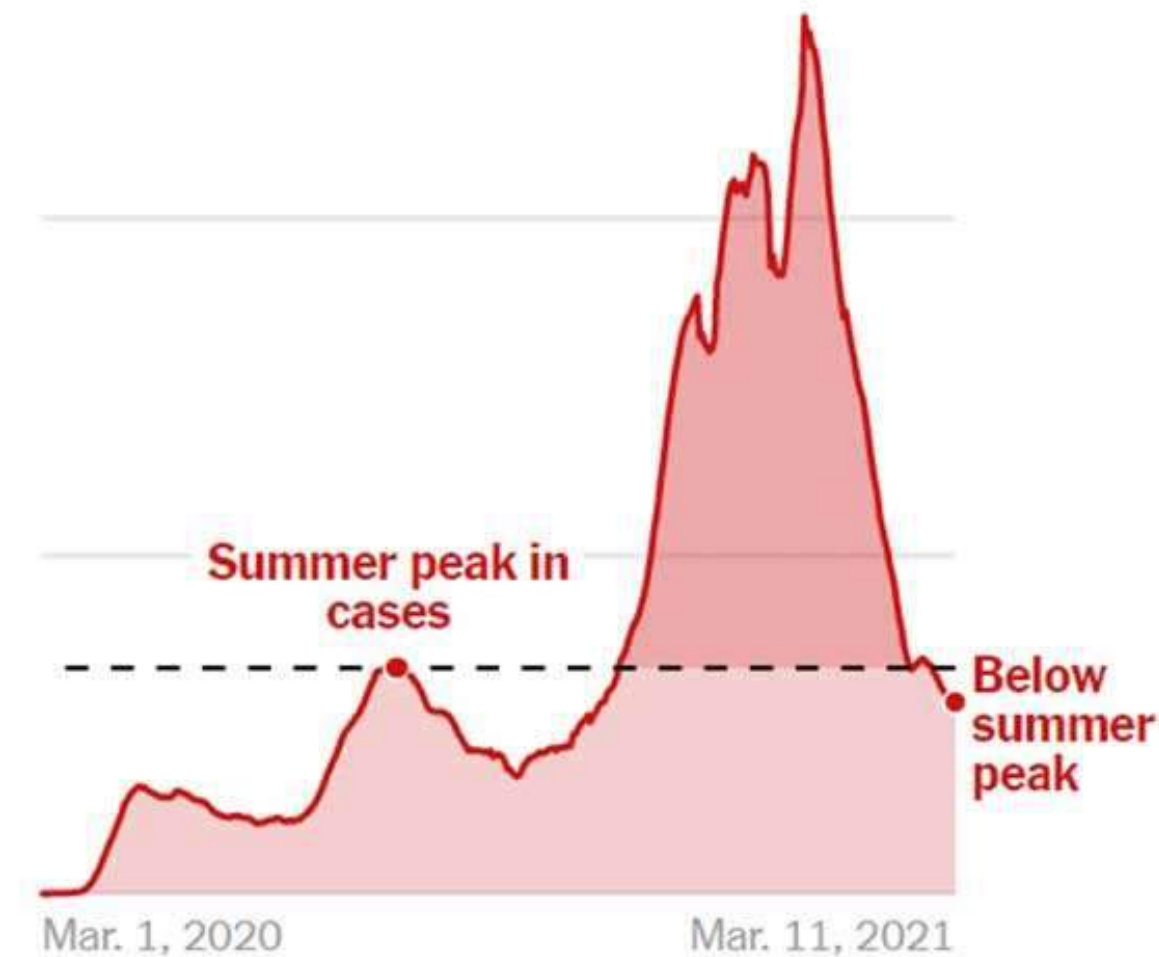
At the same time, officials in Texas and Mississippi [have lifted mask mandates](#) while other states are [ending capacity limits on businesses](#).

Most experts believe that the worst days of the U.S. coronavirus outbreak are behind us. About 66 million Americans have been [at least partially vaccinated](#), and the rate of doses administered has risen to about 2.3 million per day from around 1.2 million per day in late January and continues to grow.

Combining the numbers of those vaccinated and estimates of those who have already had the virus could mean that about 40 percent of U.S. residents now have some protection from the virus, according to [one analysis](#). And President Biden on Thursday called on states to [make vaccines available](#) to all U.S. adults by May 1.

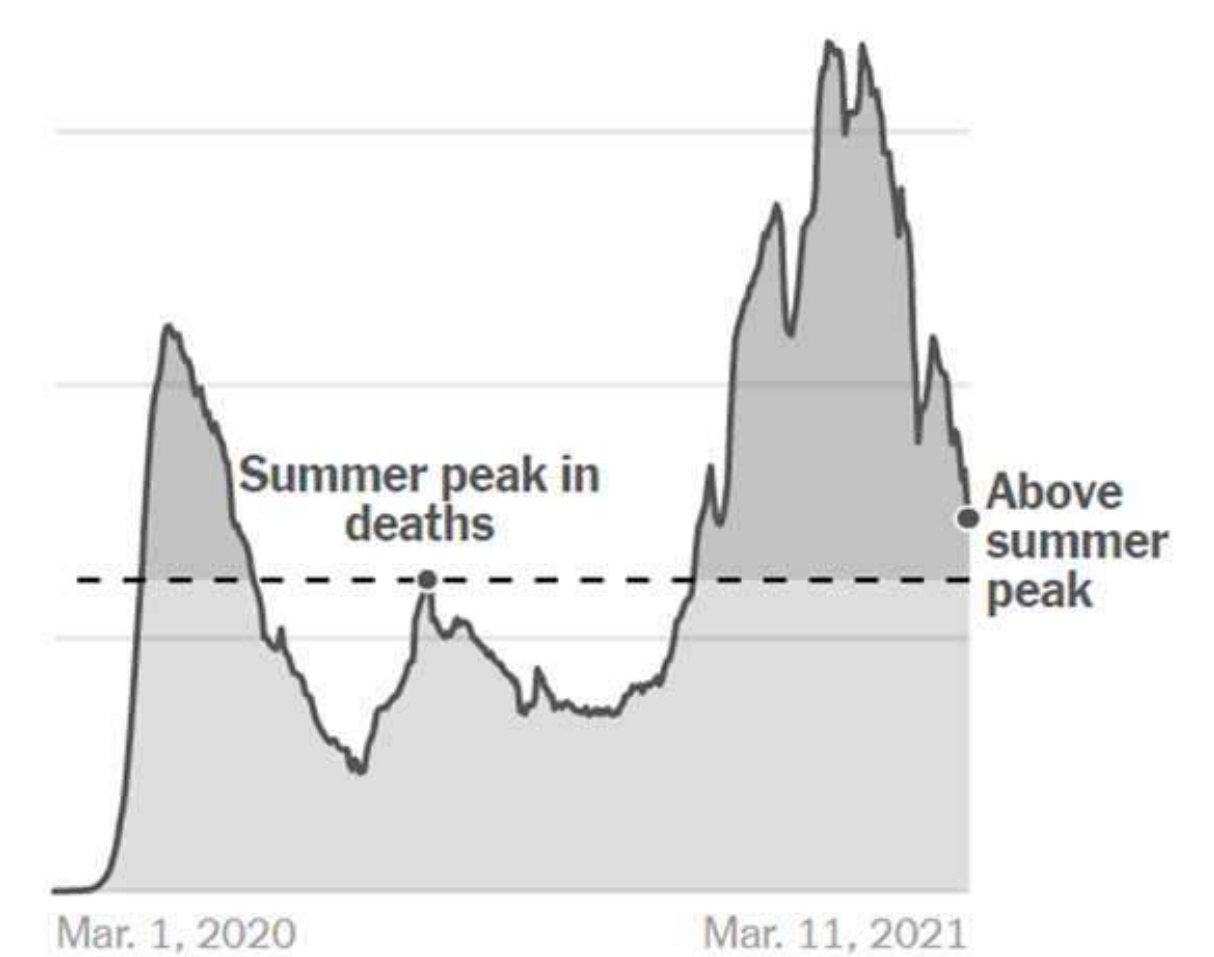
Avg. new U.S. cases reported by day

300,000 cases



Avg. new U.S. deaths reported by day

4,000 deaths



Note: Days with reporting anomalies are removed from the calculation of the seven-day average. • Source: [New York Times database](#) of reports from state and local health agencies.

LOCAL

UC Davis offers to pay students to stay home for spring break



Jessica Flores

March 10, 2021 | Updated: March 10, 2021 1:01 p.m.

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The exterior of Kearney Hall on the campus of UC Davis. The university is offering to pay students \$75 each to stay home for spring break in an effort to tamp down on the spread of the coronavirus.
Phil Willon / TNS

UC Davis officials are urging students to stick around for spring break this year to prevent the spread of the coronavirus by offering a \$75 incentive for students who do.

Wednesday will be the last day for students to apply for the “Spring Break Grant,” which are gift cards worth of \$75. To qualify, students must pledge to stay in town, provide a brief description of their spring break plans and schedule a coronavirus test, according to UC Davis spokeswoman Melissa Lutz Blouin.

CORONAVIRUS TEXAS

Texas A&M cutting spring break short, opting for 3-day weekend

abc13

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TWEET

m

EMAIL

Tuesday, March 9, 2021 3:42PM



COLLEGE STATION, Texas (KTRK) -- Goodbye, sunshine. Hello, study sessions.

Colleges around the U.S. are scaling back spring break or canceling it entirely to discourage partying that could spread COVID-19 and raise infection rates back on campus.

Among them is Texas A&M University, which has opted for a three-day weekend instead of a whole week off.

In a bulletin published on Oct. 8, 2020 about changes to the spring semester calendar, Texas A&M said that spring break would be reduced from one full week to one day, Friday, March 19, 2021 to "minimize extensive travel and allow the semester to conclude earlier for additional commencements."

'Granny Shouldn't Be Out Here': Spring Break Is Already Getting Wild

| PARTY LIKE IT'S 2019 |

Miami police said they dealt with “very large crowds” on Friday night, despite COVID still raging across the country.



Tarpley Hitt
Reporter

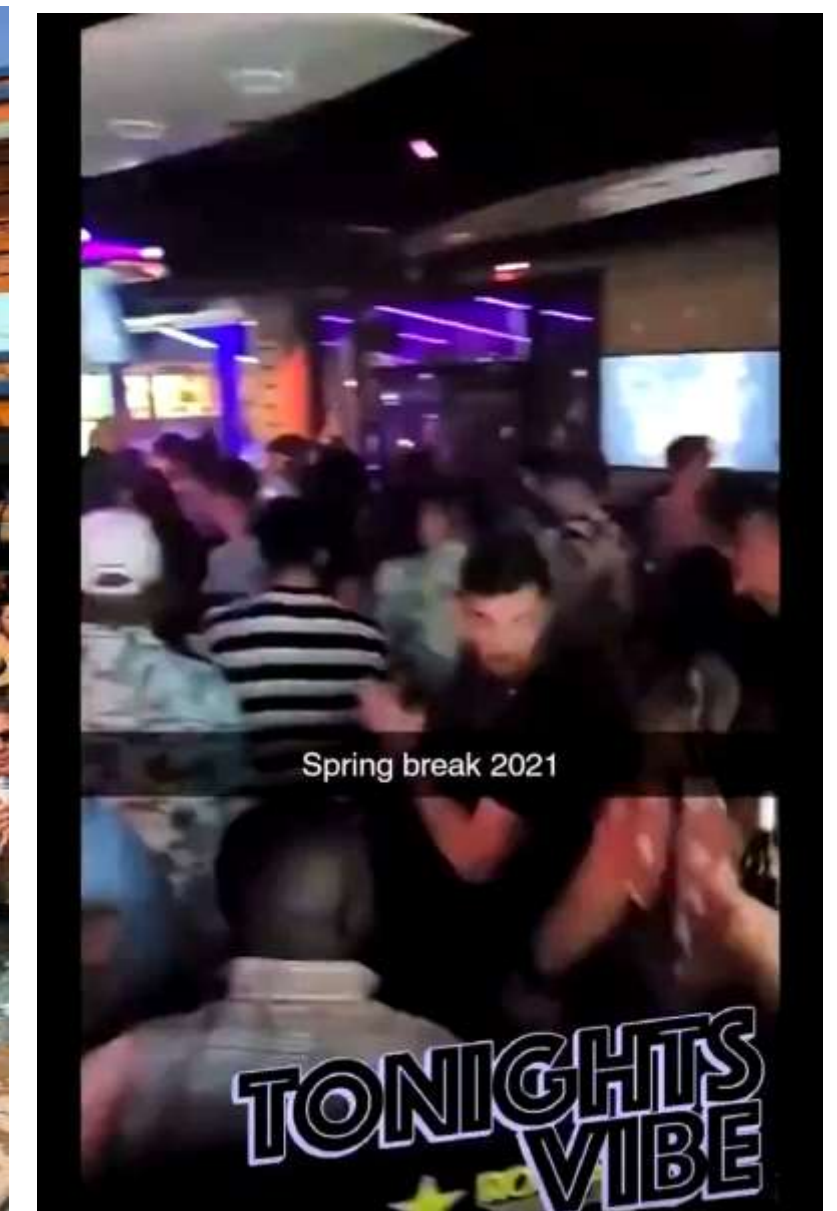
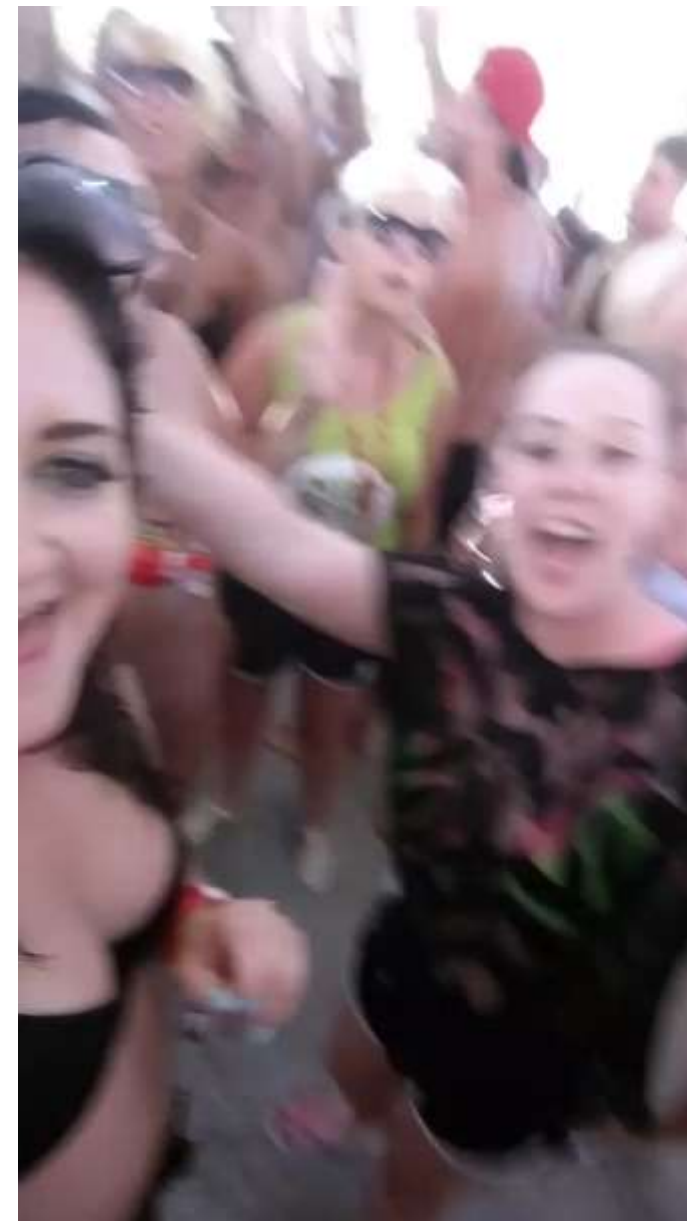
Updated Mar. 13, 2021 5:32PM ET
Published Mar. 13, 2021 5:11PM ET



Twitter/Fox 7

As mid-March approached, colleges and coastal cities braced for the inevitable: swarms of students fresh out of Zoom school looking to do keg stands in a global pandemic.

In Florida, Palm Beach extended its 1 a.m. to 5 a.m. curfew to deter would-be Spring Breakers. In Texas, a county judge reminded residents of last year, when beer-chugging kids caused several superspreader events. The University of California Davis even offered to pay students to stay home, though not much—their “Spring Break Grants,” which students had to apply for, maxed out at \$75 gift cards to local businesses.



More travelers passed through U.S. airports on Friday than any day since March 2020.



U.S. airports had 1.357 million people pass through on Friday, the highest number on any day since March 2020, just after the World Health Organization declared the coronavirus outbreak a pandemic.

The new figures from the Transportation Security Administration will be welcome news for the aviation industry, which has particularly been decimated during the pandemic but was [granted some relief](#) in the stimulus bill that President Biden signed on Thursday.

Still, nonessential flights go against the latest guidelines from the Centers for Disease Control and Prevention, which warned last week that [even fully vaccinated people should avoid travel](#) unless necessary.

“We know that after mass travel, after vacations, after holidays, we tend to see a surge in cases,” Dr. Rochelle Walensky, the director of the Centers for Disease Control and Prevention, said on Monday on MSNBC. “And so, we really want to make sure — again with just 10 percent of people vaccinated — that we are limiting travel.”

Plane travel remains relatively low in the United States — Friday’s figures are nearly 38 percent less than what they were on the same day in 2019, according to T.S.A. data — but the latest increase in airline passengers has come as states continue to expand vaccine

“You should really cancel your travel plans because of the coronavirus”
Me:



POLITICS

Biden signs \$1.9 trillion Covid relief bill, clearing way for stimulus checks, vaccine aid

PUBLISHED THU, MAR 11 2021:12:30 PM EST | UPDATED THU, MAR 11 2021:3:03 PM EST

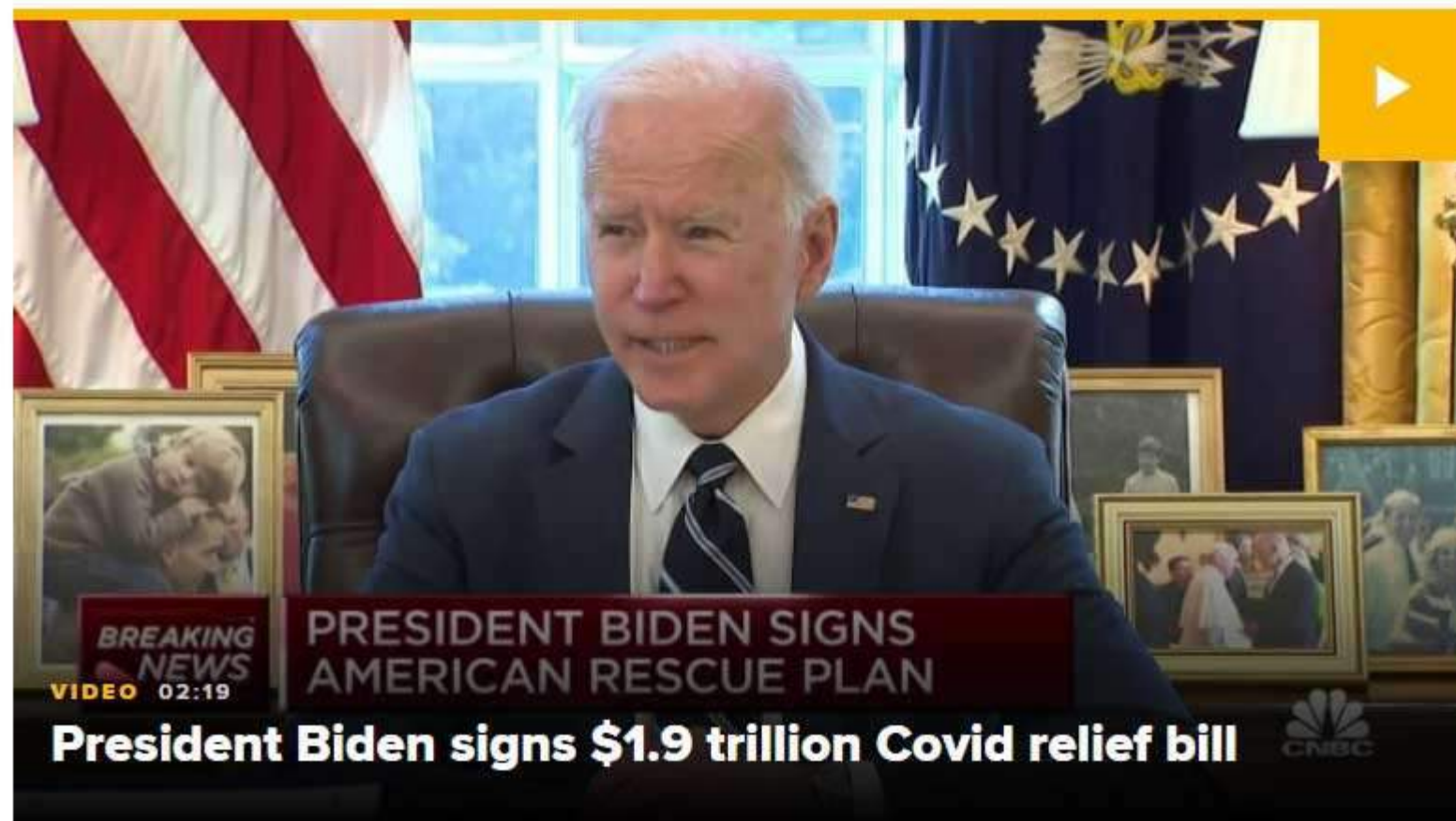


Jacob Pramuk
@JACOBPRAMUK

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KEY POINTS

- President Joe Biden signed the \$1.9 trillion coronavirus relief package on Thursday afternoon.
- The plan, his top priority as president, sends direct payments of up to \$1,400, extends a \$300 per week unemployment insurance supplement, expands the child tax credit and puts funds into vaccine distribution.
- Democrats passed the legislation on their own in Congress, as Republicans question the need for a major stimulus package while the economy improves.



Biden charts a path to a post-pandemic normal, with July 4 as his target

Biden marked a grim anniversary but has hope for the future in his first primetime address.

By Ella Nilsen | ella.nilsen@vox.com | Mar 11, 2021, 8:40pm EST

   SHARE

President Joe Biden said he sees life in America returning to some semblance of a post-pandemic normal by July 4, predicting that Americans will be able to safely gather in small groups to celebrate Independence Day.

“After this long, hard year, that will make this Independence Day something truly special,” he said during his first major primetime public address as president on Thursday night. “Where we not only mark our independence as a nation but we begin to mark our independence from this virus.”

The president’s speech marked the anniversary of a grim year: Nearly 30 million Americans have been infected with Covid-19, and more than 530,000 have died from it, exceeding the death toll of World Wars I and II, plus the Vietnam War and 9/11. Biden said he carries a card updated with the nation’s death toll on the back of his schedule.

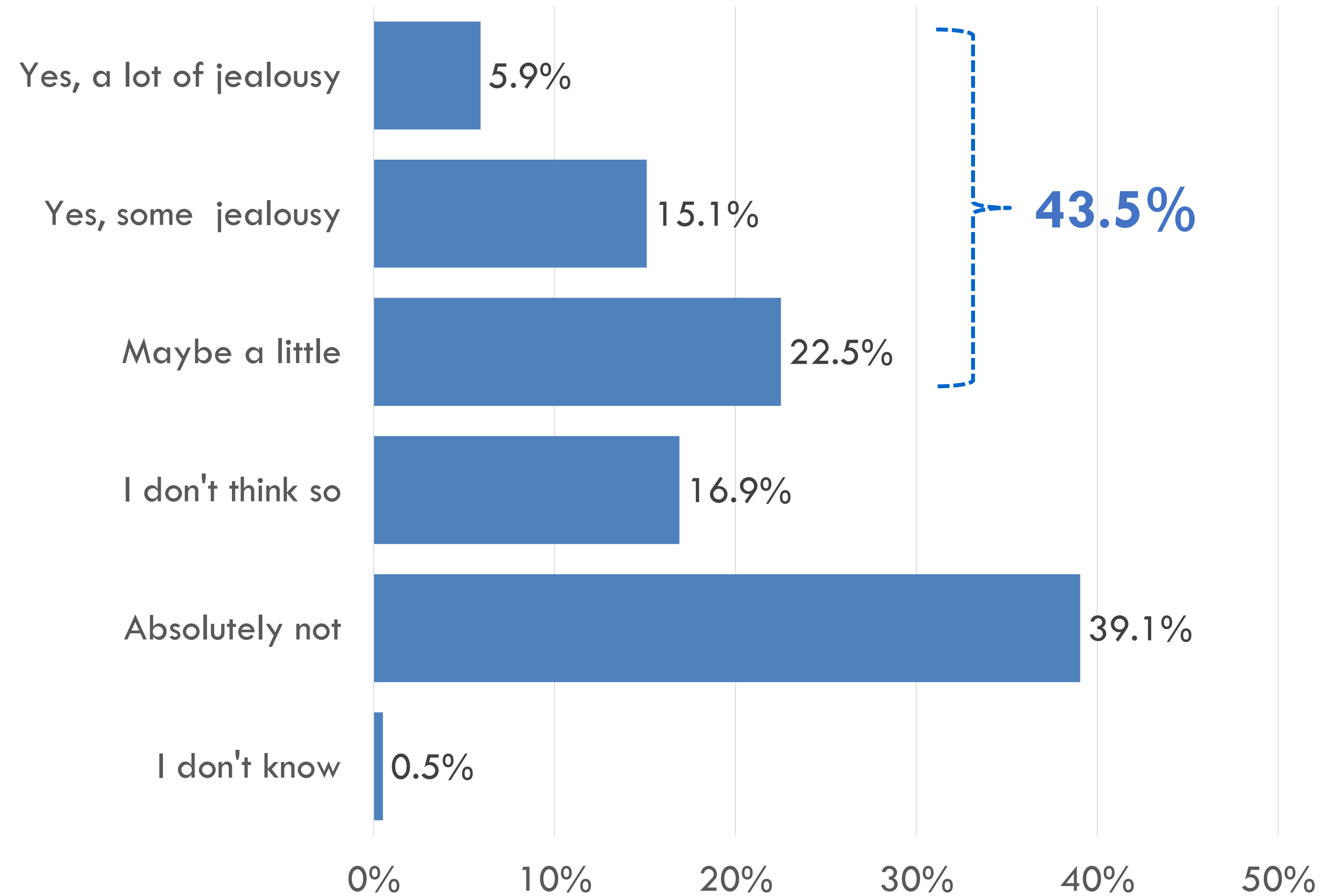
“While it was different for everyone, we all lost something,” Biden said, speaking about families who lost loved ones and couldn’t say goodbye in person, those who lost their jobs, and millions living in isolation for months. “A collective suffering. A collective sacrifice. A year filled with the loss of life and the loss of living for all of us.”

Halfway through his first 100 days, and hours after he signed the **American Rescue Plan** — a \$1.9 trillion bill that puts money towards vaccine distribution, stimulus checks, testing, school reopening, unemployment, and more — into law, Biden was ready to promise better days ahead.

“Finding light in the darkness is a very American thing to do. In fact, it may be the most American thing we do,” he said.

JEALOUSY OF OTHERS WHO HAVE RECEIVED A COVID-19 VACCINE

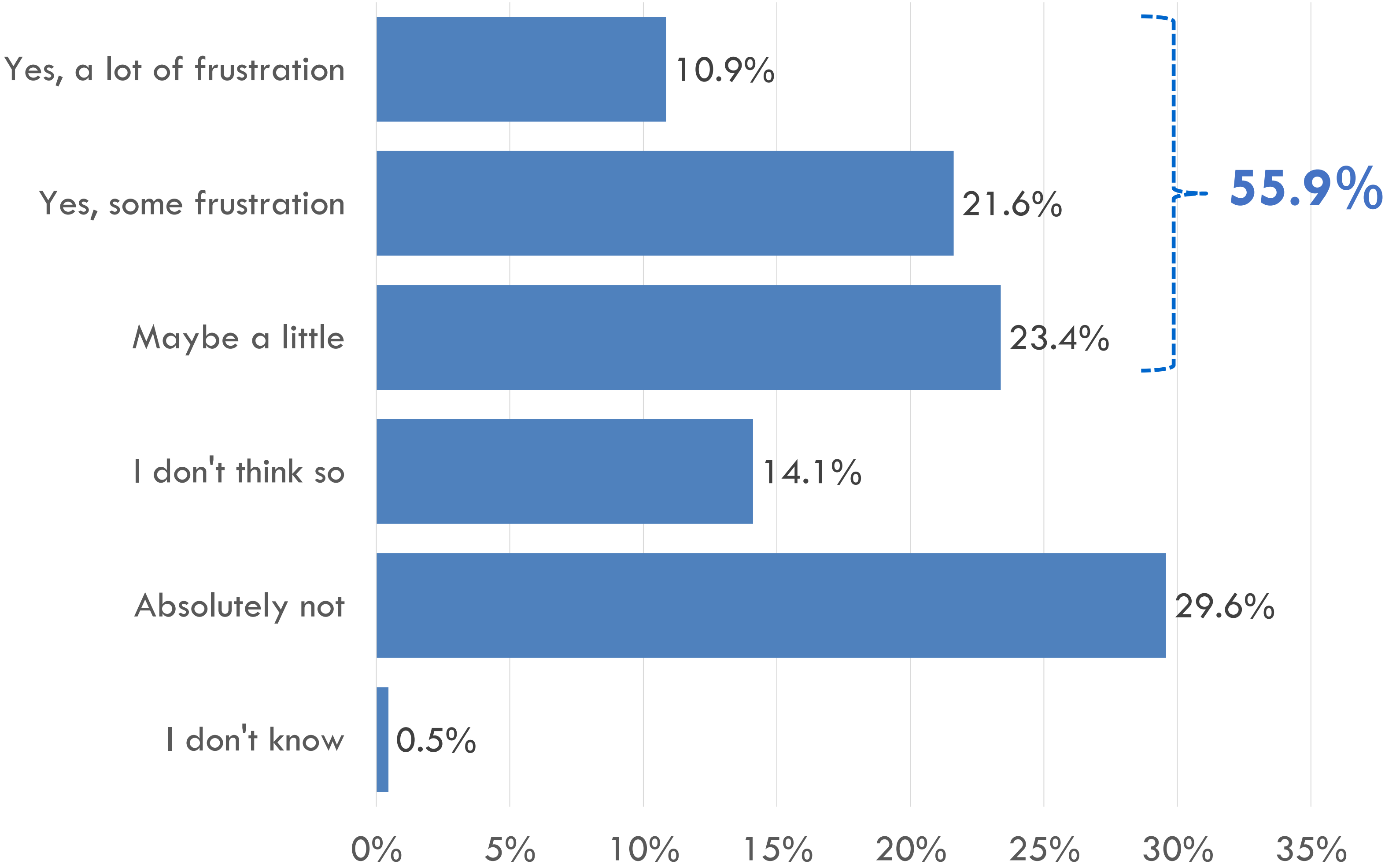
Question: Have you felt any jealousy of other people who have received a vaccine before you?



(Base: Wave 53 data. Respondents who plan to take a COVID-19 vaccine, 343 completed surveys. Data collected March 12-14, 2021)

FRUSTRATION WAITING FOR COVID-19 VACCINE

Question: Have you felt any frustration with having to wait for a vaccine?



(Base: Wave 53 data. Respondents who plan to take a COVID-19 vaccine, 344 completed surveys. Data collected March 12-14, 2021)

TAKEAWAYS

1

Traveler optimism continues to power forward. American excitement to travel for leisure reached a new pandemic high this week.

2

Travel reservation activity is increasing, if slowly, as is daydreaming and word-of-mouth communication about upcoming trips.

3

Willingness to be vaccinated has rebounded slightly after receding, while vaccine availability has spurred more and more travelers to plan trips.

4

Sporting event, festivals, performing arts and museums are likely to lag in performance behind other urban tourism offerings.

5

Spring Break is here. About 25% of those traveling are in it for the party; most want to relax and spend time with family.

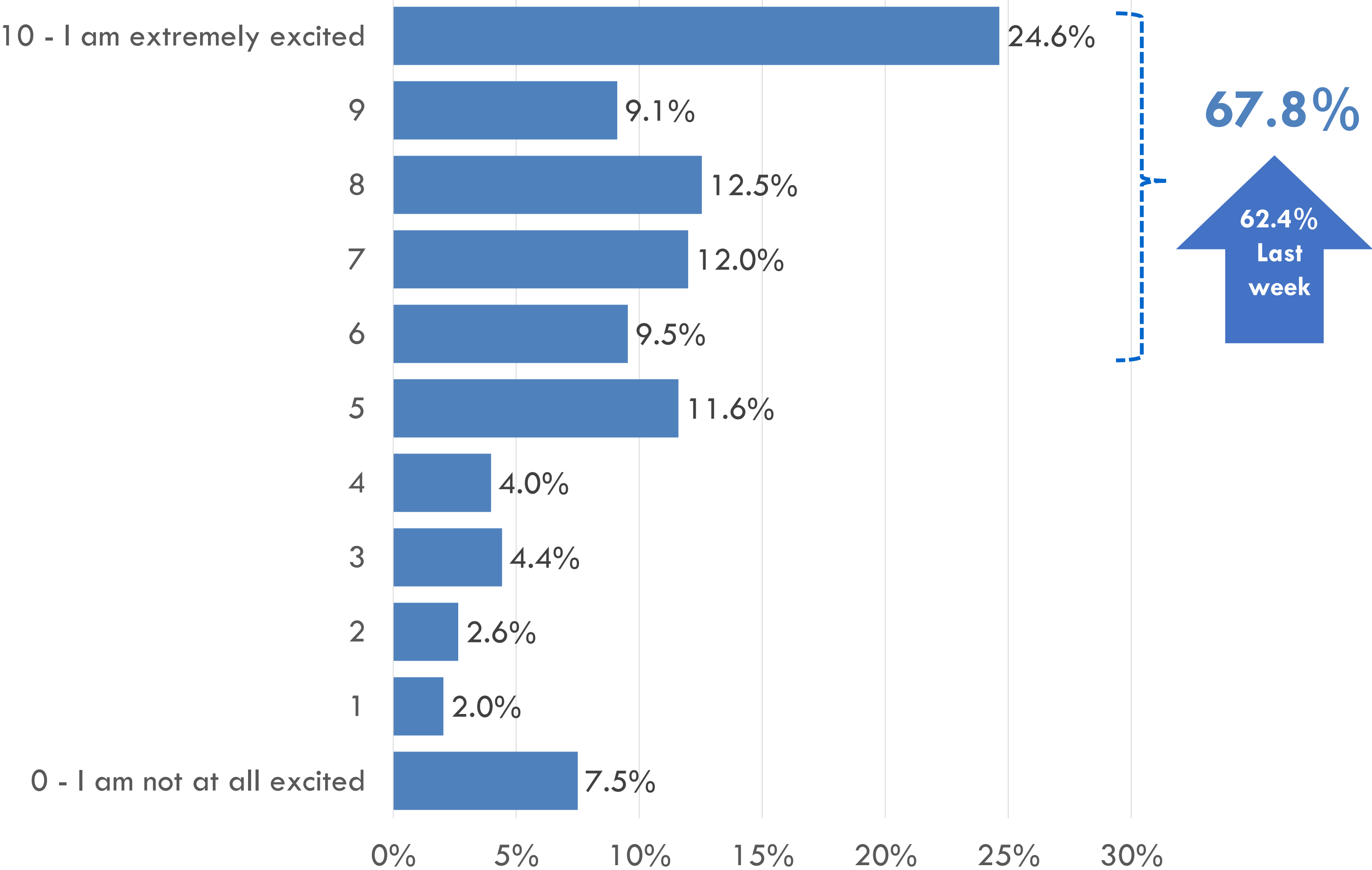


Traveler optimism continues to power forward. American excitement to travel for leisure reached a new pandemic high this week.

EXCITEMENT FOR LEISURE TRAVEL IN 2021

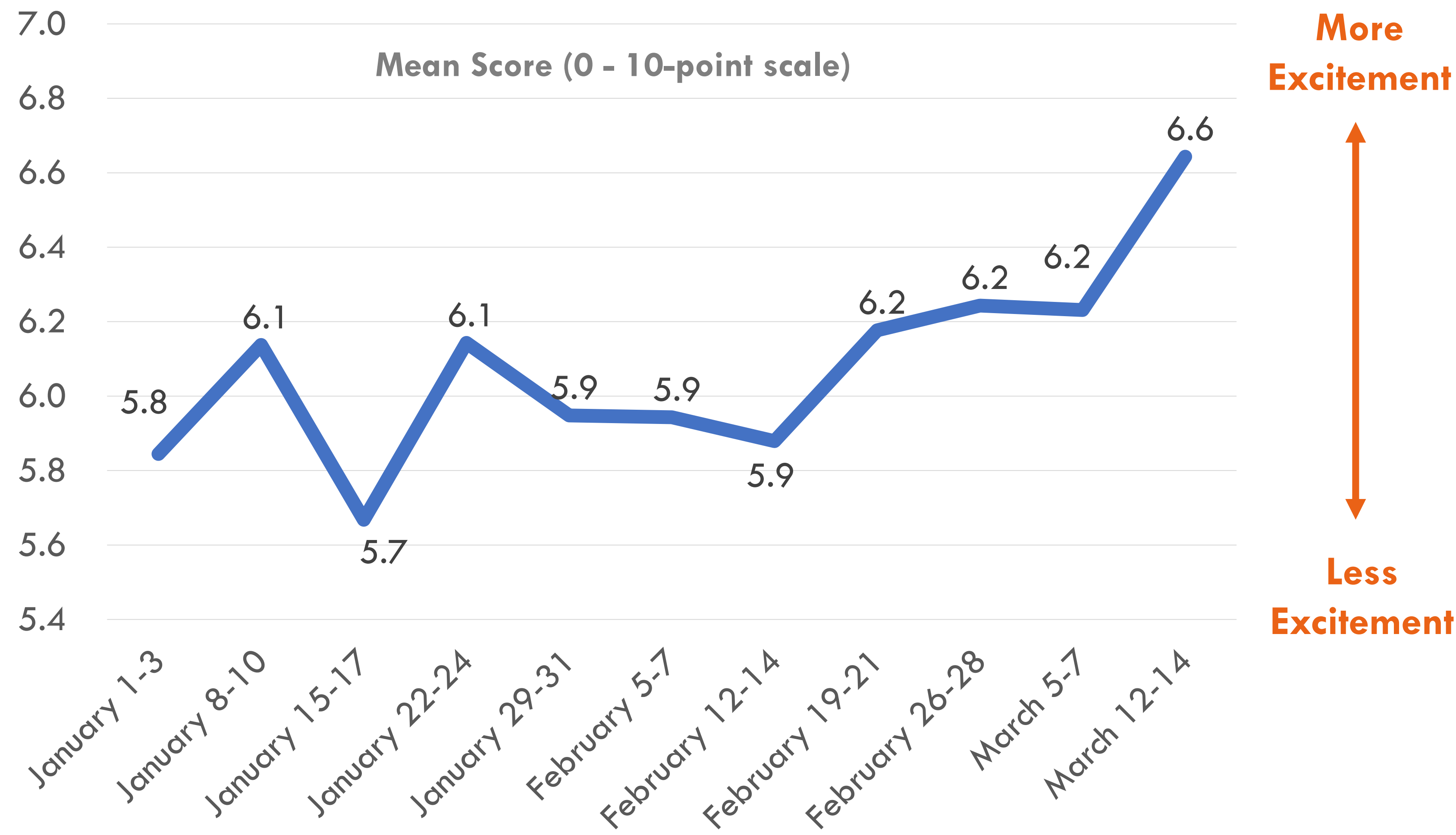
Question: Which best describes how excited you are about LEISURE TRAVEL in this year (2021)? (Please answer using the 11-point scale below)

(Base: Waves 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)



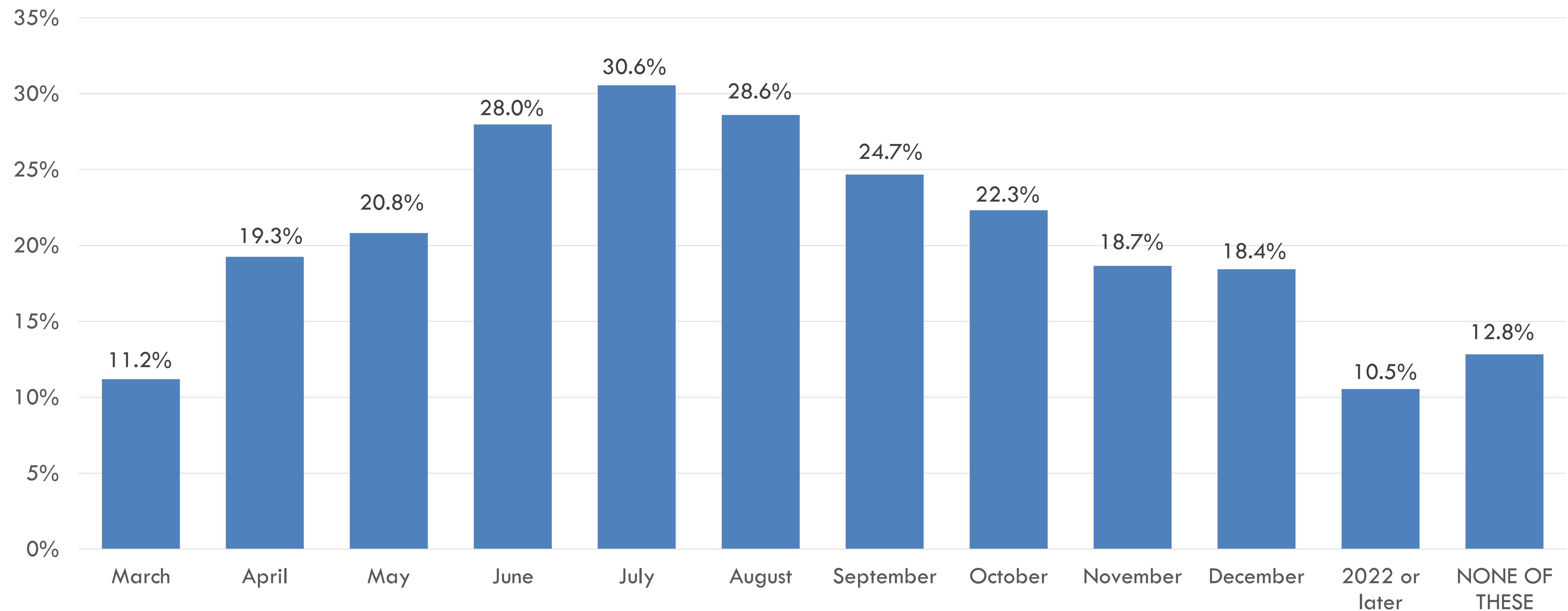
EXCITEMENT FOR LEISURE TRAVEL IN 2021

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



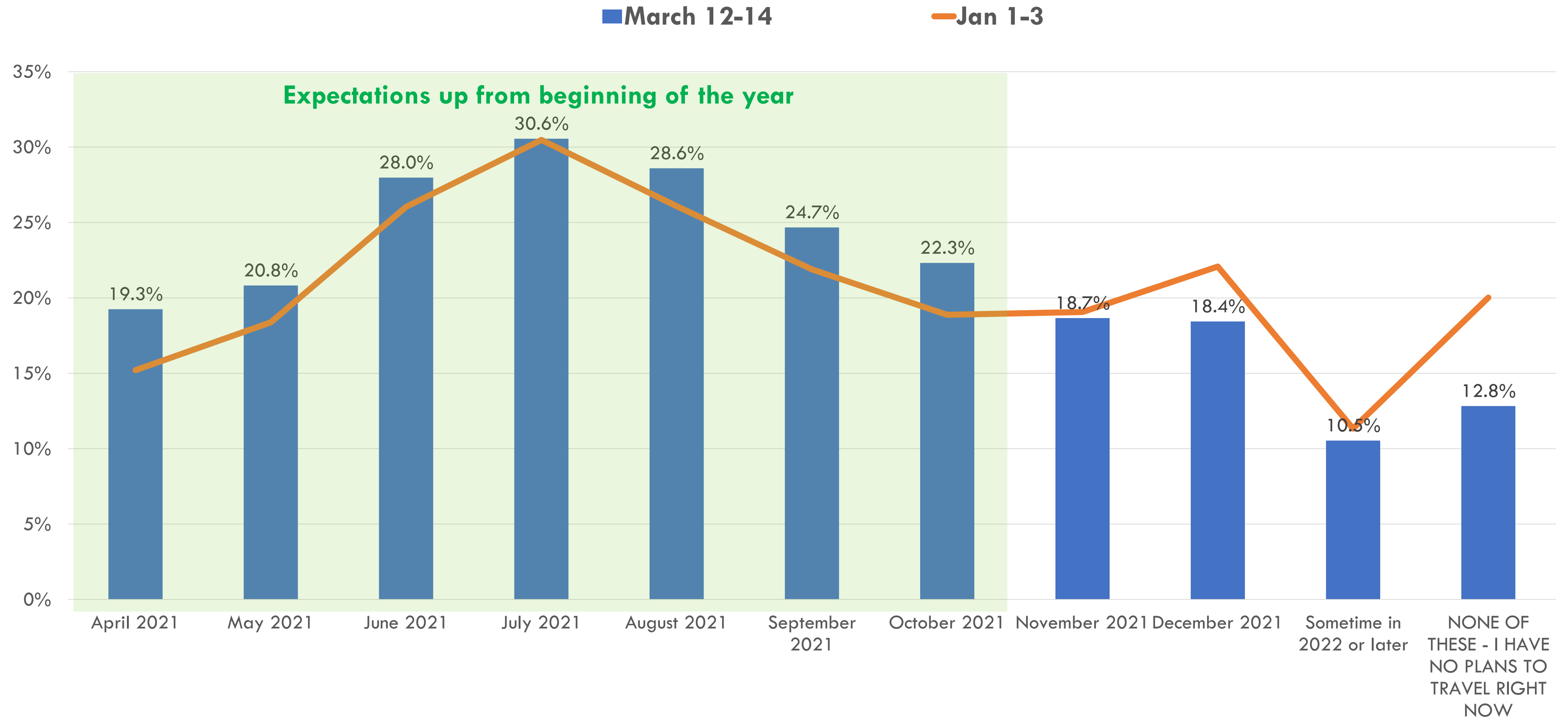
MONTHS OF EXPECTED LEISURE TRIPS IN 2021

Question: Even if only tentatively scheduled, in which months do you currently plan to take any leisure trips? (Select all that apply)



MONTHS OF EXPECTED LEISURE TRIPS IN 2021

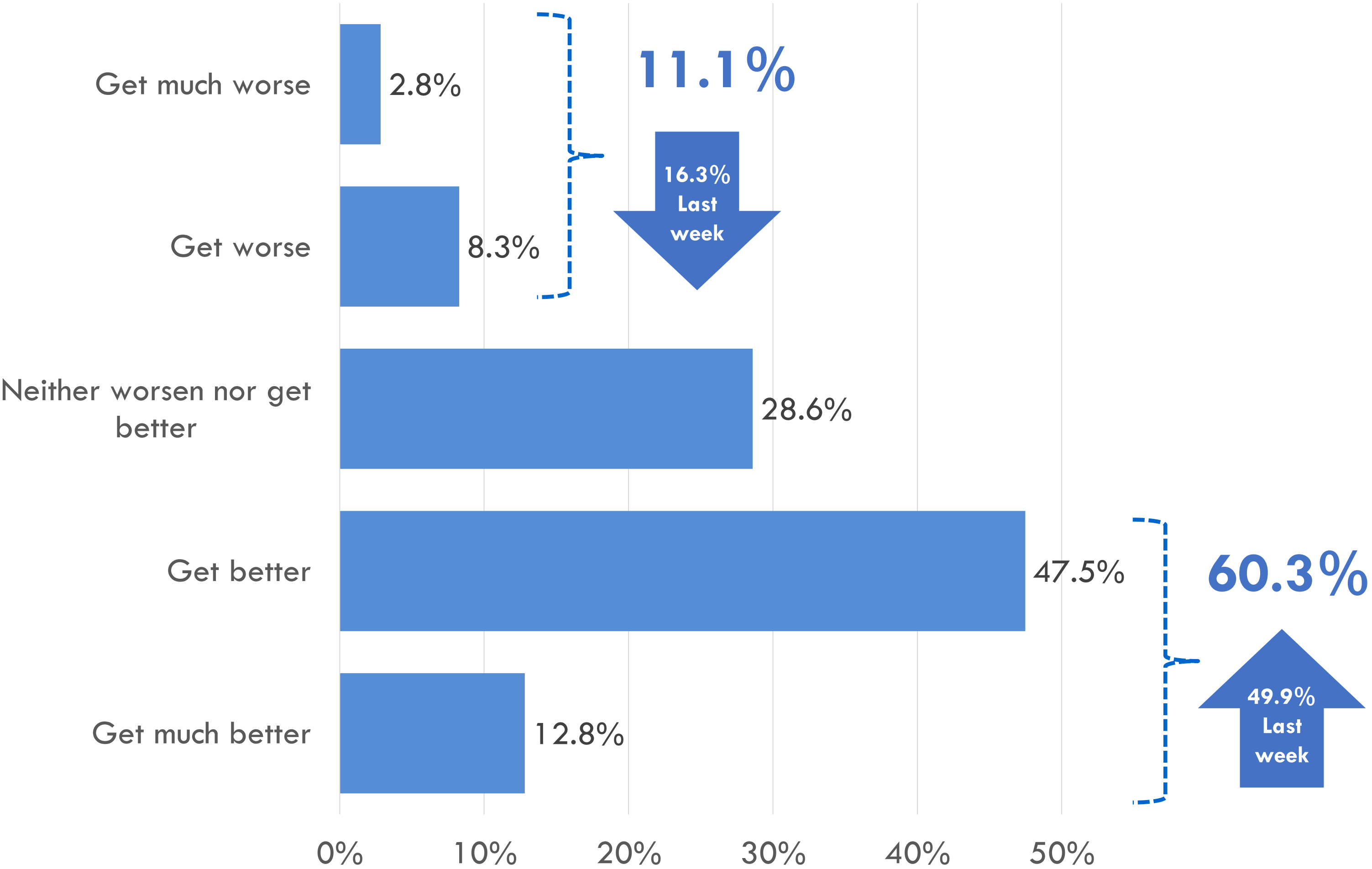
Question: Even if only tentatively scheduled, in which months do you currently plan to take any leisure trips? (Select all that apply)



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

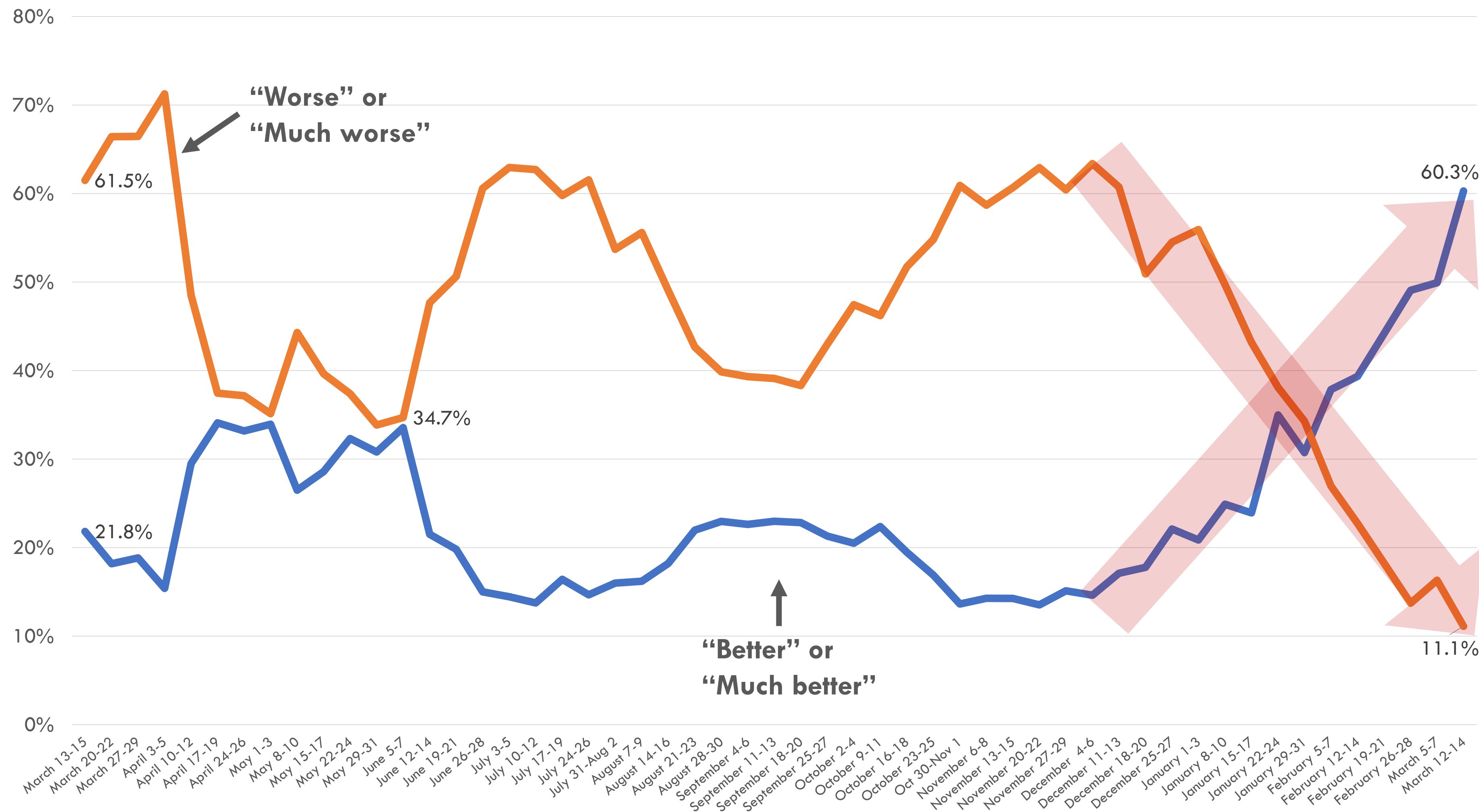


(Base: Wave 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)

EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-53)

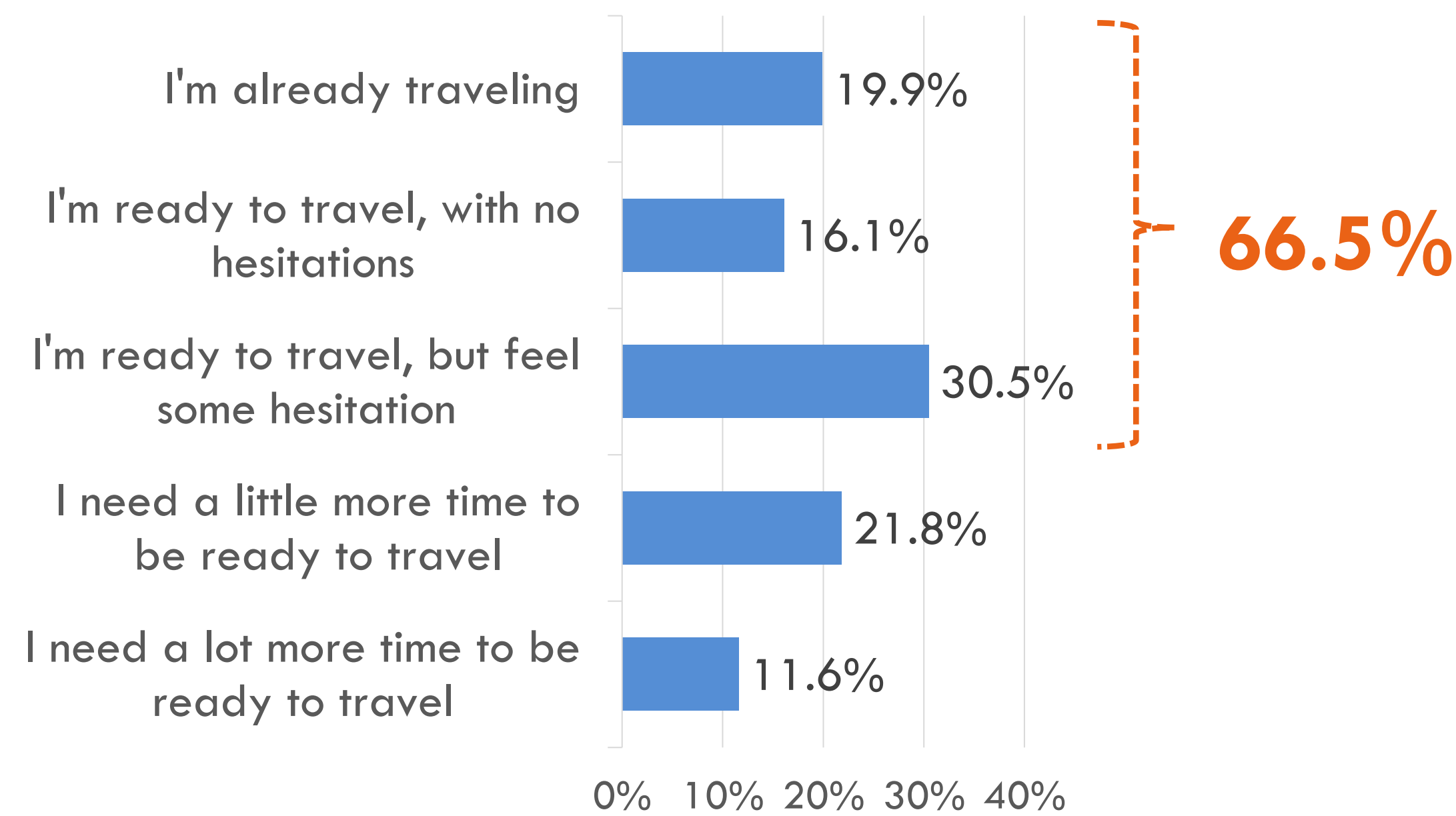
Question: In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change?

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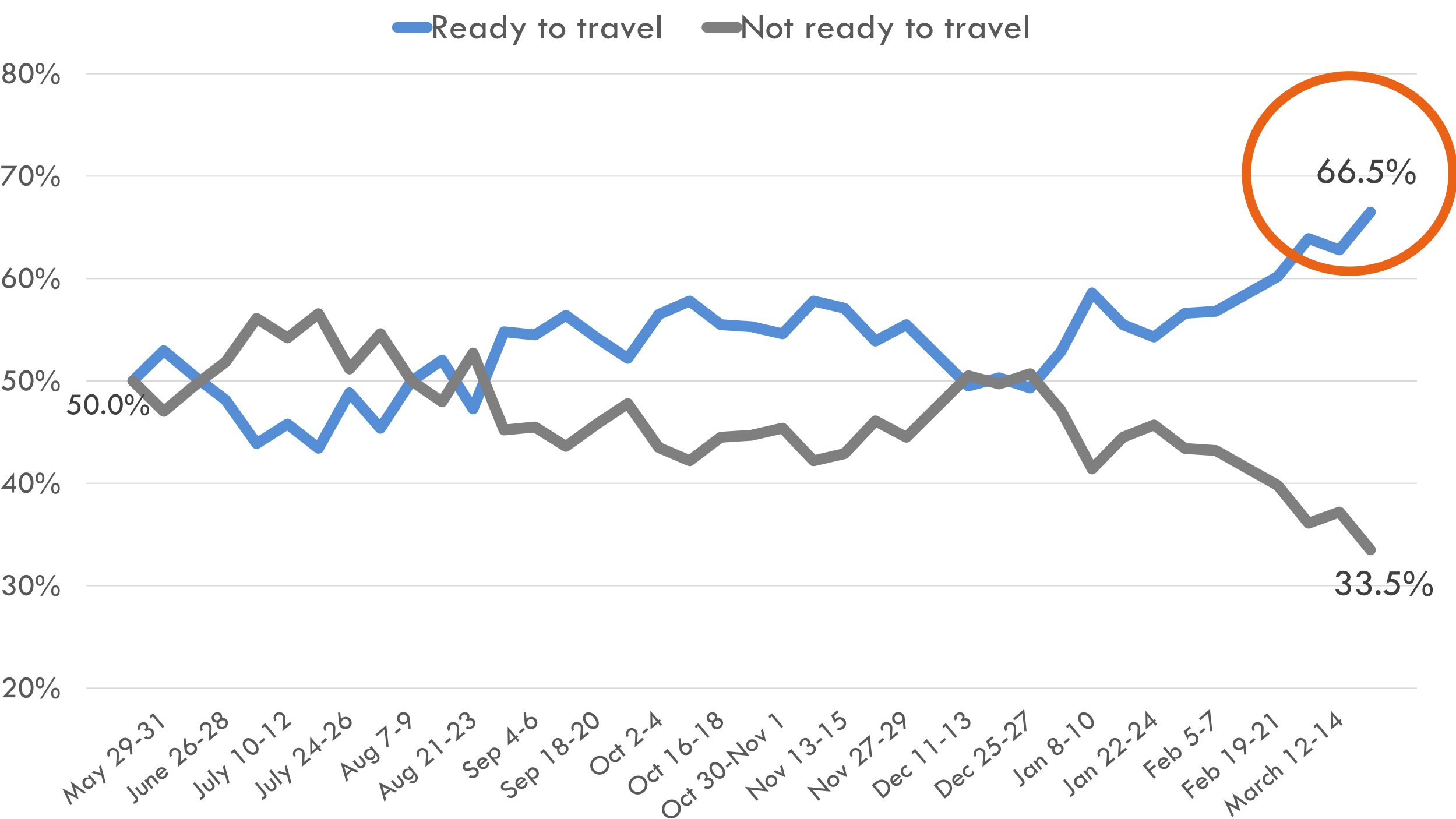
TRAVEL STATE-OF-MIND

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 15-53. 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 and 1,204 completed surveys.)

Historical data

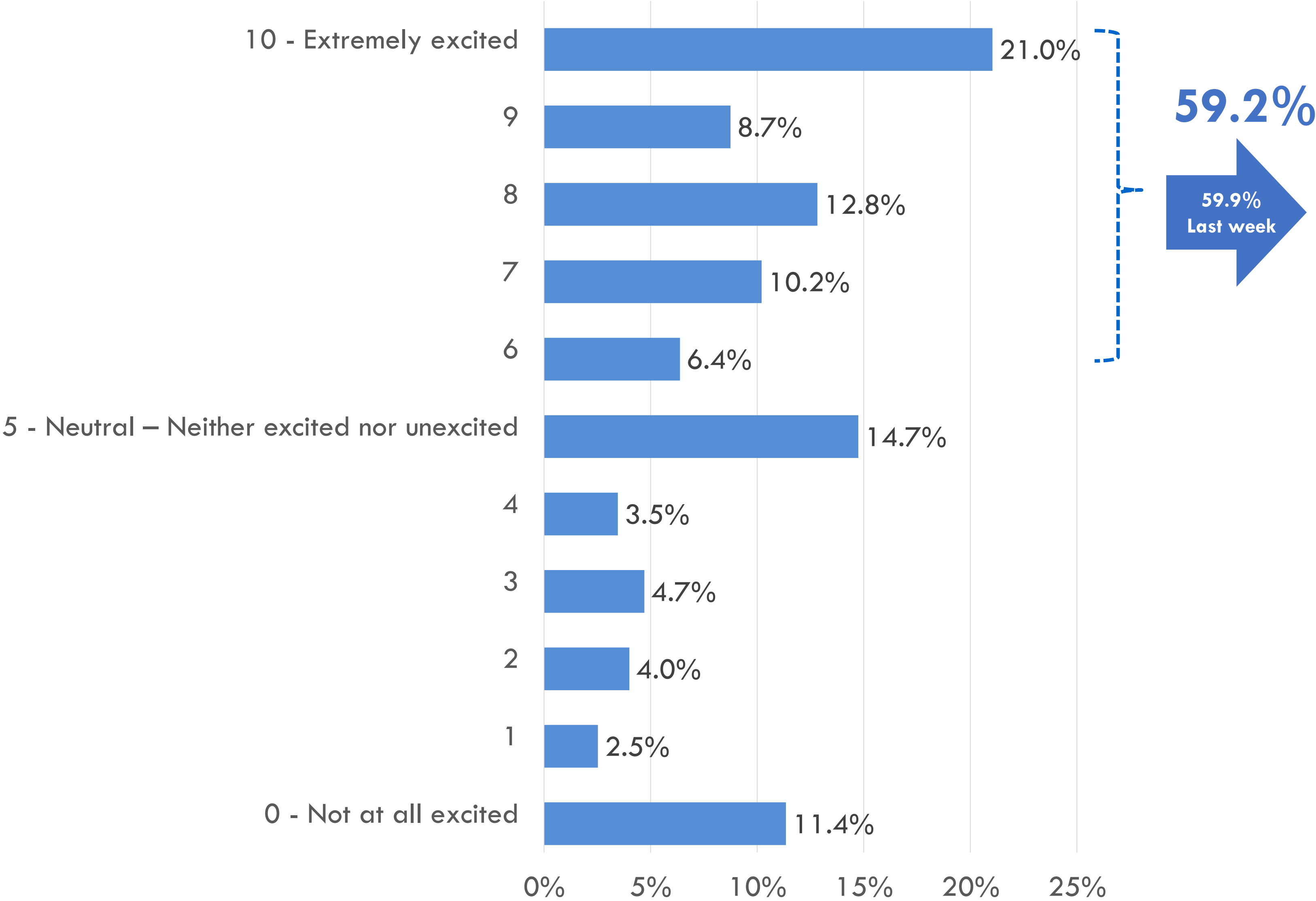


EXCITEMENT TO TRAVEL NOW

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

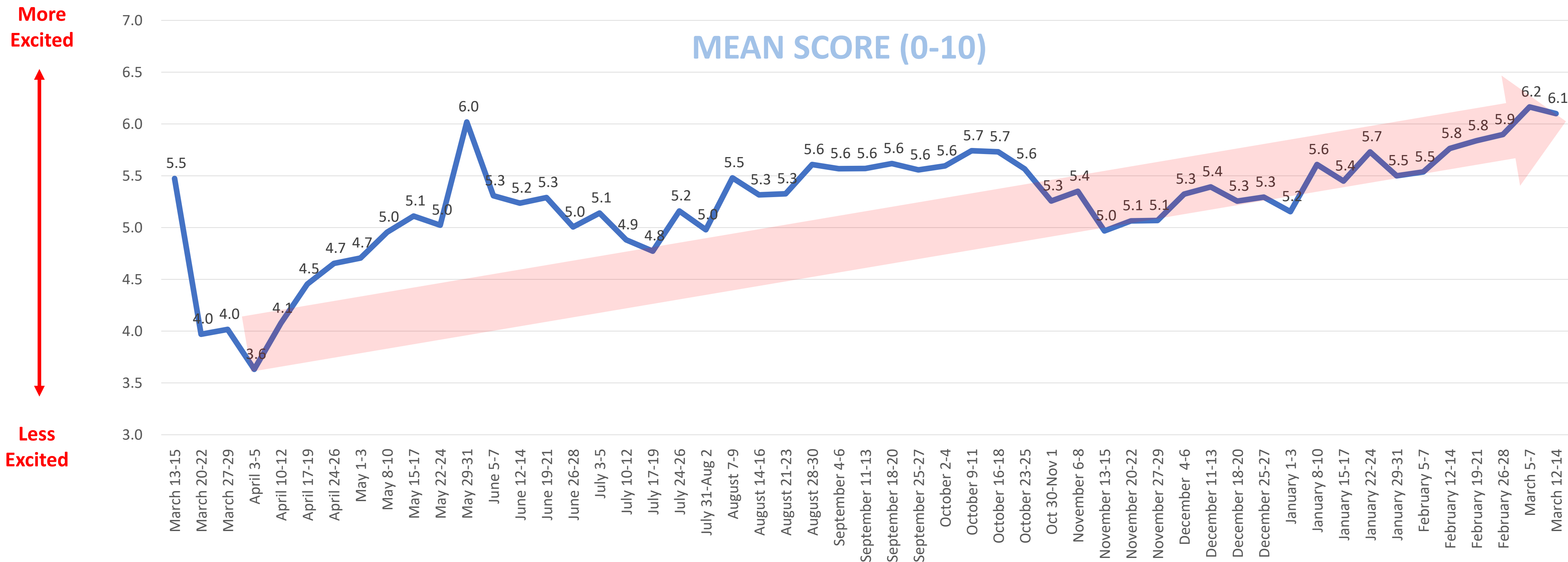
How excited would you be to go? (Assume the getaway is to a place you want to visit)

(Base: Wave 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)



EXCITEMENT TO TRAVEL NOW

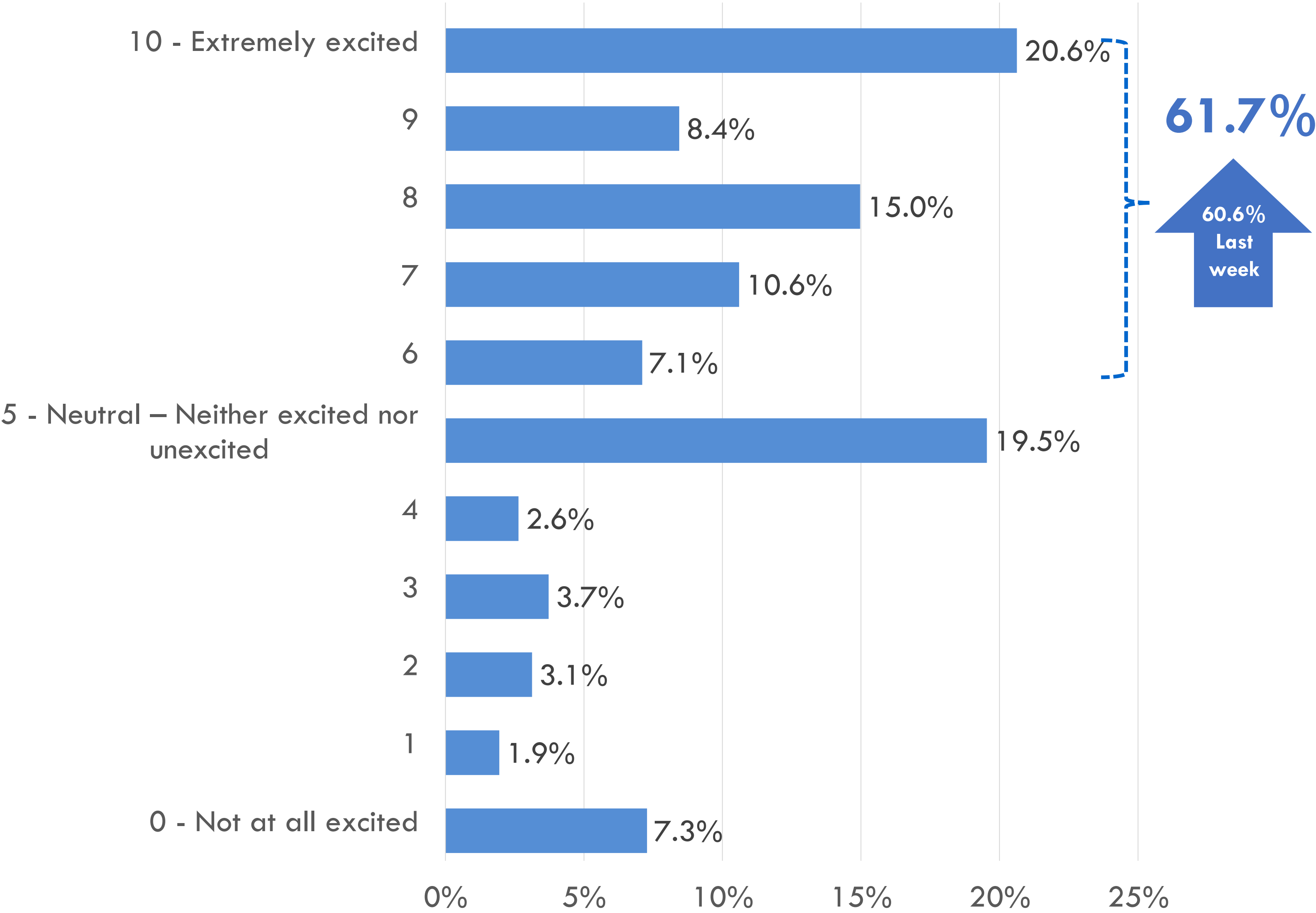
Question: Imagine that a good friend (or close family member) asks you to take a weekend getaway with them sometime in the next month. How excited would you be to go? (Assume the getaway is to a place you want to visit)



OPENNESS TO TRAVEL INSPIRATION

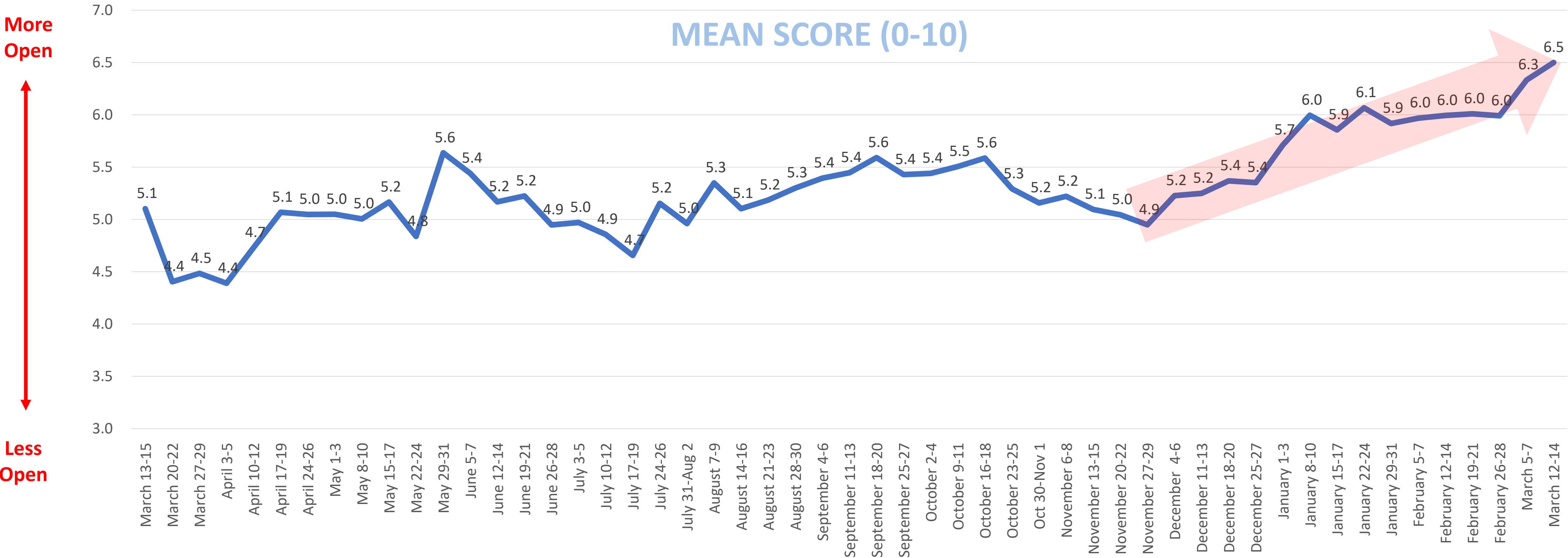
Question: At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?

(Base: Wave 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)



OPENNESS TO TRAVEL INSPIRATION

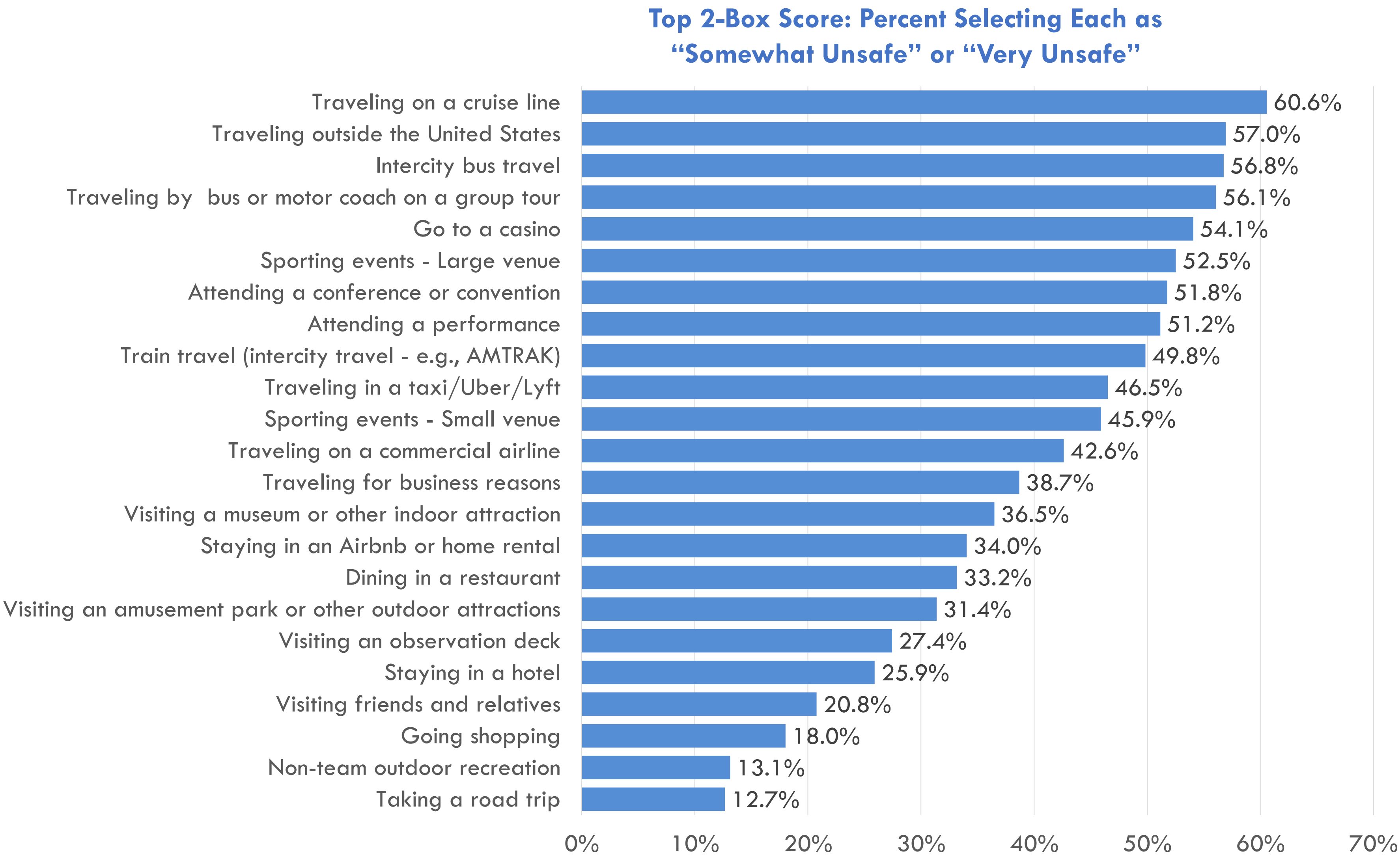
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PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 53)

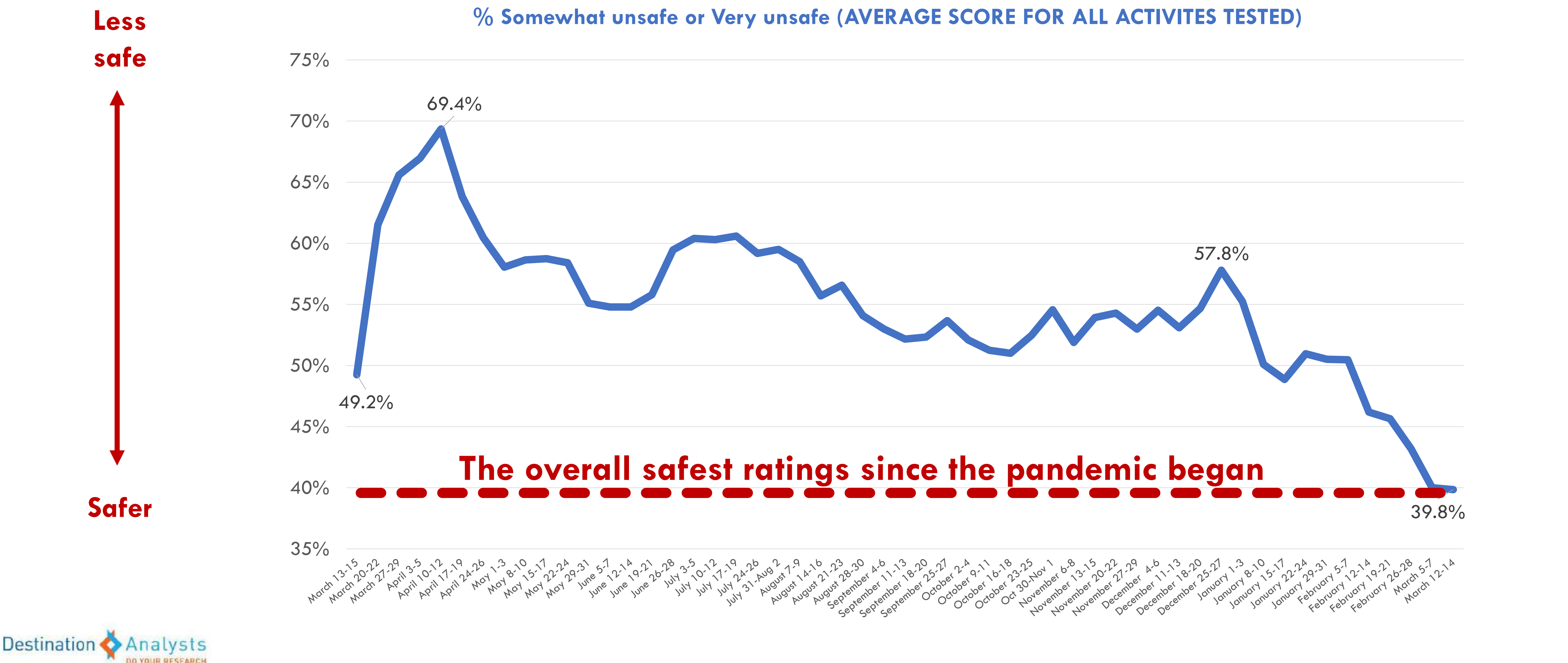
Question: At this moment, how safe would you feel doing each type of travel activity?

(Base: Wave 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)



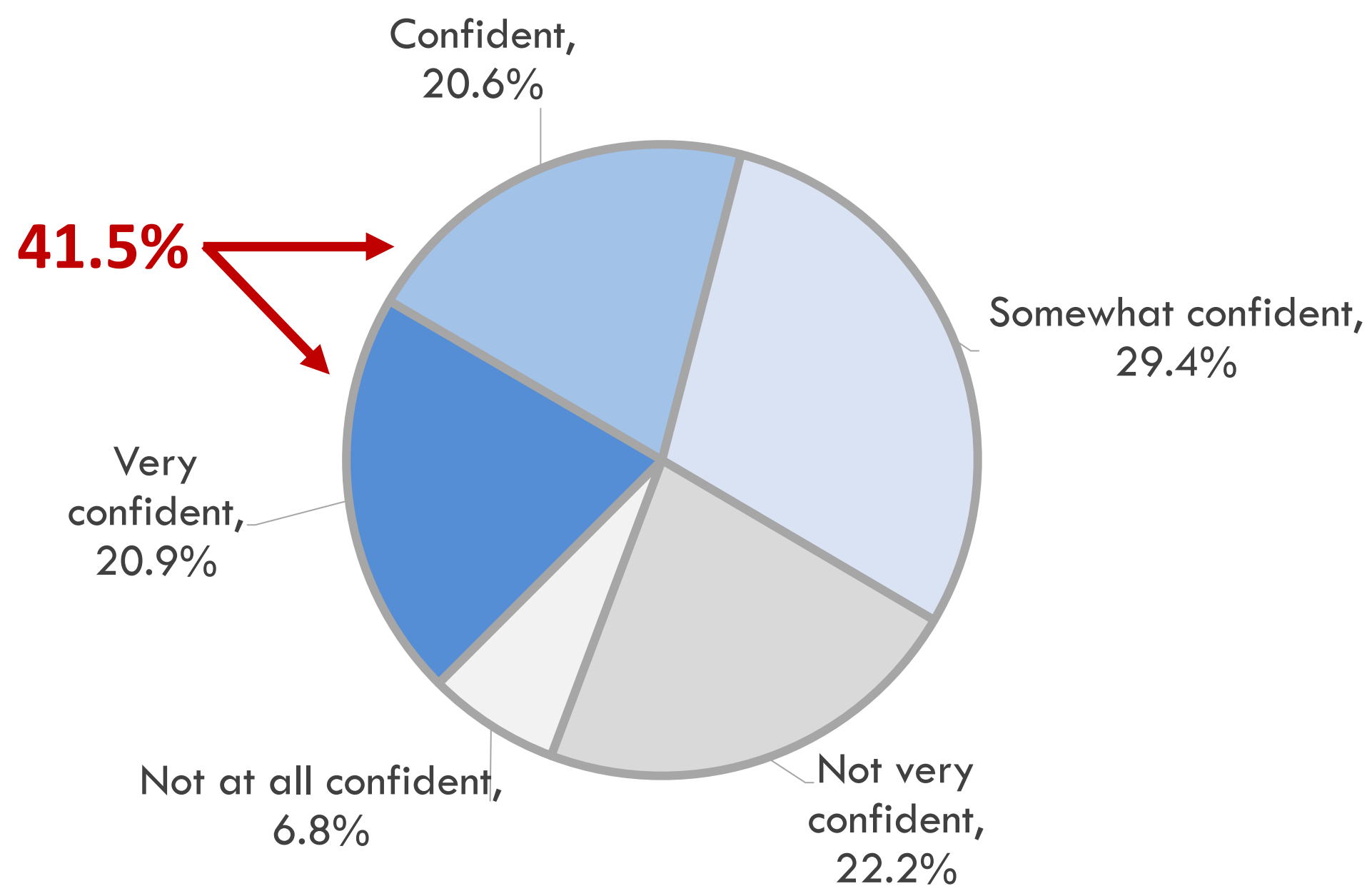
PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-53 COMPARISON)

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



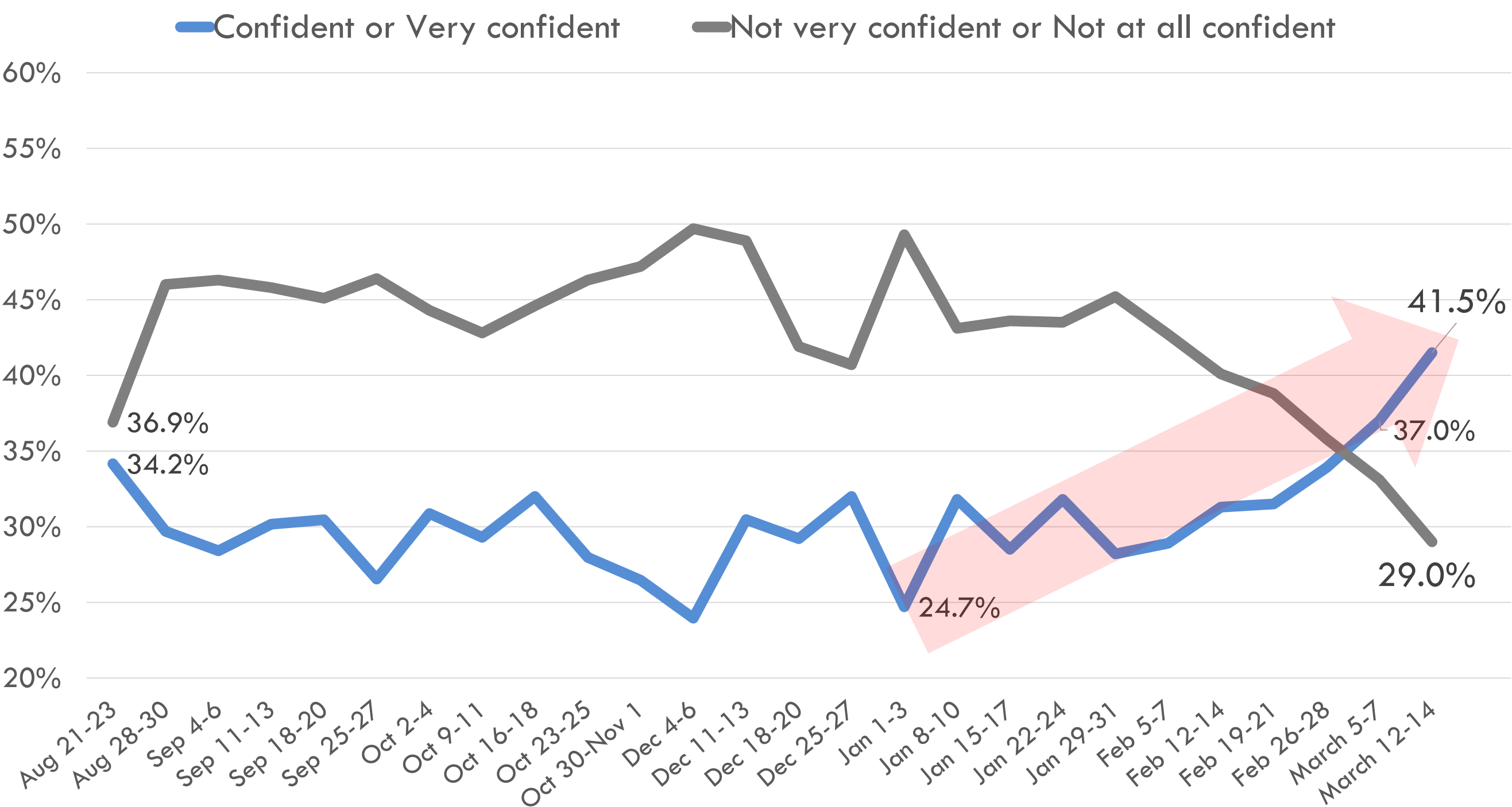
CONFIDENCE IN ABILITY TO TRAVEL SAFELY

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



(Base: Wave 24-34 and 39-53 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 and 1,204 completed surveys.)

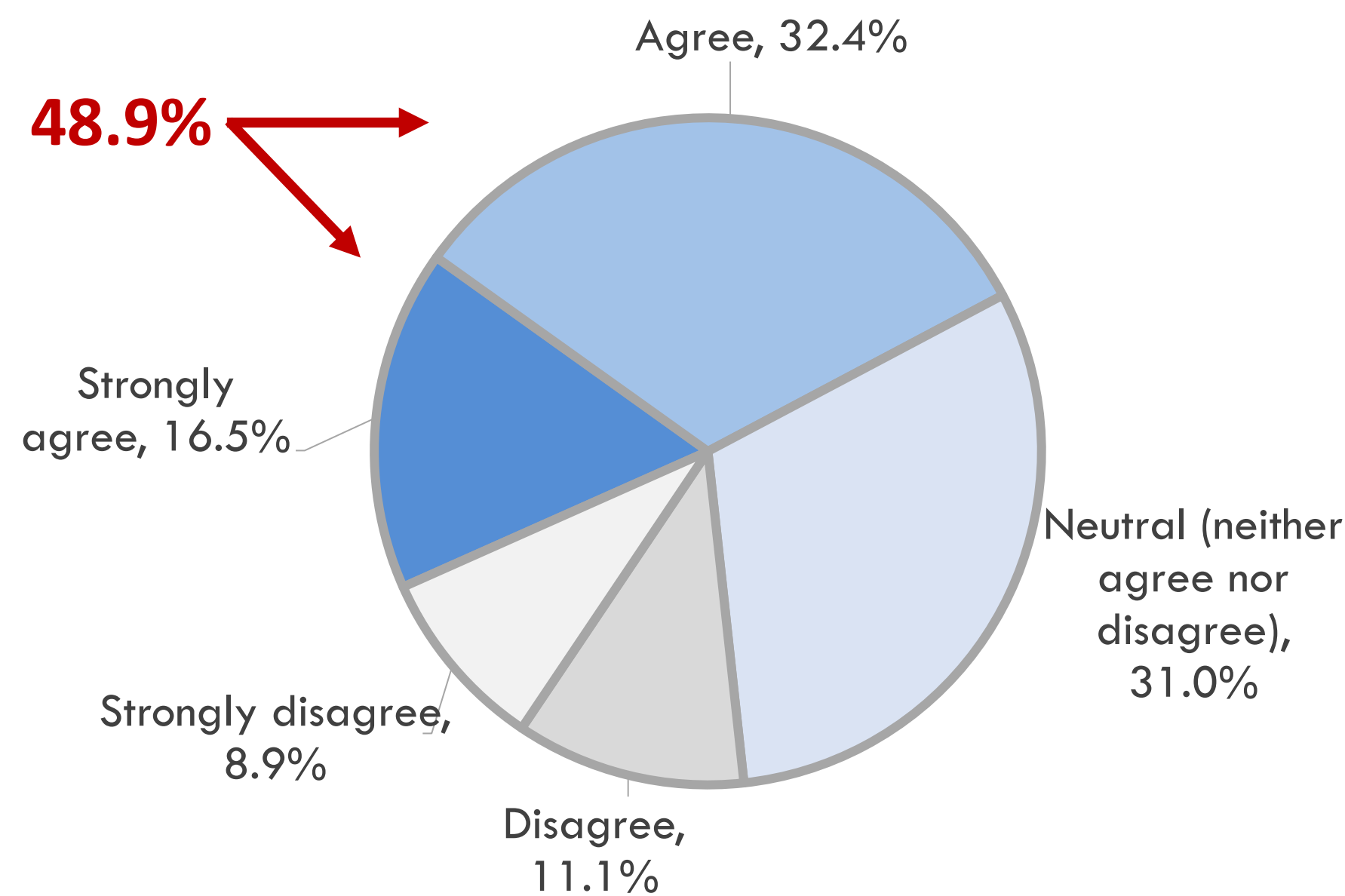
Historical data



DISCOUNTS AND PRICE CUTS

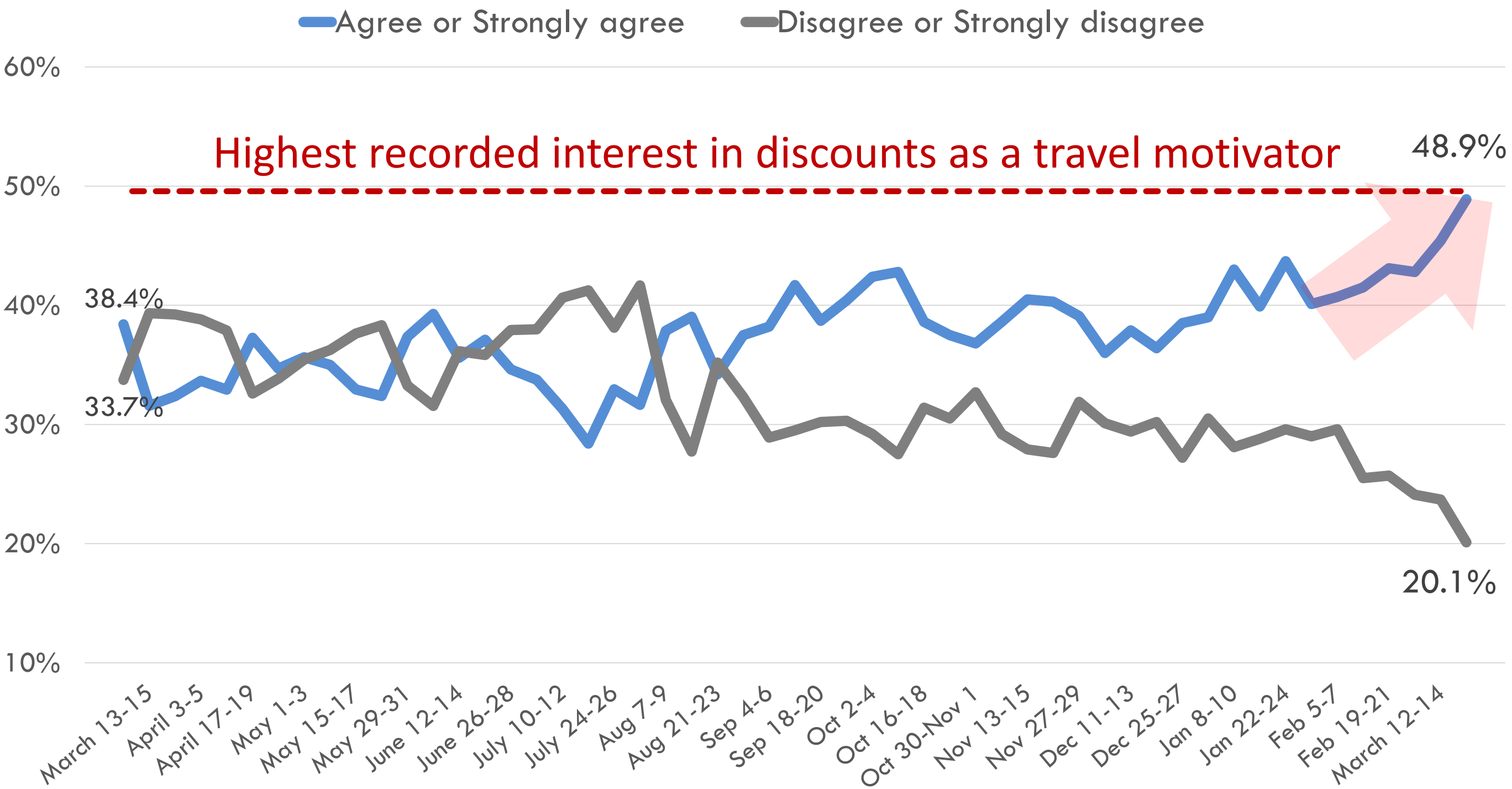
How much do you agree with the following statement?

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 1-53. 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 and 1,204 completed surveys.)

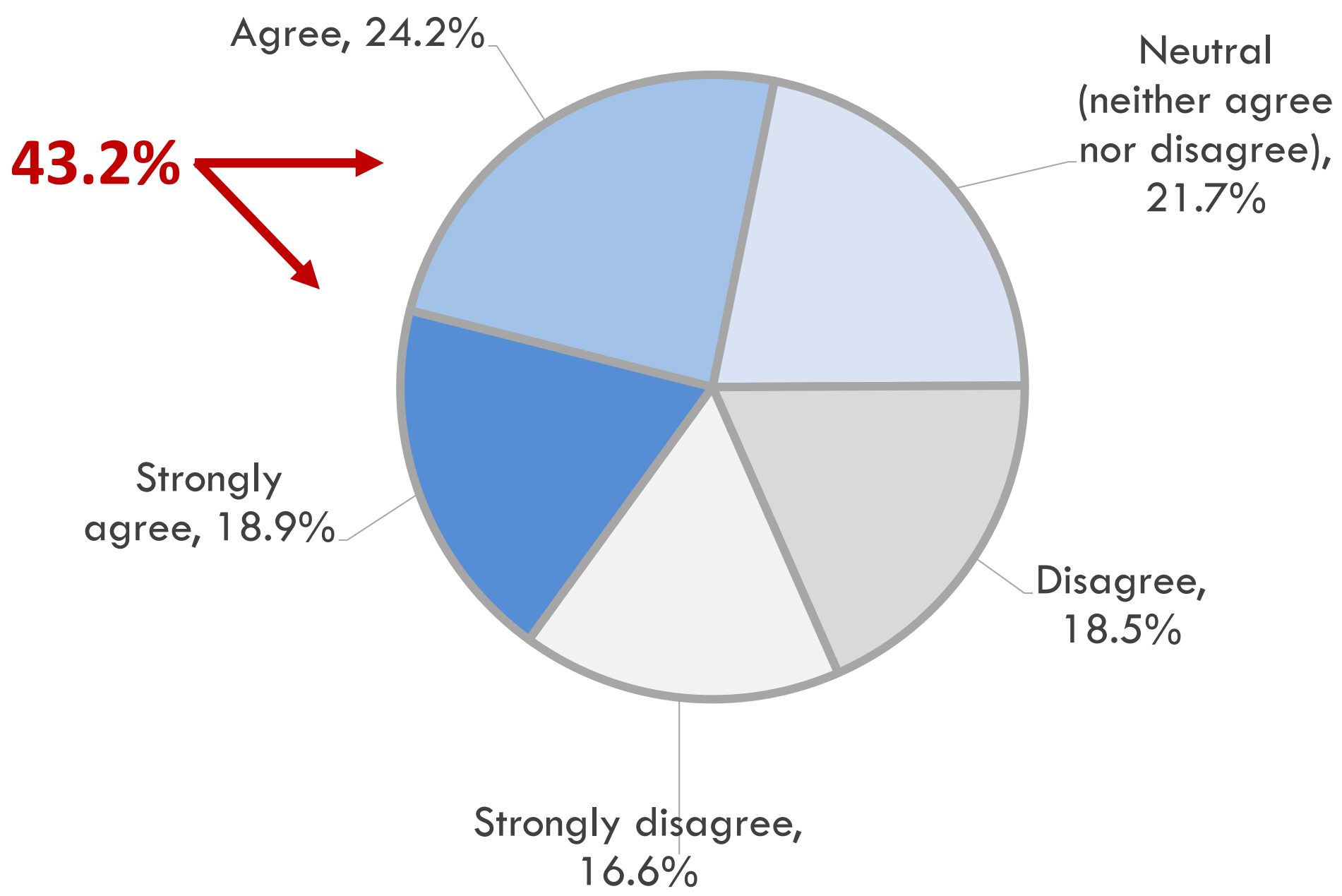
Historical data



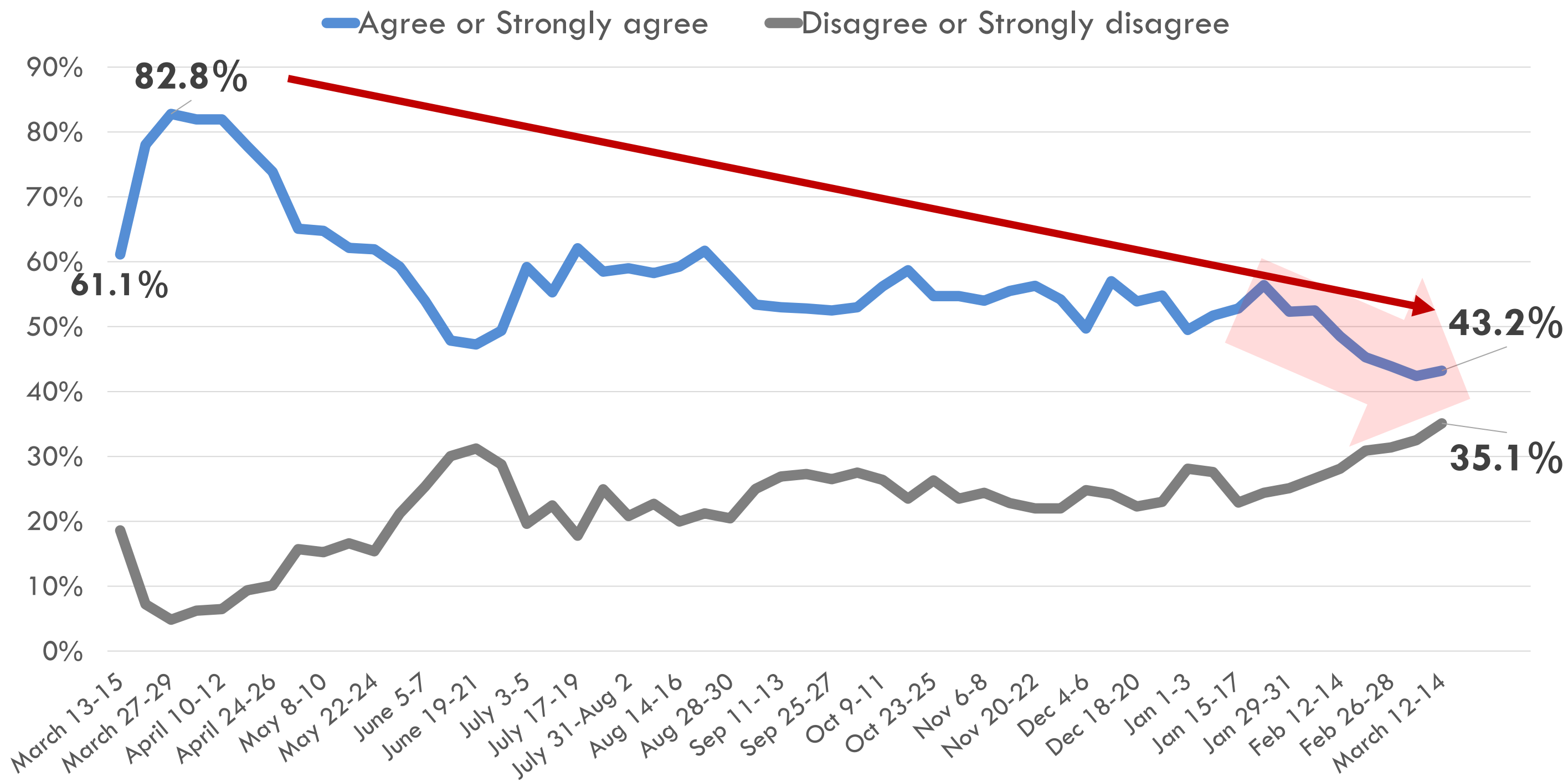
AVOIDING TRAVEL UNTIL THE CORONAVIRUS BLOWS OVER

How much do you agree with the following statement?

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



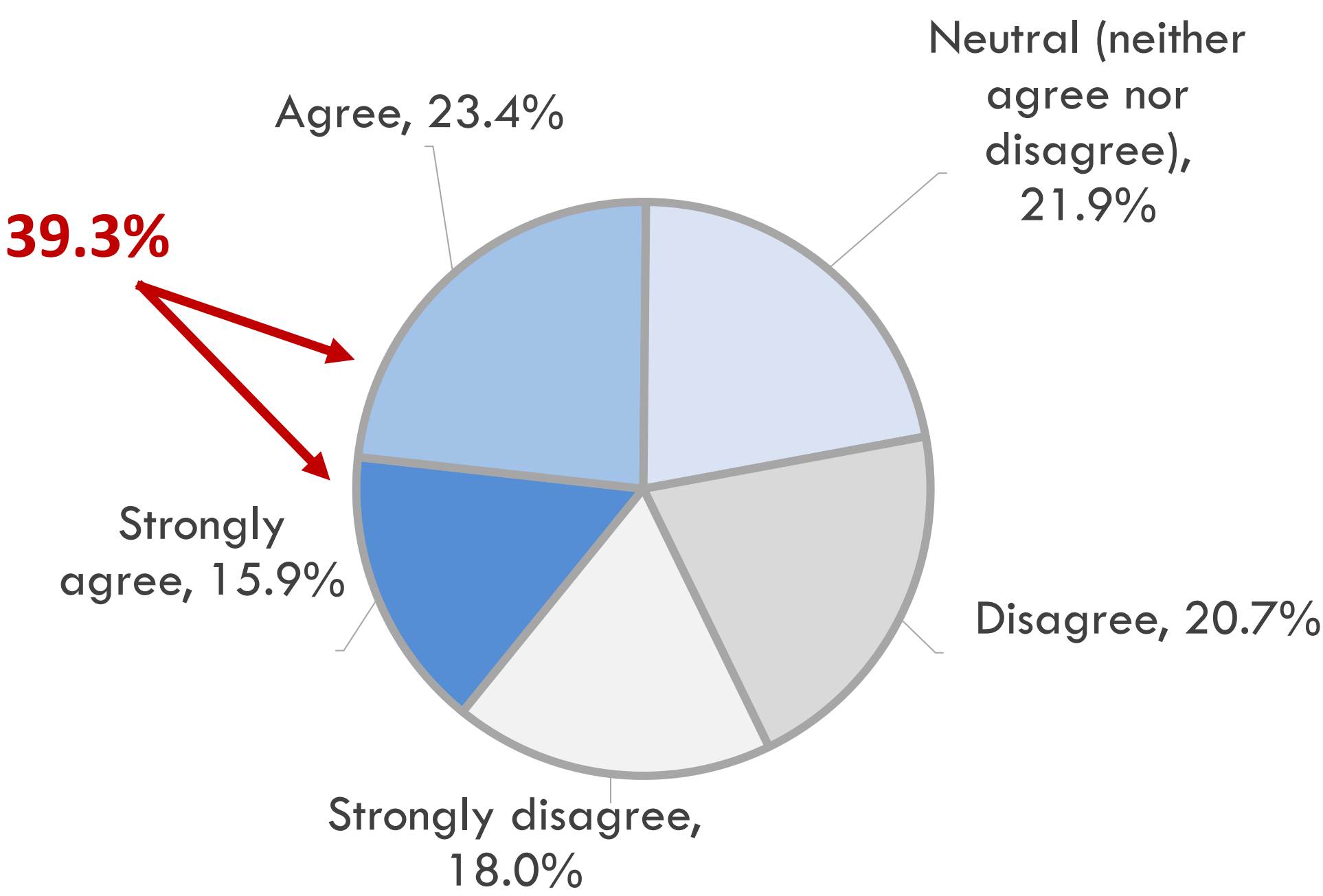
Historical data



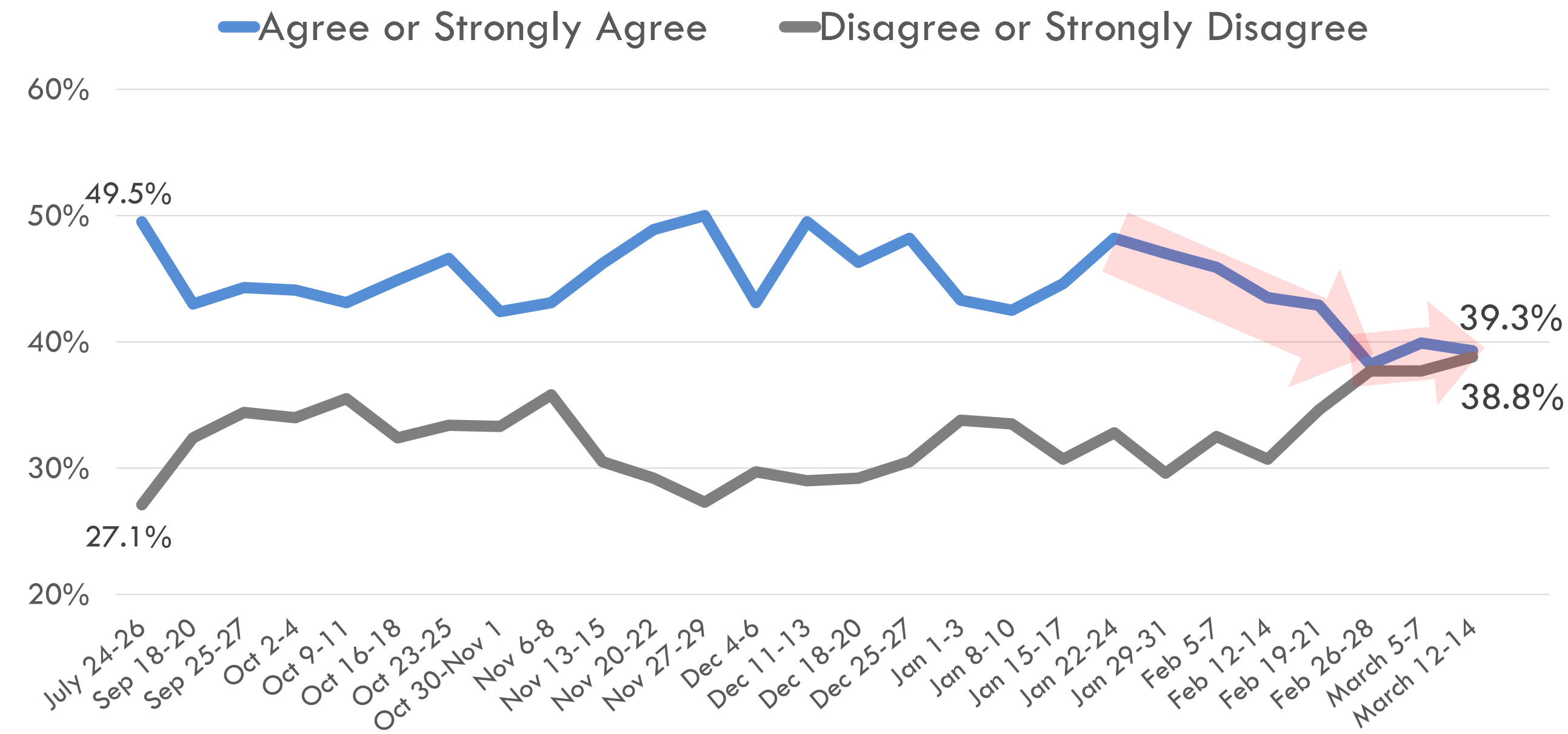
LOSS OF INTEREST IN TRAVEL

How much do you agree with the following statement?

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



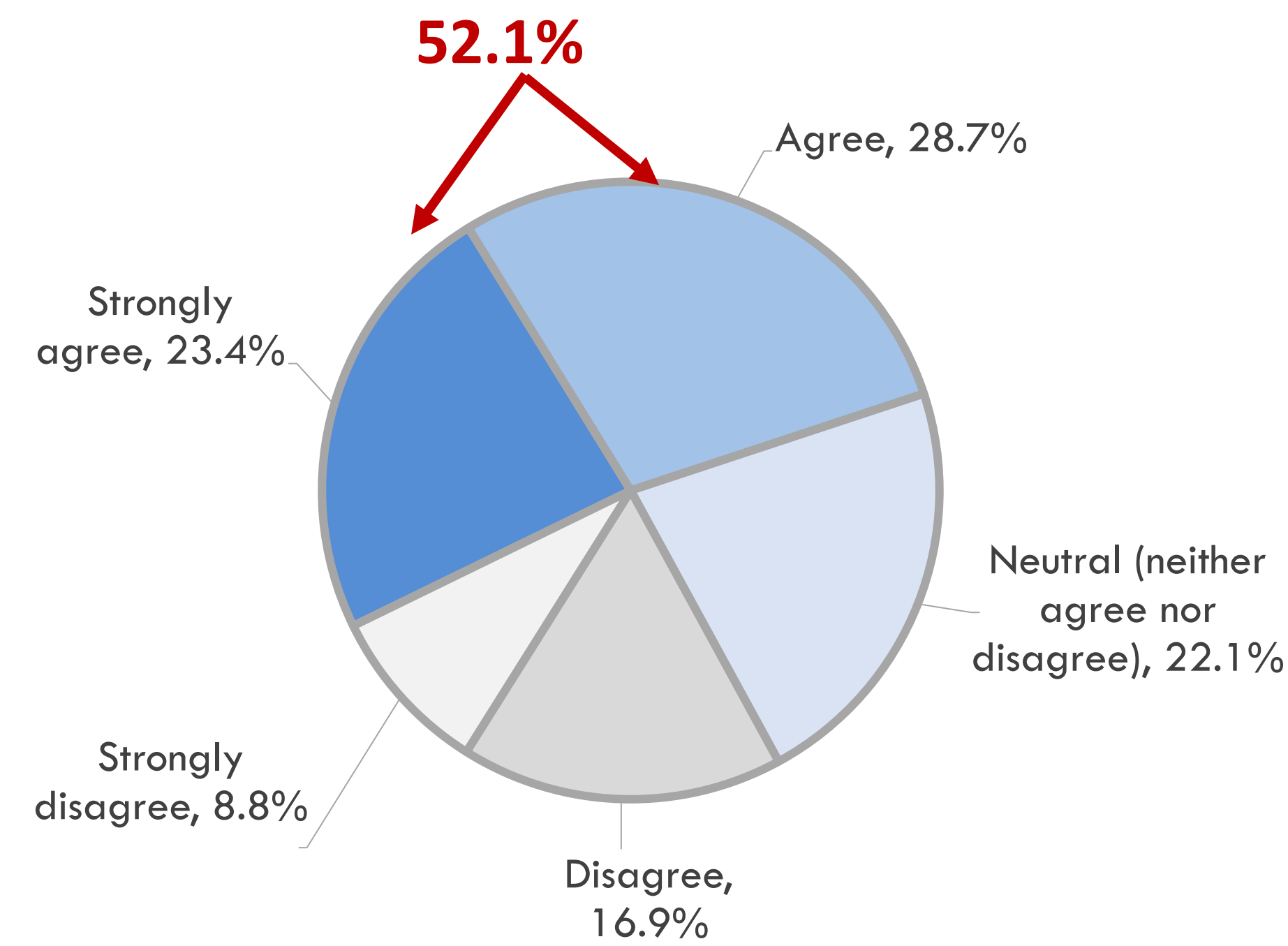
Historical data



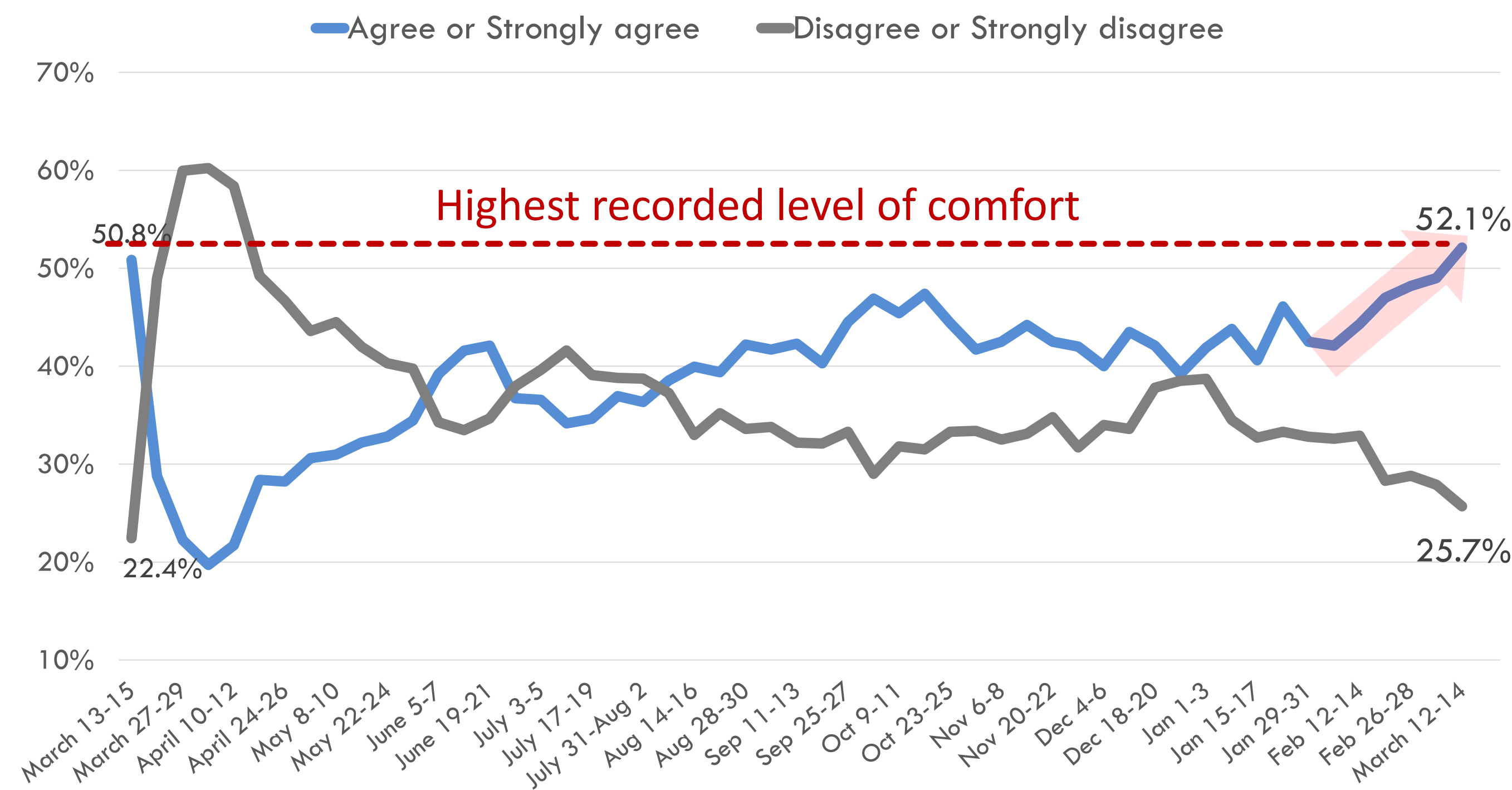
COMFORT ENJOYING HOME COMMUNITY

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.



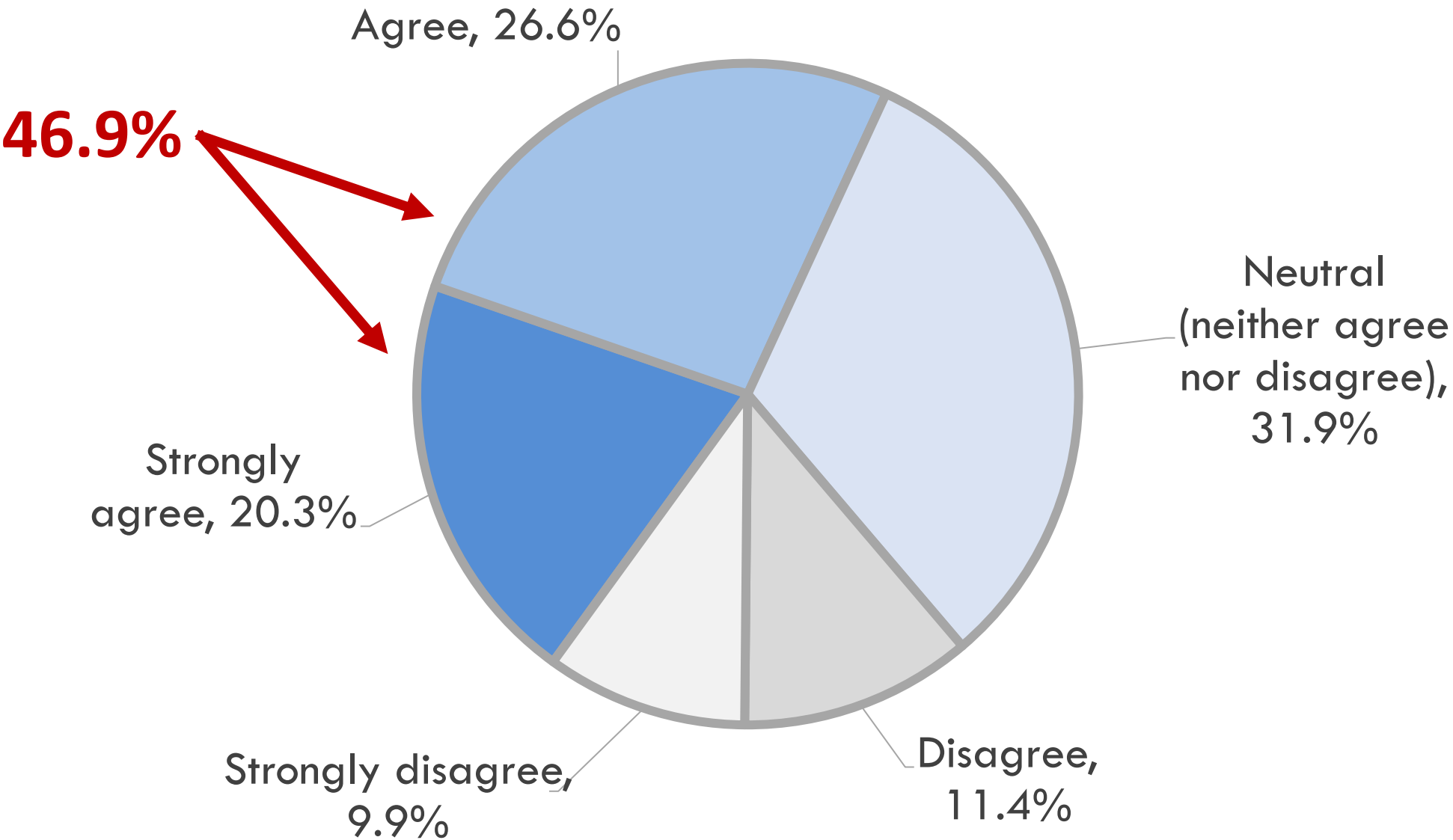
Historical data



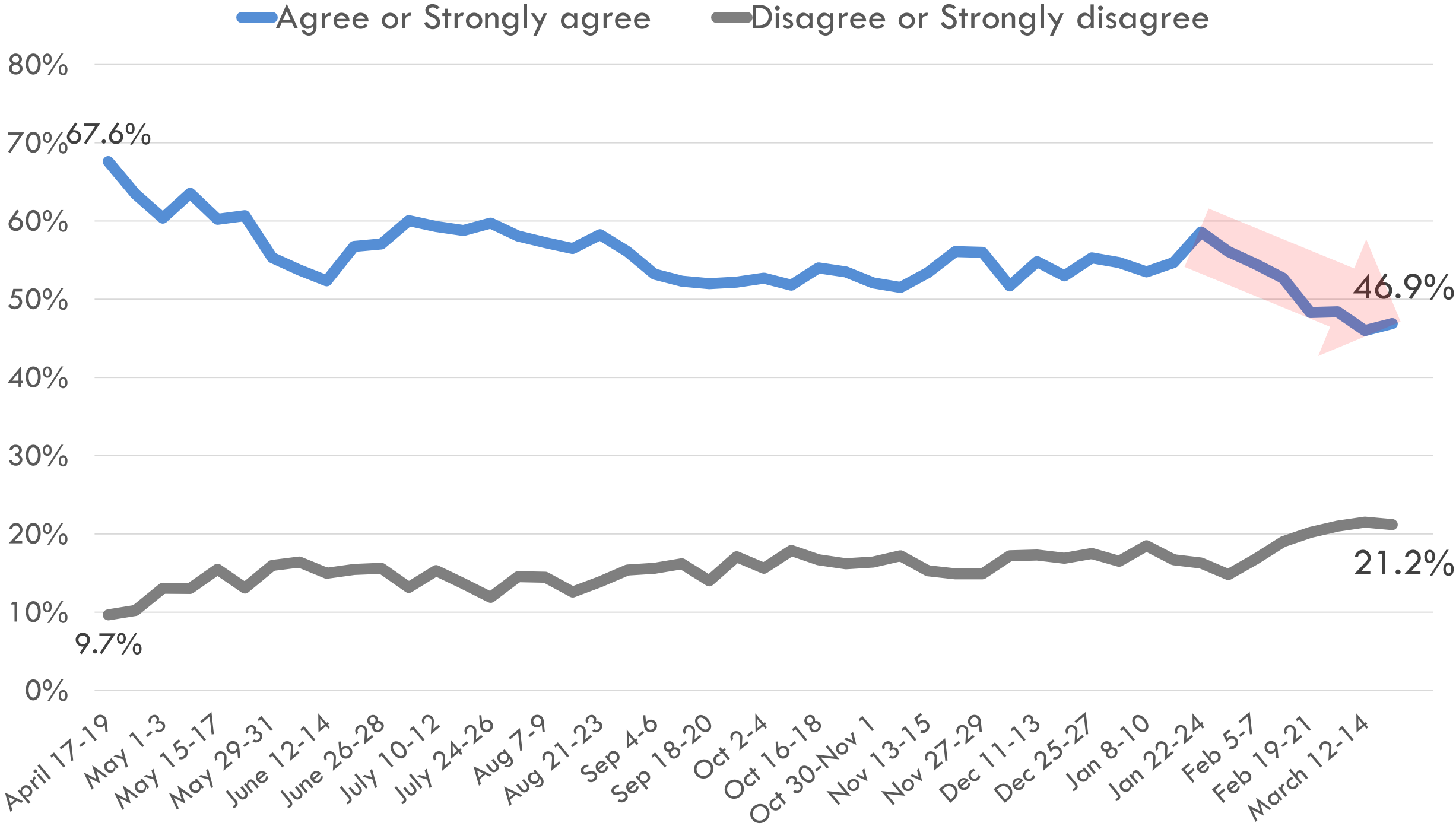
TRAVELERS IN COMMUNITY ARE UNWANTED

How much do you agree with the following statement?

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

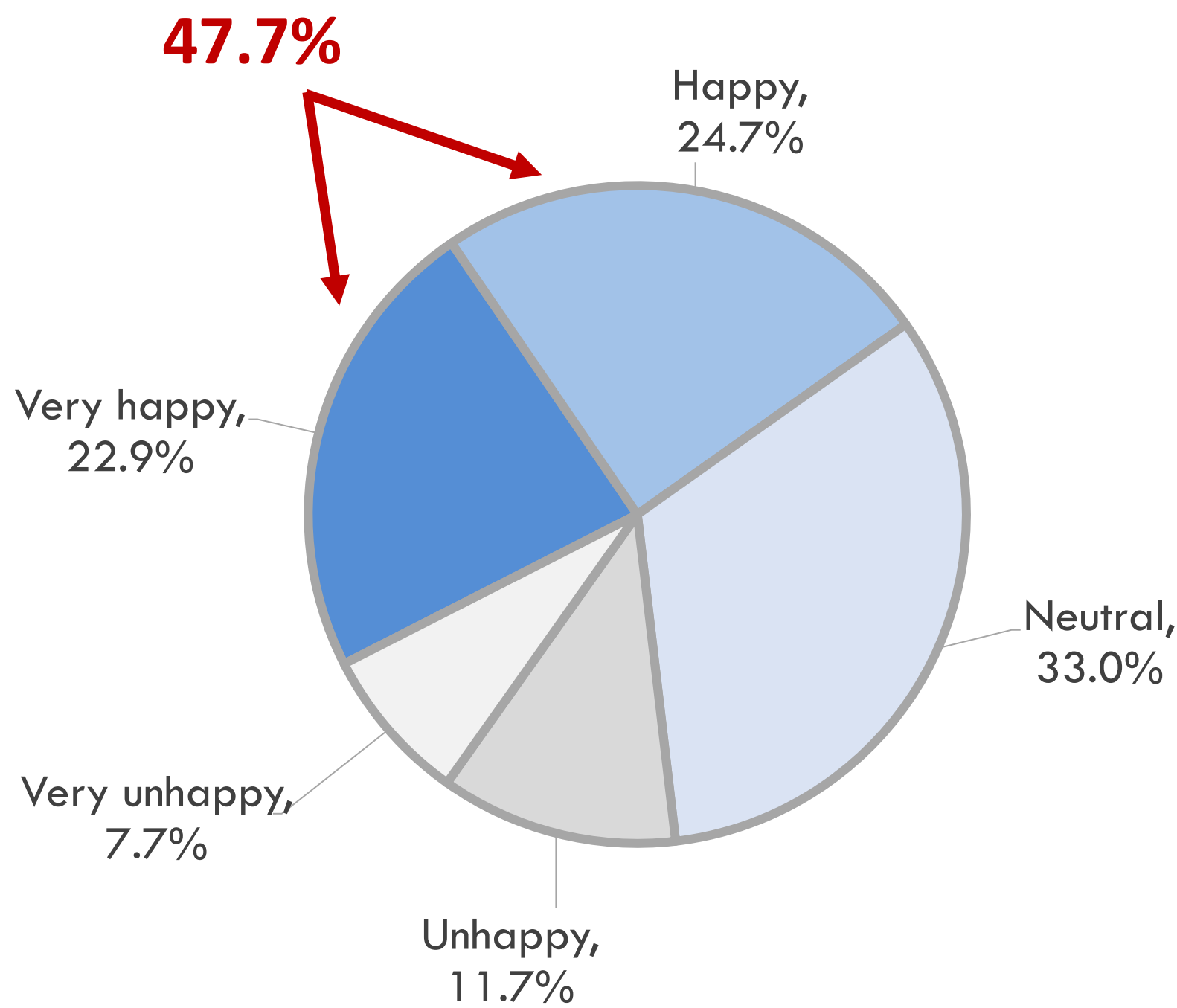


Historical data

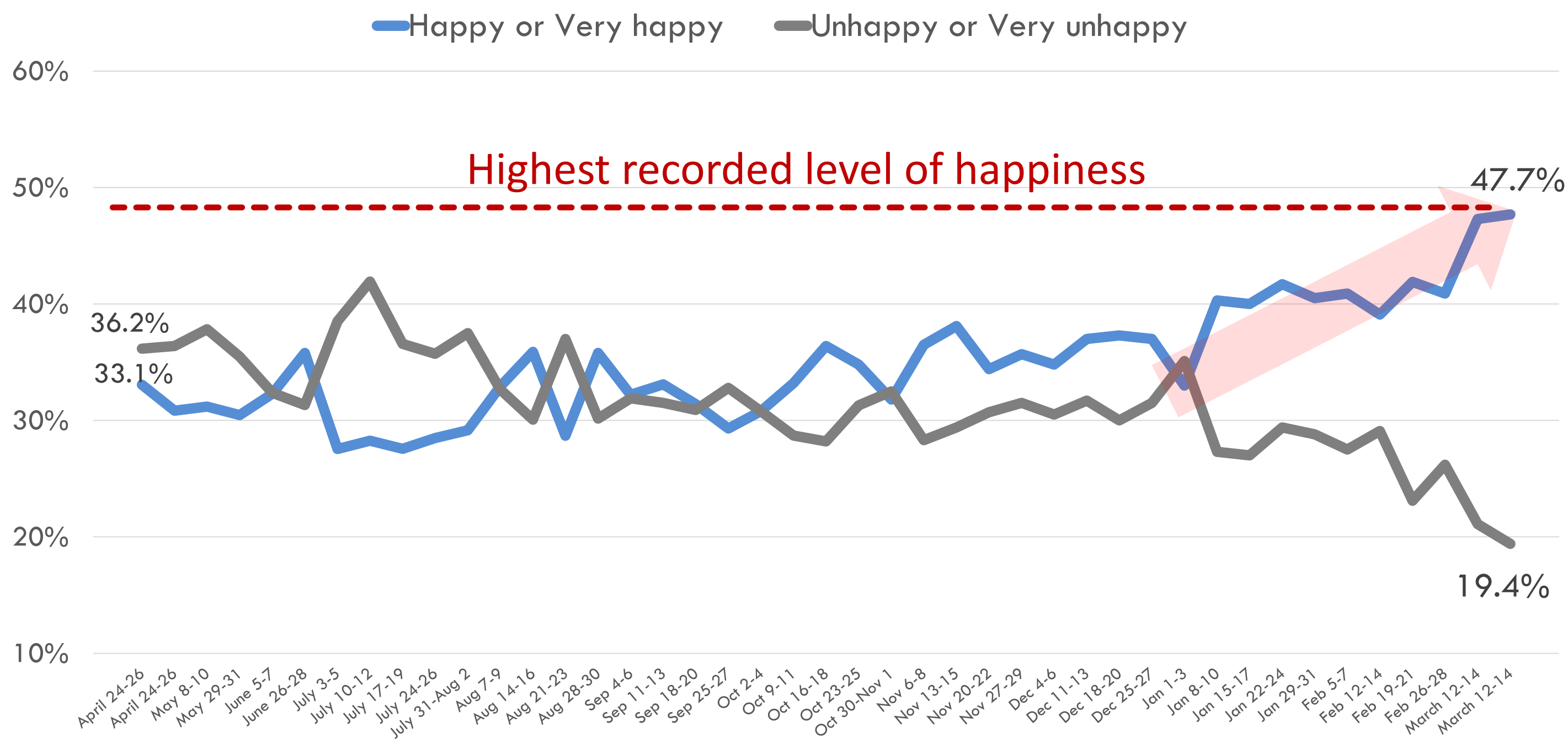


FEELINGS SEEING AN AD PROMOTING TOURISM TO COMMUNITY

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





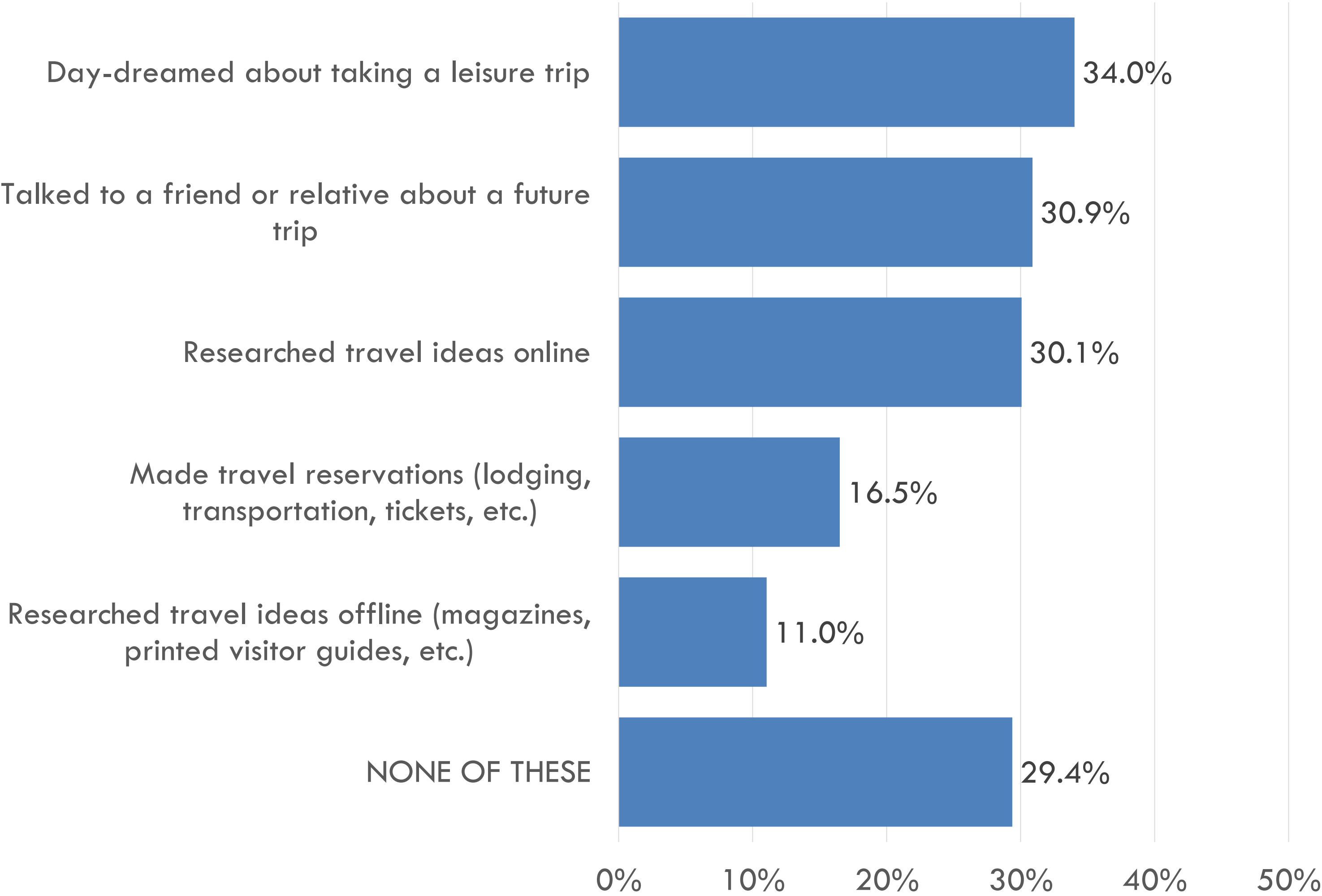
Travel reservation activity is increasing, if slowly, as is daydreaming and word-of-mouth communication about future travel.

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

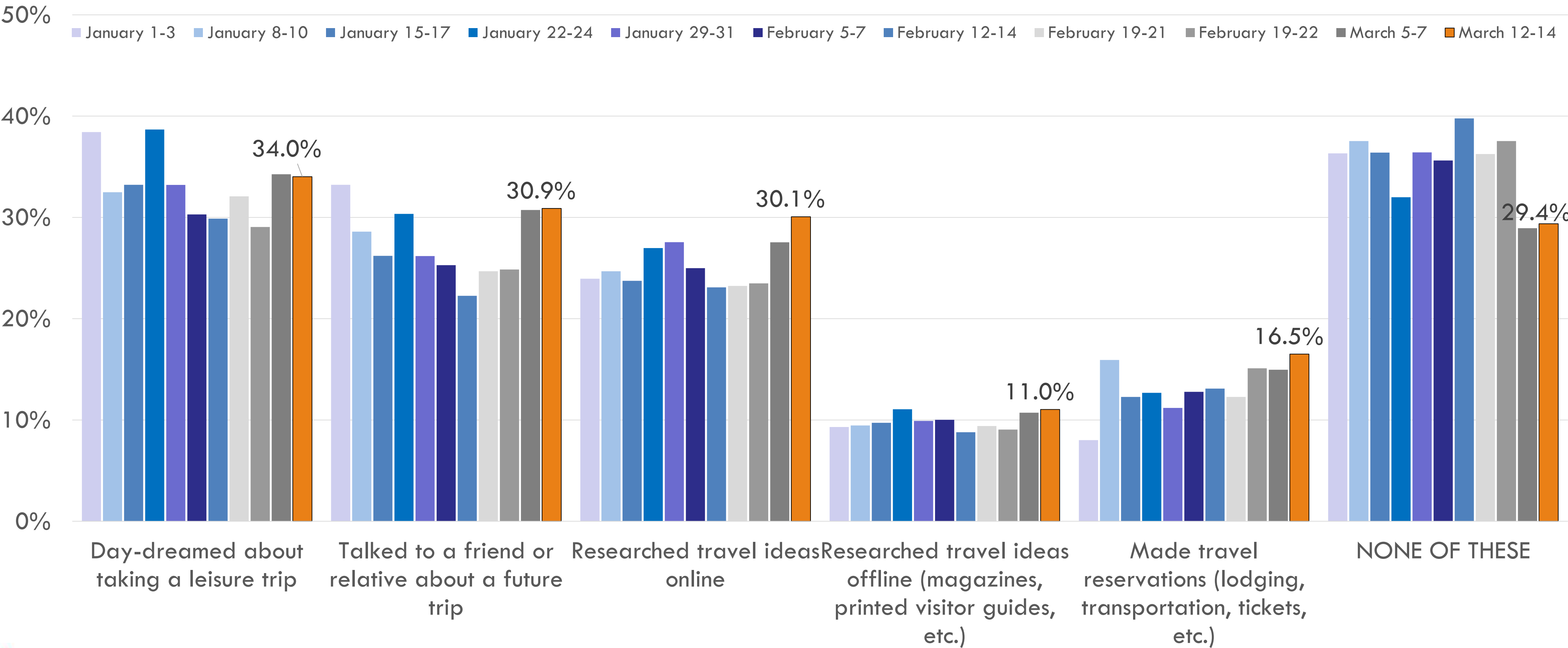
(Base: Waves 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)



TRAVEL PLANNING IN THE PAST WEEK

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

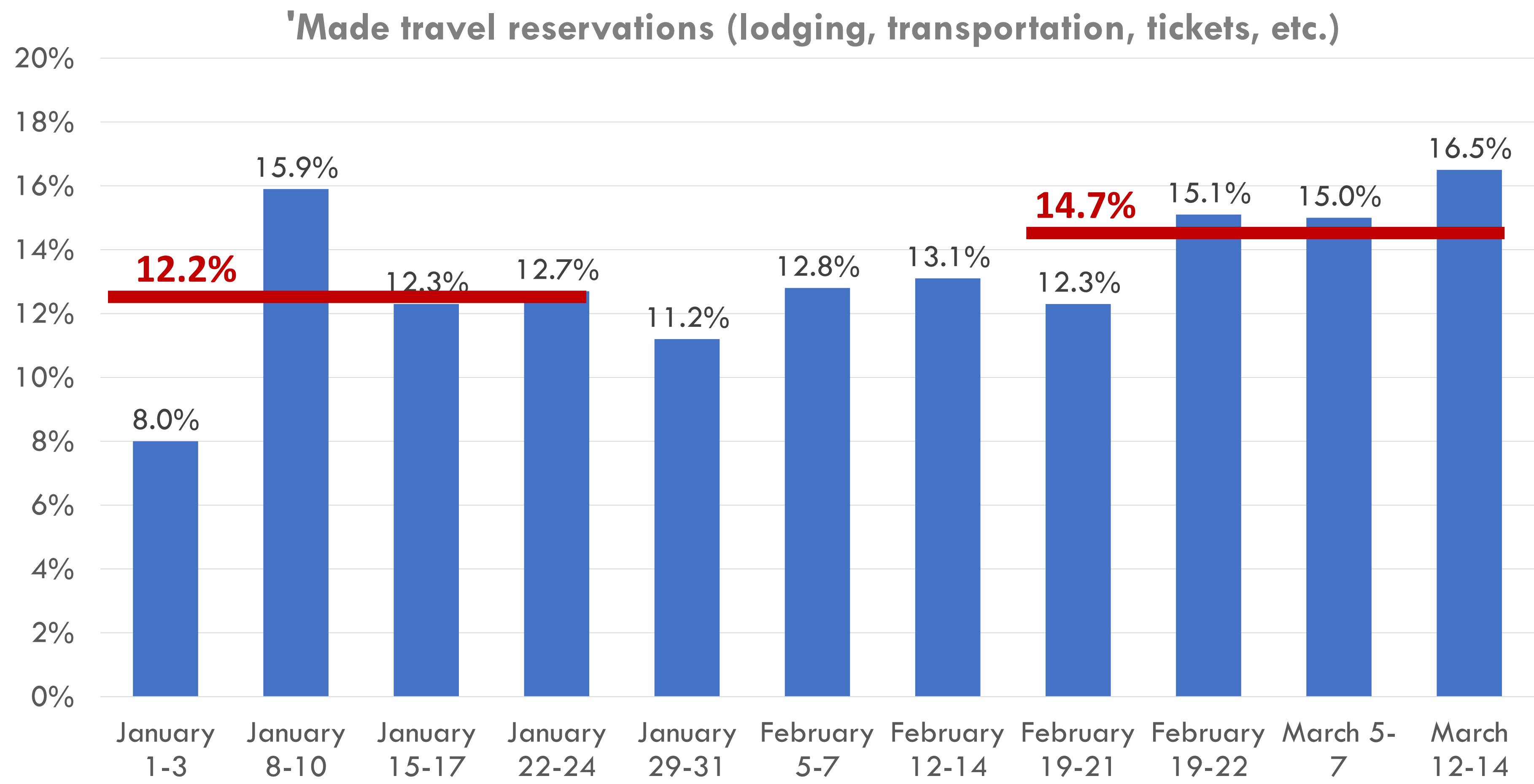
In the PAST WEEK I have _____



TRAVEL RESERVATIONS 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 _____



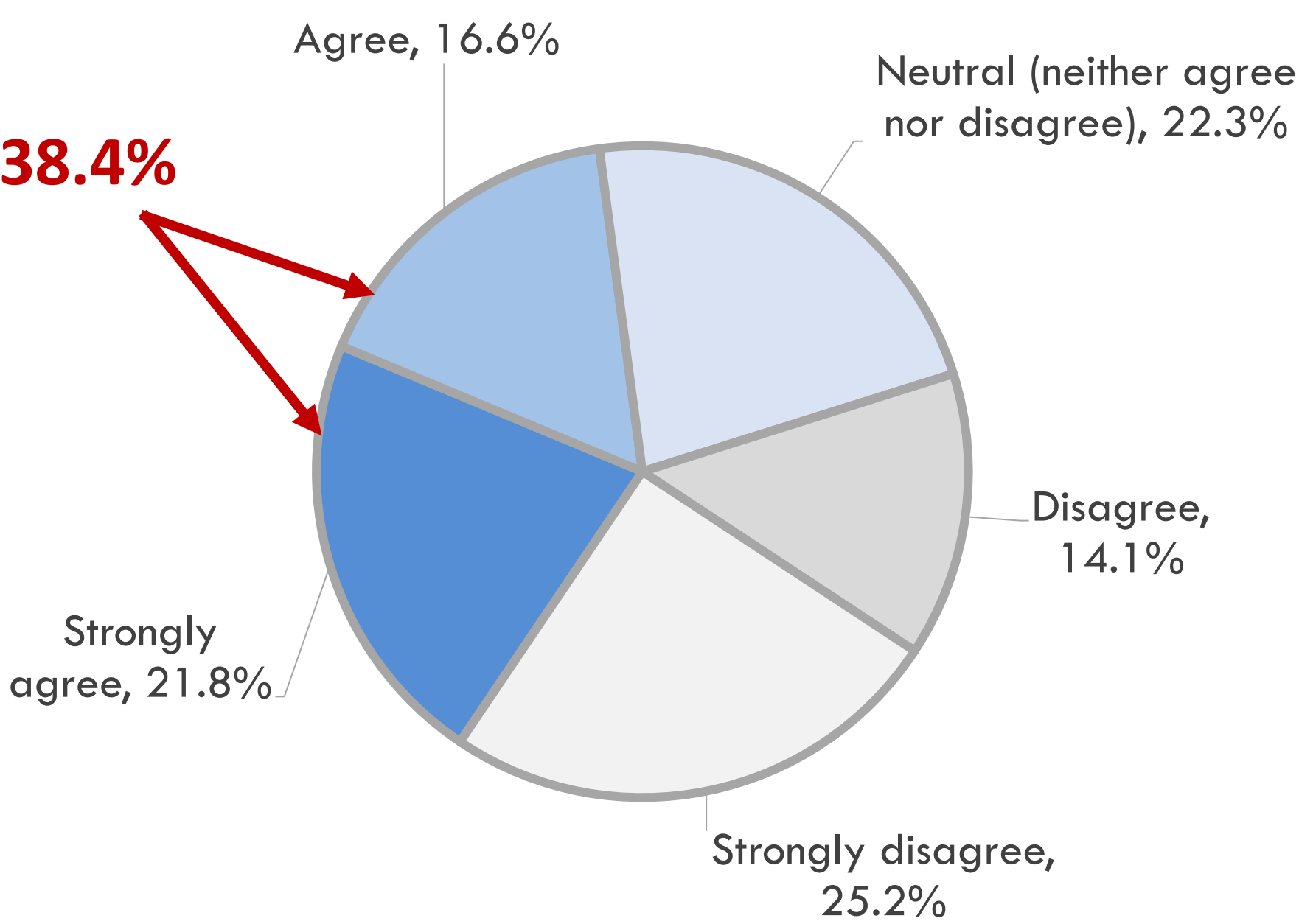


Willingness to be vaccinated has rebounded slightly after receding, while vaccine availability is spurred more and more travelers to plan trips.

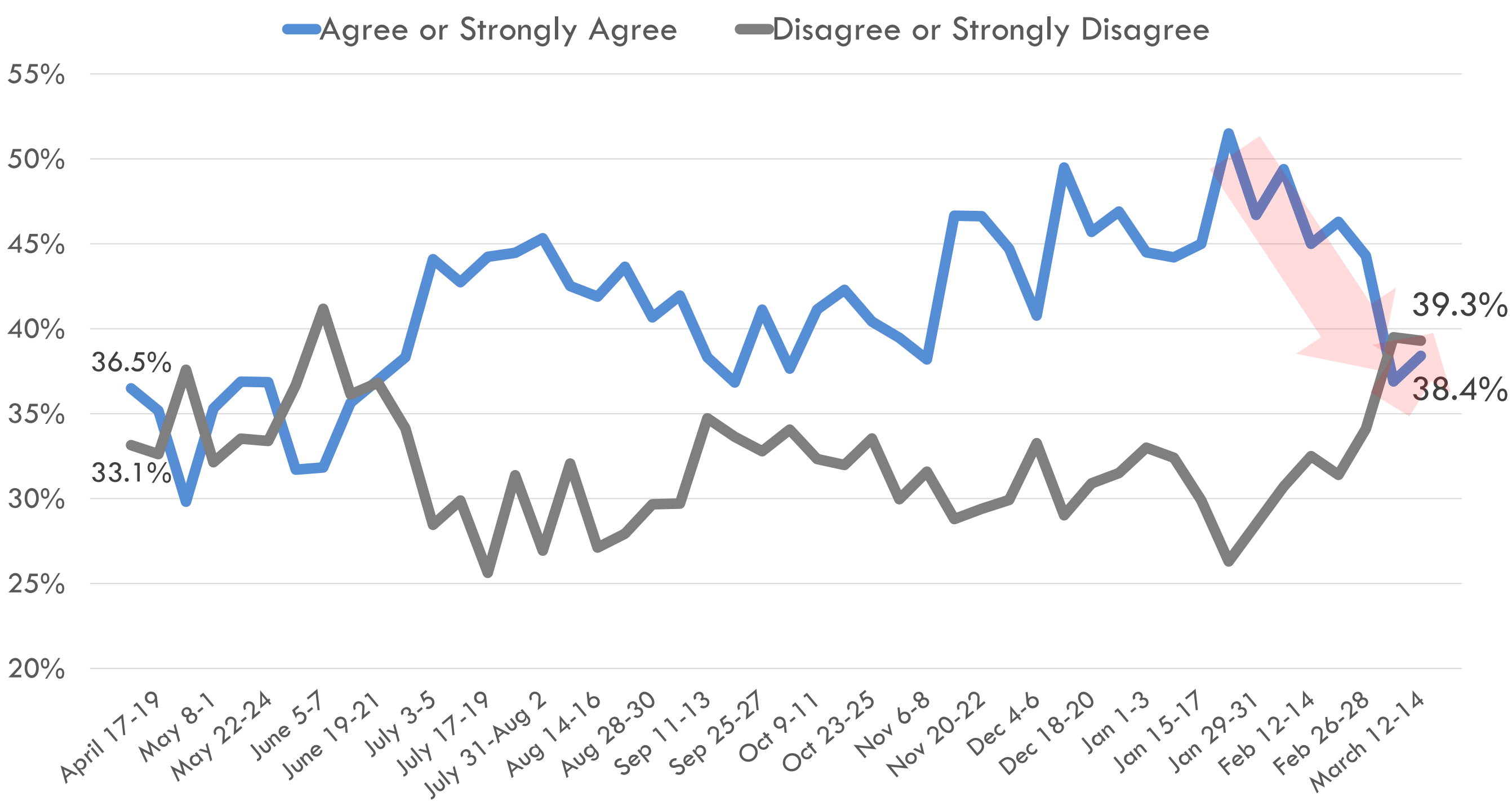
TRAVEL UNTIL GETTING THE VACCINE

How much do you agree with the following statement?

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

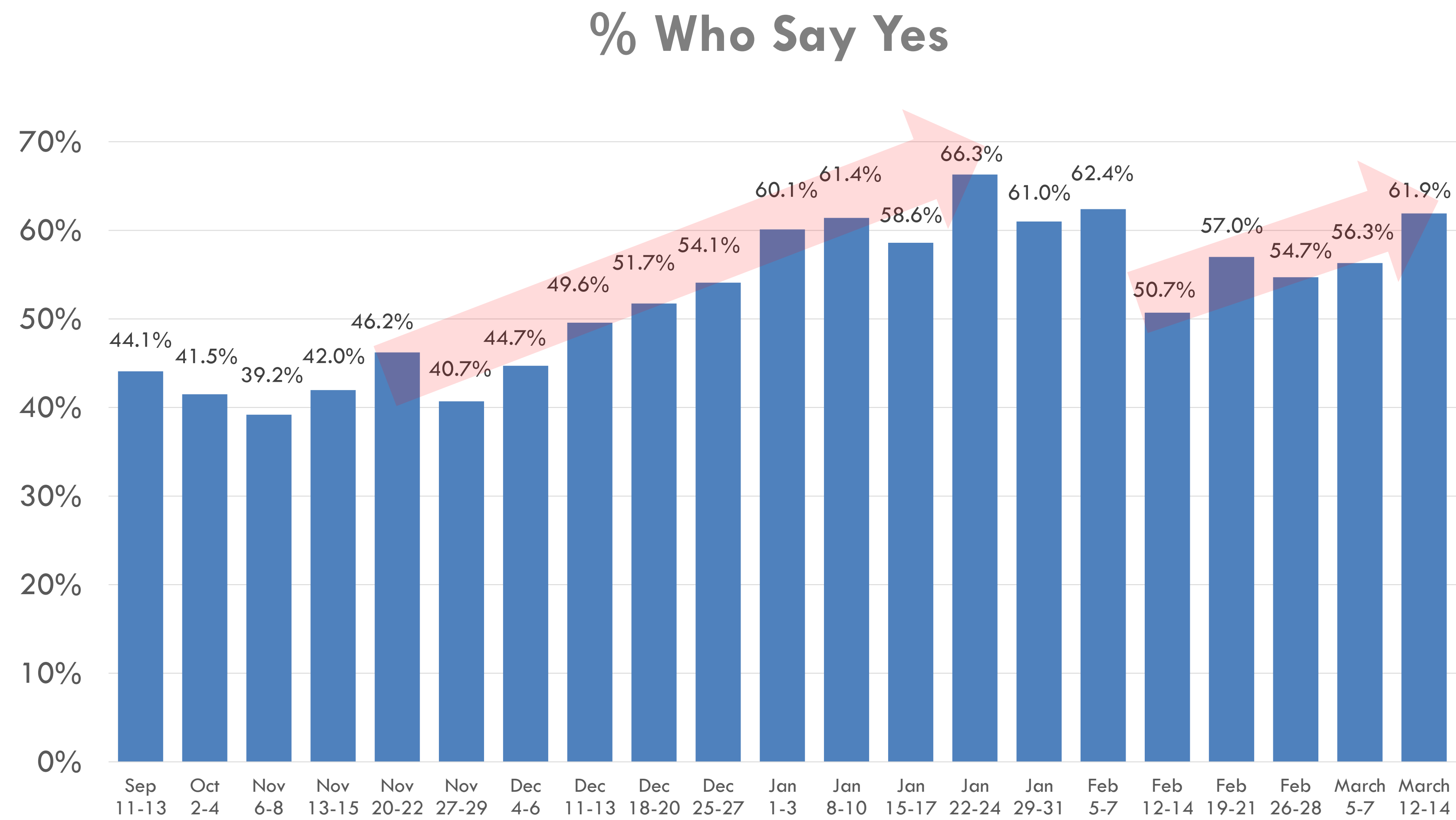


Historical data



EXPECTATIONS TO TAKE A COVID-19 VACCINE

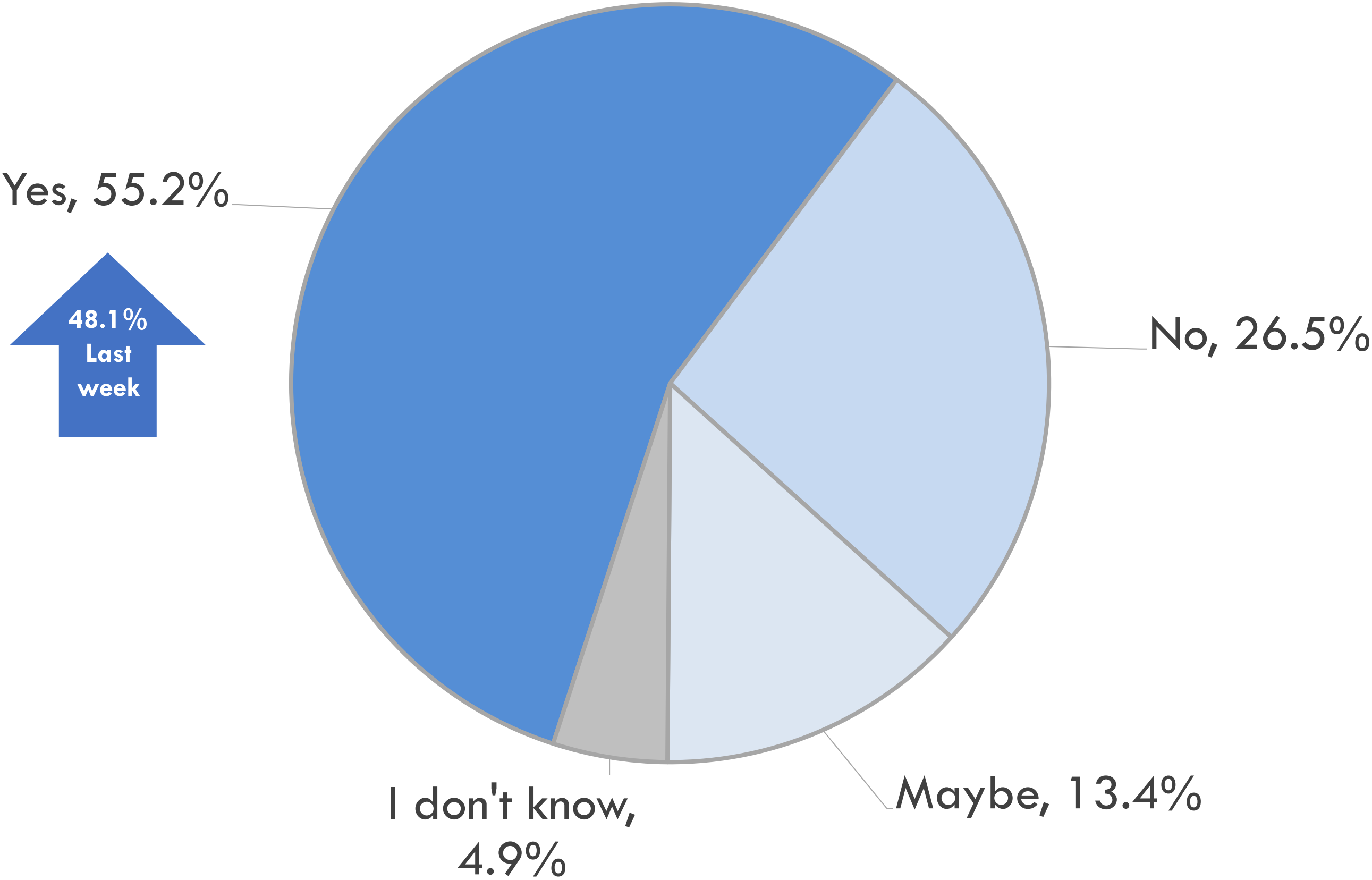
Question: Will you take (or have you already taken) one of the COVID-19 vaccines?



VACCINES FOR CHILDREN

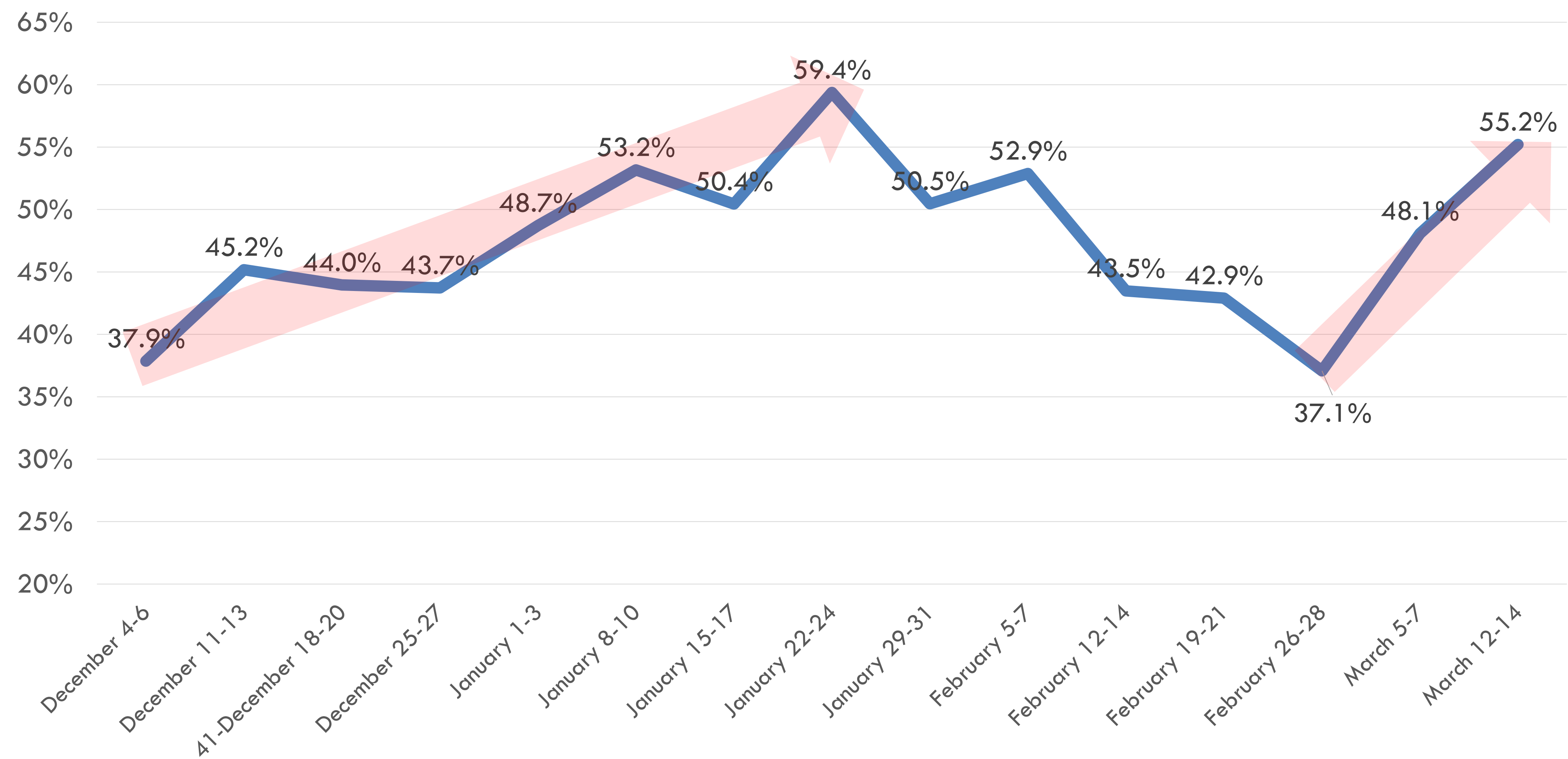
Question: Will you have your children take a COVID-19 vaccine? (Select one)

(Base: Wave 53 data. All respondents with school-aged children, 433 completed surveys. Data collected March 12-14, 2021)



VACCINES FOR CHILDREN

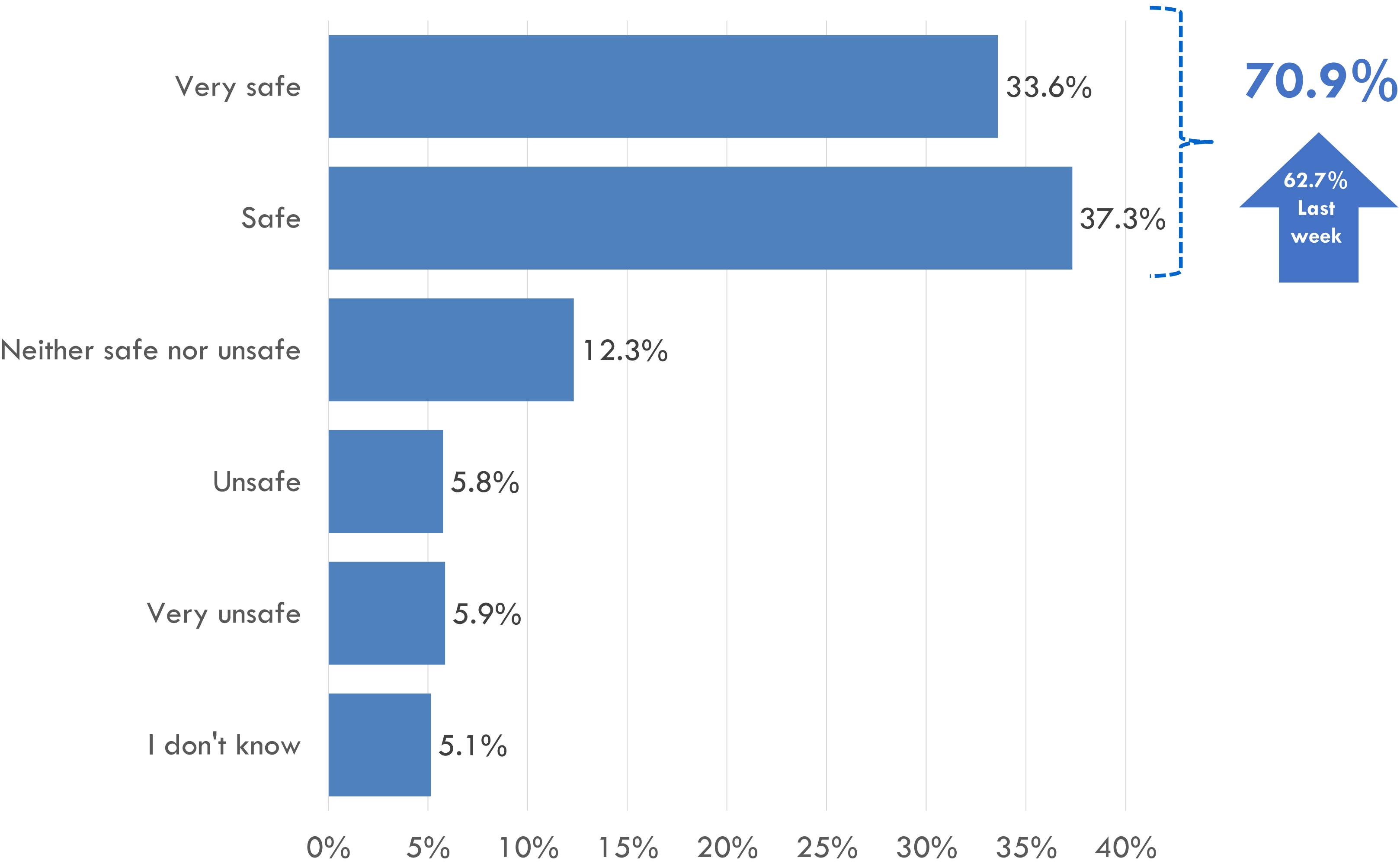
Question: Will you have your children take a COVID-19 vaccine? (Select one)



EXPECTED SAFETY OF COVID-19 VACCINES

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

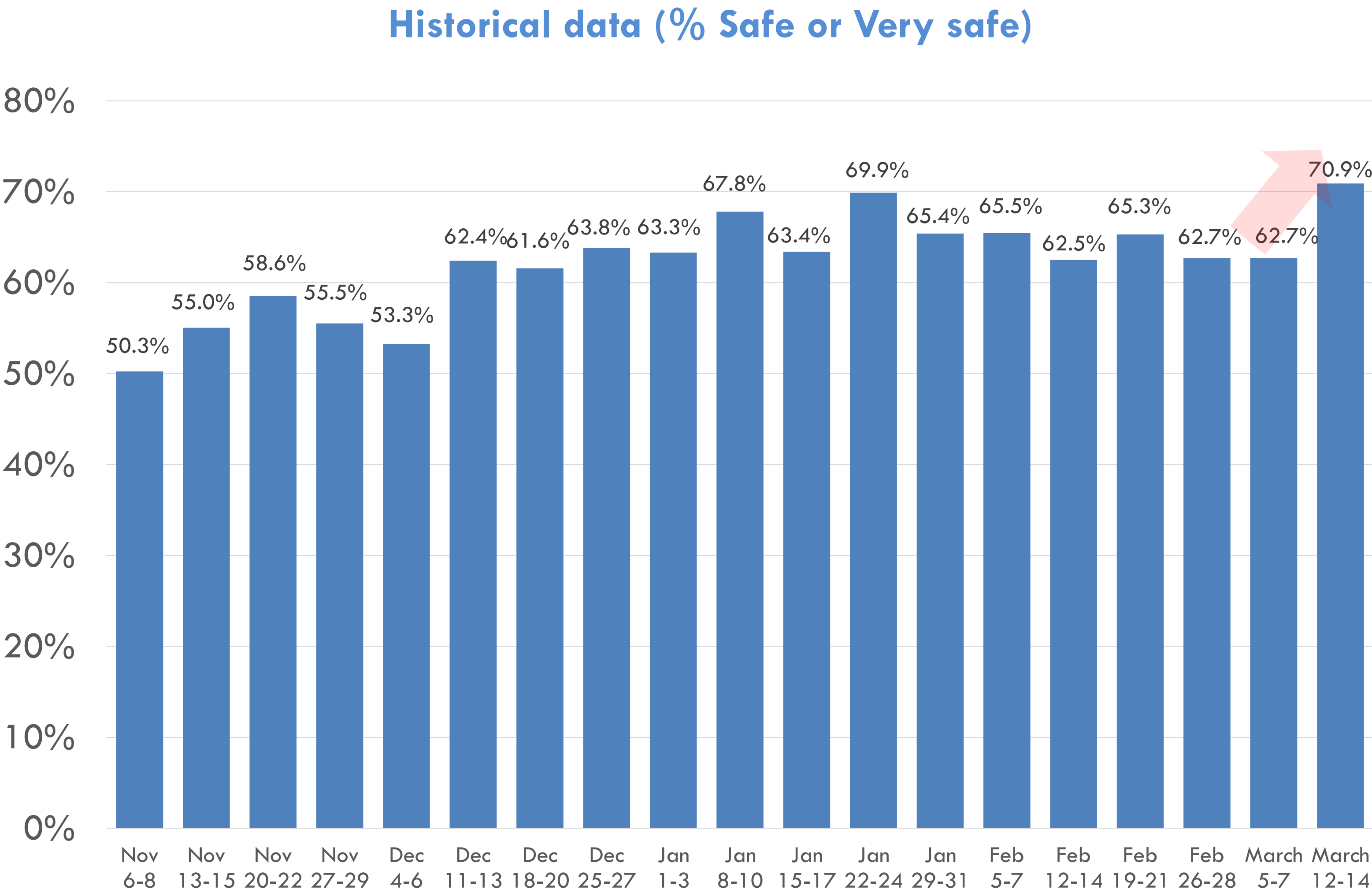
(Base: Wave 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)



EXPECTED SAFETY OF COVID-19 VACCINES

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

(Base: Waves 35-53 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 and 1,204 completed surveys.)



TRAVEL PLANS DUE TO COVID-19 VACCINES

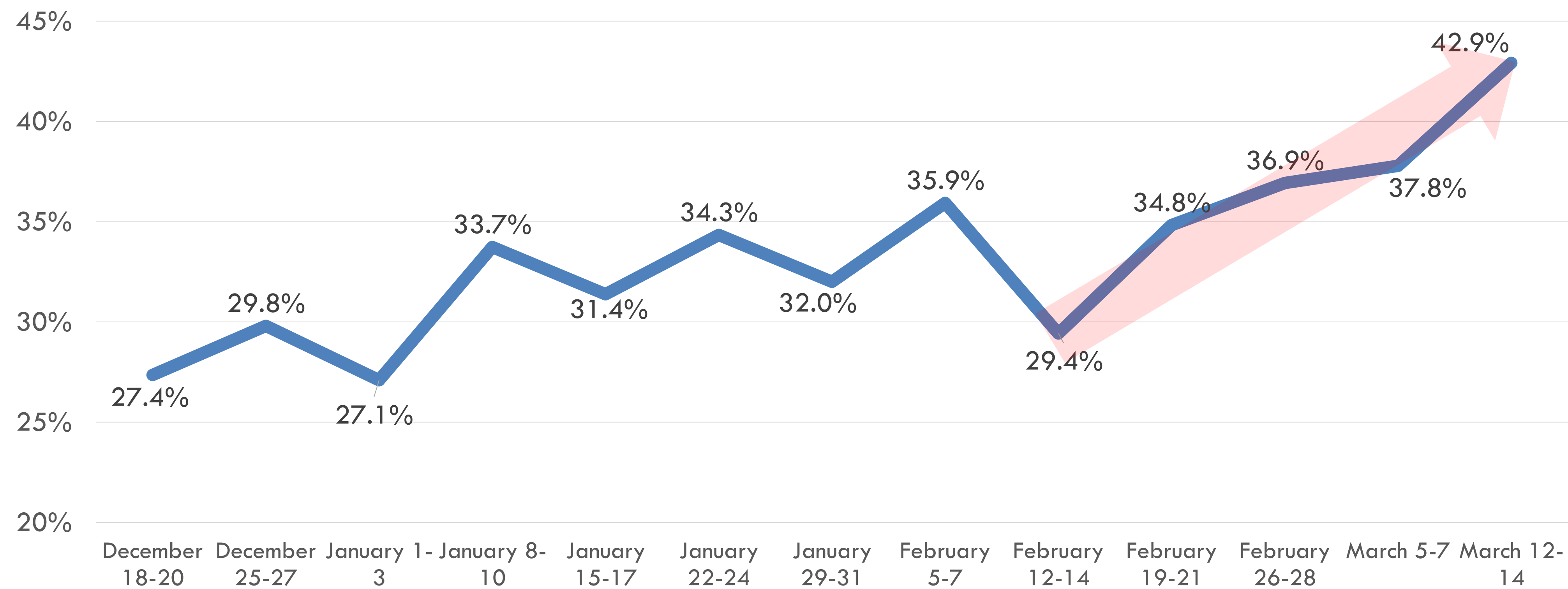
Question: Have you begun planning (or booking) any future travel in anticipation of the COVID-19 vaccine being widely available?
(Select one)



(Base: Wave 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 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)

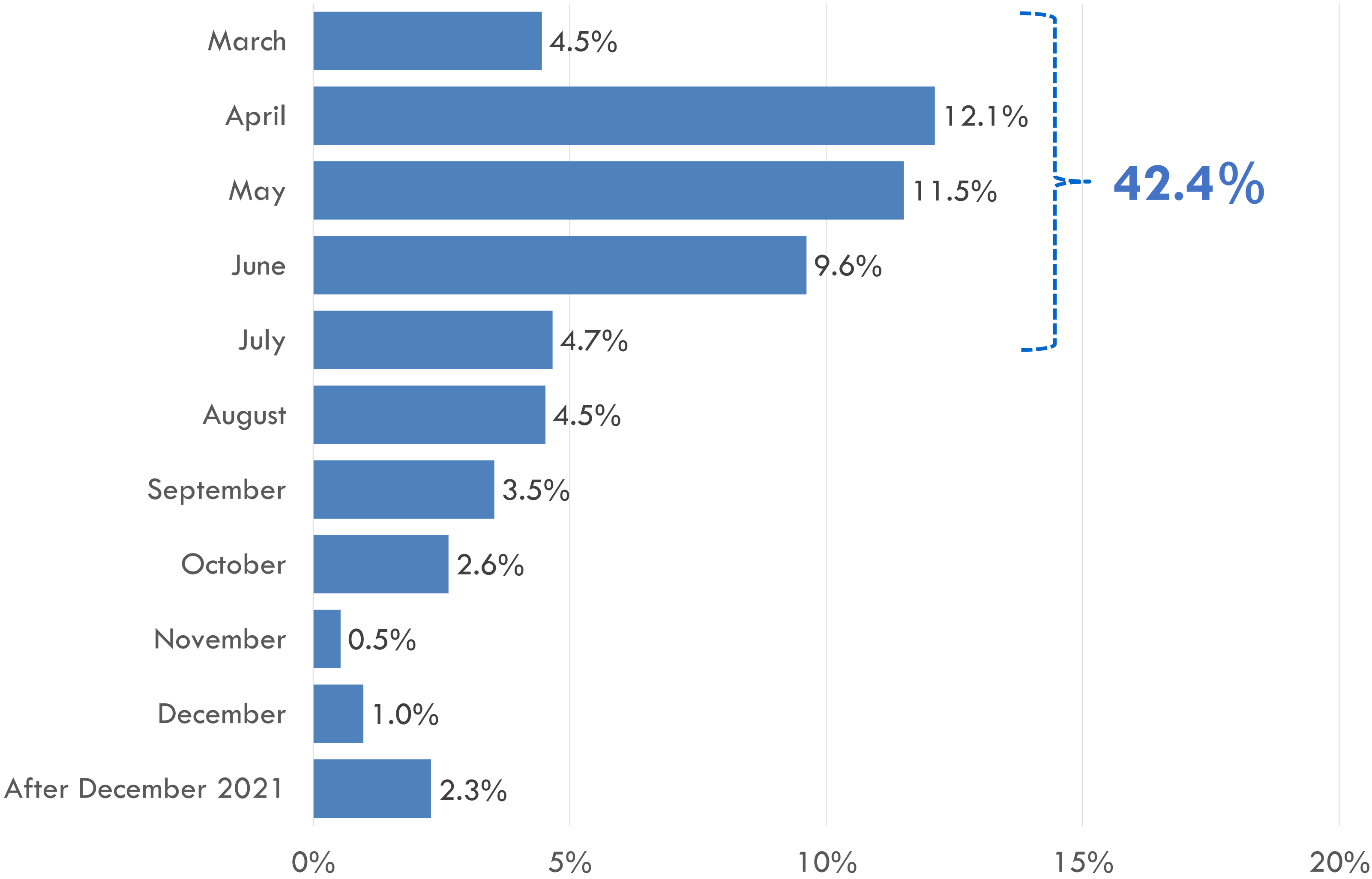


EXPECTED MONTH OF VACCINATION

Question: Given what you know now, in which month do you expect to receive a vaccine? (Select one)

(If you are uncertain, select the month you think it is **MOST LIKELY** you will get a vaccination)

(Base: Wave 53 data. Respondents who have not yet been vaccinated and expect to receive the vaccine, 1,036 completed surveys. Data collected March 12-14, 2021)





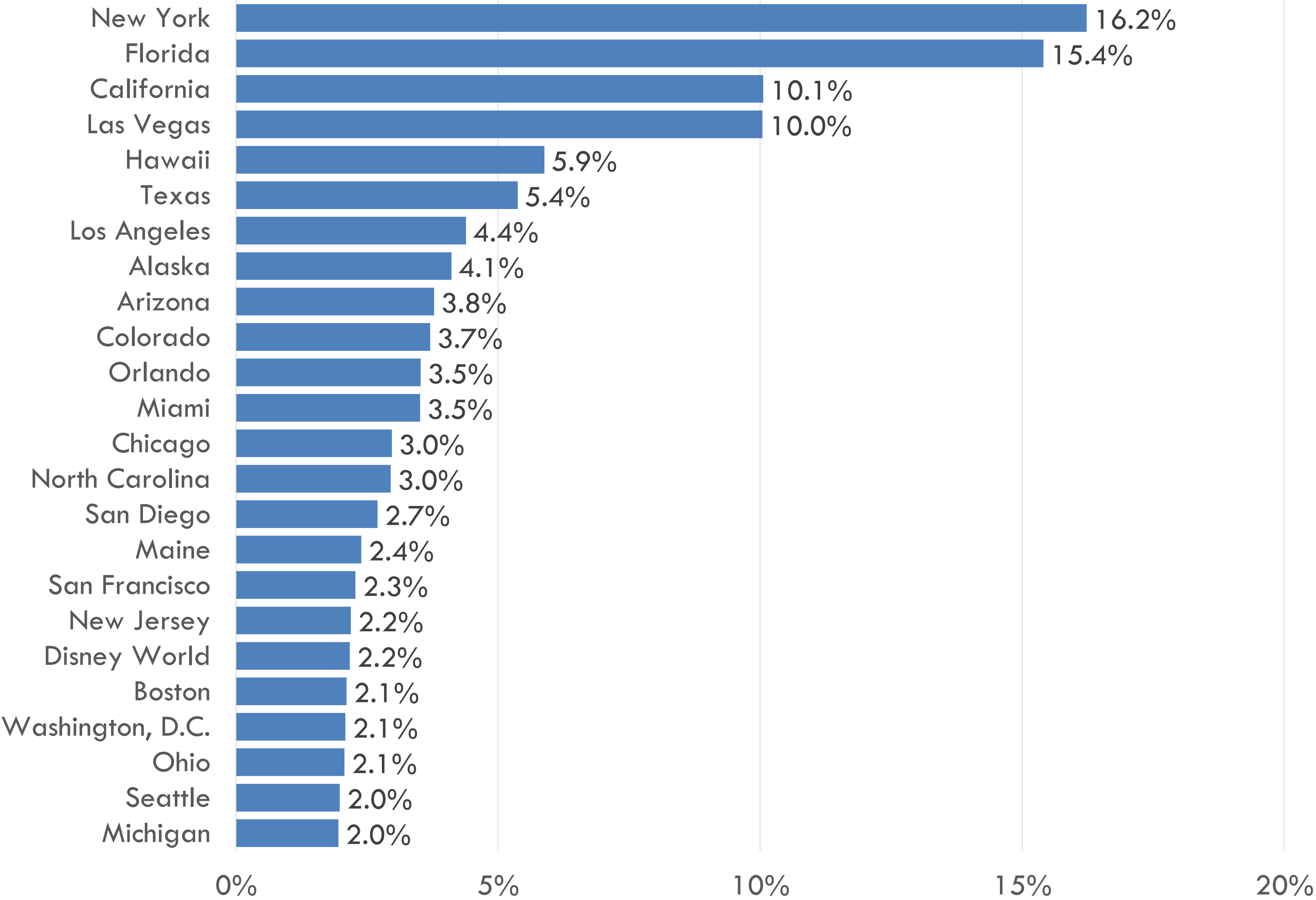
Sporting event, festivals, performing arts, museums and group meetings are likely to lag in performance behind other urban tourism offerings.

MOST DESIRED DOMESTIC DESTINATIONS

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

(Please only include destinations in the United States)

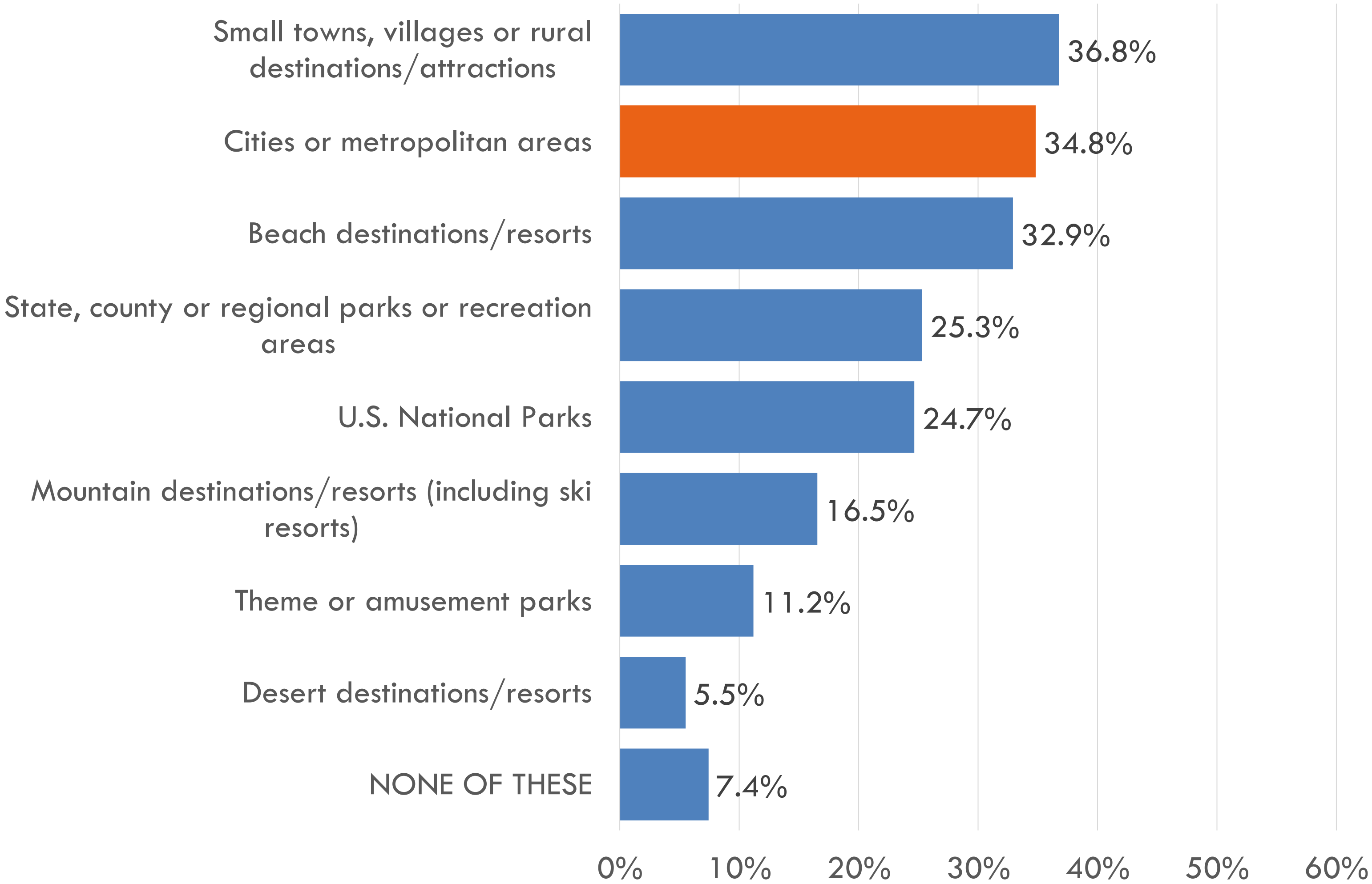
(Base: Waves 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)



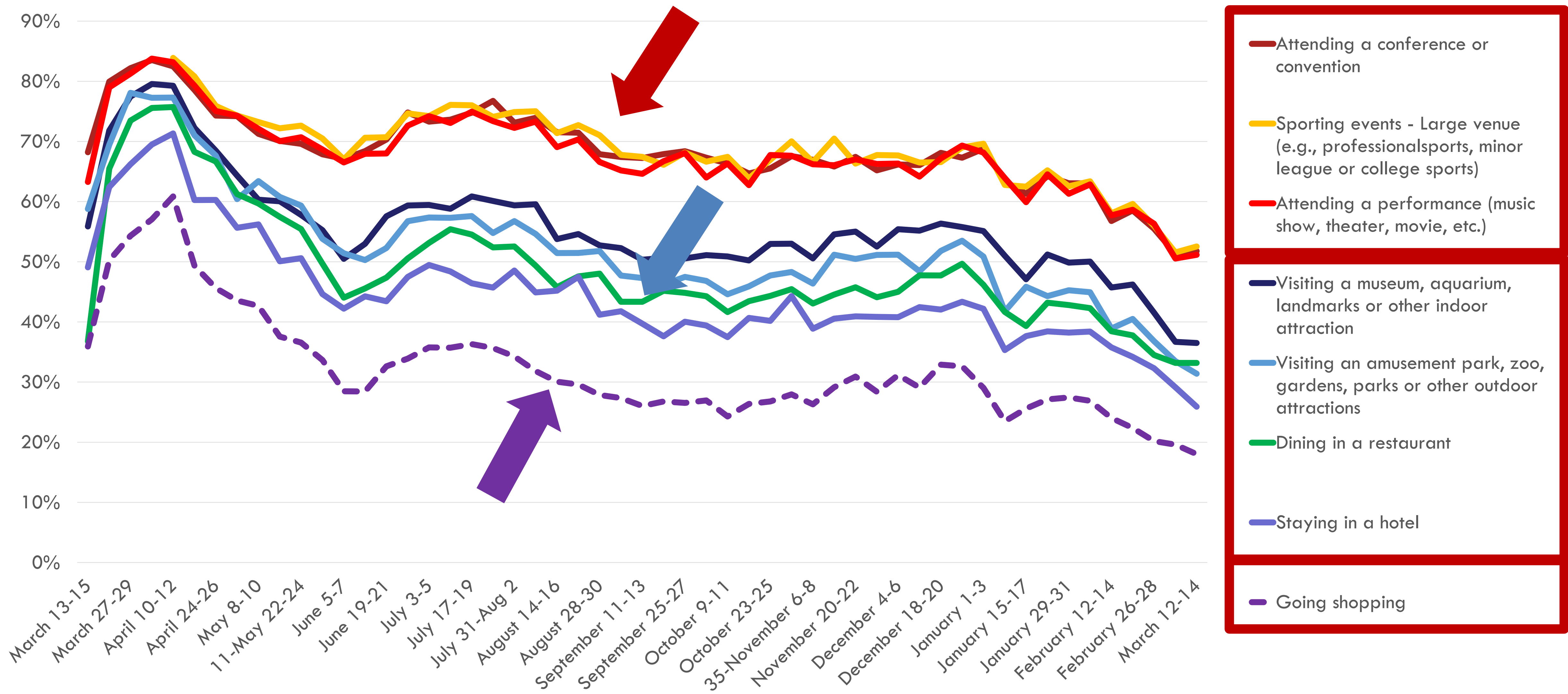
DESTINATION TYPES EXPECTED (NEXT THREE MONTHS)

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

(Base: Waves 53 data. Respondents expecting to travel in the next three months, 751 completed surveys. Data collected March 12-14, 2021)

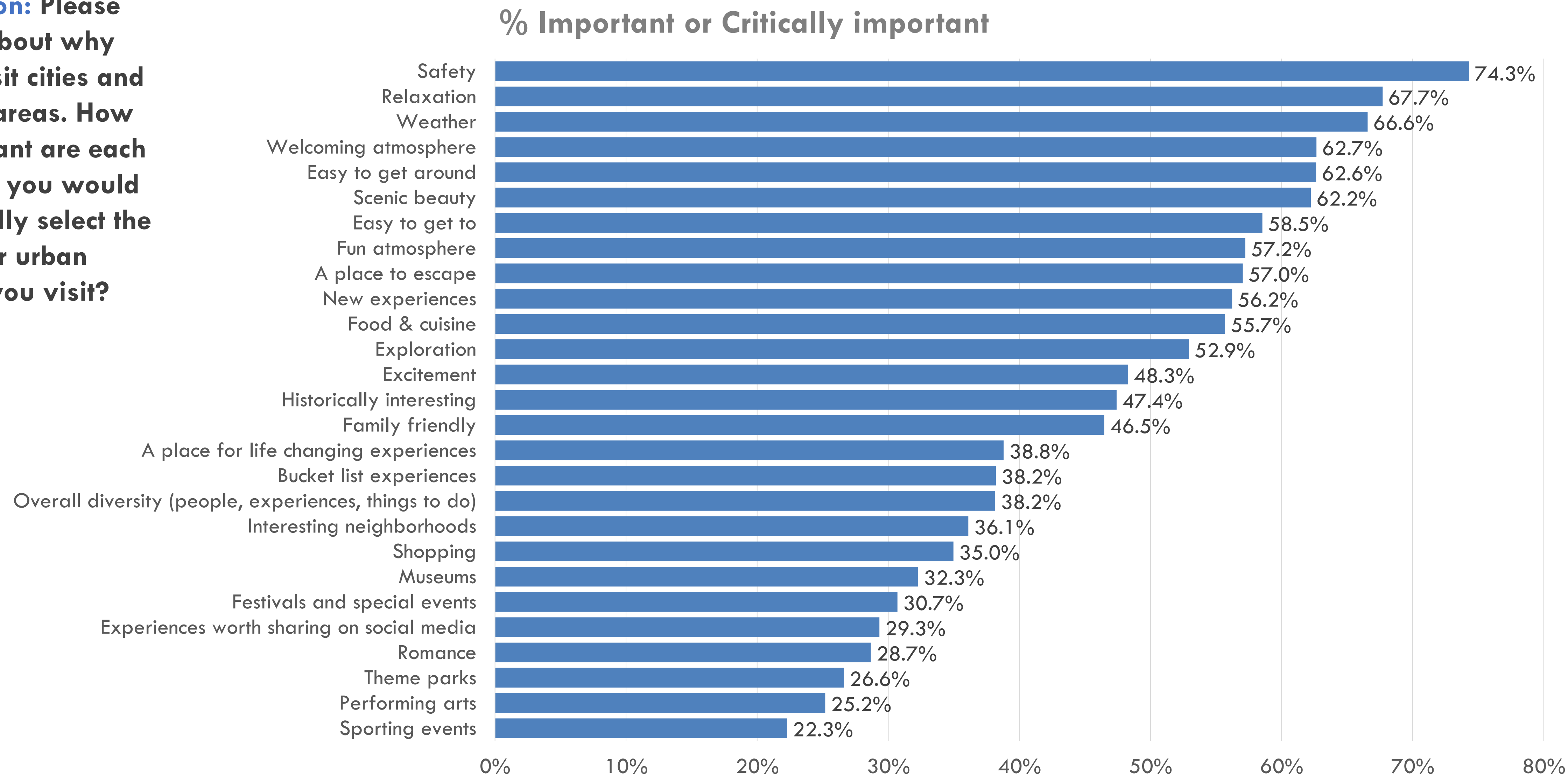


PERCEPTIONS OF SELECTED URBAN TRAVEL ACTIVITIES AS UNSAFE



DESTINATION SELECTION: CITIES AND URBAN AREAS

Question: Please think about why you visit cities and urban areas. How important are each to how you would generally select the cities or urban areas you visit?

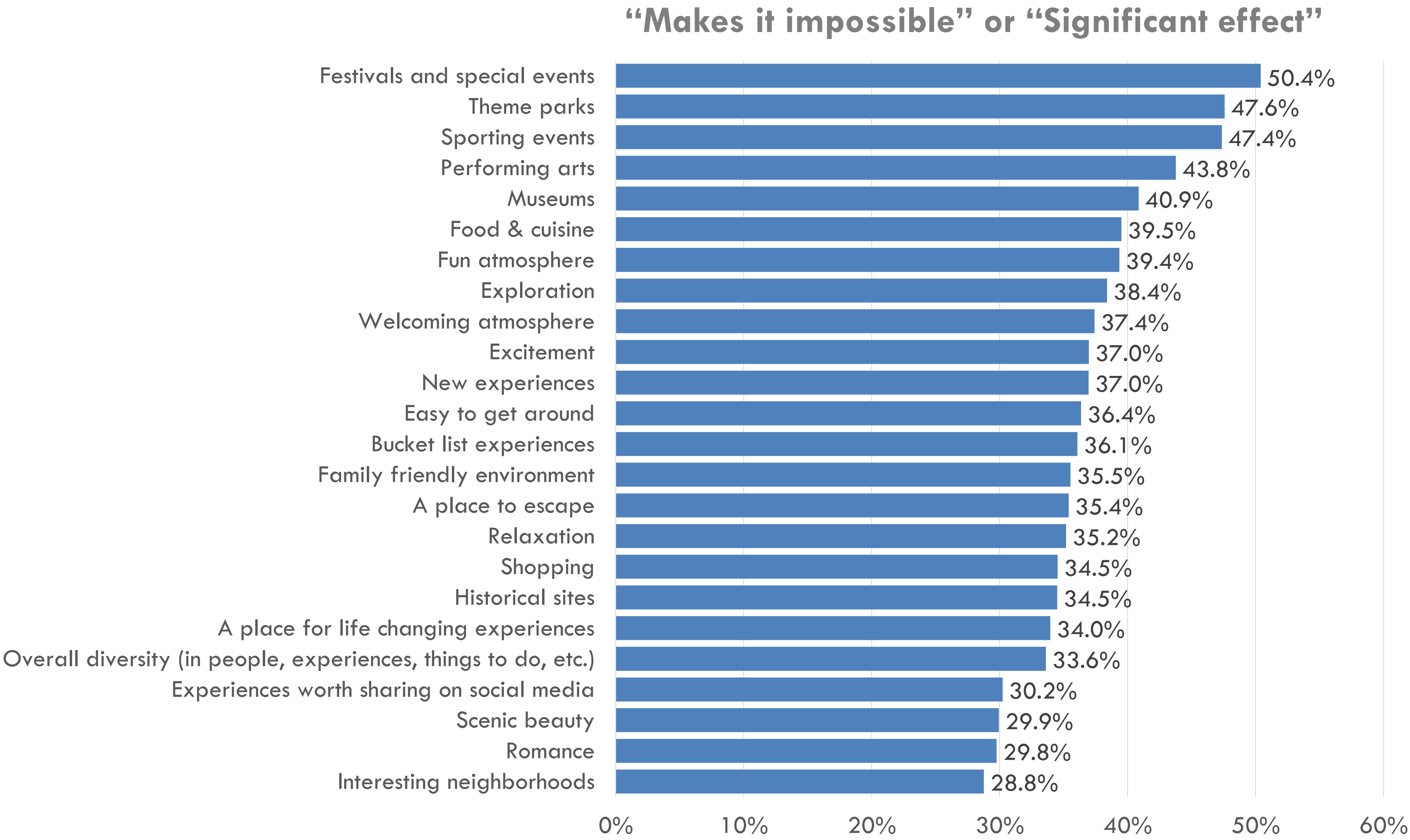


IMPACT OF PANDEMIC ON ABILITY TO ENJOY URBAN EXPERIENCES

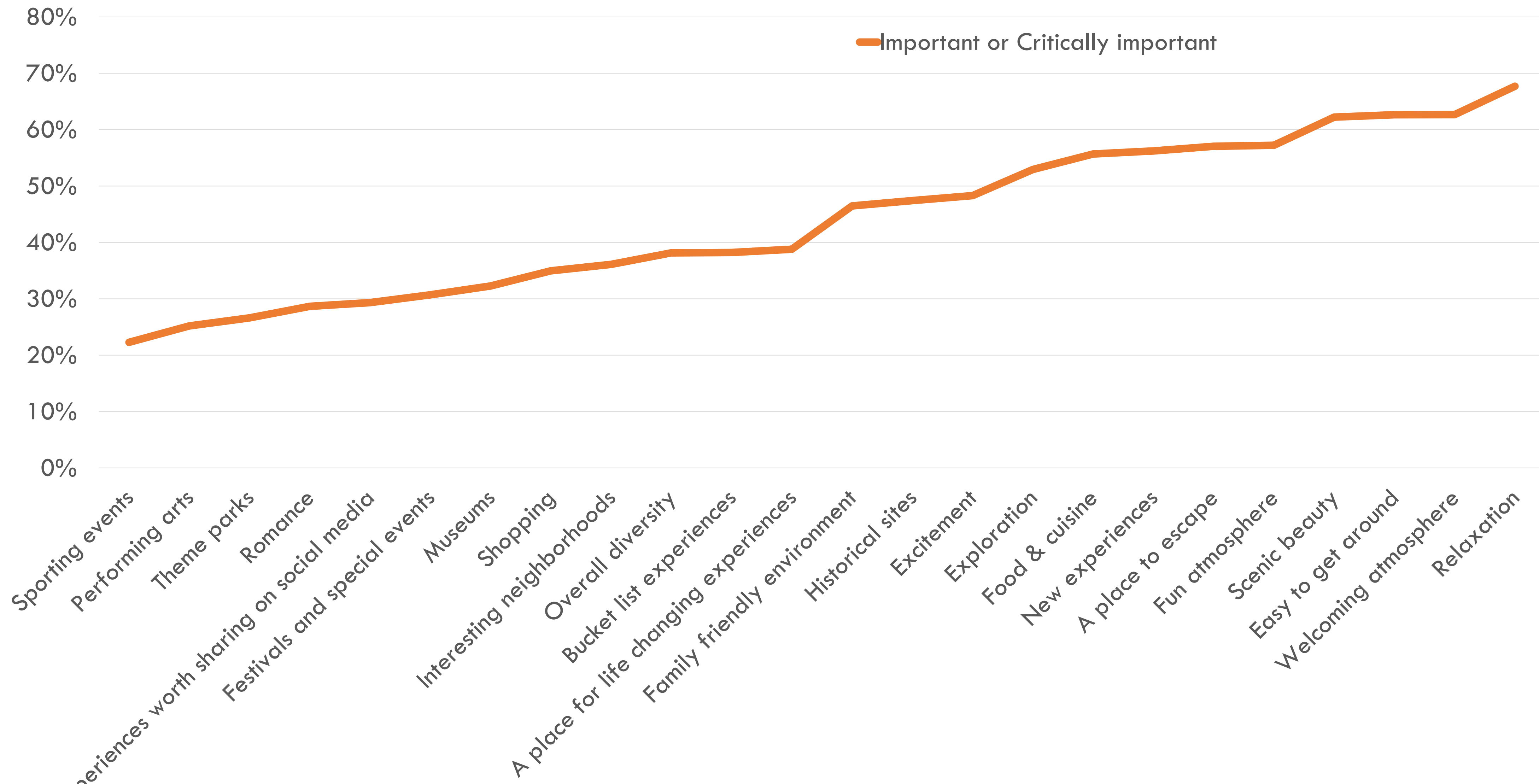
Question: Imagine you were planning a leisure trip in the NEXT SIX (6) MONTHS.

How much of an effect do you feel the Coronavirus situation would have on your ability to enjoy each element of an urban destination?

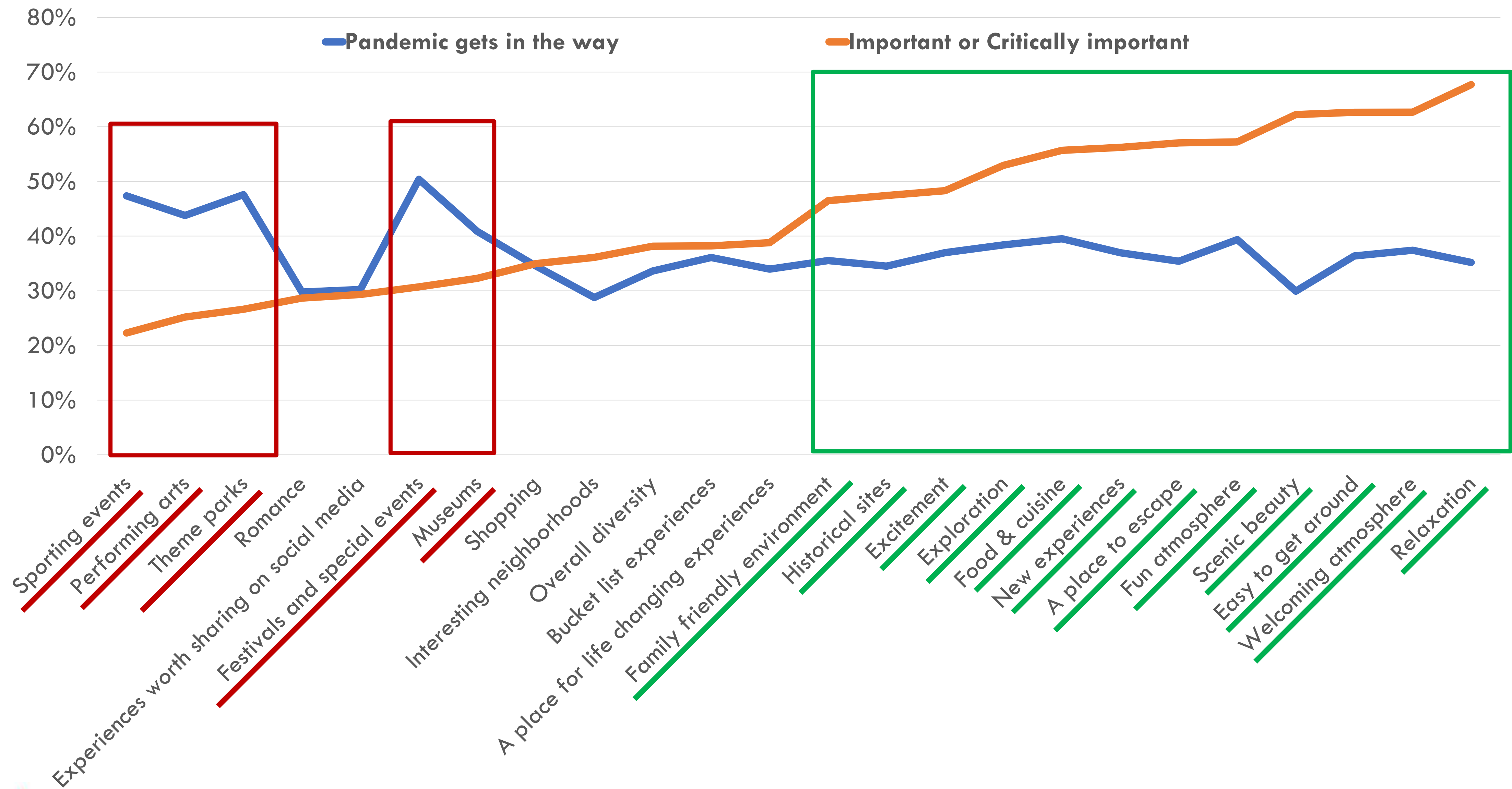
(Base: Waves 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)



IMPACT OF PANDEMIC VERSUS IMPORTANCE



IMPACT OF PANDEMIC VERSUS IMPORTANCE



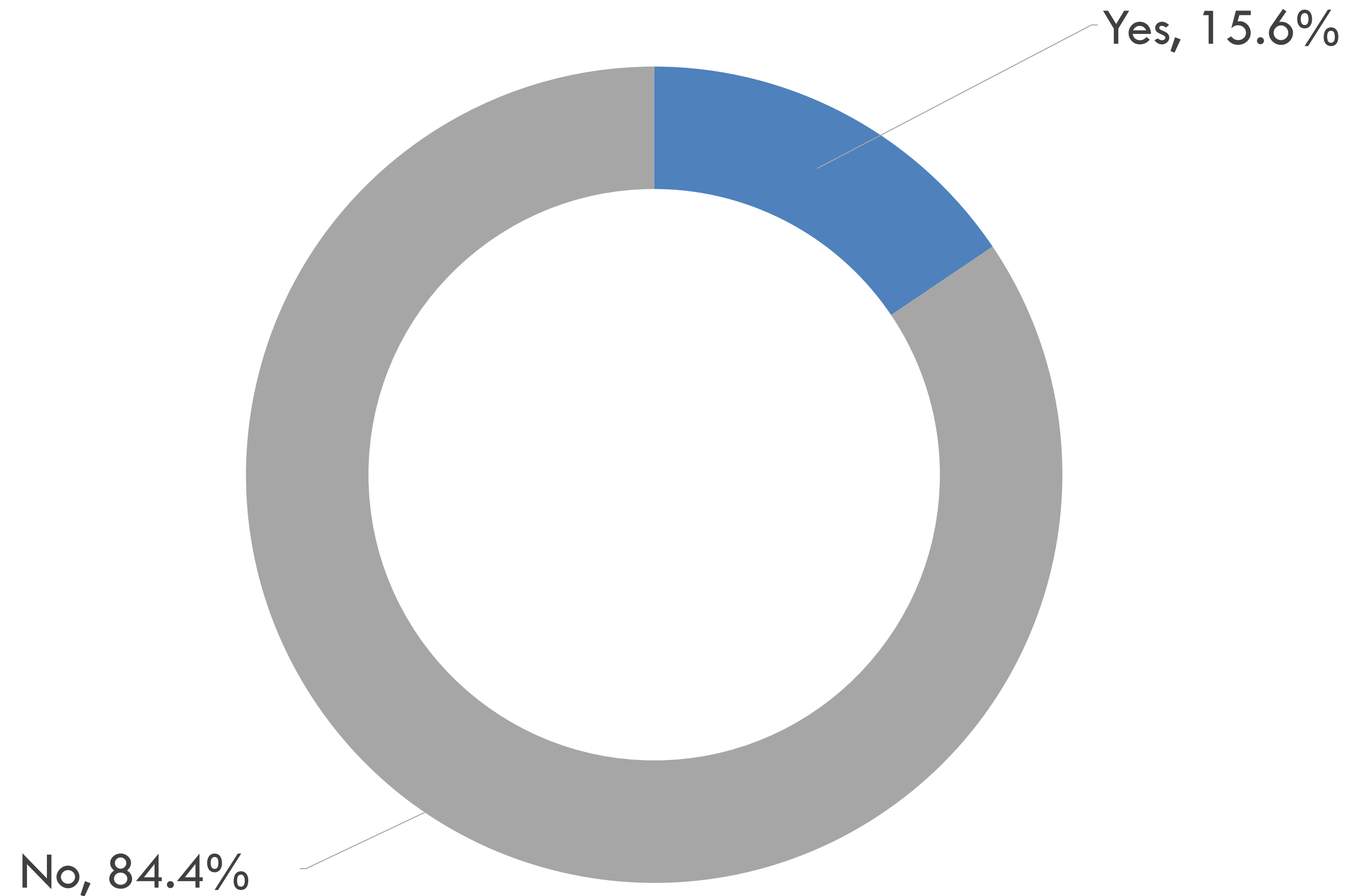


Spring Break is here. About 25% of those traveling are in it for the party; most want to relax and spend time with family.

TRAVEL FOR SPRING BREAK LAST YEAR

Question: Did you travel specifically for Spring Break LAST YEAR (i.e., in 2020)? (Select one)

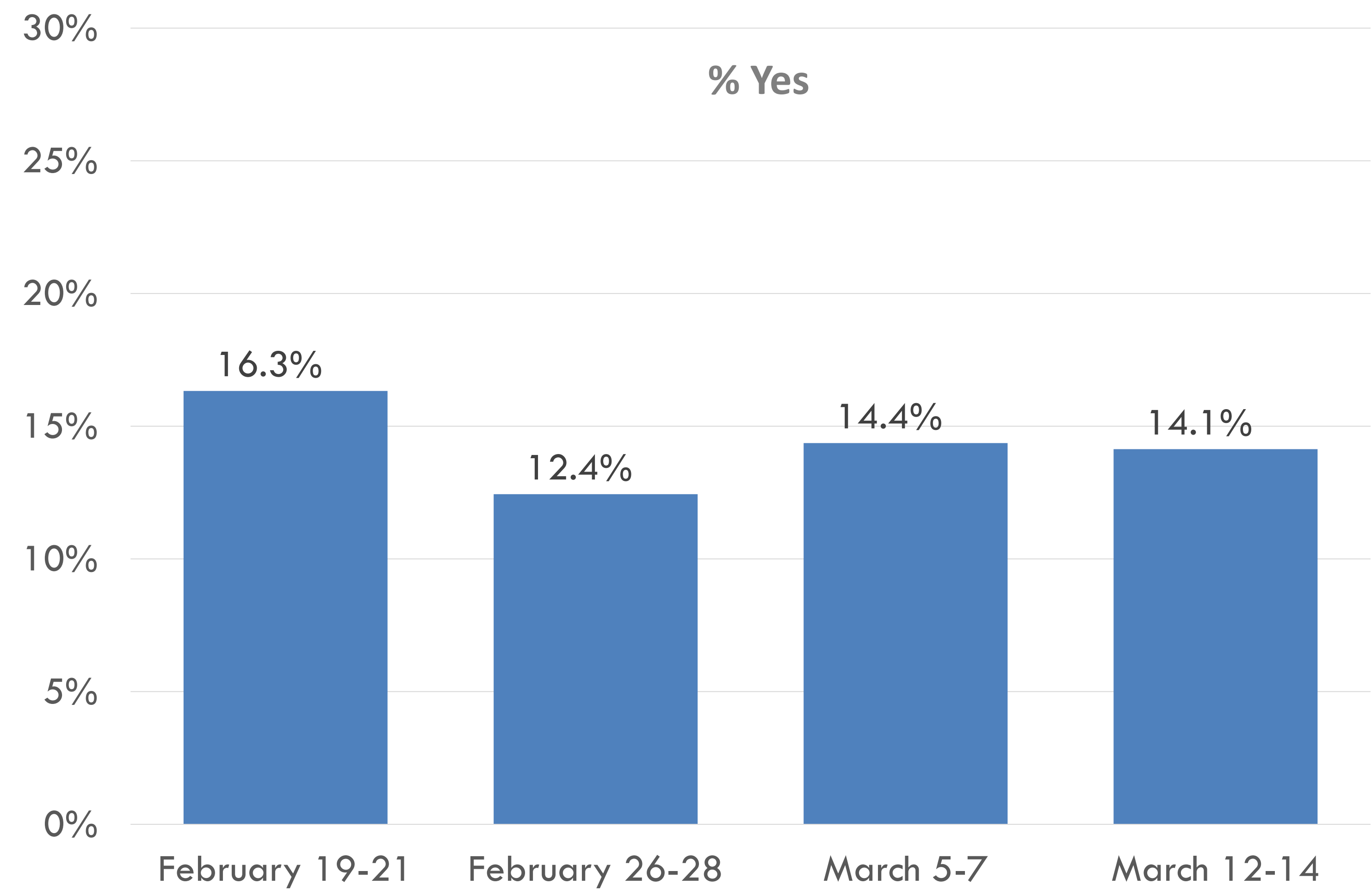
(Base: Waves 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)



PLANS TO TRAVEL FOR SPRING BREAK 2021

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

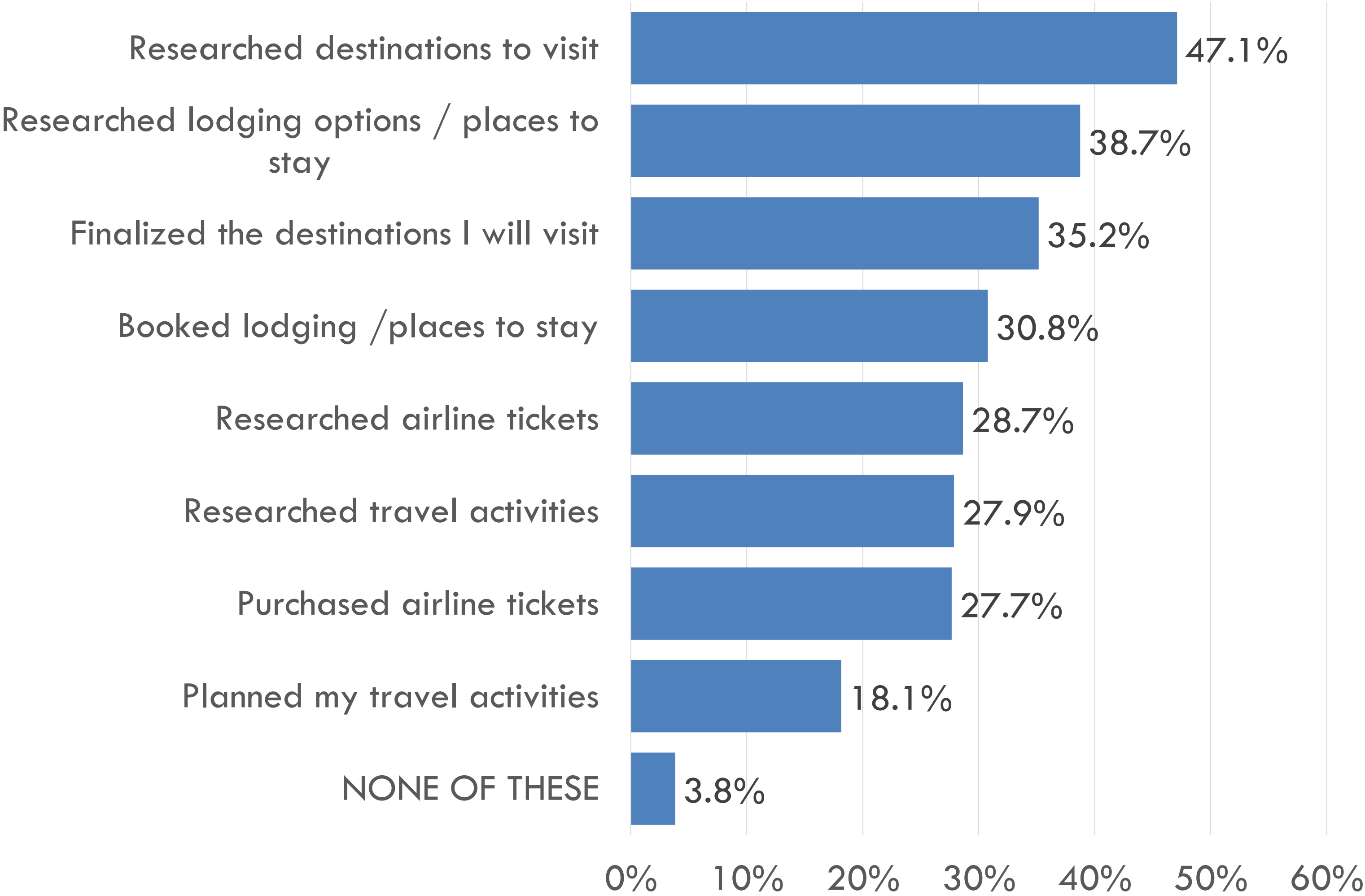
(Base: Waves 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)



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 53 data. Respondents expecting to travel for Spring Break, 157 completed surveys. Data collected March 12-14, 2021)

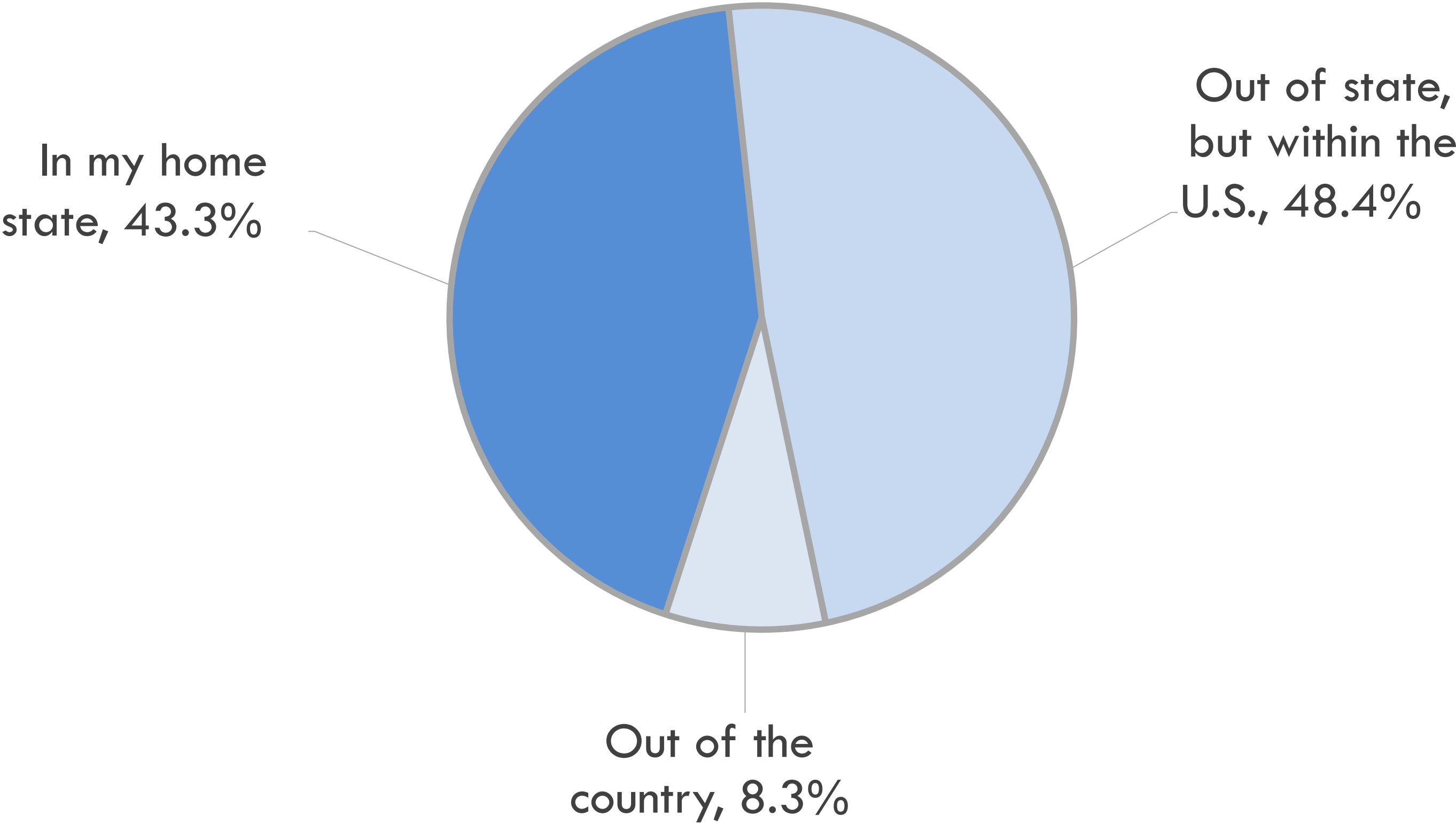


SPRING BREAK: WHERE THEY WILL TRAVEL

Question: Where will you be traveling for this spring break trip?

I will be traveling

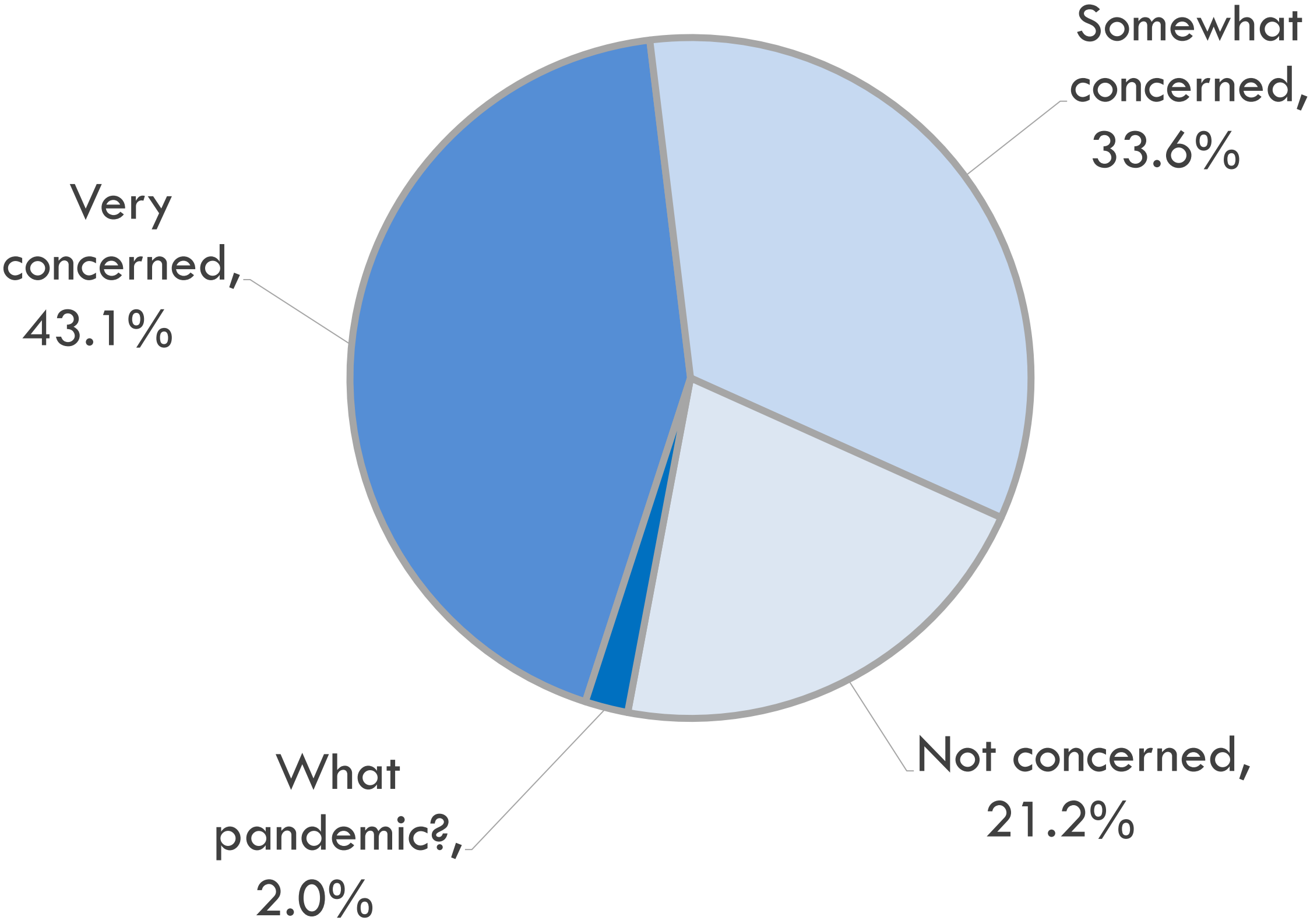
(Base: Waves 53 data. Respondents expecting to travel for Spring Break, 157 completed surveys. Data collected March 12-14, 2021)



SPRING BREAK: COVID CONCERNS

Question: How concerned are you about the potential to contract COVID-19 on this trip? (Select one)

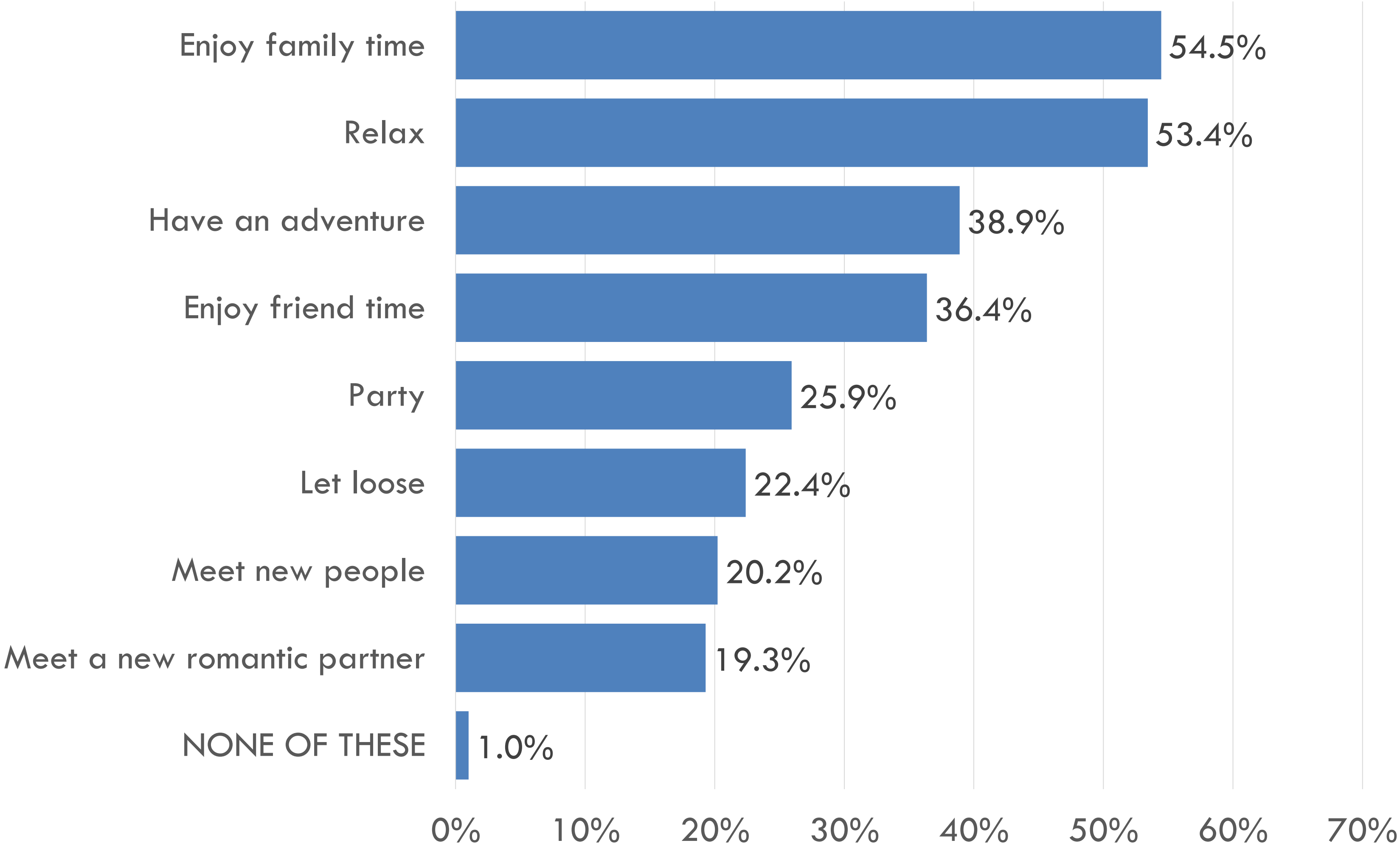
(Base: Waves 53 data. Respondents expecting to travel for Spring Break, 157 completed surveys. Data collected March 12-14, 2021)



SPRING BREAK: TRAVEL OBJECTIVES

Question: Which of these do you hope to do on your spring break trip? (Select all that apply)

(Base: Waves 53 data. Respondents expecting to travel for Spring Break, 157 completed surveys. Data collected March 12-14, 2021)



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

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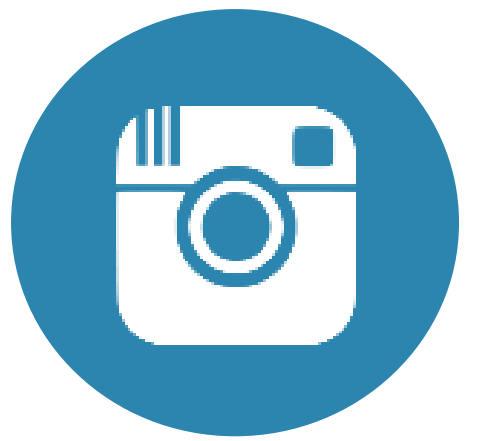
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