



# CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

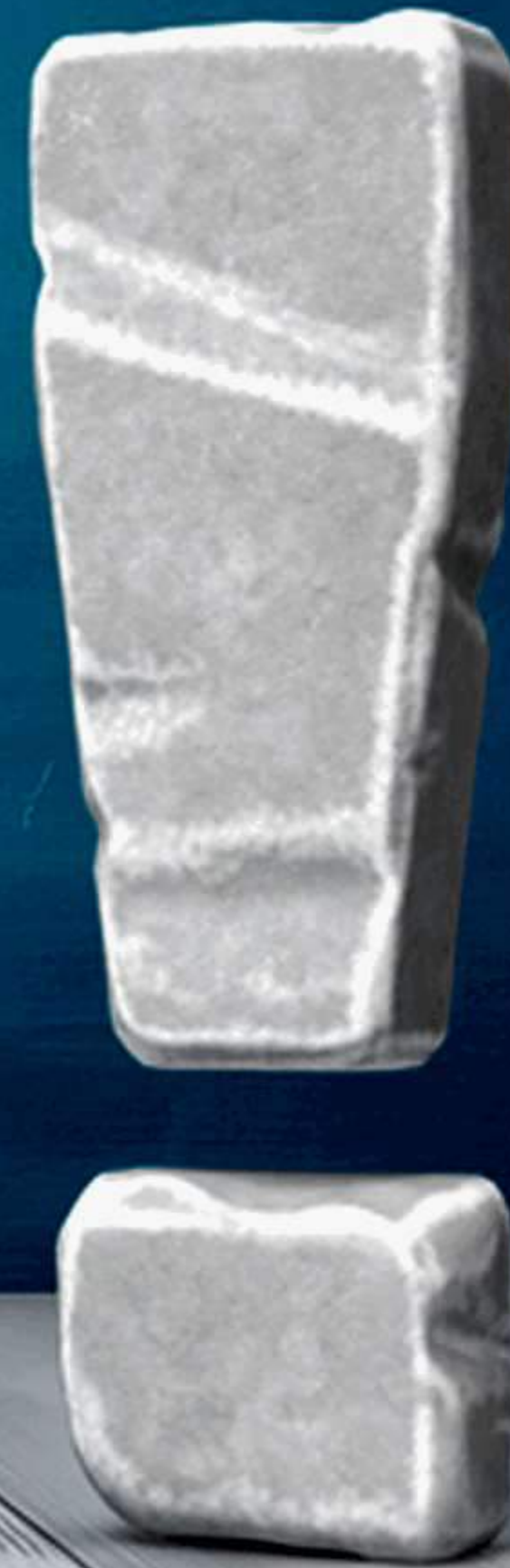
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*Presentation of Findings*  
*April 13, 2021*

Destination  Analysts

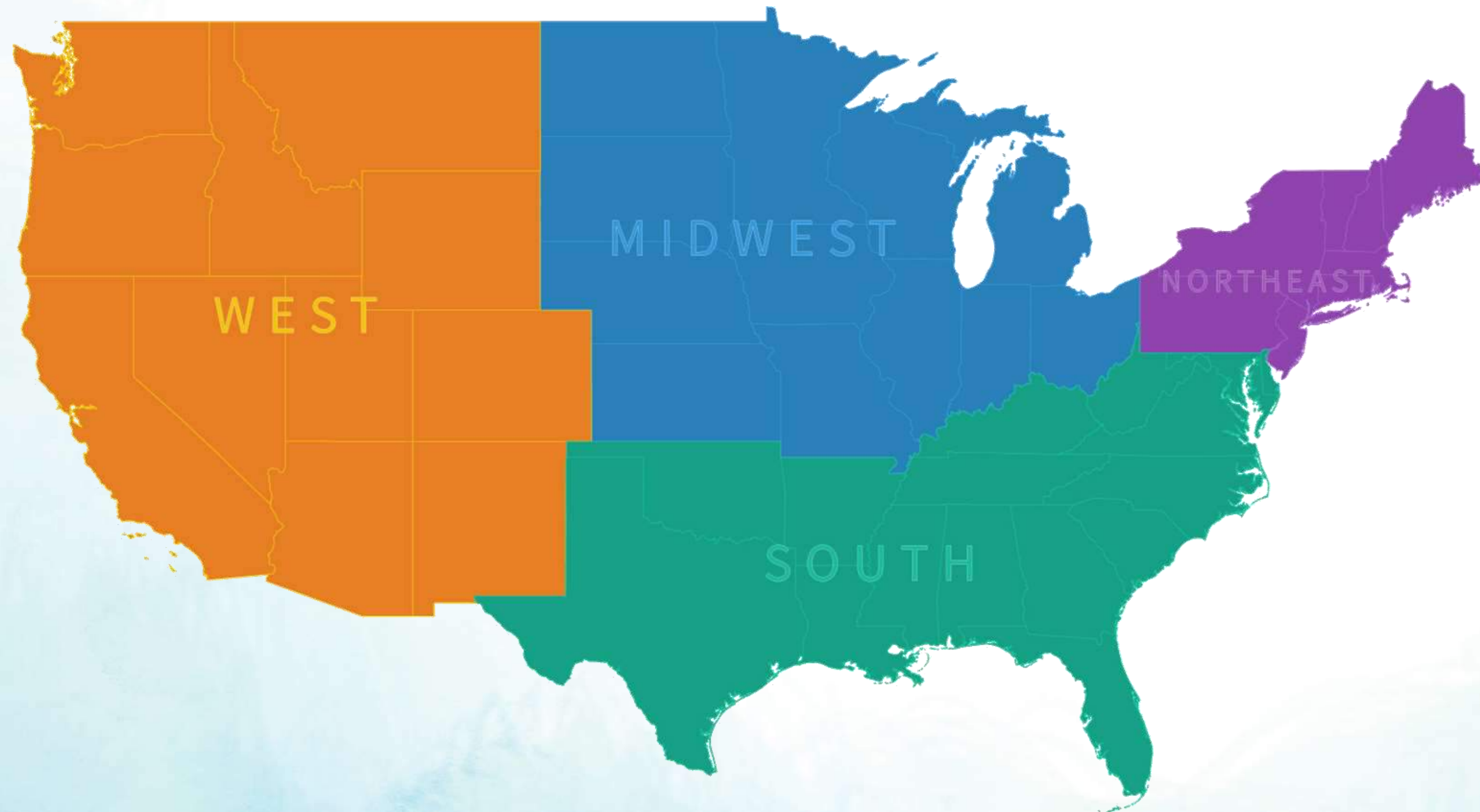


# Independent, Unbiased Research





# METHODOLOGY



- **Weekly tracking survey of a representative sample of adult American travelers in each of four U.S. regions**
- **Designed to track traveler sentiment and generate insights into when tourism businesses can expect demand to return and from whom**
- **Week 57 data (fielded April 9-11) will be presented today**
- **1,200+ fully completed surveys collected each wave**
- **Confidence interval of  $\pm 2.8\%$**
- **Data is weighted to reflect the actual population of each region**







# COVID-19 Vaccinations in the United States

## Total Vaccine Doses

Delivered 237,791,735

Administered 183,467,709

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

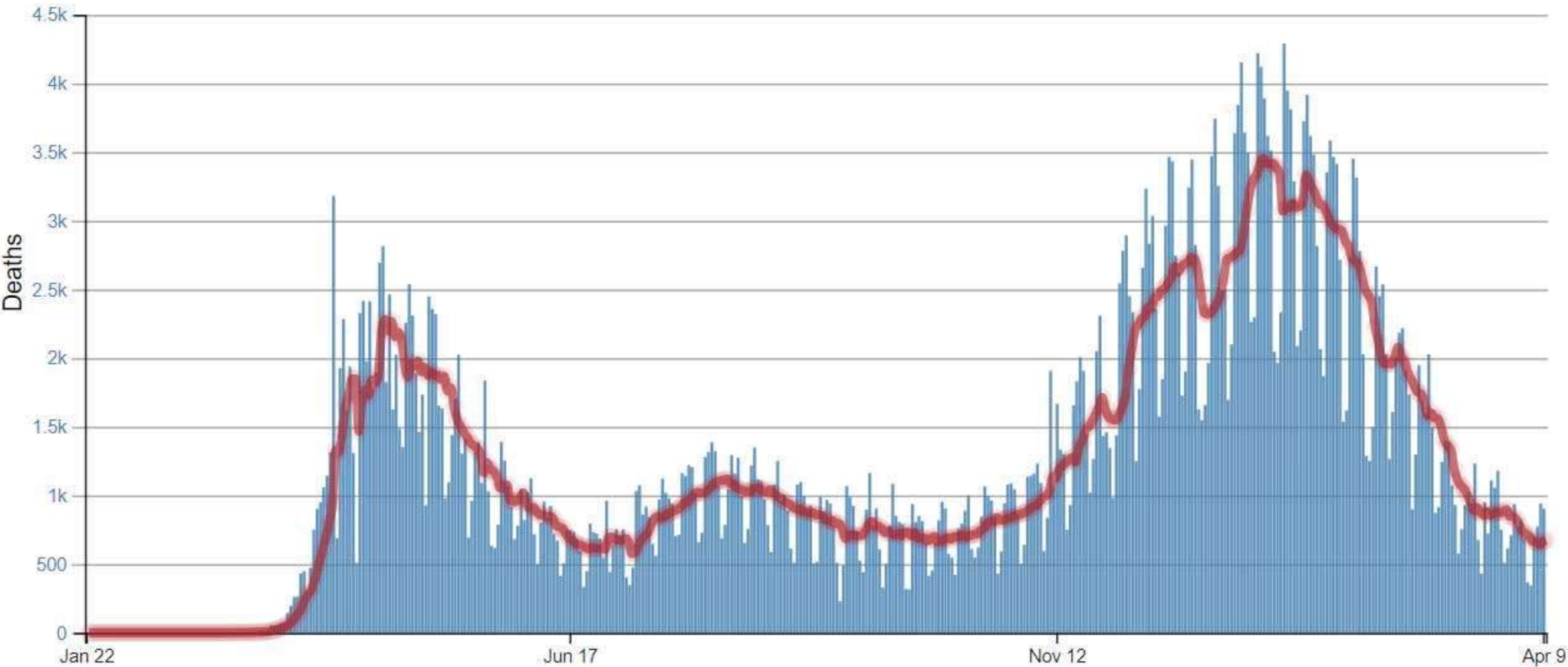
People Vaccinated	At Least One Dose	Fully Vaccinated
Total	117,142,879	70,692,645
% of Total Population	35.3%	21.3%
Population ≥ 18 Years of Age	116,386,090	70,520,980
% of Population ≥ 18 Years of Age	45.1%	27.3%
Population ≥ 65 Years of Age	42,723,587	33,145,171
% of Population ≥ 65 Years of Age	78.1%	60.6%



# United States COVID-19 Cases and Deaths by State



Daily Trends in Number of COVID-19 Deaths in the United States Reported to CDC





## Covid-19 hospitalizations among younger people are rising in the US -- especially in one region

By Christina Maxouris, CNN

Updated 6:35 AM ET, Sun April 11, 2021

**(CNN)** — The US just hit a record high of about 4.6 million doses of Covid-19 vaccines reported administered in one day, according to data published Saturday by the Centers for Disease Control and Prevention.

"Amazing Saturday! +4.63M doses administered over total yesterday, a new record," Dr. Cyrus Shahpar, the Covid-19 data director at the White House, wrote on [Twitter](#). "More than 500K higher [than old record last Saturday](#). Incredible number of doses administered."

The new record is great news -- but it comes at a complicated time in the pandemic for the US.



**Related Article:** How to speak to someone who's hesitant to get vaccinated

While Covid-19 vaccination numbers climb across the country, [Covid-19 cases](#) and hospitalizations are also on the rise, fueled by the B.1.1.7 variant, [which is now the dominant strain in the US](#). Experts say the variant is more contagious, may cause more severe

3 hr ago

## Covid-19 vaccine supply could outstrip demand as soon as 3 weeks from now, Gottlieb warns

From CNN's Naomi Thomas

Dr. Scott Gottlieb, former commissioner of the US Food and Drug Administration and a current board member at Pfizer, said on "Face the Nation" Sunday that he sees the Covid-19 vaccine supply in the US outstripping demand as soon as three weeks from now.

"We're going to be in a situation – probably as early as three weeks from now – where supply outstrips demand," Gottlieb told CBS. "I think a lot of states are going to see themselves with excess supply and excess appointments, so it's going to be a shame to look back, and in retrospect realize, that we probably should have put more vaccine into some of these hotspots to snuff them out earlier."

Gottlieb also said the US needs to get into the habit of surging Covid-19 resources into hotspots.

Gottlieb said the pandemic needs to be thought about differently. He spoke about planning for past pandemics, such as flu, saying surging resources into hotspots has always been contemplated.

"They never perceived that there was going to be a confluent national epidemic, but there were going to be localized outbreaks," Gottlieb said. "That, in fact, is likely what we're going to see going forward. We're not going to see a confluent epidemic, but we'll see these hotspots, so we need to get in the habit of trying to surge resources into those hotspots to put out those fires of spread."



# TAKEAWAYS

1

Negative movements in many sentiment metrics were recorded this week.

2

More than half of travelers say they have now received a vaccine. Only 65 percent say they will definitely get one.

3

Almost half of travelers are waiting longer than normal to book this year. Print/video resources have become more valued for inspiration as the pandemic has advanced.

4

Traveler feelings about group meetings have improved but continue to be problematic. Most travelers still prefer virtual events to in-person ones.

5

This week, our predictive indices gave back some of their recently gains. Certain outdoor travel aficionados show the highest potential amongst passion groups measured.





**Negative movements in many sentiment metrics were recorded this week.**

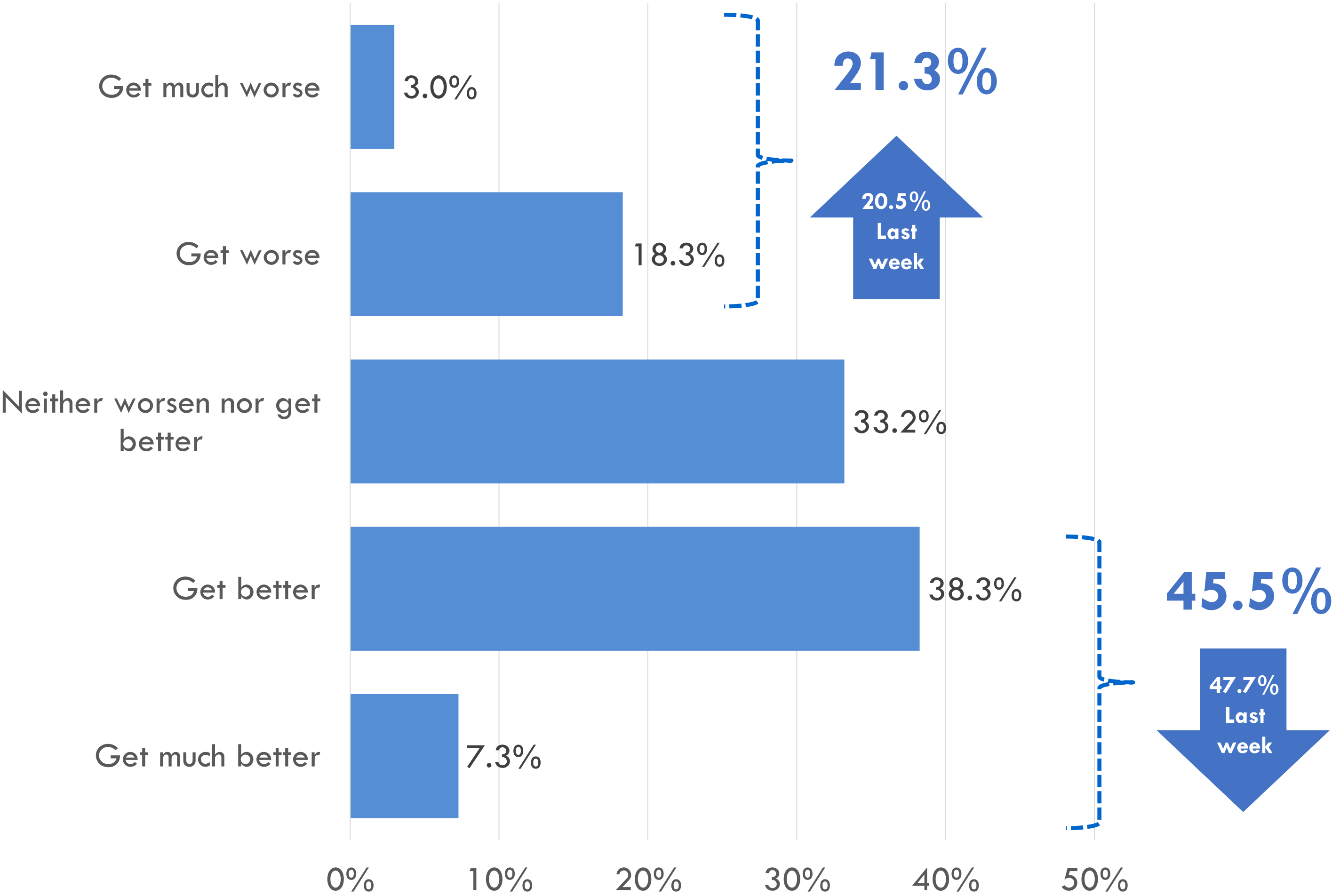


# EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

**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 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)

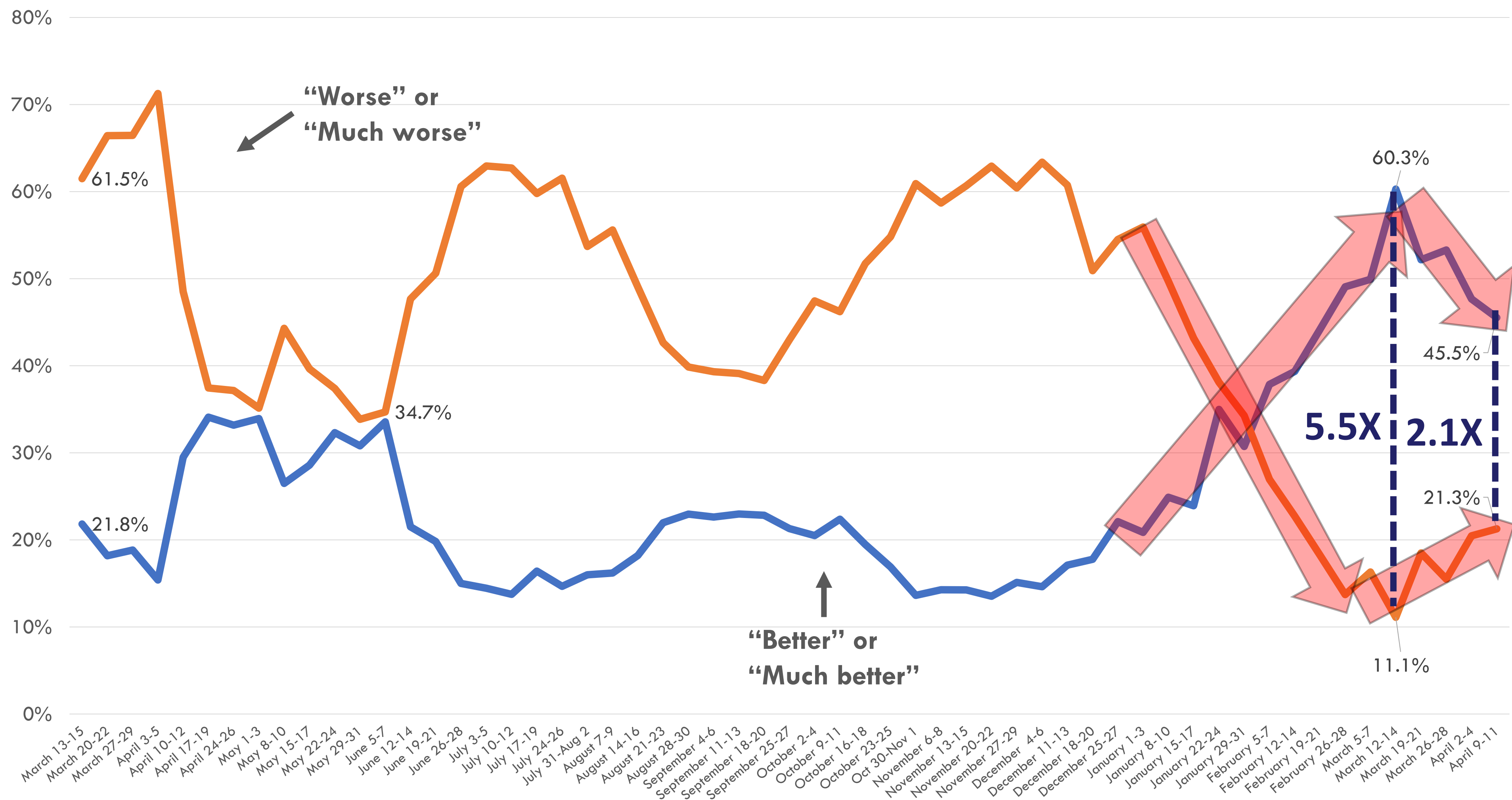




# EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-57)

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

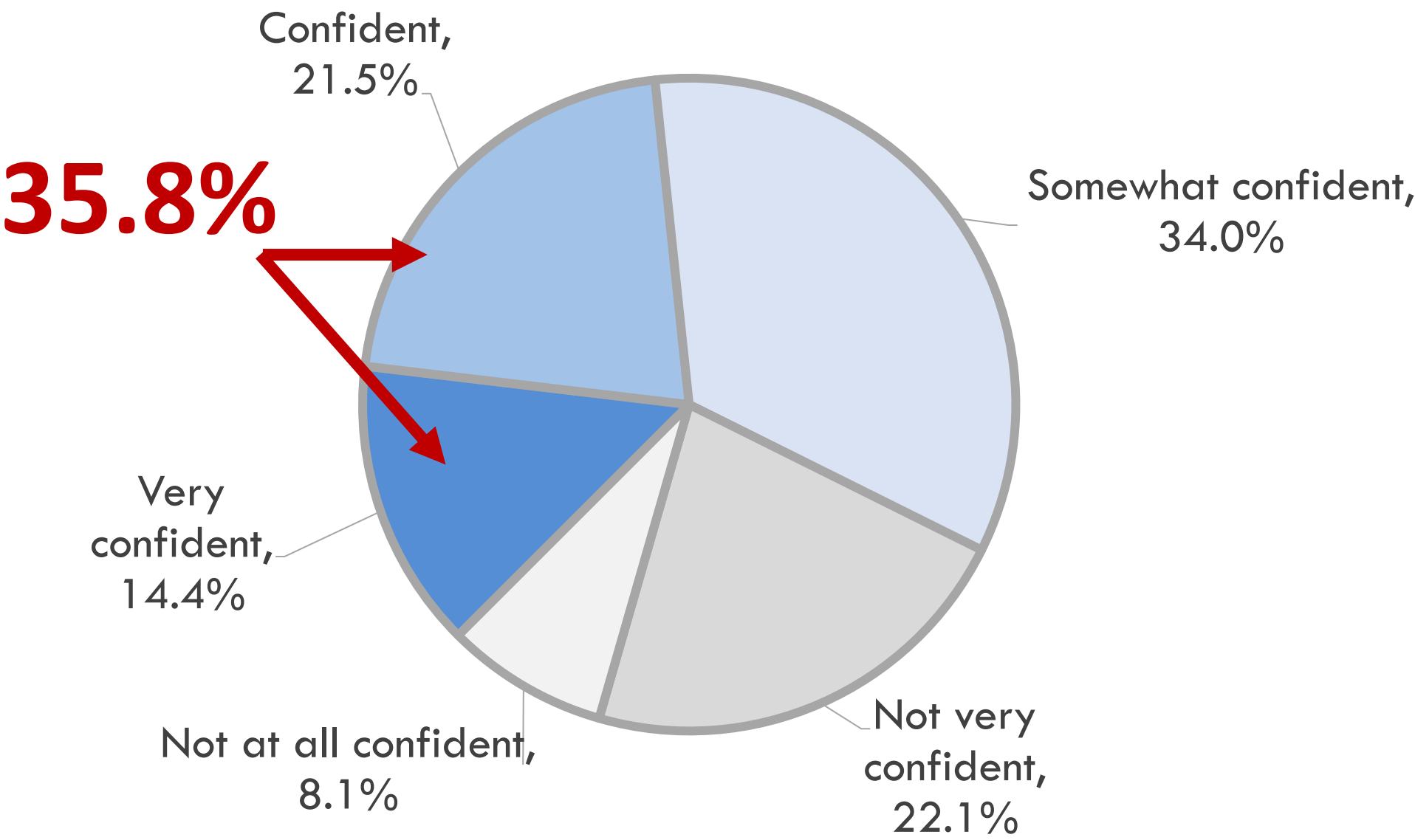
In the next month the coronavirus situation will



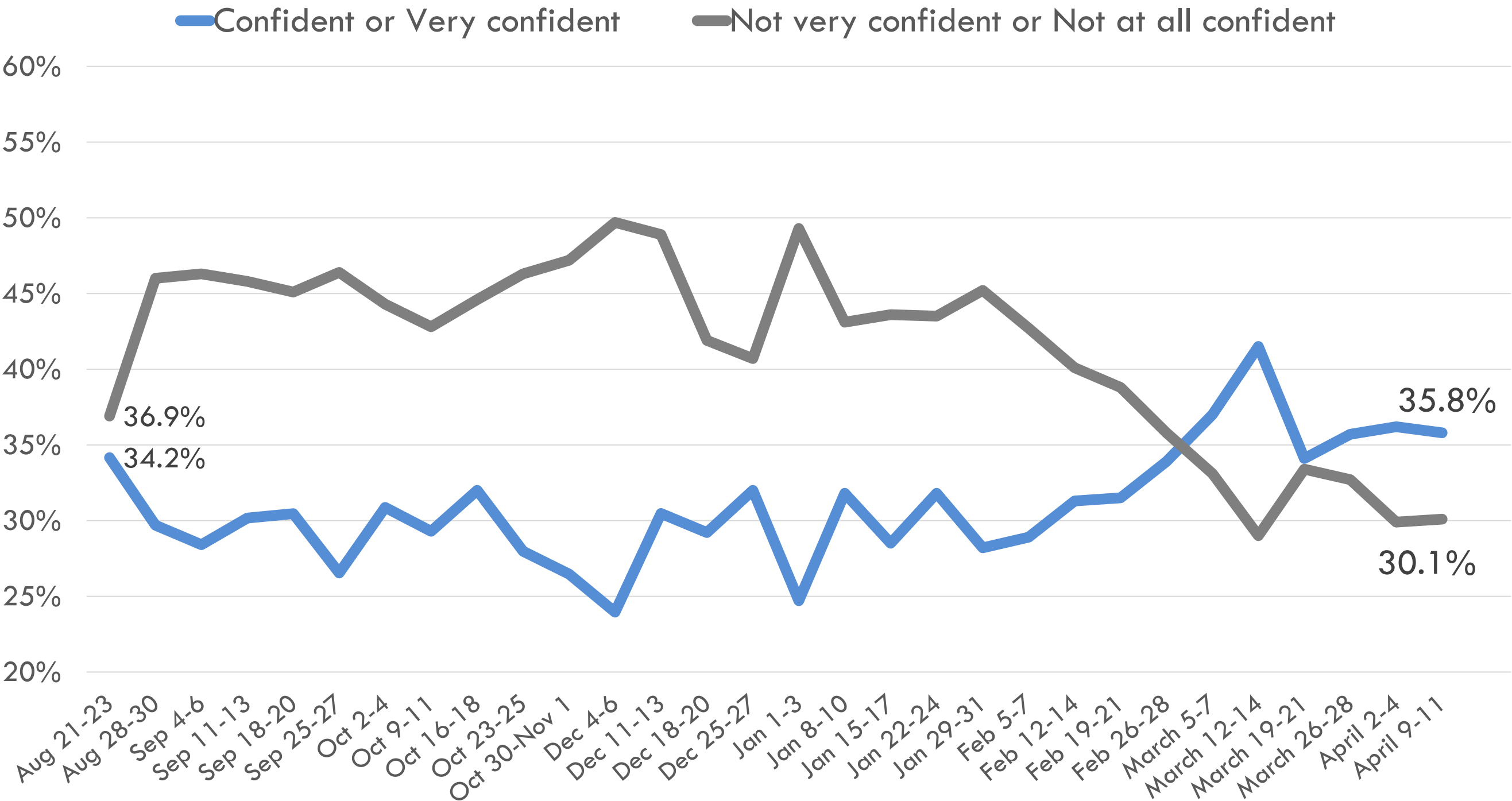


# CONFIDENCE IN ABILITY TO TRAVEL SAFELY

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

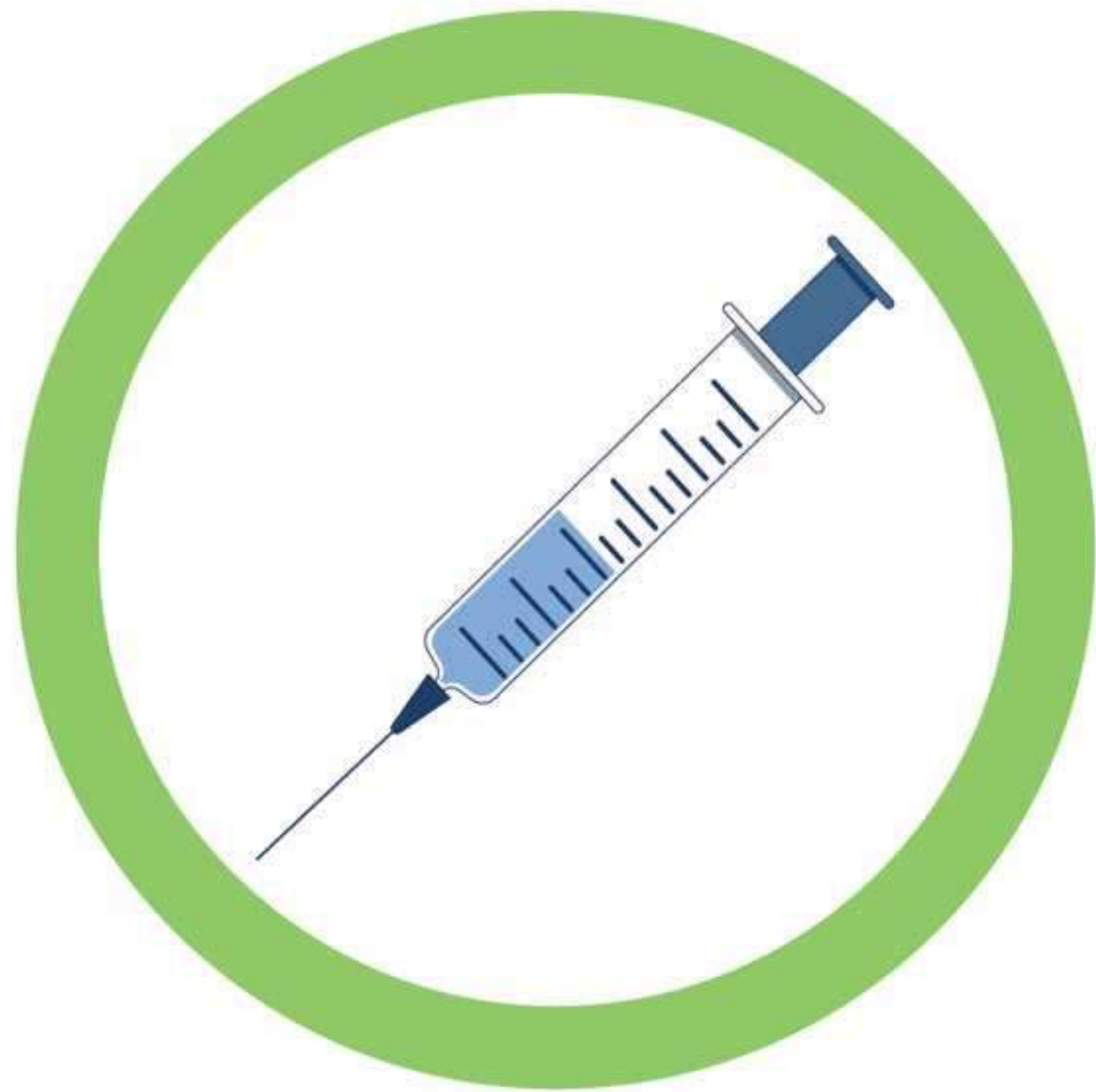


Historical data





***Vaccinated:***



**VS.**

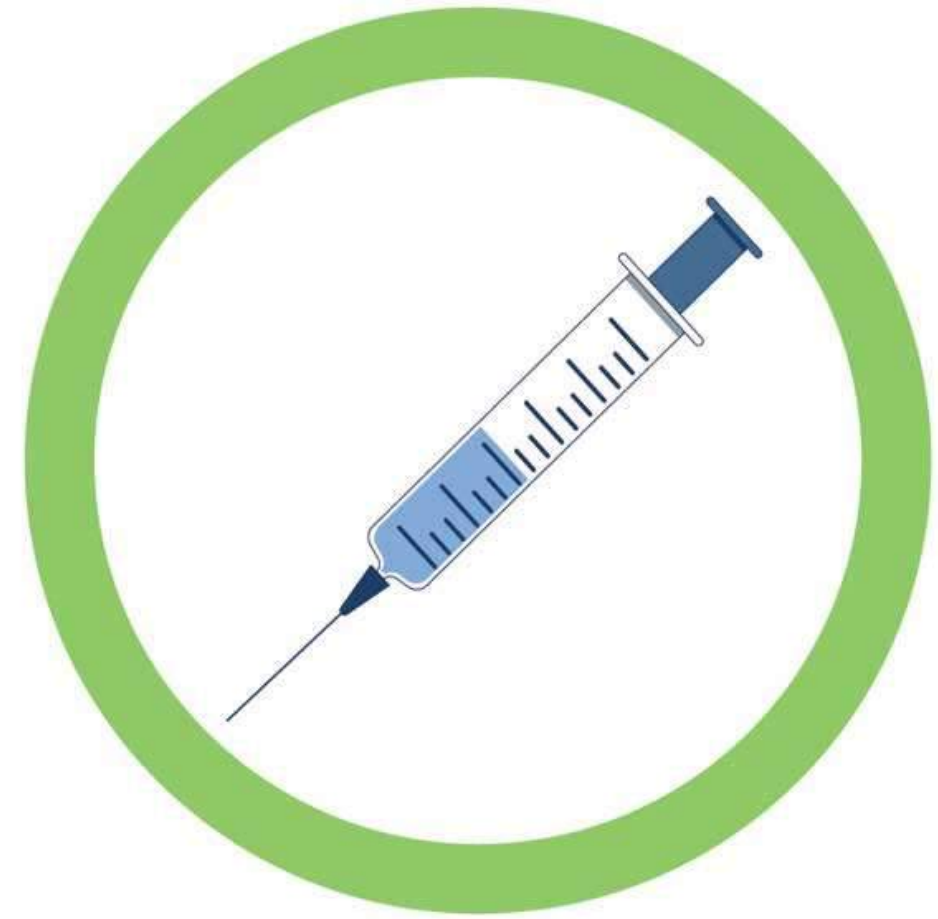
***Not vaccinated:***





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

**Vaccinated:**



36.1%

**Not vaccinated:**



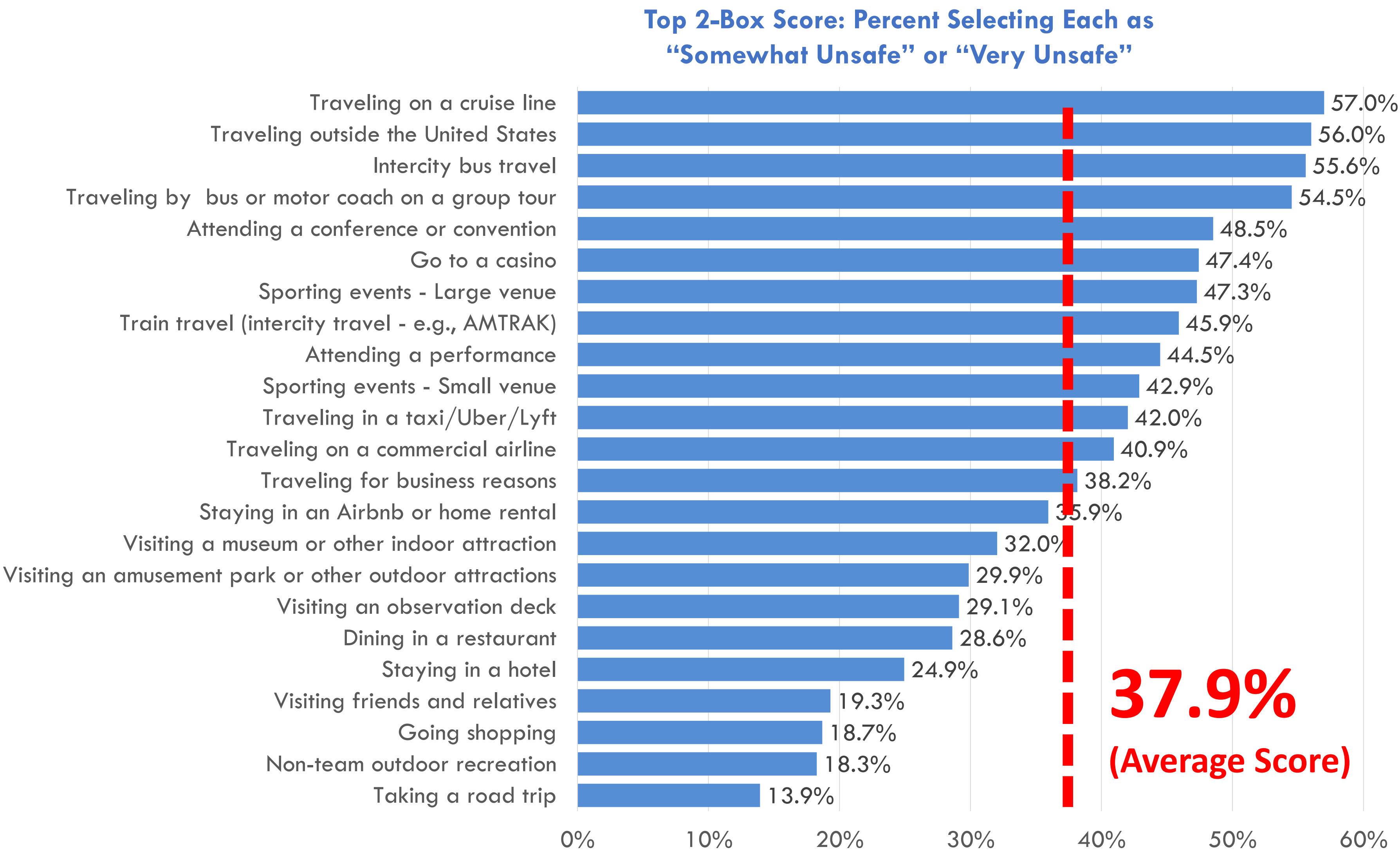
35.5%



# PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 57)

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

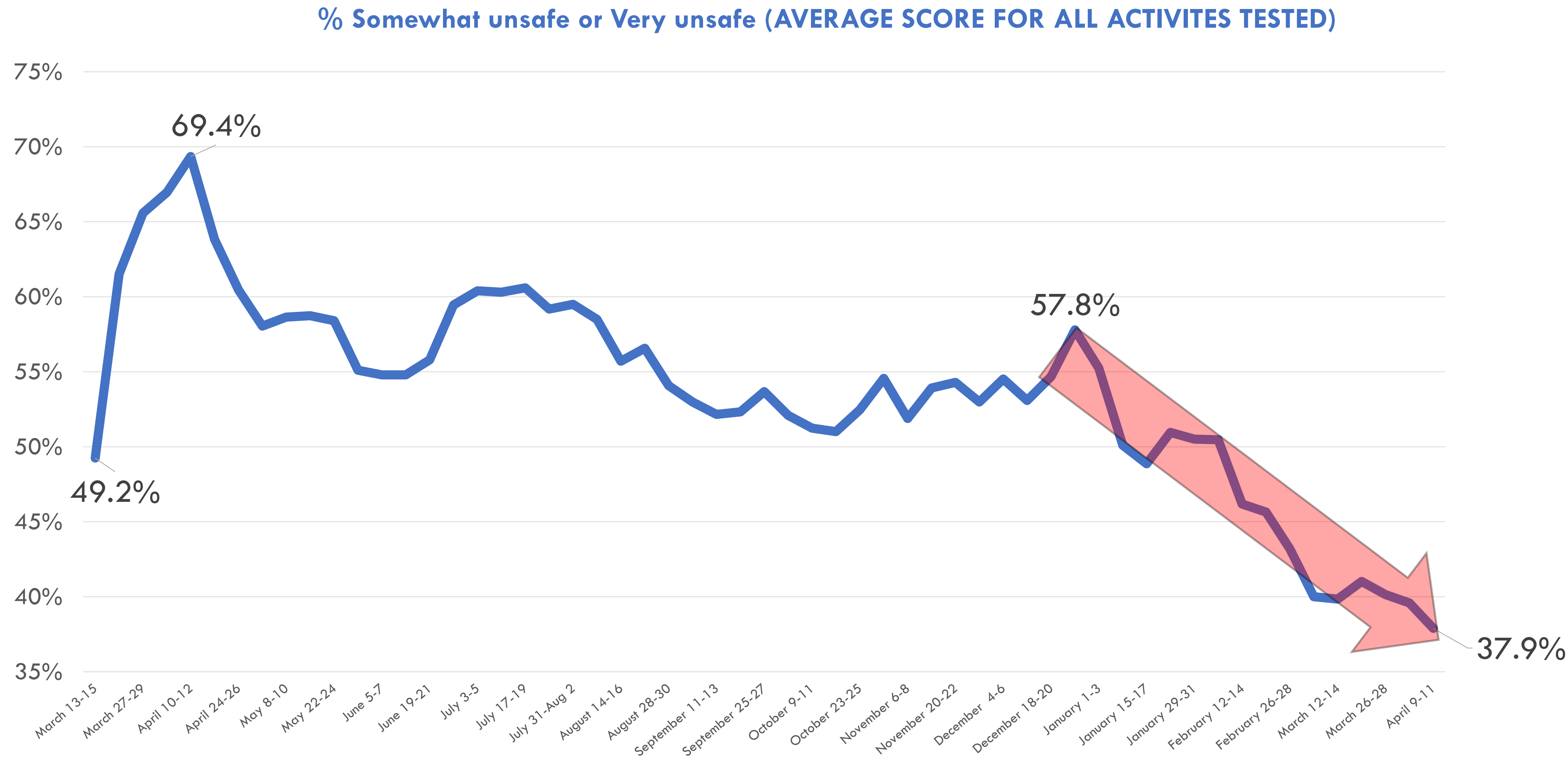
(Base: Wave 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)



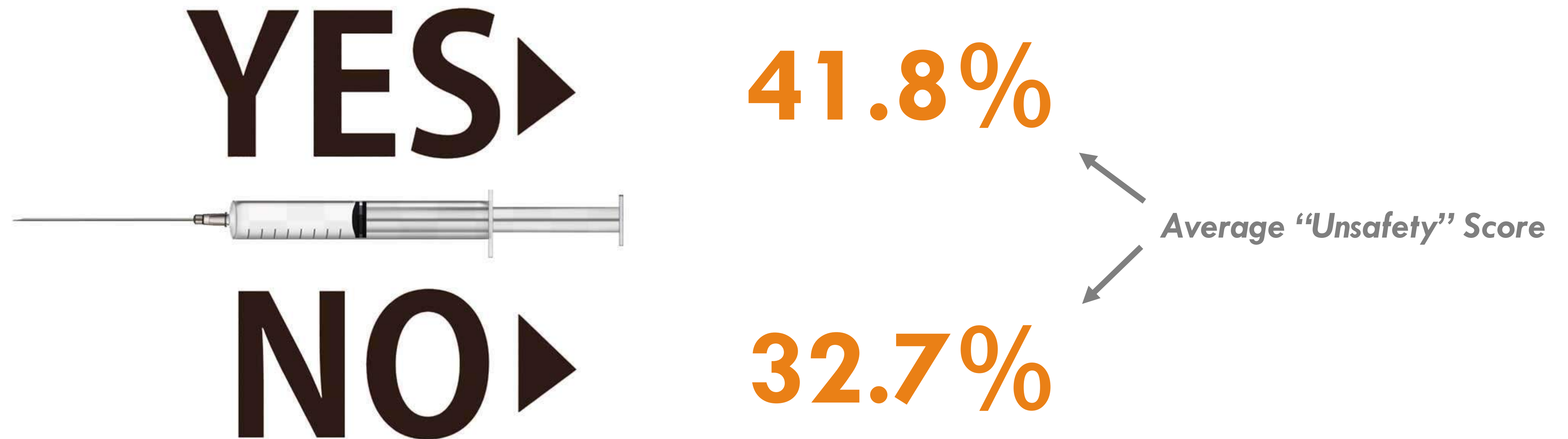


# PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-57 COMPARISON)

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



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



*Have they received a vaccine yet?*

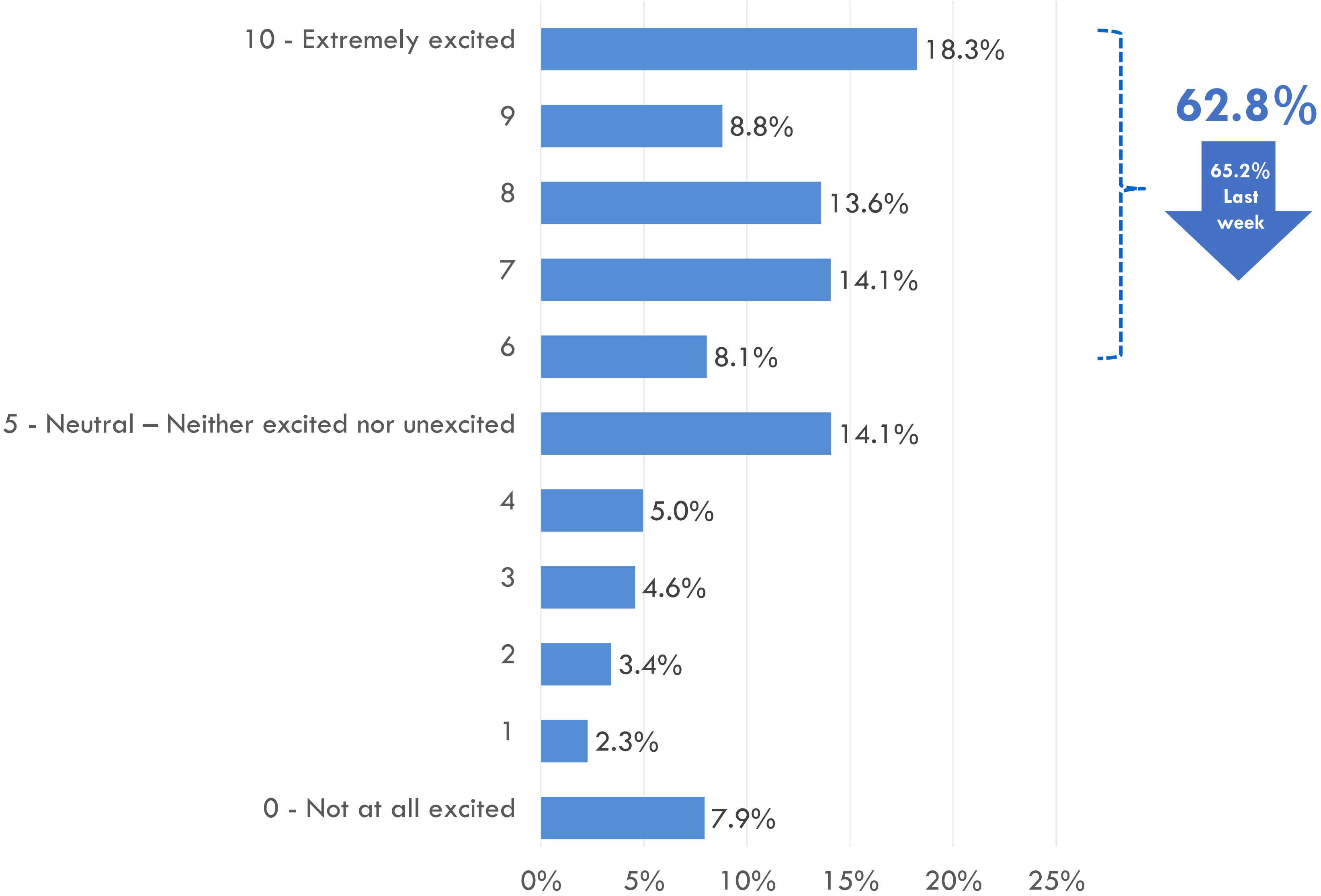


# EXCITEMENT TO TRAVEL NOW

**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 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)

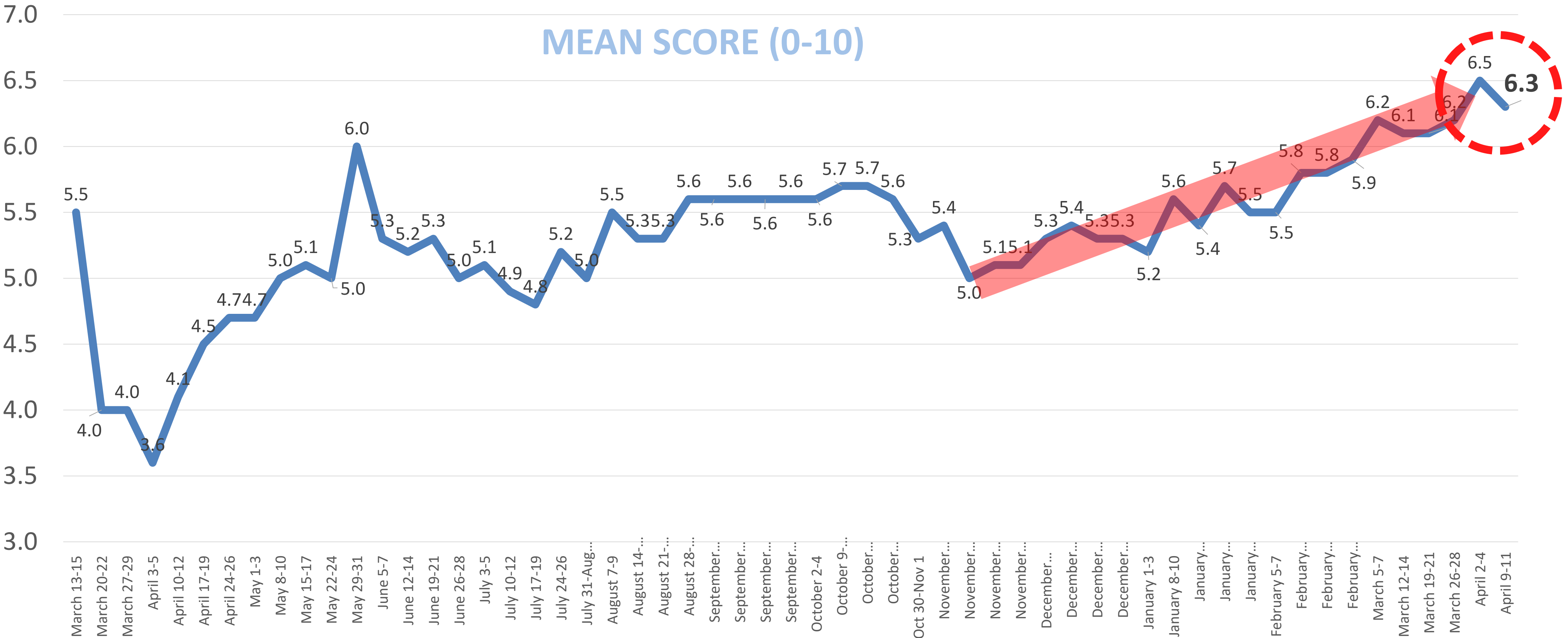


# EXCITEMENT TO TRAVEL NOW

**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)

More  
Excitement

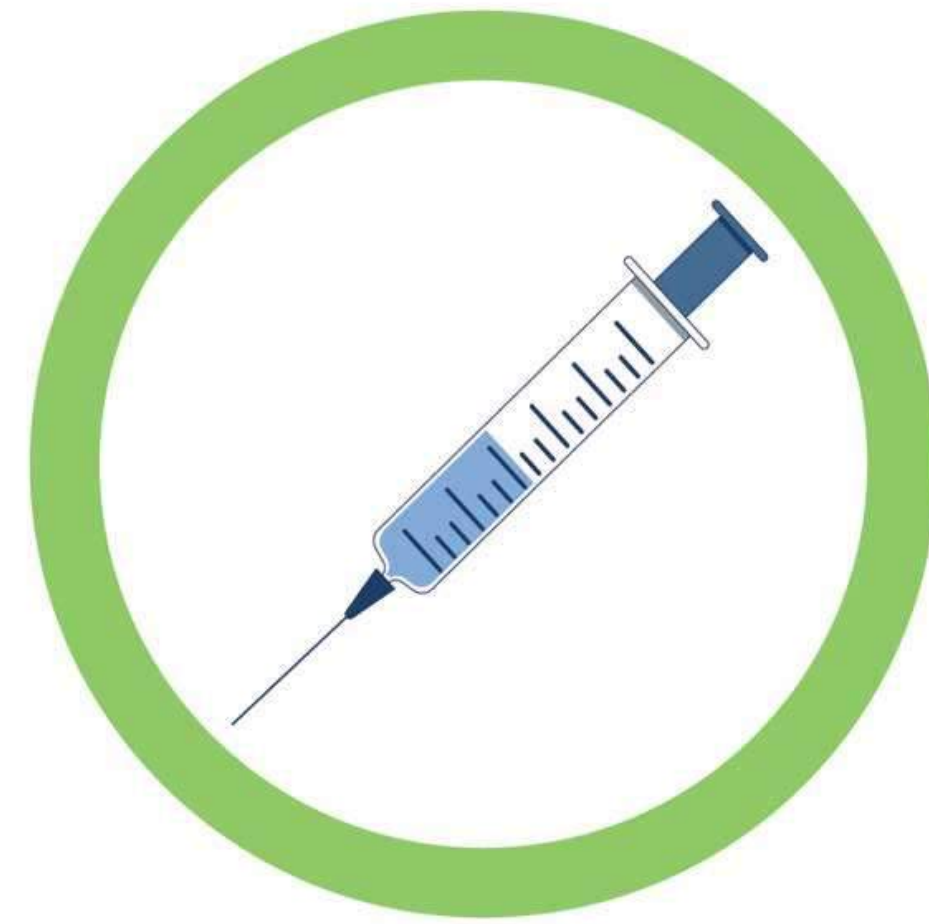
Less  
Excitement





**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)*

**Vaccinated:**



6.1

← Less excitement

**Not vaccinated:**



6.5

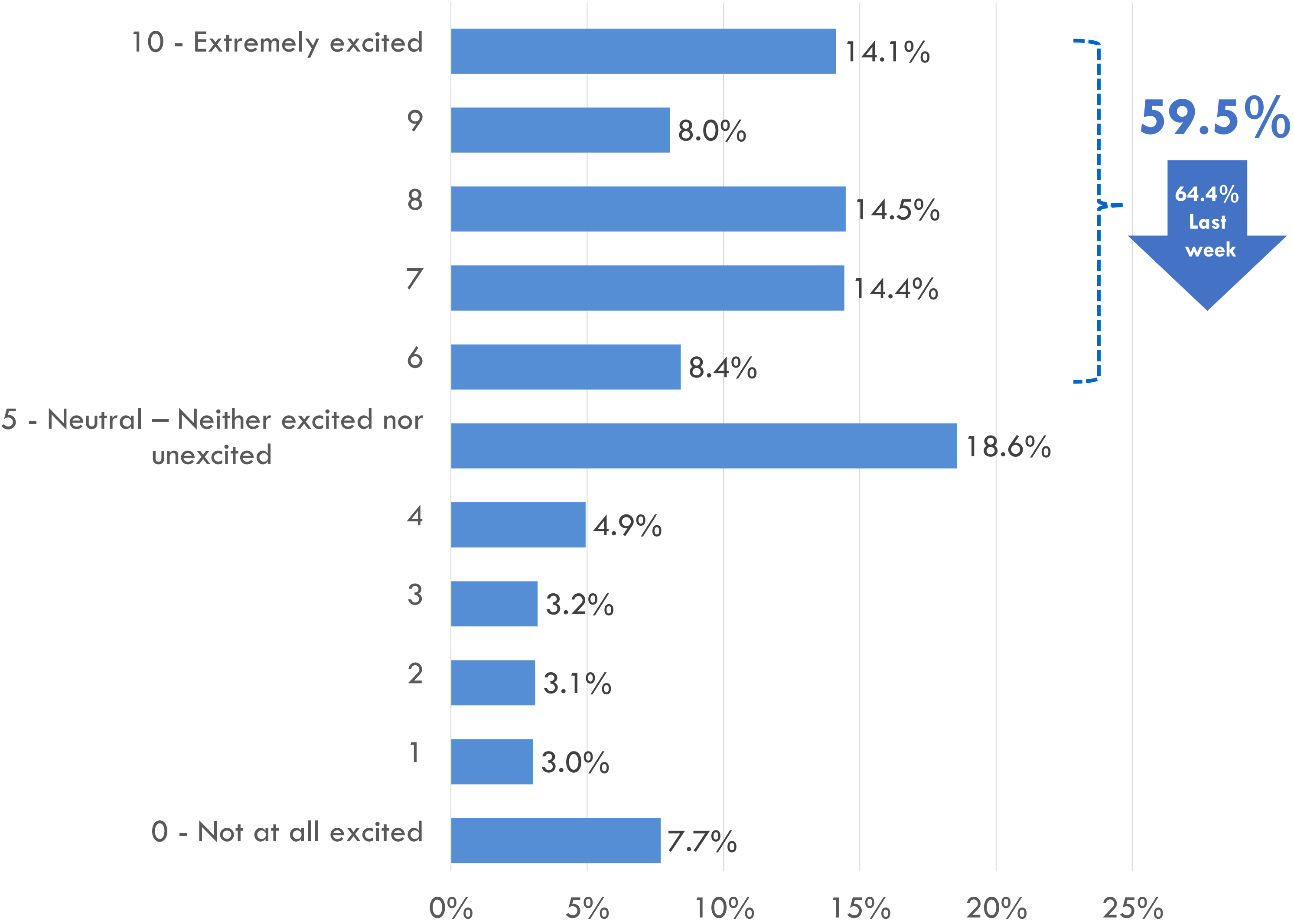
← More excitement

Average Score

# 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 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)





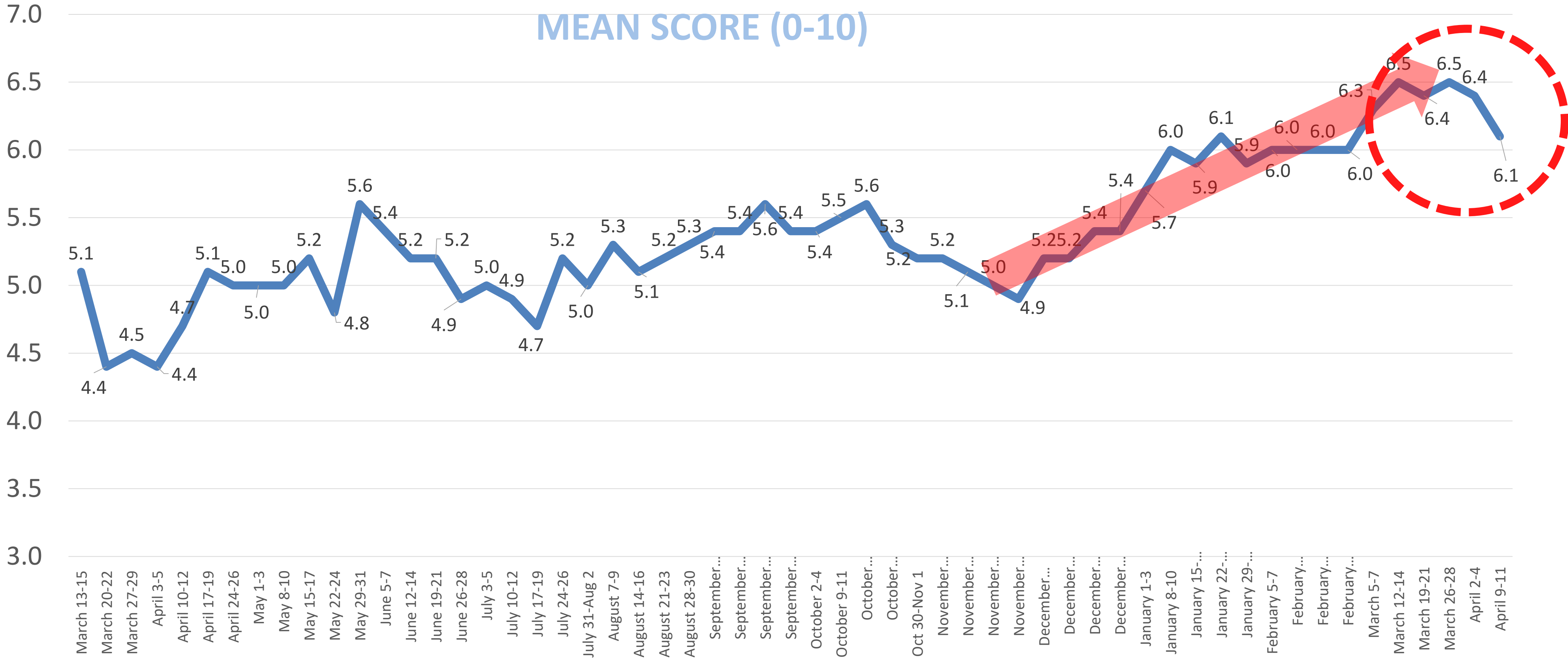
# OPENNESS TO TRAVEL INSPIRATION

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

More  
Open

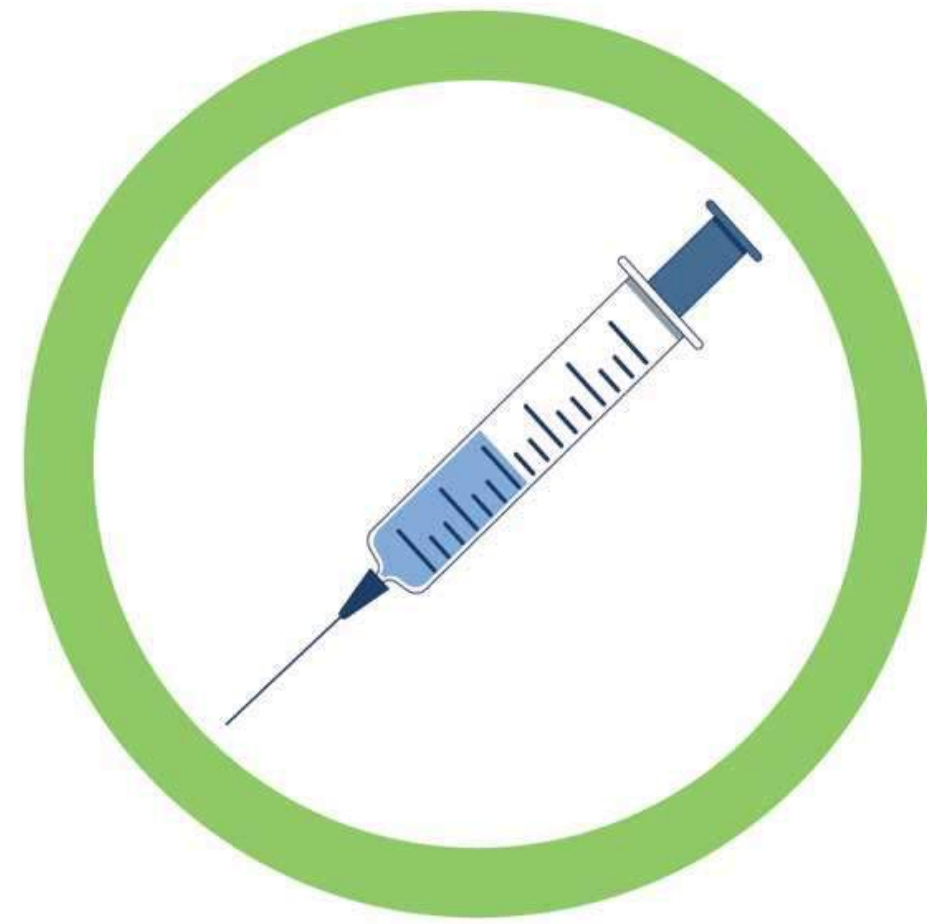


Less  
Open



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

**Vaccinated:**



6.1

**Not vaccinated:**



6.1

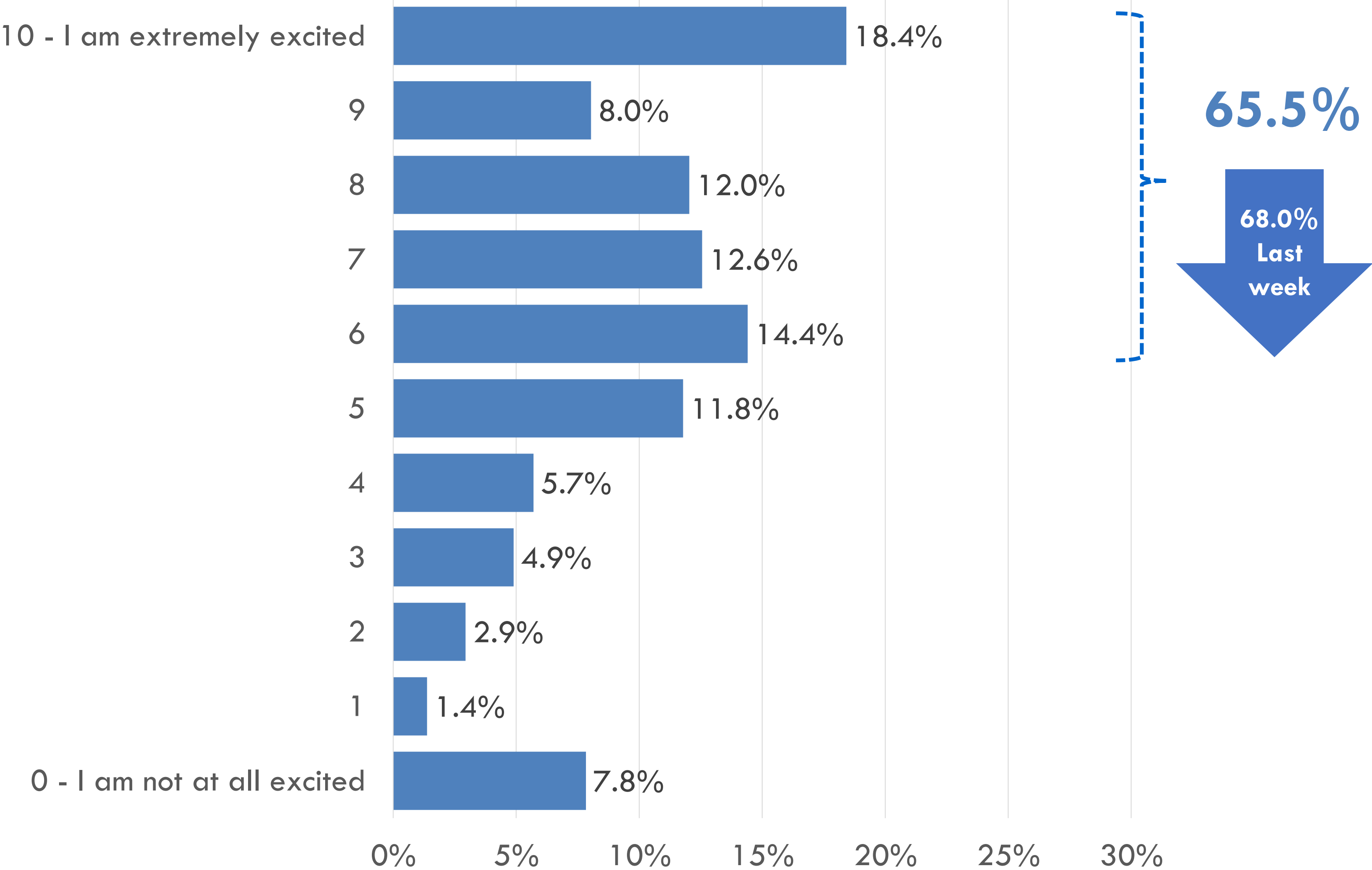
Average Score



# EXCITEMENT FOR LEISURE TRAVEL IN 2021

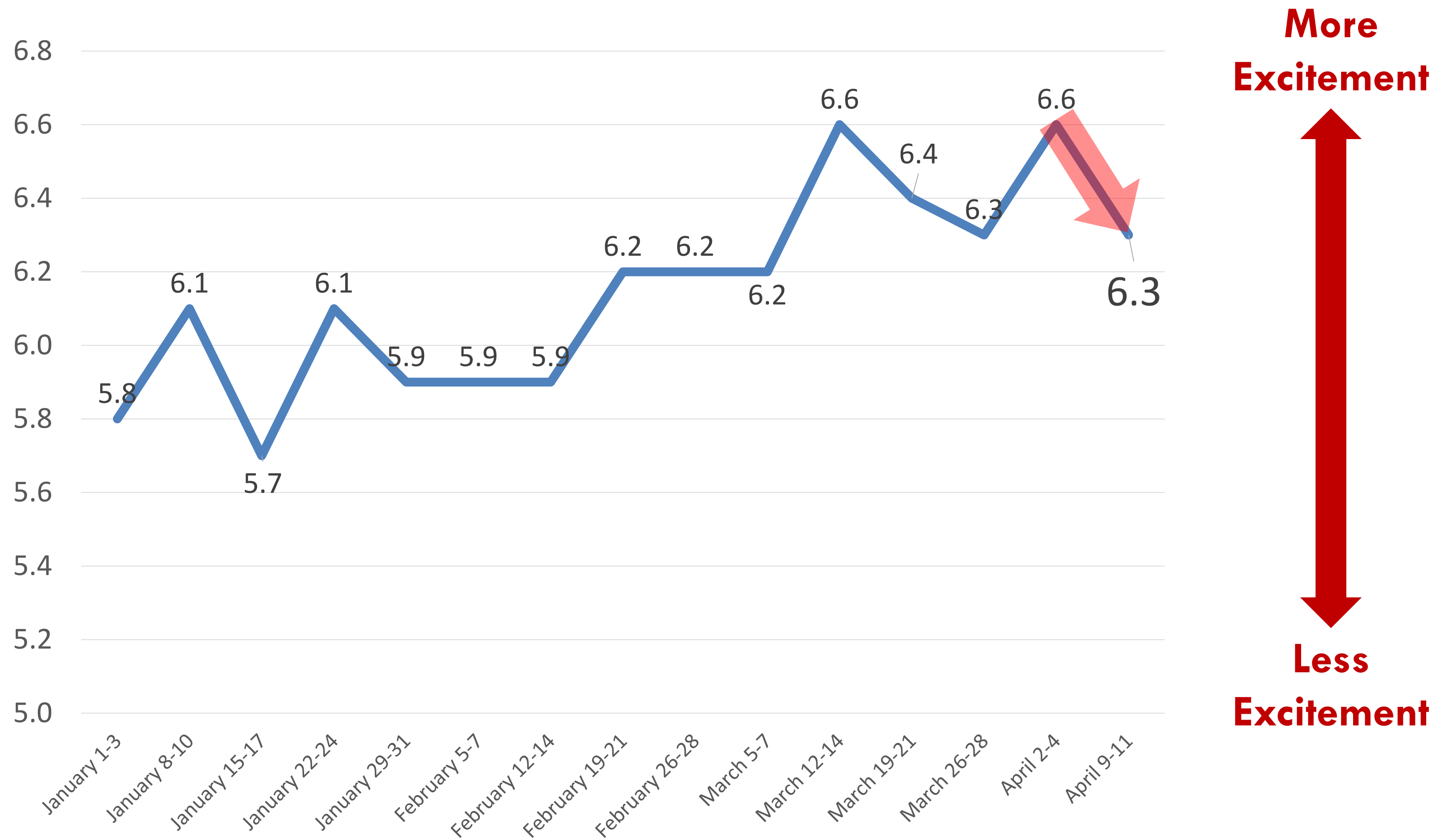
**Question:** Which best describes how excited you are about LEISURE TRAVEL in this year (2021)? (Please answer using the 11-point scale below)

(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)



# EXCITEMENT FOR LEISURE TRAVEL IN 2021

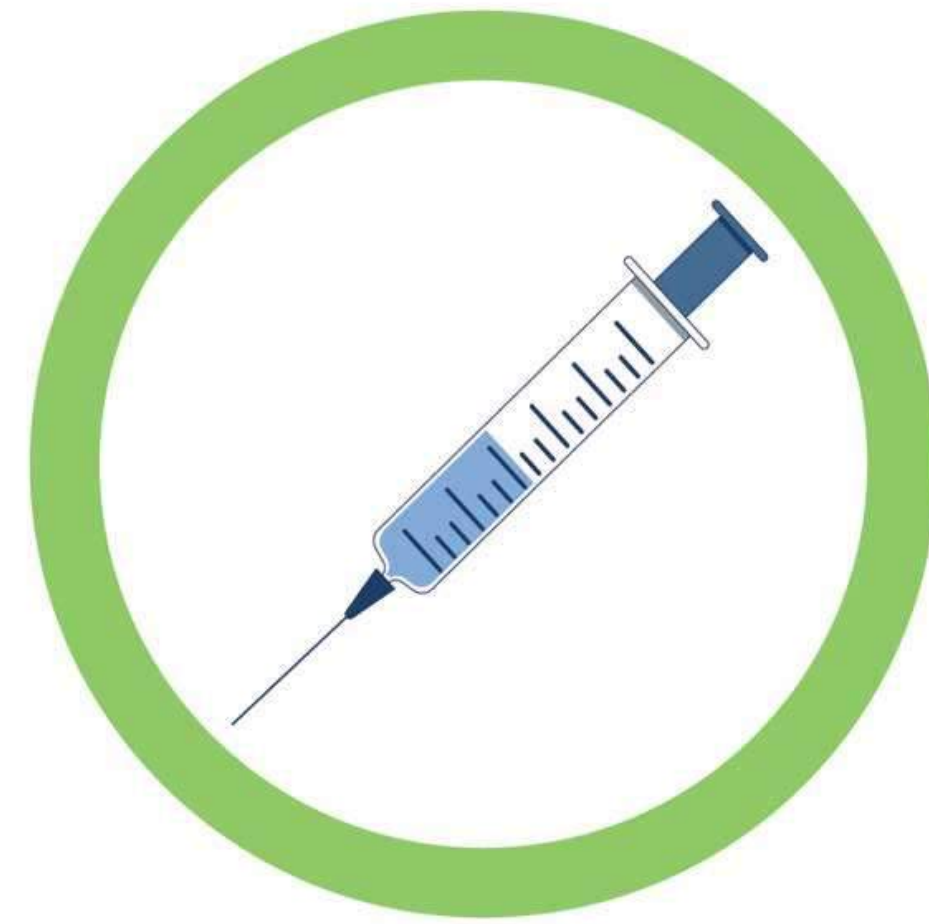
**Question:** Which best describes how excited you are about LEISURE TRAVEL in this year (2021)?  
(Please answer using the 11-point scale below)





**Question:** Which best describes how excited you are about  
**LEISURE TRAVEL** in this year (2021)?

**Vaccinated:**



6.2

← Less excitement

**Not vaccinated:**



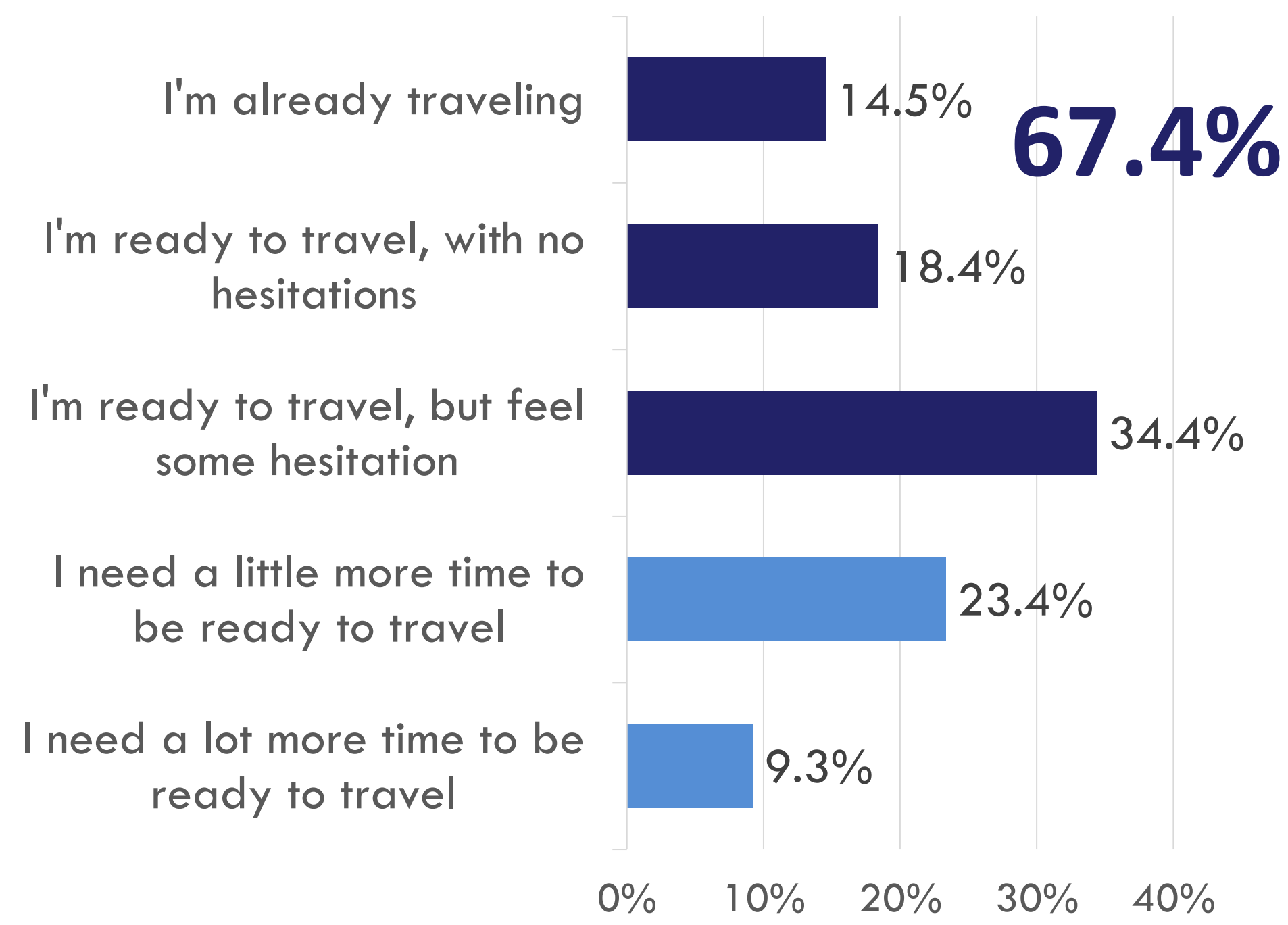
6.4

← More excitement

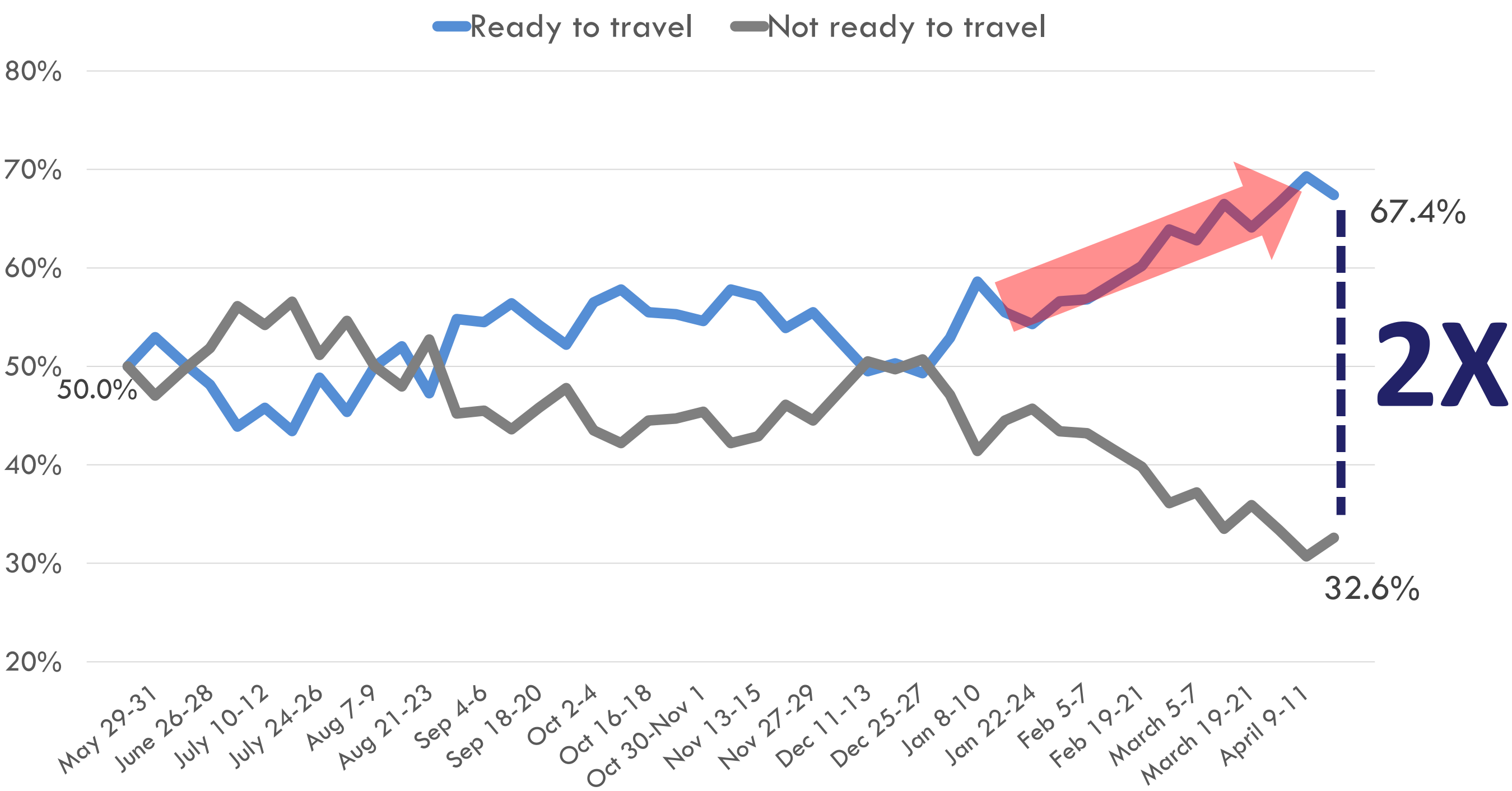
Average Score

# 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)



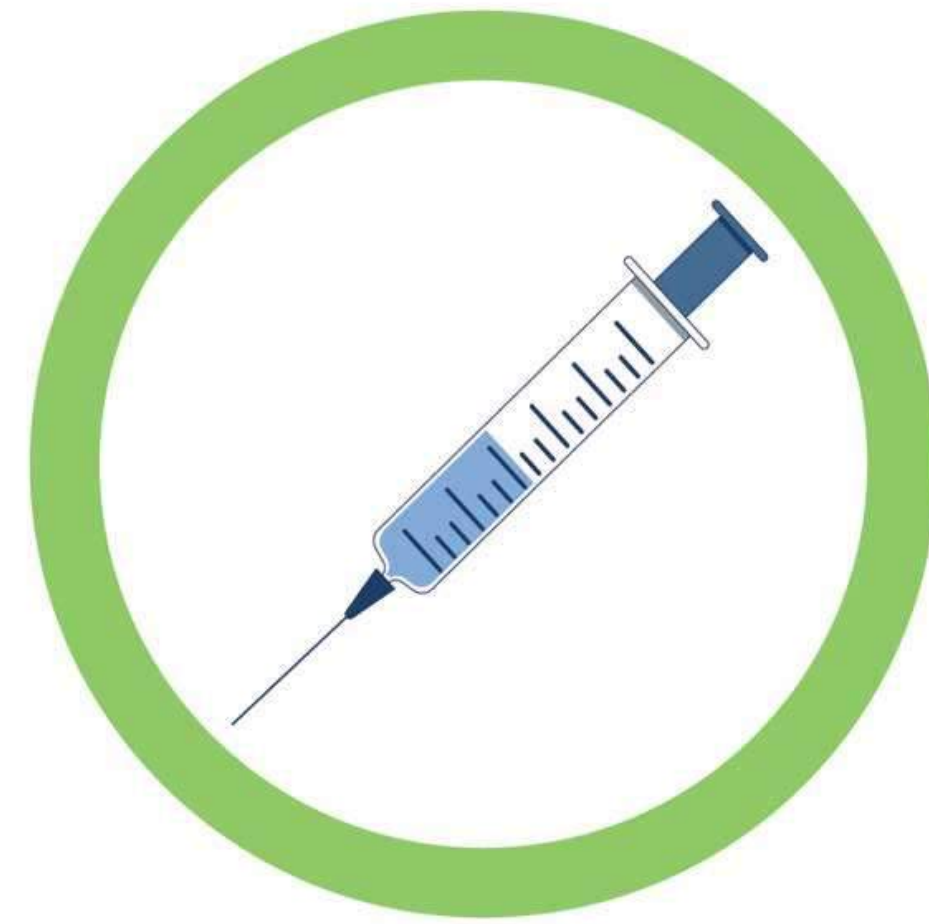
Historical data





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

**Vaccinated:**



64.4%

**Not vaccinated:**



71.2%

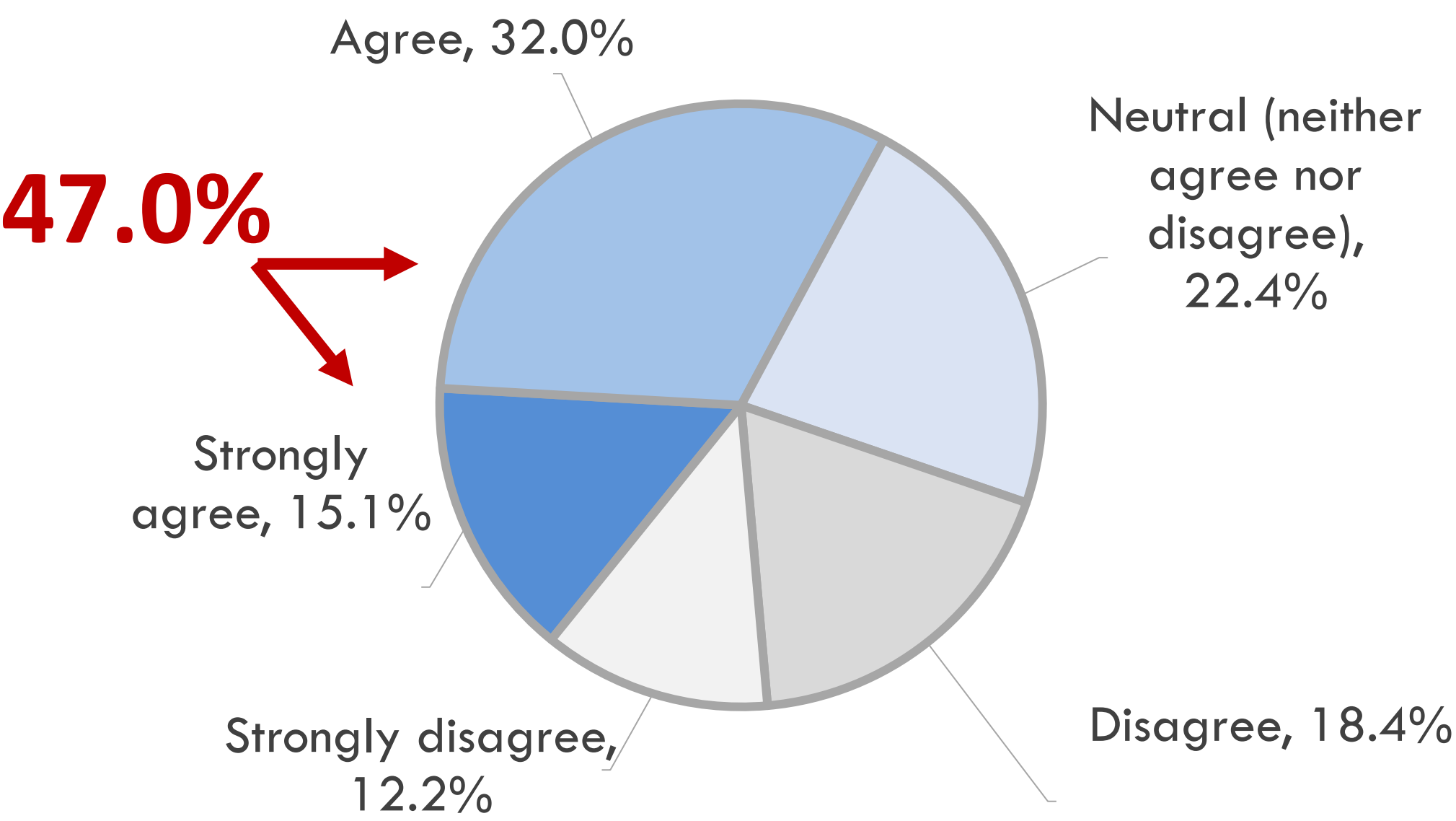
Ready to Travel



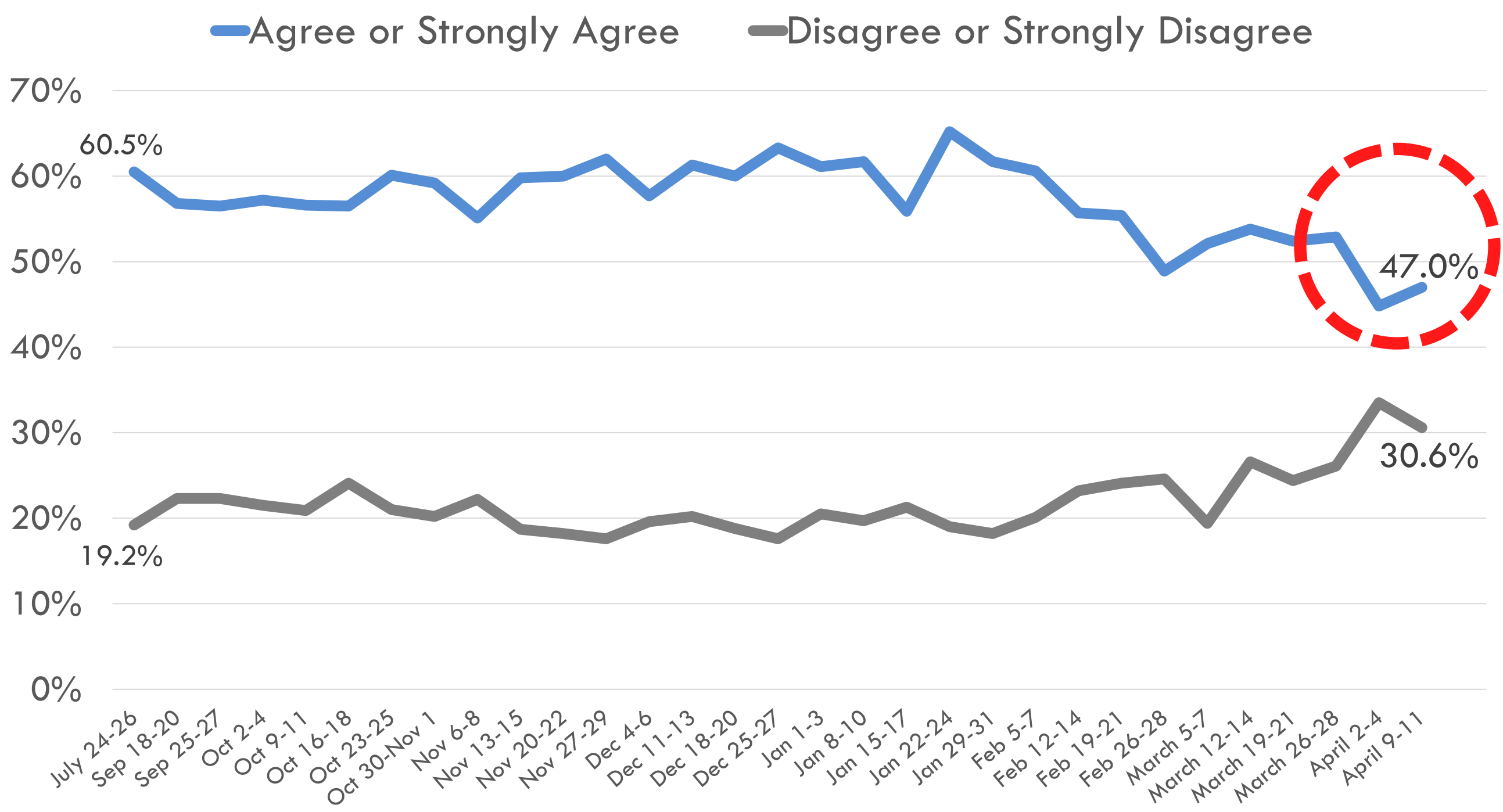
# INABILITY TO FULLY ENJOY TRAVEL RIGHT NOW

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

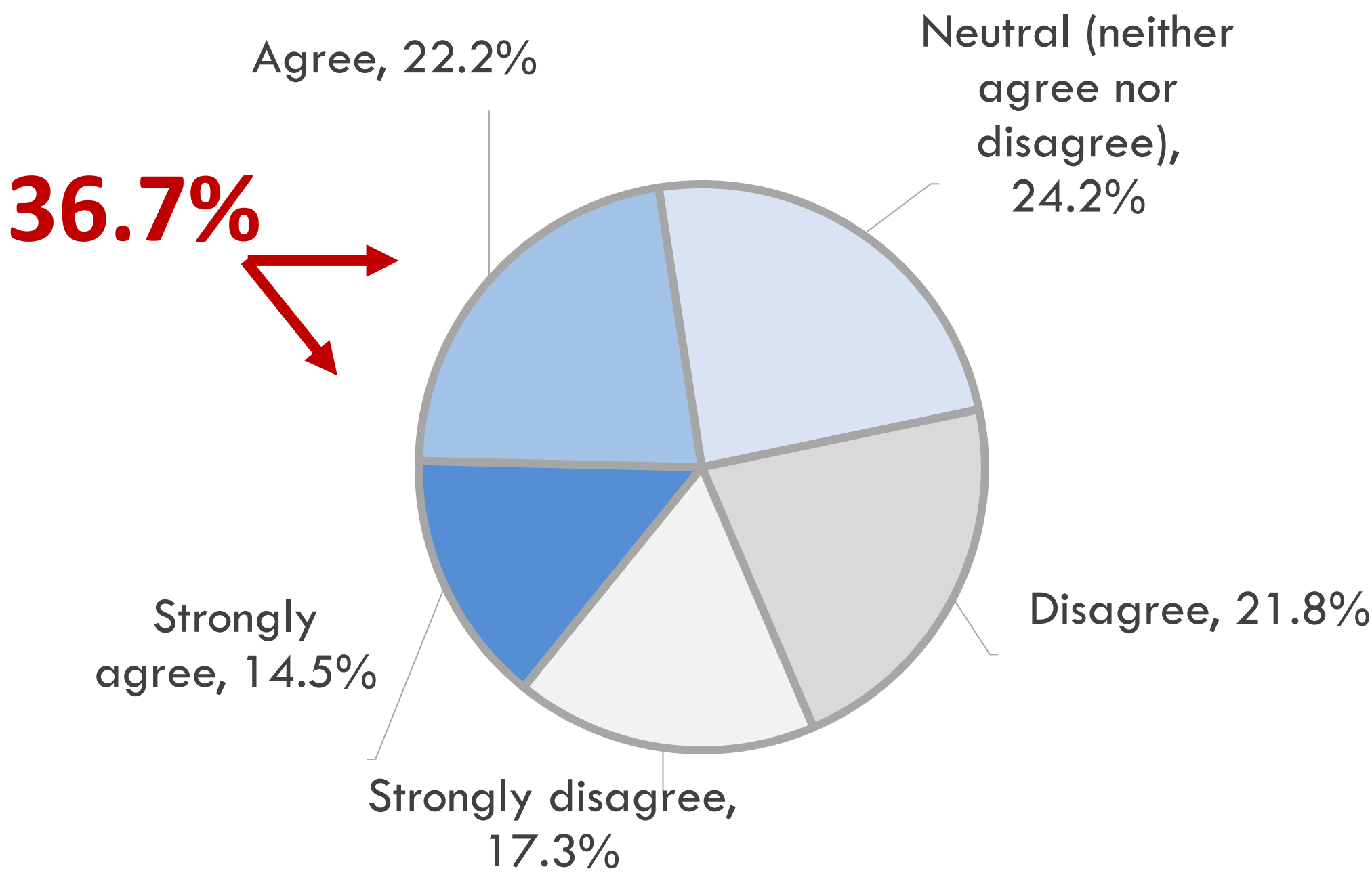




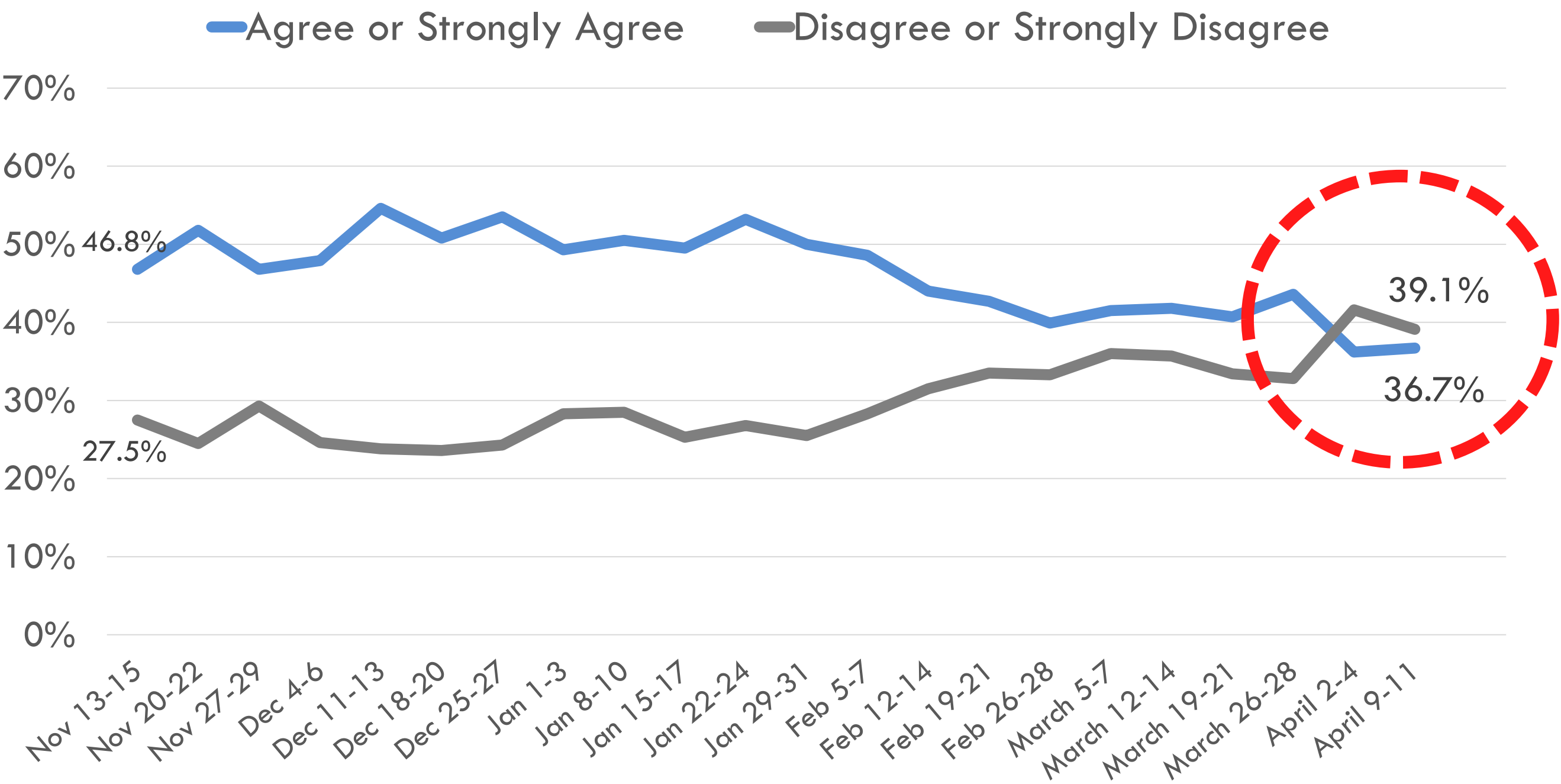
# TRAVEL GUILT

How much do you agree with the following statement?

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



Historical data



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

**YES ▶**

**39.5%**

← *More guilt*



**NO ▶**

**33.1%**

← *Less guilt*

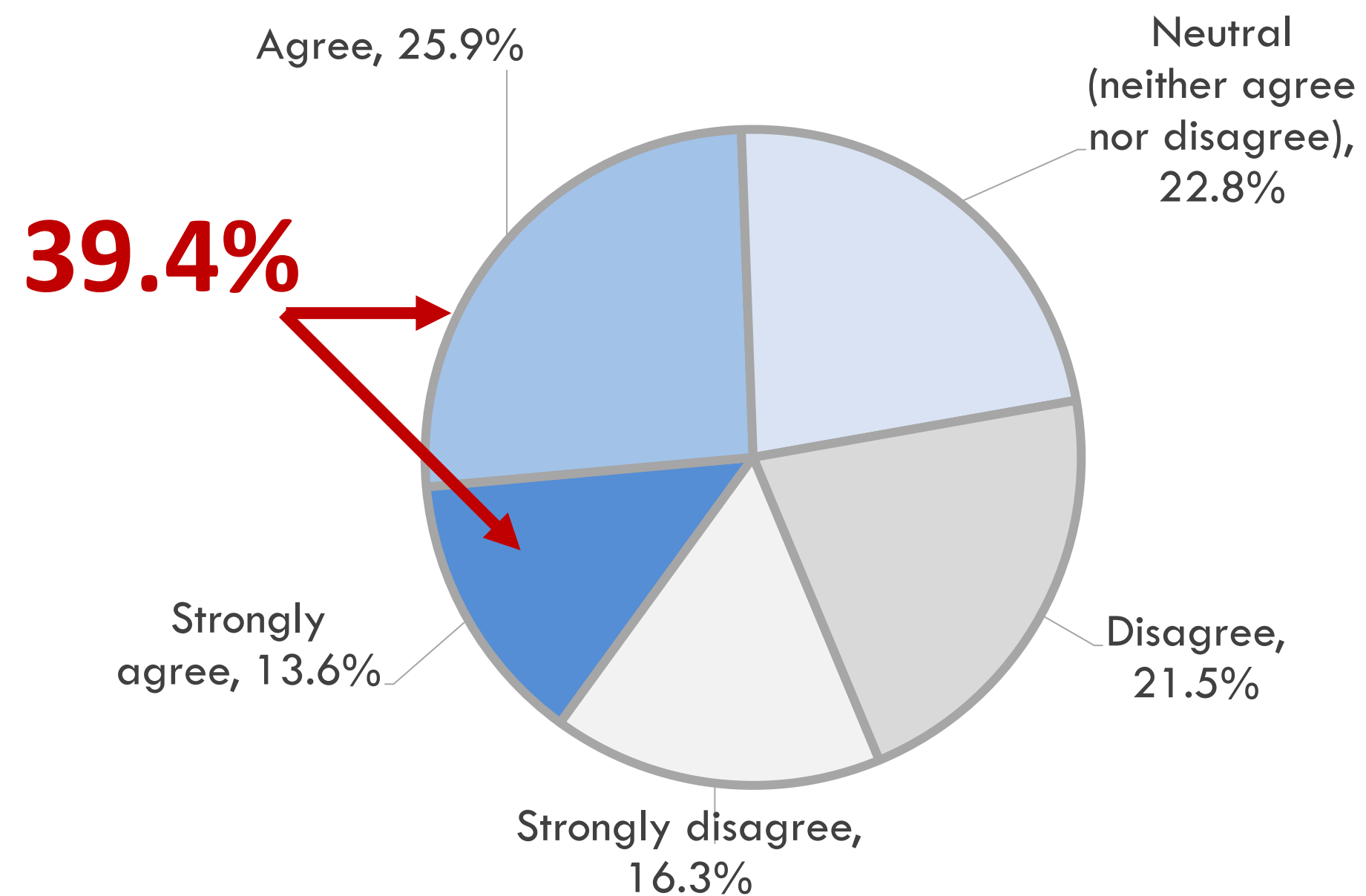
*Have they received a vaccine yet?*



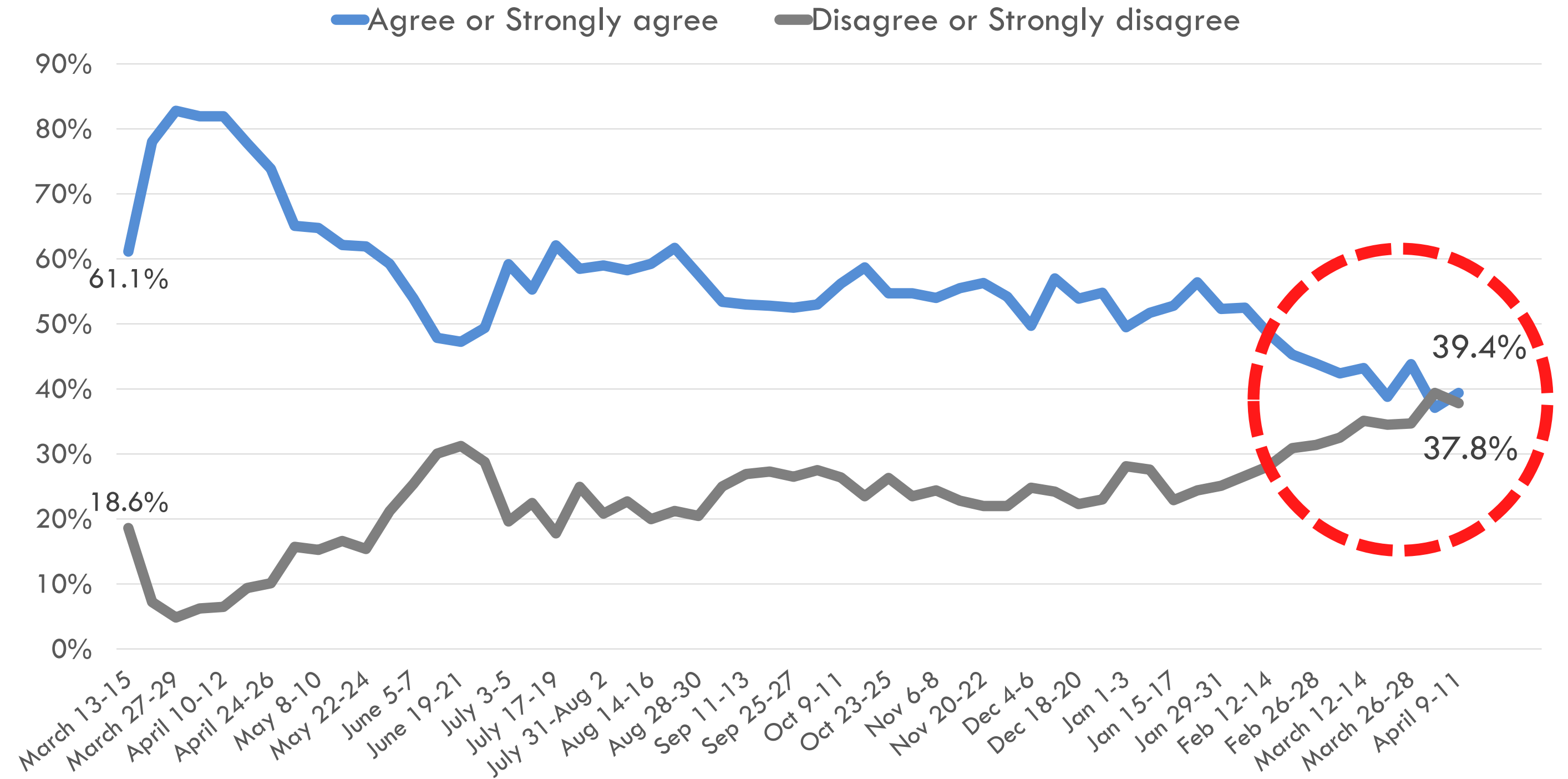
# AVOIDING TRAVEL UNTIL THE CORONAVIRUS BLOWS OVER

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



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

**YES ▶**

**41.0%**

← *More avoidance*



**NO ▶**

**37.4%**

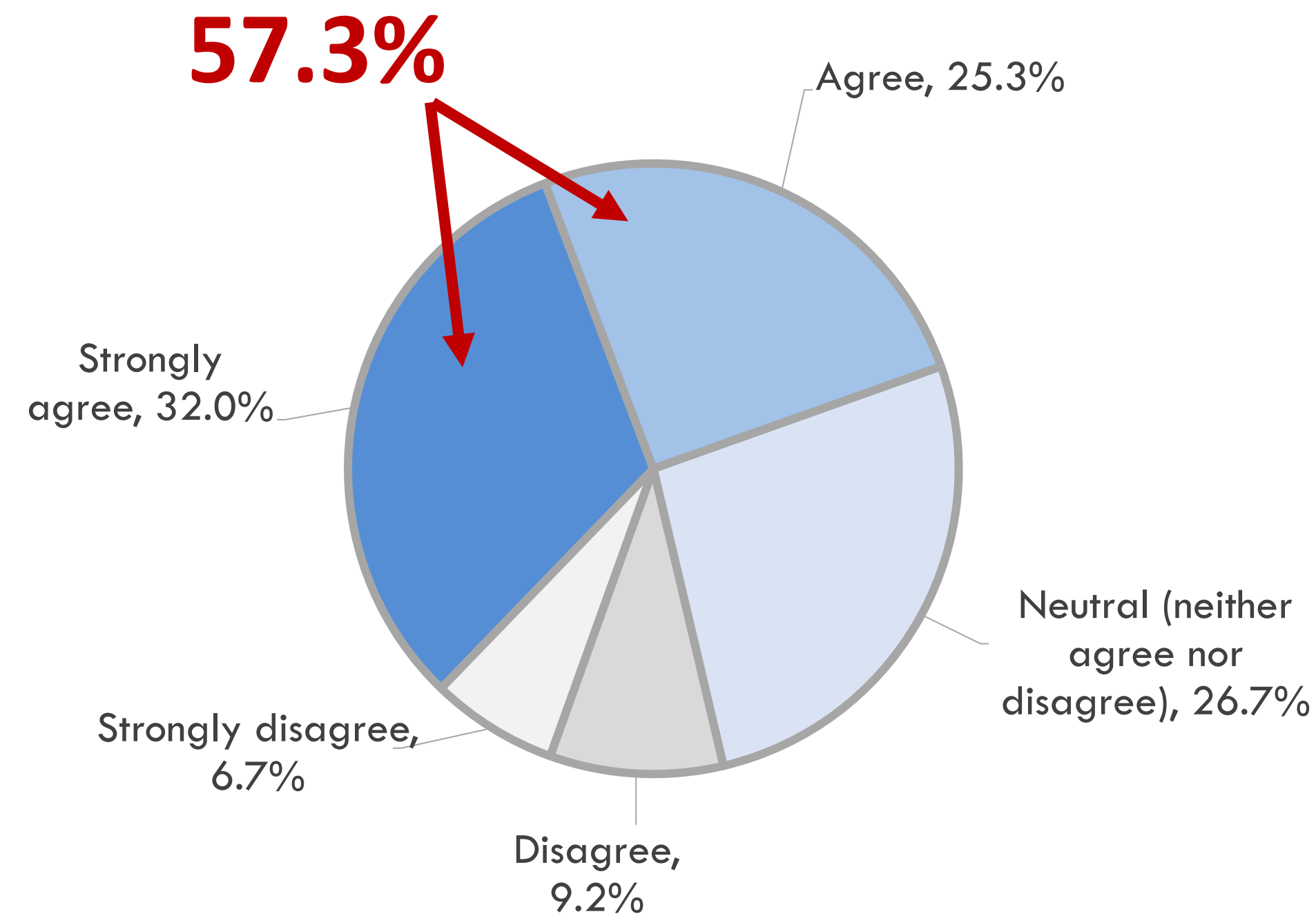
← *Less avoidance*

*Have they received a vaccine yet?*

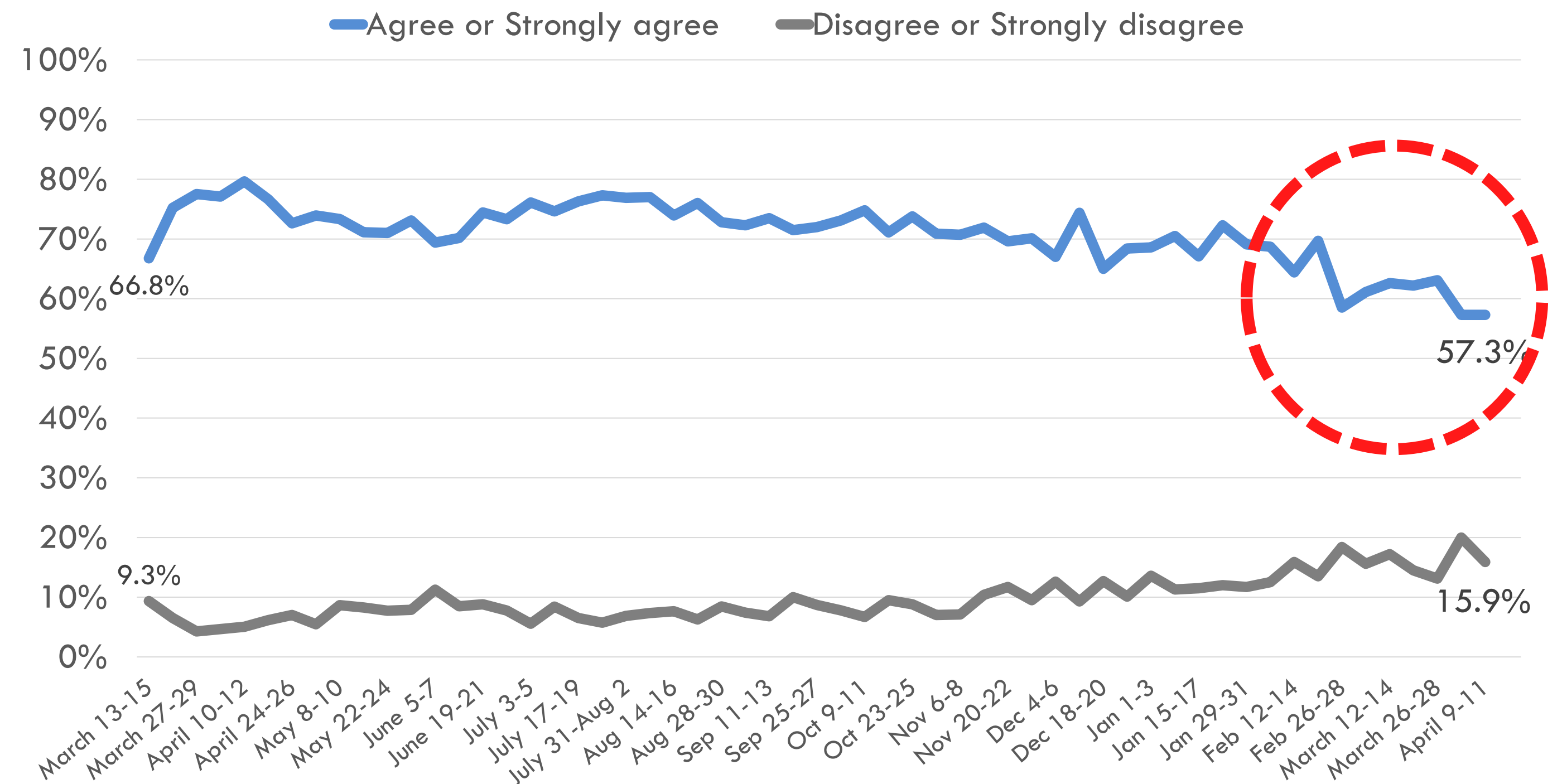
# AVOIDING CONVENTIONS & CONFERENCES

How much do you agree with the following statement?

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



Historical data





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

**YES ▶**

**65.7%** ← *More avoidance*



**NO ▶**

**46.3%** ← *Less avoidance*

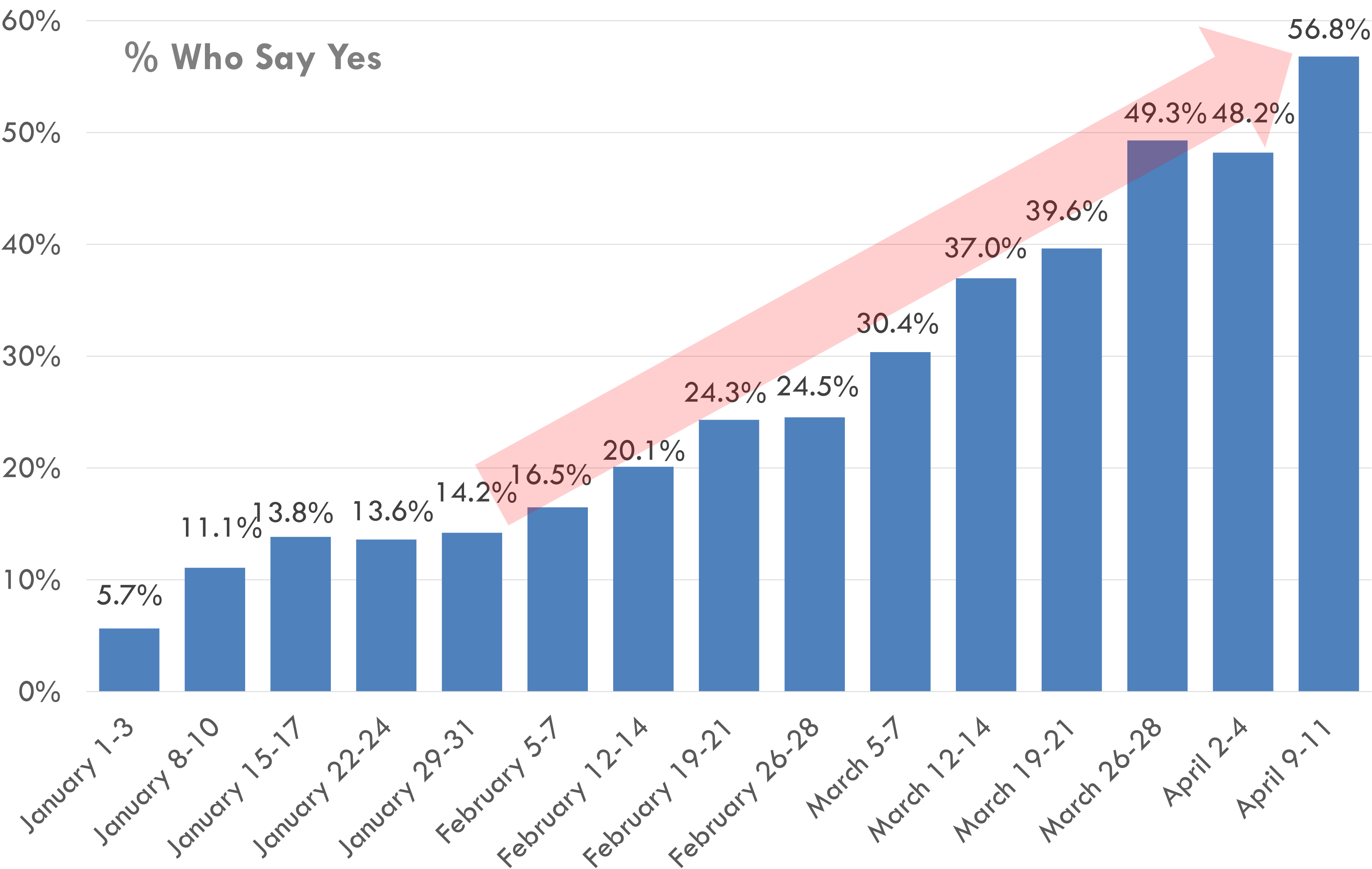
*Have they received a vaccine yet?*



**More than half of  
travelers say they have  
now received a vaccine.  
Only 65 percent say  
they will definitely get  
one.**

# TRAVELERS HAVING RECEIVED A VACCINE

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

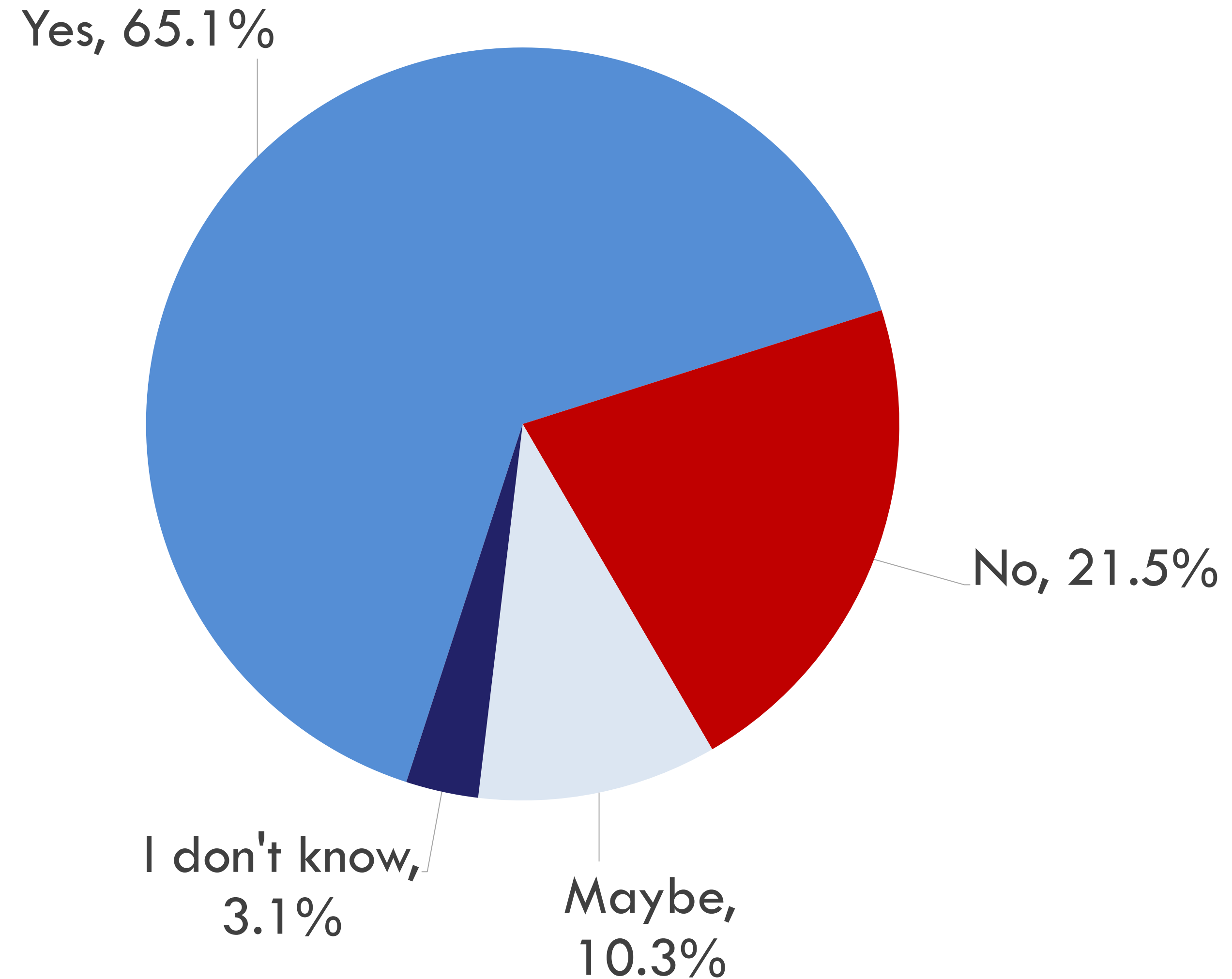




# EXPECTATIONS TO TAKE A COVID-19 VACCINE

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



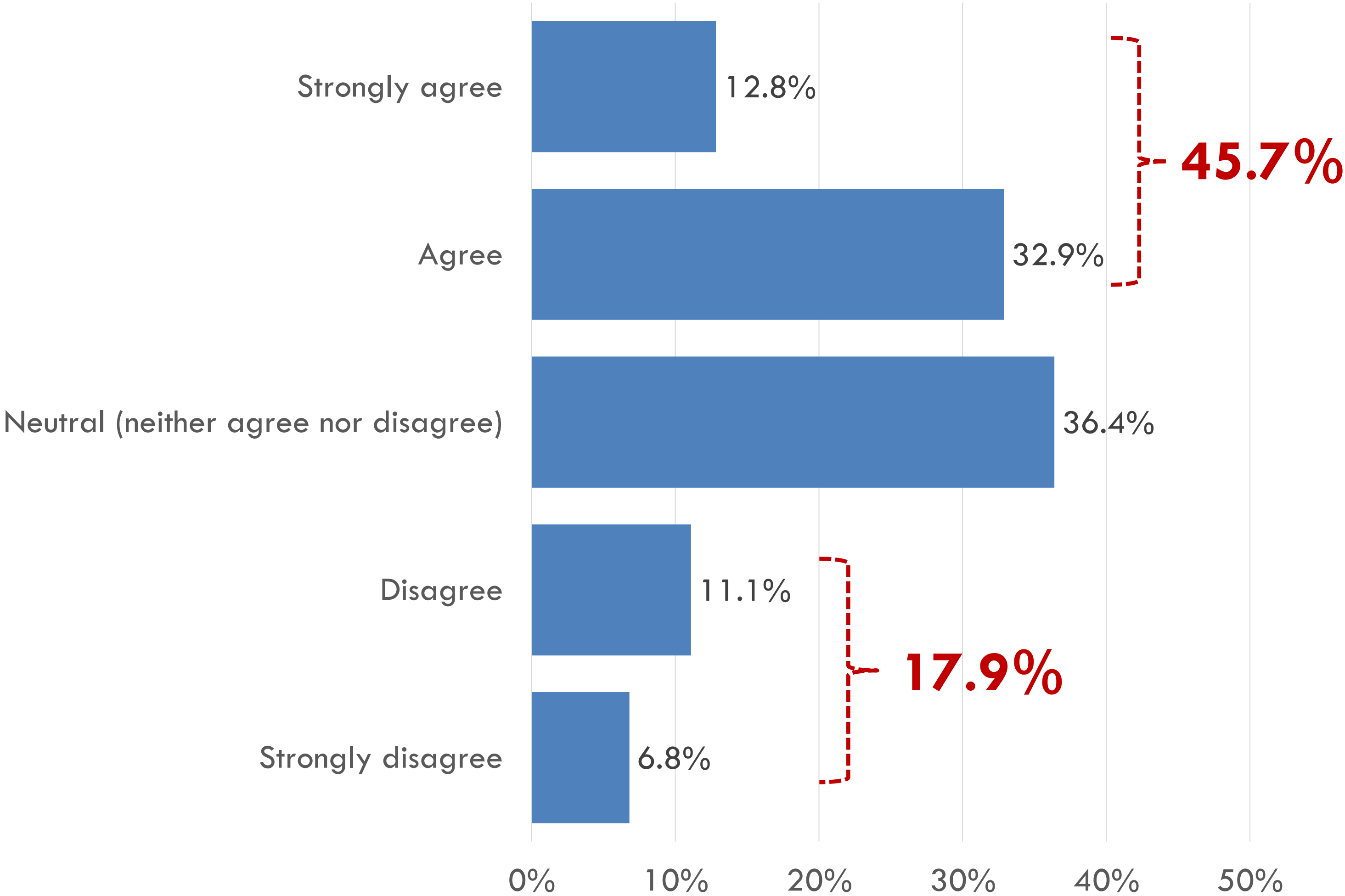


**Almost half of travelers are waiting longer than normal to book this year. Print and video resources have become more valued as a destination inspiration resource as the pandemic has advanced.**

# BOOKING TRAVEL RESERVATIONS CLOSER TO THE START OF TRIP

**Question:** This year, I expect to BOOK MY TRAVEL RESERVATIONS closer to the start of my trip(s) than I would in a normal year.

(Base: Wave 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)

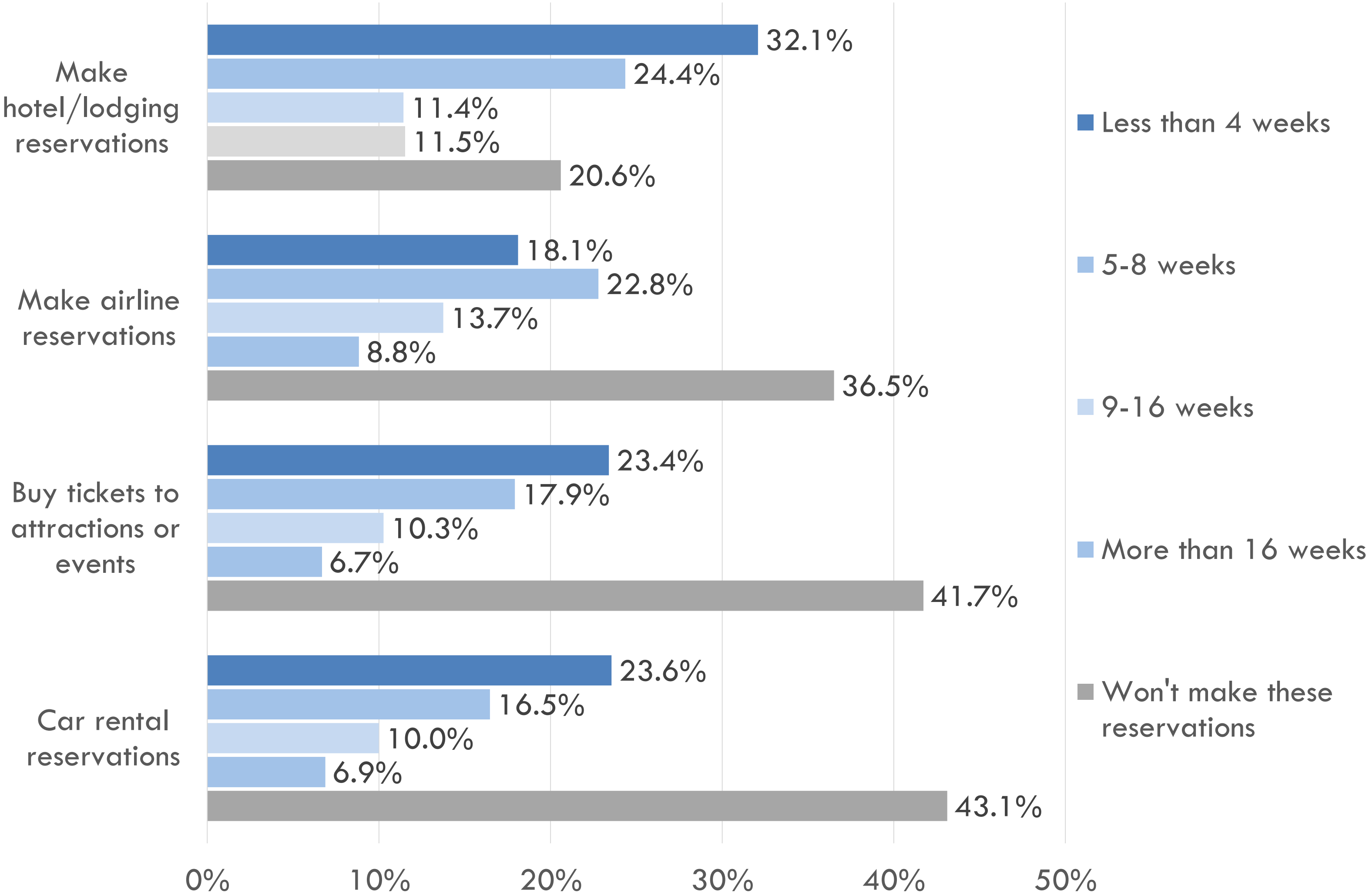




# ADVANCED RESERVATION BOOKINGS

**Question:** For your next leisure trip, **HOW FAR IN ADVANCE** will you (or did you already) begin making reservations? For each of the following, please use the scale to state how far in advance you will (or did) start making your reservations.

*(Base: Wave 57 data. Respondents who expect to take 1 or more trip(s) in 2021, 960 completed surveys. Data collected April 9-11, 2021)*

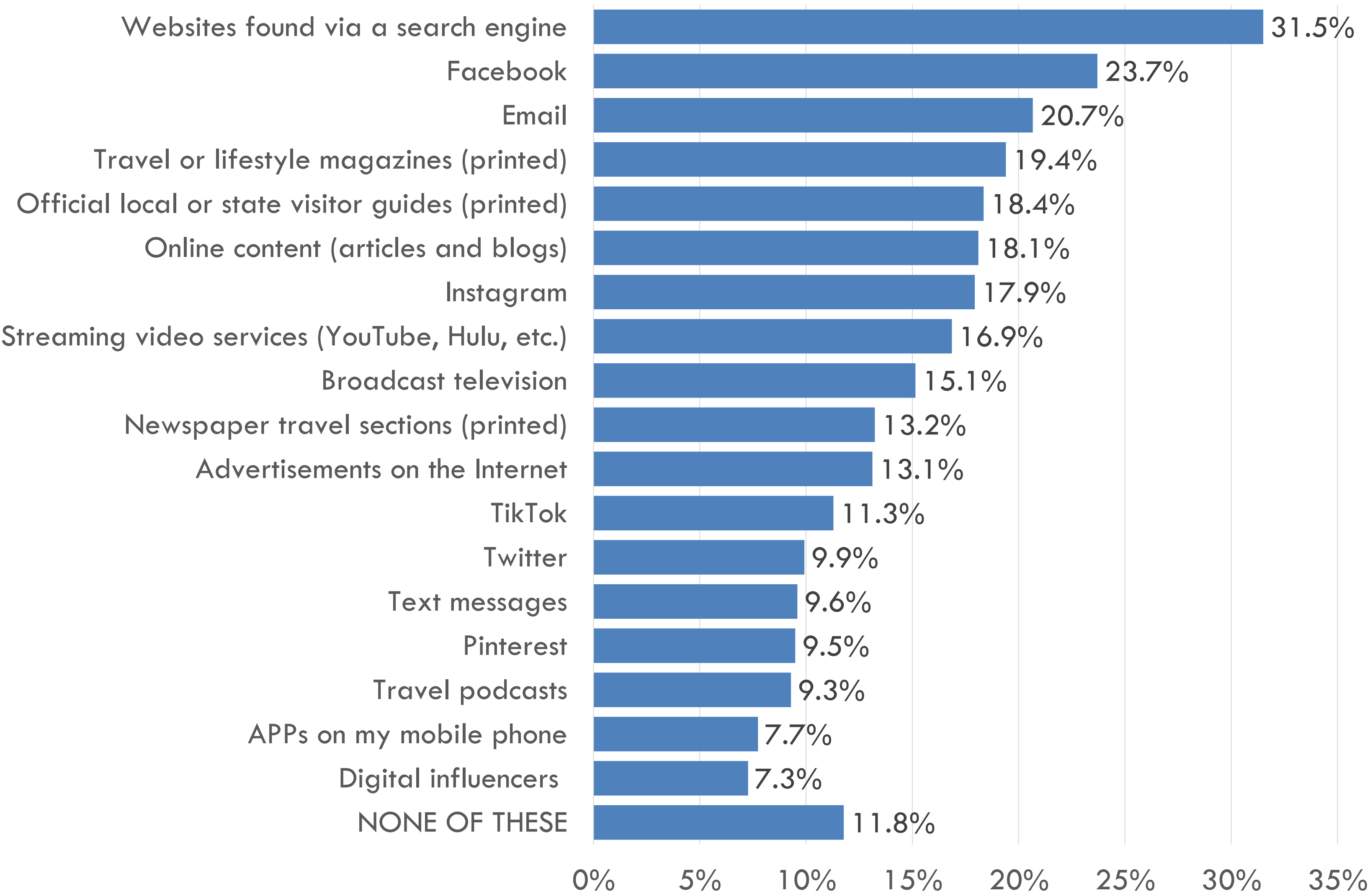


# RECEPTIVITY TO DESTINATION PROMOTION BY CHANNEL

**Question:** Please think about how travel destinations could best reach you with their messages right now.

Where would you generally be **MOST RECEPTIVE** to learning about new destinations to visit? (Please select all that apply)

(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)

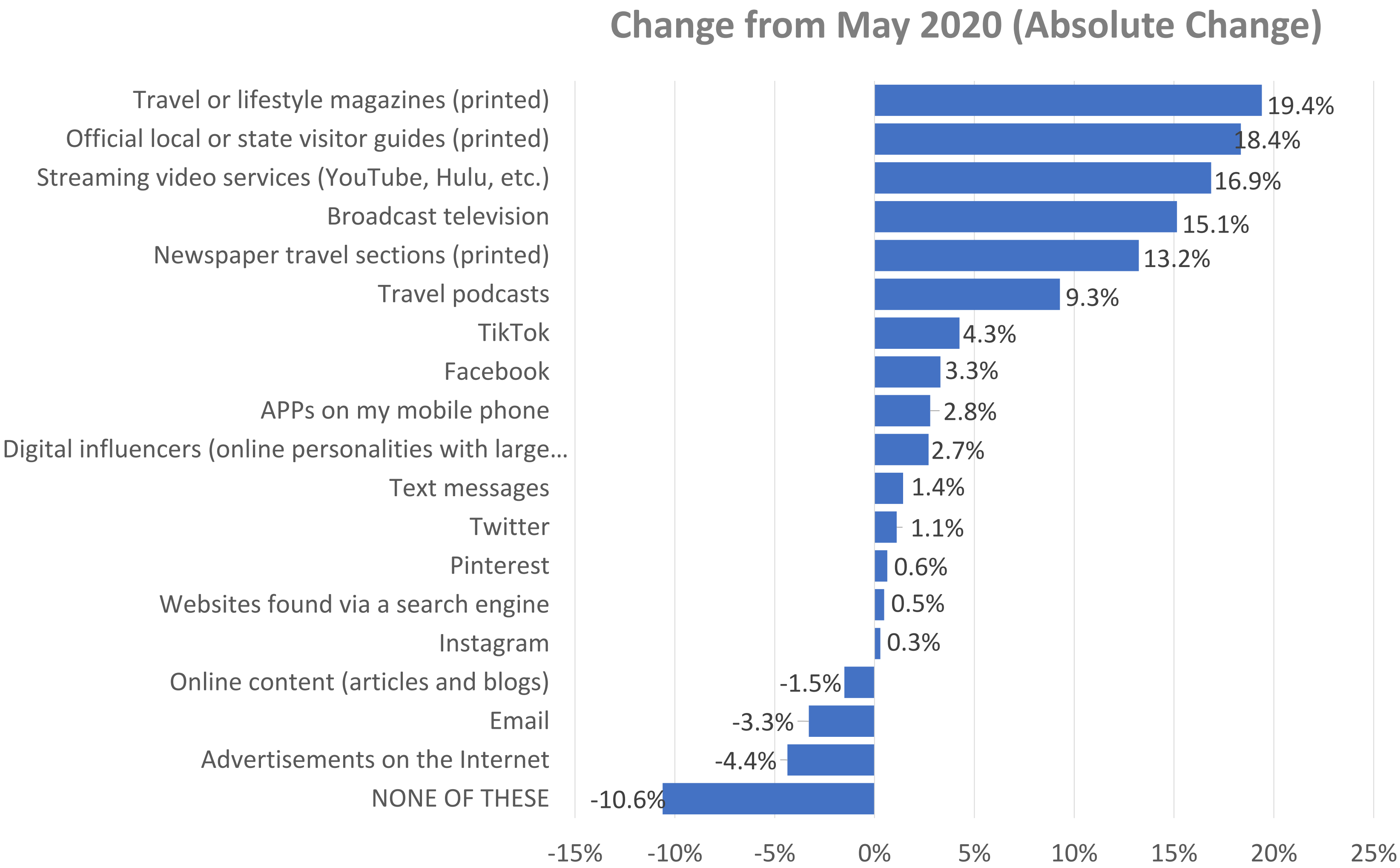


# THE SHIFTING RECEPTIVITY LANDSCAPE

**Question:** Please think about how travel destinations could best reach you with their messages right now.

Where would you generally be **MOST RECEPTIVE** to learning about new destinations to visit? (Please select all that apply)

(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021 compared to Wave 9, May 8-10, 2020 with 1,200 completes.)



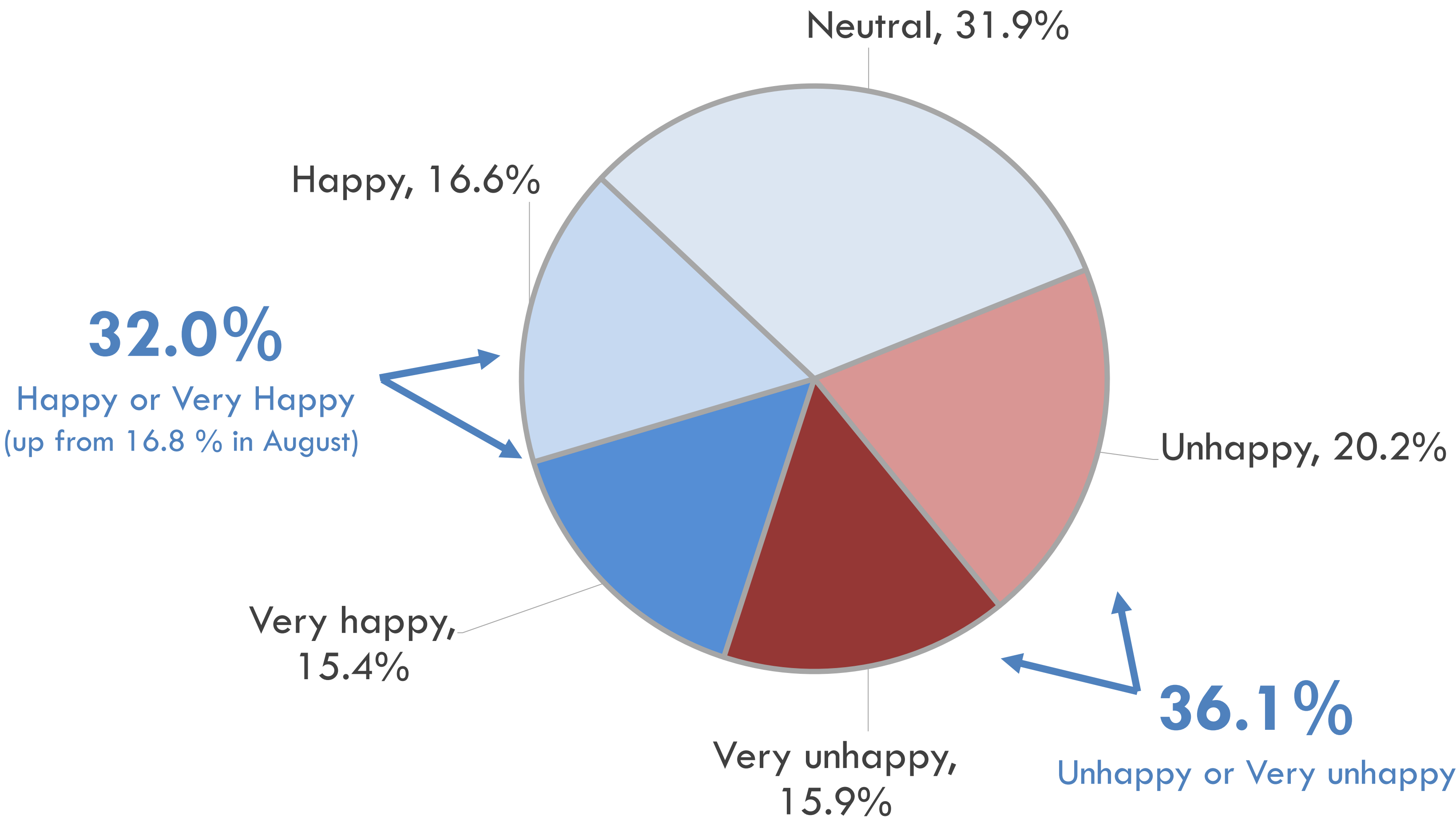




**Traveler feelings about group meetings have improved but continue to be problematic. Most travelers still prefer virtual events to in-person ones.**

# FEELINGS ABOUT ATTENDING A GROUP MEETING

**Question:** How would you feel if you were asked to attend a conference, convention or group meeting sometime in the **NEXT SIX (6) MONTHS?**

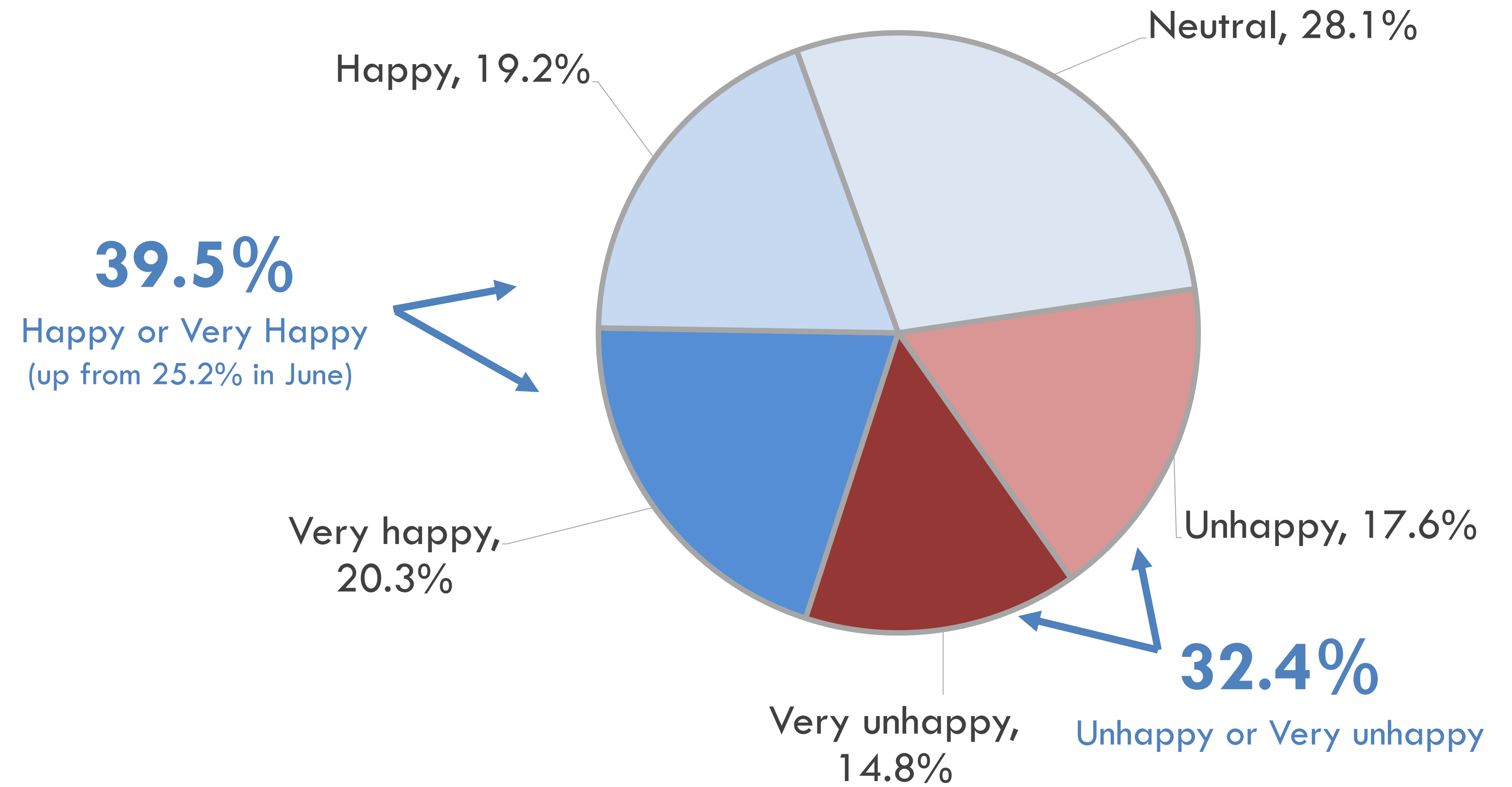


(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)

# FEELINGS ABOUT BEING ASKED TO TRAVEL OUT-OF-STATE FOR BUSINESS

**Question:** How would you feel if your employer needed you to take an out-of-state business trip some time in the next 6 months?

*(Base: Waves 57 data. All respondents who are currently employed, 865 completed surveys. Data collected April 9-11, 2021)*

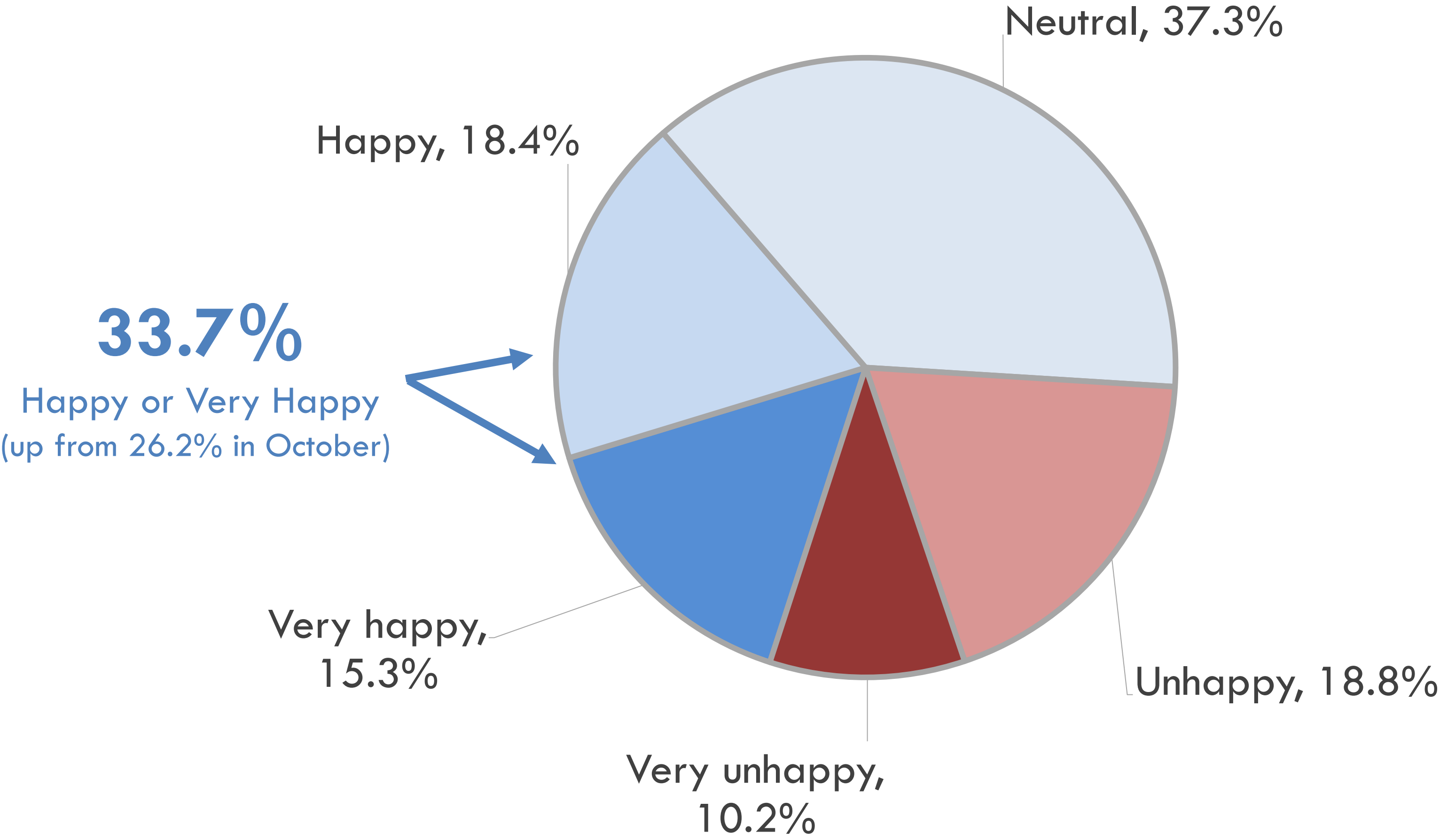




# FEELINGS ABOUT MEETINGS IN HOME COMMUNITIES

**Question:** How would you feel if you learned that a conference, convention or group meeting was being held in your community in the NEXT SIX (6) MONTHS?

(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)

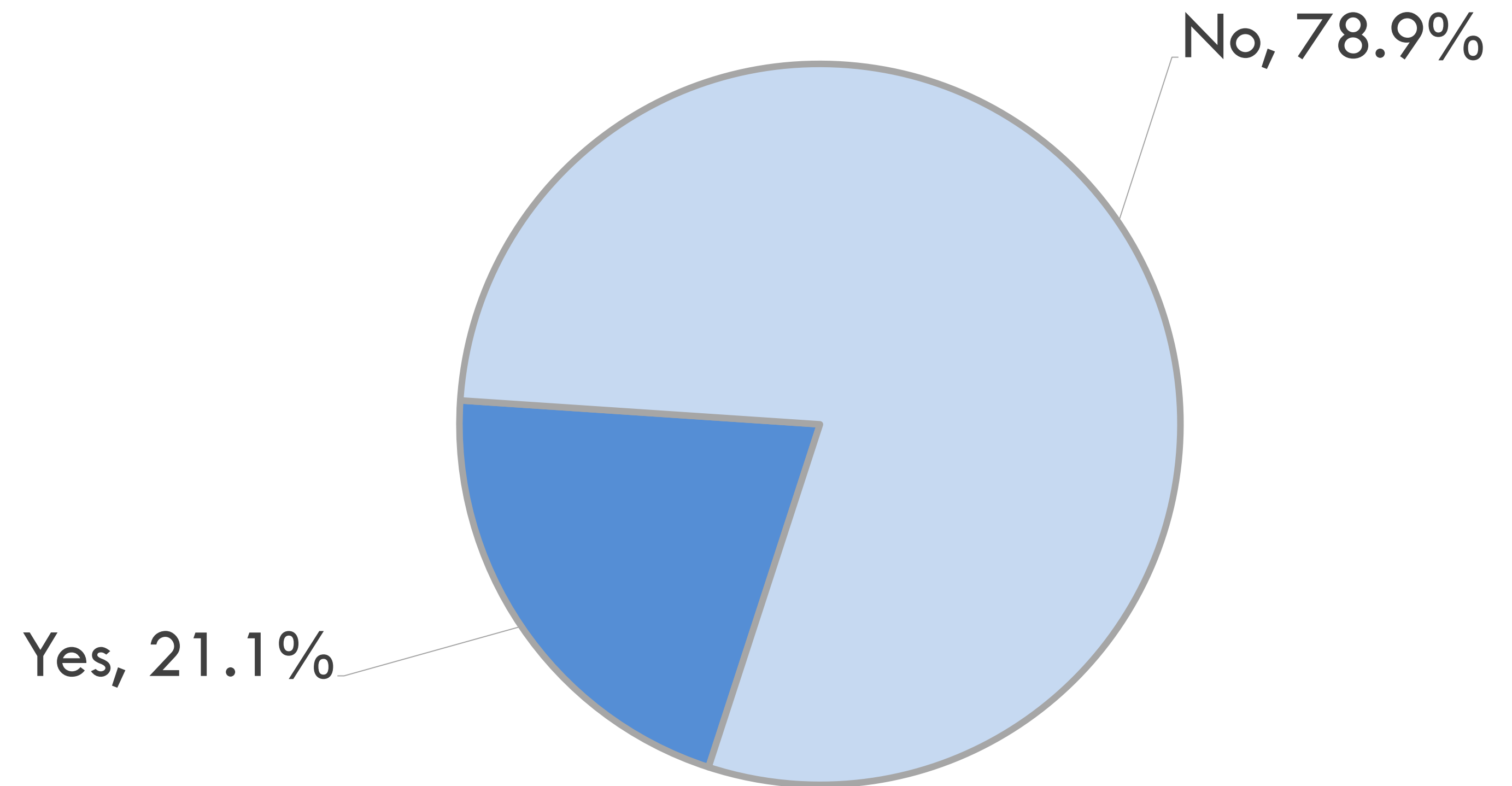


# PLANS FOR ATTENDING MEETINGS THIS YEAR

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**Question:** Do you currently have any travel (even tentatively) planned for a convention, conference or other group meeting at some point this year (i.e., 2021)?

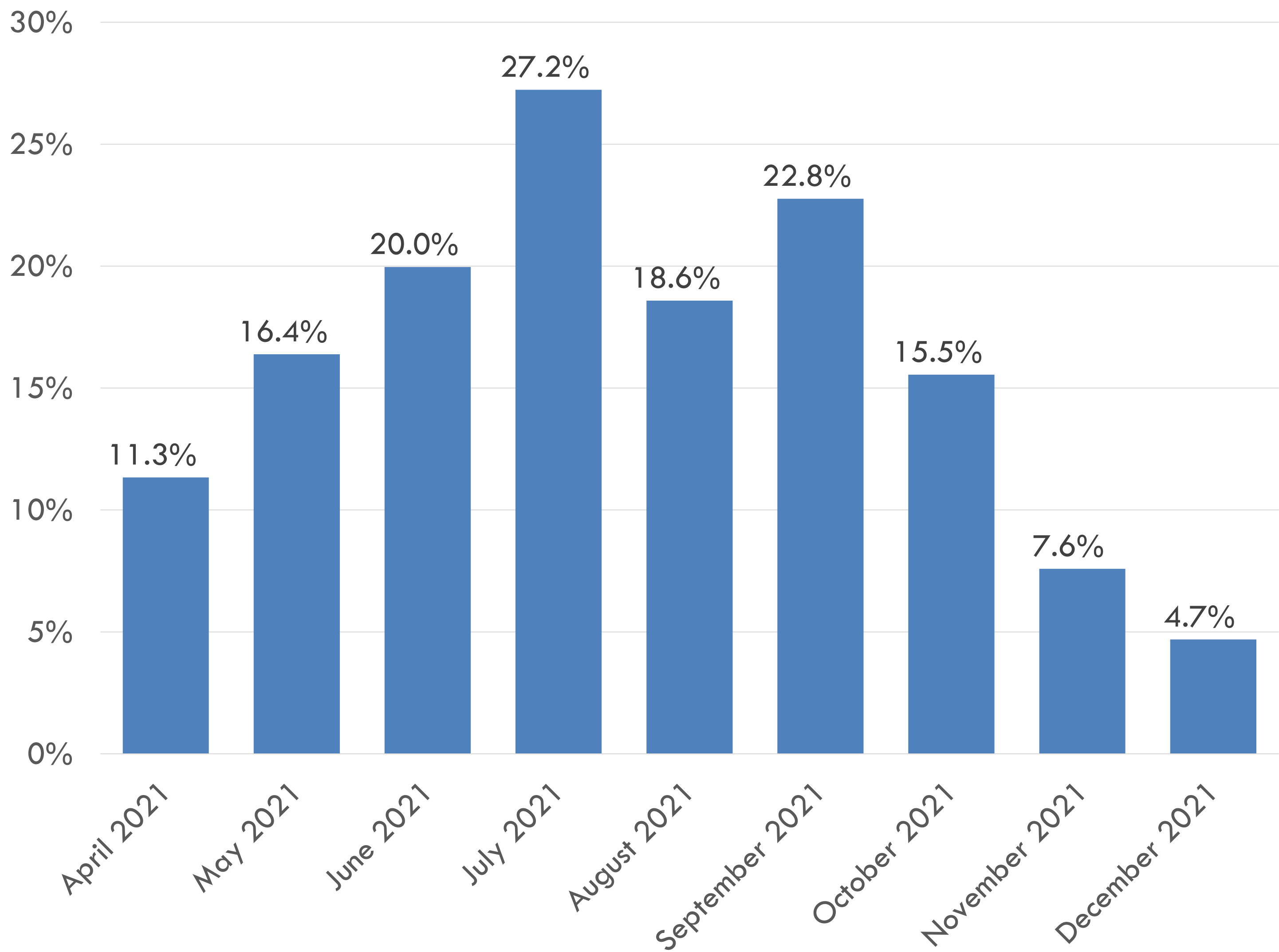
*(Base: Waves 57 data. All respondents who are currently employed, 865 completed surveys. Data collected April 9-11, 2021)*



# MONTHS OF PLANNED MEETINGS TRAVEL

**Question:** In what month(s) do you have travel for a CONVENTION, CONFERENCE OR GROUP MEETING planned? (Select all that apply)

(Base: Waves 57 data. Respondents who are currently planning a meetings-related trip, 157 completed surveys. Data collected April 9-11, 2021)

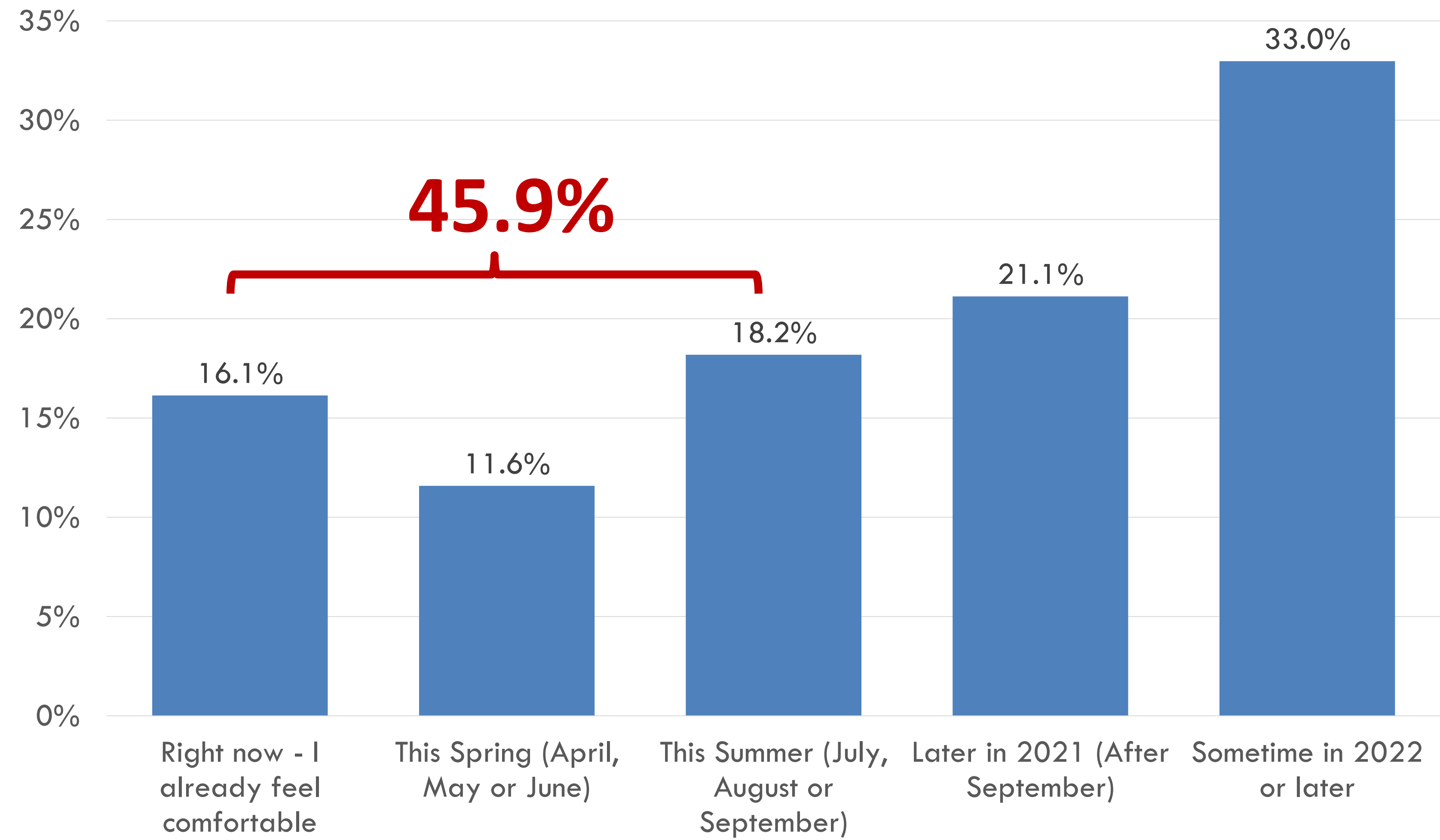




# EXPECTATIONS FOR THE RETURN OF COMFORT: MEETINGS-TRAVEL

**Question:** When do you expect you will feel comfortable enough to attend in-person convention, conference or group meetings again?

*(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)*

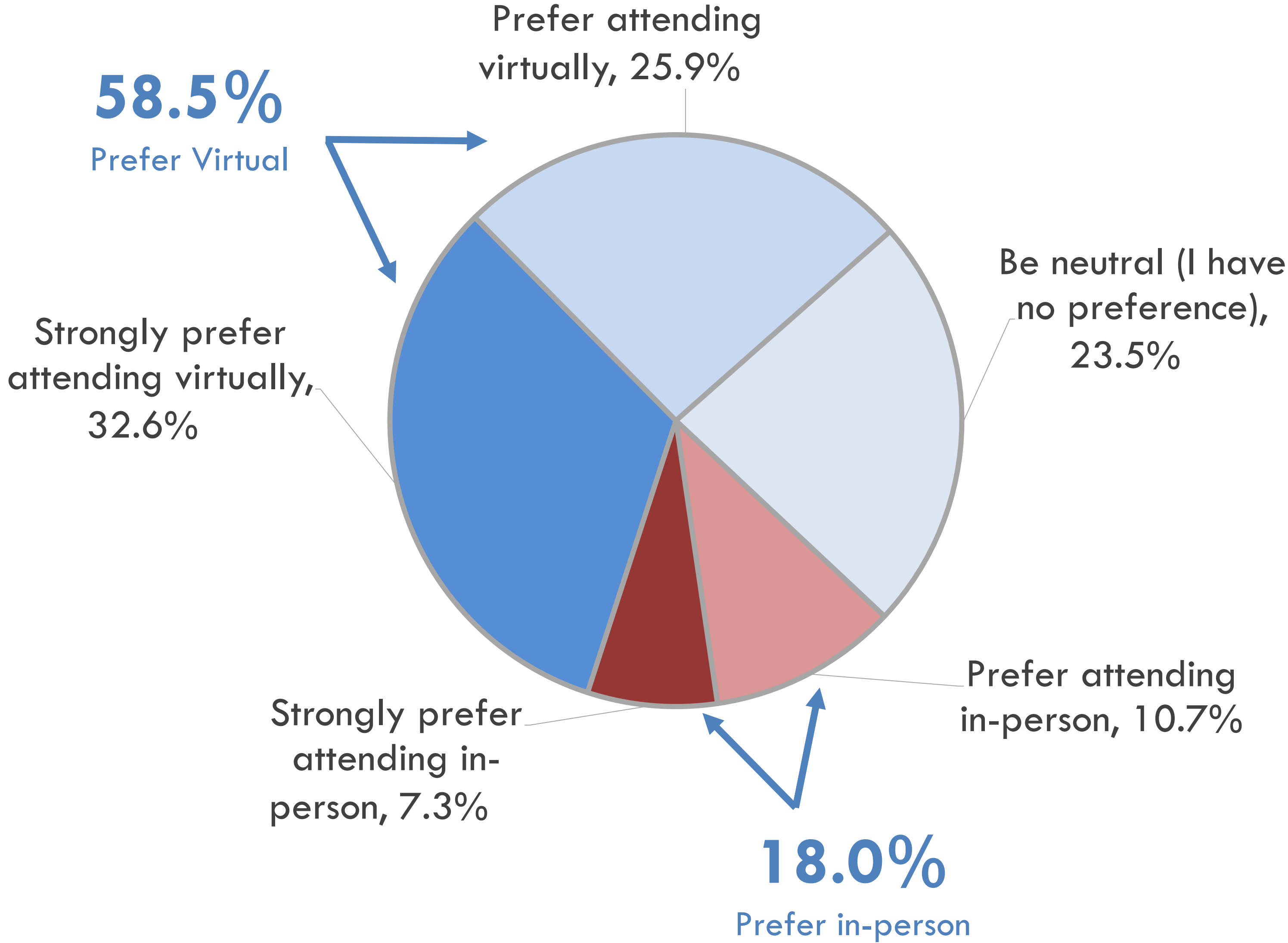


# CURRENT PREFERENCE FOR VIRTUAL OR IN-PERSON MEETINGS

**Question:** If you were going to **ATTEND A GROUP MEETING OR LECTURE** in the next month, would you prefer to do so in-person or virtually (i.e., through a video conference system)?

I would \_\_\_\_\_

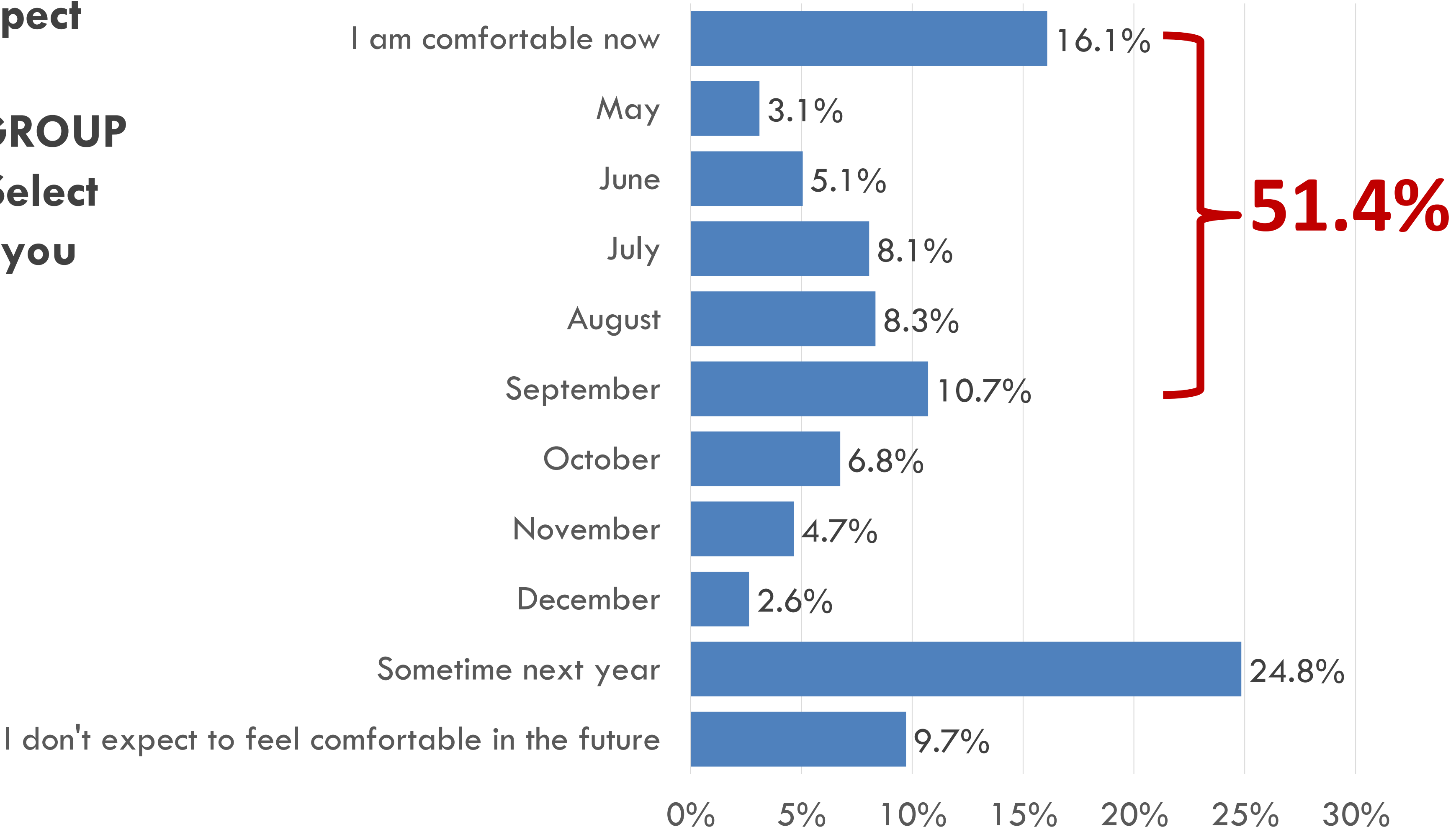
(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)



# EXPECTATIONS FOR COMFORT AT MEETINGS IN THE FUTURE

**Question:** When do you expect you will feel comfortable attending an IN-PERSON GROUP MEETING OR LECTURE? (Select the first month you expect you will be comfortable)

(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)

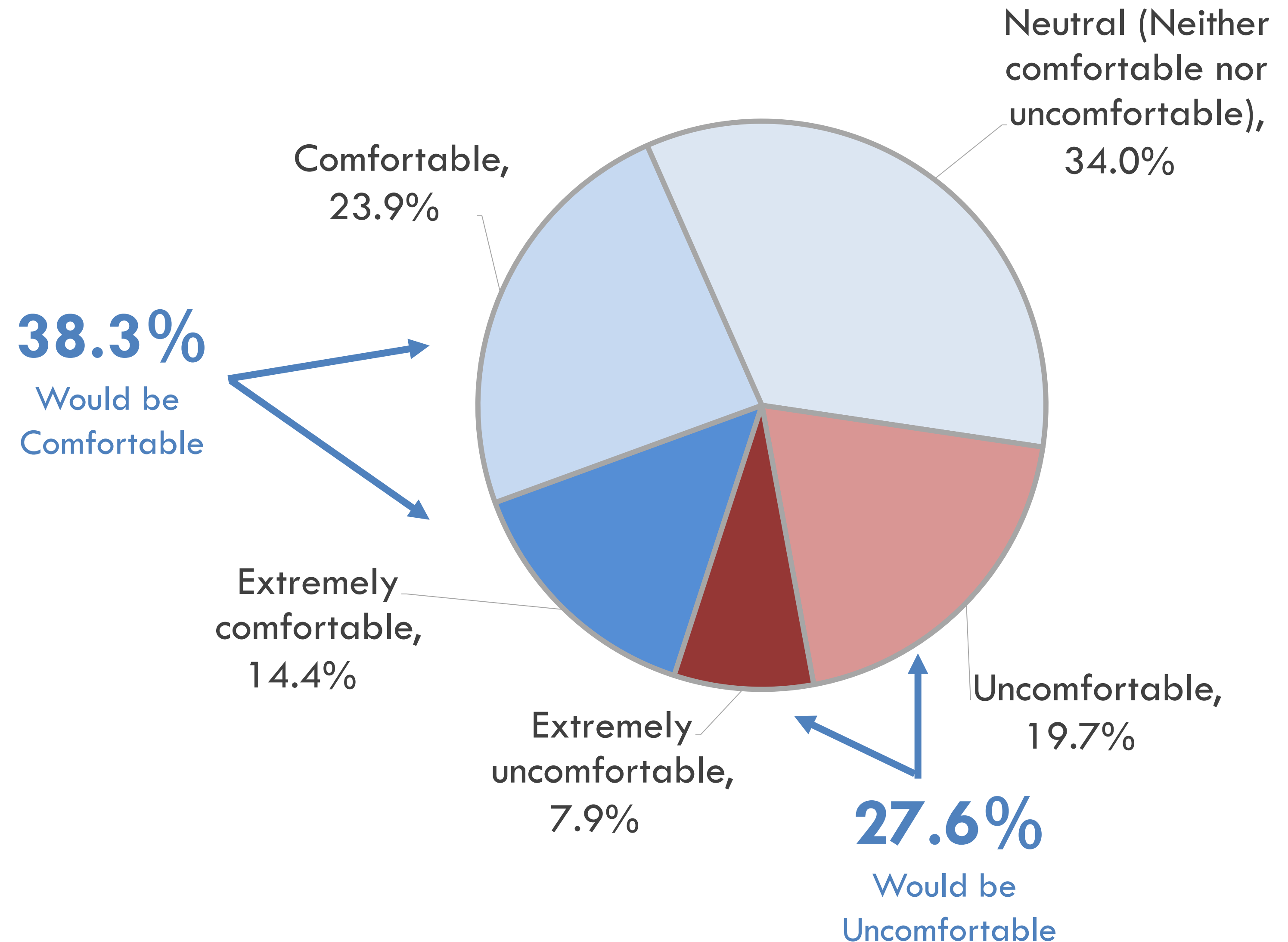




# COMFORT NOW IN A SMALL GROUP MEETING

**Question:** If properly organized, how comfortable would you currently expect to be in a seated, **SMALL GROUP** lecture? (Select one)

(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)



# COMFORT NOW IN A LARGE GROUP MEETING

**Question:** If properly organized, how comfortable would you currently expect to be in a seated, LARGE GROUP lecture (auditorium style)? (Select one)

**27.5%**  
Would be Comfortable

Comfortable,  
15.5%

Extremely comfortable,  
12.0%

Neutral (Neither comfortable nor uncomfortable), 32.3%

Uncomfortable,  
20.9%

Extremely uncomfortable,  
19.3%

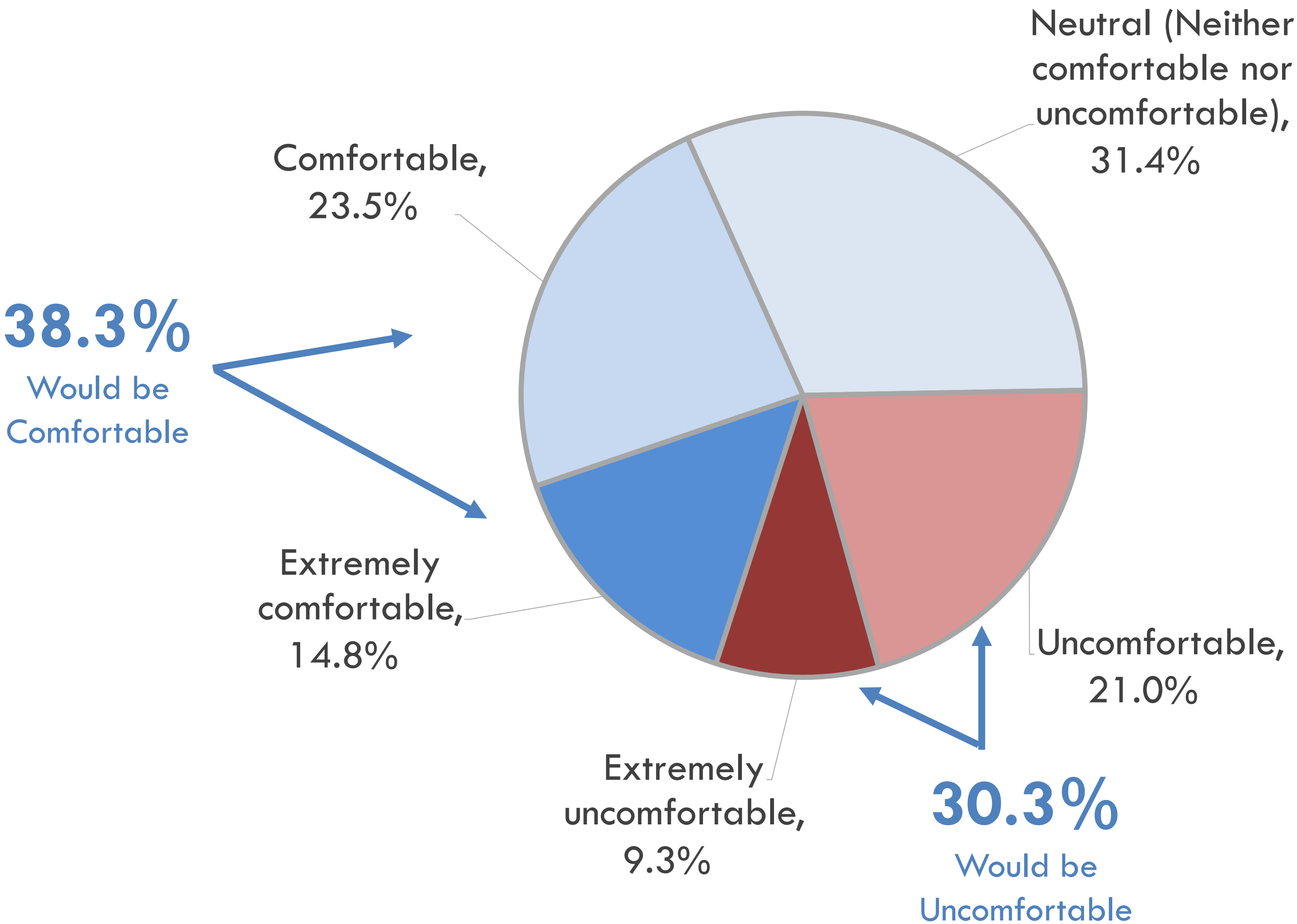
**40.2%**  
Would be Uncomfortable

(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)

# COMFORT NOW ON A GROUP TOUR

**Question:** How comfortable would you expect to be walking around a facility (like a museum or attraction) in a group taking a tour? (Select one)

(Base: Waves 57 data. All respondents, 1,202 completed surveys. Data collected April 9-11, 2021)







This week, our predictive indices gave back some of their recently gains. Certain outdoor travel aficionados show the highest potential amongst passion groups measured.

# What is a Predictive Index?



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



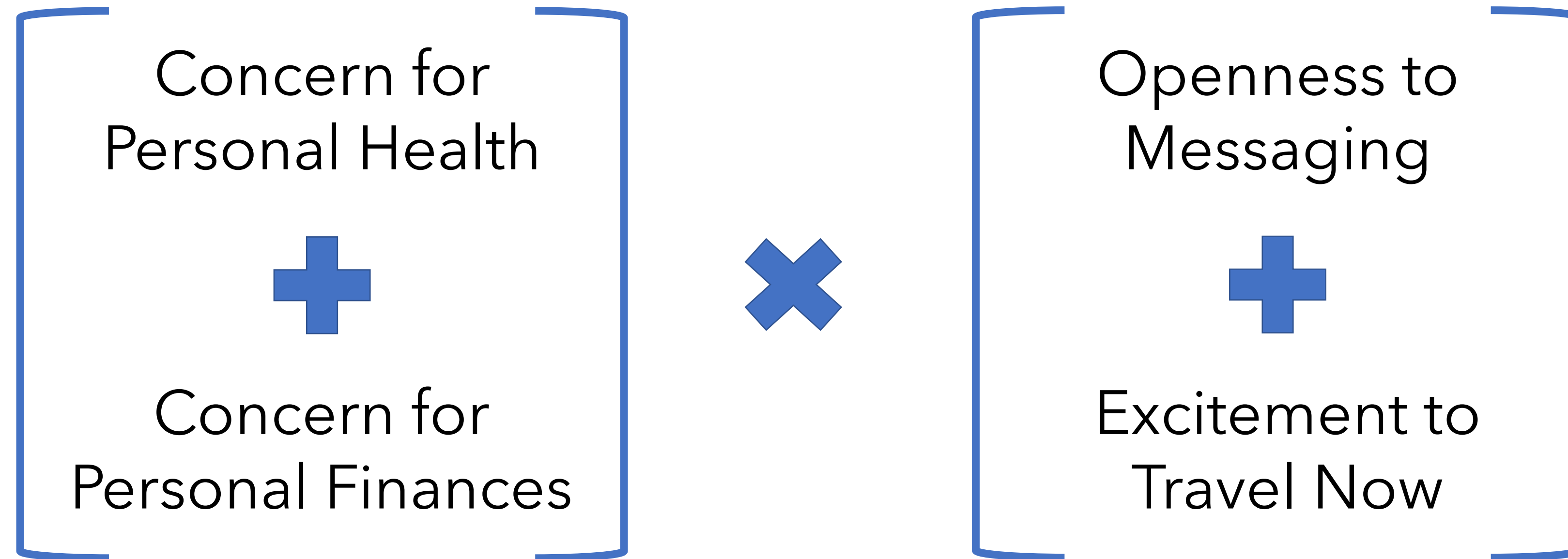
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.



The goals are to identify:

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

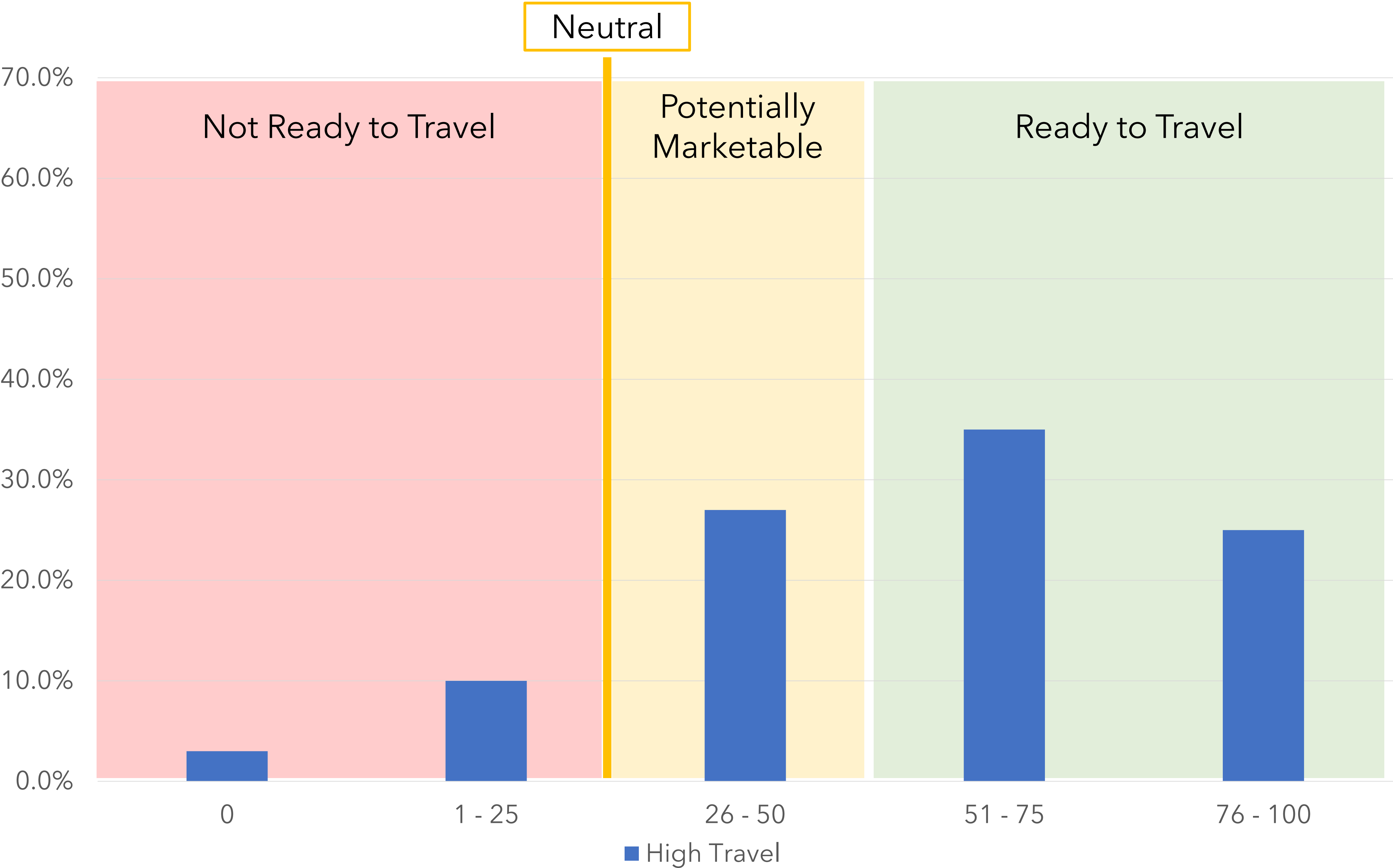
# Predictive Index Formula



\*Normalized to a 100pt scale

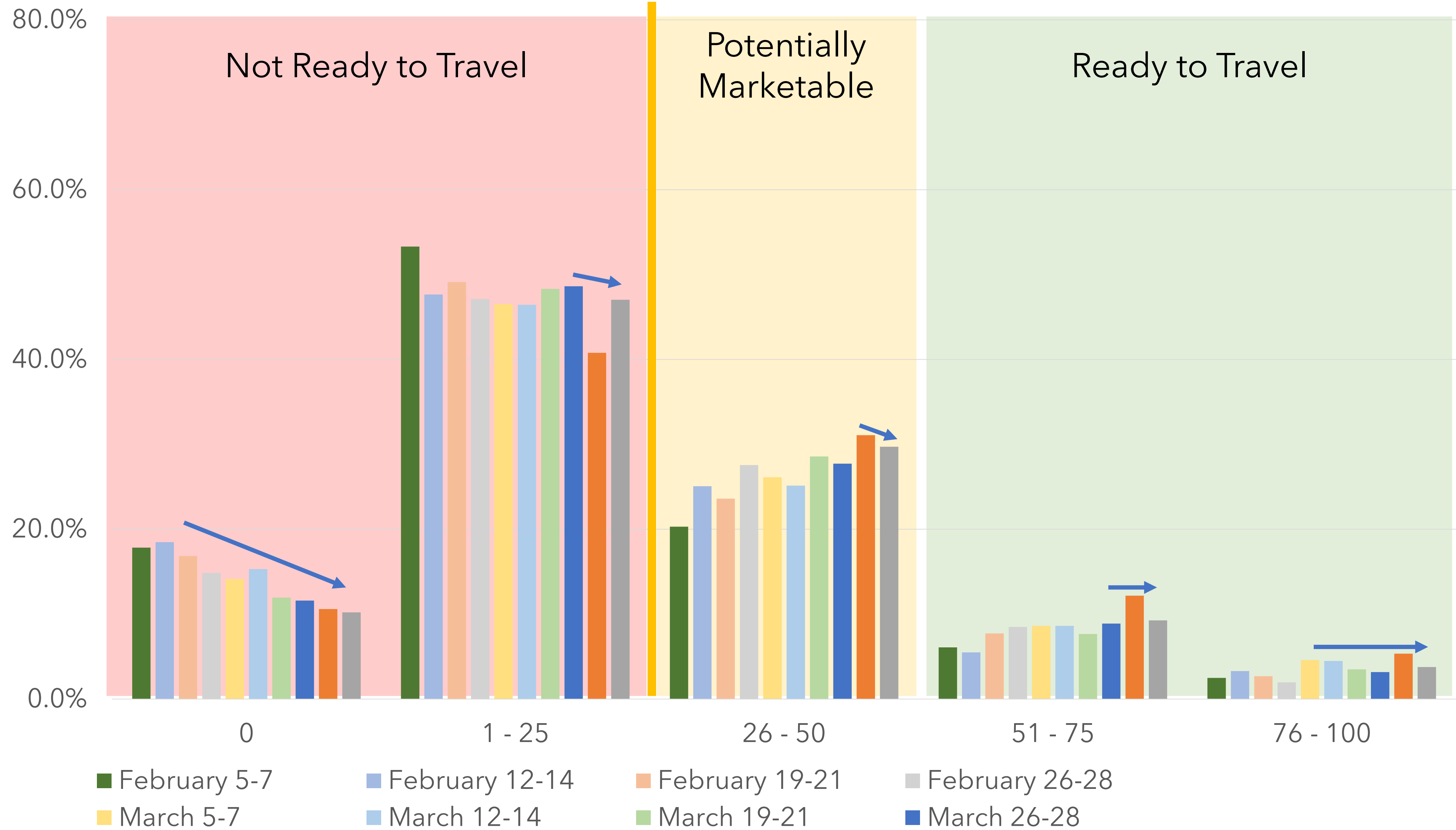


# Healthy Travel Outlook

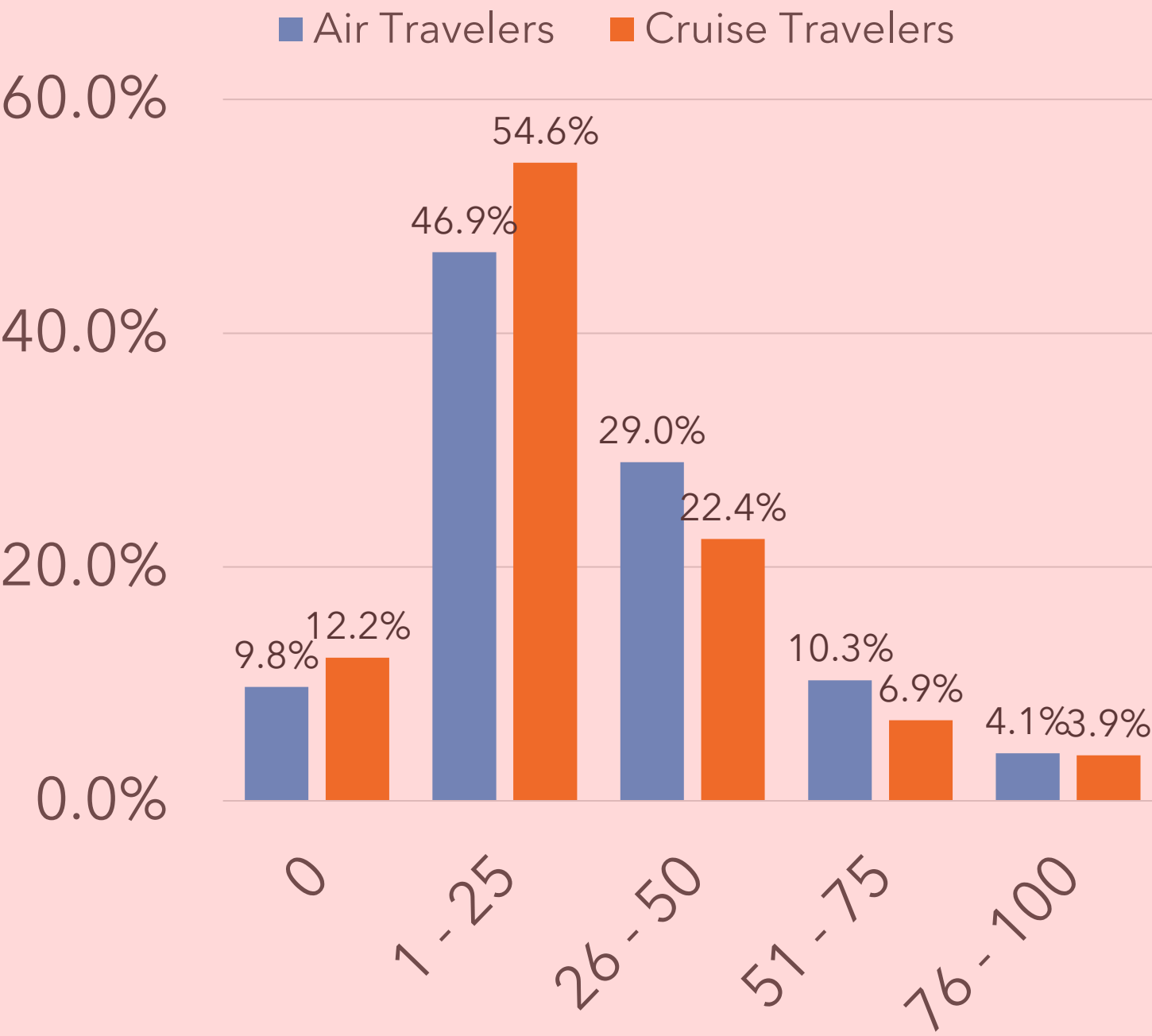


# Travel Outlook

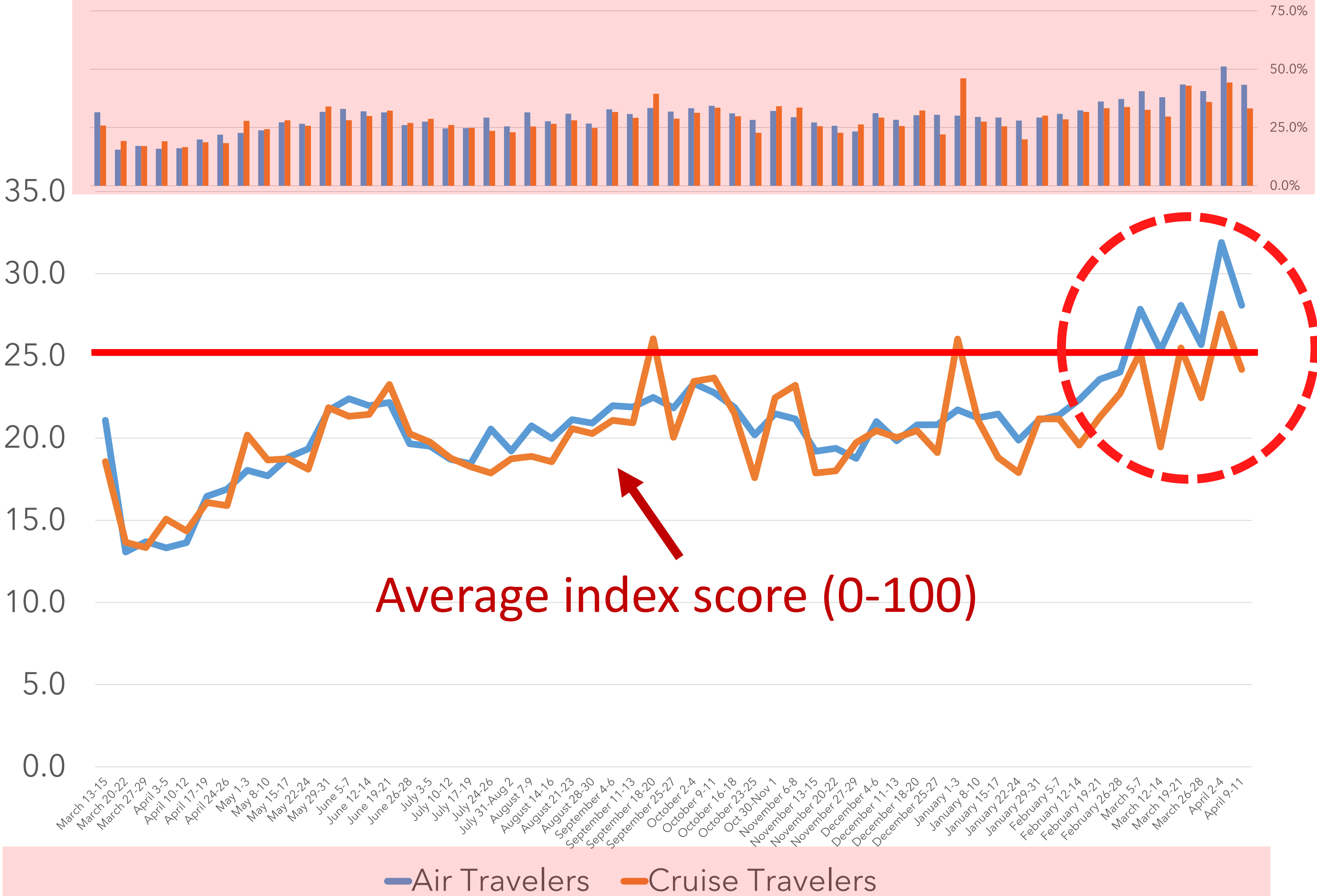
Neutral



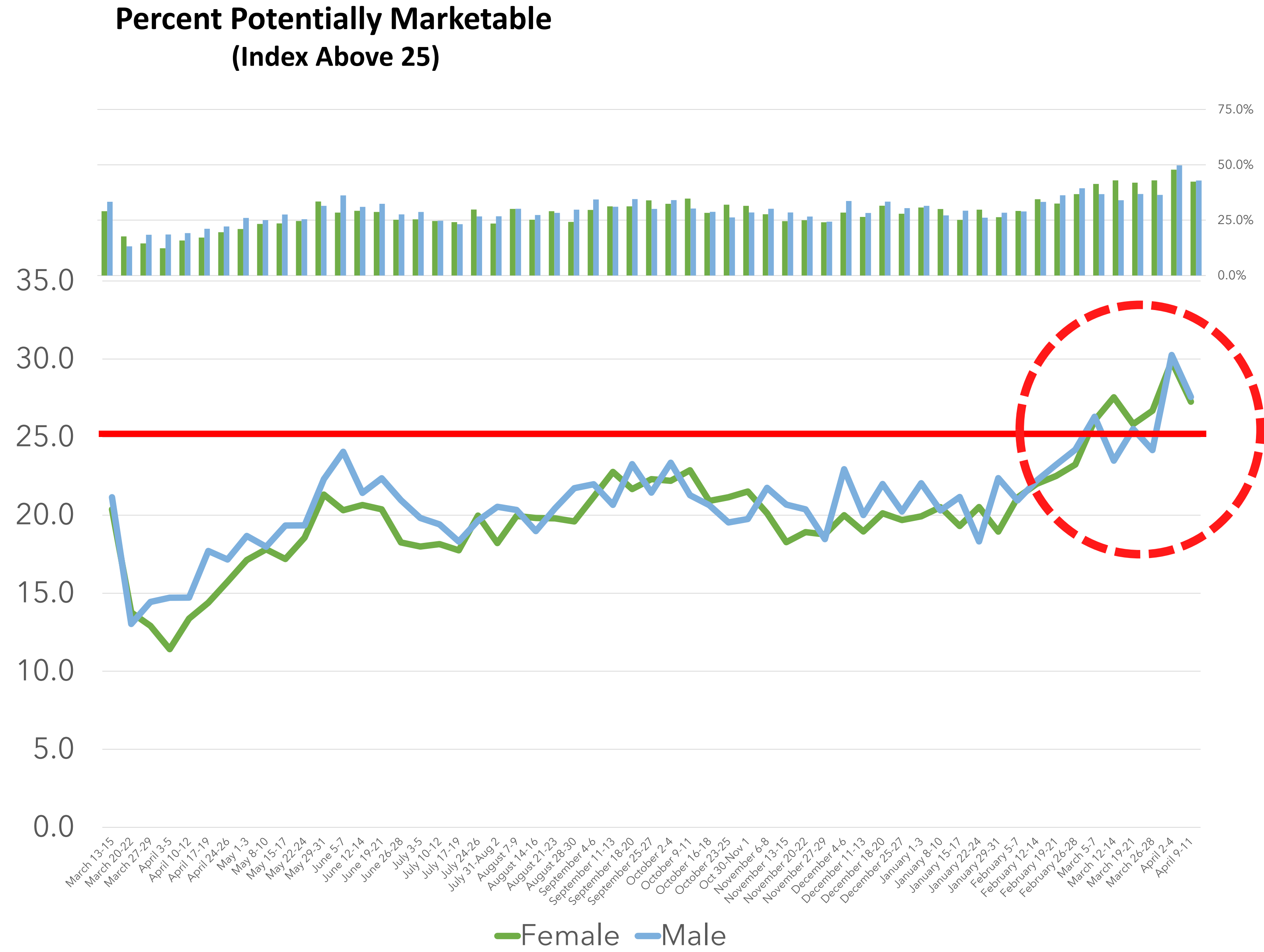
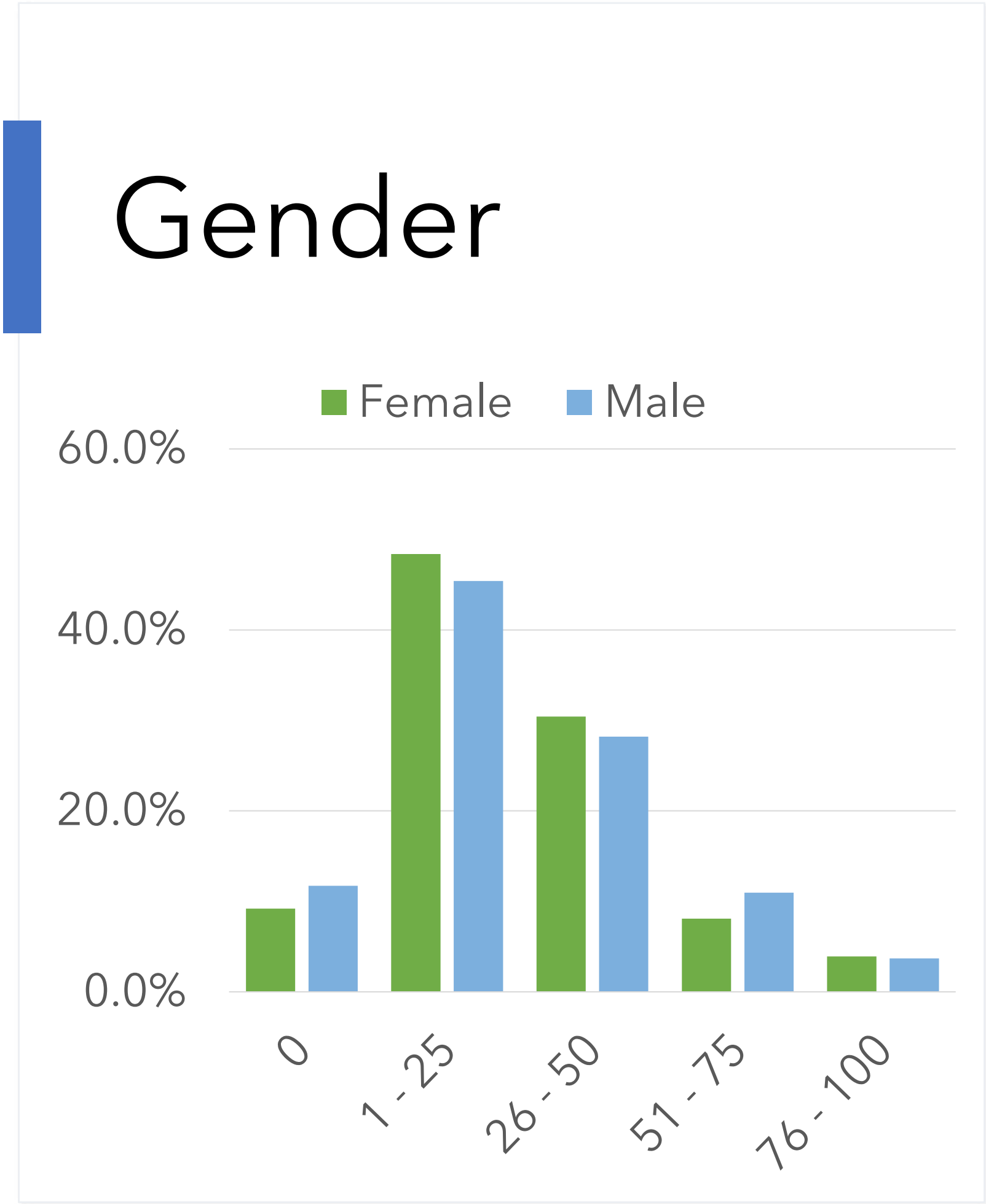
# Airline and Cruise Travelers



Percent Potentially Marketable  
(Index Above 25)

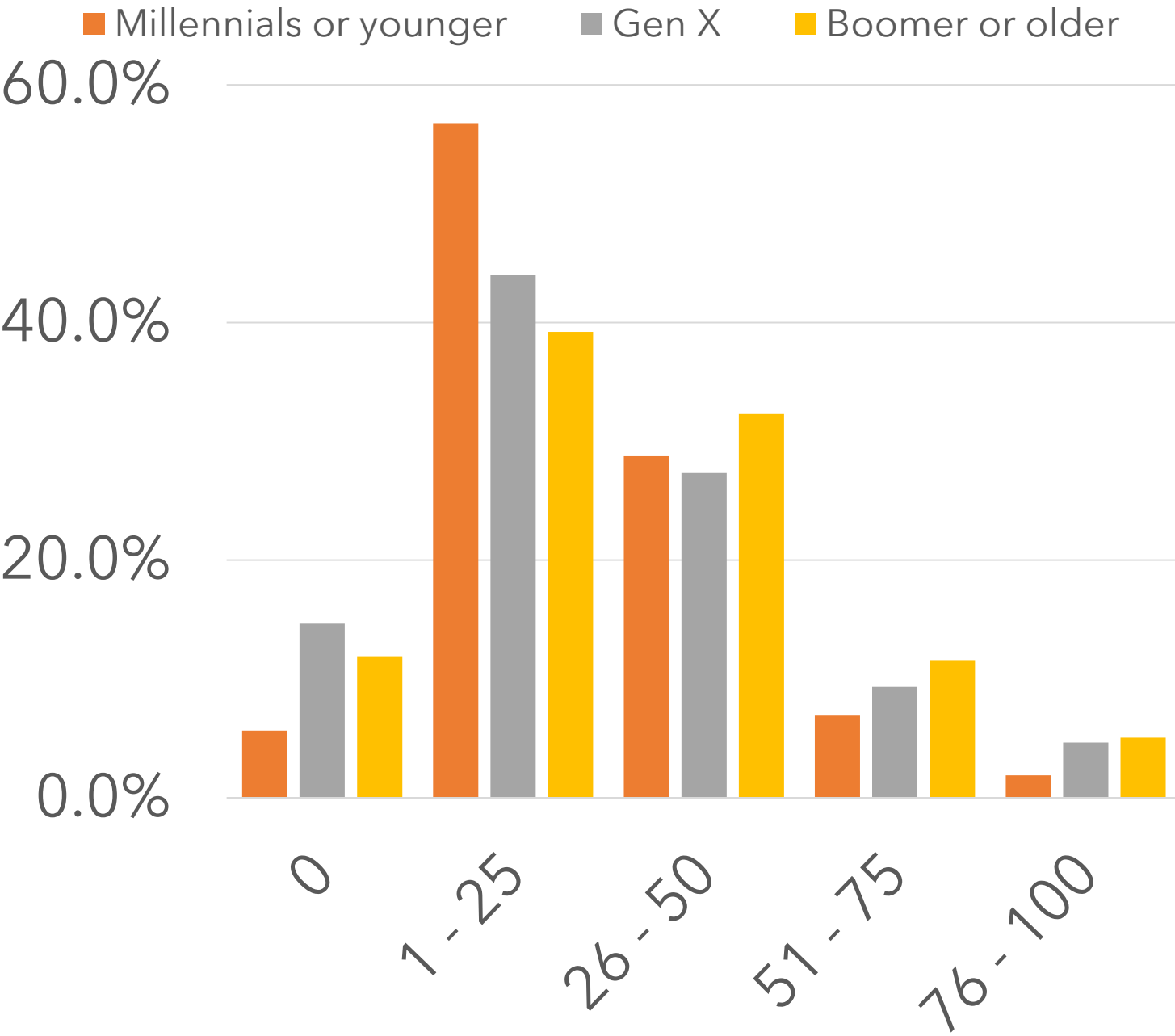




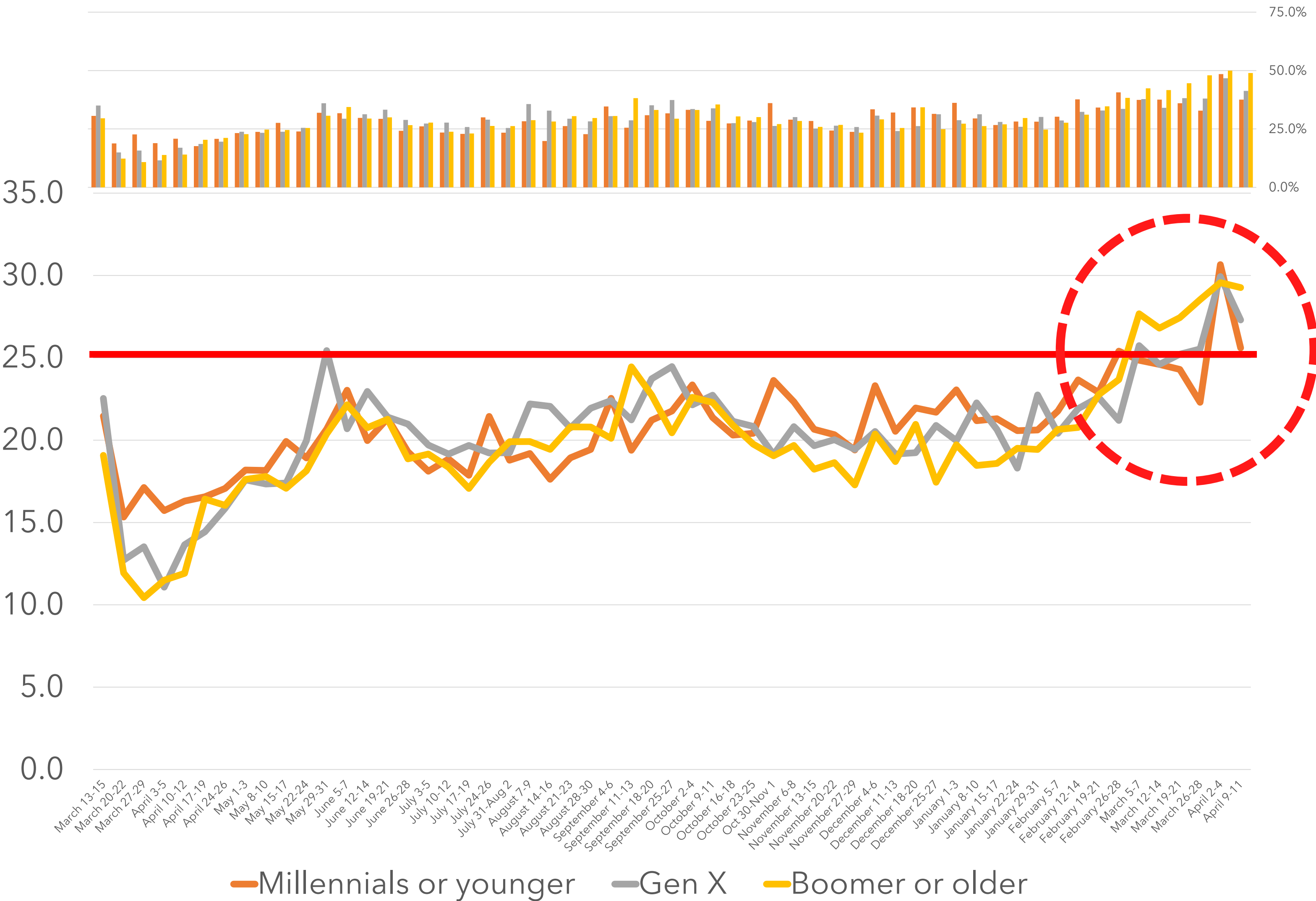


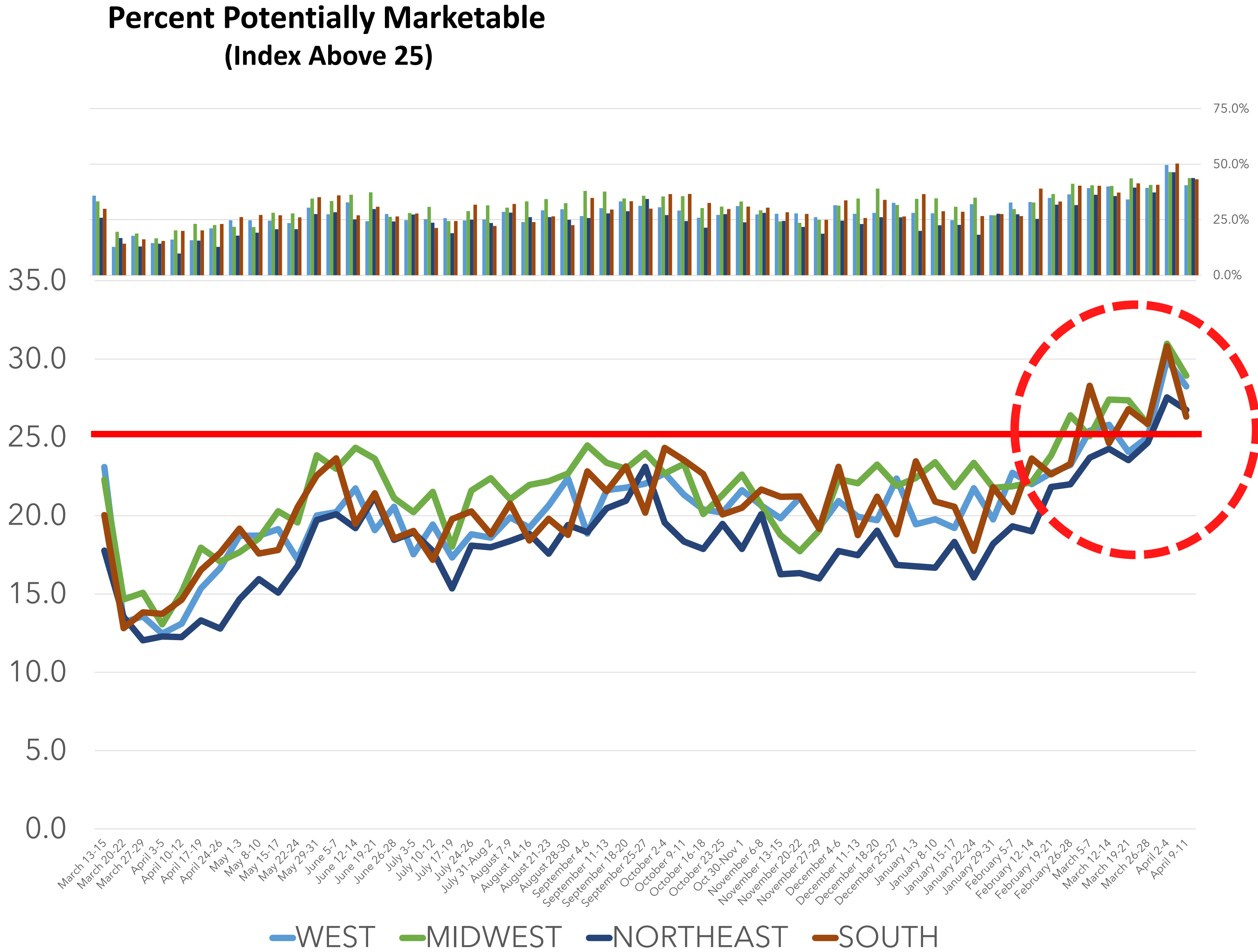
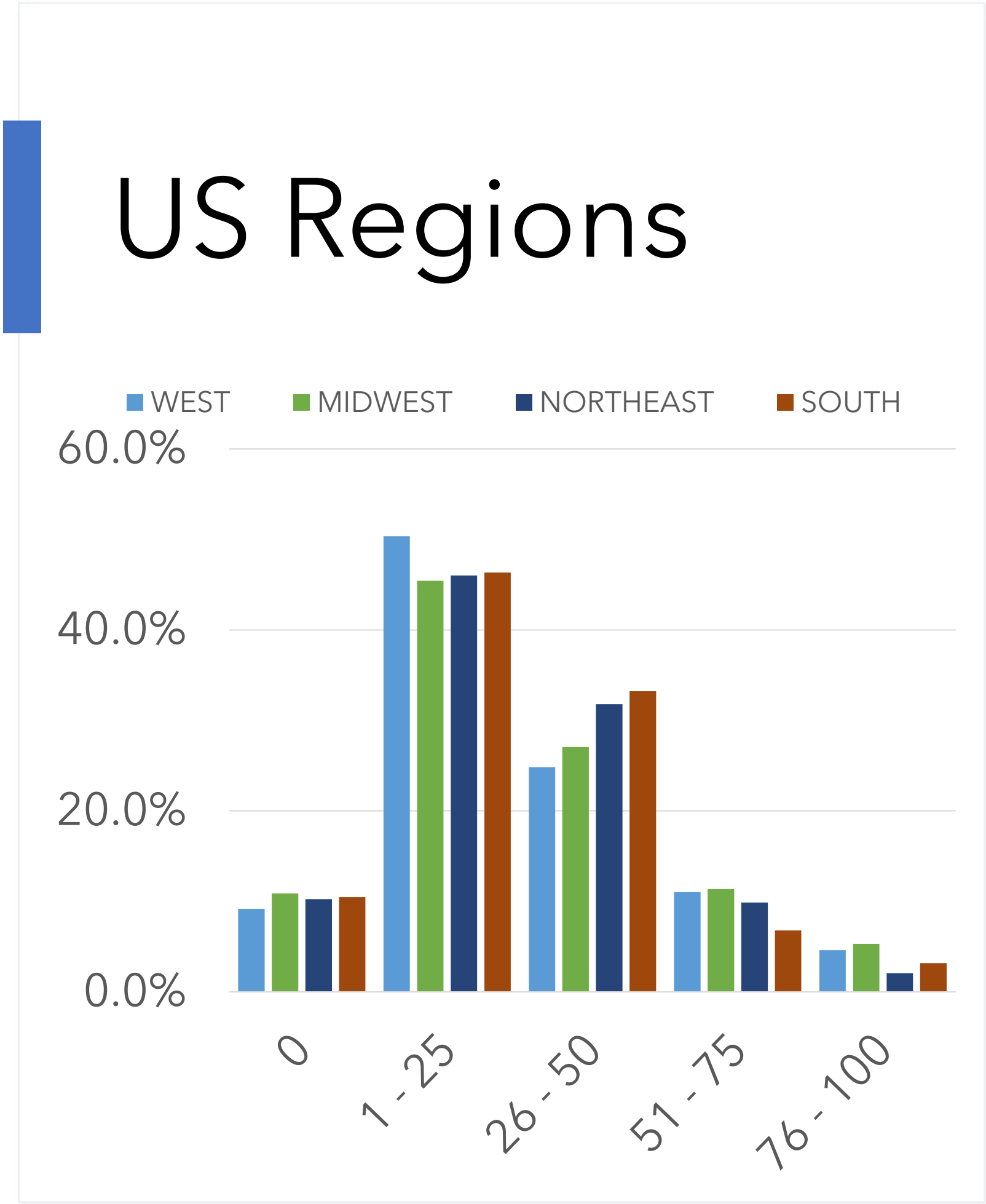


# Generation



## Percent Potentially Marketable (Index Above 25)

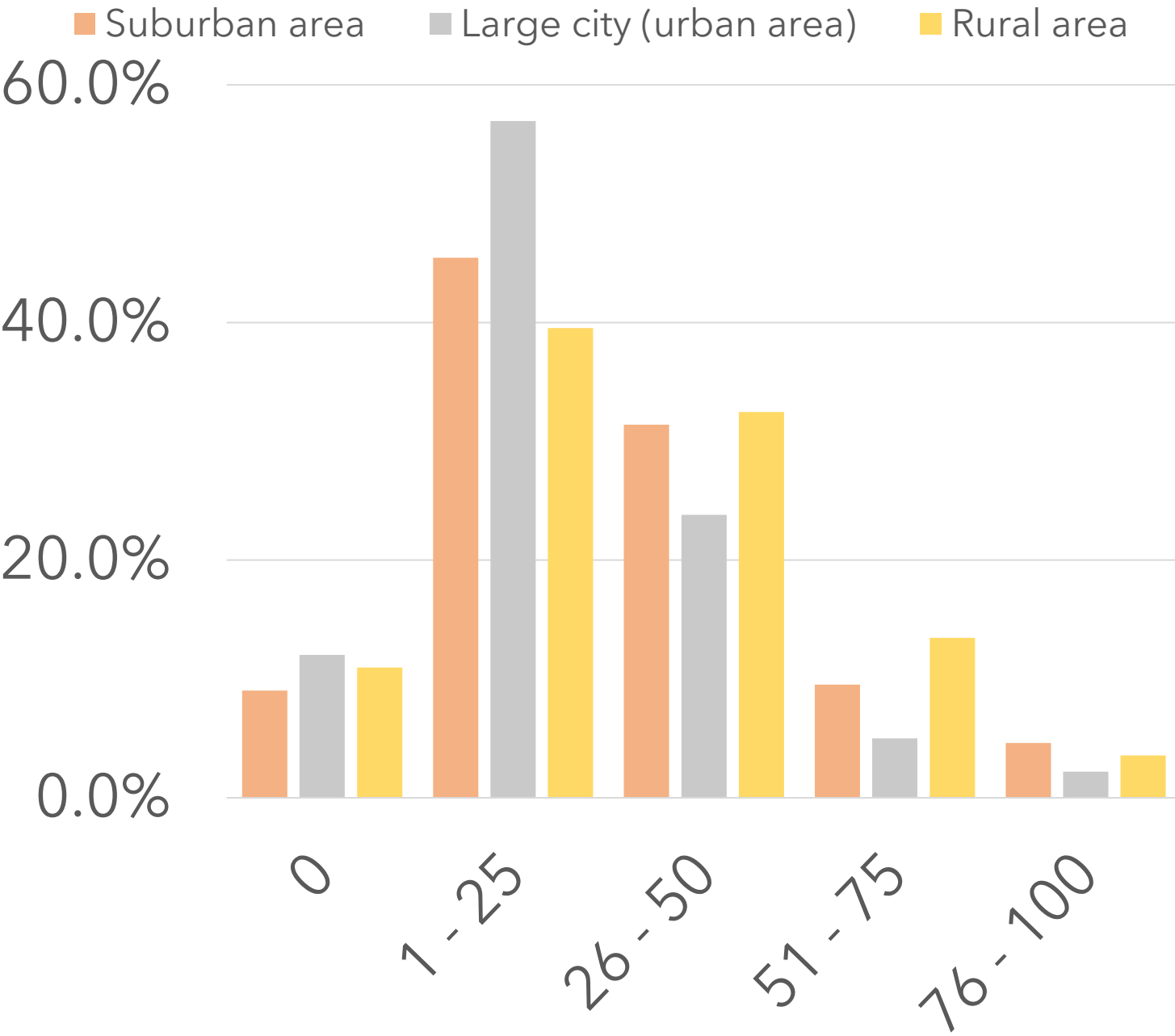




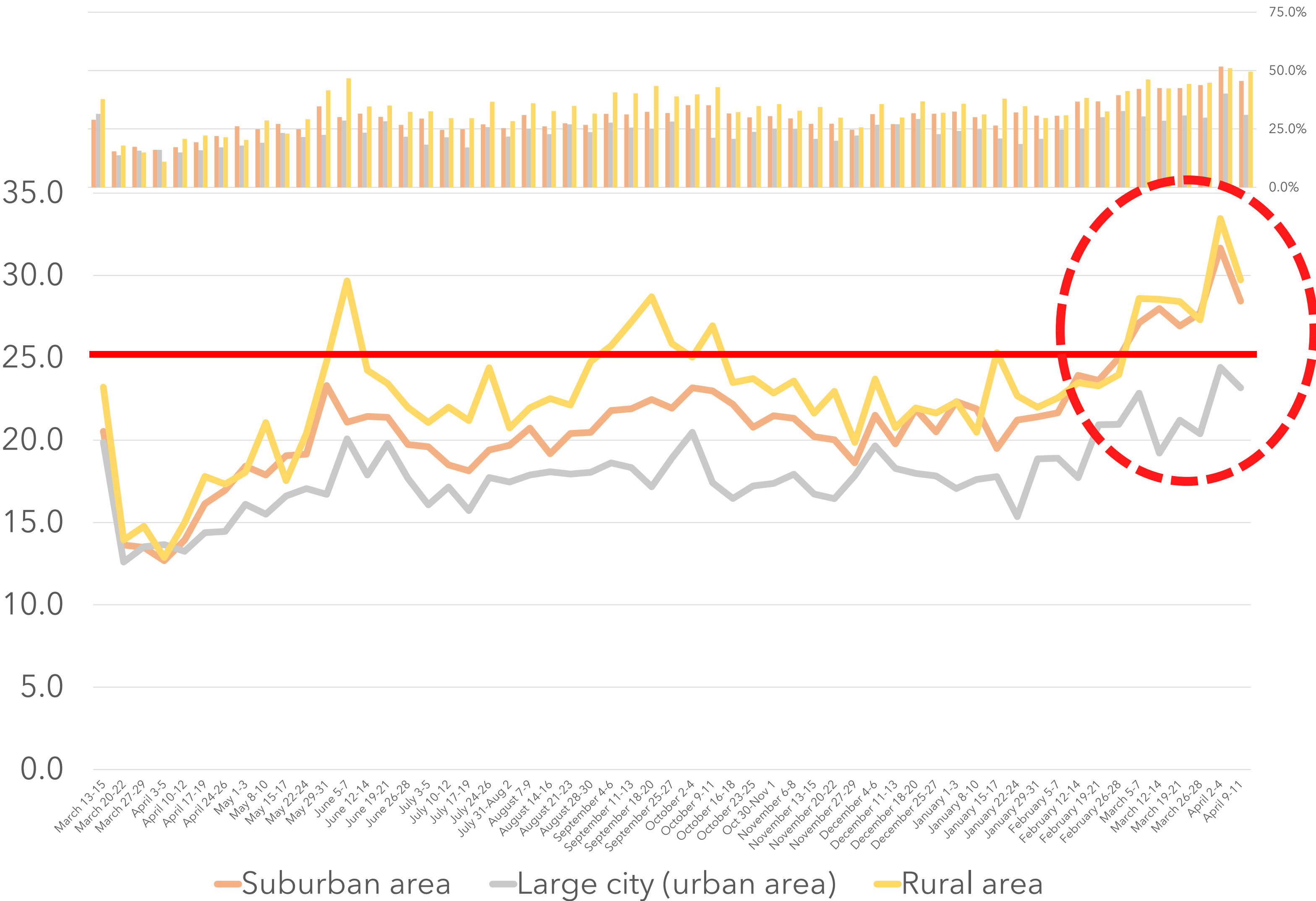




# Residence Type

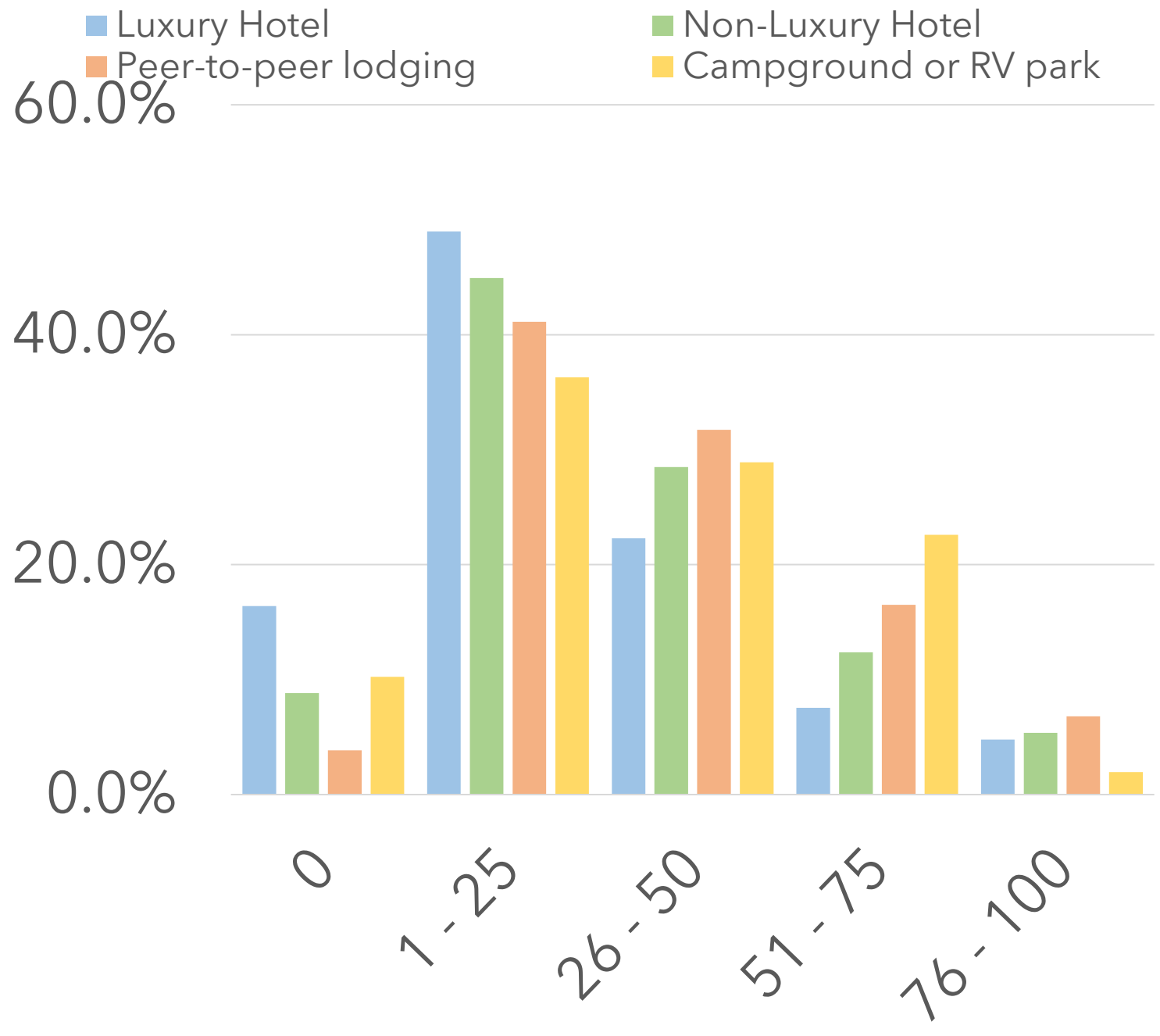


## Percent Potentially Marketable (Index Above 25)

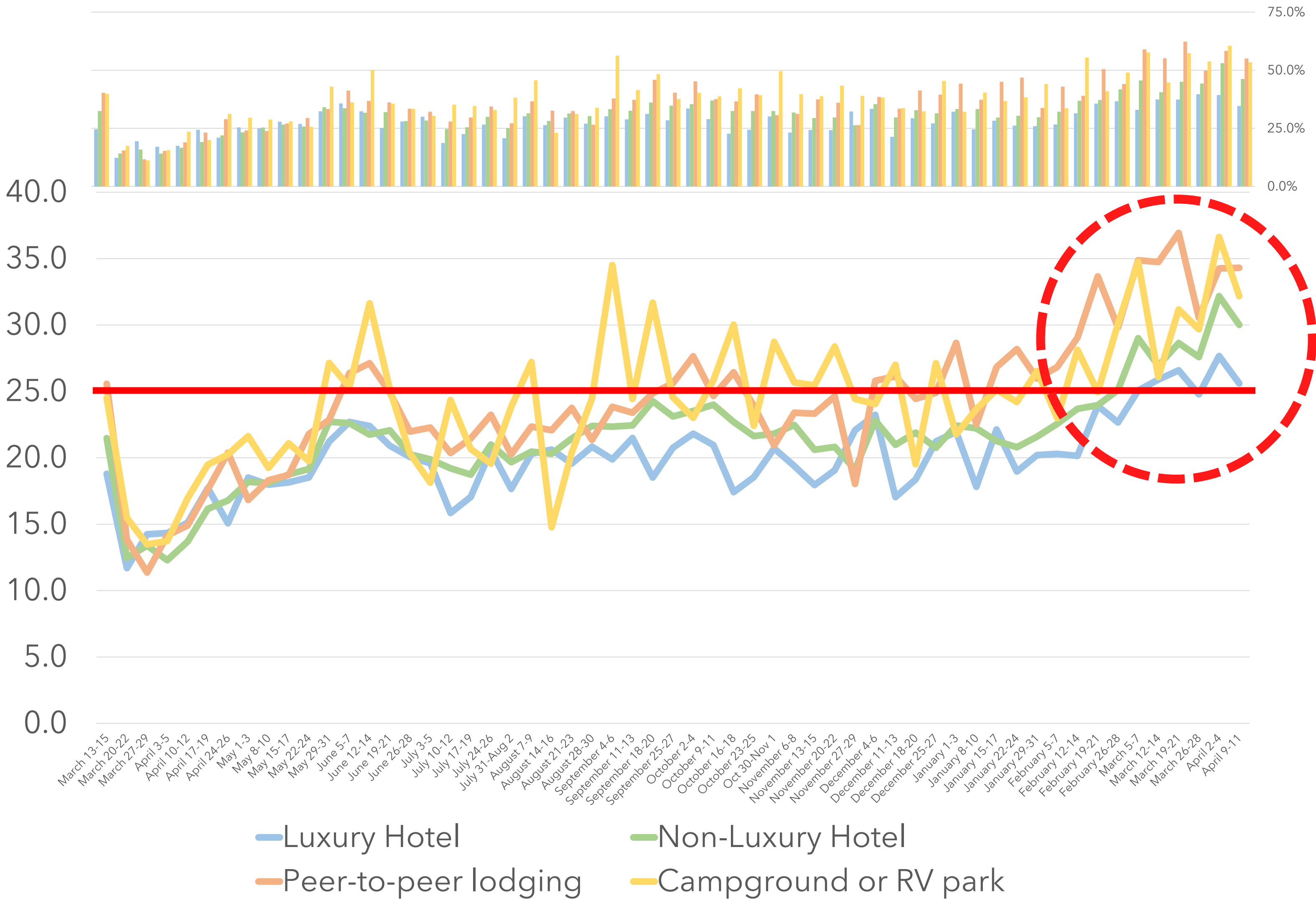




# Lodging Preference



## Percent Potentially Marketable (Index Above 25)



**Question:** Tell us about your hobbies and passions. Please use the scale below to describe your interest in each.

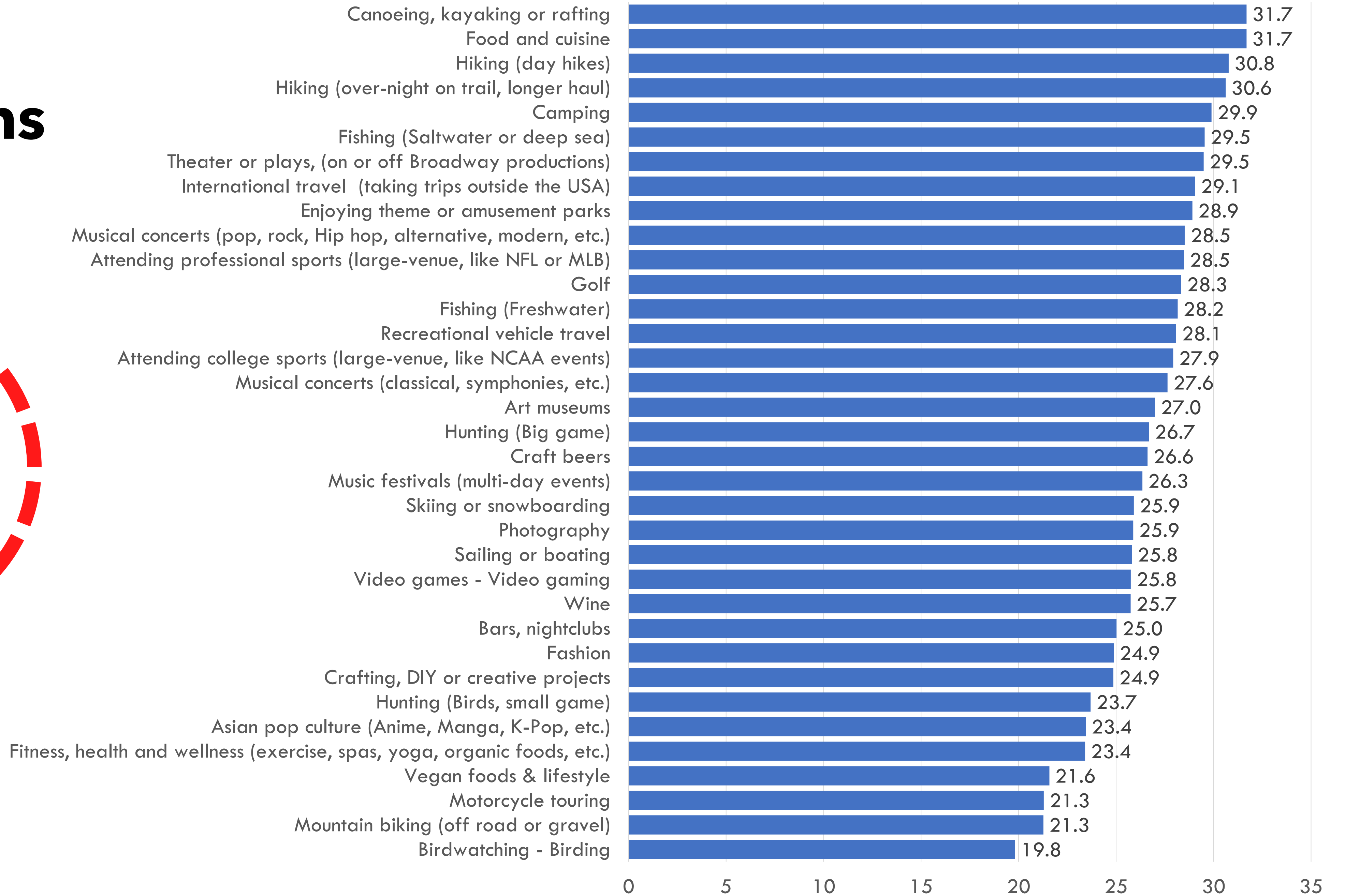
- ☐ Extremely high interest - I'm passionate about this
- ☐ High interest
- ☐ Some interest
- ☐ I have no interest in this







# Travel Passions



# TAKEAWAYS

1

Negative movements in many sentiment metrics were recorded this week.

2

More than half of travelers say they have now received a vaccine. Only 65 percent say they will definitely get one.

3

Almost half of travelers are waiting longer than normal to book this year. Print/video resources have become more valued for inspiration as the pandemic has advanced.

4

Traveler feelings about group meetings have improved but continue to be problematic. Most travelers still prefer virtual events to in-person ones.

5

This week, our predictive indices gave back some of their recently gains. Certain outdoor travel aficionados show the highest potential amongst passion groups measured.



# TALK TO US

**We want to hear from you!**

Please join one of our online meetings to discuss your current needs in our ongoing traveling consumer research, and what is important to you for the future







**Please consider  
subscribing or donating  
to support this ongoing research**

[DestinationAnalysts.com/Support](https://DestinationAnalysts.com/Support)

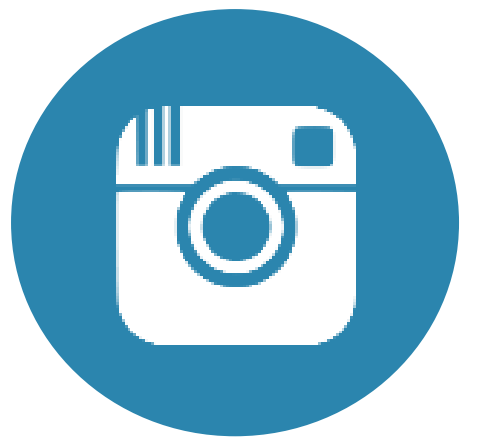
## FOLLOW US ON SOCIAL MEDIA



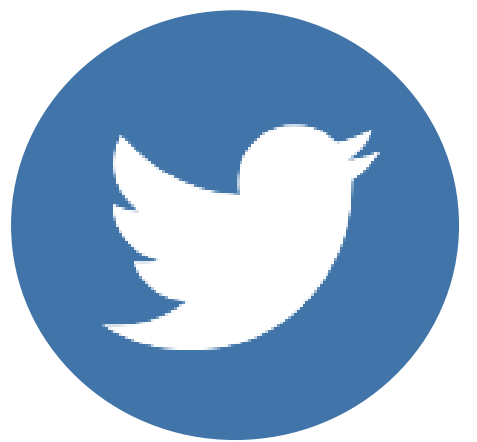
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An astronaut in a white spacesuit stands on a dark, rocky surface, looking out over a vast, fiery orange and yellow sky. The astronaut is positioned on the right side of the frame, with their back to the camera. The sky is filled with large, billowing clouds of fire and smoke, creating a dramatic and intense atmosphere. The overall color palette is dominated by warm, golden-yellow and orange tones.

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# Destination APOLLO

Destination Intelligence + Management System



*The show airs Sunday at 11:00 AM EST, and you can catch it either with Live Streaming on [wchv.com](http://wchv.com) or download the WCHV APP on either iTunes or Google Play.*







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

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