

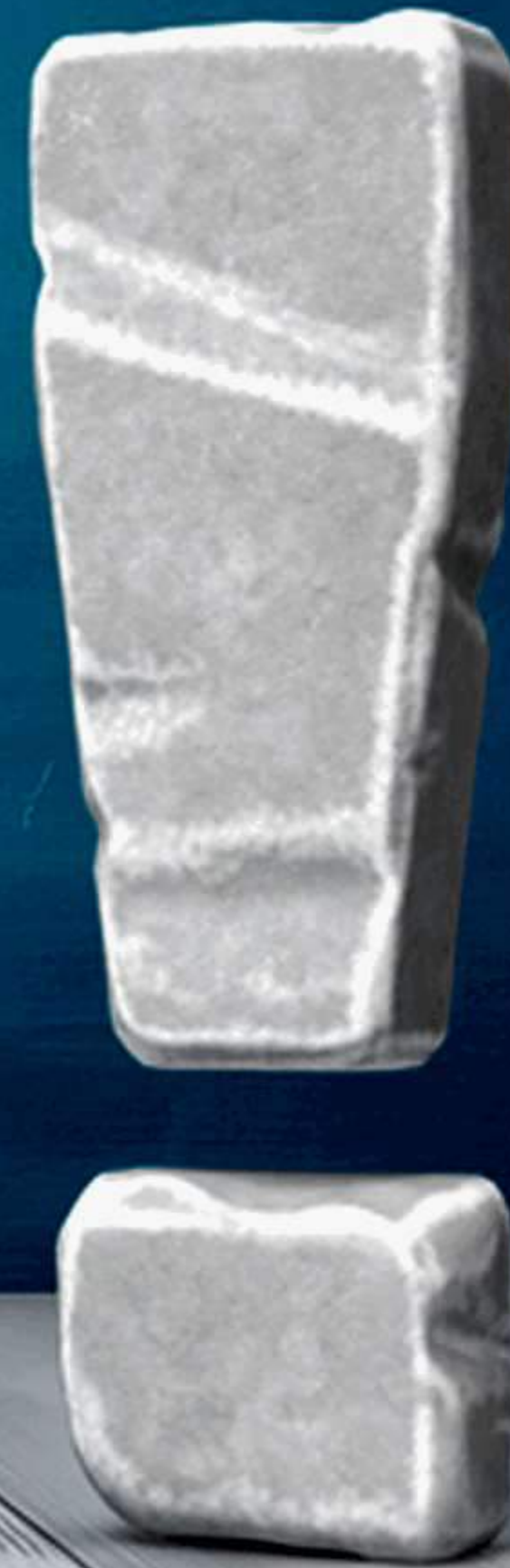
CORONAVIRUS TRAVEL SENTIMENT INDEX

Presentation of Latest Findings
April 20, 2021

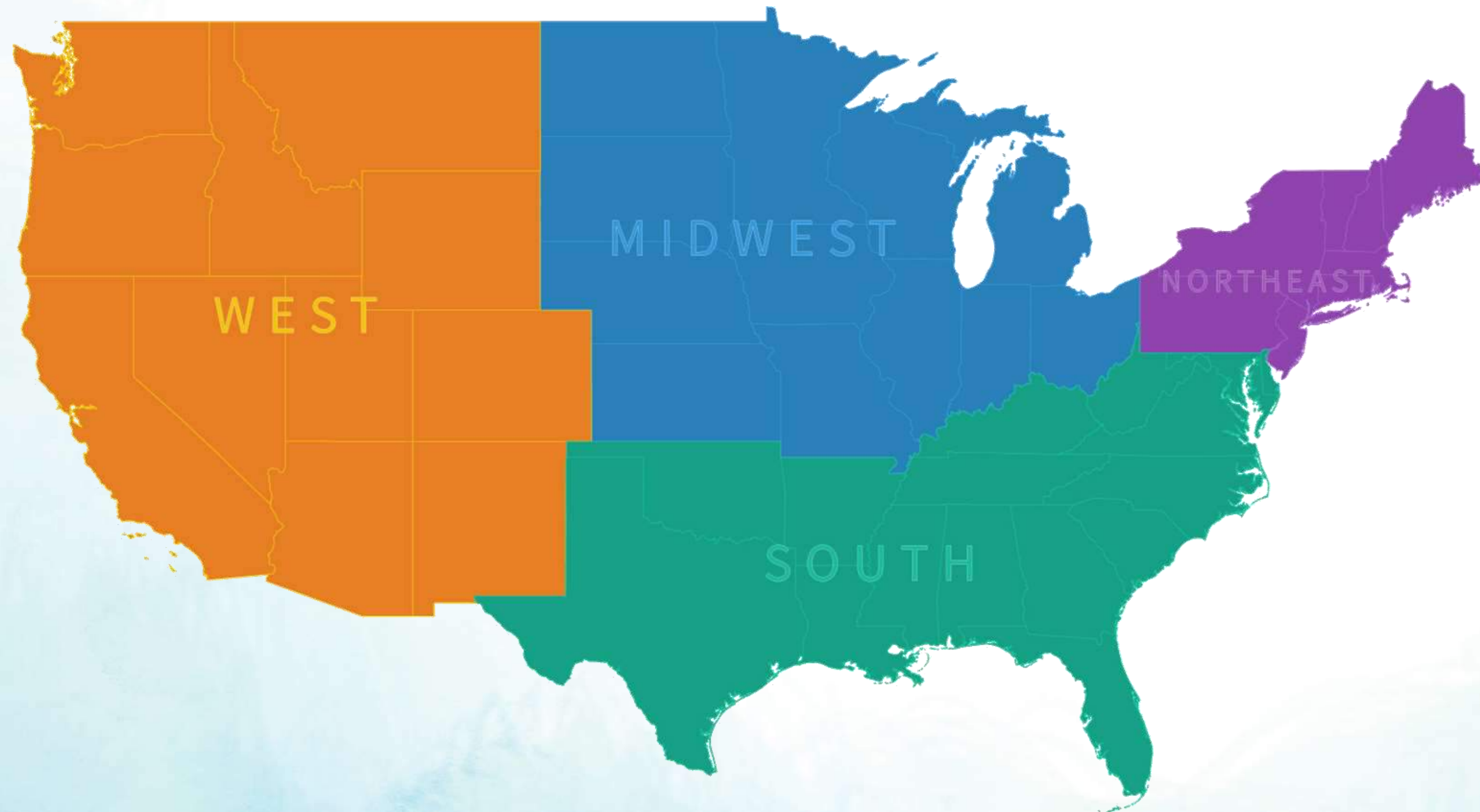
Destination  Analysts

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 58 data (fielded April 17-19) 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**



Nearly half of US states reported an increase in Covid-19 cases this week. Here's what experts say can help stop another surge

By Travis Caldwell and Mallika Kallingal, CNN

🕒 Updated 2:14 AM ET, Sat April 17, 2021



More from CNN



Bitcoin rebound from dramatic weekend selloff fizzles out



Trump's fight with Murkowski rolls GOP with new Alaska Senate...

PEOPLE.COM > HEALTH

Nearly Half of U.S. COVID Cases Are Coming from These 5 States

Cases are up by 14% nationwide as the faster-spreading B.1.1.7 variant of COVID-19 is now dominant in the U.S.

NATION/WORLD

Half of American adults vaccinated with at least one COVID shot, CDC says



by: Associated Press

Posted: Apr 18, 2021 / 11:41 AM PDT / Updated: Apr 18, 2021 / 11:45 AM PDT

Half of all adults in the U.S. have received at least one COVID-19 shot, the government announced Sunday, marking another milestone in the nation's largest-ever vaccination campaign but leaving more work to do to convince skeptical Americans to roll up their sleeves.

Almost 130 million people 18 or older have received at least one dose of a vaccine, or 50.4% of the total adult population, the Centers for Disease Control and Prevention reported.

Almost 84 million adults, or about 32.5% of the population, have been fully vaccinated.

The U.S. cleared the 50% mark for adults just a day after the reported global death toll from the coronavirus topped a staggering 3 million, according to totals compiled by Johns Hopkins University, though the actual number is believed to be significantly higher.

In other developments, the nation's top infectious diseases expert indicated Sunday that the government will likely move to resume use of Johnson & Johnson's COVID-19 vaccine this week, possibly with restrictions or broader warnings after reports of some very rare blood clot cases.



Fauci predicts J&J vaccine will return this week in 'some manner or form'

BY JOSEPH CHOI - 04/18/21 09:35 AM EDT

635 COMMENTS

Anthony Fauci, President Biden's chief medical adviser, on Sunday said he believed the Johnson & Johnson COVID-19 vaccine would return this week in "some manner or form" after it was paused due to concerns over a possible link to rare blood clots.

Appearing on CNN's "State of the Union," Fauci said he believed administration of the vaccine would "get back on track" by Friday.

Host [Dana Bash](#) noted that advisers for the Centers for Disease Control and Prevention (CDC) are scheduled to meet on Friday and asked Fauci if a decision would be made during that meeting.

"Well, I think by that time we're gonna have a decision. Now, I don't want to get ahead of the CDC and the [Food and Drug Administration] and the advisory committee, but I would imagine that what we will see is that it would come back and it would come back in some sort of either warning or restriction," Fauci said.

"Again, I don't know. I don't want to be ahead of them, but I keep getting asked that. I do think we will get it back in some manner or form," Fauci added. "I hope that we don't see anything extended beyond Friday. We need to get Friday some decision one way or the other."

Administration of the Johnson & Johnson vaccine was [paused last week](#) after officials observed six blood clots out of the nearly 7 million doses that have been administered in the U.S. Many health officials have expressed concerns that pausing the vaccine would fuel vaccine hesitancy.

TAGS ANTHONY FAUCI JOE BIDEN DANA BASH JOHNSON & JOHNSON COVID-19 VACCINE

Georgia Aquarium: Otters test positive for virus that causes COVID-19

By FOX 5 Atlanta Digital Team | Published 2 hours ago | Coronavirus in Georgia | FOX 5 Atlanta



ATLANTA - The Georgia Aquarium said Sunday its Asian small-clawed otters tested positive for SARS-CoV-2, the virus that causes [COVID-19](#).

The aquarium said the otters are "doing well" and expected to make a full recovery.

The Georgia Aquarium said in a statement that officials believe the disease was transmitted to the otters by an asymptomatic staff member, despite health and safety protocols in place.

RELATED: [Toronto Zoo takes precautions after Bronx Zoo tiger gets COVID-19](#)

Aquarium officials said the otters began exhibiting mild respiratory symptoms such as sneezing, runny noses and mild lethargy. Some even had a cough.

Aquarium staff removed the otters from the exhibit. Georgia Aquarium animal health and care teams are currently caring for them.

RELATED: [North Carolina dog diagnosed with COVID-19 dies](#)

The risk of animal-to-human transmission is incredibly rare, the statement said, and the Asian small-clawed otters at the aquarium do not have direct contact with guests.

Georgia Aquarium is currently open to the public with limited attendance. All guests are required to wear masks and consent to a contactless temperature screening. Admission is staggered in 30-minute timeslots.

LIFE

How Pfizer Became the Status Vax

The "double-dosed Pfizer elites" insist they're joking. Not everyone is so sure.

BY HEATHER SCHWEDEL
APRIL 17, 2021 • 5:45 AM



Photo illustration by Slate. Photos by Getty Images Plus.

Last week, on a phone call with Tom Cox, a former representative in the Kansas state Legislature who now works in government relations, I told him I was soon to get my first dose of the Pfizer vaccine.

"Welcome to the ruling class," he replied. Cox had also gotten the Pfizer shot, and with it, he has lately developed—facetiously, he swears—a sense of Pfizer superiority.

It started after he, his closest friends, and his immediate family all happened to get the Pfizer vaccine. "We started calling ourselves 'double-dosed Pfizer elites,'" Cox said. "I will refer to anyone who's had one dose as a 'one-doser.' Like, 'Oh, you're a one-doser? OK, well, you'll reach this enlightened plane soon enough.'"

"One of my cousins got Moderna, and I was like, 'That's OK. We need a strong middle class. We can't all be CEOs.'"

Forbes

8

Q


Apr 15, 2021, 07:10am EDT | 38,419 views

The Promise Of International Travel: April EU Travel Restrictions, Covid-19 Test Requirements, Quarantine By

SIX SURPRISING PLACES TO SLEEP AROUND THE WORLD

SPOTLIGHT

Great Escapes



TRAVEL IS BACK. HERE'S HOW TO HAVE AN UNFORGETTABLE ADVENTURE IN 2021.

Plus: what to know about "vaccine passports," inside the least visited national park, where Americans can go abroad, dreamy glamping sites, and why Disney trips are so divisive now.

Read the collection ►

TAKEAWAYS

1

Traveler sentiment is on a delightfully upward trajectory. While some travel avoidance continues, the overall directional movement is strongly positive.

2

Nearly half of vaccinated travelers feel their mood has now changed—most commonly to feeling safer, happier and less stressed.

3

Business travel recovery is advancing and the pandemic's impact on corporate travel policies is retreating.

4

Leisure travel continues to improve, with gains across planning, booking and trip-taking.

5

The road trip is likely to sustain its popularity, even as travel recovers.



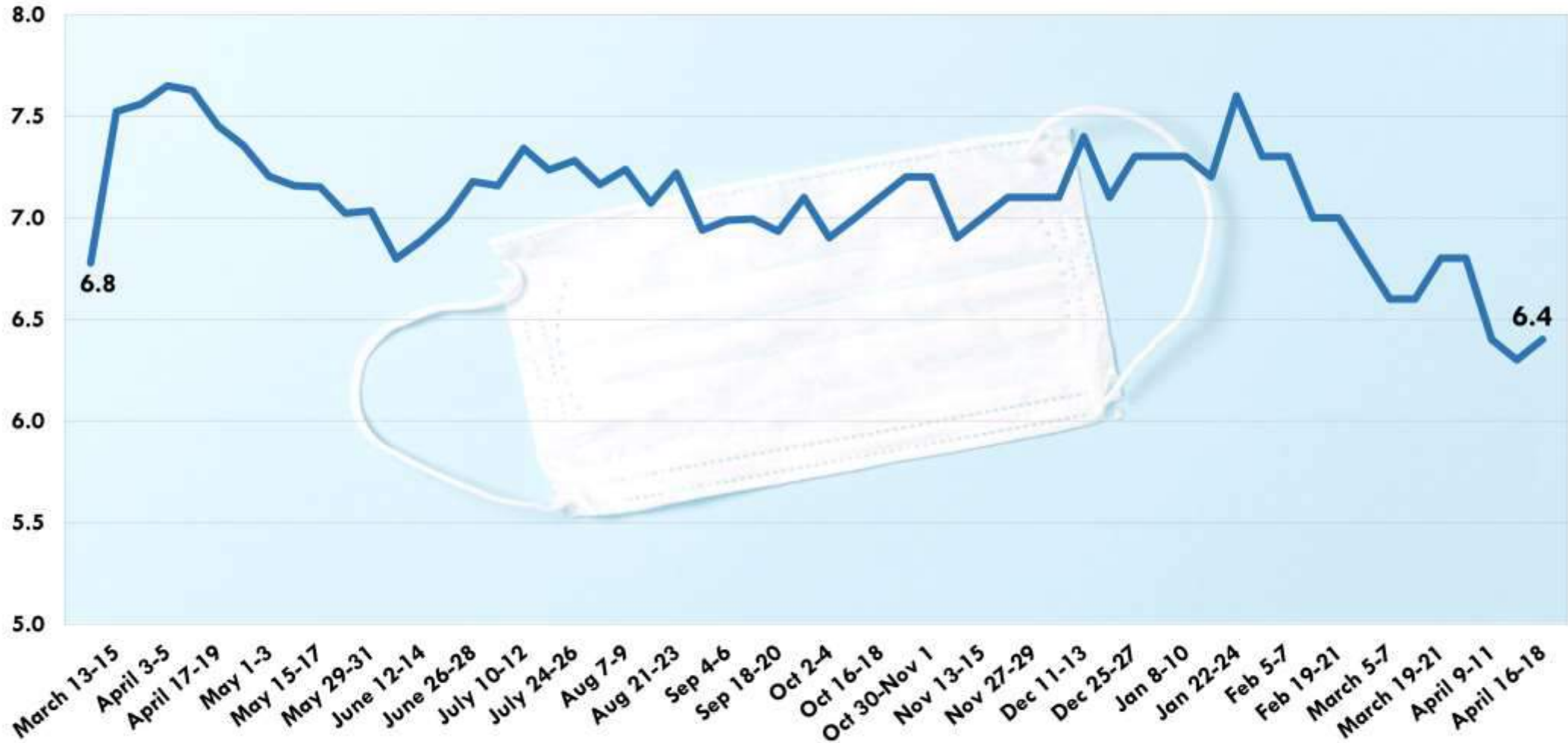
Traveler sentiment is on a delightfully upward trajectory. While some travel avoidance continues, the overall directional movement is strongly positive.

HEALTH CONCERNS (FAMILY & FRIENDS)

MARCH 13, 2020 – APRIL 18, 2021



CONCERNED ABOUT THE HEALTH OF FAMILY OR FRIENDS
(AVERAGE SCORE ON AN 11-POINT SCALE)



QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, IN GENERAL, HOW CONCERNED ARE YOU ABOUT YOUR FRIENDS OR FAMILY CONTRACTING THE VIRUS?

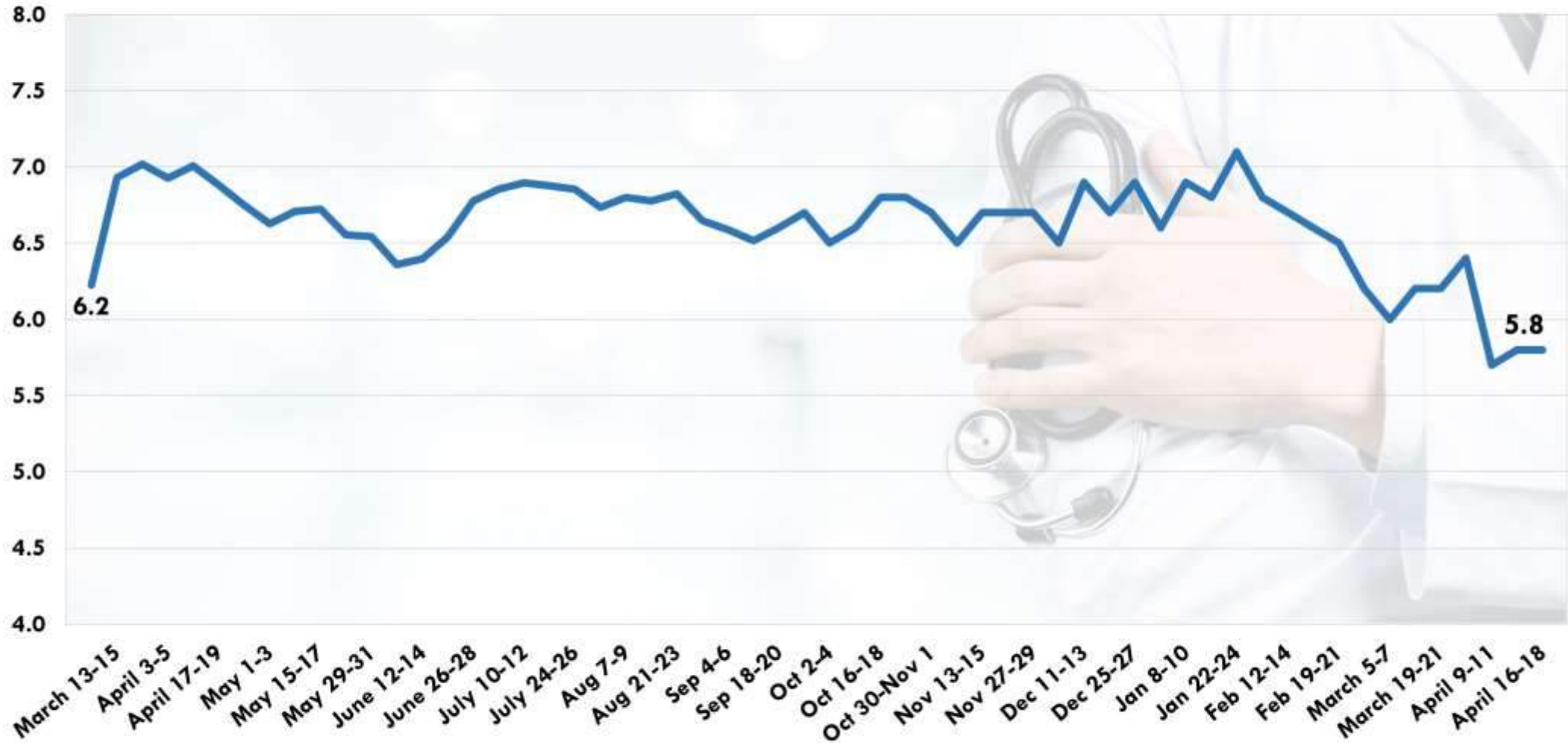
(Base: Waves 1-58. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206, 1,202 and 1,210 completed surveys.)

PERSONAL HEALTH CONCERNS

MARCH 13, 2020 – APRIL 18, 2021



CONCERNED ABOUT PERSONAL HEALTH (AVERAGE SCORE ON AN 11-POINT SCALE)



QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, IN GENERAL, HOW CONCERNED ARE YOU PERSONALLY ABOUT CONTRACTING THE VIRUS?

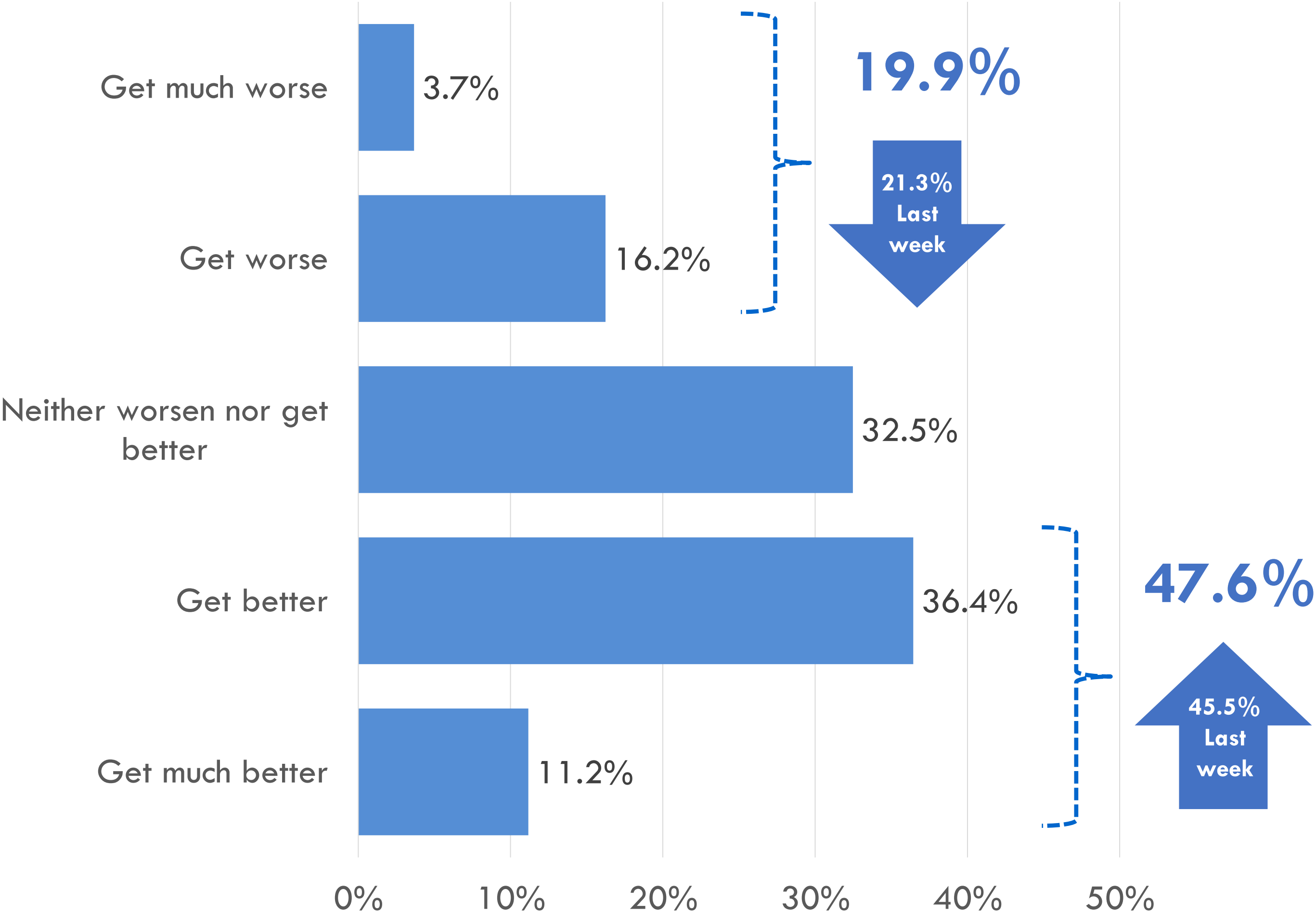
(Base: Waves 1-58. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206, 1,202 and 1,210 completed surveys.)

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

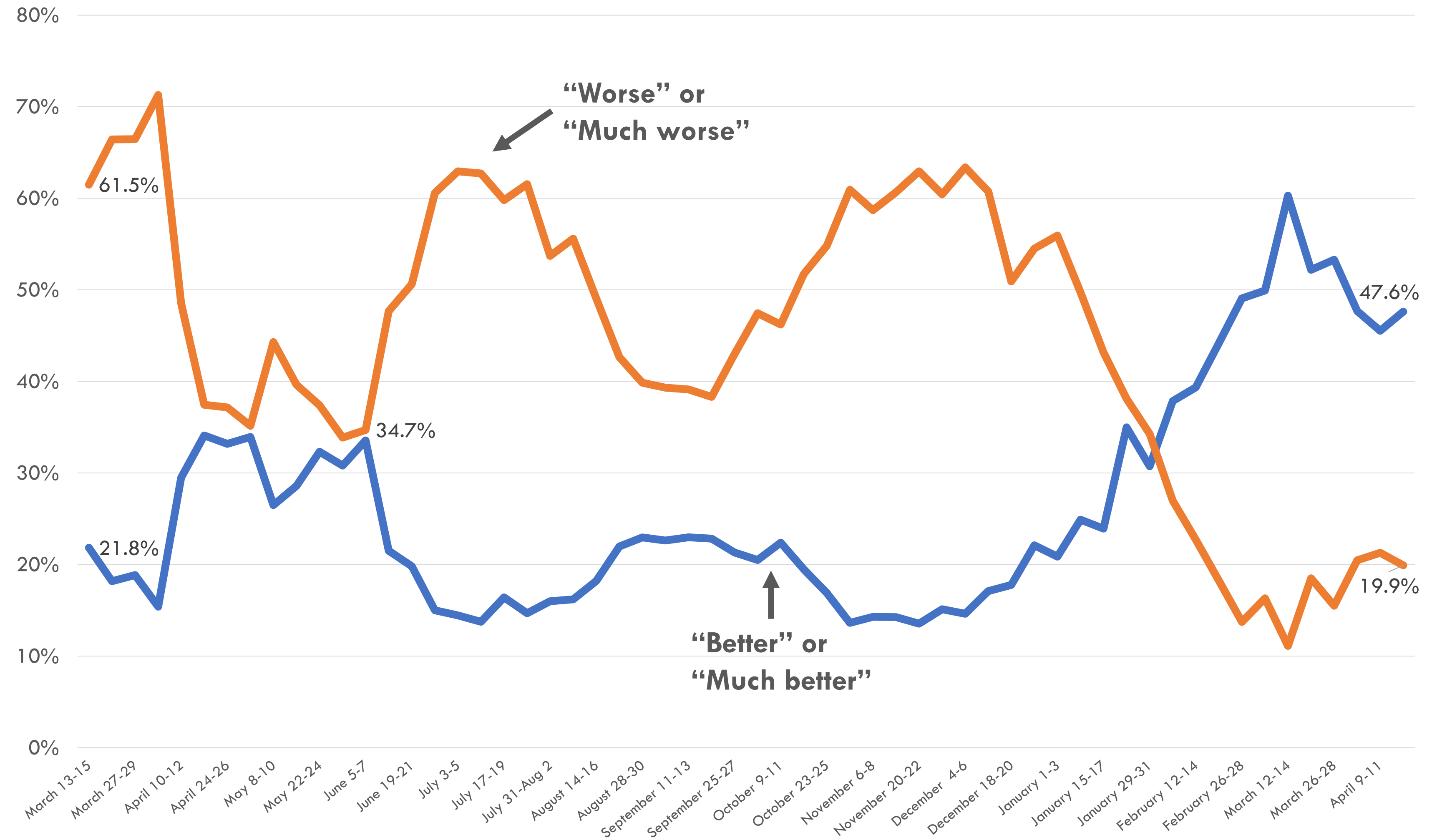
(Base: Wave 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)



EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-58)

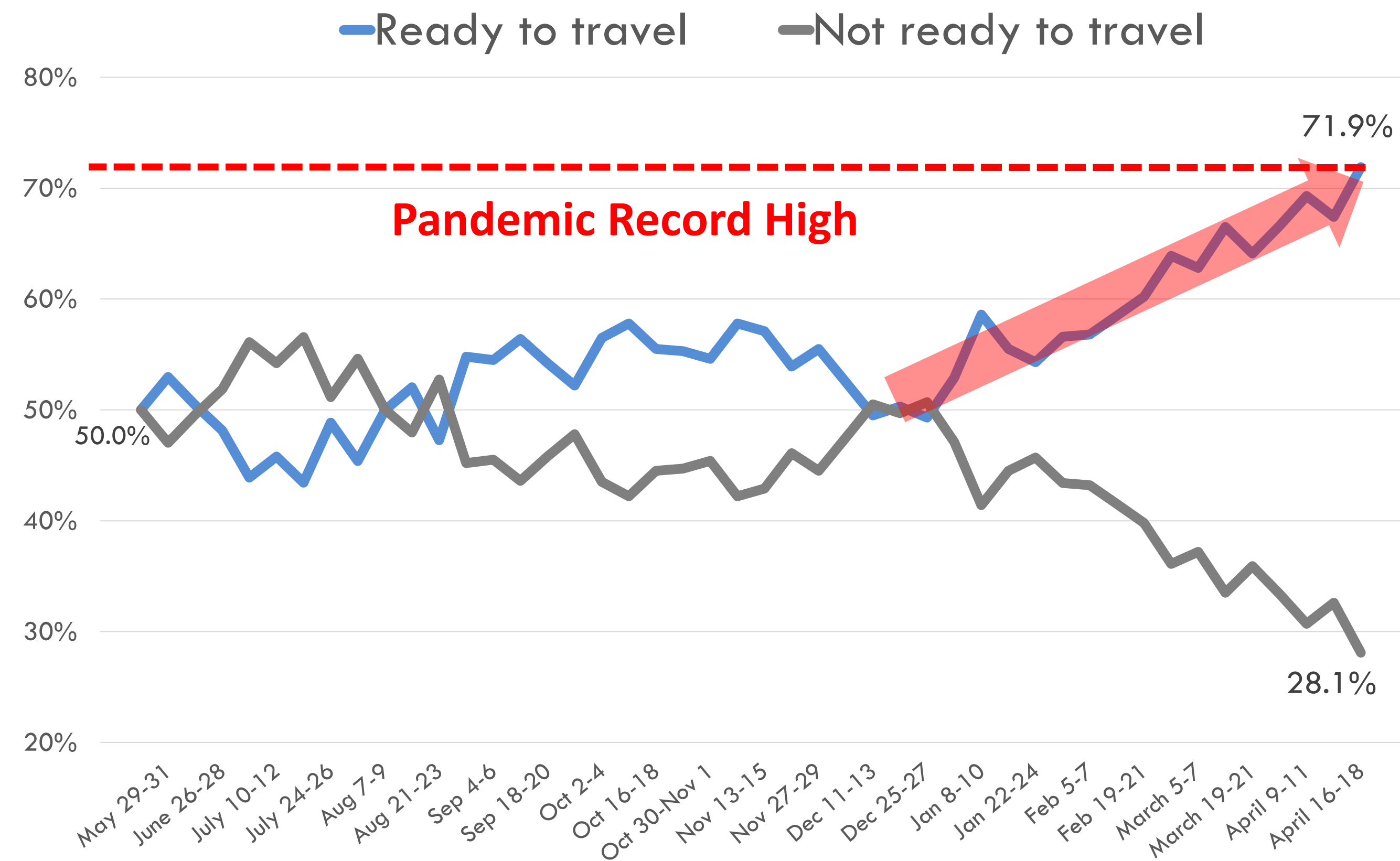
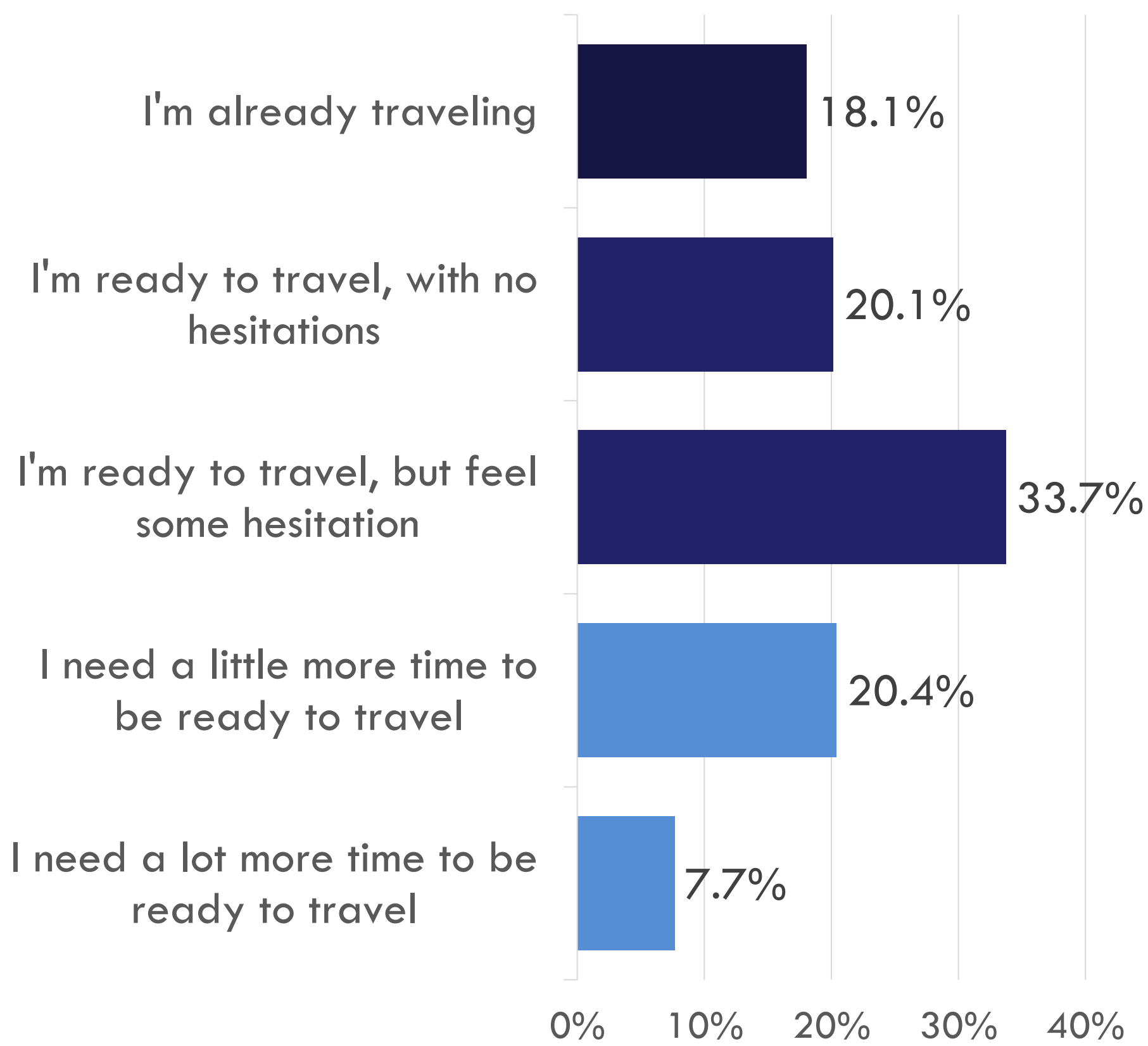
Question: In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change?

In the next month the coronavirus situation will



TRAVEL STATE-OF-MIND

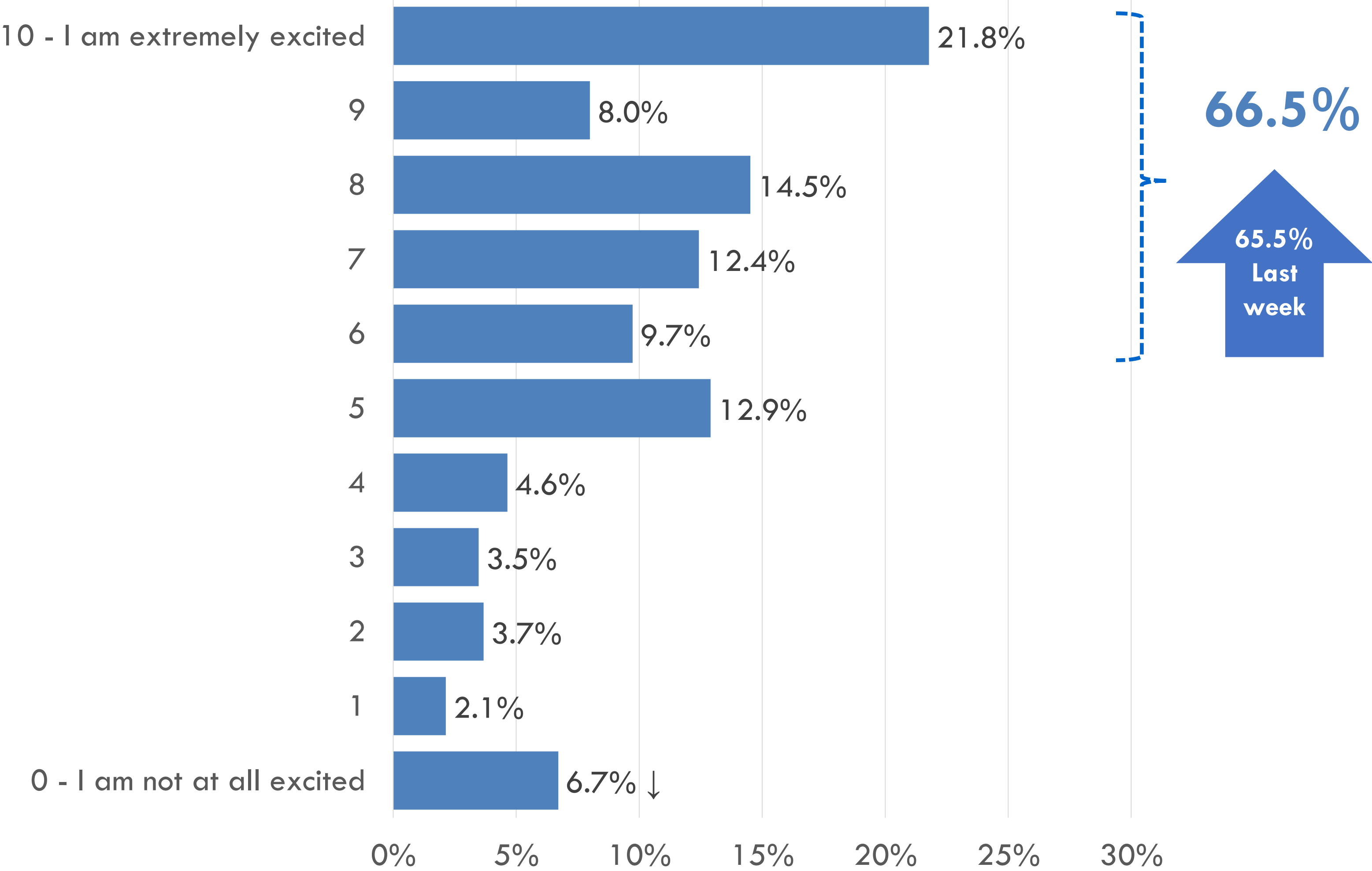
Question: When it comes to getting back out and traveling again, which best describes your current state of mind? (Select one)



EXCITEMENT FOR LEISURE TRAVEL IN 2021

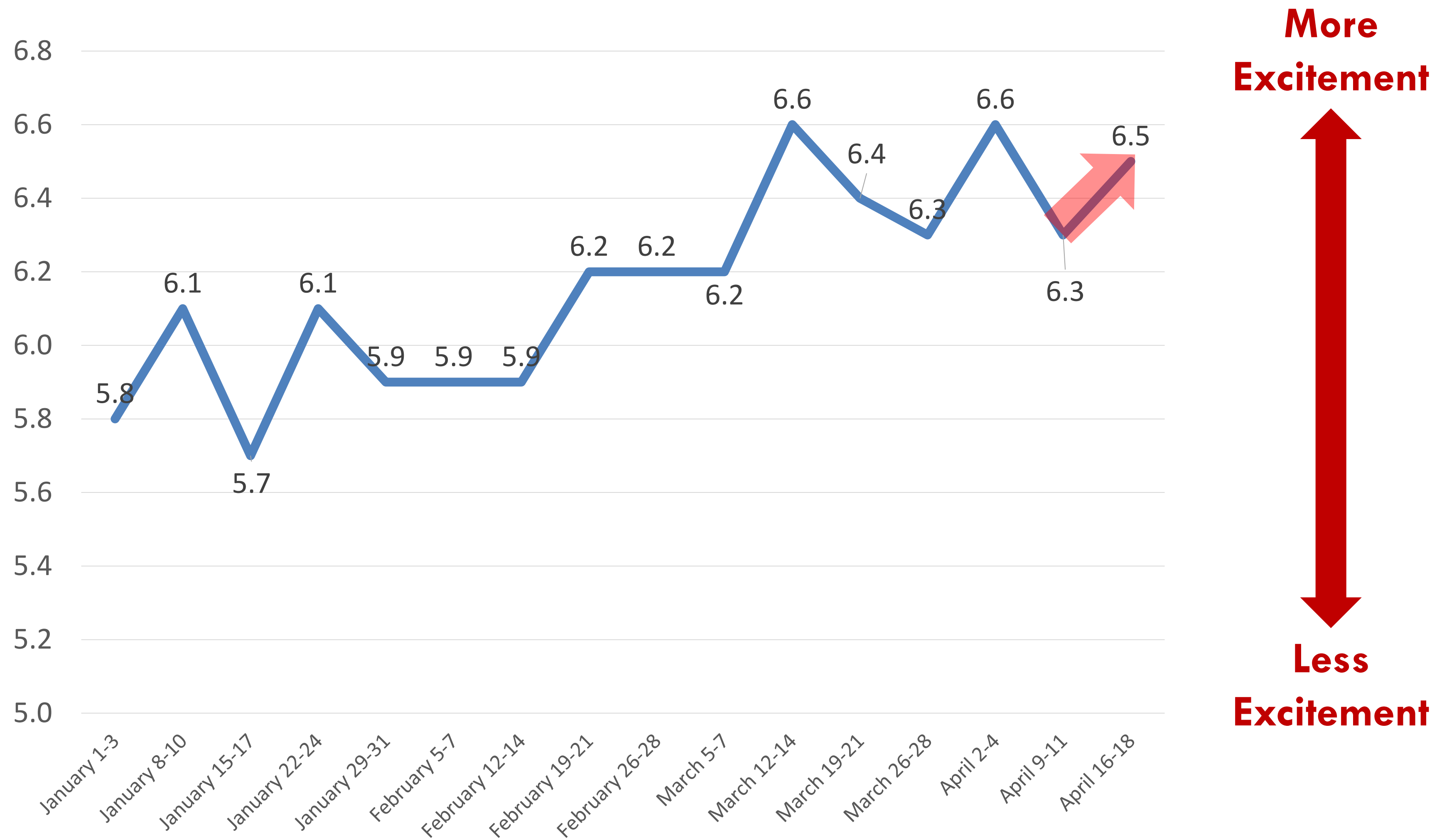
Question: Which best describes how excited you are about LEISURE TRAVEL in this year (2021)? (Please answer using the 11-point scale below)

(Base: Waves 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 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)

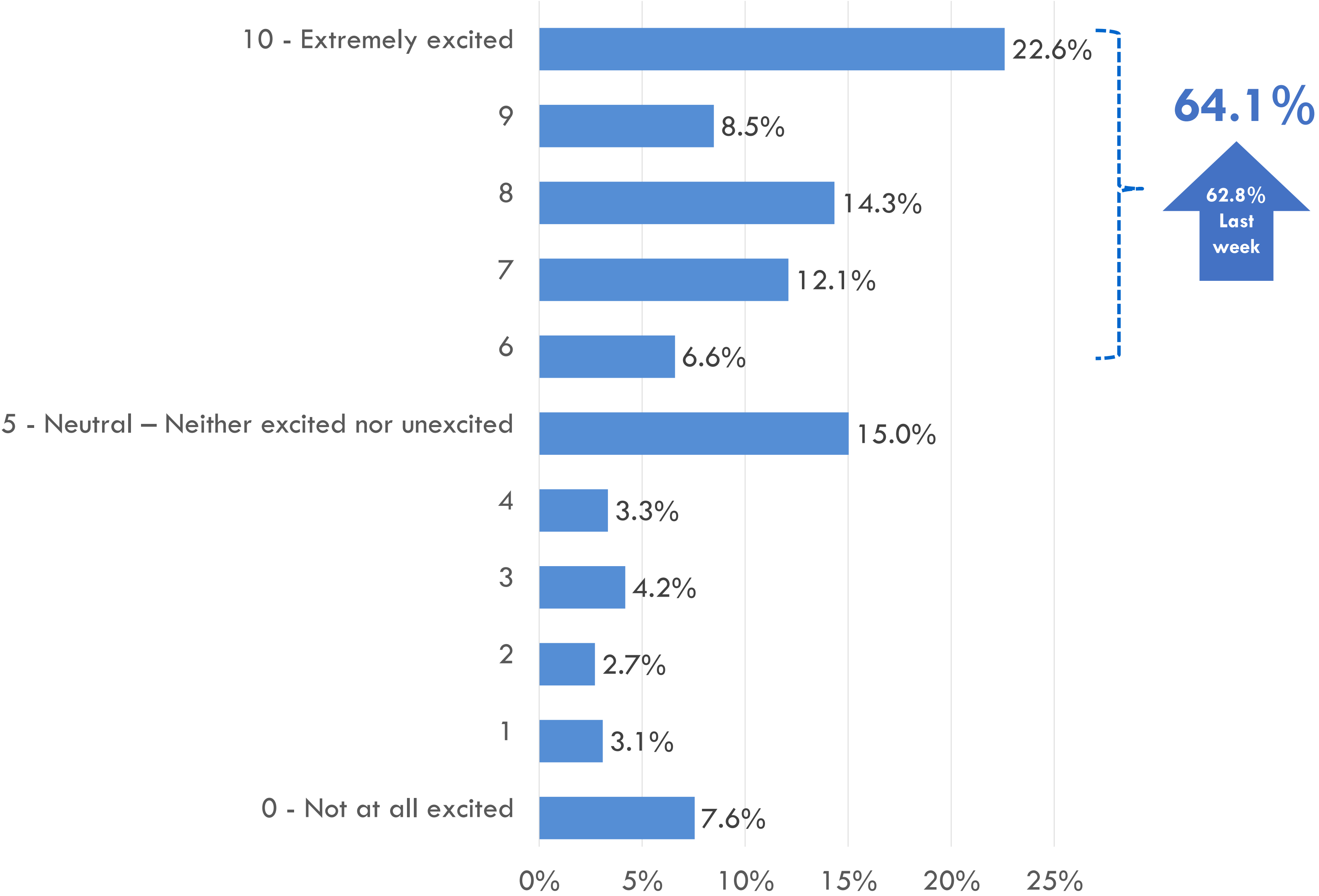


EXCITEMENT TO TRAVEL NOW

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

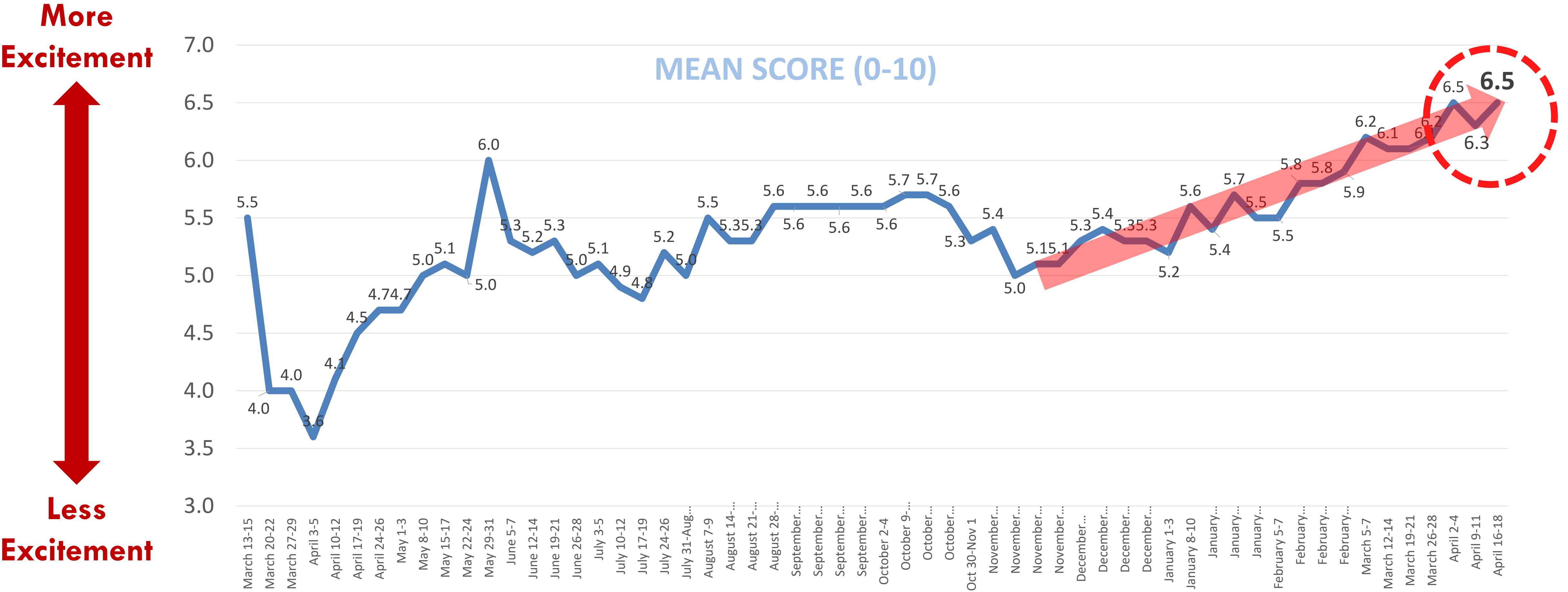
How excited would you be to go? (Assume the getaway is to a place you want to visit)

(Base: Wave 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)



EXCITEMENT TO TRAVEL NOW

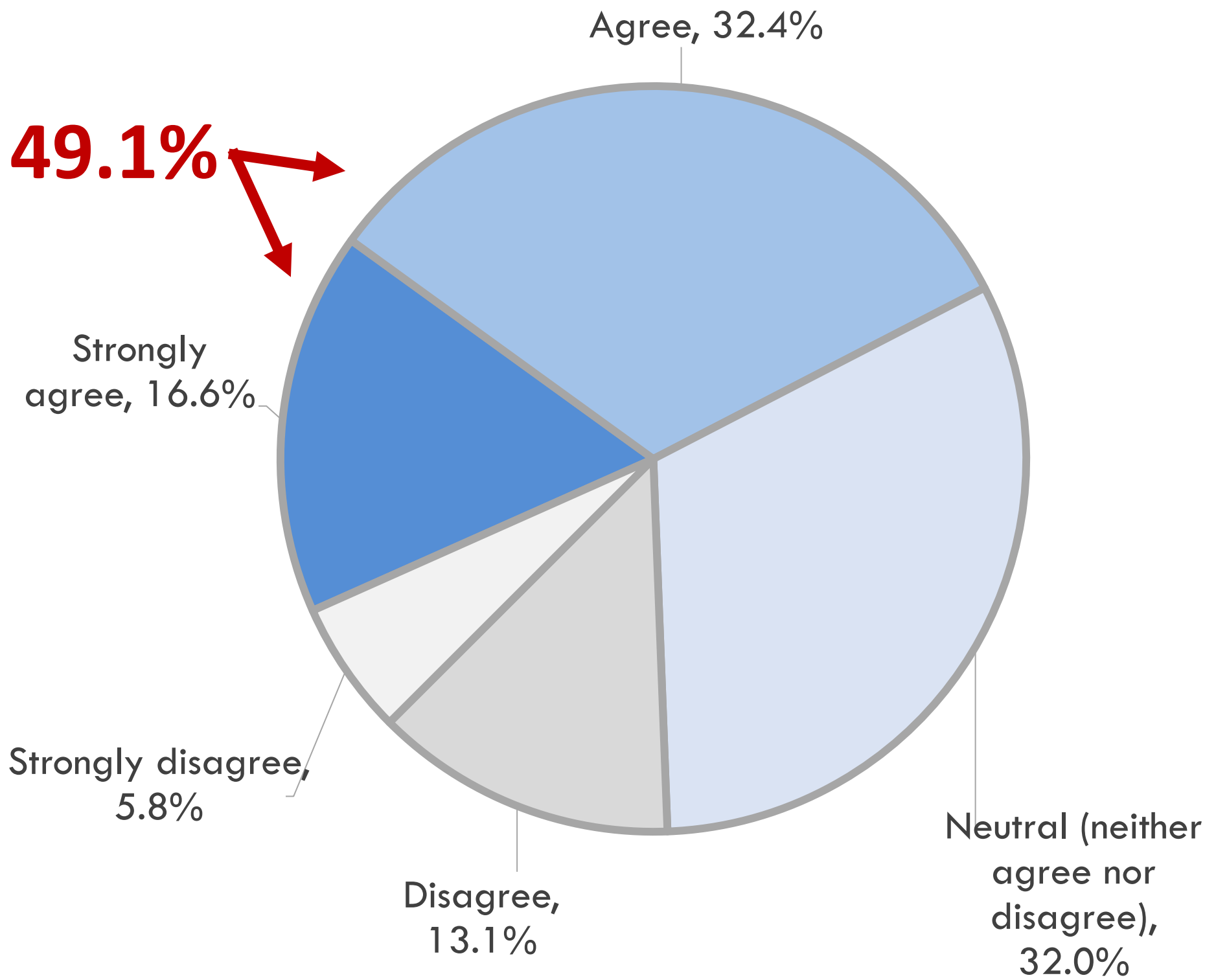
Question: Imagine that a good friend (or close family member) asks you to take a weekend getaway with them sometime in the next month. How excited would you be to go? (Assume the getaway is to a place you want to visit)



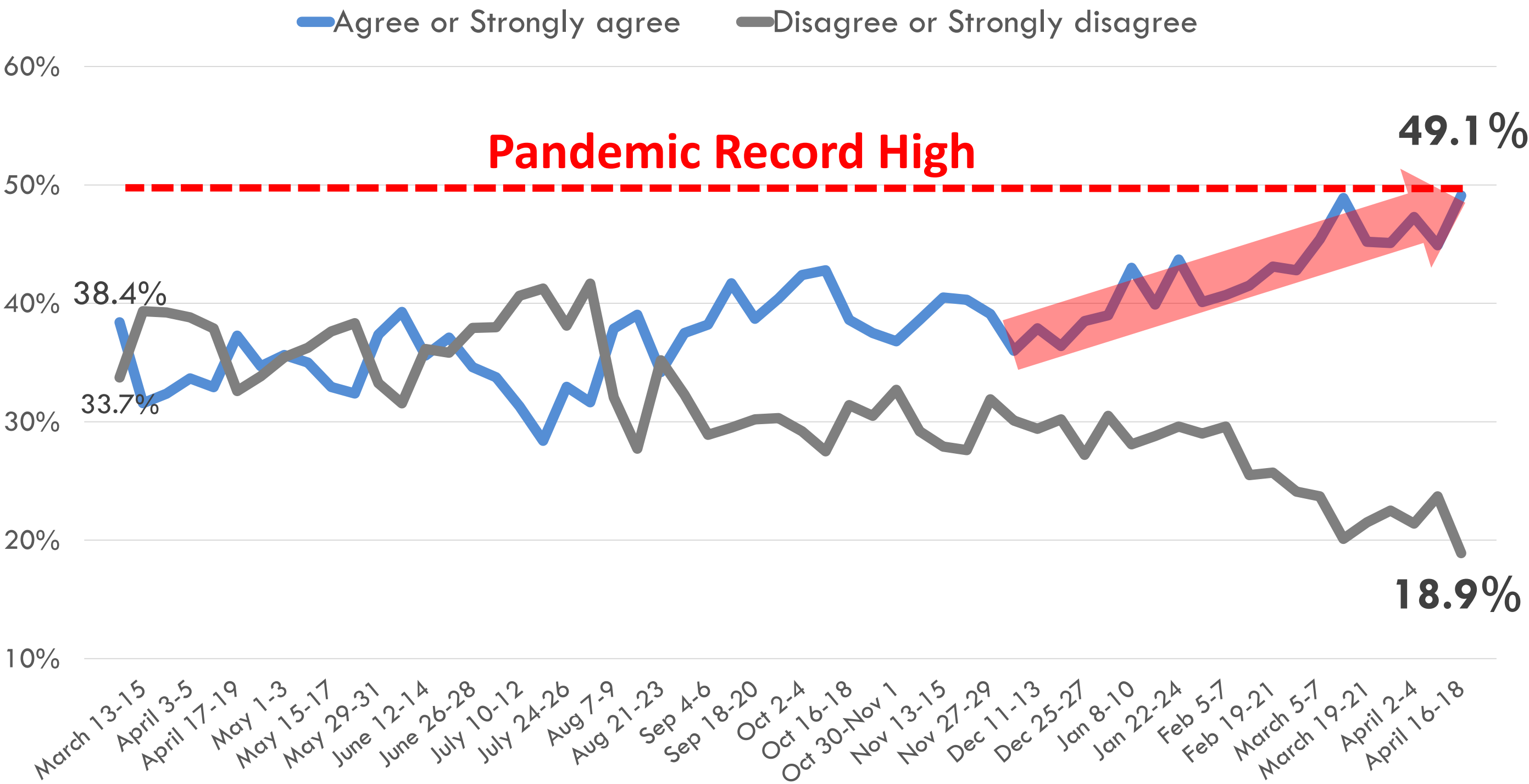
DISCOUNTS AND PRICE CUTS

How much do you agree with the following statement?

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



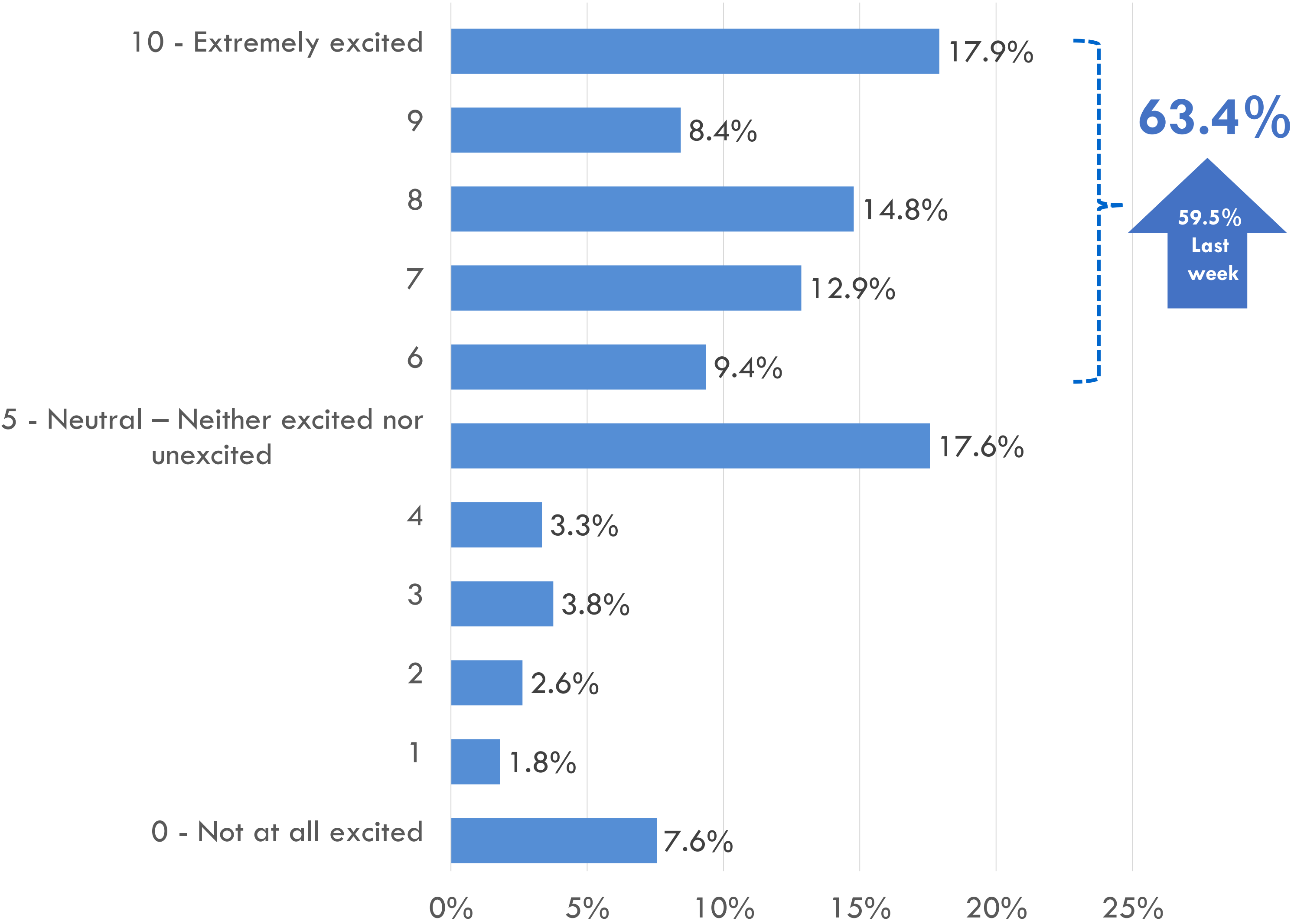
Historical data



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 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)



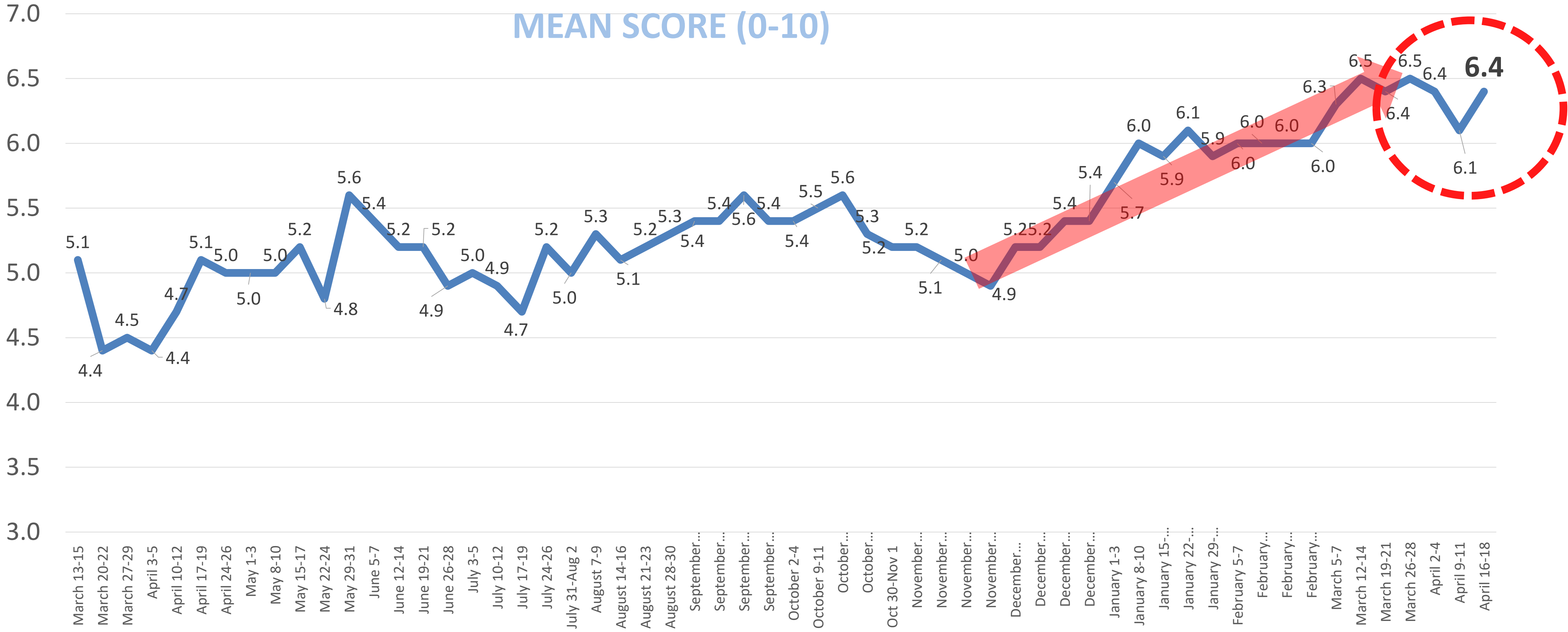
OPENNESS TO TRAVEL INSPIRATION

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

More
Open

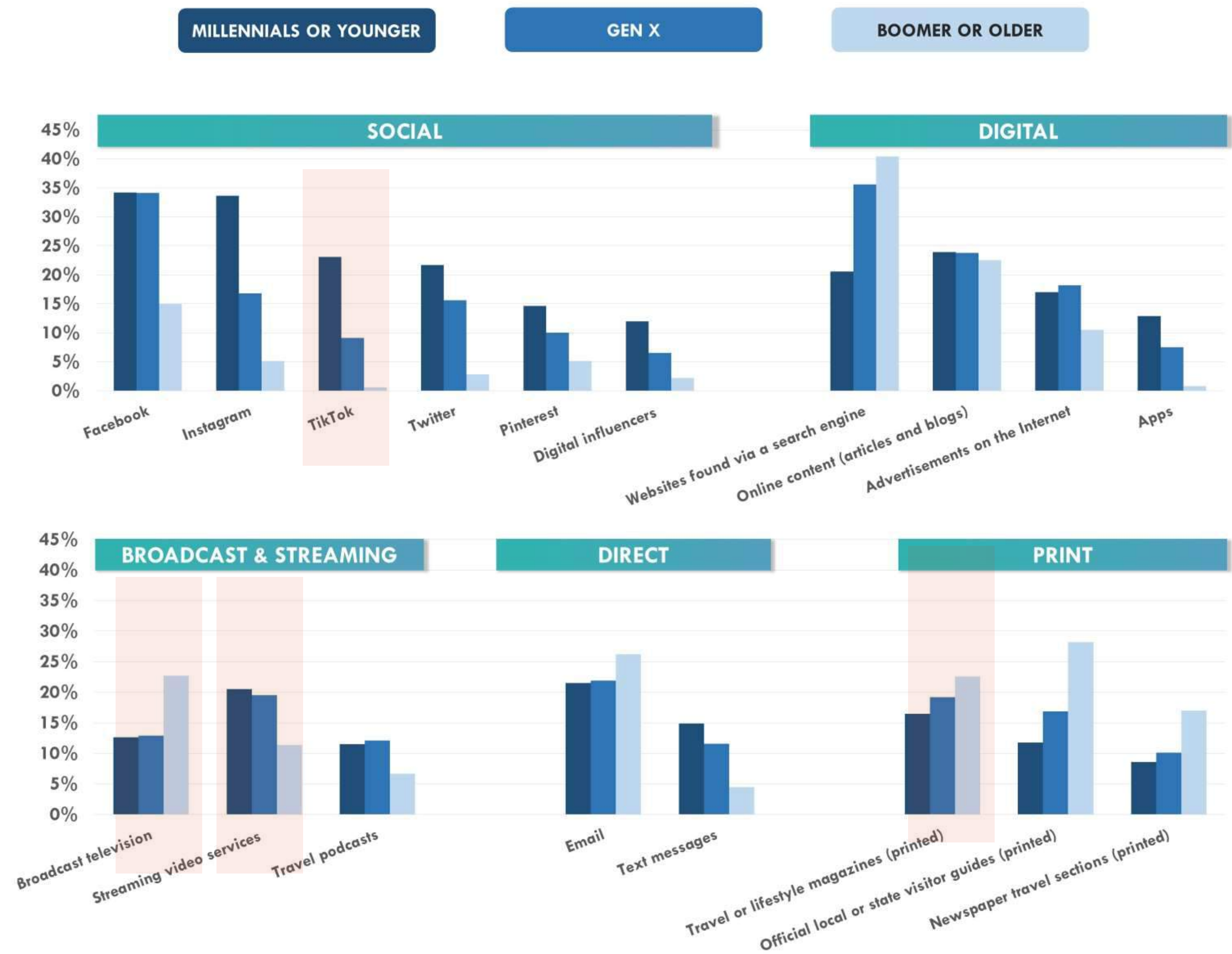


Less
Open



CHANNELS AMERICANS ARE MOST RECEPTIVE TO TRAVEL MESSAGING IN

AS OF APRIL 18, 2021

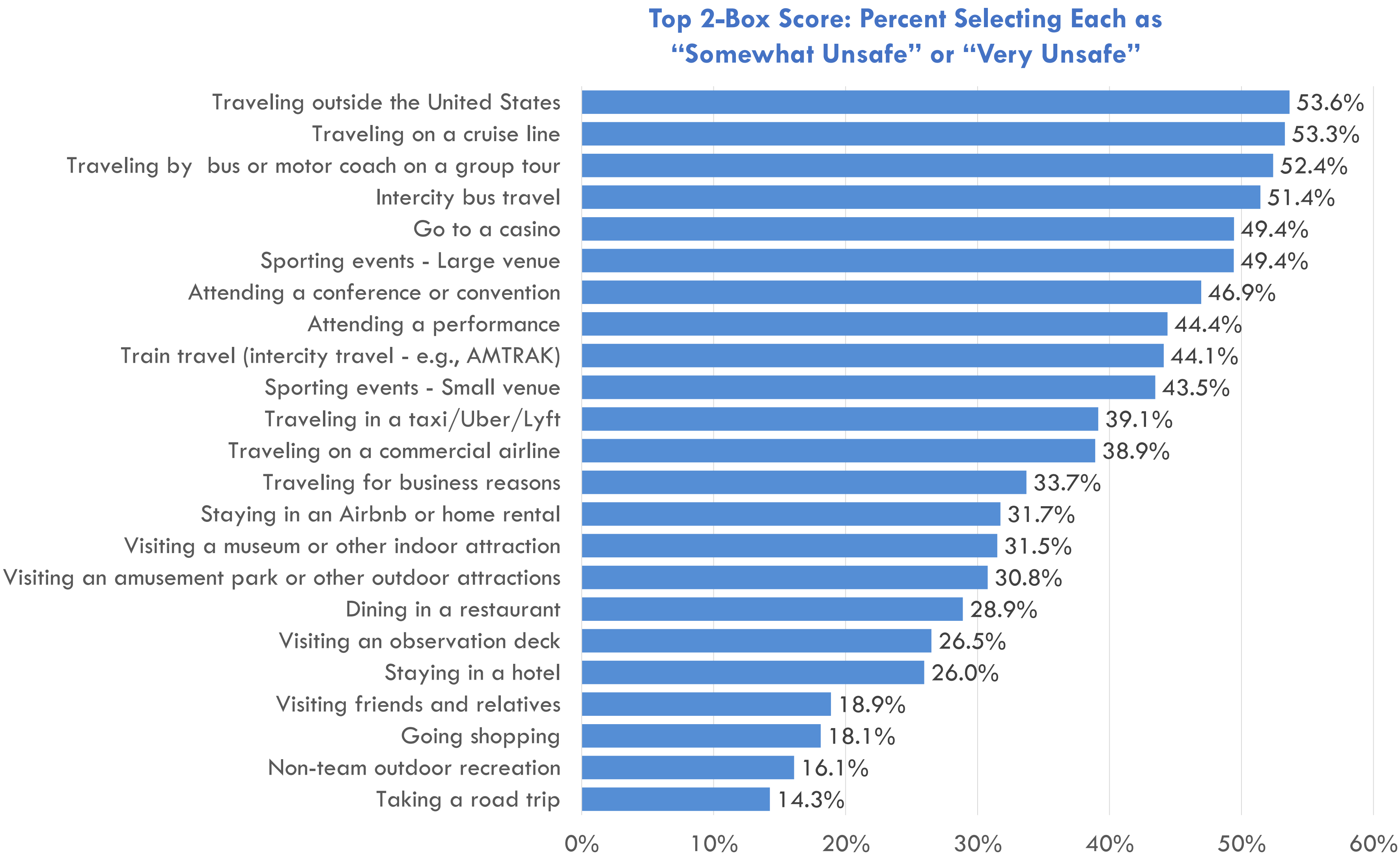


(Base: Wave 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)

PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 58)

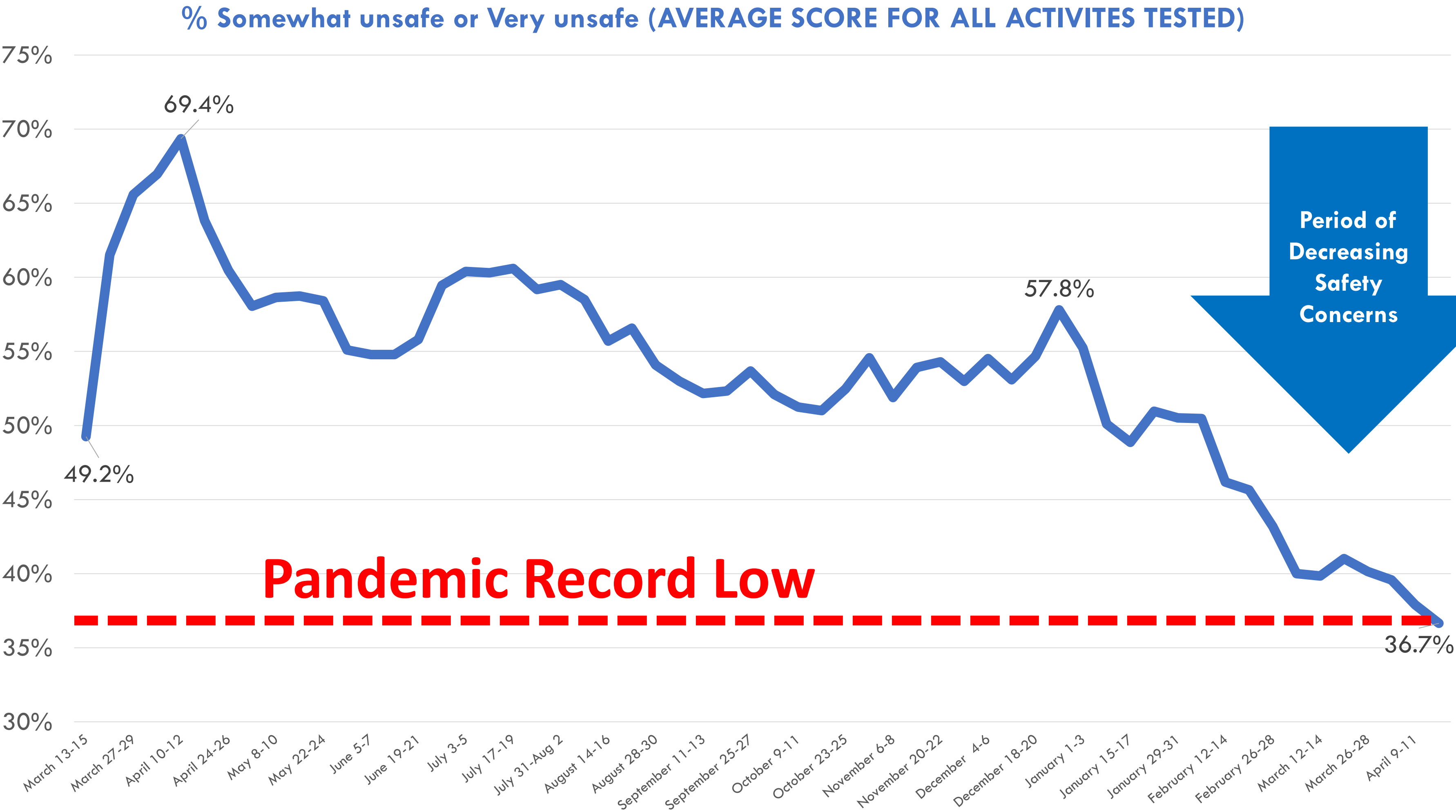
Question: At this moment, how safe would you feel doing each type of travel activity?

(Base: Wave 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)



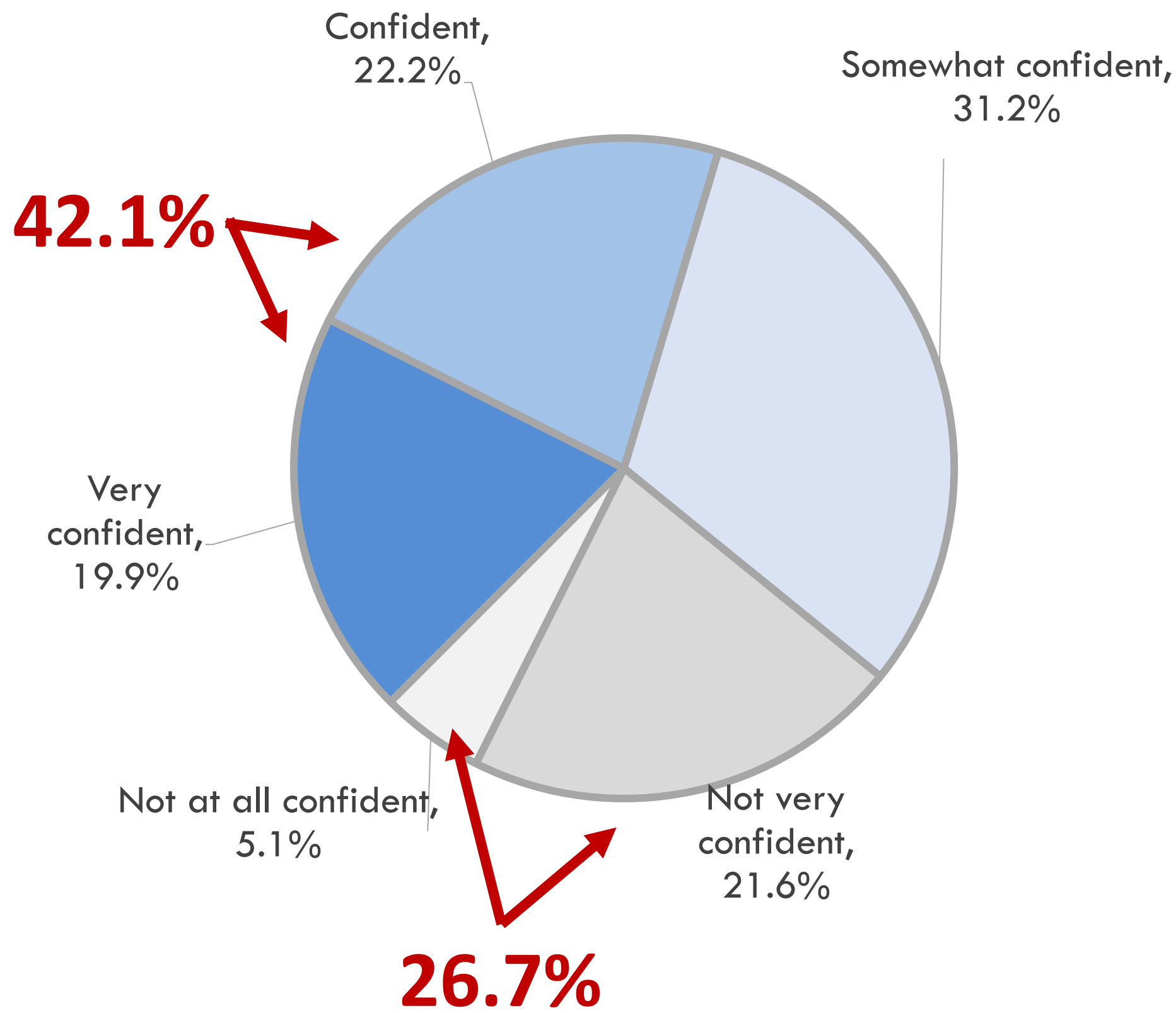
PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-58 COMPARISON)

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

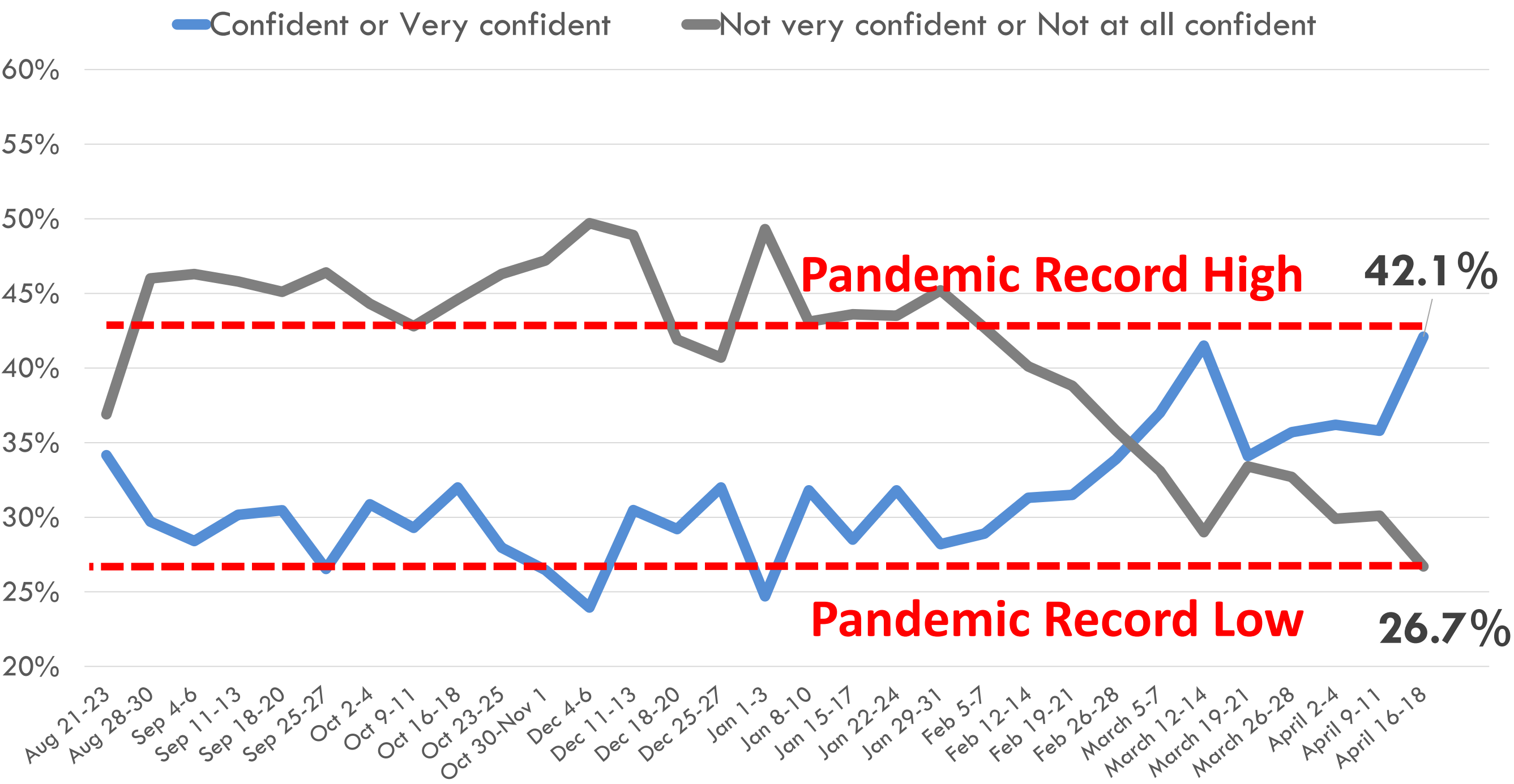


CONFIDENCE IN ABILITY TO TRAVEL SAFELY

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



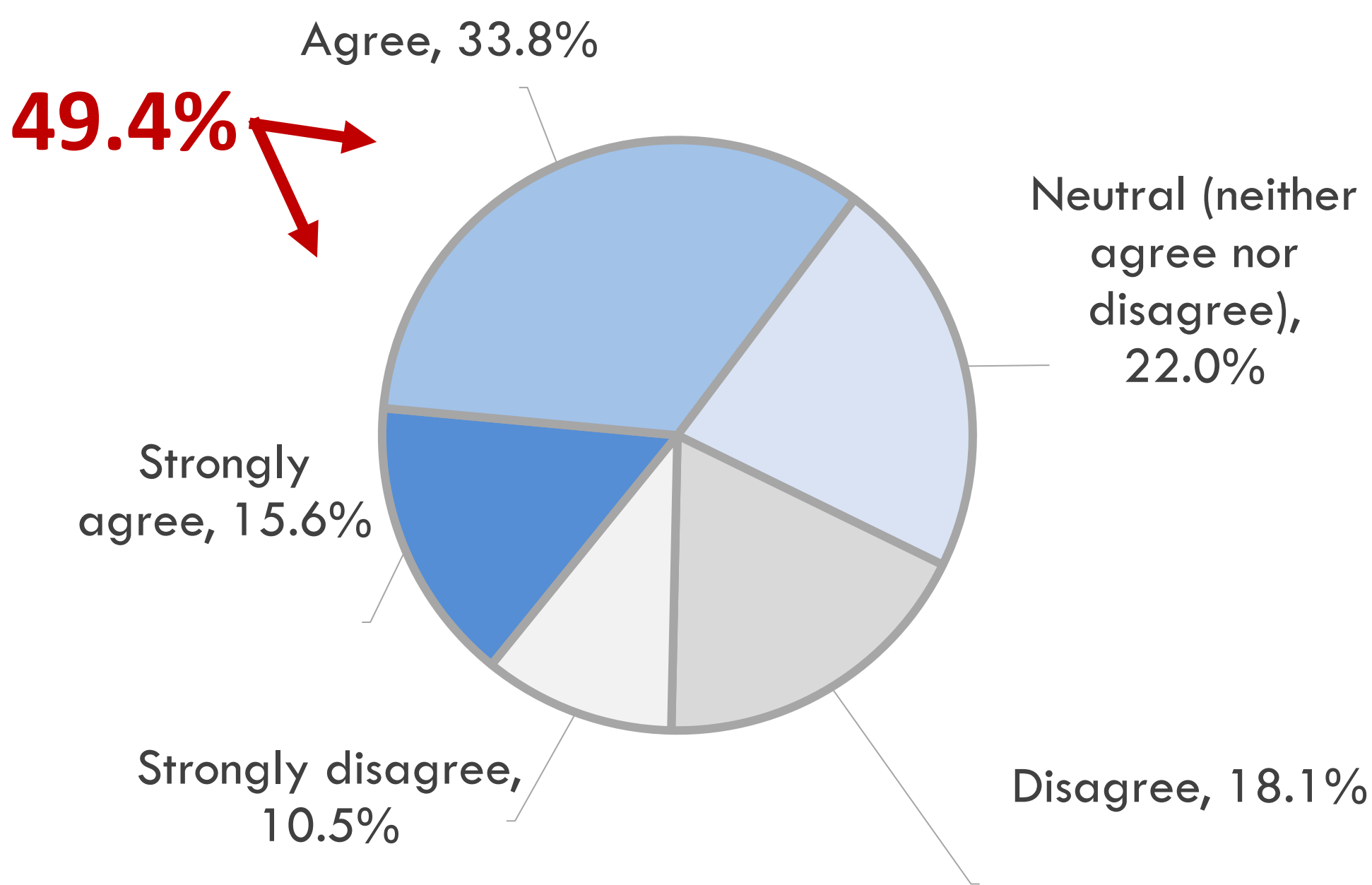
Historical data



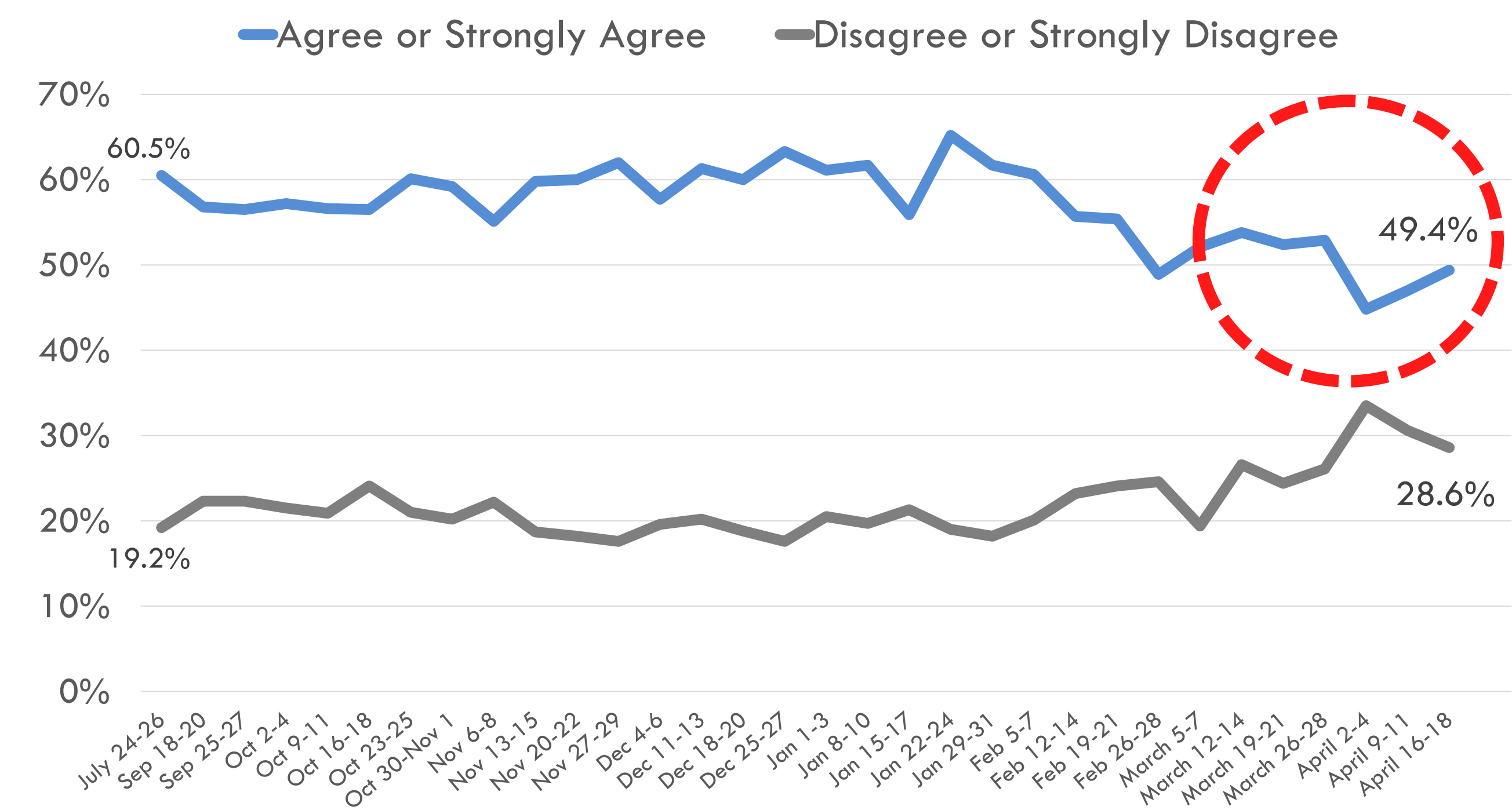
INABILITY TO FULLY ENJOY TRAVEL RIGHT NOW

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.



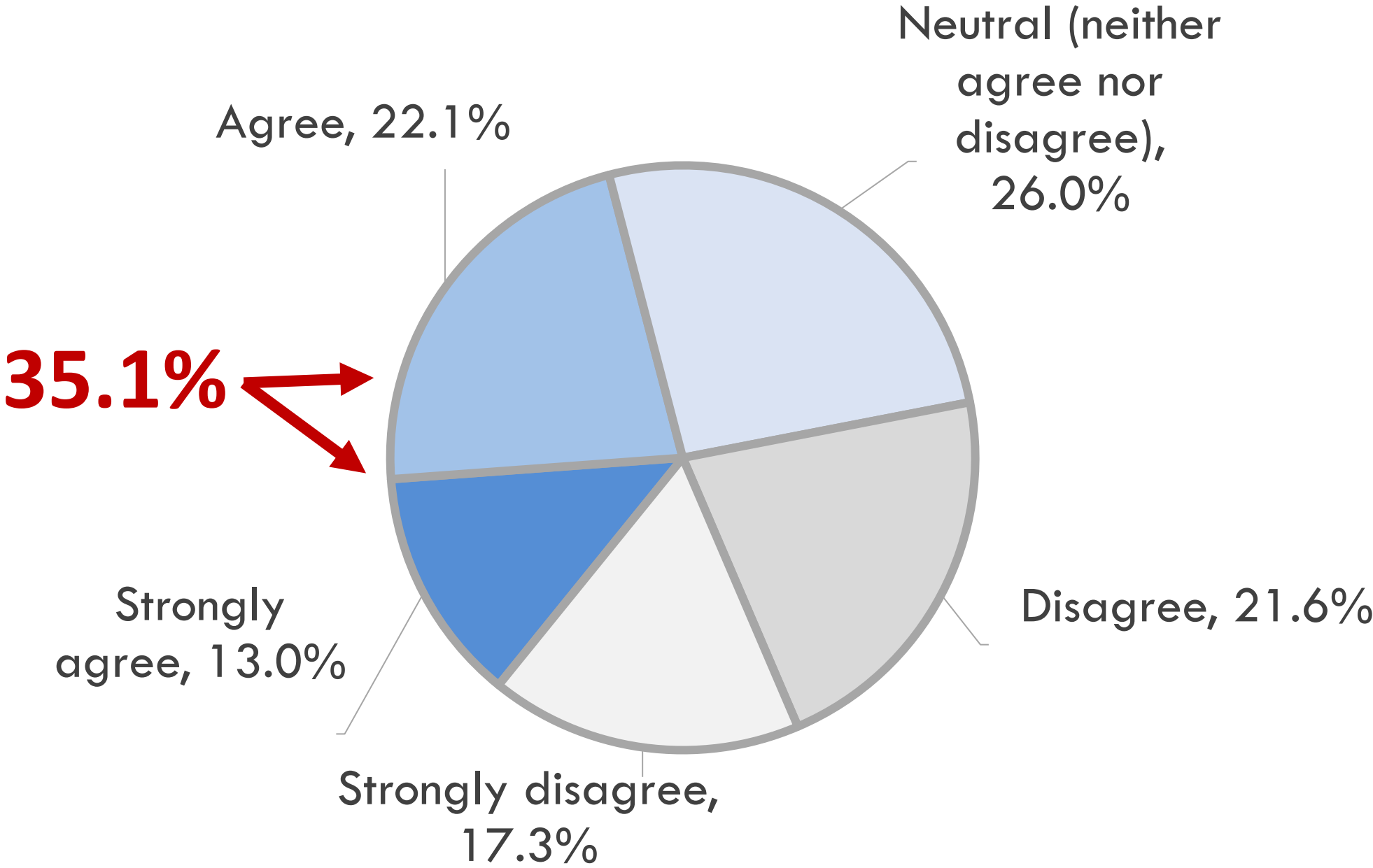
Historical data



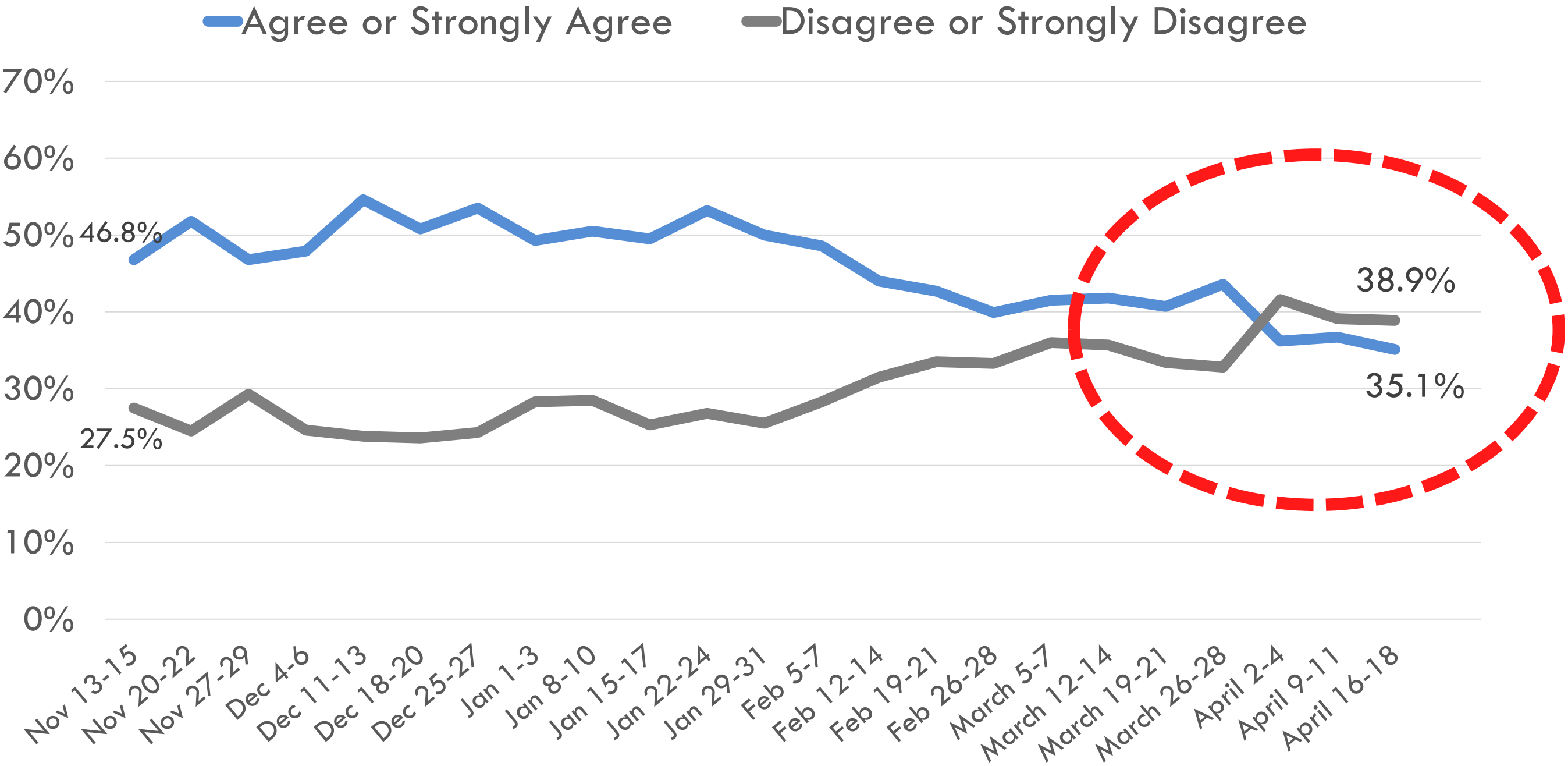
TRAVEL GUILT

How much do you agree with the following statement?

Statement: I would feel guilty traveling right now.



Historical data



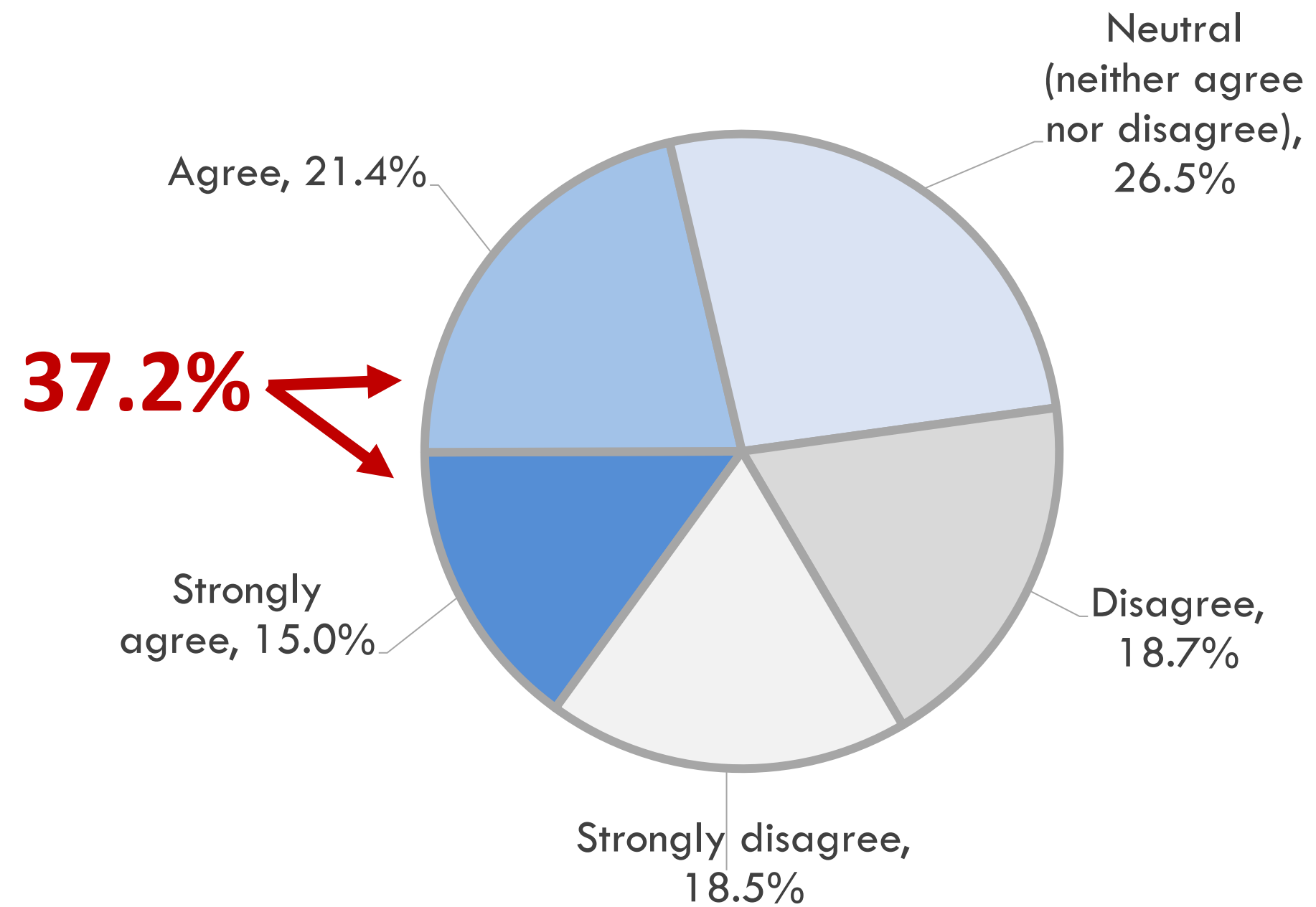


TRAVEL AVOIDANCE

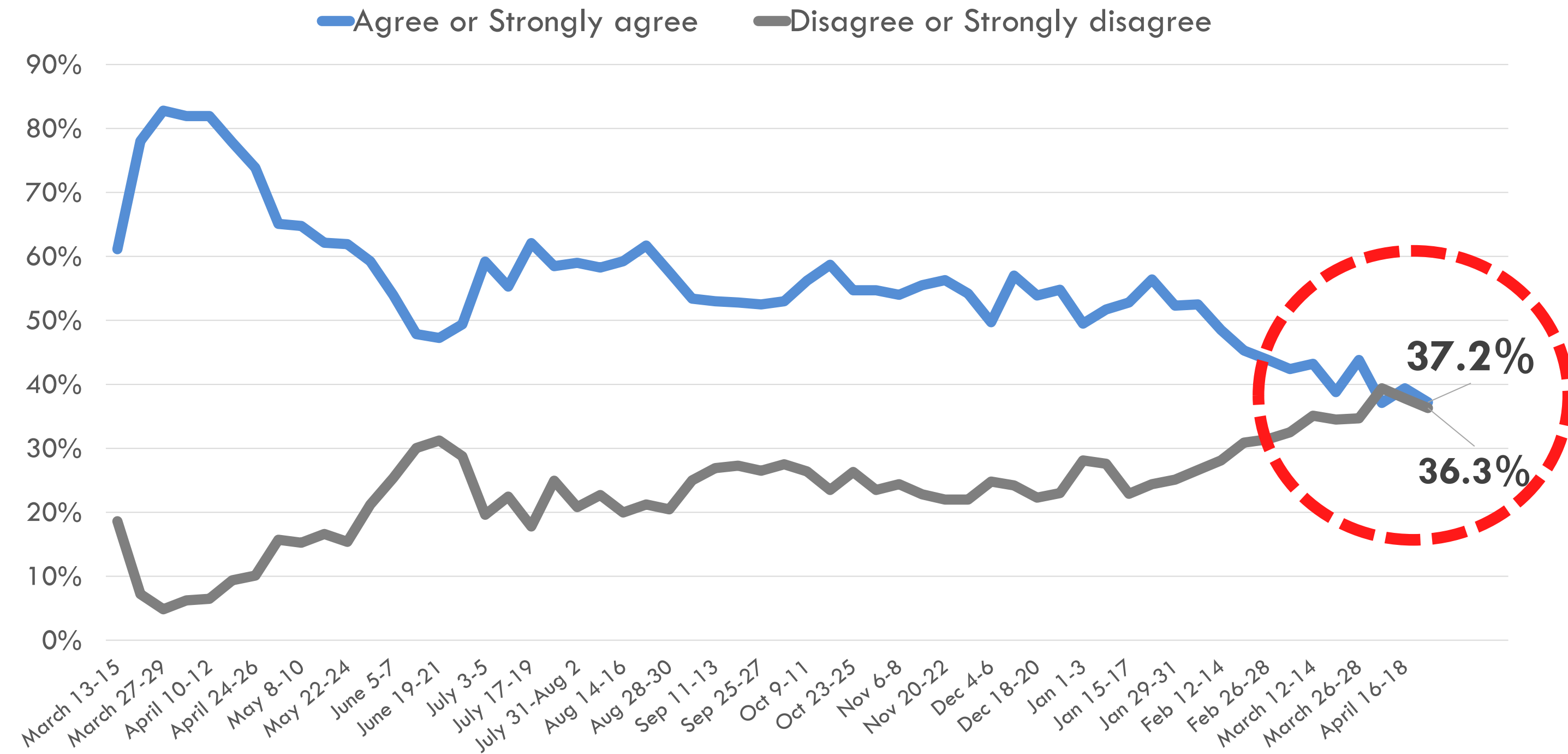
AVOIDING TRAVEL UNTIL THE CORONAVIRUS BLOWS OVER

How much do you agree with the following statement?

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



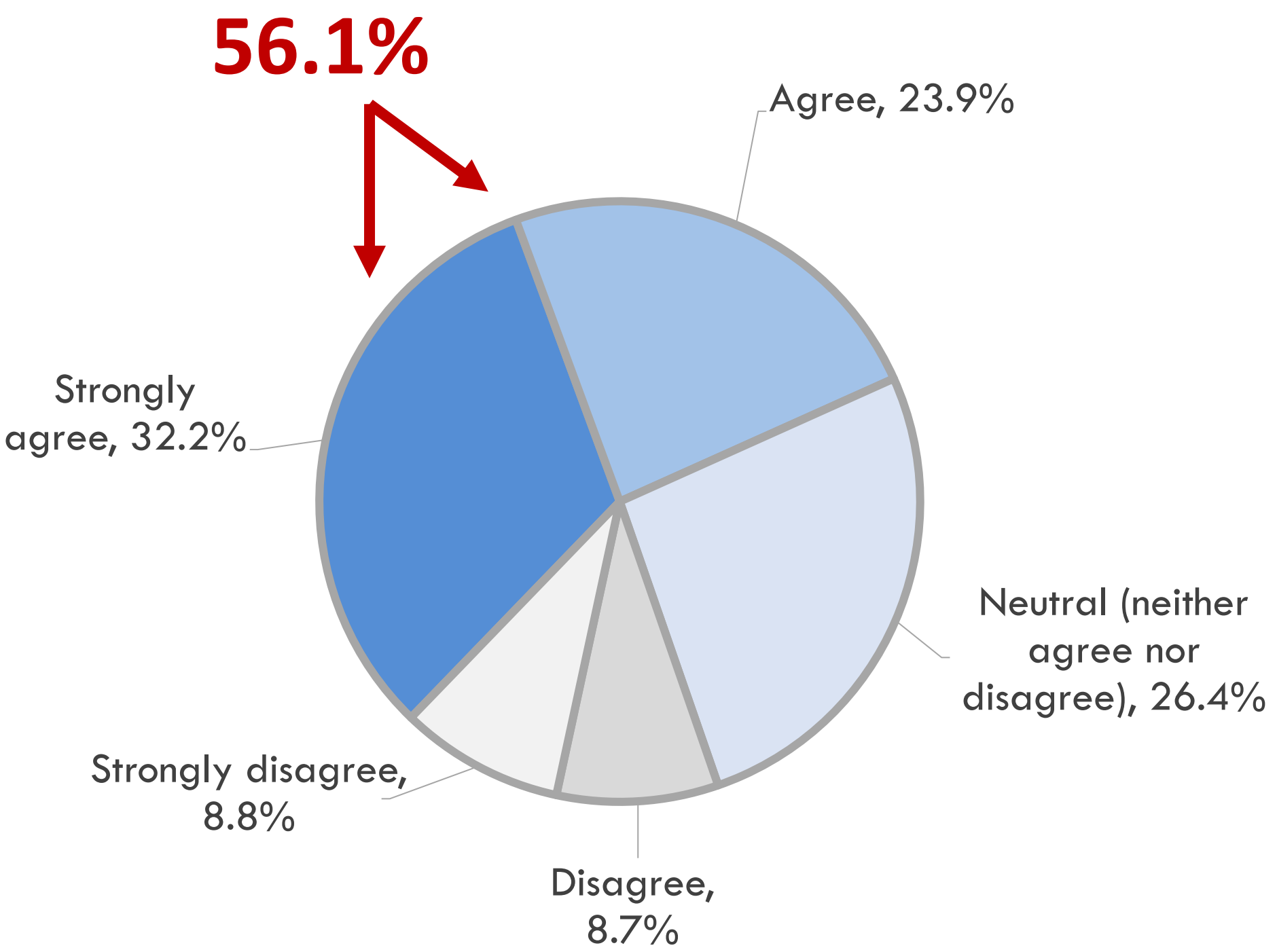
Historical data



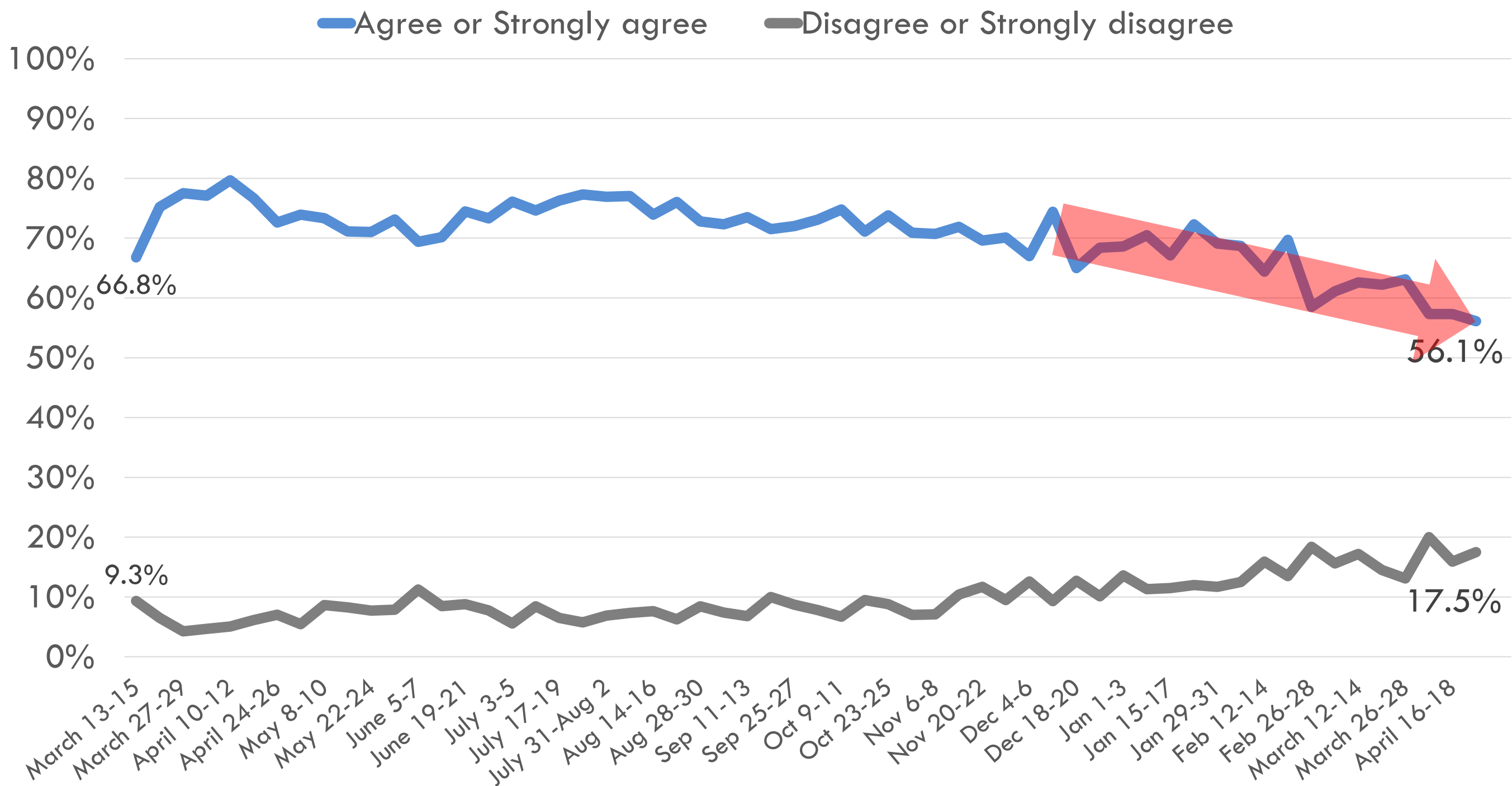
AVOIDING CONVENTIONS & CONFERENCES

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.



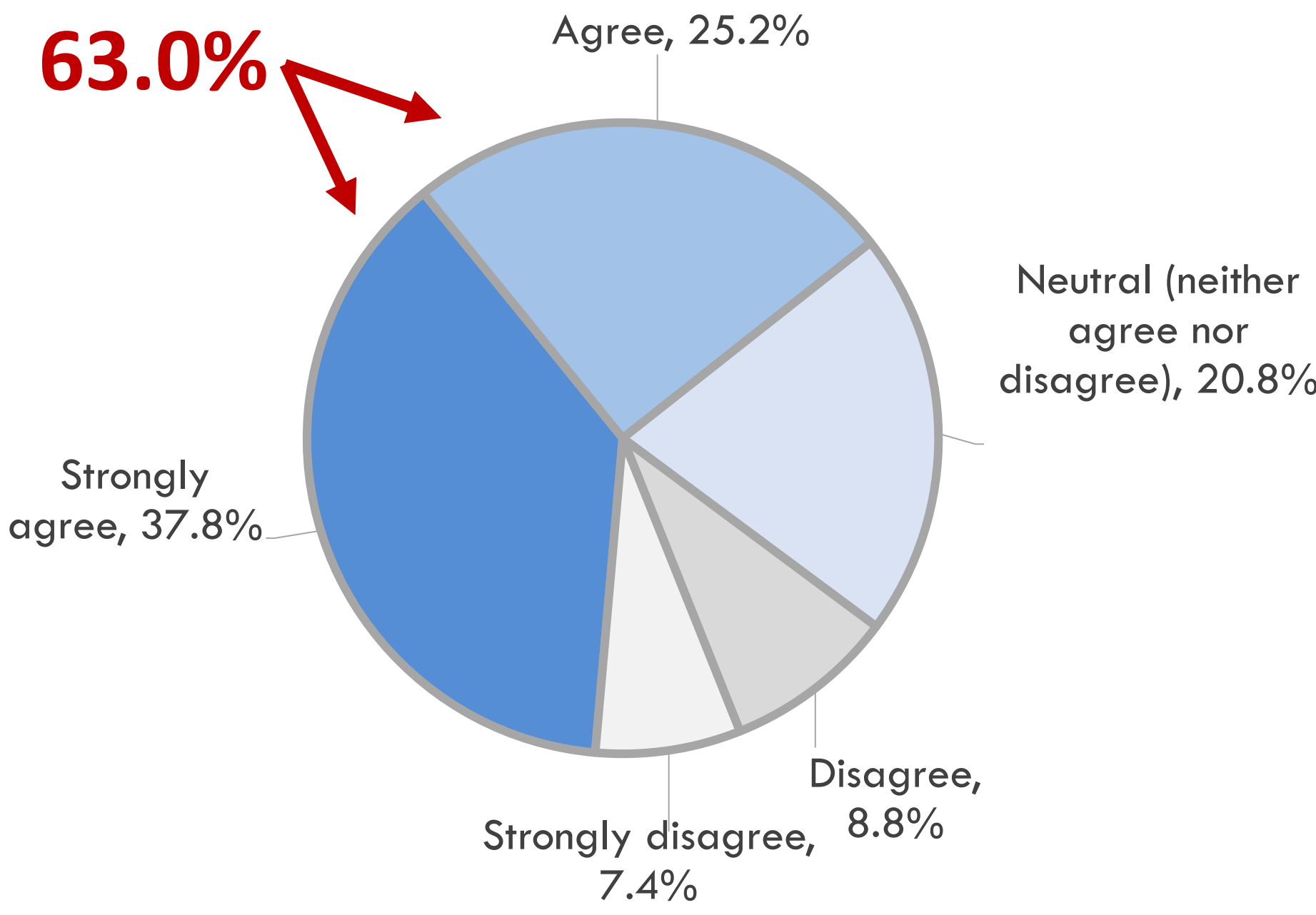
Historical data



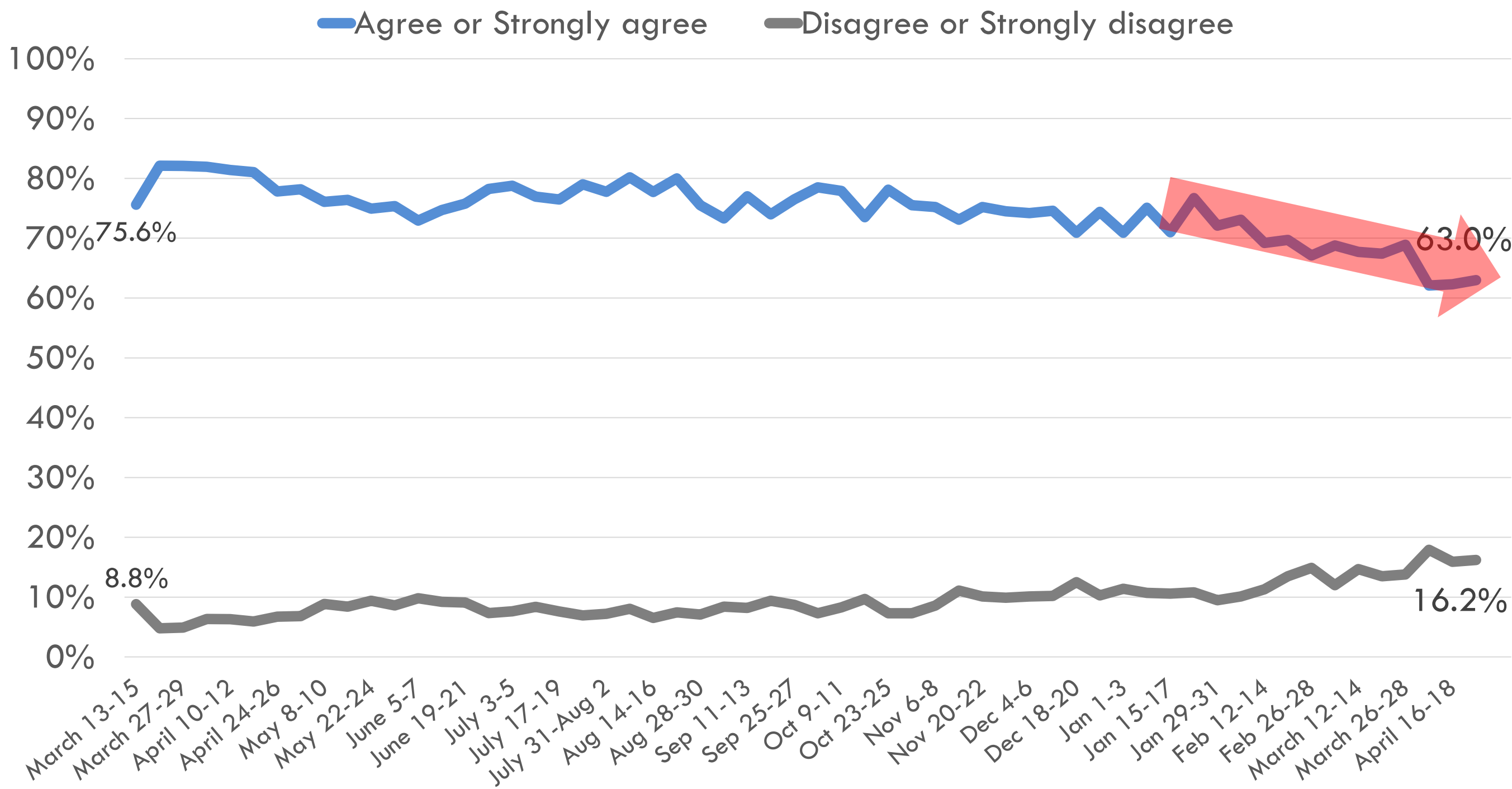
AVOIDING INTERNATIONAL TRAVEL

How much do you agree with the following statement?

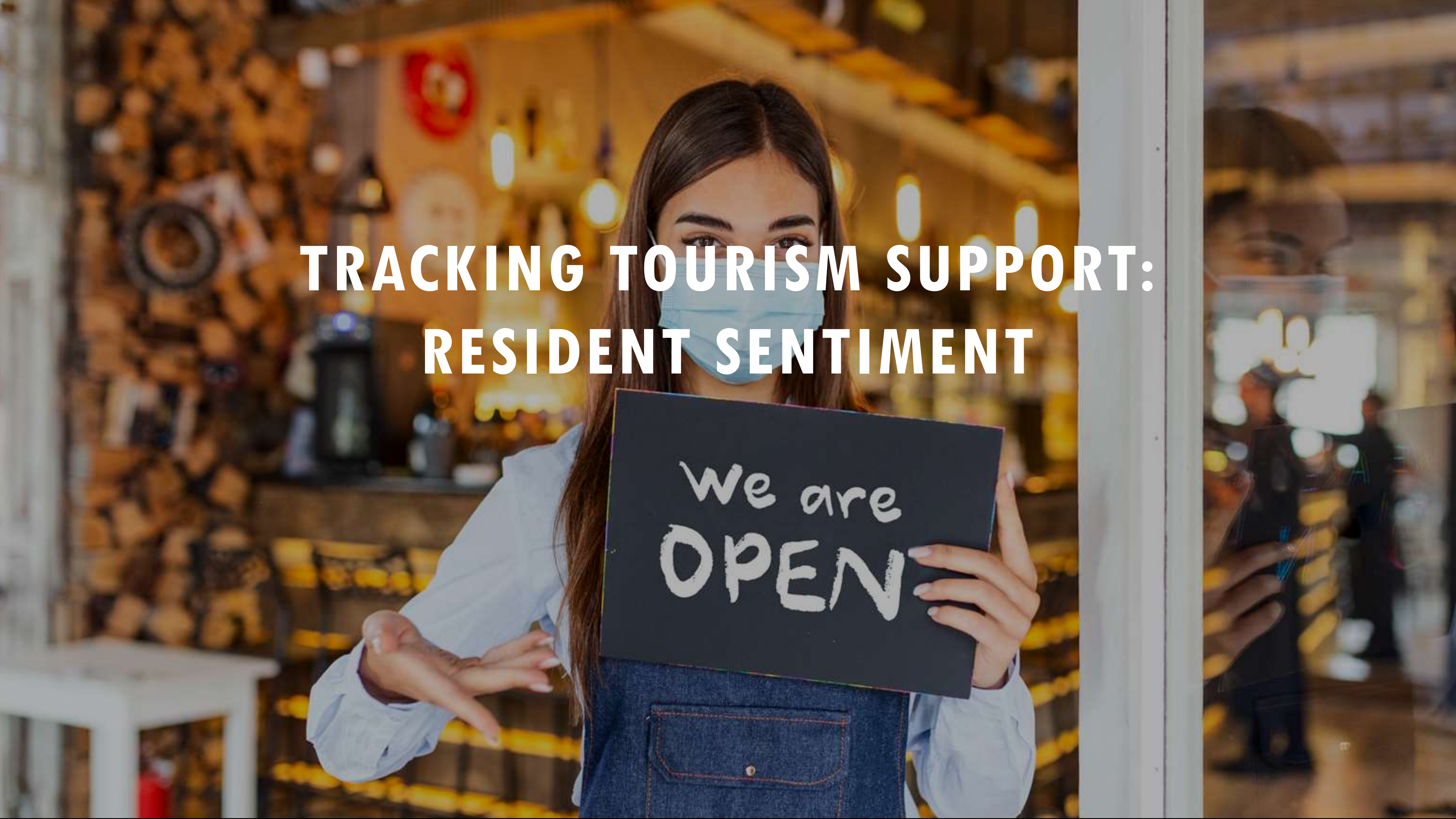
Statement: I will be unlikely to travel outside the United States until the coronavirus situation is resolved.



Historical data



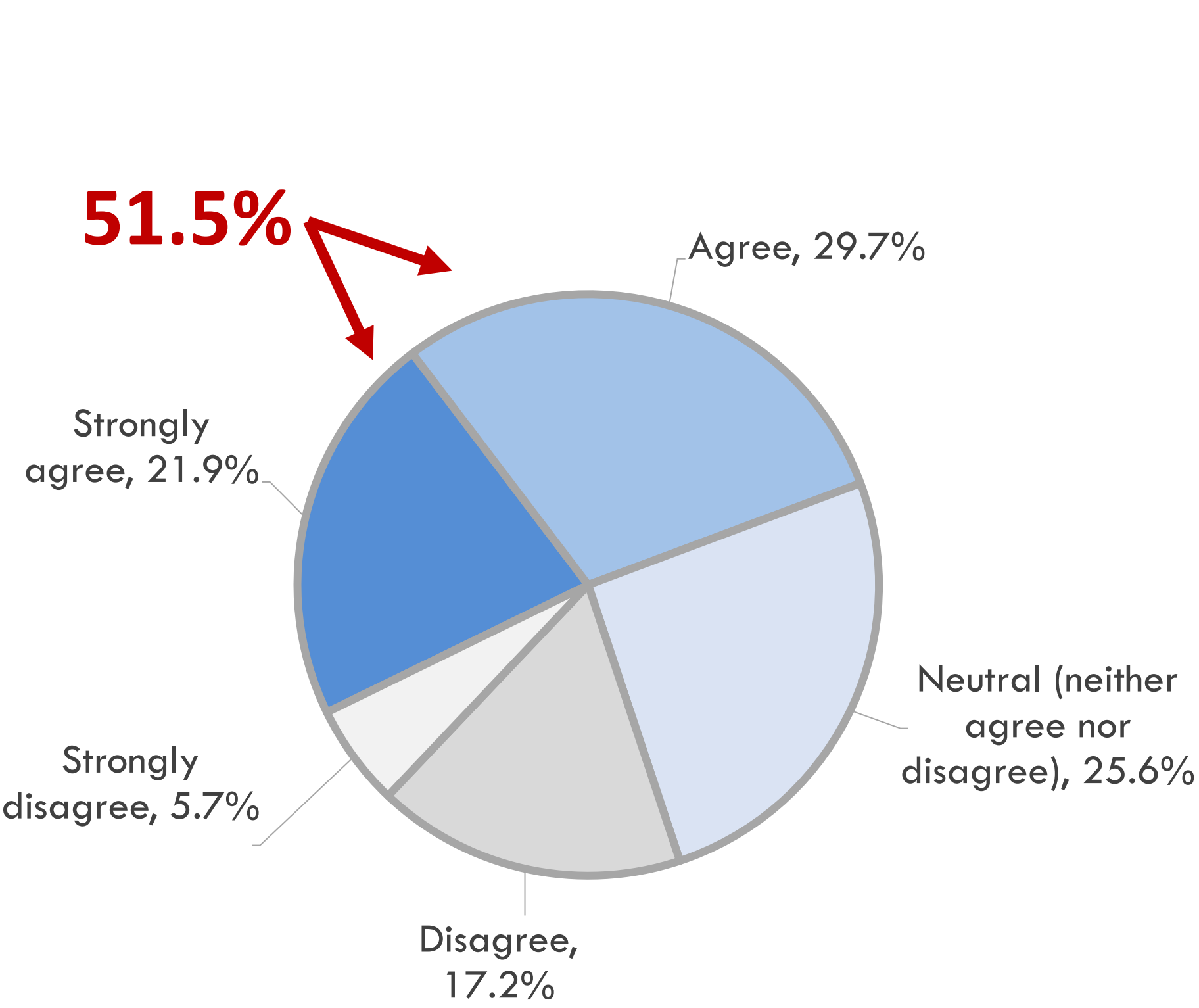
TRACKING TOURISM SUPPORT: RESIDENT SENTIMENT



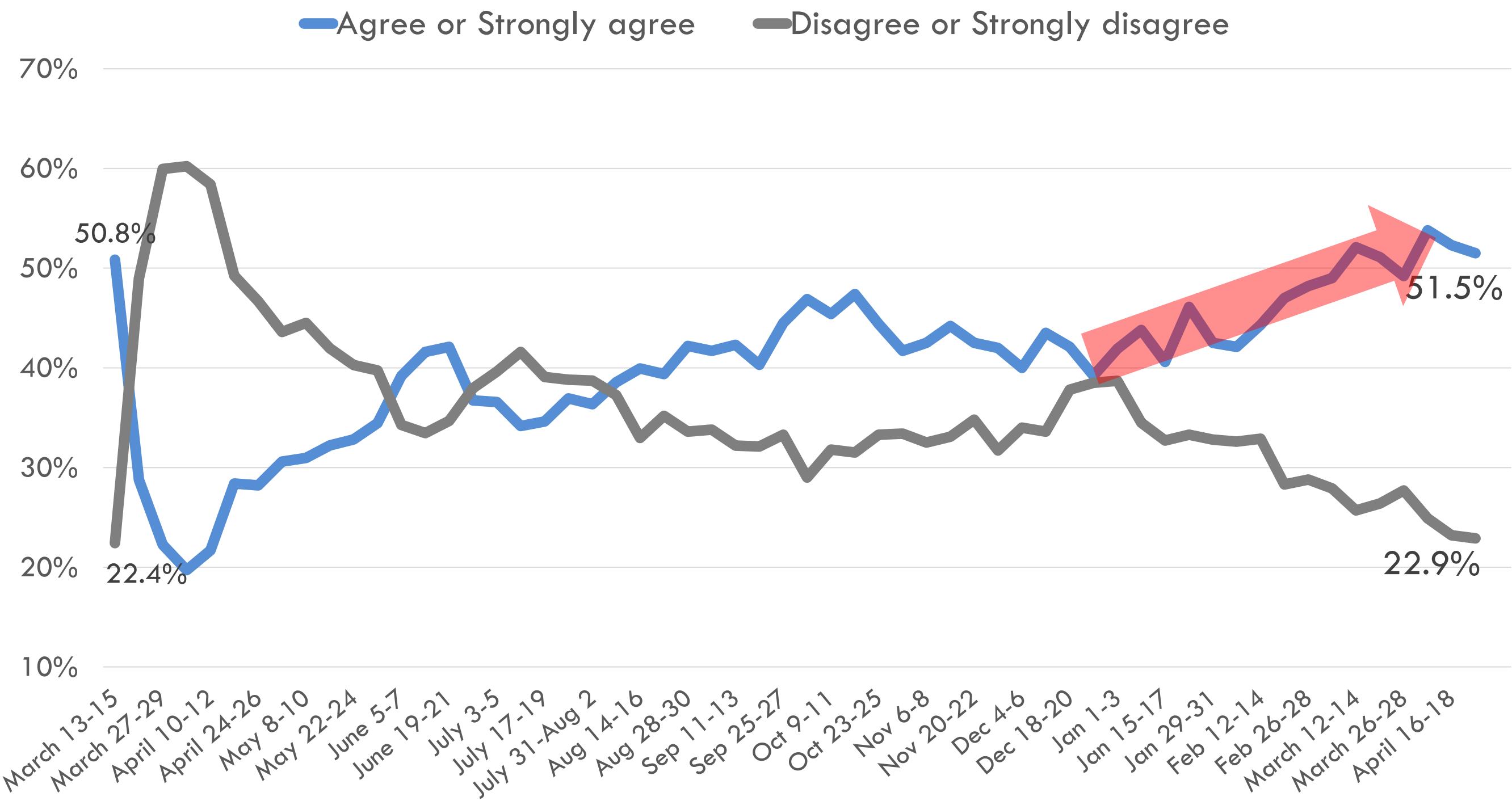
COMFORT ENJOYING HOME COMMUNITY

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.



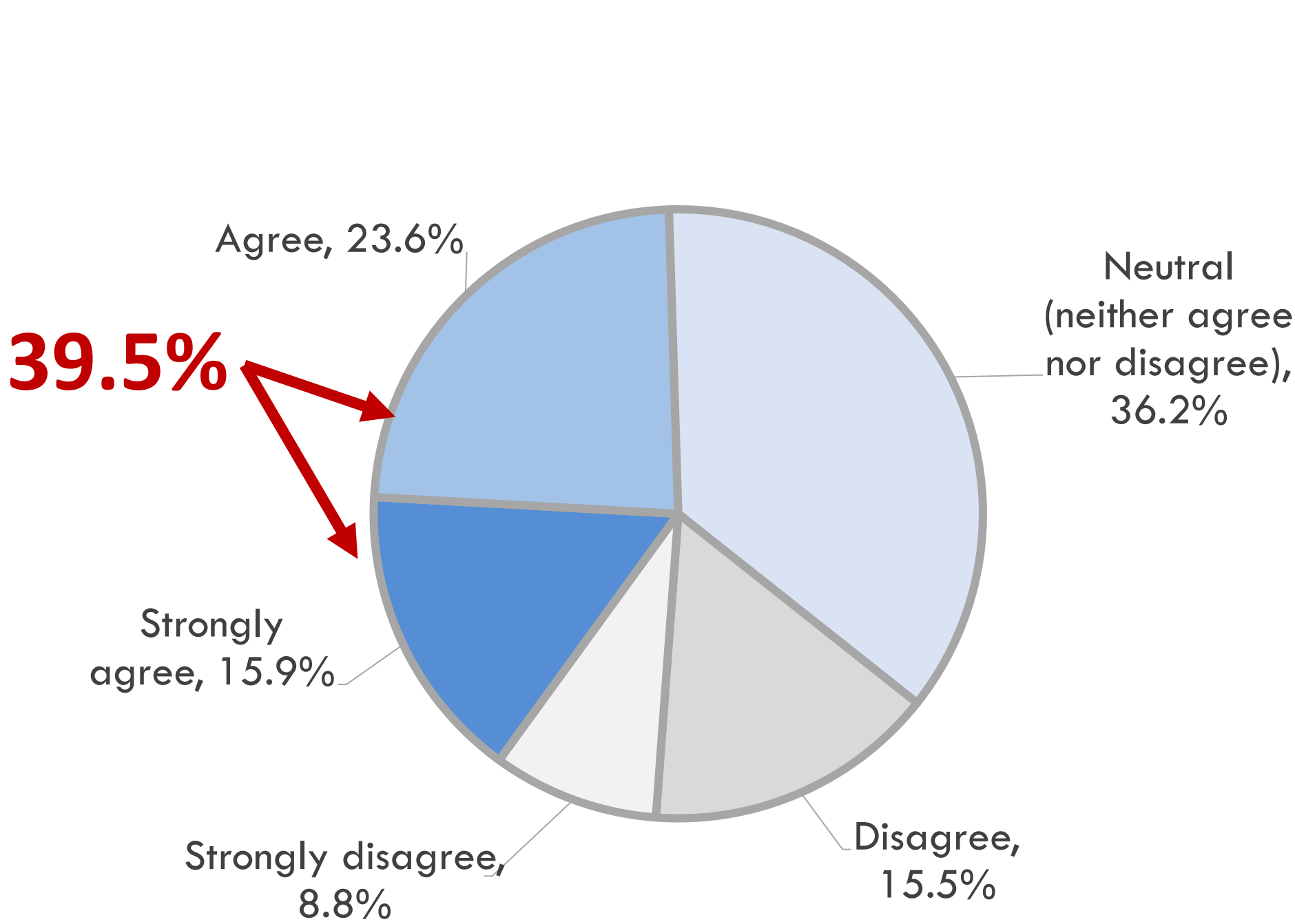
Historical data



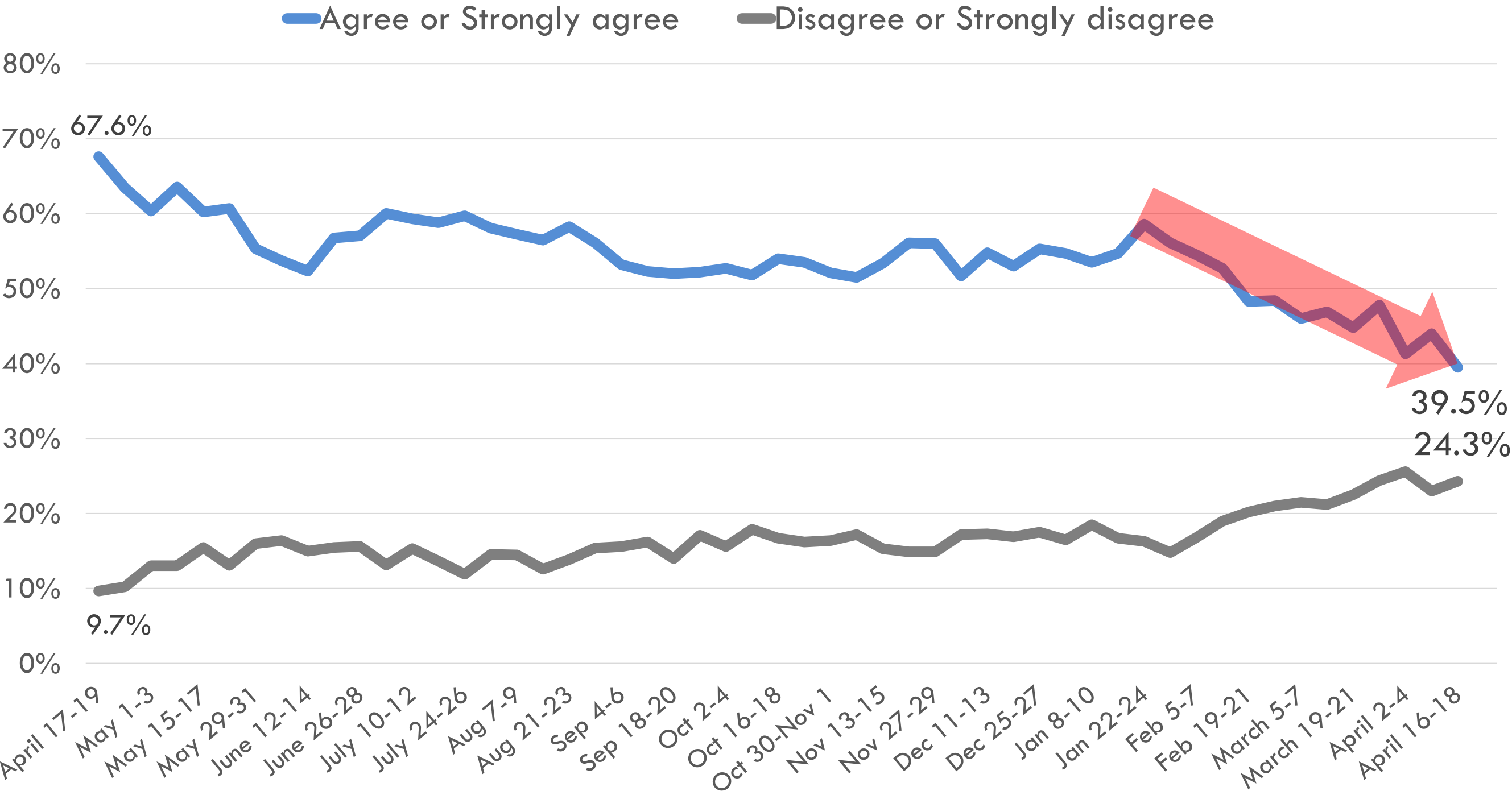
TRAVELERS IN COMMUNITY ARE UNWANTED

How much do you agree with the following statement?

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

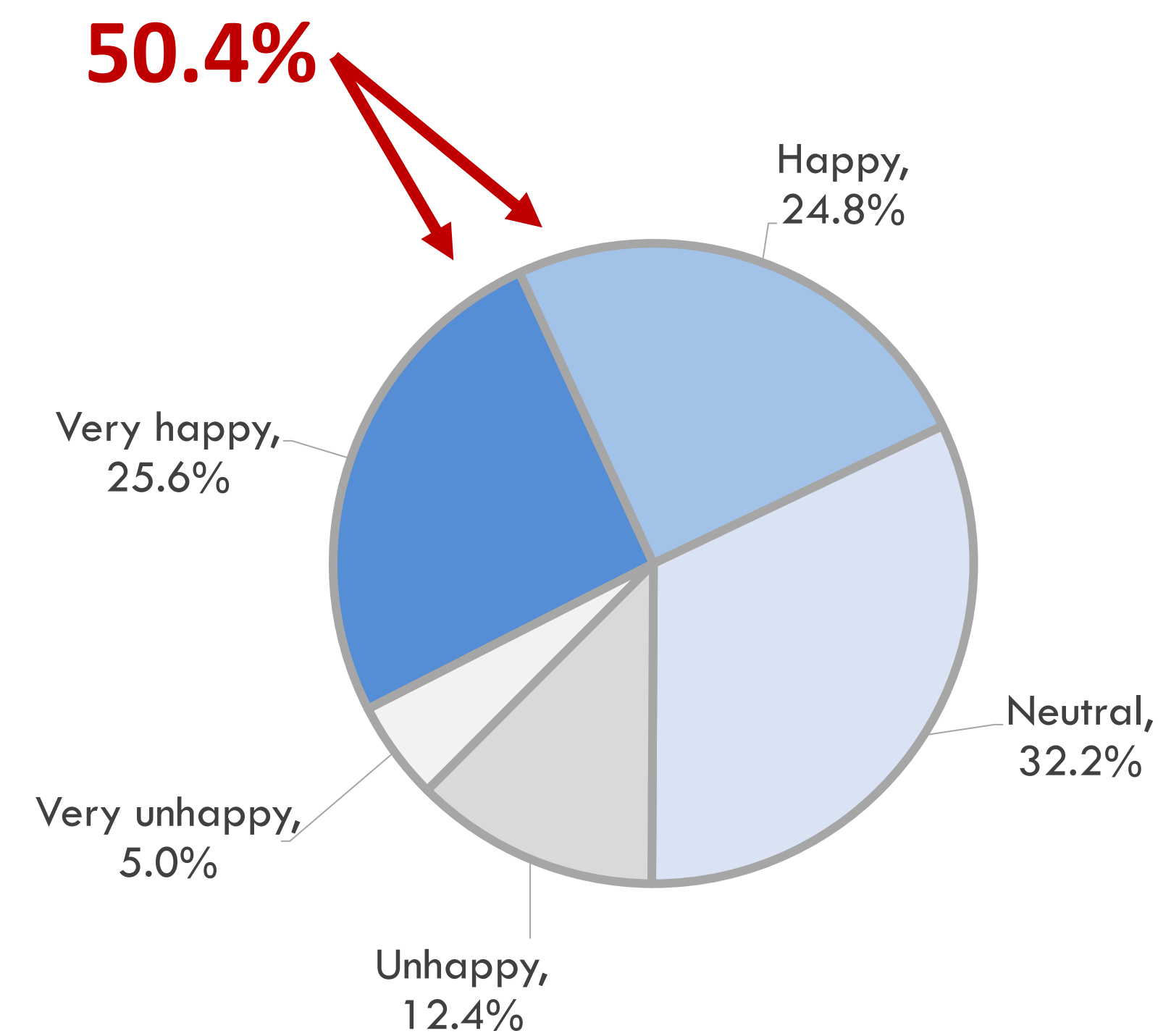


Historical data

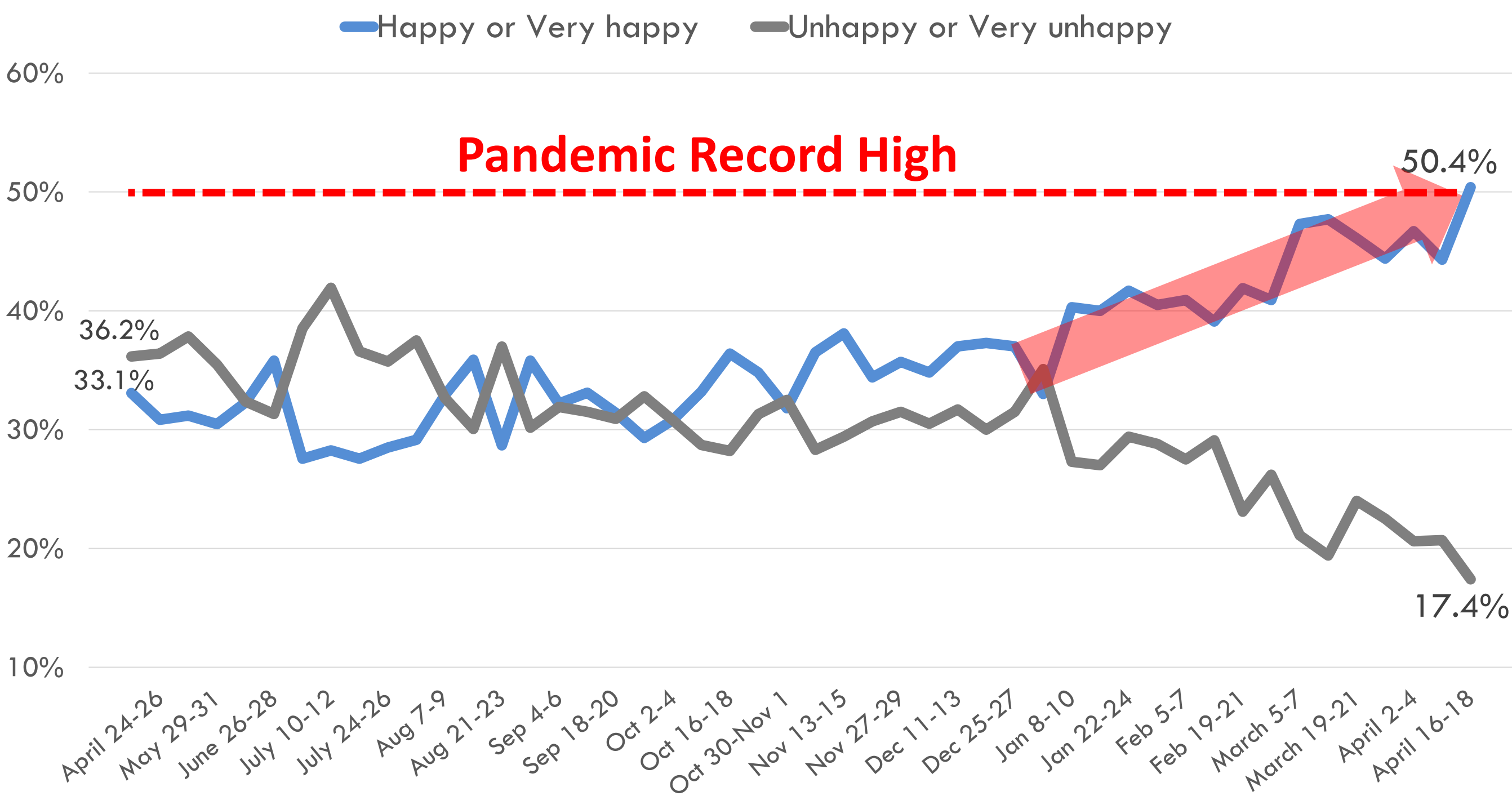


FEELINGS SEEING AN AD PROMOTING TOURISM TO COMMUNITY

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

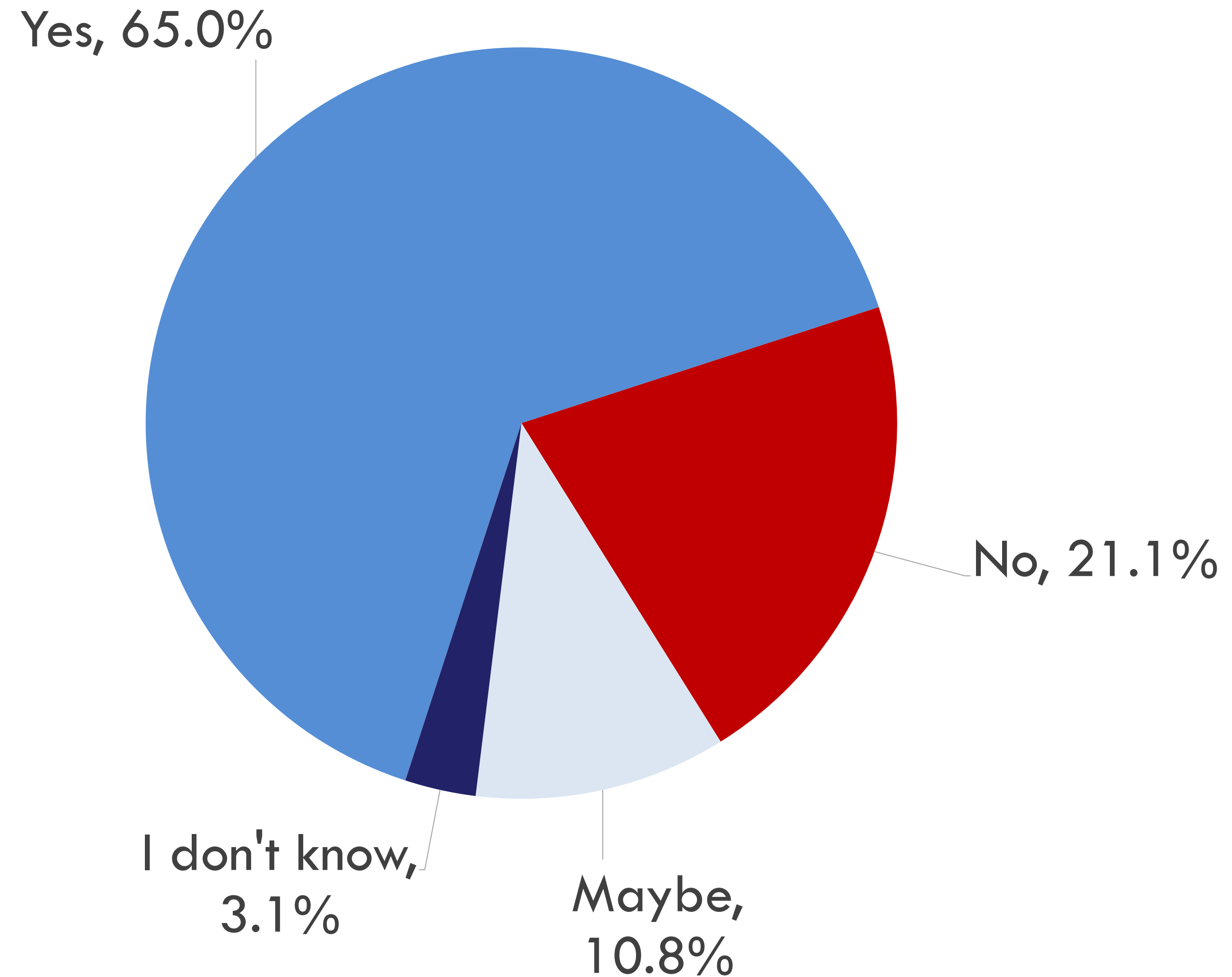




Nearly half of vaccinated travelers feel their mood has now changed—most commonly to feeling safer, happier and less stressed.

EXPECTATIONS TO TAKE A COVID-19 VACCINE

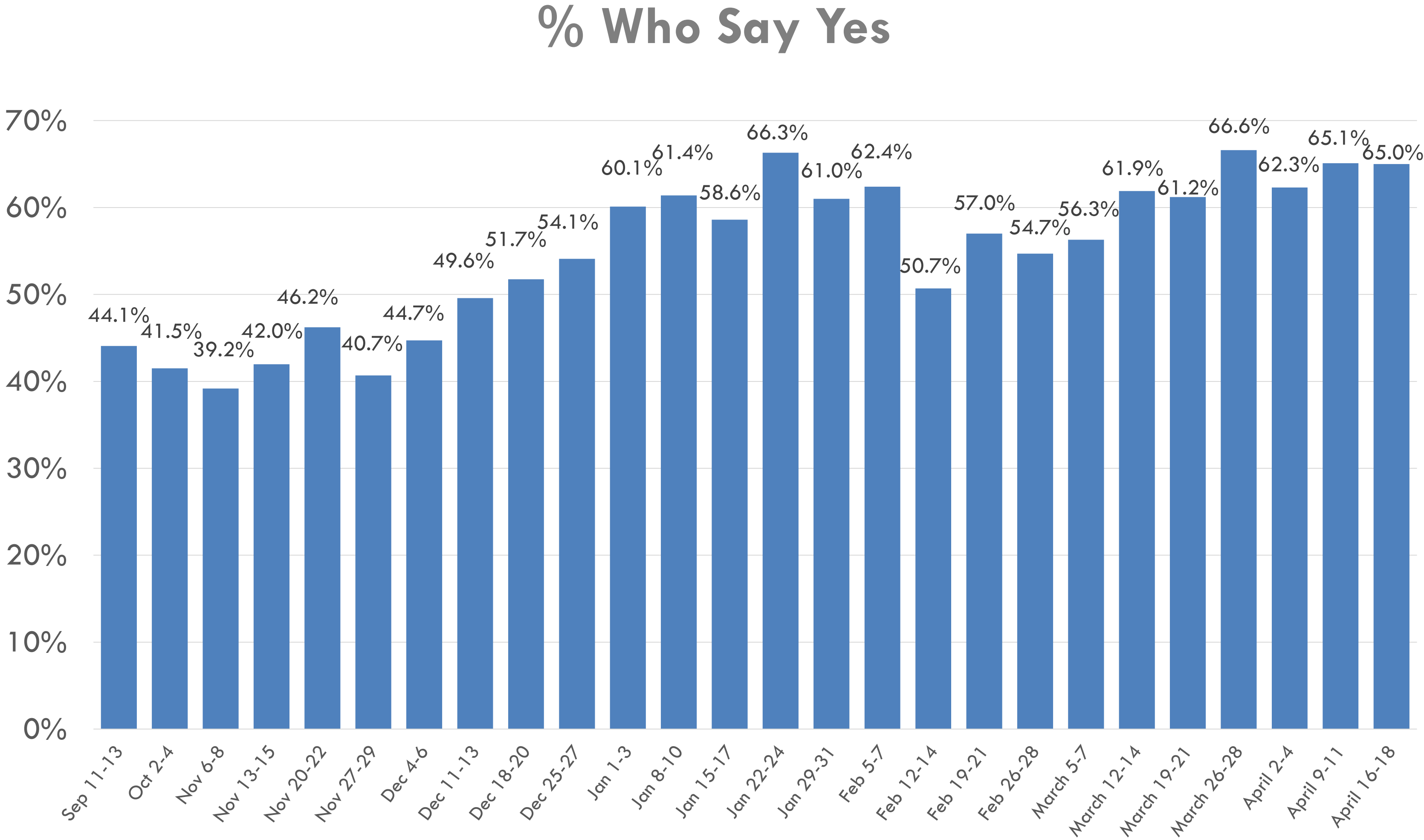
Question: Will you take (or have you already taken) one of the COVID-19 vaccines?



EXPECTATIONS TO TAKE A COVID-19 VACCINE

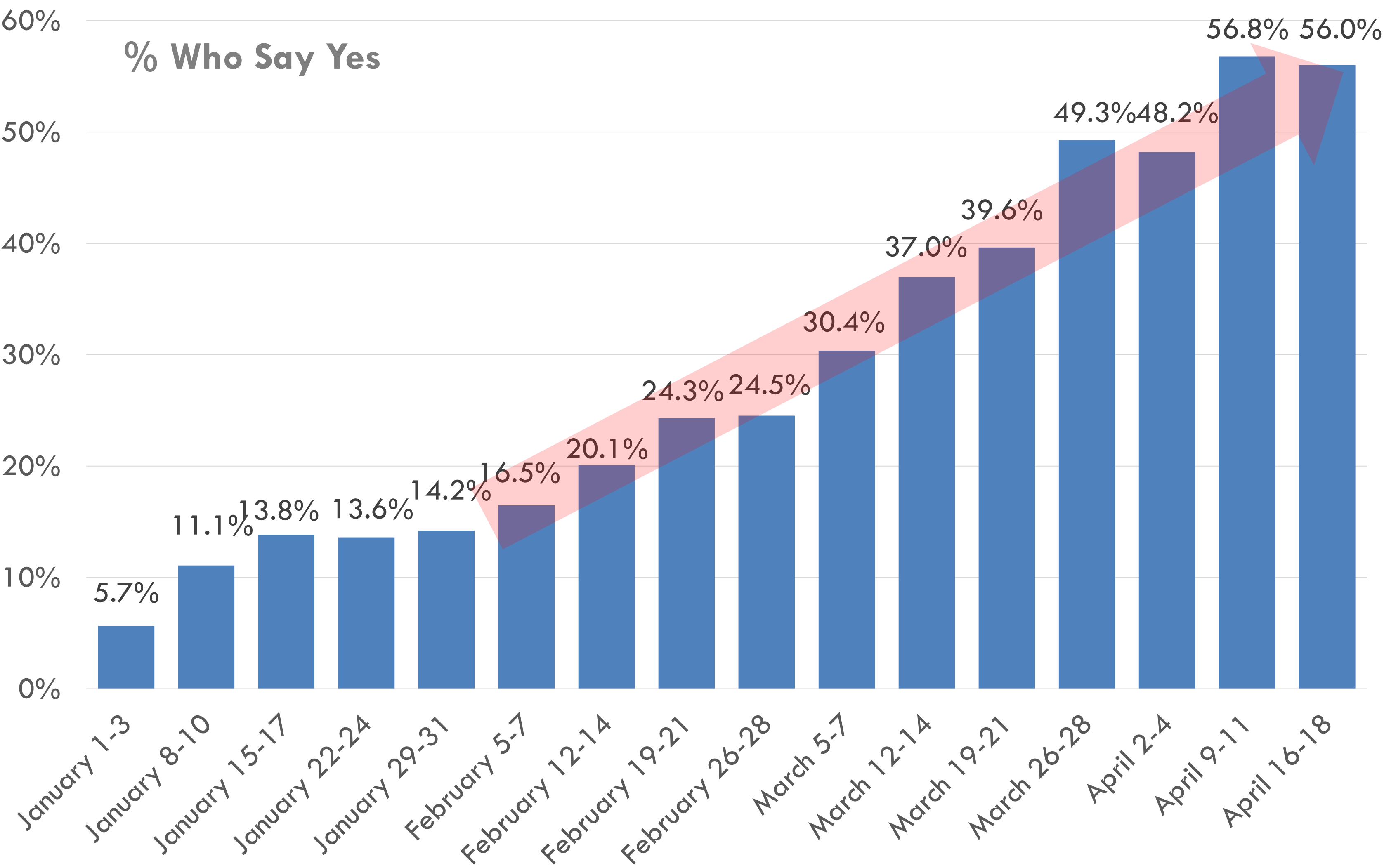
Question: Will you take (or have you already taken) one of the COVID-19 vaccines?

(Base: Waves 27, 30, 35-58 data. All respondents, 1,205, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206, 1,202 and 1,210 completed surveys.)



TRAVELERS HAVING RECEIVED A VACCINE

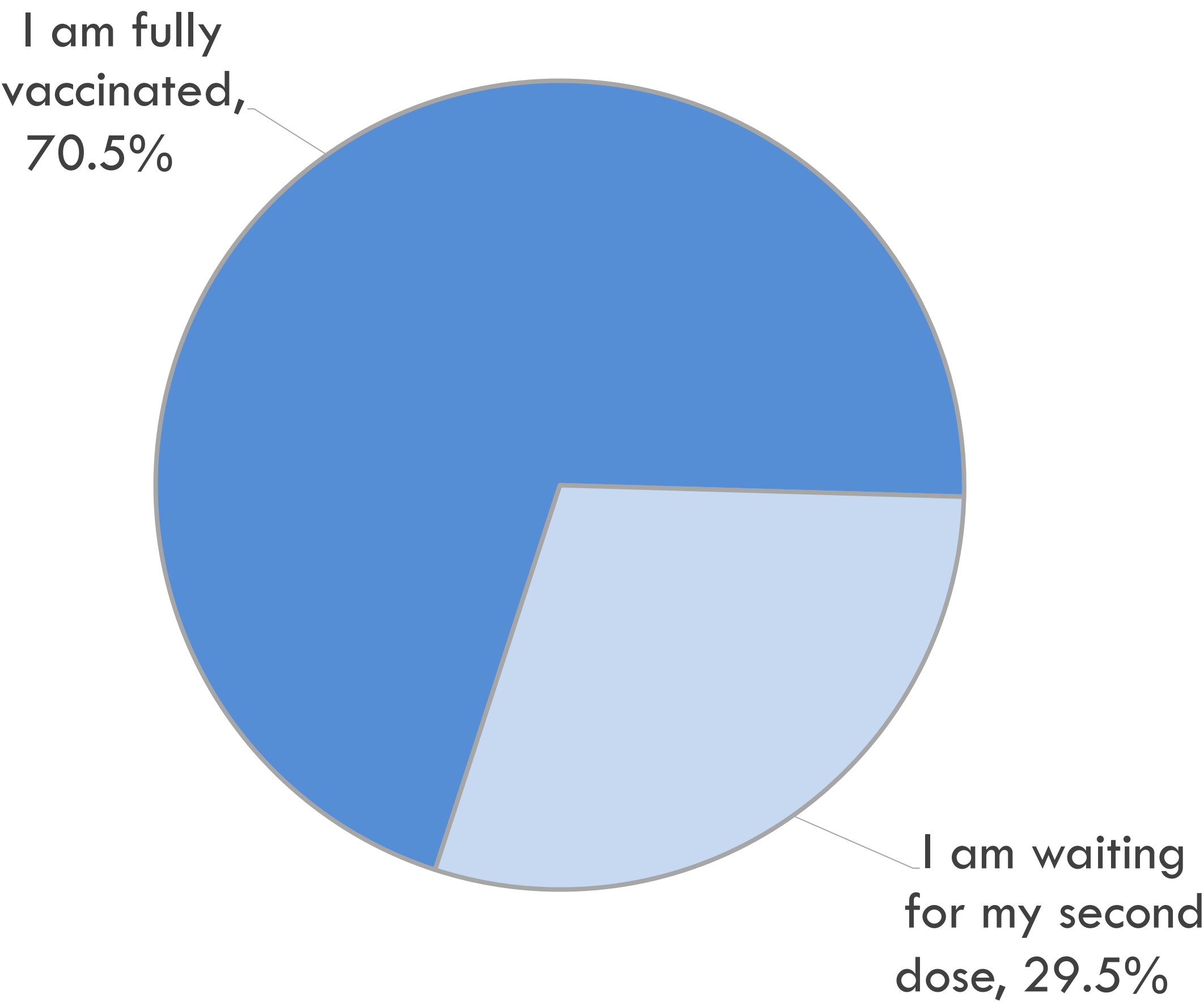
Question: Have you personally received a COVID-19 vaccine?



VACCINATION STATUS

Question: Are you now fully vaccinated or are you waiting for your second dose? (Select the one that describes you)

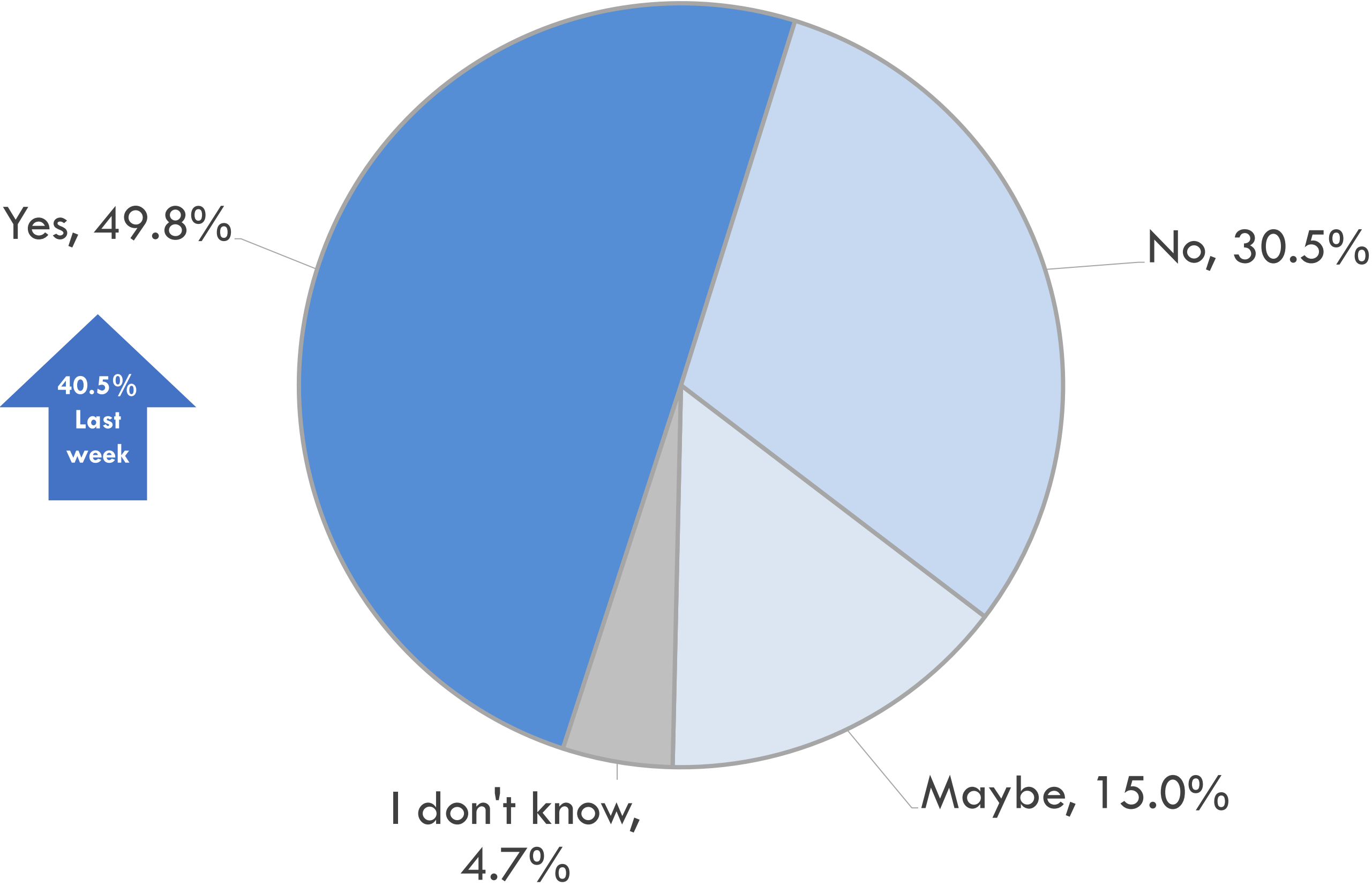
(Base: Wave 58 data. Respondents who have received a COVID-19 vaccine, 676 completed surveys. Data collected April 16-18, 2021)



VACCINES FOR CHILDREN

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

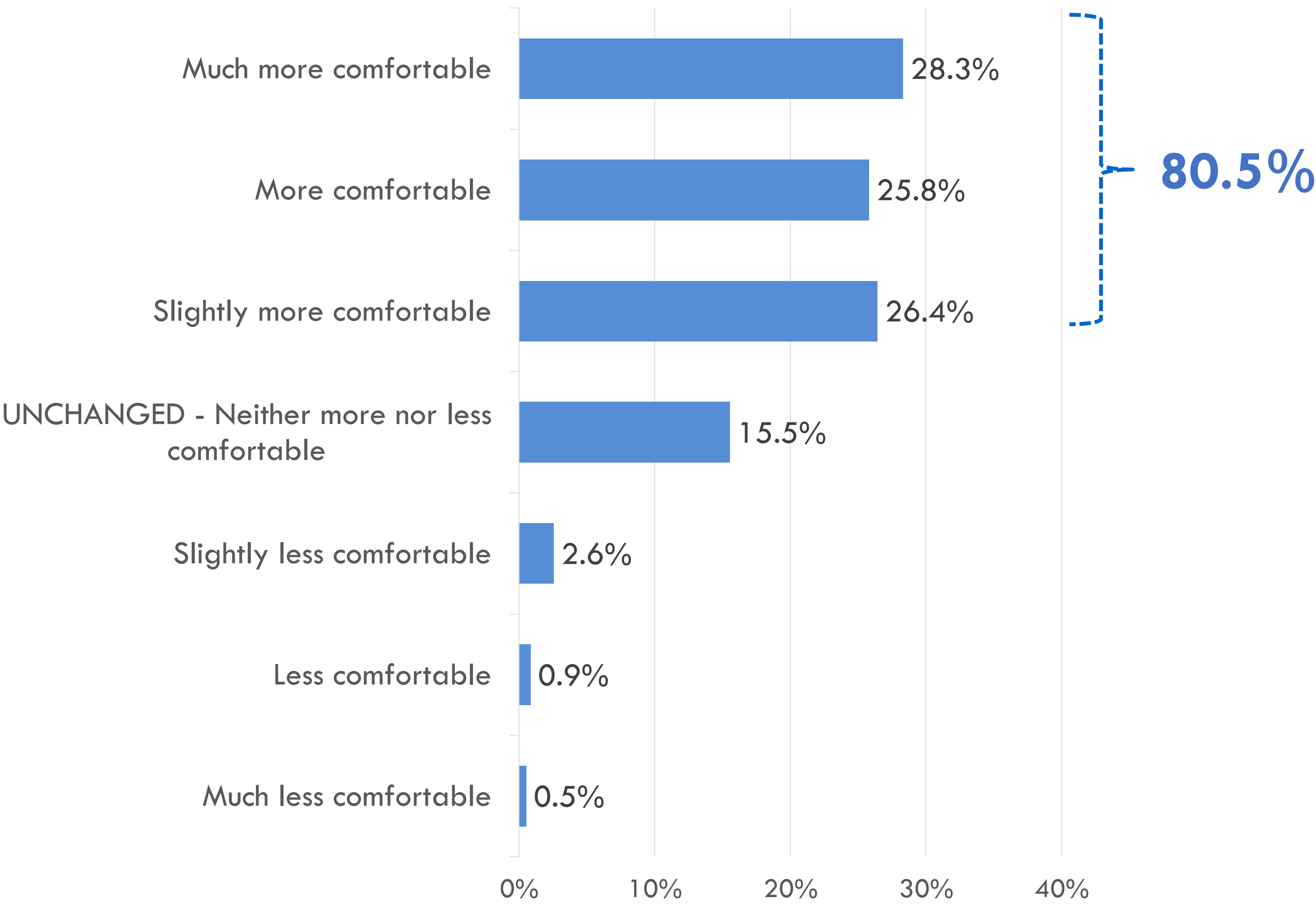
(Base: Wave 58 data. All respondents with school-aged children, 473 completed surveys. Data collected April 16-18, 2021)



COMFORT WITH TRAVELING AFTER VACCINATION

Question: After receiving a COVID-19 vaccine, how comfortable do you feel with the idea of traveling? (Select the one that best describes you)

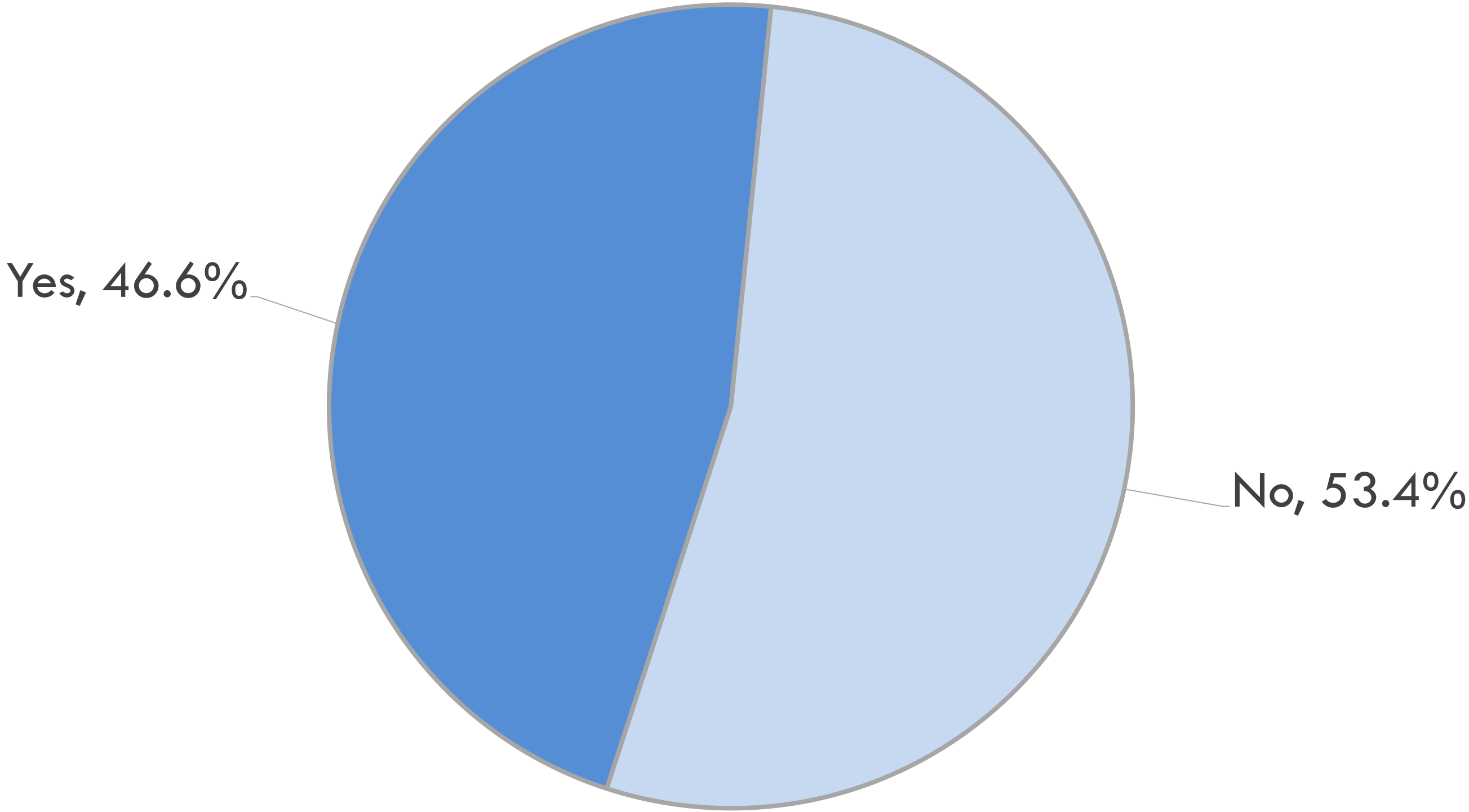
(Base: Wave 58 data. Respondents who have received a COVID-19 vaccine, 676 completed surveys. Data collected April 16-18, 2021)



HAS THEIR MOOD OR LIFESTYLE CHANGED AFTER VACCINATION?

Question: Since receiving the COVID-19 vaccine, has your mood or lifestyle changed in any way?

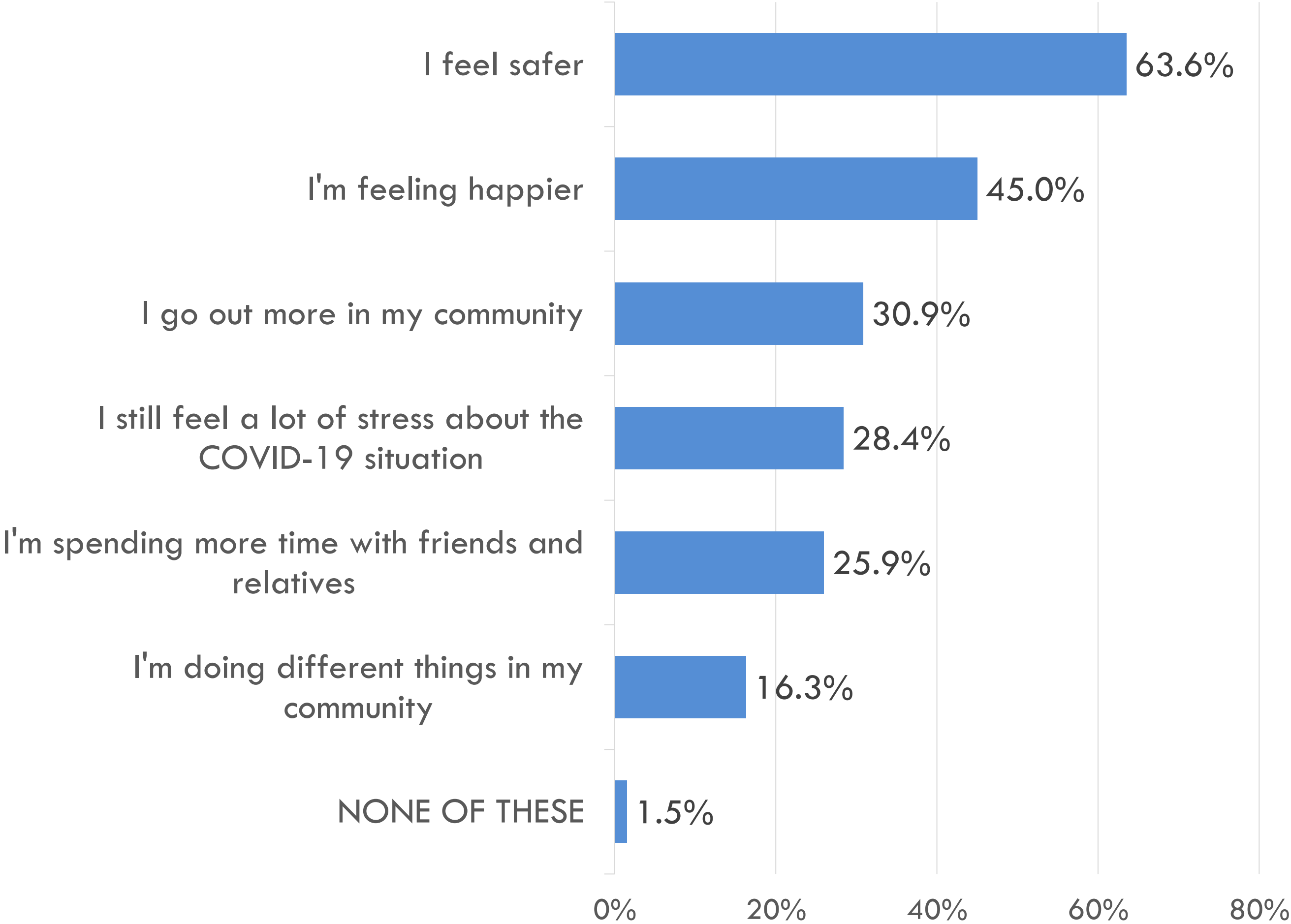
(Base: Wave 58 data. Respondents who have received a COVID-19 vaccine, 676 completed surveys. Data collected April 16-18, 2021)



FEELINGS AND ACTIVITIES AFTER VACCINATION

Question: Which of these describe you after receiving the vaccine? (Select al that apply)

(Base: Wave 58 data. Respondents who have received a COVID-19 vaccine and feel a mood or lifestyle change, 327 completed surveys. Data collected April 16-18, 2021)



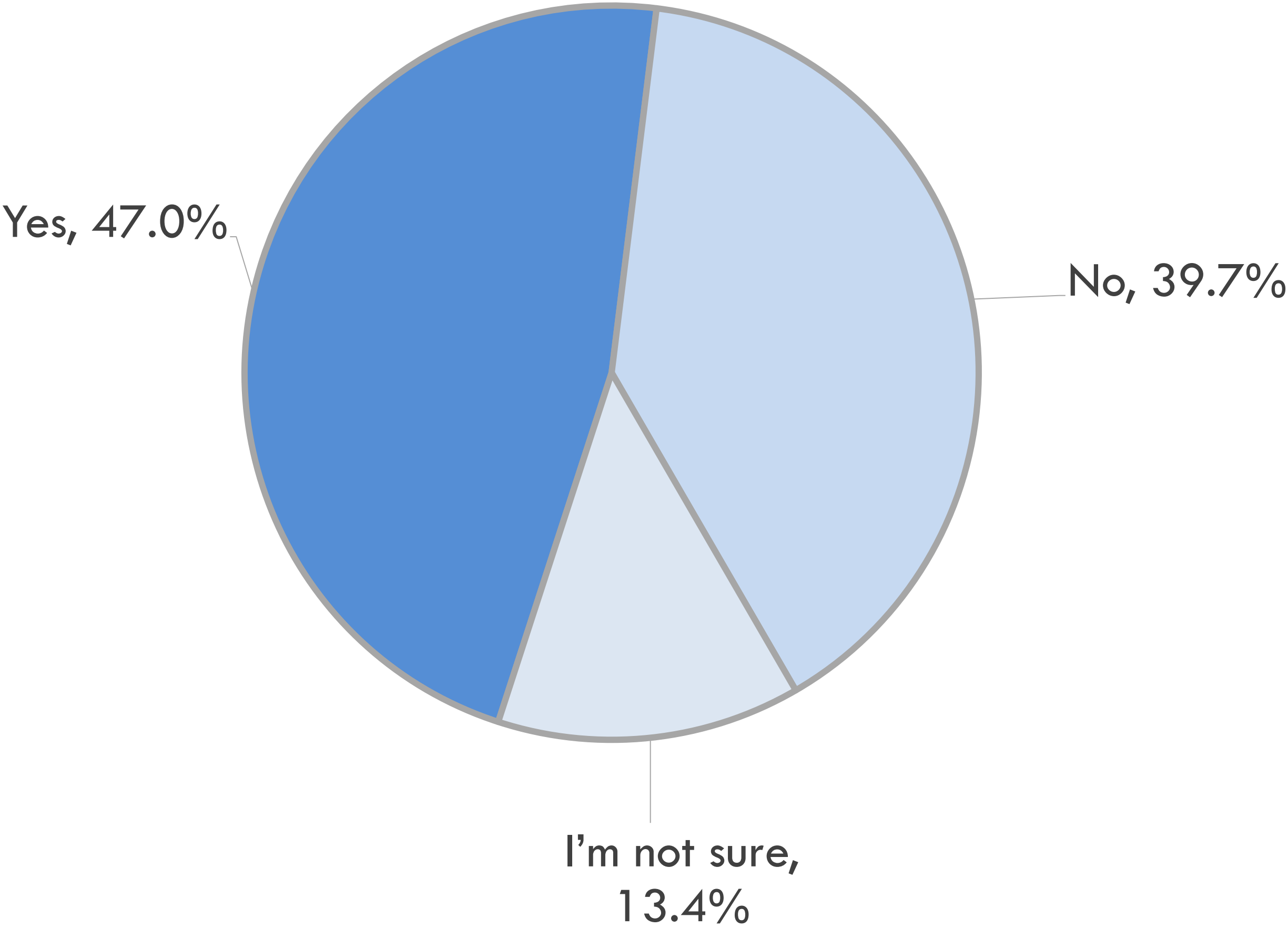


Business travel recovery is advancing and the pandemic's impact on corporate travel policies is retreating.

BUSINESS TRAVEL BEFORE THE PANDEMIC

Question: Prior to the COVID-19 pandemic, did people at the company/organization you work for travel for business purposes? (Select one)

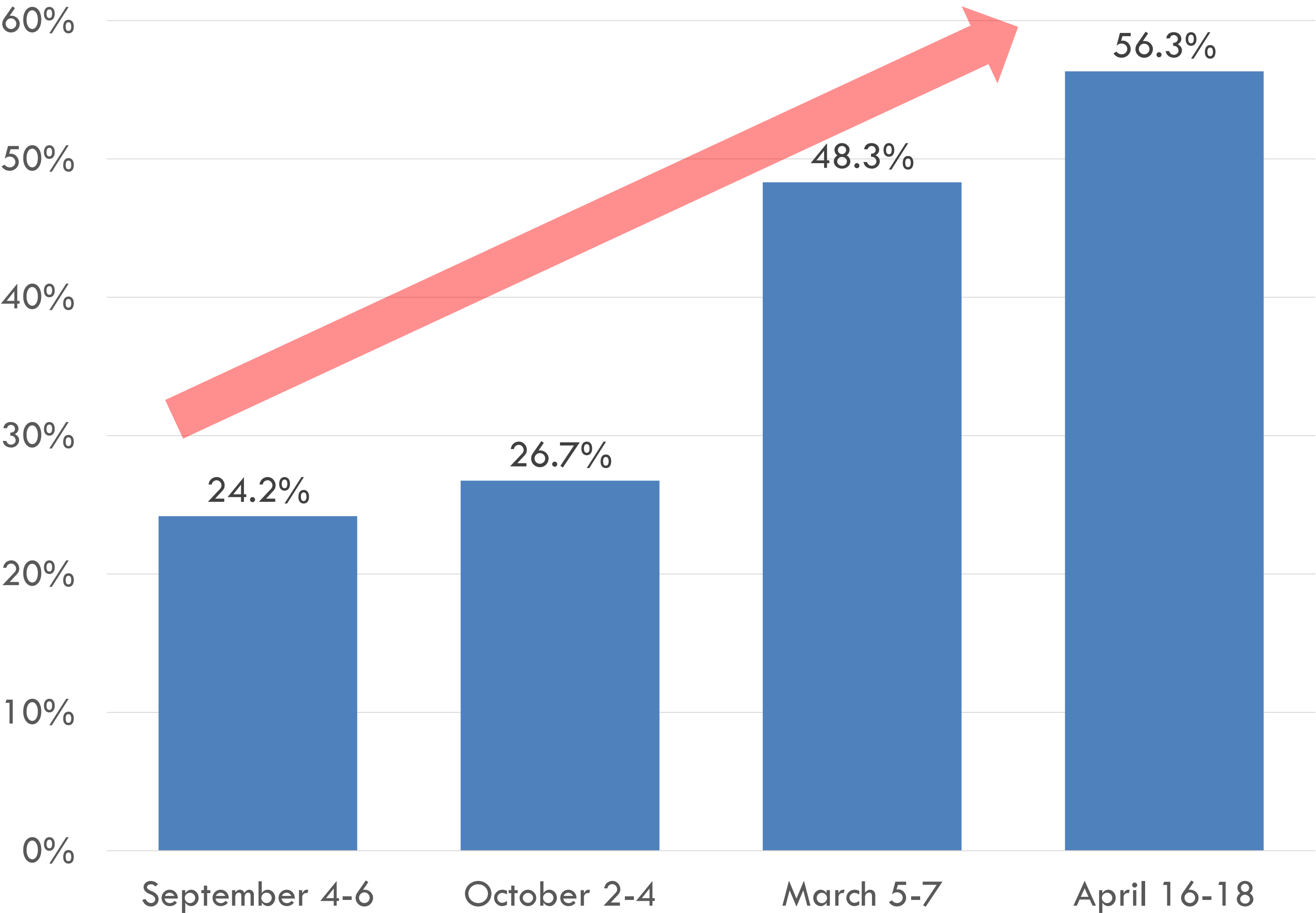
(Base: Waves 58 data. All employed respondents, 961 completed surveys. Data collected April 16-18, 2021)



HAS COMPANY RETURNED TO BUSINESS TRAVEL

Question: To your knowledge, have people at the company/organization you work for started traveling for business purposes again?

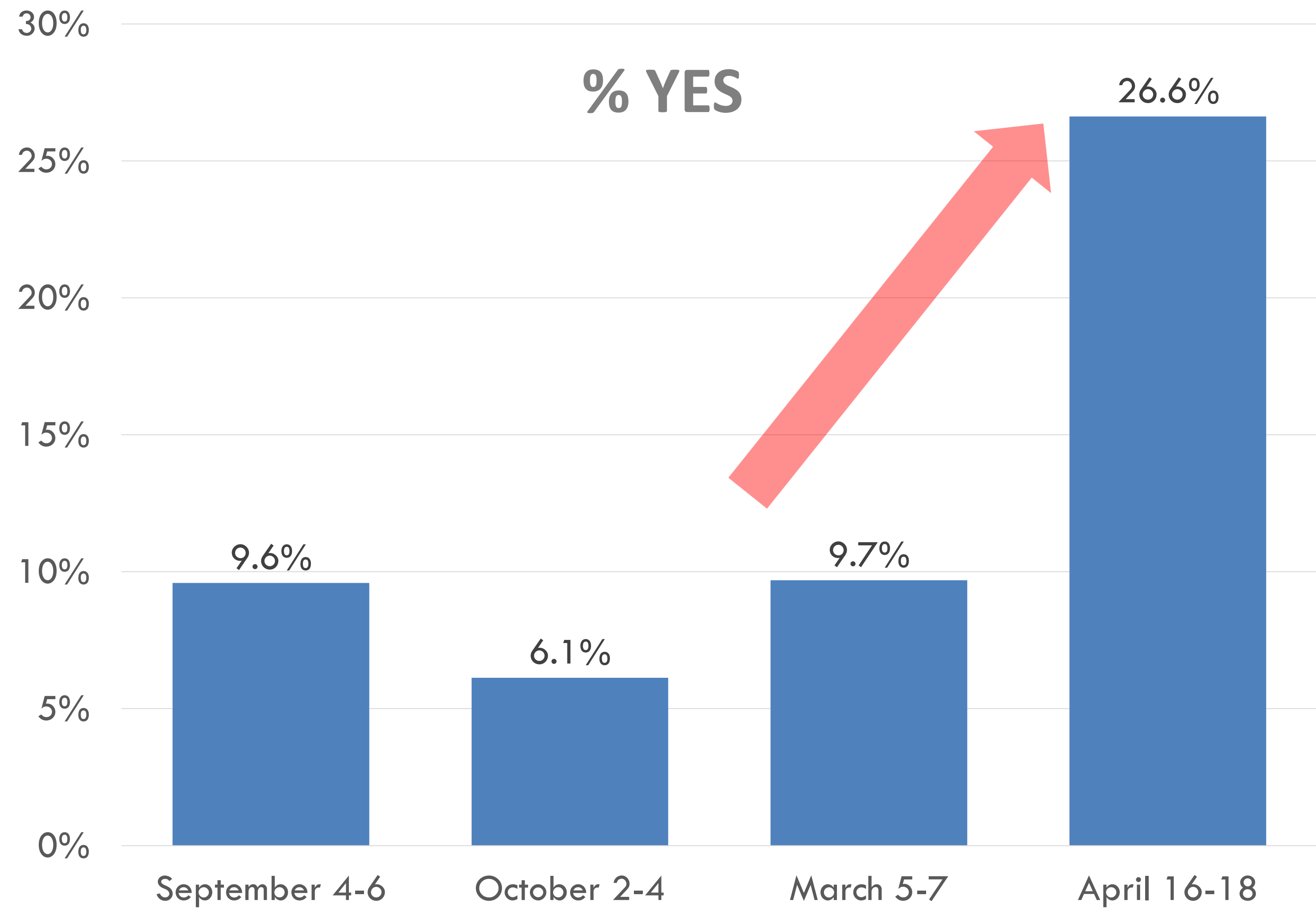
(Base: Waves 58 data. Respondents employed at companies that do business travel, 452 completed surveys. Data collected April 16-18, 2021)



INDICATION OF WHEN BUSINESS TRAVEL WILL RESUME

Question: Has the company/organization you work for given any indication on when company business travel will begin again?

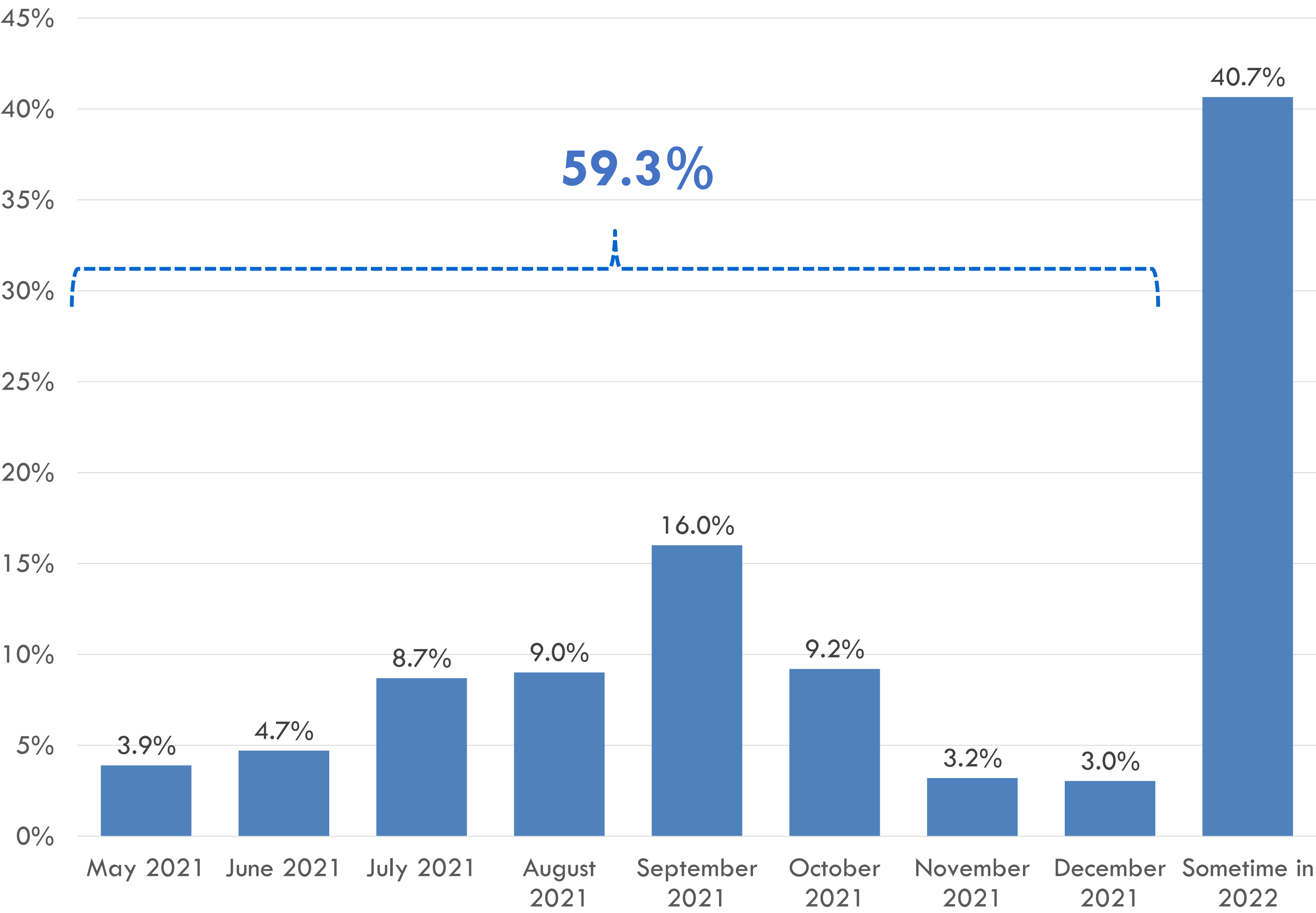
(Base: Waves 58 data. Respondents employed at companies that have not returned to business travel, 213 completed surveys. Data collected April 16-18, 2021)



ANTICIPATED MONTH OF BUSINESS TRAVEL RESUMPTION

Question: Which month do you anticipate company/organization you work for will begin traveling for business again?

(Base: Waves 58 data. Respondents employed at companies that have not returned to business travel, 213 completed surveys. Data collected April 16-18, 2021)

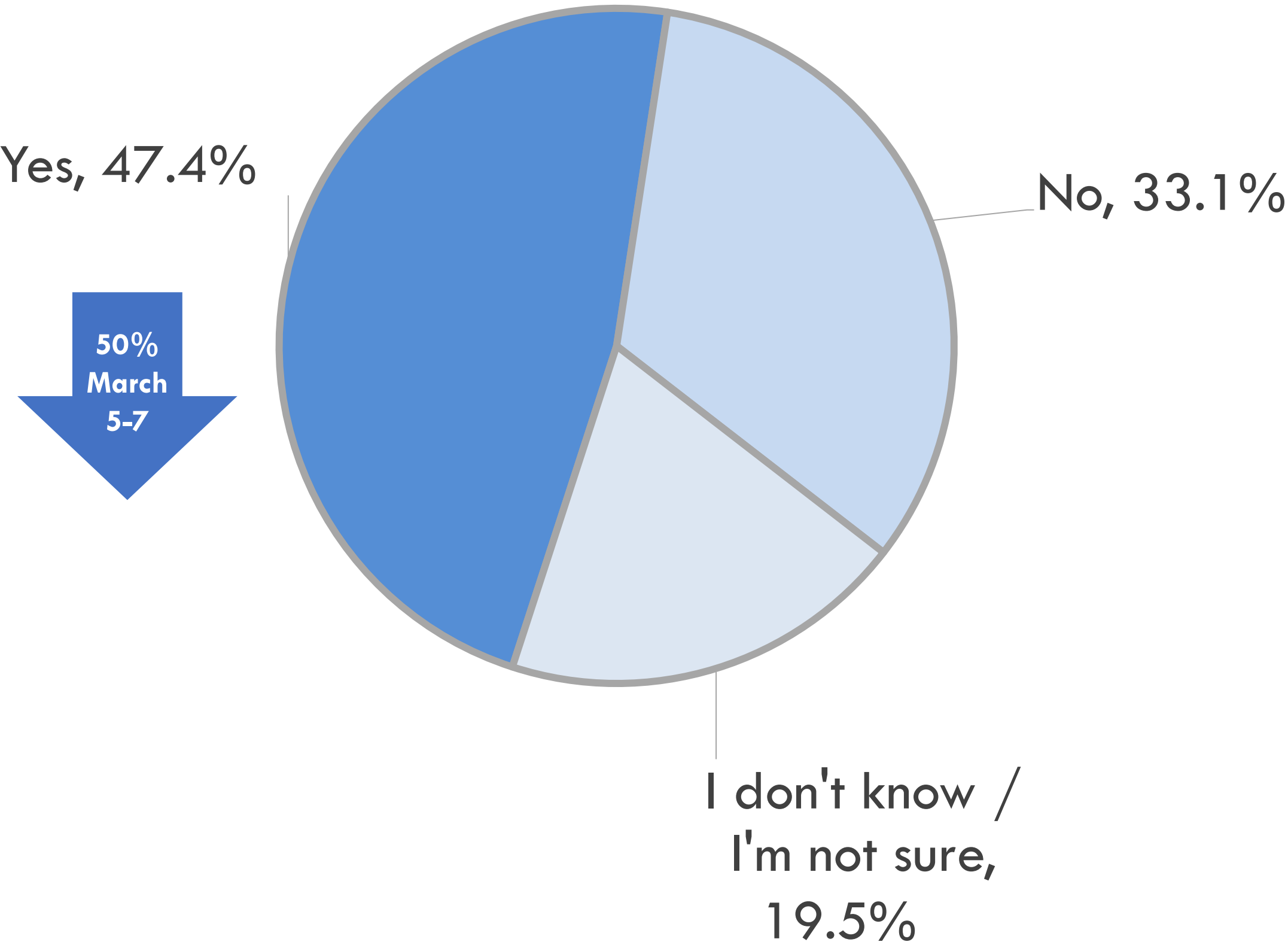


EXPECTATIONS FOR LONG-TERM CHANGES IN BUSINESS TRAVEL

Question: You said earlier that you have taken **BUSINESS TRIP(S)** in the past 2 years.

In the longer-term (2-5 years from now), do you feel the **COVID-19** experience will change the way your employer does business travel?

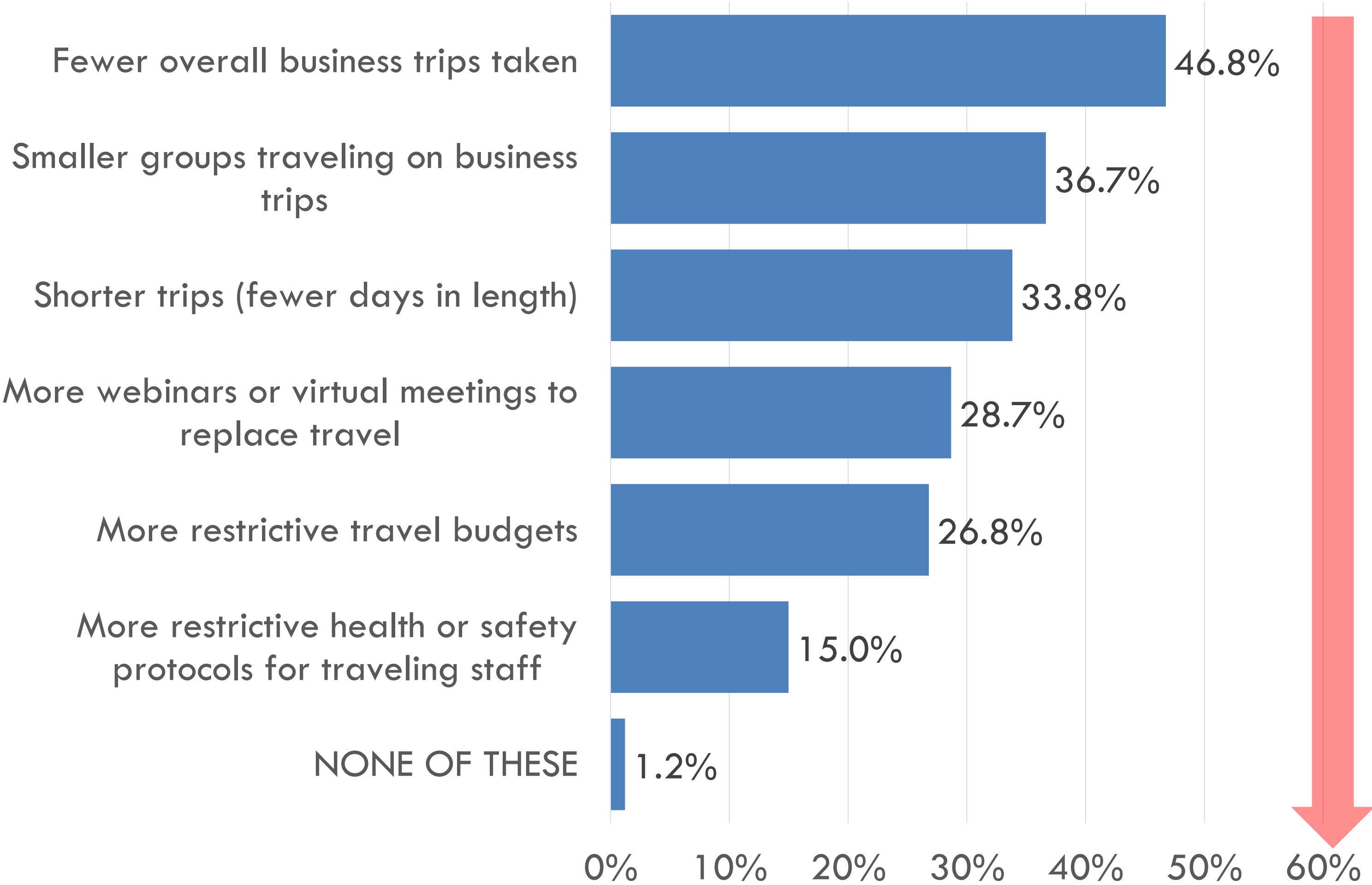
(Base: Waves 58 data. All business travelers, 489 completed surveys. Data collected April 16-18, 2021)



SPECIFIC EXPECTED CHANGES IN BUSINESS TRAVEL

Question: In which of the following ways do you expect your employer will change its business travel over the longer term? (Select all that apply)

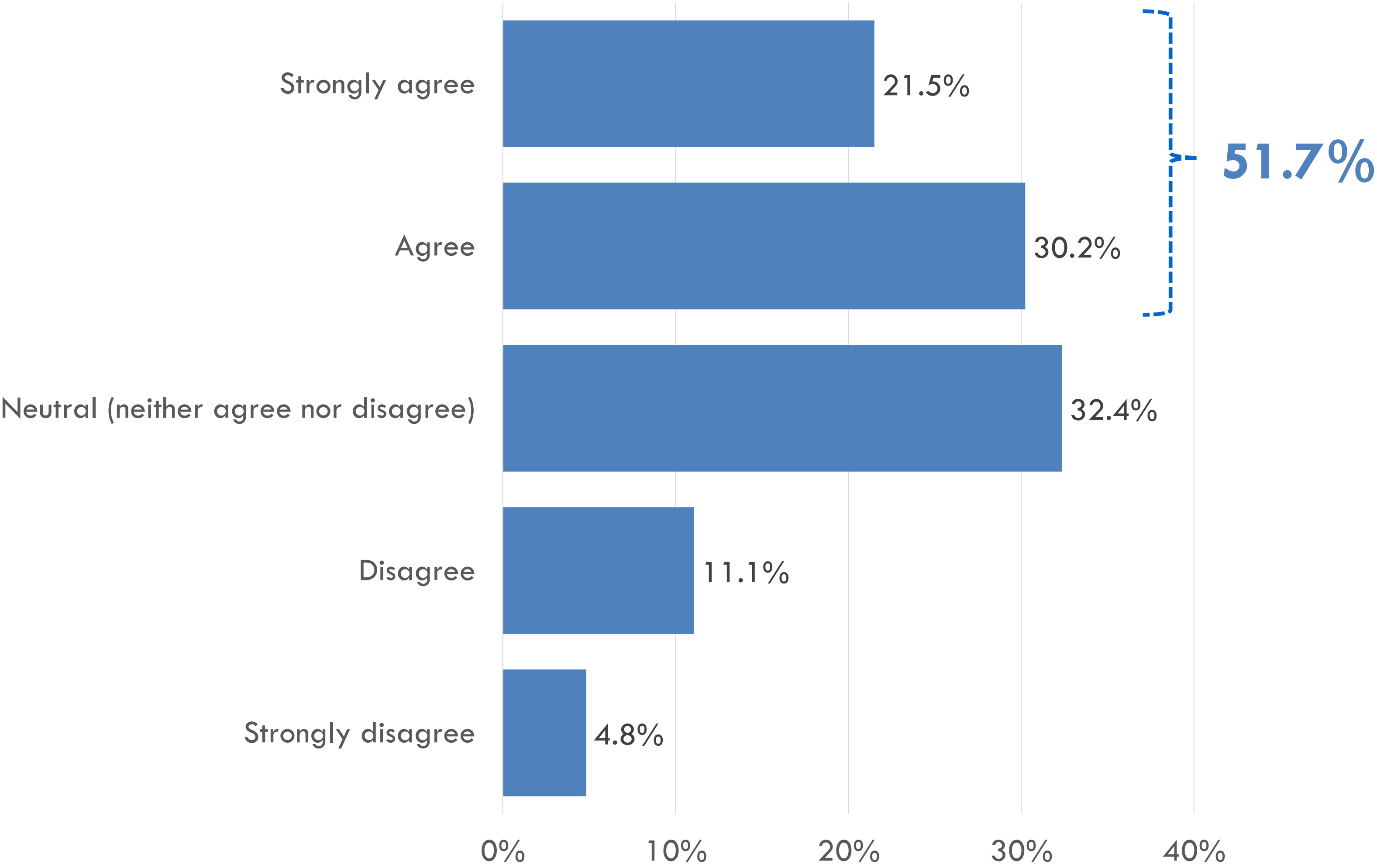
(Base: Waves 58 data. All business travelers who expect long-term changes in business travel, 257 completed surveys. Data collected April 16-18, 2021)



LOOKING FORWARD TO NOT TRAVELING AS MUCH FOR BUSINESS

Statement Agreement: Looking forward, I hope that I don't have to travel as much for business as I did before the pandemic.

(Base: Waves 58 data. All business travelers, 489 completed surveys. Data collected April 16-18, 2021)





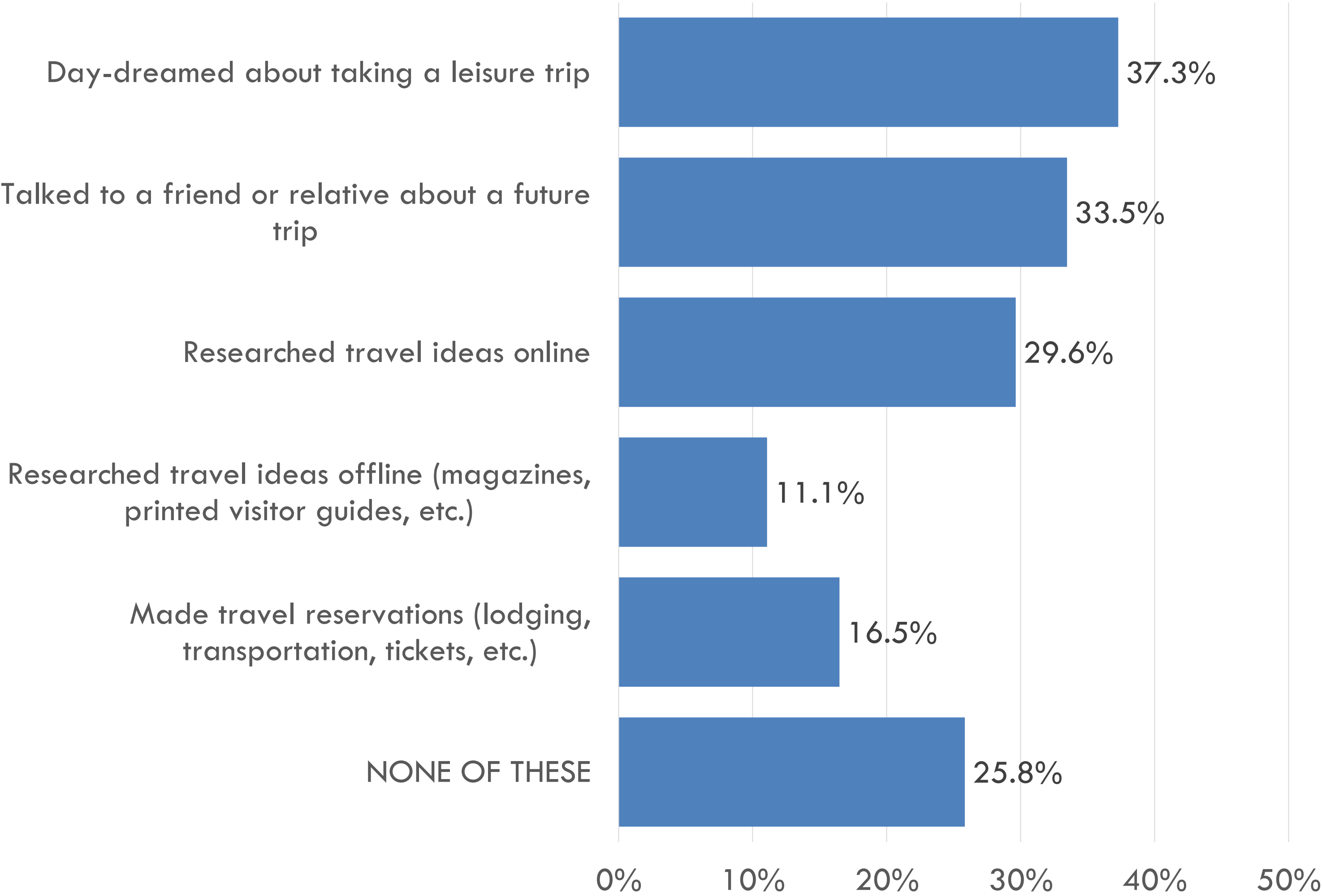
Leisure travel continues to improve, with gains across planning, booking and trip-taking.

TRAVEL PLANNING IN THE PAST WEEK

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

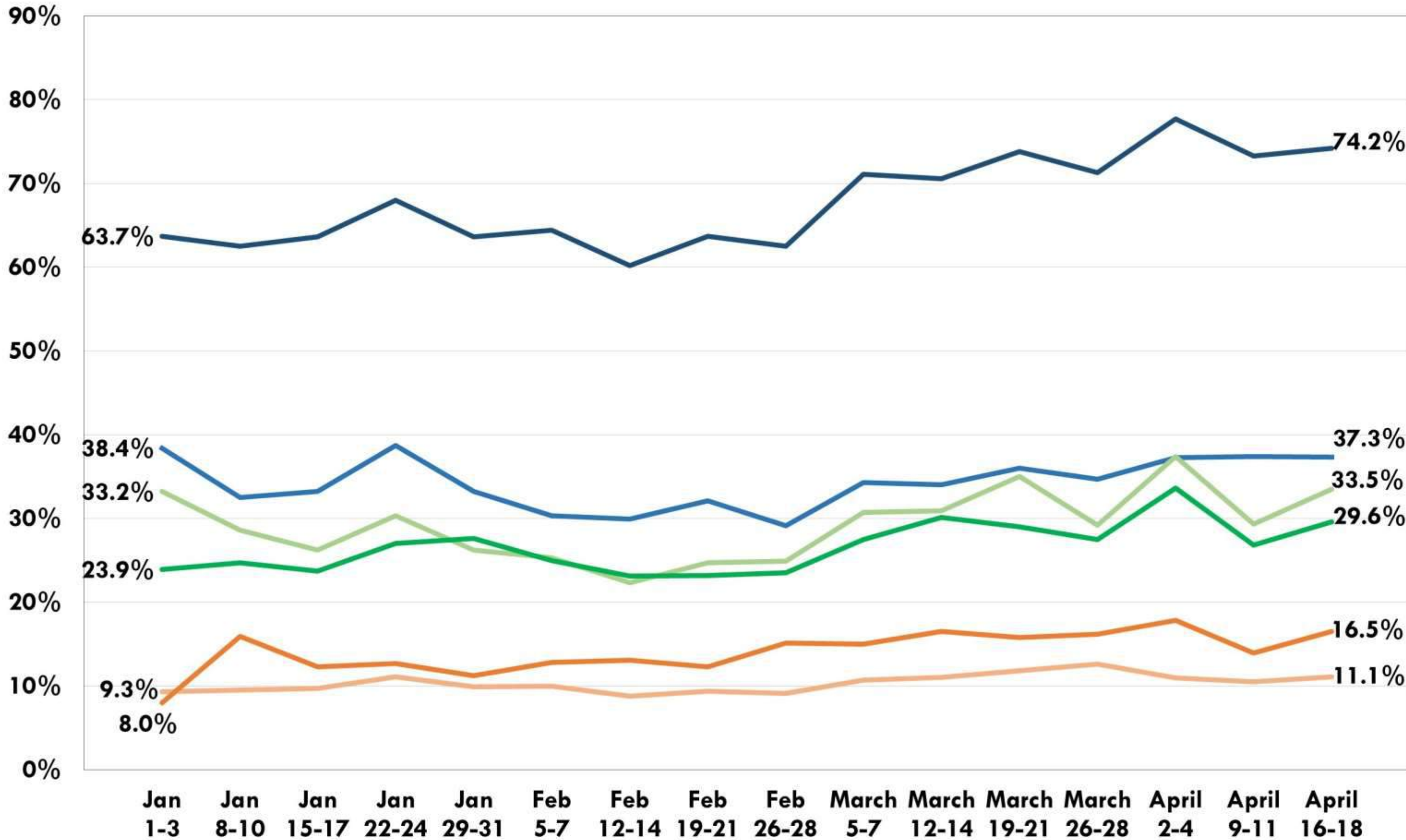
In the PAST WEEK I have

(Base: Waves 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)



AMERICAN TRAVEL DREAMING & PLANNING IN 2021

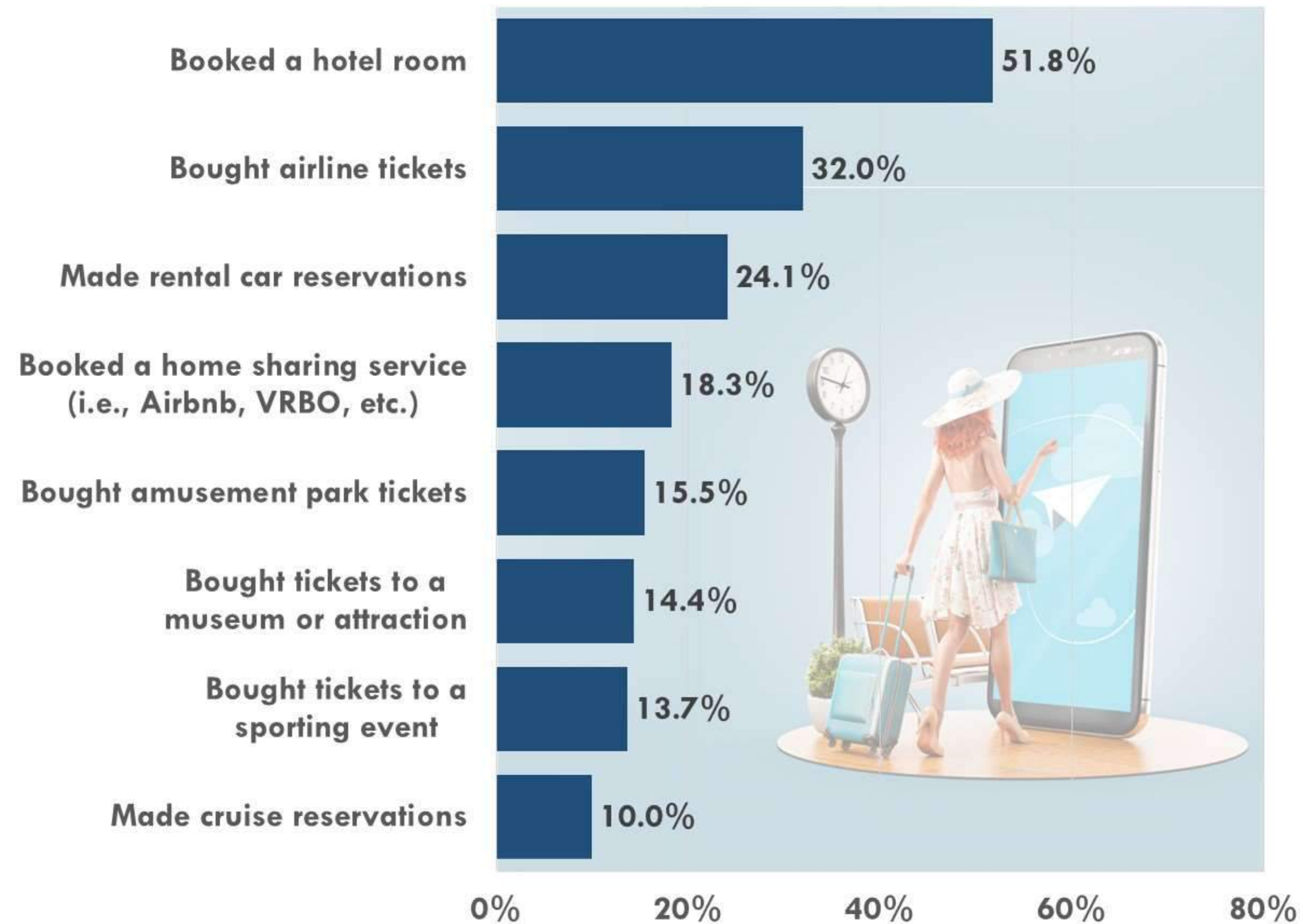
JANUARY 1—APRIL 18, 2021



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 43-58. All respondents, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206, 1,202 and 1,210 completed surveys.)

TRAVEL RESERVATIONS MADE IN THE PAST WEEK AS OF APRIL 18, 2021



**QUESTION: WHICH OF THESE TRAVEL RESERVATIONS DID YOU MAKE THIS WEEK?
(SELECT ALL THAT APPLY)**

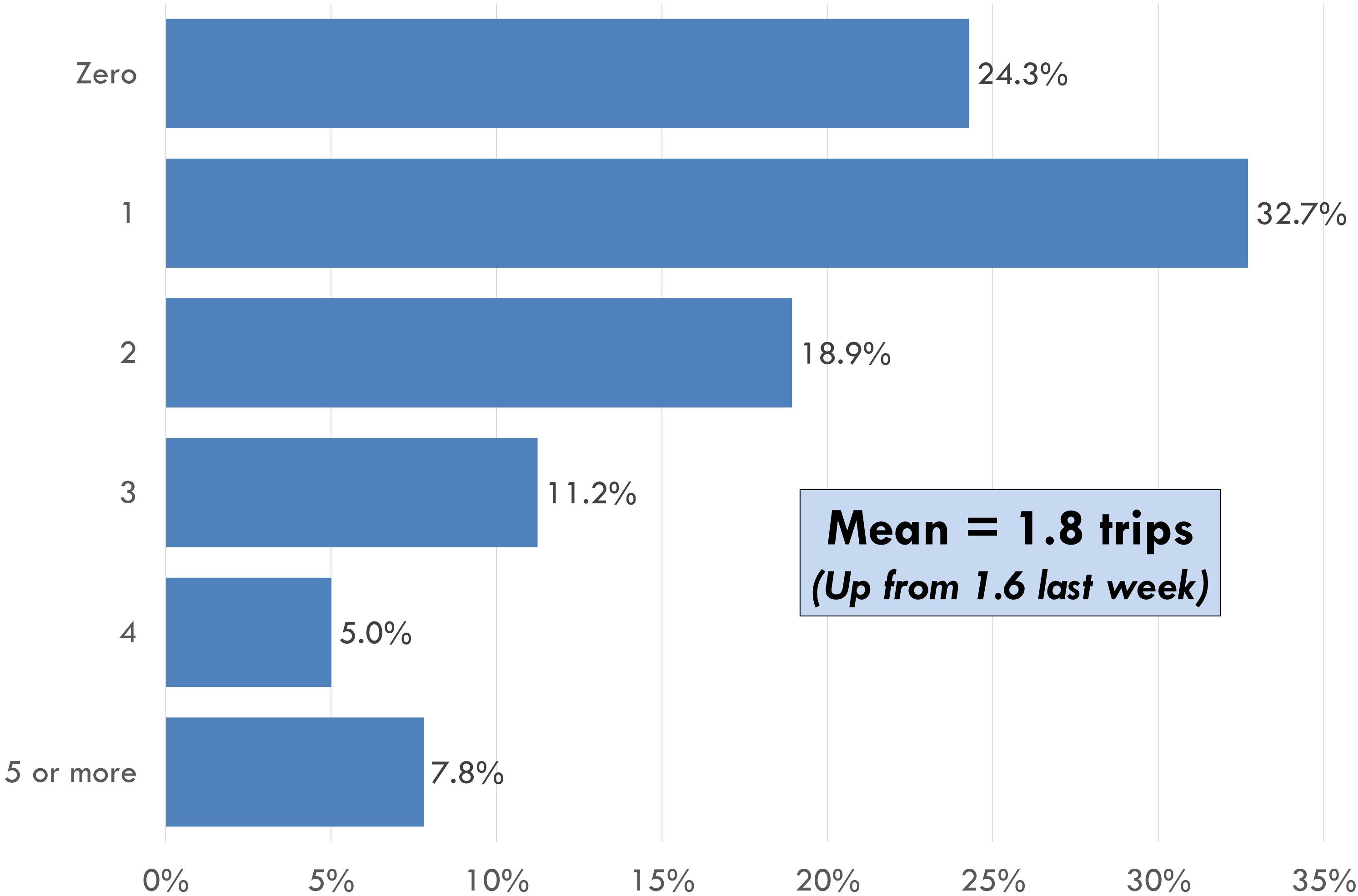
(Base: Wave 58 data. Respondents who made travel reservations this week, 216 completed surveys. Data collected April 16-18, 2021)

LEISURE TRIPS EXPECTED (NEXT 3 MONTHS)

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 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)

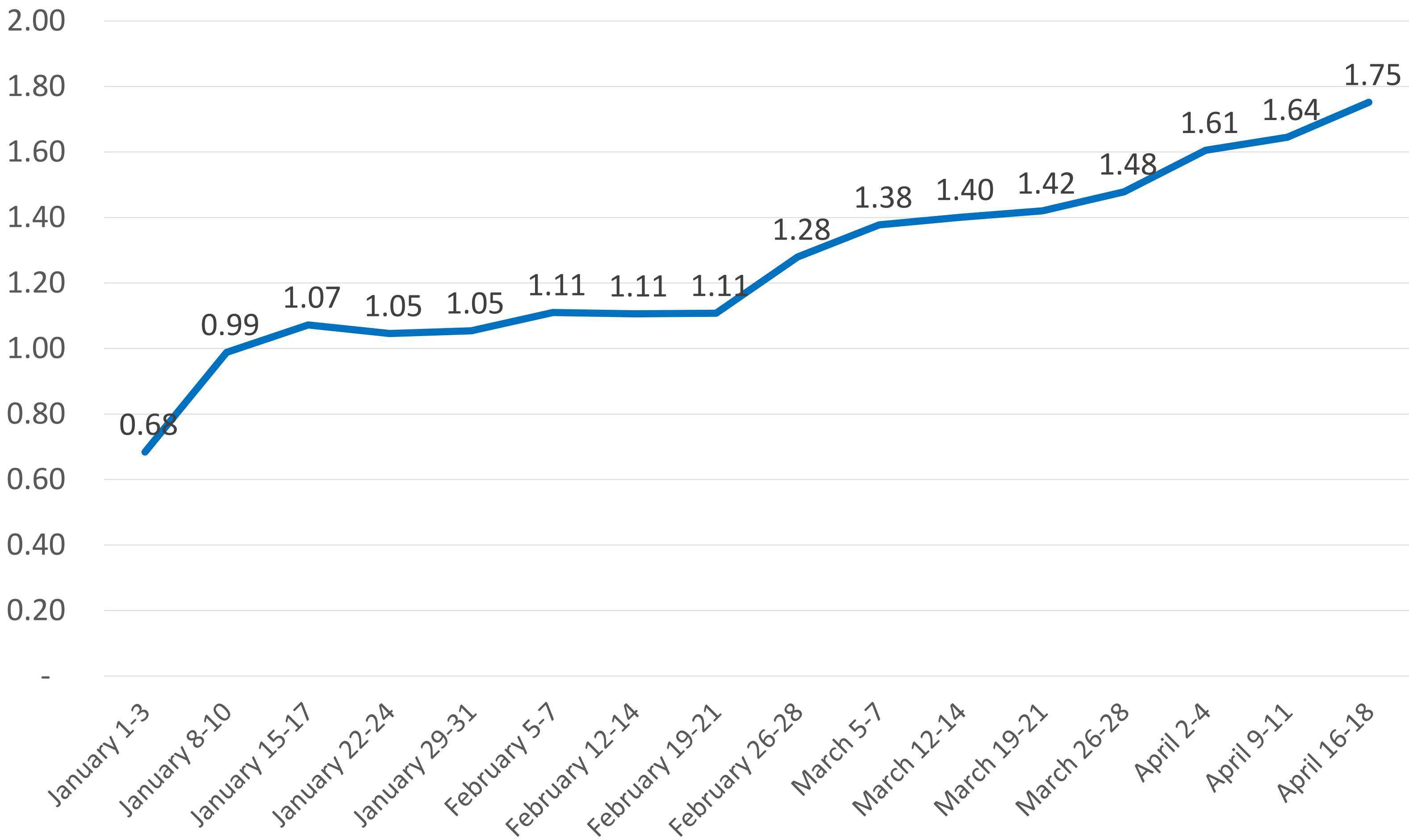


LEISURE TRIPS EXPECTED (NEXT 3 MONTHS)

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I expect to take _____ leisure trips

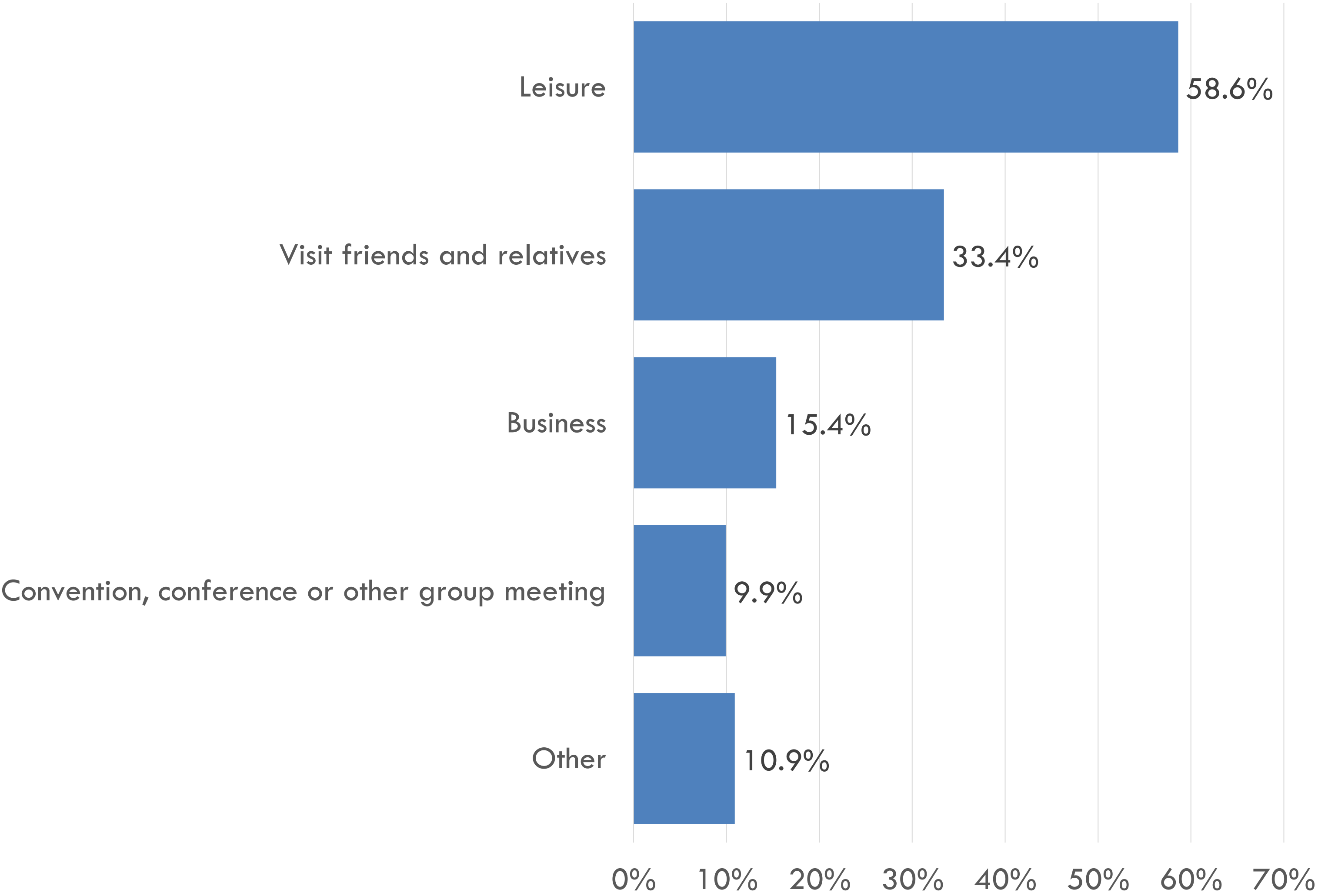
(Base: Waves 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)



TRAVEL EXPECTED IN THE NEXT 3 MONTHS: TRIP TYPE

Question: Which of the following types of travel are you planning during the next 3 months?

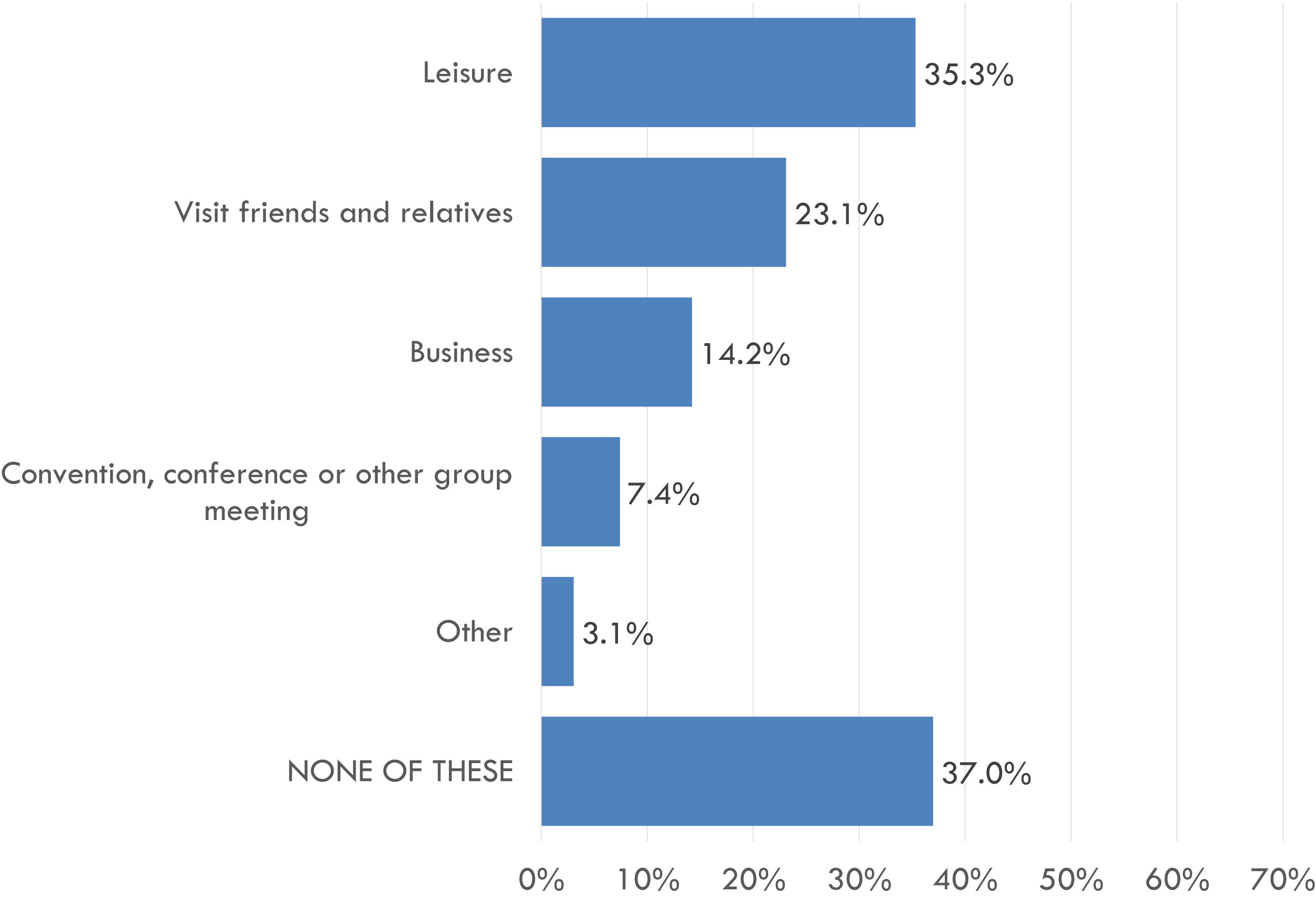
(Base: Waves 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)



TRIPS ALREADY TAKEN THIS YEAR

Question: Which of the following types of trips have you **ALREADY TAKEN THIS YEAR** (i.e., in 2021)?

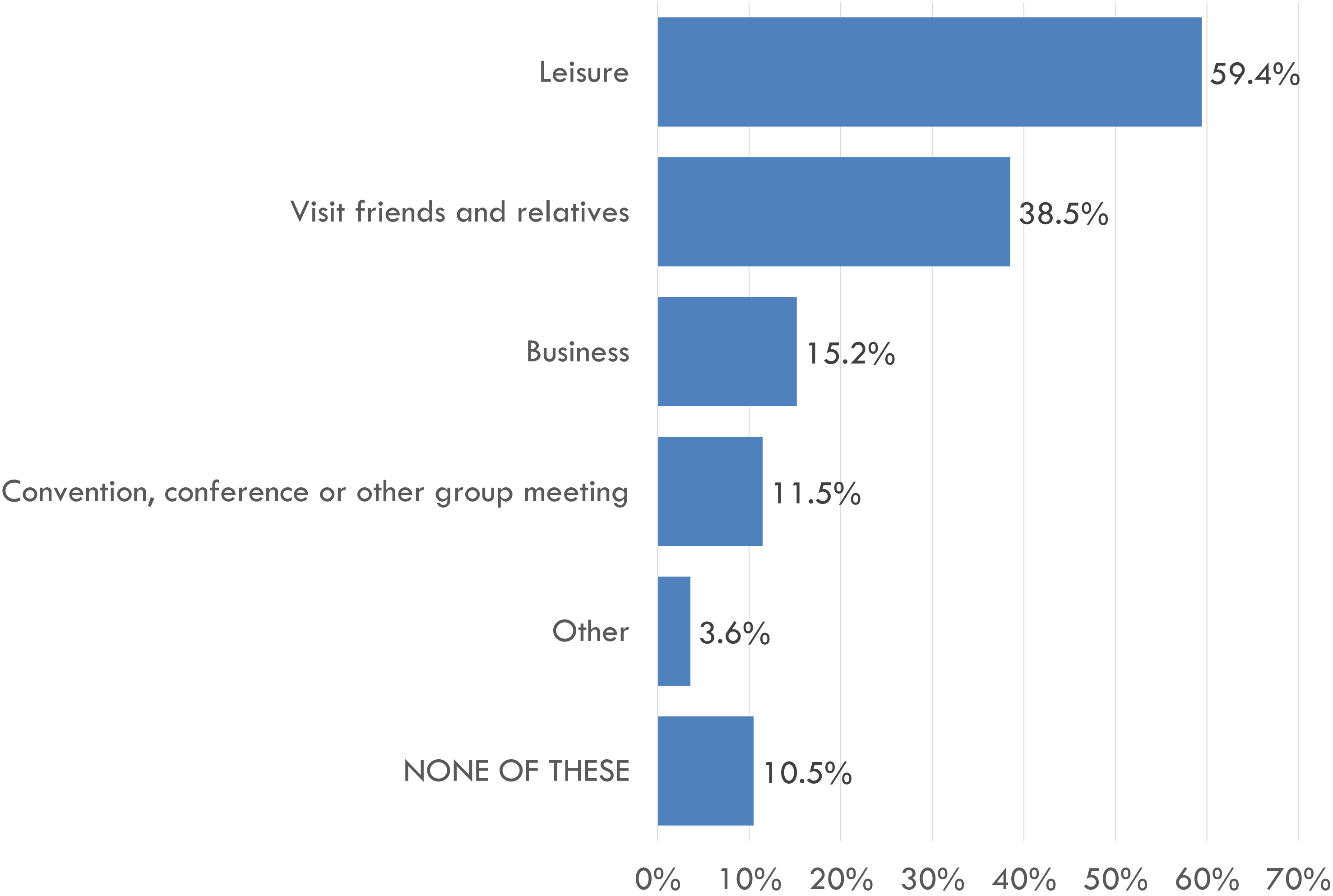
(Base: Waves 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)



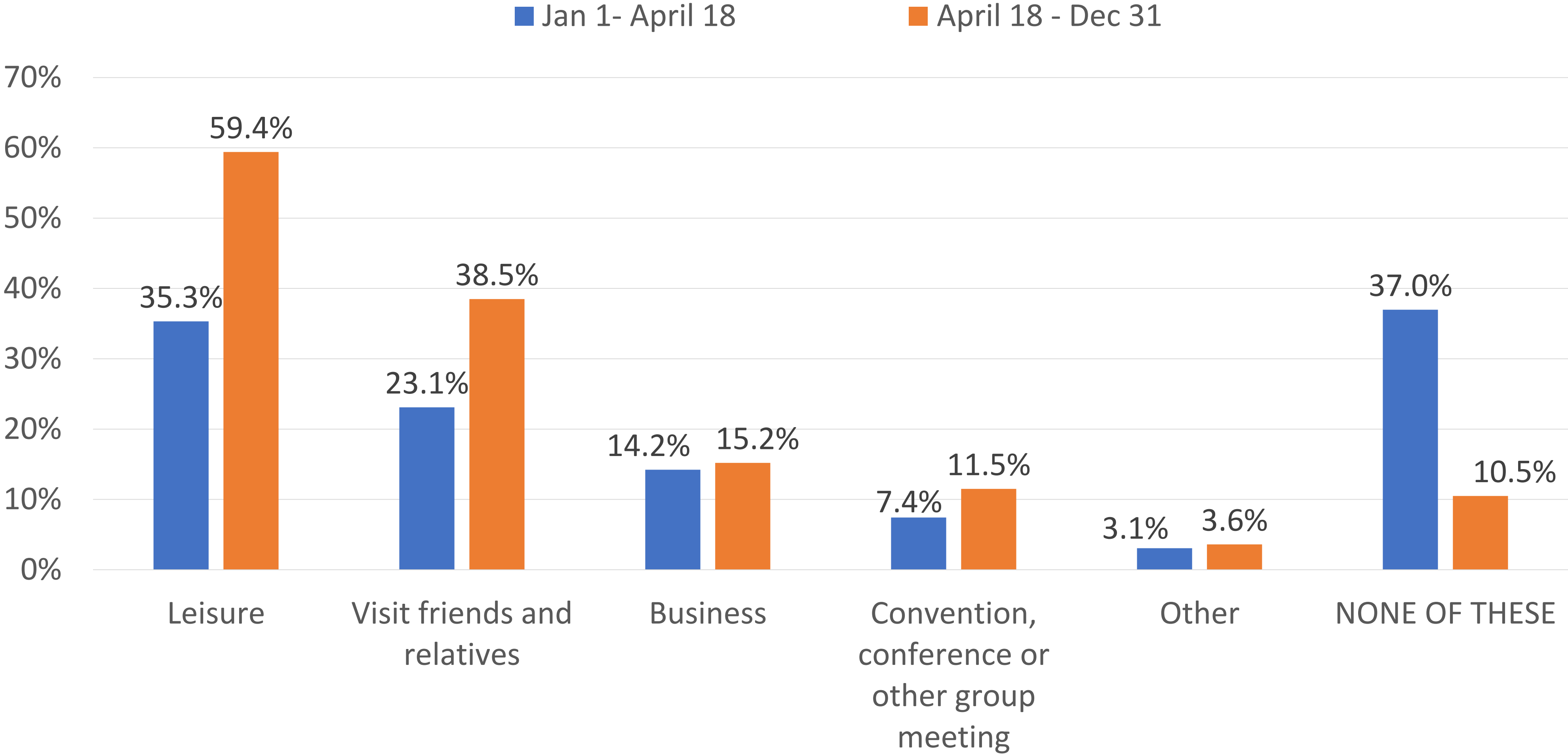
TRIPS EXPECTED LATER THIS YEAR

Question: Which of the following types of trips are you likely to take LATER THIS YEAR (i.e., April to December)?

(Base: Waves 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)



COMPARISON: TRIPS TAKEN VS. EXPECTED



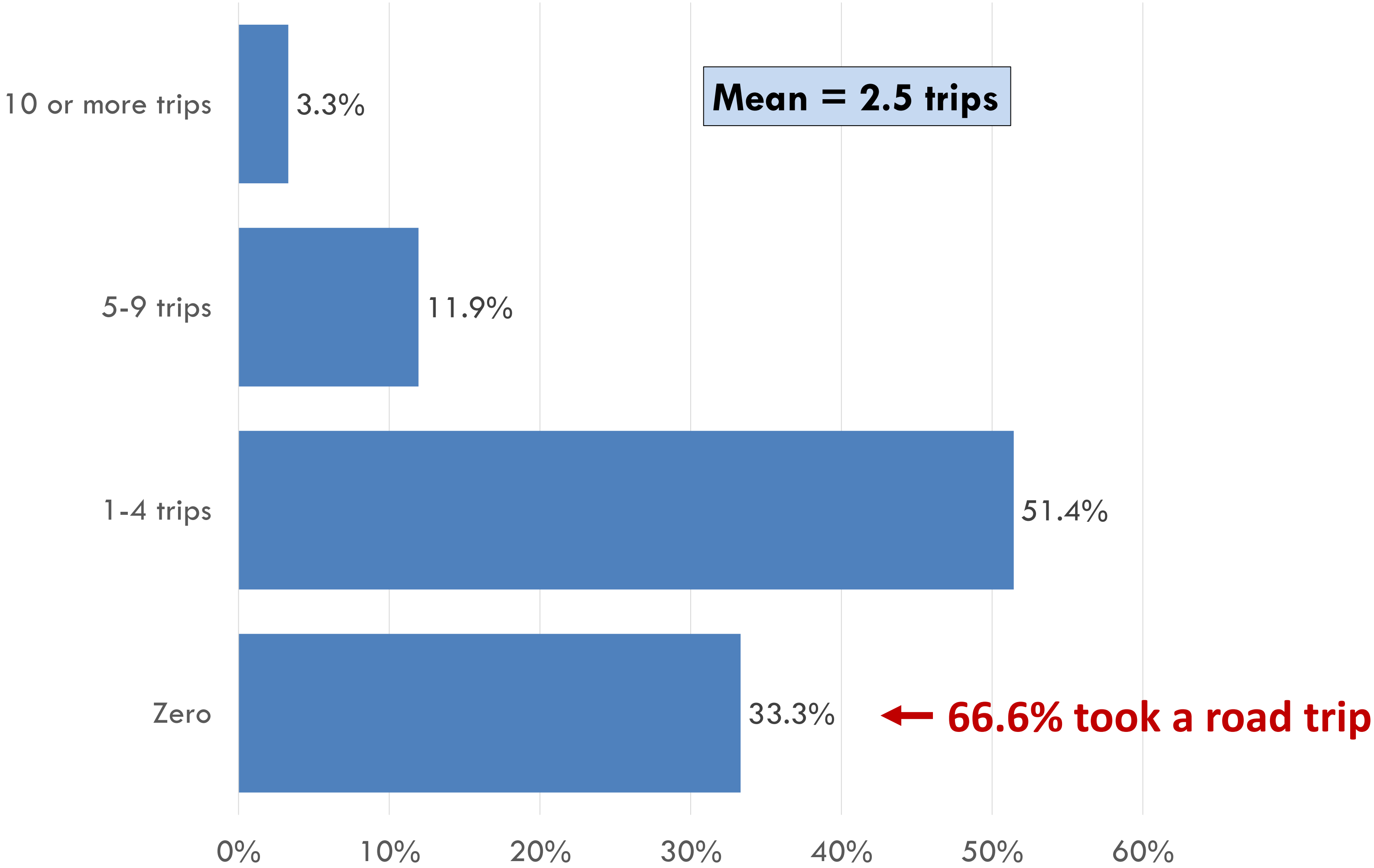


The road trip is likely to sustain its popularity, even as travel recovers.

ROAD TRIPS TAKEN DURING THE PANDEMIC

Question: During the COVID-19 pandemic (March 2020 to today) how many ROAD TRIPS have you taken? (Select one)

(Base: Wave 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)

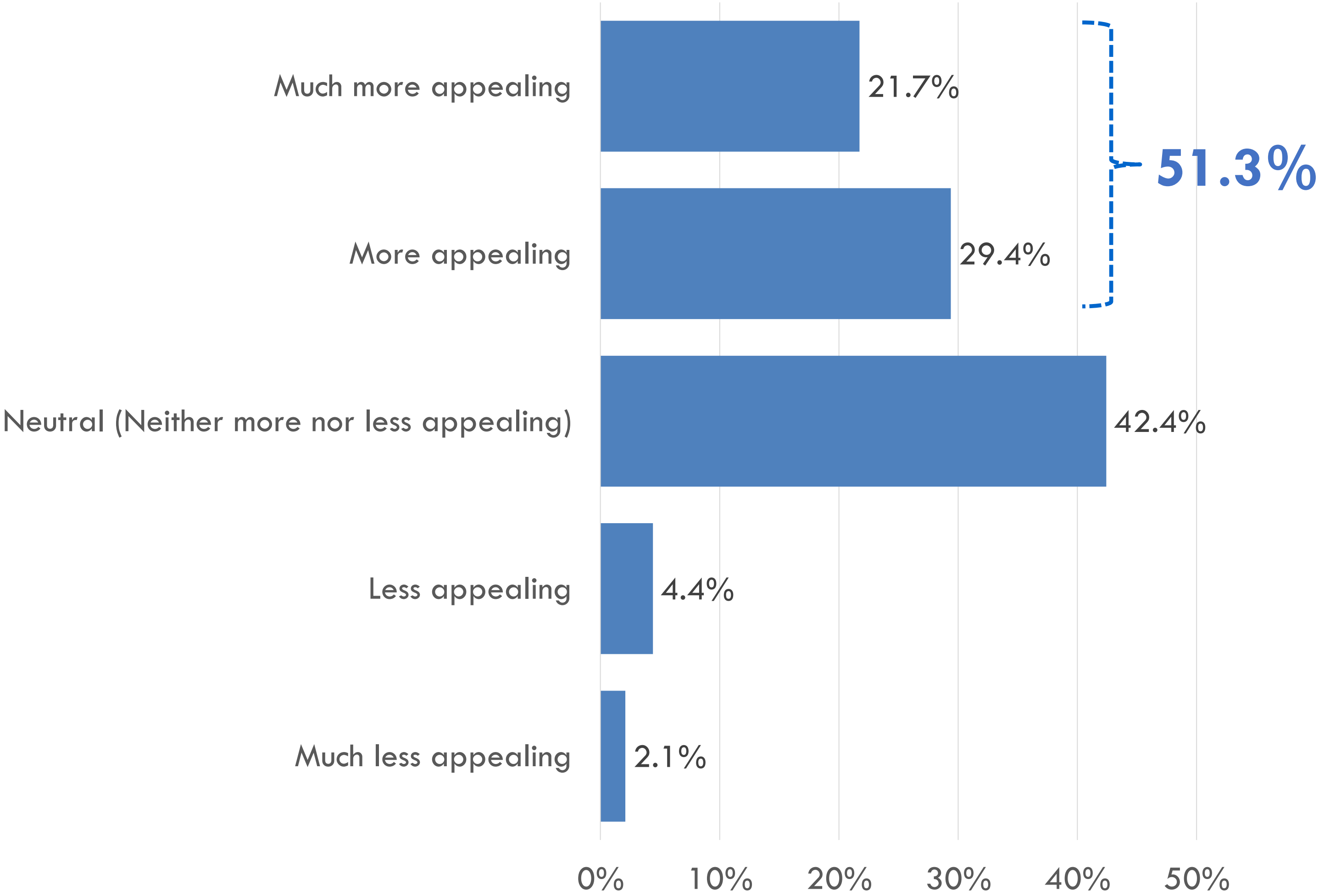


APPEAL OF ROAD TRIPS AFFECTED BY THE PANDEMIC

Question: Have your road trip experiences during the pandemic changed your feelings about traveling by car? (Select one to complete the sentence)

My road trip experiences during the pandemic have made the idea of travel by car

(Base: Wave 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)



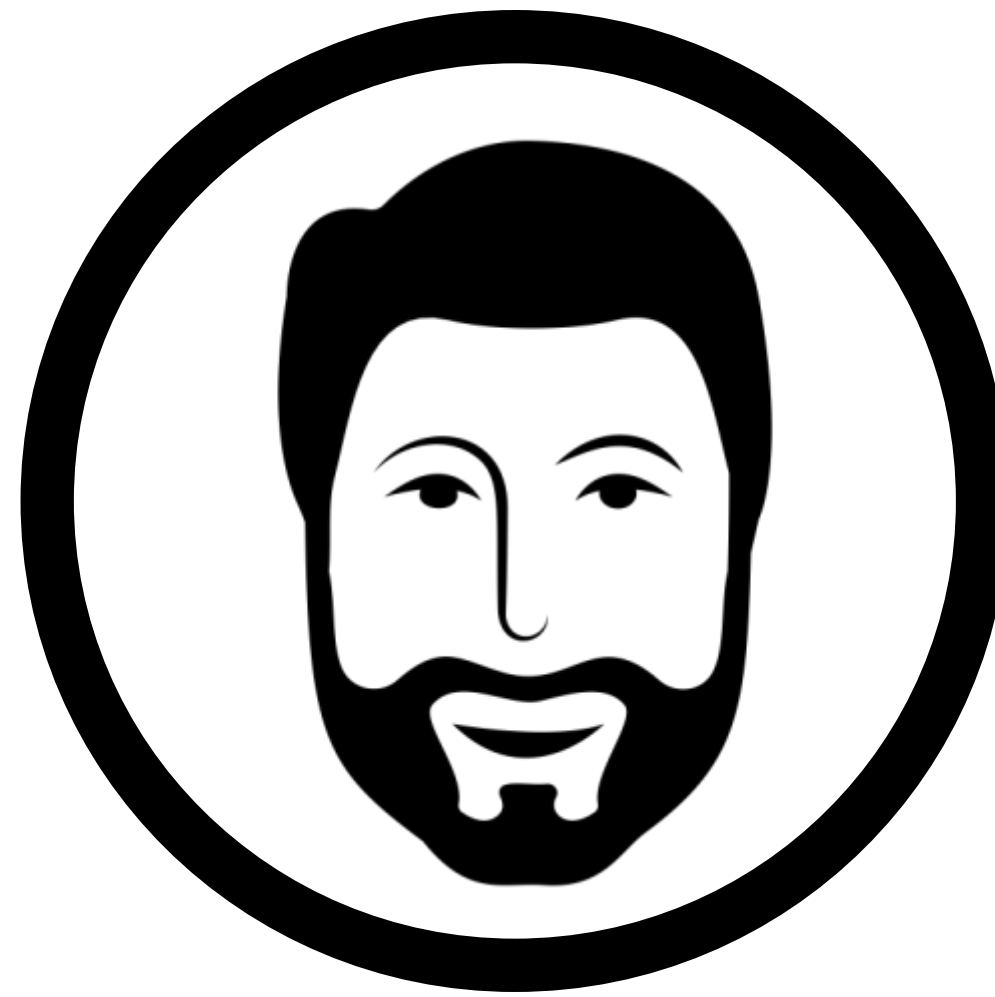
APPEAL OF ROAD TRIPS AFFECTED BY THE PANDEMIC: BY GENERATION

% Who Said Road Trips are “More Appealing”
or “Much More Appealing”



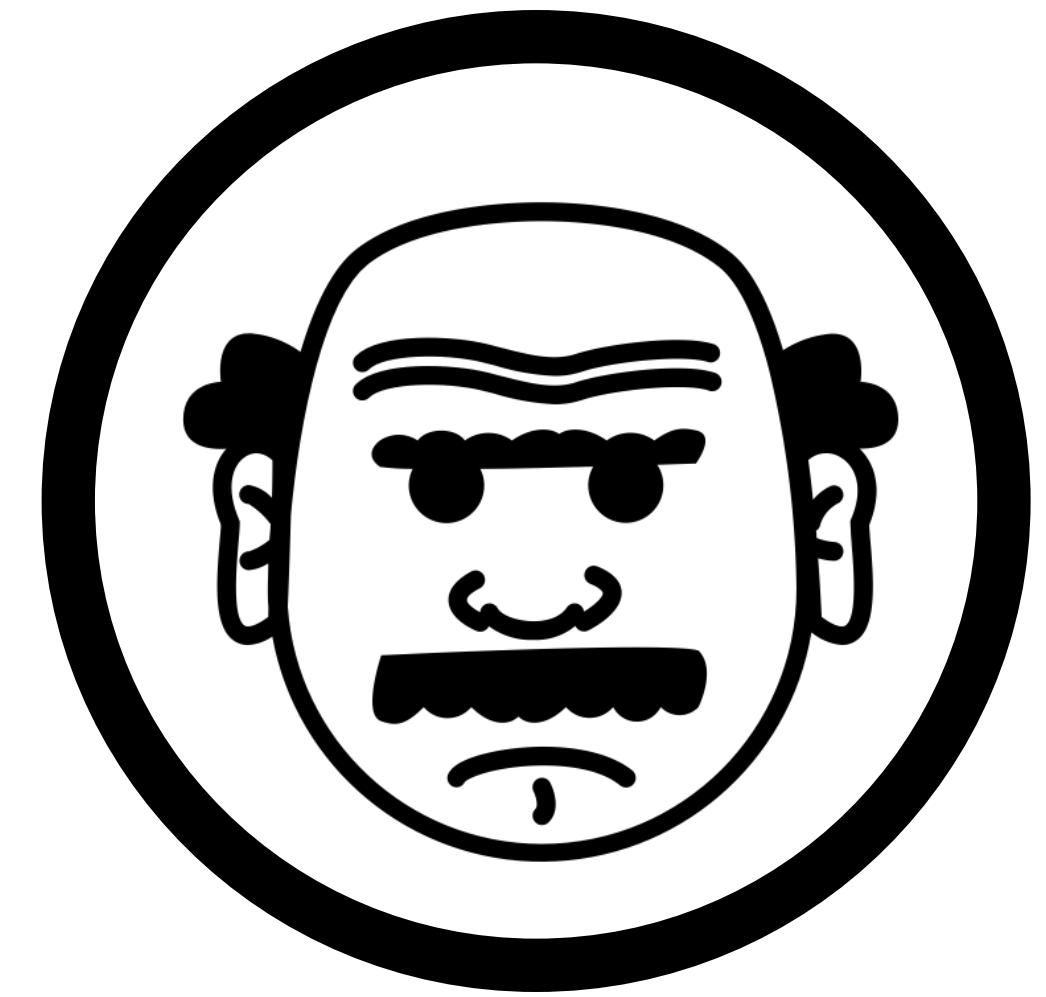
MILLENNIALS

60.5%



GEN X

50.7%



BOOMERS

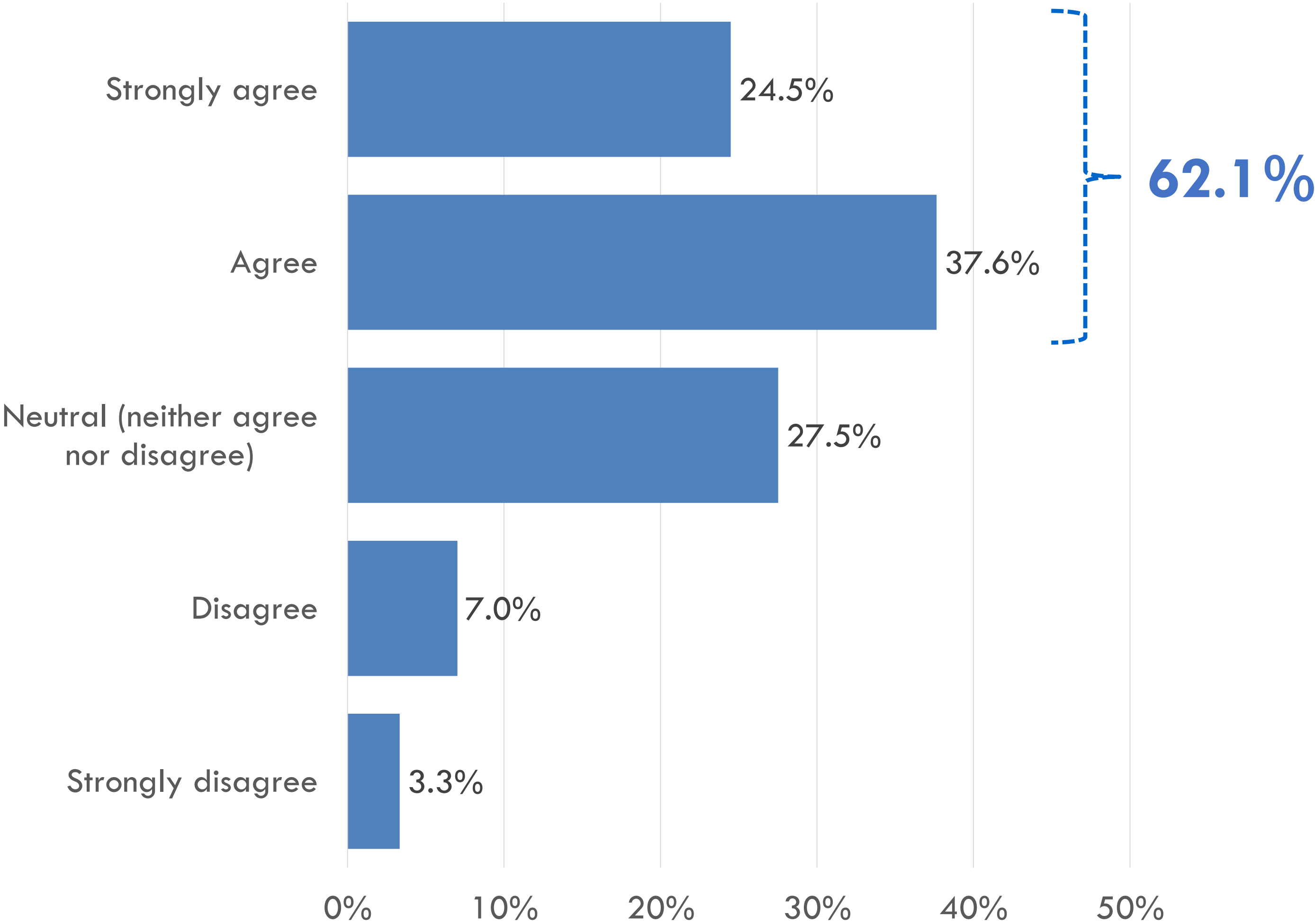
39.3%

REINFORCEMENT THAT ROAD TRIPS ARE FUN

How much do you agree with the following statement?

Statement: My travel in the last year has reminded me how much fun road trips can be.

(Base: Wave 58 data. Respondents who have taken at least 1 road trip during the pandemic, 808 completed surveys. Data collected April 16-18, 2021)



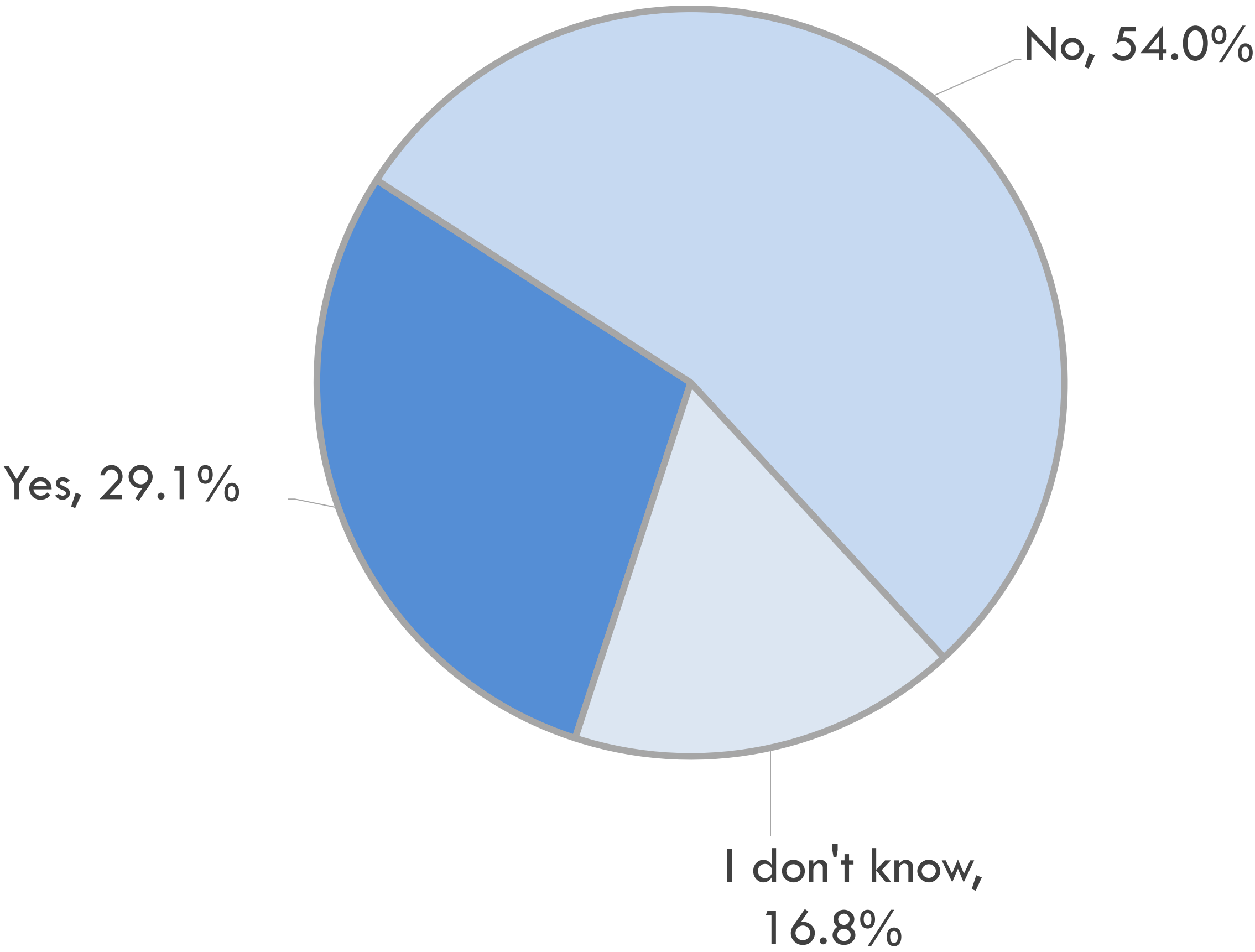
MARIJUANA IN TOURISM



VISITS TO STATES WHERE MARIJUANA IS LEGALIZED

Question: In the PAST TWO (2) YEARS, have you taken a leisure trip to any state(s) that have legalized marijuana?

(Base: Waves 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)



PURCHASE OF MARIJUANA WHILE TRAVELING

Question: While on a leisure trip in the PAST TWO (2) YEARS, have you purchased any marijuana or marijuana-based products (e.g., edibles, CBD oils, etc.)?

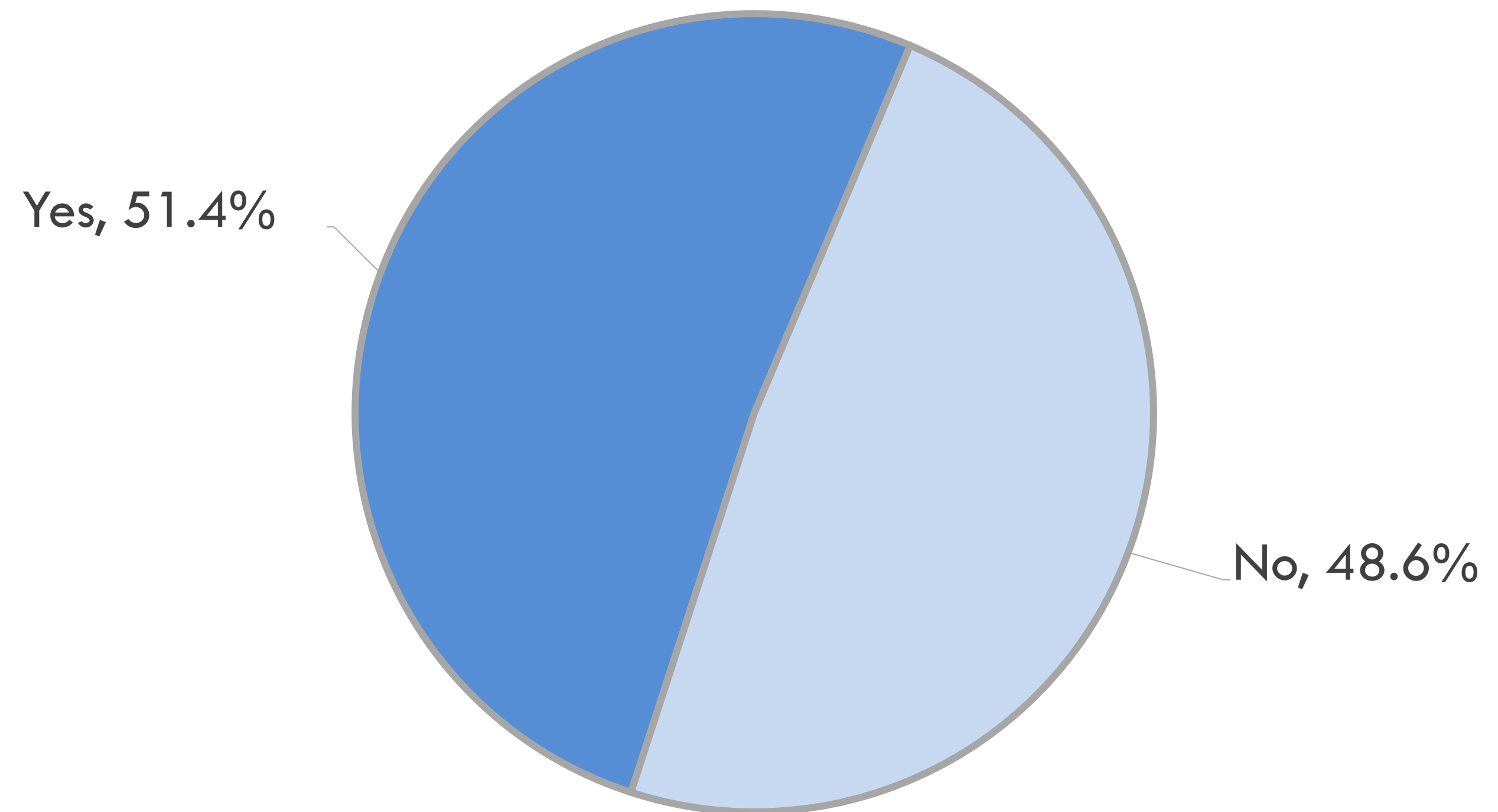
(Base: Waves 58 data. All respondents, 1,210 completed surveys. Data collected April 16-18, 2021)



PAST VISITORS TO STATES WHERE MARIJUANA IS LEGALIZED: PURCHASE OF MARIJUANA WHILE TRAVELING

Question: In the PAST TWO (2) YEARS while on a leisure trip, have you purchased any marijuana or marijuana-based products (e.g., edibles, CBD oils, etc.)?

(Base: Waves 58 data. All respondents who have visited marijuana legal states, 386 completed surveys. Data collected April 16-18, 2021)



TAKEAWAYS

1

Traveler sentiment is on a delightfully upward trajectory. While some travel avoidance continues, the overall directional movement is strongly positive.

2

Nearly half of vaccinated travelers feel their mood has now changed—most commonly to feeling safer, happier and less stressed.

3


Business travel recovery is advancing and the pandemic's impact on corporate travel policies is retreating.

4

Leisure travel continues to improve, with gains across planning, booking and trip-taking.

5

The road trip is likely to sustain its popularity, even as travel recovers.



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A full-page background image featuring an astronaut in a white spacesuit standing on the dark, rocky surface of Mars. The astronaut is positioned on the right side of the frame, looking out over a vast, hazy landscape under a bright, orange-yellow sky filled with soft, billowing clouds. The lighting is warm and dramatic, suggesting a sunrise or sunset. The title text is overlaid on the center of the image.

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**Presentation deck &
webinar recording:**

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