

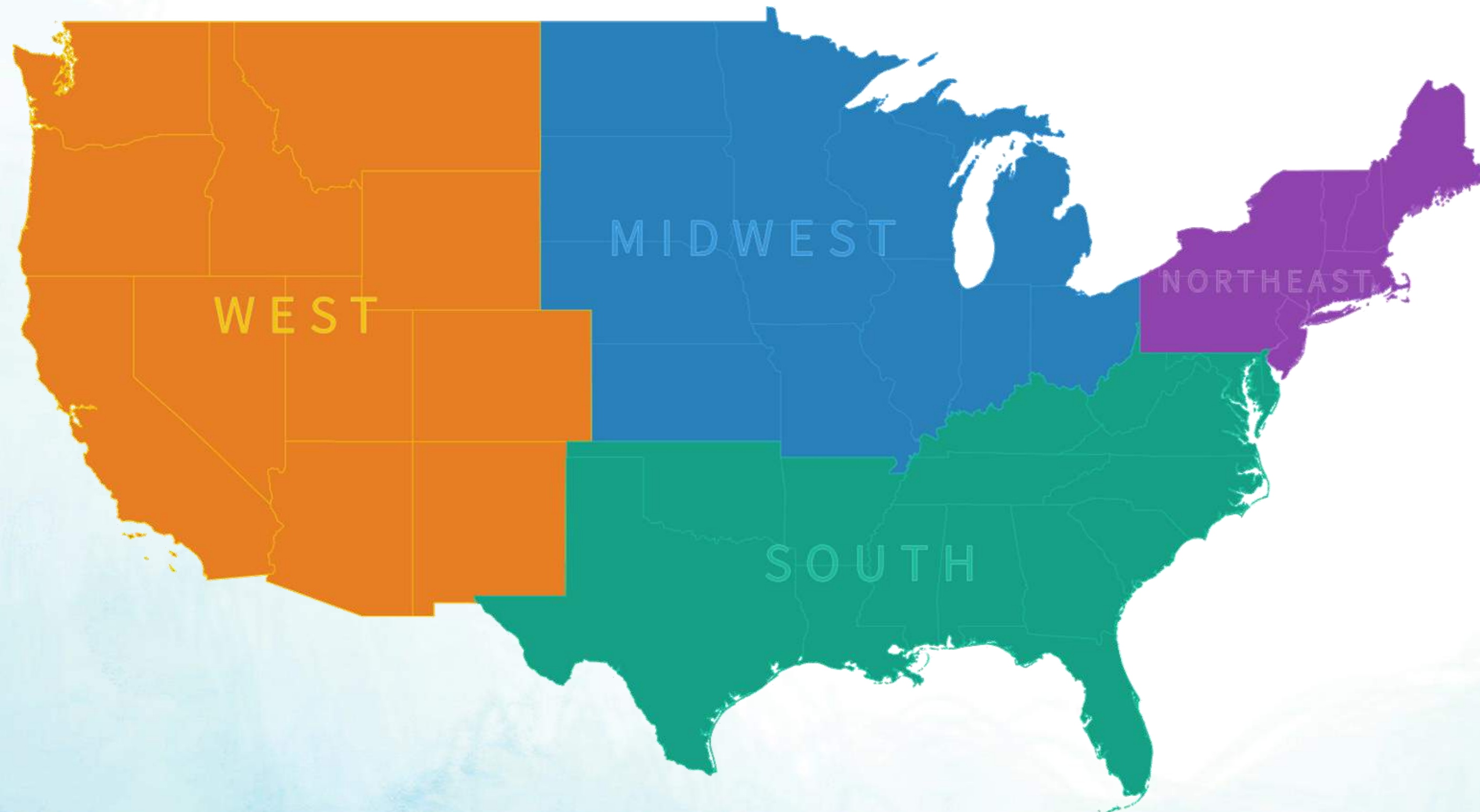
CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

Presentation of Findings
April 27th, 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 59 data (fielded April 23-25) 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**

The background is a blue-toned financial chart. It features a line graph with a circular trend line and a bar chart at the bottom. Faint numerical data points are scattered across the background.

Independent, Unbiased Research





United States

Coronavirus Cases:
32,797,213

Deaths:
585,941

Daily change

From [The New York Times](#) · Last updated: 23 hours ago

New cases ▾



United States ▾

All regions ▾

All time ▾

300,000

200,000

100,000

0

Apr 25, 2021

New cases: 33,662

7-day avg: 58,353

May 30

Aug 17

Nov 4

Jan 22

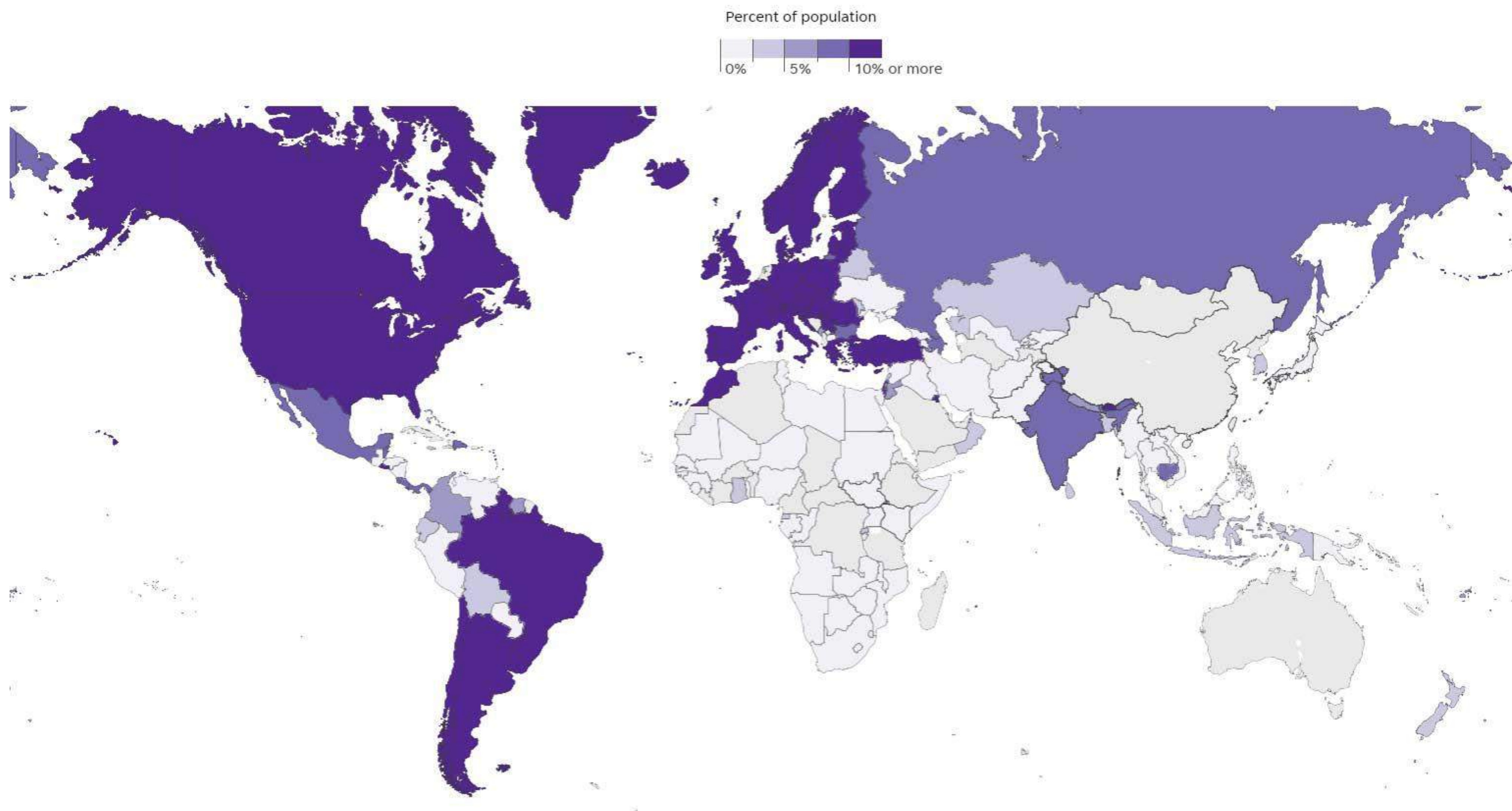
Apr 11

● New cases

— 7-day average

Each day shows new cases reported since the previous day · [About this data](#)

Tracking COVID-19 vaccination rates worldwide: How many people have been vaccinated?



US opened more distance between itself and the rest of the world nearing the 200 millionth vaccine administered

The United States opened more distance between itself and much of the rest of the world on Thursday, nearing the 200 millionth vaccine administered in a months-long race to protect the population against COVID-19, even as other countries, rich and poor, struggle with stubbornly high infection rates and deaths.

Nearly half of American adults have gotten at least one dose of the vaccine, and about 30% of adults in the U.S. have been fully vaccinated, according to the Centers for Disease Control and Prevention. But the picture is still relentlessly grim in parts of Europe, Latin America, Africa and Asia as variants of the virus fuel an increase in new cases and the worldwide death toll closes in on 3 million.

France on Thursday passed 100,000 virus deaths, becoming only the the eighth country to do so.

India’s two largest cities, New Delhi and Mumbai, imposed business shutdowns and stringent restrictions on movement as new infections shot past 200,000. Some hotels and banquet halls were ordered to convert their space into wards for treating virus patients, and the surge forced India — a major vaccine producer — to delay exports of doses to other countries.

Japan also saw a rapid resurgence of infections just three months before it’s scheduled to host the Olympics. The country’s western metropolis of Osaka reported over 1,200 new infections Thursday, its highest since the pandemic began. A top ruling party official suggested the possibility of canceling the games if the infections make it impossible.

COVID-19 vaccine hesitancy ticks down but many remain opposed - CBS News poll

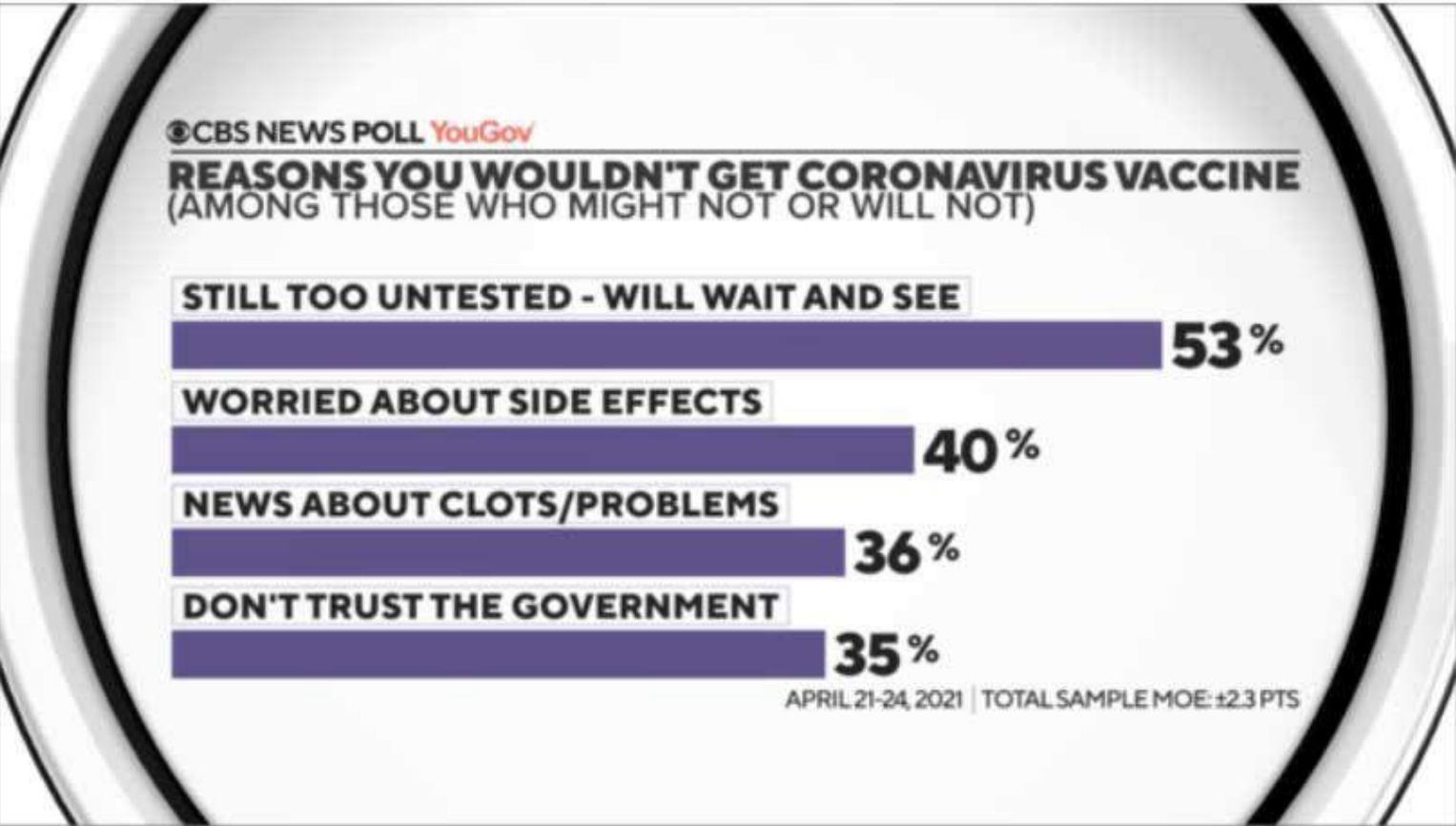
BY KABIR KHANNA
APRIL 25, 2021 / 10:30 AM / CBS NEWS



As more Americans receive coronavirus vaccines, the percentage who express hesitancy about doing so has decreased. However, a substantial number continue to say they won't or might not get vaccinated, citing concerns about adequate testing and potential side effects, as well as recent news about clots. This reluctance, if it continues, is one reason some worry about the prospects for attaining herd immunity in the U.S.

Overall, six in 10 Americans say they will get vaccinated or report having received at least one dose. That leaves four in 10 who say "maybe" (18%) or "no" outright (22%). While still notable in size, this is four points lower than the percentage who expressed hesitancy last month. It also has decreased noticeably since its February level (measured with a slightly different question).

The reasons selected by the hesitant have been relatively consistent over the past few months, and most choose more than one. Most common is "It's still too untested/I'm waiting to see what happens" (53%), followed by general concern about allergies or side effects (40%). More specifically, some also pick reported problems with some vaccines, including news about clots (36%).



Vaccine views remain linked to partisanship, with about half of Republicans still expressing hesitancy. Republicans are particularly likely to cite distrust of the government, as well as a lack of concern about the virus and doubts about vaccine effectiveness, as reasons for their reluctance.

Millions Are Skipping Their Second Doses of COVID Vaccines

Rebecca Robbins
Sun, April 25, 2021, 9:30 AM · 9 min read



Syringes with the Pfizer vaccine ready to be distributed in Dearborn, Mich. on Friday, April 16, 2021. (Emily Rose Bennett/The New York Times)

Millions of Americans are not getting the second doses of their COVID-19 vaccines, and their ranks are growing.

More than 5 million people, or nearly 8% of those who got a first shot of the Pfizer or Moderna vaccines, have missed their second doses, according to the most recent data from the Centers for Disease Control and Prevention. That is more than double the rate among people who got inoculated in the first several weeks of the nationwide vaccine campaign.

Even as the country wrestles with the problem of millions of people who are wary about getting vaccinated at all, health authorities are confronting an emerging challenge of ensuring that those who do get inoculated are doing so fully.

TAKEAWAYS

1

While this week saw minor retreats in traveler sentiment, the overall trends noted in this study are extremely positive.

2

Current booking and planning behaviors suggest younger travelers may be the first to get out and fully re-embrace travel this summer.

3

Travelers are generally bullish about summer, yet interest in discounts and deals is high. Younger, urban, more frequent travelers may be expecting low summer travel prices.

4

Travelers will be looking for fun, memorable and relaxing vacations this year. Concerns about crowding have diminished significantly over the course of the pandemic.

5

Digital content on Websites, Facebook, Email AND printed assets like Visitor Guides & Travel Magazines will be the best places to reach Americans with travel messaging.

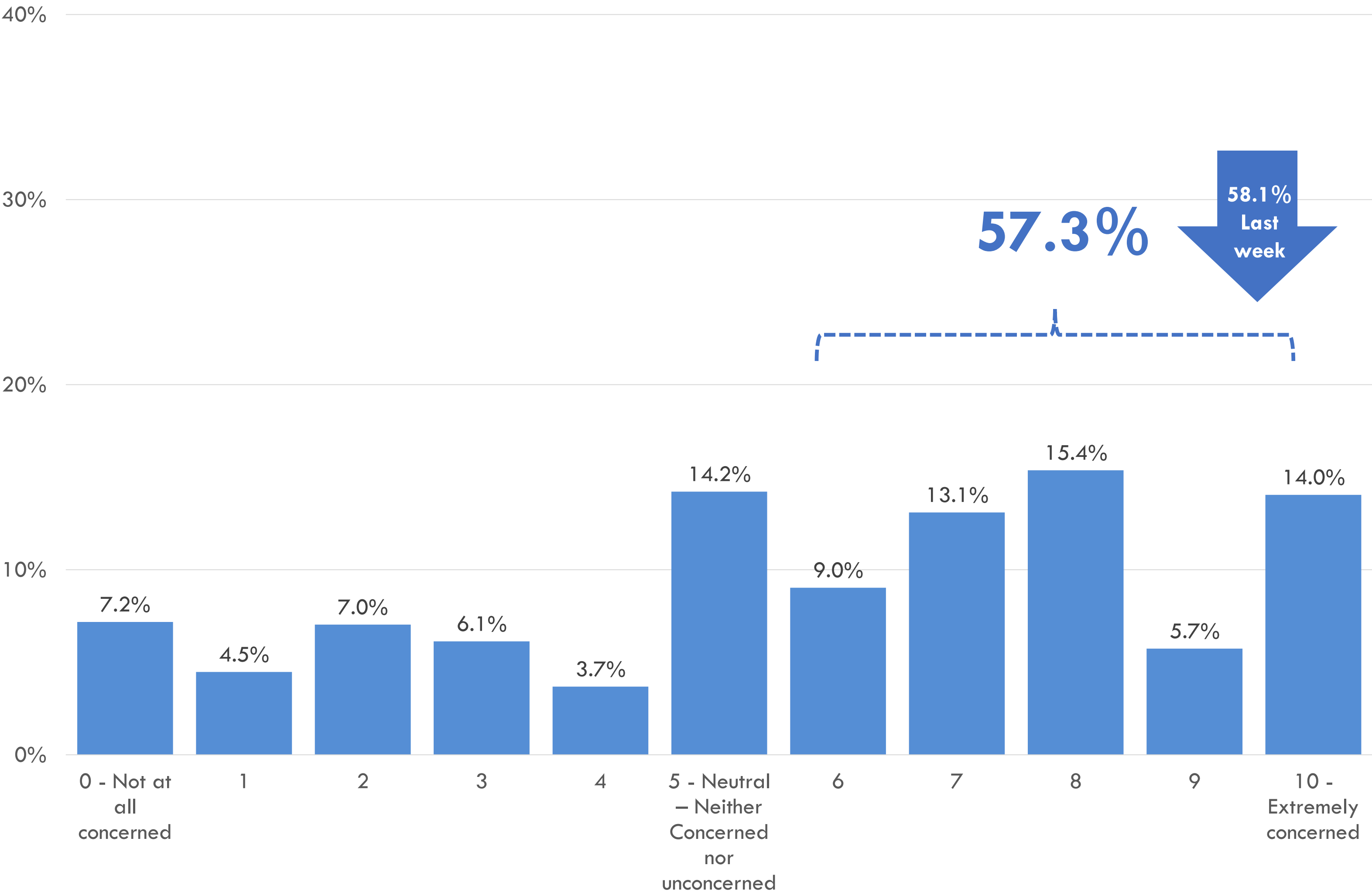


While this week saw minor retreats in traveler sentiment, the overall trends noted in this study are extremely positive.

PERSONAL HEALTH CONCERNS

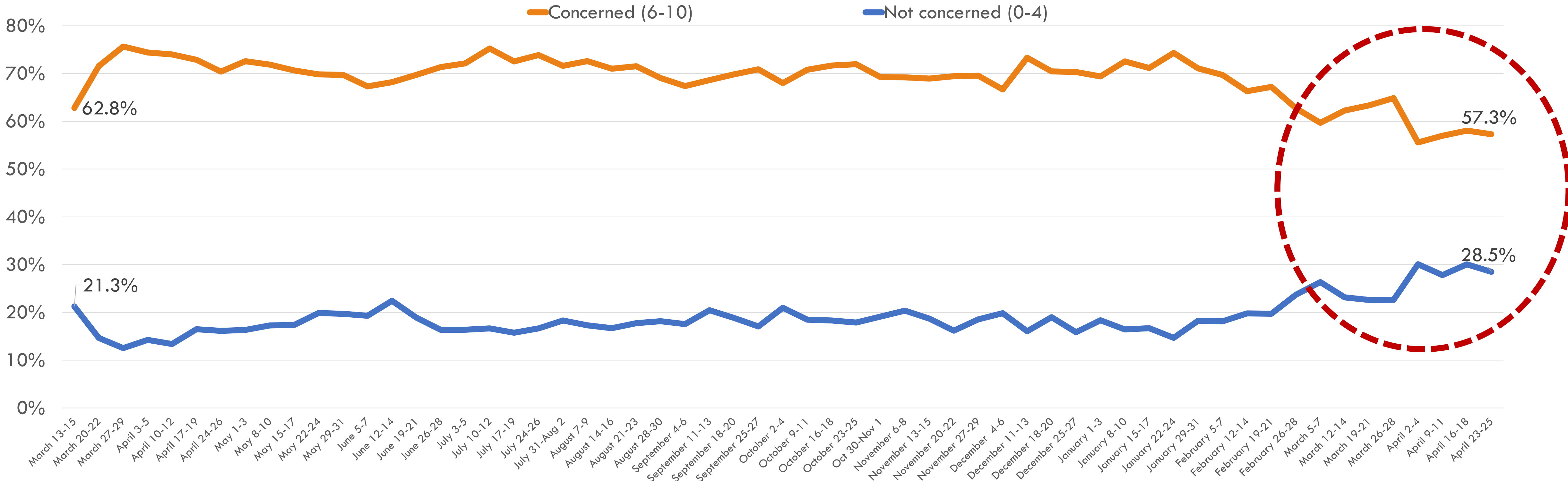
Question: Thinking about the current coronavirus situation, in general, HOW CONCERNED ARE YOU PERSONALLY about contracting the virus? (Please answer using the scale below)

(Base: Wave 59 data. All respondents, 1,215 completed surveys. Data collected April 23-25, 2021)



PERSONAL HEALTH CONCERNS (WAVES 1-59)

Question: Thinking about the current coronavirus situation, in general, HOW CONCERNED ARE YOU PERSONALLY about contracting the virus? (Please answer using the scale below)

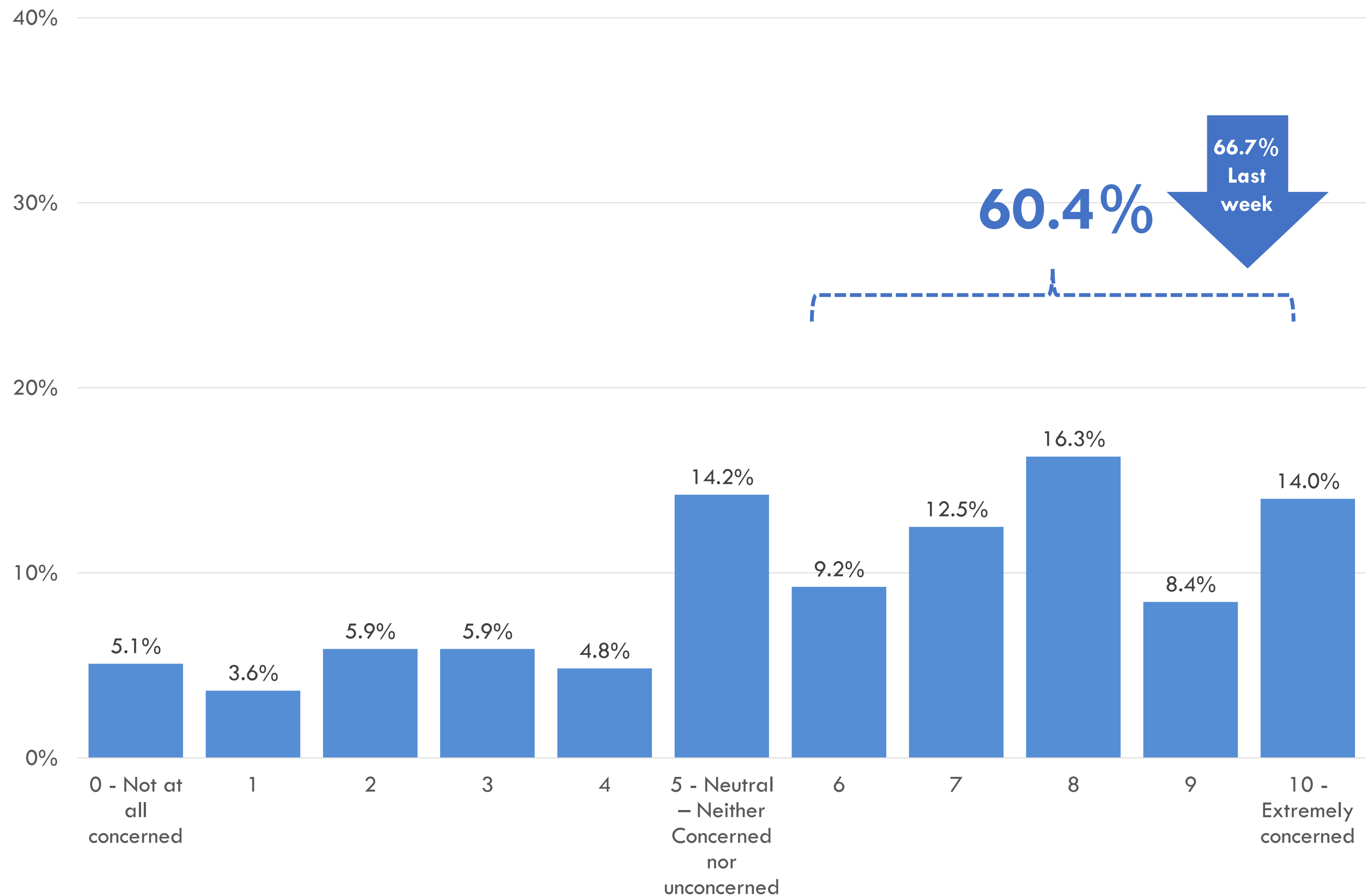


(Base: Waves 1-59. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 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, 1,210 and 1,215 completed surveys.)

HEALTH CONCERNS (FAMILY & FRIENDS)

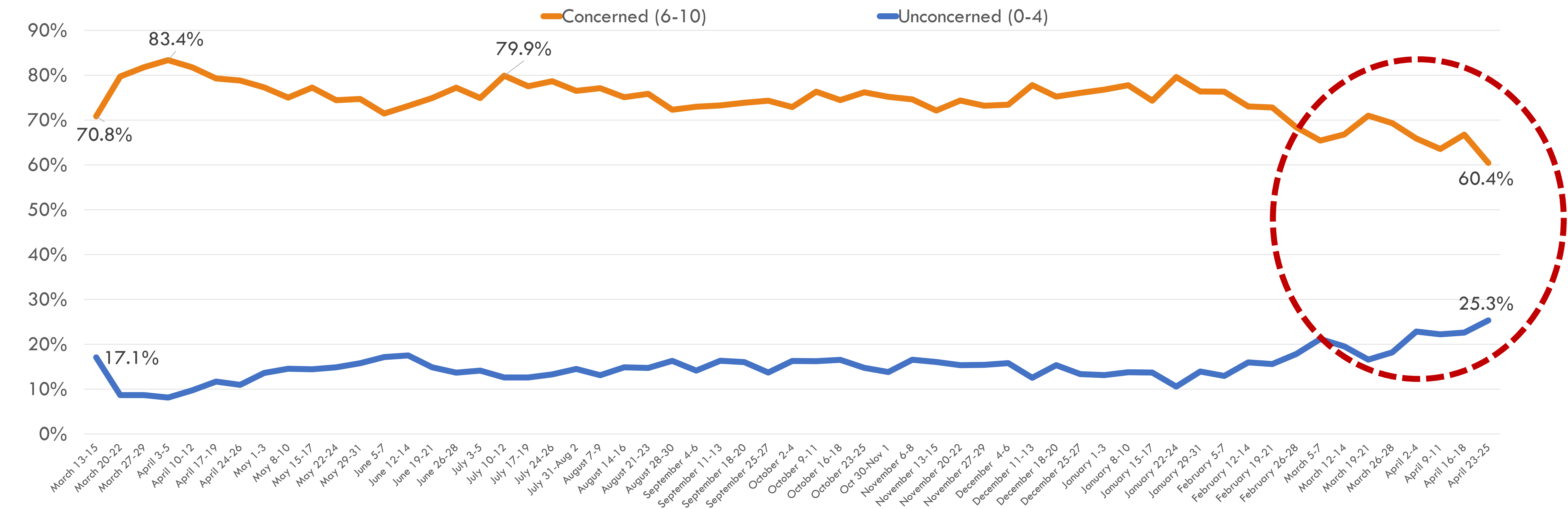
Question: Thinking about the current coronavirus situation, in general, how concerned are you about your FRIENDS OR FAMILY contracting the virus? (Please answer using the scale below)

(Base: Wave 59 data. All respondents, 1,215 completed surveys. Data collected April 23-25, 2021)



HEALTH CONCERNS (FAMILY & FRIENDS) (WAVES 1-59)

Question: Thinking about the current coronavirus situation, in general, how concerned are you about your FRIENDS OR FAMILY contracting the virus? (Please answer using the scale below)



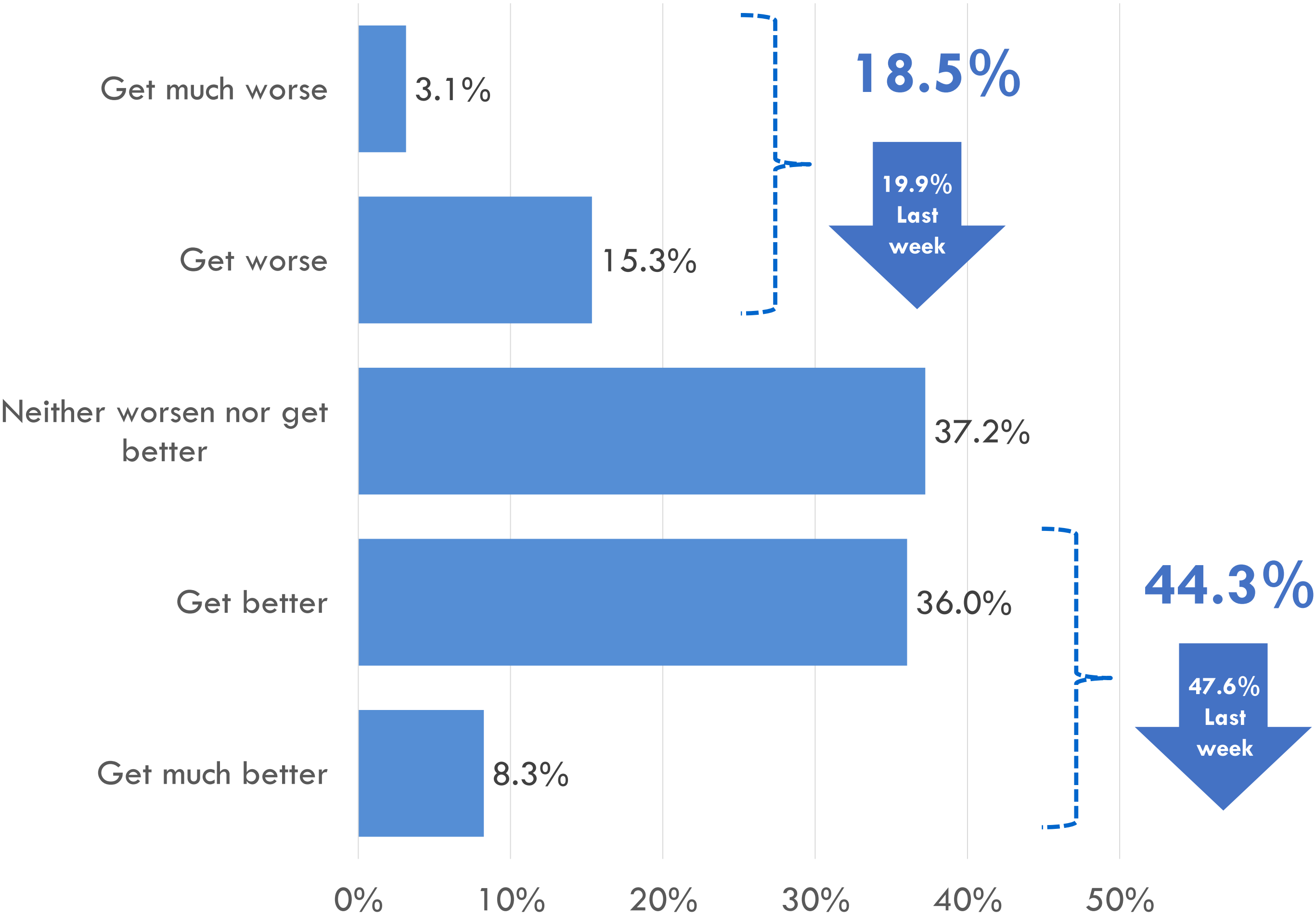
(Base: Waves 1-59. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 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, 1,210 and 1,215 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 _____

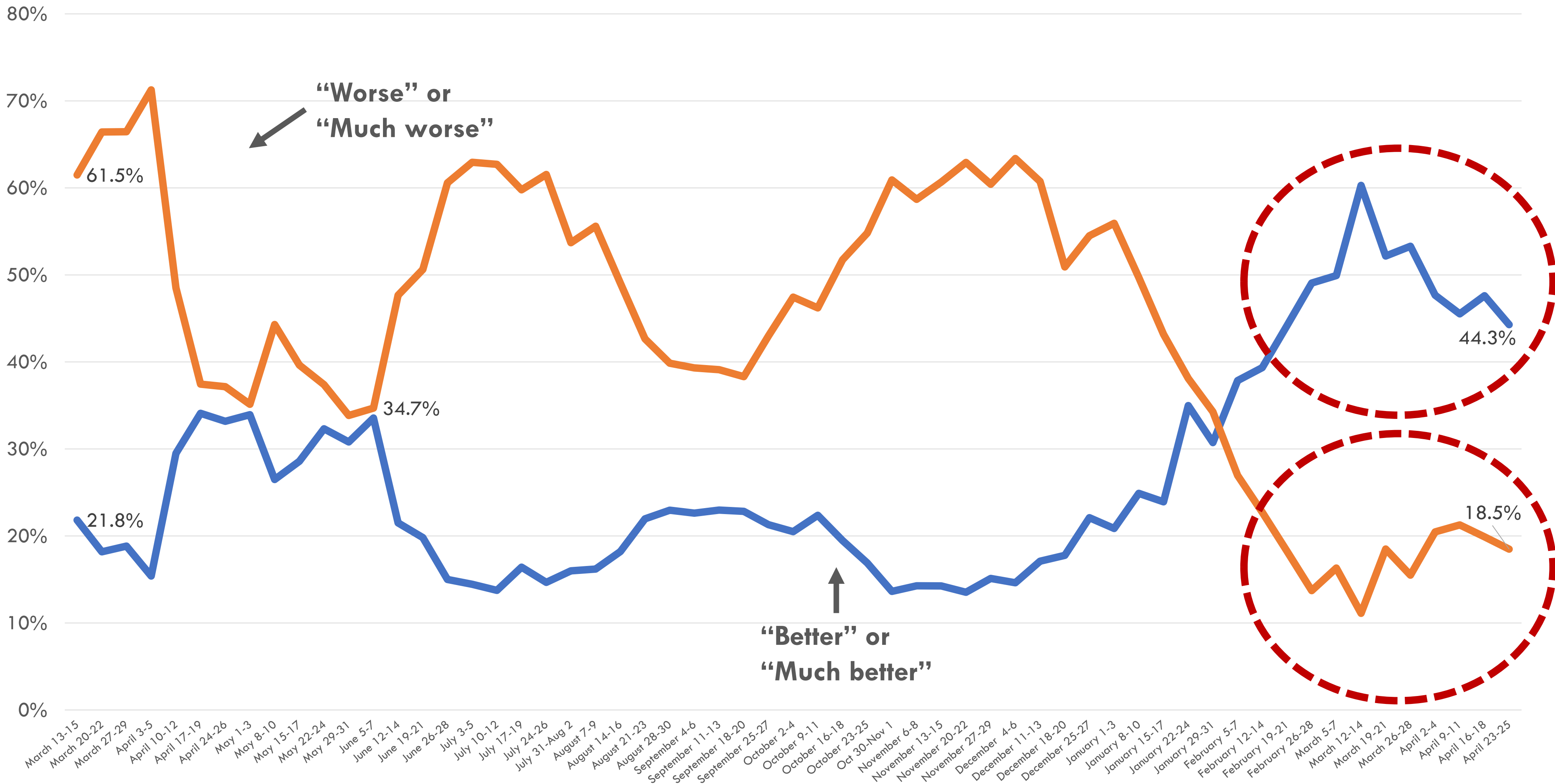
(Base: Wave 59 data. All respondents, 1,215 completed surveys. Data collected April 23-25, 2021)



EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-59)

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

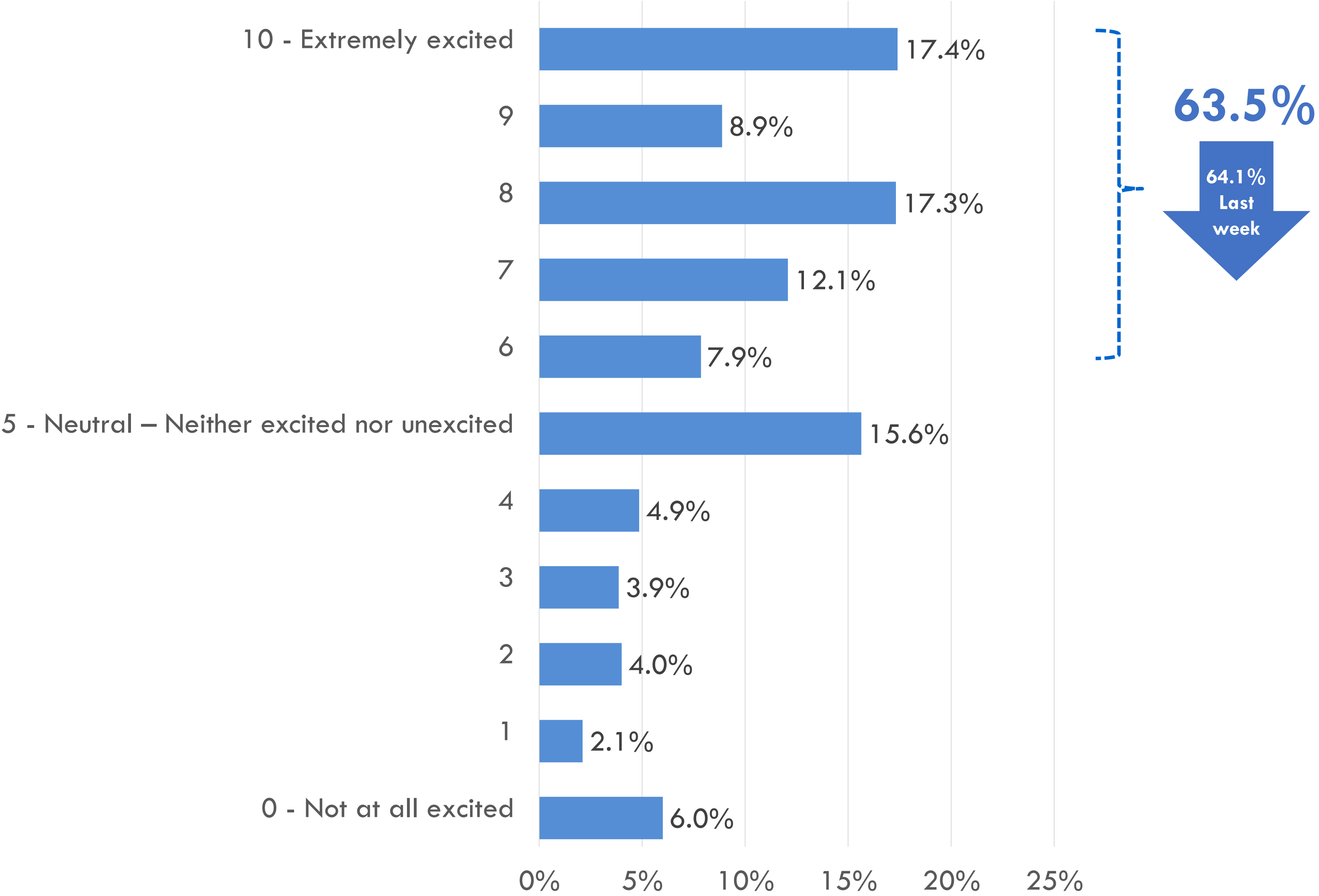


EXCITEMENT TO TRAVEL NOW

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

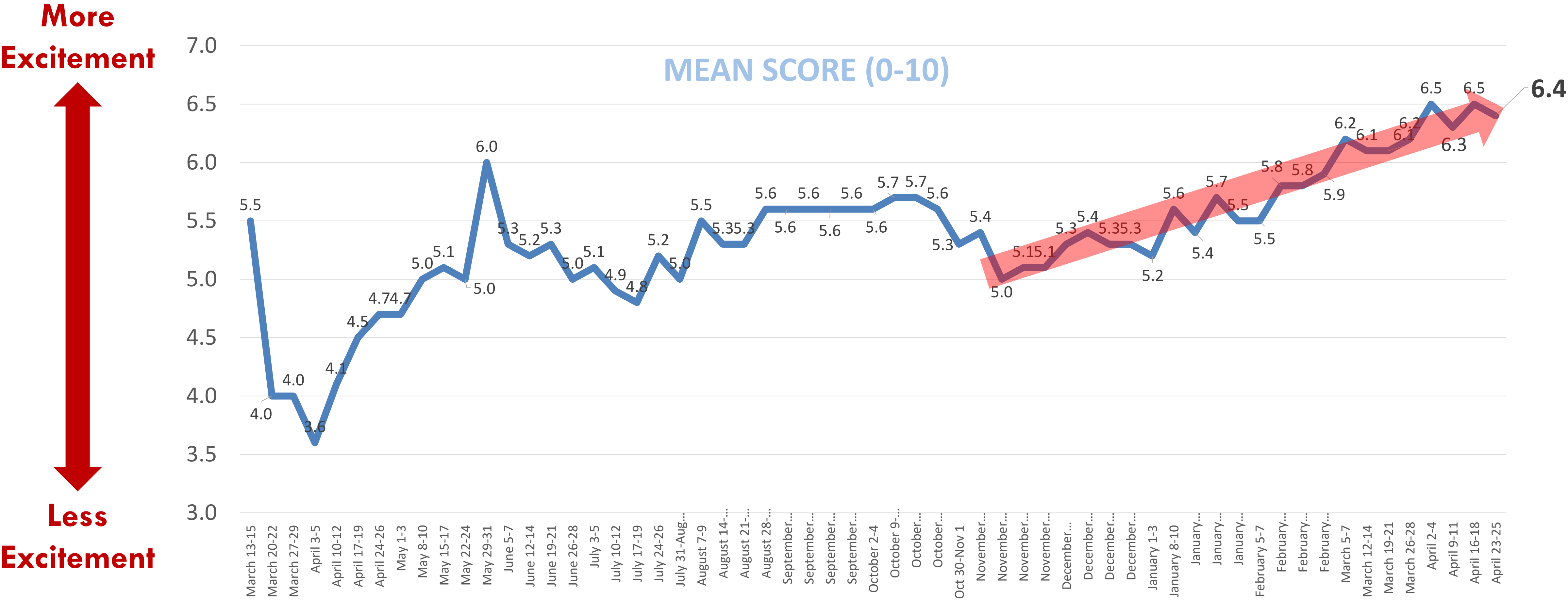
How excited would you be to go? (Assume the getaway is to a place you want to visit)

(Base: Wave 59 data. All respondents, 1,215 completed surveys. Data collected April 23-25, 2021)



EXCITEMENT TO TRAVEL NOW

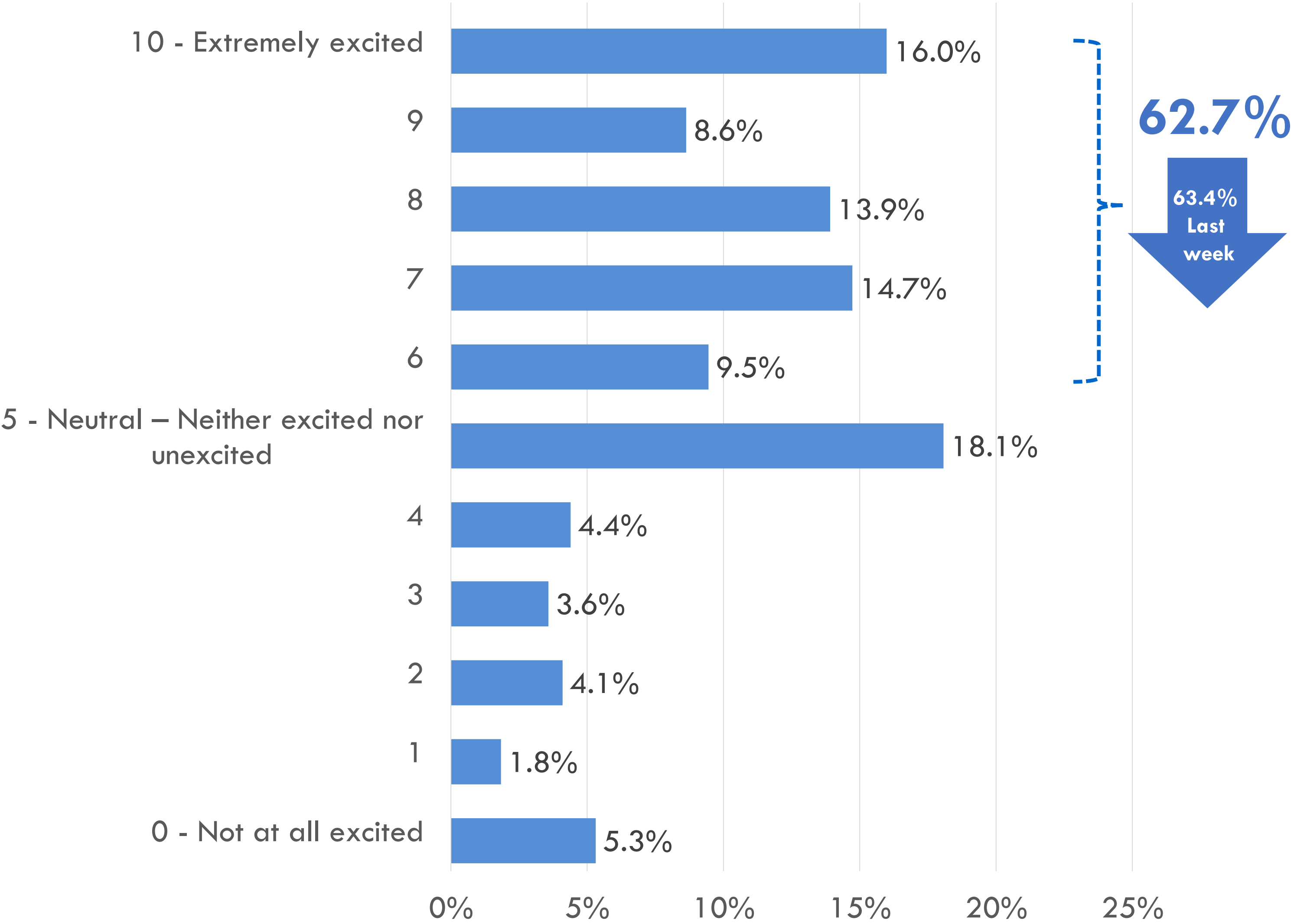
Question: Imagine that a good friend (or close family member) asks you to take a weekend getaway with them sometime in the next month. How excited would you be to go? (Assume the getaway is to a place you want to visit)



OPENNESS TO TRAVEL INSPIRATION

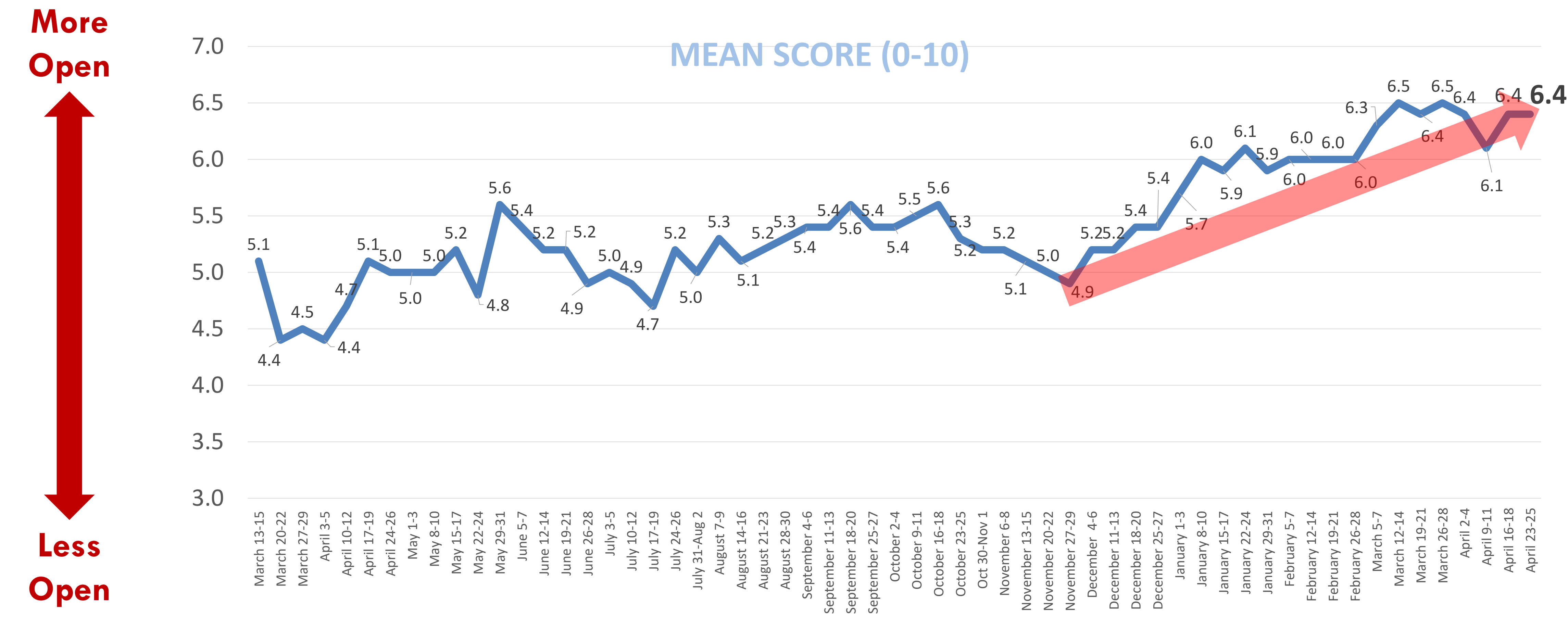
Question: At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?

(Base: Wave 59 data. All respondents, 1,215 completed surveys. Data collected April 23-25, 2021)



OPENNESS TO TRAVEL INSPIRATION

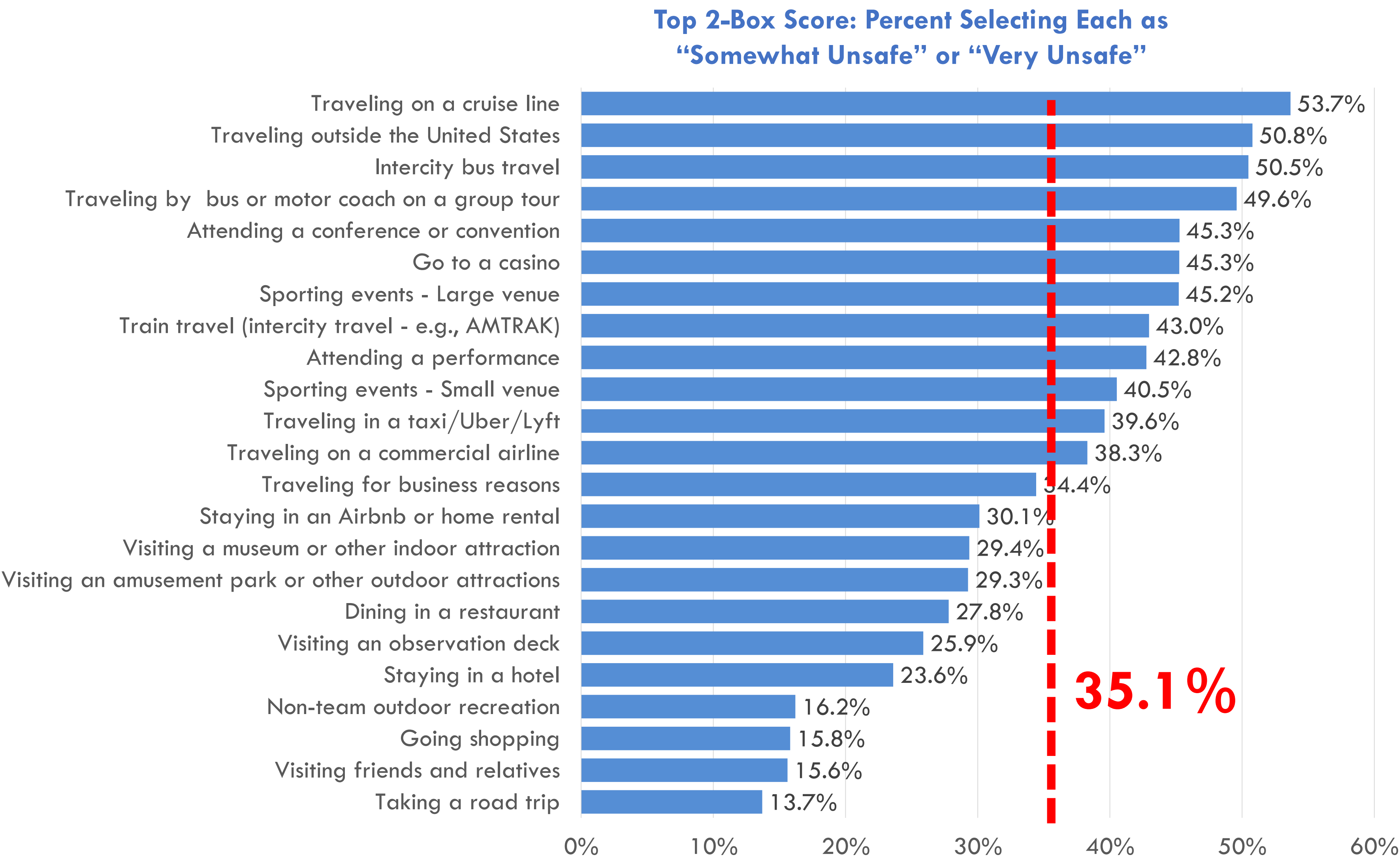
Question: At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 59)

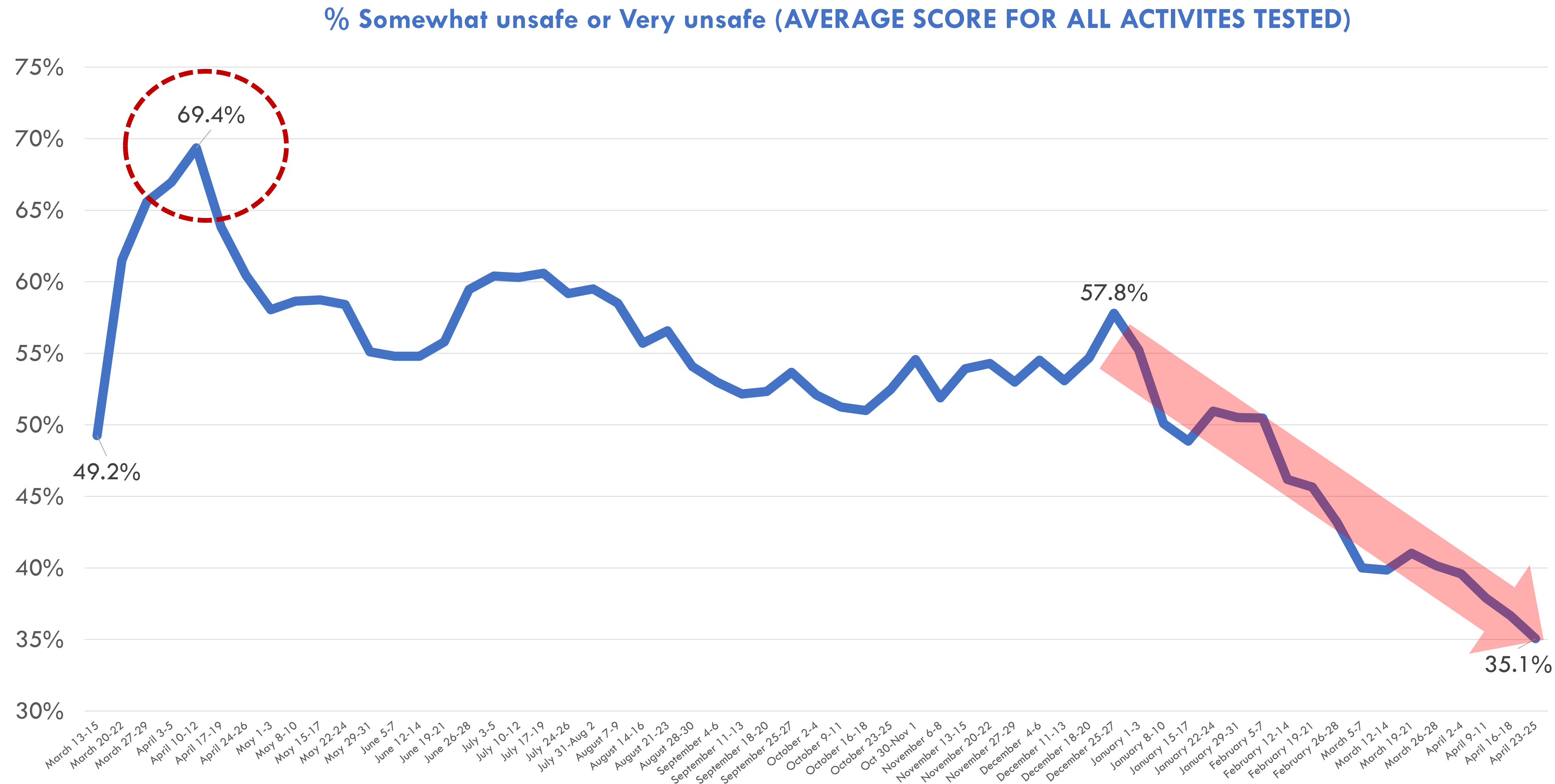
Question: At this moment, how safe would you feel doing each type of travel activity?

(Base: Wave 59 data. All respondents, 1,215 completed surveys. Data collected April 23-25, 2021)



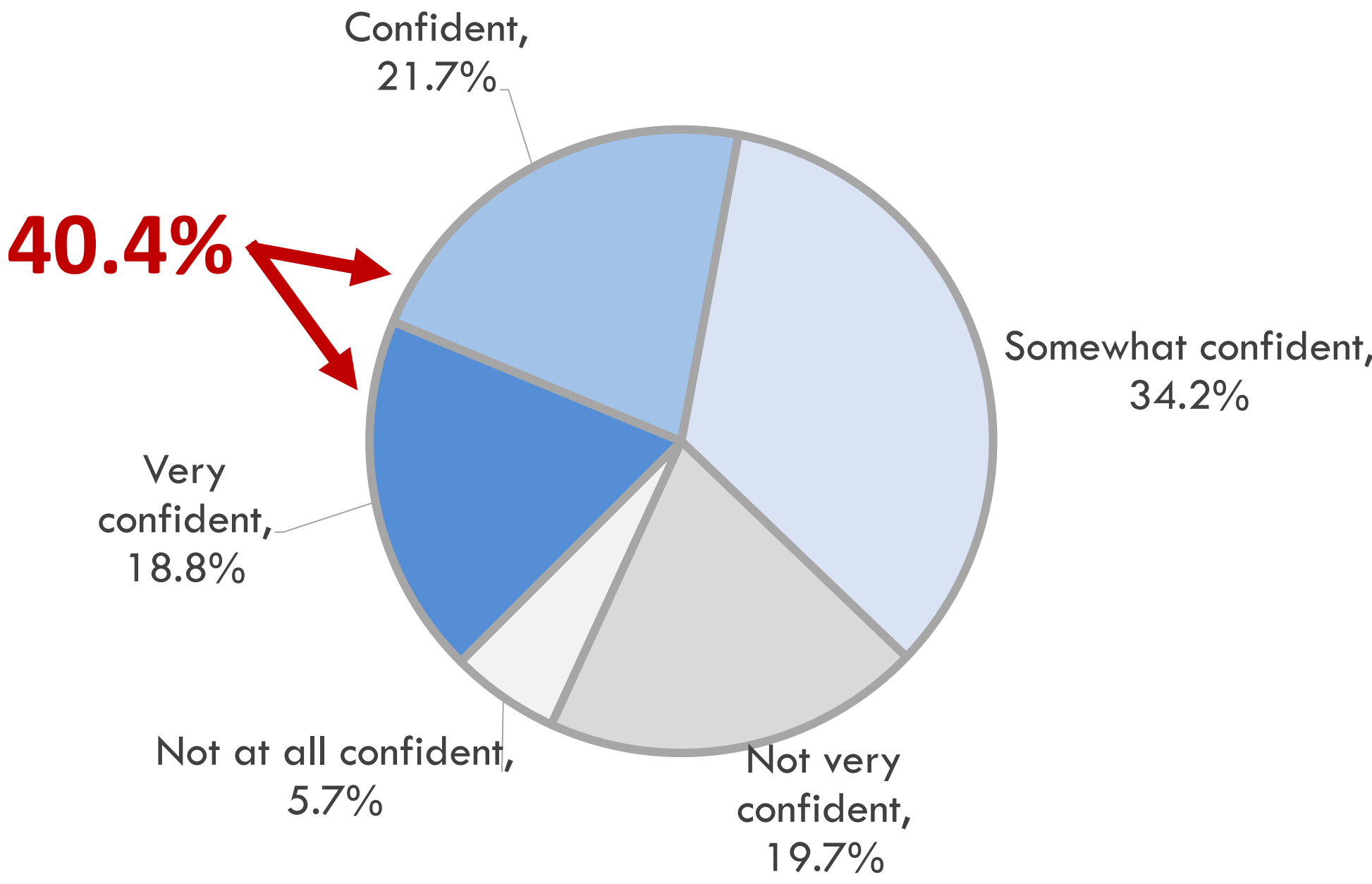
PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-59 COMPARISON)

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

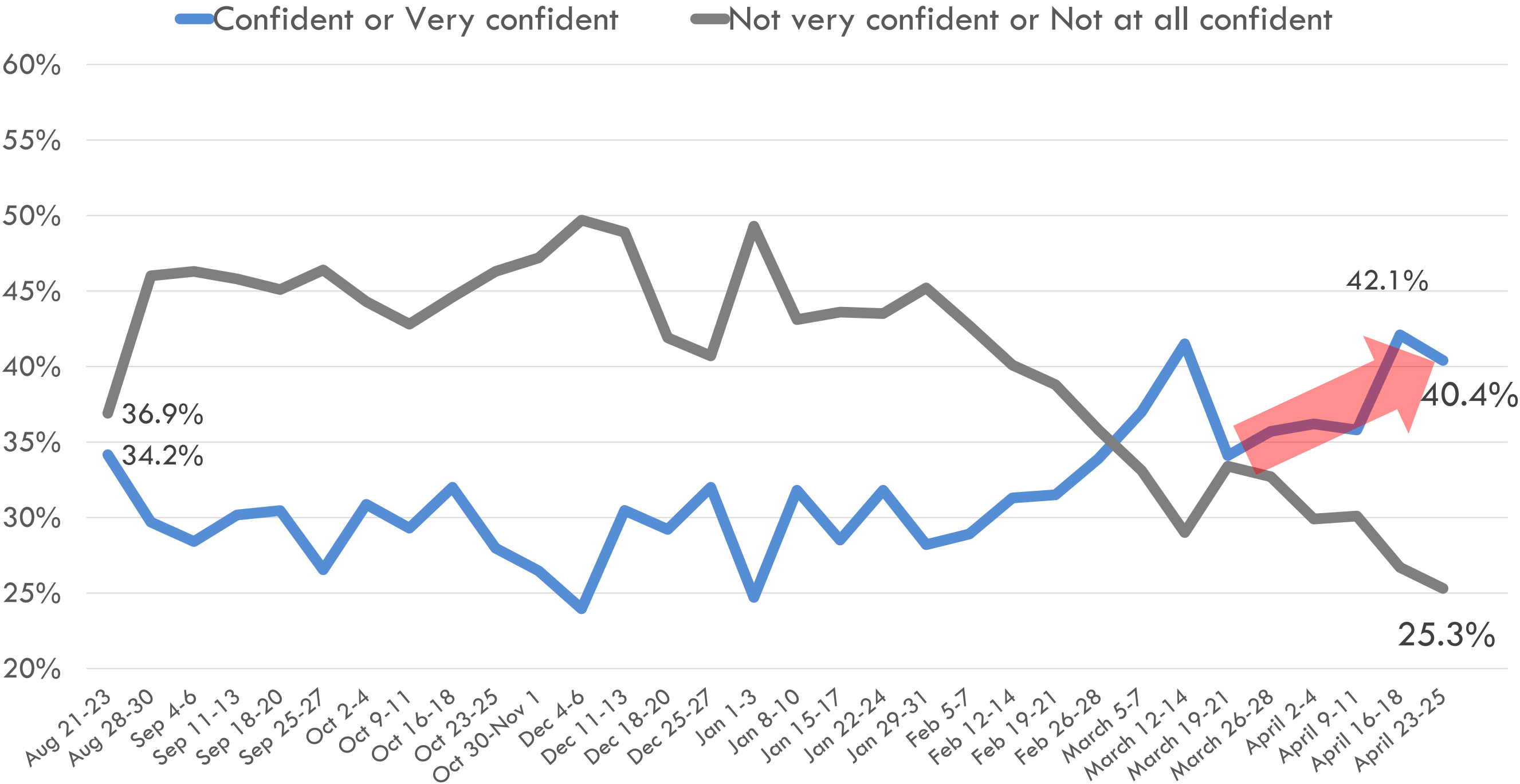


CONFIDENCE IN ABILITY TO TRAVEL SAFELY

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

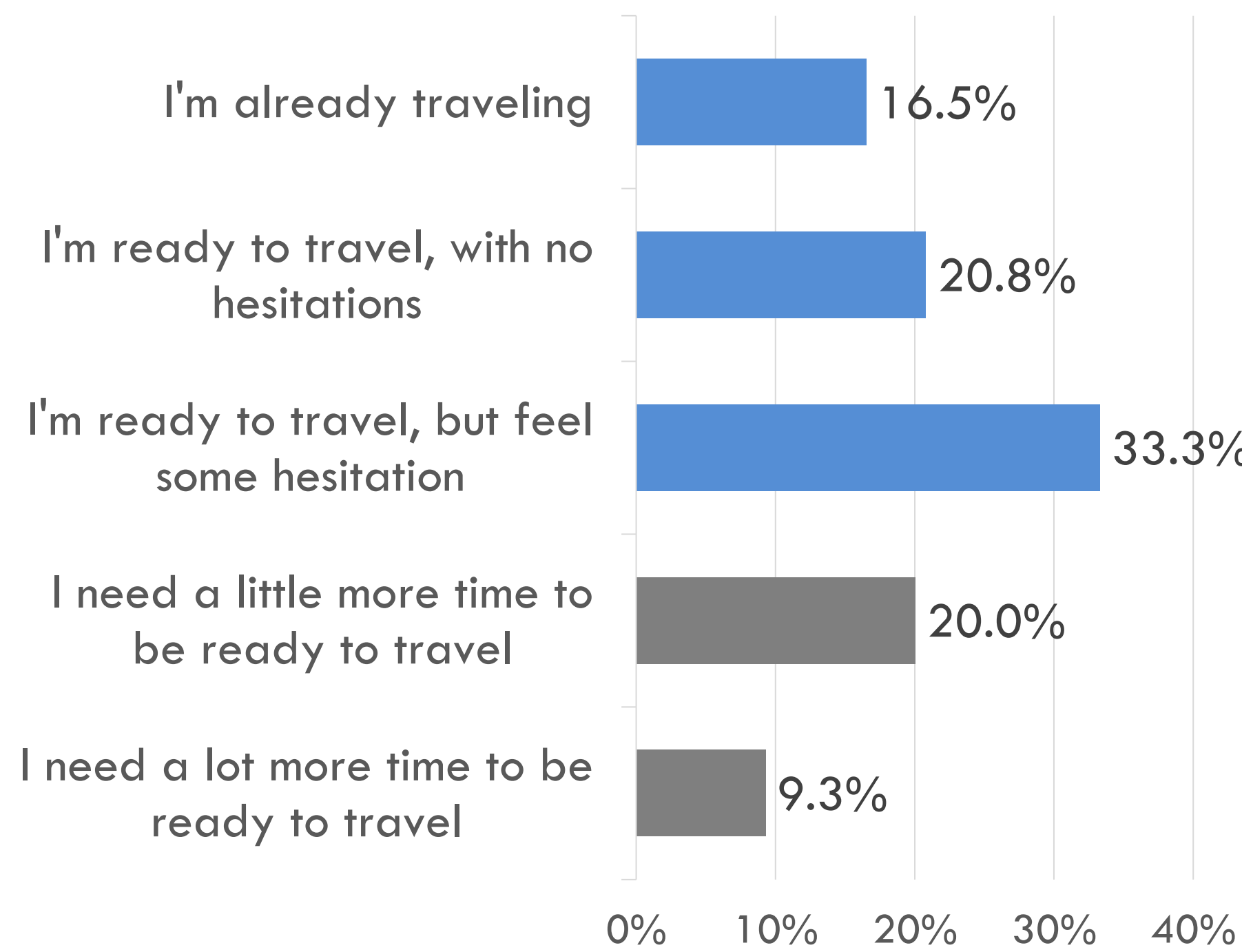


Historical data

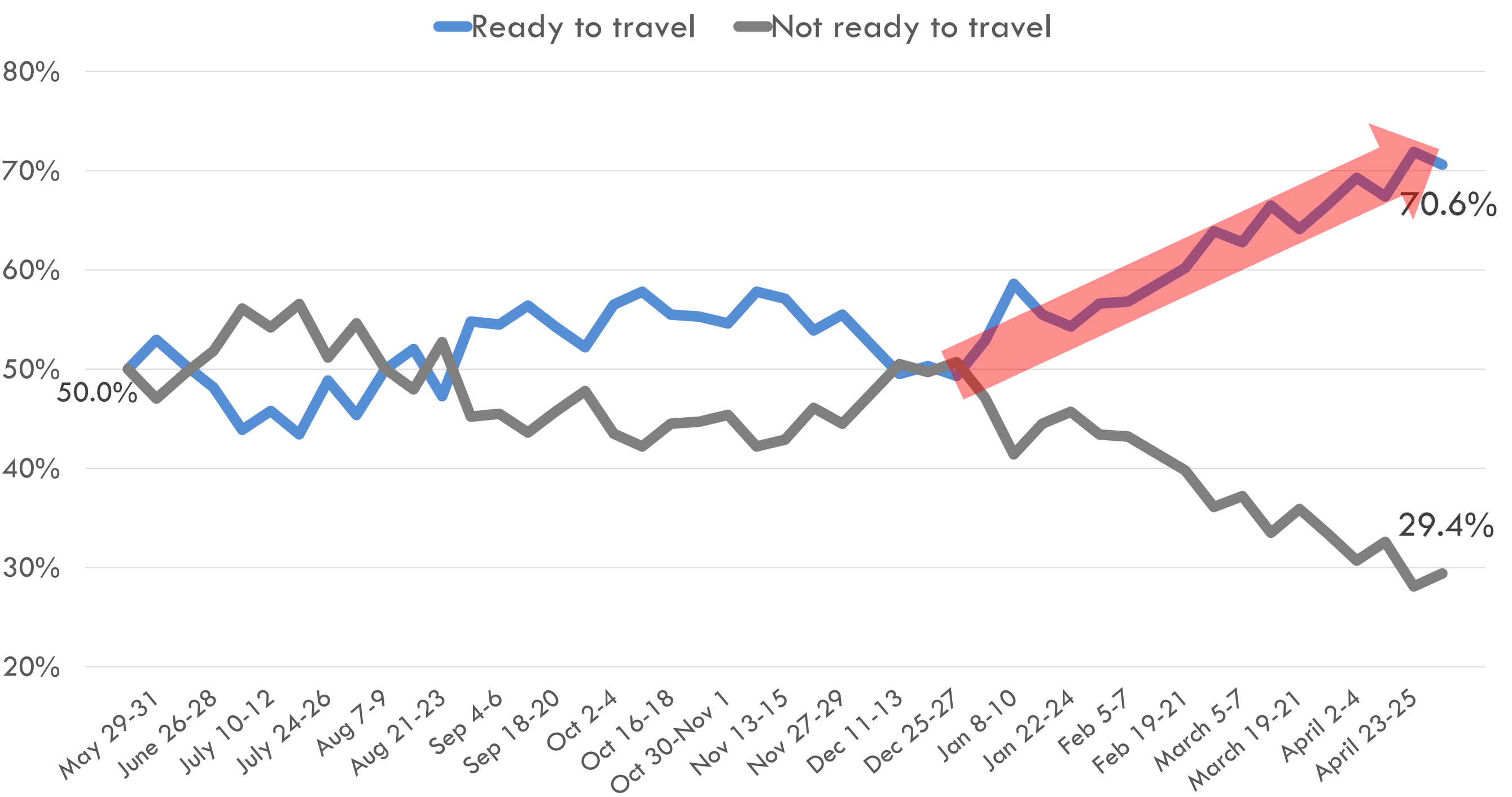


TRAVEL STATE-OF-MIND

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



Historical data

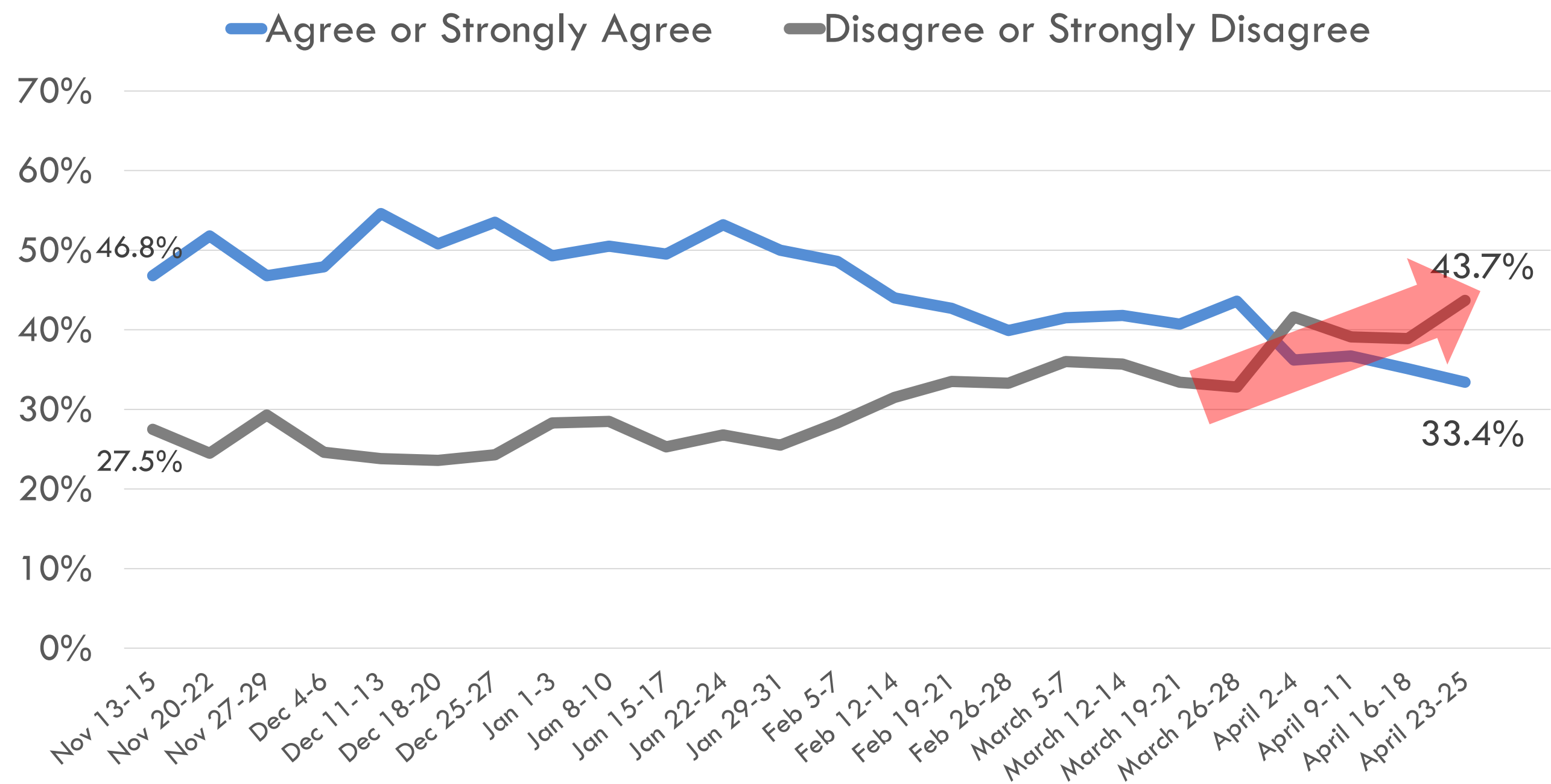
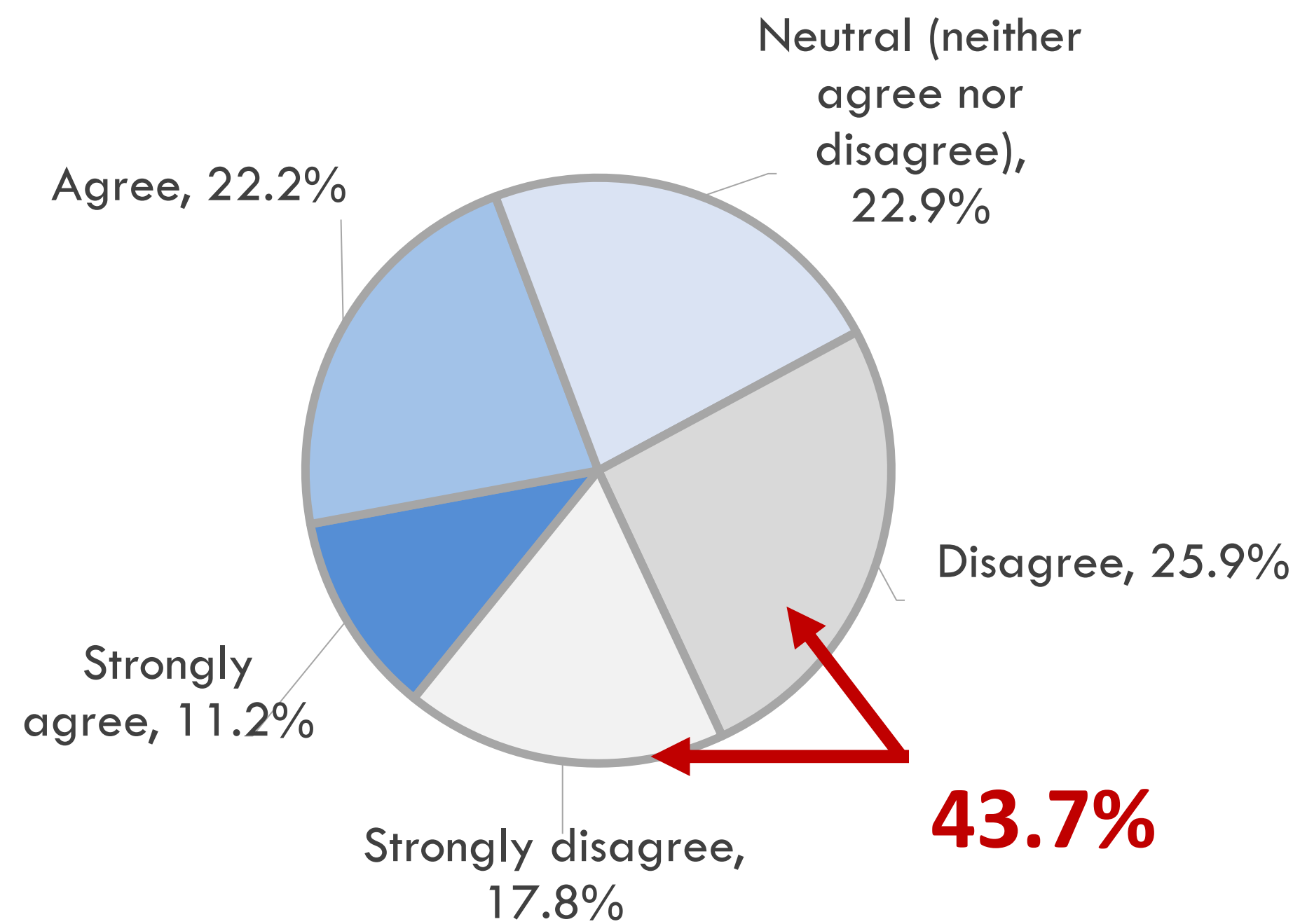


TRAVEL GUILT

How much do you agree with the following statement?

Statement: I would feel guilty traveling right now.

Historical data





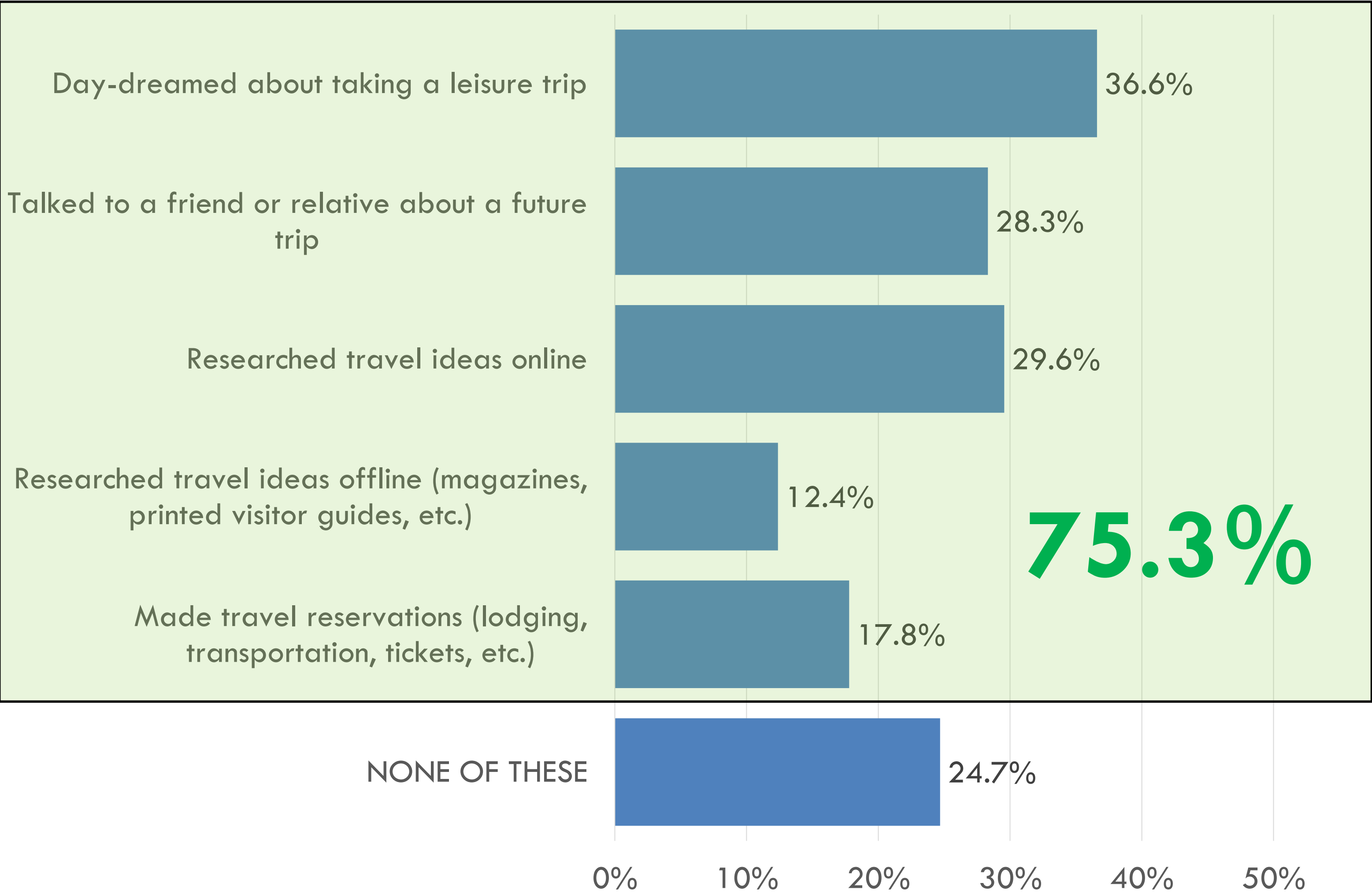
Current booking and planning behaviors suggest younger travelers may be the first to get out and fully re-embrace travel this summer.

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 59 data. All respondents, 1,215 completed surveys. Data collected April 23-25, 2021)

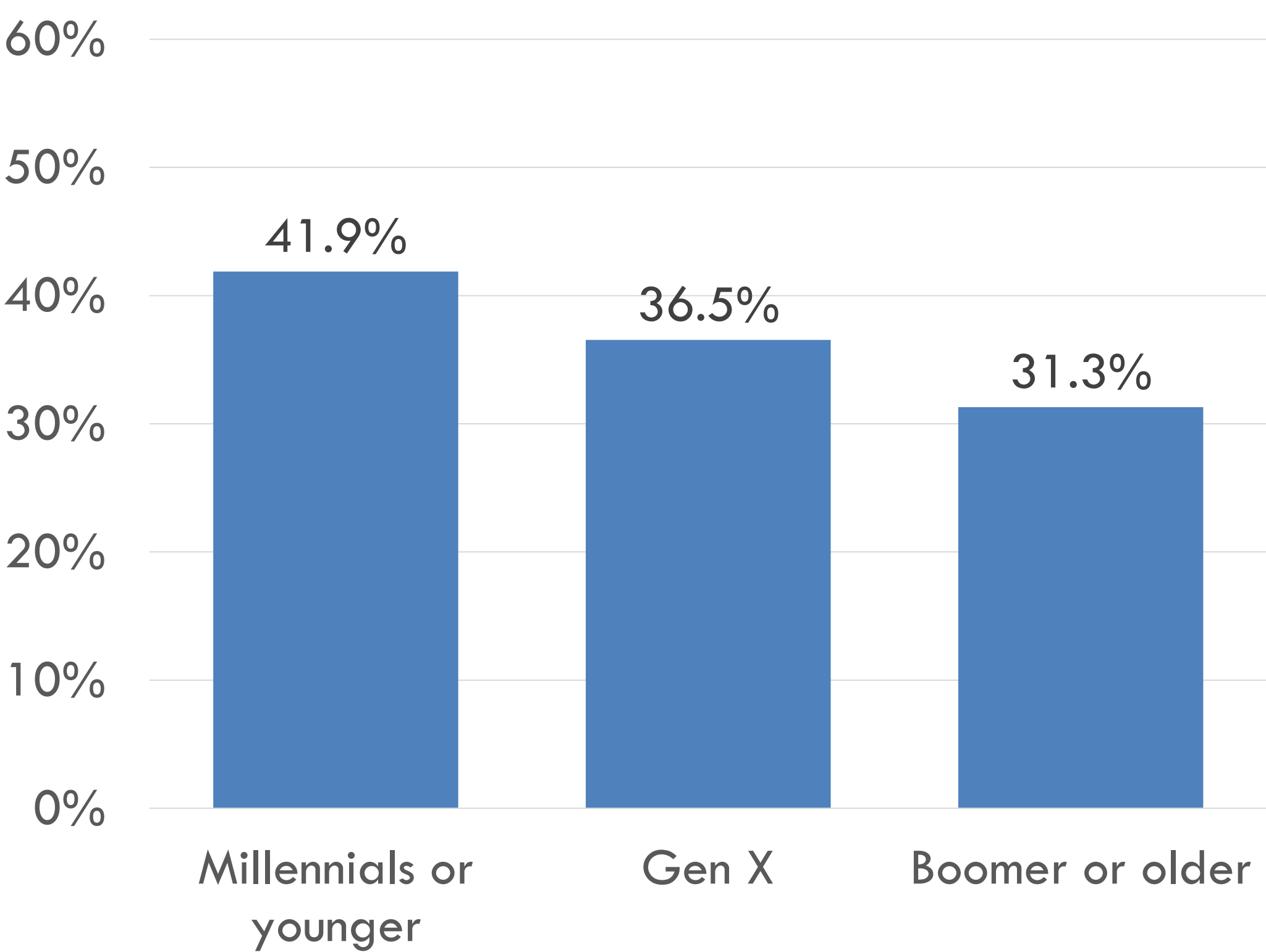


TRAVEL PLANNING IN THE PAST WEEK

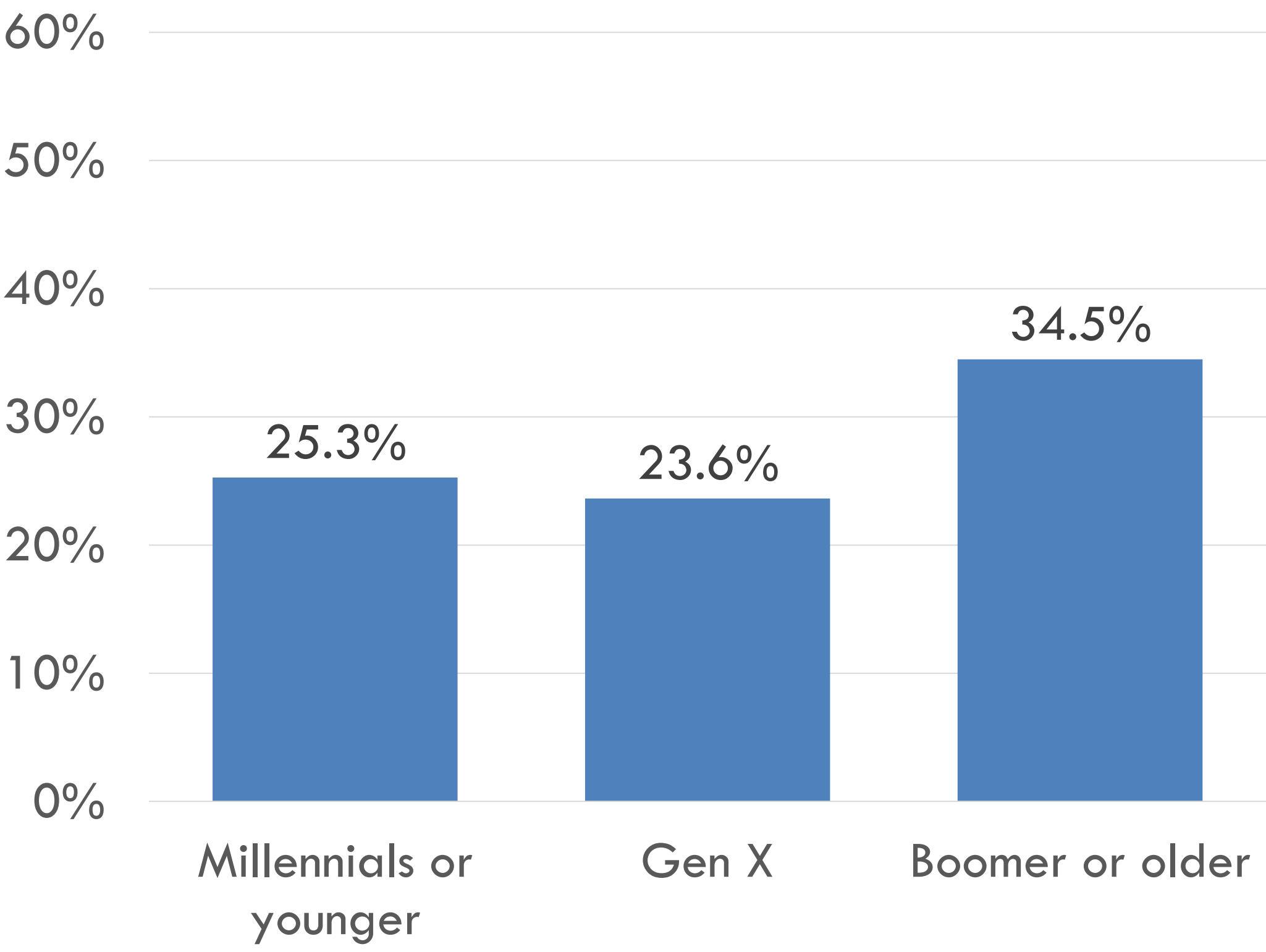
Question: In the PAST WEEK, which of the following have you done? (Select all that complete the sentence)

In the PAST WEEK I have _____

Day-dreamed about taking a leisure trip



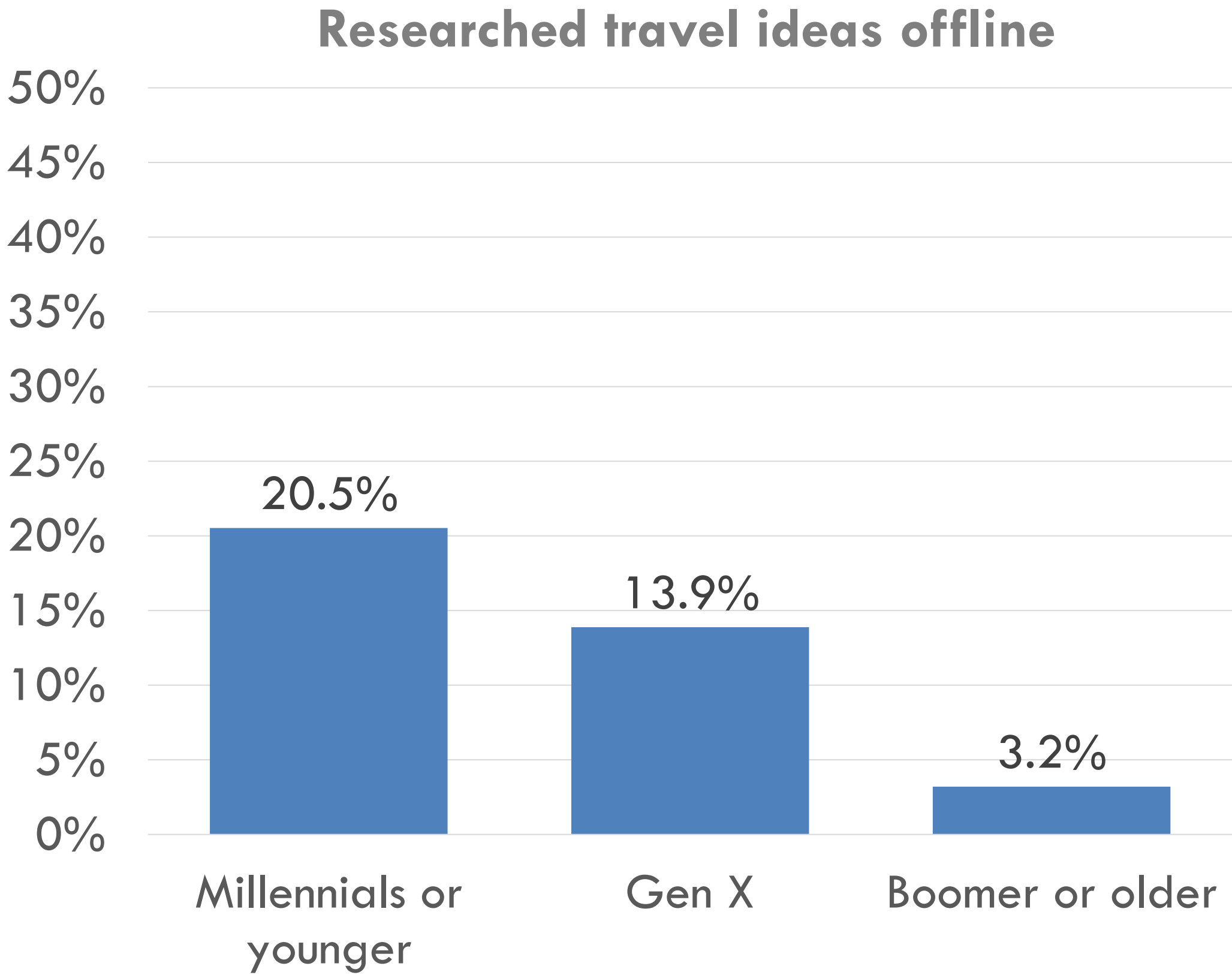
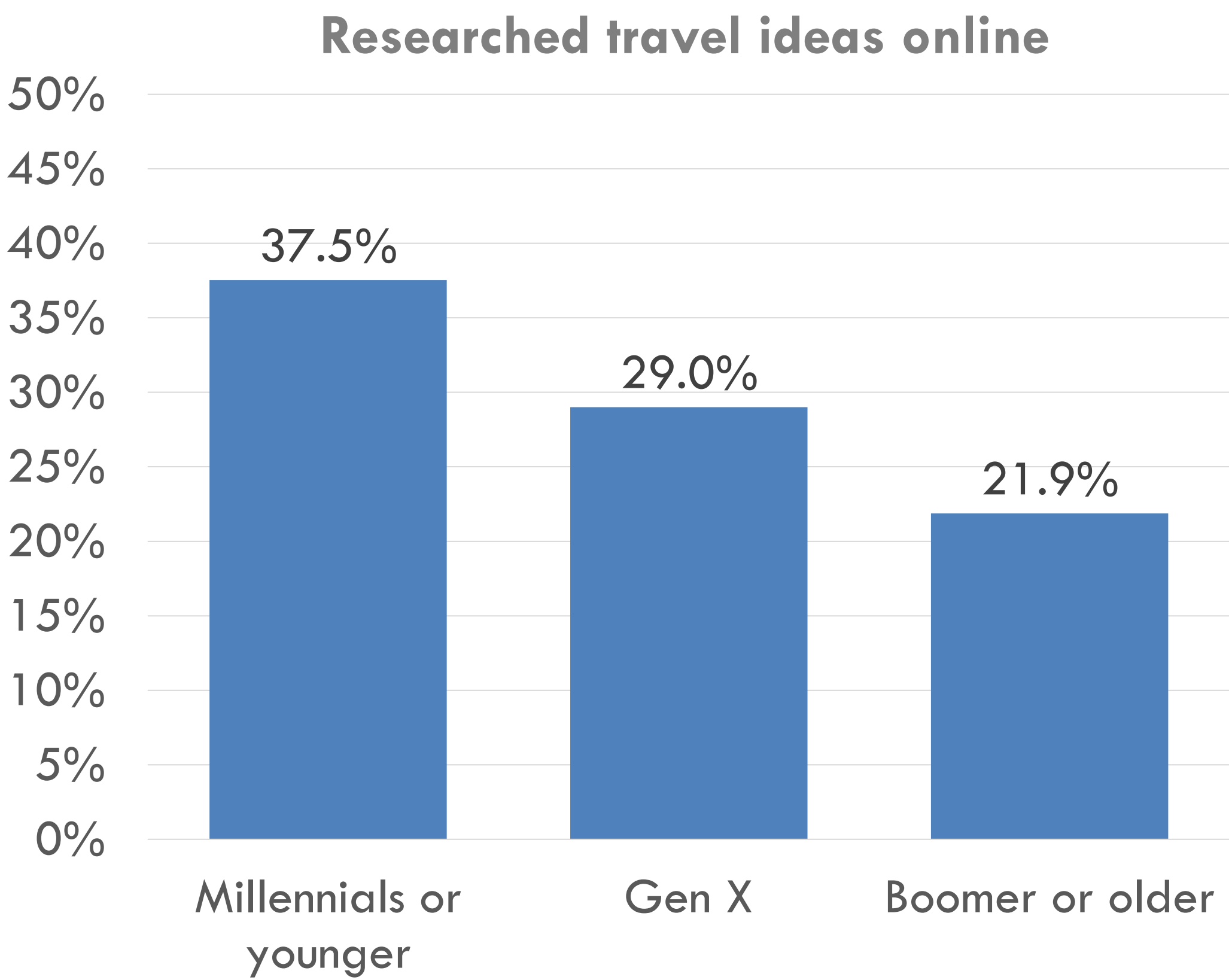
Talked to a friend or relative about a future trip



TRAVEL PLANNING IN THE PAST WEEK

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

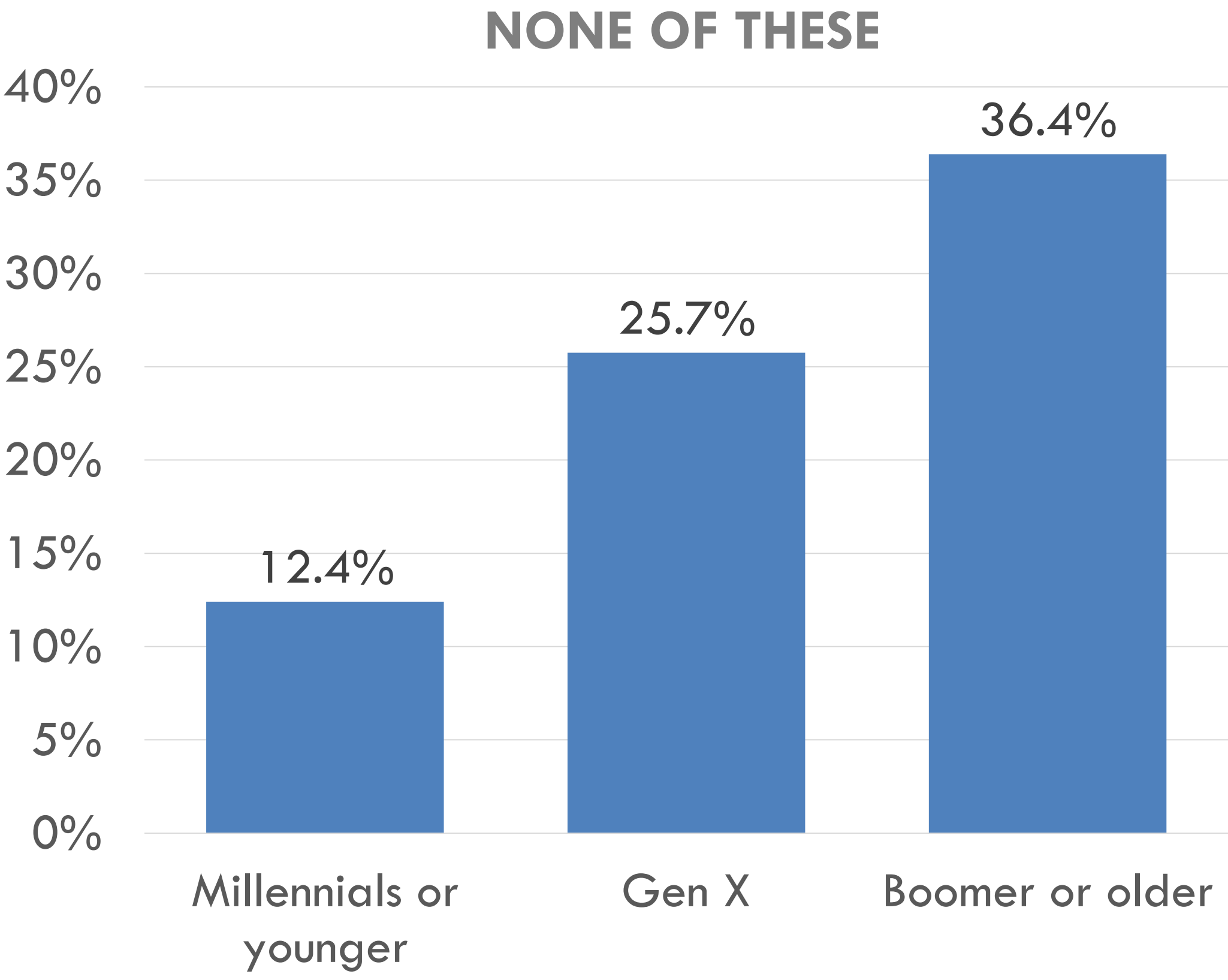
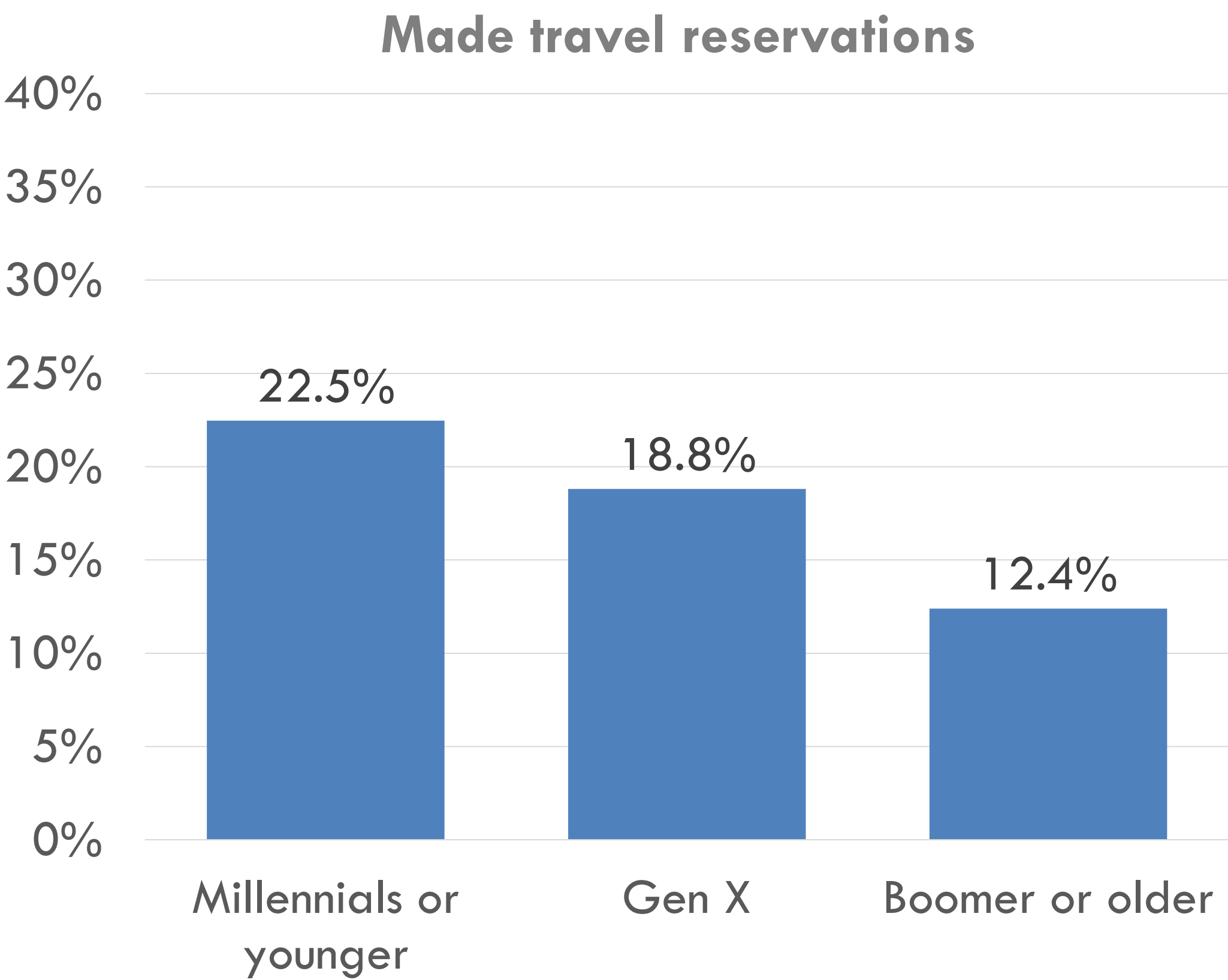
In the PAST WEEK I have _____



TRAVEL PLANNING IN THE PAST WEEK

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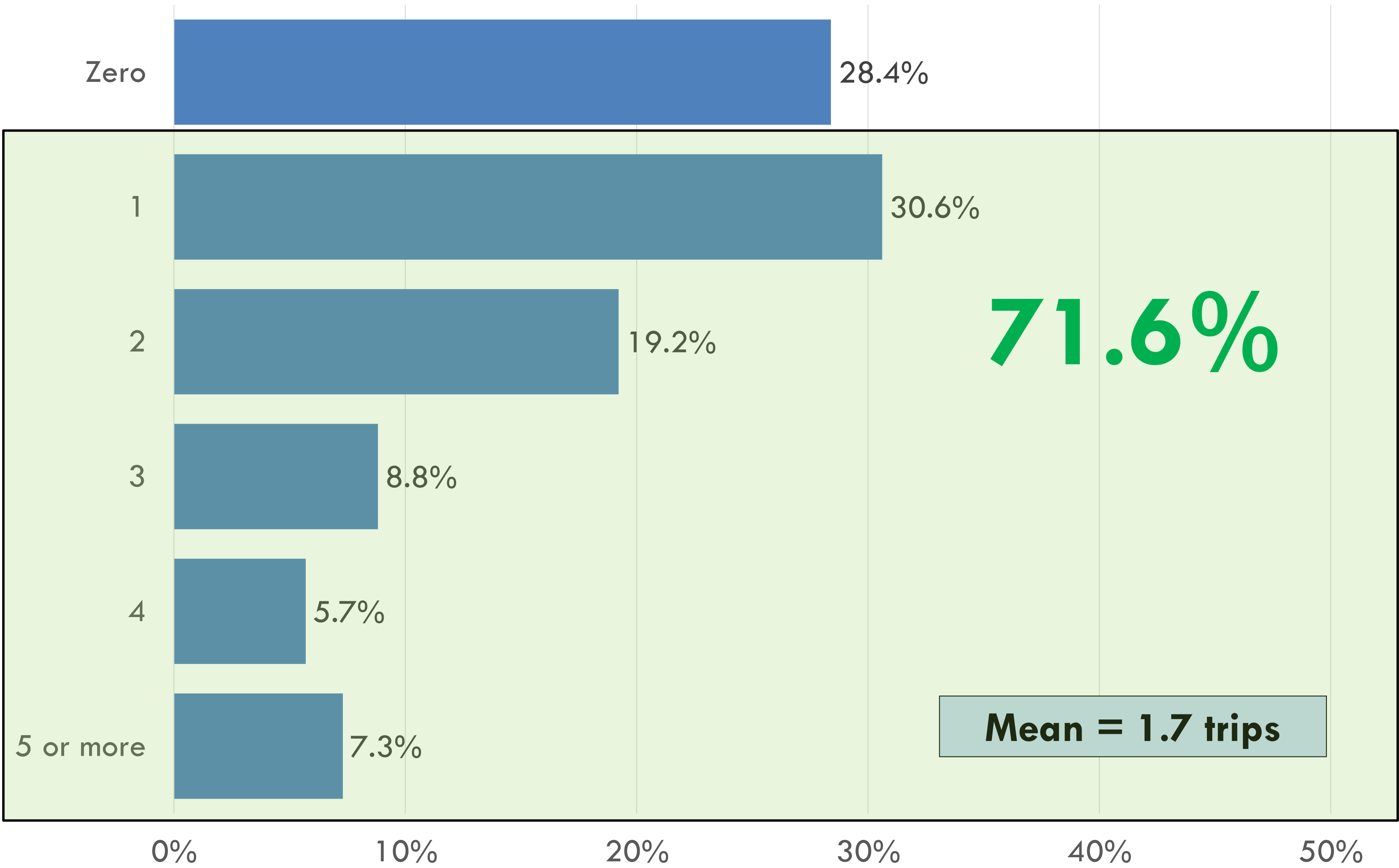
In the PAST WEEK I have _____



EXPECTED SUMMER LEISURE TRIPS

Question: How many LEISURE TRIPS do you expect you will take during the summer of 2021?

(Base: Waves 59 data. All respondents, 1,215 completed surveys. Data collected April 23-25, 2021)

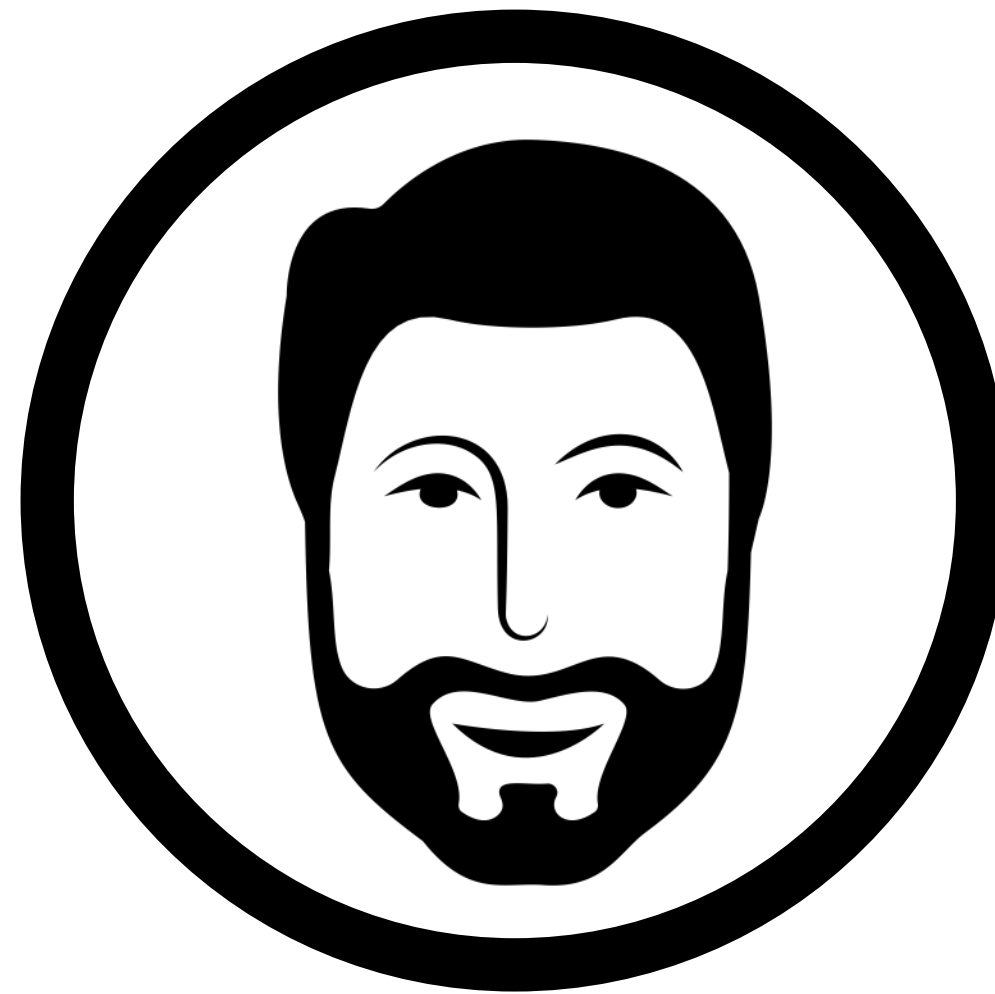


EXPECTED SUMMER LEISURE TRIPS

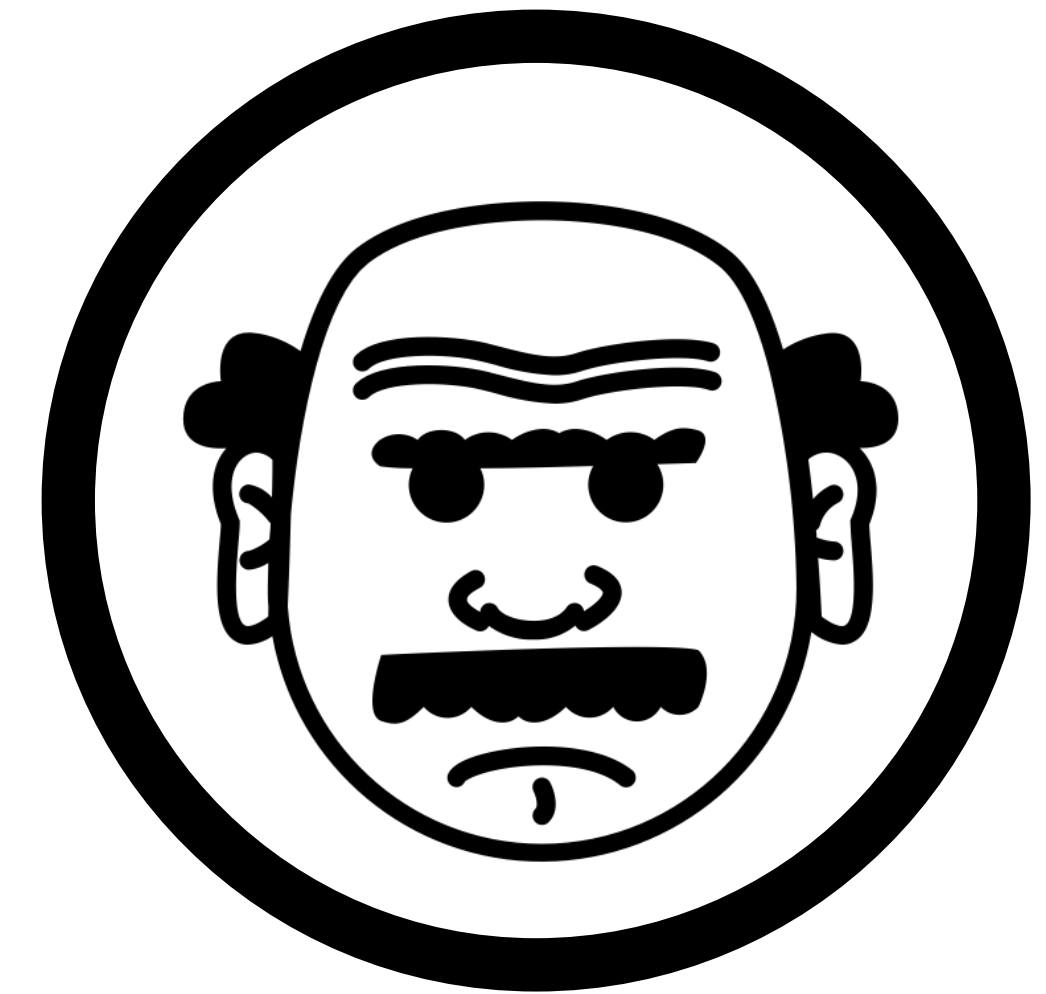
BY GENERATION:



MILLENNIALS
2.0



GEN X
1.7

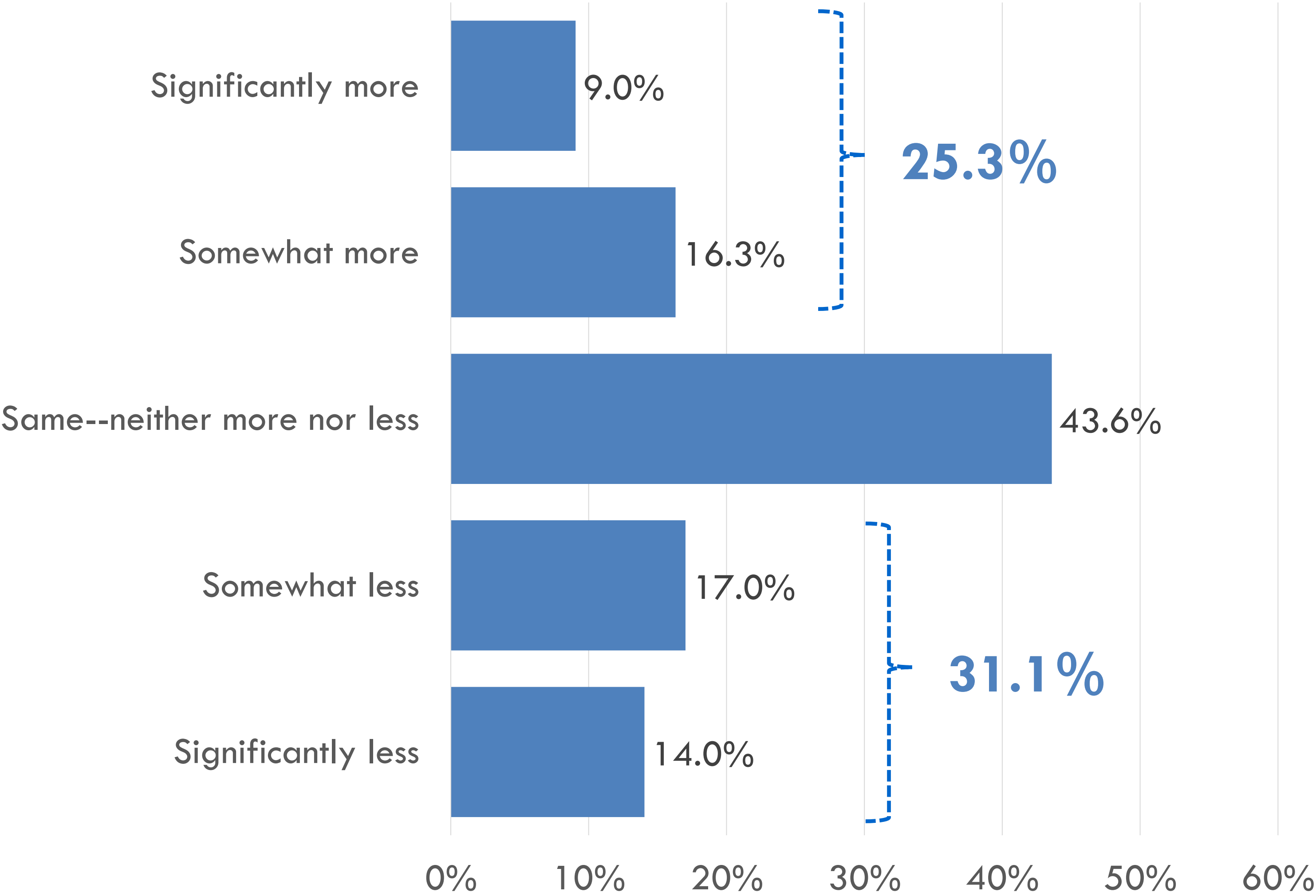


BOOMERS
1.3

EXPECTED SUMMER LEISURE TRIPS VS. THE NORM

Question: How does the number of leisure trips you expect to take in Summer 2021 compare to a "normal" or typical year for you?

(Base: Waves 59 data. All respondents, 1,215 completed surveys. Data collected April 23-25, 2021)



EXPECTED SUMMER LEISURE TRIPS VS. THE NORM

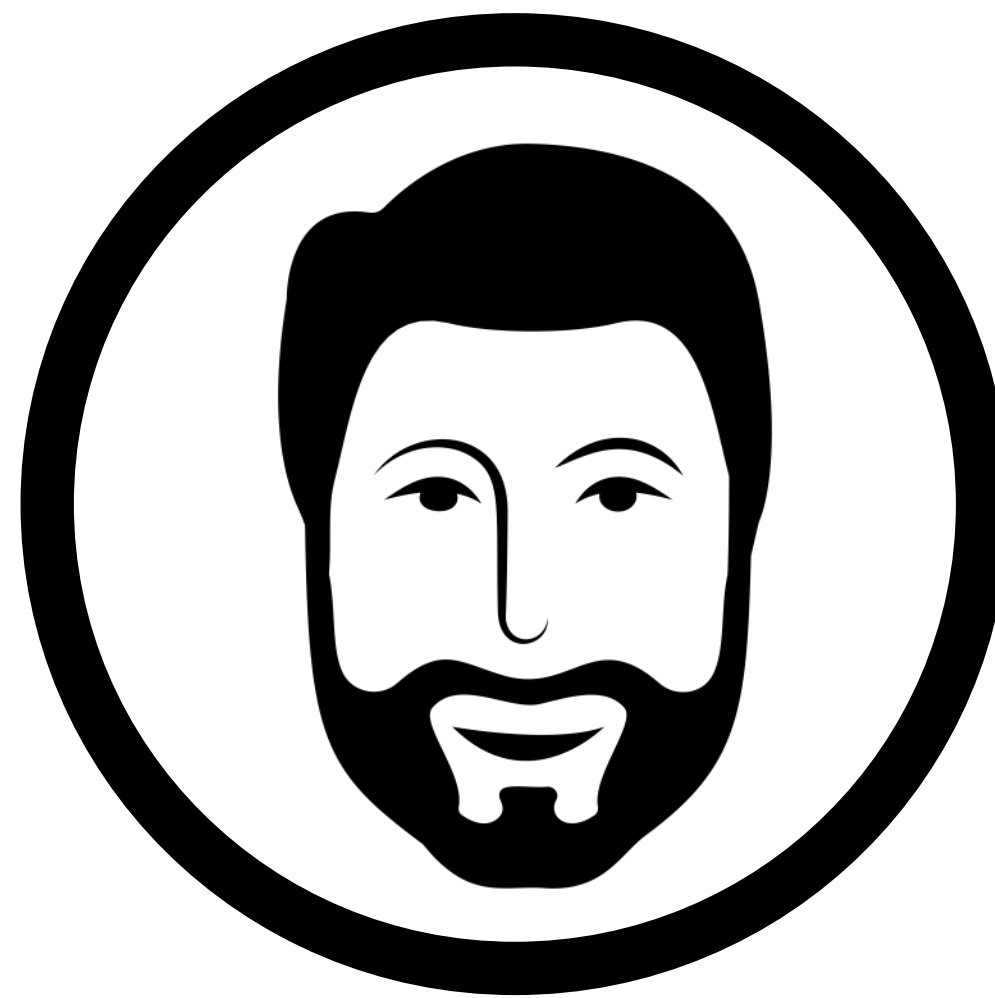
BY GENERATION:

% Somewhat More or Significantly More



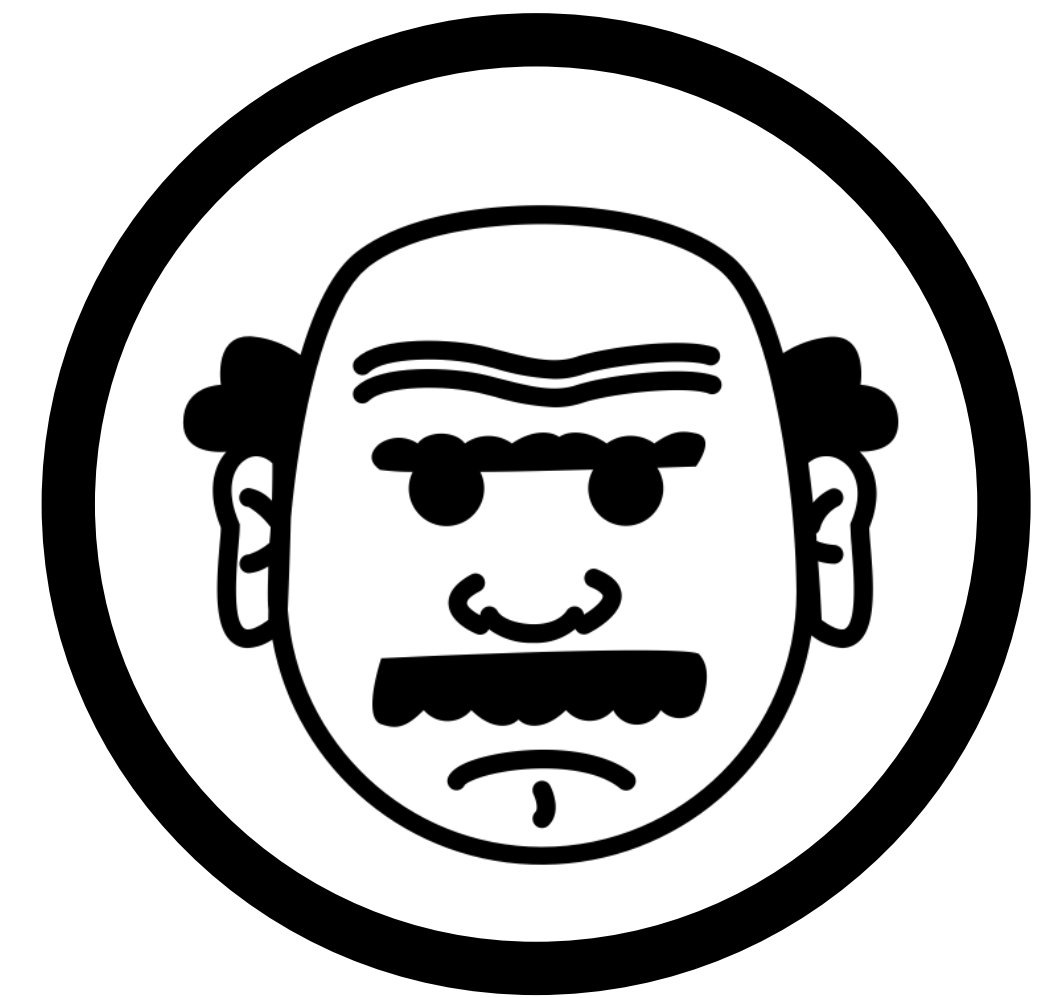
MILLENNIALS

37.6%



GEN X

34.2%



BOOMERS

7.1%

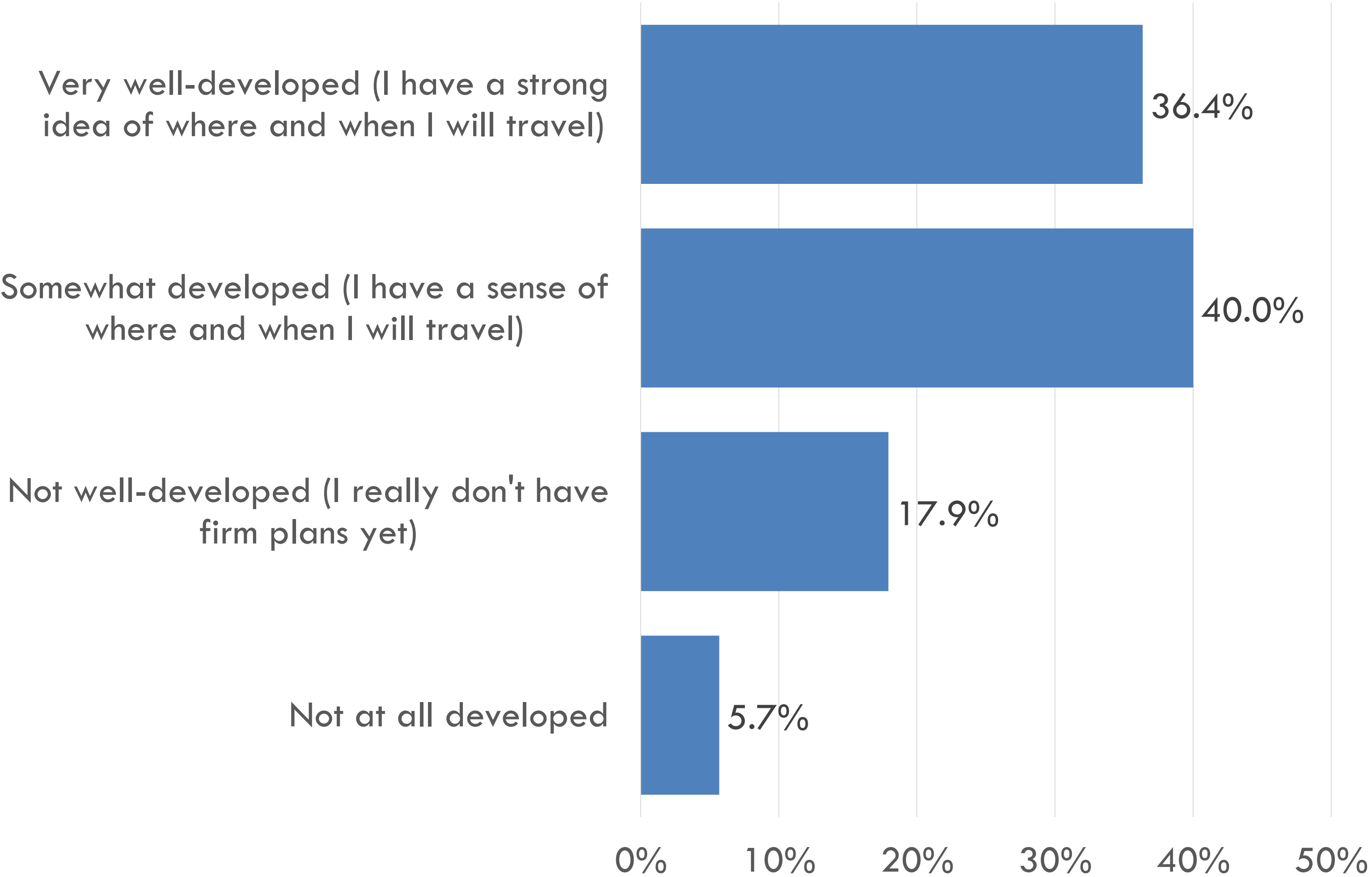


Travelers are generally bullish about summer travel, yet interest in discounts and deals is high. Younger, urban, more frequent travelers may be entering the summer travel planning season expecting low prices.

HOW WELL-DEVELOPED: FIRST SUMMER LEISURE TRIP

Question: Right now, which best describes HOW WELL-DEVELOPED the idea of your first summer leisure trip is in your mind? (Select one)for you?

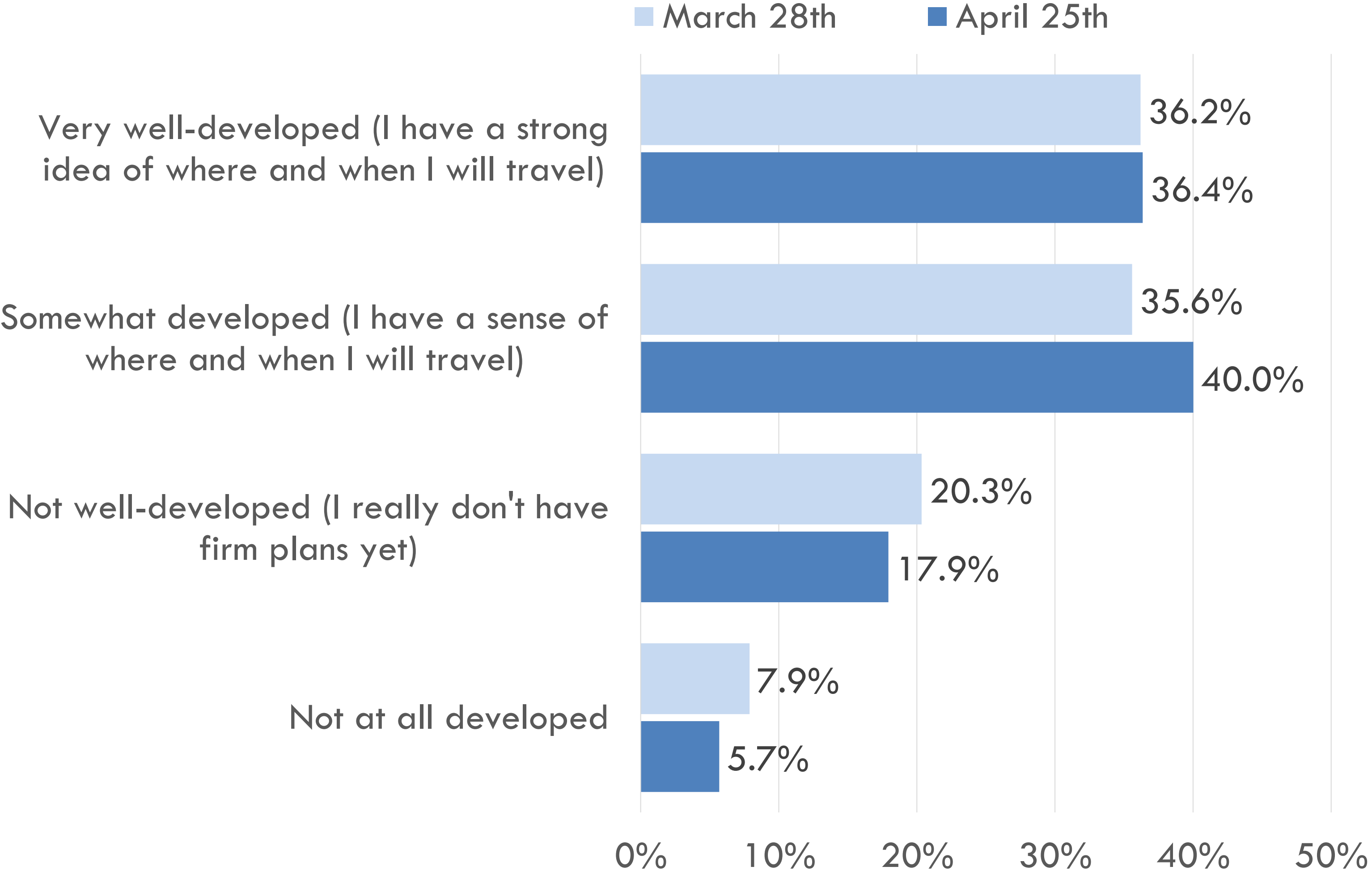
(Base: Waves 59 data. All respondents expecting to take a summer leisure trip, 880 completed surveys. Data collected April 23-25, 2021)



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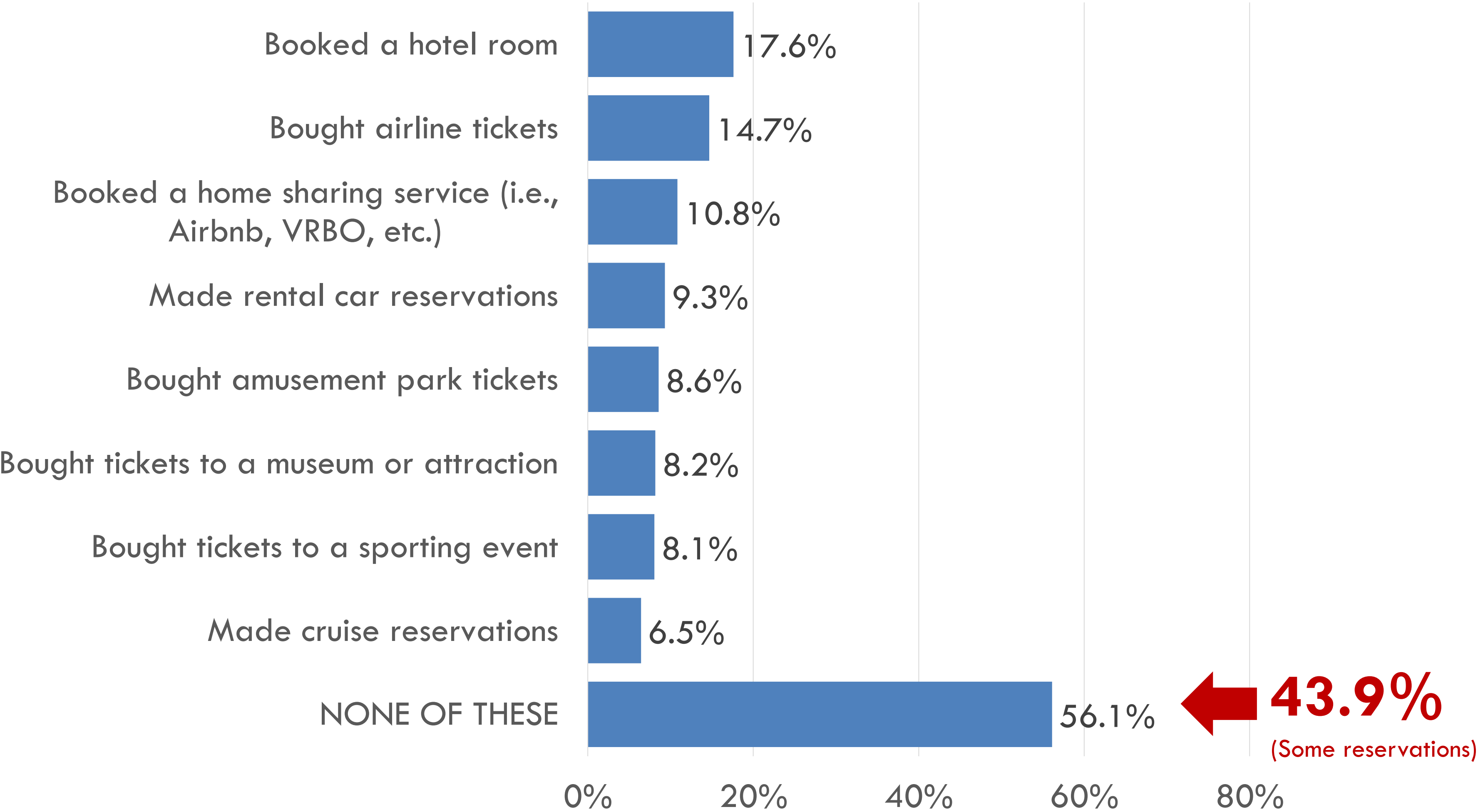
(Base: Waves 59 data. All respondents expecting to take a summer leisure trip, 880 completed surveys. Data collected April 23-25, 2021)



RESERVATIONS ALREADY MADE (SUMMER TRIPS)

Question: Which of these travel reservations have you already made for any of your summer trips? (Select all that apply)

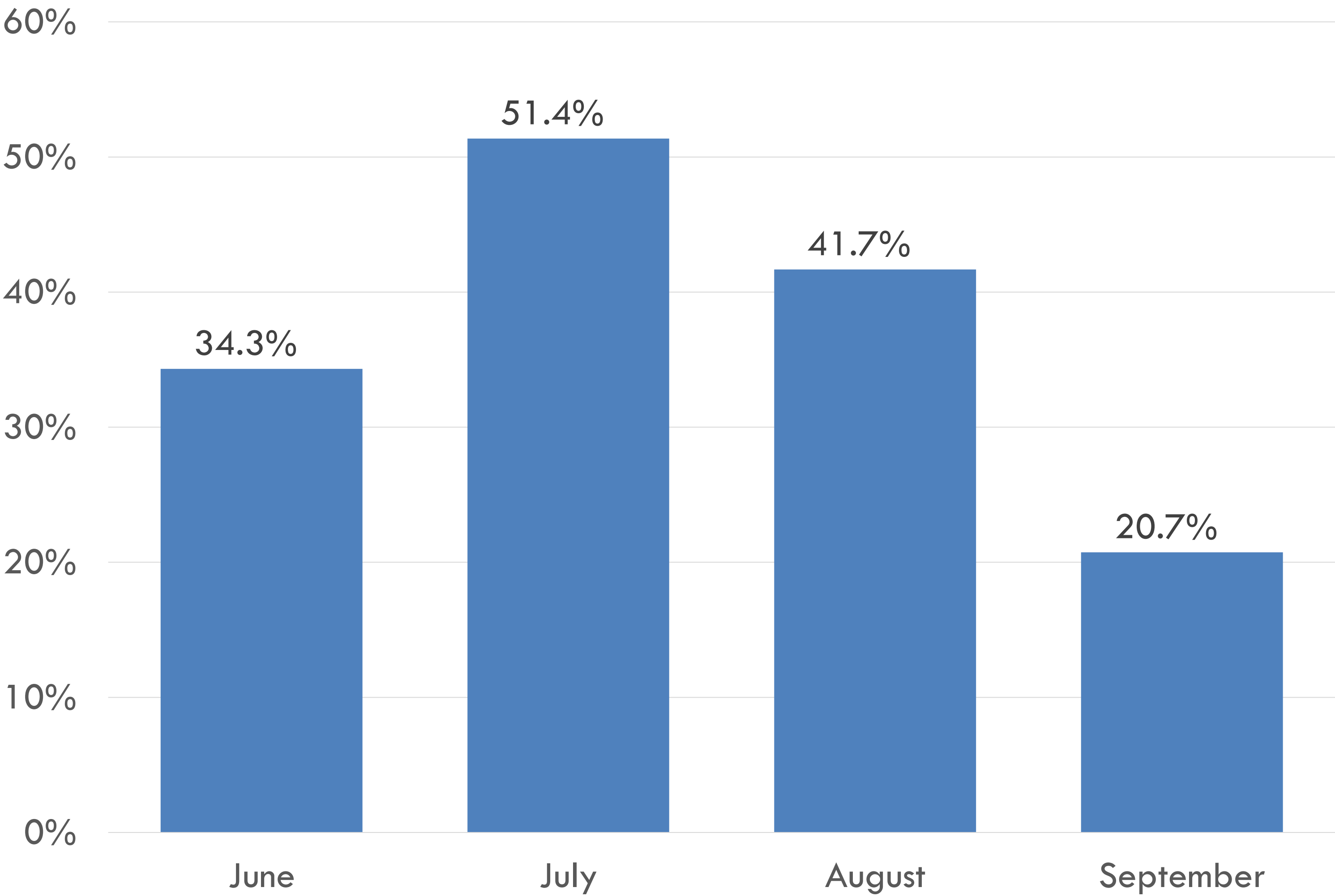
(Base: Waves 59 data. All respondents expecting to take a summer leisure trip, 880 completed surveys. Data collected April 23-25, 2021)



MONTHS OF TRAVEL (SUMMER TRIPS)

Question: In which summer month(s) will you likely take leisure trip(s) this year? (Select all that apply)

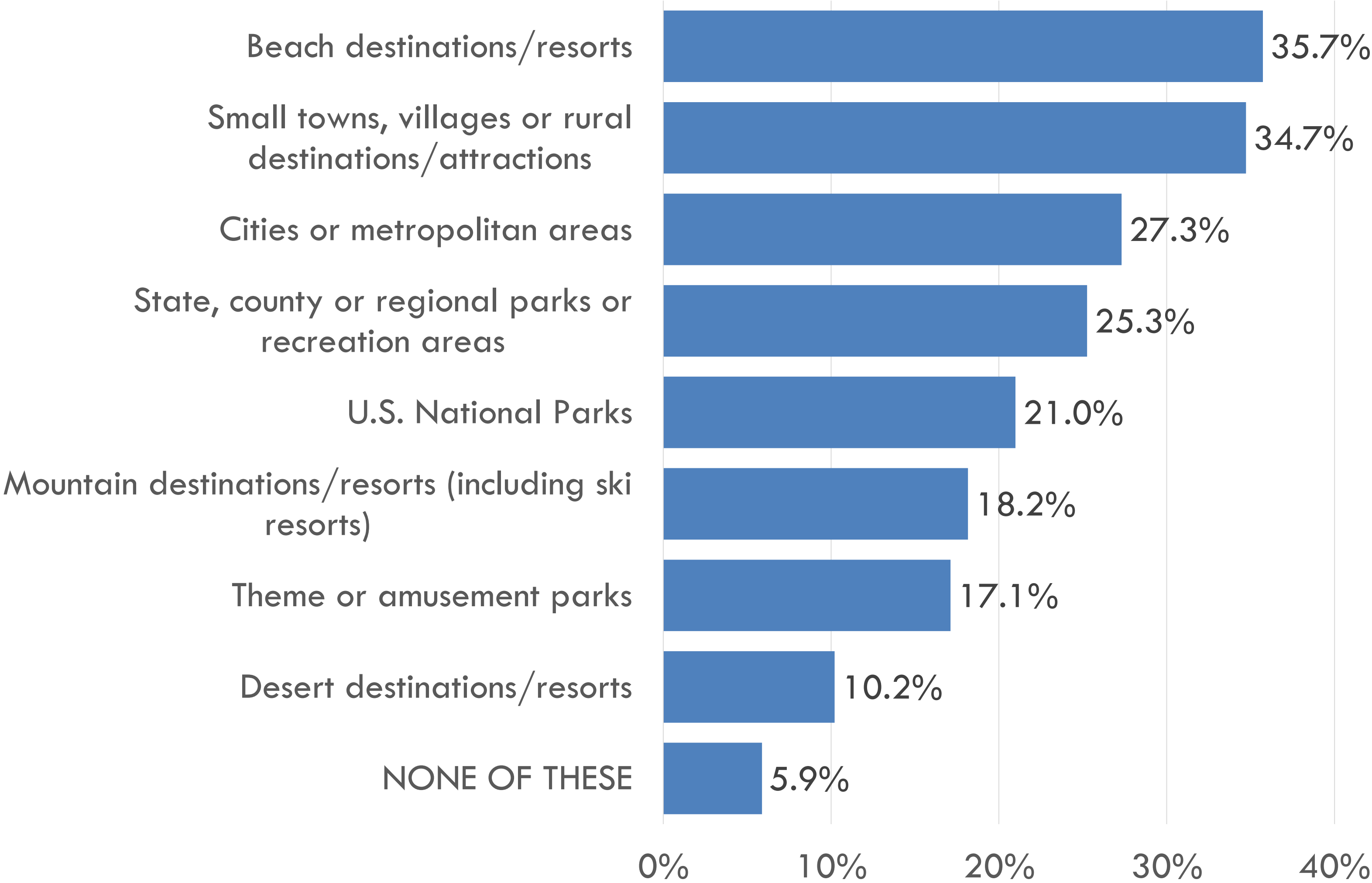
(Base: Waves 59 data. All respondents expecting to take a summer leisure trip, 880 completed surveys. Data collected April 23-25, 2021)



DESTINATION TYPES (SUMMER TRIPS)

Question: Which types of destinations are you likely to visit on your summer leisure trips? (Select all that apply)

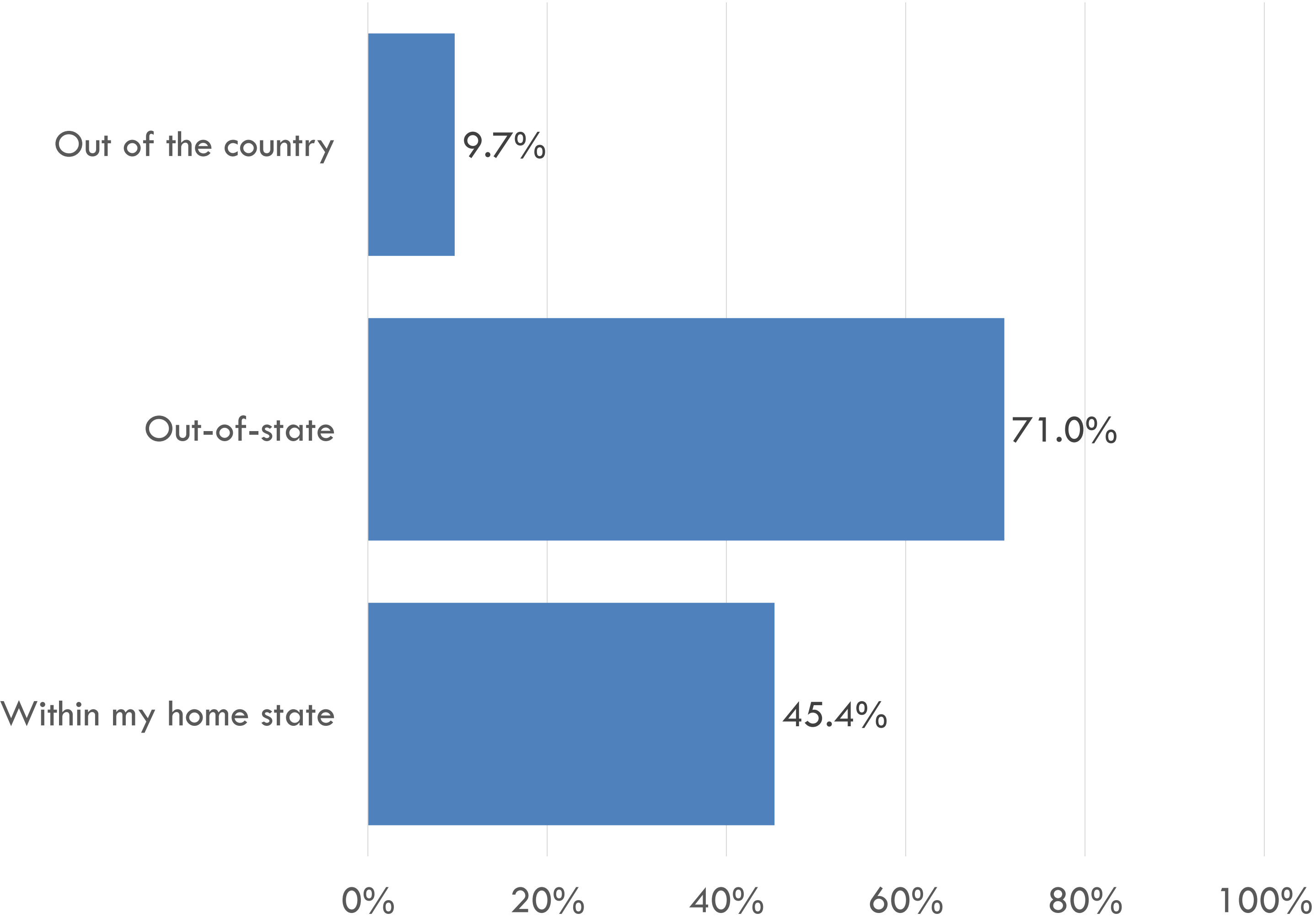
(Base: Waves 59 data. All respondents expecting to take a summer leisure trip, 880 completed surveys. Data collected April 23-25, 2021)



IN-STATE, OUT-OF-STATE & INTERNATIONAL TRIPS (SUMMER 2021)

Question: On any trips this summer, will you travel to the following? (Select each you will travel to)

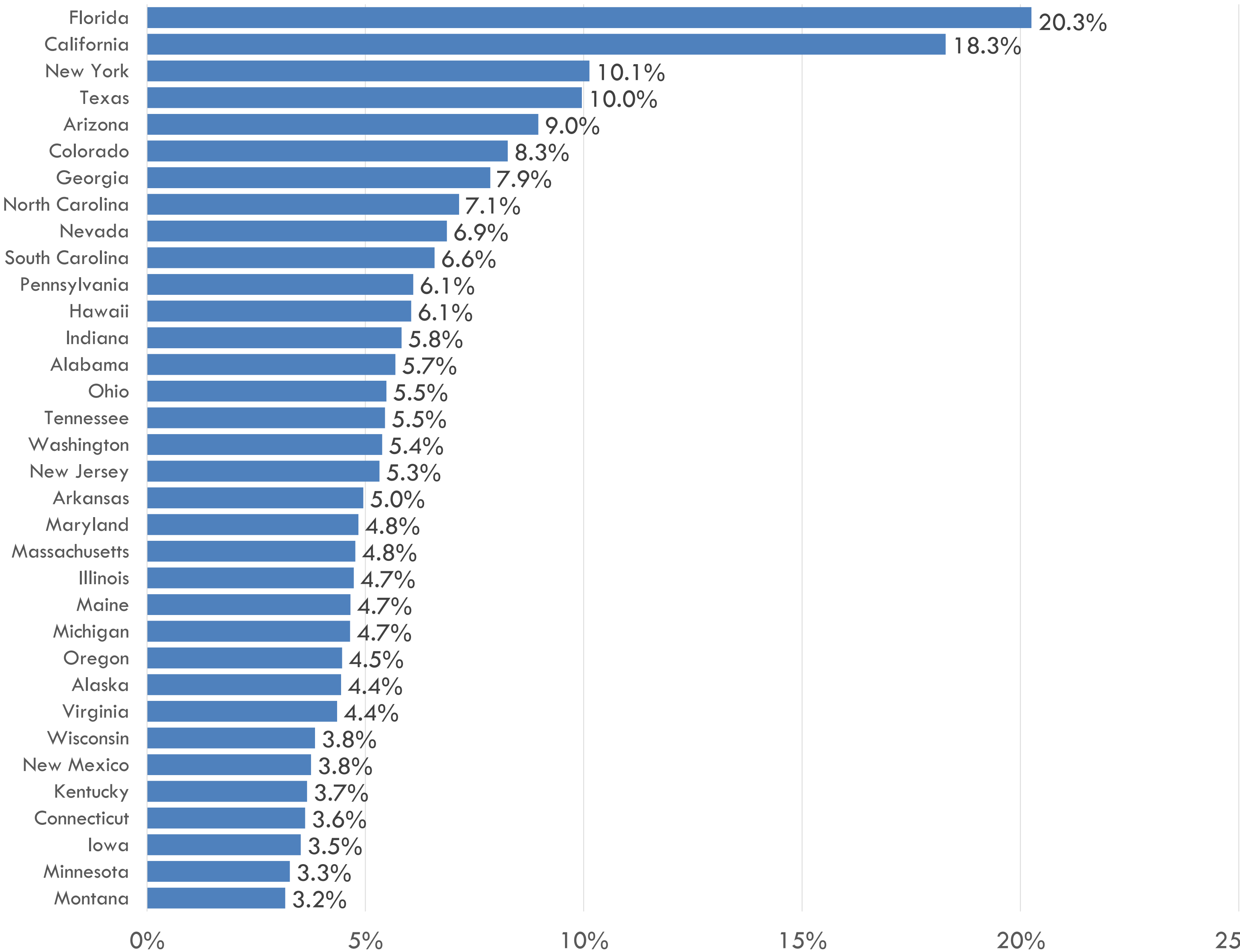
(Base: Waves 59 data. All respondents expecting to take a summer leisure trip, 880 completed surveys. Data collected April 23-25, 2021)



STATES VISITED (SUMMER TRIPS)

Question: Which state(s) are you likely to travel to (or within) on any leisure trip(s) this summer? (Select all that you will likely visit or travel within)

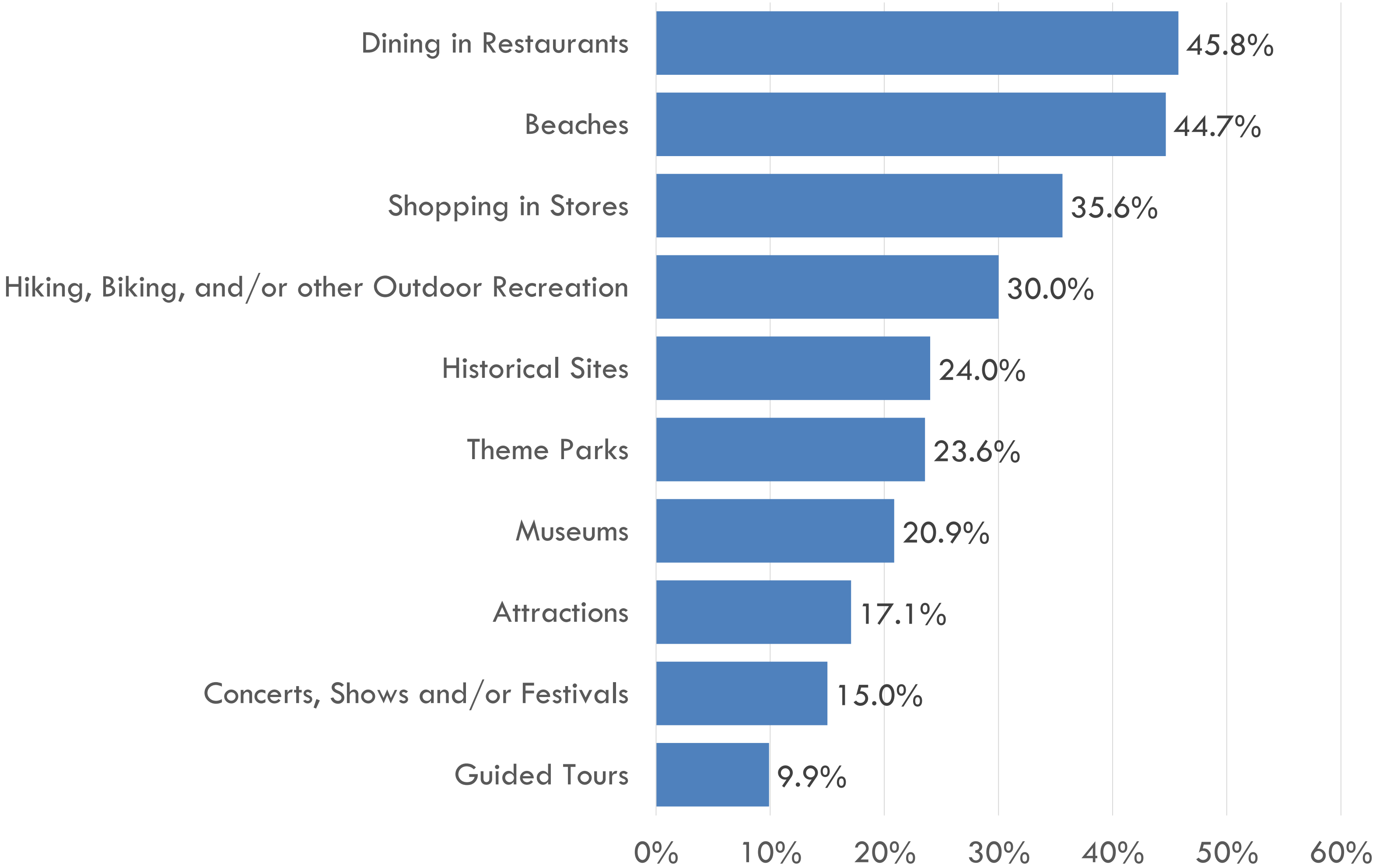
(Base: Waves 59 data. All respondents expecting to take a summer leisure trip, 880 completed surveys. Data collected April 23-25, 2021)



ACTIVITIES (SUMMER TRIPS)

Question: Which of the following activities do you plan to do during your trips this summer? (Select all that apply)

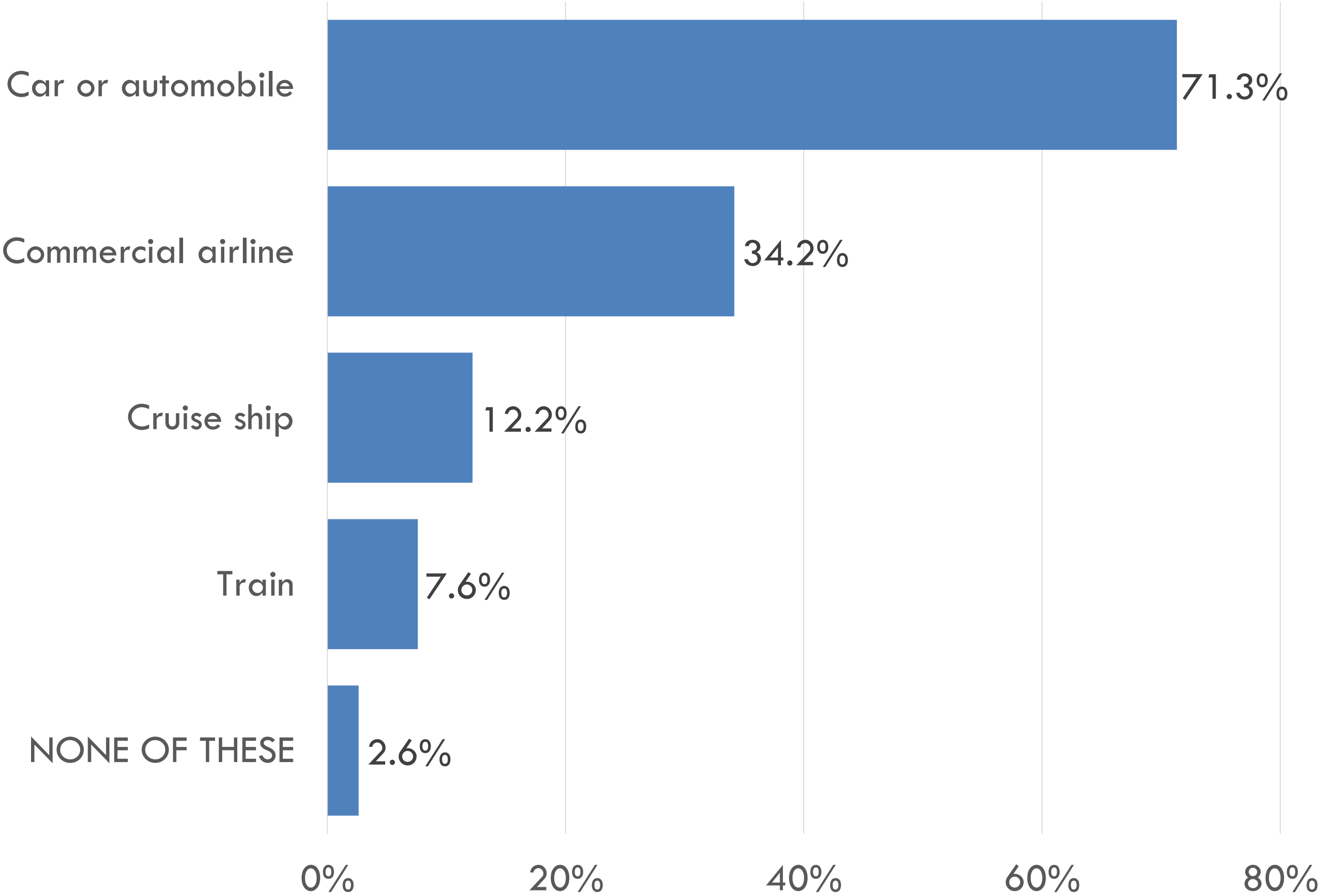
(Base: Waves 59 data. All respondents expecting to take a summer leisure trip, 880 completed surveys. Data collected April 23-25, 2021)



METHOD OF TRANSPORTATION (SUMMER TRIPS)

Question: Which modes of transportation will you use on your summer travels?
(Select all that apply)

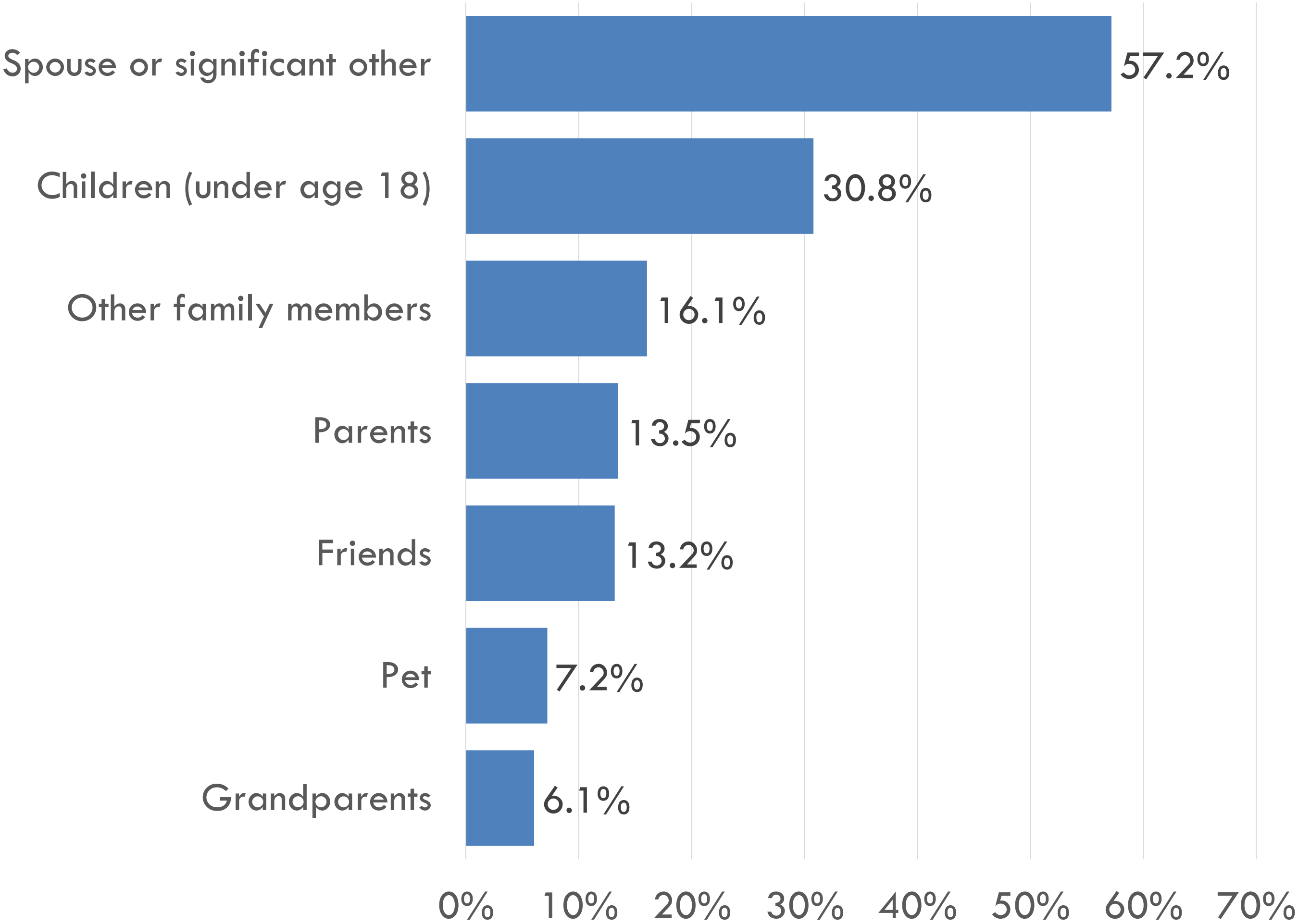
(Base: Waves 59 data. All respondents expecting to take a summer leisure trip, 880 completed surveys.
Data collected April 23-25, 2021)



TRAVEL COMPANIONS (SUMMER TRIPS)

Question: Who will you be traveling with on any of your summer leisure trips?
Please select all that apply.

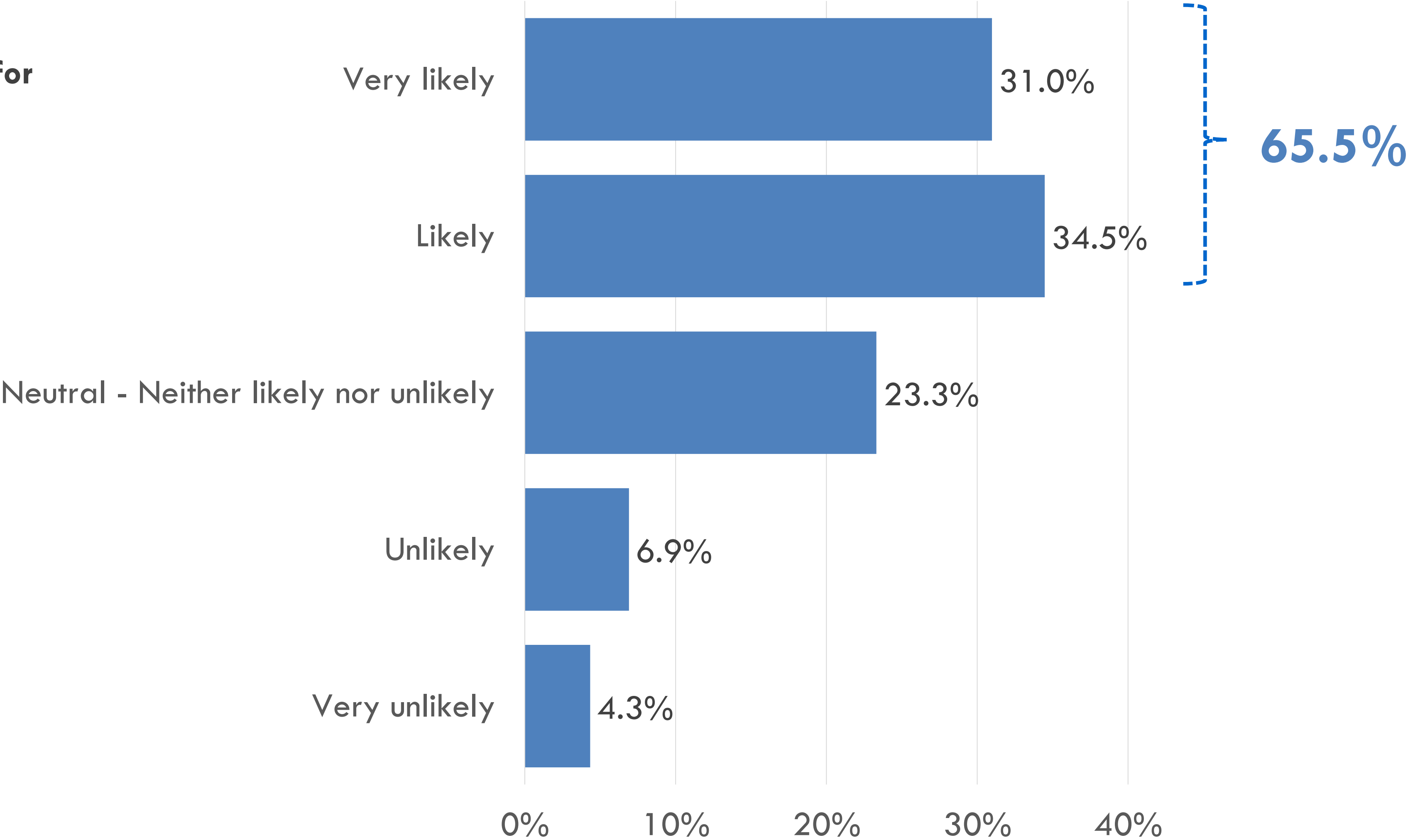
(Base: Waves 59 data. All respondents expecting to take a summer leisure trip, 880 completed surveys. Data collected April 23-25, 2021)



ACTIVELY LOOKING FOR DISCOUNTS AND DEALS

Question: How likely will you be to actively look for discounts and deals for your travel this summer? (Select one)

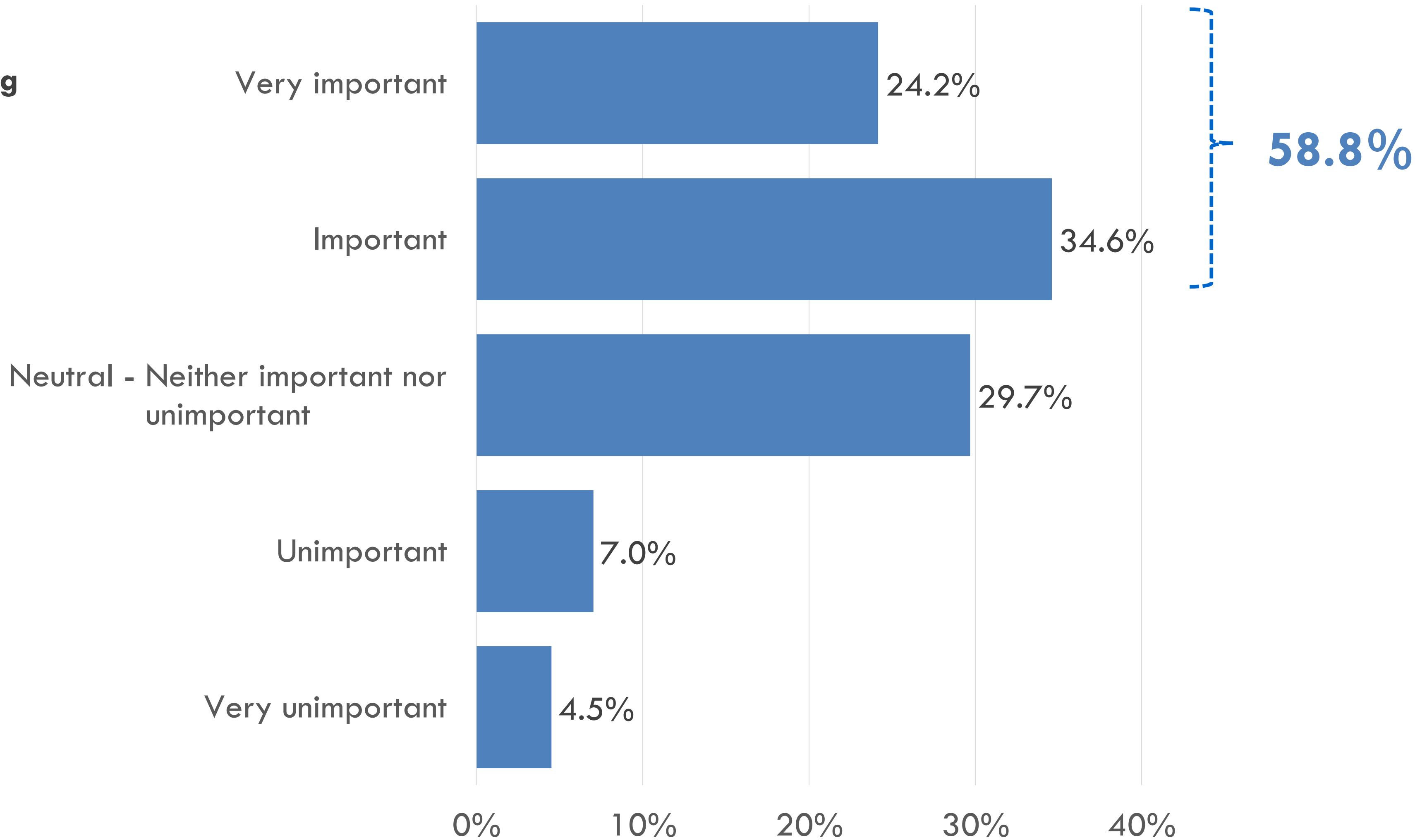
(Base: Waves 59 data. All respondents expecting to take a summer leisure trip, 880 completed surveys. Data collected April 23-25, 2021)



IMPORTANCE OF DEALS AND DISCOUNTS

Question: How important will deals and/or discounts be to you in planning your summer travel? (Select one)

(Base: Waves 59 data. All respondents expecting to take a summer leisure trip, 880 completed surveys. Data collected April 23-25, 2021)

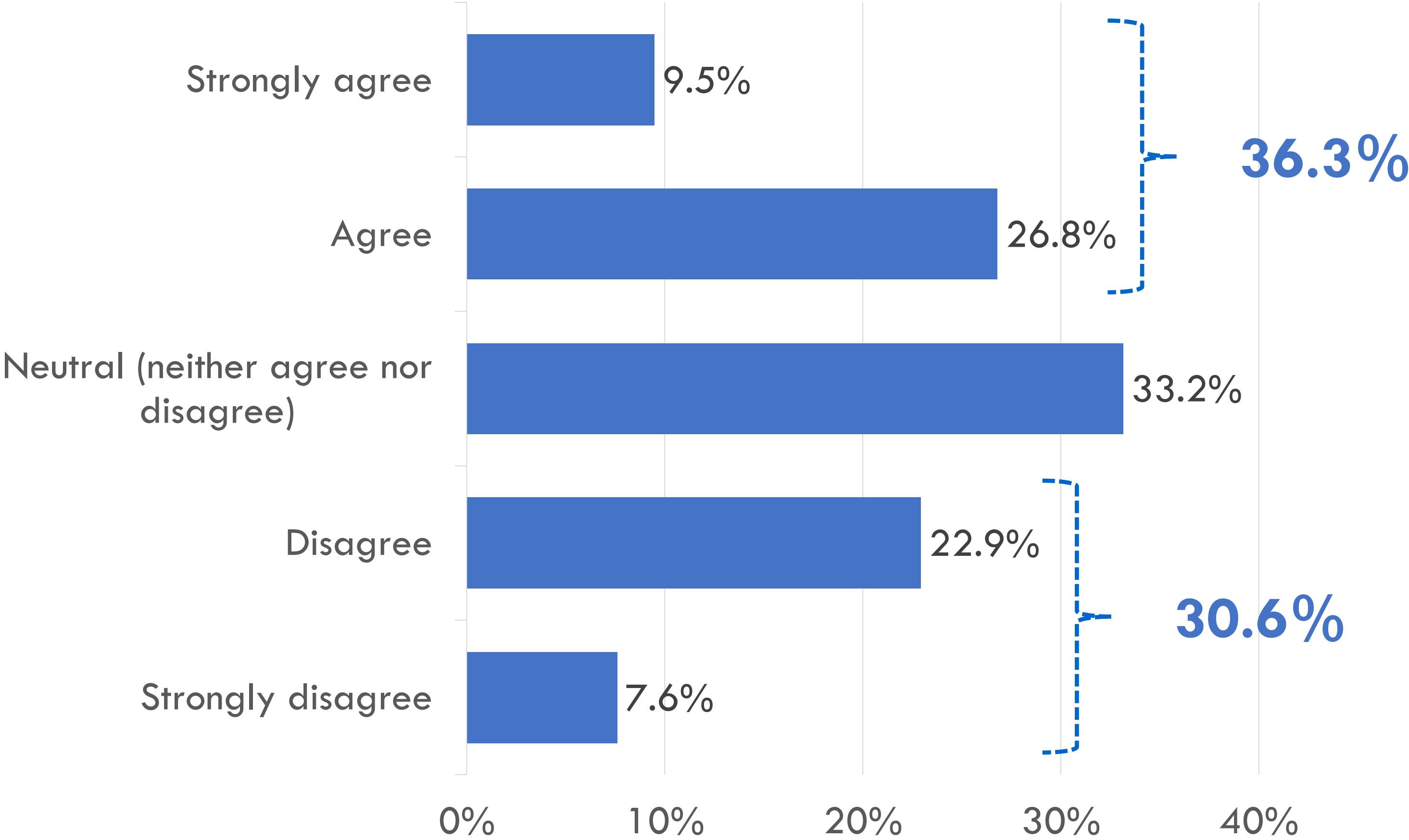


EXPECTATION THAT TRAVEL PRICES WILL BE LOW THIS SUMMER

How much do you agree with the following statement?

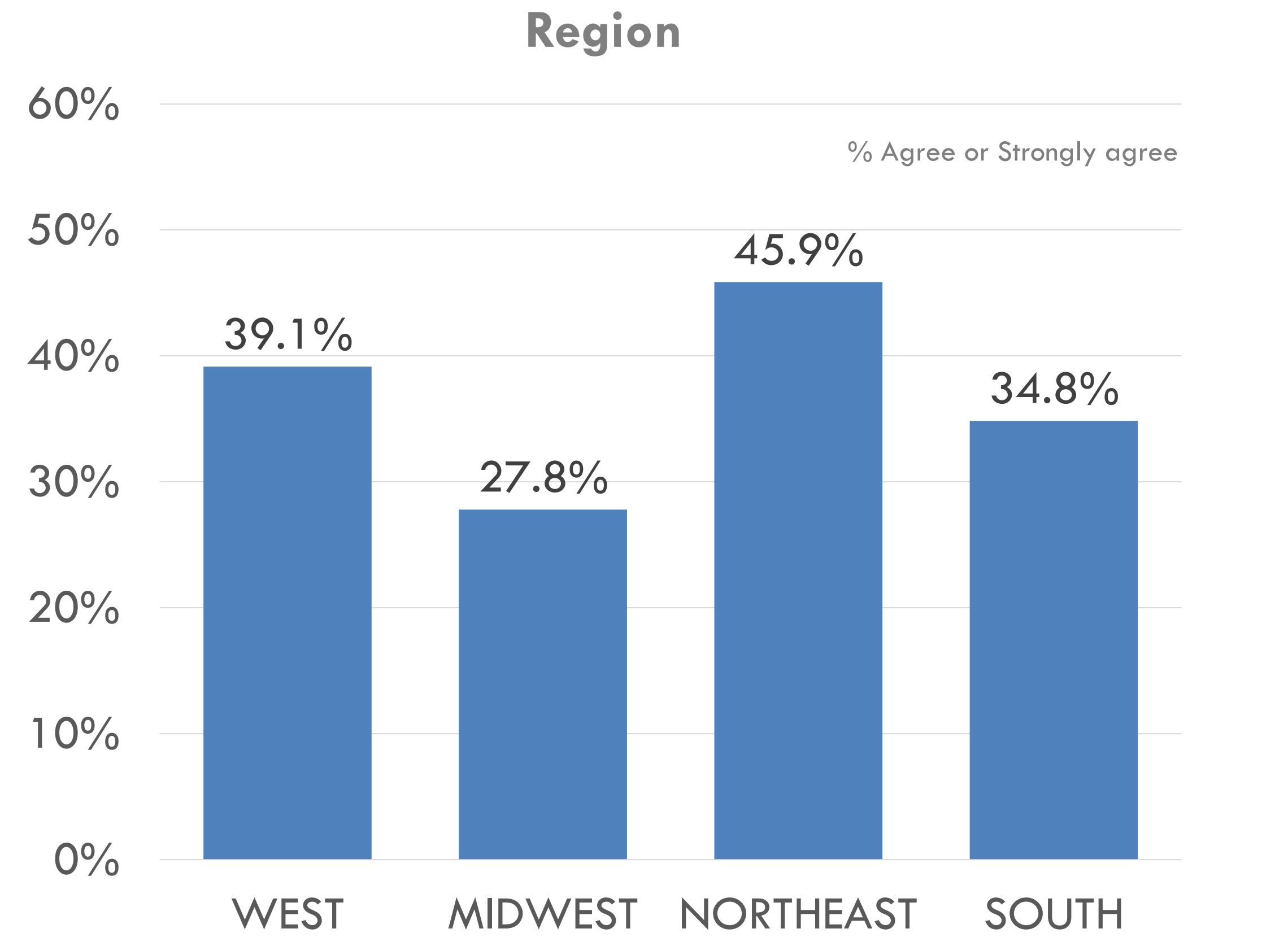
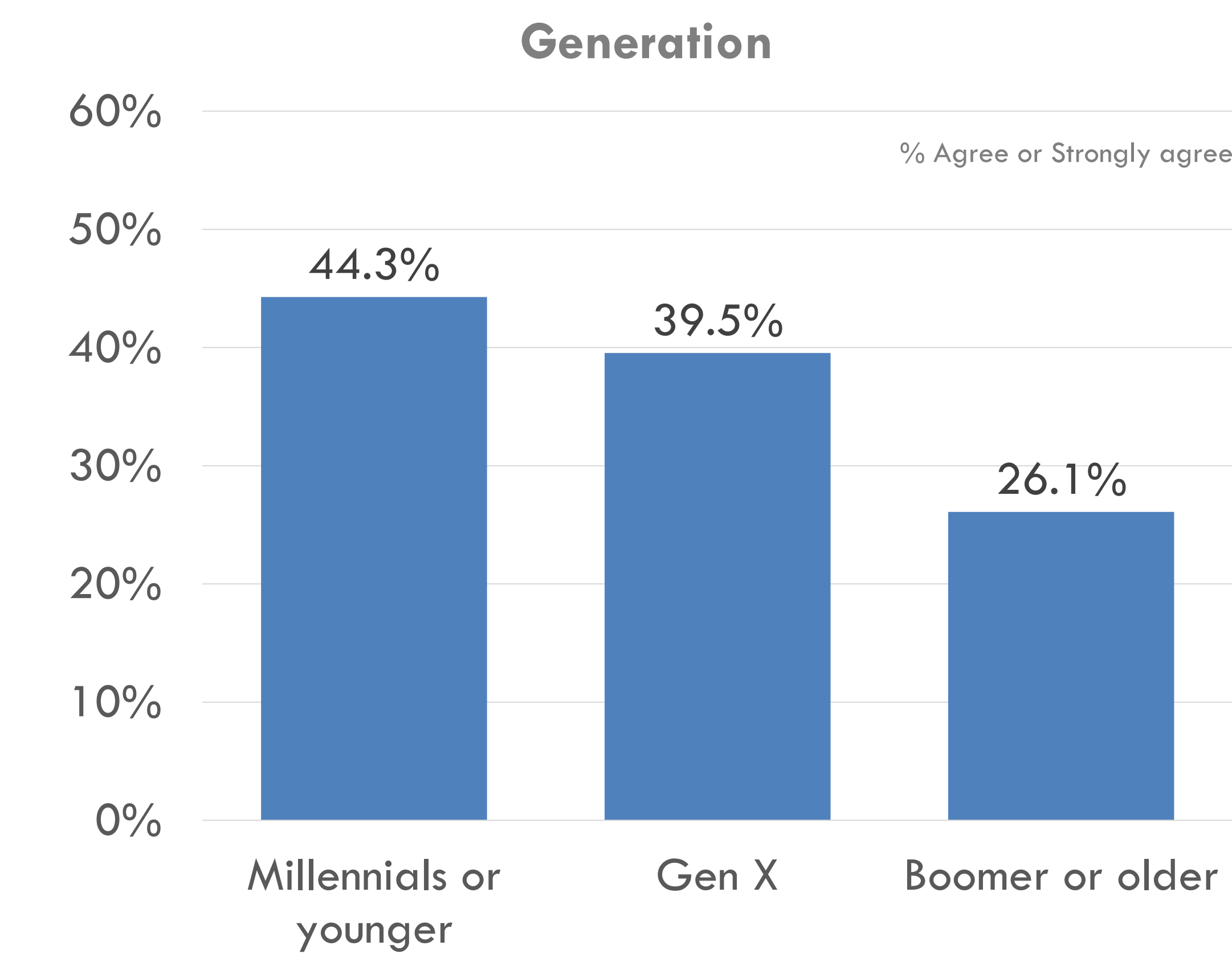
Statement: Travel prices will be low this summer.

(Base: Wave 59 data. All respondents, 1,215 completed surveys. Data collected April 23-25, 2021)



EXPECTATION THAT TRAVEL PRICES WILL BE LOW THIS SUMMER

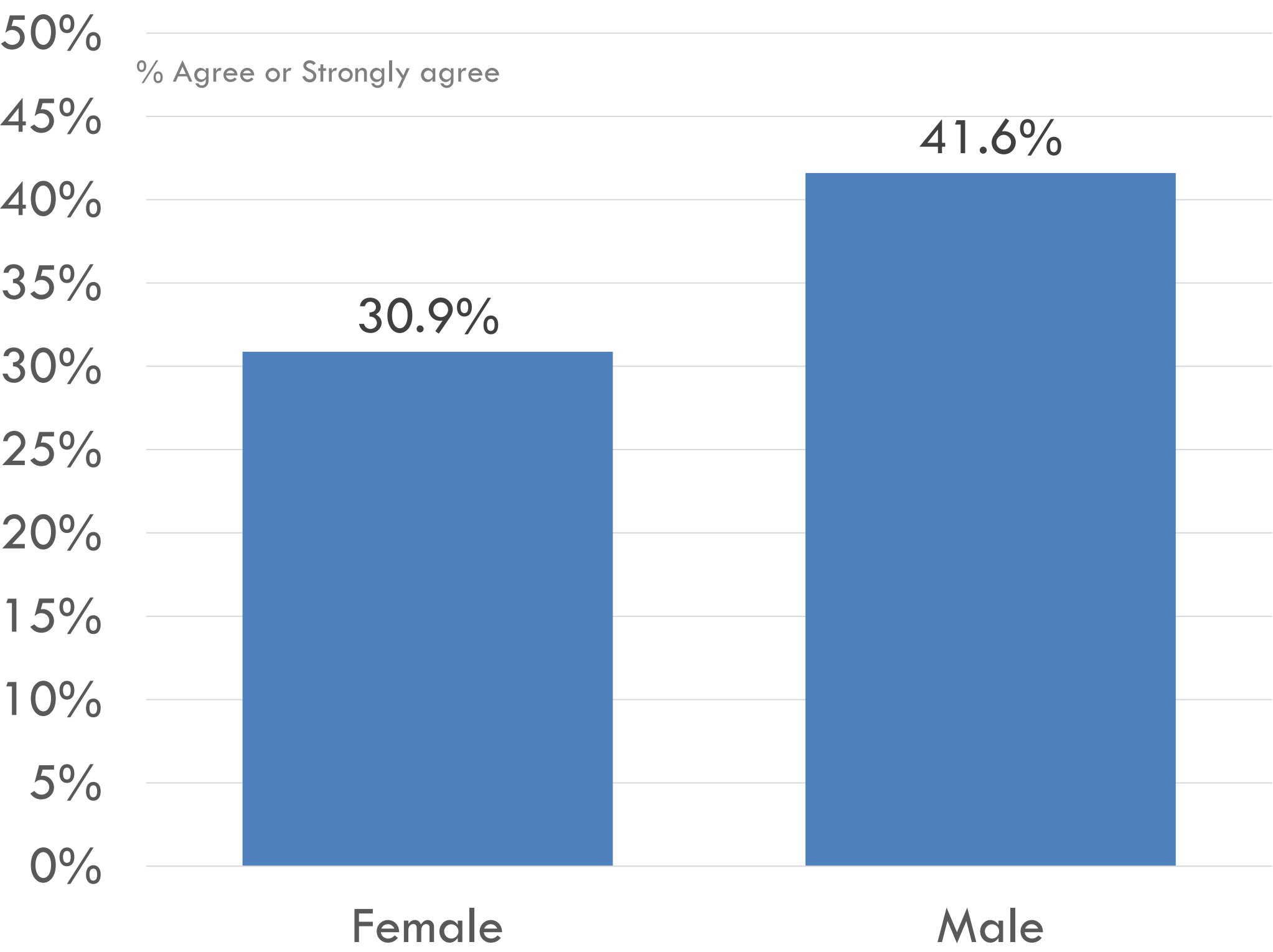
How much do you agree with the following statement? **Statement:** Travel prices will be low this summer.



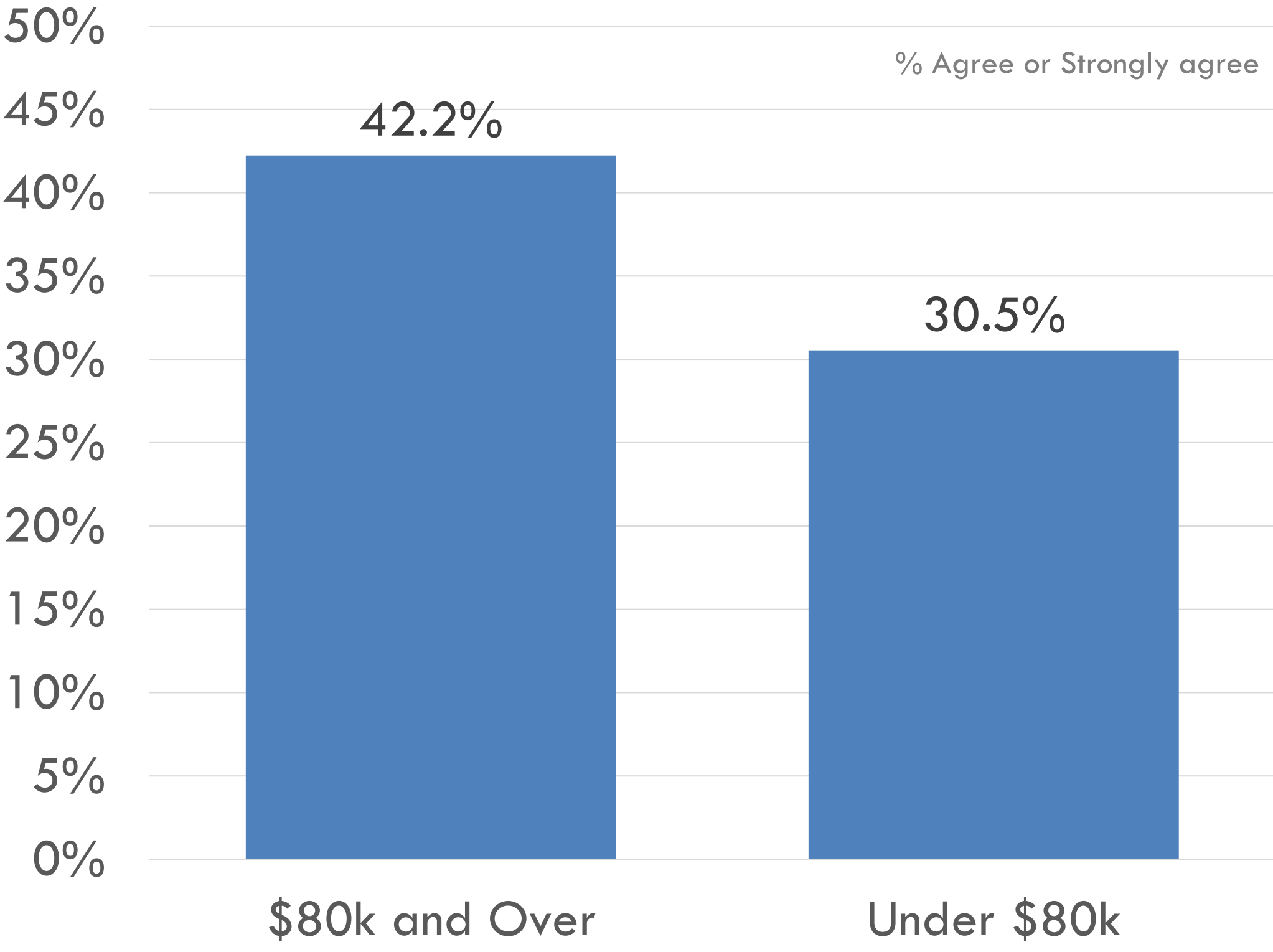
EXPECTATION THAT TRAVEL PRICES WILL BE LOW THIS SUMMER

How much do you agree with the following statement? **Statement:** Travel prices will be low this summer.

Gender



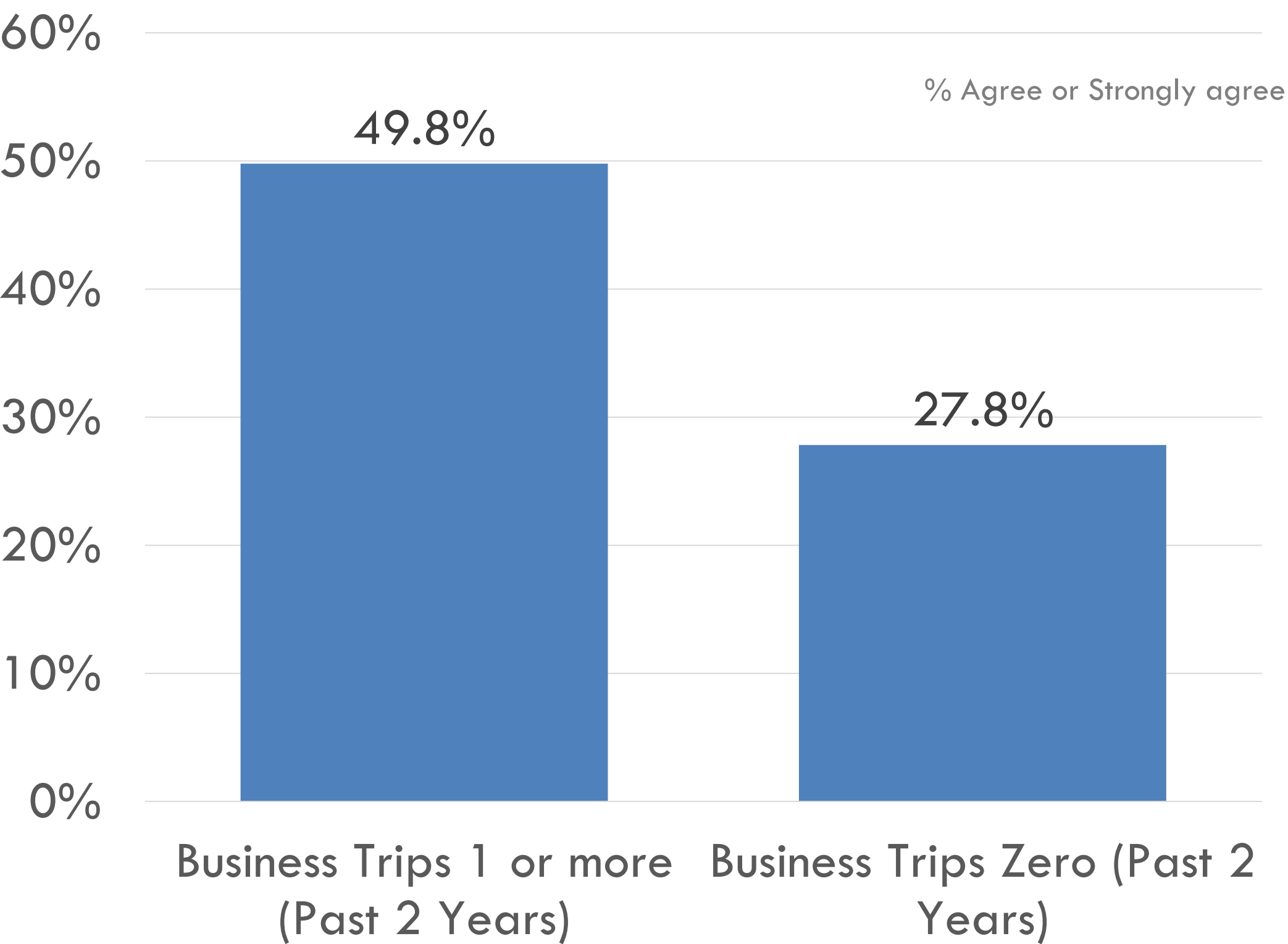
Annual Household Income



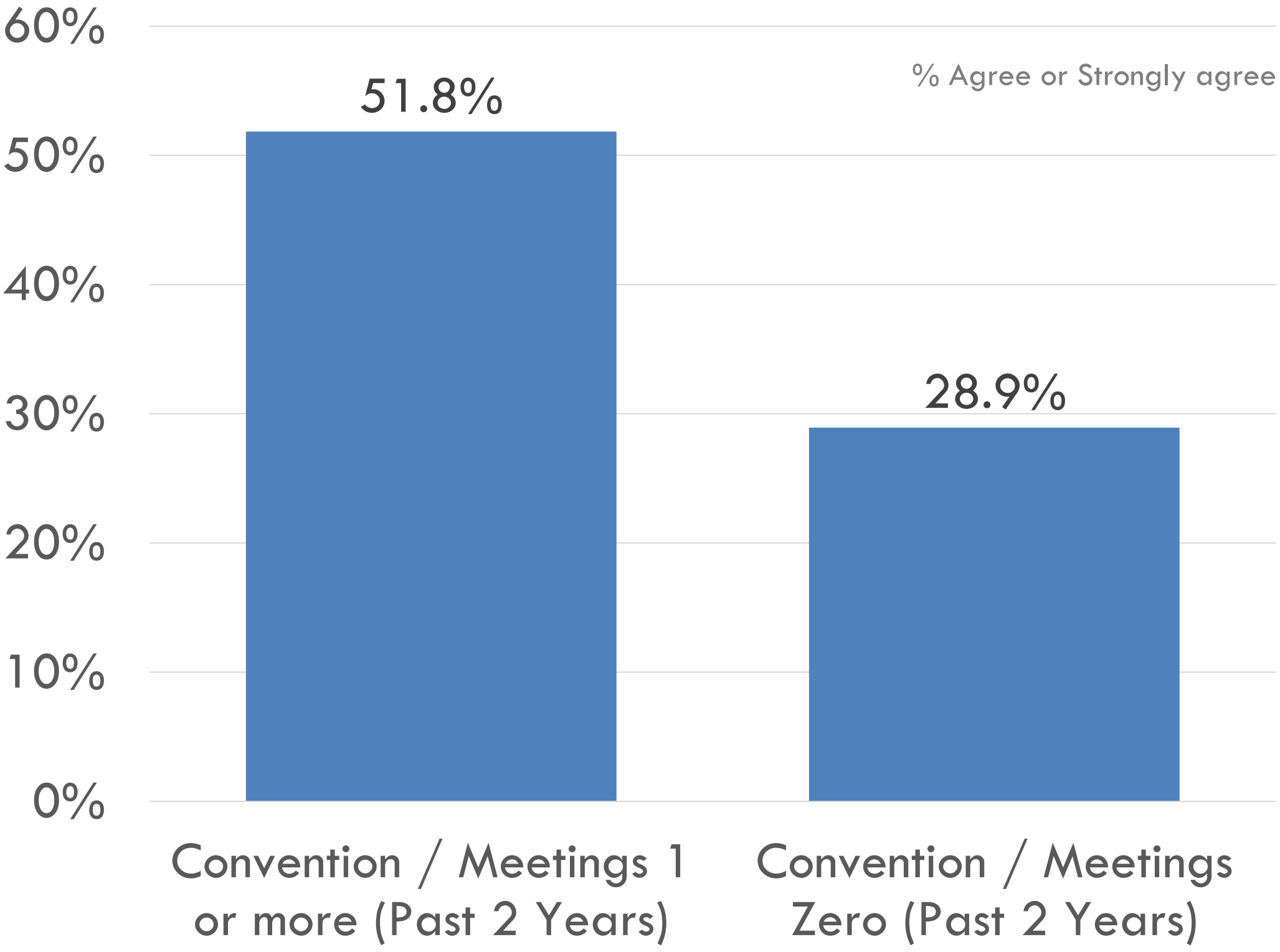
EXPECTATION THAT TRAVEL PRICES WILL BE LOW THIS SUMMER

How much do you agree with the following statement? **Statement:** Travel prices will be low this summer.

Business Travel



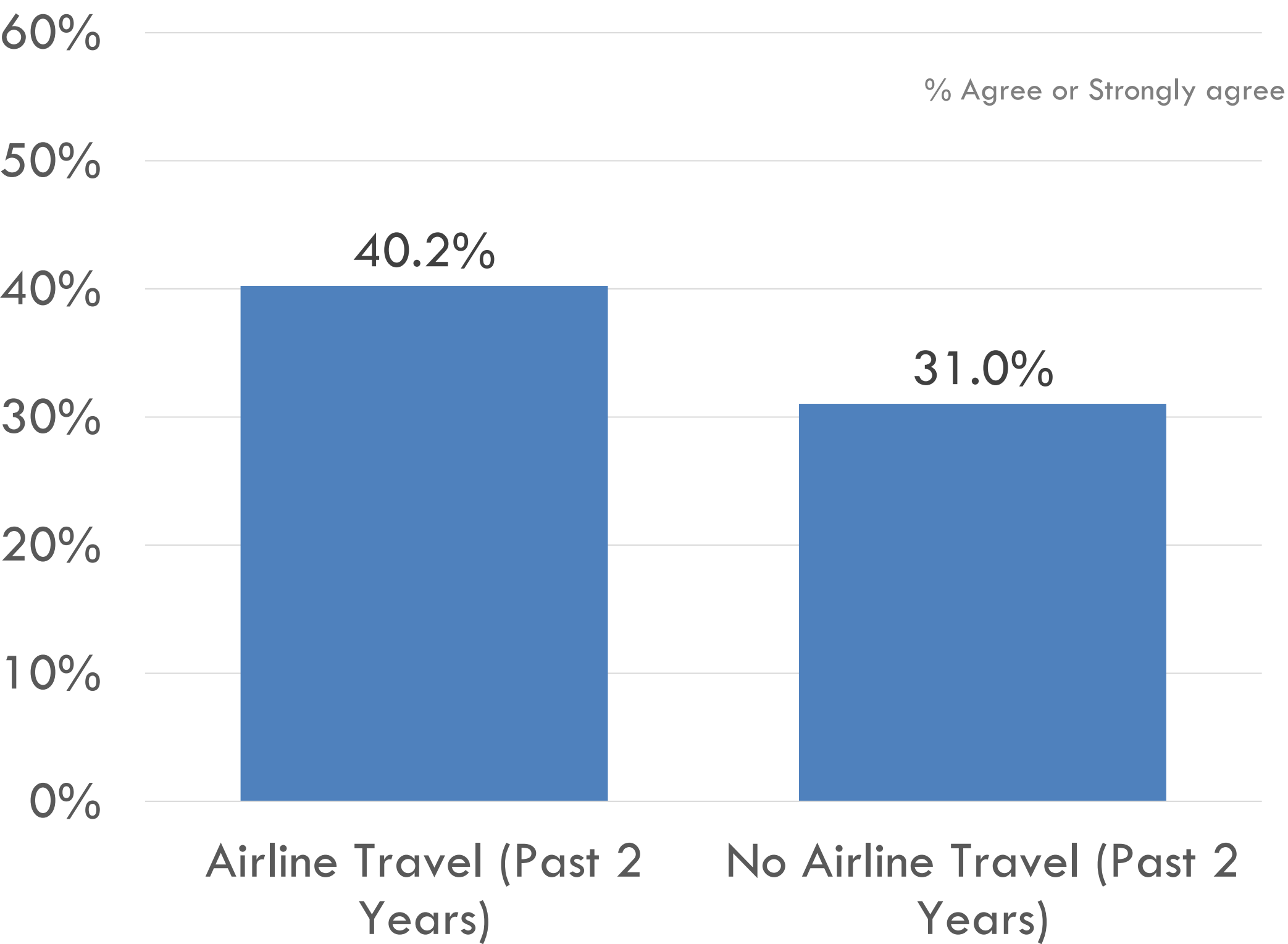
Meetings Travel



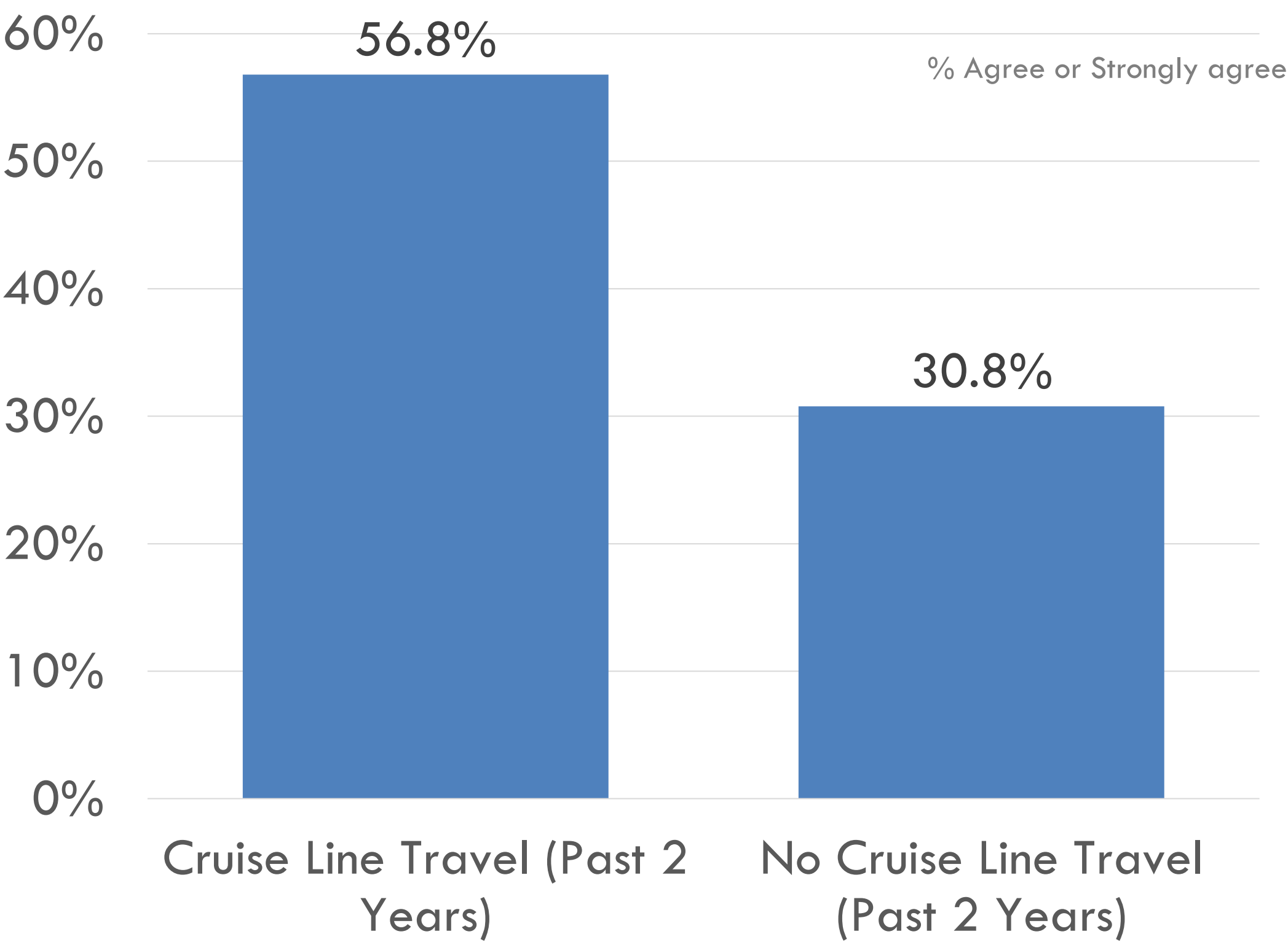
EXPECTATION THAT TRAVEL PRICES WILL BE LOW THIS SUMMER

How much do you agree with the following statement? **Statement:** Travel prices will be low this summer.

Airline Travel



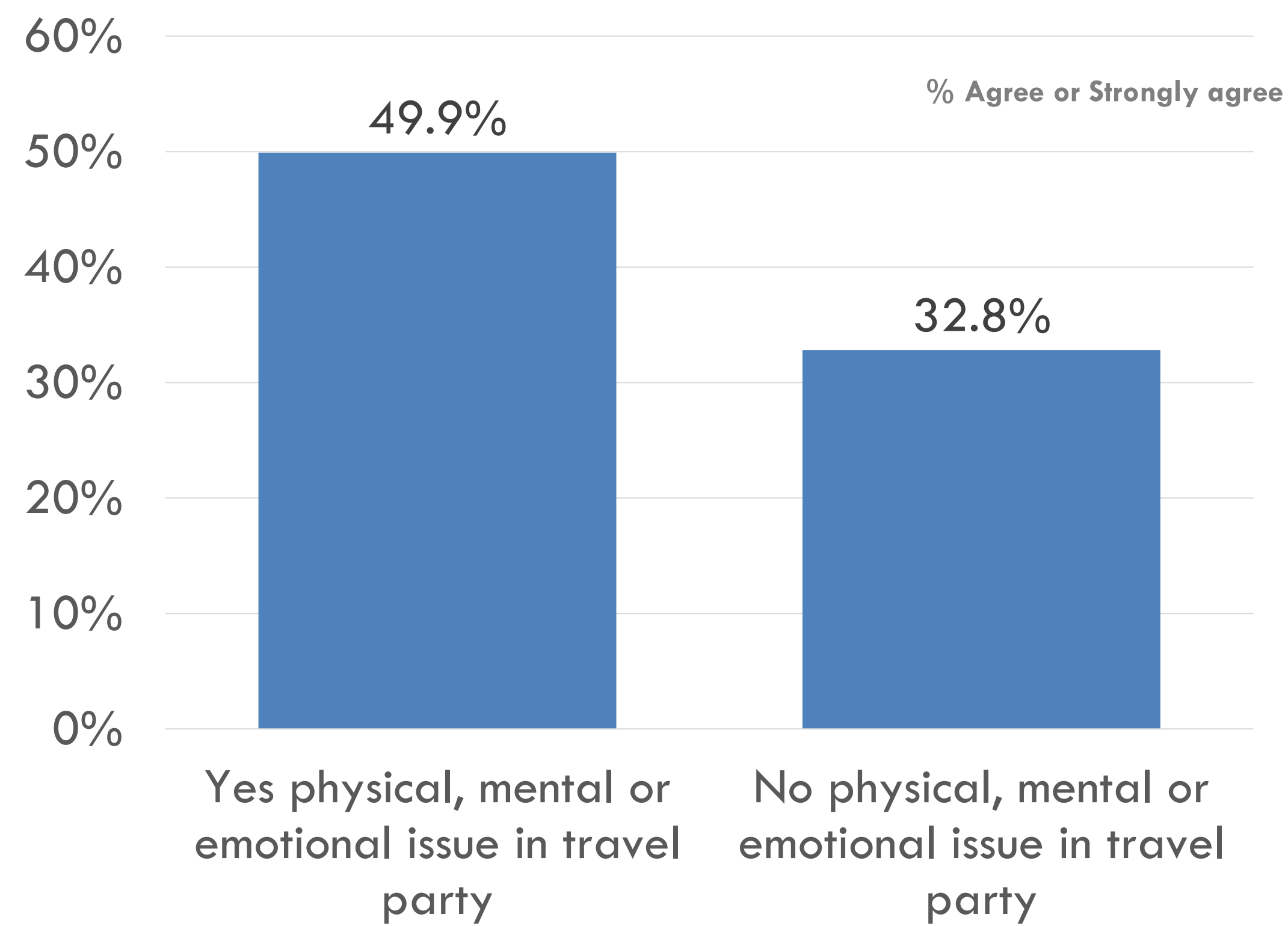
Cruise Travel



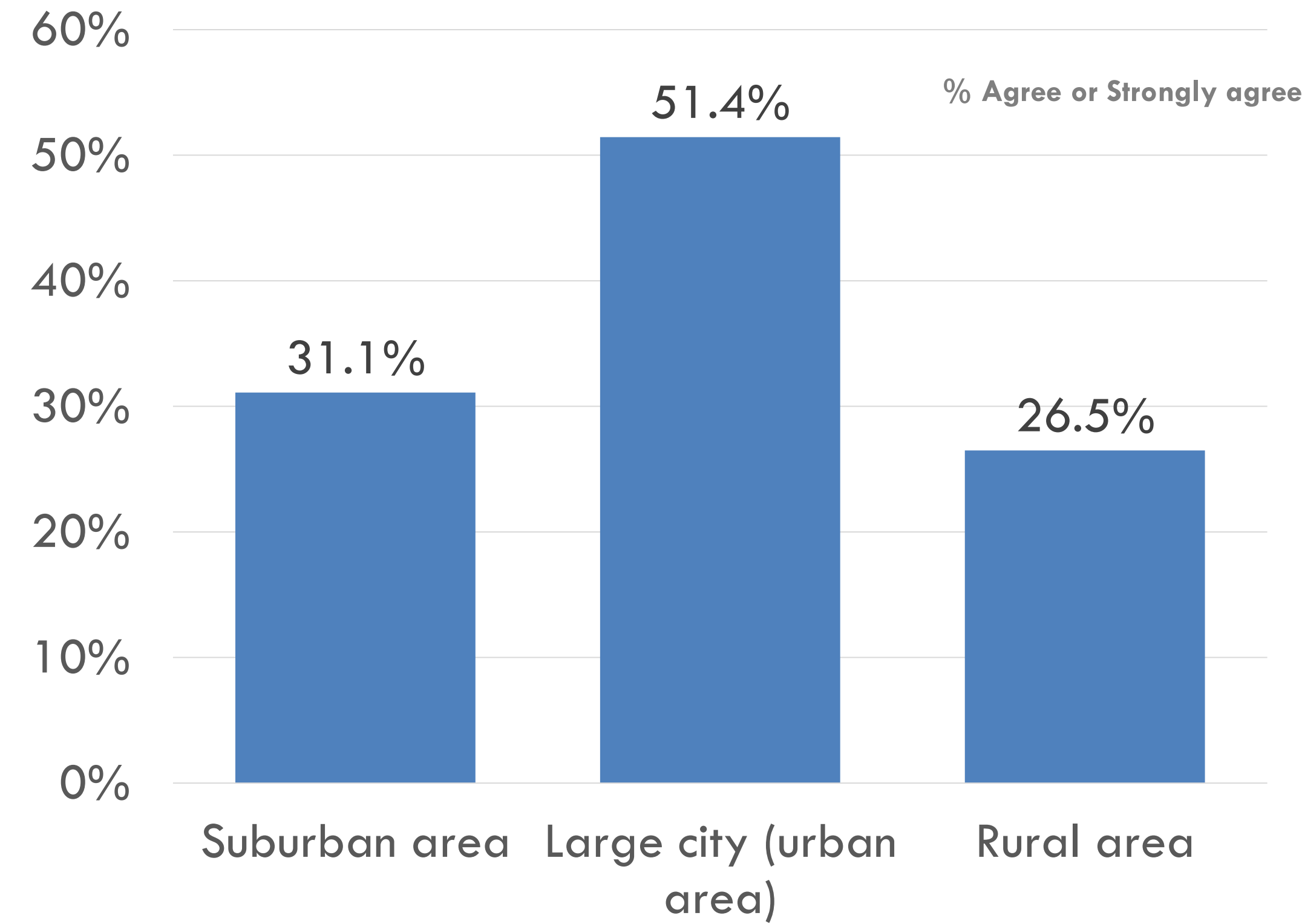
EXPECTATION THAT TRAVEL PRICES WILL BE LOW THIS SUMMER

How much do you agree with the following statement? **Statement:** Travel prices will be low this summer.

Accessibility Status



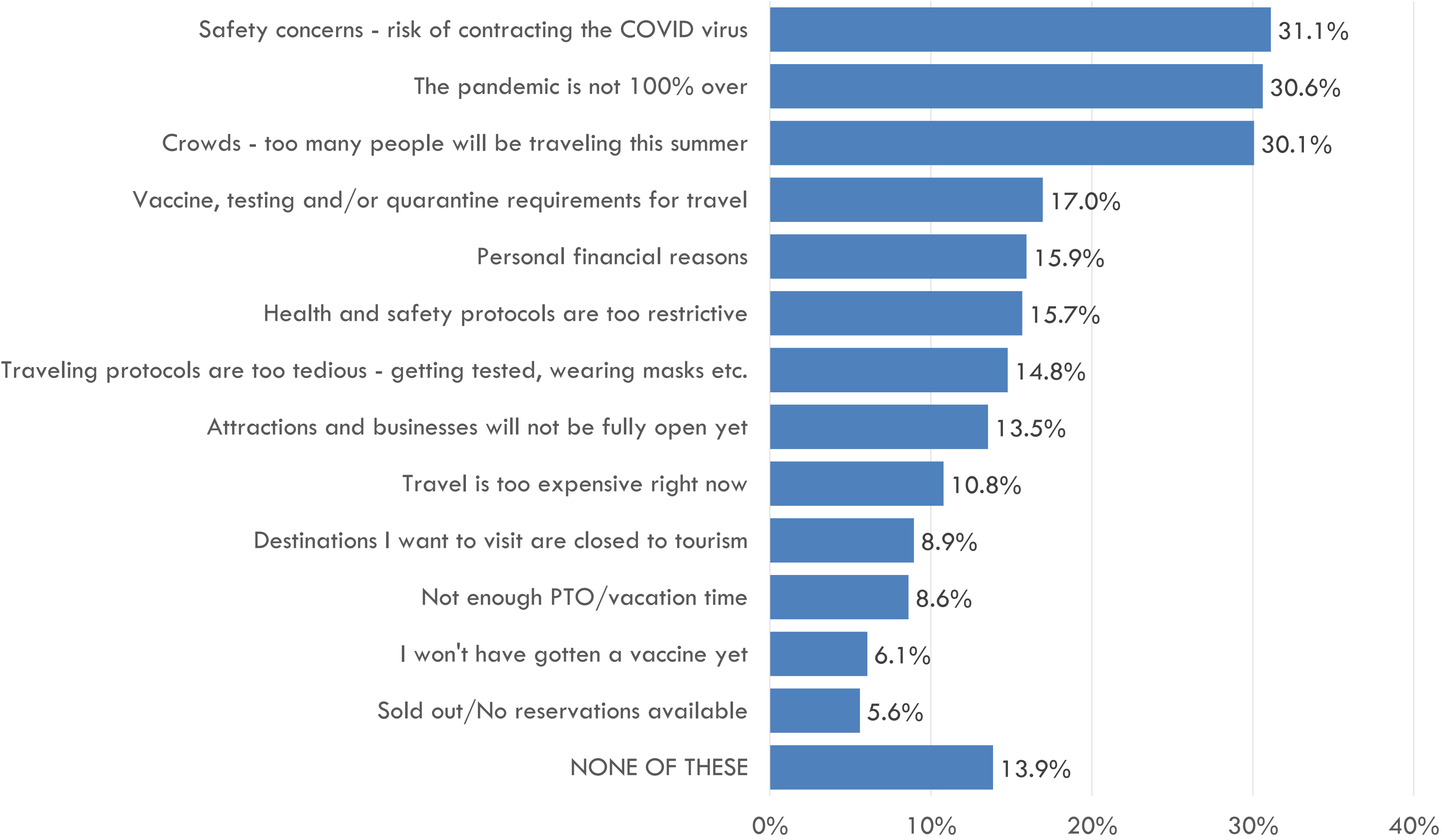
Place of Residence



IMPEDIMENTS TO SUMMER TRAVEL

Question: Which of the following describe your reasons for not taking MORE leisure trips this summer? (Select all that apply)

(Base: Waves 59 data. All respondents, 1,215 completed surveys. Data collected April 23-25, 2021)

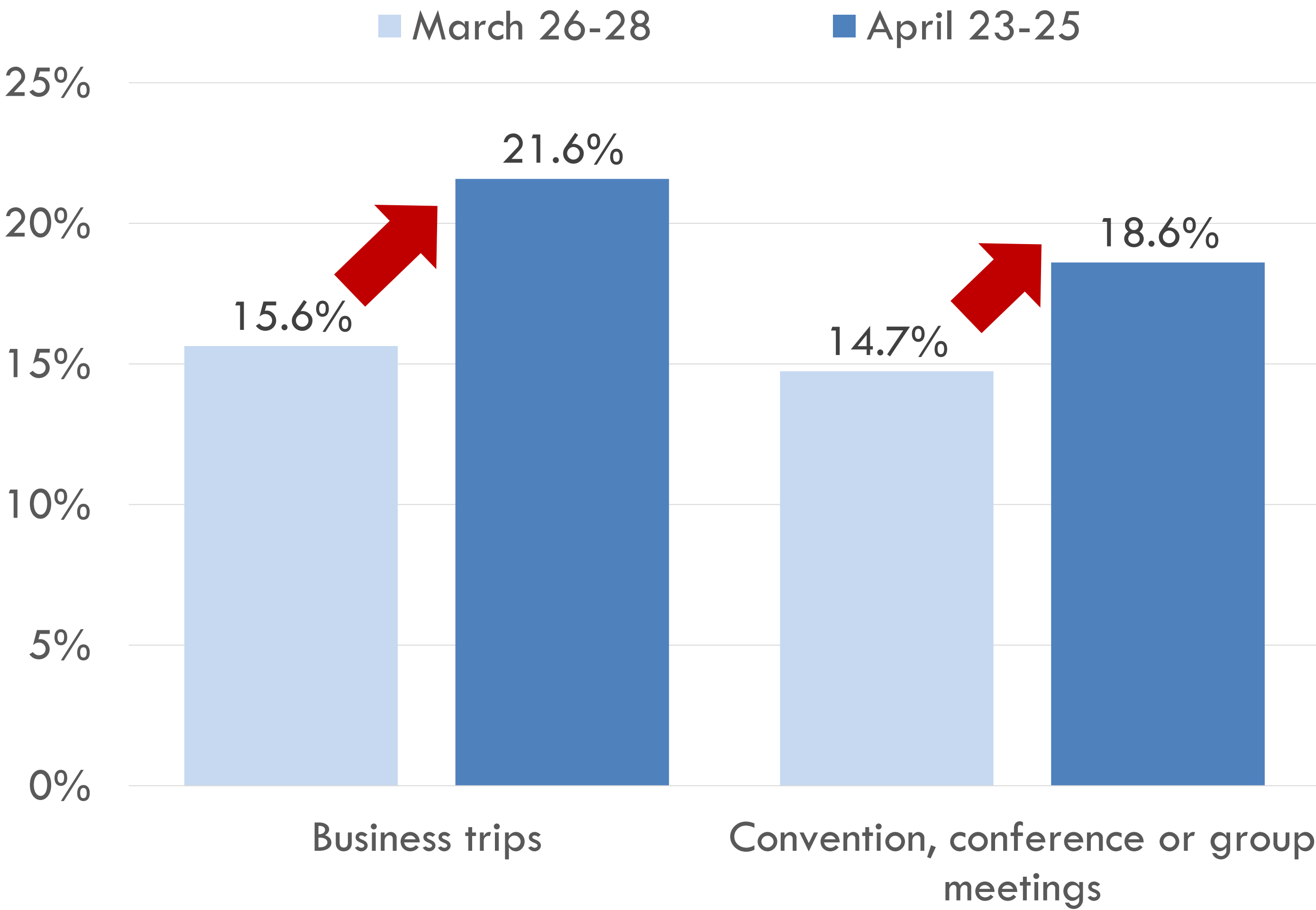


SUMMER BUSINESS AND & GROUP MEETINGS TRAVEL

Question 1: Will you take any trips for business reasons this coming summer?

Question 2: Will you take any trips for conventions, conferences or other group meetings this coming summer?

(Base: Waves 59 data. All respondents expecting to take a summer leisure trip, 880 completed surveys. Data collected April 23-25, 2021)



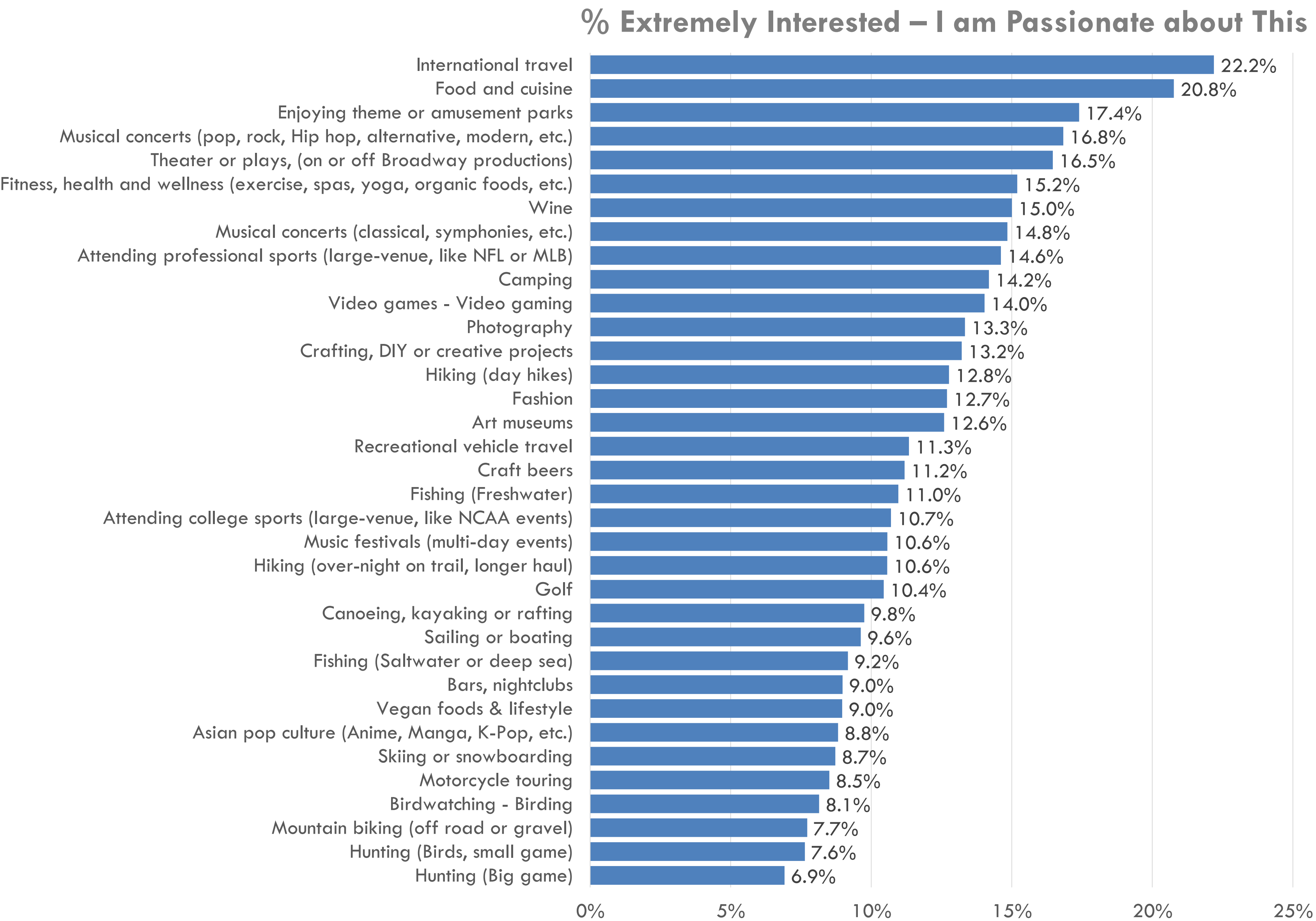


Travelers will be looking for fun, memorable and relaxing vacations this year. Concerns about crowding have diminished significantly over the course of the pandemic.

TRAVEL PASSIONS & HOBBIES

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

(Base: Waves 59 data. All respondents, 1,215 completed surveys. Data collected April 23-25, 2021)

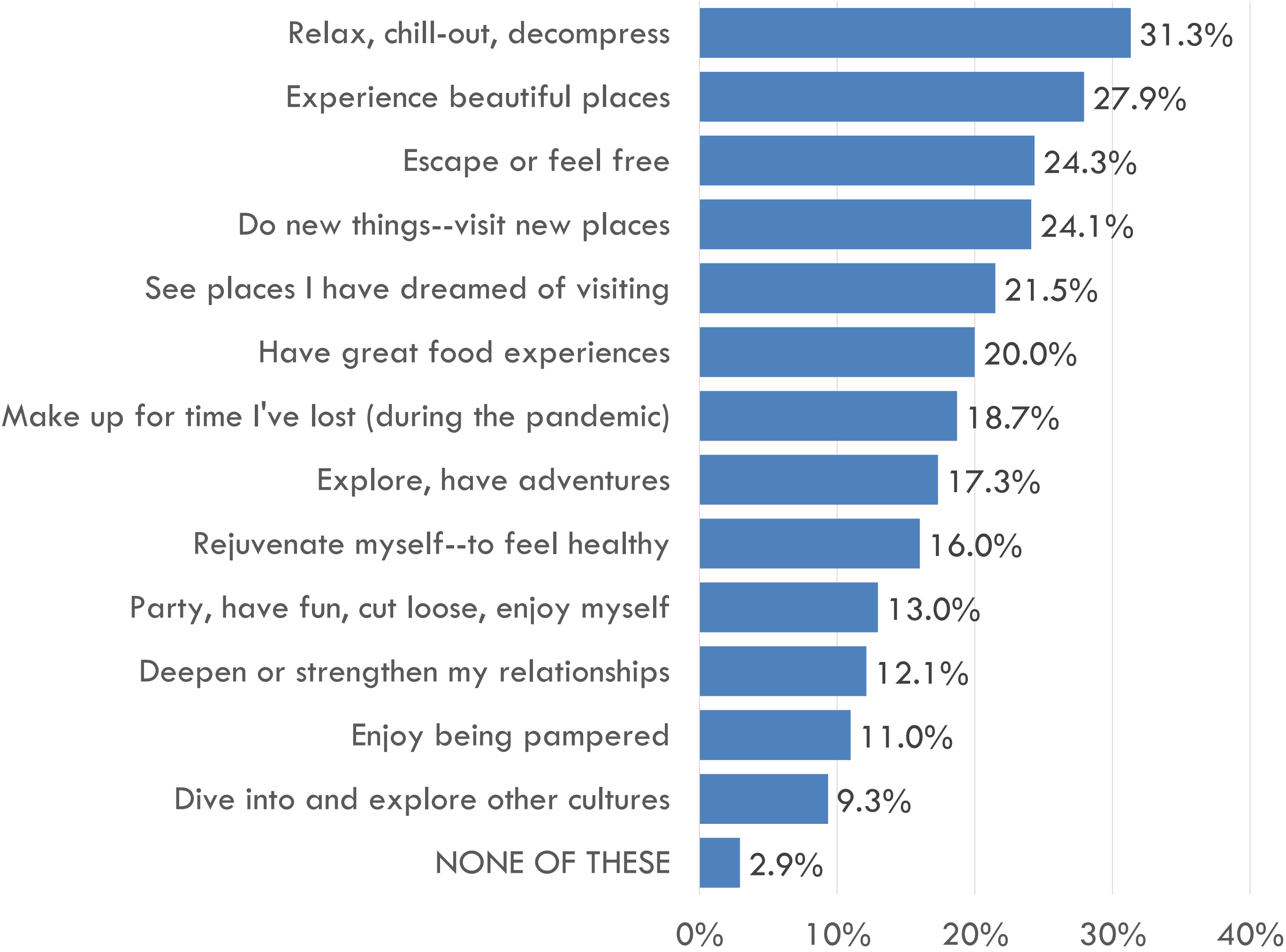


TRAVEL DESIRES FOR THE COMING YEAR

Question: Think about yourself as a traveler this coming year. What do you MOST WANT TO GET OUT OF YOUR TRAVELS? (Select as many as 3 that complete the sentence)

This year I most want to _____ while traveling.

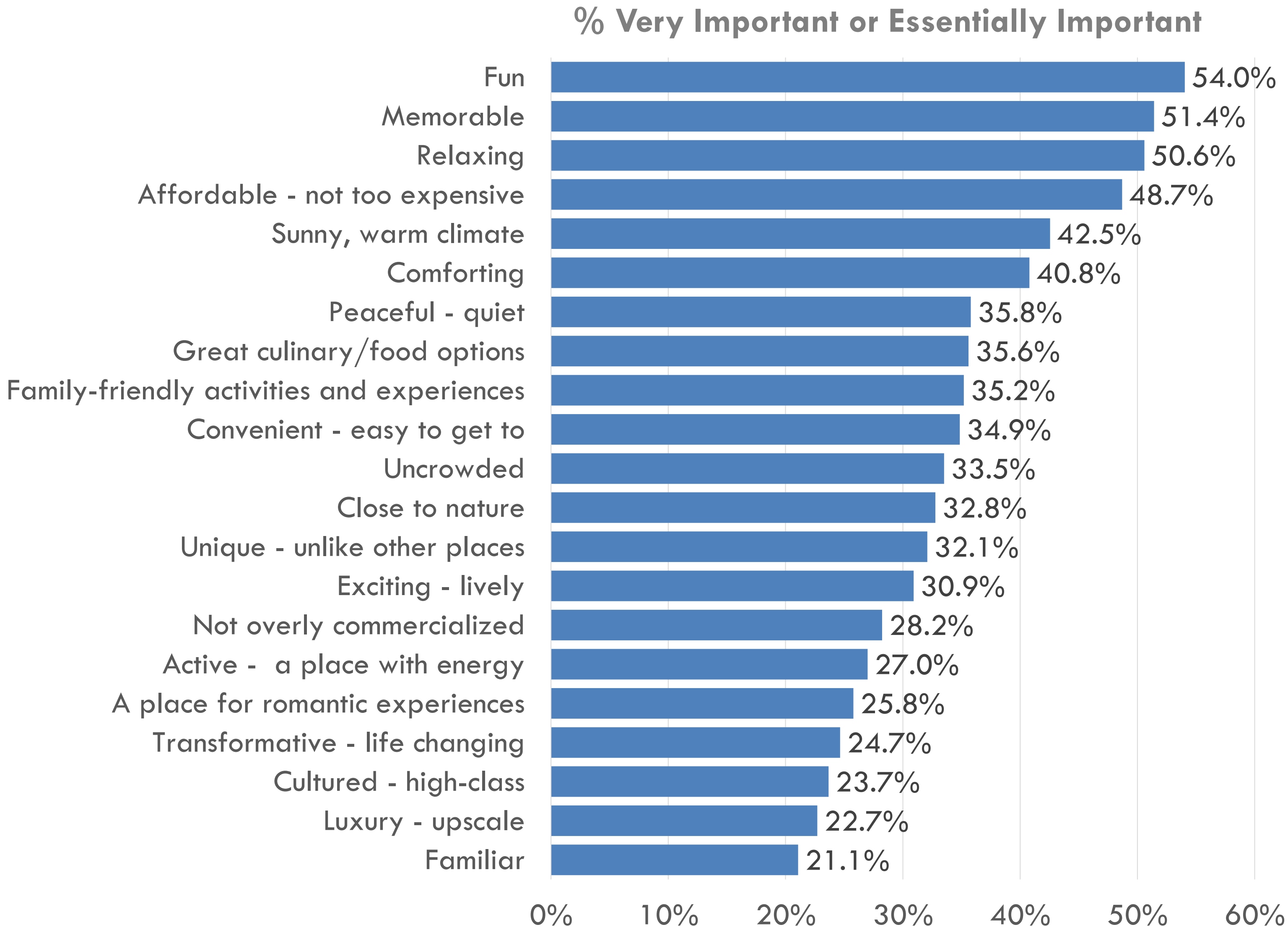
(Base: Waves 59 data. All respondents, 1,215 completed surveys. Data collected April 23-25, 2021)



DESIRED DESTINATION ATTRIBUTES (NEXT 12 MONTHS)

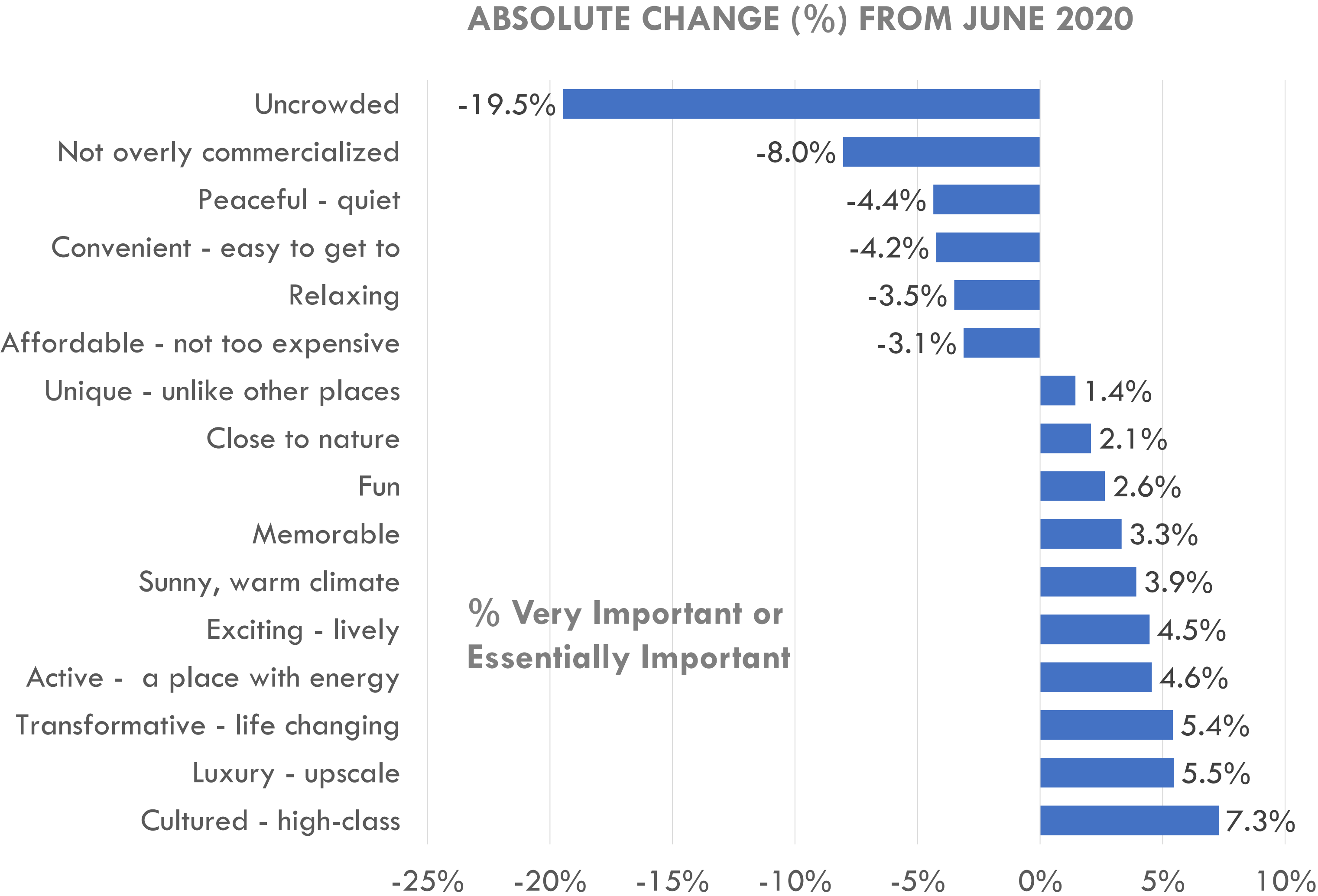
Question: Think about the types of destinations you would most like to visit in the NEXT TWELVE (12) MONTHS. Please tell us how you want the places you visit to be. How important is each attribute?

(Base: Waves 59 data. All respondents, 1,215 completed surveys. Data collected April 23-25, 2021)



DESIRED DESTINATION ATTRIBUTES (NEXT 12 MONTHS)

Question: Think about the types of destinations you would most like to visit in the NEXT TWELVE (12) MONTHS. Please tell us how you want the places you visit to be. How important is each attribute?





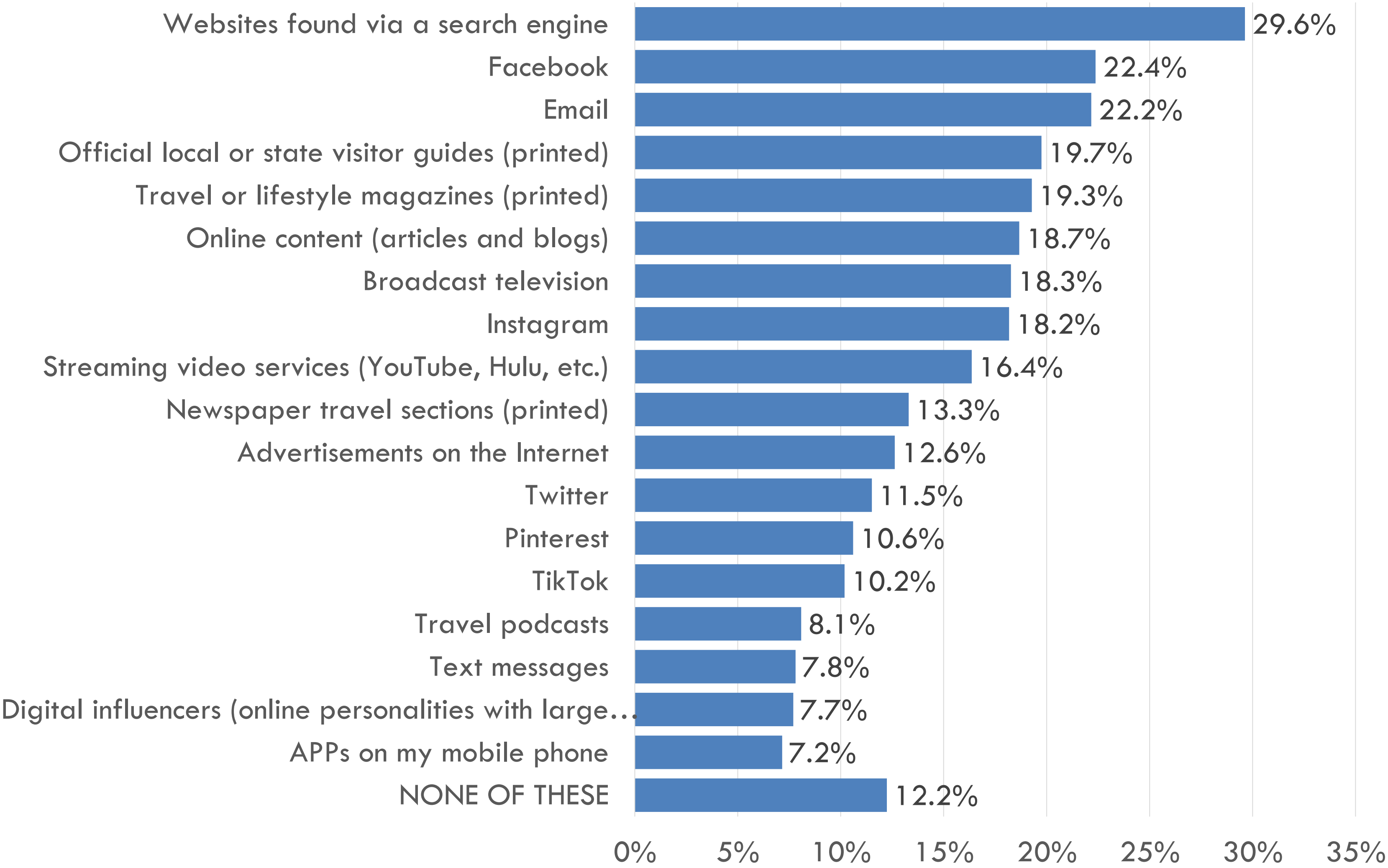
Digital content on Websites, Facebook, Email AND printed assets like Visitor Guides & Travel Magazines will be the best places to reach Americans with travel messaging.

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)

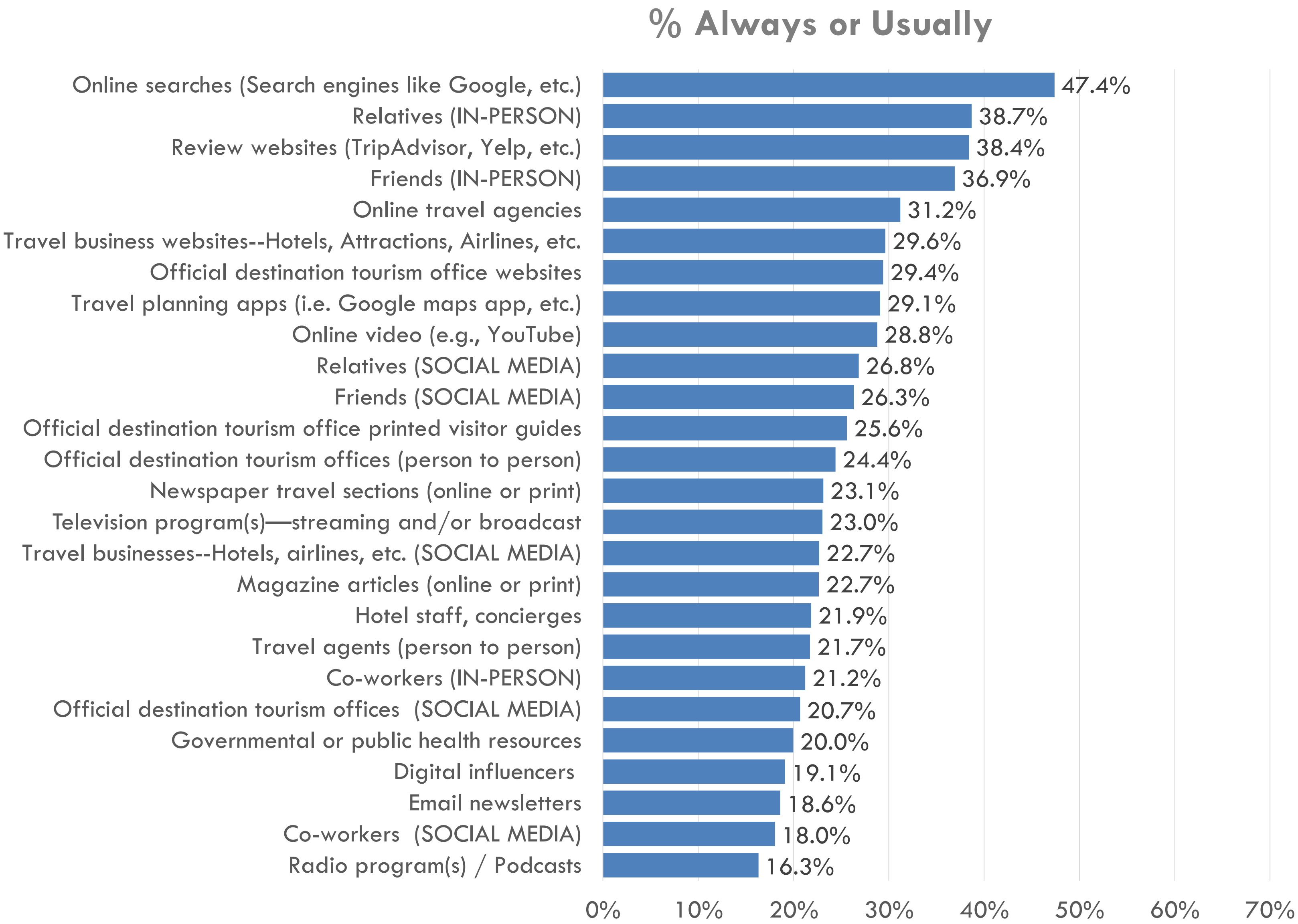
(Base: Waves 59 data. All respondents, 1,215 completed surveys. Data collected April 23-25, 2021)



TRAVEL PLANNING RESOURCES FREQUENTLY USED

Question: How frequently do you generally use the following to help plan your leisure trips?

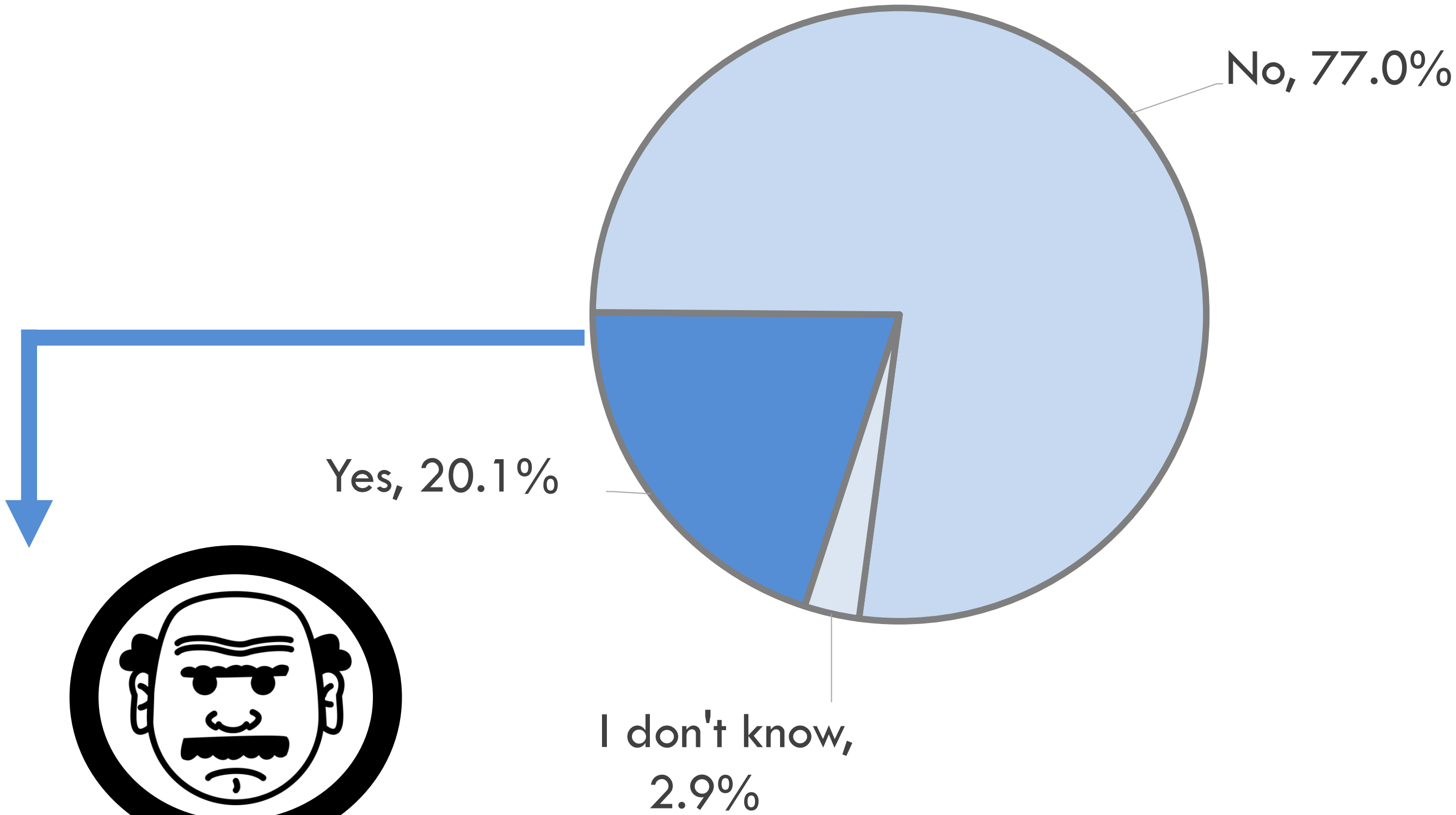
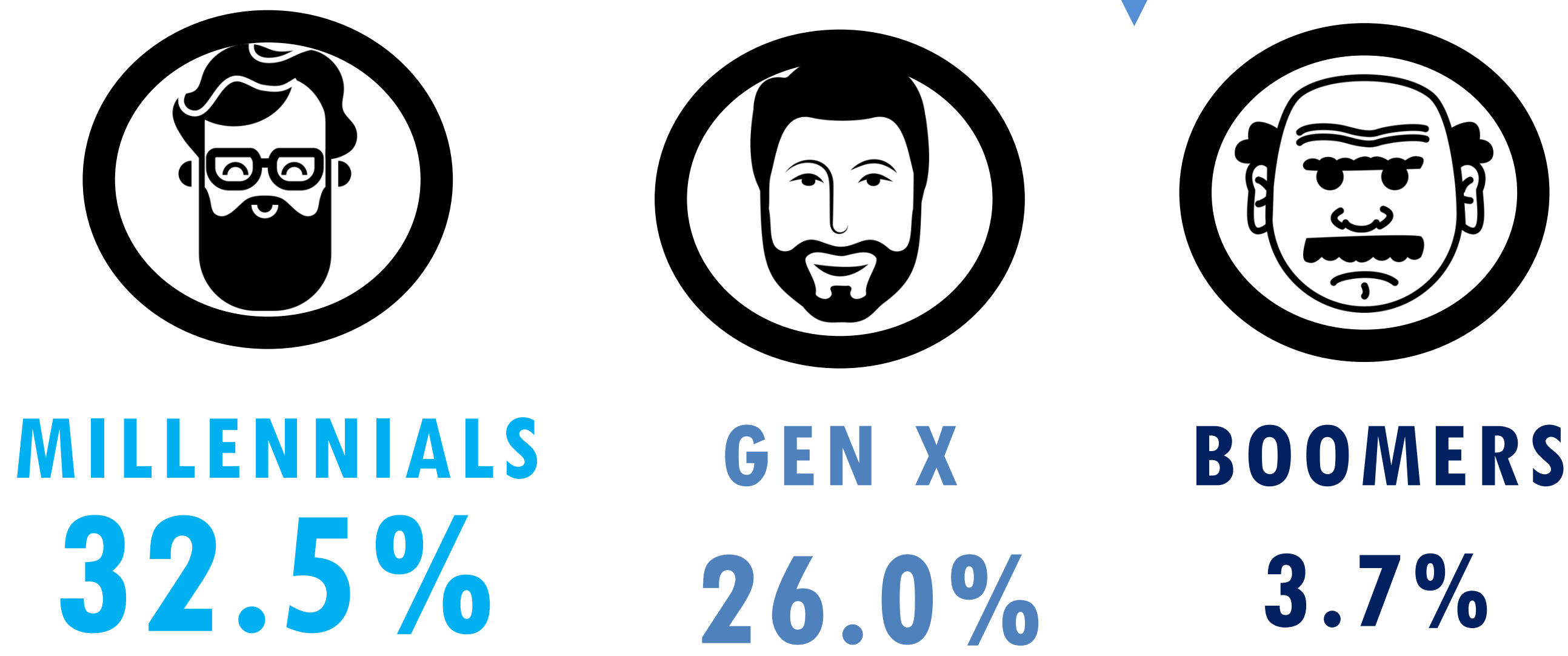
(Base: Waves 59 data. All respondents, 1,215 completed surveys. Data collected April 23-25, 2021)



USE OF DIGITAL INFLUENCERS

Question: In the PAST TWO (2) YEARS, have you used the opinions of a DIGITAL INFLUENCER to help plan or get ideas on where to travel for leisure?

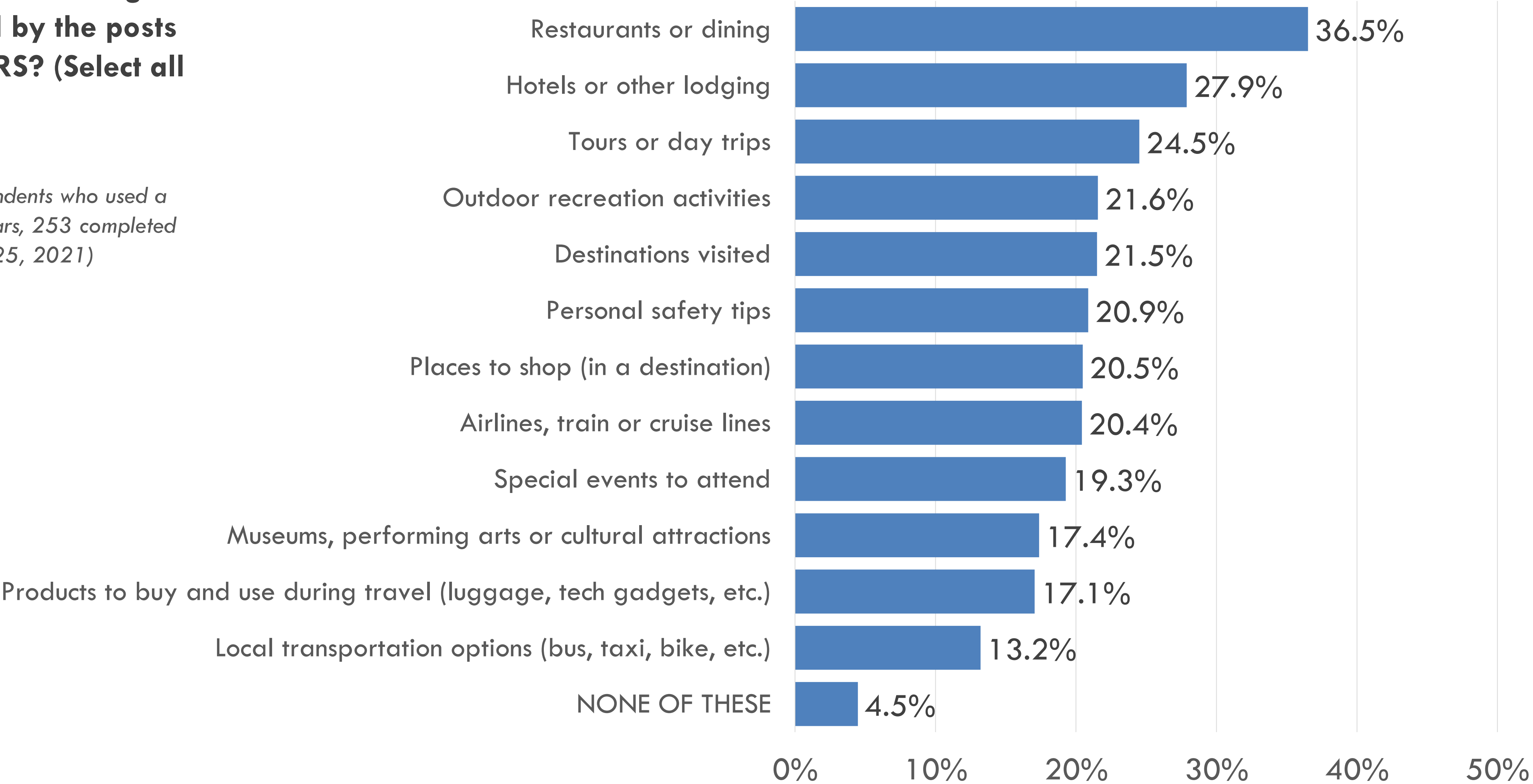
(Base: Waves 59 data. All respondents, 1,215 completed surveys. Data collected April 23-25, 2021)



DIGITAL INFLUENCERS: DECISIONS IMPACTED

Question: Which of the following decisions were affected by the posts of DIGITAL INFLUENCERS? (Select all that apply)

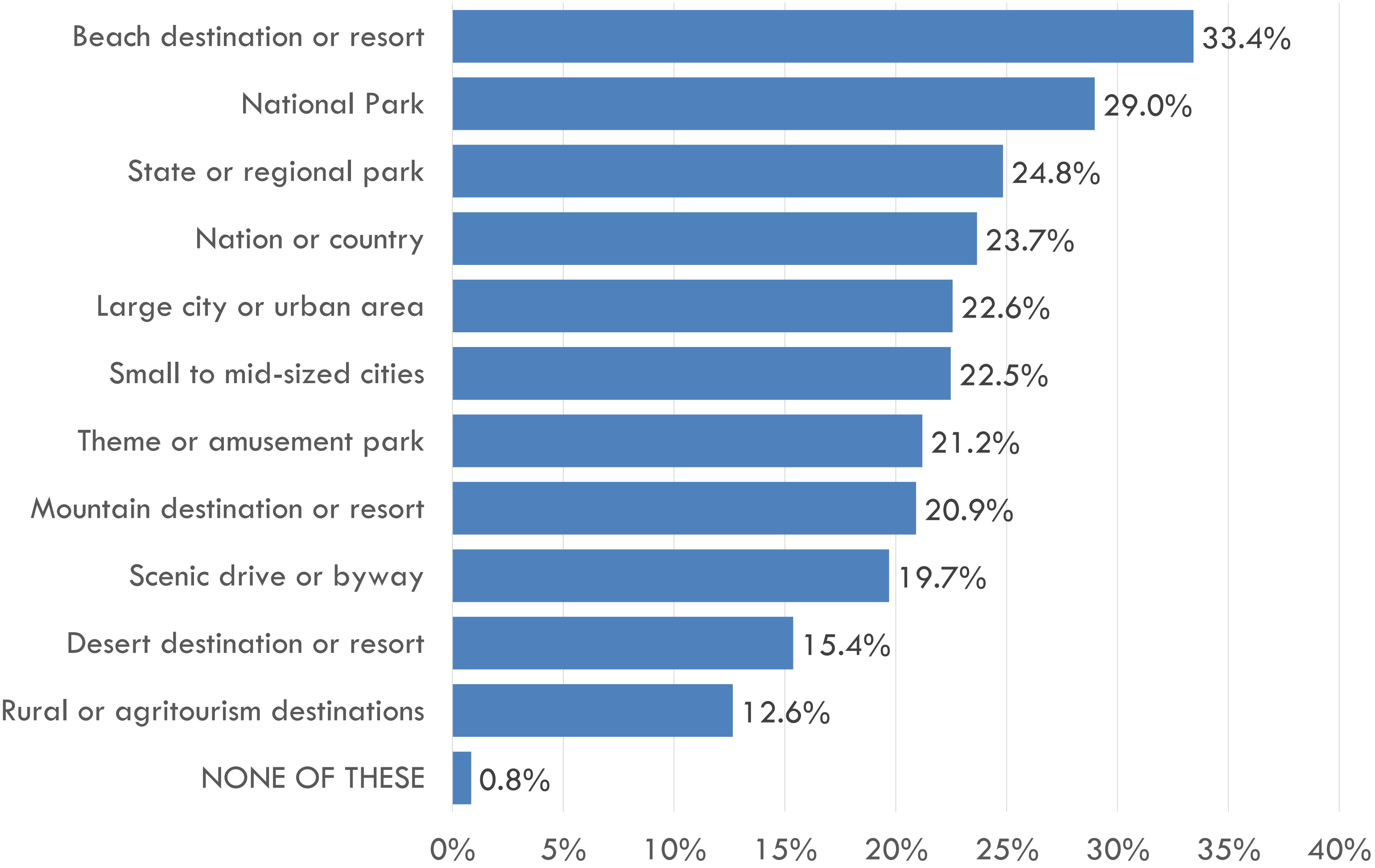
(Base: Waves 59 data. All respondents who used a digital influencer in the past 2 years, 253 completed surveys. Data collected April 23-25, 2021)



DIGITAL INFLUENCERS: DESTINATION TYPES IMPACTED

Question: Which of the following types of places or destinations did **DIGITAL INFLUENCERS** inspire you to visit?

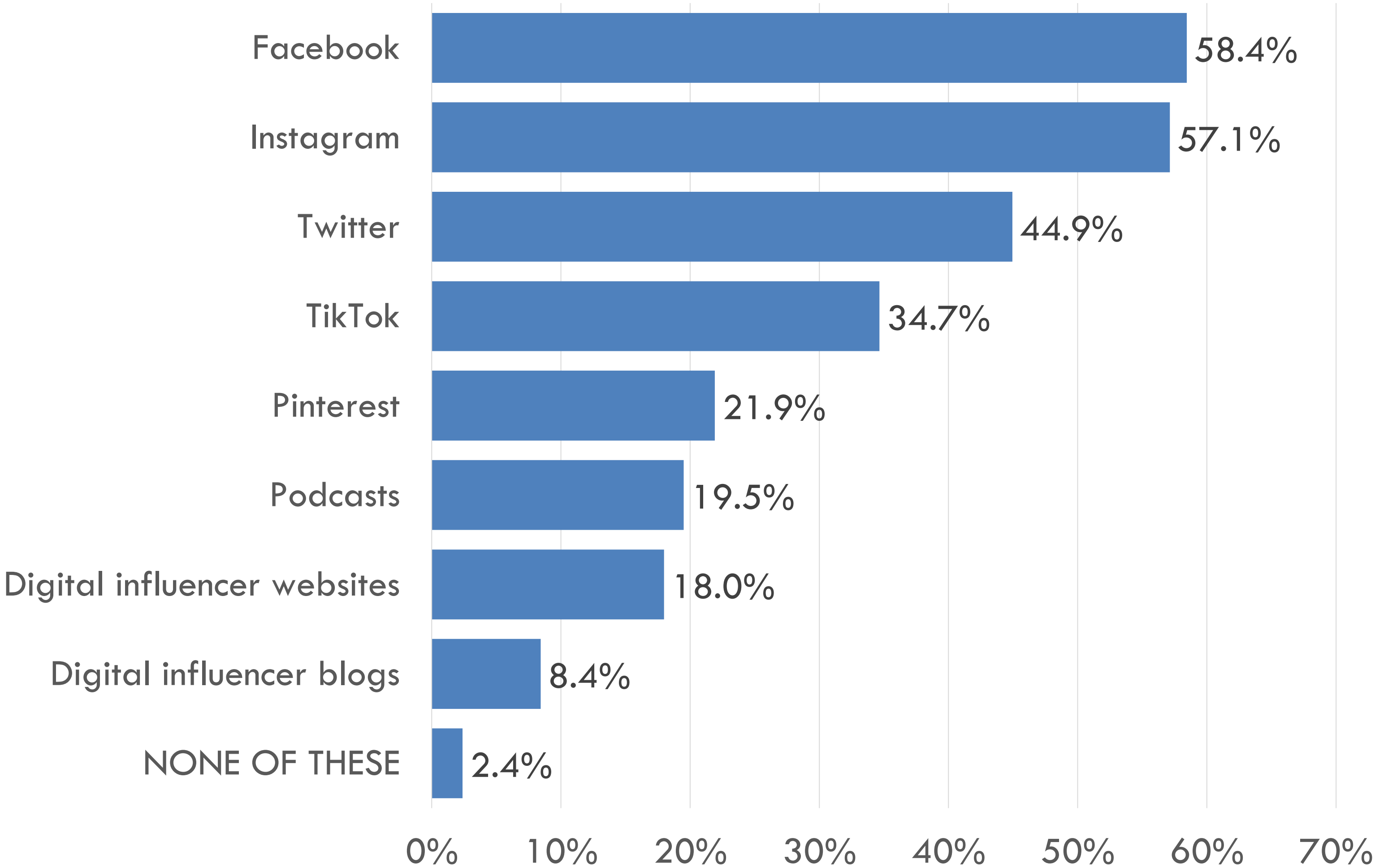
(Base: Waves 59 data. All respondents who used a digital influencer in the past 2 years, 253 completed surveys. Data collected April 23-25, 2021)



DIGITAL INFLUENCERS: SOCIAL CHANNELS USED

Question: In which of these formats do you follow DIGITAL INFLUENCERS? (Select all that apply)

(Base: Waves 59 data. All respondents who used a digital influencer in the past 2 years, 253 completed surveys. Data collected April 23-25, 2021)

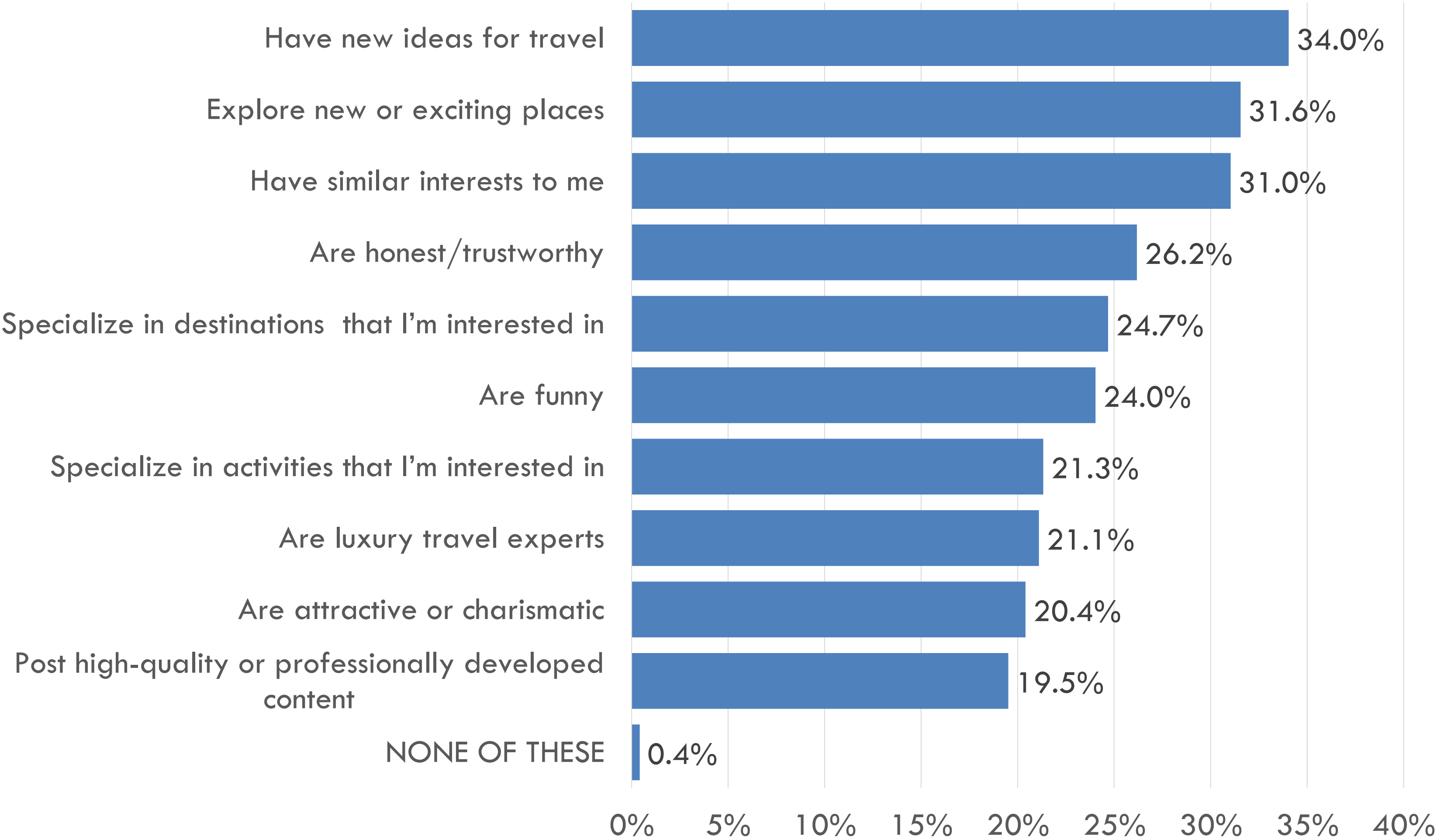



DIGITAL INFLUENCERS: REASONS FOR FOLLOWING

Question: Why do you follow the digital influencers that you do?
(Select all that complete the sentence for you)

I follow these digital influencers because they _____.

(Base: Waves 59 data. All respondents who used a digital influencer in the past 2 years, 253 completed surveys. Data collected April 23-25, 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 astronaut's helmet and suit are clearly visible, and the overall scene conveys a sense of exploration and achievement.

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