

CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

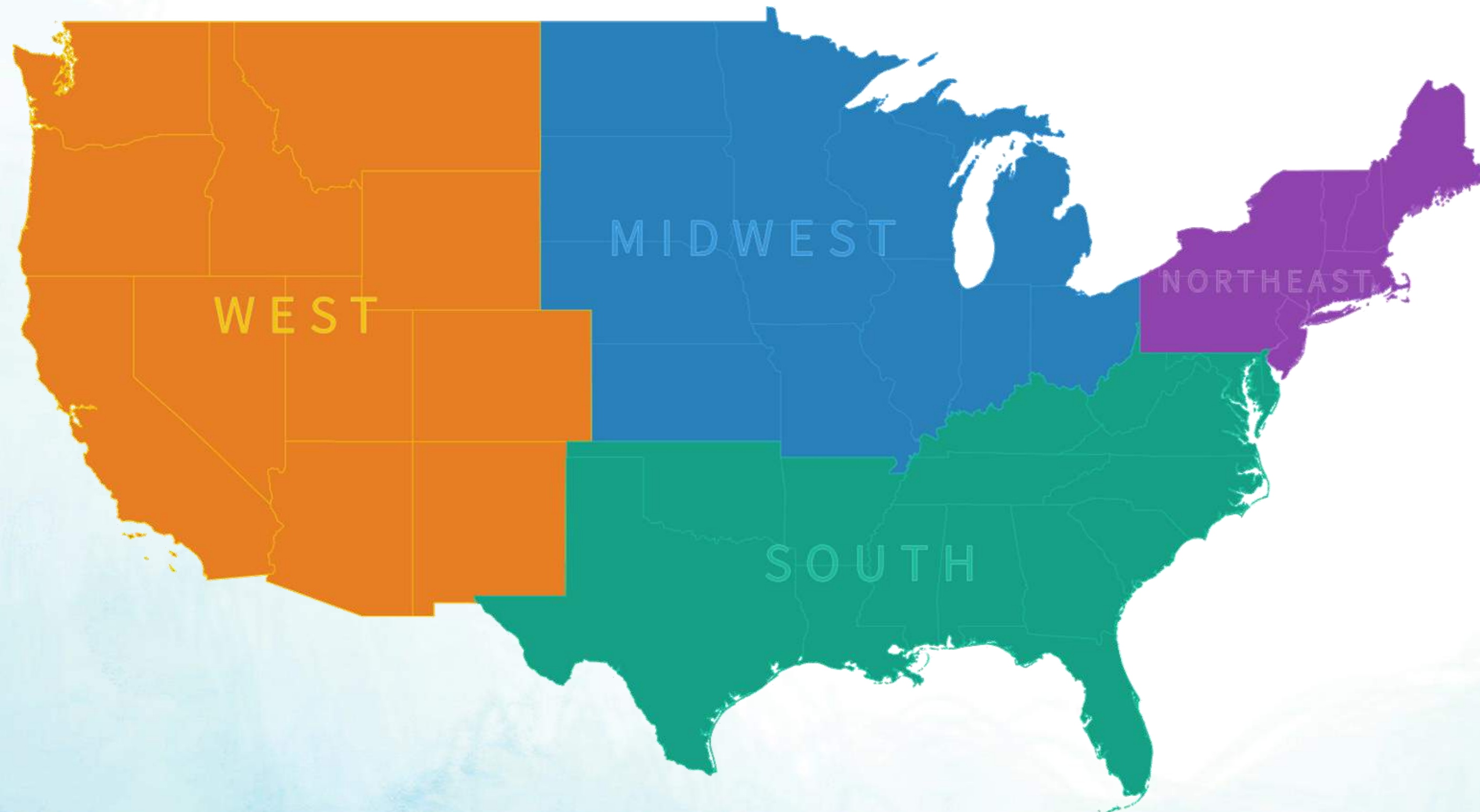
Presentation of Findings
April 6th, 2021

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 56 data (fielded April 2-4) 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 chart area.

Independent, Unbiased Research



Covid-19 was the third leading cause of death in the U.S. in 2020, federal health researchers report.



Hospital workers transferred bodies to refrigerated trucks serving as temporary morgues at Wyckoff Heights Medical Center in Brooklyn in April last year. Victor J. Blue for The New York Times



By Roni Caryn Rabin

March 31, 2021

Covid-19 was the third leading cause of death in the United States in 2020, displacing unintentional injuries and trailing only heart disease and cancer, federal health researchers reported on Wednesday.

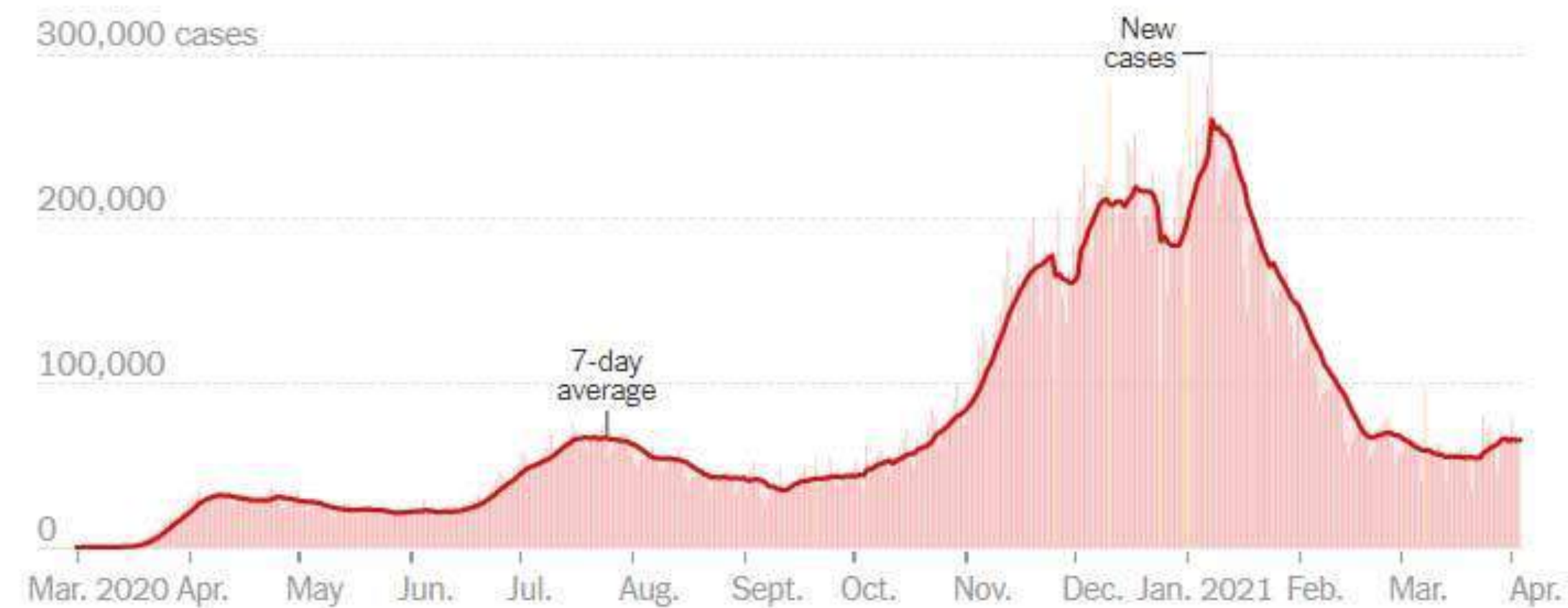
The coronavirus was the cause of death for 345,323 Americans in a year that exacted a steep price in lives lost. In roughly 30,000 additional cases, death certificates cited Covid-19 but it was not deemed the cause of death, according to the National Center for Health Statistics.

Some [3,358,814 Americans died of all causes in 2020](#), a 15 percent increase in the age-adjusted death rate over that in 2019, when 2,854,838 Americans died. In addition to Covid-19, heart disease claimed higher numbers of lives than expected last year, as did Alzheimer's and diabetes — a phenomenon statisticians refer to as [excess deaths](#).

Coronavirus in the U.S.: Latest Map and Case Count

Updated April 4, 2021, 12:10 A.M. E.T.

[Leer en español](#)



	TOTAL REPORTED	ON APRIL 3	14-DAY CHANGE
Cases	30.6 million+	63,840	+19% ↗
Deaths	554,302	748	-22% ↘
Hospitalized		41,518	Flat →

Day with reporting anomaly. Hospitalization data from the U.S. Department of Health and Human Services; 14-day change trends use 7-day averages.

COVID-19 Vaccinations in the United States

Total Vaccine Doses

Delivered 207,891,295

Administered 165,053,746

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

People Vaccinated	At Least One Dose	Fully Vaccinated
Total	106,214,924	61,416,536
% of Total Population	32%	18.5%
Population ≥ 18 Years of Age	103,671,074	59,814,439
% of Population ≥ 18 Years of Age	40.2%	23.2%
Population ≥ 65 Years of Age	41,054,236	29,972,946
% of Population ≥ 65 Years of Age	75.1%	54.8%

Florida governor bans Covid-19 'vaccine passports'

By Kelly Murray and Gregory Lemos, CNN

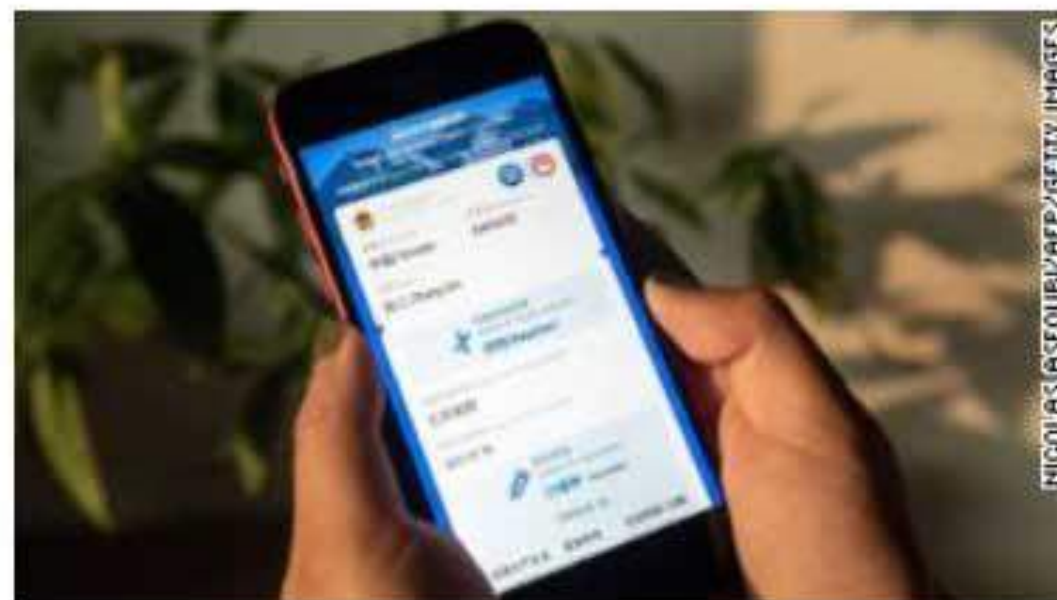
🕒 Updated 6:29 PM ET, Sat April 3, 2021

(CNN) — Florida Governor Ron DeSantis signed an [executive order](#) Friday banning the use of Covid-19 passports in the state.

The order prohibits any government entity from issuing vaccine passports and blocks businesses from requiring any such documentation.

DeSantis cited freedom and privacy concerns as the primary basis for the action, arguing that the implementation and enforcement of vaccine passports would "create two classes of citizens based on vaccinations."

The order notes many Floridians have not yet had the opportunity to obtain a vaccine, while some may have infection-acquired immunity, and other people may be unable to get a Covid-19 vaccine because of health, religious or other reasons.



NICOLAS ASFOUR/AFIP/GETTY IMAGES

"Individual Covid-19 vaccination records are private health information and should not be shared by a mandate," DeSantis' executive order reads.

DeSantis signaled earlier this week that he would not support vaccine passports.

SCIENCE

Vaccine Cheat Days Are Adding Up

Vaccinated *and* unvaccinated people are getting more lax with behavior at a time when vigilance really matters.

KATHERINE J. WU 8:00 AM ET



CSA IMAGES / DESIGNER 29 / GETTY / KATIE MARTIN / THE ATLANTIC

A few weeks ago, my partially vaccinated partner and my wholly unvaccinated self got an invitation to a group dinner, held unmasked and indoors. There'd be Thai food for 10, we were promised, and two über-immunized hosts, more than two weeks out from their last Moderna doses. *And what about everyone else?* I asked. *Would they be fully vaccinated, too?*

Well, came the response. *Not really*. Some would be, some wouldn't. But it had been so long—weren't we close enough?

We are “struggling to navigate the new social calculus of a partly vaccinated world.”

Vaccinated Americans are at low risk while traveling but must still wear masks, the C.D.C. says.



Dr. Rochelle Walensky, director of Centers for Disease Control and Prevention, said on Friday that Americans who were fully vaccinated against Covid-19 could travel “at low risk to themselves,” but should still wear masks. Erin Schaff/The New York Times



By Roni Caryn Rabin

April 2, 2021

Americans who are fully vaccinated against the coronavirus can travel “at low risk to themselves,” both within the United States and internationally, but they must continue to take precautions like wearing a mask in public to avoid possibly spreading the virus to others, federal health officials said on Friday.

The new recommendations are a modest departure from previous advice. Federal health officials have been urging Americans not to travel at all, unless they absolutely must. That recommendation still applies, Dr. Rochelle Walensky, director of the [Centers for Disease Control and Prevention](#), told reporters at a White House news conference on Friday.

New virus cases, hospitalizations and new deaths have declined significantly since their January peaks, but new infections have remained at a level that health officials say is too high. New deaths on average have only just dipped below 900 a day, according to a New York Times database, and [hospitalization numbers have started to level off](#).

TAKEAWAYS

1

More travelers consider themselves to be ready to travel than at any time during the pandemic.

2

The comfort level travelers feel in their own communities is on the rise.

3

The proportion of travelers dreaming, talking about and planning leisure trips continues to grow.

4

About half of travelers would be comfortable with a vaccine passport being required to participate in public activities.

5

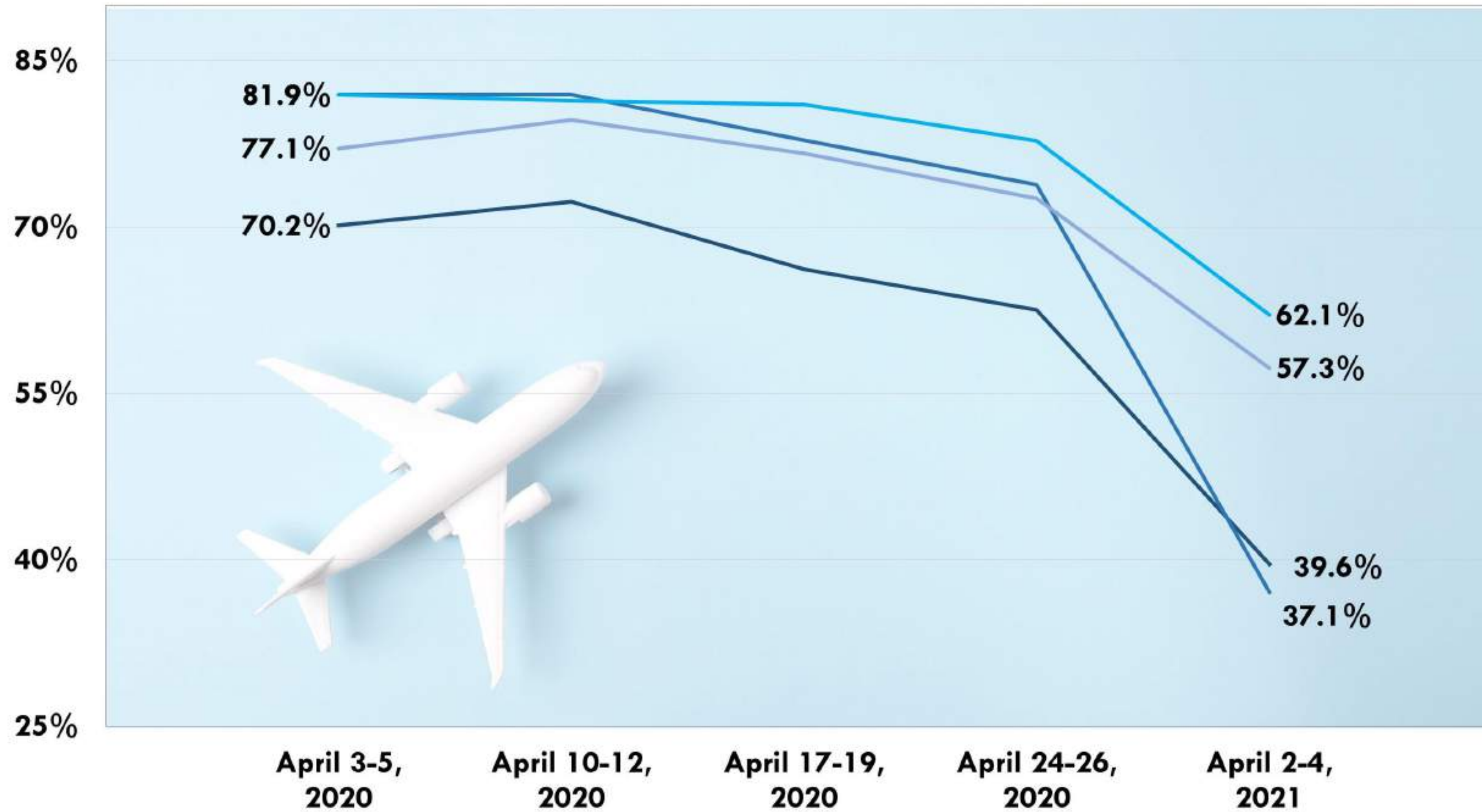
Many travelers are seeing a return to normal begin to emerge. About half expect this to happen by September.



More travelers consider themselves to be ready to travel than at any time during the pandemic. Positive sentiment towards travel reached new pandemic-era peaks.

1 YEAR LATER, AMERICANS FEEL VERY DIFFERENTLY ABOUT TRAVEL

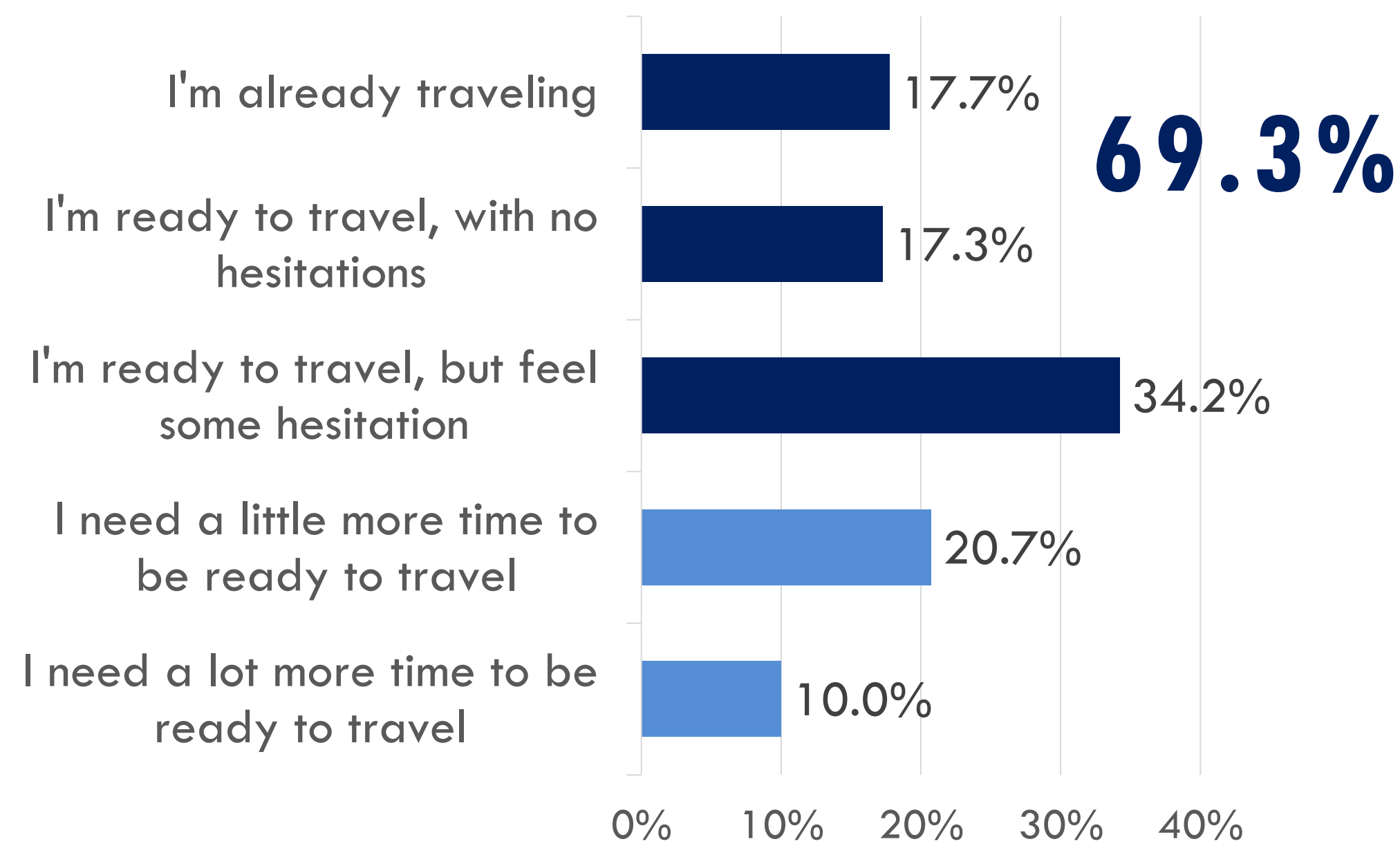
APRIL 2020-APRIL 2021



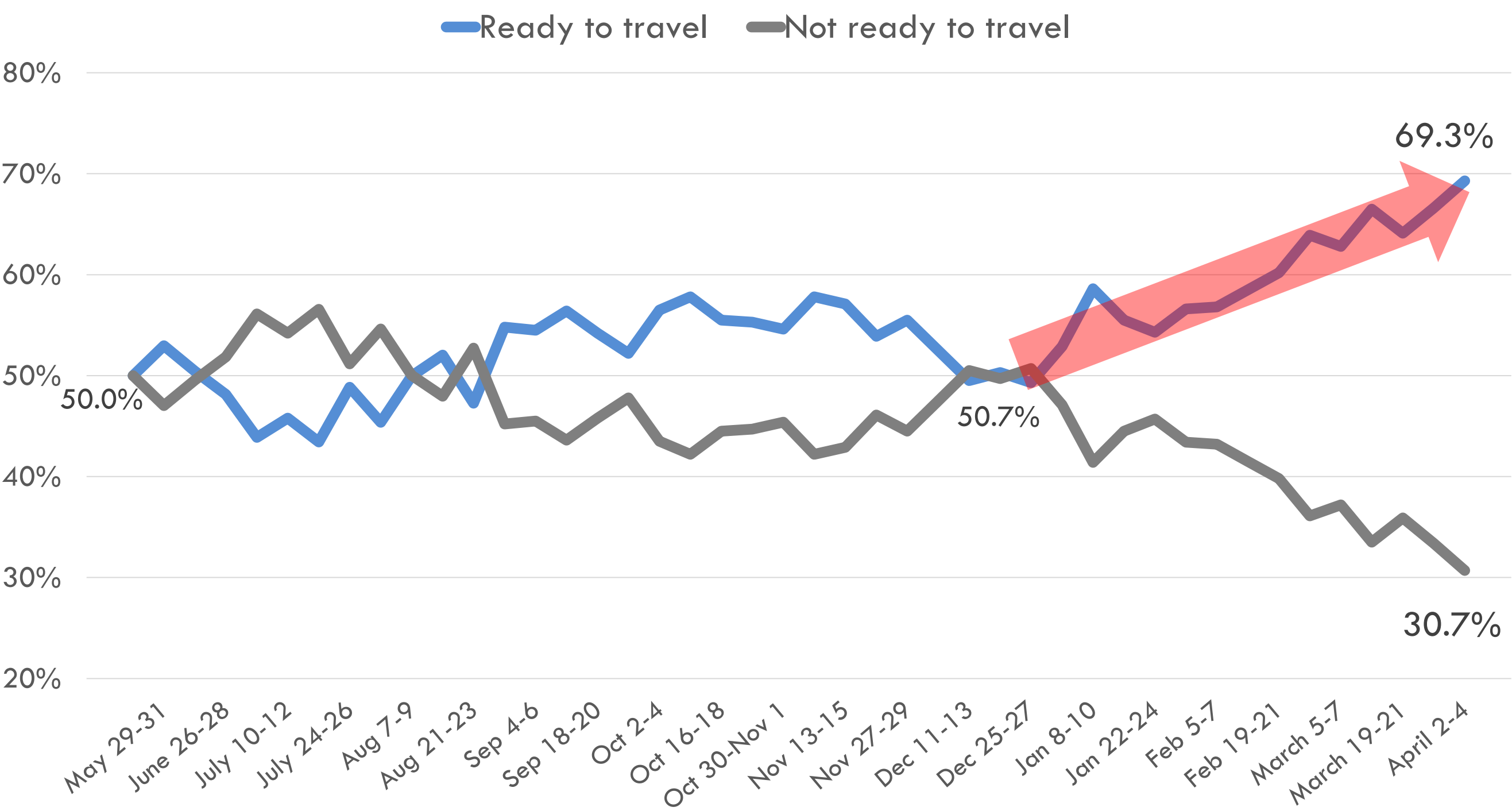
(Base: Waves 4-7 and 56. All respondents 1,216, 1,263, 1,238, 1,208 and 1,206 completed surveys.)

TRAVEL STATE-OF-MIND

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



Historical data

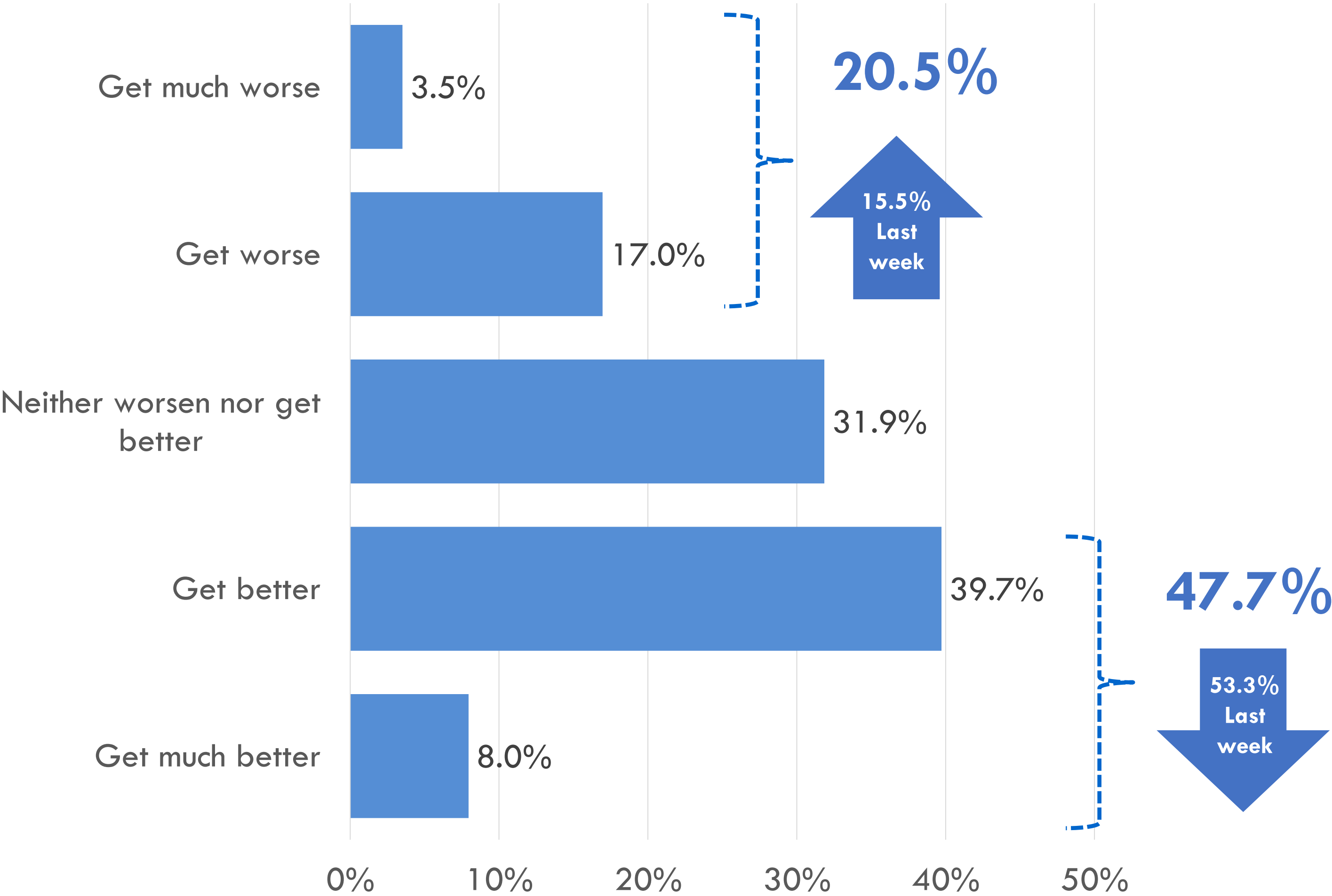


EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

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 _____

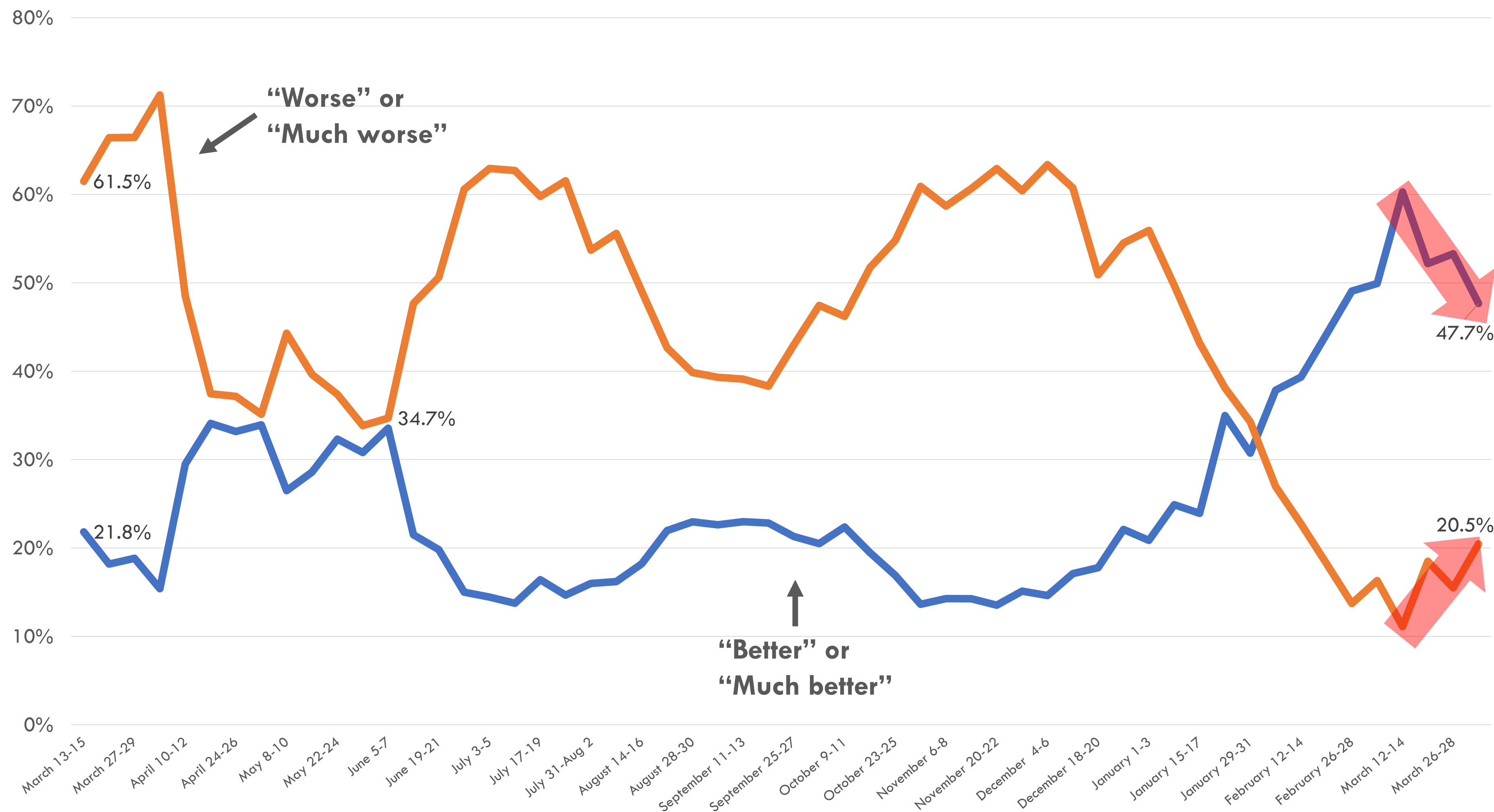
(Base: Wave 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)



EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-56)

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

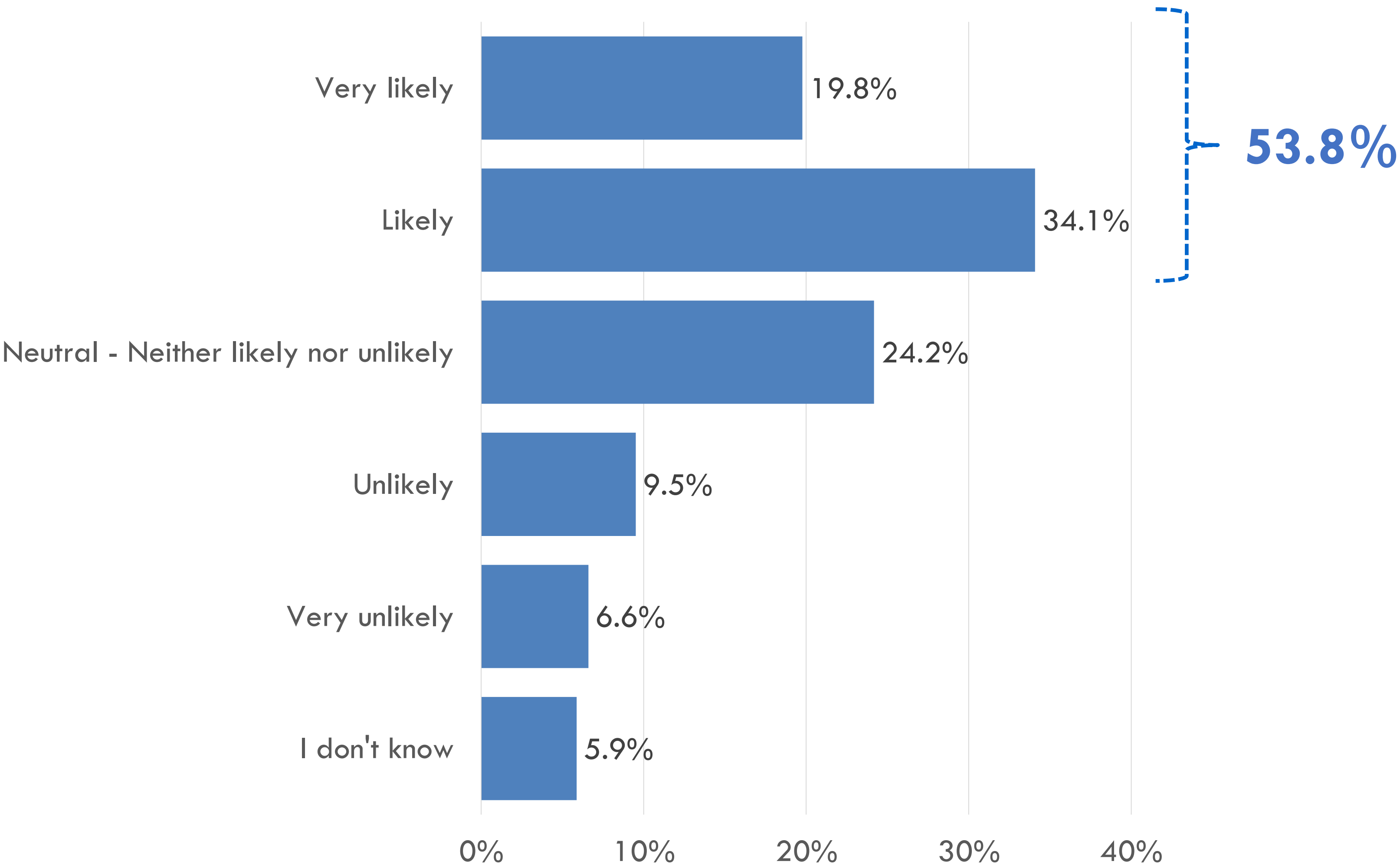
In the next month the coronavirus situation will



OPINIONS ON LIKELIHOOD OF COVID-19 SURGE IN 2021

Question: In your opinion, how likely is it that the U.S. will experience another COVID-19 virus surge in 2021?

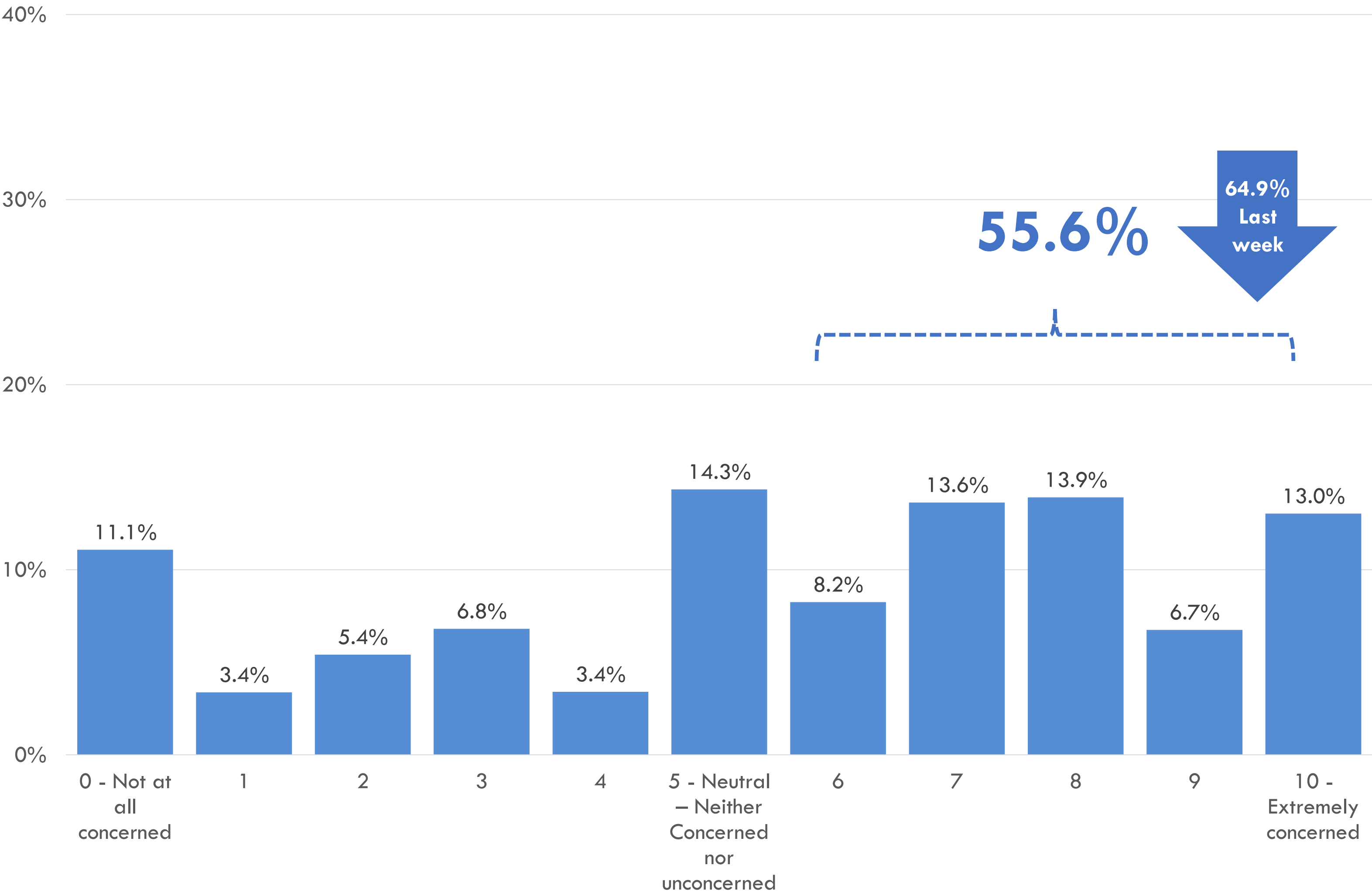
(Base: Wave 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)



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)

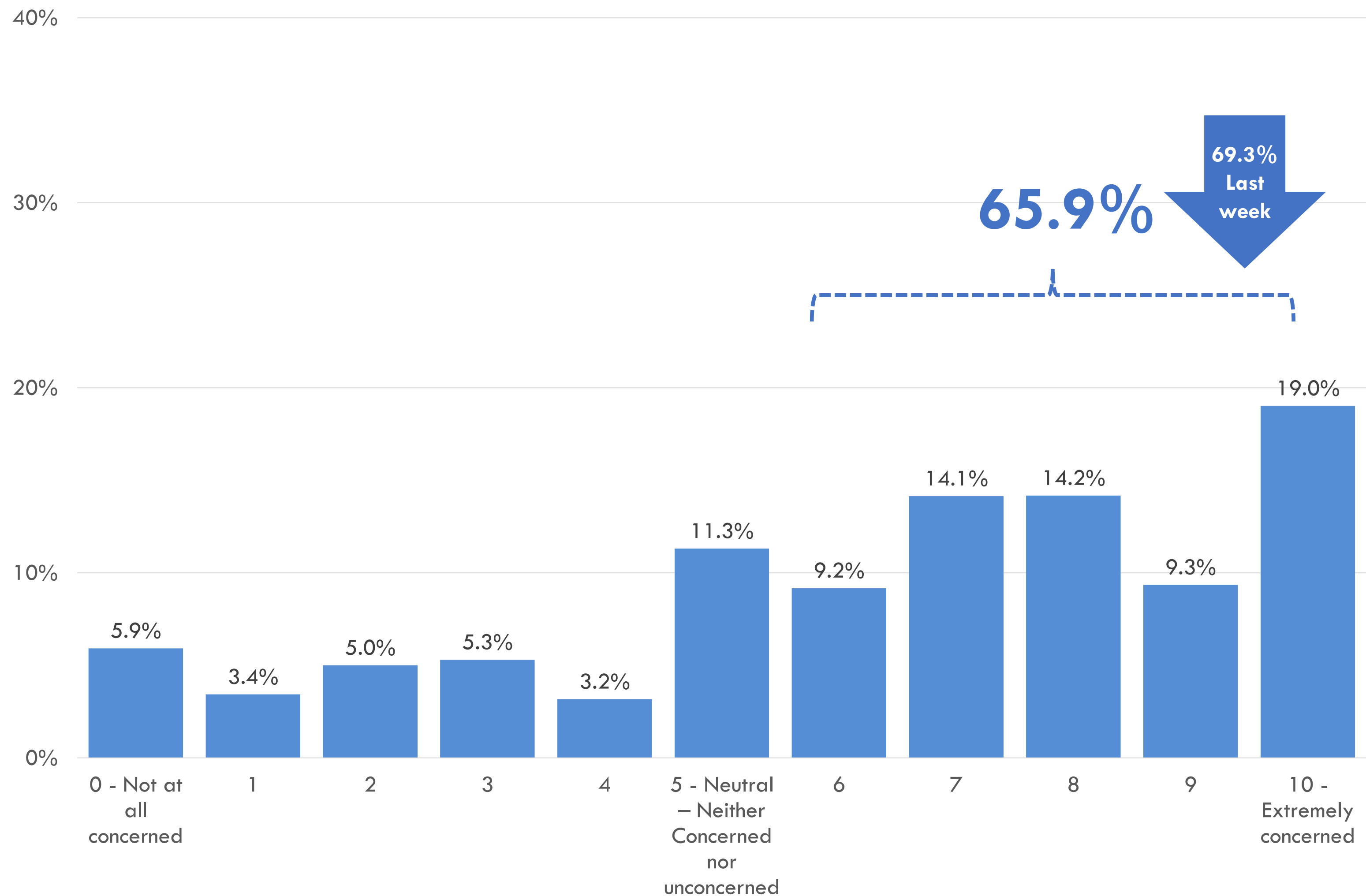
(Base: Wave 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)



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)

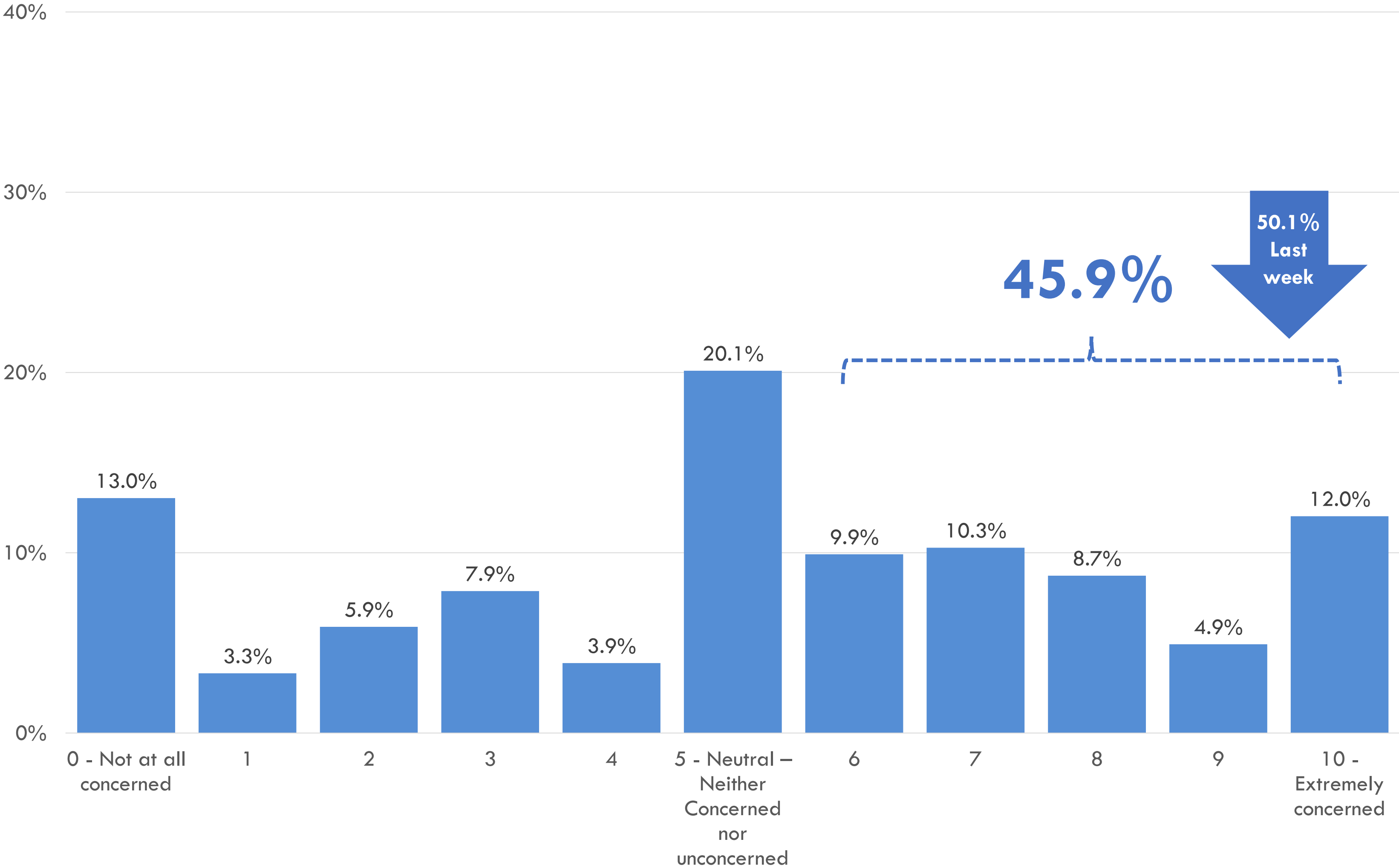
(Base: Wave 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)



CONCERNS ABOUT PERSONAL FINANCES

Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on your **PERSONAL FINANCES?** (Please answer using the scale below)

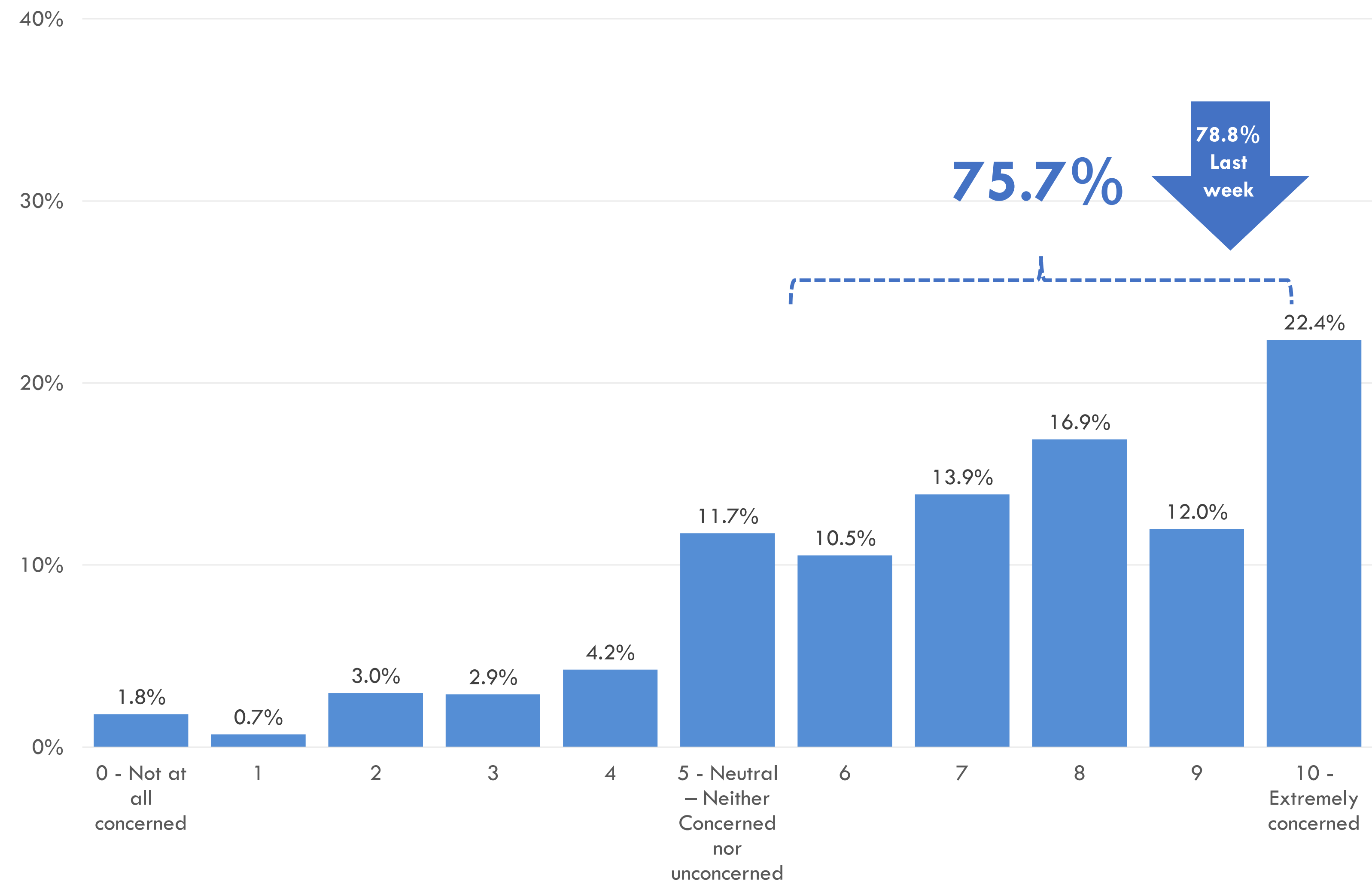
(Base: Wave 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)



CONCERNS ABOUT NATIONAL ECONOMY

Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on the NATIONAL ECONOMY?

(Base: Wave 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)



NATIONAL ANXIETY MAP: HIGH CONCERNS ABOUT COVID-19'S IMPACT AS OF APRIL 4, 2021



NATIONAL
ECONOMY



PERSONAL
FINANCES

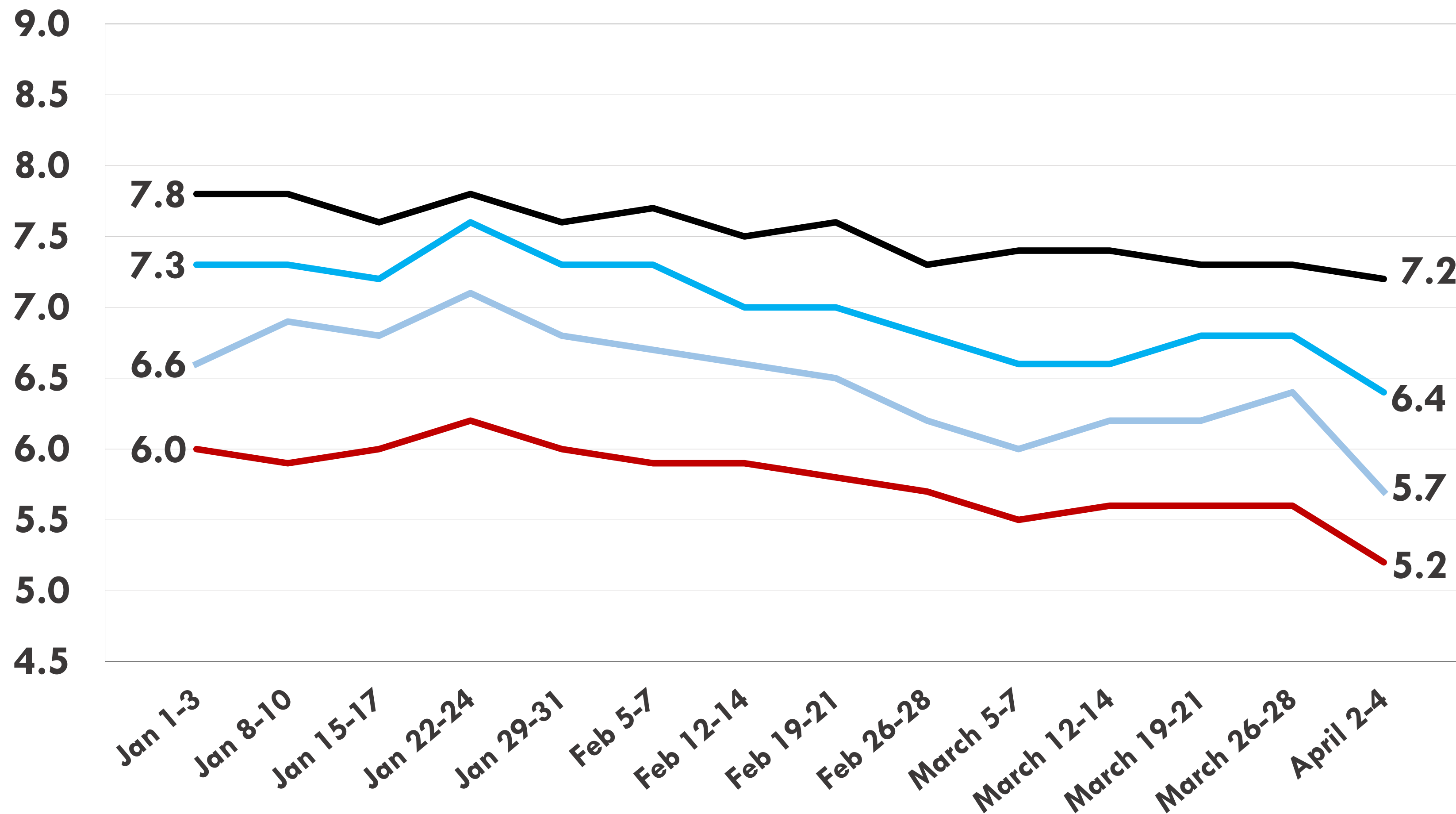


HEALTH OF
FRIENDS & FAMILY



PERSONAL
HEALTH

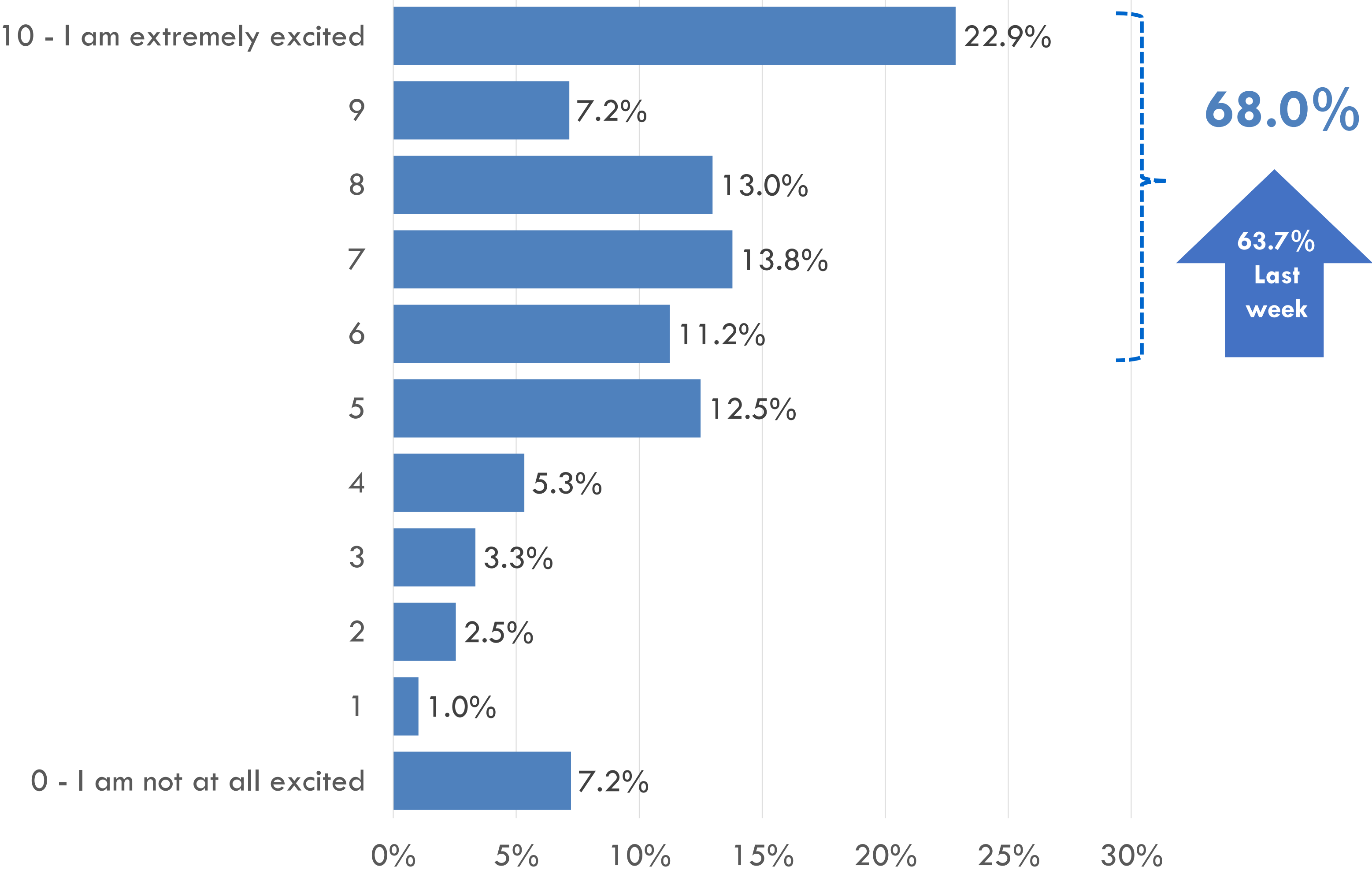
(AVERAGE SCORE ON AN 11-POINT SCALE)



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 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)

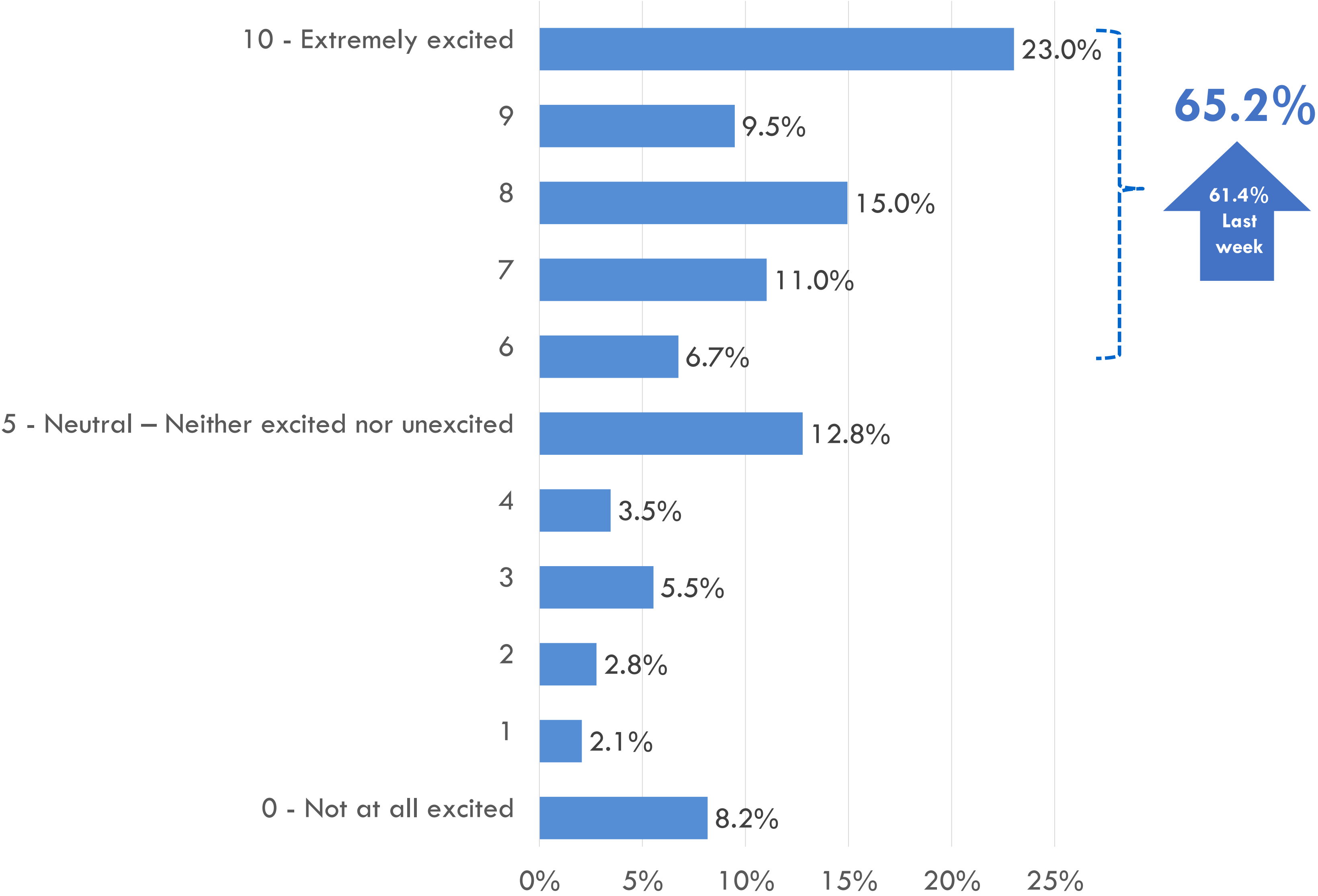


EXCITEMENT TO TRAVEL NOW

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)

(Base: Wave 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)

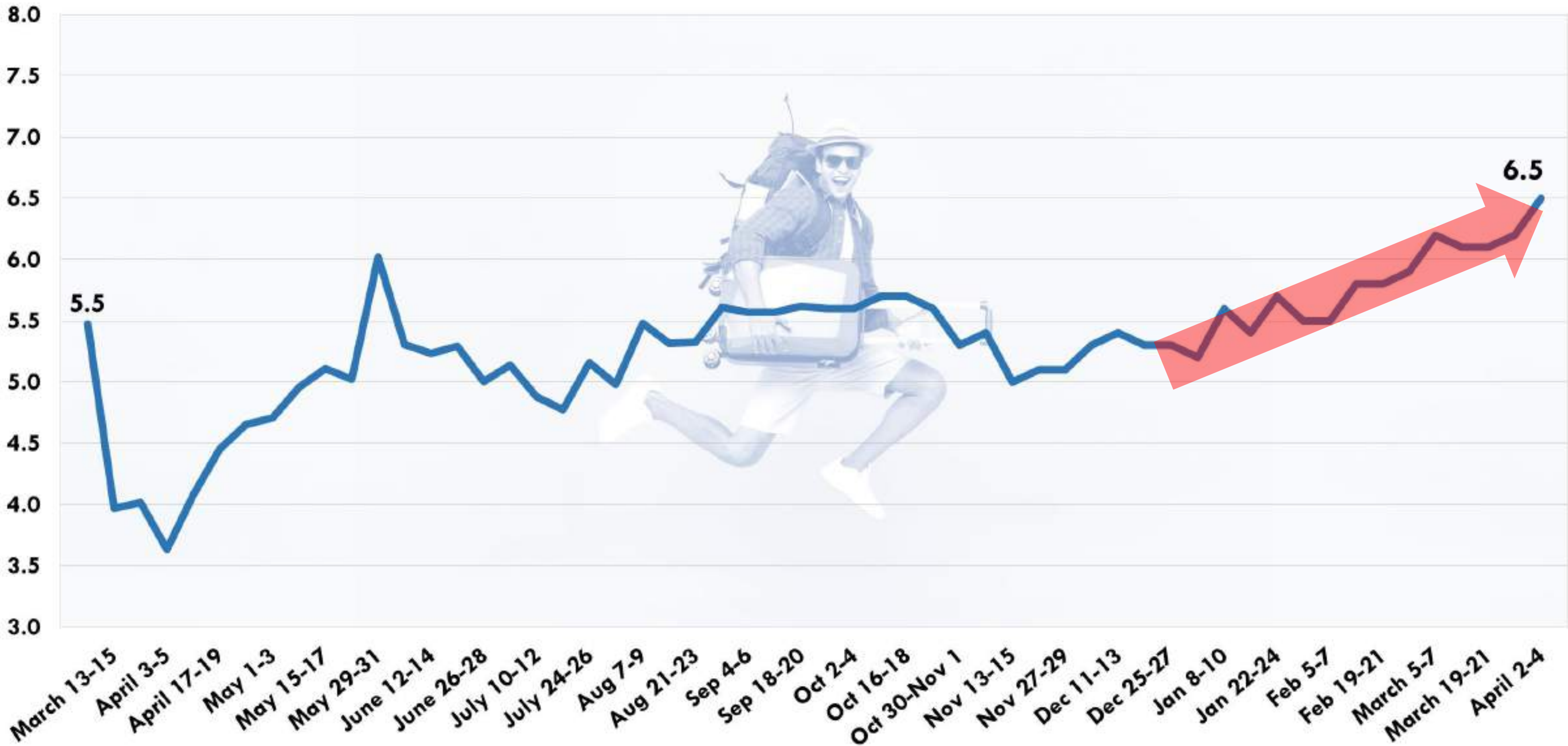


EXCITEMENT TO TRAVEL RIGHT NOW

MARCH 13, 2020 – APRIL 4, 2021



EXCITED TO TRAVEL RIGHT NOW (AVERAGE SCORE ON AN 11-POINT SCALE)



More
Excitement

Less
Excitement

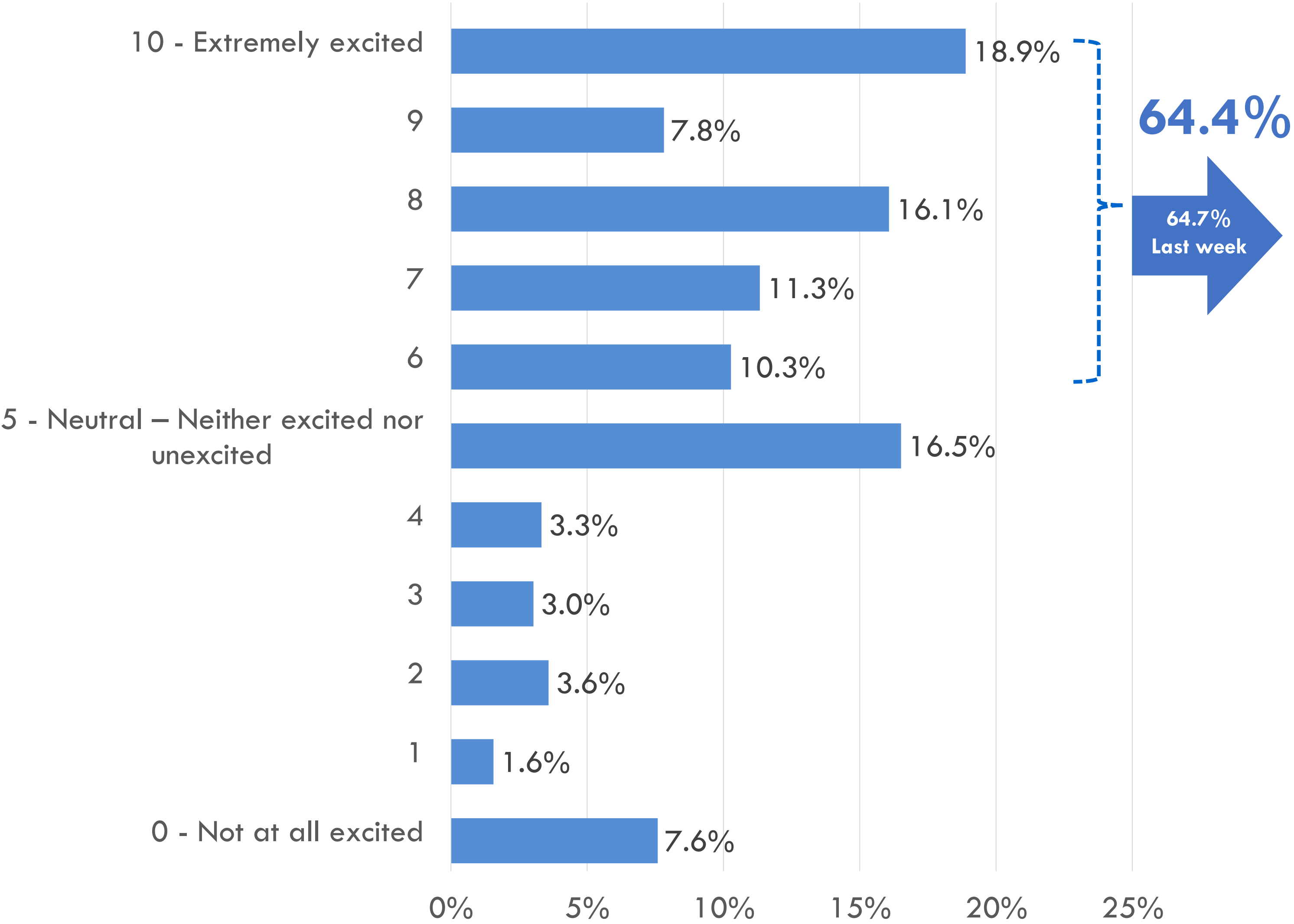
QUESTION: IMAGINE THAT A GOOD FRIEND (OR CLOSE FAMILY MEMBER) ASKS YOU TO TAKE A WEEKEND GETAWAY WITH THEM SOMETIME IN THE NEXT MONTH. HOW EXCITED WOULD YOU BE TO GO? (ASSUME THE GETAWAY IS TO A PLACE YOU WANT TO VISIT)

(Base: Waves 1-56. 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 and 1,206 completed surveys.)

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 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)



OPENNESS TO TRAVEL INSPIRATION

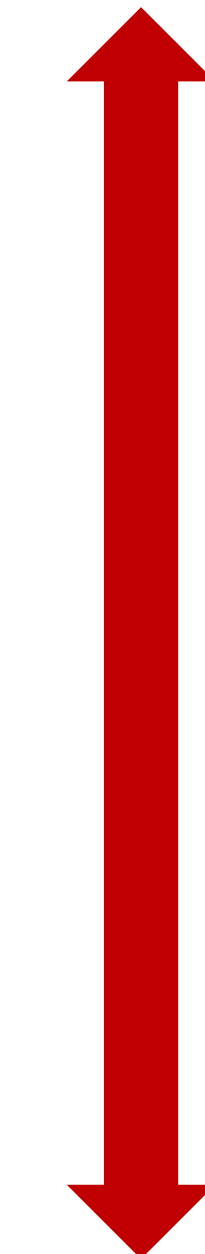
MARCH 13, 2020 – APRIL 4, 2021



OPEN TO TRAVEL INSPIRATION (AVERAGE SCORE ON AN 11-POINT SCALE)



More
Open



Less
Open

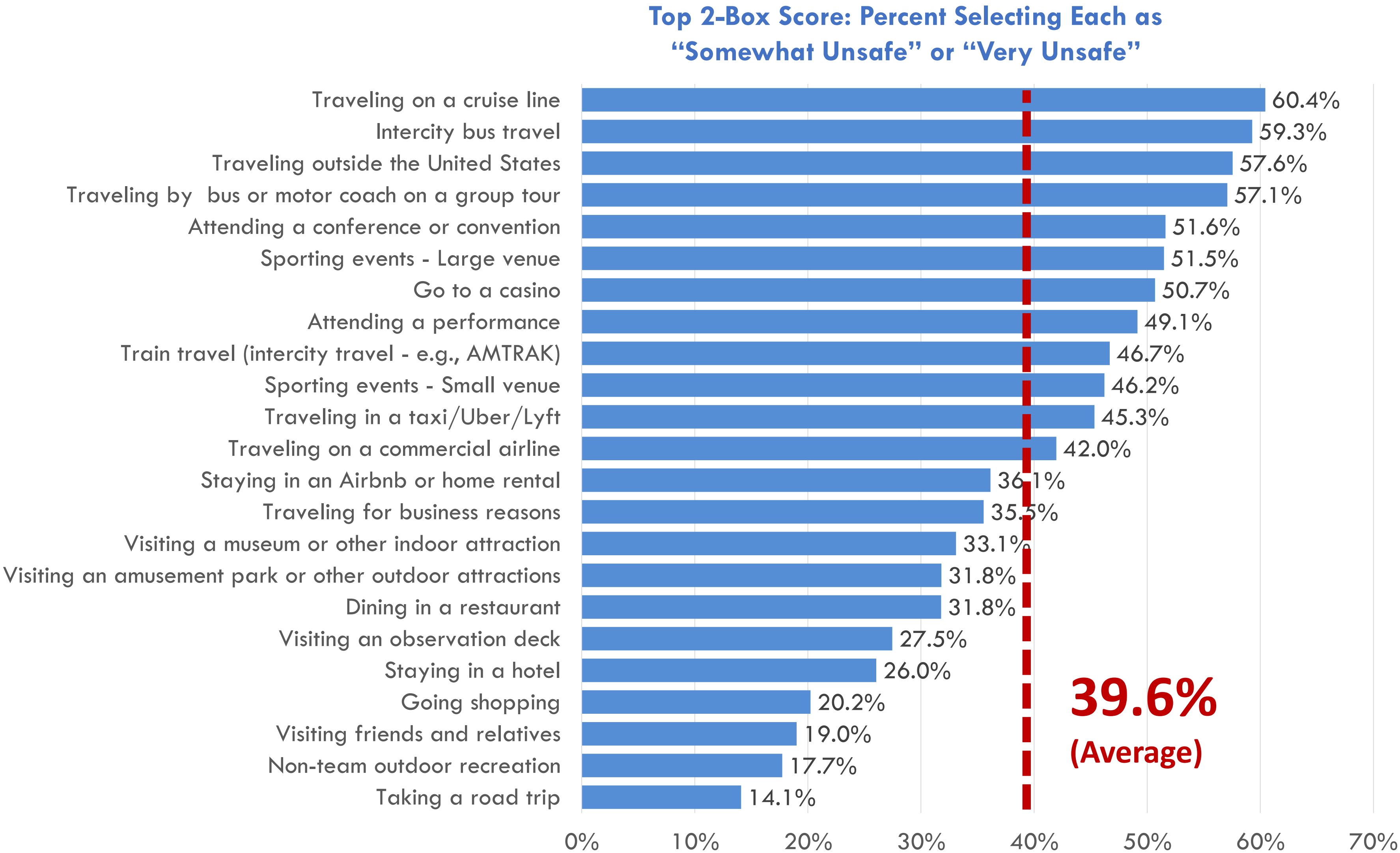
QUESTION: AT THIS MOMENT, HOW INTERESTED ARE YOU IN LEARNING ABOUT NEW, EXCITING TRAVEL EXPERIENCES OR DESTINATIONS TO VISIT?

(Base: Waves 1-56. 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 and 1,206 completed surveys.)

PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 56)

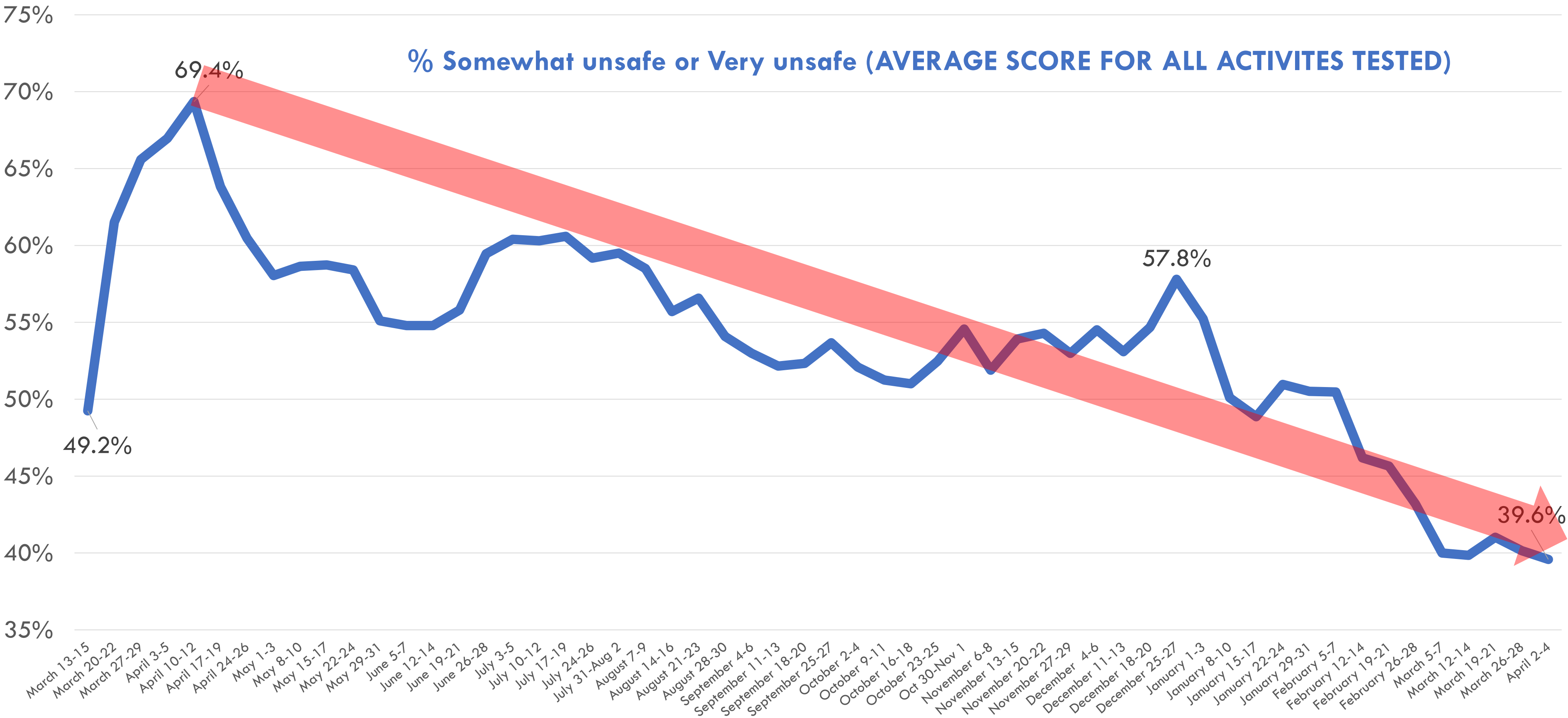
Question: At this moment, how safe would you feel doing each type of travel activity?

(Base: Wave 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)



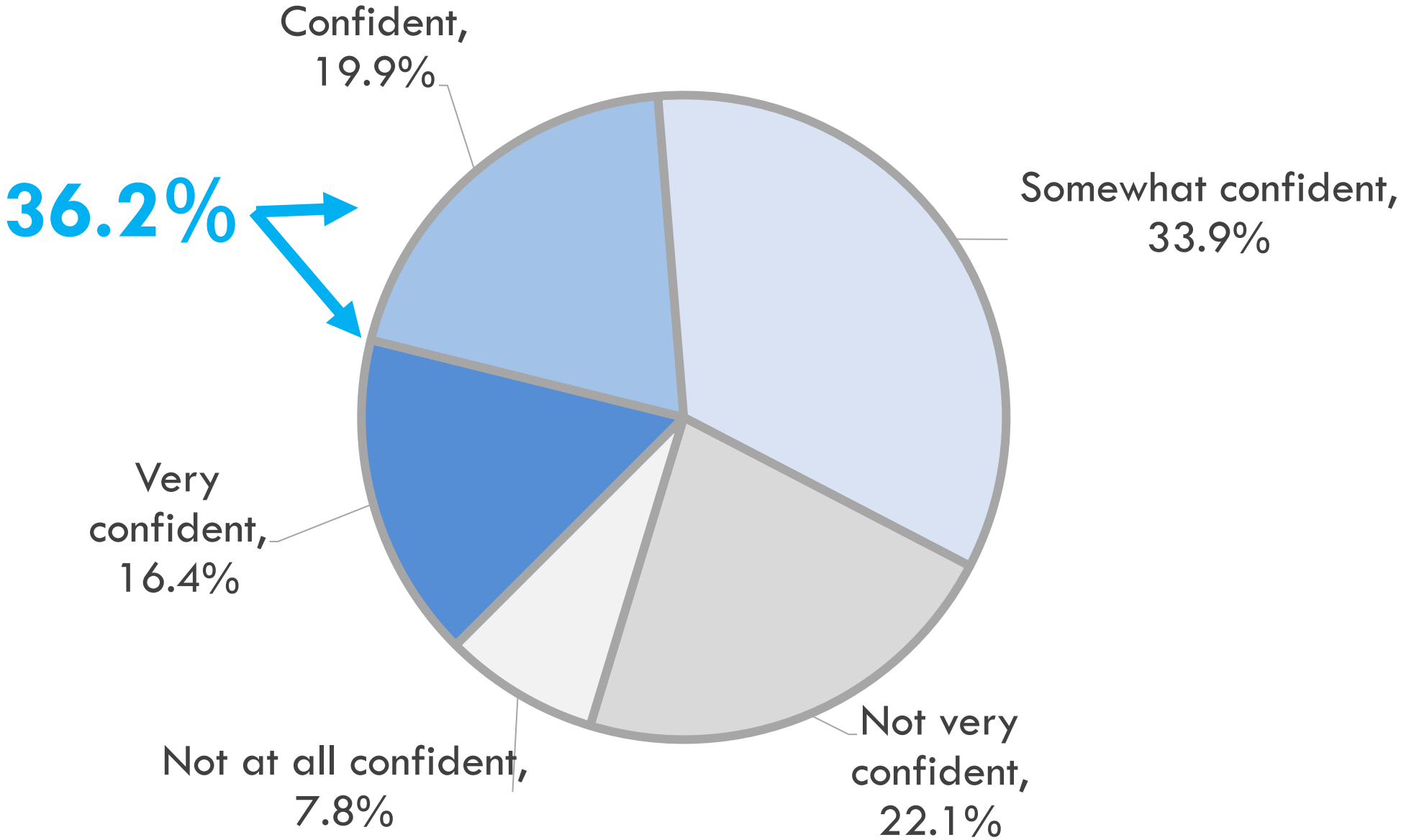
PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-56 COMPARISON)

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

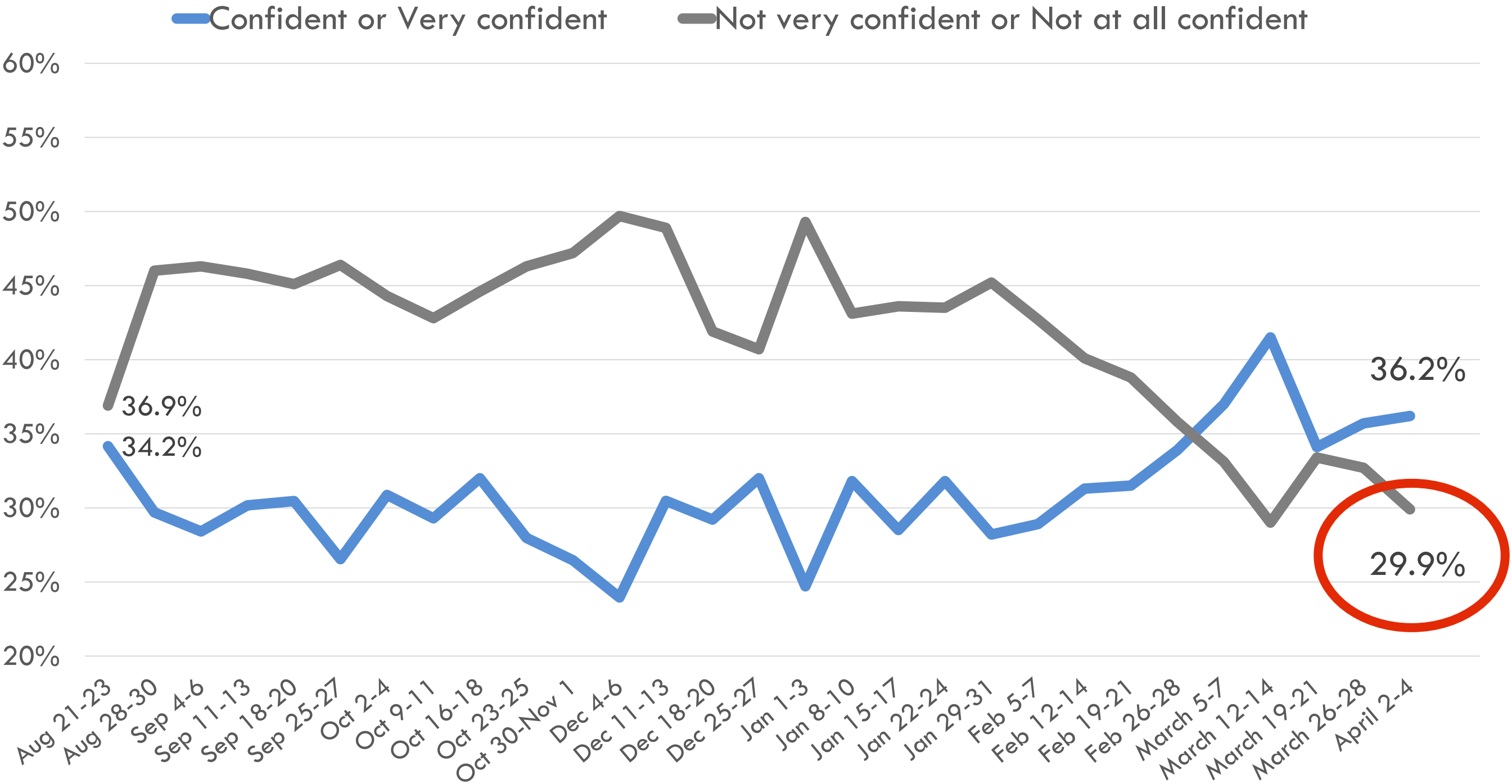


CONFIDENCE IN ABILITY TO TRAVEL SAFELY

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



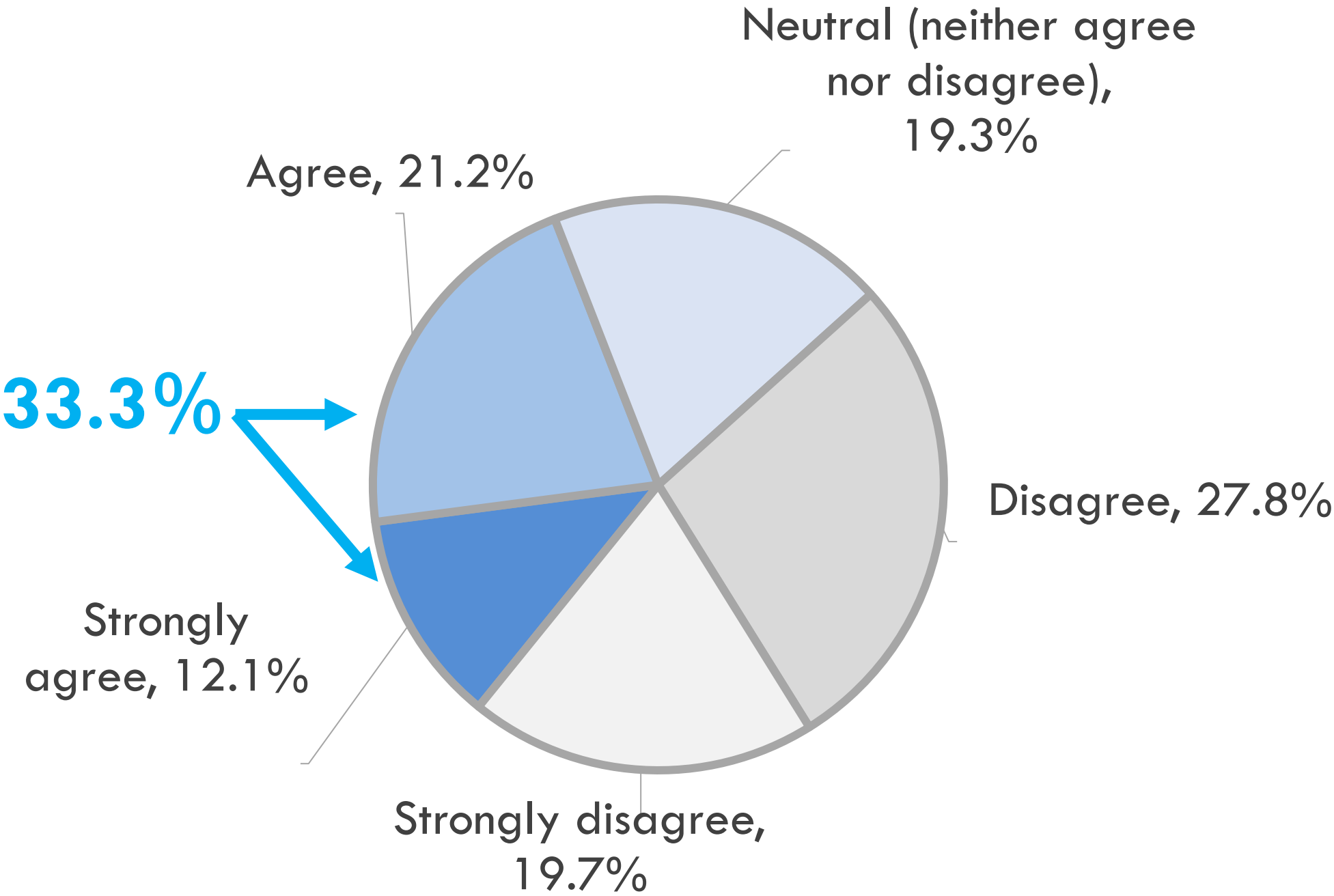
Historical data



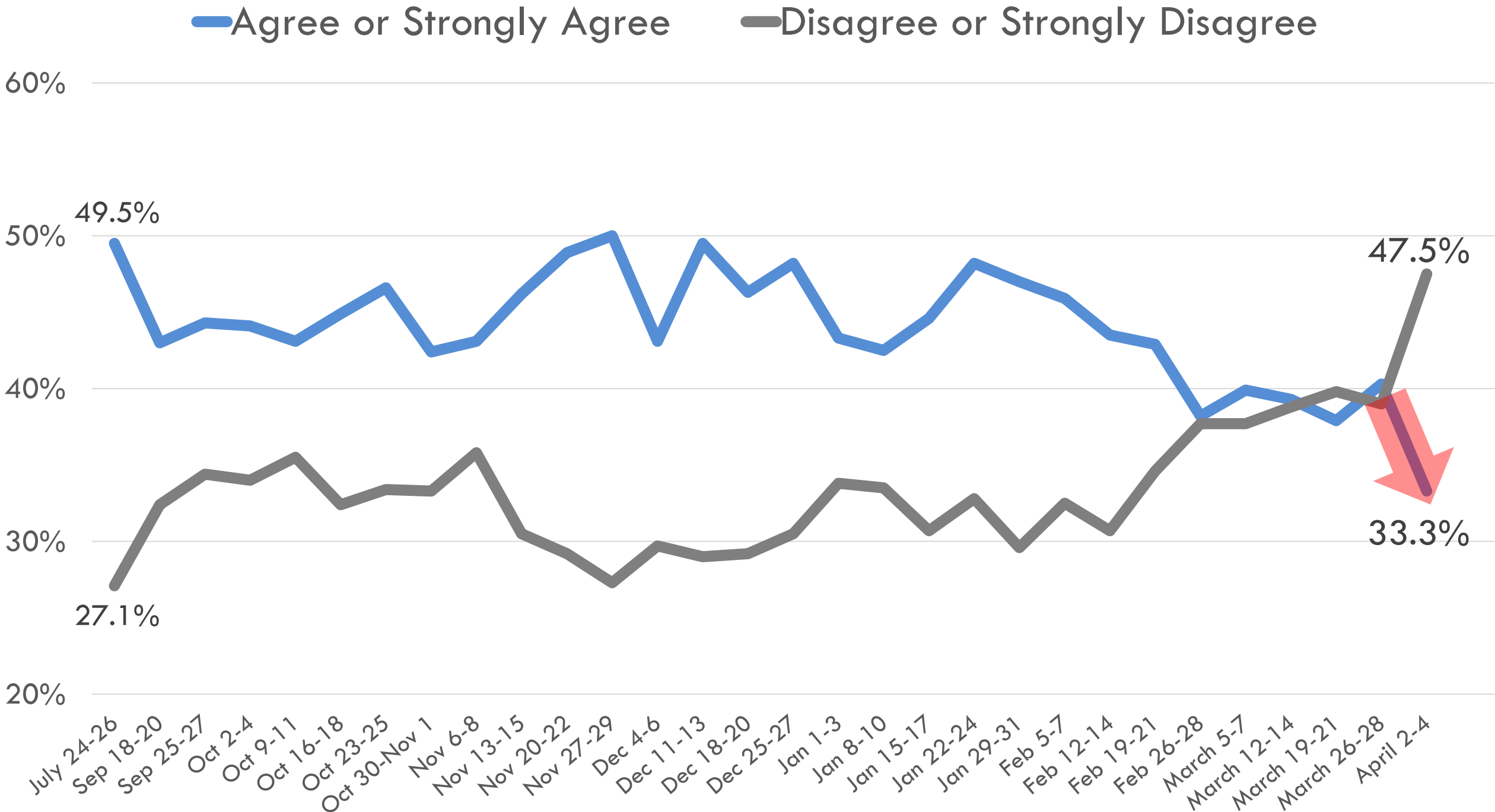
LOSS OF INTEREST IN TRAVEL

How much do you agree with the following statement?

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



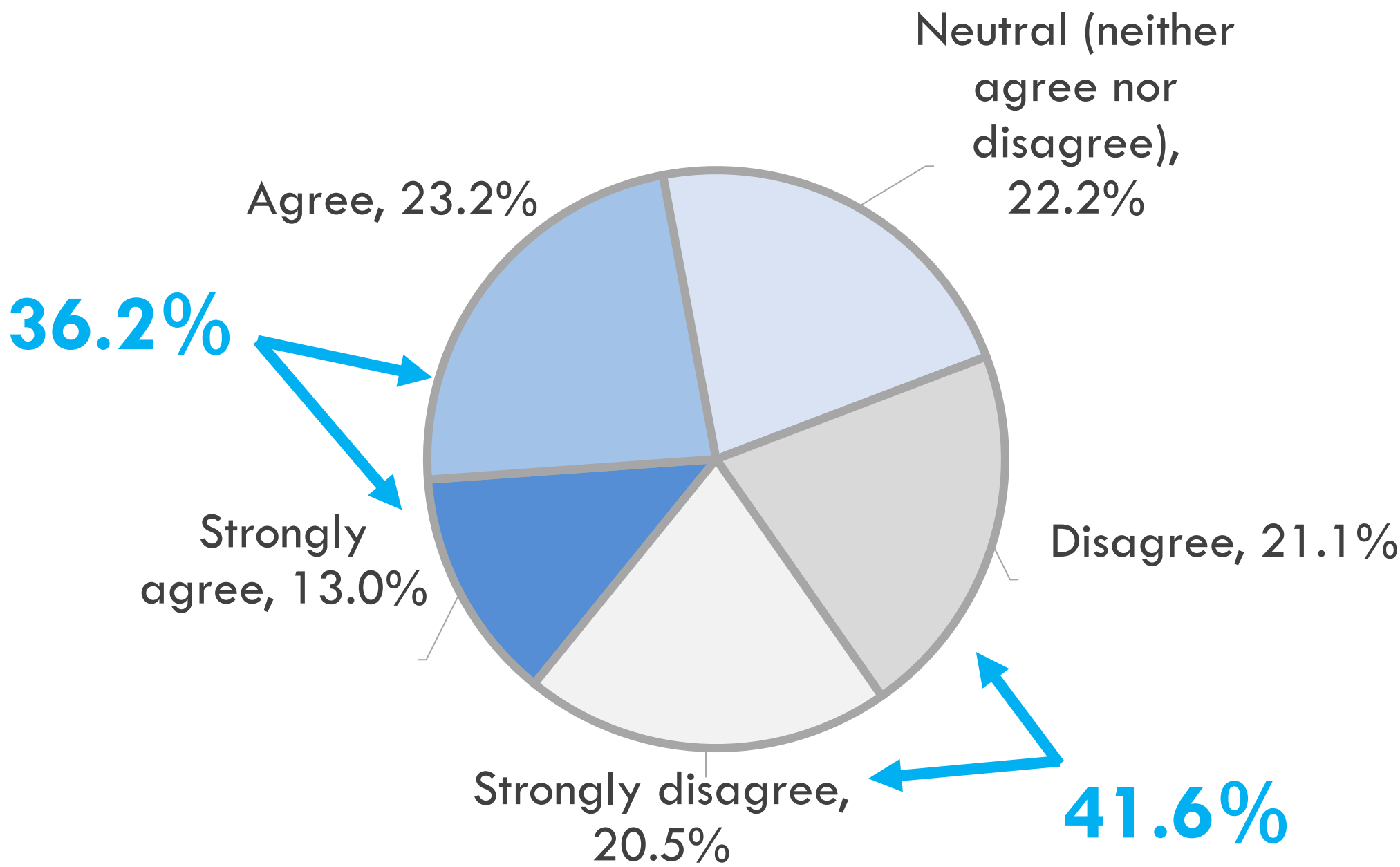
Historical data



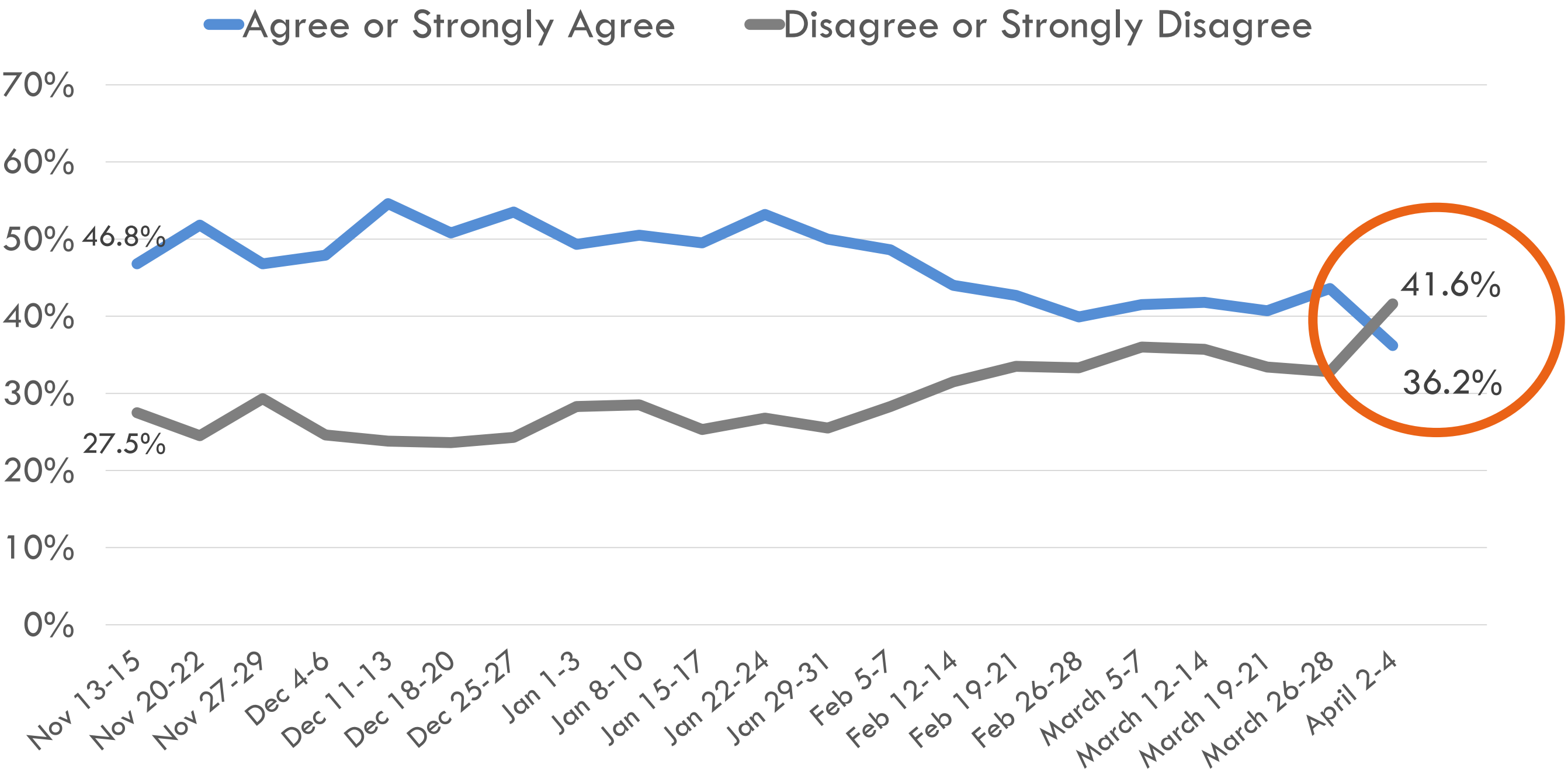
TRAVEL GUILT

How much do you agree with the following statement?

Statement: I would feel guilty traveling right now.



Historical data



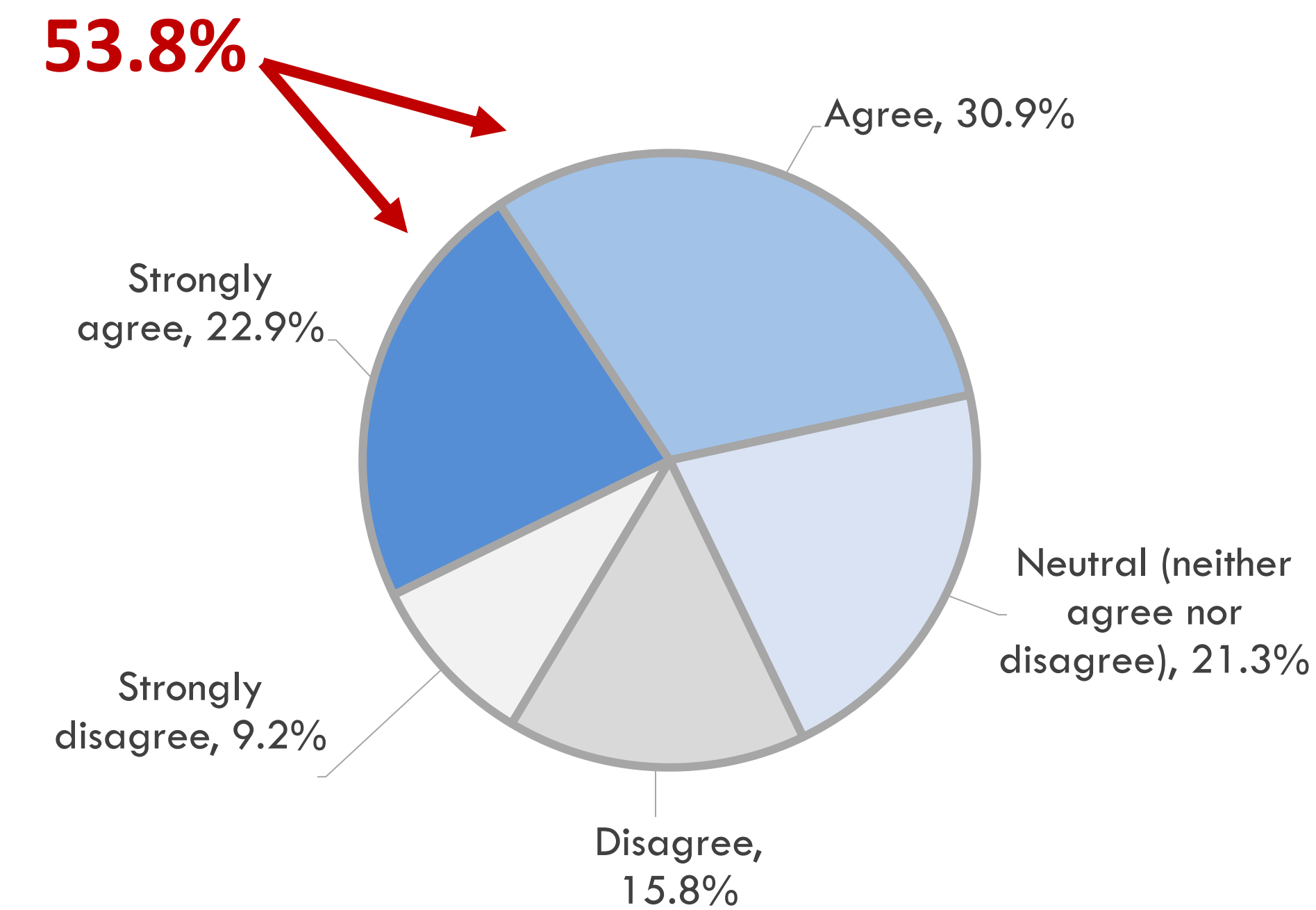


The comfort level travelers feel in their own communities is on the rise. More acceptance of visitors is also seen in this week's results.

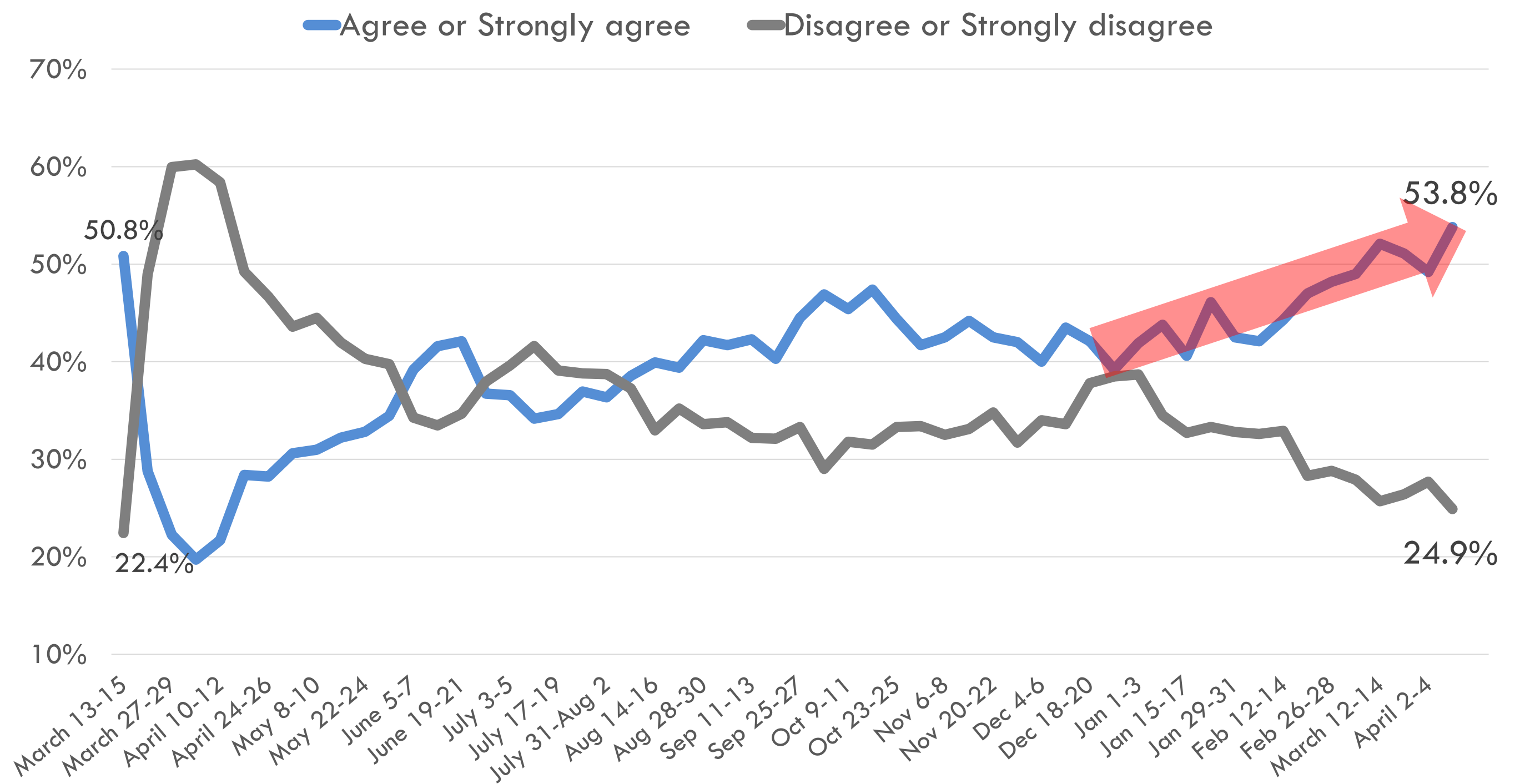
COMFORT ENJOYING HOME COMMUNITY

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.



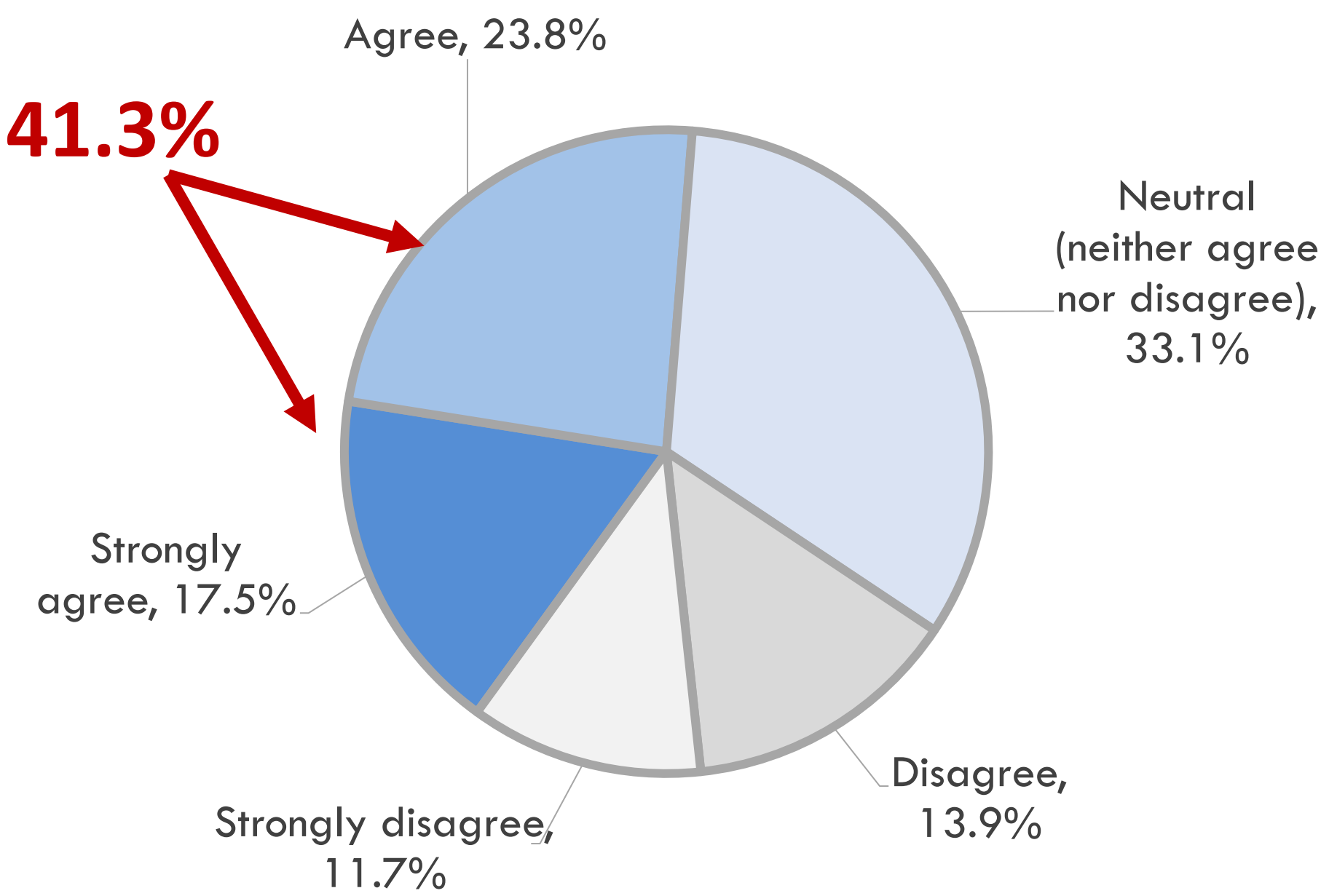
Historical data



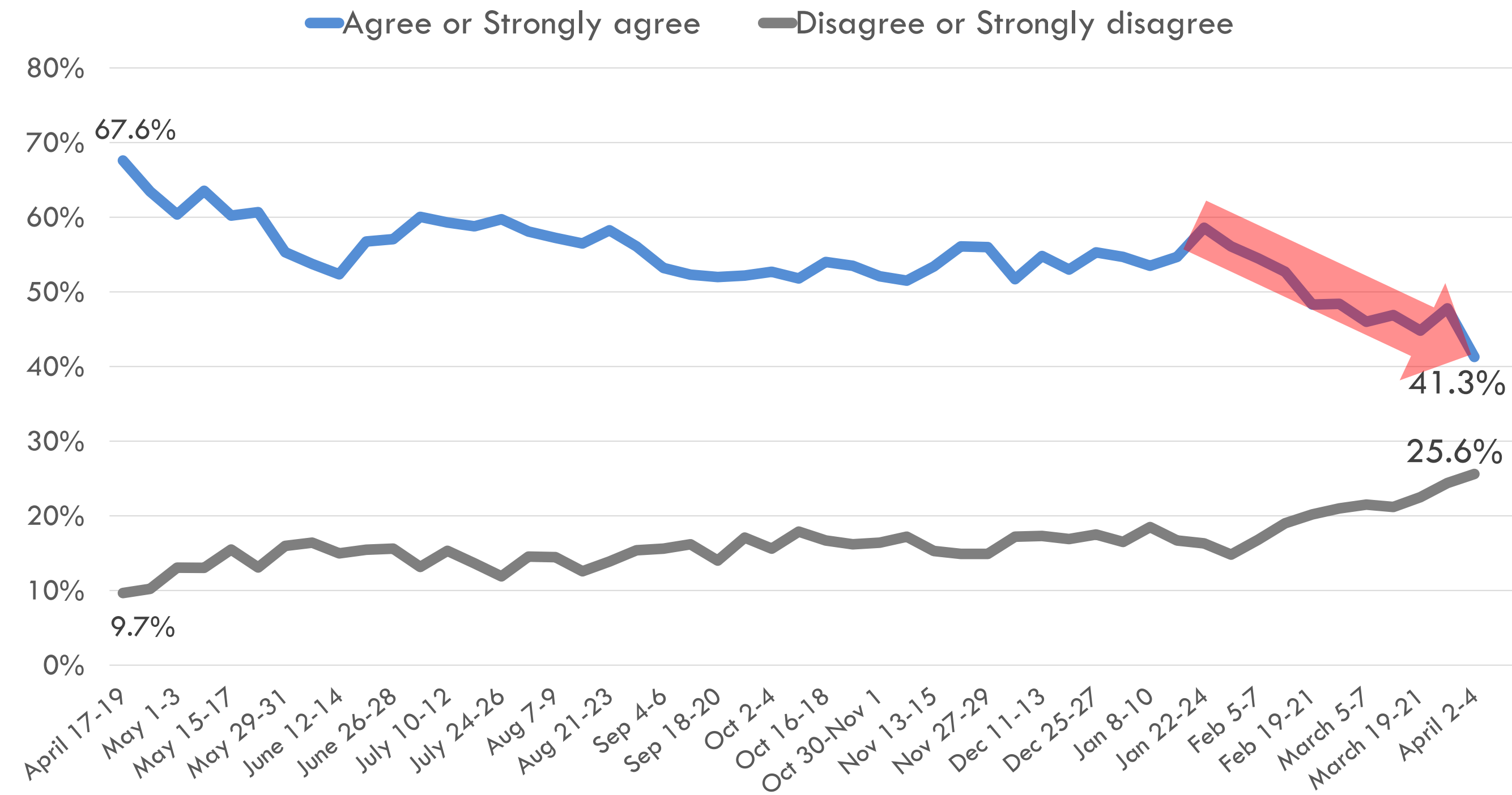
TRAVELERS IN COMMUNITY ARE UNWANTED

How much do you agree with the following statement?

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

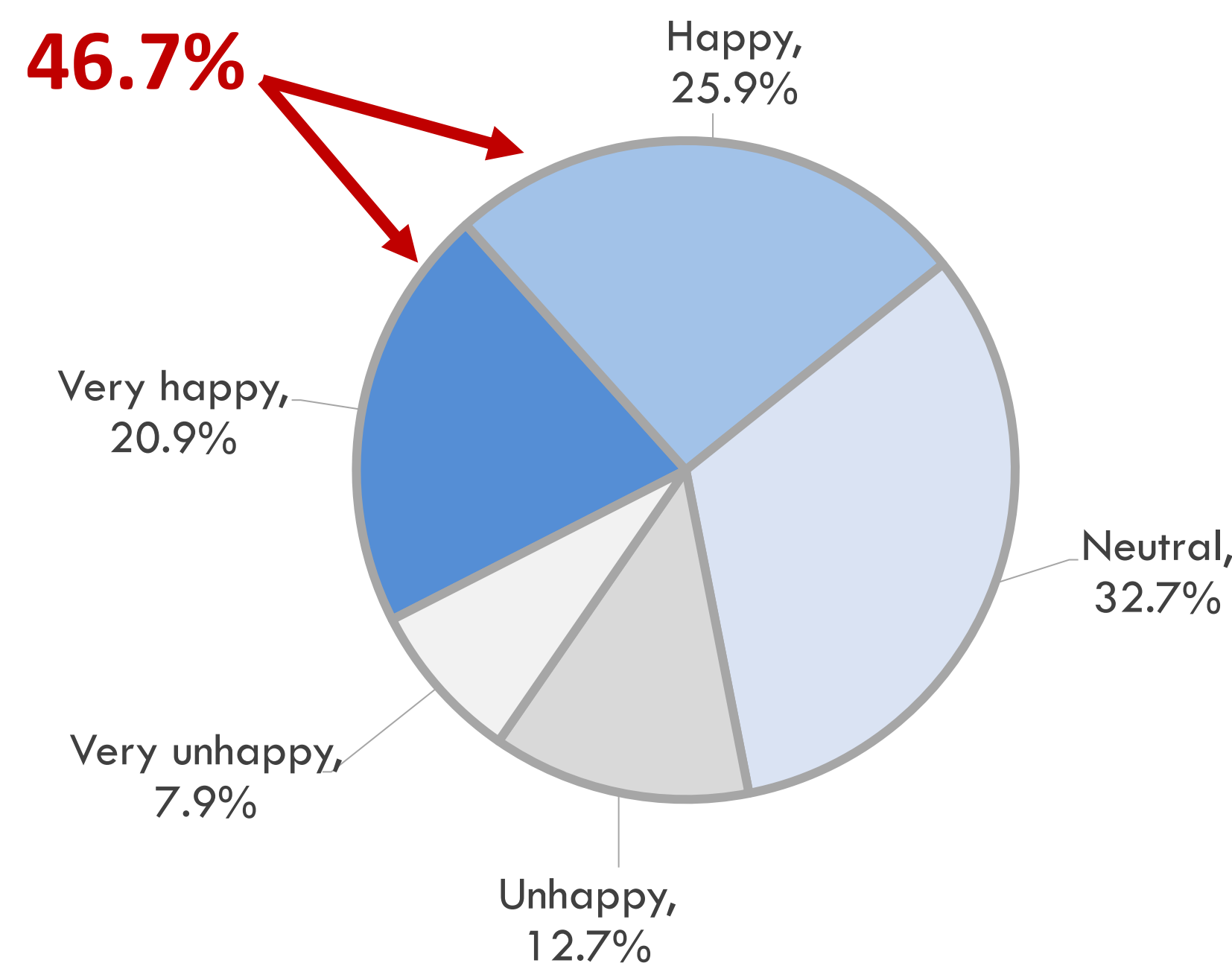


Historical data

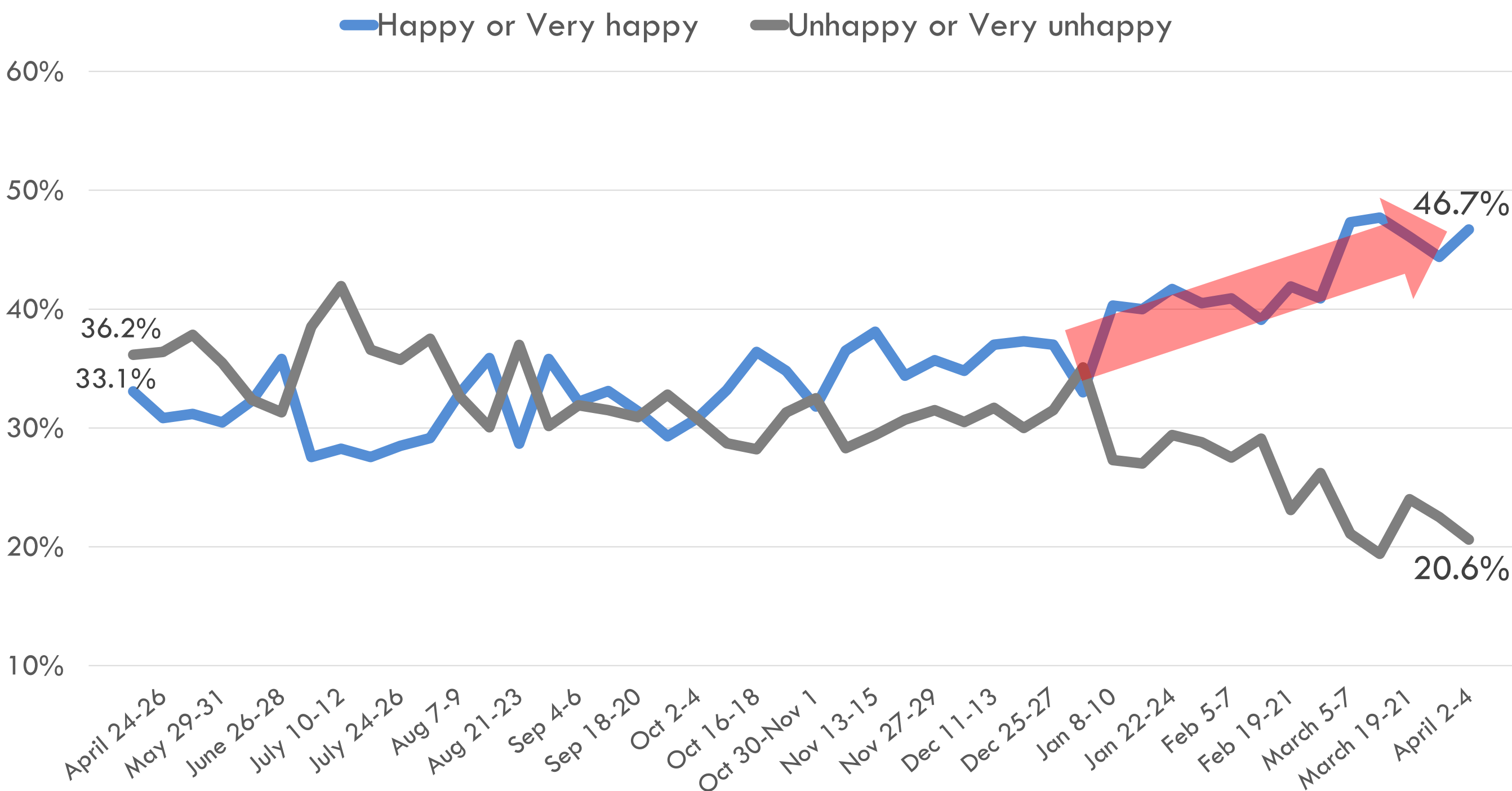


FEELINGS SEEING AN AD PROMOTING TOURISM TO COMMUNITY

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





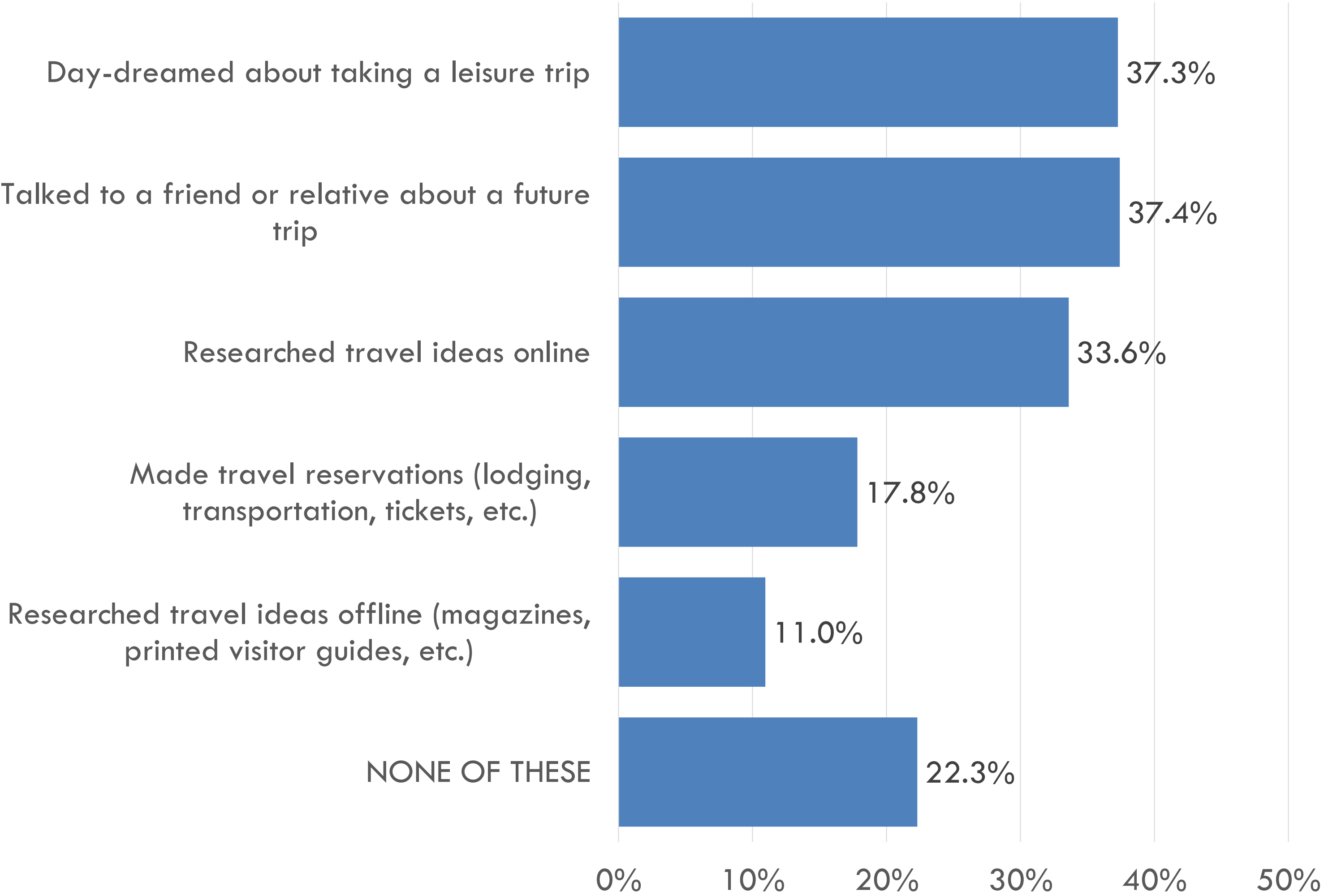
The proportion of travelers dreaming, talking about and planning leisure trips continues to grow.

TRAVEL PLANNING IN THE PAST WEEK

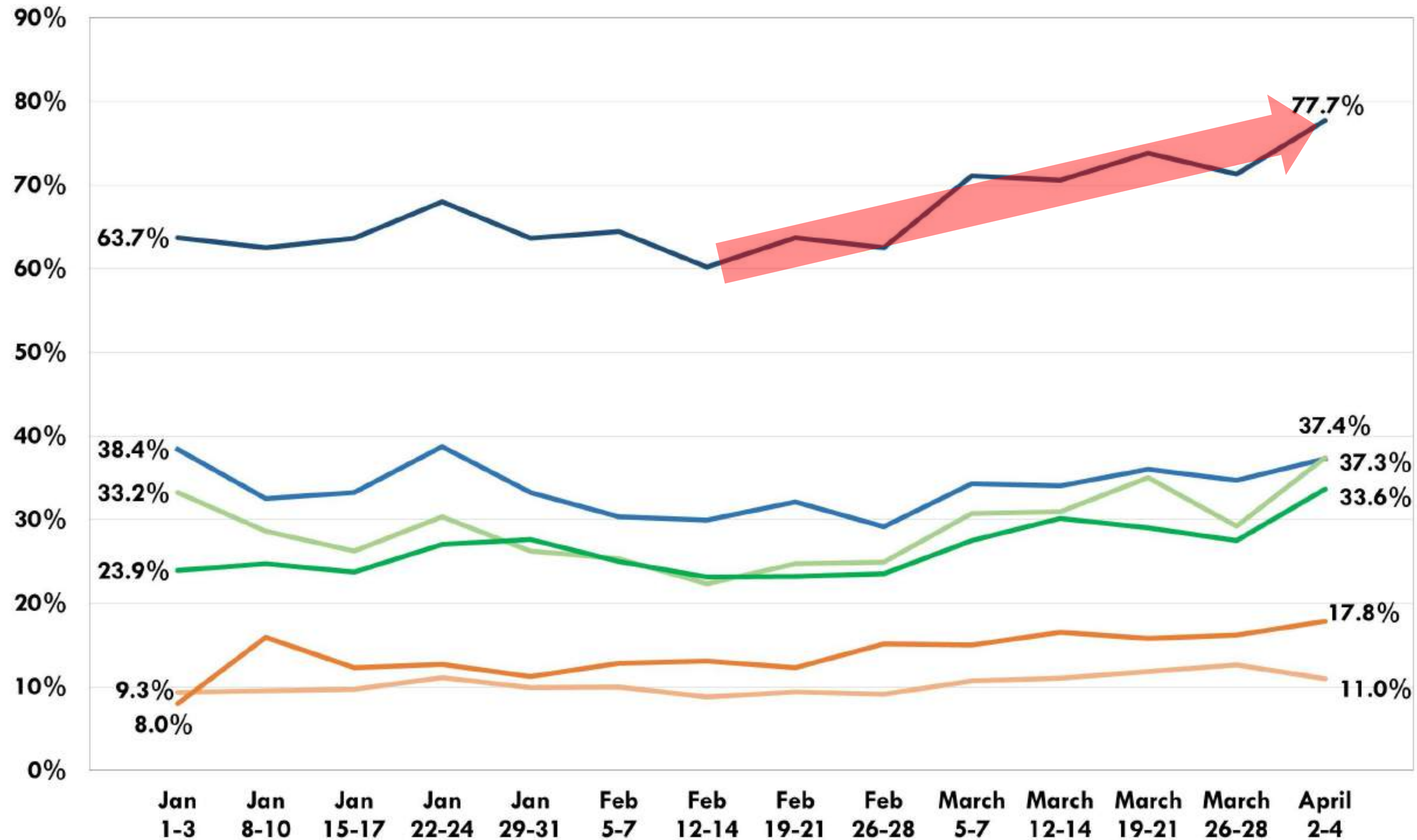
Question: In the PAST WEEK, which of the following have you done?
(Select all that complete the sentence)

In the PAST WEEK I have

(Base: Waves 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)



AMERICANS ARE DREAMING & PLANNING TRAVEL AT RECORD LEVELS FOR 2021 JANUARY 1—APRIL 4, 2021



**ANY TRAVEL
DREAMING/
PLANNING**

**DAY-DREAMED
ABOUT TAKING A
LEISURE TRIP**

**TALKED TO A
FRIEND OR
RELATIVE ABOUT A
FUTURE TRIP**

**RESEARCHED
TRAVEL IDEAS
ONLINE**

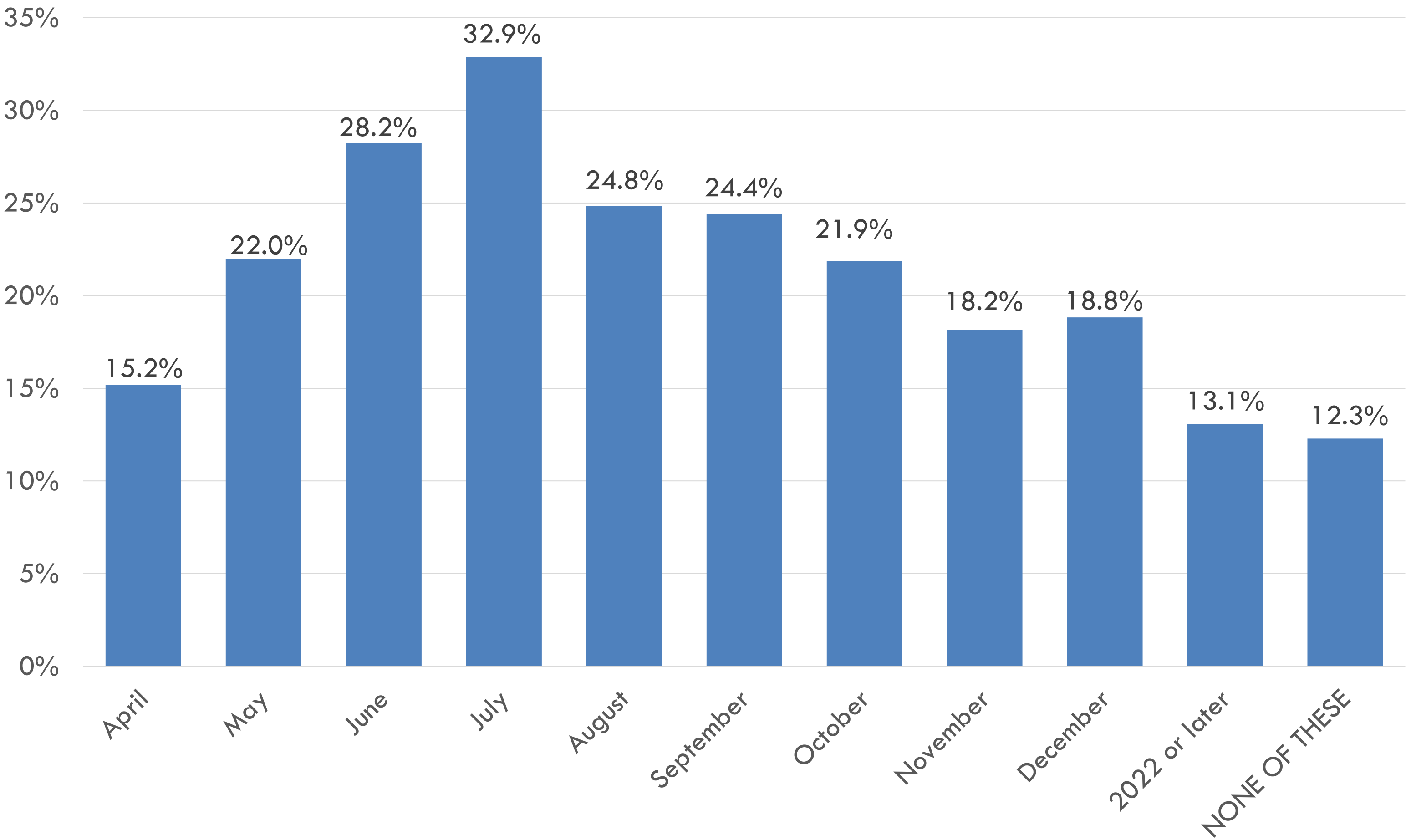
**RESEARCHED
TRAVEL IDEAS
OFFLINE**

**MADE
TRAVEL
RESERVATIONS**

MONTHS OF EXPECTED LEISURE TRIPS IN 2021

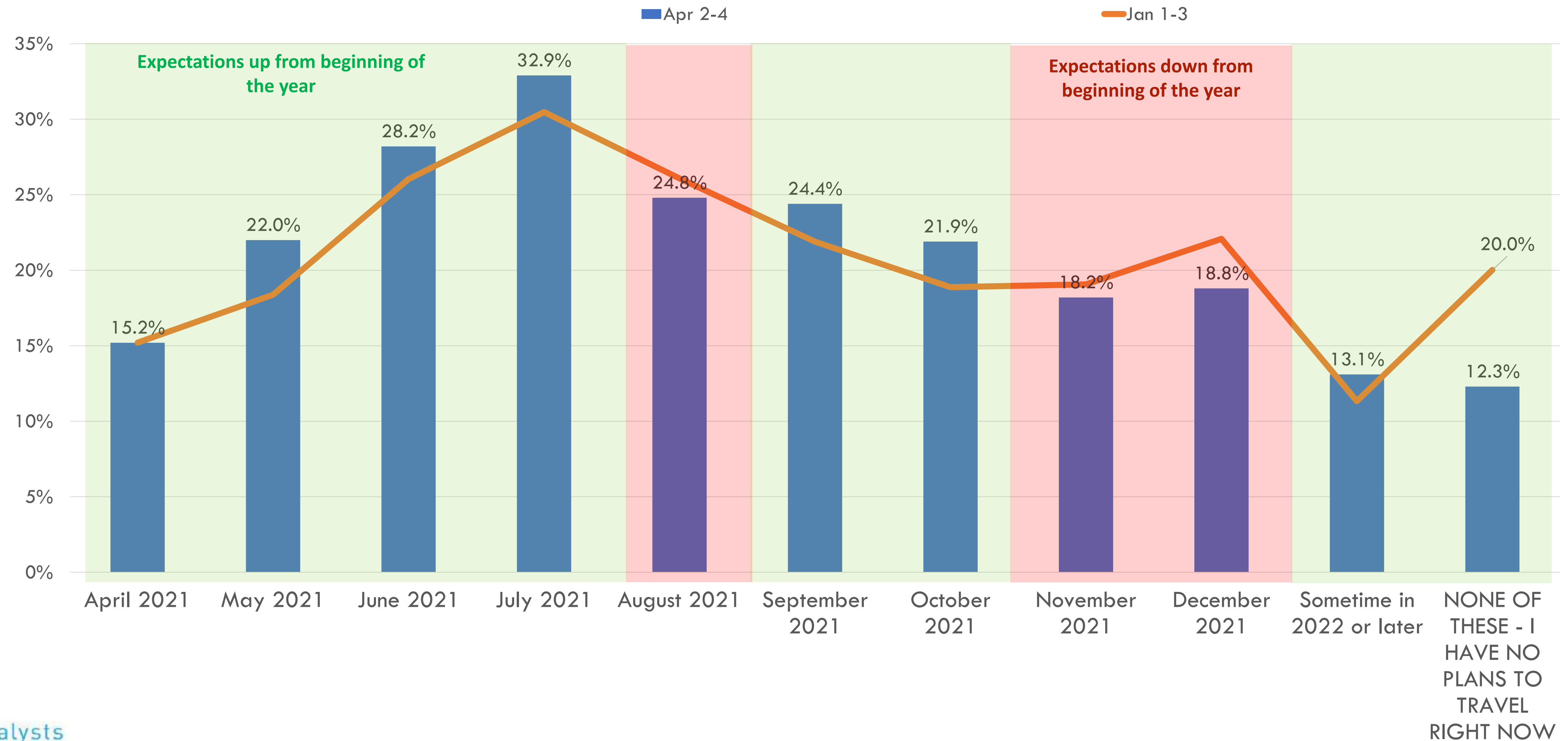
Question: Even if only tentatively scheduled, in which months do you currently plan to take any leisure trips? (Select all that apply)

(Base: Wave 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)



MONTHS OF EXPECTED LEISURE TRIPS IN 2021

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

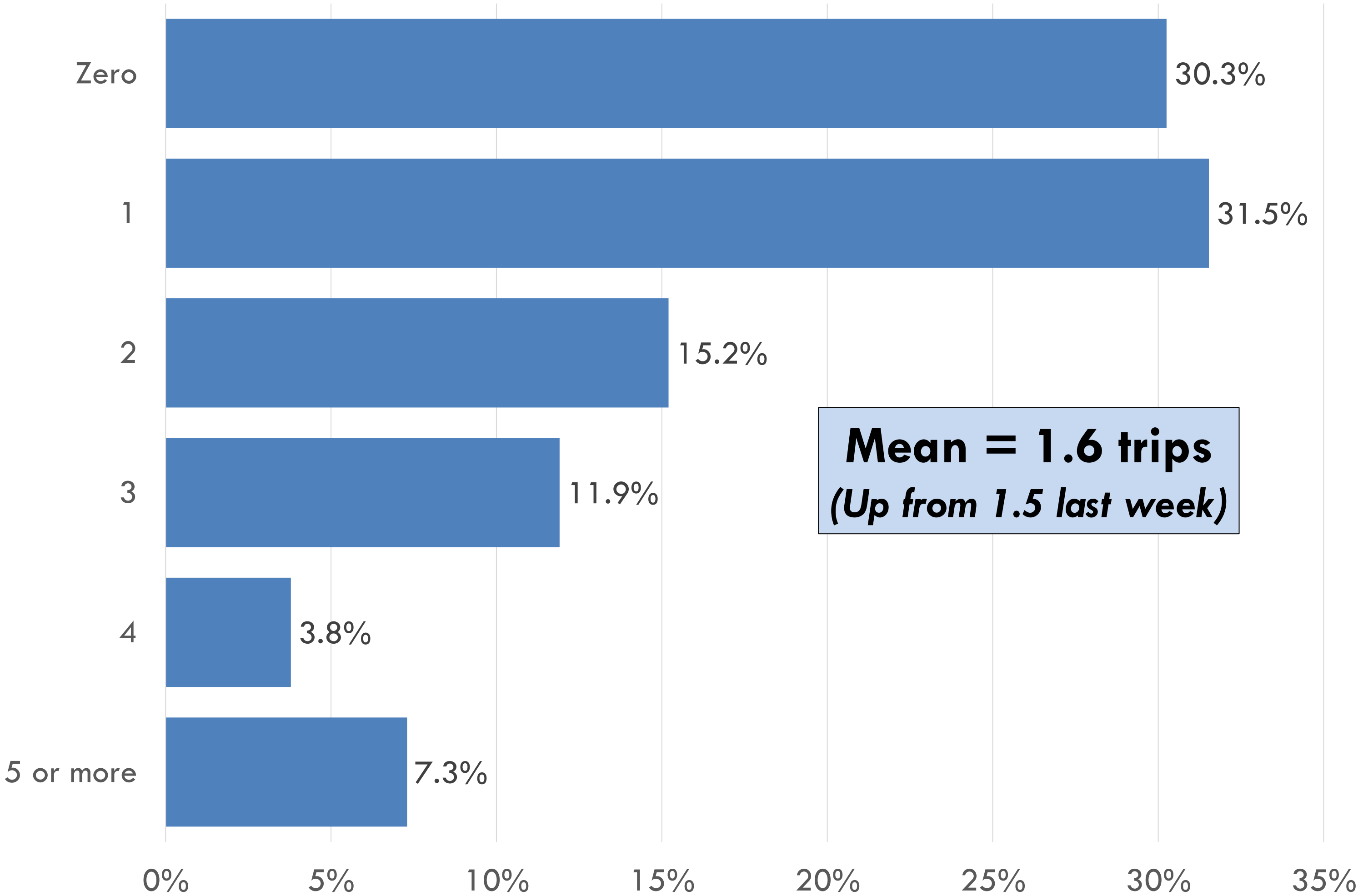


LEISURE TRIPS EXPECTED (NEXT 3 MONTHS)

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 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)

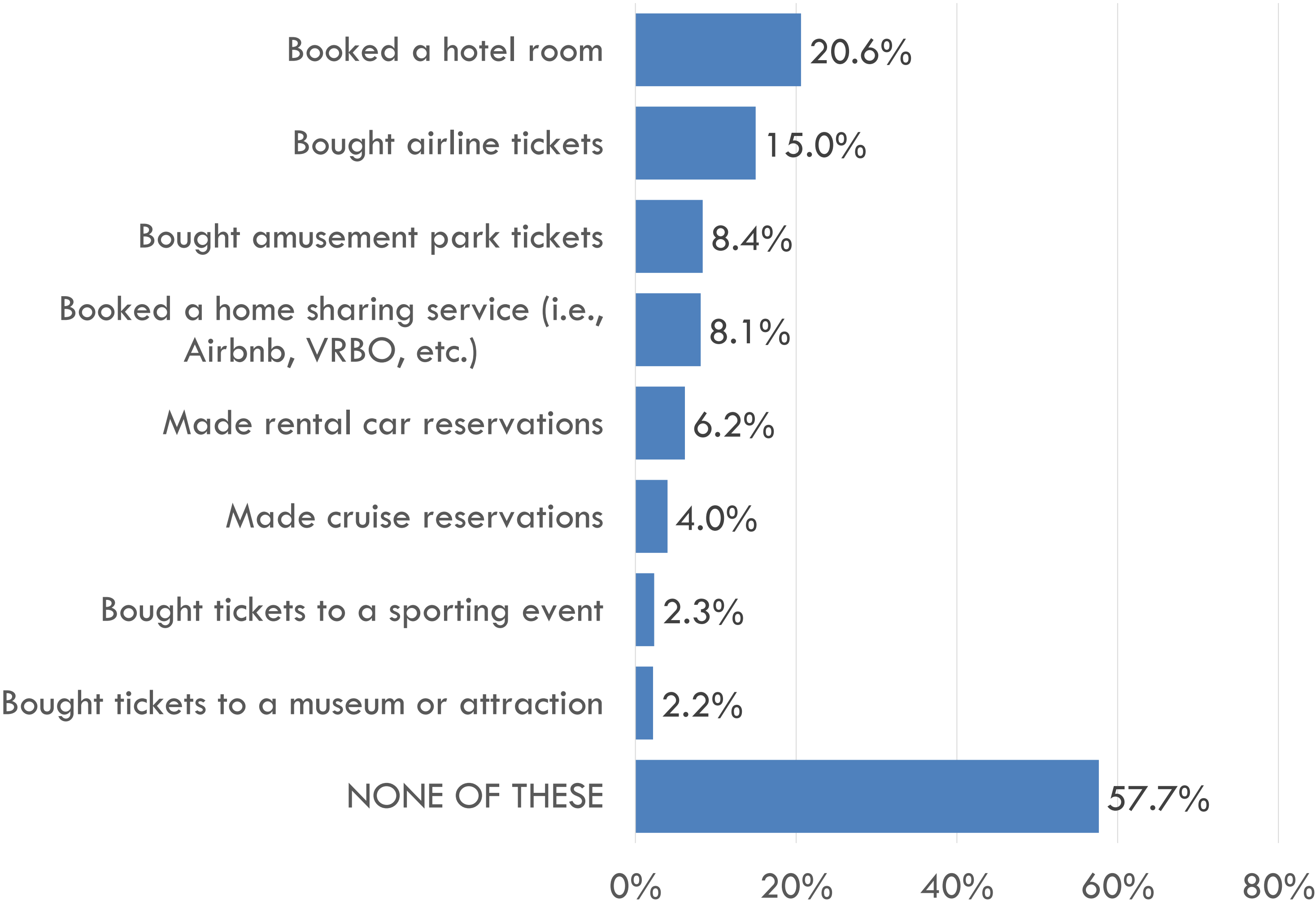


BOOKING COMPLETED FOR UPCOMING TRIPS

Question: THINK ABOUT ANY OF THE TRIPS YOU MIGHT TAKE IN THE NEXT THREE (3) MONTHS. Have you already booked any travel items for any of these trips? (Select all that complete the sentence)

I have already _____ for travel in the next three months.

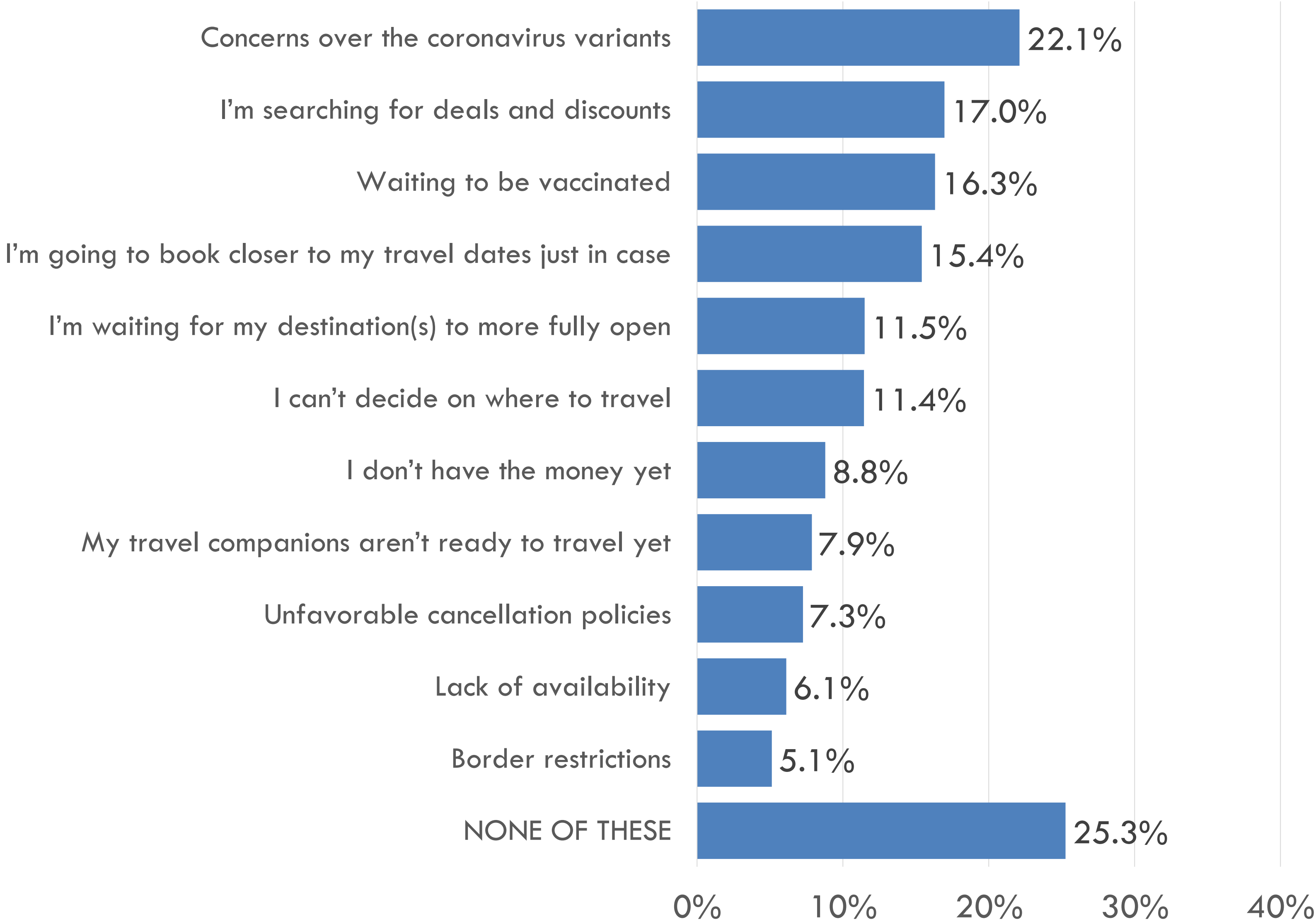
(Base: Wave 56 data. Respondents expecting to travel in the next three months, 829 completed surveys. Data collected April 2-4, 2021)



IMPEDIMENTS TO BOOKING: NEXT THREE MONTHS

Question: What has kept you from booking for any trips in the next three months?

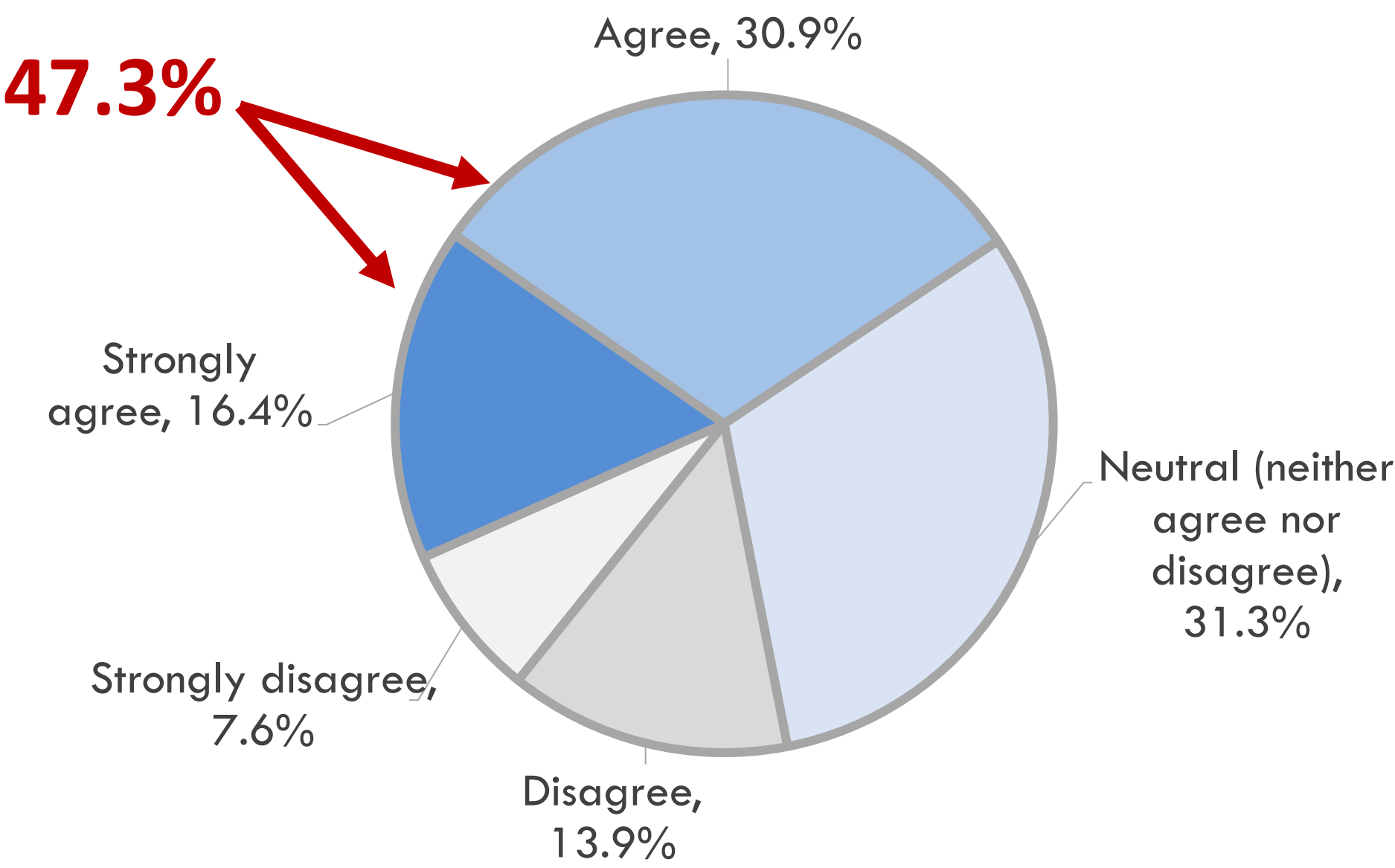
(Base: Wave 56 data. Respondents expecting to travel in the next three months, 810 completed surveys. Data collected April 2-4, 2021)



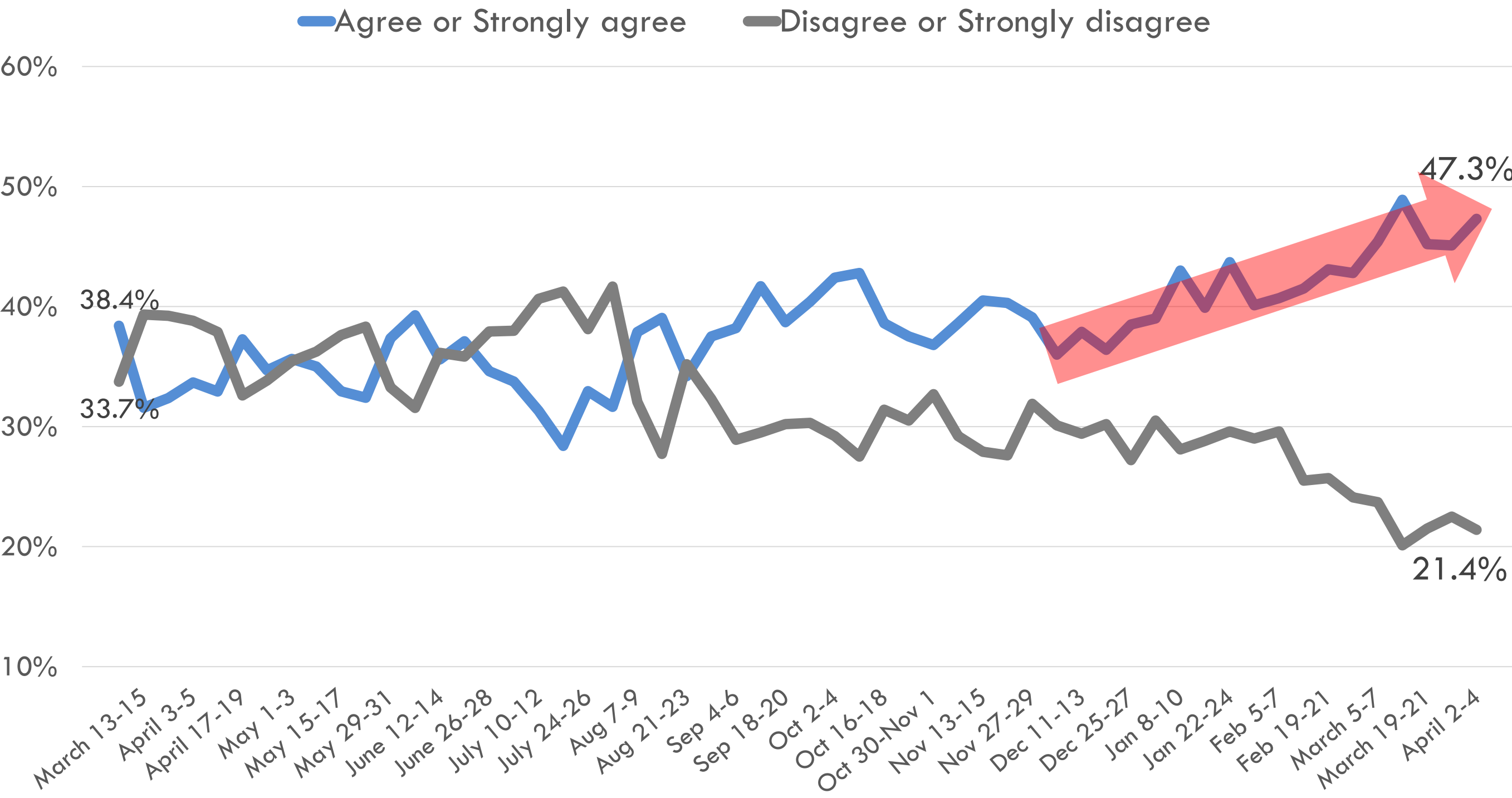
DISCOUNTS AND PRICE CUTS

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



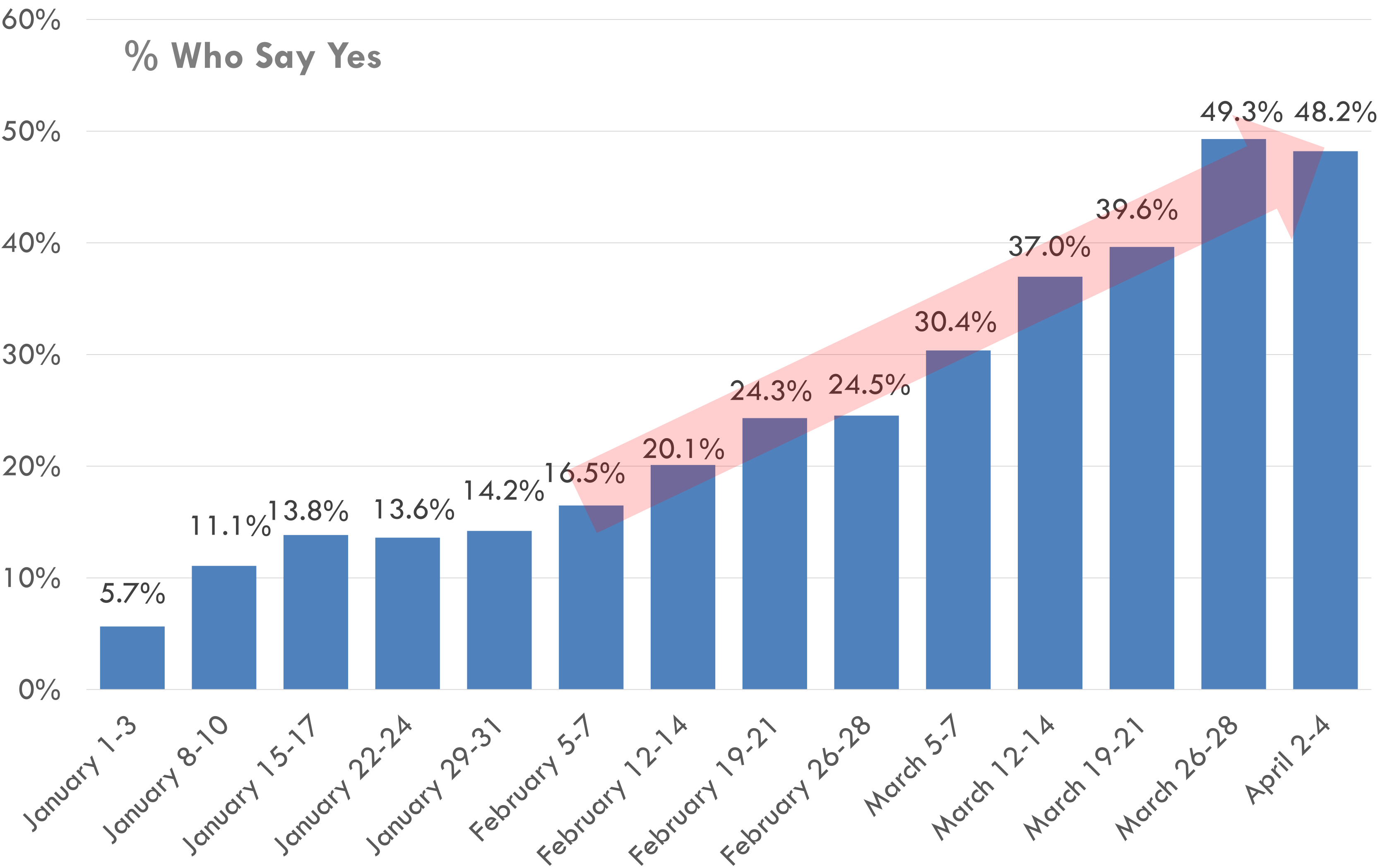


About half of travelers would be comfortable with a vaccine passport being required to participate in public activities.

TRAVELERS HAVING RECEIVED A VACCINE

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

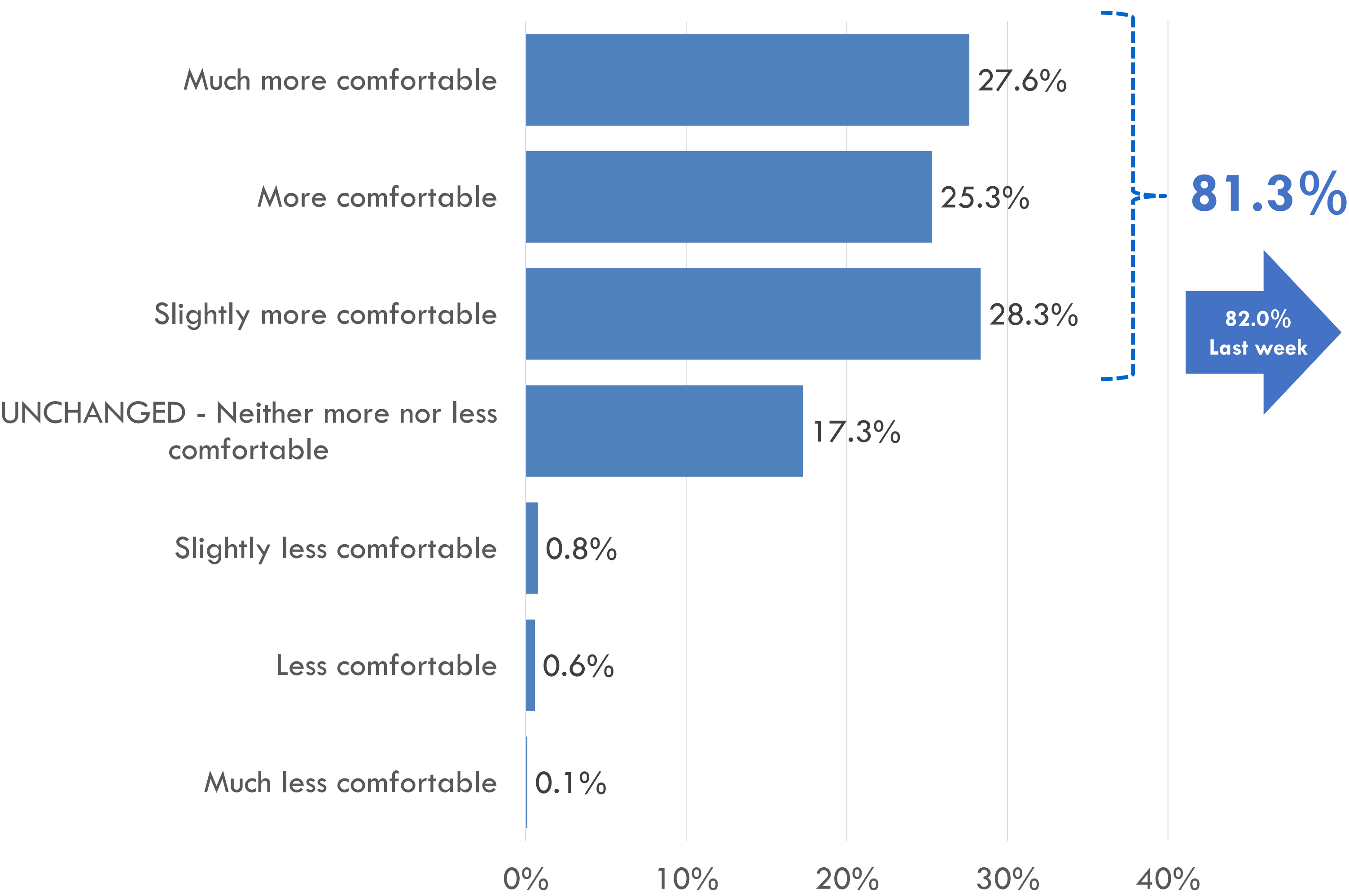
(Base: Waves 27, 30, 35-54 data. All respondents, 1,205, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204 and 1,208 completed surveys.)



COMFORT WITH TRAVELING AFTER RECEIVING A VACCINE

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 56 data. Respondents who have already taken (or will take) a COVID-19 vaccine, 784 completed surveys. Data collected April 2-4, 2021)



THE SET-UP: A COVID-19 VACCINE PASSPORT would be proof that you've been vaccinated against the COVID-19 virus. It could be digital, like a phone app, or physical, such as a small paper card. A person could carry it with them and show it if required, like before you go into the office, board an airplane, or visit a restaurant, movie theater, or gym.

QUESTION: How comfortable would you be with the idea of COVID-19 Vaccine Passports being used widely in the United States to allow access to public activities? (Please assume the use of such passports would end when the pandemic is over)



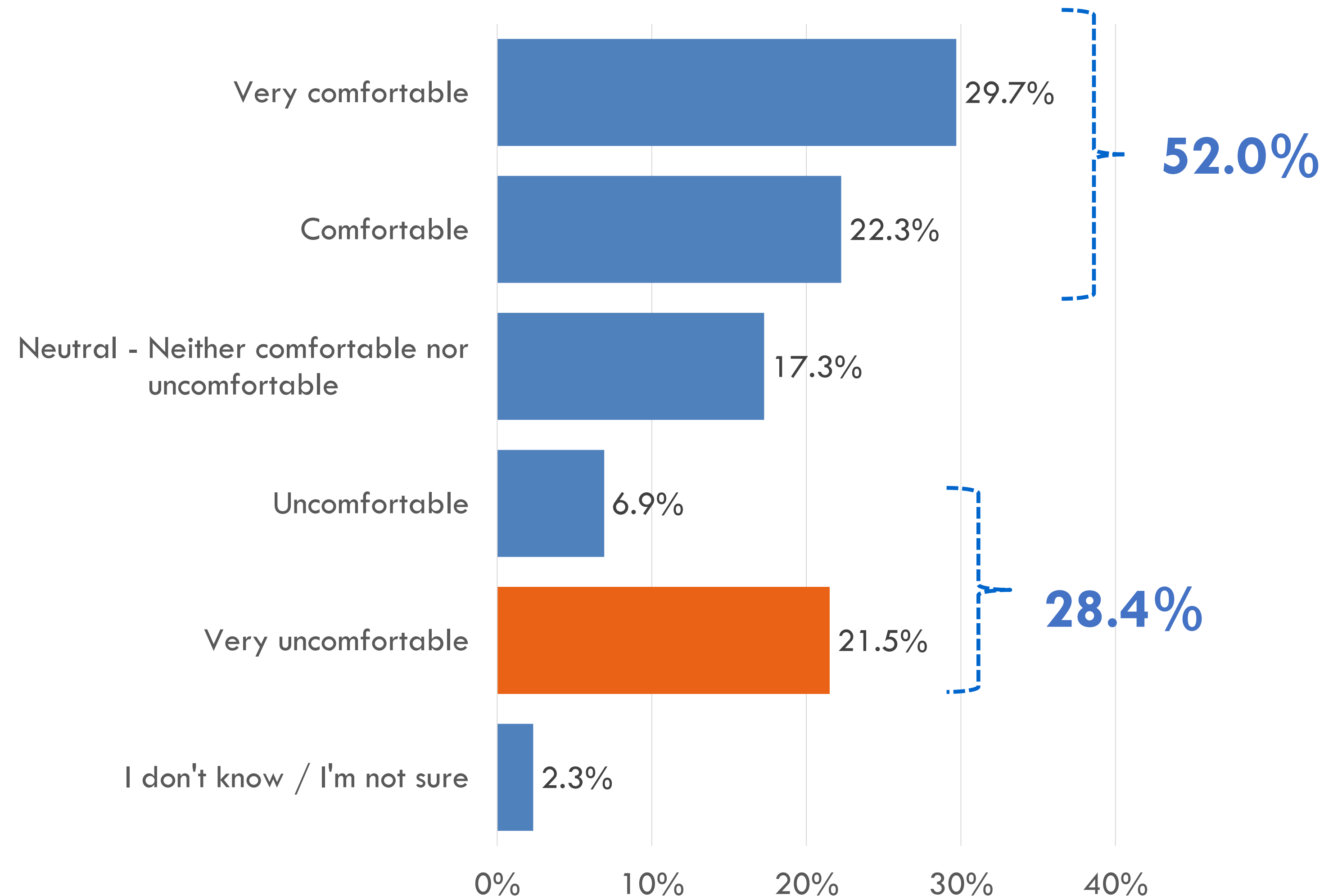
COMFORT WITH COVID-19 PASSPORTS

Question: A COVID-19 VACCINE

PASSPORT would be proof that you've been vaccinated against the COVID-19 virus. It could be digital, like a phone app, or physical, such as a small paper card. A person could carry it with them and show it if required, like before you go into the office, board an airplane, or visit a restaurant, movie theater, or gym.

How comfortable would you be with the idea of COVID-19 Vaccine Passports being used widely in the United States to allow access to public activities? (Please assume the use of such passports would end when the pandemic is over)

(Base: Wave 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)



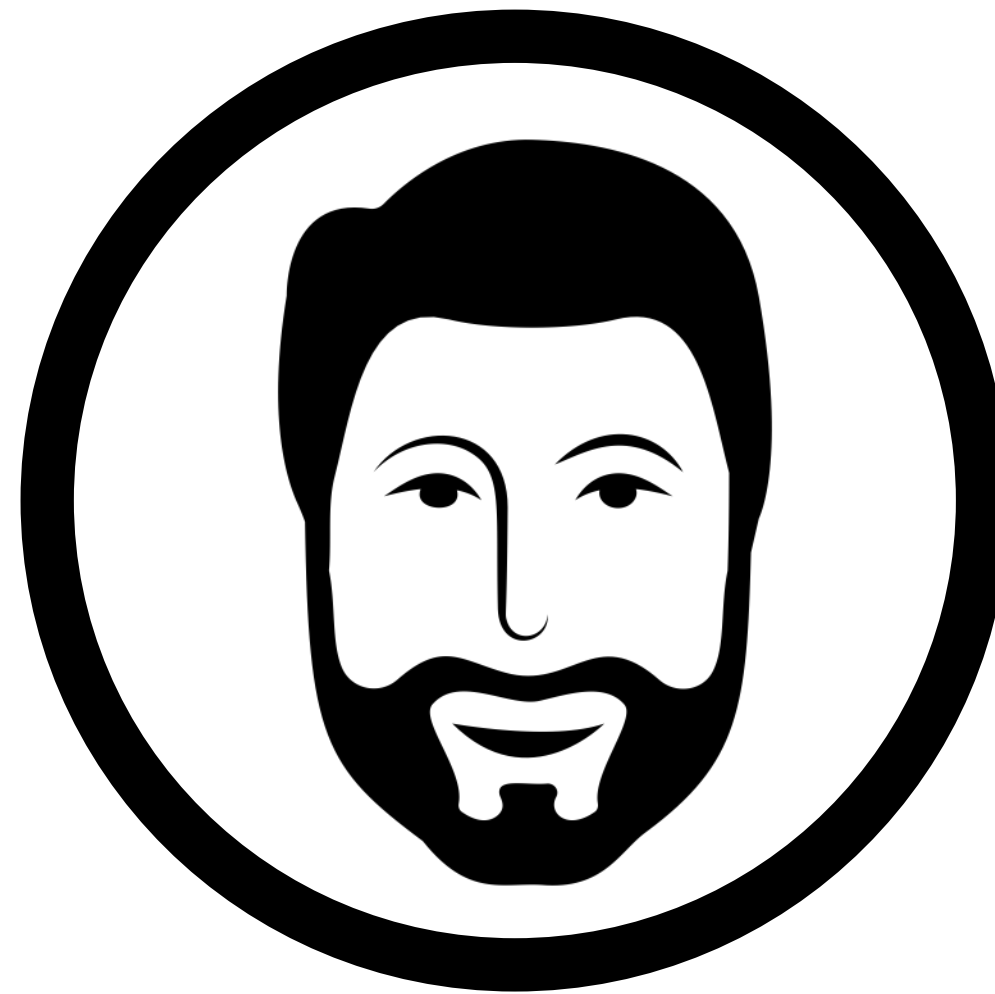
TRAVELERS “VERY UNCOMFORTABLE” WITH COVID-19 PASSPORTS

BY GENERATION:



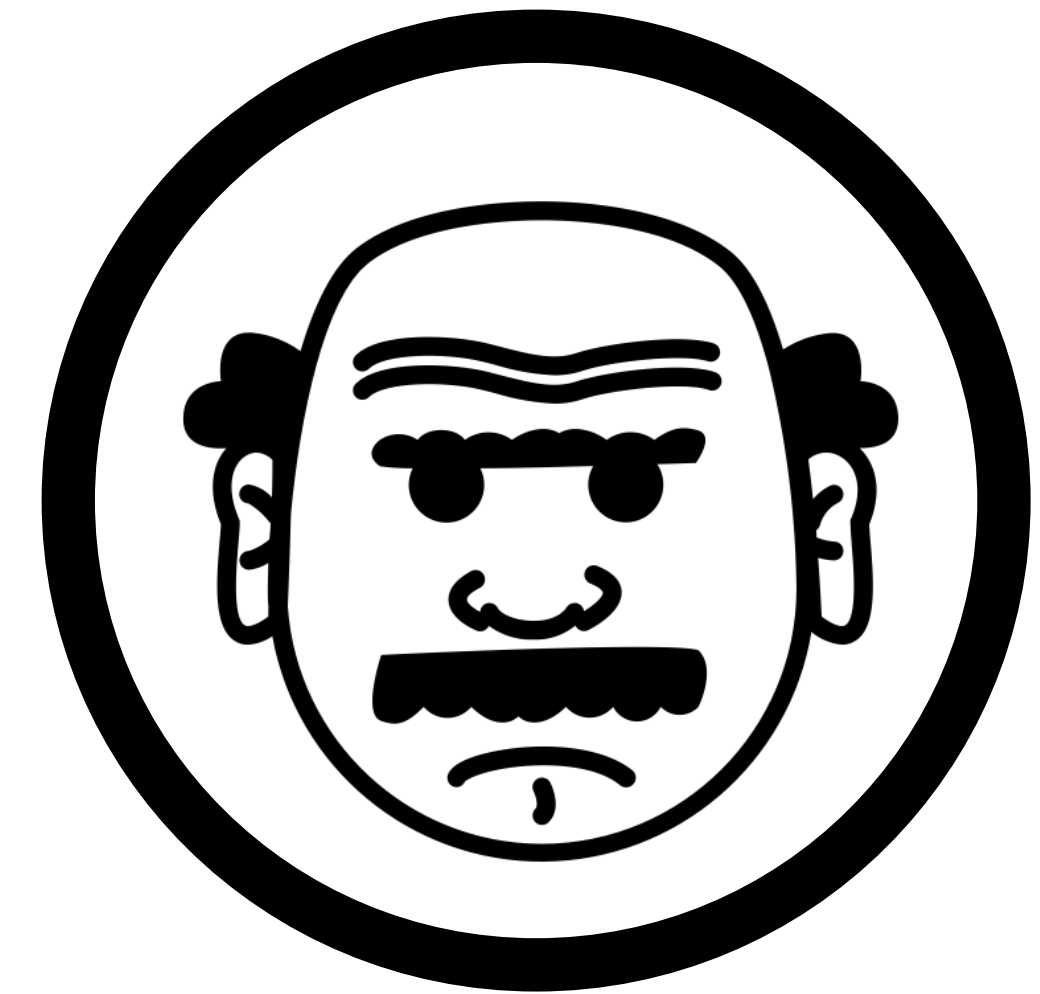
MILLENNIALS

18.8%



GEN X

21.3%



BOOMERS

24.4%

TRAVELERS “VERY UNCOMFORTABLE” WITH COVID-19 PASSPORTS

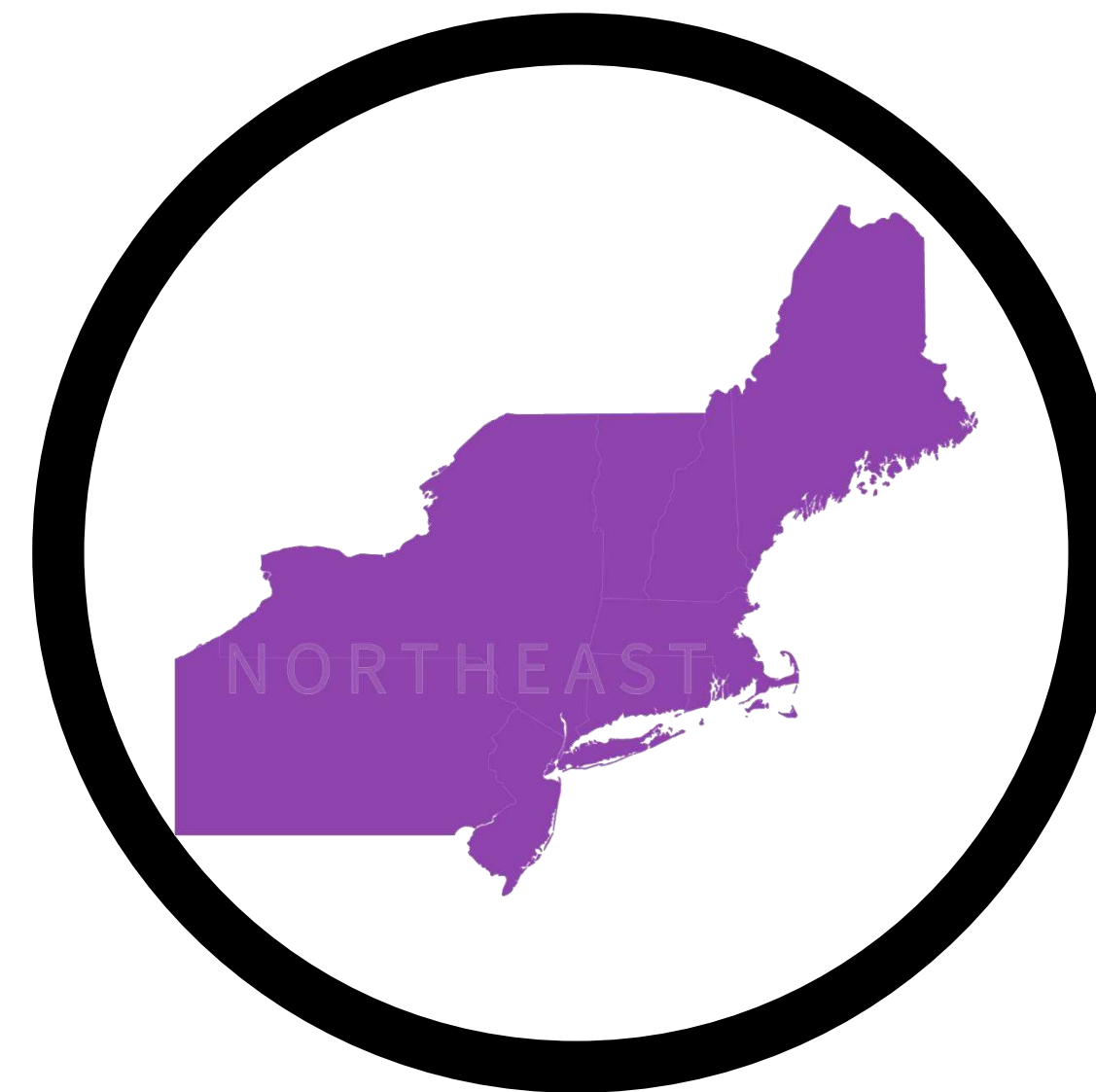
BY REGION:



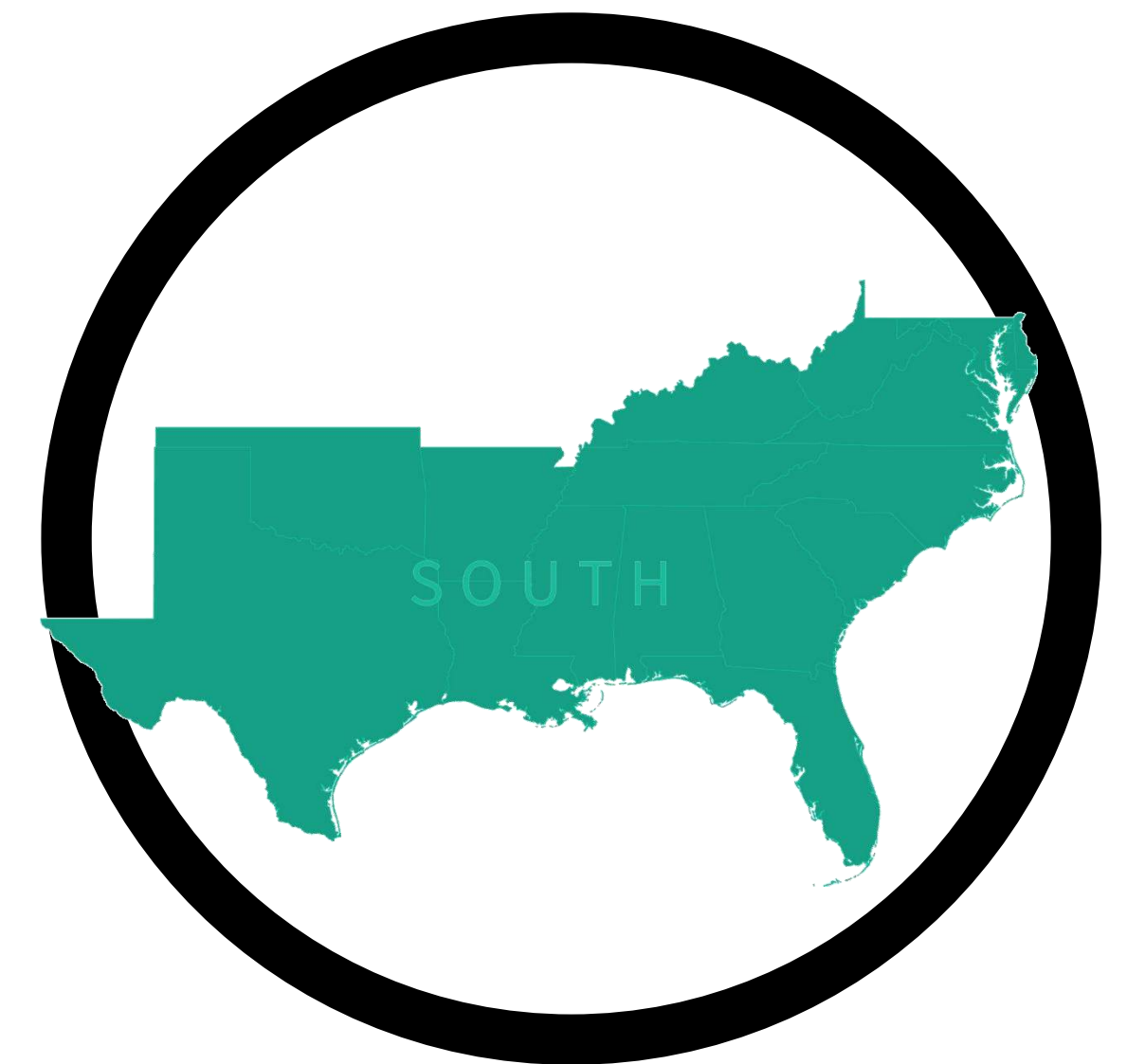
WEST
19.7%



MIDWEST
21.1%



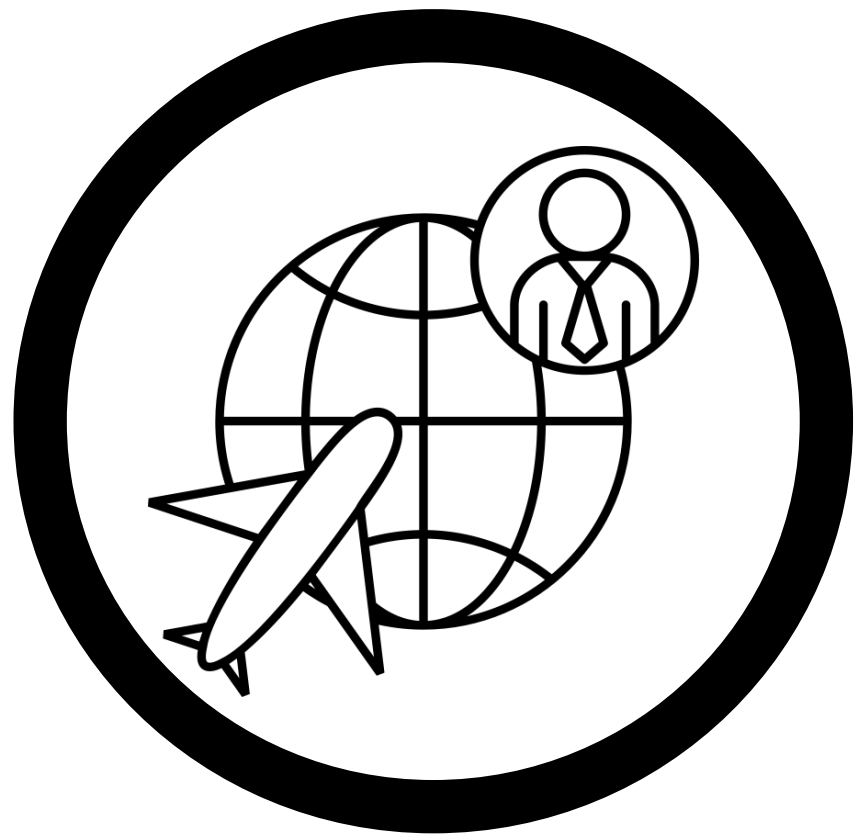
NORTHEAST
16.7%



SOUTH
25.3%

TRAVELERS “VERY UNCOMFORTABLE” WITH COVID-19 PASSPORTS

BY BUSINESS/GROUP MEETINGS TRAVELERS:



**BUSINESS
TRAVELER**

14.9%



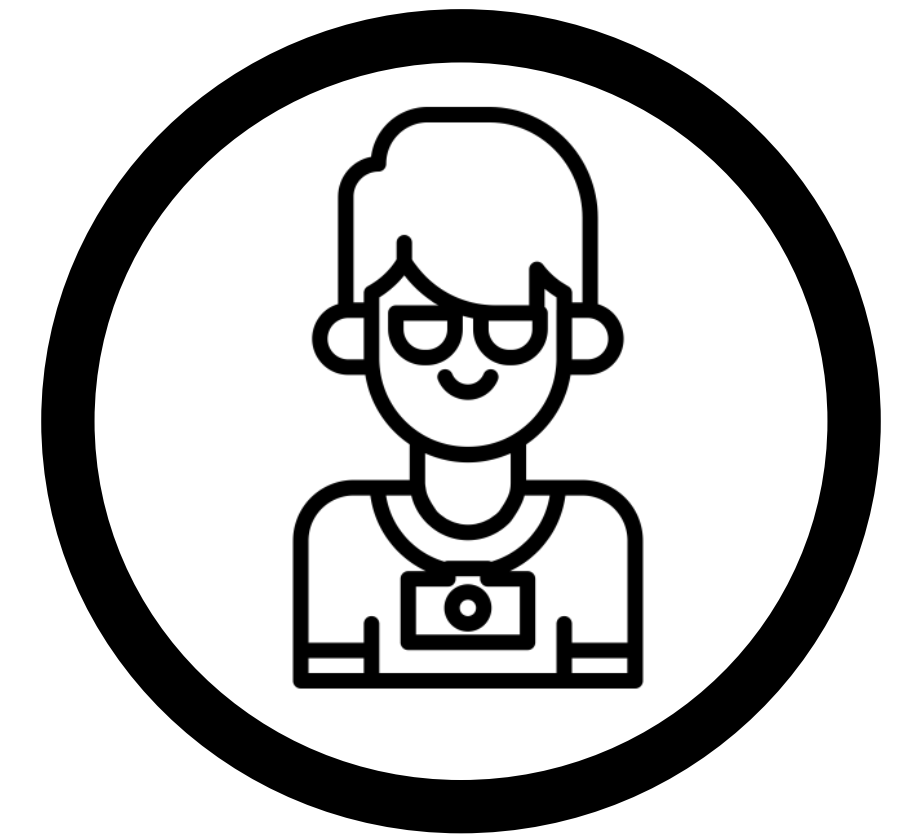
**NON-BUSINESS
TRAVELER**

25.0%



**MEETINGS
TRAVELER**

14.1%



**NON-MEETINGS
TRAVELER**

25.0%

TRUE OR FALSE:

Proof of
vaccination should
be required for



BELIEF IN PROOF OF VACCINATION REQUIREMENTS BY ACTIVITY

AMERICANS WHO BELIEVE PROOF OF COVID-19
VACCINATION SHOULD BE REQUIRED FOR:

72.9%

Entry to the U.S.
from another
Country



65.3%

Boarding a
Cruise



59.8%

Boarding a
Commercial
Flight



46.6%

Attending
Indoor
Performances



43.3%

Attending
Large-Scale Outdoor
Sporting Events



29.1%

Dining
Inside a
Restaurant





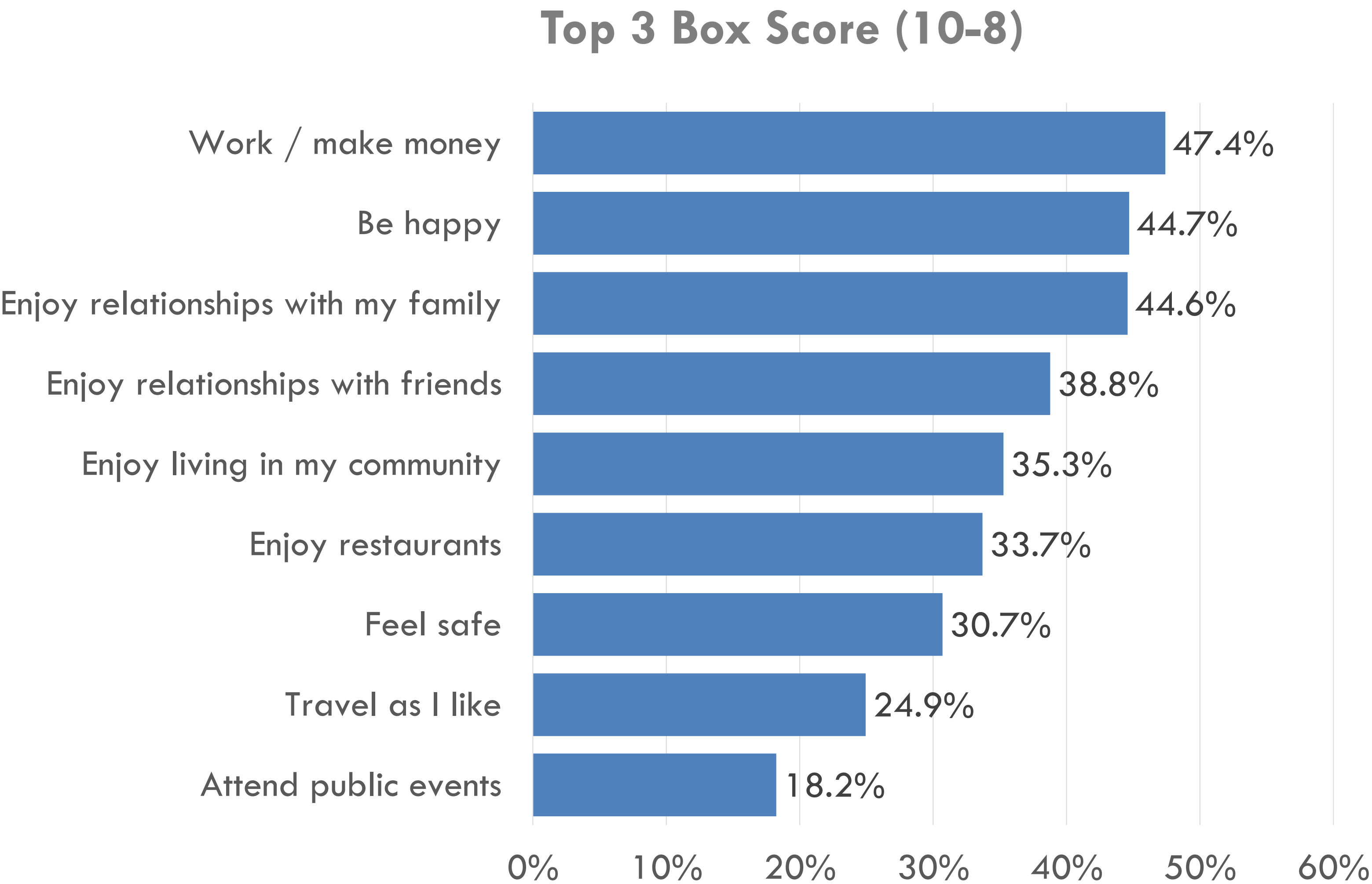
Many travelers are seeing a return to normal begin to emerge. About half expect this to happen by September.

RETURNING TO NORMALCY

Question: Now let's talk about how close to (or far from) your life is to normal (i.e., being totally unaffected by the COVID-19 situation).

For each, tell us about your life using the scale where 1 equals "Still very far from normal" and 10 equals "Already completely normal".

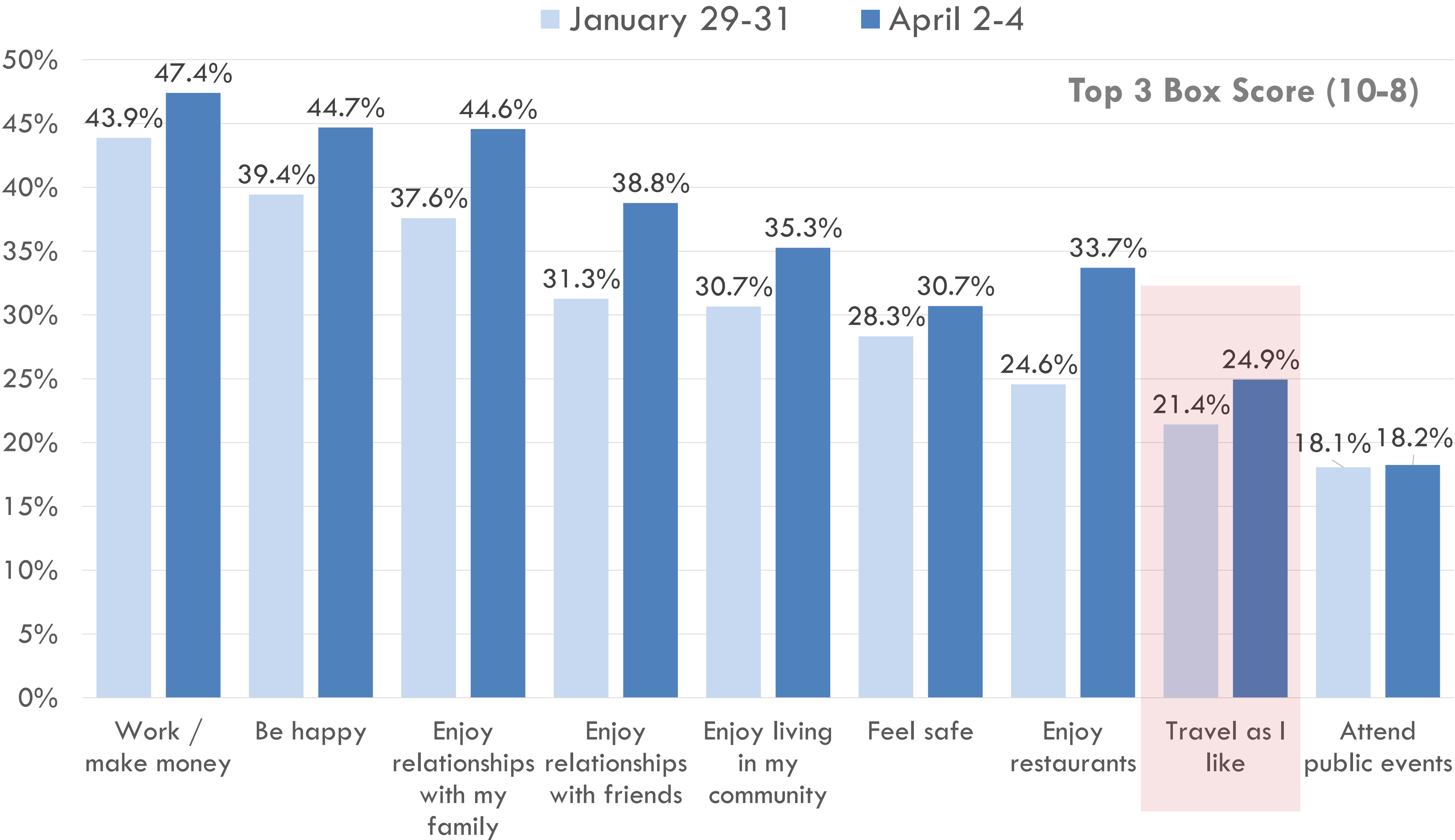
(Base: Waves 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)



RETURNING TO NORMALCY

Question: Now let's talk about how close to (or far from) your life is to normal (i.e., being totally unaffected by the COVID-19 situation).

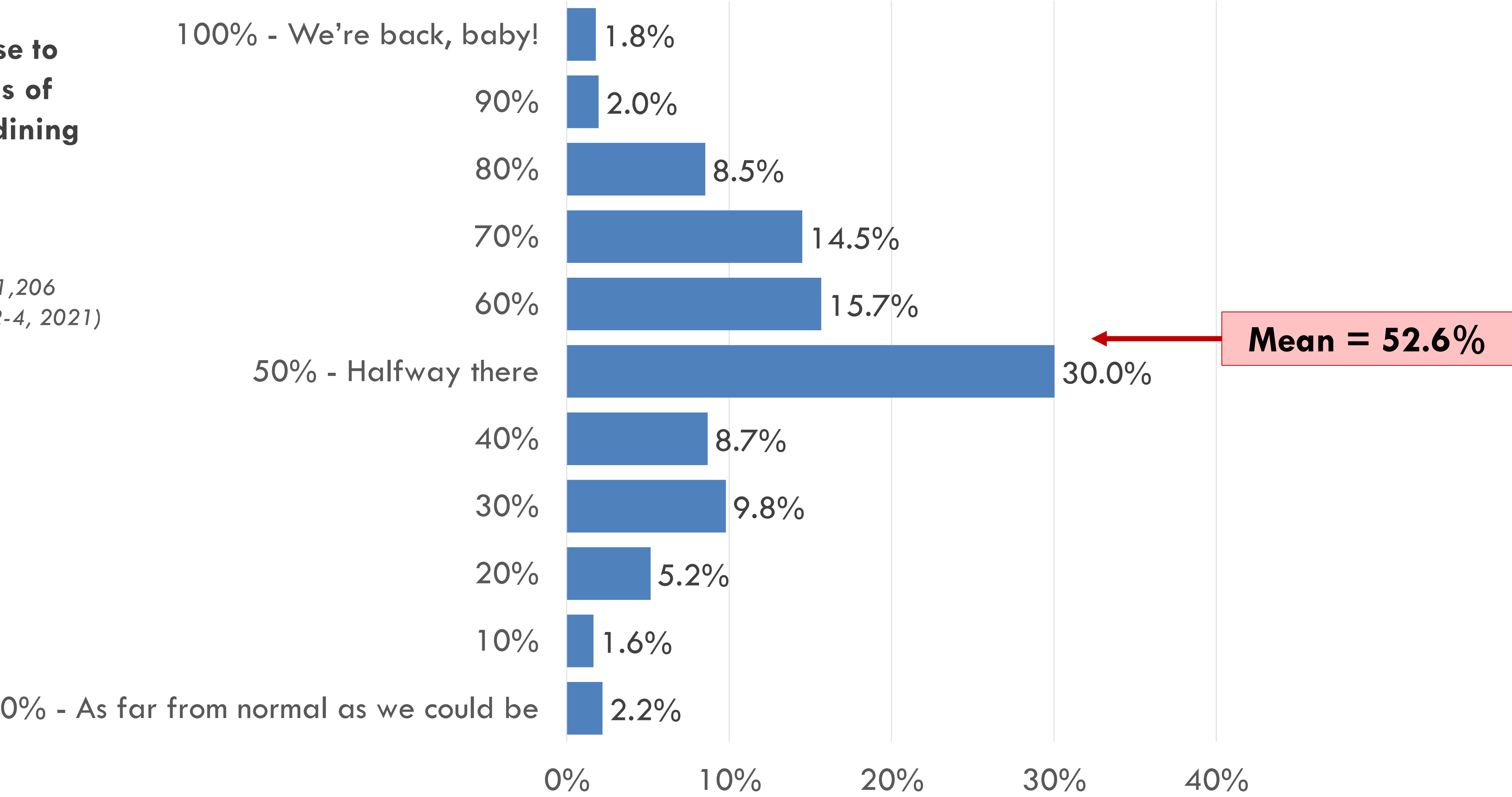
For each, tell us about your life using the scale where 1 equals "Still very far from normal" and 10 equals "Already completely normal".



HOW CLOSE TO NORMAL IS THE USA?

Question: Overall, how close to “normal” is the U.S. in terms of resuming leisure activities (dining out, travel, etc.)?

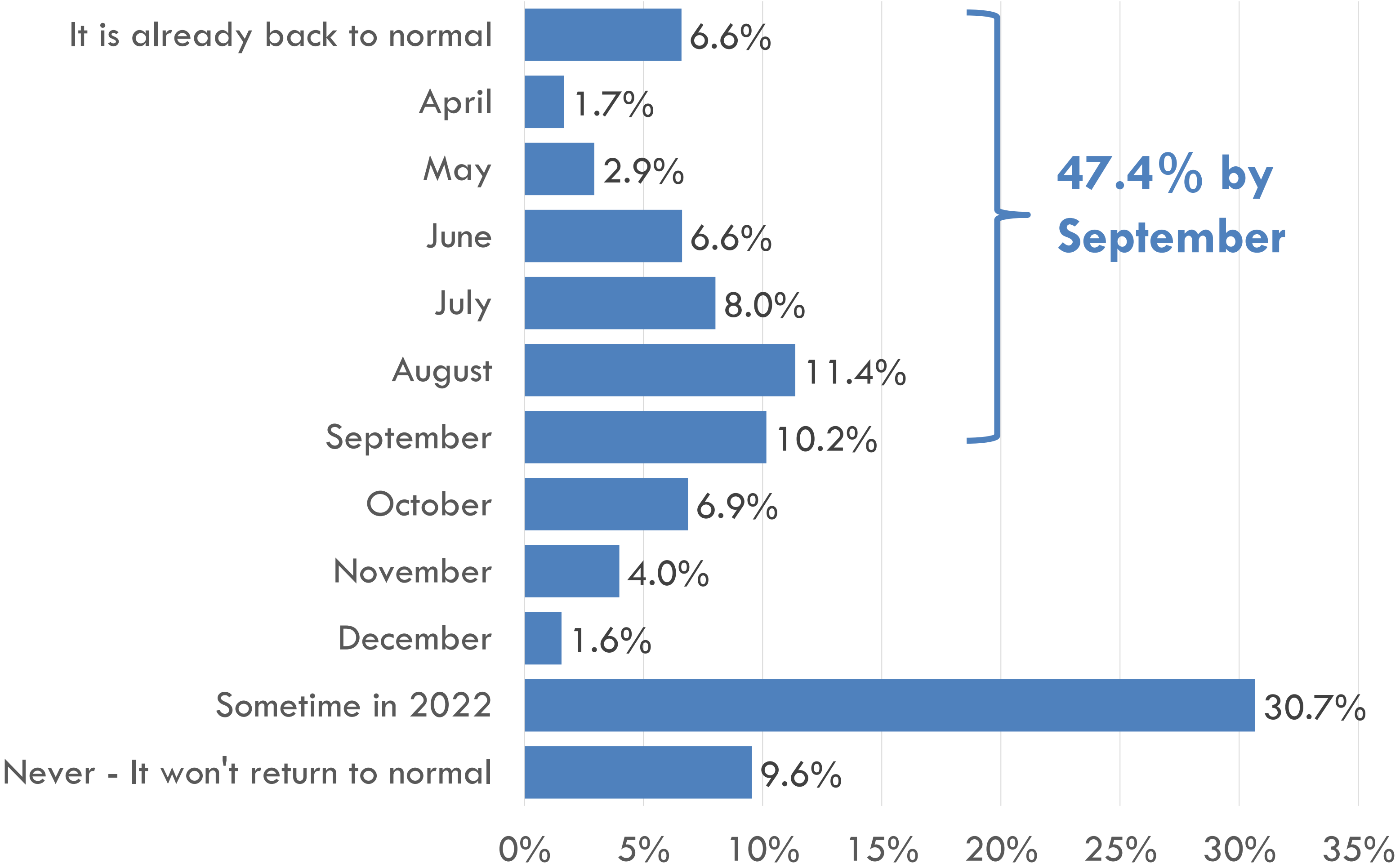
(Base: Waves 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)



WHEN WILL RETURN TO NORMALCY HAPPEN

Question: When do you expect your life to get back to “normal”? (Select one)

(Base: Waves 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)



TAKEAWAYS

1

More travelers consider themselves to be ready to travel than at any time during the pandemic.

2

The comfort level travelers feel in their own communities is on the rise.

3

The proportion of travelers dreaming, talking about and planning leisure trips continues to grow.

4

About half of travelers would be comfortable with a vaccine passport being required to participate in public activities.

5


Many travelers are seeing a return to normal begin to emerge. About half expect this to happen by September.

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





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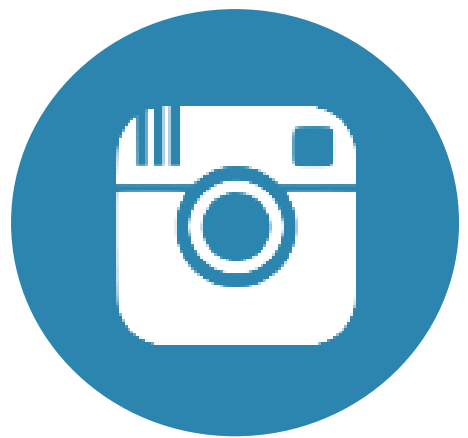
FOLLOW US ON SOCIAL MEDIA



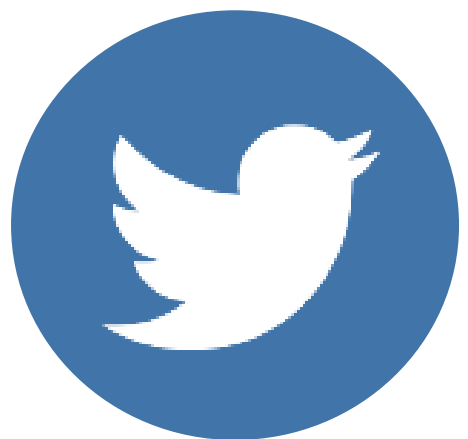
[@Destination Analysts Research](#)



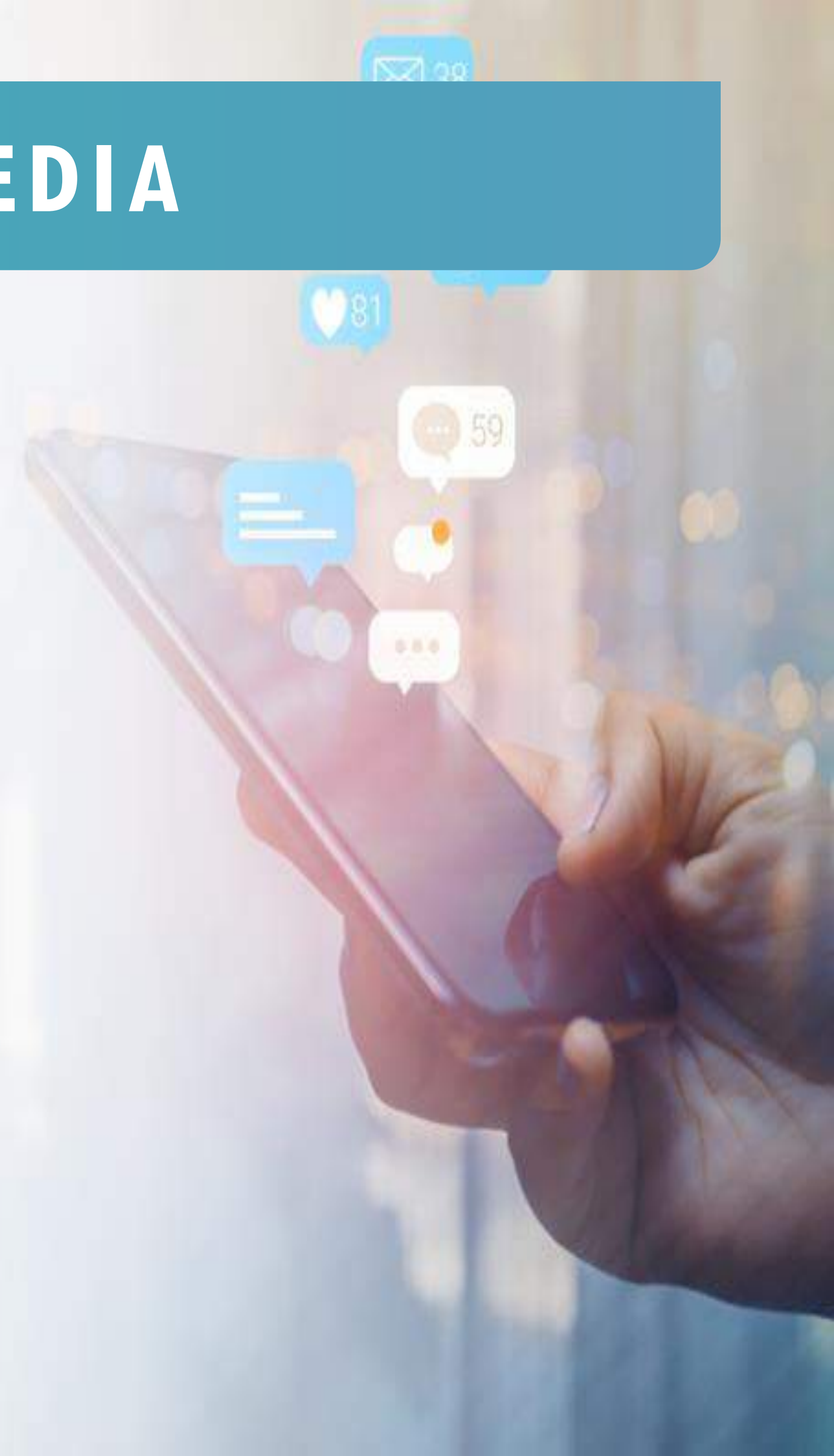
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An astronaut in a white spacesuit stands on a dark, rocky surface, looking out over a vast, bright orange and yellow sky filled with clouds. The astronaut's helmet and suit are clearly visible, and the overall scene conveys a sense of exploration and achievement.

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