



Coronavirus Travel Sentiment Index Report

Online Dashboard

Last Updated: 8/22/2021

Research prepared by:

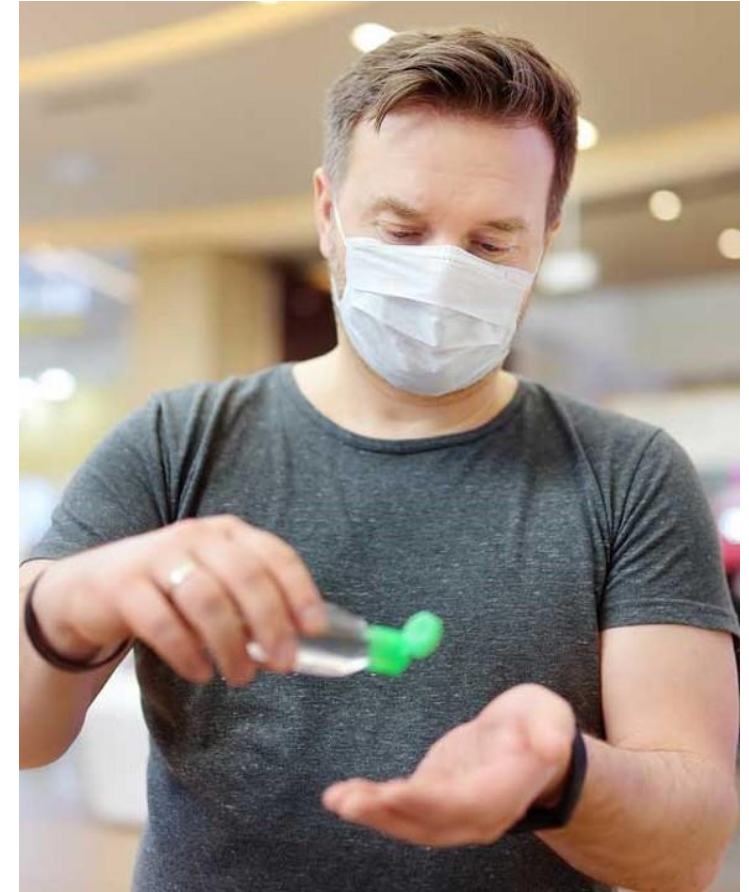
Destination  Analysts

Project Overview

The Covid-19 virus outbreak has caused widespread disruption and damage to the travel and tourism industry. To benchmark and track the current situation, Destination Analysts, Inc. has launched a weekly tracking survey of adult American travelers. The results of all waves of this project are presented in this online dashboard. The survey, conducted weekly, aims to track traveler sentiment and generate insight into when tourism businesses can expect demand to return.

The survey questionnaire used here is multifaceted and asks a representative sample of adult American travelers to report their experiences and feelings around the current pandemic situation. The value of this data set increases as additional waves of the project are completed and we can see emerging trends. While some data in this dashboard is presented primarily on topline, more time series and trended data will be added and updated as more waves of the study are completed.

The first wave of the survey was collected from March 13-15, from a demographically representation sample of adult American travelers in each of four U.S. regions and additional waves of the study are collected every week. Travelers are defined as adults having taken at least one trip (50-miles or more from home) in the past two years. In each wave of data collection, 1,200 fully completed surveys were collected, suggesting the topline results presented here have a confidence interval of +/- 2.8% per individual wave.

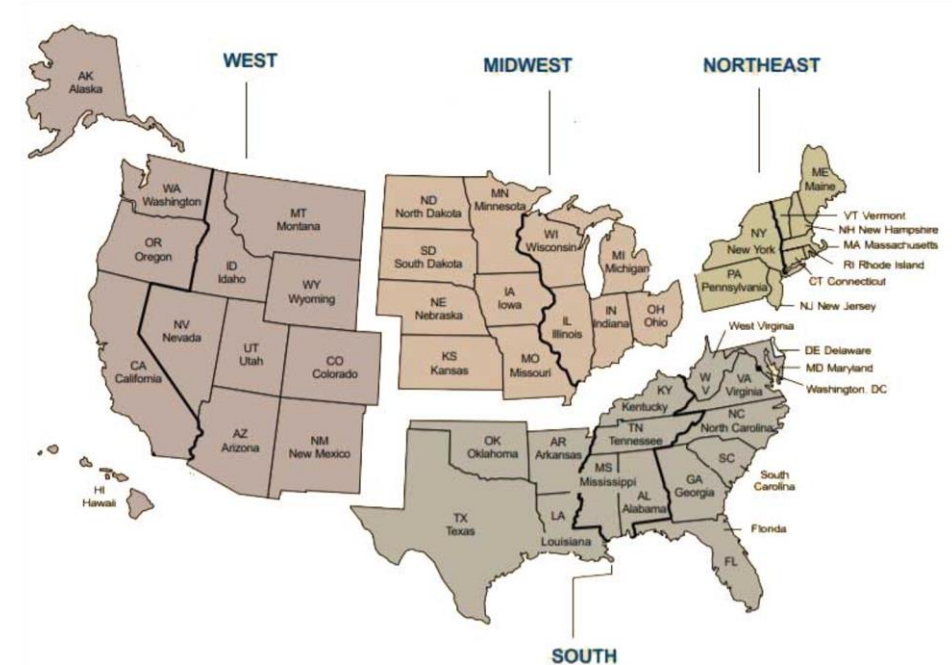


Project Overview

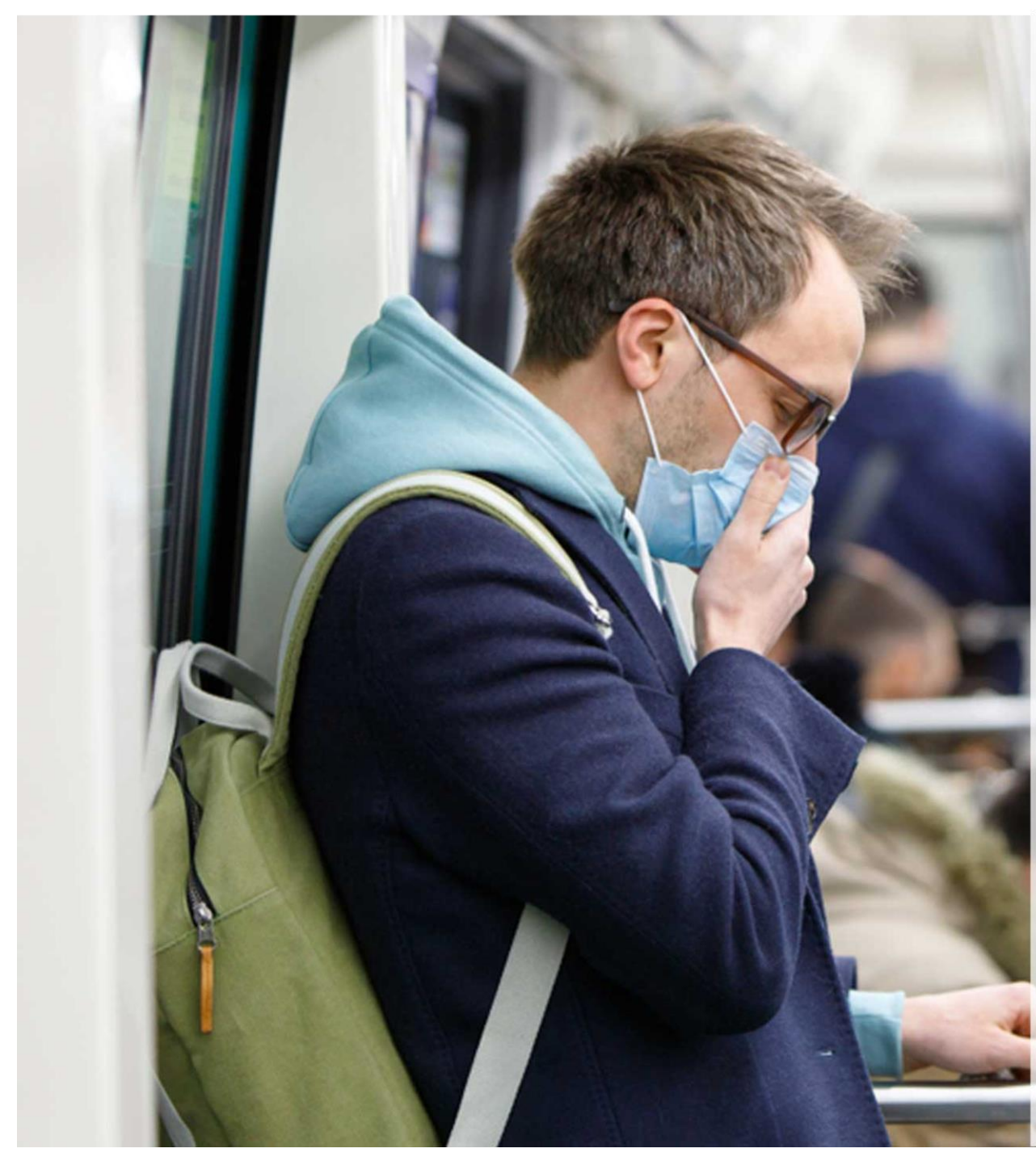
Data weighting. The survey sampling plan used in this project collected approximately 300 fully-completed surveys in each of the four regions shown in the map below. The overall results presented in this report are weighted to reflect the actual populations of the regions.

Moving Forward. The COVID-19 situation is evolving, and its impact on the travel industry is far from clear. As a result, Destination Analysts plans to conduct this survey bi-weekly through August, and monthly from September to December 2021.


Map of U.S. Showing Survey Regions



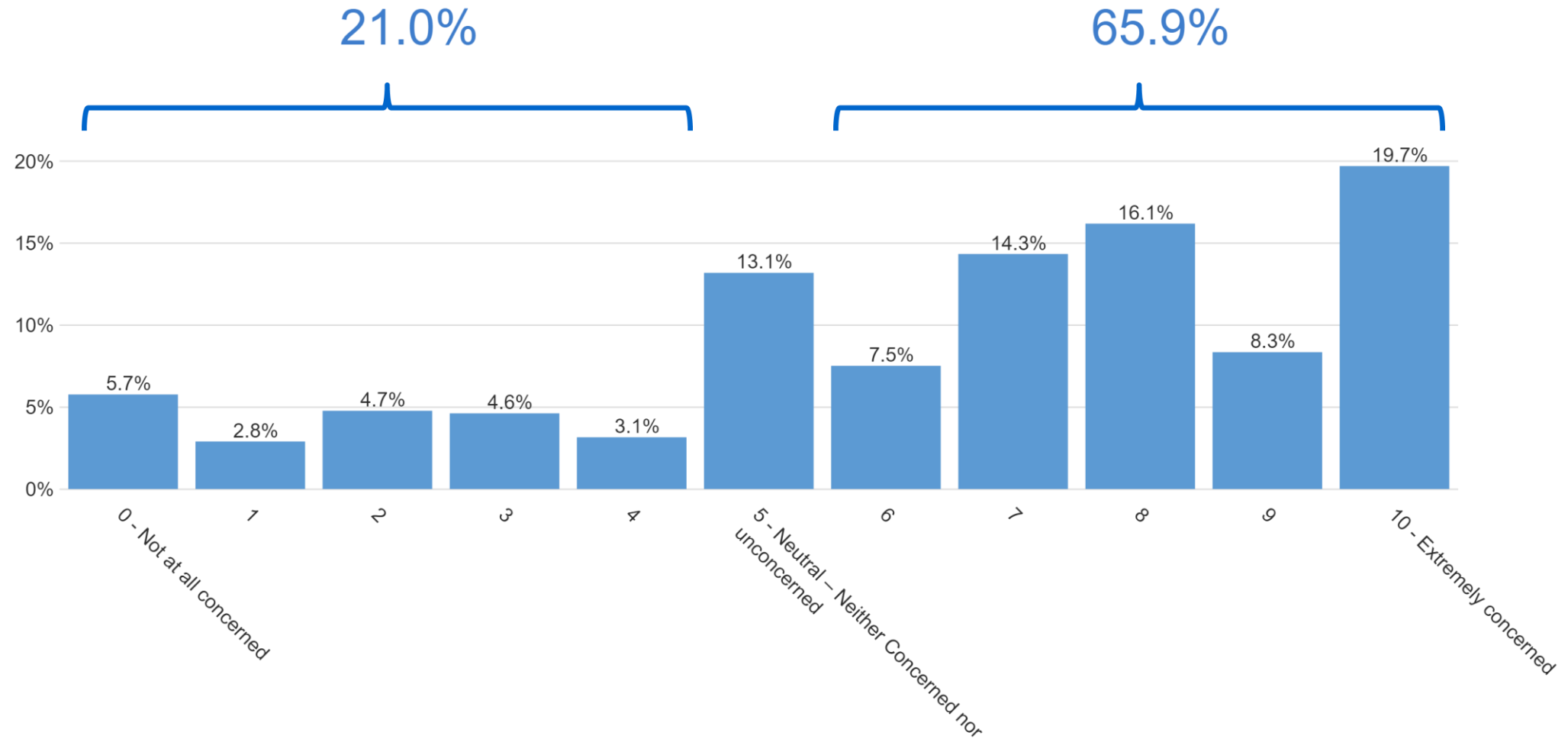
n	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Midwest	156	200	209	170	170	254	128	146	66	95
Northeast	172	174	220	156	176	270	139	152	74	82
South	228	316	259	240	241	405	205	248	117	90
West	390	418	501	422	394	518	321	346	172	161



Current Feelings about the Coronavirus & Travel



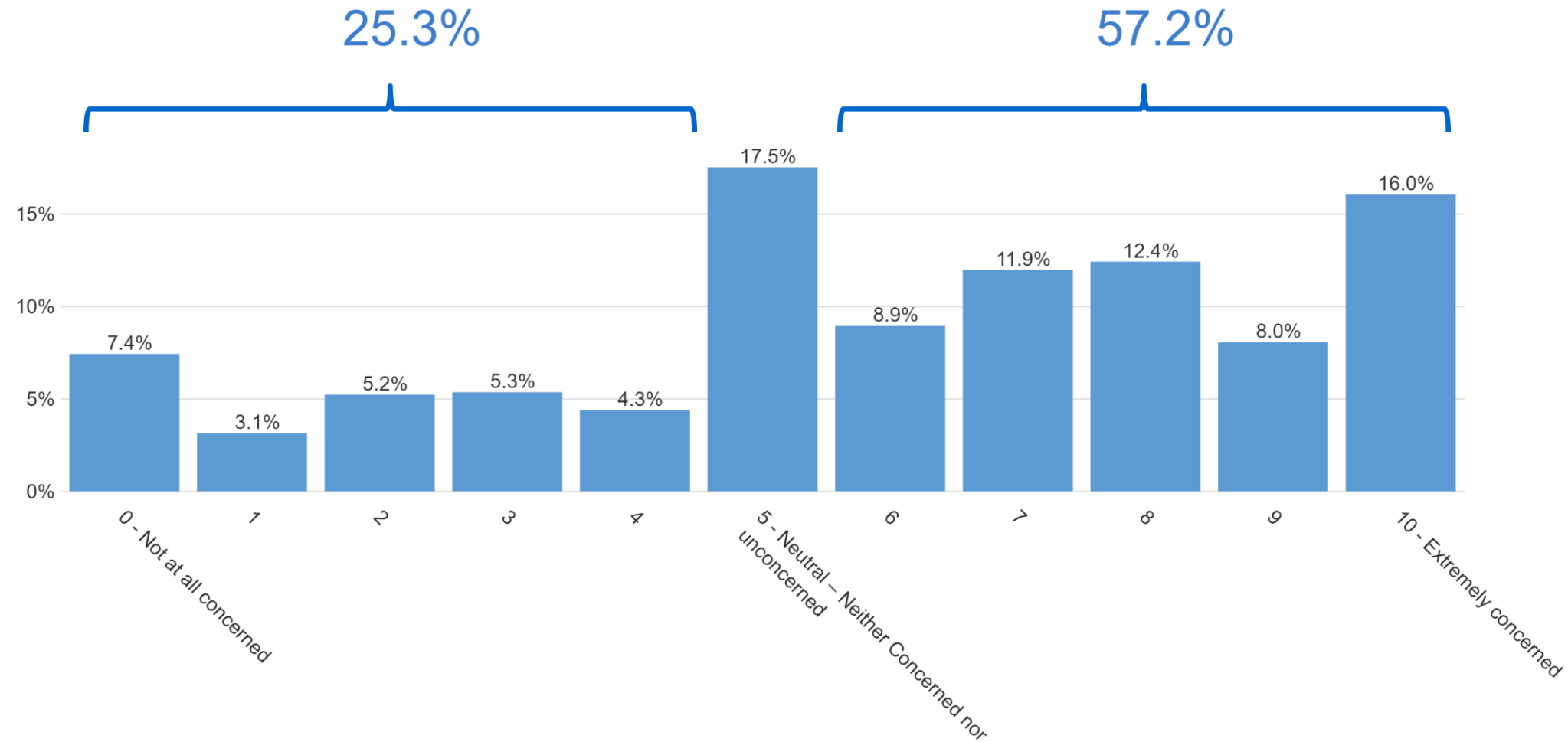
Personal Health Concerns



Question: Thinking about the current coronavirus situation, in general, HOW CONCERNED ARE YOU PERSONALLY about contracting the virus?

Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 14801 responses.

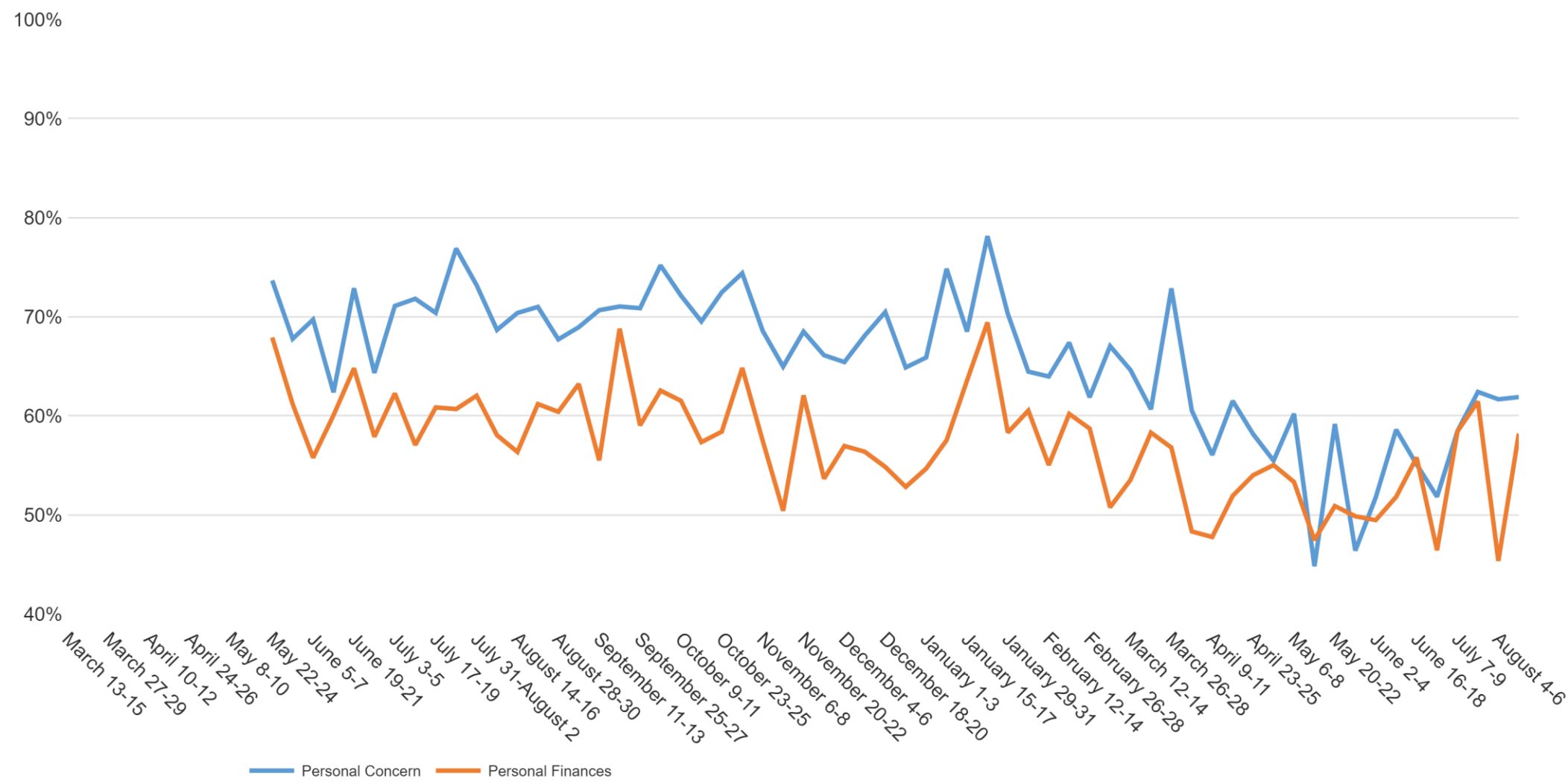
Concerns About Personal Finances



Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on your PERSONAL FINANCES?

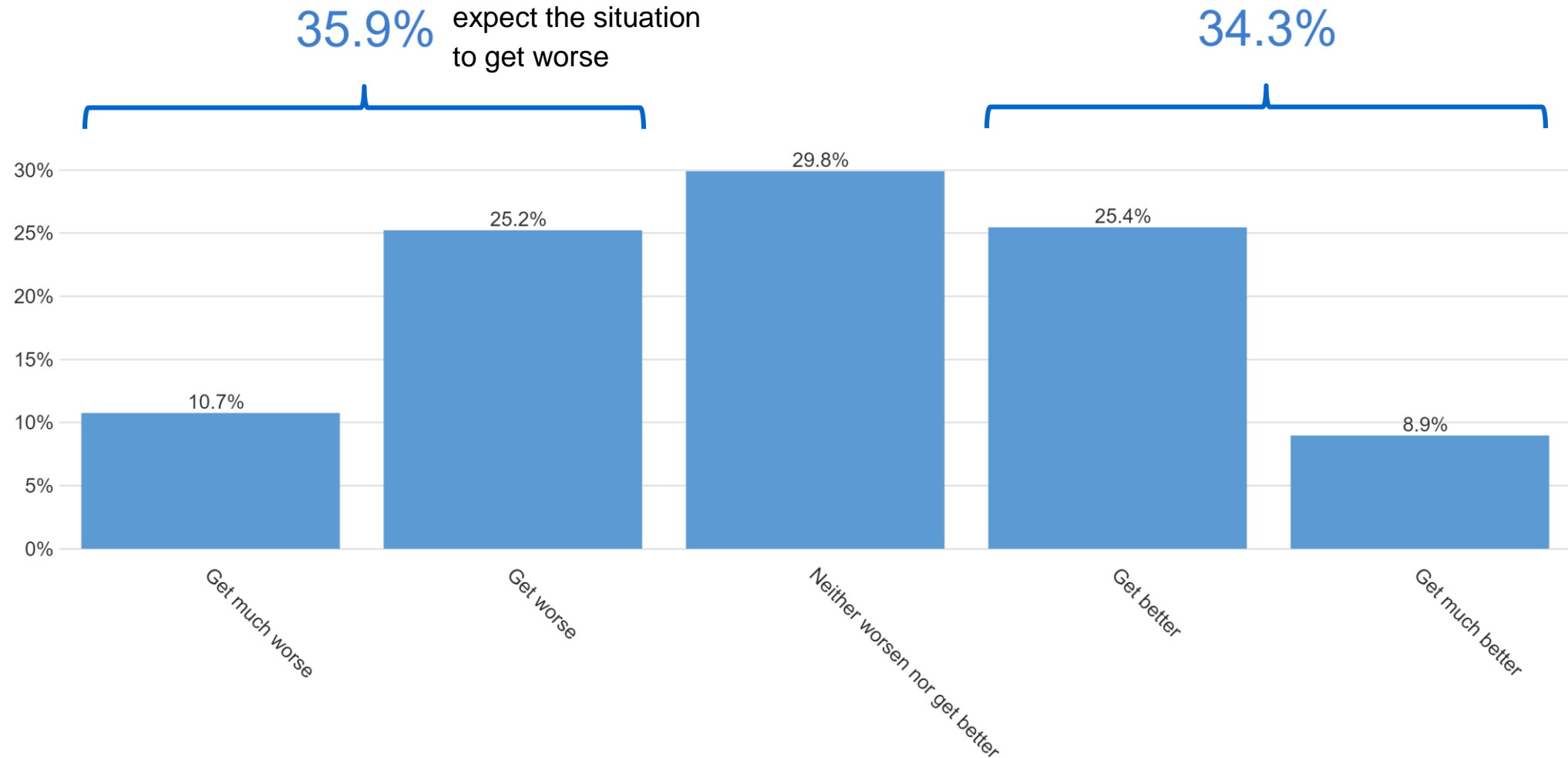
Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
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Concern - Time Series



Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 14801 responses.

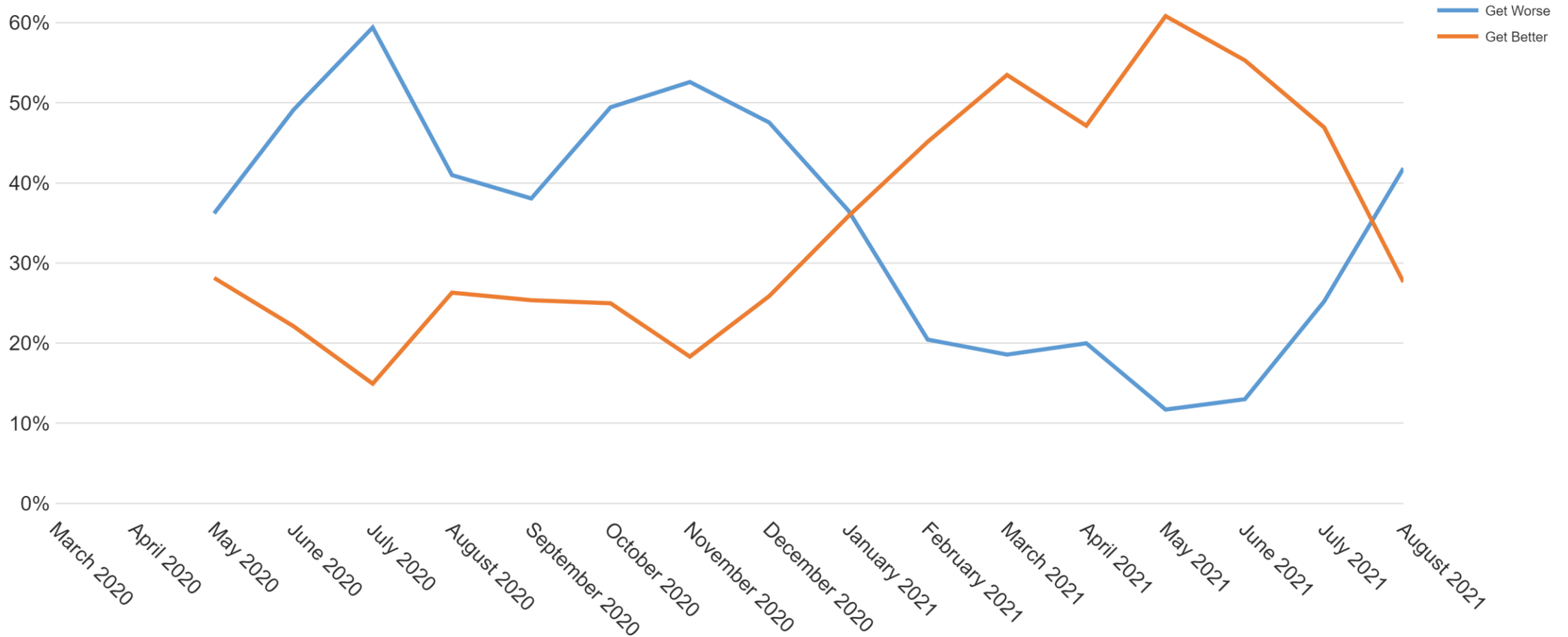
Expectations for the Coronavirus Outbreak



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)

Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 14801 responses.

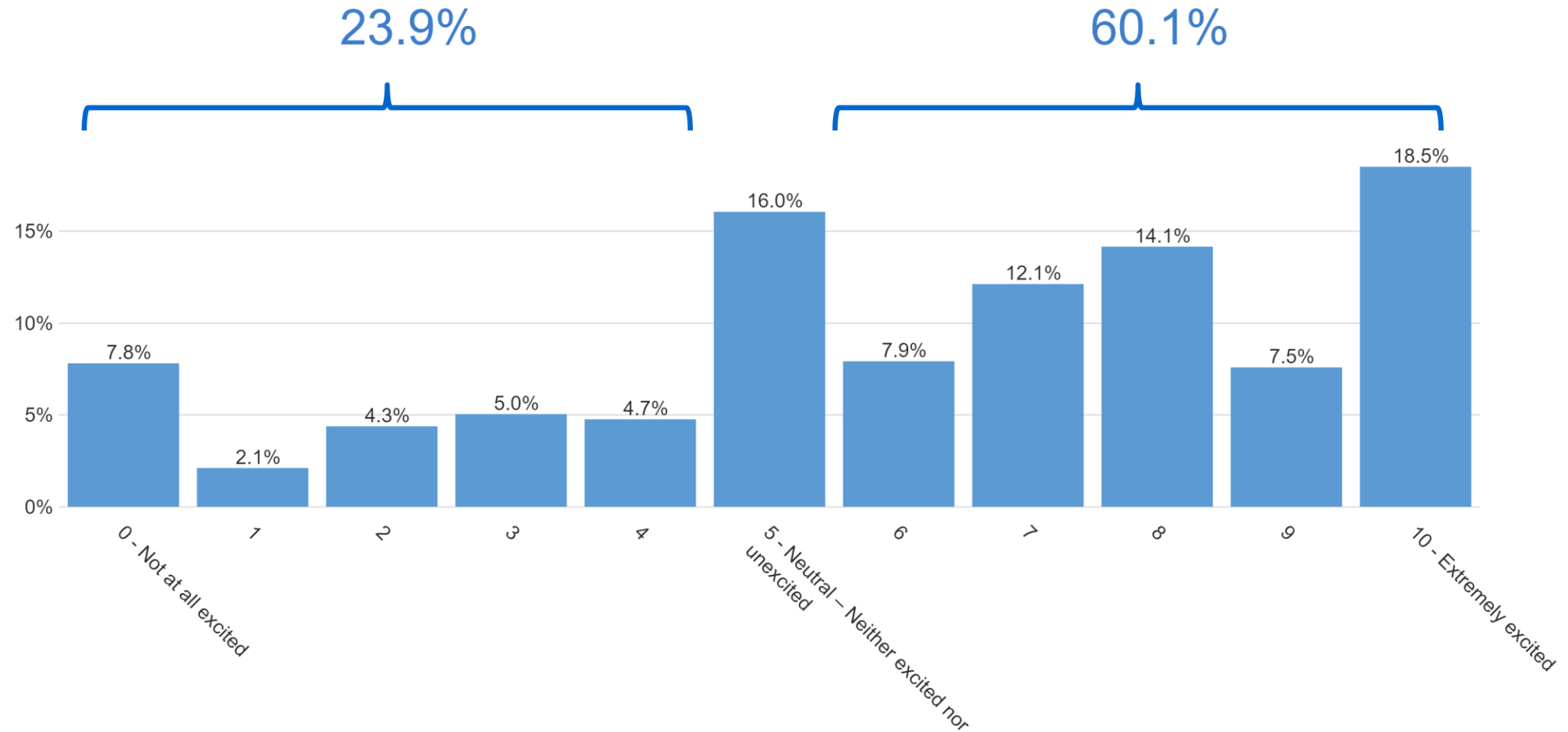
Expectations for the Coronavirus Outbreak - Time Series



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)

Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 14801 responses.

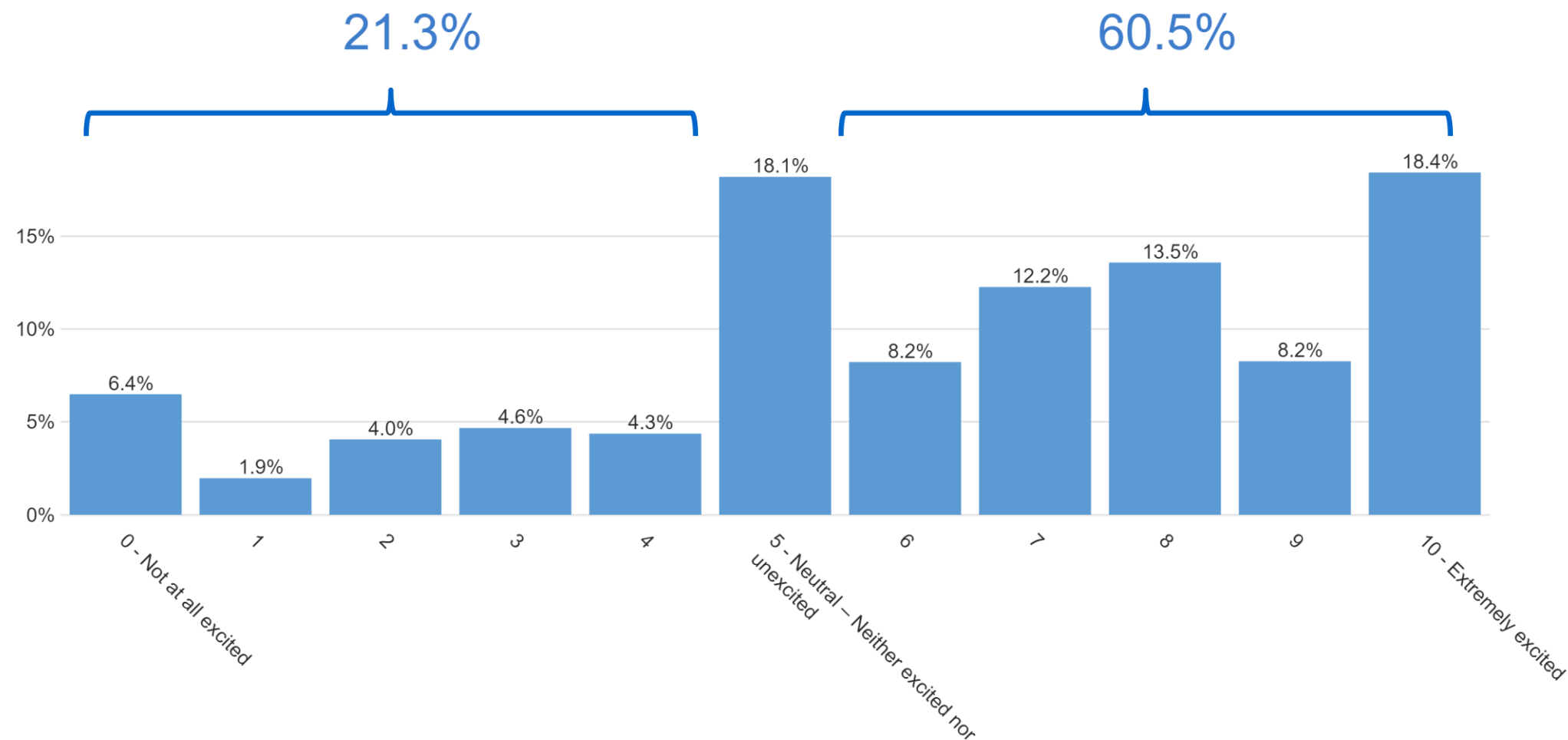
Excitement to Travel Now



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: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 14801 responses.

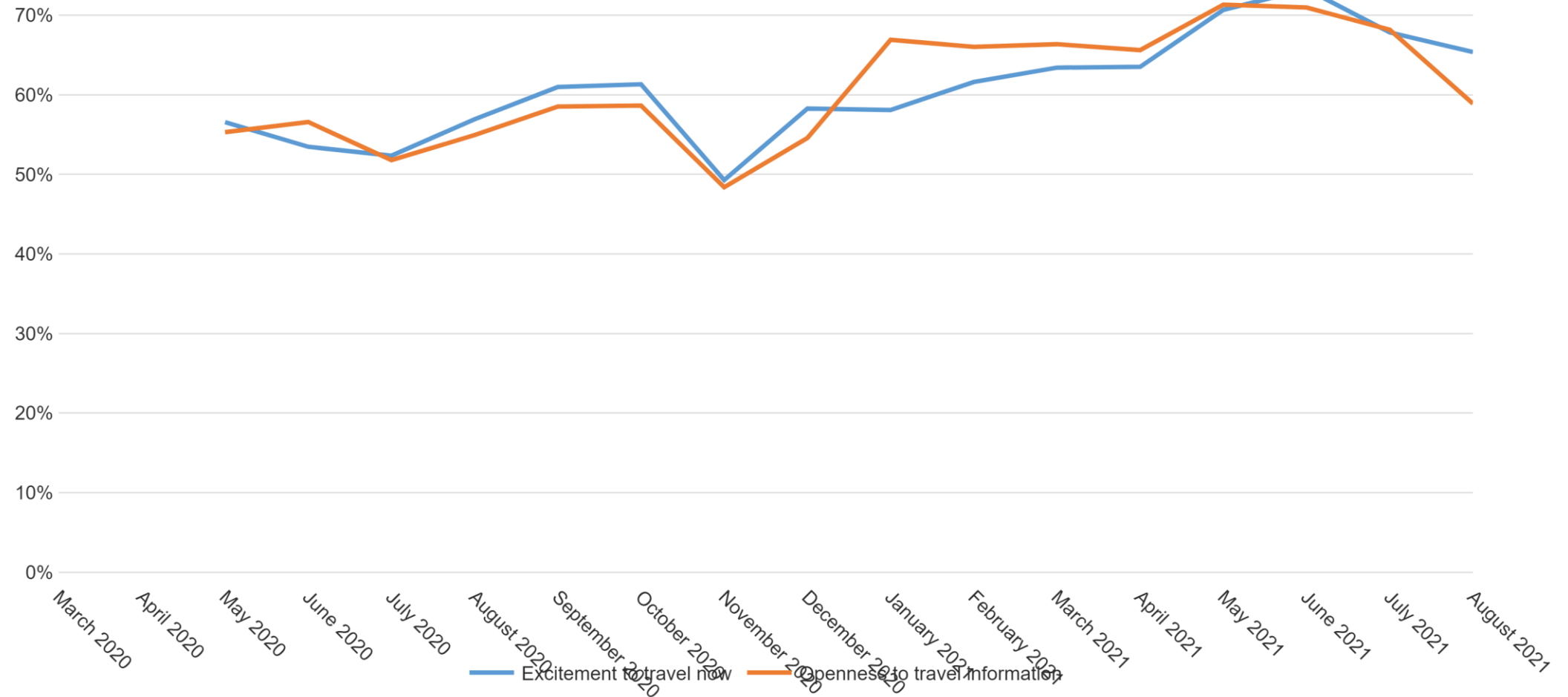
Openness to Travel Inspiration



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

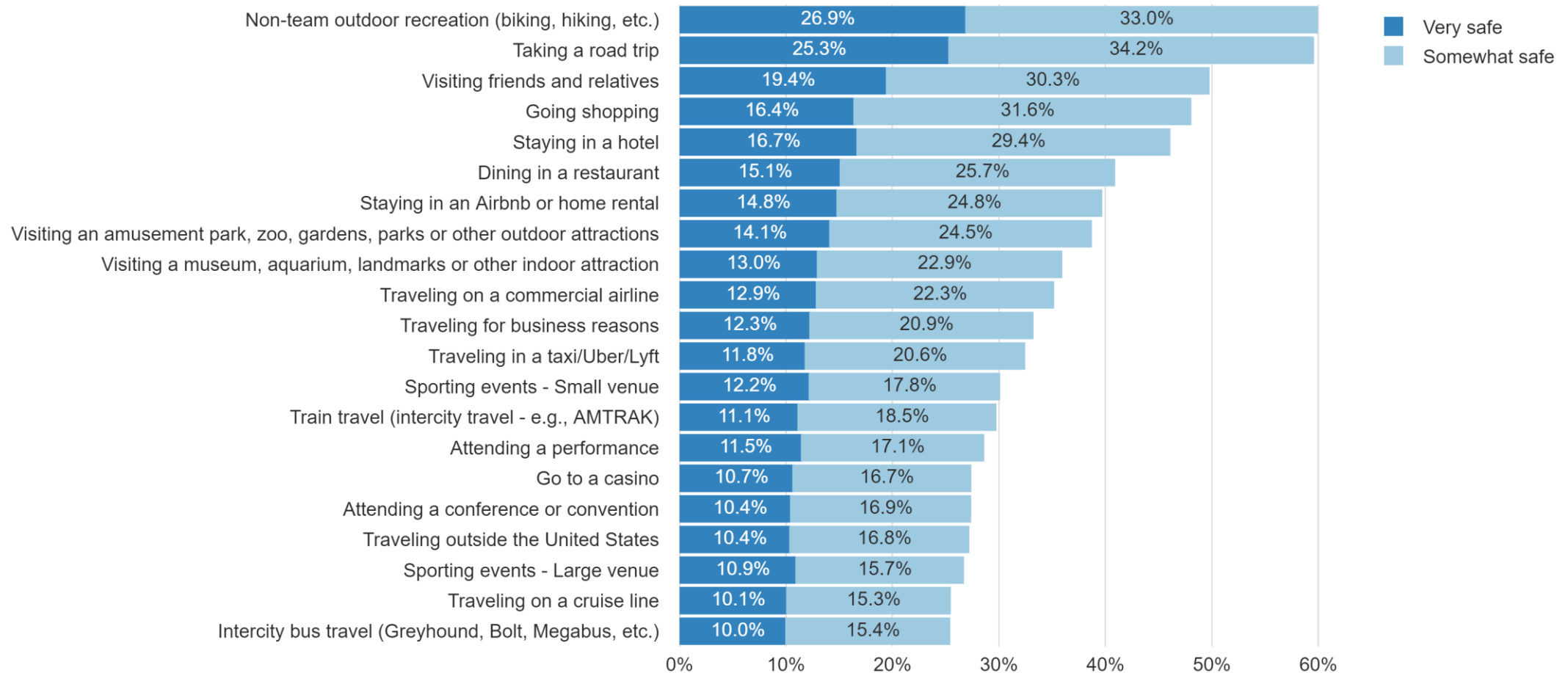
Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 14801 responses.

Excitement and Openness- Time Series



Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 14801 responses.

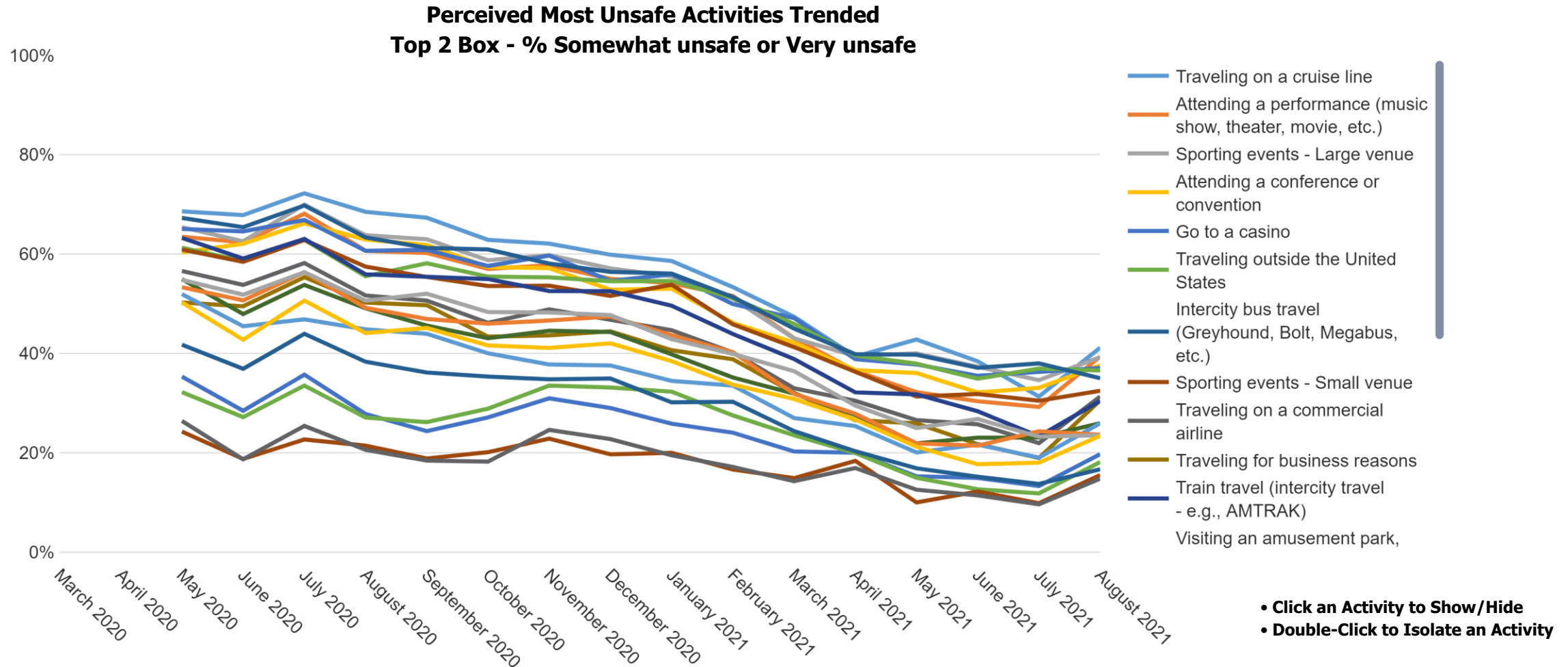
Feelings of Safety by Travel Activity



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

Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 14801 responses.

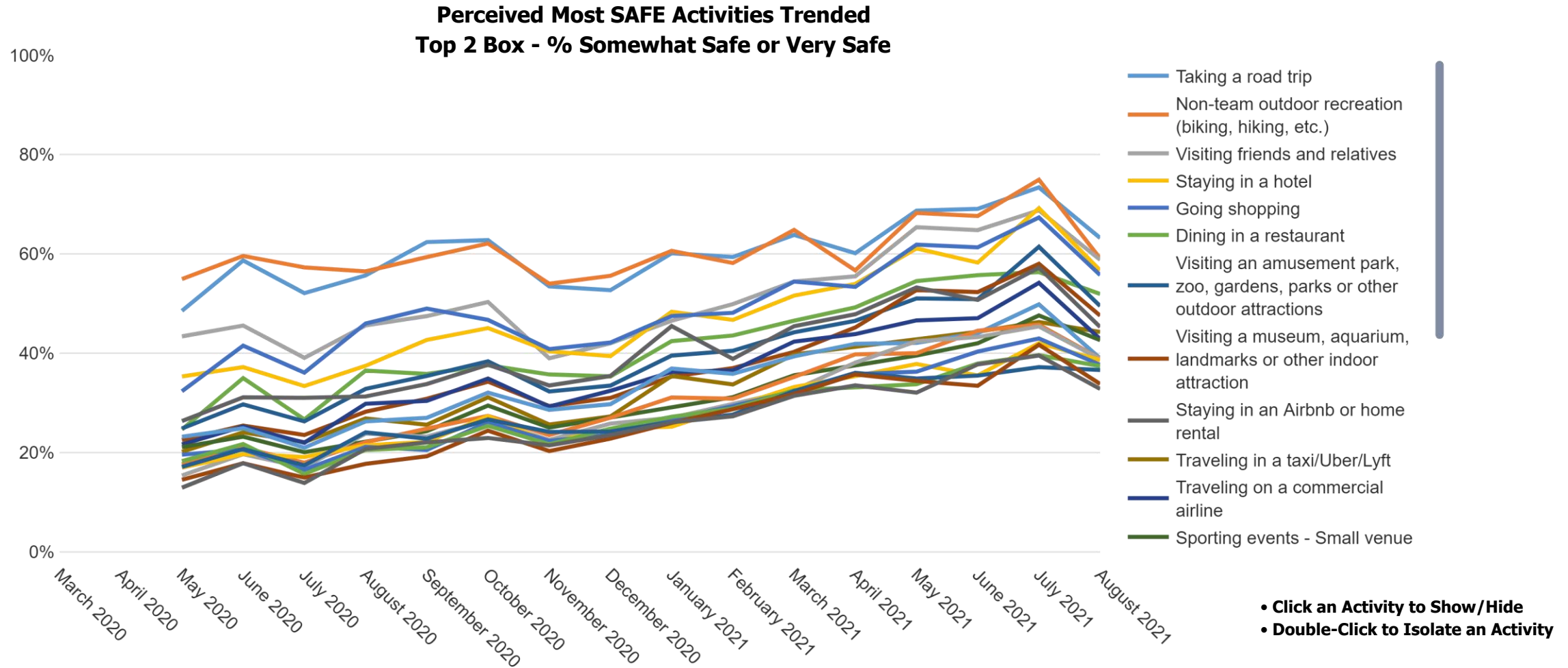
Feelings of Safety by Travel Activity - Time Series



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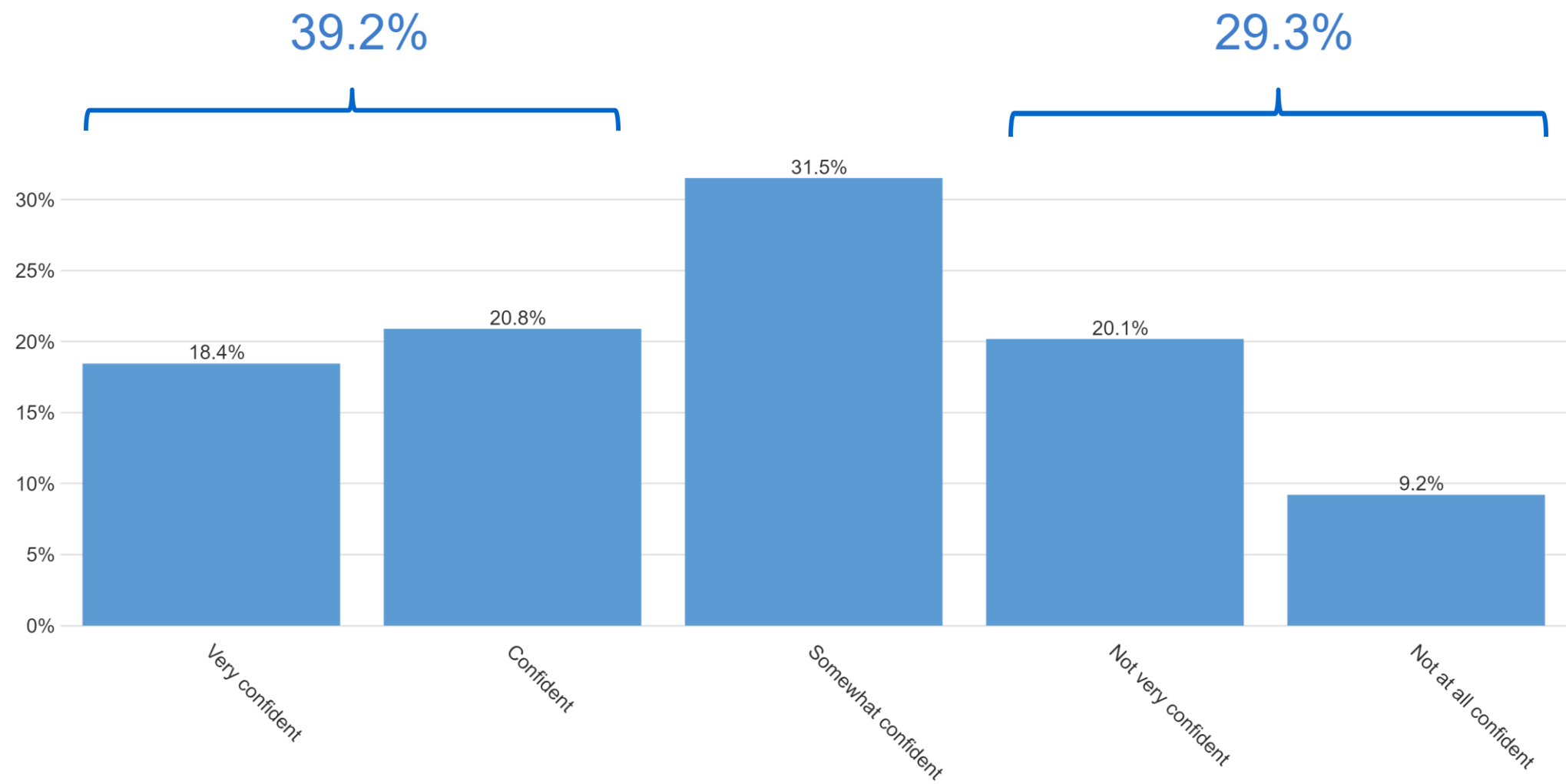
Feelings of Safety by Travel Activity - Time Series



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

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OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 14801 responses.

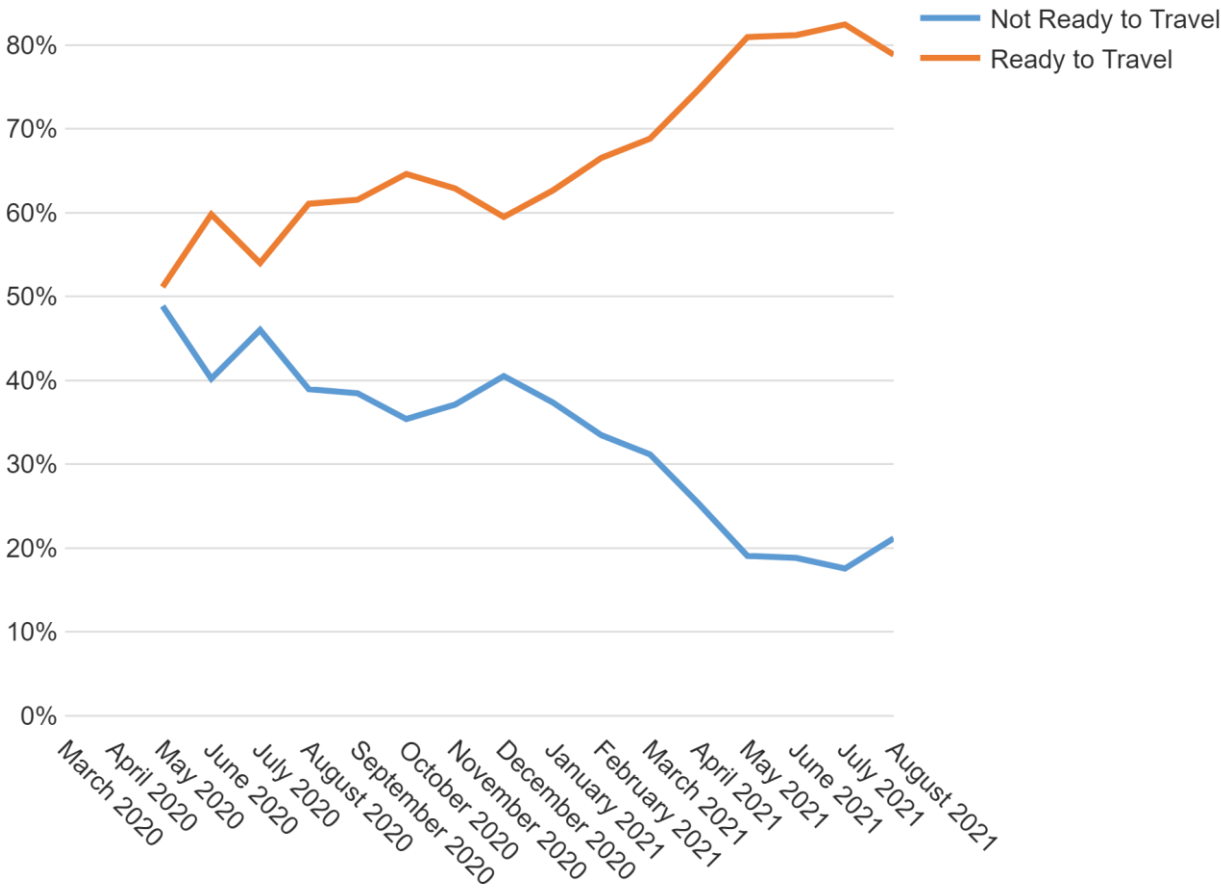
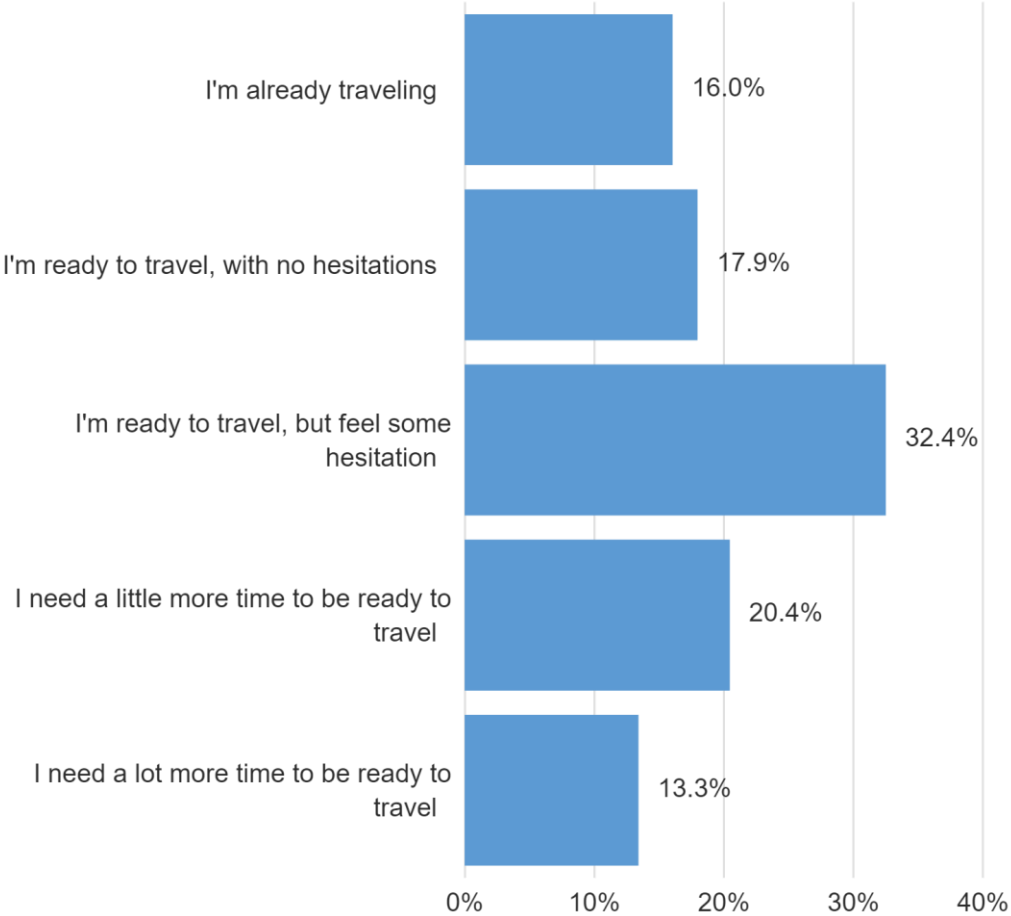
Confidence in Ability to Travel Safely



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

Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 10617 responses.

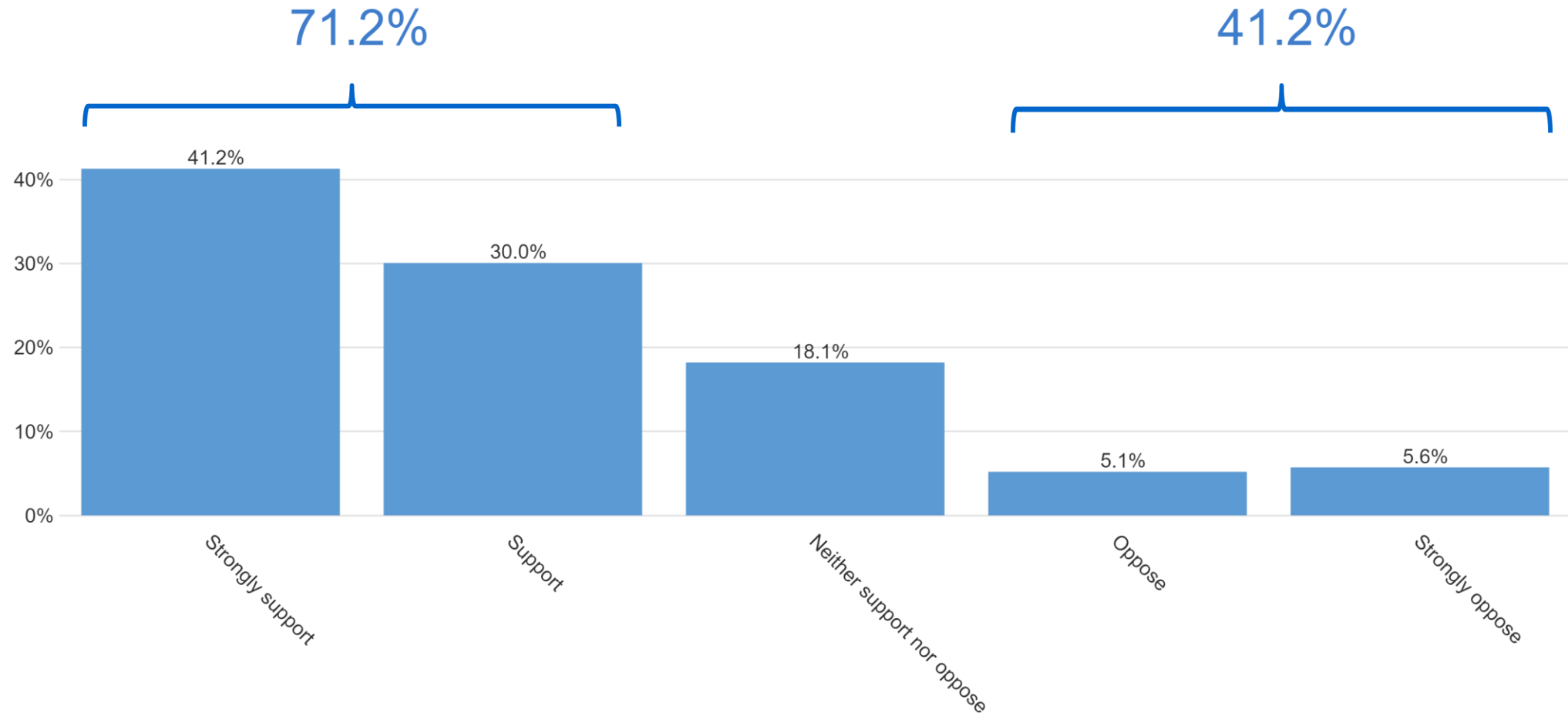
Travel State-of-Mind



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

Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 14273 responses.

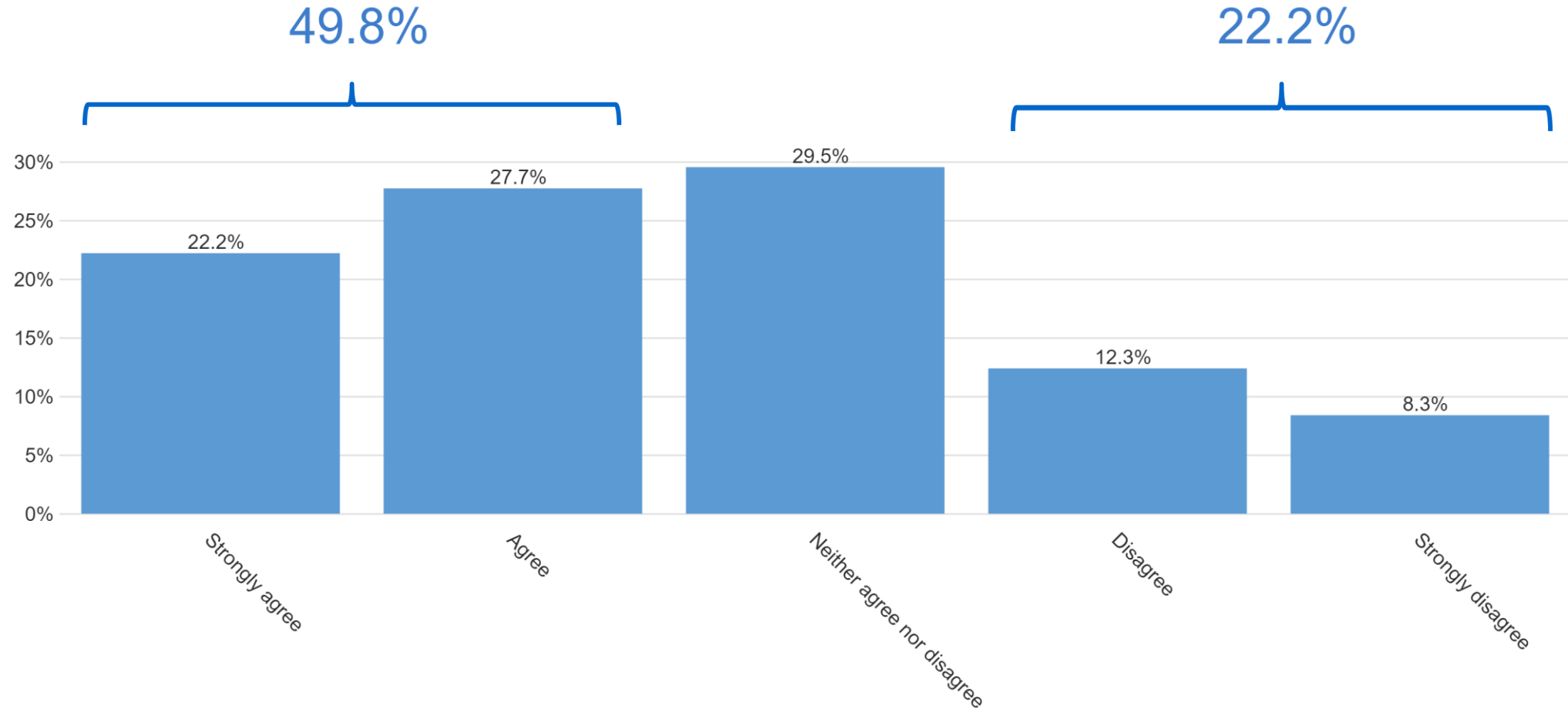
Support of Indoor Mask Requirements



Question: Due to recent COVID outbreaks, some cities have reinstated indoor mask requirements. How do you feel about these requirements?
(Select one to complete the sentence) I _____ reinstatement of indoor mask requirements when necessary.

Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 638 responses.

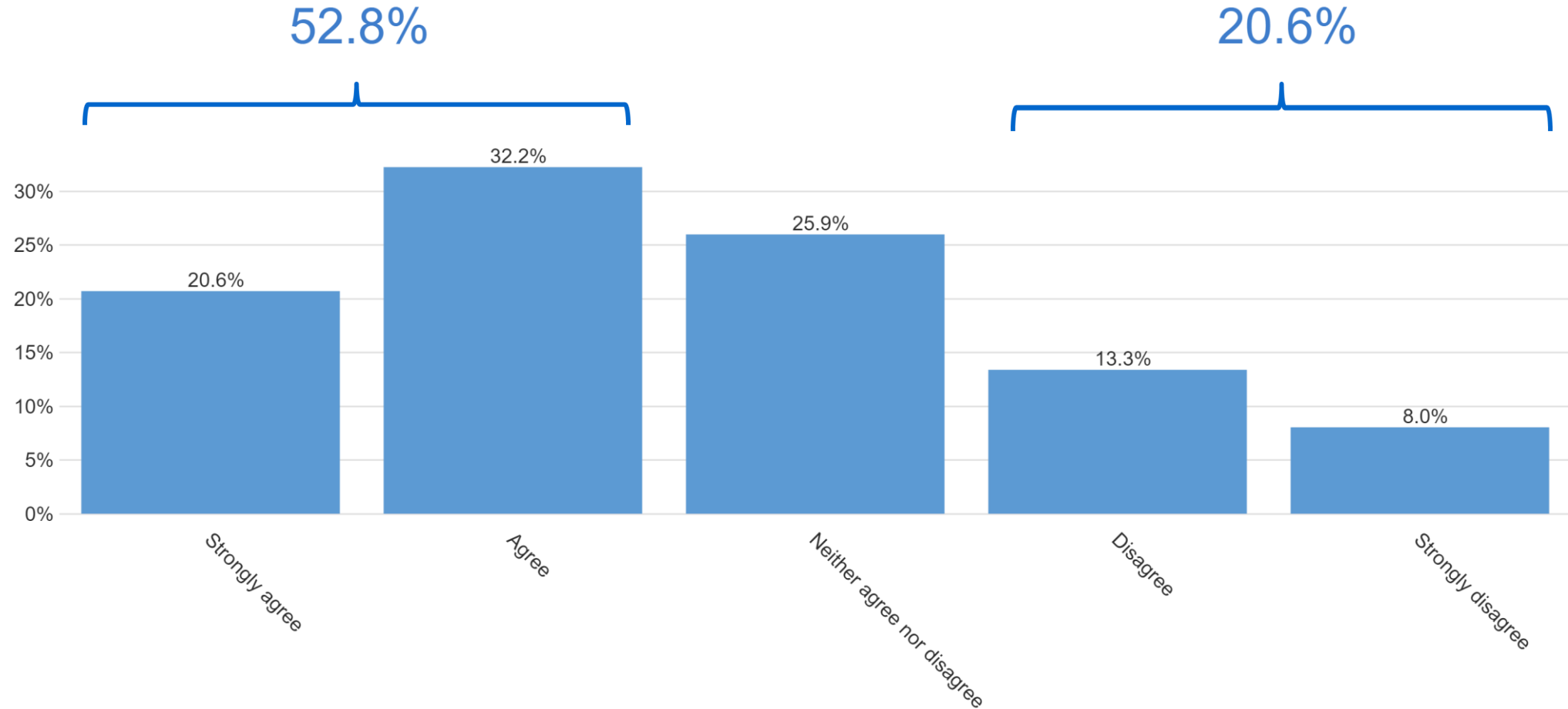
COVID-19 Media's Effect on Feelings of Safety Going Out



Question: How much do you agree or disagree with this statement. Recent media coverage of the COVID-19 situation has me doubting that it is safe to go out and about.

Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 638 responses.

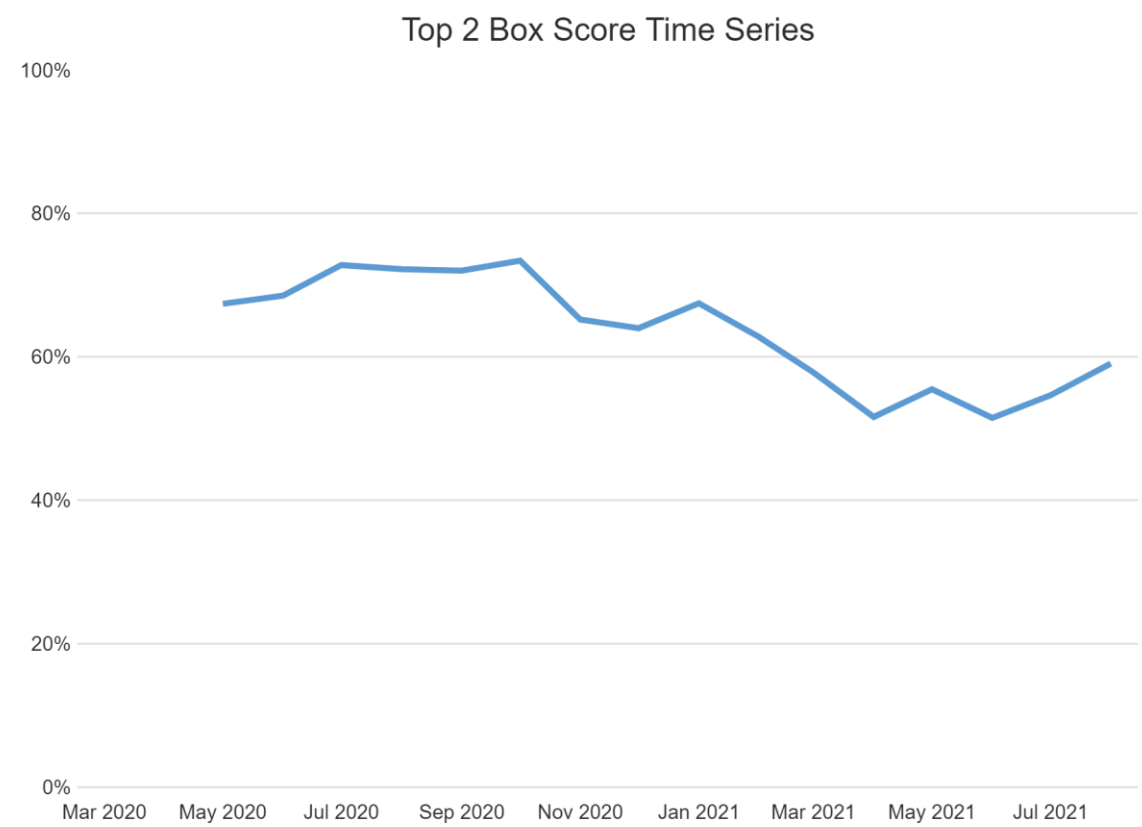
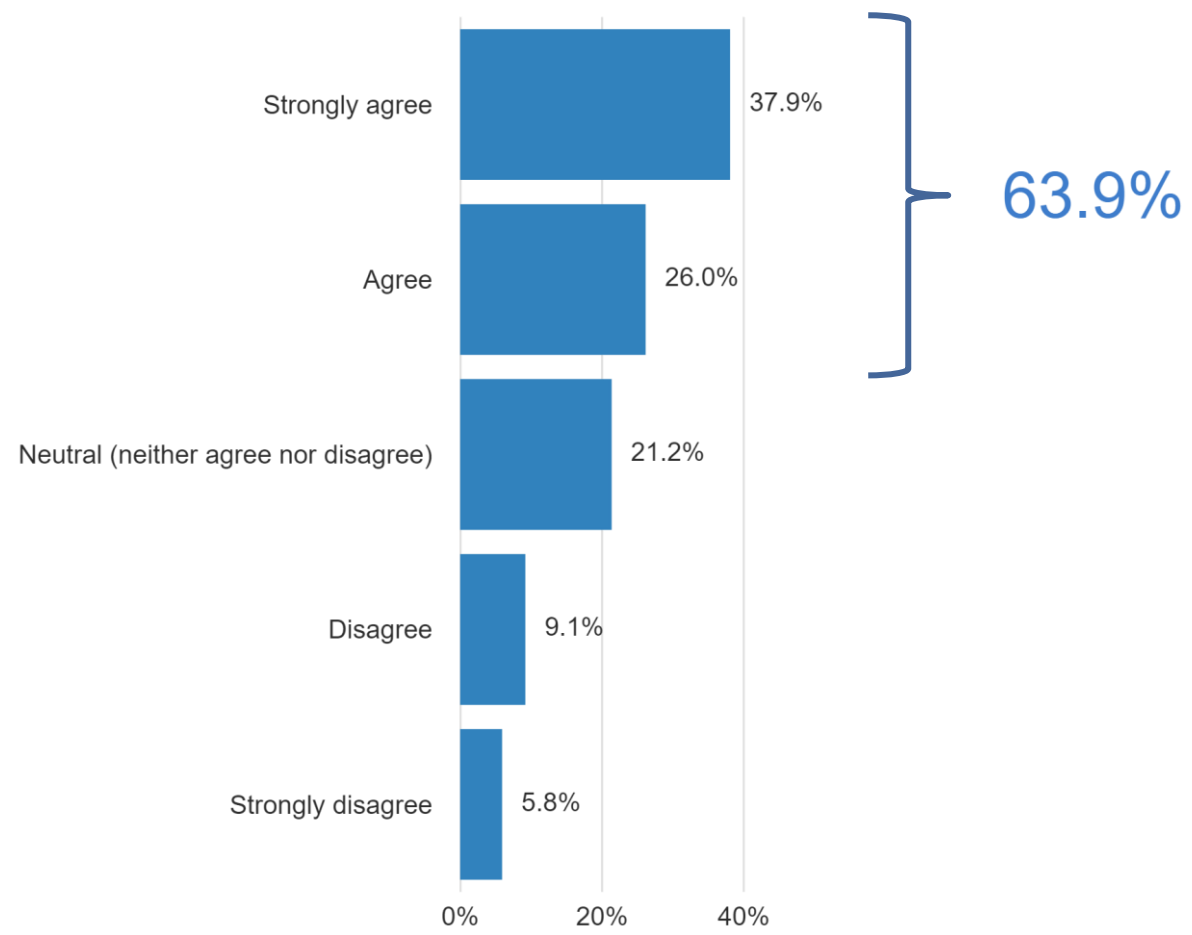
COVID-19 Media's Effect on Feelings of Travel Safety



Question: How much do you agree or disagree with this statement. Recent media coverage of the COVID-19 situation has me doubting that it is safe to travel.

Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 638 responses.

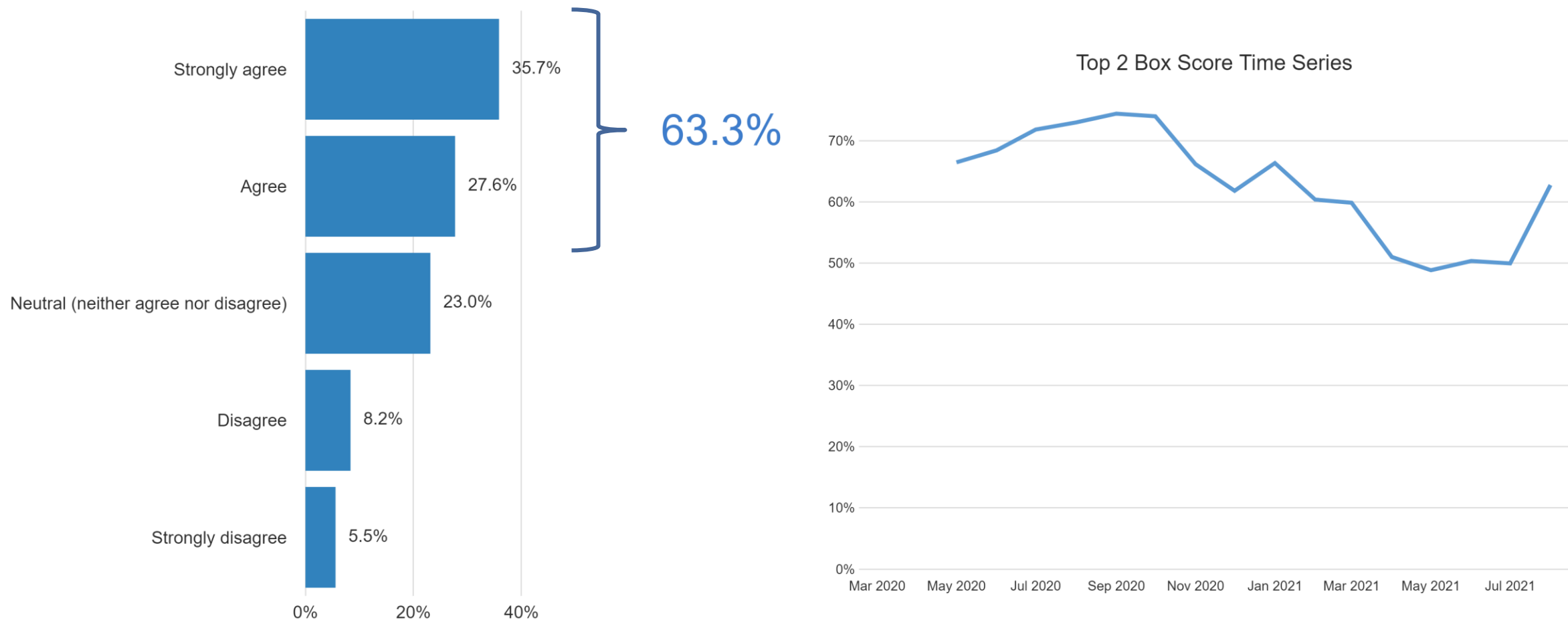
Avoiding International Travel



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

Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 14801 responses.

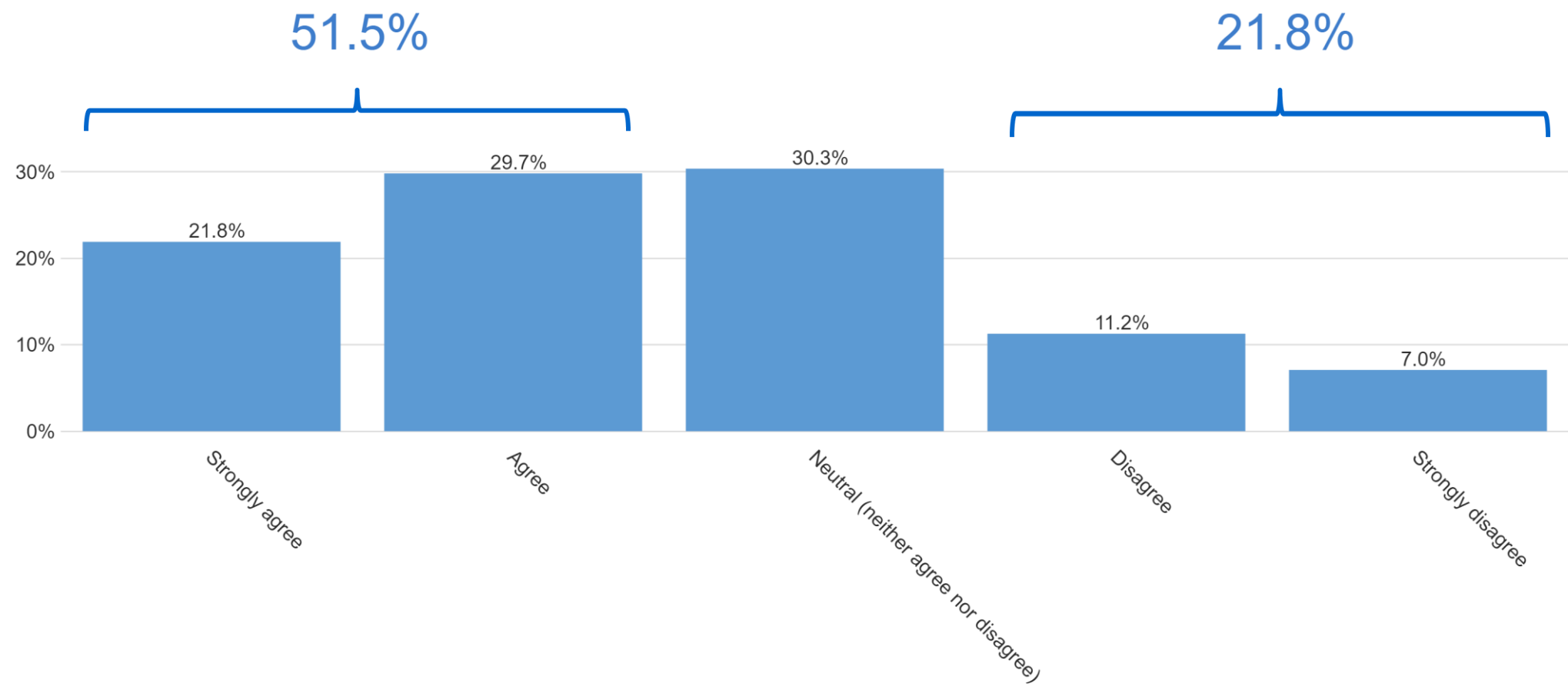
Avoiding Conferences or Conventions



Question: I will be unlikely to attend any conferences or conventions until the Coronavirus situation is resolved.

Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 14801 responses.

Concerns About the Delta Variant



Question: Recent news about increasing “Delta Variant” cases make me less interested in traveling right now.

Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 857 responses.

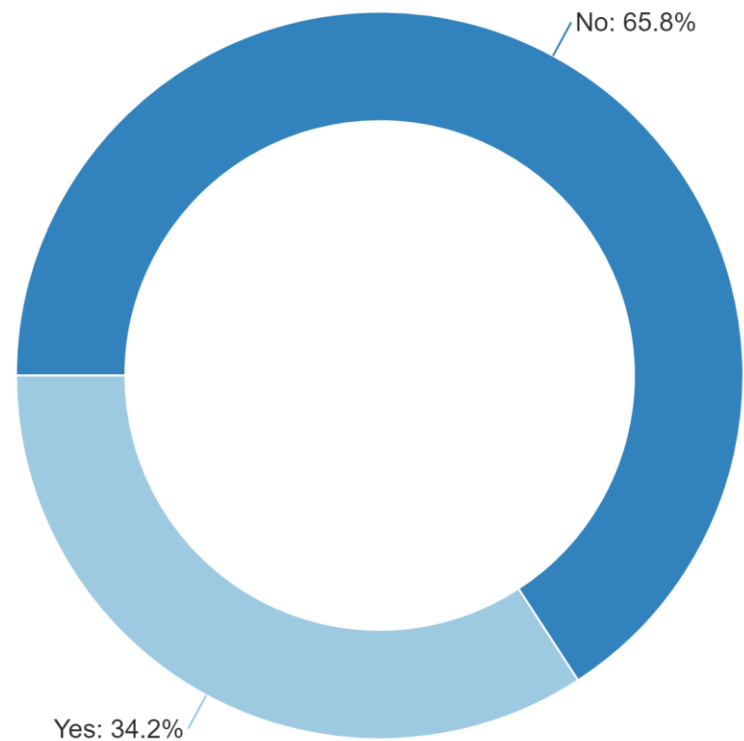
Postponed Trips Due to the Delta Variant



Question: Have you postponed any upcoming trips specifically due to the Delta variant?

Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 638 responses.

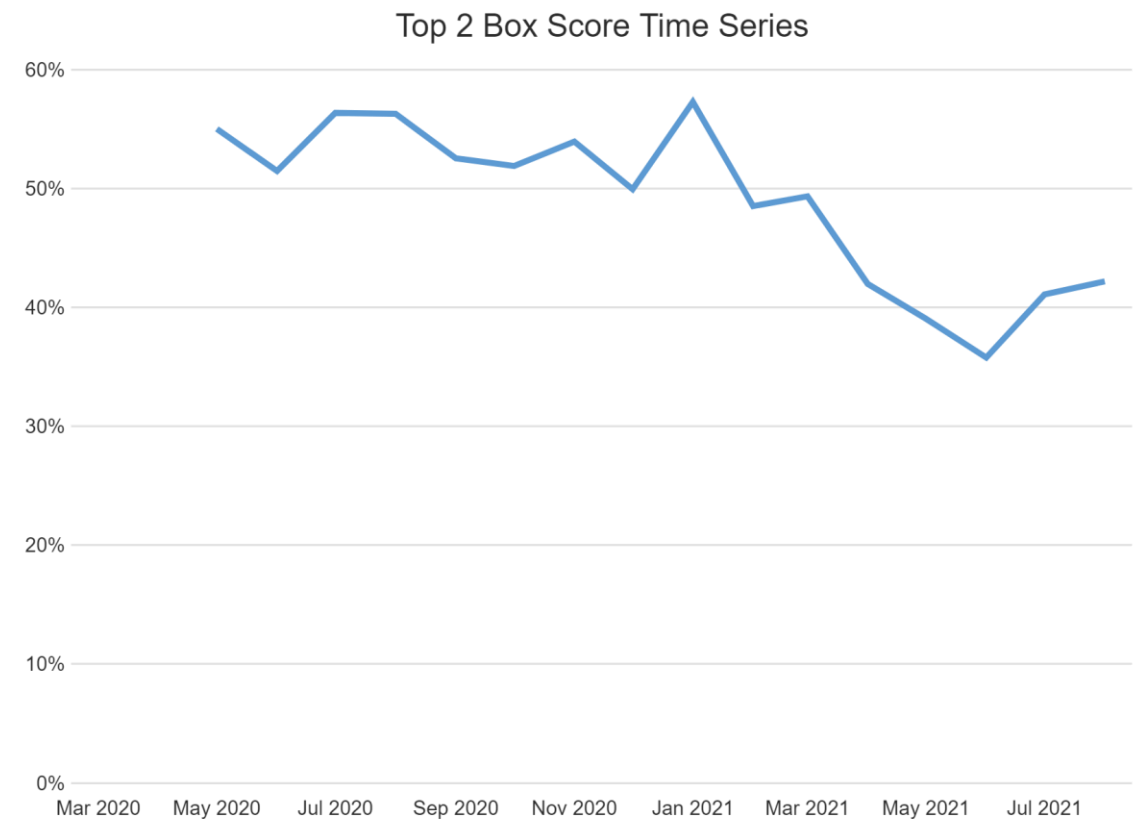
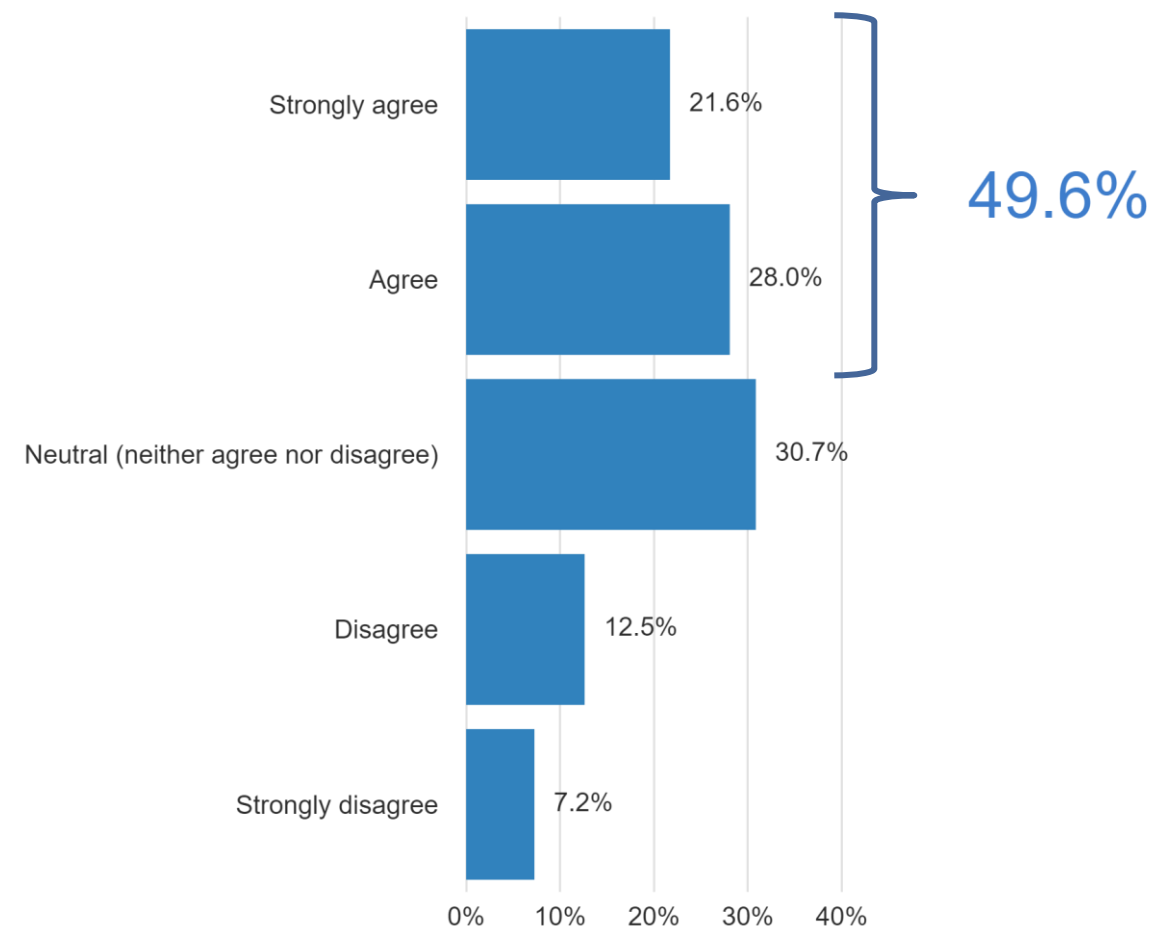
Cancelled Trips Due to the Delta Variant



Question: Have you cancelled any upcoming trips specifically due to the Delta variant?

Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 638 responses.

Travelers in Community are Unwanted



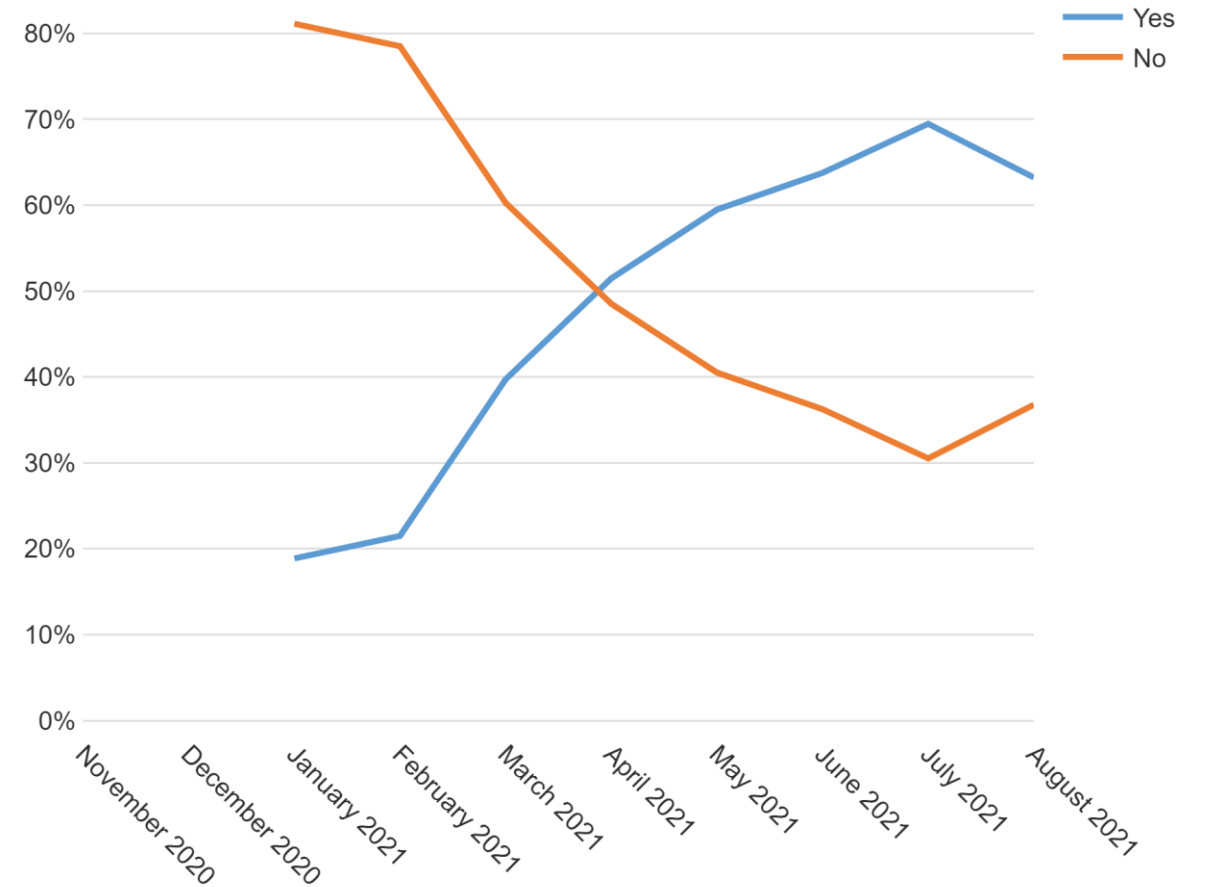
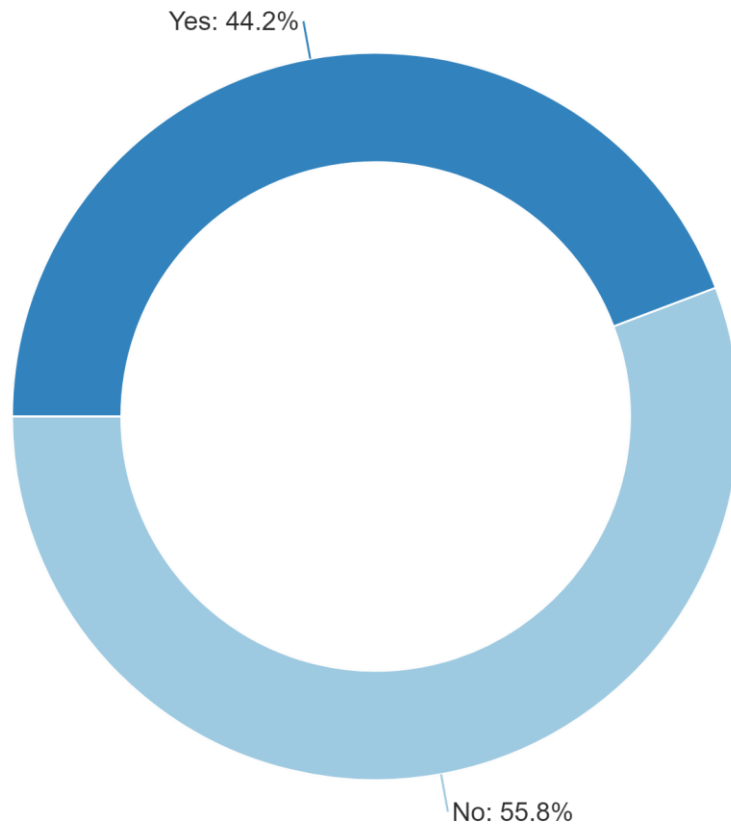
Question: I do not want travelers coming to visit my community right now.

Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 14801 responses.

Feelings About COVID-19 Vaccines



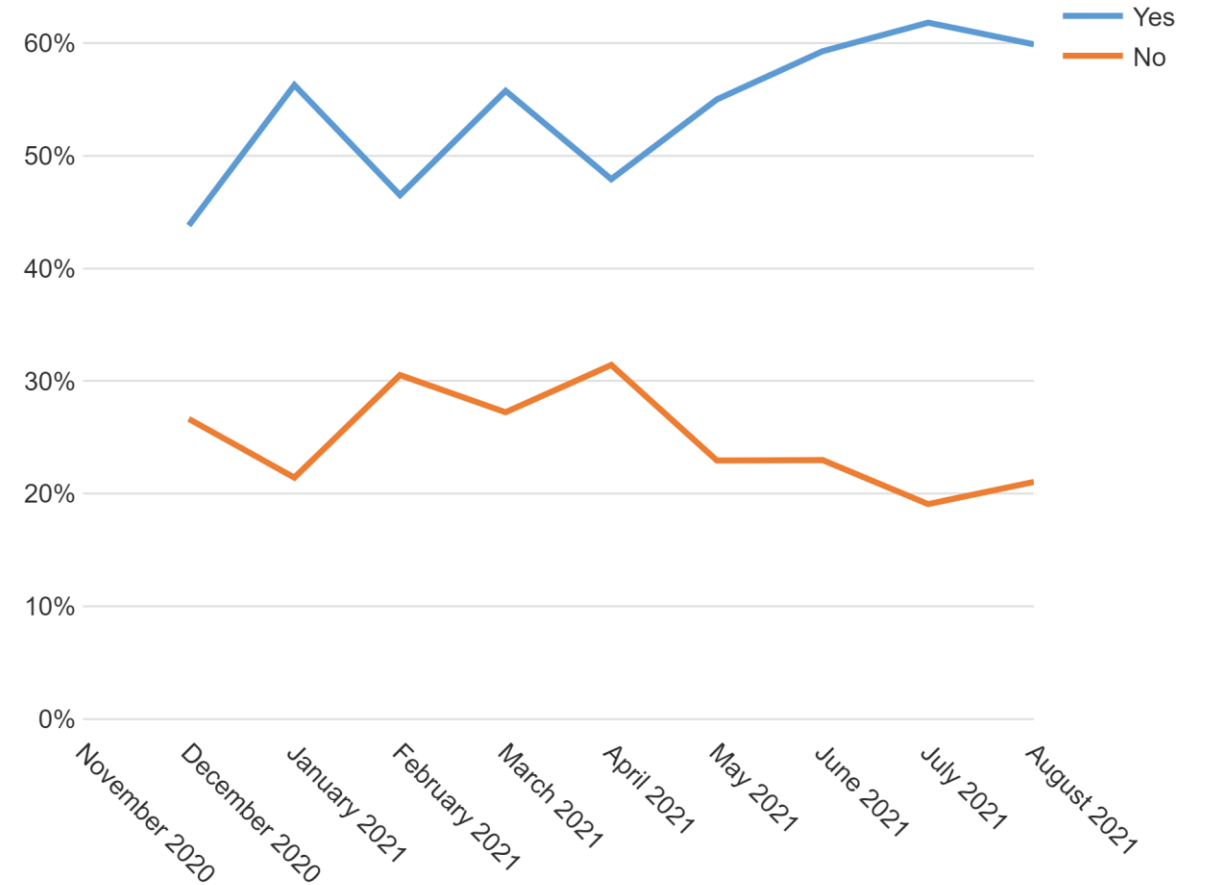
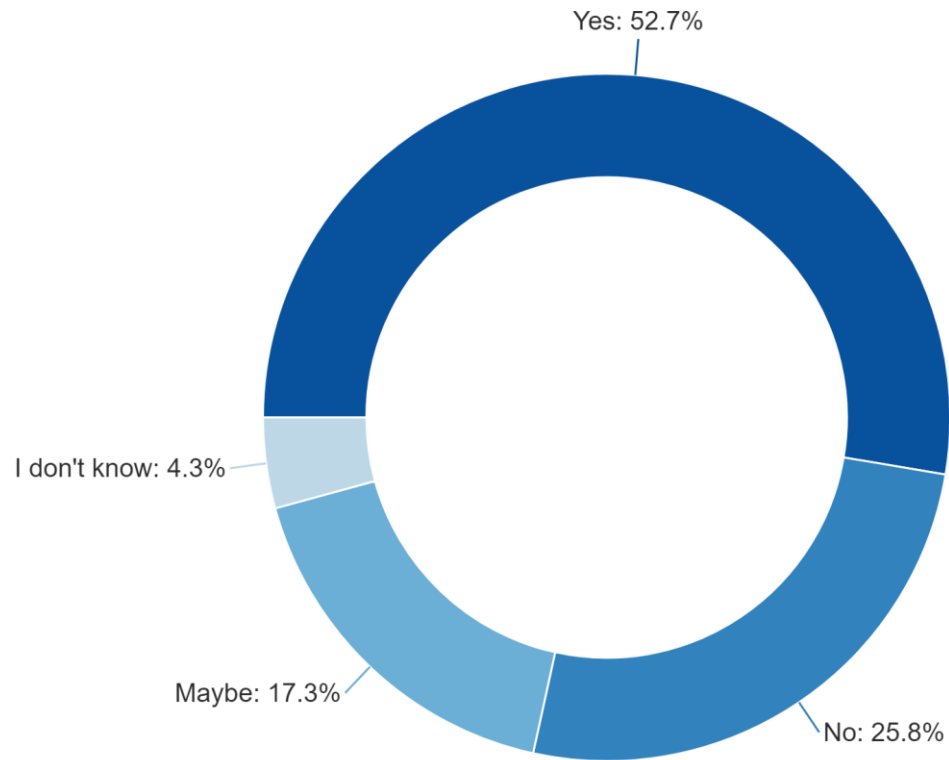
Personally Received a COVID-19 Vaccine



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

Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 7147 responses.

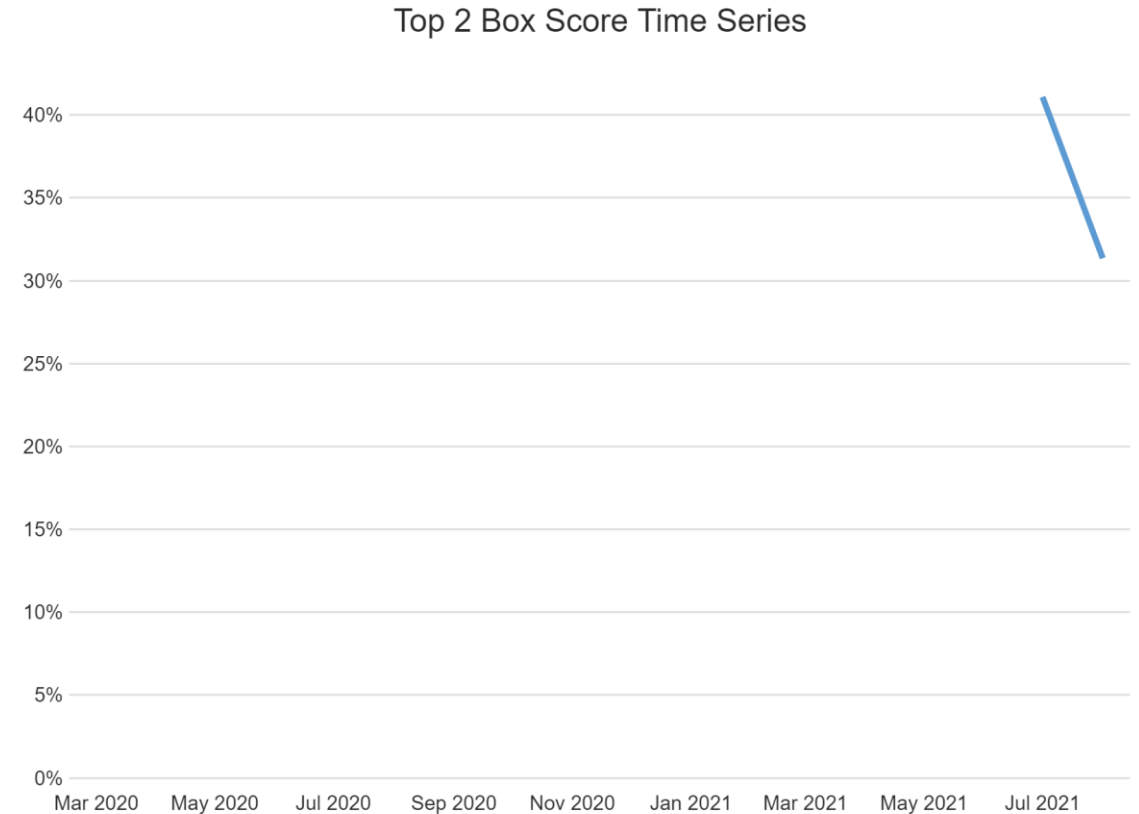
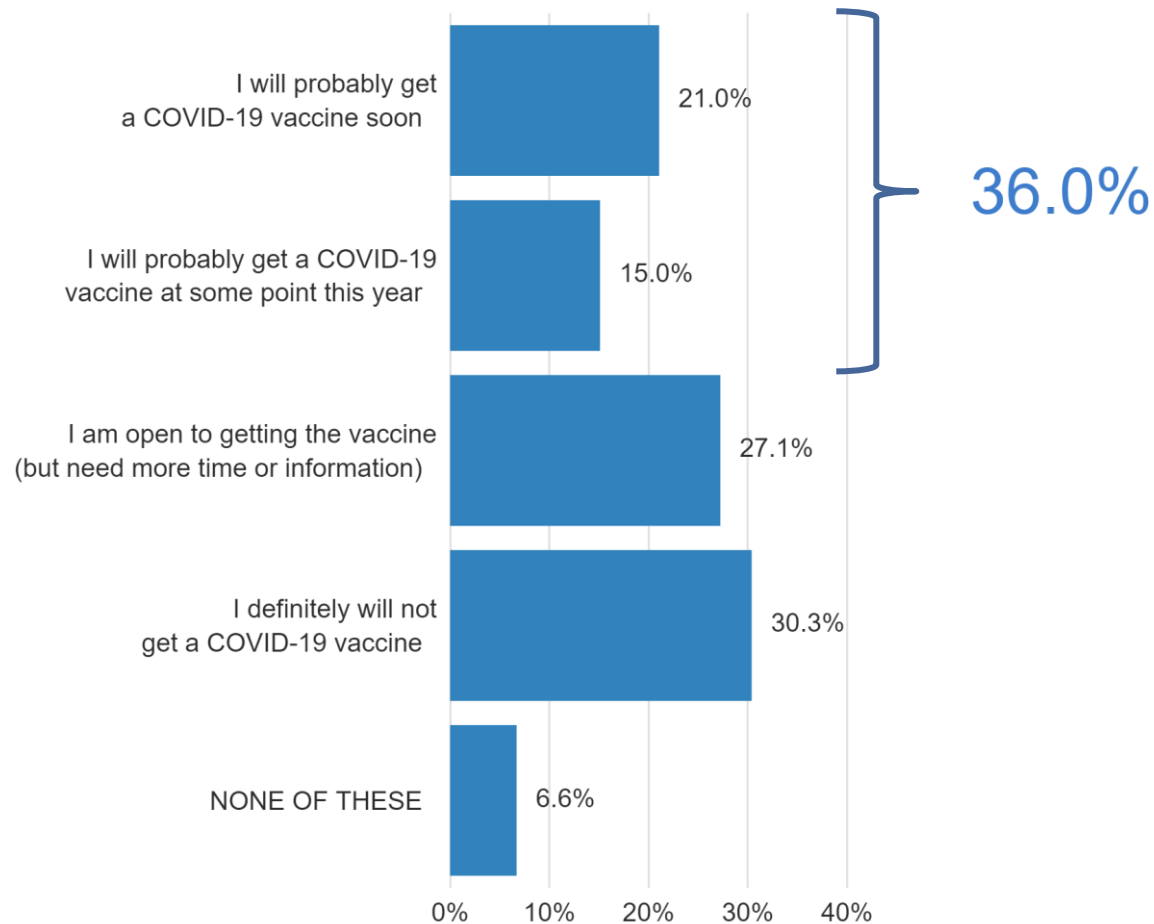
Vaccines for Children



Question: Will you have your children take a COVID-19 vaccine?

Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 3410 responses.

Unvaccinated Travelers' Mindset About the COVID-19 Vaccine



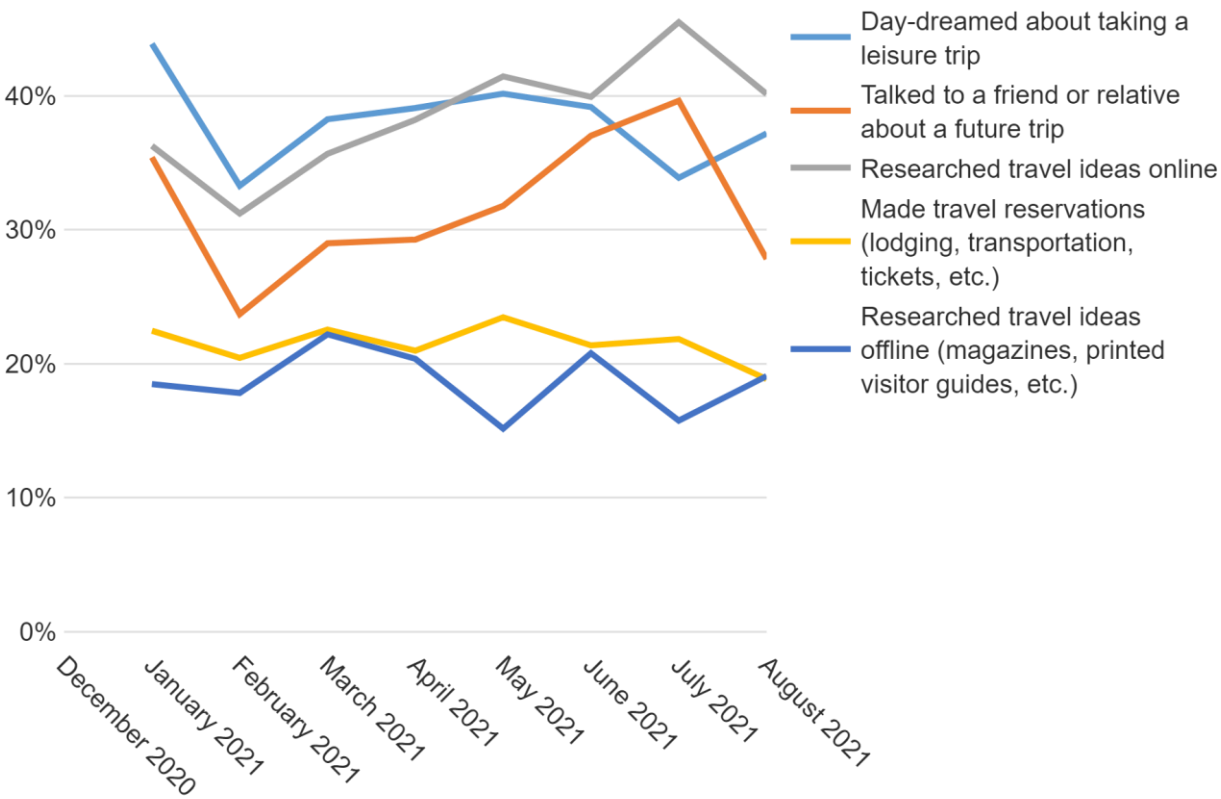
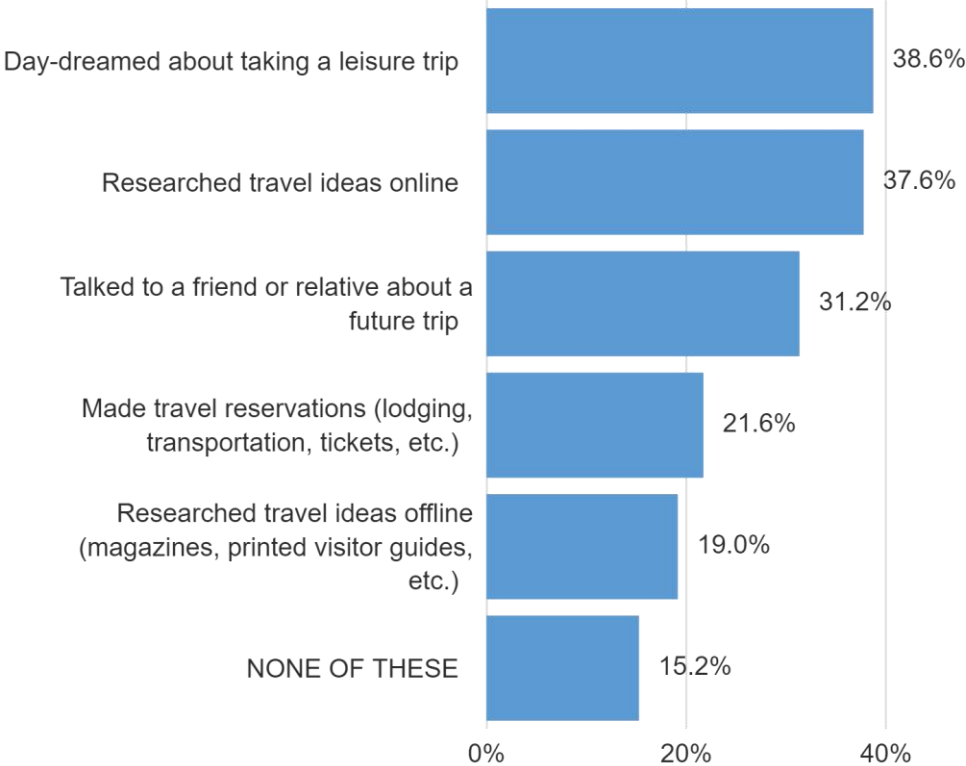
Question: Which best describes your current mindset? (Select one)

Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 268 responses.



Upcoming Travel

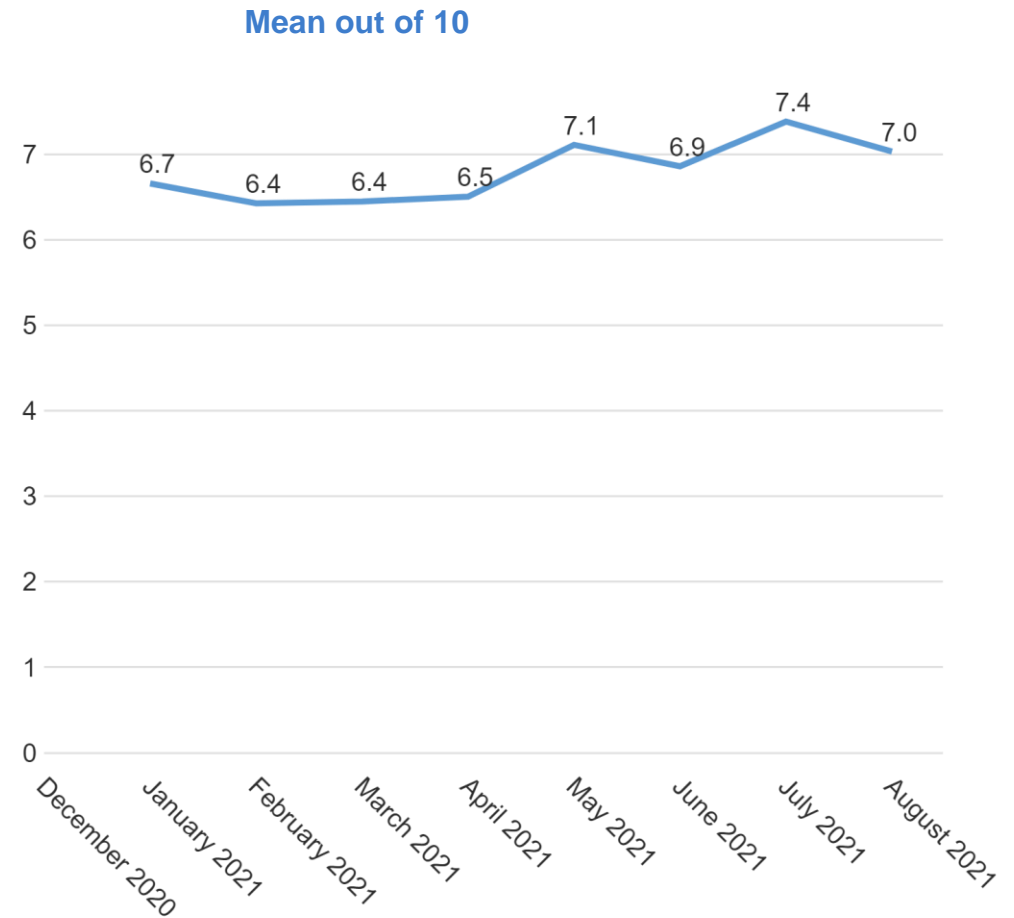
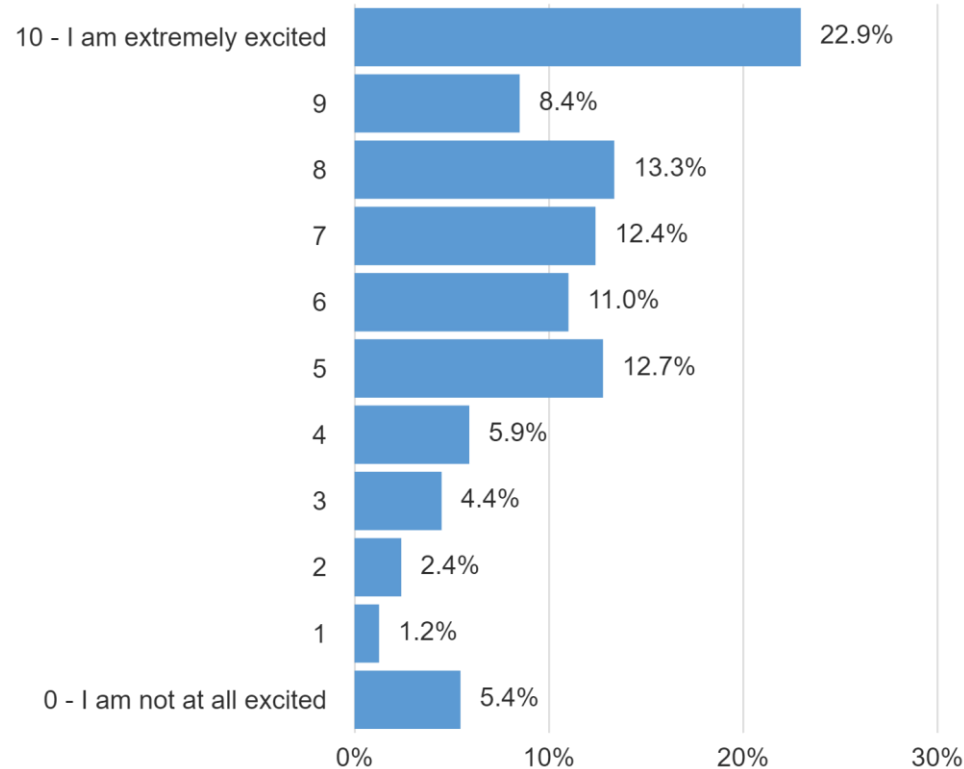
Travel Planning in the Past Week



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

Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 7146 responses.

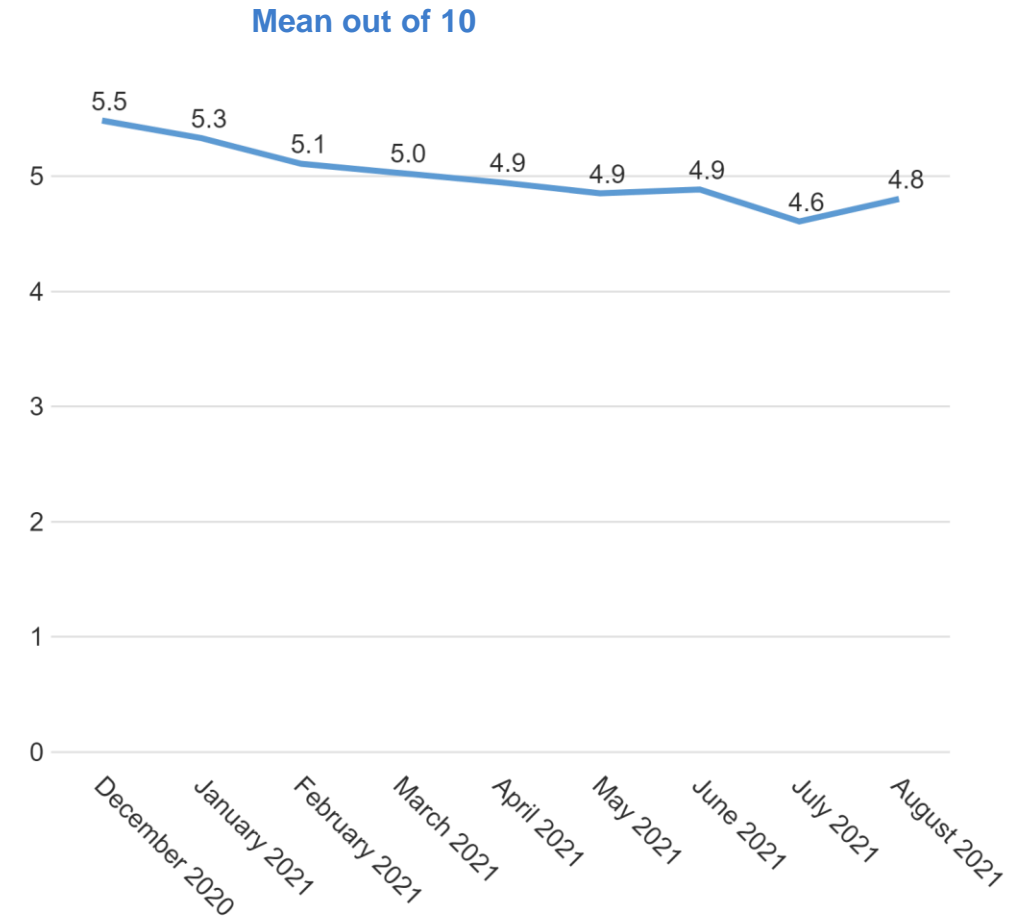
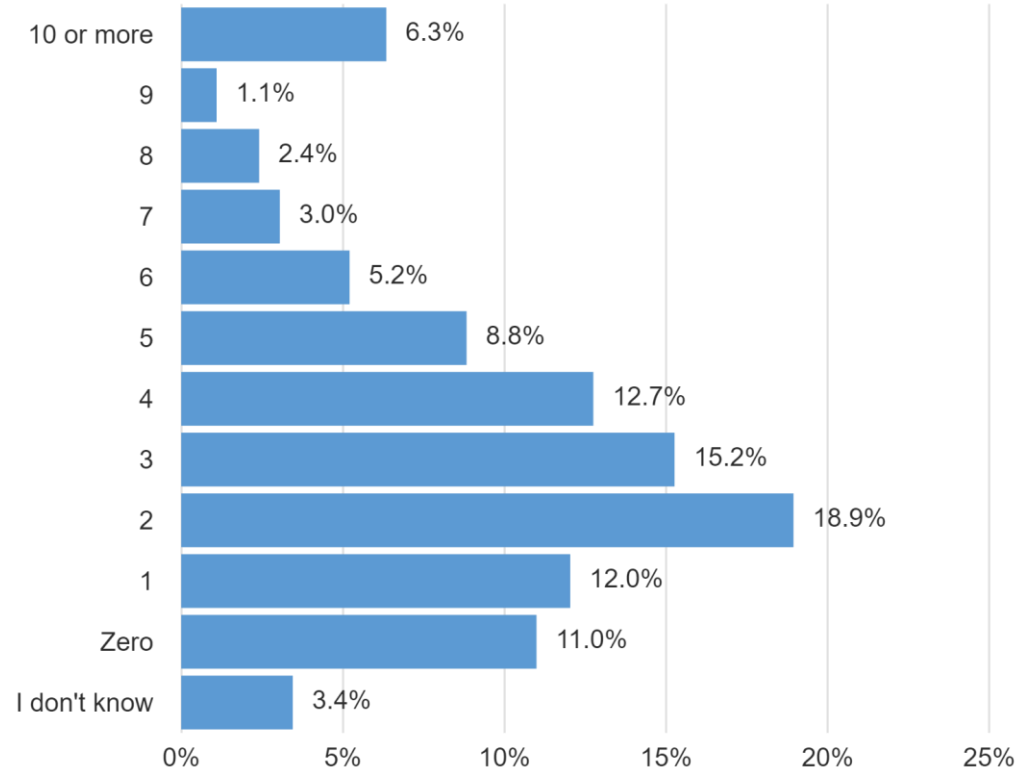
Excitement for Leisure Travel in the Next 12 Months



Question: Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS? (Please answer using the 11-point scale below)

Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 7147 responses.

Number of Leisure Trips Anticipated in the Next 12 Months

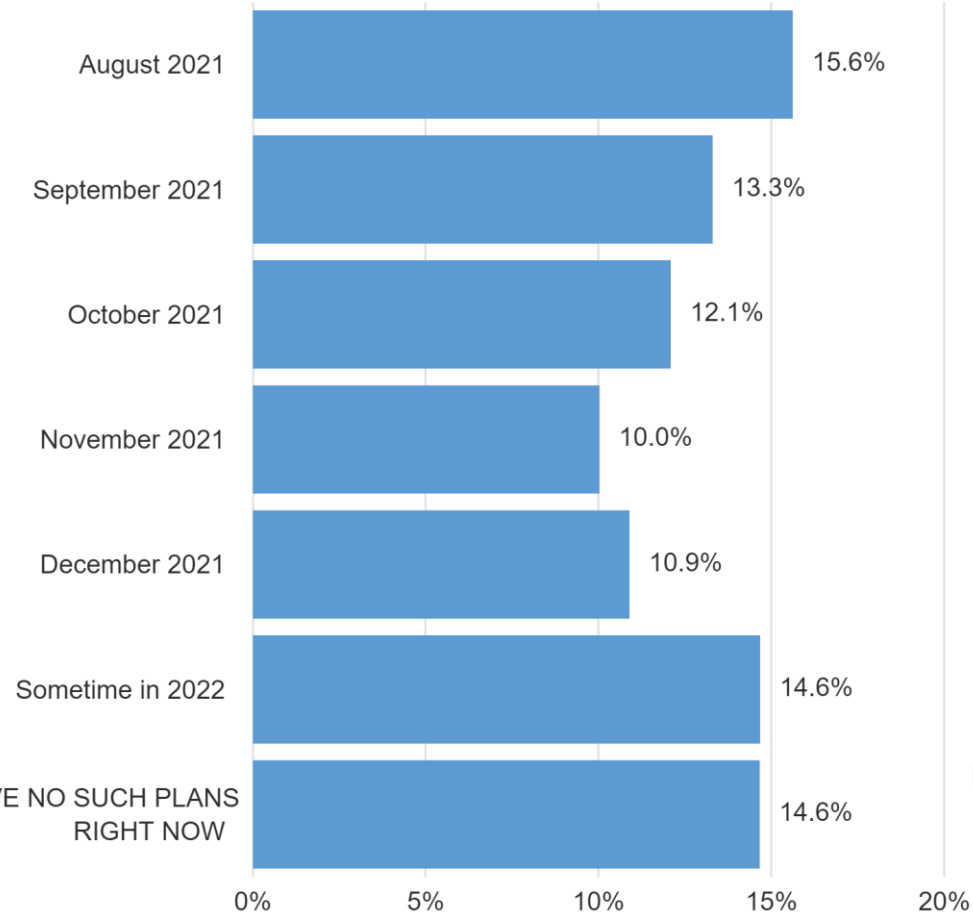


Question: IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in the NEXT TWELVE (12) MONTHS?
(Select one)

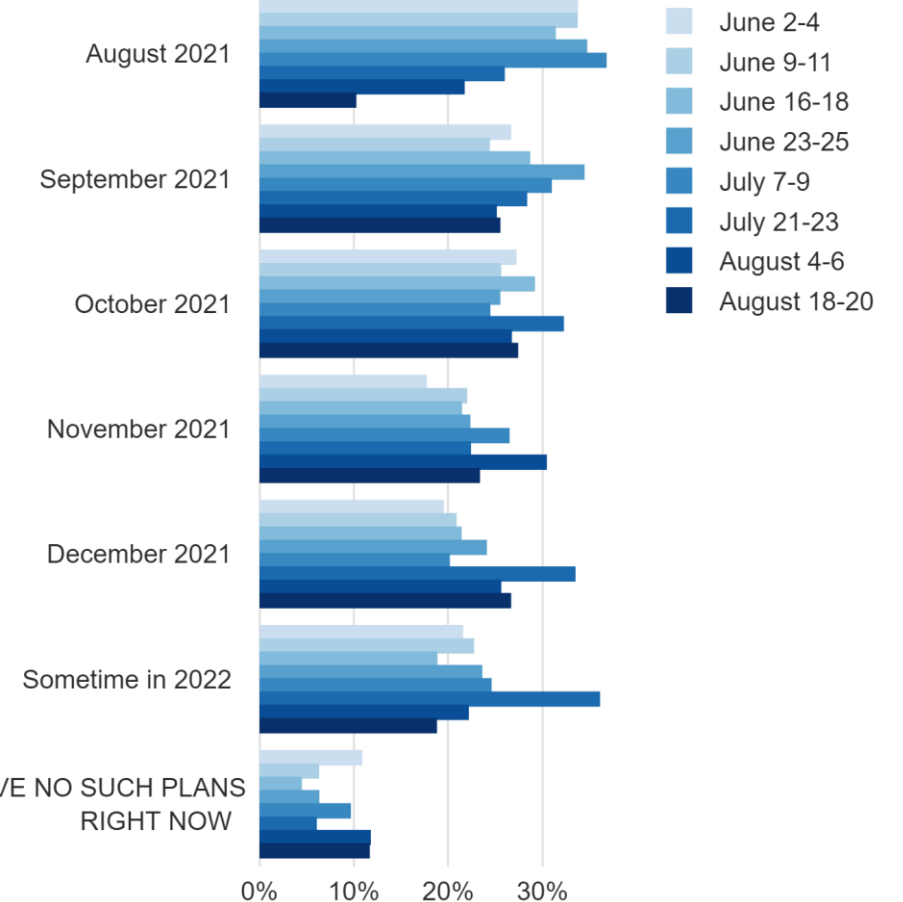
Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 7697 responses.

Months of Planned Overnight Trips

Includes All Data
(Please filter by most recent survey waves to see current expectations)



Trend over Last 8 weeks



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

Base: (have visited (or traveled within) in the PAST THREE (3) YEARS - Oregon
OR am likely to visit (or traveled within) in the NEXT THREE (3) YEARS - Oregon) 11978 responses.