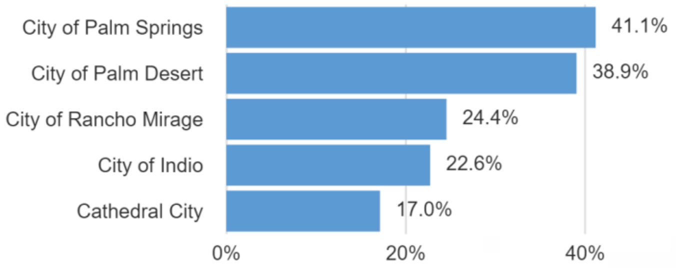
EXAMPLES OF WORK

CITIES

Average # of Cities Visited

2.1

Top Cities Visited

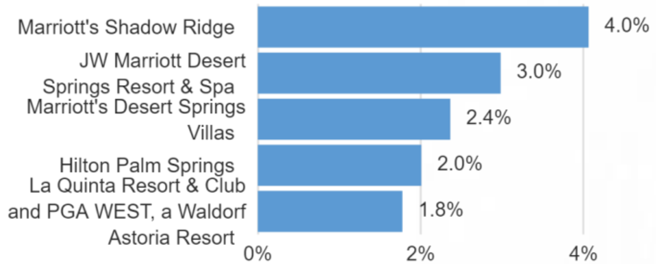


HOTELS

Average # of Hotels Visited

0.7

Top Hotels Visited

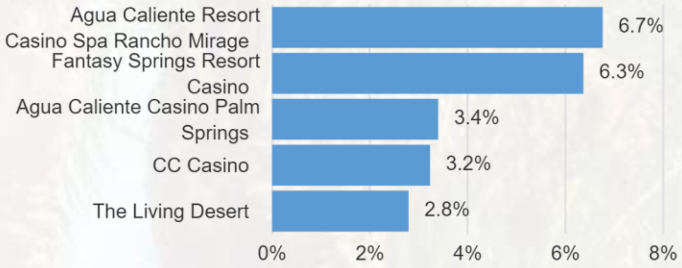


ATTRACTIONS

Average # of Attractions Visited

0.3

Top Attractions Visited

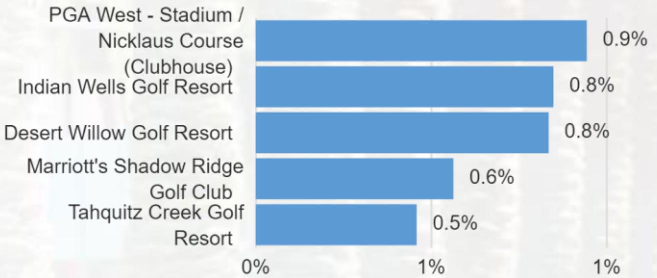


GOLF COURSES

Average # of Golf Courses Visited

0.1

Top Golf Courses Visited



Filter: All records. 72585 trips.

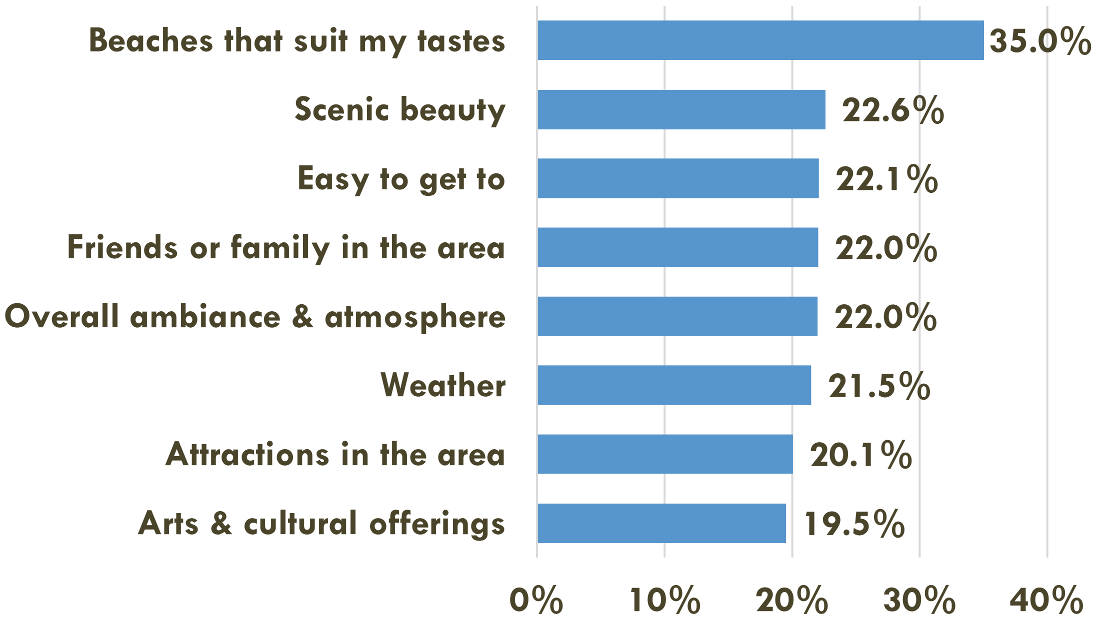
Destination Analysts

IMPORTANT FACTORS TO DESTINATION DECISION

Top three factors driving visitation to the [DESTINATION] area in Q2 2021 were beaches (35.0%), scenic beauty (22.6%) and that the area is easy to get to (22.1%). These were closely followed by friends or family in the area (22.0%), overall ambiance & atmosphere (22.0%), weather (21.5%), attractions (20.1%) and arts & cultural offerings (19.5%).

Full detail on all factors tested is presented on the next page.

Figure 2: Important to Decision to Visit



Question: Which of the following were IMPORTANT to your decision to take this trip to the [DESTINATION] area? (Select all that apply) Base: All Respondents. 1,374 responses.

Detail by Traveler Segment

	Hotel	VFR	Day Trip
Beaches that suit my tastes	47.1%	30.5%	24.5%
Scenic beauty	22.7%	27.6%	17.5%
Easy to get to	18.9%	24.8%	19.5%
Friends or family in the area	10.8%	77.8%	25.5%
Overall ambiance & atmosphere	26.6%	25.9%	14.2%
Weather	29.8%	29.9%	12.1%
Attractions in the area	13.5%	11.1%	22.5%
Arts & cultural offerings	9.7%	6.9%	26.1%
Sample Size:	**466**	**213**	**365**

IMPORTANT FACTORS TO DESTINATION DECISION – FULL DETAIL

	Total	Hotel	VFR	Day Trip
Beaches that suit my tastes	35.0%	**47.1%**	30.5%	24.5%
Scenic beauty	22.6%	22.7%	27.6%	17.5%
Easy to get to	22.1%	18.9%	24.8%	19.5%
Friends or family in the area	22.0%	10.8%	77.8%	25.5%
Overall ambiance & atmosphere	22.0%	26.6%	25.9%	14.2%
Weather	21.5%	29.8%	29.9%	12.1%
Attractions in the area	20.1%	13.5%	11.1%	**22.5%**
Arts & cultural offerings	19.5%	9.7%	6.9%	**26.1%**
Recommendation from people I know	14.2%	**20.8%**	11.1%	9.7%
Restaurants, cuisine, food scene	12.0%	9.4%	8.1%	10.9%
A specific attraction:	11.0%	10.4%	7.6%	12.3%
Advertisements for the area	6.7%	9.4%	0.5%	5.1%
Shopping opportunities	5.7%	2.5%	4.4%	6.5%
Pier	5.7%	2.0%	4.0%	**7.5%**
Outdoor recreational opportunities	4.2%	3.5%	4.6%	3.6%
Appealing hotels/resorts and other lodging options	4.0%	**7.3%**	0.2%	1.0%
The area's unique culture	3.1%	3.2%	1.6%	3.1%
Special event(s) and/or festival(s)	3.0%	2.8%	2.6%	3.8%
The [DESTINATION] area is family-friendly	2.0%	1.2%	2.3%	2.2%
Good deal on airfare	2.0%	3.4%	4.7%	0.7%
Fishing opportunities	2.0%	0.7%	4.1%	1.8%
Articles, features, reviews, etc. about the area	1.8%	2.5%	0.9%	1.3%
Lifelong desire to visit	1.6%	3.9%	0.5%	1.1%
Good hotel rate	1.4%	**4.6%**	0.0%	0.0%
Sports or sporting events	1.3%	0.6%	0.0%	1.8%
Breweries/Distilleries/Craft beer scene	1.1%	1.0%	1.6%	1.0%
The [DESTINATION] area is romantic	1.1%	1.3%	0.7%	0.8%
Golf	0.4%	0.7%	0.7%	0.3%
Sample Size:	**1,374**	**466**	**213**	**365**

Differences seen amongst visitor types:

- Compared to other segments, hotel guests were the likeliest to say that the area's beaches (47.1%) and/or recommendations from people they know (20.8%) were important factors to their decision to visit the [DESTINATION] area.
- Hotel guests were also the most likely segment to say that appealing hotels and lodging options (7.3%) and a good hotel rate (4.6%) were important to their decision to visit the [DESTINATION] area.
- Day trip visitors decided to visit [DESTINATION]for arts & cultural offerings (26.1%) and area attractions (22.5%). The Pier (7.5%) was also important to their decision to visit, slightly more so than for hotel guests and VFRs.

Question: Which of the following were IMPORTANT to your decision to take this trip to the [DESTINATION] area? (Select all that apply) Base: All Respondents. 1,374 responses.

[DESTINATION] VISITOR PROFILE

Source: [DESTINATION] Intercept Survey

Demographics

Female – **49.0%**
Male – **46.2%**

Mean Age – **47.3**
Boomers (31.7%), Gen X (35.3%), Millennials (23.0%), Gen Z (8.1%)

Married/Partnered – **74.4%**
Single – **19.8%**

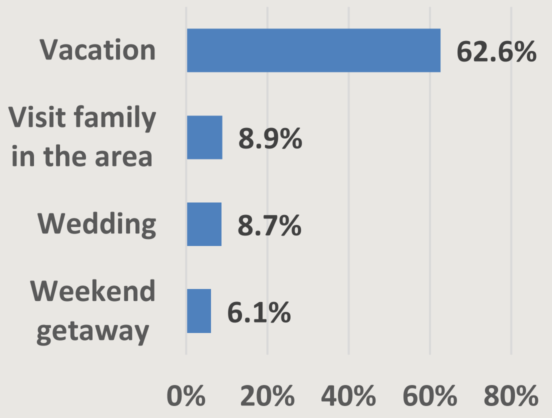
Has Children Under 18 – **30.0%**

Caucasian – **85.3%**
Asian, Pacific Islander – **3.1%**
Latino/Hispanic – **2.1%**
Other – **2.5%**

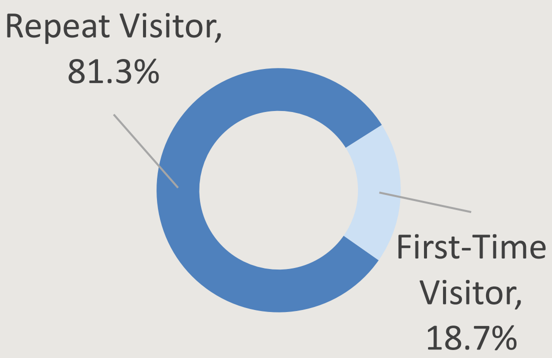
College educated – **72.9%**

Mean Annual Household Income– **$139,442**

Top Reasons for Visiting



Past Visitation



Key Trip Details

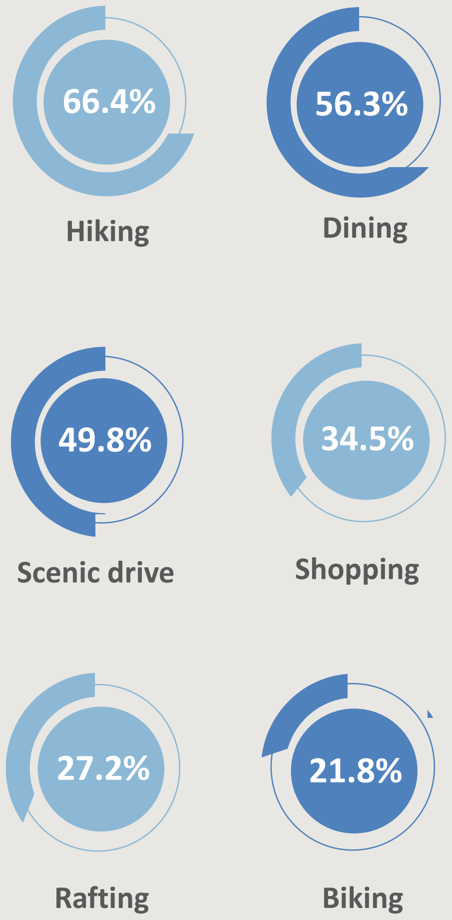
The average visitor spends **5.3 days** in [DESTINATION]

On average, visitors spend **$645.94** in-market, per travel party, per day

The average visiting travel group consist of **4.5 people** and **37.1 percent** of travel groups had children

Domestic vs. International Visitor

Top Area Activities



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Regional Visitors *Trip Details*

Spending Per Day

Total Spending **$575.80**

3.5 people covered by spending

$165.49 spending per person

Days and Nights Spent in Big Sky

5.5 Days

5.0 Nights

Travel Group Composition

4.3 People

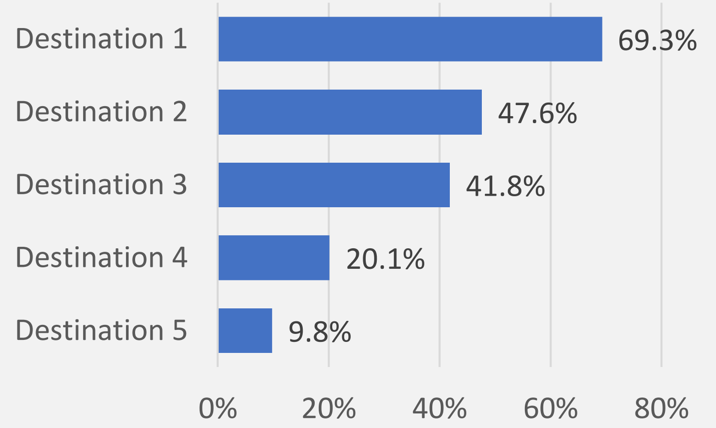
1.7 Male

1.6 Female

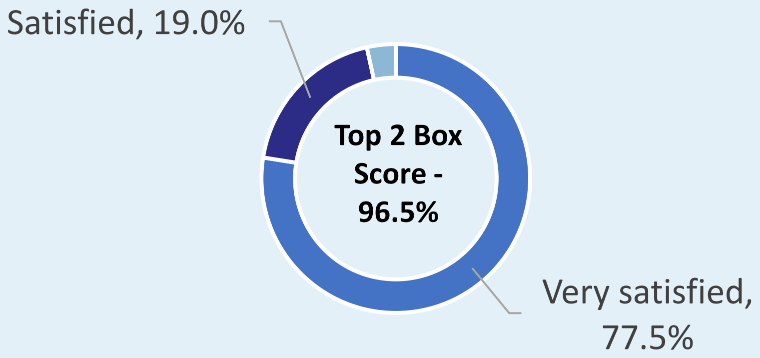
1.0 Children

Destinations Visited

100.0% went to the following destinations during this trip:



Satisfaction with Visitor Experience



Most Liked Aspects of Big Sky

41.7% Scenic beauty

11.3% Surrounded by nature, forest & river

8.9% Mountains/Lone Peak

Ways to Enhance Visitor Experience

34.8% Perfect as is

10.4% Recreational activities

6.3% Dining options

6.3% Variety of services

EXAMPLES OF INFOGRAPHICS

THE RETURN TO IN-PERSON MEETINGS

AS OF APRIL 11, 2021

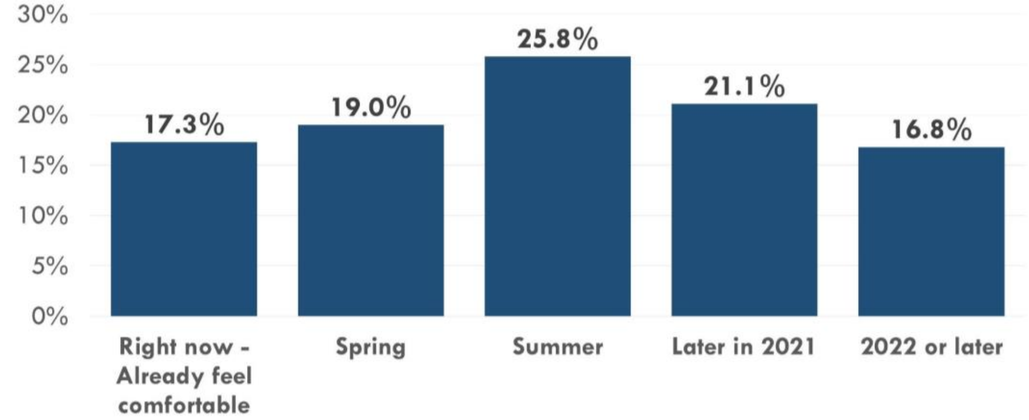
54.4%

Of American Business Travelers Say they Would be Happy If their Employer Asked them to Attend an In-Person Conference/Group Meeting in the Next 6 Months—up from 29.5% in August 2020

36.9%

Of American Business Travelers Say they Currently have Plans to Attend a Conference/Group Meeting in 2021

WHEN AMERICAN BUSINESS TRAVELERS EXPECT TO FEEL COMFORTABLE ATTENDING IN-PERSON CONFERENCES/GROUP MEETINGS



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

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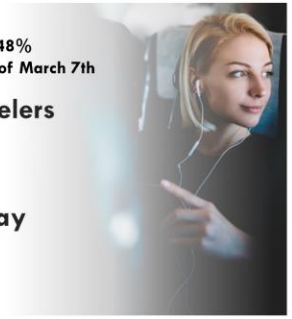
TRACKING BUSINESS TRAVEL RECOVERY

AS OF APRIL 18, 2021



56% ↑ From 48% Week of March 7th

of American Travelers Employed by Companies with Business Travel Say this Travel Has Resumed

47% ↓ From 50% Week of March 7th

of Business Travelers Feel the COVID-19 Pandemic Will Change the Way their Employer Does Business Travel

52% ↓ From 53% Week of March 7th

of Business Travelers Say they Hope to Not Travel as Much for Work as They Did Prior to the Pandemic

ANTICIPATED BUSINESS TRAVEL CHANGES

Fewer overall business trips taken—down from 59.8% March 7th	46.8%
Smaller groups traveling on business trips—down from 38.1% March 7th	36.7%
Shorter trips (fewer days in length)—down from 32.4% March 7th	33.8%
More webinars or virtual meetings to replace travel—down from 32.4% March 7th	28.7%
More restrictive travel budgets—down from 29.1% March 7th	26.8%
More restrictive health or safety protocols for traveling staff—down from 16.0% March 7th	15.0%

(Base: Waves 52 & 58 data. Respondents who have taken business trip(s) in the past two years, 193 & 257 completed surveys. Data collected March 5-7 and April 16-18, 2021.)

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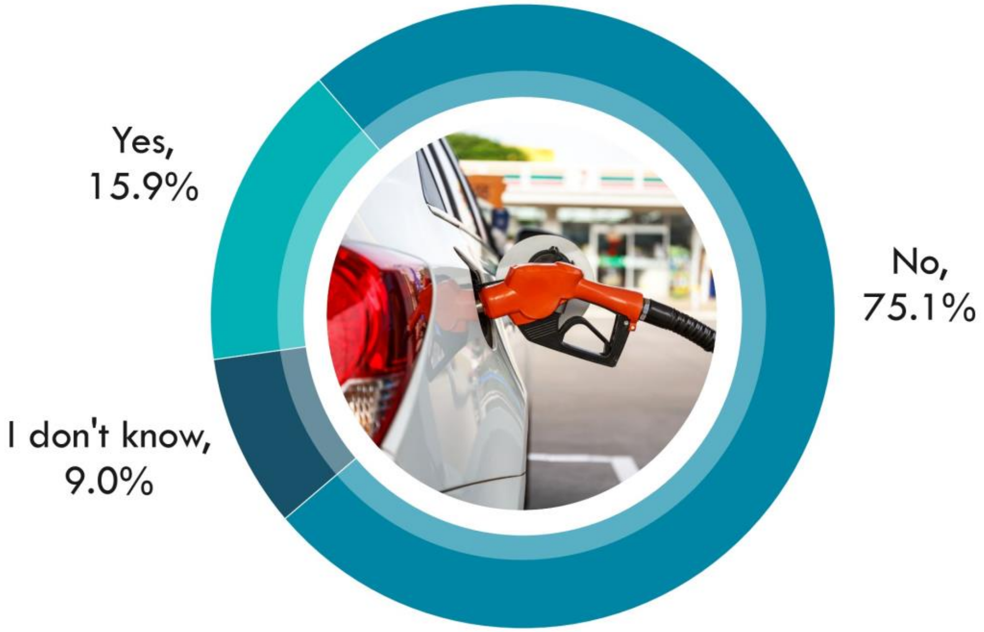
GASOLINE PRICES/SHORTAGES— IMPACT ON TRAVEL PLANS

AS OF MAY 15, 2021



QUESTION: HAS THIS VOLATILITY IN THE GASOLINE MARKET LED YOU TO RECONSIDER OR CANCEL ANY UPCOMING TRAVEL? (SELECT ONE)

(Base: Wave 62 data. All respondents, 1,208 completed surveys. Data collected May 13-15, 2021)

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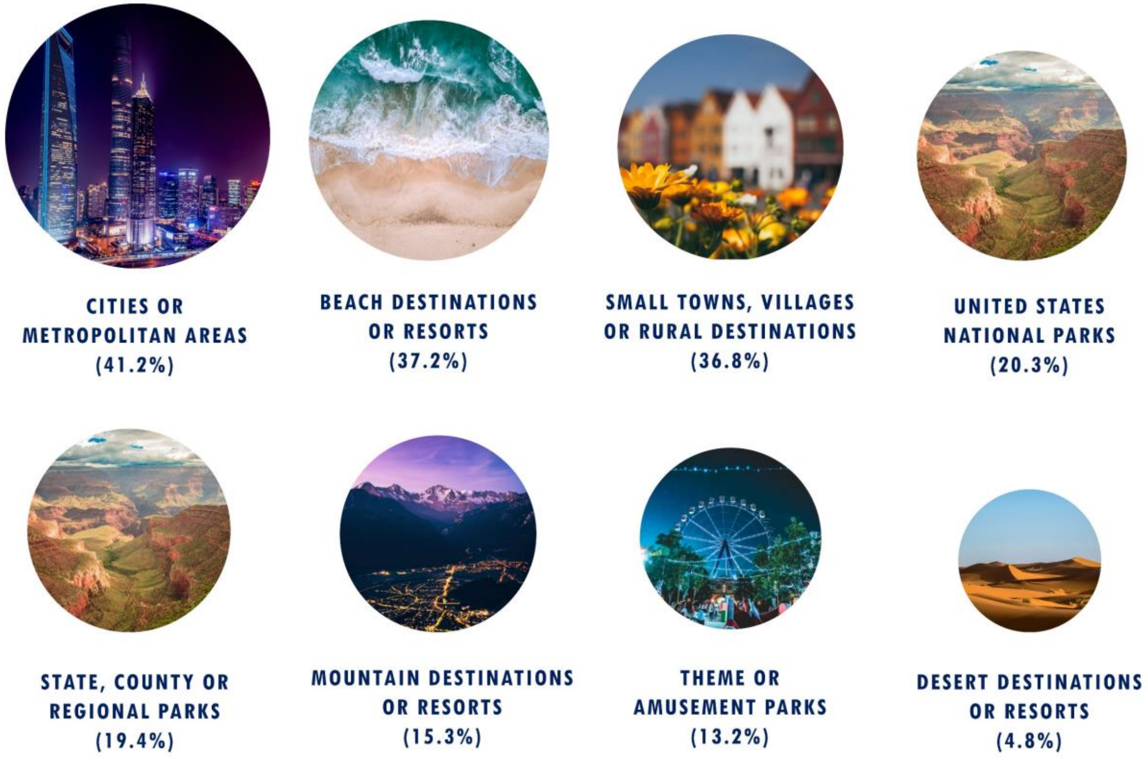
TRACKING URBAN RECOVERY:

CITIES ARE MOST COMMON DESTINATION TYPE FOR TRAVEL IN THE NEXT 3 MONTHS

AS OF MAY 3, 2021



QUESTION: ON THESE LEISURE TRIPS, WHICH OF THE FOLLOWING ARE YOU EXPECTING TO VISIT?

(Base: Wave 60 data. Respondents expecting to travel in the next three months, 930 completed surveys. Data collected April 30-May 2, 2021)

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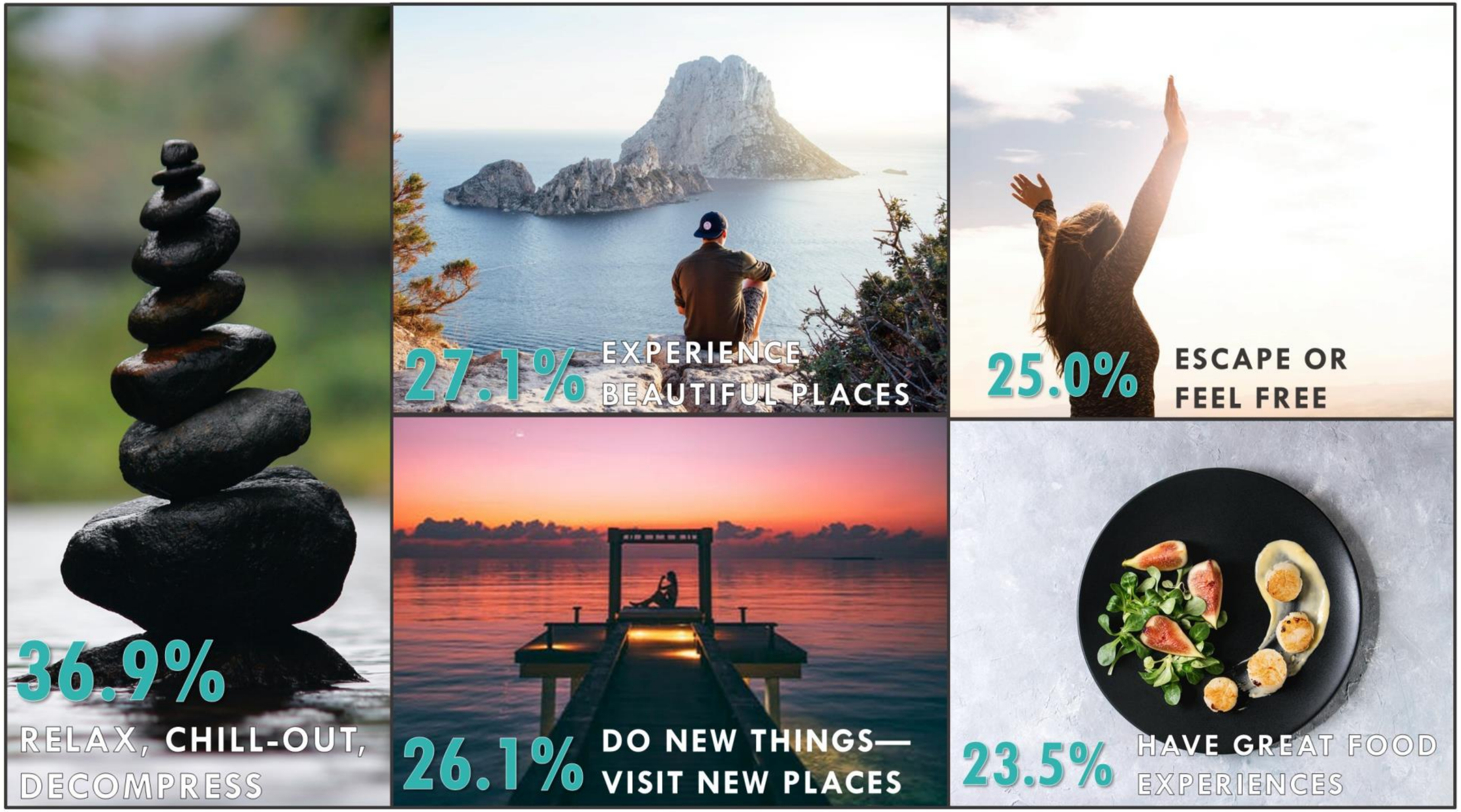
TOP TRAVEL DESIRES FOR THE COMING YEAR

AS OF MAY 2, 2021



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: Wave 60 data. All respondents, 1,206 completed surveys. Data collected April 30-May 2, 2021)

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HOW AMERICANS FEEL ABOUT TRAVEL RIGHT NOW

AS OF MAY 15, 2021

QUESTION: WHAT ONE WORD BEST DESCRIBES HOW YOU FEEL ABOUT TRAVEL RIGHT NOW?

(Base: Wave 62 data. All respondents, 1,101 completed surveys. Data collected May 13-15, 2021)

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EXAMPLES OF ONLINE DYNAMIC DASHBOARDS

Travel Behavior: 1997 completed surveys

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THE NIGHTLIFE ENTHUSIAST MEDIA CONSUMPTION

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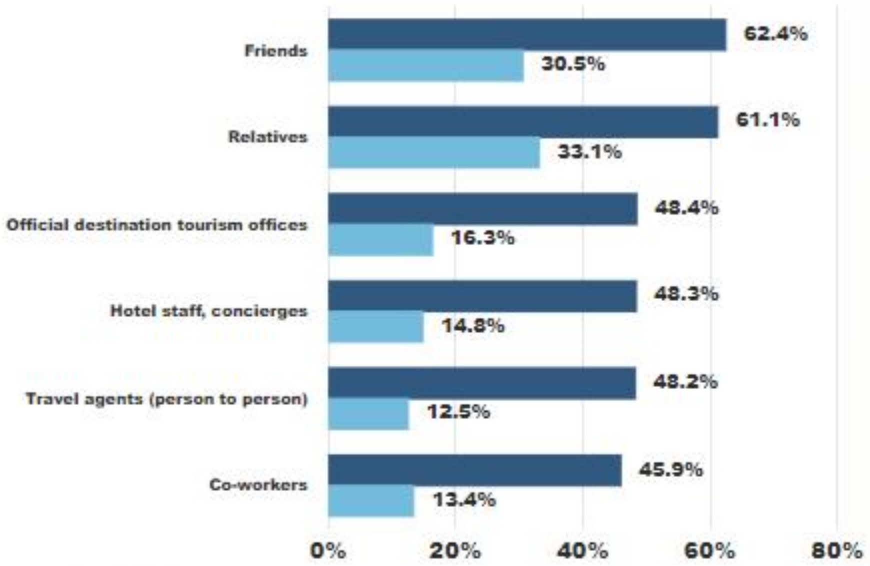
TOP PLANNING RESOURCES IN-PERSON

THE NIGHTLIFE ENTHUSIAST

OTHER TRAVELERS

(% SELECTING "ALWAYS" OR "USUALLY")



Base: Respondents who are passionate about nightlife. 1234 completed surveys
and Respondents who are not passionate about nightlife. 10543 completed surveys.

Question: Thinking specifically about PERSON-TO-PERSON communication: In planning your leisure trips, how frequently do you use the opinions and advice of the following?

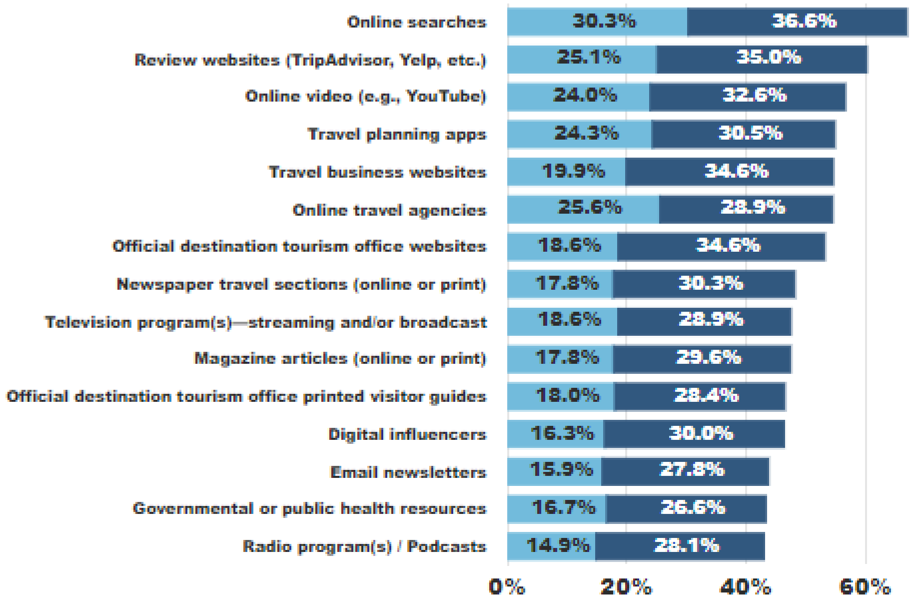
THE NIGHTLIFE ENTHUSIAST MEDIA CONSUMPTION

Destination Analysts DO YOUR RESEARCH

THE NIGHTLIFE ENTHUSIAST

TRAVEL PLANNING RESOURCES USED

(% SELECTING "ALWAYS" OR "USUALLY")



Base: Respondents who are passionate about nightlife. 1234 completed surveys.

COMPARISON WITH OTHER TRAVELERS

	Nightlife Enthusiast	Other Travelers	Percent Difference
Online searches	66.9%	44.6%	50.1%
Review websites (TripAdvisor, Yelp, etc.)	60.2%	32.2%	87.0%
Online video (e.g., YouTube)	56.5%	18.1%	212.7%
Travel planning apps	54.8%	22.0%	149.5%
Travel business websites	54.5%	22.3%	145.0%
Online travel agencies	54.4%	24.5%	122.4%
Official destination tourism office websites	53.1%	21.2%	150.8%
Newspaper travel sections (online or print)	48.1%	12.5%	285.9%
Television program(s)—streaming and/or broadcast	47.4%	12.7%	273.2%
Magazine articles (online or print)	47.4%	13.3%	255.5%

Base: Respondents who are passionate about nightlife. 1234 completed surveys
and Respondents who are not passionate about nightlife. 10543 completed surveys.

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

Filter Explore Export Search...

88 %

Edit

Filter by Region

- [ ] MIDWEST
- [ ] NORTHEAST
- [x] SOUTH
- [ ] WEST

Filter by Gender

- [x] Female
- [ ] Male

Filter by Generation

- [ ] Boomer or older
- [ ] Gen X
- [ ] Millennials or younger

Filter by Income

- [x] $150,000 or more
- [x] $100,000 to $149,999
- [ ] $50,000 to $99,999
- [ ] Less than $49,999

Filter by Residence

- [ ] Large city (urban area)
- [ ] Suburban area
- [ ] Rural area

Filter by Disability

- [ ] Faces challenges traveling because of a physical, mental or emotional issue

TH EDIA CONSUMPTION

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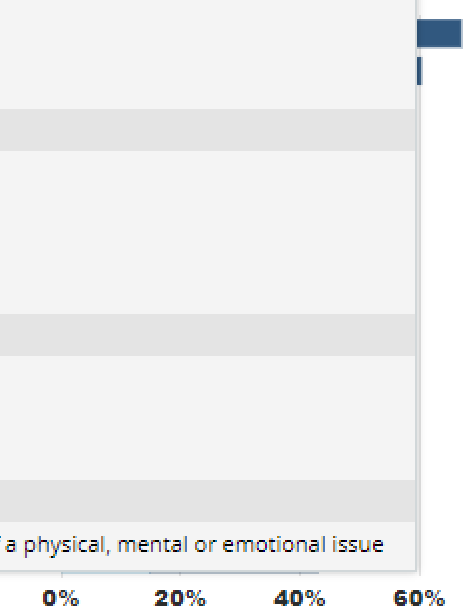

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Question: **How frequently do you generally use the following to help plan your leisure trips?**