

CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

*Summary of Findings
February 10th, 2021*

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 45 data (fielded February 5-7) will be presented today**
- **1,200+ fully completed surveys collected each wave**
- **Confidence interval of +/- 2.8%**
- **Data is weighted to reflect the actual population of each region**

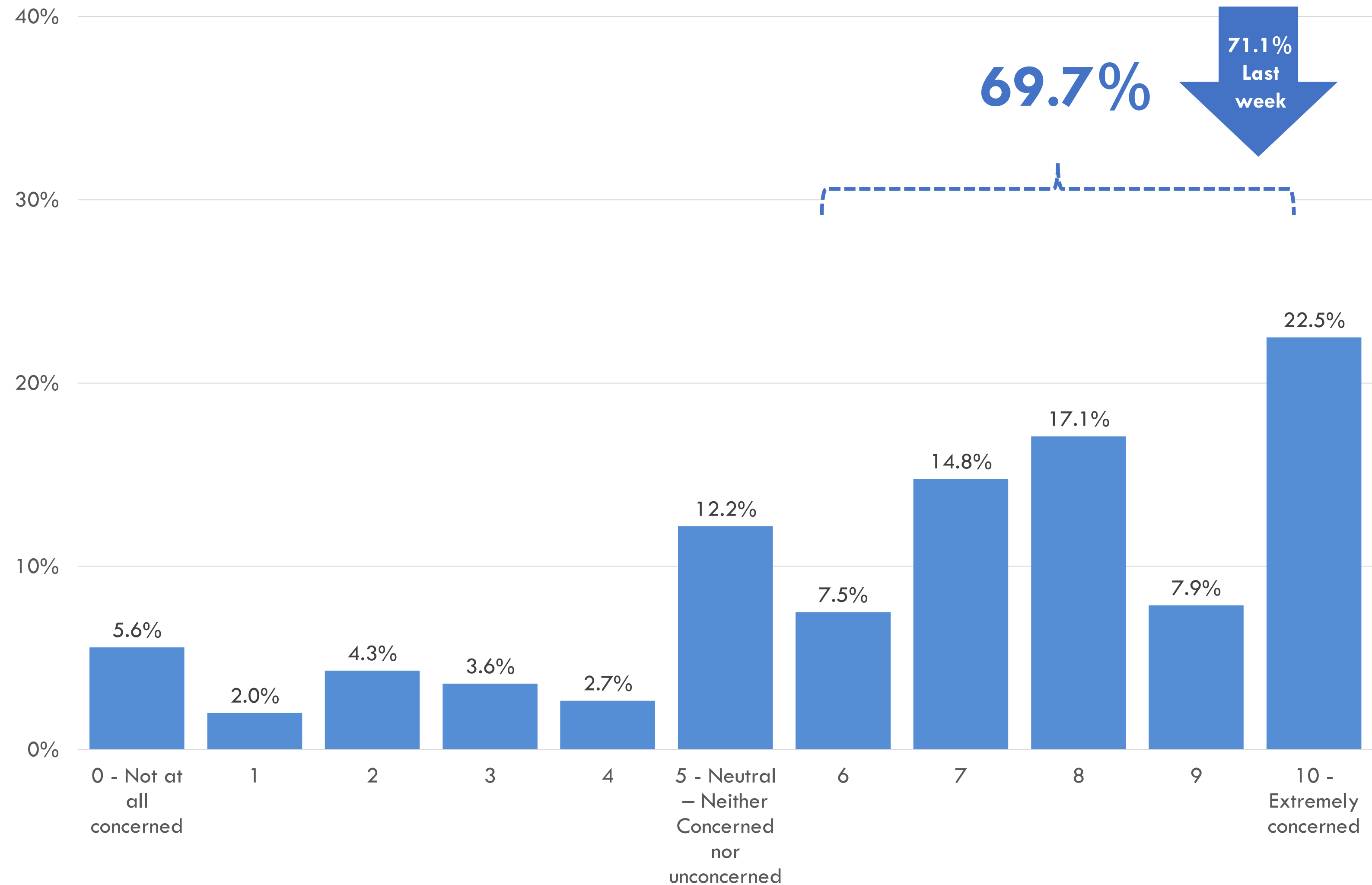
A woman with long brown hair, wearing glasses, a blue surgical face mask, a white turtleneck, a long brown coat, and blue jeans, stands in an airport terminal. She is holding a yellow rolling suitcase. The background shows airport check-in counters and a red stanchion with a red belt. The text "CURRENT FEELINGS ABOUT THE CORONAVIRUS & TRAVEL" is overlaid in the center of the image.

**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? (Please answer using the scale below)

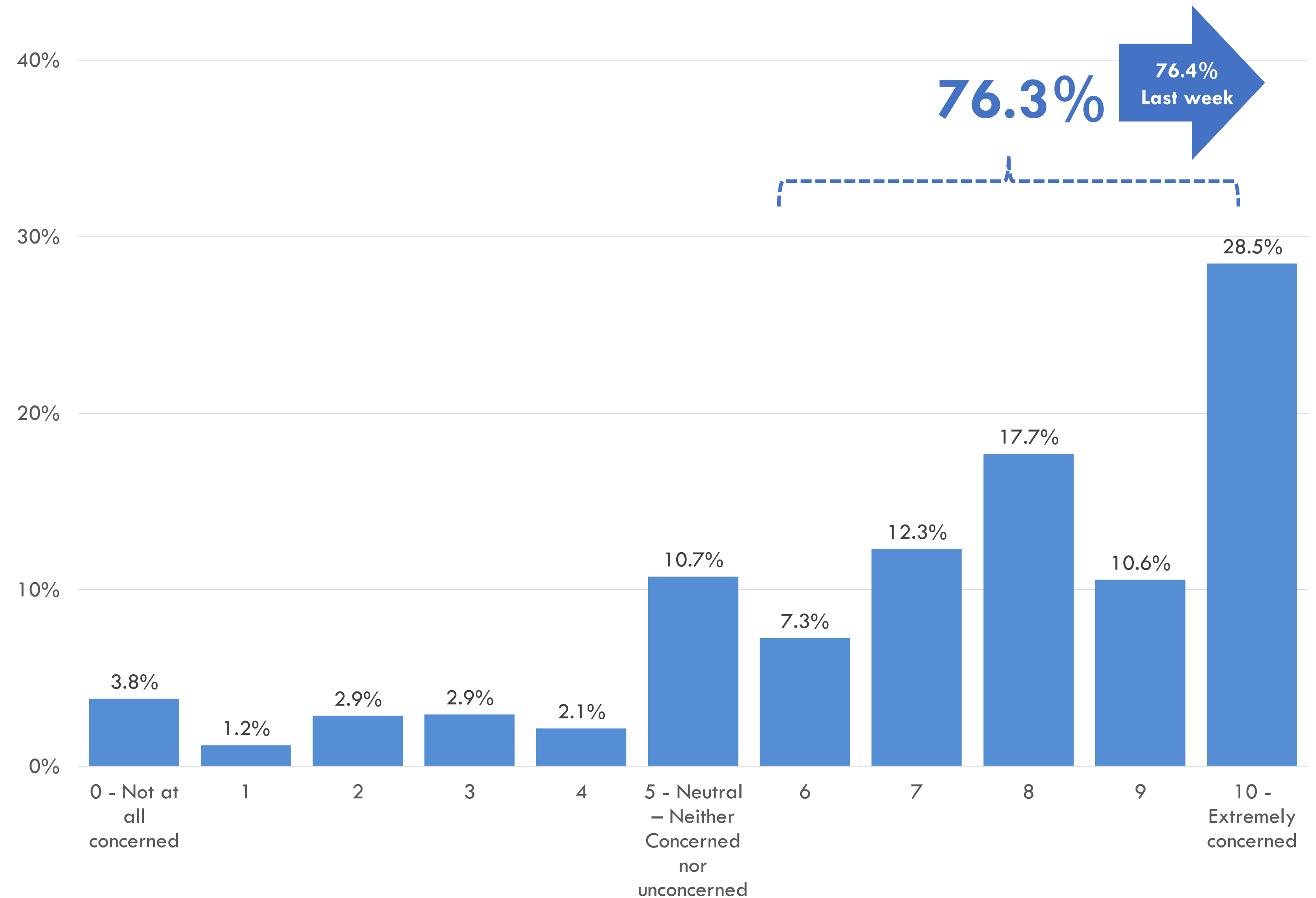
(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



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)

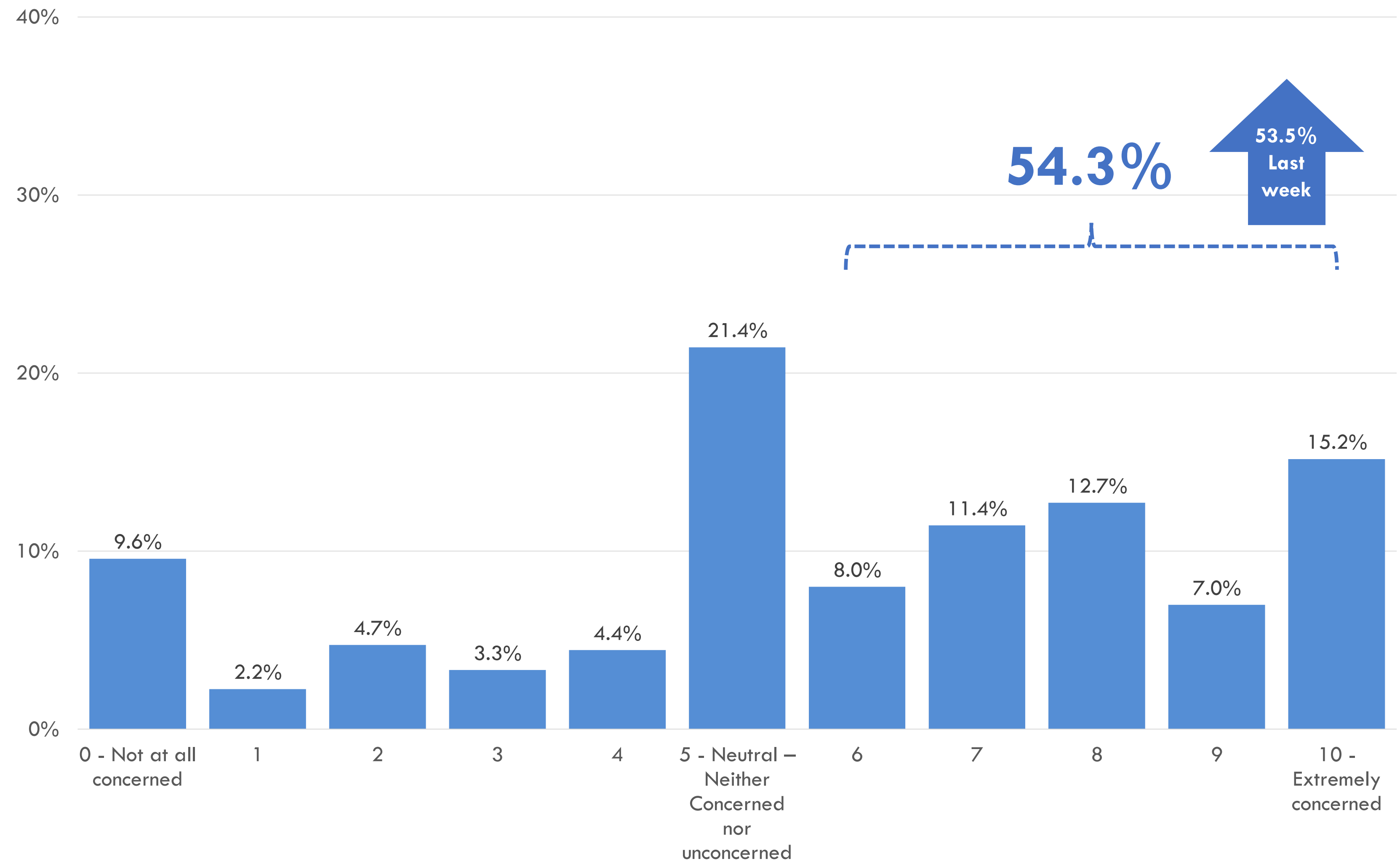
(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



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)

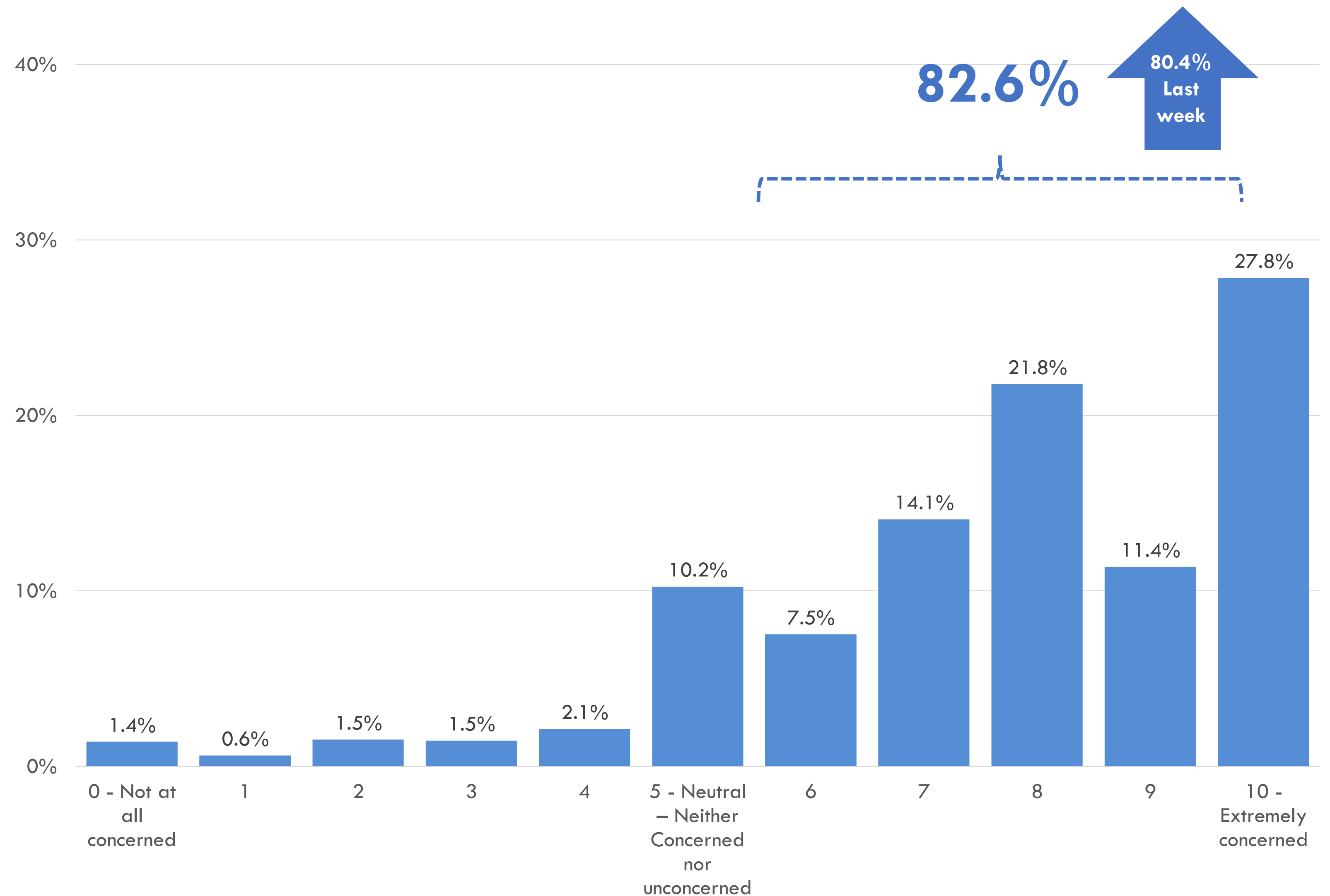
(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



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 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



NATIONAL ANXIETY MAP: HIGH CONCERNS ABOUT COVID-19'S IMPACT AS OF FEBRUARY 7, 2021



NATIONAL
ECONOMY



PERSONAL
FINANCES

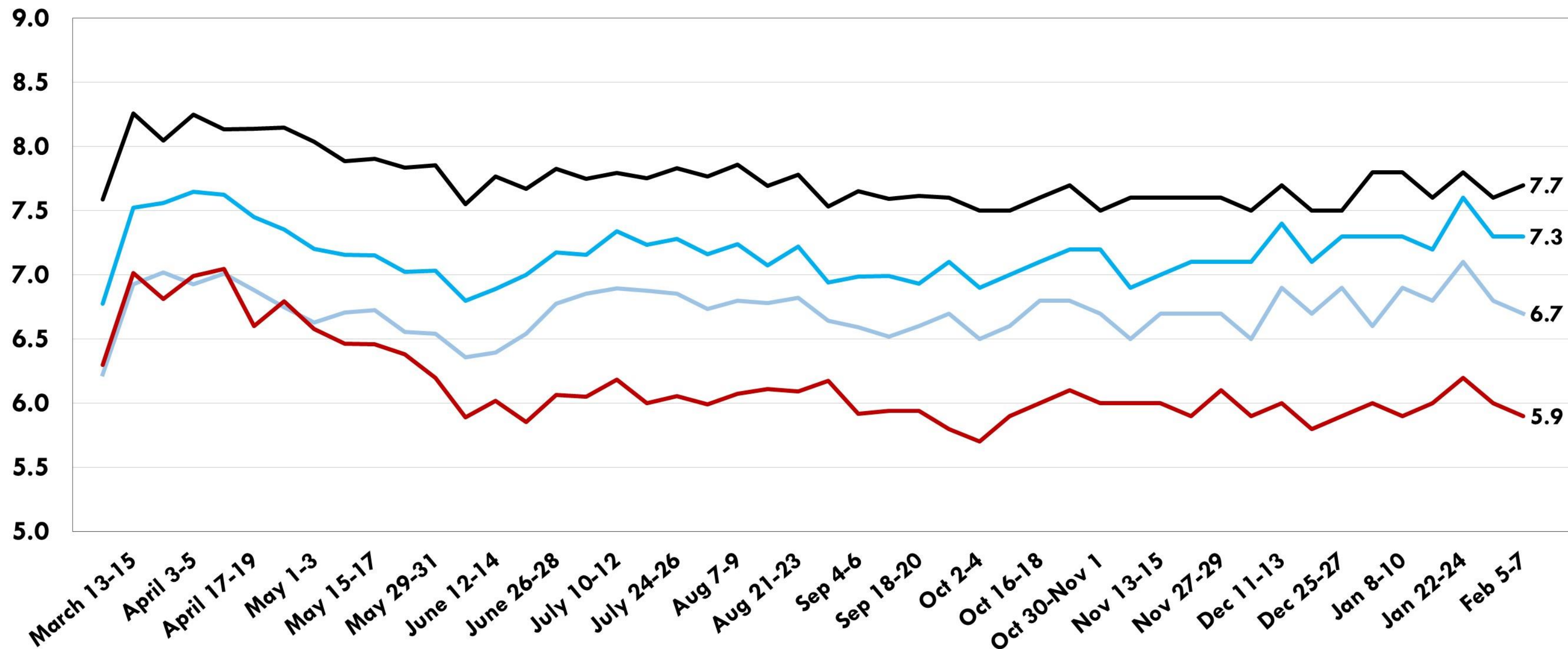


HEALTH OF
FRIENDS & FAMILY



PERSONAL
HEALTH

(AVERAGE SCORE ON AN 11-POINT SCALE)



QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, HOW CONCERNED ARE YOU ABOUT THE IMPACT IT MAY HAVE ON THE/YOUR _____ ?

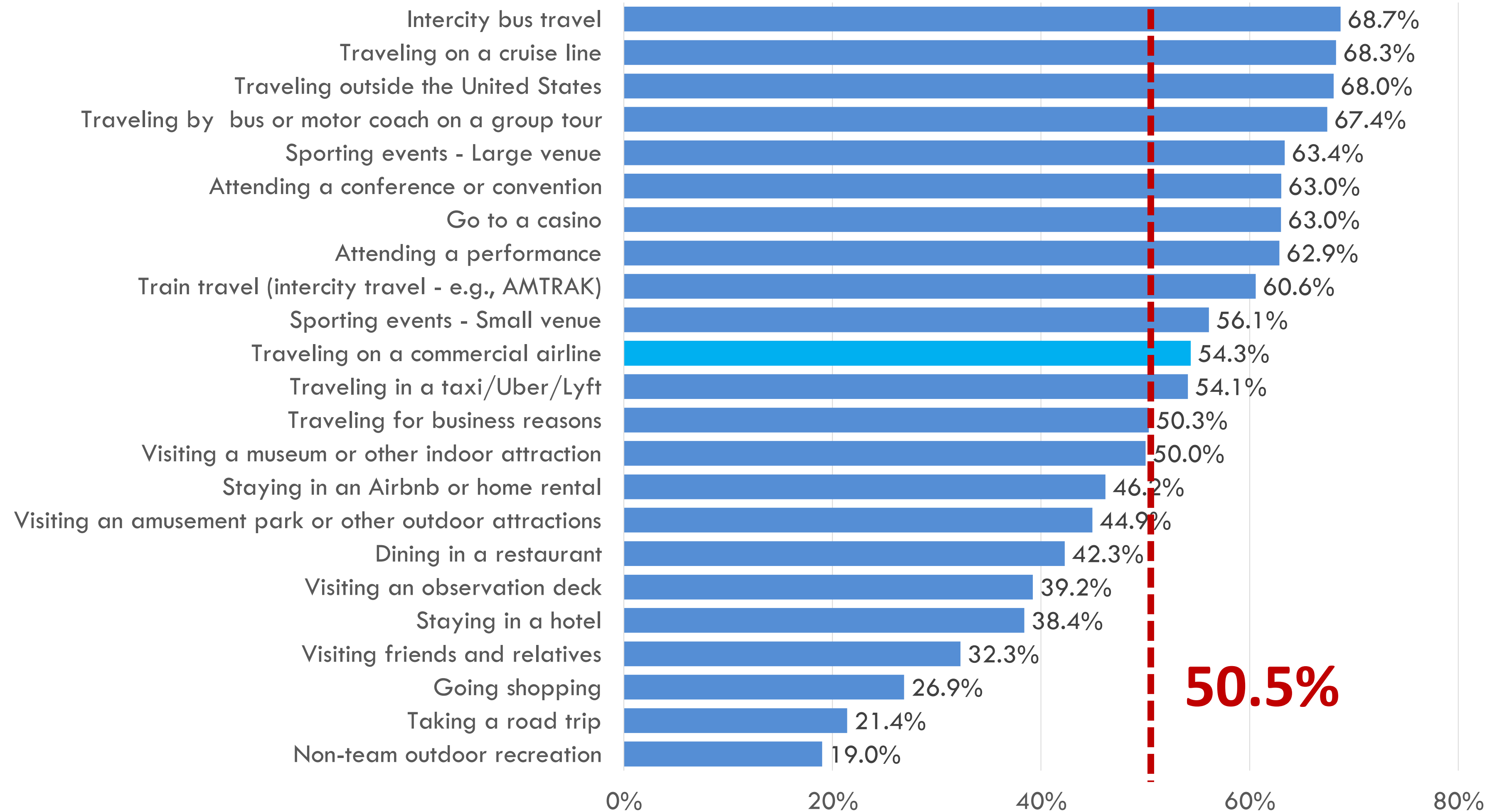
(Base: Waves 1-48. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209 and 1,209 completed surveys.)

PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 48)

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

(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)

Top 2-Box Score: Percent Selecting Each as “Somewhat Unsafe” or “Very Unsafe”

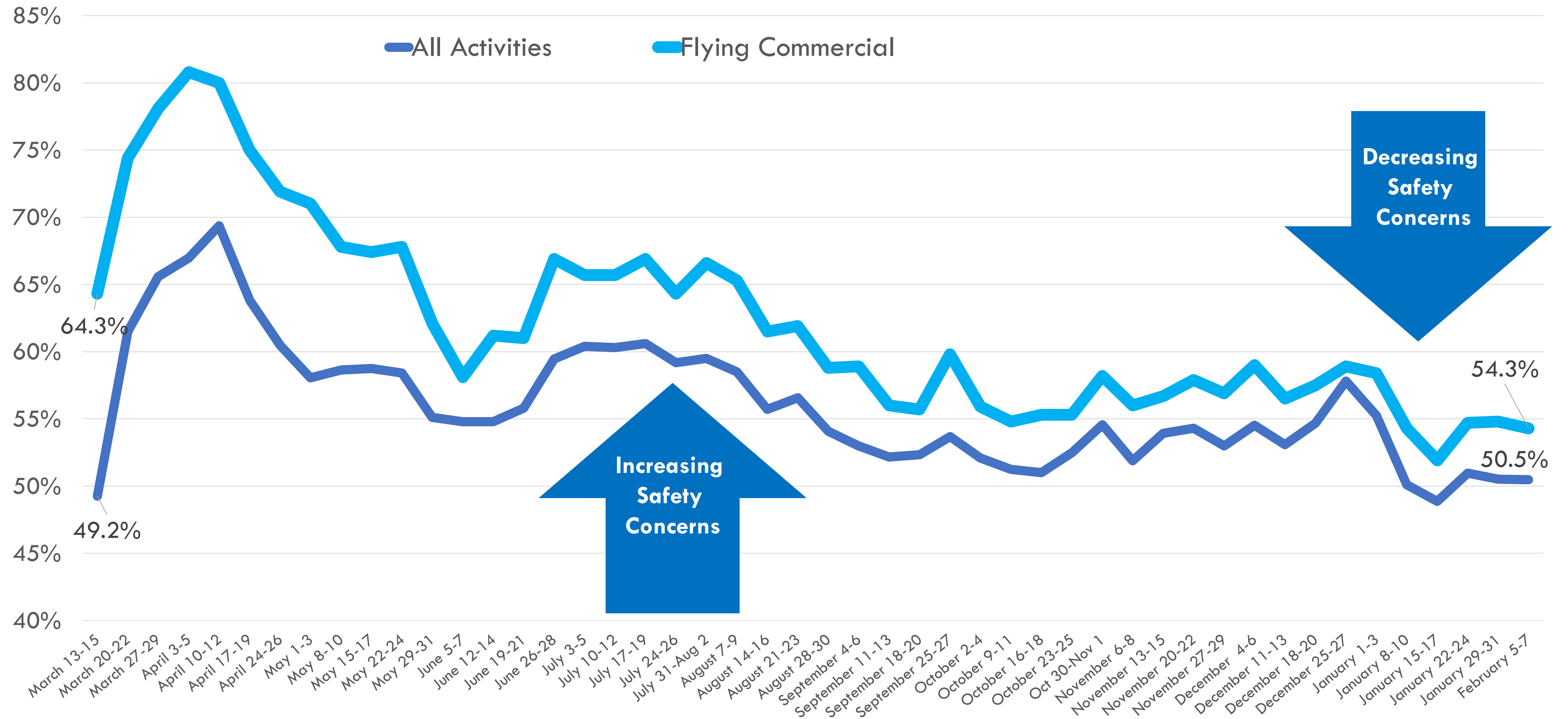


PERCEIVED SAFETY OF FLYING COMMERCIAL (WAVES 1-48 COMPARISON)

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

(Base: Waves 1-48. 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 and 1,209 completed surveys.)

% Somewhat unsafe or Very unsafe (AVERAGE SCORE FOR ALL ACTIVITES TESTED)

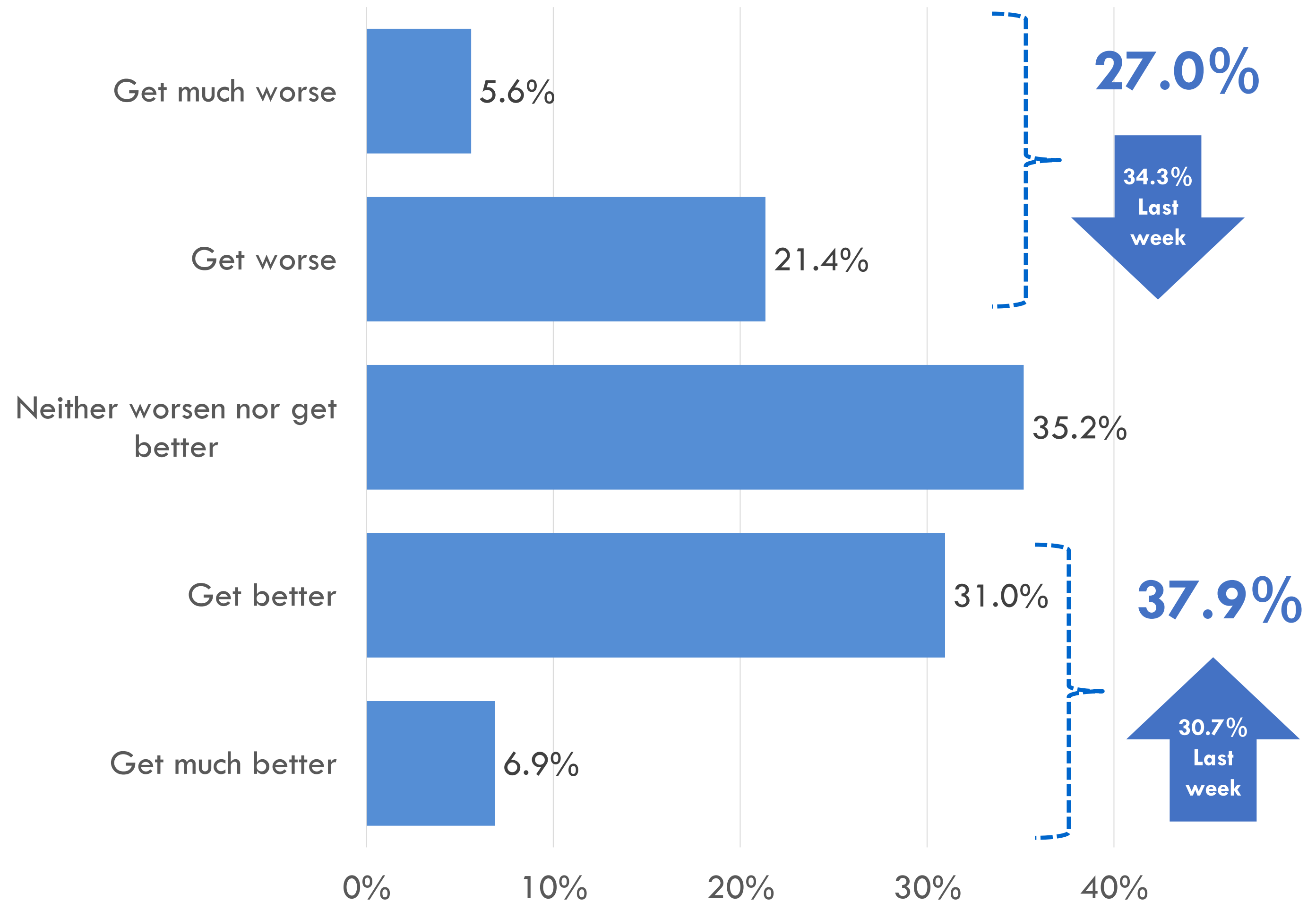


EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

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

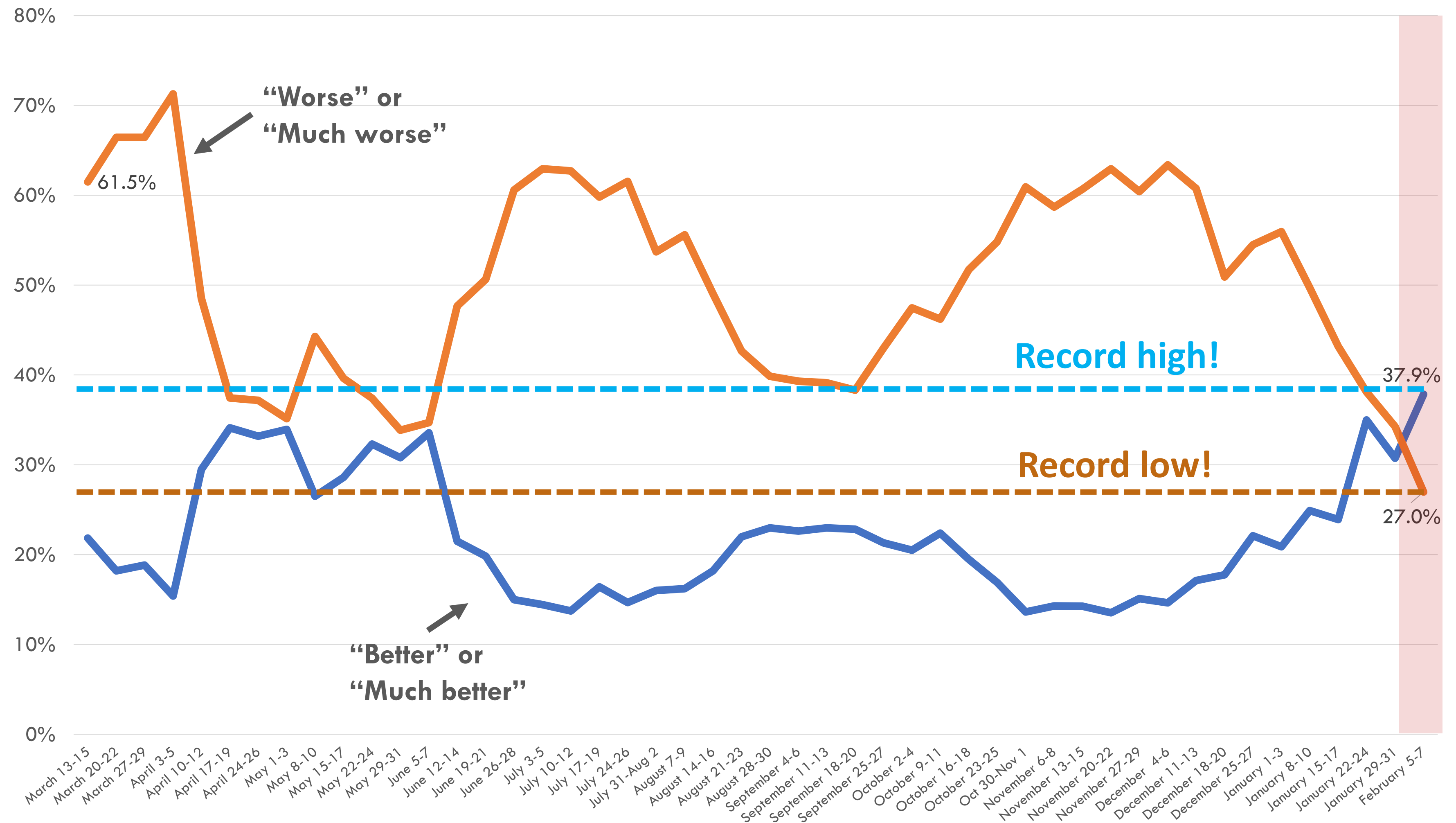
(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-48)

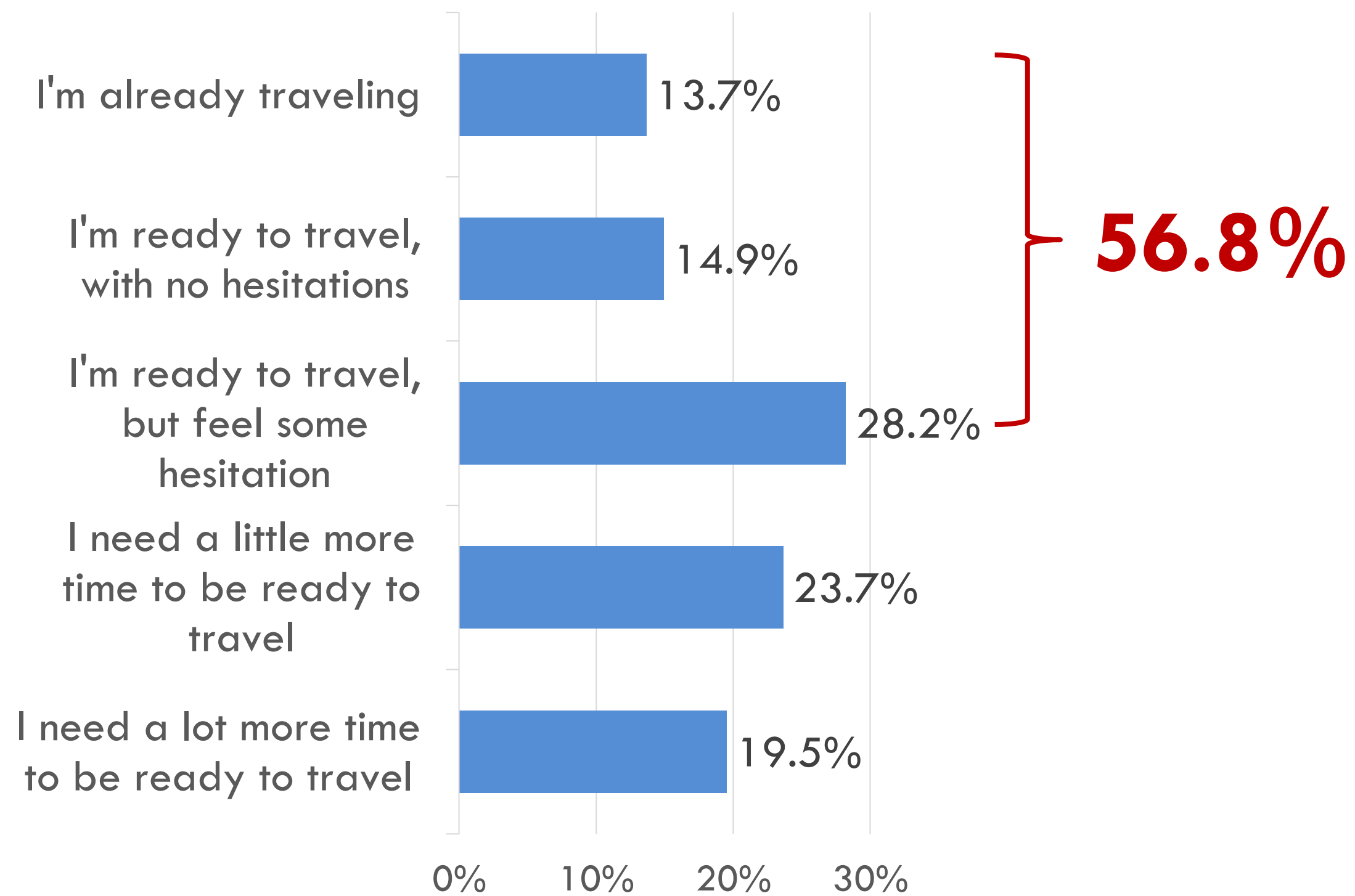
Question: In the **NEXT MONTH**, how (if at all) do you expect the severity of the coronavirus situation in the United States to change?

In the next month the coronavirus situation will _____

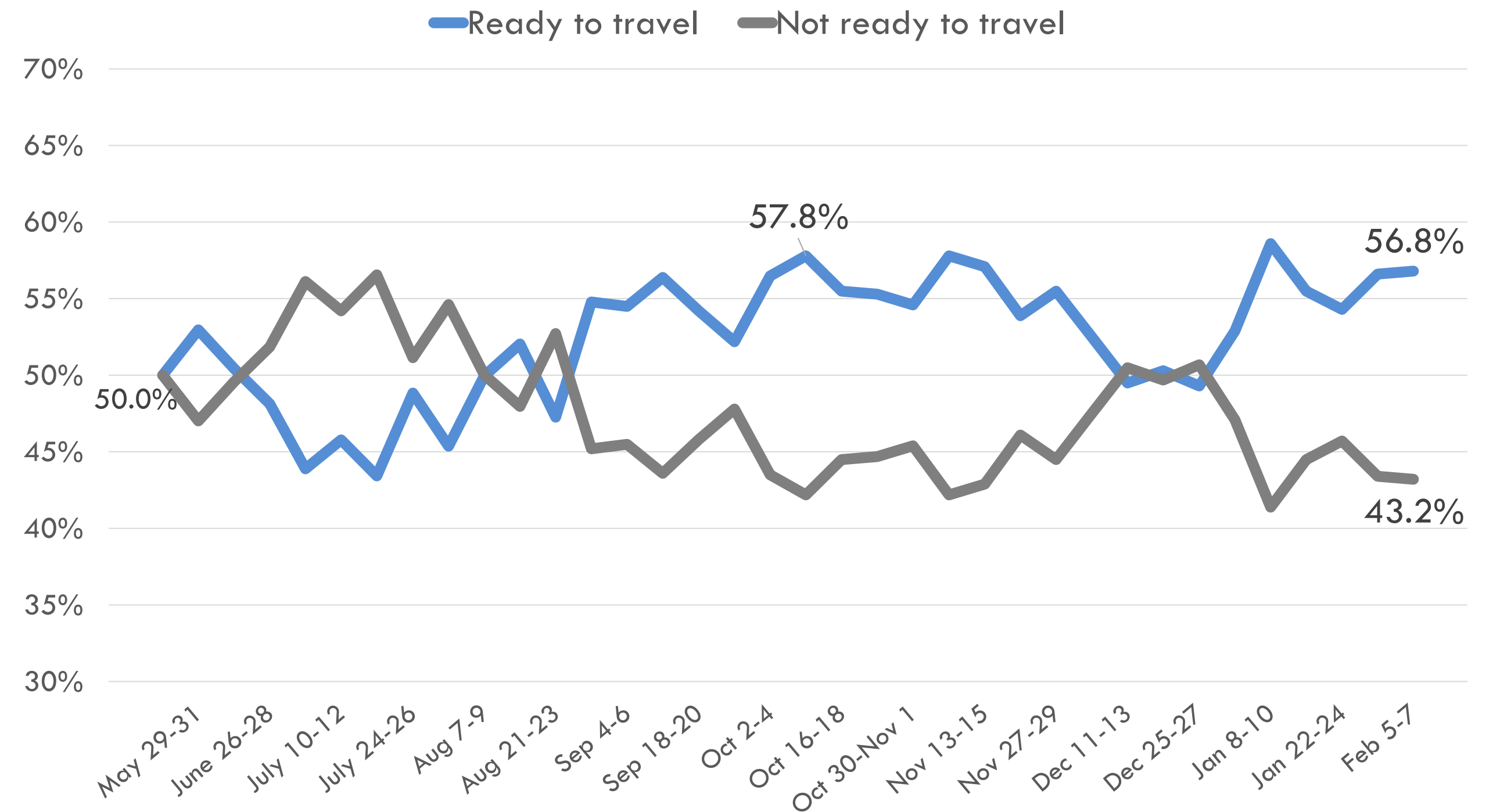


TRAVEL STATE-OF-MIND

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



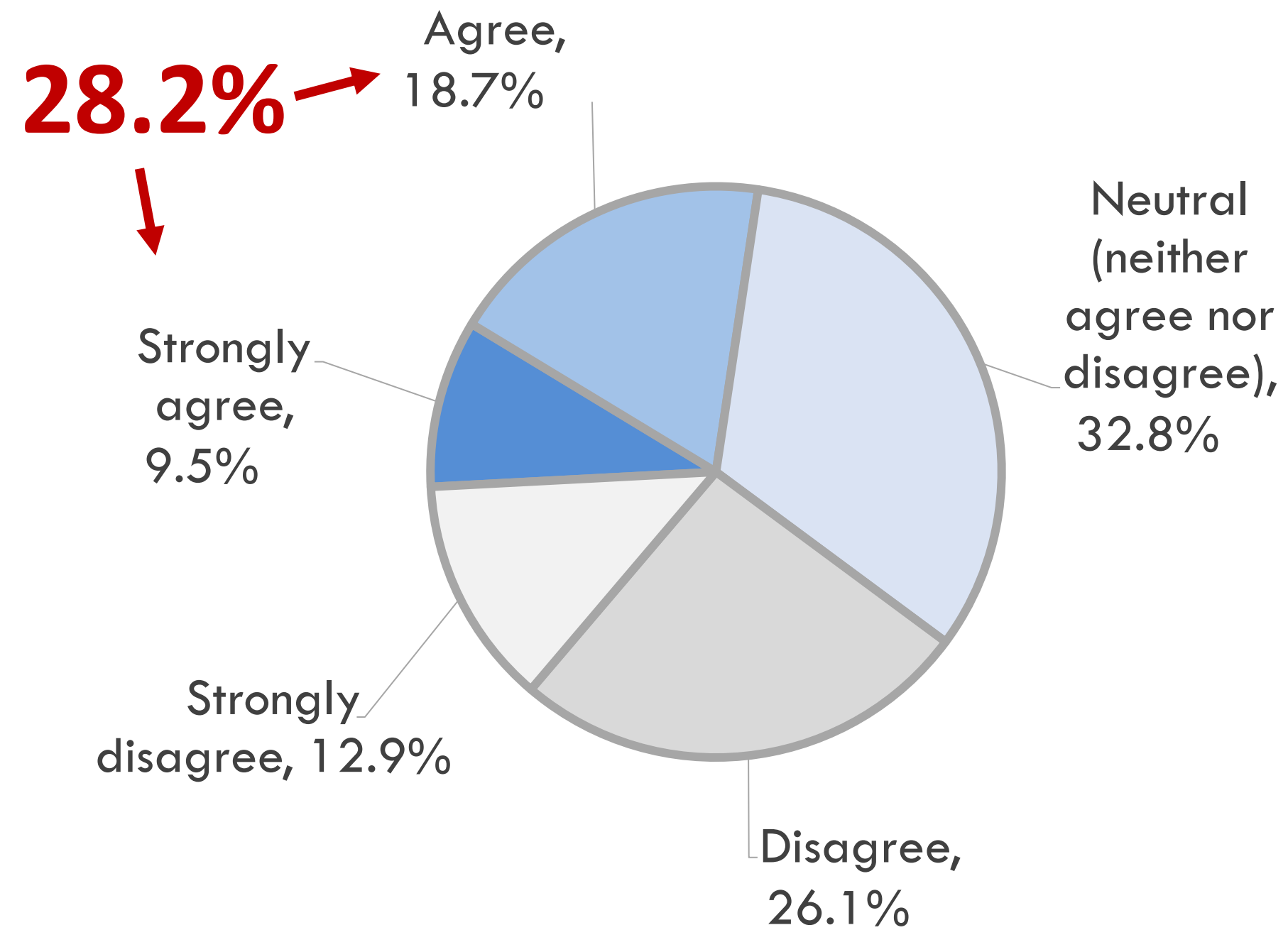
Historical data



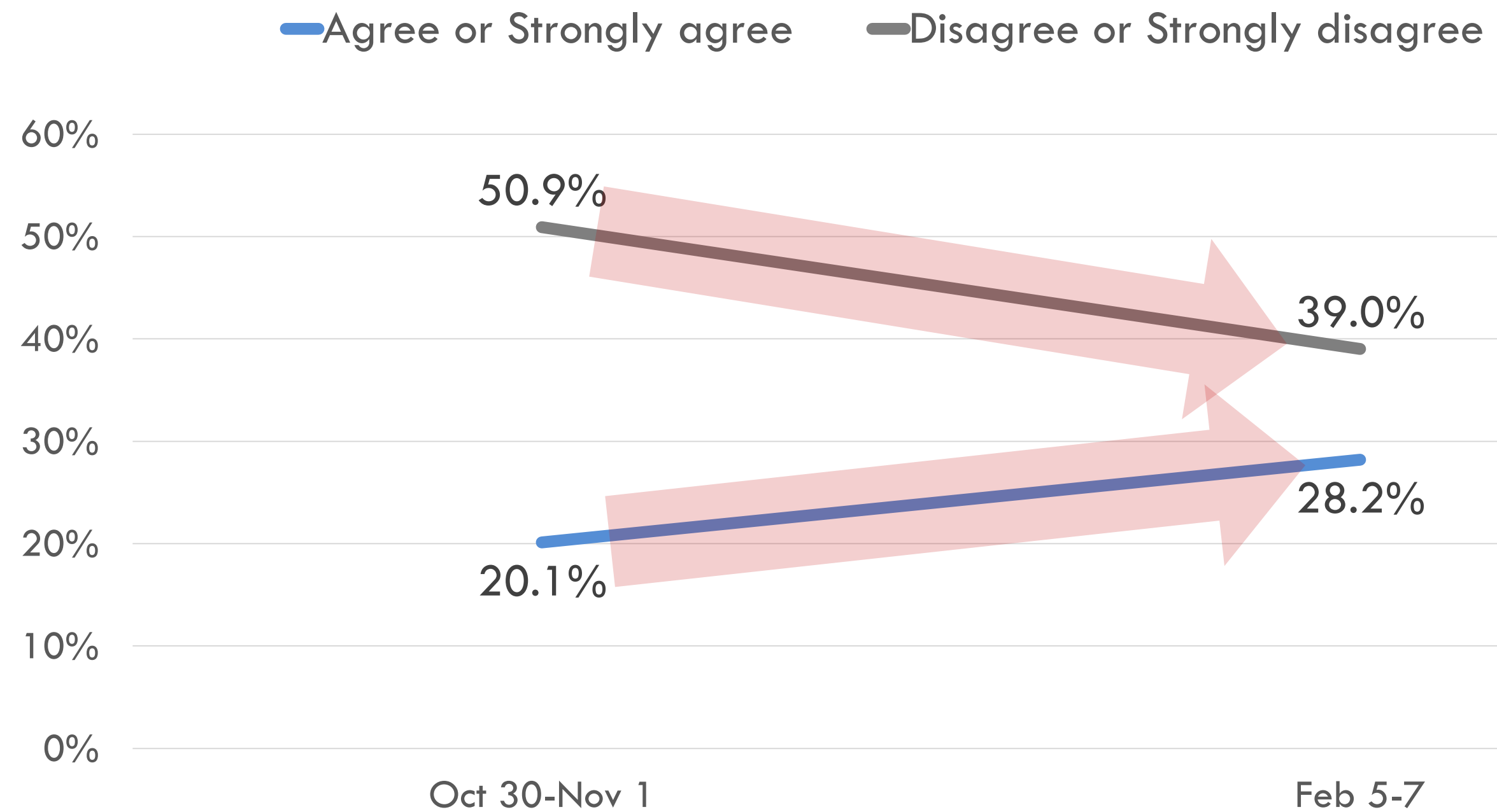
TRAVELING MORE LATELY

How much do you agree or disagree with the following statements?

Statement: It seems that people in my personal network are traveling more lately.



Historical data

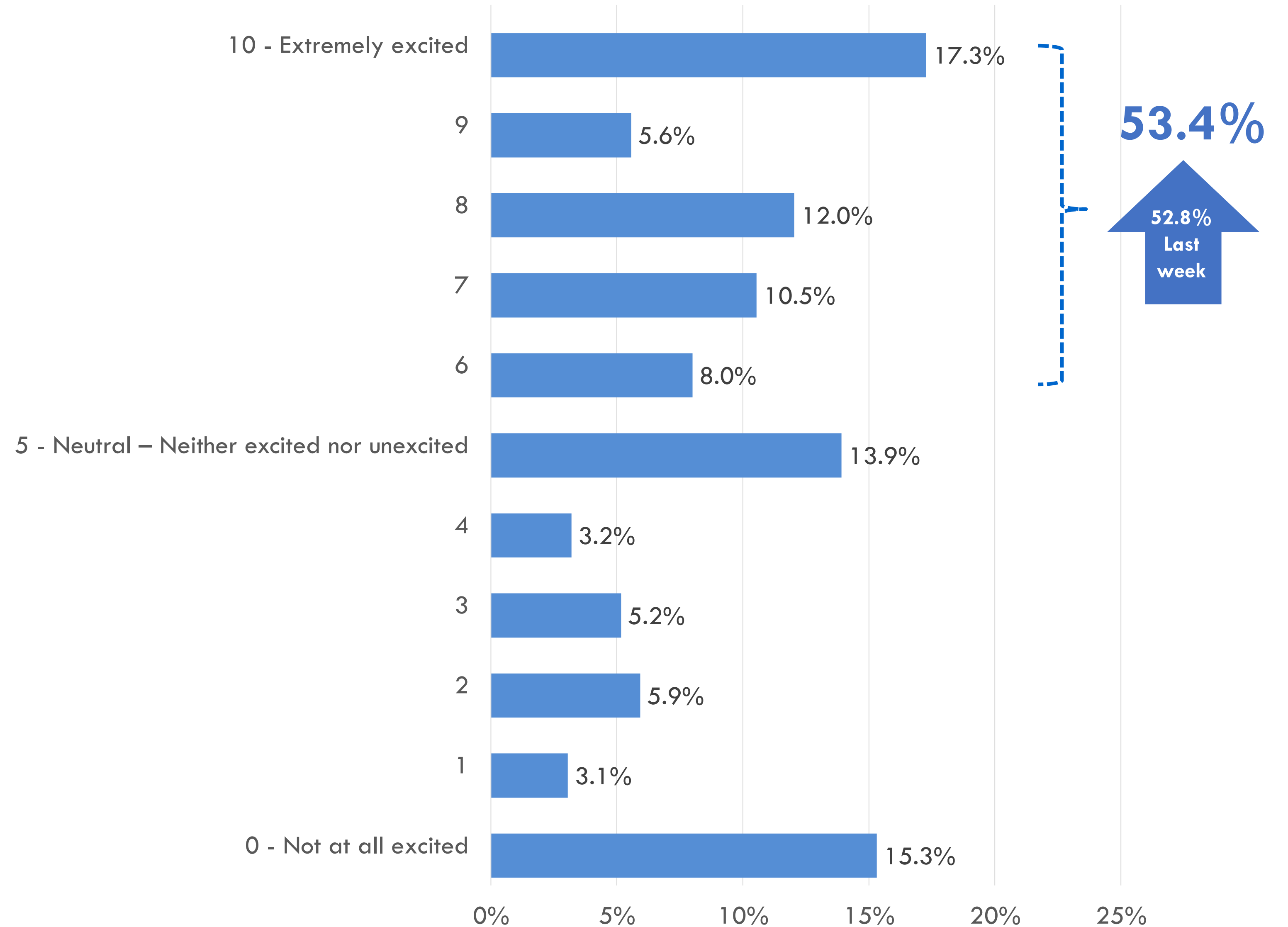


EXCITEMENT TO TRAVEL NOW

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)

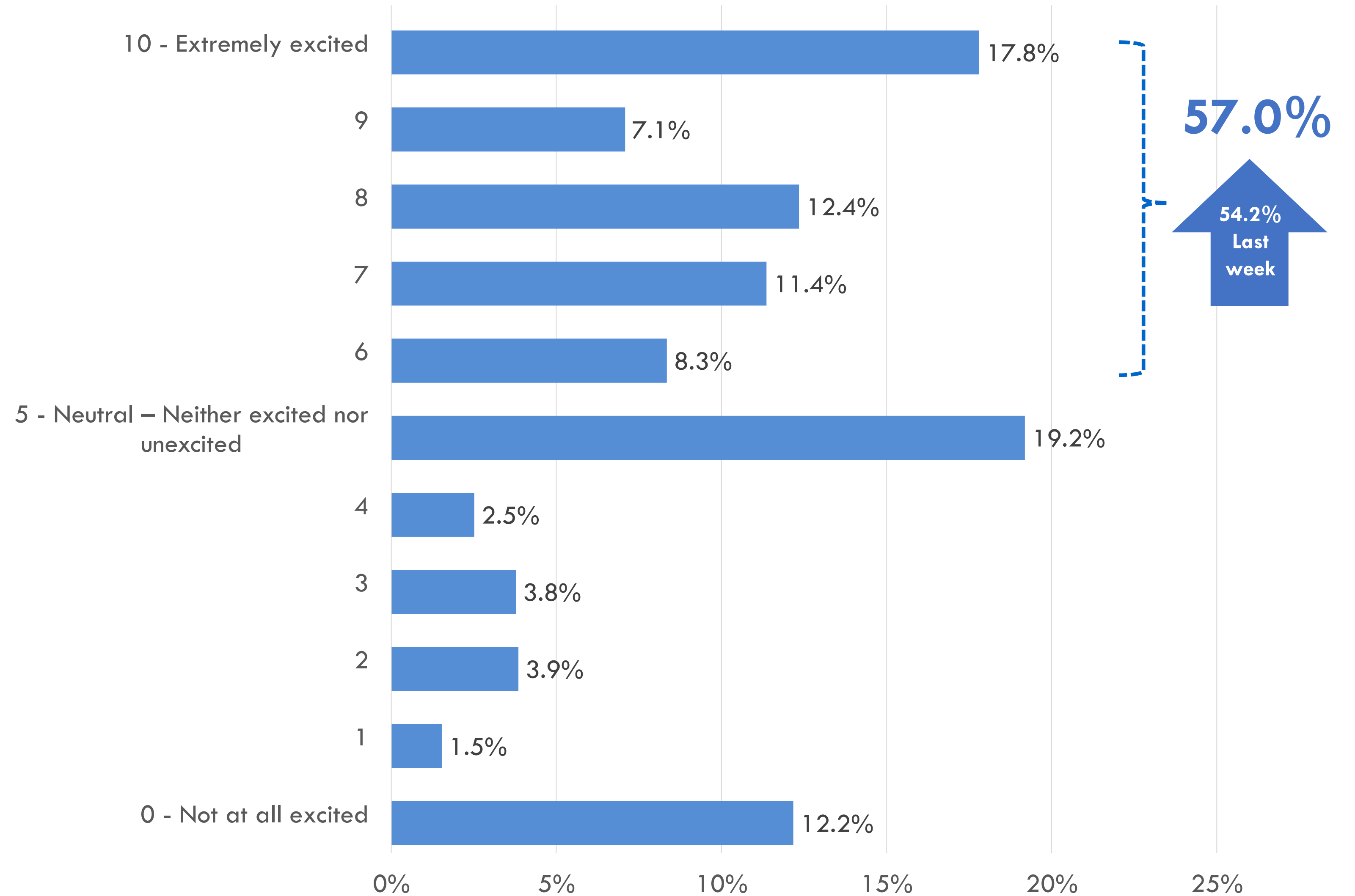
(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



OPENNESS TO TRAVEL INSPIRATION

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

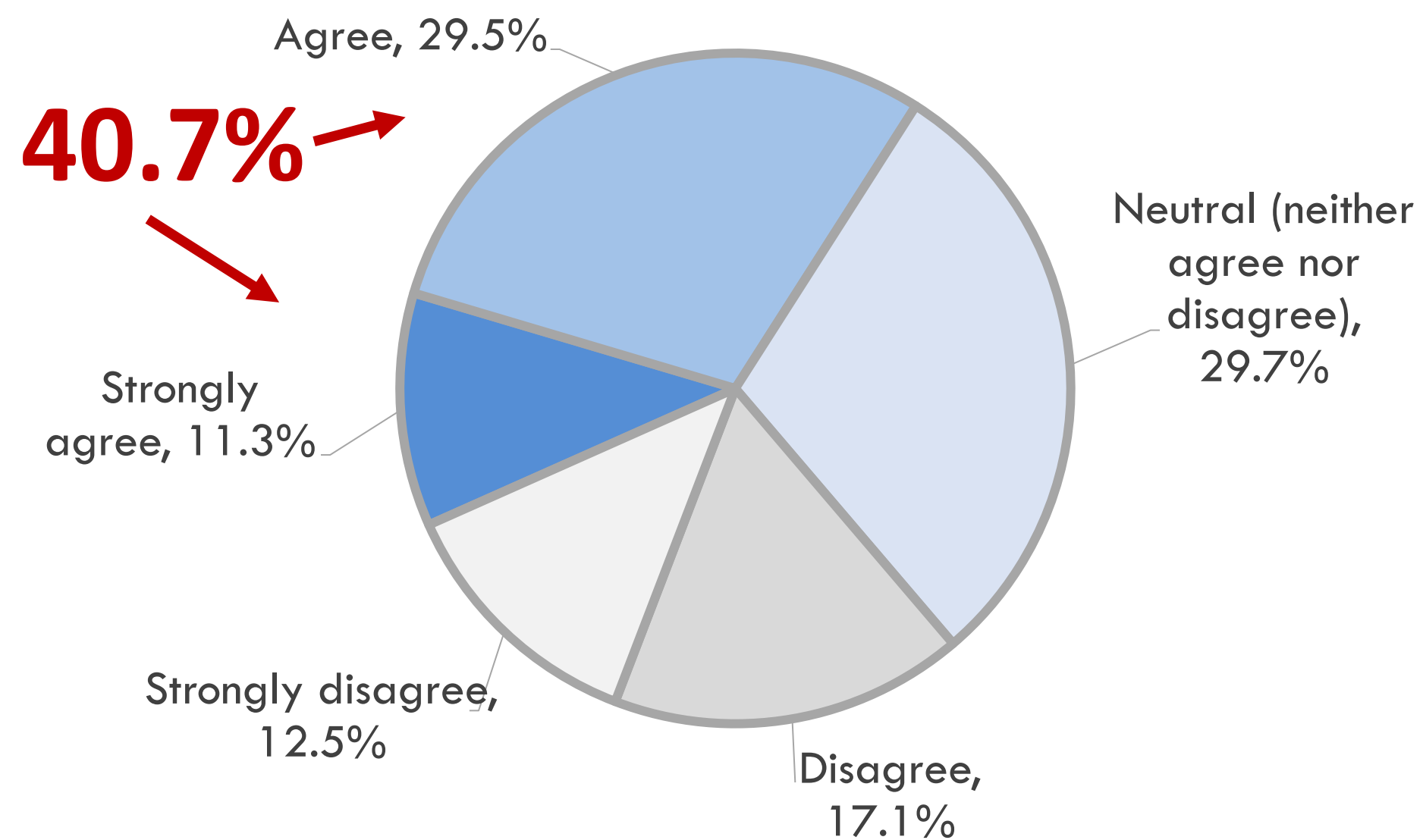
(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



DISCOUNTS AND PRICE CUTS

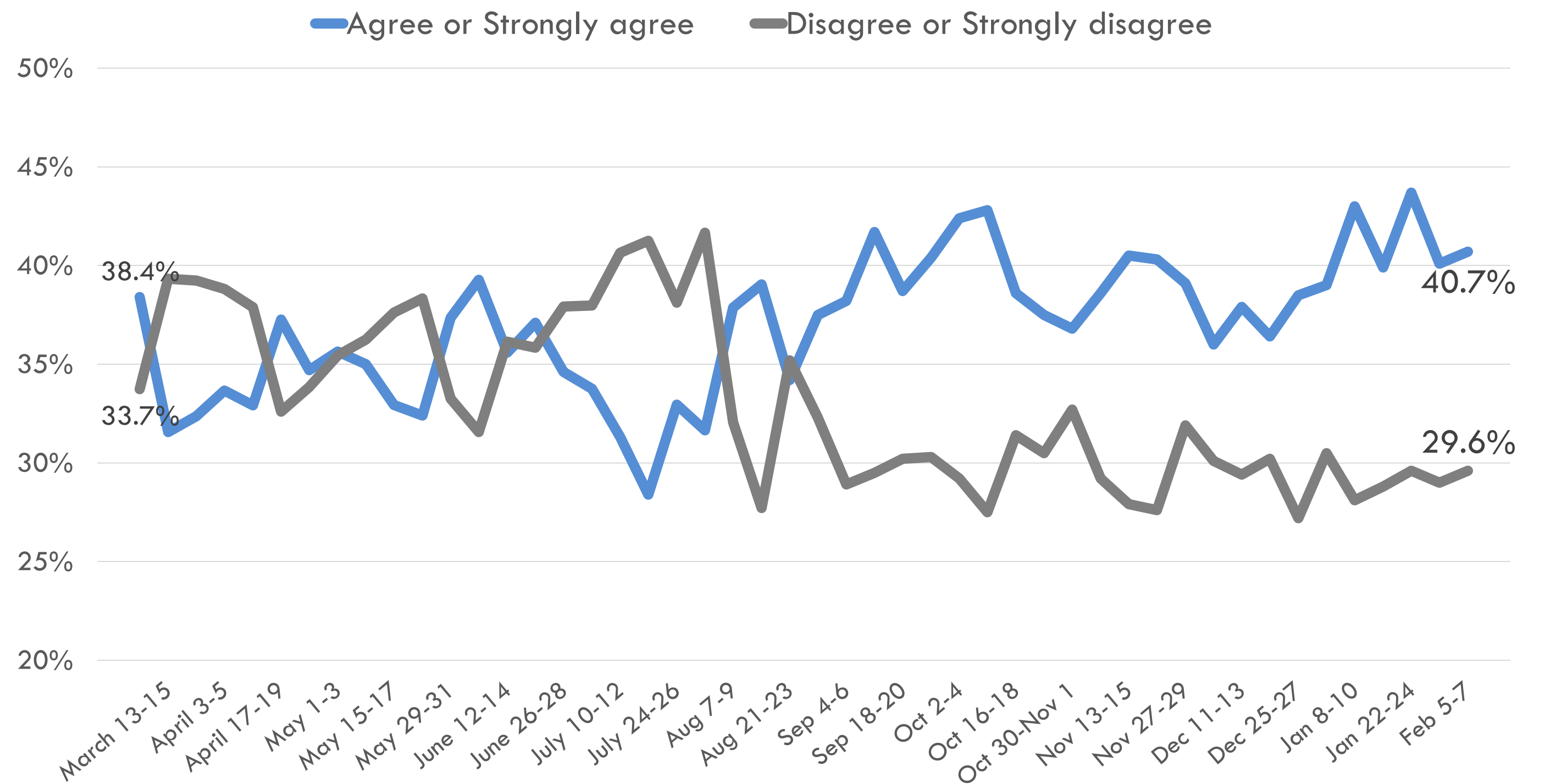
How much do you agree with the following statement?

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.

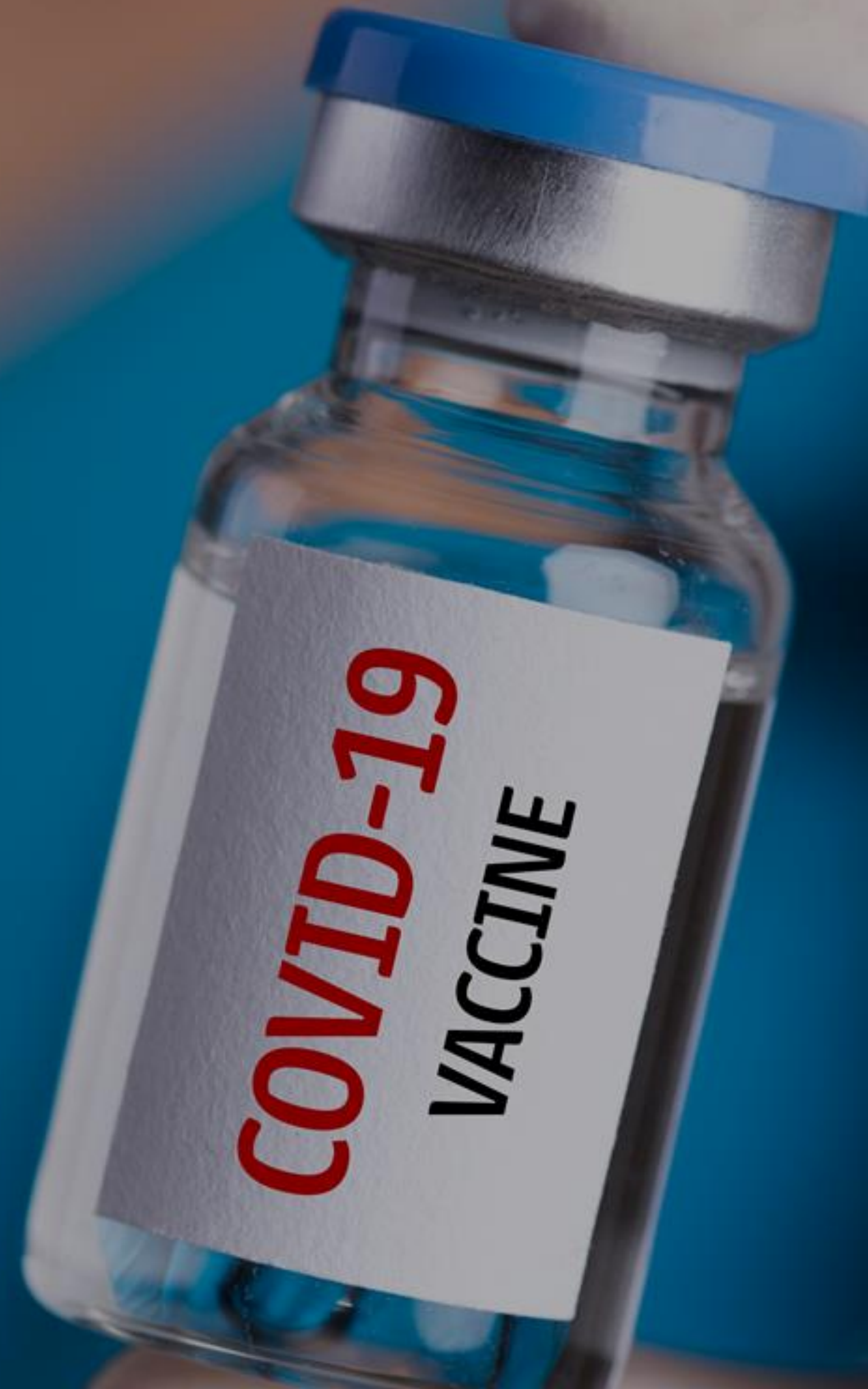


(Base: Waves 1-48. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209 and 1,209 completed surveys.)

Historical data



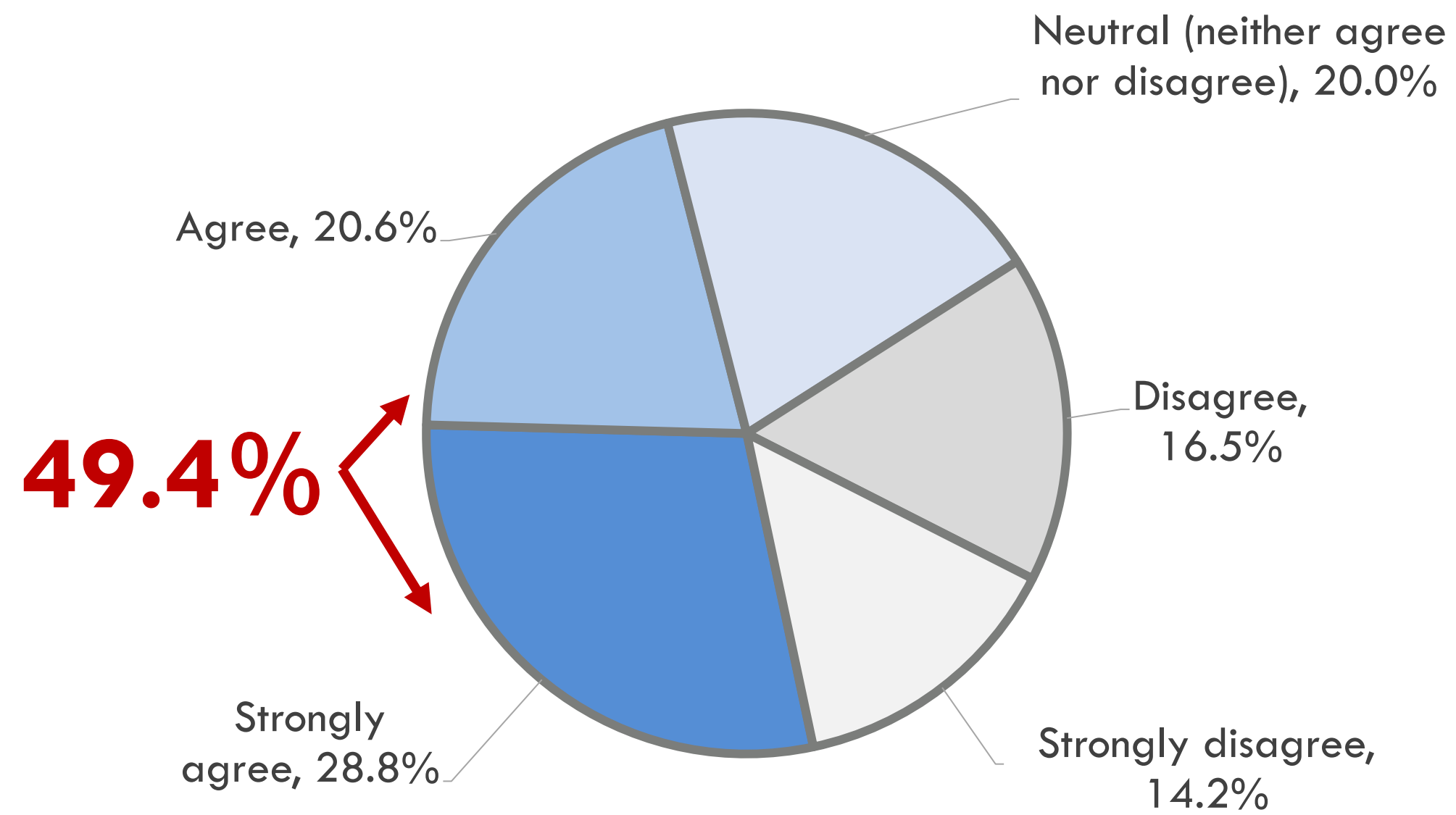
FEELINGS ABOUT A COVID-19 VACCINE



TRAVEL UNTIL GETTING THE VACCINE

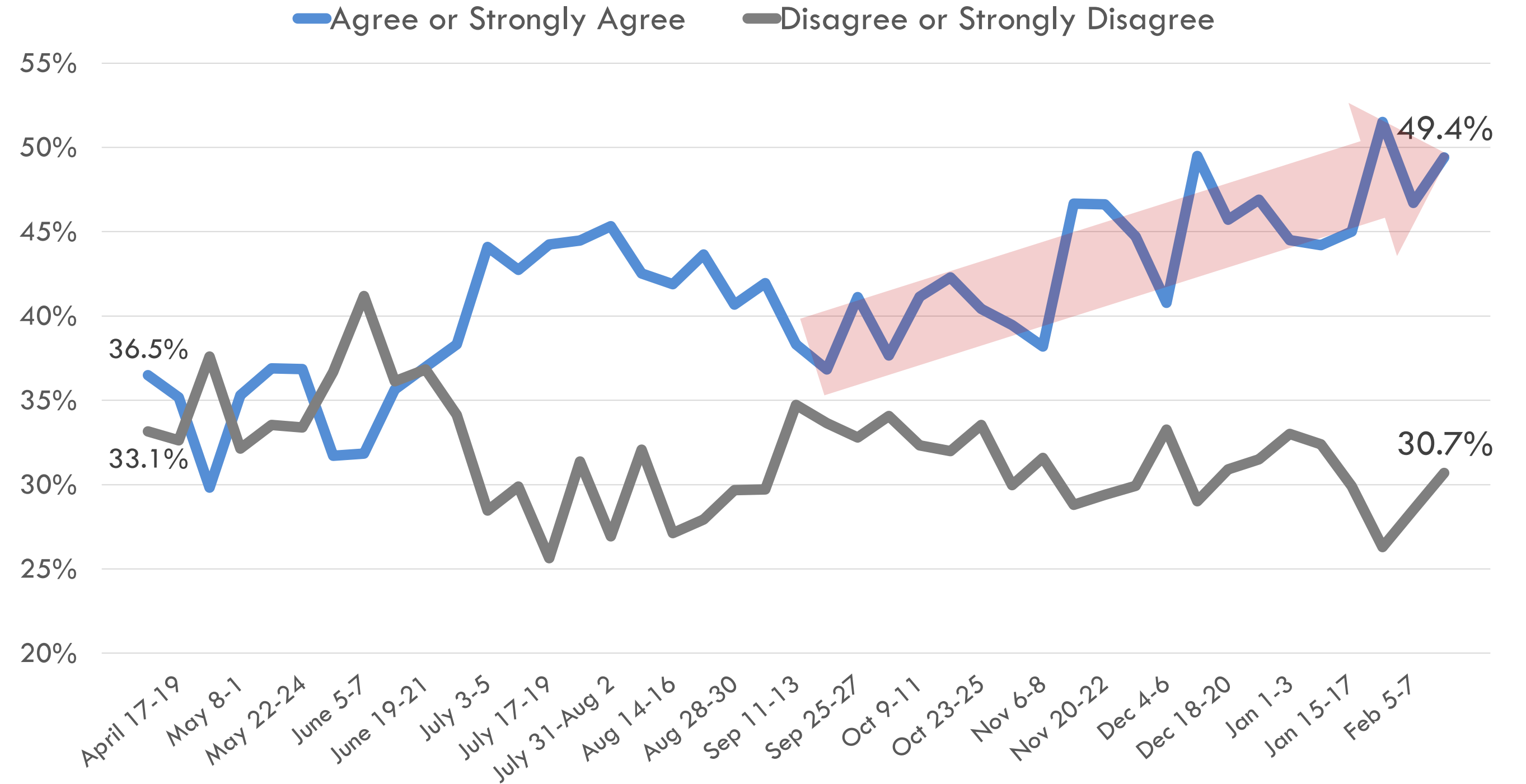
How much do you agree with the following statement?

Statement: I'm not traveling until I am able to get a vaccine.



(Base: Waves 6-48. All respondents, 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 and 1,209 completed surveys.)

Historical data

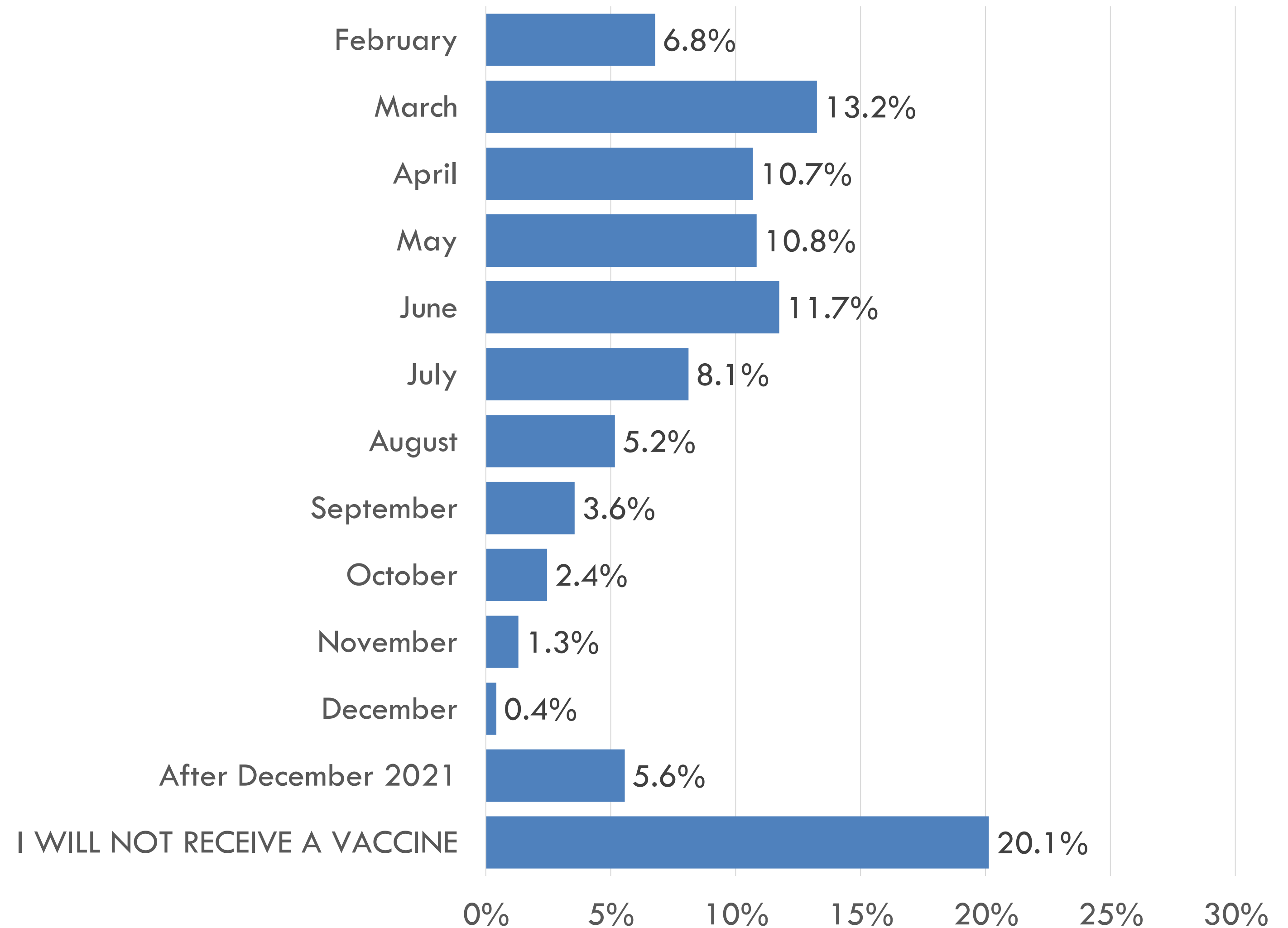


EXPECTED MONTH OF VACCINATION

Question: Given what you know now, in which month do you expect to receive a vaccine? (Select one)

(If you are uncertain, select the month you think it is **MOST LIKELY** you will get a vaccination)

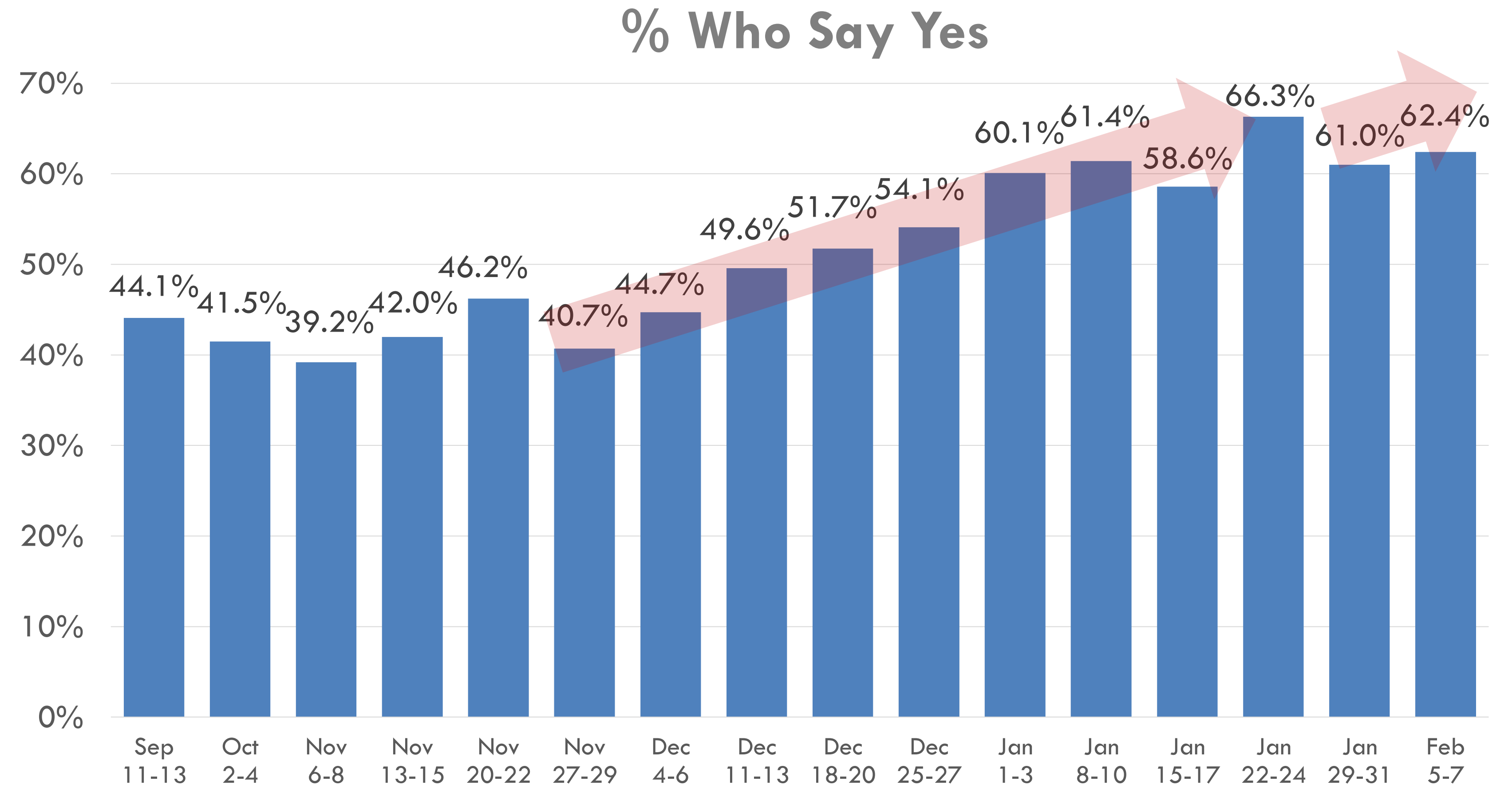
(Base: Wave 48 data. Respondents who have not yet been vaccinated, 1,018 completed surveys. Data collected February 5-7, 2021)



EXPECTATIONS TO TAKE A COVID-19 VACCINE

Question: Do you expect that you will take one of the recently developed COVID-19 vaccines?

(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)

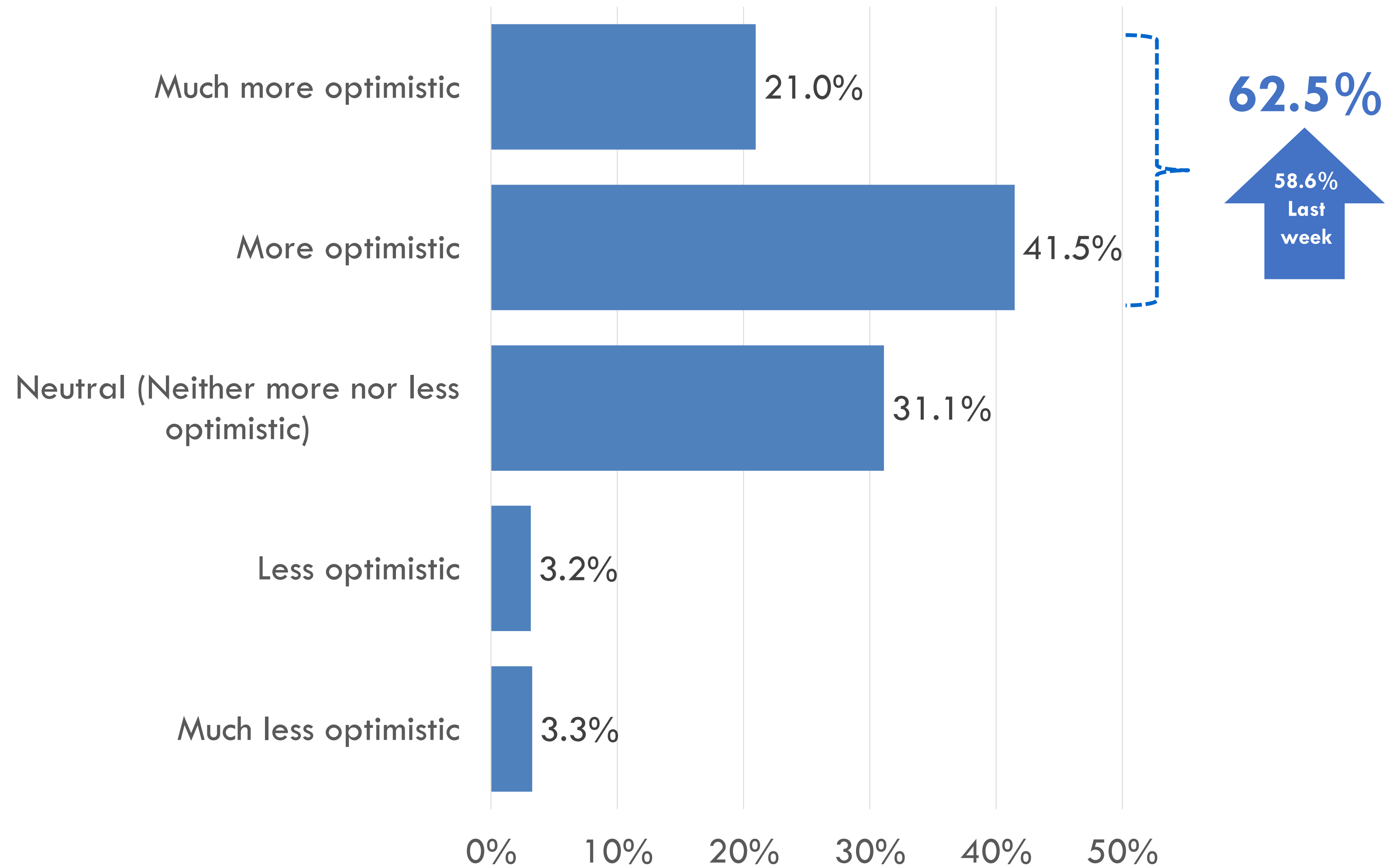


VACCINES AND OPTIMISM FOR A RETURN TO NORMAL

Question: Does recent news about vaccine developments affect your optimism about life returning to normal (or near normal) in the next SIX (6) MONTHS? (Select one to fill in the blank)

The vaccine news has made me _____ about life returning to normal (or near normal) in the next six months.

(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)

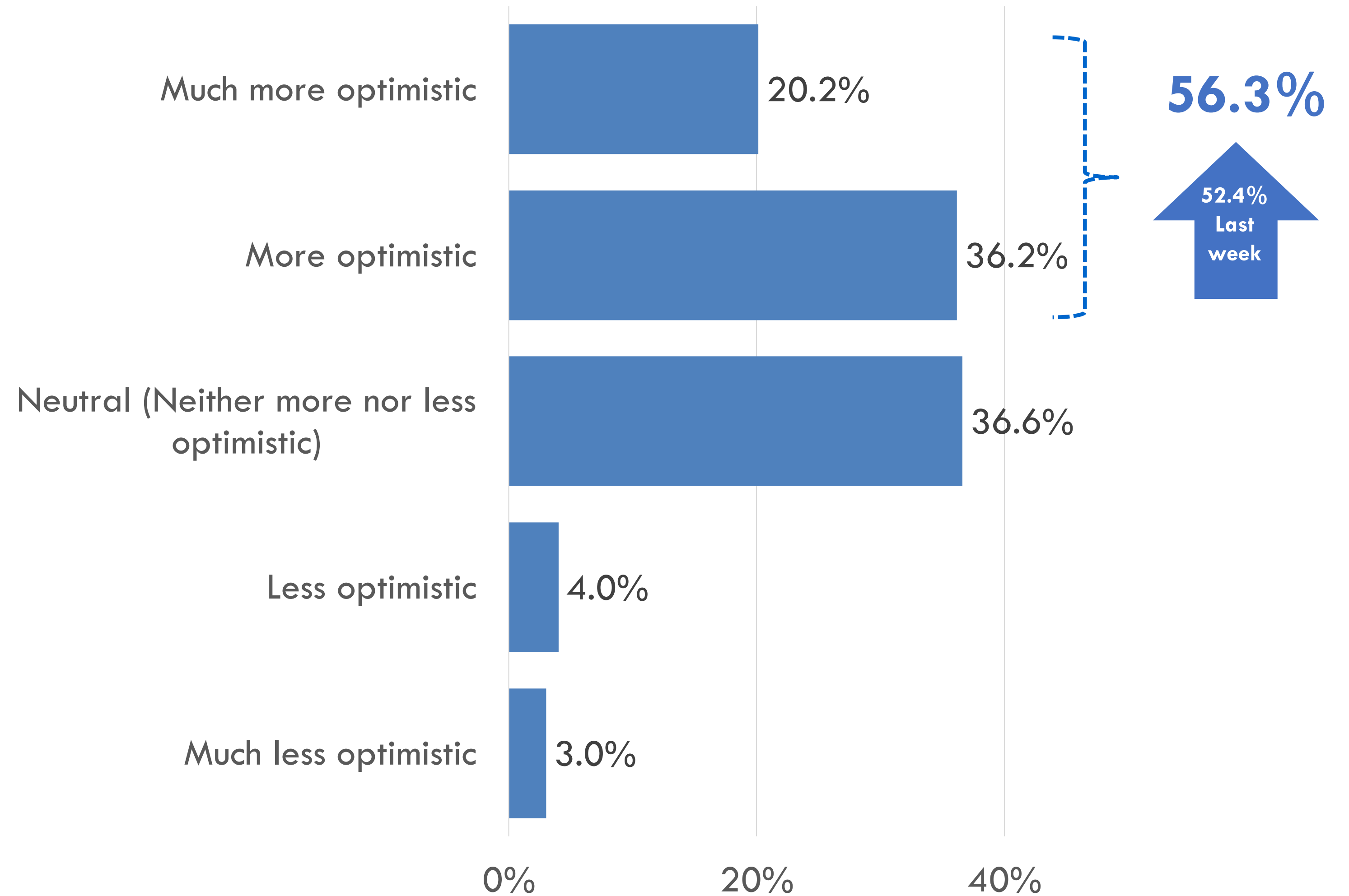


VACCINES AND OPTIMISM FOR SAFE TRAVEL

Question: Does recent news about vaccine developments affect your optimism about being able to travel safely in the next SIX (6) MONTHS? (Select one to fill in the blank)

The vaccine news has made me _____ about **BEING ABLE TO TRAVEL SAFELY** in the next six months.

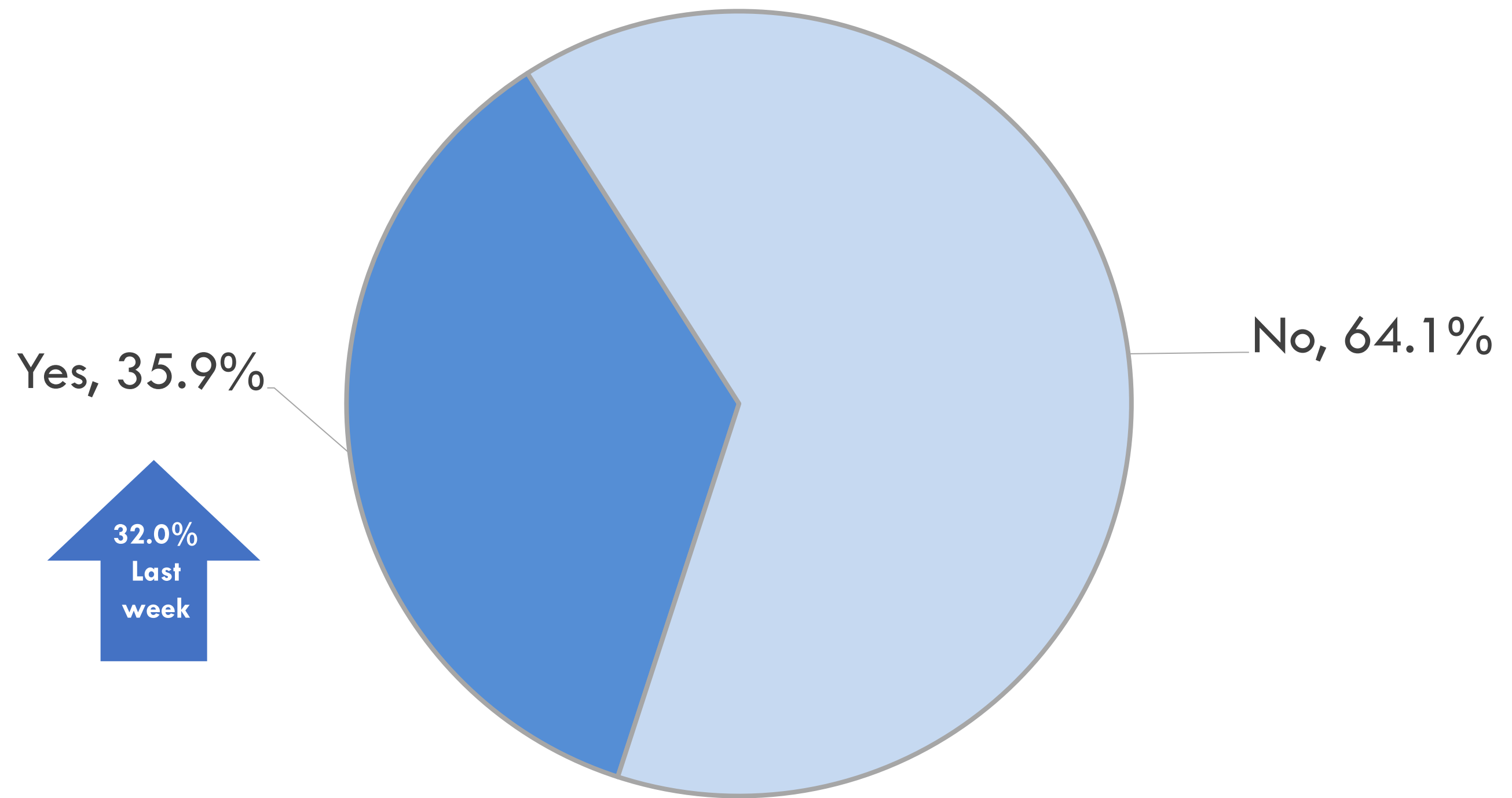
(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



TRAVEL PLANS DUE TO COVID-19 VACCINES

Question: Have you begun planning (or booking) any future travel in anticipation of the COVID-19 vaccine being widely available? (Select one)

(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



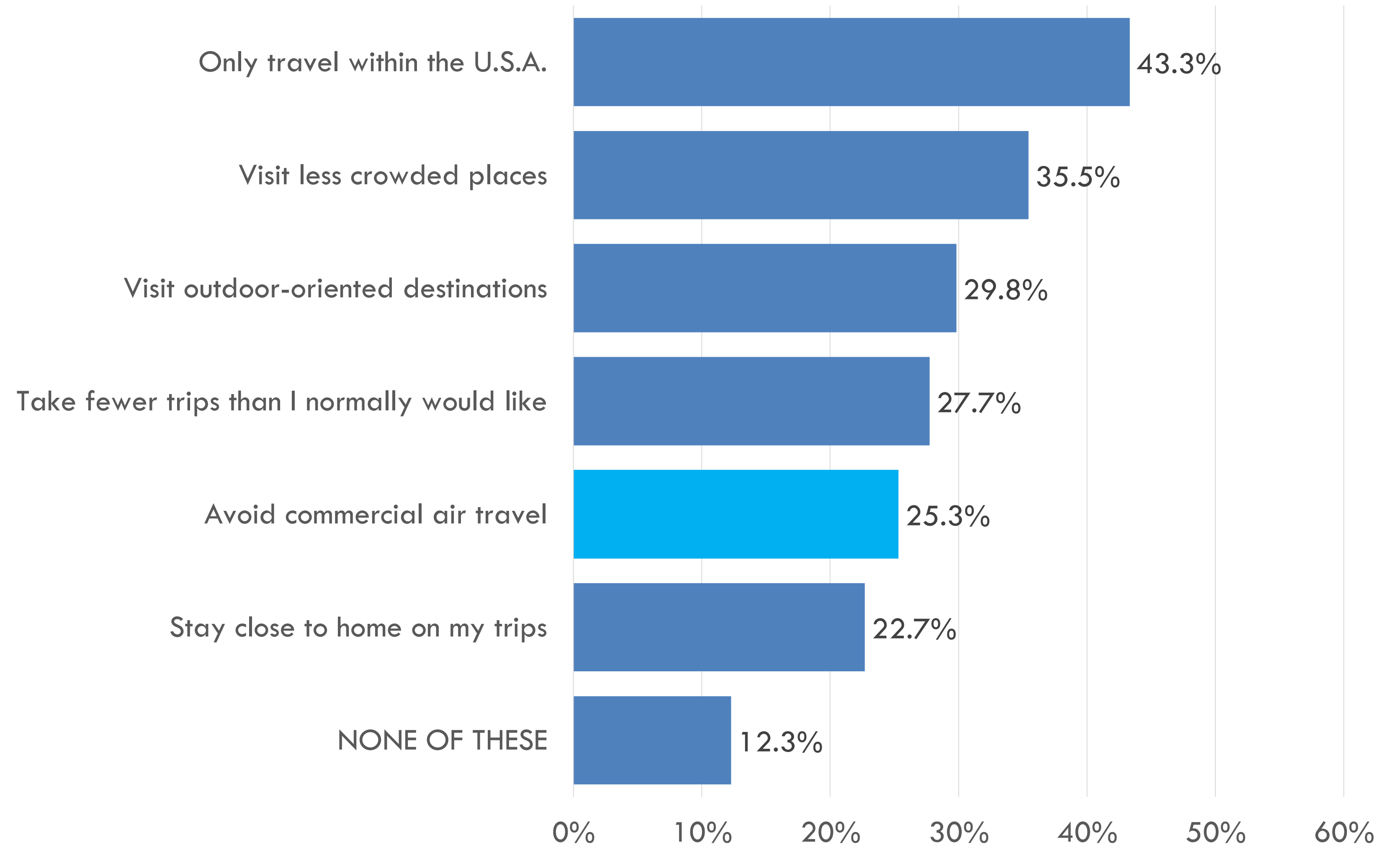


FUTURE TRAVEL

EXPECTATIONS FOR ADAPTING TO THE PANDEMIC (NEXT 3 MONTHS)

Question: In the **NEXT THREE MONTHS**, which of these actions do you expect to take as a result of the ongoing **COVID-19** pandemic? (Select all that apply)

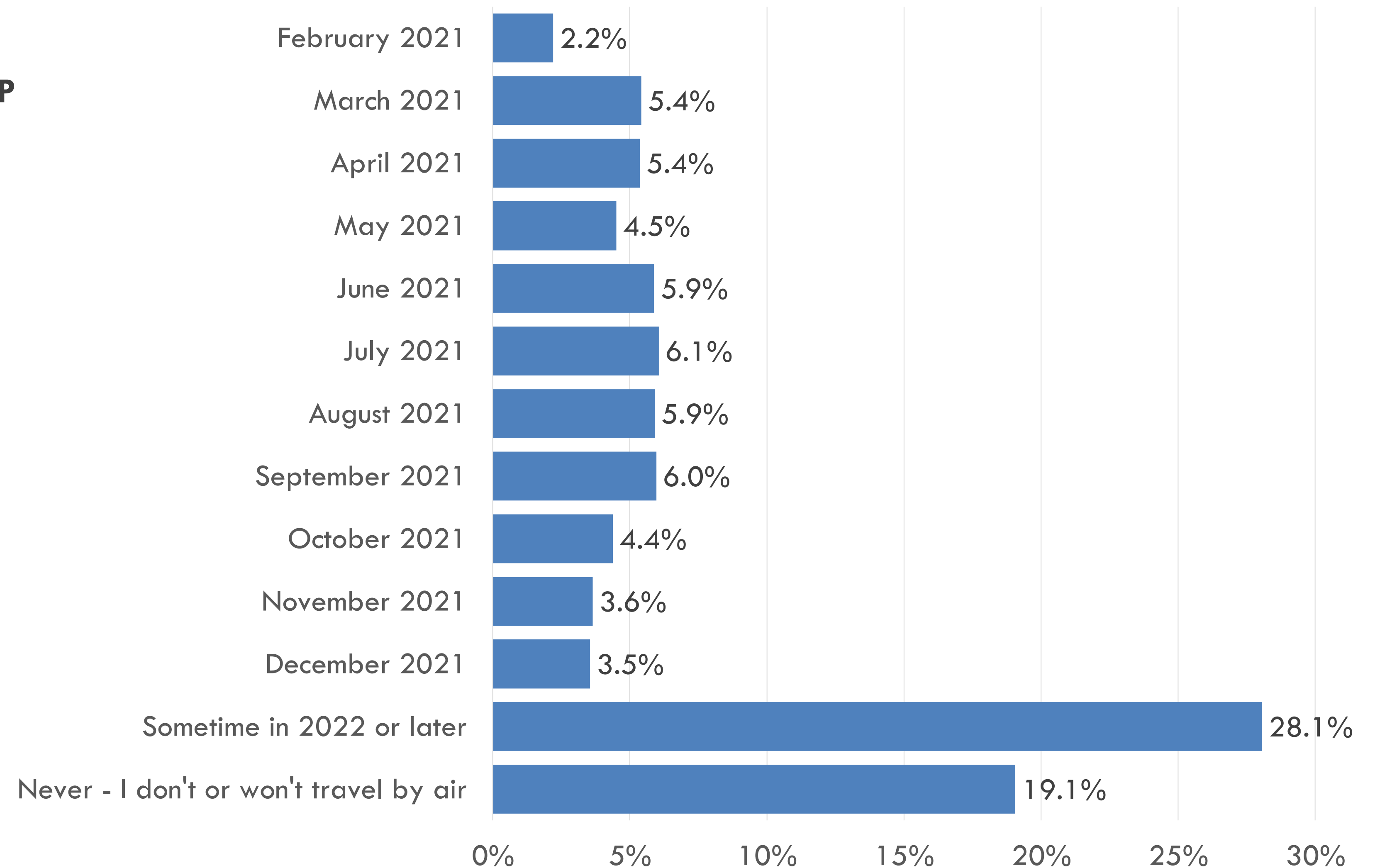
(Base: Waves 48 data. Respondents expecting to travel in the next three months, 602 completed surveys. Data collected February 5-7, 2021)



MONTH OF NEXT COMMERCIAL AIRLINE FLIGHT

Question: In what month do you expect you will take your NEXT TRIP ON A COMMERCIAL AIRLINE?

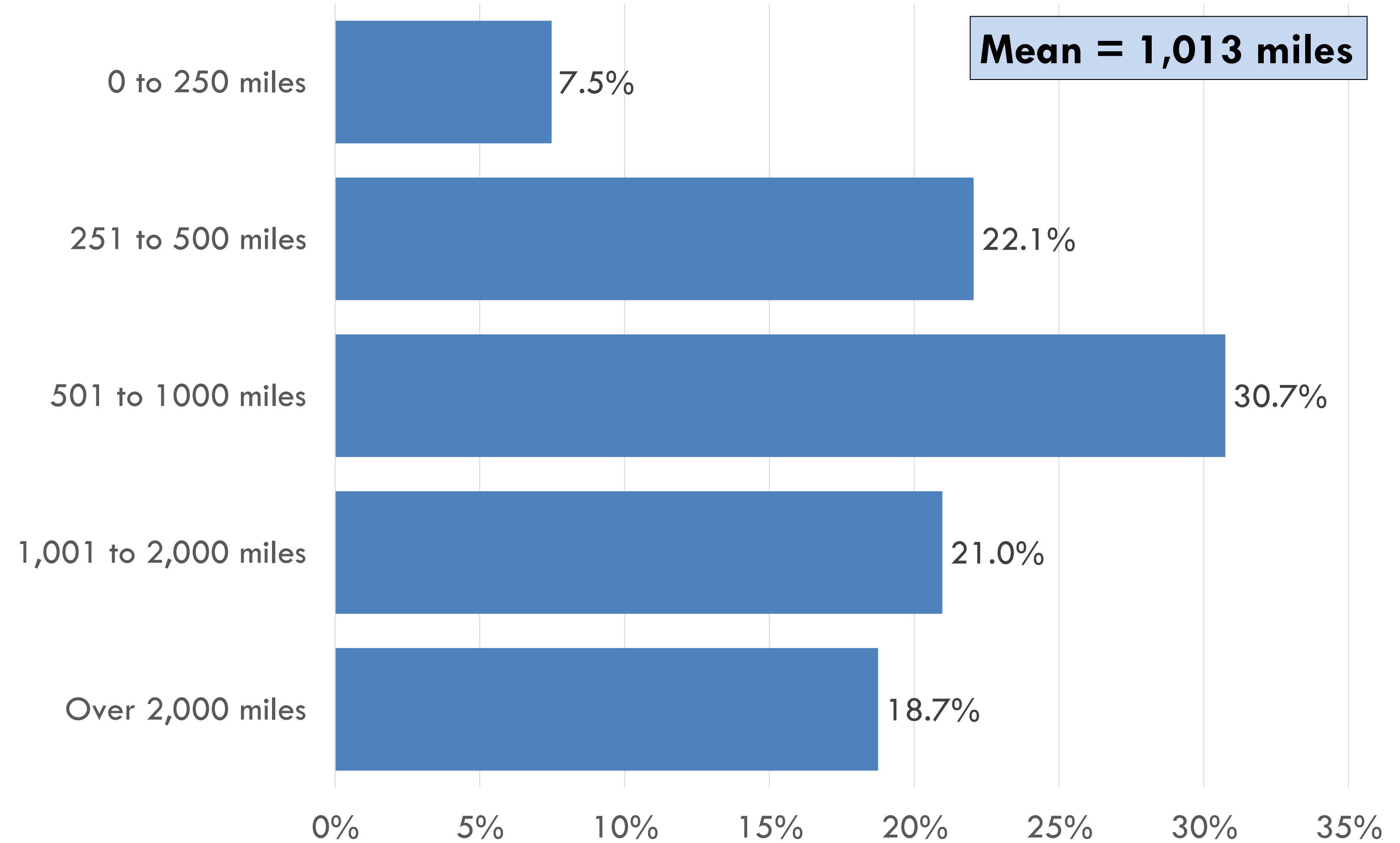
(Base: Waves 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



NEXT COMMERCIAL AIRLINE TRIP: DISTANCE FROM HOME

Question: On your next TRIP ON A COMMERCIAL AIRLINE, how far away from home will you be likely to travel?

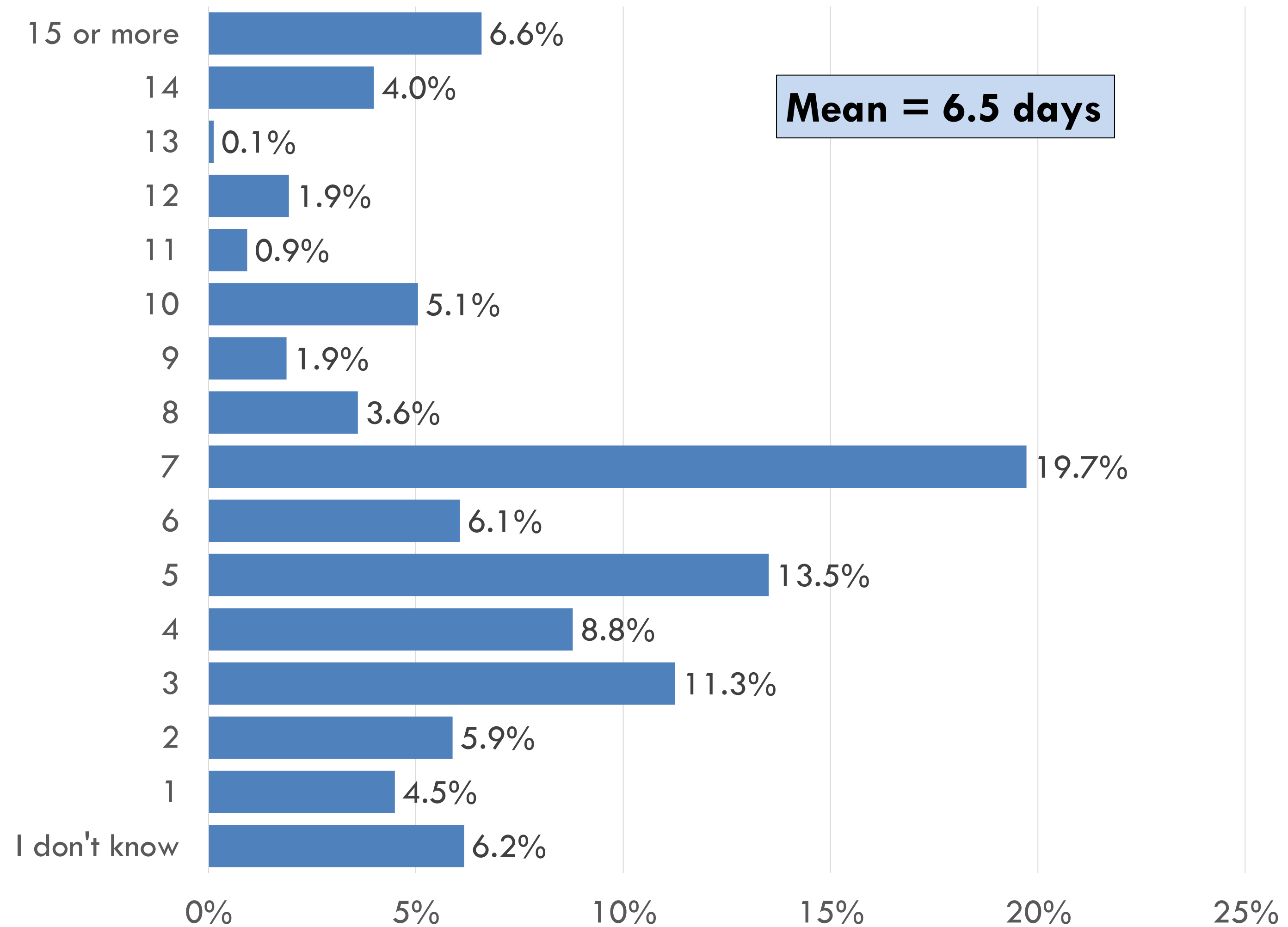
(Base: Waves 48 data. All respondents taking commercial airline trips, 973 completed surveys. Data collected February 5-7, 2021)



NEXT COMMERCIAL AIRLINE TRIP: LENGTH OF TRIP

Question: On your next TRIP ON A COMMERCIAL AIRLINE, how many days away from home do you expect to spend? (Select one)

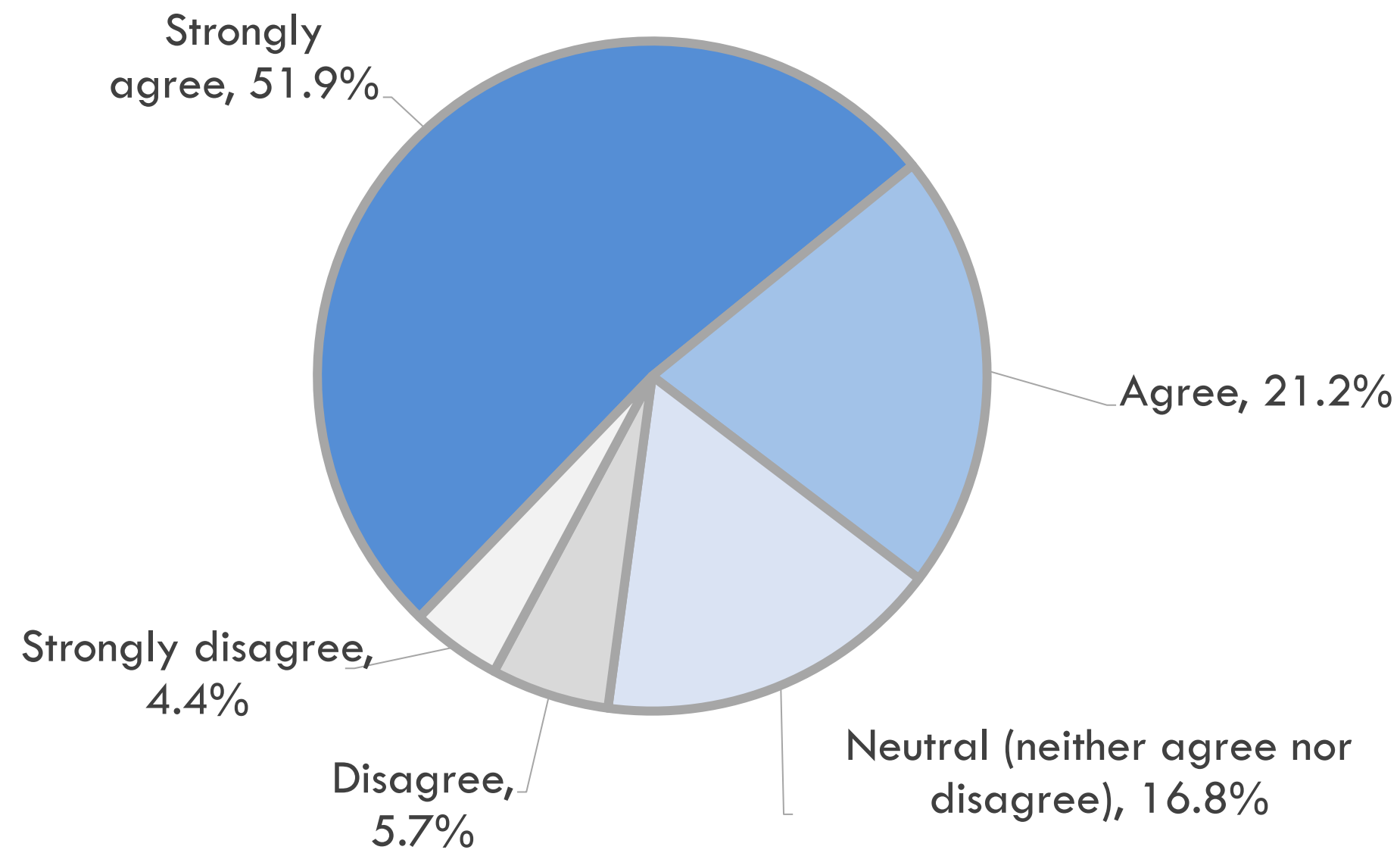
(Base: Waves 48 data. All respondents taking a commercial airline trip, 913 completed surveys. Data collected February 5-7, 2021)



AVOIDING INTERNATIONAL TRAVEL

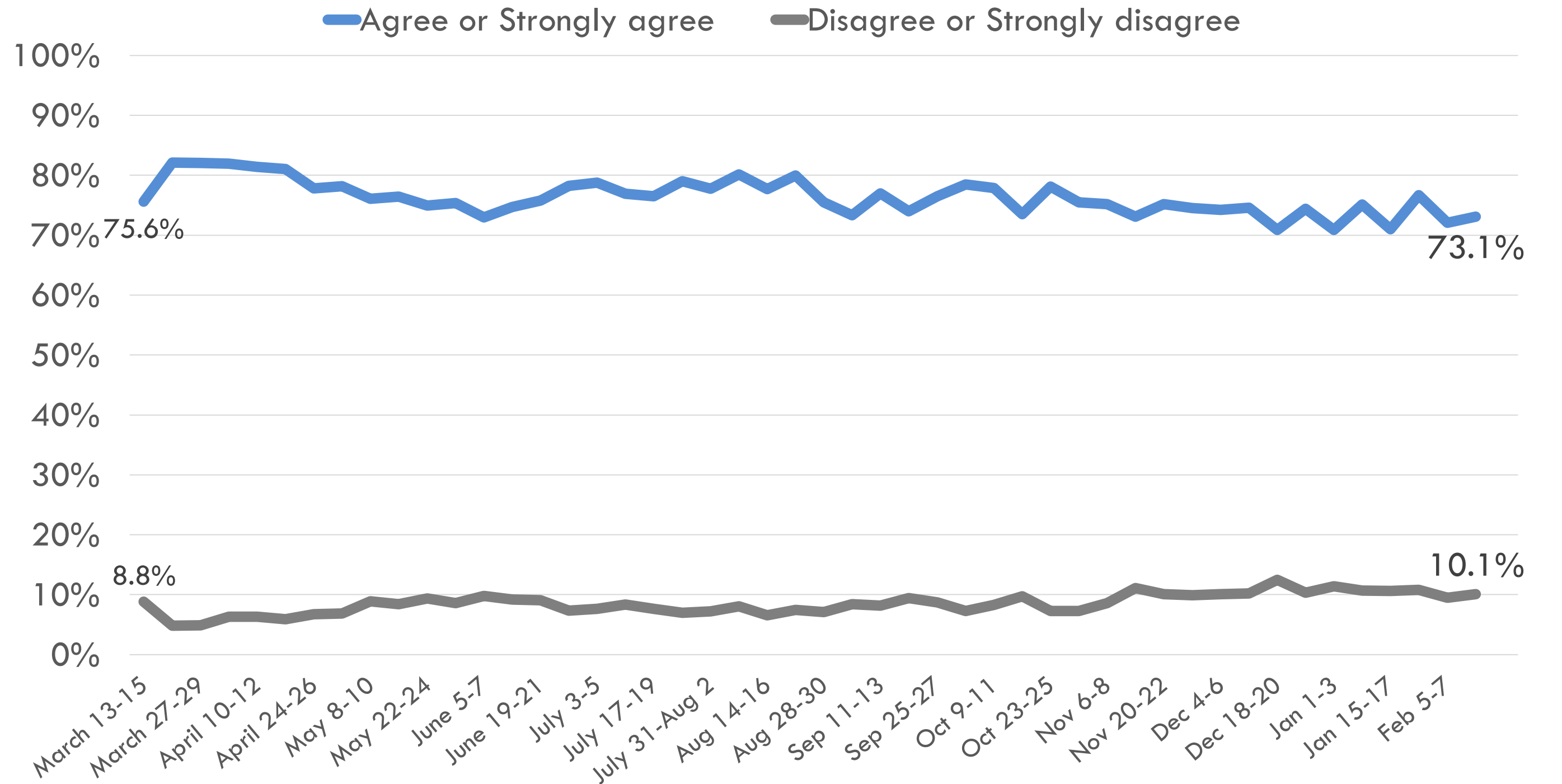
How much do you agree with the following statement?

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



(Base: Waves 1-48. 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 and 1,209 completed surveys.)

Historical data

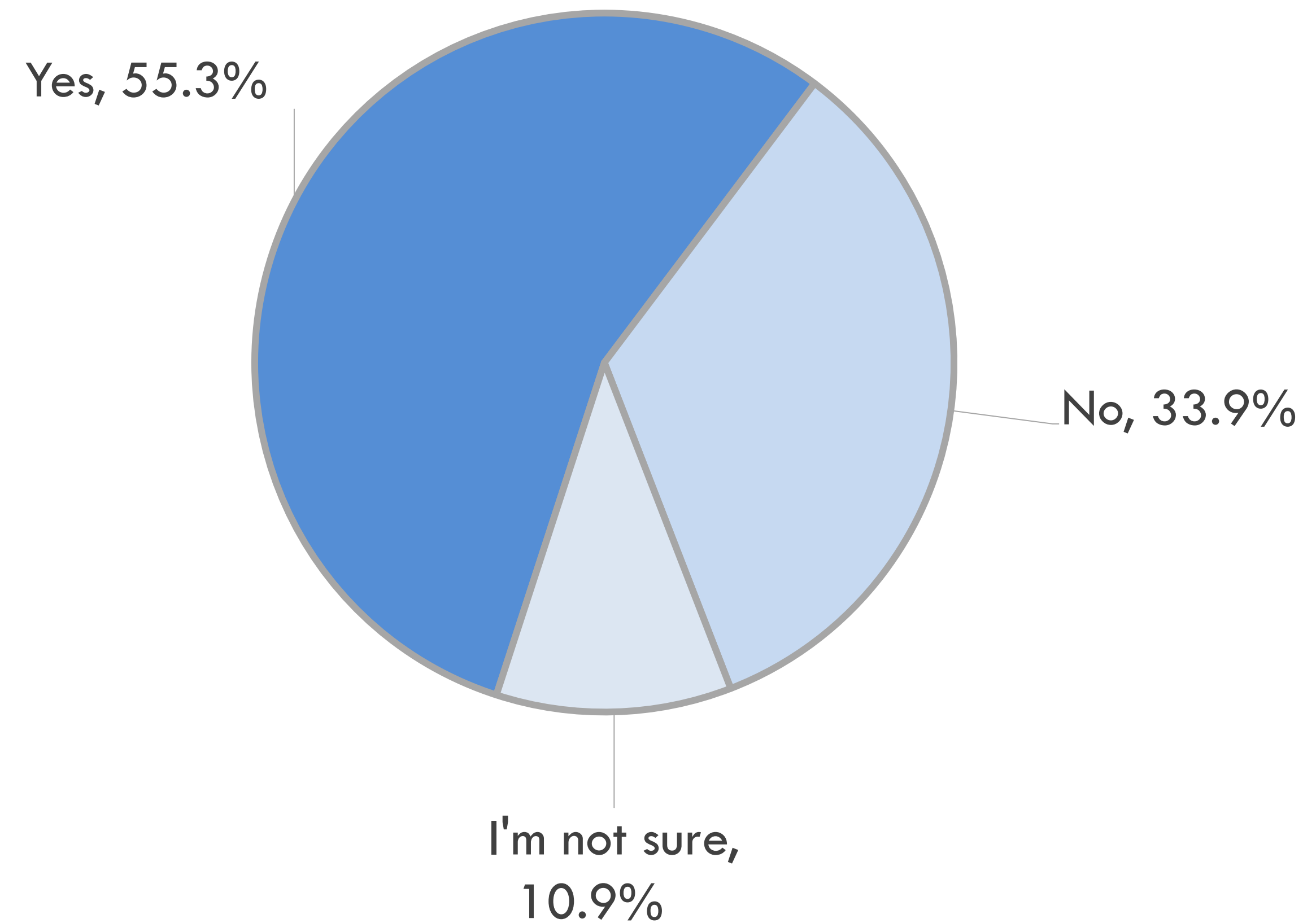


AWARENESS OF TESTING REQUIREMENTS TO FLY TO THE USA

As of January 26th, all travelers flying to the United States — U.S. citizens included — need to provide proof of a negative coronavirus test taken at most 72 hours before boarding. Travelers flying to U.S. territories like Puerto Rico and the U.S. Virgin Islands, and those arriving via a land border like Mexico or Canada, are exempt.

Question: Prior to taking this survey, were you aware of this requirement to board a flight to the United States?

(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)

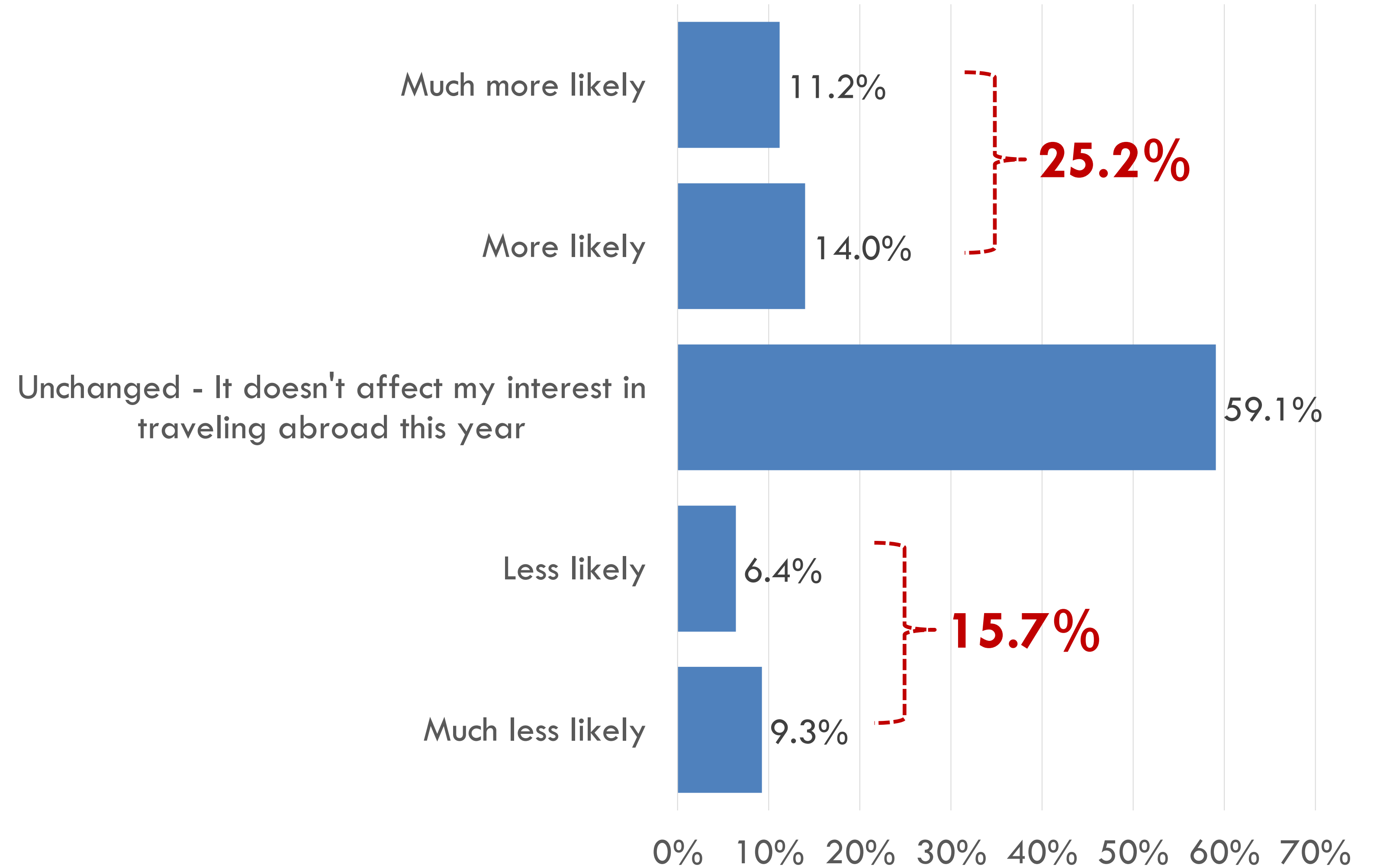


IMPACT OF TESTING REQUIREMENTS TO FLY TO THE UNITED STATES

Question: Does this requirement affect your interest in traveling abroad in the remainder of this year? (Select the one that best describes you)

This requirement makes me _____ to travel abroad this year.

(Base: Wave 48 data. All respondents, 1,209 completed surveys. Data collected February 5-7, 2021)



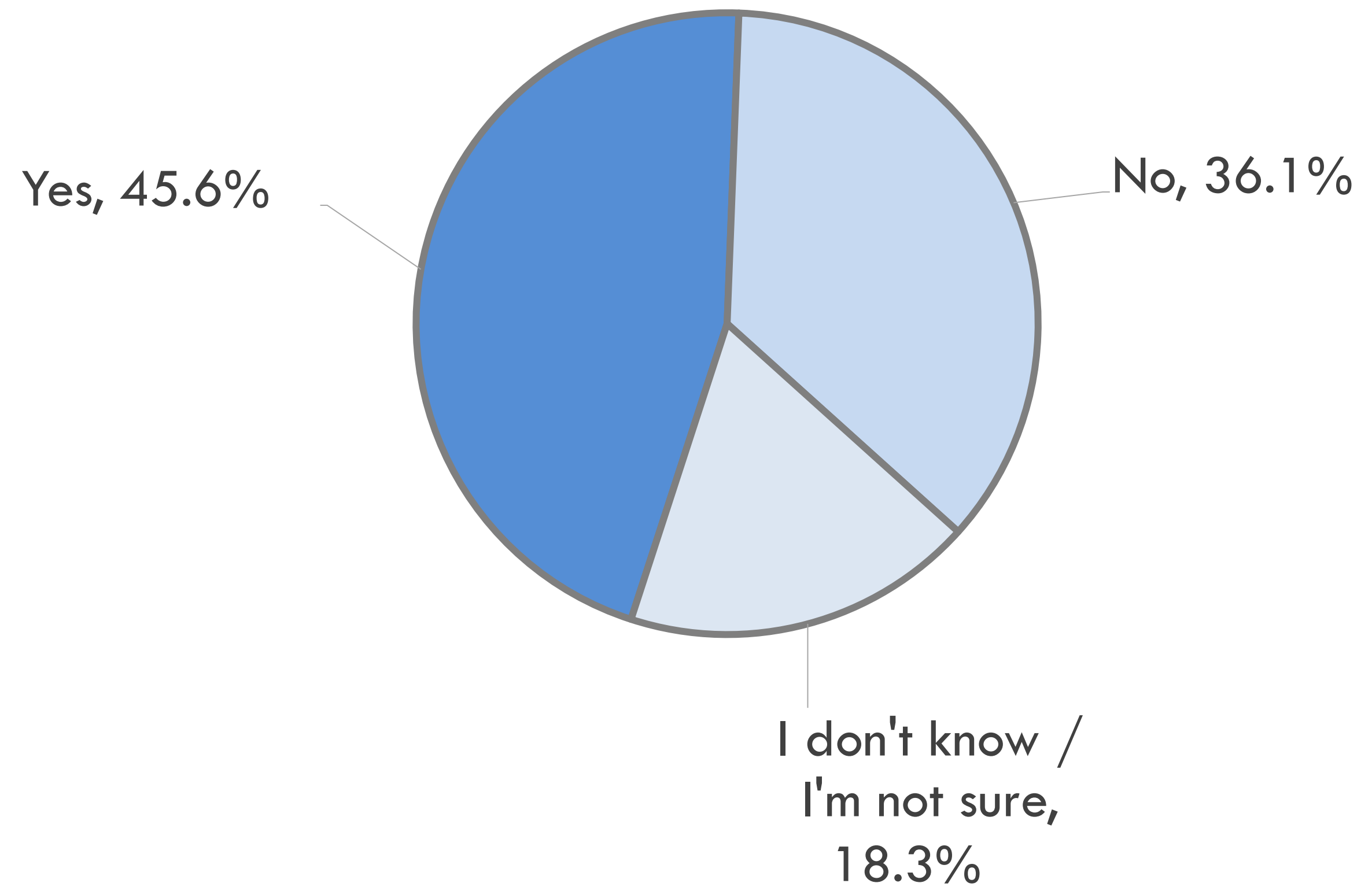
A person in a grey suit is walking on a crosswalk, pulling a black rolling suitcase. The person is wearing brown leather shoes. The background is a blurred outdoor setting with a metal railing and greenery. The text "BUSINESS & CONVENTION TRAVEL" is overlaid in white, bold, uppercase letters across the center of the image.

BUSINESS & CONVENTION TRAVEL

EXPECTATIONS FOR COVID-19 TO CHANGE BUSINESS TRAVEL

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

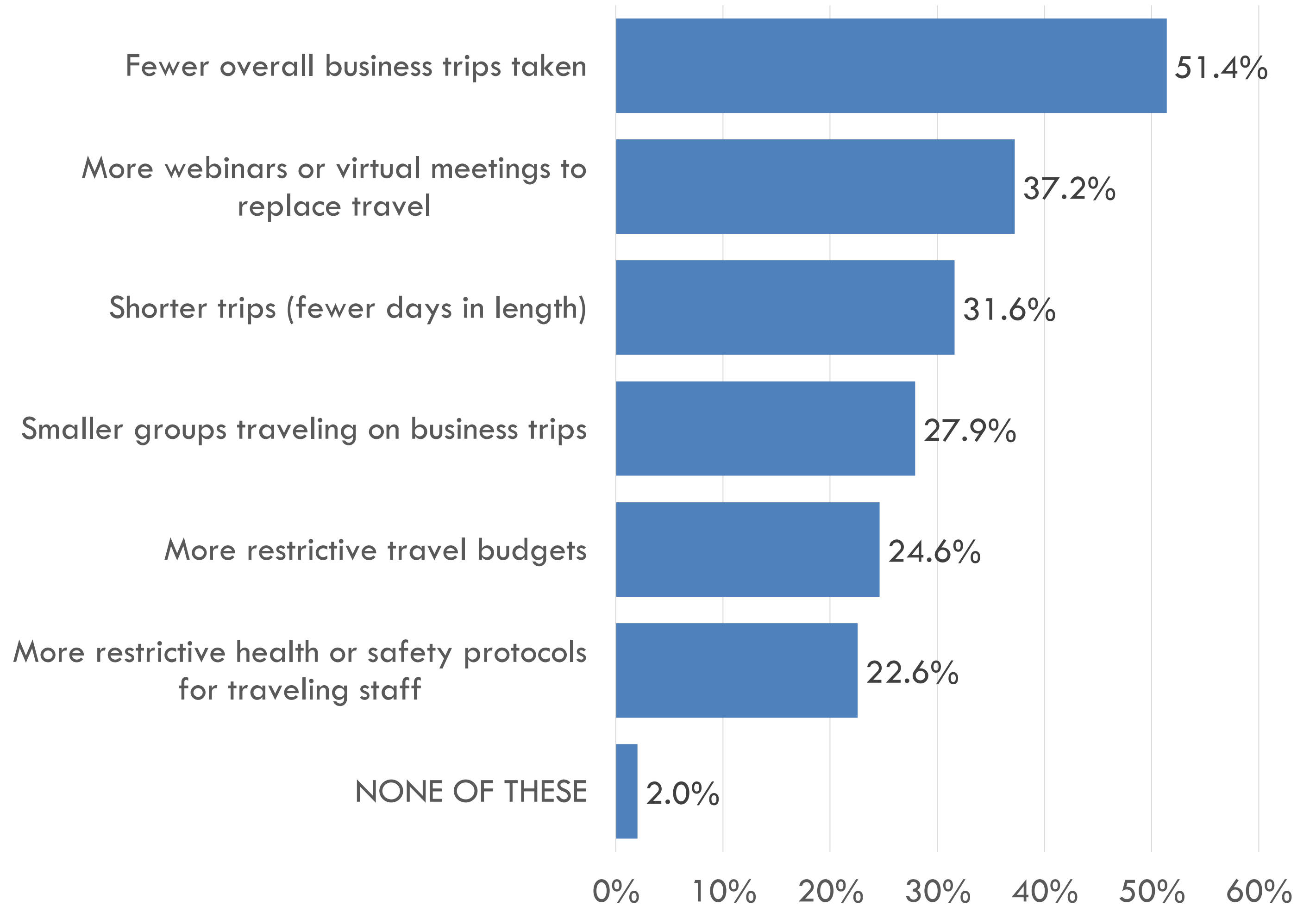
(Base: Wave 39 data. Respondents traveling for business in the past 2 years, 360 completed surveys. Data collected December 4-6, 2020)



EXPECTATIONS ON HOW COVID WILL CHANGE BUSINESS TRAVEL

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

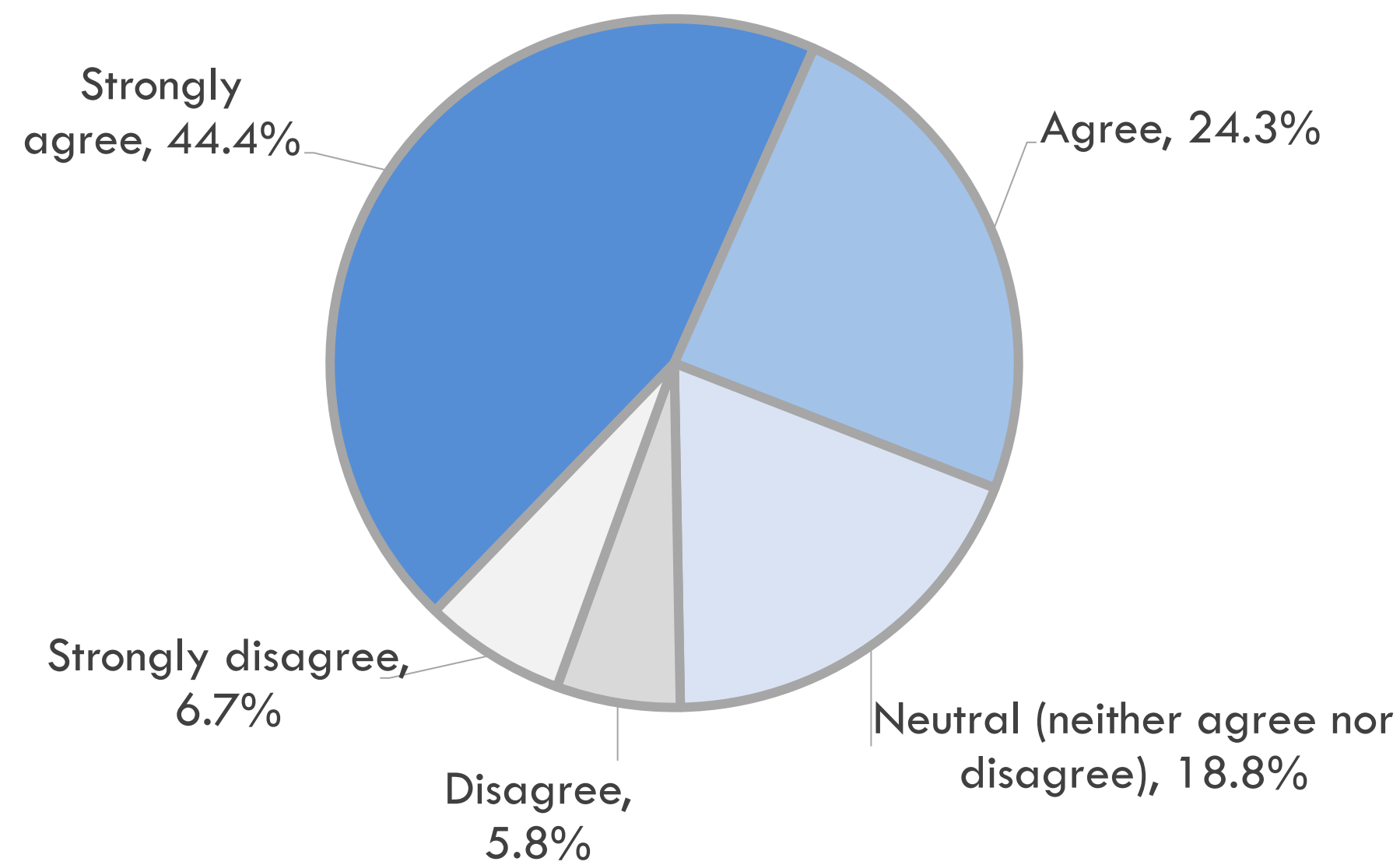
(Base: Wave 39 data. Respondents who think COVID-19 crisis will change the way their employer does business travel, 166 completed surveys. Data collected December 4-6, 2020)



AVOIDING CONVENTIONS & CONFERENCES

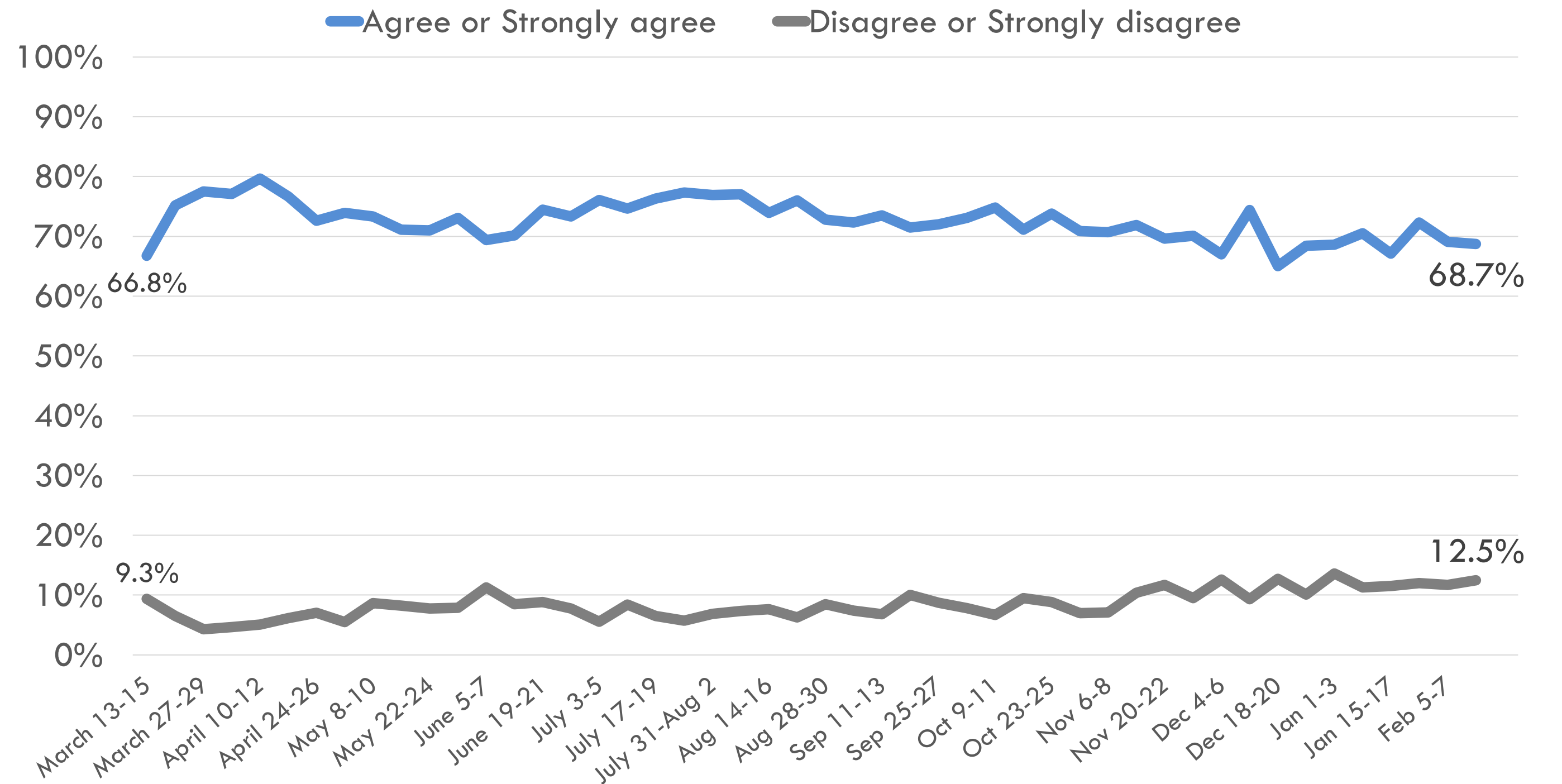
How much do you agree with the following statement?

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



(Base: Waves 1-48. 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, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209 and 1,209 completed surveys.)

Historical data



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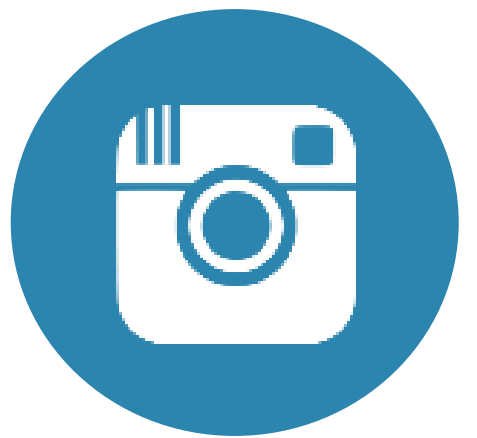
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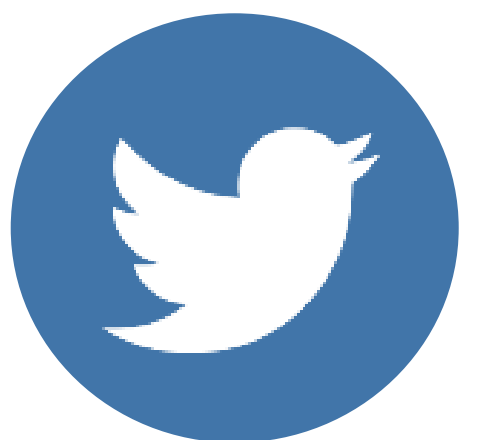
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