THE STATE OF THE AMERICAN TRAVELER
DESTINATIONS EDITION
Spotlight Segment: COVID-19 Traveler Sentiment Study

MARCH 12, 2020
Change
Uncertainty
Doubt
With You

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Thanks to:

SOUTHEAST TOURISM SOCIETY

DMAwest
destination marketing association of the west

destination marketing association of the west
education & research foundation
Research, slides and other resources will be available at
www.milespartnership.com/SAT
www.destinationanalysts.com
How to participate

- Use your link to rejoin the webinar in the event you are disconnected.
- A Q&A session will be held at the end of today’s presentation.
- Today’s webinar is being recorded and will be available in follow up.

Have a question? Ask it here.

Choose to use computer audio or dial in by phone.
Agenda

1. Destinations Edition Research
2. COVID-19 Traveler Sentiment Report
3. Additional Resources
4. Q&A
Expert Sources of Information

Links available at www.milespartnership.com/SAT

- CDC
- World Heath Organization
- Destinations International
- U.S. Travel
- and others...
More people are worried about financial than health effects of COVID-19

Health concern

About one-third believe coronavirus is basically "just the flu"

- 15% Not expecting any impact
- 5% Expecting serious impact
- 12% Financial concern

Financial concern

- 7% Not expecting any impact
- 16% Expecting serious impact
- 18% Financial concern
- 11% Not expecting any impact
- 7% Expecting serious impact
- 3% Financial concern
- 6% Not expecting any impact

Source: Bain/Dynata Consumer Health Index Survey; March 2-6
Notes: Percentages are rounded
More people are worried about financial than health effects of COVID-19

Health concern  Financial concern

About one-quarter believe coronavirus will have little to no financial impact on them

14% 4% 6% 7%

Almost half report an elevated financial concern

21% 15% 11%

About 1-in-5 are highly concerned about financial impact

11% 3% 7%

Younger Americans (18–44)  Middle-aged Americans (45–64)  Older Americans (65+)

Source: Bain/Dynata Consumer Health Index Survey; March 2–6
Notes: Percentages are rounded
The State of the American Traveler

- Online survey conducted since 2006
- Survey invitation sent to a nationally representative sample of US adults
- Total sample of 2,000 American leisure travelers
- Examines traveler sentiment, motivations & behaviors
- Quarterly project
**Question:** In the next 12 months, do you expect to travel more or less for leisure than you did in the most recent 12 month period? (Select one)

**Question:** In the next 12 months, do you expect to spend more or less for leisure travel than you did in the most recent 12 month period? (Select one)
Q: In the next 12 months, do you expect to spend more or less for leisure travel than you did in the most recent 12-month period?
Leisure Travel Optimism: Expected Spending (Next 12 Months)

**Question:** In the next 12 months, do you expect to spend more or less for leisure travel than you did in the most recent 12-month period?
Leisure Travel Optimism: Expected Spending

**Question:** In the PAST 12 MONTHS, which (if any) of the following kept you from traveling more for leisure in the U.S. than you would have otherwise preferred? (Select all that apply)
Question: Thinking carefully about how you expect to spend your income in the NEXT 12 MONTHS, please use the scale below to describe your spending priorities in next year.
**Travel as a Budget Priority**

**Question:** Thinking carefully about how you expect to spend your income in the NEXT 12 MONTHS, please use the scale below to describe your spending priorities in next year.
Expected Travel Budgets

**Question:** How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT TWELVE (12) MONTHS?

![Chart showing expected travel budgets from 2015 to 2020]
Travel Planning
Resources Used
Question: In the past 12 months, which of these resources have you used to help plan your leisure travel?
Question: In the past 12 months, have you used ONLINE VIDEO including visiting video sharing websites (e.g. Youtube.com, AOL Video or Google Video) to plan any of your leisure trips?

- Yes, 23.1%
- No, 73.8%
- I don't know, 3.2%
Question: How often do you use ONLINE VIDEOS to plan your leisure trips?
Question: In the past 12 months, which of these travel tasks have used ONLINE VIDEO to help with?
Question: In the past TWELVE (12) MONTHS, have you used an official visitors publication (eg: an official vacation planning guide) from a Visitors or Convention Bureau or state or national government travel office?
Question: In the past 12 months, have you used the official WEBSITE of a destination's local Visitors or Convention Bureau (or Chamber of Commerce), or state or national government travel office to help plan any travel?

Yes, 32.8%
No, 56.6%
I don't know, 4.3%
Question: At which point in your travel planning did you use the website of a destination’s visitors or convention bureau (or chamber of commerce) or state or national government travel office?

- Before I had decided to travel to the destination: 63.2%
- After I decided to travel to the destination: 50.2%
- While I was in the destination on my trip: 14.7%
Question: In the past 12 months, have you used the opinions of a DIGITAL INFLUENCER to help plan any leisure travel?

Yes, 13.2%

No, 83.3%

I don't know, 3.6%
The State of the American Traveler: Destinations Edition

Research, slides and other resources will be available at
www.milespartnership.com/SAT
www.destinationanalysts.com
SPOTLIGHT SEGMENT

COVID-19 TRAVELER SENTIMENT STUDY

Presenter: Martin Stoll, Sparkloft
WHY SOCIAL SENTIMENT?
PROCESS & METHODOLOGY
UNDERSTANDING SENTIMENT DATA

Data sources: public social media data (social platforms, blogs, review sites etc.; Instagram limited)

Some of the data has geo-location and demographics information

Data pulled straight from platforms (firehose)

Data is analyzed through machine learning

Data is categorized by sentiment (positive, neutral, negative)

Process:
1) Formulate hypothesis
2) Identify relevant keywords
3) Identify keywords to exclude
4) Fine-tune keywords
5) Slide data in different ways (time, geo, filters etc.)
6) Data becomes more powerful when comparing over longer period of time
PROCESS & METHODOLOGY

UNDERSTANDING SENTIMENT & VOLUME

Sentiment identifies if a post is positive, neutral, or negative.

Volume measures the total number of posts in the conversation and how they trend over the identified time period.
SOCIAL SENTIMENT
USE CASE EXAMPLES
HOW IS THE HOMELESS CRISIS IMPACTING OUR BRAND?
WHO WANTS TO VISIT ALASKA IN DECEMBER?
WHEN SHOULD WE GO BACK TO MARKET AFTER A CRISIS?
WHERE ARE UNTAPPED OPPORTUNITIES FOR OUTDOOR PRODUCT DEVELOPMENT?
CORONAVIRUS (COVID-19)

CORPORATE TRAVEL + EVENTS SENTIMENT - MARCH 8, 2020
SENTIMENT ANALYSIS
This condensed timeframe shares the volume of global social conversation from Jan. 15 to March 8, when the increase in reported cases caused increased social mentions. The total volume of conversation in the timeframe is 120 million posts. The peak remains Feb. 28, with frequent and sustained news stories, public and private policy changes and global politics sustaining the conversation volume. From Feb. 28 to March 8, the average daily volume of conversation is 5.6 million posts.
OVERALL, GLOBAL: FEB. 23 TO MARCH 8 TOP STORIES

- World’s most popular K-Pop band announces major global tour cancelations, fans donate refunds to COVID-19 research
- Over 3,000 confirmed deaths via COVID-19 reported
- WHO declares 3.4% mortality rate for COVID-19, higher than anticipated
- Apple CEO Tim Cook encourages nearly all company employees worldwide to work from home
- As death count sharply rises overnight, Italy’s initiates a “lockdown” that impacts over 16 million people

Over 3,000 confirmed deaths via COVID-19 reported
WHO declares 3.4% mortality rate for COVID-19, higher than anticipated
Apple CEO Tim Cook encourages nearly all company employees worldwide to work from home
As death count sharply rises overnight, Italy’s initiates a “lockdown” that impacts over 16 million people
<table>
<thead>
<tr>
<th>Country</th>
<th># of Posts</th>
<th>Percentage of Total Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States of America</td>
<td>21,072,700</td>
<td>31.22%</td>
</tr>
<tr>
<td>Brazil</td>
<td>3,203,318</td>
<td>4.89%</td>
</tr>
<tr>
<td>France</td>
<td>3,090,504</td>
<td>4.58%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>3,087,691</td>
<td>4.58%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>3,079,541</td>
<td>4.58%</td>
</tr>
<tr>
<td>Spain</td>
<td>2,830,641</td>
<td>4.19%</td>
</tr>
<tr>
<td>Japan</td>
<td>2,571,760</td>
<td>3.81%</td>
</tr>
<tr>
<td>Mexico</td>
<td>1,941,298</td>
<td>2.88%</td>
</tr>
<tr>
<td>Thailand</td>
<td>1,882,129</td>
<td>2.79%</td>
</tr>
<tr>
<td>Argentina</td>
<td>1,769,258</td>
<td>2.67%</td>
</tr>
<tr>
<td>India</td>
<td>1,676,719</td>
<td>2.49%</td>
</tr>
<tr>
<td>Italy</td>
<td>1,630,765</td>
<td>2.42%</td>
</tr>
<tr>
<td>Canada</td>
<td>1,532,112</td>
<td>2.27%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>1,337,977</td>
<td>1.98%</td>
</tr>
<tr>
<td>Venezuela</td>
<td>1,038,581</td>
<td>1.52%</td>
</tr>
</tbody>
</table>

Jan. 15 to March 8, and only posts with identifiable locations.

This graph shows the top 15 highest conversation volumes by country. The United States continues to lead the conversation with news outlets and the political cycle creating many discussions, contributing to roughly a third of global social postings. The most significant jump in conversation is the United Kingdom as cases increase and deaths are reported. The English Premier League (soccer/football) announced their no-handshake policy, as well as the possibility having no fan games, which also increased conversation.
This chart shares the volume of U.S. social conversation from Jan. 15 to March 8 related to anything regarding COVID-19. As the U.S. drives roughly a third of the coronavirus conversation, volume patterns have a strong similarity to the global conversation. The largest news organizations steer much of this conversation, as well as political voices (both official and supporters), primarily found in California, New York and Texas.
OVERALL, UNITED STATES: FEB. 23 TO MARCH 8 TOP STORIES

- DOW drops 1,200 points as economic fears from the coronavirus heavily set in
- Second U.S. death from COVID-19 confirmed
- California declares state of emergency after first Californian dies due to COVID-19
- The quarantined Grand Princess passengers allowed to disembark March 9
- Oregon and New York declare states of emergency
- Florida reports first COVID-19 death, the first on the East Coast

California declares state of emergency after first Californian dies due to COVID-19

The quarantined Grand Princess passengers allowed to disembark March 9
**GEOGRAPHIC BREAKDOWN (OVERALL, UNITED STATES)**

<table>
<thead>
<tr>
<th>State</th>
<th># of Posts</th>
<th>Percentage of US Total Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>2,517,520</td>
<td>16.80%</td>
</tr>
<tr>
<td>Texas</td>
<td>1,509,350</td>
<td>10.05%</td>
</tr>
<tr>
<td>New York</td>
<td>1,446,456</td>
<td>9.66%</td>
</tr>
<tr>
<td>Florida</td>
<td>1,187,044</td>
<td>7.79%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>530,464</td>
<td>3.54%</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>628,716</td>
<td>3.53%</td>
</tr>
<tr>
<td>Illinois</td>
<td>516,880</td>
<td>3.45%</td>
</tr>
<tr>
<td>Georgia</td>
<td>452,601</td>
<td>3.02%</td>
</tr>
<tr>
<td>Washington</td>
<td>407,607</td>
<td>2.72%</td>
</tr>
<tr>
<td>Ohio</td>
<td>406,899</td>
<td>2.72%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>388,489</td>
<td>2.60%</td>
</tr>
<tr>
<td>Virginia</td>
<td>355,302</td>
<td>2.37%</td>
</tr>
<tr>
<td>Arizona</td>
<td>348,356</td>
<td>2.51%</td>
</tr>
<tr>
<td>New Jersey</td>
<td>309,552</td>
<td>2.07%</td>
</tr>
<tr>
<td>Michigan</td>
<td>306,391</td>
<td>2.04%</td>
</tr>
<tr>
<td>Tennessee</td>
<td>270,939</td>
<td>1.81%</td>
</tr>
<tr>
<td>Colorado</td>
<td>270,819</td>
<td>1.81%</td>
</tr>
<tr>
<td>Oregon</td>
<td>264,563</td>
<td>1.77%</td>
</tr>
<tr>
<td>Maryland</td>
<td>235,576</td>
<td>1.57%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>222,456</td>
<td>1.48%</td>
</tr>
</tbody>
</table>

Jan. 15 to March 8, and only posts with identifiable states within the United States. Total volume: 22,145,101 posts.

U.S. map of social conversation (darker fill is equivalent to greater volume)

Sentiment of social conversation
This chart shares the volume of U.S. social conversation from Jan. 15 to March 8 related to anything regarding COVID-19 and travel. Travel keywords feature general travel terms as well as major transportation companies (airlines, railways, cruise lines) and major events people are likely to travel to (Olympics, Final Four, festivals, conferences). The growing uncertainty surrounding travel and if events will be canceled is causing increased anxiety and expectations of easy to acquire refunds.
Grand Princess is blocked from docking in San Francisco (eventually announced to have 21 people infected)

President Trump meets with several U.S. Airline CEOs regarding the industry

SXSW officially announces cancelation

Reports of a person with coronavirus at the AIPAC Policy Conference piques conversation as members of U.S. Congress were in attendance

Cancelation of the BNP Paribas Open in Indian Wells, California, becomes one of the first major sporting events canceled
**GEOGRAPHIC BREAKDOWN (TRAVEL, UNITED STATES)**

<table>
<thead>
<tr>
<th>State</th>
<th># of Posts</th>
<th>Percentage of US Total Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>292,055</td>
<td>17.06%</td>
</tr>
<tr>
<td>Texas</td>
<td>169,467</td>
<td>10.03%</td>
</tr>
<tr>
<td>New York</td>
<td>169,363</td>
<td>9.96%</td>
</tr>
<tr>
<td>Florida</td>
<td>130,839</td>
<td>7.71%</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>66,215</td>
<td>3.91%</td>
</tr>
<tr>
<td>Illinois</td>
<td>56,541</td>
<td>3.34%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>53,838</td>
<td>3.18%</td>
</tr>
<tr>
<td>Georgia</td>
<td>50,576</td>
<td>2.98%</td>
</tr>
<tr>
<td>Washington</td>
<td>43,102</td>
<td>2.50%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>44,645</td>
<td>2.65%</td>
</tr>
<tr>
<td>Ohio</td>
<td>42,426</td>
<td>2.56%</td>
</tr>
<tr>
<td>Arizona</td>
<td>39,989</td>
<td>2.36%</td>
</tr>
<tr>
<td>Virginia</td>
<td>39,715</td>
<td>2.34%</td>
</tr>
<tr>
<td>New Jersey</td>
<td>36,587</td>
<td>2.16%</td>
</tr>
<tr>
<td>Michigan</td>
<td>33,695</td>
<td>1.99%</td>
</tr>
<tr>
<td>Oregon</td>
<td>30,435</td>
<td>1.80%</td>
</tr>
<tr>
<td>Colorado</td>
<td>30,396</td>
<td>1.79%</td>
</tr>
<tr>
<td>Tennessee</td>
<td>28,286</td>
<td>1.67%</td>
</tr>
<tr>
<td>Maryland</td>
<td>25,396</td>
<td>1.56%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>24,870</td>
<td>1.47%</td>
</tr>
</tbody>
</table>

Jan. 15 to March 8, and only posts with identifiable states within the United States. Total volume: 2,745,390 posts.

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*U.S. map of social conversation (darker fill is equivalent to greater volume)*

*Sentiment of social conversation*
These word clouds share the trending terminology for both the overall COVID-19 conversation and the travel-related COVID-19 conversation. In the overall, news and reports take over the bulk of the cloud, with health information and politics remaining the primary topics. The travel-related word cloud demonstrates the rise in expectations of increased travel deals and discounts. This conversation continues to have strong connections to cruising.
These word clouds share the trending terminology for both the general travel and the corporate travel and events related COVID-19 conversations. The travel-related word cloud is seeing a rise of travel discount conversations, along with comments around the cancelations of events and the expectations of refunds. As corporations continue to change travel policies, we expect to see continued cancelations meetings, events and corporate travel.
Conversation around cancelation is high:

But not everybody is canceling travel:

Cancelation conversation increased 36% week over week with a volume of conversation of 239,012 posts. As more events are canceled or postponed, we expect this conversation to only increase. However, there is also a growing volume of conversation surrounding the travel deals available due to COVID-19. This conversation increased by 167% week over week with a volume of conversation of 76,665 posts, of the posts indicating emotion in this set 72% are joyful.
Speakers pulling out of conferences / "leading the way":

Barbara Dunkelman @bdkittleman - Mar 5
It is with an extremely heavy heart that I announce that I will no longer be attending ECCC. Unfortunately due to ongoing COVID-19 concerns and company policies put in place for our safety, I am unable to make it – but hoping to come to Seattle for another event as soon as I can!

Emerald City Comic Con @emeraldcitycon - Mar 5
In our efforts to be fully transparent for the fans & keep you up to date, we’ve created this list to help you plan. Our website is updating in real time as we learn more, but rest assured there is still plenty to enjoy at #ECCC2020
See more at EmCity2020.com/ShowUpdates

Risk of “getting stuck”:

Jenny Chase @solar_chase
I cancelled an international business trip planned for this week because of #Covid19 and you all know it's ok to do that, right.

I apologise to the organisers, but it's not just about the risk of me personally catching it. (1/4)

5:24 AM · Mar 1, 2020 · Twitter for Android
16 Retweets 57 Likes

Jenny Chase @solar_chase - Mar 1
The personal risk is higher in becoming stuck in quarantine/isolation in a foreign country, one of an increasing number in a similar situation, with flights home being cancelled and logistics breaking down. (2/4)

Travelers are not “attached” to business trips:

Tv Party @TvPartyPunk - Mar 7
My business trip to Chicago was canceled today due to the #Coronavirus I don’t think that it was necessary but so be it.

Quaker Nana @QuakerNana - Mar 6
My son has been on a business trip in Germany. He comes back home to Maryland tomorrow late. Will be a relief. #Covid19

Alexander Higgins - Coronavirus Updates @kr3Sat - Mar 6
Germany reports 92 new cases bringing total confirmed cases there to 670, with 125 new cases reported today.

#CoronaVirus #Covid19 #CoronaVirusOutbreak

Alena Bubniak @abubniak - Mar 5
Just to show you how serious they are about this in #seattle. Office completely empty. I've cut my trip short to fly back to NY tomorrow.

#coronavirus #corona @ Downtown Bellevue

instagram.com/p/B9Ww6Fh4gc4U/…

Given the conference and event cancelations throughout this time period, Google I/O, F8, GDC and SXSW, much of the conversation revolves around logistics: refunds, travel cancelations, and questions about public policies. Twitter is the leading platform in the conversation. Frustration and sadness are the prominent emotions associated with the cancelations or changes of these large scale events. Whereas, relief is exhibited as business travel is limited due to the anxiety of quarantine or getting stuck away from home.
OUR POINT OF VIEW
OUR POINT OF VIEW

WHAT WE ARE SEEING
- Volume of conversation and negative sentiment related to COVID-19 and travel are increasing
- Corporate travel changes are a significant impact on conversation
- Flexible cancelation policies and travel deals are getting people to book travel or consider travel
- Age groups in the U.S. are reacting differently to canceling travel

WHAT THIS MEANS / COULD MEAN
- The impact on leisure travel has yet to happen
- DMOs need to work with hotels on deals and flexible cancelation policies
- Marketers need to consider segmenting by age groups, marketing travel to those reported to be at less risk and therefore less adverse
THE SITUATION IS FLUID

The U.S. lags several other countries in the severity and response of the coronavirus outbreak.

But even in the U.S., the situation is changing day by day, impacting social sentiment.

This and the following slide show some of the headlines from March 9-10 in the U.S. and for international markets.

We recommend DMOs pay close attention to countries like Italy, Germany or Korea.

We also strongly recommend U.S. DMOs to monitor the situation in U.S. regions that were affected first, e.g., King County, Washington.
NEWS HEADLINES FROM MARCH 9-10 (INTERNATIONAL)

Italy Expands Quarantine Measures Nationwide To Stem Spread Of Coronavirus

March 9, 2020 - 6:55 PM ET

German League Cancels Season, Won’t Crown Champion As A Result Of Coronavirus Outbreak

Norwegian Air Shuttle canceling 3,000 flights, temporarily laying off workers due to coronavirus

Published: March 10, 2020 at 8:25 a.m. ET

France bans gatherings of more than 1,000 people to contain coronavirus

Angela Merkel estimates that 60% to 70% of the German population will contract the coronavirus

China’s coronavirus outbreak has ‘passed its worst,’ says UBS

Published: Tue, Mar 10 2020-9:46 PM EDT
WHAT YOU SHOULD BE THINKING ABOUT

SOURCE MARKETS
Where do your customers live?

TRANSPORTATION
How do they or can they get to your destination?

DESTINATION
What can they do in-destination?

EVENTS
What can they do in-destination?
WHAT WE'RE WATCHING

WHAT ARE REGIONAL DIFFERENCES?
- What are people saying in key source markets vs. in-destination?
- What are people saying about a destination vs. its competitive set?
- Are travelers choosing to still travel but staying closer to home, e.g., road trips?

WHAT CAN WE LEARN FROM CANCELED EVENTS
- What are the conversations around canceled events like SXSW?
- How long are people upset?
- What they are saying in relation to the event vs. the destination?

HOW DO WE NEED TO STAFF AND EMPOWER COMMUNITY MANAGERS?
- What questions are people asking?
- What is happening in or can be learned from more impacted communities?

WHO ARE OUR BEST SUPPORTERS? WHO ARE OUR DISTRACTORS?
- Who is advocating for a destination?

WHEN ARE PEOPLE READY FOR A ‘NEW NORMAL?’
- Can DMOs continue to market? Does the message need to change?
The State of the American Traveler: Destinations Edition

Research, slides and other resources will be available at
www.milespartnership.com/SAT
www.destinationanalysts.com
Crisis Communication Tips

- WTTC Crisis Readiness
- UNWTO Toolbox for Crisis Communications
- Destinations International Crisis Communication Toolkit

www.milespartnership.com/SAT
Final Takeaways for Attention & Action

- **Fast & Flexible** – events are highly fluid, be ready to respond quickly
- **Facts Not Fear** – focus on amplifying expert, independent information
- **Show Leadership** – be an advocate for travel & a catalyst for collective action
- **Reduce Risk** – work with businesses to offer complete cancellation & refund policies
- **Travel Local** – look to activate locals & drive markets, build stronger connections with residents
- **Long Term View** – despite short disruption, demonstrate commitment to your key markets
- **Step Change** – opportunity to reshape your organization: its role, focus, capabilities, funding etc.
Thank you