Coronavirus Travel Sentiment Index

Presentation of Findings
Week of May 18th

Destination Analysts
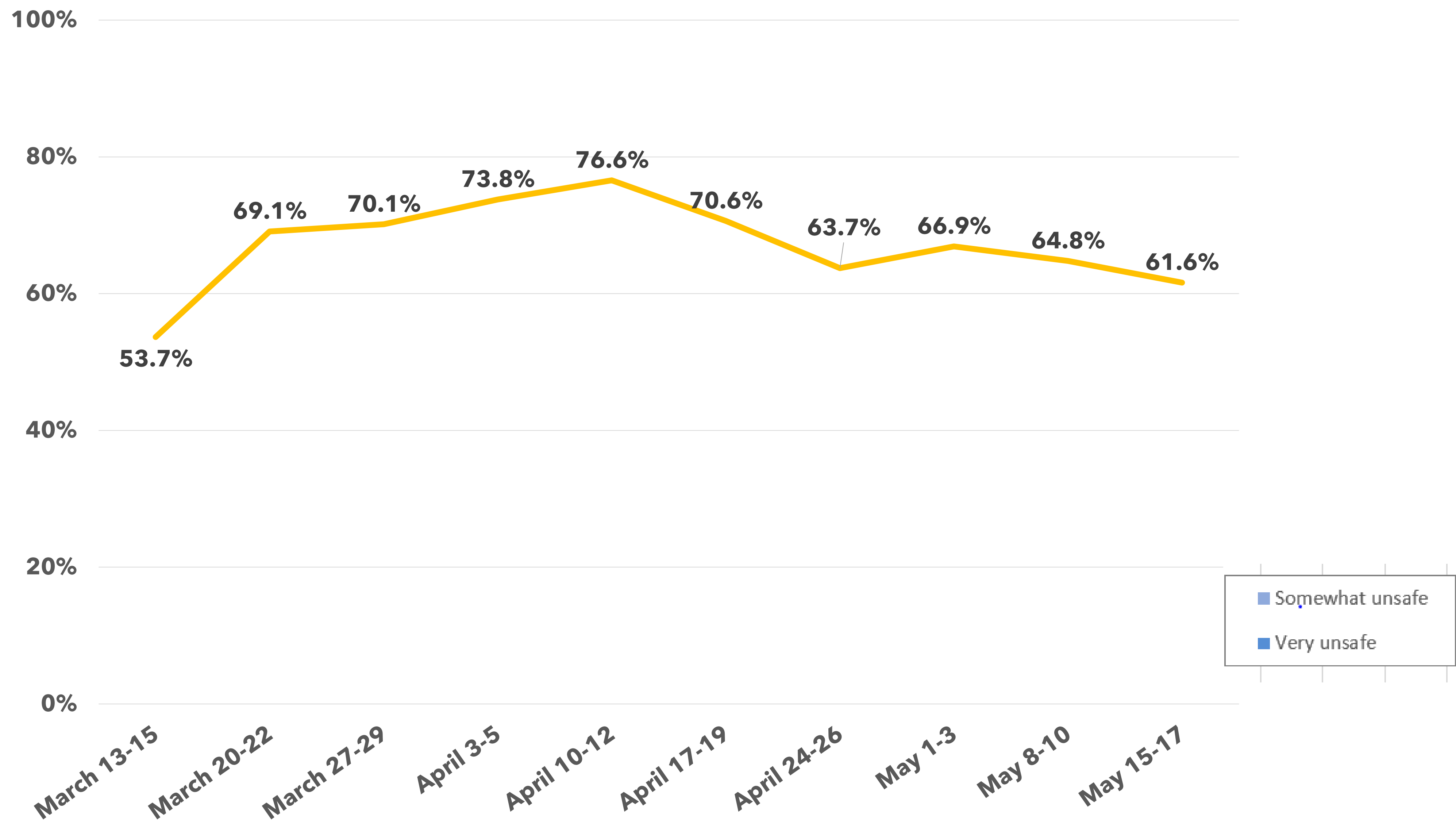
Are We Ready to Attend Conferences & Conventions?

Perceived Safety of Attending a Conference or Convention

Base: Respondents who have attended a conference or convention in the last two years

Data points (yellow line):
- March 13-15: 53.7%
- March 20-22: 69.1%
- March 27-29: 70.1%
- April 3-5: 73.8%
- April 10-12: 76.6%
- April 17-19: 70.6%
- April 24-26: 63.7%
- May 1-3: 66.9%
- May 8-10: 64.8%
- May 15-17: 61.6%

Legend:
- Somewhat unsafe
- Very unsafe

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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: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200 and 1,212 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10 and 15-17, 2020)

Legend: March 13-15, March 20-22, March 27-29, April 3-5, April 10-12, April 17-19, April 24-26, May 1-3, May 8-10, May 15-17

Categories: Strongly disagree, Disagree, Neutral (neither agree nor disagree), Agree, Strongly agree
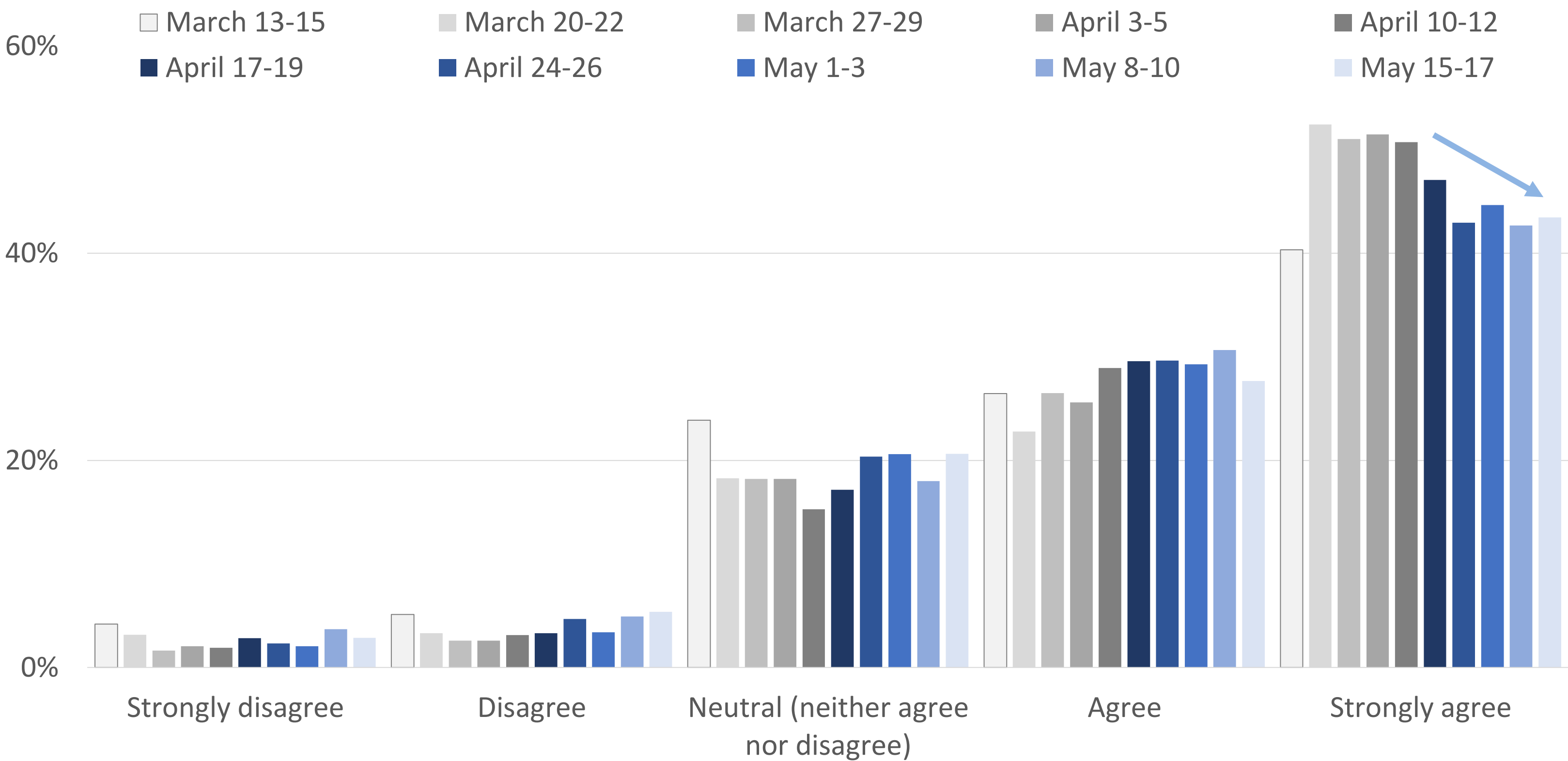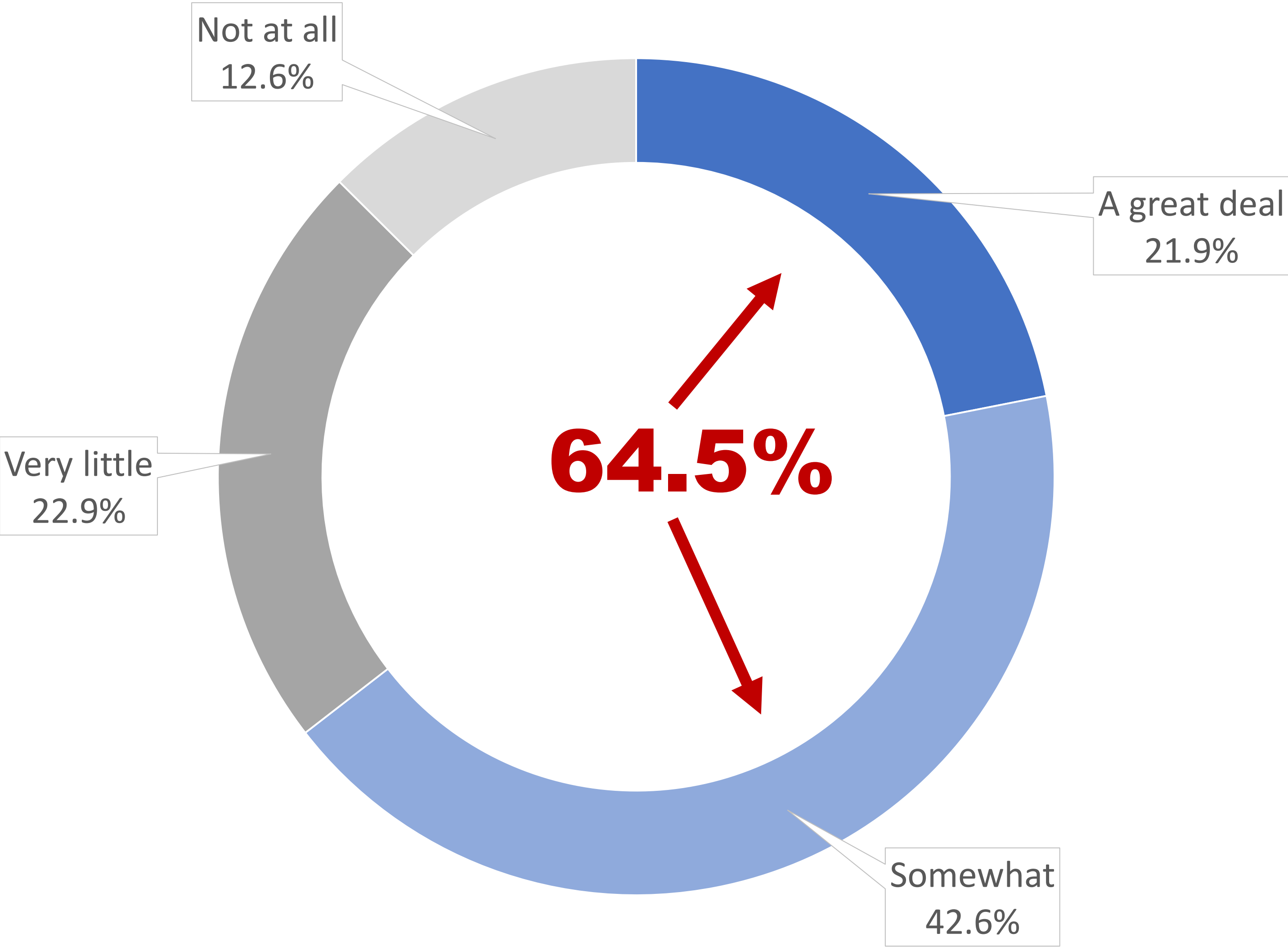
Trust in Meeting Host Organizations

Question: In general, how much would you trust the organization hosting the conference or convention to protect your health?

I would trust hosting organization _____.

(Base: All respondents who have attended a convention, conference or group meeting in past 3 years, 368 completed surveys. Data collected May 15-17, 2020)

Question added in Wave 10

Not at all
12.6%

A great deal
21.9%

Very little
22.9%

64.5%

Somewhat
42.6%

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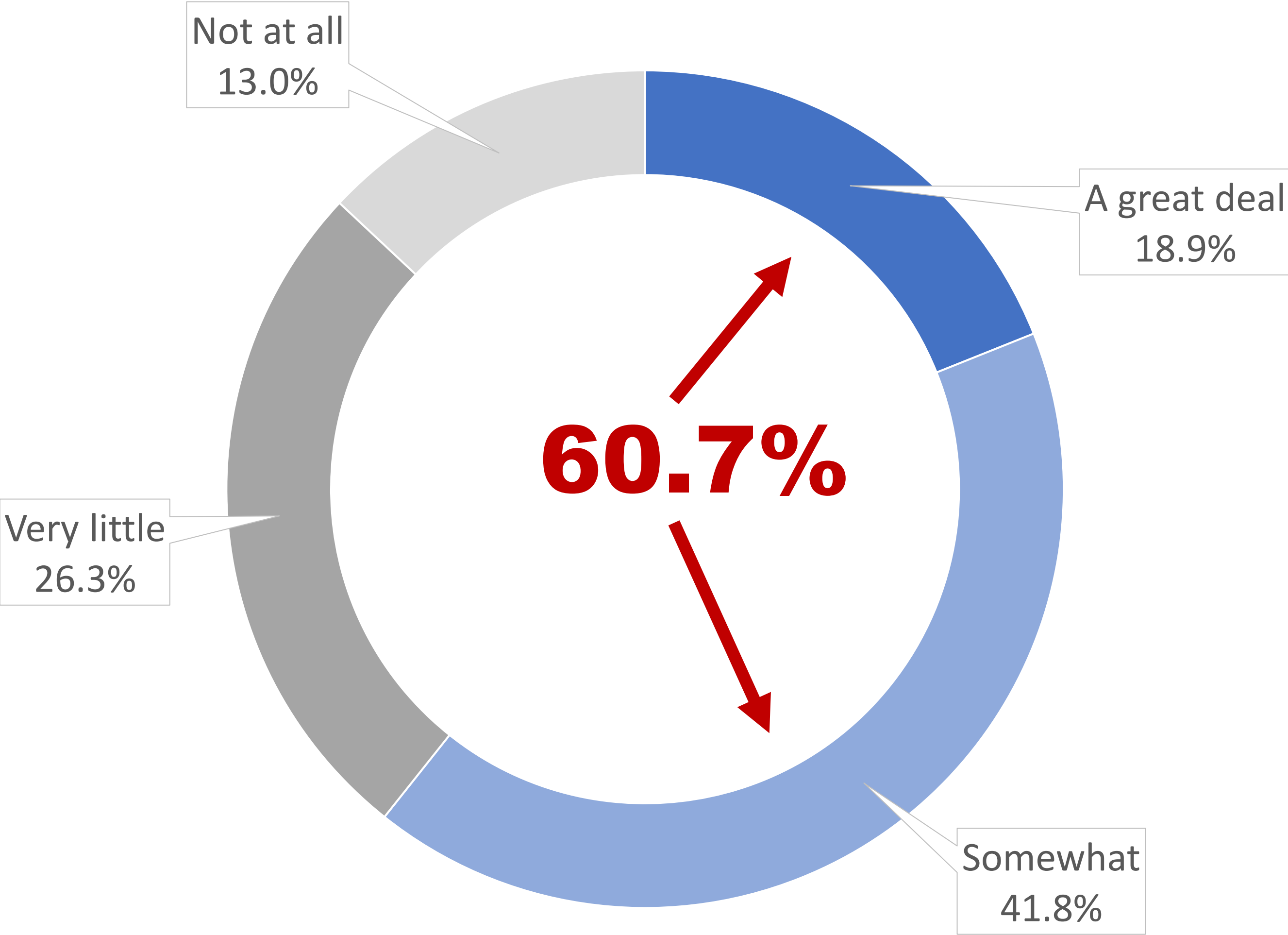
Trust in Fellow Meeting Attendees

Question: Suppose you were to attend a conference or convention sometime in the next year.

In general, how much would you trust your fellow attendees to conduct themselves appropriately, doing what they can to protect other attendees from exposure to the COVID-19 virus?

I trust my fellow attendees _____.

(Base: All respondents who have attended a convention, conference or group meeting in past 3 years, 367 completed surveys. Data collected May 15-17, 2020)

Question added in Wave 10

- Not at all 13.0%
- A great deal 18.9%
- Somewhat 41.8%
- Very little 26.3%

60.7%

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KEY TAKEAWAYS

- American travelers are opening back up to attending conferences and conventions

- There is tentative trust in event producers to protect attendees health

- While most travelers trust their co-workers to act appropriately to protect their health, the meetings industry may face a bigger challenge in developing such trust about attendees at their events