



Coronavirus Travel Sentiment Index

Report of Findings—Week of March 30th

Destination  Analysts

F | **FALSE**
E | **EVIDENCE**
A | **APPEARING**
R | **REAL**

F | **FACE**
E | **EVERYTHING**
A | **AND**
R | **RISE**



Thank You



TODAY

Overview of Findings

Travel Marketing
Potential Influence Index

Check-In with DMO reps

Discussion + Questions



CHECKING YOUR AUDIO SETTINGS

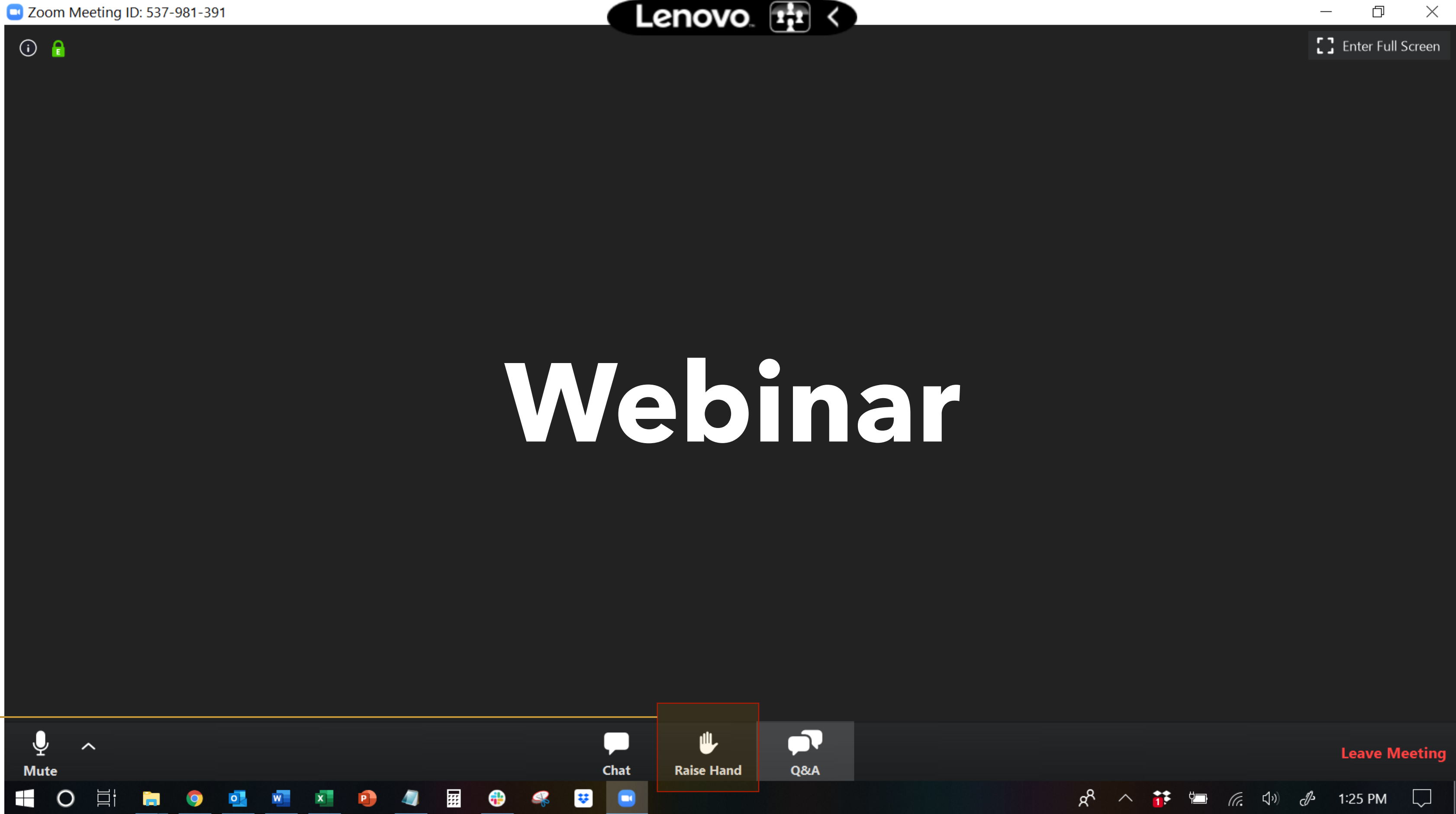
If you are having any issues with your audio, click on this arrow to open the audio settings menu.

Make sure your speaker and microphone volume are not set at 0

The screenshot shows the Zoom application interface with the 'Settings' window open to the 'Audio' tab. The 'Audio' tab is highlighted in blue in the left sidebar. The 'Speaker' section shows 'Speakers (Synaptics Audio)' selected, with an 'Output Level' slider and a 'Volume' slider highlighted by a red box. The 'Microphone' section shows 'Microphone Array (Synaptics Aud...)' selected, with an 'Input Level' slider and a 'Volume' slider highlighted by a red box. Below the sliders, there are several checkboxes: 'Automatically adjust volume' (checked), 'Use separate audio device to play ringtone simultaneously' (unchecked), 'Automatically join audio by computer when joining a meeting' (unchecked), 'Mute my microphone when joining a meeting' (unchecked), 'Press and hold SPACE key to temporarily unmute yourself' (checked), and 'Sync buttons on headset' (checked). An 'Advanced' button is visible at the bottom right of the settings window. The bottom toolbar shows 'Join Audio' (muted), 'Start Video', 'Participants', 'Q&A', 'Polls', 'Share Screen', 'Chat', 'Record', and 'More'. The 'Join Audio' icon has a red slash through it, and a red box highlights the volume icon next to it.

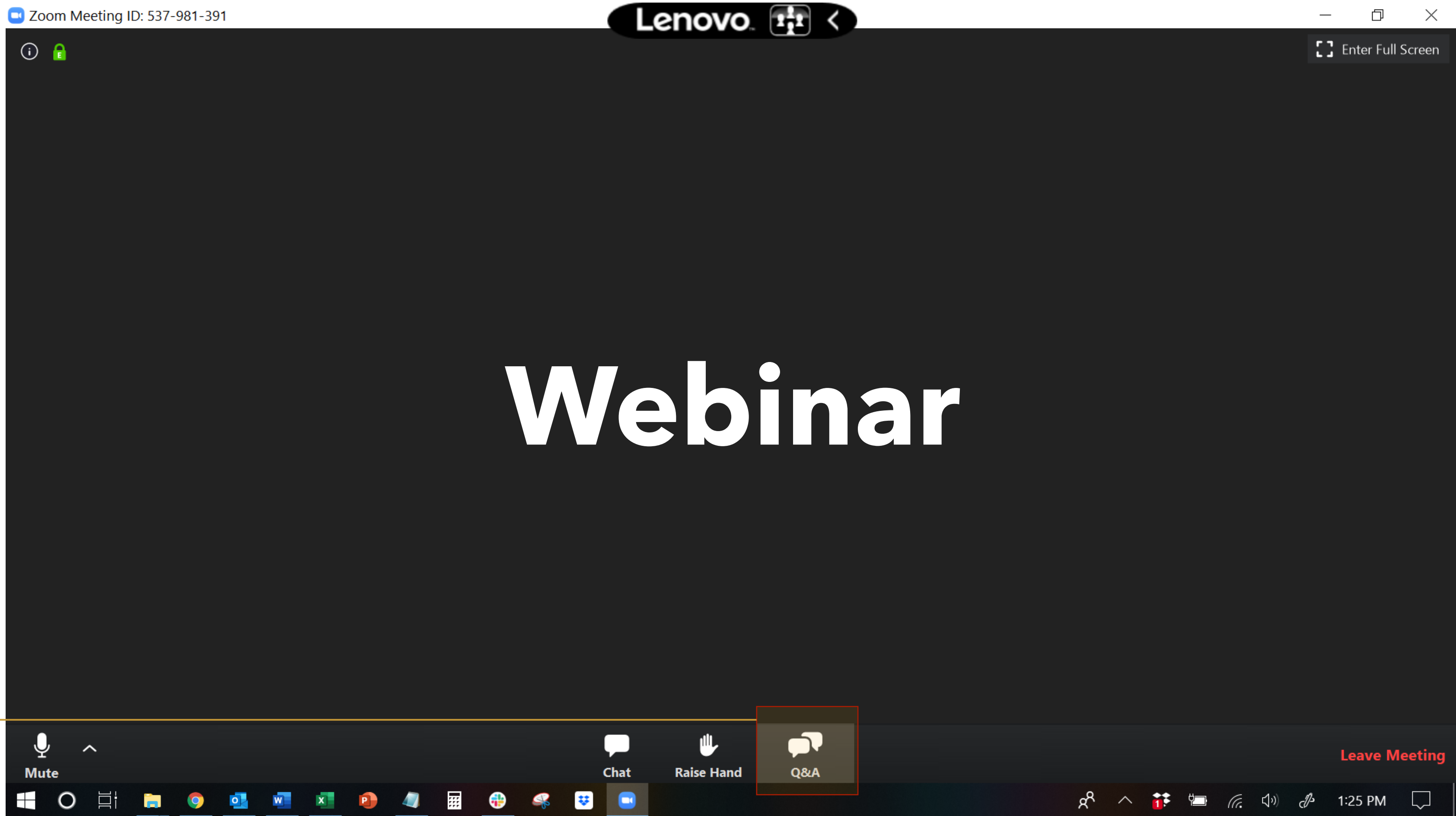
VERBAL QUESTIONS/COMMENTS

At the end of the webinar, you can verbally ask a question or make a comment to the entire audience by clicking the "Raise Hand" feature here.



SUBMITTING WRITTEN QUESTIONS

If you prefer to submit a written question you can do so by clicking "Q&A"



POLLS





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Project Overview & 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 3 data (fielded March 27th-29th) will be presented today, and compared to Week 1 (fielded March 13th-15th) and Week 2 data (fielded March 20th-22nd)**
- **1,200 fully completed surveys were collected each wave**
- **Confidence interval of +/- 2.8%**
- **Data is weighted to reflect the actual population of each region**

Map of U.S. Showing Survey Regions



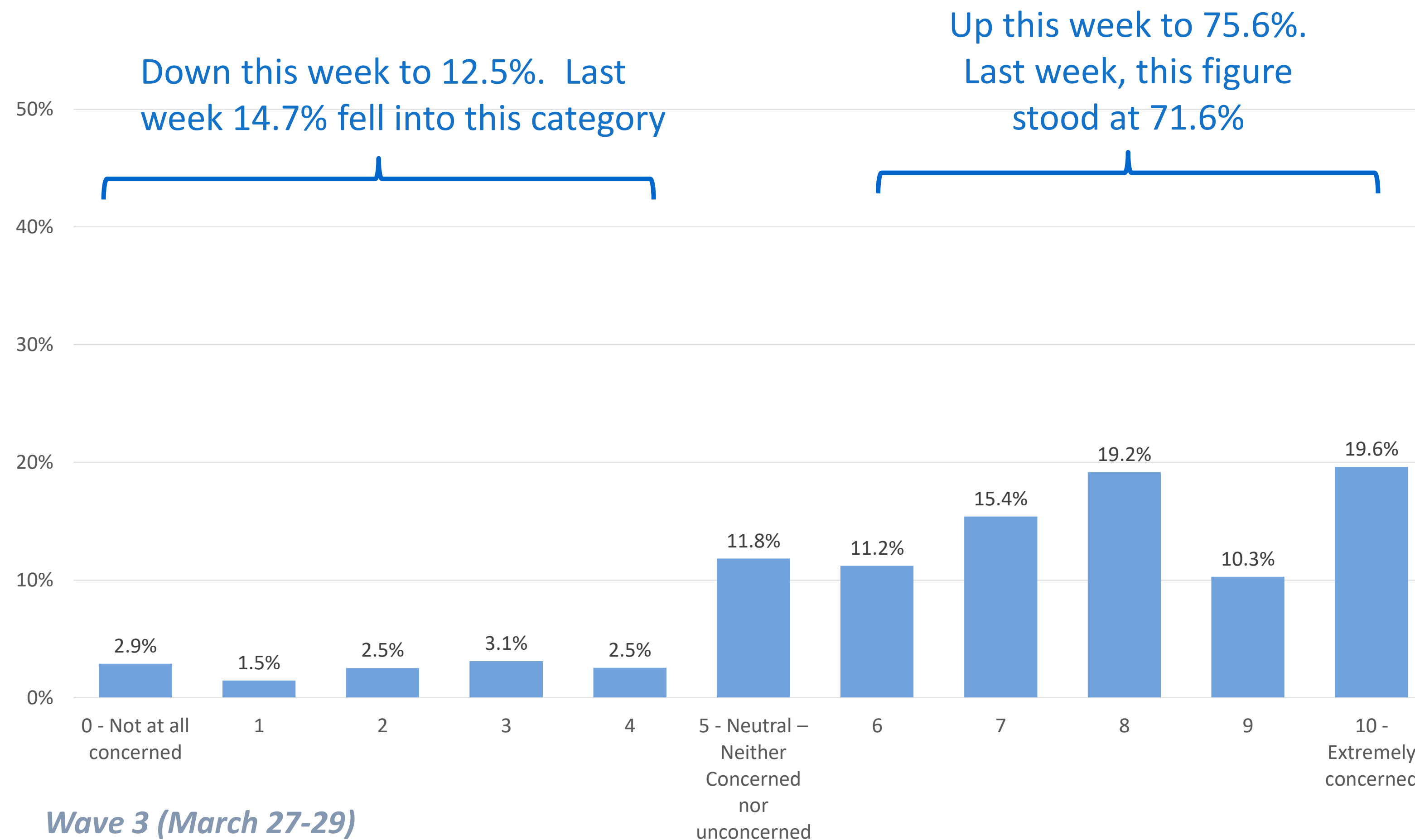
A man with short brown hair, wearing glasses and a blue surgical mask, is shown in profile, looking down. He is wearing a dark blue jacket over a light blue hoodie and has a green backpack on his back. He is standing in a public transit vehicle, possibly a train or bus, with metal handrails visible. The background is blurred, showing other passengers and the interior of the vehicle. The overall tone is muted and somewhat somber.

Topline Findings:
Personal Concerns

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)

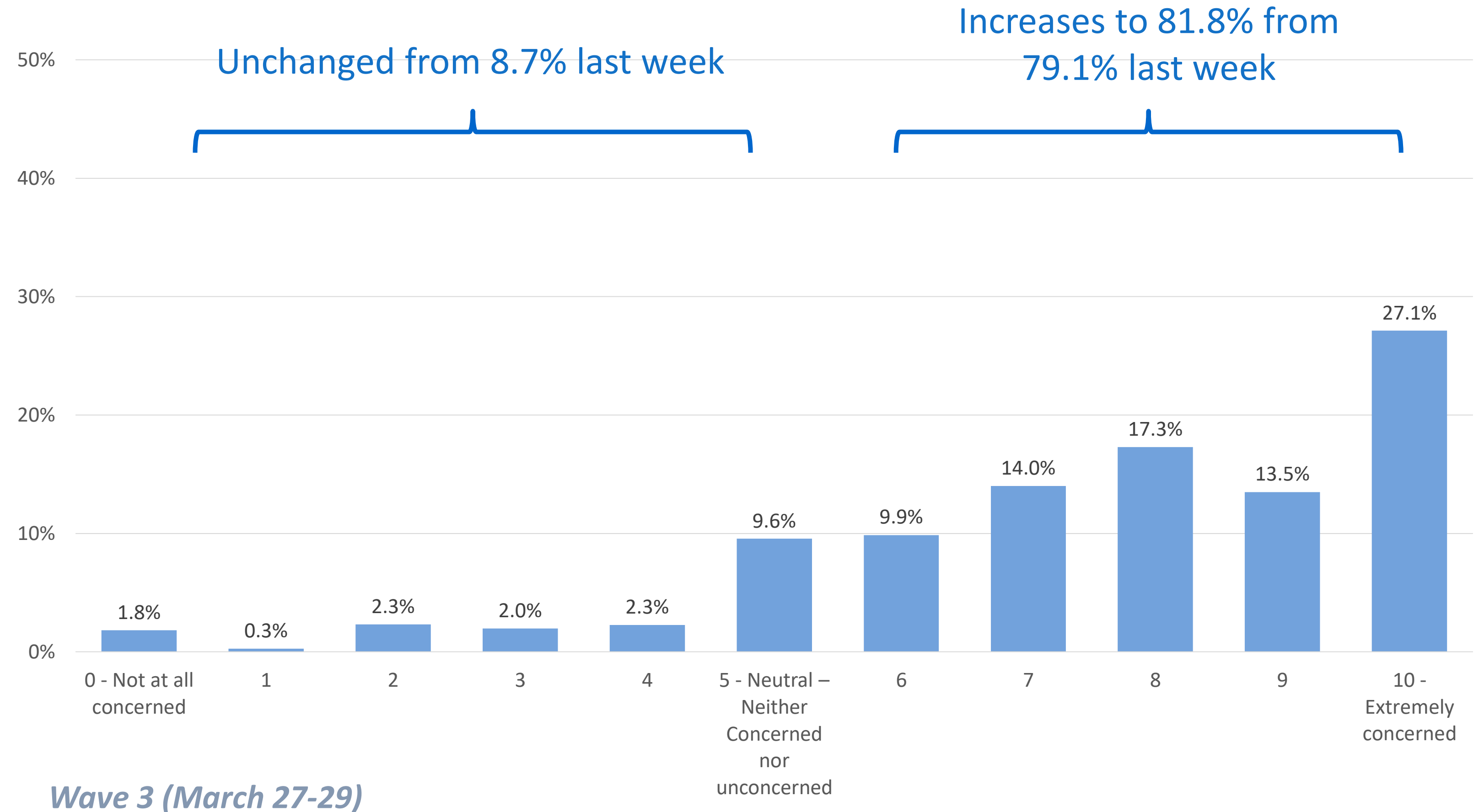
(Base: Wave 3 data. All respondents, 1,201 completed surveys. Data collected March 27-29, 2020)



Health Concerns (Family & Friends)

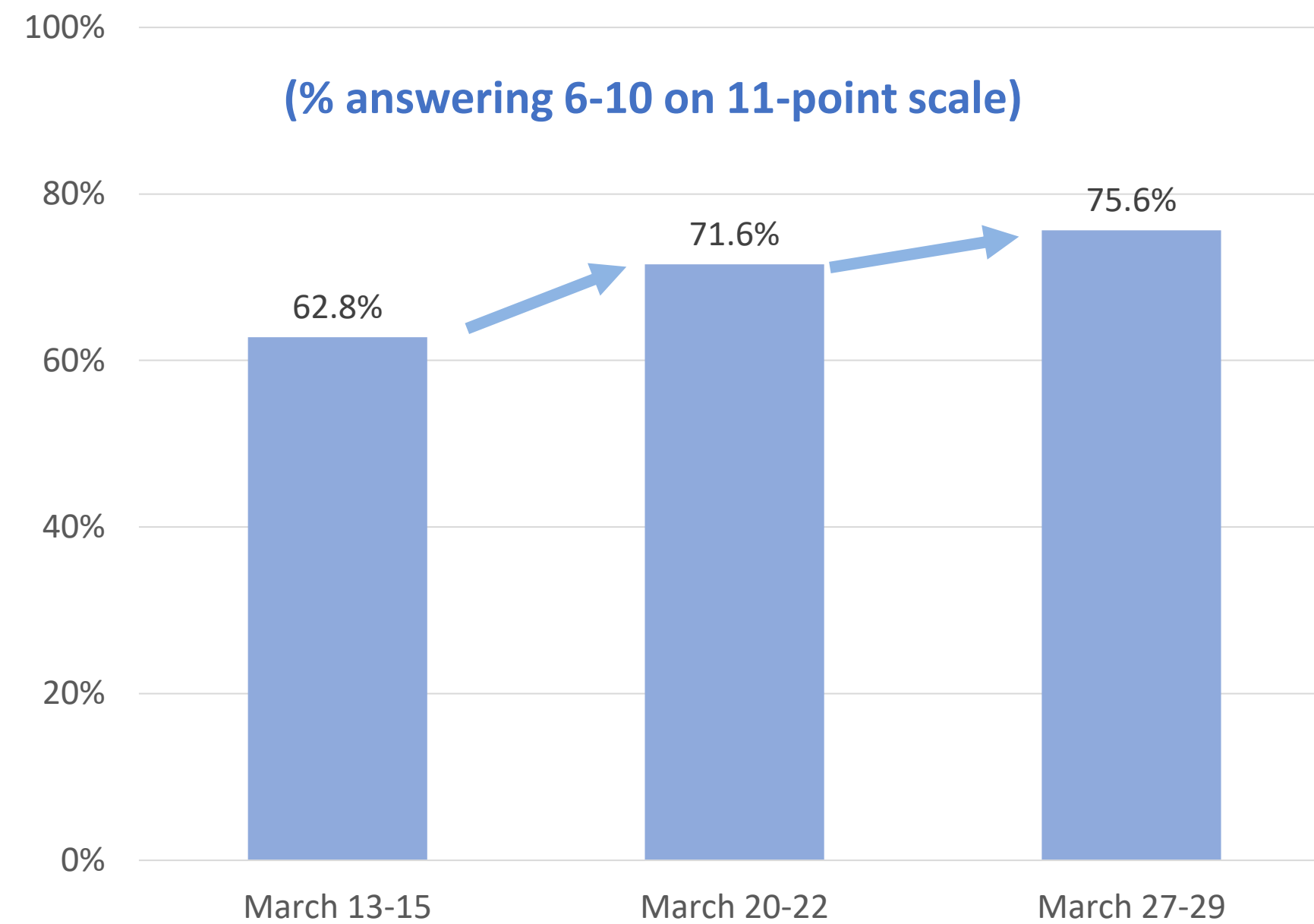
Question: Thinking about the current Coronavirus situation, in general, how concerned are you about your FRIENDS OR FAMILY contracting the virus? (Please answer using the scale below)

(Base: Wave 3 data. All respondents, 1,201 completed surveys. Data collected March 27-29, 2020)



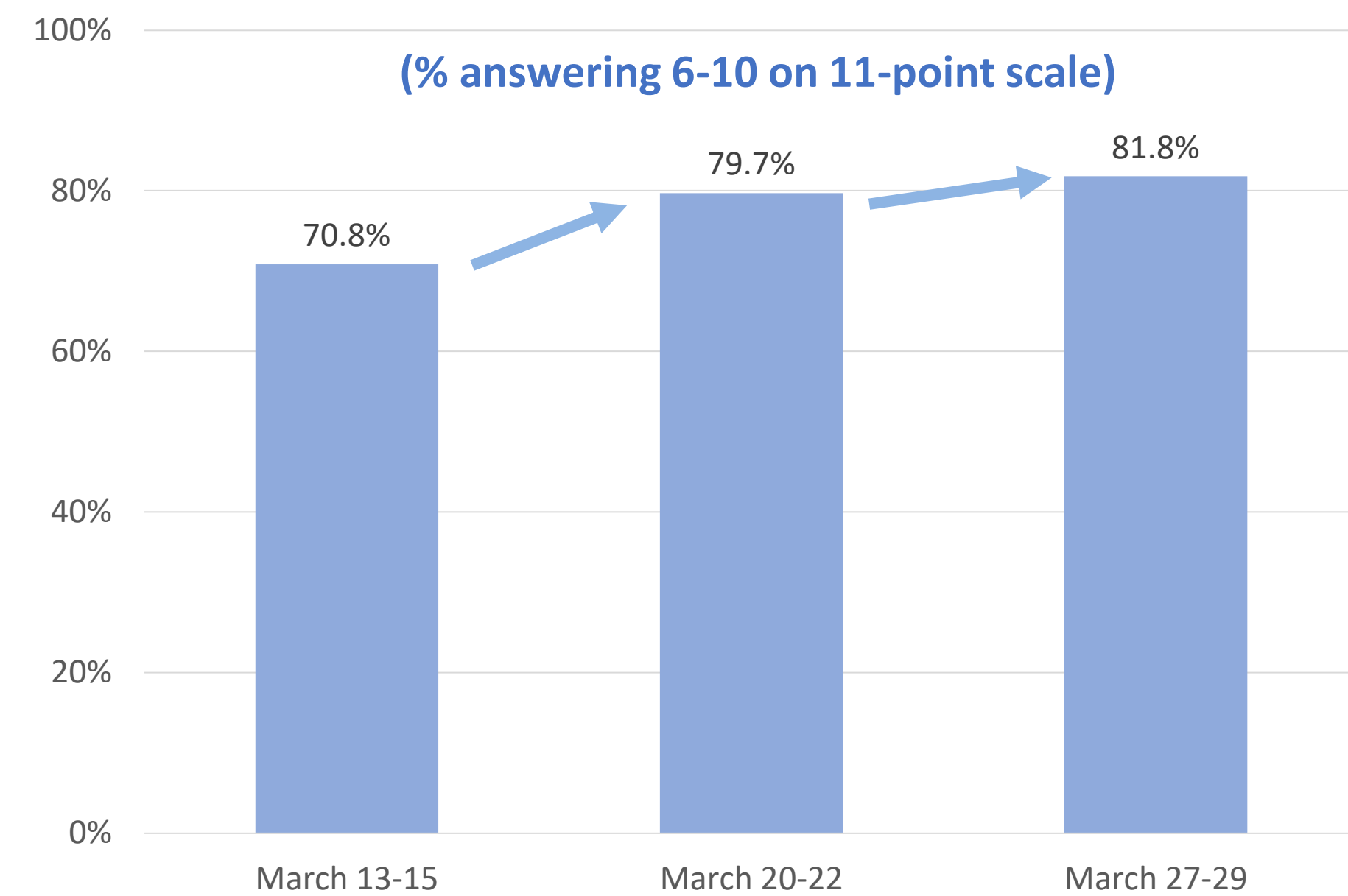
Summary: Safety Concern Metrics

Concern About Contracting Virus (Personally)



Question: Thinking about the current Coronavirus situation, in general, HOW CONCERNED ARE YOU PERSONALLY about contracting the virus? (Please answer using the scale below)

Concern About Loved Ones Contracting Virus

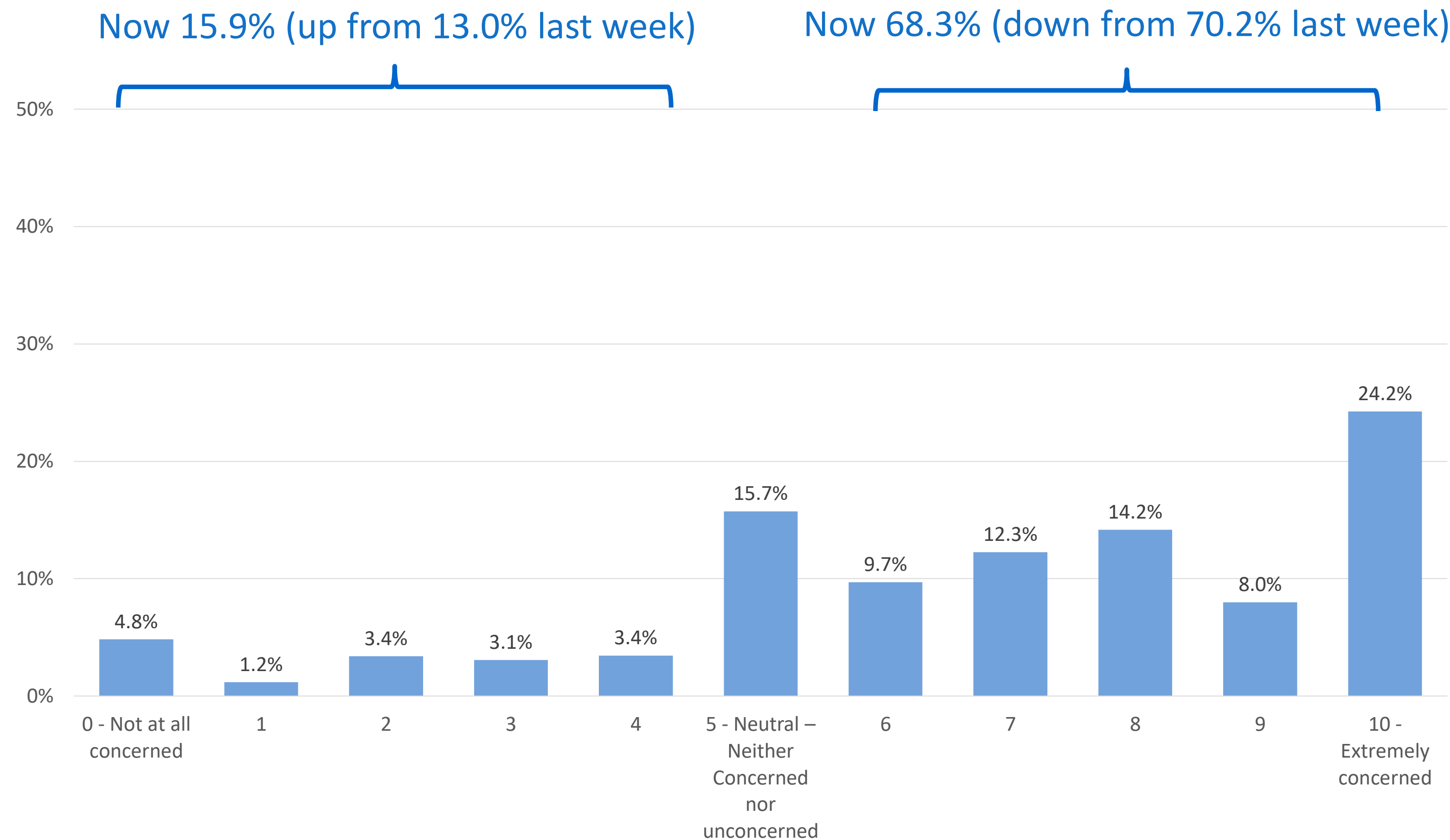


Question: Thinking about the current Coronavirus situation, in general, how concerned are you about your FRIENDS OR FAMILY contracting the virus? (Please answer using the scale below)

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 3 data. All respondents, 1,201 completed surveys. Data collected March 27-29, 2020)

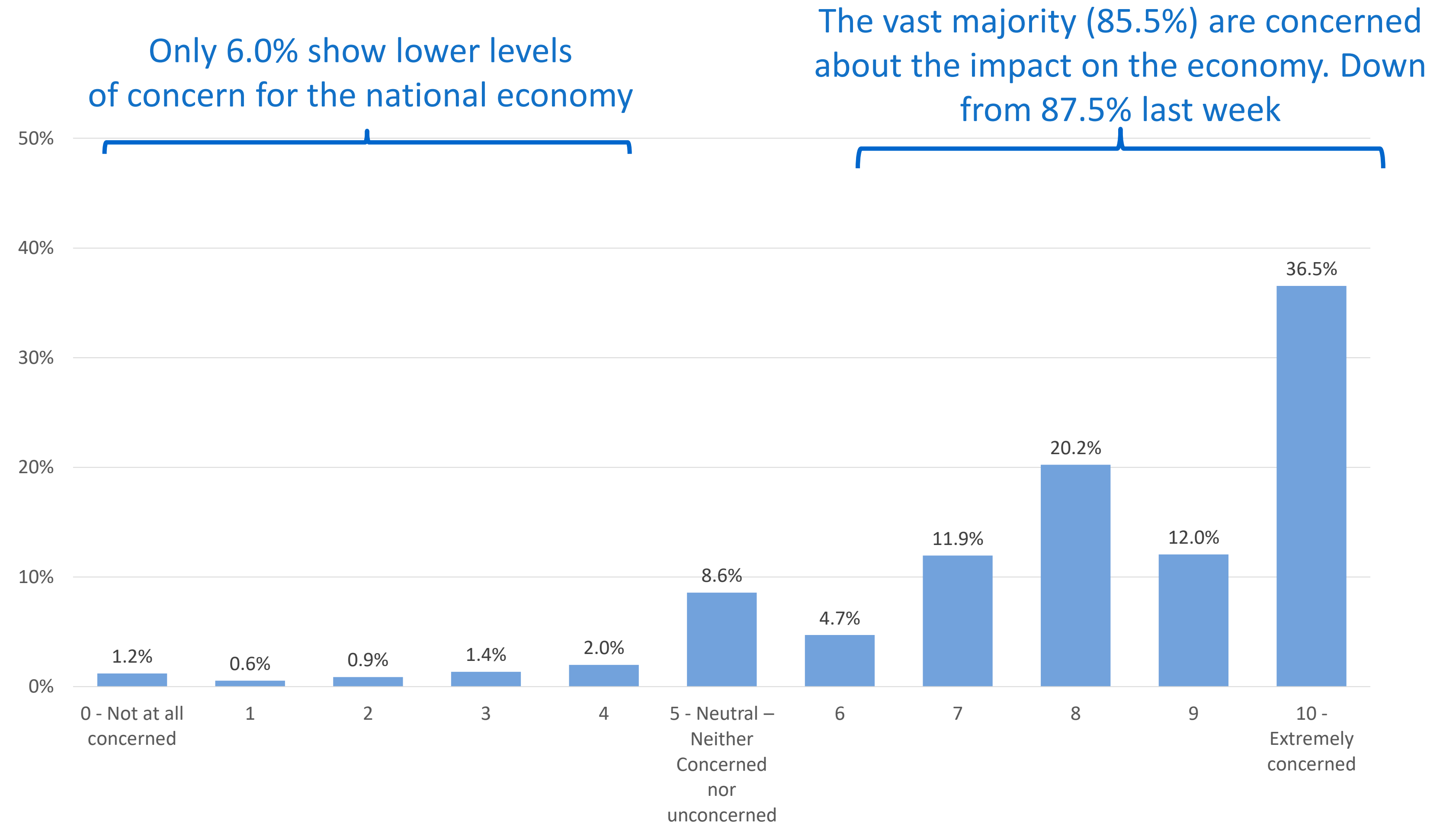


Wave 3 (March 27-29)

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?

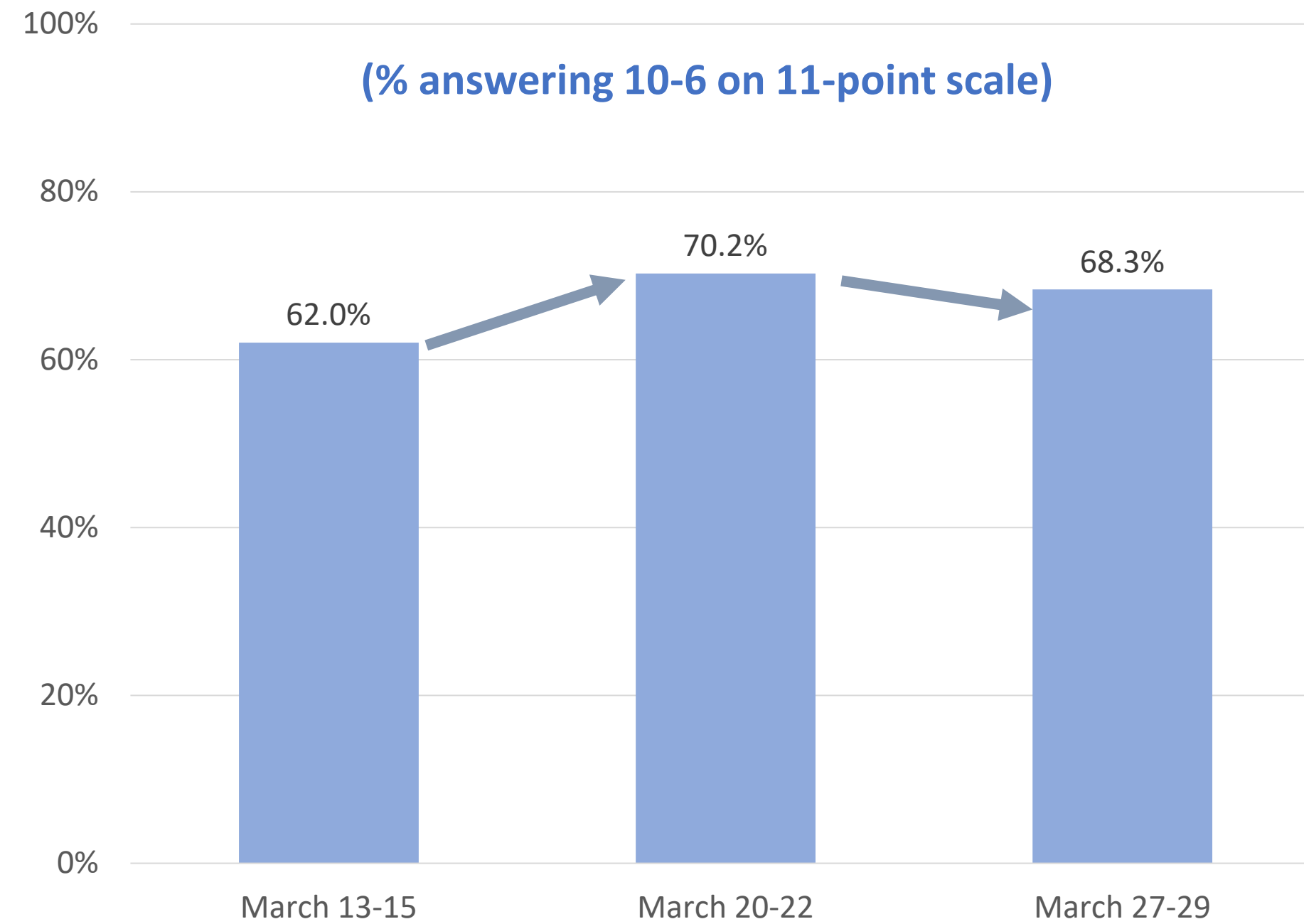
(Base: Wave 3 data. All respondents, 1,201 completed surveys. Data collected March 27-29, 2020)



Wave 3 (March 27-29)

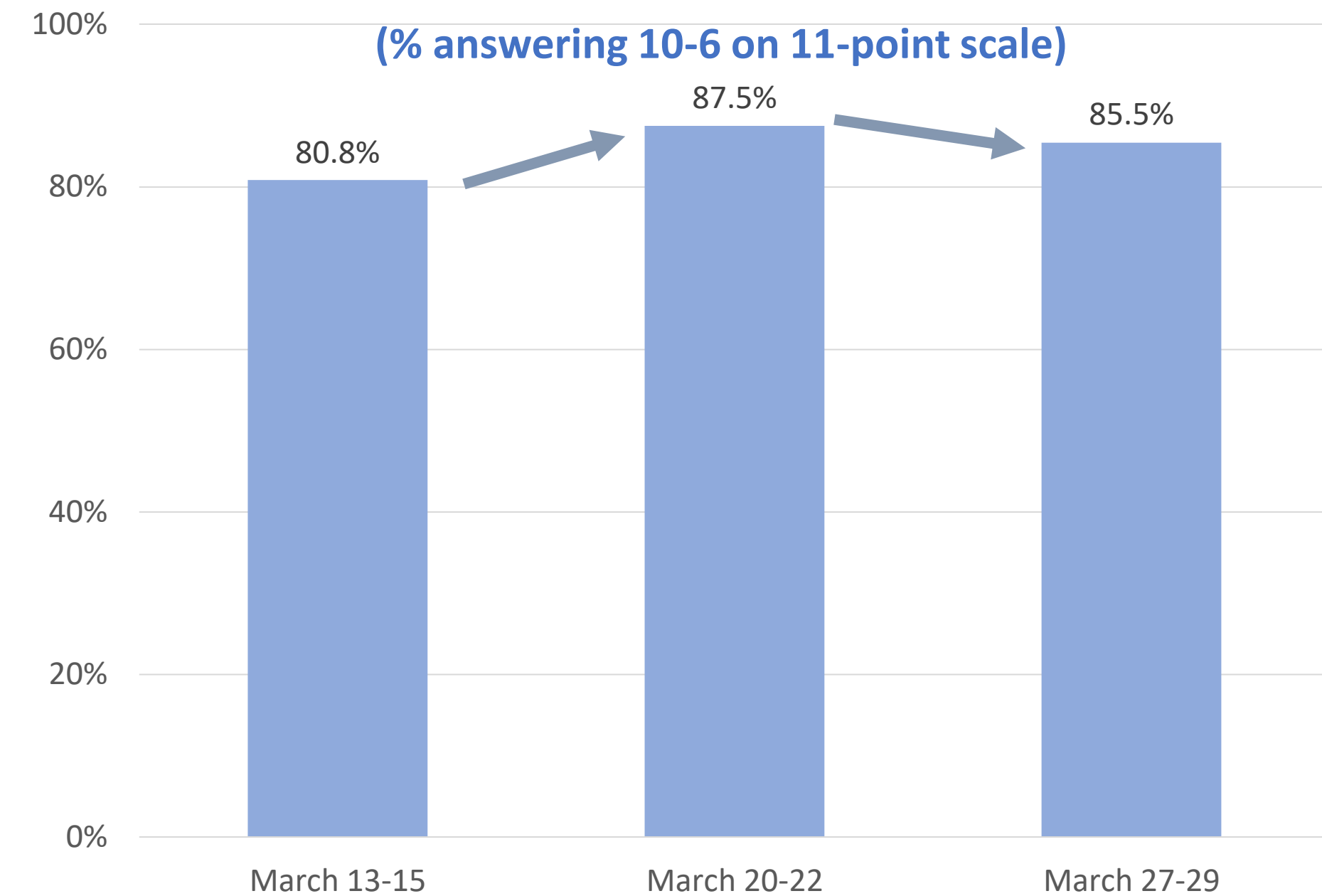
Summary: Economic Concern Metrics

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)

National Economy



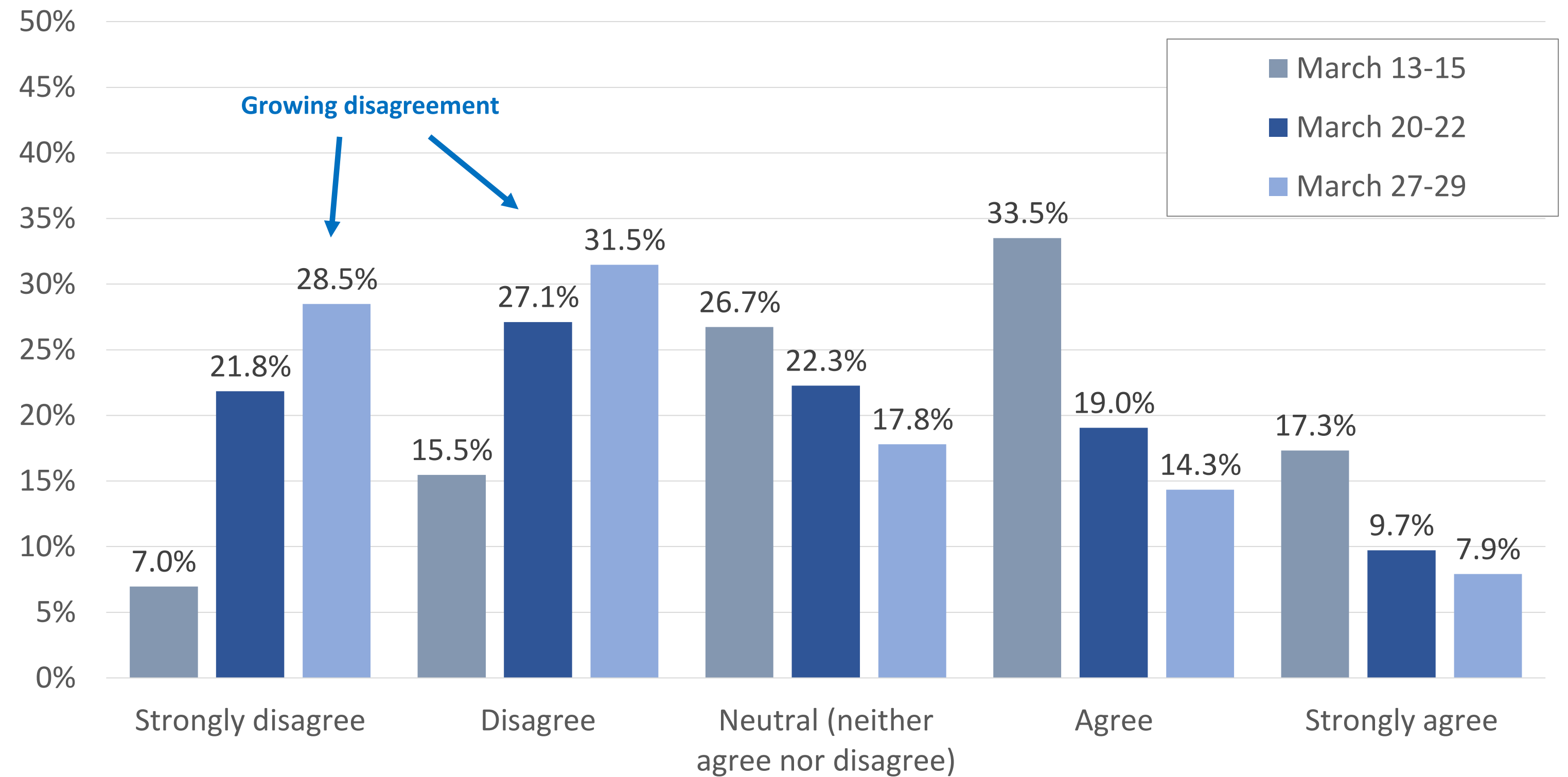
Question: Thinking about the current Coronavirus situation, how concerned are you about the impact it may have on the **NATIONAL ECONOMY?**

Comfort Enjoying Home Community

How much do you agree with the following statement?

Statement: I still feel comfortable going out in my community to restaurants, local attractions and undertaking local activities.

(Base: All respondents, 1,201, 1,200 and 1,201 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)

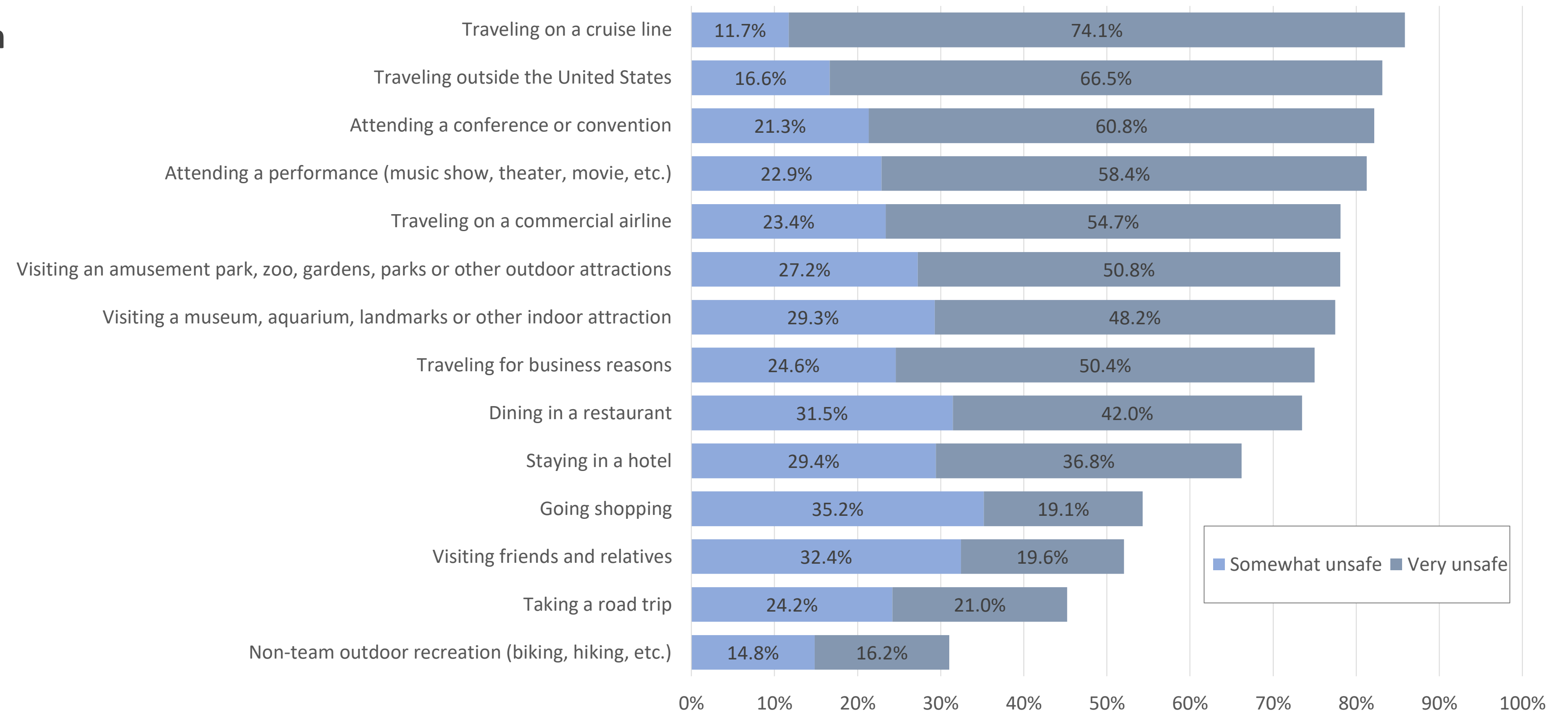


Perceived Safety of Travel Activities (Wave 3)

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

(Base: All respondents, 1,201 completed surveys. Data collected March 27-29, 2020)

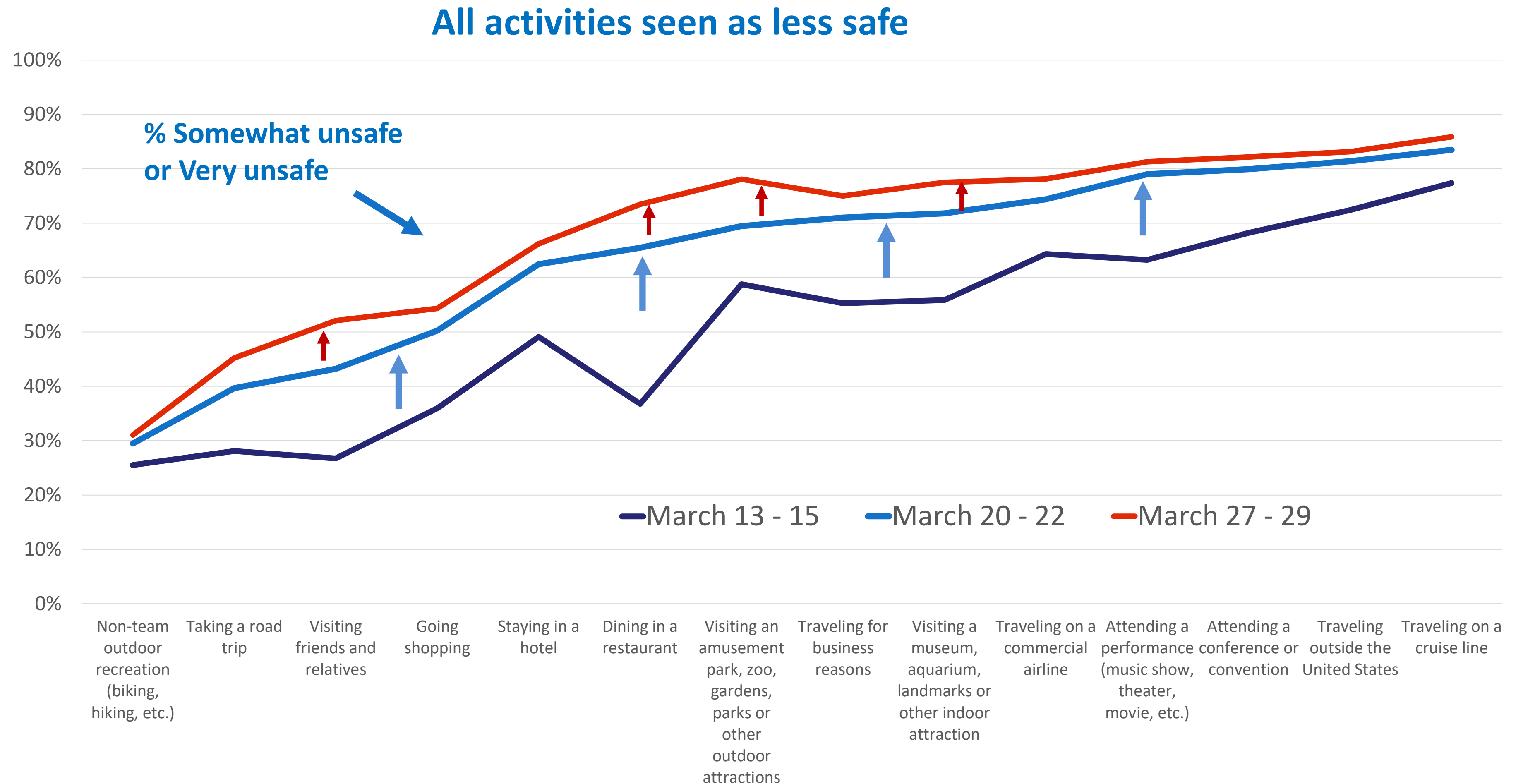
Wave 3 (Collected March 27-29)



Perceived Safety of Travel Activities (Waves 1-3)

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

(Base: All respondents, 1,201, 1,200 and 1,201 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)



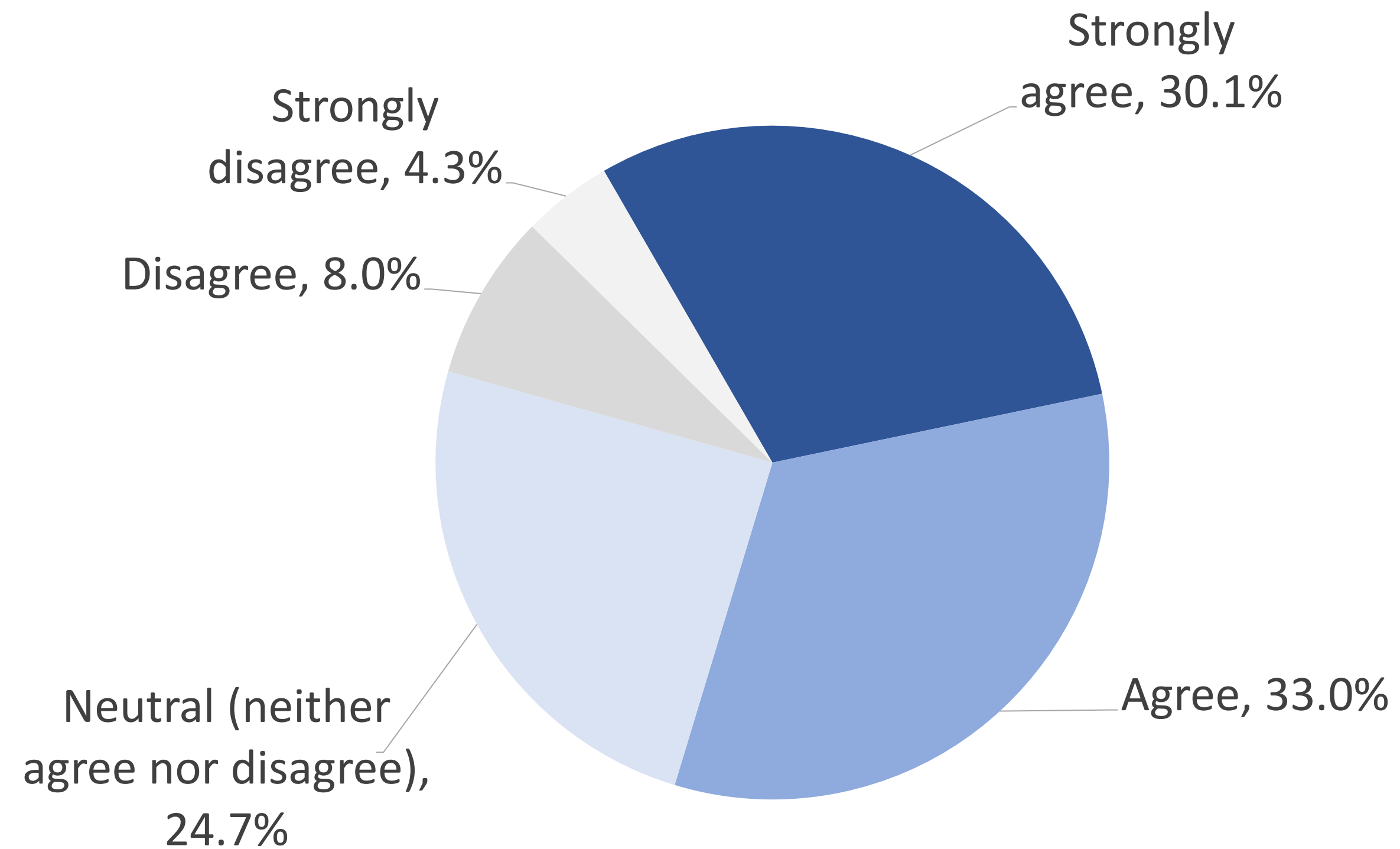
Excited to Get Back to Traveling

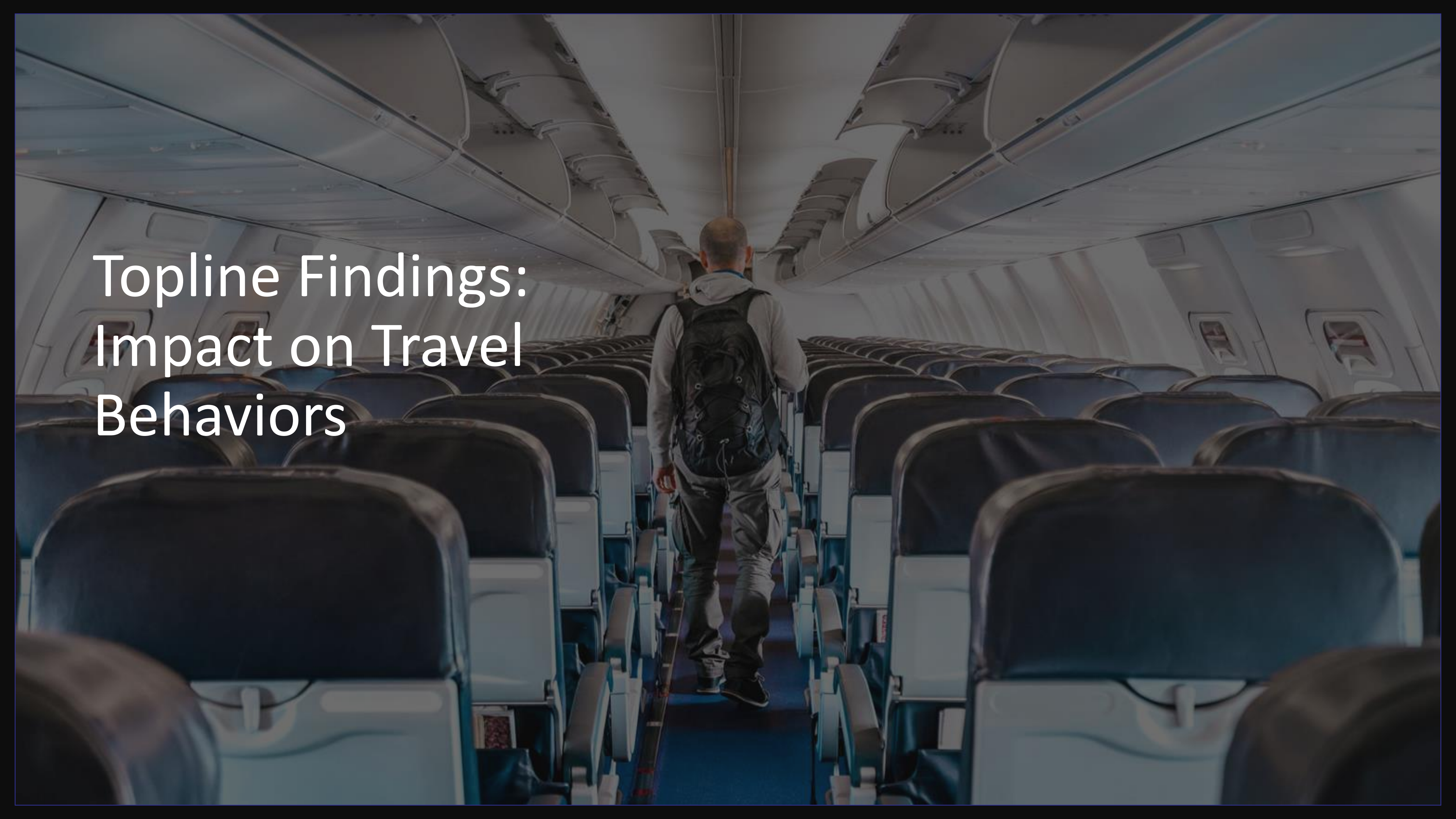
How much do you agree with the following statement?

Question: I miss traveling. I can't wait to get out and travel again.

(Base: All respondents, 1,201 completed surveys. Data collected March 27-29, 2020)

New Question Added in Wave 3



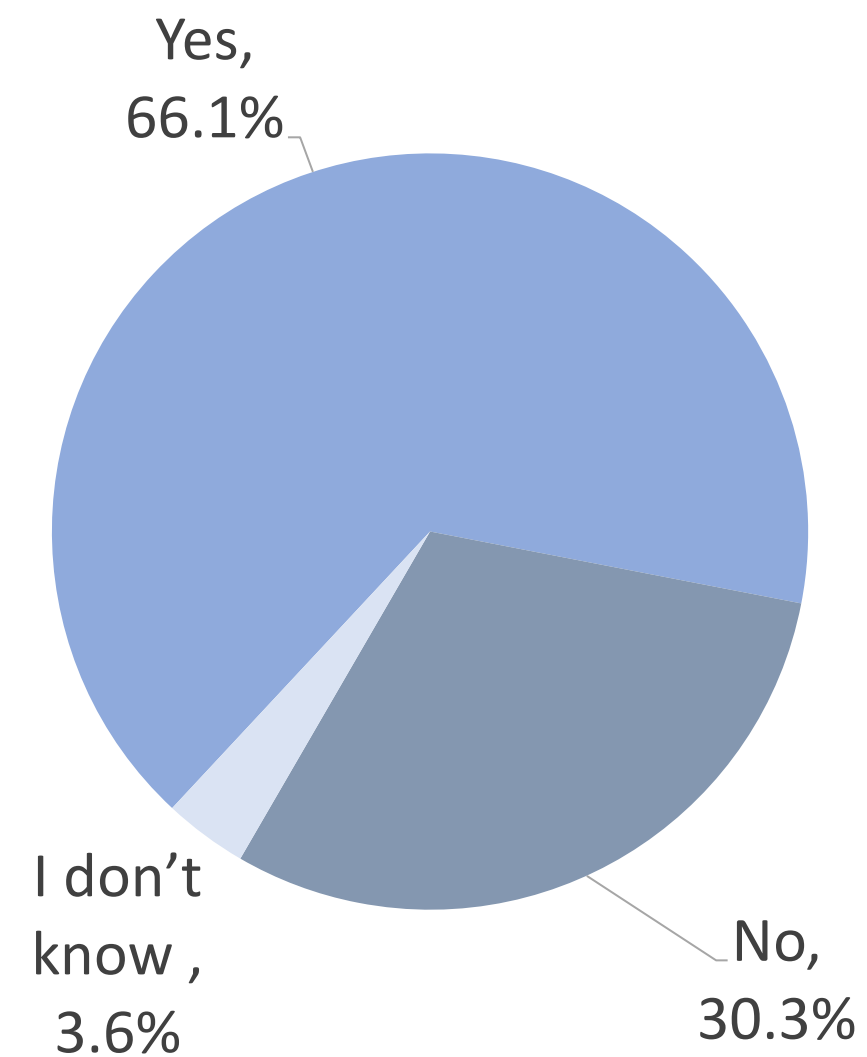
A person wearing a white hoodie, grey cargo pants, and a black backpack is walking away from the camera down the center aisle of an empty airplane. The seats are blue and the overhead luggage bins are closed. The lighting is dim, creating a somber atmosphere.

Topline Findings: Impact on Travel Behaviors

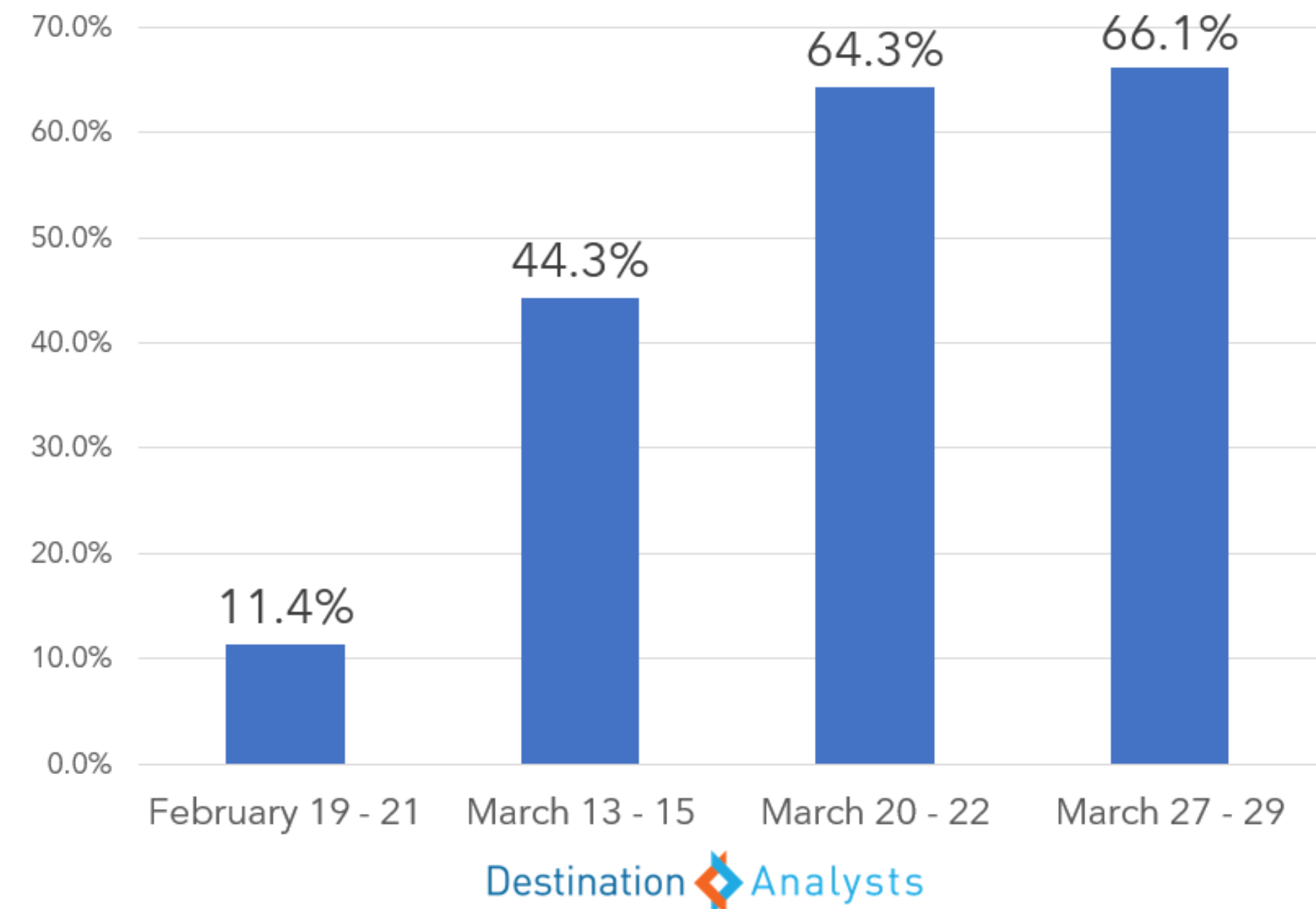
Impact of the Coronavirus on Travel

Question: Has the current Coronavirus situation affected your travel in any way? (Please consider all your travel--leisure, business, group meeting, etc.)

Wave 3 (March 27-29)



American Travelers Who Have Had Trips Affected by COVID-19



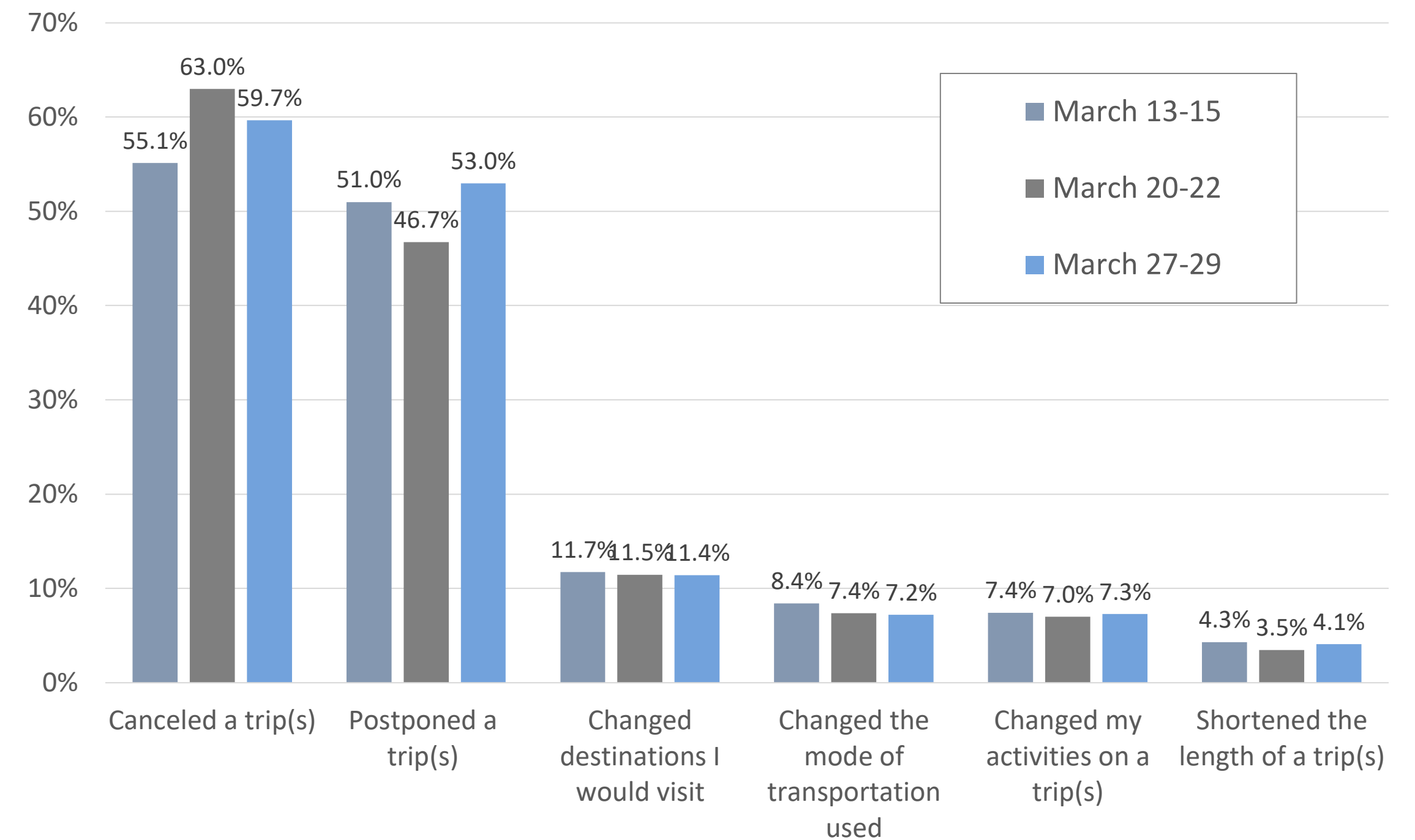
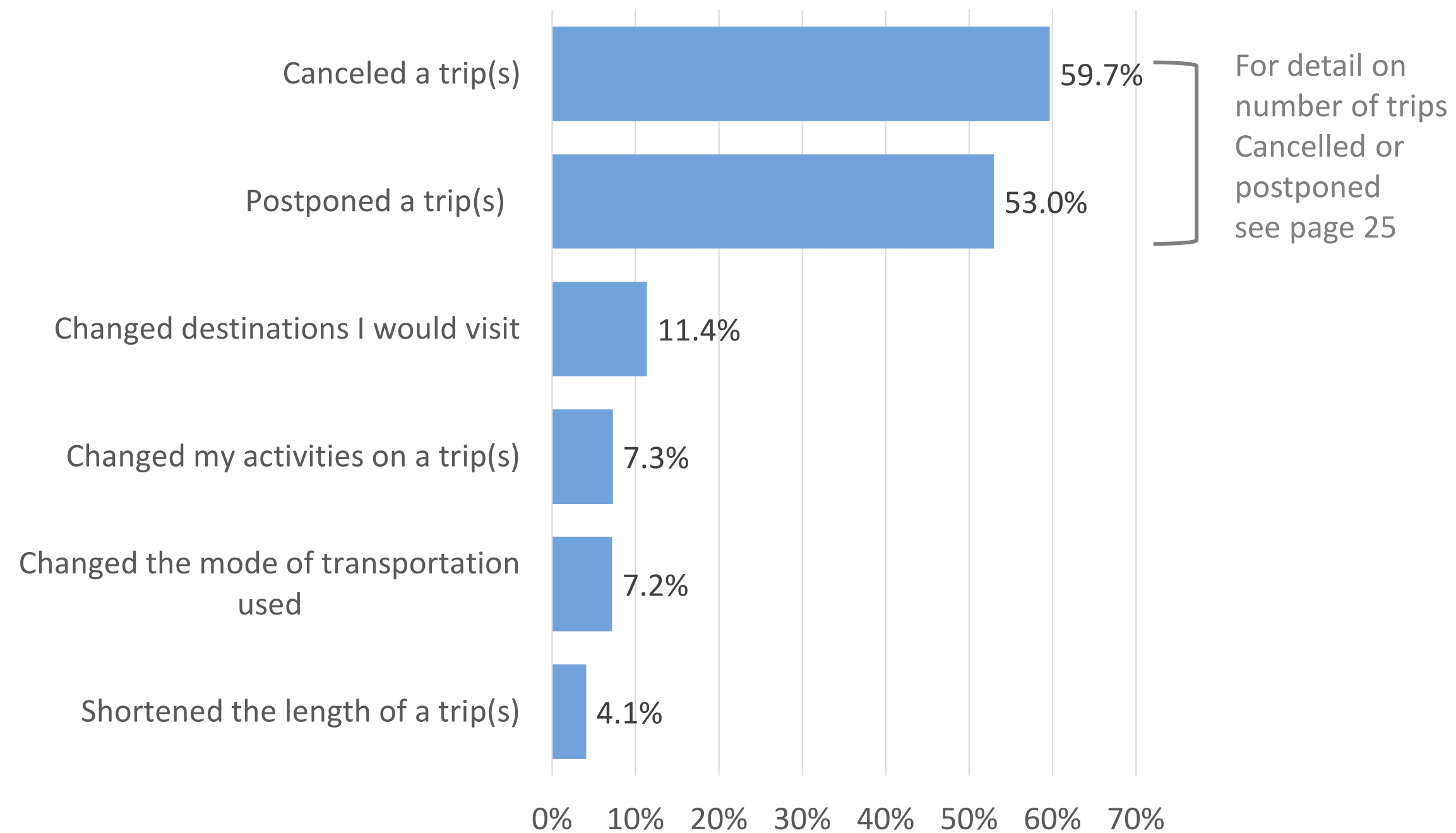
(Base: All respondents, 1,201, 1,200 and 1,201 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)

How the Coronavirus has Impacted Travel

Question: How has Coronavirus situation affected your travel? (Select all that apply) ?

Due to the Coronavirus situation, I have_____.

Wave 3 (March 27-29)

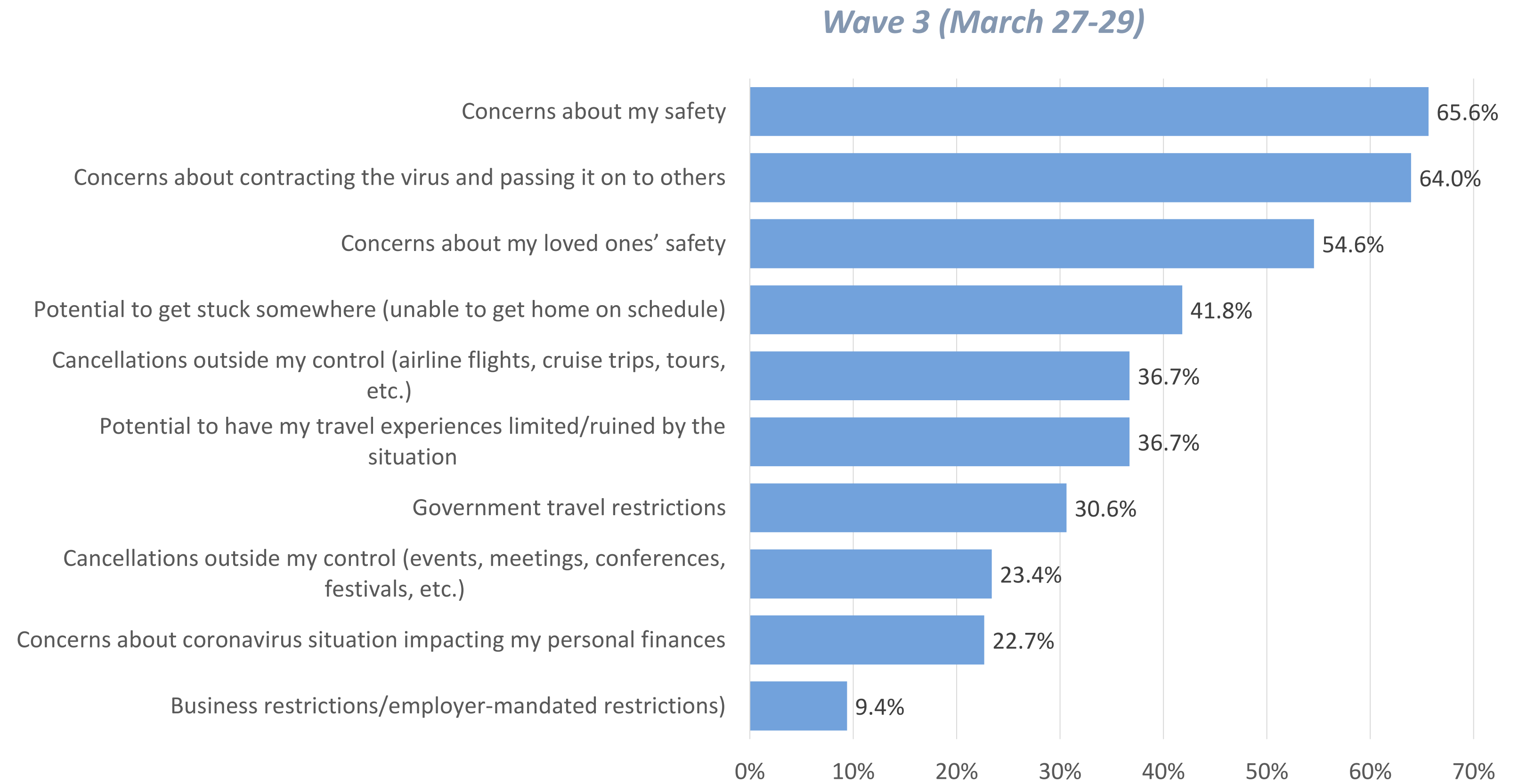


(Base: Respondents whose travel was impacted by the Coronavirus, 533, 770 and 795 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)

Why the Coronavirus is Impacting Travel

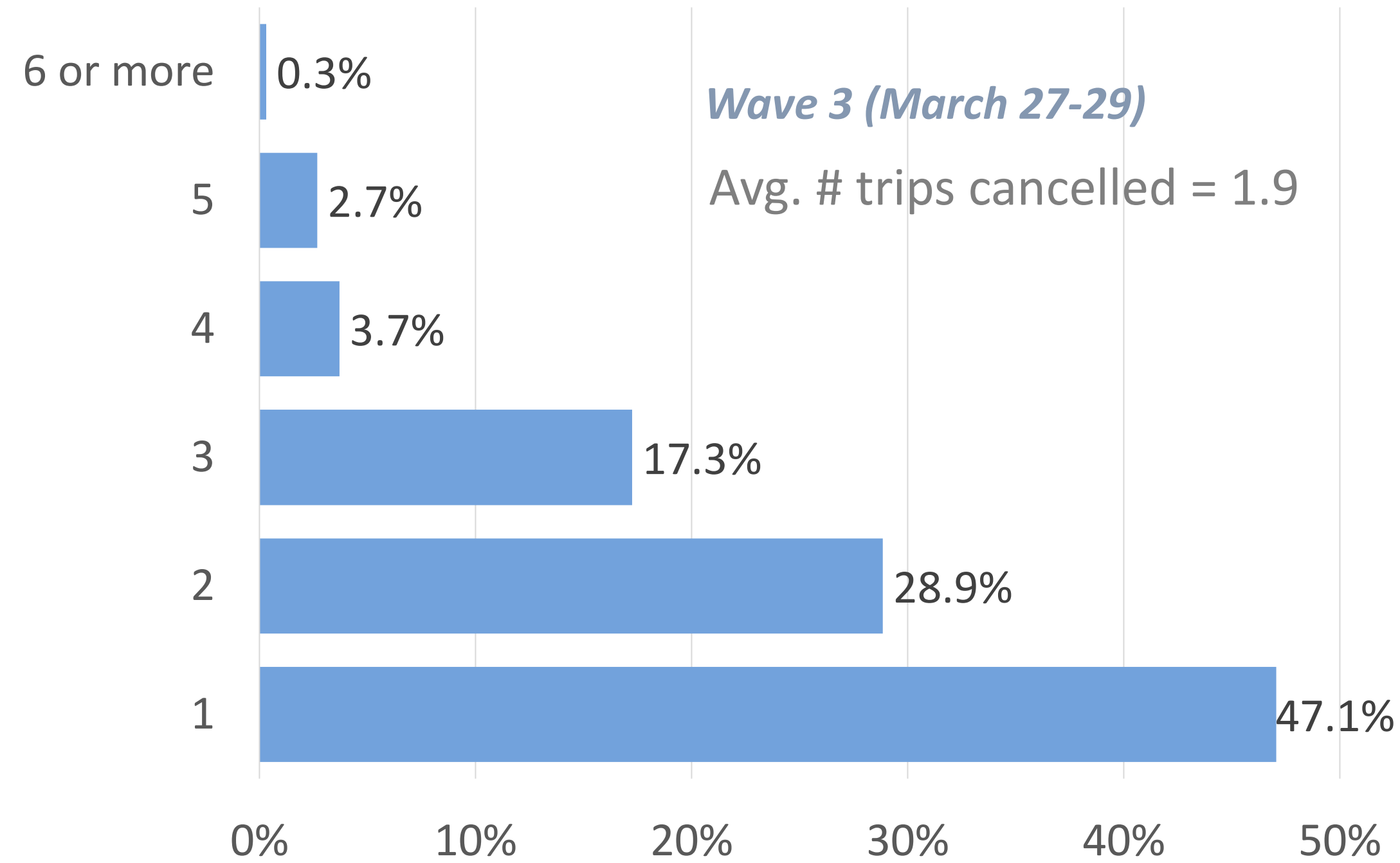
Question: Which of the following are reasons the Coronavirus situation has changed your travels?

(Base: Respondents whose travel was impacted by the Coronavirus, 533, 770 and 795 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)

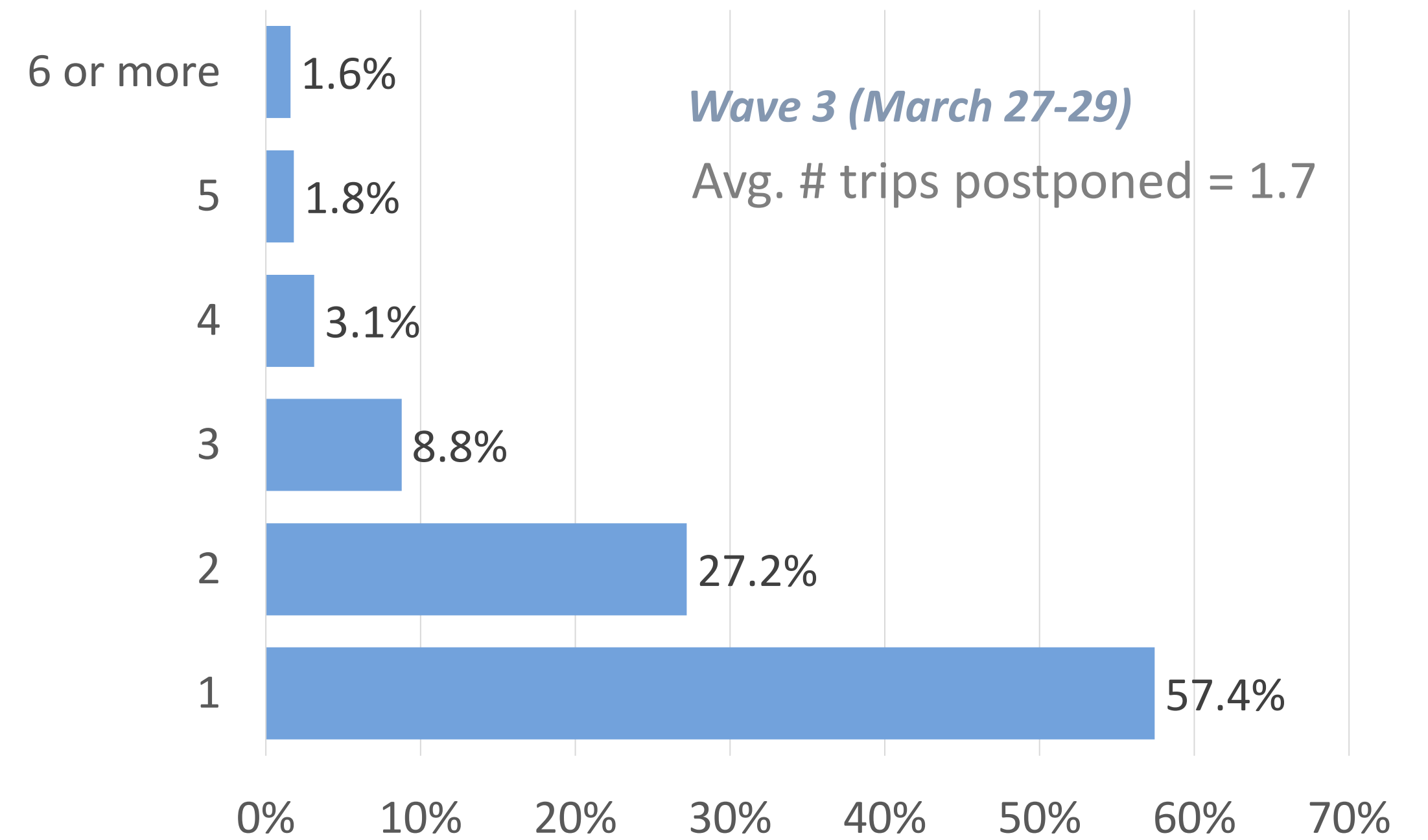


Trips Cancelled/Postponed

Question: How many trips did you cancel?



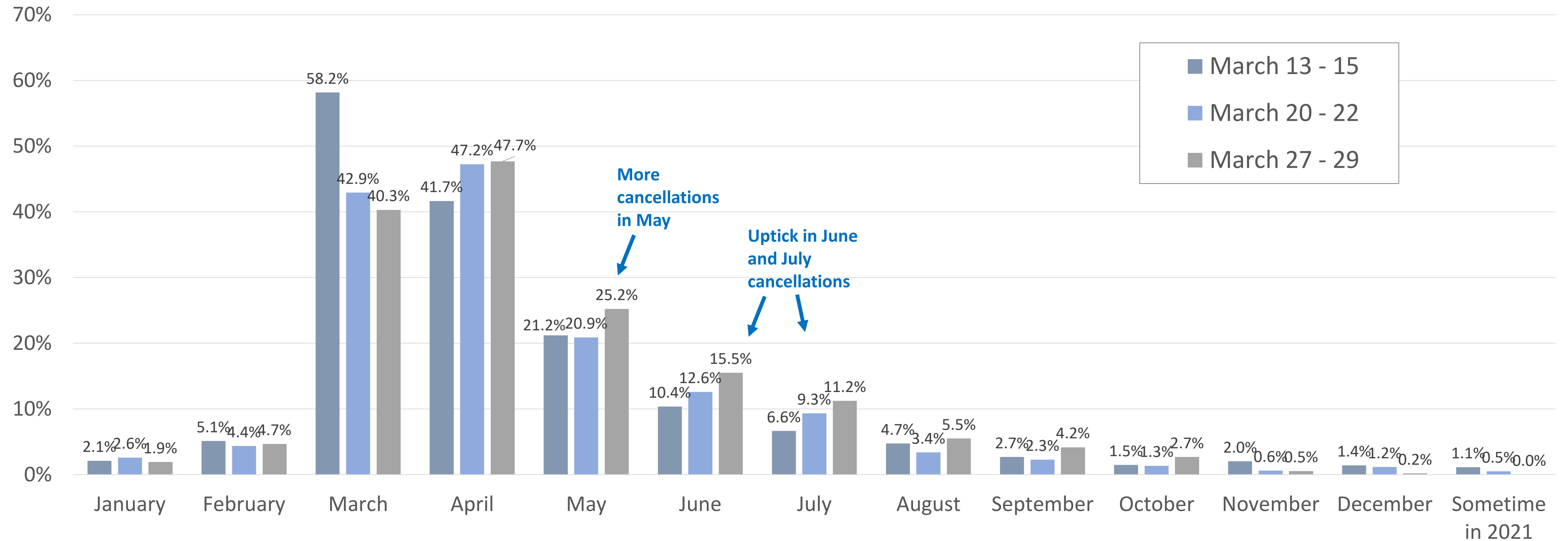
Question: How many trips did you postpone?



(Base: Respondents cancelling/postponing a trip, 507/408 completed surveys. Data collected March 27-29th, 2020)

Month of Trip Cancellation

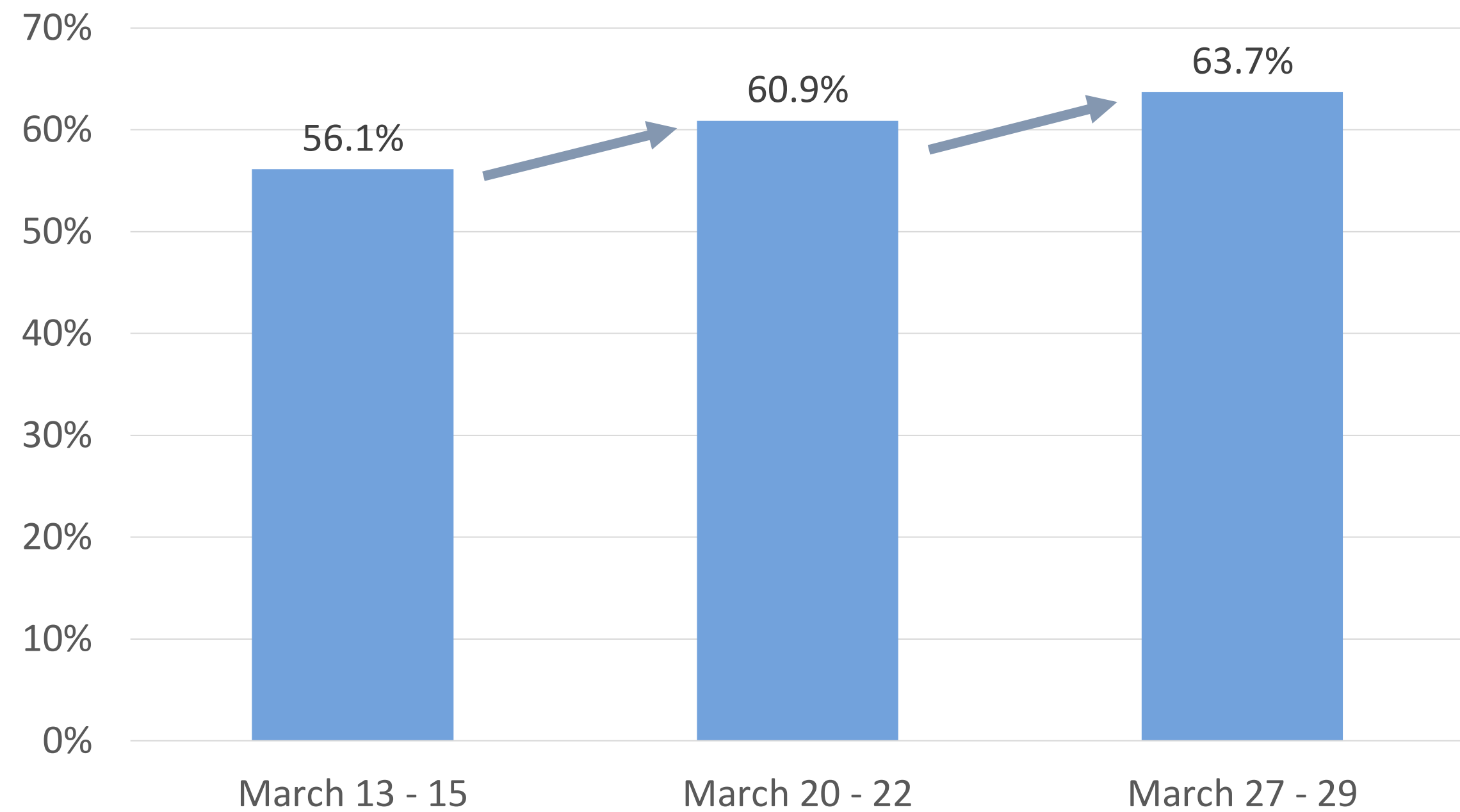
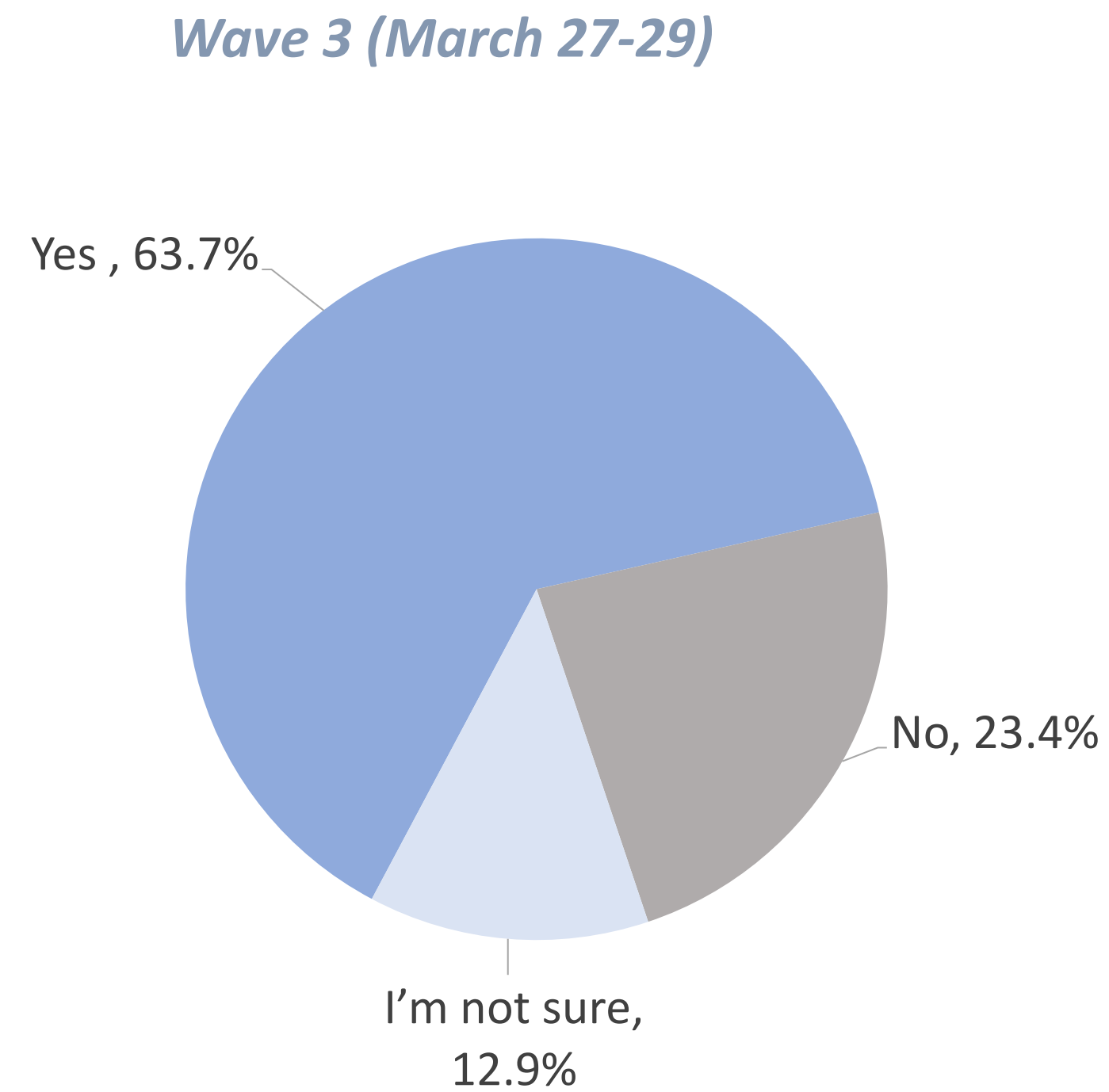
Question: The trip(s) you CANCELLED would have taken place in which months? (Select all that apply)



(Base: Cancelling trips , 292,477 and 506 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)

Did Traveler Get Full Refunds?

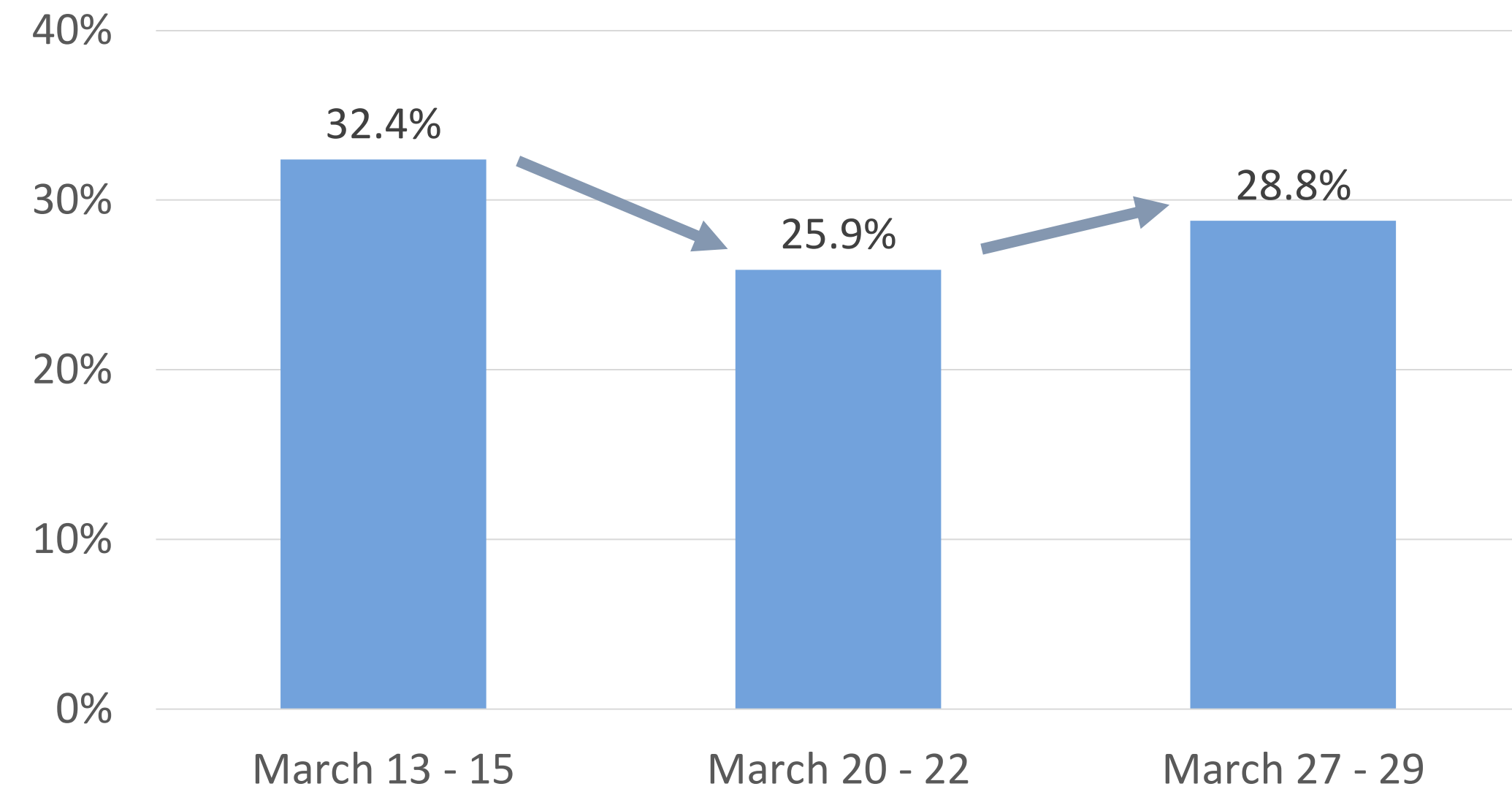
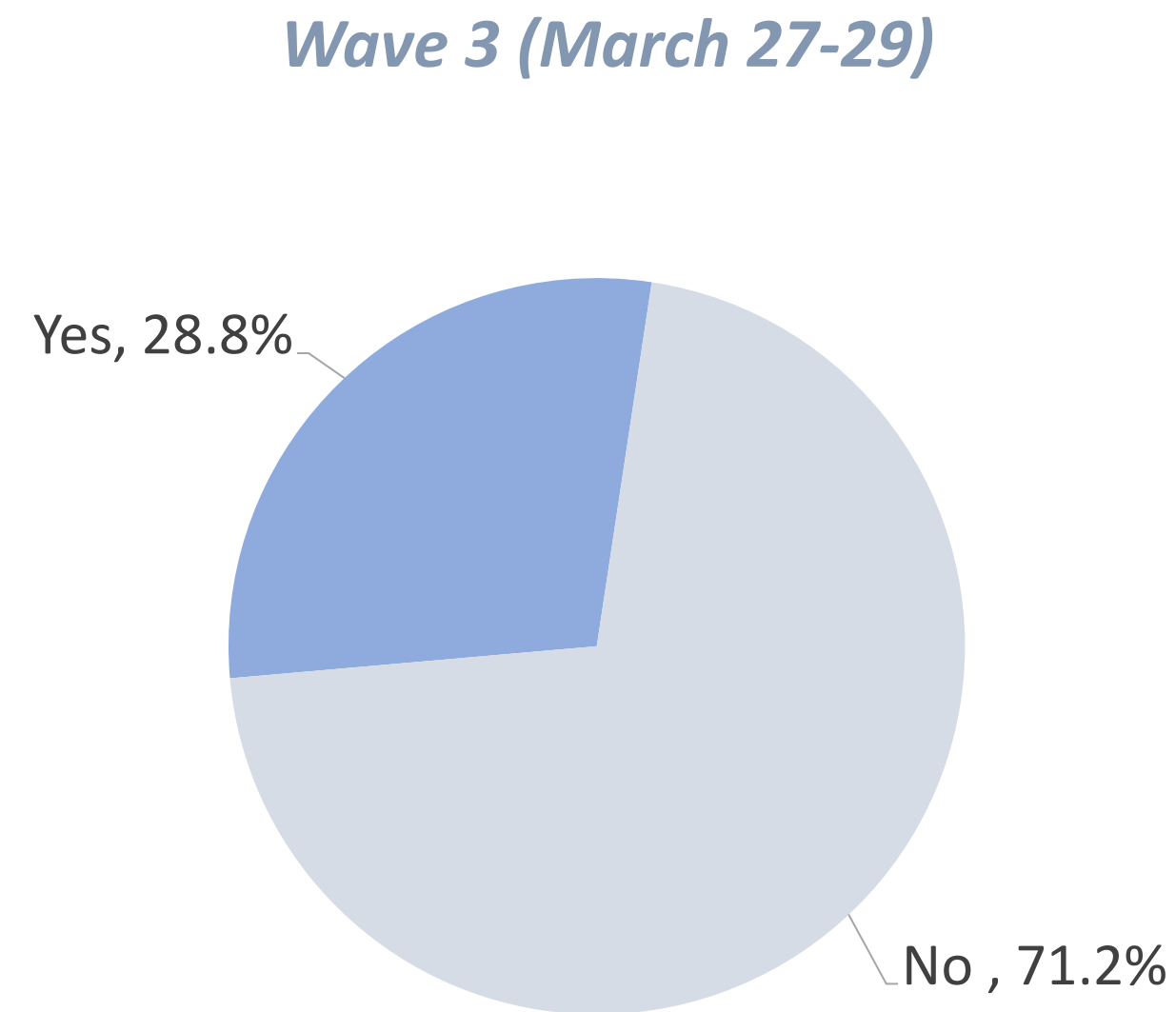
Question: Did you get full refunds for any reservations you cancelled? (Select one)



(Base: Respondents cancelling a trip, 404 completed surveys. Data collected March 27-29, 2020)

Were Postponed Trips Rescheduled?

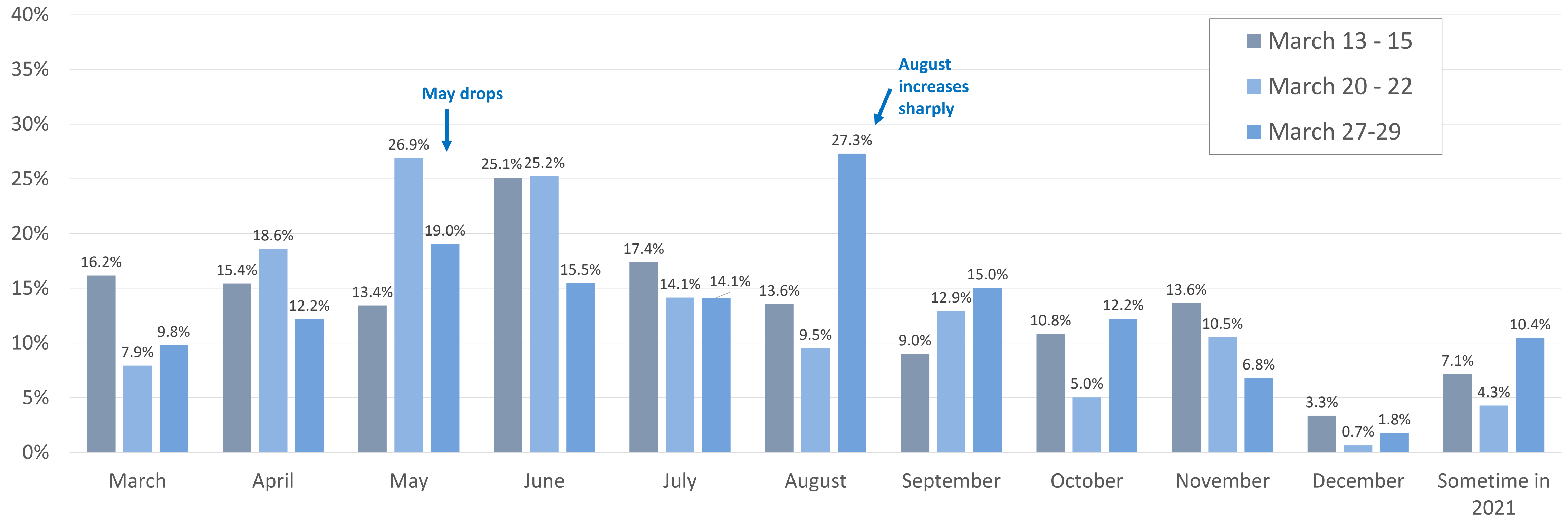
Question: You said earlier that you had **POSTPONED** at least one trip. Have you rescheduled a date (even tentatively) for this travel?



(Base: Postponing trips , 277, 354 and 404 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)

Month Postponed Trips Rescheduled

Question: The trip(s) you postponed were rescheduled to take place in which month(s)? (Select all that apply)

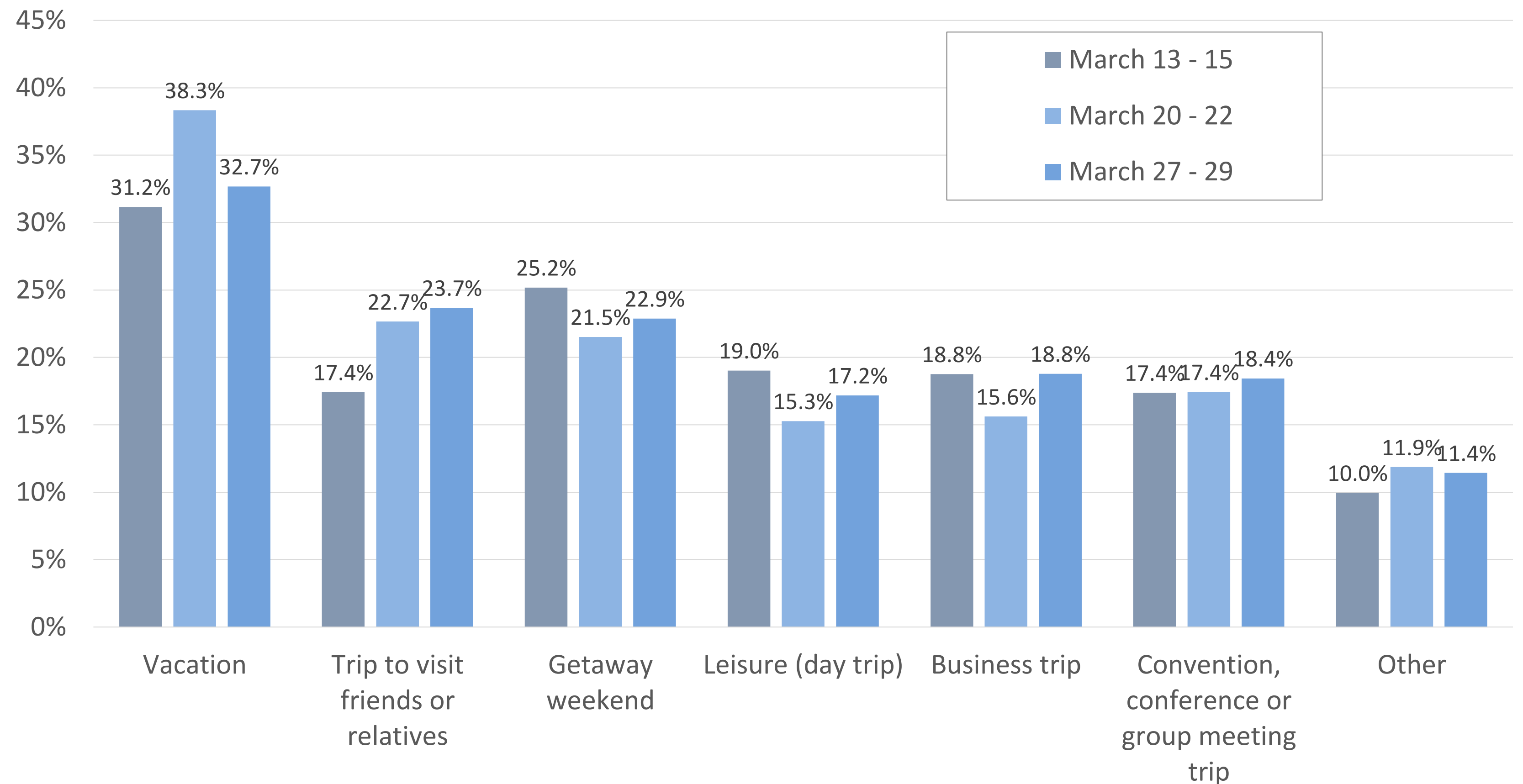


(Base: Postponing trips rescheduled, 99, 86 and 120 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)

Types of Trips Cancelled

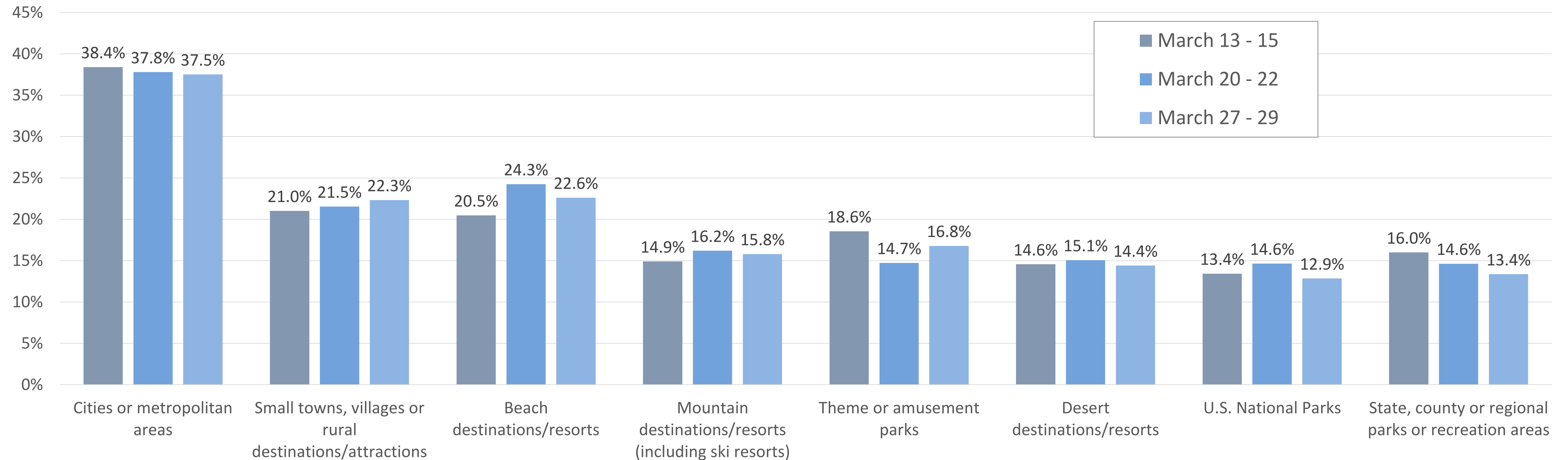
Question: What kind of trip (or trips) did you cancel or postpone? (Select all that apply)

(Base: Cancelling trips , 292,477 and 506 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)



Type of Destination Being Cancelled

Question: Thinking about these cancelled or postponed trips, which destination types were you planning to visit but ended up postponing or cancelling? (Select all that apply)

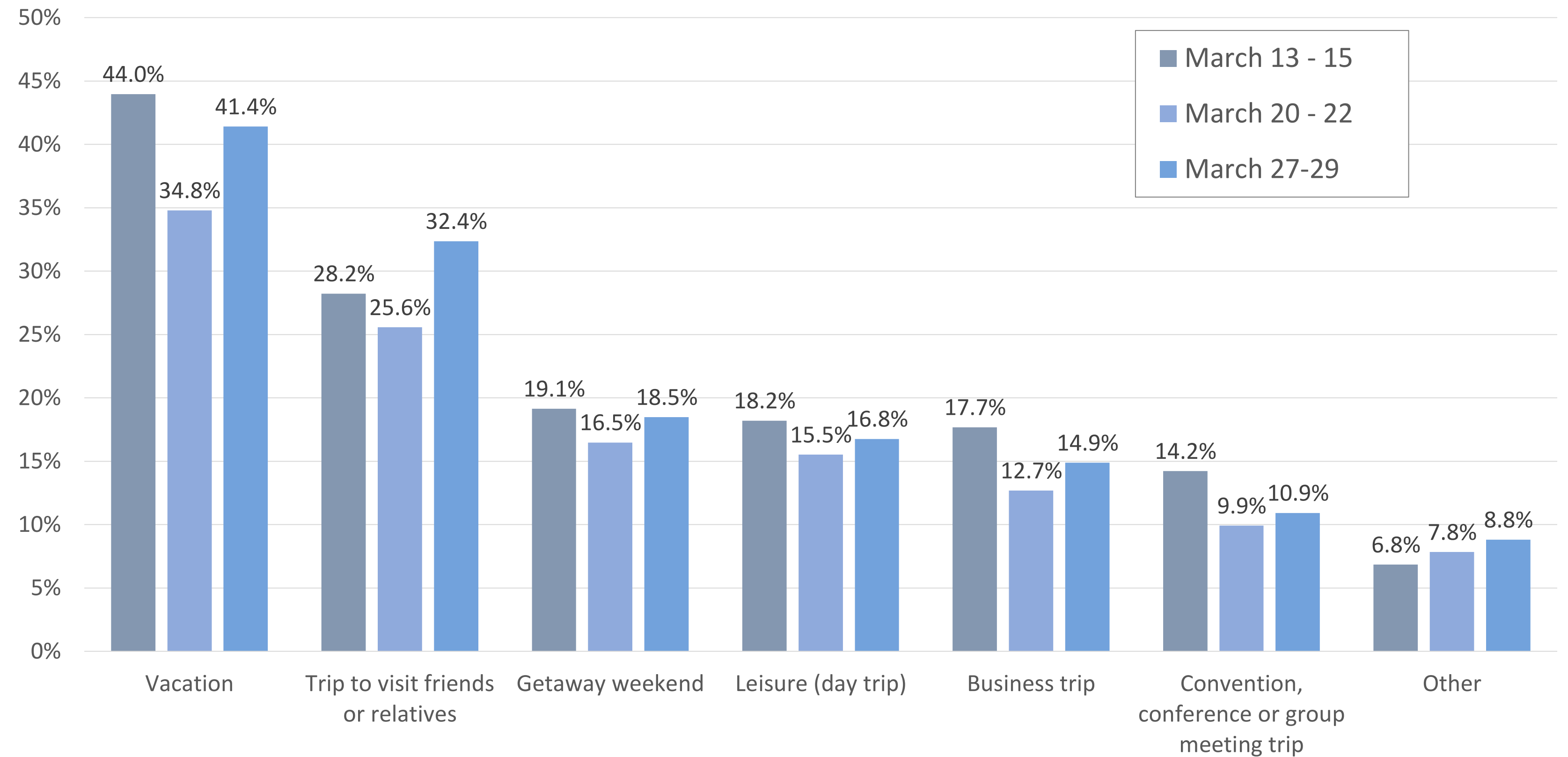


(Base: Cancelling trips , 292,477 and 506 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)

Types of Trips Postponed

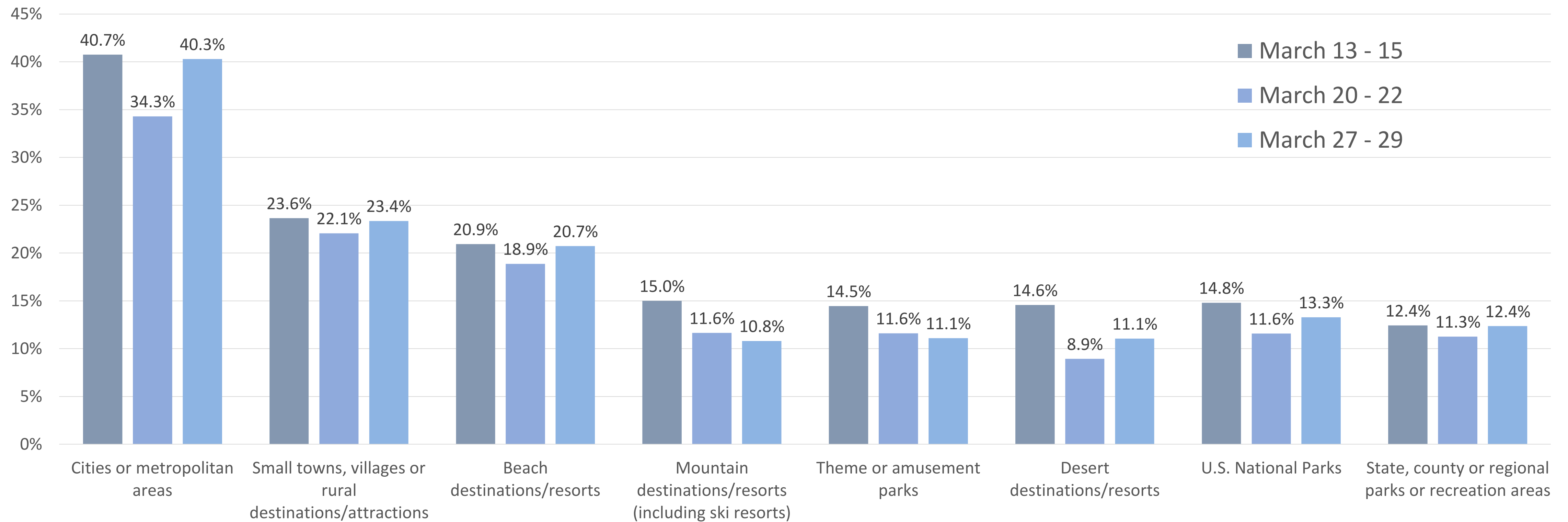
Question: What kind of trip (or trips) did you cancel or postpone?
(Select all that apply)

(Base: Postponing trips , 277, 354 and 404 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)



Type of Destination Being Postponed

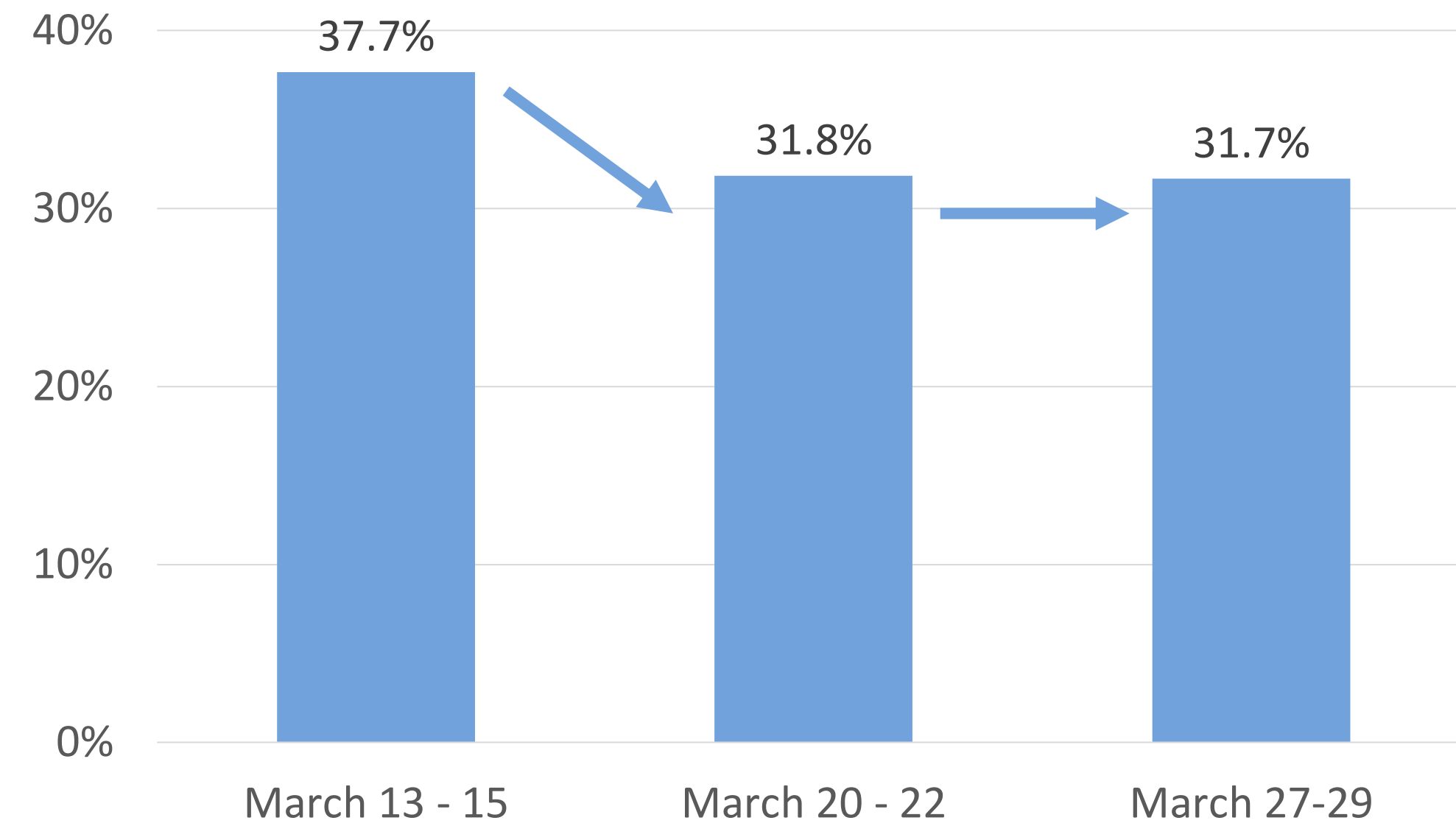
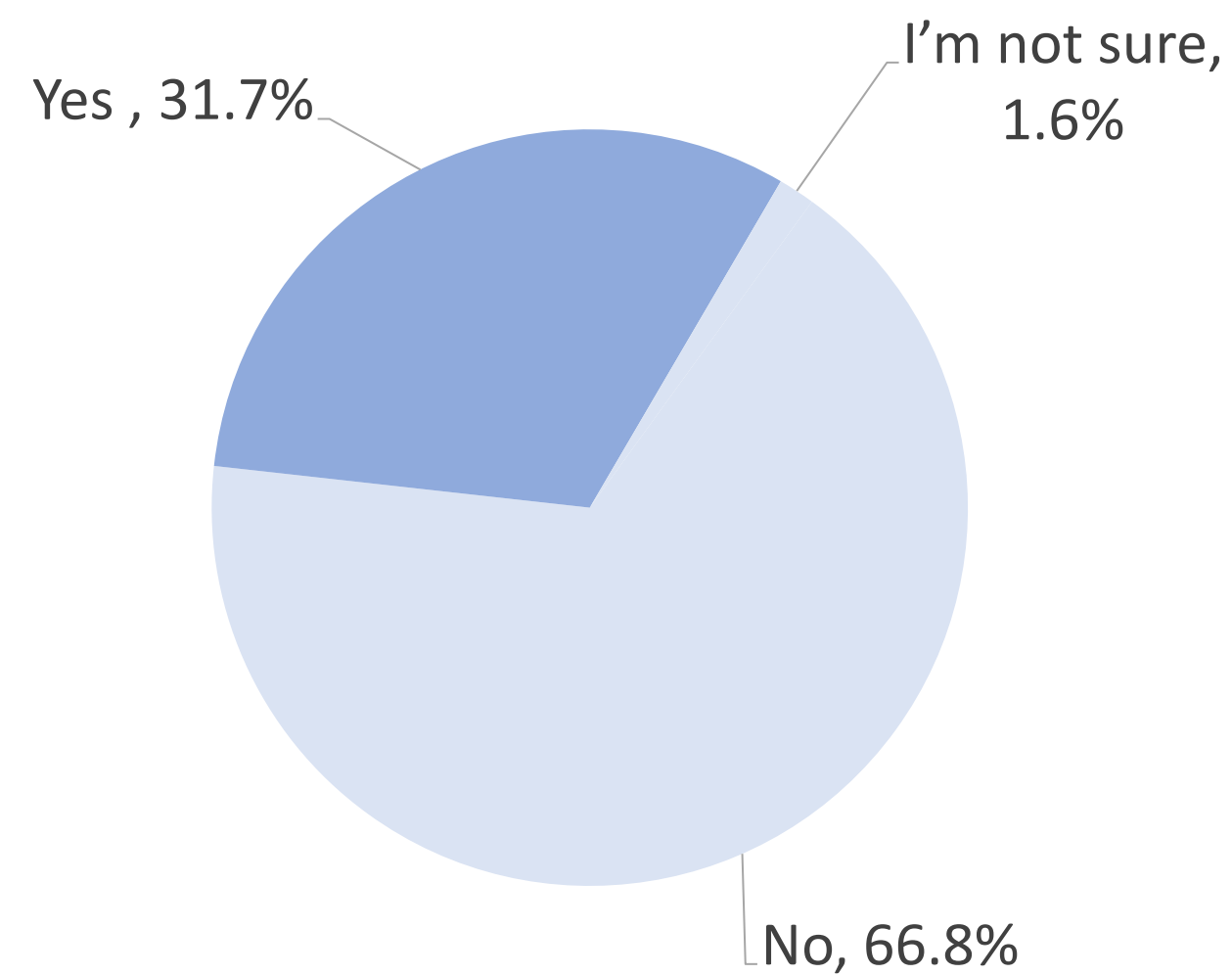
Question: Thinking about these cancelled or postponed trips, which destination types were you planning to visit but ended up postponing or cancelling? (Select all that apply)



(Base: Postponing trips , 277, 354 and 404 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)

International Trips Postponed and Cancelled

Question: Were any of the trips you cancelled or postponed foreign trips (i.e., travel to countries outside the United States)?



(Base: Respondents cancelling or postponing a trip, 795 completed surveys. Data collected March 27-29, 2020)

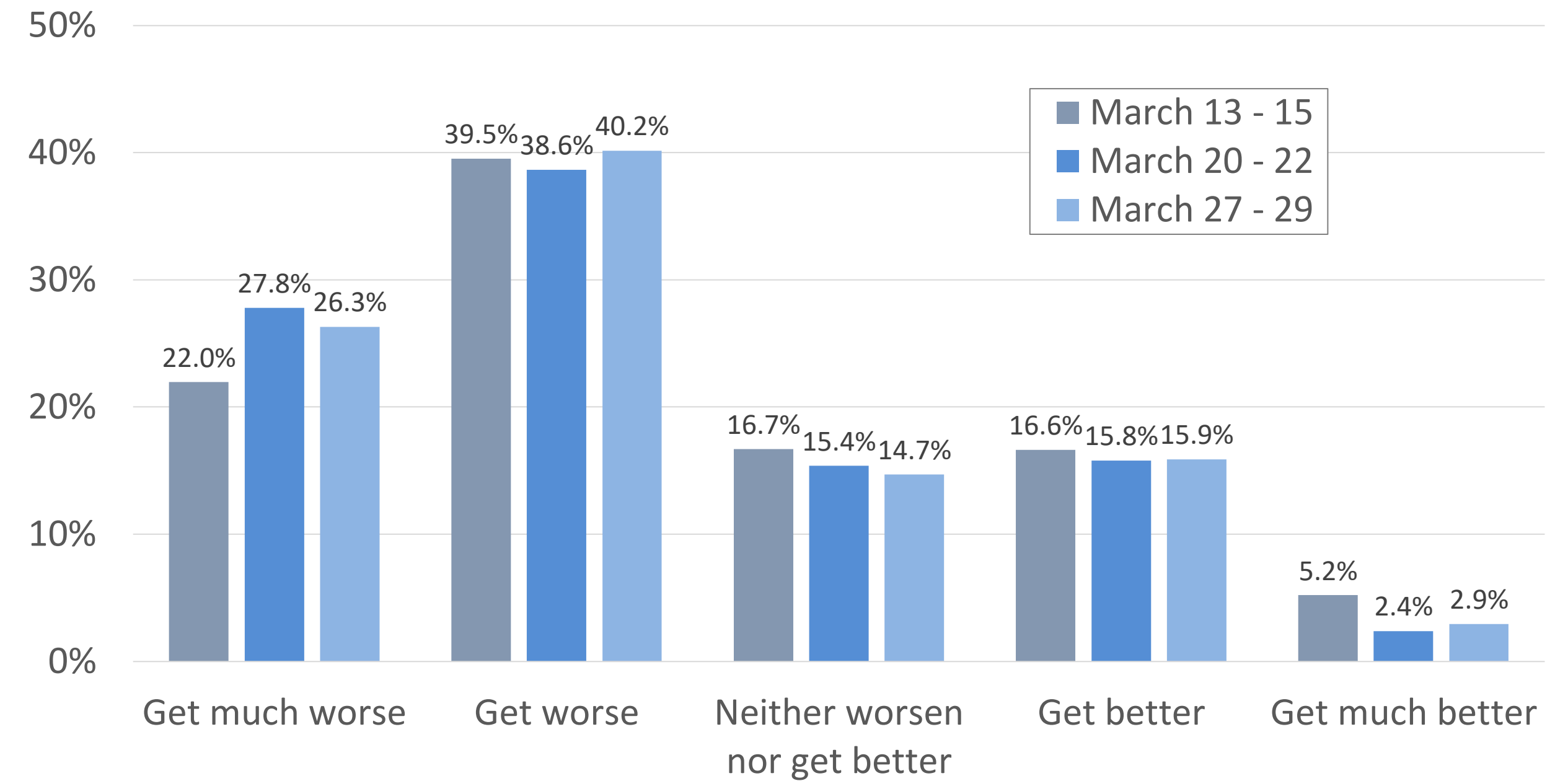
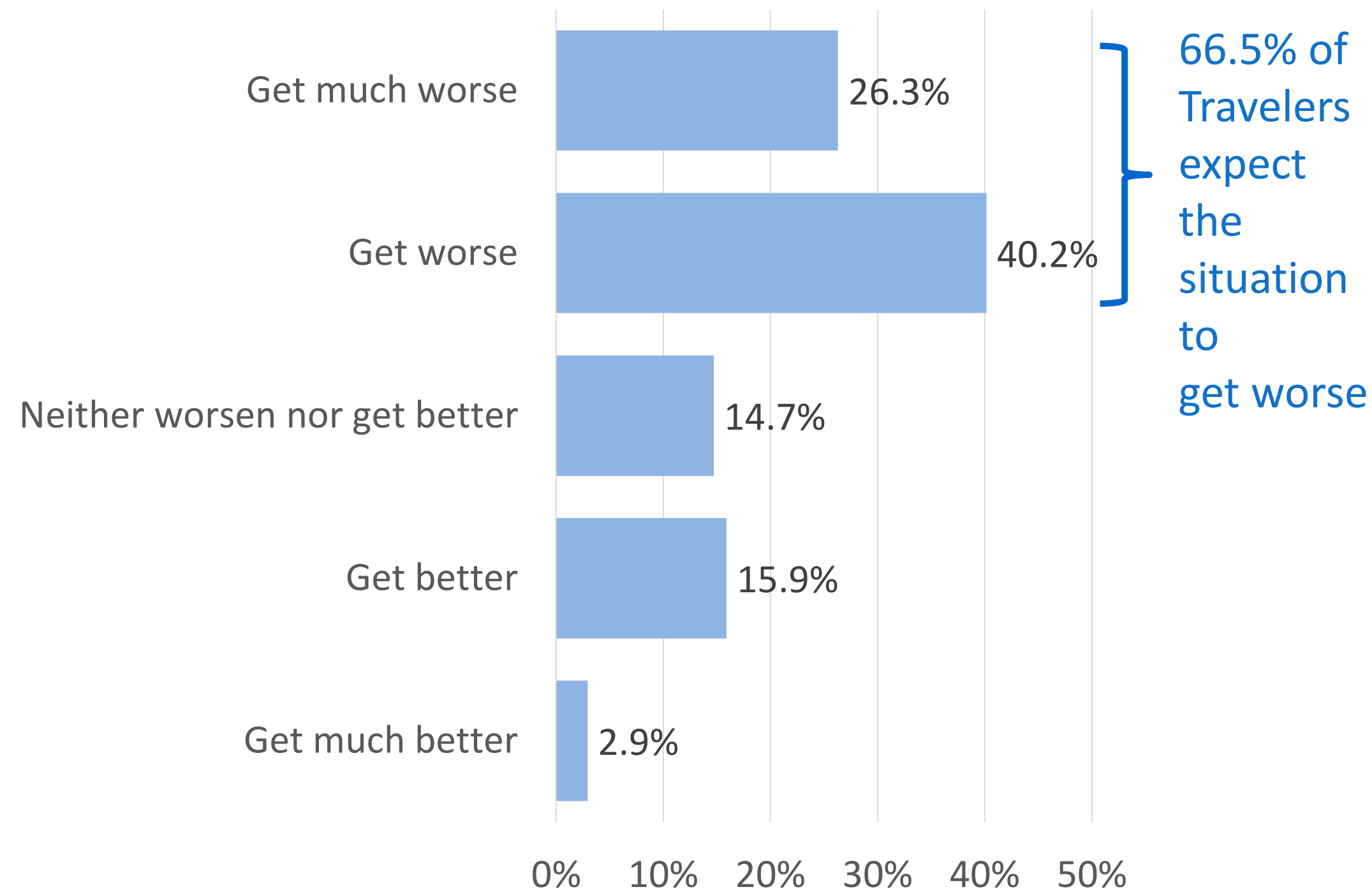
A person with a backpack is walking away from the camera on a narrow path that spans across a large body of water. The scene is set during sunset or sunrise, with a warm, golden glow illuminating the sky and the water. The path is flanked by dark, silhouetted hills. The overall mood is serene and contemplative.

Topline Findings: Impact on Sentiment & Perceptions

Expectations for 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 _____



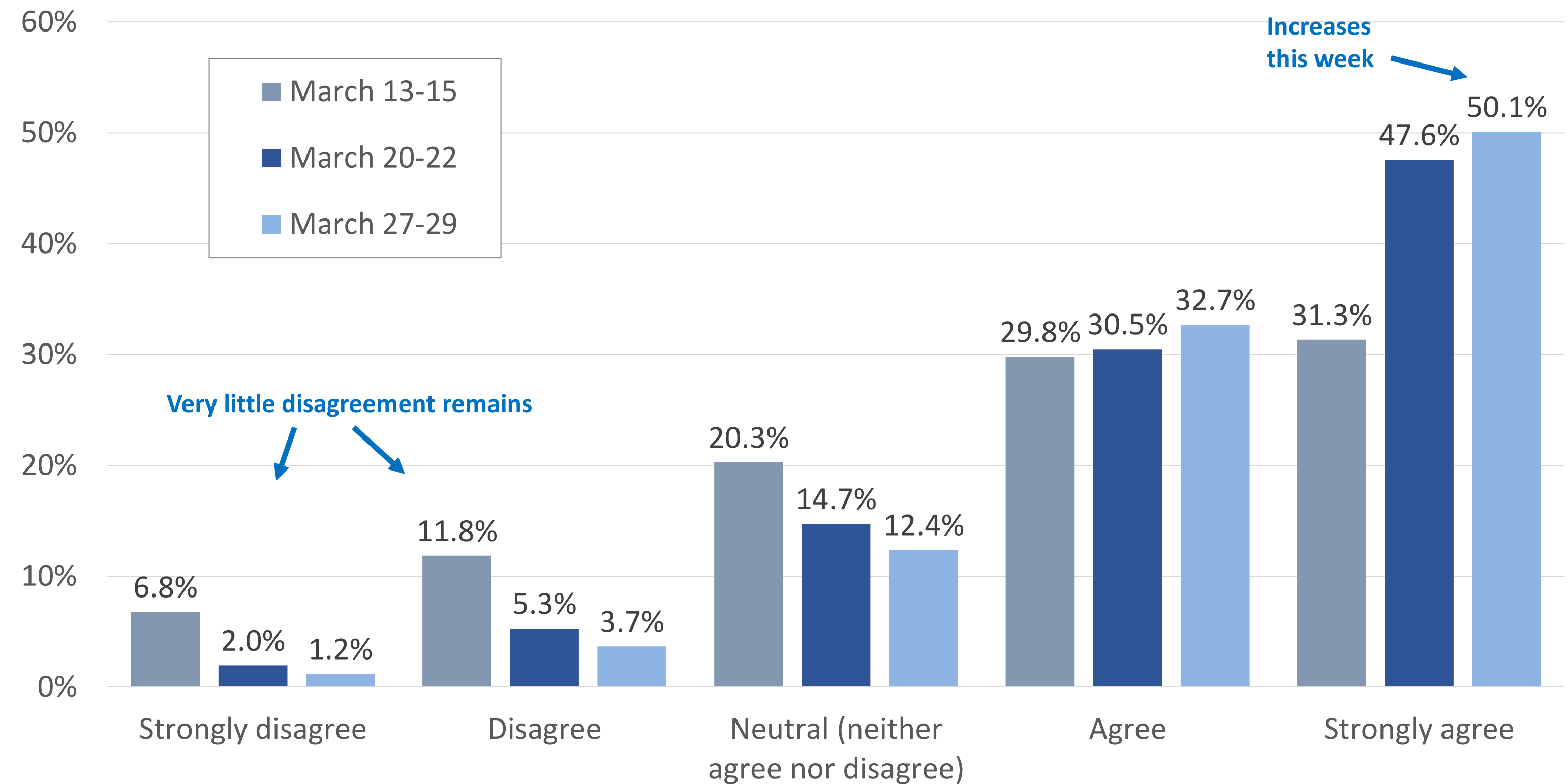
(Base: All respondents, 1,201, 1,200, and 1,201 completed surveys. Data collected March 13-16, 20-22, 2020 and March 27-29, 2020)

Avoiding Travel Until the Crisis Blows Over

How much do you agree with the following statement?

Statement: I'm planning to avoid all travel until the Coronavirus situation blows over.

(Base: All respondents, 1,201, 1,200 and 1,201 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)



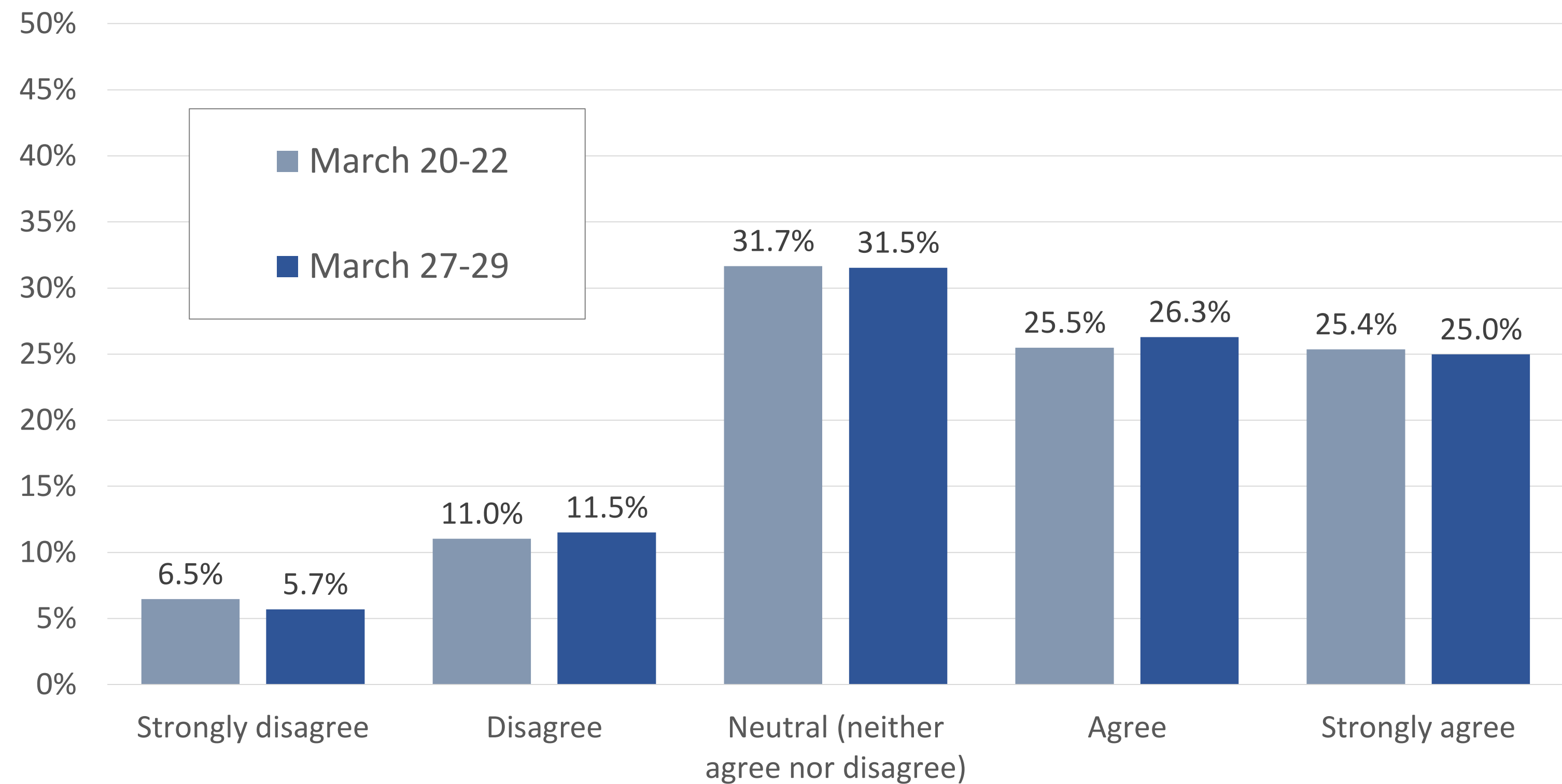
Travel Shaming

How much do you agree with the following statement?

Statement: People who continue to travel right now should be ashamed of themselves.

(Base: All respondents, 1,200 and 1,201 completed surveys. Data collected March 20-22, and 27-29, 2020)

Question Added in Wave 2 (March 20-22)

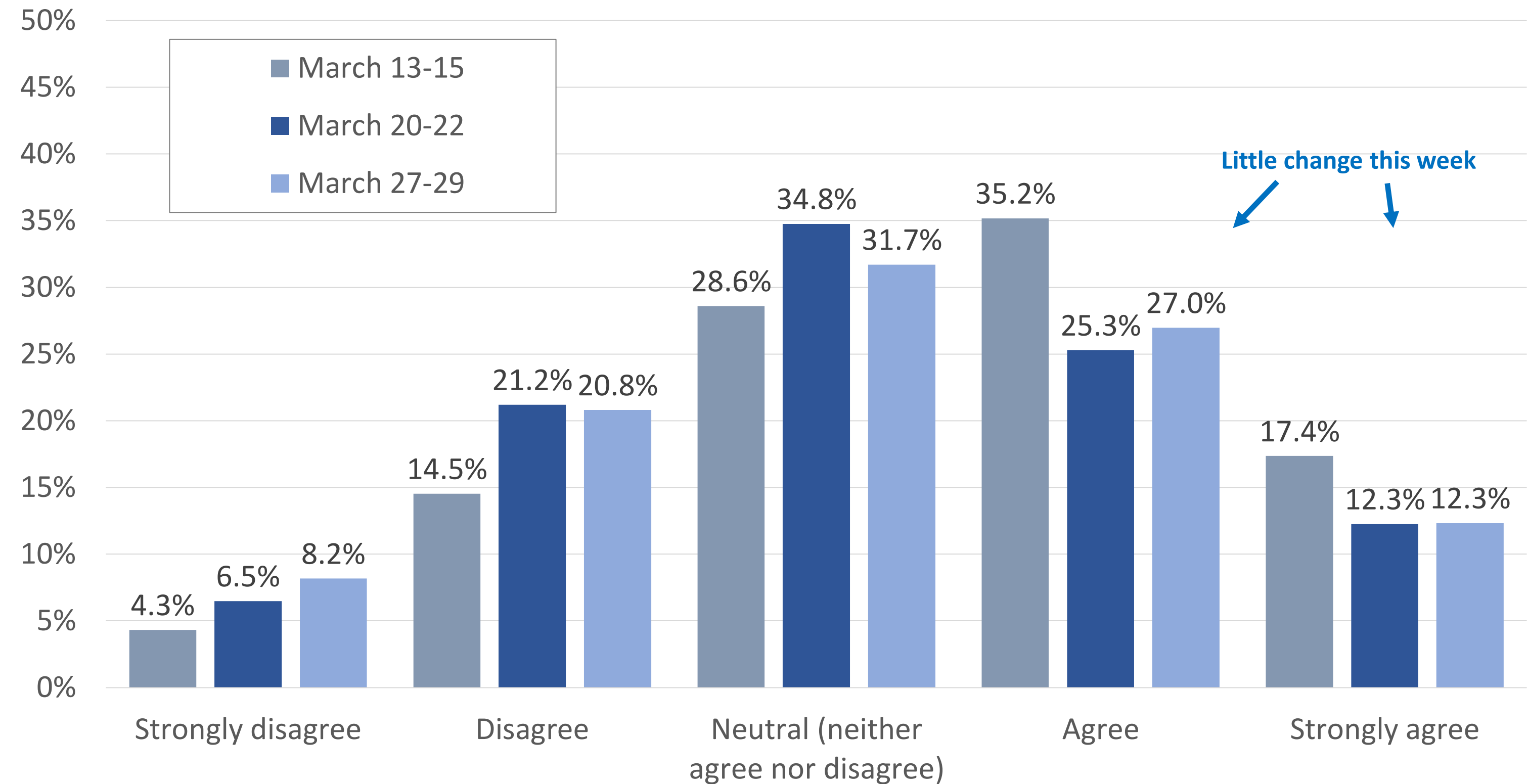


Expectations for Summer Travel Season

How much do you agree with the following statement?

Statement: I expect the Coronavirus situation will be resolved before the summer travel season.

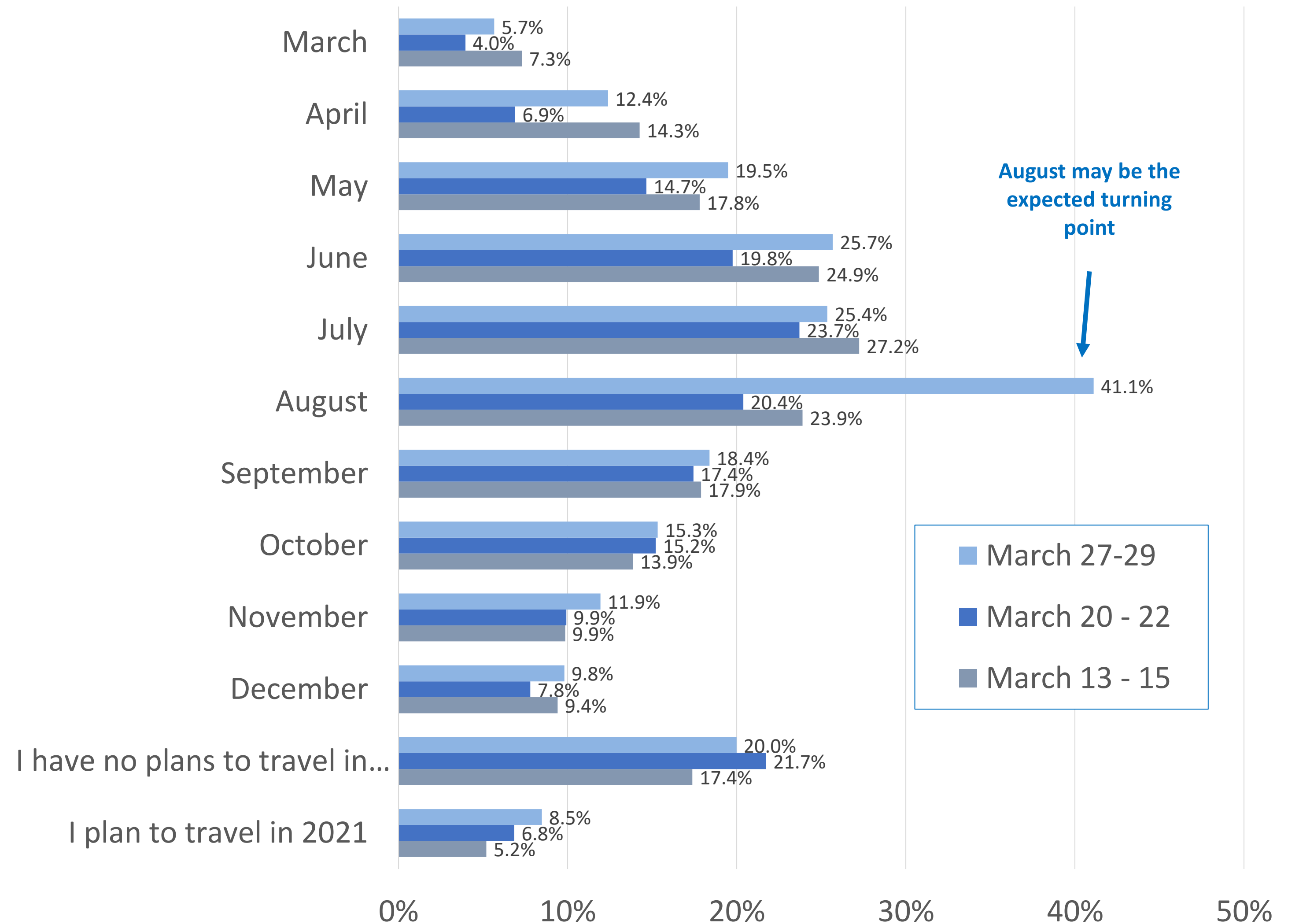
(Base: All respondents, 1,201, 1,200 and 1,201 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)



Upcoming Travel Plans

Question: Even if only tentatively scheduled, in which months of this year do you currently plan to take any leisure trips? (Select all that apply)

(Base: All respondents, 1,201, 1,200 and 1,201 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)

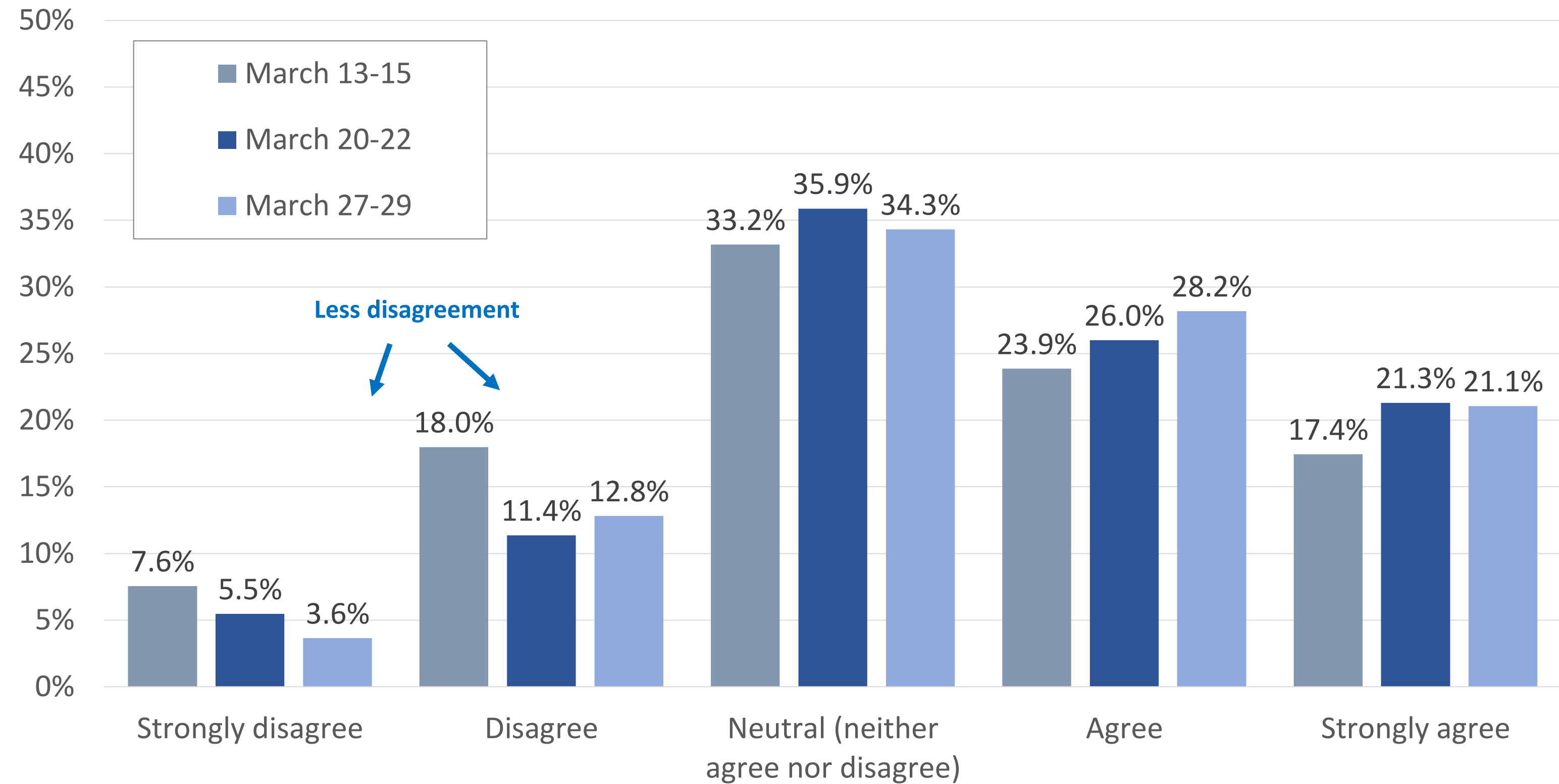


Staycations as a Replacement for Vacations

How much do you agree with the following statement?

Statement: Because of the Coronavirus, I'll probably take a staycation(s) this summer rather than a vacation(s).

(Base: All respondents, 1,201, 1,200 and 1,201 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)

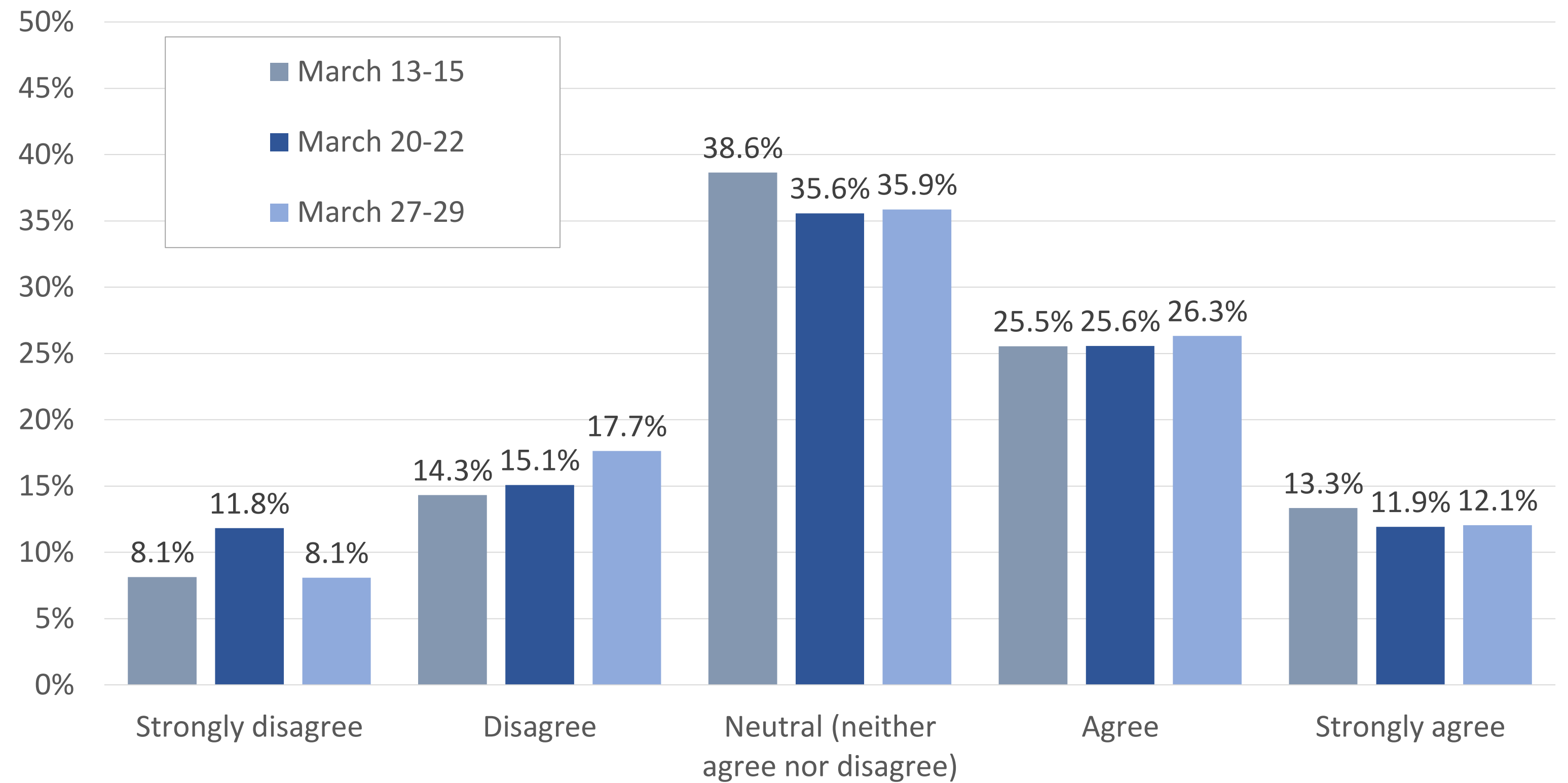


Replacing Air Travel With Road Trips

How much do you agree with the following statement?

Statement: Because of the Coronavirus, I'll probably be taking more road trips this year to avoid airline travel.

(Base: All respondents, 1,201, 1,200 and 1,201 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)

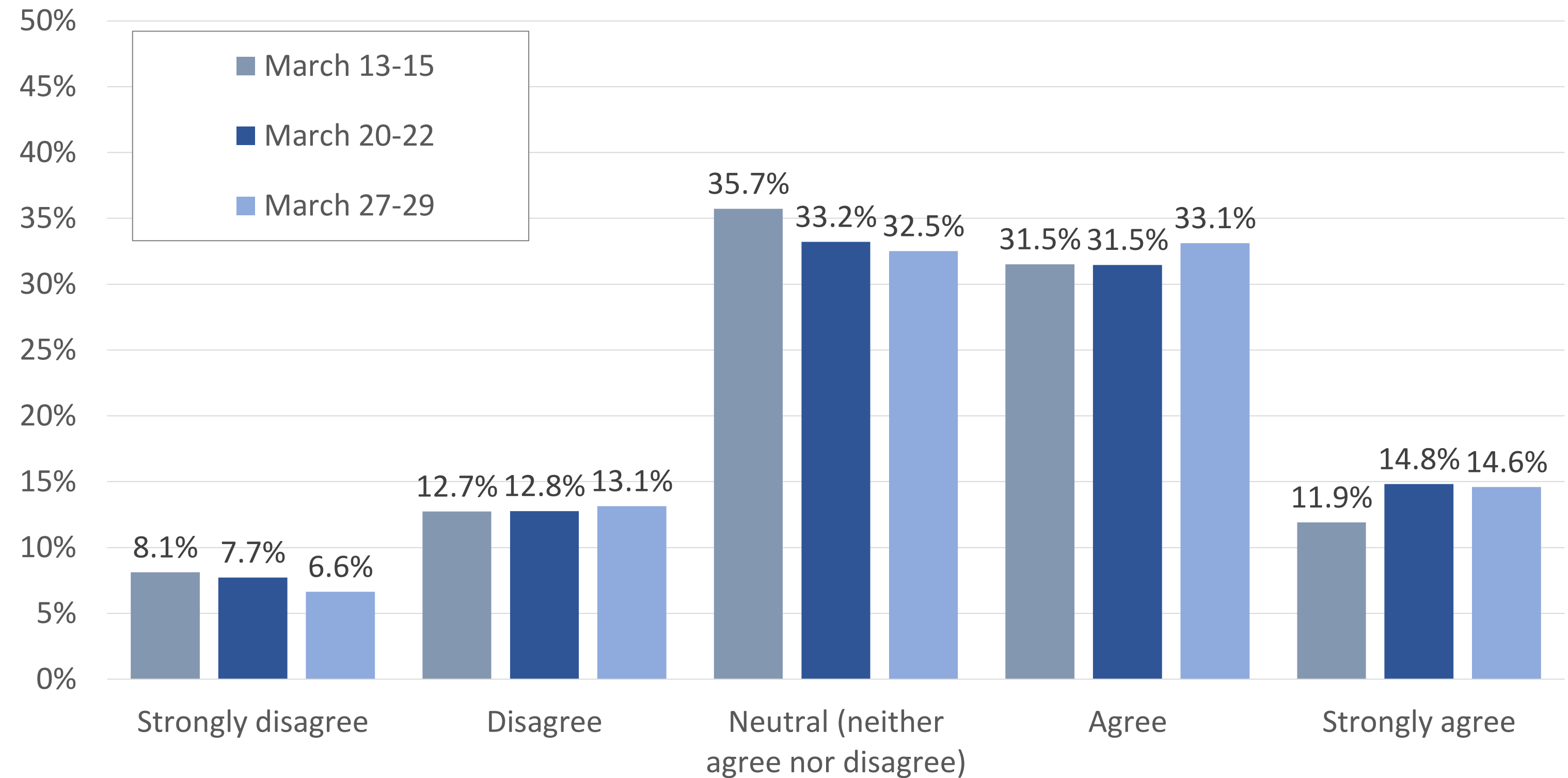


Replacing Long-haul Travel with Regional Trips

How much do you agree with the following statement?

Statement: Because of the Coronavirus, I'll probably be taking more regional trips (near my home) and avoid long-haul travel (further from home).

(Base: All respondents, 1,201, 1,200 and 1,201 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)

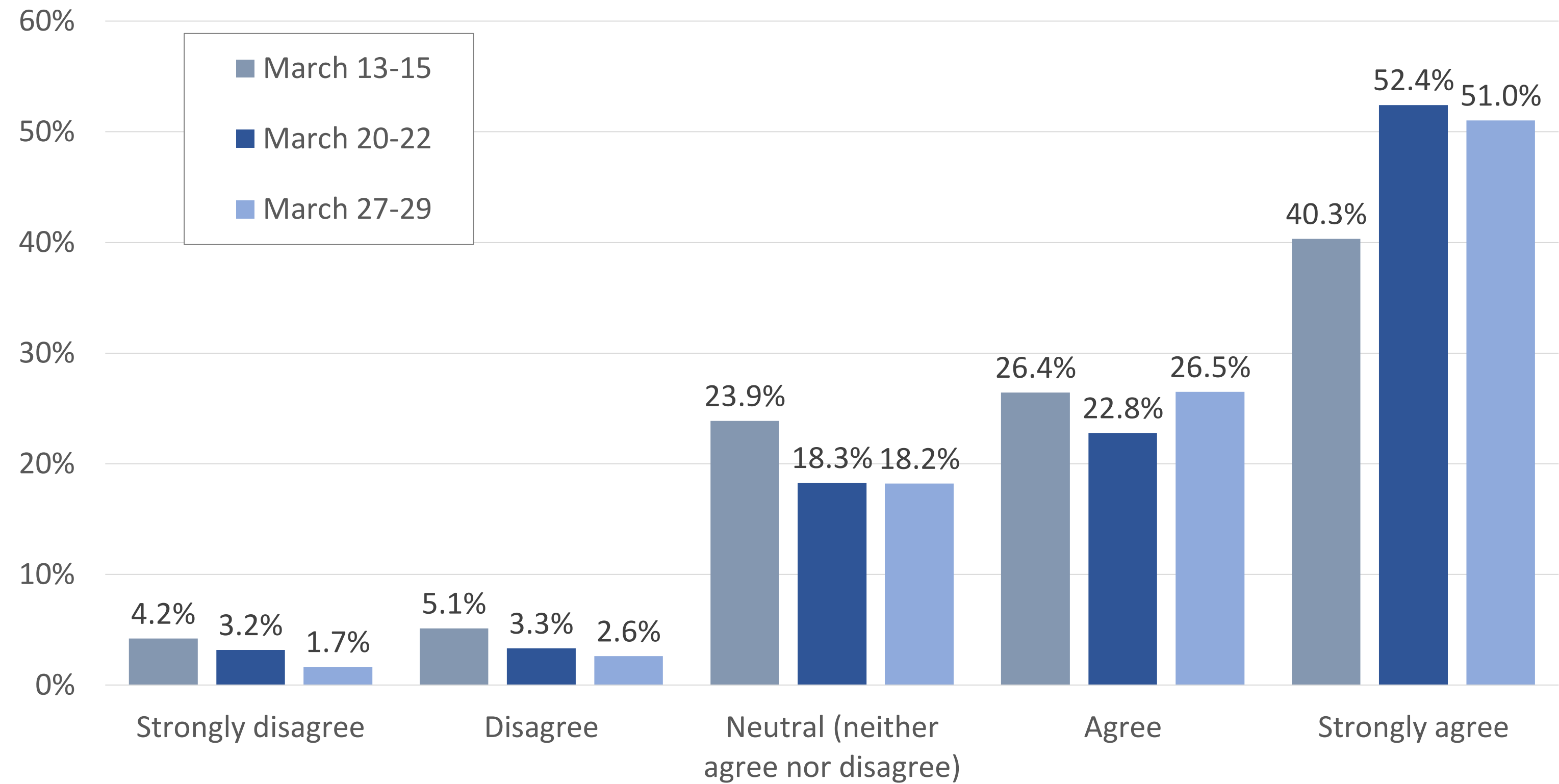


Avoiding Conventions & Conferences

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: All respondents, 1,201, 1,200 and 1,201 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)

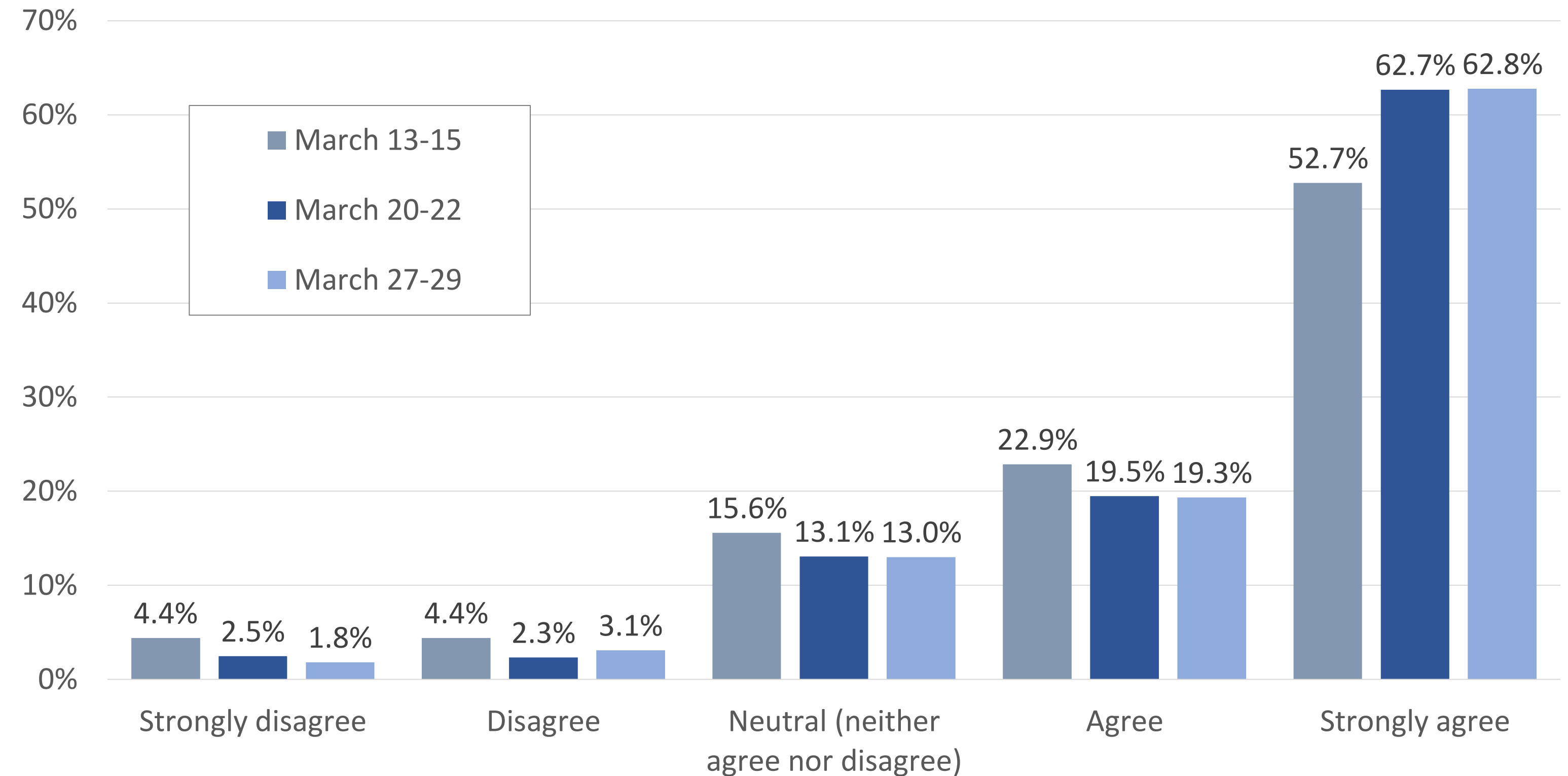


Avoiding International Travel

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: All respondents, 1,201, 1,200 and 1,201 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)



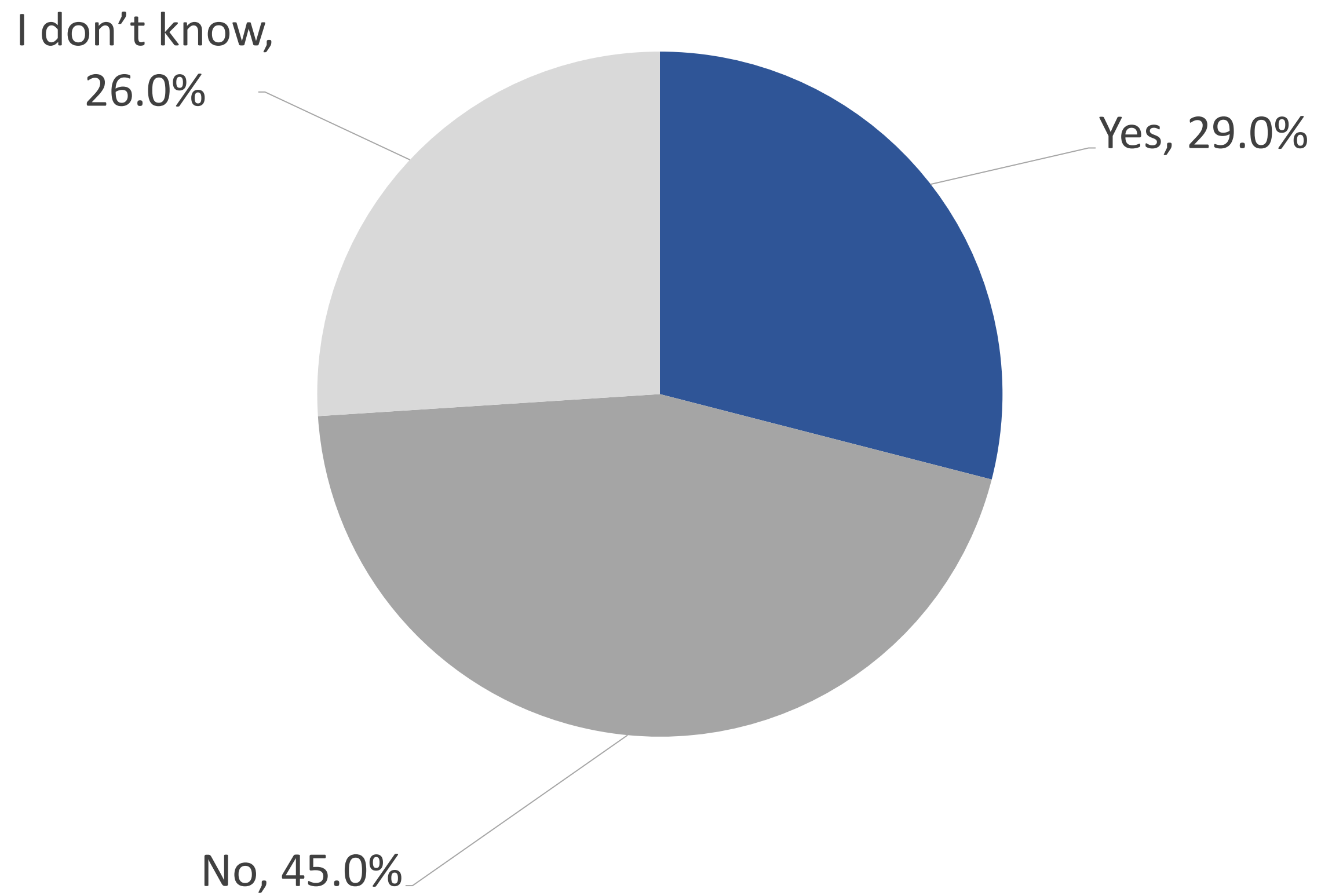
Changing Travel Destination Types Post-Coronavirus

Question: When the coronavirus situation is resolved, do you expect that you will change the types of travel destinations you chose to visit?

(Please think about changes you might make in the SIX (6) MONTH period after the coronavirus situation is resolved)

(Base: All respondents, 1,201 completed surveys. Data collected March 27-29, 2020)

New Question Added in Wave 3



“I am not likely to change the way I travel. I will be practicing better hygiene - cleaning down surfaces, washing hands more frequently and not touching my face”

“I will just make sure to say clean and safe nothing will change”

“No change, just delay”

“Will still go to the places I choose, usually exclusive and high end anyway.”

“I won't visit any place where a lot of people go”

“I will not travel anywhere that has not shown virus cases to be 0%”

“I will probably be more local with only one person in party”

“I will be camping, instead of relying on how others clean and care for different spaces”

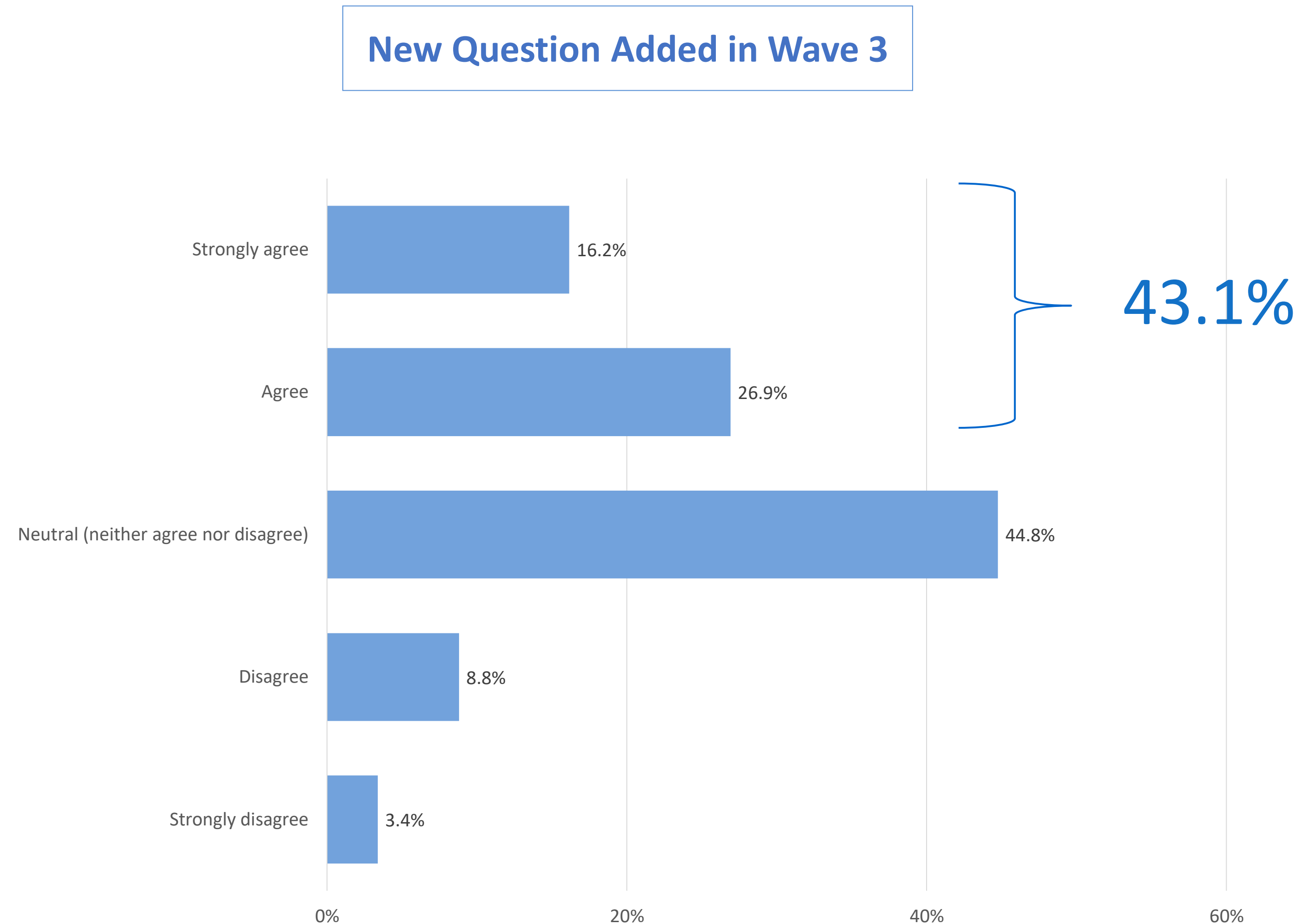
“I will be spending more time doing individual things and outdoor activities”

Consideration of Destinations that Responded Rapidly to COVID-19

Question: Some U.S. States and destinations acted more rapidly than others in making preparations and putting in travel restrictions and shelter in place orders.

When the coronavirus situation is resolved, I'll be more likely to visit places that acted rapidly than those that acted more slowly.

(Base: All respondents, 992 completed surveys. Data collected March 27-29, 2020)

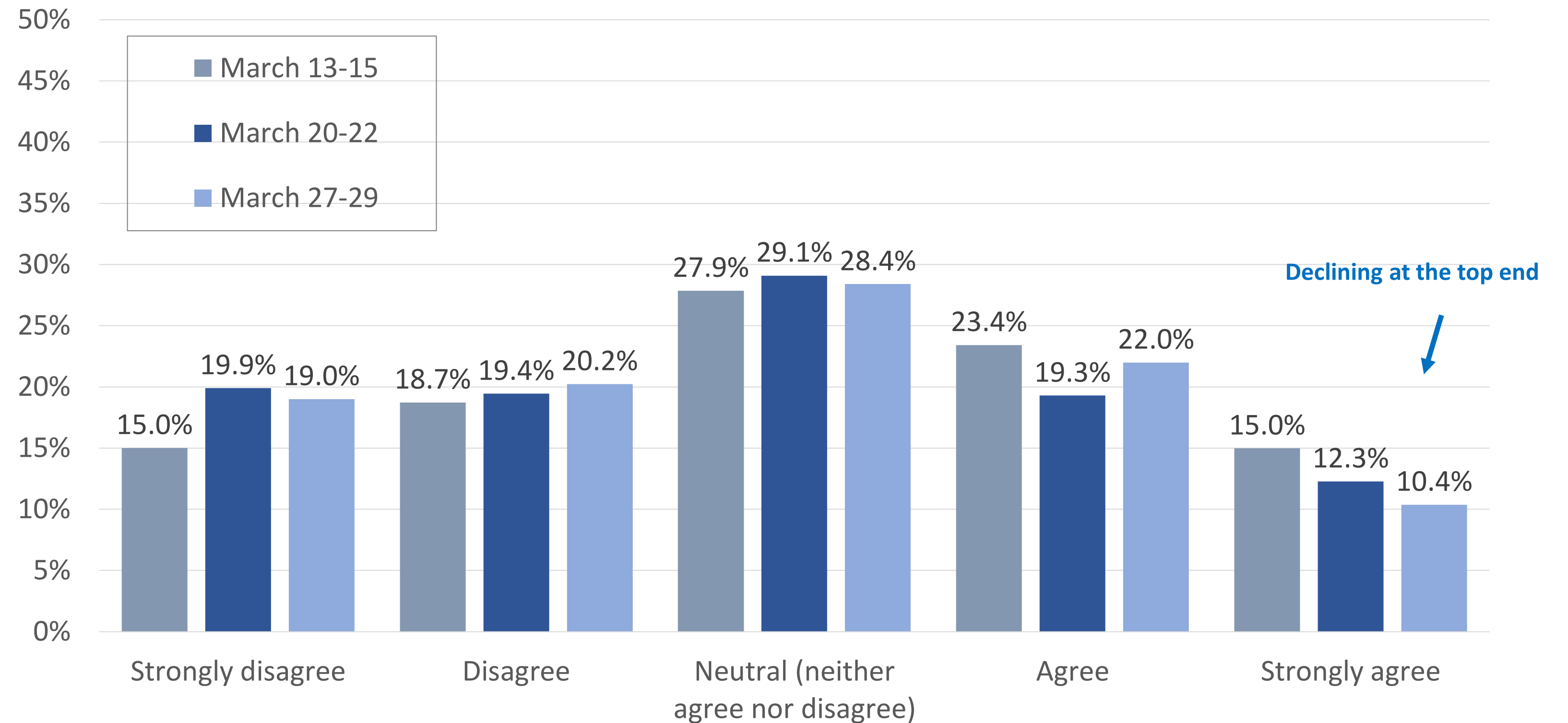


Discounts and Price Cuts

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: All respondents, 1,201, 1,200 and 1,201 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)



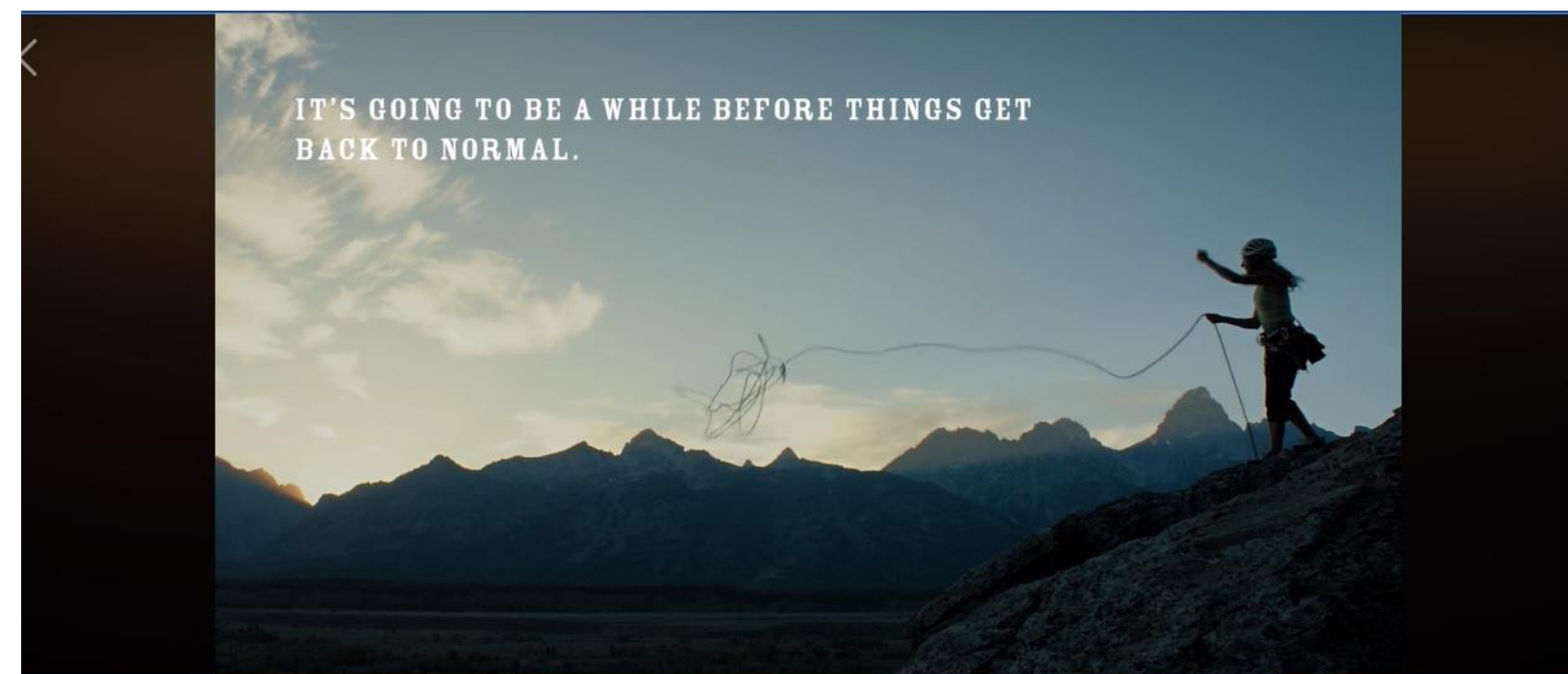


17,961 Views

Visit Myrtle Beach, South Carolina
March 22 at 4:14 PM

Like Page

Sending Some Sunshine Your Way... Until we see you again, where we all belong.
#sharingsunshine #mymrtlebeach #happinesscomesinwaves



Wyoming Office of Tourism

Follow

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Visit Big Sky

March 27 at 12:00 PM

In following the CDC's guidance and practicing #SocialDistancing to #StoptheSpread of the coronavirus, we ask you to continue to plan your trip to Big Sky, but #TravelTomorrow



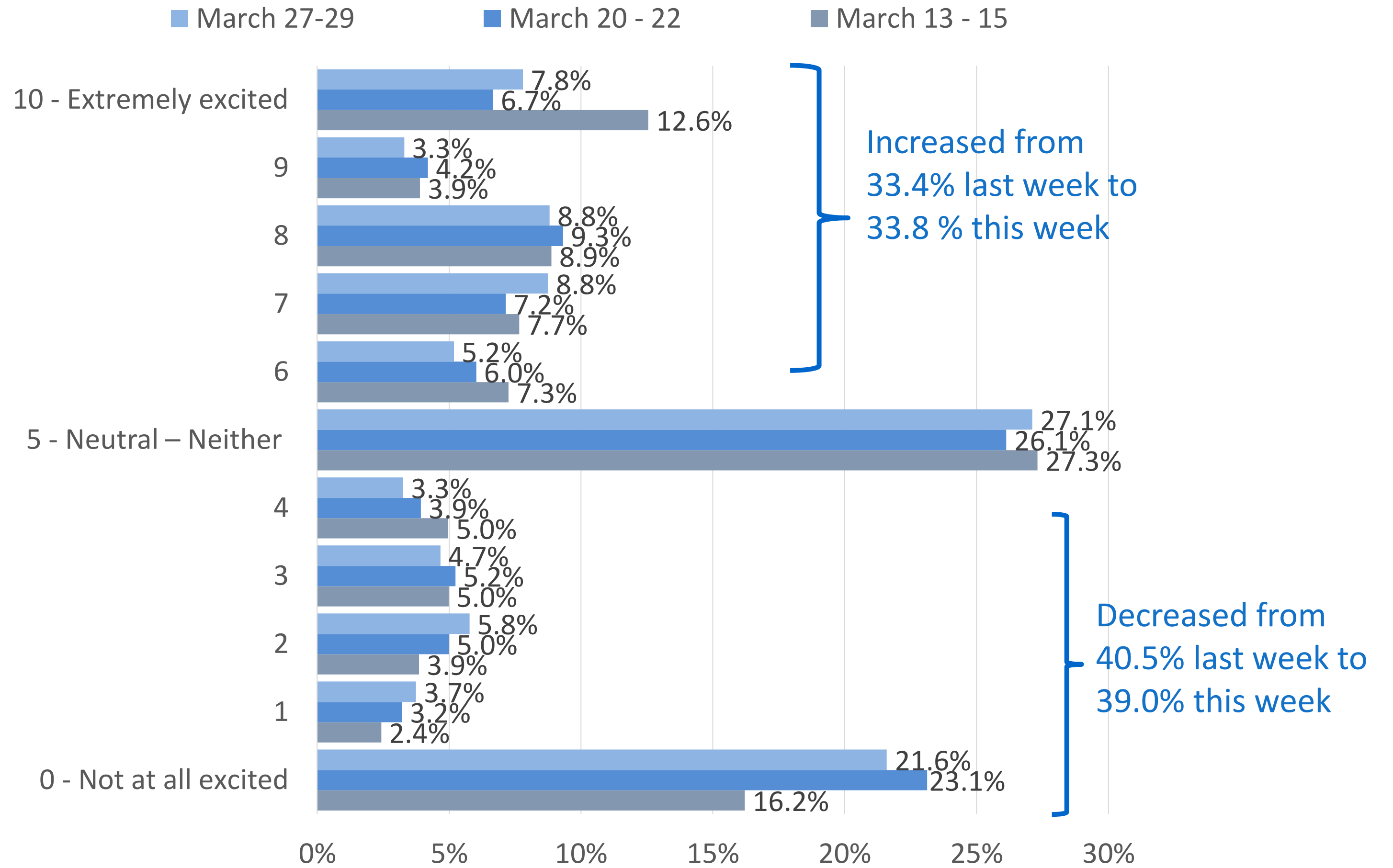
16

2 Shares

Openness to Travel Information

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

(Base: All respondents, 1,201, 1,200 and 1,201 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)

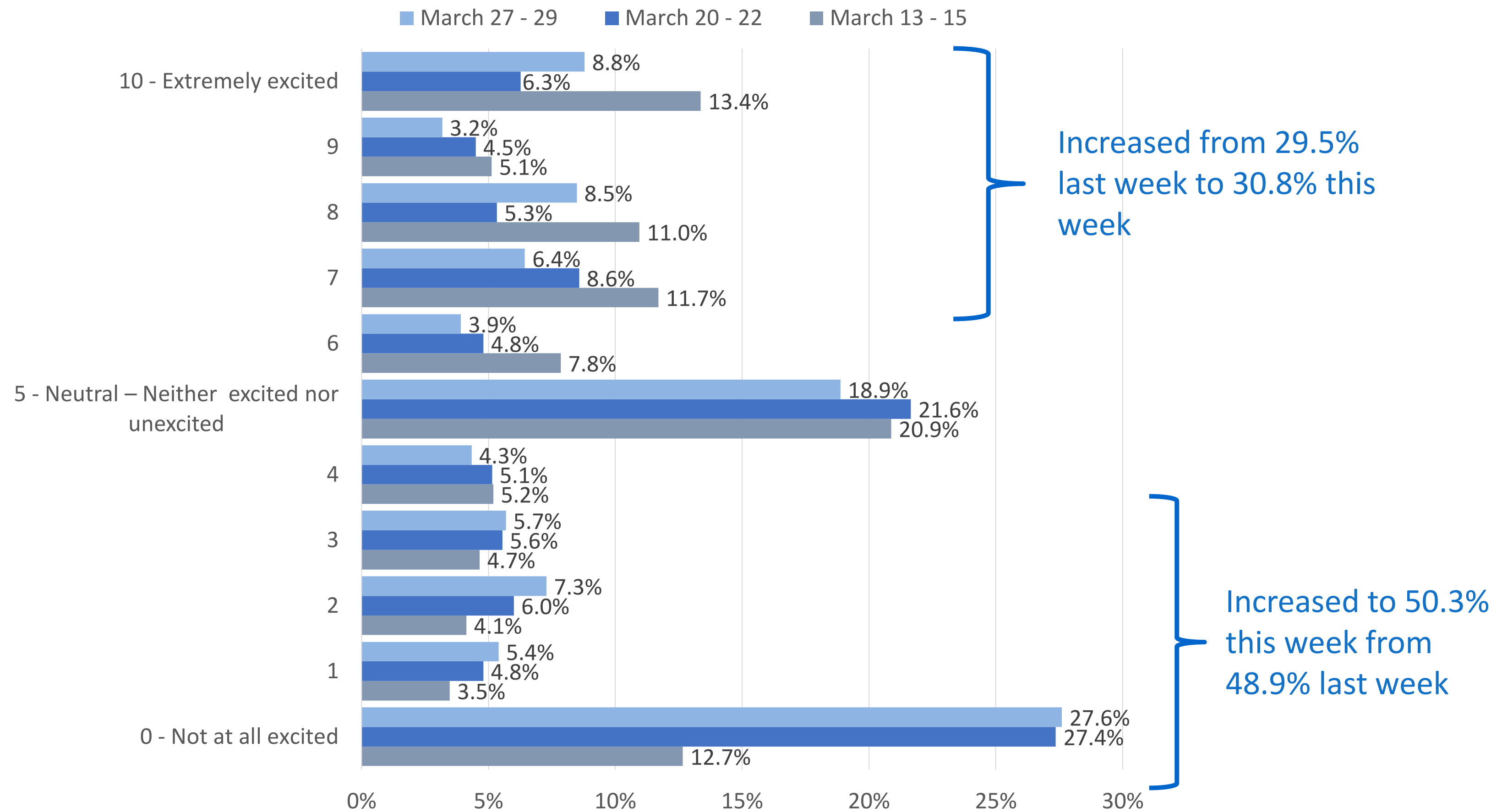


Excitement to Travel Now

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: All respondents, 1,201, 1,200 and 1,201 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)



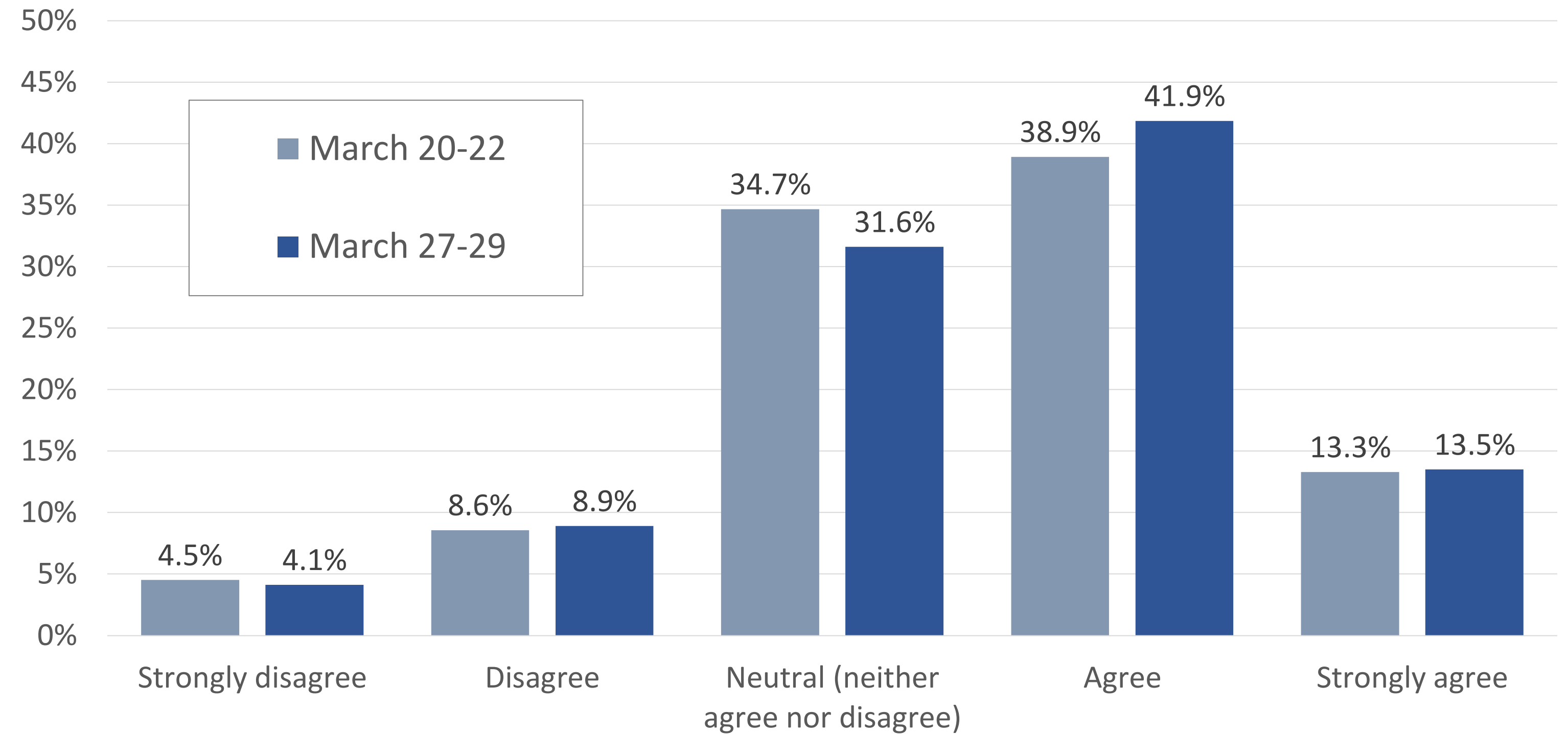
Supporting Local Businesses

How much do you agree with the following statement?

Statement: I have been taking action to try to support local businesses where I live.

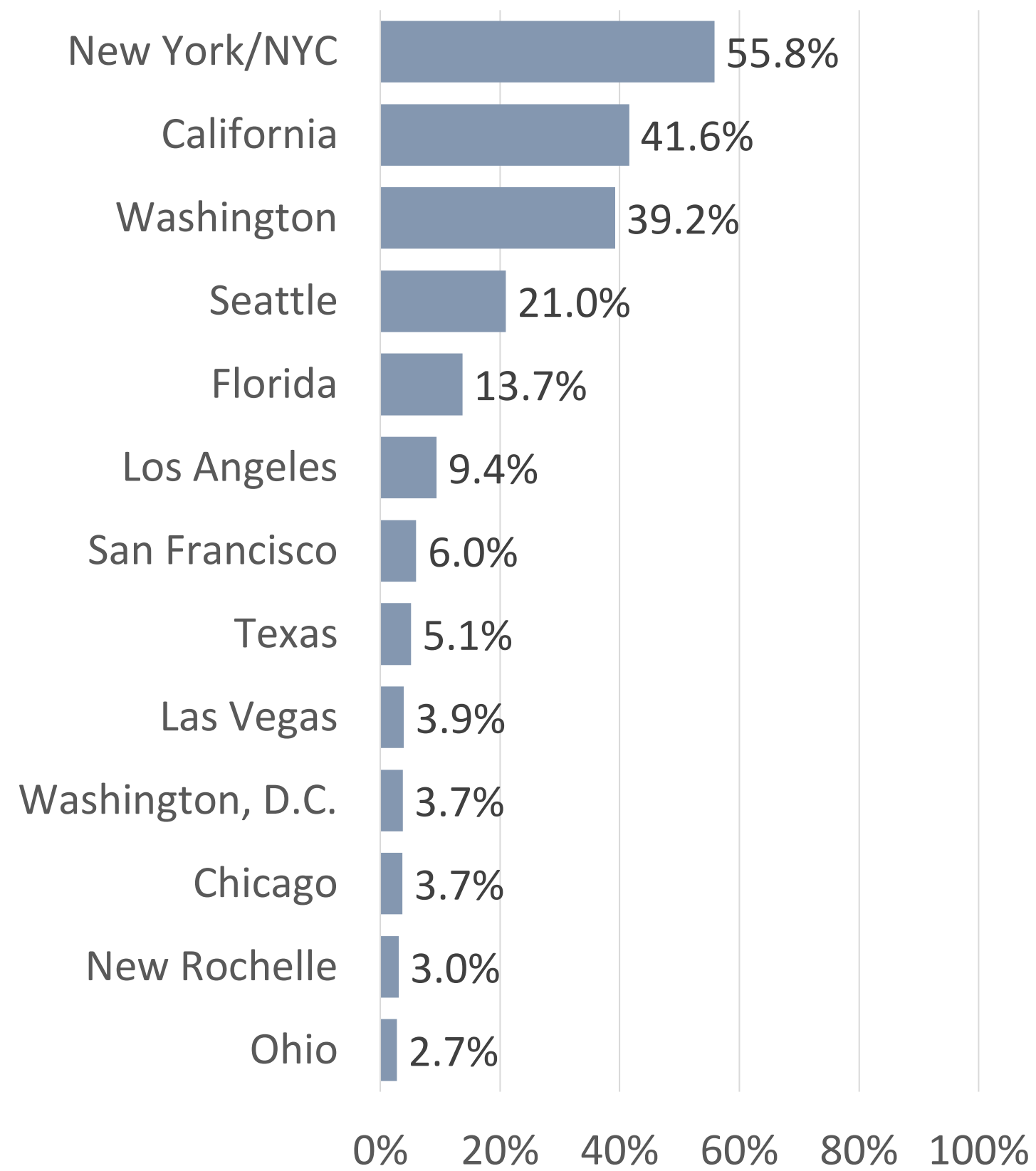
((Base: All respondents 1,200 and 1,201 completed surveys. Data collected March 20-22, and 27-29, 2020))

Question Added in Wave 2 (March 20-23)

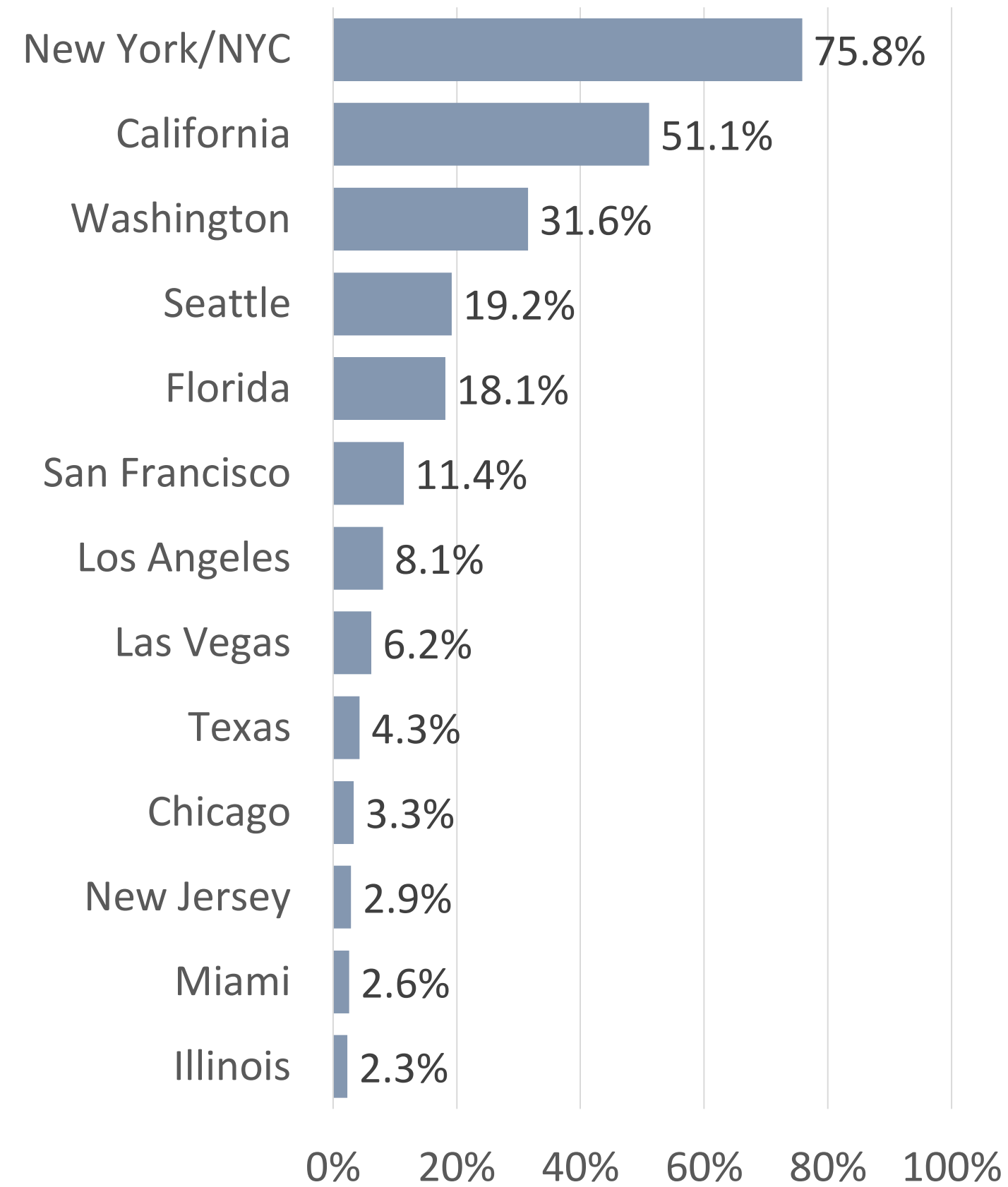


Most Talked About Coronavirus Hotspots

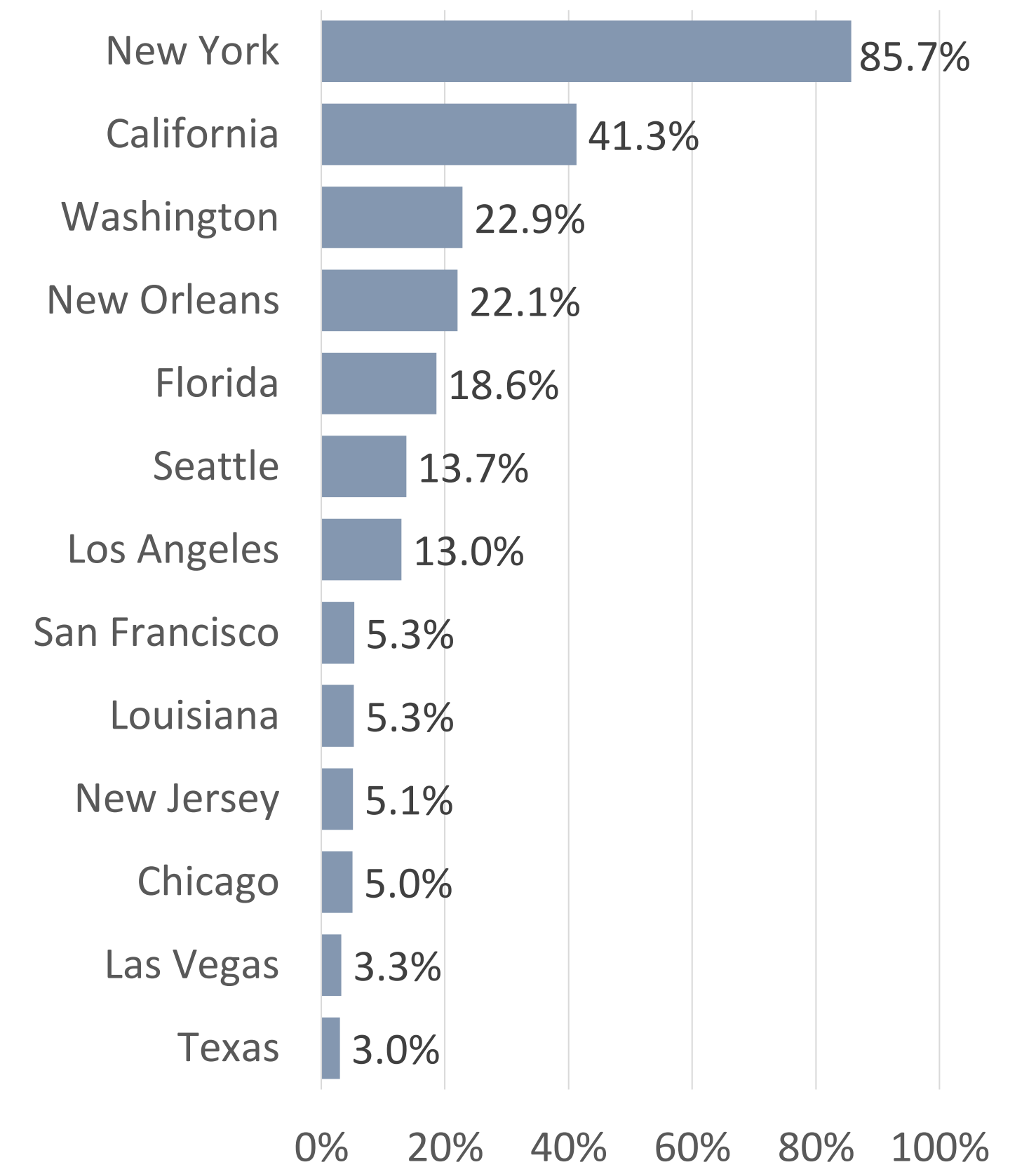
Wave 1 (March 15-17)



Wave 2 (March 20-22)

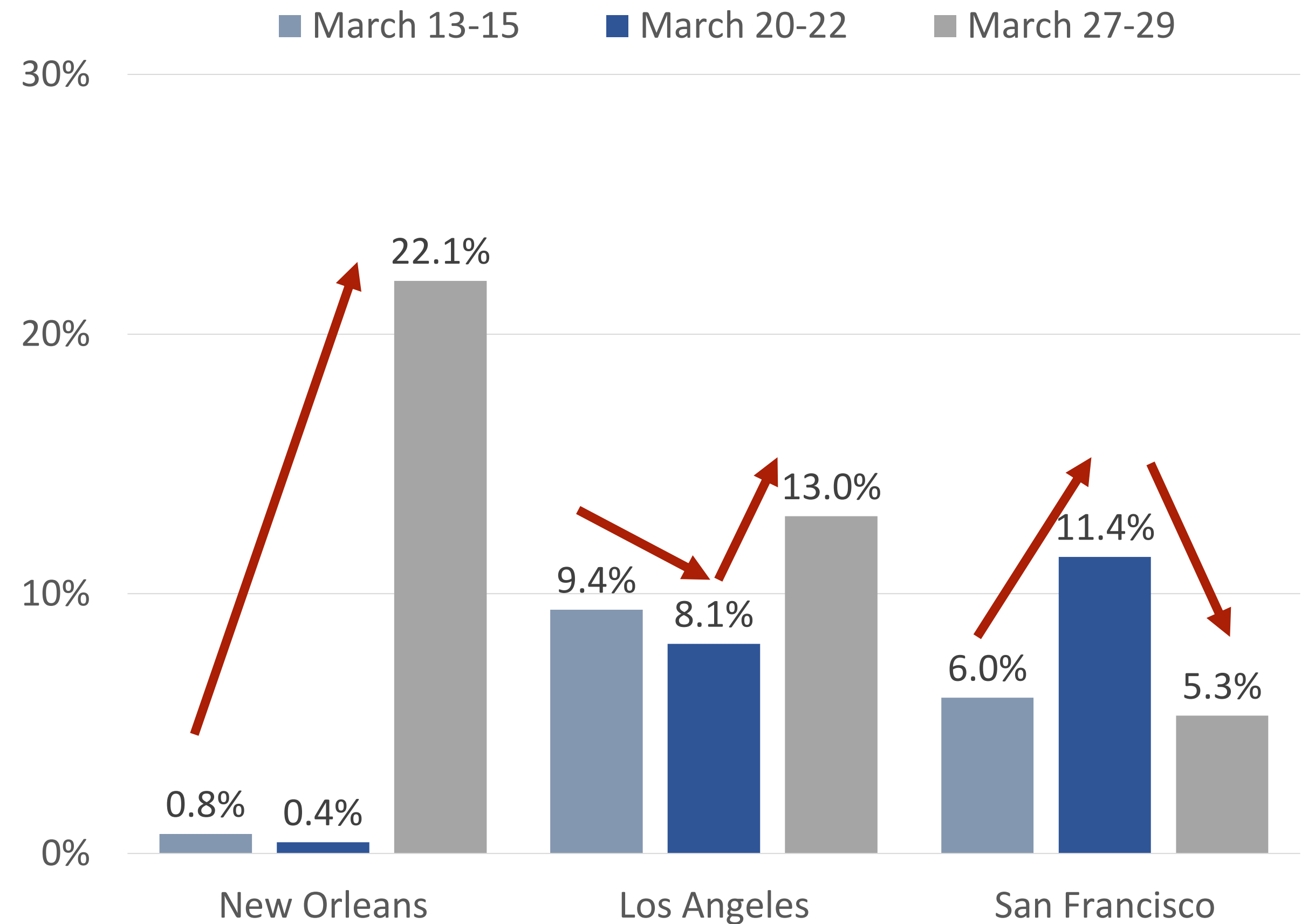
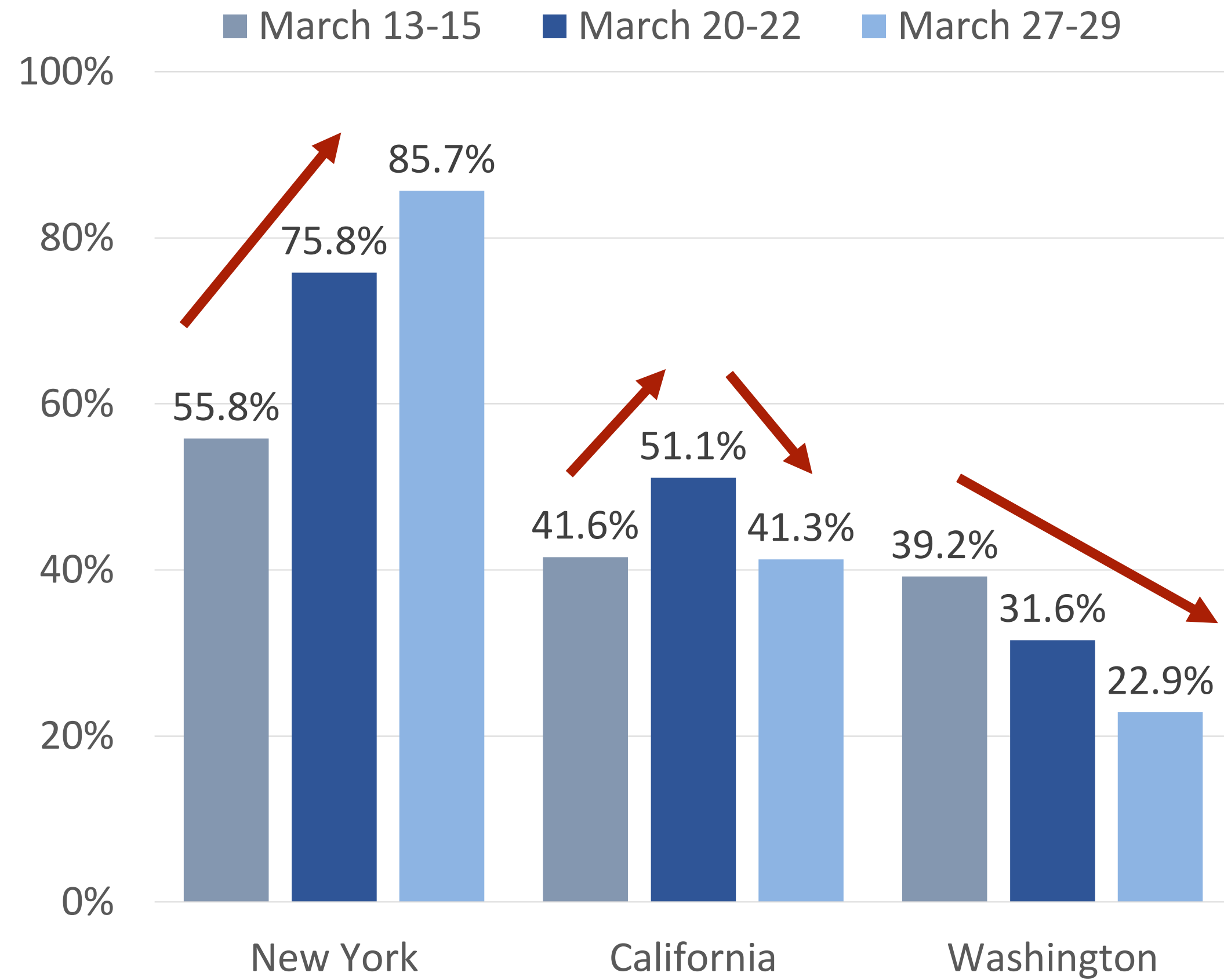


Wave 3 (March 27-29)



Most Talked About Coronavirus Hotspots

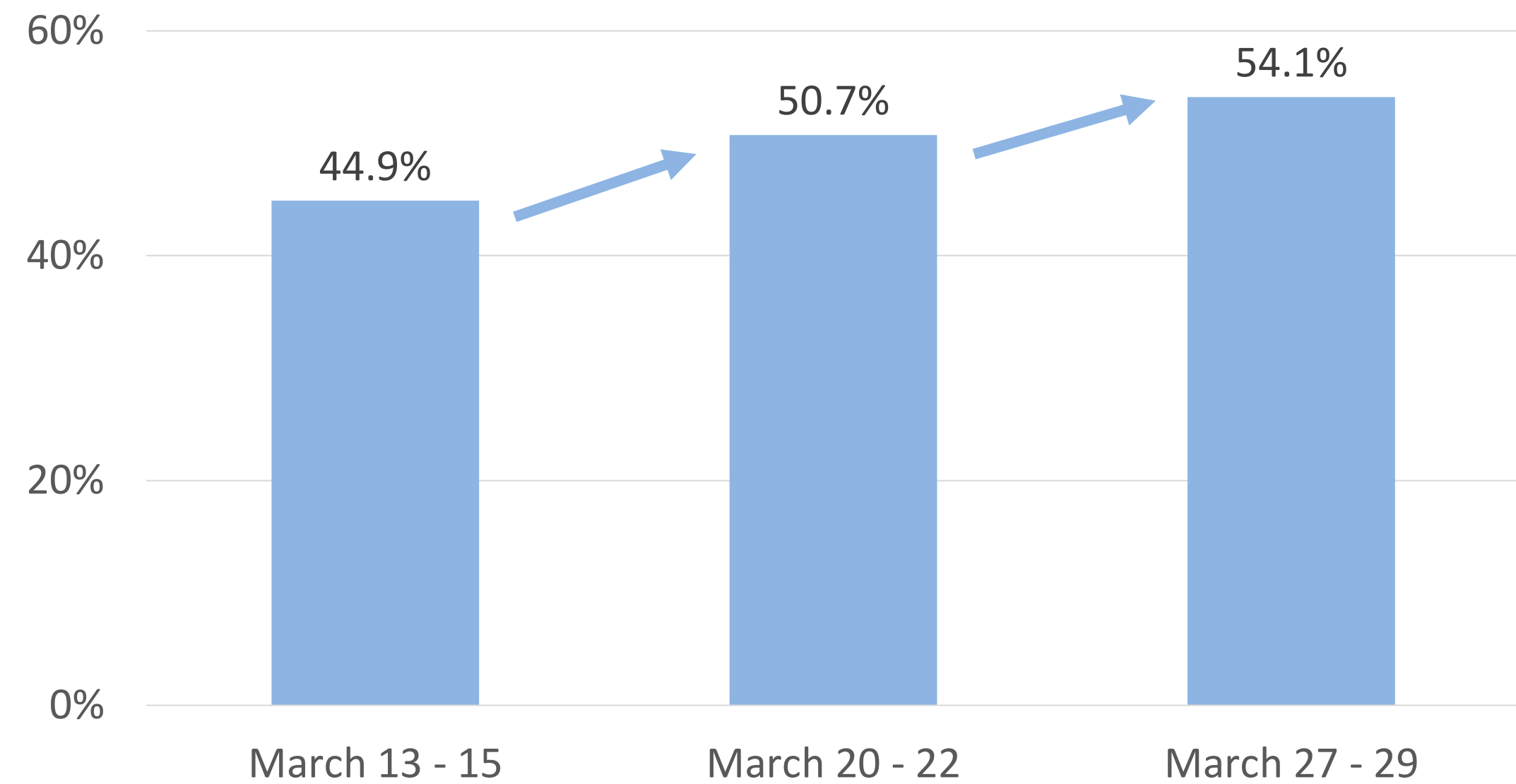
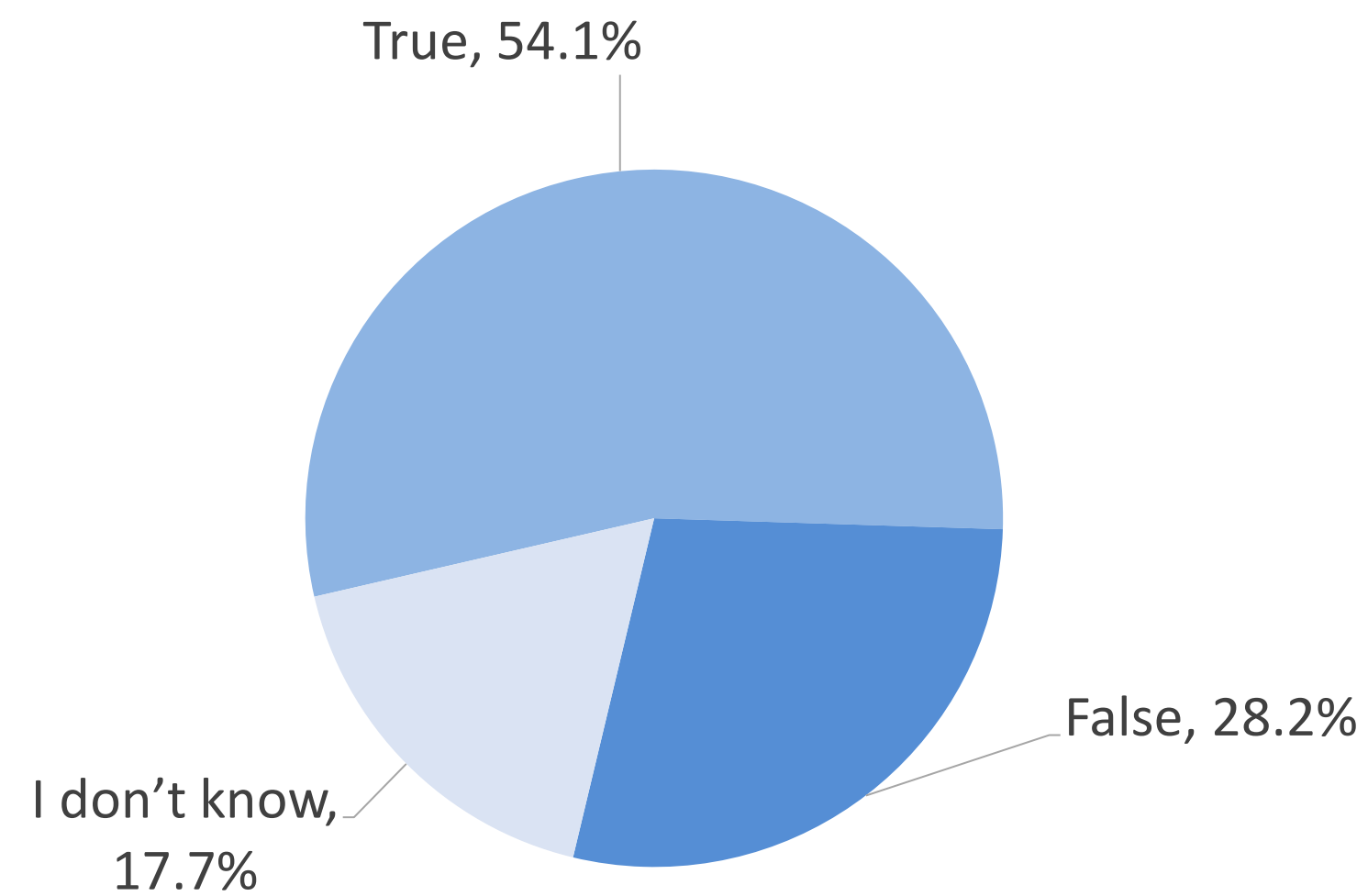
Question: What are the THREE (3) U.S. travel destinations (if any) that have been most talked about as places with Coronavirus issues?



Business Travel Restrictions

True or False: My employer has put travel restrictions in place due to the Coronavirus situation.

Wave 3 (March 27-29)

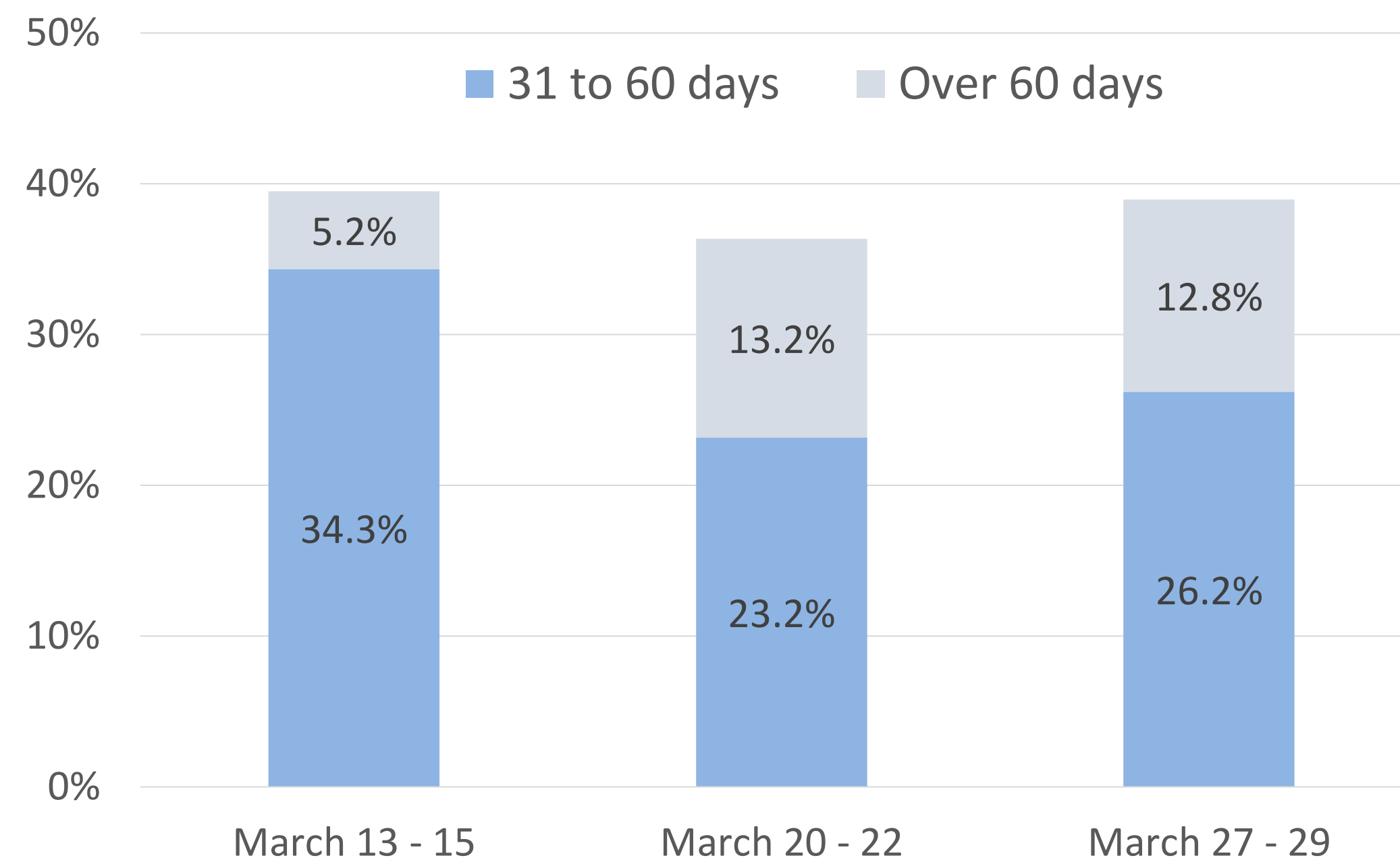
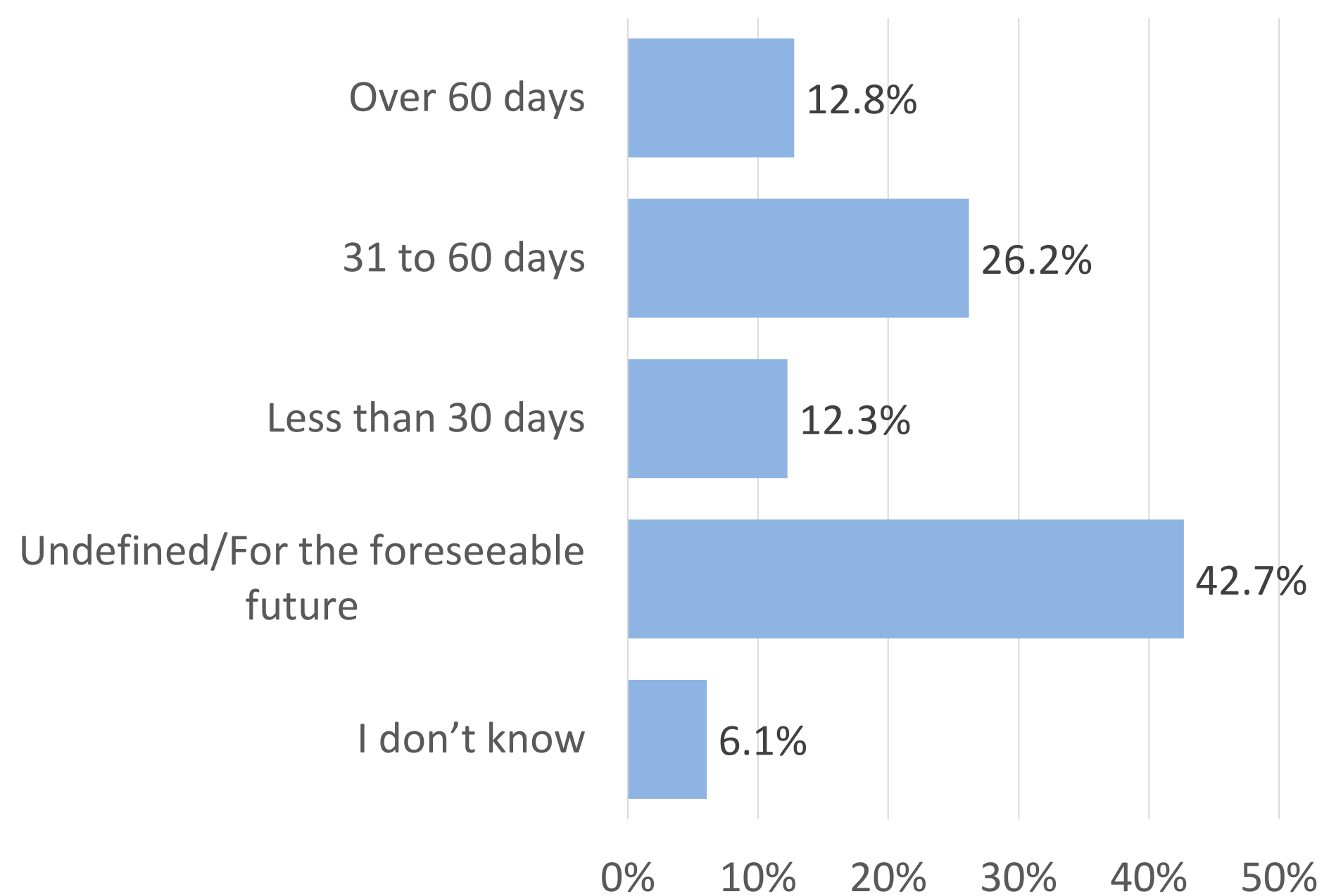


(Base: Employed respondents, 916, 753 and 909 completed surveys. Data collected March 15-17, March 20-22, 2020 and March 27-29, 2020)

Business Travel Restrictions

Question: From today, how much longer has your employer said these travel restrictions will be in place? (Select one)

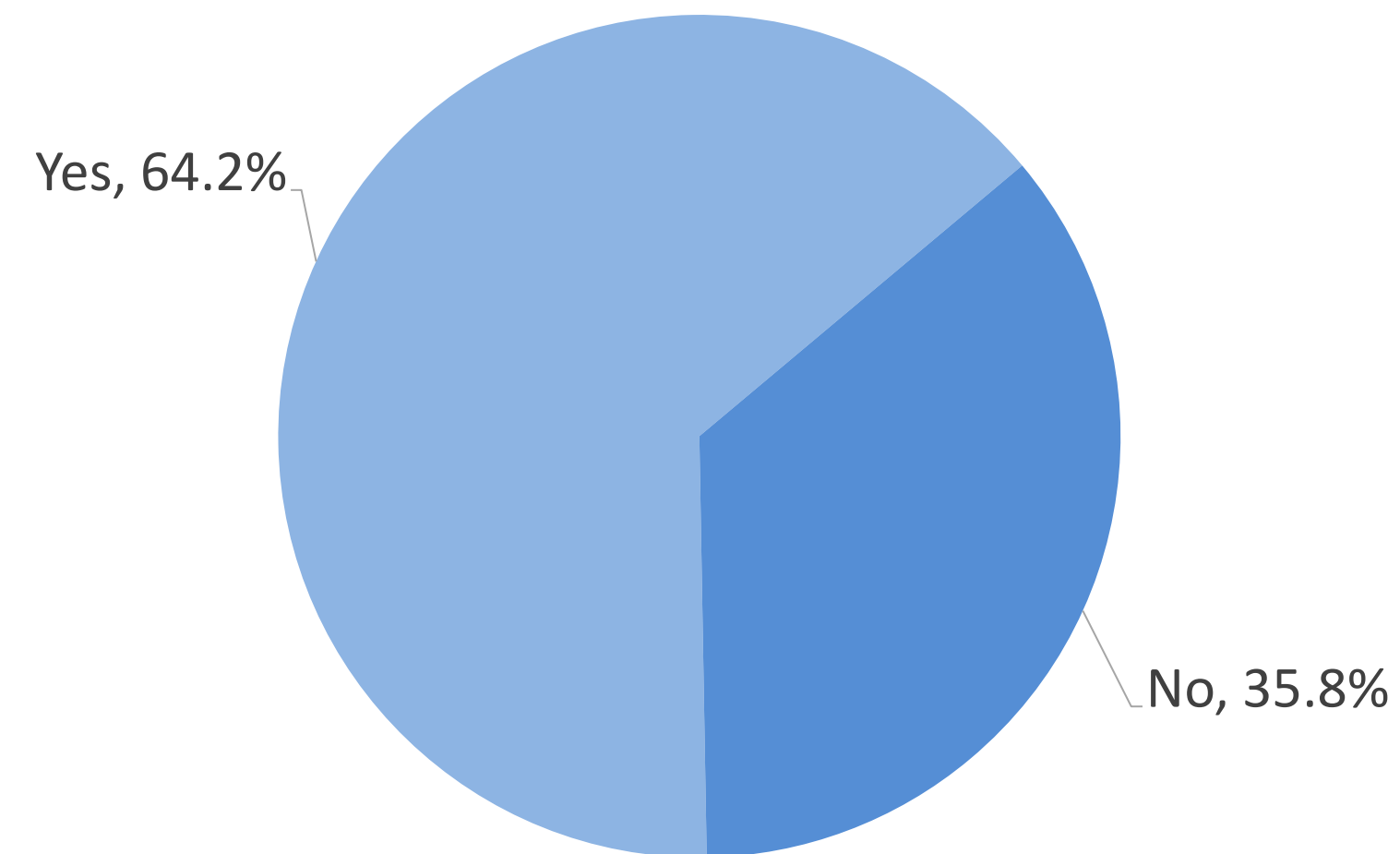
Wave 3 (March 27-29)



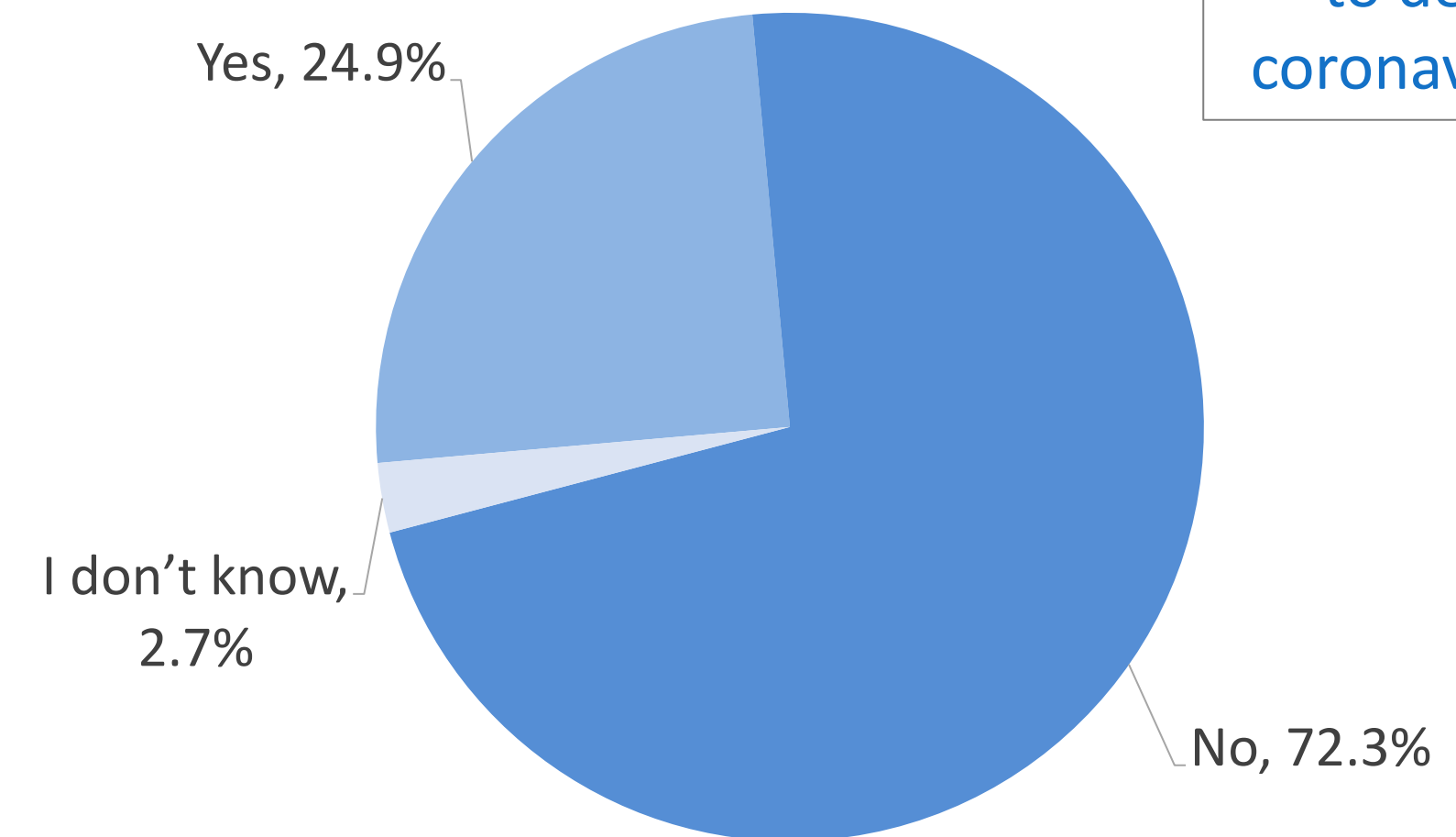
(Base: Employed respondents with travel restrictions, 418, 371 and 488 completed surveys. Data collected March 13-16, 20-22, and 27-29, 2020)

Vacation and PTO Usage to Deal with Crisis

Question: Does your employer offer you paid-time-off (PTO) or vacation time?



Question: Have you used any employer-provided paid-time-off or vacation time as a direct result of the recent coronavirus situation?



16.0% of American travelers have used vacation or PTO time to deal with the coronavirus situation

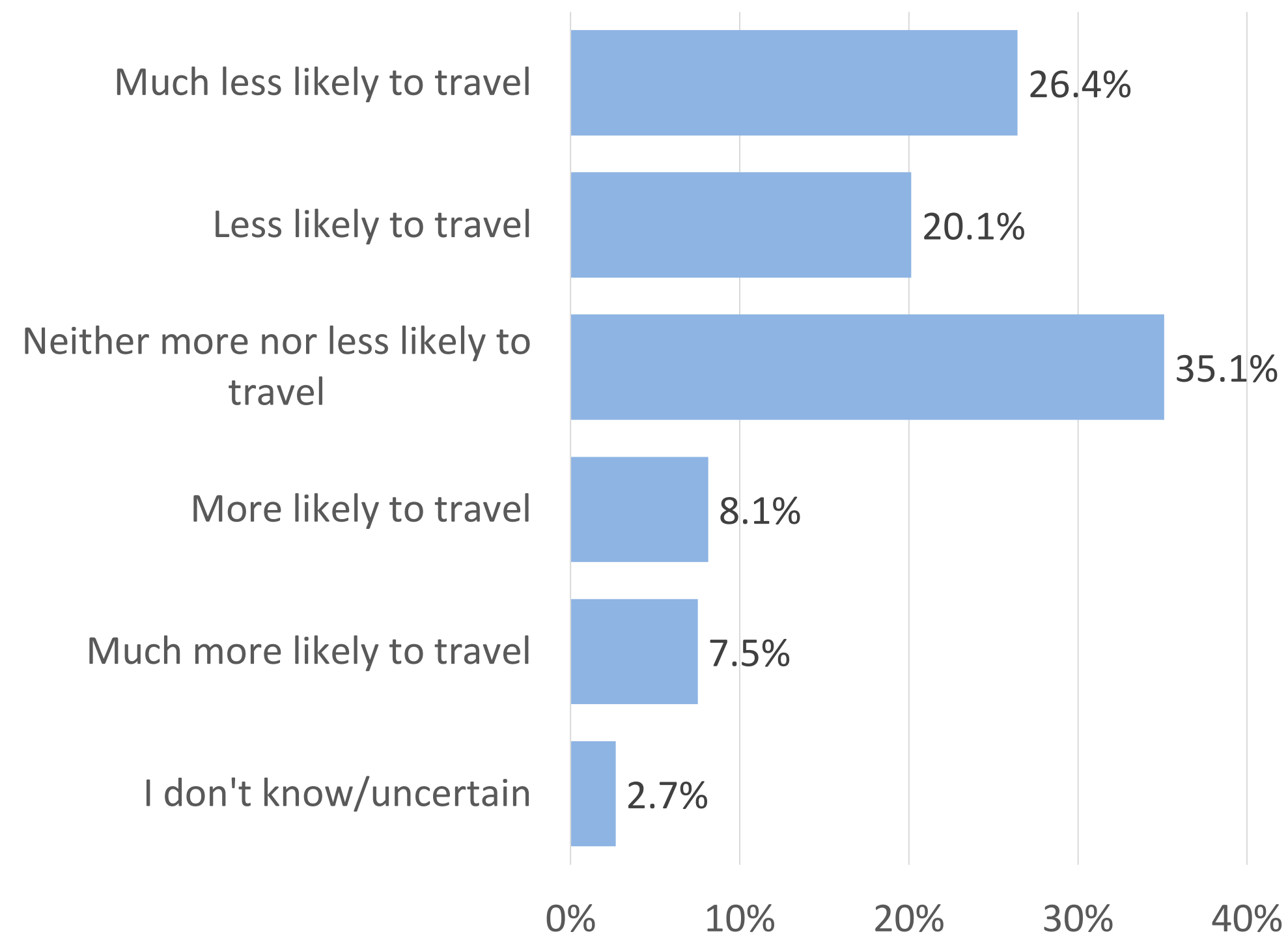
New Question Added in Wave 3

(Base: All employed respondents/respondents with paid vacation or PTO leave, 909/595 completed surveys. Data collected March 27-29, 2020)

Vacation and PTO Usage to Deal with Crisis

Question: Does having used this paid-time-off or vacation time effect how likely you are to travel in the NEXT SIX (6) MONTHS?

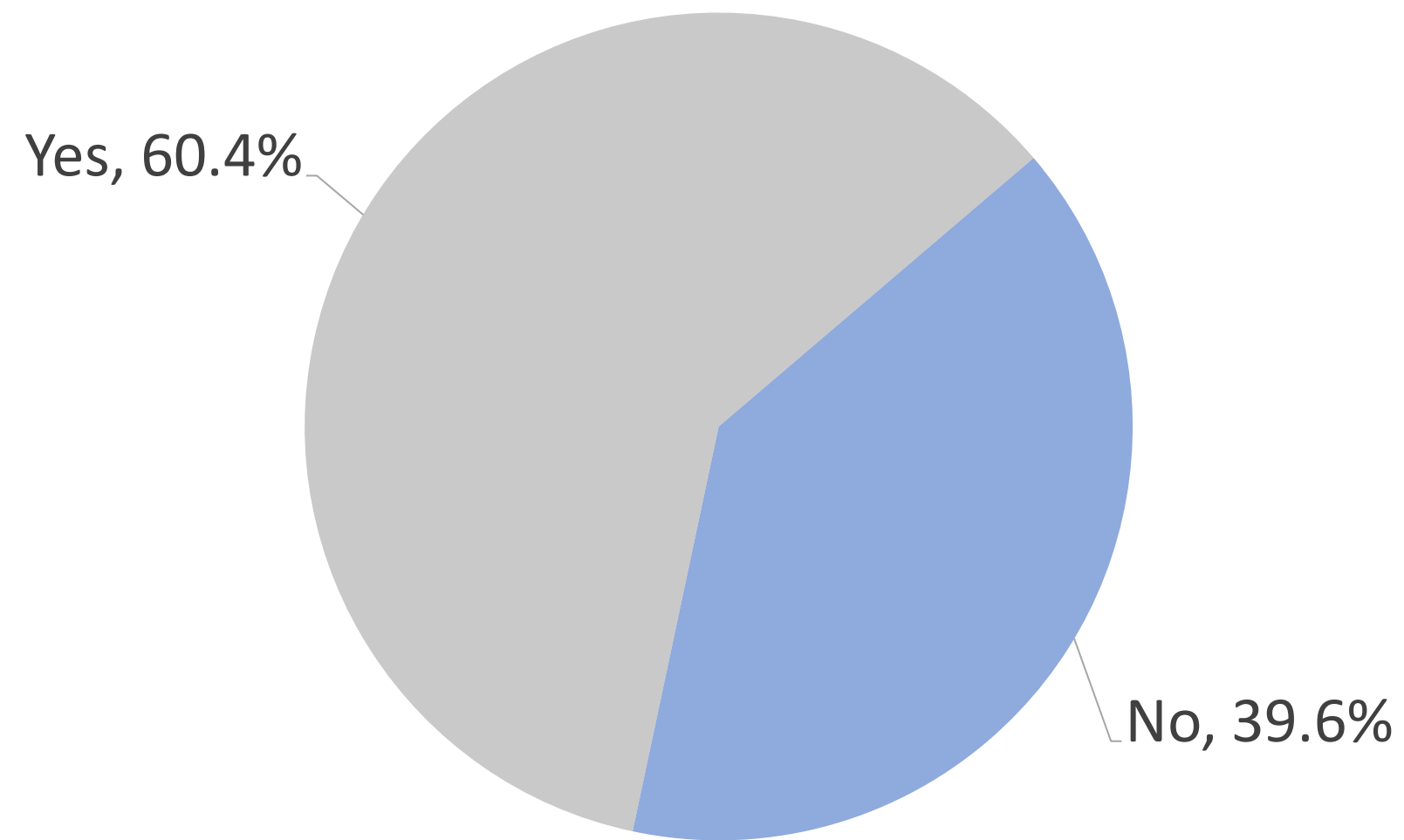
New Question Added in Wave 3



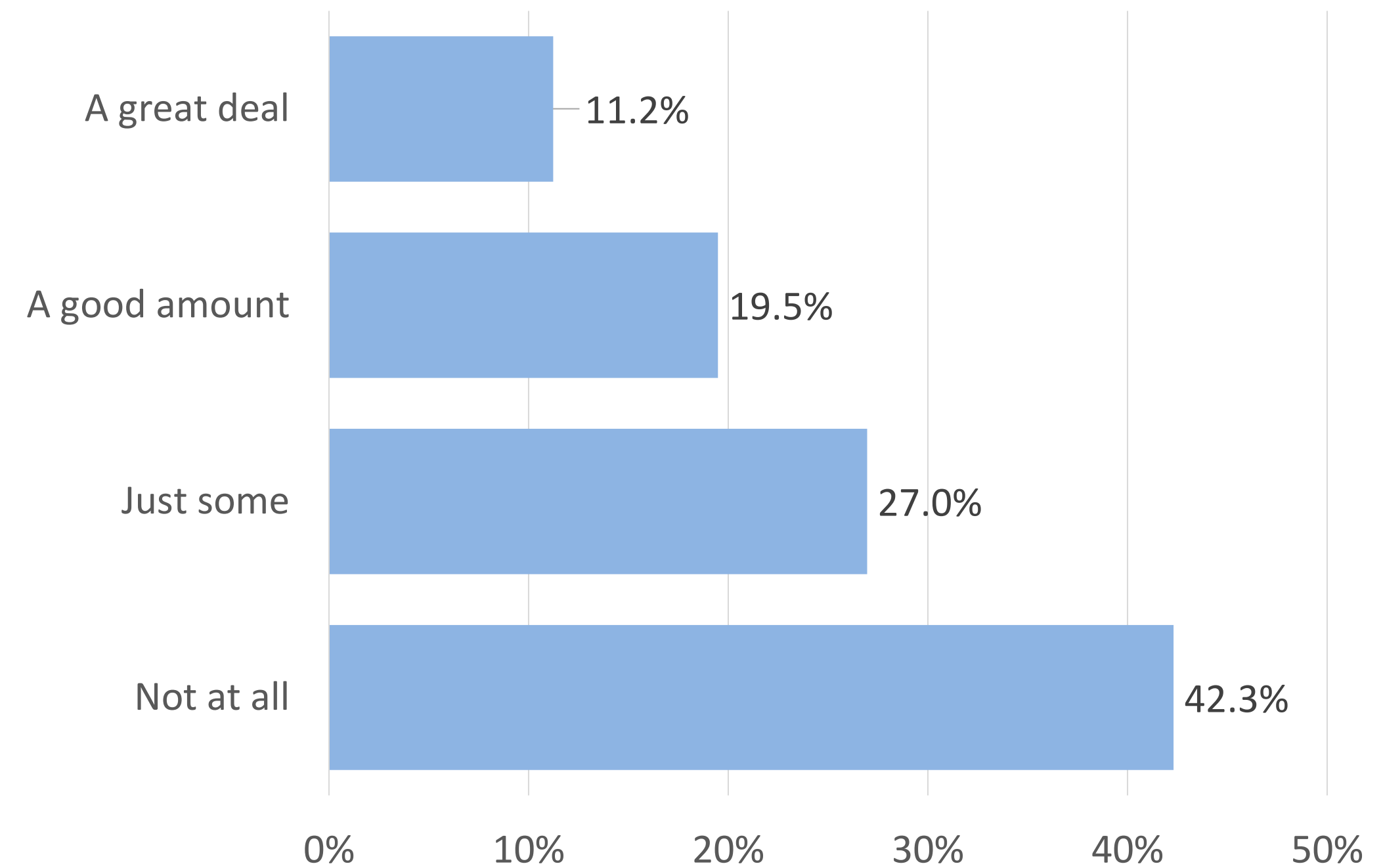
This suggests that **7.5%** of employed American travelers think they are less likely to travel in the near future due to having used this vacation or PTO time.

Stock Market Volatility

Question: Thinking about all of your investments, including retirement savings at work, do you currently have money invested in stocks or mutual funds?



Question: How much do you rely on your stock or mutual fund investments as a source of income today?

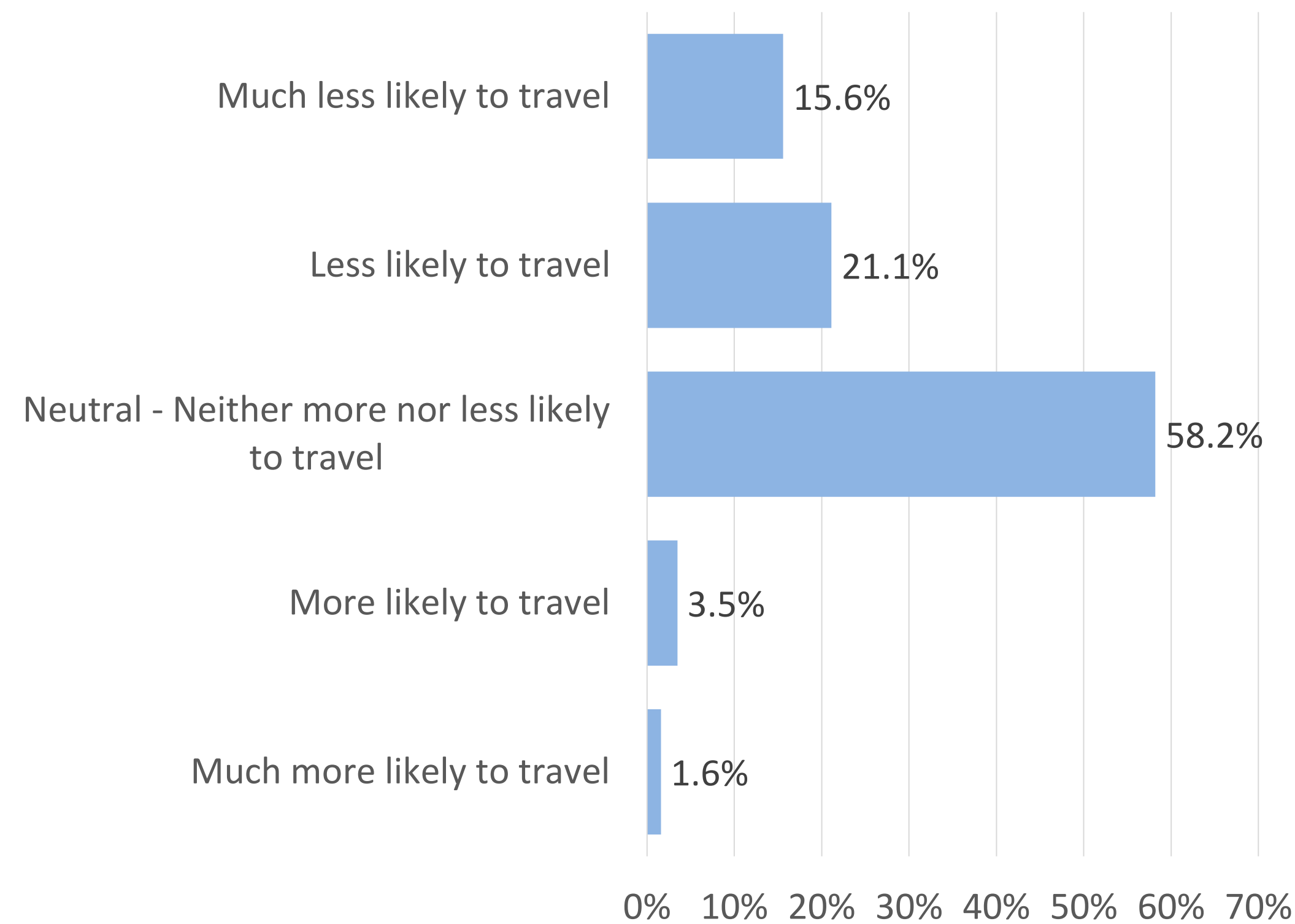


New Questions Added in Wave 3

Stock Market Volatility

Question: How have recent downward movements in the stock market (i.e., stock prices falling) impacted how likely you are to travel in the NEXT SIX (6) MONTHS?

New Question Added in Wave 3



This suggests that 1-in-5 travelers (22.2%) feel that stock market volatility makes them less likely to travel in the upcoming months.



Travel Marketing Potential Influence Index

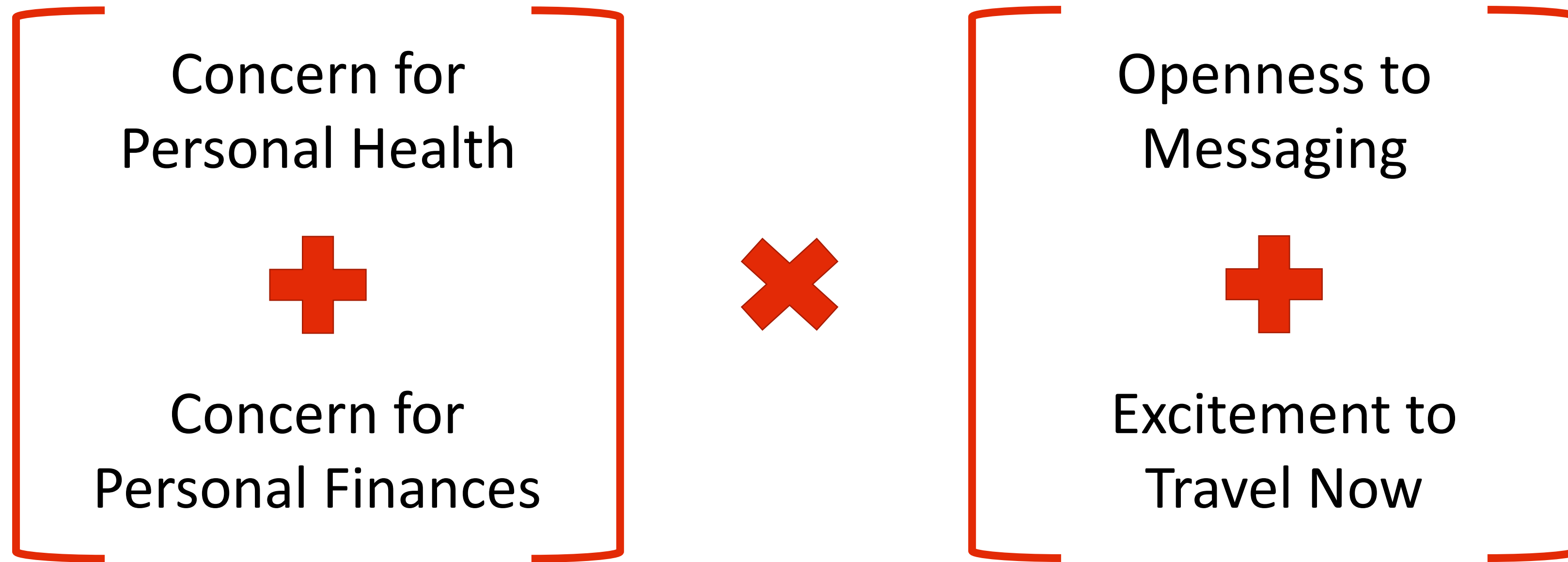
A tool to quantify signals of the return of travel demand

Indexing is the practice of compiling data into a single metric.

- An index is a **statistical measure of change** in a representative group of data points, which is then compared to a standard base value.
- Our index measures variations in traveler sentiment underlying **receptivity to travel in this peculiar climate.**
 - Personal safety
 - Financial well-being
 - Openness to travel messaging
 - Excitement to travel (now)
- Goal: Identify in a timely manner the traveler groups that appear receptive to travel marketing.
- Action benchmarks are under development.

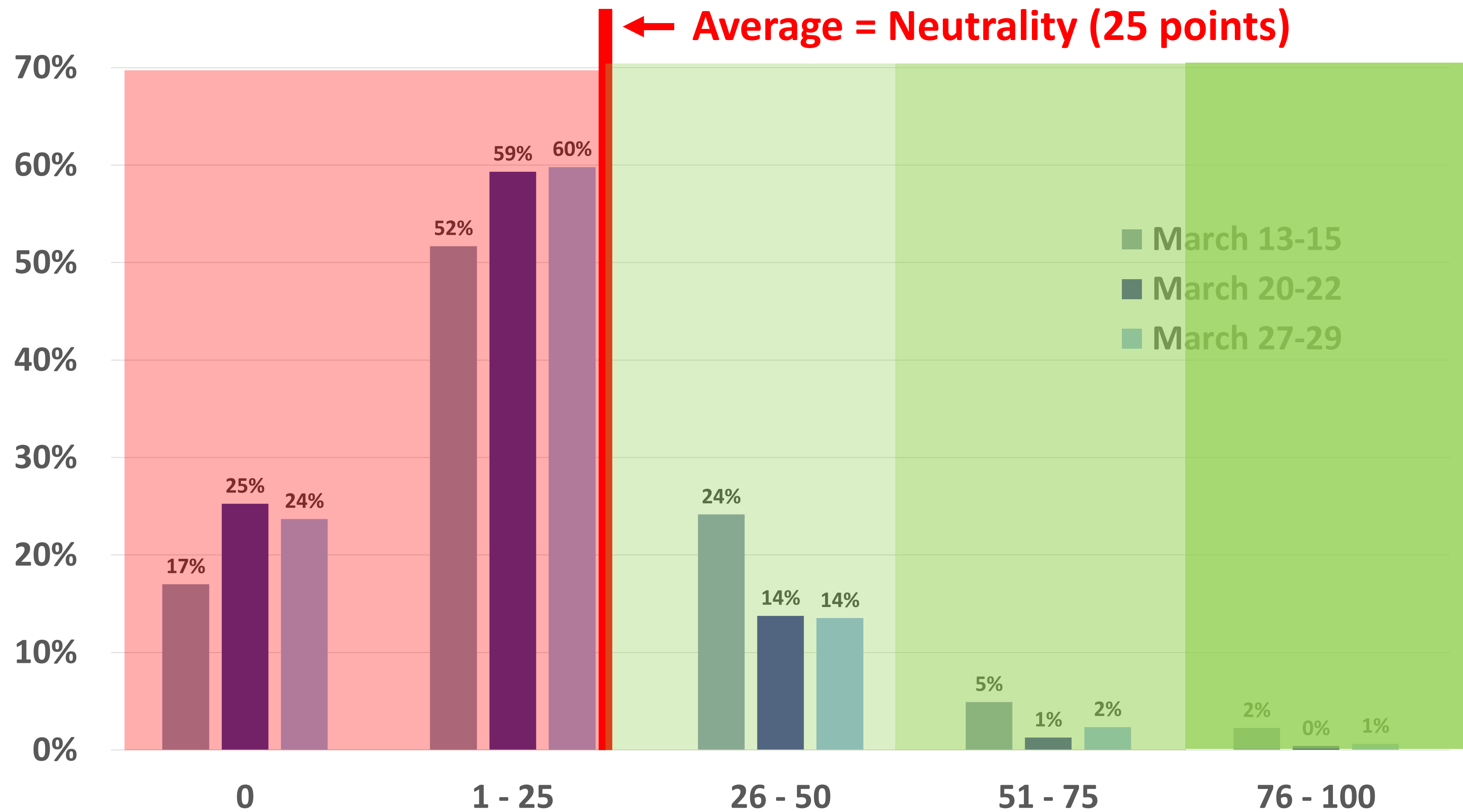


Four Variables, Equally Weighted



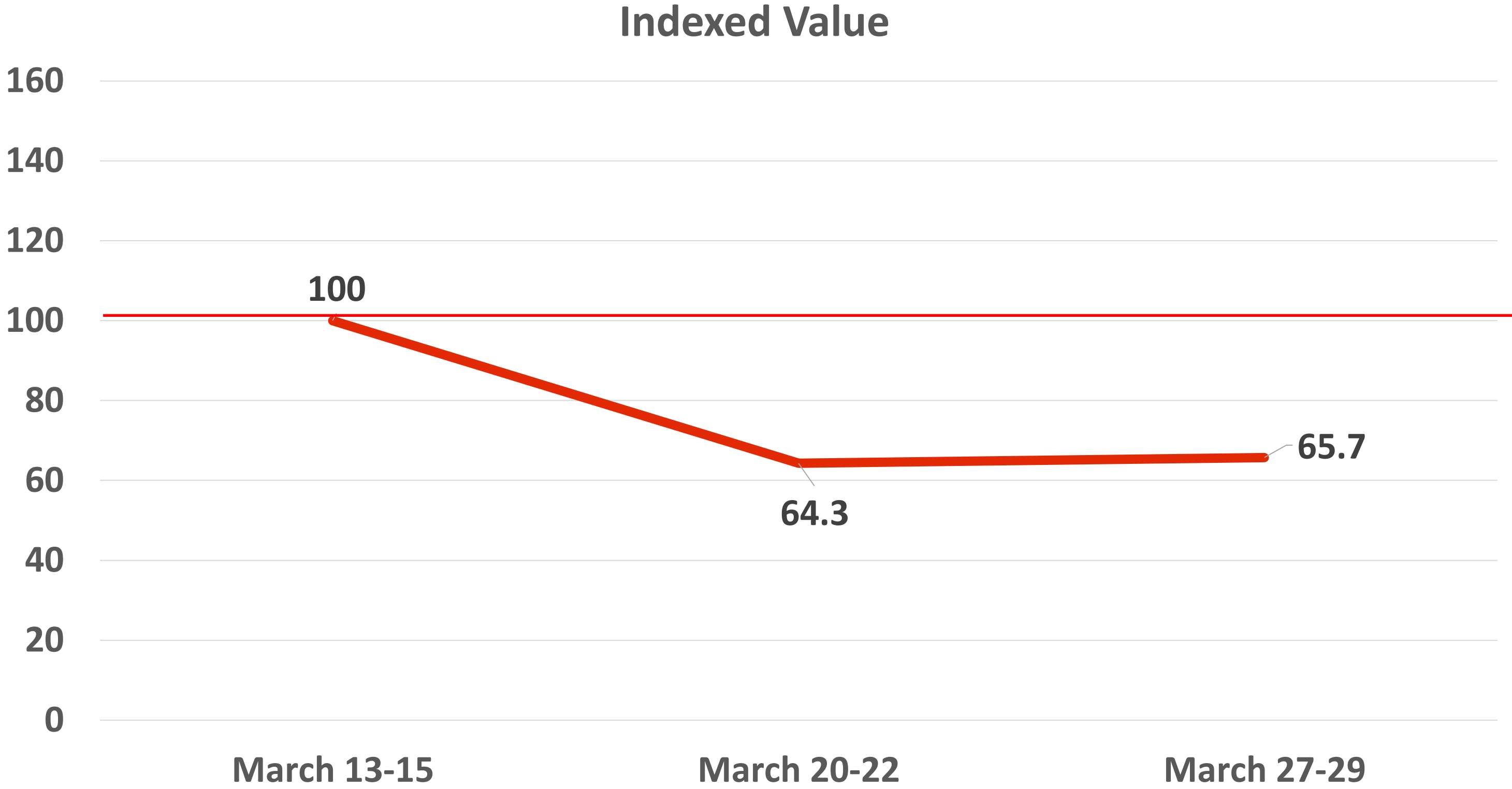
Normalized to a 100-point scale

Current Distribution of Index Scores

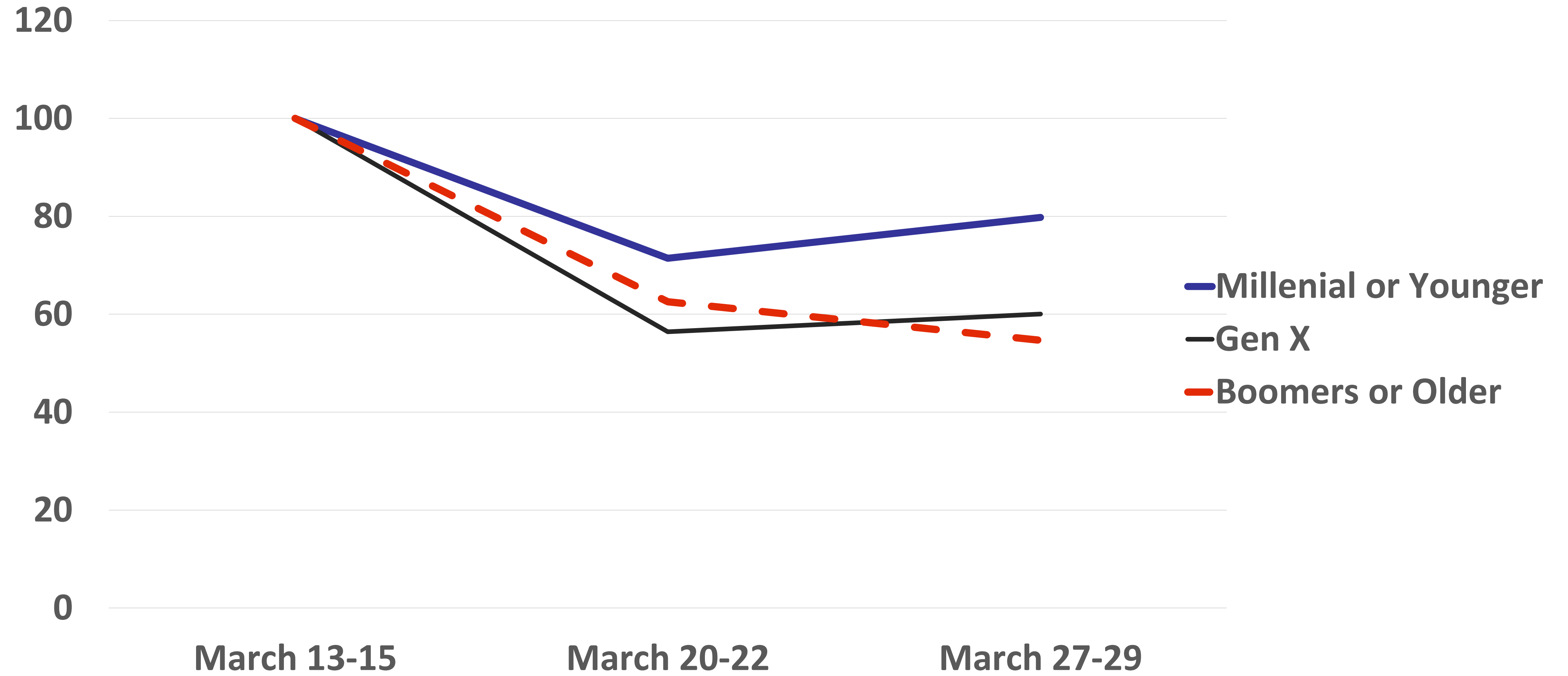


Overall Index Value

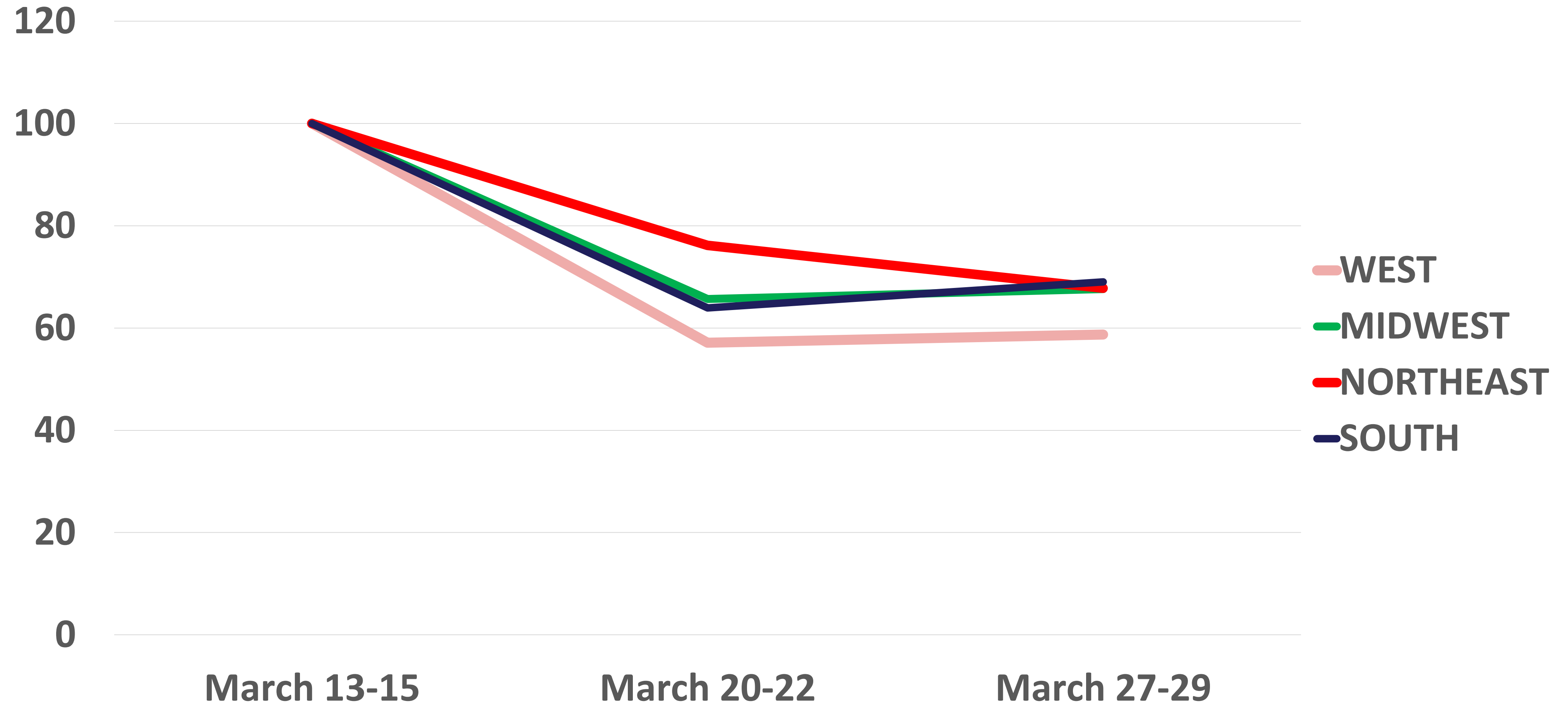
	March 13-15	March 20-22	March 27-29
Total	100	64.3	65.7
Millennial or Younger	100	71.4	79.8
Gen X	100	56.4	60.0
Boomers or Older	100	62.6	54.7
WEST	100	57.1	58.7
MIDWEST	100	65.7	67.6
NORTHEAST	100	76.2	67.8
SOUTH	100	64.0	69.0
Commercial Lodging Travelers	100	60.6	64.8
International Travelers	100	63.0	64.2
Air Travelers	100	62.0	65.0
Cruise Travelers	100	73.5	71.8
Leisure Travelers	100	63.6	66.1
VFR Travelers	100	65.2	65.3
Business Travelers	100	64.7	80.2
Convention Travelers	100	71.1	75.6
Female	100	67.6	63.4
Male	100	61.6	68.3
Affluent	100	53.9	62.0
City Travelers	100	60.5	61.2
Beach Travelers	100	63.8	67.1
US National Parks Travelers	100	64.7	64.3
Suburban area	100	66.4	65.7
Large city (urban area)	100	63.4	68.1
Rural area	100	60.0	63.6
Coronavirus Infected City	100	66.7	70.8
Non-Coronavirus Infected City	100	66.6	68.7



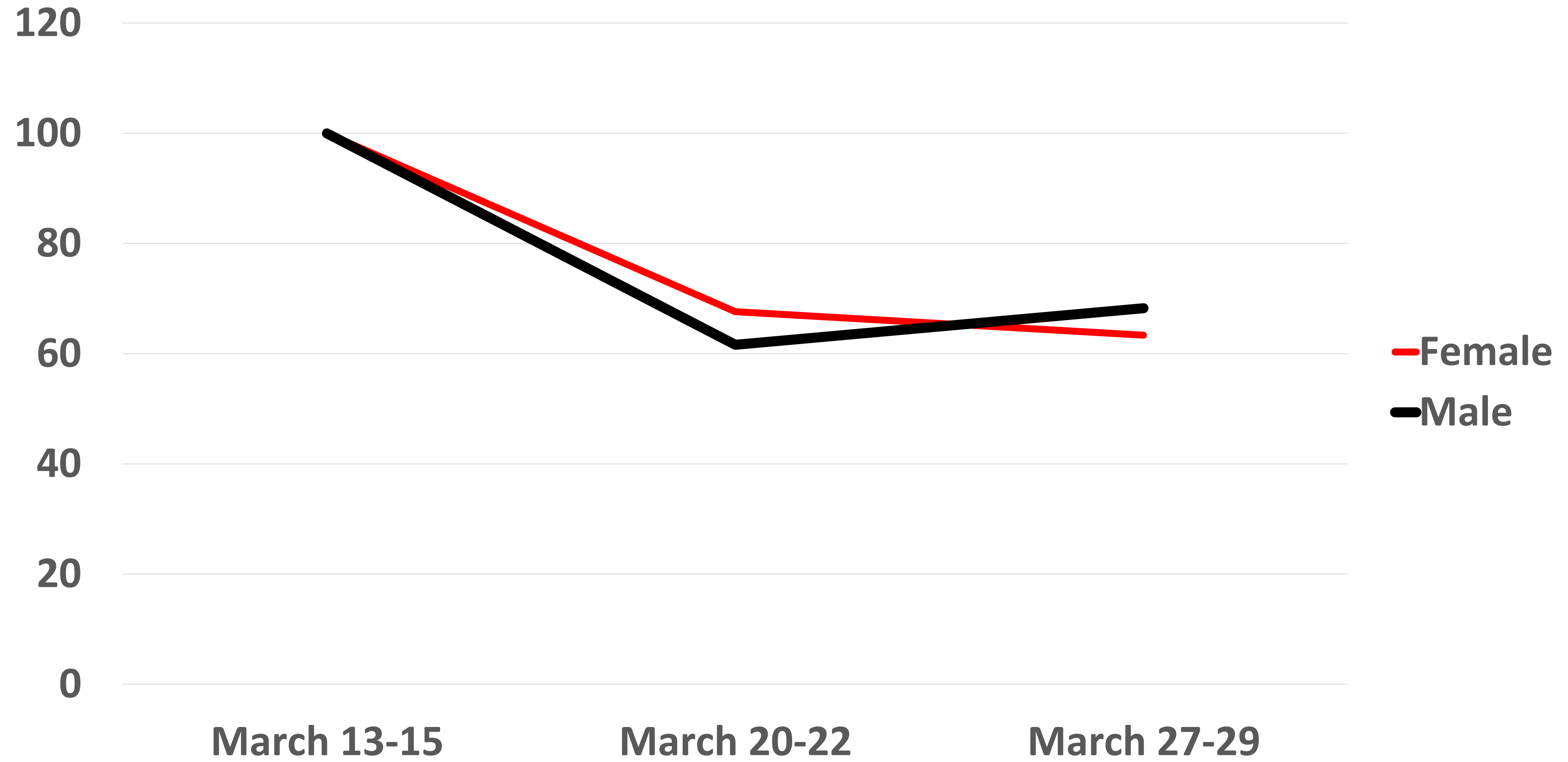
Generations



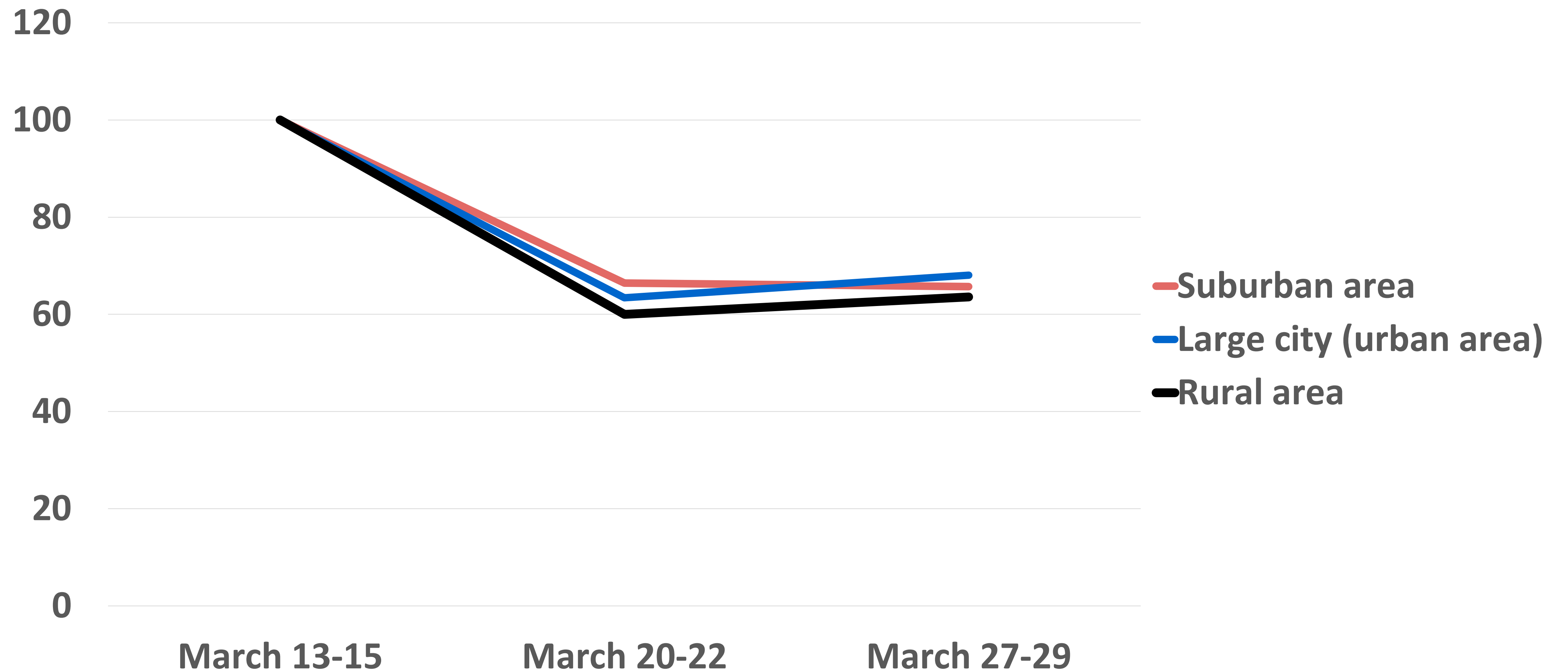
U.S. Regions



Gender



Place of Residence



To segment the results by a specific group (generational, geographical, etc.) Click on "Filters" in the top right corner.



Coronavirus Travel Sentiment Index Report

Millennial or younger Filters Export ?

Search...

- Project Overview
- Topline Findings
 - Concerned Personally
 - Concerned Personally - Breakout
 - Concerned for Friends/Family
 - Concerned for Friends/Family - Breakout
 - Concerned for Personal Finances
 - Concerned for Personal Finances - Breakout
 - Concerned for National Economy
 - Concerned for National Economy - Breakout
 - Destinations Associated with Coronavirus
 - Travel Affected by Coronavirus
 - How Travel Was Affected by Coronavirus
 - How Travel Was Affected by Coronavirus - Breakout
 - Why Travel Was Affected by Coronavirus
 - Why Travel Was Affected by Coronavirus - Breakout
 - Number of Trips Cancelled/Postponed
 - Number of Trips Cancelled - Breakout
 - Number of Trips Postponed - Breakout
 - Month of Trips Cancelled
 - Month of Trips Cancelled - Breakout
 - Refunds for Cancelled Reservations
 - Rescheduled Postponed Trips
 - Month of Rescheduled Postponed Trips
 - Month of Rescheduled Postponed Trips - Breakout
 - Type of Trips Cancelled Or Postponed

Concerned Personally

Concern Level	Percentage
0 - Not at all concerned	6.6%
1	2.0%
2	5.1%
3	2.4%
4	4.7%
5 - Neutral - Neither Concerned nor unconcerned	16.9%
6	9.4%
7	15.9%

20.7%

Question: Thinking about the current coronavirus situation, in general, HOW CONCERNED ARE YOU PERSONALLY about contracting the virus?
Base: Millennial or younger 629 responses.

Wave

- March 13-15

Segmentation

- Total
- Millennial or younger
- Gen X
- Boomers or Older
- West
- Midwest
- Northeast
- South

Travel Activity Past 2 Years

- Took 1+ Leisure Trips
- Visited Friends & Relatives
- Took 1+ Business Trips
- Attended a Convention, Conference or Group Meeting
- Used a Commercial Airline
- Used a Commercial Cruise Line
- Used Commercial Lodging
- Traveled Outside the US

Lodging Type Used in Last 2 Years

- Full-service or 3-4 star hotel
- Budget hotel or motel
- Luxury or 5-star hotel
- Didn't use lodging (e.g. Airbnb, VRBO, etc.)



Next/Ongoing Updates



- Key Findings to Know released via email every Monday morning
- Complete Report of Findings sent (and dashboard updated) by each Tuesday morning
- Online Presentation of Findings every Tuesday at 8:00am PST/11:00am EST
- Shareable infographics and gifs week-daily



Upcoming for You

- Meeting Planner Micro-Focus Group on next week's webinar
- Meeting Planner Sentiment Survey Findings
- DMO Website Value Study
- Live Online Focus Group with Travelers

With Us Today



Chelsea Benitez
Los Angeles Tourism & Convention Board



Allison Schult
Visit North Carolina



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