

CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

PRESENTATION OF FINDINGS WEEK OF September 7th, 2020

Destination  Analysts



A close-up photograph of a piece of brown cardboard that has been torn. The tear is irregular and jagged, revealing a white background underneath. The text "Independent, unbiased research" is printed in a dark, sans-serif font across the white area. The cardboard itself has a textured, fibrous appearance with some small holes and frayed edges.

Independent, unbiased
research

A group of hands holding light bulbs, symbolizing ideas and innovation.

**Webinar recording
available on our website:**

DestinationAnalysts.com/covid-webinars

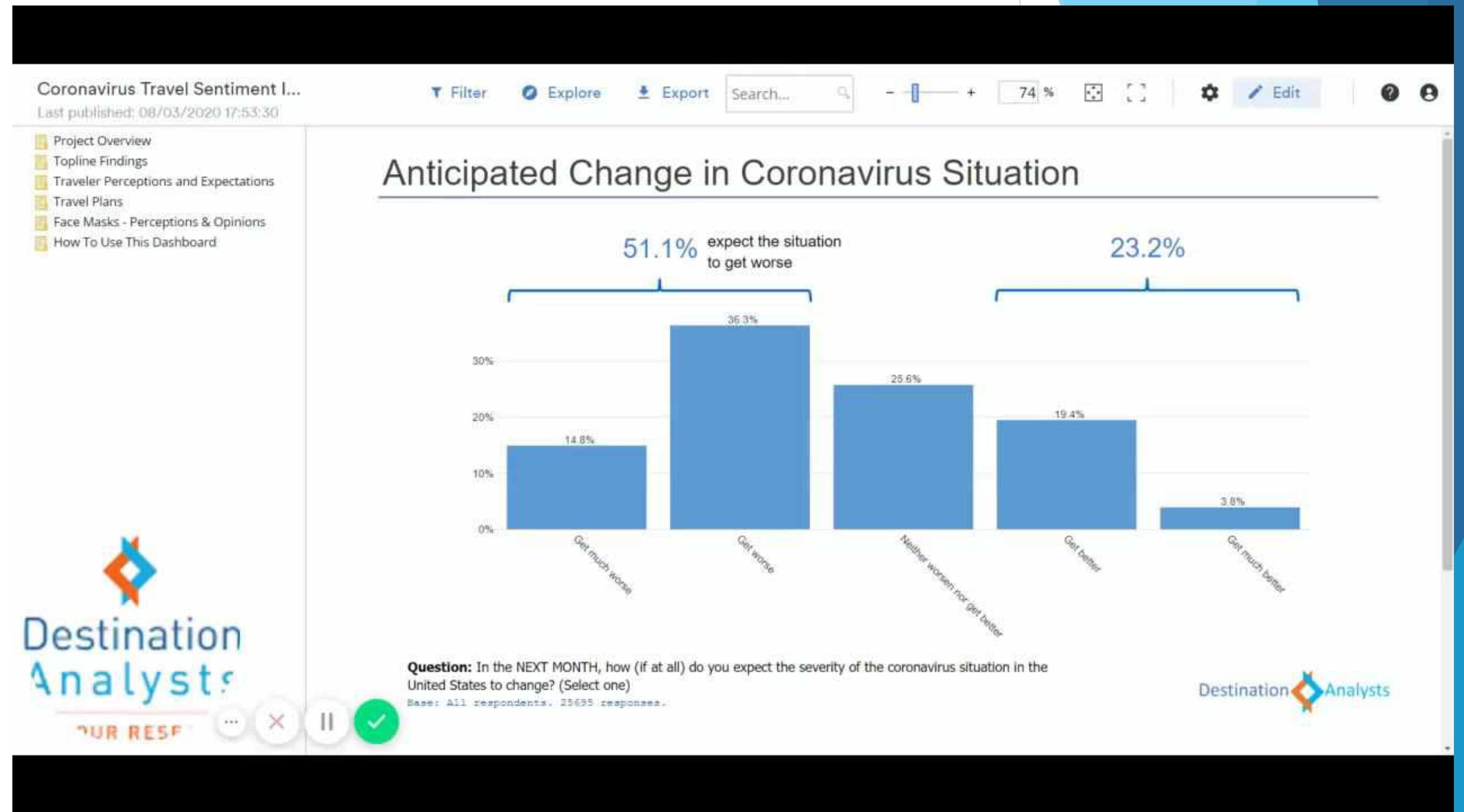


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RESEARCH OVERVIEW & METHODOLOGY

- **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 26 data (fielded September 4th-6th) 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**

U.S. Regions





USA
6,181,474
TOTAL CASES

CDC | Updated: Sep 5 2020 12:16PM

USA
187,159
TOTAL DEATHS

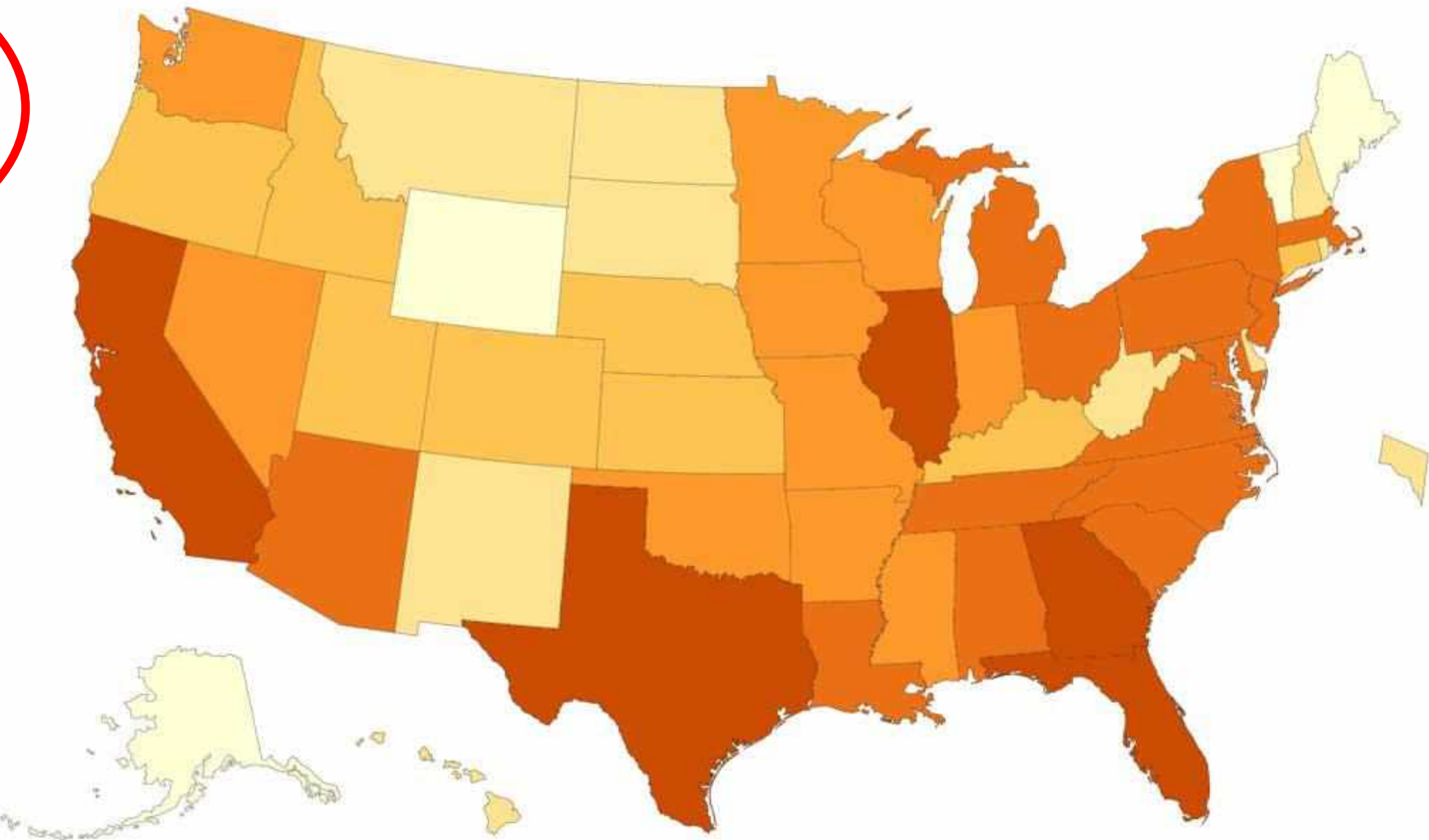
CDC | Updated: Sep 5 2020 12:16PM

USA
290,942
Cases in Last 7 Days

CDC | Updated: Sep 5 2020 12:16PM

Total Cases	Cases in Last 7 Days	Cases per 100,000	Total Deaths	Deaths per 100,000
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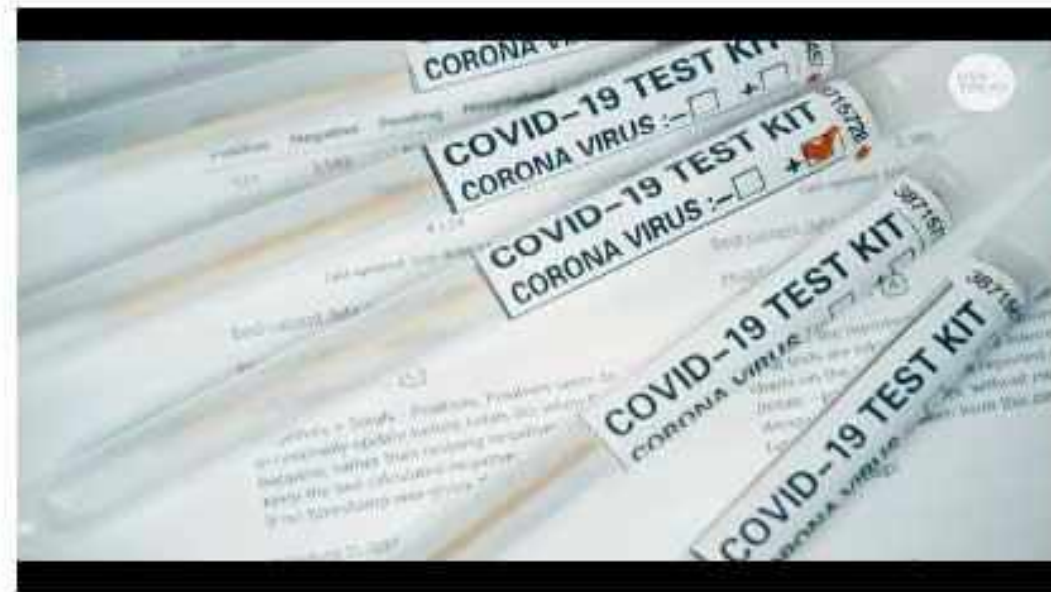
Total Number of COVID-19 Cases in the US Reported to the CDC, by State/Territory



HEALTH

Do you need a COVID-19 test if you plan to travel? Do you still need to quarantine? What to know about the confusing rules.

Jayne O'Donnell and Adrianna Rodriguez USA TODAY
Published 5:01 a.m. ET Sept. 4, 2020 | Updated 6:13 a.m. ET Sept. 4, 2020



COVID-19: FDA opens the door to rapid at-home testing
At home testing could transform the fight against the novel coronavirus. USA TODAY

When New York announced last month that [Washington state residents could visit without quarantining](#) for two weeks, Seattle-based labor lawyer Michael Subit sprang into action.

He started planning a six-day cross-country [driving trip](#) with his wife and Bernese Mountain dog to visit his elderly parents. His 91-year-old father was just discharged after four months without visitors at a Veterans Administration hospital, where he was treated for a bone infection. His mother, 83, has diabetes, survived several strokes and heart attacks and is at [high risk of COVID-19](#).

They arrived in White Plains, New York, Tuesday night. As he traveled across the U.S., Subit kept an eye on [Washington's COVID-19 rate and case count](#) to make sure it didn't go back on New York's list of [more than 30 states](#) whose residents have to quarantine for 14 days if they visit. They drove through Montana about the time it hit New York's list, and they passed through many other states already on it, including Idaho and Indiana. New York doesn't count a state unless you spend 24 hours in it.

In Sign of Progress, Fewer Than 1% of New York's Virus Tests Are Positive

The state's share of positive tests has stayed below 1 percent for 30 straight days, Gov. Andrew M. Cuomo said, though he urged caution amid Labor Day celebrations. India surpassed Brazil to become the country with the second-highest number of cases.

Published Sept. 6, 2020 | Updated Sept. 7, 2020, 5:29 a.m. ET



'Be smart': New Yorkers get good news on virus numbers, but also a warning.

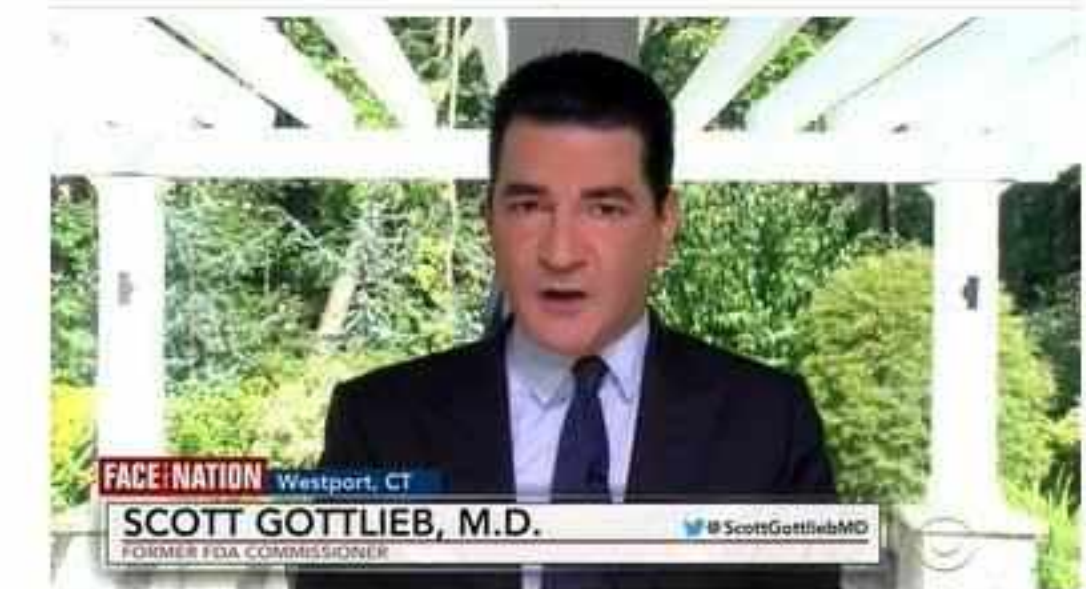
The share of virus tests coming back positive in New York State has stayed below 1 percent for 30 straight days, suggesting that the state's aggressive approach to containing its outbreak — once the most severe in the country — has largely worked.

The state's positivity rate, announced on Sunday, remained below 1 percent even as parts of the economy gradually reopened, the number of people being tested continued to trend upward, and other states grappled with sharply rising case counts.

But for all the encouragement offered by the monthlong marker, many New Yorkers remain anxious heading into the fall and winter, when case counts could rise as the nation's largest public school district and more businesses are preparing to reopen.

Gottlieb says likelihood "extremely low" for COVID-19 vaccine available for use in 2020

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Scott Gottlieb, the former commissioner of the Food and Drug Administration, told "Face the Nation" on Sunday that it's unlikely a coronavirus vaccine will be available in the U.S. by the end of 2020.

"I think the likelihood that we're going to have a vaccine for widespread use in 2020 is extremely low; I think we need to think of that as largely a 2021 event," Gottlieb said. "And if we do have a vaccine available in 2020, it's likely to be used in a much more targeted fashion."

According to Gottlieb, if the vaccine is produced before next year, it would be distributed through a "staged introduction" that prioritizes high-risk groups, like nursing home residents and health care workers.

"You can almost think of the vaccine being used in a therapeutic sense, to try to protect very high risk populations," he explained. "... Not in the way we traditionally think about vaccines, in terms of trying to provide broad based immunity in a population."

The same methodology was used in 2009 when H1N1, also known as the swine flu, took hold. According to Gottlieb, that vaccine was also distributed to doctors and frontline health care workers first. "We were able to do that very efficiently with the swine flu," he said.

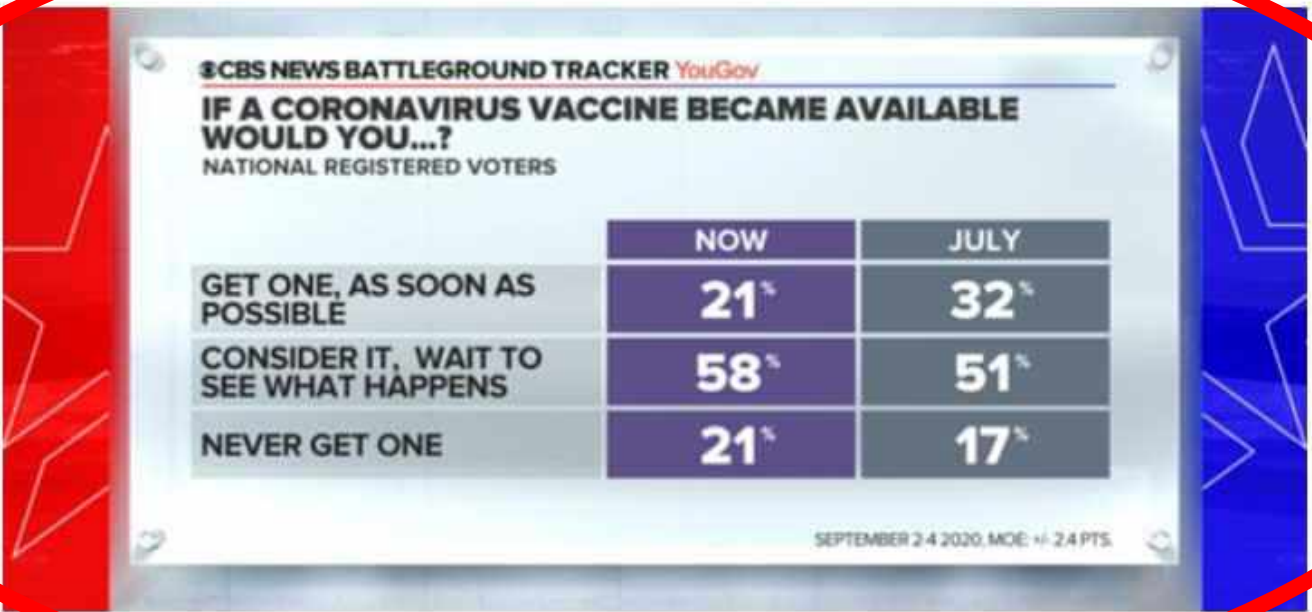
Voters skeptical about potential COVID-19 vaccine and say that one this year would be rushed - CBS News poll

BY JENNIFER DE PINTO
SEPTEMBER 6, 2020 / 10:30 AM / CBS NEWS

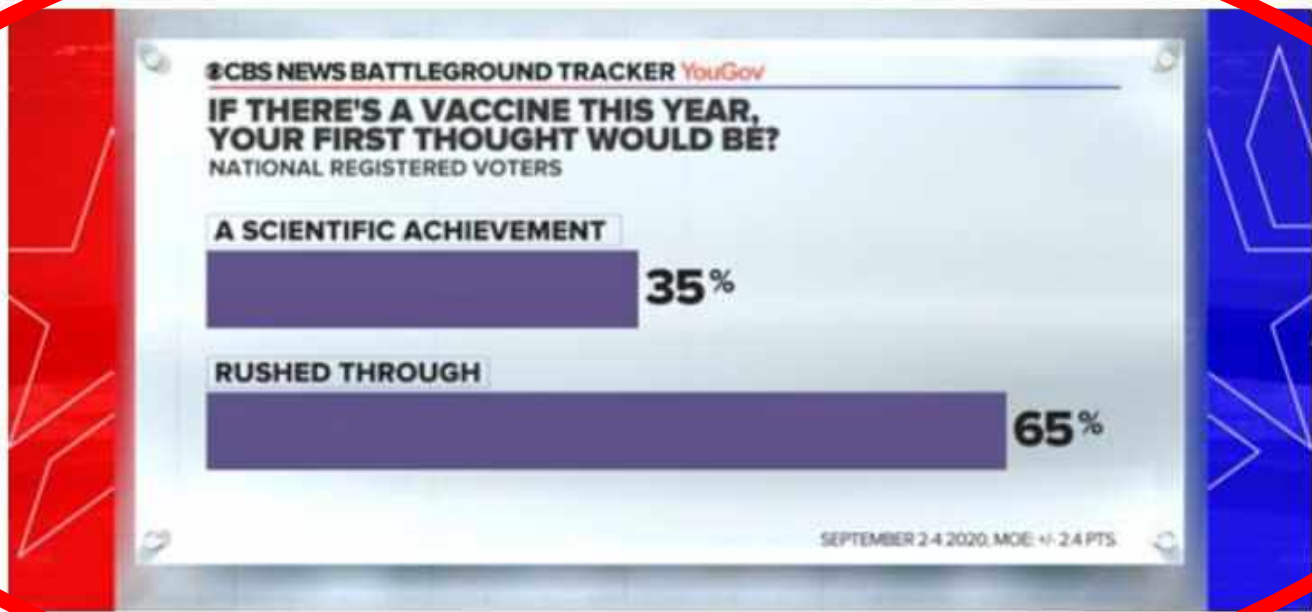


Skepticism about getting a coronavirus vaccine has grown since earlier this summer, and most voters say if a vaccine were made available this year, their first thought would be that it was rushed through without enough testing.

Just 21% of voters nationwide now say they would get a vaccine as soon as possible if one became available at no cost, down from 32% in late July. Most would consider it but would wait to see what happens to others before getting one.



Two-thirds of voters think if a vaccine were announced as soon as this year, their initial thought would be that it was rushed through without enough testing, rather than a scientific achievement that happened quickly. Among those who feel it would have been rushed, just 13% say they would get a vaccine for the coronavirus as soon as possible if one were available.



As President Trump hints the possibility that a coronavirus vaccine may be available this fall, the number of Democrats who say they would get a vaccine right away has dropped sharply.

This Disney World Resort Has a Special 'Schoolcation' Offer With Supervised Remote Learning

Students can get the best of both worlds at the Four Seasons Resort Orlando at Walt Disney World.

BY ANDREA ROMANO | SEPTEMBER 03, 2020



PHOTO: COURTESY OF FOUR SEASONS

Remote learning can certainly have its drawbacks, but it also has some major perks — especially when it comes to flexibility for taking a family vacation.

School being back in session usually spells an end to vacation season for lots of families, but the Four Seasons Resort Orlando at Walt Disney World Resort is offering a way to keep school in session while also letting families have a great getaway.

Right now, the resort is offering supervised “schoolcations” that allow kids to attend class remotely from the resort’s quiet, dedicated learning space. Then, when all the school work is done, kids can have the ultimate “recess” by heading down to Explorer Island [water park](#), where they can swim, float down the lazy river, zoom down water slides, and enjoy lots of outdoor recreation such as sand volleyball, basketball, foosball, table-tennis, and more.

Students can upgrade their classroom at a Mexican resort near Puerto Vallarta

LAUREN KOTW Lonely Planet Writer | JULY 2020



Learn remotely. Holiday at the resort © Four Seasons Resort Punta Mita/Christian Weber Photography

School is almost back in session, but not all students will be returning to the classroom. As an alternative for students who are distance learning, the Four Seasons Punta Mita resort in [Mexico](#) is offering families an option for a 'schoolcation', where kids can log into class from pool- or beachside study cabanas, get private tutoring sessions with a study buddy or learn Spanish and local arts, crafts and history.

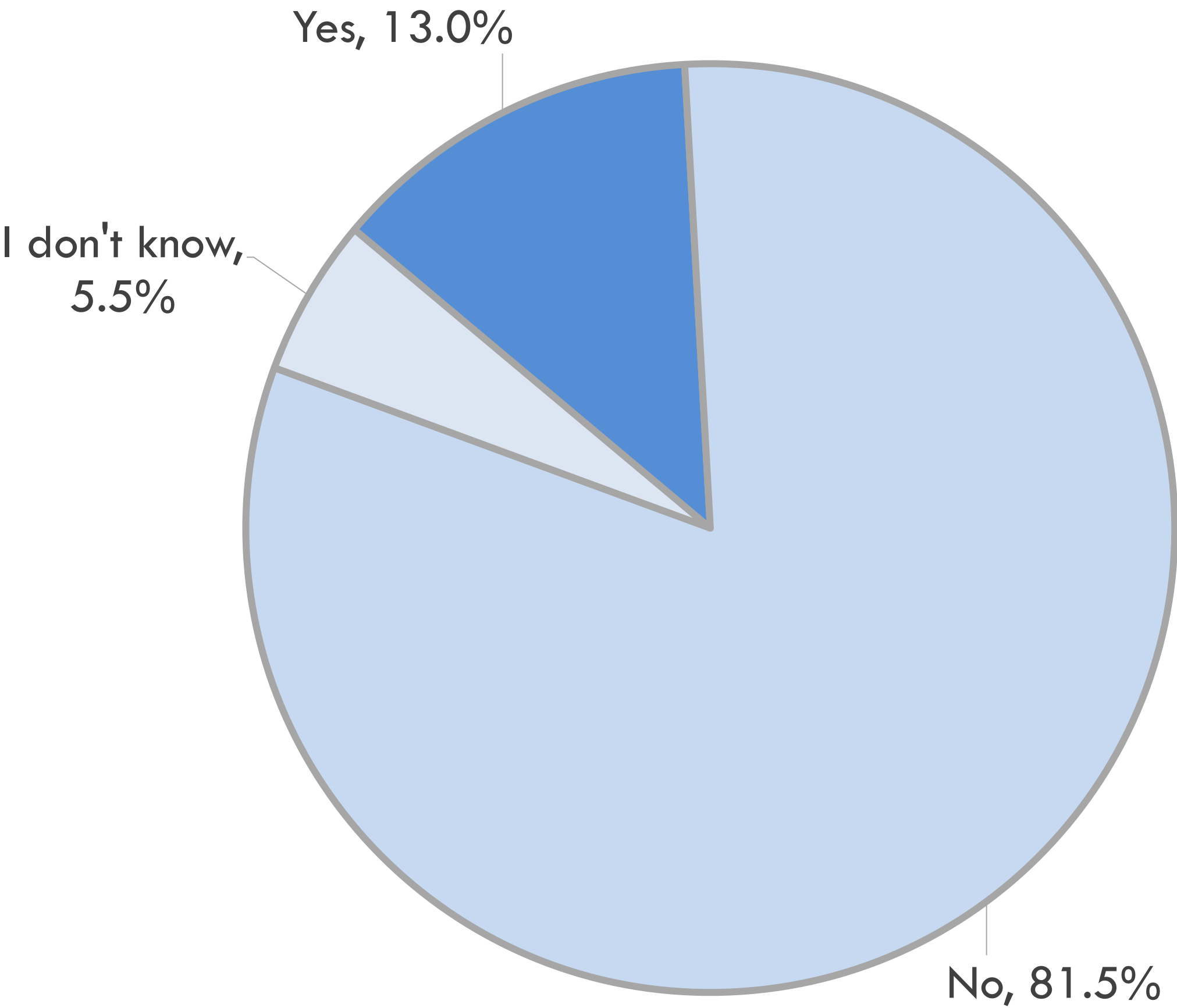


What's Going on Out There?

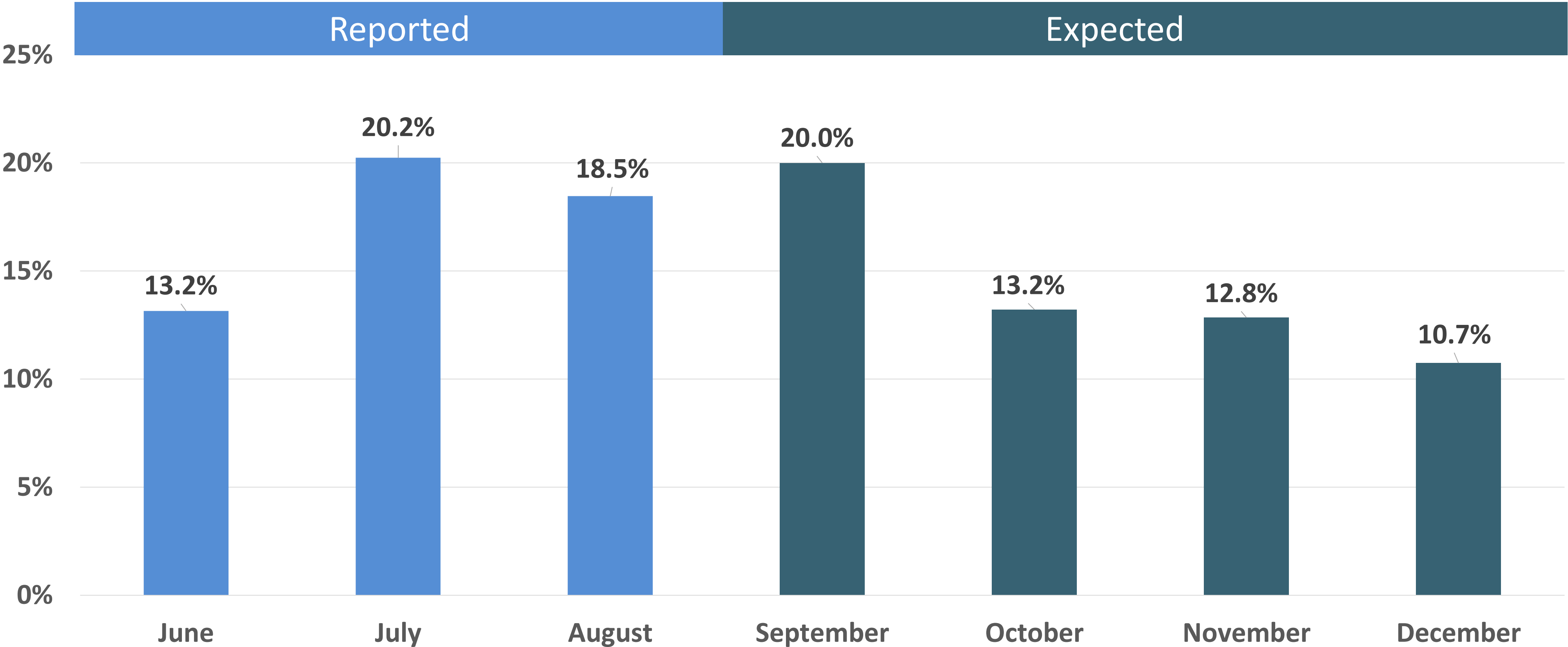
LABOR DAY WEEKEND TRIPS TAKEN

Question: Are you traveling (or planning to travel) for any reason this weekend (Labor Day weekend)?

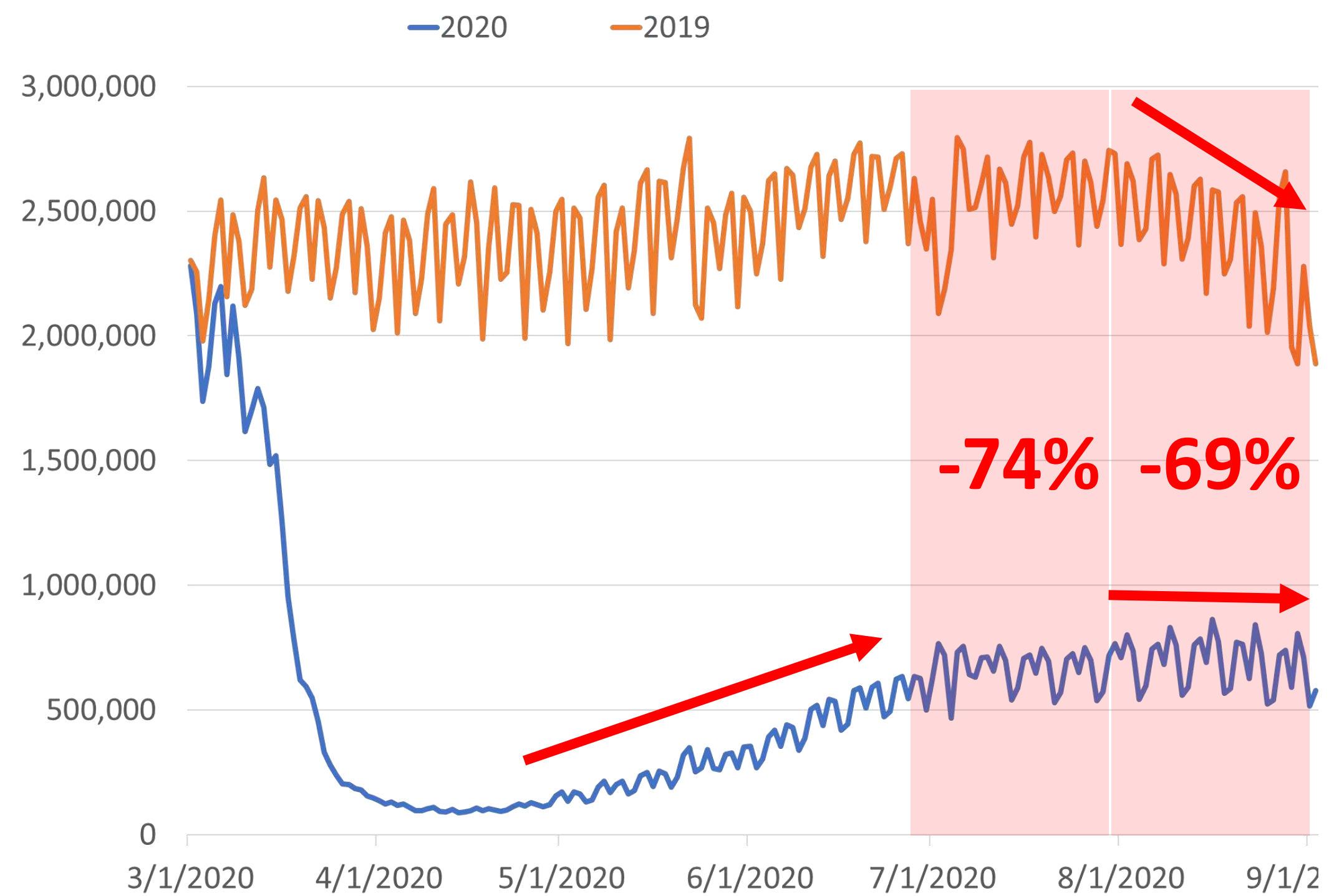
(Base: Wave 26 data. All respondents, 1,225 completed surveys. Data collected September 4-6, 2020)



Leisure Travel: Summer and Beyond



% of All Travelers Taking a Leisure Trip



TSA Daily Check Point Counts

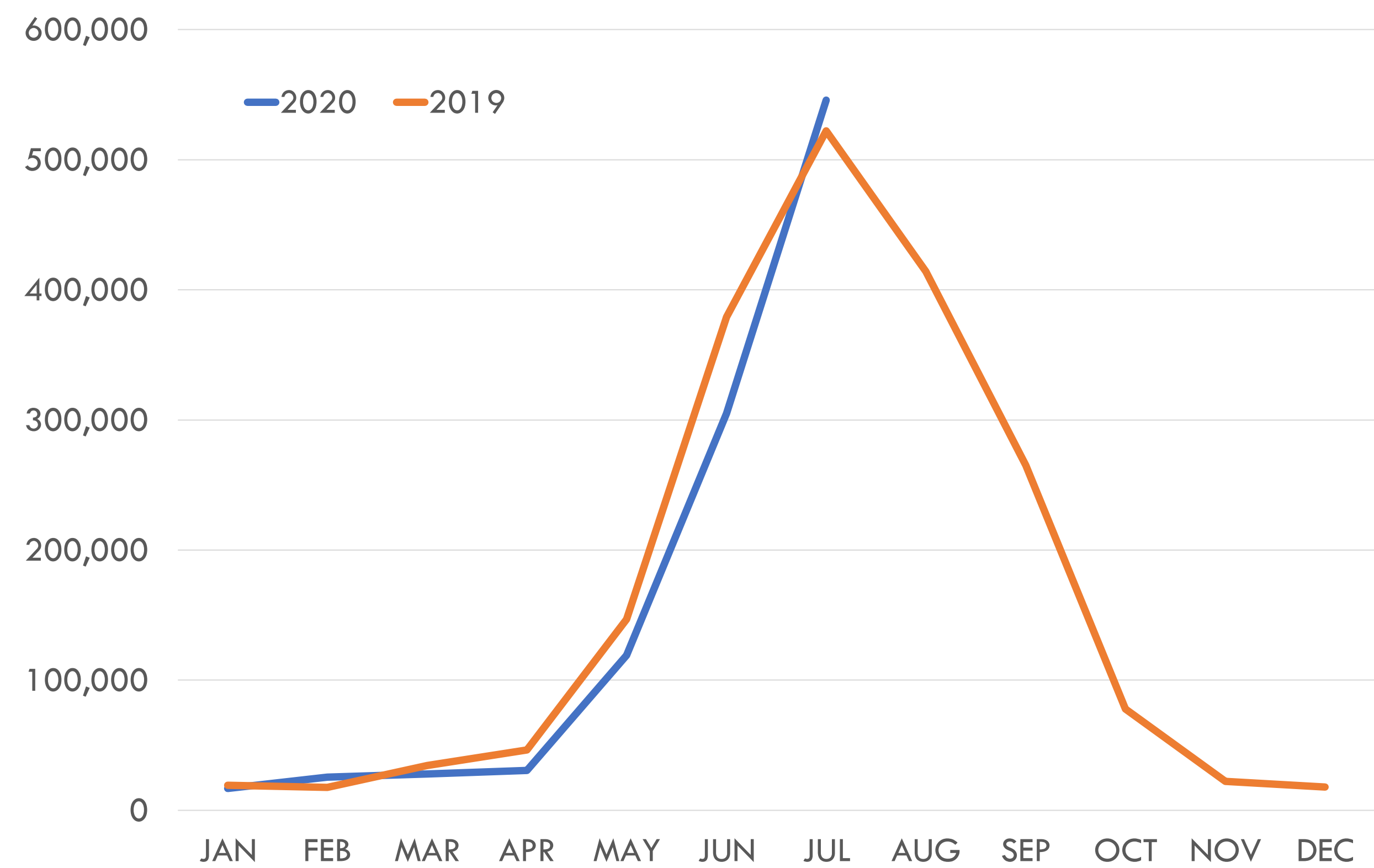


National Park Attendance

Mount Rushmore National Memorial



Source: National Park Service

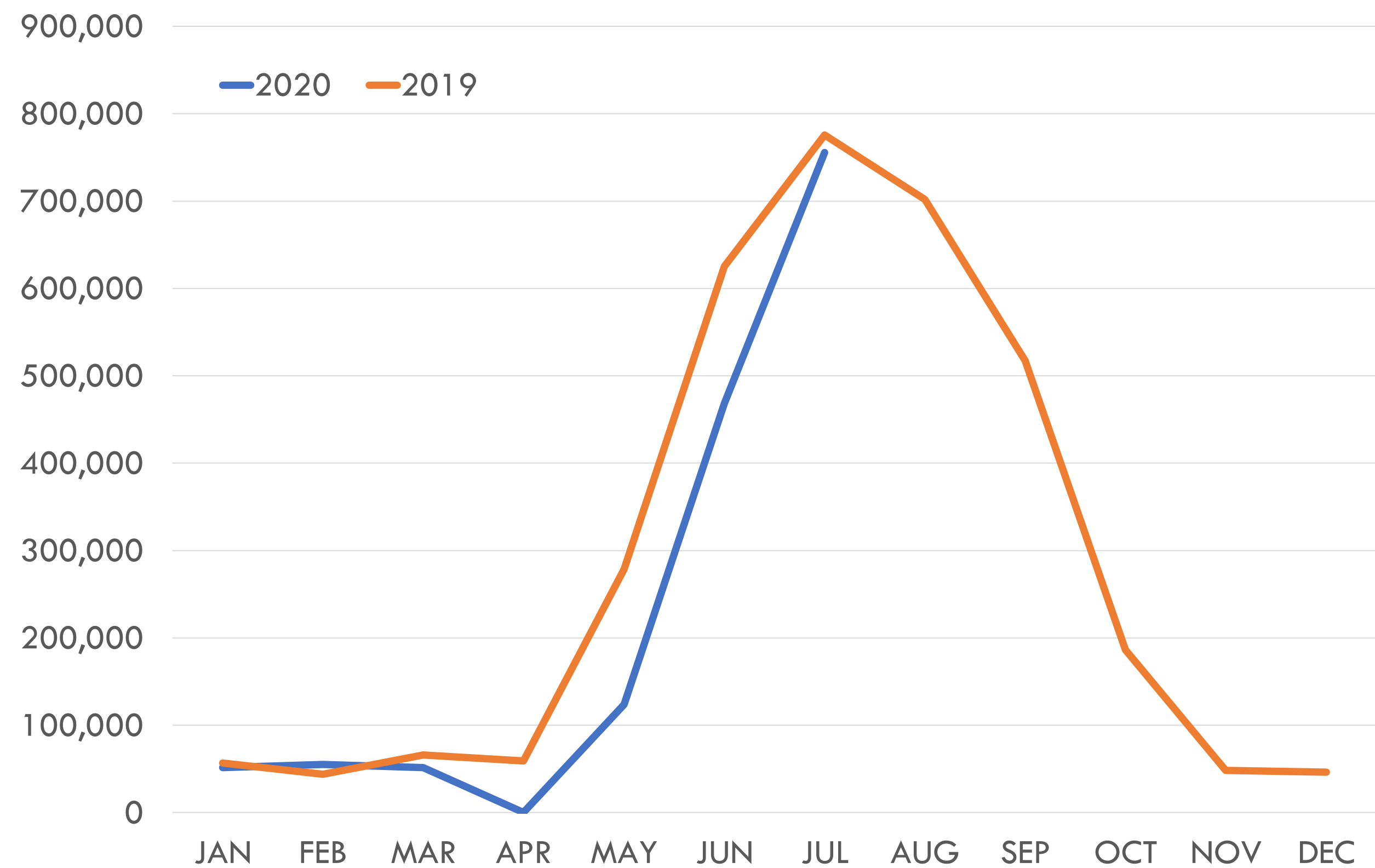


Recreational Visits

Grand Teton National Park

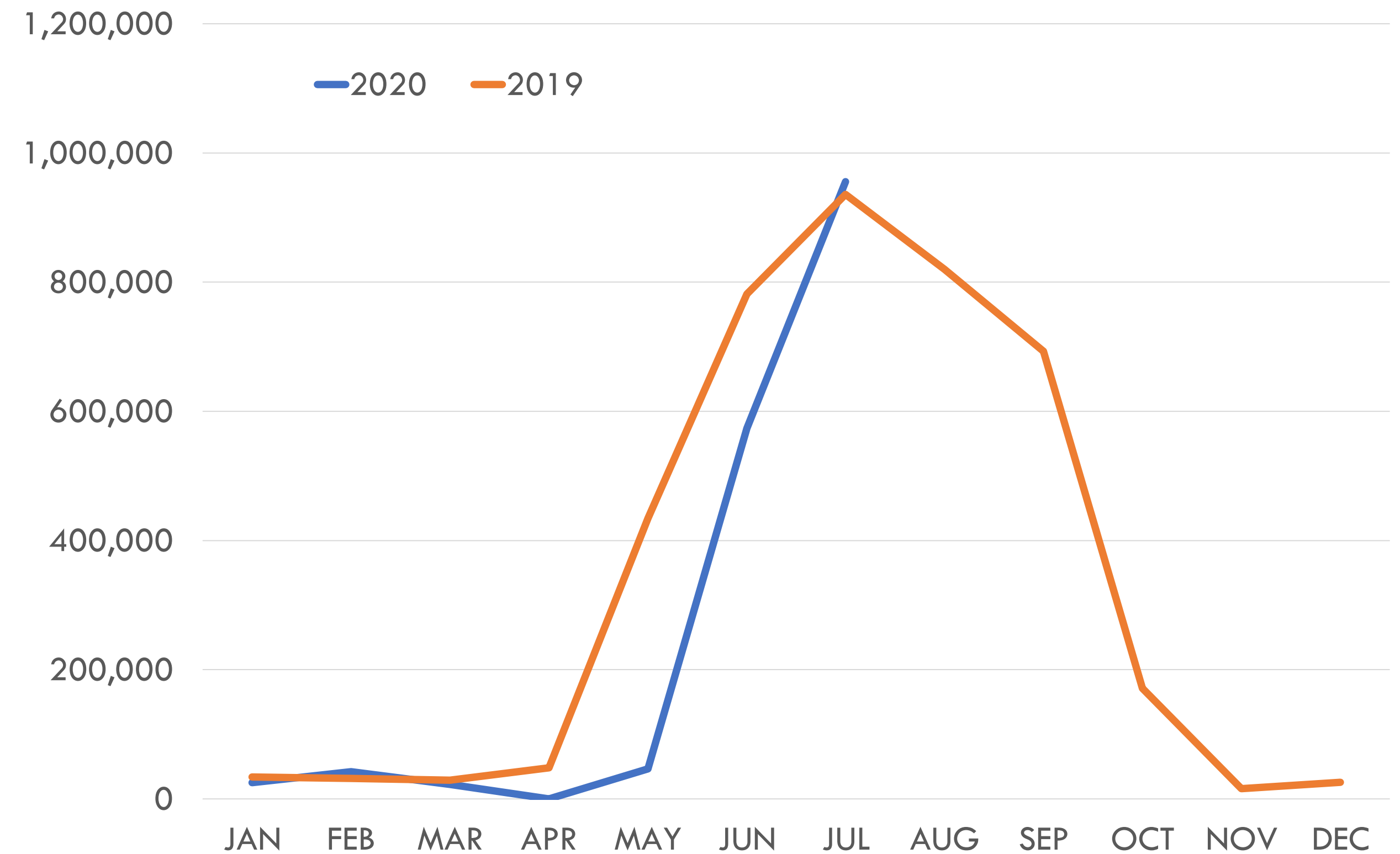


Source: National Park Service



Recreational Visits

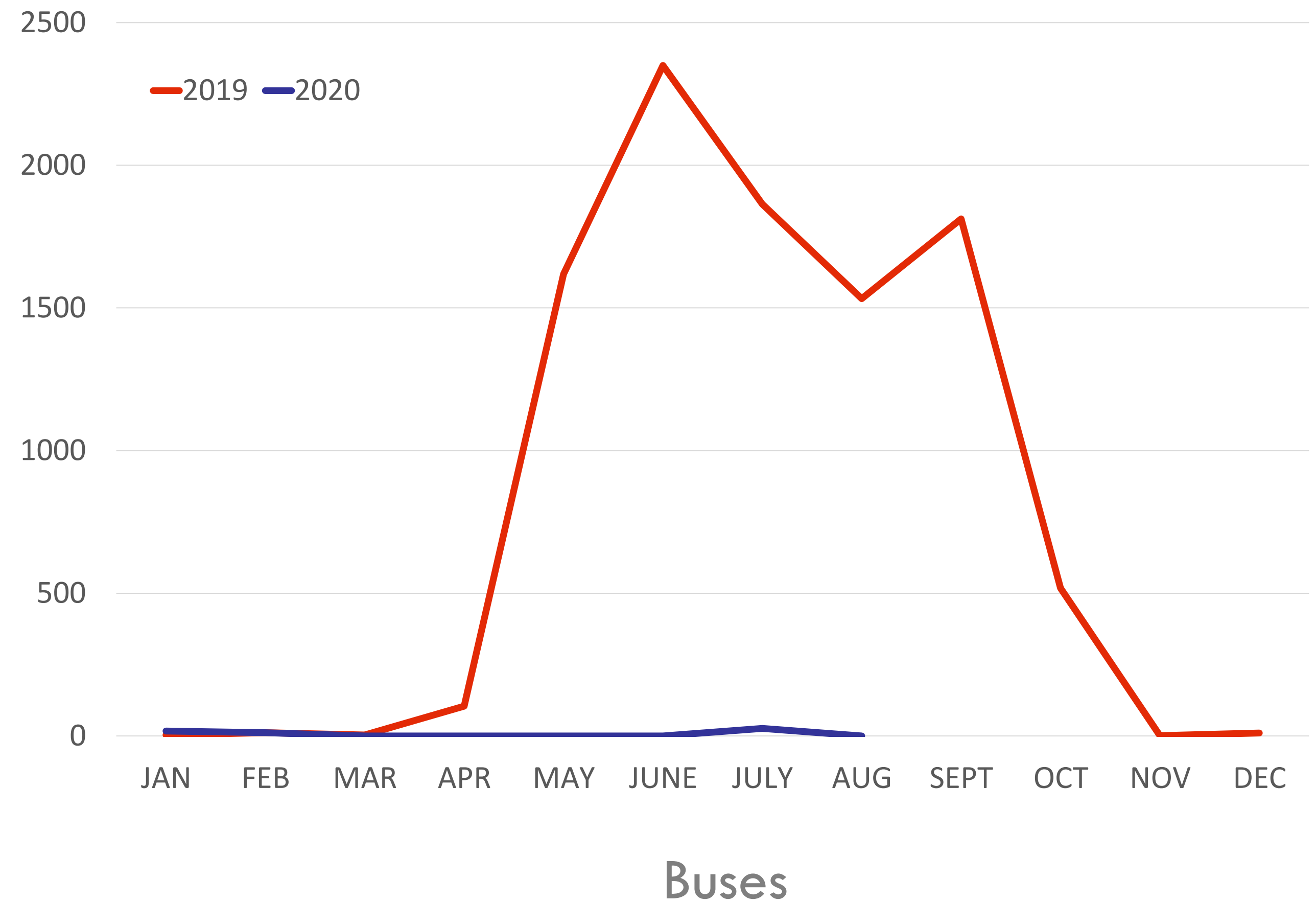
Yellowstone National Park



Source: National Park Service

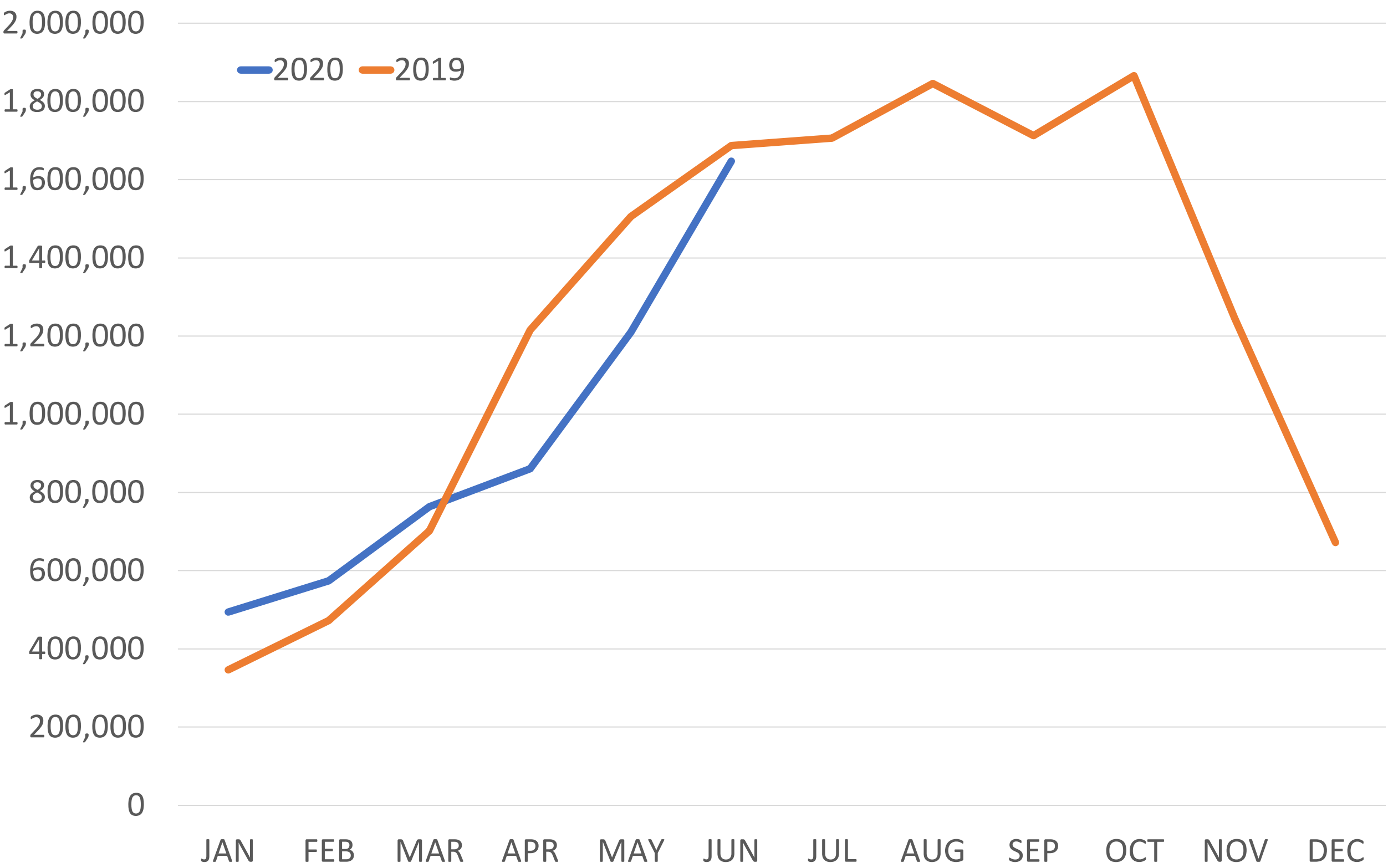
Recreational Visits

Yellowstone National Park (Buses)



Source: National Park Service

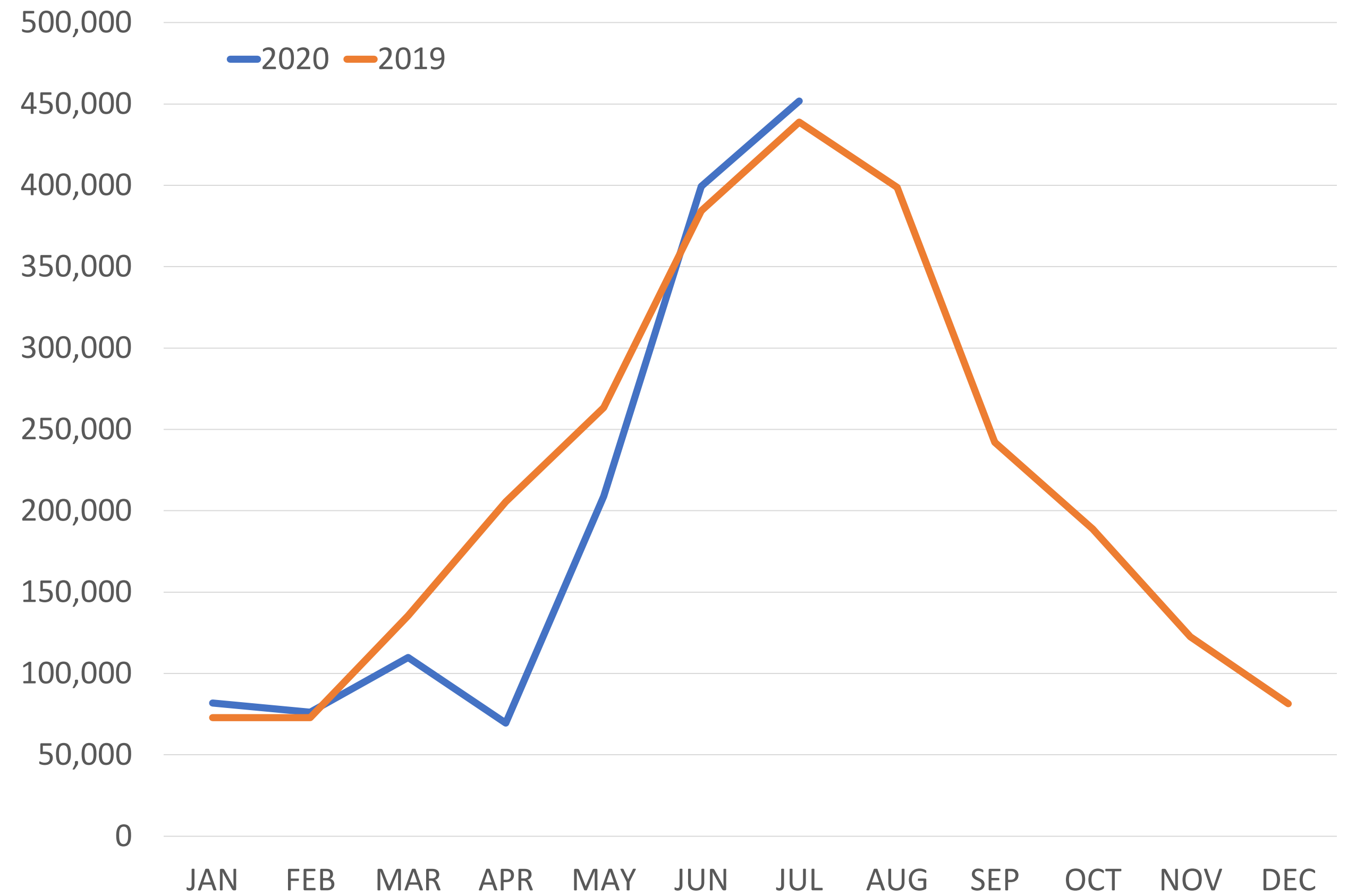
Blue Ridge Parkway



Recreational Visits

Source: National Park Service

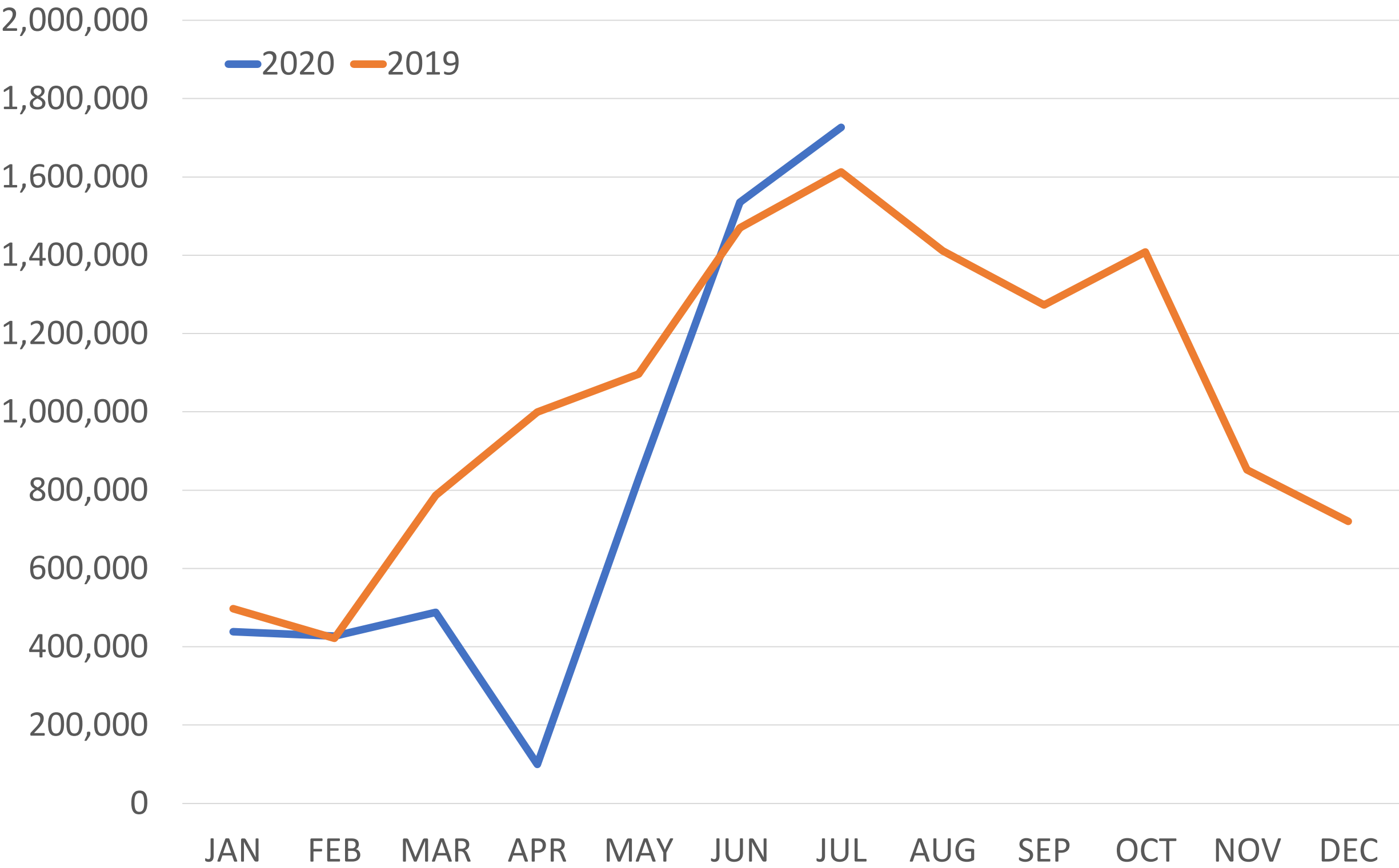
Cape Hatteras National Seashore



Source: National Park Service

Recreational Visits

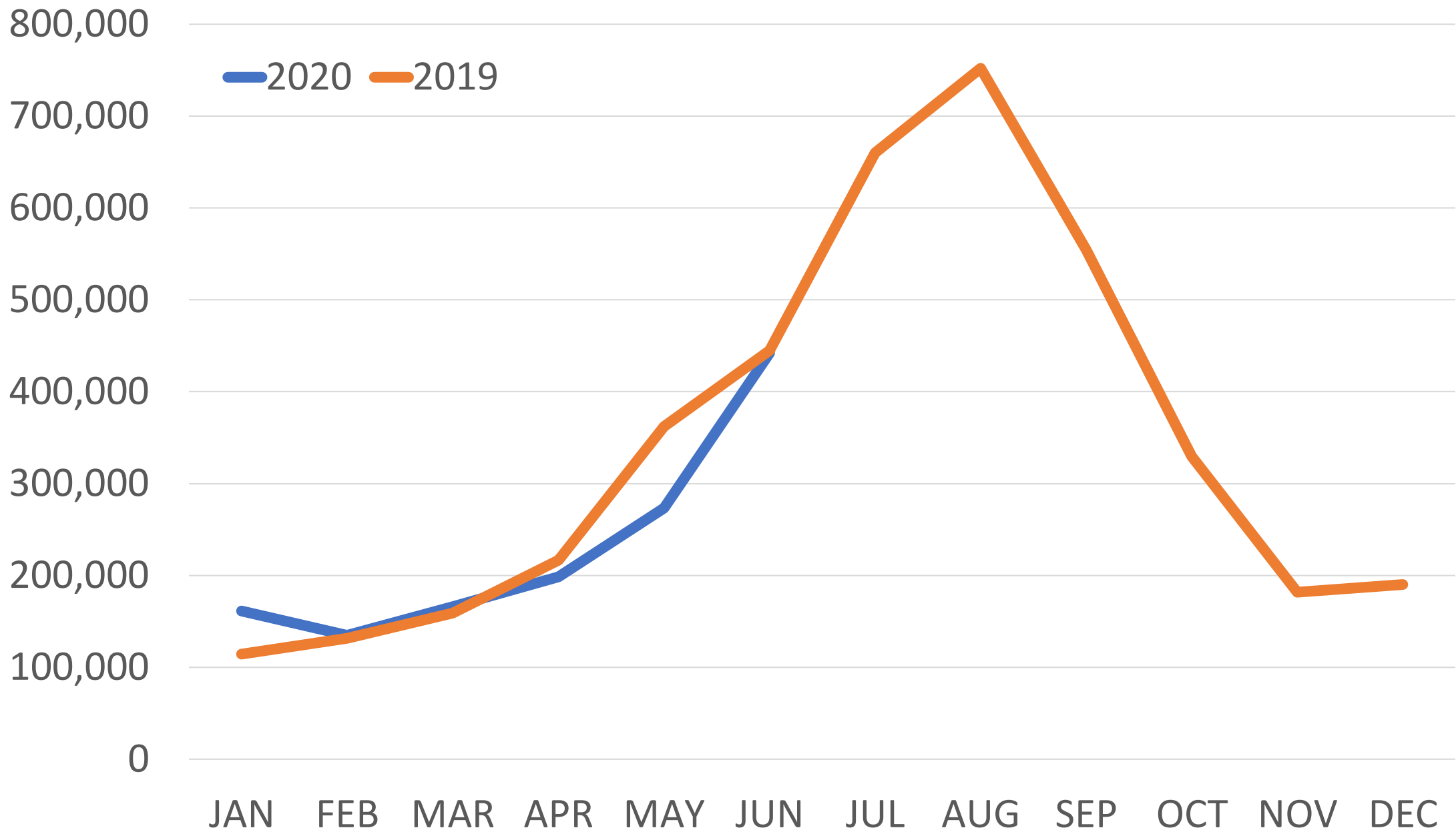
Great Smoky Mountain National Park



Recreational Visits

Source: National Park Service

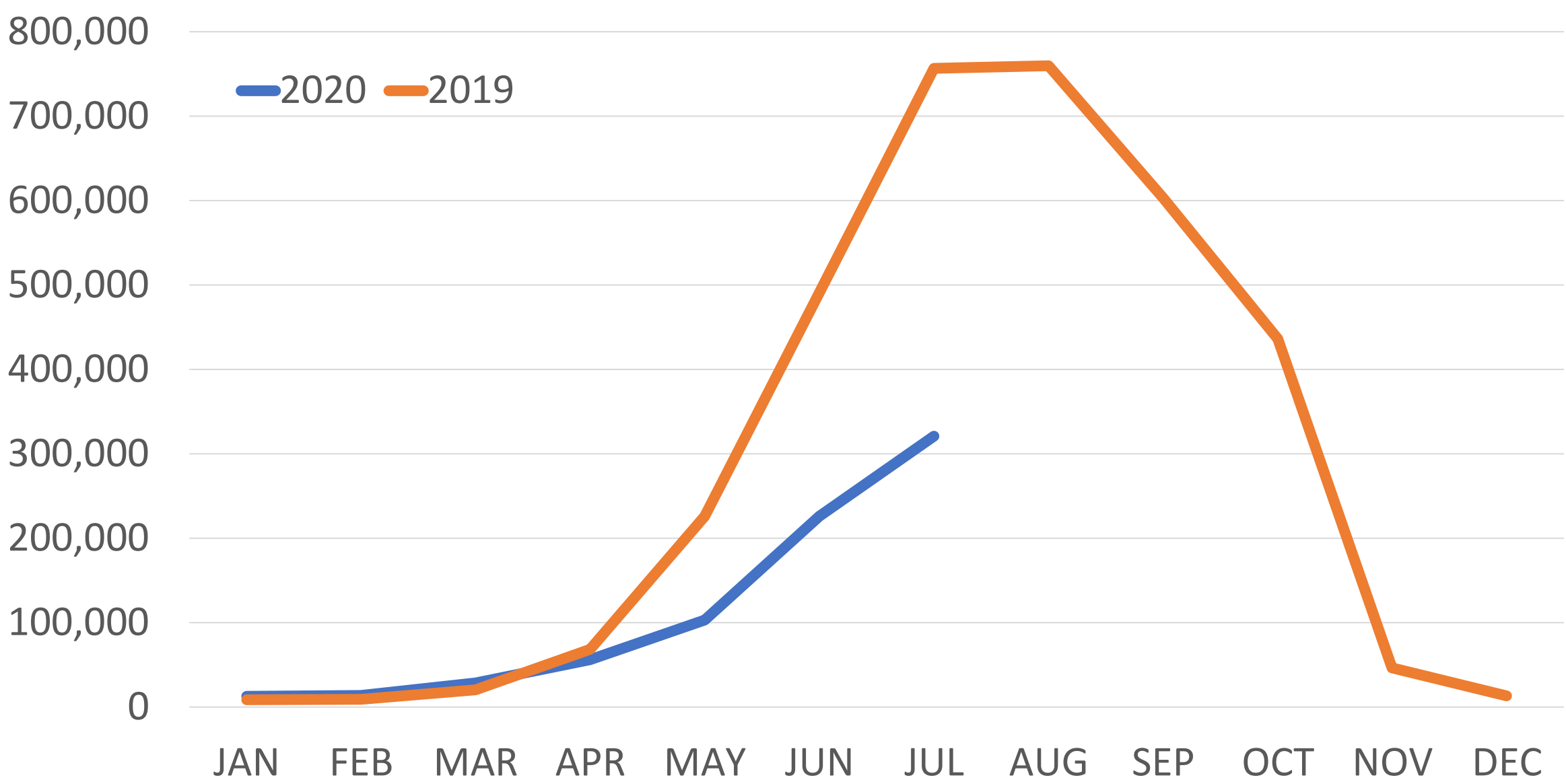
Cape Cod National Seashore



Recreational Visits

Source: National Park Service

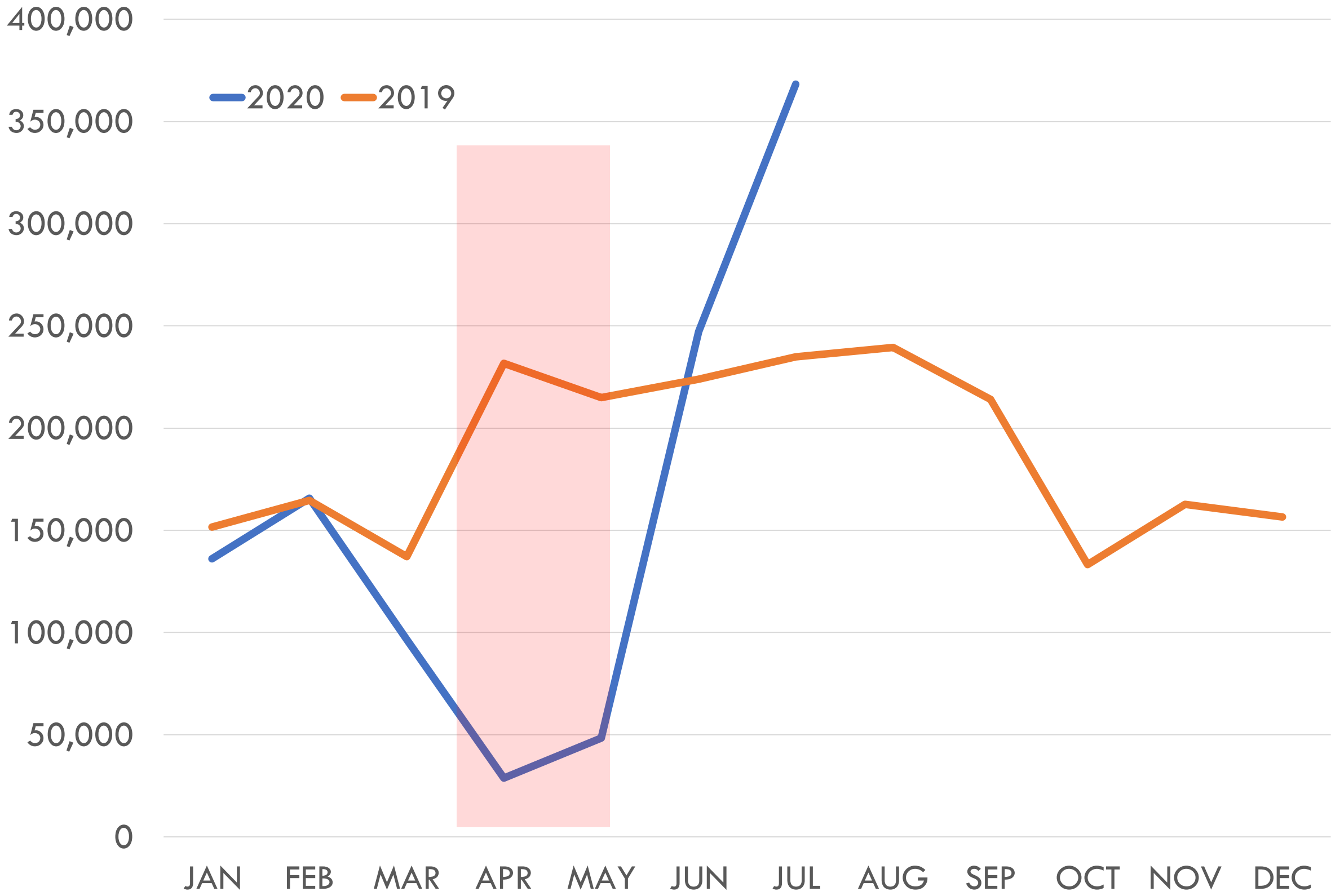
Acadia National Park



Recreational Visits

Source: National Park Service

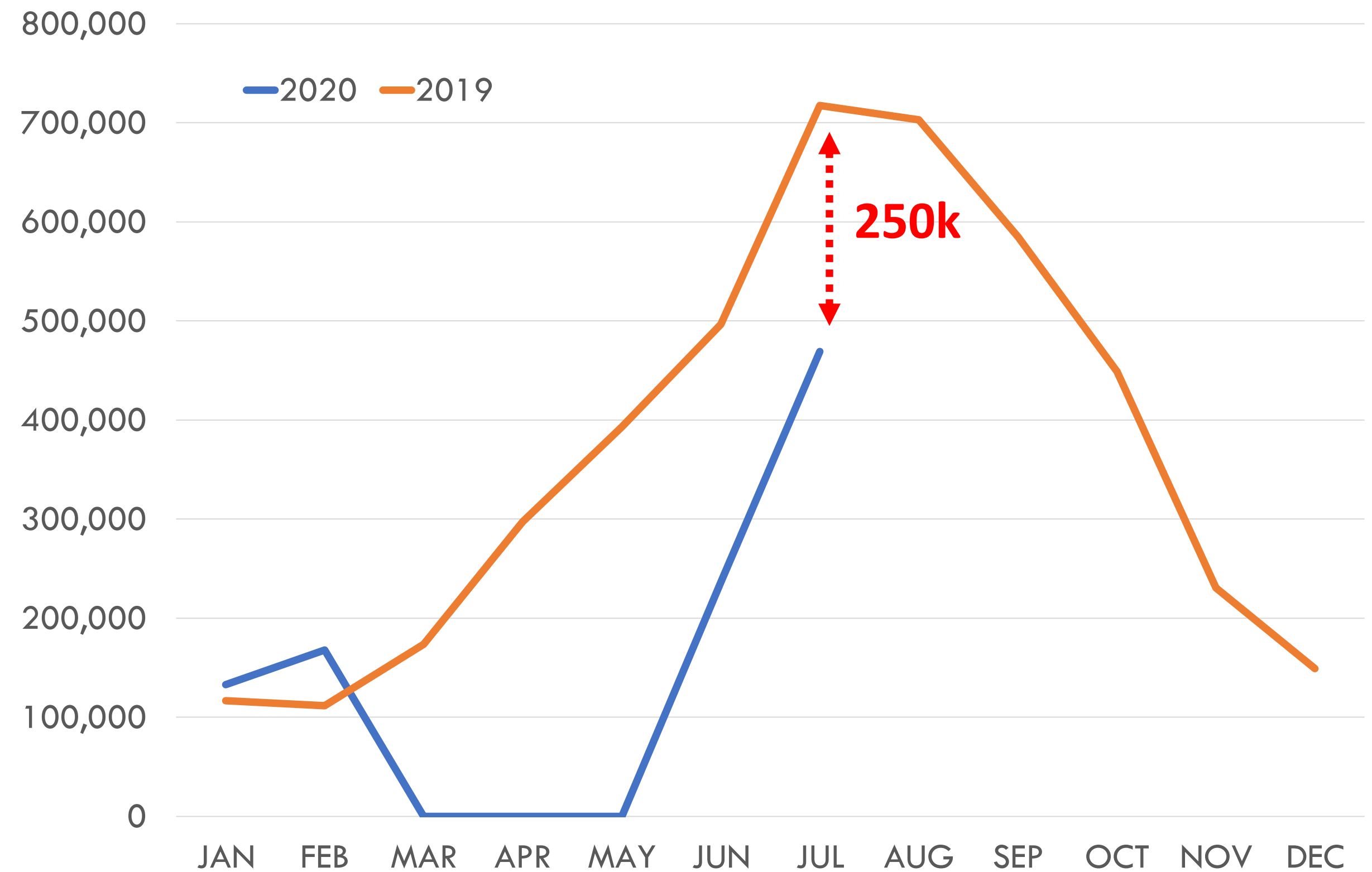
Point Reyes National Seashore



Recreational Visits

Source: National Park Service

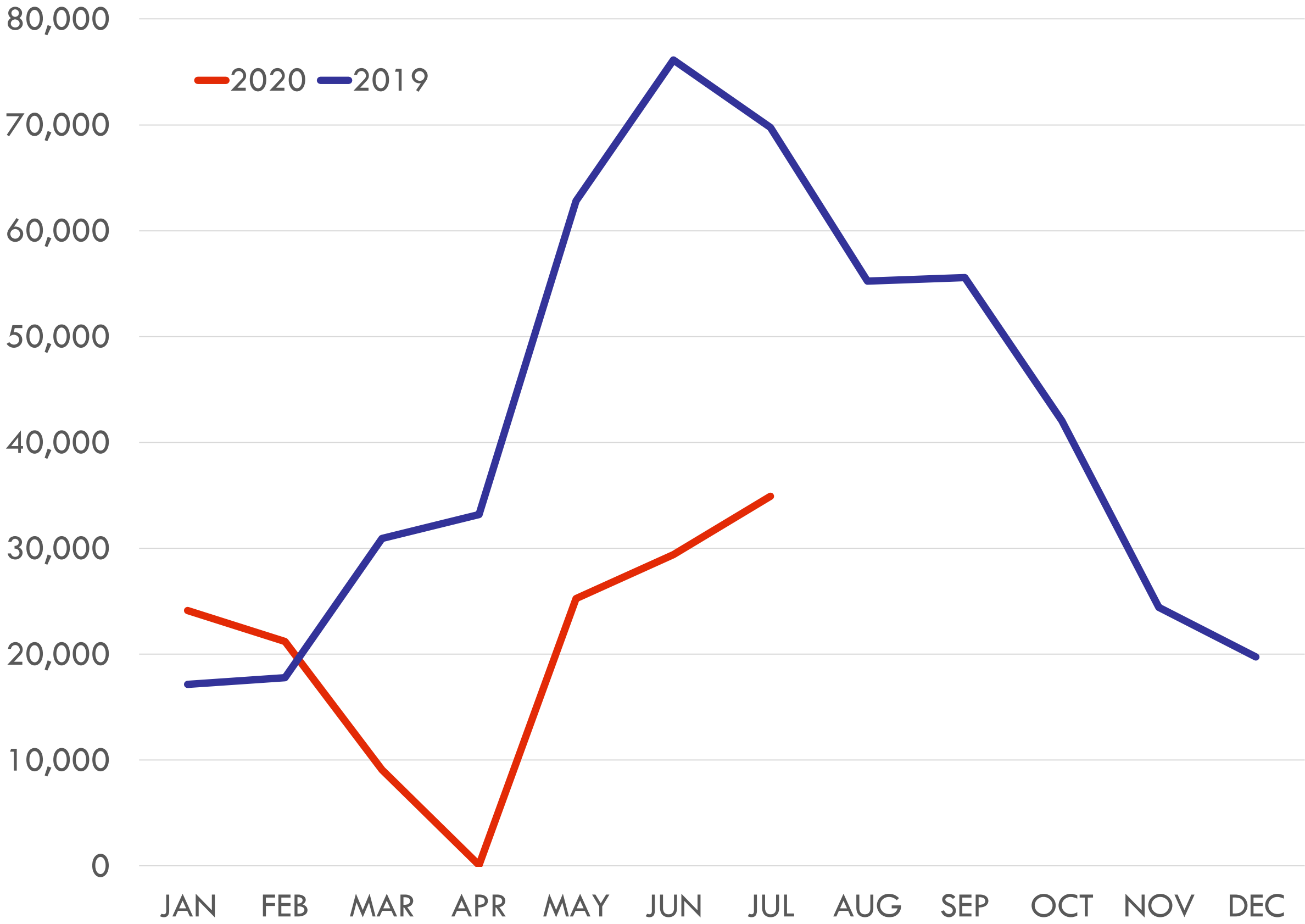
Yosemite National Park



Recreational Visits

Source: National Park Service

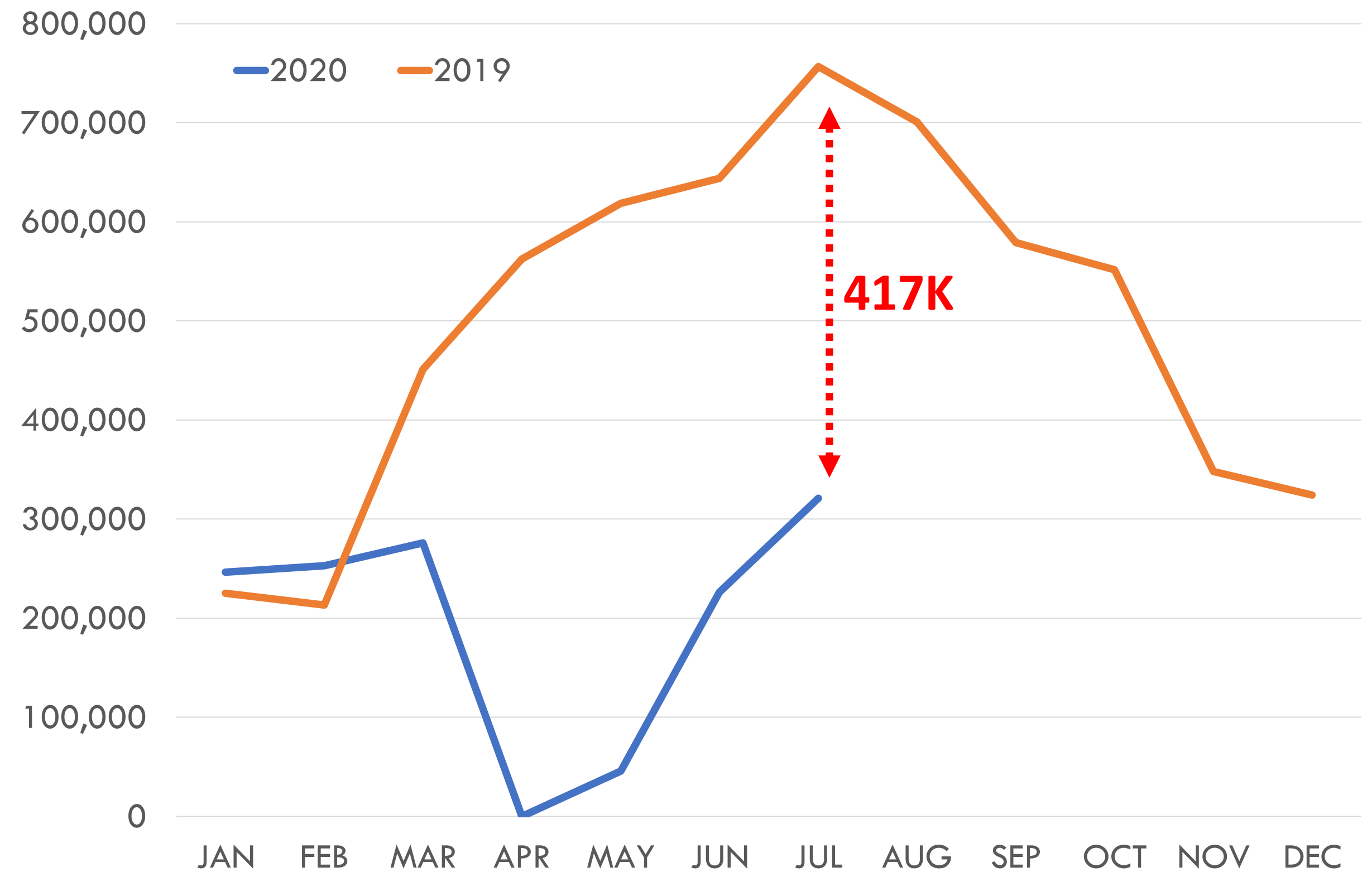
Redwood National Park



Recreational Visits

Source: National Park Service

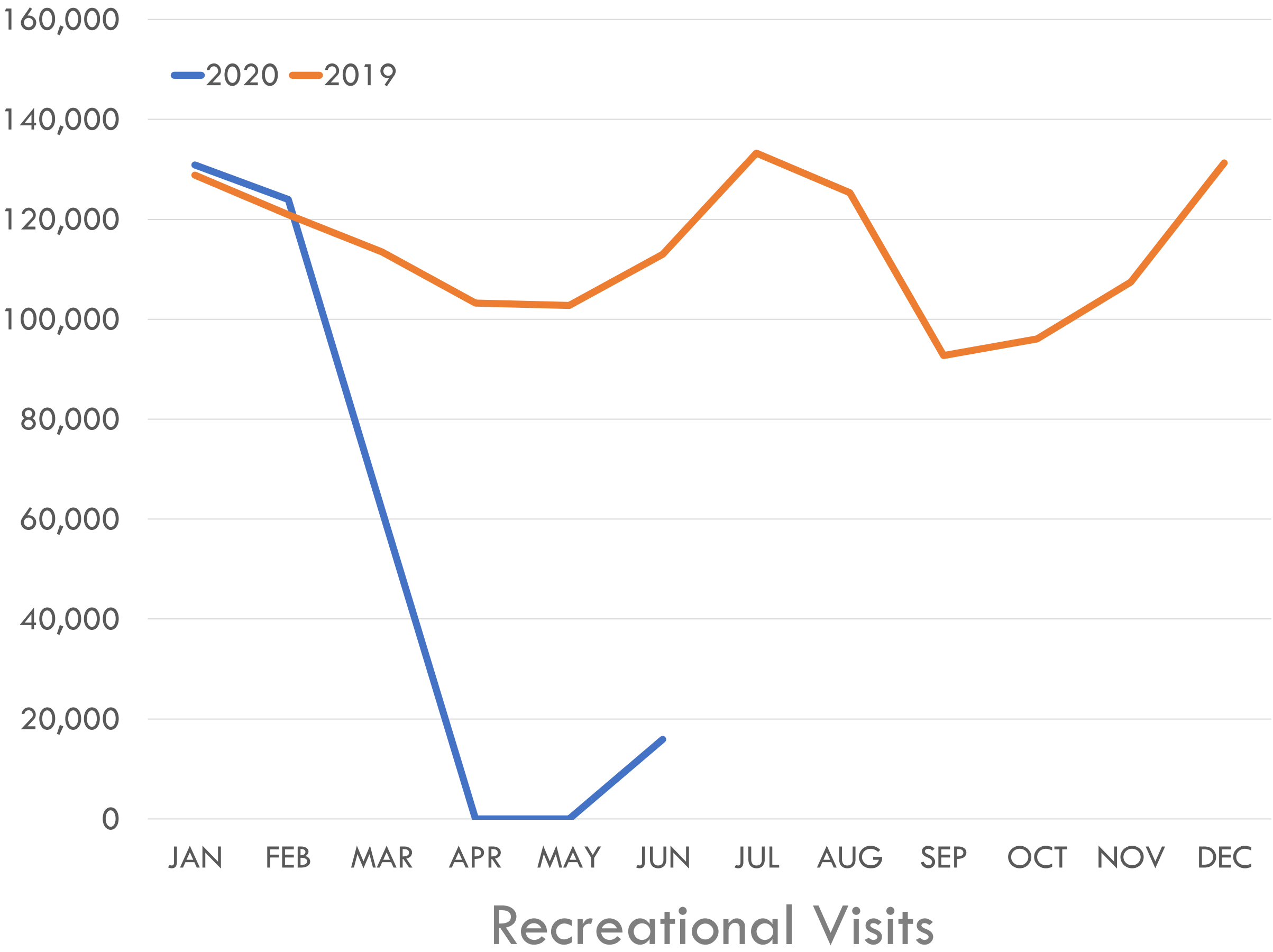
Grand Canyon National Park



Source: National Park Service

Recreational Visits

Hawaii Volcanoes National Park



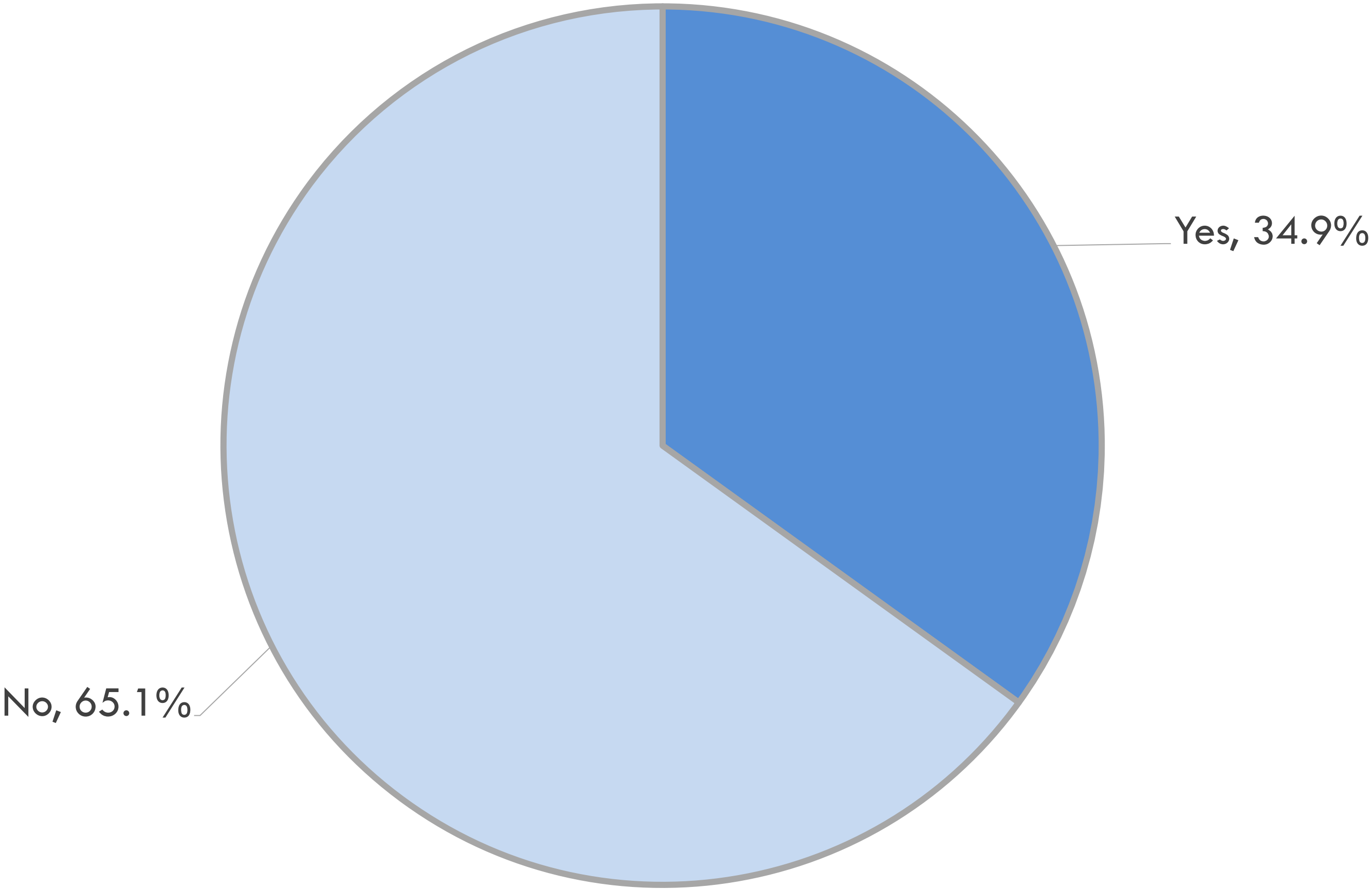
*Demand for travel continues to find its expression in the marketplace **at the levels it can** and **in the destinations where it can**, given the constraints put upon it by the pandemic.*



LEISURE TRIPS TAKEN

Question: Have you taken any trips for leisure or personal reasons this summer (June 1 to today)?

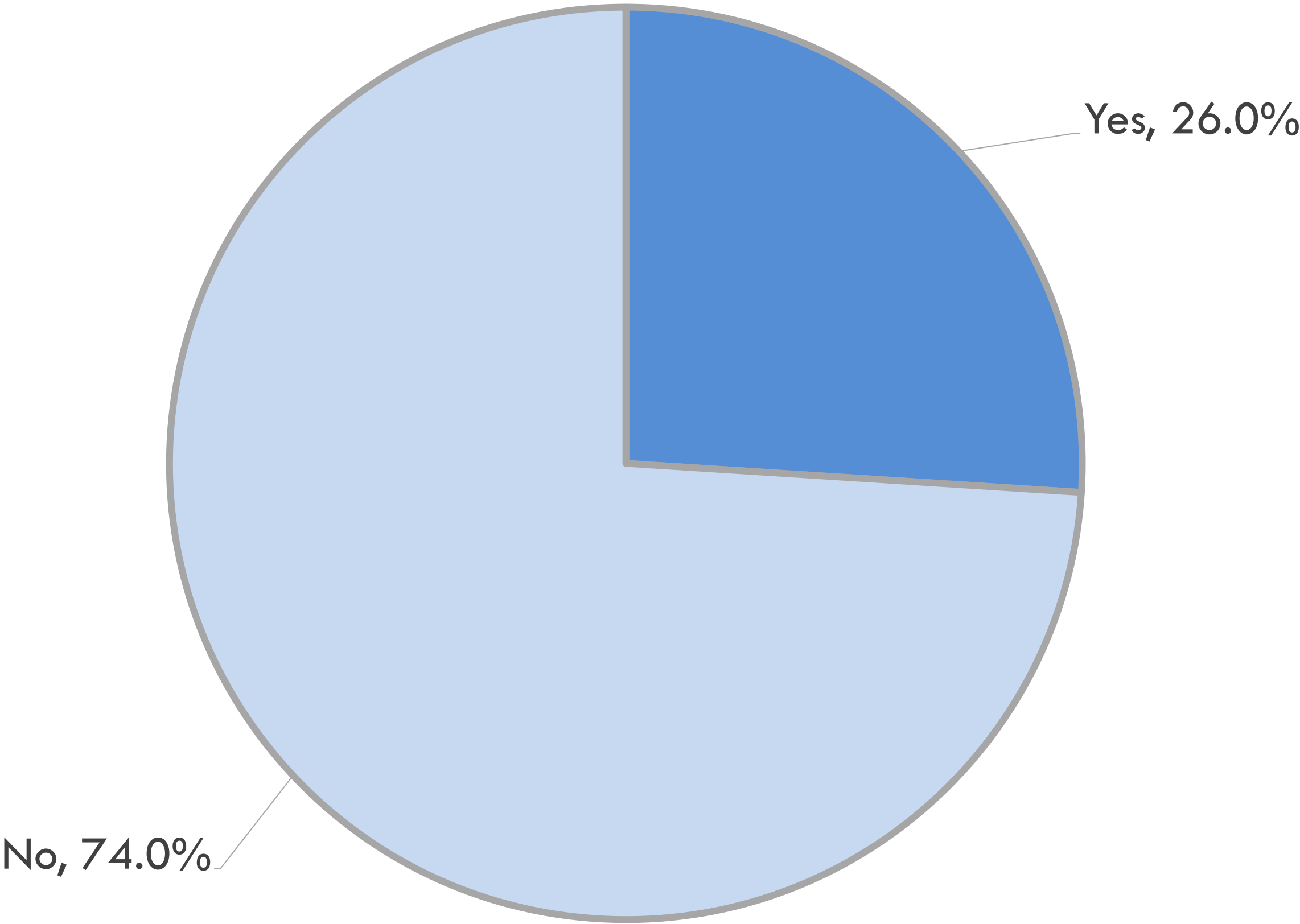
(Base: Wave 26 data. All respondents, 1,225 completed surveys. Data collected September 4-6, 2020)



STAYCATIONS TRIPS TAKEN

Question: Have you taken any STAYCATIONS this summer (June 1 to today)?

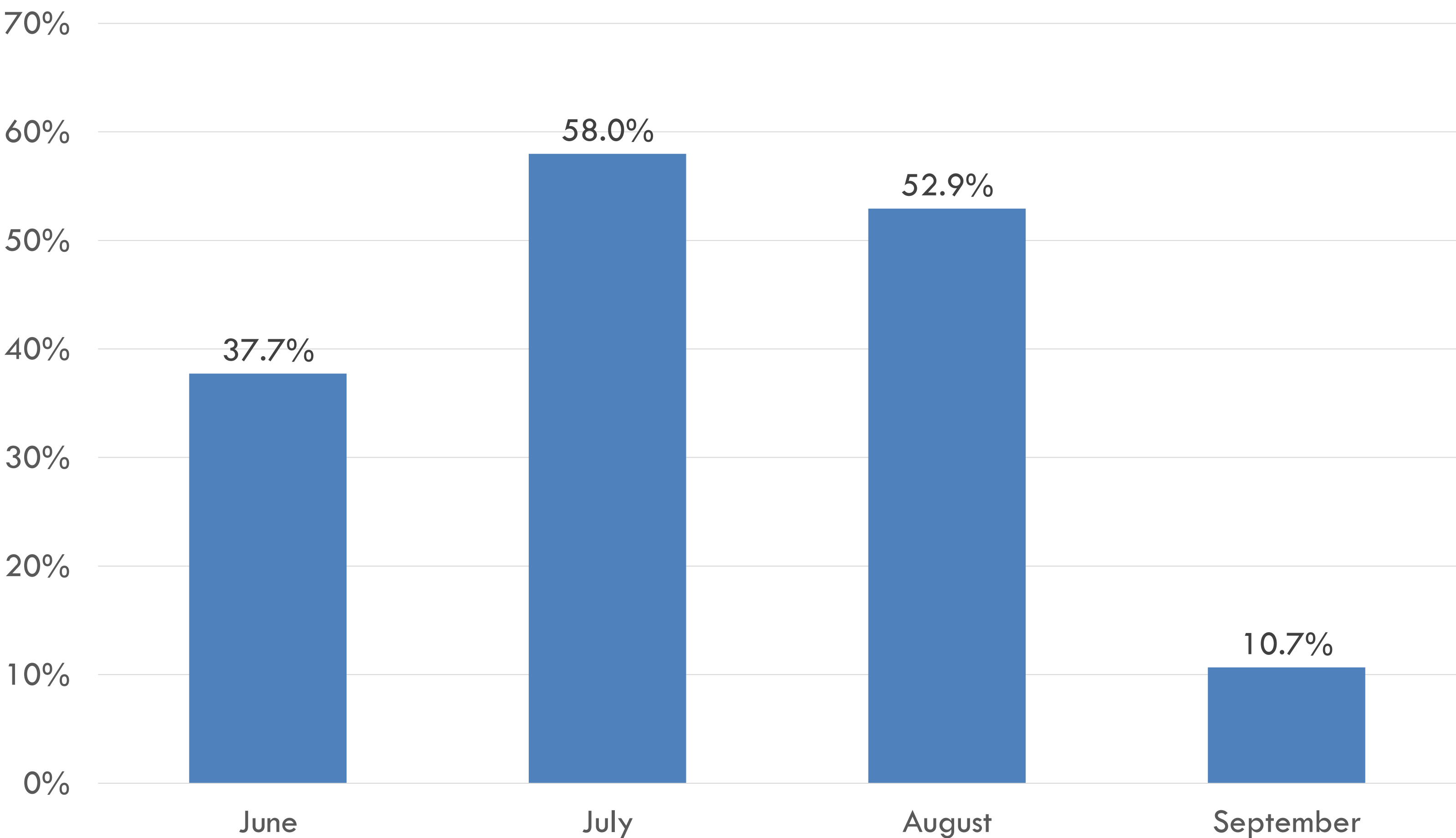
(Base: Wave 26 data. All respondents, 1,225 completed surveys. Data collected September 4-6, 2020)



SUMMER LEISURE TRAVELERS: LEISURE TRIPS TAKEN (% BY MONTH)

Question: In which summer month(s) did you take a leisure trip/trips? (Select all that apply)

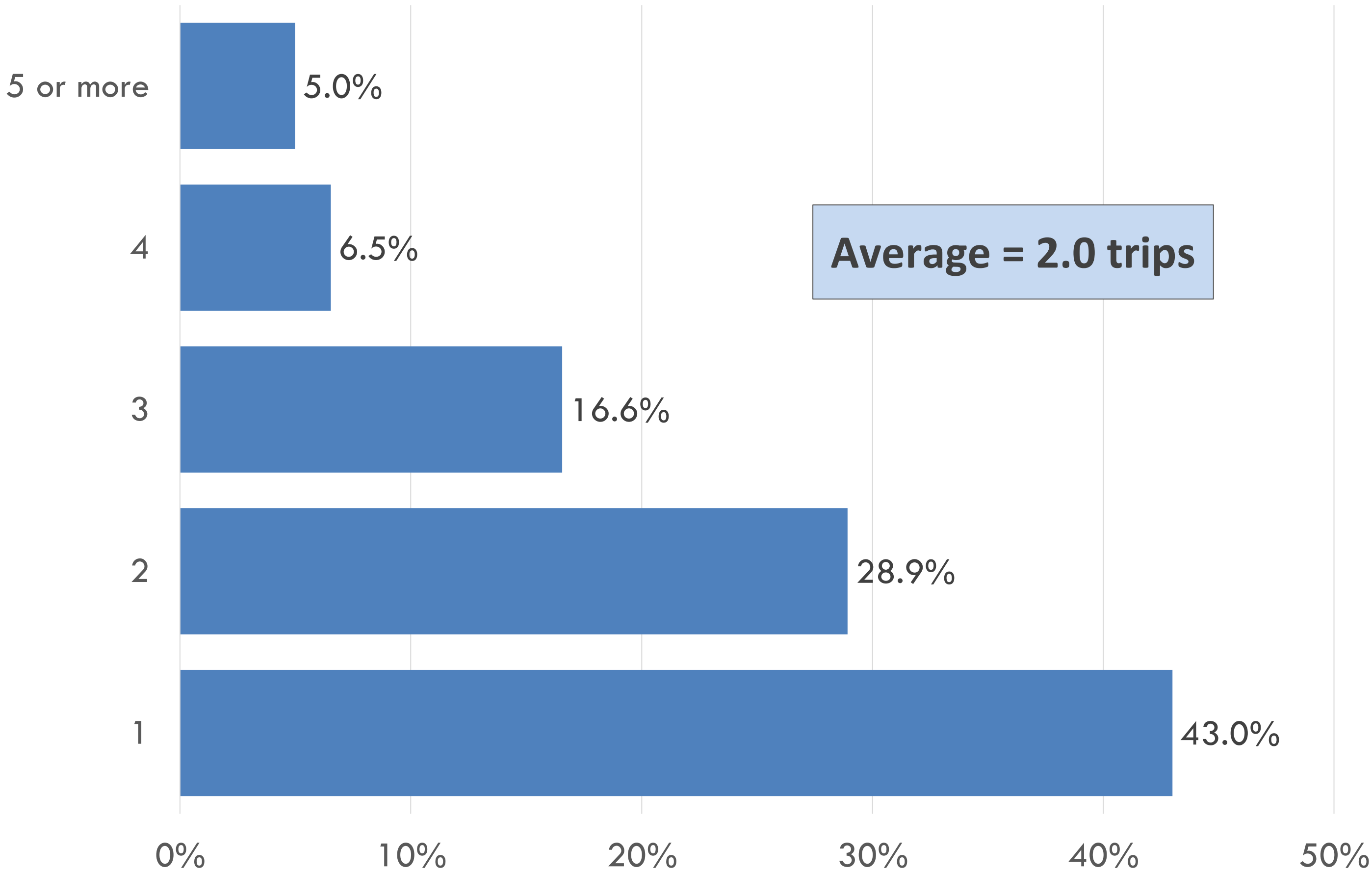
(Base: Wave 26 data. Respondents taking a summer leisure trip, 419 completed surveys. Data collected September 4-6, 2020)



SUMMER LEISURE TRAVELERS: NUMBER OF LEISURE TRIPS TAKEN

Question: How many leisure trips did you take this summer? (Select one)

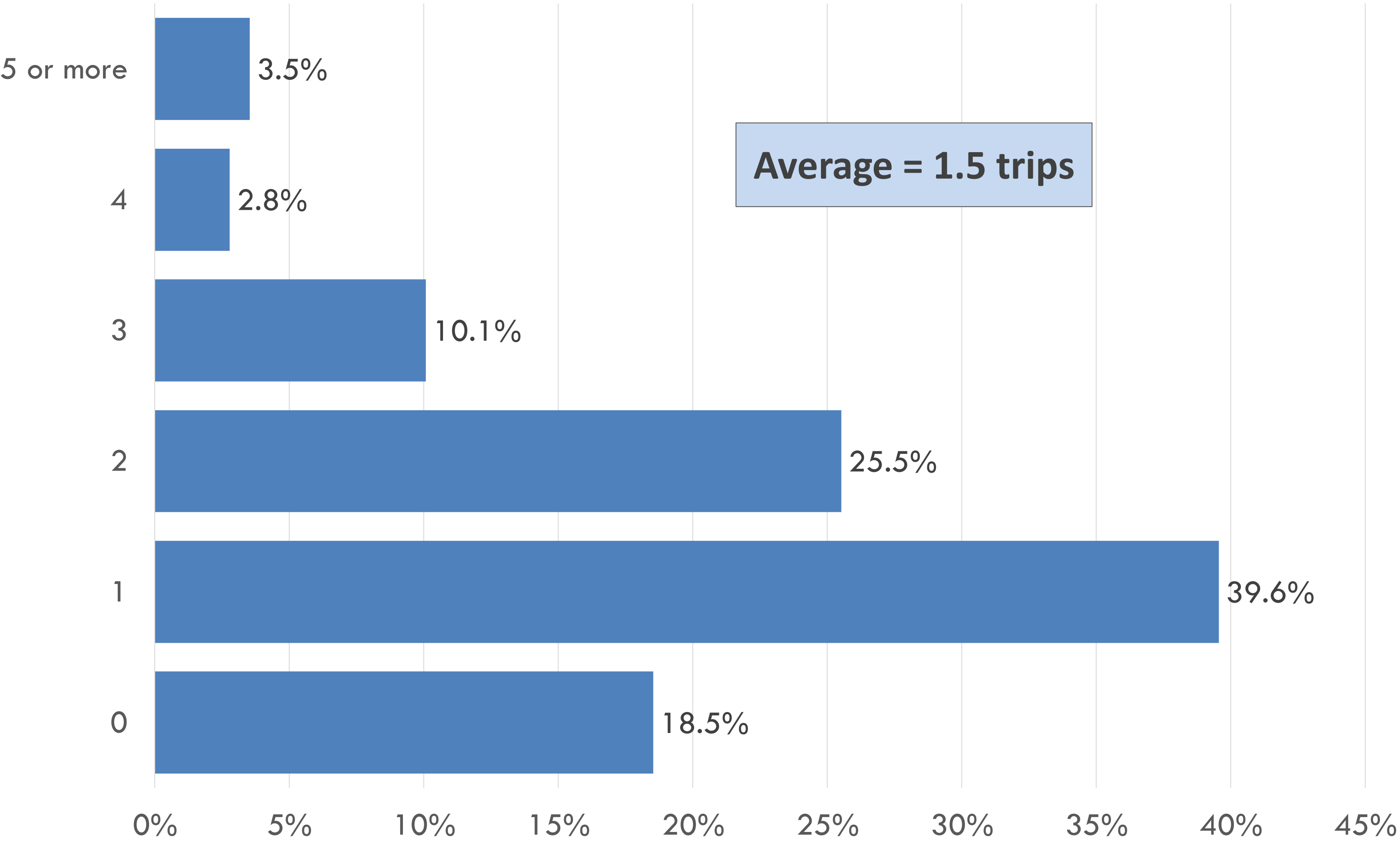
(Base: Wave 26 data. Respondents taking a summer leisure trip, 419 completed surveys. Data collected September 4-6, 2020)



SUMMER LEISURE TRAVELERS: OVER-NIGHT LEISURE TRIPS TAKEN

Question: How many of these leisure trips were **OVER-NIGHT TRIPS** where you stayed one or more night(s) away from home (Select one)

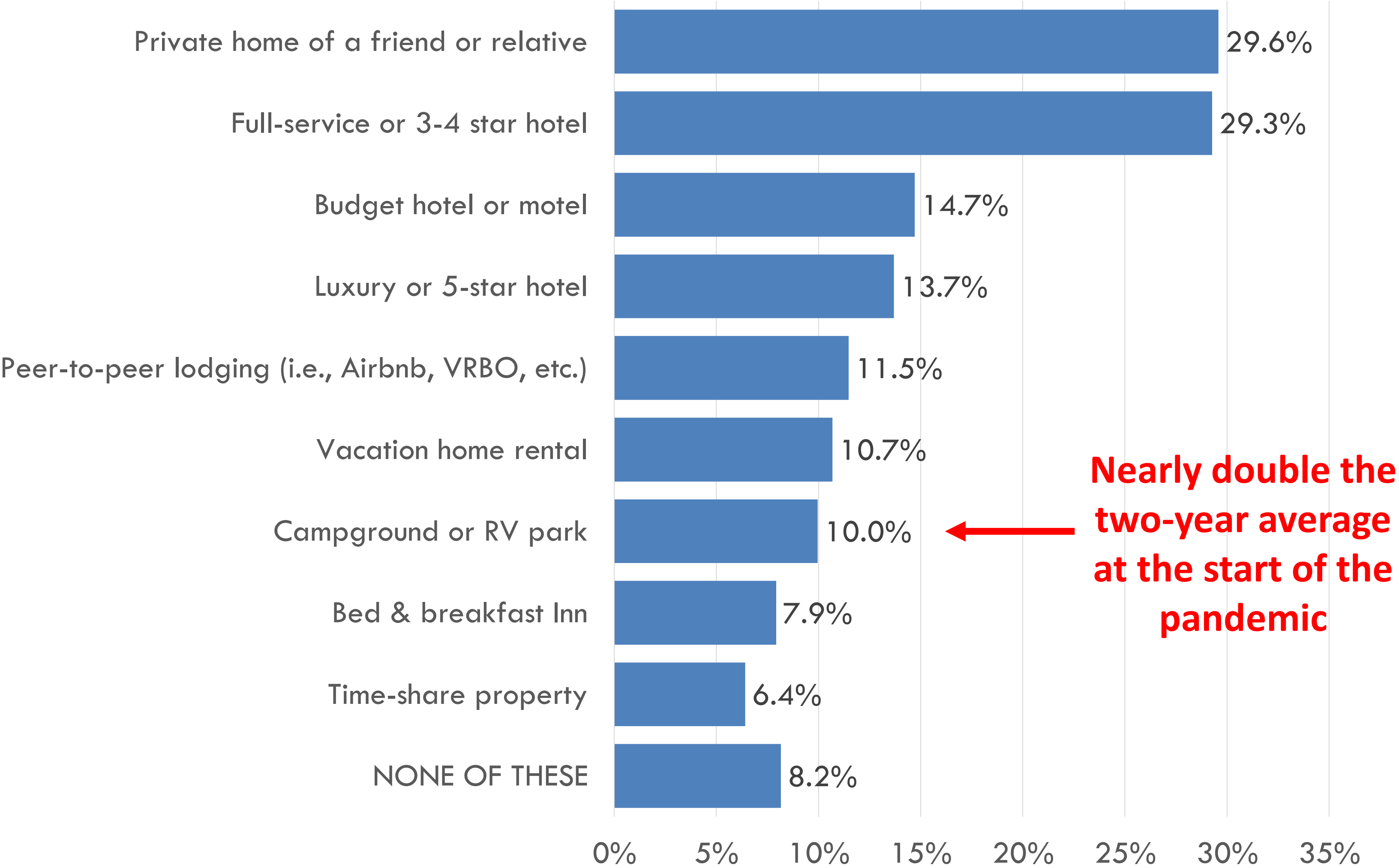
(Base: Wave 26 data. Respondents taking a summer leisure trip, 419 completed surveys. Data collected September 4-6, 2020)



OVERNIGHT LEISURE TRAVELERS: PLACE OF STAY

Question: In which of the following did you stay overnight at during any of your summer leisure trip(s)? (Select all that apply)

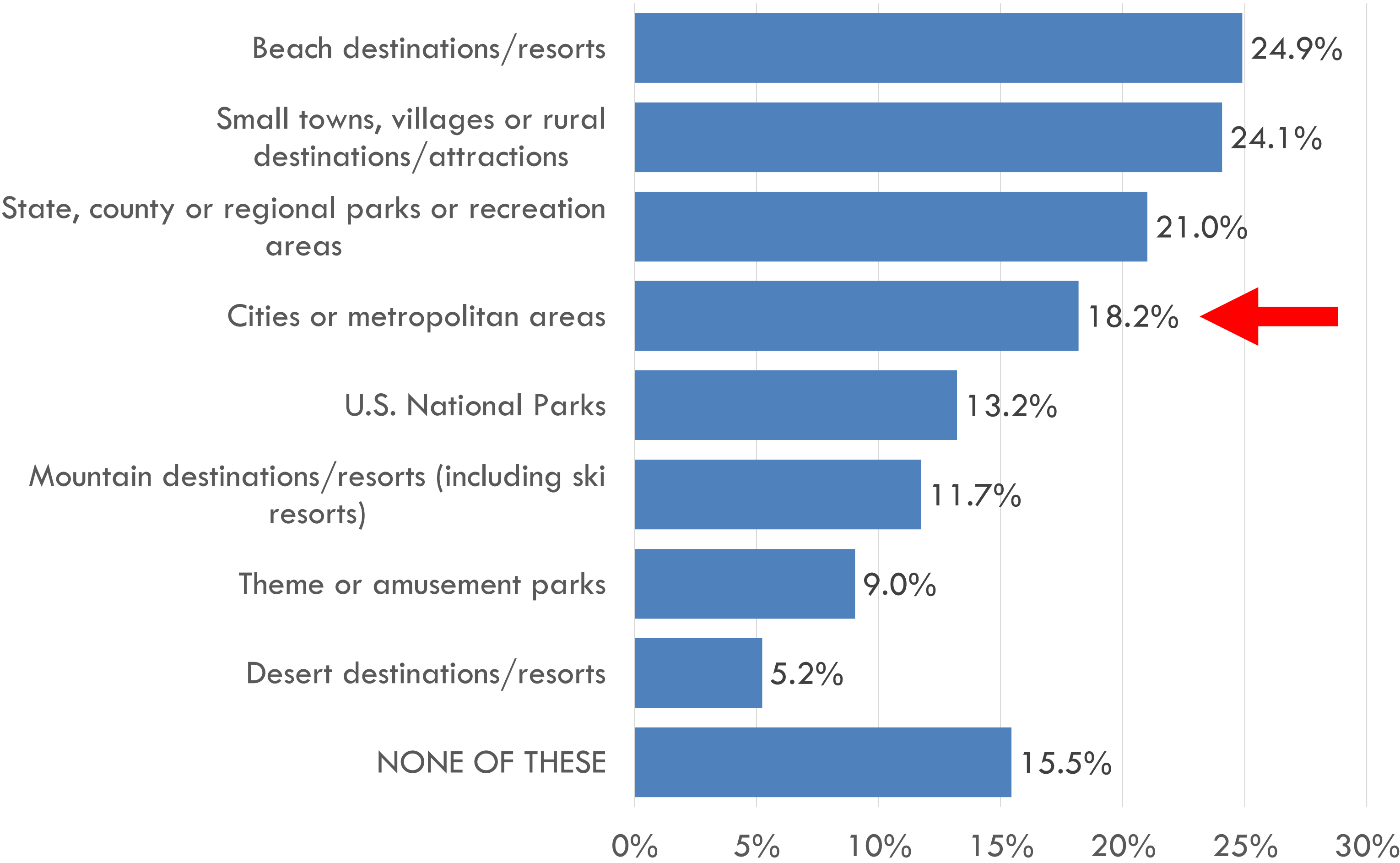
(Base: Wave 26 data. Respondents taking an overnight summer leisure trip, 334 completed surveys. Data collected September 4-6, 2020)



SUMMER LEISURE TRAVELERS: DESTINATIONS TYPES VISITED

Question: Which types of destinations did you visit on your **MOST RECENT** leisure trip? (Select all that apply)

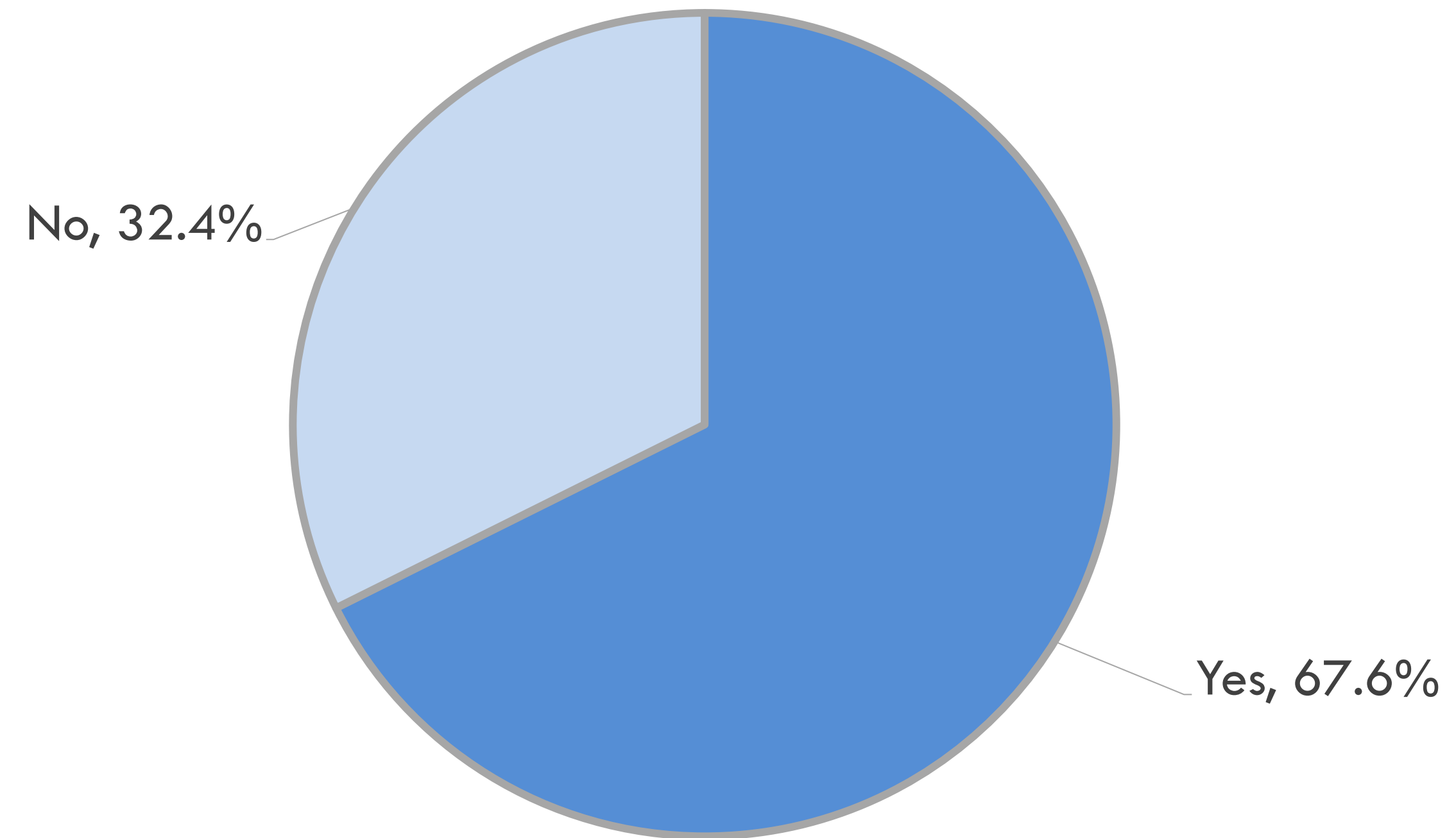
(Base: Wave 26 data. Respondents taking a summer leisure trip, 419 completed surveys. Data collected September 4-6, 2020)



SUMMER LEISURE TRAVELERS: RESEARCHING DESTINATION SAFETY RULES

Question: Prior to your most recent leisure trip, did you research the Coronavirus-related rules and regulations (masks, restaurant protocols, quarantine laws, etc.) for the destinations you visited?

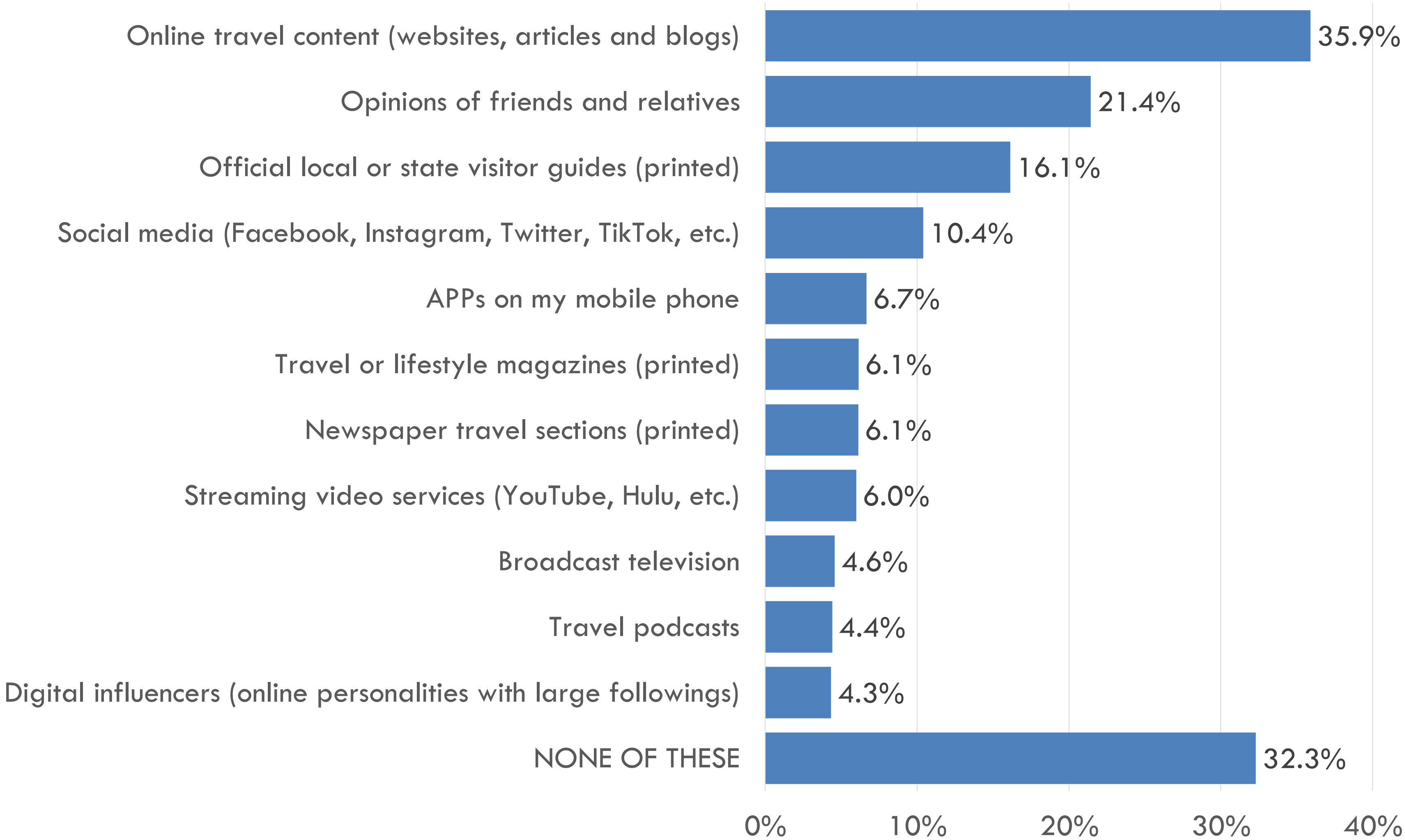
(Base: Wave 26 data. Respondents taking a summer leisure trip, 413 completed surveys. Data collected September 4-6, 2020)



SUMMER LEISURE TRAVELERS: TRAVEL PLANNING RESOURCES

Question: Which of the following resources did you use to help plan your most recent leisure trip? (Select all that apply)

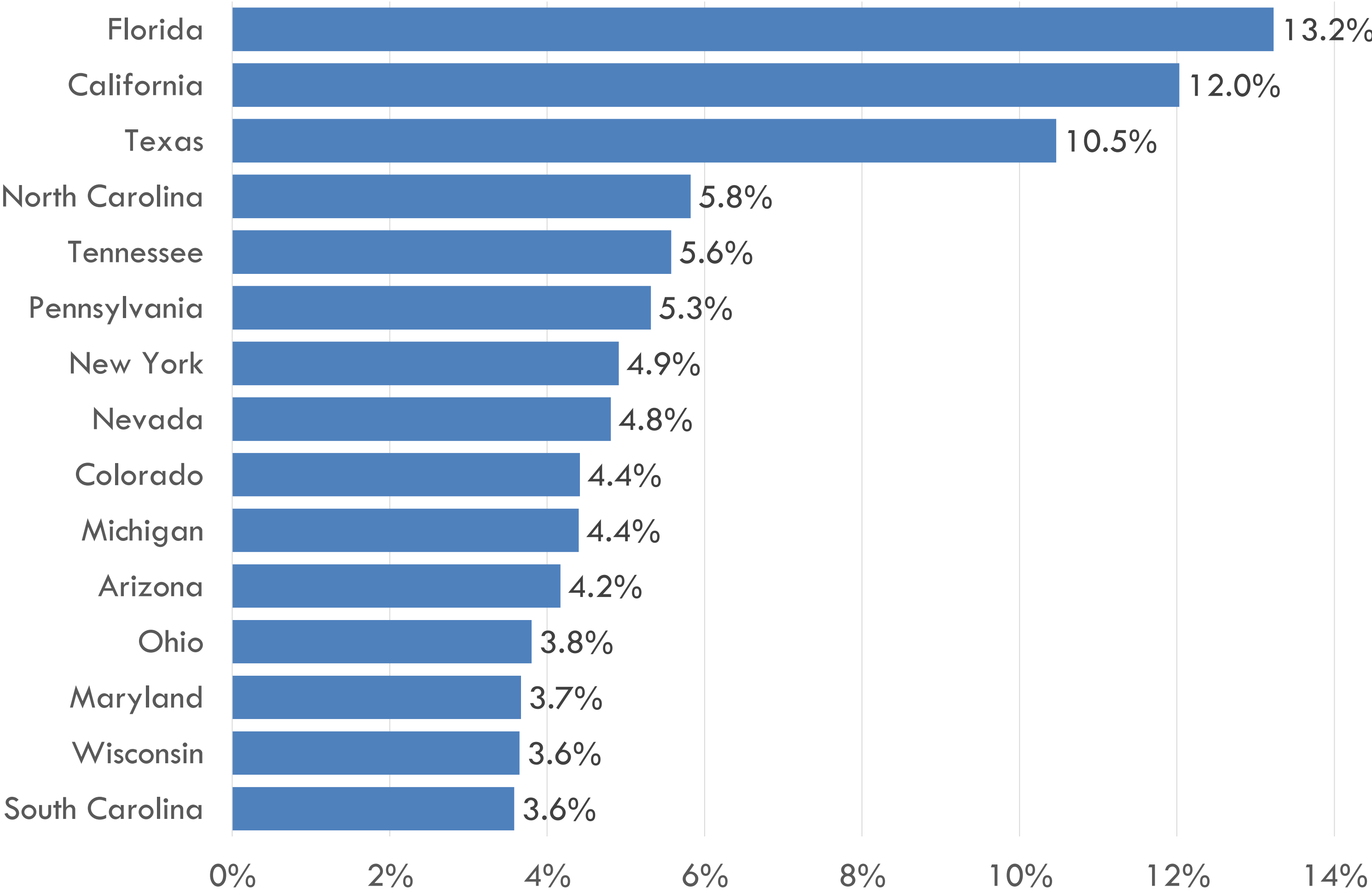
(Base: Wave 26 data. Respondents taking a summer leisure trip, 419 completed surveys. Data collected September 4-6, 2020)



SUMMER LEISURE TRAVELERS: STATES VISITED

Question: Which did you visit (or travel withing) on any leisure trip(s) this summer?

(Base: Wave 26 data. Respondents taking a summer leisure trip, 419 completed surveys. Data collected September 4-6, 2020)

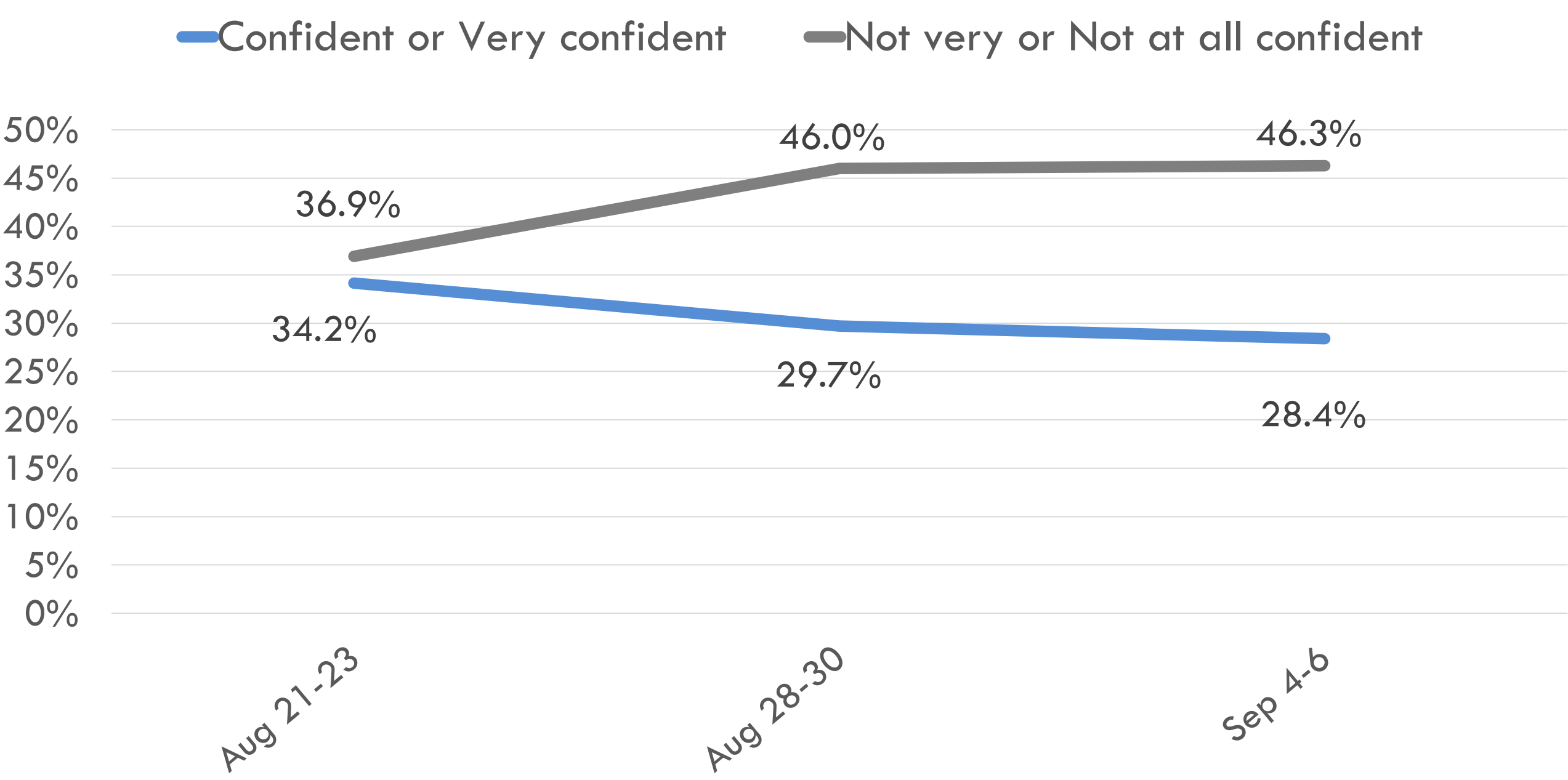
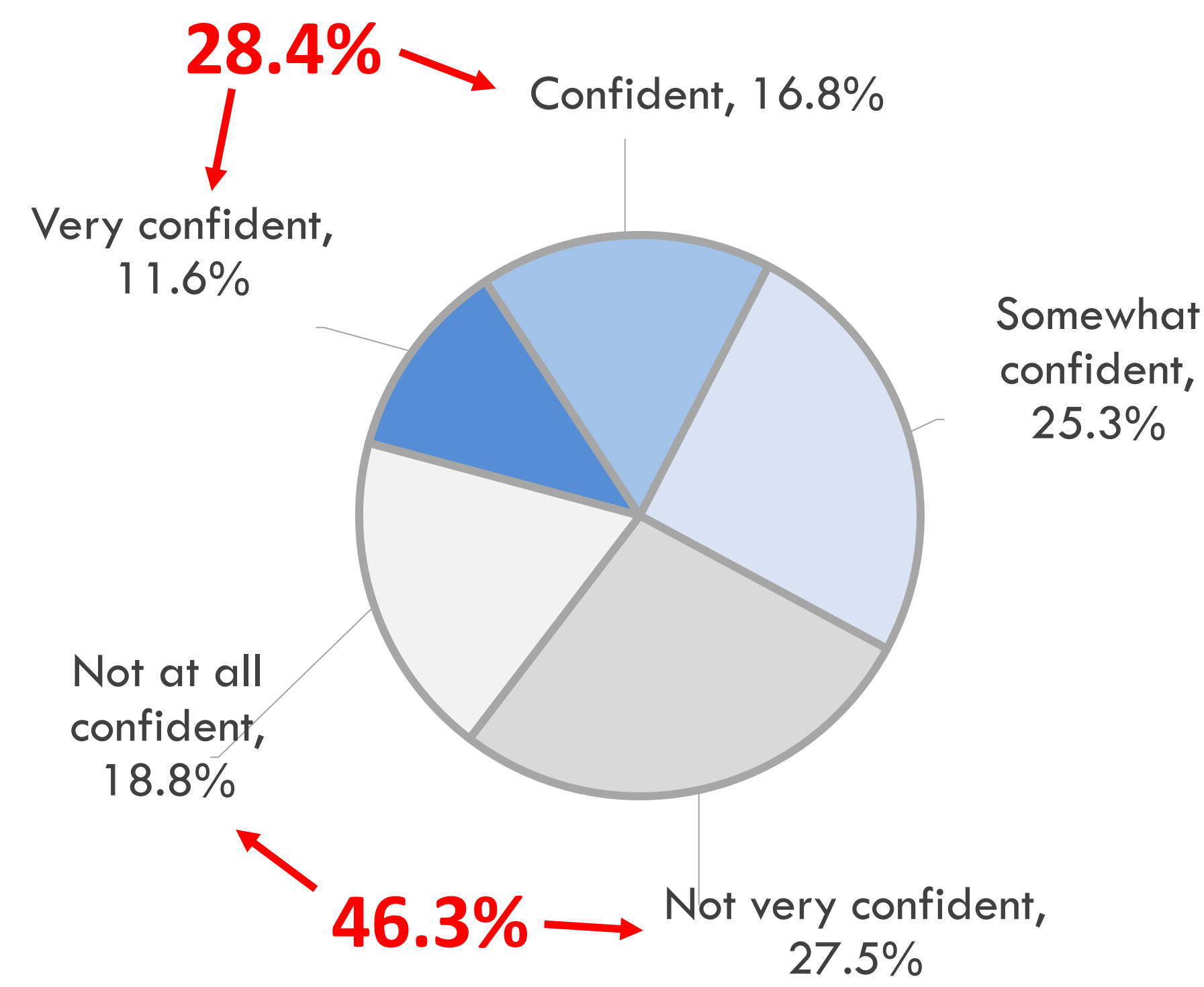




CONFIDENCE IN TRAVELING SAFELY

CONFIDENCE IN TRAVELING SAFELY

Question: How confident are you that you can travel safely in the current environment?



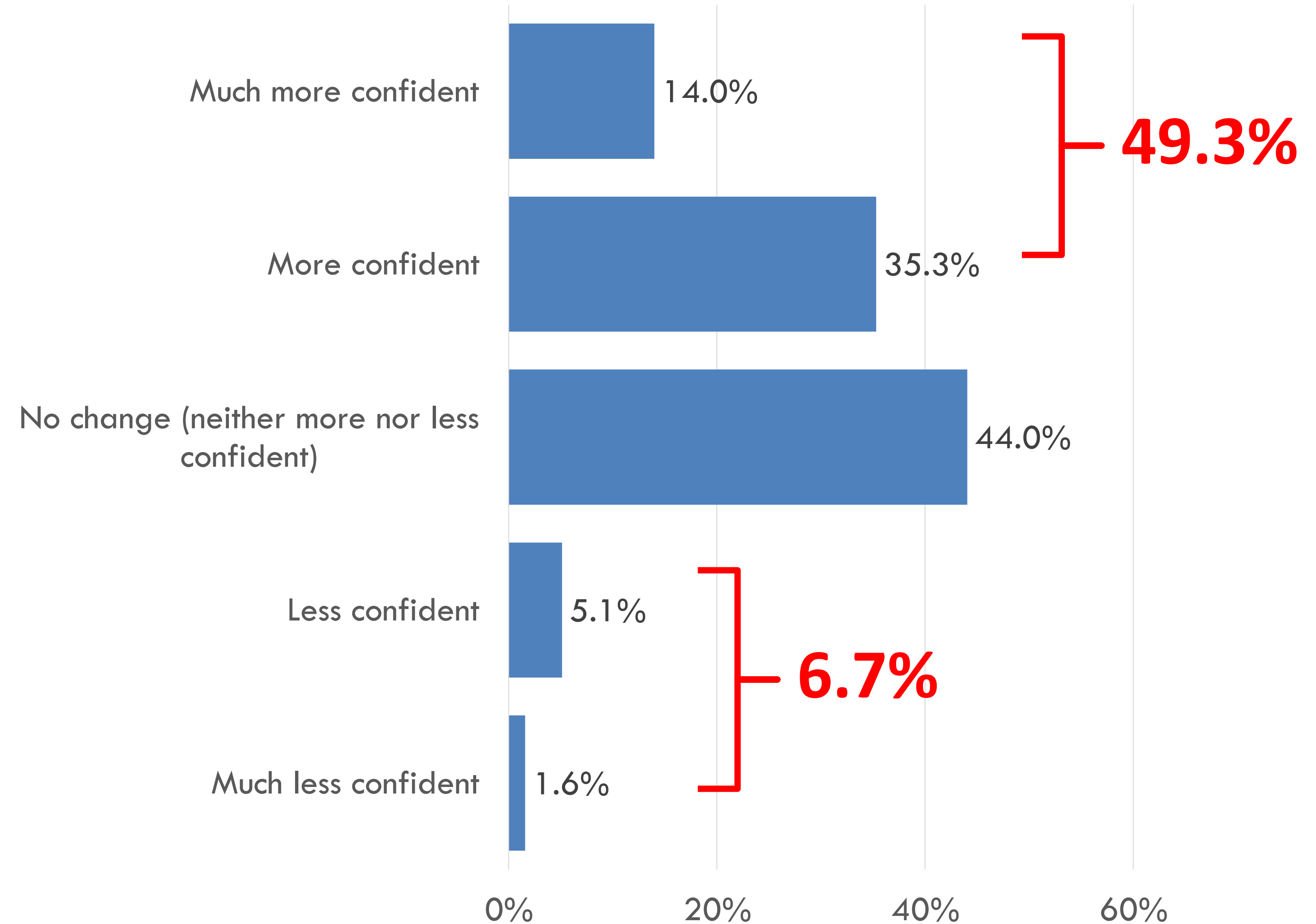
(Base: Wave 24-26 data. All respondents, 1,207, 1,250 and 1,225 completed surveys.

SUMMER LEISURE TRAVELERS: DOES TRAVEL INSPIRE CONFIDENCE?

Question: Did taking this trip make you more or less confident that you can travel safely in the time of the Coronavirus? (Select one)

My experiences on my most recent leisure trip have made me _____ I can travel safety.

(Base: Wave 26 data. Respondents taking a summer leisure trip, 416 completed surveys. Data collected September 4-6, 2020)



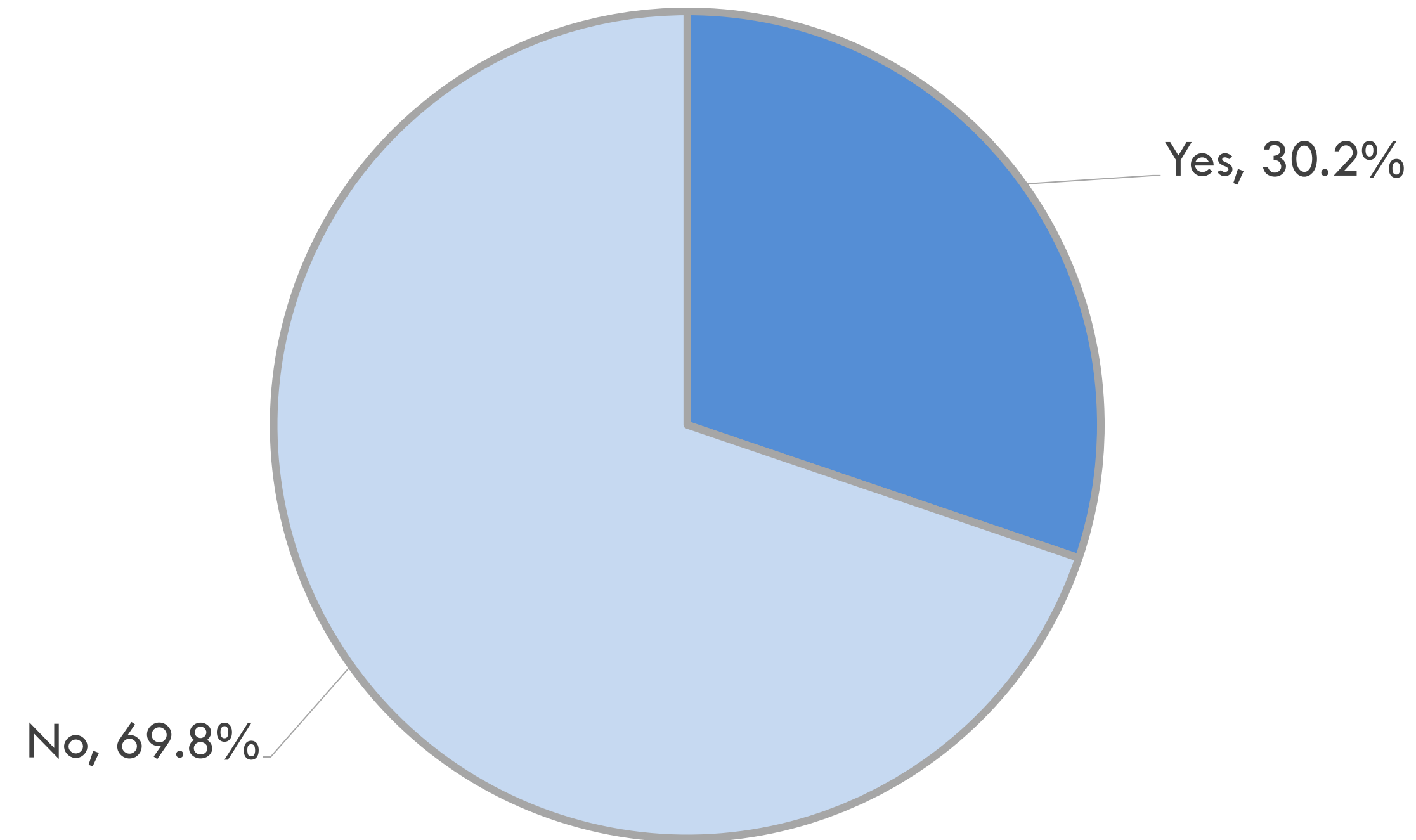


SUMMER IN THE SKY

TRAVEL ON COMMERCIAL AIRLINE

Question: On any of your summer trip(s) did you travel on a commercial airline?

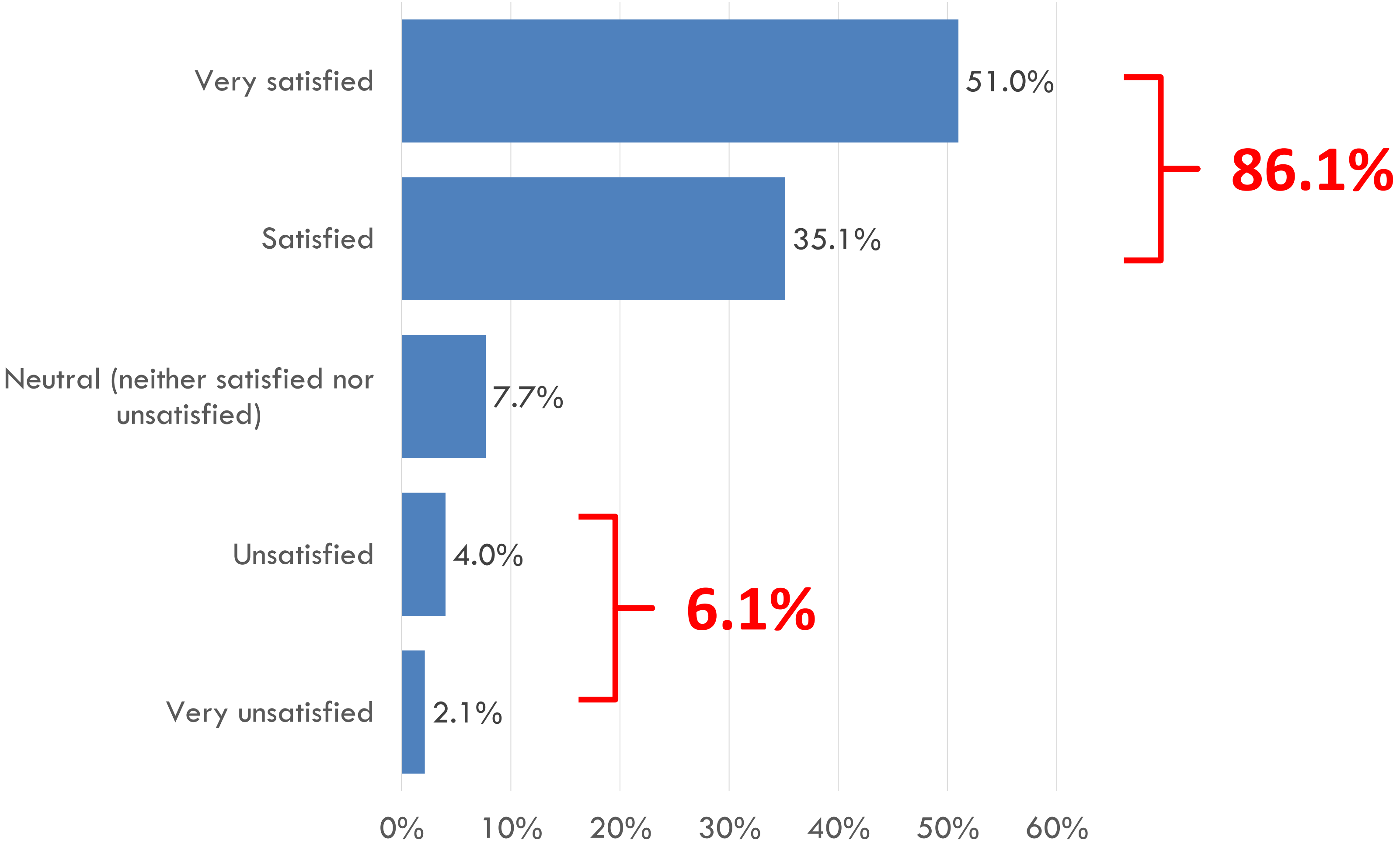
(Base: Wave 26 data. Respondents taking a summer trip, 485 completed surveys. Data collected September 4-6, 2020)



SATISFACTION WITH AIRLINE SAFETY PROTOCOLS

Question: Please think about your most recent flight on a commercial airline. In general, how satisfied were you with the Coronavirus safety protocols put in place by your airline(s)? (Select one)

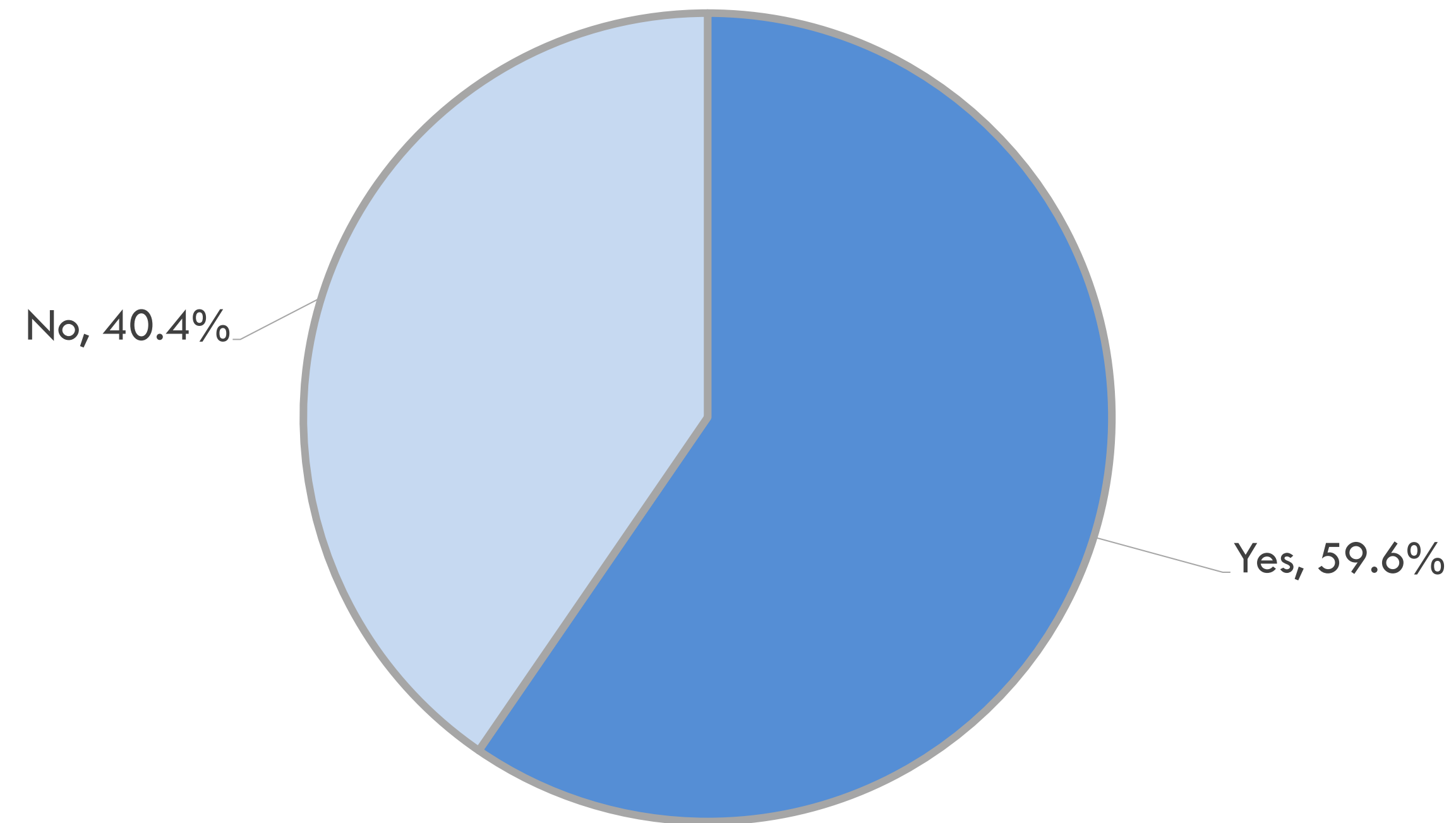
(Base: Wave 26 data. Respondents traveling on a commercial airline, 121 completed surveys. Data collected September 4-6, 2020)



TRAVELERS SEATED IN THE NEXT SEAT

Question: On your most recent commercial airline flight was anyone from outside your immediate travel party seated next to you? (Select one)

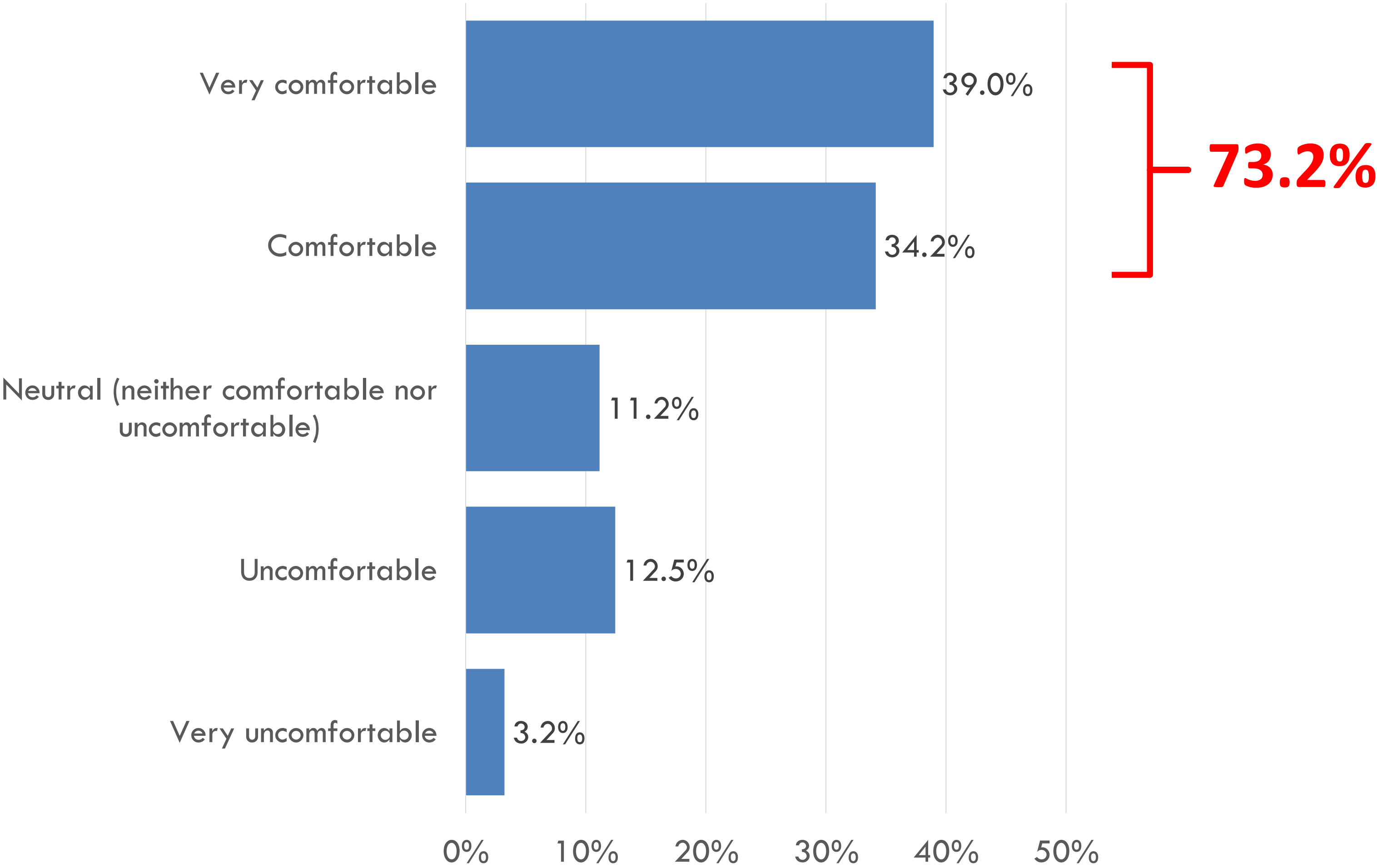
(Base: Wave 26 data. Respondents traveling on a commercial airline, 120 completed surveys. Data collected September 4-6, 2020)



COMFORT LEVEL WITH NUMBER OF PASSENGERS

Question: How comfortable were you with the number of passengers onboard your most recent flight? (Select one)

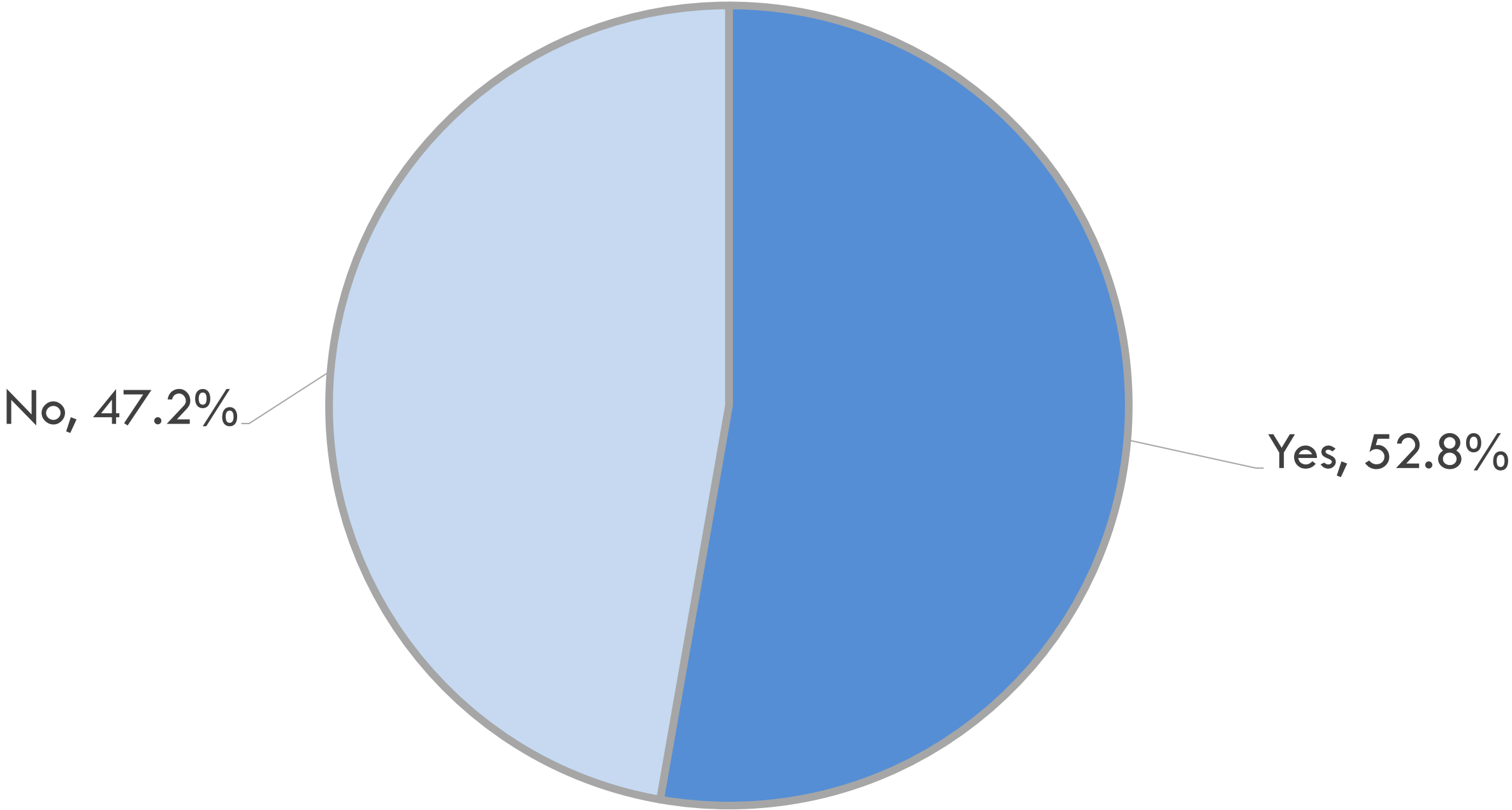
(Base: Wave 26 data. Respondents traveling on a commercial airline, 120 completed surveys. Data collected September 4-6, 2020)



COVID-19 SAFETY CONCERNS ONBOARD AIRPLANES

Question: Thinking exclusively about Coronavirus concerns, at any point during your most recent commercial airline trip did you feel unsafe **ONBOARD AN AIRPLANE?**

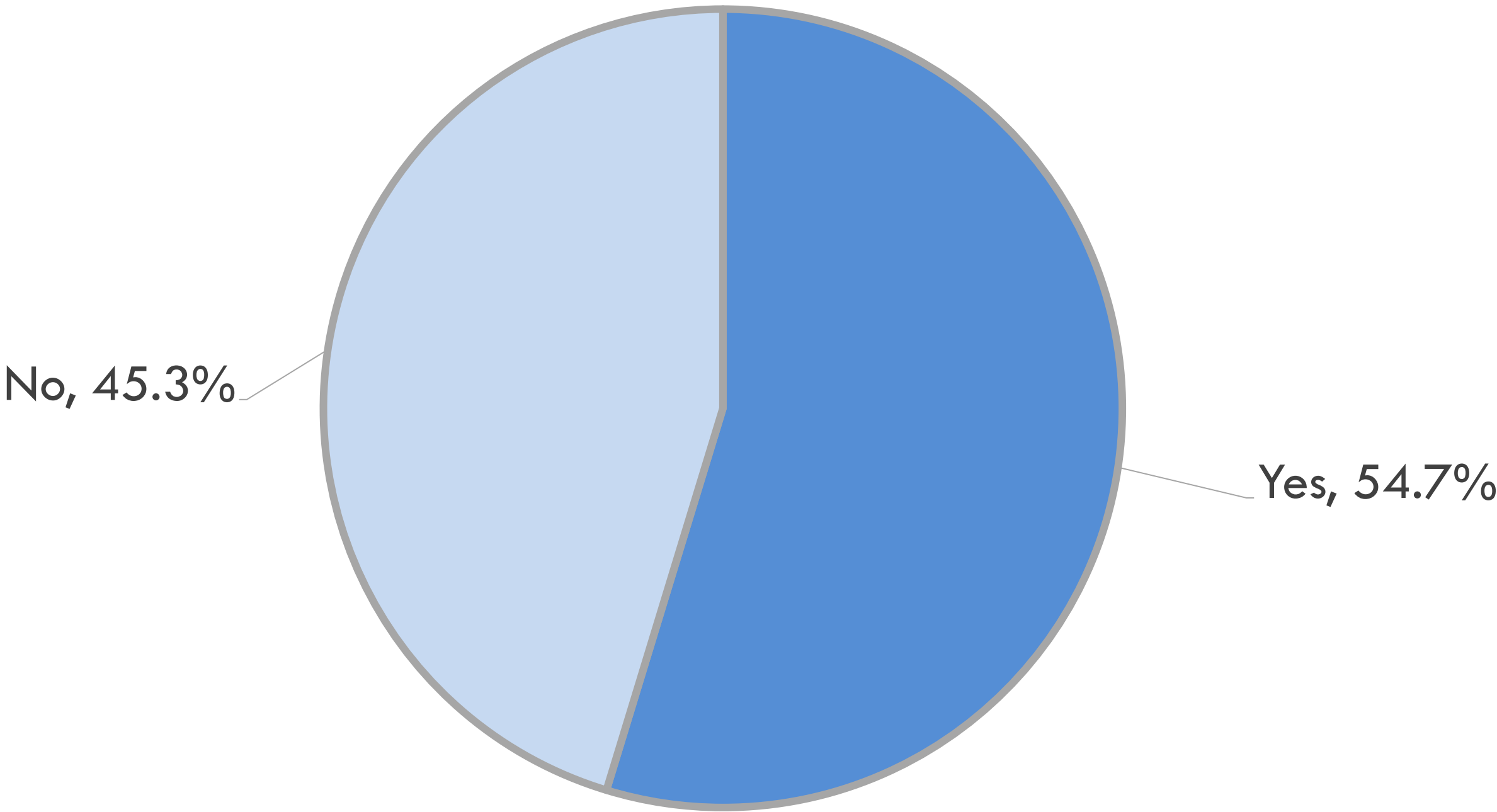
(Base: Wave 26 data. Respondents traveling on a commercial airline, 117 completed surveys. Data collected September 4-6, 2020)



COVID-19 SAFETY CONCERNS AT AIRPORTS

Question: Thinking exclusively about Coronavirus concerns, at any point during your most recent commercial airline trip did you feel unsafe WHILE AT ANY AIRPORT?

(Base: Wave 26 data. Respondents traveling on a commercial airline, 119 completed surveys. Data collected September 4-6, 2020)



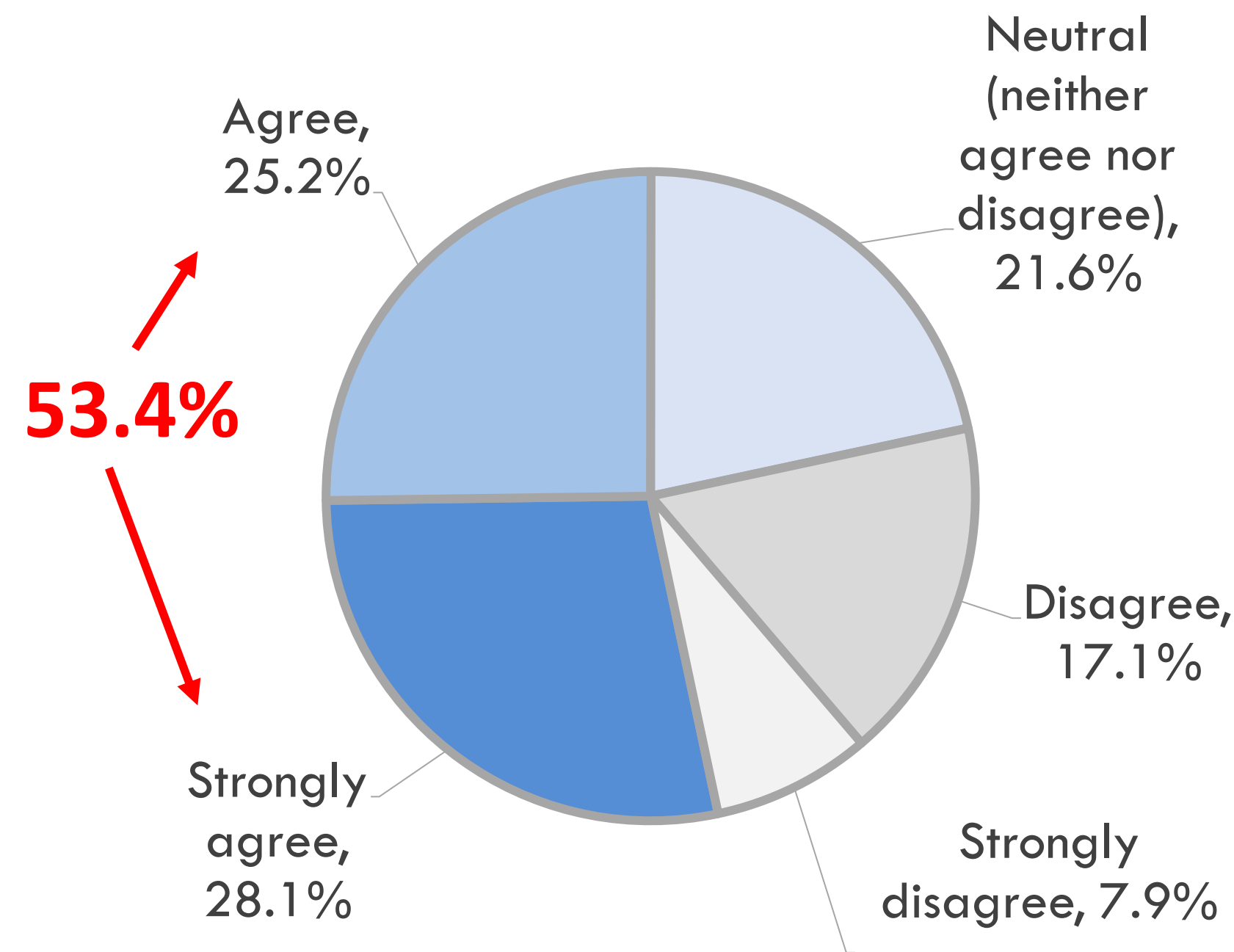


The Mood of Travelers

AVOIDING TRAVEL UNTIL THE CORONAVIRUS BLOWS OVER

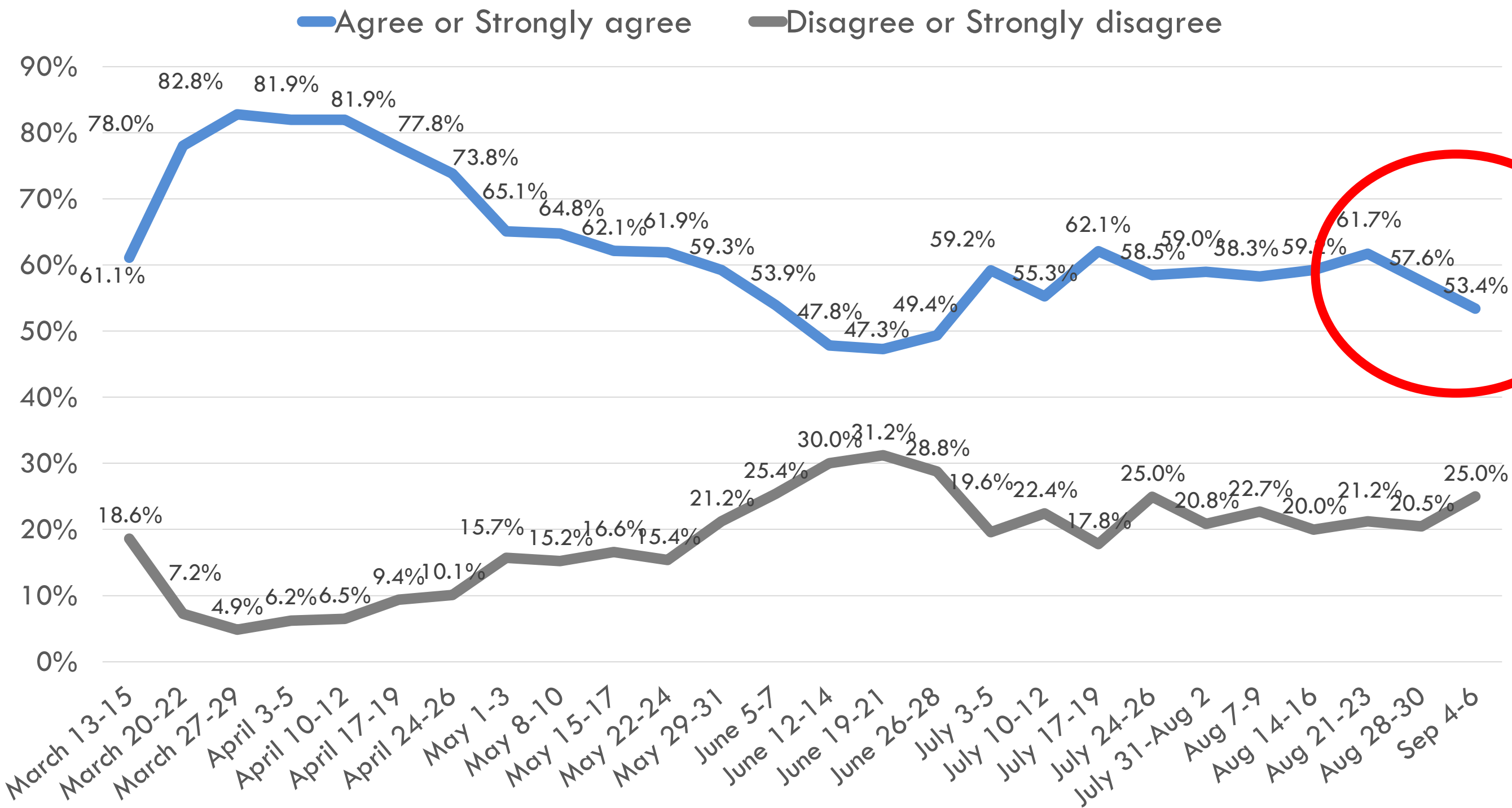
How much do you agree with the following statement?

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



(Base: Waves 1-26. 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 and 1,225 completed surveys.)

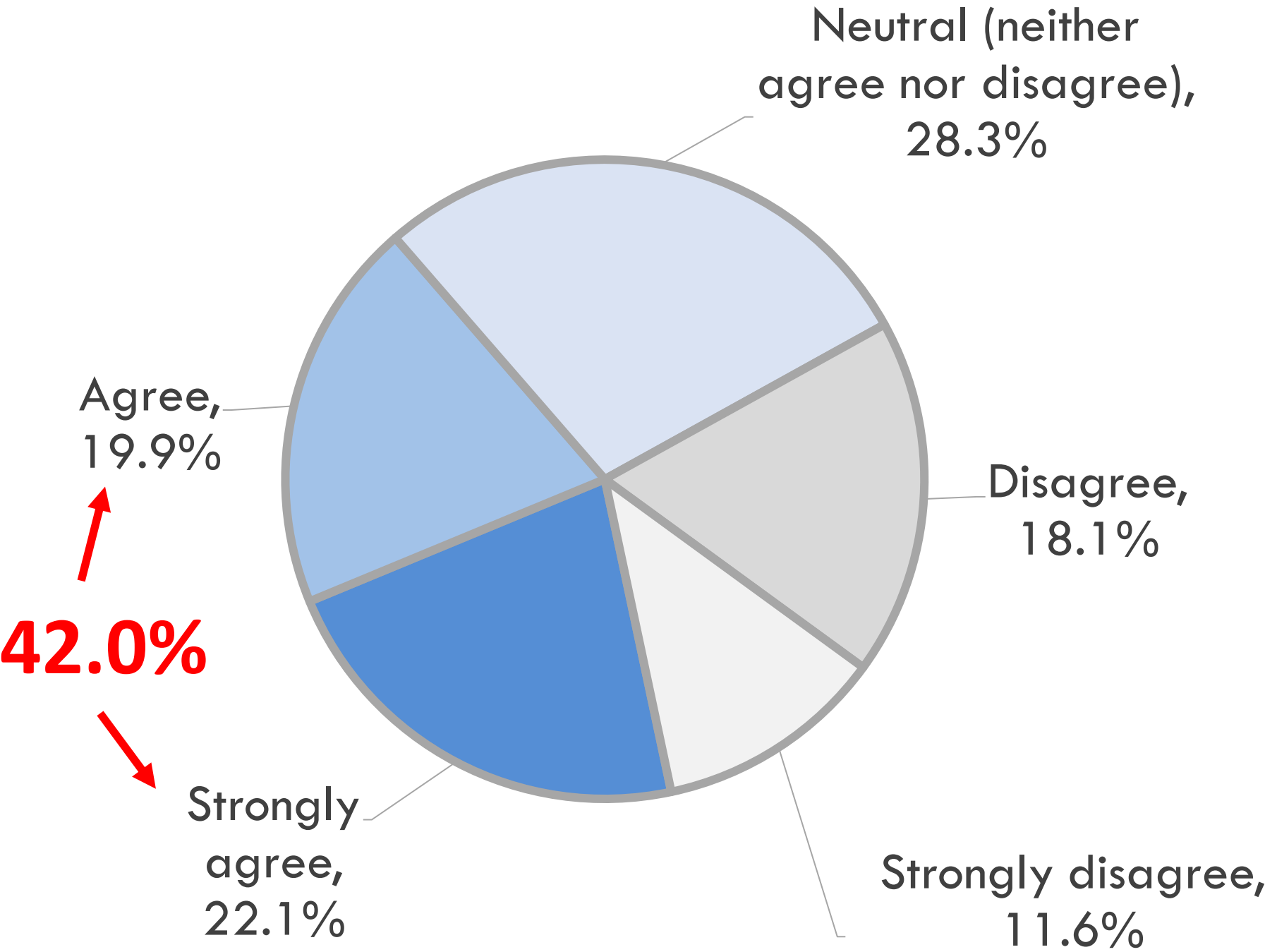
Historical data



WON'T TRAVEL WITHOUT VACCINE

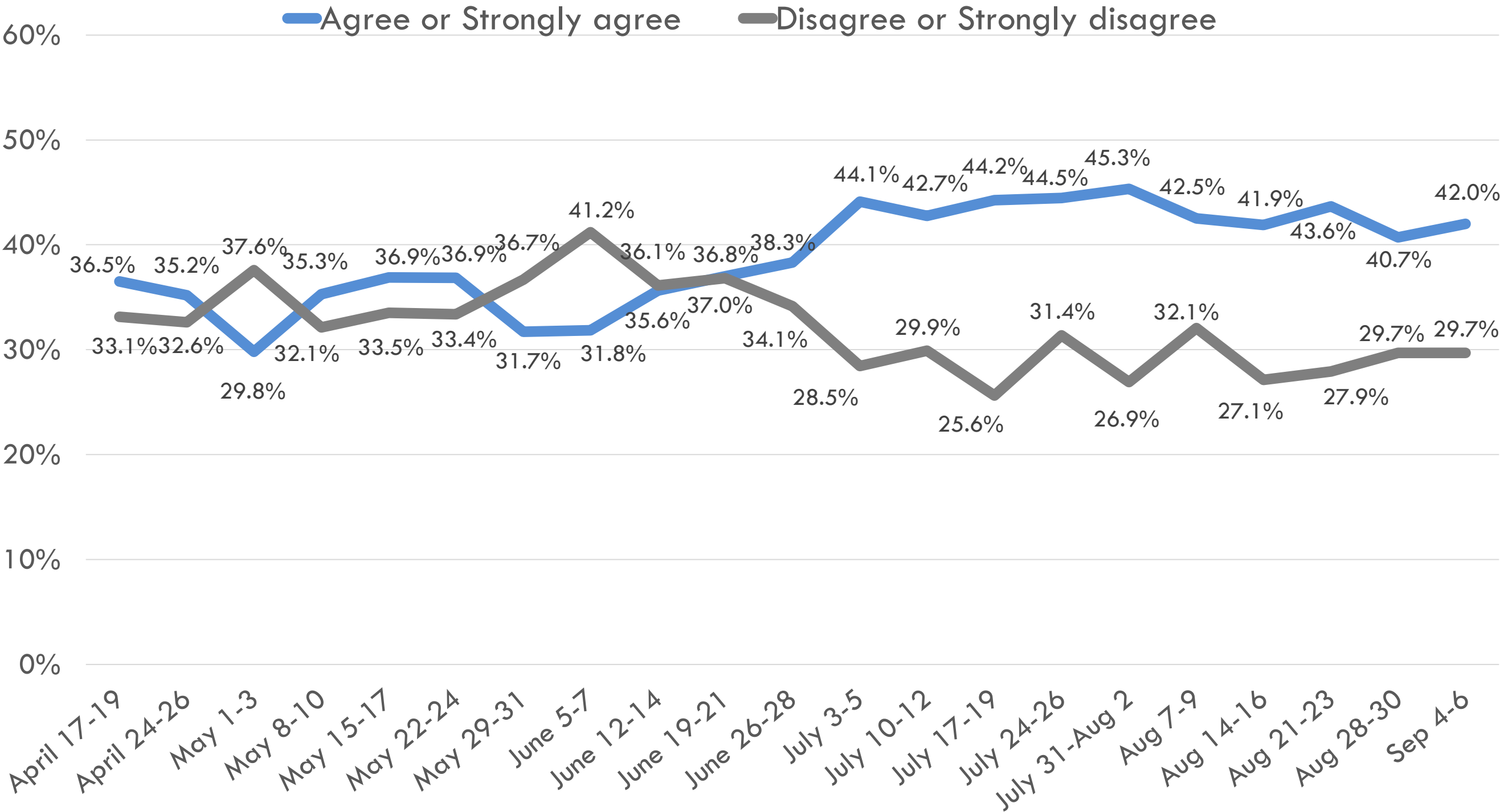
How much do you agree with the following statement?

Statement: I'm not traveling until there is a vaccine.



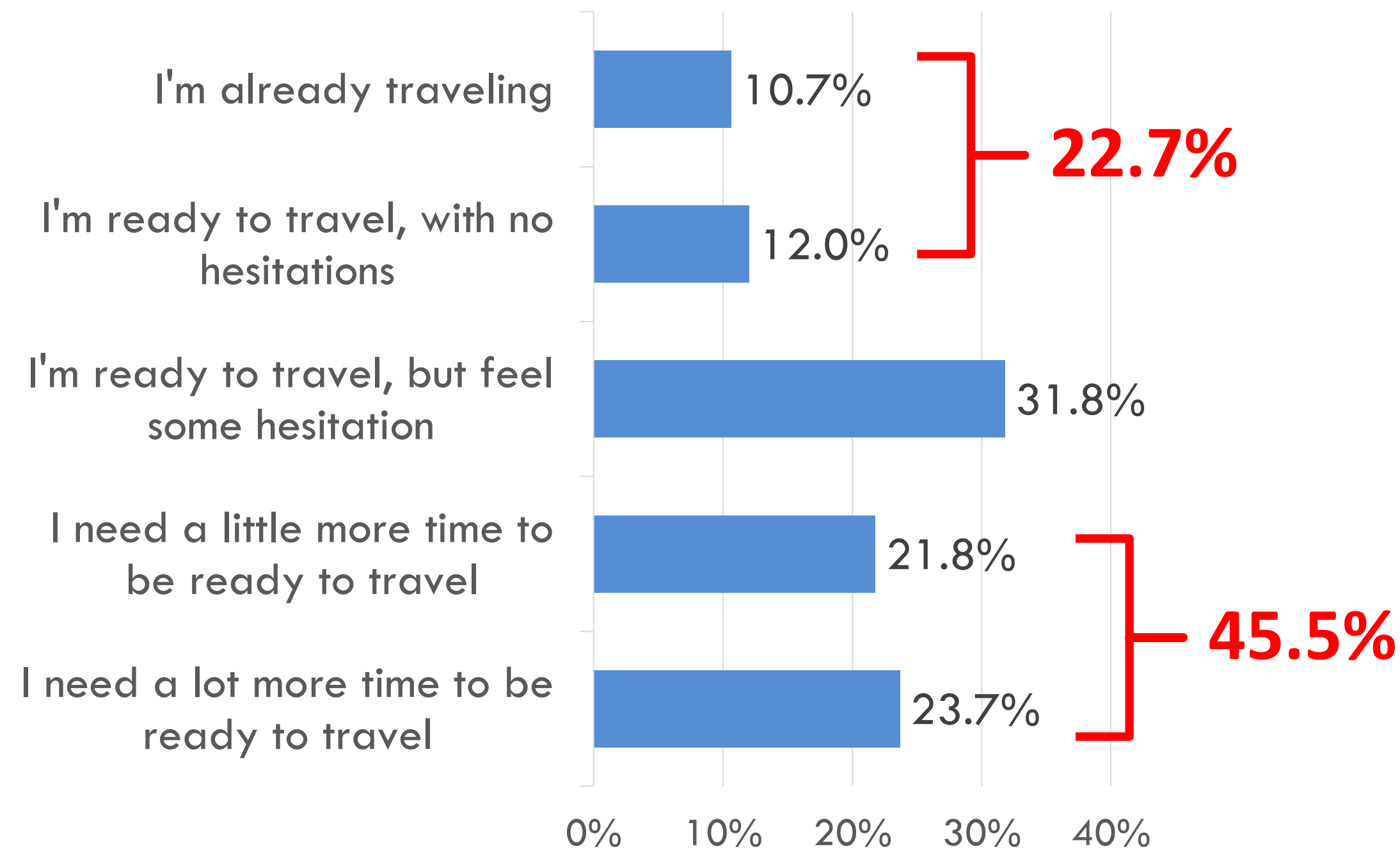
(Base: Waves 6-26. All respondents, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250 and 1,225 completed surveys.)

Historical data

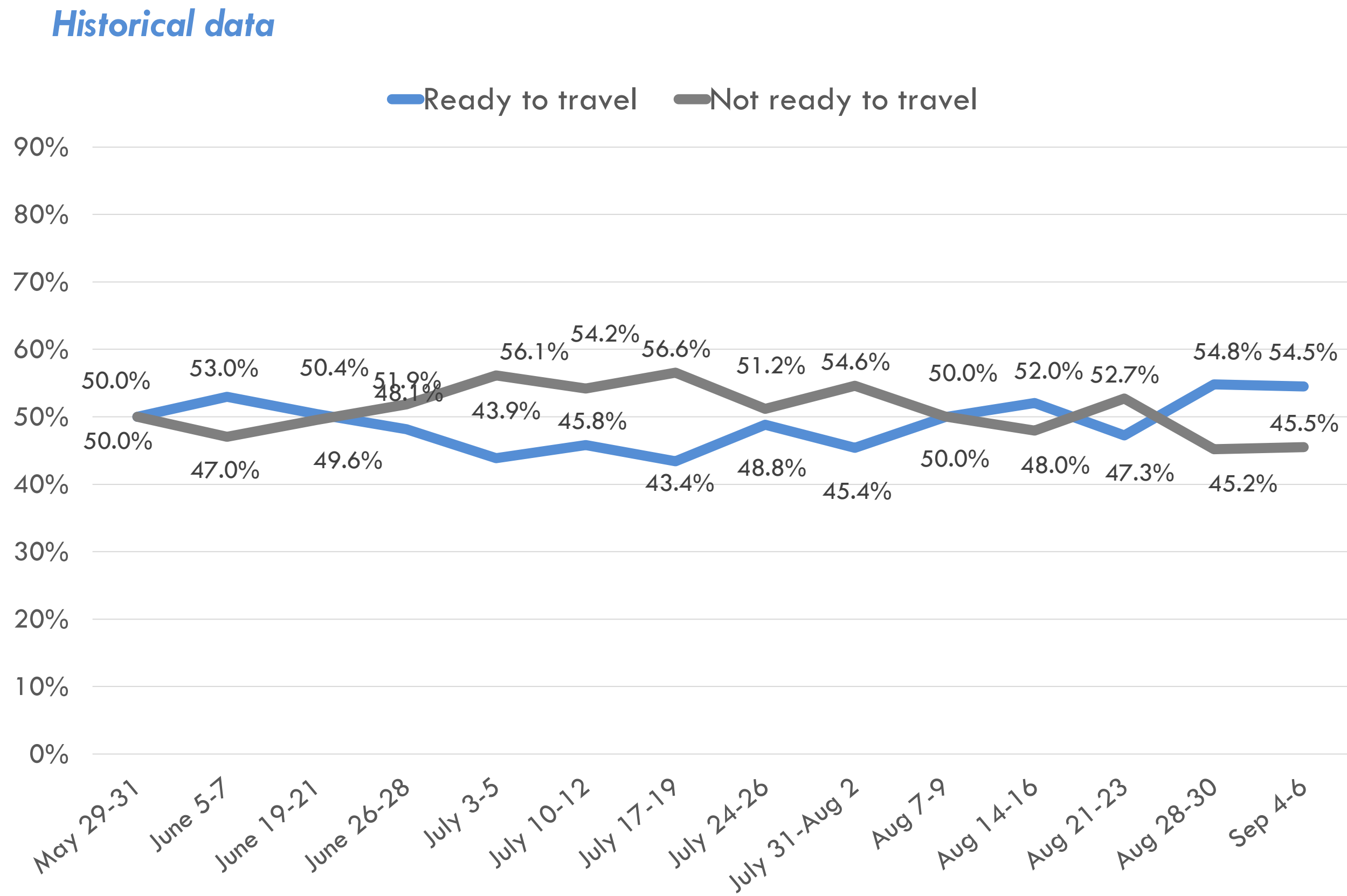


TRAVEL STATE-OF-MIND

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



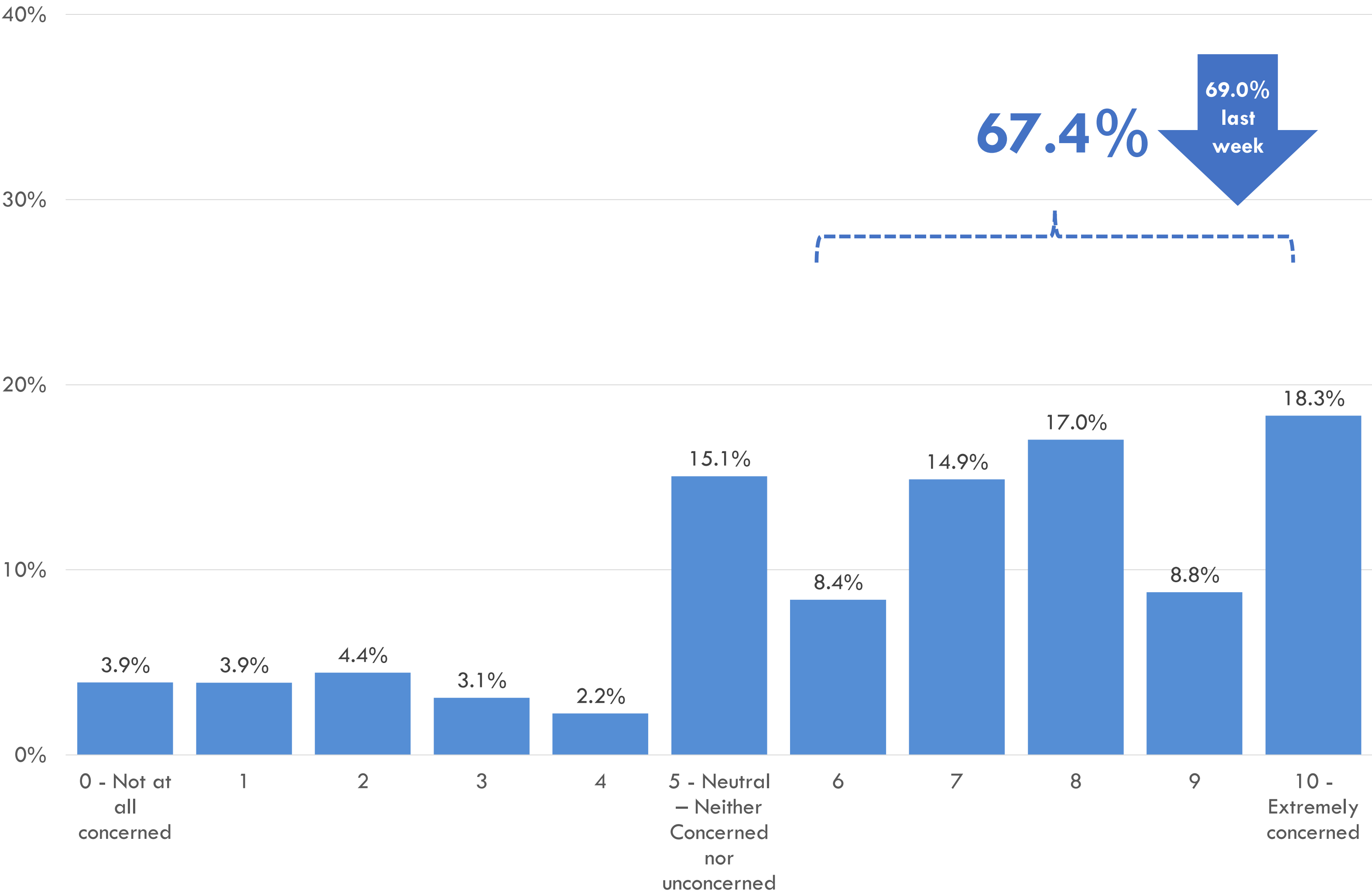
(Base: Waves 12-13 and 15-26. All respondents, 1,257, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250 and 1,225 completed surveys.)



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)

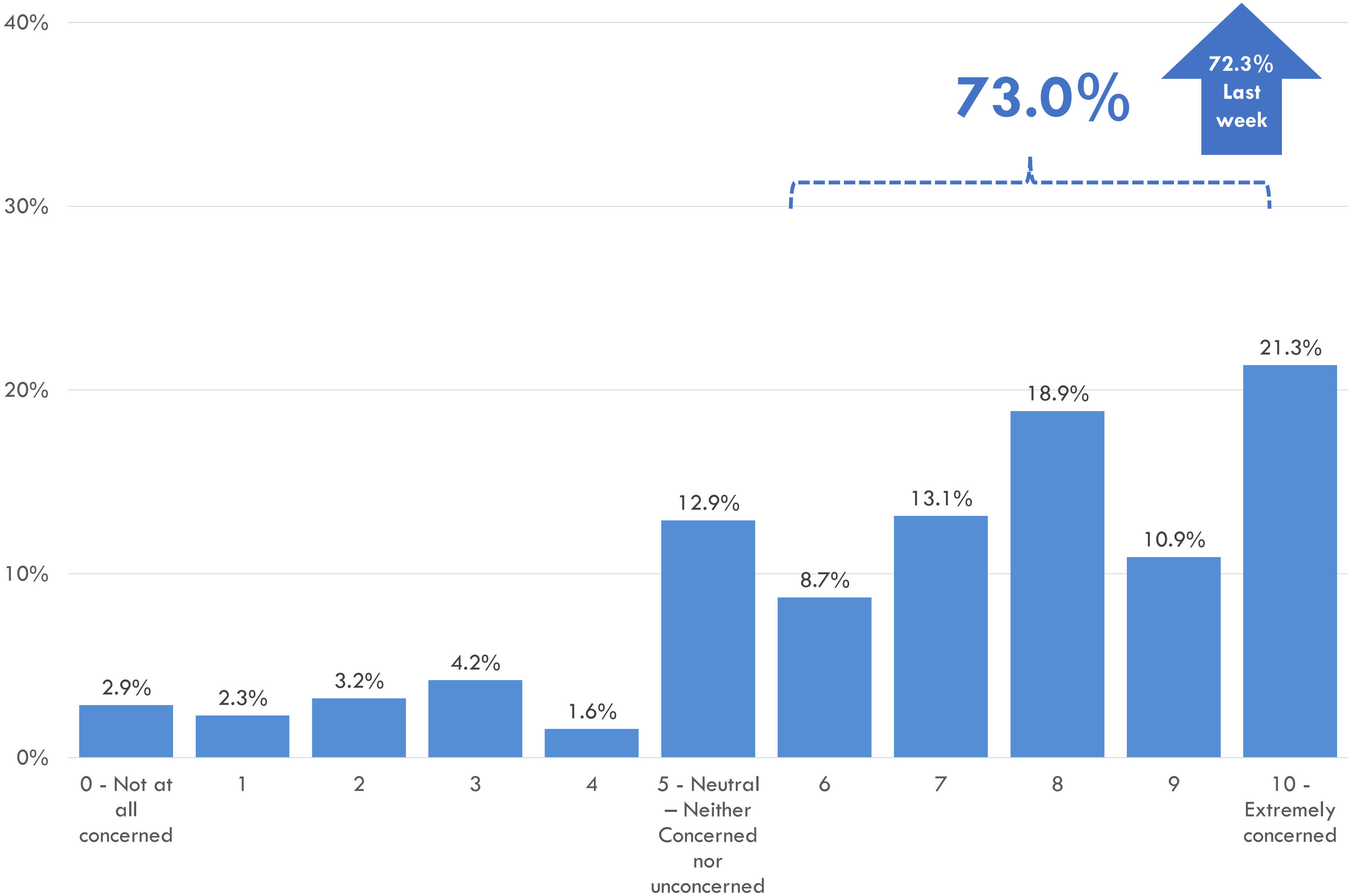
(Base: Wave 26 data. All respondents, 1,225 completed surveys. Data collected Sep 4-6, 2020)



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)

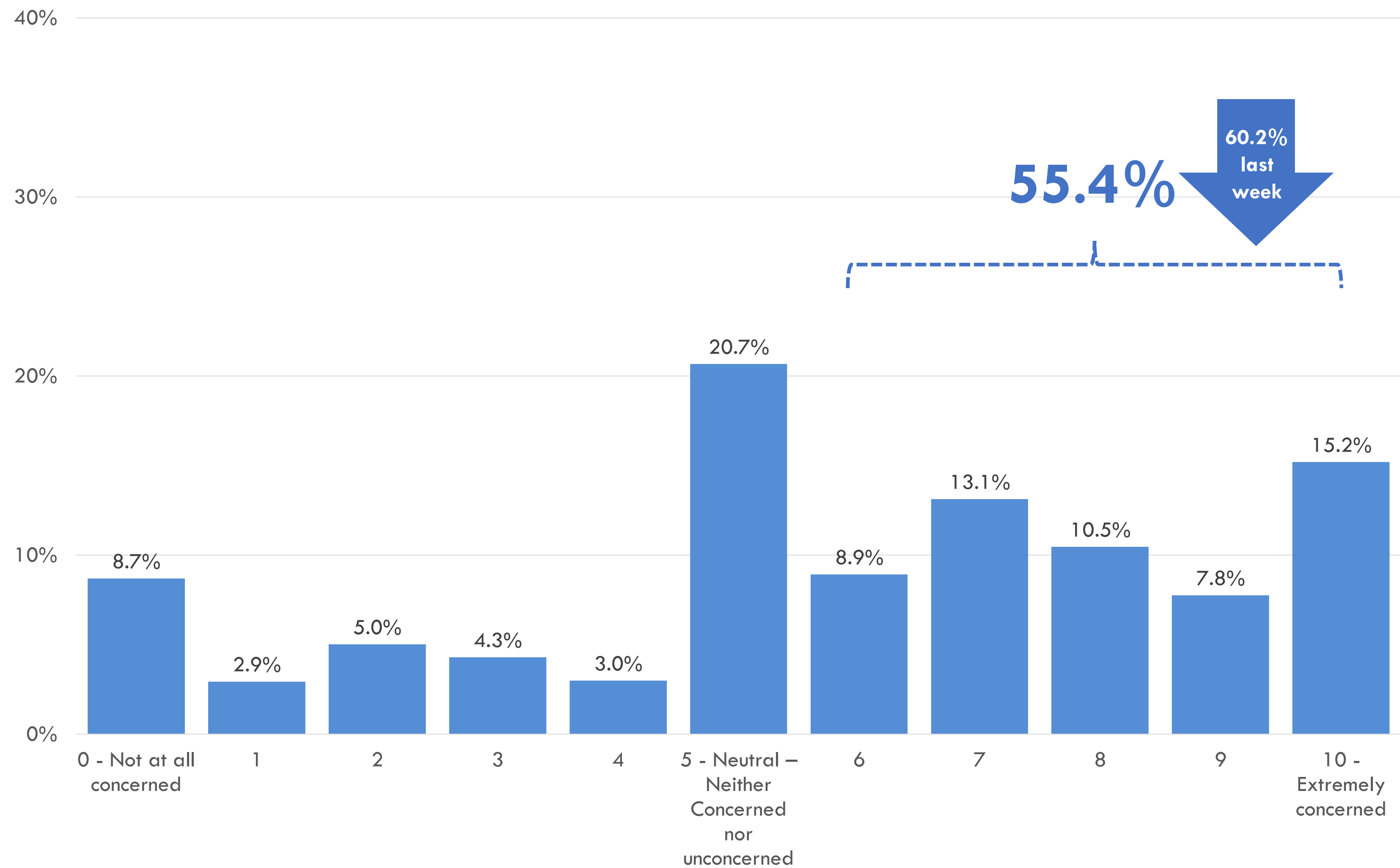
(Base: Wave 26 data. All respondents, 1,225 completed surveys. Data collected Sep 4-6, 2020)



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)

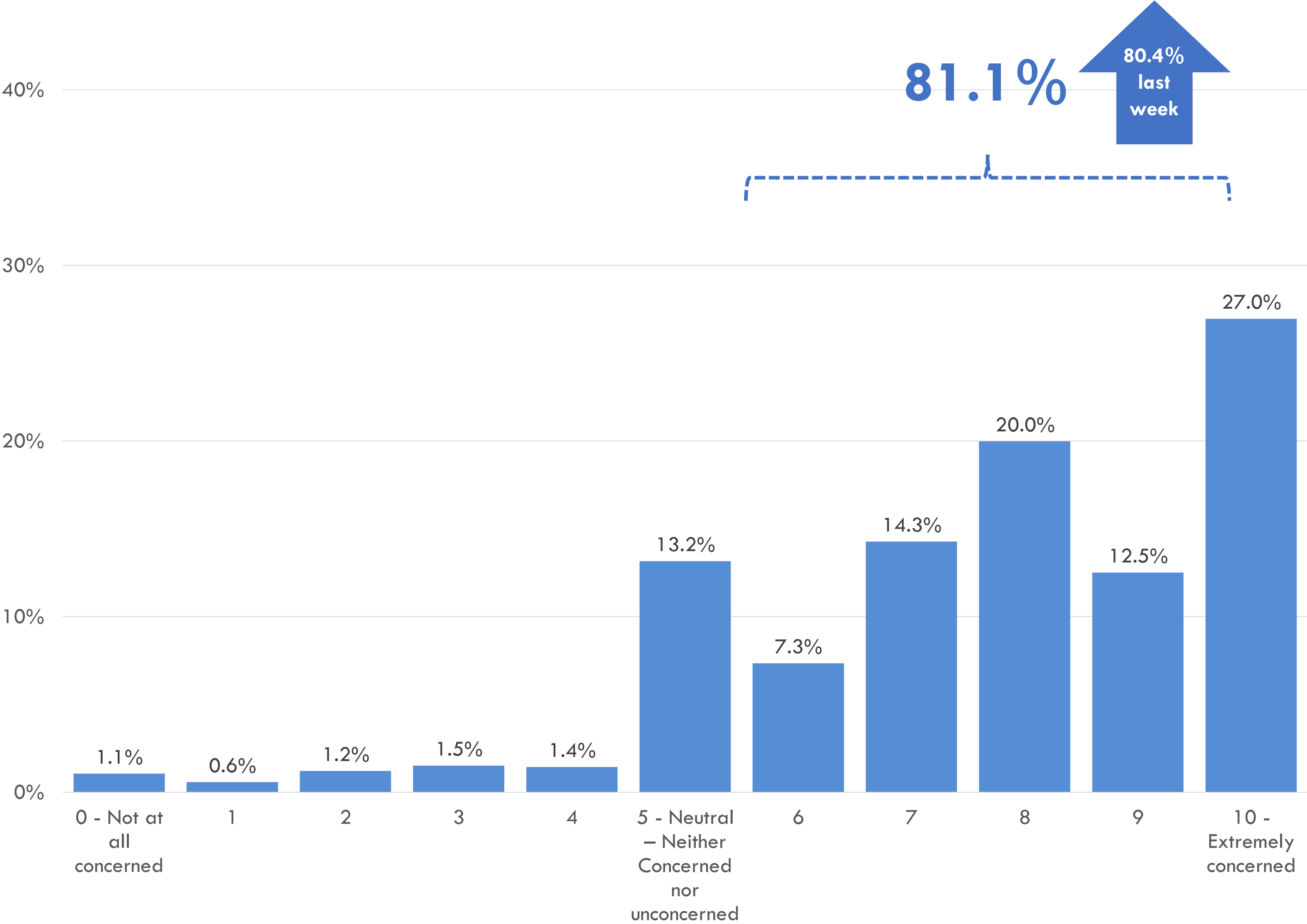
(Base: Wave 26 data. All respondents, 1,225 completed surveys. Data collected Sep 4-6, 2020)



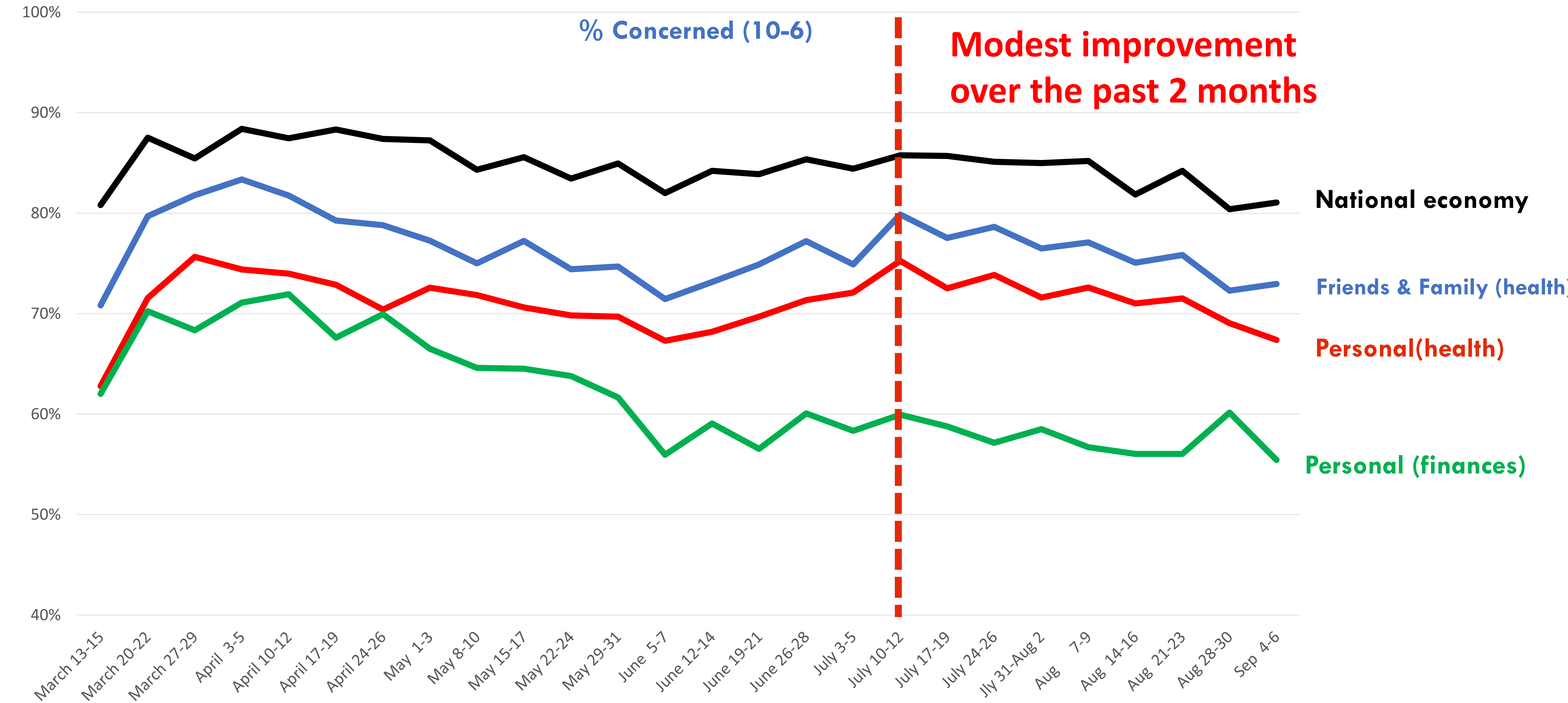
CONCERNS ABOUT NATIONAL ECONOMY

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

(Base: Wave 26 data. All respondents, 1,225 completed surveys. Data collected Sep 4-6, 2020)



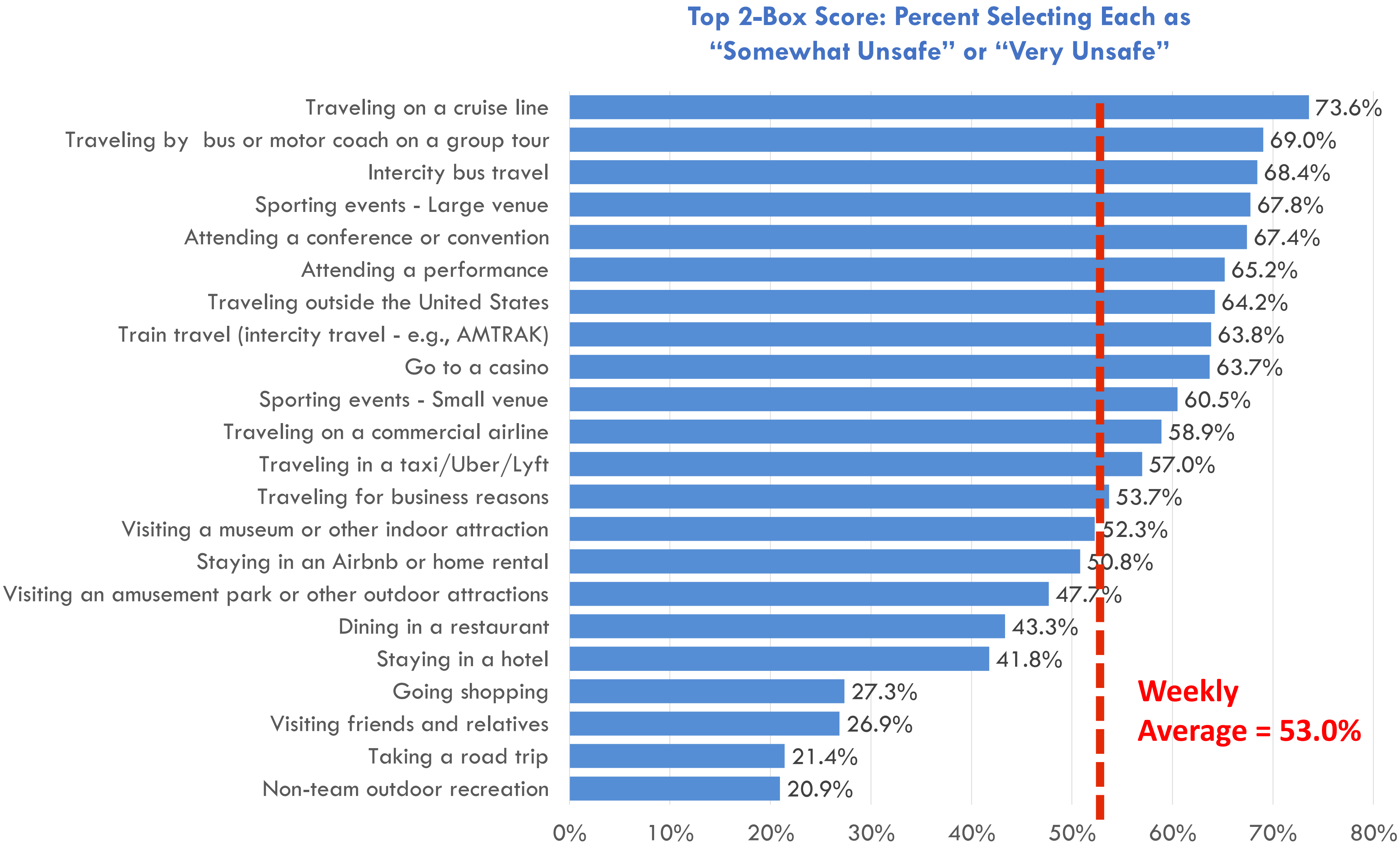
NATIONAL ANXIETY MAP



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 26)

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

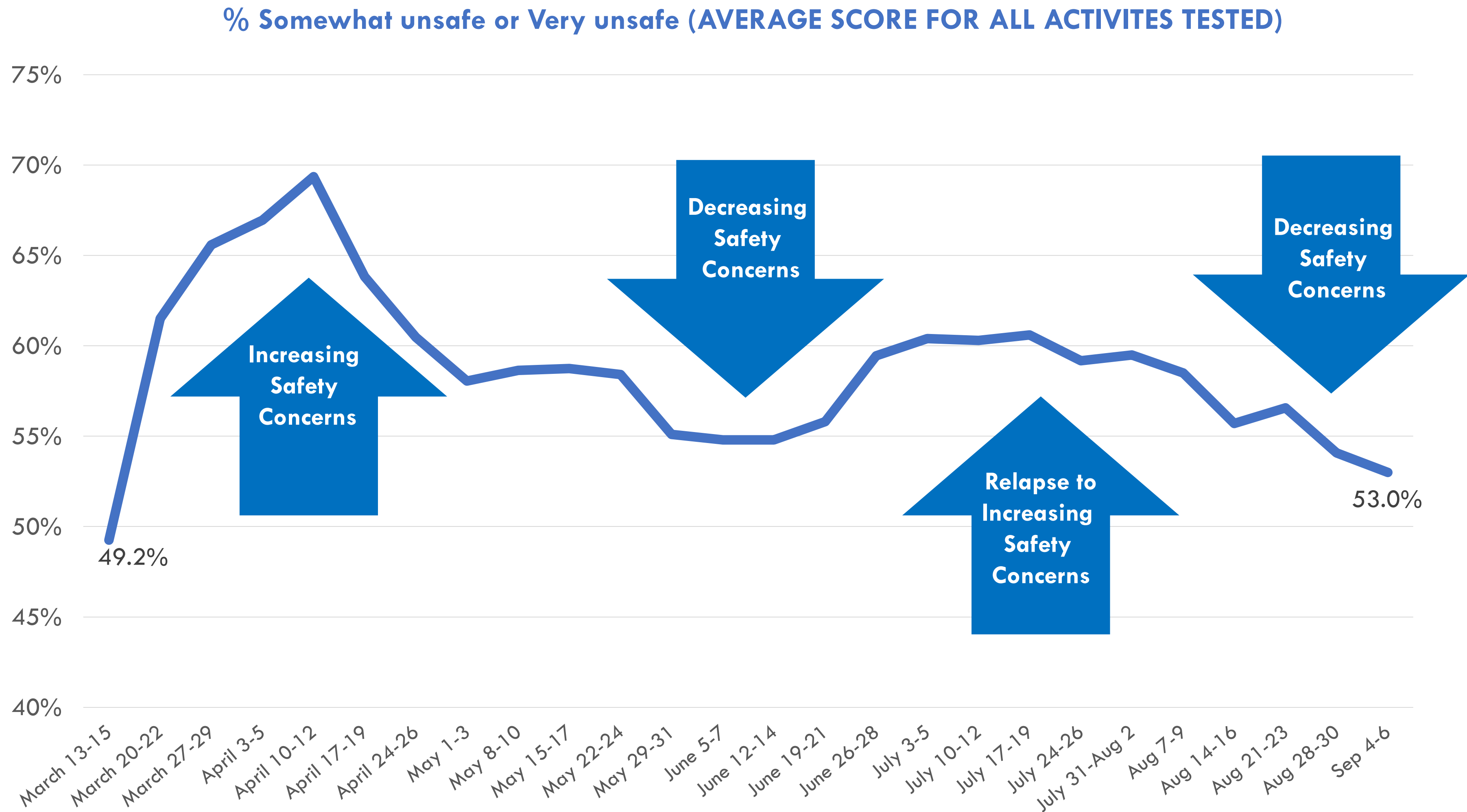
(Base: Wave 26 data. All respondents, 1,225 completed surveys.
Data collected Sep 4-6, 2020)



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-26 COMPARISON)

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

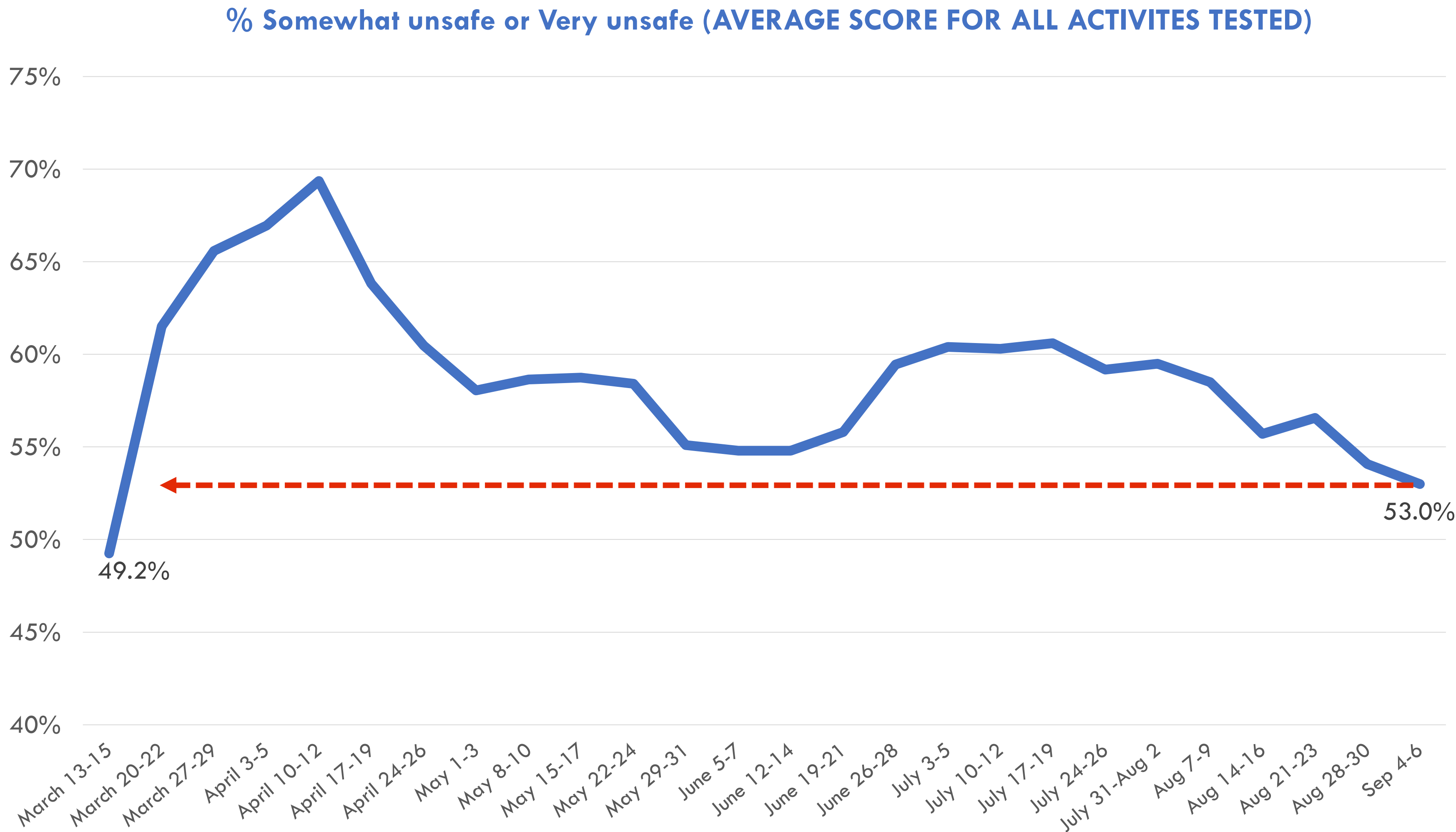
(Base: Waves 1-26. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250 and 1,225 completed surveys.)



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-26 COMPARISON)

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

(Base: Waves 1-26. 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 and 1,225 completed surveys.)

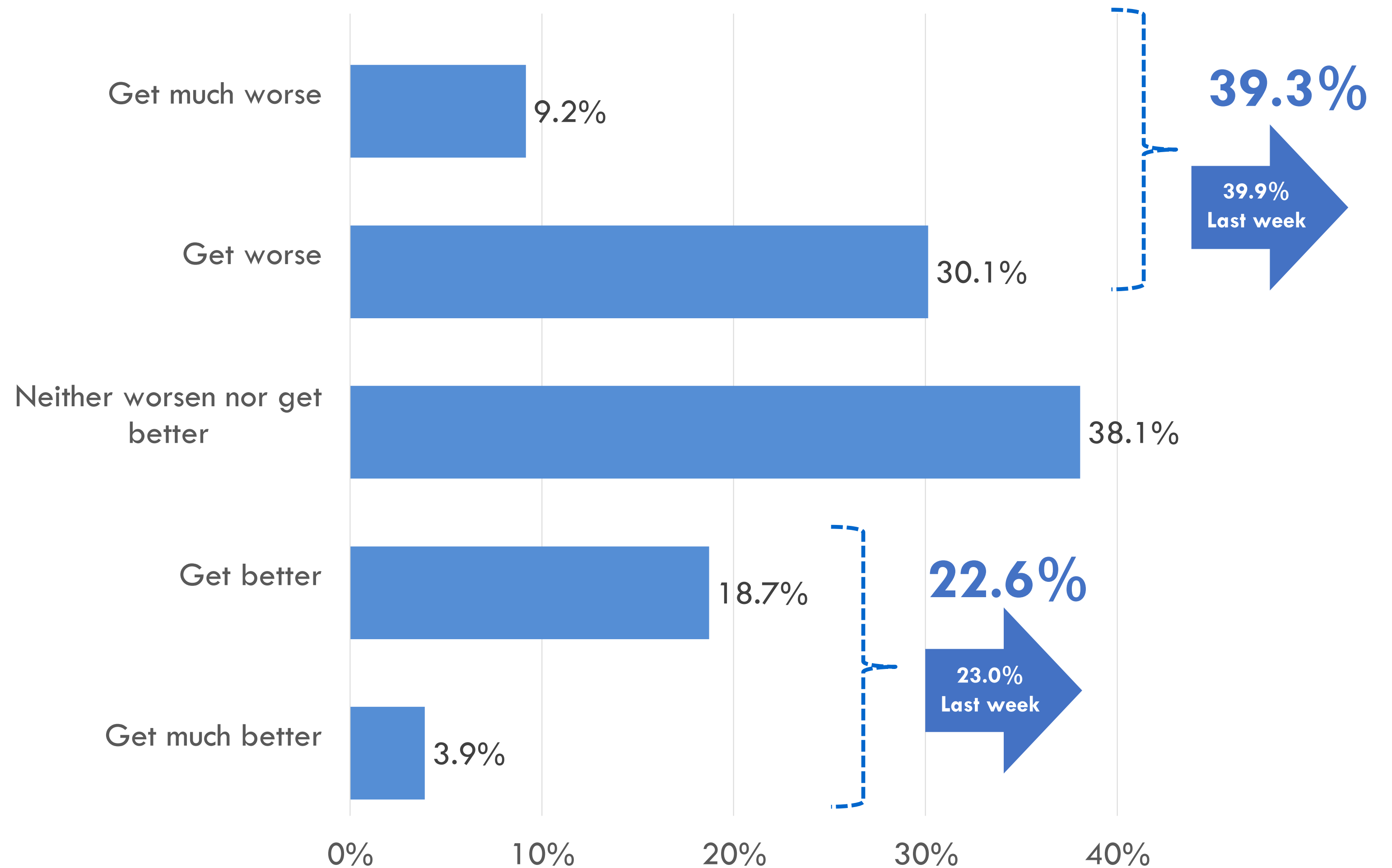


EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

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 26 data. All respondents, 1,225 completed surveys. Data collected Sep 4-6, 2020)

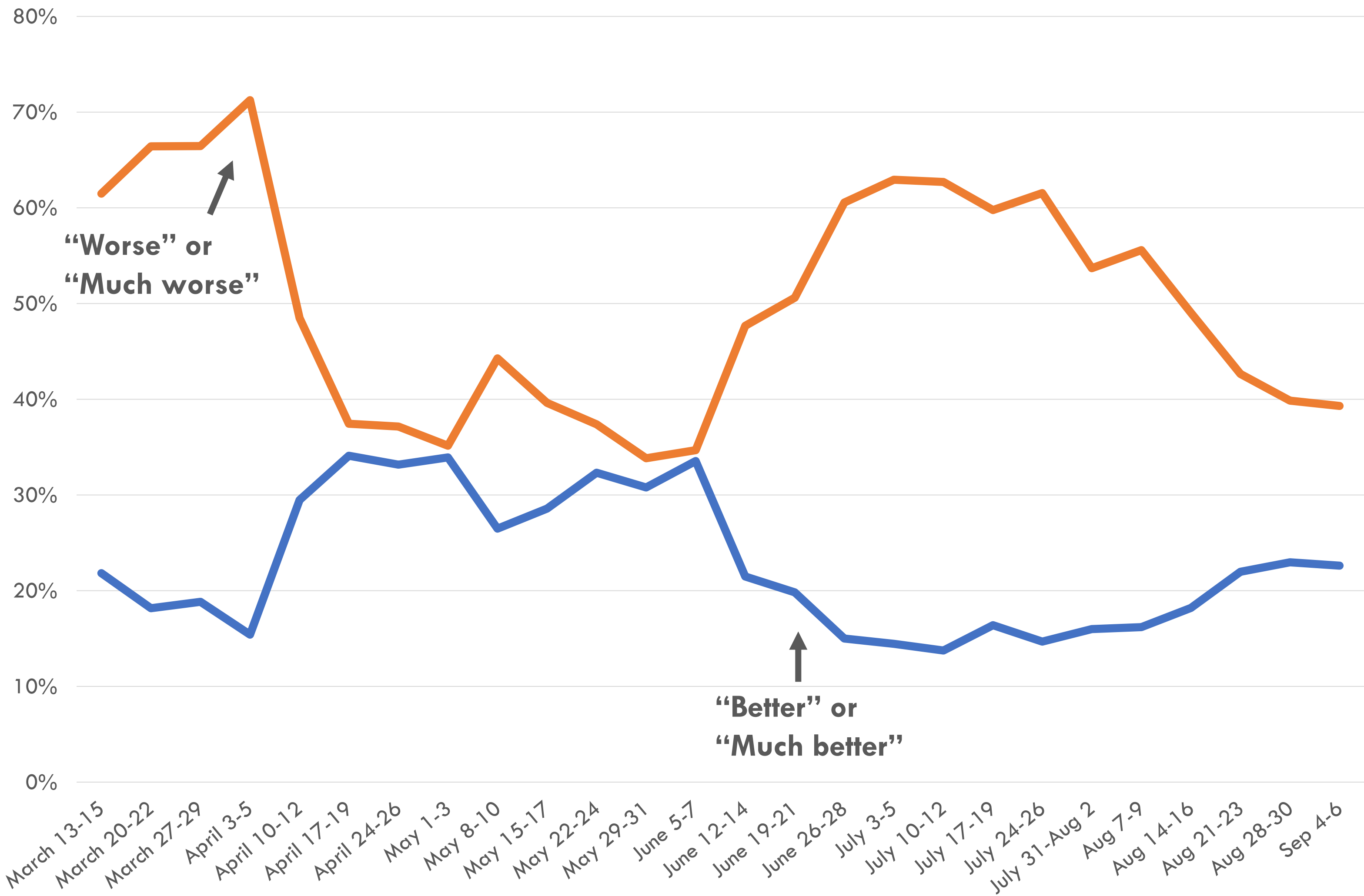


EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-26)

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 _____

(Base: Waves 1-26. 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 and 1,225 completed surveys.)

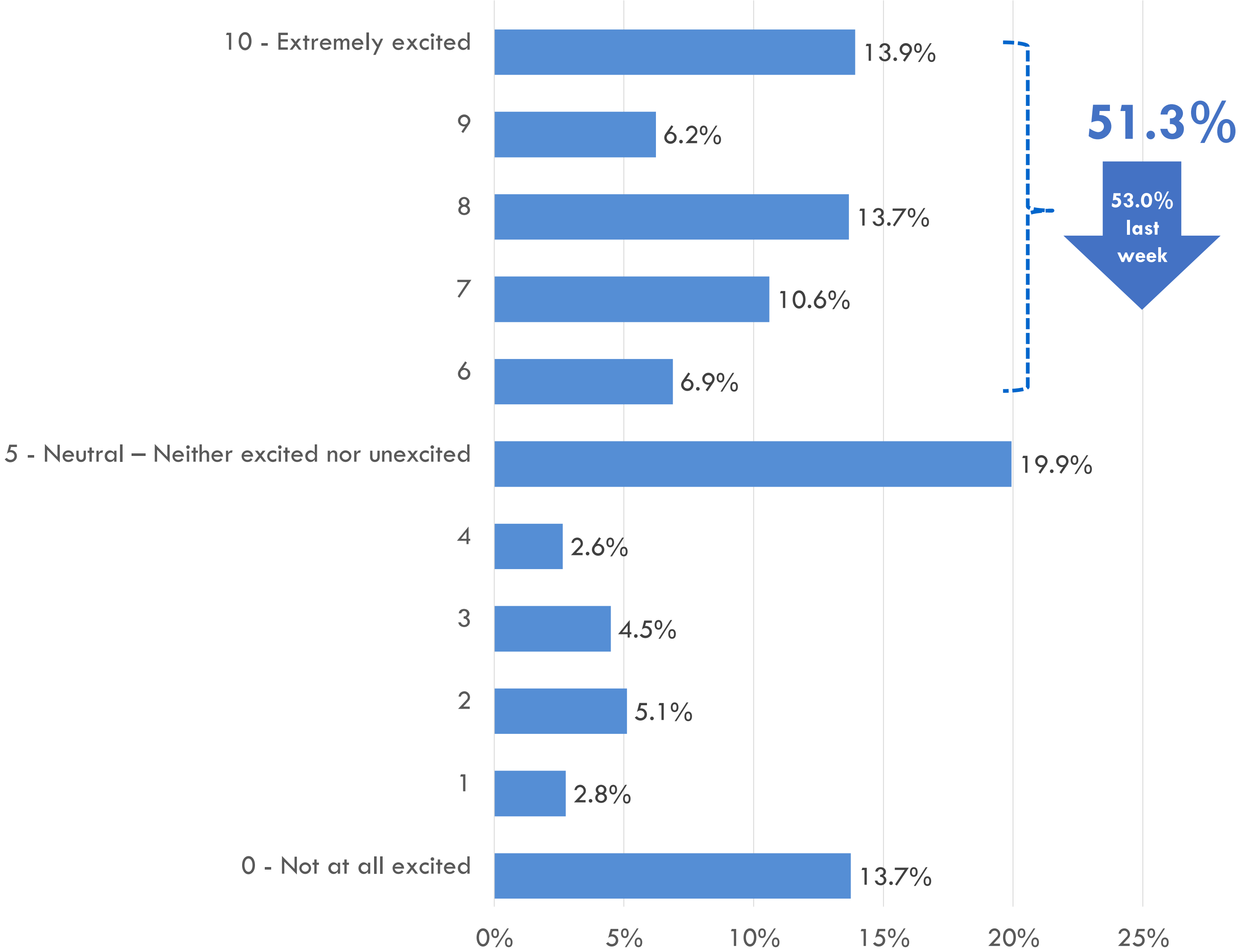


EXCITEMENT TO TRAVEL NOW

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)

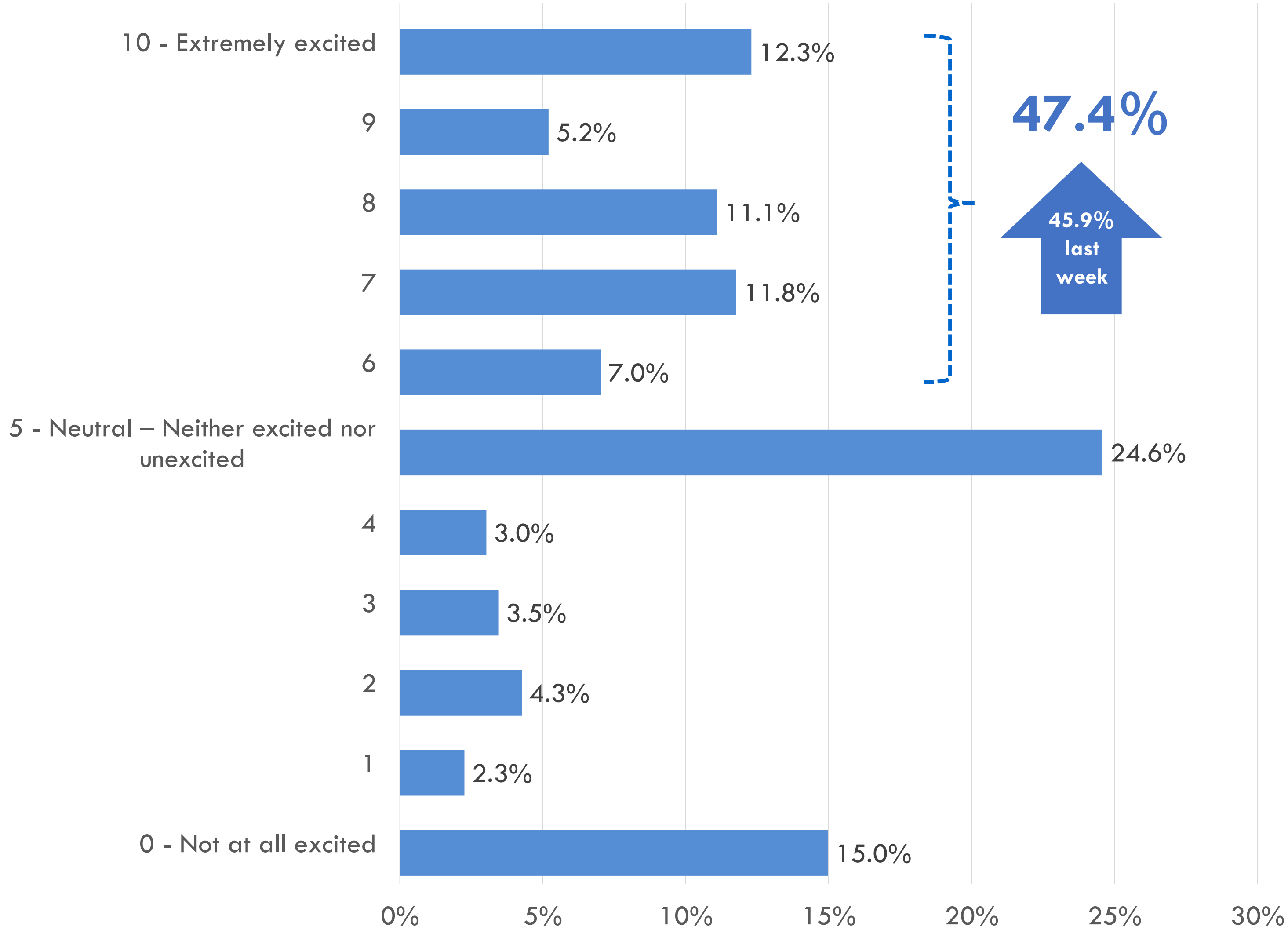
(Base: Wave 26 data. All respondents, 1,225 completed surveys. Data collected Sep 4-6, 2020)



OPENNESS TO TRAVEL INFORMATION

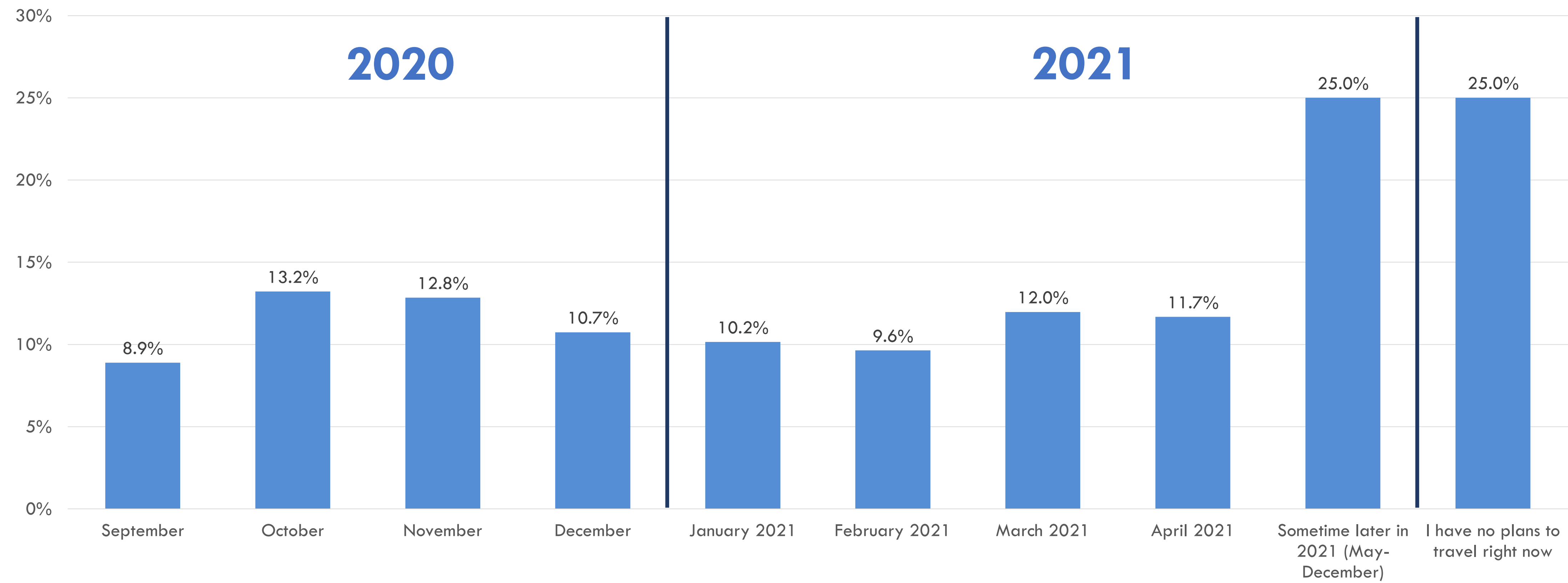
Question: At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?

(Base: Wave 26 data. All respondents, 1,225 completed surveys. Data collected Sep 4-6, 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?



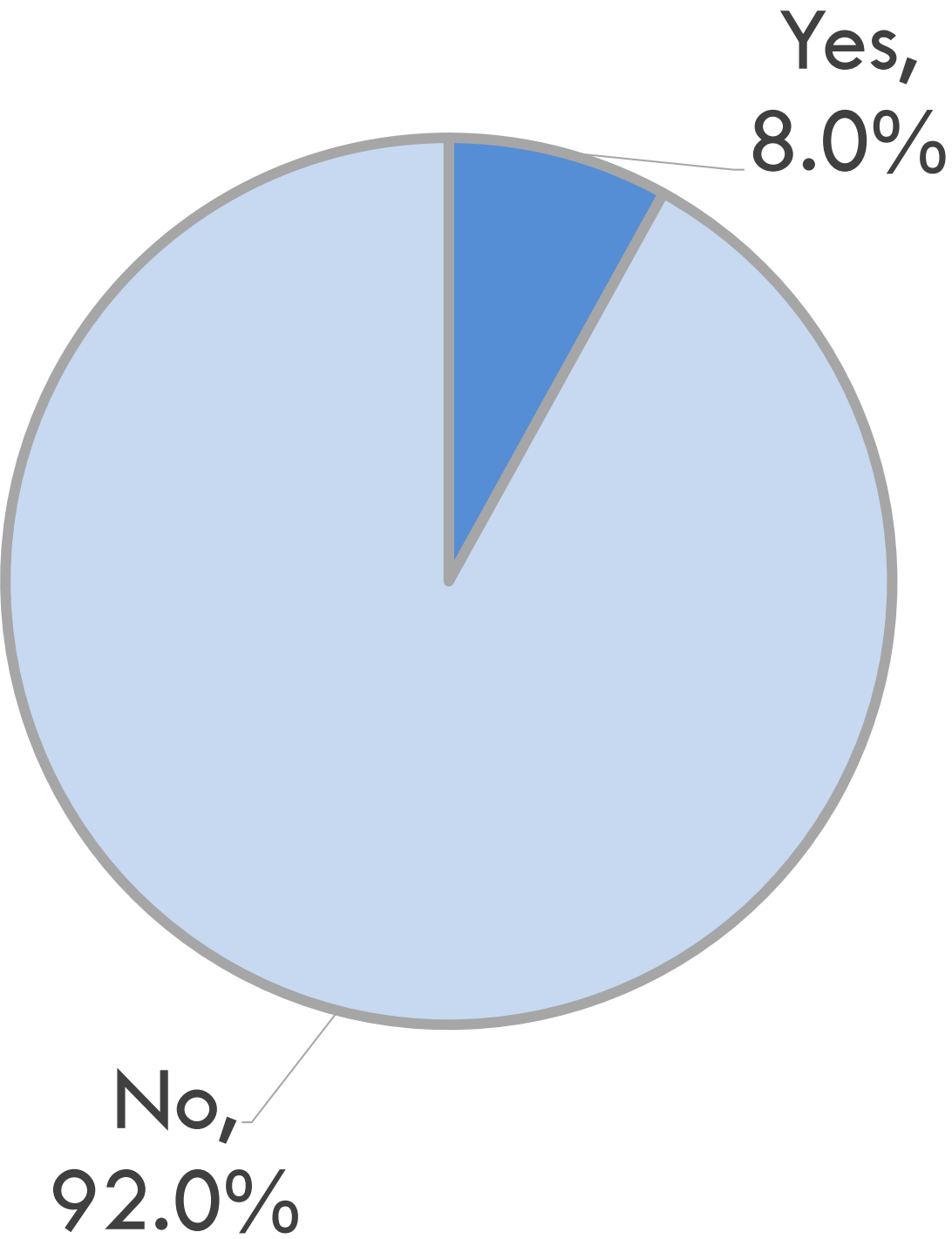
(Base: Wave 26 data. All respondents, 1,225 completed surveys. Data collected Sep 4-6, 2020)



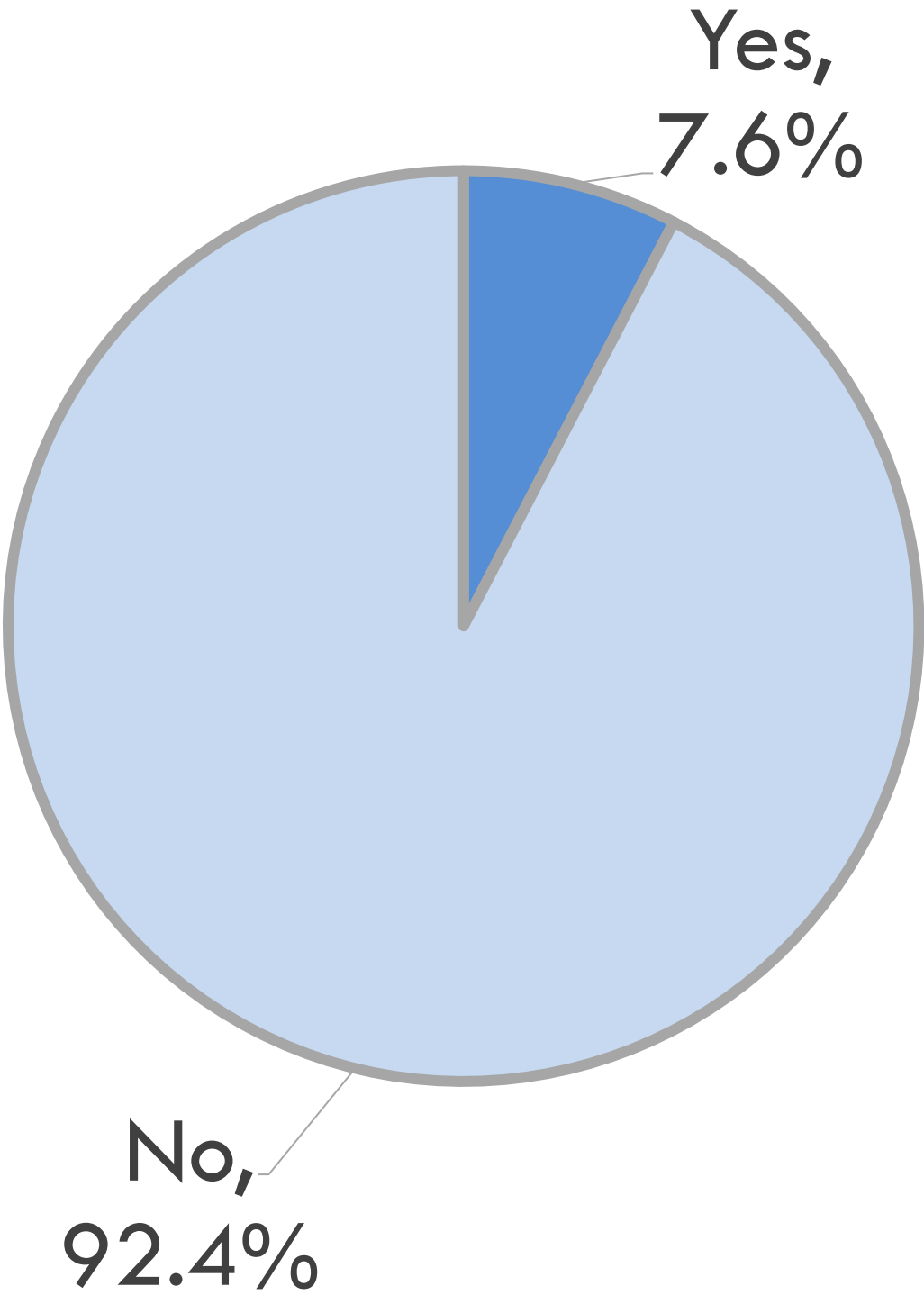
BUSINESS TRAVEL

BUSINESS TRIPS TAKEN

Question: Have you taken any trips for business reasons this summer (June 1 to today)?



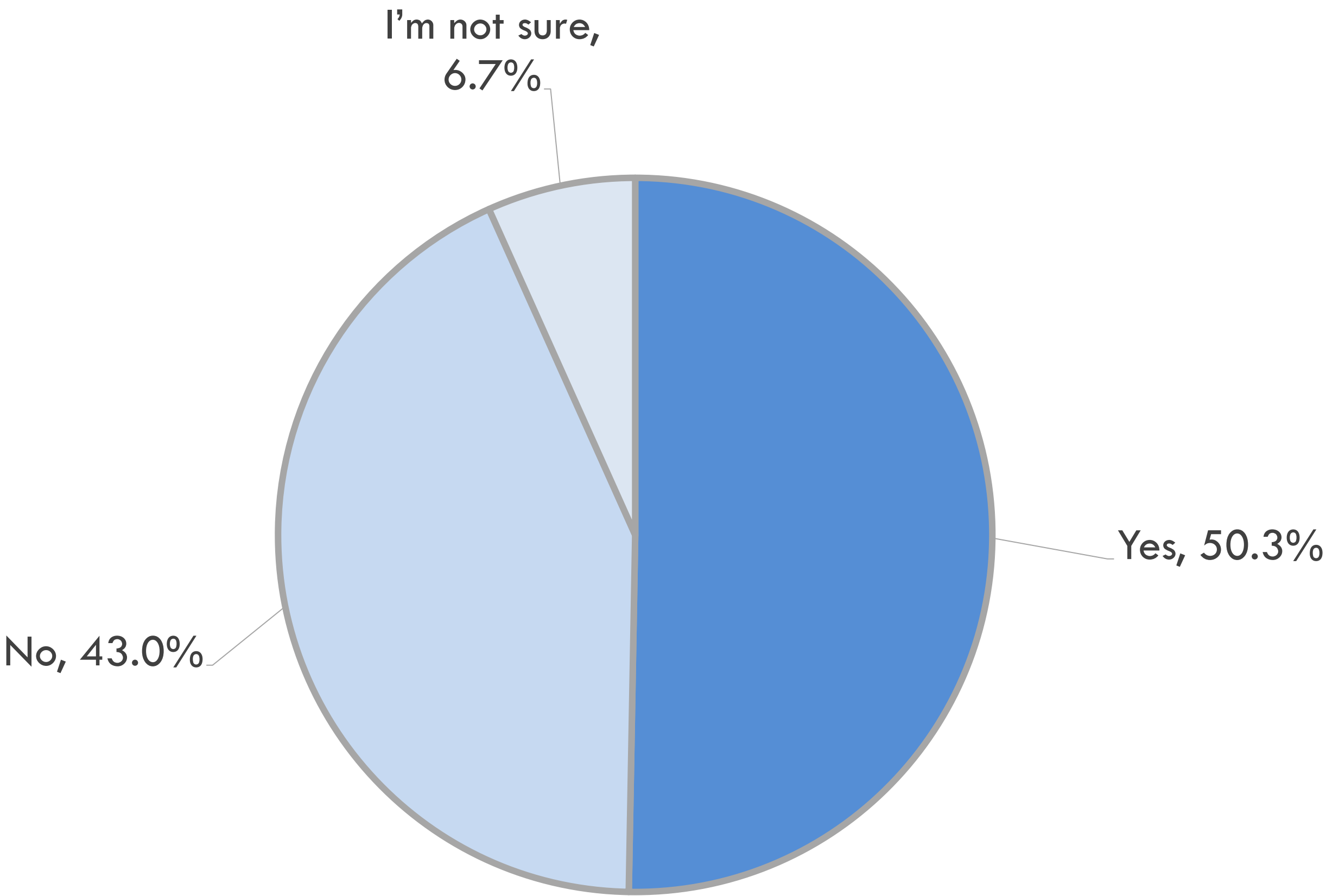
Question: Have you taken any trips for convention, conference or other group meetings this summer (June 1 to today)?



COMPANIES WITH TRAVELING STAFF (PRE-COVID)

Question: Prior to the COVID-19 pandemic, did people at the company/organization you work for travel for business purposes? (Select one)

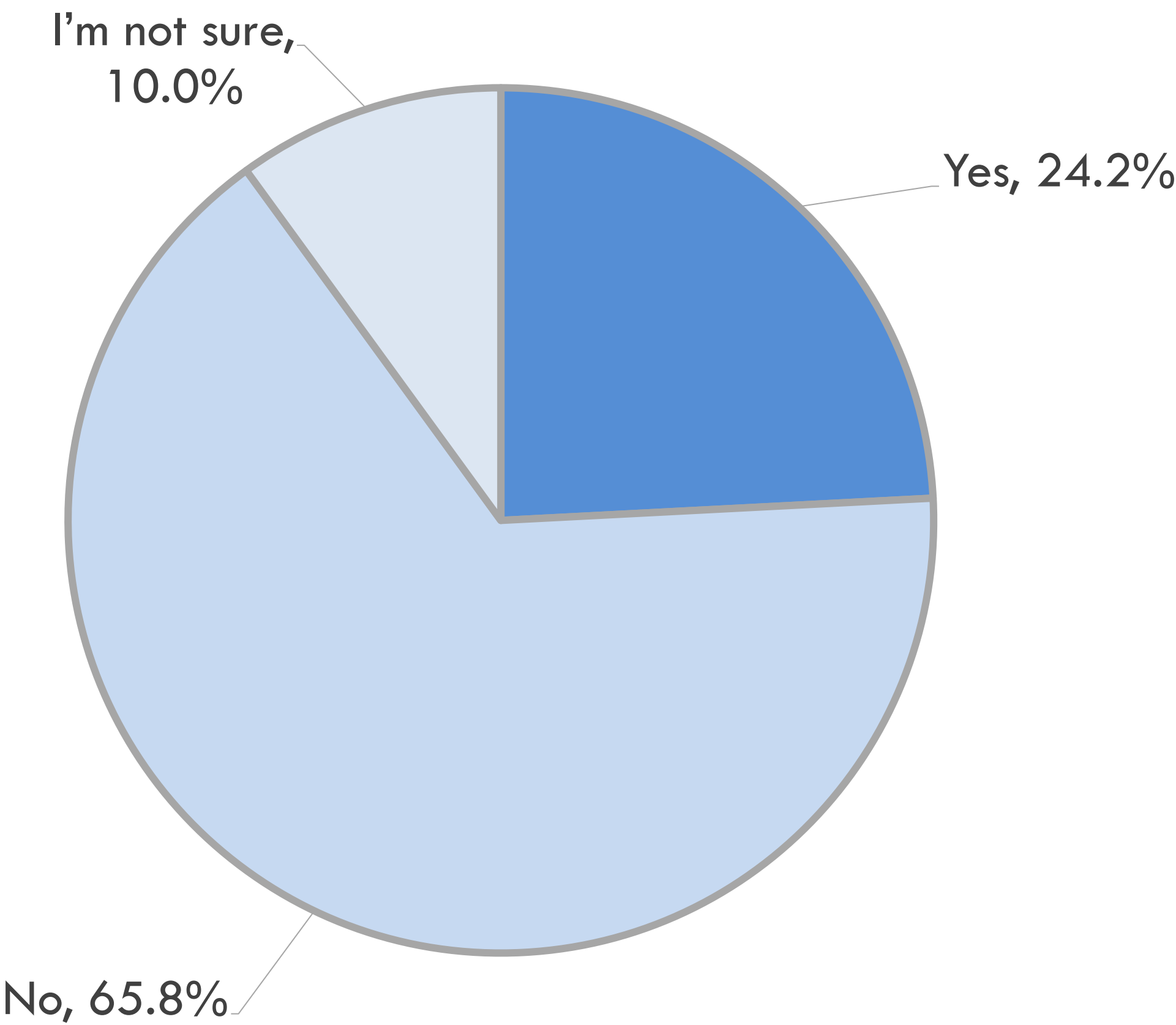
(Base: Wave 26 data. Employed respondents, 871 completed surveys. Data collected September 4-6, 2020)



HAS BUSINESS TRAVEL RESUMED

Question: To your knowledge, have people at the company/organization you work for started traveling for business purposes again?

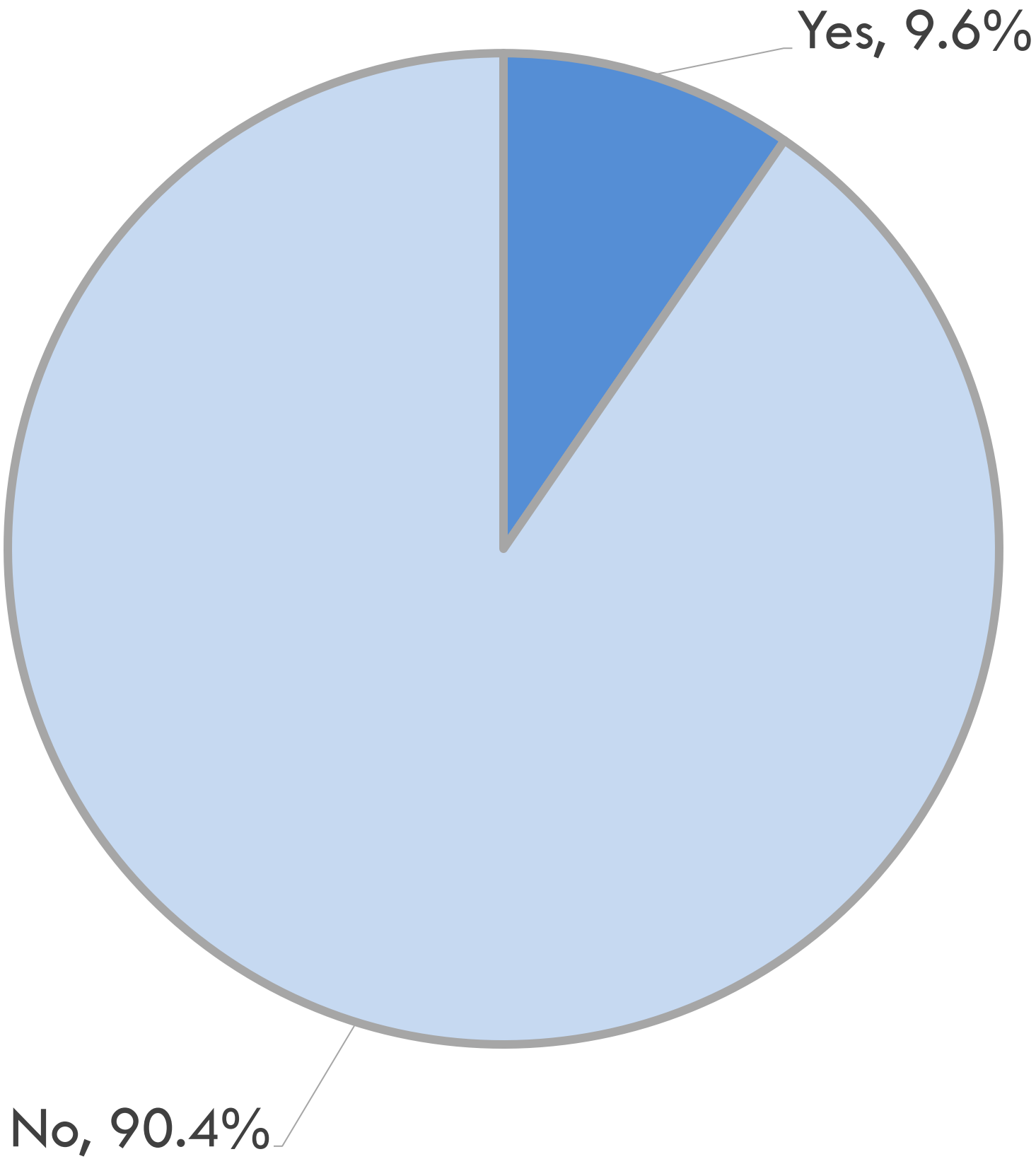
(Base: Wave 26 data. Respondents working for companies where employees travel for business, 428 completed surveys. Data collected September 4-6, 2020)



COMPANY ANNOUNCEMENTS ON RESUMPTION OF TRAVEL

Question: Has the company/organization you work for given any indication on when company business travel will begin again?

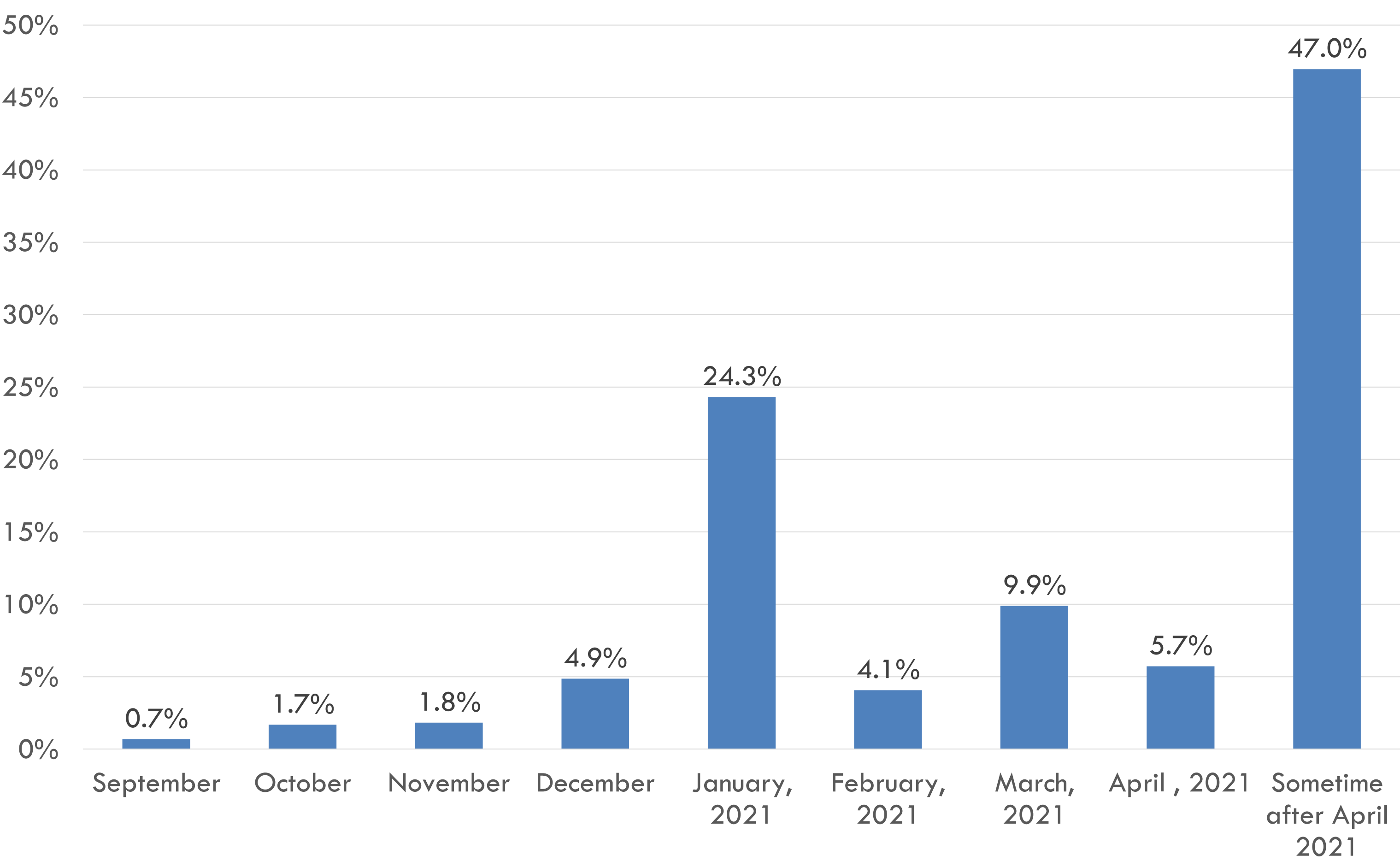
(Base: Wave 26 data. Respondents employed by companies with business traveling staff that haven't announced resumption of business travel, 331 completed surveys. Data collected September 4-6, 2020)



EXPECTED DATE OF BUSINESS TRAVEL RESUMPTION

Question: Which month do you anticipate company/organization you work for will begin traveling for business again?

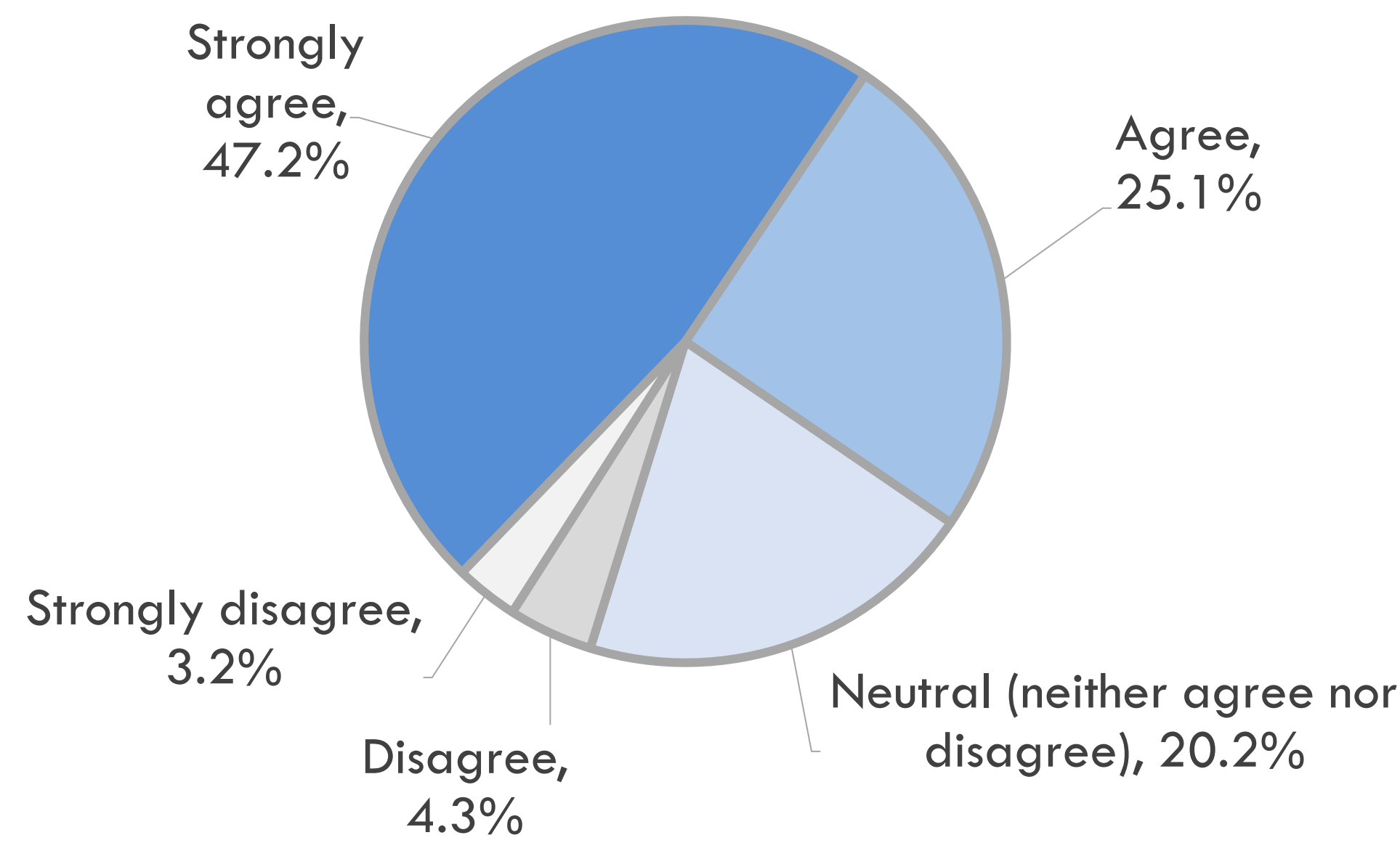
(Base: Wave 26 data. Respondents employed by companies with business traveling staff that haven't announced resumption of business travel, 330 completed surveys. Data collected September 4-6, 2020)



AVOIDING CONVENTIONS & CONFERENCES

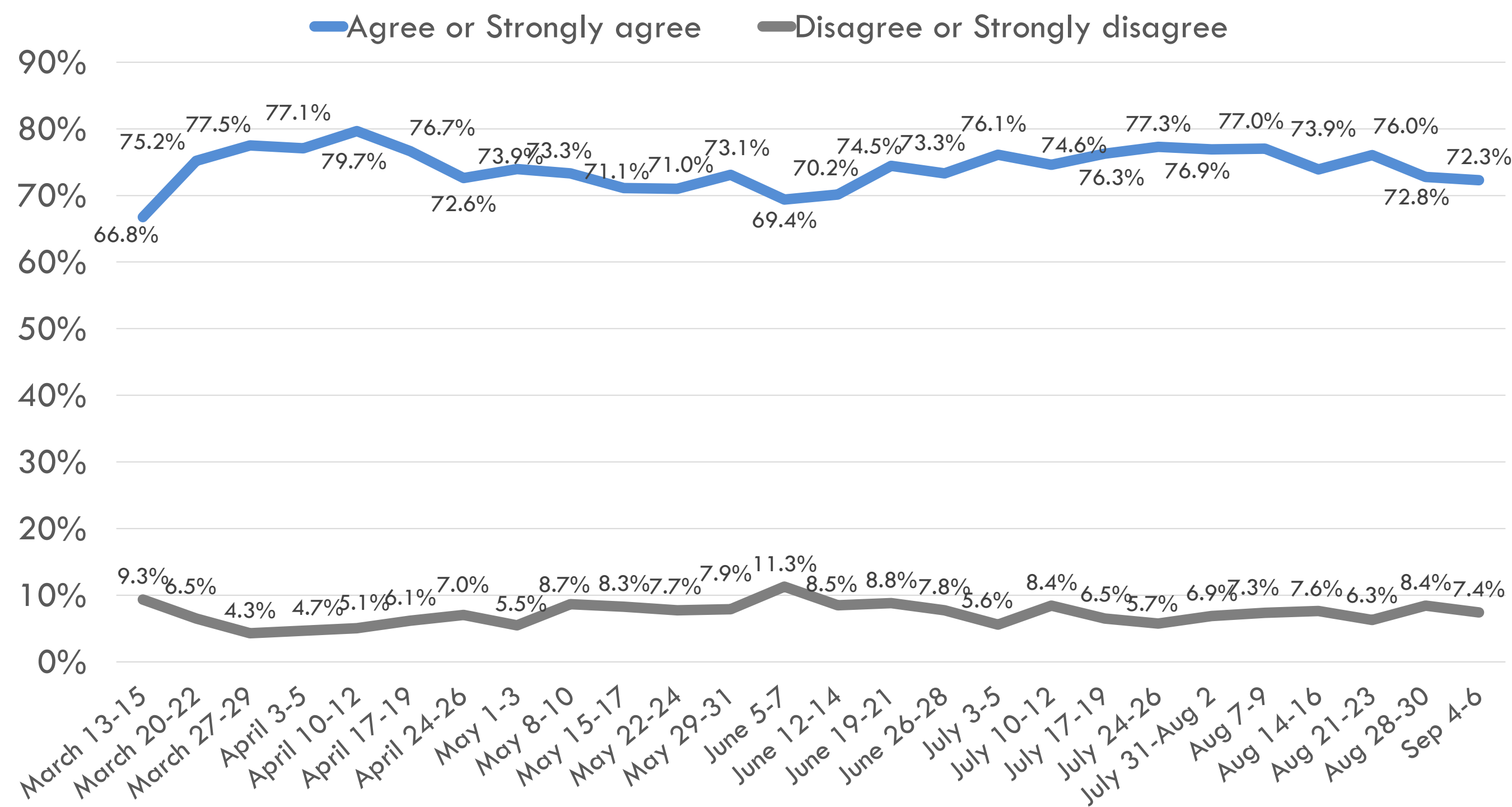
How much do you agree with the following statement?

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



(Base: Waves 1-26. 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 and 1,225 completed surveys.)

Historical data



The background of the slide features a complex financial chart. It includes a blue line with circular markers, a green line, and a brown line, all showing fluctuating trends. Overlaid on these are green candlestick patterns. Two specific data points are labeled: '26.417' in blue text and '31.012' in green text. The overall color scheme is dark with green, blue, and brown highlights.

Coronavirus Travel Sentiment Index

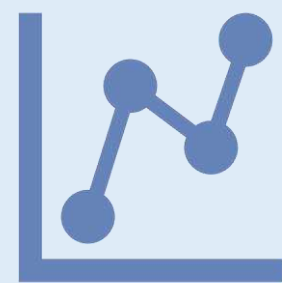
Measuring the Potential Influence of Travel Marketing

Highlights from the Week of September 6th

What is a Predictive Index?



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



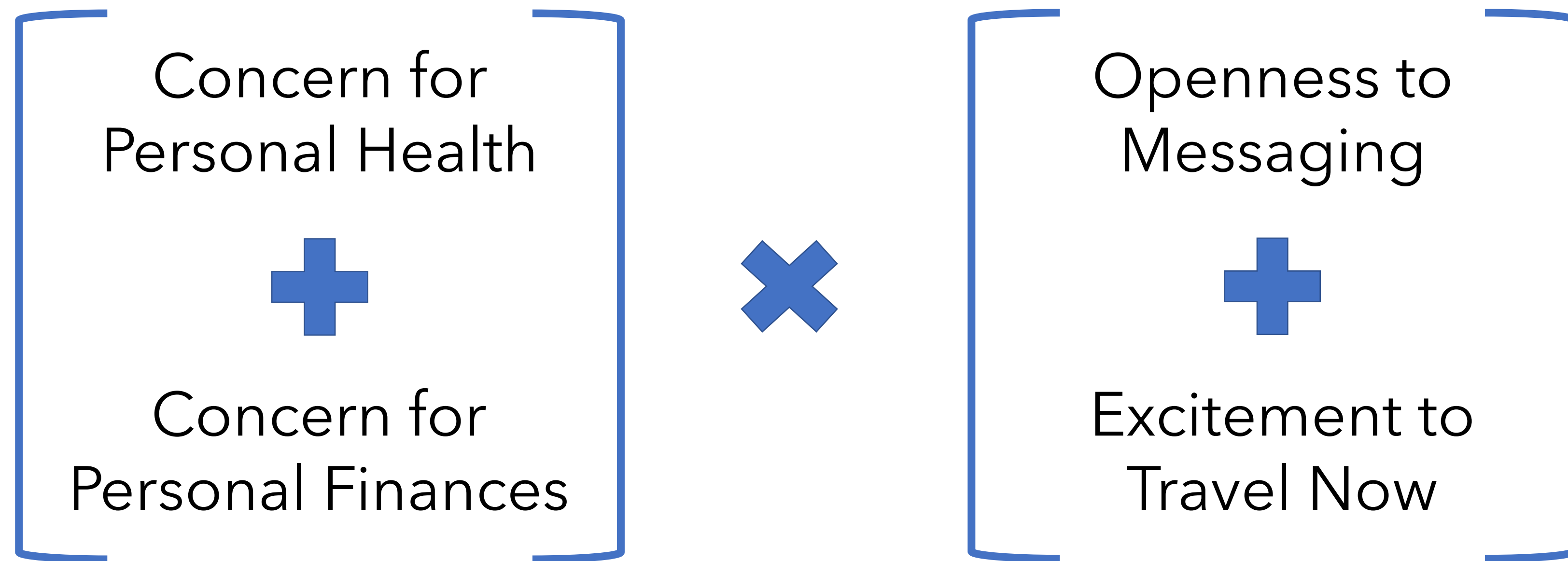
A predictive index is a statistical measure of change in a representative group of data points. The predictive index is then compared to a standard base value in order to make data-driven predictions.



The goals are to identify:

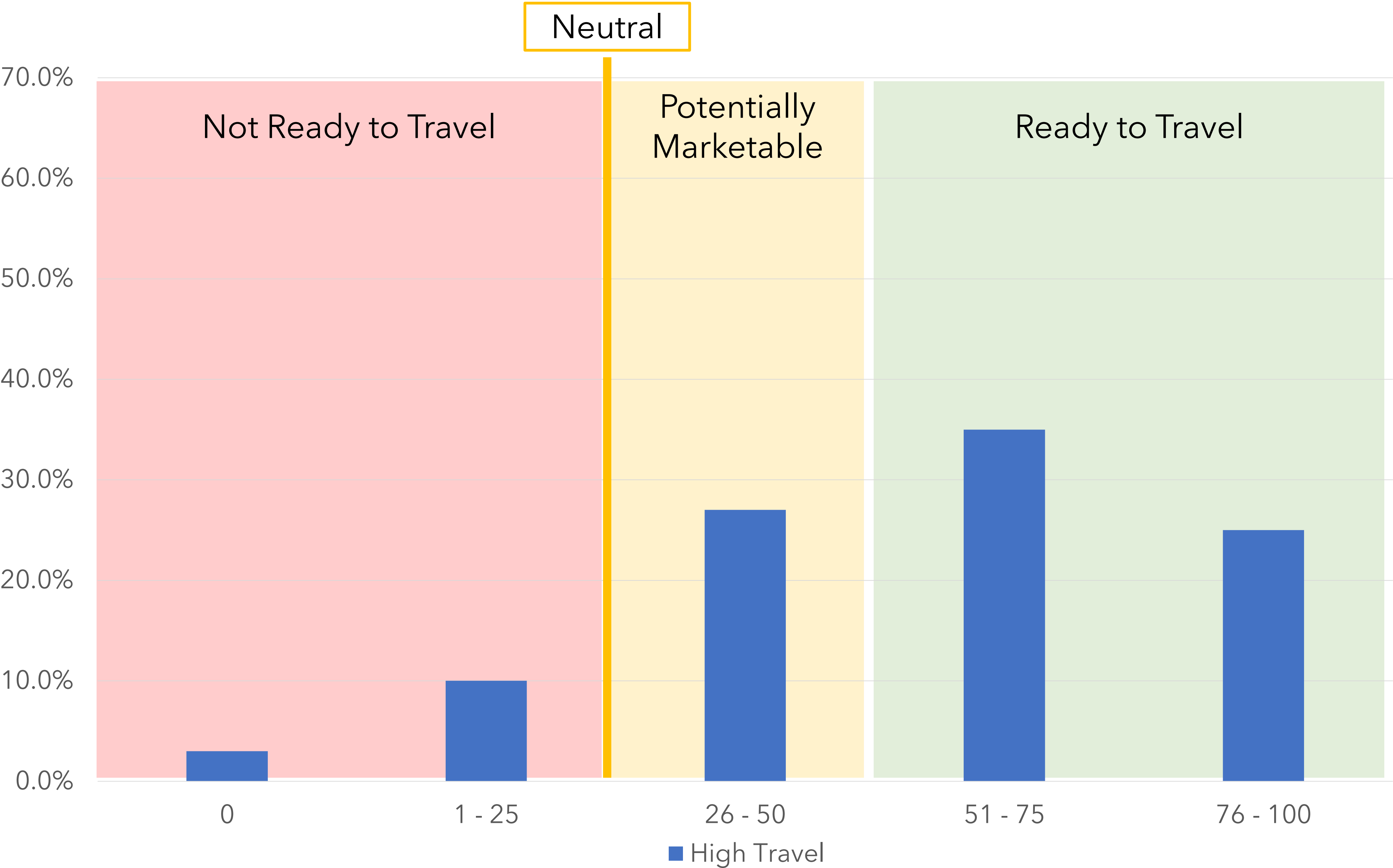
- WHO are the traveler segments that appear receptive to travel marketing and
- WHEN will they be ready to travel

Predictive Index Formula



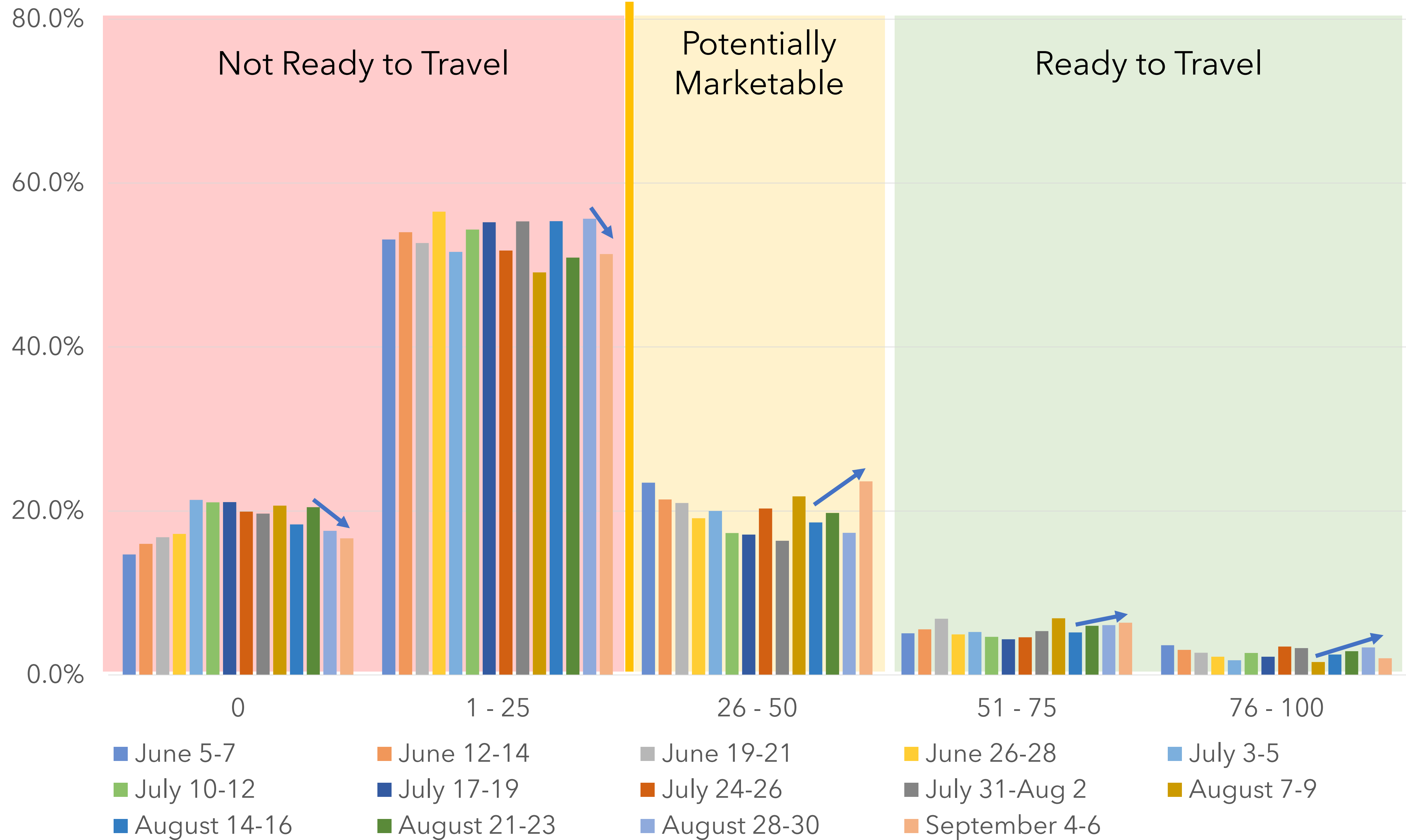
*Normalized to a 100pt scale

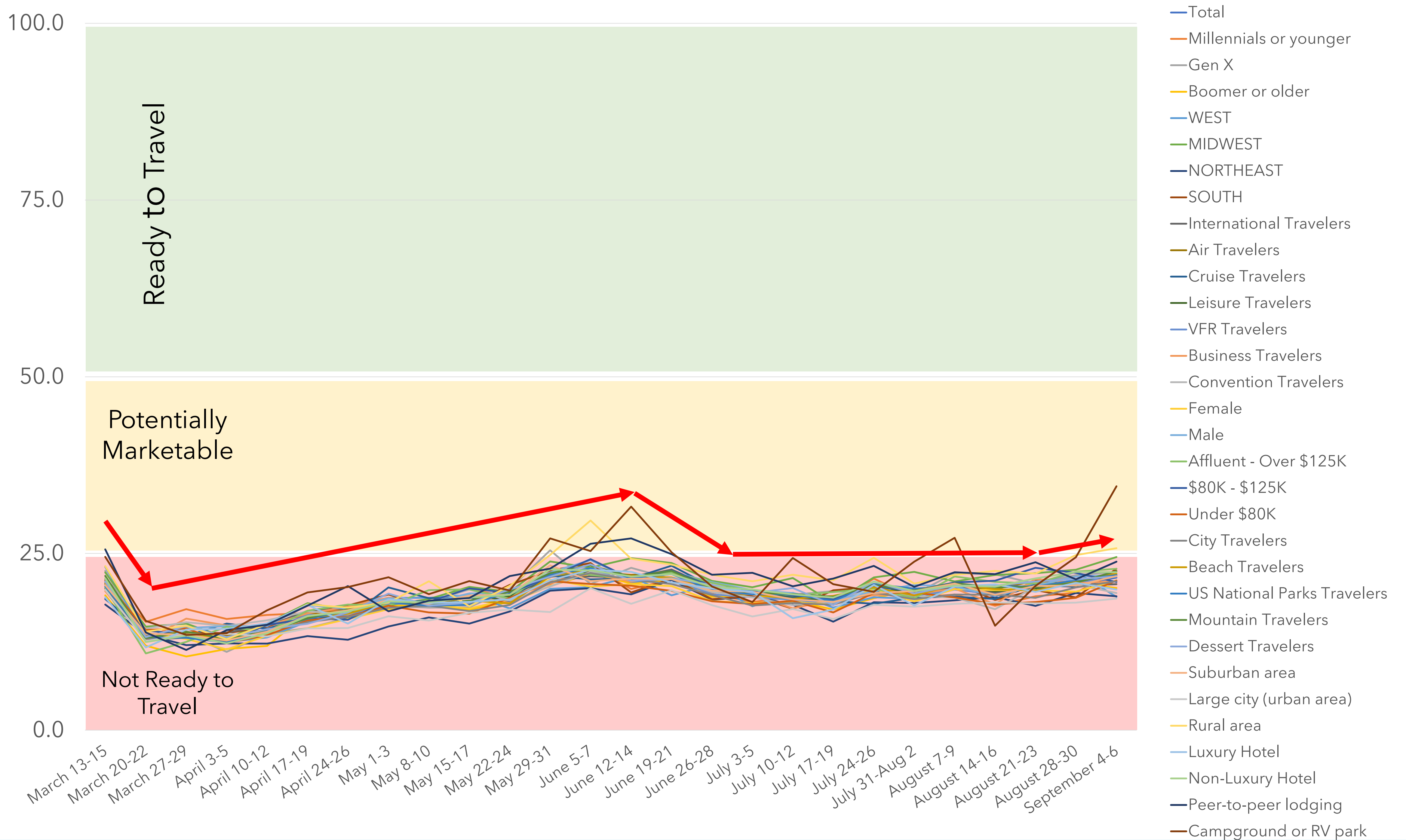
Healthy Travel Outlook

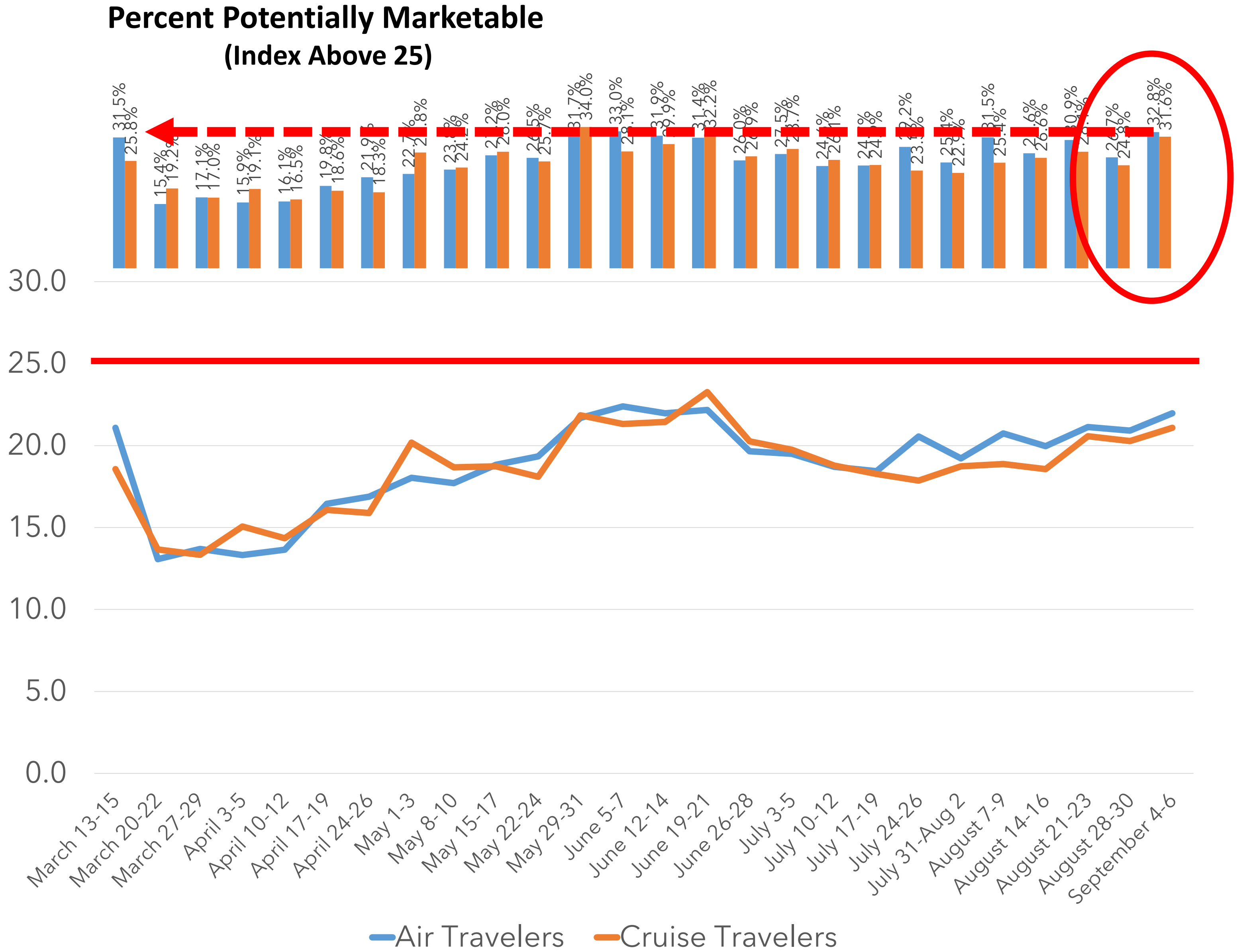
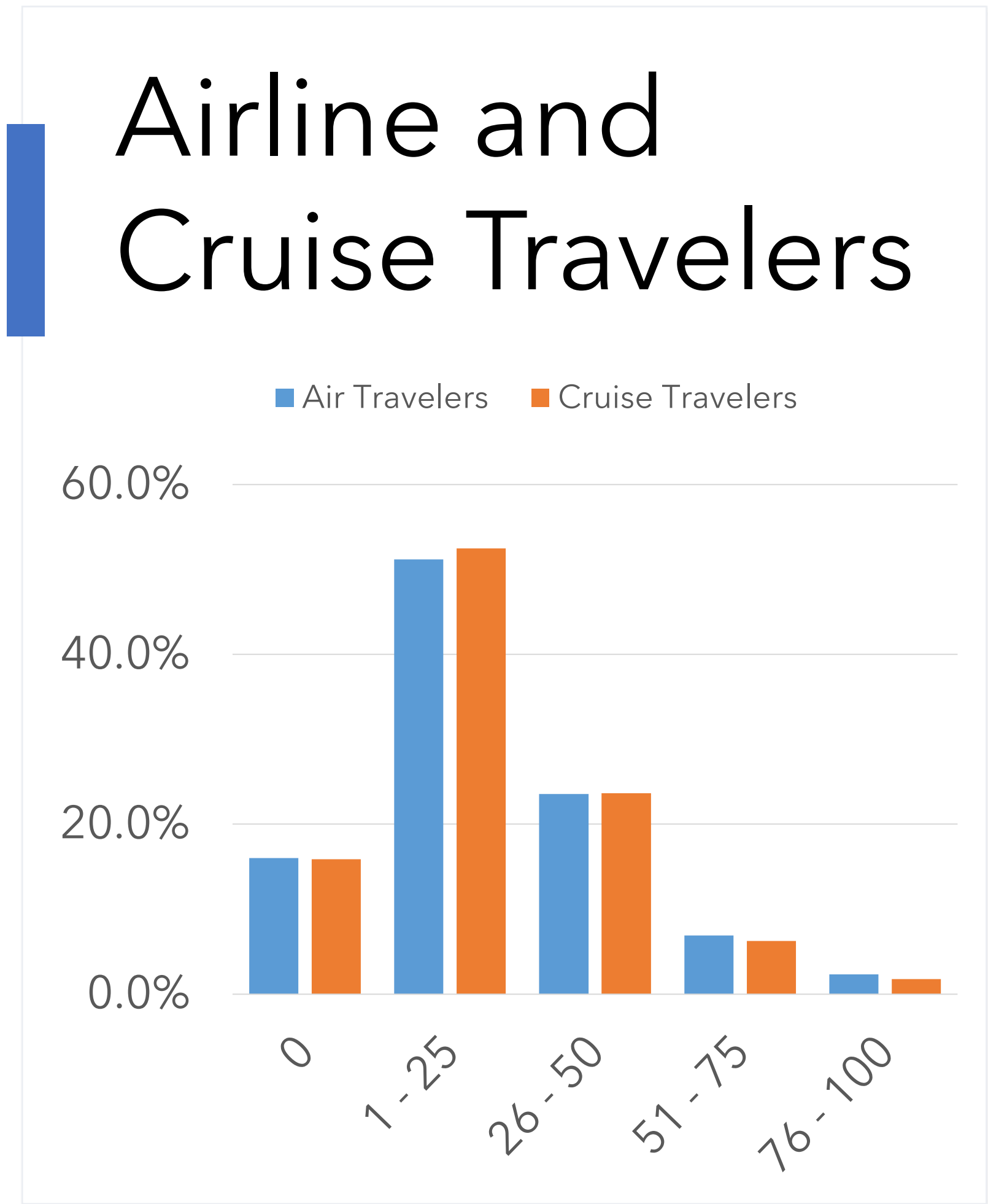


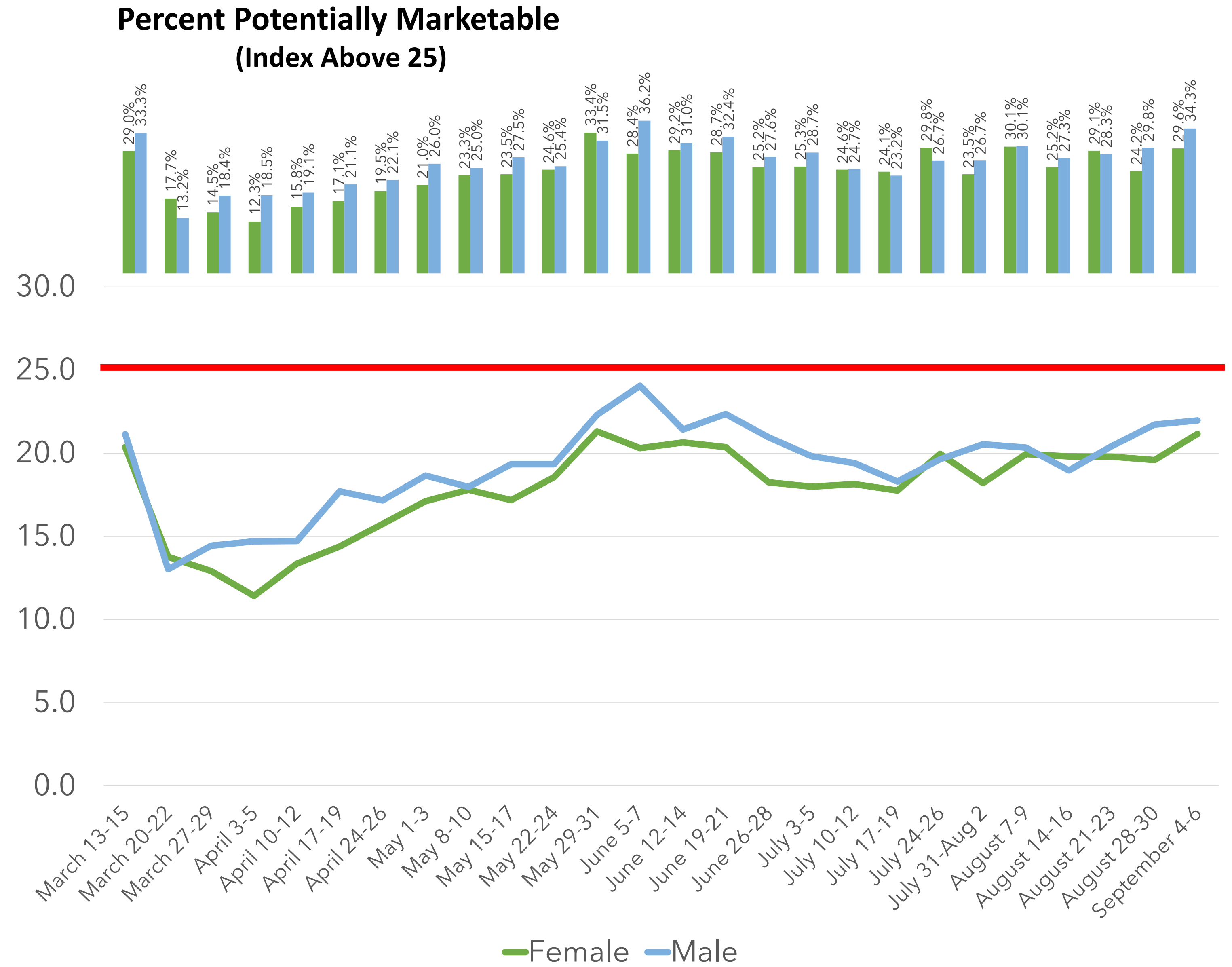
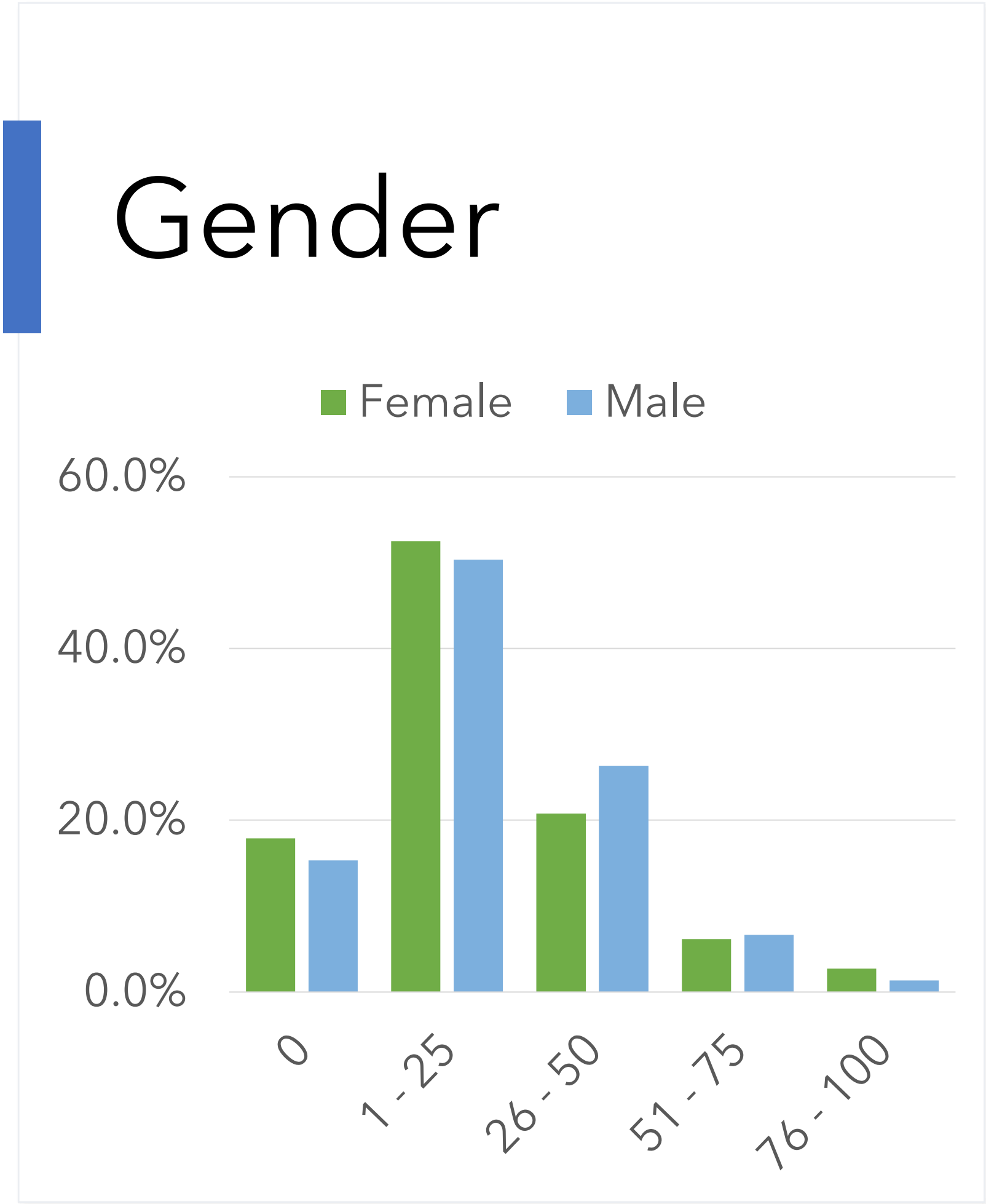
Travel Outlook

Neutral

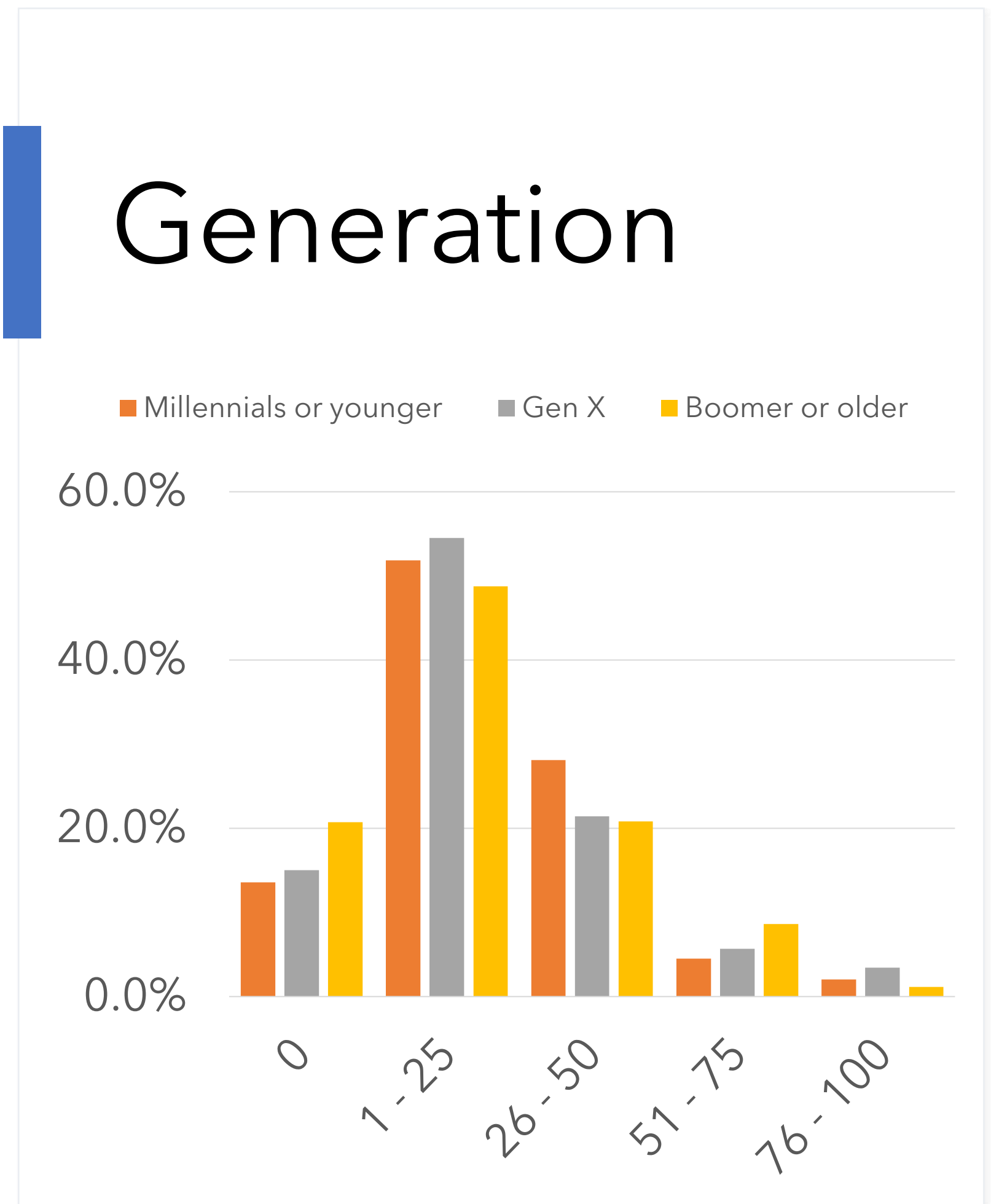




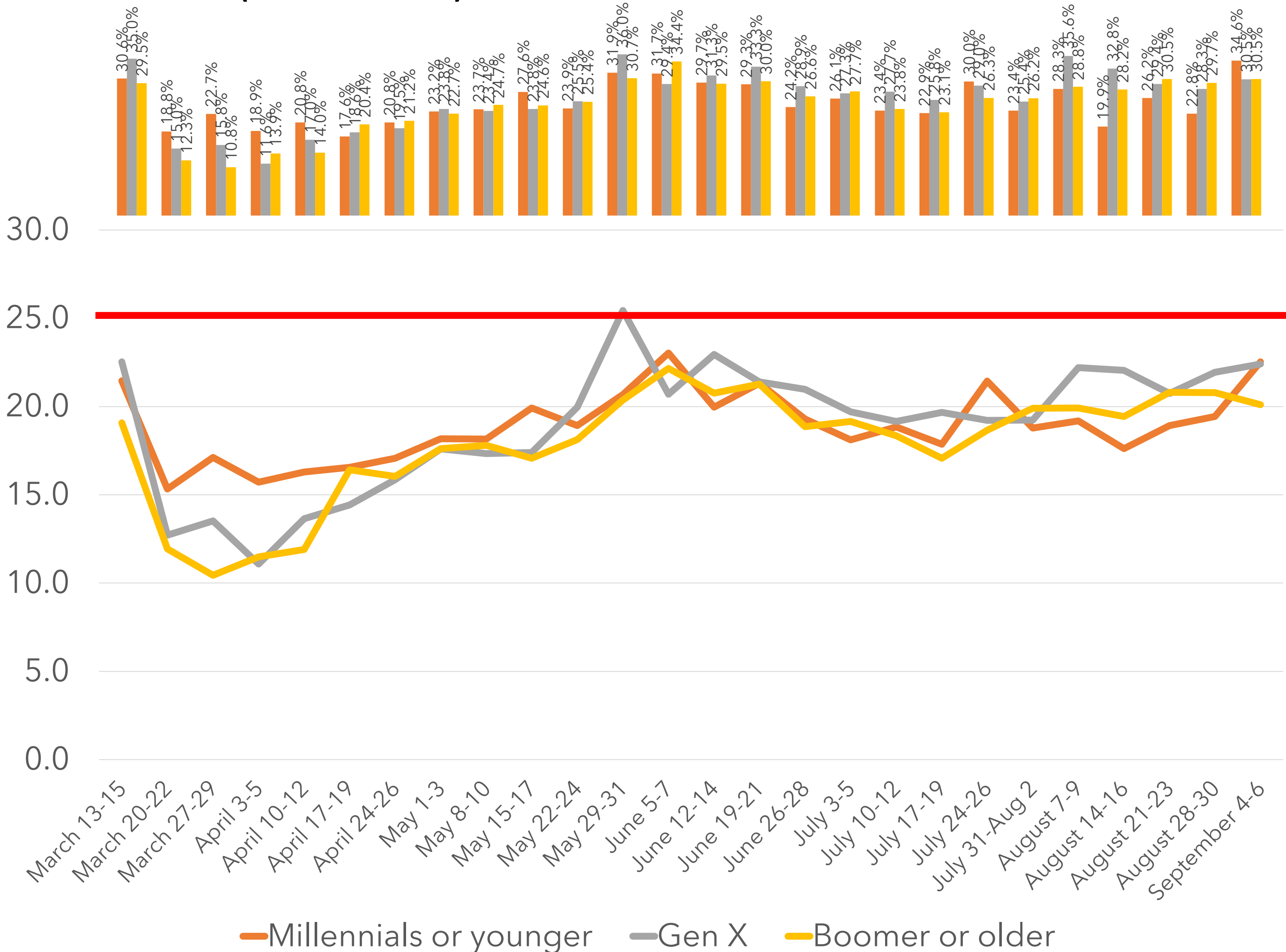


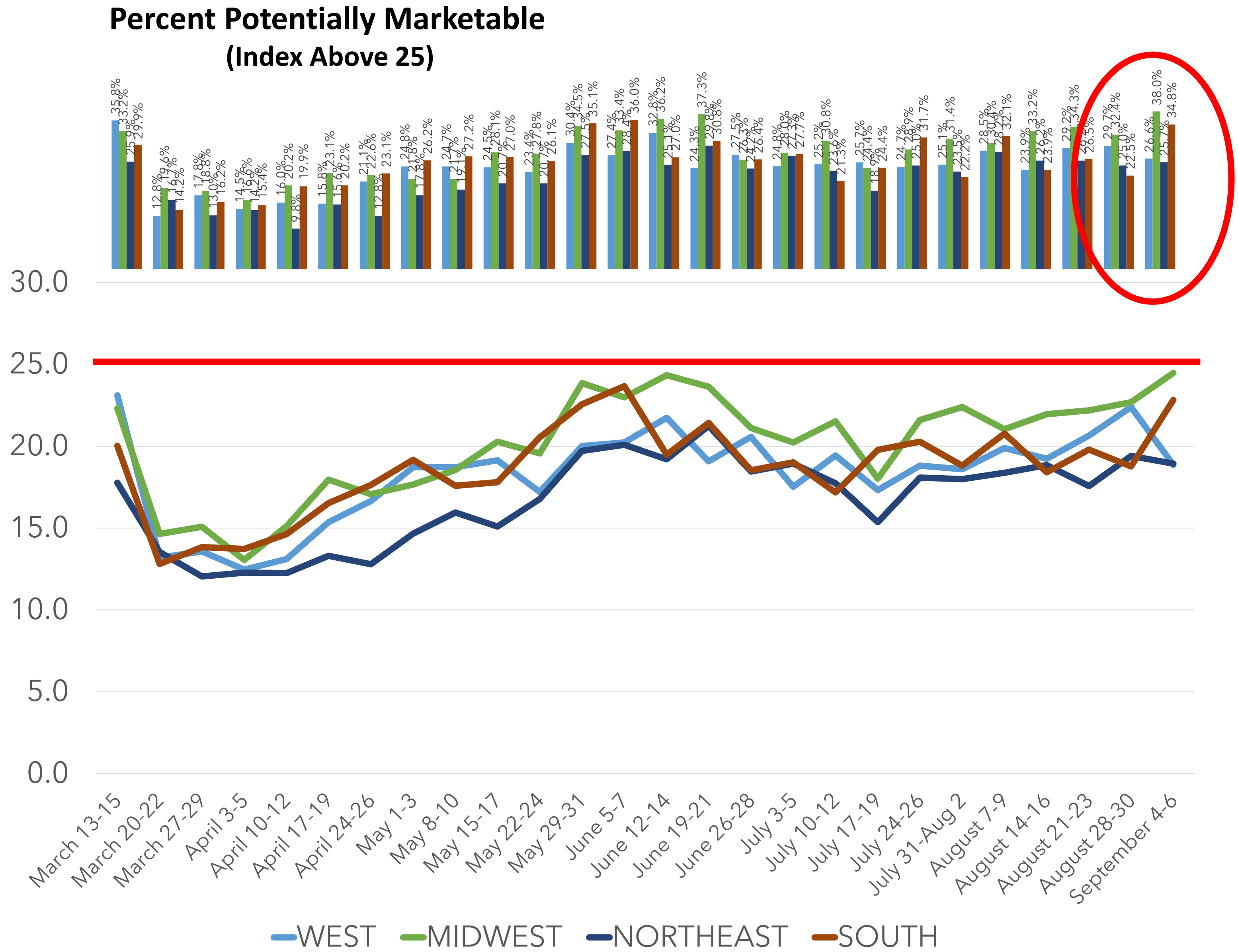
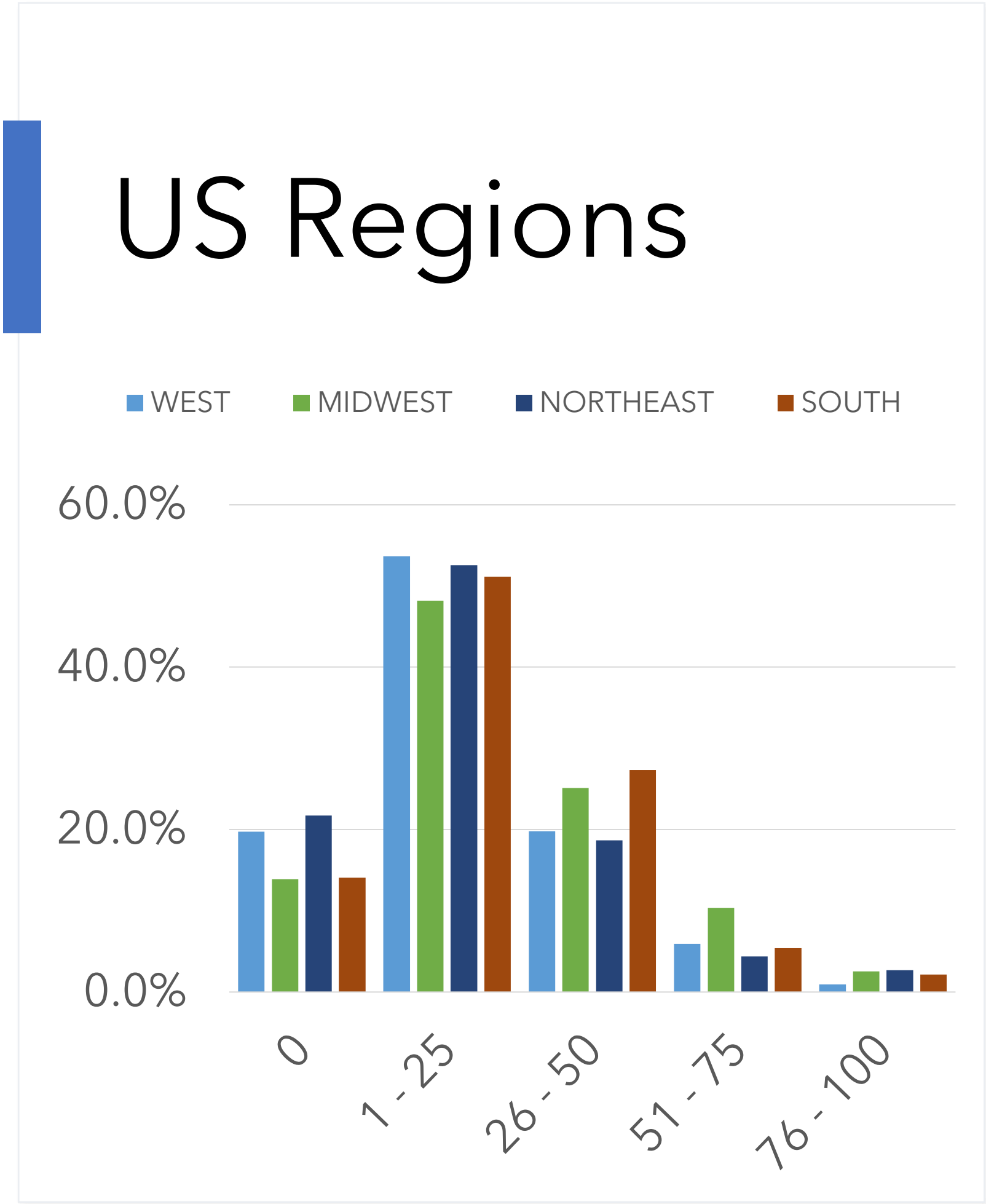


Generation

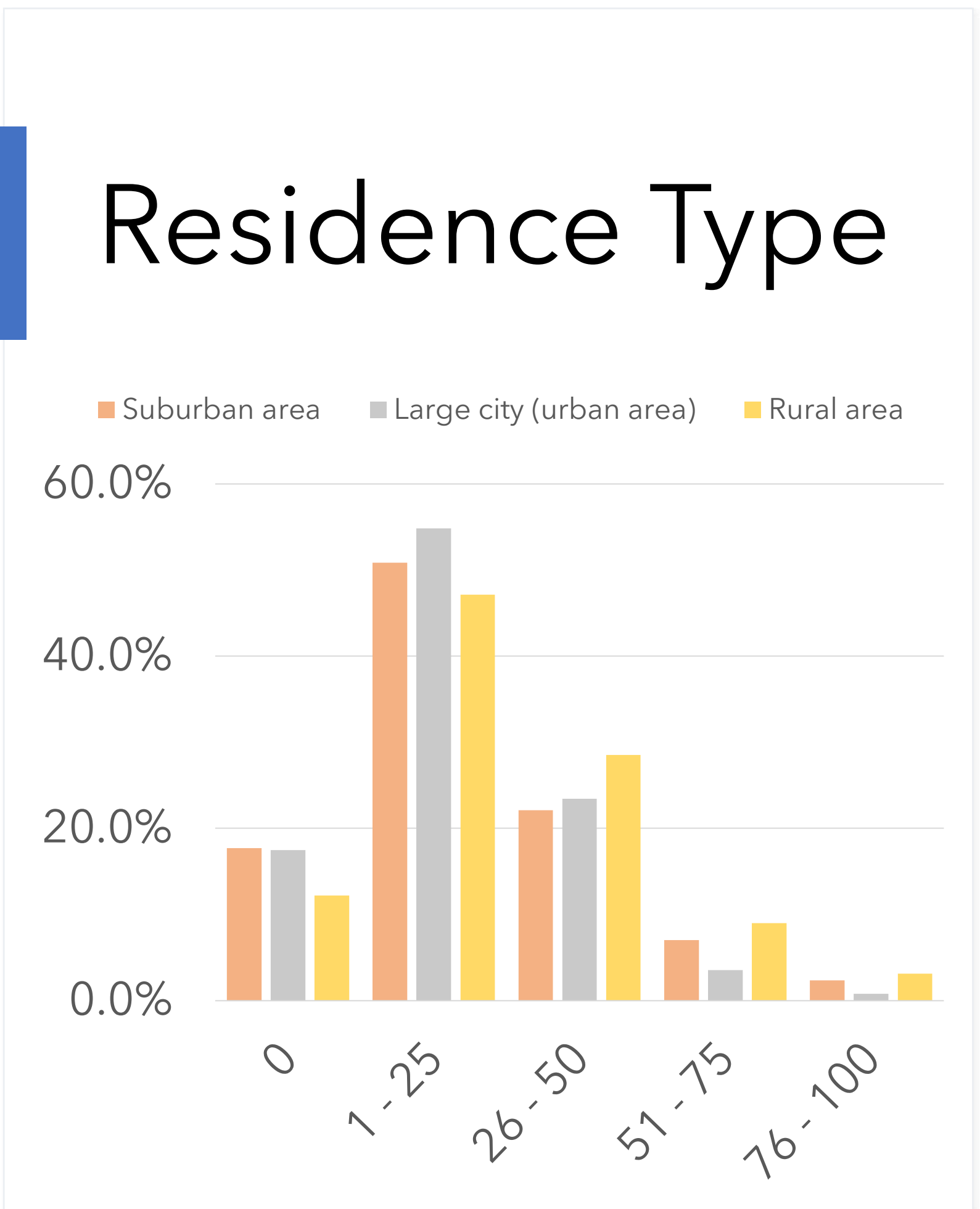


Percent Potentially Marketable (Index Above 25)

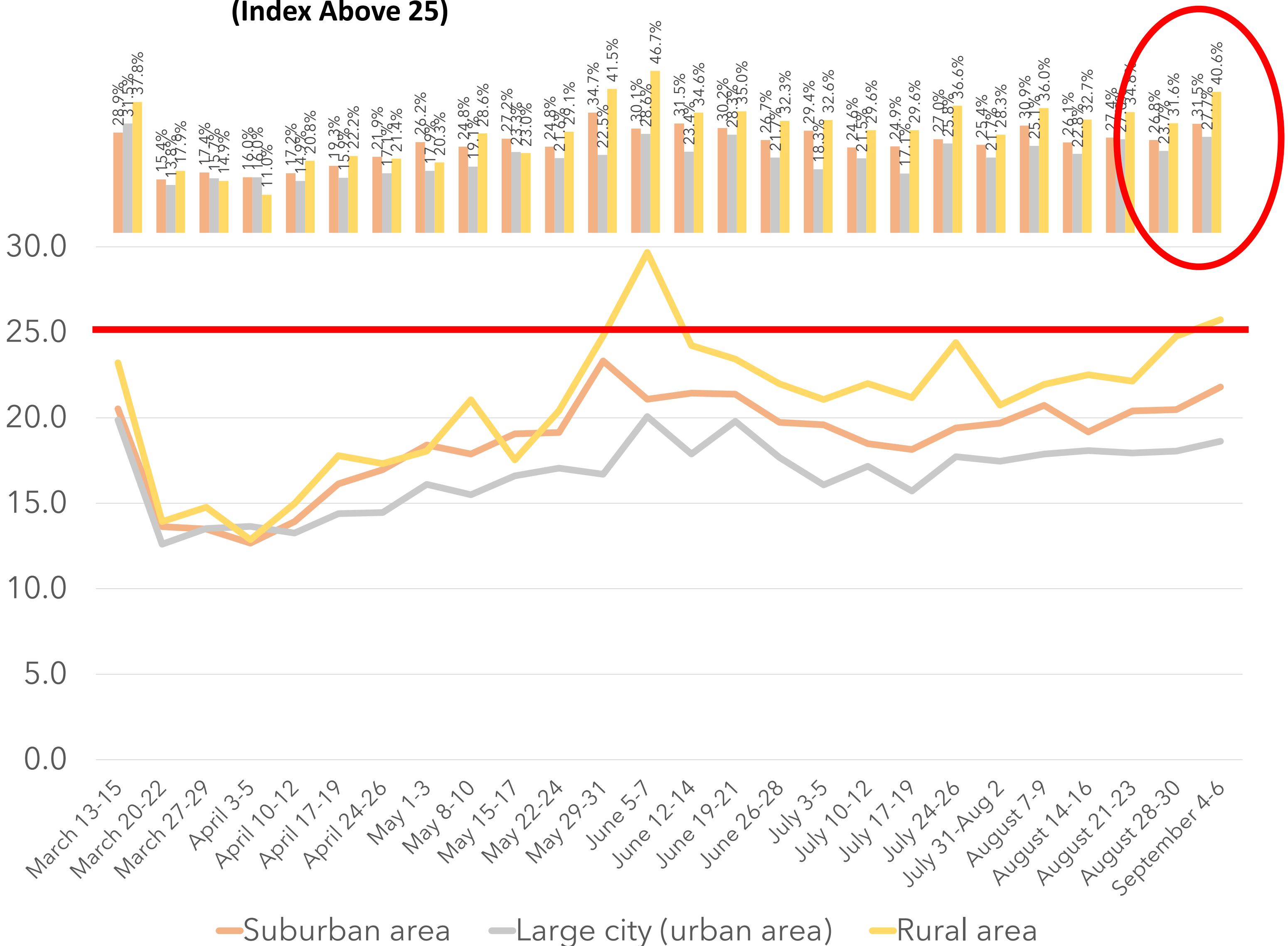




Residence Type

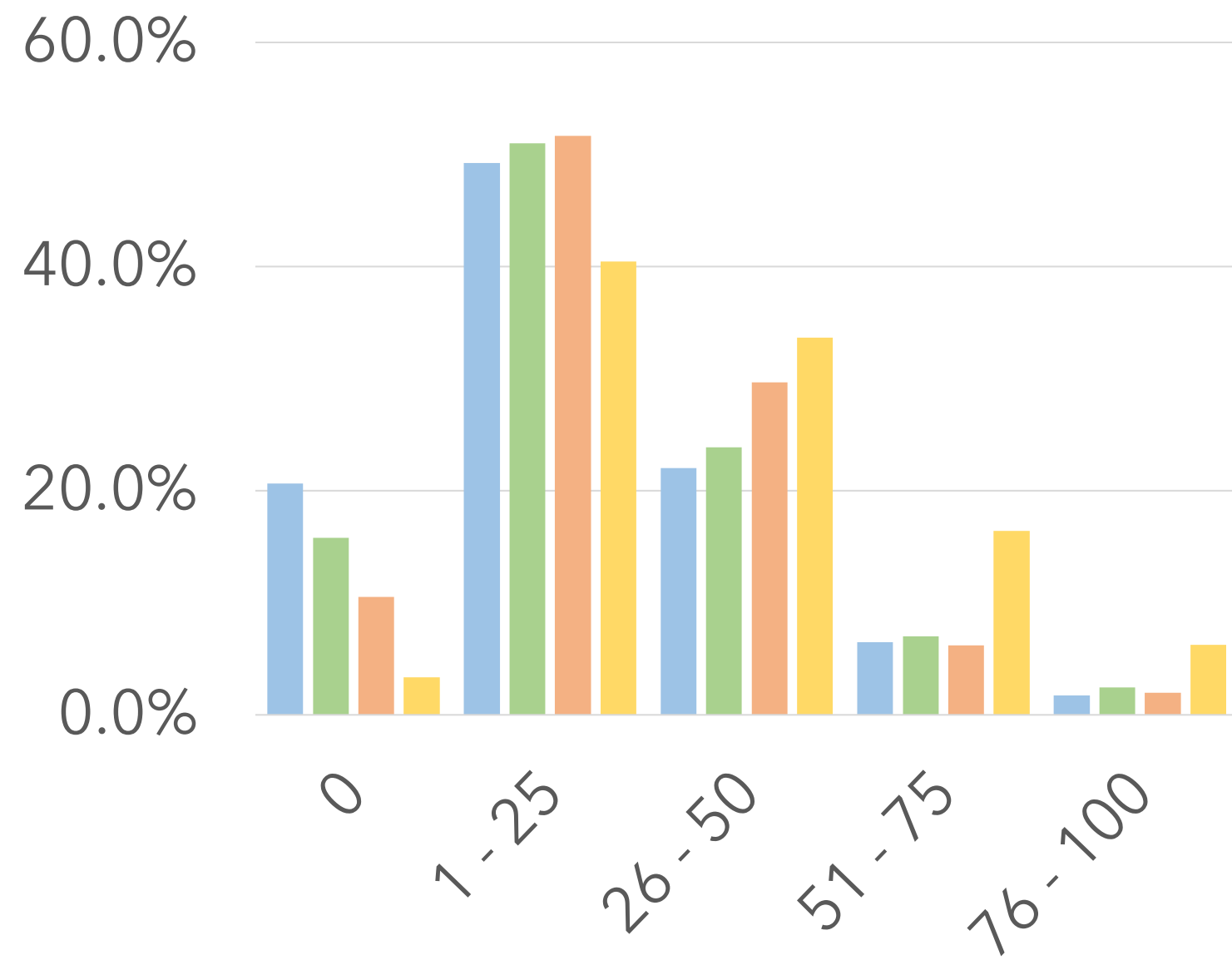


Percent Potentially Marketable (Index Above 25)

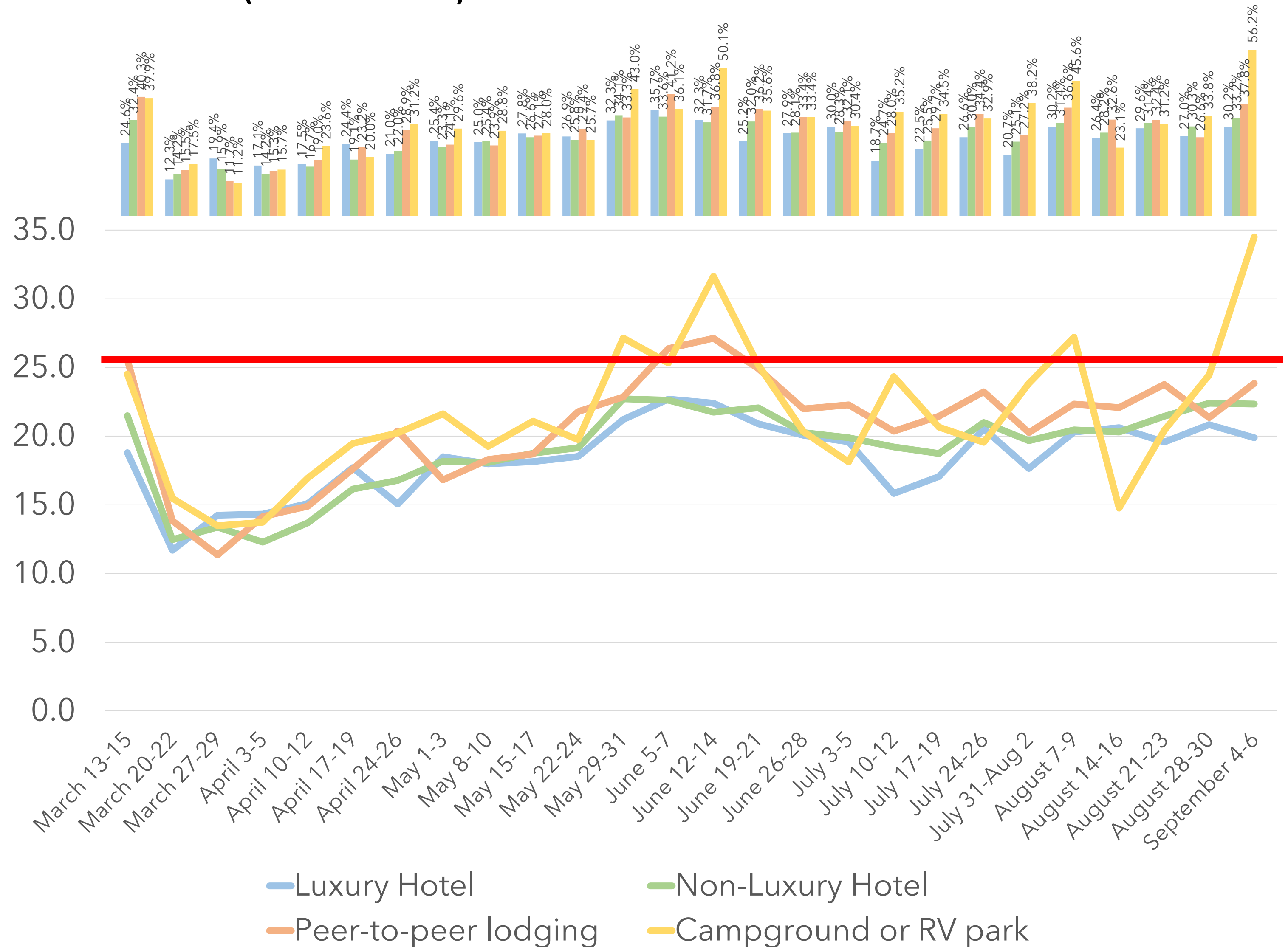


Lodging Preference

Luxury Hotel
Peer-to-peer lodging
Non-Luxury Hotel
Campground or RV park



Percent Potentially Marketable (Index Above 25)



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 on social media



**Do you have a survey topic you
want us to explore?**

Send suggestions or requests for questions to:

**Info@DestinationAnalysts.com &
Myha@DestinationAnalysts.com**

15-minute presentations for your board and stakeholders

info@destinationanalysts.com



We Can Help You

- Visitor & Target Audience Profiles
- Brand Performance
- Visitor Activity Analysis & Segmentation
- Persona Research
- Resident + Stakeholder Research
- Advertising Testing
- Grant Support

info@destinationanalysts.com



Resources for Tourism Advocacy & Recovery

destinationanalysts.com

ROI

THIS YEAR ▼ 32.8876
▲ 42.9841

First quarter
Jan-Mar

Second quarter
Apr-Jun

Third quarter
Jul-Sep



A silhouette of two people on a large rock against a sunset sky. One person is standing on the rock, and the other is climbing up, holding their hand. The scene is set against a warm, orange and yellow sunset sky with some sparse vegetation in the foreground.

Research & Data Support for Grant Applications & Recovery Programs

info@destinationanalysts.com