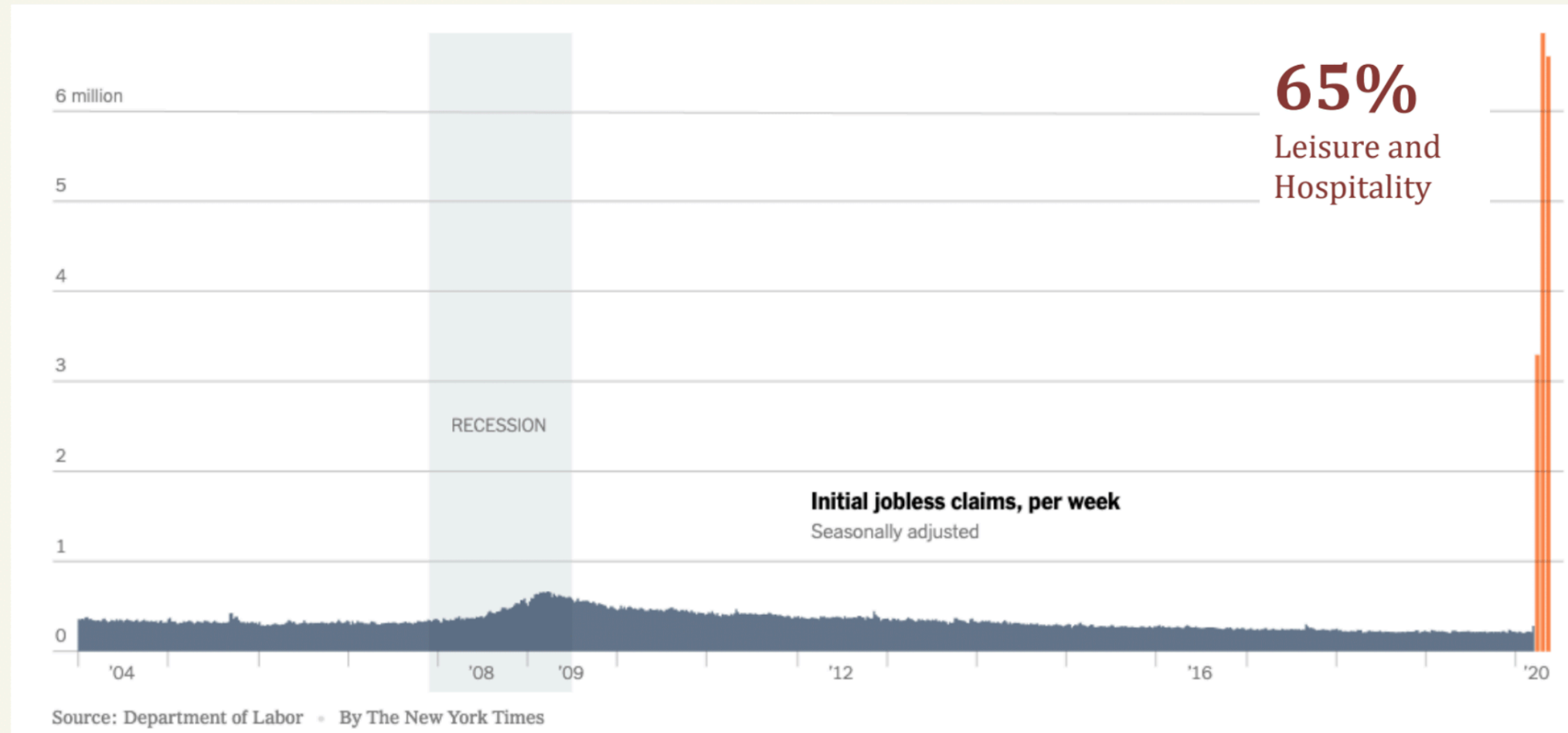
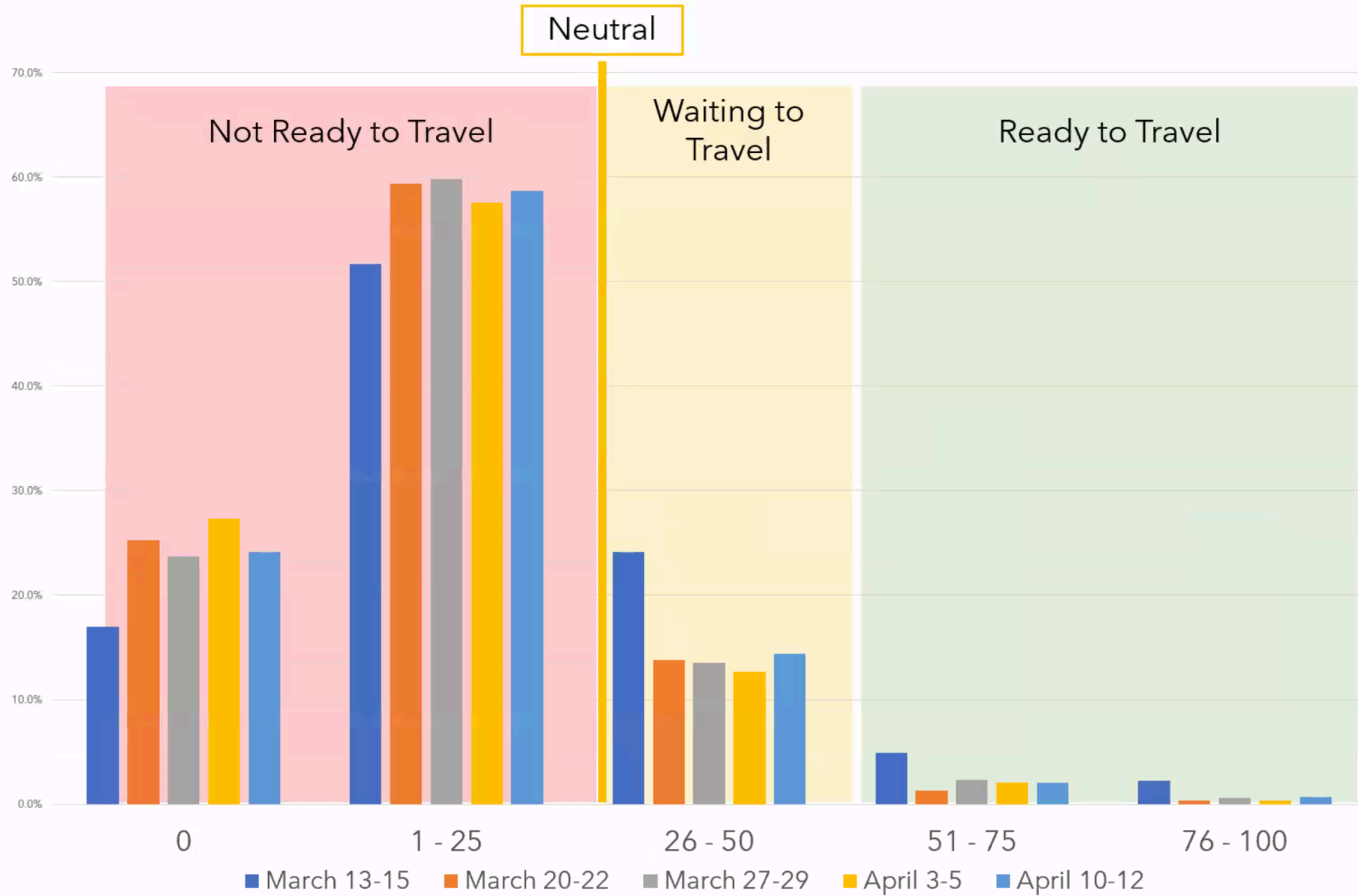


DRAMATIC JOB LOSSES HIT TOURISM HARDEST

This dramatic image of unemployment claims isn't new to anyone.

What's especially striking, though, is the share of **losses in the tourism sector: 65% and counting** in leisure and hospitality.

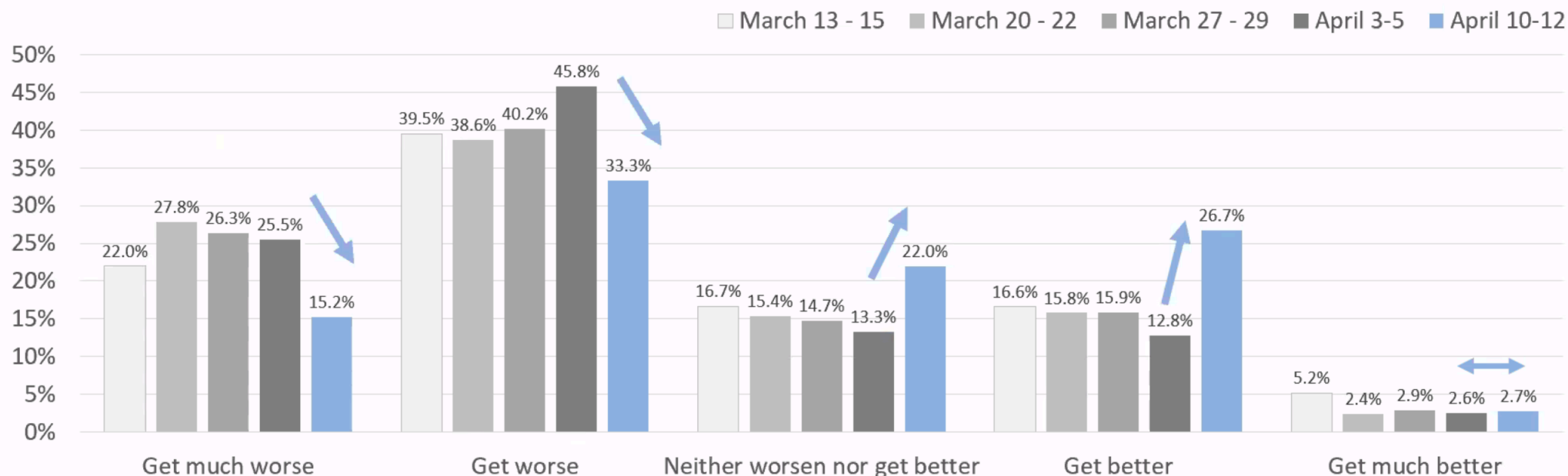




Expectations for the Coronavirus Outbreak

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)

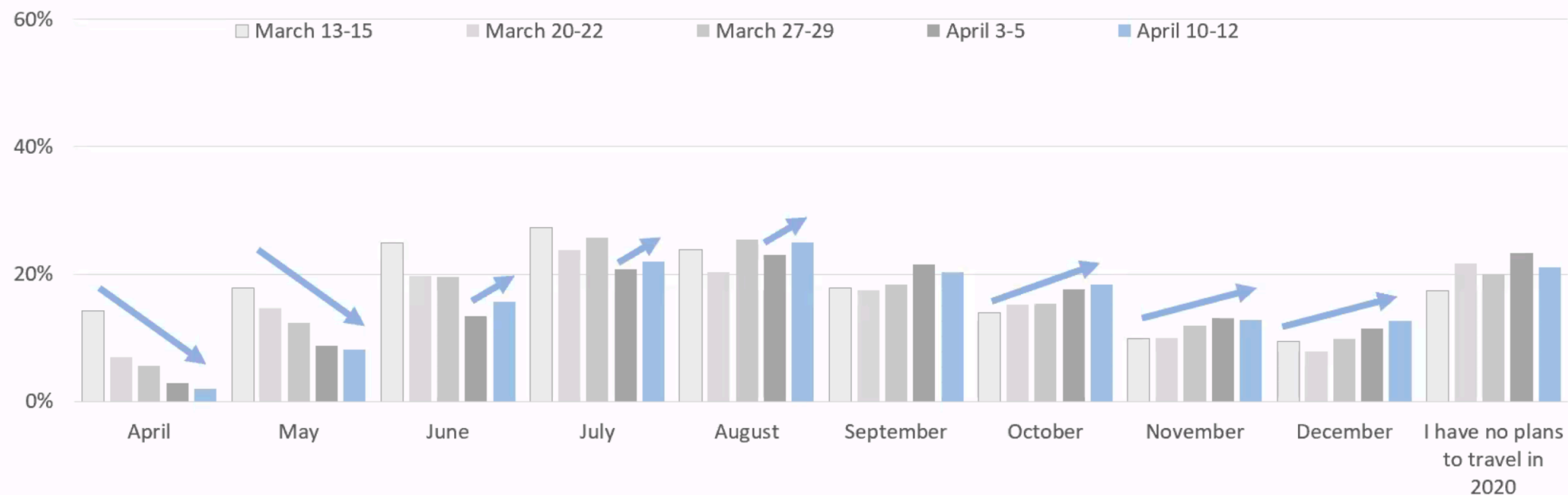
In the next month the coronavirus situation will _____



(Base: All respondents, 1,201, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12, 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: All respondents, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 20-22, 27-29 and April 3-5, and 10-12, 2020)

Impact of Coronavirus on Destination Interest

Question 1: Please think back to a few months ago -- JUST PRIOR TO THE CORONAVIRUS SITUATION.

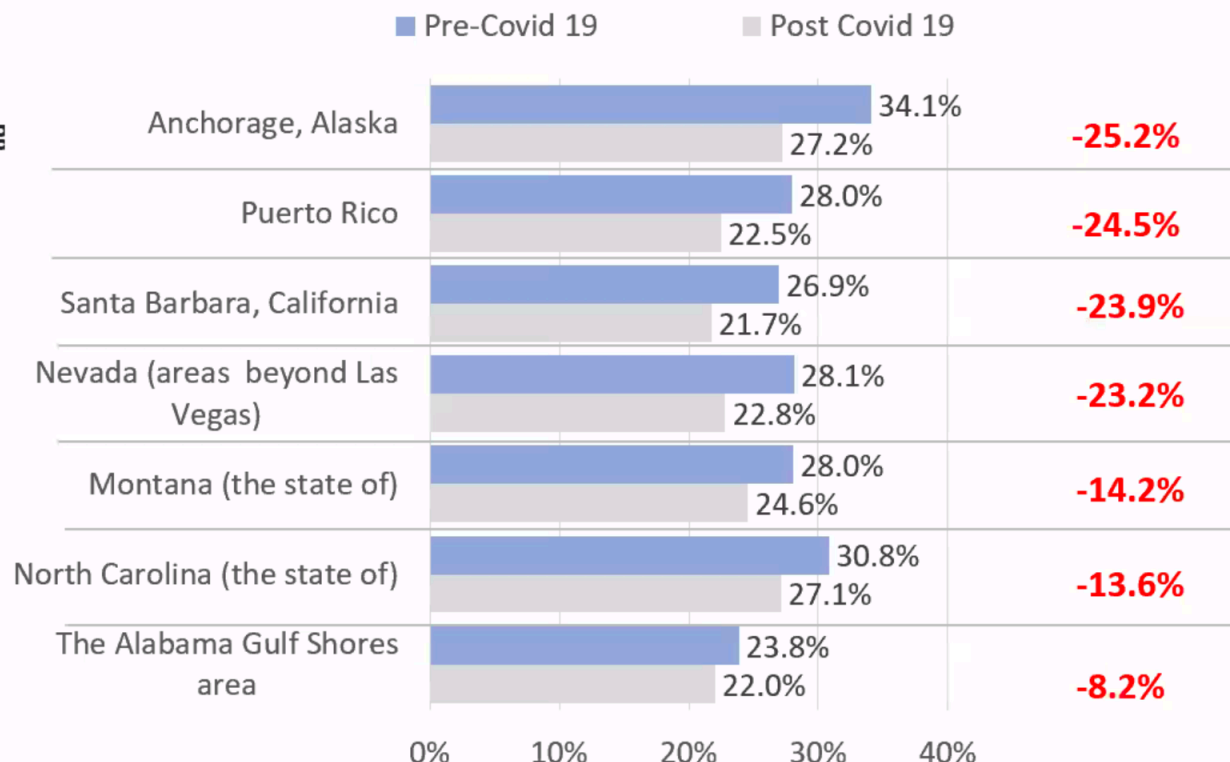
At that time, how interested would you say you were in visiting each of these destinations sometime during 2020.

Question 2: Now please imagine the period of time immediately after the coronavirus situation blows over.

How interested will you likely be in visiting these destinations in the SIX (6) MONTHS immediately after the coronavirus situation blows over.

Top 2 Box Score (Extremely interested or Interested)

Numbers in red are the percentage decrease in the Top 2 Box score

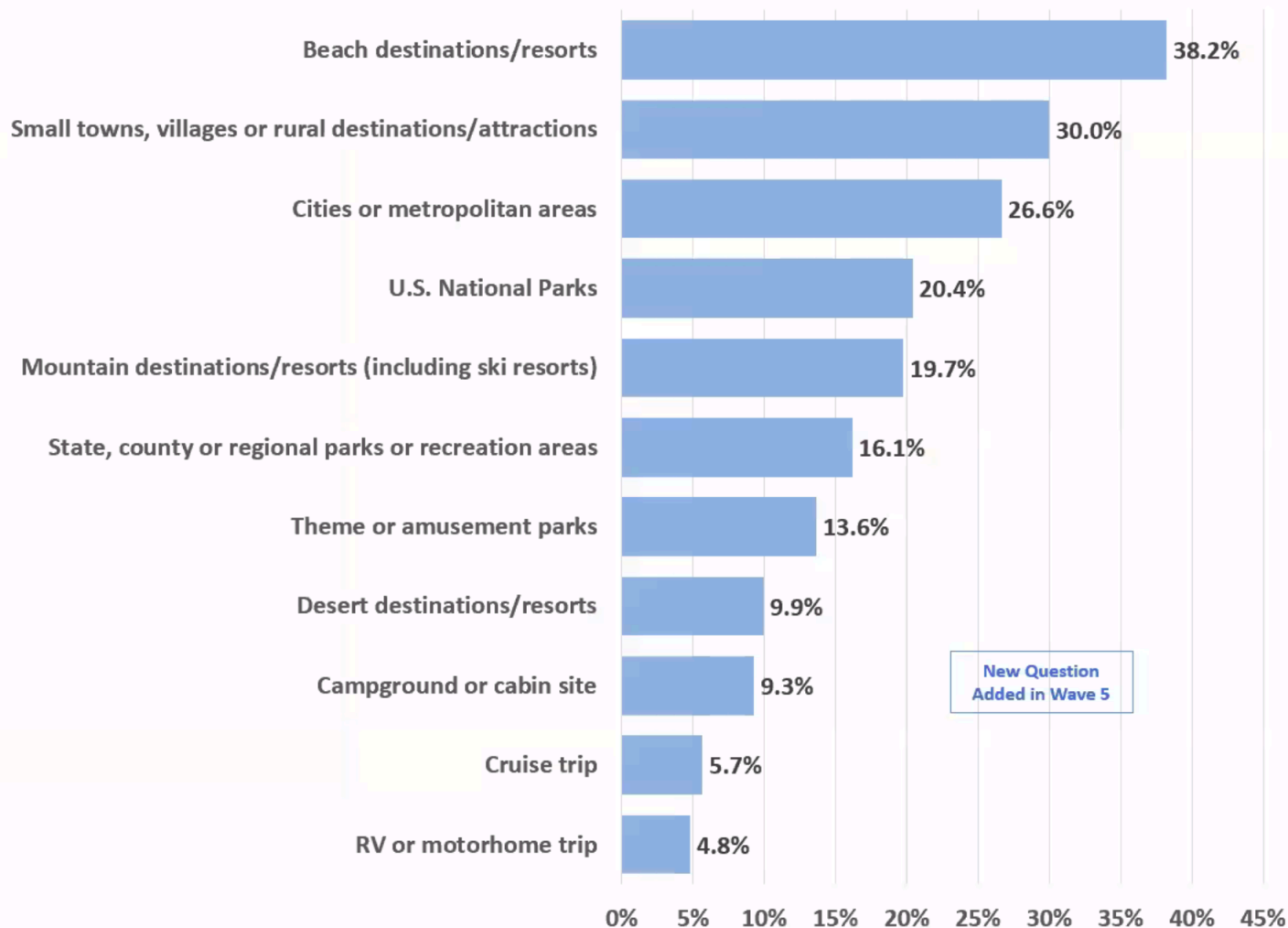


First Trip After the Pandemic

Question: Imagine it is sometime later when you're first begin feeling it is safe to travel again for leisure.

Which best describes the places you will visit on THE FIRST TRIP YOU WILL TAKE?

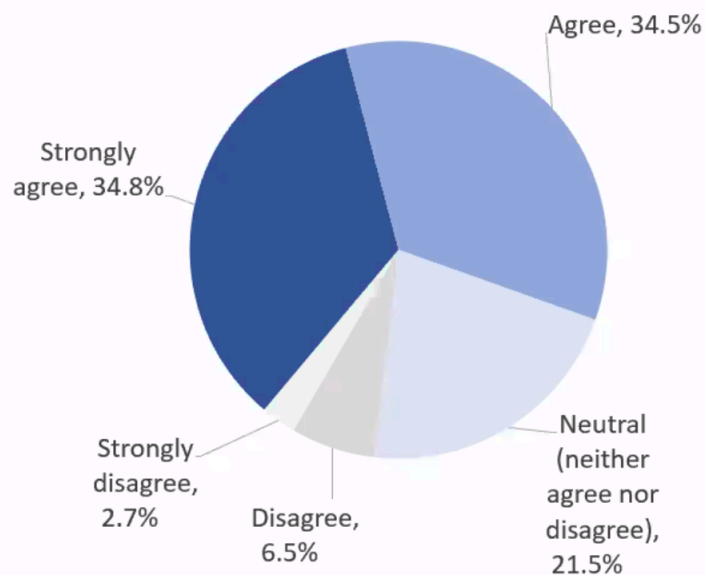
*(Base: All respondents, 1,263 completed surveys.
Data collected April 10-12, 2020)*



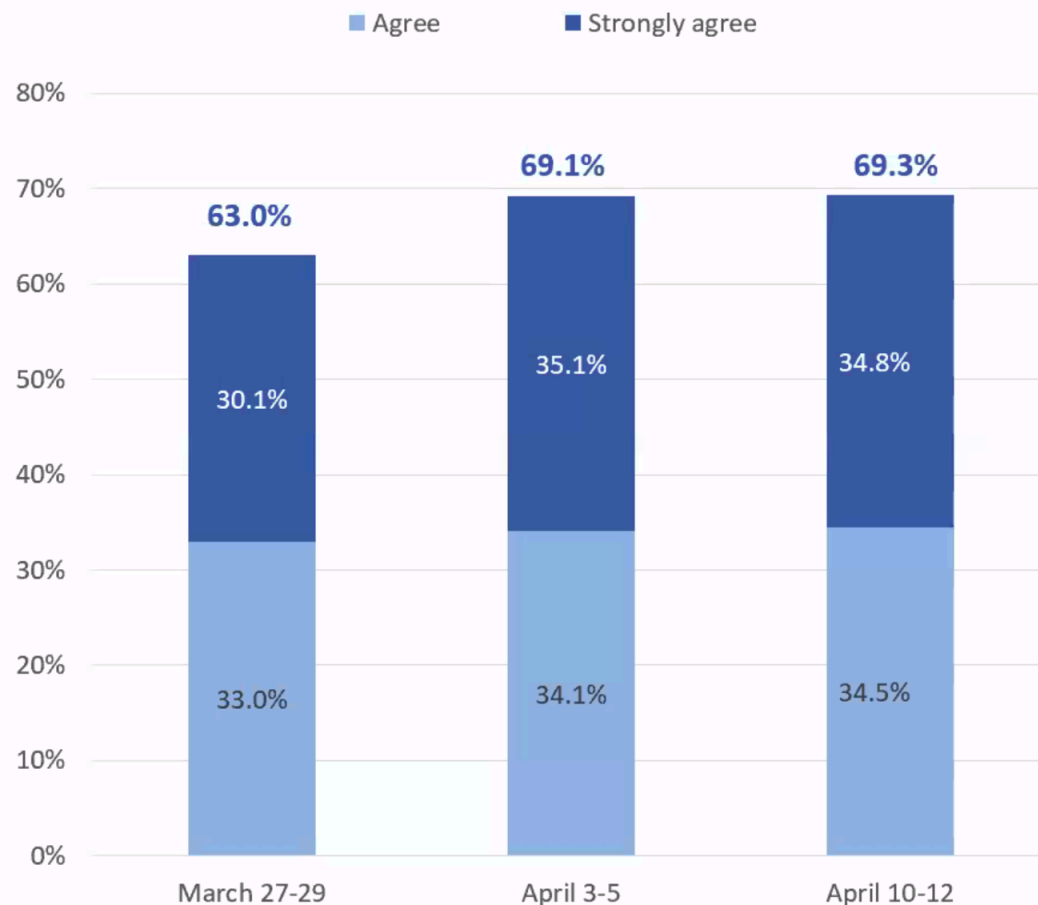
Excitement to Get Back to Travel

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, 1,216 and 1,263 completed surveys.
Data collected March 27-29 and April 3-5 and 10-12 2020)





Concerns for:

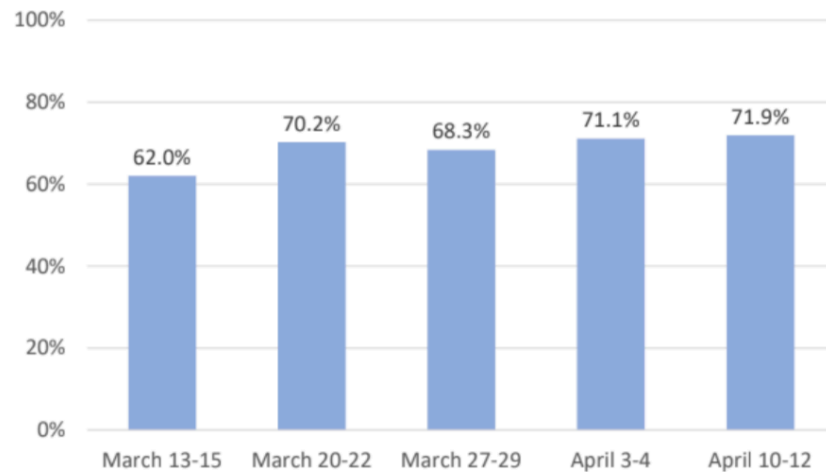
- Safety (Personal/friends/family)
- Economics
- Travel activity safety

Highly elevated, yet seem to have slowed or even topped-out

Summary: Economic Concern Metrics

Personal Finances

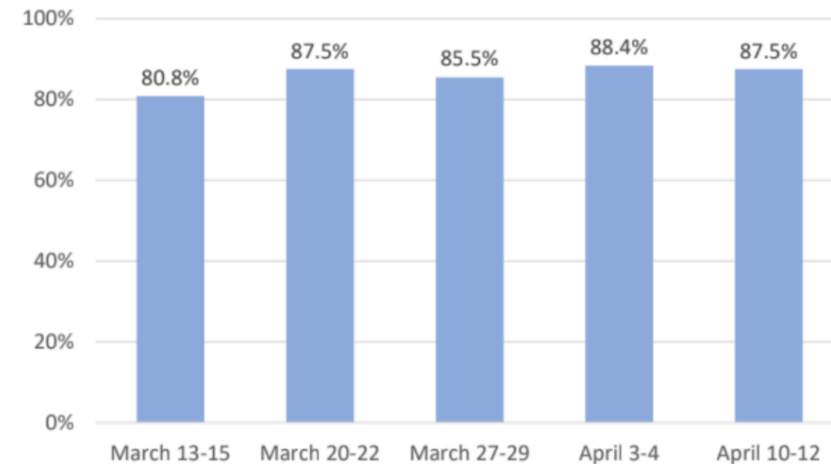
(% answering 10-6 on 11-point scale)



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

(% answering 10-6 on 11-point scale)



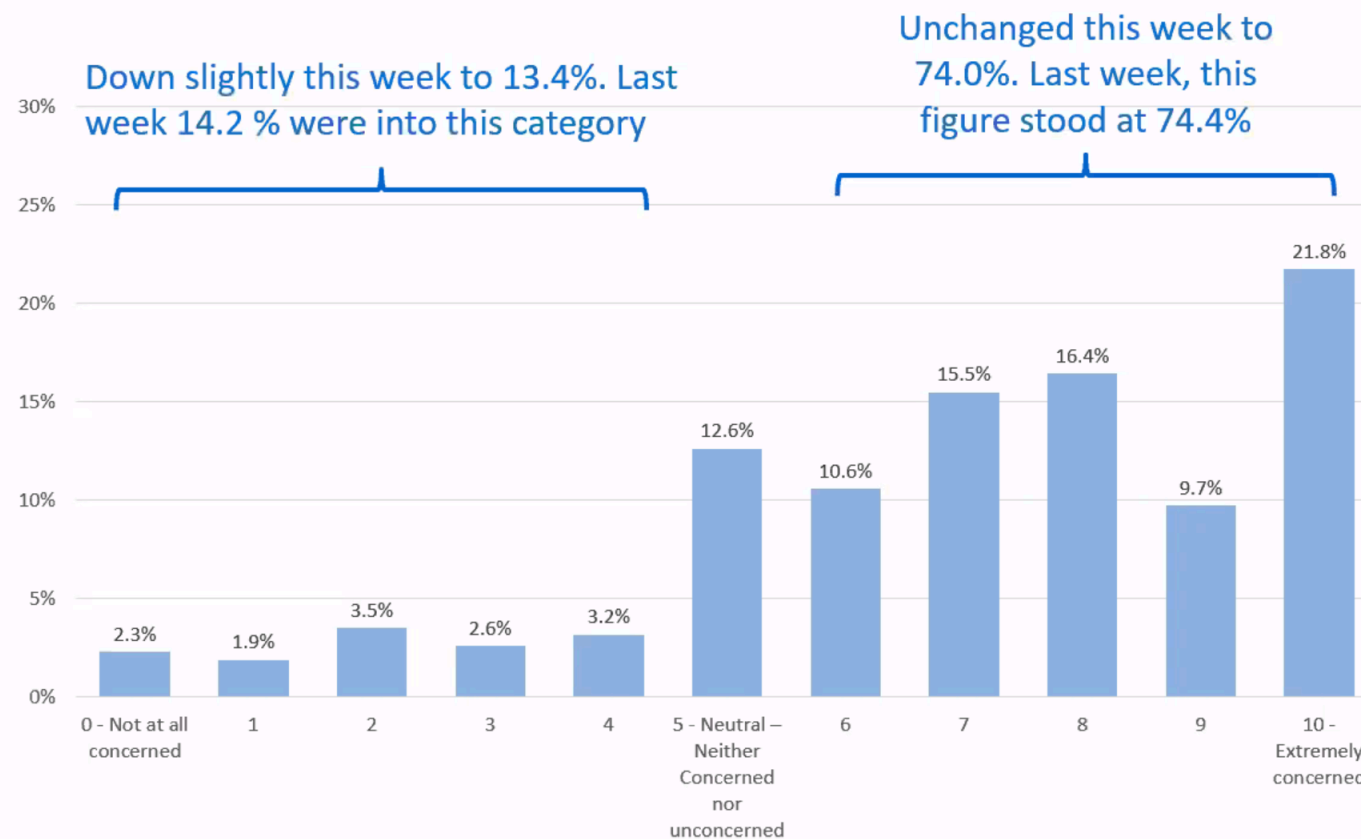
Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on the **NATIONAL ECONOMY**?

(Base: All respondents, 1,201, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 13-15, 20-22, 27-29d April 10-12)

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 5 data. All respondents, 1,263 completed surveys. Data collected April 10-12, 2020)



Wave 5 (April 10-12)

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 5 data. All respondents, 1,263 completed surveys. Data collected April 10-12, 2020)

