

# CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

PRESENTATION OF LATEST FINDINGS  
SOUTH DAKOTA TOURISM CONFERENCE

January 20, 2021

Destination  Analysts





Destination  Analysts





# **A Look Back on 2020: What One Word Best Describes How You Feel about Travel?**





# Feelings About Traveling Now: Historical Perspective

**Question:** What ONE WORD best describes how you feel about travel right now?

## March



## April



# October

# May







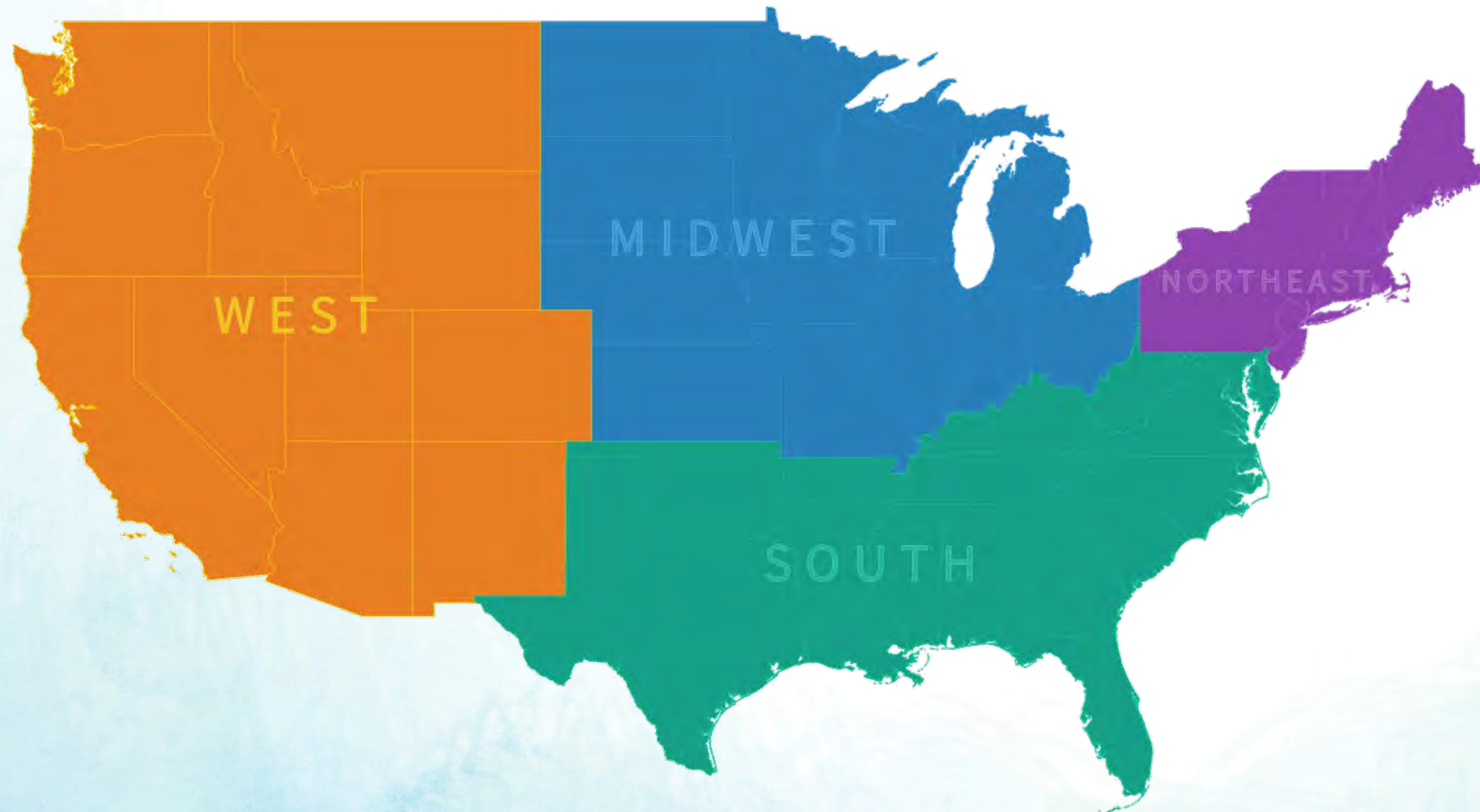
What ONE WORD  
best describes how  
you feel about  
travel in 2021?







# 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 45 data (fielded January 15-17) 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**

**45**



The background of the image is a dark blue gradient overlaid with a complex financial chart. The chart features multiple data series: a primary line graph with a jagged, fluctuating path; a series of vertical bars of varying heights at the bottom; and several thin, curved lines that sweep across the chart area. Faint, semi-transparent numerical values are scattered throughout the background, suggesting a data-rich environment.

# Independent

# Unbiased

# RESEARCH







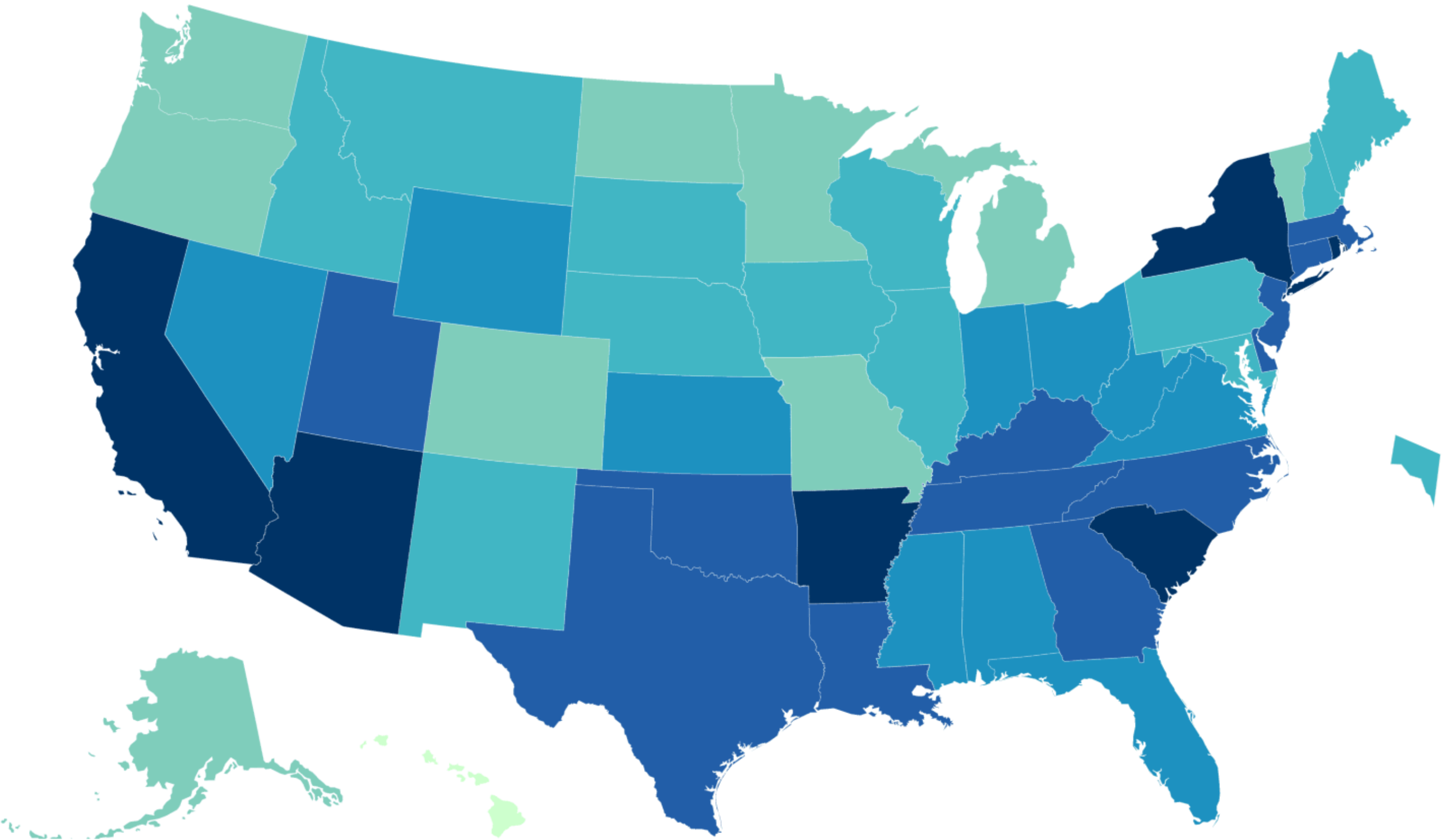
Reported to the CDC since January 21, 2020

TOTAL CASES  
**23,653,919**  
+213,145 New Cases

AVERAGE DAILY CASES  
PER 100K IN LAST 7 DAYS  
**66.8**

TOTAL DEATHS  
**394,495**  
+3,557 New Deaths

CDC | Updated: Jan 17 2021 12:16PM



**Newsweek**

## 59% of Americans Say Vaccine Rollout Happening Too Slowly in Their State: Poll

Nicole Fallert · 5 hrs ago



A majority of Americans feel their state is moving too slowly in distributing the COVID-19 vaccine, according to a poll released Sunday. Conducted from January 13 to 16, the survey from [CBS News](#) and YouGov also suggests that most Americans haven't received helpful explanations as to why their state's rollouts are taking so long.

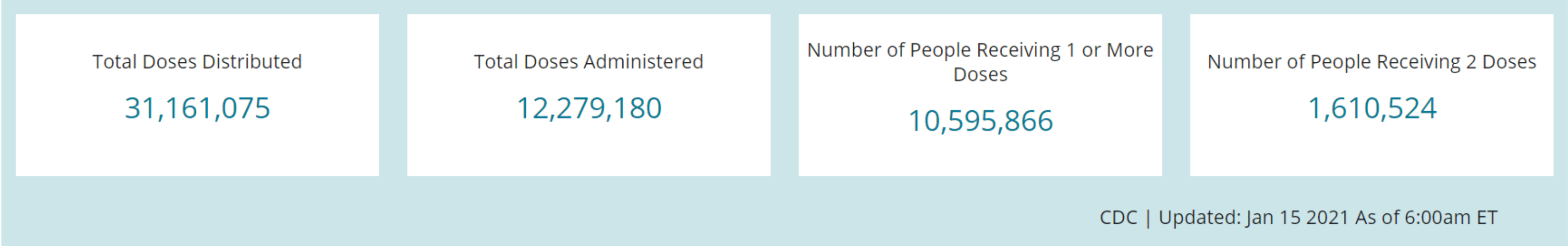


© Joe Raedle/Getty Images Most Americans feel the COVID-19 vaccine rollout has been too slow in their state. A healthcare worker with American Medical Response, Inc working with the Florida Department of Health in Broward administers a Pfizer-BioNtech COVID-19 vaccine at the John Knox Village Continuing Care Retirement Community on January 6, 2021 in Pompano Beach, Florida. The community administered the 2nd vaccine to 90 skilled nursing residents and 80 healthcare staff completing the inoculation for them. An additional 50 healthcare staff received their first dose of the vaccine.

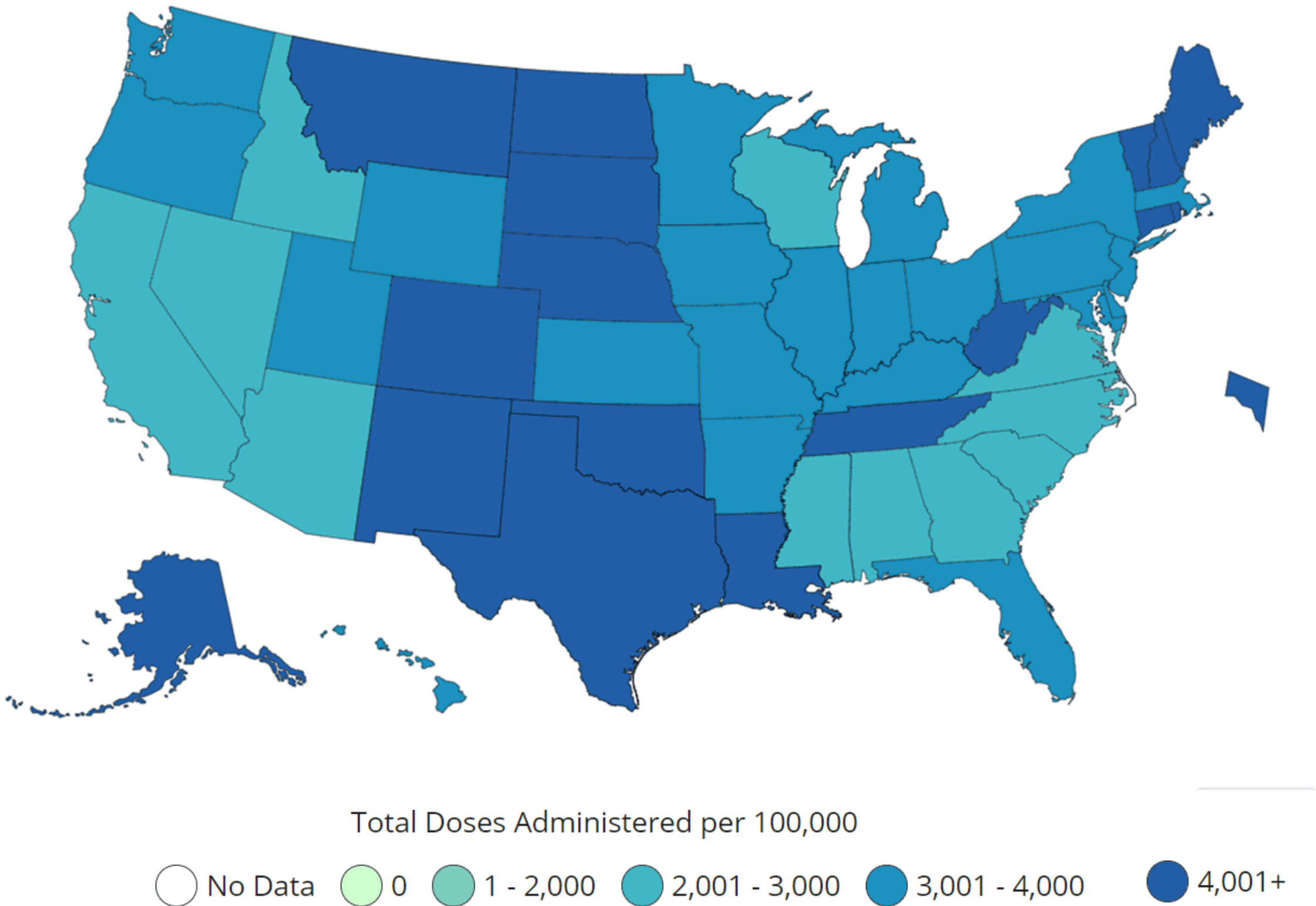
The COVID-19 vaccines from [Pfizer](#) and Moderna were both [approved](#) for emergency use authorization by the U.S. Food and Drug Administration last month. But as of Saturday, only about 10.6 million Americans have received a vaccine, according to the Centers for Disease Control and Prevention. As of Sunday, there are 23 million reported COVID-19 cases in the U.S., according to data from Johns Hopkins University, and the nation is nearing 400,000 deaths.



Overall US COVID-19 Vaccine Distribution and Administration



Total Doses Administered Reported to the CDC by State/Territory and for Selected Federal Entities per 100,000



## States are scrambling after the Trump administration's vaccine promise falls apart.



After a promise from the Trump administration that it would [release a stockpile of reserved coronavirus vaccine doses](#), several states were expecting a huge boost in doses. Some followed federal guidance to expand eligibility to wider swaths of people.

But that promise turned out to be too good to be true — most of the stockpile had already been shipped out. And now those states are scrambling, finding themselves just as mired in the morass of the country's beleaguered vaccine distribution as they were before.

Gov. Kate Brown of Oregon, expecting the additional doses, opened vaccine registration to people in the state 65 and older, as well as educators and child care providers. Now, she said in a news release, the state's plan to start vaccinating all of its older residents will be delayed by two weeks.

The confusion began Tuesday, with a statement by Alex M. Azar II, the secretary of the health and human services department, who chided states for not efficiently using their vaccines and urged them to open up eligibility to people 65 and older, as well as to tens of millions of adults with medical conditions that put them at higher risk of dying from coronavirus infection.

“We are releasing the entire supply we have for order by the states, rather than holding second doses in physical reserves,” he said, adding that vaccine doses would no longer be stockpiled.



## Here's where to get COVID-19 vaccinations in New Jersey, but supplies are scarce

Scott Fallon, NorthJersey.com · 1 hr ago



Dozens of COVID-19 vaccination sites have opened across New Jersey for those eligible to receive a shot.



But supplies are still very limited.

Some sites may have already run out of doses or have all their appointments booked.

*Start the day smarter. Get all the news you need in your inbox each morning.*

About 650,000 doses were distributed to New Jersey by the second week of January. Of that, 288,000 doses have been given and 215,000 have been set aside for nursing homes. That leaves roughly 150,000 doses until the next weekly shipment from the federal government.

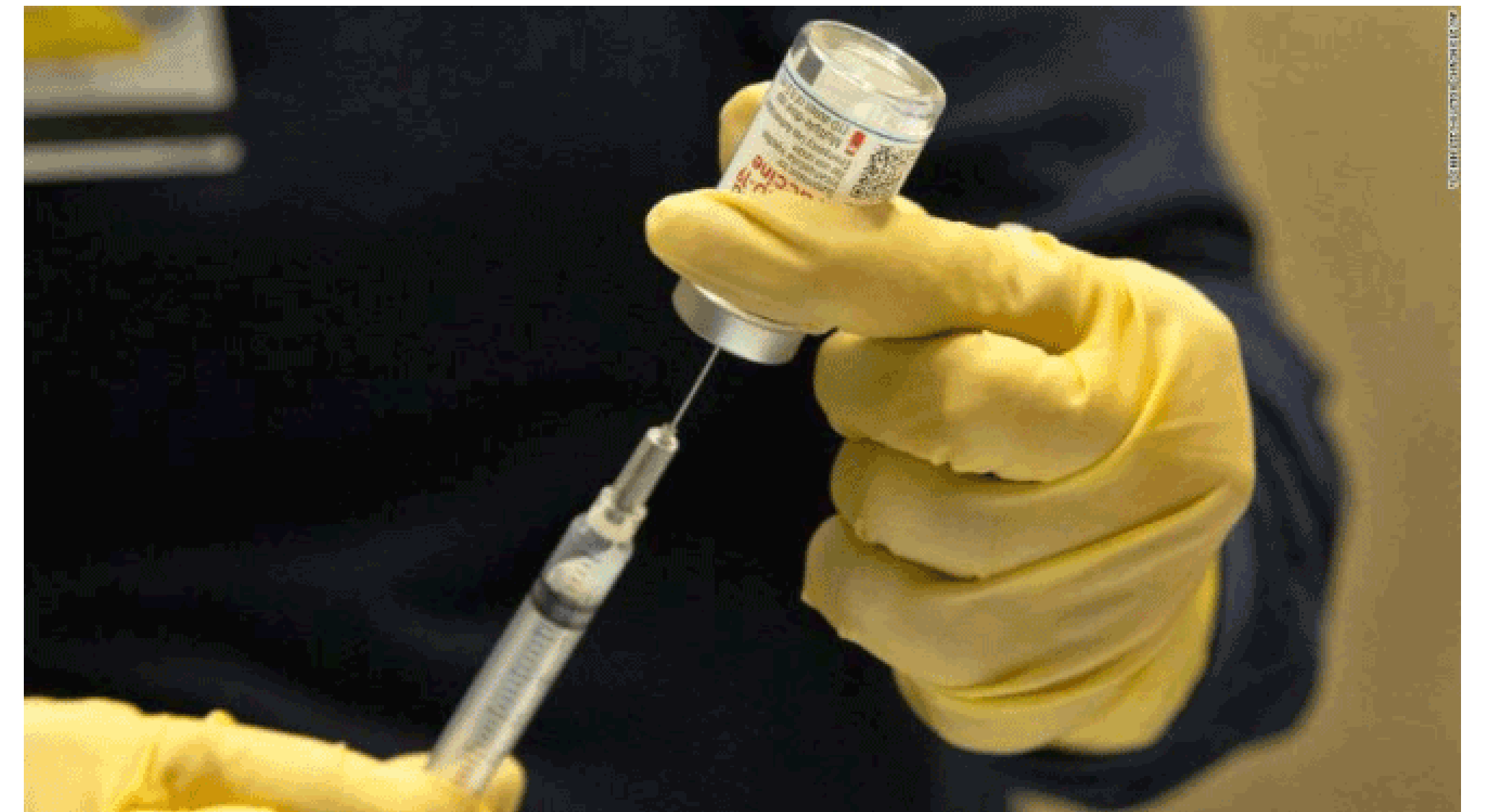


## Some rural hospitals in Texas have yet to receive a single Covid-19 vaccine dose, hospital group says

By Lauren Mascarenhas, CNN · 9 hrs ago



As Texas shifts its focus to large community vaccination efforts, some frontline health care workers remain unprotected.



© Yi-Chin Lee/Houston Chronicle/AP Houston Health Department LVN Alicia Meza prepares a dose of COVID-19 vaccine Sunday, Jan. 3, 2021, at a Houston Health Department's COVID-19 vaccine clinic in Houston. The department vaccinated 1,008 people who qualify under Phase 1A or Phase 1B of the state's guidelines at the clinic's first day on Saturday. (Yi-Chin Lee/Houston Chronicle via AP)

About 10% of the rural hospitals in Texas have yet to receive a single Covid-19 vaccine dose, according to a group representing rural hospitals in the state.



# S.F. leaders clash over timing of opening mass vaccination sites

By Michael Williams and Trisha Thadani · 22 hrs ago



As California scrambles to rectify its slow [vaccine roll out](#), a number of potential [mass vaccination sites have been offered up around the state](#) — including Levi's Stadium, the Oakland Coliseum, and — further afield — Disneyland in Anaheim and Dodger Stadium in Los Angeles.



1/3 SLIDES © Gabrielle Lurie / The Chronicle

Full screen

## SHOULD SAN FRANCISCO HAVE A MASS VACCINATION SITE?

None have been announced in San Francisco, however — leaving at least one critic frustrated.

Ad



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• TradeStation

what's this?

"Let's make this happen in SF," tweeted Supervisor Matt Haney. "It can be at Oracle, at Kezar, at many of the sites all over the city that have been used for testing. We can do this — it's time for mass, widespread distribution of this vaccine in SF and beyond, led by our Dept of Public Health."

The city is looking into mass vaccination sites and is identifying "several sites" that could serve as massive distribution points, according to Mayor London Breed and health director Dr. Grant Colfax. At a press conference Tuesday, neither she nor Colfax said which

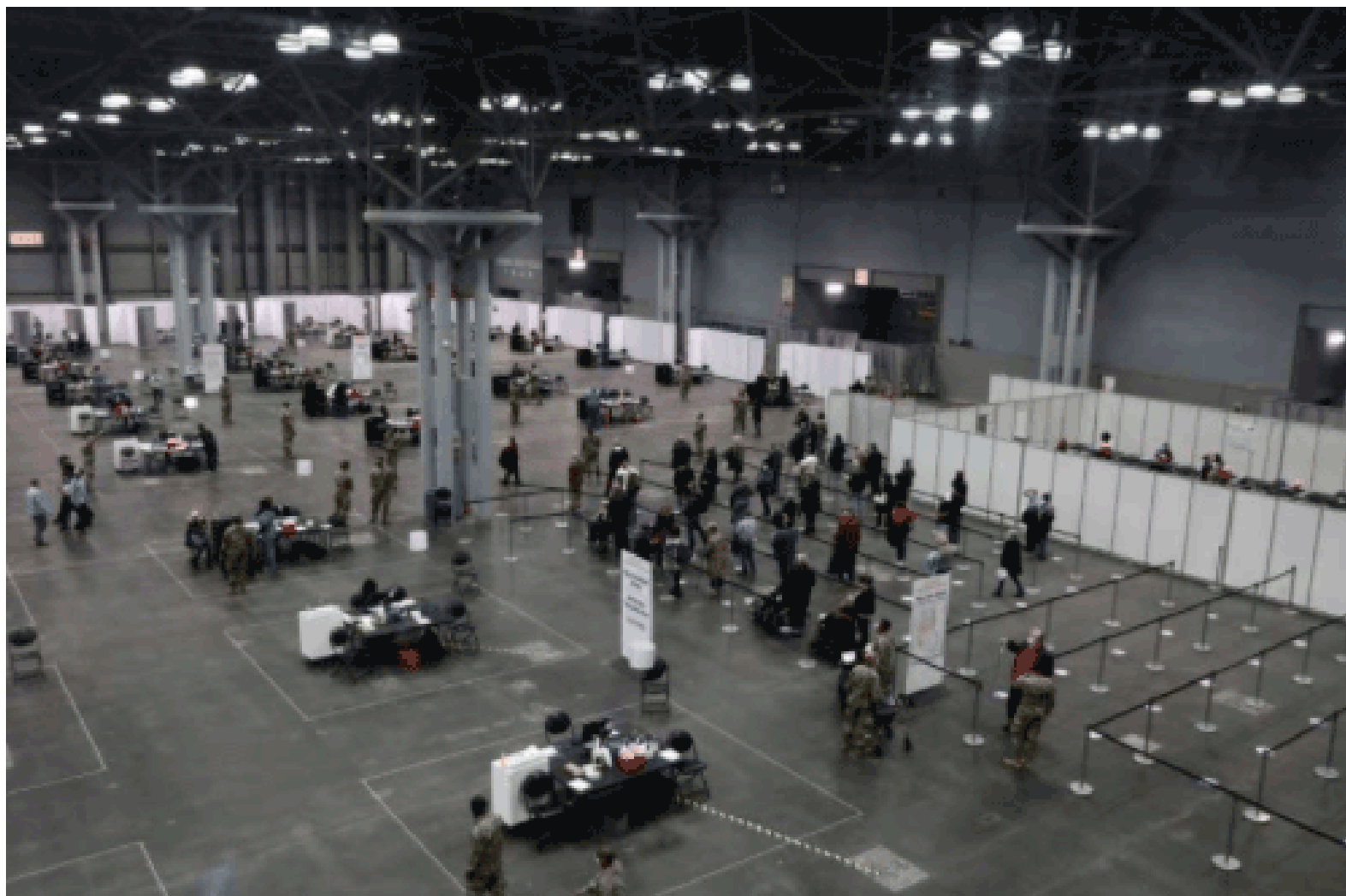
venue might take the role. They said there are not enough vaccine doses available yet to need a large-scale site.

# U.S. big-city mayors ask Biden for direct shipments of COVID-19 vaccine

By Peter Szekely · 24 mins ago



By Peter Szekely



© Reuters/BRENDAN MCDERMID FILE PHOTO: New York State COVID-19 vaccination site at Jacob K. Javits Convention Center, in New York City

NEW YORK (Reuters) - A group of big-city mayors has asked the incoming Biden administration to bypass state governments and send vaccine shipments directly to them, as U.S. coronavirus infections on Thursday topped the 23 million mark.

In a letter to President-elect Joe Biden, some three dozen mayors of cities including New York, Los Angeles, Chicago and Houston said they were best positioned to help the new administration meet its goal of inoculating 100 million Americans in its first 100 days.

"While it is essential to work with state and local public health agencies, healthcare providers, pharmacies, and clinics, there is a need to be nimble and fill gaps that are unique to each local area," they said in their letter dated Wednesday.

"Mayors have the ability and expertise to build the local partnerships necessary and fill these gaps, especially when it comes to reaching disadvantaged communities," the letter said.



HEALTH AND SCIENCE

# Moderna CEO says the world will have to live with Covid 'forever'

PUBLISHED WED, JAN 13 2021 3:07 PM EST | UPDATED WED, JAN 13 2021 5:00 PM EST



**Berkeley Lovelace Jr.**  
 @BERKELEYJR

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## KEY POINTS

- Stephane Bancel, CEO of Covid-19 vaccine maker Moderna, warned Wednesday that the virus will be around "forever."
- Public health officials and infectious disease experts have said there is a high likelihood that Covid-19 will become an endemic disease, meaning it will be present at all times, though likely at lower levels than it is now.
- "SARS-CoV-2 is not going away," Bancel said during a panel discussion at the JPMorgan Healthcare Conference.





A woman with long brown hair, wearing glasses, a blue surgical face mask, a white turtleneck, a light-colored button-down shirt, and a long tan coat, stands in an airport. She is holding a yellow rolling suitcase with her right hand. She is looking upwards and to the right. The background is a blurred airport terminal with white and grey structures and a red retractable belt stanchion. The text "CURRENT FEELINGS ABOUT THE CORONAVIRUS & TRAVEL" is overlaid in the center in a bold, white, sans-serif font. The ampersand is a light blue color.

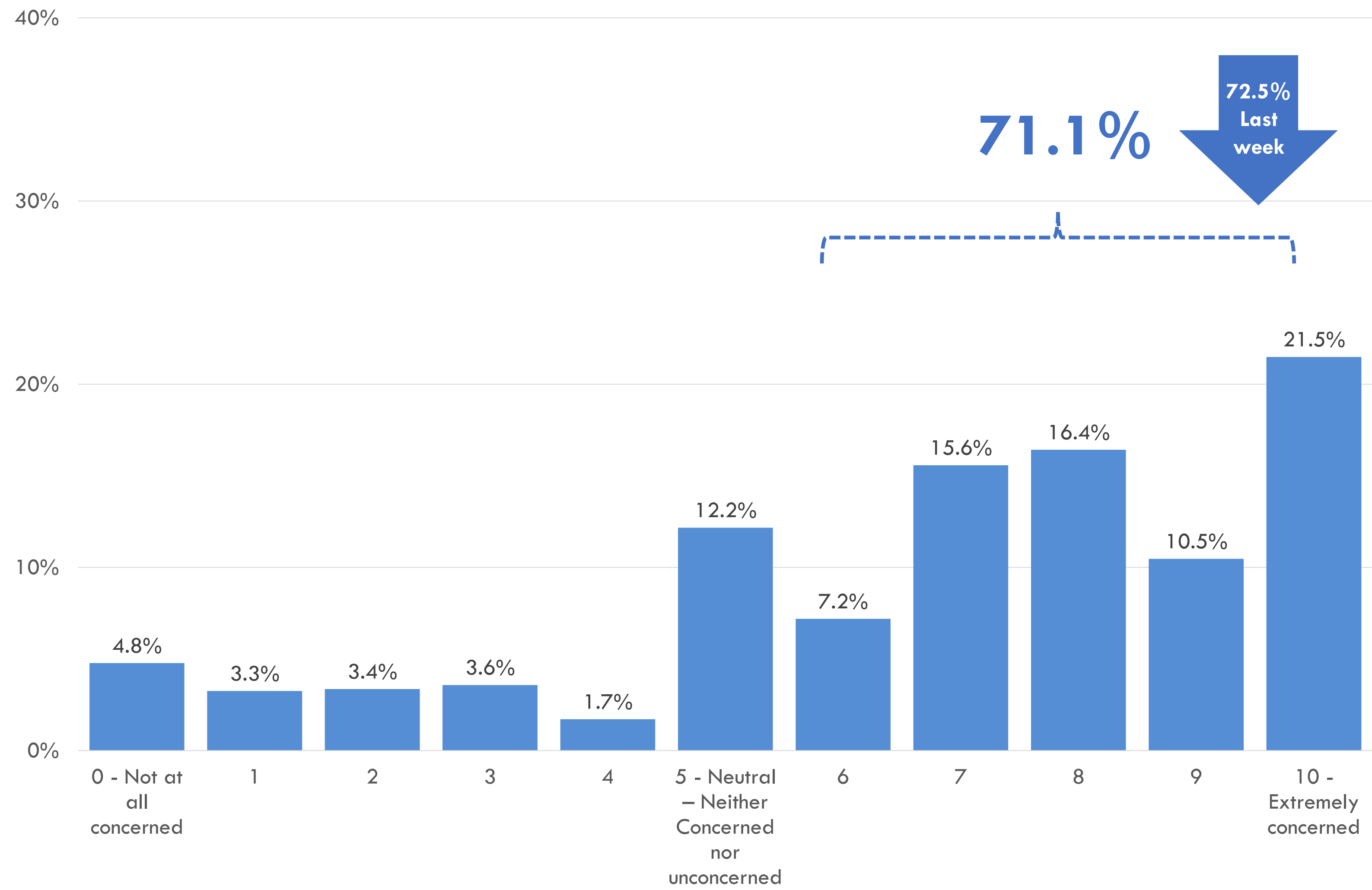
# CURRENT FEELINGS ABOUT THE CORONAVIRUS & TRAVEL



# 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 45 data. All respondents, 1,205 completed surveys. Data collected January 15-17, 2021)



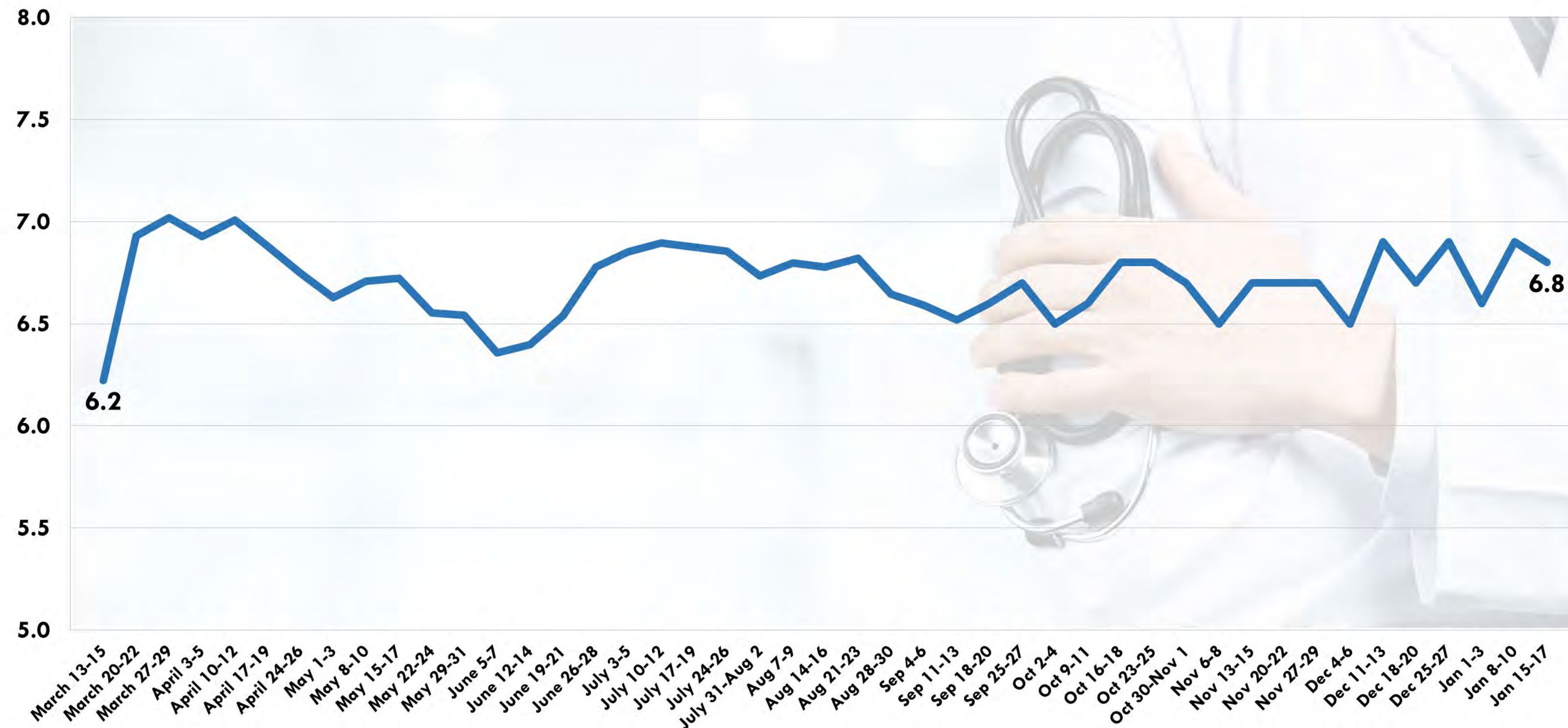


# PERSONAL HEALTH CONCERNS

## MARCH 13, 2020 – JANUARY 17, 2021



**CONCERNED ABOUT PERSONAL HEALTH** (AVERAGE SCORE ON AN 11-POINT SCALE)



**QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, IN GENERAL, HOW CONCERNED ARE YOU PERSONALLY ABOUT CONTRACTING THE VIRUS?**

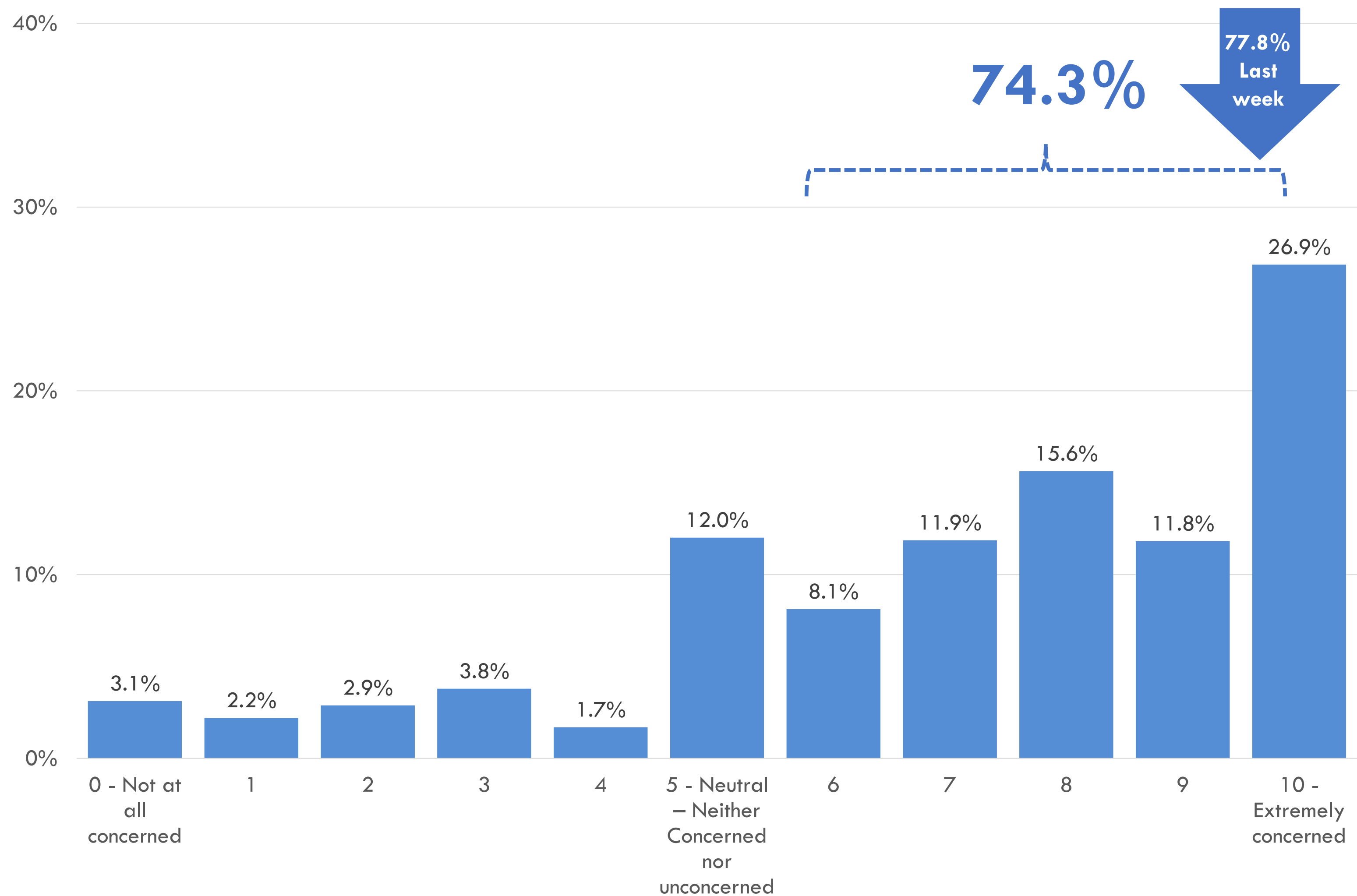
(Base: Waves 1-45. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225 and 1,205 completed surveys.)



# 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 45 data. All respondents, 1,205 completed surveys. Data collected January 15-17, 2021)



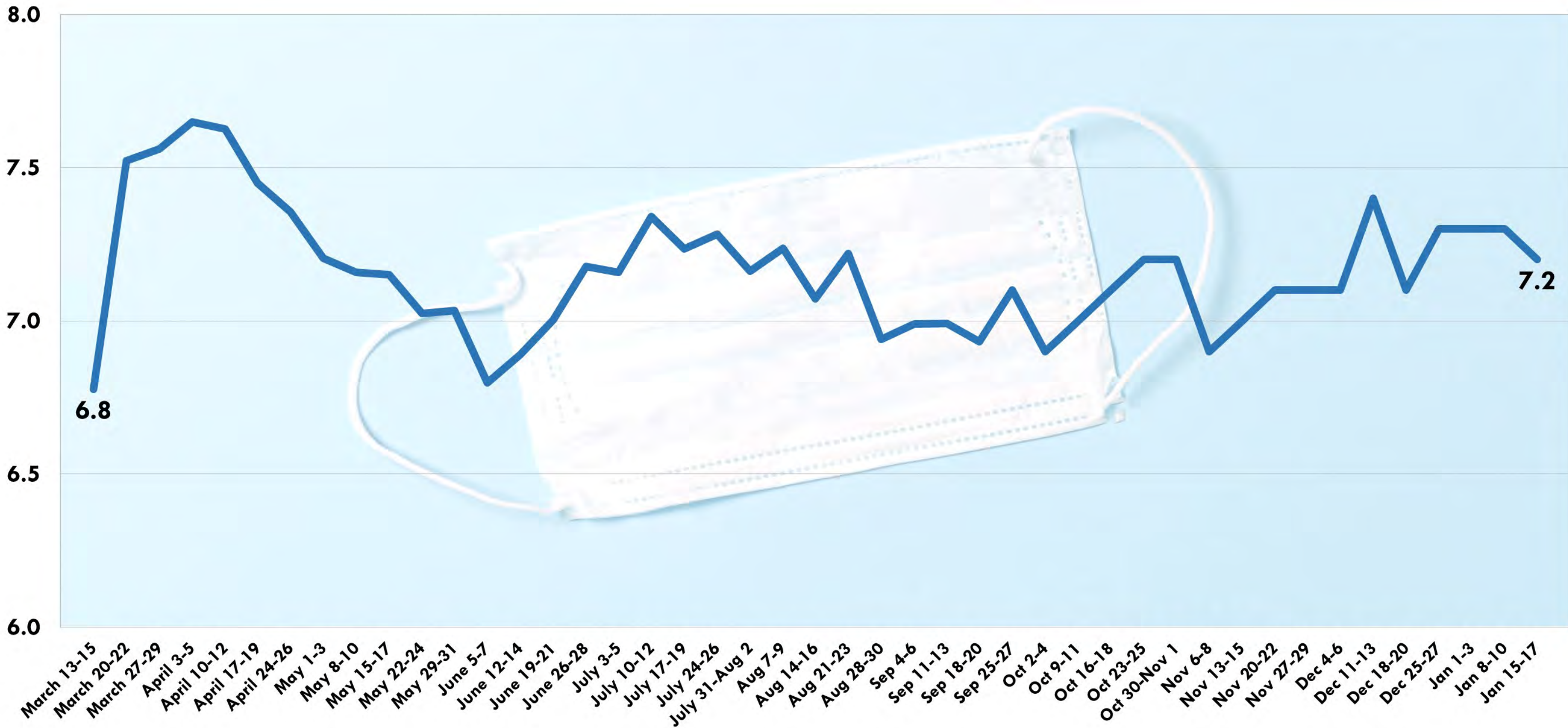


# HEALTH CONCERNS (FAMILY & FRIENDS)

MARCH 13, 2020 – JANUARY 17, 2021



CONCERNED ABOUT THE HEALTH OF FAMILY OR FRIENDS  
(AVERAGE SCORE ON AN 11-POINT SCALE)



**QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, IN GENERAL, HOW CONCERNED ARE YOU ABOUT YOUR FRIENDS OR FAMILY CONTRACTING THE VIRUS?**

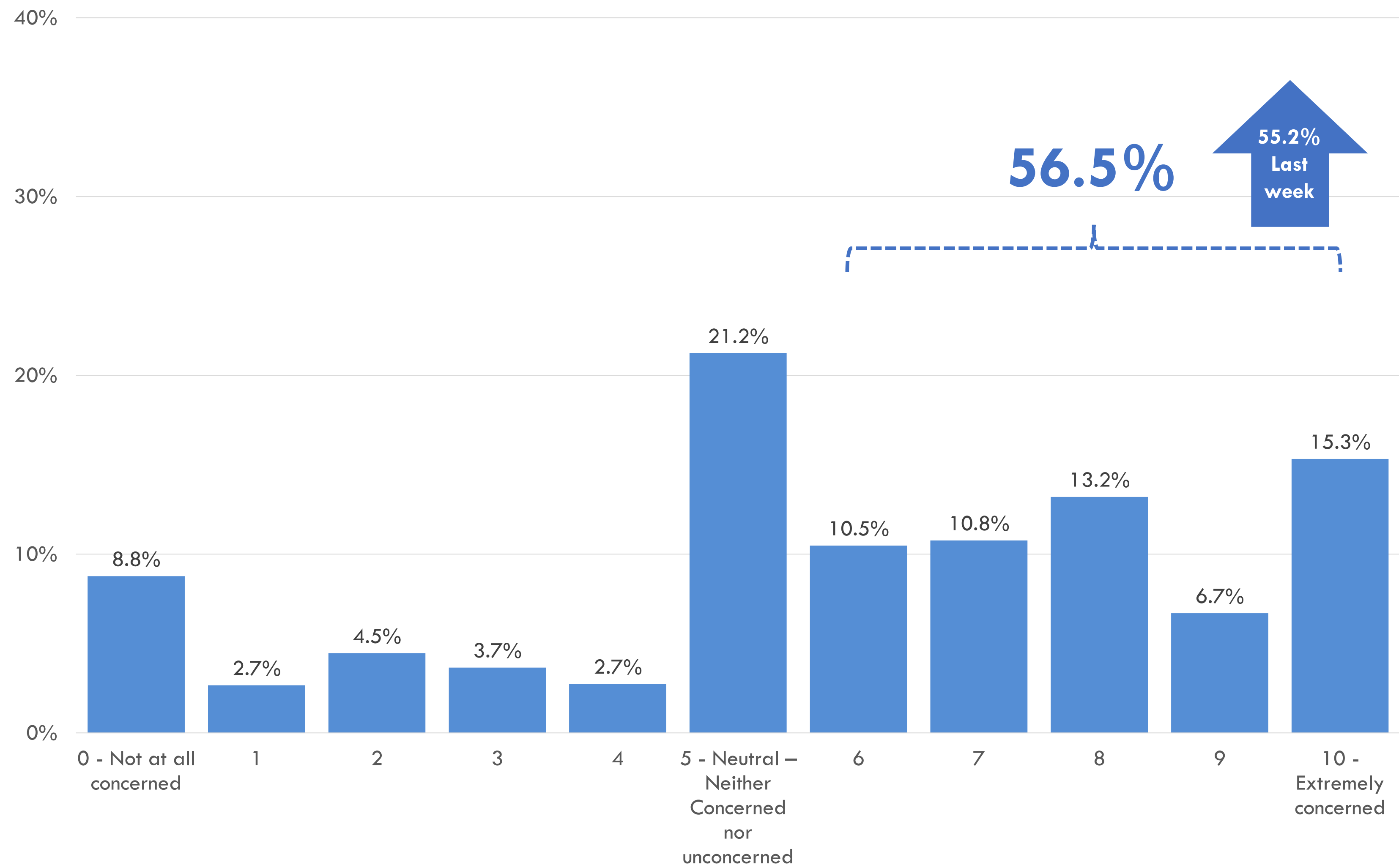
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# CONCERNS ABOUT PERSONAL FINANCES

**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 45 data. All respondents, 1,205 completed surveys. Data collected January 15-17, 2021)



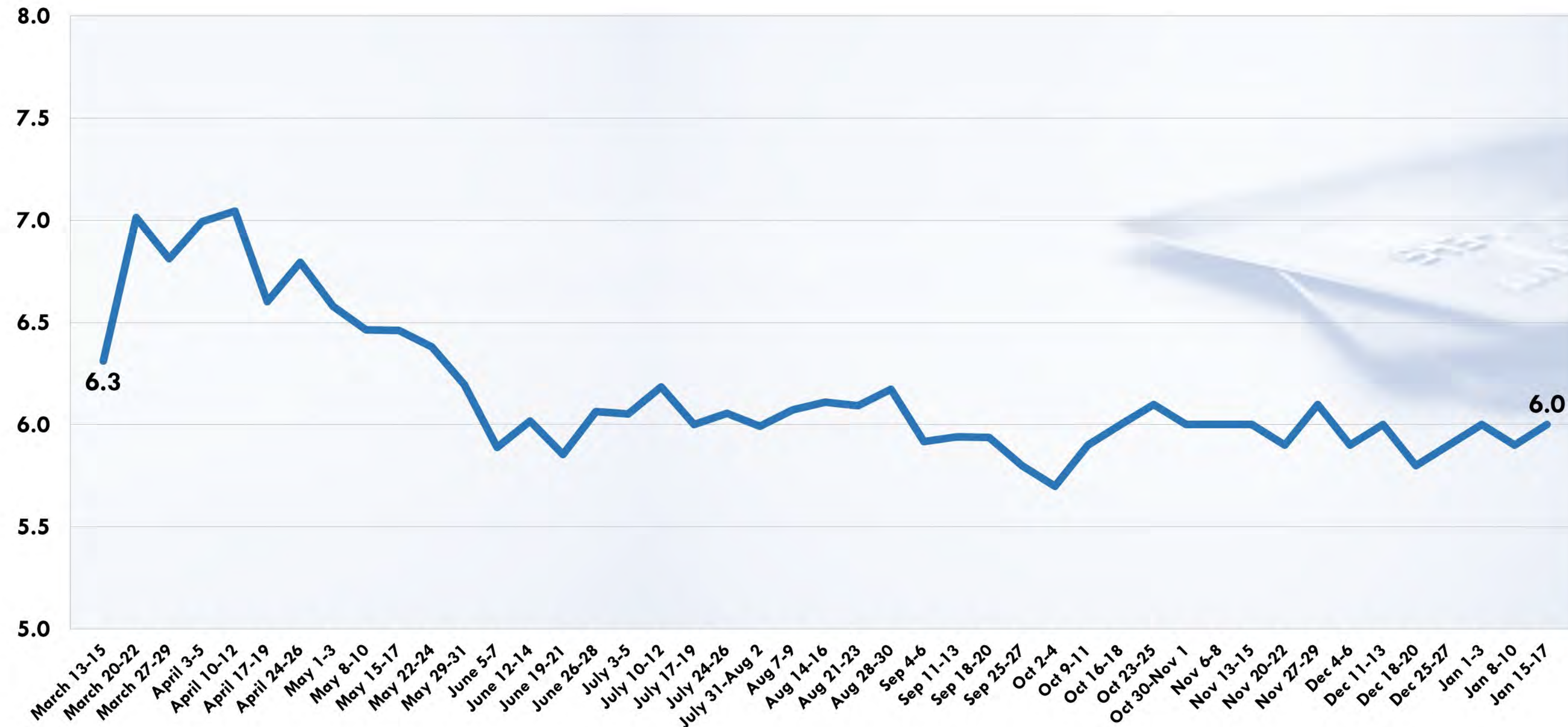


# CONCERNS ABOUT PERSONAL FINANCES

MARCH 13, 2020 – JANUARY 17, 2021



CONCERNED ABOUT PERSONAL FINANCES (AVERAGE SCORE ON AN 11-POINT SCALE)



**QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, HOW CONCERNED ARE YOU ABOUT THE IMPACT IT MAY HAVE ON YOUR PERSONAL FINANCES?**

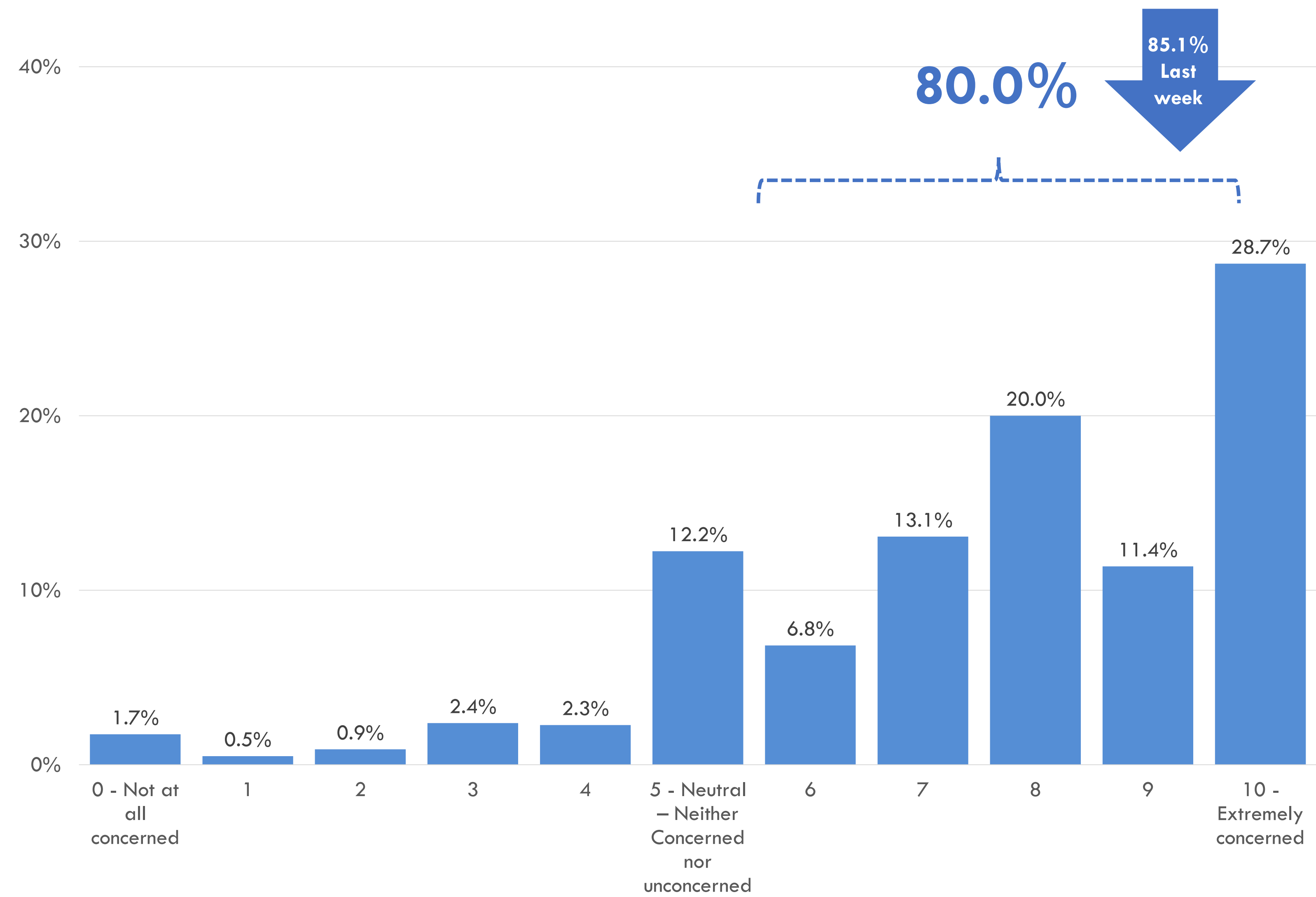
(Base: Waves 1-45. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225 and 1,205 completed surveys.)



# 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 45 data. All respondents, 1,205 completed surveys. Data collected January 15-17, 2021)



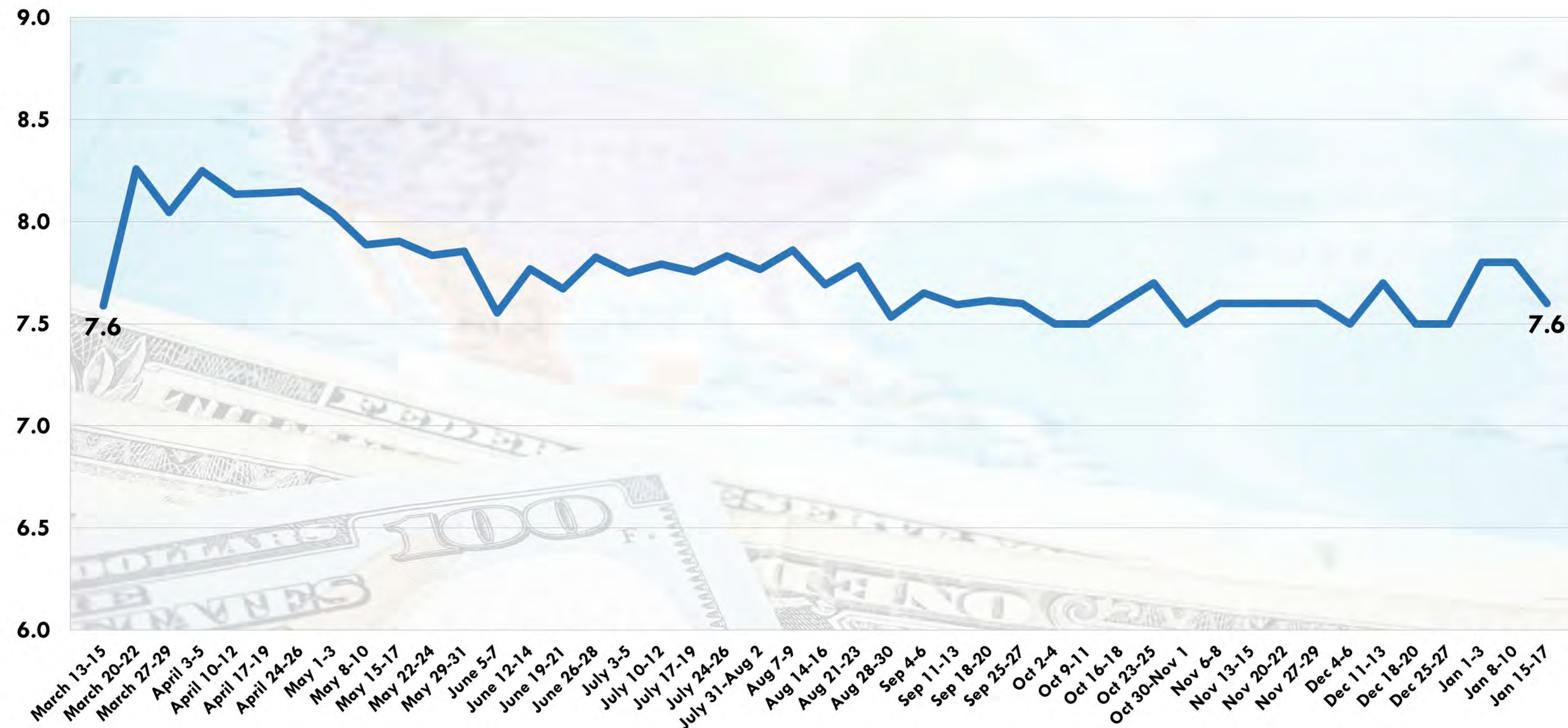


# CONCERNS ABOUT NATIONAL ECONOMY

MARCH 13, 2020 – JANUARY 17, 2021



CONCERNED ABOUT NATIONAL ECONOMY (AVERAGE SCORE ON AN 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: Waves 1-45. 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, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225 and 1,205 completed surveys.)



NATIONAL ANXIETY MAP:  
HIGH CONCERNS ABOUT COVID-19'S IMPACT  
AS OF JANUARY 17, 2021



NATIONAL  
ECONOMY



PERSONAL  
FINANCES

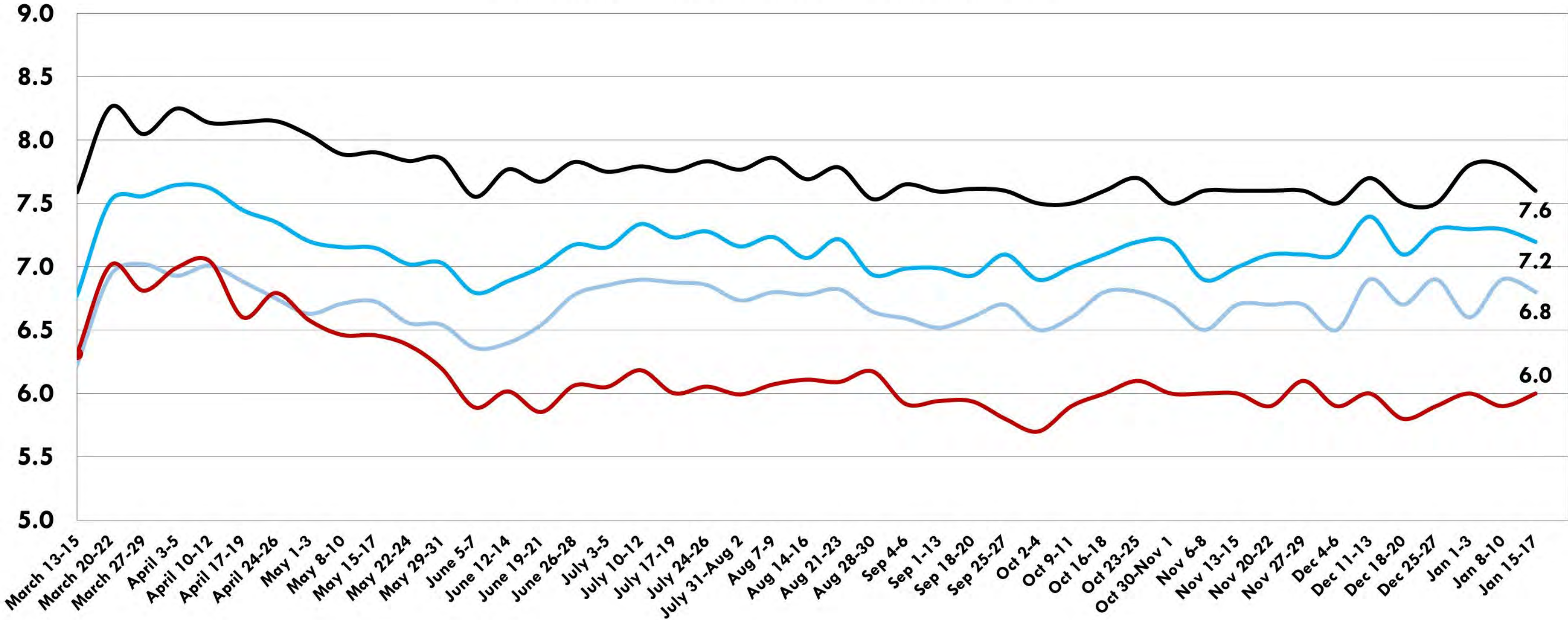


HEALTH OF  
FRIENDS & FAMILY



PERSONAL  
HEALTH

(AVERAGE SCORE ON AN 11-POINT SCALE)



**QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, HOW CONCERNED ARE YOU ABOUT THE IMPACT IT MAY HAVE ON THE/YOUR \_\_\_\_\_ ?**

(Base: Waves 1-45. 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, 1,225, 1,205, 1,200, 1,205, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225 and 1,205 completed surveys.)

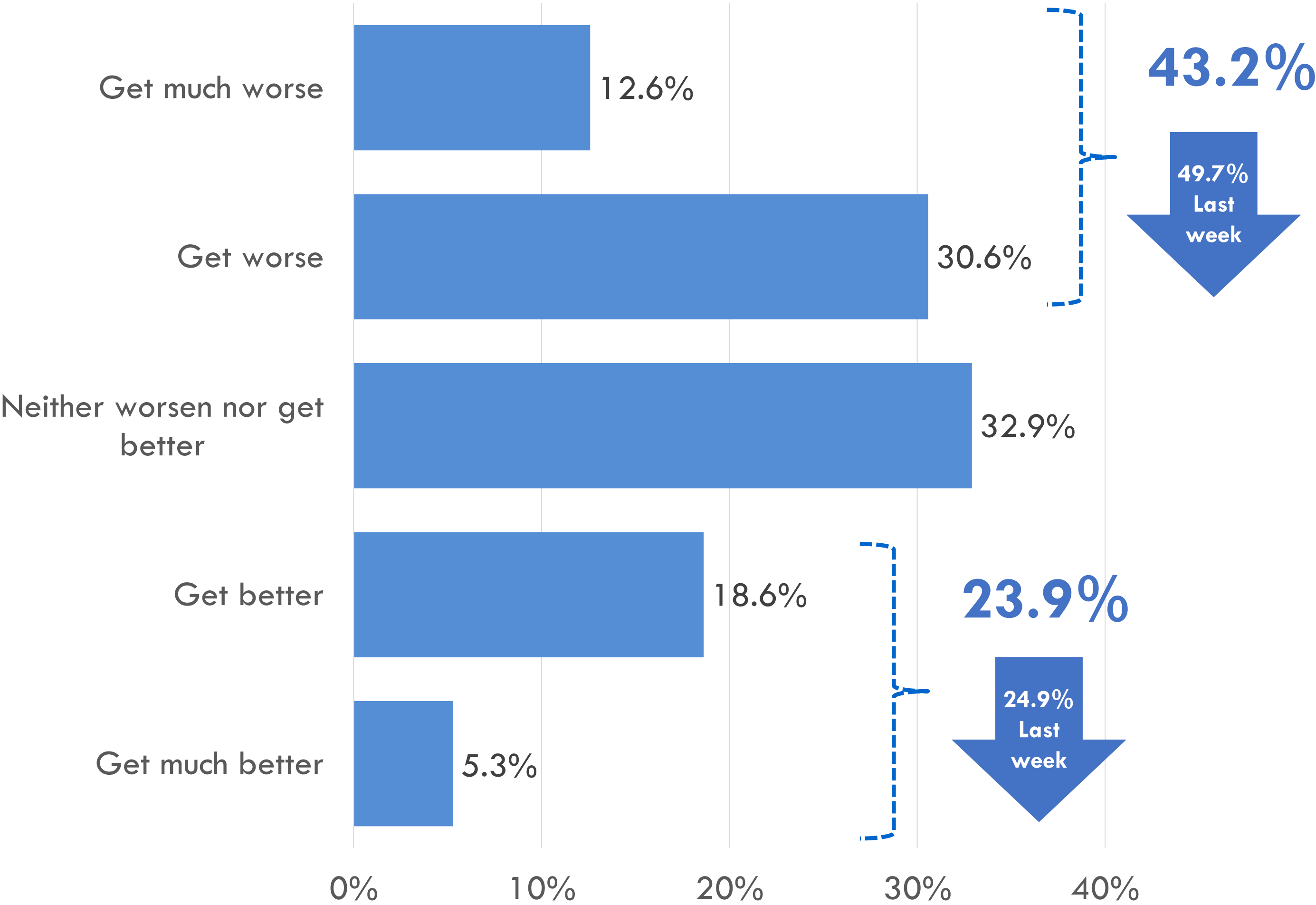


# EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

**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 45 data. All respondents, 1,205 completed surveys. Data collected January 15-17, 2021)



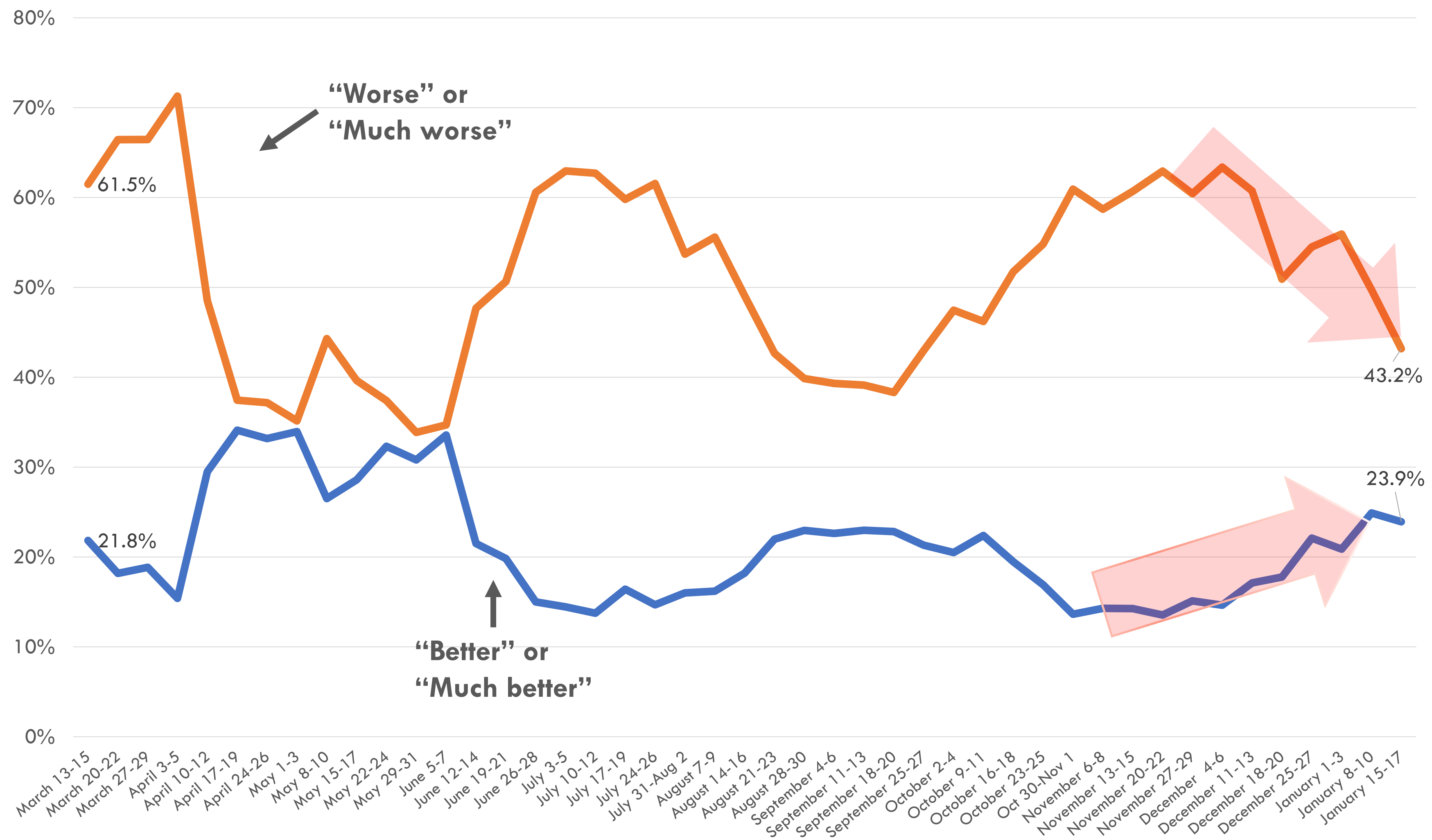


# EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-45)

**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 1-45. 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, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225 and 1,205 completed surveys.)





# PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 45)

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

(Base: Wave 45 data. All respondents, 1,205 completed surveys.  
Data collected January 15-17, 2021)



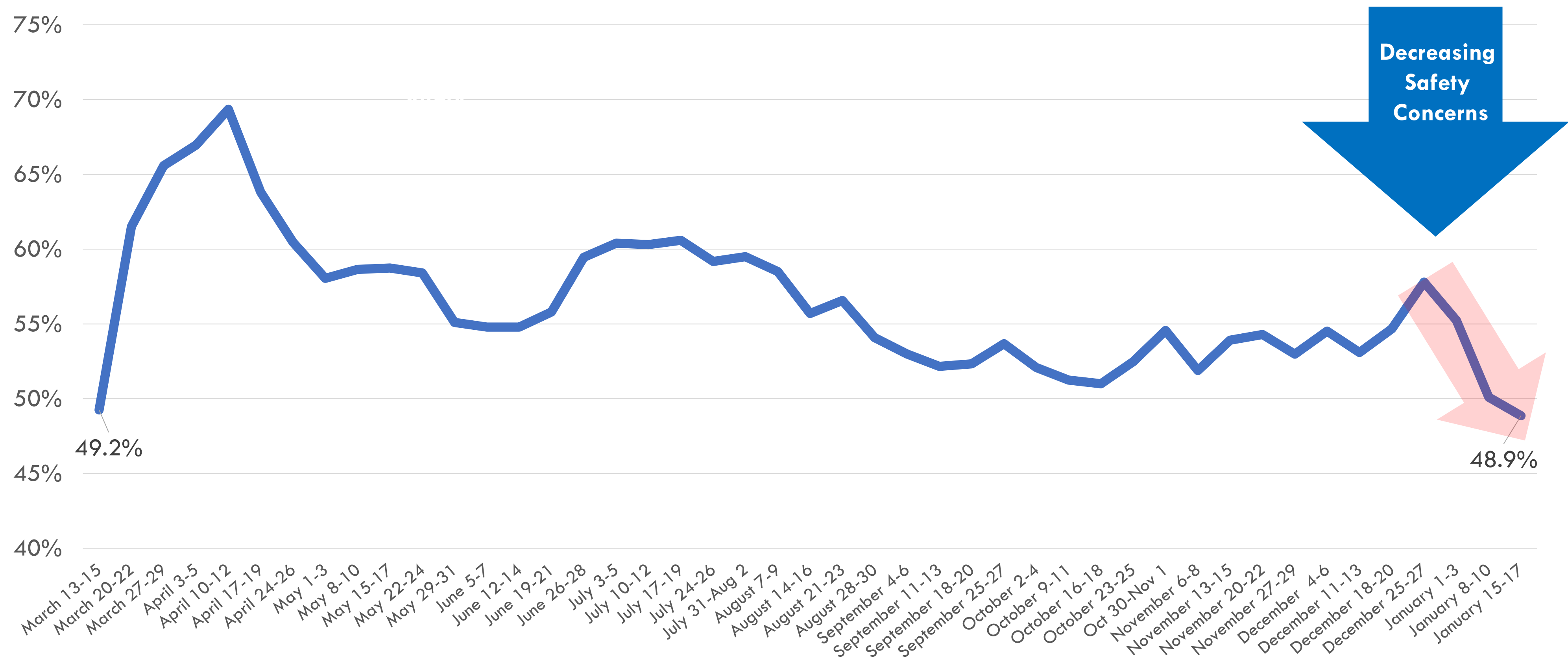


# PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-45 COMPARISON)

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

(Base: Waves 1-45. 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, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225 and 1,205 completed surveys.)

% Somewhat unsafe or Very unsafe (AVERAGE SCORE FOR ALL ACTIVITES TESTED)



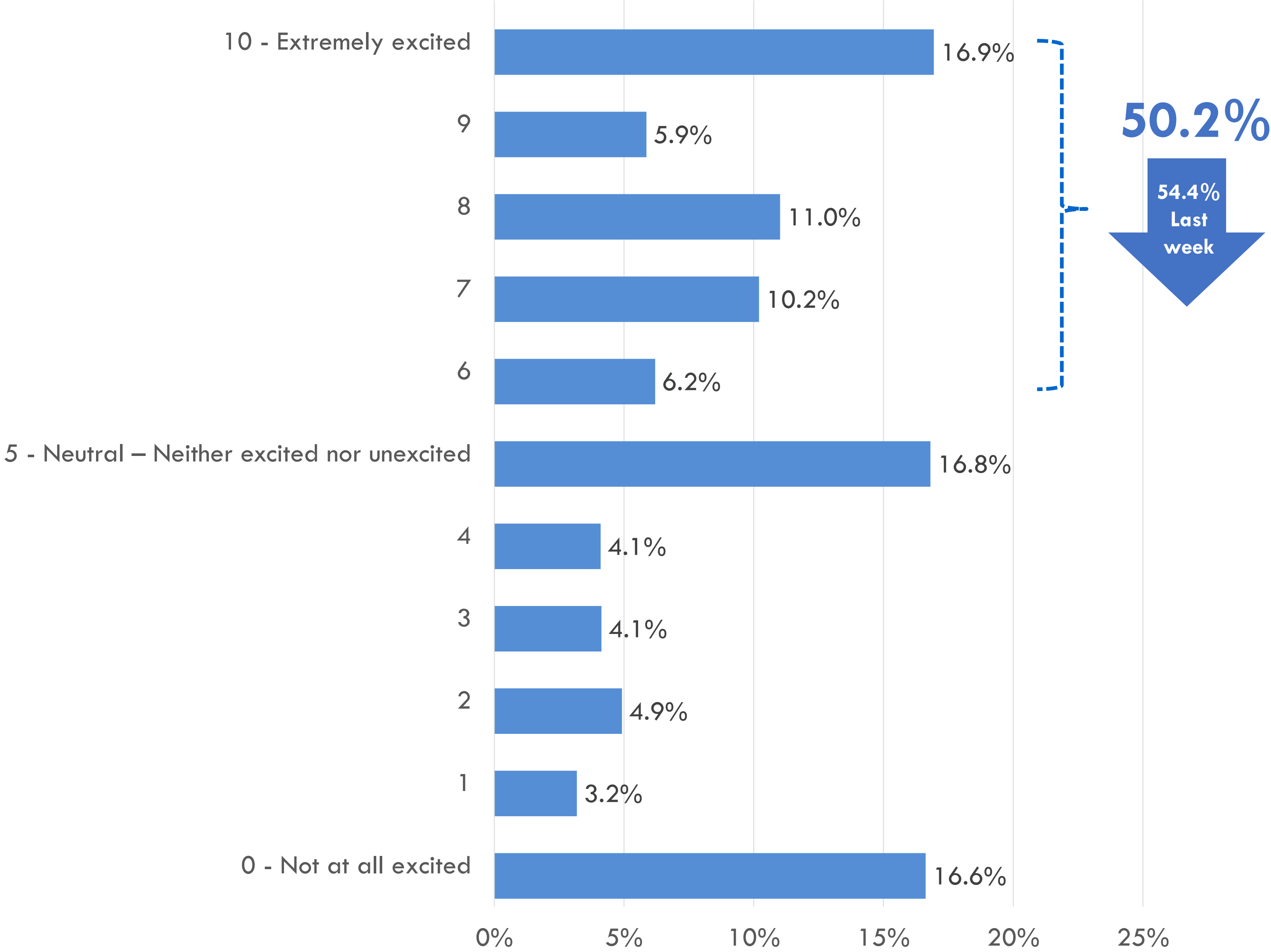


# EXCITEMENT TO TRAVEL NOW

**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 45 data. All respondents, 1,205 completed surveys. Data collected January 15-17, 2021)*



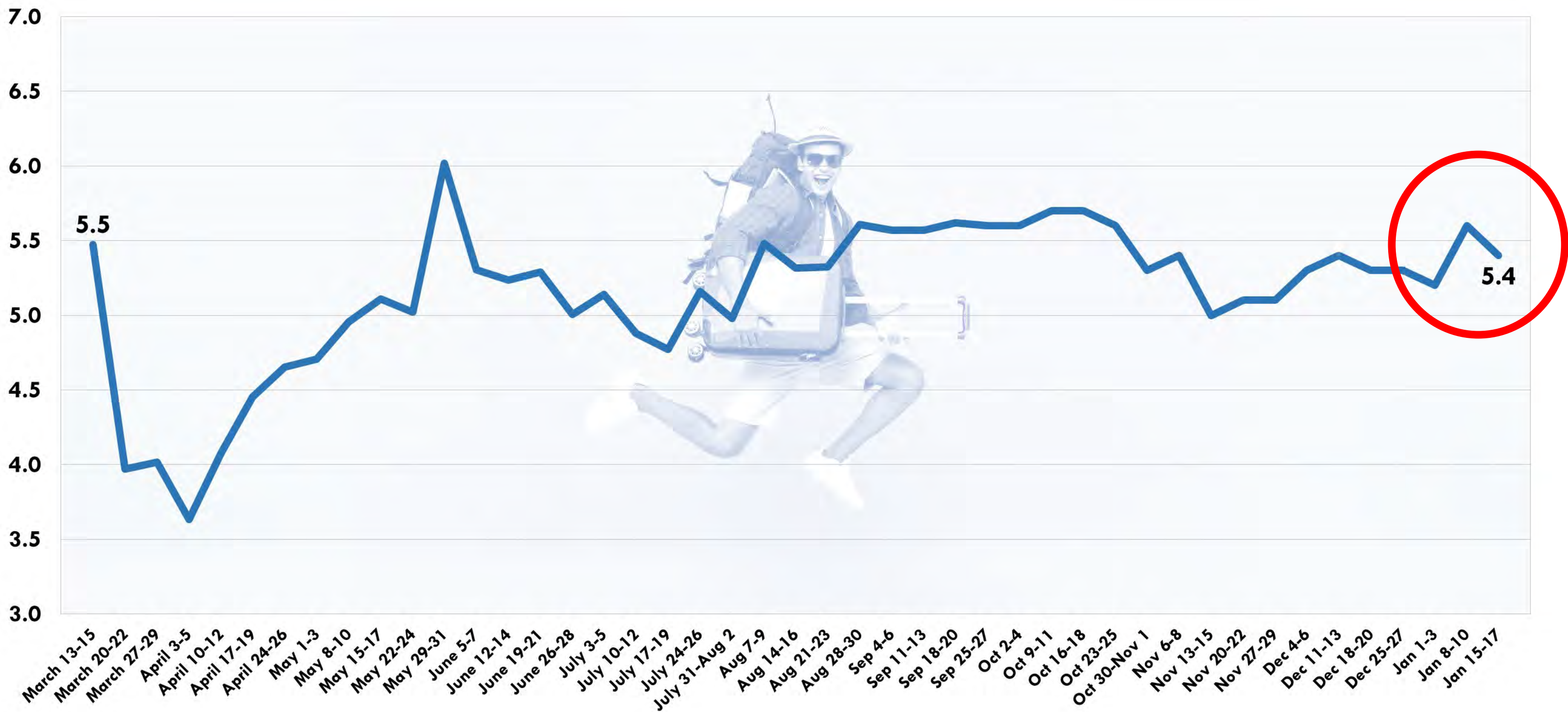


# EXCITEMENT TO TRAVEL RIGHT NOW

## MARCH 13, 2020 – JANUARY 17, 2021



EXCITED TO TRAVEL RIGHT NOW (AVERAGE SCORE ON AN 11-POINT SCALE)



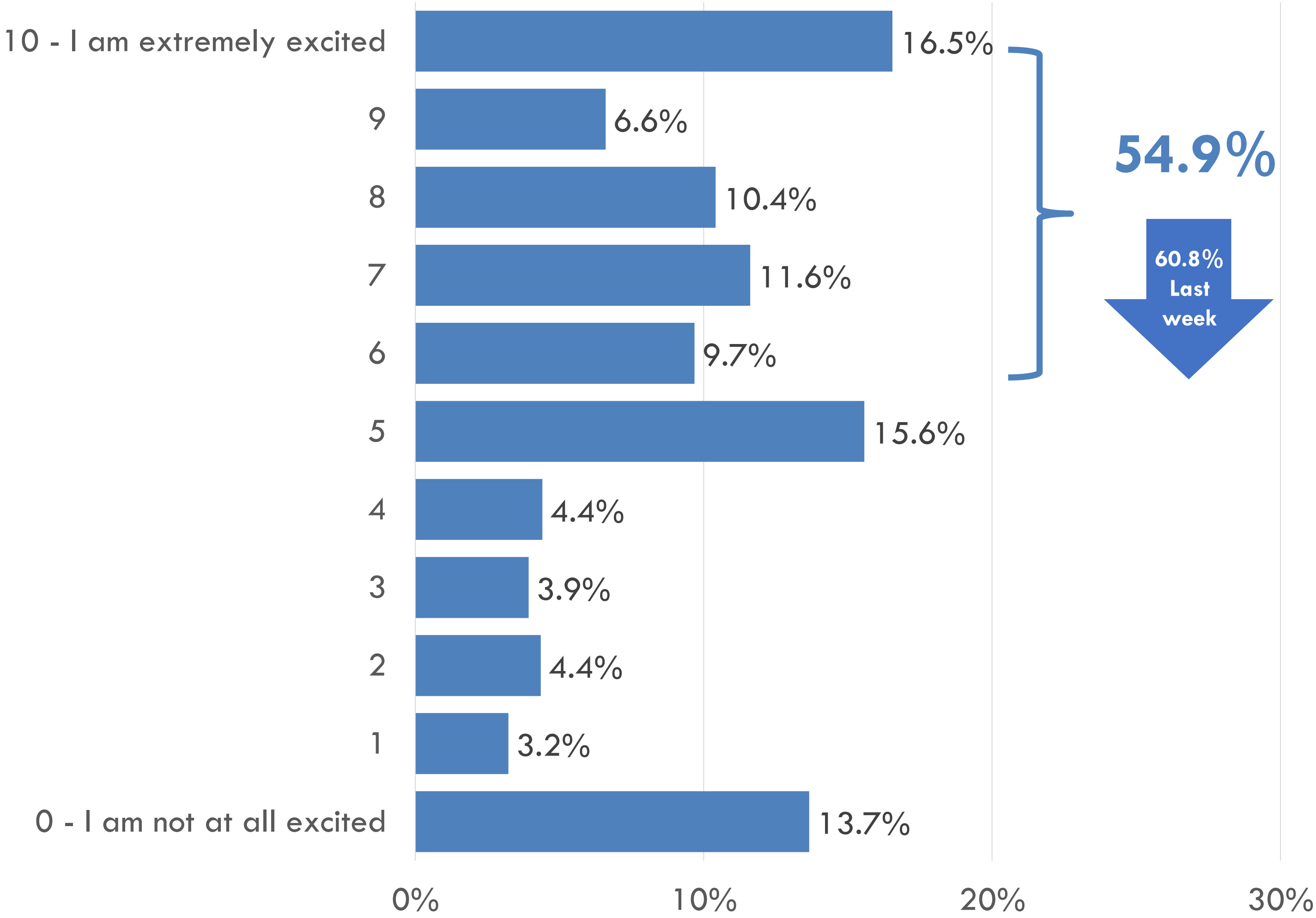
**QUESTION:** IMAGINE THAT A GOOD FRIEND (OR CLOSE FAMILY MEMBER) ASKS YOU TO TAKE A WEEKEND GETAWAY WITH THEM SOMETIME IN THE NEXT MONTH. HOW EXCITED WOULD YOU BE TO GO? (ASSUME THE GETAWAY IS TO A PLACE YOU WANT TO VISIT)

(Base: Waves 1-45. 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, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225 and 1,205 completed surveys.)

# EXCITEMENT FOR LEISURE TRAVEL IN 2021

**Question:** Which best describes how excited you are about LEISURE TRAVEL in this year (2021)? (Please answer using the 11-point scale below)

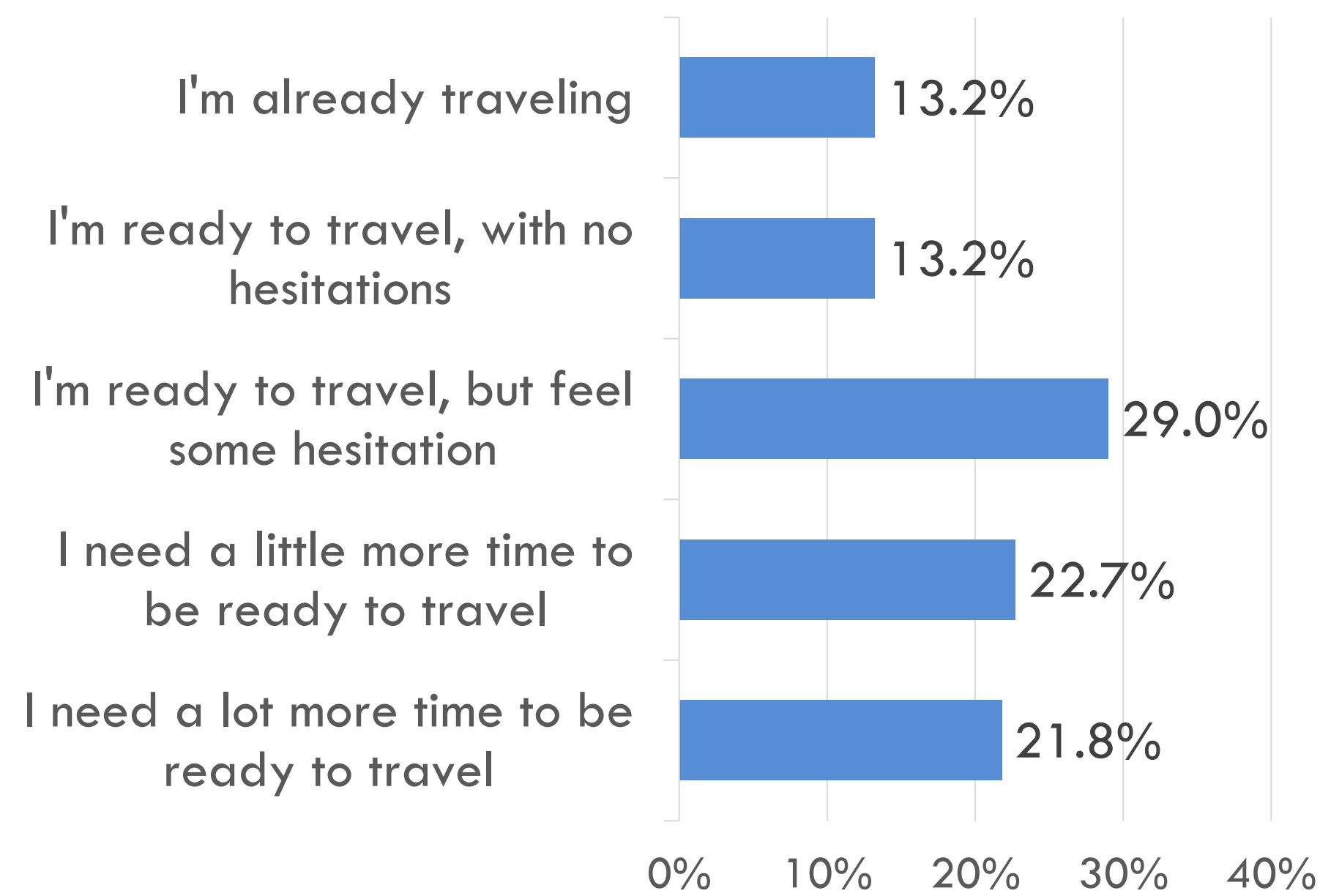
(Base: Waves 45 data. All respondents, 1,205 completed surveys. Data collected January 15-17, 2021)





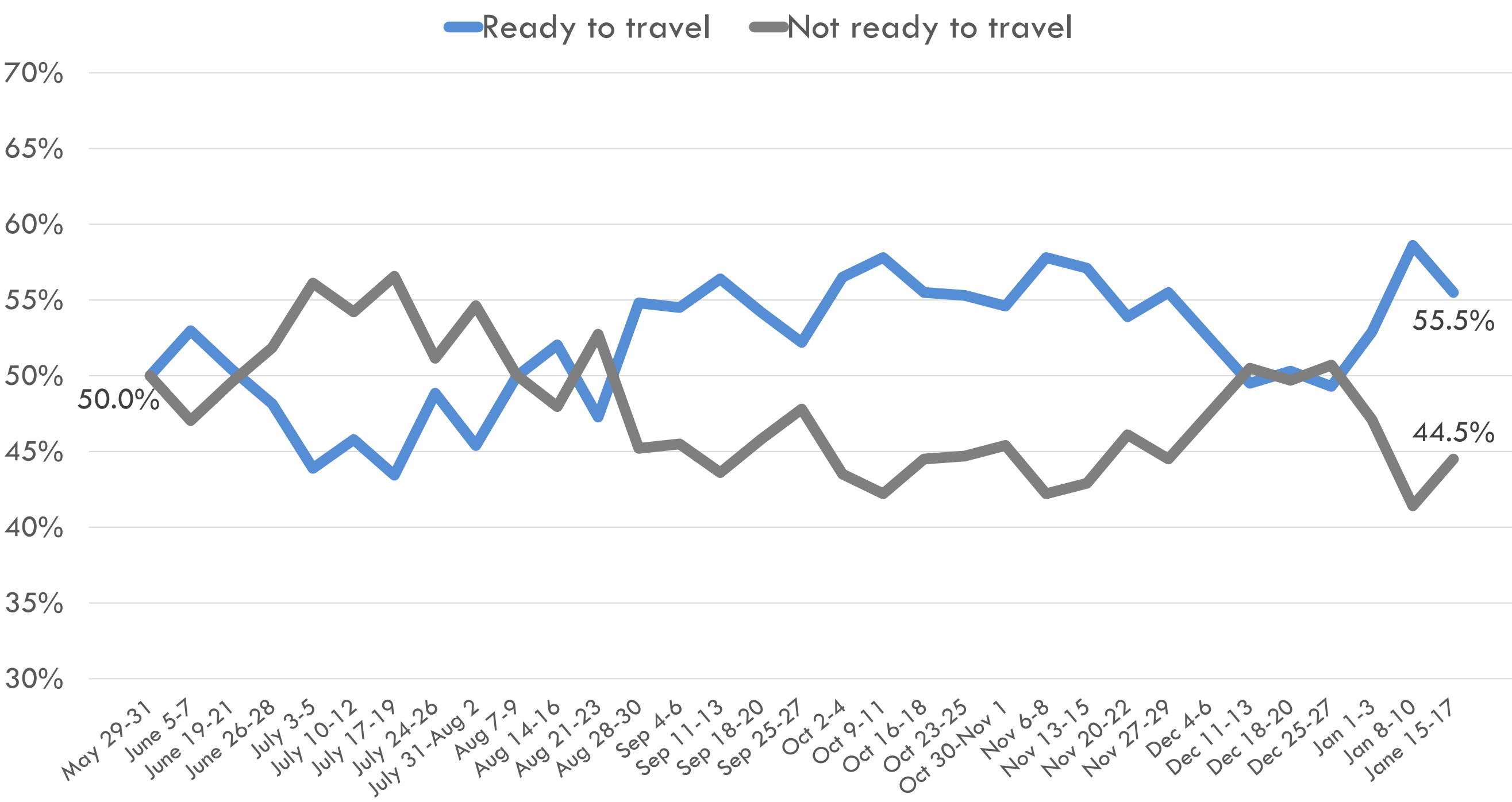
# TRAVEL STATE-OF-MIND

**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 15-45. 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, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225 and 1,205 completed surveys.)

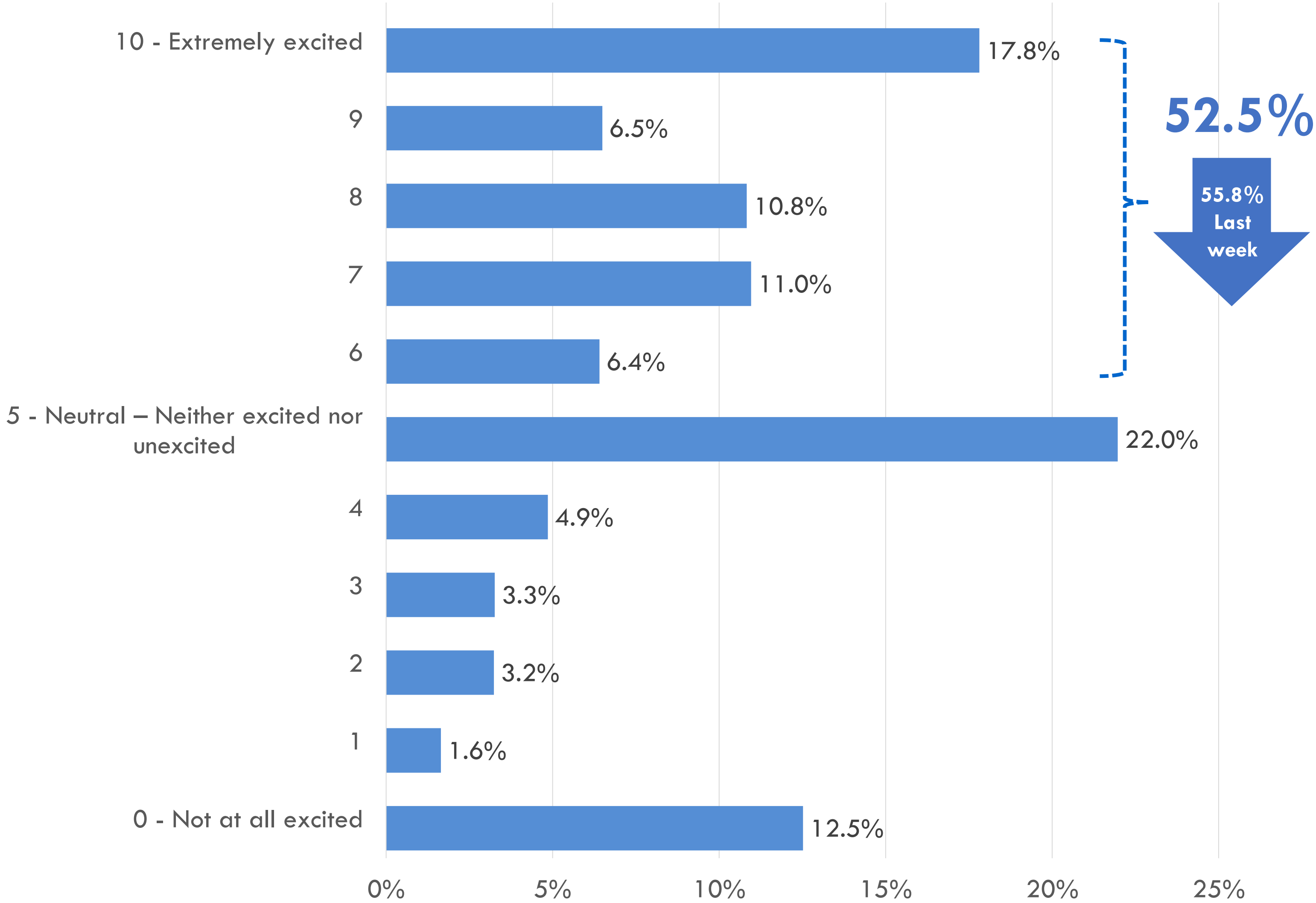
Historical data



# OPENNESS TO TRAVEL INSPIRATION

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

(Base: Wave 45 data. All respondents, 1,205 completed surveys. Data collected January 15-17, 2021)



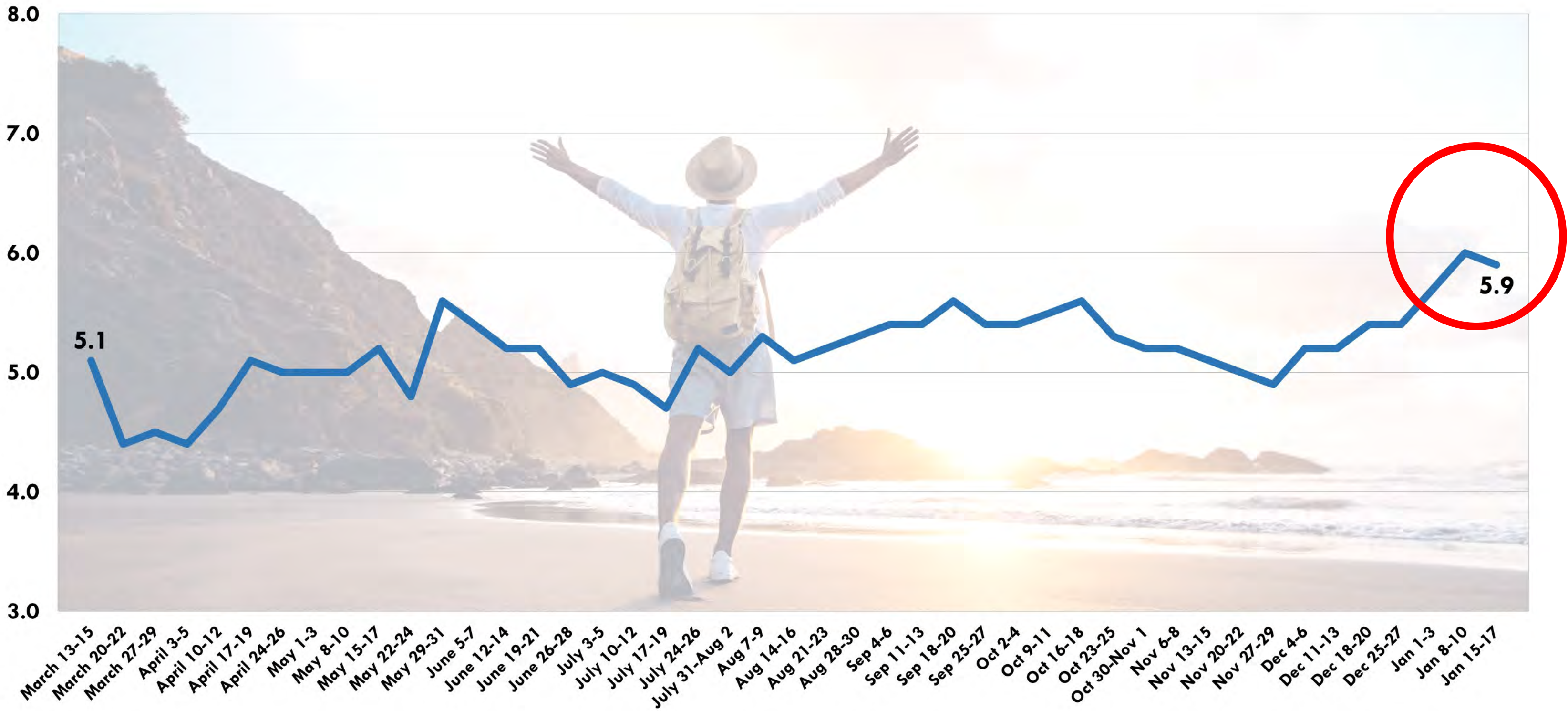


# OPENNESS TO TRAVEL INSPIRATION

## MARCH 13, 2020 – JANUARY 17, 2021



OPEN TO TRAVEL INSPIRATION (AVERAGE SCORE ON AN 11-POINT SCALE)



**QUESTION: AT THIS MOMENT, HOW INTERESTED ARE YOU IN LEARNING ABOUT NEW, EXCITING TRAVEL EXPERIENCES OR DESTINATIONS TO VISIT?**

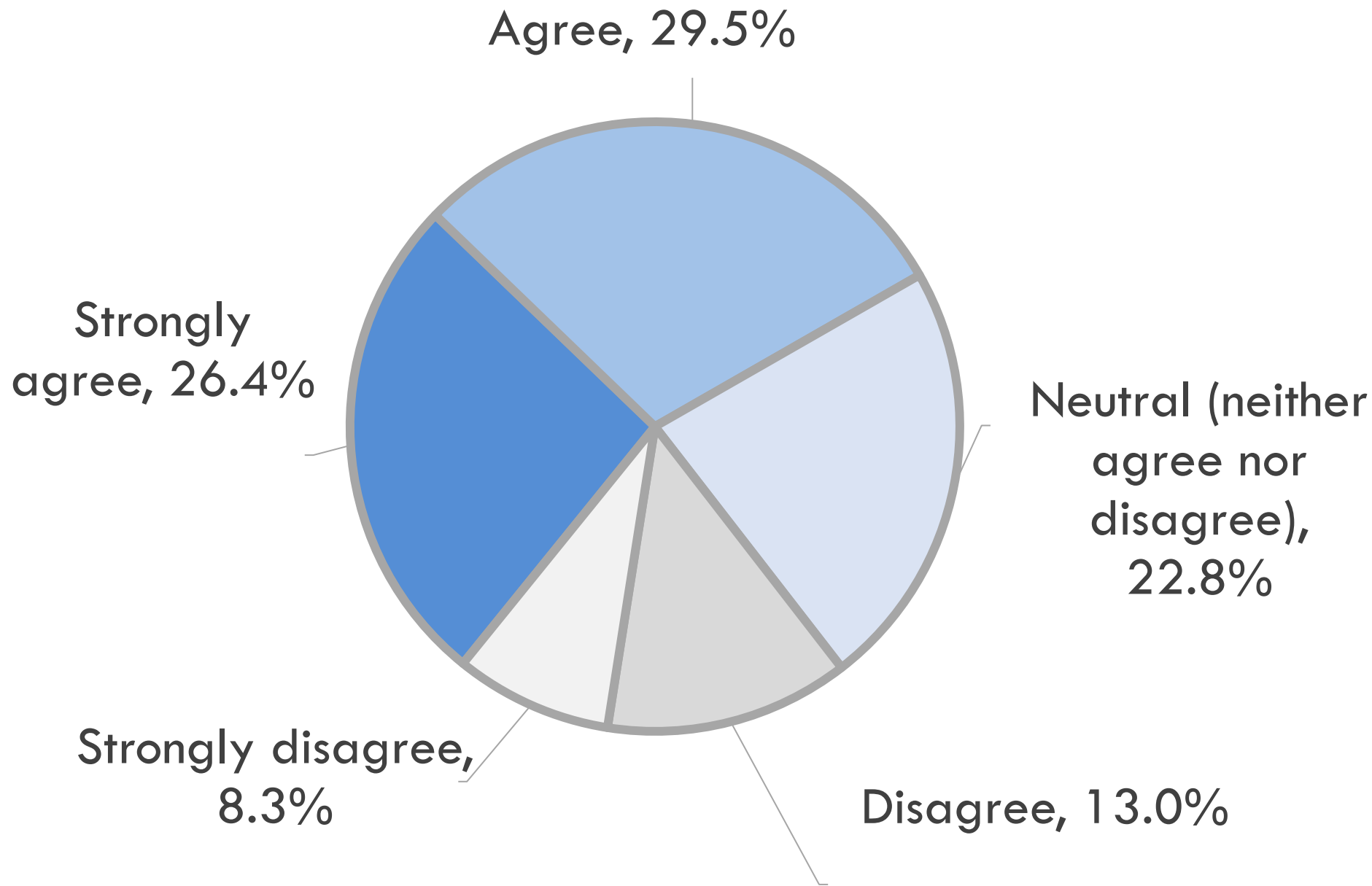
(Base: Waves 1-45. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225 and 1,205 completed surveys.)



# INABILITY TO FULLY ENJOY TRAVEL RIGHT NOW

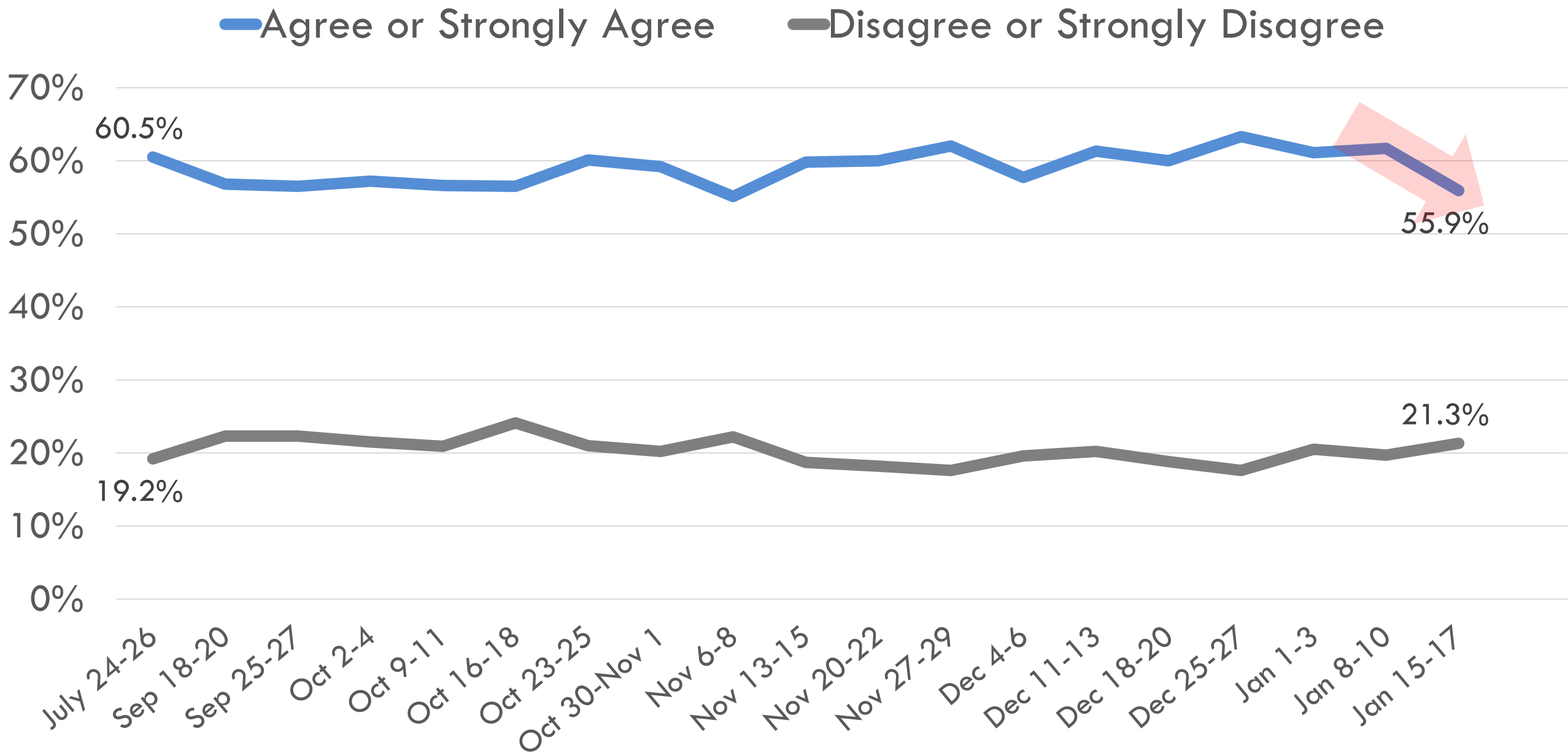
How much do you agree with the following statement?

**Statement:** If I were to travel now for leisure, I would not be able to fully enjoy it.



(Base: Waves 20, 28-45 data. All respondents, 1,206, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225 and 1,205 completed surveys.)

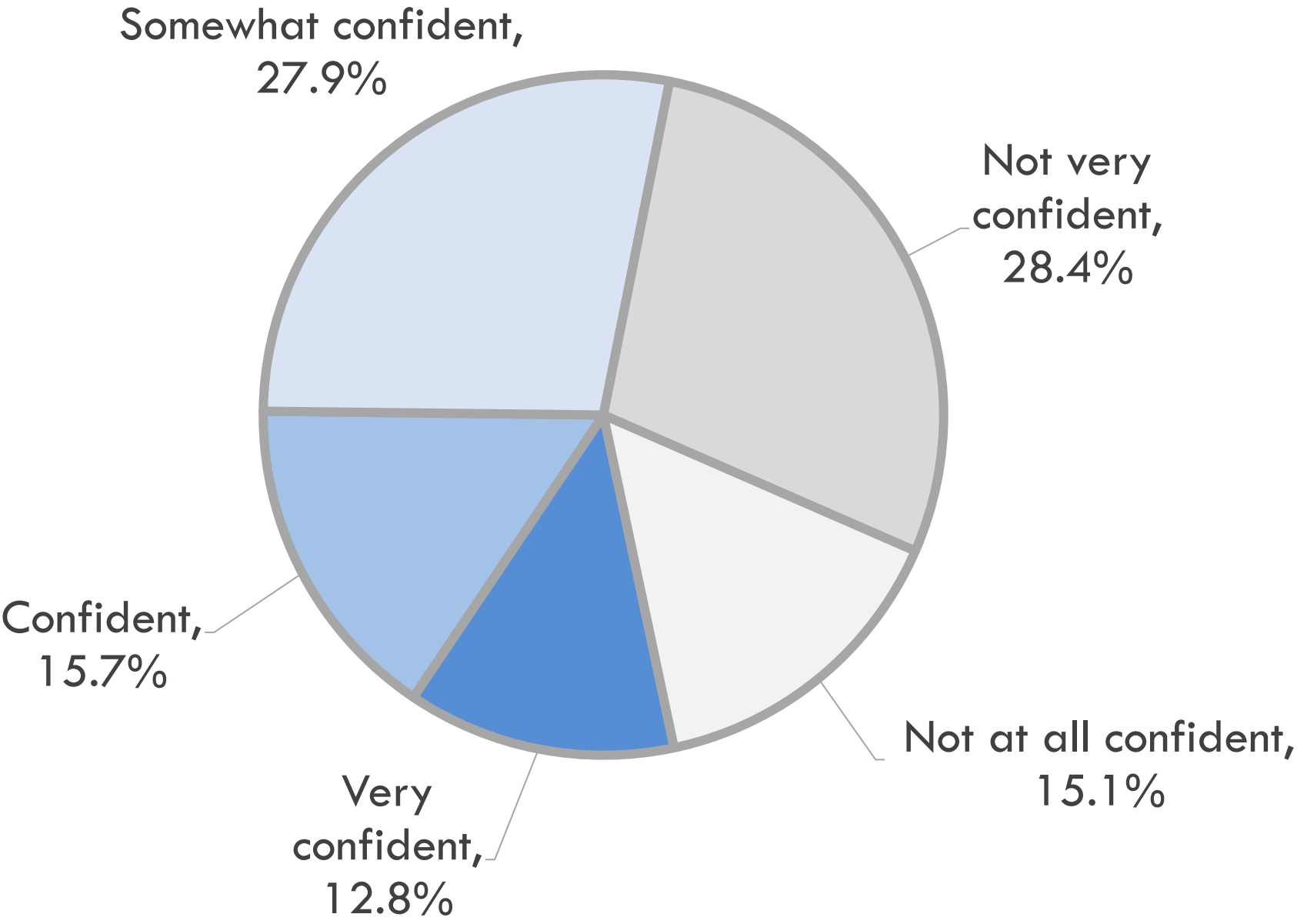
## Historical data





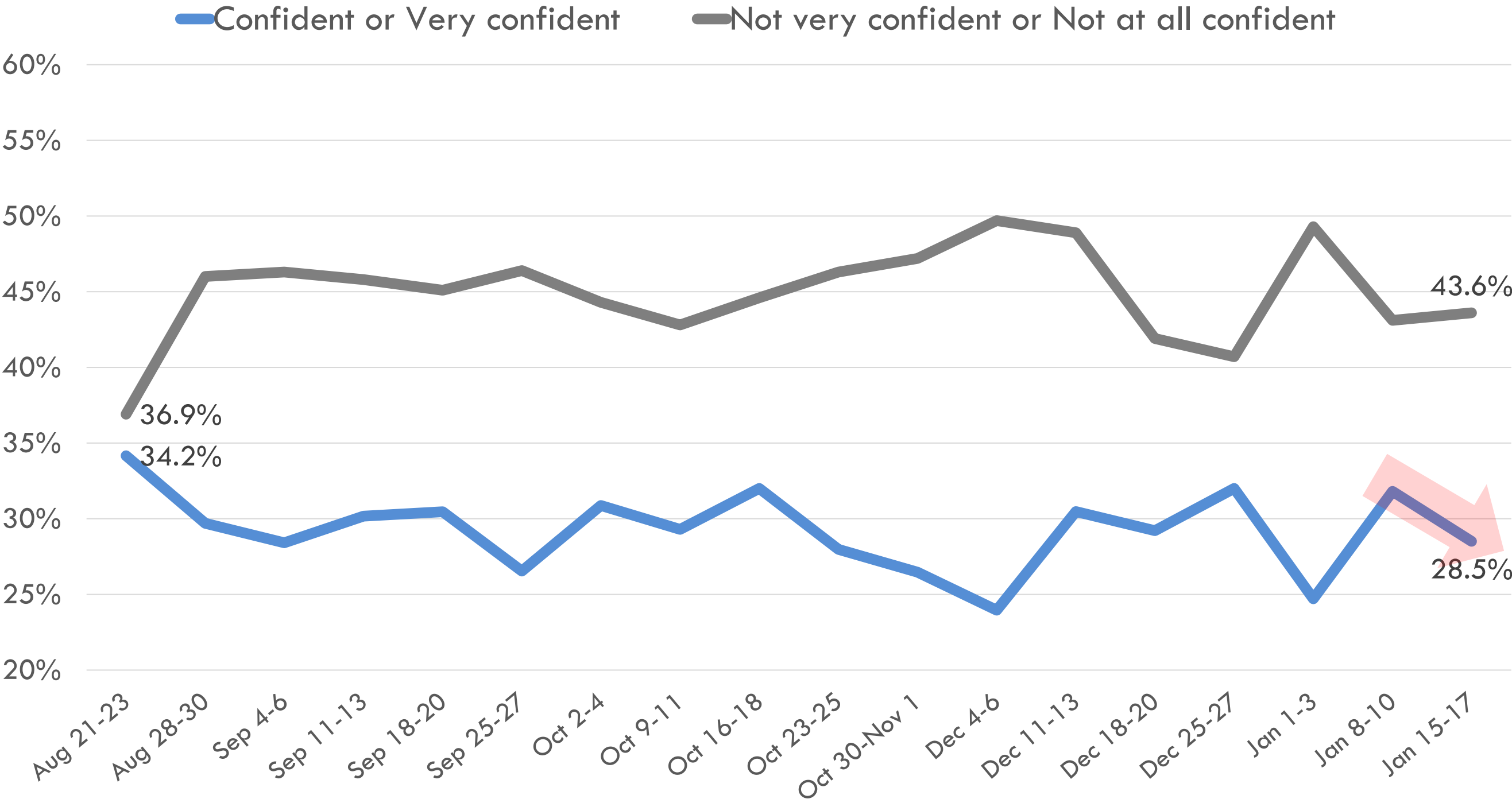
# CONFIDENCE IN ABILITY TO TRAVEL SAFELY

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



(Base: Wave 24-34 and 39-45 data. All respondents, 1,202, 1,246, 1,222, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225 and 1,205 completed surveys.)

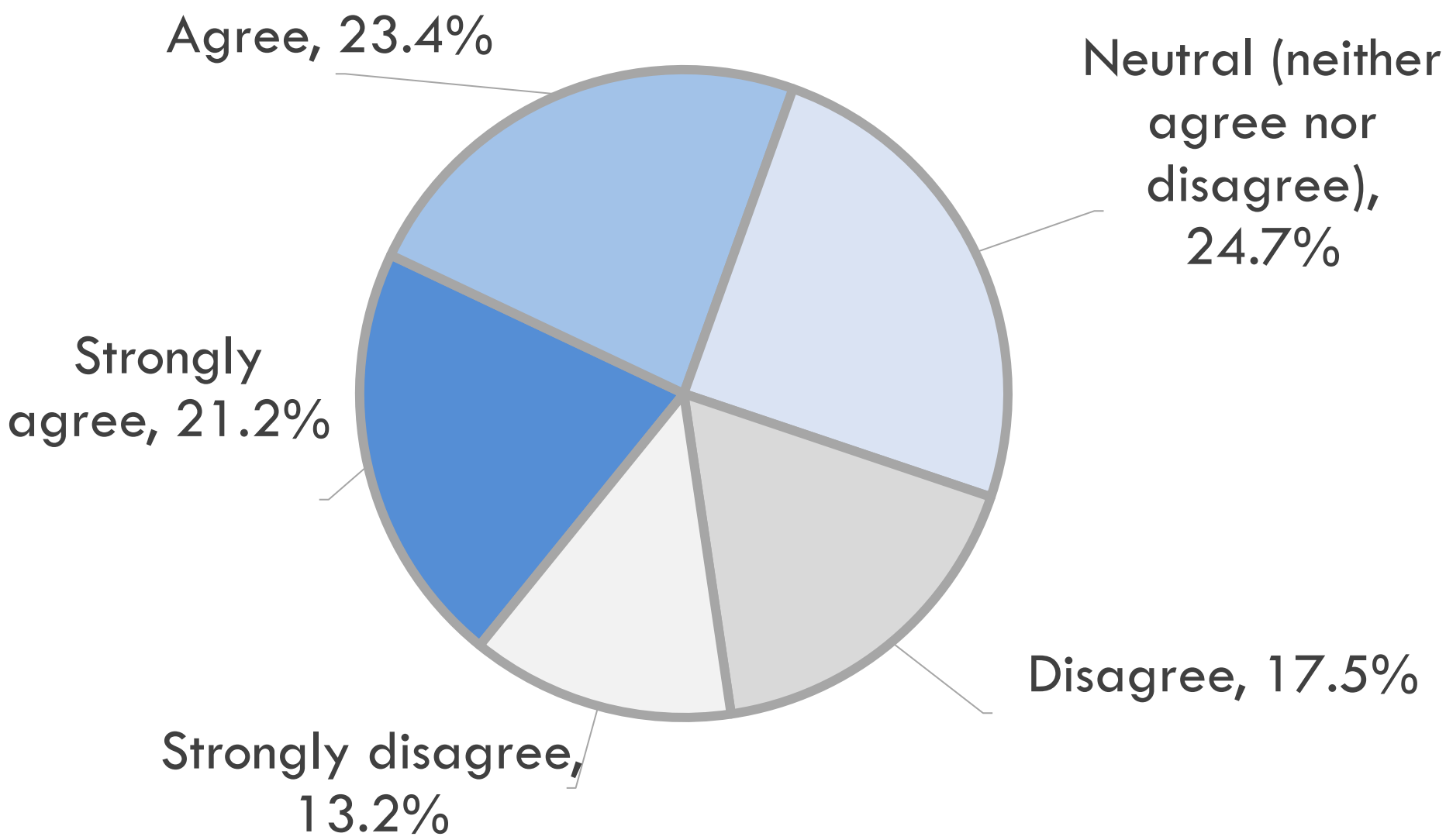
## Historical data



# LOSS OF INTEREST IN TRAVEL

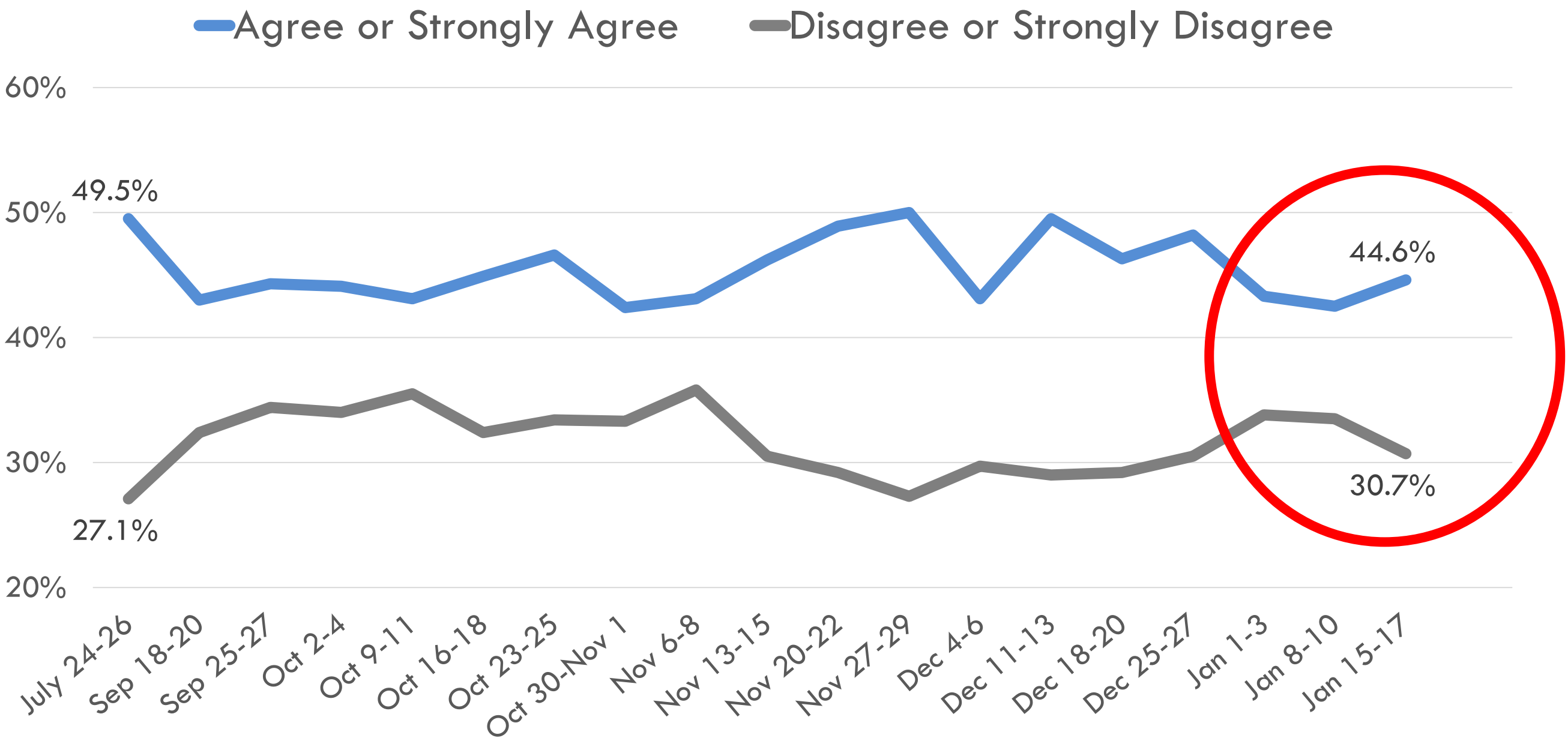
How much do you agree with the following statement?

**Statement:** I have lost my interest in/taste for traveling for the time being.



(Base: Waves 20, 28-45 data. All respondents, 1,206, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225 and 1,205 completed surveys.)

## Historical data

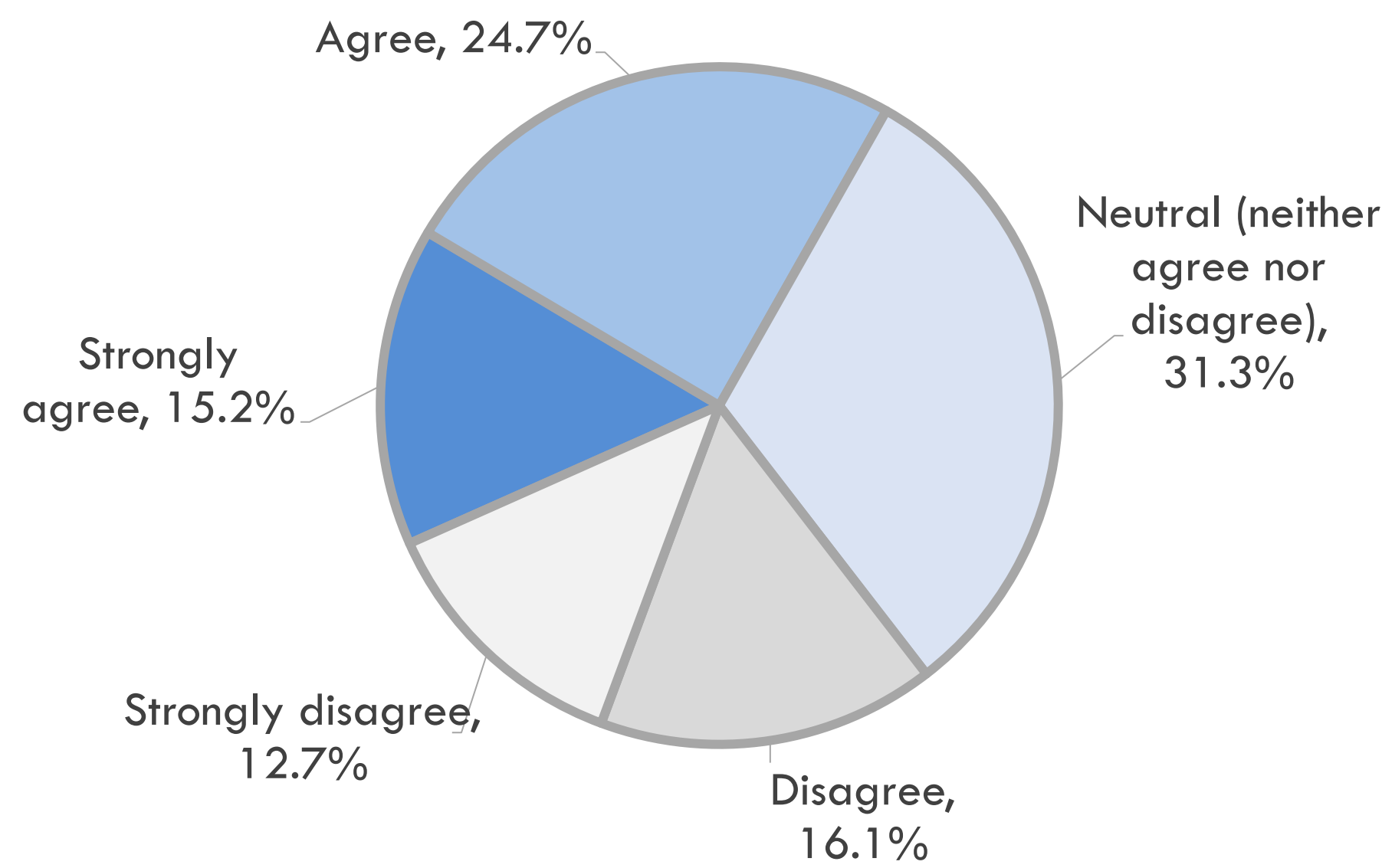




# DISCOUNTS AND PRICE CUTS

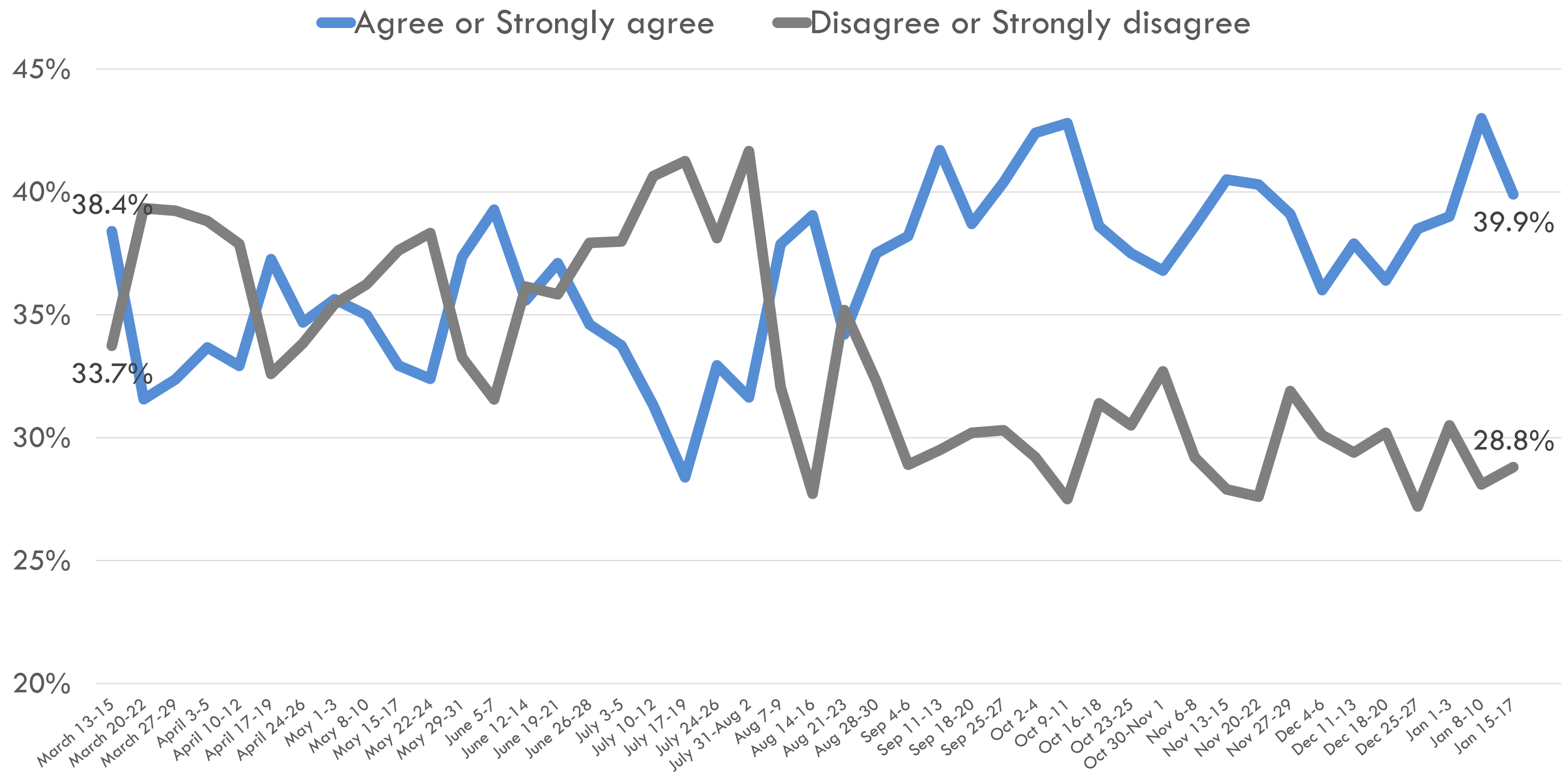
How much do you agree with the following statement?

**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: Waves 1-45. 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, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225 and 1,205 completed surveys.)

Historical data



# Weekly Scorecard: The Good

Expectations for the  
pandemic worsening



Perceived safety of  
travel activities





# Weekly Scorecard: The Bad

Expectations for the  
pandemic worsening



Perceived safety of  
travel activities



Travel  
Readiness



Excitement to travel  
right now



Excitement to travel  
in 2021



Confidence in ability  
to travel safely



Inability to fully enjoy  
travel right now



Loss of interest in  
travel right now



Openness to travel  
inspiration



Interest in discounts  
as a travel motivator



## AMERICAN TRAVEL SENTIMENT

### PANDEMIC-PERIOD RECORD-HIGHS: THE WEEK OF JANUARY 11<sup>TH</sup>, 2021



Americans' openness to travel inspiration (measuring 6.0 on a scale of 0-10)



Those in a travel readiness state-of-mind (58.6%)



Excitement levels about travel in 2021 (6.1 on a scale of 0-10)



The percent of American travelers who believe the COVID-19 vaccines are safe (67.8%)



The proportion of American travelers who are more optimistic about being able to safely travel in the next six months due to vaccine availability (56.4%)



The percent of American travelers saying they have begun planning and booking trips specifically in anticipation of vaccines being available (33.7%)



The percent of American travelers who say discounts and price cuts can motivate them to take a trip they had not previously considered (43.0%)



The percent of American travelers that said they would be happy if they saw an advertisement promoting their community as a place for tourists to come visit when it is safe (40.3%)



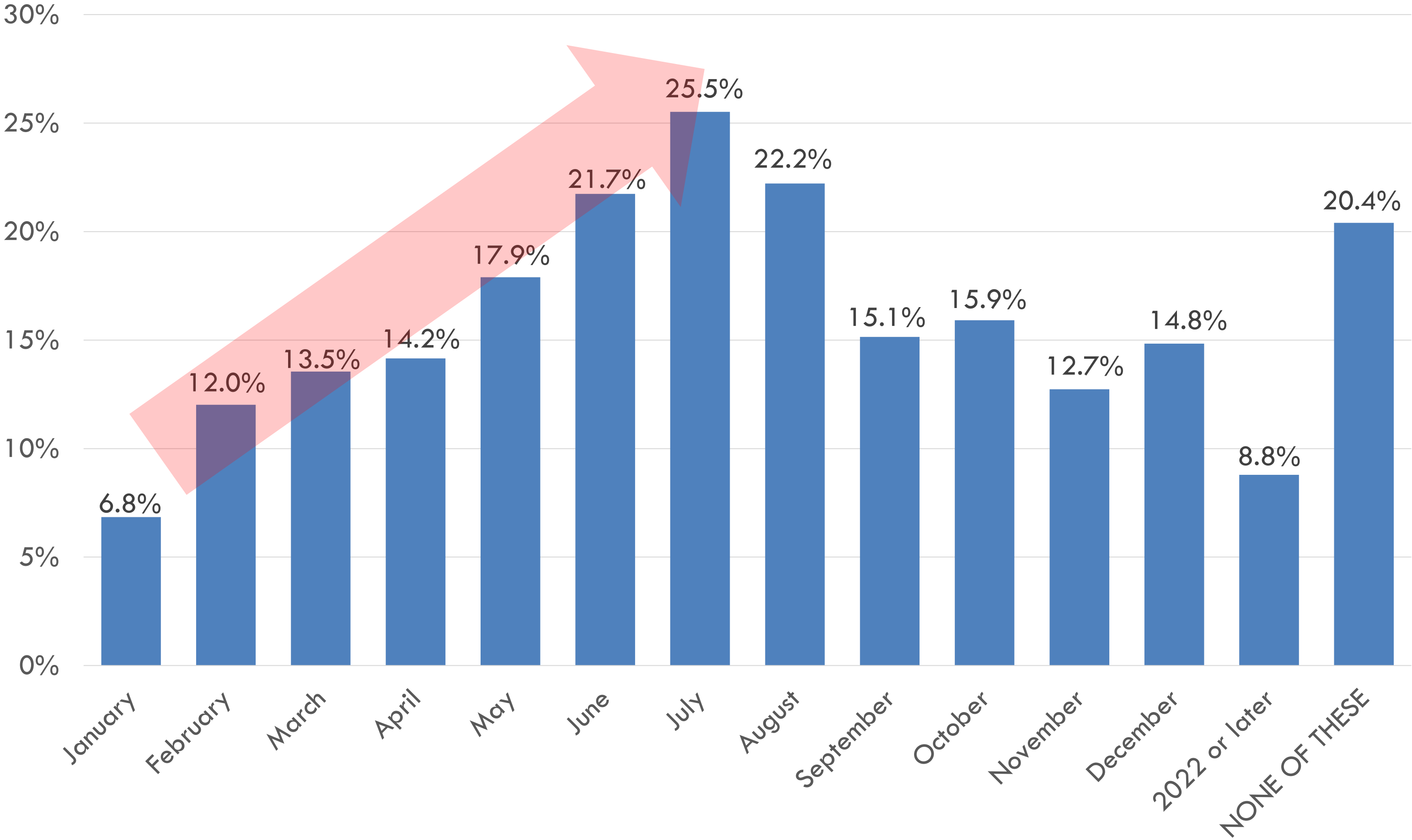
A man in a dark sweater and blue jeans is crouching on a rocky mountain peak, looking through binoculars. The background features a vast mountain range with green and brown slopes, and a blue sky with scattered white clouds. The text "LOOKING AHEAD FOR 2021" is overlaid in white, bold, sans-serif font.

**LOOKING AHEAD FOR 2021**

# MONTHS OF EXPECTED LEISURE TRIPS IN 2021

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

(Base: Waves 45 data. All respondents, 1,205 completed surveys. Data collected January 15-17, 2021)



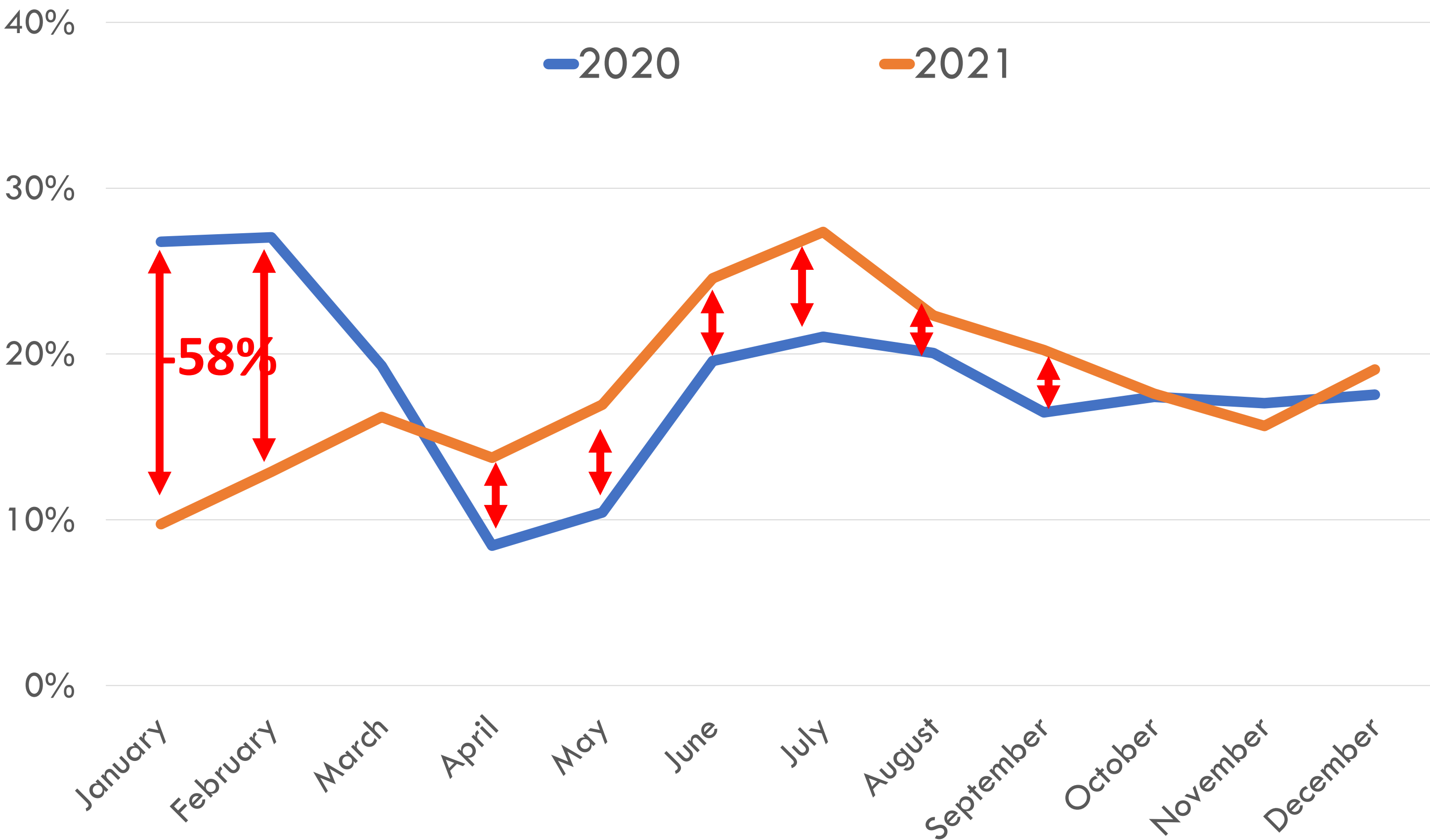


# 2020 MONTHS OF TRAVEL VS. 2021 MONTHS OF EXPECTED LEISURE TRAVEL

**Question:** In which month(s) of 2020 did you travel for any reason?  
(Select all the months you traveled)

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

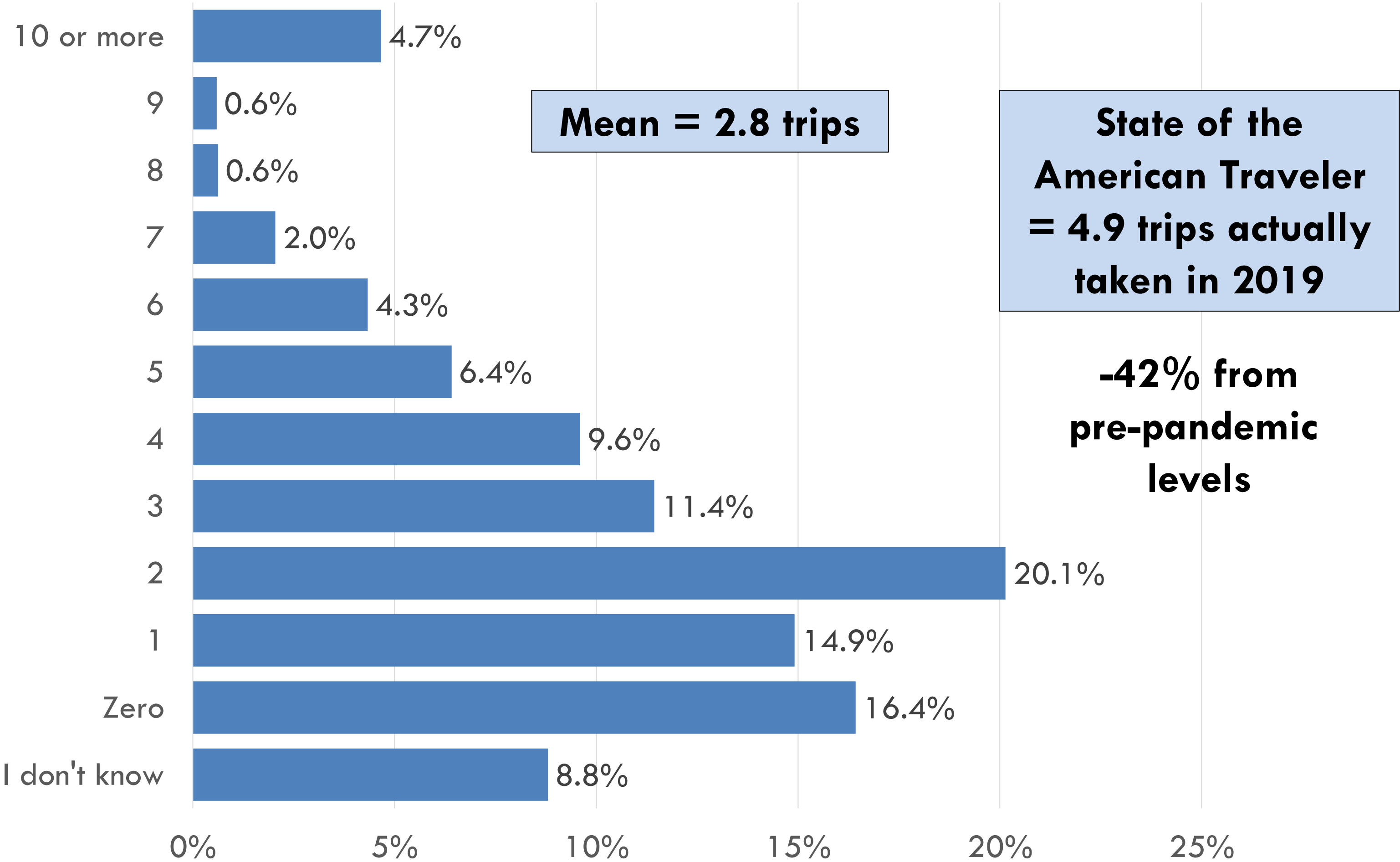
(Base: Waves 44 data. All respondents, 1,225 completed surveys. Data collected January 8-10, 2021)



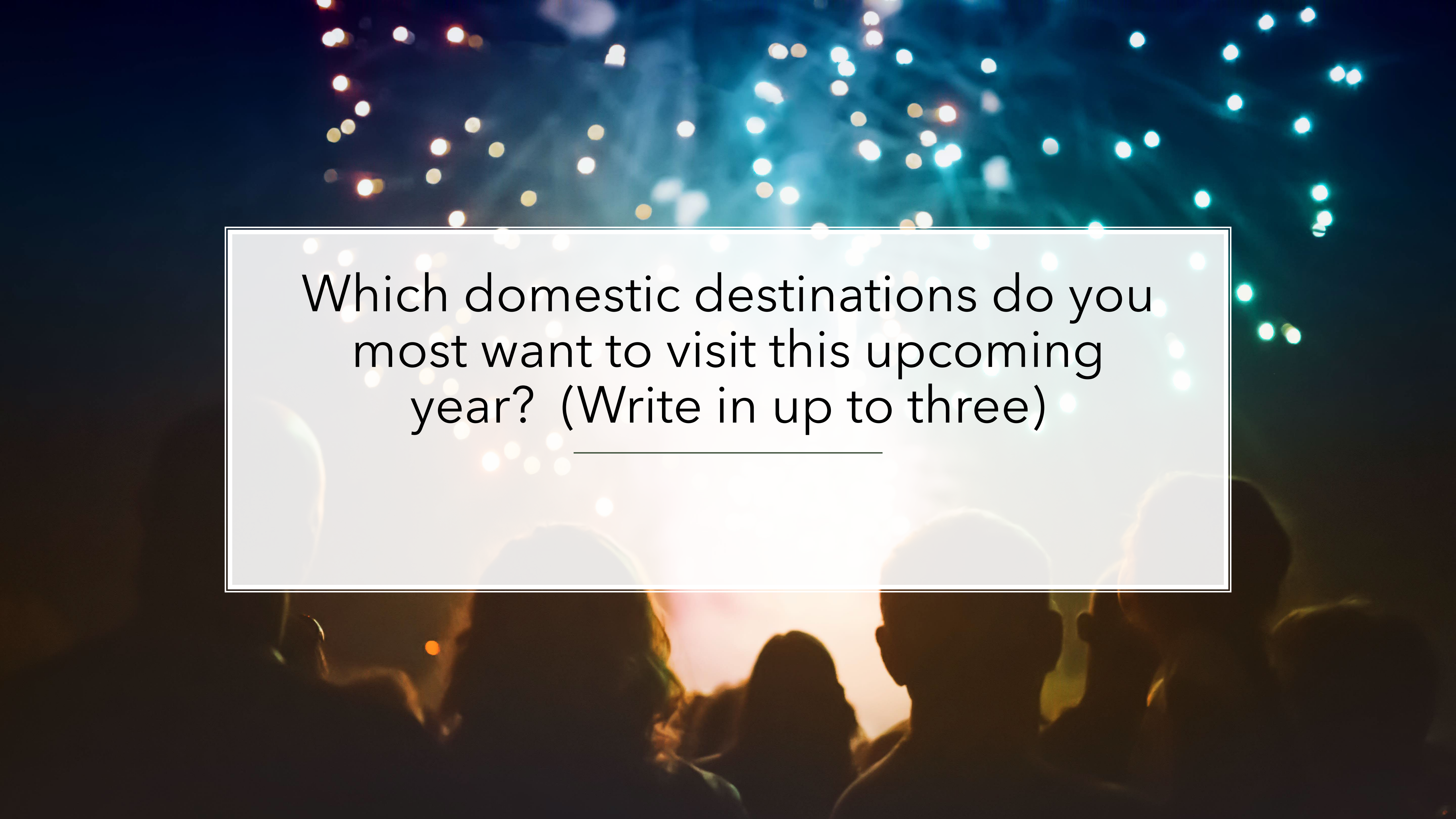
# EXPECTED NUMBER OF LEISURE TRIPS IN 2021

**Question:** IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in 2021? (Select one)

(Base: Waves 45 data. All respondents, 1,110 completed surveys. Data collected January 15-17, 2021)





The background of the slide features a dark night scene. In the foreground, the silhouettes of a crowd of people are visible, looking upwards. The background is filled with numerous out-of-focus lights, creating a bokeh effect. These lights are primarily in shades of blue and white, with some warmer yellow and orange tones near the bottom, suggesting a light source like a sunset or a large fire. The overall atmosphere is festive and celebratory.

Which domestic destinations do you  
most want to visit this upcoming  
year? (Write in up to three)

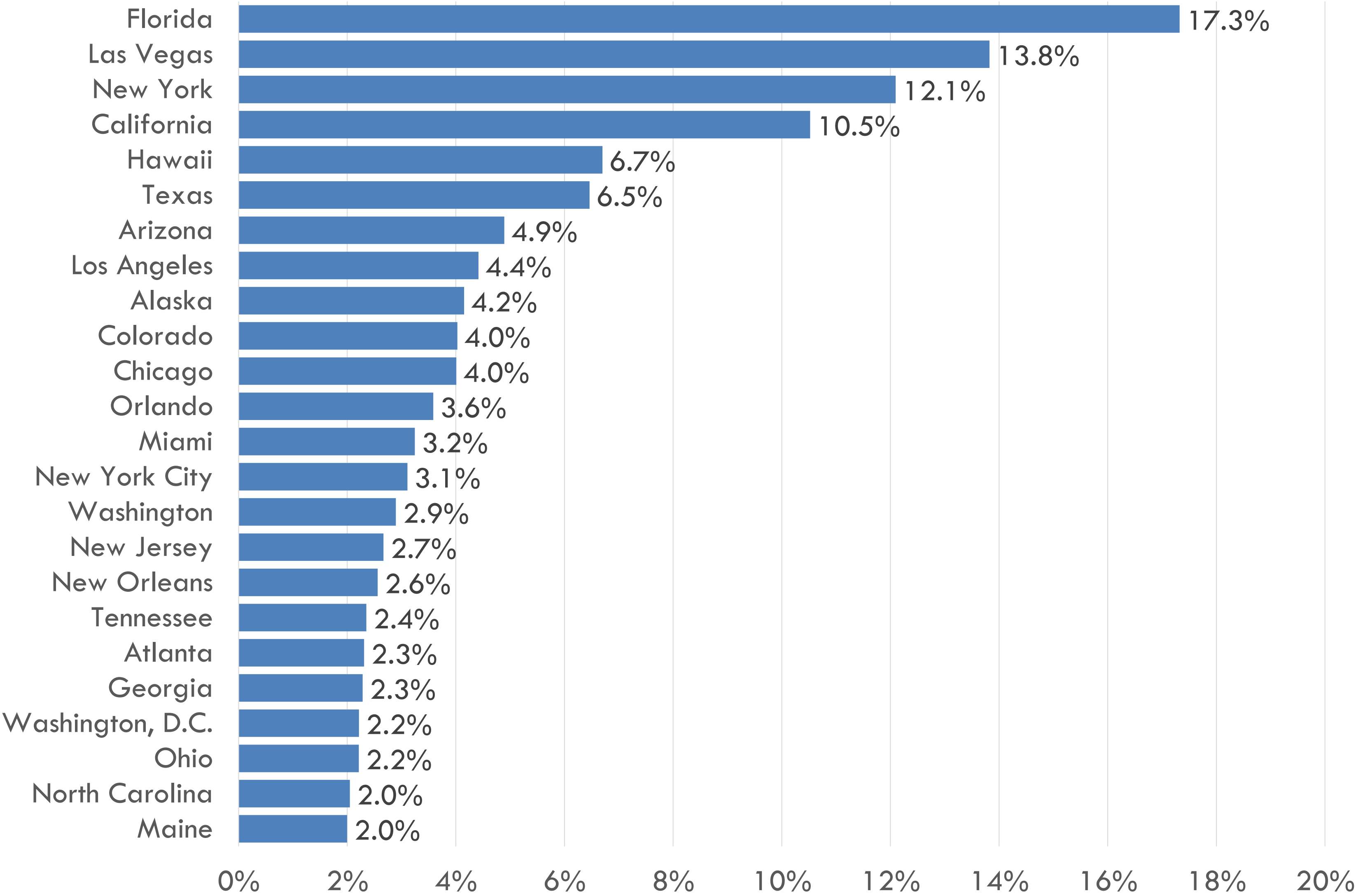
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# MOST DESIRED DOMESTIC DESTINATIONS

**Question:** Which domestic destinations do you most want to visit this upcoming year? (Write in up to three)

(Base: Waves 45 data. All respondents, 1,205 completed surveys. Data collected January 15-17, 2021)

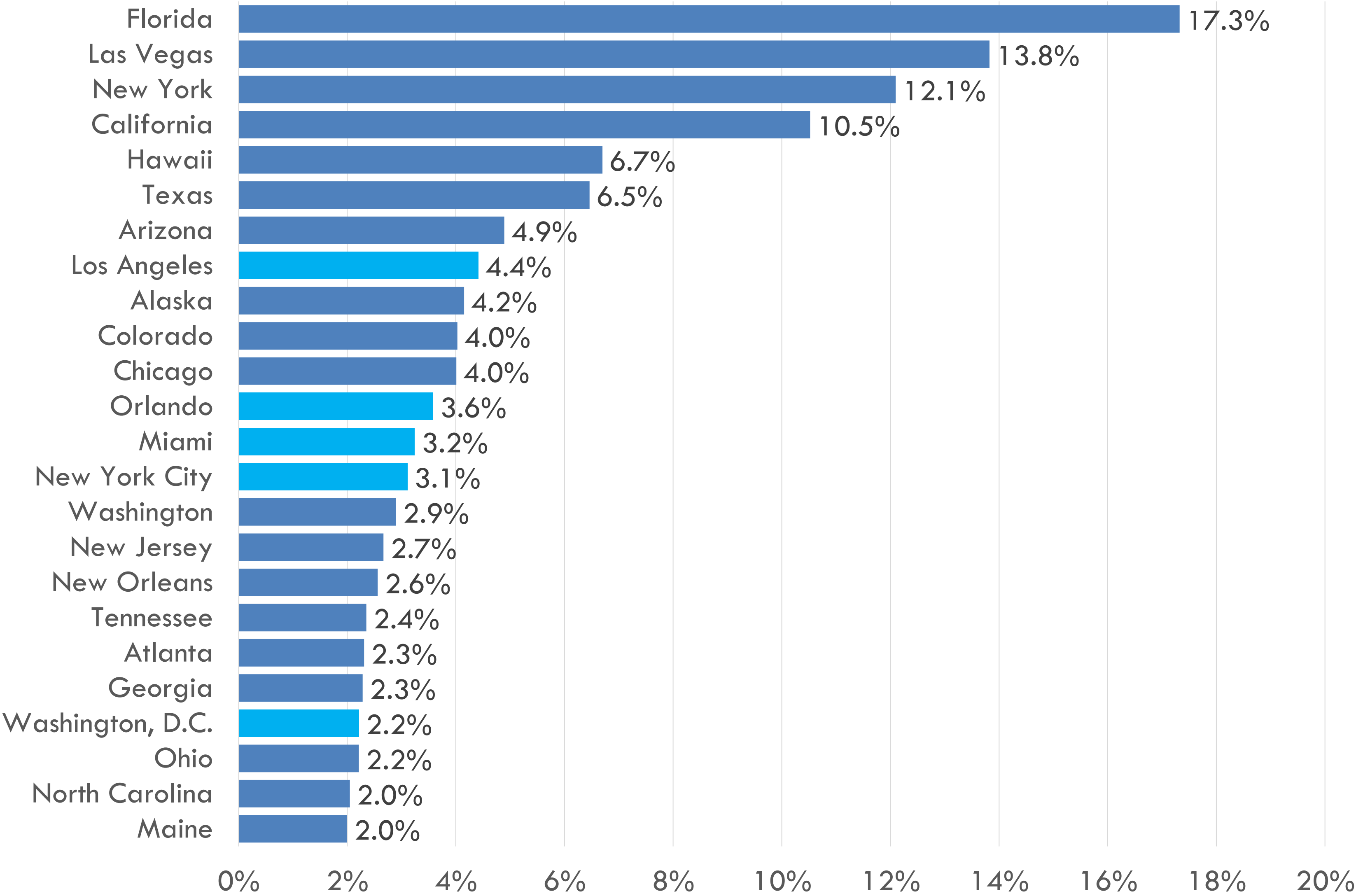




# MOST DESIRED DOMESTIC DESTINATIONS

**Question:** Which domestic destinations do you most want to visit this upcoming year? (Write in up to three)

(Base: Waves 45 data. All respondents, 1,205 completed surveys. Data collected January 15-17, 2021)





The background of the image shows a crowd of people at night, with their silhouettes visible against a bright, warm light source, possibly a sunset or stage lights. Above the crowd, there are numerous out-of-focus lights in shades of blue, teal, and white, creating a bokeh effect. A semi-transparent white rectangular box with a thin black border is centered in the image, containing the text.

What ONE EXPERIENCE do you most  
want to have on your trips in 2021?

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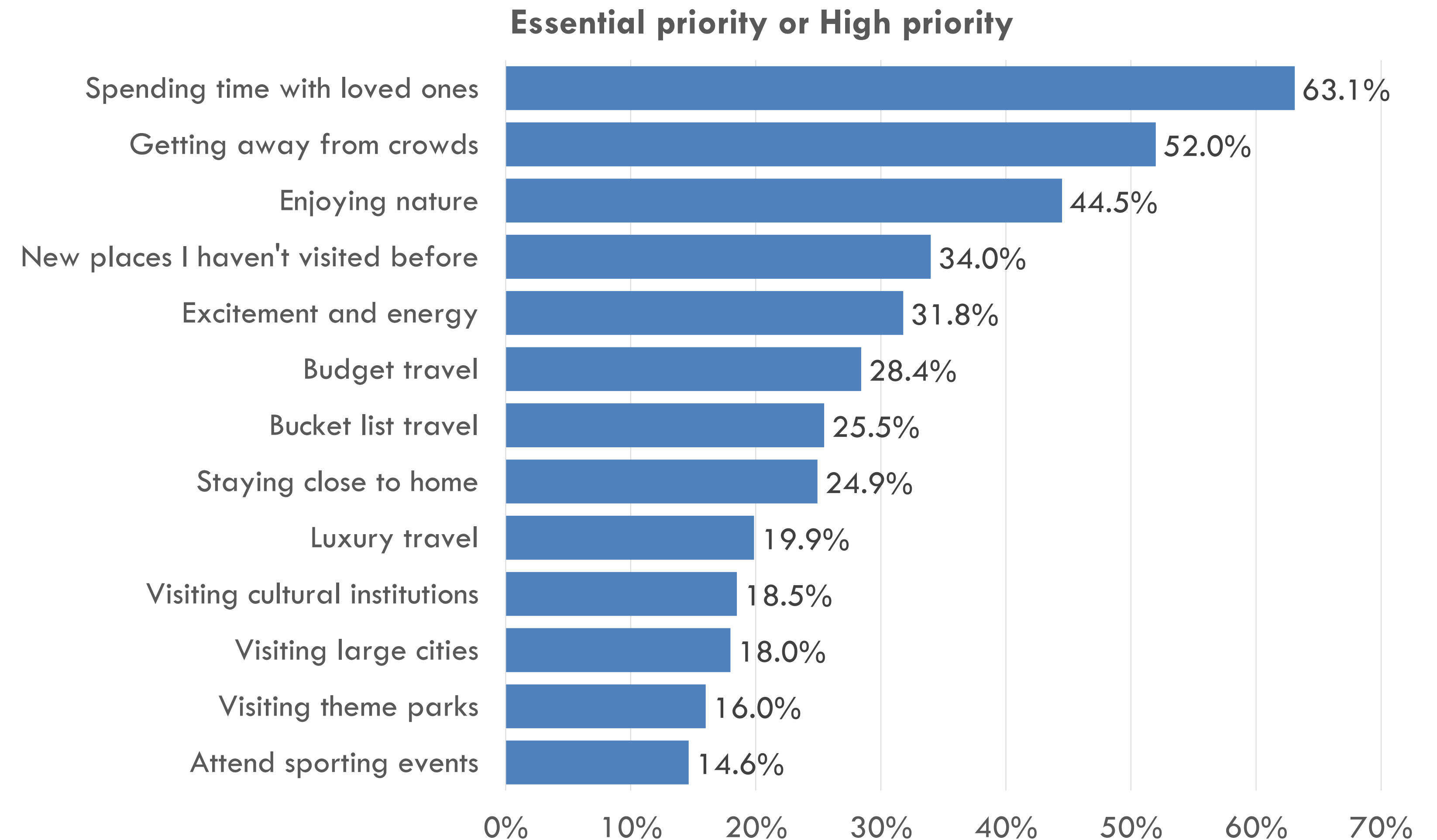




# PRIORITIZATION OF TRAVEL EXPERIENCES IN 2021

**Question:** Thinking about your travel during 2021, what travel experiences will you prioritize? However you personally define each, use the scale provided to indicate how you will prioritize them.

(Base: Wave 39 data. All respondents, 1,204 completed surveys. Data collected December 4-6, 2020)

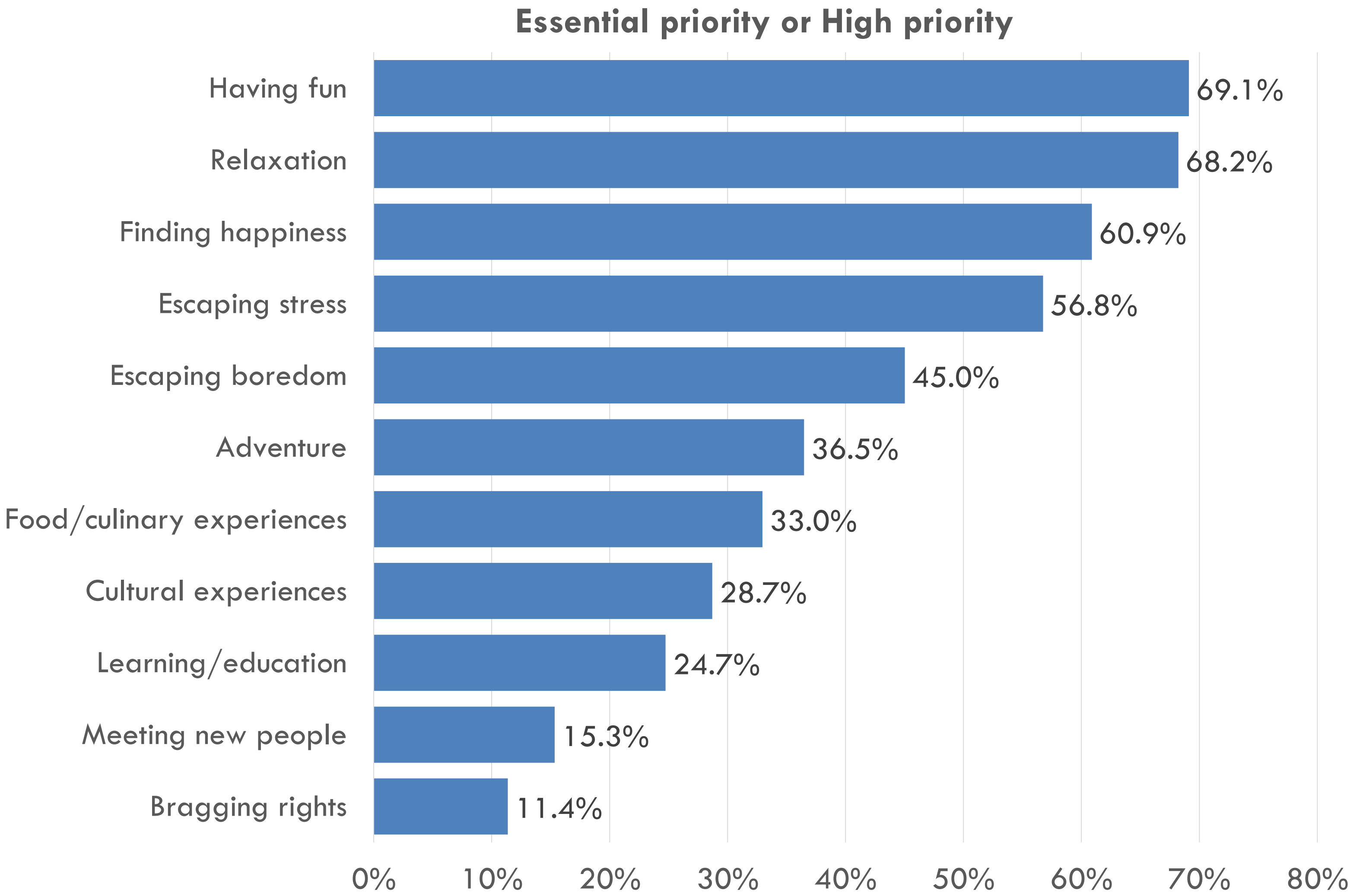




# PRIORITIZATION OF TRAVEL EXPERIENCES IN 2021

**Question:** Continuing this line of thought: Thinking about your travel during 2021, what travel experiences will you prioritize? However you personally define each, use the scale provided to indicate how you will prioritize them.

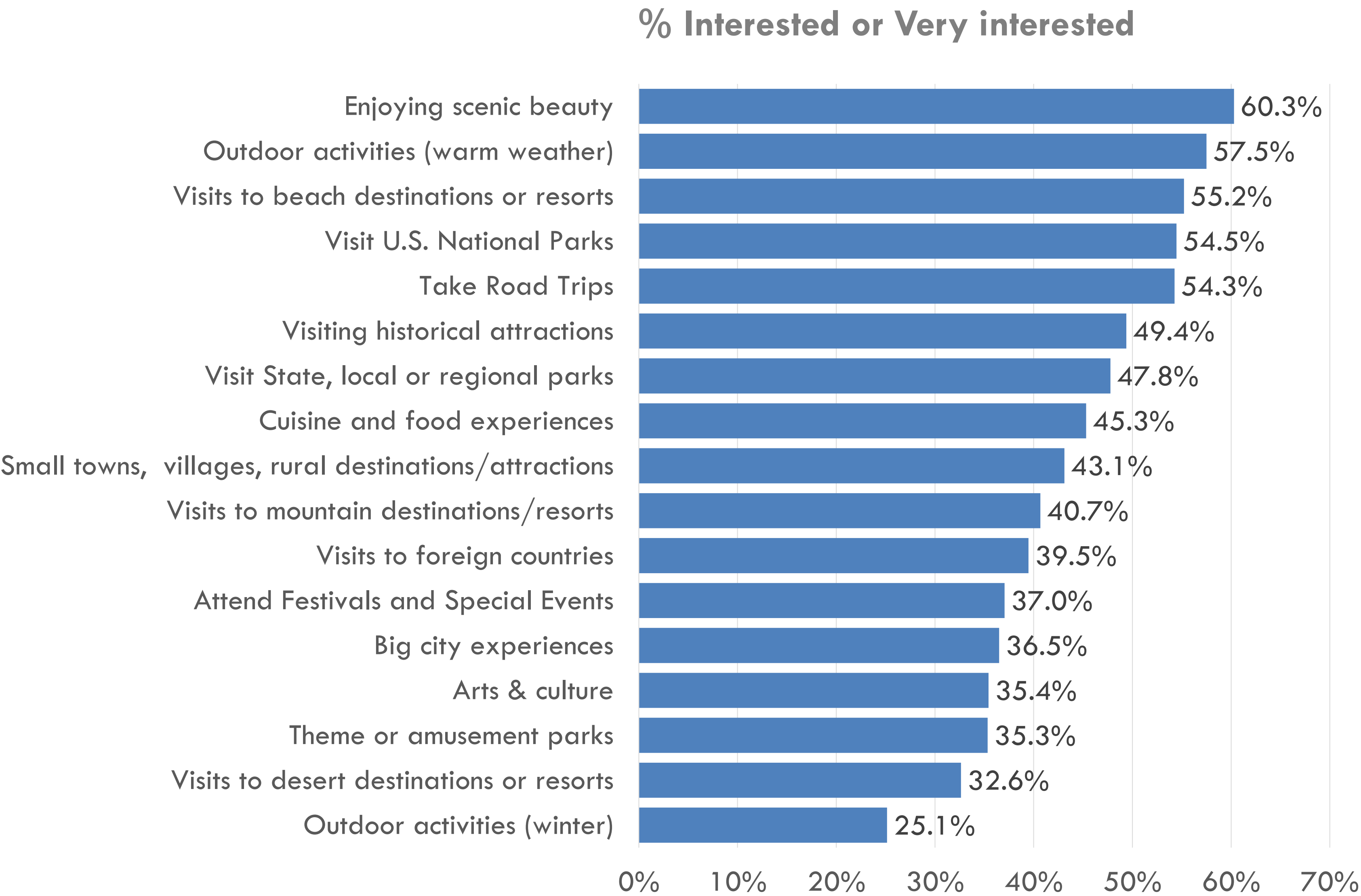
(Base: Wave 39 data. All respondents, 1,204 completed surveys.  
Data collected December 4-6, 2020)



# INTEREST IN TRIP CHARACTERISTICS

**Question:** In general, how interested are you in taking **LEISURE TRIPS** which would include the following:

(Base: Waves 45 data. All respondents, 1,205 completed surveys. Data collected January 15-17, 2021)

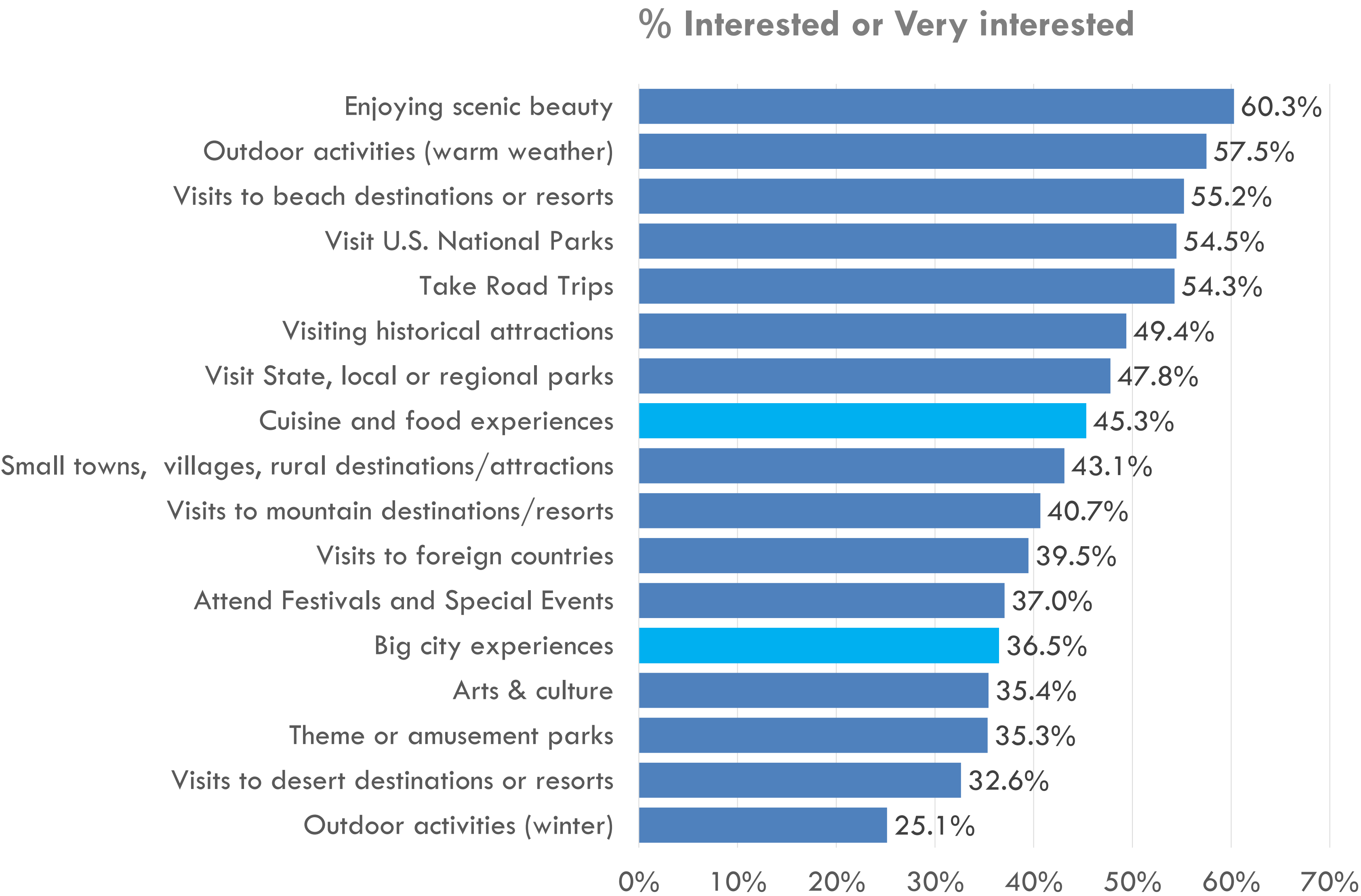




# INTEREST IN TRIP CHARACTERISTICS

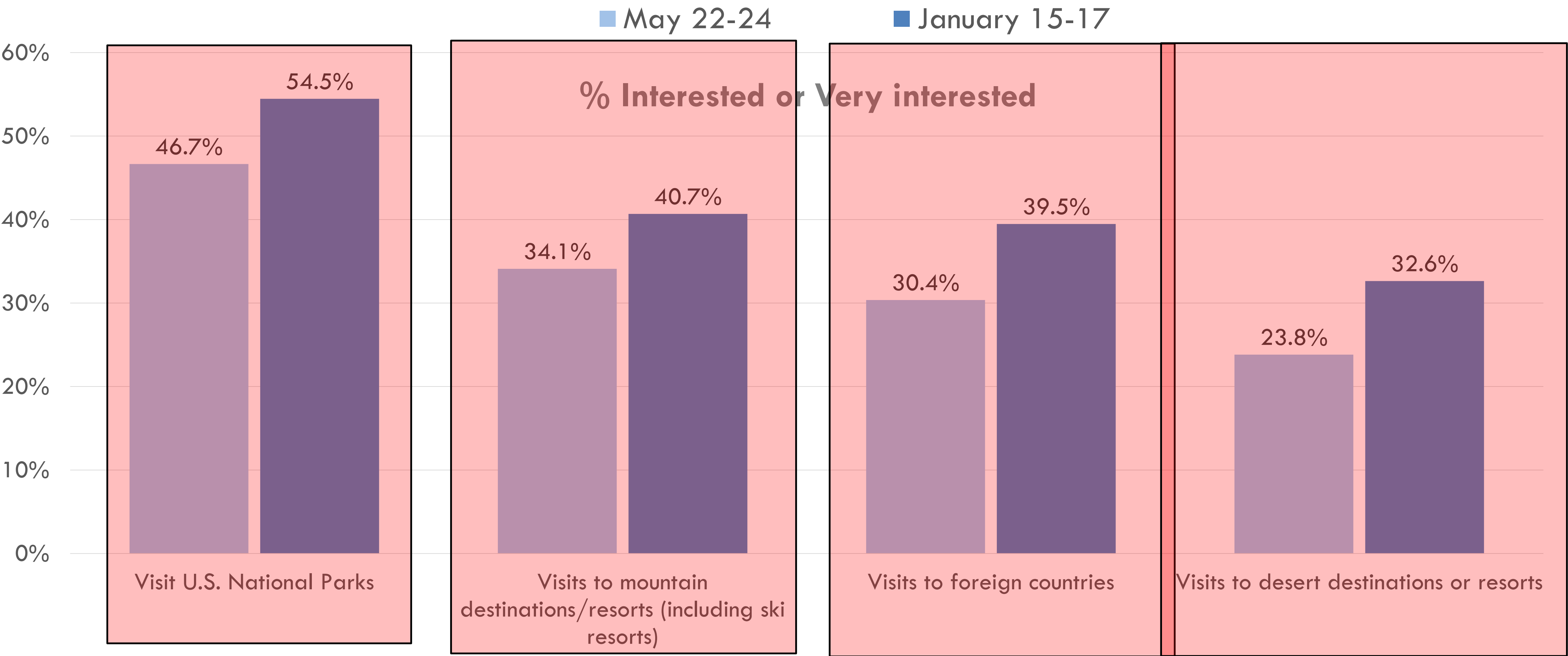
**Question:** In general, how interested are you in taking **LEISURE TRIPS** which would include the following:

(Base: Waves 45 data. All respondents, 1,205 completed surveys. Data collected January 15-17, 2021)



# INTEREST IN TRIP CHARACTERISTICS: SIGNIFICANT CHANGES

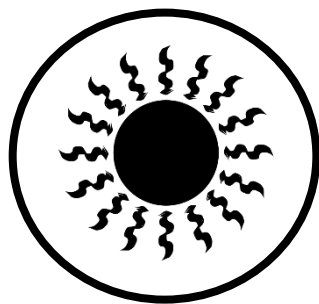
**Question:** In general, how interested are you in taking LEISURE TRIPS which would include the following:



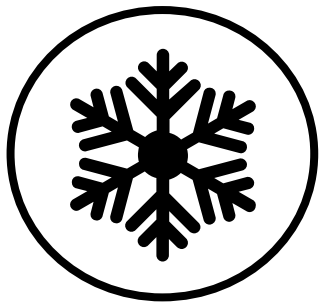
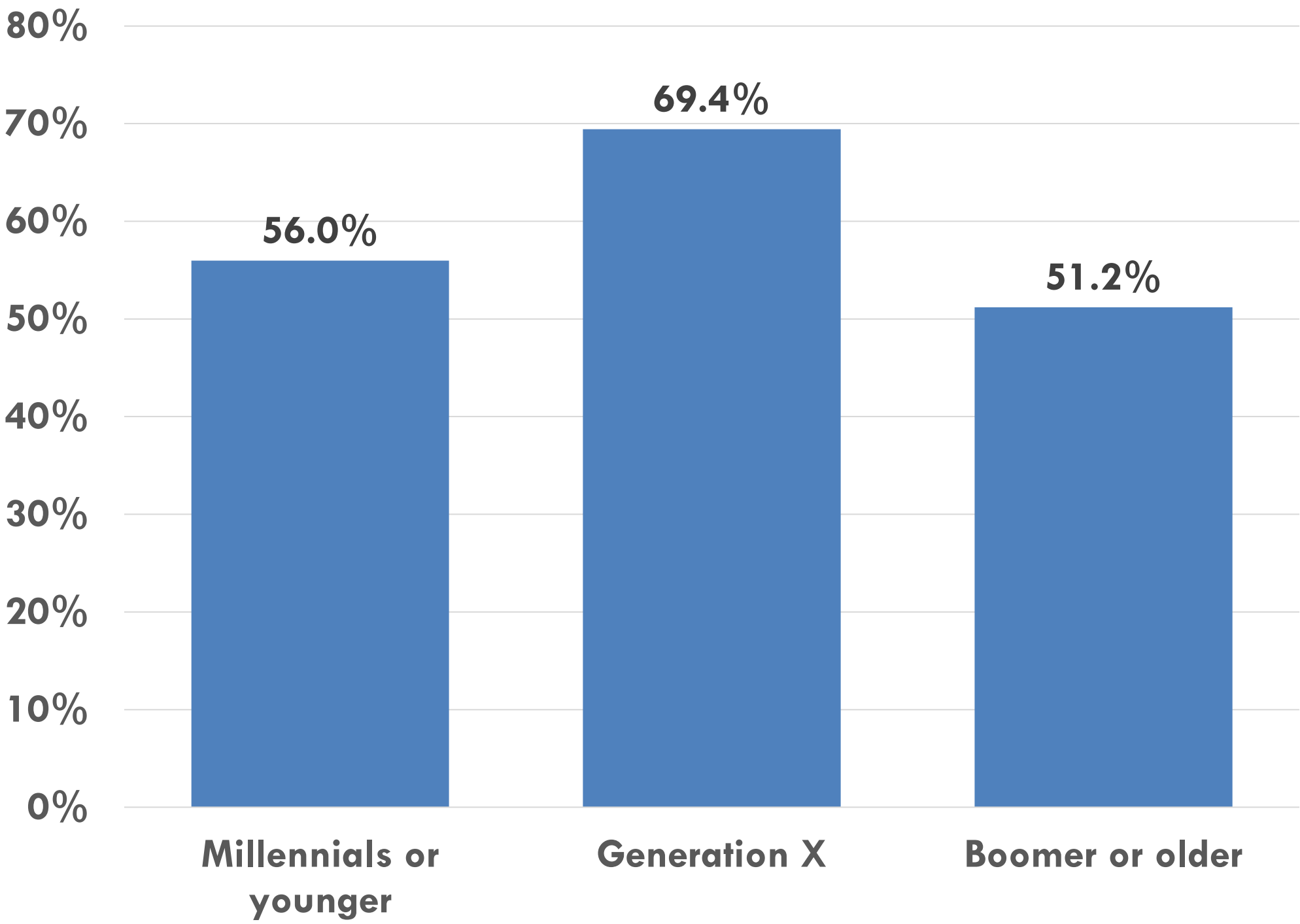


# INTEREST IN TRIP CHARACTERISTICS: GENERATIONAL DIFFERENCES

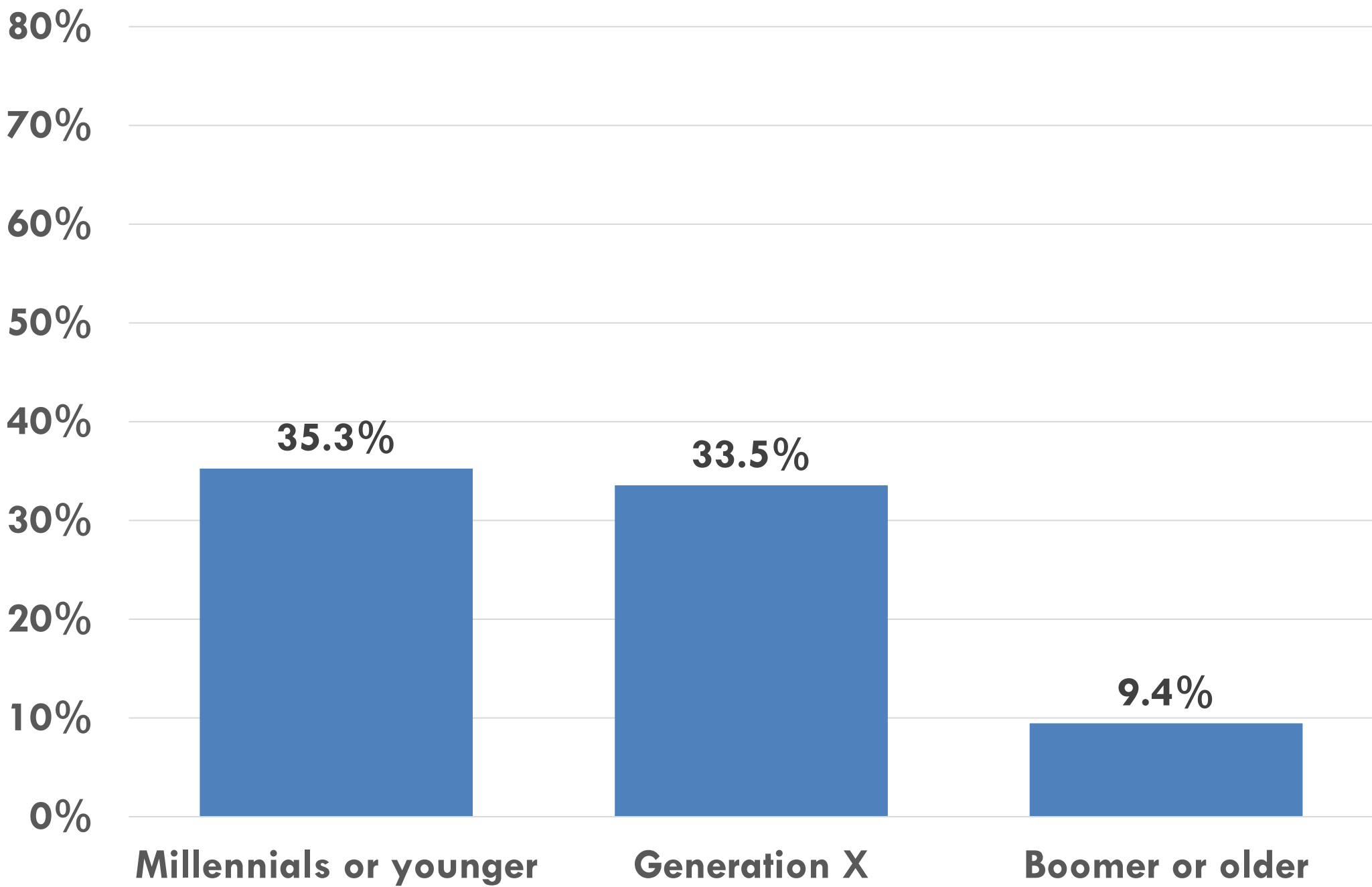
**Question:** In general, how interested are you in taking LEISURE TRIPS which would include the following:  
(% Interested or Very interested)



Outdoor Activities (Warm Weather)

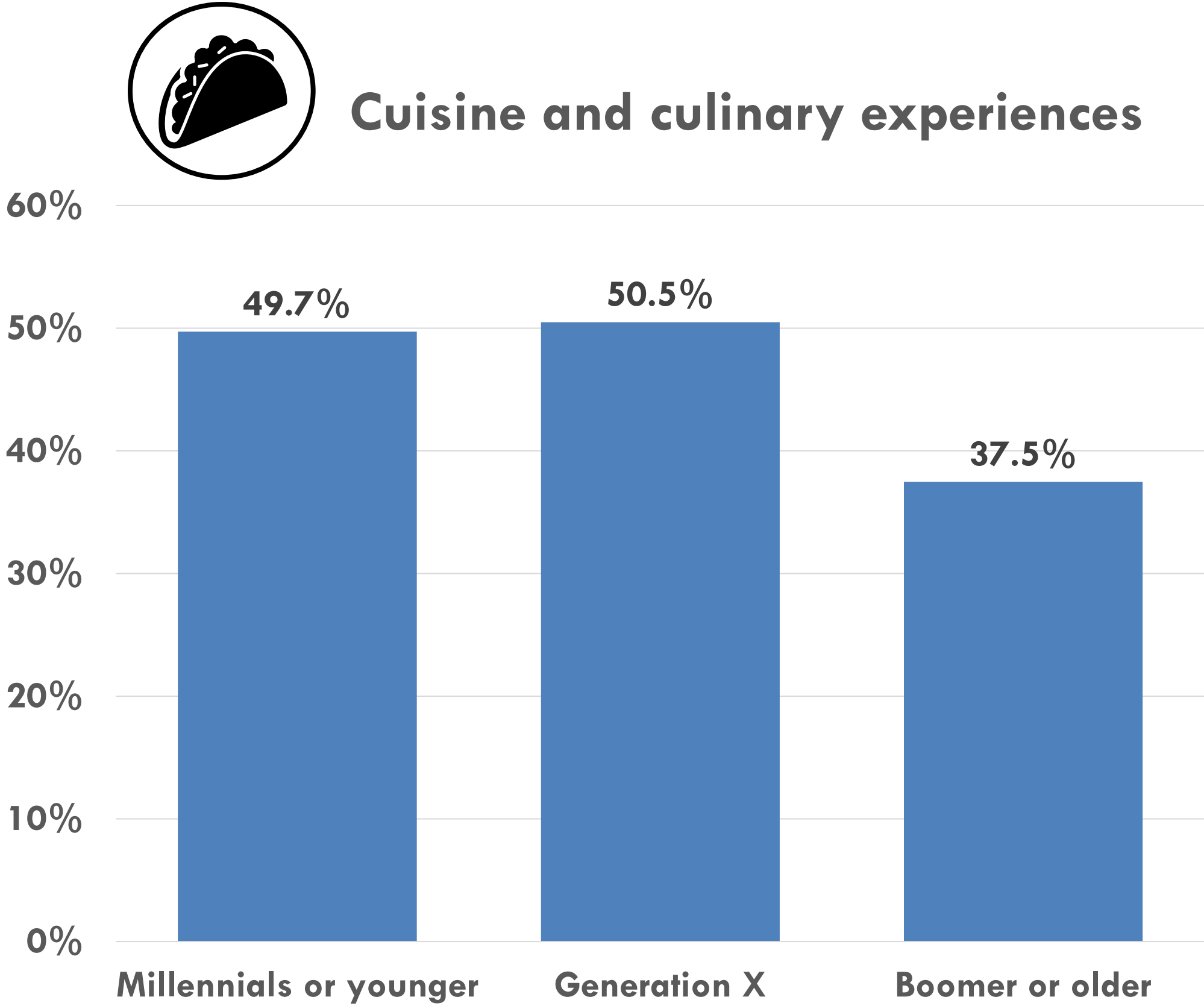
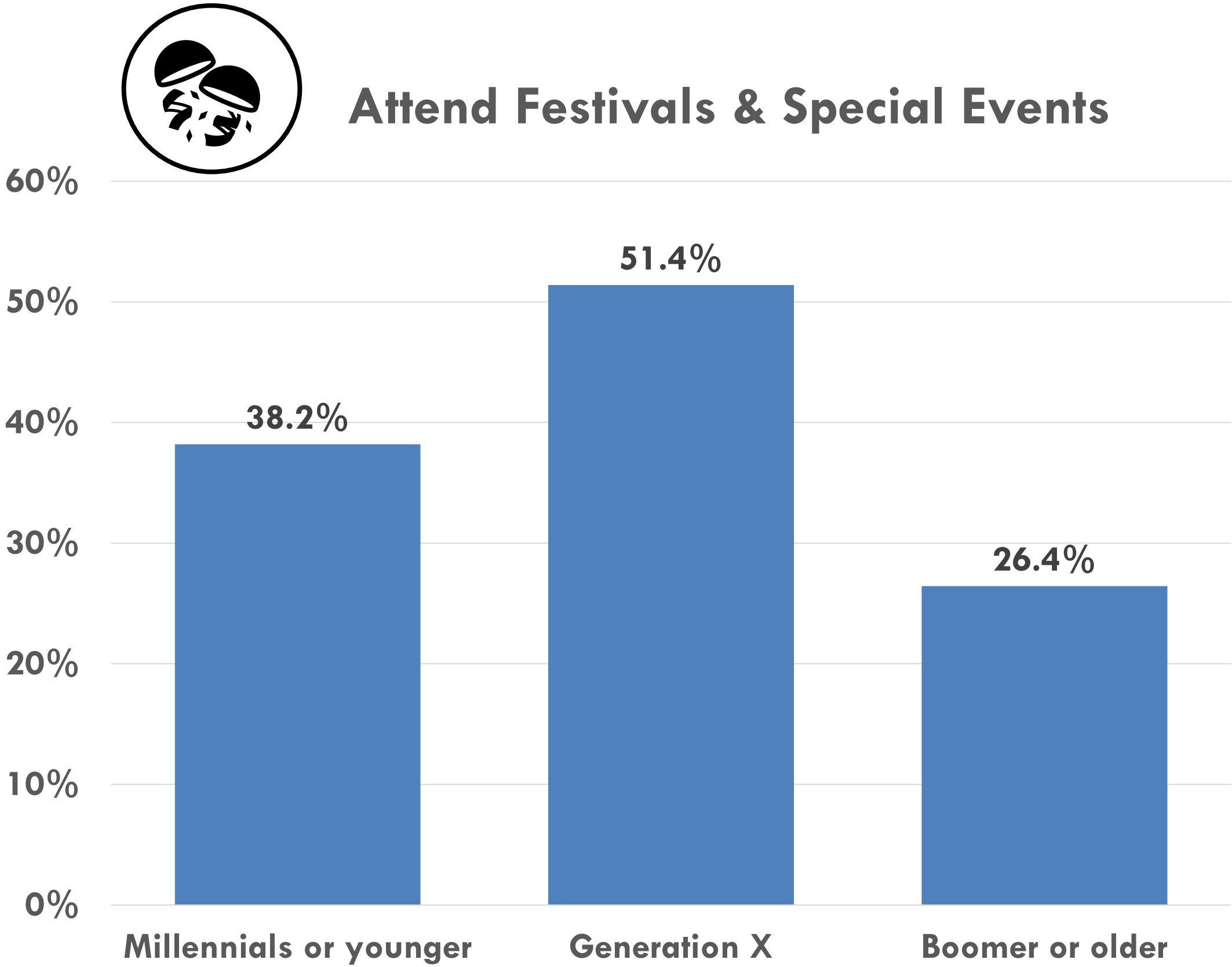


Outdoor Activities (Winter)



# INTEREST IN TRIP CHARACTERISTICS: GENERATIONAL DIFFERENCES

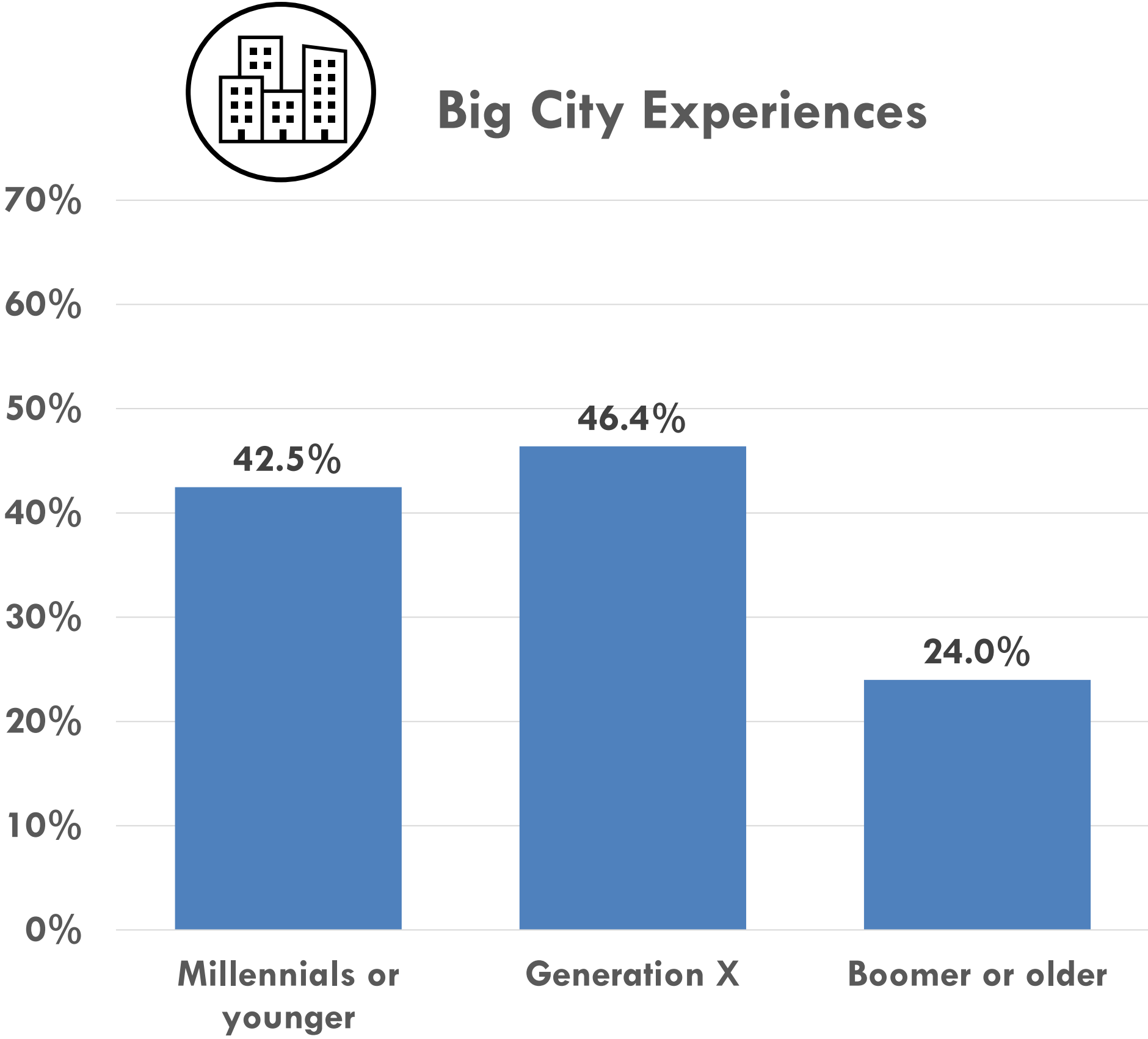
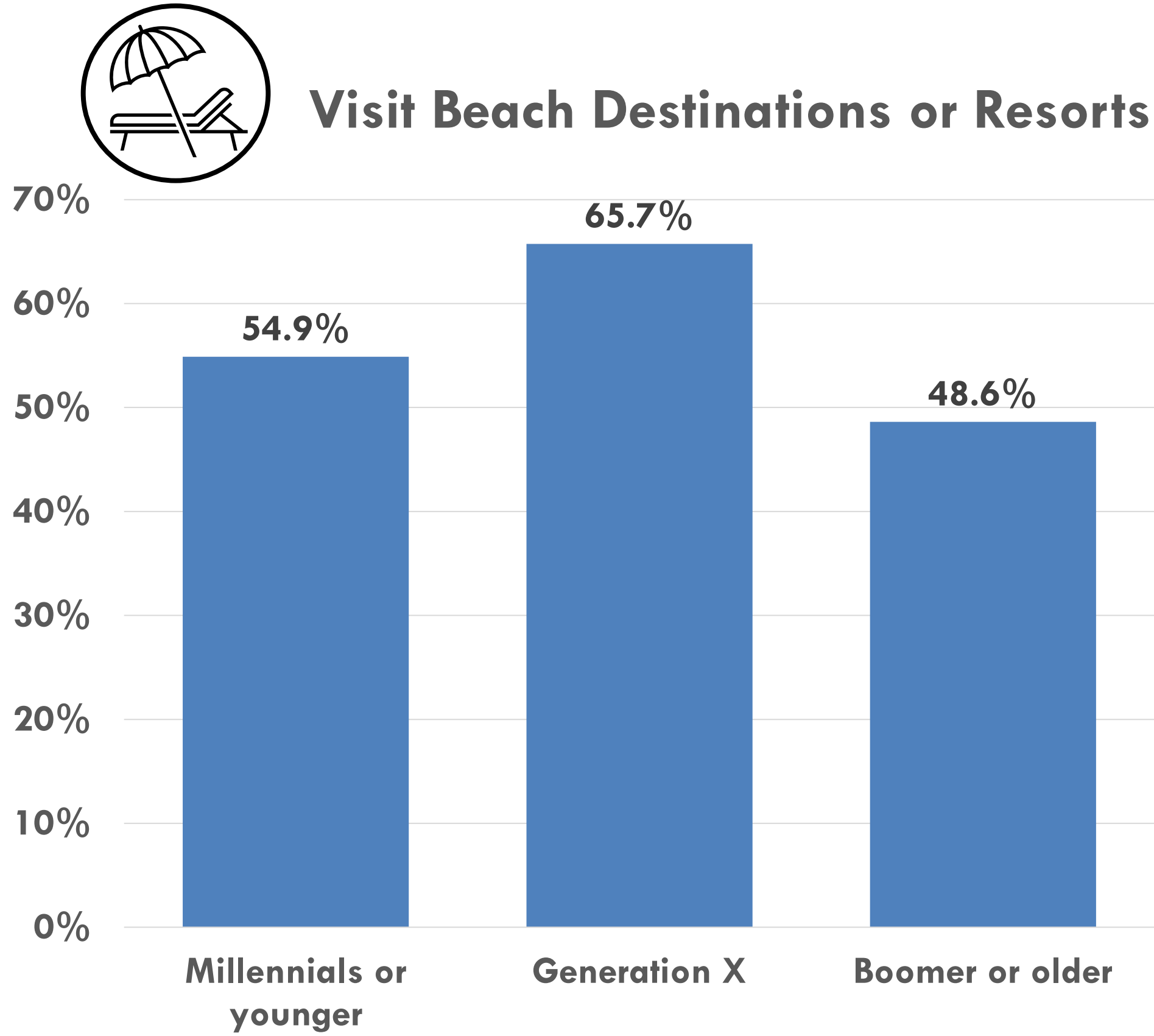
**Question:** In general, how interested are you in taking LEISURE TRIPS which would include the following:  
(% Interested or Very interested)





# INTEREST IN TRIP CHARACTERISTICS: GENERATIONAL DIFFERENCES

**Question:** In general, how interested are you in taking LEISURE TRIPS which would include the following:  
(% Interested or Very interested)

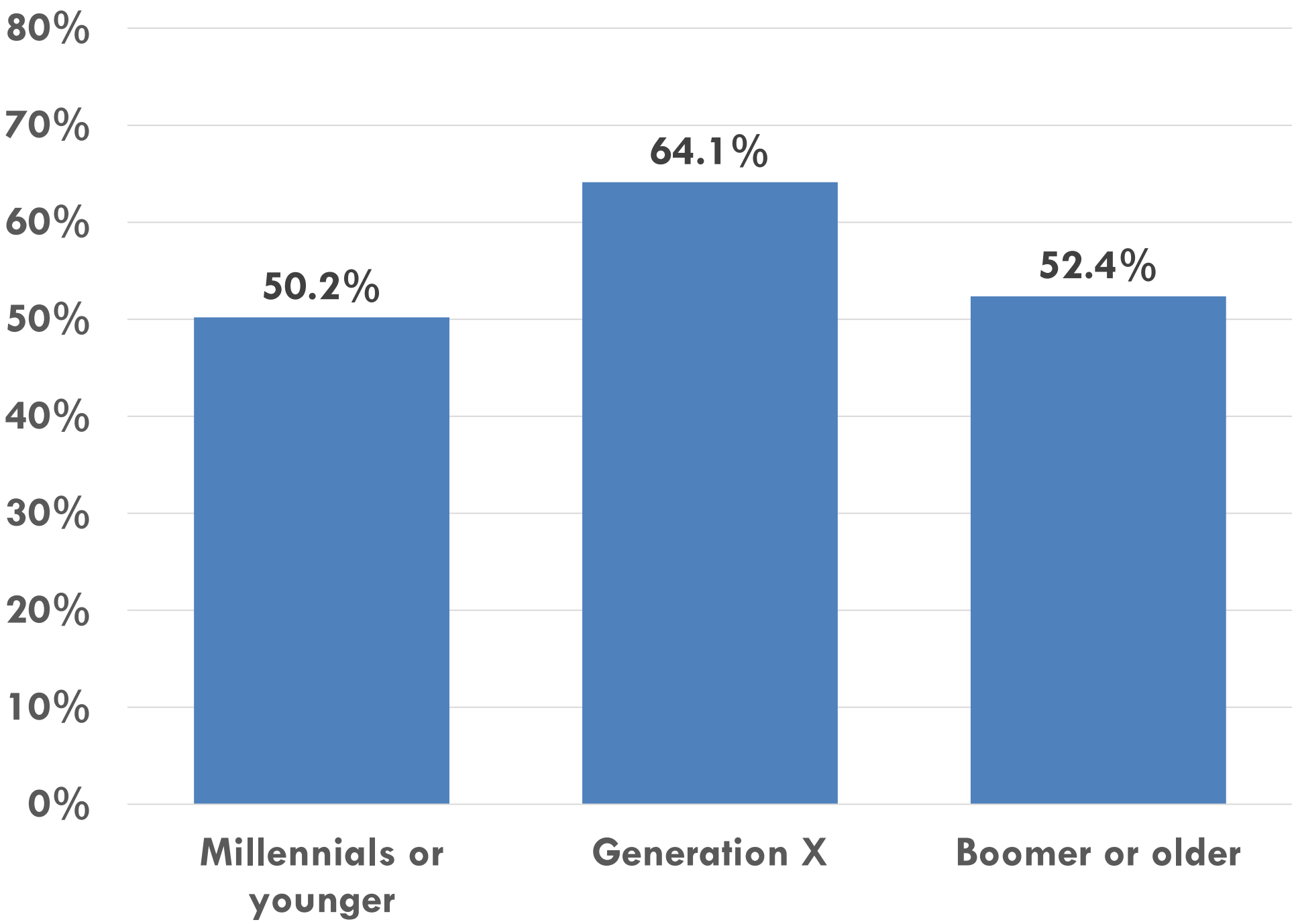


# INTEREST IN TRIP CHARACTERISTICS: GENERATIONAL DIFFERENCES

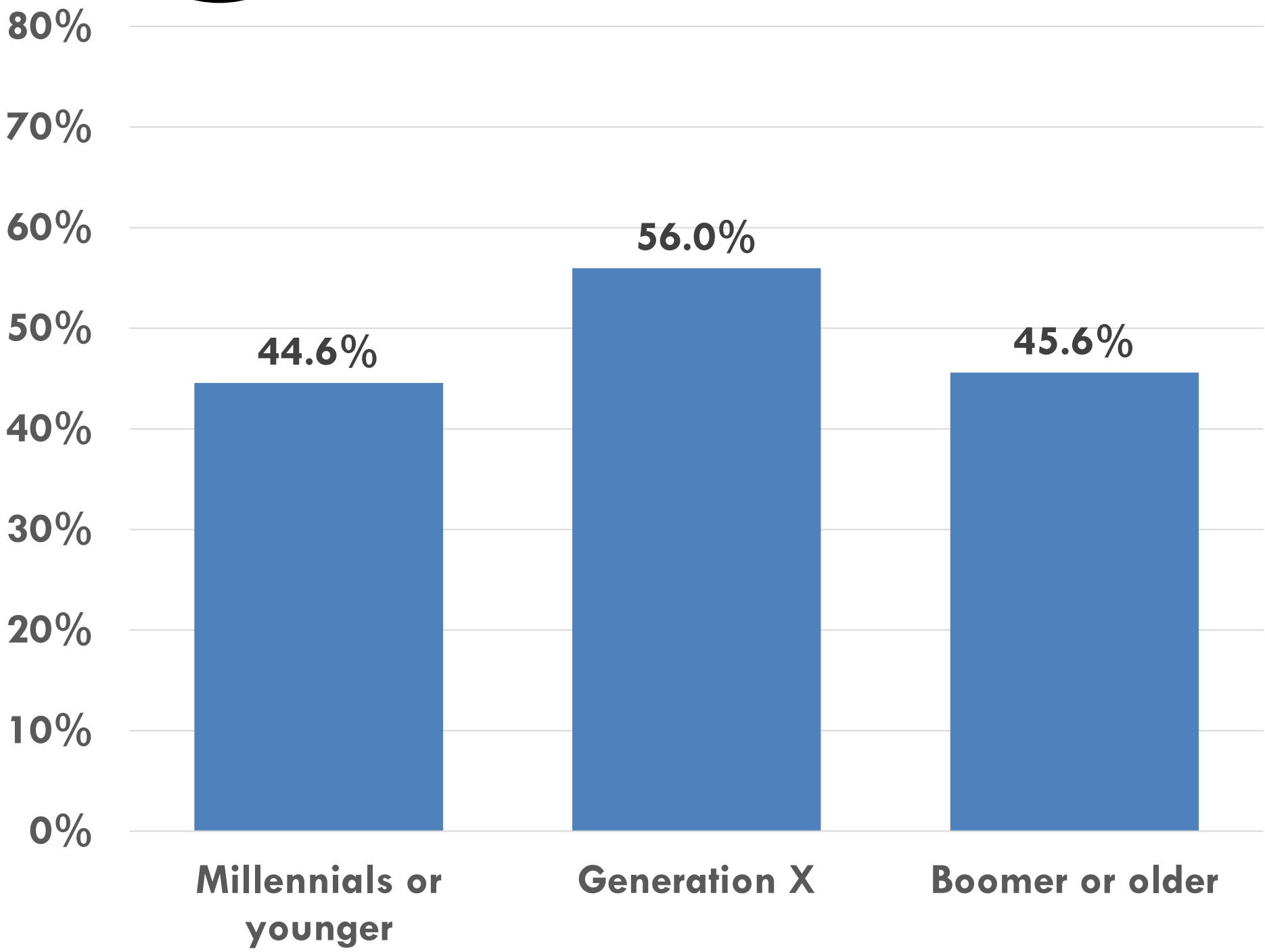
**Question:** In general, how interested are you in taking LEISURE TRIPS which would include the following:  
(% Interested or Very interested)



Visit U.S. National Parks



Visit State, local or regional parks



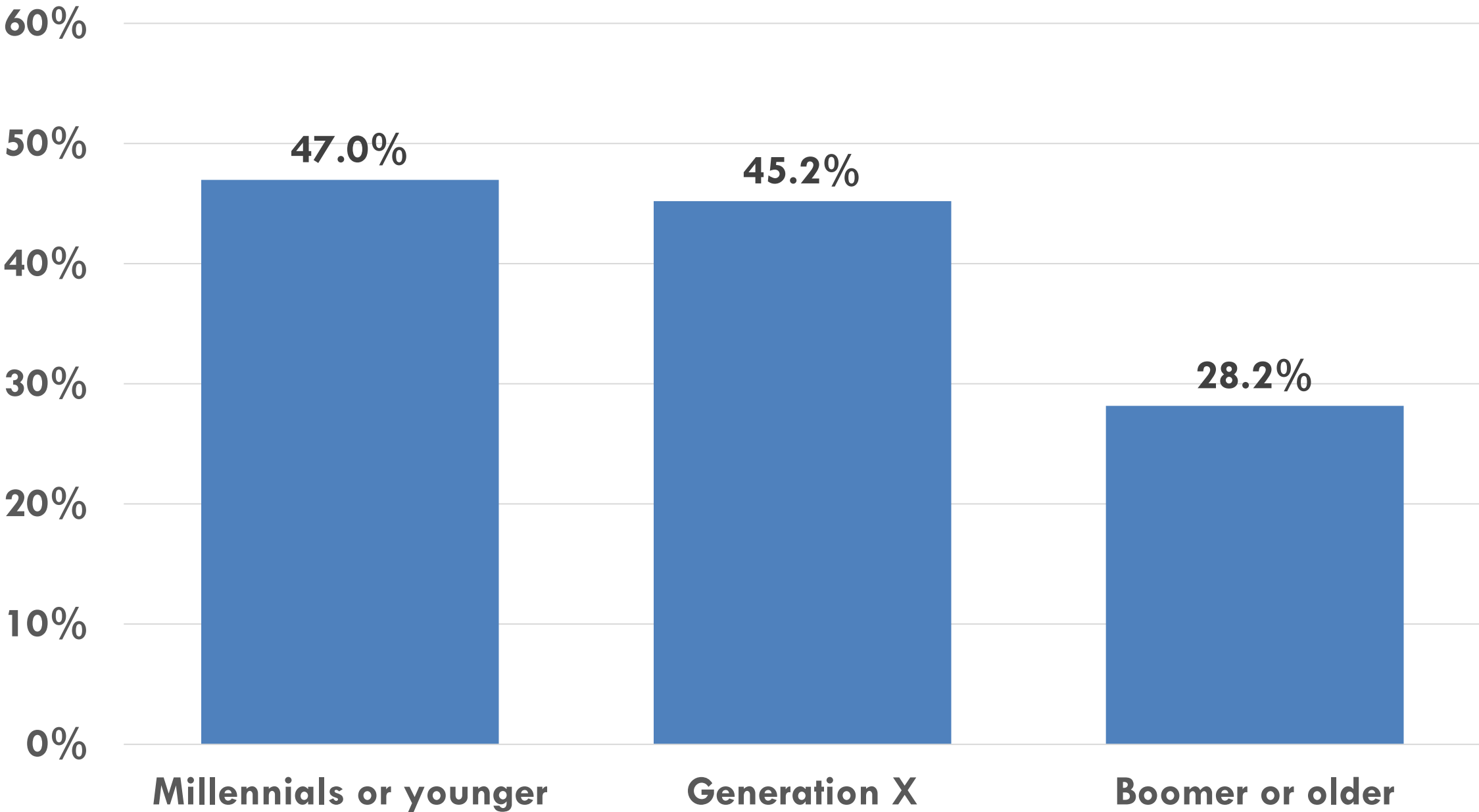


# INTEREST IN TRIP CHARACTERISTICS: GENERATIONAL DIFFERENCES

**Question:** In general, how interested are you in taking LEISURE TRIPS which would include the following:  
(% Interested or Very interested)



Visit Foreign Countries

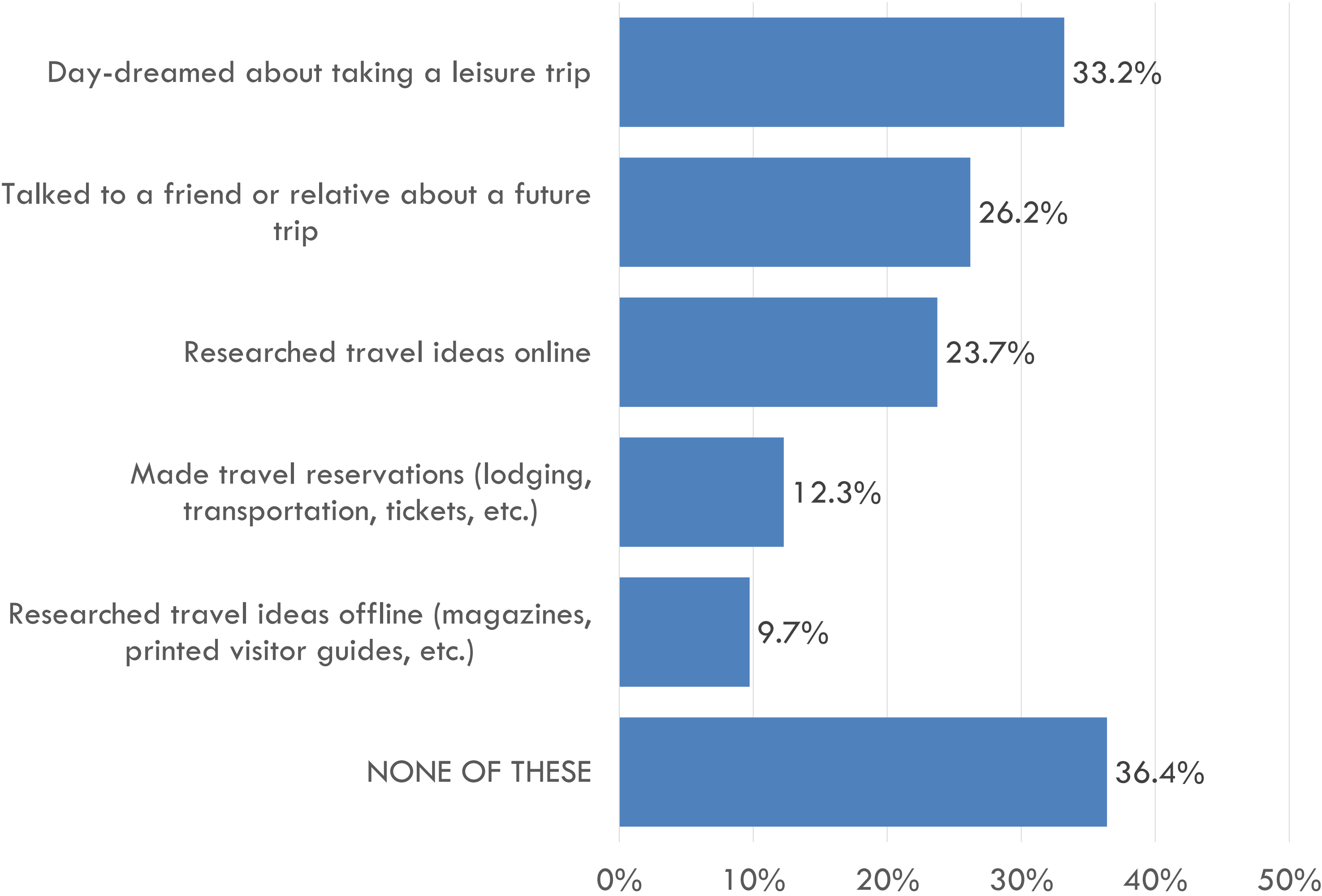


# TRAVEL PLANNING IN THE PAST WEEK

**Question:** In the PAST WEEK, which of the following have you done? (Select all that complete the sentence)

In the PAST WEEK I have

(Base: Waves 45 data. All respondents, 1,205 completed surveys. Data collected January 15-17, 2021)

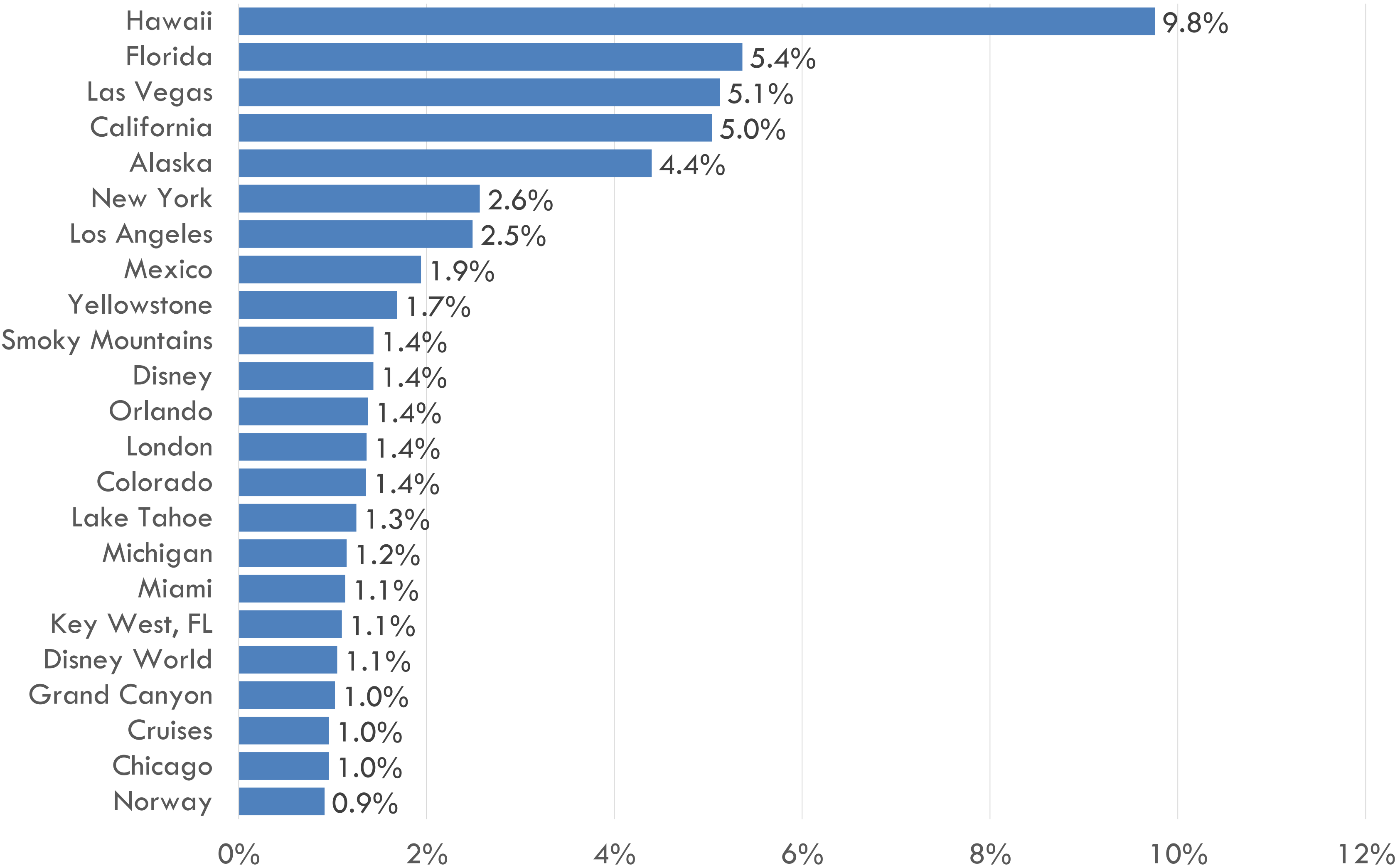




# DESTINATIONS DAYDREAMED ABOUT

**Question:** What destination(s) did you day-dream about visiting?

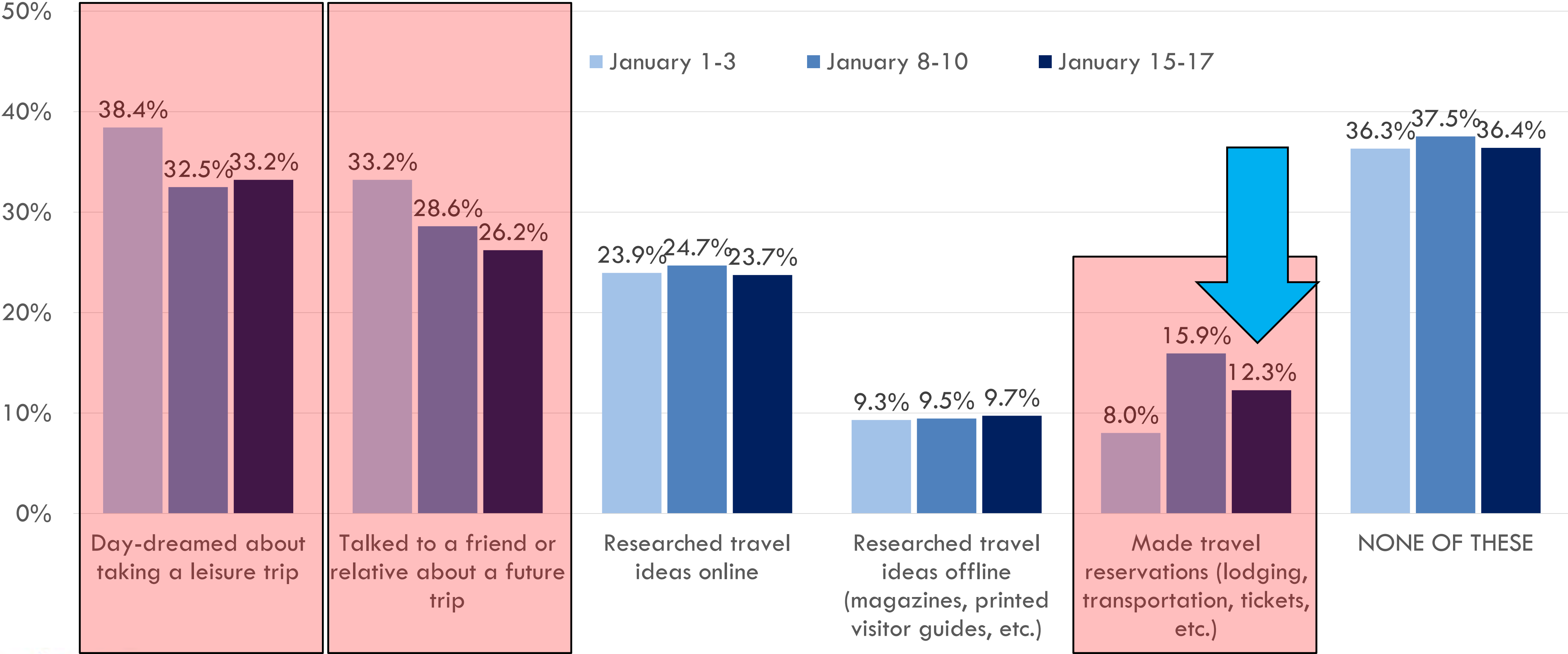
(Base: Waves 45 data. Respondents daydreaming about travel destinations, 400 completed surveys. Data collected January 15-17, 2021)



# TRAVEL PLANNING IN THE PAST WEEK

**Question:** In the PAST WEEK, which of the following have you done? (Select all that complete the sentence)

In the PAST WEEK I have \_\_\_\_\_

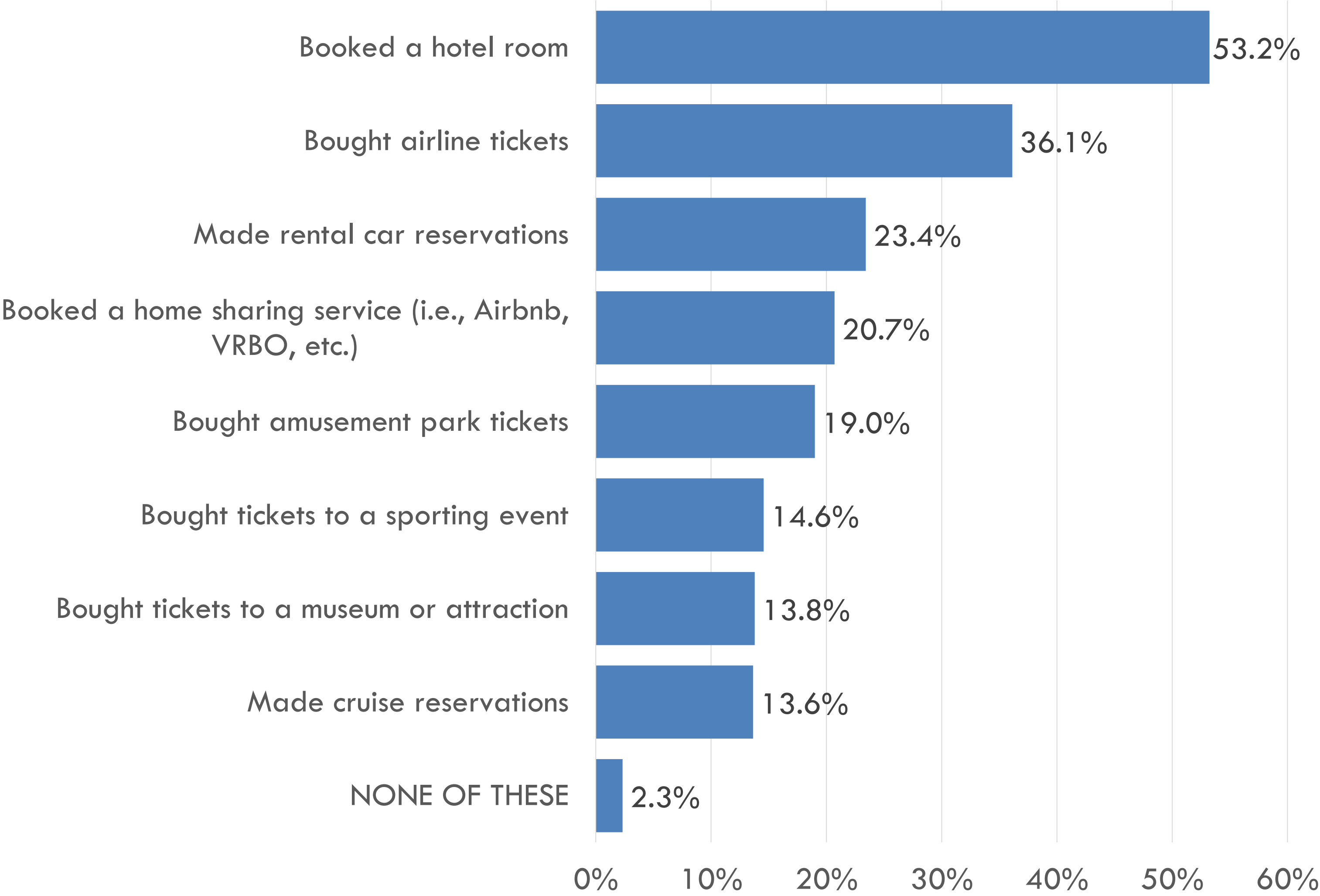




# TRAVEL RESERVATIONS MADE IN THE PAST WEEK

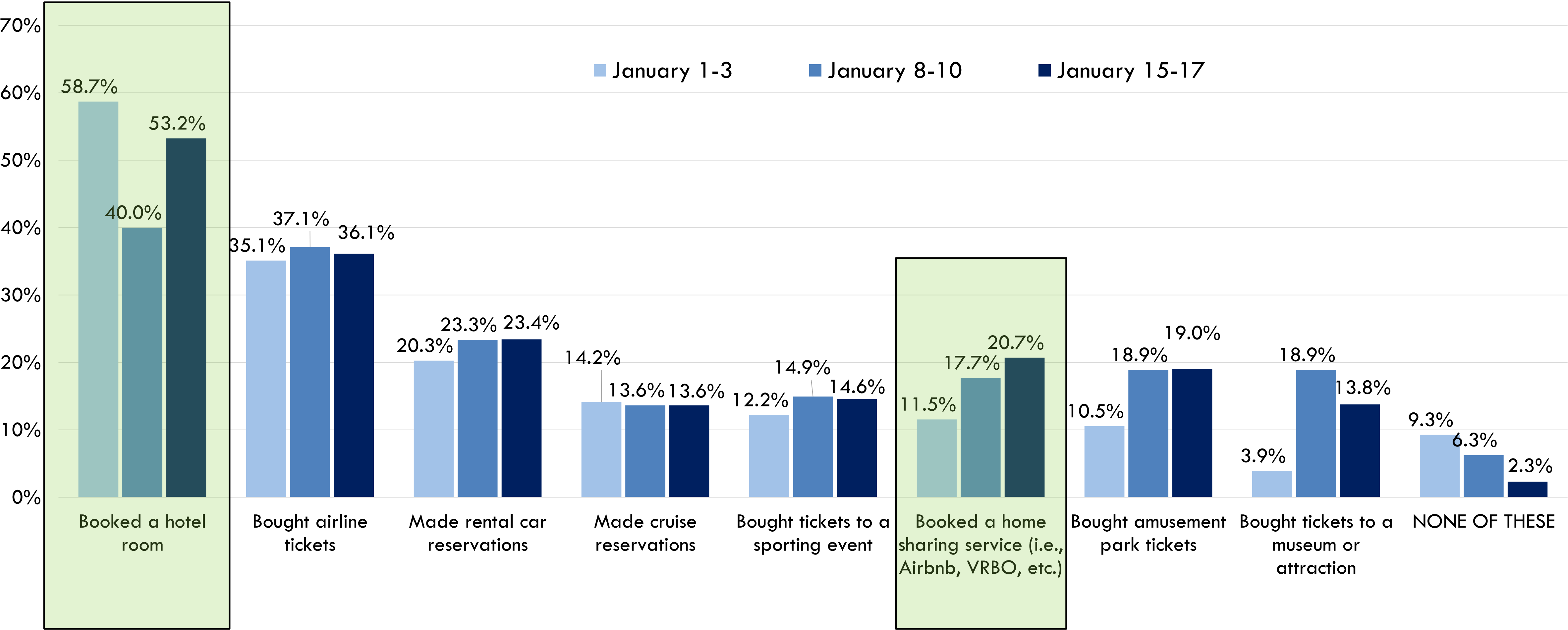
**Question:** Which of these travel reservations did you make this week? (Select all that apply)

*(Base: Waves 45 data. Respondents who made travel reservations this week, 164 completed surveys. Data collected January 15-17, 2021)*



# TRAVEL RESERVATIONS MADE IN THE PAST WEEK

**Question:** Which of these travel reservations did you make this week? (Select all that apply)







## KEY TAKEAWAYS

- Americans currently plan to take an average of 2.8 leisure trips this year.
- The greatest volume of leisure trips is likely to take place between May and August of 2021.
- Right now, scenic beauty, outdoor activities in warm weather, beach destinations, National Parks and road trips are the top travel experiences Americans are looking for.
- Younger travelers (both Millennials and Gen X) show more interest in big city experiences and traveling to foreign countries compared to Boomers. GenX is most oriented towards National Parks and outdoor experiences



# 2021

## The Next 3 Months

JANUARY	FEBRUARY	MARCH
S M T W T F S	S M T W T F S	S M T W T F S
1 2	1 2 3 4 5 6	1 2 3 4 5 6
3 4 5 6 7 8 9	7 8 9 10 11 12 13	7 8 9 10 11 12 13
10 11 12 13 14 15 16	14 15 16 17 18 19 20	14 15 16 17 18 19 20
17 18 19 20 21 22 23	21 22 23 24 25 26 27	21 22 23 24 25 26 27
24 25 26 27 28 29 30	28	28 29 30 31
31		
APRIL	MAY	JUNE
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3	1	1 2 3 4 5
4 5 6 7 8 9 10	2 3 4 5 6 7 8	6 7 8 9 10 11 12
11 12 13 14 15 16 17	9 10 11 12 13 14 15	13 14 15 16 17 18 19
18 19 20 21 22 23 24	16 17 18 19 20 21 22	20 21 22 23 24 25 26
25 26 27 28 29 30	23 24 25 26 27 28 29	27 28 29 30
	30 31	
JULY	AUGUST	SEPTEMBER
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3	1 2 3 4 5 6 7	1 2 3 4
4 5 6 7 8 9 10	8 9 10 11 12 13 14	5 6 7 8 9 10 11
11 12 13 14 15 16 17	15 16 17 18 19 20 21	12 13 14 15 16 17 18
18 19 20 21 22 23 24	22 23 24 25 26 27 28	19 20 21 22 23 24 25
25 26 27 28 29 30 31	29 30 31	26 27 28 29 30
OCTOBER	NOVEMBER	DECEMBER
S M T W T F S	S M T W T F S	S M T W T F S
1 2	1 2 3 4 5 6	1 2 3 4
3 4 5 6 7 8 9	7 8 9 10 11 12 13	5 6 7 8 9 10 11
10 11 12 13 14 15 16	14 15 16 17 18 19 20	12 13 14 15 16 17 18
17 18 19 20 21 22 23	21 22 23 24 25 26 27	19 20 21 22 23 24 25
24 25 26 27 28 29 30	28 29 30	26 27 28 29 30 31
31		

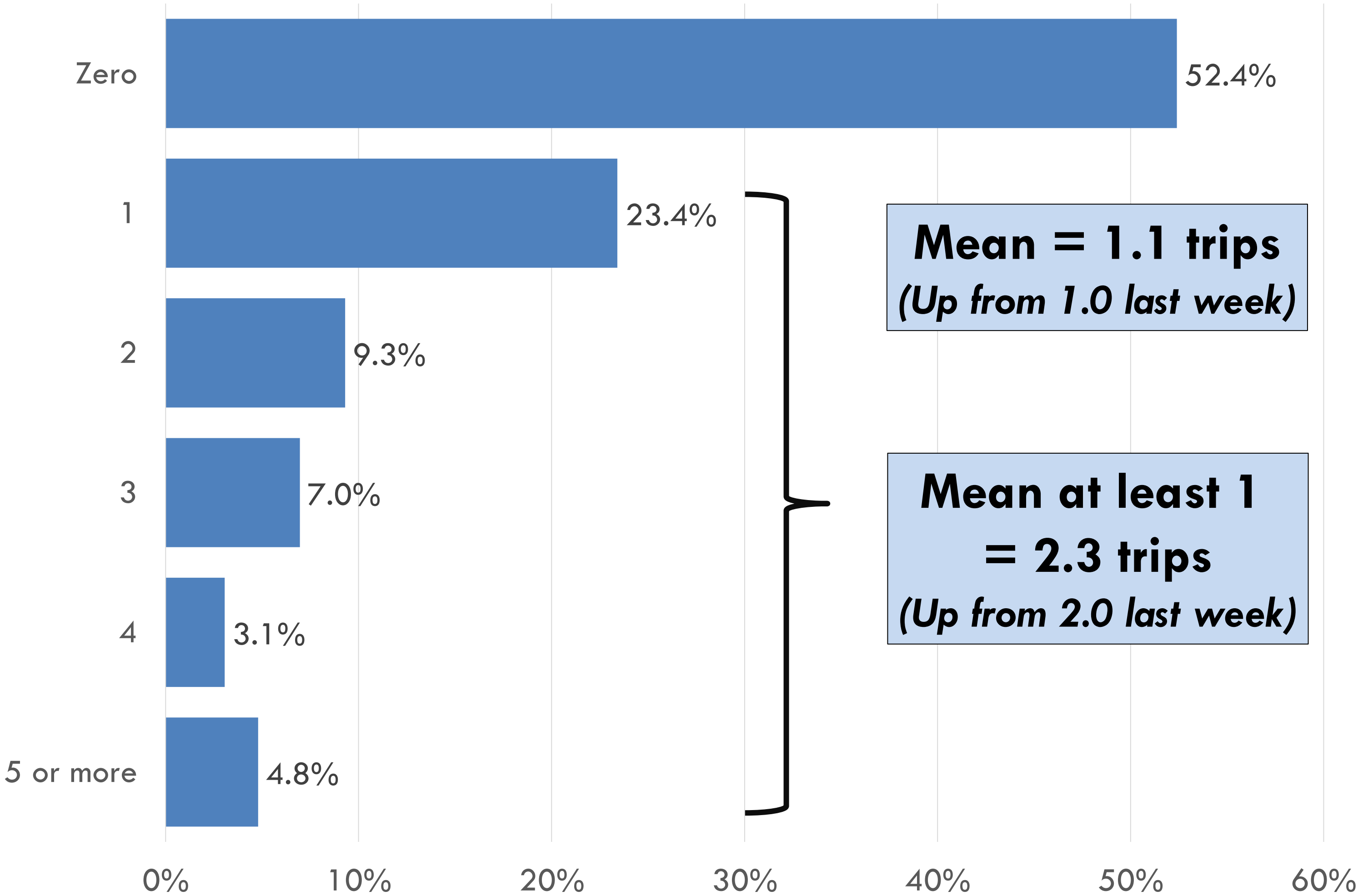


# LEISURE TRIPS EXPECTED (NEXT 3 MONTHS)

**Question:** HOW MANY LEISURE TRIPS do you expect to take (even if tentatively) during the first three months of the year?

I expect to take \_\_\_\_\_ leisure trips

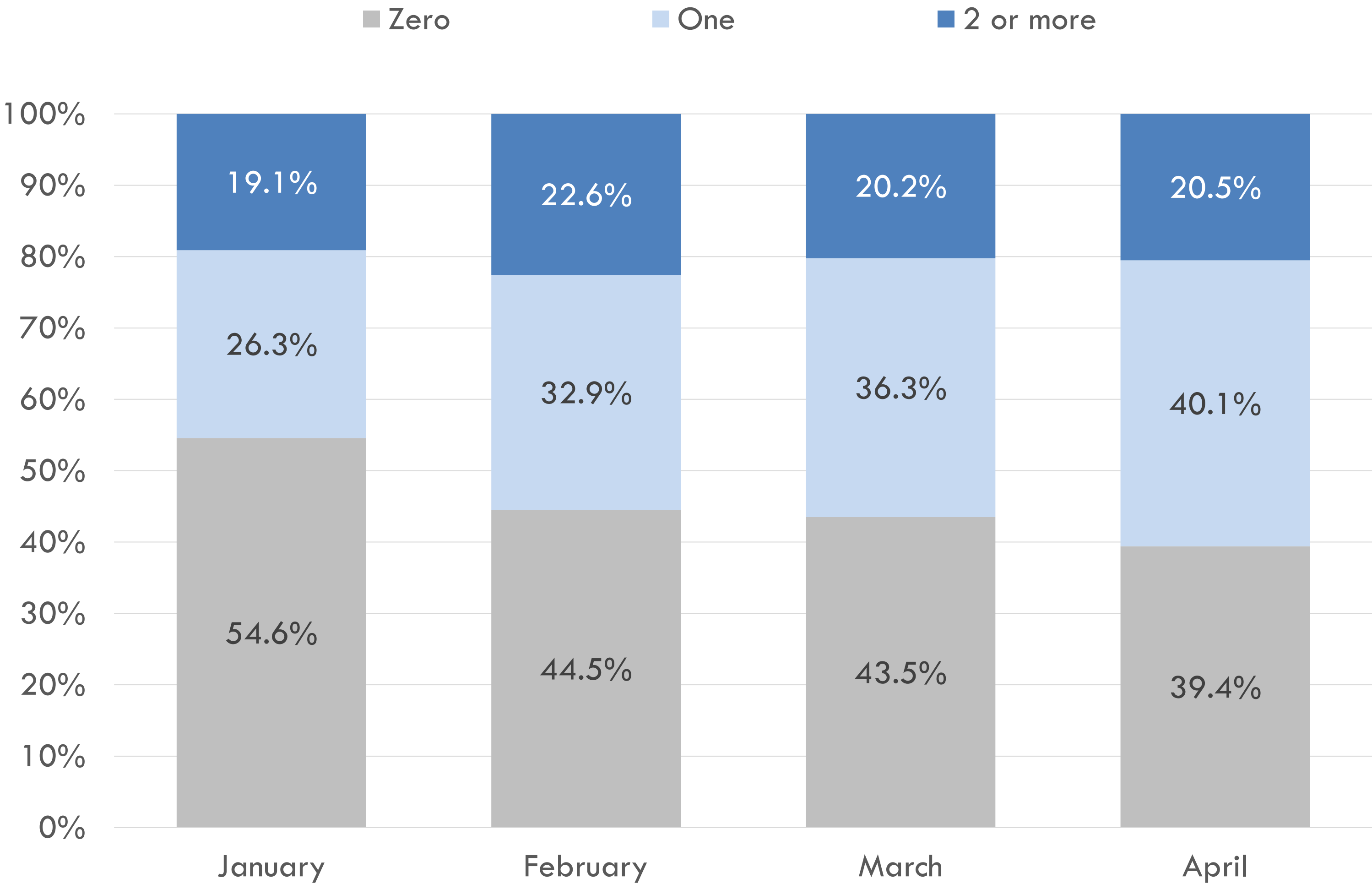
(Base: Waves 45 data. All respondents, 1,205 completed surveys. Data collected January 15-17, 2021)



# LEISURE TRIPS EXPECTED (BY MONTH)

**Question:** How many leisure trips do you expect to take (even if tentatively) in each of these months?

(Base: Waves 45 data. All respondents, 1,205 completed surveys. Data collected January 15-17, 2021)

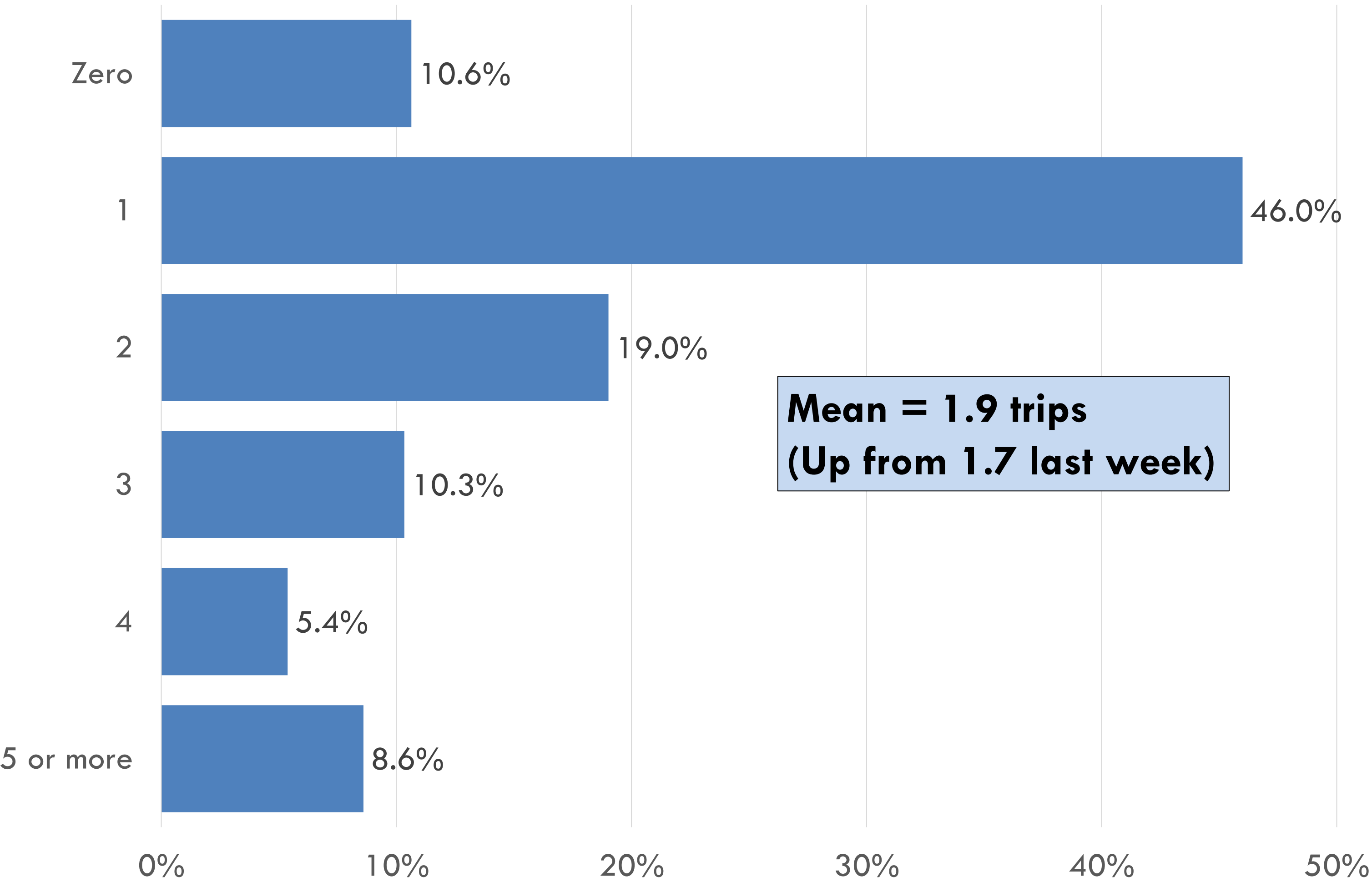




# OVERNIGHT TRIPS EXPECTED (NEXT 3 MONTHS)

**Question:** How many of these leisure trips will be **OVERNIGHT TRIPS** (i.e., trips including at least one night away from your home)?

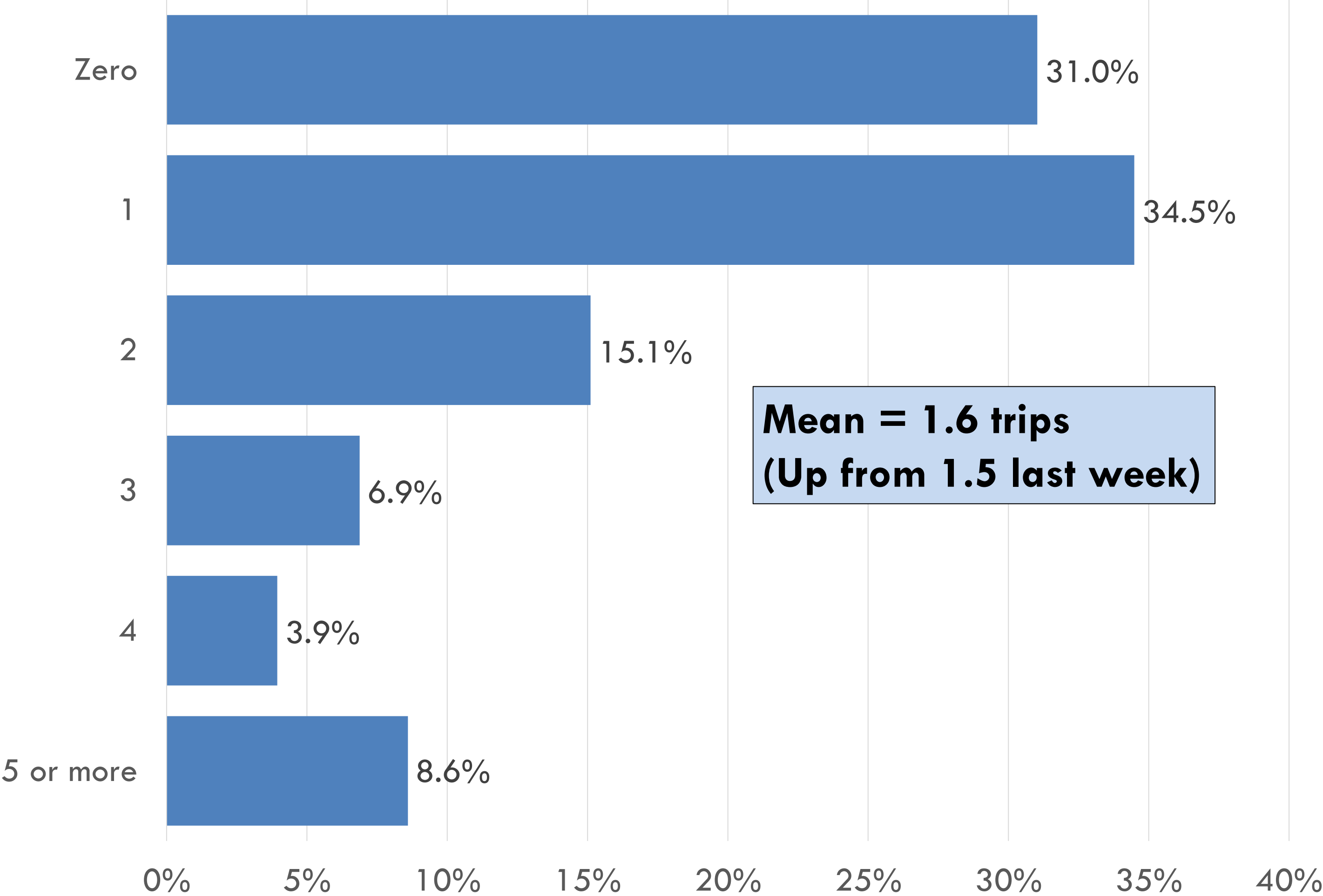
*(Base: Waves 45 data. Respondents expecting to travel in the next three months, 596 completed surveys. Data collected January 15-17, 2021)*



# REGIONAL TRIPS EXPECTED (NEXT 3 MONTHS)

**Question:** How many of these leisure trips will be REGIONAL TRIPS (travel less than 250 miles from your home)?

*(Base: Waves 45 data. Respondents expecting to travel in the next three months, 596 completed surveys. Data collected January 15-17, 2021)*

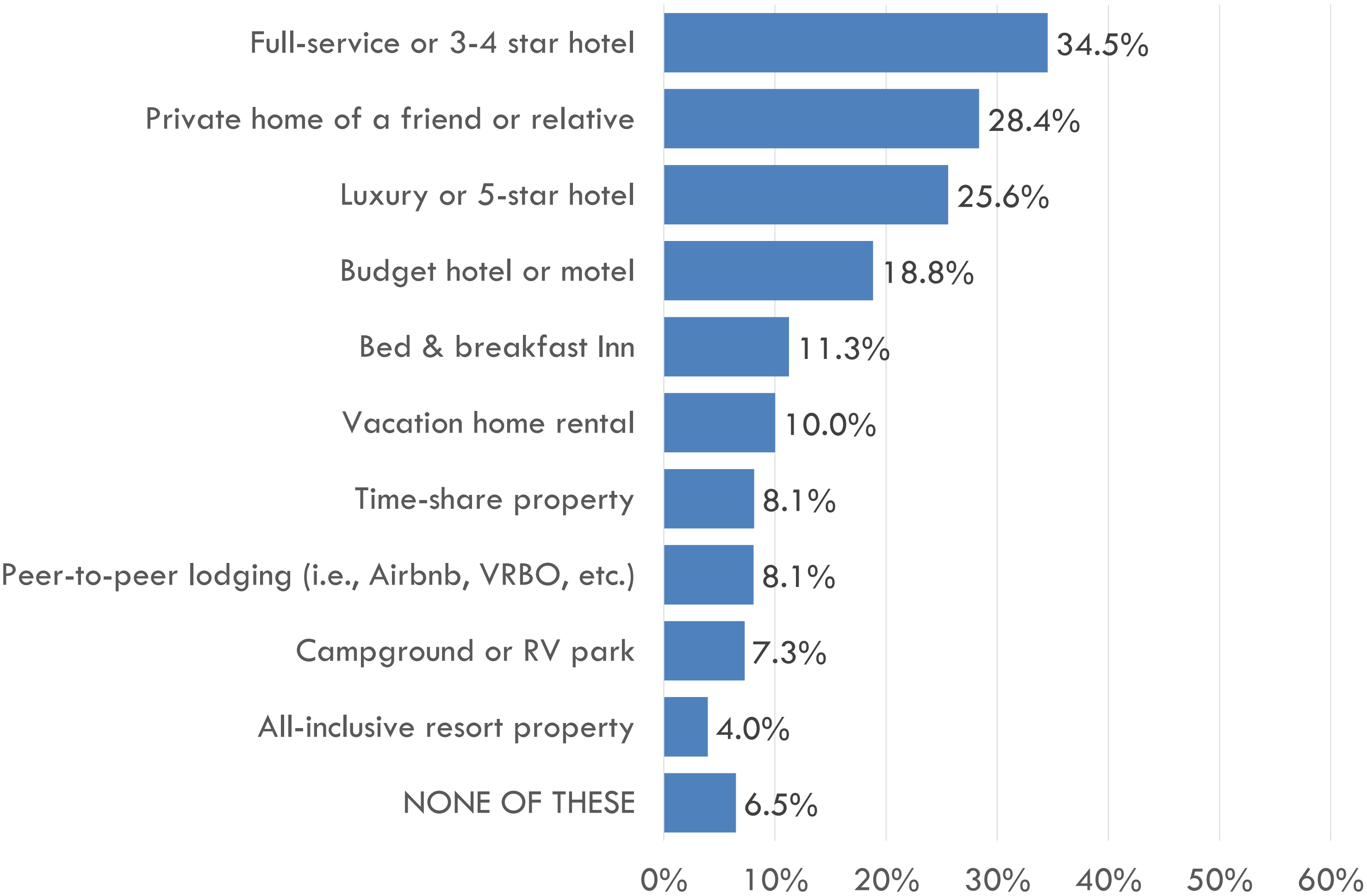




# EXPECTED PLACE OF STAY (NEXT THREE MONTHS)

**Question:** On these leisure trips, in which of the following are you expecting to stay overnight?

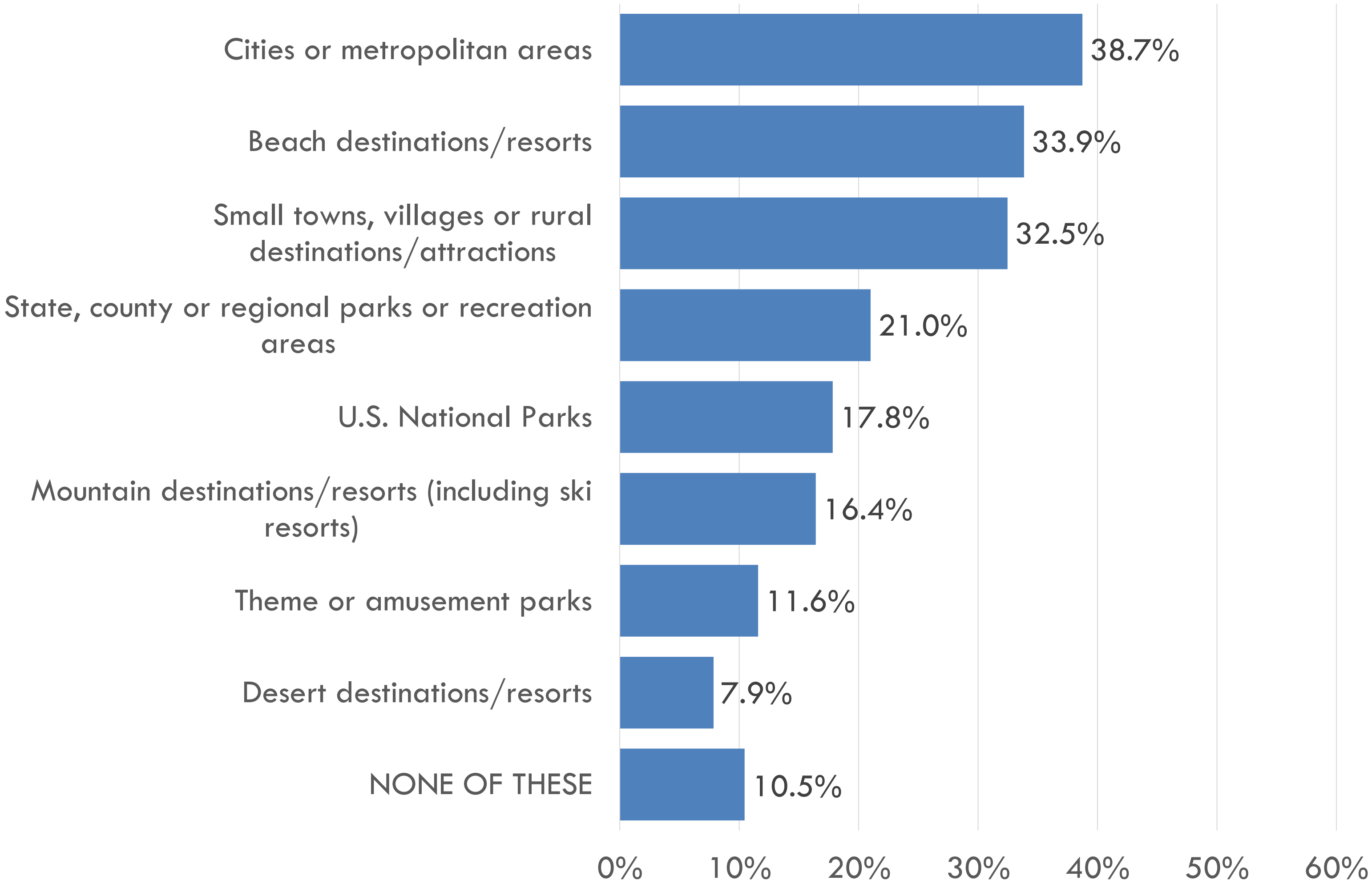
(Base: Waves 45 data. Respondents expecting to travel in the next three months, 596 completed surveys. Data collected January 15-17, 2021)



# DESTINATION TYPES EXPECTED (NEXT THREE MONTHS)

**Question:** On these leisure trips, which of the following are you expecting to visit?

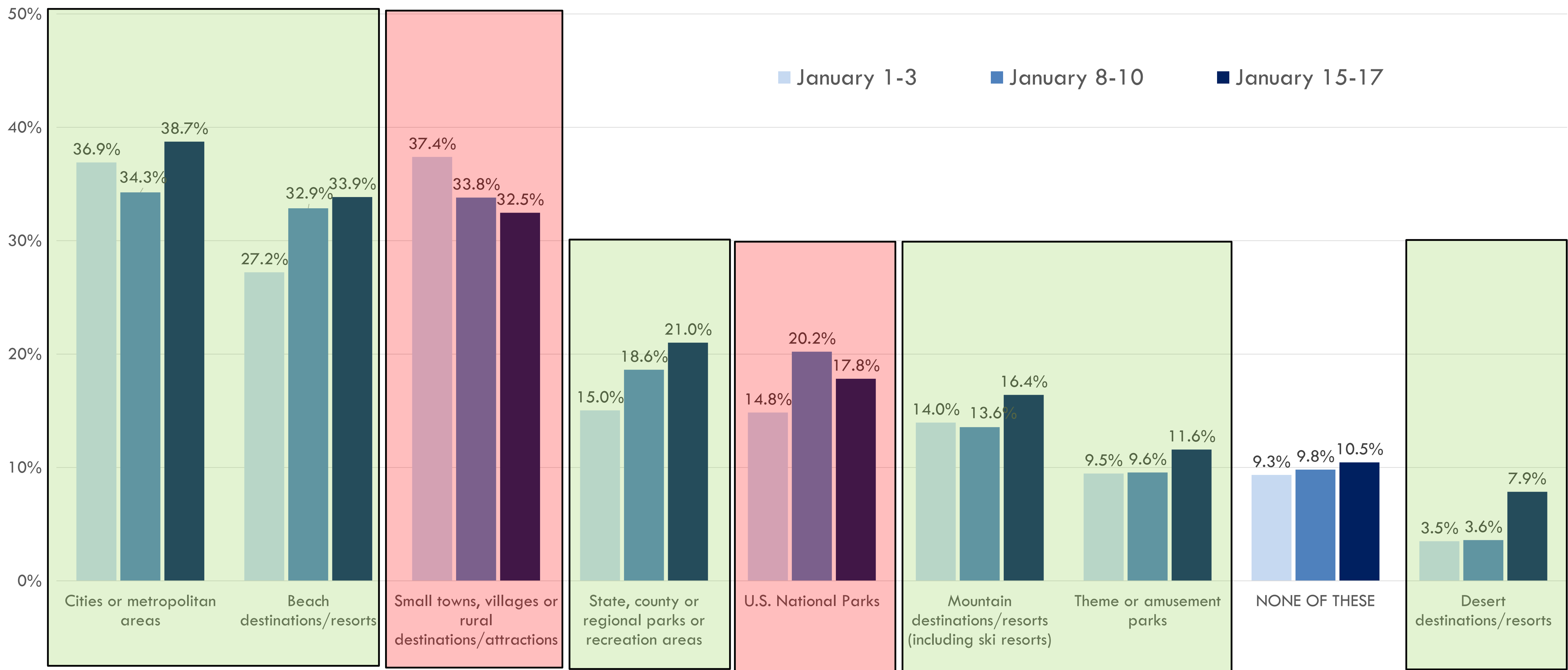
(Base: Waves 45 data. Respondents expecting to travel in the next three months, 596 completed surveys. Data collected January 15-17, 2021)





# DESTINATION TYPES EXPECTED (NEXT THREE MONTHS)

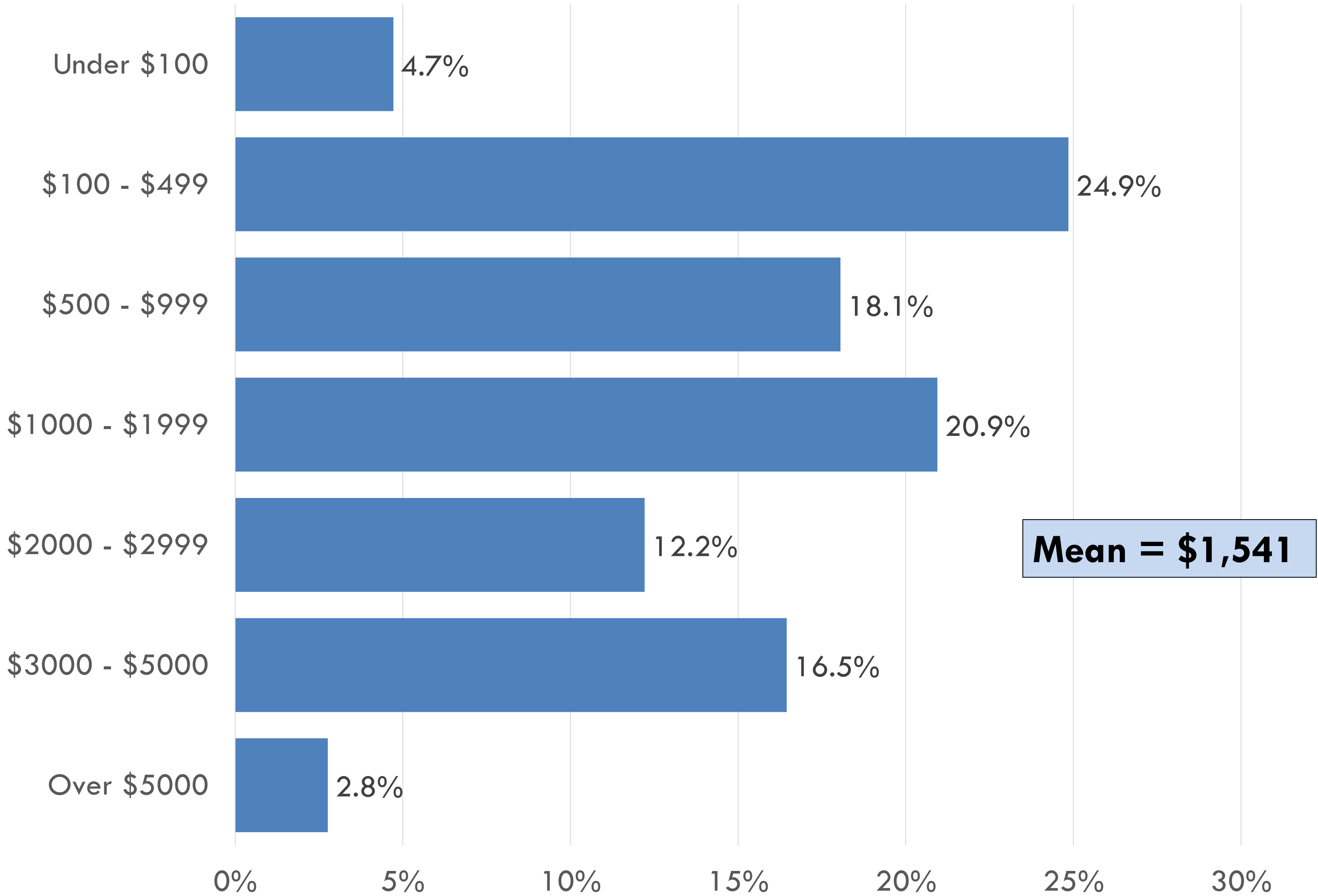
**Question:** On these leisure trips, which of the following are you expecting to visit?



# EXPECTED LEISURE TRAVEL SPENDING (NEXT 3 MONTHS)

**Question:** How much IN TOTAL do you expect to spend on the leisure trips you will take in the next three-month period?

(Base: Wave 45 data. Respondents expecting to travel in the next three months, 549 completed surveys. Data collected January 15-17, 2021)



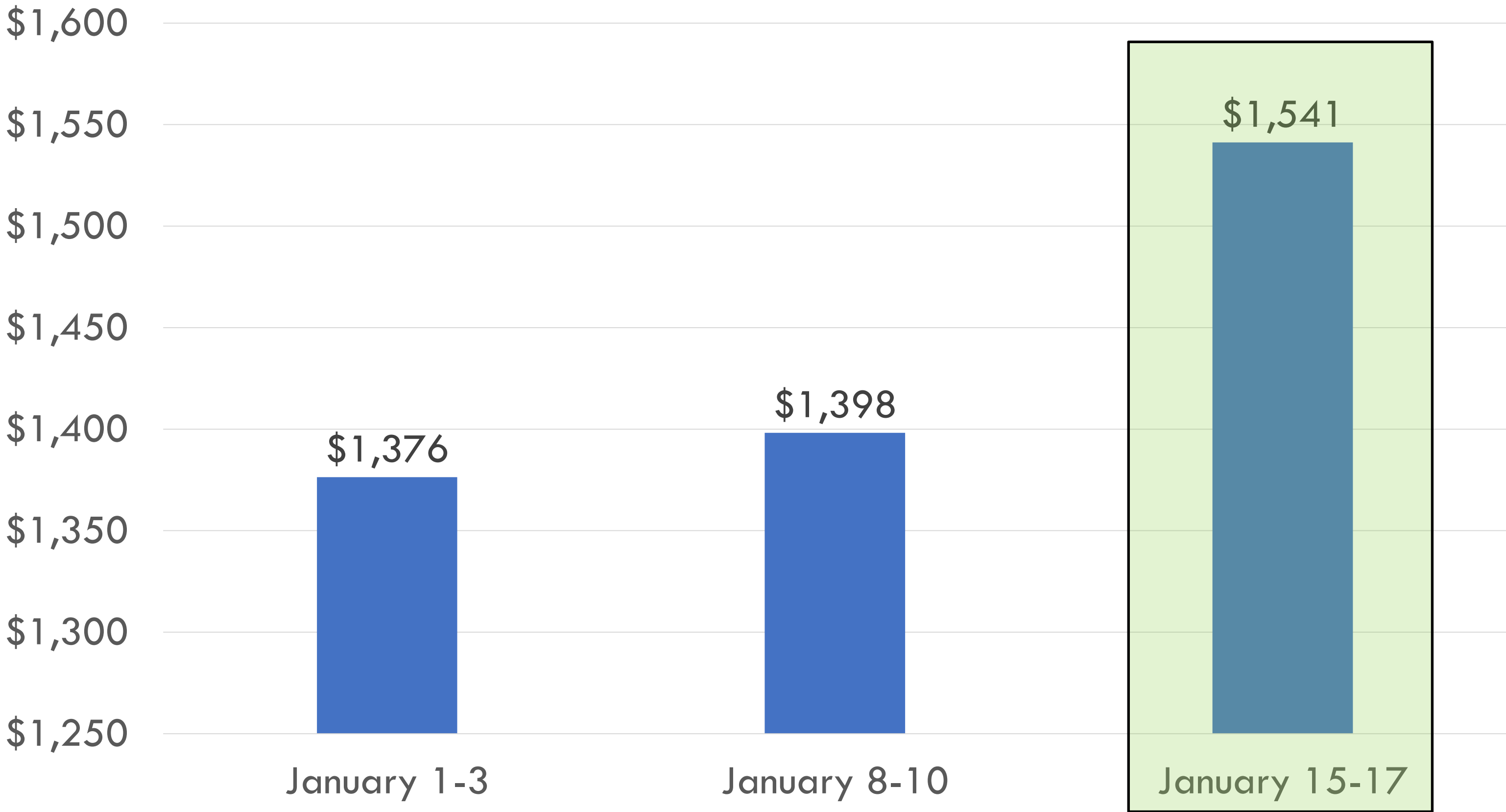


# TIME SERIES:

## EXPECTED LEISURE TRAVEL SPENDING (NEXT 3 MONTHS)

**Question:** How much IN TOTAL do you expect to spend on the leisure trips you will take in the next three-month period (January to March)?

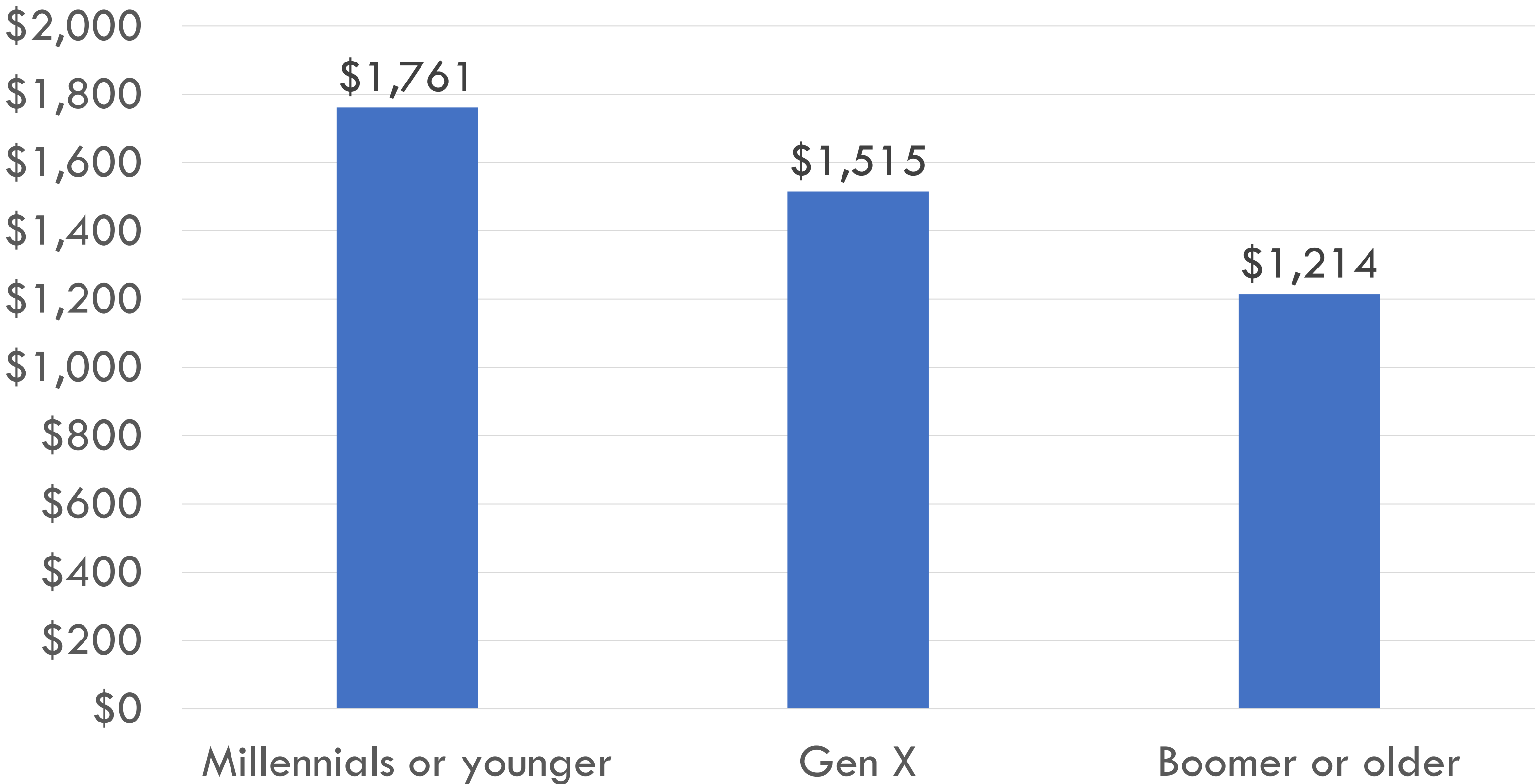
*(Base: Waves 43-45 data. Respondents expecting to travel in the next three months, 425, 556 and 549 completed surveys. Data collected January 1-3, 8-10 and 15-17, 2021)*



# BY GENERATION: EXPECTED LEISURE TRAVEL SPENDING (NEXT 3 MONTHS)

**Question:** How much IN TOTAL do you expect to spend on the leisure trips you will take in the next three-month period (January to March)?

*(Base: Wave 45 data. Respondents expecting to travel in the next three months, 549 completed surveys. Data collected January 15-17, 2021)*



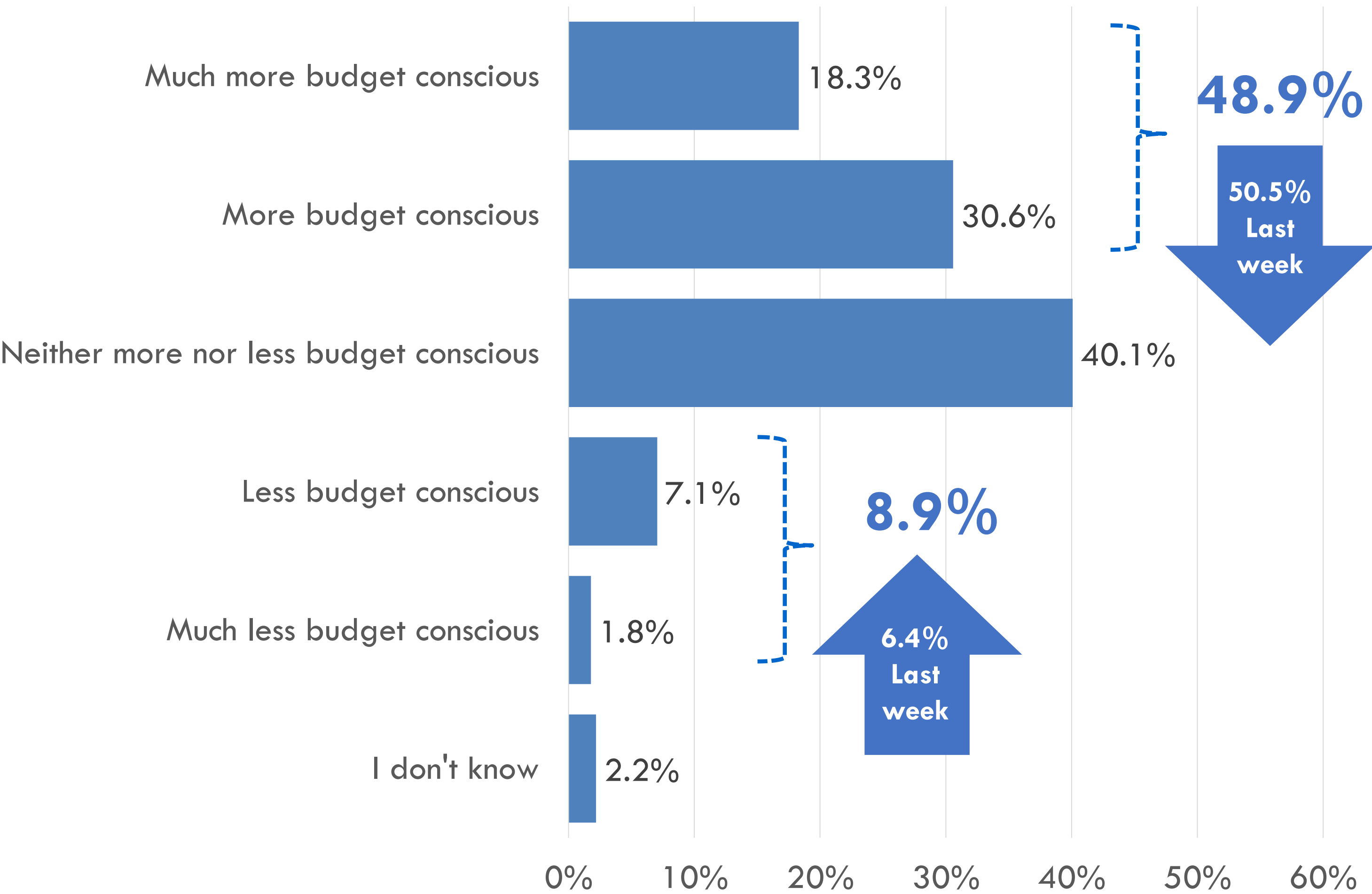


# BUDGET CONSCIOUSNESS AROUND TRAVEL (NEXT 3 MONTHS)

**Question:** Compared to most recent three months, how budget conscious will you be while traveling in the NEXT THREE MONTHS?

I will be \_\_\_\_\_ while traveling.

(Base: Waves 45 data. Respondents expecting to travel in the next three months, 596 completed surveys. Data collected January 15-17, 2021)

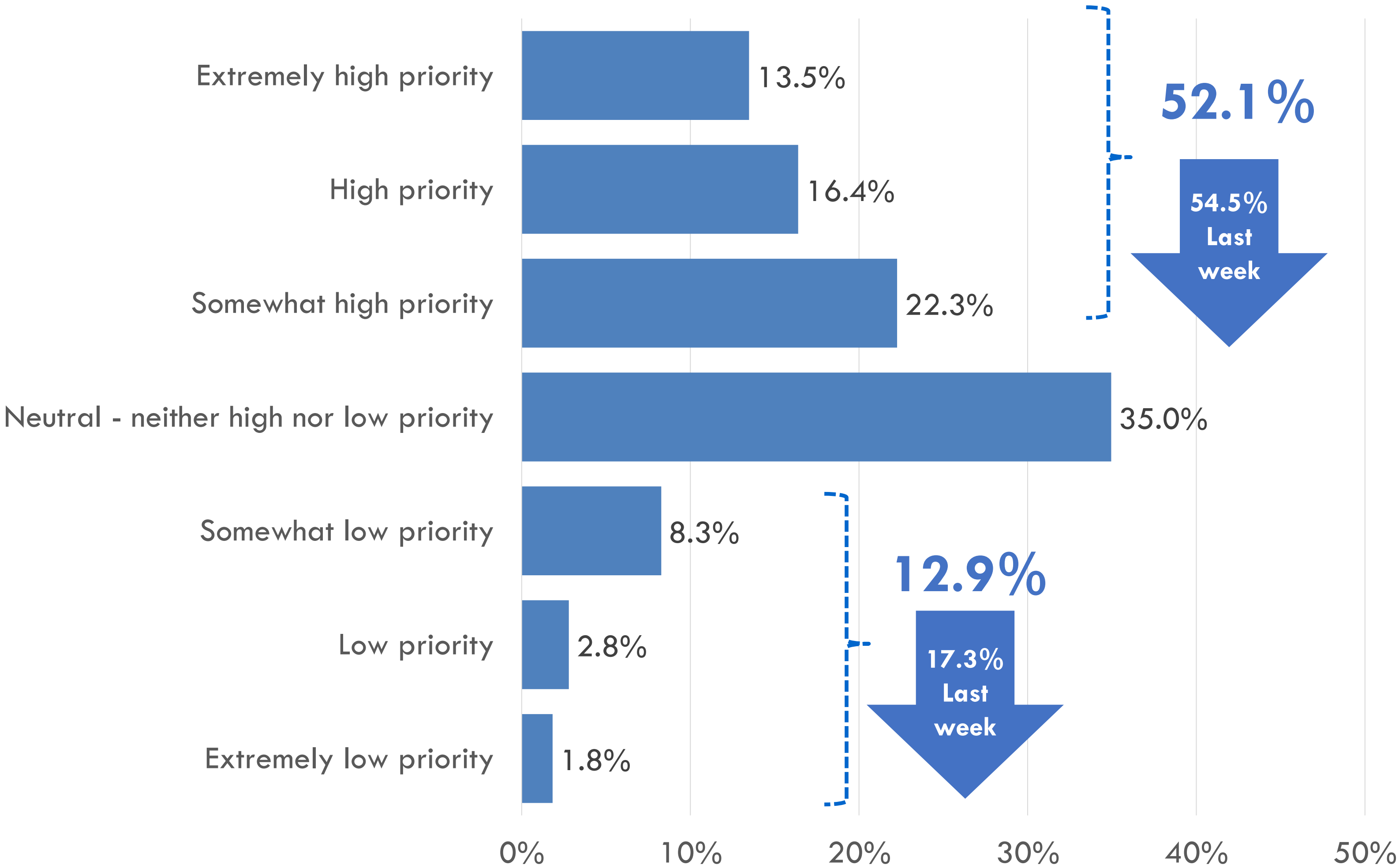


# LEISURE TRAVEL AS A BUDGET PRIORITY (NEXT 3 MONTHS)

**Question:** Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities. (Select one)

Leisure travel will be a

(Base: Waves 45 data. Respondents expecting to travel in the next three months, 596 completed surveys. Data collected January 15-17, 2021)

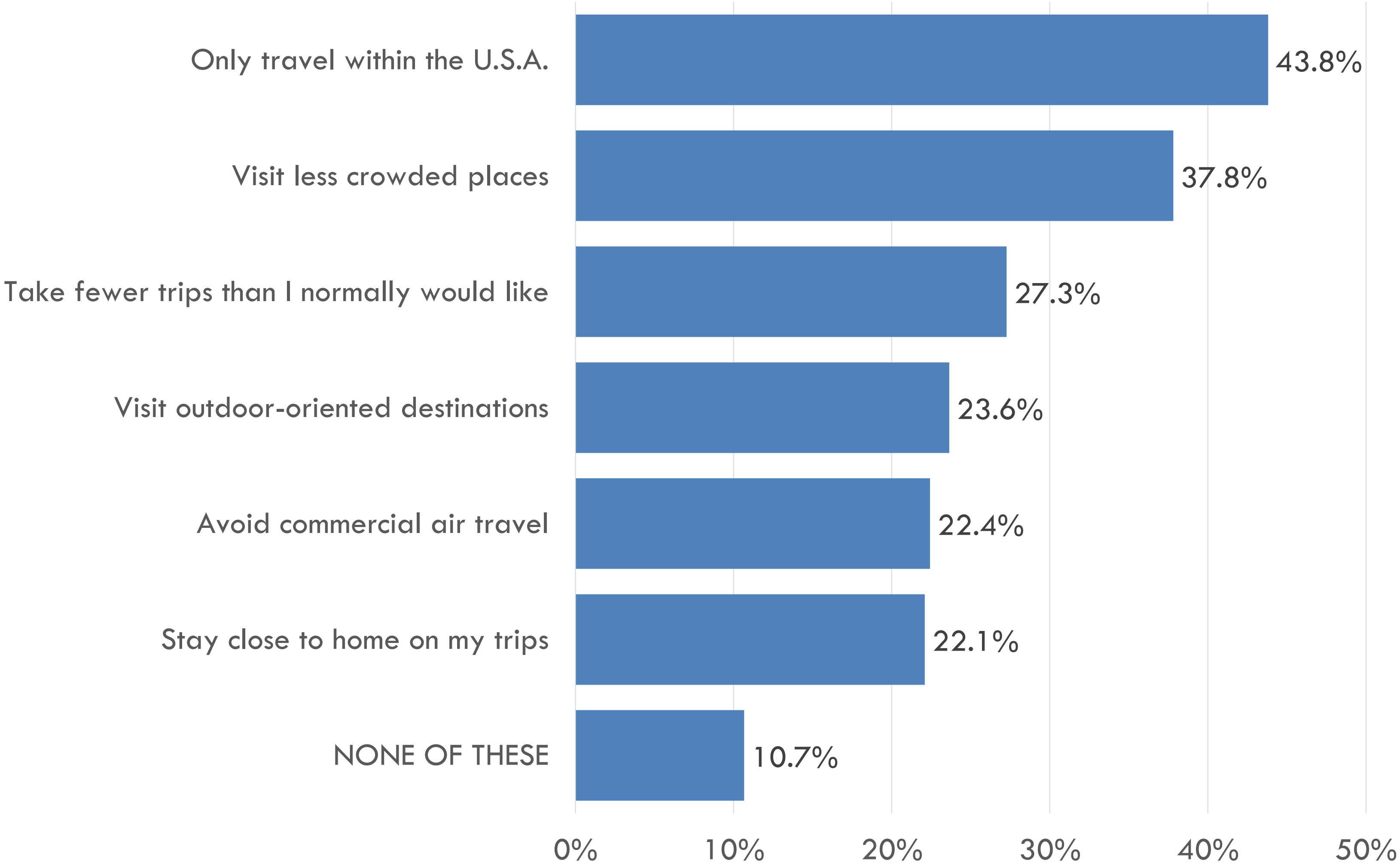




# EXPECTATIONS FOR ADAPTING TO THE PANDEMIC (NEXT 3 MONTHS)

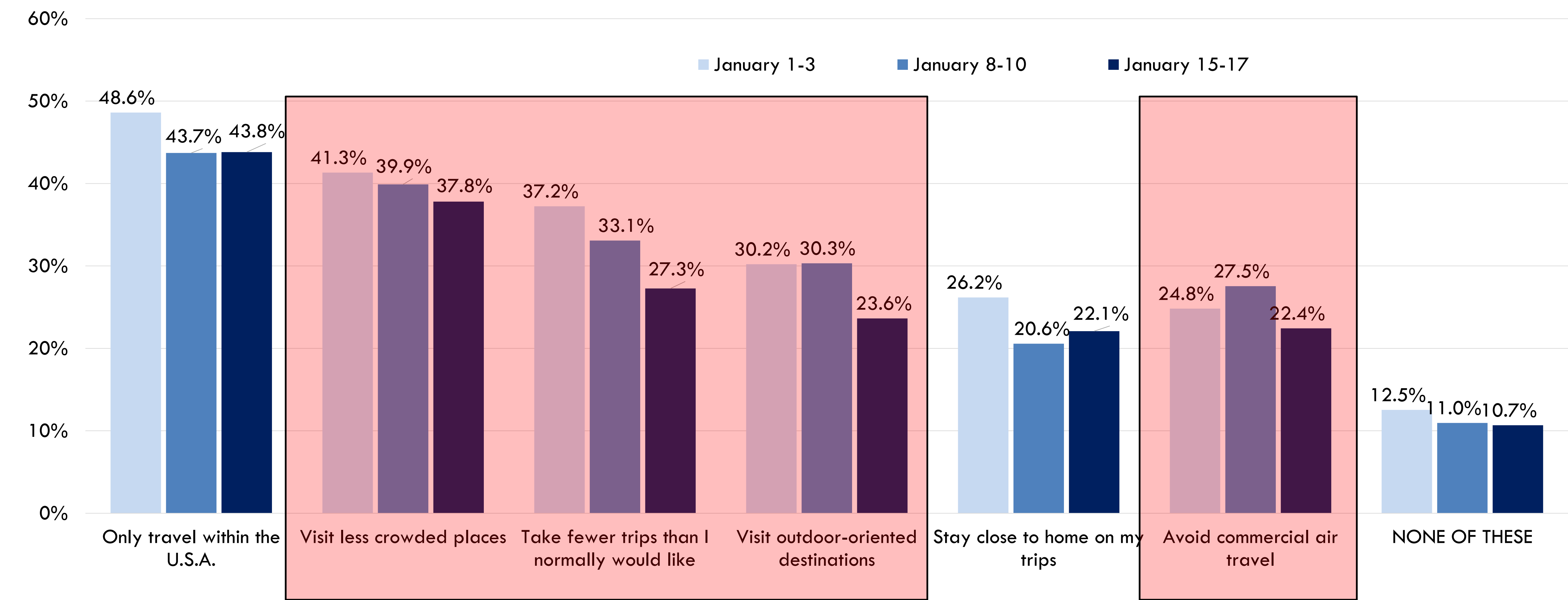
**Question:** In the NEXT THREE MONTHS, which of these actions do you expect to take as a result of the ongoing COVID-19 pandemic? (Select all that apply)

*(Base: Waves 45 data. Respondents expecting to travel in the next three months, completed surveys. Data collected January 15-17, 2021)*



# EXPECTATIONS FOR ADAPTING TO THE PANDEMIC (NEXT 3 MONTHS)

**Question:** In the NEXT THREE MONTHS, which of these actions do you expect to take as a result of the ongoing COVID-19 pandemic? (Select all that apply)





# KEY TAKEAWAYS

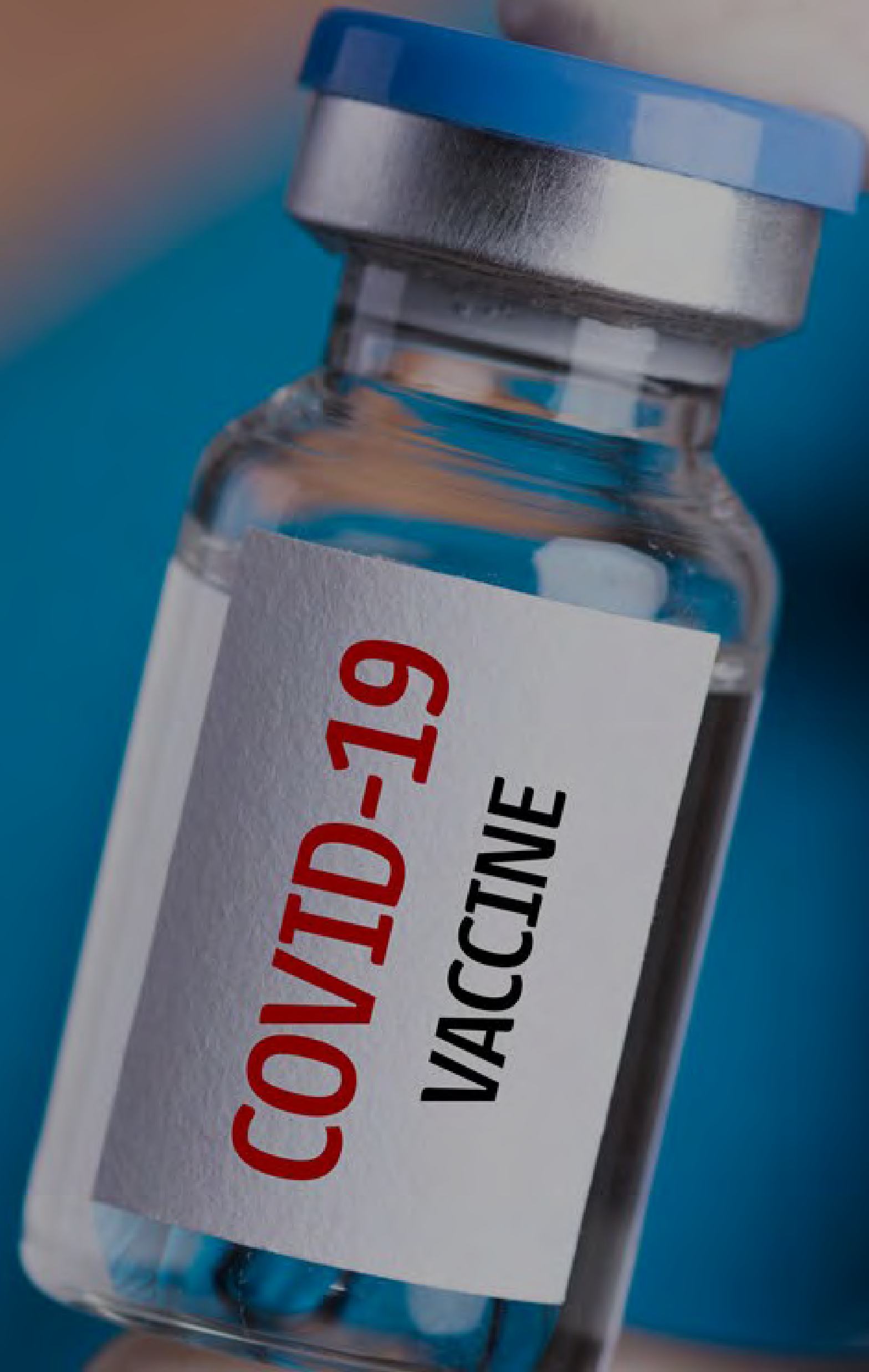
## Looking specifically at the outlook for the next 3 months:

- The average number of reported trips in this period is 1.1, up from 1.0 last week.
- There has been a modest increase in expectations for travel to cities and beaches, as well as state and regional recreational areas and mountain destinations.
- The average American expects to spend \$1,541 on these leisure trips. Millennials plan to spend more on average compared to older travelers.
- Back to Normal Barometer: Fewer travelers now say they will visit less crowded places, take fewer trips than they normally would like, visit outdoor-oriented destinations and avoid air travel specifically in response to the pandemic





# FEELINGS ABOUT A COVID-19 VACCINE

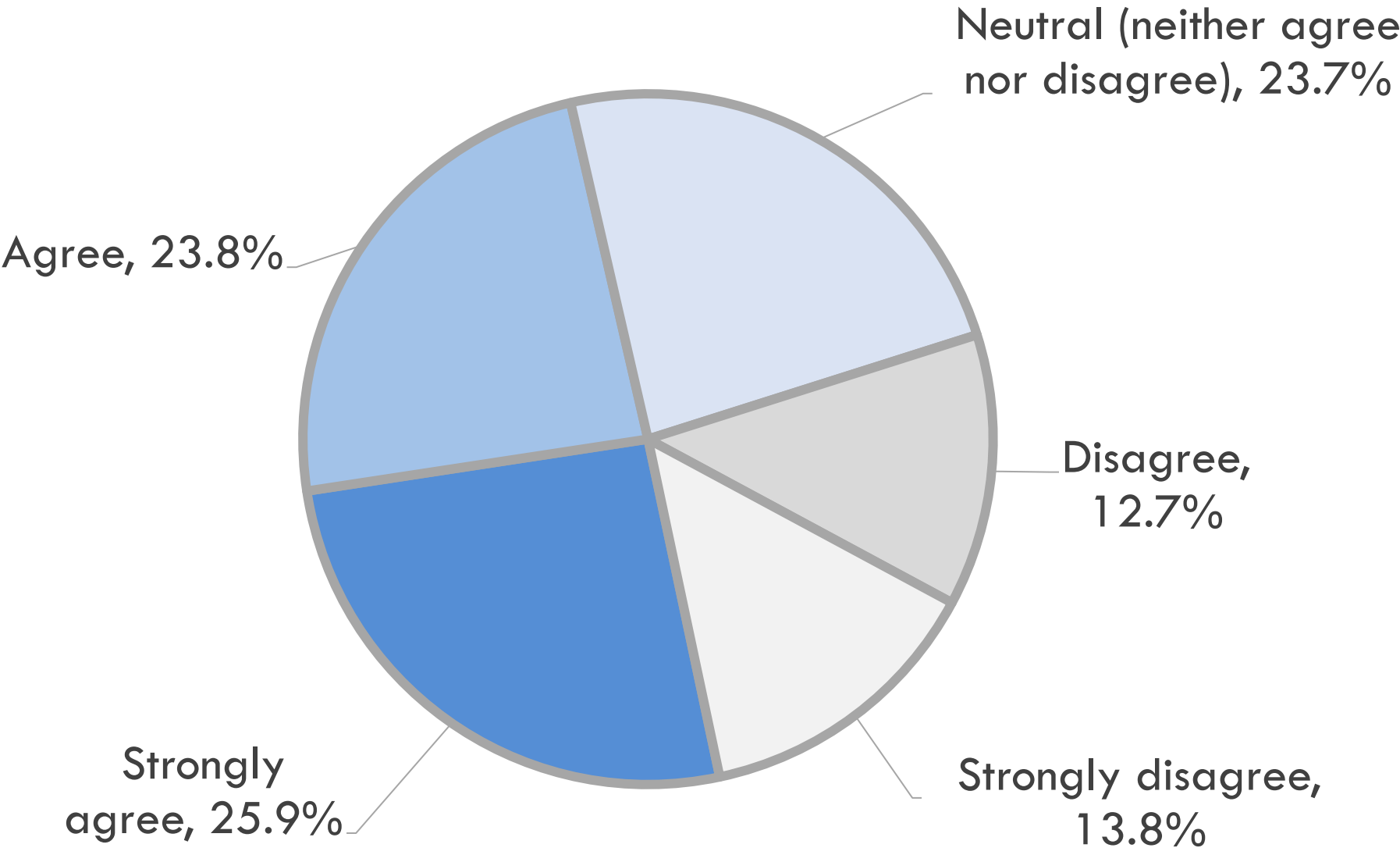




# TRAVEL UNTIL VACCINES ARE MADE WIDELY AVAILABLE

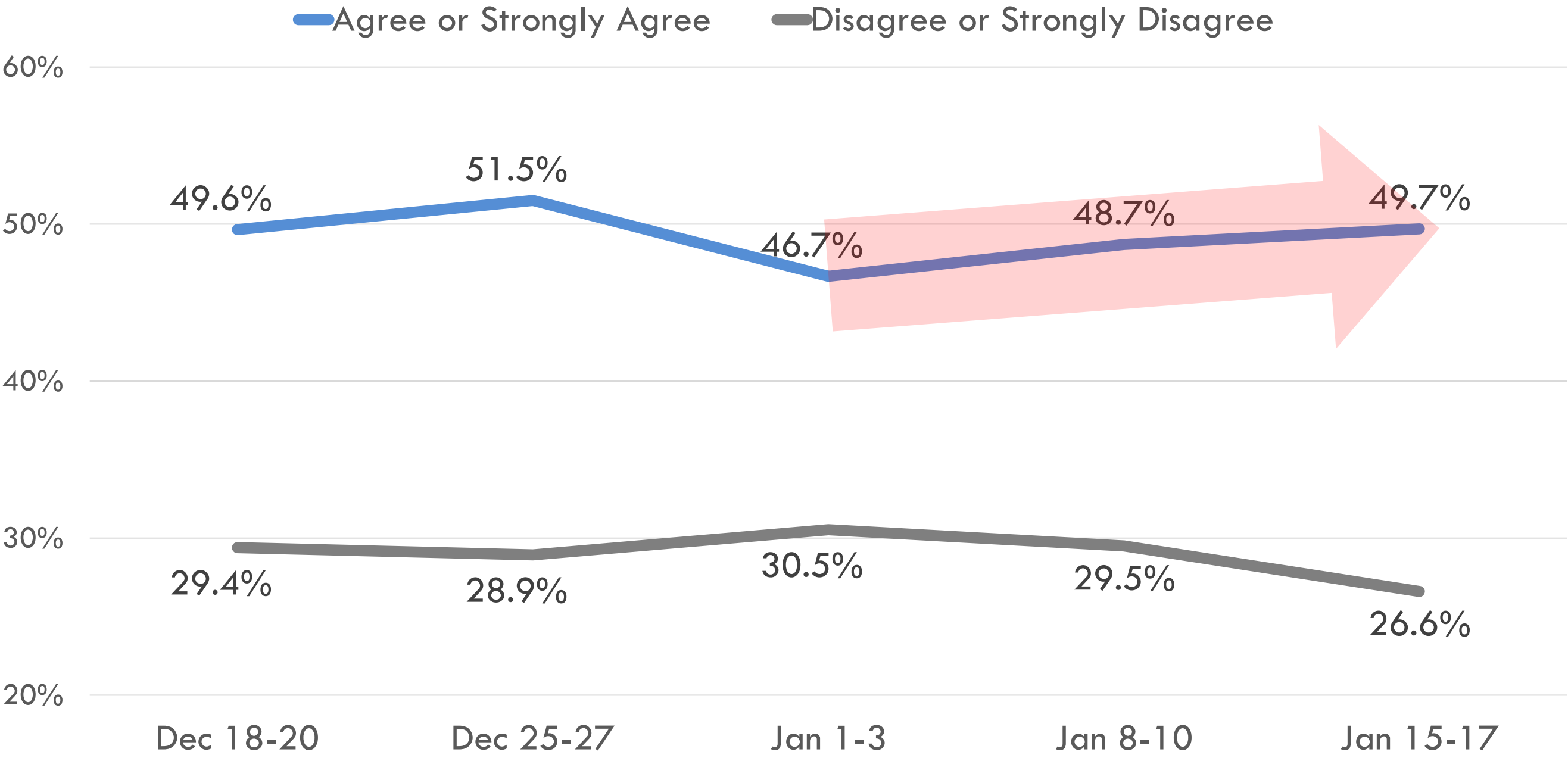
How much do you agree with the following statement?

**Statement:** I'm not traveling until vaccines are made widely available.



(Base: Waves 41-45. All respondents, 1,201, 1,207, 1,206, 1,225 and 1,205 completed surveys.)

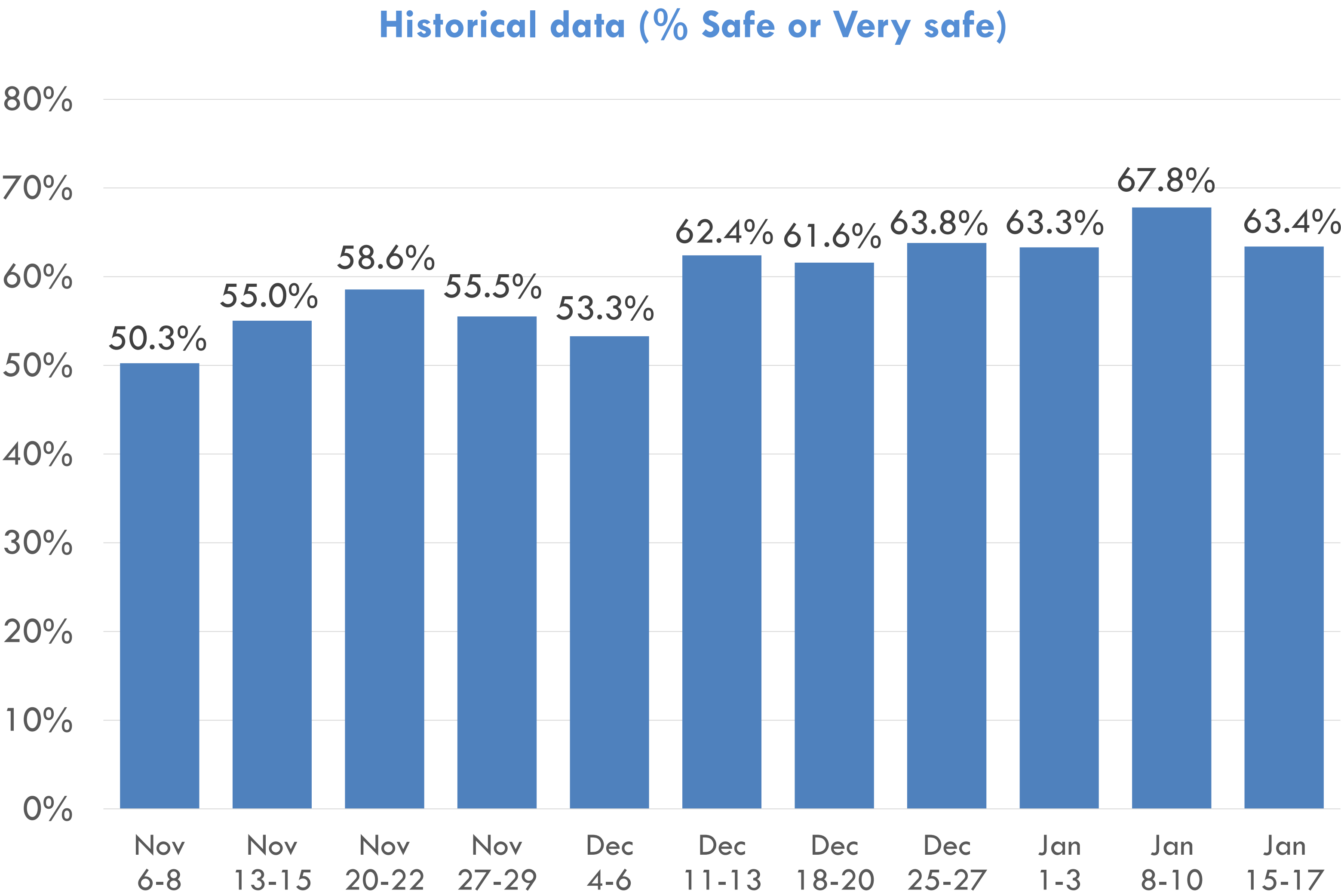
## Historical data



# EXPECTED SAFETY OF COVID-19 VACCINES

**Question:** How safe do you expect a COVID-19 vaccine will ultimately be? (Select one)

(Base: Waves 45 data. All respondents, 1,205 completed surveys. Data collected Jan 15-17, 2021)

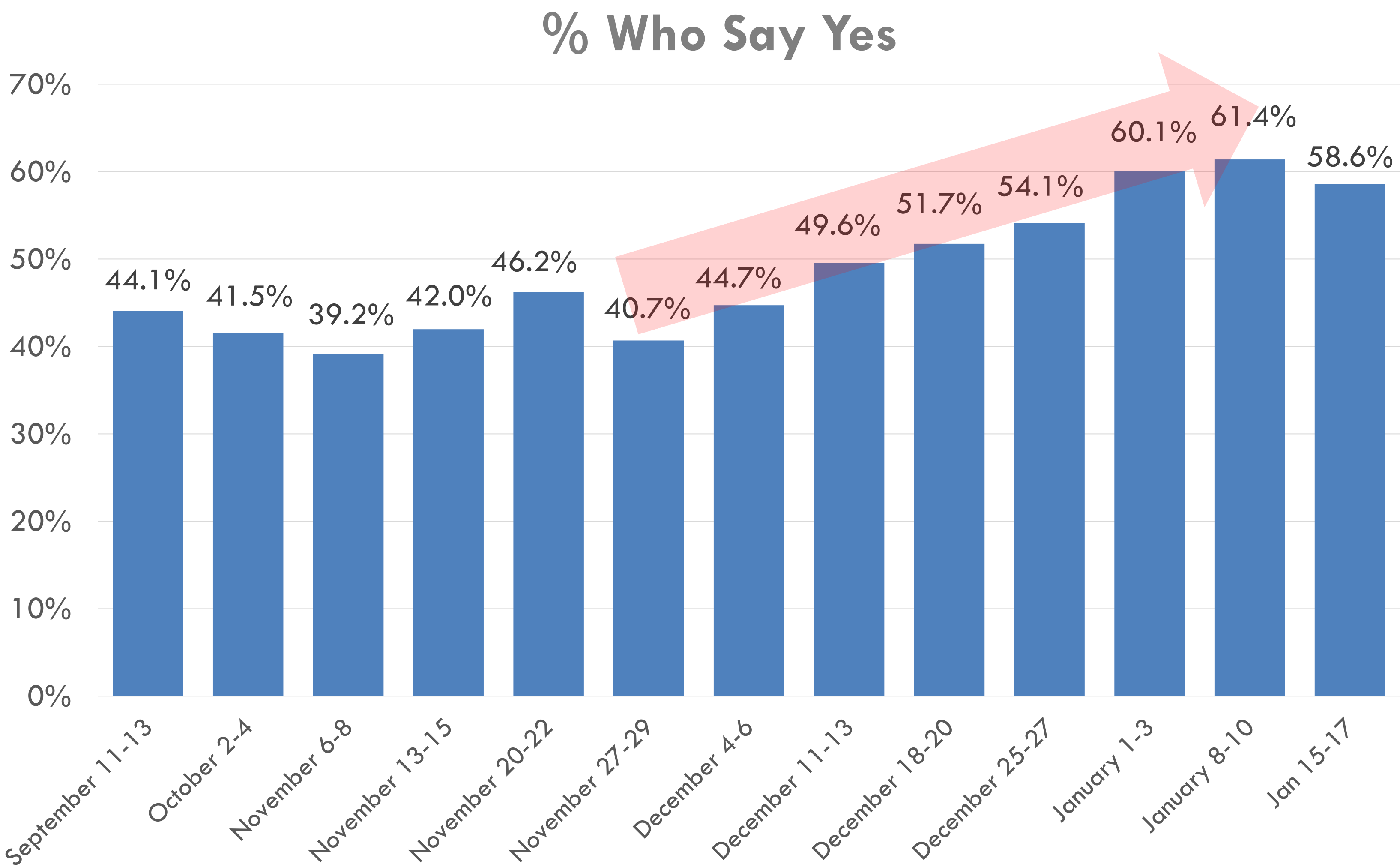




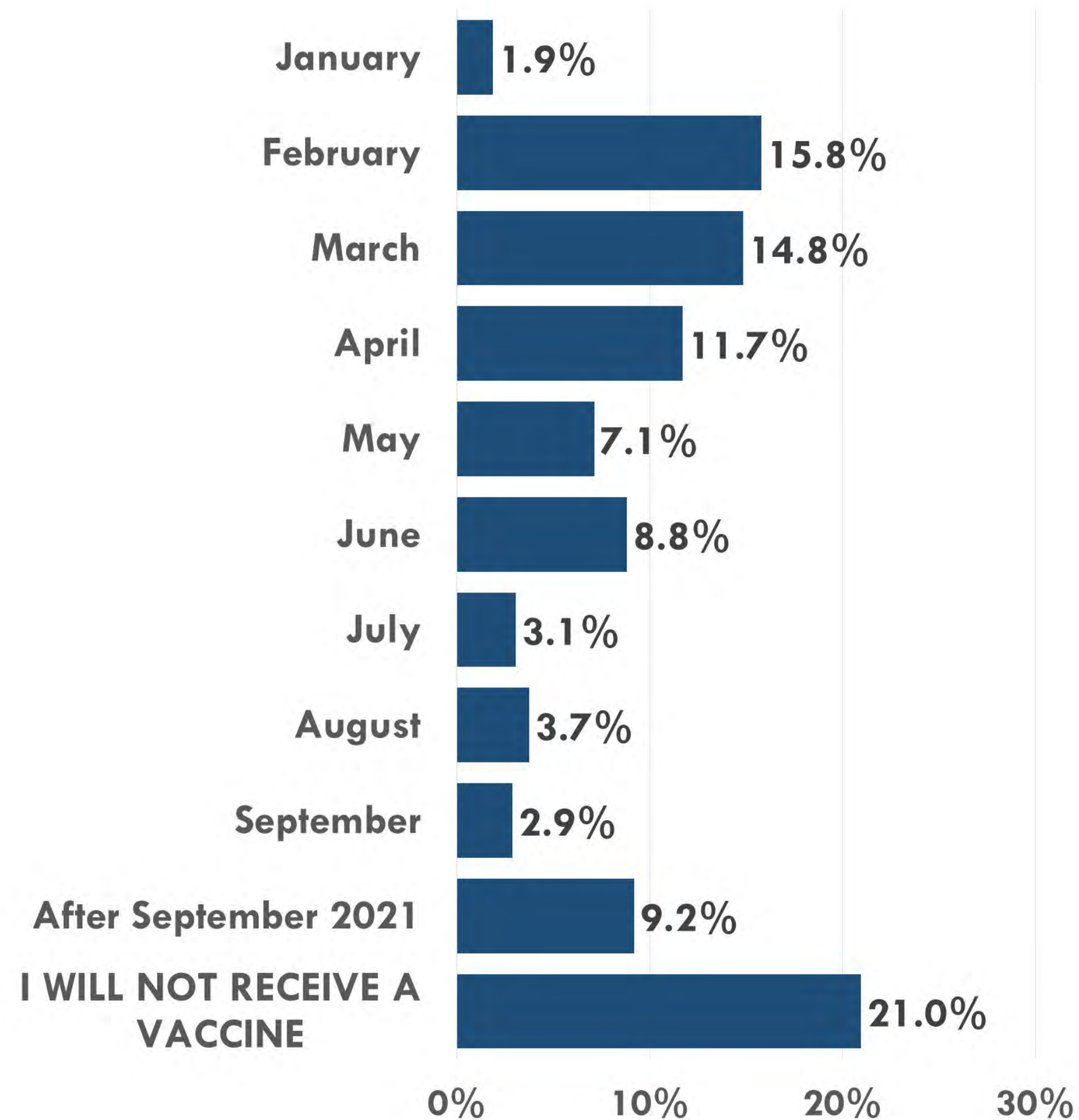
# EXPECTATIONS TO TAKE A COVID-19 VACCINE

**Question:** Do you expect that you will take one of the recently developed COVID-19 vaccines?

(Base: Waves 45 data. All respondents, 1,205 completed surveys. Data collected Jan 15-17, 2021)



# WHEN AMERICAN TRAVELERS EXPECT TO BE VACCINATED AS OF JANUARY 17<sup>TH</sup>



## EXPECTED VACCINATION BY JUNE 2021

### BY GENERATION:

Millennials/Gen Z: 52.7%  
Gen X: 56.5%  
Boomers: 68.6%

### BY REGION:

West: 66.9%  
Midwest: 61.3%  
Northeast: 62.8%  
South: 54.3%

QUESTION: GIVEN WHAT YOU KNOW NOW, IN WHICH MONTH DO YOU EXPECT TO RECEIVE A VACCINE? (SELECT ONE)

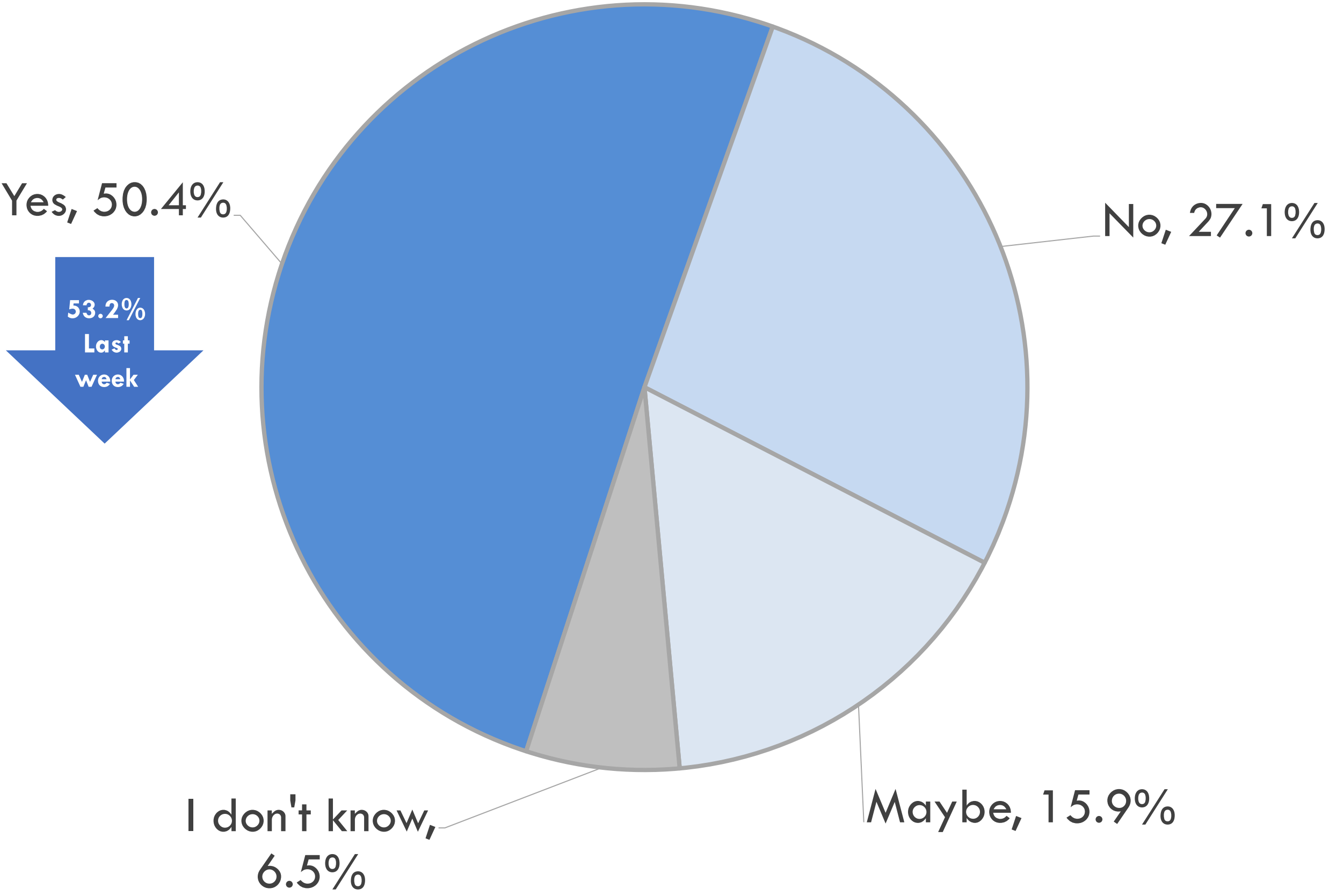
(IF YOU ARE UNCERTAIN, SELECT THE MONTH YOU THINK IT IS MOST LIKELY YOU WILL GET A VACCINATION)



# VACCINES FOR CHILDREN

**Question:** Will you have your children take a COVID-19 vaccine? (Select one)

(Base: Wave 45 data. Respondents with school-aged children, 441 completed surveys. Data collected Jan 15-17, 2021)

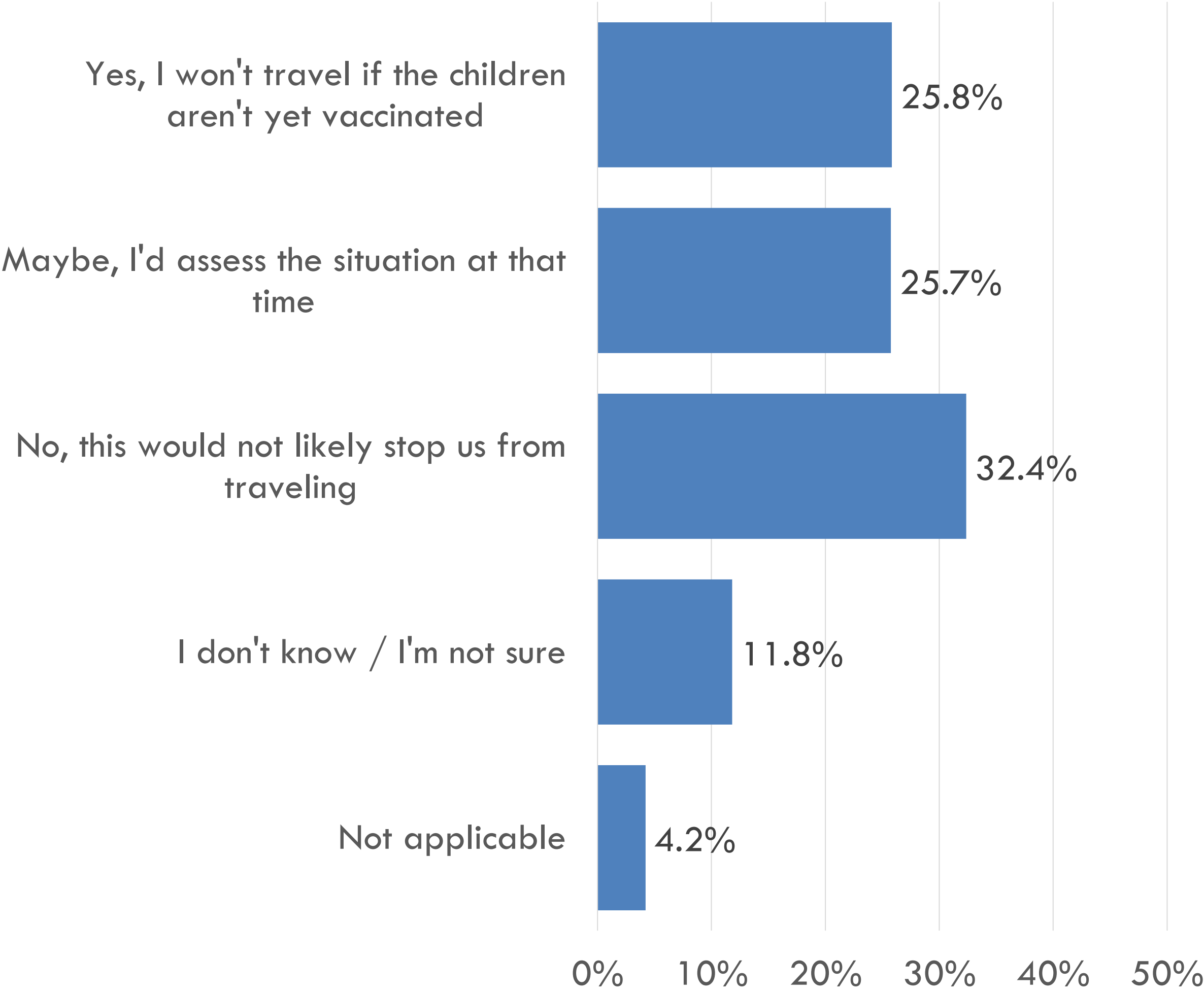


# SUMMER TRAVEL & CHILDREN'S VACCINATION

**Question:** Please think now about your family travels **NEXT SUMMER**. Imagine that by next summer **COVID-19** vaccinations have been widely distributed amongst adults, but children have not yet been widely vaccinated. Your children have not yet been vaccinated.

**Would this situation be likely to stop you from taking a family vacation next summer? (Select one that best describes you)**

*(Base: Wave 39 data. Respondents with school age children they travel with, 353 completed surveys. Data collected December 4-6, 2020)*



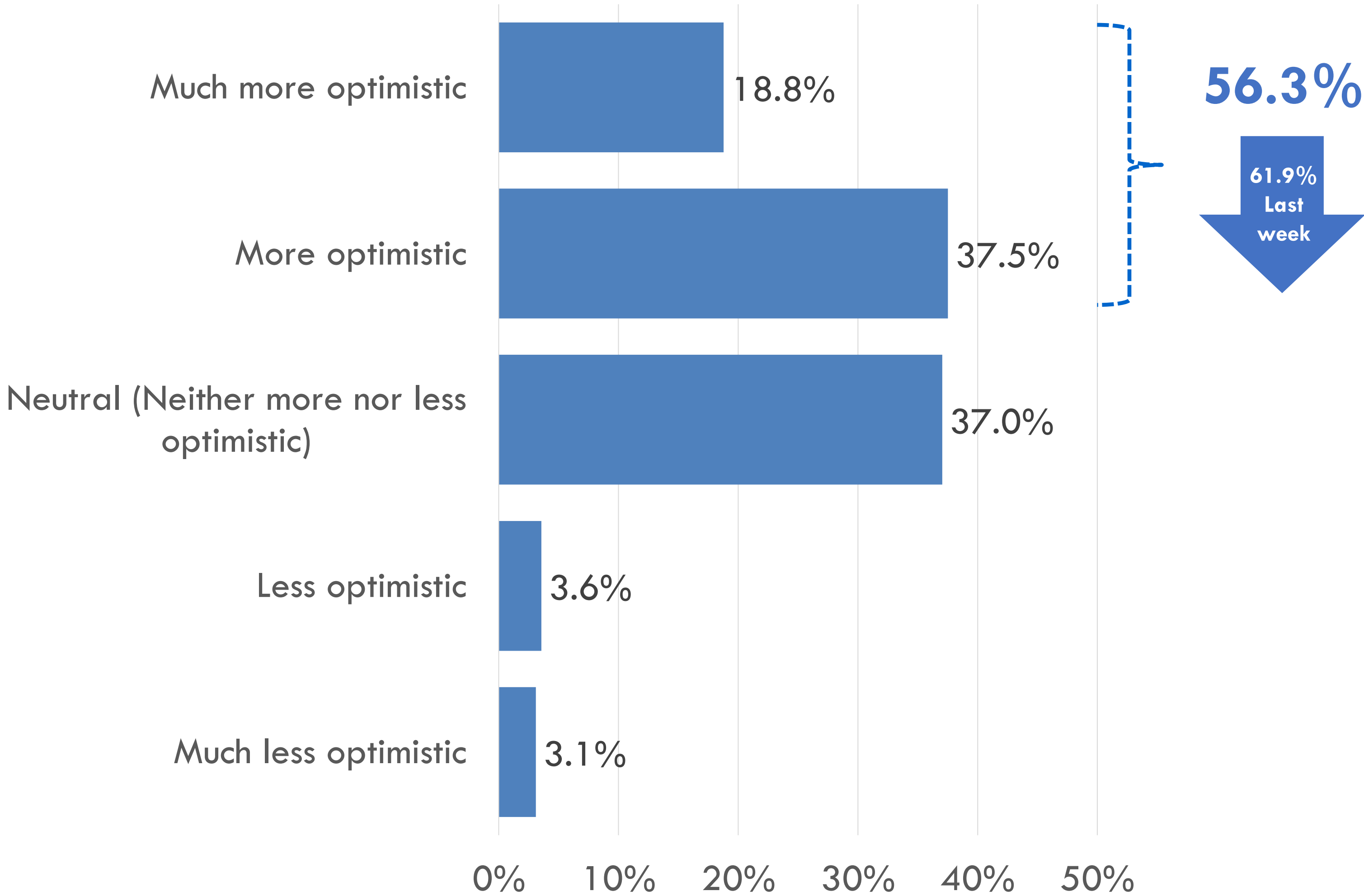


# VACCINES AND OPTIMISM FOR A RETURN TO NORMAL

**Question:** Does recent news about vaccine developments affect your optimism about life returning to normal (or near normal) in the next SIX (6) MONTHS? (Select one to fill in the blank)

The vaccine news has made me \_\_\_\_\_ about life returning to normal (or near normal) in the next six months.

(Base: Waves 45 data. All respondents, 1,205 completed surveys. Data collected Jan 15-17, 2021)

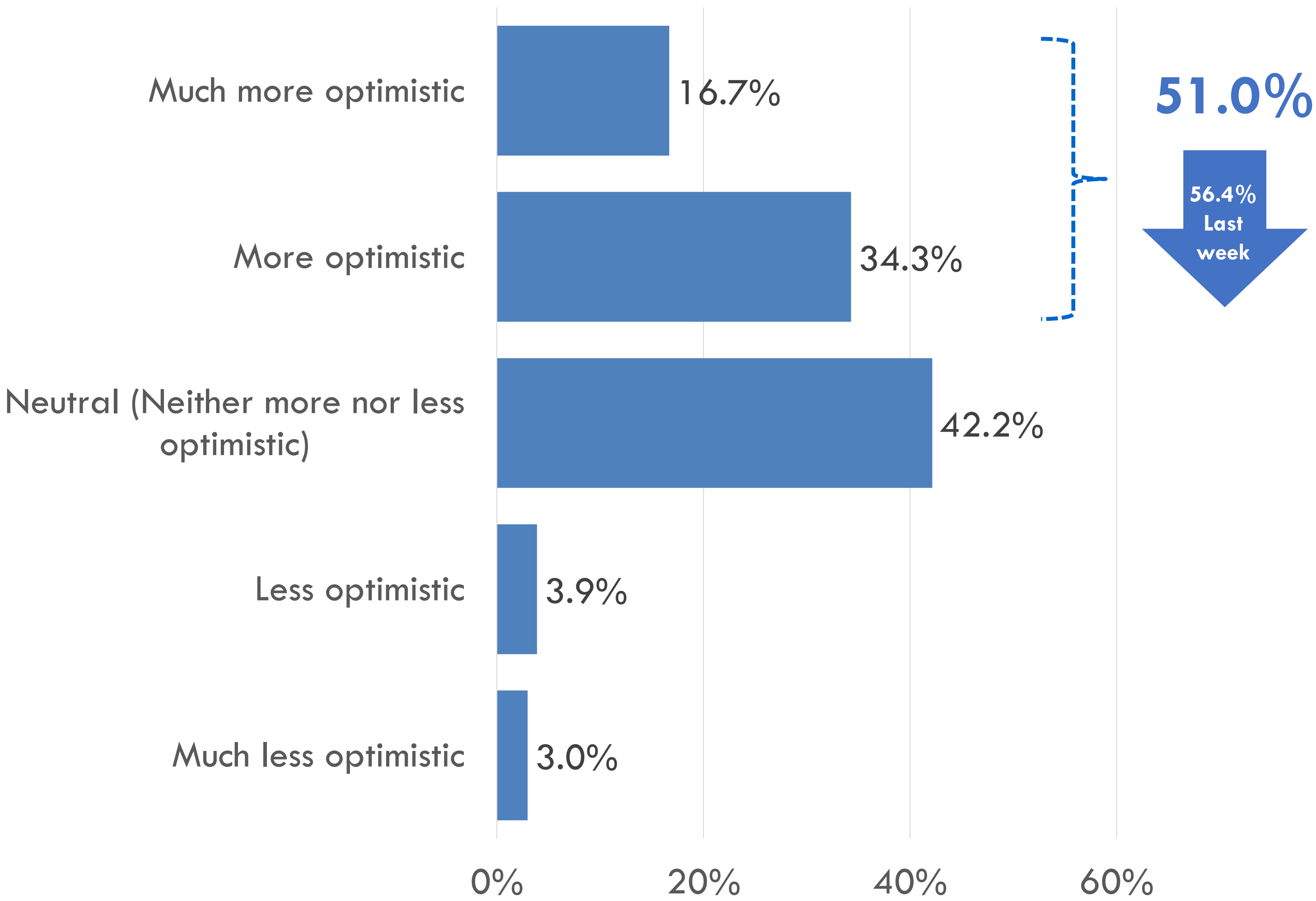


# VACCINES AND OPTIMISM FOR SAFE TRAVEL

**Question:** Does recent news about vaccine developments affect your optimism about being able to travel safely in the next SIX (6) MONTHS? (Select one to fill in the blank)

The vaccine news has made me \_\_\_\_\_ about **BEING ABLE TO TRAVEL SAFELY** in the next six months.

(Base: Waves 45 data. All respondents, 1,205 completed surveys. Data collected Jan 15-17, 2021)

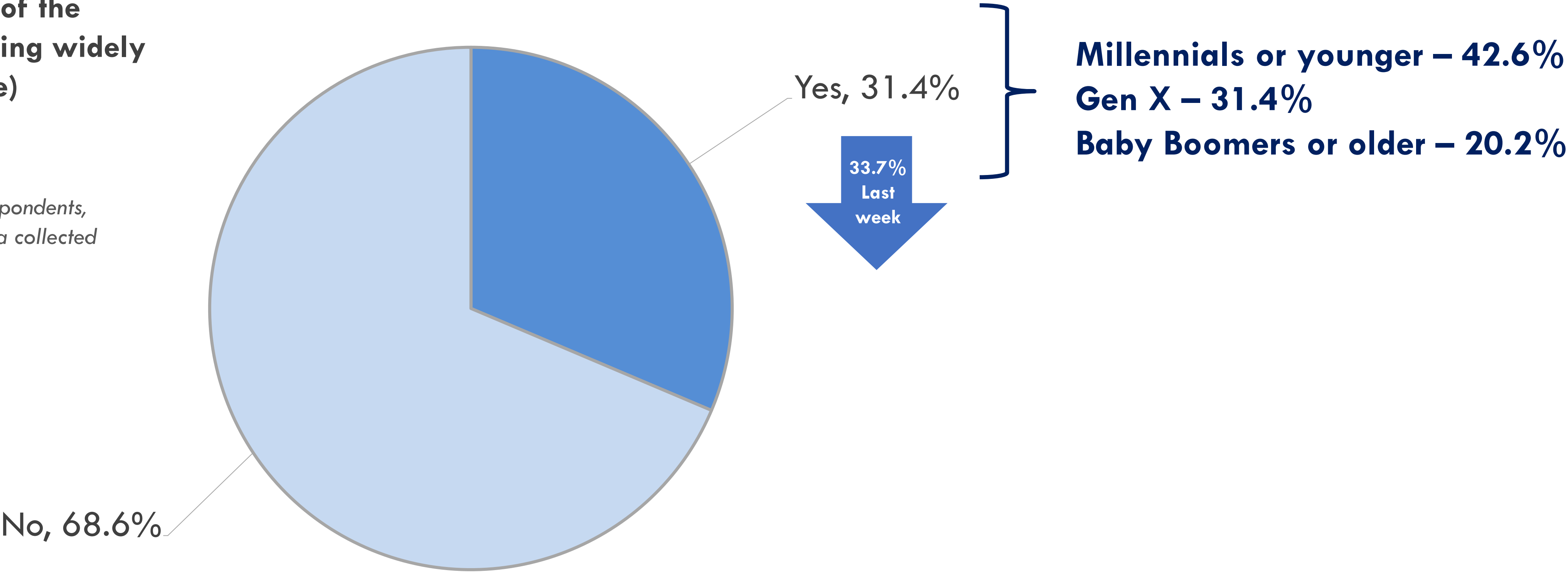




# TRAVEL PLANS DUE TO COVID-19 VACCINES

**Question:** Have you begun planning (or booking) any future travel in anticipation of the COVID-19 vaccine being widely available? (Select one)

(Base: Waves 45 data. All respondents, 1,205 completed surveys. Data collected Jan 15-17, 2021)





## KEY TAKEAWAYS

- 58.6 % of Americans expect to take a COVID-19 vaccine and the majority expect they will be inoculated by the end of June
- Optimism about a return to normal—and travel normal—in the next 6 months is down somewhat
- Millennials are the likeliest generation to say that they have started planning future trips in anticipation of the COVID-19 vaccine being widely available



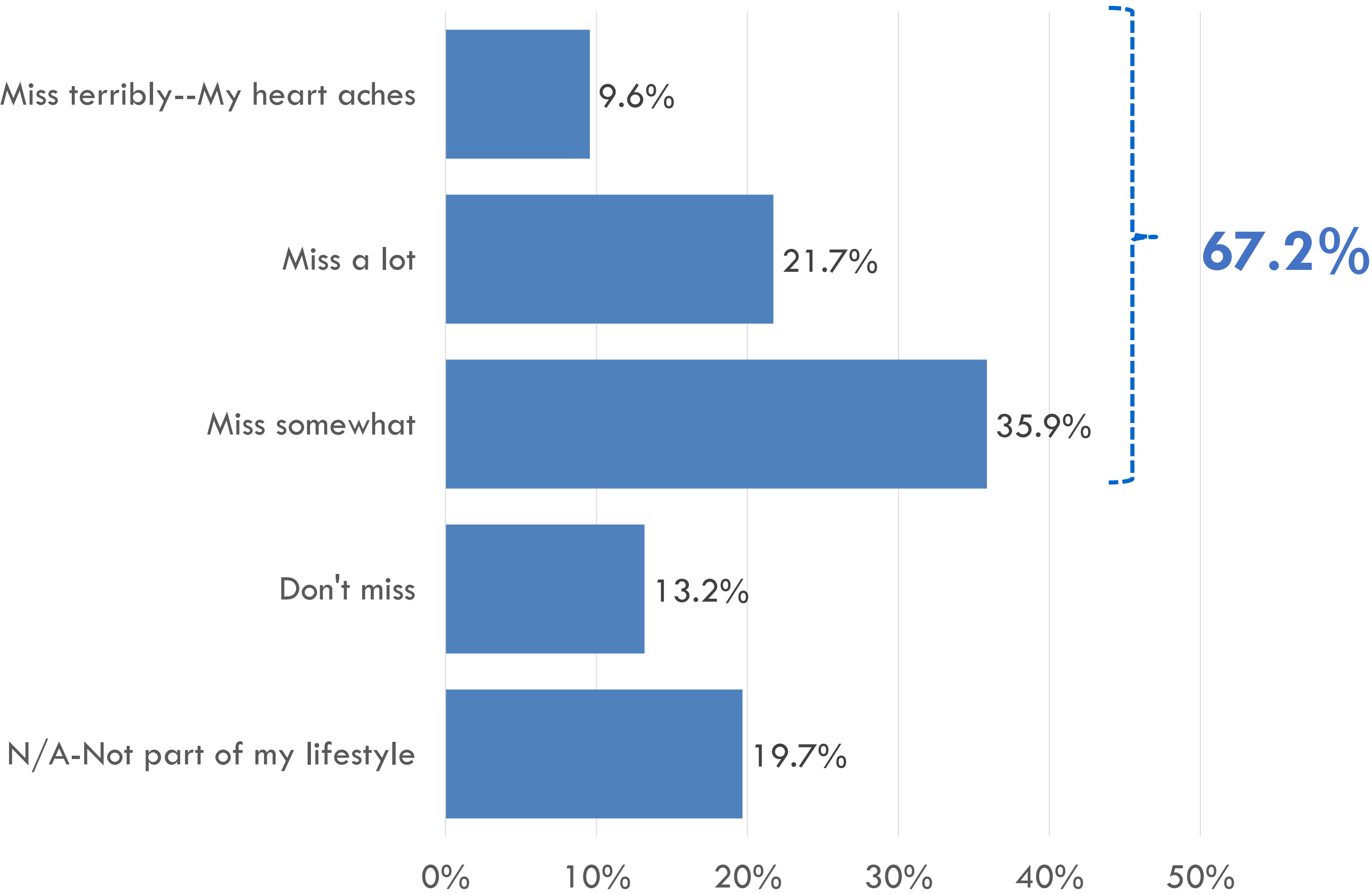


# **RETURN OF LIVE EVENTS**

# HOW MUCH ARE EVENTS MISSED?

**Question:** How much do you miss festivals and other live events?

(Base: Waves 45 data. All respondents, 1,205 completed surveys. Data collected January 15-17, 2021)

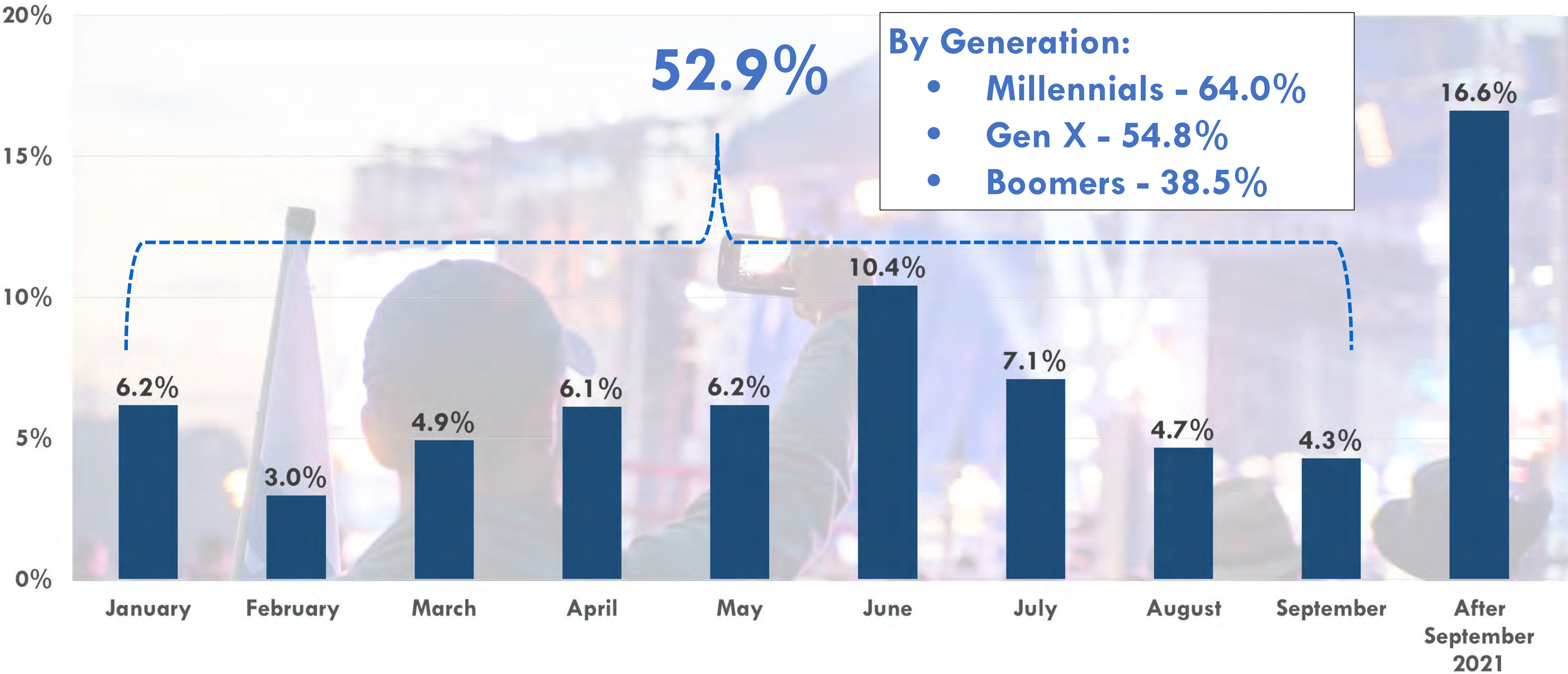




# WHEN AMERICANS EXPECT THEY WILL BE COMFORTABLE TRAVELING FOR LIVE EVENTS & FESTIVALS

## AS OF JANUARY 17, 2021

*Expected Month Among American Travelers Who Attend Live Events/Festivals*

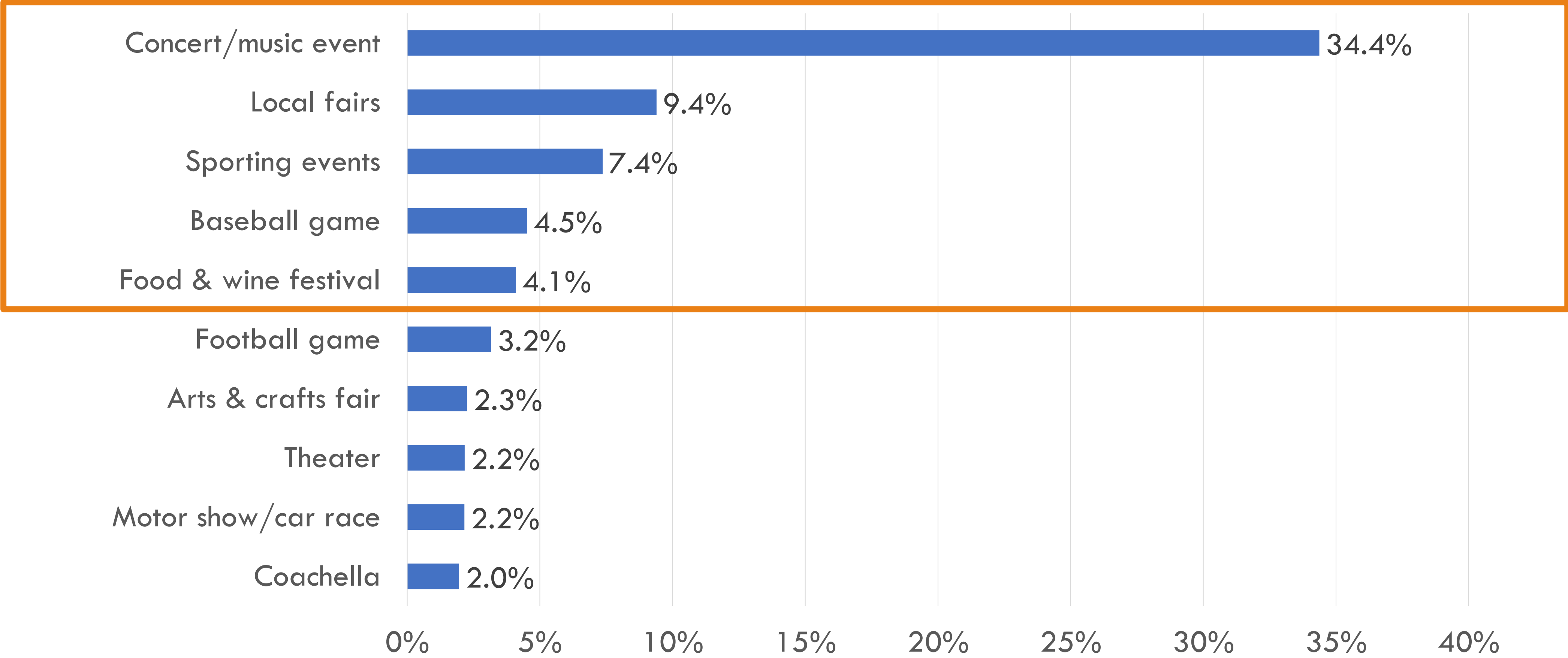


**QUESTIONS:** WHEN (AT THE SOONEST) DO YOU EXPECT YOU WILL FEEL COMFORTABLE ATTENDING A LIVE EVENT OR FESTIVAL WHILE TRAVELING? (I.E., AT A PLACE 50-MILES OR MORE AWAY FROM YOUR HOME) (SELECT ONE)



# TYPES OF EVENTS THEY WANT TO ATTEND FIRST IN 2021

**Question:** What type of live event or festival would you most want to attend first in 2021?



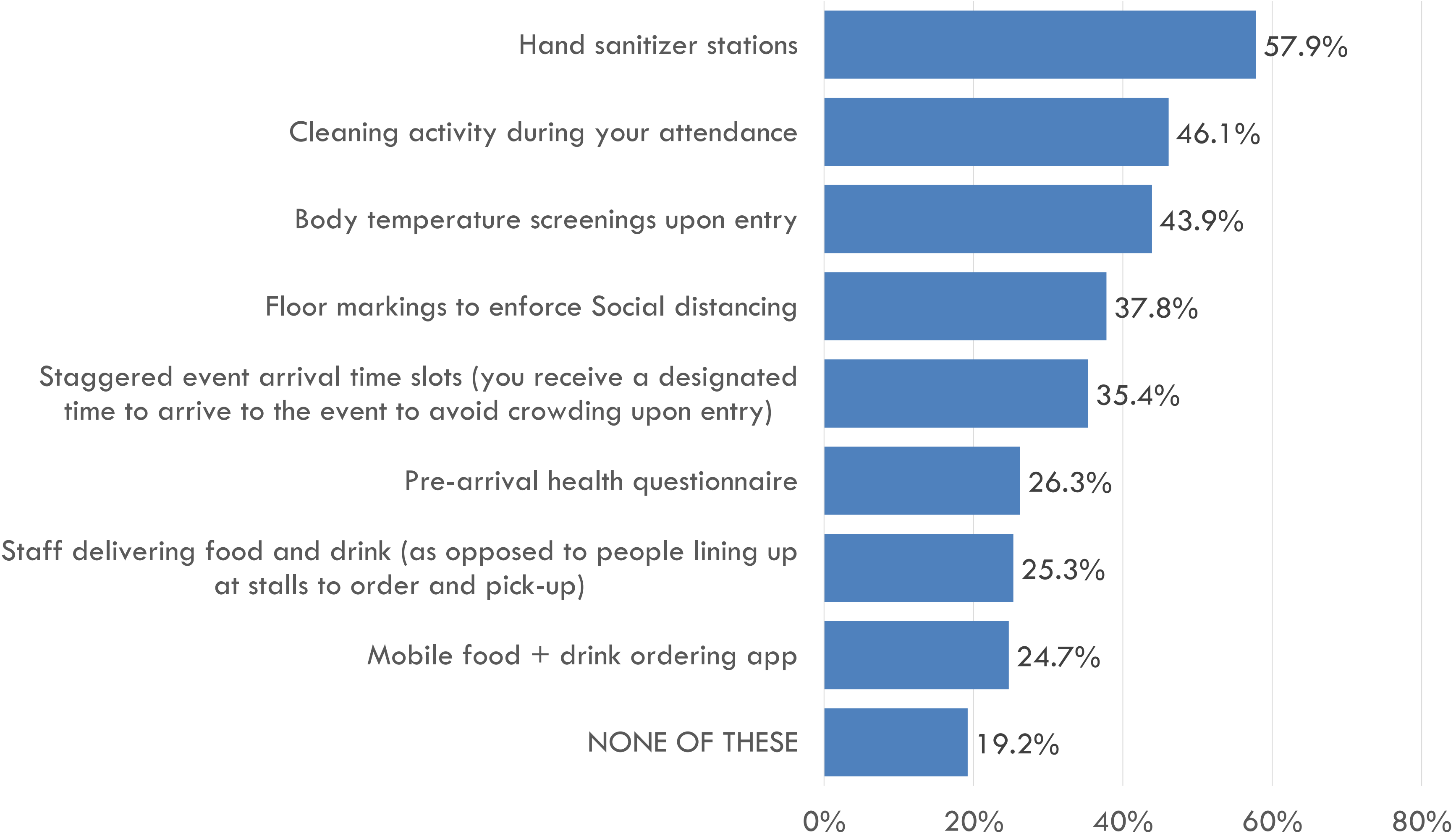
(Base: Waves 45 data. All respondents, 709 completed surveys. Data collected January 15-17, 2021)



# OPERATIONAL PRACTICES DESIRED AT LIVE EVENTS/FESTIVALS

**Question:** When thinking about attending a festival or live event, moving forward, what operational practices will you want to see used? (Select all that apply)

(Base: Waves 45 data. All respondents, 1,205 completed surveys. Data collected January 15-17, 2021)

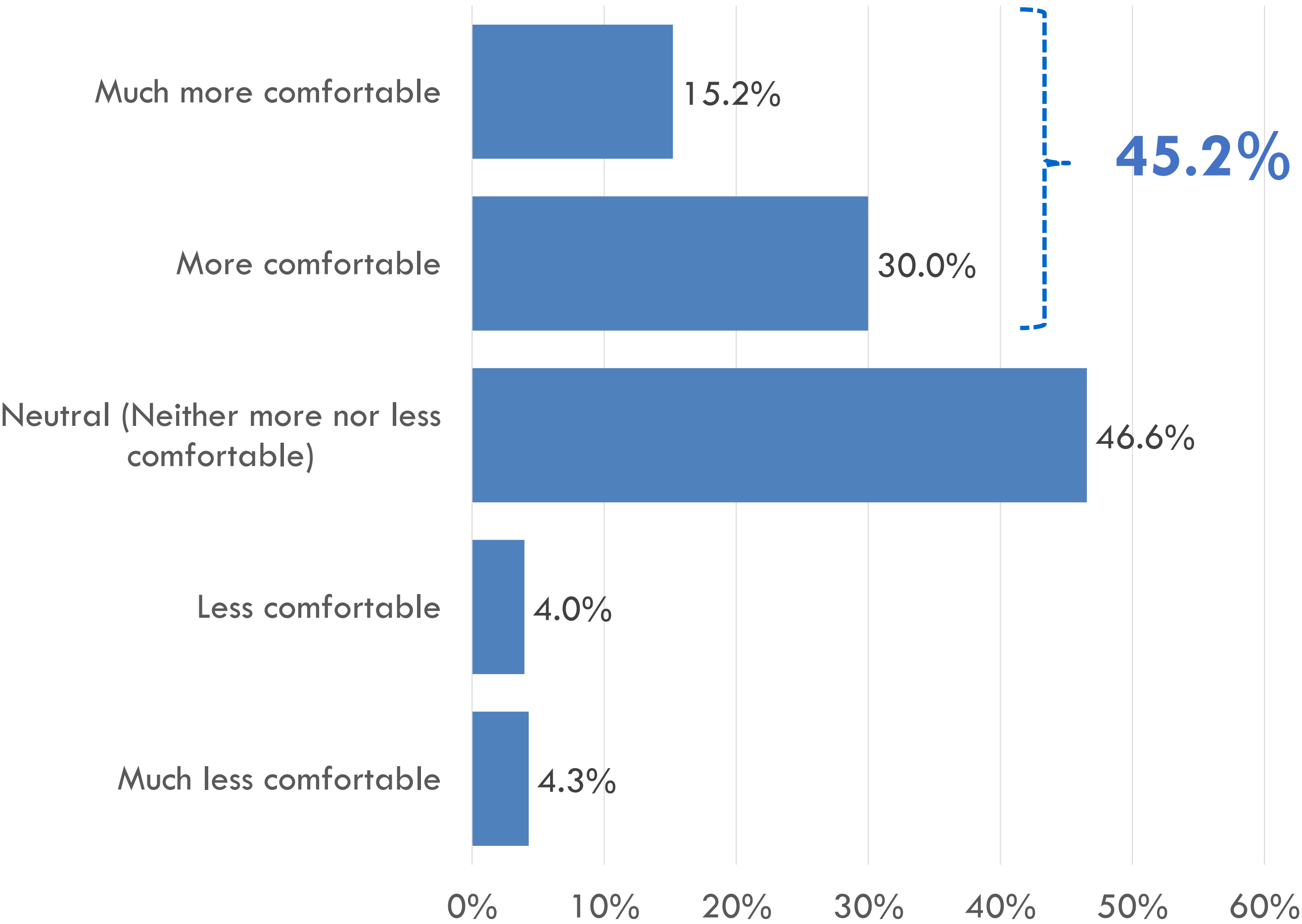


# REQUIRED COVID-19 TESTS AND COMFORT WITH ATTENDANCE

**Question:** If a negative COVID-19 test result is required of all attendees at a live event or festival, how would that affect your level of comfort in attending the event? (Select one to complete the sentence)

If all attendees were required to take a COVID-19 test, I'd be \_\_\_\_\_ attending.

(Base: Waves 45 data. All respondents, 1,205 completed surveys. Data collected January 15-17, 2021)



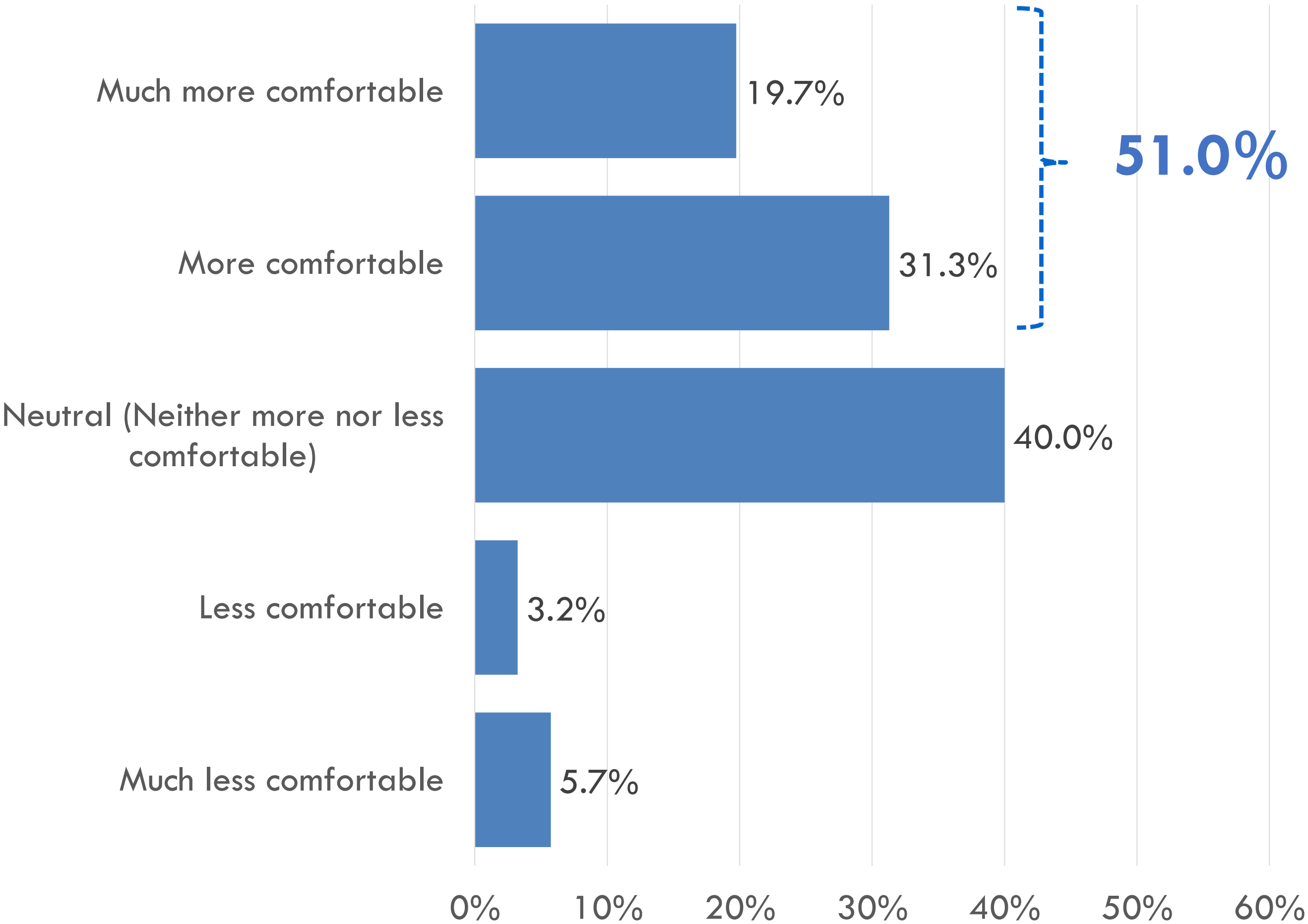


# REQUIRED COVID-19 VACCINATIONS AND COMFORT ATTENDING

**Question:** If proof of having taken a vaccine is required of all attendees at a live event or festival, how would that affect your level of comfort in attending the event? (Select one to complete the sentence)

If all attendees were required to have taken a vaccine, I'd be \_\_\_\_\_ attending.

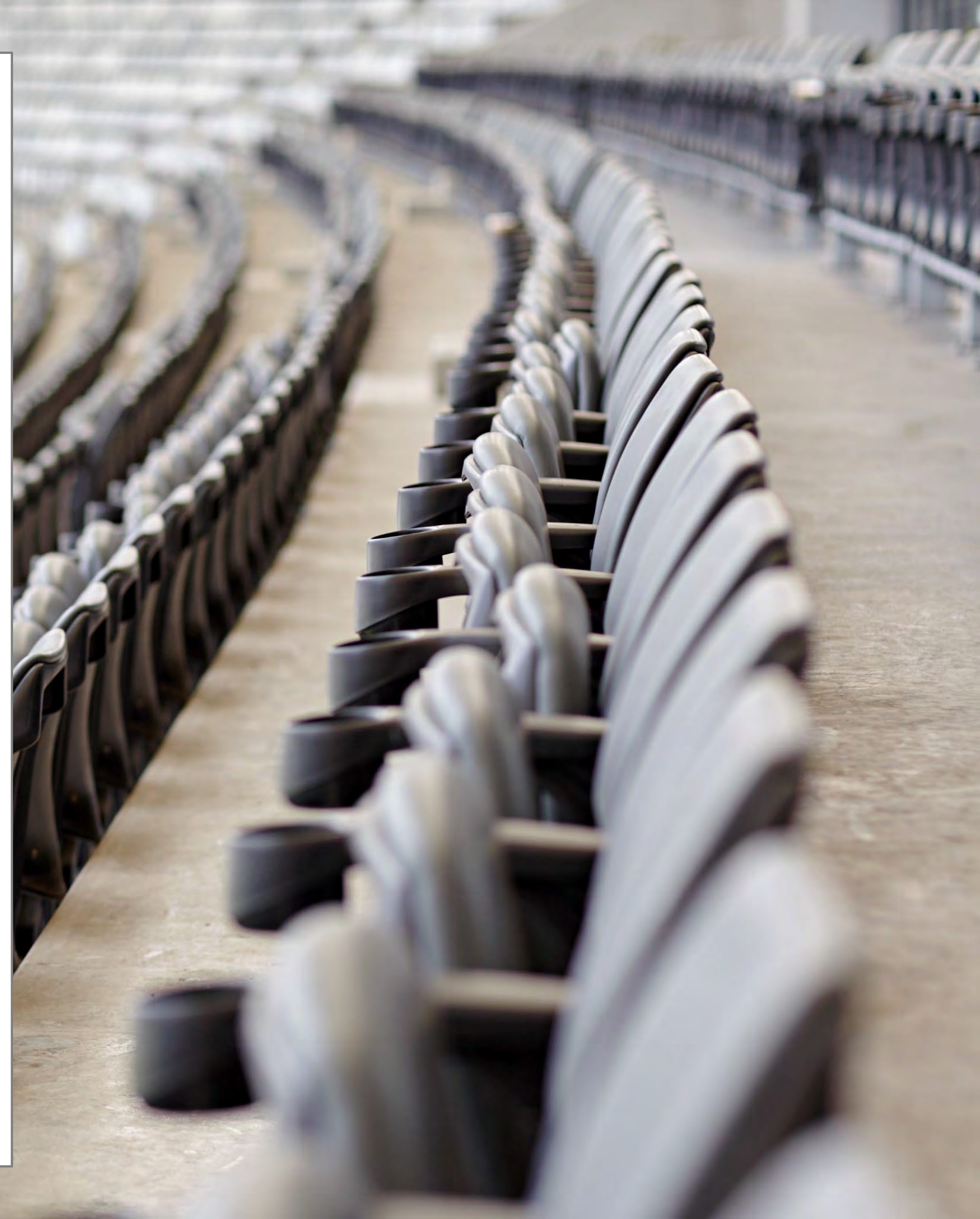
(Base: Waves 45 data. All respondents, 1,205 completed surveys. Data collected January 15-17, 2021)





## KEY TAKEAWAYS

- The majority of American travelers miss festivals and live events.
- Over half of Americans who attend festivals and live events expect that they will feel comfortable traveling to attend them by September of this year, with Millennials expressing the highest propensity to feel comfortable traveling by then.
- Concerts and music-related events are the types of events travelers most want to attend in 2021.
- American travelers would feel more comfortable attending events if a negative COVID-19 test result and proof of vaccination were required.



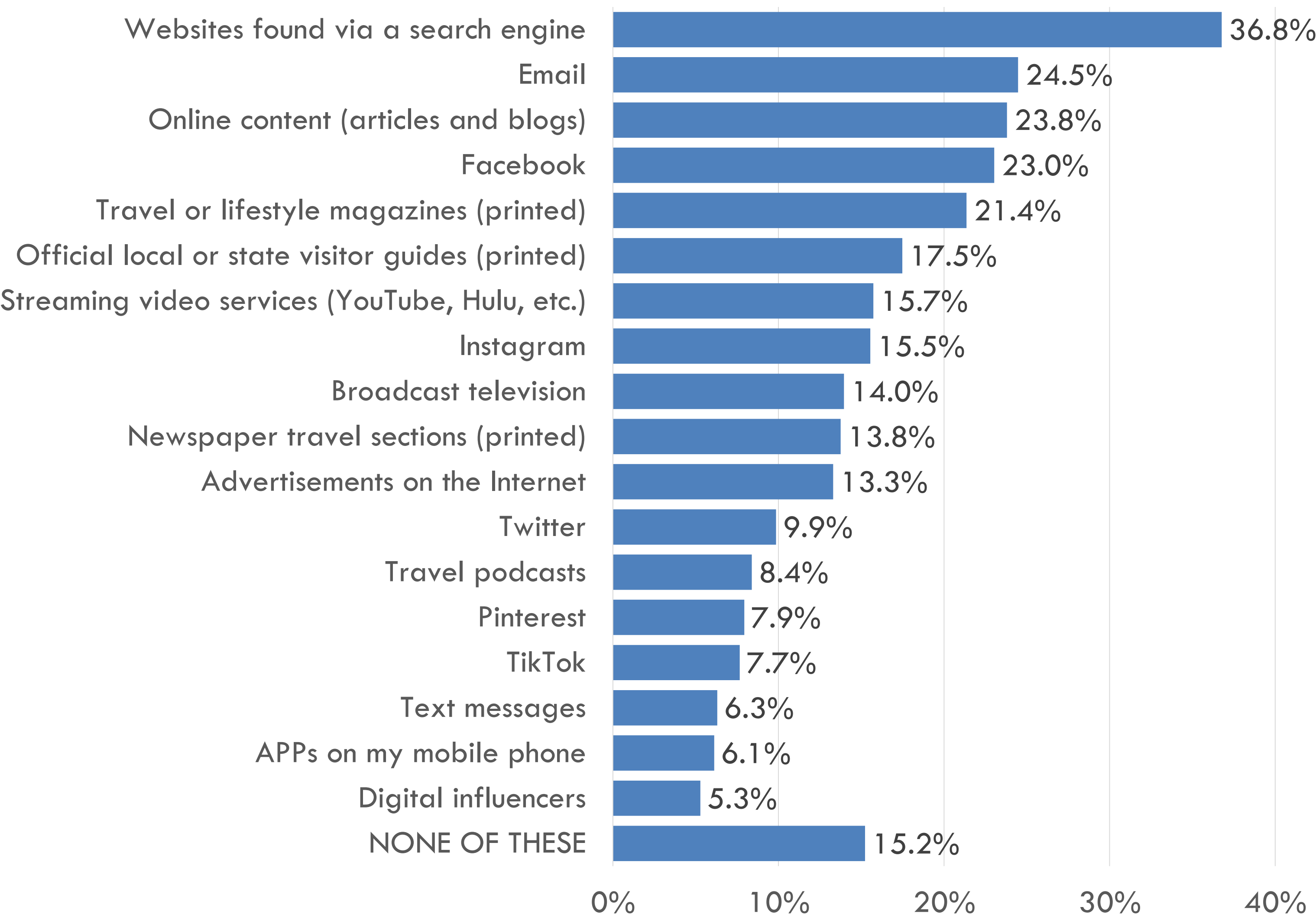






# RECEPTIVITY TO MARKETING CHANNELS

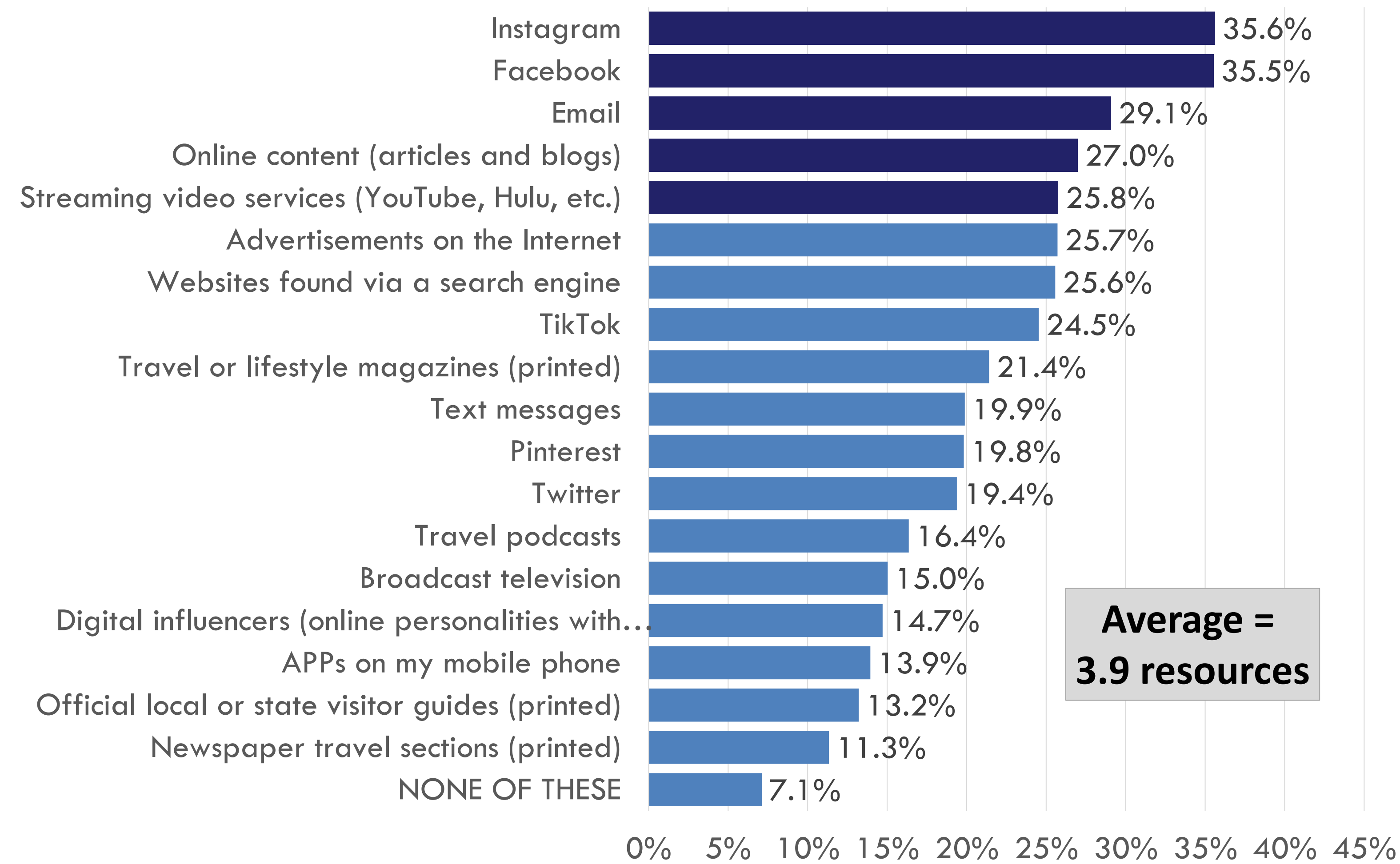
**Question:** Please think about how travel destinations could best reach you with their messages right now. Where would you generally be **MOST RECEPTIVE** to learning about new destinations to visit? (Please select all that apply)





# RECEPTIVITY TO MARKETING CHANNELS

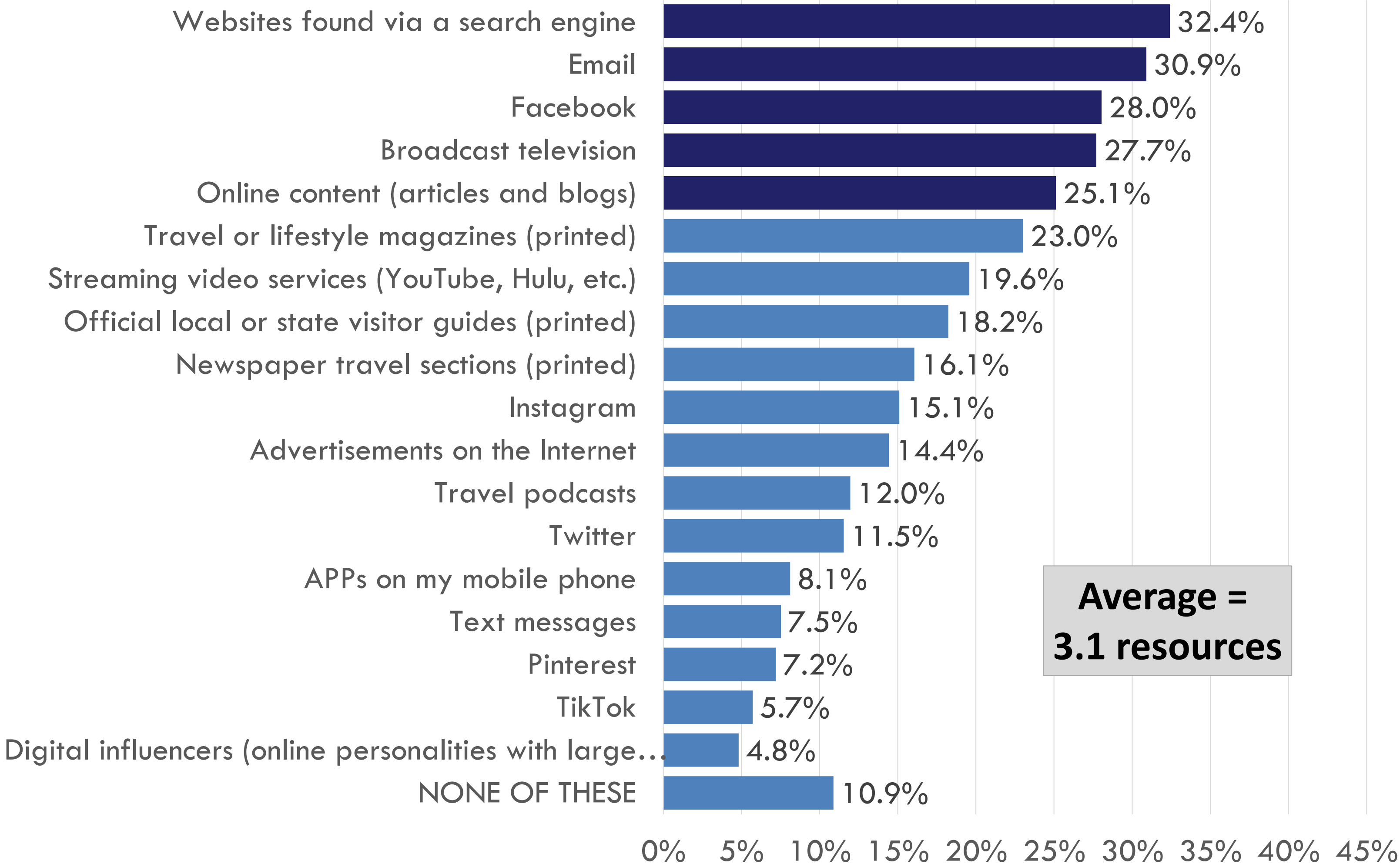
## Millennials and Younger





# RECEPTIVITY TO MARKETING CHANNELS

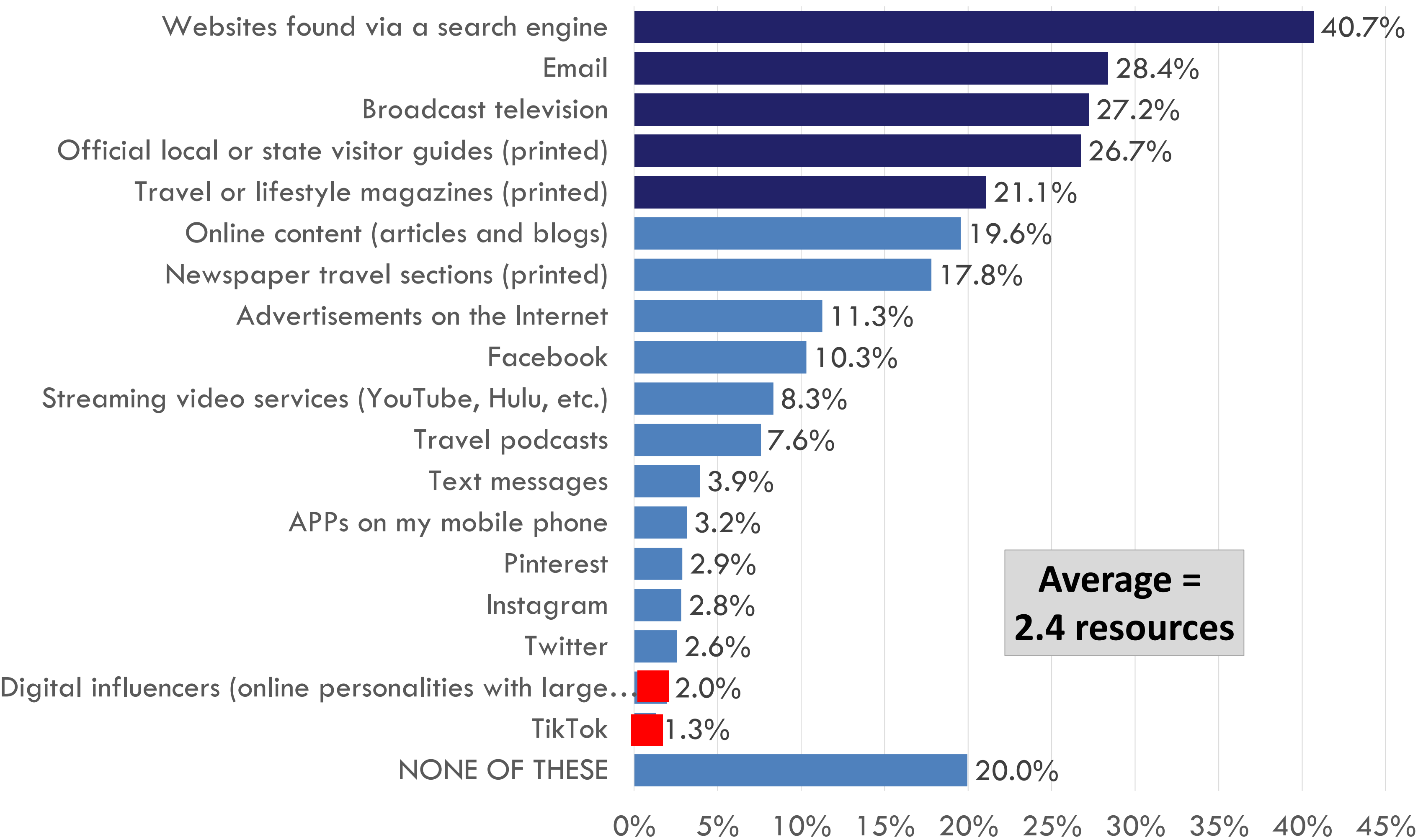
## Generation X





# RECEPTIVITY TO MARKETING CHANNELS

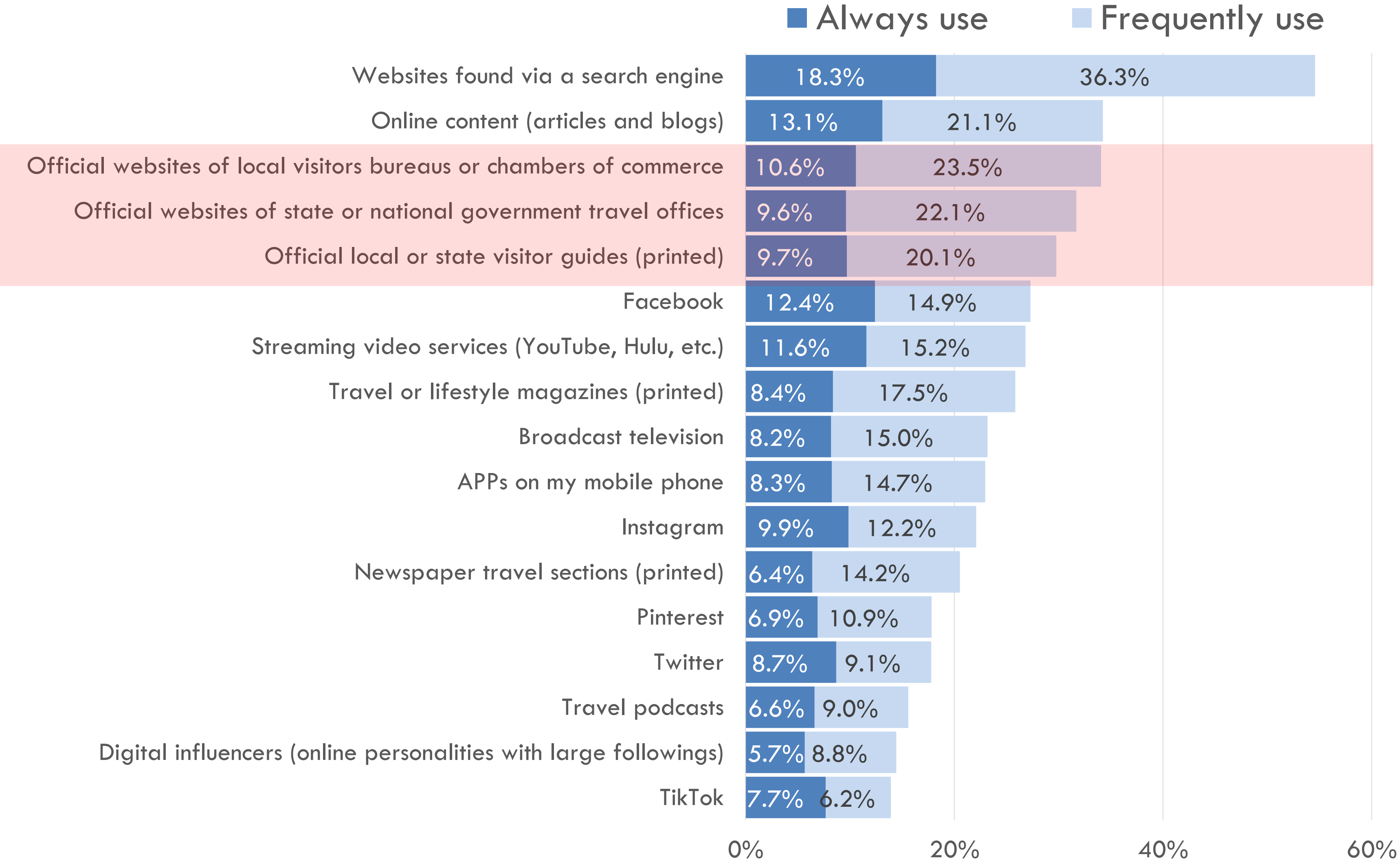
## Boomers and Older



# FREQUENCY OF USE: MARKETING CHANNELS

**Question:** In general, when planning your travel which best describes how often you use each of the following? (Select one that best completes the sentence)

I \_\_\_\_\_ this resource in travel planning





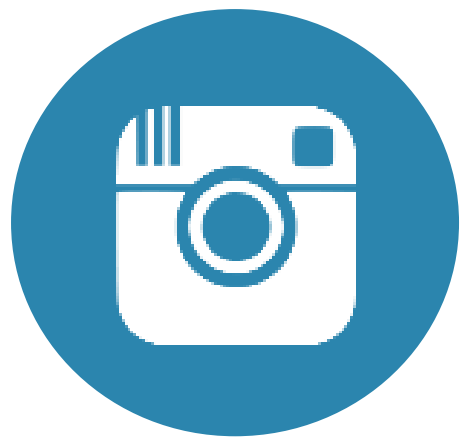
**FOLLOW US ON SOCIAL MEDIA FOR THE LATEST TRENDS**



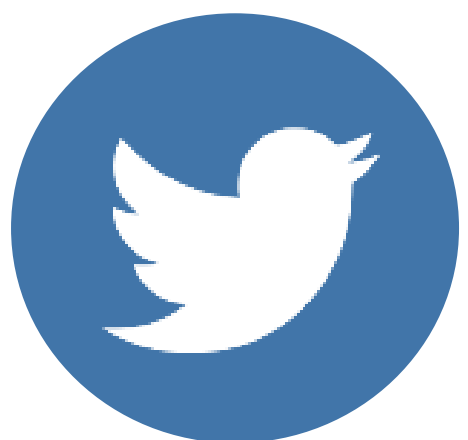
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