

CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

*Presentation of Findings
October 20th, 2020*

Destination  Analysts



A close-up photograph of a piece of brown cardboard that has been torn. A large, irregular hole is cut through the center of the cardboard, revealing a plain white background. The edges of the cardboard are jagged and uneven. The text "Independent, unbiased research" is printed in a dark, sans-serif font across the white background, centered within the hole. The cardboard itself has a textured, fibrous appearance.

Independent, unbiased
research

WE ARE SO GRATEFUL FOR YOUR CONTINUED SUPPORT



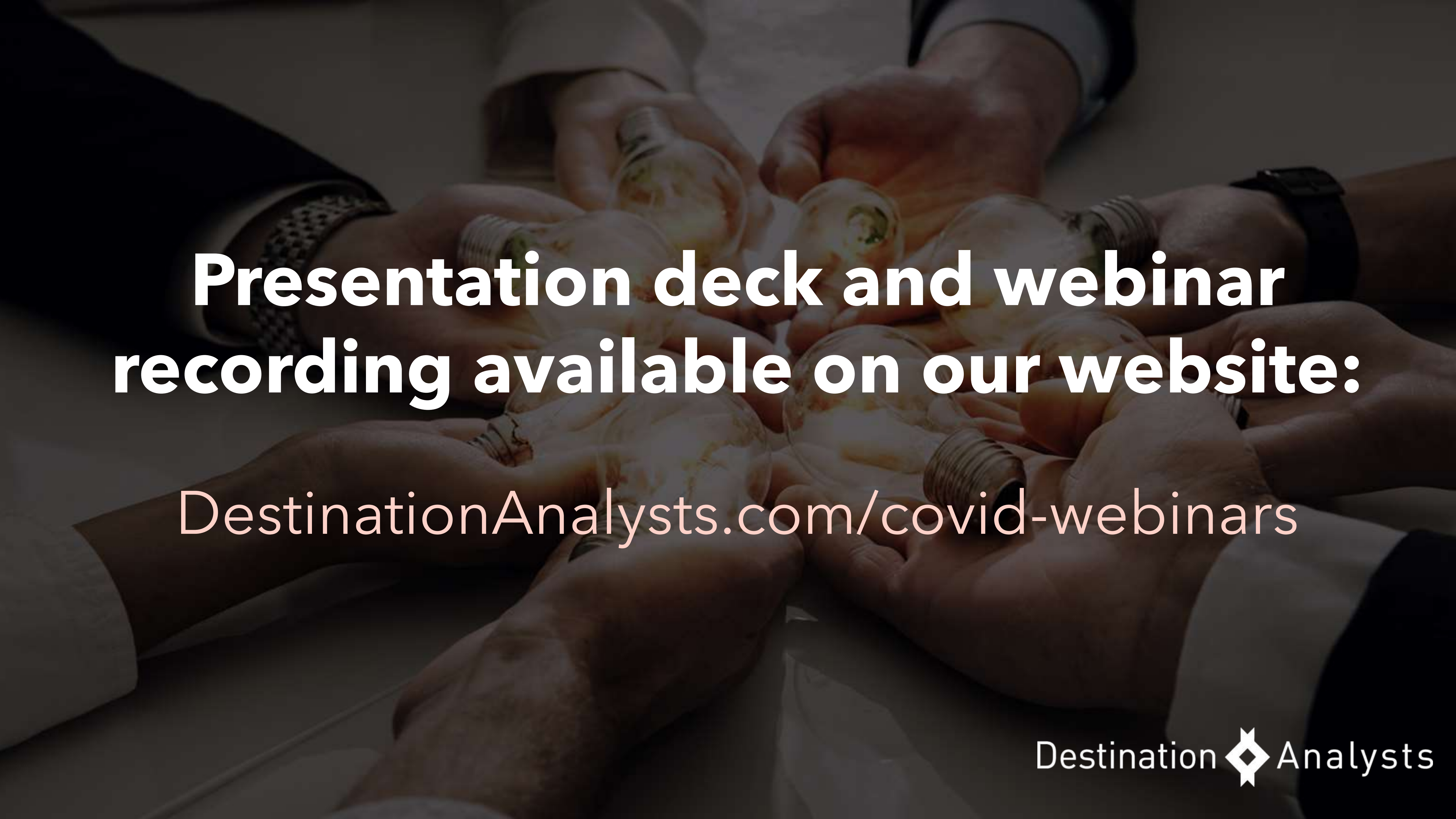
Online Today



Erin Francis-Cummings
President & CEO



Myha Gallagher
Senior Research Director



**Presentation deck and webinar
recording available on our website:**

DestinationAnalysts.com/covid-webinars

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 32 data (fielded October 16th-18th) 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





TOTAL CASES

8,028,332

+70,078 New Cases

CASES IN LAST 7 DAYS PER 100K

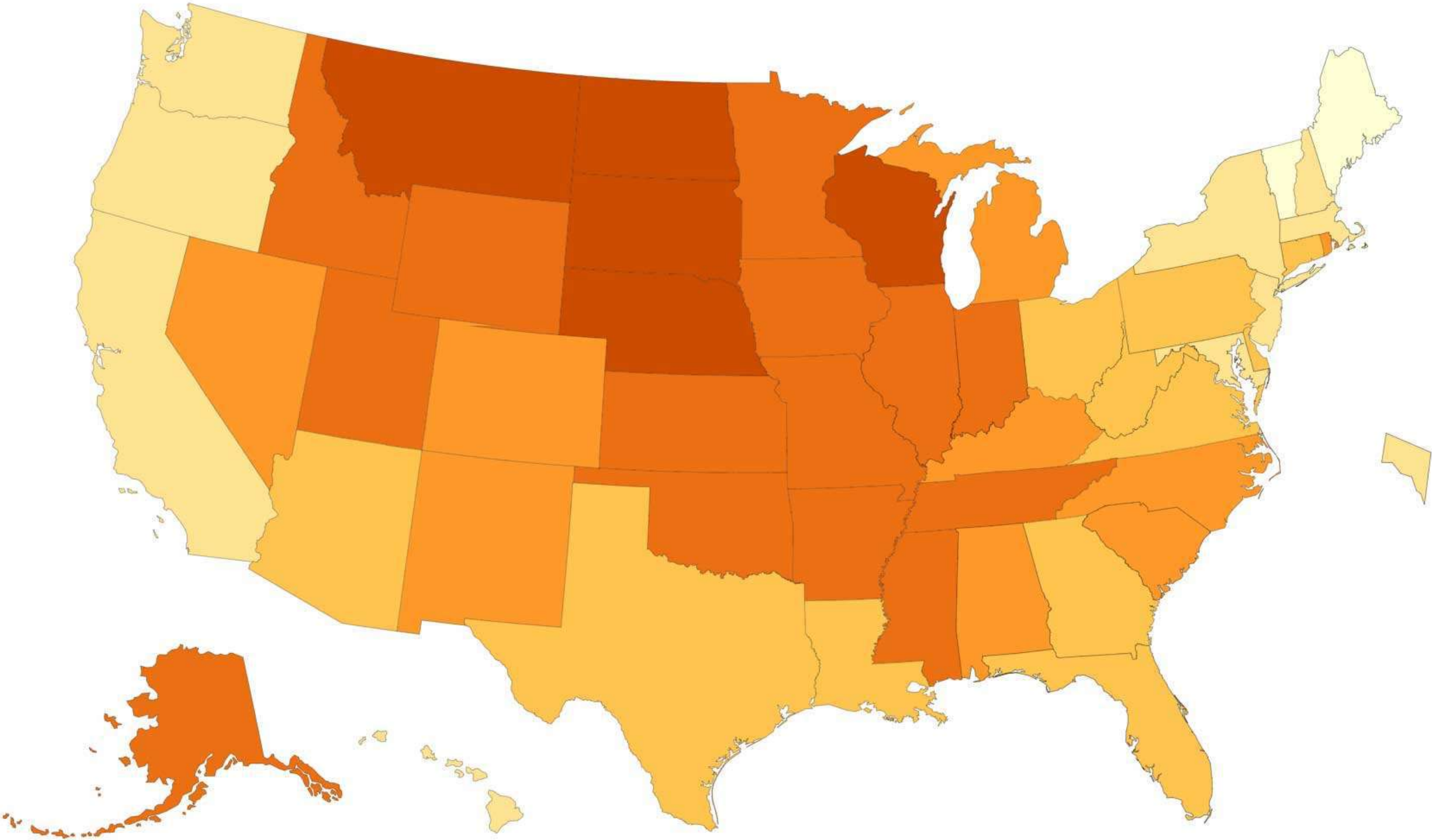
16.7

TOTAL DEATHS

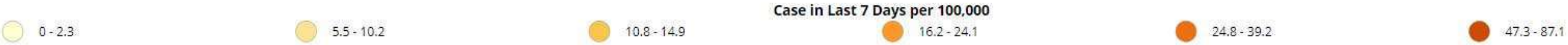
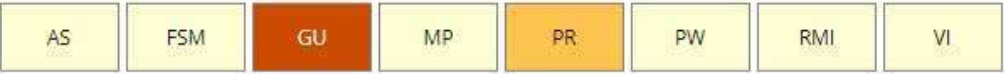
217,918

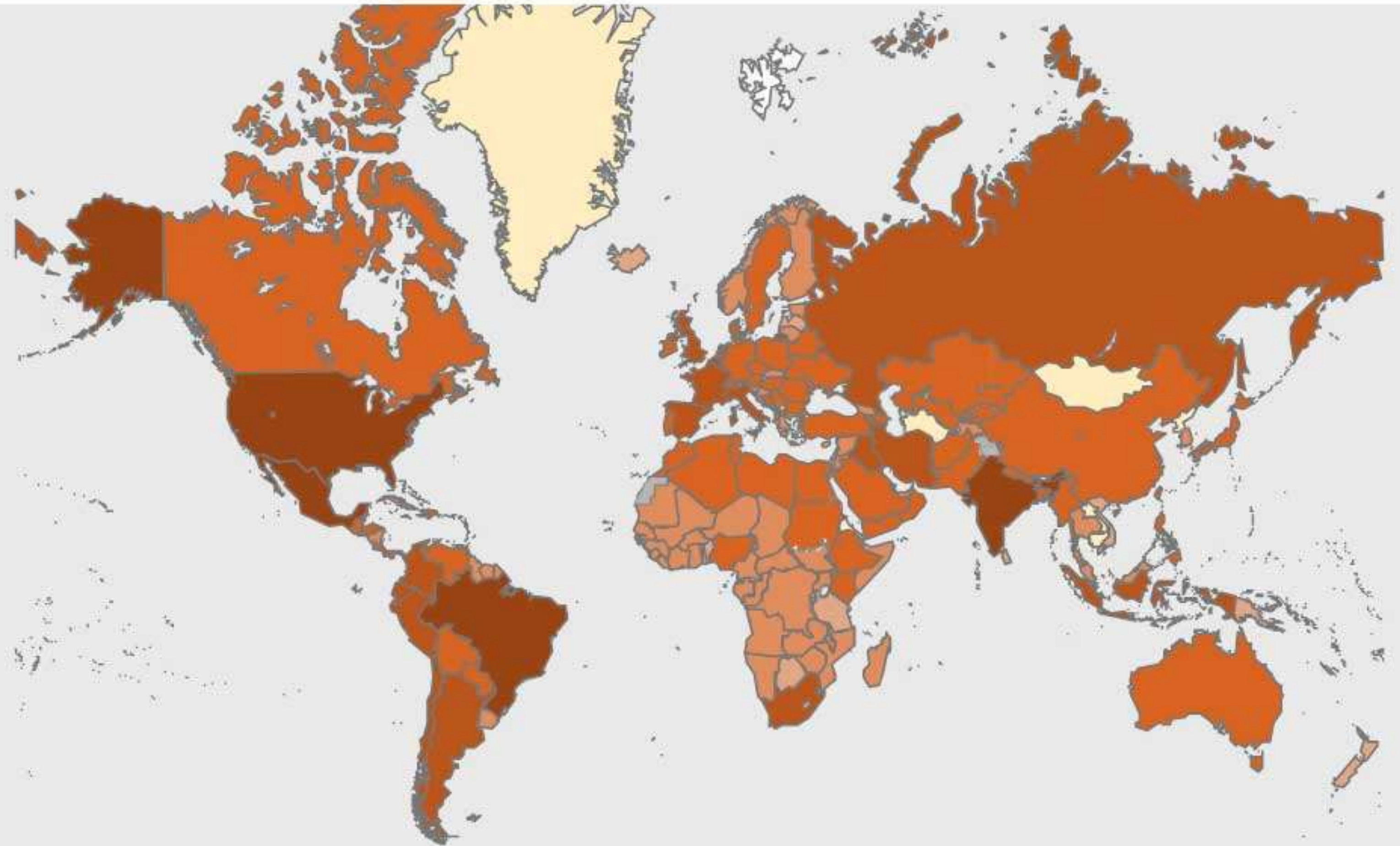
+1,001 New Deaths

US COVID-19 Case Rate Reported to the CDC in the Last 7 Days, by State/Territory (cases per 100K)



Territories



6,116
new deaths

Globally, as of **7:43pm CEST, 17 October 2020**, there have been **39,196,259 confirmed cases** of COVID-19, including **1,101,298 deaths**, reported to WHO.

COVID 2nd wave drives more European countries back into lockdown

OCTOBER 15, 2020 / 7:37 AM / CBS/AFP



London – More European countries have decided to reimpose nationwide lockdown measures to counter fast-rising [coronavirus](#) infection rates. Northern Ireland announced Wednesday that it would become the first among the United Kingdom's four nations to try a so-called circuit breaker lockdown. The tactic will see pubs and restaurants closed for all but takeout service, all schools closed and many other businesses greatly restricted for a short, defined period to try and break the [cycle of spiraling infections](#).

Israel became the first country globally to [reimpose a nationwide lockdown](#) to stem COVID-19 infections when it ordered much of the economy and all schools to close on September 18. The government has now extended the restrictions to last a full month, until October 18. Other countries are quickly following suit.

- [Cuomo warns New York could face "more restrictions"](#)

Last week the Spanish capital of Madrid was put under an official state of emergency, banning non-essential travel in and out of the city. Italy and Poland have made it compulsory for people to wear masks in public places, and France has put Paris and several other cities on maximum alert – forcing bars and gyms to shut down again.

SFGATE

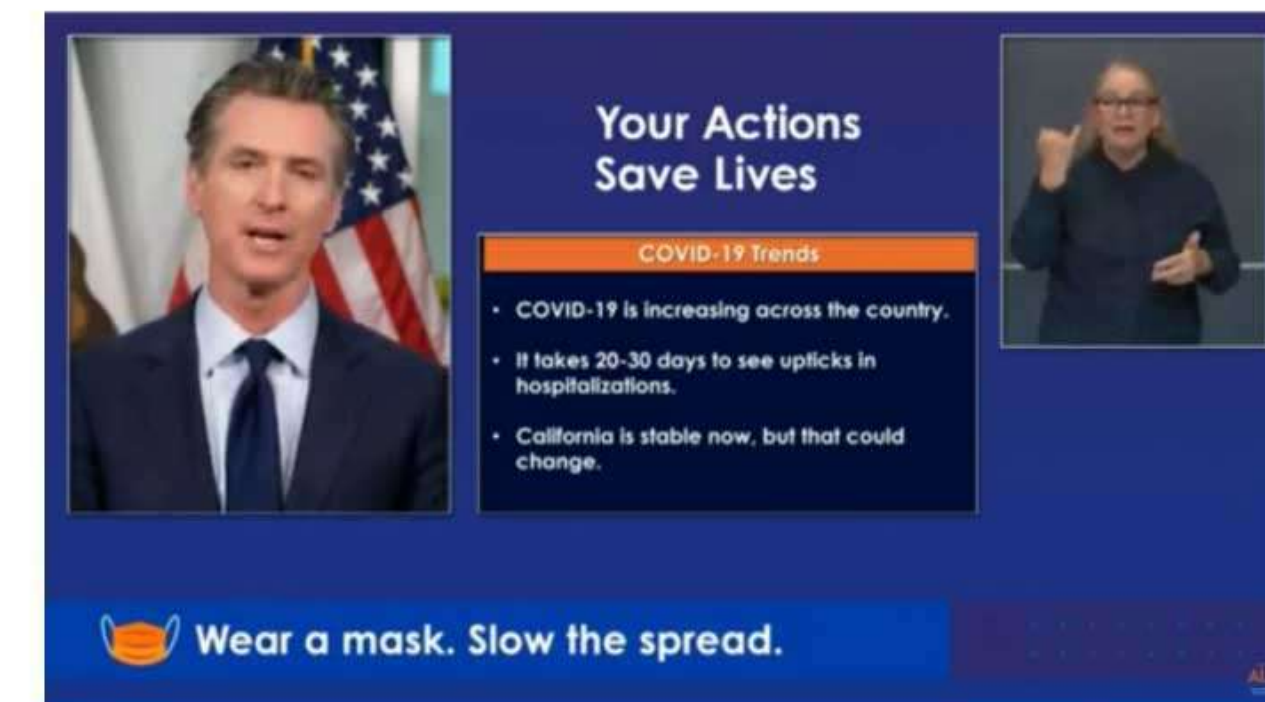
News // Editors' Picks

Newsom warns second COVID-19 wave in other countries could hit California



Amy Graff, SFGATE

Oct. 5, 2020 | Updated: Oct. 5, 2020 2:52 p.m.



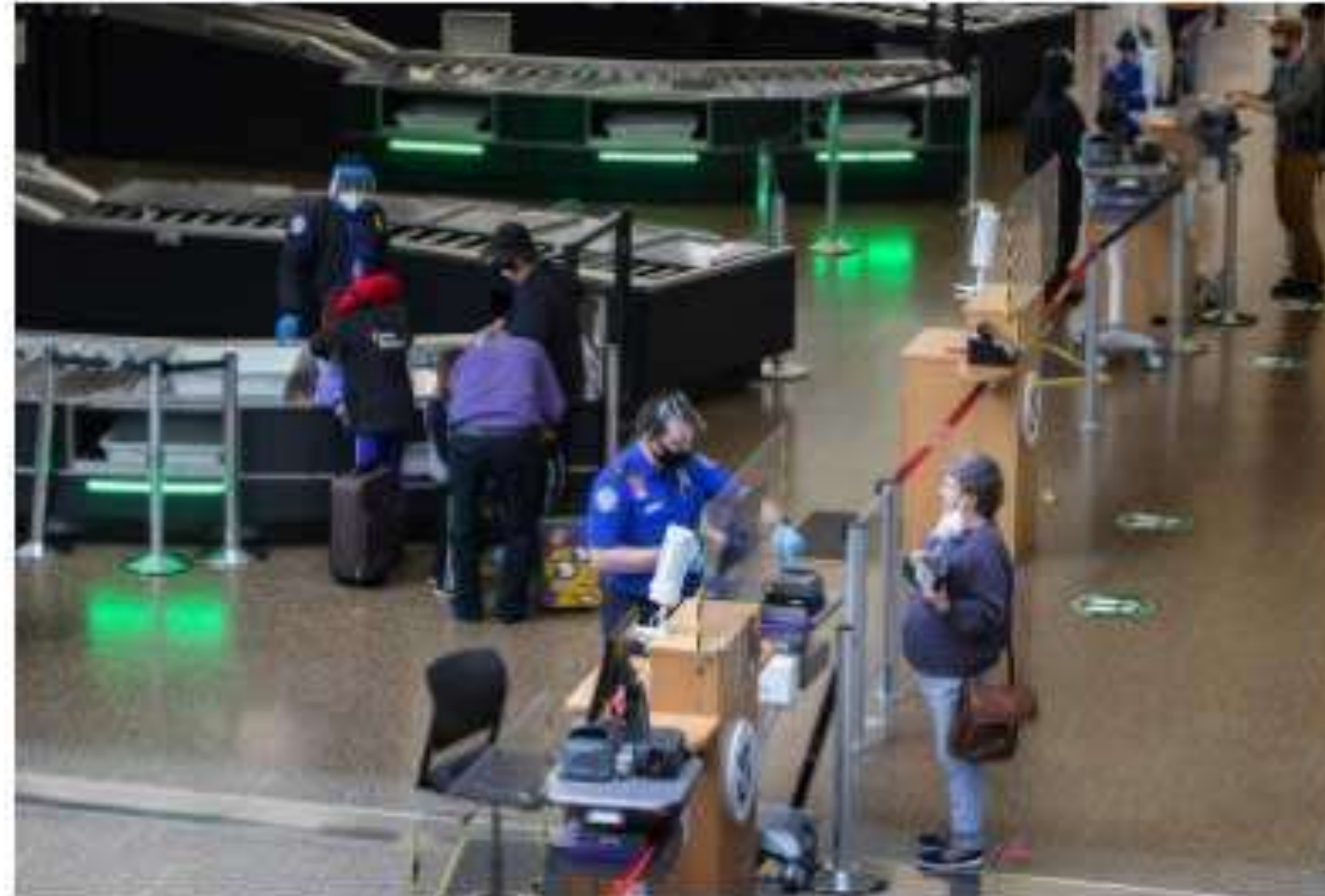
California Gov. Gavin Newsom said Monday that states across the country are experiencing second waves of coronavirus. California could be next.
State of California

California Gov. Gavin Newsom said Monday the COVID-19 pandemic is stable in California, but the situation could change, with a rise in cases across this country signaling the potential for a second wave of cases in the Golden State.

"In fact, as of this morning, 21 states have seen an increase in transmission rate of COVID-19," Newsom said. "We're seeing this, by the way, not just across the country. You're seeing this increasingly around the world. Take a look at the headlines in France out of Paris today and what's happening in the United Kingdom. What's been happening in Israel and what Germany is projecting and is concerned about."

Referring to what unfolded more than 100 years ago during the Spanish flu pandemic, Newsom added, "This is the second wave that many had predicted based on our closest approximate frame, and that's what occurred in 1918 and 1919. That was an instructive example of what can happen if we let our guard down here. The prospect of a second wave."

As we approach the holiday travel season, is it safe to travel yet?



Passengers go through security at Seattle-Tacoma International Airport in SeaTac last month. As we approach the holiday travel season, many... (Ellen M. Banner / The Seattle Times) More ▾

By [Christopher Elliott](#)

Special to The Seattle Times

Ron Williams wants to know if it's safe to travel yet.

At 72, he's in a high-risk group that makes him especially vulnerable to a coronavirus infection. But even if he weren't, what kind of trip would it be?

"My wife and I like hanging out at the pool and visiting museums and shopping," says Williams, a retired bank manager who lives in Ocala, Florida. "All of these activities are severely restricted or fraught with risk."

He adds, "I'm not sure when we'll travel again."

Williams' question is all too common. [And it's not the first time I've tried to answer it.](#) This is the time of year when many Americans begin to think about holiday trips, spring break and maybe even next summer's vacation. (For those of you who skipped this summer's vacation, you have probably already started planning.)

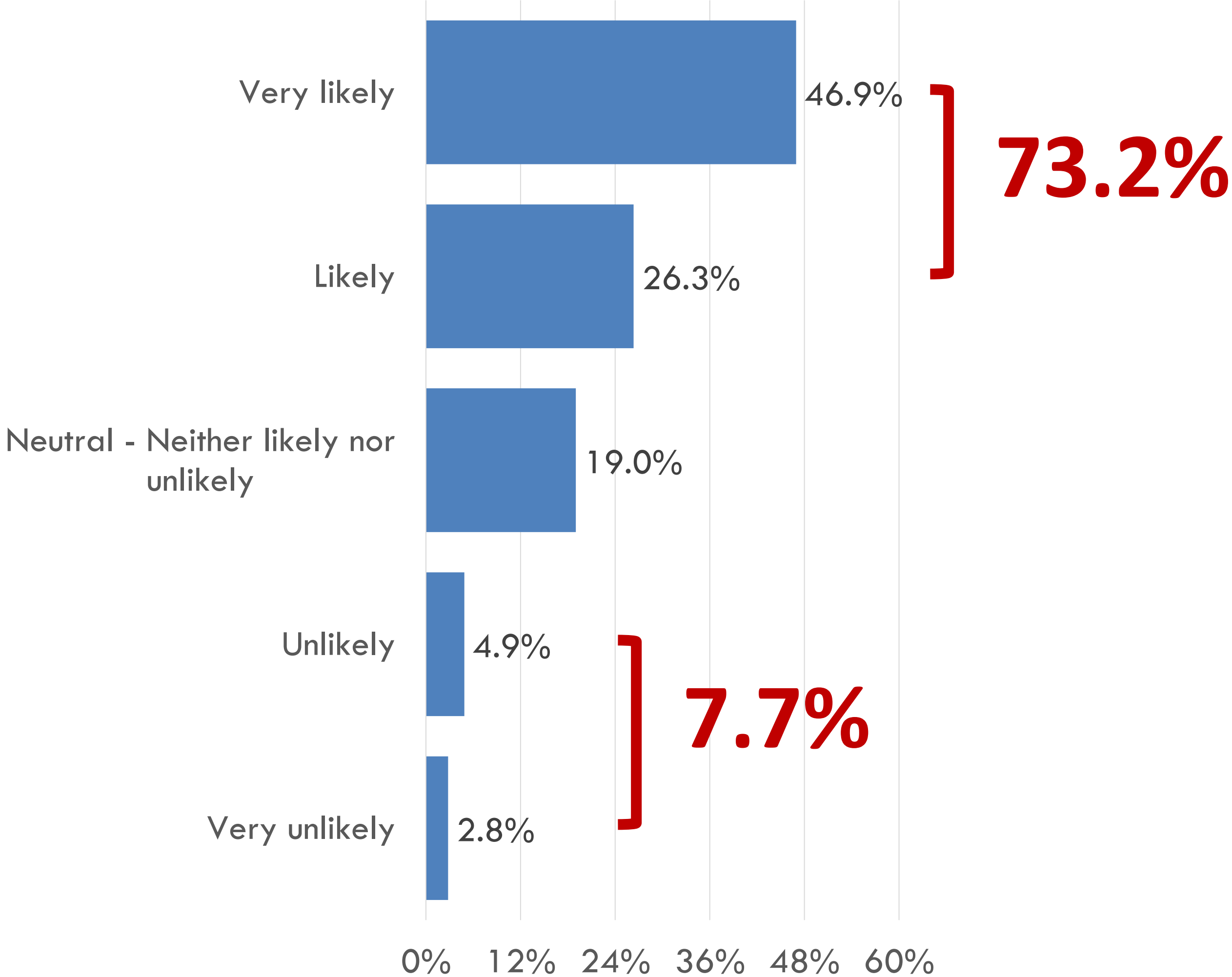
Hit the road or plan a staycation

Bill McIntyre, a spokesperson for Global Rescue, a medical and security response service for travelers, says internal surveys of the organization's members indicate a readiness to get back on the road. "Most travelers already have plans to go somewhere domestically by year's end, and a majority say they'll travel internationally sometime in 2021," McIntyre says.



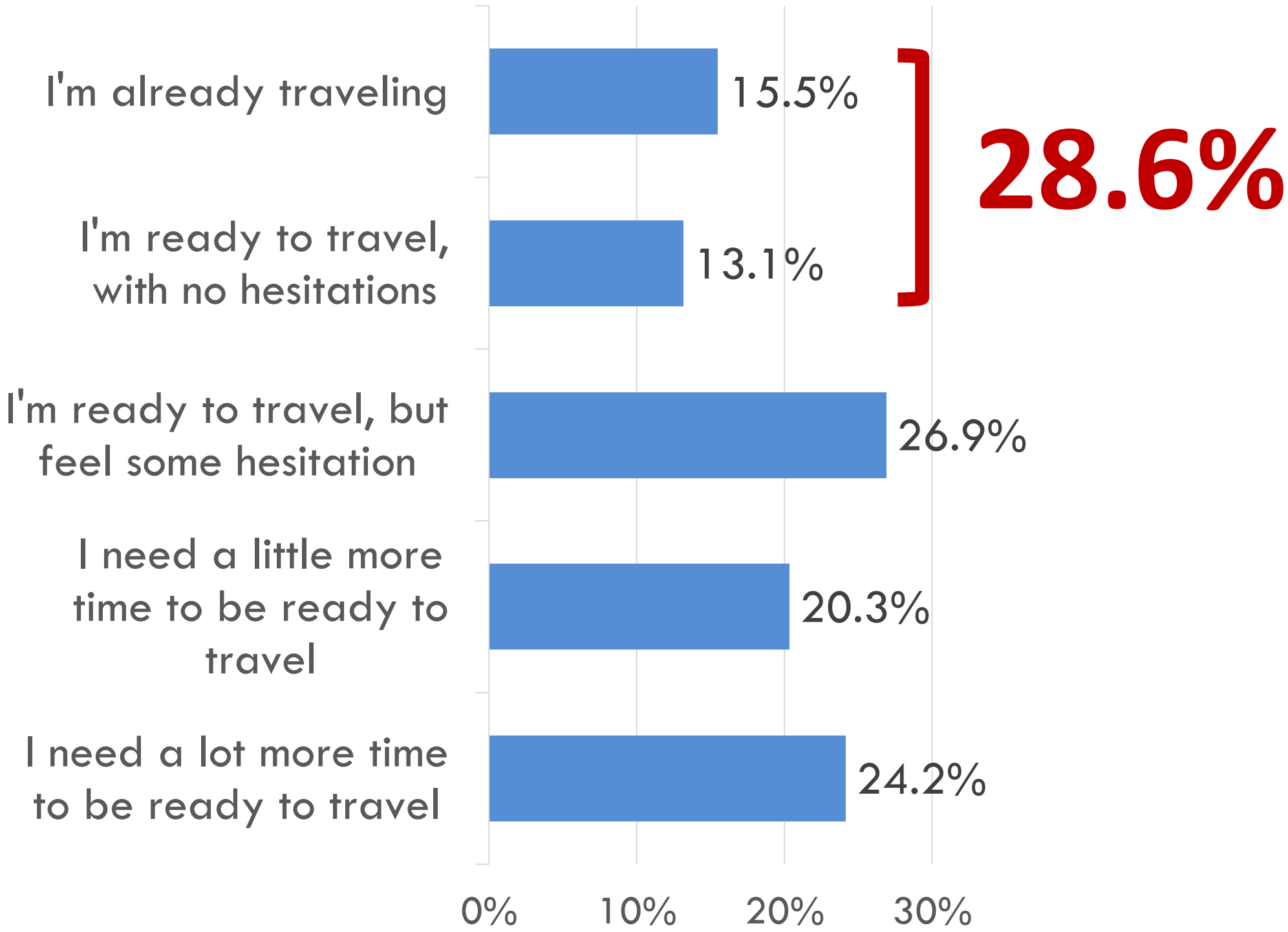
The Current Mood of Travelers

Question: In your opinion,
how likely is it that a
second wave of
Coronavirus infections will
happen in the United
States this year?

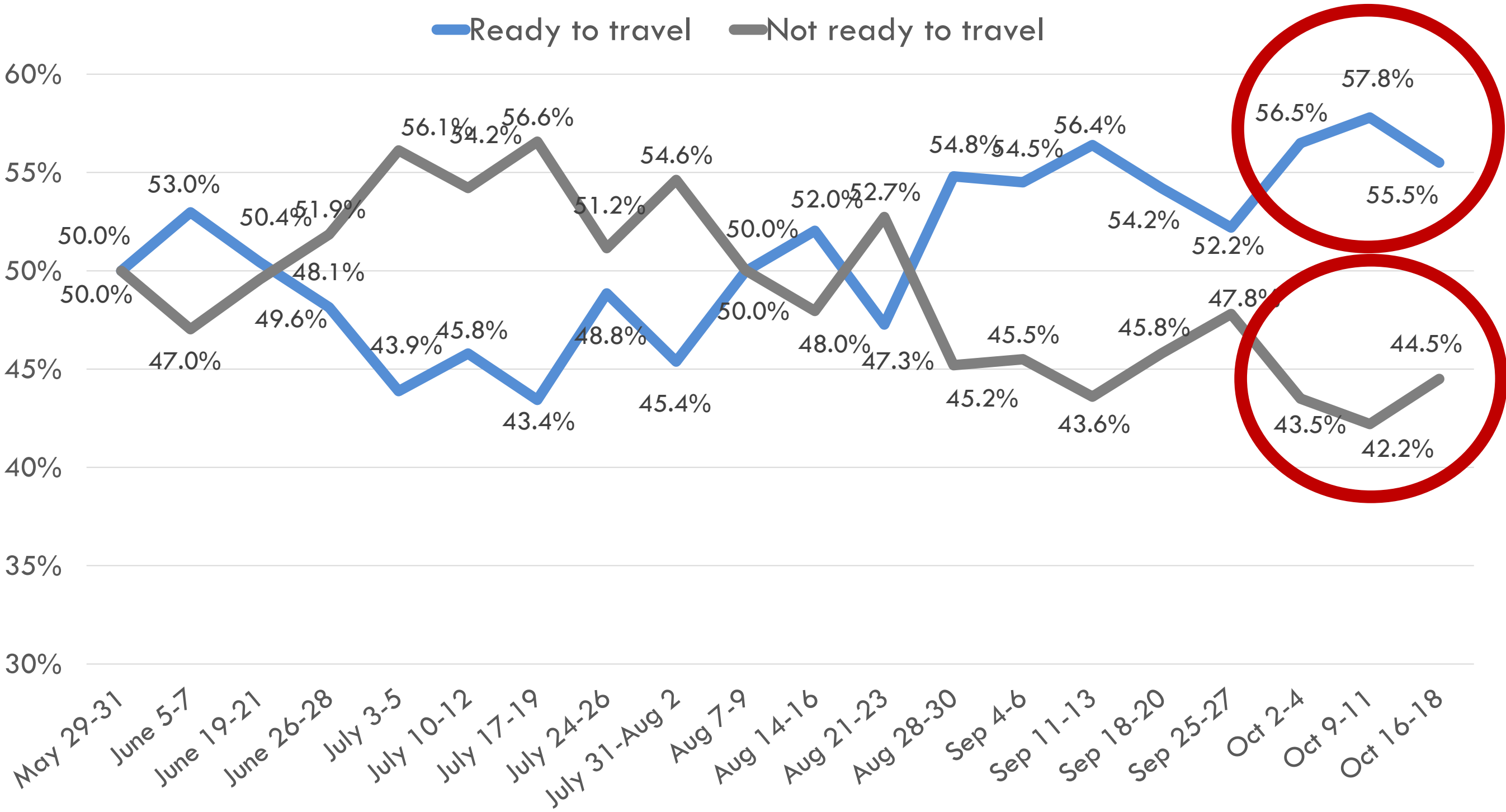


TRAVEL STATE-OF-MIND

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



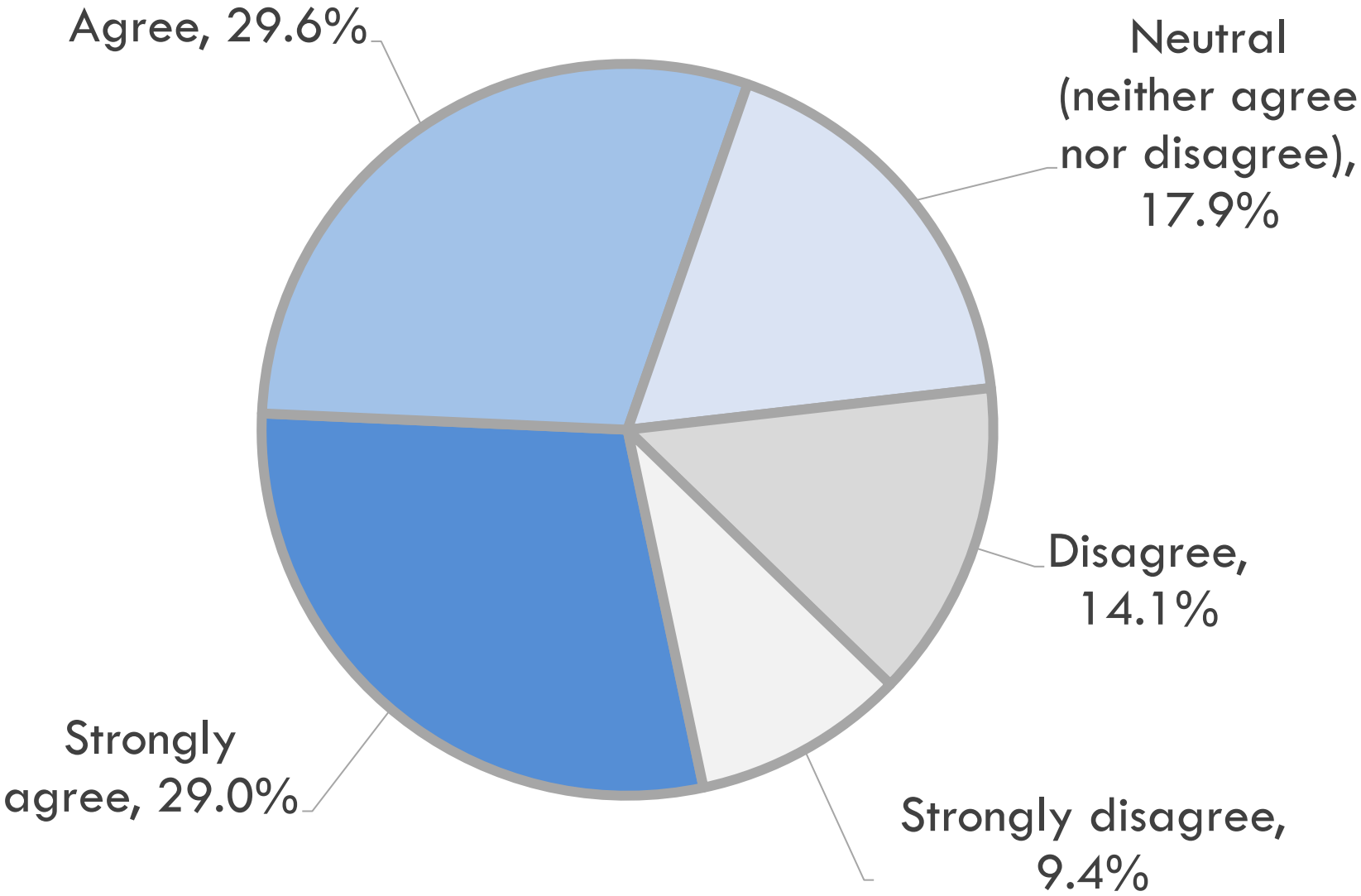
Historical data



AVOIDING TRAVEL UNTIL THE CORONAVIRUS BLOWS OVER

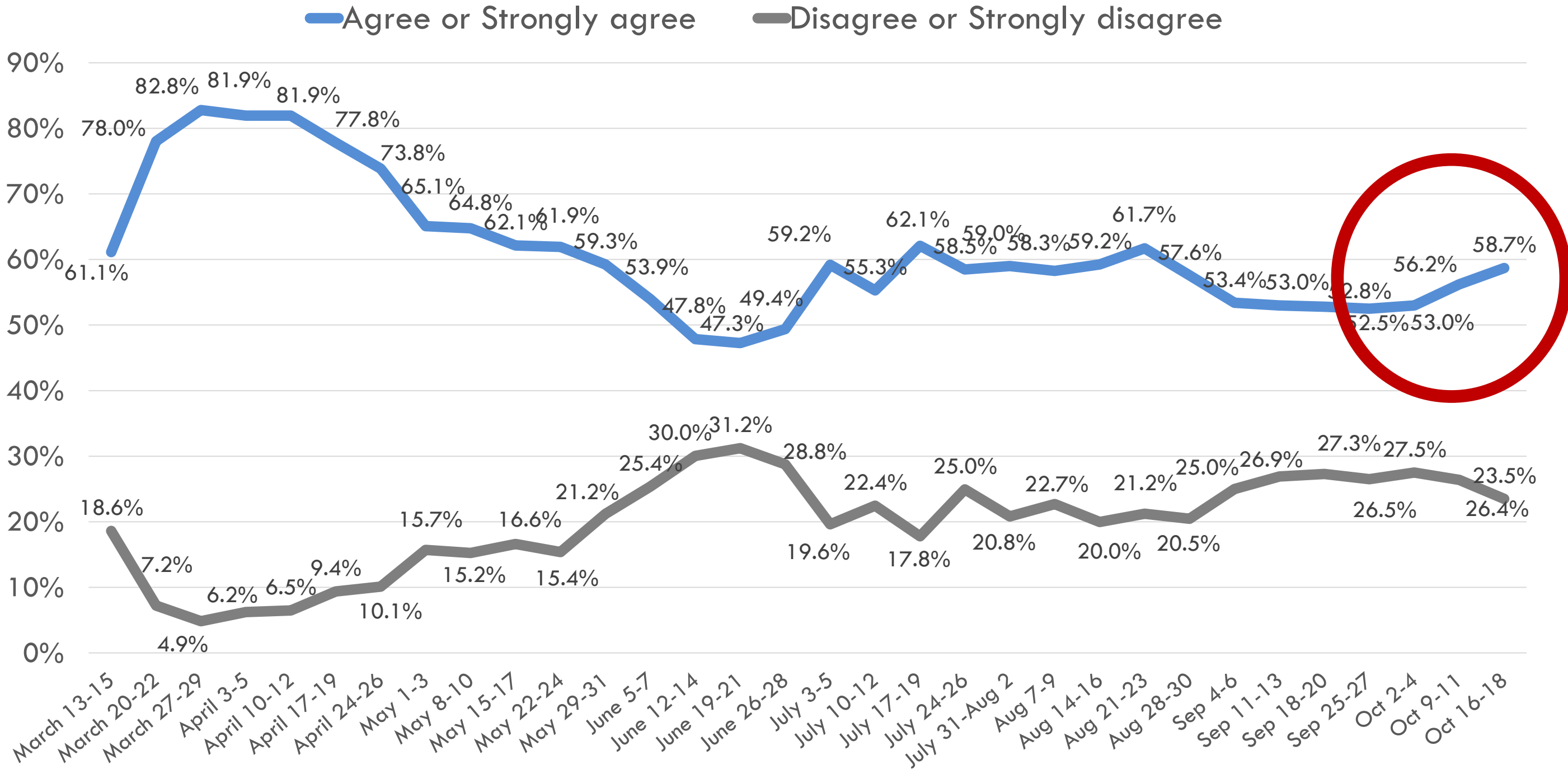
How much do you agree with the following statement?

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



(Base: Waves 1-32. 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 and 1,204 completed surveys.)

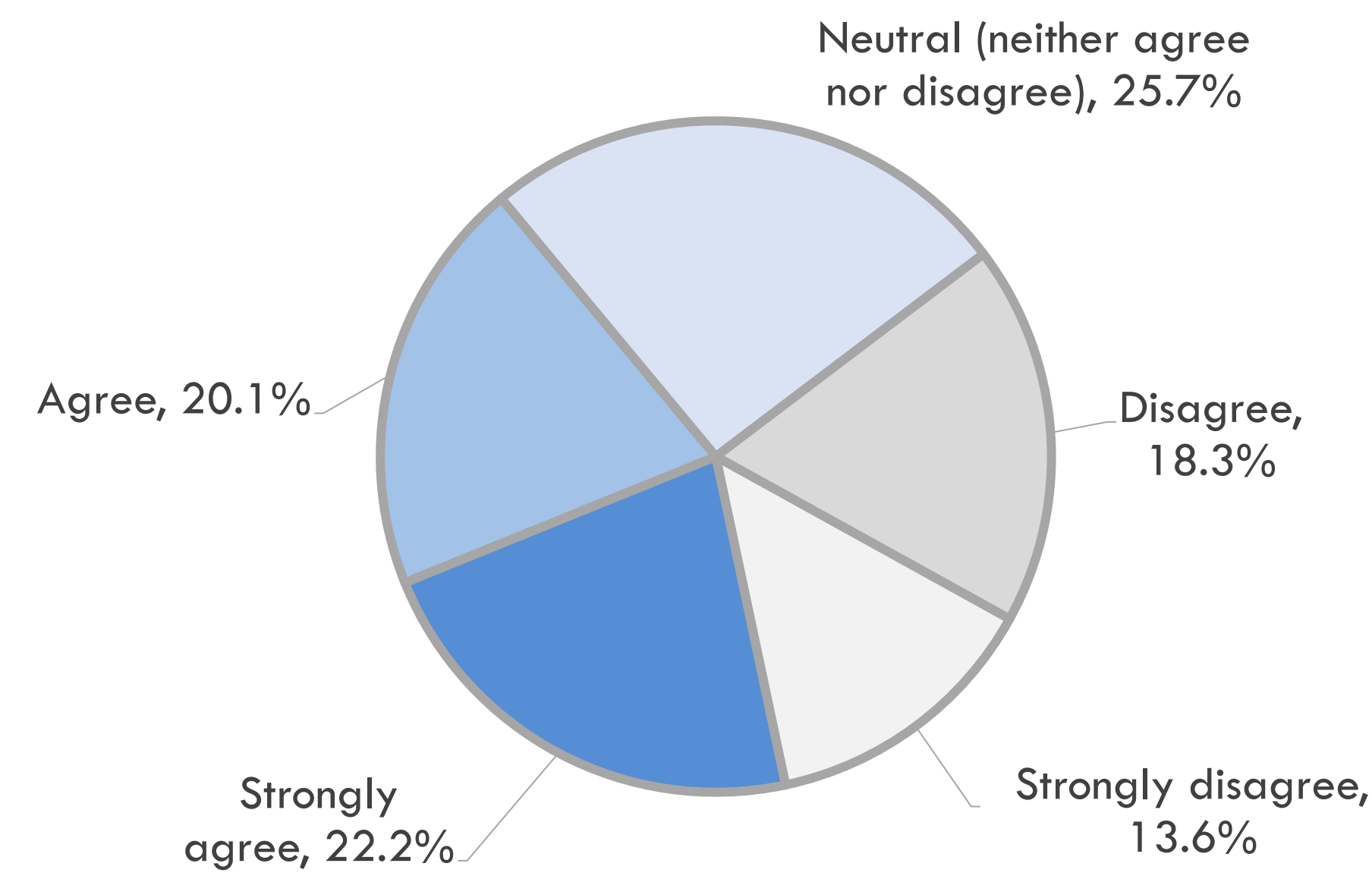
Historical data



WON'T TRAVEL WITHOUT VACCINE

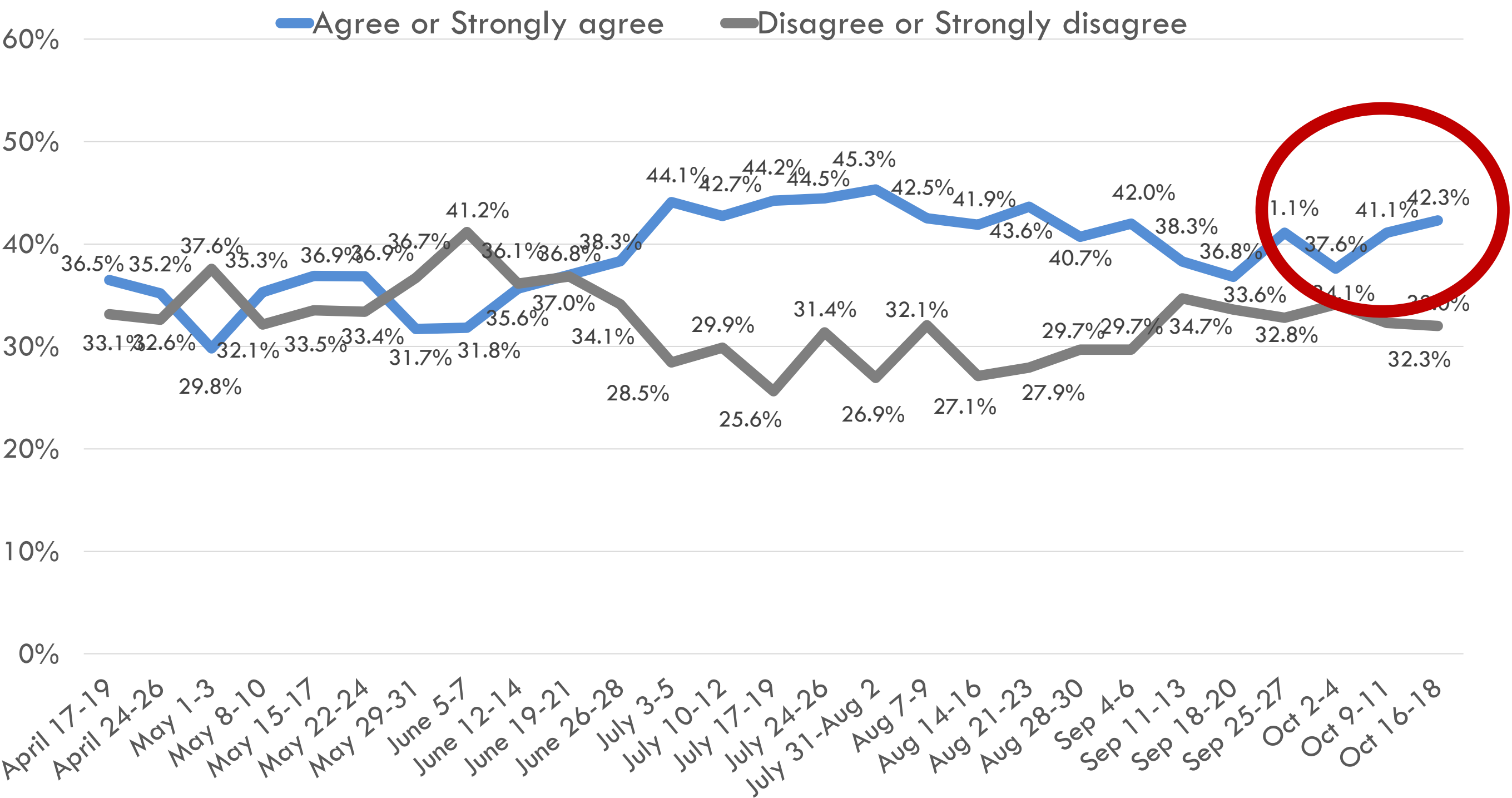
How much do you agree with the following statement?

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



(Base: Waves 6-32. 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, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203 and 1,204 completed surveys.)

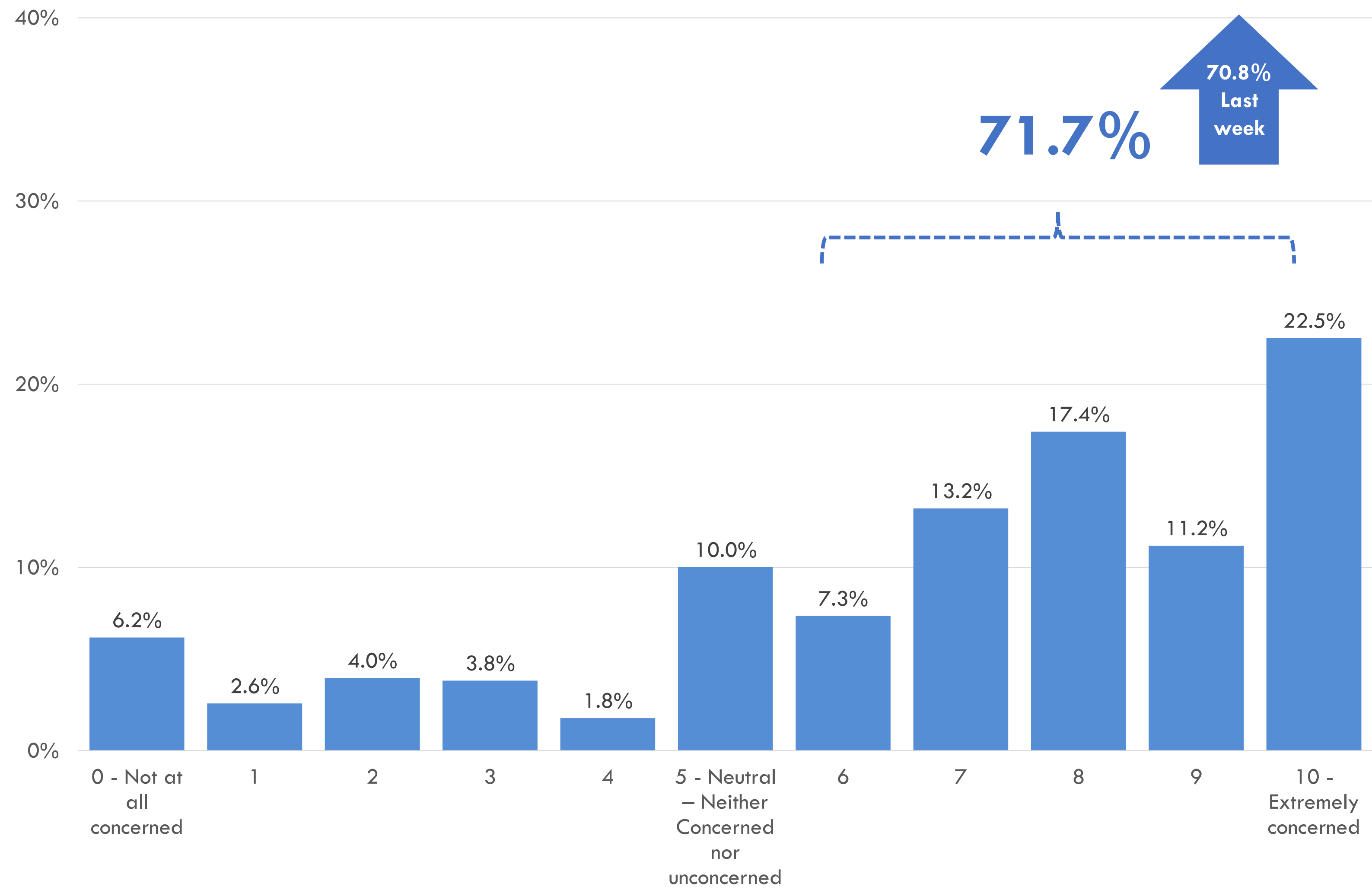
Historical data



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 32 data. All respondents, 1,204 completed surveys. Data collected Oct 16-18, 2020)

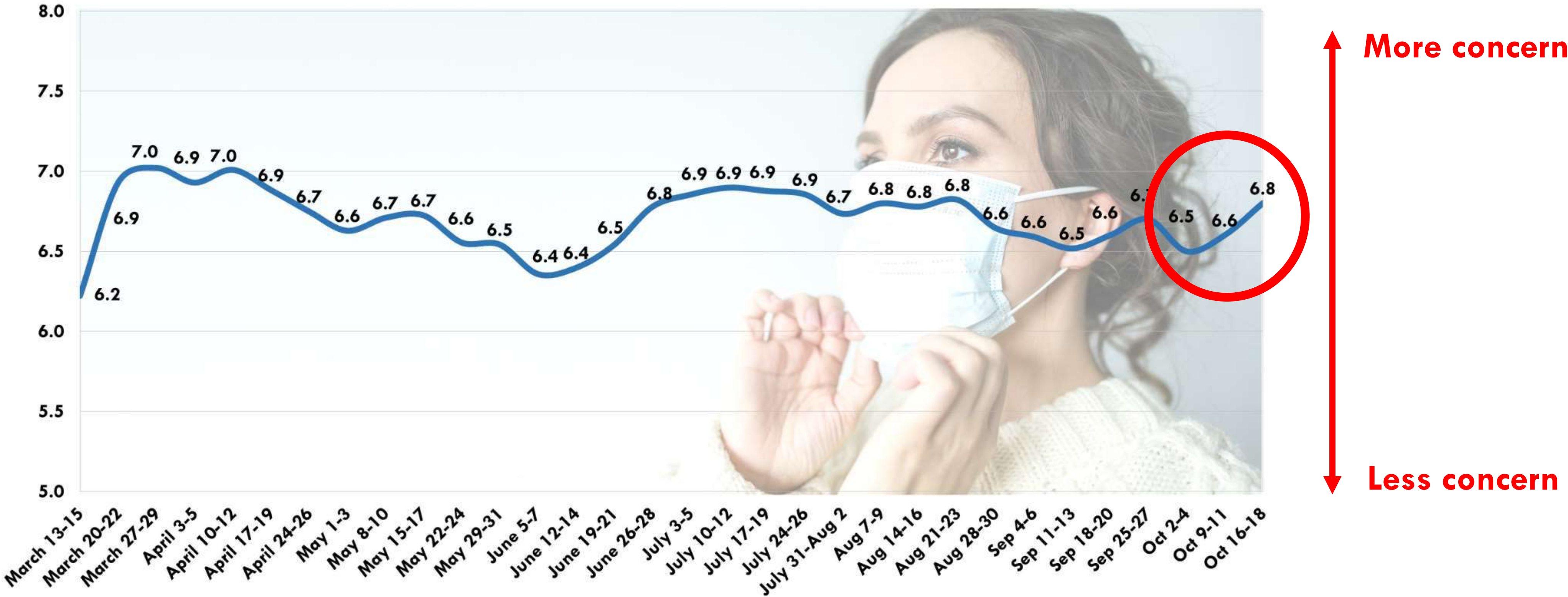


PERSONAL HEALTH CONCERNS

MARCH 13 – OCTOBER 18



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



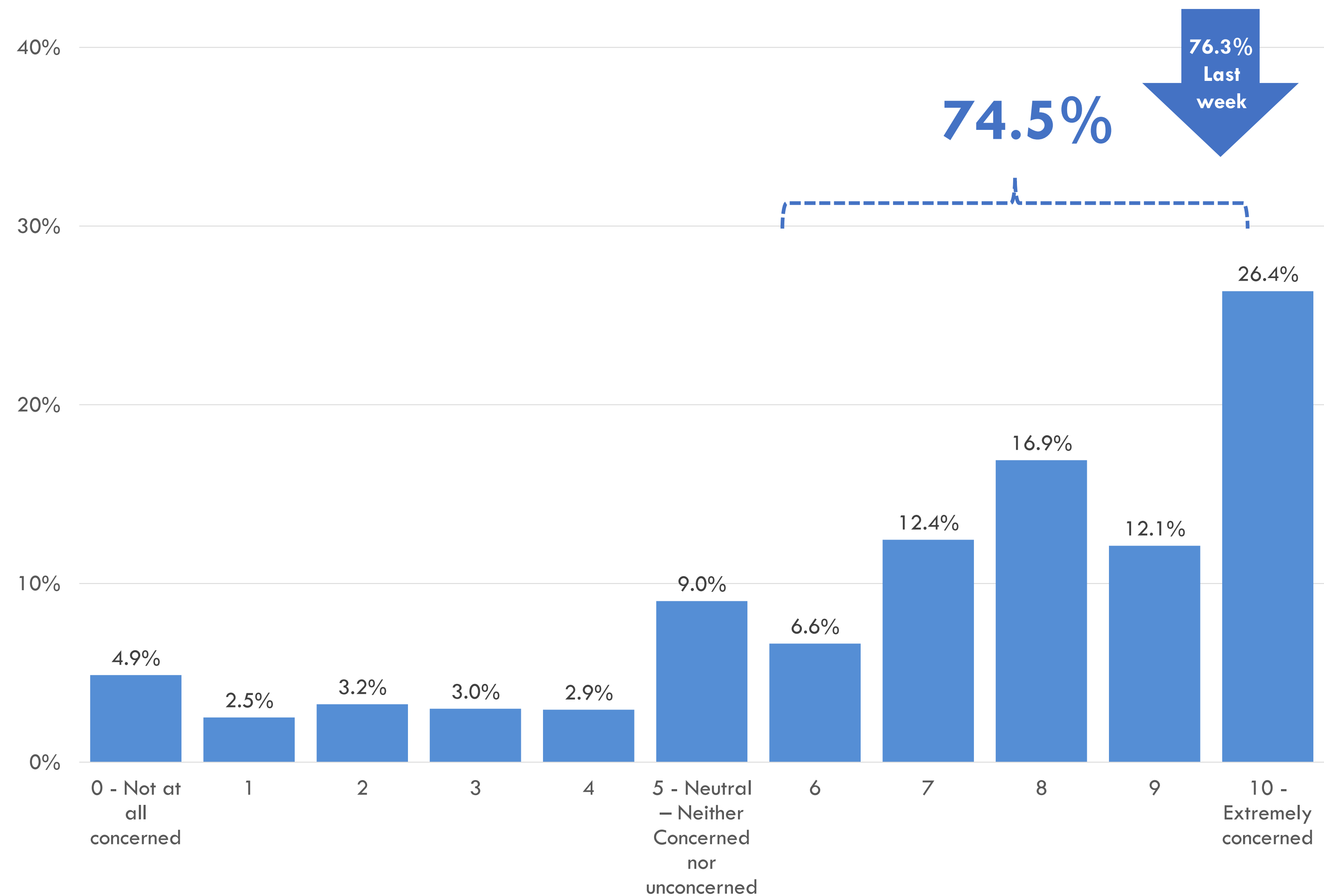
QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, IN GENERAL, HOW CONCERNED ARE YOU PERSONALLY ABOUT CONTRACTING THE VIRUS?

(Base: Waves 1-32. 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 and 1,204 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 32 data. All respondents, 1,204 completed surveys. Data collected Oct 16-18, 2020)

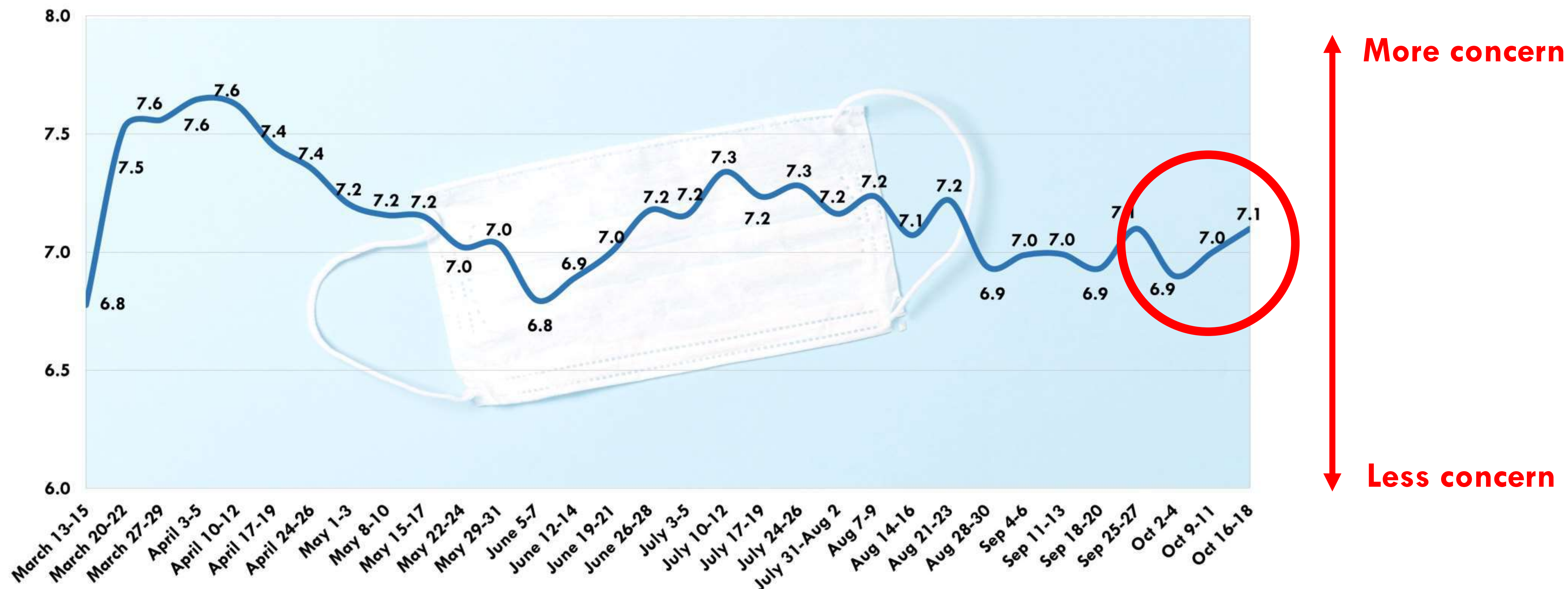


HEALTH CONCERNS (FAMILY & FRIENDS)

MARCH 13 – OCTOBER 18



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



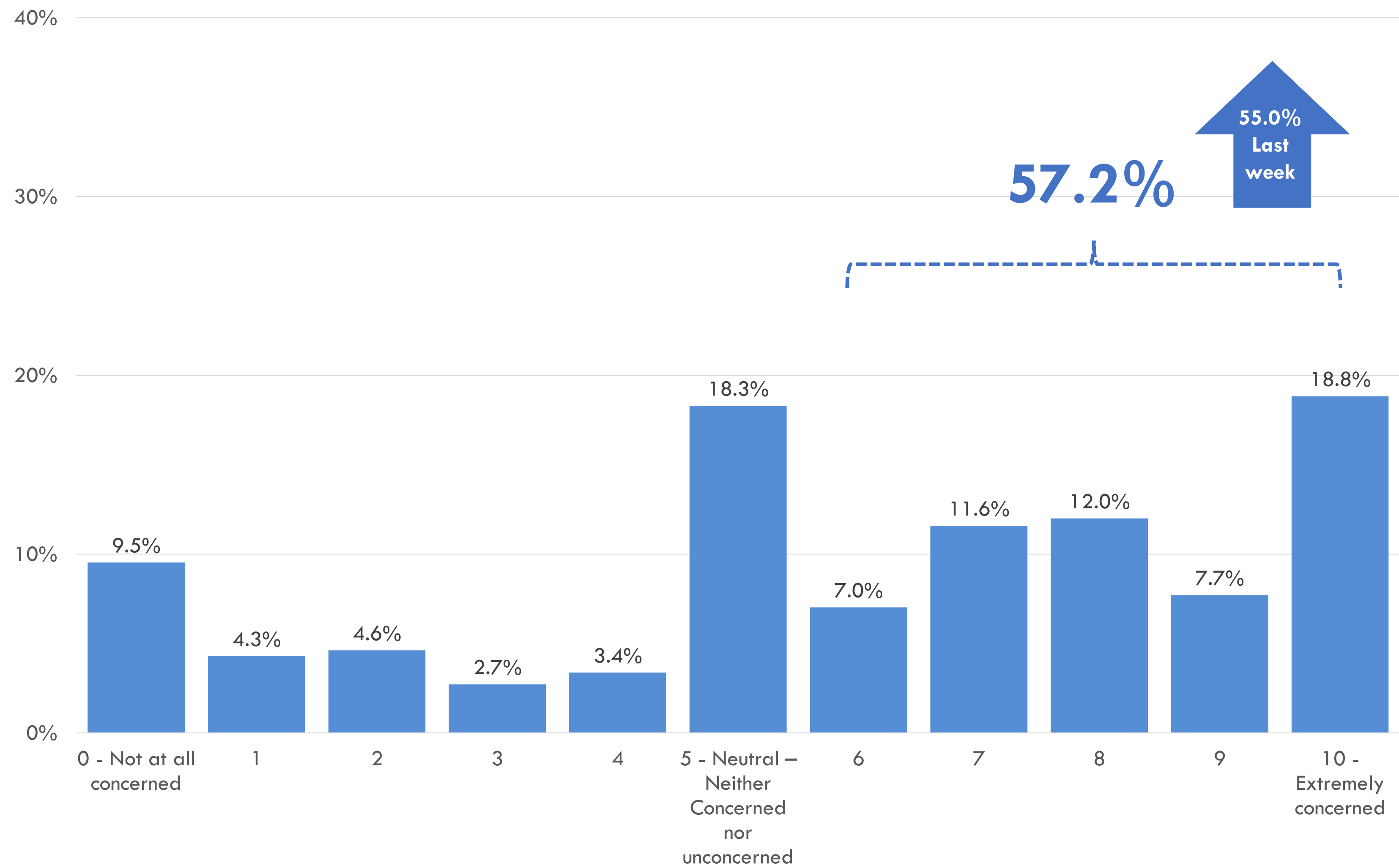
QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, IN GENERAL, HOW CONCERNED ARE YOU ABOUT YOUR FRIENDS OR FAMILY CONTRACTING THE VIRUS?

(Base: Waves 1-32. 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 and 1,204 completed surveys.

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 32 data. All respondents, 1,204 completed surveys. Data collected Oct 16-18, 2020)

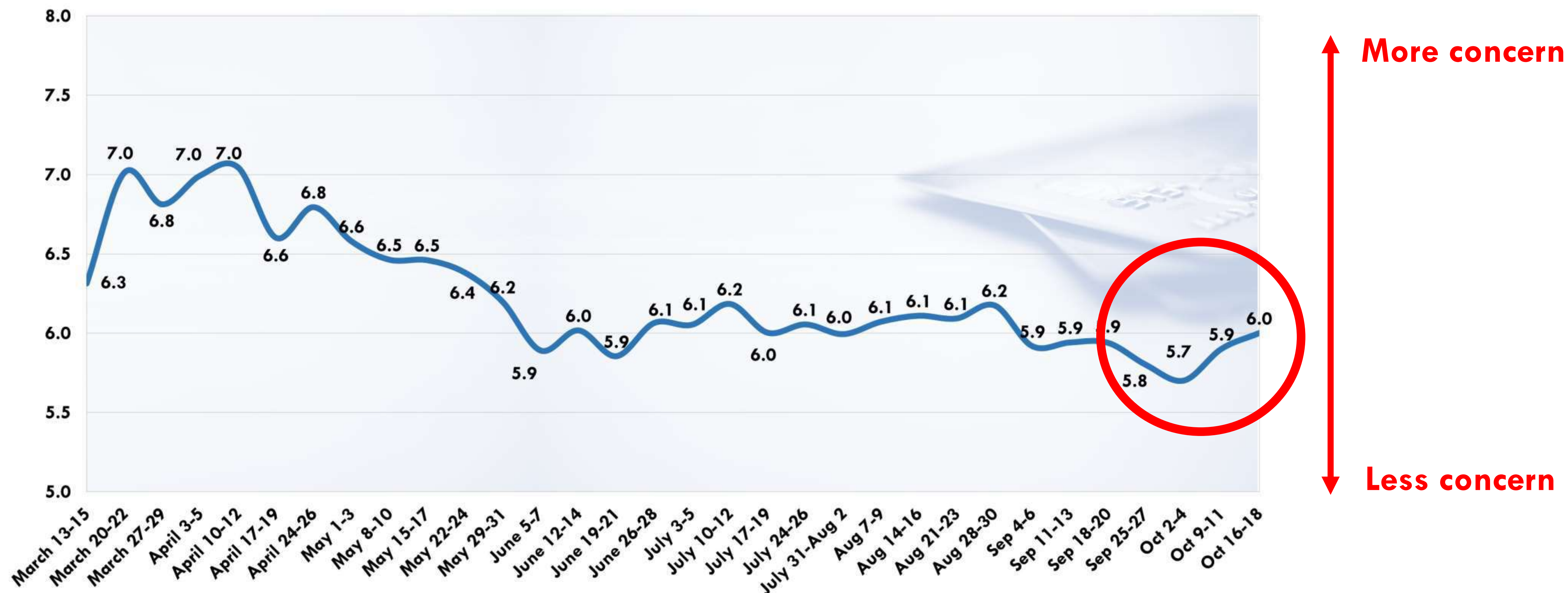


CONCERNS ABOUT PERSONAL FINANCES

MARCH 13 – OCTOBER 18



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



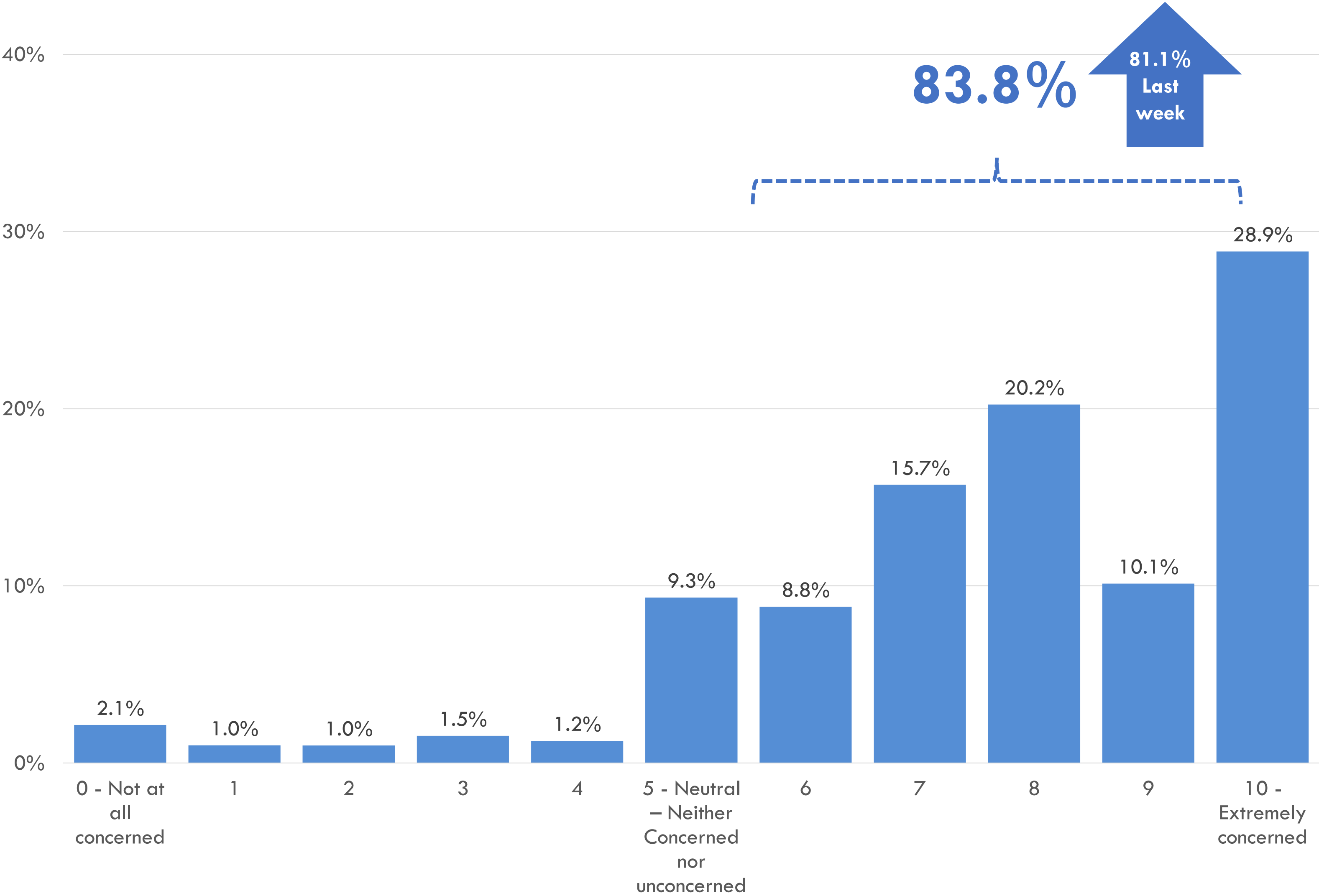
QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, HOW CONCERNED ARE YOU ABOUT THE IMPACT IT MAY HAVE ON YOUR PERSONAL FINANCES?

(Base: Waves 1-32. 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 and 1,204 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 32 data. All respondents, 1,204 completed surveys. Data collected Oct 16-18, 2020)

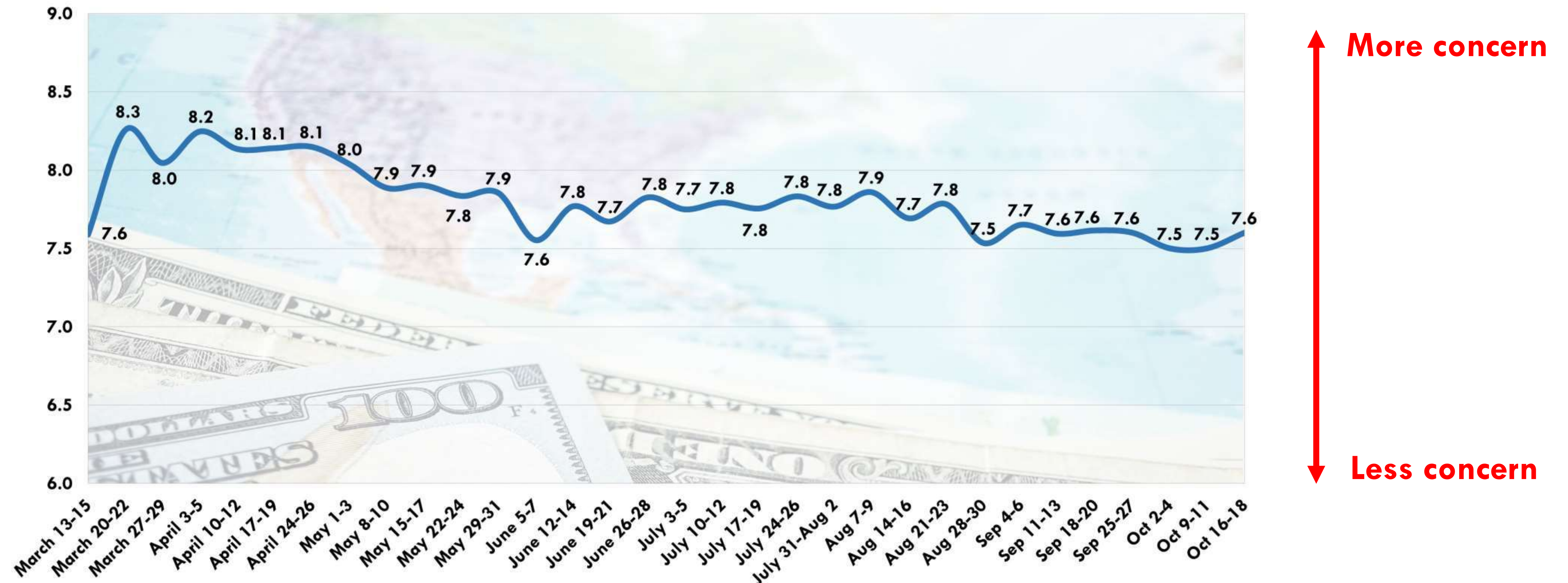


CONCERNS ABOUT NATIONAL ECONOMY

MARCH 13 – OCTOBER 18



CONCERNED ABOUT NATIONAL ECONOMY (AVERAGE SCORE ON AN 11-POINT SCALE)



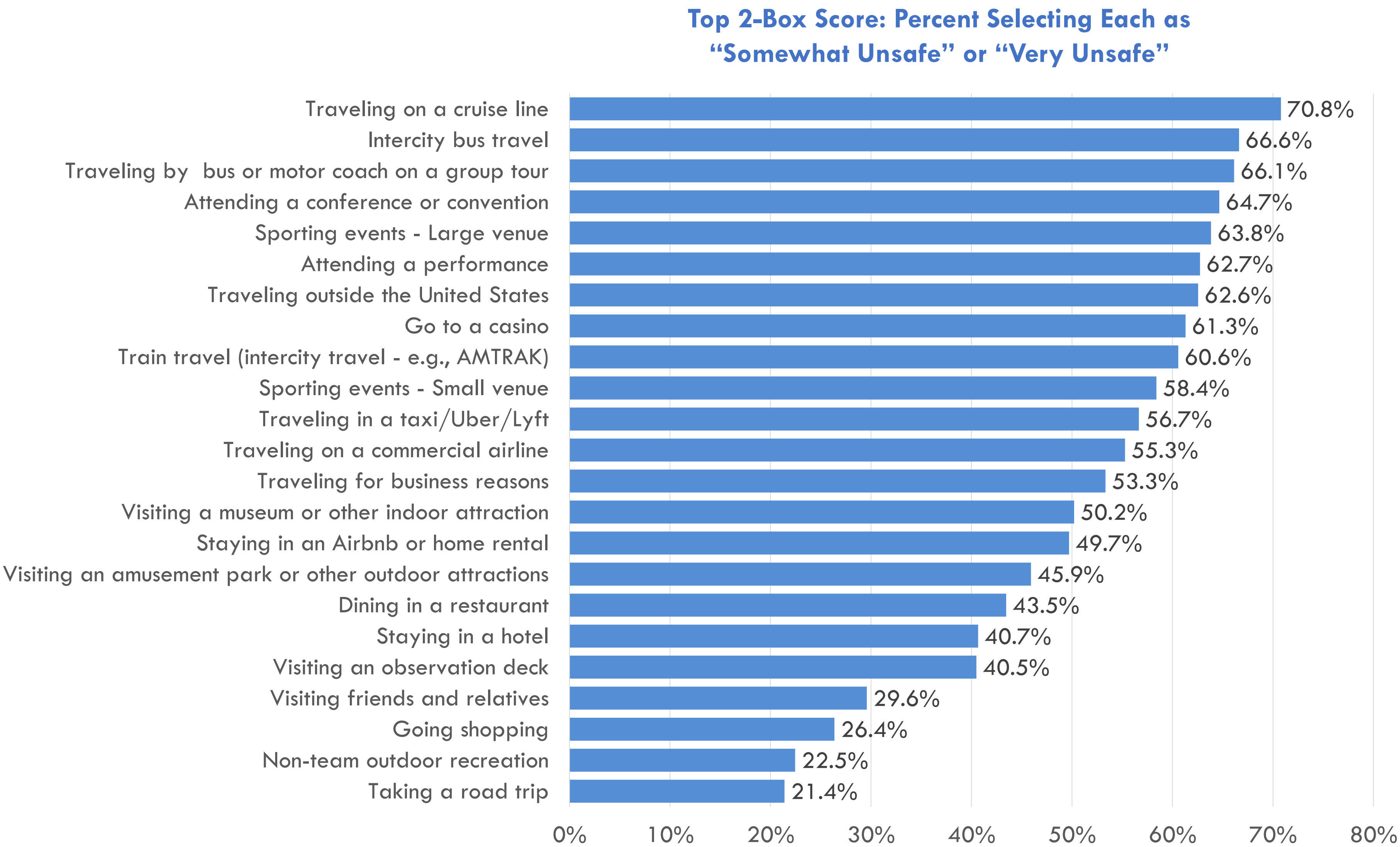
QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, HOW CONCERNED ARE YOU ABOUT THE IMPACT IT MAY HAVE ON THE NATIONAL ECONOMY?

(Base: Waves 1-32. 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 and 1,204 completed surveys.)

PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 32)

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

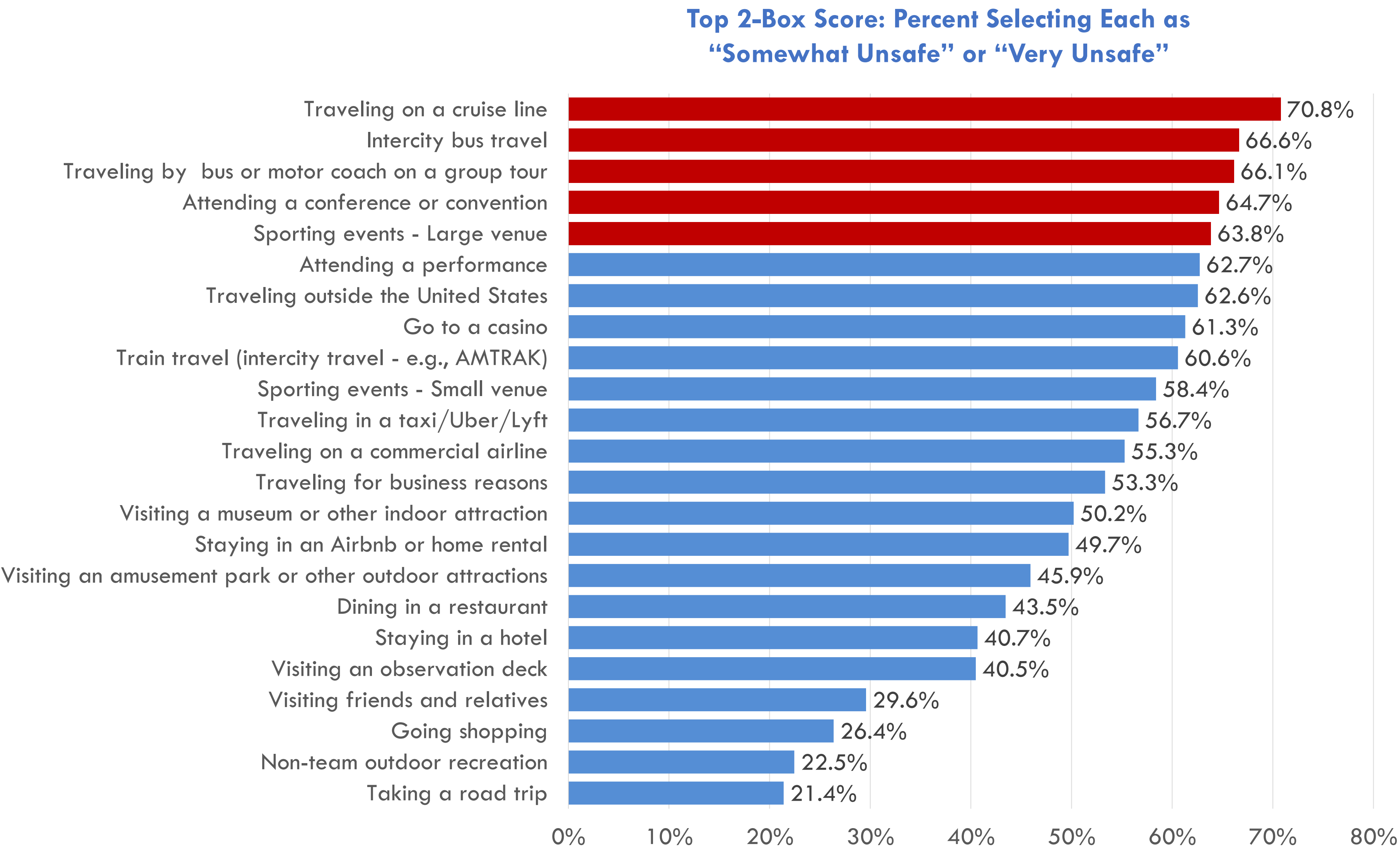
(Base: Wave 32 data. All respondents, 1,204 completed surveys.
Data collected Oct 16-18, 2020)



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 32)

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

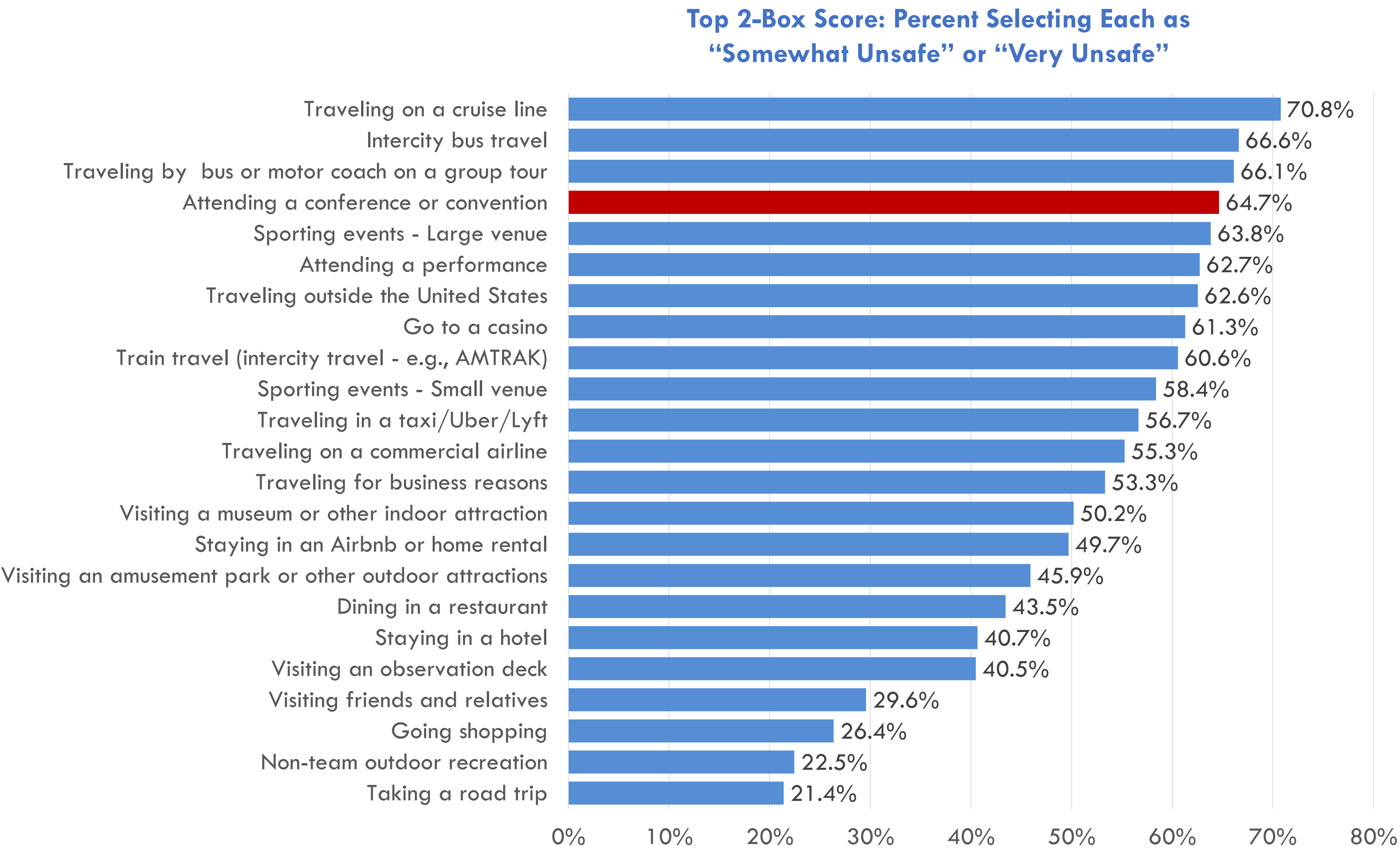
(Base: Wave 32 data. All respondents, 1,204 completed surveys.
Data collected Oct 16-18, 2020)



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 32)

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

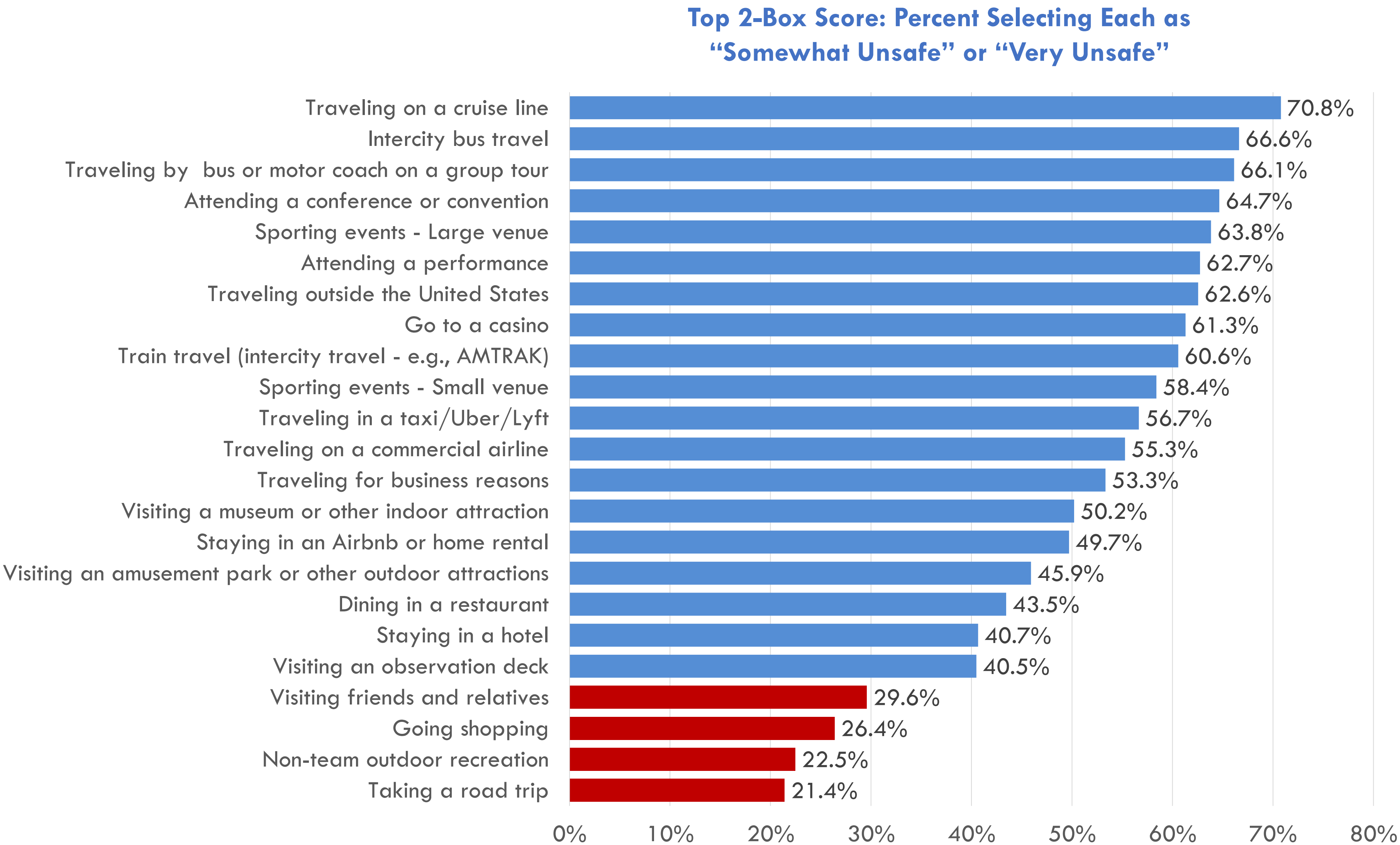
(Base: Wave 32 data. All respondents, 1,204 completed surveys.
Data collected Oct 16-18, 2020)



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 32)

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

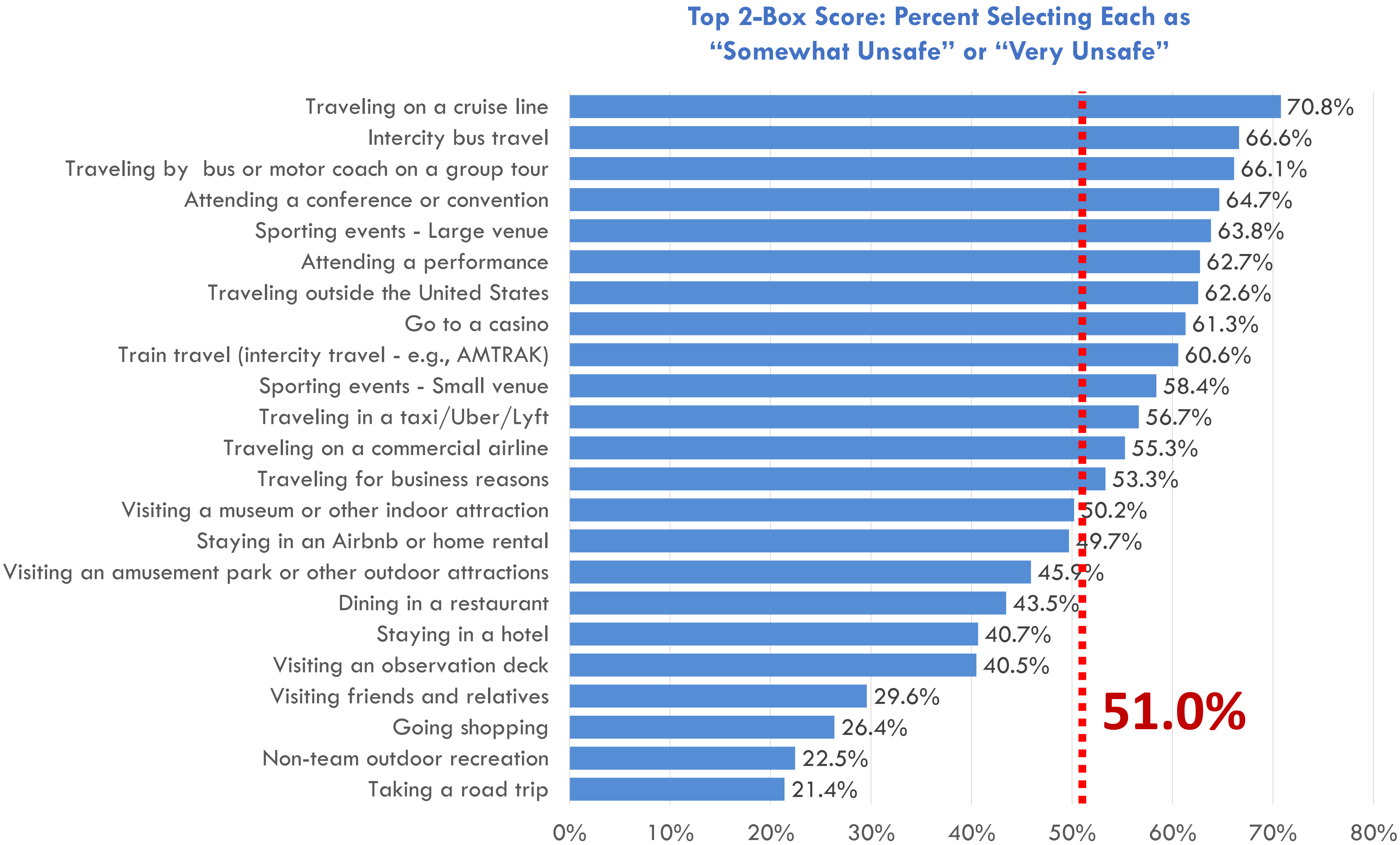
(Base: Wave 32 data. All respondents, 1,204 completed surveys.
Data collected Oct 16-18, 2020)



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVE 32)

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

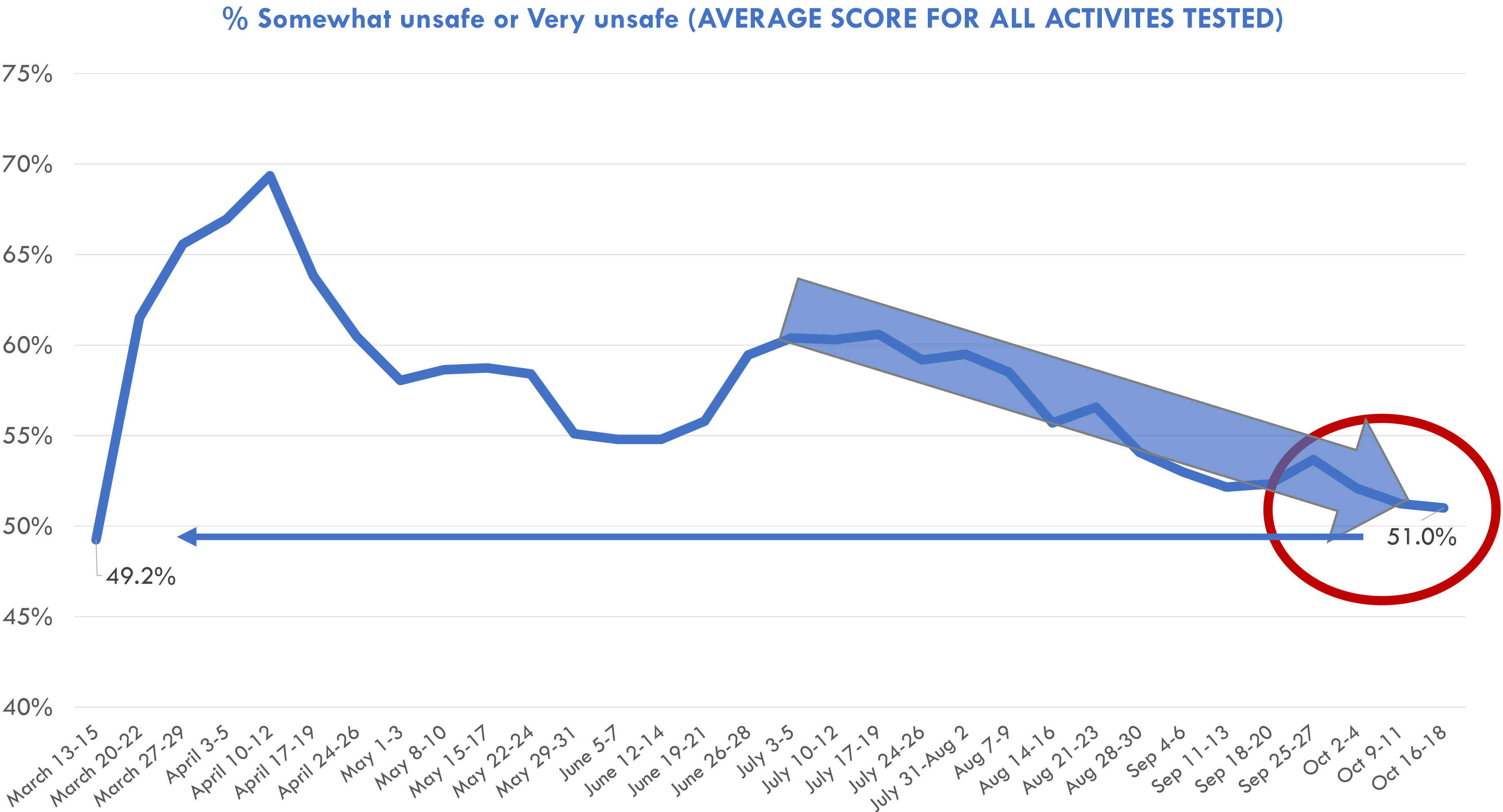
(Base: Wave 32 data. All respondents, 1,204 completed surveys.
Data collected Oct 16-18, 2020)



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-32 COMPARISON)

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

(Base: Waves 1-32. 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 and 1,204 completed surveys.)

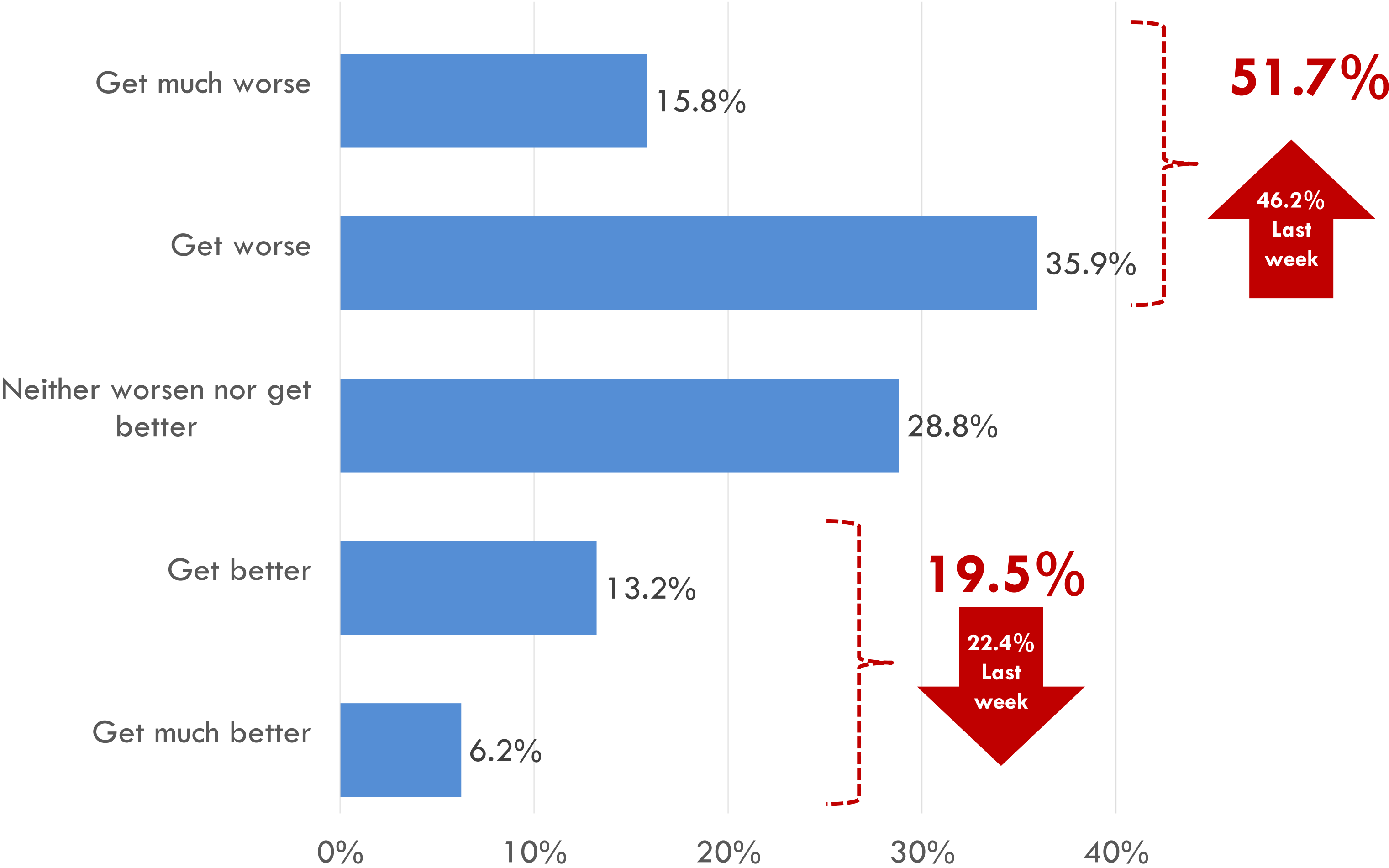


EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

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 32 data. All respondents, 1,204 completed surveys. Data collected Oct 16-18, 2020)

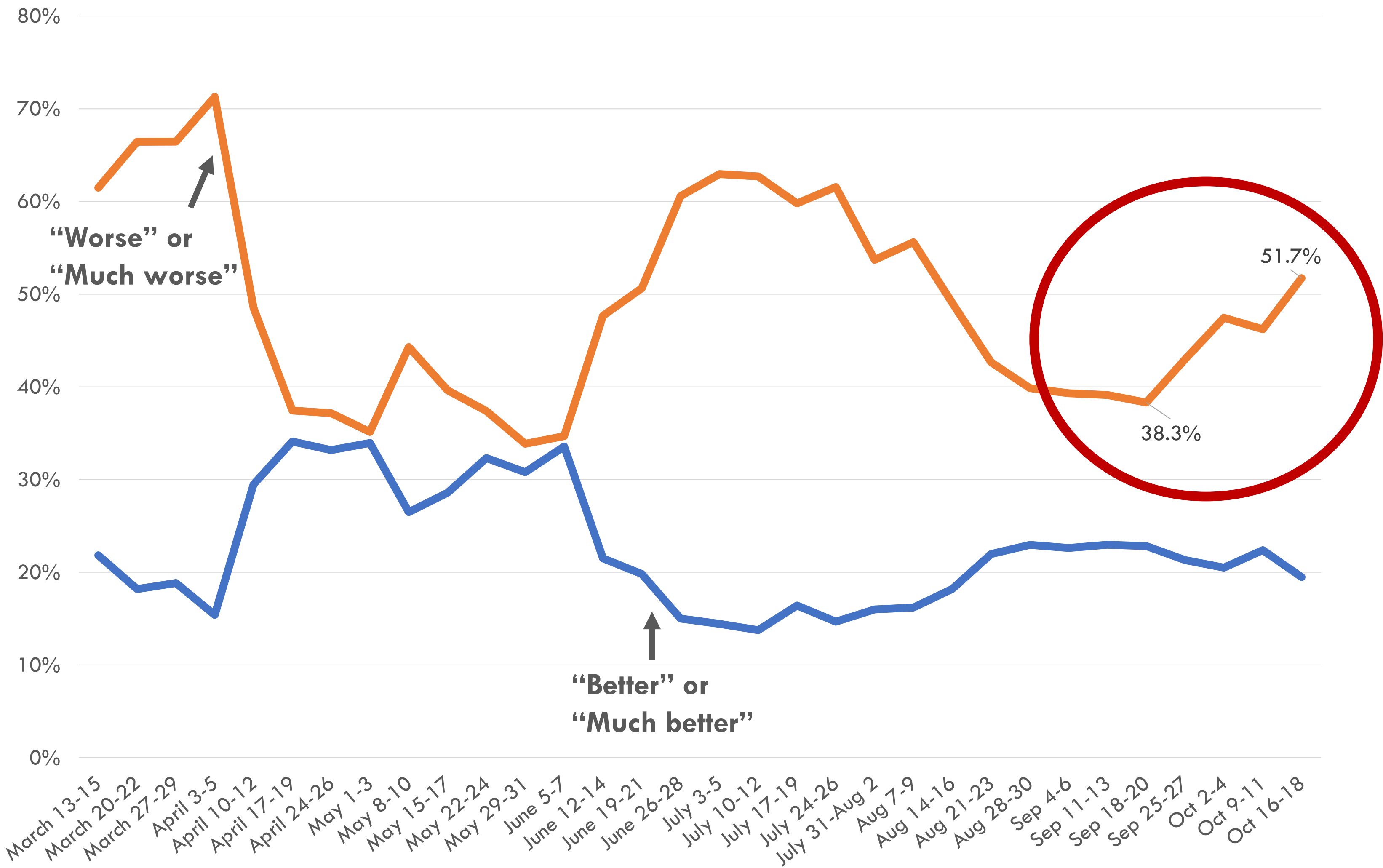


EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-32)

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 1-32. 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 and 1,204 completed surveys.)

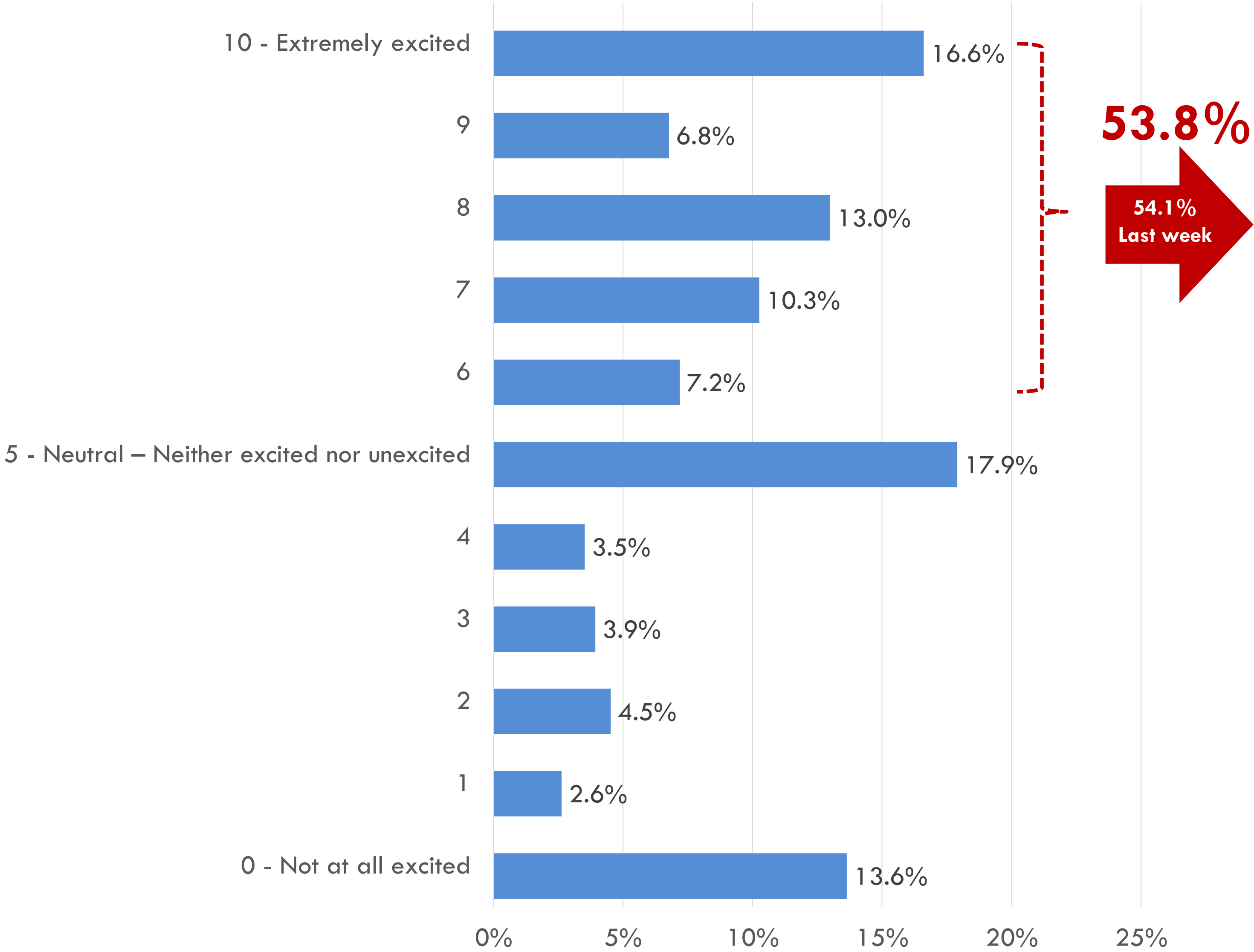


EXCITEMENT TO TRAVEL NOW

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 32 data. All respondents, 1,204 completed surveys. Data collected Oct 16-18, 2020)

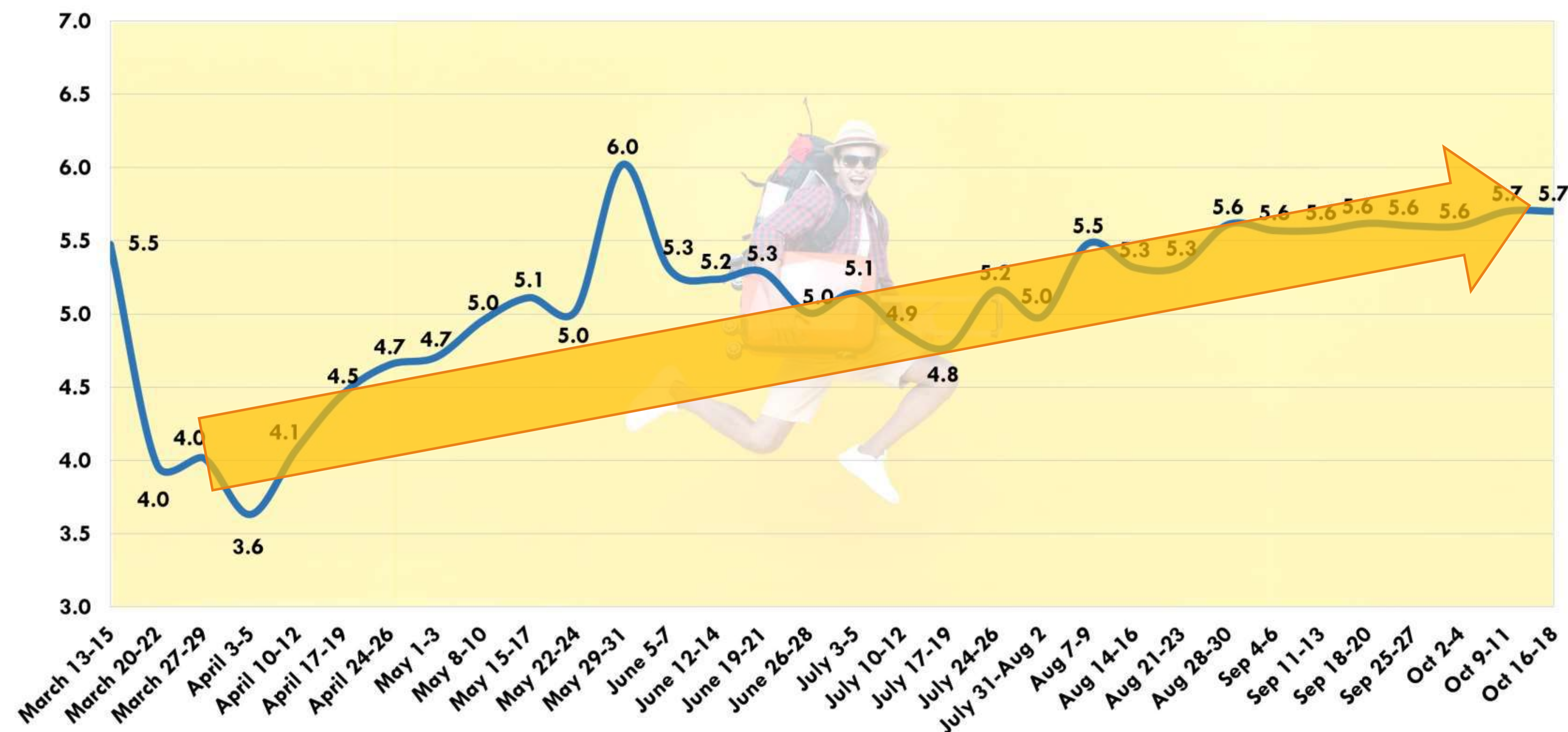


EXCITEMENT TO TRAVEL RIGHT NOW

MARCH 13 – OCTOBER 18



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



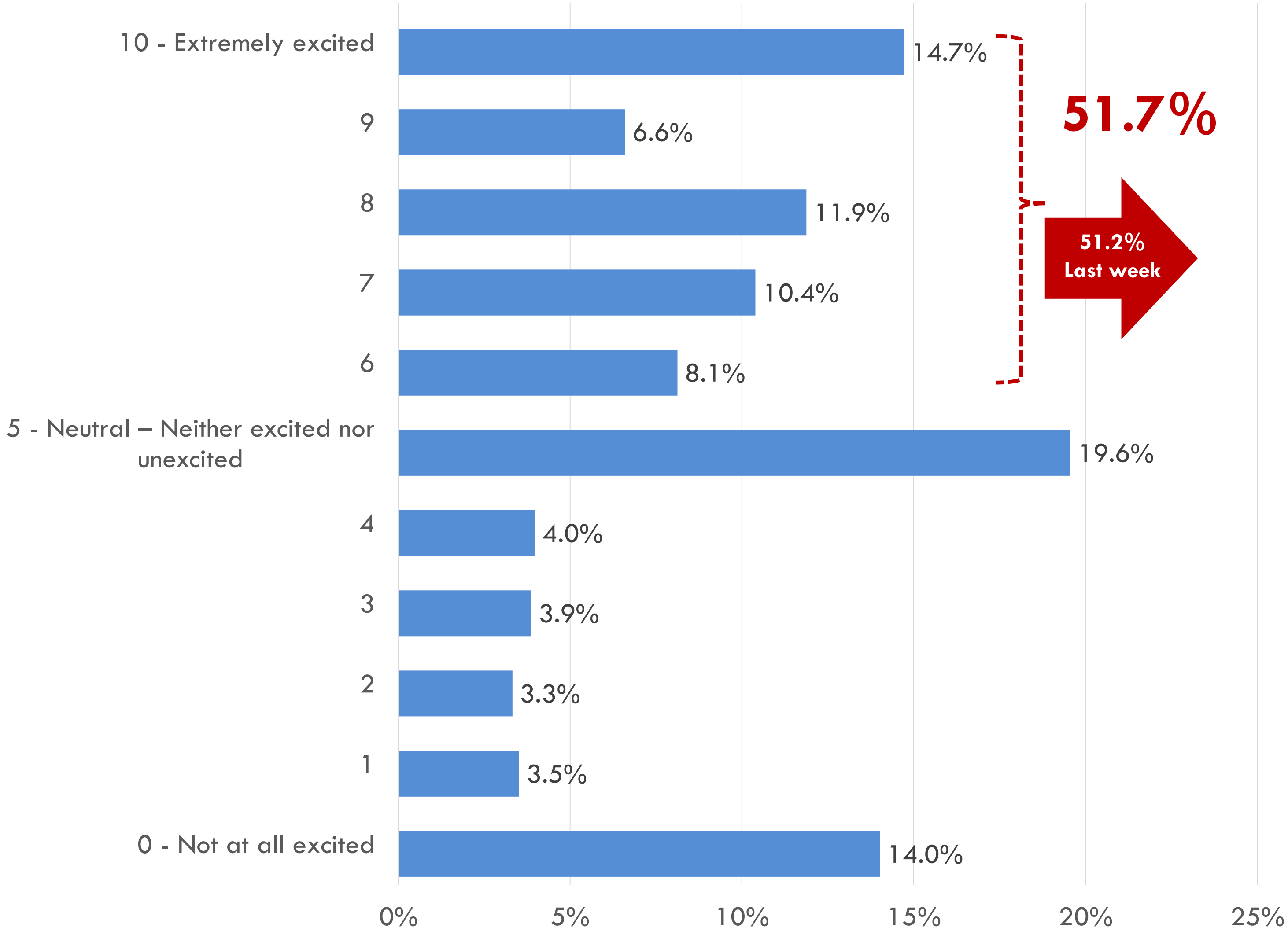
QUESTION: IMAGINE THAT A GOOD FRIEND (OR CLOSE FAMILY MEMBER) ASKS YOU TO TAKE A WEEKEND GETAWAY WITH THEM SOMETIME IN THE NEXT MONTH. HOW EXCITED WOULD YOU BE TO GO? (ASSUME THE GETAWAY IS TO A PLACE YOU WANT TO VISIT)

(Base: Waves 1-32. 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 and 1,204 completed surveys.)

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 32 data. All respondents, 1,204 completed surveys. Data collected Oct 16-18, 2020)

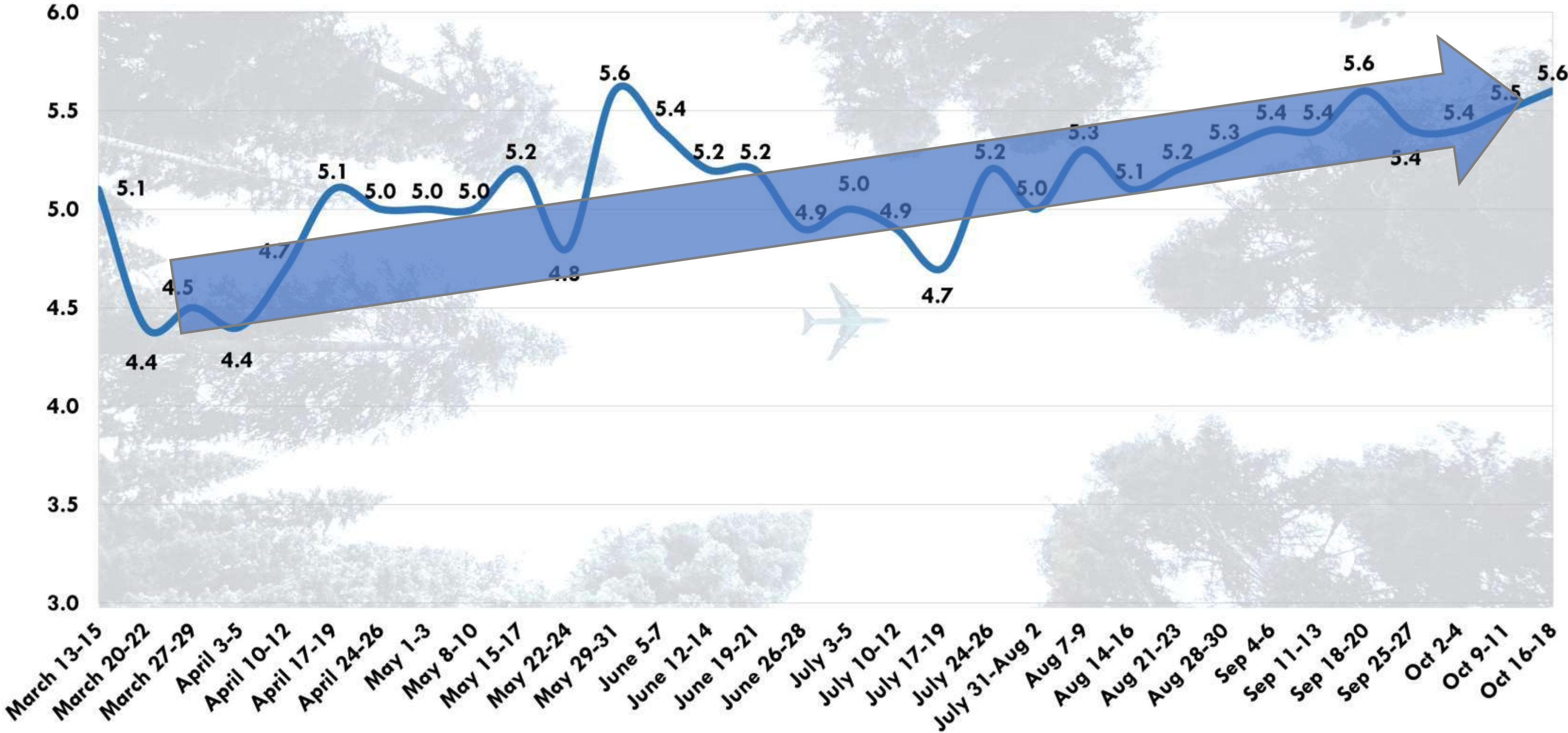


OPENNESS TO TRAVEL INSPIRATION

MARCH 13 – OCTOBER 18



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

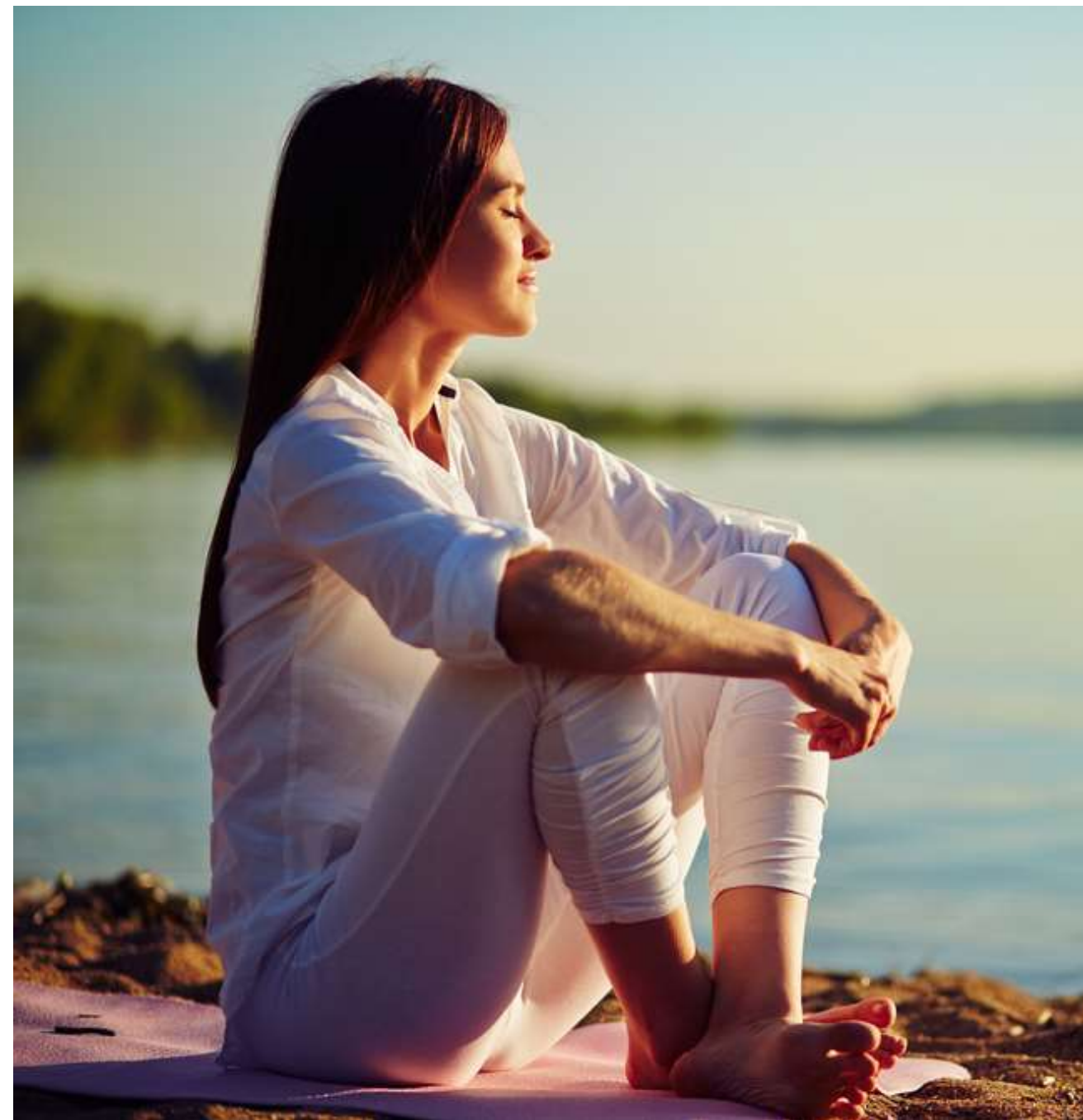


More openness

Less openness

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

(Base: Waves 1-32. 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 and 1,204 completed surveys.



Key Takeaways

1. Concerns about a second wave of COVID-19 are now widespread
2. We see a significant recent shift in expectations for the situation to “get worse” in the next month
3. Weakness seen in key metrics this week:
 - Readiness to travel now
 - Waiting out the pandemic before traveling
 - Demanding a vaccine before traveling
 - Concerns about contracting the virus
4. However, openness to travel inspiration and excitement for travel continue to move forward



Holiday Travel



one has to go (halloween candy edition)

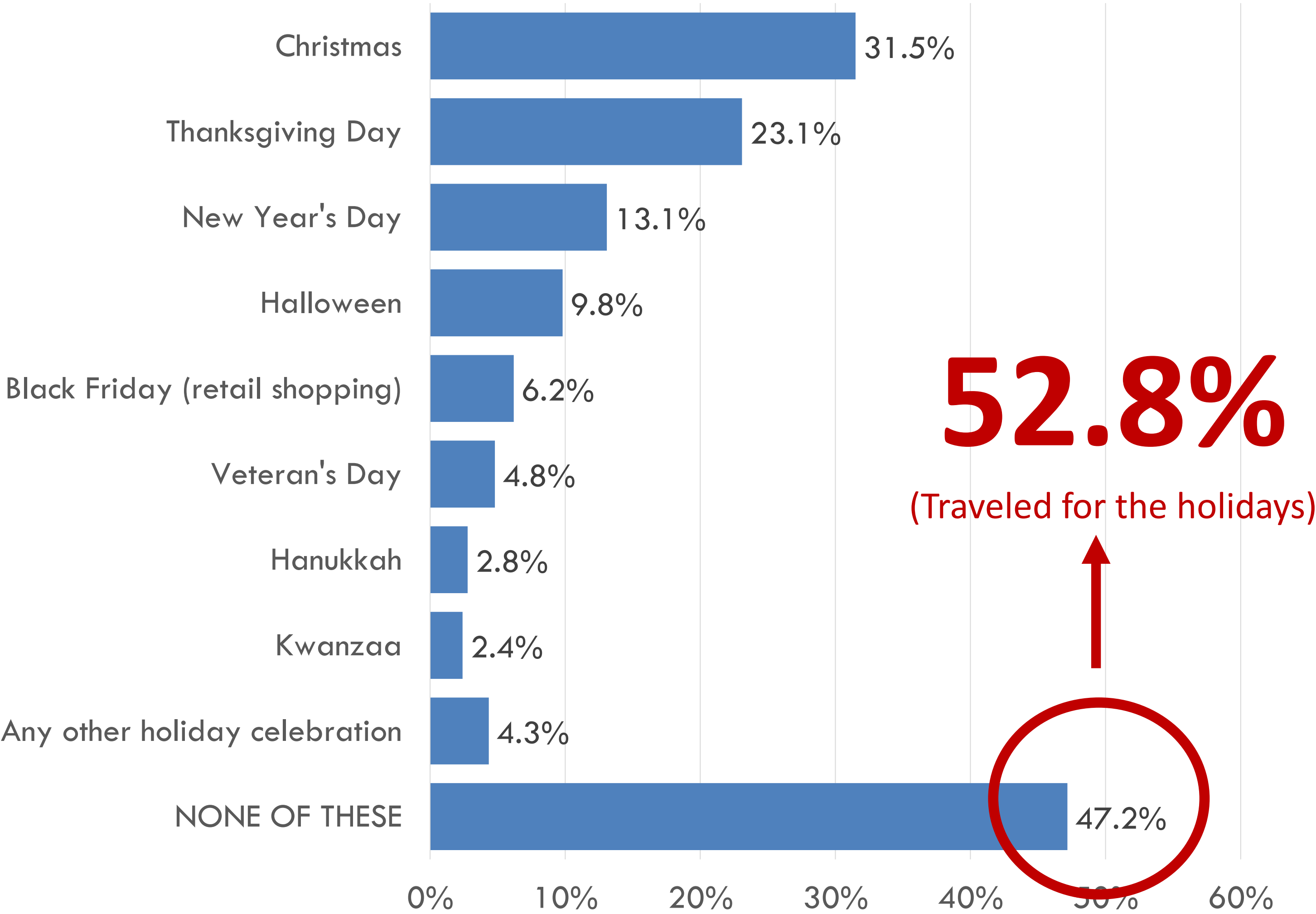


TRAVEL DURING THE HOLIDAYS: LAST YEAR

Question: Tell us about your holiday season travel LAST YEAR (the 2019 Holiday season)

Did you travel (50 miles or more from your home) to celebrate/participate in any of the following LAST YEAR?

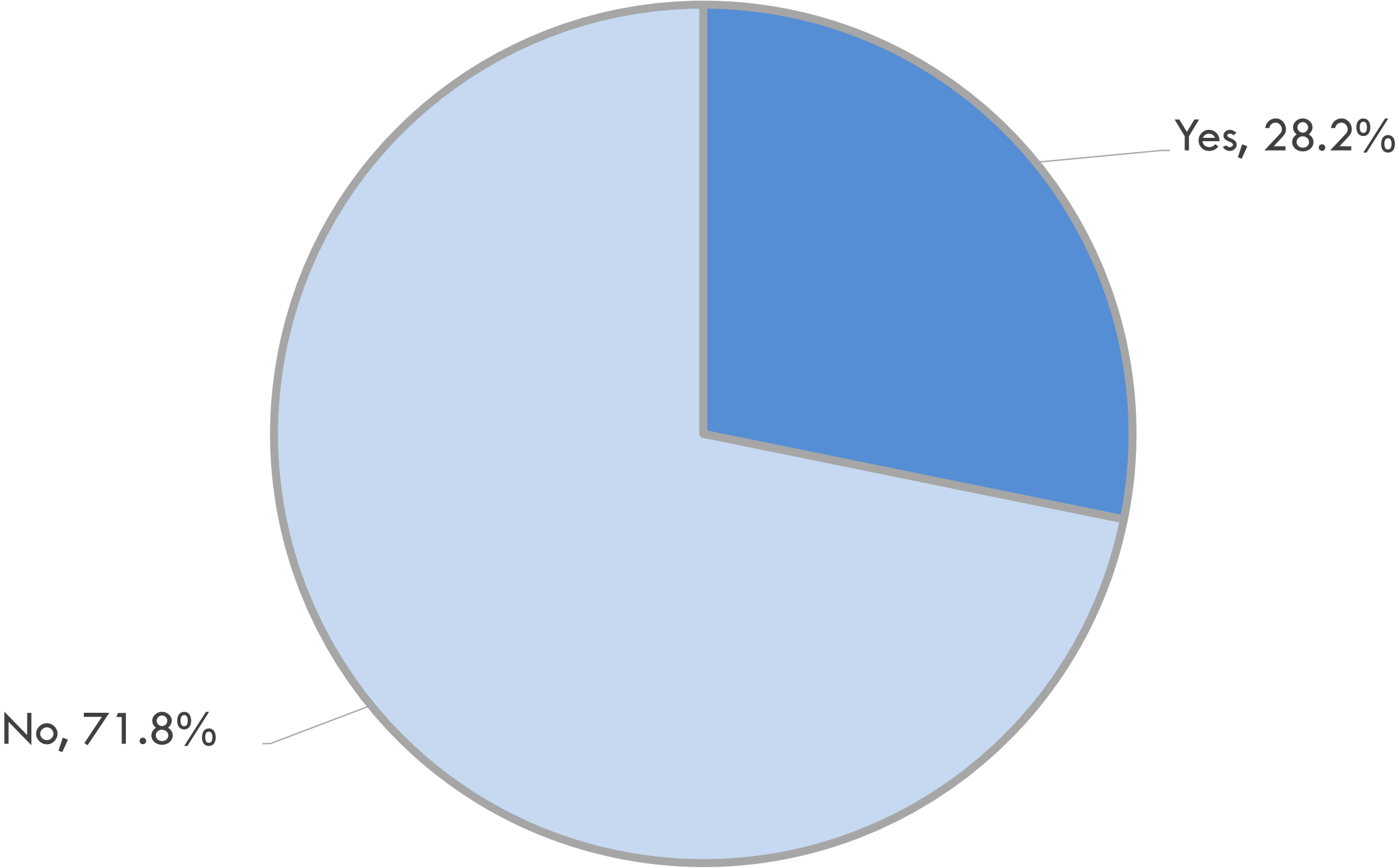
(Base: Wave 32 data. All respondents, 1,204 completed surveys. Data collected Oct 16-18, 2020)



TRAVEL PLANS IN THE HOLIDAY SEASON: THIS YEAR

Question: Do you have any travel plans (even if tentative) for the holiday season this year?

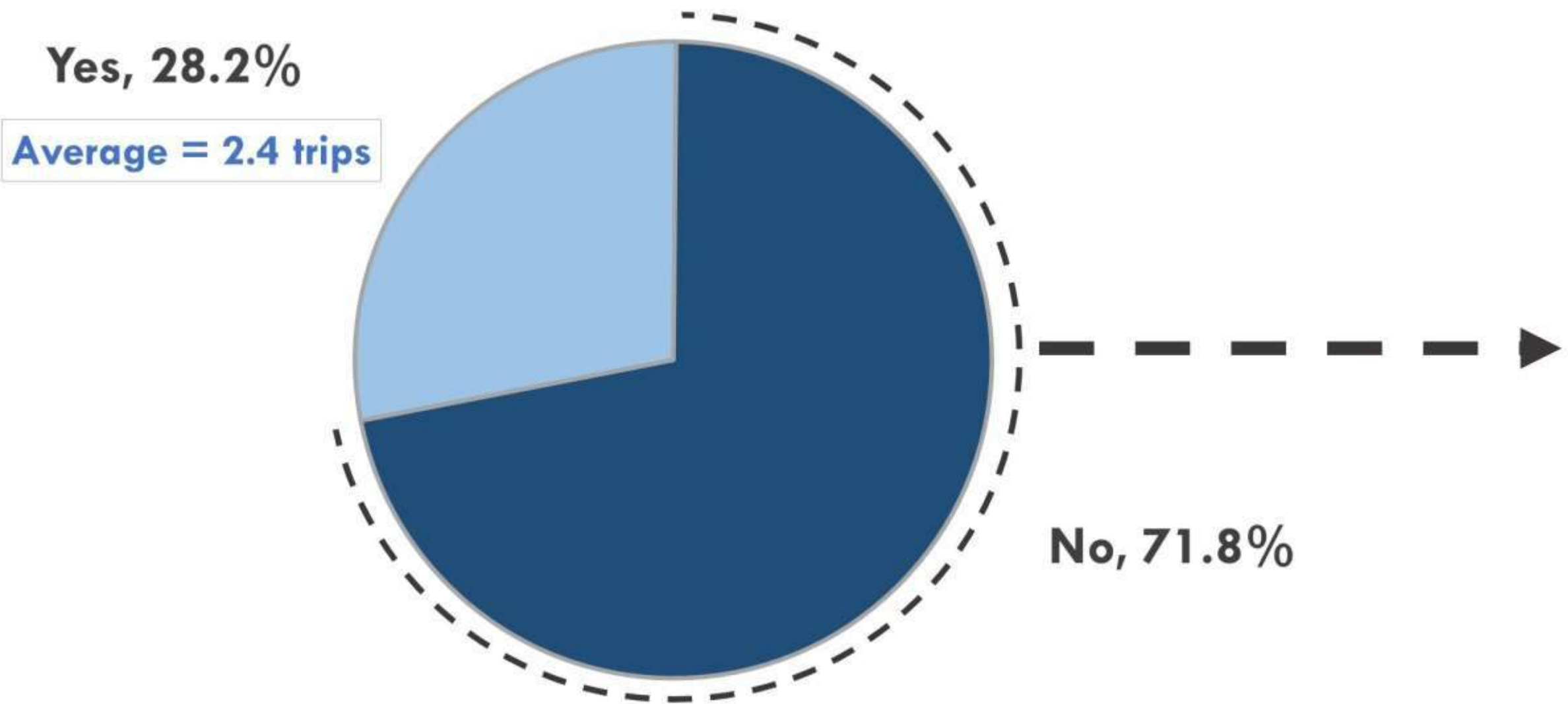
(Base: Wave 32 data. All respondents, 1,204 completed surveys. Data collected Oct 16-18, 2020)



AMERICANS' TRAVEL PLANS FOR THE HOLIDAY SEASON

AS OF OCTOBER 18TH

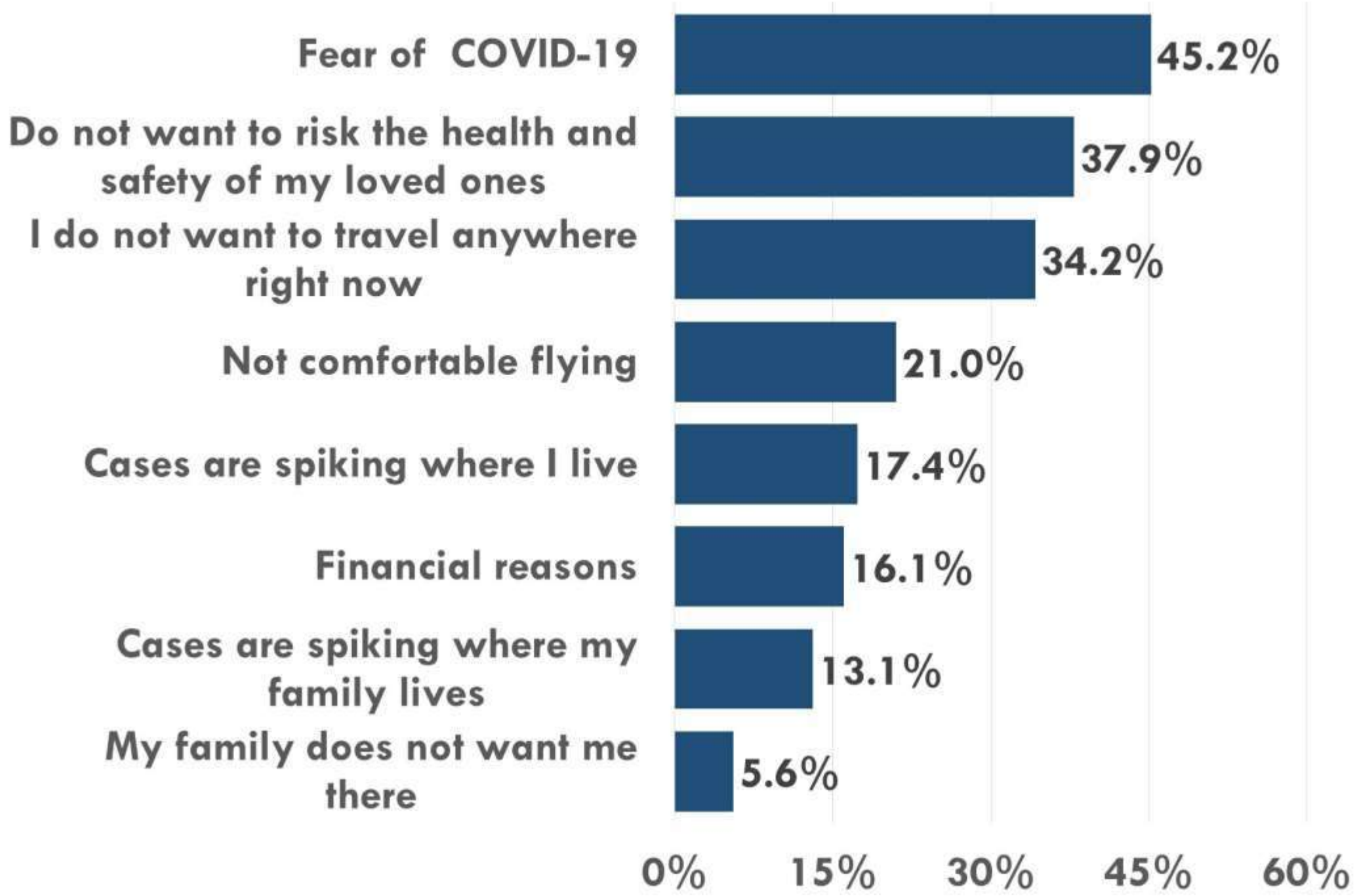
WILL TRAVEL FOR THE HOLIDAYS



QUESTION: DO YOU HAVE ANY TRAVEL PLANS (EVEN IF TENTATIVE) FOR THE HOLIDAY SEASON THIS YEAR?

(Base: Wave 32 data. All respondents, 1,204 completed surveys.)

REASONS FOR NOT TRAVELING THIS HOLIDAY SEASON



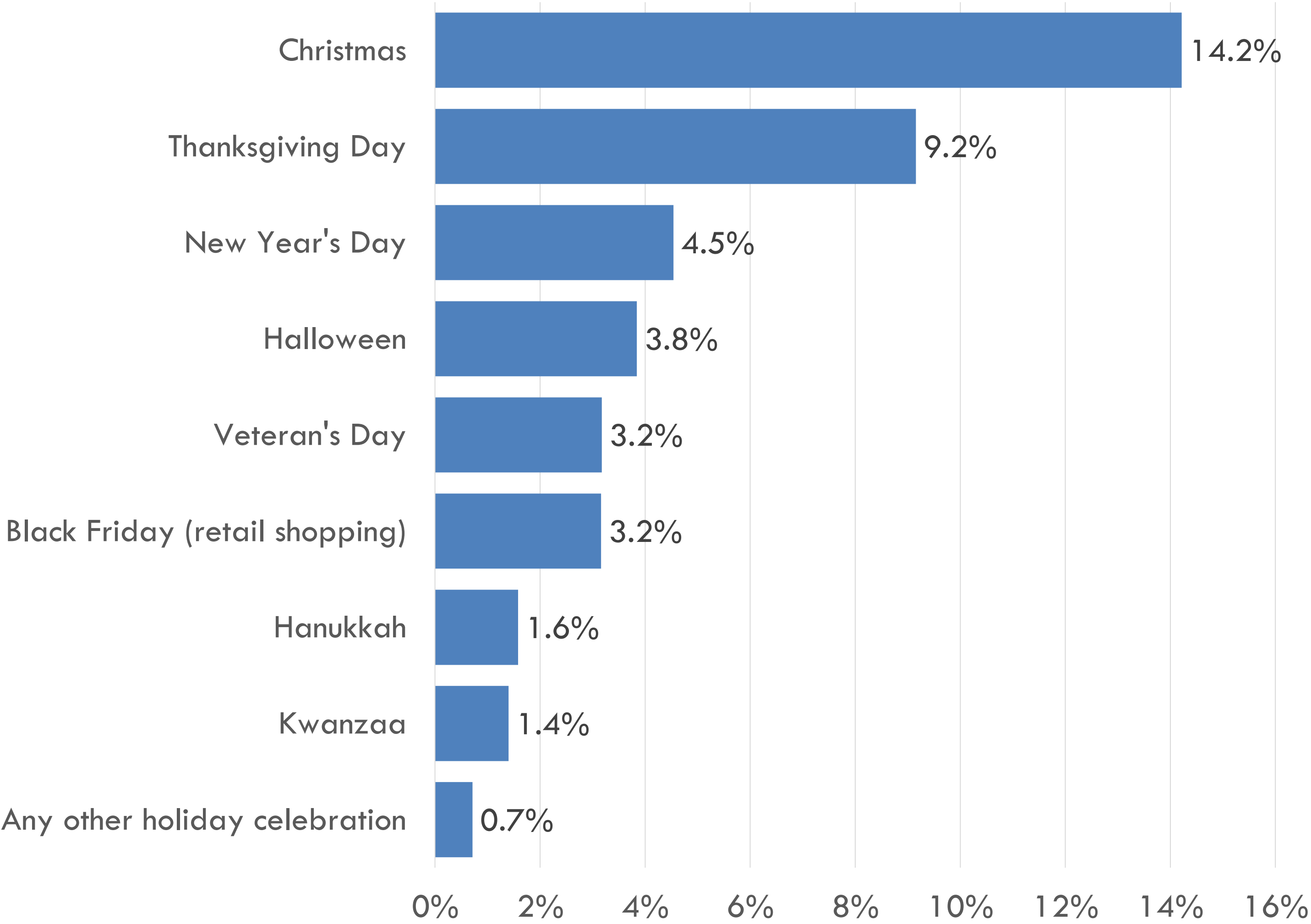
QUESTION: WHICH BEST DESCRIBES WHY YOU WON'T TRAVEL FOR THE HOLIDAY SEASON THIS YEAR? (SELECT ALL THAT APPLY)

(Base: Wave 32 data. Respondents not planning travel in holiday season, 911 completed surveys.)

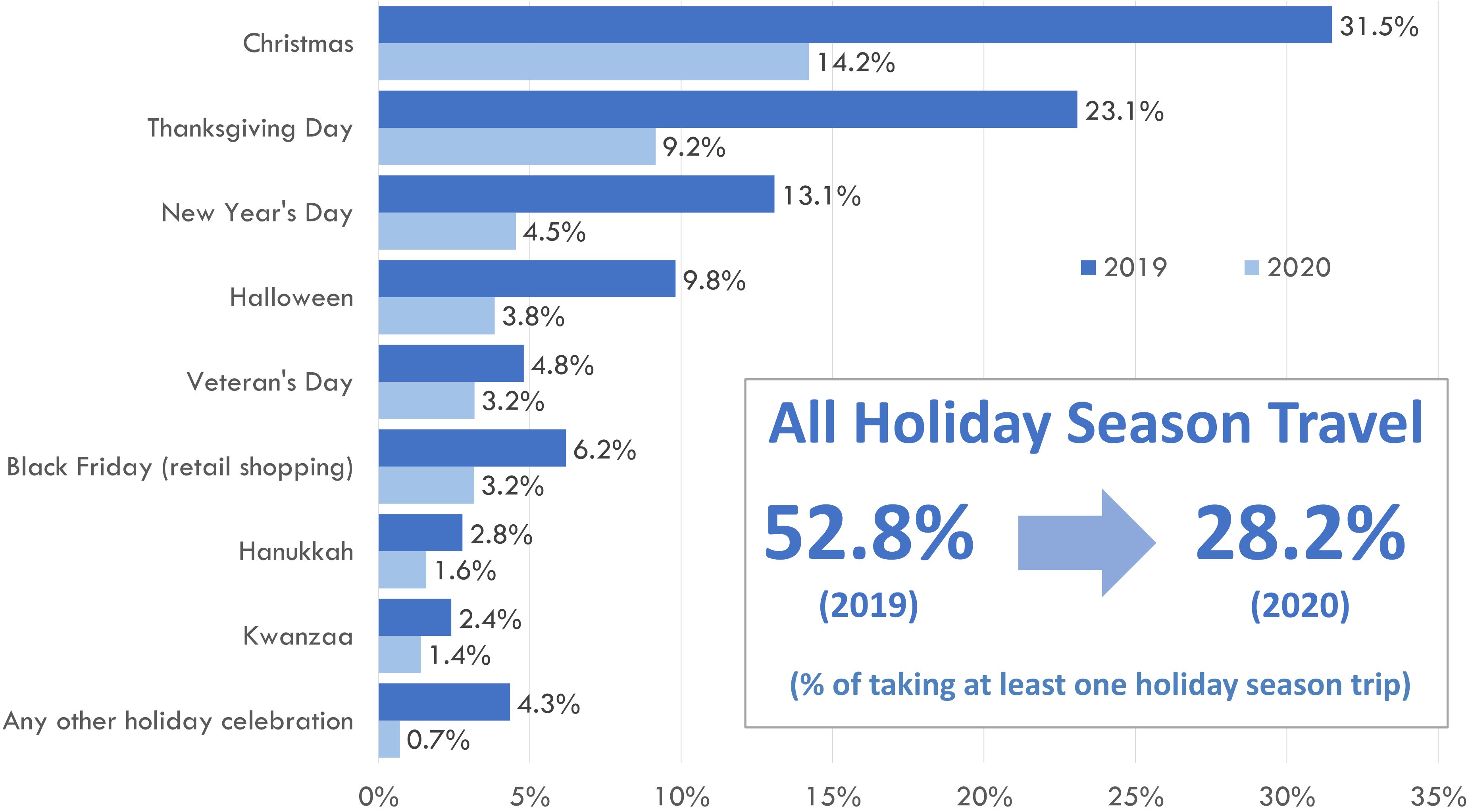
SPECIFIC HOLIDAY TRAVEL THIS YEAR

Question: Will you travel (50 miles or more from your home) to celebrate/participate in any of the following this year?

(Base: Wave 32 data. All respondents, 1,203 completed surveys. Data collected Oct 16-18, 2020)



SPECIFIC HOLIDAY TRAVEL: 2019 VS. 2020



HOLIDAY TRADITIONS

Question: Which of these holiday traditions did you participate in last year? Which do you expect to participate in this year?

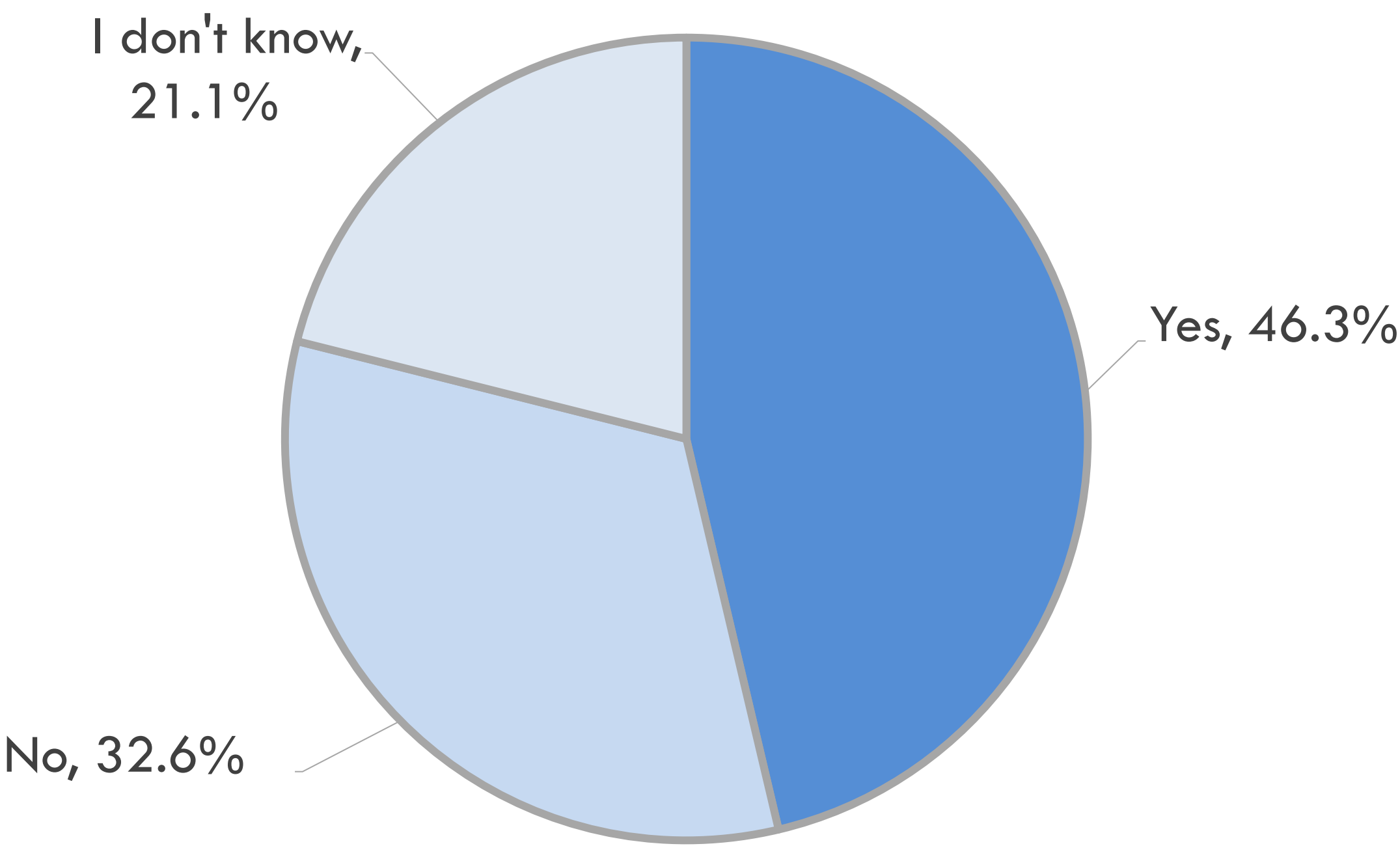
(Base: Wave 32 data. All respondents, 1,203 completed surveys. Data collected Oct 16-18, 2020)



LIKELIHOOD OF SKIPPING HOLIDAY MEALS DUE TO COVID-19

Question: Will you (or any of your friends or family) be likely to skip any HOLIDAY SEASON DINNER GATHERINGS due to Coronavirus safety concerns?

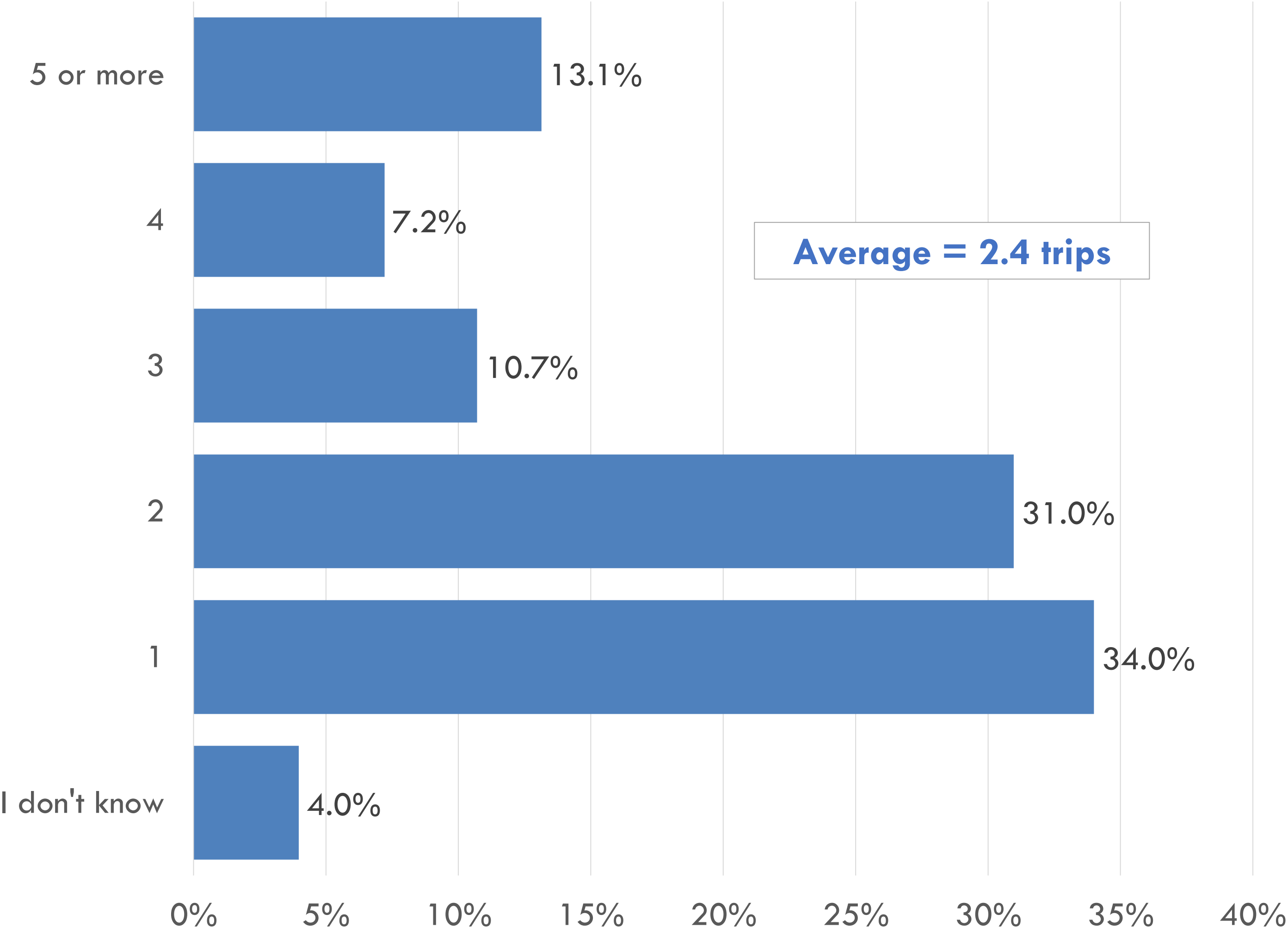
(Base: Wave 32 data. All respondents, 1,203 completed surveys. Data collected Oct 16-18, 2020)



NUMBER OF HOLIDAY TRIPS THIS HOLIDAY SEASON

Question: How many trips (of 50 miles or more from your home) will you take this year to participate in/celebrate these holiday season events? (Select one)

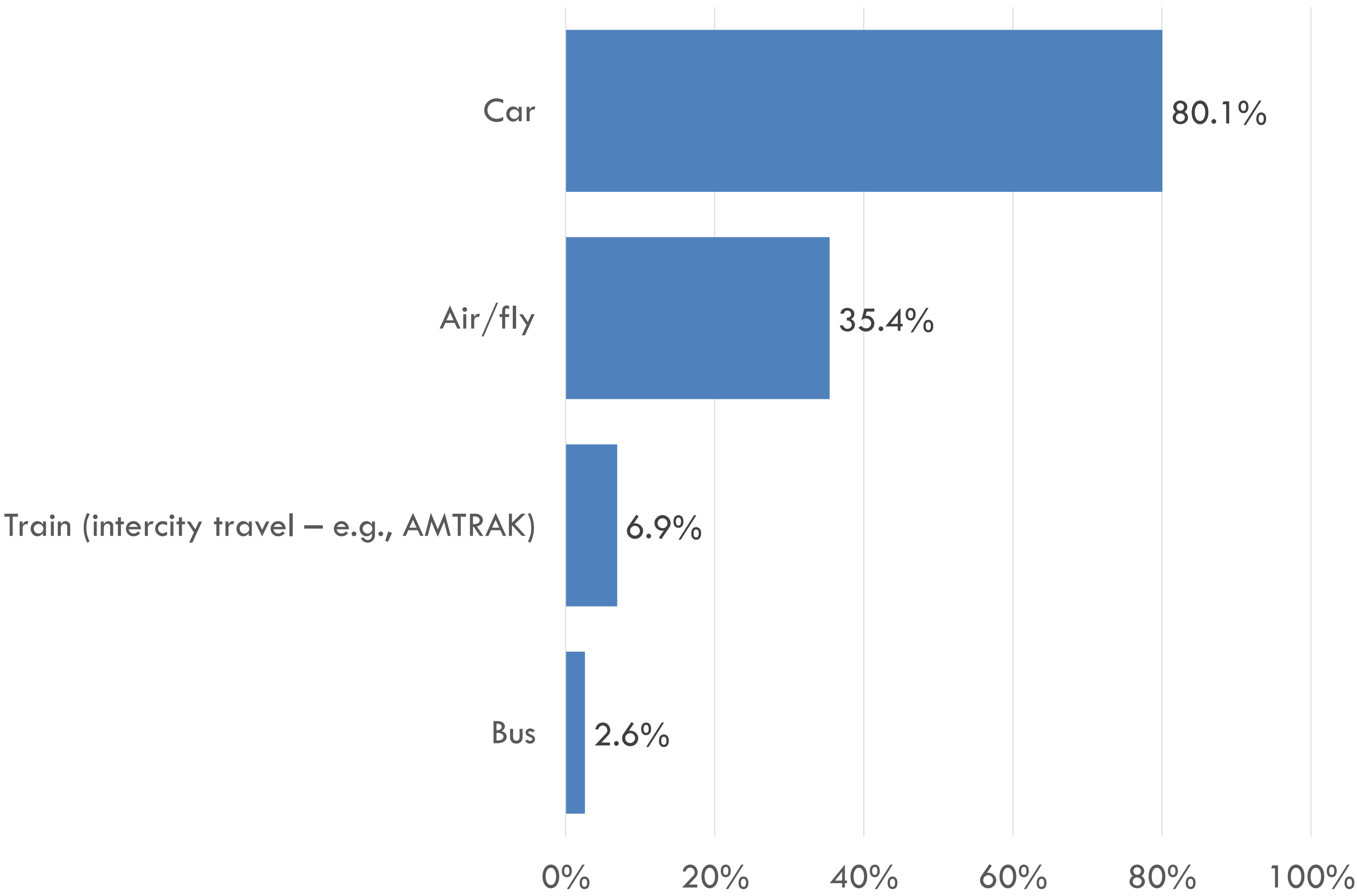
(Base: Wave 32 data. Respondents who are planning to travel during for the holidays, 290 completed surveys. Data collected Oct 16-18, 2020)



MODES OF TRAVEL USED FOR HOLIDAY TRIPS

Question: For these holiday season trip(s), which mode of transportation will you use to travel to your intended destination(s)?

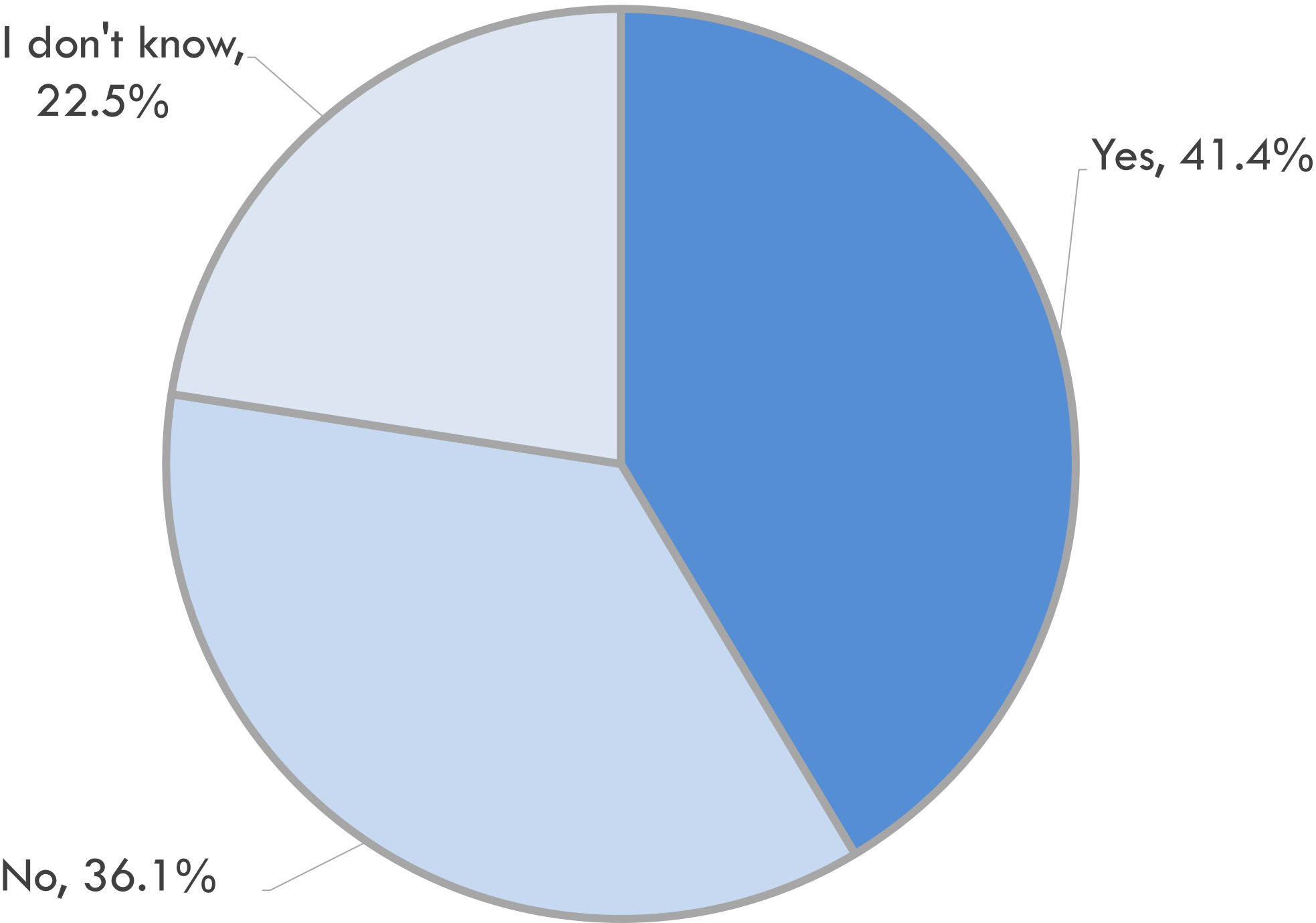
(Base: Wave 32 data. Respondents who are planning to travel during for the holidays, 293 completed surveys. Data collected Oct 16-18, 2020)



FRIENDS/RELATIVES NOT TRAVELING DURING THE HOLIDAYS

Question: Do you have any friends or family members who would normally travel during the holidays, but will not this year due to the Coronavirus situation?

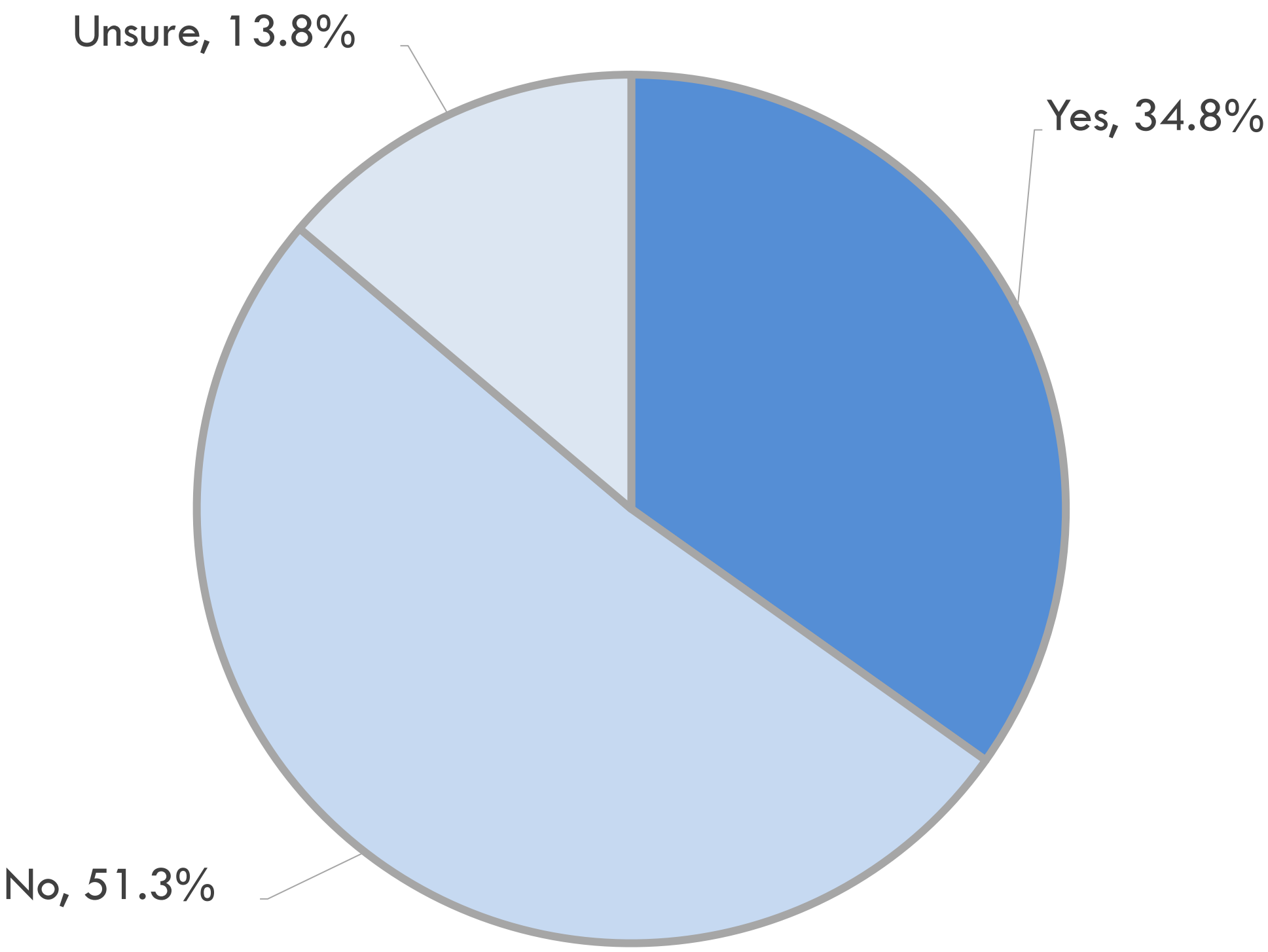
(Base: Wave 32 data. All respondents, 1,203 completed surveys. Data collected Oct 16-18, 2020)



PLANNED COVID-19 TESTS BEFORE HOLIDAY TRAVEL

Question: Will you get tested for COVID-19 prior to your 2020 holiday season travels?

(Base: Wave 32 data. Respondents who are planning to travel during for the holidays, 291 completed surveys. Data collected Oct 16-18, 2020)

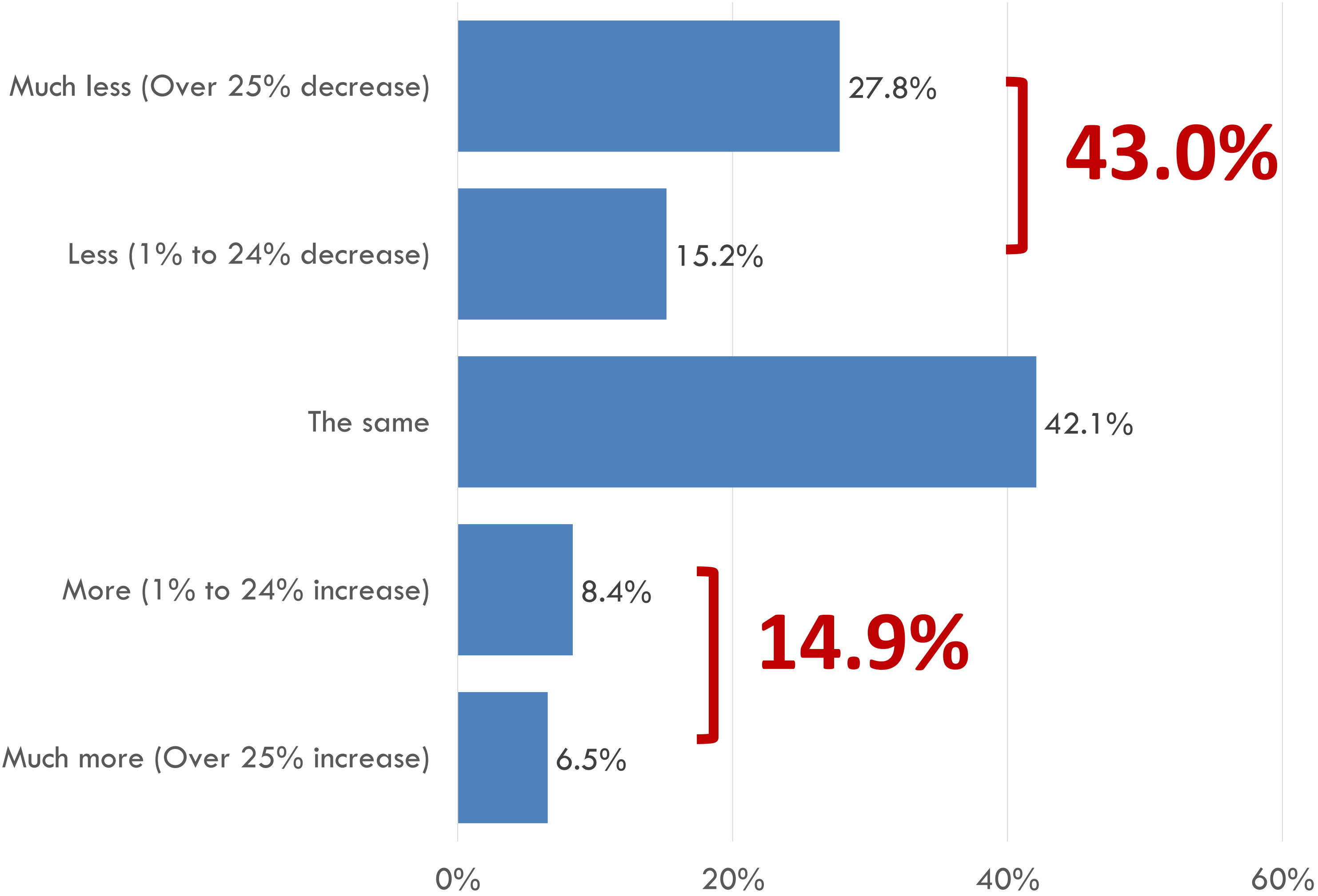


SPENDING ON HOLIDAY TRAVEL

Question: Compared to 2019, do you expect to spend more, less or the same for HOLIDAY TRAVEL this year?

I expect to spend _____ this year on holiday travel.

(Base: Wave 32 data. All respondents, 1,203 completed surveys. Data collected Oct 16-18, 2020)

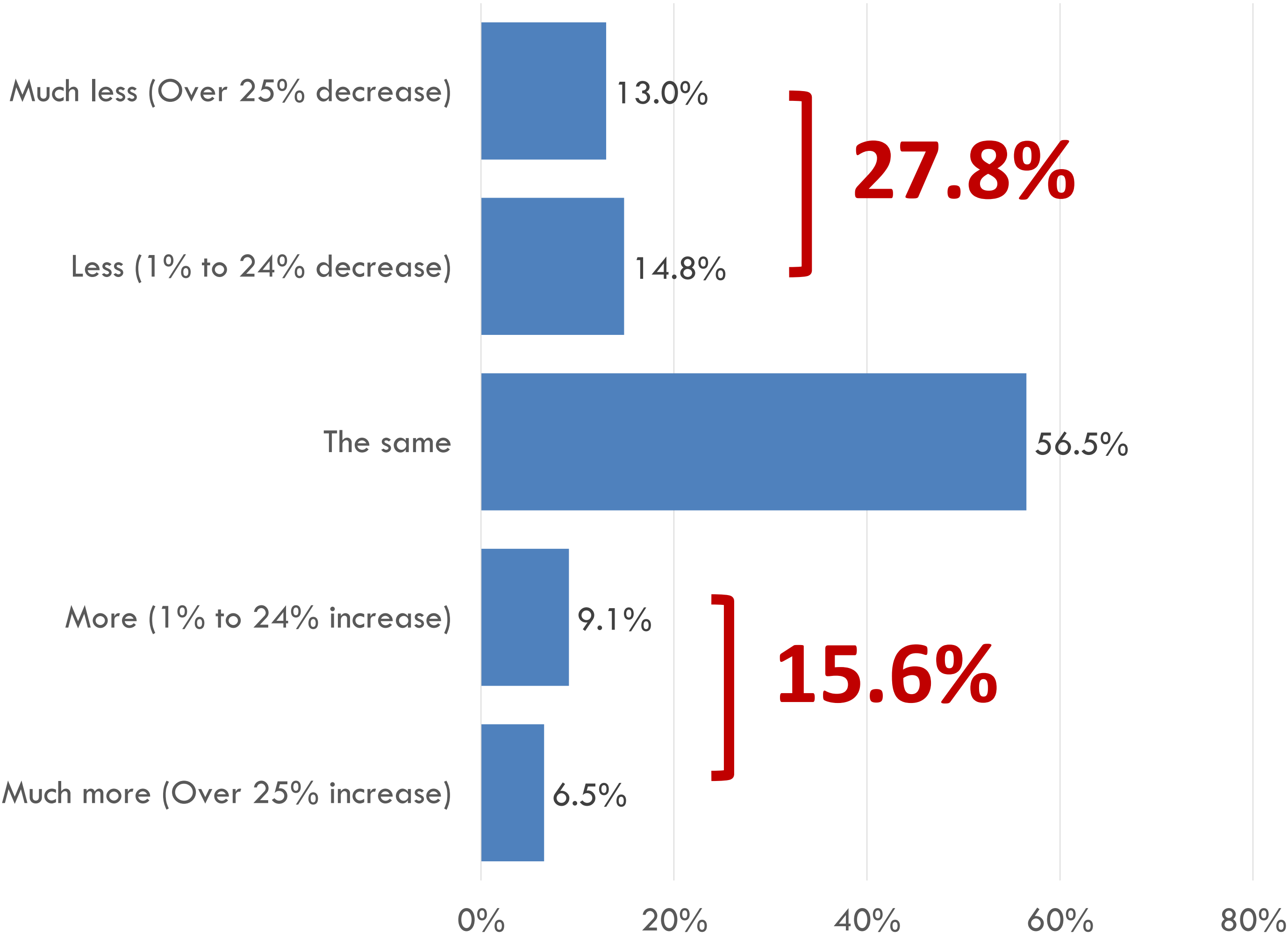


SPENDING ON HOLIDAY GIFTS

Question: Compared to 2019, do you expect to spend more, less or the same for HOLIDAY GIFTS this year?

I expect to spend _____ this year on holiday gifts.

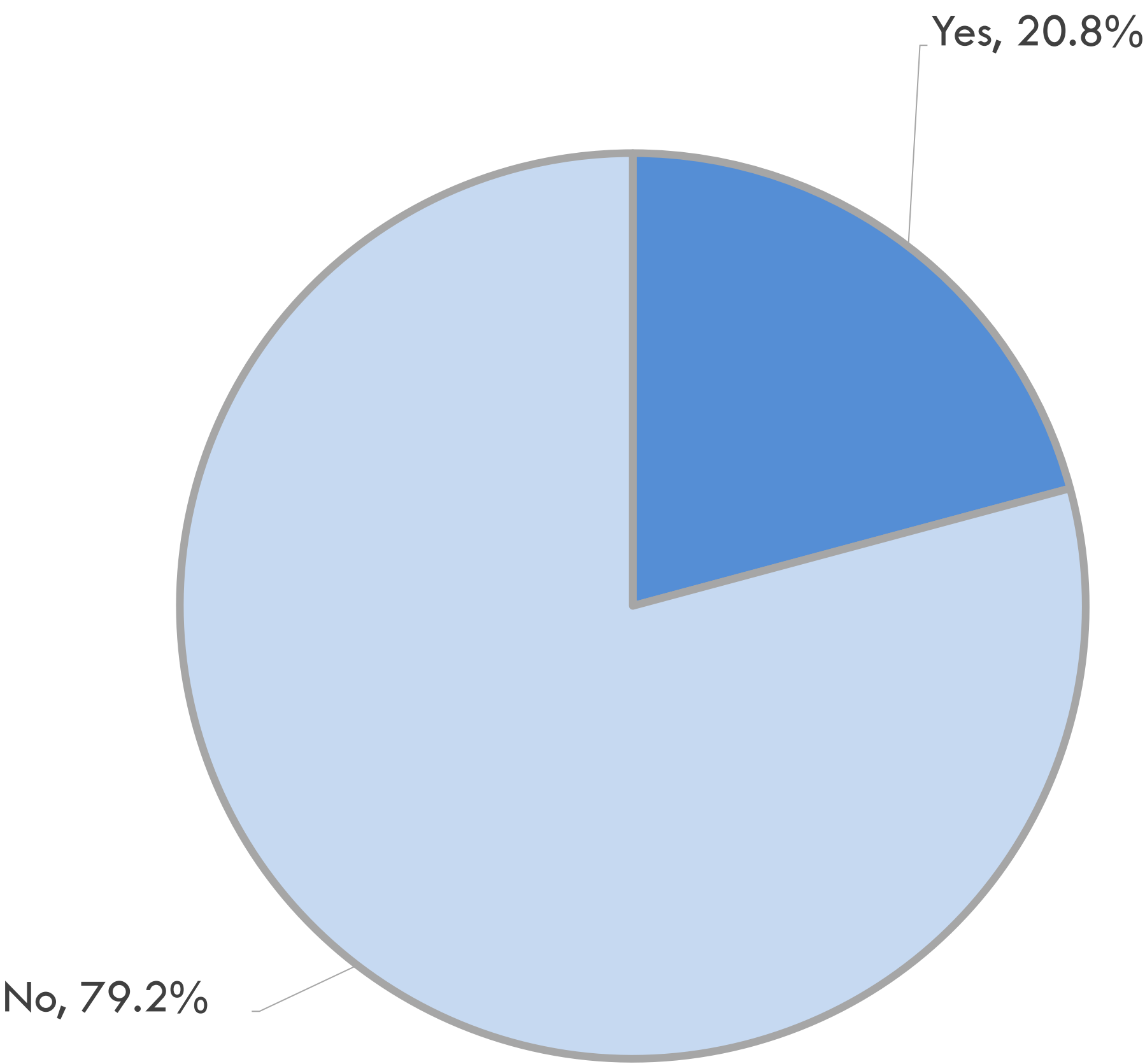
(Base: Wave 32 data. All respondents, 1,203 completed surveys. Data collected Oct 16-18, 2020)



TRAVEL GIFTS RECEIVED

Question: In the past 3 years, have you **RECEIVED** any travel-related holiday gifts (i.e., tickets, gift cards, pre-paid reservations for future travel, etc.)

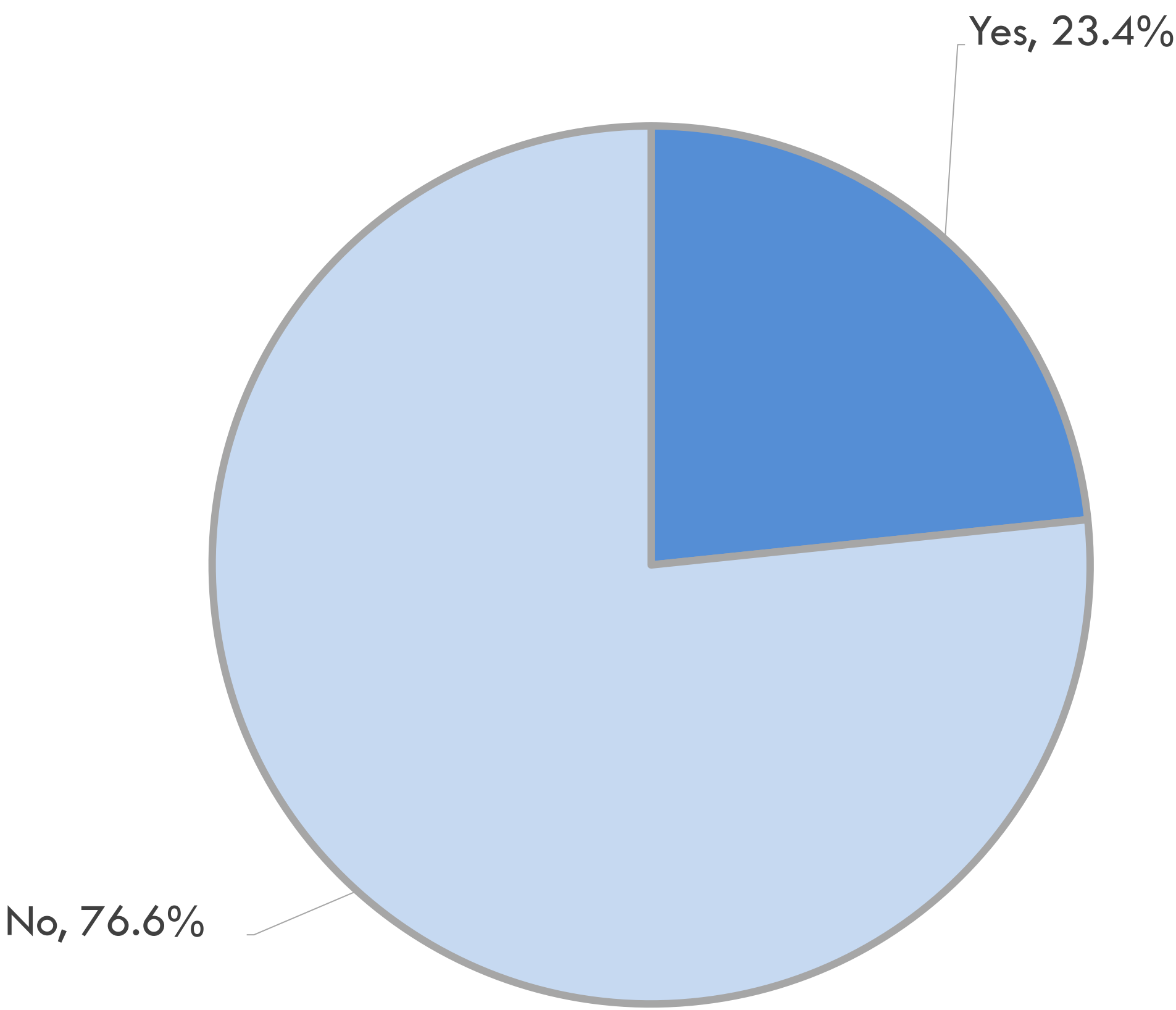
(Base: Wave 32 data. All respondents, 1,203 completed surveys. Data collected Oct 16-18, 2020)



TRAVEL GIFTS GIVEN

Question: In the past 3 years, have you **GIVEN** any travel-related holiday gifts (i.e., tickets, gift cards, pre-paid reservations for future travel, etc.)

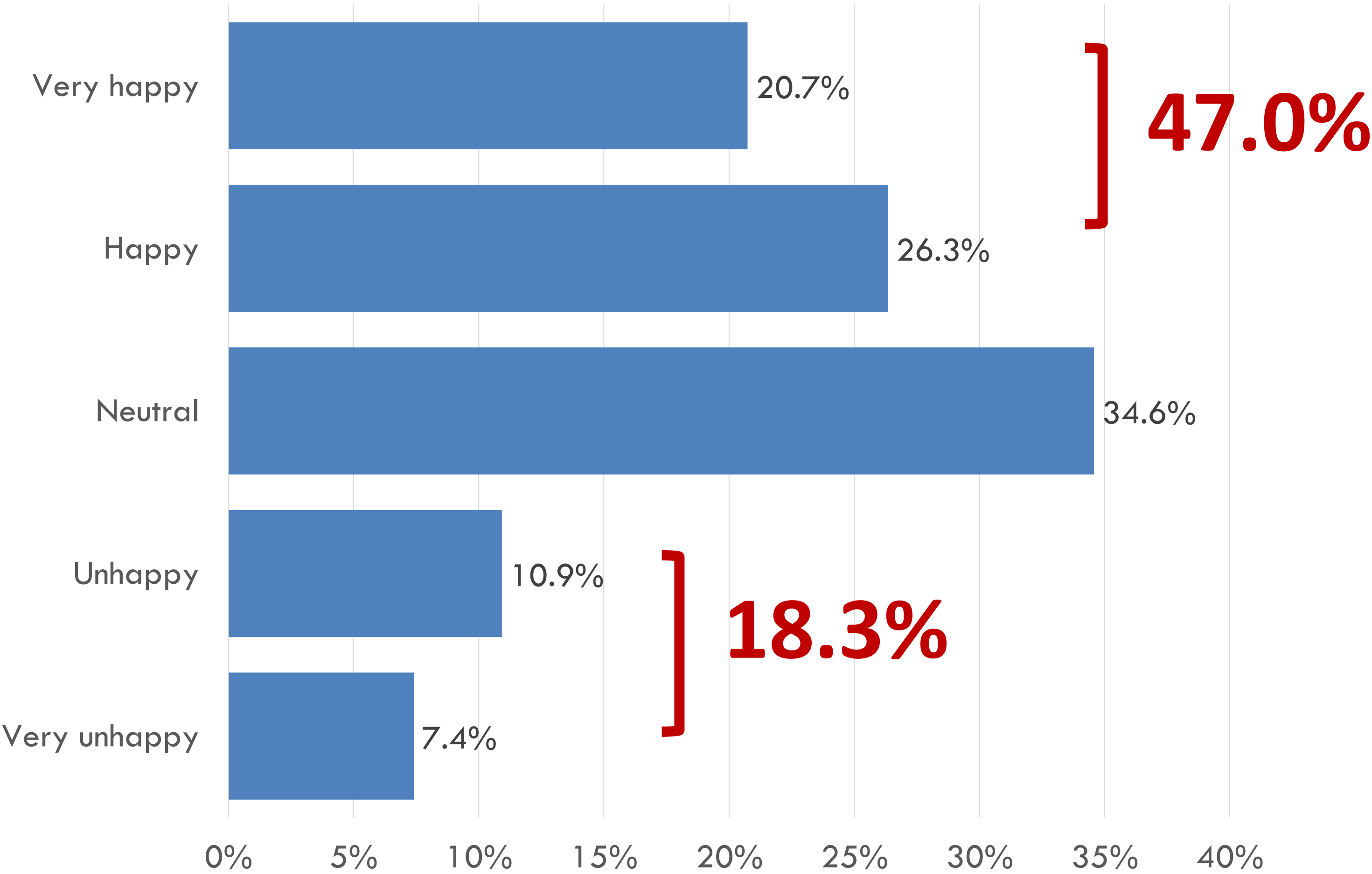
(Base: Wave 32 data. All respondents, 1,203 completed surveys. Data collected Oct 16-18, 2020)



FEELINGS ABOUT TRAVEL-RELATED GIFTS

Question: How would you feel if you received a TRAVEL-RELATED GIFT for the holidays this season? (Select one)

(Base: Wave 32 data. All respondents, 1,203 completed surveys. Data collected Oct 16-18, 2020)





Key Takeaways

1. Holiday travel expectations appears to be tracking far below levels actual experienced last year.
2. Currently fewer than 1-in-3 travelers expect to take a holiday trip this year. Last year more than half of travelers took such a trip.
3. Spending for holiday travel will also likely be significantly reduced, with 43 percent of travelers expecting to cut back.
4. Travel-related gifts are popular and could be an area of opportunity for the industry.
5. Twix is toast. It can and should be dropped from your trick or treating repertoire.

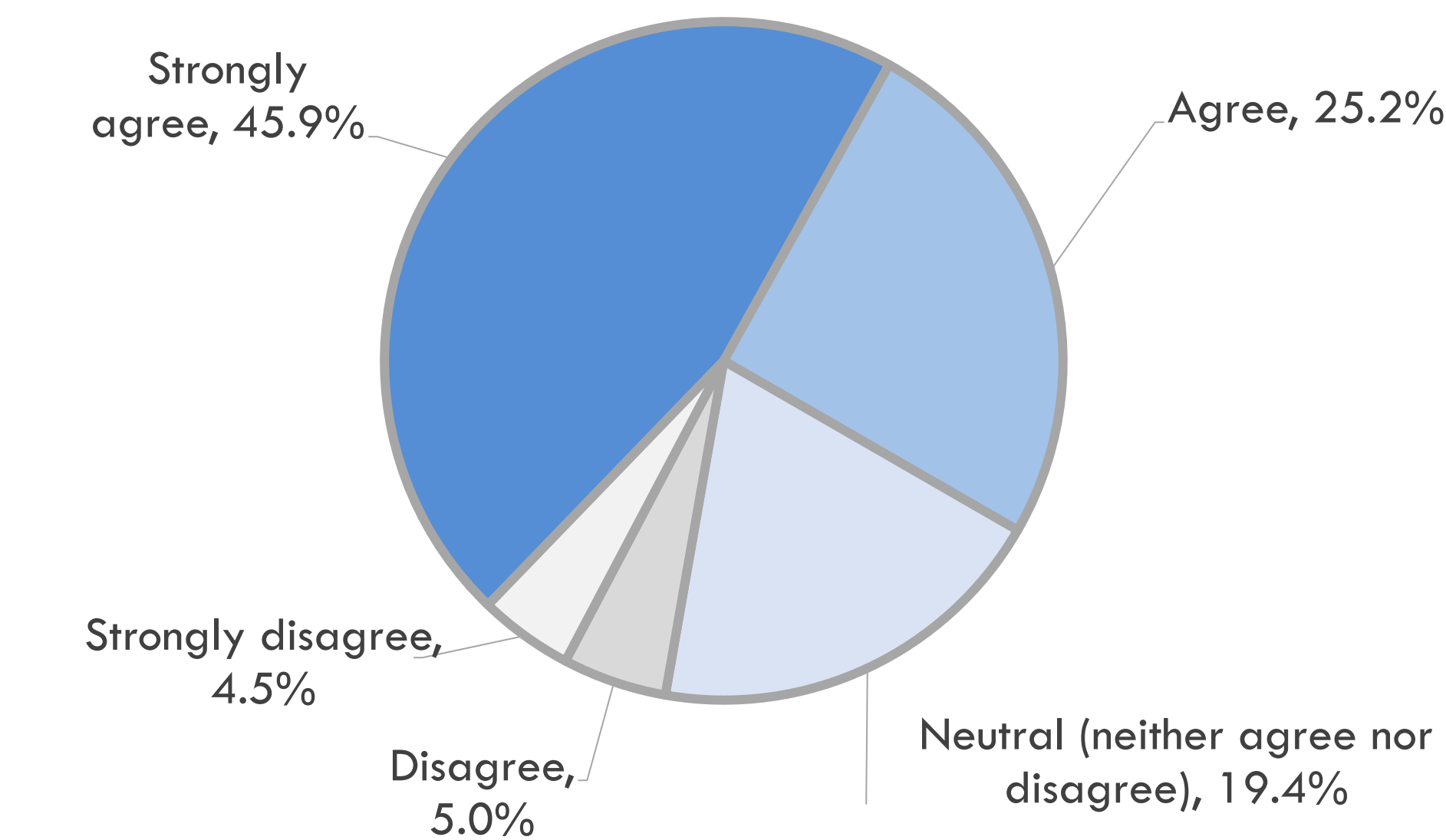


GROUP MEETINGS TRAVEL

AVOIDING CONVENTIONS & CONFERENCES

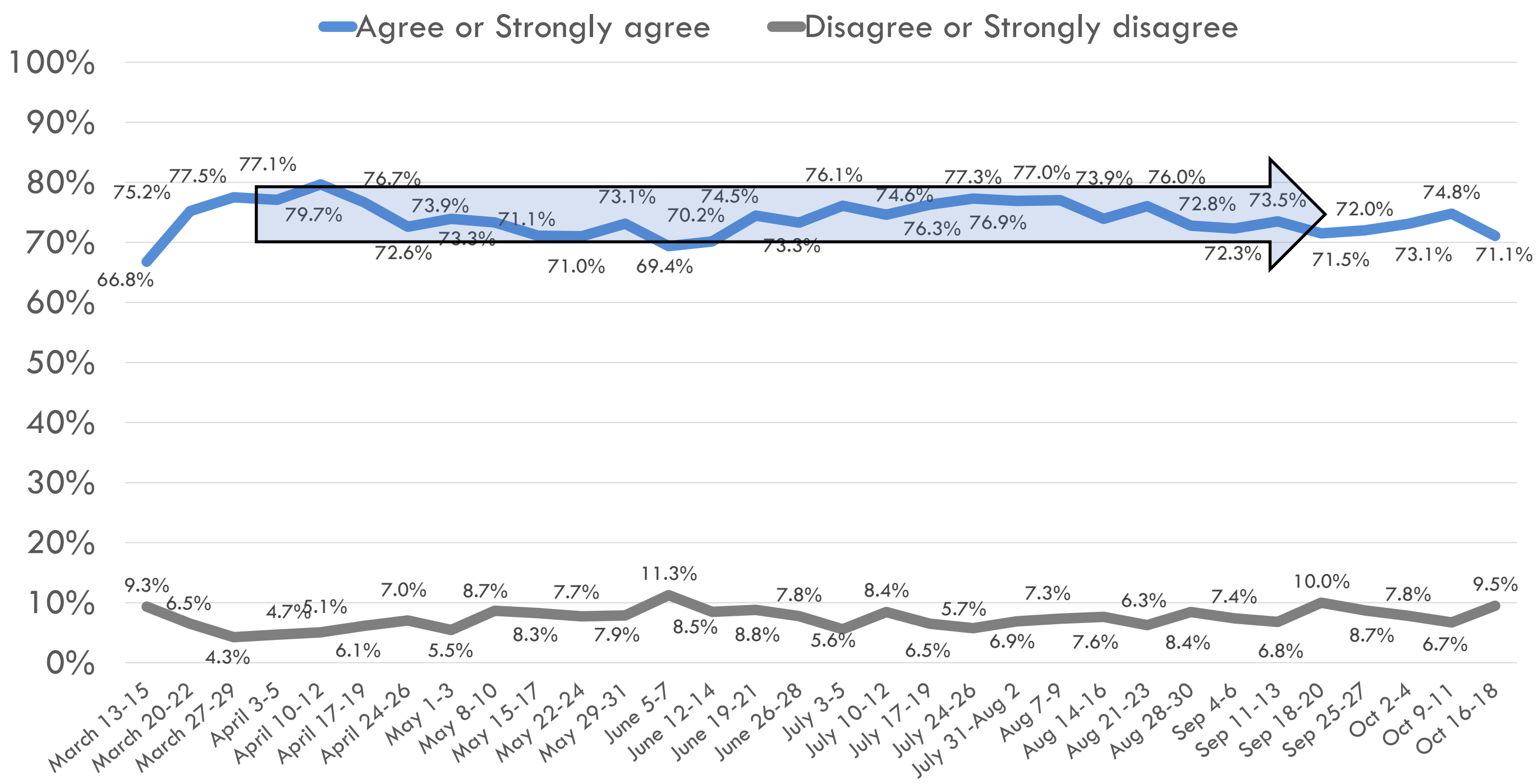
How much do you agree with the following statement?

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



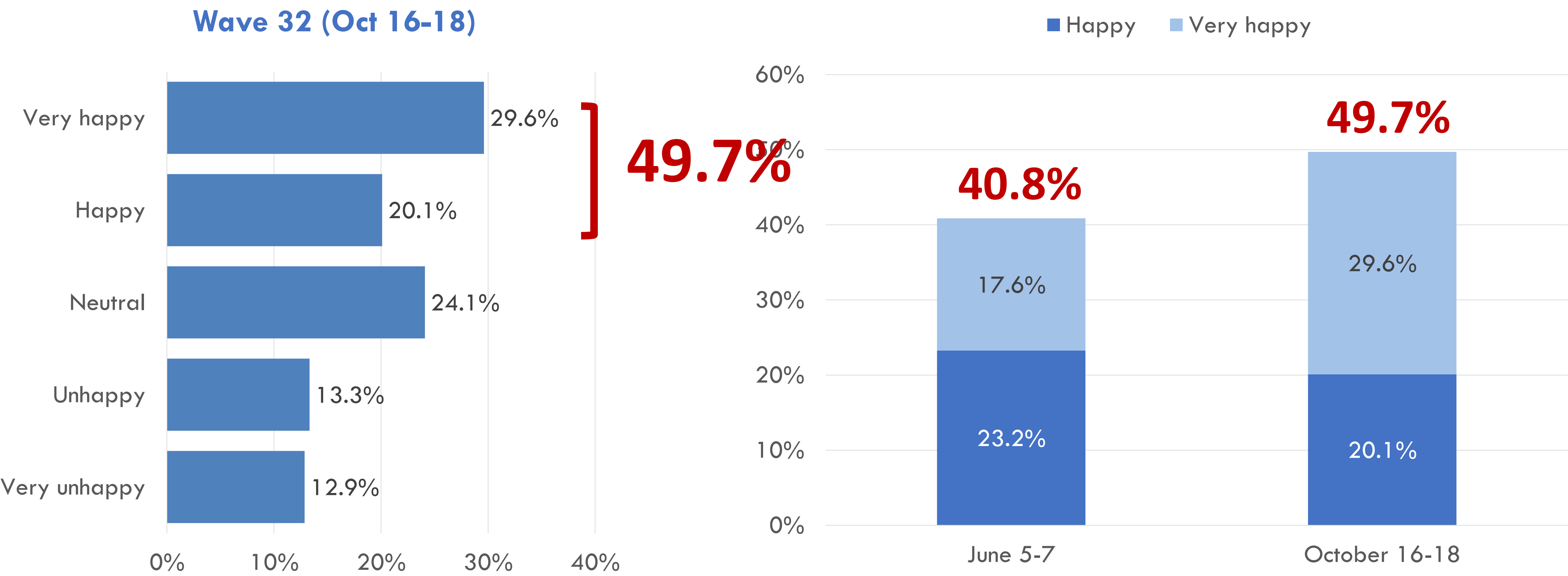
(Base: Waves 1-32. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203 and 1,204 completed surveys.)

Historical data



FEELINGS IF ASKED TO ATTEND A CONFERENCE

Question: How would you feel if you were asked to attend a conference, convention or group meeting sometime in the NEXT SIX (6) MONTHS?



(Base: Wave 32 data. Respondents traveling for meetings in the past 2 years, 312 completed surveys. Data collected Oct 16-18, 2020)

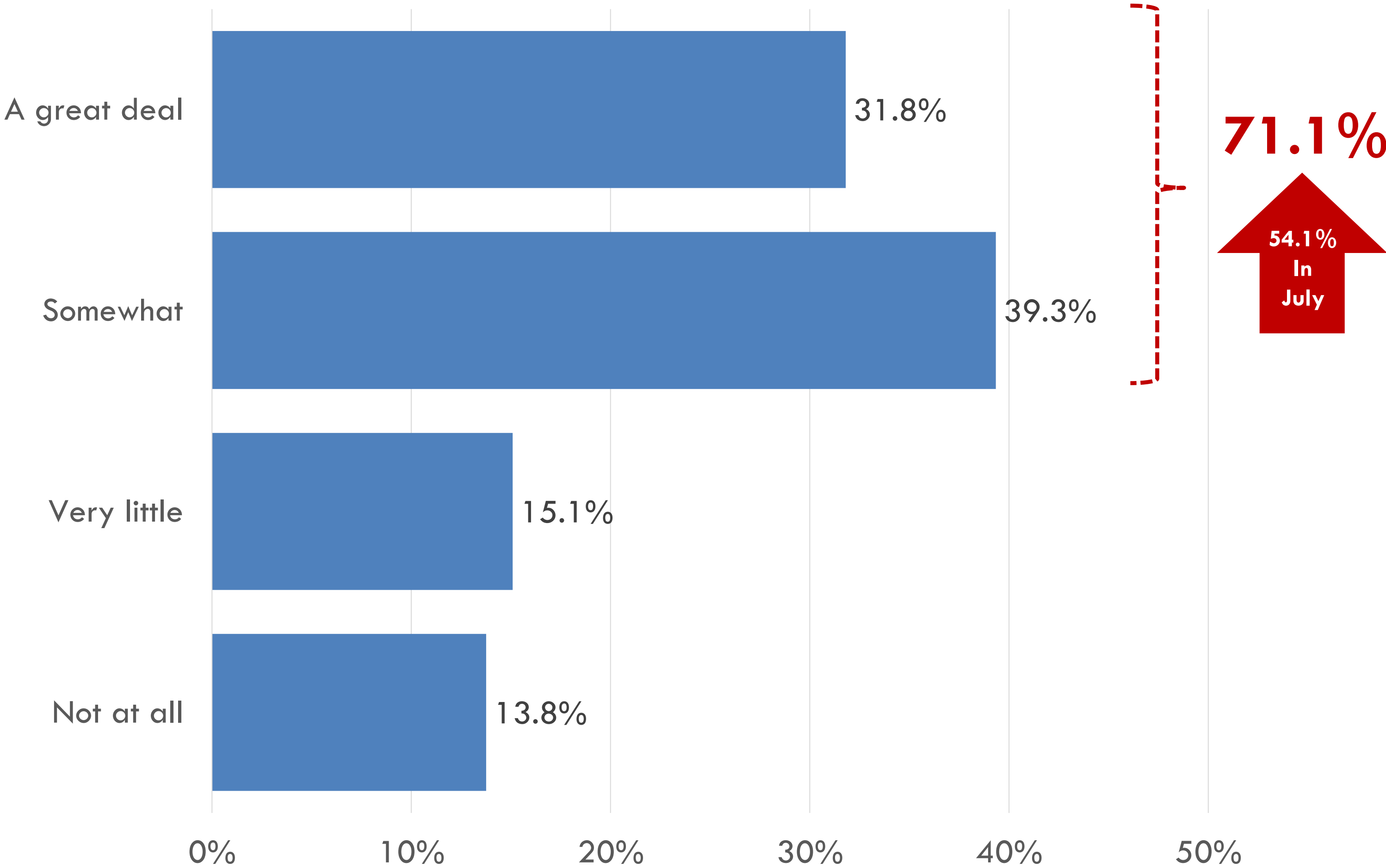
TRUST IN FELLOW ATTENDEES

Question: Suppose you were to attend a conference or convention sometime in the NEXT TWELVE (12) MONTHS.

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

I trust my fellow attendees _____.

(Base: Wave 32 data. Respondents traveling for meetings in the past 2 years, 312 completed surveys. Data collected Oct 16-18, 2020)

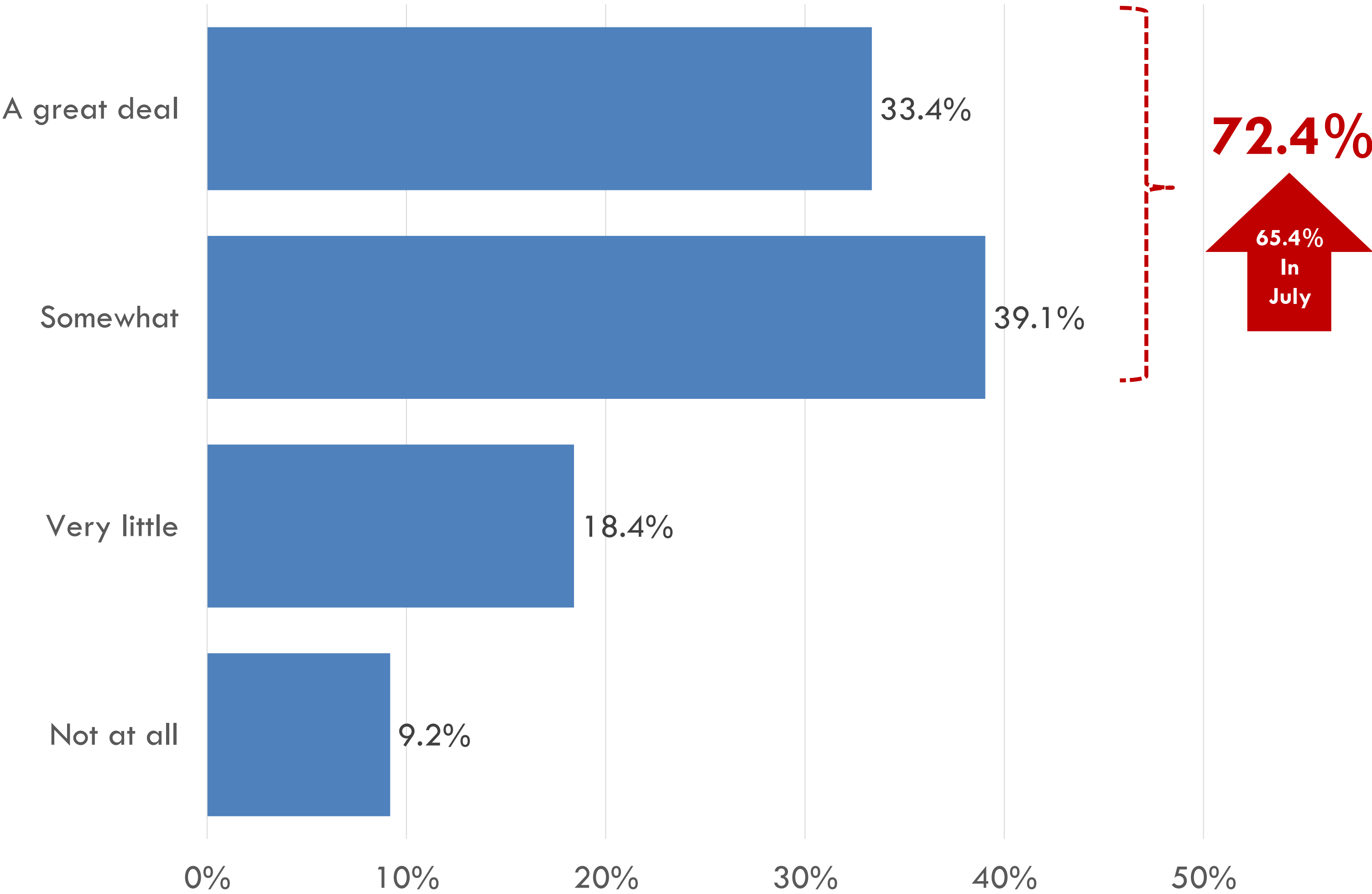


TRUST IN HOSTING ORGANIZATION

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

I would trust the hosting organization _____.

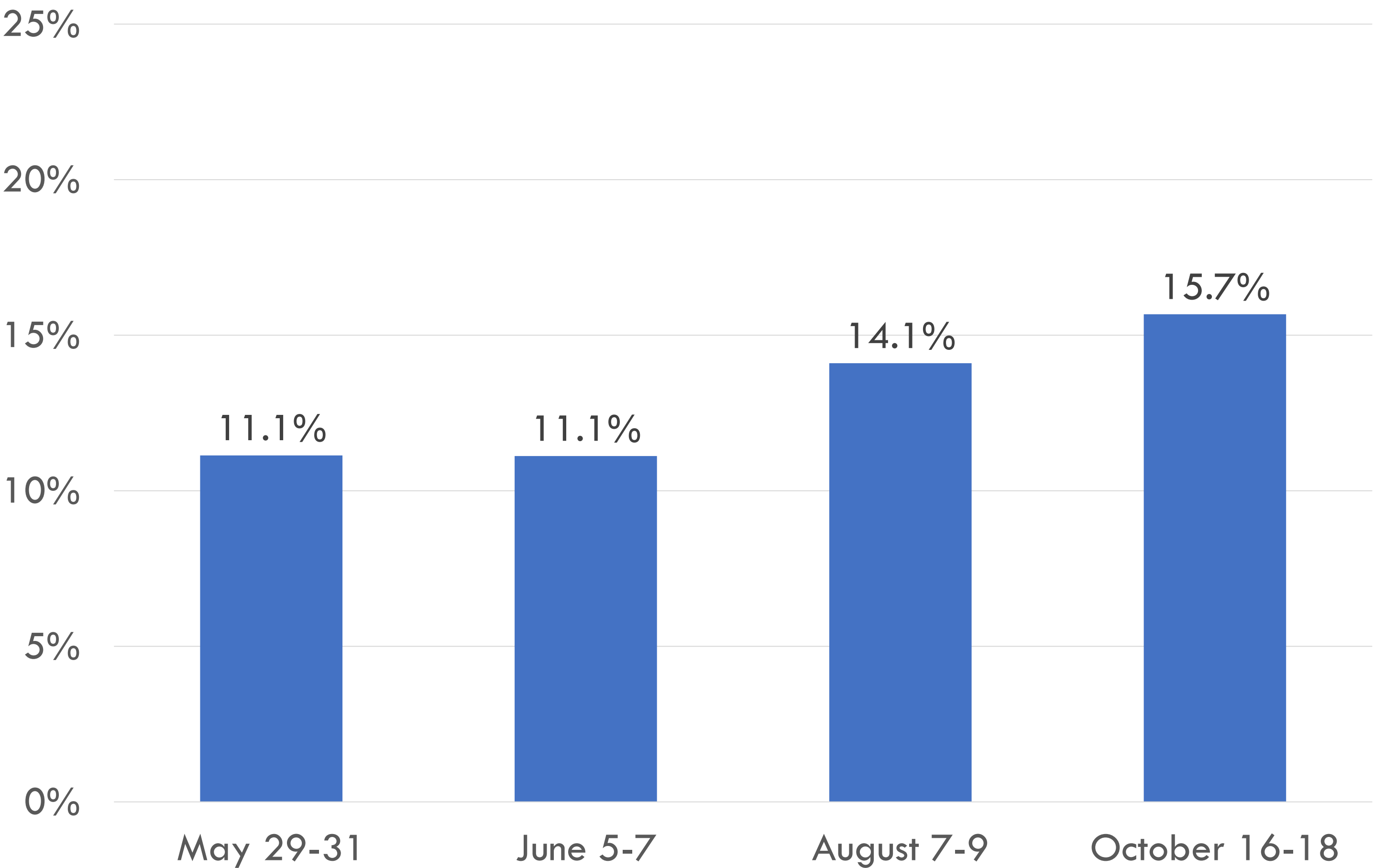
(Base: Wave 32 data. All respondents, 1,203 completed surveys. Data collected Oct 16-18, 2020)



PLANNED GROUP MEETING TRAVEL

Question: Do you currently have any travel even tentatively planned for a convention, conference or other group meeting later this year (or in 2021)?

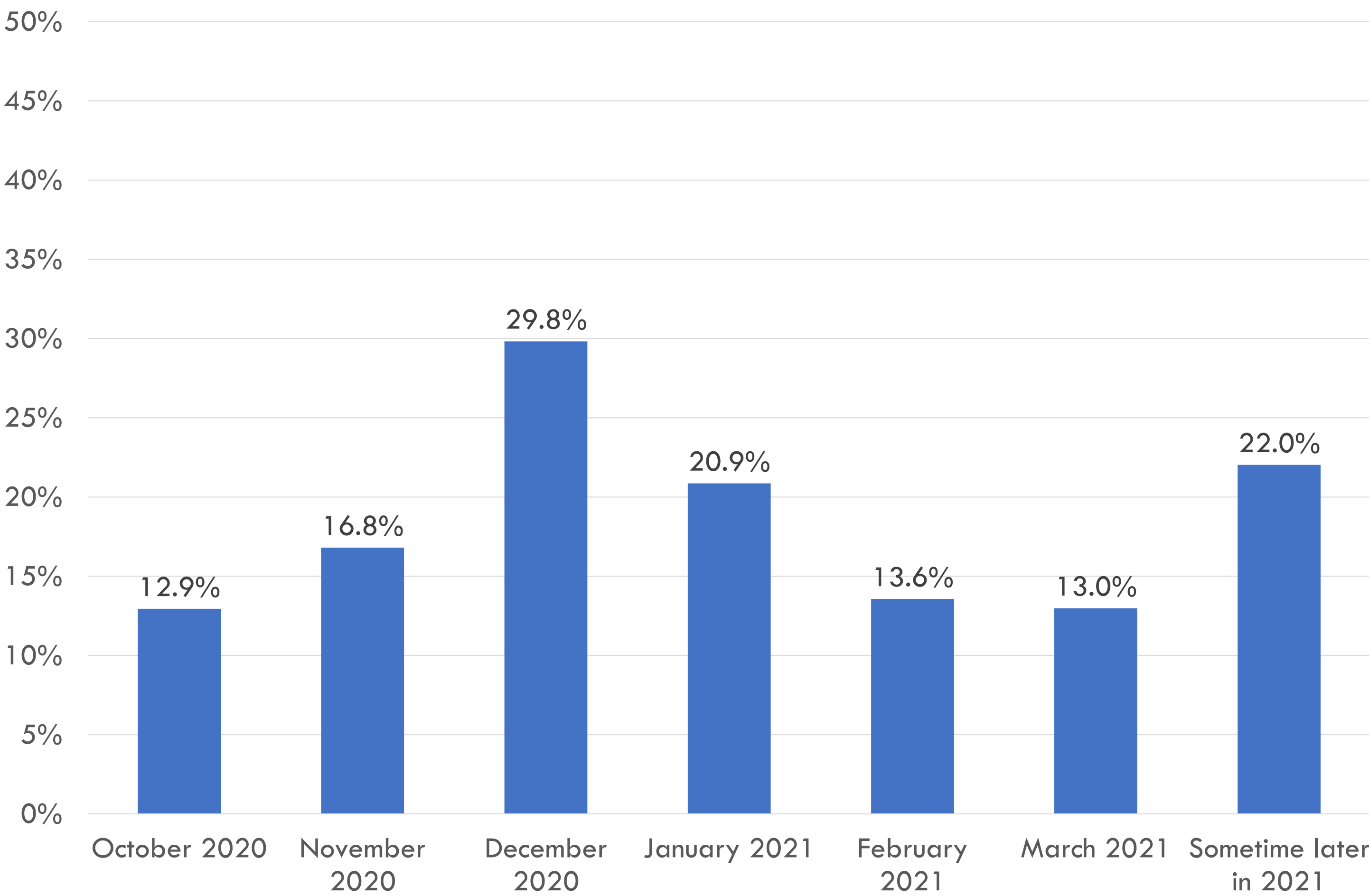
(Base: Wave 32 data. All respondents, 1,203 completed surveys. Data collected Oct 16-18, 2020)



MONTH OF UPCOMING MEETINGS TRIPS

Question: In what months do you have travel for a **CONVENTION, CONFERENCE OR GROUP MEETING** planned?

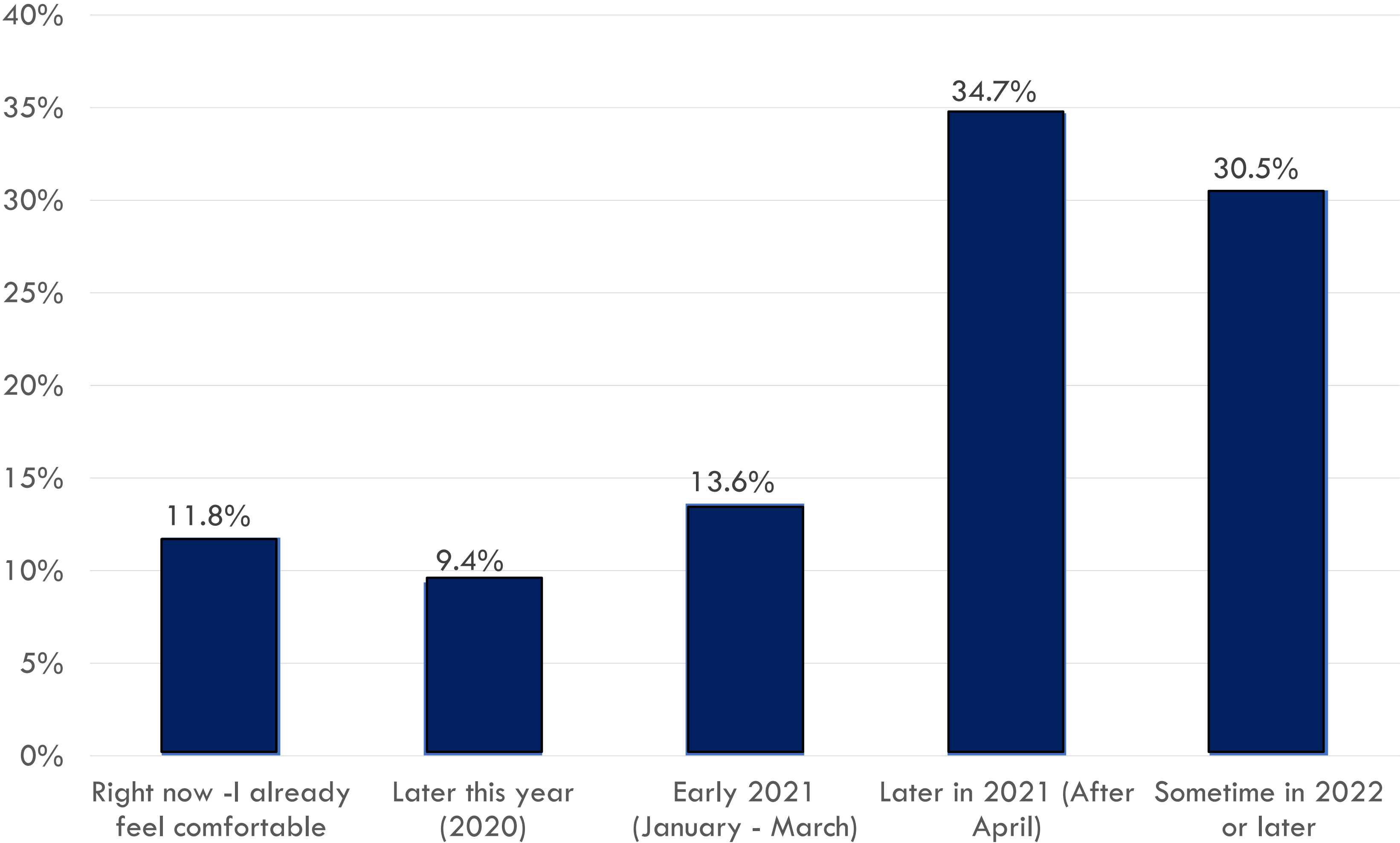
*(Base: Wave 32 data. Respondents planning a group meeting trip, 146 completed surveys.
Data collected Oct 16-18, 2020)*



EXPECTATIONS OF WHEN COMFORT IN ATTENDING WILL RETURN

Question: When do you expect you will feel comfortable enough to attend in-person convention, conference or group meetings again?

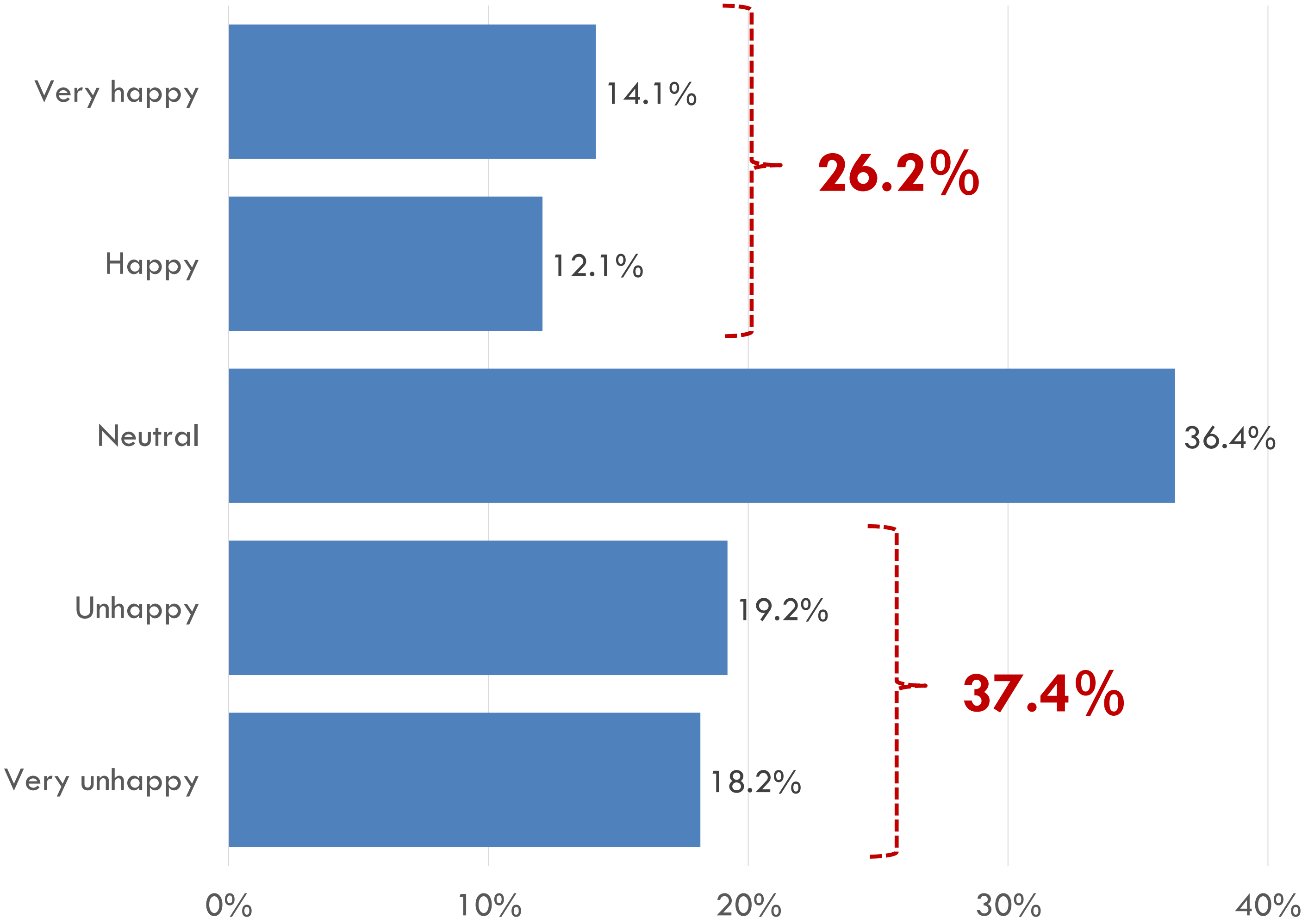
(Base: Wave 32 data. All respondents, 1,203 completed surveys. Data collected Oct 16-18, 2020)



FEELINGS ABOUT HAVING MEETINGS IN THEIR COMMUNITY

Question: How would you feel if you learned that a conference, convention or group meeting was being held in your community in the NEXT SIX (6) MONTHS?

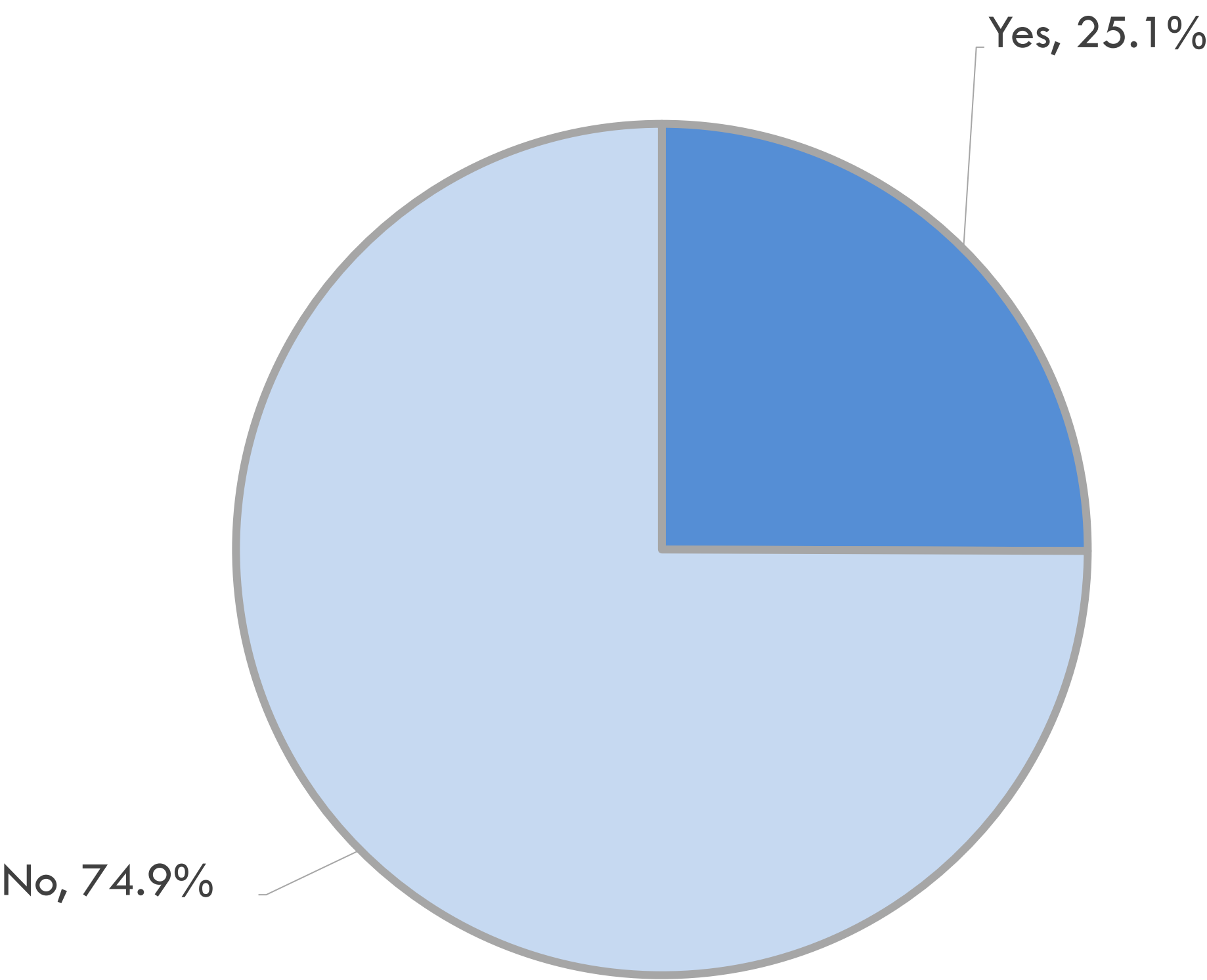
(Base: Wave 32 data. All respondents, 1,203 completed surveys. Data collected Oct 16-18, 2020)



ATTENDANCE OF VIRTUAL MEETINGS

Question: This year during the Coronavirus pandemic, have you participated in any online VIRTUAL conferences, conventions or large group meetings?

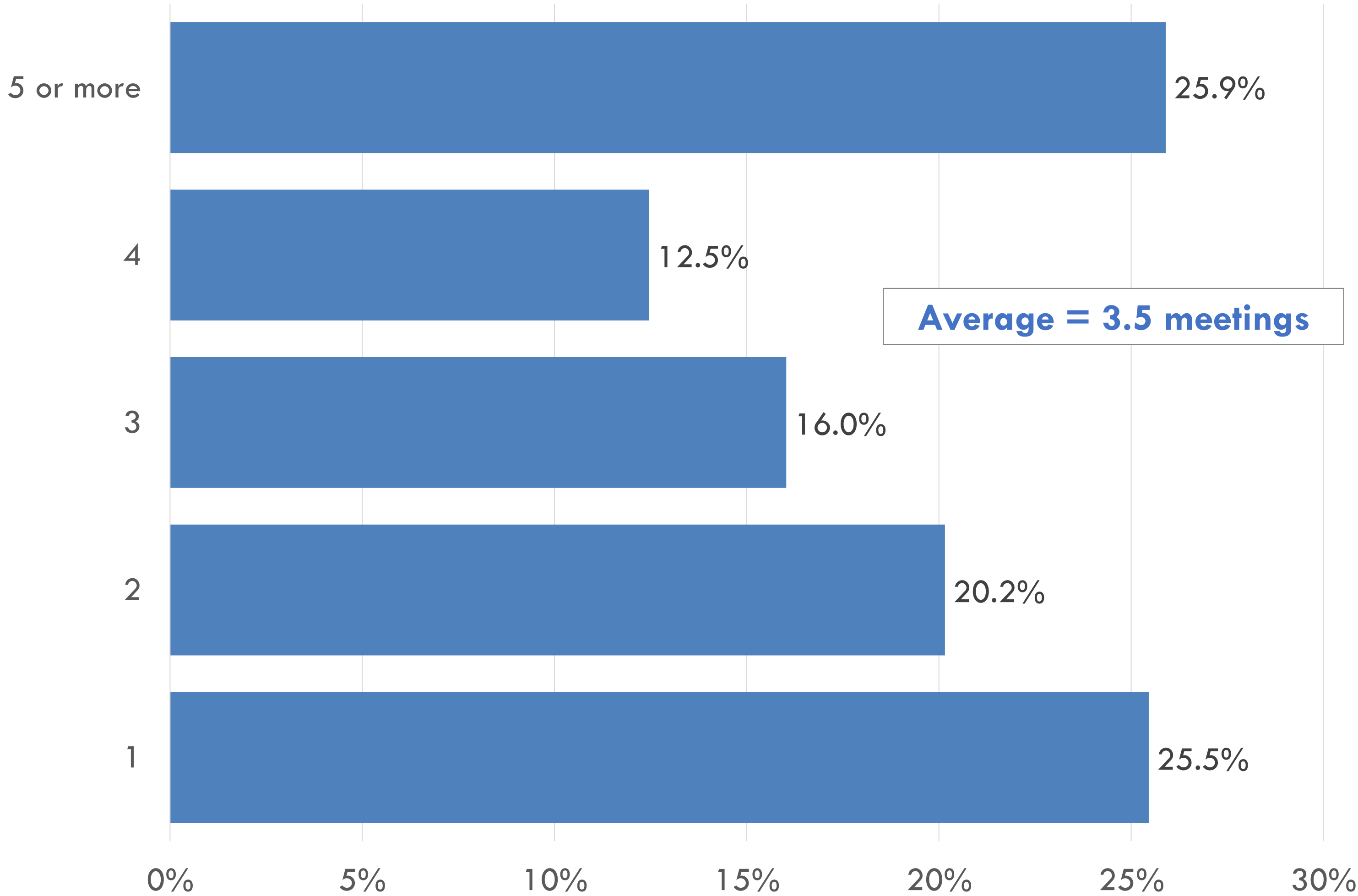
(Base: Wave 32 data. All respondents, 1,203 completed surveys. Data collected Oct 16-18, 2020)



NUMBER OF VIRTUAL MEETINGS ATTENDED

Question: How many VIRTUAL conferences, conventions or large group meetings (over 100 attendees) have you participated in during the pandemic?

(Base: Wave 32 data. Respondents attending virtual meetings, 282 completed surveys. Data collected Oct 16-18, 2020)

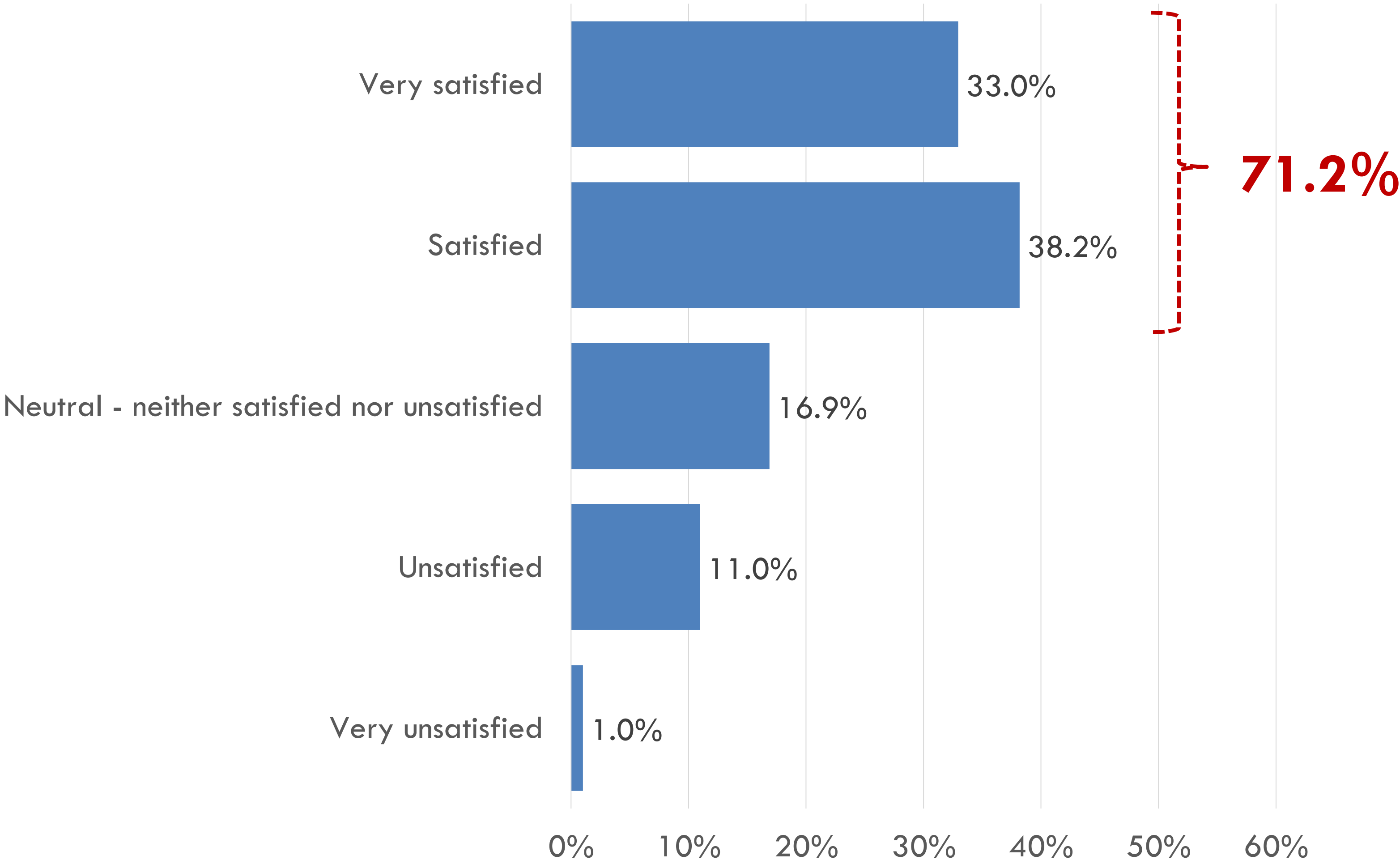


SATISFACTION WITH VIRTUAL MEETINGS

Question: Compared to in-person participation, how satisfied were you overall with virtually participating in these conferences, conventions or group meetings?

I was _____ with virtual participation.

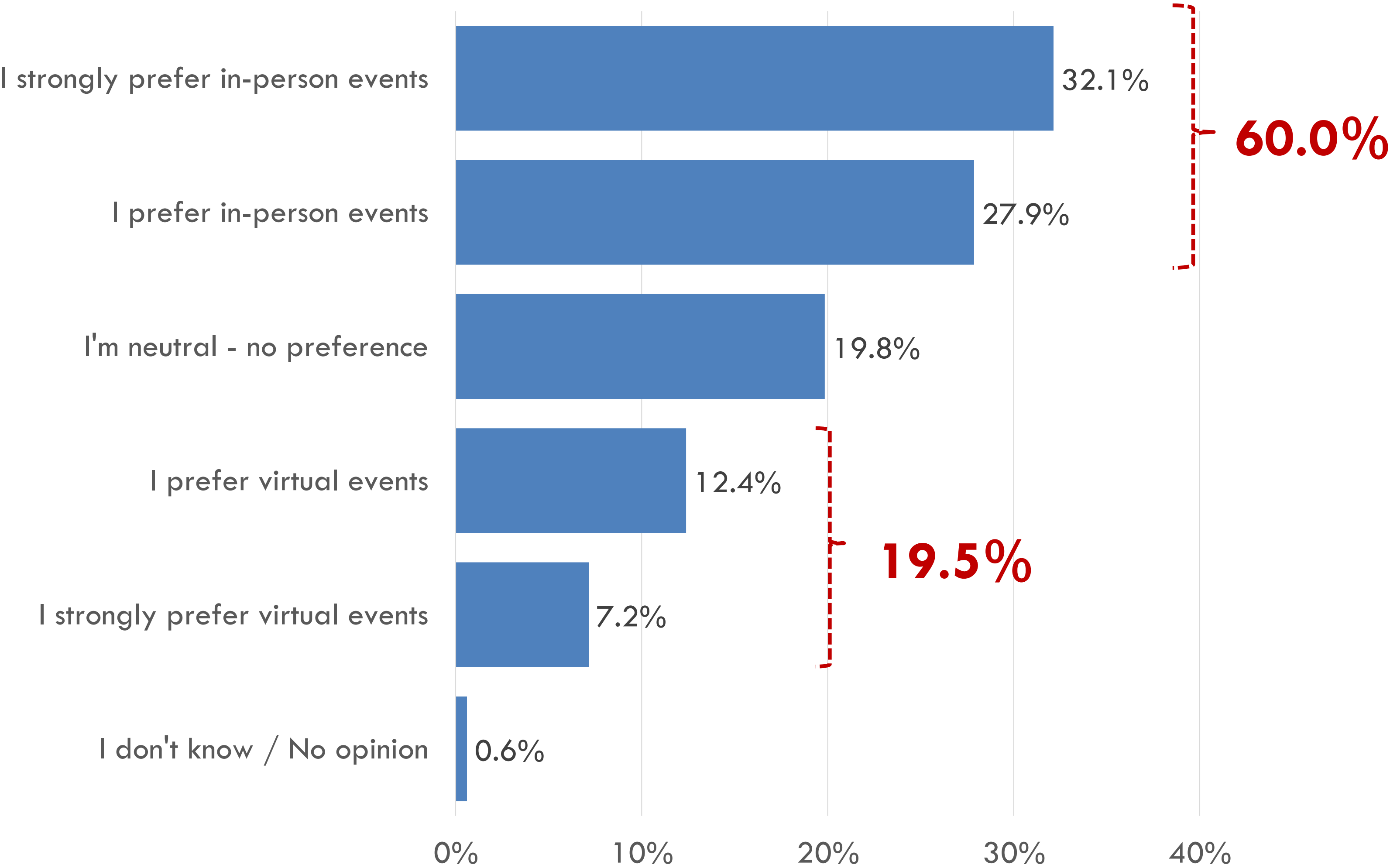
(Base: Wave 32 data. Respondents attending virtual meetings, 282 completed surveys. Data collected Oct 16-18, 2020)



PREFERENCE FOR MEETING TYPE: VIRTUAL VS. IN-PERSON

Question: Which do you generally prefer? In-person or virtual conferences, conventions or group meetings? (Select one)

(Base: Wave 32 data. All respondents, 1,203 completed surveys. Data collected Oct 16-18, 2020)



Key Takeaways



1. Reluctance to travel for conventions, conferences and other meetings has remained stubbornly high throughout the Pandemic.
2. Still, nearly half of travelers would be happy to be asked to attend such an event in the next six months.
3. The trust travelers have in other attendees and the hosting organization has strengthened significantly over the course of the pandemic.
4. Approximately 1-in-4 travelers have participated in a virtual meeting during the pandemic.
5. While most travelers prefer in-person meetings (to virtual ones), they are mostly satisfied with their experiences with virtual meetings during the pandemic.



QUESTION: Imagine your employer asked you to travel to attend a conference, convention or group meeting sometime in the NEXT SIX (6) MONTHS.

What ONE WORD would best describe how you imagine you would feel?

QUESTION: Imagine your employer asked you to travel to attend a conference, convention or group meeting sometime in the NEXT SIX (6) MONTHS. What ONE WORD would best describe how you imagine you would feel?





**Please consider
subscribing or donating
to support this ongoing research**

DestinationAnalysts.com/Support

**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





The State of the International Traveler

Coming soon!
