

# TOURISM IN THE UNITED STATES:

ASSESSING THE IMPACT OF COVID-19  
ON CURRENT AND FUTURE TRAVEL

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Created by Leger

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# Context and Methodology

# Understanding Travel and Tourism Following COVID-19

Since the onset of the COVID-19 pandemic, the tourism industry has been effectively shut down around the globe. This has resulted in a deep and direct hit to airlines, hotels, tour operators, restaurants, and so many other tourism-related businesses.

As researchers and scientists continue to predict the course of COVID-19, countries have started to initiate plans to relaunch the economy to return cities to a level of normalcy that has not existed since March. While we do not know the full extent of the impact that COVID-19 will have, we do know that its effects will be felt long after the travel bans and social distancing measures are removed.

There are many questions that tourism operators are going to be facing in the coming months to which many of the answers to are unknown. There is no question that travel will be impacted for months, if not for years to come. Our goal is to redefine travel and tourism and to develop an in-depth understanding of the attitudes, needs, motivations, and behaviors of travelers in what may be a “new normal.”

The present report was designed to provide a comprehensive look at the current and future state of travel and tourism in the United States to provide the industry with the insights and recommendations needed to help achieve success moving forward.

## OBJECTIVES OF THE CURRENT REPORT

The research results provided in this report are designed to provide an understanding of the current mindset of travelers in a world following COVID-19. Specifically, the goals of the present research were to address the following questions:

- How were 2020 travel plans impacted by COVID-19?
- Will travelers be more inclined to stay closer to home and engage in more driving tourism, or will travelers be comfortable taking domestic and international flights to further destinations?
- What level of comfort do travelers report when considering different modes of transportation?
- What forms of accommodations will be in the competitive set of potential travelers?

# Methodology



Web survey using computer-assisted Web interviewing (CAWI) technology



From June 9<sup>th</sup> to 21<sup>st</sup>, 2020



1,001 Americans 18 years of age or older, randomly recruited from the LEO online panel



No margin of error can be associated with a non-probability sample (Web panel in this case). However, for comparative purposes, a probability sample of 1,001 respondents would have a margin of error of  $\pm 3.1\%$ , 19 times out of 20.

# Methodology

## Notes on Reading this Report

The numbers presented in this report have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

In this report, data in **bold red characters** indicate a significantly lower proportion than that of other respondents. Conversely, data in **bold green characters** indicate a significantly higher proportion than that of others respondents.

If you have questions about the data presented in this report, please contact Eddie Sheppard, Associate Vice President at the following email address: [kesheppard@leger360.com](mailto:kesheppard@leger360.com).

# Key Trends

# Key Insights: Adjusting Travel 2020 Travel Plans

## Impact of COVID-19 on 2020 Travel Plans

The COVID-19 pandemic has significantly impacted Americans' travel plans for 2020. Specifically, 41% of American travelers have canceled some or all of their 2020 vacation plans. Outside of outright cancellations, a small proportion of travelers have made the decision to modify their travel plans in the wake of COVID-19 (10%). Of those who have changed their travel plans:

- 66% have postponed their trip to a later date
- 26% have changed their destination to one that they can drive to instead of flying
- 21% have changed from an international trip to a domestic vacation

In addition to this, 51% of Americans plan to spend more time traveling within their state in the next 12 months, while 52% plan to take more 'staycations' during this time.

These results provide evidence of a shift to local, regional and state based travel in the coming months as travelers spend more time

traveling within their state.

Overall, results of the current research demonstrate that Americans have a desire to travel again, but are willing to wait until it is safe to do so. That is:

- 65% of Americans are looking forward to being able to travel again
- 65% of Americans are willing to wait until it is safe to travel again



# Key Insights: Comfort and Safety

## Perceptions of Comfort and Safety

A large factor in the decision to cancel/change travel plans is overall feelings of comfort and safety. Currently levels of comfort when considering travel are low:

- 44% of Americans would feel comfortable traveling on their own right now
- 39% of Americans would feel comfortable traveling with their family right now
- 29% of Americans noted that they don't trust the current travel situation.

To help reestablish the tourism industry as economies continue to reopen and physical distancing measures are loosened, it is essential that tour operators establish procedures to help enhance traveler confidence. When considering various elements that would improve levels of comfort and security during travel, Americans indicated four key elements that will positively influence their comfort:



### CONTROL OF COVID-19

- Availability of a vaccine for COVID-19 (64%)
- Slowdown of the spread of COVID-19 (64%)
- Assurance from a reputed national medical authority that it is safe to travel (63%)
- Evidence that infection rates have stabilized (62%)



### VISIBLE AND FREQUENT CLEANING

- Visible and frequent cleaning of public areas by staff (73%)
- Crew visibly and regularly disinfecting an airplane (70%)



### SANITIZATION AVAILABLE TO GUESTS

- Providing ample hand sanitizer for guests (72%)
- Providing disinfectant wipes for guests (71%)



### ENFORCING PHYSICAL DISTANCING

- Limiting the number of visitors in an area at one time (69%)
- Requiring physical distancing of 2 metres at all times (68%)

# Key Insights: Approaching Travel Moving Forward

## Changing How We Travel

There is no question that COVID-19 will alter the way we travel. Results of the current research demonstrated that 68% of Americans plan to change how they travel moving forward. Specifically, respondents noted that they will:

- Avoid places with large groups of people (69%)
- Avoid traveling during peak season (56%)
- Only travel to areas where COVID-19 has stabilized (52%)

In addition to how they approach travel, Americans also noted key elements that they will factor into their decision when considering future travel plans. In addition to searching for fun attractions (64%), cultural attractions (61%) and iconic landmarks (55%), Americans are also taking into consideration measures that will help protect them from COVID-19. Specifically, Americans noted that their decision to travel will be influenced by:

- Clear communication of measures put in place to protect them from COVID-19 (70%)

- Ability to avoid large crowds or gatherings (68%)
- Areas designated as being COVID-19 free (67%)

These results suggest that tour operators must develop communications and marketing campaigns that clearly inform travelers of the steps they have taken to protect them from COVID-19 as this will play a significant role in reestablishing traveller confidence and trust moving forward. As part of these communications, tour operators may consider highlighting the extent to which travelers can easily avoid large public gatherings.

Additional elements that are top of mind for Americans when considering future travel are:

- Fear of a second wave of COVID-19 (66%)
- Fear of personally contracting (or someone in their family contracting) COVID-19 (62%)
- Increased cost of accommodations (57%)
- Increased cost of air travel (54%)

# Key Insights: Approaching Travel Moving Forward

## State, National and International Travel

Results reveal that Americans will be more comfortable travelling closer to home when they are able to do so. Specifically, Americans noted they would currently be comfortable traveling locally for a 'staycation' (46%), within their region (38%), and within their state (31%).

American's comfort levels with international travel are largely impacted by the development of a COVID-19 vaccine. Specifically, one in five Americans noted they would feel comfortable travelling to Canada (20%), Mexico/Central America (19%) and abroad (23%) once there is a vaccine for COVID-19. Without the development of a vaccine to treat COVID-19, comfort with international travel remains quite low.

## Mode of Transportation

Further supporting the decision to travel within their state, Americans noted they would be significantly more comfortable going on a road trip right now (42%) compared to utilizing all other forms of transportation. Specifically, roughly one in five Americans noted that that they will not feel comfortable taking an international flight (22%) or domestic flight (20%) until there is a vaccine for COVID-19.

It is important to note that comfort levels when considering various forms of transportation may depend more on the destination than on the actual mode of transportation taken. That is, comfort with an international flight may have less to do with the flight than it does with the destination of travel. Despite this, it is important for operators to ensure the safety and cleanliness of their vehicles to help strengthen rider comfort and confidence with travel moving forward.

## Future Travel

Overall, these results demonstrate that there is an opportunity to market travel and tourism opportunities for local, regional and provincial travel in the coming months. As different stages in the battle against COVID-19 are witnessed (e.g., vaccine, government saying it is safe to travel), Americans will become more comfortable with venturing beyond their state boundaries. However, in the mean time, Americans appear to be planning to spend more time in their own state as levels of comfort and felt security are much higher.

# Key Insights: Next Planned Trip

To date, 42% of Americans have booked or tentatively scheduled travel in 2020. This further supports the notion that Americans are ready to travel again, but they are willing to wait until it is deemed safe to do so. Characteristics of next trips include:



## DESTINATION

- 37% are plan to stay within their state
  - Staycation – 13%
  - Regional – 12%
  - State – 12%



## TRANSPORTATION

- 62% plan to drive to their next travel destination
- Distance to travel:
  - 0 to 150 miles – 27%
  - 151 to 300 miles – 24%
  - 301 to 500 miles – 18%



## ACCOMMODATIONS

- 18% will return home
- 18% will stay with family and friends



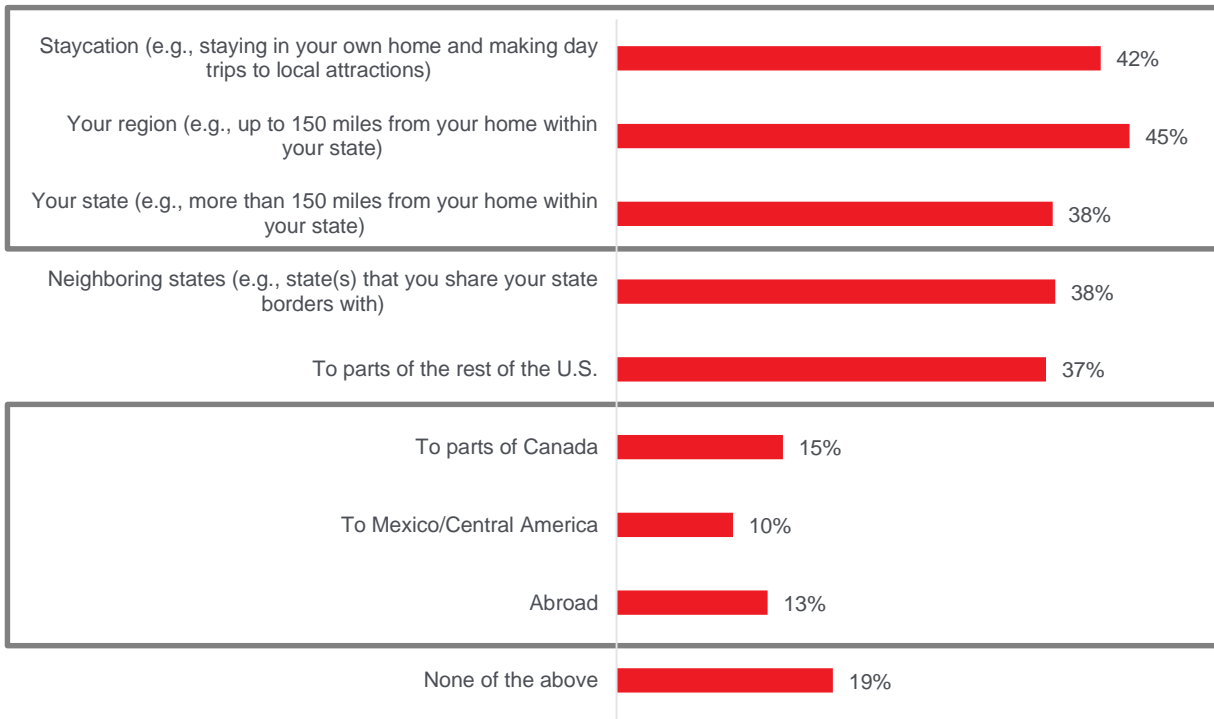
## FOOD AND BEVERAGE

- 40% will eat at local/independent restaurants
- 26% will eat at places they know they like
- 26% will eat at places with good reviews

# Previous Travel Experiences

# Leisure Travel in the Last Three Years

Q. In the past 3 years, which of the following leisure trips have you taken? Please select all that apply. (Base n=1001)



65% of Americans have traveled within their own state in the last three years

27% of Americans have traveled internationally in the last three years

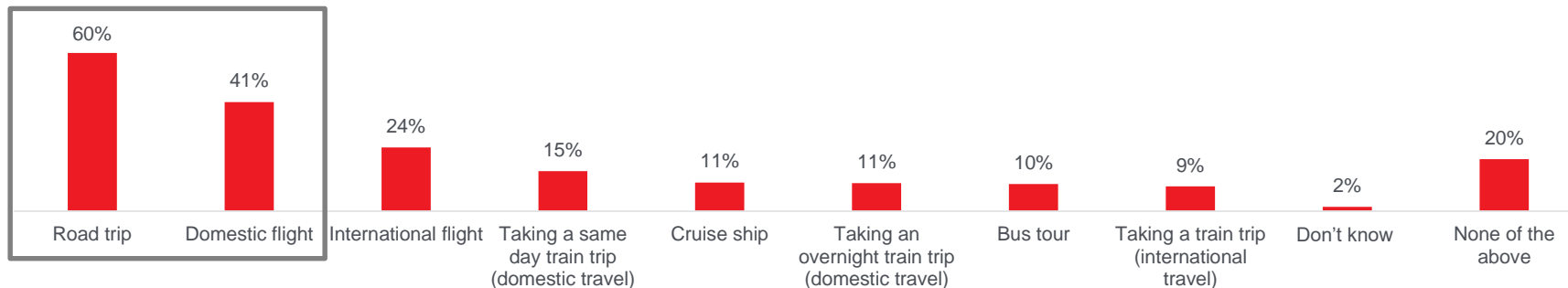
# Leisure Travel in the Last Three Years

Q. In the past 3 years, which of the following leisure trips have you taken? Please select all that apply. (Base n=966)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>966</b>							
TOTAL STATE TRAVEL (staycation, regional and state)	65%	178	191	309	288	226	359	381
Staycation (e.g., staying in your own home and making day trips to local attractions)	42%	62%	63%	63%	74%	69%	68%	58%
Your region (e.g., up to 150 miles from your home within your state)	45%	43%	38%	40%	48%	48%	44%	35%
Your state (e.g., more than 150 miles from your home within your state)	45%	45%	42%	42%	52%	48%	47%	39%
Neighbor states (e.g., state(s) that you share your state borders with)	38%	29%	39%	37%	45%	42%	41%	31%
To parts of the rest of the U.S.	38%	45%	36%	35%	41%	40%	41%	33%
To Canada	37%	41%	38%	35%	38%	34%	39%	40%
To Mexico/Central America	15%	15%	15%	15%	13%	19%	17%	8%
Abroad	10%	7%	8%	11%	12%	11%	13%	7%
None of the above	13%	12%	12%	12%	16%	15%	13%	12%
	19%	15%	21%	22%	15%	16%	19%	21%

# Modes of Transportation Used in the Last Three Years

Q. In the past 3 years, which of the following **modes of transportation** have you taken for your leisure travel? Please select all that apply. (Base n=1001)

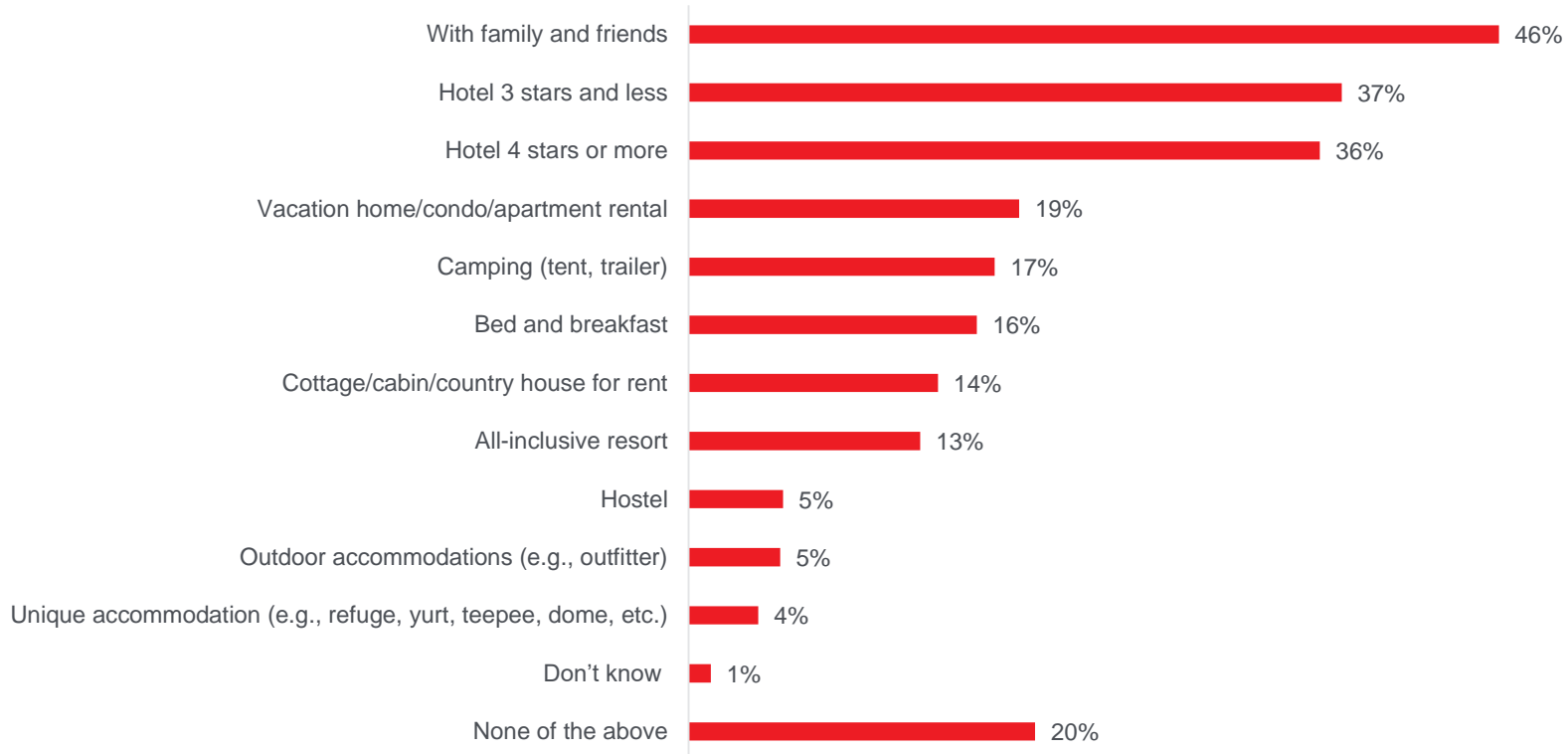


	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>1001</b>	185	198	320	298	234	377	390
Road trip	60%	58%	55%	60%	65%	53%	62%	64%
Domestic flight	41%	42%	37%	41%	44%	44%	43%	37%
International flight	24%	24%	23%	23%	26%	33%	22%	17%
Taking a same day train trip (domestic travel)	15%	18%	16%	13%	15%	21%	15%	10%
Cruise ship	11%	12%	8%	11%	11%	12%	13%	7%
Taking an overnight train trip (domestic travel)	11%	17%	12%	8%	9%	15%	12%	4%
Bus tour	10%	9%	12%	10%	9%	16%	11%	4%
Taking a train trip (international travel)	9%	11%	8%	9%	10%	15%	9%	4%
Don't know	2%	4%	2%	1%	1%	3%	1%	1%
None of the above	20%	16%	23%	22%	15%	15%	22%	21%



# Accommodations Used in the Last Three Years

Q. In the past 3 years, which of the following **accommodations** have you stayed in for your leisure travel? Please select all that apply. (Base n=1001)



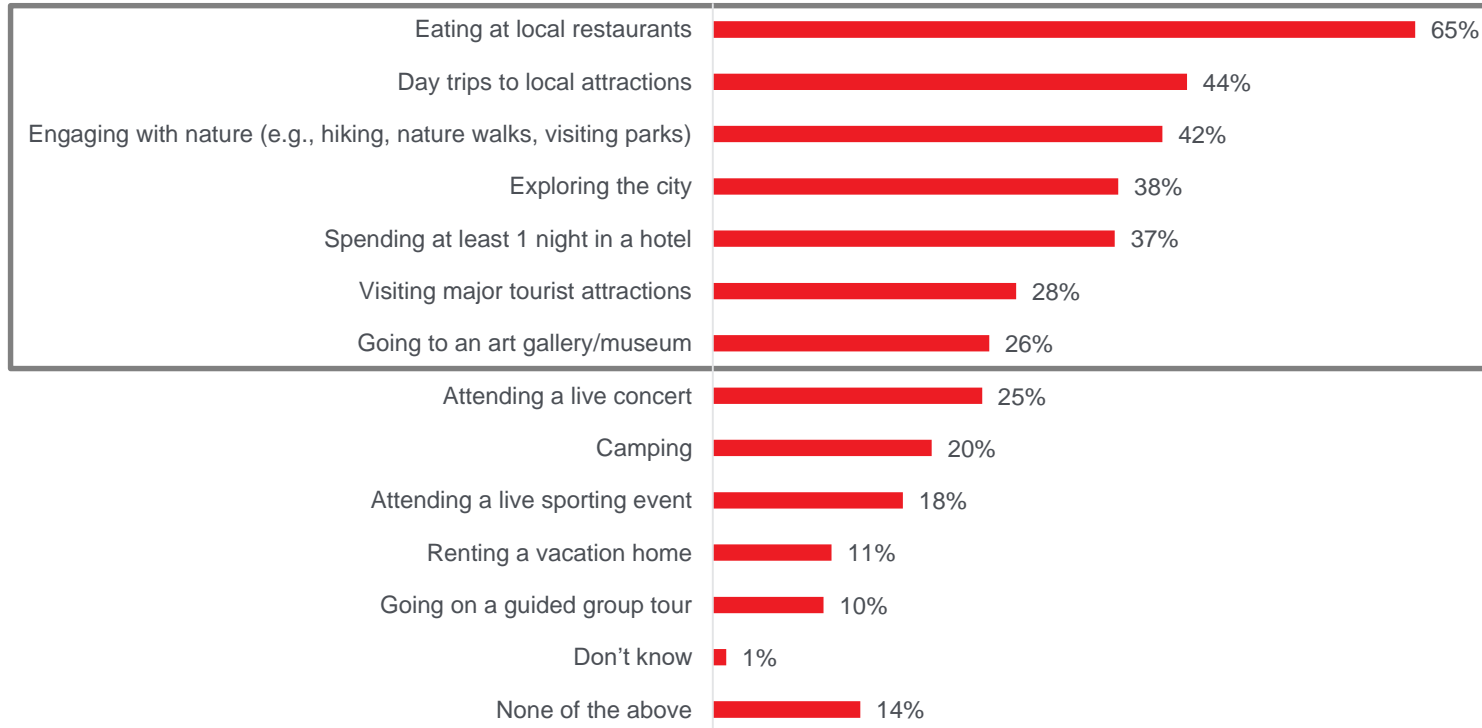
# Accommodations Used in the Last Three Years

Q. In the past 3 years, which of the following **accommodations** have you stayed in for your leisure travel? Please select all that apply. (Base n=1001)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>1001</b>	185	198	320	298	234	377	390
With family and friends	46%	45%	43%	48%	45%	52%	43%	42%
Hotel 3 stars and less	37%	32%	33%	36%	46%	35%	39%	37%
Hotel 4 stars or more	36%	33%	37%	36%	36%	39%	39%	29%
Vacation home/condo/apartment rental	19%	19%	18%	17%	22%	22%	20%	14%
Camping (tent, trailer)	17%	17%	16%	15%	23%	22%	19%	11%
Bed and breakfast	16%	16%	16%	17%	15%	22%	17%	10%
Cottage/cabin/country house for rent	14%	15%	12%	13%	17%	19%	13%	11%
All-inclusive resort	13%	16%	14%	12%	12%	15%	16%	9%
Hostel	5%	6%	7%	5%	4%	10%	6%	1%
Outdoor accommodations (e.g., outfitter)	5%	6%	8%	3%	5%	8%	7%	1%
Unique accommodation (e.g., refuge, yurt, teepee, dome, etc.)	4%	3%	4%	4%	4%	7%	4%	2%
Don't know	1%	1%	2%	1%	2%	3%	1%	0%
None of the above	20%	19%	22%	20%	16%	14%	21%	24%

# Regional Travel Experiences in the Last Three Years

Q. In the last 3 years, which of the following experiences have you taken part in within your own region (i.e., within 150 miles from your home)? Please select all that apply. (Base n=1001)



# Regional Travel Experiences in the Last Three Years

Q. In the last 3 years, which of the following experiences have you taken part in within your own region (i.e., within 150 miles from your home)? Please select all that apply. (Base n=1001)

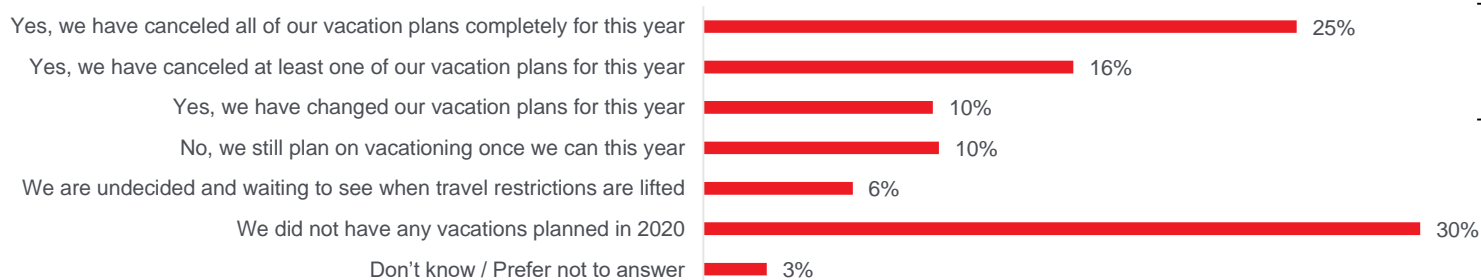
	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>1001</b>	185	198	320	298	234	377	390
Eating at local restaurants	65%	60%	61%	66%	72%	55%	67%	73%
Day trips to local attractions	44%	40%	43%	44%	49%	38%	47%	47%
Engaging with nature (e.g., hiking, nature walks, visiting parks)	42%	38%	36%	39%	55%	40%	44%	41%
Exploring the city	38%	36%	43%	35%	38%	47%	40%	27%
Spending at least 1 night in a hotel	37%	36%	35%	37%	41%	37%	40%	35%
Visiting major tourist attractions	28%	30%	27%	27%	30%	32%	30%	22%
Going to an art gallery/museum	26%	26%	20%	25%	31%	27%	25%	25%
Attending a live concert	25%	26%	25%	22%	29%	28%	25%	23%
Camping	20%	18%	22%	17%	26%	22%	24%	14%
Attending a live sporting event	18%	16%	18%	18%	19%	19%	20%	14%
Renting a vacation home	11%	12%	10%	10%	13%	15%	13%	5%
Going on a guided group tour	10%	13%	11%	8%	12%	14%	11%	6%
Don't know	1%	2%	2%	1%	1%	2%	1%	0%
None of the above	14%	17%	18%	12%	10%	11%	16%	14%

A man is sitting in a white airport-style chair, leaning back with his feet propped up on a black suitcase. He is looking out a large window at an airport terminal. In the background, an airplane is visible in flight against a bright sky. The scene is dimly lit, suggesting an indoor setting with natural light from the window.

# Impact of COVID-19 on 2020 Travel Plans

# ½ of Americans Have Changed Their Travel Plans as a Result of COVID-19

Q. Have you changed travel plans in 2020 due to the COVID-19 pandemic? (Base n=1001)

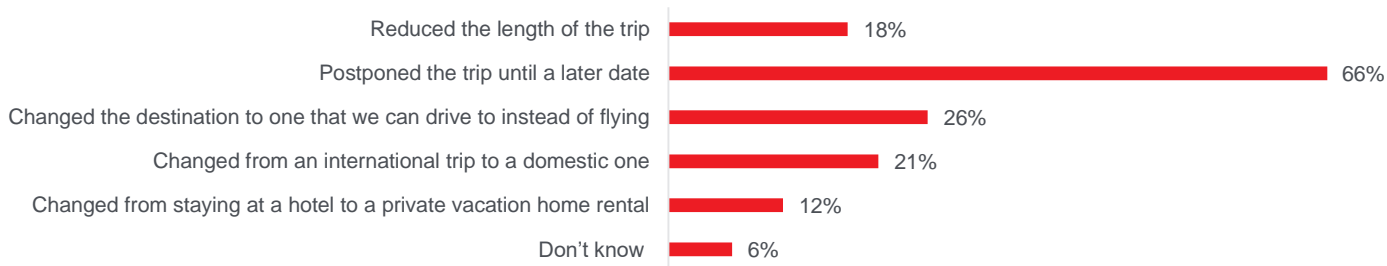


51% of Americans have canceled and/or changed their travel plans due to COVID-19

	Total US	REGION				AGE			VISIT A TIME SHARE	
		Northeast	Midwest	South	West	18-34	35-54	55+	No	Yes
<b>Unweighted n =</b>	<b>1001</b>	185	198	320	298	234	377	390	912	89
Yes, we have canceled all of our vacation plans completely for this year	25%	24%	20%	26%	30%	29%	26%	21%	25%	27%
Yes, we have canceled at least one of our vacation plans for this year	16%	14%	15%	17%	15%	21%	14%	12%	15%	27%
Yes, we have changed our vacation plans for this year	10%	9%	10%	10%	11%	11%	11%	7%	9%	12%
No, we still plan on vacationing once we can this year	10%	13%	11%	9%	8%	6%	11%	13%	10%	12%
We are undecided and waiting to see when travel restrictions are lifted	6%	8%	7%	6%	6%	8%	5%	7%	6%	6%
We did not have any vacations planned in 2020	30%	28%	34%	30%	30%	23%	29%	39%	32%	15%
Don't know / Prefer not to answer	3%	4%	3%	3%	2%	3%	4%	1%	3%	1%

# Two-thirds of Americans have Postponed Their Vacations

Q. How have your travel plans changed? (only asked if respondents noted they have changed their travel plans on previous slide; Base n=97)

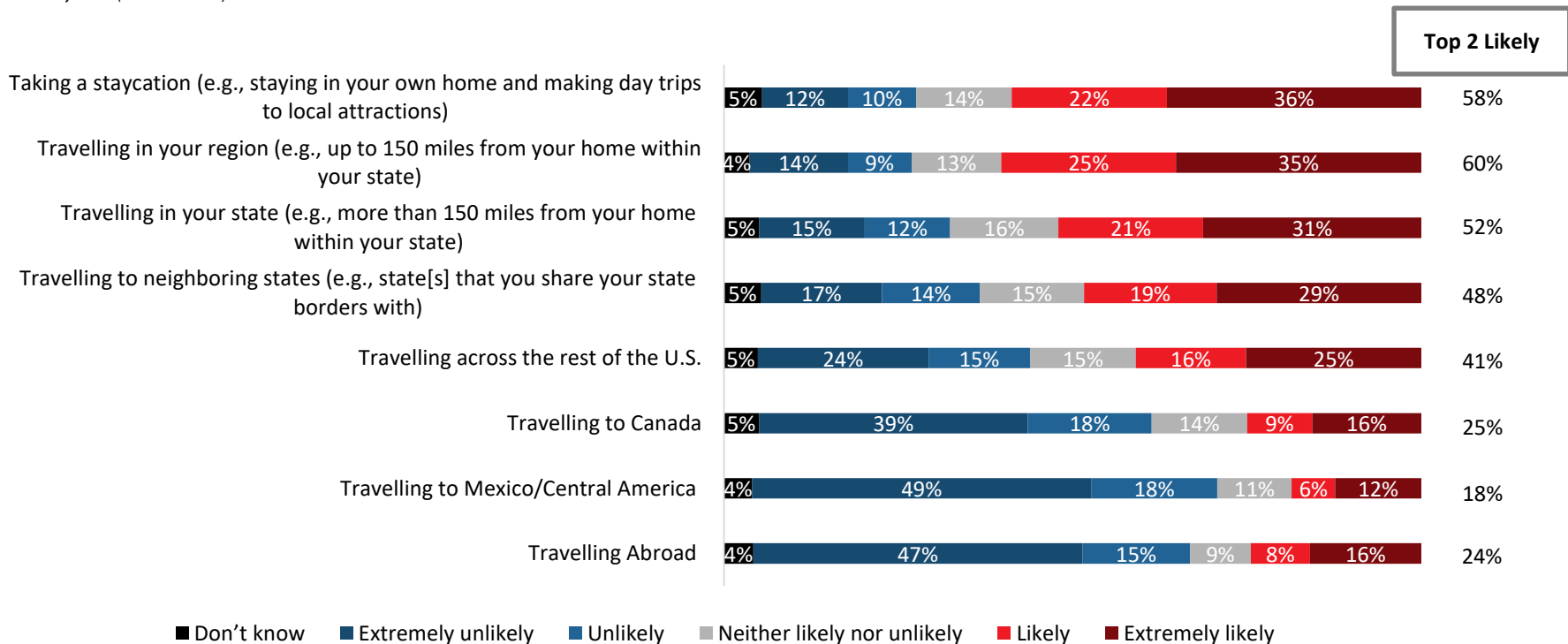


	Total US	REGION				AGE			VISIT A TIME SHARE	
		Northeast	Midwest	South	West	18-34	35-54	55+	No	Yes
<b>Unweighted n =</b>	<b>97</b>	<b>15</b>	<b>19</b>	<b>32</b>	<b>31</b>	<b>25</b>	<b>44</b>	<b>28</b>	<b>87</b>	<b>10</b>
Reduced the length of the trip	18%	25%	18%	12%	22%	19%	21%	12%	17%	26%
Postponed the trip until a later date	66%	61%	62%	73%	64%	58%	66%	79%	65%	80%
Changed the destination to one that we can drive to instead of flying	26%	30%	28%	22%	28%	22%	34%	18%	24%	40%
Changed from an international trip to a domestic one	21%	25%	25%	6%	37%	26%	27%	5%	19%	36%
Changed from staying at a hotel to a private vacation home rental	12%	6%	10%	16%	10%	13%	14%	5%	9%	28%
Don't know / Prefer not to answer	6%	0%	15%	8%	0%	10%	5%	3%	7%	0%

Note: Small n across regional differences, interpret with caution

# Leisure Destinations Considered Prior to COVID-19

Q. If the COVID-19 pandemic had not occurred, how likely would you have been to consider traveling to each of the following domestic destinations this year? (Base n=838)





# Leisure Destinations Considered Prior to COVID-19

Q. If the COVID-19 pandemic had not occurred, how likely would you have been to consider traveling to each of the following domestic destinations this year? (Base n=838)

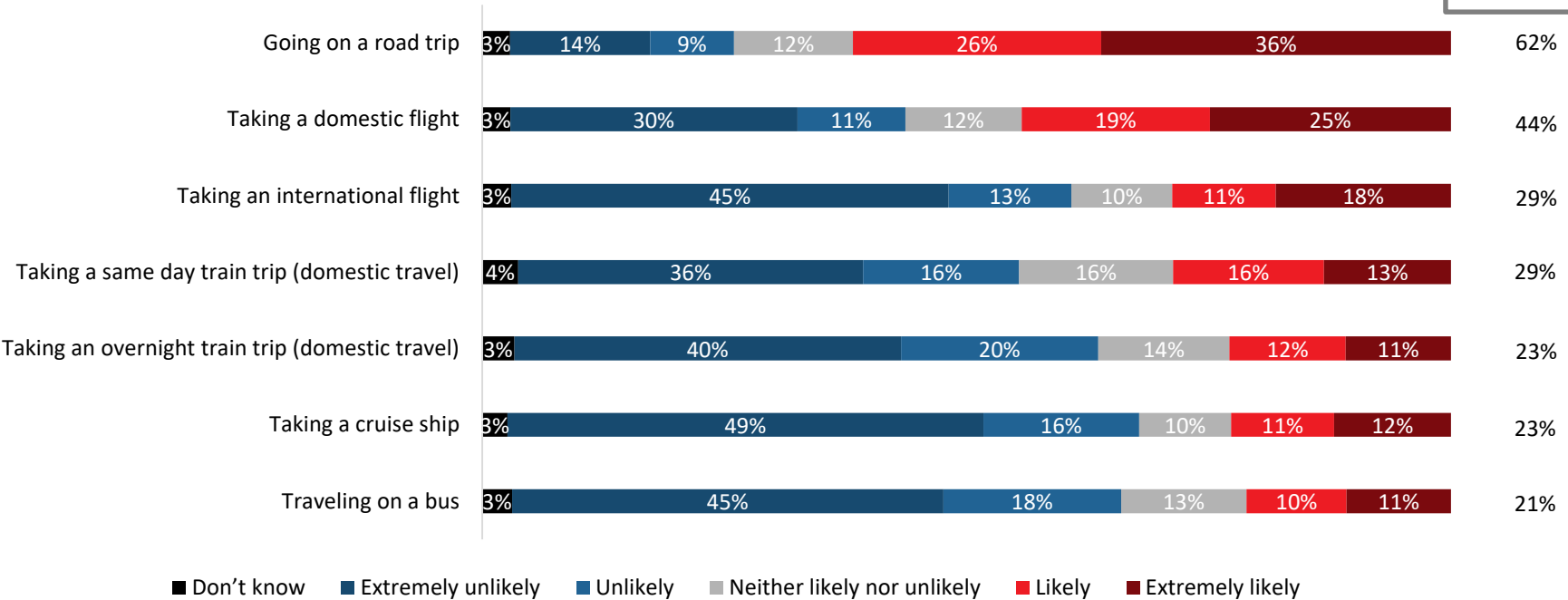
	Unweighted n =	Total US	REGION				AGE		
			Northeast	Midwest	South	West	18-34	35-54	55+
Taking a staycation (e.g., staying in your own home and making day trips to local attractions)	838	149	170	263	256	196	309	333	
Traveling in your region (e.g., up to 150 miles from your home within your state)	61%	56%	58%	66%	62%	63%	62%	60%	
Traveling in your state (e.g., more than 150 miles from your home within your state)	62%	49%	54%	56%	57%	55%	57%	51%	
Traveling to neighboring states (e.g., state[s] that you share your state borders with)	54%	52%	48%	56%	44%	49%	56%	46%	
Traveling across the rest of the U.S.	51%	39%	46%	46%	36%	47%	47%	34%	
Traveling to Canada	43%	29%	27%	28%	20%	32%	31%	15%	
Traveling to Mexico/Central America	26%	17%	17%	22%	18%	27%	24%	7%	
Traveling Abroad	19%	26%	23%	26%	24%	34%	29%	13%	

Note: Top 2 scores shown (likely + extremely likely)

# Modes of Transportation Considered Prior to COVID-19

Q. If the COVID-19 pandemic had not occurred, how likely would you have been to consider each of the following vacations this year?  
 (Base n=989)

Top 2 Likely



# Modes of Transportation Considered Prior to COVID-19

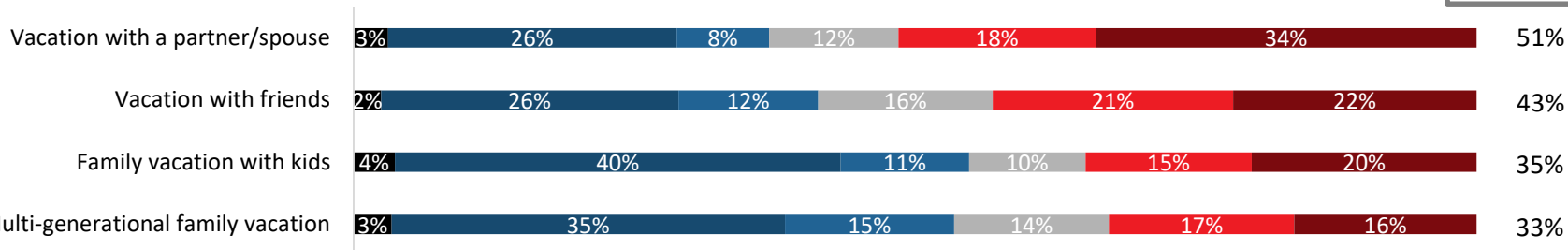
Q. If the COVID-19 pandemic had not occurred, how likely would you have been to consider each of the following vacations this year? (Base n=989)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>989</b>	<b>180</b>	<b>196</b>	<b>317</b>	<b>296</b>	<b>230</b>	<b>370</b>	<b>389</b>
Going on a road trip	62%	53%	56%	68%	64%	60%	65%	60%
Traveling on a bus	21%	20%	21%	22%	20%	35%	21%	9%
Taking a domestic flight	44%	42%	40%	46%	47%	48%	48%	37%
Taking an international flight	29%	31%	27%	29%	29%	41%	30%	17%
Taking a same day train trip (domestic travel)	29%	31%	28%	27%	30%	38%	30%	19%
Taking an overnight train trip (domestic travel)	23%	27%	23%	23%	19%	31%	26%	12%
Taking a cruise ship	23%	25%	20%	26%	18%	30%	26%	12%

# Travel Experiences Considered Prior to COVID-19

Q. If the COVID-19 pandemic had not occurred, how likely would you have been to consider each of the following vacations this year?  
(Base n=969)

**Top 2 Likely**



Don't know
  Extremely unlikely
  Unlikely
  Neither likely nor unlikely
  Likely
  Extremely likely

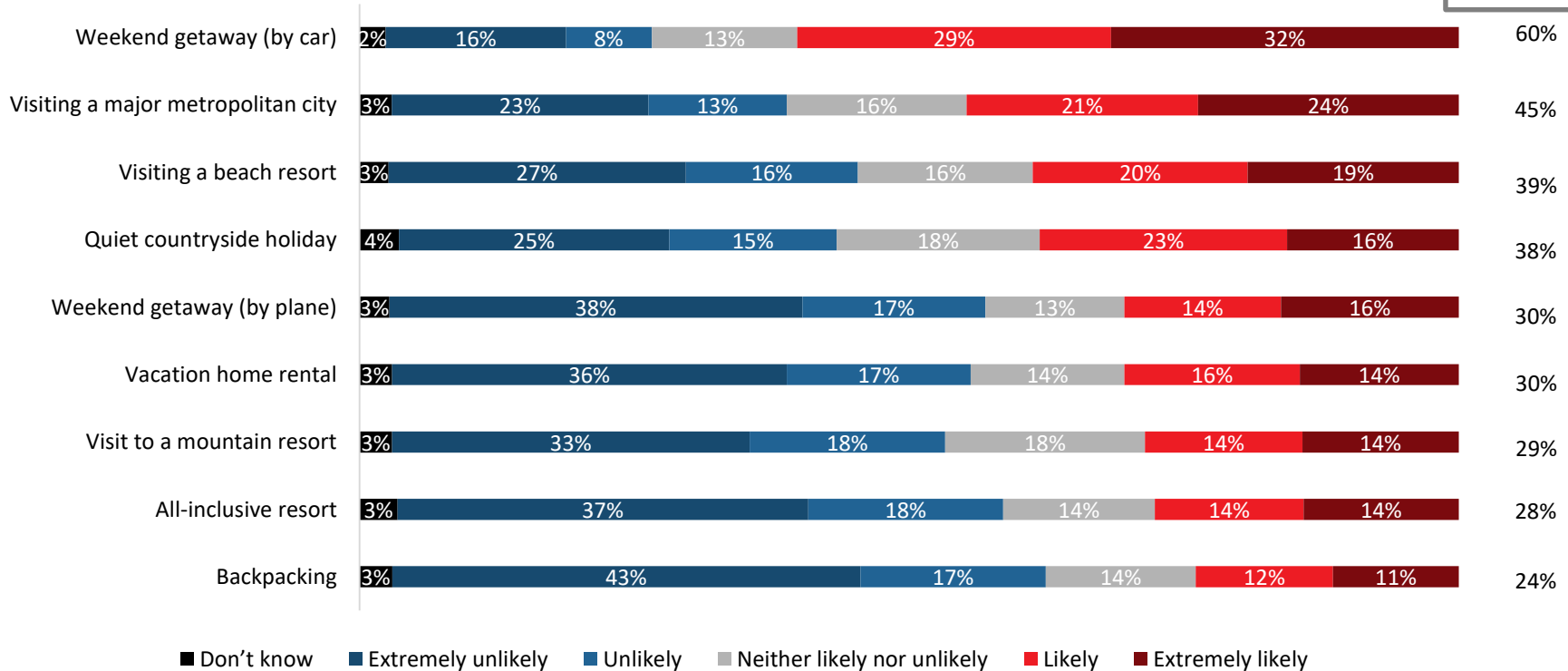
	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>969</b>	178	191	309	291	221	364	384
Vacation with friends	43%	42%	44%	45%	41%	57%	42%	31%
Vacation with a partner/spouse	51%	57%	46%	52%	52%	46%	56%	51%
Family vacation with kids	35%	31%	41%	36%	31%	41%	44%	20%
Multi-generational family vacation	33%	35%	27%	35%	33%	39%	36%	24%

Note: Top 2 scores shown (likely + extremely likely)

# Vacations Considered Prior to COVID-19

Q. If the COVID-19 pandemic had not occurred, how likely would you have been to consider each of the following **vacations** this year? (Base n=983)

**Top 2 Likely**



# Vacations Considered Prior to COVID-19

Q. If the COVID-19 pandemic had not occurred, how likely would you have been to consider each of the following vacations this year? (Base n=983)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>983</b>	178	196	314	296	226	369	388
Weekend getaway (by car)	60%	58%	58%	64%	58%	63%	62%	56%
Visiting a major metropolitan city	45%	42%	43%	46%	46%	49%	49%	36%
Visiting a beach resort	39%	40%	37%	43%	32%	40%	44%	32%
Quiet countryside holiday	38%	41%	36%	38%	38%	39%	38%	37%
Weekend getaway (by plane)	30%	30%	30%	34%	24%	37%	35%	19%
Vacation home rental	30%	28%	29%	32%	31%	39%	33%	19%
Visit to a mountain resort	29%	28%	24%	33%	26%	34%	31%	21%
All-inclusive resort	28%	28%	30%	31%	20%	34%	34%	15%
Backpacking	24%	22%	25%	26%	21%	38%	26%	9%

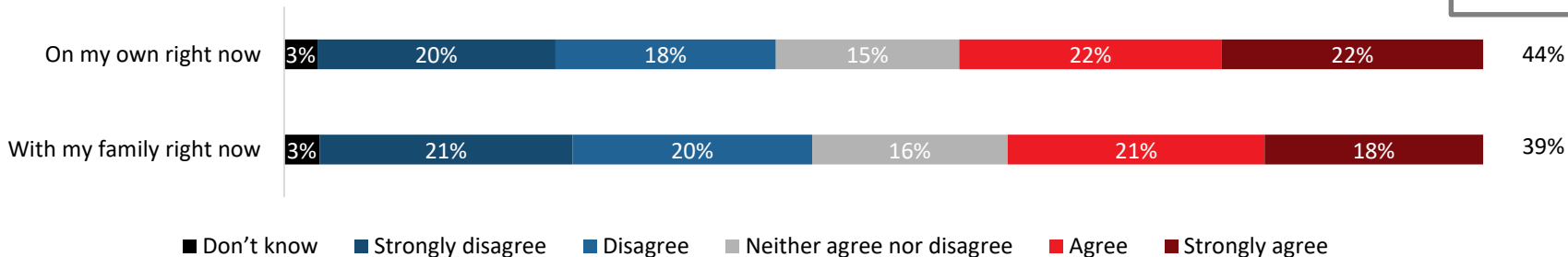
A blue surgical mask is lying on a dark wooden surface. The mask is positioned in the lower half of the frame, with its top edge towards the center. The text "Comfort and Safety" is overlaid in white, bold font across the middle of the image.

# Comfort and Safety

# Comfort with Travel

Q. When thinking about travel and tourism following the COVID-19 pandemic (e.g., when governments say that it is safe to travel again), how much do you agree with the following statement: (Base n=986)

Top 2 Agree



	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>986</b>	181	184	315	296	230	371	385
On my own right now	44%	37%	49%	48%	37%	44%	47%	40%
With my family right now	40%	38%	42%	43%	33%	37%	43%	38%

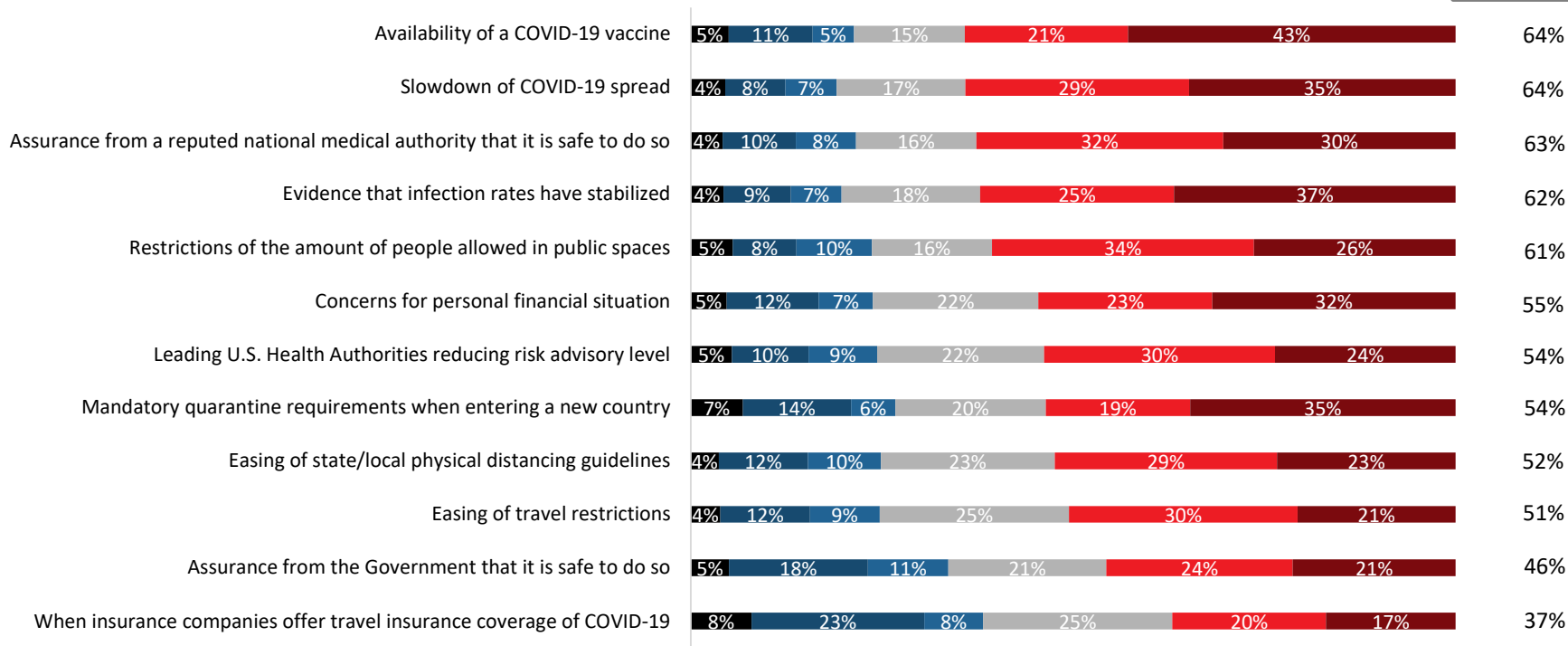
Note: Top 2 scores shown (agree + strongly agree)



# Improving Comfort Levels Following COVID-19

Q. To what extent would each of the following impact your level of comfort when traveling again? (Base n=726)

Top 2 Impact



Don't know
  No impact at all
  Minor impact
  Neutral
  Moderate impact
  Extreme impact

# Improving Comfort Levels Following COVID-19

Q. To what extent would each of the following impact your level of comfort when traveling again? (Base n=726)

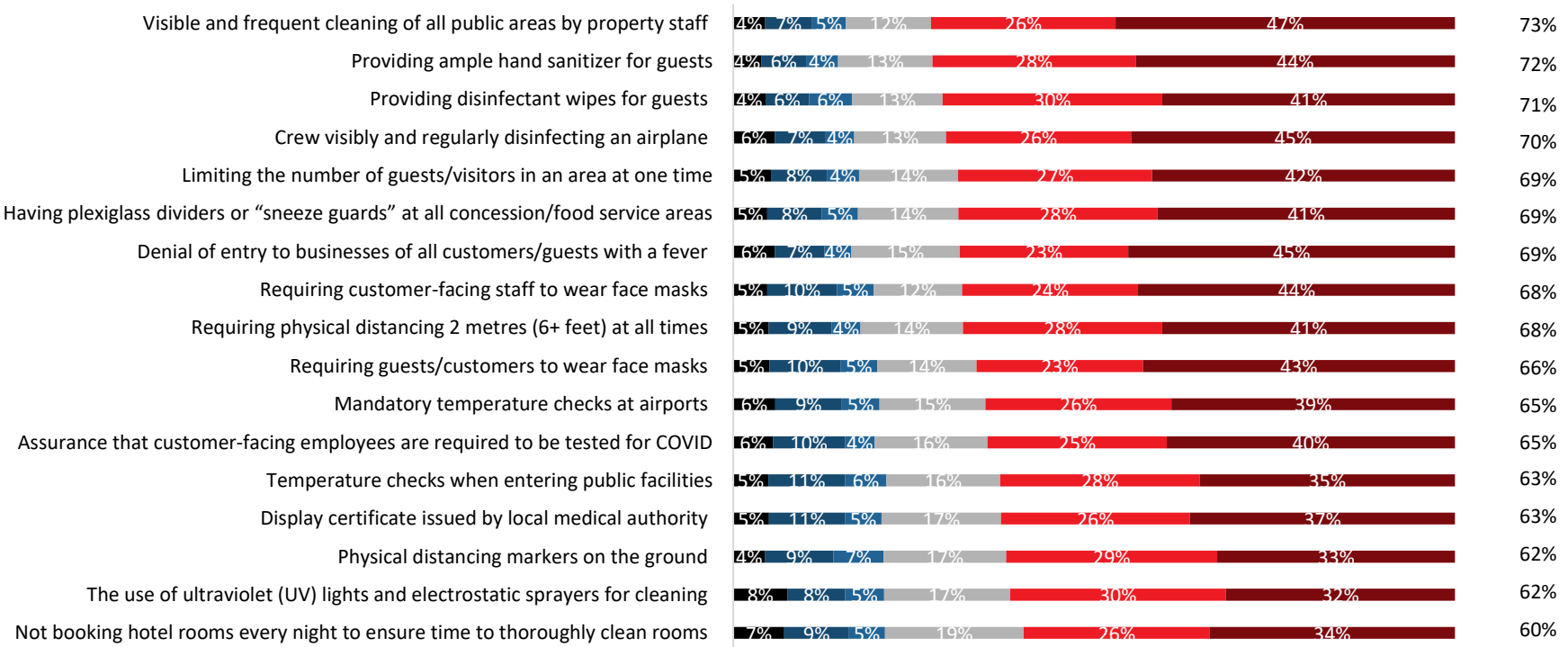
	Unweighted n =	Total US	REGION				AGE		
			Northeast	Midwest	South	West	18-34	35-54	55+
	726	142	136	217	231	165	256	305	
Availability of a COVID-19 vaccine	64%	60%	69%	61%	67%	61%	63%	68%	
Slowdown of COVID-19 spread	64%	68%	68%	57%	68%	62%	63%	67%	
Assurance from a reputed national medical authority that it is safe to do so	63%	64%	60%	64%	62%	66%	56%	66%	
Evidence that infection rates have stabilized	62%	64%	62%	59%	66%	62%	60%	64%	
Restrictions of the amount of people allowed in public spaces	61%	63%	58%	58%	64%	59%	58%	64%	
Concerns for personal financial situation	55%	52%	55%	53%	58%	55%	57%	52%	
Leading U.S. Health Authorities reducing risk advisory level	54%	56%	53%	51%	57%	55%	48%	58%	
Mandatory quarantine requirements when entering a new country	54%	55%	51%	52%	57%	52%	53%	56%	
Easing of state/local physical distancing guidelines	52%	57%	52%	48%	55%	54%	49%	54%	
Easing of travel restrictions	51%	60%	53%	43%	52%	45%	49%	56%	
Assurance from the Government that it is safe to do so	46%	51%	49%	44%	42%	52%	41%	45%	
When insurance companies offer travel insurance coverage of COVID-19	37%	44%	37%	36%	33%	43%	35%	33%	

Note: Top 2 scores shown (moderate + extreme impact)

# Ways to Increase Comfort and Safety Moving Forward

Q. When considering your levels of comfort when traveling over the next **12 months**, how important are each of the following with respect to increasing your feelings of comfort and safety? (Base n=966)

**Top 2 Agree**



Don't know
  Not at all important
  Slightly important
  Neutral
  Important
  Extremely important

# Ways to Increase Comfort and Safety Moving Forward

Q. When considering your levels of comfort when traveling over the next **12 months**, how important are each of the following with respect to increasing your feelings of comfort and safety? (Base n=966)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>966</b>	<b>175</b>	<b>190</b>	<b>308</b>	<b>293</b>	<b>220</b>	<b>364</b>	<b>382</b>
Visible and frequent cleaning of all public areas by property staff	73%	72%	70%	72%	76%	74%	67%	78%
Providing ample hand sanitizer for guests	72%	75%	72%	71%	72%	76%	68%	74%
Crew visibly and regularly disinfecting an airplane	70%	73%	70%	71%	68%	73%	68%	70%
Denial of entry to businesses of all customers/guests with a fever	69%	72%	66%	67%	72%	66%	65%	75%
Providing disinfectant wipes for guests	71%	72%	68%	70%	74%	74%	67%	73%
Having plexiglass dividers or “sneeze guards” at all concession/food service areas	69%	71%	71%	66%	69%	68%	67%	72%
Limiting the number of guests/visitors in an area at one time	69%	75%	68%	65%	70%	69%	65%	72%
Mandatory temperature checks at airports	65%	68%	62%	67%	63%	70%	63%	63%
Requiring physical distancing 2 metres (6+ feet) at all times	68%	71%	65%	68%	68%	71%	65%	69%
Assurance that customer-facing employees are required to be tested for COVID-19	65%	72%	64%	64%	62%	66%	62%	67%
Display certificate issued by local medical authority that is has passed sanitization protocols	63%	69%	57%	64%	62%	66%	60%	63%
Requiring customer-facing staff to wear face masks	68%	74%	63%	66%	72%	72%	63%	71%
Physical distancing markers on the ground	62%	68%	59%	61%	62%	66%	58%	63%
Not booking hotel rooms every night to ensure time to thoroughly clean rooms	60%	64%	55%	61%	60%	62%	57%	60%
The use of ultraviolet (UV) lights and electrostatic sprayers for cleaning	62%	65%	64%	59%	60%	67%	58%	61%
Requiring guests/customers to wear face masks	66%	72%	65%	63%	68%	71%	63%	66%
Temperature checks when entering public facilities	63%	68%	60%	63%	62%	68%	58%	63%

Note: Top 2 scores shown (important + extremely important)



# Approaching Travel Following COVID-19

# Impact of COVID-19 on Future Travel Intentions

Q. How will COVID-19 impact your future travel intentions and plans (if at all)? Please be as specific as possible. (Open-end response; Base n=571)

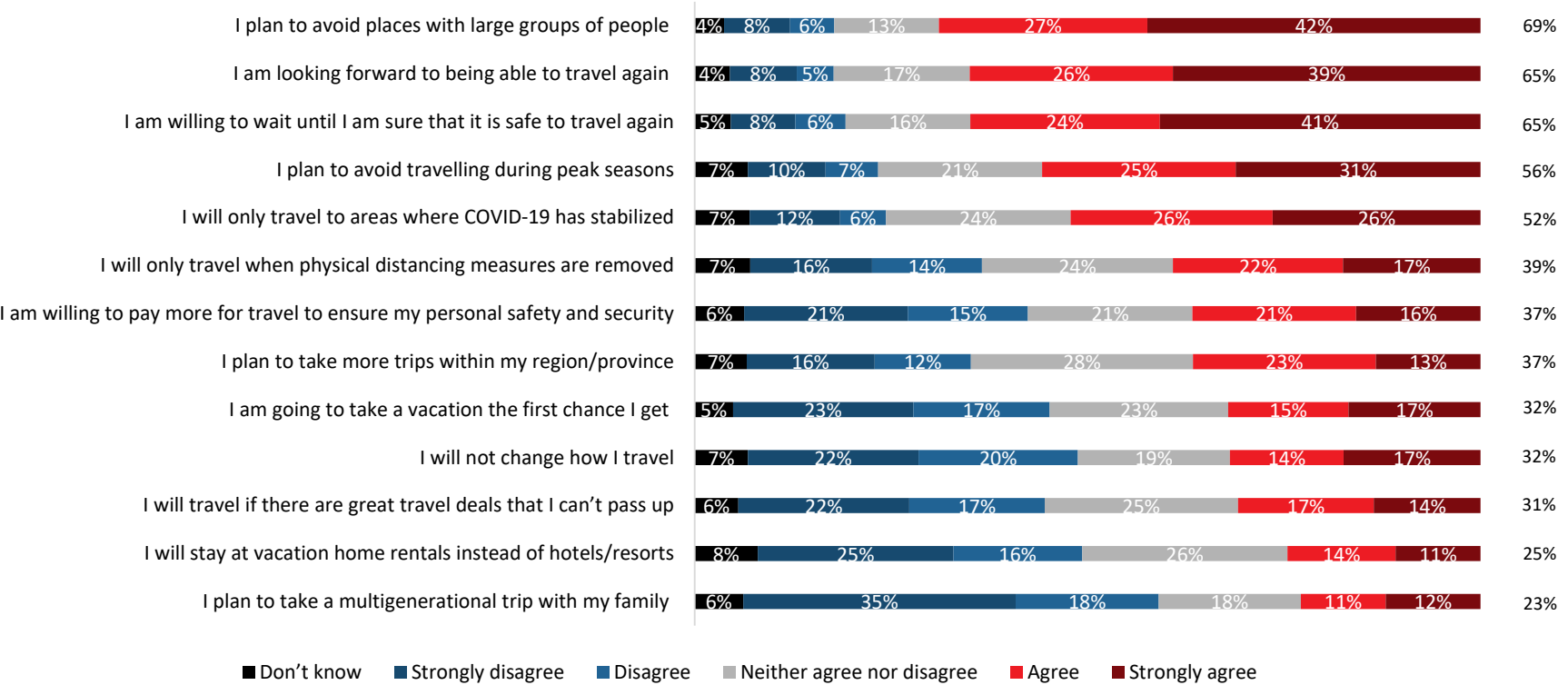


1 in 3 Americans do not trust the current situation when considering their future travel plans.

# Approach to Travel Moving Forward

Q. When thinking about **how you will approach** travel and tourism following the COVID-19 pandemic (e.g., when governments say that it is safe to travel again), how much do you agree with each of the following statements: (Base n=961)

**Top 2 Agree**



# Approach to Travel Moving Forward

Q. When thinking about **how you will approach** travel and tourism following the COVID-19 pandemic (e.g., when governments say that it is safe to travel again), how much do you agree with each of the following statements: (Base n=961)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>961</b>	175	193	305	288	220	364	377
I am looking forward to being able to travel again	65%	67%	64%	64%	67%	65%	66%	64%
I am going to take a vacation the first chance I get	32%	36%	32%	34%	27%	40%	35%	22%
I will not change how I travel	32%	32%	34%	33%	28%	31%	32%	33%
I will only travel to areas where COVID-19 has stabilized	52%	52%	47%	52%	56%	54%	52%	51%
I plan to avoid places with large groups of people	69%	63%	64%	71%	75%	68%	68%	71%
I plan to avoid traveling during peak seasons	56%	56%	54%	57%	56%	56%	54%	58%
I will only travel when physical distancing measures are removed	39%	39%	40%	37%	41%	44%	39%	35%
I plan to take a multigenerational trip with my family	23%	22%	22%	23%	23%	29%	27%	13%
I will stay at vacation home rentals instead of hotels/resorts	25%	23%	28%	26%	20%	34%	28%	13%
I am willing to pay more for travel to ensure my personal safety and security	37%	39%	34%	41%	31%	44%	39%	27%
I will travel if there are great travel deals that I can't pass up	31%	33%	34%	32%	25%	35%	36%	21%
I am willing to wait until I am sure that it is safe to travel again	65%	62%	66%	65%	66%	65%	64%	66%
I plan to take more trips within my region/state	37%	37%	33%	36%	40%	41%	40%	29%

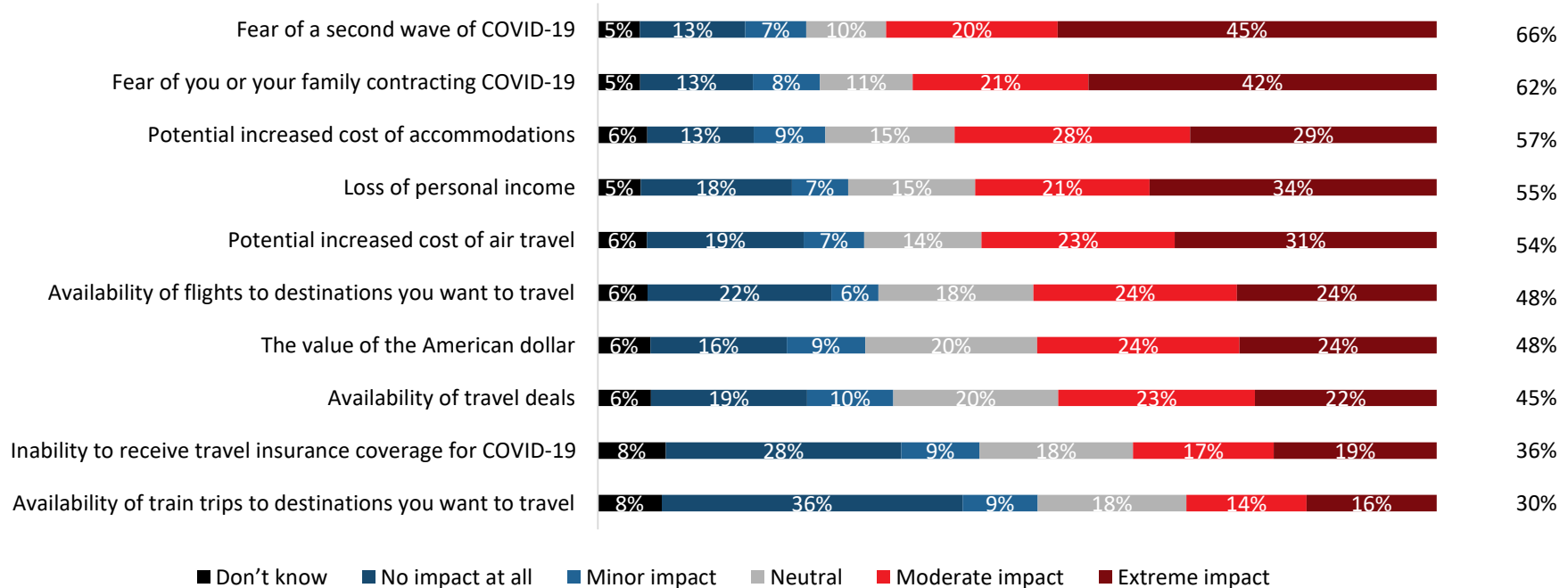
Note: Top 2 scores shown (agree + strongly agree)



# Impacts on Future Travel Plans

Q. Thinking about future travel in the next **12 months**, how much will each of the following impact your decision to travel: (Base n=989)

**Top 2 Impact**



# Impacts on Future Travel Plans

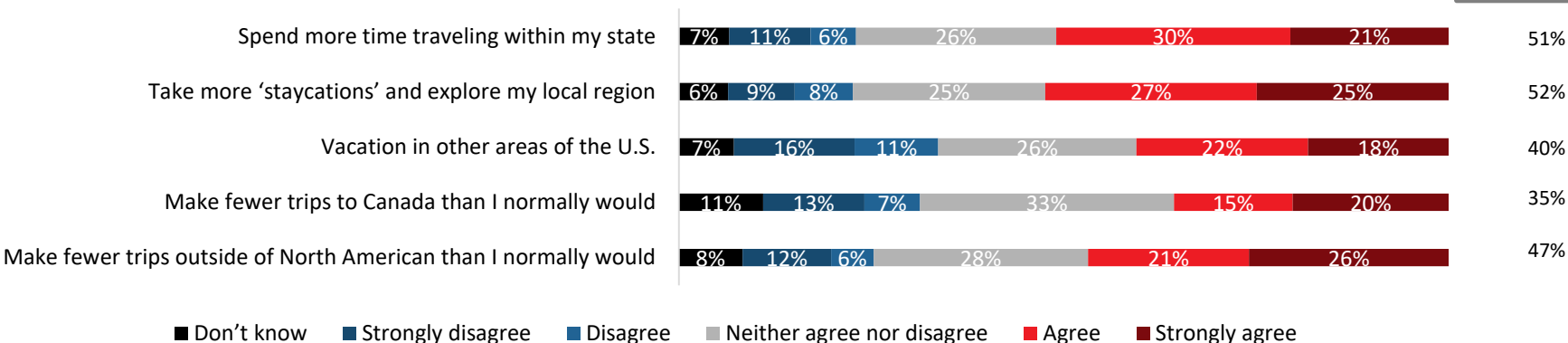
Q. Thinking about future travel in the next **12 months**, how much will each of the following impact your decision to travel: (Base n=989)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>961</b>	175	193	305	288	220	364	377
Fear of a second wave of COVID-19	66%	64%	65%	64%	71%	66%	64%	67%
Fear of you or your family contracting COVID-19	62%	63%	59%	62%	65%	62%	61%	64%
Potential increased cost of accommodations	57%	55%	52%	58%	63%	56%	58%	58%
Loss of personal income	55%	58%	53%	54%	57%	59%	61%	46%
Potential increased cost of air travel	54%	54%	53%	53%	59%	55%	54%	54%
Availability of flights to destinations you want to travel	48%	51%	43%	48%	51%	52%	47%	46%
The value of the American dollar	48%	45%	49%	49%	47%	47%	50%	46%
Availability of travel deals	45%	49%	43%	44%	46%	45%	47%	43%
Inability to receive travel insurance coverage for COVID-19	36%	40%	36%	37%	32%	43%	35%	32%
Availability of train trips to destinations you want to travel	30%	34%	30%	29%	28%	38%	29%	23%

# Travel Intentions in the Next 12 Months

Q. When thinking about travel in the next **12 months**, how much do you agree with each of the following statements (Base n=964)

**Top 2 Agree**



	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>964</b>	177	192	305	290	219	366	379
I will spend more time traveling within my state	51%	48%	50%	52%	52%	56%	51%	46%
Take more 'staycations' and explore my local region	52%	48%	51%	54%	55%	56%	53%	48%
I will vacation in other areas of the U.S.	41%	41%	40%	45%	33%	44%	41%	37%
I will make fewer trips to Canada than I normally would	36%	37%	39%	34%	34%	39%	39%	29%
Make fewer trips outside of North American than I normally would	47%	47%	47%	47%	47%	47%	46%	48%

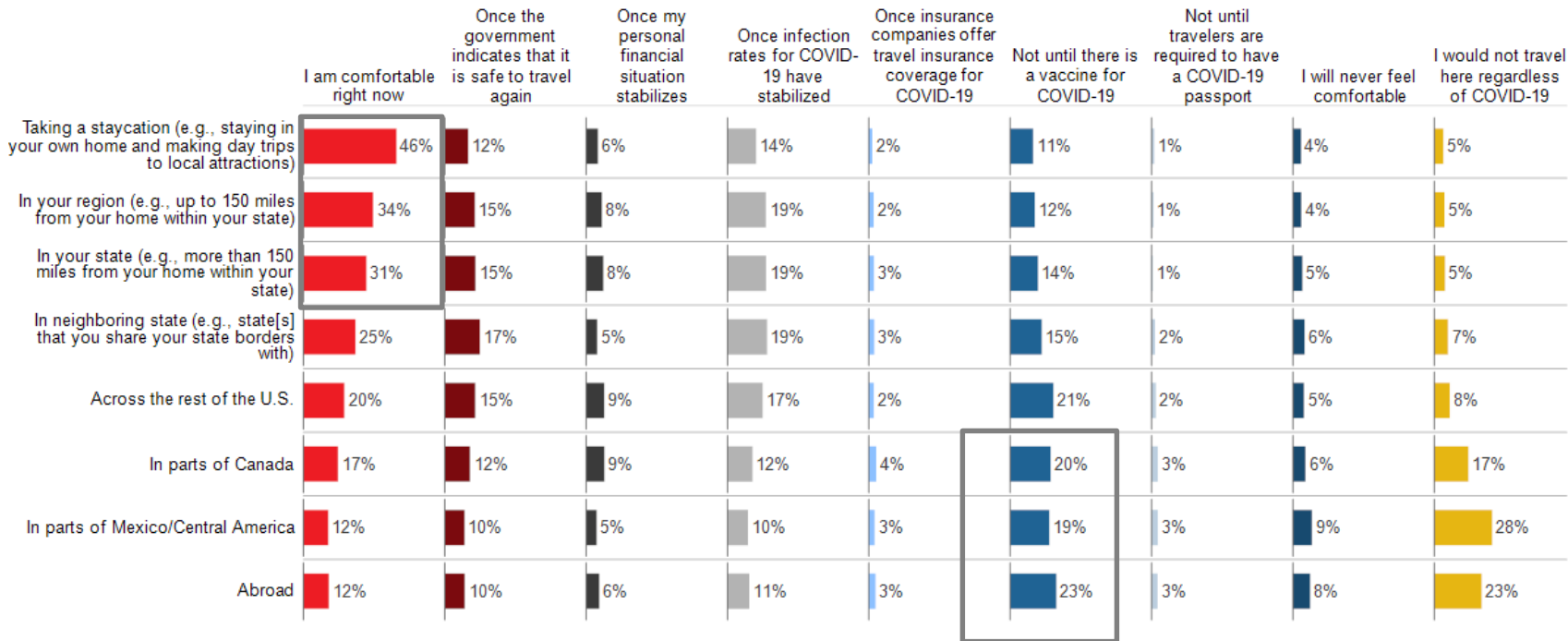
Note: Top 2 scores shown (agree + strongly agree)

A map of the United States with several red and black pushpins marking various cities. The text "Future Travel: Destinations" is overlaid in white. The map shows major cities like New York, Philadelphia, Washington D.C., and others, with pushpins placed at various locations across the country.

# Future Travel: Destinations

# Future Travel: Destinations

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable traveling...? (Base n=848-926)



# Future Travel: Destinations – Staycation

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable traveling...? (Base n=922)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>922</b>	164	185	291	282	211	343	368
I am comfortable right now	46%	41%	46%	49%	43%	39%	50%	47%
Once the government indicates that it is safe to travel again	12%	13%	11%	11%	12%	19%	8%	9%
Once my personal financial situation stabilizes	6%	3%	5%	7%	7%	9%	7%	2%
Once infection rates for COVID-19 have stabilized	14%	14%	12%	12%	19%	14%	13%	15%
Once insurance companies offer travel insurance coverage for COVID-19	2%	4%	1%	2%	1%	3%	2%	1%
Not until there is a vaccine for COVID-19	11%	13%	17%	8%	9%	6%	12%	15%
Not until travelers are required to have a COVID-19 passport	1%	2%	1%	1%	1%	3%	1%	0%
I will never feel comfortable	4%	5%	4%	5%	3%	2%	4%	6%
I would not travel here regardless of COVID-19	5%	6%	3%	5%	4%	6%	3%	5%

# Future Travel: Destinations – In Your Region

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable traveling...? (Base n=926)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>926</b>	165	184	293	284	208	350	368
I am comfortable right now	34%	33%	35%	35%	32%	27%	39%	35%
Once the government indicates that it is safe to travel again	15%	18%	13%	14%	15%	22%	9%	14%
Once my personal financial situation stabilizes	8%	3%	12%	8%	8%	10%	9%	4%
Once infection rates for COVID-19 have stabilized	19%	18%	15%	18%	24%	20%	18%	18%
Once insurance companies offer travel insurance coverage for COVID-19	2%	4%	1%	4%	1%	3%	4%	1%
Not until there is a vaccine for COVID-19	12%	11%	16%	11%	11%	9%	12%	16%
Not until travelers are required to have a COVID-19 passport	1%	0%	2%	1%	1%	2%	1%	0%
I will never feel comfortable	4%	4%	3%	4%	5%	2%	5%	5%
I would not travel here regardless of COVID-19	5%	8%	5%	5%	3%	5%	4%	6%

# Future Travel: Destinations – In Your State

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable traveling...? (Base n=1953)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>915</b>	161	186	292	276	207	344	364
I am comfortable right now	31%	30%	34%	32%	27%	25%	34%	33%
Once the government indicates that it is safe to travel again	15%	16%	12%	13%	20%	21%	11%	13%
Once my personal financial situation stabilizes	8%	7%	10%	8%	10%	11%	10%	5%
Once infection rates for COVID-19 have stabilized	19%	17%	19%	21%	18%	20%	19%	18%
Once insurance companies offer travel insurance coverage for COVID-19	3%	4%	1%	3%	2%	5%	3%	0%
Not until there is a vaccine for COVID-19	14%	14%	16%	12%	13%	8%	14%	18%
Not until travelers are required to have a COVID-19 passport	1%	0%	1%	1%	1%	1%	0%	0%
I will never feel comfortable	5%	5%	3%	5%	5%	4%	4%	6%
I would not travel here regardless of COVID-19	5%	8%	4%	5%	4%	5%	5%	6%



# Future Travel: Destinations – Neighboring States

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable traveling...? (Base n=916)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>916</b>	161	186	289	280	207	344	365
I am comfortable right now	25%	26%	24%	28%	22%	19%	29%	28%
Once the government indicates that it is safe to travel again	17%	23%	18%	14%	17%	22%	16%	15%
Once my personal financial situation stabilizes	5%	3%	6%	6%	6%	8%	5%	4%
Once infection rates for COVID-19 have stabilized	19%	16%	20%	20%	20%	22%	21%	16%
Once insurance companies offer travel insurance coverage for COVID-19	3%	5%	0%	3%	3%	5%	3%	1%
Not until there is a vaccine for COVID-19	15%	11%	21%	14%	15%	8%	15%	22%
Not until travelers are required to have a COVID-19 passport	2%	3%	1%	1%	2%	3%	1%	1%
I will never feel comfortable	6%	7%	4%	7%	5%	5%	6%	7%
I would not travel here regardless of COVID-19	7%	6%	5%	6%	10%	9%	5%	7%

# Future Travel: Destinations – Across the rest of the US

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable traveling...? (Base n=915)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>915</b>	165	183	291	276	206	344	366
I am comfortable right now	20%	20%	20%	21%	18%	13%	24%	22%
Once the government indicates that it is safe to travel again	15%	20%	15%	13%	14%	18%	15%	12%
Once my personal financial situation stabilizes	9%	5%	8%	12%	8%	15%	8%	4%
Once infection rates for COVID-19 have stabilized	17%	15%	14%	18%	20%	21%	15%	16%
Once insurance companies offer travel insurance coverage for COVID-19	2%	3%	2%	3%	1%	3%	3%	1%
Not until there is a vaccine for COVID-19	21%	18%	26%	20%	20%	12%	23%	27%
Not until travelers are required to have a COVID-19 passport	2%	3%	2%	1%	3%	4%	1%	1%
I will never feel comfortable	5%	8%	5%	5%	5%	5%	5%	7%
I would not travel here regardless of COVID-19	8%	8%	7%	6%	11%	7%	6%	9%

# Future Travel: Destinations – In parts of Canada

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable traveling...? (Base n=880)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>880</b>	156	179	276	269	203	327	350
I am comfortable right now	17%	17%	19%	15%	18%	10%	21%	18%
Once the government indicates that it is safe to travel again	12%	16%	14%	11%	10%	16%	11%	11%
Once my personal financial situation stabilizes	9%	8%	10%	9%	10%	15%	9%	4%
Once infection rates for COVID-19 have stabilized	12%	12%	7%	15%	14%	12%	13%	12%
Once insurance companies offer travel insurance coverage for COVID-19	4%	5%	3%	4%	2%	6%	3%	2%
Not until there is a vaccine for COVID-19	20%	17%	24%	18%	21%	13%	20%	26%
Not until travelers are required to have a COVID-19 passport	3%	2%	4%	3%	4%	3%	4%	2%
I will never feel comfortable	6%	7%	6%	6%	6%	5%	6%	7%
I would not travel here regardless of COVID-19	17%	16%	13%	19%	17%	19%	14%	17%

# Future Travel: Destinations – In parts of Mexico/Central America

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable traveling...? (Base n=856)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>856</b>	153	174	269	260	198	314	340
I am comfortable right now	12%	13%	14%	11%	12%	9%	17%	9%
Once the government indicates that it is safe to travel again	10%	14%	14%	7%	8%	17%	7%	6%
Once my personal financial situation stabilizes	5%	4%	7%	5%	6%	7%	6%	3%
Once infection rates for COVID-19 have stabilized	10%	7%	5%	15%	10%	15%	10%	6%
Once insurance companies offer travel insurance coverage for COVID-19	3%	3%	3%	4%	2%	4%	3%	1%
Not until there is a vaccine for COVID-19	19%	12%	23%	18%	23%	17%	18%	22%
Not until travelers are required to have a COVID-19 passport	3%	2%	4%	3%	3%	3%	3%	3%
I will never feel comfortable	9%	11%	8%	9%	10%	5%	9%	13%
I would not travel here regardless of COVID-19	28%	34%	23%	29%	27%	23%	25%	37%

# Future Travel: Destinations – Abroad

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable traveling...? (Base n=848)

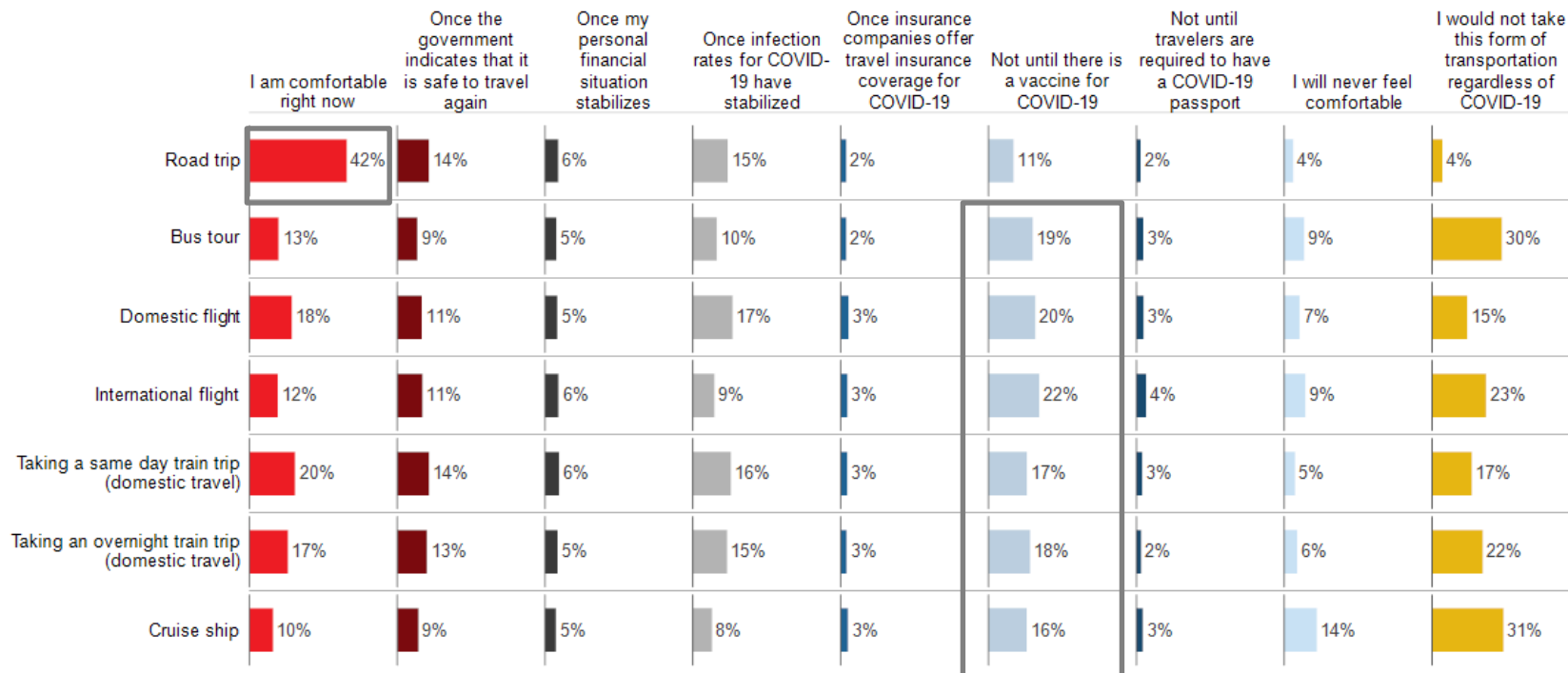
	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>848</b>	152	174	269	253	195	311	342
I am comfortable right now	12%	13%	13%	11%	14%	9%	17%	11%
Once the government indicates that it is safe to travel again	10%	14%	10%	8%	9%	14%	9%	7%
Once my personal financial situation stabilizes	6%	7%	7%	5%	7%	10%	7%	2%
Once infection rates for COVID-19 have stabilized	11%	8%	8%	15%	10%	13%	13%	6%
Once insurance companies offer travel insurance coverage for COVID-19	3%	2%	3%	5%	2%	6%	2%	3%
Not until there is a vaccine for COVID-19	23%	19%	24%	23%	24%	20%	21%	27%
Not until travelers are required to have a COVID-19 passport	3%	1%	3%	2%	5%	4%	2%	2%
I will never feel comfortable	8%	12%	9%	8%	6%	4%	9%	12%
I would not travel here regardless of COVID-19	23%	24%	22%	23%	24%	19%	20%	31%



# Future Travel: Mode of Transportation

# Future Travel: Mode of Transportation

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable taking your next...? (Base n=890-921)



# Future Travel: Mode of Transportation – Road trip

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable taking your next...? (Base n=921)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>921</b>	165	188	288	280	208	345	368
I am comfortable right now	42%	39%	41%	47%	38%	33%	48%	45%
Once the government indicates that it is safe to travel again	14%	18%	14%	12%	13%	24%	10%	9%
Once my personal financial situation stabilizes	6%	3%	8%	6%	6%	8%	5%	4%
Once infection rates for COVID-19 have stabilized	15%	13%	14%	12%	21%	14%	16%	15%
Once insurance companies offer travel insurance coverage for COVID-19	2%	3%	3%	3%	1%	4%	2%	1%
Not until there is a vaccine for COVID-19	11%	11%	11%	10%	12%	6%	12%	14%
Not until travelers are required to have a COVID-19 passport	2%	2%	1%	1%	3%	2%	2%	2%
I will never feel comfortable	4%	4%	4%	4%	3%	4%	3%	5%
I would not travel here regardless of COVID-19	4%	7%	4%	4%	3%	5%	3%	6%



# Future Travel: Mode of Transportation – Bus tour

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable taking your next...? (Base n=908)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>908</b>	167	183	285	273	209	339	360
I am comfortable right now	13%	12%	16%	14%	9%	11%	17%	10%
Once the government indicates that it is safe to travel again	9%	12%	11%	6%	8%	14%	8%	5%
Once my personal financial situation stabilizes	5%	8%	6%	3%	4%	10%	4%	2%
Once infection rates for COVID-19 have stabilized	10%	9%	9%	12%	10%	15%	9%	8%
Once insurance companies offer travel insurance coverage for COVID-19	2%	3%	1%	3%	3%	4%	2%	1%
Not until there is a vaccine for COVID-19	19%	17%	22%	17%	21%	16%	19%	23%
Not until travelers are required to have a COVID-19 passport	3%	2%	2%	4%	3%	5%	3%	2%
I will never feel comfortable	9%	7%	7%	9%	10%	3%	10%	13%
I would not travel here regardless of COVID-19	30%	29%	26%	32%	32%	23%	30%	37%

# Future Travel: Mode of Transportation – Domestic flight

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable taking your next...? (Base n=904)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>904</b>	169	182	282	271	206	337	361
I am comfortable right now	18%	16%	20%	20%	15%	14%	22%	18%
Once the government indicates that it is safe to travel again	11%	13%	14%	7%	11%	13%	10%	9%
Once my personal financial situation stabilizes	5%	3%	7%	6%	5%	8%	6%	2%
Once infection rates for COVID-19 have stabilized	17%	19%	13%	17%	20%	22%	16%	14%
Once insurance companies offer travel insurance coverage for COVID-19	3%	2%	3%	4%	3%	5%	2%	3%
Not until there is a vaccine for COVID-19	20%	19%	22%	19%	21%	14%	21%	25%
Not until travelers are required to have a COVID-19 passport	3%	3%	2%	3%	4%	4%	3%	2%
I will never feel comfortable	7%	8%	8%	6%	6%	4%	8%	8%
I would not travel here regardless of COVID-19	15%	18%	11%	17%	14%	15%	11%	20%

# Future Travel: Mode of Transportation – International flight

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable taking your next...? (Base n=890)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>890</b>	166	184	278	262	204	335	351
I am comfortable right now	12%	11%	14%	13%	10%	10%	16%	10%
Once the government indicates that it is safe to travel again	11%	12%	15%	9%	9%	17%	11%	5%
Once my personal financial situation stabilizes	6%	6%	5%	5%	7%	9%	6%	3%
Once infection rates for COVID-19 have stabilized	9%	10%	7%	10%	10%	13%	9%	7%
Once insurance companies offer travel insurance coverage for COVID-19	3%	6%	1%	3%	2%	4%	3%	1%
Not until there is a vaccine for COVID-19	22%	19%	21%	22%	25%	19%	21%	26%
Not until travelers are required to have a COVID-19 passport	4%	0%	5%	5%	6%	5%	4%	4%
I will never feel comfortable	9%	11%	9%	8%	10%	4%	10%	13%
I would not travel here regardless of COVID-19	23%	24%	22%	25%	21%	19%	19%	32%

# Future Travel: Mode of Transportation – Taking a same day train trip

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable taking your next...? (Base n=895)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>895</b>	166	183	279	267	205	336	354
I am comfortable right now	20%	22%	18%	21%	17%	13%	25%	20%
Once the government indicates that it is safe to travel again	14%	16%	19%	9%	15%	21%	12%	9%
Once my personal financial situation stabilizes	6%	6%	8%	6%	4%	7%	8%	3%
Once infection rates for COVID-19 have stabilized	16%	18%	13%	14%	23%	19%	16%	15%
Once insurance companies offer travel insurance coverage for COVID-19	3%	2%	2%	4%	2%	6%	1%	2%
Not until there is a vaccine for COVID-19	17%	15%	18%	16%	17%	13%	16%	21%
Not until travelers are required to have a COVID-19 passport	3%	2%	2%	3%	3%	2%	3%	2%
I will never feel comfortable	5%	4%	6%	4%	5%	2%	5%	6%
I would not travel here regardless of COVID-19	17%	15%	15%	22%	14%	16%	14%	22%

# Future Travel: Mode of Transportation – Taking an overnight train trip

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable taking your next...? (Base n=890)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>890</b>	166	184	278	262	204	335	351
I am comfortable right now	17%	15%	18%	18%	14%	9%	24%	15%
Once the government indicates that it is safe to travel again	13%	18%	16%	8%	14%	18%	10%	11%
Once my personal financial situation stabilizes	5%	5%	9%	6%	2%	9%	5%	2%
Once infection rates for COVID-19 have stabilized	15%	13%	10%	18%	16%	18%	15%	12%
Once insurance companies offer travel insurance coverage for COVID-19	3%	4%	2%	3%	2%	5%	2%	1%
Not until there is a vaccine for COVID-19	18%	18%	19%	16%	21%	13%	19%	22%
Not until travelers are required to have a COVID-19 passport	2%	1%	2%	2%	3%	3%	2%	1%
I will never feel comfortable	6%	6%	6%	4%	7%	3%	6%	8%
I would not travel here regardless of COVID-19	22%	21%	18%	25%	21%	22%	18%	27%

# Future Travel: Mode of Transportation – Cruise ship

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable taking your next...? (Base n=905)

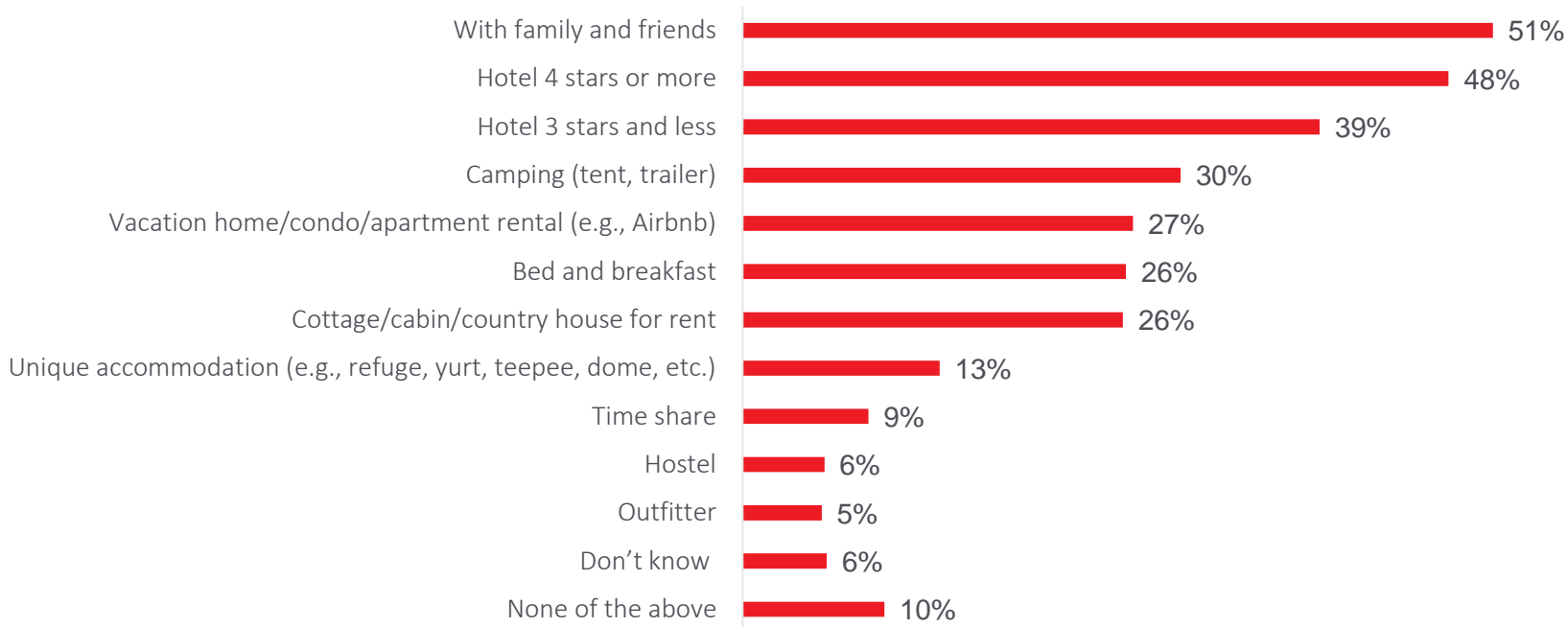
	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>905</b>	167	183	283	272	207	339	359
I am comfortable right now	10%	9%	12%	10%	10%	8%	14%	8%
Once the government indicates that it is safe to travel again	9%	10%	13%	8%	8%	12%	10%	5%
Once my personal financial situation stabilizes	5%	4%	6%	4%	4%	9%	4%	2%
Once infection rates for COVID-19 have stabilized	8%	7%	8%	10%	7%	15%	6%	5%
Once insurance companies offer travel insurance coverage for COVID-19	3%	5%	1%	4%	3%	7%	2%	1%
Not until there is a vaccine for COVID-19	16%	16%	18%	16%	15%	13%	19%	17%
Not until travelers are required to have a COVID-19 passport	3%	1%	2%	4%	3%	4%	2%	3%
I will never feel comfortable	14%	12%	10%	15%	18%	7%	16%	18%
I would not travel here regardless of COVID-19	31%	37%	28%	29%	31%	25%	27%	41%



# Future Travel: Accommodations

# Future Travel: Accommodations

Q. When considering future travel (e.g., when governments say that it is safe to do so again), what type(s) of accommodations will you consider? Please select all that apply. (Base n=1001)





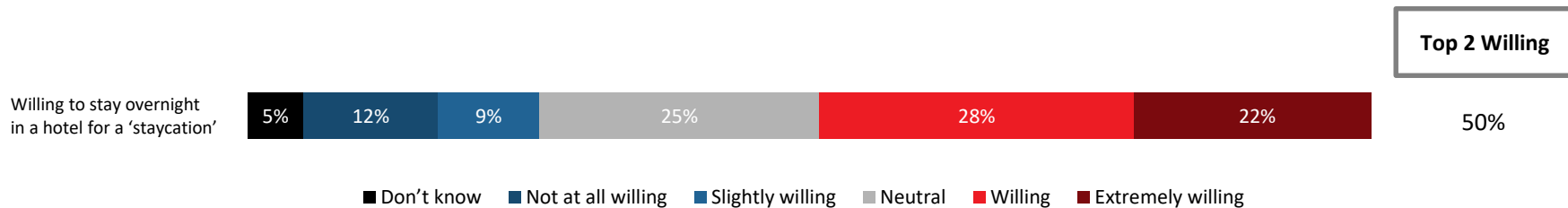
# Future Travel: Accommodations

Q. When considering future travel (e.g., when governments say that it is safe to do so again), what type(s) of accommodations will you consider? Please select all that apply. (Base n=1001)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>1001</b>	185	198	320	298	234	377	390
With family and friends	51%	46%	48%	49%	61%	50%	49%	55%
Hotel 4 stars or more	48%	46%	55%	44%	50%	47%	50%	48%
Hotel 3 stars and less	39%	31%	40%	36%	50%	37%	41%	40%
Camping (tent, trailer)	30%	23%	29%	27%	40%	31%	35%	24%
Vacation home/condo/apartment rental (e.g., Airbnb)	27%	24%	30%	23%	32%	31%	27%	22%
Bed and breakfast	26%	21%	28%	25%	30%	26%	27%	25%
Cottage/cabin/country house for rent	26%	19%	27%	27%	28%	22%	27%	29%
Unique accommodation (e.g., refuge, yurt, teepee, dome, etc.)	13%	9%	15%	11%	19%	14%	16%	10%
Time share	9%	7%	8%	9%	10%	7%	13%	5%
Hostel	6%	3%	9%	6%	5%	10%	6%	2%
Outfitter	5%	3%	4%	6%	7%	6%	8%	3%
Don't know	6%	7%	5%	6%	5%	6%	6%	5%
None of the above	10%	12%	9%	11%	6%	9%	10%	10%

# Willingness to Stay Overnight Locally

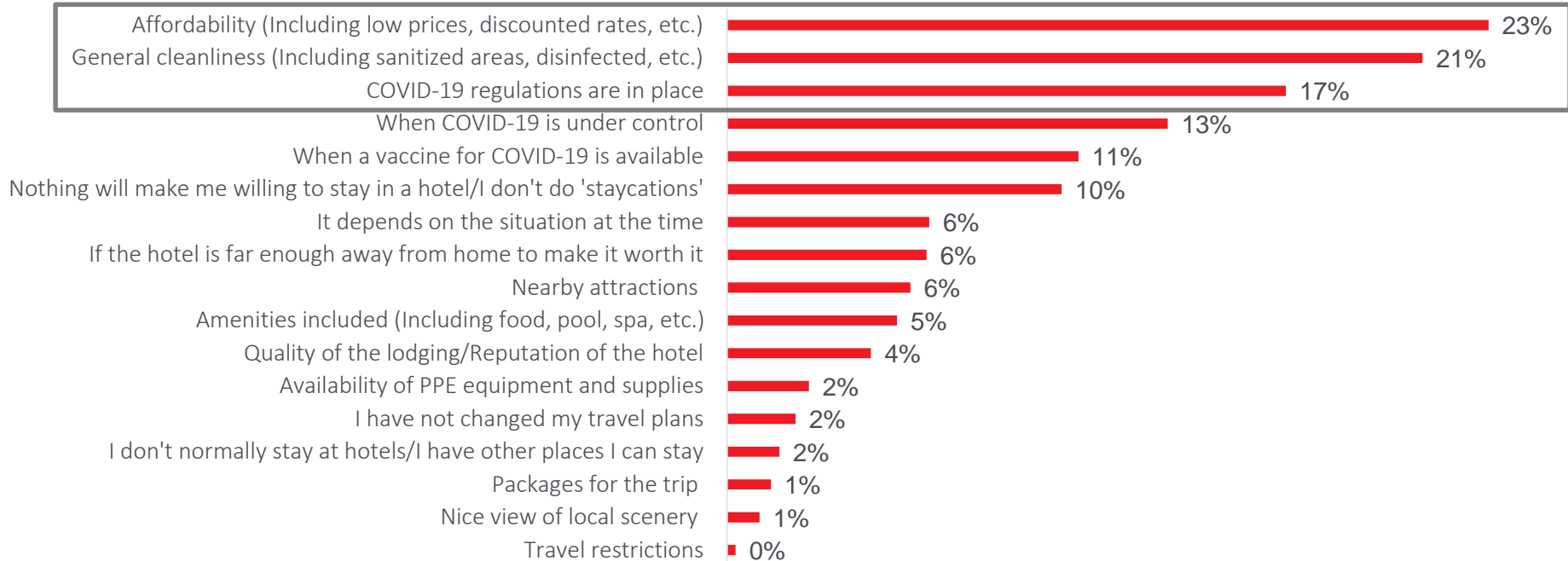
Q. When considering travel within your local region, how willing are you to stay overnight in a hotel within your region (i.e., within 3 hours of your home) for a 'staycation'? (Base n=1001)



	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>1001</b>	185	198	320	298	234	377	390
Willing to stay overnight in a hotel for a 'staycation'	52%	47%	53%	54%	52%	56%	59%	41%

# What Would Increase Your Willingness to Stay Overnight Locally?

Q. What would increase your willingness to stay overnight in a hotel within your region for a 'staycation'? (Open-end response; Base n=371)

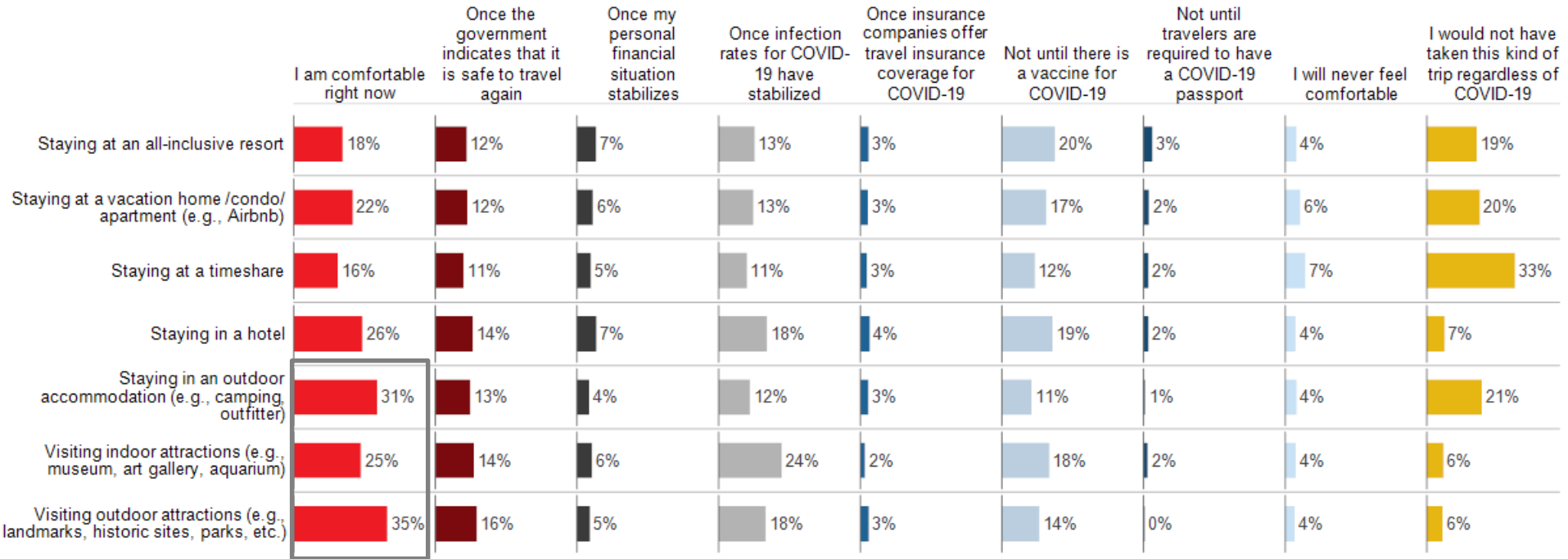


A white van with a roof rack carrying gear is driving on a coastal road. The road has a yellow line and a concrete barrier. The background shows a blue ocean and a hillside. The text "Future Travel: Trip Type and Attractions" is overlaid in white.

# Future Travel: Trip Type and Attractions

# Future Travel: Trip Type

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable with each of the following?  
 (Base n=904-907)



# Future Travel: Trip Type – Staying at an all-inclusive resort

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable with each of the following?  
 (Base n=911)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>911</b>	165	185	284	277	205	340	366
I am comfortable right now	18%	18%	18%	21%	15%	15%	24%	16%
Once the government indicates that it is safe to travel again	12%	13%	15%	10%	11%	16%	13%	6%
Once my personal financial situation stabilizes	7%	7%	7%	8%	6%	12%	7%	3%
Once infection rates for COVID-19 have stabilized	13%	14%	13%	13%	14%	19%	11%	11%
Once insurance companies offer travel insurance coverage for COVID-19	3%	2%	2%	6%	1%	4%	4%	2%
Not until there is a vaccine for COVID-19	20%	20%	23%	16%	23%	16%	19%	25%
Not until travelers are required to have a COVID-19 passport	3%	3%	4%	3%	3%	5%	3%	2%
I will never feel comfortable	4%	4%	3%	6%	3%	2%	3%	7%
I would not travel here regardless of COVID-19	19%	20%	14%	17%	24%	11%	17%	27%

# Future Travel: Trip Type – Staying at a vacation home /condo/apartment (e.g., Airbnb)

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable with each of the following?  
 (Base n=907)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>907</b>	159	185	285	278	208	336	363
I am comfortable right now	22%	21%	24%	24%	19%	22%	25%	19%
Once the government indicates that it is safe to travel again	12%	12%	15%	10%	12%	16%	12%	8%
Once my personal financial situation stabilizes	6%	6%	6%	8%	3%	9%	6%	2%
Once infection rates for COVID-19 have stabilized	13%	9%	9%	17%	13%	17%	12%	10%
Once insurance companies offer travel insurance coverage for COVID-19	3%	5%	1%	4%	2%	5%	2%	2%
Not until there is a vaccine for COVID-19	17%	16%	20%	11%	22%	14%	16%	20%
Not until travelers are required to have a COVID-19 passport	2%	1%	1%	3%	3%	4%	2%	0%
I will never feel comfortable	6%	7%	6%	6%	4%	3%	6%	8%
I would not travel here regardless of COVID-19	20%	23%	19%	18%	22%	10%	18%	30%

# Future Travel: Trip Type – Staying at a timeshare

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable with each of the following?  
 (Base n=904)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>904</b>	163	185	280	276	206	337	361
I am comfortable right now	16%	14%	19%	19%	13%	16%	21%	12%
Once the government indicates that it is safe to travel again	11%	11%	13%	8%	11%	17%	10%	6%
Once my personal financial situation stabilizes	5%	7%	5%	5%	5%	9%	5%	2%
Once infection rates for COVID-19 have stabilized	11%	6%	11%	13%	10%	16%	10%	7%
Once insurance companies offer travel insurance coverage for COVID-19	3%	5%	2%	2%	1%	5%	2%	1%
Not until there is a vaccine for COVID-19	12%	13%	14%	10%	14%	8%	13%	15%
Not until travelers are required to have a COVID-19 passport	2%	1%	1%	3%	1%	3%	2%	1%
I will never feel comfortable	7%	7%	9%	8%	5%	3%	9%	10%
I would not travel here regardless of COVID-19	33%	35%	26%	33%	39%	23%	28%	47%



# Future Travel: Trip Type – Staying in a hotel

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable with each of the following?  
 (Base n=910)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>910</b>	163	188	283	276	204	345	361
I am comfortable right now	26%	22%	27%	29%	22%	18%	32%	26%
Once the government indicates that it is safe to travel again	14%	20%	12%	11%	16%	18%	14%	10%
Once my personal financial situation stabilizes	7%	6%	10%	7%	6%	12%	6%	4%
Once infection rates for COVID-19 have stabilized	18%	15%	16%	19%	21%	23%	17%	15%
Once insurance companies offer travel insurance coverage for COVID-19	4%	5%	2%	4%	4%	6%	3%	2%
Not until there is a vaccine for COVID-19	19%	17%	21%	16%	22%	12%	18%	26%
Not until travelers are required to have a COVID-19 passport	2%	1%	1%	2%	3%	2%	3%	1%
I will never feel comfortable	4%	5%	5%	4%	3%	4%	3%	5%
I would not travel here regardless of COVID-19	7%	10%	4%	8%	4%	5%	5%	10%

# Future Travel: Trip Type – Staying in an outdoor accommodation (e.g., camping, outfitter)

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable with each of the following?  
 (Base n=917)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>917</b>	166	185	287	279	206	343	368
I am comfortable right now	31%	24%	34%	34%	30%	26%	38%	29%
Once the government indicates that it is safe to travel again	13%	16%	15%	10%	14%	21%	11%	8%
Once my personal financial situation stabilizes	4%	5%	4%	5%	4%	7%	5%	2%
Once infection rates for COVID-19 have stabilized	12%	9%	8%	14%	14%	14%	11%	10%
Once insurance companies offer travel insurance coverage for COVID-19	3%	3%	2%	5%	2%	6%	3%	1%
Not until there is a vaccine for COVID-19	11%	13%	13%	9%	12%	9%	11%	13%
Not until travelers are required to have a COVID-19 passport	1%	0%	1%	0%	1%	1%	0%	1%
I will never feel comfortable	4%	3%	4%	5%	4%	4%	4%	5%
I would not travel here regardless of COVID-19	21%	28%	19%	19%	19%	12%	17%	31%

# Future Travel: Trip Type – Visiting indoor attractions (e.g., museum, art gallery, aquarium)

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable with each of the following?  
 (Base n=916)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>916</b>	164	184	290	278	208	341	367
I am comfortable right now	25%	22%	26%	30%	20%	21%	29%	25%
Once the government indicates that it is safe to travel again	14%	17%	16%	12%	16%	18%	13%	12%
Once my personal financial situation stabilizes	6%	5%	7%	5%	6%	8%	6%	3%
Once infection rates for COVID-19 have stabilized	24%	19%	22%	24%	28%	29%	21%	21%
Once insurance companies offer travel insurance coverage for COVID-19	2%	2%	0%	3%	2%	3%	1%	1%
Not until there is a vaccine for COVID-19	18%	18%	21%	14%	20%	9%	19%	24%
Not until travelers are required to have a COVID-19 passport	2%	3%	1%	2%	1%	2%	2%	1%
I will never feel comfortable	4%	5%	4%	5%	3%	3%	3%	6%
I would not travel here regardless of COVID-19	6%	9%	4%	7%	5%	6%	5%	8%

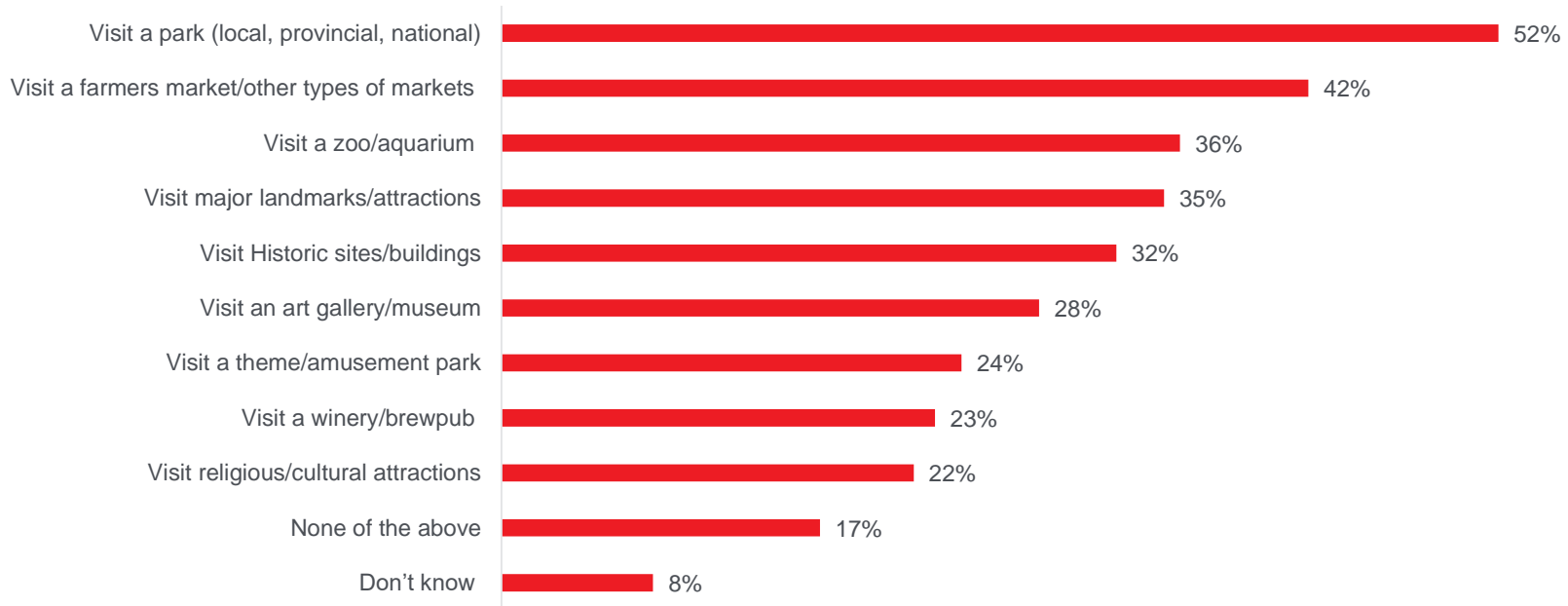
# Future Travel: Trip Type – Visiting outdoor attractions (e.g., landmarks, historic sites, parks, etc.)

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable with each of the following?  
 (Base n=916)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>916</b>	163	185	289	279	207	340	369
I am comfortable right now	35%	32%	34%	38%	34%	29%	39%	36%
Once the government indicates that it is safe to travel again	16%	17%	16%	13%	18%	23%	12%	13%
Once my personal financial situation stabilizes	5%	4%	6%	4%	5%	6%	7%	2%
Once infection rates for COVID-19 have stabilized	18%	16%	16%	18%	19%	18%	15%	20%
Once insurance companies offer travel insurance coverage for COVID-19	3%	4%	3%	4%	2%	5%	3%	2%
Not until there is a vaccine for COVID-19	14%	13%	16%	13%	14%	9%	14%	18%
Not until travelers are required to have a COVID-19 passport	0%	0%	1%	0%	1%	0%	1%	0%
I will never feel comfortable	4%	5%	3%	3%	3%	3%	3%	4%
I would not travel here regardless of COVID-19	6%	9%	5%	6%	4%	7%	5%	5%

# Future Travel: Attractions

Q. Thinking about future travel experiences once the governments lift the protective measures put in place to fight COVID-19, which of the following **types of attractions** are you most likely to consider visiting in the coming year? Please select all that apply. (Base n=1001)



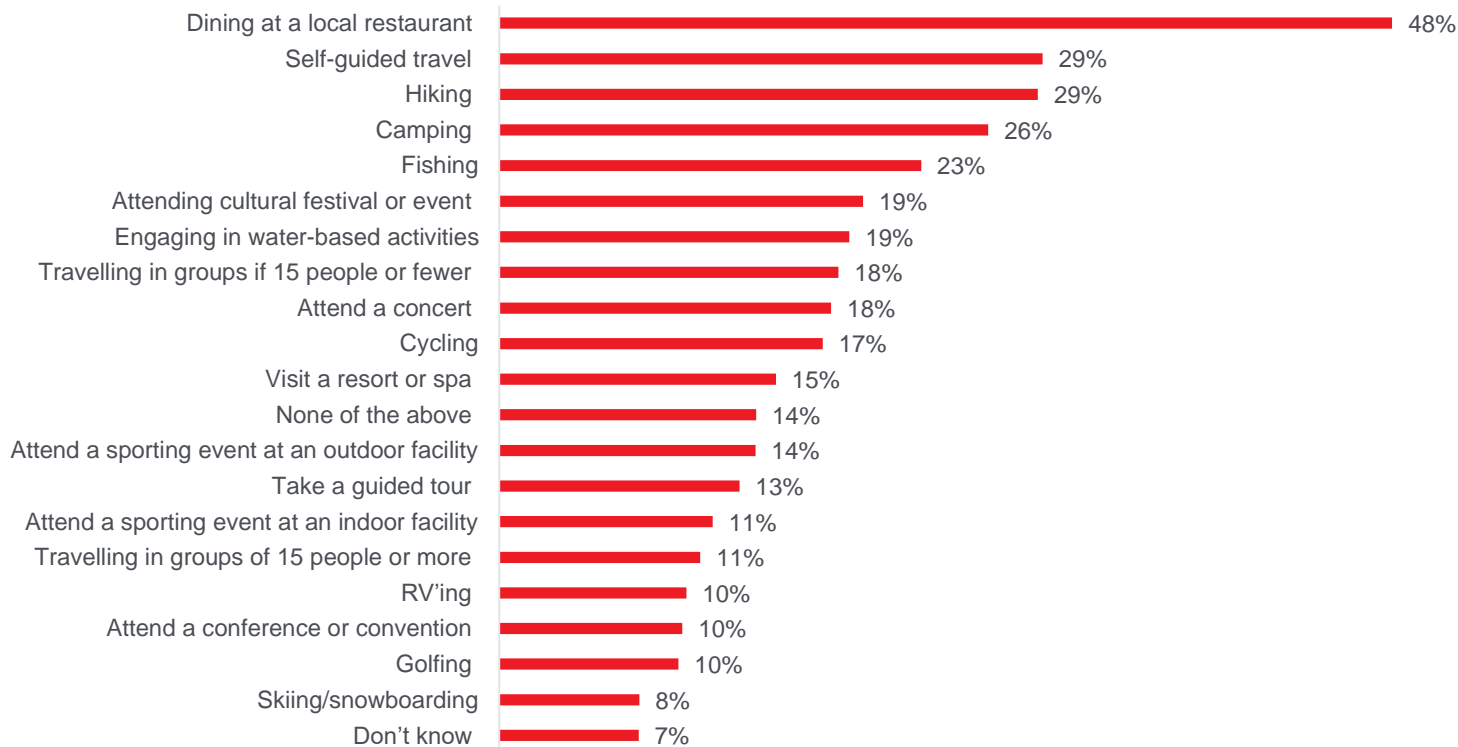
# Future Travel: Attractions

Q. Thinking about future travel experiences once the governments lift the protective measures put in place to fight COVID-19, which of the following **types of attractions** are you most likely to consider visiting in the coming year? Please select all that apply. (Base n=1001)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>1001</b>	185	198	320	298	234	377	390
Visit a park (local, provincial, national)	52%	48%	49%	48%	65%	44%	53%	59%
Visit a farmers market/other types of markets	42%	41%	37%	41%	50%	34%	41%	52%
Visit a zoo/aquarium	36%	32%	37%	35%	37%	32%	39%	35%
Visit major landmarks/attractions	35%	31%	30%	35%	42%	31%	33%	39%
Visit Historic sites/buildings	32%	31%	28%	32%	37%	28%	33%	36%
Visit an art gallery/museum	28%	28%	23%	27%	35%	28%	27%	29%
Visit a theme/amusement park	24%	22%	26%	25%	23%	31%	28%	13%
Visit a winery/brewpub	23%	18%	20%	22%	30%	24%	21%	24%
Visit religious/cultural attractions	22%	21%	20%	21%	25%	18%	22%	24%
None of the above	17%	19%	22%	16%	11%	13%	17%	20%
Don't know	8%	9%	7%	9%	6%	11%	8%	5%

# Future Travel: Activities and Experiences

Q. Thinking about future travel experiences once the governments lift the protective measures put in place to fight COVID-19, which of the following attractions/activities are you most likely to consider in the coming year? Please select all that apply. (Base n=1001)



# Future Travel: Activities and Experiences

Q. Thinking about future travel experiences once the governments lift the protective measures put in place to fight COVID-19, which of the following attractions/activities are you most likely to consider in the coming year? Please select all that apply. (Base n=1001)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>1001</b>	<b>185</b>	<b>198</b>	<b>320</b>	<b>298</b>	<b>234</b>	<b>377</b>	<b>390</b>
Dining at a local restaurant	48%	44%	43%	46%	59%	35%	44%	63%
Self-guided travel	29%	22%	27%	28%	38%	25%	28%	34%
Hiking	29%	28%	28%	24%	37%	27%	35%	24%
Camping	26%	22%	26%	24%	33%	27%	30%	21%
Fishing	23%	14%	26%	26%	22%	18%	29%	19%
Attending cultural festival or event	19%	22%	20%	19%	19%	18%	20%	20%
Engaging in water-based activities	19%	14%	16%	22%	20%	18%	21%	17%
Traveling in groups if 15 people or fewer	18%	19%	20%	17%	19%	24%	18%	13%
Attend a concert	18%	22%	17%	16%	18%	18%	17%	19%
Cycling	17%	18%	19%	16%	18%	19%	19%	14%
Visit a resort or spa	15%	14%	14%	14%	18%	15%	17%	12%
None of the above	14%	19%	17%	12%	9%	12%	14%	15%
Attend a sporting event at an outdoor facility	14%	12%	15%	13%	15%	13%	15%	13%
Take a guided tour	13%	14%	12%	12%	14%	12%	13%	14%
Attend a sporting event at an indoor facility	11%	9%	14%	12%	9%	12%	14%	8%
Traveling in groups of 15 people or more	11%	13%	12%	10%	9%	15%	11%	7%
RV'ing	10%	6%	7%	12%	13%	4%	14%	11%
Attend a conference or convention	10%	9%	9%	11%	9%	10%	11%	8%
Golfing	10%	6%	13%	10%	9%	7%	12%	10%
Skiing/snowboarding	8%	6%	8%	7%	8%	10%	9%	4%
Don't know	7%	6%	9%	9%	6%	11%	7%	4%



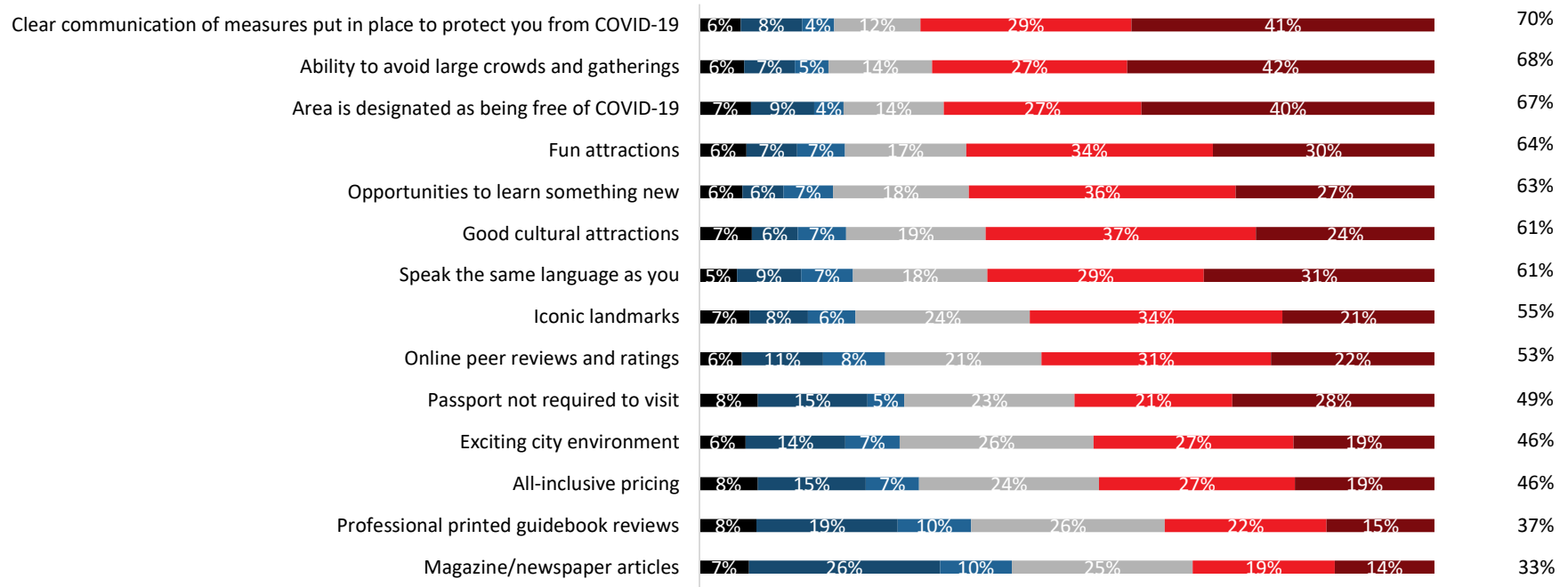
A person wearing a striped shirt is sitting at a desk, typing on a laptop. The scene is dimly lit, with a desk lamp providing light. There are some papers and a cup on the desk. The overall mood is focused and professional.

# Planning Future Travel Experiences

# Important Elements when Selecting a Destination

Q. When thinking about future travel experiences, how important are each of the following factors when deciding on a vacation destination? Please select all that apply. (Base n=984-988)

**Top 2 Important**



Don't know
  Not at all important
  Slightly important
  Neutral
  Important
  Extremely important

# Important Elements when Selecting a Destination

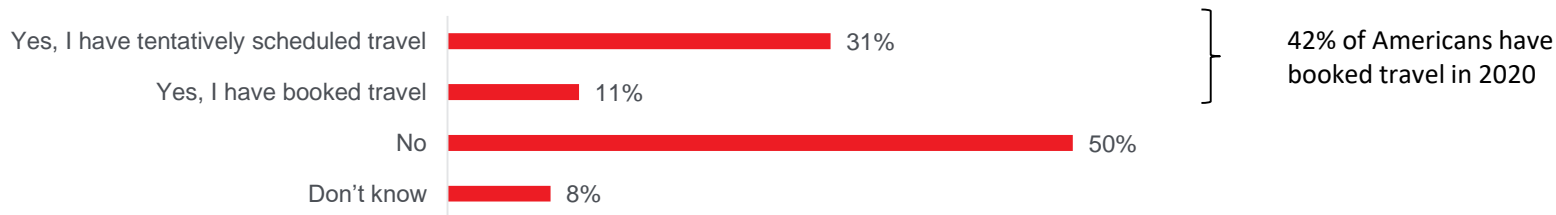
Q. When thinking about future travel experiences, how important are each of the following factors when deciding on a vacation destination? Please select all that apply. (Base n=964)

	Total US	REGION				AGE			VISIT A TIME SHARE	
		Northeast	Midwest	South	West	18-34	35-54	55+	No	Yes
<b>Unweighted n =</b>	<b>964</b>	178	188	308	290	222	362	380	876	88
Clear communication of measures put in place to protect you from COVID-19	70%	64%	71%	72%	70%	70%	68%	72%	69%	76%
Ability to avoid large crowds and gatherings	68%	70%	68%	67%	70%	66%	67%	72%	69%	63%
Area is designated as being free of COVID-19	67%	64%	68%	67%	68%	67%	63%	70%	67%	67%
Fun attractions	64%	62%	67%	63%	62%	67%	70%	54%	63%	73%
Opportunities to learn something new	63%	58%	64%	64%	65%	65%	65%	59%	62%	75%
Good cultural attractions	61%	63%	56%	62%	63%	63%	61%	59%	60%	69%
Speak the same language as you	61%	60%	63%	63%	56%	56%	62%	63%	61%	59%
Iconic landmarks	55%	52%	54%	56%	57%	52%	60%	53%	54%	64%
Online peer reviews and ratings	53%	51%	60%	54%	49%	59%	56%	46%	53%	59%
Passport not required to visit	49%	48%	50%	50%	47%	51%	51%	45%	49%	54%
Exciting city environment	46%	41%	52%	49%	41%	56%	52%	32%	46%	53%
All-inclusive pricing	46%	45%	45%	48%	43%	52%	48%	38%	44%	62%
Professional printed guidebook reviews	37%	42%	35%	38%	32%	41%	39%	31%	35%	54%
Magazine/newspaper articles	33%	35%	32%	36%	27%	37%	36%	26%	31%	50%

Note: Top 2 scores shown (important + extremely important)

# Scheduled Travel Plans in 2020

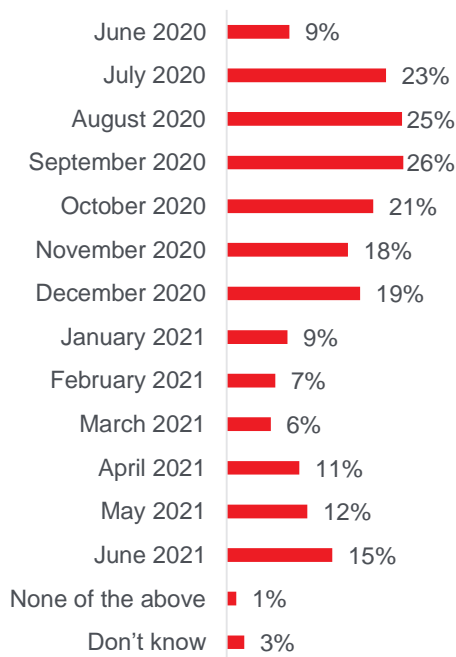
Q. Even if only tentatively scheduled, do you have any plans to take a leisure trip in the next year? (Base n=1001)



	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>1001</b>	185	198	320	298	234	377	390
Yes, I have tentatively scheduled travel	31%	34%	27%	31%	32%	30%	31%	31%
Yes, I have booked travel	11%	6%	12%	13%	10%	15%	11%	6%
No	50%	50%	53%	46%	54%	47%	49%	55%
Don't know	8%	11%	8%	10%	4%	7%	9%	8%

# Scheduled Travel Plans in 2020

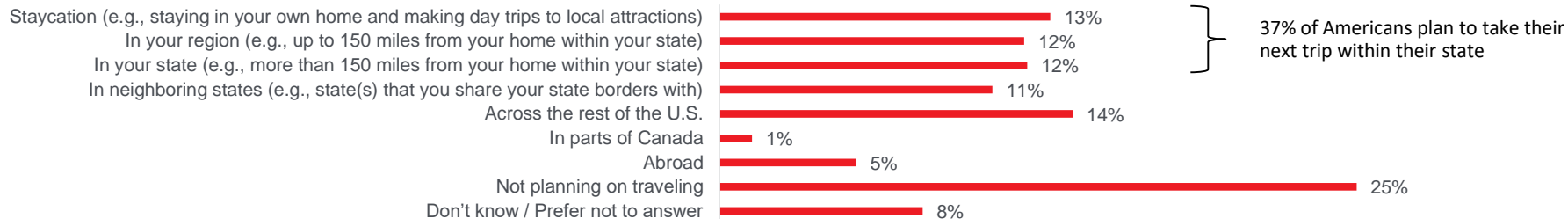
Q. In which months over the next year do you currently plan to take any leisure trips? Please select all that apply. (Base n=413)



	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>413</b>	<b>73</b>	<b>77</b>	<b>135</b>	<b>128</b>	<b>109</b>	<b>157</b>	<b>147</b>
June 2020	9%	8%	6%	7%	16%	7%	10%	11%
July 2020	23%	21%	26%	22%	25%	20%	24%	25%
August 2020	25%	23%	21%	28%	26%	25%	23%	29%
September 2020	26%	27%	24%	19%	37%	18%	24%	36%
October 2020	21%	24%	23%	21%	18%	20%	20%	25%
November 2020	18%	14%	16%	17%	23%	15%	18%	20%
December 2020	19%	16%	22%	18%	21%	25%	14%	19%
January 2021	9%	13%	9%	7%	9%	10%	10%	6%
February 2021	7%	5%	6%	9%	6%	5%	9%	8%
March 2021	6%	8%	6%	5%	8%	5%	6%	9%
April 2021	11%	12%	5%	14%	9%	11%	11%	9%
May 2021	12%	19%	4%	14%	9%	13%	9%	13%
June 2021	15%	15%	15%	15%	16%	16%	14%	16%
None of the above	1%	3%	1%	1%	1%	0%	2%	2%
Don't know	3%	1%	5%	2%	3%	4%	1%	4%

# Destination of Next Planned Trip

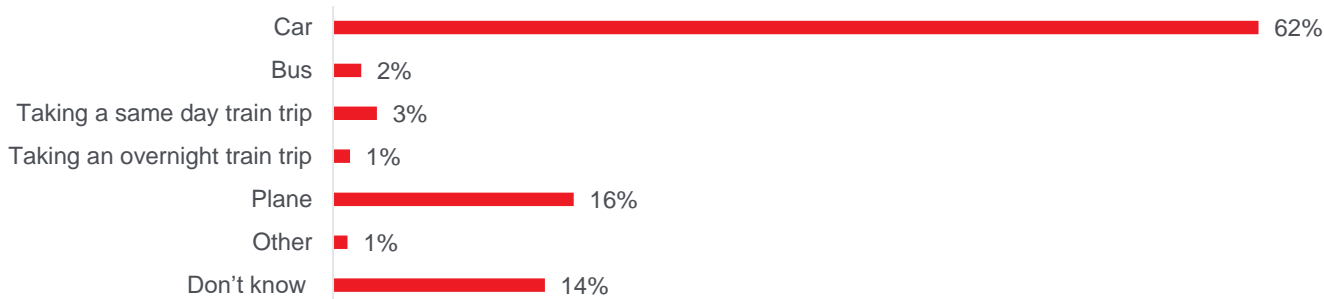
Q. Where are you currently planning to take your next leisure trip? Please select one of the following the best reflects your travel plans. (Base n=1001)



	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>1001</b>	185	198	320	298	234	377	390
Staycation (e.g., staying in your own home and making day trips to local attractions)	13%	16%	13%	15%	7%	14%	15%	9%
In your region (e.g., up to 150 miles from your home within your state)	12%	9%	11%	11%	16%	15%	9%	12%
In your state (e.g., more than 150 miles from your home within your state)	12%	9%	13%	11%	14%	13%	12%	11%
In neighboring states (e.g., state(s) that you share your state borders with)	11%	10%	7%	12%	12%	8%	13%	11%
Across the rest of the U.S.	14%	15%	15%	13%	12%	10%	14%	17%
In parts of Canada	1%	3%	0%	1%	1%	1%	1%	2%
Abroad	5%	6%	4%	5%	6%	7%	4%	5%
Not planning on traveling	25%	22%	27%	24%	26%	20%	26%	29%
Don't know	8%	10%	10%	7%	5%	11%	7%	5%

# Two-Thirds of Americans plan to drive to their next travel destination

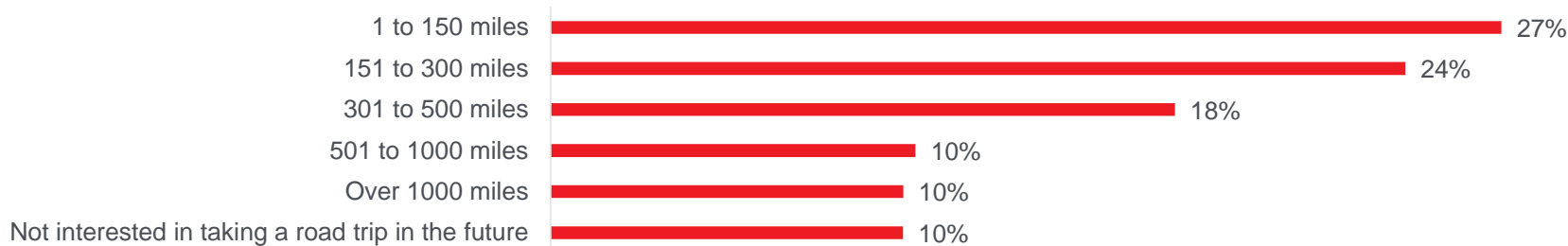
Q. What is the primary mode of transportation you will take to get there? (Base n=996)



	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>996</b>	185	198	316	297	234	375	387
Car	62%	56%	69%	64%	59%	54%	67%	66%
Bus	2%	1%	2%	2%	2%	4%	2%	0%
Taking a same day train trip	3%	4%	1%	4%	3%	5%	3%	1%
Taking an overnight train trip	1%	1%	1%	2%	1%	2%	1%	1%
Plane	16%	20%	15%	15%	17%	19%	14%	16%
Other	1%	0%	1%	1%	2%	0%	0%	2%
Don't know	14%	19%	12%	12%	17%	16%	13%	14%

# Length of Next Road Trip

Q. On your next road trip, how far away from home are you willing to travel (one way)? (Base n=874)

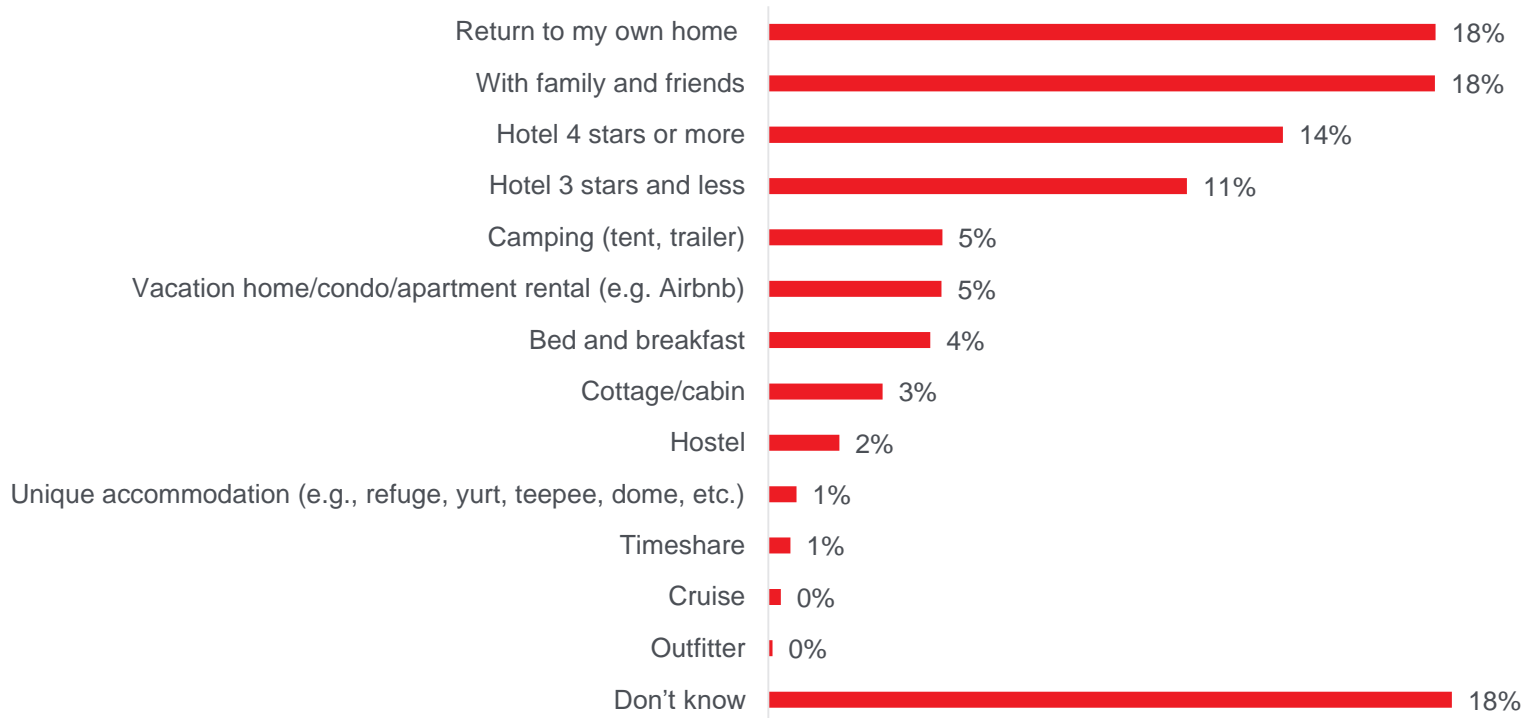


	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>874</b>	<b>158</b>	<b>170</b>	<b>273</b>	<b>273</b>	<b>194</b>	<b>328</b>	<b>352</b>
1 to 150 miles	27%	32%	22%	23%	34%	23%	25%	33%
151 to 300 miles	24%	21%	30%	25%	22%	21%	25%	27%
301 to 500 miles	18%	14%	18%	21%	15%	25%	18%	11%
501 to 1000 miles	10%	13%	7%	10%	12%	9%	15%	8%
Over 1000 miles	10%	9%	13%	11%	7%	11%	10%	9%
Not interested in taking a road trip in the future	10%	11%	9%	10%	10%	11%	7%	12%



# Intended Accommodations for Next Trip

Q. When thinking about this trip, where do you primarily intend to stay? (Base n=992)



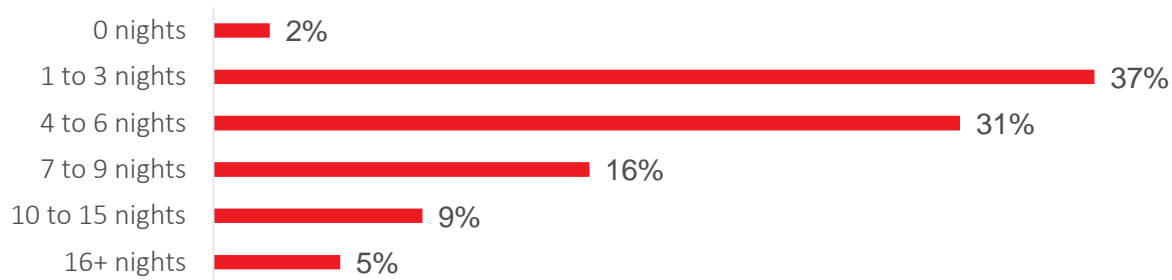
# Intended Accommodations for Next Trip

Q. When thinking about this trip, where do you primarily intend to stay? (Base n=992)

	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>992</b>	185	196	315	296	232	376	384
Return to my own home	18%	16%	19%	19%	18%	17%	18%	18%
With family and friends	18%	17%	16%	20%	17%	19%	15%	20%
Hotel 4 stars or more	14%	21%	14%	11%	13%	13%	16%	12%
Hotel 3 stars and less	11%	8%	13%	9%	15%	10%	11%	12%
Camping (tent, trailer)	5%	2%	6%	3%	9%	3%	5%	6%
Vacation home/condo/apartment rental (e.g. Airbnb)	5%	7%	4%	4%	4%	5%	4%	5%
Bed and breakfast	4%	4%	4%	5%	4%	7%	4%	3%
Cottage/cabin	3%	3%	3%	4%	1%	2%	4%	2%
Hostel	2%	2%	1%	3%	1%	3%	2%	0%
Unique accommodation (e.g., refuge, yurt, teepee, dome, etc.)	1%	0%	1%	0%	2%	1%	0%	1%
Timeshare	1%	1%	0%	1%	1%	0%	1%	1%
Cruise	0%	0%	0%	0%	1%	0%	0%	1%
Outfitter	0%	0%	1%	0%	0%	0%	0%	0%
Don't know	18%	20%	18%	20%	15%	21%	18%	17%

# Number of Overnight Stays in Destination

Q. Approximately how many nights will you stay at this destination? (Base n=524)



	Total US	REGION				AGE		
		Northeast	Midwest	South	West	18-34	35-54	55+
<b>Unweighted n =</b>	<b>524</b>	99	92	164	169	104	194	226
0 nights	2%	1%	3%	4%	0%	4%	1%	2%
1 to 3 nights	37%	32%	38%	34%	44%	36%	33%	41%
4 to 6 nights	31%	32%	34%	34%	25%	27%	40%	25%
7 to 9 nights	16%	20%	16%	13%	16%	14%	14%	18%
10 to 15 nights	9%	9%	4%	9%	12%	9%	9%	8%
16+ nights	5%	7%	4%	7%	3%	10%	3%	4%

A dark, semi-transparent background image of three young adults laughing together outdoors. The man on the left is wearing glasses and a dark jacket. The woman in the middle is wearing a yellow top. The woman on the right is wearing a dark jacket over a plaid shirt. The text "Respondent Profile" is overlaid in white, bold font.

# Respondent Profile

# Respondent Profile

	TOTAL	
	n=	1001
<b>Gender</b>		
Male		50%
Female		50%
<b>Age</b>		
18-34		23%
35-54		38%
55+		39%
<b>Region</b>		
Northeast		18%
Midwest		20%
South		32%
West		30%

	TOTAL	
	n=	1001
<b>Children in the Household</b>		
Yes		30%
No		70%
<b>Household Income</b>		
Under \$39,999		35%
\$40,000 to \$79,999		31%
\$80,000 to \$99,999		9%
\$100,000 or more		19%
Prefer not to answer		6%
<b>Education</b>		
Primary / High school		30%
Collegial		28%
University		39%
Prefer not to answer		2%

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