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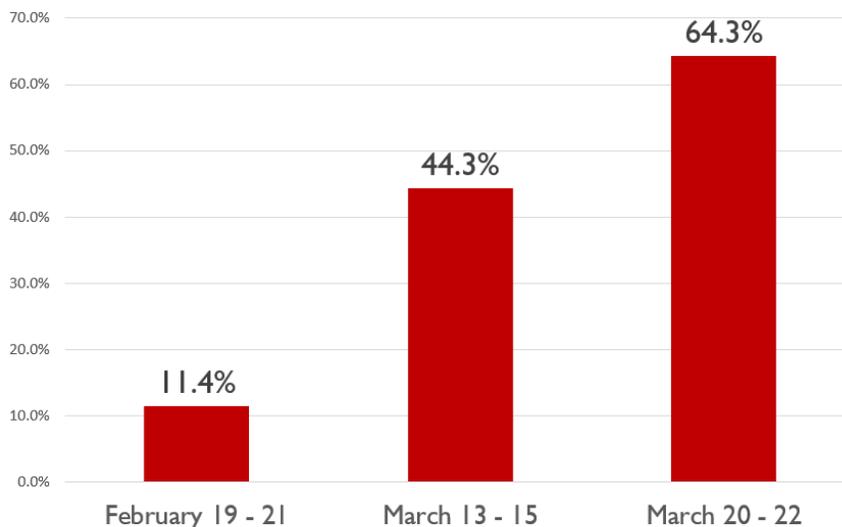
FOR IMMEDIATE RELEASE

AMERICANS NOW LESS CONFIDENT ABOUT SUMMER TRAVEL

Latest update from ongoing travel sentiment survey shows how COVID-19 is dismantling travel plans

San Francisco, CALIF. (March 22, 2020) - As COVID-19 spreads, so does its devastation on how Americans feel about travel. In the latest wave of Destination Analysts' Coronavirus Travel Sentiment tracking study (collected March 20-22), nearly two-thirds (64.3%) of the 1,200+ American leisure and business travelers surveyed said their travel had been upended by the virus. This is up 20 percentage points from just one week prior and nearly six times what it was on February 22nd.

American Travelers Who Have Had Trips Affected by COVID-19



Unfortunately, this impact appears to have resulted in more cancelled—rather than postponed—trips. As shown in the graphic below, 63.0% of American travelers who had travel affected by coronavirus have cancelled a trip (up from 55.1% on week prior), while the percent reporting they have postponed a trip has declined from 51.0% to 46.7%. Other reported impacts on travel—such as changing destinations—have not yet been significant.

Note: With this sample size, the top line data presented here can be considered to have a reliability of +/- 2.3%.

One of the most challenging findings from this week's survey is that the percent of American travelers optimistic the coronavirus situation will be resolved by the summer travel season has declined to 37.5%, down from 52.5% last week. What was seemingly a glimmer of hope just a week ago has been diminished.

One of the key factors in this week's results are Baby Boomer travelers who, within a few days time, have gone from the generation reporting the least impact to their travel to the generation most impacted. A week ago, 38.2% of Boomer travelers reported their travel had been affected by the coronavirus situation, a figure that has dramatically risen to 73.1%. And while 51.0% of Boomer travelers agreed last week that the coronavirus situation would be resolved by the summer travel season; now just 28.2% feel that way.

ABOUT DESTINATION ANALYSTS

Destination Analysts is a market research company that provides the travel, tourism & hospitality industry with a breadth of insights, from the comprehensive understanding of target audiences, to in-depth examinations of brand, to ROI and economic analysis. Sought for unique and deeply thoughtful analysis, actionable storytelling of data, and progressive and open approach to research methodologies, Destination Analysts has worked with more than 200 tourism-focused organizations around the world. For more information, please visit www.destinationanalysts.com.

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