

*IMPORTANT: These findings are brought to you from our independent research, which is not sponsored, conducted or influenced by any advertising or marketing agency. Every week since March 15th, Destination Analysts has surveyed 1,200+ American travelers about their thoughts, feelings, perceptions and behaviors surrounding travel in the wake of the coronavirus pandemic, and explored a variety of topics. The findings presented below represent data collected October 23rd-25th.*

## Key Findings to Know:

- High concerns among American travelers about contracting the coronavirus and its impact on personal finances and the national economy rose this week, as numbers of cases soared across the U.S.
- As new infection records continued to be set in the U.S., Americans' strong concerns about virus contraction and the pandemic's impact on personal finances and the greater economy marched upwards again this week. Pessimism about the virus' course in the U.S. is firmly back in a heightened period.
- The increased anxiety about the virus coincides with decreasing excitement levels about taking a getaway in the next month and openness to travel inspiration.
- Perceptions of travel activities as unsafe and the percent of Americans who agree they have lost their taste for travel for the time being ticked up this week.
- However, there are signs that travel may not be as significantly impacted as it was in previous surges during the pandemic. 35.1% of American travelers feel they have gained confidence in how to navigate the pandemic in the last three months. Americans are now actually exhibiting less agreement that they will avoid travel until the coronavirus situation is more resolved and their state of mind about travel readiness remained constant from last week.
- Three-quarters still have trips at least tentatively planned, and the joy travel brings remains ingrained. Nearly 60% of Americans agree that having a vacation scheduled in the next six months would make them feel there is something happy to look forward to.
- Air travel also looks to continue a measured recovery. Over 35% plan to travel by air in the next 6 months.
- Examining policies that may bring more Americans back to air travel sooner, comfort with airlines requiring a COVID-19 test prior to boarding increased to 50.7% from 43.2% just two weeks ago. However, social distancing continues to be important to a significant share of Americans when it comes to air travel.
- Well over 80% of American travelers plan to shop at a retail store at some point in the remainder of the year, although currently, relatively few plan to take a leisure trip specifically to shop for the holidays (6.7%).
- The health and safety protocols Americans most desire for the in-person retail experience include social distancing guidelines enforced and strict masking requirements, although required masking for patrons and staff is seen as absolutely required by those Americans who still perceive shopping as unsafe.

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