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**TENNESSEE®**



TENNESSEE COVID-19 RESEARCH & INSIGHTS

04.13.2021





# TRAVEL RESEARCH PARTNERS

## IMPACT & FORECASTING

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## SENTIMENT

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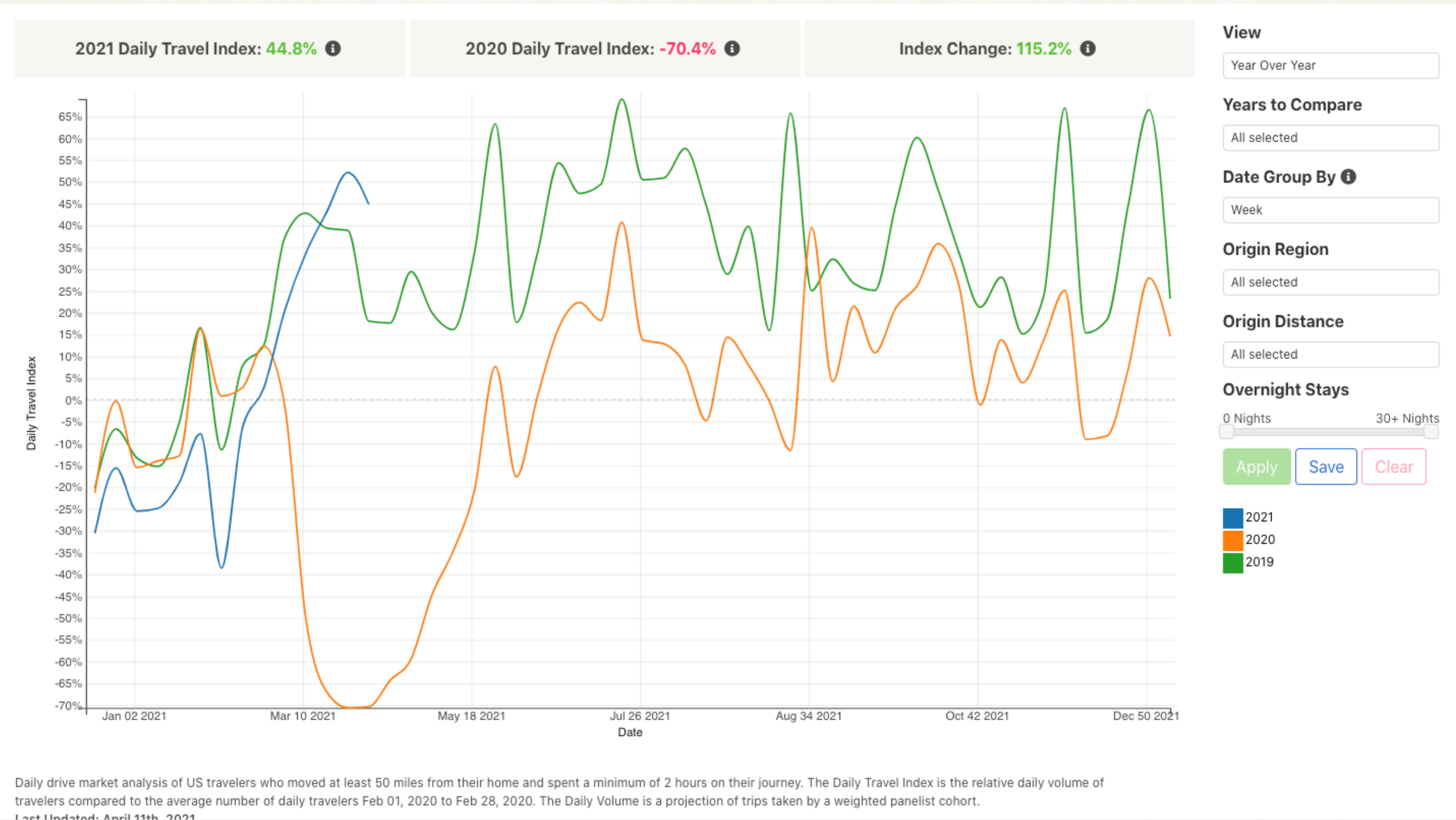
## CONSUMER BEHAVIOR

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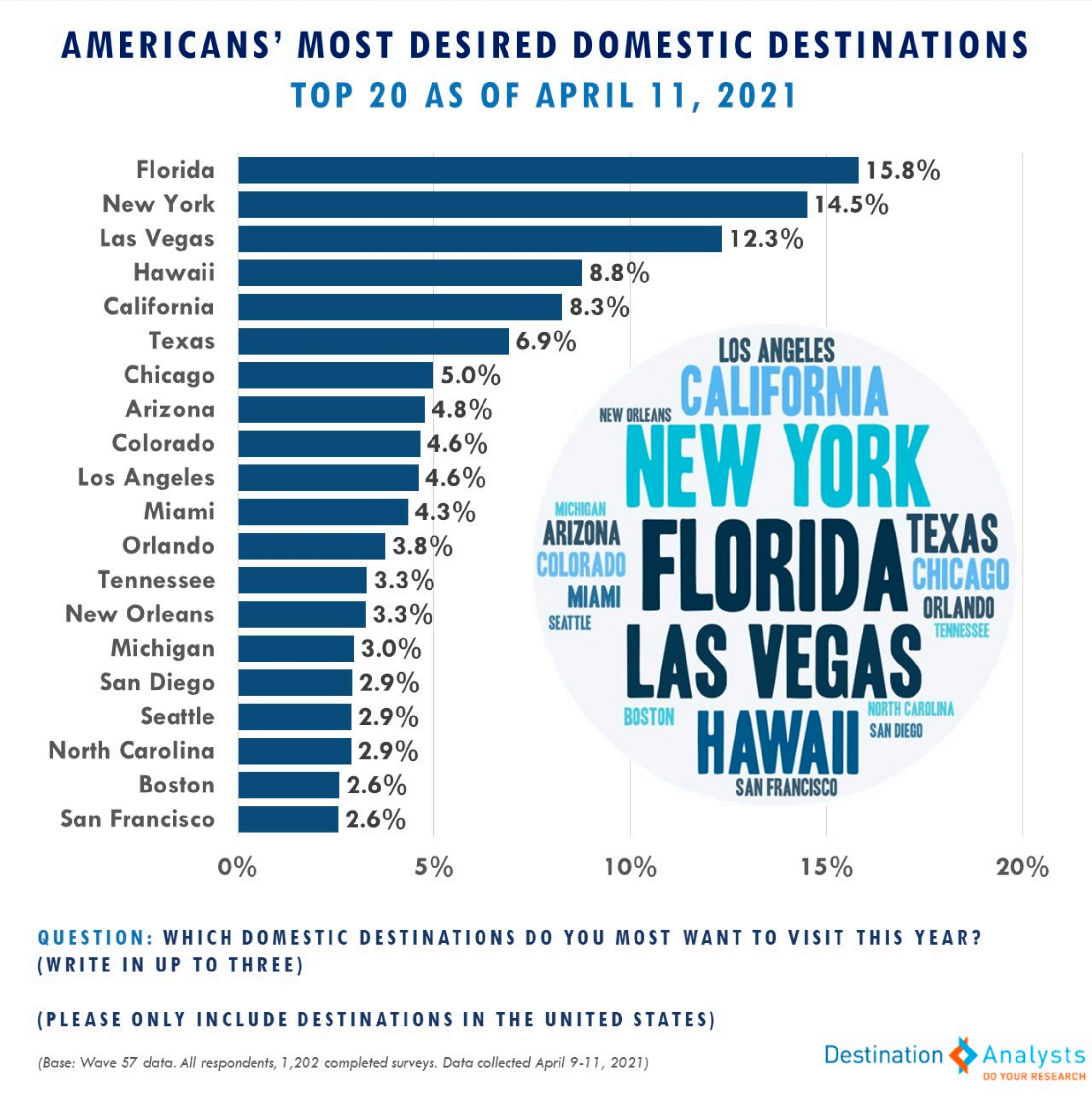


# THE 2021 TENNESSEE TRAVEL INDEX SURPASSES 2019 LEVELS AT THE END OF MARCH.



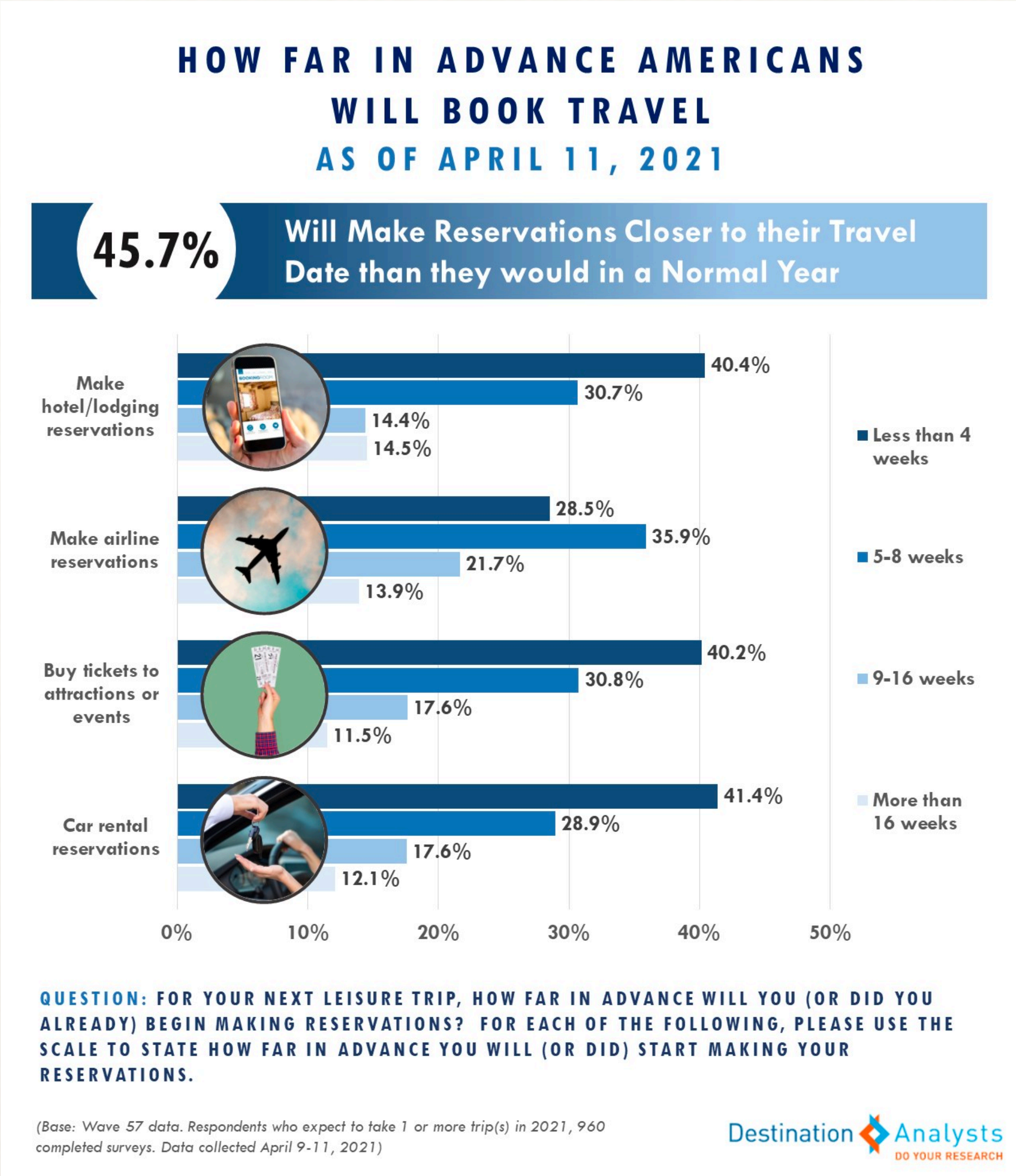


AS AMERICANS LOOK FORWARD TO TRAVELING IN THE MONTHS AHEAD, TENNESSEE REMAINS IN THE TOP MOST DESIRED DOMESTIC DESTINATIONS.





IN TOTAL, 45.7% SAY THEY WILL MAKE RESERVATIONS CLOSER TO THEIR TRAVEL DATE THAN THEY WOULD IN A NORMAL YEAR.



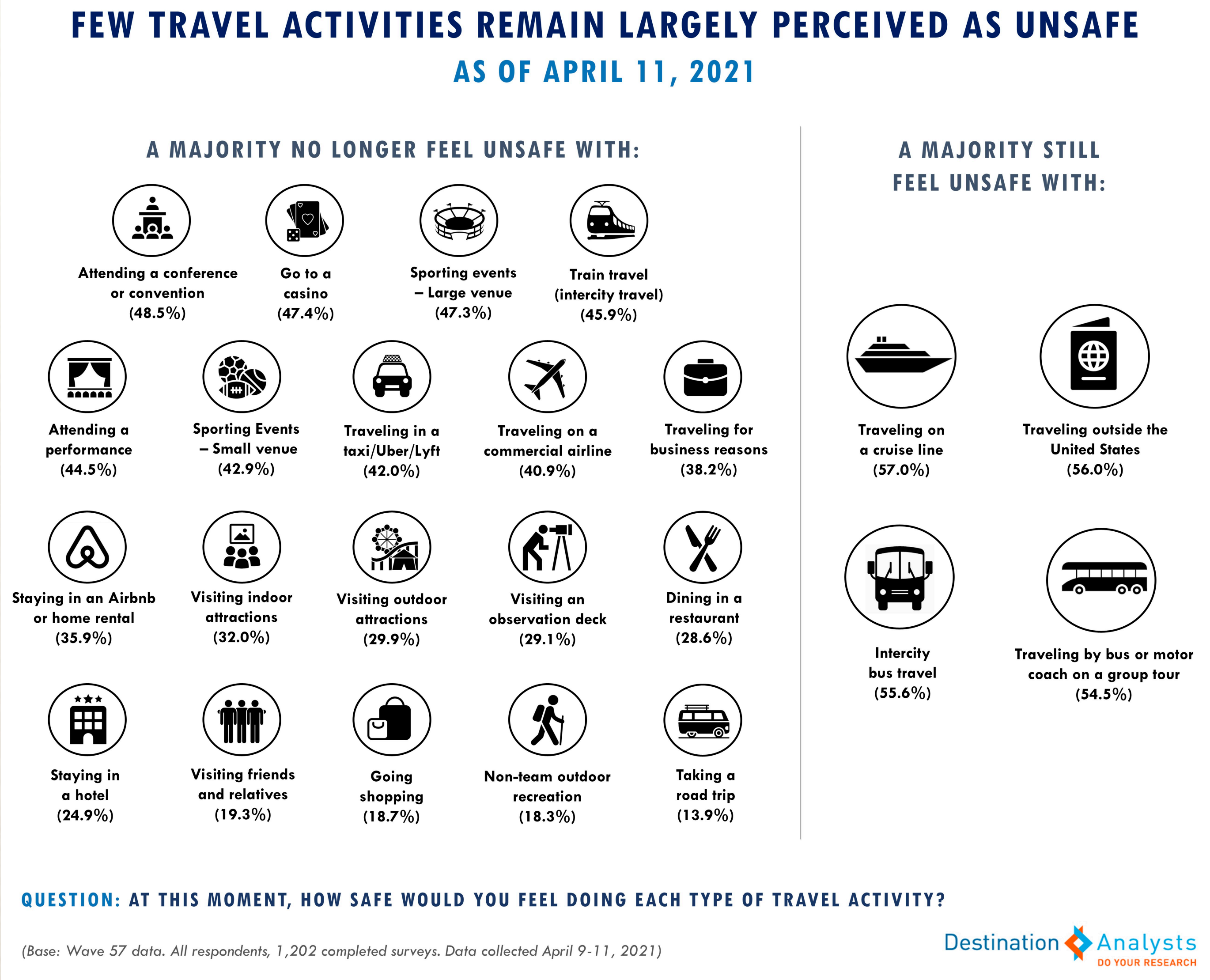


ABOUT HALF ARE HIGHLY SEEKING ESCAPING BOREDOM, HAVING NEW EXPERIENCES AND VISITING NEW PLACES THEY HAVE NEVER BEEN.





THE AVERAGE PERCEPTION OF TRAVEL ACTIVITIES AS UNSAFE IS DOWN 20 PERCENTAGE POINTS FROM JANUARY 1ST—A PANDEMIC RECORD LOW (37.9%).

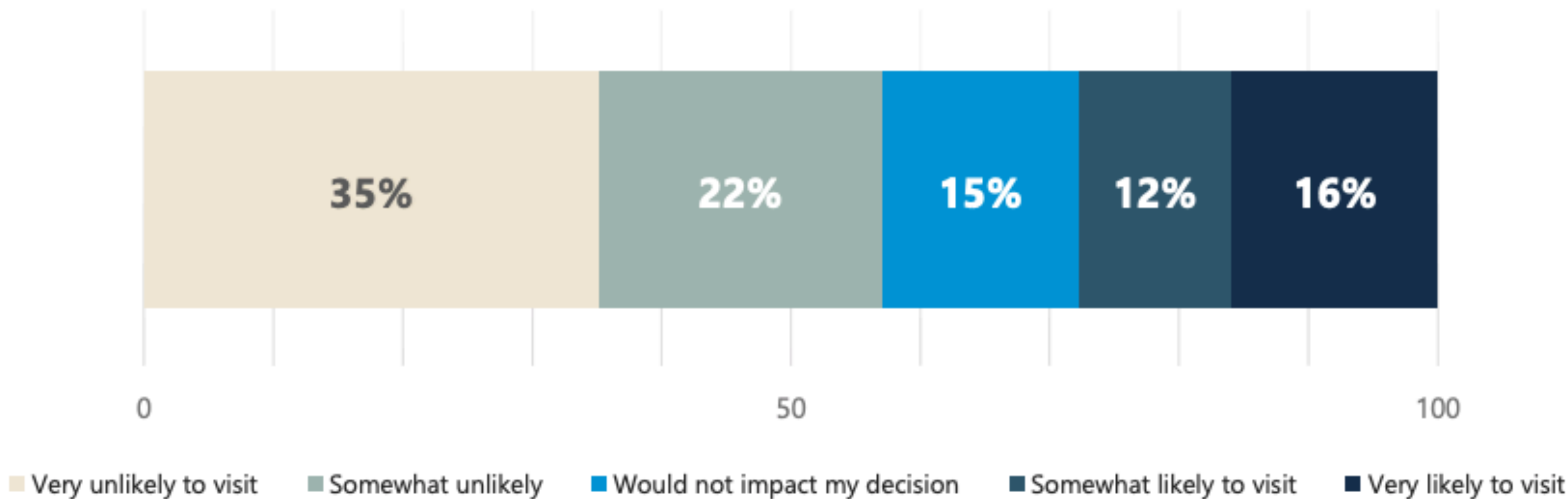




LESS THAN A THIRD OF TRAVELERS ARE LIKELY TO VISIT A TOURISM ATTRACTION OR BUSINESS WHICH DOES NOT HAVE CLEAR COVID SAFETY PROTOCOLS.

TRAVEL PERCEPTIONS

How likely are you to visit a tourism attraction or business that does not have clear protocols or mask and distancing requirements in place?





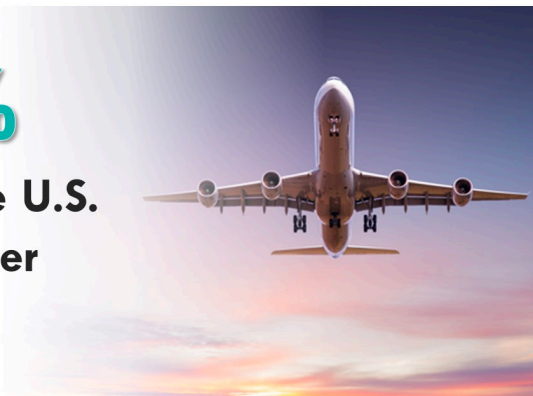
ABOUT 52.0% SAID THEY WOULD BE COMFORTABLE OR VERY COMFORTABLE WHEN ASKED HOW COMFORTABLE THEY WOULD BE WITH VACCINE PASSPORTS BEING USED WIDELY IN THE U.S.

AMERICANS COMFORT WITH COVID PASSPORTS  
& PROOF OF VACCINATION REQUIREMENTS  
AS OF APRIL 4, 2021

AMERICANS WHO BELIEVE PROOF OF COVID-19  
VACCINATION SHOULD BE REQUIRED FOR:

72.9%

Entry to the U.S.  
from another  
Country



65.3%

Boarding a  
Cruise



59.8%

Boarding a  
Commercial  
Flight



46.6%

Attending  
Indoor  
Performances



43.3%

Attending  
Large-Scale Outdoor  
Sporting Events

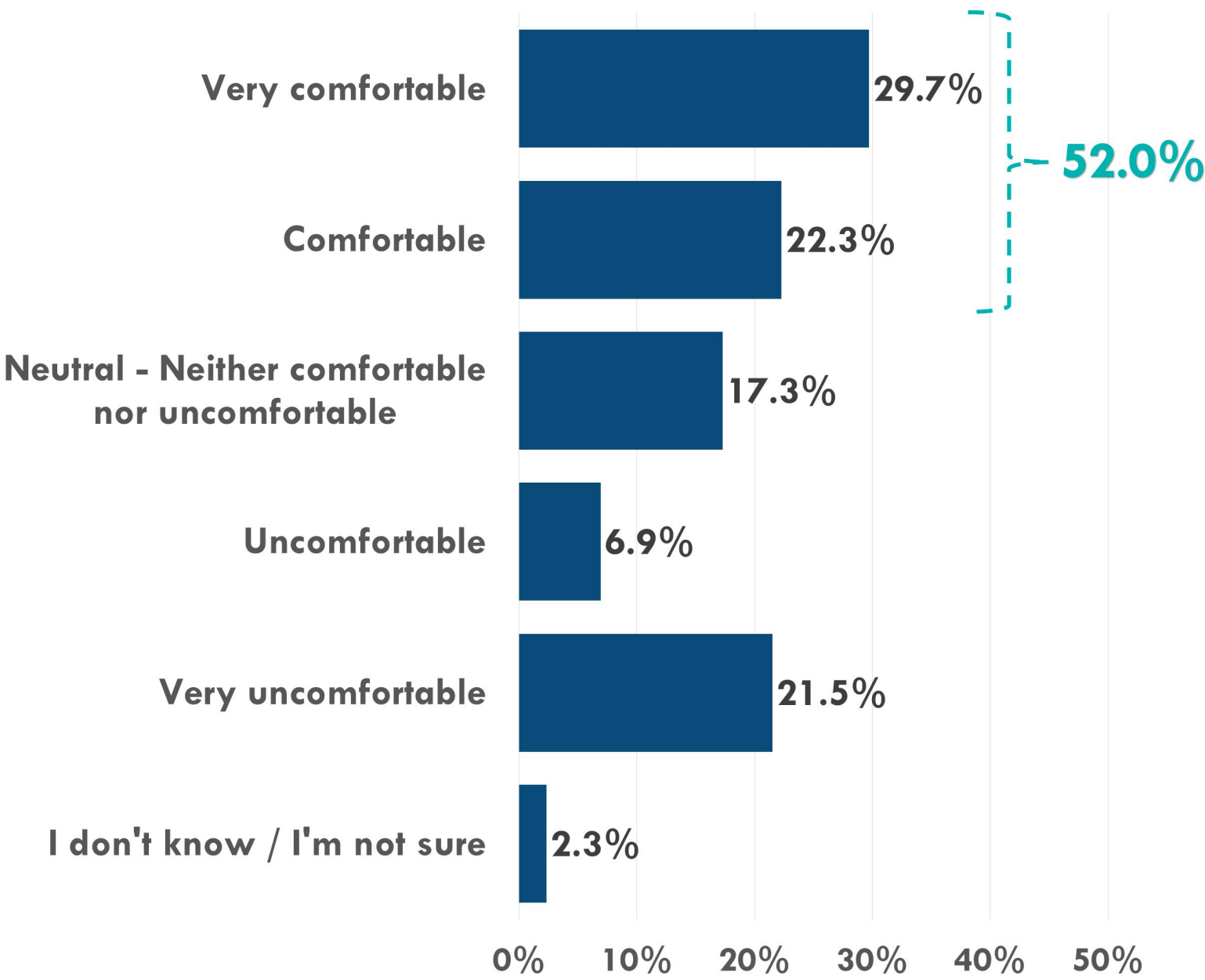


29.1%

Dining  
Inside a  
Restaurant



COMFORT WITH COVID-19 VACCINE PASSPORTS  
BEING USED WIDELY IN THE U.S.  
TO ALLOW ACCESS TO PUBLIC ACTIVITIES?



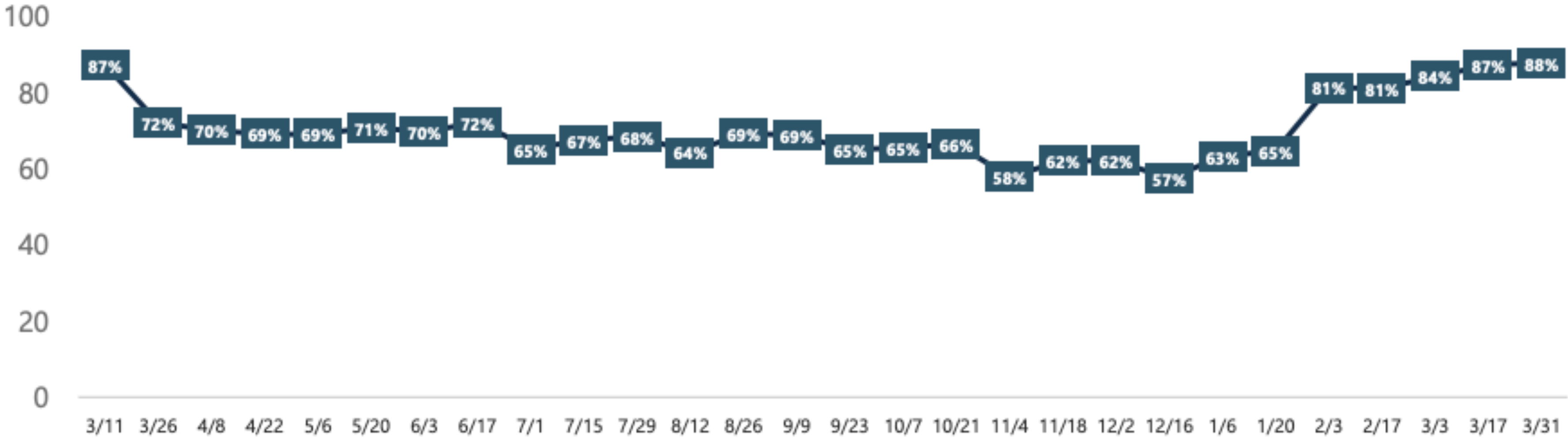
(Base: Wave 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)



ACCORDING TO THE LATEST LONGWOODS INTERNATIONAL TRACKING STUDY, 88% OF AMERICANS NOW HAVE TRAVEL PLANS IN THE NEXT SIX MONTHS, THE HIGHEST LEVEL IN MORE THAN A YEAR.

**IMPACT ON TRAVEL PLANS**

**Travelers with Travel Plans in the Next Six Months Comparison**



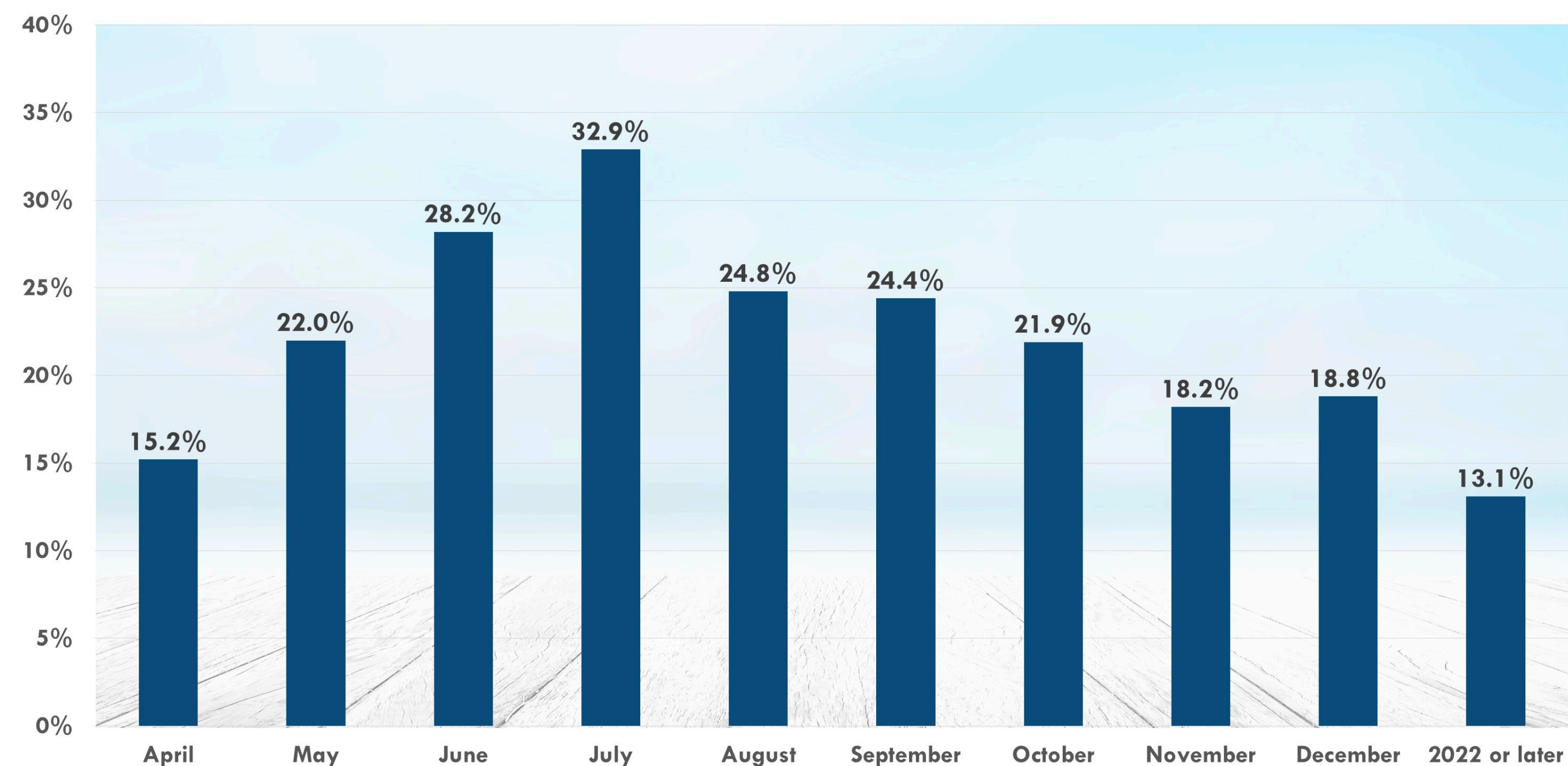
Travel Sentiment Study Wave 34





JULY CONTINUES TO STRENGTHEN AS A PEAK MONTH FOR TRAVEL, AS NOW ONE-THIRD OF AMERICAN TRAVELERS REPORT AT LEAST TENTATIVE TRIP PLANS FOR THAT MONTH.

**WHEN AMERICANS EXPECT TO TAKE LEISURE TRIPS  
AS OF APRIL 4, 2021**



**QUESTIONS: EVEN IF ONLY TENTATIVELY SCHEDULED, IN WHICH MONTHS DO YOU CURRENTLY PLAN TO TAKE ANY LEISURE TRIPS? (SELECT ALL THAT APPLY)**

*(Base: Wave 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)*




NEARLY 54% SAY THEY ARE COMFORTABLE GOING OUT FOR LEISURE ACTIVITIES WHERE THEY LIVE—A PANDEMIC-ERA RECORD-HIGH.

LOCAL RESIDENT SENTIMENT TOWARDS TRAVEL  
IS AT A PANDEMIC-PERIOD HIGH  
AS OF APRIL 4, 2021

54%

Are comfortable going out for leisure activities in their own community, up from 22% in April 2020





Would be happy to see an ad promoting tourism to their own community, up from 33% in May 2020

47%

41%

Don't want tourists in their community just yet, down from 67% in April 2020



(Base: Wave 56 data. All respondents, 1,206 completed surveys. Data collected April 2-4, 2021)



## TRAVEL NEWS HEADLINES

### TRAVEL NEWS

# Fully vaccinated against COVID-19? CDC says it's safe to travel but still recommends staying home

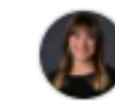
**Dawn Gilbertson** USA TODAY

Published 11:16 a.m. ET Apr. 2, 2021 | Updated 12:27 p.m. ET Apr. 3, 2021

### AIRLINES

# Airline, travel stocks slip after U.S. recommends pause in J&J Covid vaccine

PUBLISHED TUE, APR 13 2021 9:23 AM EDT | UPDATED TUE, APR 13 2021 11:08 AM EDT



**Leslie Josephs**  
@LESLIEJOSEPHS

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### TRAVEL NEWS

# Hawaii details plans for COVID-19 vaccine 'passport' for travelers

Associated Press

Published 7:46 a.m. ET Apr. 12, 2021 | Updated 3:28 p.m. ET Apr. 12, 2021

### Destinations

# American Road Trips Surpass 2019 Levels as Latest Indicator of Travel Recovery

Lebawit Lily Girma, Skift- Apr 07, 2021 5:15 pm

**SKIFT  
TAKE**

**A**mericans are hitting the road in big numbers again — another sign that the nation is on the road to domestic tourism recovery. It's a timely boost as international visitors are unlikely to return by the summer.

— Lebawit Lily Girma

### Coronavirus and Airlines

# Travel's Labor Problem Now as Surge in Demand Leaves Operators Scrambling

Cameron Sperance, Skift- Apr 13, 2021 2:30 am

**SKIFT  
TAKE**

**A** travel labor shortage isn't what anyone was expecting during a pandemic, but traveler confidence heading into the summer heavily outpaces the ability of many business owners to call back furloughed workers or hire more people from overseas.

— Cameron Sperance



# KEY TAKEAWAYS

1

As of this week, over 27% of the U.S. adult population is vaccinated against COVID-19 and the proportion of Americans highly concerned about their family or friends contracting the virus is now at an all-time low. The fear about travel has also continued to decline.

2

More than two-thirds have a “ready-to-travel” state-of-mind and this readiness has resulted in a lot of travel plans. Travelers are making reservations closer to their travel dates.

3

Tennessee continues to be a top domestic destination that Americans want to visit the most.

4

The safety perception of travel activities continues to improve. Travelers are less likely to visit an attraction or business that does not have clear safety protocols like mask wearing and social distancing in place.