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TENNESSEE®



TENNESSEE COVID-19 RESEARCH & INSIGHTS

8.10.2020



TRAVEL RESEARCH PARTNERS

IMPACT & FORECASTING



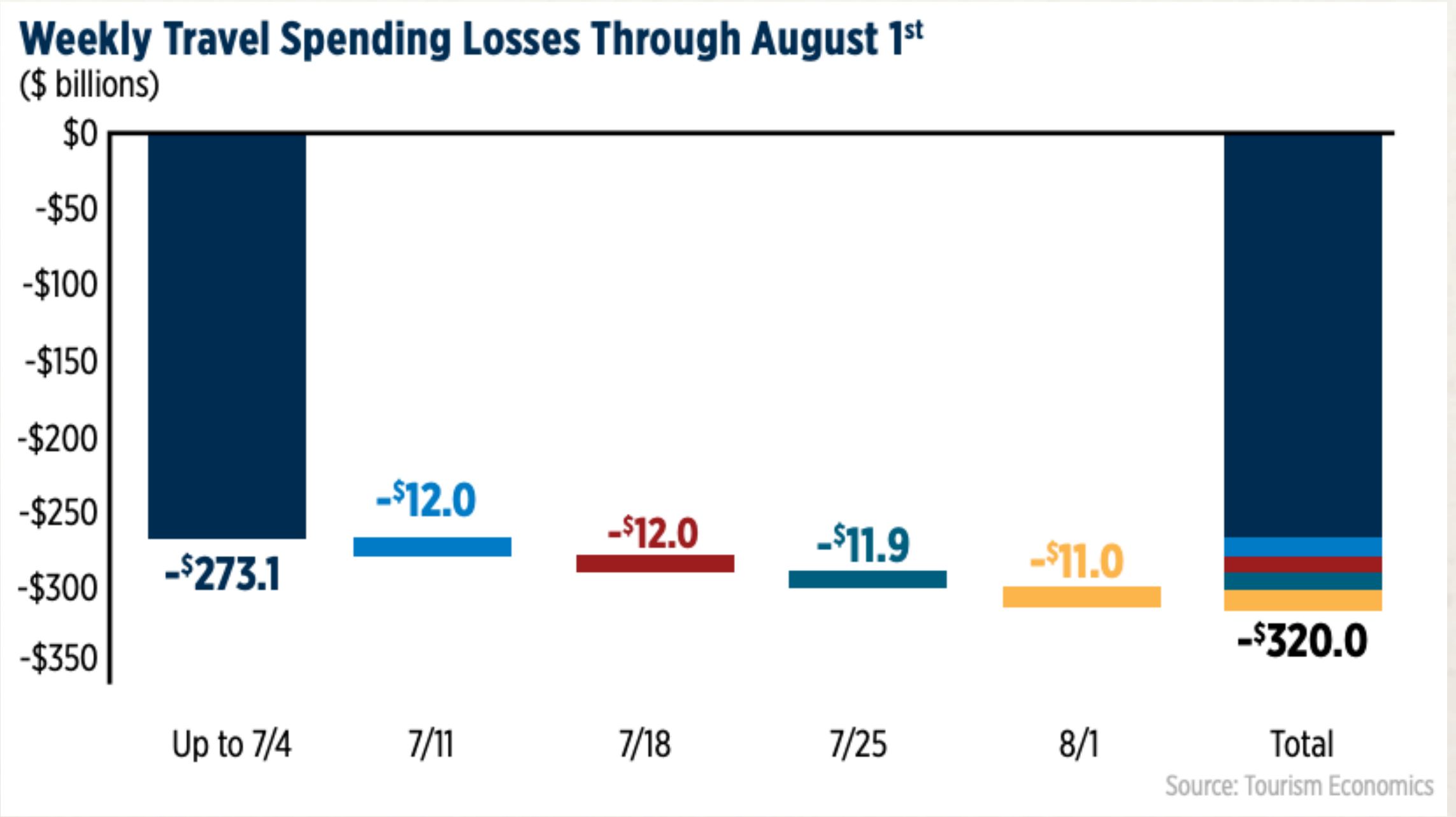
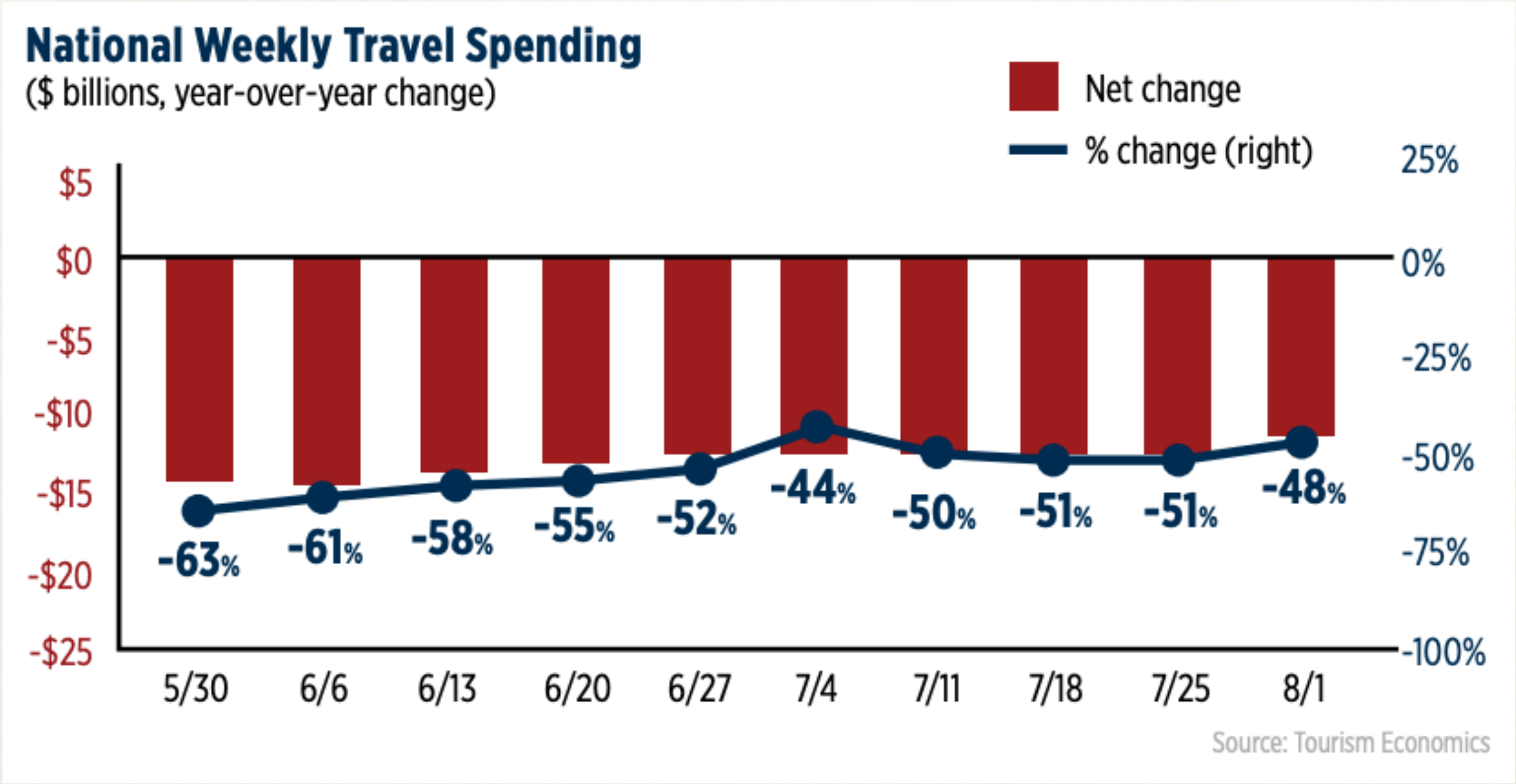
SENTIMENT



CONSUMER BEHAVIOR

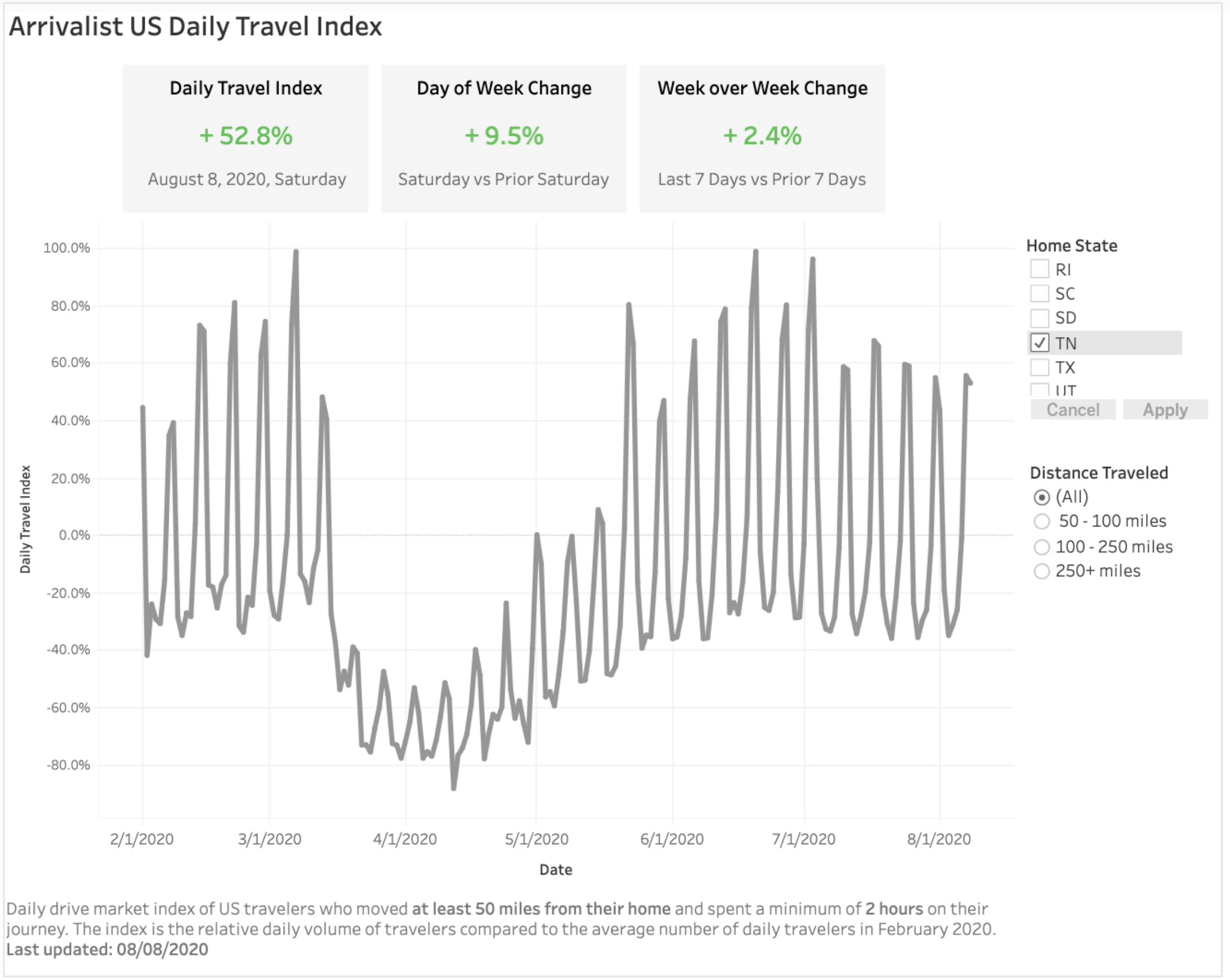


WEEKLY TRAVEL SPENDING - U.S. & TENNESSEE

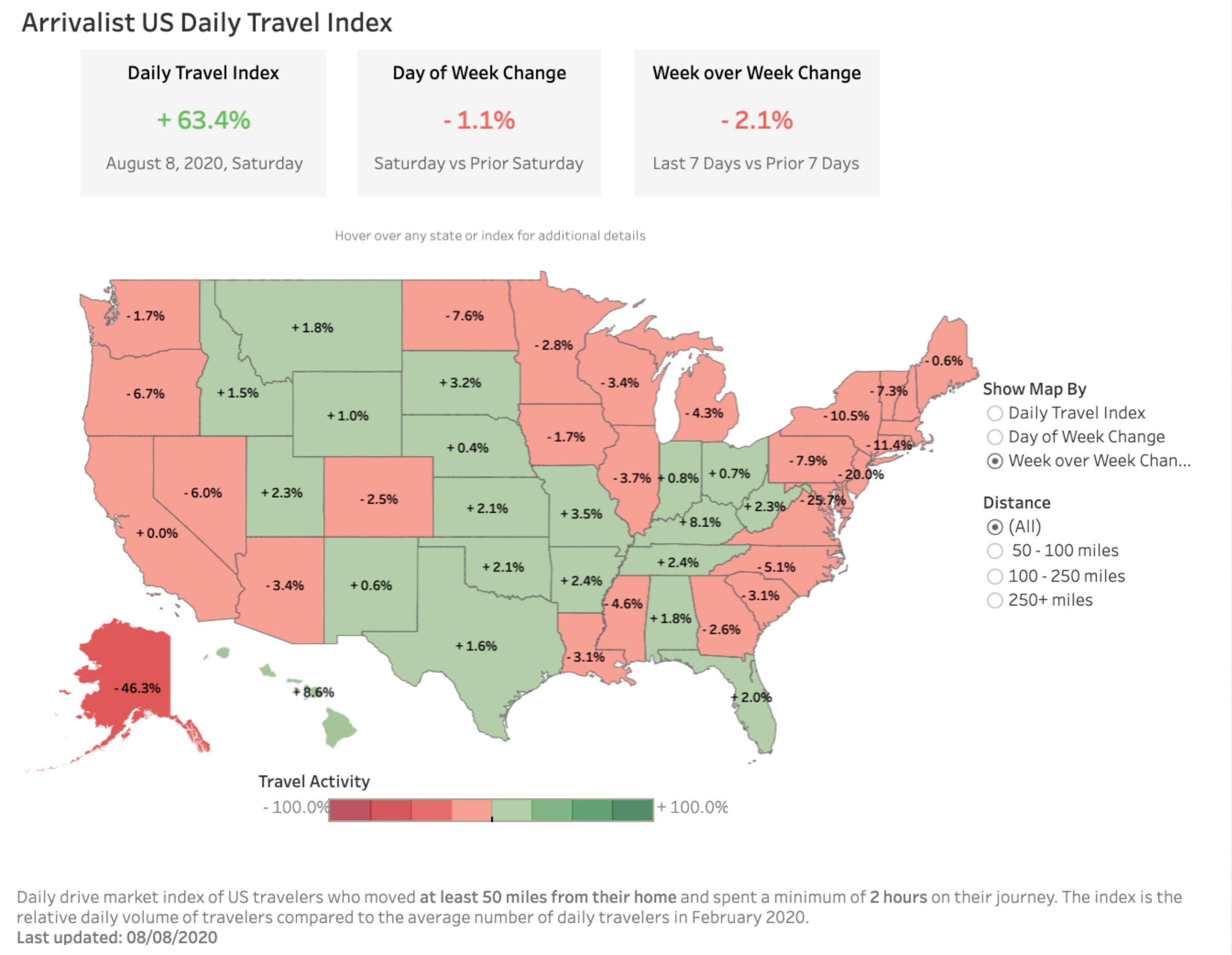


Tennessee Travel Spending																				
Week Ending	29-Mar	4-Apr	11-Apr	18-Apr	25-Apr	2-May	9-May	16-May	23-May	30-May	6-Jun	13-Jun	20-Jun	27-Jun	4-Jul	11-Jul	18-Jul	25-Jul	1-Aug	
Spending (\$ Millions)	76	66	57	56	51	57	68	73	130	185	216	234	247	270	303	263	261	263	272	
Pecent Change over 2019	-83%	-85%	-87%	-87%	-89%	-87%	-85%	-84%	-71%	-58%	-54%	-50%	-47%	-42%	-35%	-43%	-44%	-43%	-40%	

IN-STATE ARRIVALS INCREASED 2.4% OVER THE PREVIOUS WEEK (8/2-8/8)



Tennessee

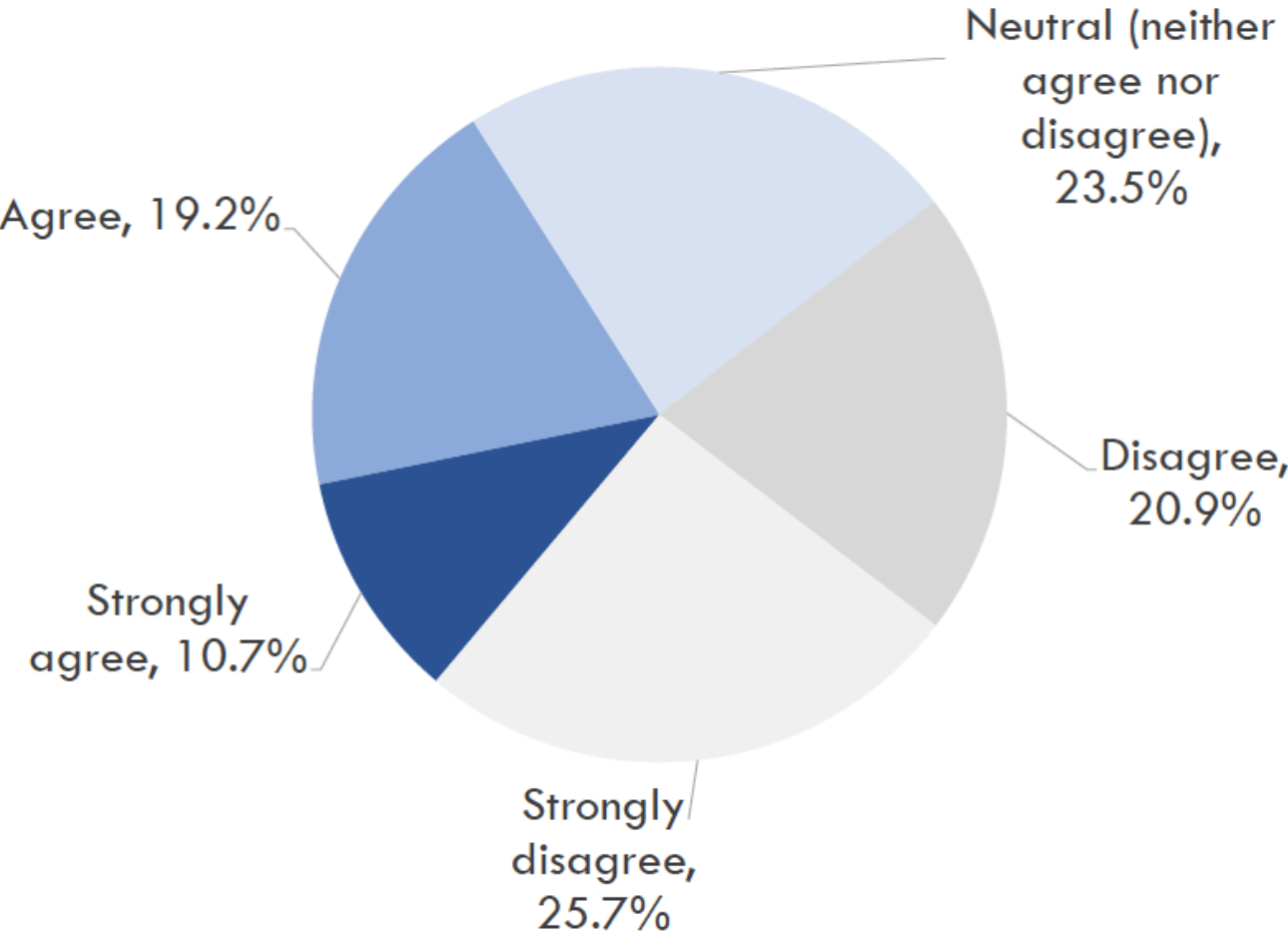


U.S.

AMERICAN TRAVELERS LOOK TO FEEL THE END OF THE PANDEMIC IS NOT YET IN SIGHT AND THEIR HEALTH AND FINANCIAL SAFETY CONCERNS REMAIN HIGH.

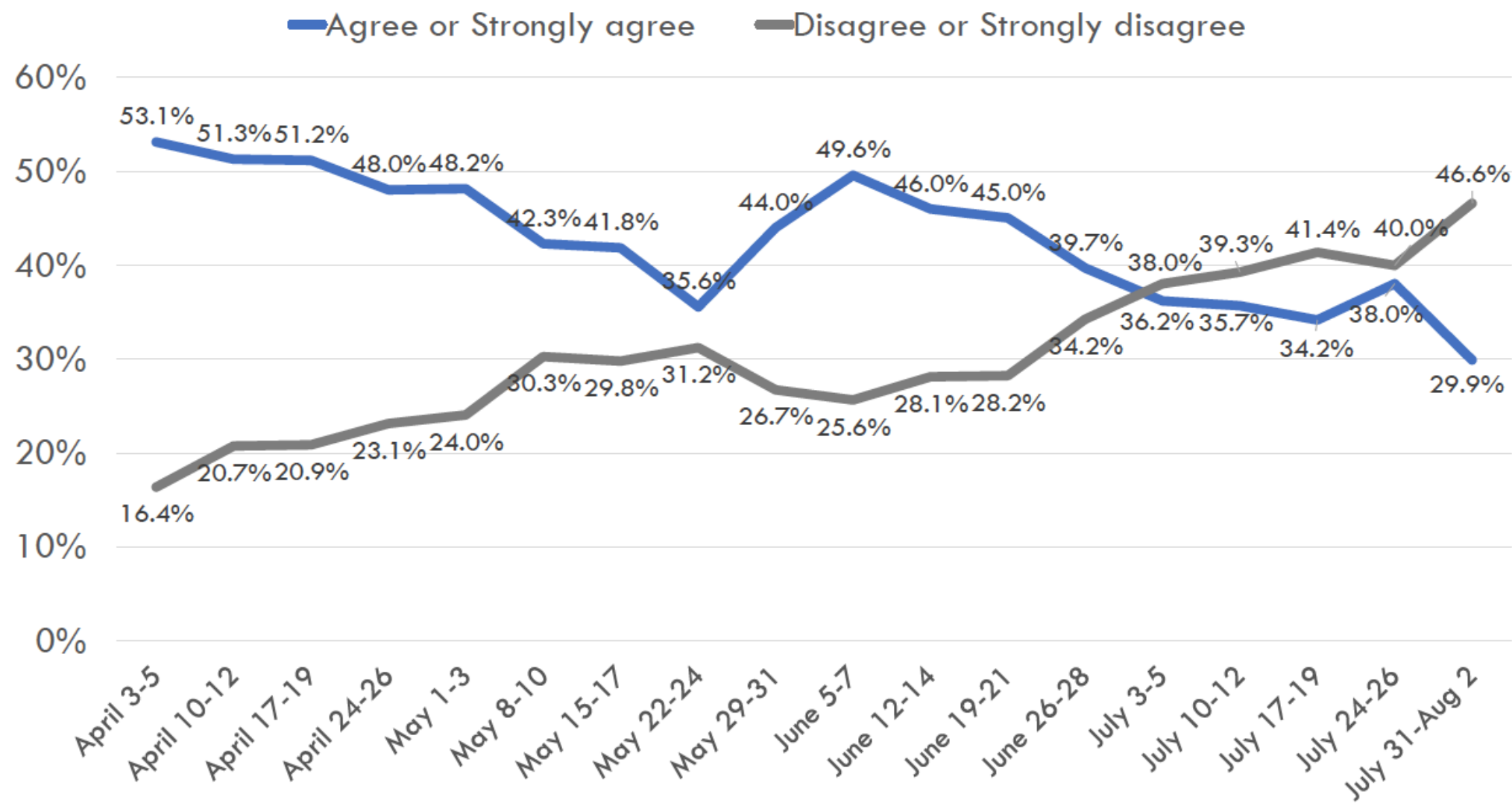
Expectations for Traveling in the Fall

How much do you agree with the following statement?
Statement: I expect that I will be traveling in the Fall of 2020.

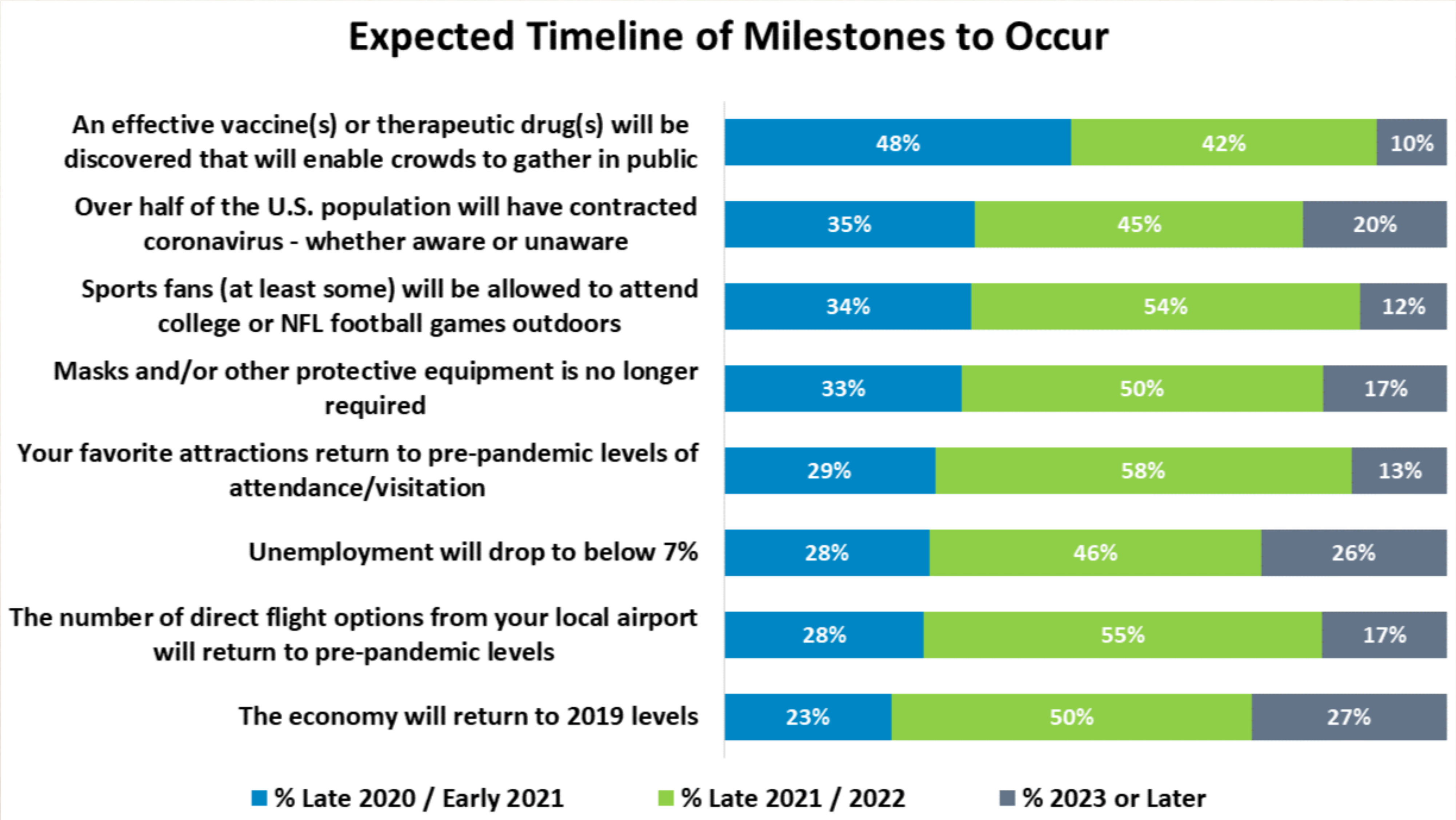


(Base: All respondents, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206 and 1,224 completed surveys. Data collected April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24, 29-31, June 5-7, 12-14, 19-21, 26-28, July 3-5, 10-12, 17-19, 24-26 and 31-August 2, 2020)

Historical data



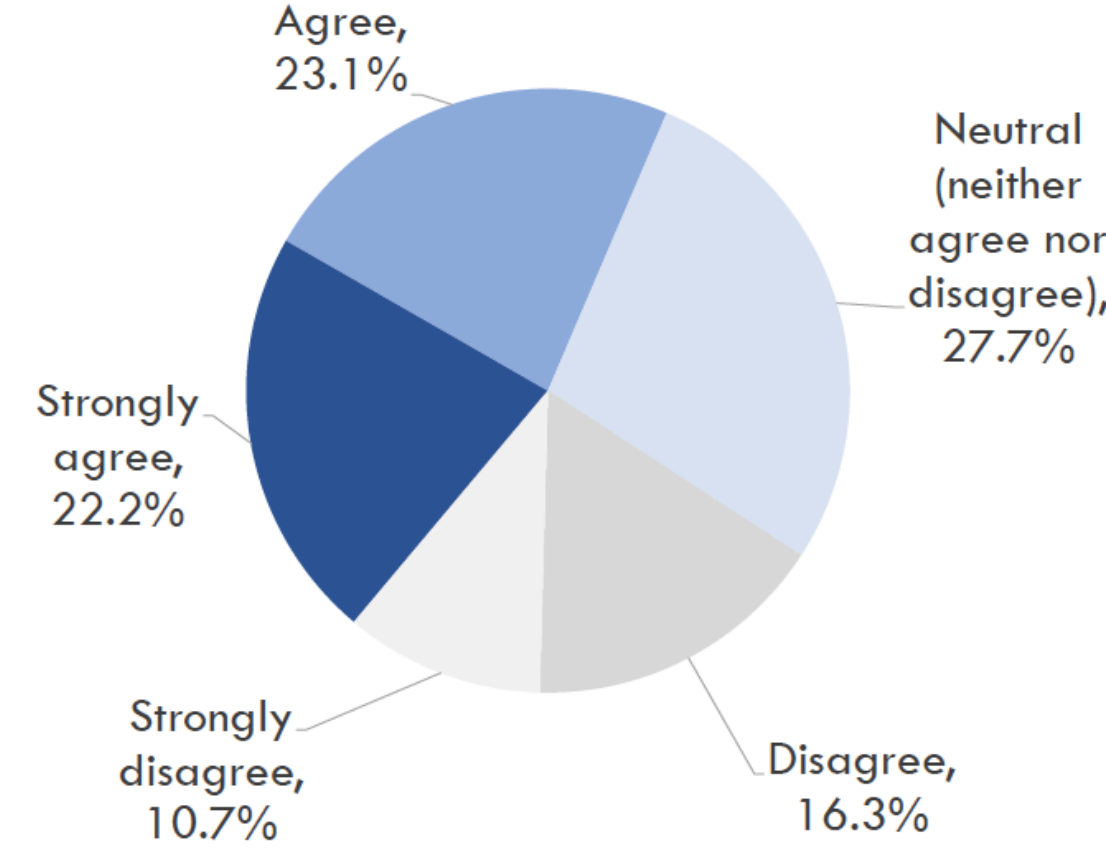
MOST AMERICANS ARE NOT HOPEFUL TO SEE REAL ECONOMIC RECOVERY UNTIL
2022 AT THE EARLIEST.



MORE AMERICANS SAY THEY WILL NOT TRAVEL UNTIL THERE IS A VACCINE.
THE NEED FOR A VACCINE AS A TRAVEL STIMULATE GROWS MORE LIKELY.

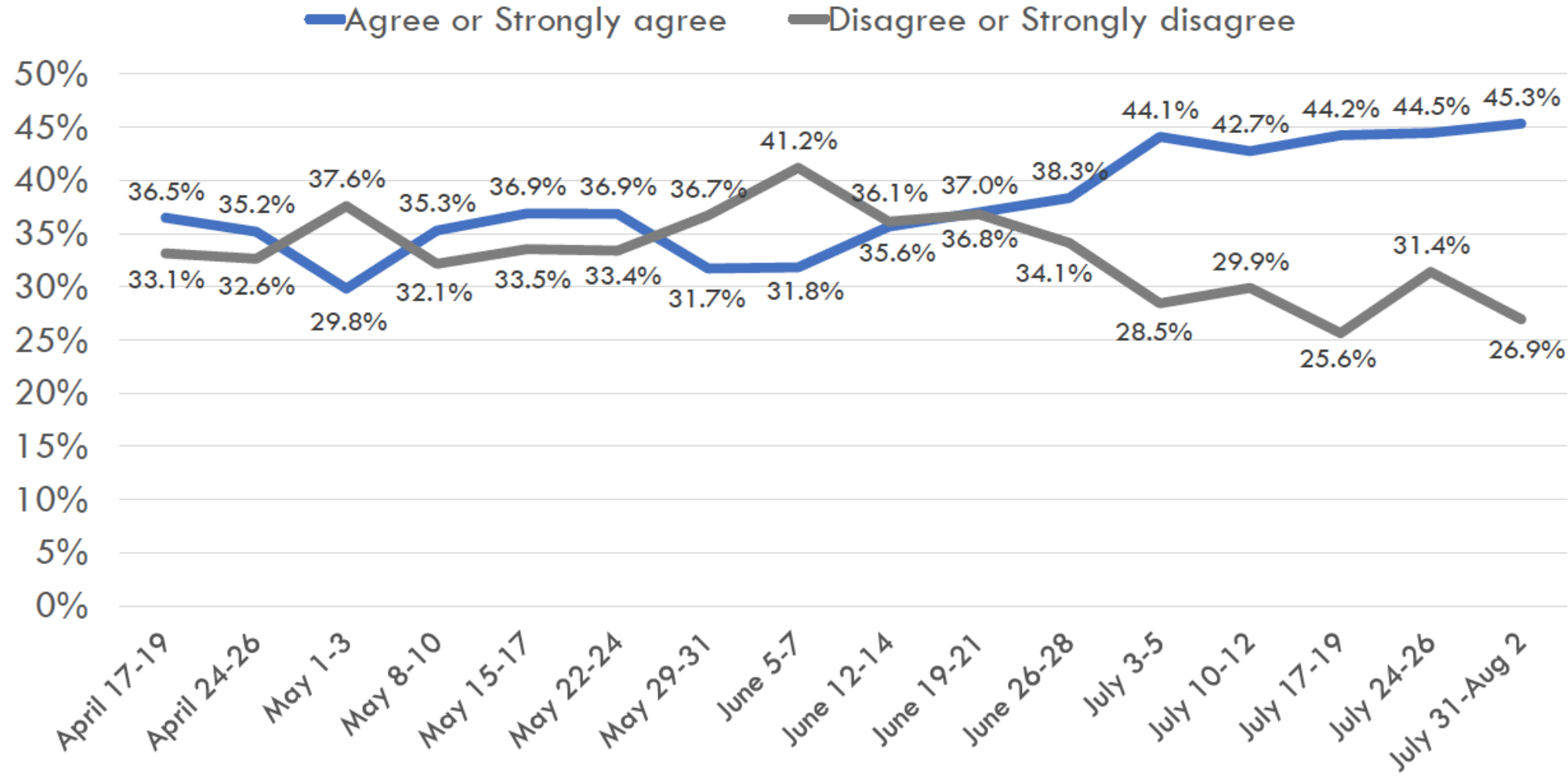
Won't Travel Without Vaccine

How much do you agree with the following statement?
Statement: I'm not traveling until there is a vaccine.



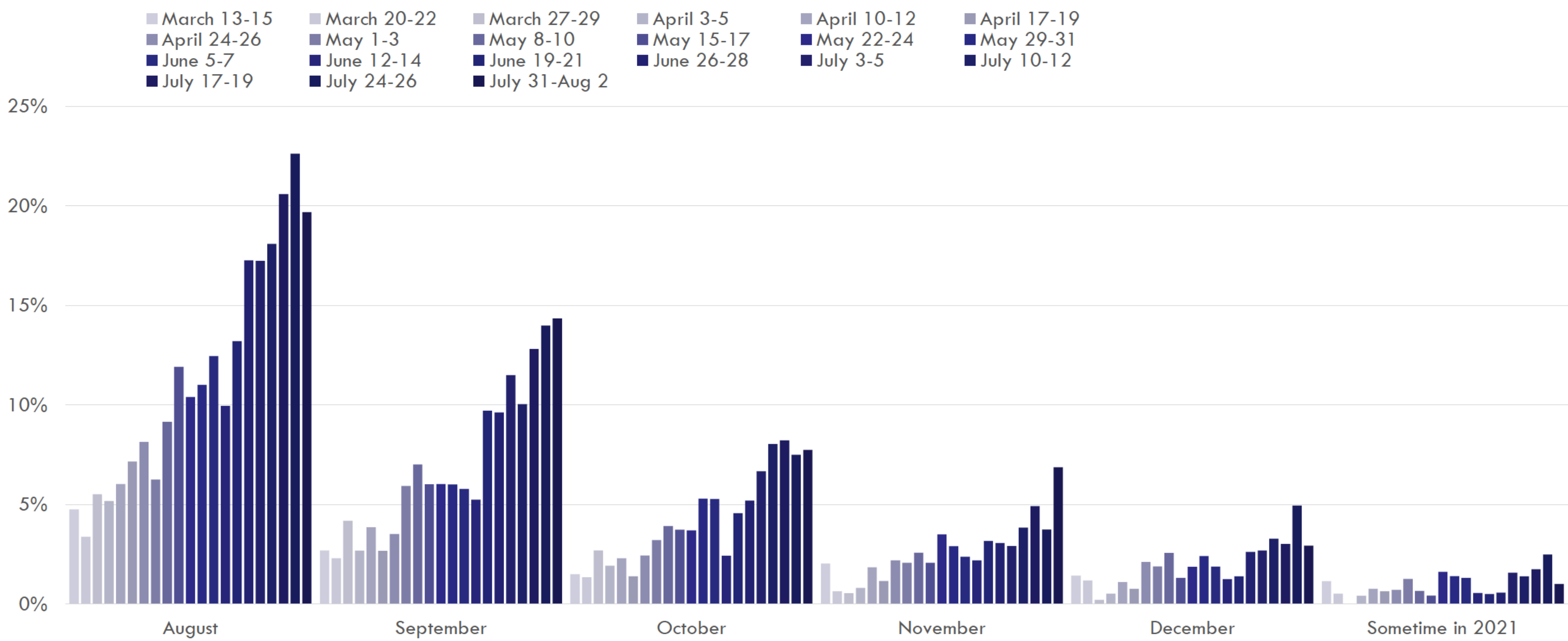
(Base: All respondents, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206 and 1,224 completed surveys. Data collected April 17-19 ,24-26, May 1-3, 8-10, 15-17, 22-24, 29-31, June 5-7, 12-14, 19-21, 26-28 , July 3-5, 10-12, 17-19, 24-26 and 31-August 2, 2020)

Historical data



THE PANDEMIC CONTINUES TO HAVE AN IMPACT ON TRAVEL PLANS, PRIMARILY WITH TRIP CANCELLATIONS IN THE NEAR-TERM MONTHS

Month of Trip Cancellation



(Base: Cancelling trips, 292, 477, 506, 580, 623, 643, 582, 640, 605, 582, 554, 651, 616, 645, 640, 665, 728, 675, 672 and 664 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24, 29-31, June 7-9, 12-14, 19-21, 26-28, July 3-5, 10-12, 17-19, 24-26 and July 31-August 2, 2020)

AMERICANS ARE MORE POLARIZED IN THEIR TRAVEL READINESS STATE OF MIND AND OVER HALF NEED MORE TIME TO BE READY TO TRAVEL.



THOSE WHO DO NOT HAVE TRIP PLANS THIS YEAR ARE LESS LIKELY TO BE TRAVELERS THAT TYPICALLY VISITED NATIONAL PARKS AND OTHER TYPES OF PUBLIC LANDS PRIOR TO THE PANDEMIC.

THOSE WHO DON'T HAVE PLANS TO TRAVEL THIS YEAR

- Express higher levels of concern about the virus
- Maintaining their safety has had a greater impact on their travel plans and their desire to travel, with trips postponed to mid 2021
- Likely to not travel until there is a vaccine

THOSE WHO DON'T HAVE PLANS TO TRAVEL THIS YEAR

- In addition to feeling strongly that people should wear masks in public, they would be happy if a destination required masks and issued tickets to those who don't wear masks
- Don't want travelers visiting their community right now

THOSE WHO DON'T HAVE PLANS TO TRAVEL THIS YEAR

- Travel somewhat less than those who have trip plans this year—an average of 4 leisure trips per year compared to 5, but are just as likely to be affluent. Skew female
- Less likely to be travelers that typically visited National Parks and other types of public lands prior to the pandemic, which may also impact their decision not to travel right now

THOSE WHO HAVE TRAVEL PLANS THIS YEAR STILL HAVE CORONAVIRUS-RELATED SAFETY CONCERNS AND PLAN TO TAKE MORE ROAD TRIPS AND REGIONAL TRIPS.

THOSE WHO HAVE PLANS TO TRAVEL THIS YEAR

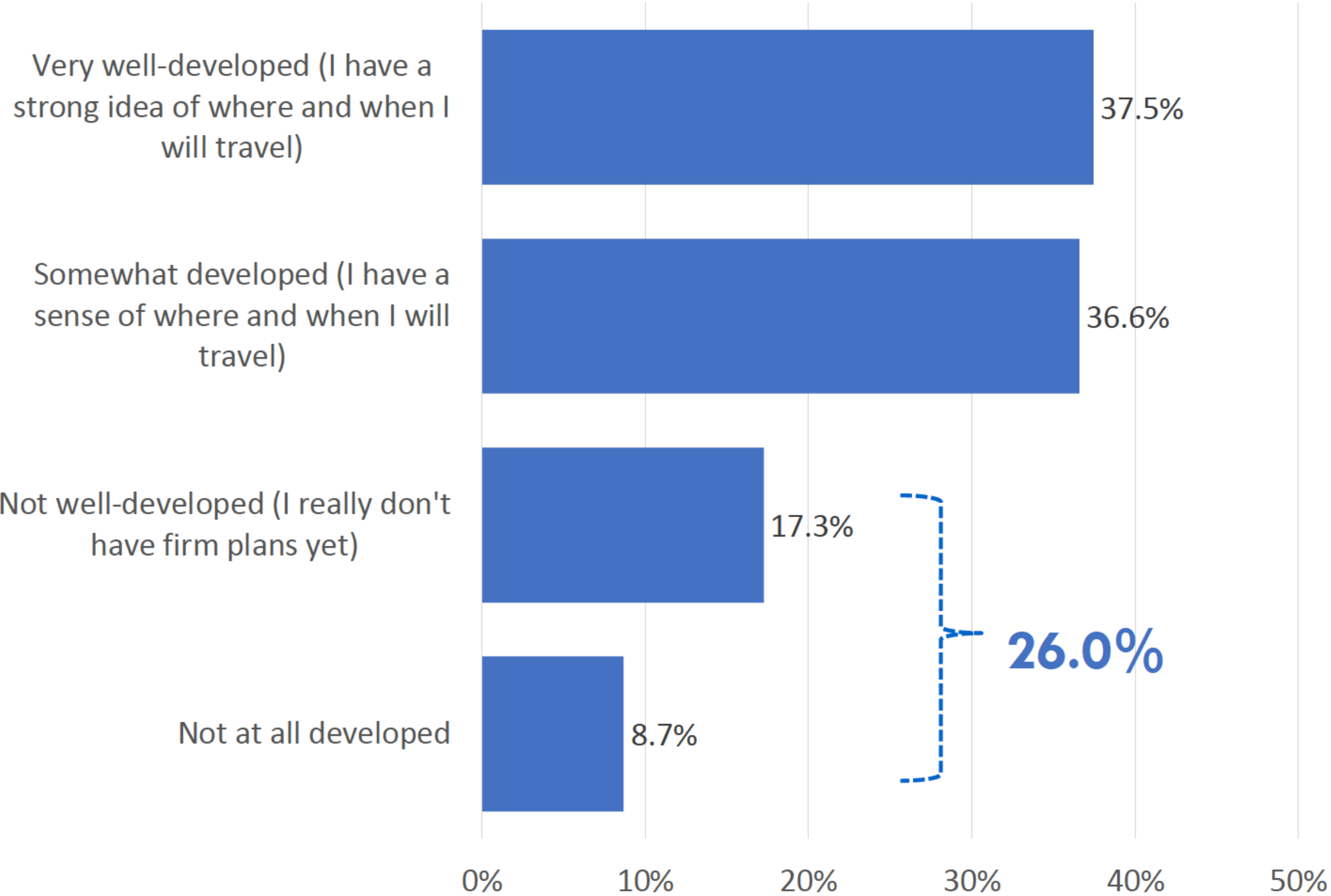
- **More optimistic about the pandemic improving**
- **Are satisfied with the behavior observed in their own communities during the pandemic**
- **Intend to take more road trips and regional trips in response to the pandemic**
- **Higher levels of excitement for near-term getaways and inspiration, and discounts can be motivational**
- **Coronavirus-related safety concerns are still important in selecting the destinations they will visit on their next trip**

PLANS FOR THOSE TRAVELING IN 2020 ARE LARGELY WELL-FORMED, WITH BEACHES, NATIONAL PARKS AND OTHER RURAL AREAS MOST CITED AS THE DESTINATIONS.

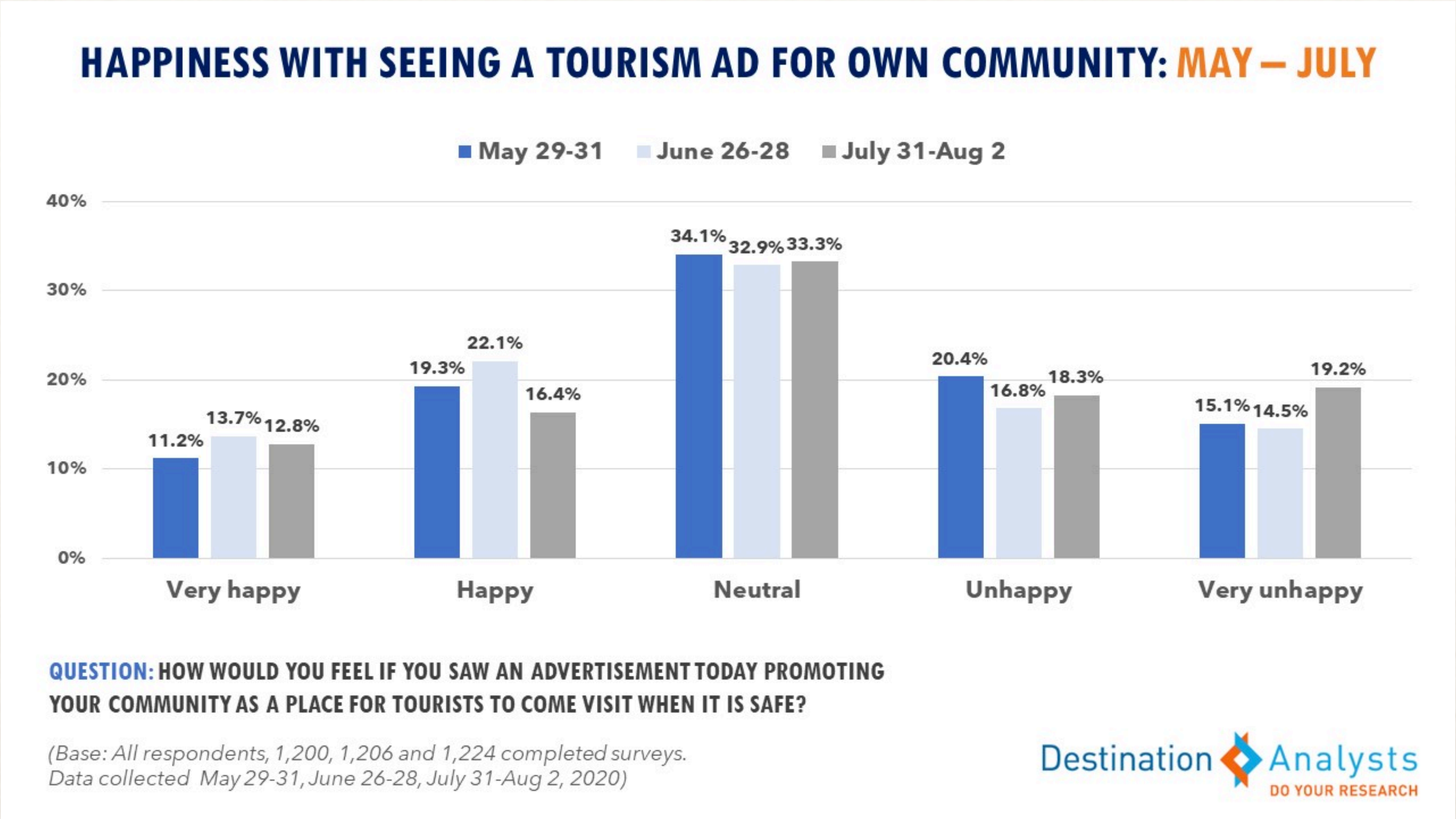
How Well-Developed is the Trip Idea

Question: Right now, which best describes **HOW WELL-DEVELOPED** the idea of this next leisure trip is in your mind?

(Base: Wave 21 data. All respondents planning a trip in 2020, 598 completed surveys. Data collected July 31-August 2, 2020)



THE PERCENTAGE OF AMERICAN TRAVELERS THAT SAY THEY WOULD BE HAPPY TO SEE AN AD PROMOTING THEIR COMMUNITY FOR TOURISM RECEDED TO 35.8% AT THE END OF JUNE.



KEY TAKEAWAYS

1

American travelers look to feel the end of the pandemic is not yet in sight and their health and financial safety concerns remain high.

2

The pandemic continues to have an impact on travel plans, primarily with trip cancellations in the near-term months. Each full month of the pandemic so far has seen around 30% of Americans report trip cancellations.

3

Over half of American travelers do not currently have trip plans for the remainder of 2020, and are showing that it will be difficult to motivate them without much greater progress made with safety.

4

The proportion of American travelers that say they would be happy to see an ad promoting their community for tourism when it is safe receded at the end of June.