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TENNESSEE®



TENNESSEE COVID-19 RESEARCH & INSIGHTS

10.12.2020



TRAVEL RESEARCH PARTNERS

IMPACT & FORECASTING



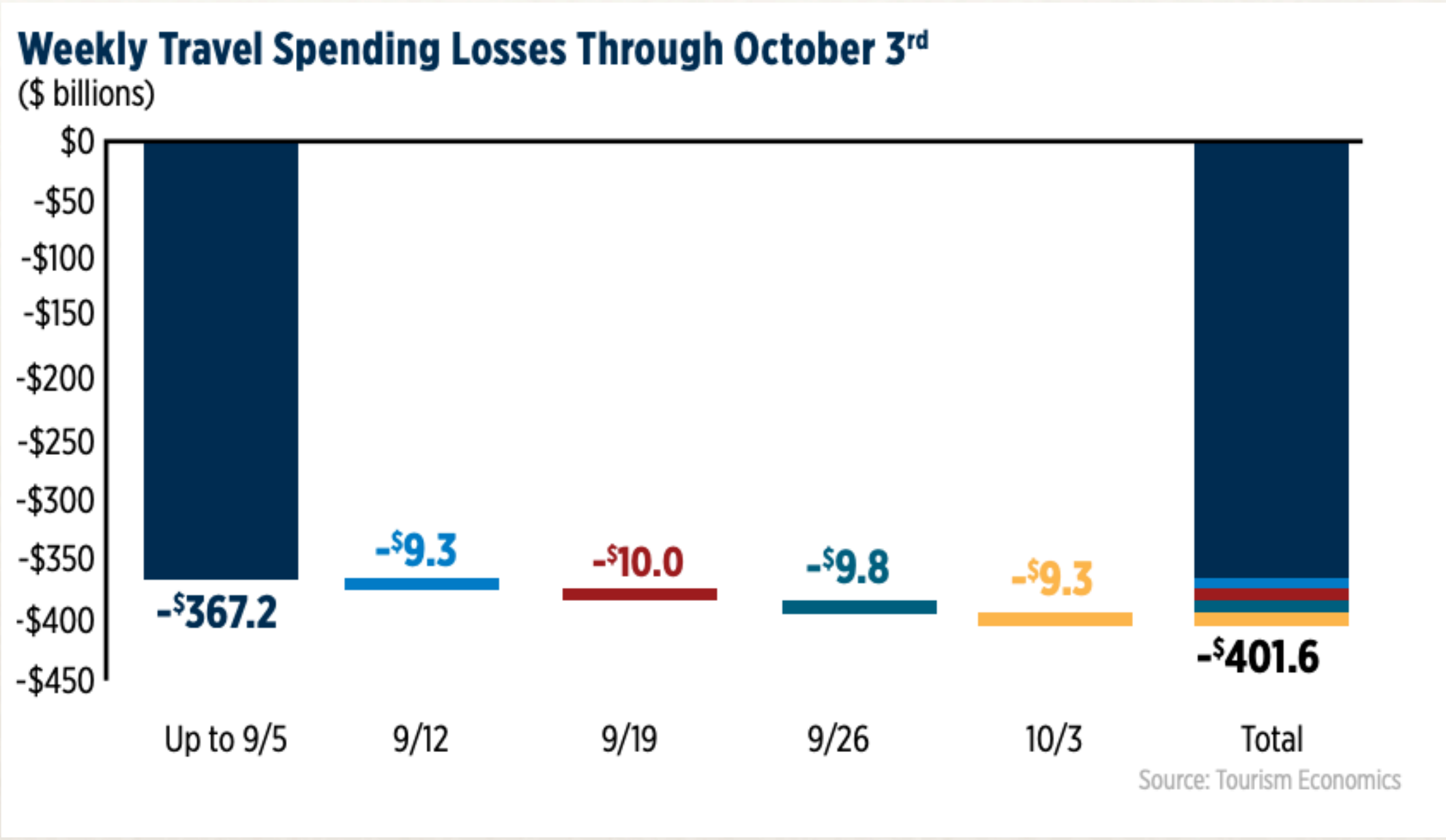
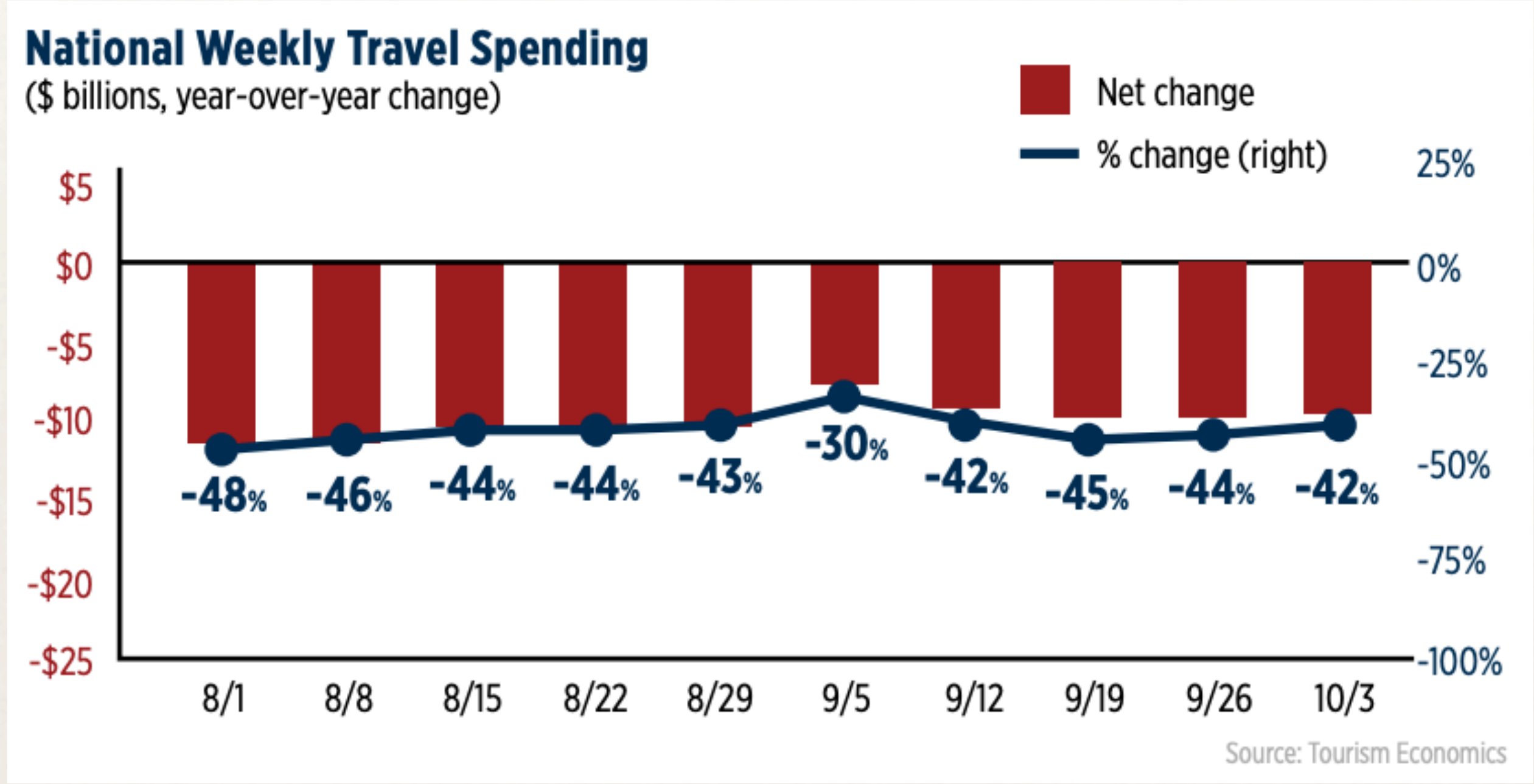
SENTIMENT



CONSUMER BEHAVIOR

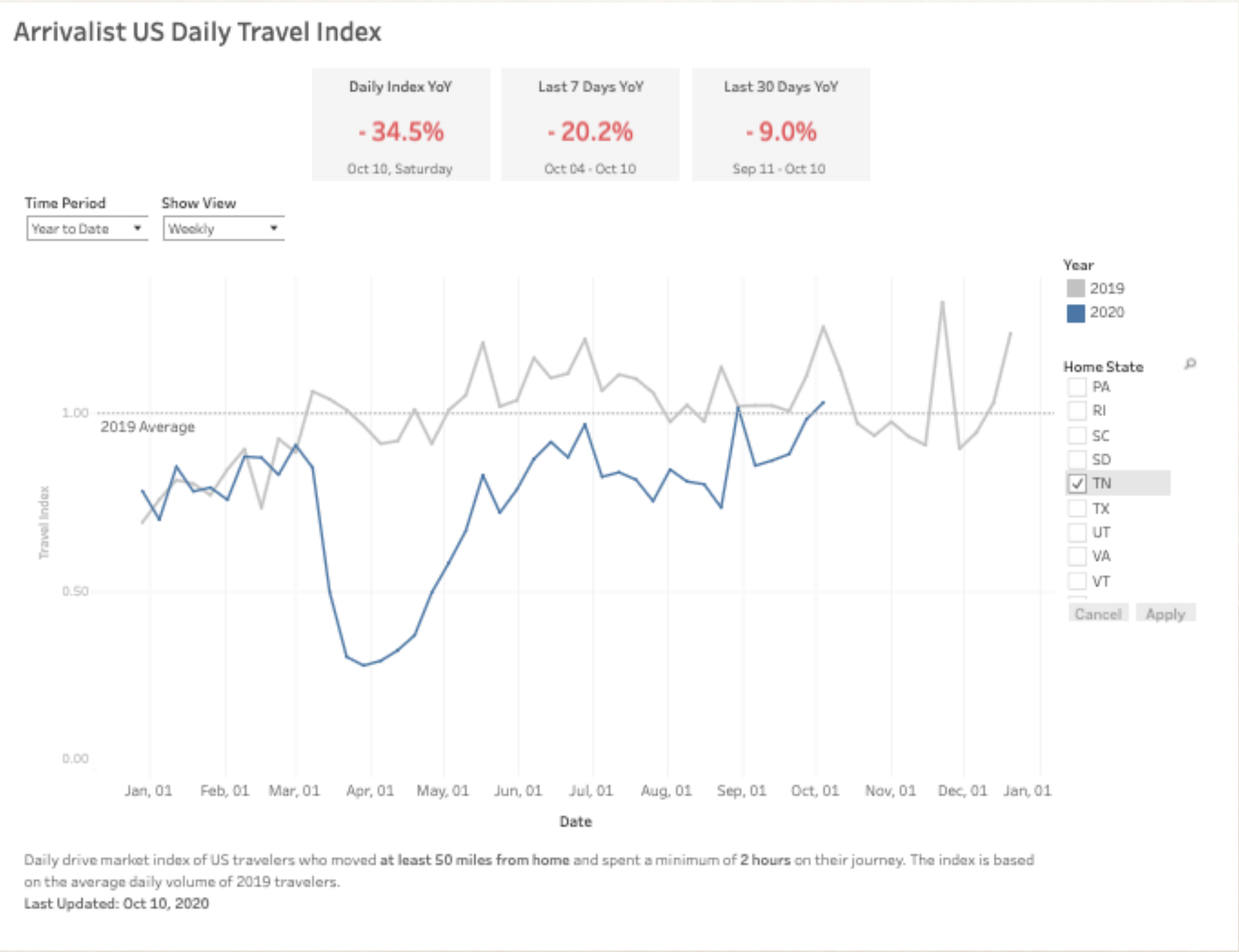


WEEKLY TRAVEL SPENDING - U.S. & TENNESSEE

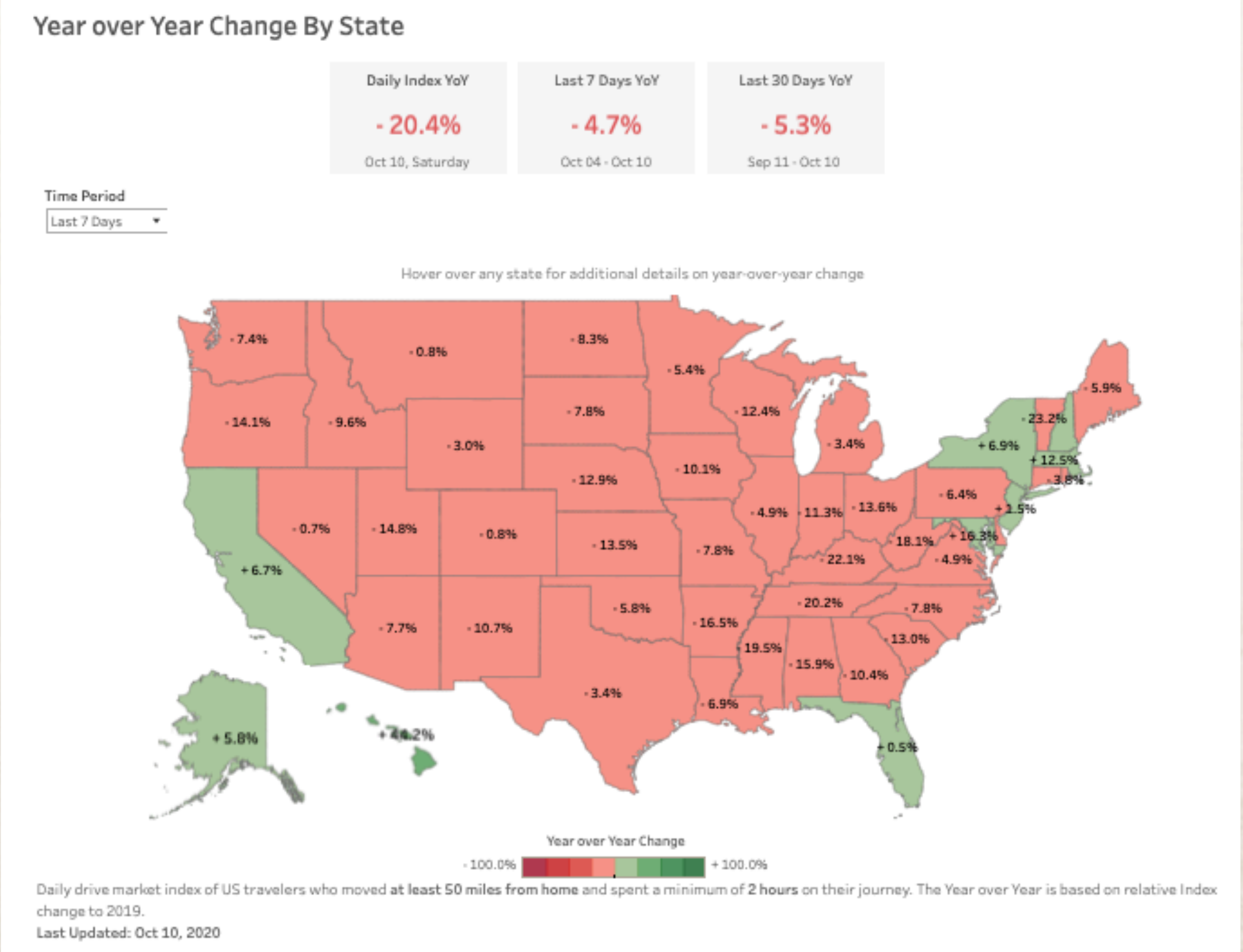


Tennessee Travel Spending																				
Week Ending	23-May	30-May	6-Jun	13-Jun	20-Jun	27-Jun	4-Jul	11-Jul	18-Jul	25-Jul	1-Aug	8-Aug	15-Aug	22-Aug	29-Aug	5-Sep	12-Sep	19-Sep	26-Sep	3-Oct
Spending (\$ Millions)	130	185	216	234	247	270	303	263	261	263	272	279	279	292	257	309	267	277	266	279
Pecent Change over 2019	-71%	-58%	-54%	-50%	-47%	-42%	-35%	-43%	-44%	-43%	-40%	-38%	-38%	-36%	-43%	-29%	-39%	-37%	-39%	-36%

TENNESSEE HOME STATE WEEKLY TRAVEL INDEX DOWN -20.2% OVER THE PREVIOUS WEEK (10/4-10/10)



Tennessee

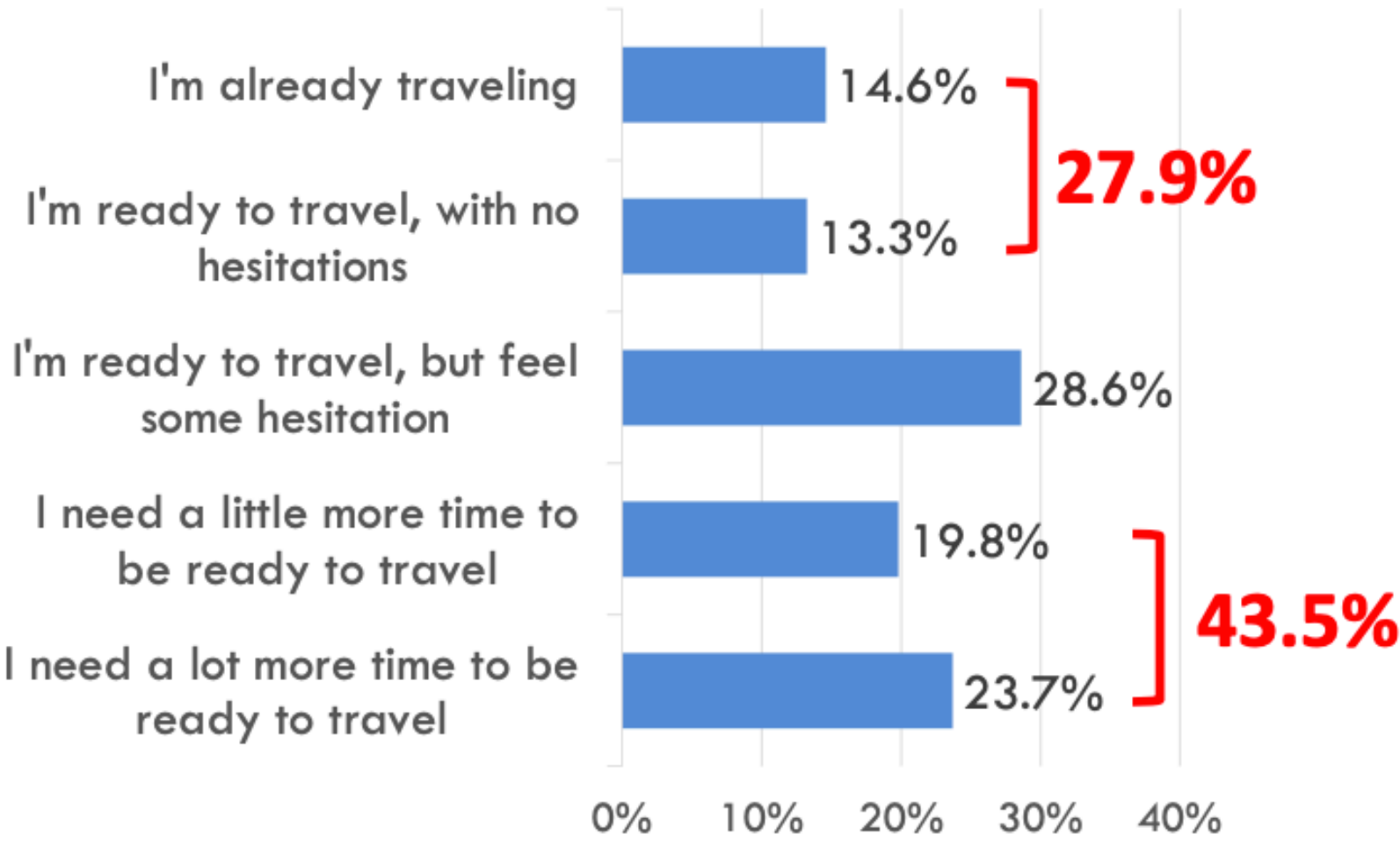


U.S.

AMERICANS' PERCEPTIONS OF TRAVEL'S SAFETY, THEIR CONFIDENCE IN TRAVELING SAFELY AND THEIR READINESS TO TRAVEL CONTINUE TO IMPROVE.

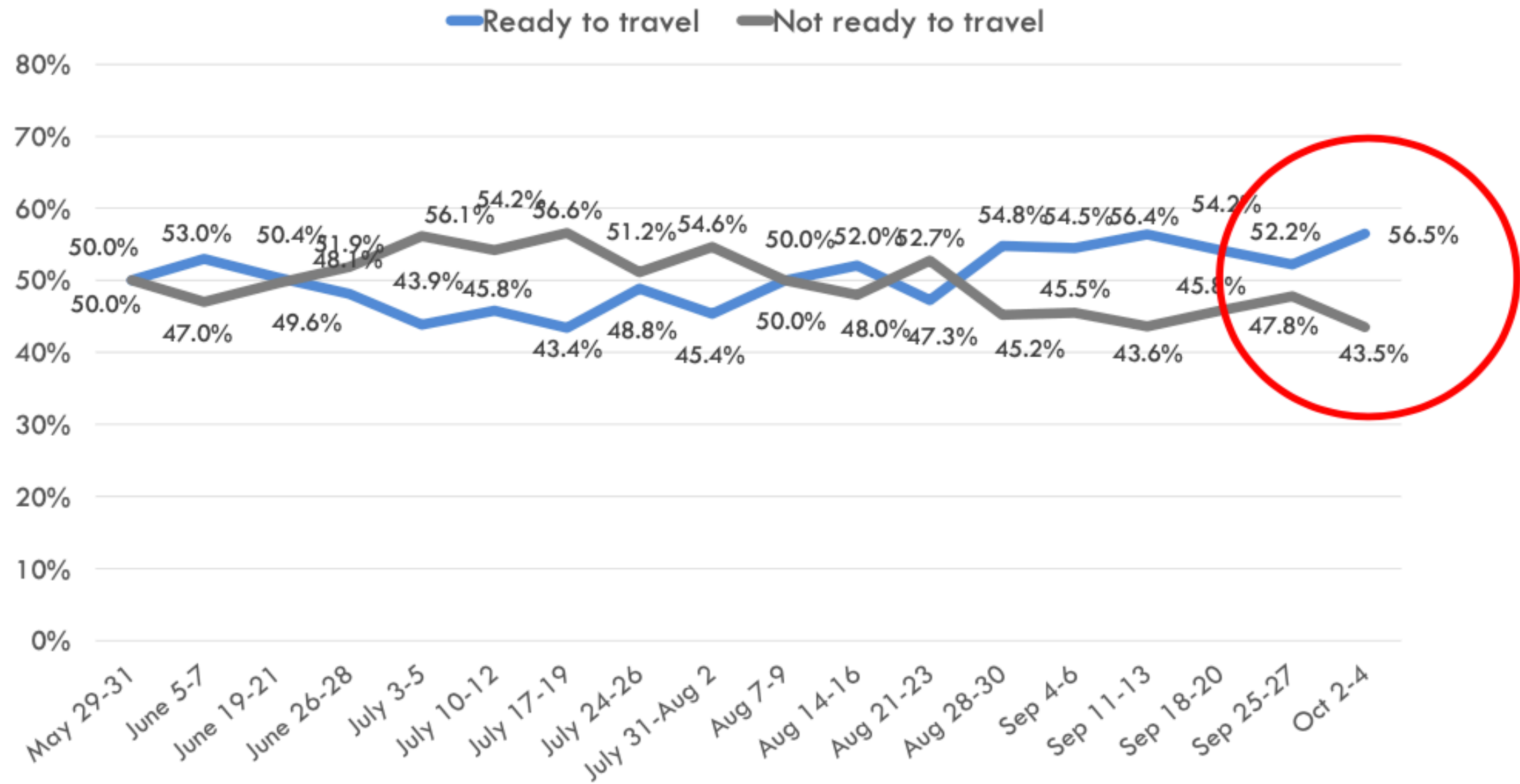
TRAVEL STATE-OF-MIND

Question: When it comes to getting back out and traveling again, which best describes your current state of mind? (Select one)



(Base: Waves 12-13 and 15-30. All respondents, 1,257, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205 and 1,203 completed surveys.)

Historical data

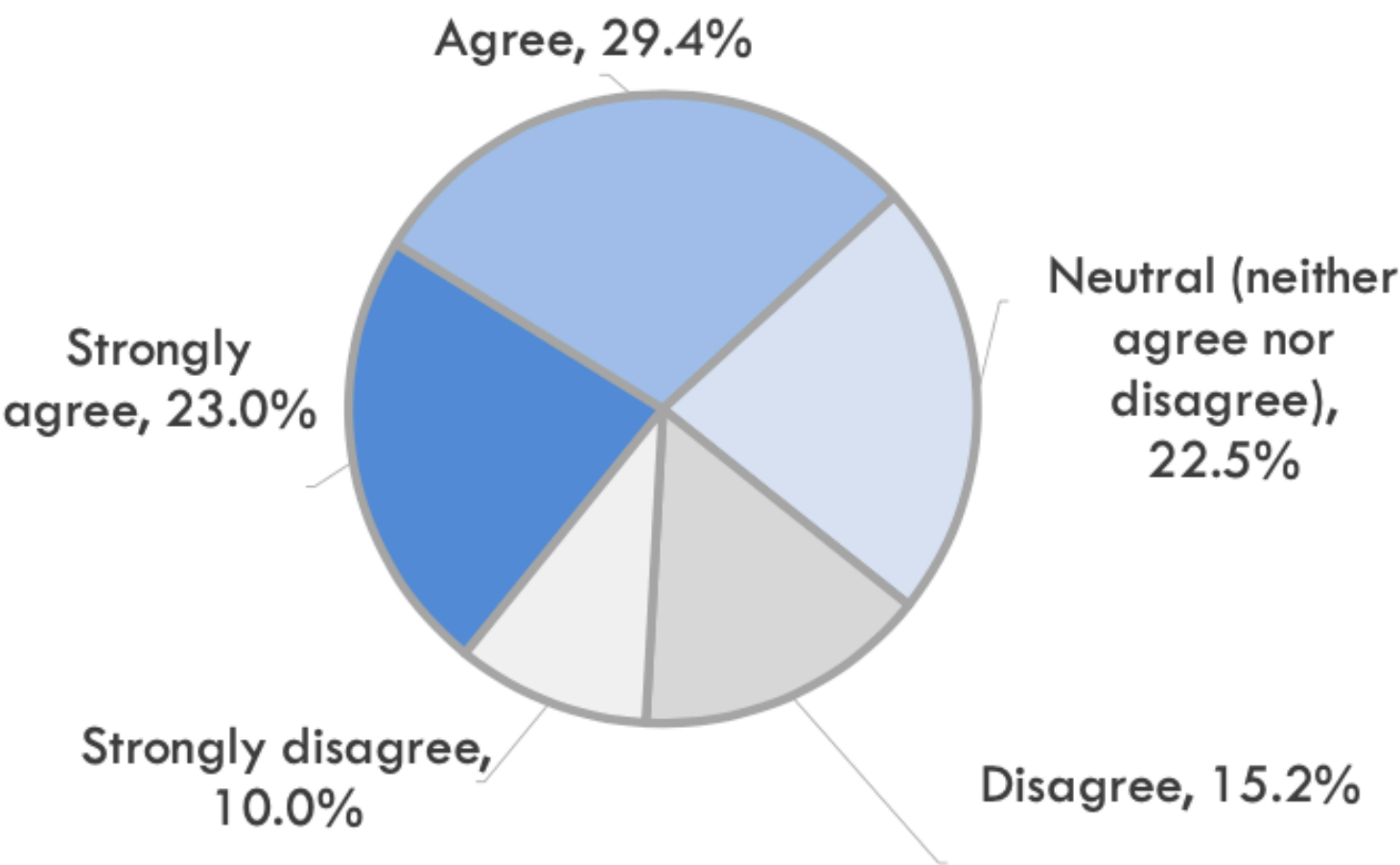


OVER HALF OF RESPONDENTS AGREE OR STRONGLY AGREE THAT TRAVEL SHOULD BE LIMITED TO ESSENTIAL NEEDS ONLY.

TRAVEL AS AN ESSENTIAL NEED ONLY

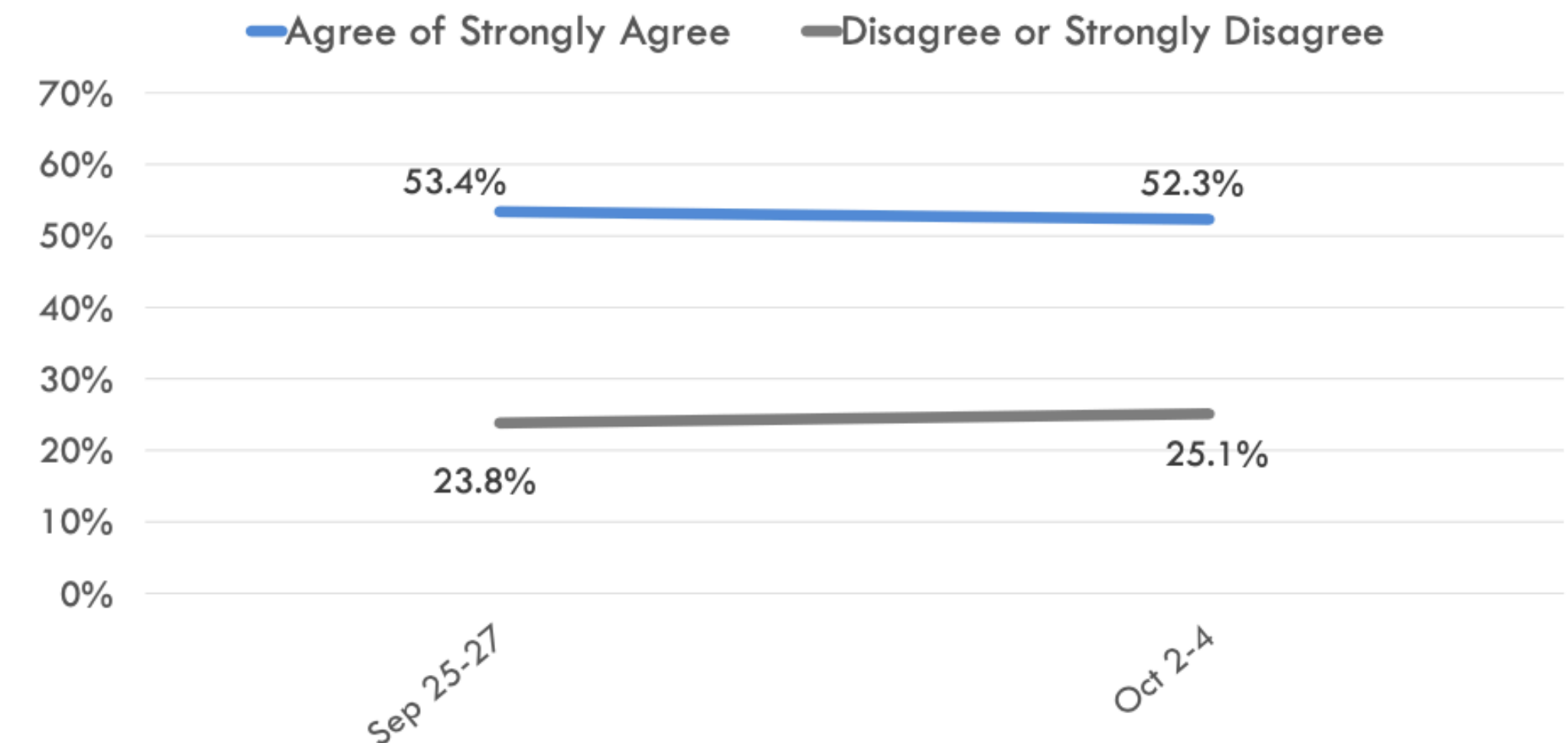
How much do you agree with the following statement?

Statement: Due to the Coronavirus situation, I believe travel should be limited to essential needs only.



(Base: Waves 29 and 30 data. All respondents, 1,205 and 1,203 completed surveys.)

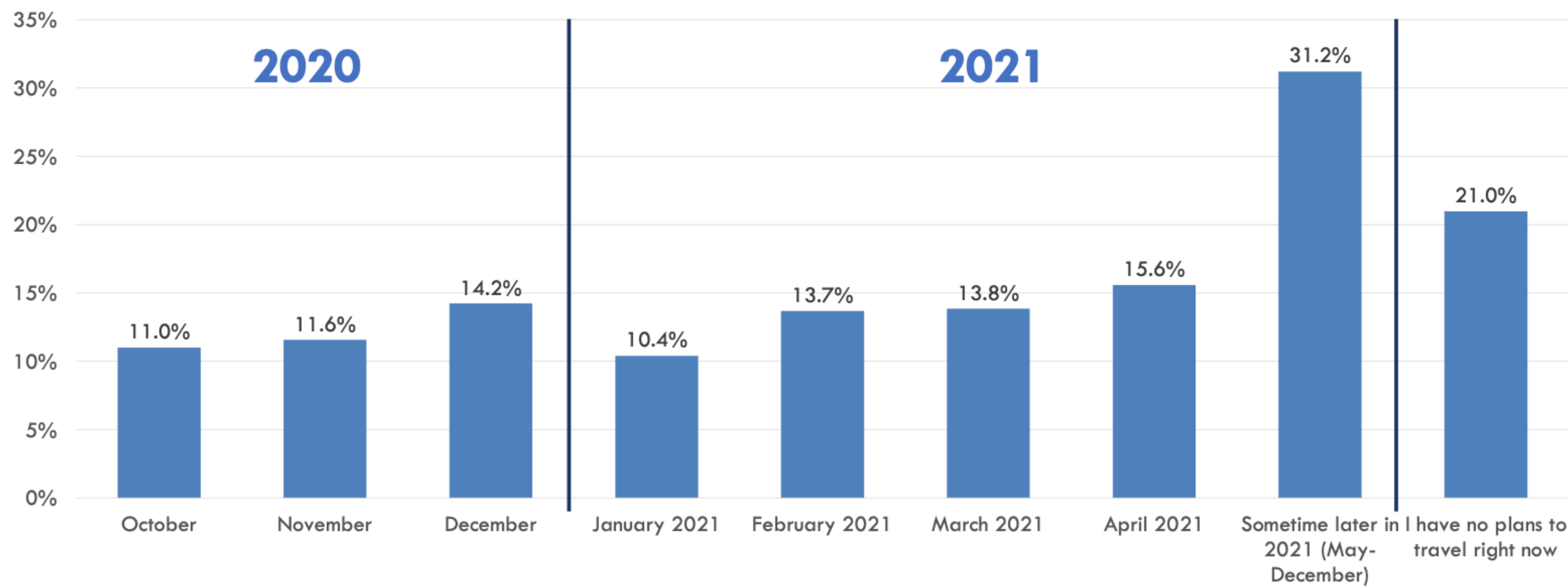
Historical data



NEARLY 80% HAVE AT LEAST TENTATIVE TRIP PLANS. PLANNING A VACATION AND HAVING A SCHEDULED VACATION BRINGS HAPPINESS TO MANY.

UPCOMING TRAVEL PLANS

Question: Even if only tentatively scheduled, in which months of this year do you currently plan to take any leisure trips?



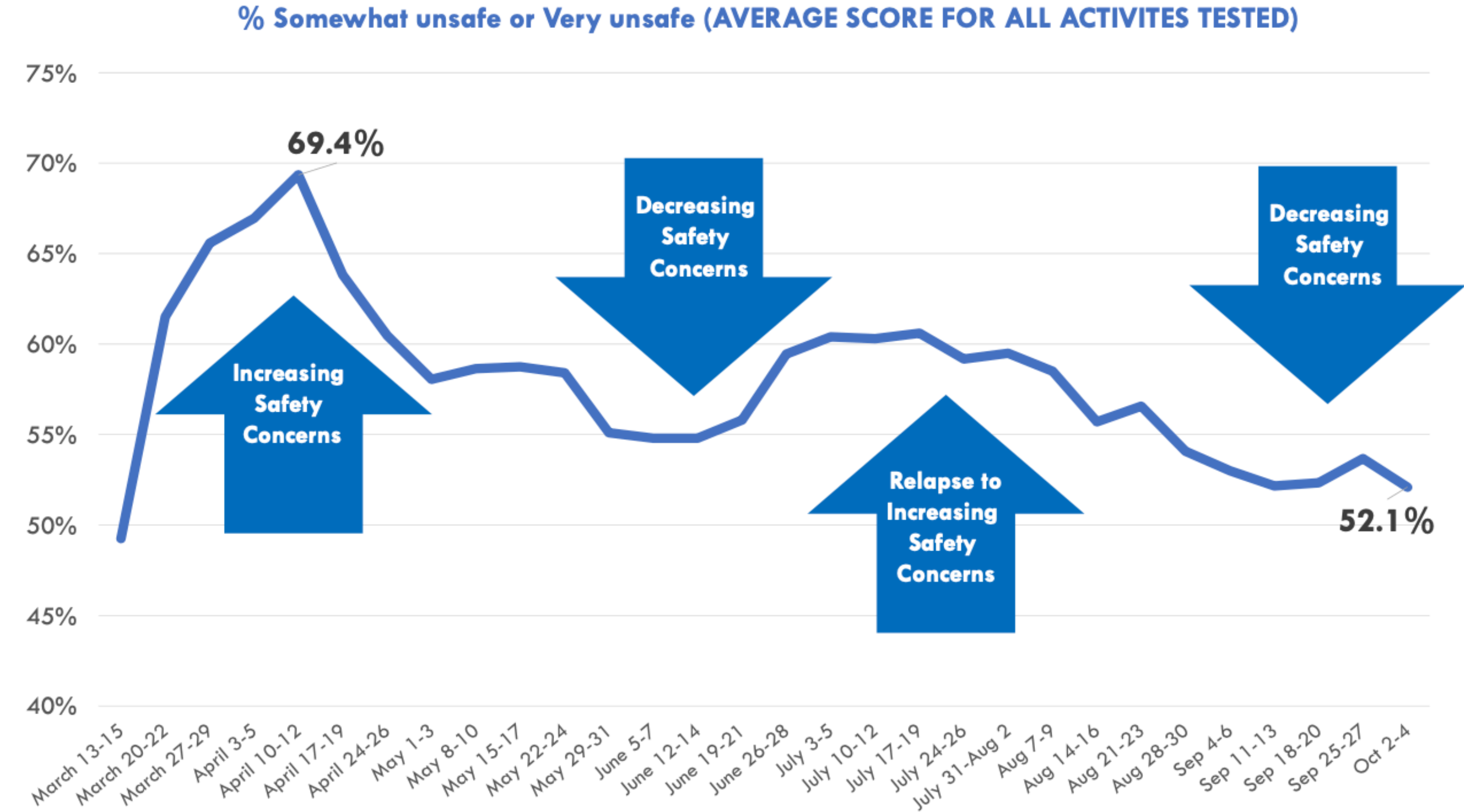
(Base: Wave 30 data. All respondents, 1,203 completed surveys. Data collected Oct 2-4, 2020)

SAFETY CONCERNS OF TRAVEL ACTIVITIES CONTINUES TO DECREASE.

PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-30 COMPARISON)

Question: At this moment, how safe would you feel doing each type of travel activity?

(Base: Waves 1-30. All respondents, 1,201, 1,200, 1,201, 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, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205 and 1,203 completed surveys.)

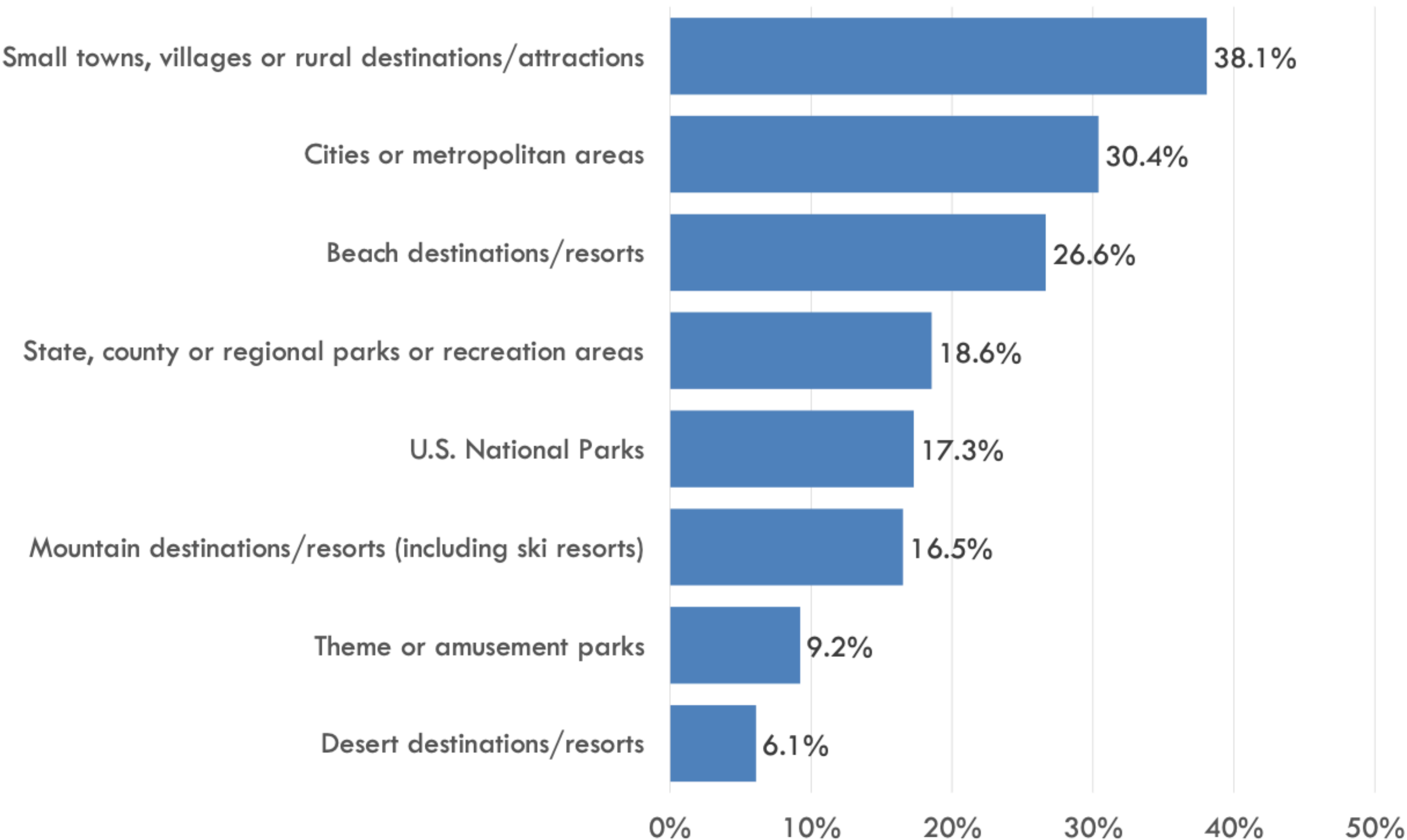


FALL TRAVELERS VISITED VARIOUS DESTINATIONS INCLUDING SMALL TOWNS AND CITIES.

DESTINATION TYPES ON FALL TRIPS: LAST WEEK

Question: Thinking about where you are currently considering/planning to visit, which types of destinations are you considering? (Select all that apply)

(Base: Wave 29 data. Fall traveling respondents, 745 completed surveys. Data collected Sep 25-27, 2020)



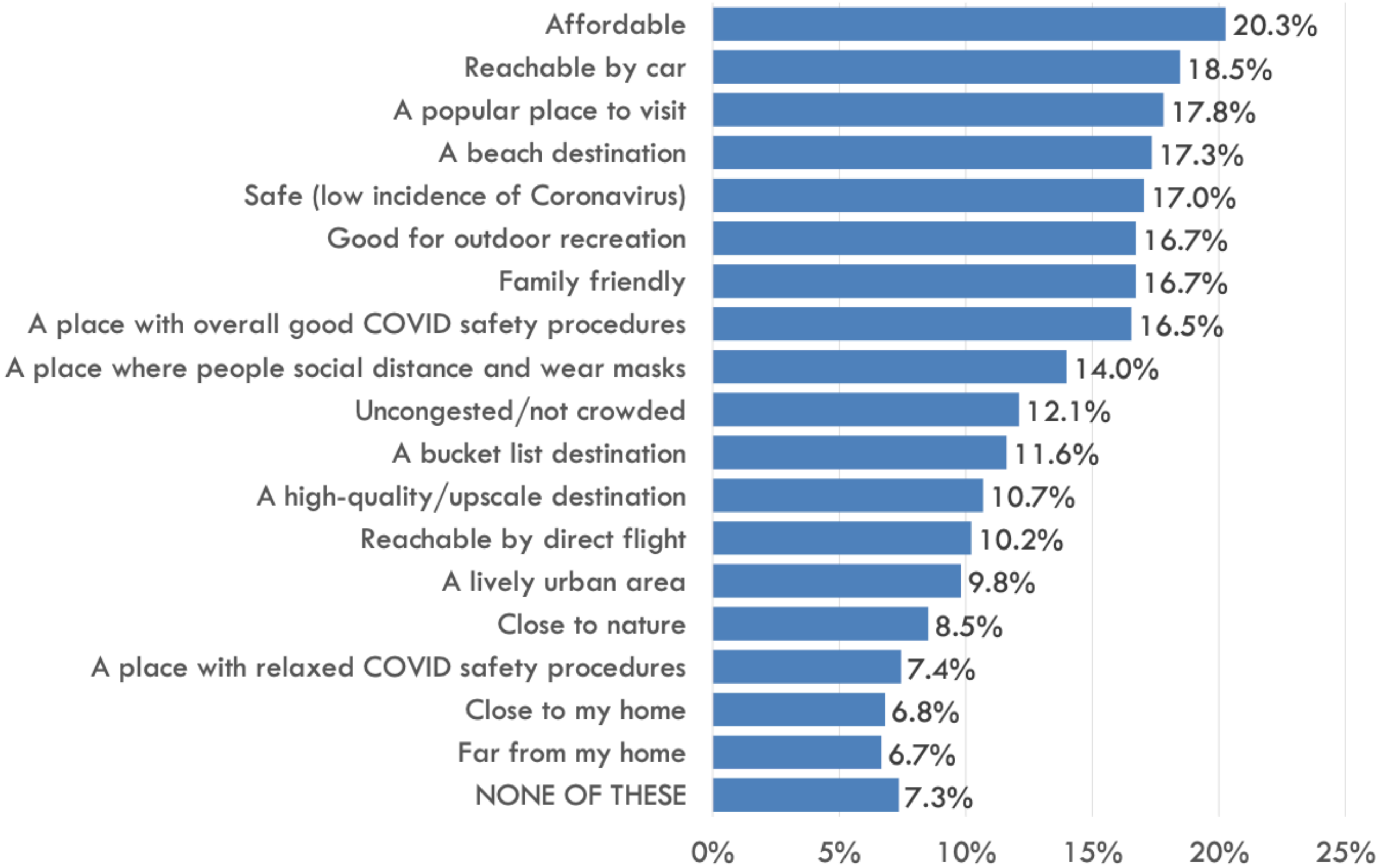
IN ADDITION TO AFFORDABILITY AND ACCESSIBILITY, FACTORS RELATED TO CORONAVIRUS SAFETY CONTINUE TO BE CRITICAL TO DESTINATION ASPIRATION AND SELECTION.

IMPORTANT FACTORS IN SELECTING MOST DESIRED DESTINATION

Question: Which of the following are IMPORTANT TO WHY YOU WANT TO VISIT this destination? (Select all that accurately fill in the blank)

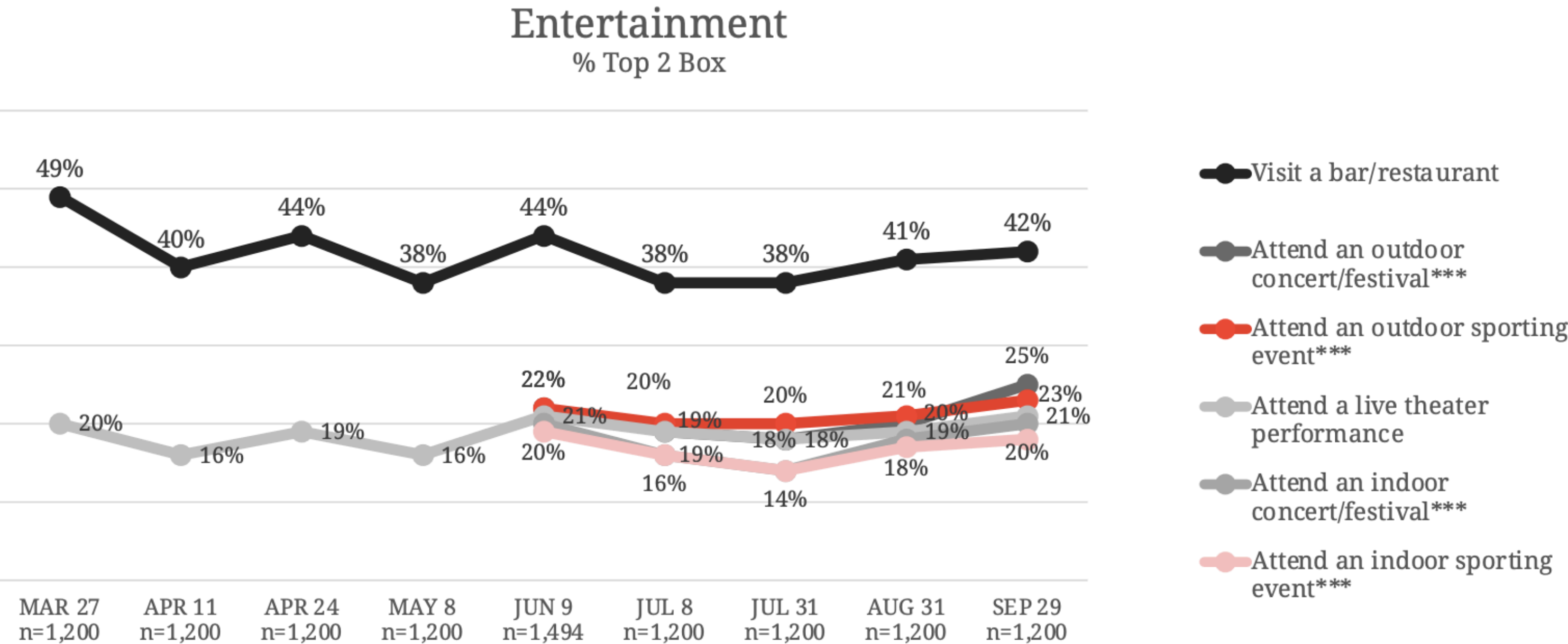
It's important to me that this destination is _____.

(Base: Wave 30 data. All respondents, 1,203 completed surveys. Data collected Oct 2-4, 2020)



THE LIKELIHOOD OF PARTICIPATING IN VARIOUS ENTERTAINMENT ACTIVITIES DURING THE NEXT SIX MONTHS, INCLUDING ATTENDING AN OUTDOOR CONCERT/FESTIVAL INCREASED.

Intent To Participate In Several Popular Travel Activities During Next Six Months Continues To Rise



***Added 6/9

Question / Using a scale of 1 (not at all likely) to 5 (extremely likely), based on how you feel today, how likely are you to engage in each of the following activities during the next 6 months?

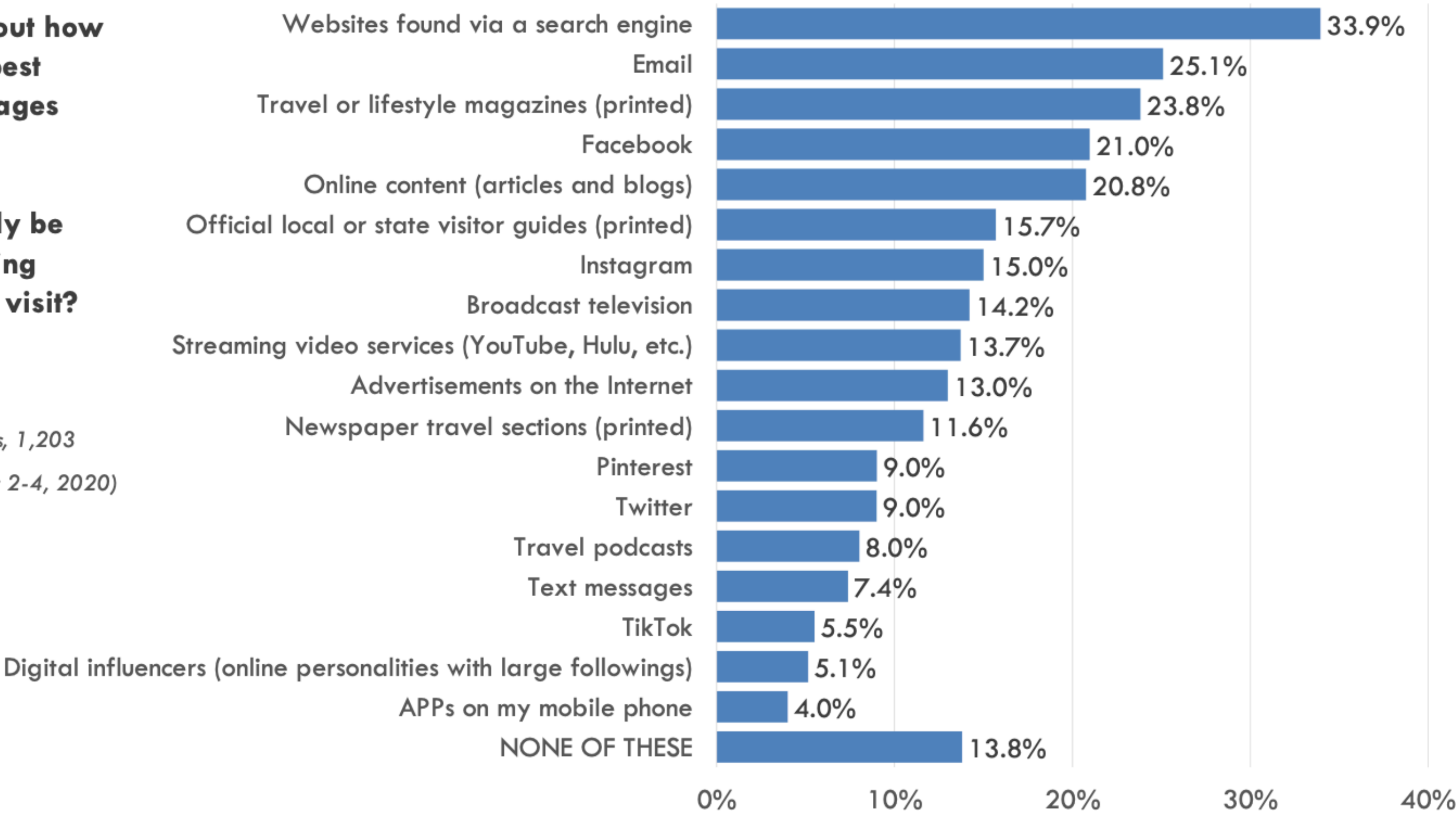
YOUNGER TRAVELERS CONTINUE TO BE MORE RECEPTIVE TO TRAVEL MARKETING ON SOCIAL MEDIA, WHILE BABY BOOMERS ARE COMPARATIVELY MORE REACHABLE THROUGH PRINT RESOURCES.

CHANNELS TRAVELERS ARE RECEPTIVE TO

Question: Please think about how travel destinations could best reach you with their messages right now.

Where would you generally be MOST RECEPTIVE to learning about new destinations to visit?

(Base: Wave 30 data. All respondents, 1,203 completed surveys. Data collected Oct 2-4, 2020)

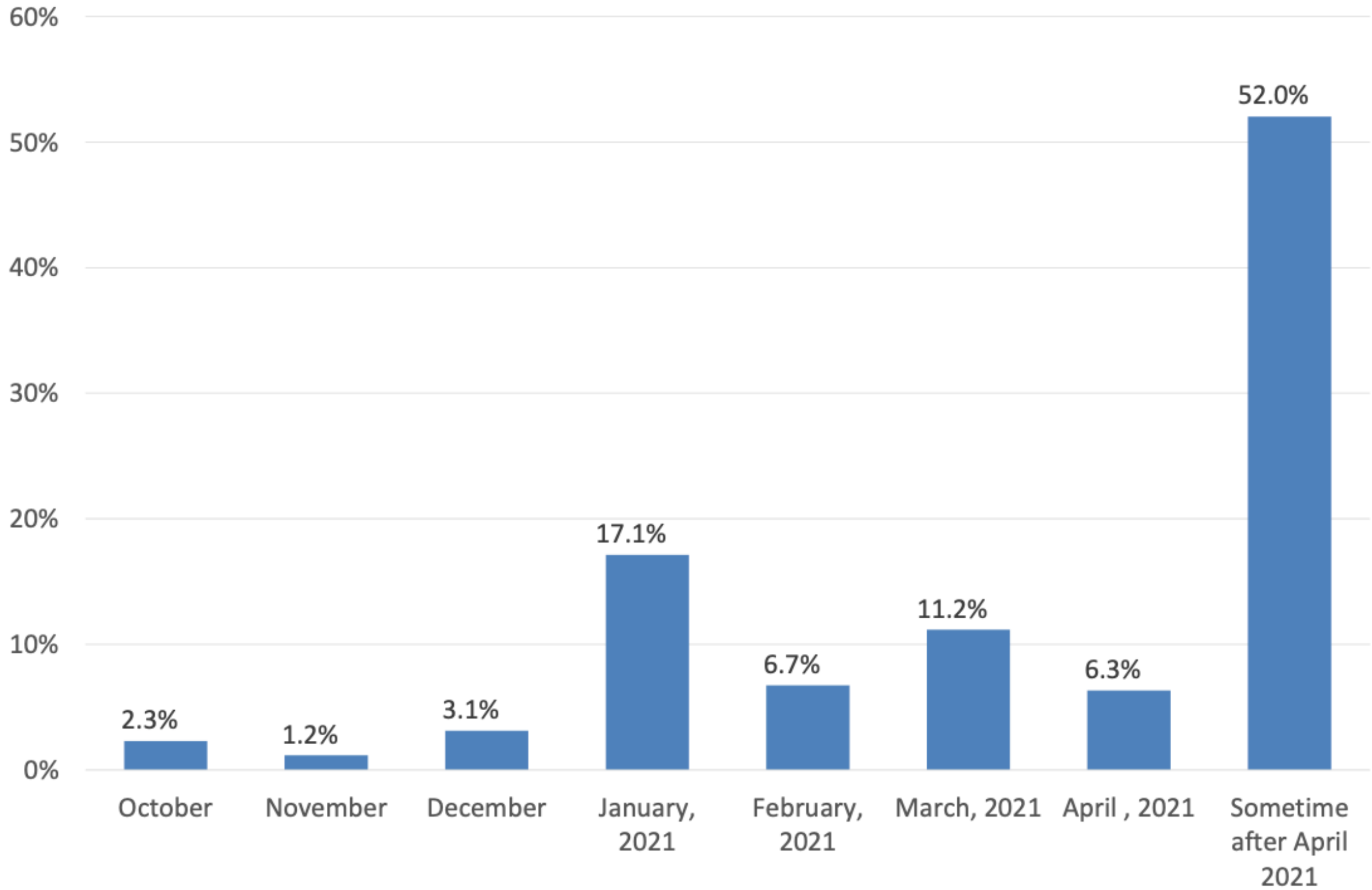


EMPLOYEES ARE NOT TRAVELING FOR BUSINESS YET AND DO NOT ANTICIPATE
TO TRAVEL UNTIL AFTER APRIL.

WHEN WILL BUSINESS TRAVEL BEGIN AGAIN

Question: Which month do you anticipate company/organization you work for will begin traveling for business again?

(Base: Wave 30 data. Respondents at companies that have not resumed business travel, 355 completed surveys. Data collected Oct 2-4, 2020)



KEY TAKEAWAYS

1

Despite growing pessimism about the pandemic's course over the next month, Americans' perceptions of travel's safety, their confidence in traveling safely and their readiness to travel continued to improve, and over 40% anticipate their next trip will take place before the end of the year.

2

Urban destinations appear now poised for a comeback, with well over one-third of American travelers describing the destination they most want to visit in the next year as a city/metropolitan area.

3

When asked about the key factors they would consider before visiting a destination, traditional attributes like affordability and popularity were joined by low rates of COVID-19, mask-wearing and social distancing.

4

The best way to reach American travelers is through search engine and content marketing, email and social media are prime, in addition to printed resources such as travel/lifestyle magazines and visitors guides.