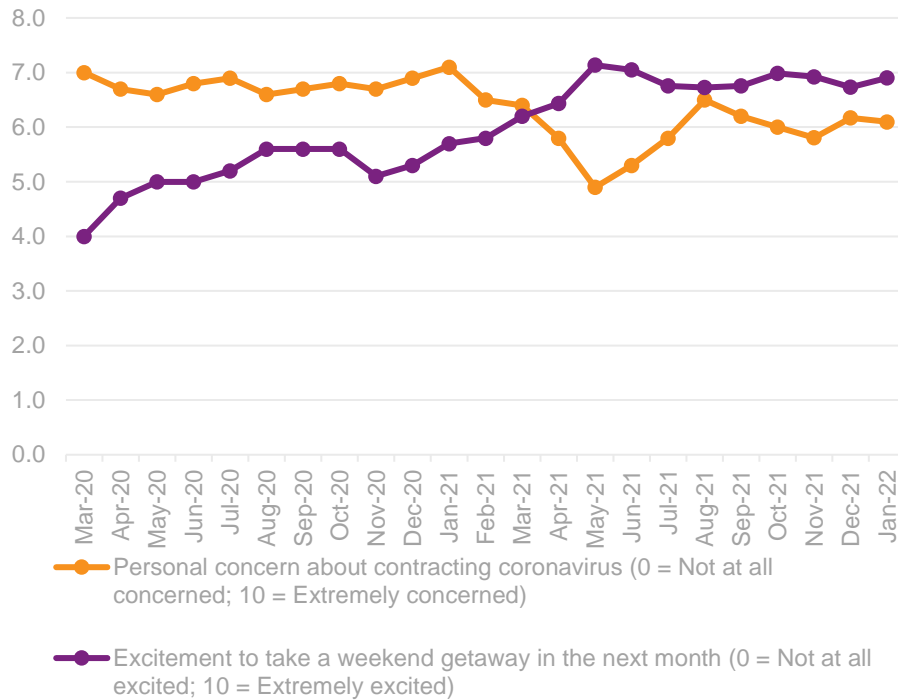


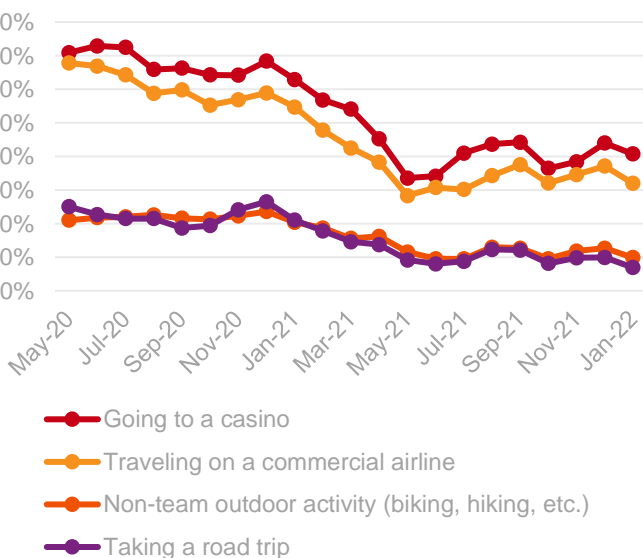
## Nationwide, what is the current intent to consider or plan travel?

**Why this is important:** Knowing how consumers feel about travel preparedness, what types of trips they are willing to take, and when sentiment begins to shift, allow us to identify how we may be most effective in the marketplace.

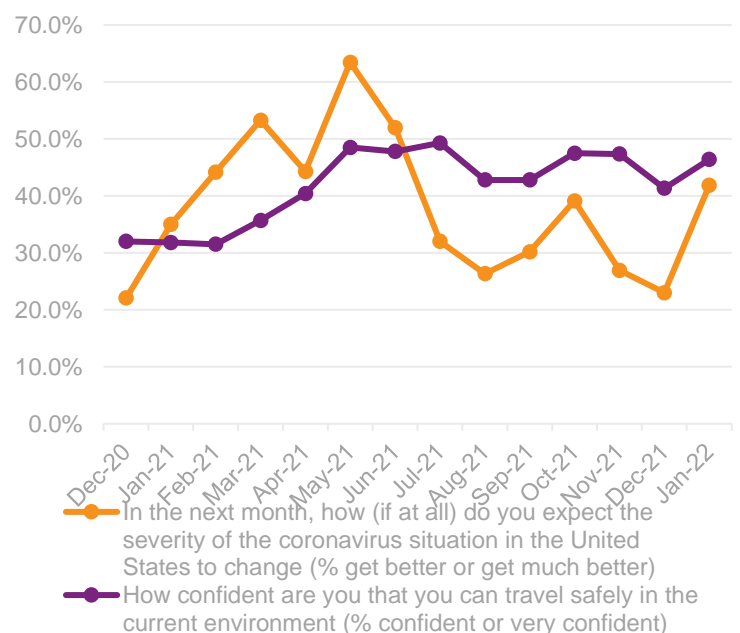
**Travel Sentiment**  
 Source: Destination Analysts



**Travel Activities**  
 At this moment, how safe do you feel doing each type of travel activity (% somewhat unsafe or very unsafe)  
 Source: Destination Analysts



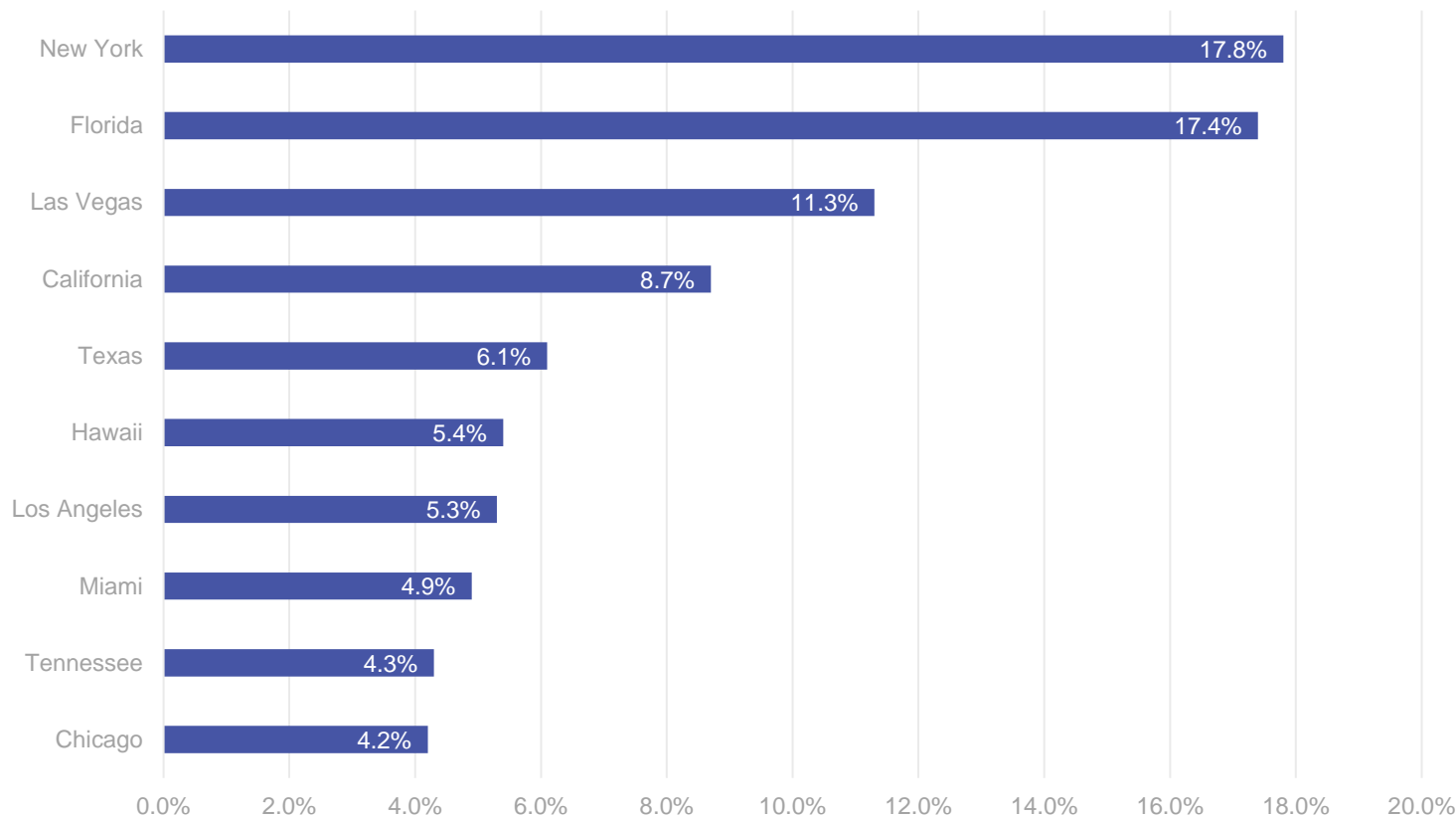
**Travel Confidence**  
 Source: Destination Analysts



### Desired Destinations

Which domestic destinations do you want to visit this upcoming year?

Source: Destination Analysts



### Takeaways

- Concern about contracting the coronavirus has tended to follow case counts in 2021. When COVID-19 case counts began to fall in the first quarter of 2021 amid the rollout of vaccinations, concern about contracting the virus began to fall as well. Similarly, when case counts began to rise due to the Delta variant in the summer of 2021, concern about contract the virus also rose, but the high transmission of the virus due to the Omicron variant didn't necessarily lead to concern about contracting the virus to increase dramatically.
- Similarly, Excitement to take a weekend getaway in the next month has continued to remain elevated since May. This may be an indication that travelers, though still concerned about the coronavirus, may not be as willing to forego travel plans even when case counts begin to rise.
- Confidence in being able to travel safely has also remained elevated since May even as expectation about the trajectory of the virus has ebbed-and-flowed.
- Further, as consumers consider future travel, Las Vegas continues to remain top of mind.