

VISIT
Sarasota
beaches and beyond

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Consumer Sentiment Study
April 21st, 2020

Presented by Downs & St. Germain Research

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Introduction

Study Purpose & Research Methods

● Study Purpose

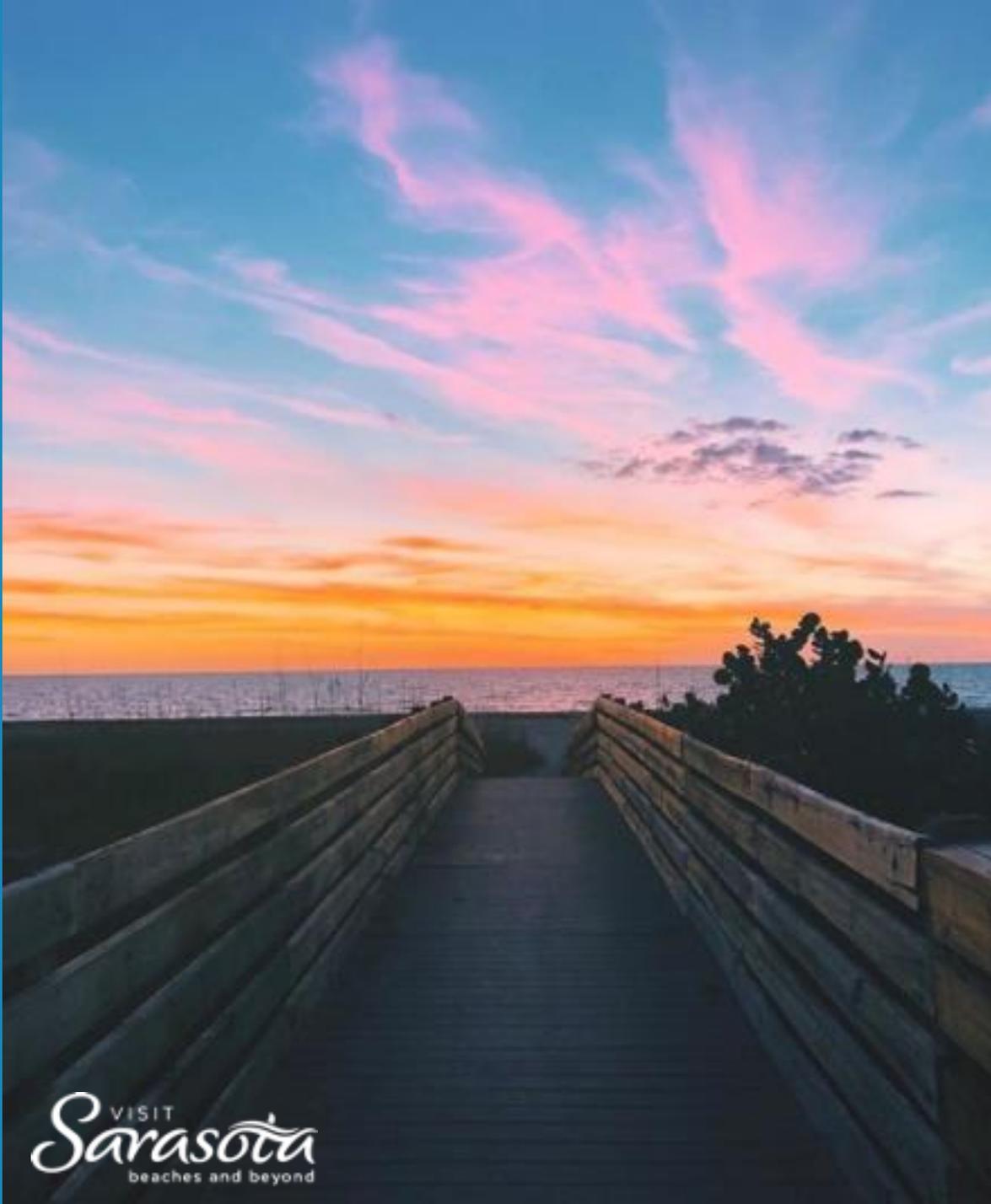
Determine the impact of COVID-19 on consumers' feelings about travel and travel-related advertising. This is the 1st wave of multiple waves of the survey to see how consumer sentiment changes over time.

● Research Methods

Data were collected through online surveys with 350 consumers in Atlanta, the Tampa Bay area, Miami – Ft. Lauderdale, West Palm Beach, New York City, Orlando, and Chicago between April 17th and April 18th, 2020.

Consumers were adults between 21 – 70 years old who earned at least \$75,000 per year in household income, served as a key decision-maker in where their household takes vacations, and had stayed in paid accommodations during a trip or vacation in 2019.





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Key Takeaways



Key Takeaways: Safety

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- Consumers trust the **CDC** to tell them when it is safe to travel again **more than any other source**
- Consumers **do not feel safe** traveling right now
- Consumers believe that it will be safe to travel again once **large attractions, restaurants, and retail stores** re-open

Key Takeaways: Future Travel

- A **majority of travelers** plan on taking a vacation or getaway **within a month** of COVID-19 passing
- When travelers return, **beaches and other uncrowded areas that can be driven to** will be the most likely destinations
- Travelers are likely to visit **Southwest Florida beach destinations** and **Orlando attractions** once it is deemed safe to travel again

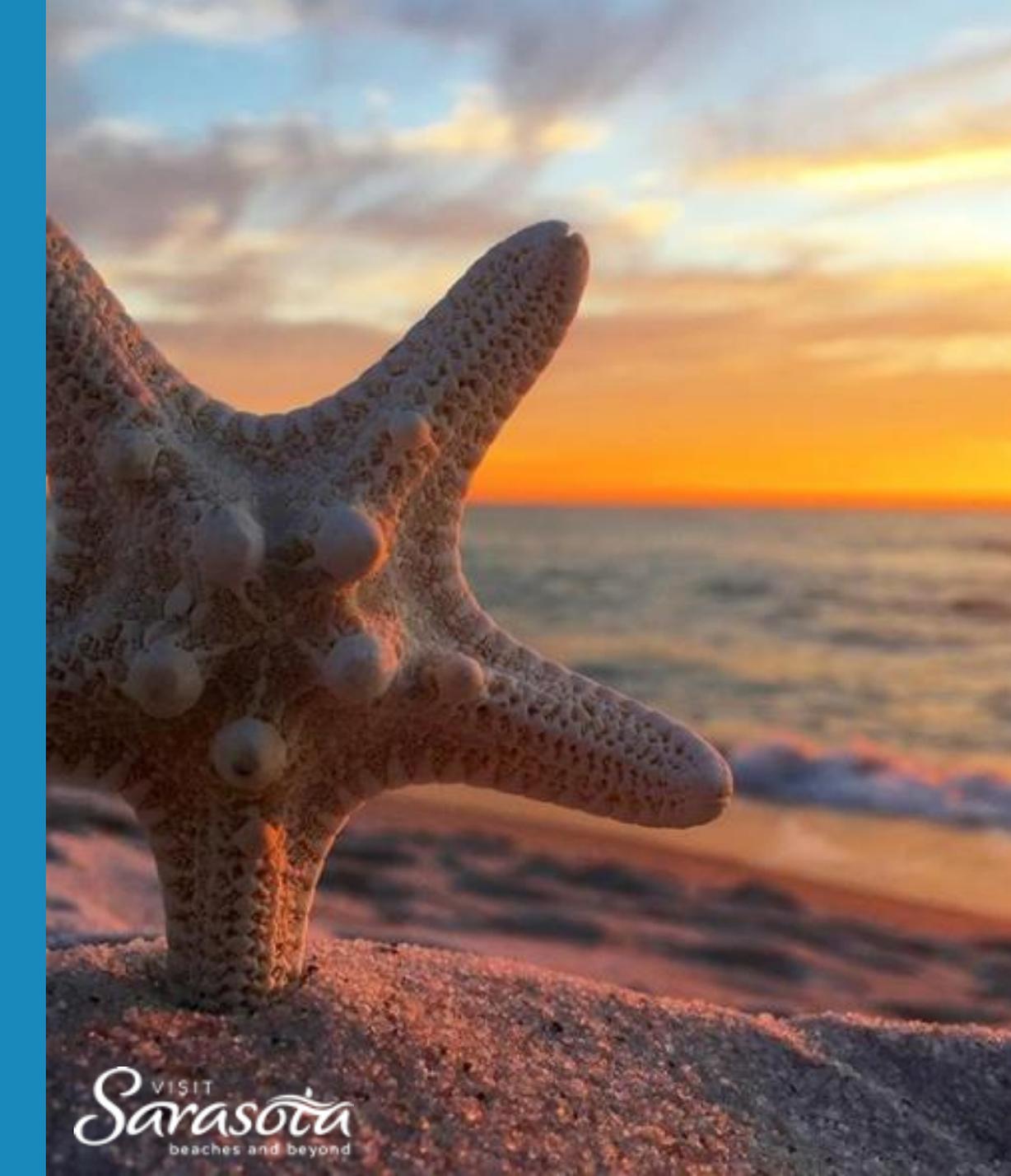




Key Takeaways: Marketing

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- Consumers will be ready to see ‘normal’ destination advertising **about three weeks** prior to when they feel safe to travel
- At this point, consumers want to hear about **what destinations are doing to help** during the crisis and that **destinations are prioritizing safety**
- **Travel videos on social media and magazine/newspaper articles** are the most popular travel media right now, though most consumers are not currently interacting with any travel media



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