

**H2R MARKET RESEARCH
COVID-19 TRAVEL & ATTRACTIONS UPDATE - NATIONWIDE PANEL RESULTS**

| | To Date | 3/13/20 | 3/19/20 | 4/2/20 | 4/16/20 | 4/16 vs To Date | % Variance |
|--|---------|---------|---------|--------|---------|-----------------|------------|
| ALL RESPONDENTS | 603 | 151 | 150 | 150 | 152 | -451 | -75% |
| Respondent age | 50.0 | 49.7 | 49.9 | 48.9 | 51.6 | 1.6 | 3% |
| 18-34 years | 24% | 23% | 27% | 25% | 20% | -3% | -15% |
| 35-54 years | 32% | 36% | 27% | 33% | 32% | 0% | -1% |
| 55+ years | 44% | 41% | 45% | 42% | 48% | 4% | 9% |
| Gender | | | | | | | |
| Male | 49% | 49% | 48% | 47% | 53% | 4% | 7% |
| Female | 51% | 51% | 51% | 53% | 47% | -3% | -7% |
| Types of attractions have you visited in the last 12 months: select all that apply | | | | | | | |
| Aquarium(s) | 17% | 19% | 19% | 16% | 14% | -2% | -14% |
| Zoo(s)/Animal Attraction(s) | 26% | 32% | 28% | 27% | 18% | -8% | -30% |
| Theme Park(s)/Amusement Park(s) | 22% | 28% | 19% | 18% | 23% | 1% | 4% |
| Water Park(s) | 14% | 21% | 14% | 11% | 11% | -3% | -22% |
| Children's Museum(s) | 8% | 12% | 12% | 5% | 5% | -4% | -44% |
| History Museum(s) | 26% | 32% | 24% | 25% | 22% | -4% | -14% |
| Art Museum(s) | 20% | 23% | 19% | 21% | 19% | -1% | -6% |
| Science Center(s)/Science Attraction(s) | 15% | 17% | 17% | 10% | 14% | 0% | -1% |
| Art Galleries | 16% | 23% | 17% | 12% | 14% | -2% | -15% |
| Family Entertainment Center(s), (e.g. go-carts, mini golf, bumper boats, etc.) | 19% | 19% | 19% | 21% | 17% | -2% | -10% |
| Historic Landmarks/Places, (e.g. historic sites, buildings, etc.) | 39% | 44% | 39% | 38% | 35% | -4% | -10% |
| Dinner Theaters/Cruises | 15% | 15% | 15% | 14% | 14% | 0% | -1% |
| Theater(s), (e.g. music theater, dinner theater, play, etc.) | 33% | 40% | 33% | 29% | 32% | -2% | -6% |
| Old homes/Mansion(s) | 15% | 19% | 14% | 15% | 13% | -2% | -14% |
| Botanical Garden(s) | 19% | 25% | 17% | 17% | 15% | -3% | -19% |
| Large-Format Screen Theaters, (e.g. IMAX) | 18% | 14% | 23% | 17% | 16% | -1% | -6% |
| Sightseeing Tour(s), (e.g. city, boat, helicopter, railroad tours, etc.) | 21% | 25% | 19% | 21% | 20% | -1% | -5% |
| Brewery/Winery Tours | 19% | 23% | 15% | 25% | 15% | -4% | -22% |
| National/State Park(s) (e.g. Yellow Stone National Park, Niagara Falls State Park, etc.) | 32% | 30% | 31% | 29% | 38% | 5% | 17% |
| Natural Wonders (e.g. Ruby Falls, Monument Valley, Grand Canyon, etc.) | 19% | 21% | 17% | 17% | 23% | 4% | 19% |
| None of the above | 12% | 4% | 13% | 16% | 16% | 4% | 30% |
| Taken any overnight leisure trips or leisure trips more than 50 miles from home in the last 12 months | | | | | | | |
| Yes | 100% | 100% | 100% | 100% | 100% | 0% | n/a |
| No | 0% | 0% | 0% | 0% | 0% | 0% | n/a |

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| CONSUMER OPINION | | | | | | | |
| <p>The Center for Disease Control (CDC) is responding to an outbreak of respiratory disease caused by a novel (new) Coronavirus that was first detected in China and which has now been detected in more than 100 countries including the United States.</p> <p>Coronavirus or COVID-19 as it has come to be known spreads between people in a similar way to influenza, via respiratory droplets from coughing or sneezing. Symptoms are most often fever, cough and shortness of breath. Those most at risk include older people and people of all ages with severe underlying health conditions like heart disease, lung disease and diabetes.</p> <p>Public health responses around the world have included travel restrictions, quarantines, curfews, school closures and new screening methods at airports and train stations.</p> <p>The following questions to pertain to your perceptions and concerns regarding this new public health threat.</p> | | | | | | | |
| Rate concern with COVID-19 as it relates to... | | | | | | | |
| Your own personal health & safety - 5 pt scale | 3.6 | 3.2 | 3.6 | 4.0 | 3.8 | 0.2 | 6% |
| Very concerned | 28% | 15% | 25% | 33% | 38% | 10% | 36% |
| Concerned | 37% | 32% | 39% | 45% | 32% | -5% | -14% |
| Neutral | 16% | 24% | 13% | 13% | 13% | -2% | -16% |
| Not very concerned | 11% | 14% | 15% | 5% | 12% | 0% | 3% |
| Not at all concerned | 8% | 15% | 8% | 5% | 5% | -3% | -35% |
| % Concerned/Very concerned | 65% | 48% | 64% | 78% | 70% | 5% | 8% |
| Your friends' & family members' health | 3.9 | 3.4 | 3.9 | 4.2 | 4.0 | 0.2 | 4% |
| Very concerned | 33% | 17% | 30% | 43% | 43% | 10% | 29% |
| Concerned | 42% | 43% | 47% | 44% | 34% | -8% | -19% |
| Neutral | 9% | 14% | 9% | 5% | 9% | 0% | 1% |
| Not very concerned | 9% | 12% | 9% | 5% | 9% | 1% | 7% |
| Not at all concerned | 7% | 14% | 5% | 4% | 5% | -2% | -34% |
| % Concerned/Very concerned | 75% | 60% | 77% | 87% | 77% | 2% | 2% |
| General economic impact on the U.S. and local economies | 4.2 | 3.8 | 4.3 | 4.4 | 4.4 | 0.2 | 4% |
| Very concerned | 51% | 34% | 54% | 57% | 58% | 7% | 14% |
| Concerned | 33% | 39% | 31% | 31% | 30% | -3% | -10% |
| Neutral | 9% | 14% | 8% | 7% | 7% | -2% | -19% |
| Not very concerned | 3% | 5% | 3% | 1% | 4% | 1% | 32% |
| Not at all concerned | 4% | 9% | 4% | 4% | 1% | -3% | -71% |
| % Concerned/Very concerned | 84% | 73% | 85% | 89% | 88% | 4% | 5% |

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| What about COVID-19 concerns you the most: select top 4 | | | | | | | |
| Fear of government quarantine where I cannot leave city | 10% | 9% | 12% | 8% | 11% | 1% | 11% |
| Concern over being confined to your home for 14 days or more | 11% | 15% | 13% | 7% | 8% | -3% | -27% |
| Getting sick from the virus | 35% | 36% | 31% | 37% | 35% | 0% | 0% |
| Becoming critically ill or dying from the virus | 30% | 24% | 29% | 39% | 28% | -2% | -7% |
| Being asymptomatic and passing the virus on to friends & family | 29% | 30% | 23% | 37% | 28% | -2% | -5% |
| Not having health insurance or adequate health insurance to cover an illness should I get sick | 4% | 5% | 4% | 3% | 4% | 0% | 3% |
| The impact on the U.S. economy | 56% | 48% | 55% | 55% | 66% | 10% | 18% |
| My own personal job security | 12% | 7% | 16% | 11% | 13% | 1% | 6% |
| Running out of food and supplies during a quarantine | 21% | 18% | 27% | 20% | 20% | -1% | -7% |
| Not being able to vacation or take leisure getaway trips | 19% | 18% | 18% | 13% | 25% | 6% | 35% |
| Not being able to engage in sporting events, theater productions, etc. | 7% | 7% | 9% | 7% | 6% | -1% | -19% |
| Not having savings to cover expenses should I or a family member get sick | 10% | 8% | 8% | 14% | 9% | -1% | -6% |
| Family or friends becoming critically ill | 53% | 46% | 48% | 62% | 54% | 1% | 3% |
| Fear that carriers won't stay in quarantine or comply with instructions | 29% | 28% | 28% | 28% | 30% | 1% | 4% |
| Schools or daycares remaining closed | 9% | 7% | 10% | 10% | 11% | 1% | 13% |
| None of the above | 3% | 5% | 5% | 2% | 1% | -2% | -78% |
| How, if at all, have you been affected by the coronavirus pandemic - select all that apply | | | | | | | |
| Had hours reduced at my place of employment | 15% | n/a | n/a | n/a | 15% | 0% | n/a |
| My stock market investments/401k have declined in value | 53% | n/a | n/a | n/a | 53% | 0% | n/a |
| I or someone in my immediate family tested positive for coronavirus | 9% | n/a | n/a | n/a | 9% | 0% | n/a |
| Know of someone who was asked to quarantine for 14 days or more | 18% | n/a | n/a | n/a | 18% | 0% | n/a |
| Was laid off from my job | 6% | n/a | n/a | n/a | 6% | 0% | n/a |
| Have been furloughed and/or had my pay reduced at my job | 9% | n/a | n/a | n/a | 9% | 0% | n/a |
| Live in an area that issued a stay-at-home mandate | 59% | n/a | n/a | n/a | 59% | 0% | n/a |
| Been working at home | 27% | n/a | n/a | n/a | 27% | 0% | n/a |
| Work on the front lines in the healthcare industry or essential service | 7% | n/a | n/a | n/a | 7% | 0% | n/a |
| None of the above | 7% | n/a | n/a | n/a | 7% | 0% | n/a |

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| Types of entertainment, events or places most concerned about not being able to patronize for a period of time: select top 4 | | | | | | | |
| Cruise Lines | 19% | 23% | 19% | 15% | 20% | 1% | 6% |
| Airlines | 37% | 34% | 34% | 33% | 48% | 11% | 29% |
| Amtrak | 4% | 8% | 2% | 4% | 2% | -2% | -50% |
| Bus Services | 3% | 4% | 5% | 3% | 2% | -2% | -43% |
| Shopping Malls | 17% | 18% | 15% | 22% | 14% | -3% | -17% |
| Hospitals | 17% | 15% | 21% | 17% | 16% | -2% | -9% |
| Healthcare Clinics | 9% | 7% | 13% | 12% | 5% | -4% | -43% |
| My doctor's office | 26% | 18% | 26% | 29% | 30% | 4% | 16% |
| Restaurants | 46% | 37% | 40% | 55% | 53% | 6% | 14% |
| Grocery Store | 40% | 38% | 52% | 39% | 32% | -8% | -21% |
| Cross Country Travel by Car | 5% | 4% | 5% | 6% | 5% | 0% | -4% |
| Water Parks | 2% | n/a | n/a | 1% | 3% | 1% | 59% |
| Theme Parks | 9% | 12% | 9% | 6% | 11% | 1% | 13% |
| Zoos | 7% | 9% | 6% | 5% | 7% | 0% | 4% |
| Aquariums | 3% | 3% | 2% | 4% | 4% | 1% | 19% |
| Sporting Events | 18% | 19% | 15% | 25% | 14% | -5% | -25% |
| Concerts | 13% | 16% | 9% | 13% | 14% | 1% | 5% |
| Graduations | 9% | 3% | 7% | 13% | 13% | 4% | 42% |
| School Assemblies | 3% | 3% | 1% | 3% | 3% | 1% | 24% |
| Political Rallies | 2% | 2% | 3% | 1% | 2% | 0% | 8% |
| Fairs/Festivals | 7% | 11% | 6% | 5% | 5% | -2% | -23% |
| Large Meetings or Conferences | 5% | 5% | 4% | 6% | 6% | 1% | 15% |
| Religious Services or Meetings | 16% | 13% | 15% | 17% | 20% | 4% | 24% |
| Movie Theaters | 12% | 9% | 12% | 15% | 13% | 1% | 9% |
| Actions you have taken in the past few weeks in response to the coronavirus pandemic - Select all that apply | | | | | | | |
| Not eating out at restaurants/using delivery or carryout instead | 67% | n/a | n/a | 67% | 66% | -1% | -1% |
| Not leaving the home except for essential trips to the doctor, market, pharmacy, etc. | 70% | n/a | n/a | 75% | 64% | -5% | -7% |
| Have not traveled outside my immediate community | 51% | n/a | n/a | 49% | 53% | 2% | 3% |
| Taking great effort to remain at least 6 feet away from others when I go out | 66% | n/a | n/a | 68% | 64% | -2% | -3% |
| Washing hands more frequently | 77% | n/a | n/a | 80% | 74% | -3% | -4% |
| Ordering goods online where possible | 35% | n/a | n/a | 37% | 33% | -2% | -5% |
| Avoiding doctors offices/hospitals | 34% | n/a | n/a | 37% | 31% | -3% | -8% |
| Avoiding public gatherings of 10 or more | 68% | n/a | n/a | 69% | 66% | -1% | -2% |
| Using hand sanitizer more liberally and more often | 55% | n/a | n/a | 57% | 53% | -2% | -3% |
| Sanitizing all surfaces on a regular basis | 43% | n/a | n/a | 45% | 41% | -2% | -4% |
| Changing clothes as soon as I get home | 19% | n/a | n/a | 22% | 16% | -3% | -14% |
| Have begun wearing a mask and/or gloves when I have to be away from home | 31% | n/a | n/a | 13% | 50% | 19% | 59% |
| Have been quarantined in my home for 14 days | 24% | n/a | n/a | 25% | 22% | -1% | -5% |
| Tried to be tested for coronavirus, but have not yet been able to | 5% | n/a | n/a | 4% | 5% | 1% | 14% |
| Have been tested for coronavirus | 3% | n/a | n/a | 1% | 4% | 1% | 49% |
| None of the above/Have not altered my behavior | 2% | n/a | n/a | 2% | 1% | 0% | -21% |

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| Amount of time think it will take before the United States returns to a new normal: time in weeks | 20.9 | 20.1 | 16.9 | 20.9 | 25.7 | 4.8 | 23% |
| 1-2 weeks | 2% | 3% | 3% | 0% | 2% | 0% | 8% |
| 3-4 weeks | 7% | 11% | 12% | 3% | 3% | -4% | -56% |
| 5-6 weeks | 12% | 13% | 13% | 10% | 12% | 0% | -1% |
| 7-8 weeks | 13% | 12% | 17% | 15% | 7% | -6% | -48% |
| 2-3 Months | 21% | 21% | 19% | 27% | 19% | -2% | -11% |
| 4-6 months | 21% | 19% | 17% | 22% | 25% | 4% | 21% |
| 7-9 months | 5% | 5% | 5% | 5% | 7% | 1% | 24% |
| 10-12 months | 7% | 5% | 7% | 7% | 8% | 1% | 19% |
| 12-18 months | 6% | 7% | 3% | 6% | 9% | 3% | 46% |
| More than 18 months | 6% | 6% | 3% | 5% | 9% | 3% | 47% |
| Please indicate the level to which you agree or disagree with the following statements regarding COVID-19 - 5 pt scale | 3.4 | 3.4 | 3.4 | 3.2 | 3.3 | -0.1 | -2% |
| All blown out of proportion by the news media in search of higher ratings | 2.9 | 3.2 | 3.0 | 2.5 | 2.8 | 0.0 | -2% |
| Causing consumer panic and hoarding that is much greater than the actual risk of catching COVID-19 | 3.7 | 3.7 | 3.8 | 3.5 | 3.6 | 0.0 | -1% |
| A virus that will generally have little to no impact on younger people and those with no severe underlying health conditions | 2.9 | 3.3 | 3.2 | 2.4 | 2.7 | -0.2 | -7% |
| A public health crisis that will alter consumer behavior in many ways for quite some time | 4.1 | n/a | n/a | 4.1 | 4.1 | 0.0 | 0% |
| The young people who continued to engage in social gatherings despite warnings will not have a negative impact on the outcome | 2.5 | n/a | n/a | 2.4 | 2.5 | 0.1 | 2% |
| The coronavirus is not tied to any particular ethnic group or race | 4.1 | n/a | n/a | 4.2 | 4.0 | -0.1 | -3% |
| % Agree/Agree strongly | 54% | 53% | 54% | 50% | 51% | -2% | -4% |
| All blown out of proportion by the news media in search of higher ratings | 39% | 46% | 44% | 30% | 38% | -1% | -3% |
| Causing consumer panic and hoarding that is much greater than the actual risk of catching COVID-19 | 61% | 61% | 63% | 57% | 63% | 1% | 2% |
| A virus that will generally have little to no impact on younger people and those with no severe underlying health conditions | 35% | 48% | 42% | 22% | 28% | -7% | -20% |
| A public health crisis that will alter consumer behavior in many ways for quite some time | 79% | n/a | n/a | 79% | 78% | -1% | -1% |
| The young people who continued to engage in social gatherings despite warnings will not have a negative impact on the outcome | 30% | n/a | n/a | 29% | 30% | 0% | 2% |
| The coronavirus is not tied to any particular ethnic group or race | 77% | n/a | n/a | 84% | 71% | -6% | -8% |
| When you think you would be comfortable planning a leisure trip again - Choose 1 | | | | | | | |
| Within the next 2 weeks | 3% | n/a | n/a | 2% | 5% | 1% | 39% |
| Within the next month or so (April 2020) | 3% | n/a | n/a | 2% | 3% | 1% | 24% |
| Within the next 2 months (May 2020) | 13% | n/a | n/a | 15% | 12% | -1% | -11% |
| This summer (June-August 2020) | 25% | n/a | n/a | 27% | 24% | -1% | -5% |
| This fall (September-October 2020) | 29% | n/a | n/a | 31% | 28% | -2% | -5% |
| This holiday season (November-December 2020) | 8% | n/a | n/a | 6% | 9% | 2% | 21% |
| Next year (2021 or thereafter) | 19% | n/a | n/a | 18% | 19% | 1% | 3% |

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| Confidence that Americans will self-regulate and/or follow shelter-in-place mandates made by authorities and medical experts? | 2.8 | n/a | n/a | 2.7 | 3.0 | 0.1 | 4% |
| Not confident at all | 13% | n/a | n/a | 15% | 11% | -2% | -13% |
| Somewhat unconfident | 30% | n/a | n/a | 35% | 26% | -4% | -14% |
| Neither confident nor unconfident | 21% | n/a | n/a | 19% | 23% | 2% | 9% |
| Somewhat confident | 31% | n/a | n/a | 27% | 35% | 4% | 12% |
| Very confident | 4% | n/a | n/a | 4% | 5% | 0% | 7% |
| SUM: Very/Somewhat confident | 35% | n/a | n/a | 31% | 39% | 4% | 11% |
| SUM: Not at all confident/Somewhat unconfident | 43% | n/a | n/a | 49% | 38% | -6% | -14% |
| NET CONFIDENCE | -8% | n/a | n/a | -18% | 2% | 10% | -125% |
| Intent if you had a vacation or leisure getaway trip more than 200 miles away already planned for next week: choose 1 | | | | | | | |
| Cancel it and absorb any cancellation fees | 28% | 15% | 29% | 35% | 34% | 6% | 20% |
| Postpone it and reschedule for a point in time when the risk is lower | 54% | 46% | 57% | 56% | 55% | 2% | 3% |
| Change the location and travel to a place closer to home | 5% | 6% | 3% | 7% | 5% | 0% | -1% |
| Continue with the trip as planned | 13% | 33% | 11% | 2% | 6% | -7% | -54% |
| Outcome you believe the U.S. is most likely to experience this summer | | | | | | | |
| The virus will die down and everything will have returned to normal by this summer | 43% | 58% | 49% | 38% | 29% | -14% | -33% |
| The virus will still be circulating and new restrictions will become an everyday part of life | 46% | 32% | 37% | 53% | 61% | 15% | 34% |
| The virus will continue to worsen and many people and communities will routinely be quarantined | 11% | 10% | 15% | 9% | 10% | -1% | -10% |
| What percentage of Americans do you expect will ultimately be infected by coronavirus over the next 6 months | | | | | | | |
| < 1% | 4% | n/a | n/a | 2% | 5% | 2% | 44% |
| 1% to 5% | 12% | n/a | n/a | 8% | 15% | 4% | 31% |
| 6% to 10% | 11% | n/a | n/a | 9% | 13% | 2% | 20% |
| 10% to 15% | 14% | n/a | n/a | 15% | 13% | -1% | -8% |
| 15% to 20% | 16% | n/a | n/a | 17% | 15% | -1% | -5% |
| 20% to 25% | 12% | n/a | n/a | 13% | 10% | -2% | -15% |
| 25% to 33% | 9% | n/a | n/a | 11% | 7% | -2% | -26% |
| 33% to 50% | 12% | n/a | n/a | 14% | 9% | -2% | -21% |
| 50% to 70% | 10% | n/a | n/a | 8% | 11% | 2% | 16% |
| More than 70% | 2% | n/a | n/a | 3% | 1% | -1% | -34% |

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| New consumer behaviors do you believe may last for a prolonged period of time after pandemic - Select all that apply | | | | | | | |
| ...Ordering takeout or delivery instead of dining in restaurants | 31% | n/a | n/a | 34% | 28% | -3% | -9% |
| ...Avoiding all non-essential air travel | 46% | n/a | n/a | 45% | 46% | 0% | 1% |
| ...Staying close to home rather than traveling for leisure on getaways or vacations | 39% | n/a | n/a | 39% | 38% | -1% | -2% |
| ...Social distancing and remaining 6 feet away from other people | 44% | n/a | n/a | 44% | 43% | 0% | -1% |
| ...Washing hands for 20 seconds or more | 64% | n/a | n/a | 68% | 61% | -4% | -6% |
| ...Ordering goods online where possible | 46% | n/a | n/a | 47% | 45% | -1% | -2% |
| ...Using telemedicine services instead of visiting doctors' offices in person | 35% | n/a | n/a | 35% | 34% | -1% | -2% |
| ...Avoiding public gatherings where large numbers of people may congregate | 47% | n/a | n/a | 49% | 45% | -2% | -4% |
| ...Avoiding public swimming pools and/or water park attractions | 37% | n/a | n/a | 35% | 39% | 2% | 6% |
| ...Avoiding visiting indoor attractions where crowds may congregate | 44% | n/a | n/a | 43% | 45% | 1% | 2% |
| ...Avoiding international travel for the foreseeable future | 53% | n/a | n/a | 53% | 53% | 0% | 0% |
| None of the above. People will be anxious to return to the way things used to be in most every aspect. | 7% | n/a | n/a | 5% | 9% | 2% | 32% |
| What would it take for you to feel comfortable enough to begin planning a leisure trip somewhere - Choose top 2 | | | | | | | |
| I'm ready to begin planning a trip now because I'm not going to allow coronavirus to prevent me from living my life | 15% | n/a | n/a | 11% | 18% | 4% | 24% |
| I would need to hear that the government or health officials have given the "all clear" for travel in the place I'm going | 74% | n/a | n/a | 76% | 71% | -2% | -3% |
| I would need to know that the place I'm planning to visit has had no new COVID-19 cases in the past 2 weeks | 49% | n/a | n/a | 52% | 47% | -3% | -5% |
| I would need to see other travelers venturing out again without having any negative consequences | 37% | n/a | n/a | 36% | 38% | 1% | 2% |
| I would need to see my friends and family members traveling first | 10% | n/a | n/a | 9% | 12% | 2% | 15% |
| I would need to see major attractions like Disneyland or Disneyworld to re-open | 15% | n/a | n/a | 16% | 14% | -1% | -5% |
| Intent to visit attractions in 2020 - 5 pt scale | | | | | | | |
| Aquarium(s) | 2.45 | 2.45 | 2.47 | 2.60 | 2.39 | -0.06 | -2% |
| Zoo(s)/Animal Attraction(s) | 2.36 | 2.33 | 2.32 | 2.51 | 2.34 | -0.03 | -1% |
| Theme Park(s)/Amusement Park(s) | 2.53 | 2.31 | 2.54 | 2.90 | 2.47 | -0.06 | -2% |
| Water Park(s) | 2.22 | 2.06 | 2.11 | 2.36 | 2.24 | 0.03 | 1% |
| Children's Museum(s) | 2.08 | 1.97 | 2.11 | 2.28 | 2.03 | -0.04 | -2% |
| History Museum(s) | 2.04 | 1.97 | 2.14 | 2.36 | 1.92 | -0.11 | -5% |
| Art Museum(s) | 2.64 | 2.75 | 2.61 | 2.85 | 2.55 | -0.09 | -3% |
| Science Center(s)/Science Attraction(s) | 2.47 | 2.56 | 2.36 | 2.79 | 2.37 | -0.10 | -4% |
| Art Galleries | 2.47 | 2.58 | 2.54 | 2.51 | 2.40 | -0.07 | -3% |
| Family Entertainment Center(s), (e.g. go-carts, mini golf, bumper boats, etc.) | 2.32 | 2.58 | 2.36 | 2.51 | 2.18 | -0.15 | -6% |
| Historic Landmarks/Places, (e.g. historic sites, buildings, etc.) | 2.32 | 2.14 | 2.43 | 2.59 | 2.26 | -0.06 | -3% |
| Dinner Theaters/Cruises | 2.90 | 2.94 | 2.79 | 2.92 | 2.90 | 0.00 | 0% |
| Theater(s), (e.g. music theater, dinner theater, play, etc.) | 2.23 | 2.22 | 2.39 | 2.18 | 2.20 | -0.02 | -1% |
| Old homes/Mansion(s) | 2.56 | 2.69 | 2.57 | 2.72 | 2.46 | -0.10 | -4% |
| Botanical Garden(s) | 2.49 | 2.67 | 2.54 | 2.41 | 2.45 | -0.04 | -2% |
| Large-Format Screen Theaters, (e.g. IMAX) | 2.56 | 2.72 | 2.46 | 2.79 | 2.46 | -0.10 | -4% |
| Sightseeing Tour(s), (e.g. city, boat, helicopter, railroad tours, etc.) | 2.45 | 2.31 | 2.50 | 2.72 | 2.39 | -0.06 | -2% |
| Brewery/Winery Tours | 2.31 | 2.39 | 2.39 | 2.26 | 2.28 | -0.03 | -1% |
| National/State Park(s) (e.g. Yellow Stone National Park, Niagara Falls State Park, etc.) | 2.36 | 2.28 | 2.29 | 2.56 | 2.34 | -0.02 | -1% |
| Natural Wonders (e.g. Ruby Falls, Monument Valley, Grand Canyon, etc.) | 2.85 | 2.81 | 3.11 | 2.92 | 2.77 | -0.07 | -3% |
| | 2.76 | 2.72 | 2.79 | 2.79 | 2.75 | -0.01 | 0% |

**H2R MARKET RESEARCH
COVID-19 TRAVEL & ATTRACTIONS UPDATE - NATIONWIDE PANEL RESULTS**

| | To Date | 3/13/20 | 3/19/20 | 4/2/20 | 4/16/20 | 4/16 vs To Date | % Variance |
|--|------------|------------|------------|------------|------------|-----------------|------------|
| % Probably/Definitely will | 18% | 16% | 20% | 24% | 17% | -2% | -8% |
| Aquarium(s) | 14% | 11% | 14% | 13% | 15% | 1% | 8% |
| Zoo(s)/Animal Attraction(s) | 21% | 11% | 29% | 31% | 18% | -2% | -11% |
| Theme Park(s)/Amusement Park(s) | 14% | 11% | 11% | 18% | 14% | 0% | 2% |
| Water Park(s) | 11% | 11% | 14% | 18% | 8% | -3% | -30% |
| Children's Museum(s) | 12% | 8% | 14% | 21% | 9% | -2% | -21% |
| History Museum(s) | 23% | 28% | 21% | 31% | 20% | -3% | -14% |
| Art Museum(s) | 18% | 19% | 18% | 31% | 13% | -5% | -25% |
| Science Center(s)/Science Attraction(s) | 16% | 14% | 18% | 15% | 17% | 1% | 4% |
| Art Galleries | 15% | 19% | 14% | 21% | 12% | -3% | -21% |
| Family Entertainment Center(s), (e.g. go-carts, mini golf, bumper boats, etc.) | 18% | 11% | 21% | 28% | 17% | -2% | -9% |
| Historic Landmarks/Places, (e.g. historic sites, buildings, etc.) | 29% | 25% | 25% | 33% | 30% | 1% | 3% |
| Dinner Theaters/Cruises | 16% | 11% | 21% | 15% | 16% | 0% | 1% |
| Theater(s), (e.g. music theater, dinner theater, play, etc.) | 22% | 22% | 21% | 31% | 18% | -3% | -14% |
| Old homes/Mansion(s) | 14% | 14% | 18% | 15% | 13% | -1% | -7% |
| Botanical Garden(s) | 20% | 28% | 14% | 26% | 18% | -3% | -13% |
| Large-Format Screen Theaters, (e.g. IMAX) | 18% | 8% | 25% | 33% | 15% | -3% | -18% |
| Sightseeing Tour(s), (e.g. city, boat, helicopter, railroad tours, etc.) | 14% | 14% | 21% | 10% | 13% | -1% | -7% |
| Brewery/Winery Tours | 18% | 14% | 14% | 21% | 19% | 1% | 7% |
| National/State Park(s) (e.g. Yellow Stone National Park, Niagara Falls State Park, etc.) | 29% | 22% | 39% | 33% | 27% | -2% | -7% |
| Natural Wonders (e.g. Ruby Falls, Monument Valley, Grand Canyon, etc.) | 27% | 22% | 29% | 33% | 25% | -1% | -5% |

H2R MARKET RESEARCH
COVID-19 TRAVEL & ATTRACTIONS UPDATE - NATIONWIDE PANEL RESULTS

| | To Date | 3/13/20 | 3/19/20 | 4/2/20 | 4/16/20 | 4/16 vs To Date | % Variance |
|--|-------------|-------------|-------------|-------------|-------------|-----------------|-------------|
| Intent to visit attractions in the next 2 months (60 days) - 5 pt scale | 2.06 | 2.53 | 1.96 | 1.86 | 1.95 | -0.11 | -6% |
| Aquarium(s) | 2.04 | 2.45 | 1.98 | 1.80 | 1.96 | -0.08 | -4% |
| Zoo(s)/Animal Attraction(s) | 2.13 | 2.61 | 1.98 | 2.00 | 1.99 | -0.15 | -7% |
| Theme Park(s)/Amusement Park(s) | 1.99 | 2.43 | 2.01 | 1.72 | 1.84 | -0.15 | -7% |
| Water Park(s) | 1.94 | 2.30 | 1.95 | 1.69 | 1.82 | -0.11 | -6% |
| Children's Museum(s) | 1.90 | 2.31 | 1.83 | 1.64 | 1.82 | -0.07 | -4% |
| History Museum(s) | 2.11 | 2.60 | 2.03 | 1.90 | 1.96 | -0.15 | -7% |
| Art Museum(s) | 2.04 | 2.50 | 1.93 | 1.89 | 1.89 | -0.15 | -7% |
| Science Center(s)/Science Attraction(s) | 2.04 | 2.42 | 1.89 | 1.89 | 1.97 | -0.07 | -3% |
| Art Galleries | 1.98 | 2.45 | 1.87 | 1.77 | 1.86 | -0.12 | -6% |
| Family Entertainment Center(s), (e.g. go-carts, mini golf, bumper boats, etc.) | 1.99 | 2.42 | 1.96 | 1.77 | 1.86 | -0.13 | -7% |
| Historic Landmarks/Places, (e.g. historic sites, buildings, etc.) | 2.23 | 2.91 | 2.03 | 2.02 | 2.01 | -0.21 | -10% |
| Dinner Theaters/Cruises | 1.99 | 2.43 | 1.92 | 1.68 | 1.93 | -0.06 | -3% |
| Theater(s), (e.g. music theater, dinner theater, play, etc.) | 2.15 | 2.74 | 1.98 | 1.92 | 2.01 | -0.14 | -7% |
| Old homes/Mansion(s) | 2.03 | 2.53 | 1.91 | 1.80 | 1.91 | -0.12 | -6% |
| Botanical Garden(s) | 2.16 | 2.58 | 2.07 | 1.99 | 2.05 | -0.12 | -5% |
| Large-Format Screen Theaters, (e.g. IMAX) | 2.12 | 2.63 | 2.06 | 1.91 | 1.93 | -0.18 | -9% |
| Sightseeing Tour(s), (e.g. city, boat, helicopter, railroad tours, etc.) | 1.96 | 2.41 | 1.81 | 1.77 | 1.88 | -0.08 | -4% |
| Brewery/Winery Tours | 2.07 | 2.61 | 1.94 | 1.76 | 1.99 | -0.08 | -4% |
| National/State Park(s) (e.g. Yellow Stone National Park, Niagara Falls State Park, etc.) | 2.25 | 2.61 | 2.09 | 2.15 | 2.18 | -0.07 | -3% |
| Natural Wonders (e.g. Ruby Falls, Monument Valley, Grand Canyon, etc.) | 2.18 | 2.64 | 1.94 | 2.03 | 2.14 | -0.04 | -2% |
| % Probably/Definitely will | 14% | 22% | 13% | 11% | 11% | -3% | -19% |
| Aquarium(s) | 13% | 22% | 11% | 10% | 11% | -2% | -15% |
| Zoo(s)/Animal Attraction(s) | 15% | 22% | 12% | 14% | 13% | -2% | -16% |
| Theme Park(s)/Amusement Park(s) | 14% | 22% | 17% | 11% | 9% | -5% | -36% |
| Water Park(s) | 13% | 20% | 15% | 10% | 10% | -4% | -26% |
| Children's Museum(s) | 11% | 17% | 8% | 10% | 11% | -1% | -8% |
| History Museum(s) | 12% | 20% | 11% | 11% | 9% | -4% | -31% |
| Art Museum(s) | 12% | 19% | 10% | 11% | 9% | -3% | -23% |
| Science Center(s)/Science Attraction(s) | 12% | 17% | 10% | 11% | 11% | -1% | -11% |
| Art Galleries | 12% | 19% | 10% | 10% | 9% | -3% | -26% |
| Family Entertainment Center(s), (e.g. go-carts, mini golf, bumper boats, etc.) | 14% | 21% | 15% | 11% | 11% | -3% | -21% |
| Historic Landmarks/Places, (e.g. historic sites, buildings, etc.) | 18% | 34% | 16% | 14% | 12% | -6% | -35% |
| Dinner Theaters/Cruises | 14% | 21% | 13% | 8% | 13% | -1% | -8% |
| Theater(s), (e.g. music theater, dinner theater, play, etc.) | 17% | 26% | 16% | 12% | 15% | -2% | -11% |
| Old homes/Mansion(s) | 13% | 17% | 13% | 11% | 11% | -2% | -18% |
| Botanical Garden(s) | 17% | 23% | 15% | 17% | 14% | -3% | -18% |
| Large-Format Screen Theaters, (e.g. IMAX) | 16% | 23% | 17% | 14% | 11% | -5% | -33% |
| Sightseeing Tour(s), (e.g. city, boat, helicopter, railroad tours, etc.) | 11% | 17% | 11% | 7% | 11% | -1% | -8% |
| Brewery/Winery Tours | 15% | 23% | 16% | 10% | 13% | -3% | -17% |
| National/State Park(s) (e.g. Yellow Stone National Park, Niagara Falls State Park, etc.) | 19% | 23% | 18% | 18% | 16% | -2% | -13% |
| Natural Wonders (e.g. Ruby Falls, Monument Valley, Grand Canyon, etc.) | 16% | 24% | 12% | 13% | 14% | -2% | -11% |

H2R MARKET RESEARCH
COVID-19 TRAVEL & ATTRACTIONS UPDATE - NATIONWIDE PANEL RESULTS

| | To Date | 3/13/20 | 3/19/20 | 4/2/20 | 4/16/20 | 4/16 vs To Date | % Variance |
|---------------------------------------|-------------|-------------|-------------|-------------|-------------|-----------------|------------|
| CATEGORIZATION | | | | | | | |
| Household ages | | | | | | | |
| Under 4 years old | 5% | 4% | 8% | 5% | 2% | -3% | -62% |
| Ages 4 - 7 | 4% | 5% | 3% | 3% | 2% | -1% | -31% |
| Ages 8 - 11 | 3% | 4% | 2% | 3% | 4% | 0% | 6% |
| Ages 12 - 14 | 3% | 3% | 2% | 4% | 2% | -1% | -19% |
| Ages 15 - 17 | 3% | 3% | 1% | 4% | 4% | 1% | 34% |
| Ages 18 - 24 | 7% | 6% | 7% | 7% | 8% | 1% | 17% |
| Ages 25 - 34 | 13% | 14% | 14% | 14% | 12% | -1% | -9% |
| Ages 35 - 44 | 14% | 14% | 14% | 17% | 9% | -5% | -33% |
| Ages 45 - 54 | 11% | 10% | 11% | 8% | 14% | 4% | 34% |
| Ages 55 - 64 | 14% | 13% | 10% | 15% | 18% | 4% | 28% |
| Ages 65 - 74 | 19% | 17% | 24% | 16% | 20% | 1% | 4% |
| Ages 75 and over | 4% | 6% | 4% | 3% | 4% | 0% | -10% |
| | | | | | | | |
| Under 12 years | 12% | 14% | 13% | 12% | 8% | -4% | -32% |
| 12-17 years | 6% | 6% | 4% | 8% | 6% | 0% | 7% |
| 18-34 years | 21% | 19% | 21% | 21% | 20% | 0% | 0% |
| 35-54 years | 24% | 25% | 24% | 25% | 23% | -1% | -4% |
| 55+ years | 37% | 37% | 38% | 34% | 42% | 4% | 12% |
| | | | | | | | |
| Average adult age | 50.5 | 51.1 | 50.8 | 48.9 | 51.4 | 0.9 | 2% |
| Average child age | 8.4 | 8.3 | 6.4 | 8.8 | 10.3 | 1.9 | 22% |
| | | | | | | | |
| Household size | 2.3 | 2.3 | 2.3 | 2.5 | 2.2 | -0.1 | -6% |
| | | | | | | | |
| Household composition | | | | | | | |
| Families | 25% | 28% | 23% | 29% | 21% | -4% | -17% |
| Adults | 75% | 72% | 77% | 71% | 79% | 4% | 6% |
| | | | | | | | |
| Educational attainment | | | | | | | |
| Less than 9th grade | 0% | 0% | 0% | 0% | 0% | 0% | n/a |
| 9th grade to 12th grade - no diploma | 1% | 1% | 3% | 0% | 1% | -1% | -51% |
| High school graduate - diploma or GED | 15% | 17% | 17% | 15% | 12% | -3% | -22% |
| Some college or Associates degree | 28% | 26% | 23% | 30% | 32% | 4% | 16% |
| Bachelor's degree | 32% | 31% | 32% | 33% | 31% | -1% | -3% |
| Graduate or professional degree | 24% | 25% | 25% | 22% | 24% | 0% | 2% |

H2R MARKET RESEARCH
COVID-19 TRAVEL & ATTRACTIONS UPDATE - NATIONWIDE PANEL RESULTS

| | To Date | 3/13/20 | 3/19/20 | 4/2/20 | 4/16/20 | 4/16 vs To Date | % Variance |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-------------|
| Ethnicity: select all that apply | | | | | | | |
| Non-Hispanic white | 81% | 82% | 80% | 82% | 79% | -2% | -2% |
| African American or black | 8% | 8% | 7% | 7% | 8% | 0% | 3% |
| American Indian | 2% | 1% | 1% | 3% | 1% | 0% | -21% |
| Alaska Native | 0% | 0% | 1% | 0% | 0% | 0% | -100% |
| Asian | 5% | 4% | 6% | 4% | 7% | 2% | 35% |
| Native Hawaiian or Other Pacific Islander | 0% | 0% | 1% | 0% | 1% | 0% | 97% |
| Hispanic, Latino or Spanish Origin | 4% | 4% | 4% | 4% | 5% | 0% | 10% |
| Other race or origin | 3% | 3% | 4% | 3% | 0% | -3% | -100% |
| Household income | | | | | | | |
| | \$92,491 | \$94,524 | \$85,625 | \$93,500 | \$96,241 | \$3,750 | 4% |
| Under \$25,000 | 9% | 11% | 13% | 8% | 6% | -3% | -34% |
| \$25,000 to \$49,999 | 20% | 21% | 26% | 17% | 17% | -4% | -18% |
| \$50,000 to \$74,999 | 18% | 16% | 18% | 18% | 20% | 2% | 12% |
| \$75,000 to \$99,000 | 20% | 20% | 19% | 18% | 22% | 2% | 11% |
| \$100,000 to \$124,999 | 11% | 10% | 8% | 16% | 12% | 0% | 3% |
| \$125,000 to \$149,999 | 9% | 9% | 6% | 12% | 11% | 2% | 19% |
| \$150,000 to \$174,999 | 4% | 4% | 2% | 6% | 6% | 1% | 28% |
| \$175,000 to \$199,999 | 2% | 3% | 3% | 1% | 3% | 0% | 14% |
| \$200,000 to \$299,999 | 3% | 3% | 4% | 4% | 2% | -1% | -40% |
| \$300,000 to \$499,999 | 1% | 1% | 1% | 1% | 1% | 0% | 34% |
| \$500,000 or above | 1% | 1% | 1% | 0% | 1% | 0% | -20% |
| Region | | | | | | | |
| East | 21% | 22% | 21% | 25% | 15% | -6% | -30% |
| South | 36% | 34% | 32% | 34% | 42% | 7% | 19% |
| Midwest | 21% | 25% | 23% | 20% | 17% | -4% | -21% |
| West | 23% | 19% | 23% | 21% | 26% | 4% | 17% |
| Sample Size | 603 | 151 | 150 | 150 | 152 | -451 | -75% |
| Margin of Error | 4.0% | 8.0% | 8.0% | 8.0% | 7.9% | 4.0% | 99% |