



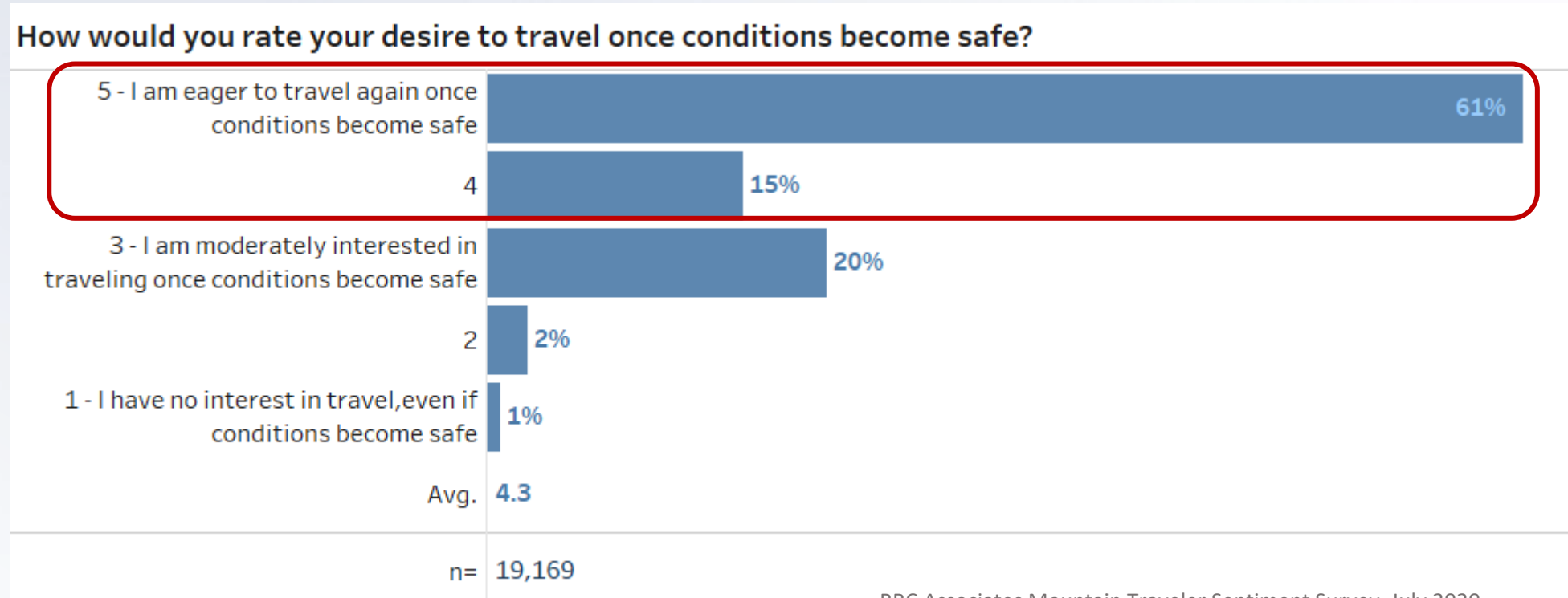
COVID-19 Survey Research MOUNTAIN TRAVEL SENTIMENT SURVEY

July 22, 2020



Desire to Travel

61% are “eager” and 97% express some interest in travel once conditions are safe.

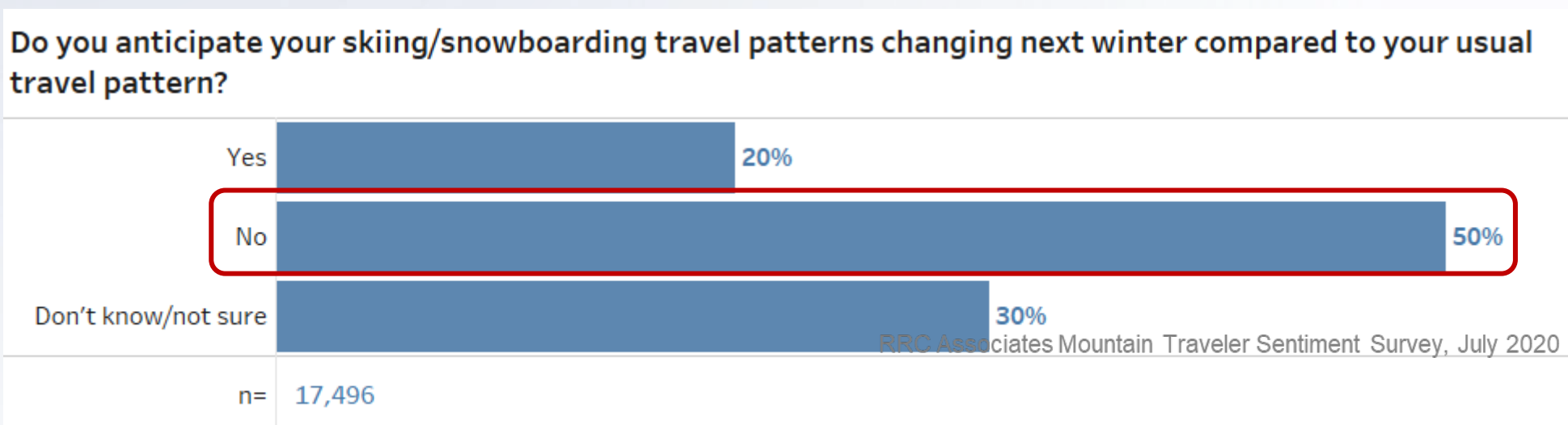


RRC Associates Mountain Traveler Sentiment Survey, July 2020



Ski/Snowboard Travel Patterns

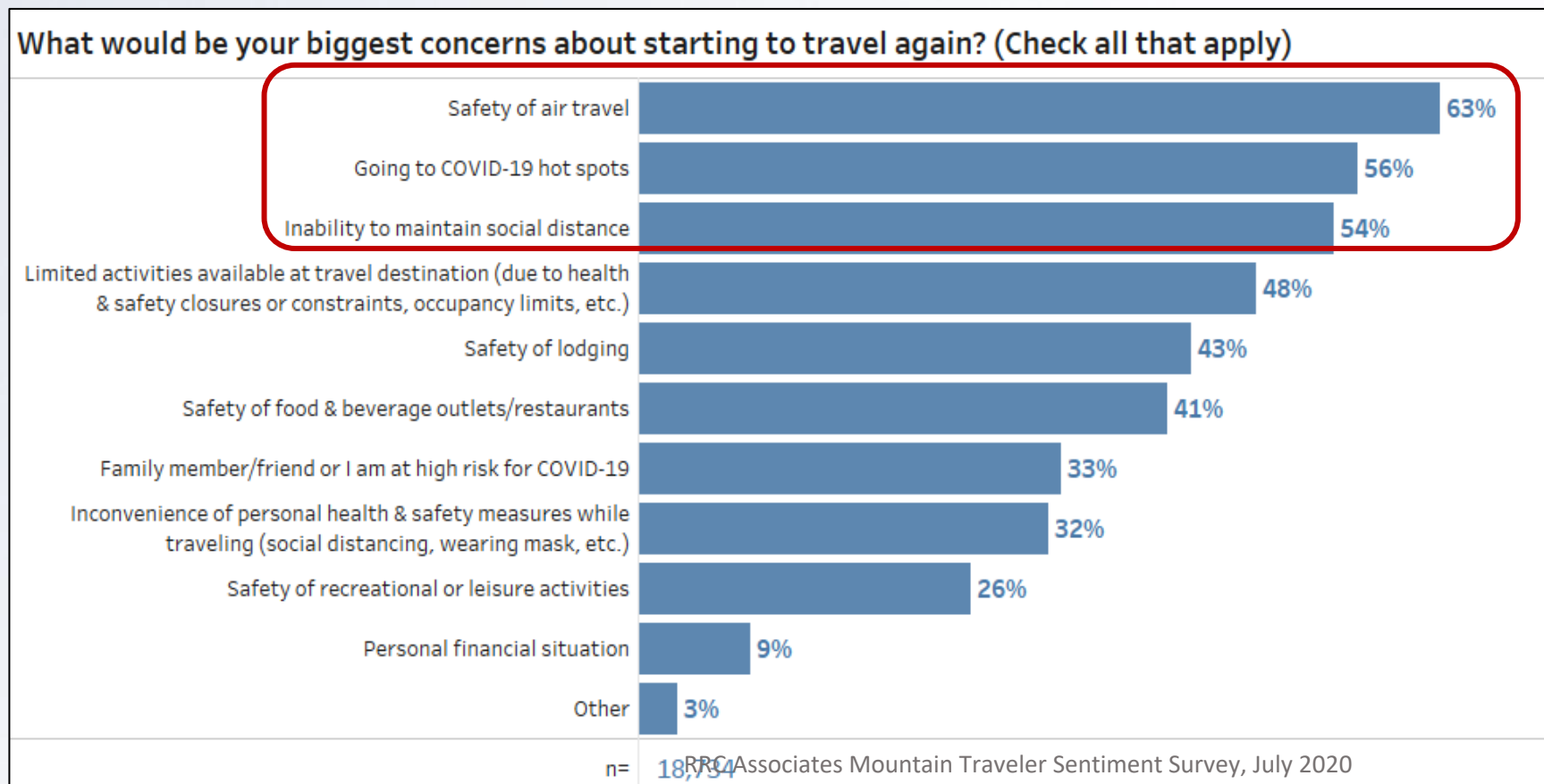
Surprisingly, half of mountain travelers expect no change in their ski travel during the upcoming season. And the large segment that is still uncertain (30%) represents a challenge but also a clear opportunity.





Concerns About Starting to Travel

Air travel, potential COVID-19 hot spots and social distancing are key concerns for mountain travelers

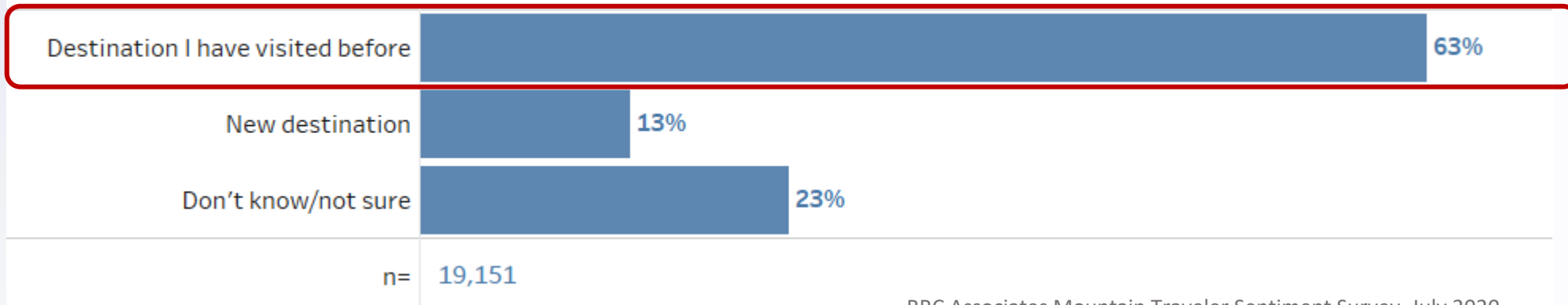




New destination or familiar destination?

People want to go where they're comfortable. Just 13% intend to try a new destination on their first trip since the pandemic began.

Thinking about that first leisure trip you might take, would you expect to visit a destination you have visited before, or a new destination?



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Mountain Travelers Compared to National Sample

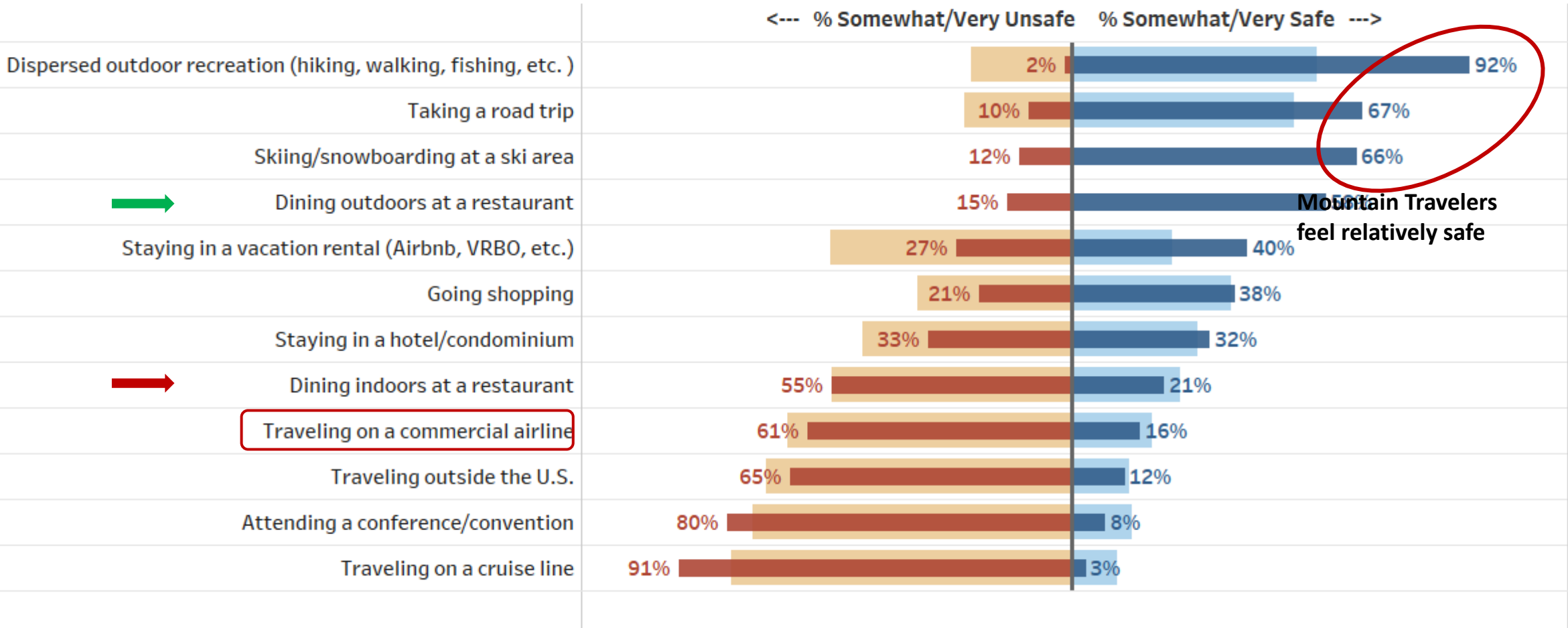


RRC Mountain Traveler Sentiment Survey (June/July)



Destination Analyst Data (Wave #18)

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



Mountain Travelers feel relatively safe



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