Attractions Industry

Outlook for 2021

JERRY HENRY & ASHLEY GAROUTTE • H2R MARKET RESEARCH

H2R MARKET RESEARCH

Research consultancy that specializes in travel and tourism.

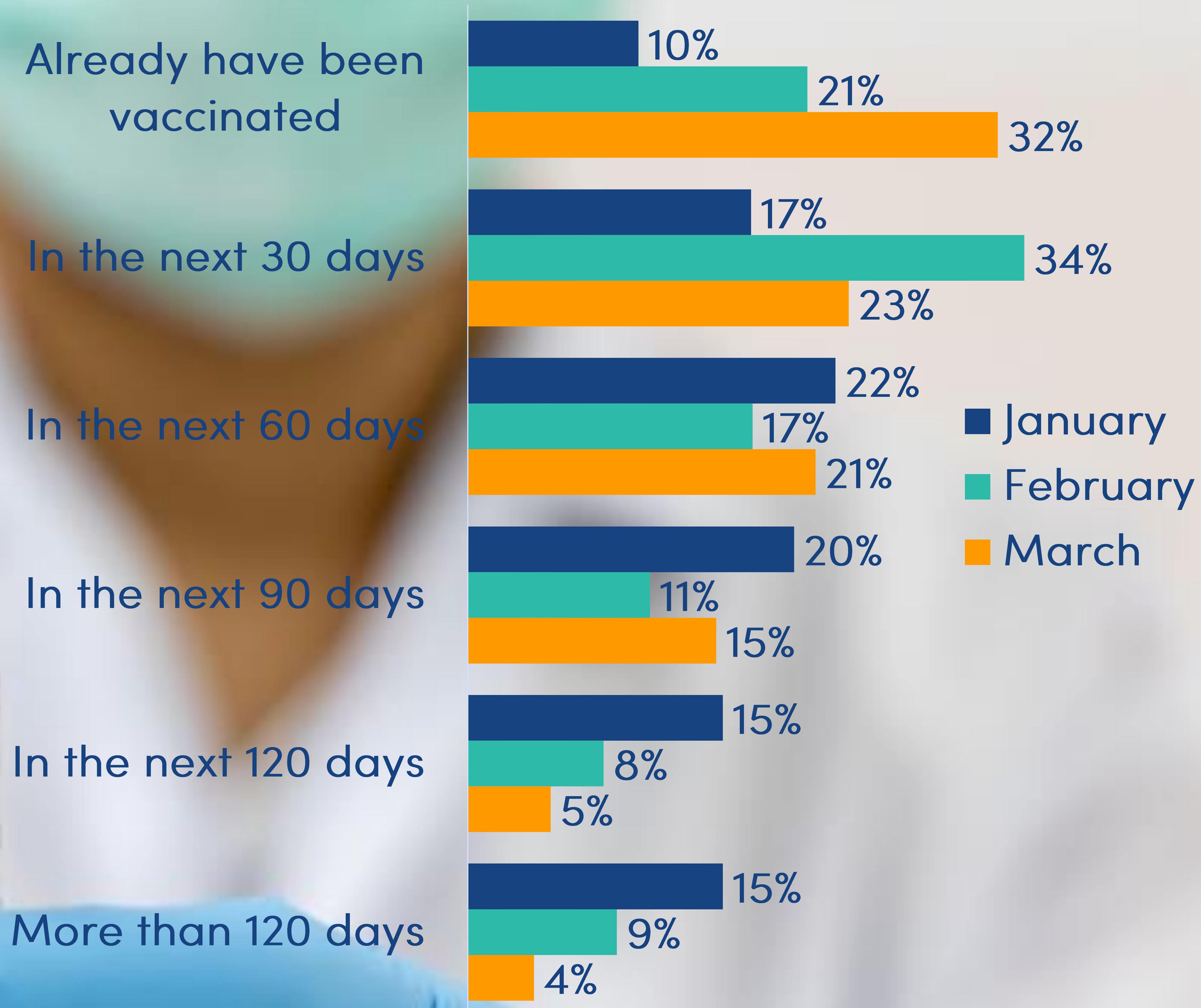
We illuminate consumer truths that empower destinations to make informed, research-driven management & marketing decisions.

COT Market Research Investments

Annual Brand Awareness Study	Measures tangible & intangible impact of COT's marketing.
Insights Program	Provides recovery ideas used across the country and insights from Sentiments.
Brand & Sentiment Tracker	Provides unique consumer input from Northeast residents.
Visitor Profile	Delivers a pre-pandemic profile of CT travelers.
Economic Impact of Tourism	Provides assessment of tourism impact across jobs, taxes, sales.
Lemonade Blog	Offers constituents a library of relevant secondary research.
STR	Measures Connecticut's hotel industry performance.
USTA Recovery Dashboard	Measures U.S. and Connecticut's performance and outlook.


HOPE is on the Horizon

Northeast Consumers Vaccination Update



Vaccine News is Encouraging.

Nearly 148M (57%) of American adults have begun the immunization process and nearly 106M (41%) are now fully immunized.

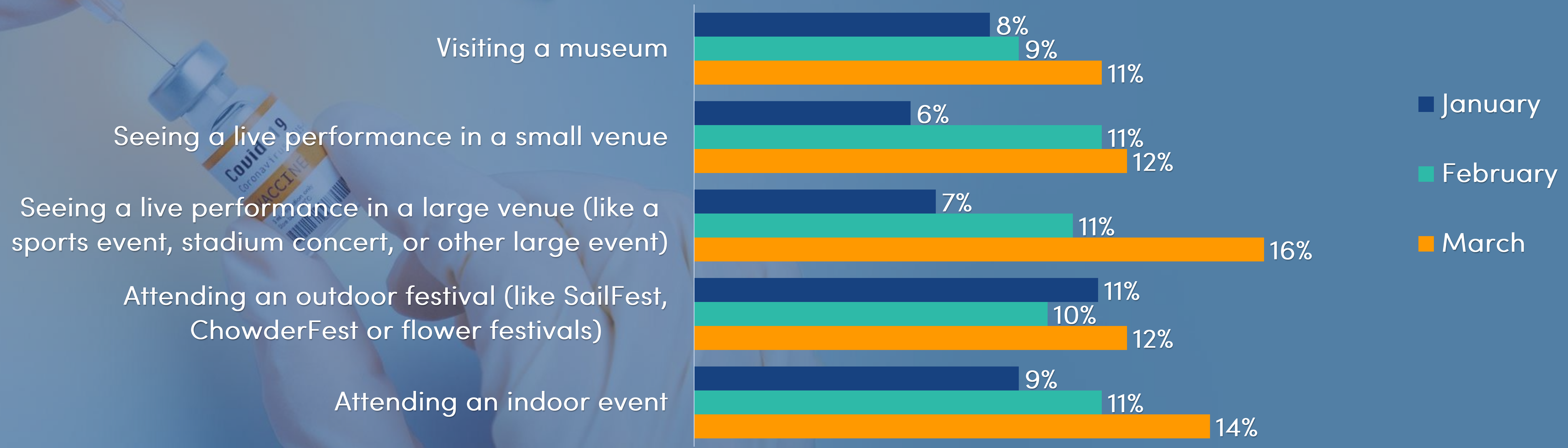
In Connecticut more than 2M (56%) have begun the immunization process and 1.3M (37%) are fully immunized.

SOURCE: Connecticut Tourism Sentiment Tracker

A significant acceleration in vaccinations has contributed to the positive momentum in consumers' attitudes toward dining out, seeing live performances and attending indoor events.

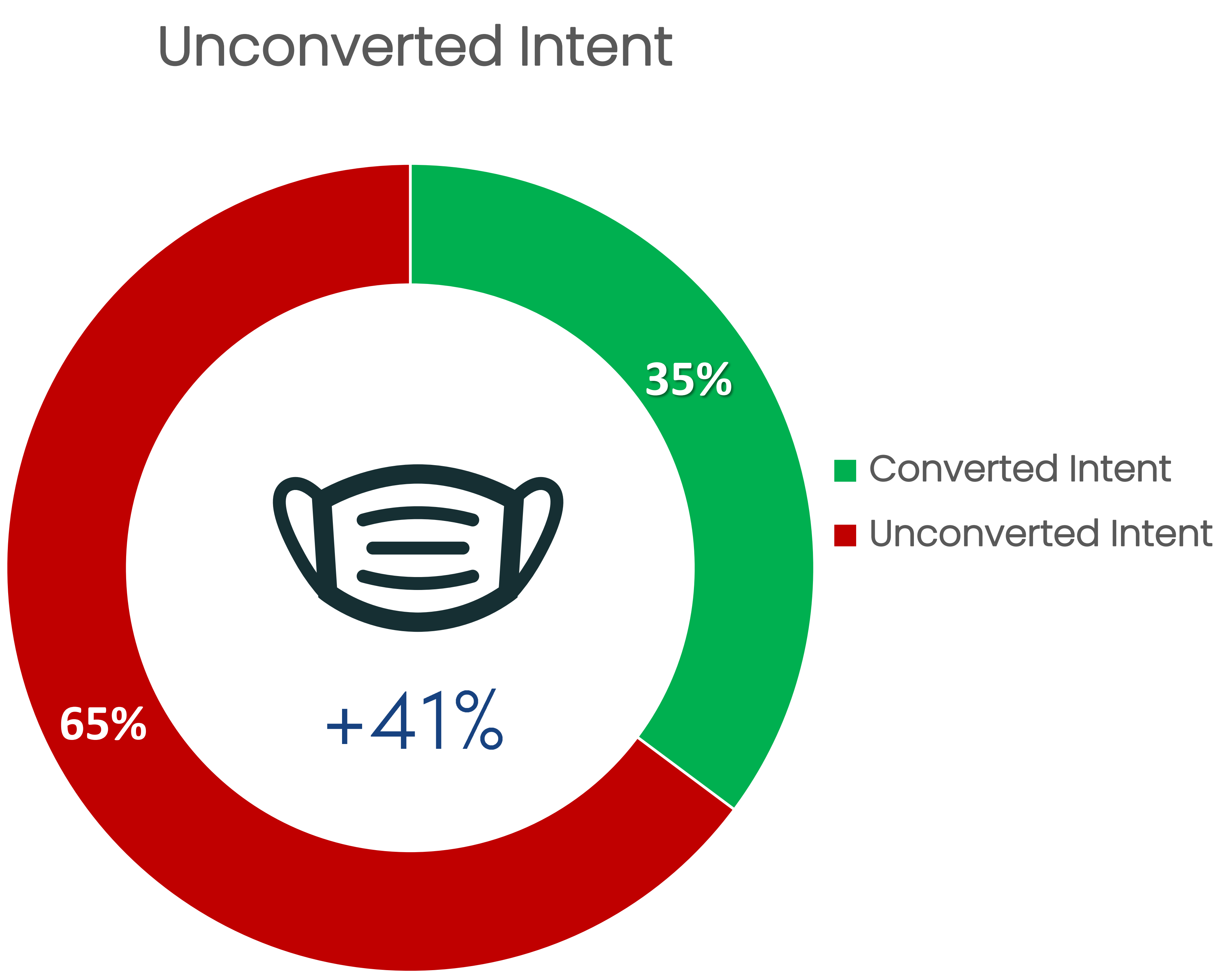
Percent of Population Needing Vaccine to Feel Comfortable

% Already Comfortable

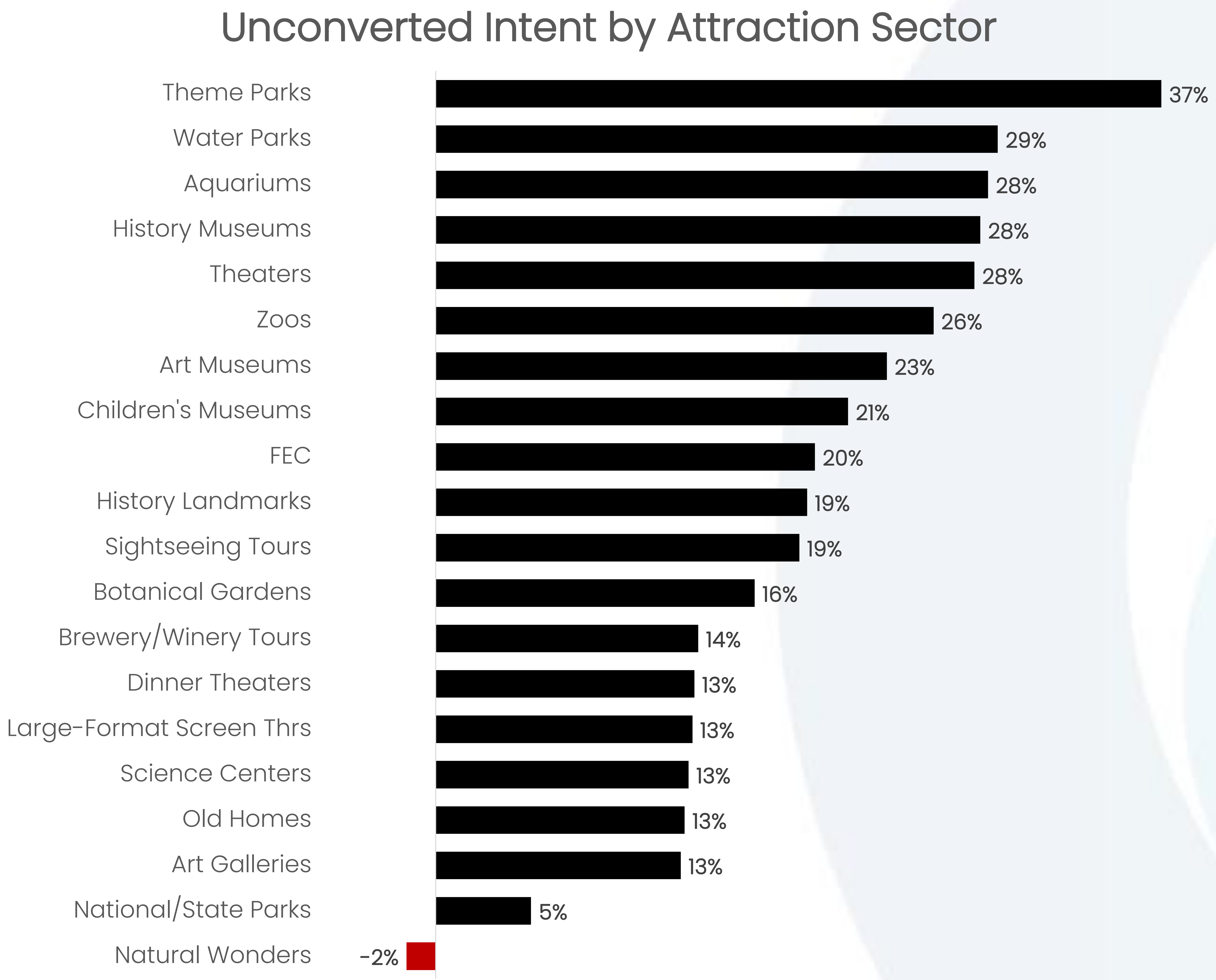


SOURCE: Connecticut Tourism Sentiment Tracker

Pent-up demand is sizable. Unconverted intent (ratio of unfulfilled intentions) increased significantly from 46% in 2019 to 65% in 2020. Highest among Theme Parks, Water Parks and Aquariums.



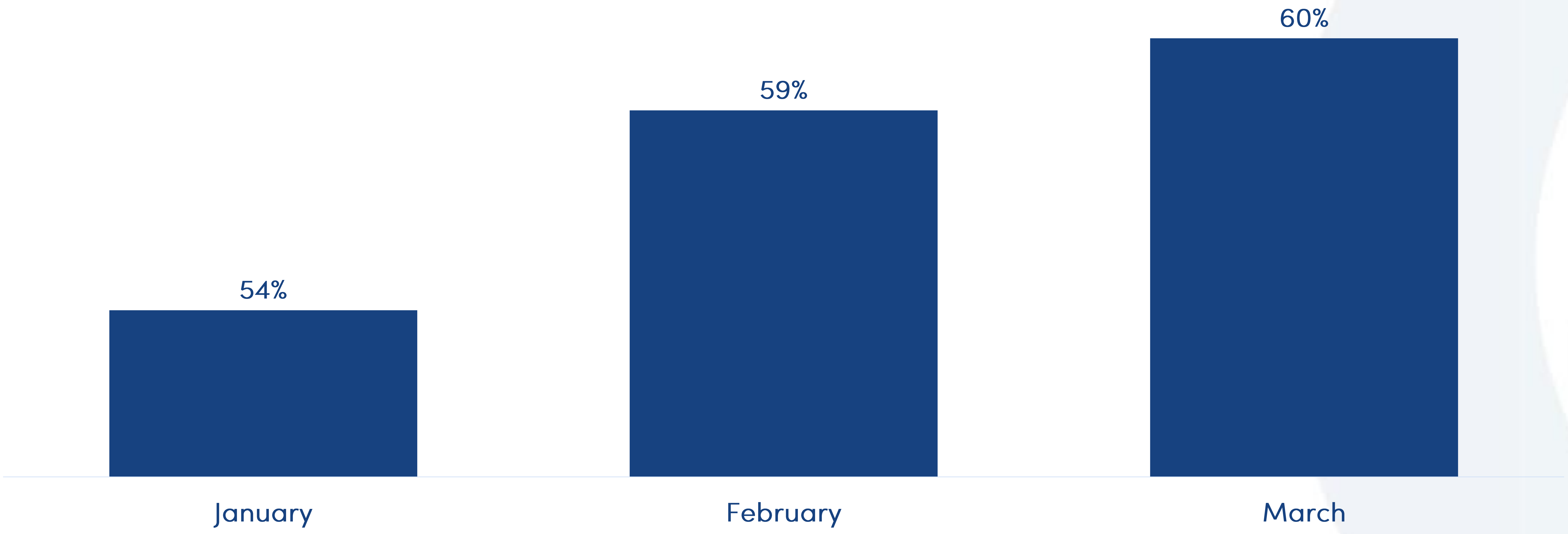
Unconverted intent increased 41%... from 46% last year to 65% in 2020
In the Northeast, unconverted intent increased 44%...from 45% last year to 65% in 2020.



SOURCE: 2021 Voice of the Visitor, PGAV Destinology Series; H2R Market Research, January 2021

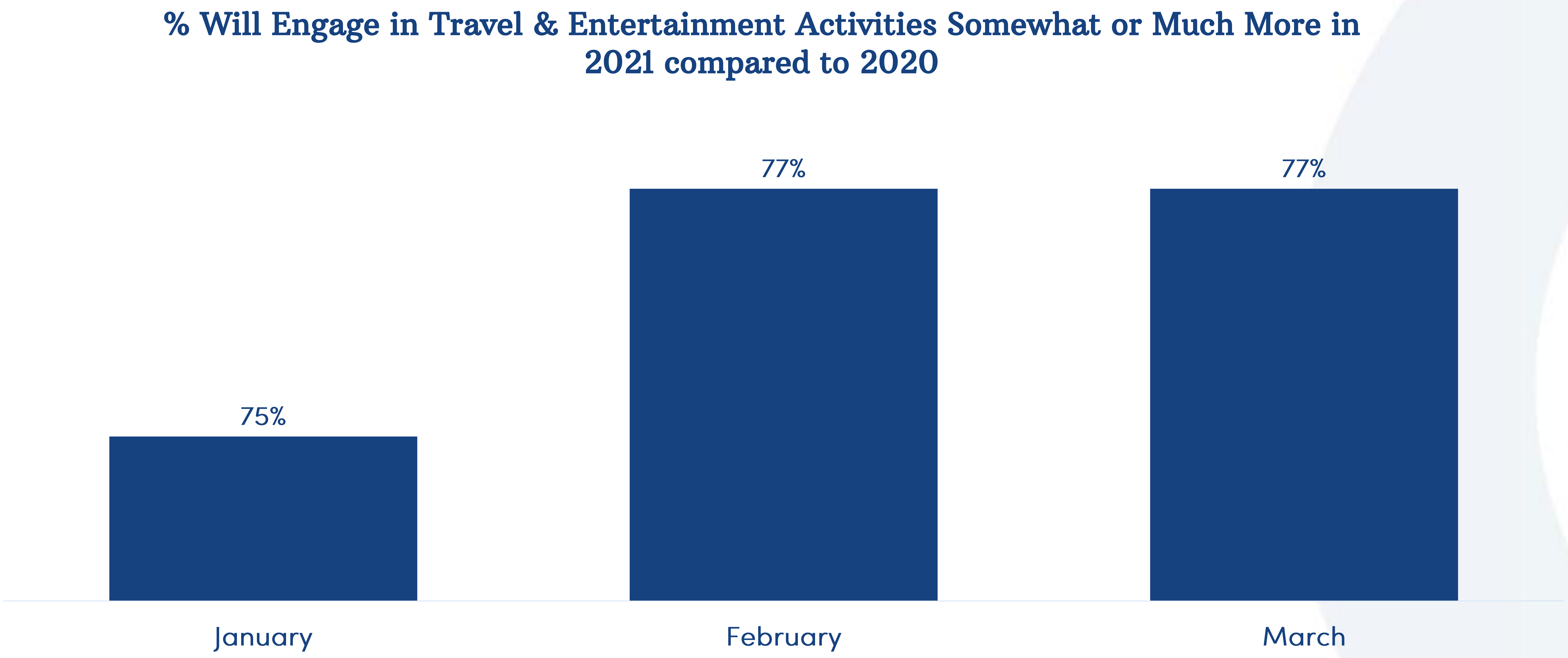
The intent to participate in leisure activities over the next several months also continues to surge upward each month as we head into summer.

% Probably/Definitely Will Visit Restaurants, Hotels, Attractions, Events or Travel for Leisure in the Next 6 Months



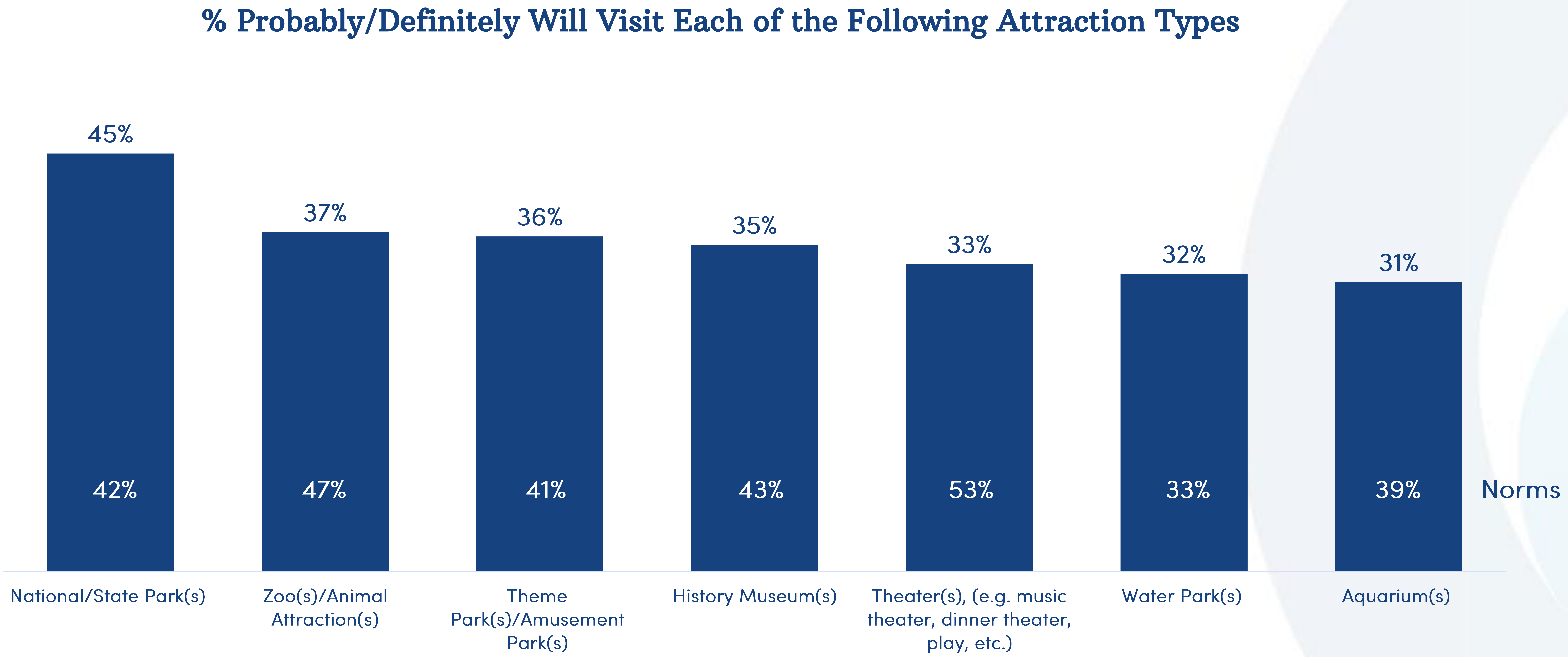
SOURCE: Connecticut Tourism Sentiment Tracker

Furthermore, more than three-quarters of consumers plan to engage in significantly more travel and entertainment activities this year than they did last year.



SOURCE: Connecticut Tourism Sentiment Tracker

Intent to visit outdoor attractions still out-paces intent to visit indoor, but all attractions are seeing similar intent to visit scores for the summer.



SOURCE: Connecticut Tourism Sentiment Tracker

Wise to Optimize for 2021

Recovery will not likely be a binary event.

The rebound will likely occur in stages as individuals slowly begin to feel it is safe for them to venture out again.

Until most Americans are vaccinated, desire to visit attractions will continue to be dictated by

RISK TOLERANCE

Know how COVID-19 changed your target market

- ✓ Younger
- ✓ More families
- ✓ Smaller parties
- ✓ More diverse
- ✓ More regional
- ✓ Lower income
- ✓ More wide-open spaces

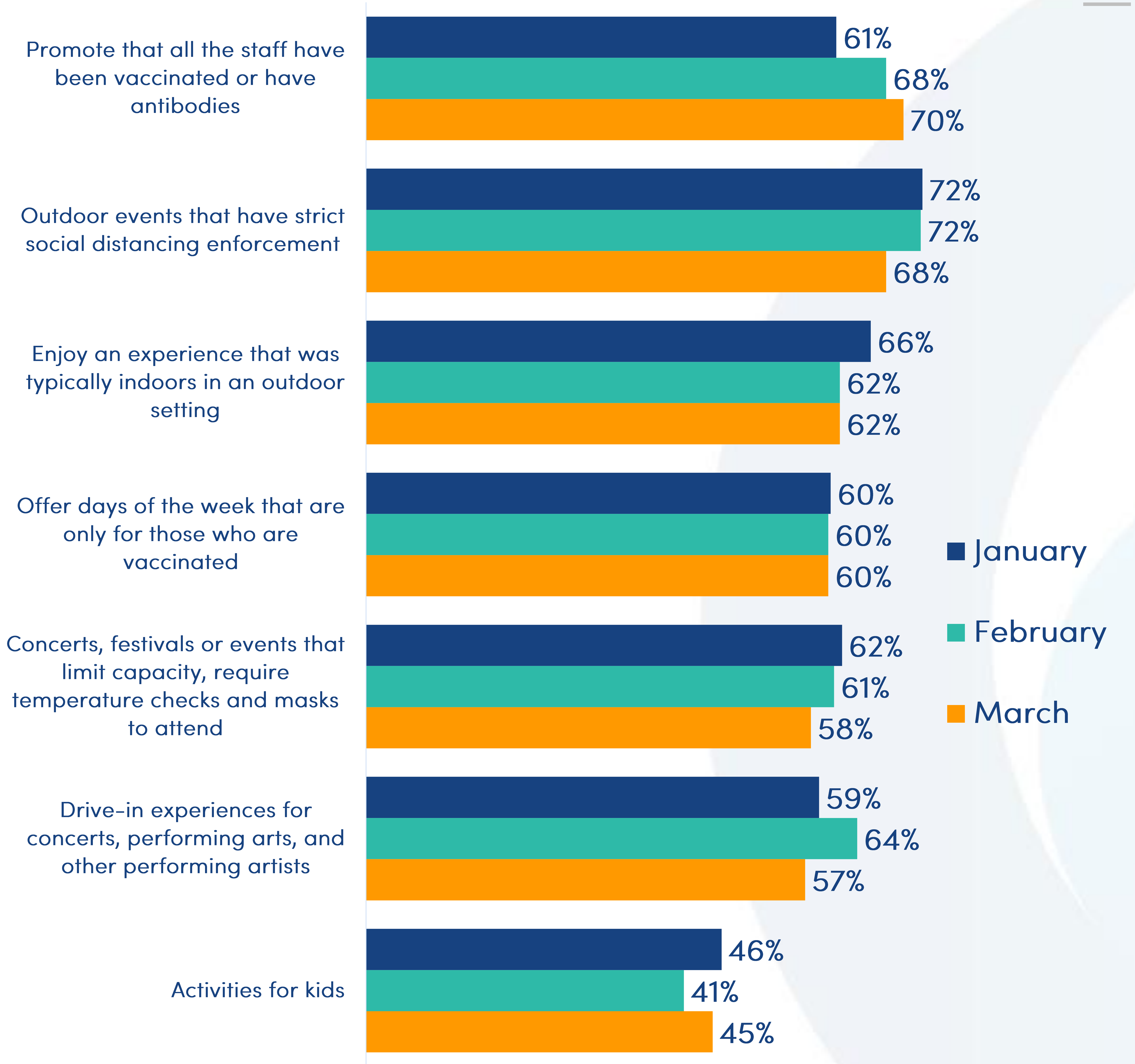
Key Insight

*Don't just know your customer will be different—change your marketing and messaging tactics to reach these consumers so they will choose **you** when they begin to travel.*

Actions That Would Increase Intent to Visit Attractions

As of March, consumers still want to know that the staff at attractions they are visiting are being vaccinated. This, along with socially distanced outdoor events are the actions most favorably looked upon when deciding to visit an attraction.

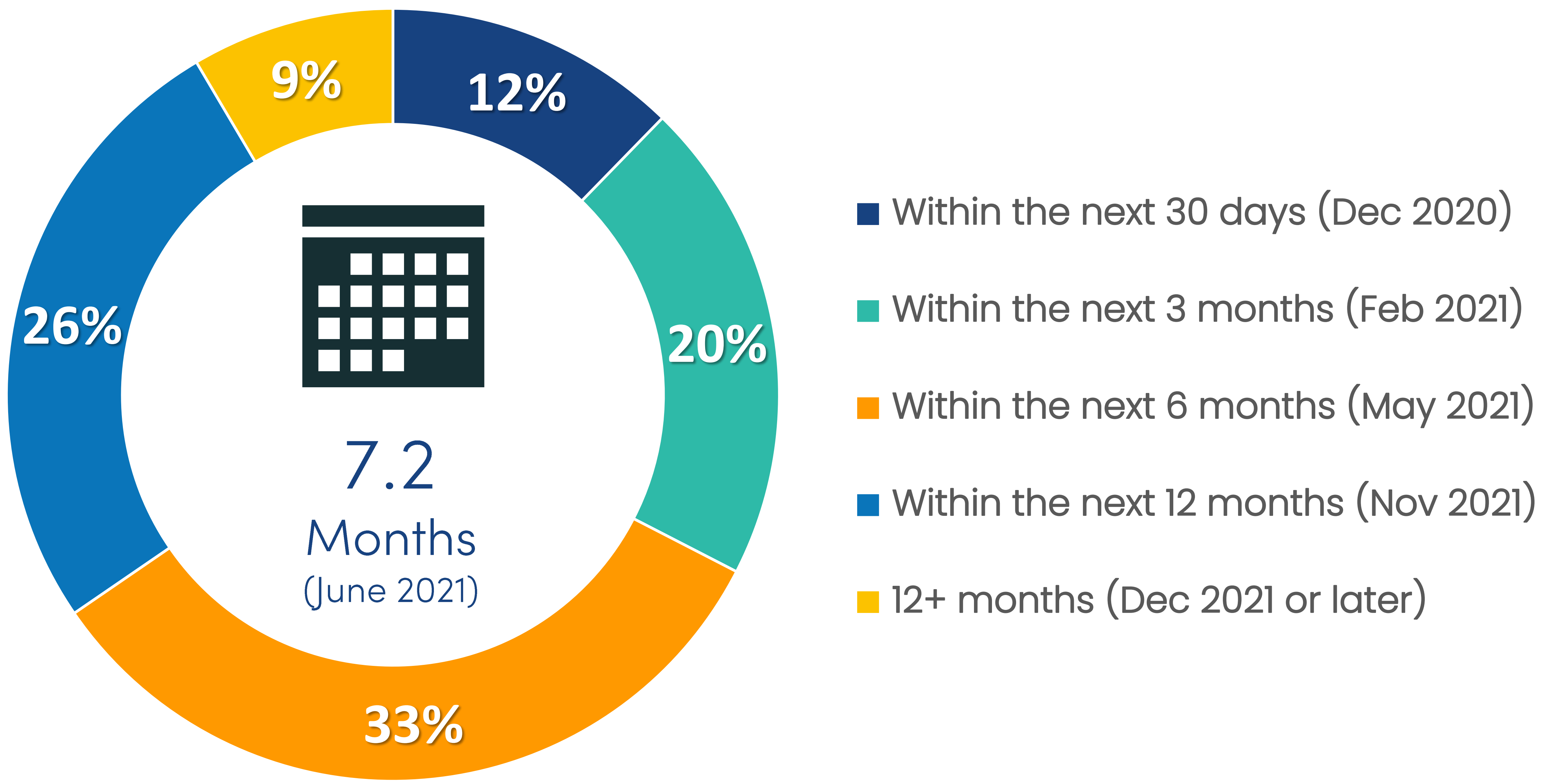
Those things that have become less important over time include moving indoor experiences outdoors, limited capacity events and drive-in experiences.



SOURCE: Connecticut Tourism Sentiment Tracker

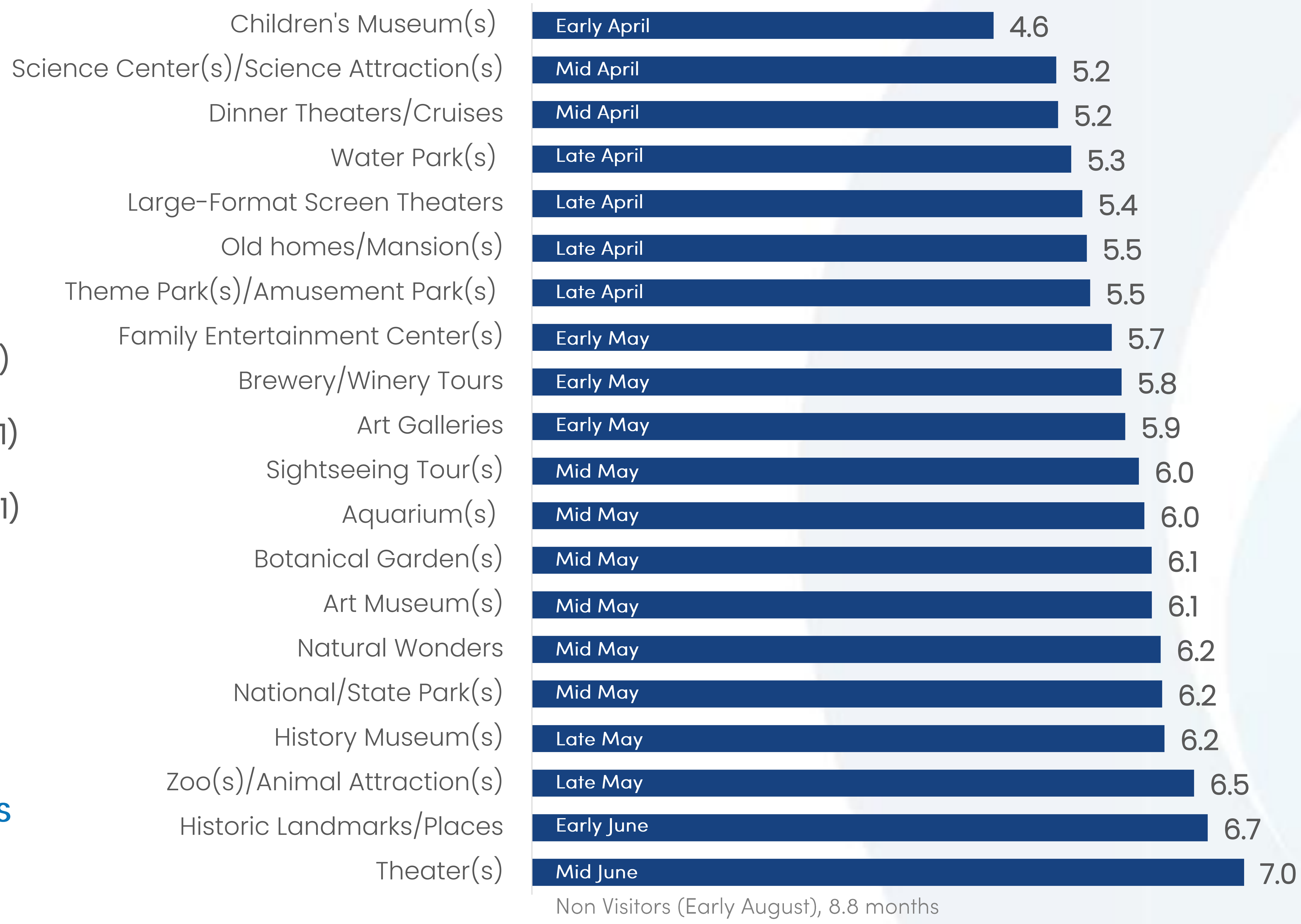
Travelers expect their next leisure trip to occur in about 7 months (late June). However, those who visited Children's Museums, Science Centers and Dinner Theaters plan to travel much sooner.

Timing of Next Leisure Trip (Months)



In the Northeast, average time was 7.7 months which places the date of return to around July 1.

Average Time to Next Trip by Attraction (Months)

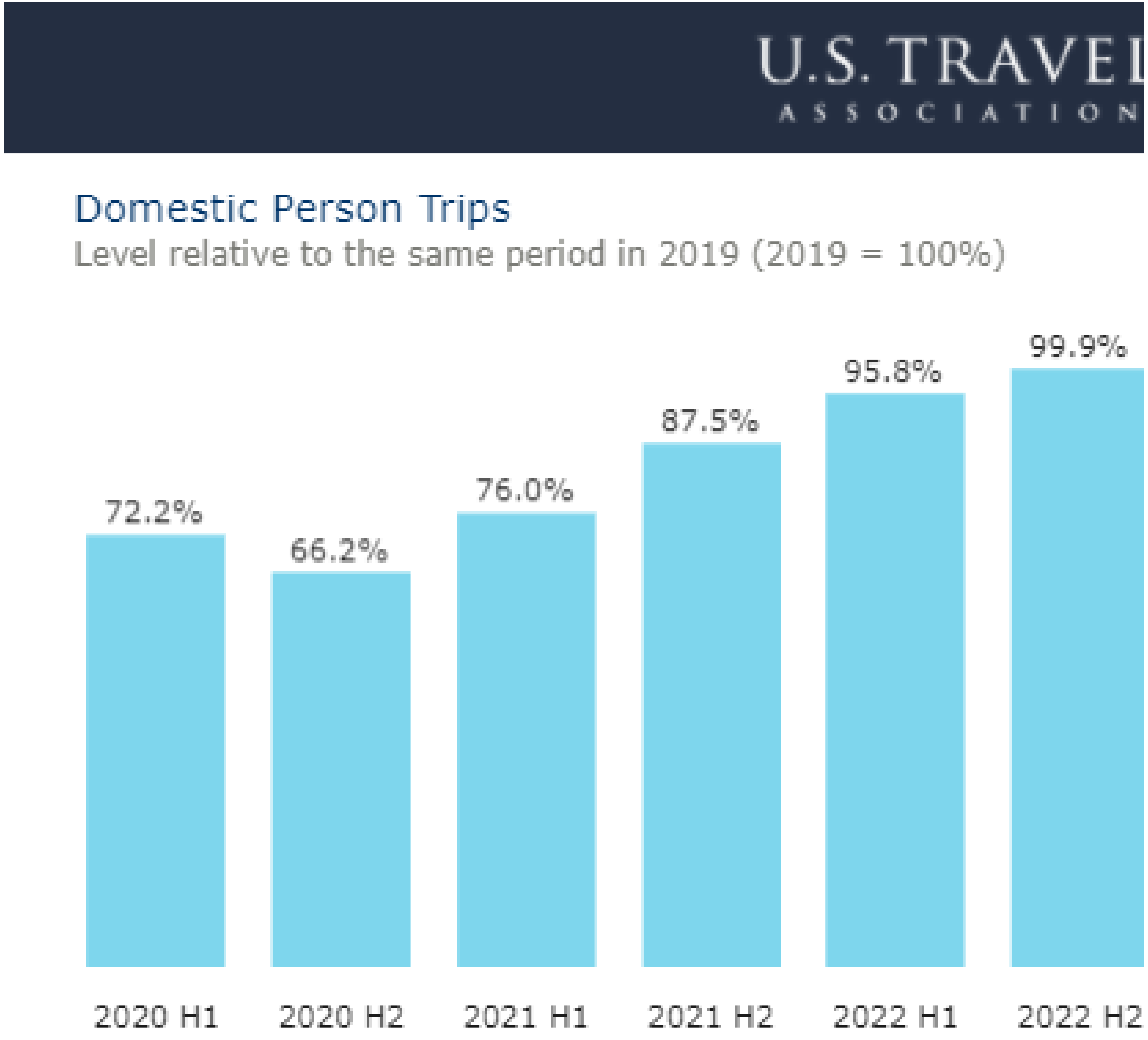


SOURCE: *2021 Voice of the Visitor, PGAV Destinology Series; H2R Market Research, January 2021*

Cautiously Optimistic Outlook for 2021

Relative to 2019, quarterly expectations for domestic person-trips are expected to steadily improve until we reach 2019 levels in Q2 of 2022.

For total trips, including international, it will be Q4 of 2022.



U.S. Hotel Room Demand is expected to take a bit longer to return to 2019 levels. In 2021, returning to 75.8% and in 2022 to 94.9%.

* Reflects total room inventory (TRI) methodology, which assumes no temporary hotel closures.
Source: STR; Tourism Economics

THANK YOU

GET IN TOUCH WITH US

H2R Market Research
Springfield | Branson | Bentonville
jhenry@h2rmarketresearch.com
agaroutte@h2rmarketresearch.com