



INTRO:

As we all face challenging times with the coronavirus, we'd like to ask you to take a moment and share your thoughts about travel.

Even though the virus situation is fluid, your responses will help travel destinations adapt and serve the needs of future visitors like you.

Thank you for your time and input, and we wish you health and safety.

1) Have you canceled or postponed one or more upcoming trips due to safety or other concerns?

- a. Yes
- b. No
- c. Don't know/not sure

2) Even if only tentatively scheduled, in which of the next 12 months do you currently plan to take leisure trips? (Check all that apply)

- a) June 2020
- b) July 2020
- c) August 2020
- d) September 2020
- e) October 2020
- f) November 2020
- g) December 2020
- h) January 2021
- i) February 2021
- j) March 2021
- k) April 2021
- l) May 2021
- m) No trips planned, but I hope to travel if health & safety conditions permit
- n) No trips planned, and I don't expect to travel even if health & safety conditions improve

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

Response options: 1 to 5 scale. 1=very unsafe, 2=unsafe, 3=neutral, 4=safe, 5=very safe. [PROGRAMMING NOTE: RANDOMIZE LIST]

- a. Dispersed outdoor recreation (hiking, walking, fishing, etc.)
- b. Taking a road trip
- c. Visiting friends and relatives
- d. Going shopping
- e. Staying in a hotel
- f. Staying in a vacation rental (Airbnb, VRBO, etc.)
- g. Dining indoors at a restaurant

- h. Dining outdoors at a restaurant
- i. Outdoor festivals or concerts
- j. Indoor concert, performance, or movie
- k. Traveling for business reasons
- l. Traveling on a commercial airline
- m. Traveling outside the U.S.
- n. Attending a conference/convention
- o. Traveling on a cruise line
- p. Skiing/snowboarding at a ski area

4) Once you feel it is safe again to travel, which best describes the place(s) you will likely visit on your FIRST OVERNIGHT LEISURE TRIP since the virus hit? (Check all that apply)

- a. Beach destination/resorts
- b. Small towns, villages or rural destination/attractions
- c. Cities or metropolitan areas
- d. U.S. national parks
- e. Mountain destinations/resorts (including ski resorts)
- f. State, county or regional parks or recreation areas
- g. Theme or amusement parks
- h. Desert destinations/resorts
- i. Campground or cabin site
- j. Cruise trip
- k. RV or motorhome trip
- l. Visit friends or family in the city where they live
- m. Visit a vacation home owned by me, family or friends
- n. Other type of trip: _____

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

- a. Destination I have visited before
- b. New destination
- c. Don't know/not sure

6) How would you rate your desire to travel once conditions become safe?

- 1 = I have no interest in travel, even if conditions become safe
- 2
- 3 = I am moderately interested in traveling once conditions become safe
- 4
- 5 = I am eager to travel again once conditions become safe

7) How would you rate your level of concern about contracting COVID-19?

	Not at all concerned 1	2	3	4	Extremely concerned 5
Concern for myself	()	()	()	()	()

Concern for others in my household	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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8) What would be your biggest concerns about starting to travel again? (Check all that apply)

- a. Safety of lodging
- b. Safety of food & beverage outlets/restaurants
- c. Safety of recreational or leisure activities
- d. Safety of air travel
- e. Family member/friend or I am at high risk for Covid-19
- f. Going to Covid-19 hot spots
- g. Inability to maintain social distance
- h. Inconvenience of personal health & safety measures while traveling (*social distancing, wearing mask, etc.*)
- i. Limited activities available at travel destination (*due to health & safety closures or constraints, occupancy limits, etc.*)
- j. Personal financial situation
- k. Other: _____

9) Briefly, are there any particular concerns that stand out for you and/or your household regarding travel? (open-ended)

[Questions 10) through 13) only for survey takers from a specific resort list]

10) Did you visit [our destination – pipe in if survey sent from a specific destination] in the past 12 months? (Check all that apply)

- a. No
- b. Yes, winter 2019/20
- c. Yes, fall 2019
- d. Yes, summer 2019
- e. Yes, spring 2019

11) How likely are you to visit [our destination – pipe in if survey sent from a specific destination] in the next 12 months?

- a. Already planning a trip
- b. Definitely will visit this year
- c. Very likely to visit
- d. Somewhat likely to visit
- e. Unlikely to visit
- f. Not at all likely to visit

12) If you visit [our destination – pipe in if survey sent from a specific destination] in the next 12 months, what month(s) would you most likely visit? Please select all that apply for one or multiple trips in the next 12 months.

- a. June 2020
- b. July 2020
- c. August 2020
- d. September 2020
- e. October 2020
- f. November 2020

- g. December 2020
- h. January 2021
- i. February 2021
- j. March 2021
- k. April 2021
- l. May 2021

13) Once you consider travel to be safe again, what information would you need to help make you more likely to visit [our destination – pipe in if survey sent from a specific destination]? (check all that apply)

- a) Assurance that our destination is welcoming visitors / “open for business”
- b) Health and safety measures being implemented in the destination
- c) Health and safety practices which are expected of visitors
- d) Activities and offerings which are open (or closed)
- e) Ability to cancel trip reservations without penalty
- f) Evidence that other people are already visiting the destination safely
- g) Clear picture of what it’s like to visit the destination given the virus
- h) Other: _____

14) Are you a: (Check all that apply)

- a. Downhill skier
- b. Snowboarder
- c. Summer mountain traveler
- d. Second homeowner in/near a mountain town
- e. Resident of a mountain town
- f. Other: _____

[Questions 15) through 24) for skiers/snowboarders only]

15) How many days did you downhill ski/snowboard at a ski area this past winter (2019/20)? _____

16) Did you own a season pass in the 2019/20 ski season? (check all that apply)

- a. Ikon Pass
- b. Epic Pass
- c. Mountain Collective
- d. Indy Pass
- e. Freedom Pass
- f. Single mountain season pass (where?: _____)
- g. Other: _____
- h. No, didn’t own a season pass

17) How likely are you to purchase a season pass or multi-mountain ticket/pass for the 2020/21 season?

- a. I have already purchased a season pass or multi-mountain ticket/pass
- b. 100% - Definitely will purchase
- c. 75% - Probably
- d. 50% - Maybe
- e. 25% - Unlikely
- f. 0% - Will not purchase

18) (If 50% or lower) What concerns do you have about buying a season pass or multi-mountain ticket/pass for next winter? (check all that apply)

- a. Assurances of a refund if I can't use my pass
- b. Lack of social distancing at ski areas
- c. Current personal financial uncertainty
- d. Overall uncertainty about travel and recreation
- e. Safety of lodging properties
- f. Safety of food & beverage outlets/restaurants
- g. Safety of air travel
- h. Other concerns: _____
- i. No concerns, I just don't want to buy a season pass

19) Did you ski as much as you intended to in the winter 2019/20 season, or did you ski less than expected due to early resort closures from COVID-19?

- a. I skied as much or more as I intended to
- b. I skied less than I intended to due to early resort closures from COVID-19
- c. I skied less than I intended to for other reasons: _____

20) Do you anticipate downhill skiing/snowboarding more or less next winter (2020/21) compared to a "normal" ski season?

- a. Much more
- b. Somewhat more
- c. About the same
- d. Somewhat less
- e. Much less
- f. I don't plan on skiing/snowboarding at all in 2020/21
- g. Don't know/not sure

21) (If more or less) What are the primary reasons you anticipate skiing/snowboarding [piped in] more/less next winter? _____

22) What is your typical travel pattern for skiing or snowboarding trips?

- a. Mostly drive for day ski trips
- b. Mostly drive for overnight ski trips
- c. Mix of driving and flying for ski trips
- d. Mostly fly for overnight ski trips
- e. Other: _____

23) Do you anticipate your skiing/snowboarding travel patterns changing next winter compared to your usual travel pattern?

- a. Yes [How? Open-ended]
- b. No
- c. Don't know/not sure

24) Overall, how would you rate the response of ski areas to the coronavirus pandemic?

- a. Very poor
- b. Poor
- c. Fair
- d. Good
- e. Very good

- f. Excellent
- g. Other: _____
- h. Don't know

Any comments on your response? _____

25) (If second homeowner from Q. 13) When do you plan on using your second home? (check all that apply)

- a. I am at my second home now
- b. May 2020
- c. June 2020
- d. July 2020
- e. Etc. every month until May 2021
- f. No plans right now

Finally, a couple of questions to help us categorize your responses. All responses are confidential.

26) What is your home ZIP code (or country of residence?) _____

27) Which best describes your current household status?

- a. Single, no children
- b. Couple, no children
- c. Household (single or couple) with children living at home
- d. Household (single or couple) with grown children no longer at home

28) Has your employment status changed as a result of the Covid-19 pandemic?

- a. No, my employment has not changed as a result of Covid-19
- b. Yes, I was recently laid off, let go, or otherwise lost my previous position due to Covid-19
- c. Yes, I am unsure if I will get my job back, however, I was recently laid off, let go, or otherwise lost my position due to Covid-19
- d. Yes, I expect to get my job back, however, I was recently laid off, let go, or otherwise lost my previous position due to Covid-19
- e. Yes, I still have my job, but my hours/pay were reduced
- f. Yes, I voluntarily left my job due to concerns related to Covid-19

29) If no, which of the following best describes your current employment status?

- a. Employed Full-Time
- b. Employed Part-Time
- c. Not currently working, but looking for work
- d. Not currently employed (and looking for employment)
- e. Retired
- f. Prefer not to say

30) What is your gender?

- a. Male
- b. Female
- c. I prefer to identify as: _____

31) In what year were you born? (YYYY) _____

32) Do you have any further thoughts you would like to share about any topic we didn't ask you about? [open-ended]

- 33) Would you be willing to participate in another travel survey in about a month?**
- a. Yes (please enter email address, which will be used only for follow-up research):
 - b. No

Thank you for your time and participation. Your responses will help travel destinations adjust to the COVID-19 situation and provide the best experience possible.