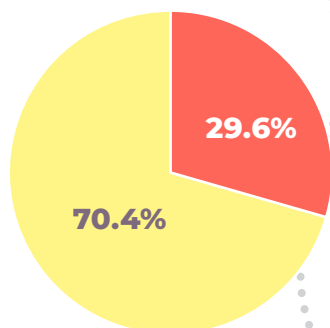


## AUDIENCES SHARE THEIR TRAVEL PLANS FOR 2021

cleveland.com and The Plain Dealer connect deeply with trusting audiences every day. Crossing generations, these readers are engaged, interacting with our content and brand. Periodically, we ask for their opinion or insight, in order to research specific markets or sentiments. The data that follows represents what our audience had to say on the topic of travel in 2021.

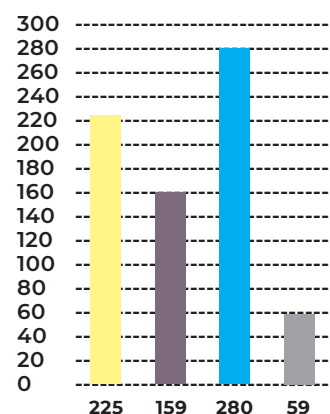
**Does a pledge featuring safety protocols impact your travel destination decision?**

- Yes, this impacts my decision
- No, this does not impact my decision



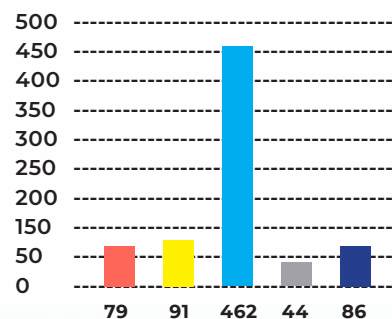
**In the next 6 months, how far are you willing to travel?**

- In the state of Ohio
- Midwest
- Nationally
- Internationally



**What would cause you to travel out of state?**

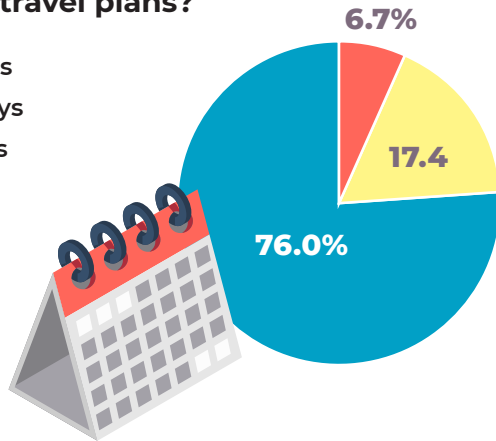
- Kids/Adults Sporting Events
- Business
- Leisure
- Professional Sporting Event
- Art or Entertainment Event



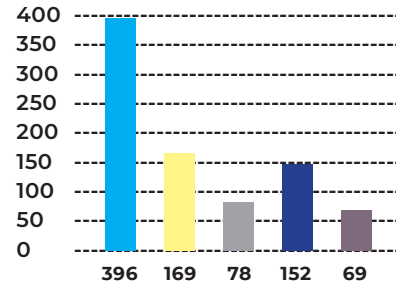
## AUDIENCES SHARE THEIR TRAVEL PLANS FOR 2021

How far in advance are you making travel plans?

- 30+ Days
- 8-30 Days
- 0-7 Days



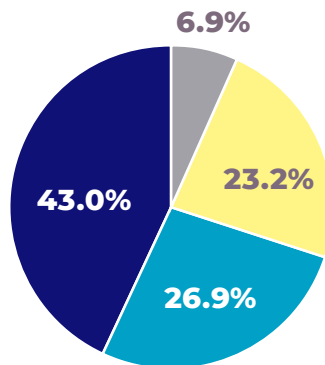
If traveling overnight, what type of accommodations are you most comfortable choosing?



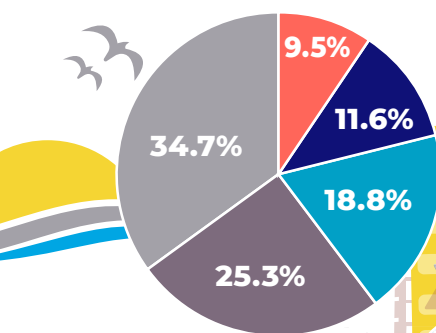
- Hotel/Resort/Motel
- Short Term Property Rental (airbnb, VRBO)
- Camping/RV
- Stay with family/friends
- Not comfortable

How comfortable do you feel being in a larger group?

- Avoiding all large groups
- Somewhat likely to avoid large groups
- Comfortable with safety and social distancing in place
- Comfortable

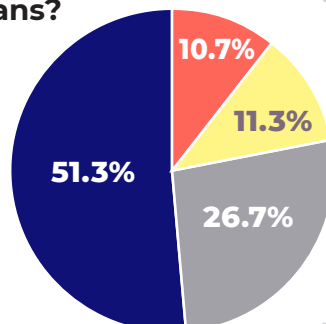


Are you aware of destinations that are creating longer-stay packages or offers for those hopeful to work or school from anywhere, rather than from home?



If you have traveled for leisure during the pandemic, has it influenced your comfort level with future travel plans?

- I haven't traveled during the pandemic
- My comfort level is the same
- I am less comfortable traveling
- I am more comfortable traveling

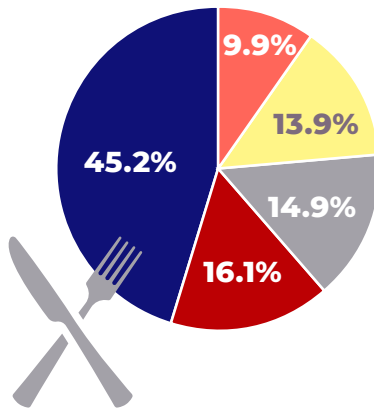


- I'm only learning of this concept now
- No, I have no desire to work from home away from home
- Yes, though I have no plans to travel for this purpose yet
- Yes, I'm considering it
- Yes, and planning to take advantage of offerings like these in 2021

## AUDIENCES SHARE THEIR TRAVEL PLANS FOR 2021

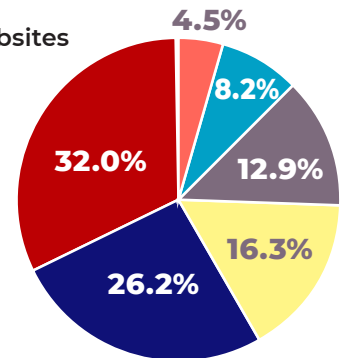
### How comfortable do you feel about dining indoors?

- Comfortable with safety and social distancing in places
- Comfortable with curbside/takeout
- Avoiding all dining indoors
- Somewhat likely to avoid dining indoors
- Comfortable with outdoor dining



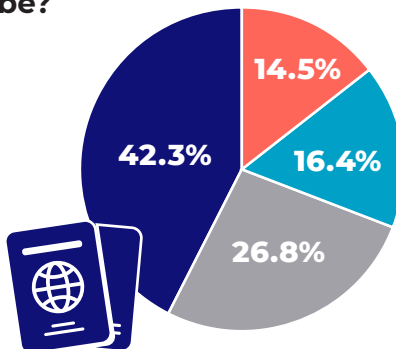
### What resources are you using for your most up-to-date travel information?

- Destination websites
- State government
- Friends/Family
- Online travel agency (Trip Advisor, Travelocity, Expedia etc.)
- Social media (Facebook, Twitter, Instagram)
- Visitor guide



### If you are not comfortable traveling, at what point do you feel you would be?

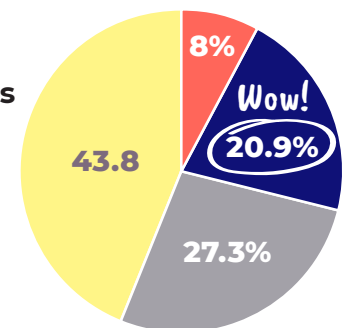
- When I receive the vaccine
- I don't know
- When cases start to decline
- When all restrictions are lifted



## WORKING FROM HOME (OR ANYWHERE)

### If working remotely, are you more or less likely to travel?

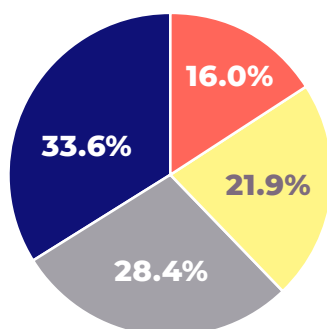
- I am not working remotely
- Neutral
- More likely
- Less likely



## DURING THE SCHOOL YEAR

### During the remainder of the 2020-2021 academic school year, what is the likelihood you will travel to an Ohio destination?

- More likely
- Somewhat likely
- Not sure
- Not likely



### If school is non-traditional (virtual, home school, cohort, etc) are you more likely to travel to an Ohio Destination that offers educational opportunities?

- Not likely
- Not sure
- Somewhat likely
- More likely

