Methodology

- Fielded January 15th – 21st, 2021
- N = 11,200 (800 from each market)

Base: Travelers who said they are likely to travel for leisure outside their home country in the next three (3) years

Markets:
GLOBAL TRAVEL SENTIMENT
Global Travel Sentiment

Likelihood to Travel Internationally in 2021

69.2%
Likely or Very Likely
Global Travel Sentiment in 2021

Month of Next International Leisure Trip

- **August 2021**: 8.5%
- **September 2021**: 8.3%
- **October 2021**: 6.6%
- **November 2021**: 3.8%
- **December 2021**: 5.7%
- **Sometime between January-June 2022**: 10.7%
- **Sometime between July-December 2022**: 6.3%
- **2023 or later**: 2.8%

**32.9%** Remainder of 2021

**19.8%** in 2022 or later
Global Travel Sentiment: 2014—2021

I expect to take more international trips

- 2014: 41.6%
- 2015: 43.3%
- 2016: 44.4%
- 2017: 45.0%
- 2018: 46.5%
- 2019: 44.7%
- 2020: 44.0%
- 2021: 43.6%

I expect to spend more on international leisure travel

- 2014: 41.2%
- 2015: 43.1%
- 2016: 43.0%
- 2017: 42.8%
- 2018: 43.1%
- 2019: 42.0%
- 2020: 47.1%
- 2021: 41.0%
Global Travel Sentiment: 2014—2021

- I expect to take more domestic trips
- I expect to spend more on domestic leisure travel
- I expect to take more international trips
- I expect to spend more on international leisure travel

2014: 41.3%
2015: 42.0%
2016: 44.7%
2017: 43.9%
2018: 44.0%
2019: 47.1%
2020: 46.4%
2021: 53.6%
Priority of International Travel Spending

International Travel as a “High” or “Extremely High” Budget Priority, Total Aggregate

- 2014: 35.2%
- 2015: 39.5%
- 2016: 40.6%
- 2017: 37.4%
- 2018: 39.8%
- 2019: 39.4%
- 2020: 41.6%
- 2021: 43.8%
MOST DESIRED GLOBAL DESTINATIONS
QUESTION: What are the three FOREIGN COUNTRIES that you would most like to visit in the NEXT TWELVE (12) MONTHS?
Most Desired International Destinations

- United States: 33.6%
- Spain: 19.5%
- France: 17.3%
- Italy: 14.4%
- United Kingdom: 13.6%
- Japan: 12.9%
- Canada: 10.4%
- Germany: 9.1%
- Australia: 9.1%
- Greece: 6.8%
QUESTION: On the last page you said you would like to visit _____ in the next year.

Which of the following are reasons you want to visit _____ this year? (Select all that apply)

*ALL DESTINATIONS COMBINED*
Drivers of Aspiration to Visit the U.S

- Bucket List Destination (33.4%)
- Visited Before & Want to Return (29.6%)
- Food & Cuisine (29.3%)
- Shopping (29.1%)
THE UNITED STATES BRAND
Likelihood of Visiting USA in Next Two Years

% Certain to Visit or Very Likely

- **2018**: 45.9%
- **2019**: 44.1%
- **2020**: 44.2%
- **2021**: 47.2%

**% CHNG 2020-2021**: +6.7%
Timing of Future Visit to the USA

- **2021 (32.8%)**
  - First Half of 2021: 10.7%
  - Second Half of 2021: 22.1%

- **2022 (30.1%)**
  - First Half of 2022: 14.8%
  - Second Half of 2022: 15.3%

- **2023**
  - 12.3%
  - 2023 or later
World Perceptions of the USA

World – Overall (2020)

World – Overall (2021)

Question: Please describe why you most want to visit the United States of America.
Top Deterrents to Visiting the United States

- Concerns about COVID-19 infection rates in the U.S.: 44.5%
- Concerns about gun violence in the U.S.: 22.3%
- The cost of airfare to the U.S. is too expensive: 22.1%
- Concerns about my personal safety in the U.S.: 19.8%
- U.S. is generally too expensive/currency exchange rate is unfavorable: 17.9%
Find the Right Time To Market Your Destination Internationally
Hello Melissa,

This is a reminder that you are scheduled to attend training. We look forward to seeing you at this training.

See below for details.

Name: Impacts of Privilege on Equity - 8/20
Start date: 8/20/2021 8:30:00 AM PDT
End date: 8/20/2021 12:30:00 PM PDT
In fiscal year 2019, #SFO welcomed six new airlines and with nonstop service to 140+ destinations, our connection to the Bay Area and the rest of the world is larger, stronger, and more vital than ever before.

- 57.6 millions passengers
- Six new airlines
- 46,000 jobs (San Mateo County's largest source of employment)
- Top domestic destinations: LA, NY, Chicago, Seattle, Las Vegas
- Top international destinations: London, Taipei, Hong Kong, Vancouver, Seoul
春节期间，小猪萝萝将在旧金山国际机场给你“拜年”
SFO has lost more passengers than any other airport in the U.S. due to the pandemic

Abhinanda Bhattacharyya, Nami Sumida
April 27, 2021 | Updated: April 27, 2021 10:32 a.m.
2019 vs. 2021 US Airport Capacity Declines

30 U.S. Airports with the Largest % Capacity Declines in Apr. 2021 vs. Apr. 2019

- GUM: -62.6%
- BUR: -61.6%
- SFO: -62.0%
- LGA: -58.4%
- SJC: -57.2%
- ROC: -54.8%
- GSO: -54.1%
- BUF: -53.7%
- SYR: -52.3%
- MSN: -52.0%
- ALB: -51.5%
- BOS: -49.3%
- DCA: -49.1%
- DAY: -47.9%
- JFK: -46.3%
- PIT: -46.1%
- PHL: -45.9%
- IAD: -45.7%
- ORD: -45.2%
- XNA: -45.5%
- SAN: -44.7%
- EWR: -44.5%
- ABQ: -43.4%
- BDL: -43.2%
- STL: -43.1%
- LAX: -41.8%
- OAK: -41.3%
- MSY: -40.8%
- CMH: -43.7%
- DSM: -43.1%

Note: The values represent the percentage decrease in airport capacity from April 2019 to April 2021.
<table>
<thead>
<tr>
<th>Rank</th>
<th>Origin</th>
<th>April 2019-February 2020 TSA Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LAX</td>
<td>37,580,756</td>
</tr>
<tr>
<td>2</td>
<td>JFK</td>
<td>30,272,084</td>
</tr>
<tr>
<td>3*</td>
<td>ORD</td>
<td>27,399,056</td>
</tr>
<tr>
<td>4*</td>
<td>SFO</td>
<td>23,906,403</td>
</tr>
<tr>
<td>5</td>
<td>ATL</td>
<td>23,643,726</td>
</tr>
<tr>
<td>6</td>
<td>MCO</td>
<td>22,239,178</td>
</tr>
<tr>
<td>7</td>
<td>EWR</td>
<td>21,770,494</td>
</tr>
<tr>
<td>8</td>
<td>LAS</td>
<td>21,466,323</td>
</tr>
<tr>
<td>9</td>
<td>DEN</td>
<td>21,335,306</td>
</tr>
<tr>
<td>10</td>
<td>BOS</td>
<td>19,873,700</td>
</tr>
<tr>
<td>11</td>
<td>DFW</td>
<td>19,846,335</td>
</tr>
<tr>
<td>12</td>
<td>MIA</td>
<td>19,640,487</td>
</tr>
<tr>
<td>13</td>
<td>SEA</td>
<td>18,141,869</td>
</tr>
<tr>
<td>14</td>
<td>FLL</td>
<td>16,333,923</td>
</tr>
<tr>
<td>15</td>
<td>PHX</td>
<td>16,145,997</td>
</tr>
<tr>
<td>16</td>
<td>IAH</td>
<td>15,053,468</td>
</tr>
<tr>
<td>17</td>
<td>LGA</td>
<td>15,027,531</td>
</tr>
<tr>
<td>18</td>
<td>MSP</td>
<td>12,156,557</td>
</tr>
<tr>
<td>19</td>
<td>SAN</td>
<td>12,139,783</td>
</tr>
<tr>
<td>20</td>
<td>PHL</td>
<td>12,064,527</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rank</th>
<th>Origin</th>
<th>April 2020-February 2021 TSA Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LAX</td>
<td>8,335,477</td>
</tr>
<tr>
<td>2</td>
<td>DEN</td>
<td>7,981,969</td>
</tr>
<tr>
<td>3</td>
<td>MCO</td>
<td>7,586,953</td>
</tr>
<tr>
<td>4</td>
<td>DFW</td>
<td>7,371,891</td>
</tr>
<tr>
<td>5</td>
<td>ATL</td>
<td>7,318,076</td>
</tr>
<tr>
<td>6</td>
<td>ORD</td>
<td>7,263,447</td>
</tr>
<tr>
<td>7</td>
<td>LAS</td>
<td>6,784,640</td>
</tr>
<tr>
<td>8</td>
<td>PHX</td>
<td>6,428,803</td>
</tr>
<tr>
<td>9</td>
<td>FLL</td>
<td>6,166,206</td>
</tr>
<tr>
<td>10</td>
<td>MIA</td>
<td>5,346,453</td>
</tr>
<tr>
<td>11</td>
<td>EWR</td>
<td>5,109,845</td>
</tr>
<tr>
<td>12</td>
<td>SEA</td>
<td>4,843,219</td>
</tr>
<tr>
<td>13</td>
<td>JFK</td>
<td>4,716,772</td>
</tr>
<tr>
<td>14</td>
<td>IAH</td>
<td>4,464,629</td>
</tr>
<tr>
<td>15</td>
<td>DTW</td>
<td>3,830,301</td>
</tr>
<tr>
<td>16</td>
<td>TPA</td>
<td>3,599,396</td>
</tr>
<tr>
<td>17</td>
<td>SFO</td>
<td>3,500,685</td>
</tr>
<tr>
<td>18</td>
<td>BOS</td>
<td>3,459,191</td>
</tr>
<tr>
<td>19</td>
<td>MSP</td>
<td>3,305,086</td>
</tr>
<tr>
<td>20</td>
<td>PHL</td>
<td>3,171,217</td>
</tr>
</tbody>
</table>
what now?
Air France Expands Health Passport Trial To Include California

SFO and Cathay Pacific Partner to Launch COVID-Free Flights to Hong Kong. Pilot program with Dignity Health-GoHealth Urgent Care to ensure all onboard have tested negative.

EVA Air Launches Digital Health Passport on SFO and LAX Flights
Air India flight with all-woman crew from San Francisco lands in Bengaluru

Amid the cheers and clapping, the four women-Captain Zoya Aggarwal, Captain Papagari Thanmai, Captain Akansha Sonaware and Captain Shivani Manhas- responded by showing the thumbs up sign.
where?
UNLOCKING THE WORLD

US citizens can travel to England without quarantine, but the favor isn't returned

Most people coming from the UK are still barred from visiting the US due to Covid-19 travel restrictions
Covid vaccines: Tourists head to the US to get vaccinated

The shortage of vaccines and slow vaccine rollouts in many parts of the world has sparked a trend of vaccine tourism, with many tourists heading to the United States to get vaccinated.

Nearly 50% of US residents are fully vaccinated but the rates are much lower in many countries.
센터프시스코 국제 공항(SFO), 외국인 방문객에게 무료 백신 접종 실시

[트래블링] 센터프ريس코 국제 공항(SFO), 외국인 방문객에게 무료 백신 접종 실시

센터프시스코 국제공항(SFO)은 공항출입국 이용객을 대상으로 코로나19 백신을 무료로 접종한다고 최근 밝혔다.

해당 접종은 만18세 이상의 내/외국인 공항 이용객이라면 누구나 신청할 수 있으며, 온라인으로 사전 예약을 하거나 혹은 공항 내 코리아상공회 본부를 통해 접종을 받을 수 있다.

접종은 공항내역료 클리닉(SFO Medical Clinic)에서 이루어지는데, 국제선 다리합 출국장 A구역에 위치해 있으며 주말을 제외한 평일 오전 8시부터 오후 5시까지 운영된다.

접종에는 1회 주에만으로 연속xing이 형성되는 인센 백신 접종이며 무료 백신 접종 관련 자세한 내용 확인 및 사전 예약은 센터프리시스코 국제공항 웹사이트(www.flysfo.com/kr)에서 할 수 있다.

출처: 센터프리시스코 국제 공항(SFO)
샌프란시스코, 공항에서 무료 백신 접종

여행

제재를 기자


-샌프란시스코 국제공항, 외국인 방문객 대상 무료 백신 접종 실시
-1회 두어로 면역력 형성되는 안전 백신 사용

사진출처: 샌프란시스코 국제공항

제재를 기자

설리콘 벨리와 함께 IT, 정보산업과 문화, 예술, 자연, 스포츠, 엔터테인먼트 등 미국 내 최고의 관광 도시인 샌프란시스코. 샌프란시스코 국제공항은 공항 출입국 이용객을 대상으로 코로나19 백신을 무료로 접종한다고 밝혔다.

만 18세 이상의 내/외국인 공항 이용객이라면 누구나 신청할 수 있으며, 온라인으로 사전 예약을 하거나, 공항 도착 후 일일 선착순으로 현장 접속을 통해 접종을 받을 수 있다.

접종은 공항 내 의료 클리닉(SFO Medical Clinic)에서 이루어지는데, 국제선 터미널 출국장 A구역에 위치해있으며 주말을 제외한 평일 오전 8시부터 오후 5시까지 운영된다.
Vaccine tourism: International travelers visiting San Francisco for free COVID shots

By Luz Pena

Sunday, August 8, 2021 6:57PM
80% intl.
60+ countries
United Airlines re-opens clubs, upgrades food as it awaits return of business travelers
There are also some lower-tech improvements in the works to tackle problems like loud noise that can contribute to passengers’ stress and affect the overall quality of the air travel experience. San Francisco International Airport, for example, has a “quiet airport” program aimed at lowering stress by reducing the amount of background noise that travelers are exposed to inside the terminals, such as those annoying blasts from the P.A. system. It has resulted in a 40 percent reduction in announcements at departure gates, according to Doug Yakel, public information officer for the Northern California hub. A similar effort is also underway in New York, where LaGuardia is taking steps to cut down on canned music and other sources of noise pollution.
Thank you