



2020 “Back-to-Normal” Barometer: Semi-monthly Public Opinion Tracking for Air Travel/Hotel/Sports/Gaming Sectors

Every business in the airline, hotel, gaming, events, and sports industries is asking the same three questions: “When will things be back to normal?”, “How do we restore confidence so customers return?” and “What will the new normal look like?” Industry leaders are also asking, “How does this compare to 2001 and 2008, and what can we learn from that experience?”

Concept

Given how fast coronavirus-related news is unfolding, Sports & Leisure Research Group—in conjunction with Engagious and ROKK Solutions—is launching an ongoing attitudinal tracking study with frequent (and less-frequent) airline, hotel, casino, and sporting event patrons. We will track, among other things:

- How long respondents expect the national emergency to continue
- What conditions need to be met to for things to feel “normal again”
- What constitutes “all clear”—so they are confident it is safe to get back into casinos, board flights, check into hotels, and attend sporting events
- What steps they expect companies to take to ensure their personal safety and communicate that the steps have been taken
 - We will listen to the literal “voice of the customer” to understand the human impact of the current COVID-19 crisis, and how it affects their present state of mind, future expectations, and needed reassurances
 - We will also track behaviors relative to their sports and travel participation, fandom activity, as well as their compliance with government policies/restrictions/recommendations

Three Research Components

To get this right, we need to listen in different ways. Surveys by themselves, or focus groups alone, are insufficient. *We need to know what people are thinking, why they are thinking it, and how many are thinking it.* For this we propose a three-pronged strategy:

- Semi-monthly quantitative online survey of 500 respondents with aggregate “Confidence Barometer,” drawn from component measures of perceived comfort, challenges and connection
- Semi-monthly qualitative in-depth interviews with 10-15 respondents to bring the customers’ emotions to life
- Semi-monthly scraping and analysis of real time/unprompted social media conversation within the target audience to hear what consumers are saying to one another



Semi-Monthly Deliverables

- Key highlights delivered succinctly in single sheet summary infographic release, with video highlights drawn from in-depth interviews
- Overall “Barometer Index” and other measures compared against prior waves.
 - Significantly, we will analyze these findings against a benchmark 2001 Travel Confidence Index developed by study authors after 9/11, and a Sports and Travel Omnibus we have been fielding annually from 2008 to the present
- Client and media briefings
- Digital media promotion and public relations campaign with sponsor organization co-branding