

THE STATE OF THE AMERICAN TRAVELER

TECHNOLOGY

EDITION

JULY 12, 2022



Destination  Analysts

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With You



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Destination Analysts*



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*TikTok Platform Manager
Miles Partnership*

THE STATE OF THE AMERICAN TRAVELER: TECHNOLOGY EDITION

Research, slides and other resources will be available at

www.milespartnership.com/SAT

www.destinationanalysts.com



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Agenda

1. Current Traveler Sentiment
2. Technology Edition Research
3. TikTok Update
4. Additional Resources
5. Q&A

The State of the American Traveler Survey

Technology Edition

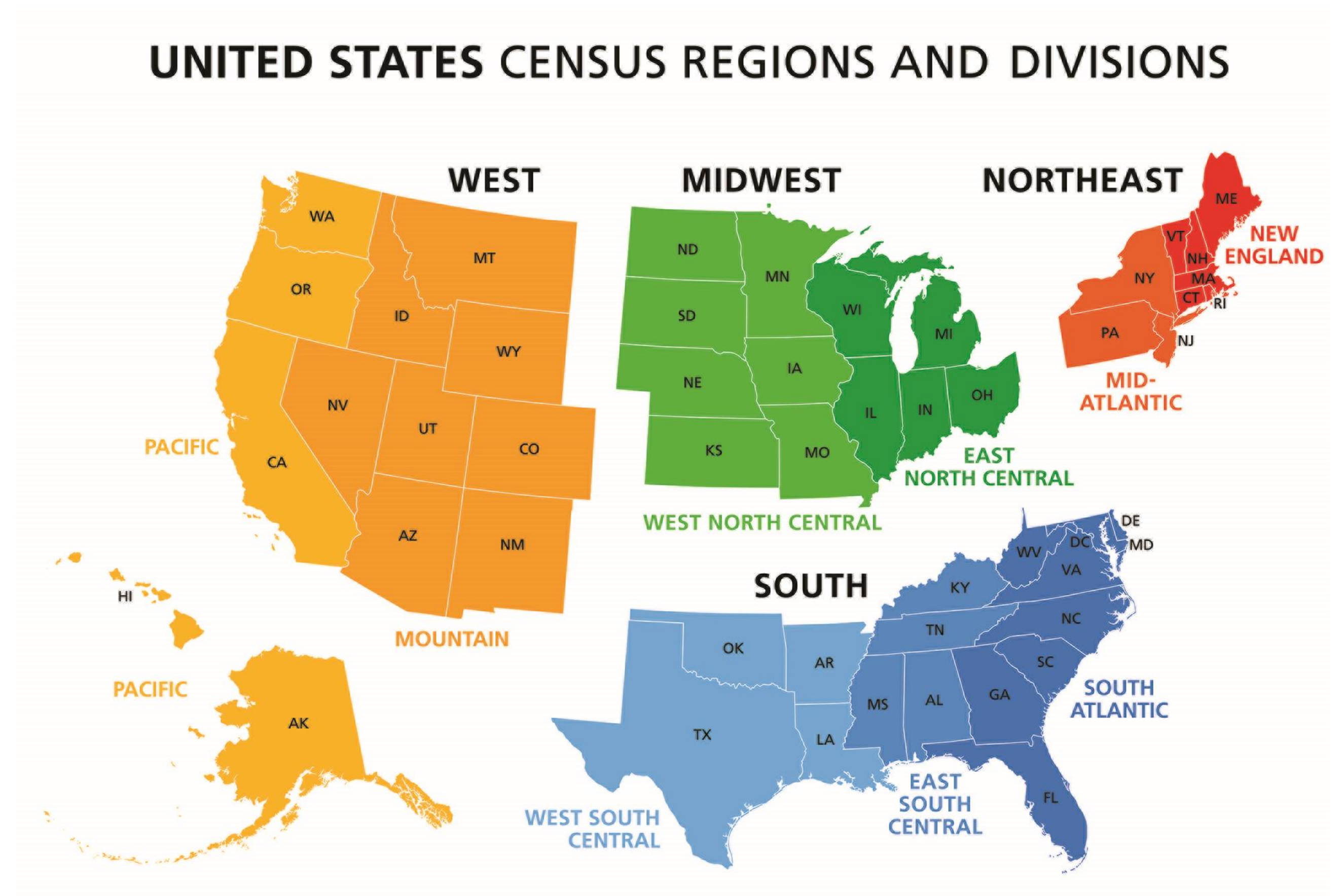
Presentation of Findings
June 2022

Destination  Analysts



METHODOLOGY

- **Monthly tracking survey**
- **Representative sample of adult American travelers in each of four U.S. regions**
- **Tracks traveler sentiment to generate insights into domestic travel trends**
- **Survey fielded June 18-24, 2022**
- **4,000+ fully completed surveys collected each wave**
- **Confidence interval of +/- 1.55%**
- **Data is weighted to reflect the actual population of each region**



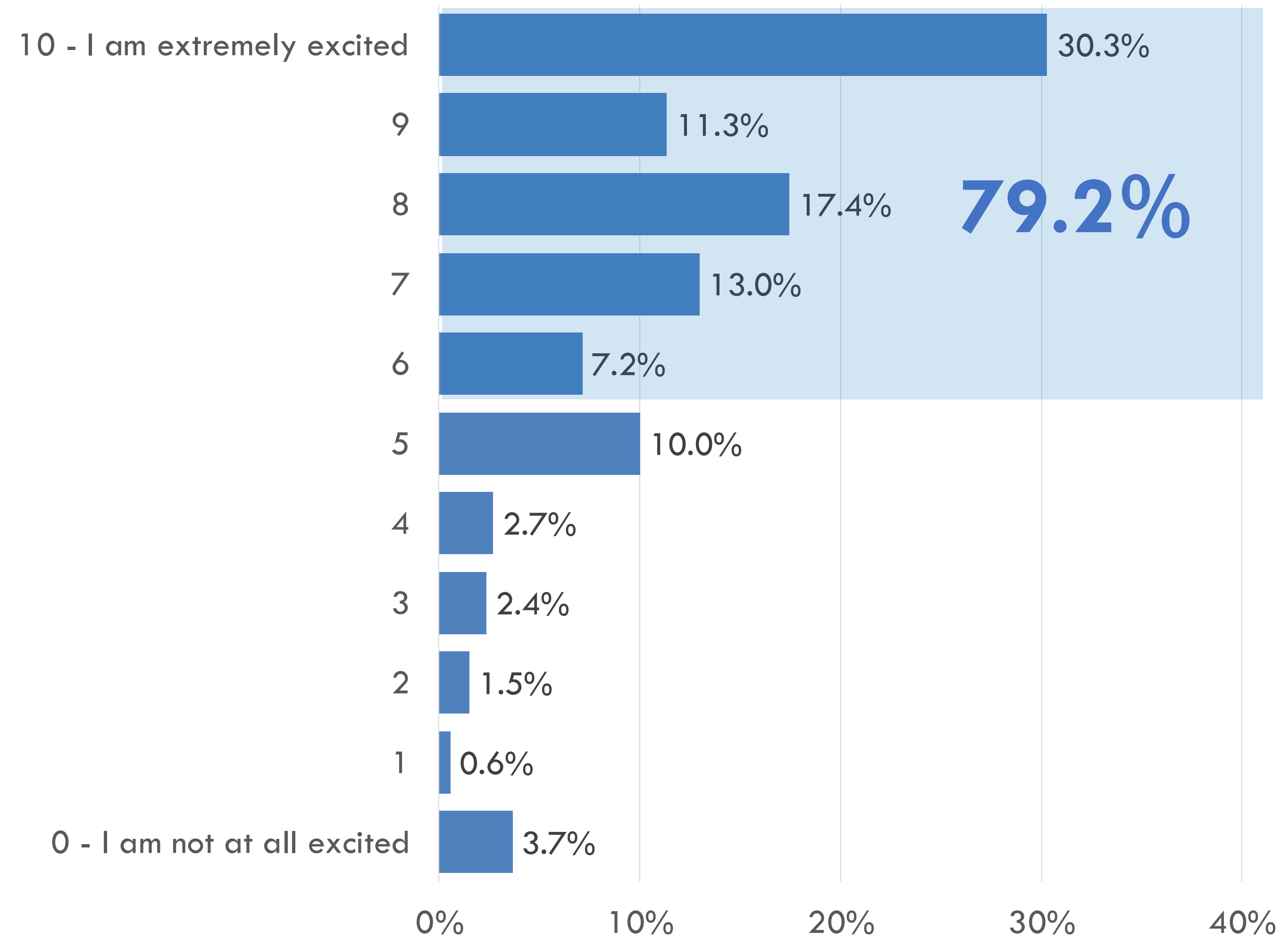


TRAVEL'S RETURN TO NORMALCY

EXCITEMENT FOR LEISURE TRAVEL IN THE NEXT 12 MONTHS

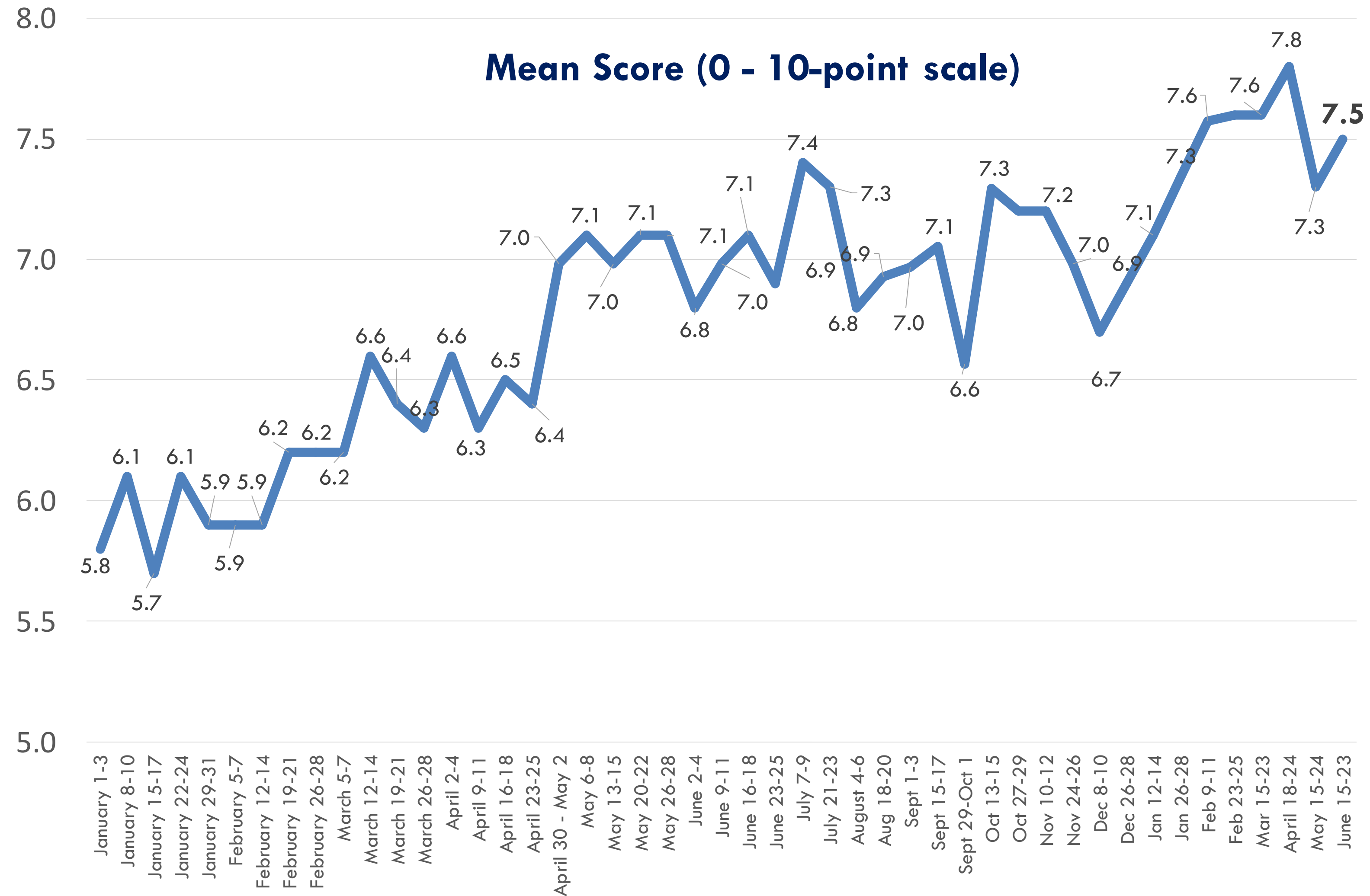
Question: Which best describes how excited you are about **LEISURE TRAVEL** in the **NEXT TWELVE (12) MONTHS**? (Please answer using the 11-point scale below)

(Base: All respondents, 4,002 completed surveys. Data collected June 15-23, 2022.)



EXCITEMENT FOR LEISURE TRAVEL IN THE NEXT 12 MONTHS

Question: Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS? (Please answer using the 11-point scale below)



More Excitement

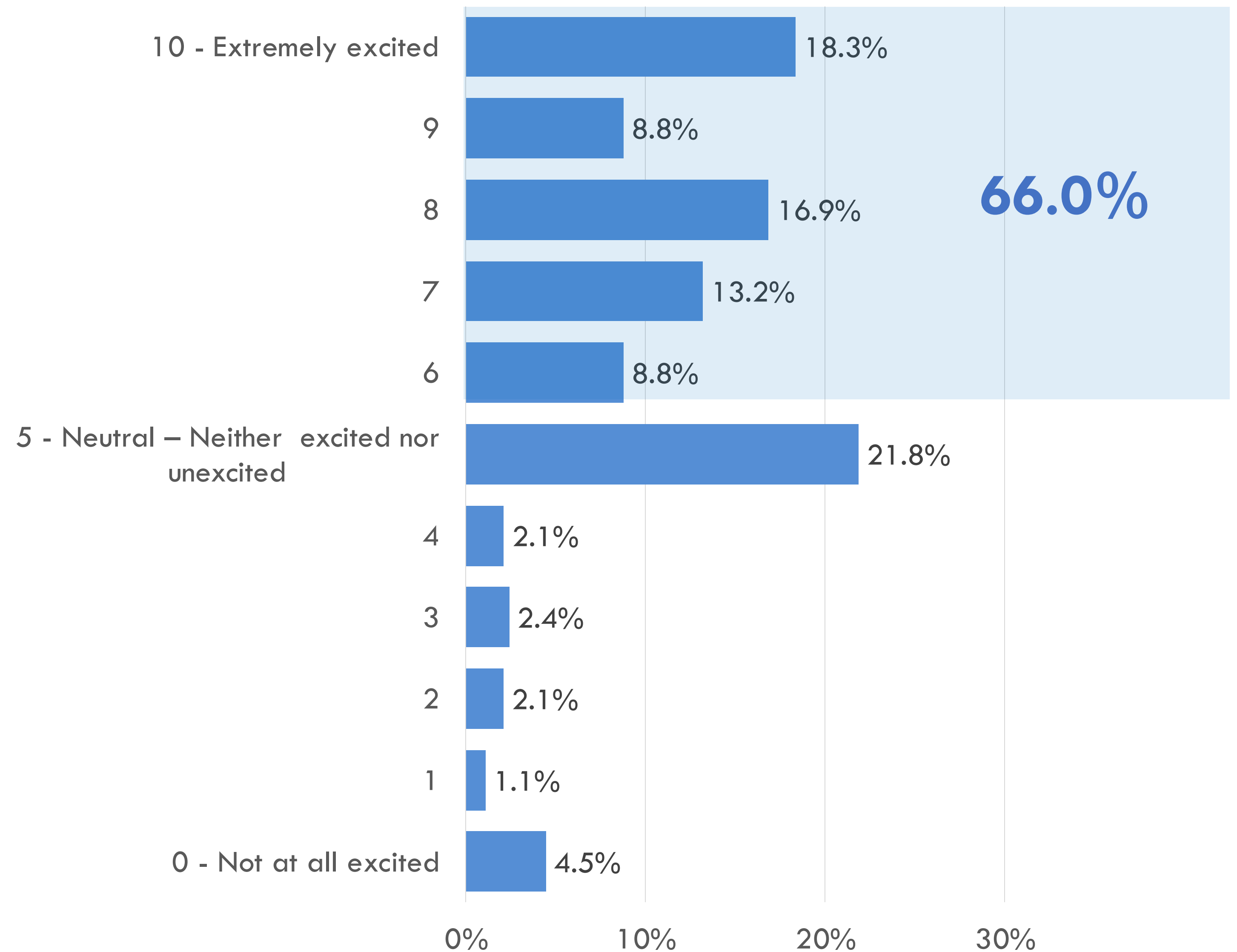
Less Excitement

OPENNESS TO TRAVEL INSPIRATION

Question: At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?

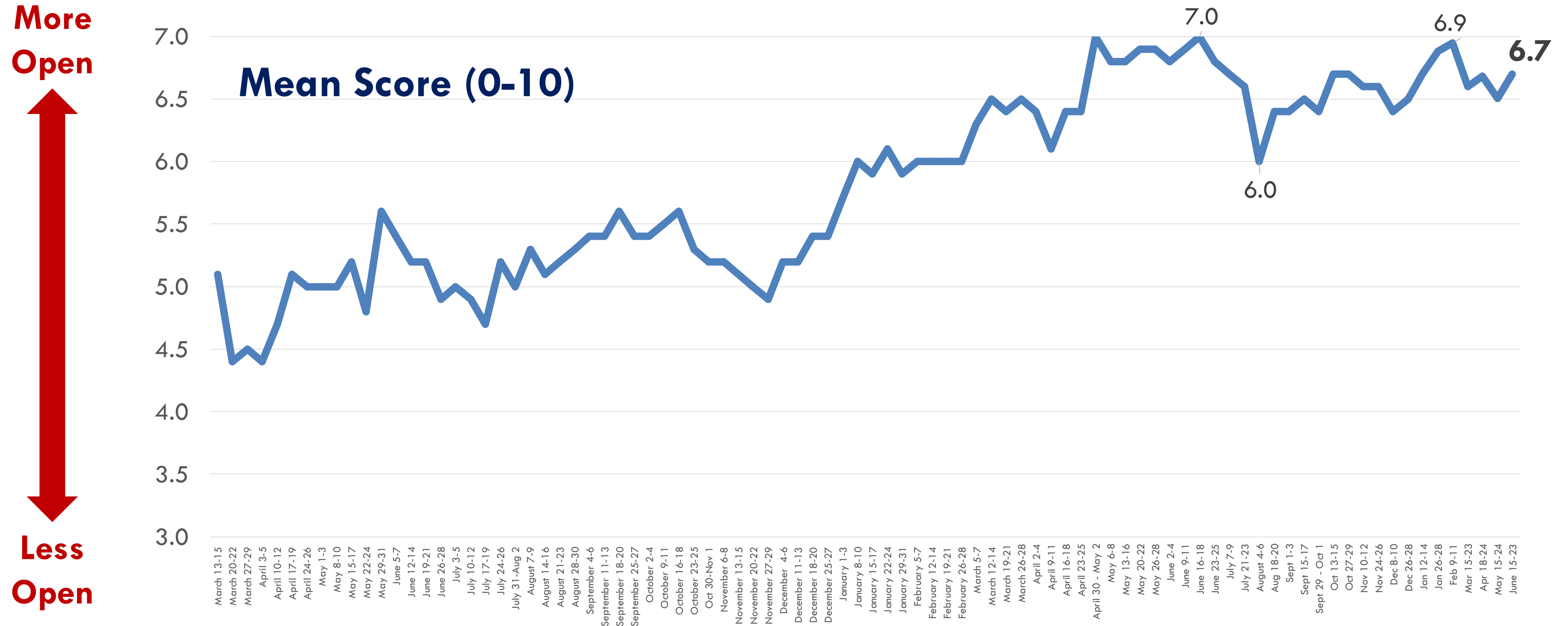
(Base: All respondents, 4,002 completed surveys.)

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OPENNESS TO TRAVEL INSPIRATION

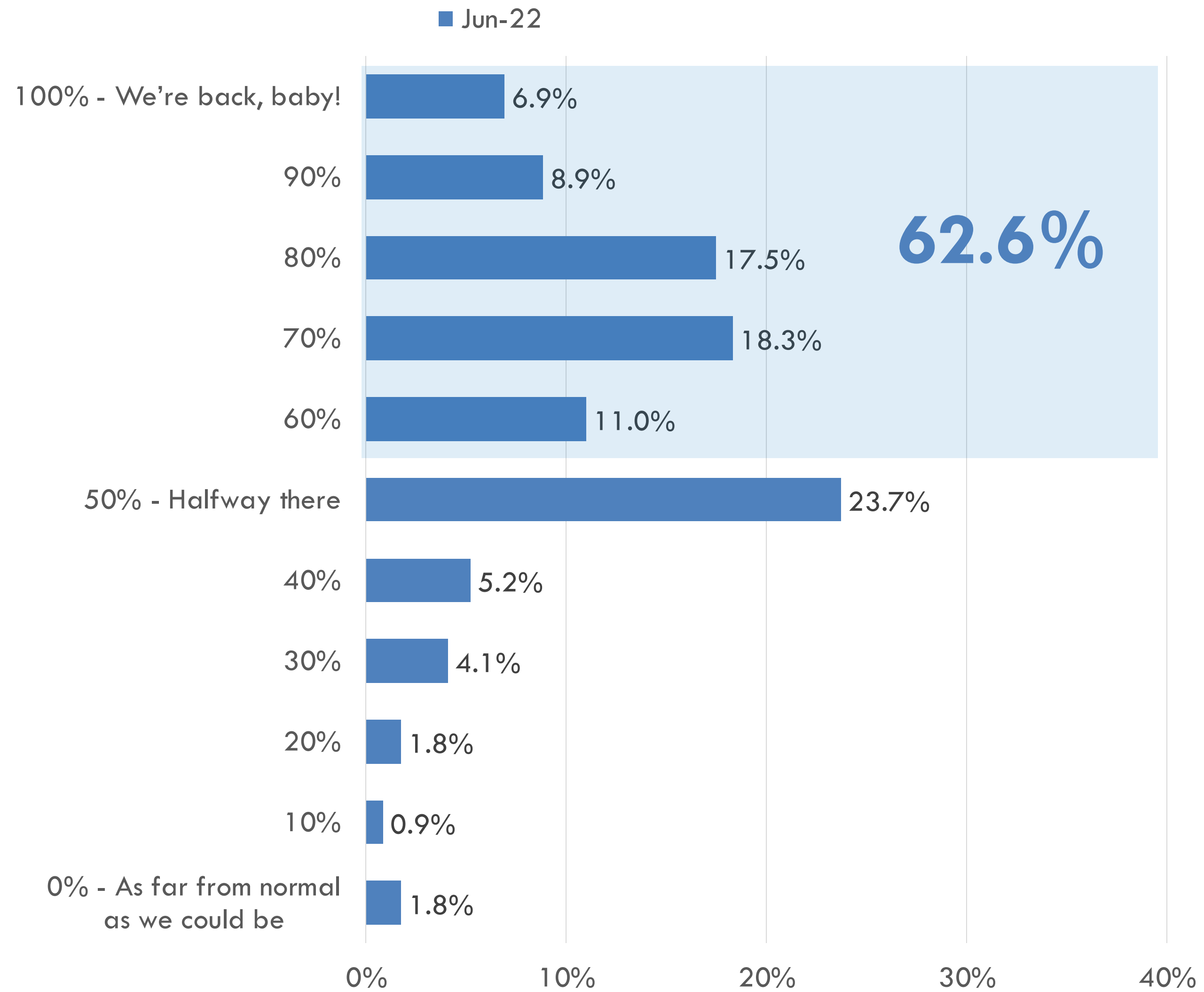
Question: At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?



RETURNING TO NORMAL

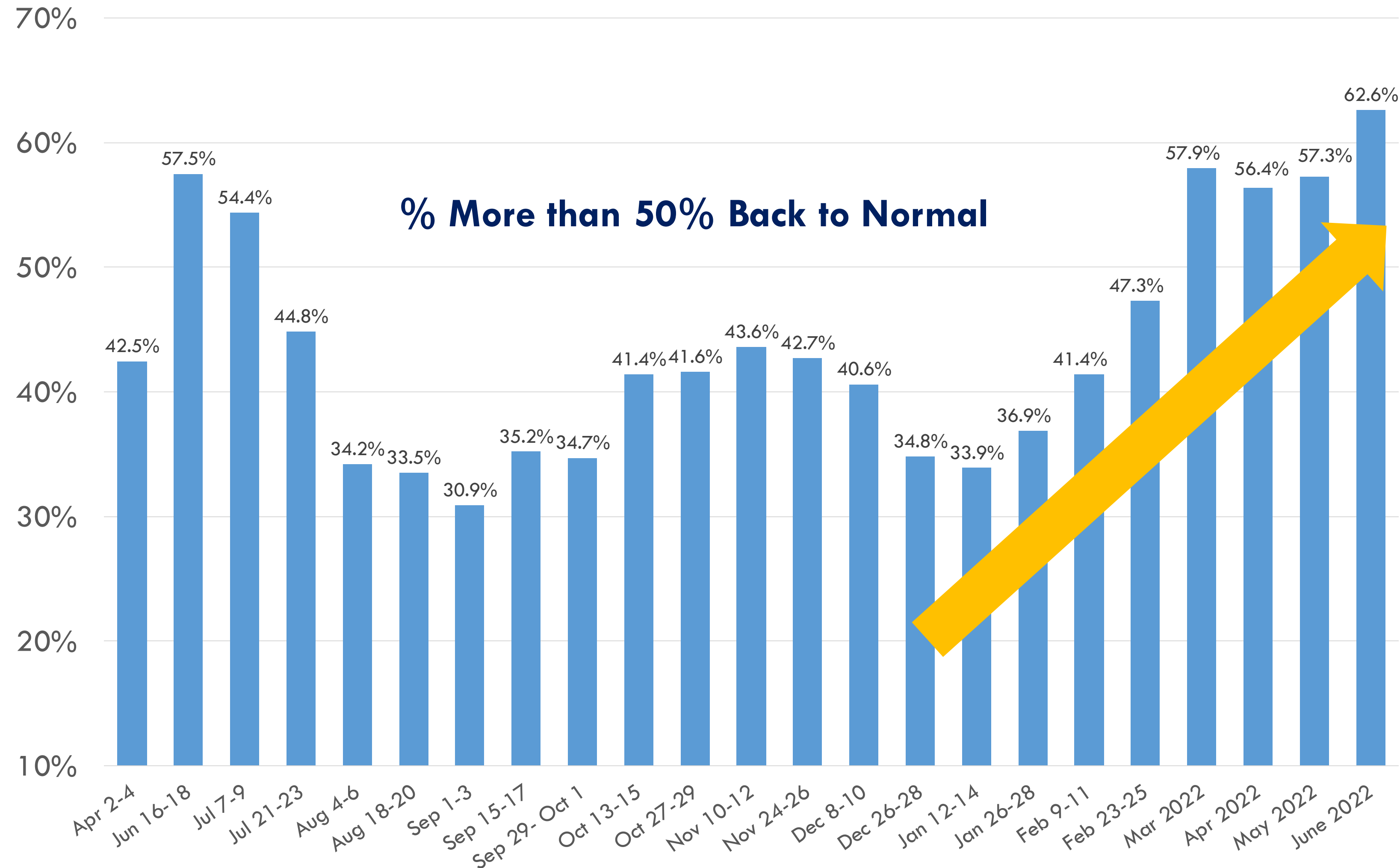
Question: Overall, how close to “normal” is the U.S. in terms of resuming leisure activities (dining out, travel, etc.)?

*(Base: All respondents, 4,002 completed surveys.
Data collected June 15-23, 2022.)*



RETURNING TO NORMAL

Question: Overall, how close to “normal” is the U.S. in terms of resuming leisure activities (dining out, travel, etc.)?

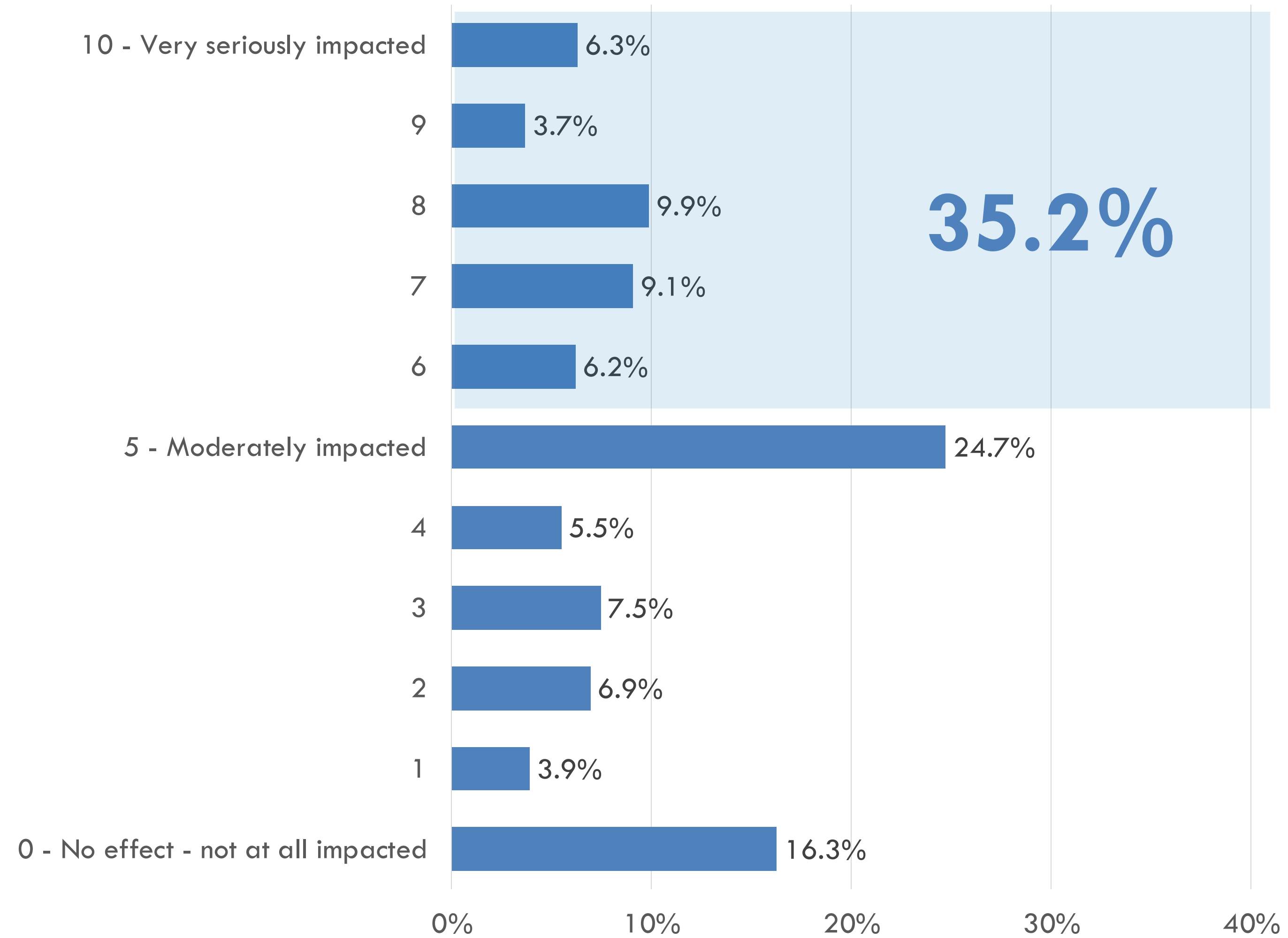


WEST	63.0%
MIDWEST	63.1%
NORTHEAST	60.7%
SOUTH	62.9%

COVID-19'S IMPACT ON MEANINGFUL TRAVEL EXPERIENCES

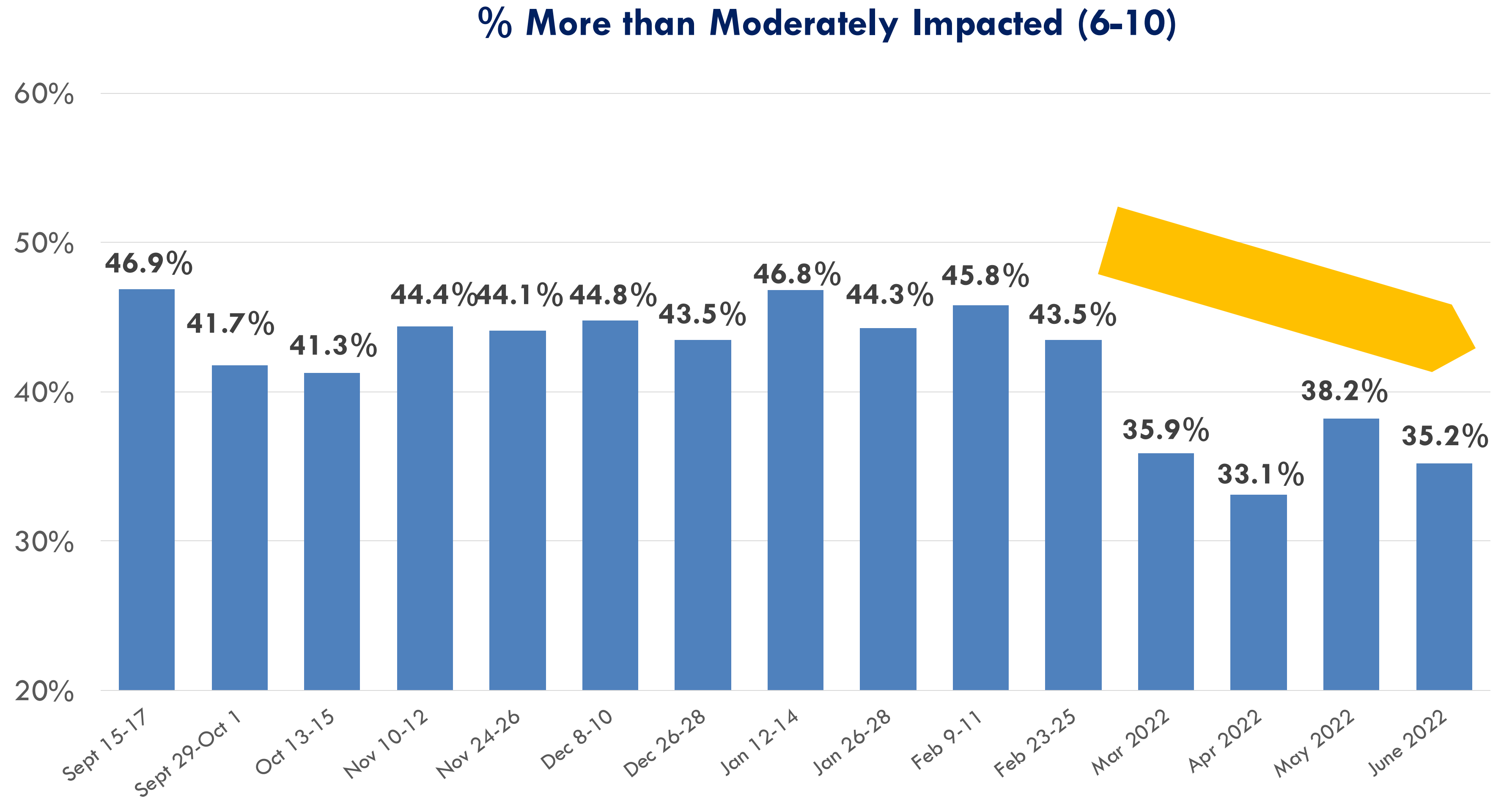
Question: How much is the COVID-19 issue impacting your ability to have meaningful travel experiences?
(Select one)

*(Base: All respondents, 4,002 completed surveys.
Data collected June 15-23, 2022.)*



COVID-19'S IMPACT ON MEANINGFUL TRAVEL EXPERIENCES

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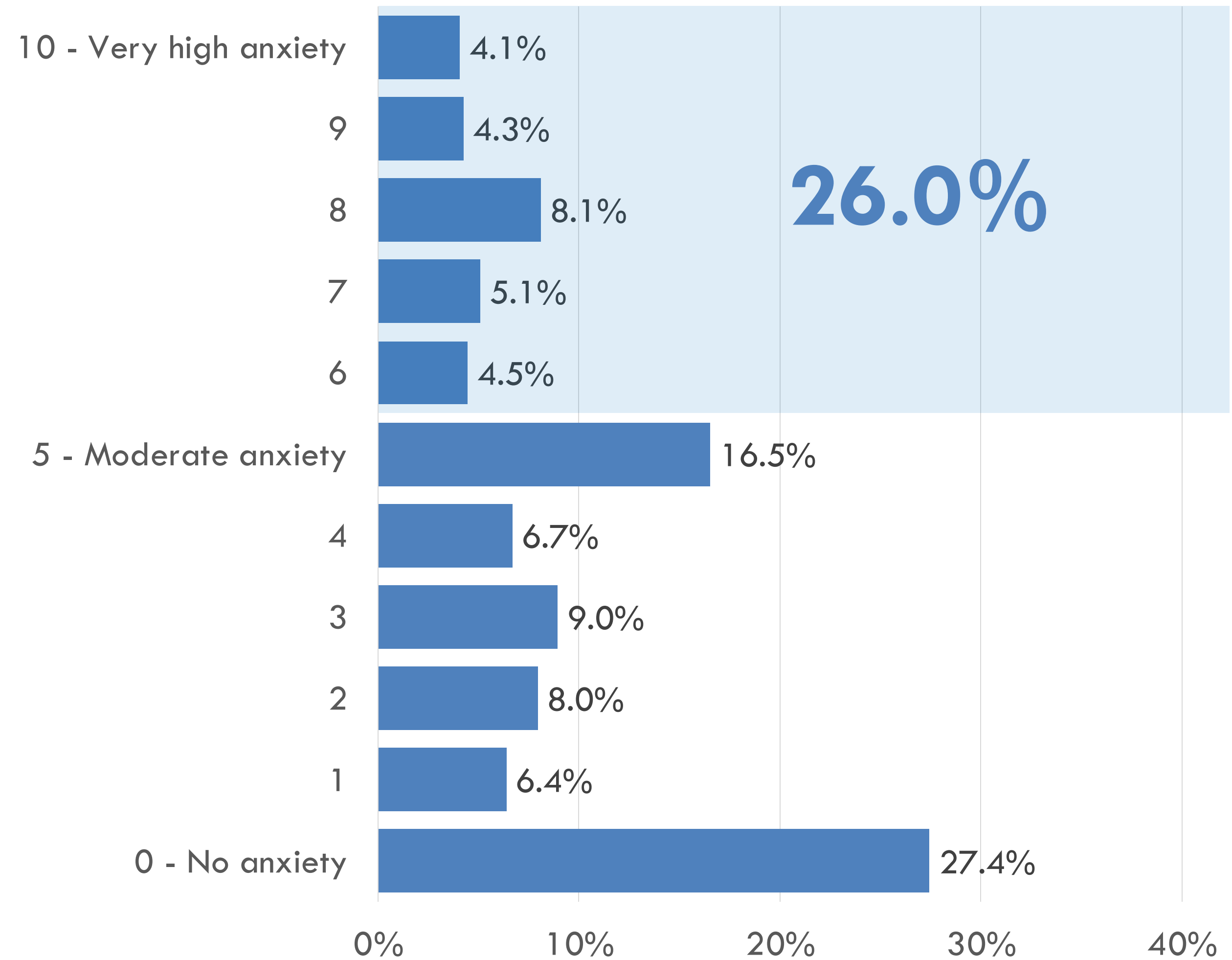


Inflation & Economic Concerns

MOST RECENT OVERNIGHT TRIP: COVID-19 ANXIETY

Question: While traveling on your most recent overnight trip, **HOW MUCH ANXIETY** did you generally feel about the COVID-19 situation?

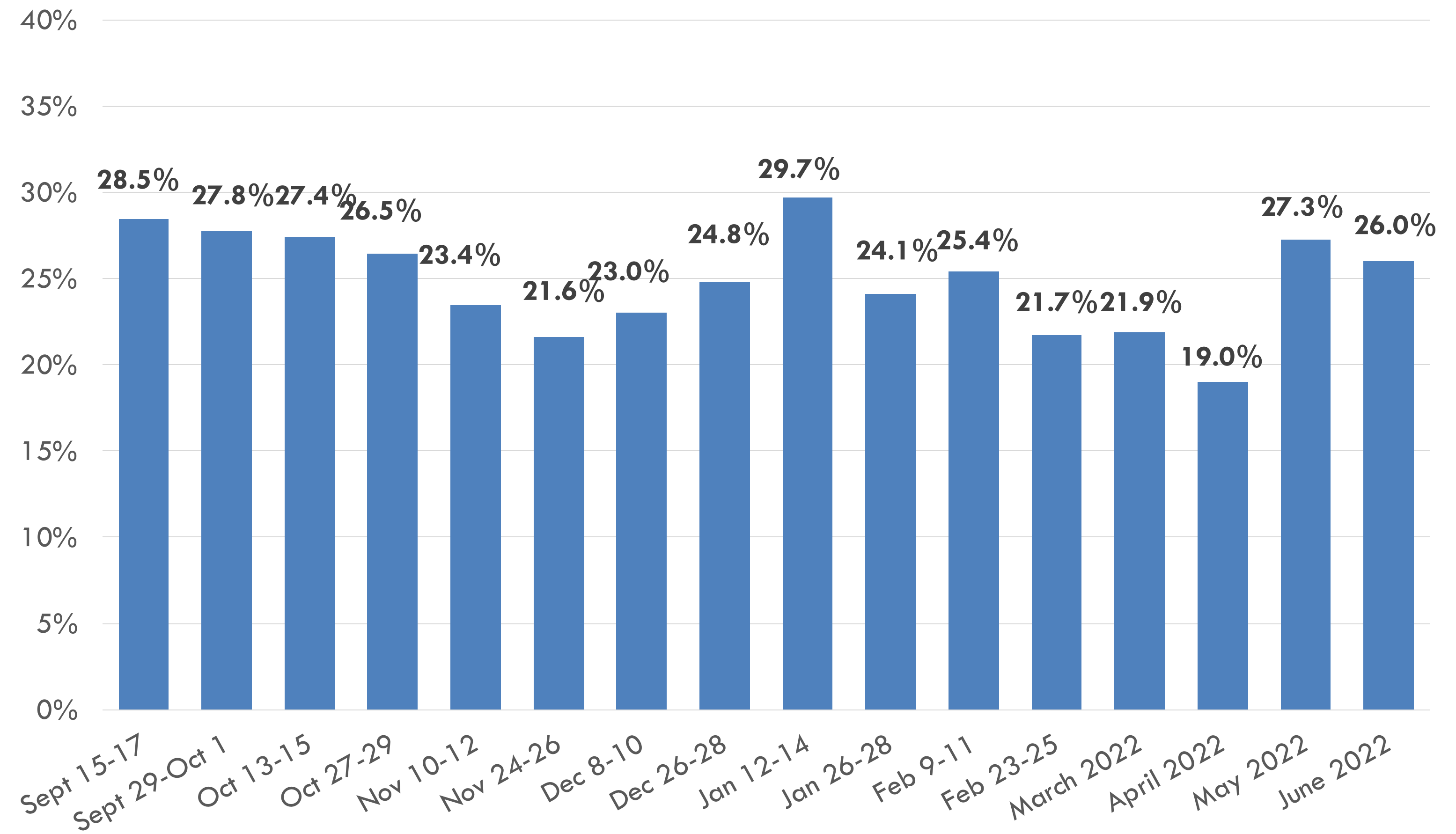
(Base: Respondents who took an overnight trip in the past three months, 2,260 completed surveys. Data collected June 15-23, 2022.)



MOST RECENT OVERNIGHT TRIP: COVID-19 ANXIETY

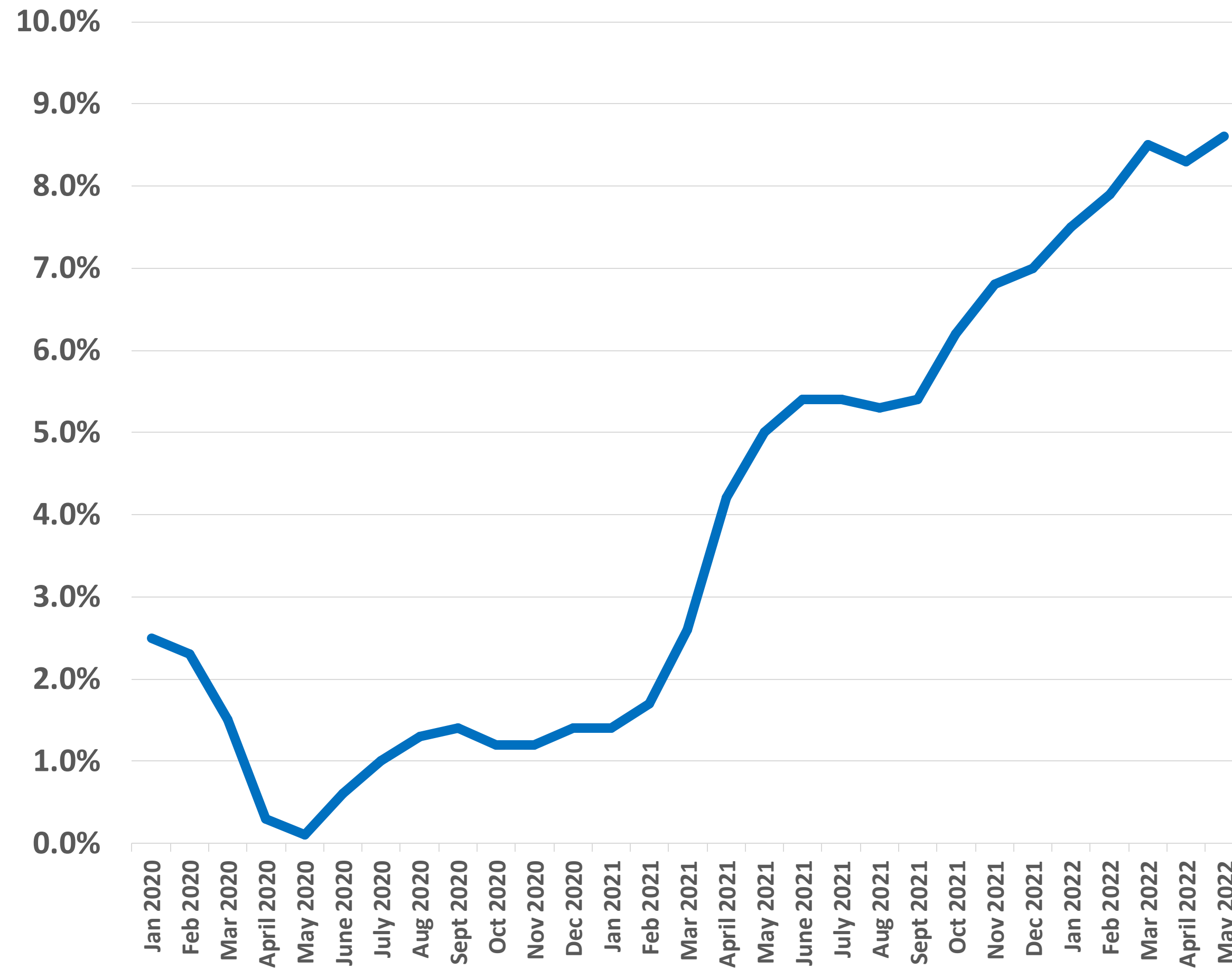
Question: While traveling on your most recent overnight trip, HOW MUCH ANXIETY did you generally feel about the COVID-19 situation?

% More than Moderate Anxiety (6-10)

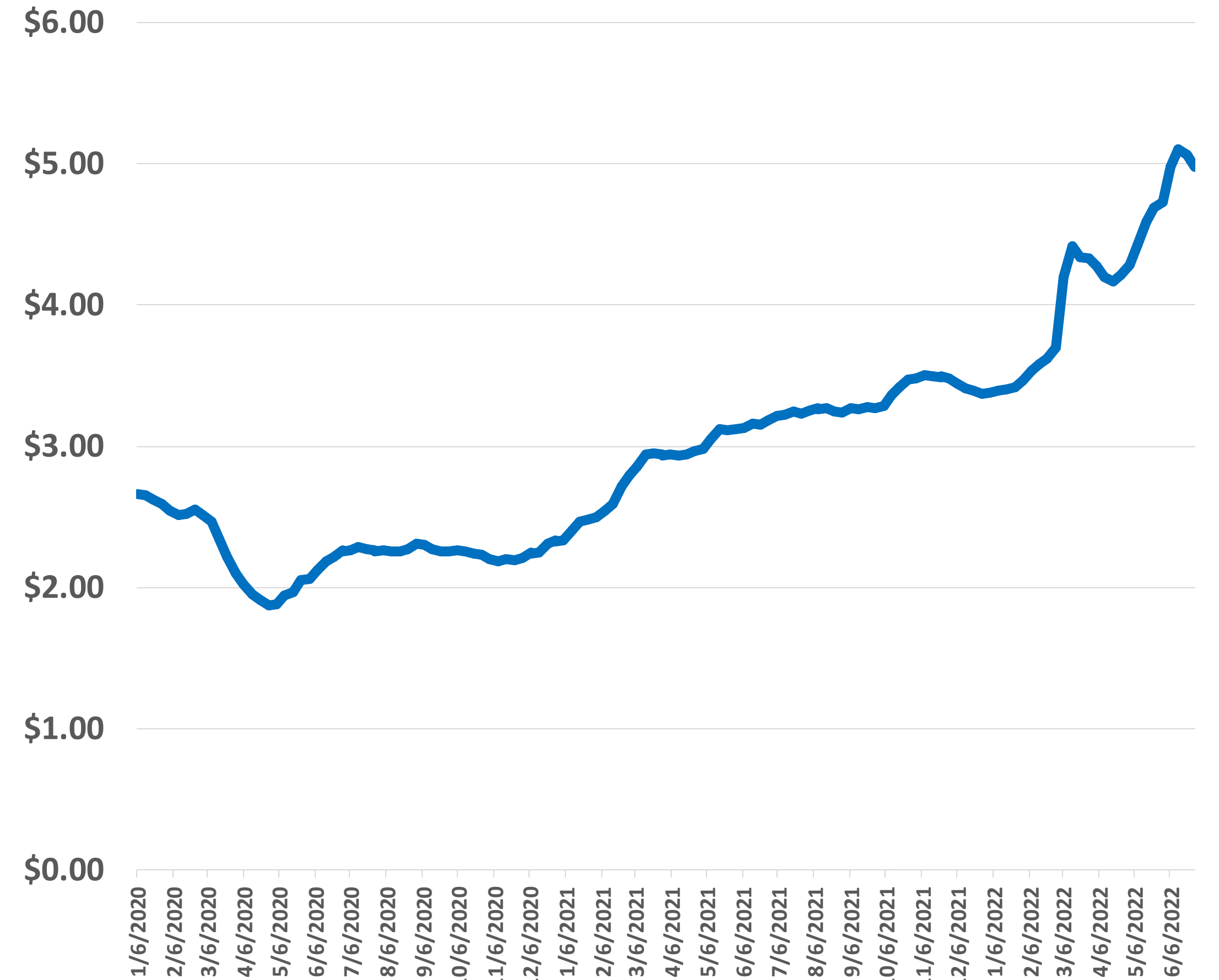


INFLATION IN AMERICA

Annual US Inflation Rate by Month



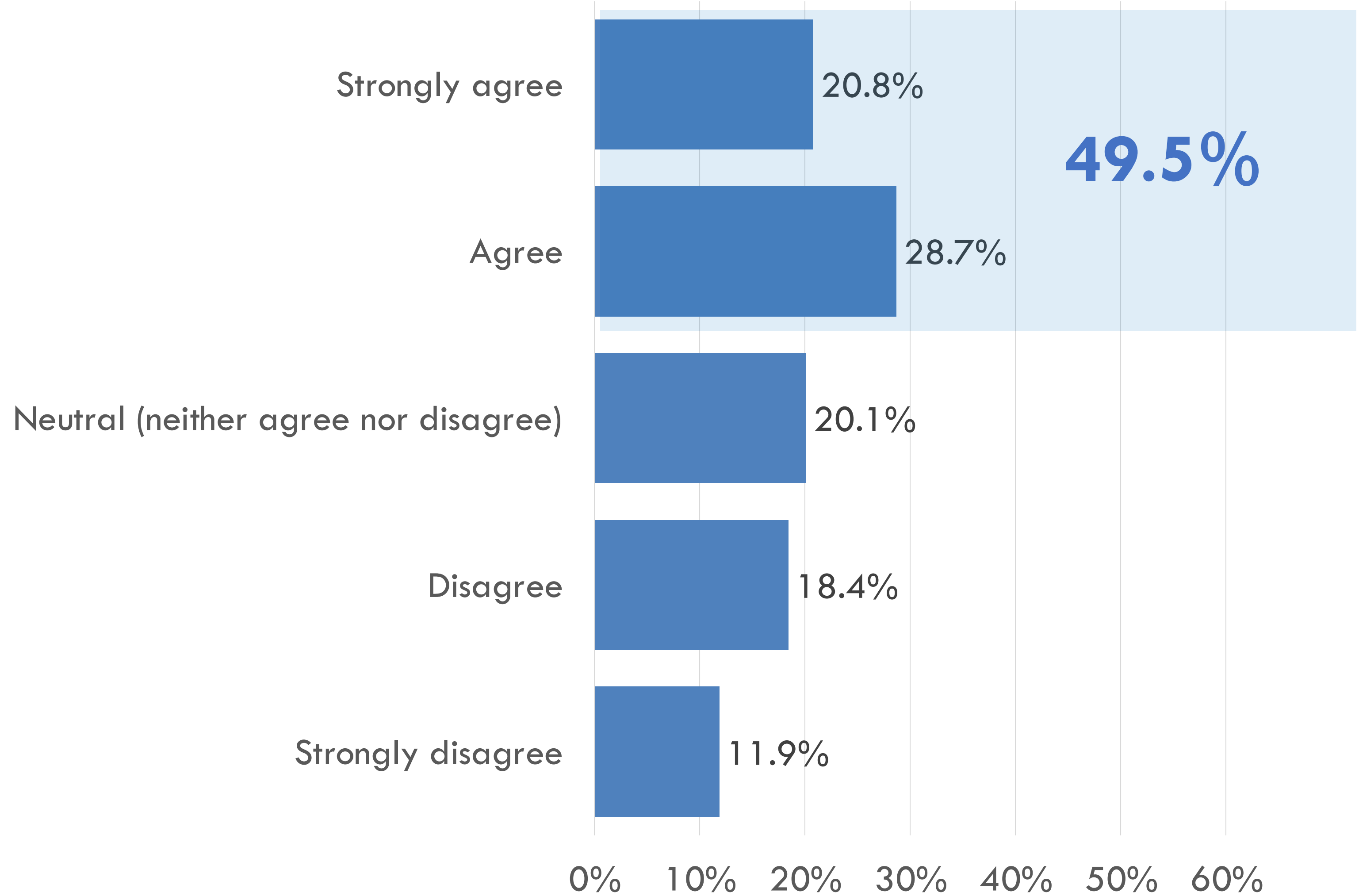
Weekly U.S. All Grades All Formulations Retail Gasoline Prices Dollars per Gallon



TRAVEL PRICES AS AN IMPEDIMENT TO TRAVEL

Question: How much do you agree or disagree with the following statements?

High travel prices have kept me from traveling in the past month.

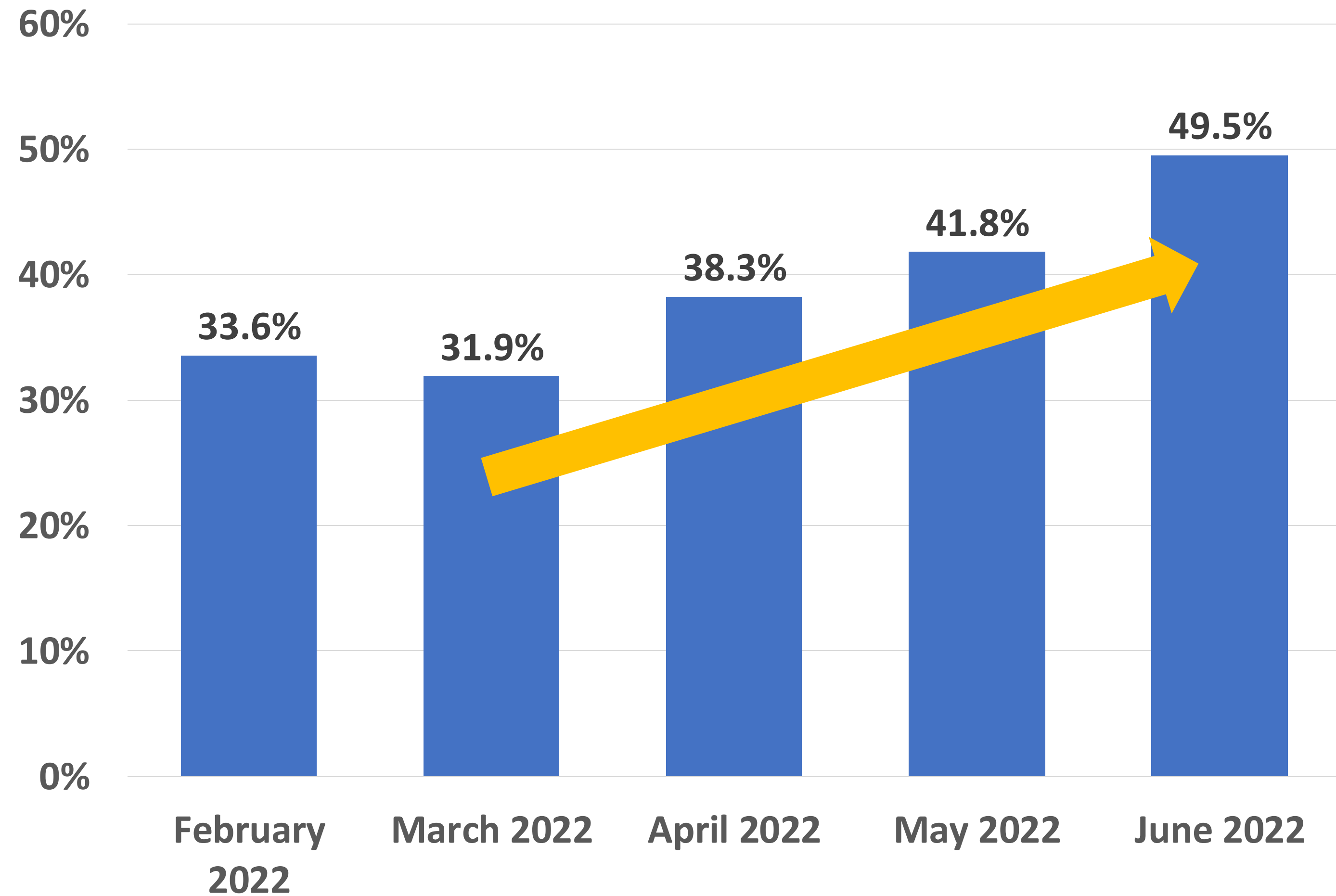


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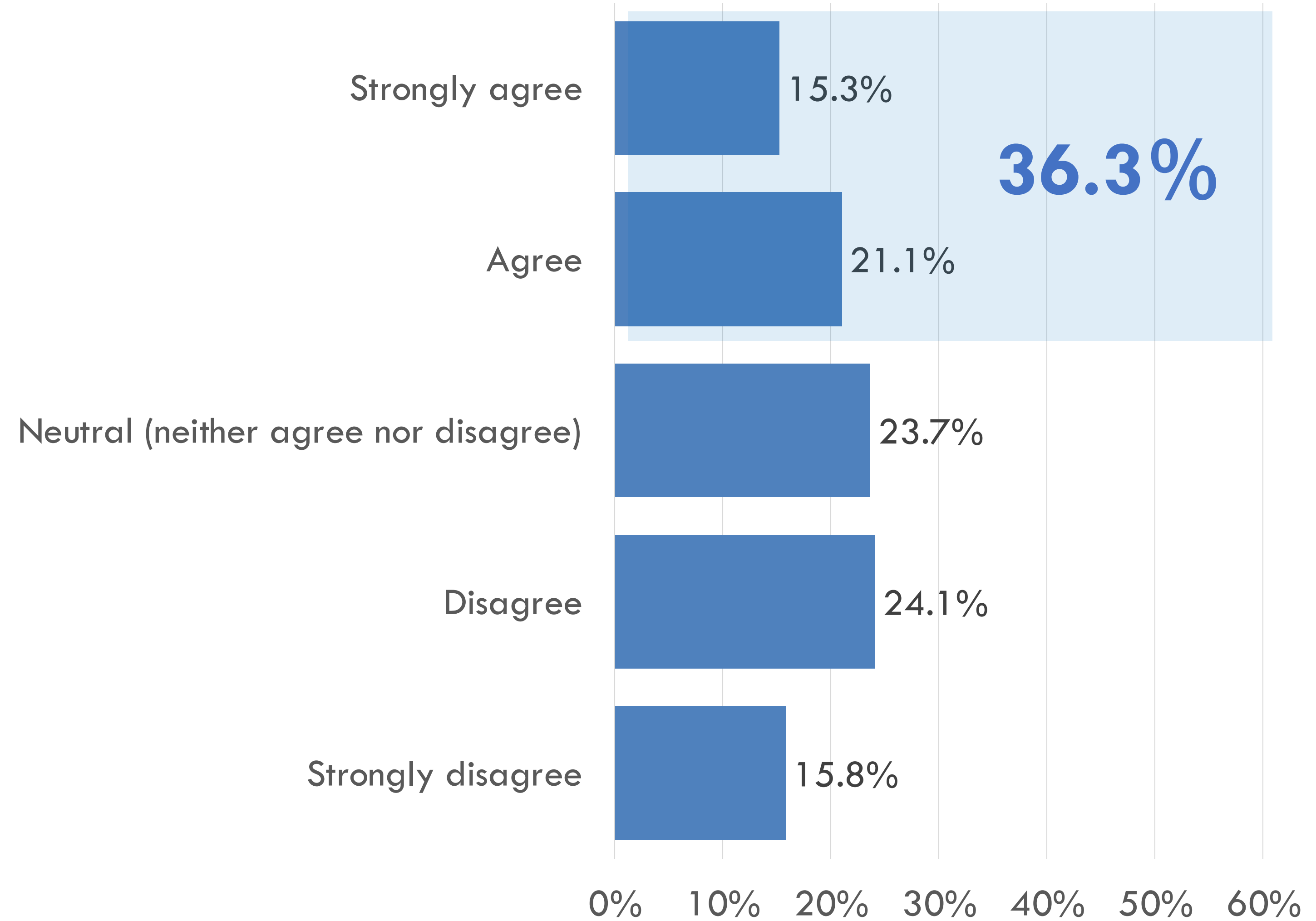


INFLATION & TRIP CANCELLATION

Question: How much do you agree or disagree with the following statements?

Recent inflation in consumer prices has led me to cancel an upcoming trip.

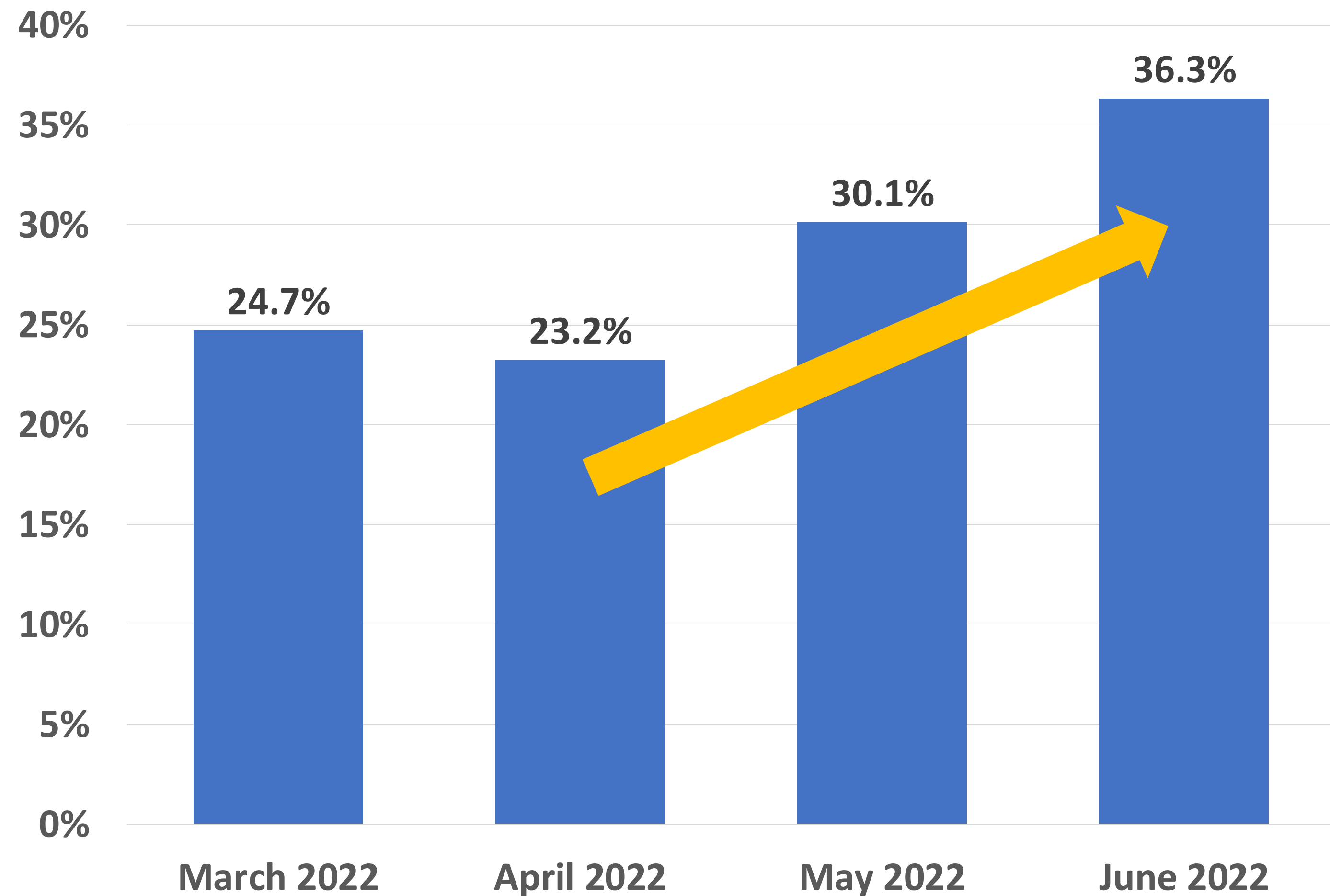
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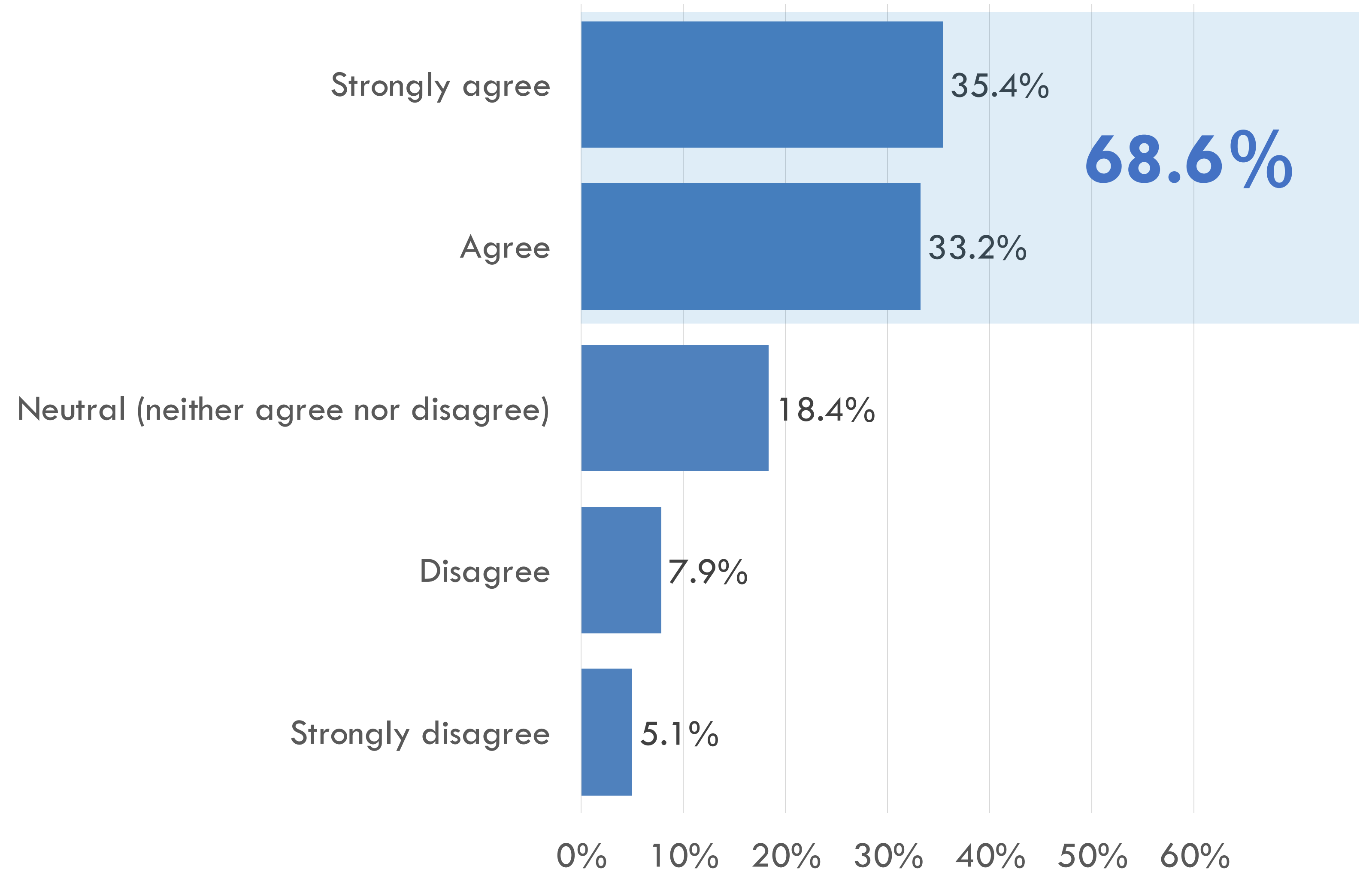


GASOLINE PRICES & ROAD TRIPS

Question: How much do you agree or disagree with the following statements?

If gasoline prices don't come down, I'll be taking fewer road trips this spring/summer.

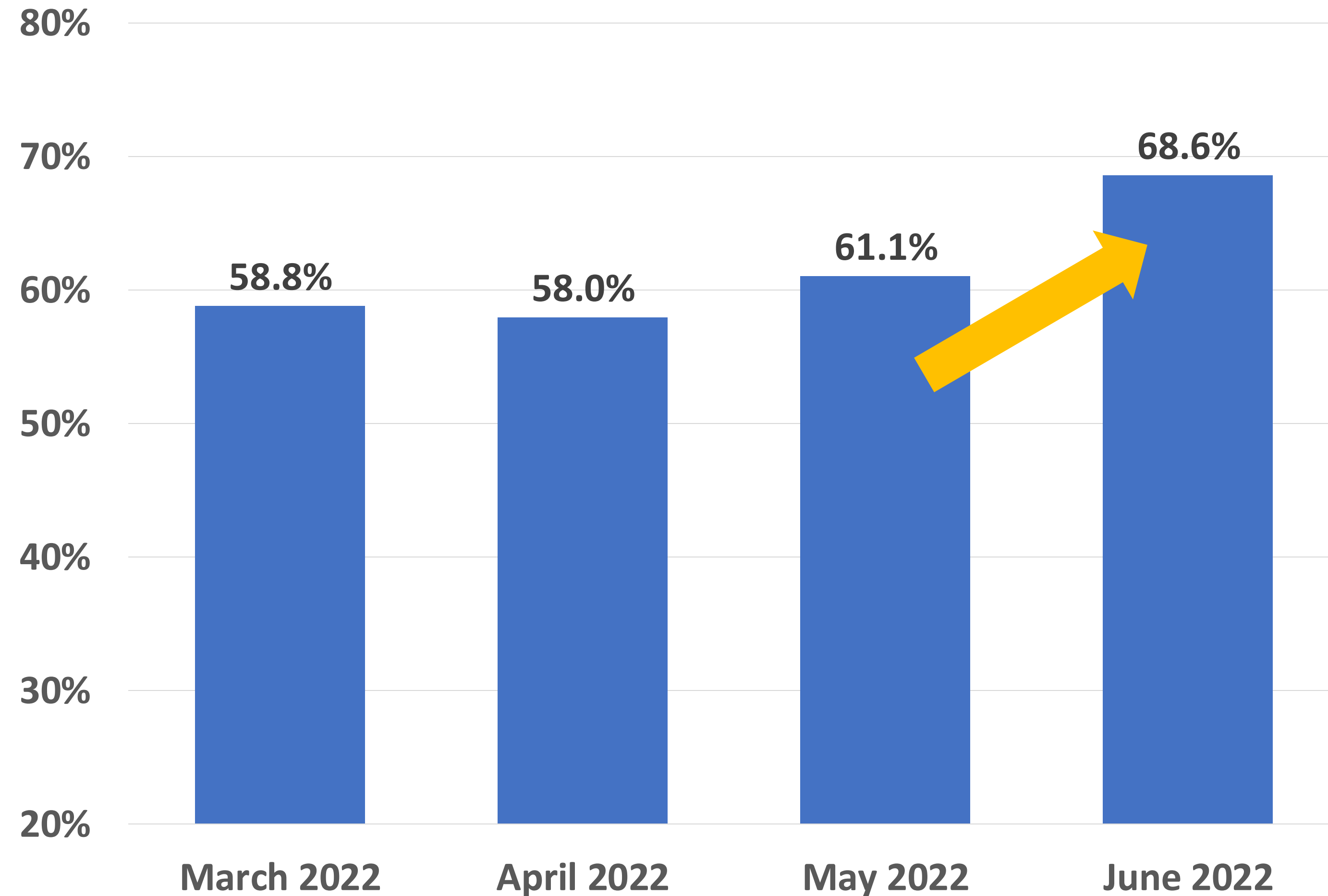
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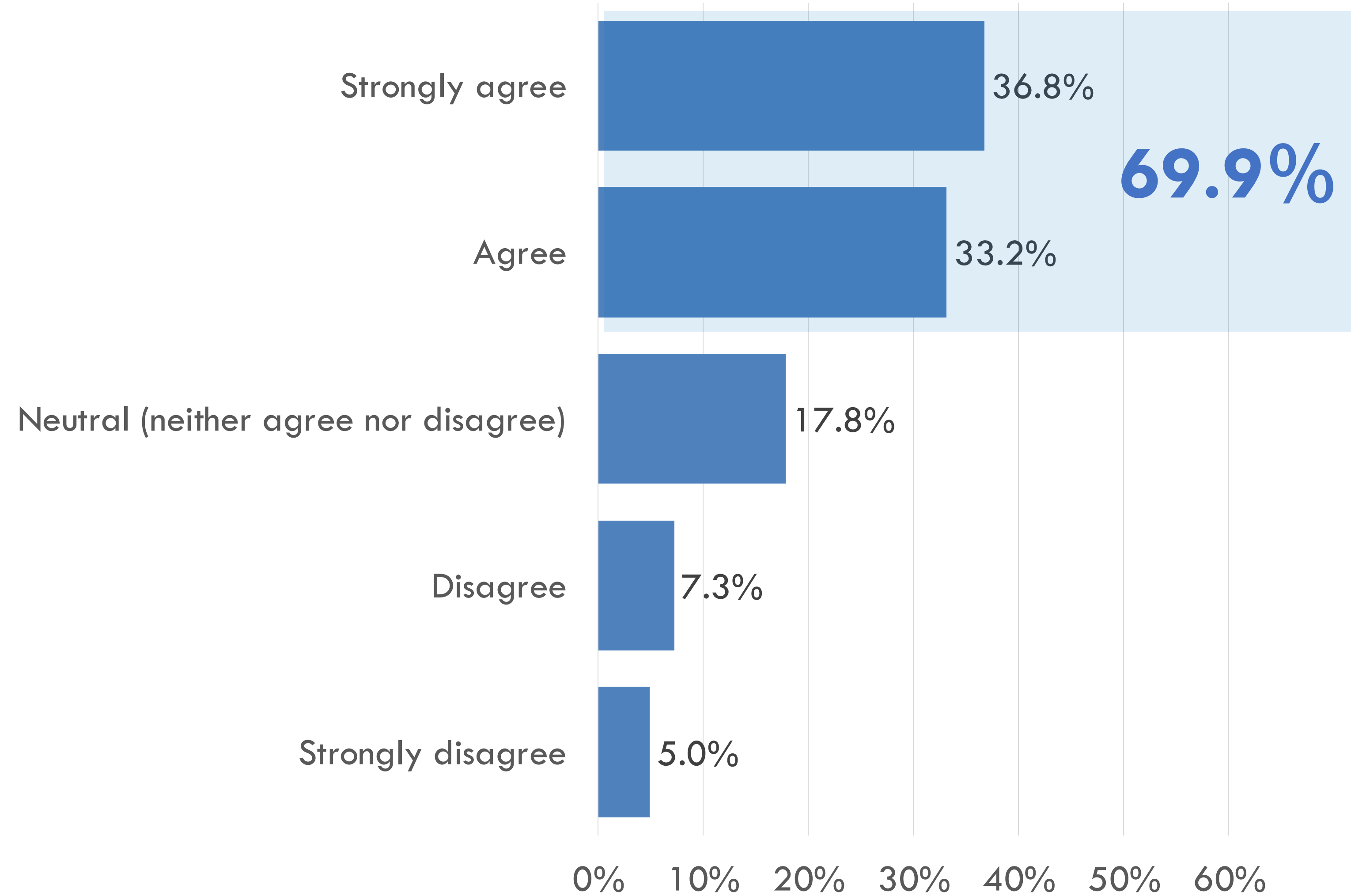
GASOLINE PRICES & TRAVEL DISTANCE FROM HOME

Question: How much do you agree or disagree with the following statements?

If gasoline prices don't come down, I'll be staying closer to home on my road trips this summer.

(Base: All respondents, 4,002 completed surveys.)

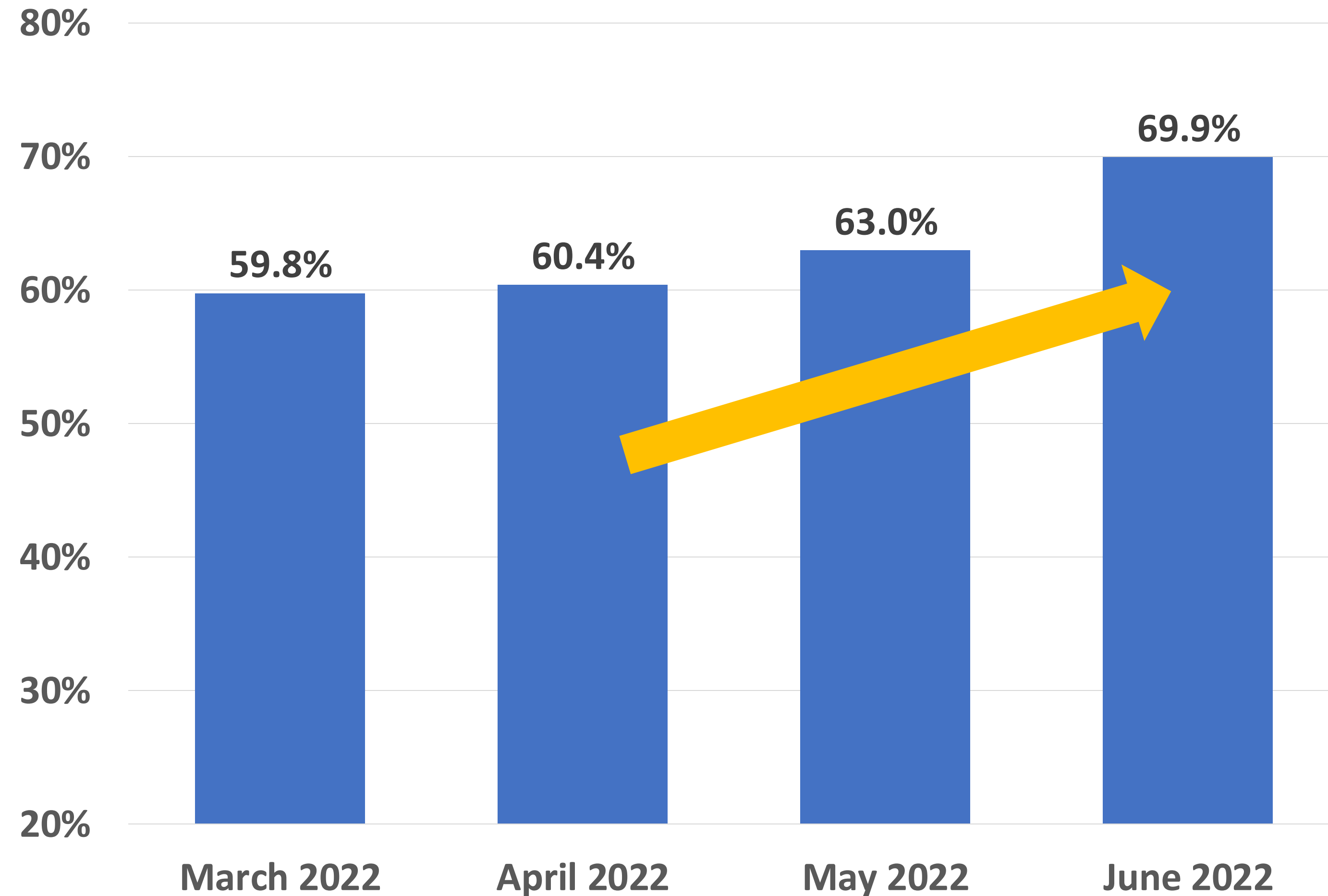
Data collected June 15-23, 2022.)



GASOLINE PRICES & TRAVEL DISTANCE FROM HOME

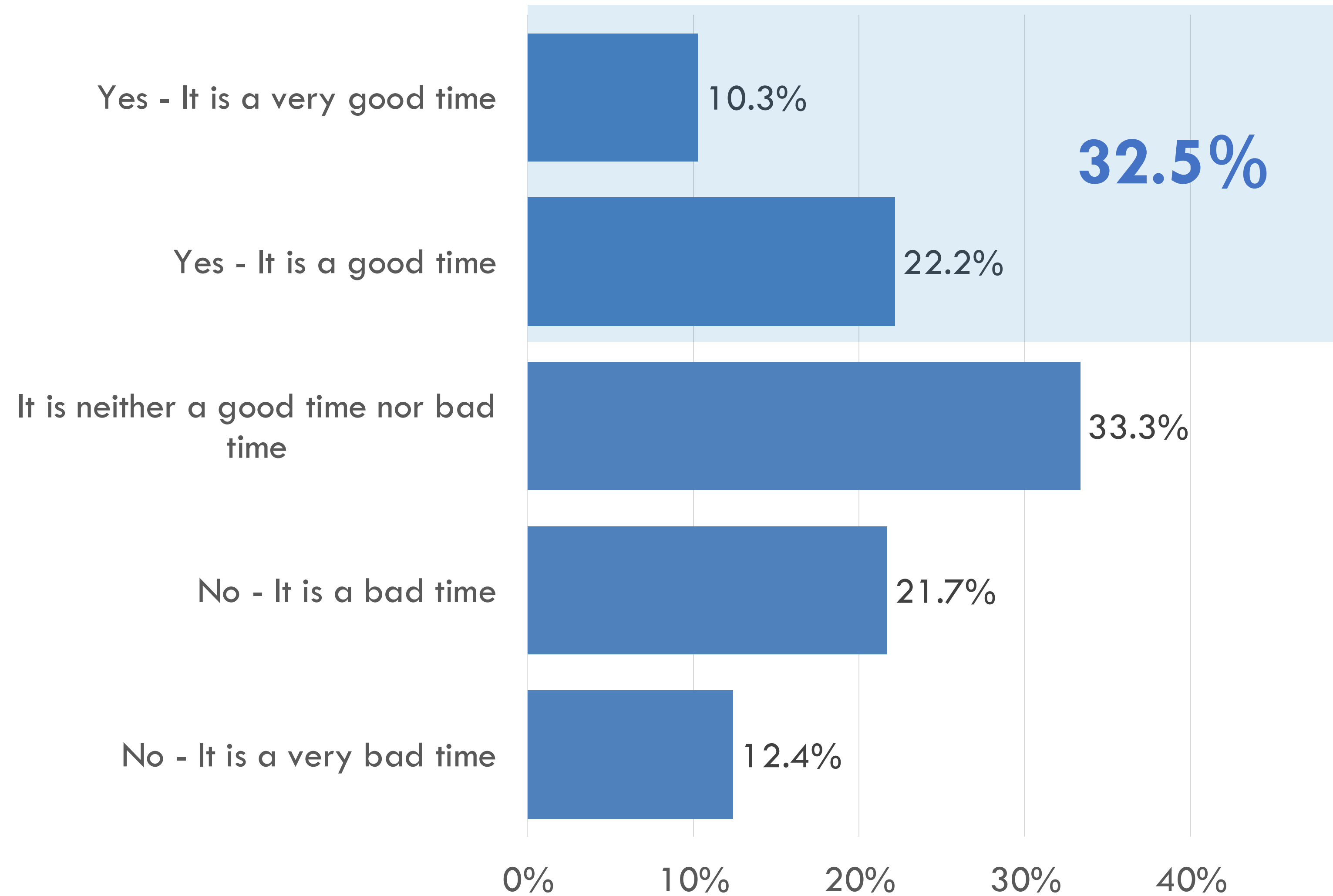
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IS IT A GOOD TIME TO SPEND ON TRAVEL?

Question: Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel? (Select one)

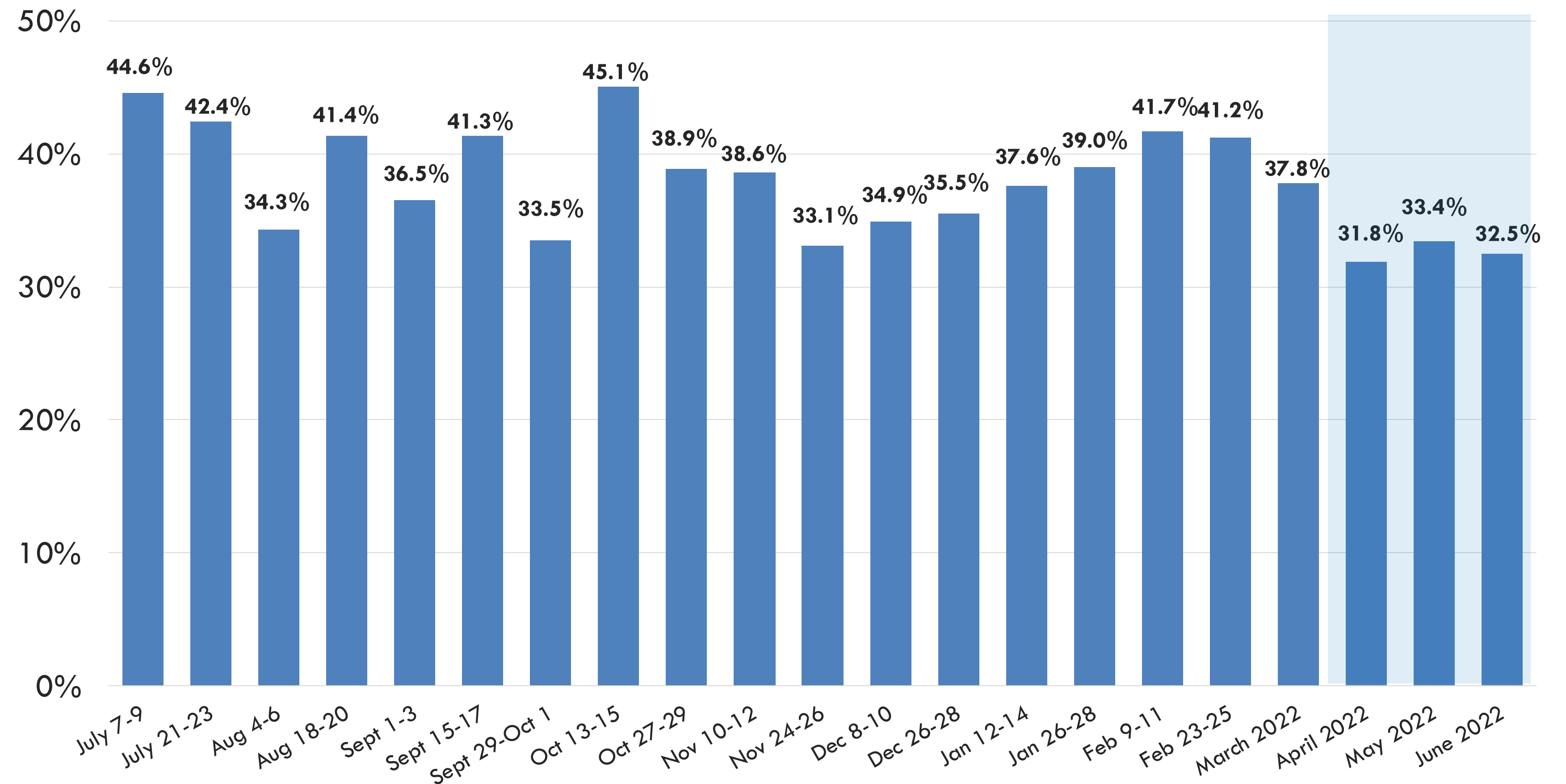


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IS IT A GOOD TIME TO SPEND ON TRAVEL?

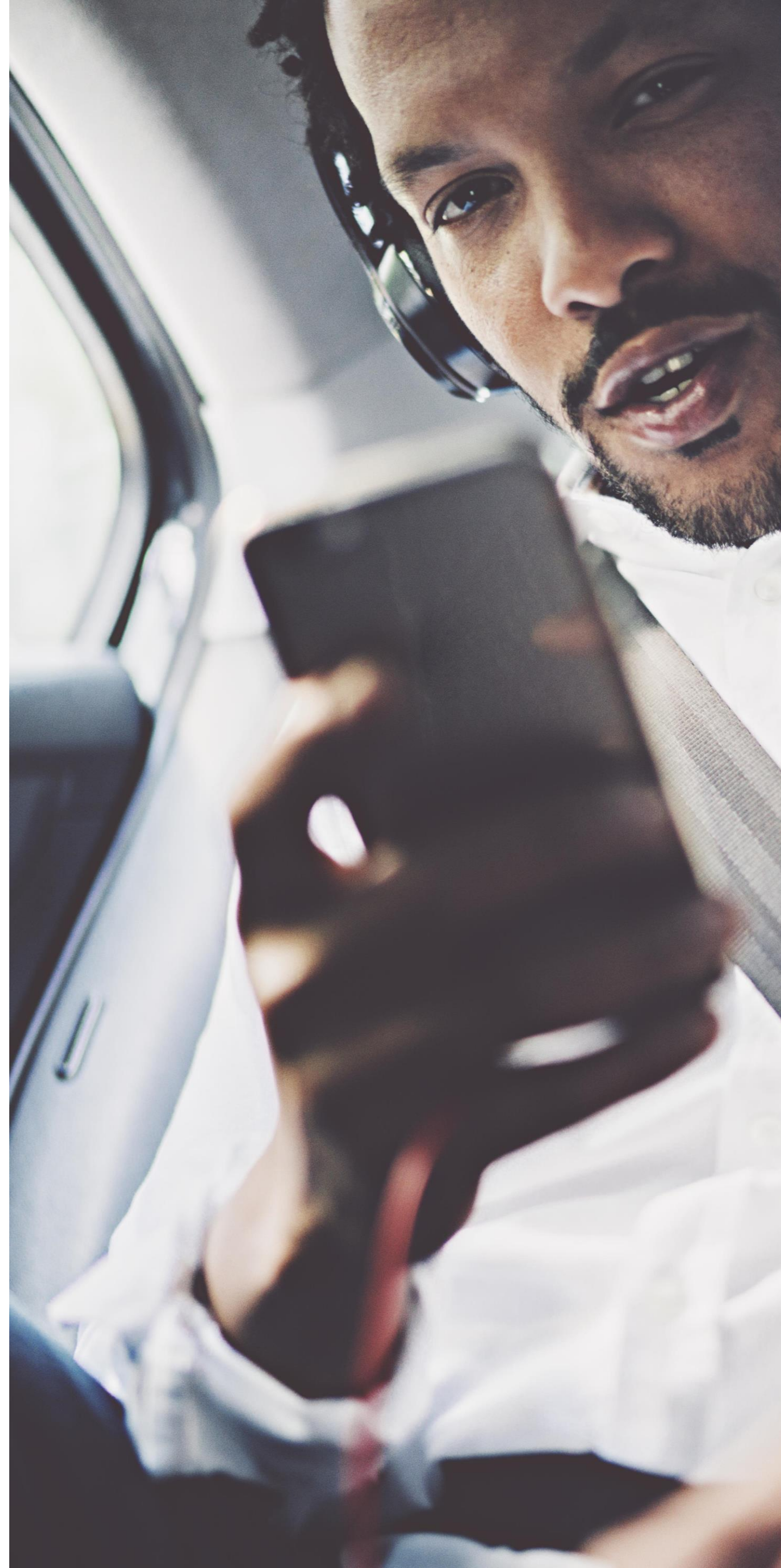
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% Good or Very good time to spend on travel





Technology & Travel

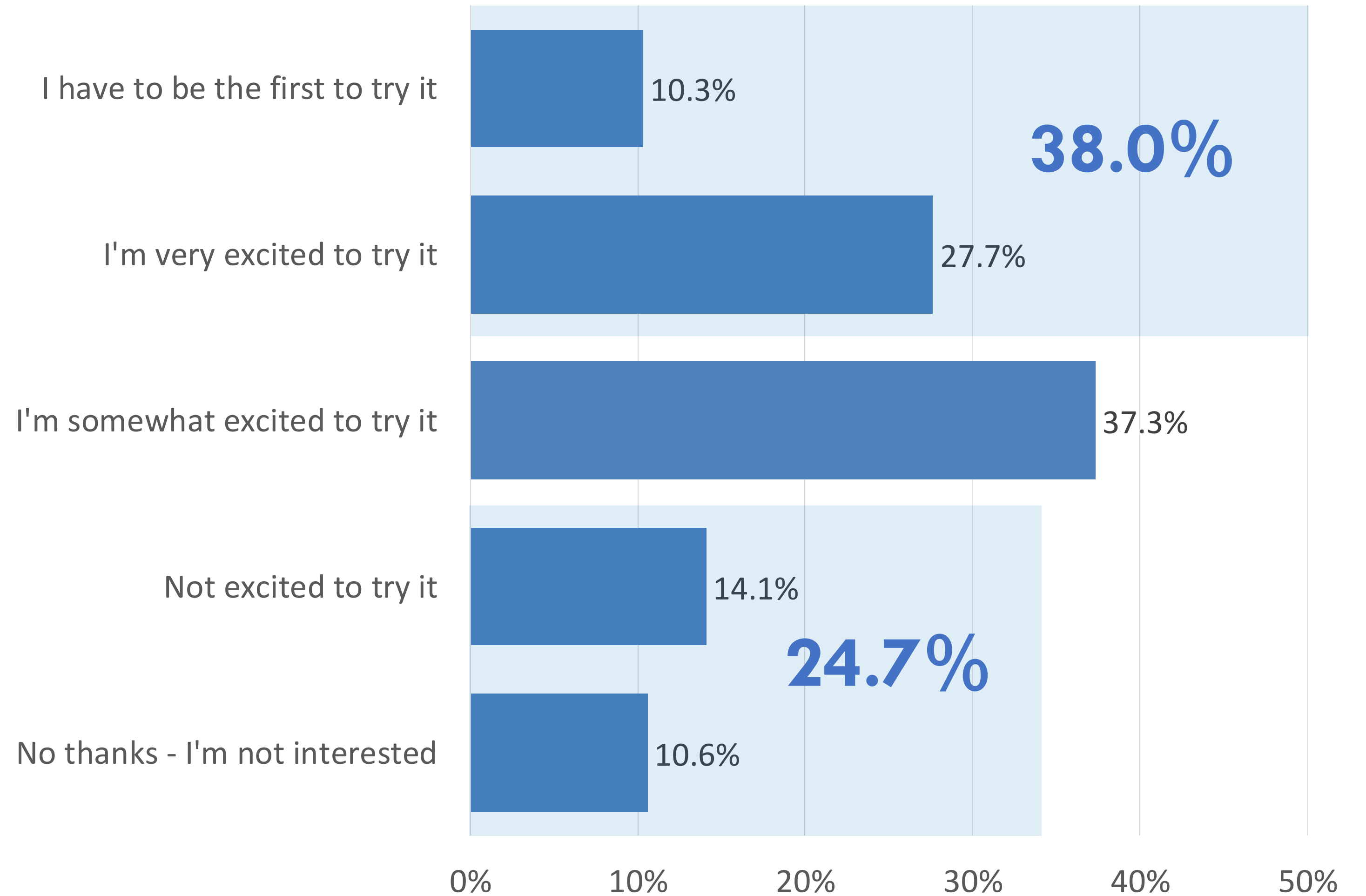


Technology Adoption & its Promise



ADOPTION OF NEW TECHNOLOGIES

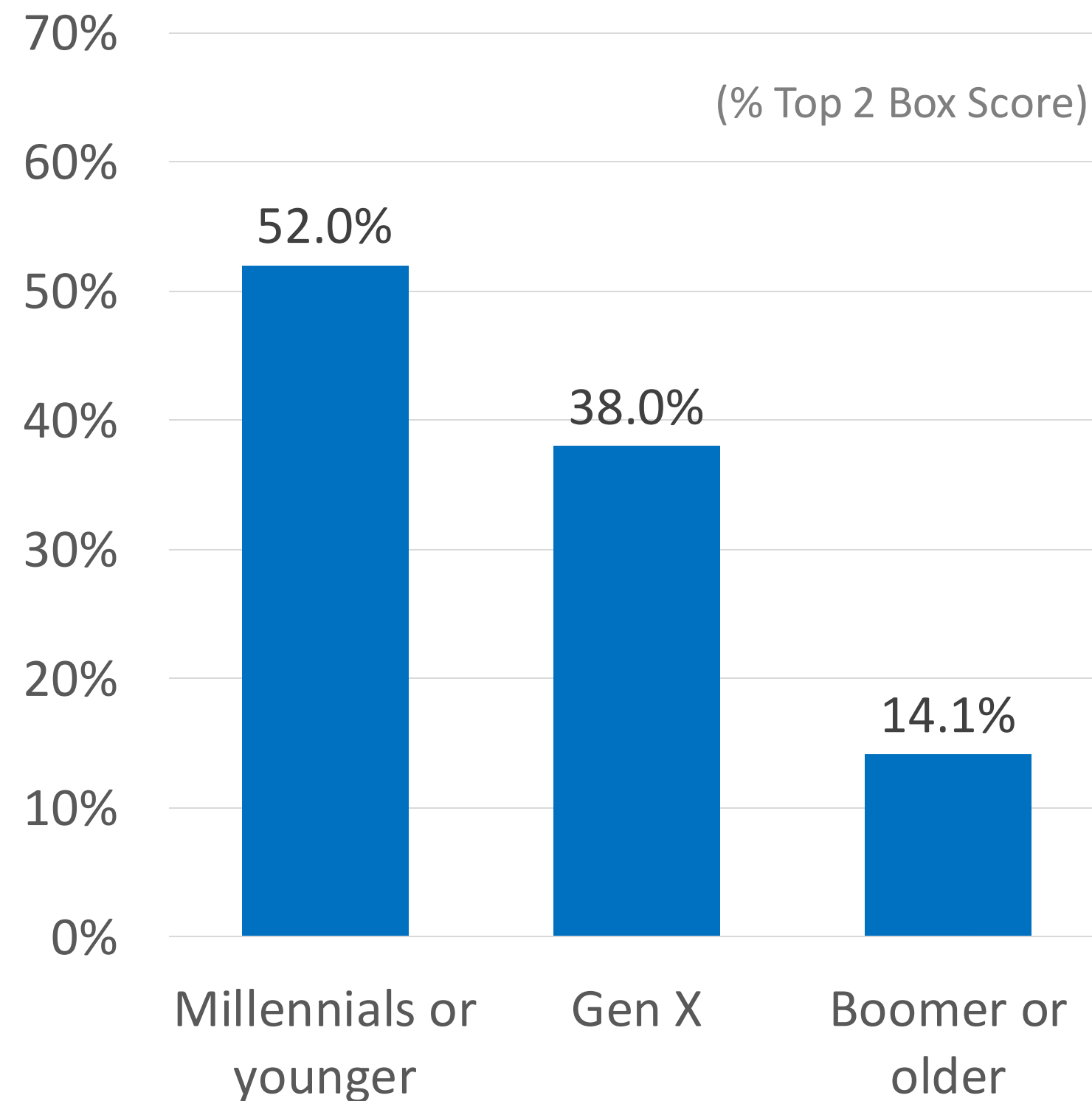
Question: If a new technology comes out (hardware, software, and APPs, etc.) that could help you plan your leisure travel, how excited are you about using it? (Select one)



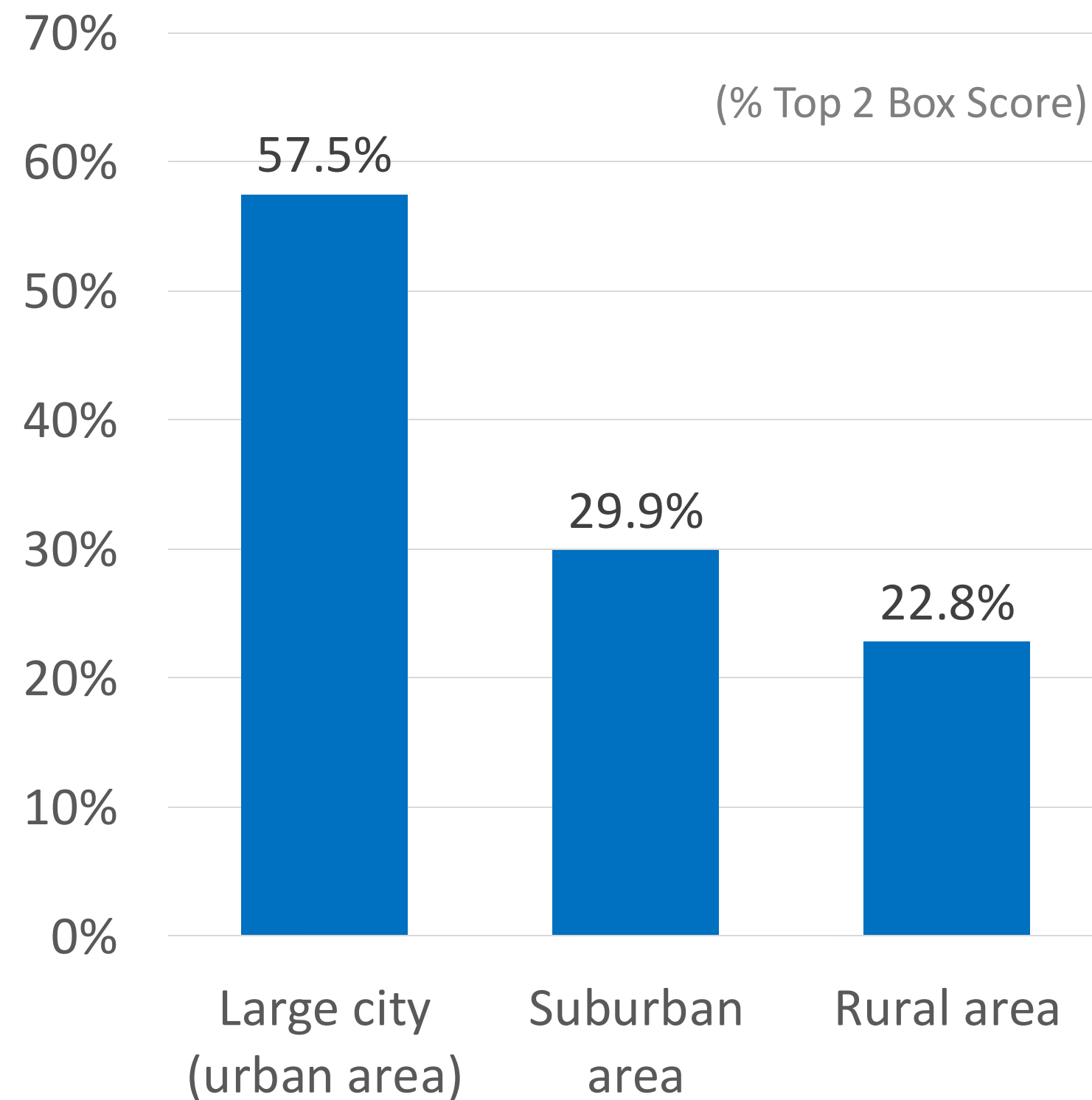
USE OF NEW TECHNOLOGIES

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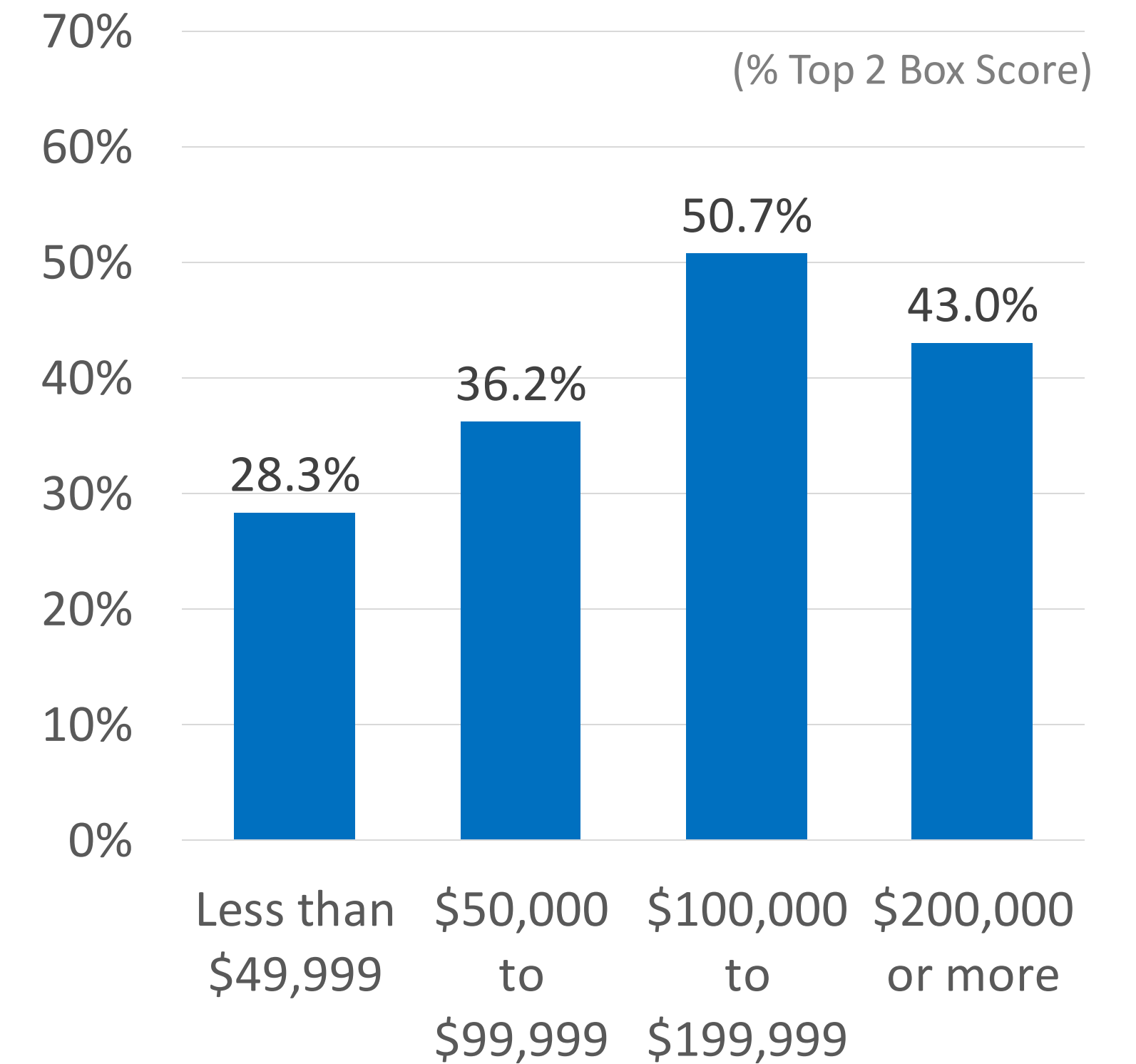
Generation



Place of Residence

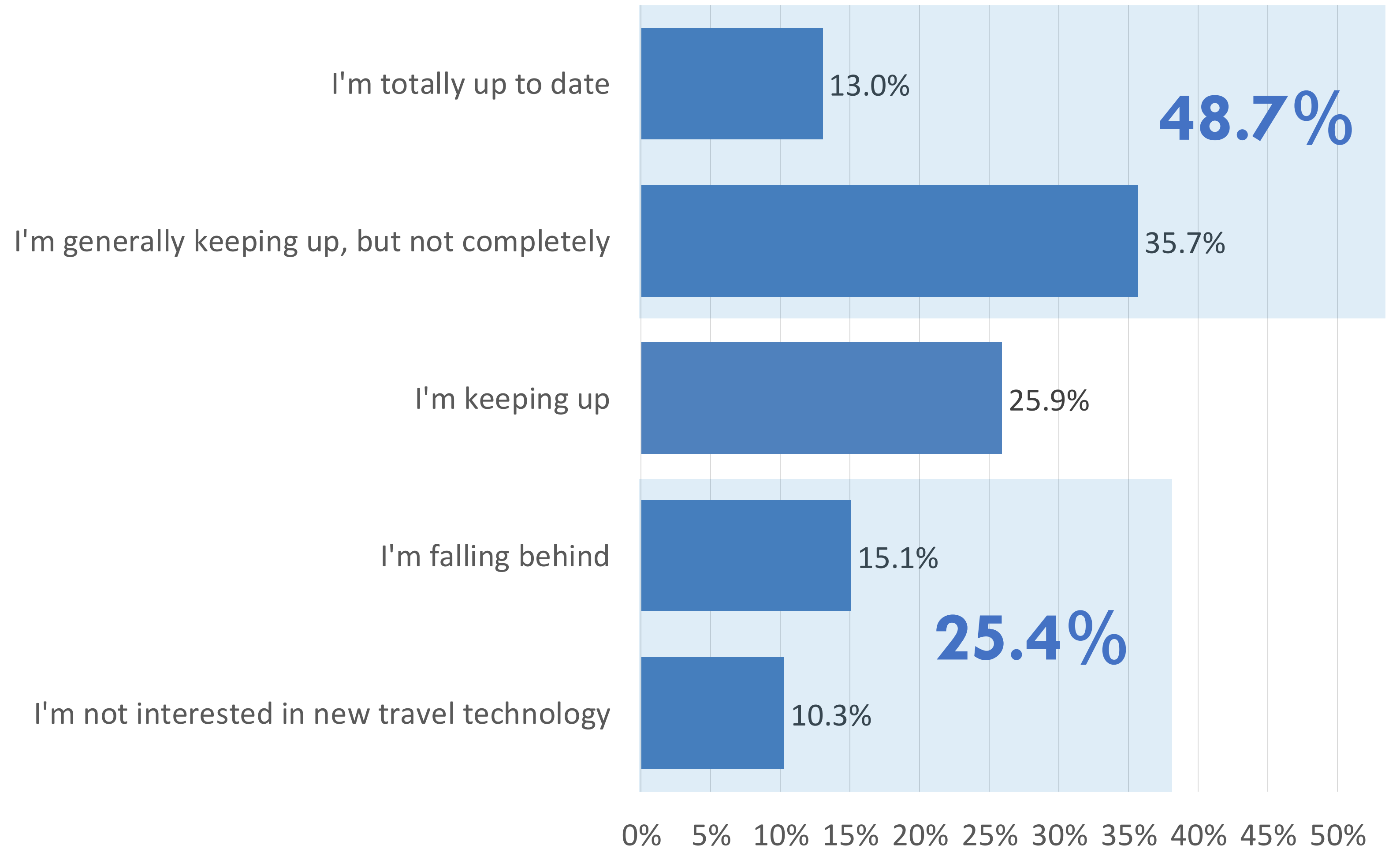


Household Income



KEEPING UP WITH NEW TECHNOLOGIES

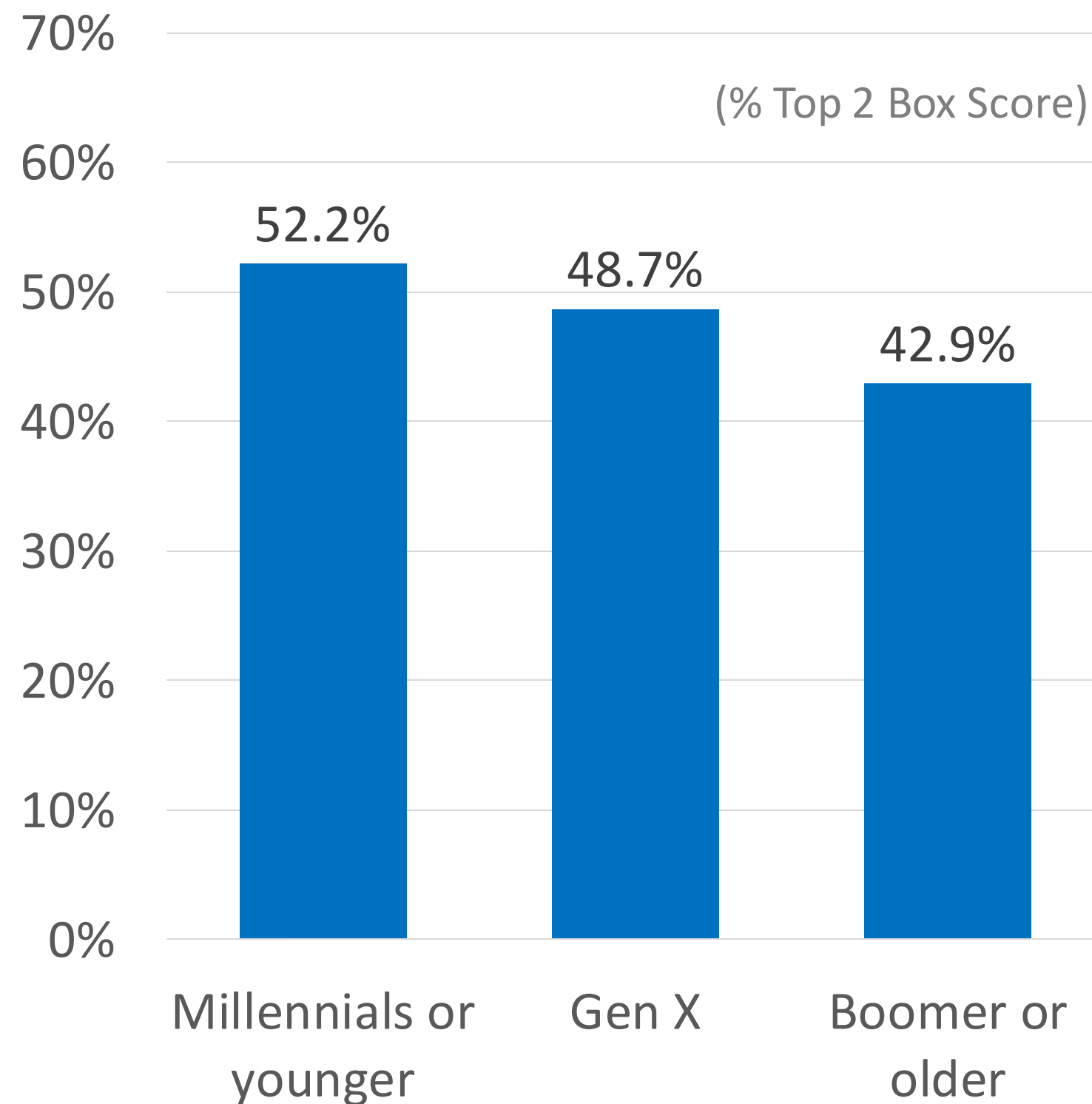
Question: When it comes to the latest in travel planning technology, would you say you are keeping up or falling behind? (Select one)



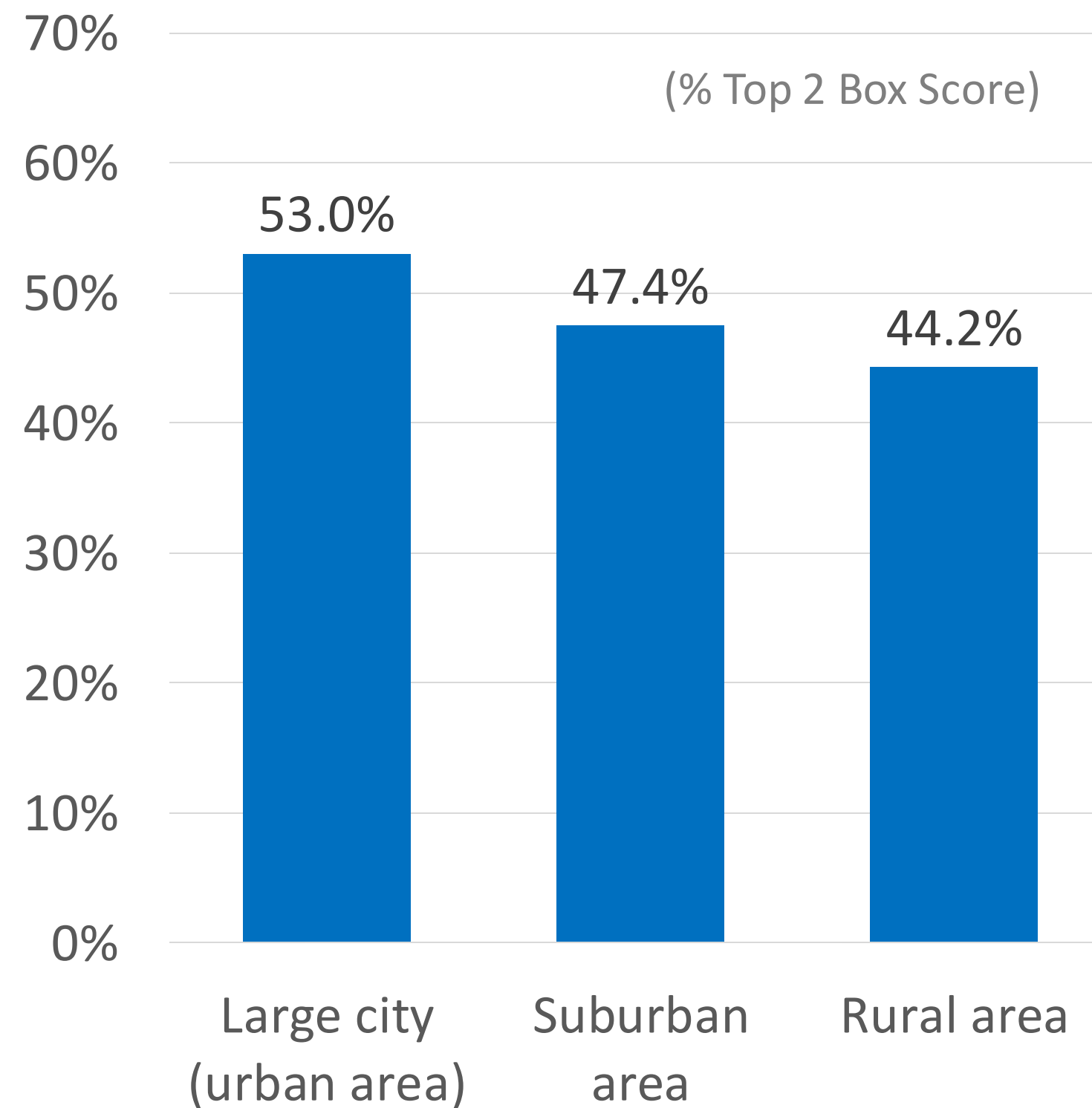
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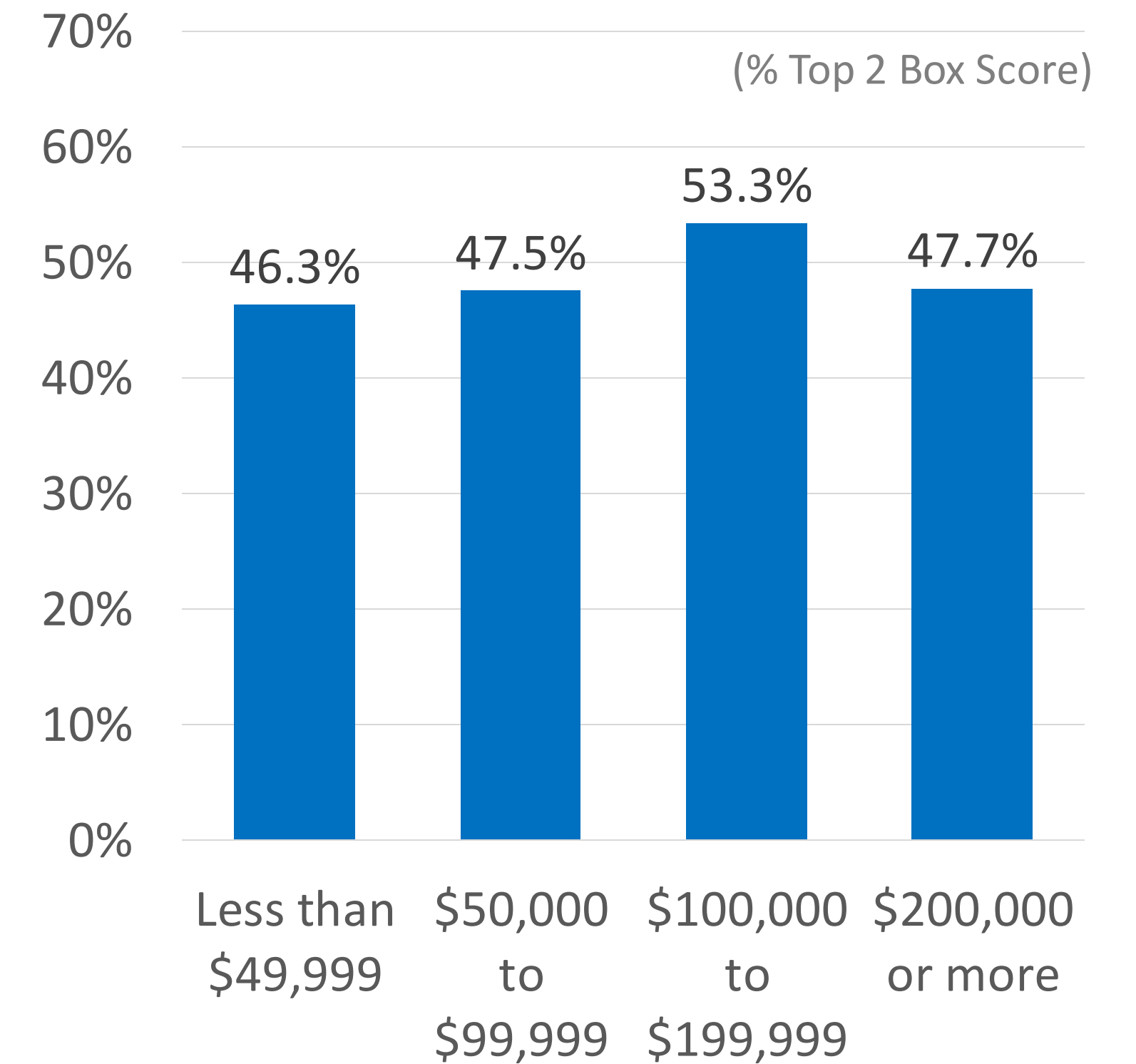
Generation



Place of Residence



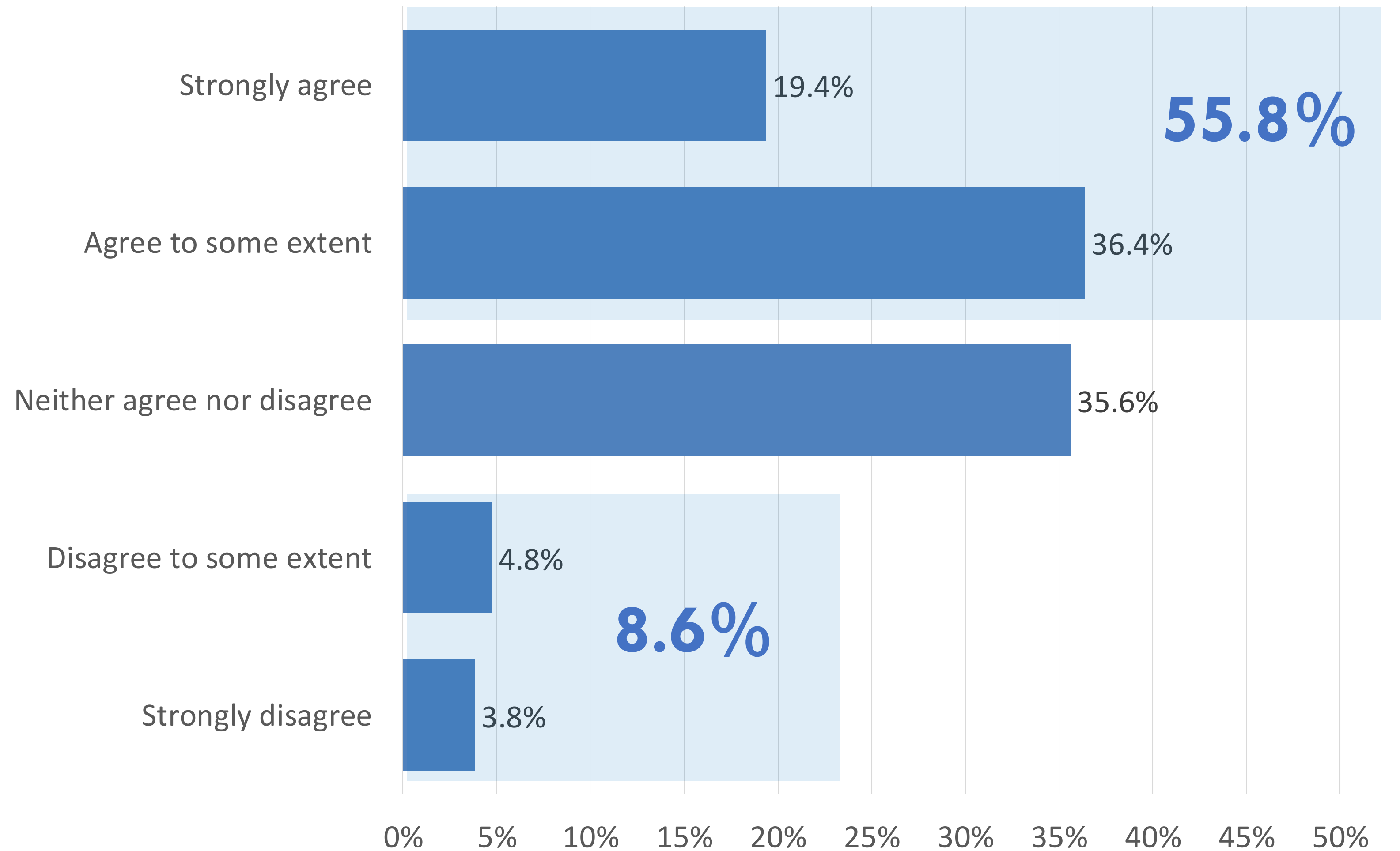
Household Income



THE PROMISE OF NEW TECHNOLOGIES

Question: How much do you agree with the following statement?

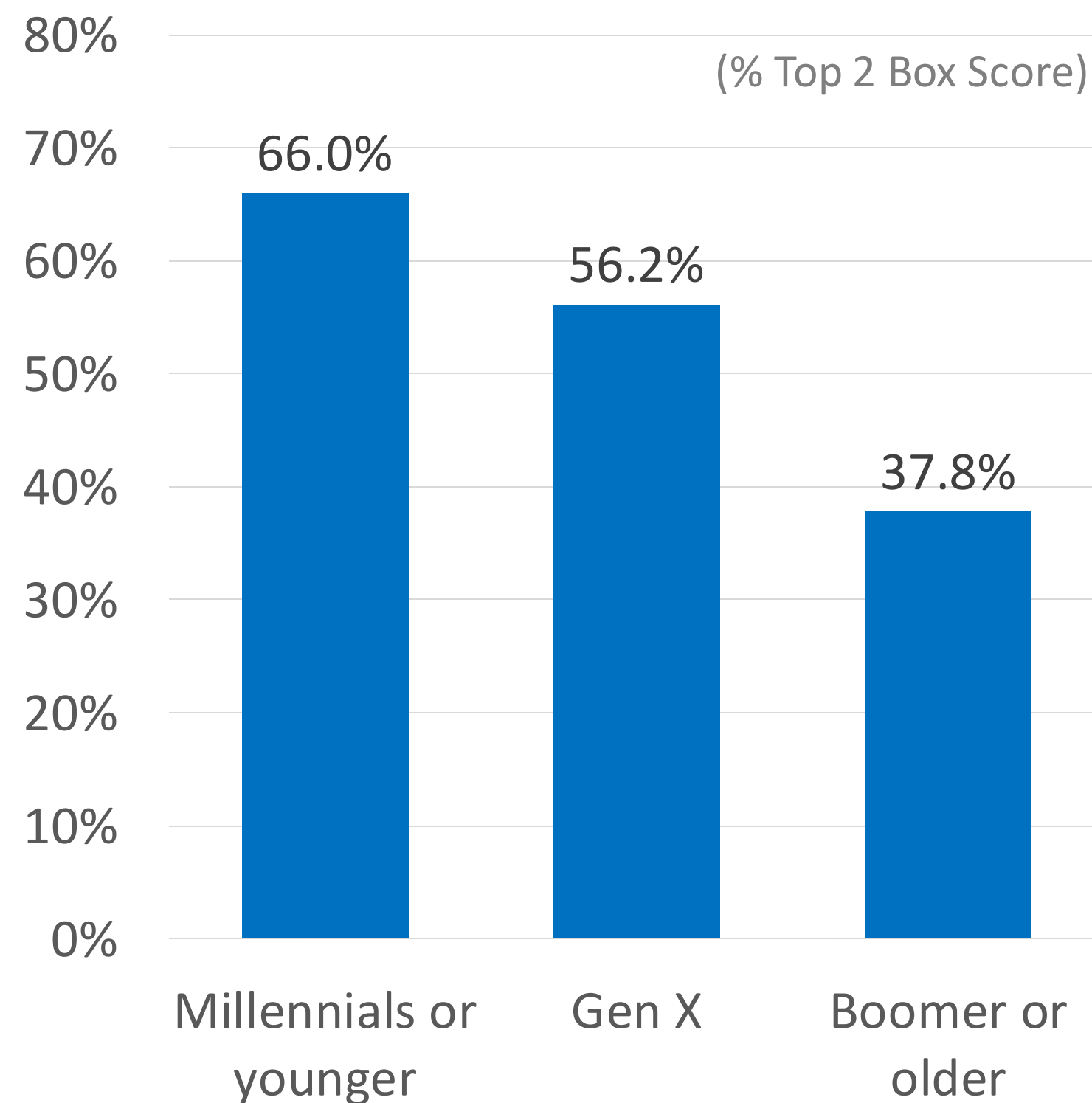
New technologies hold the promise to make my travel experiences much more rewarding.



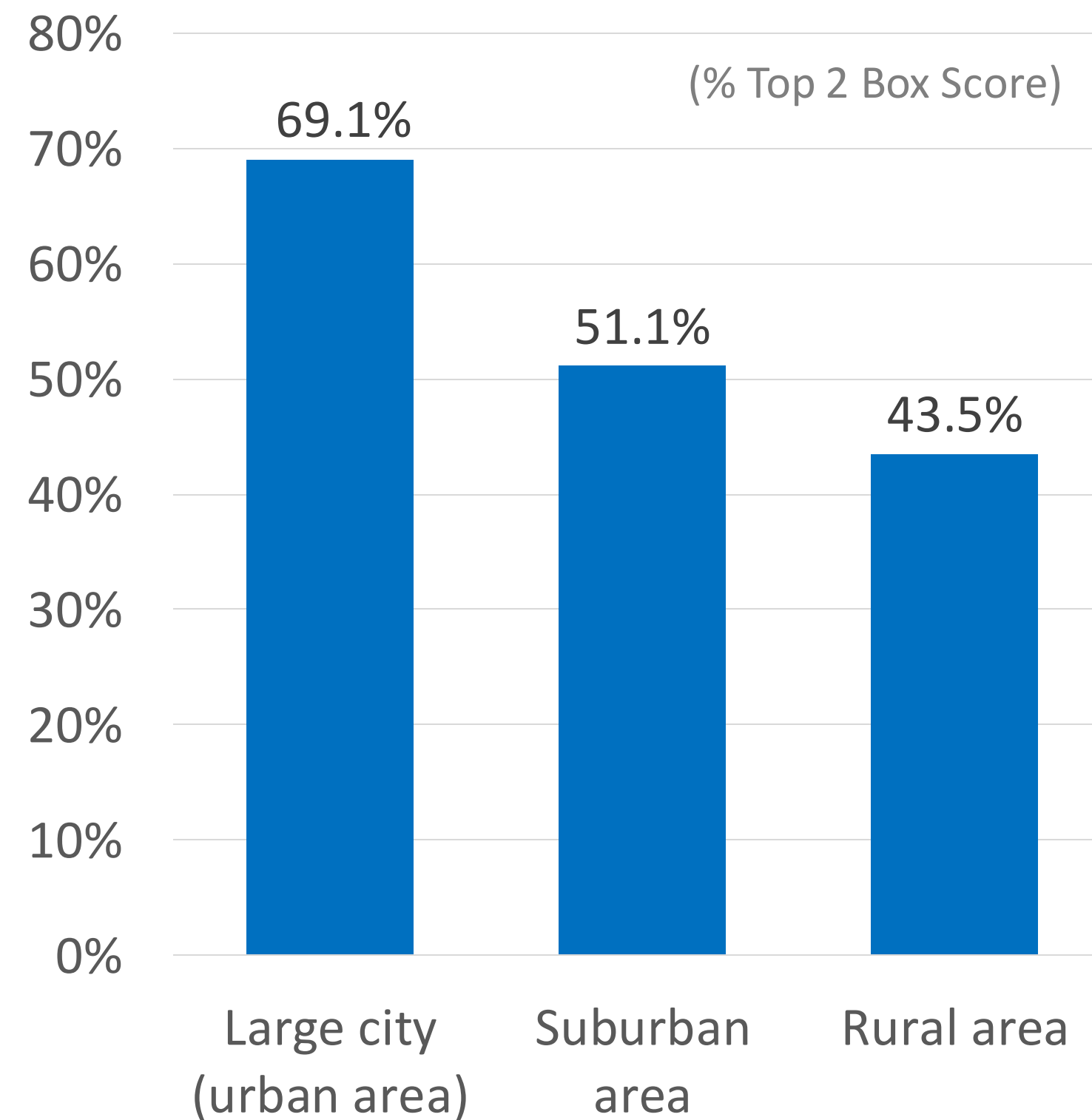
THE PROMISE OF NEW TECHNOLOGIES

Question: How much do you agree with the following statement? **New technologies hold the promise to make my travel experiences much more rewarding.**

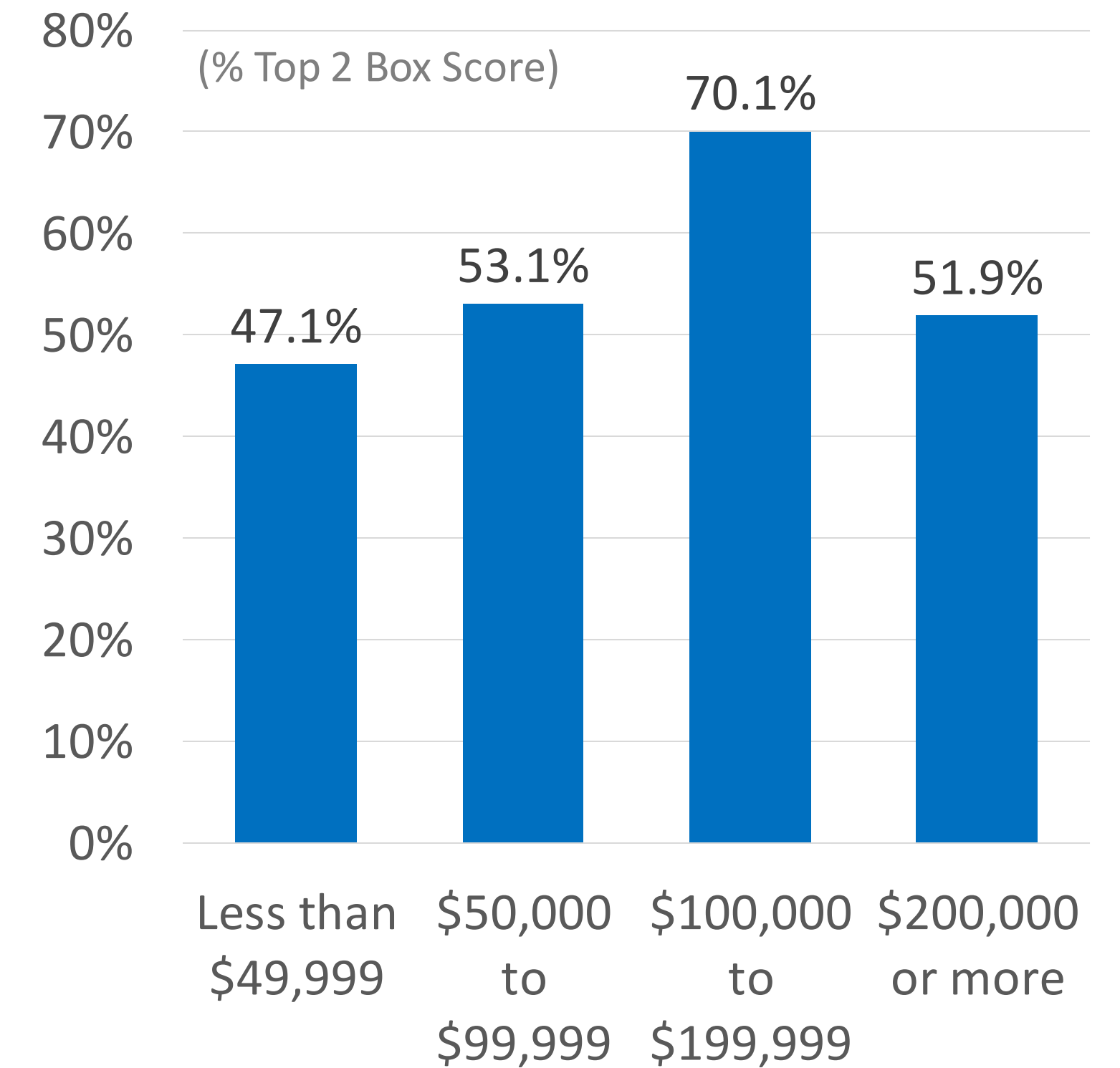
Generation



Place of Residence

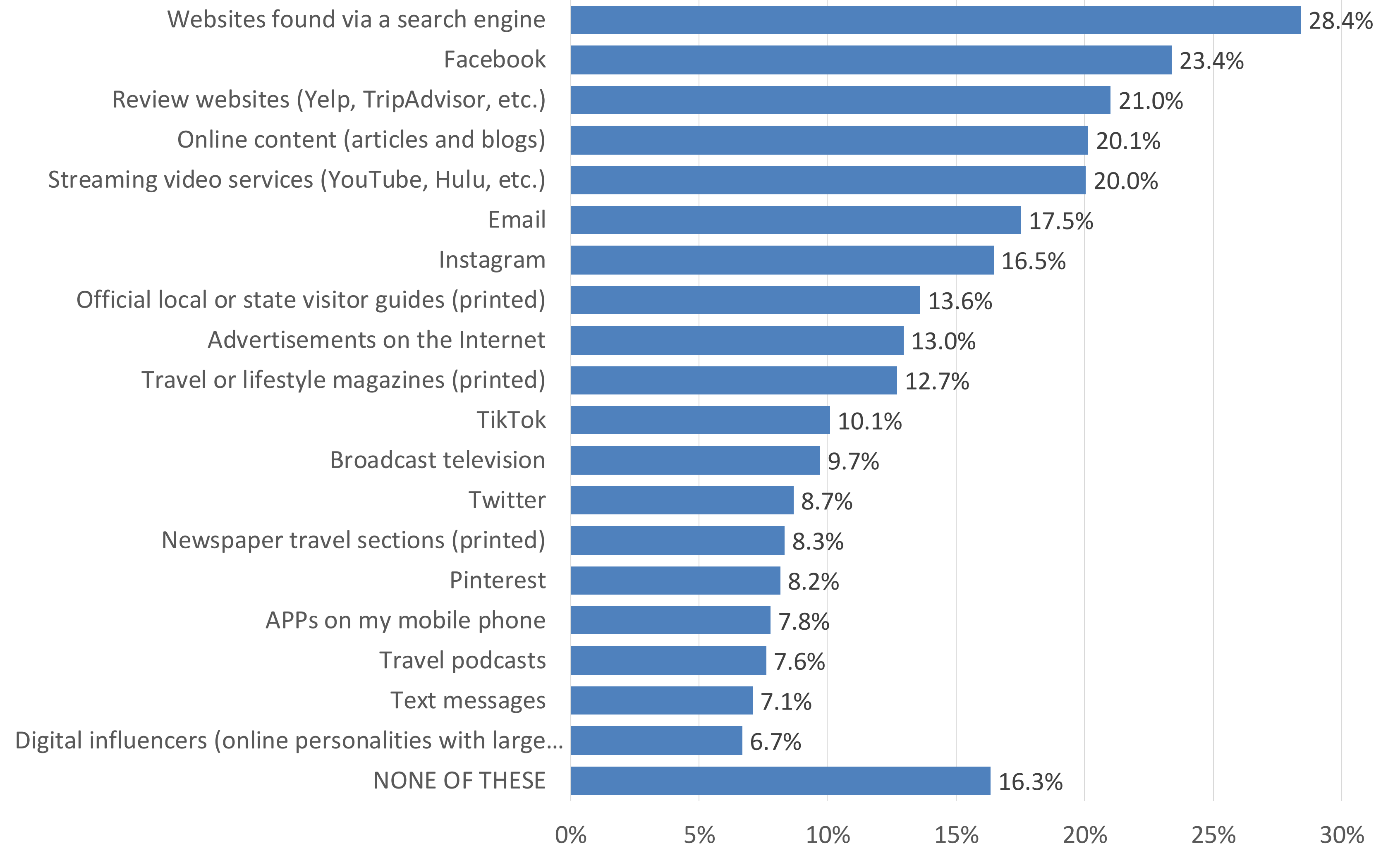


Household Income



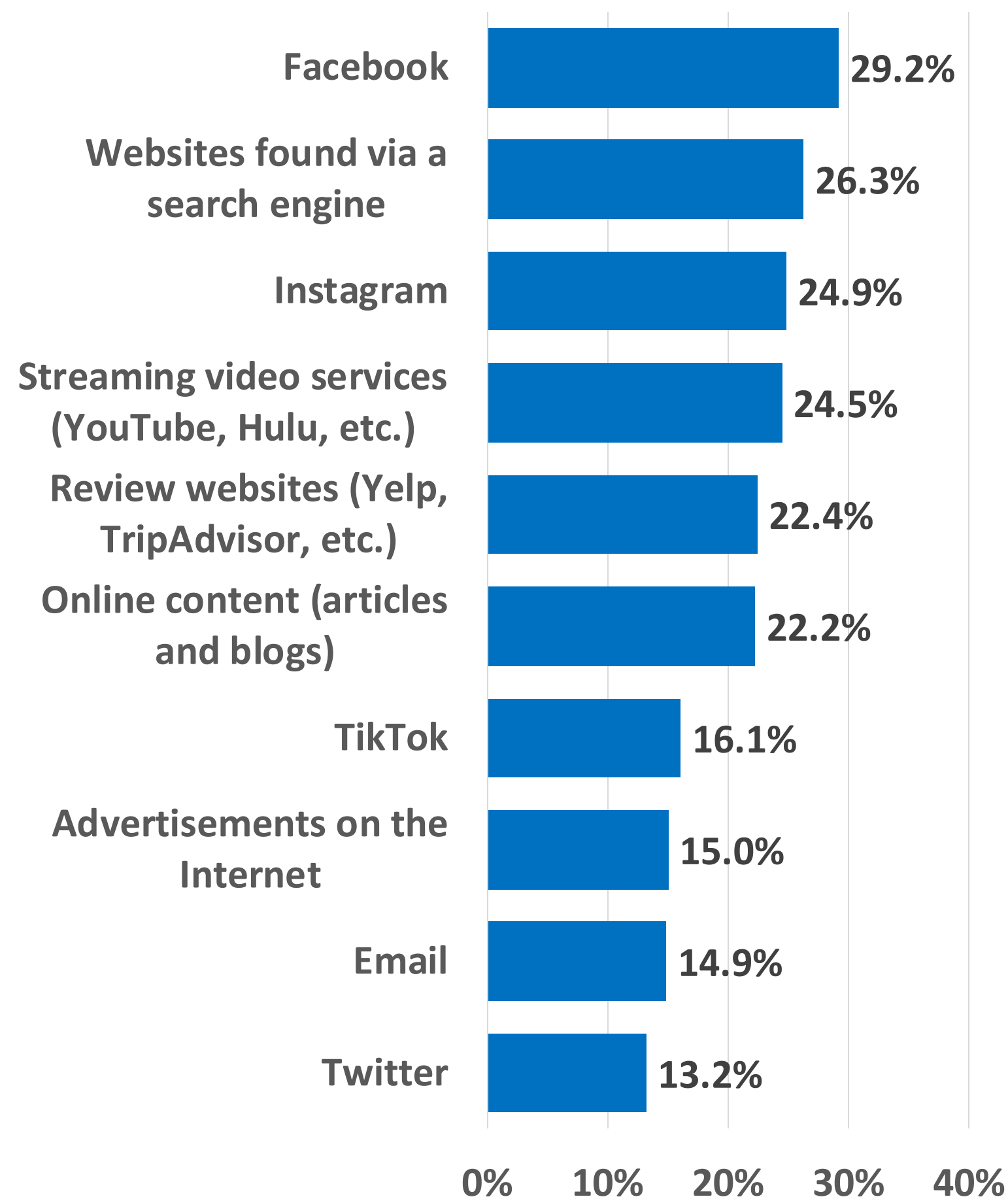
THE BEST WAY TO REACH TRAVELERS

Question: Please think about how travel destinations could best reach you with their messages right now. Where would you generally be **MOST RECEPTIVE** to learning about new destinations to visit? (Please select all that apply)

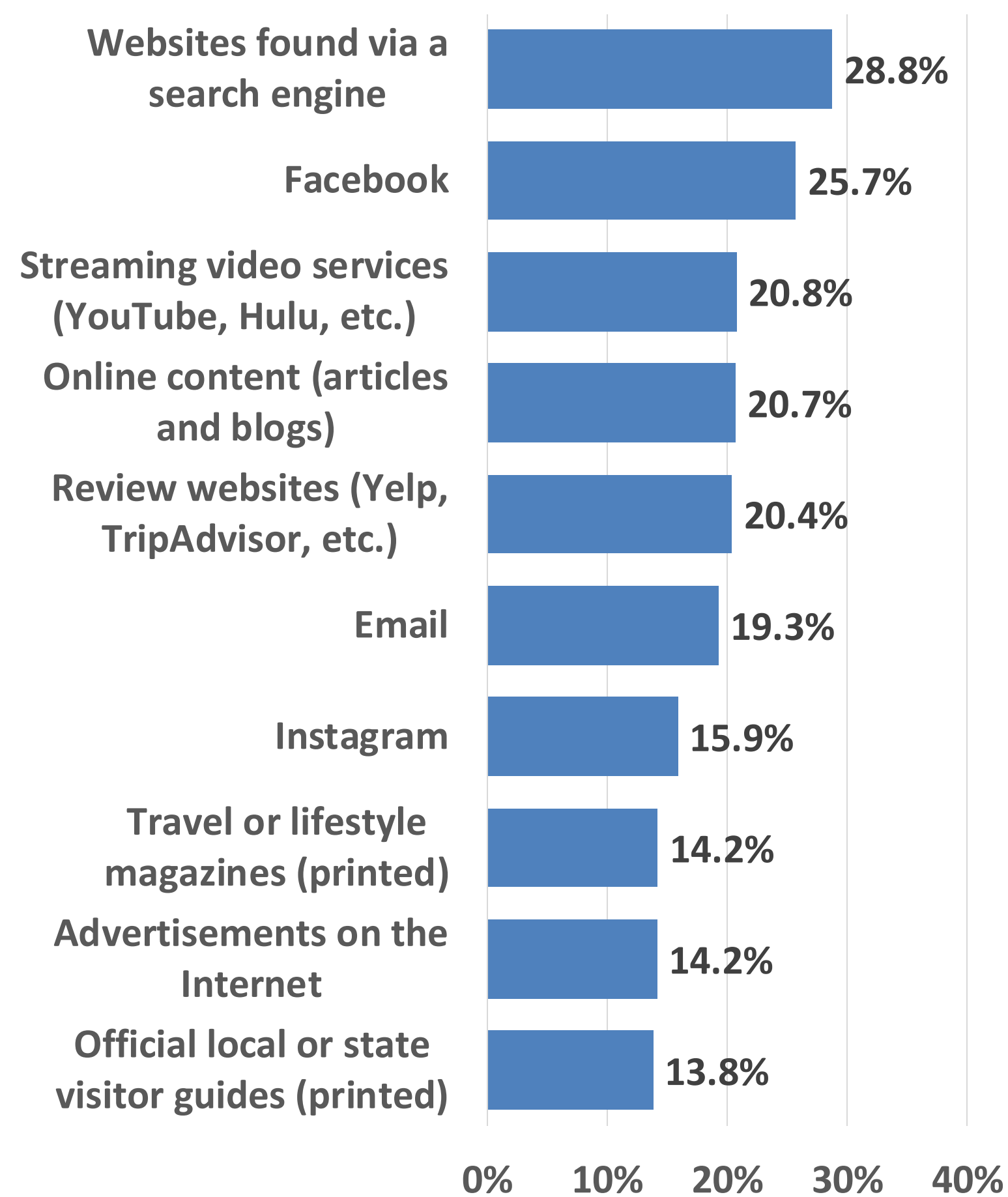


BEST WAY TO REACH TRAVELERS

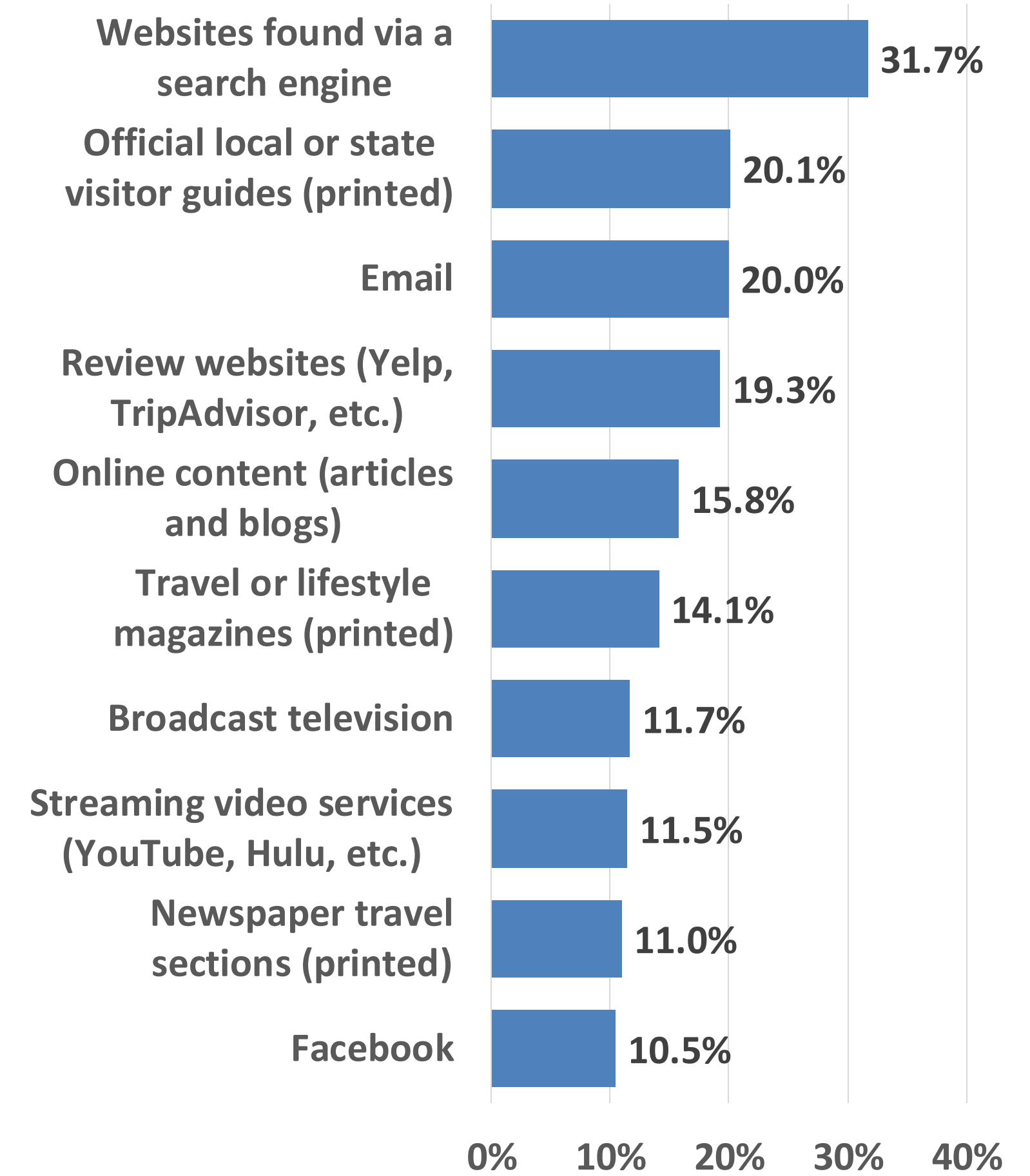
Millennial or Younger



Generation X



Boomer or Older

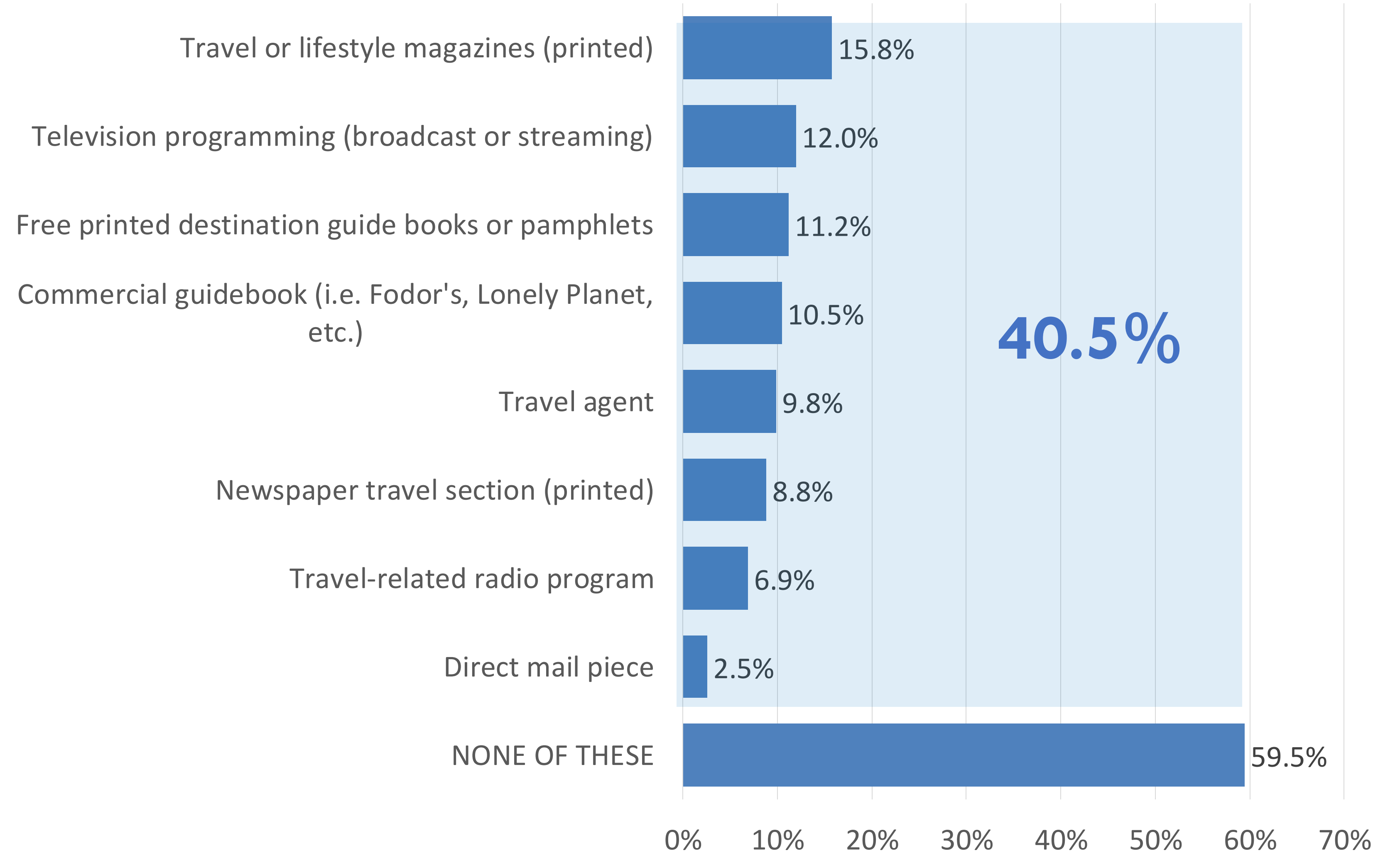


Question: Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit? (Please select all that apply)

OFFLINE RESOURCES USED

Question: In the PAST 12 MONTHS, which of these resources have you used to help plan your travel? (Select all that apply)

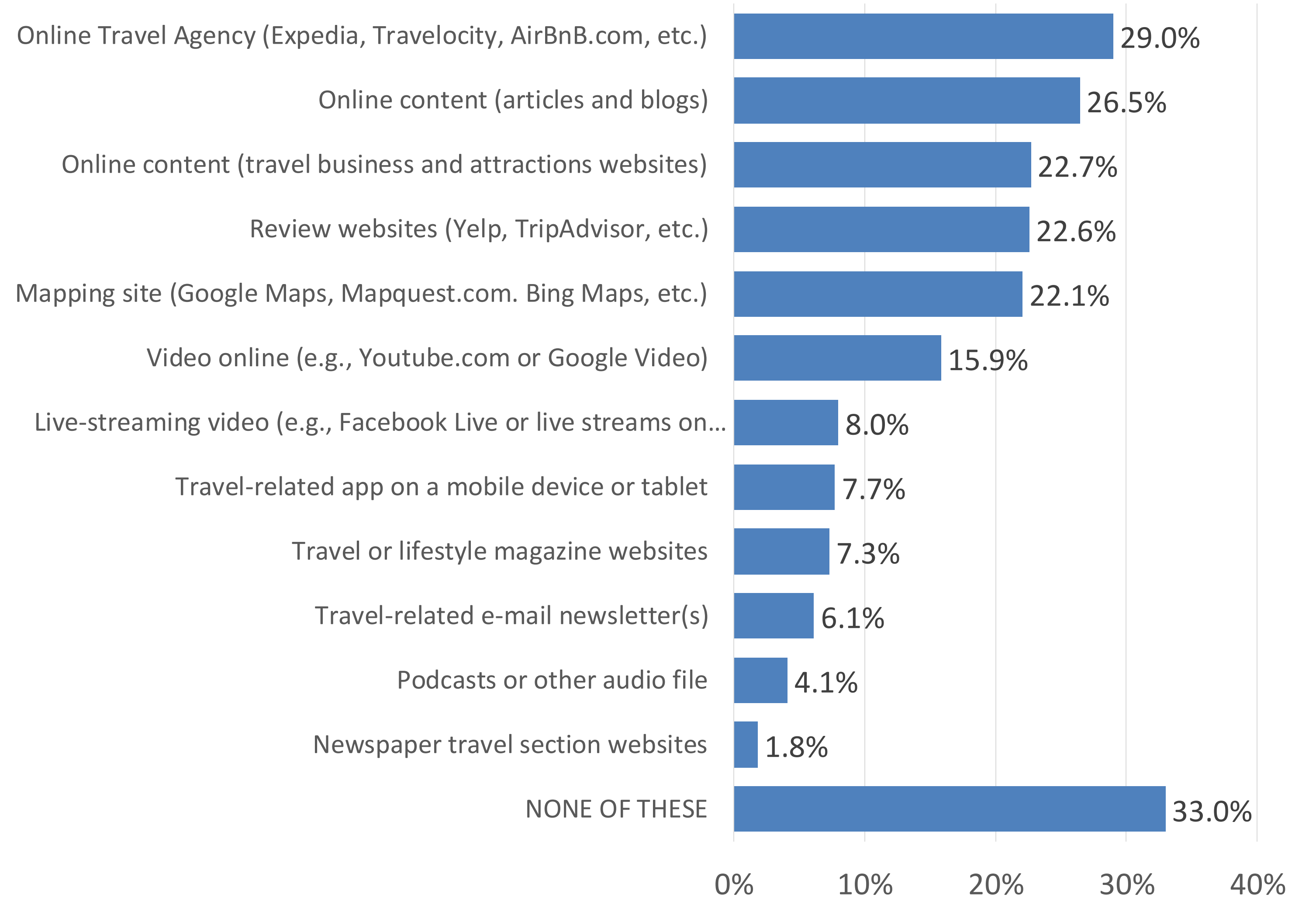
PLEASE ONLY CHECK IF USED FOR TRAVEL PLANNING, IDEAS OR INSPIRATION



ONLINE RESOURCES USED

Question: In the PAST 12 MONTHS, which of these resources have you used to help plan your travel? (Select all that apply)

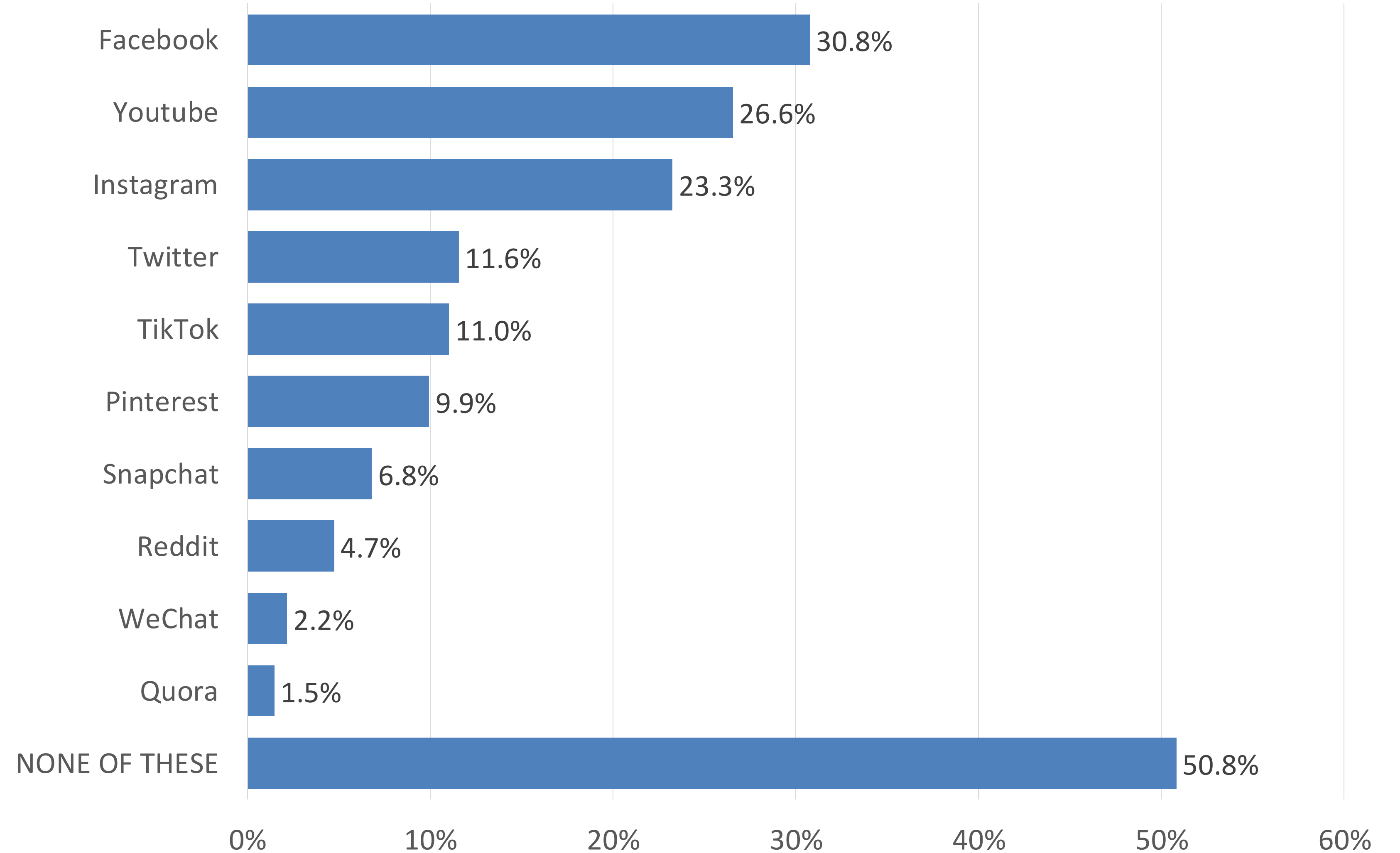
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SOCIAL MEDIA USED

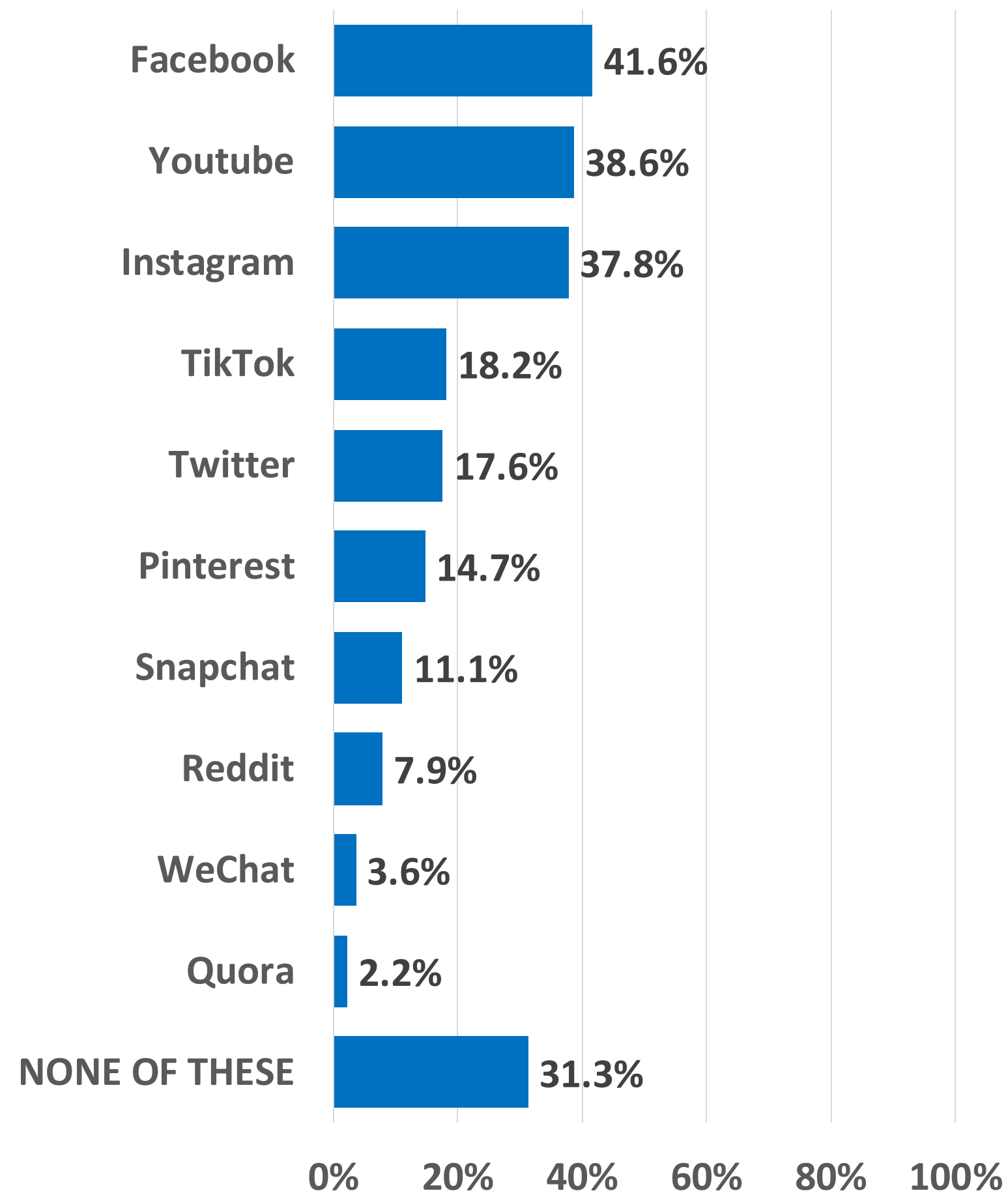
Question: In the PAST 12 MONTHS, have you used any of the following social media platforms TO PREPARE FOR OR PLAN YOUR TRAVELS? (Select all that apply)

PLEASE ONLY CHECK IF USED FOR TRAVEL PLANNING, IDEAS OR INSPIRATION

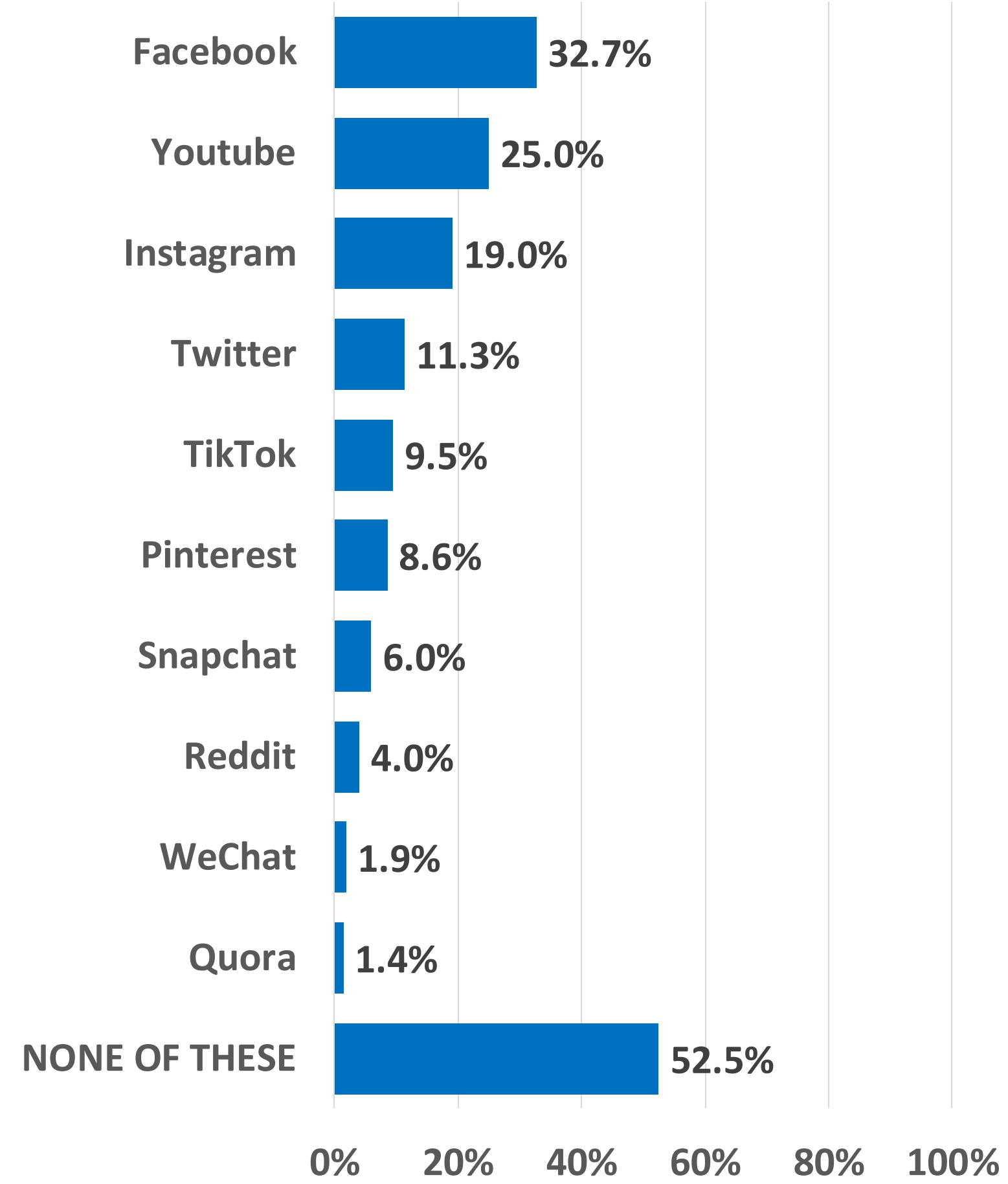


SOCIAL MEDIA USED

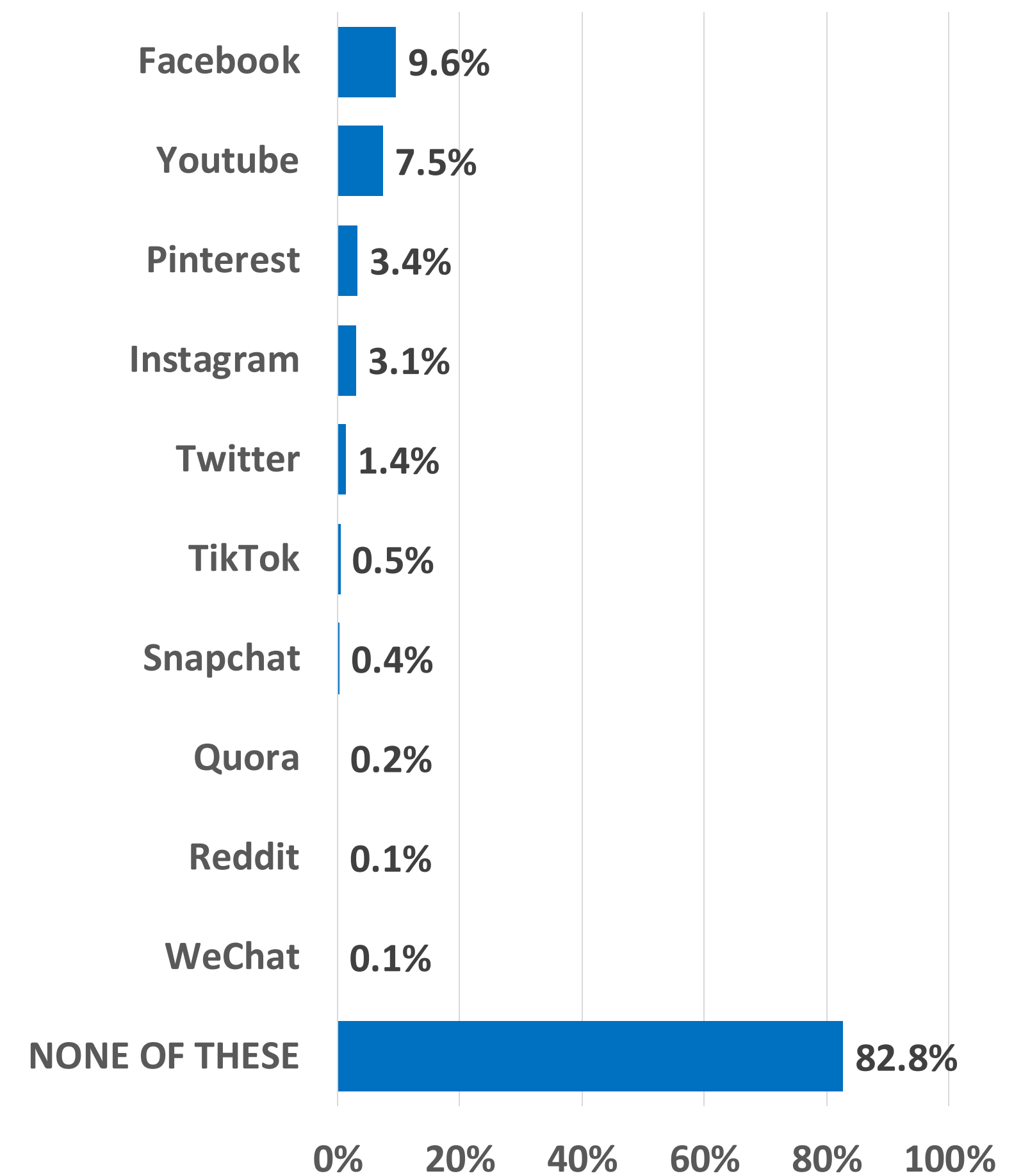
Millennial or Younger



Generation X



Boomer or Older

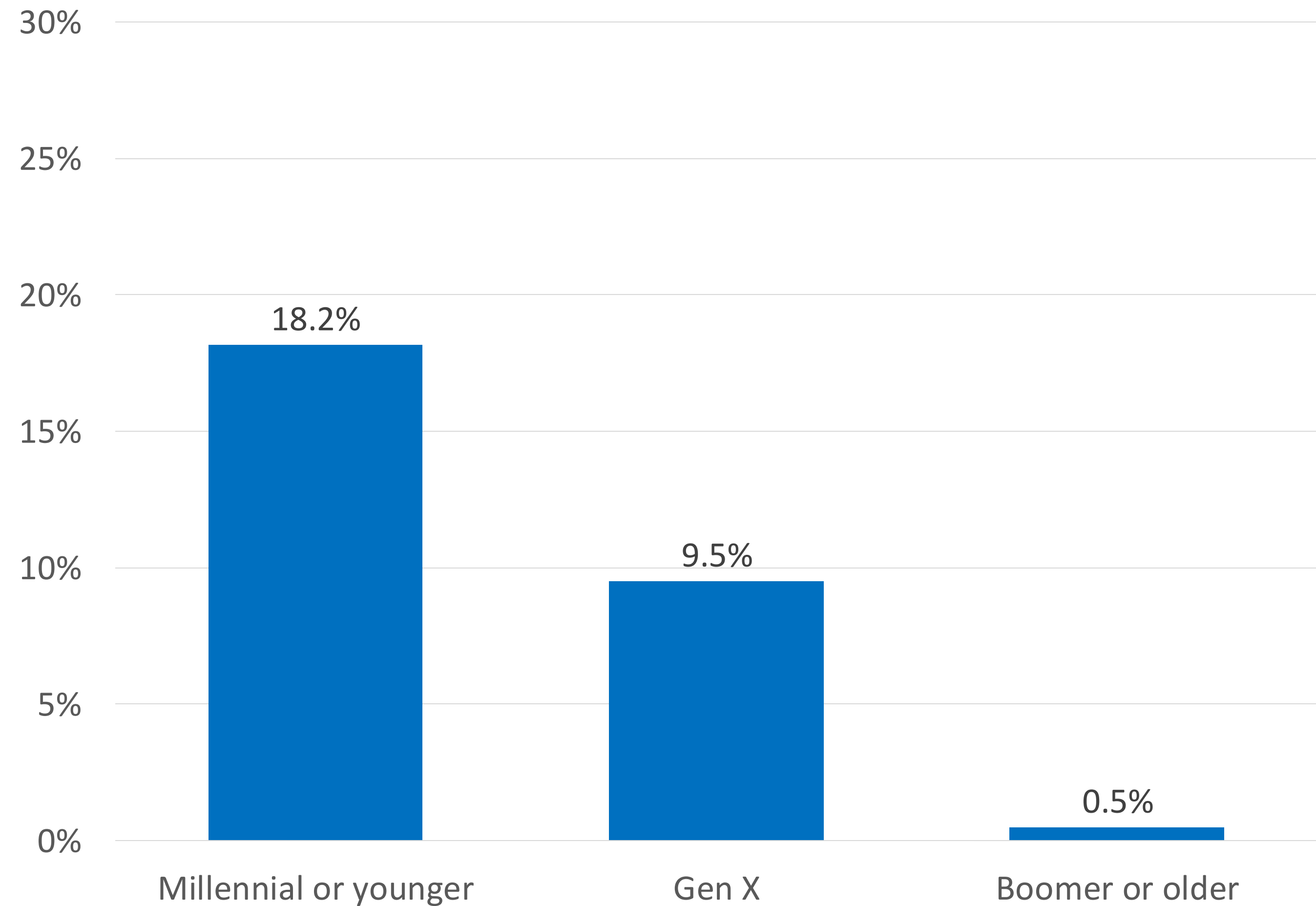


SOCIAL MEDIA USED: TIKTOK

Question: In the PAST 12 MONTHS, have you used any of the following social media platforms TO PREPARE FOR OR PLAN YOUR TRAVELS? (Select all that apply)

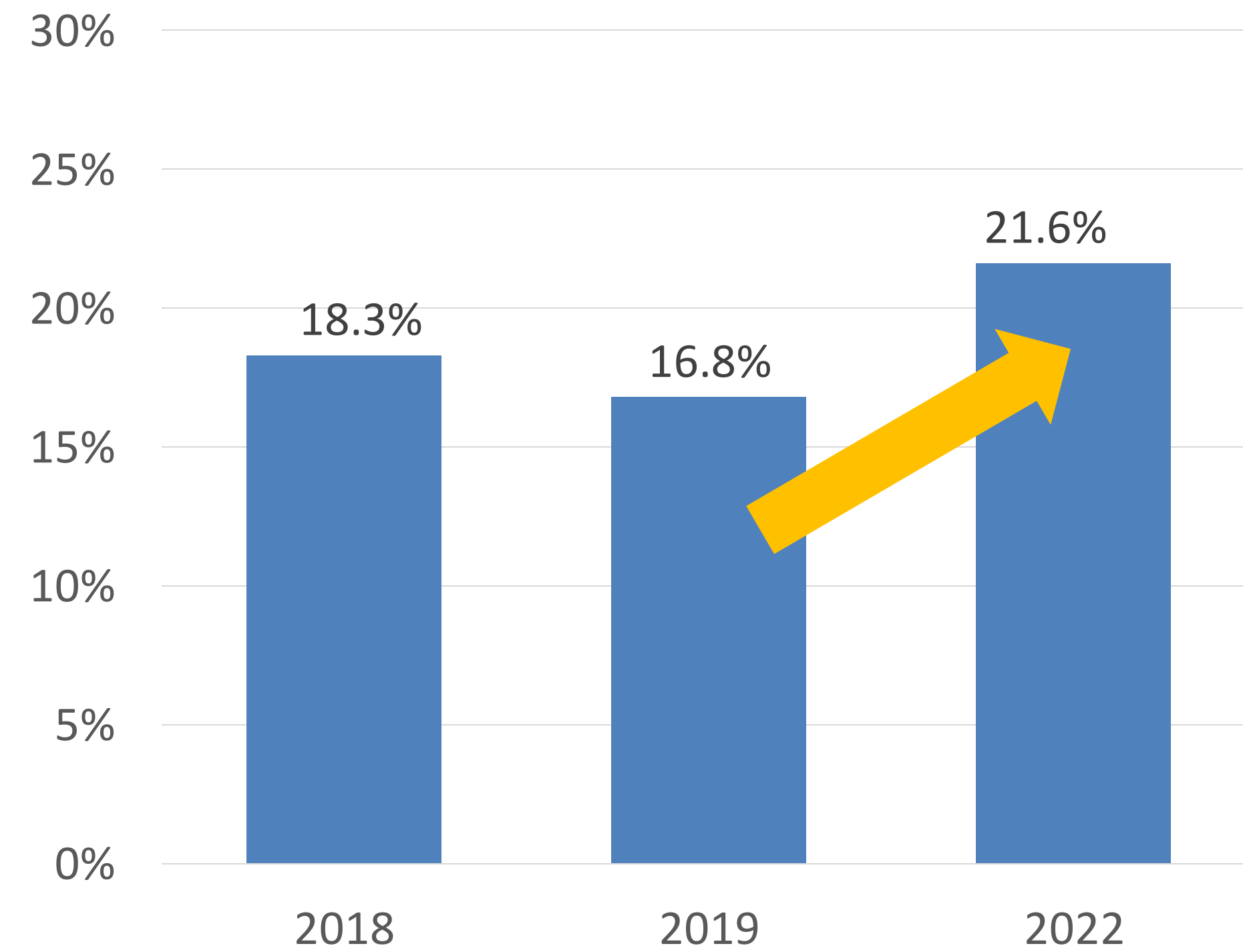
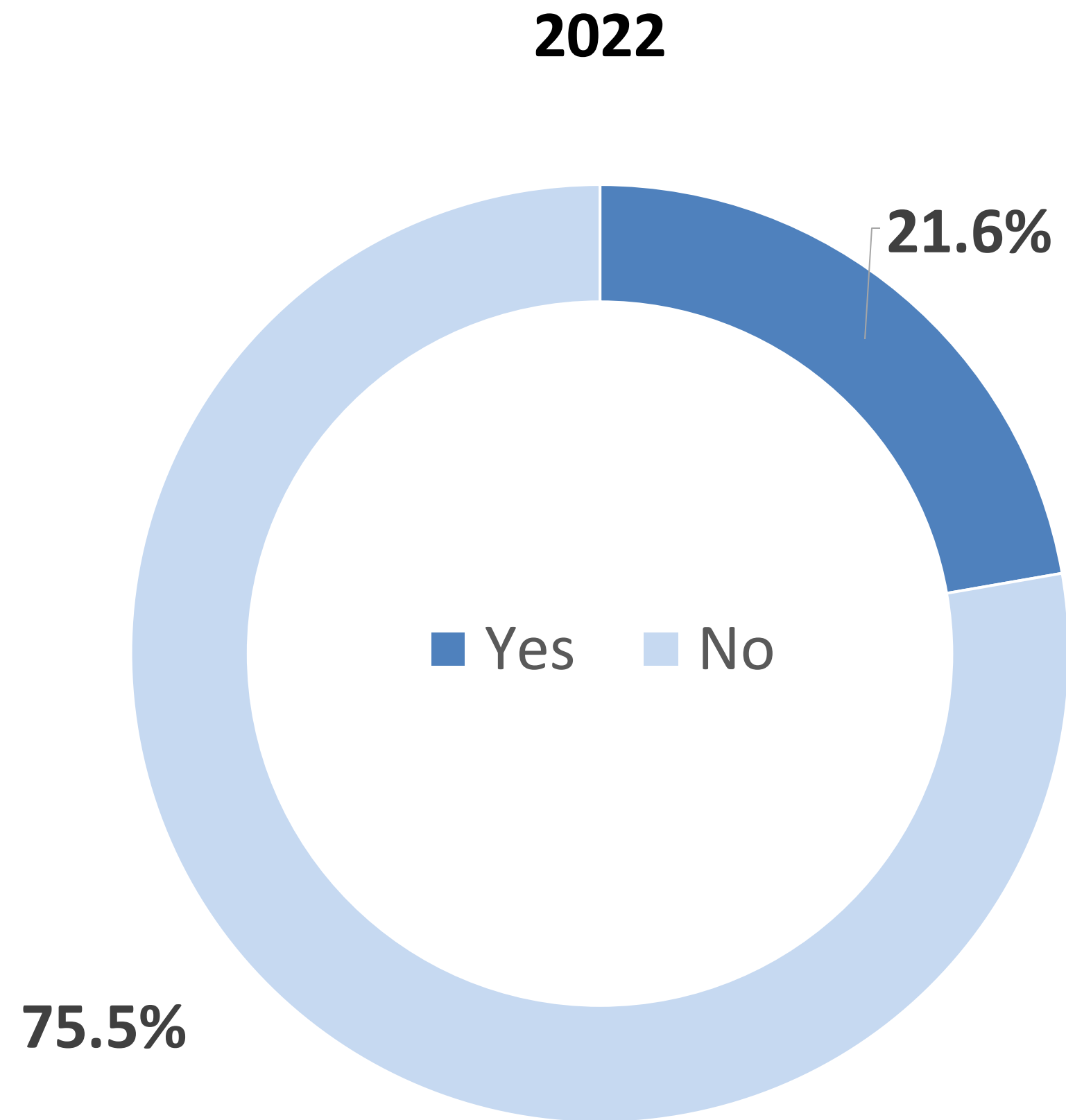
PLEASE ONLY CHECK IF USED FOR TRAVEL PLANNING, IDEAS OR INSPIRATION

Generation



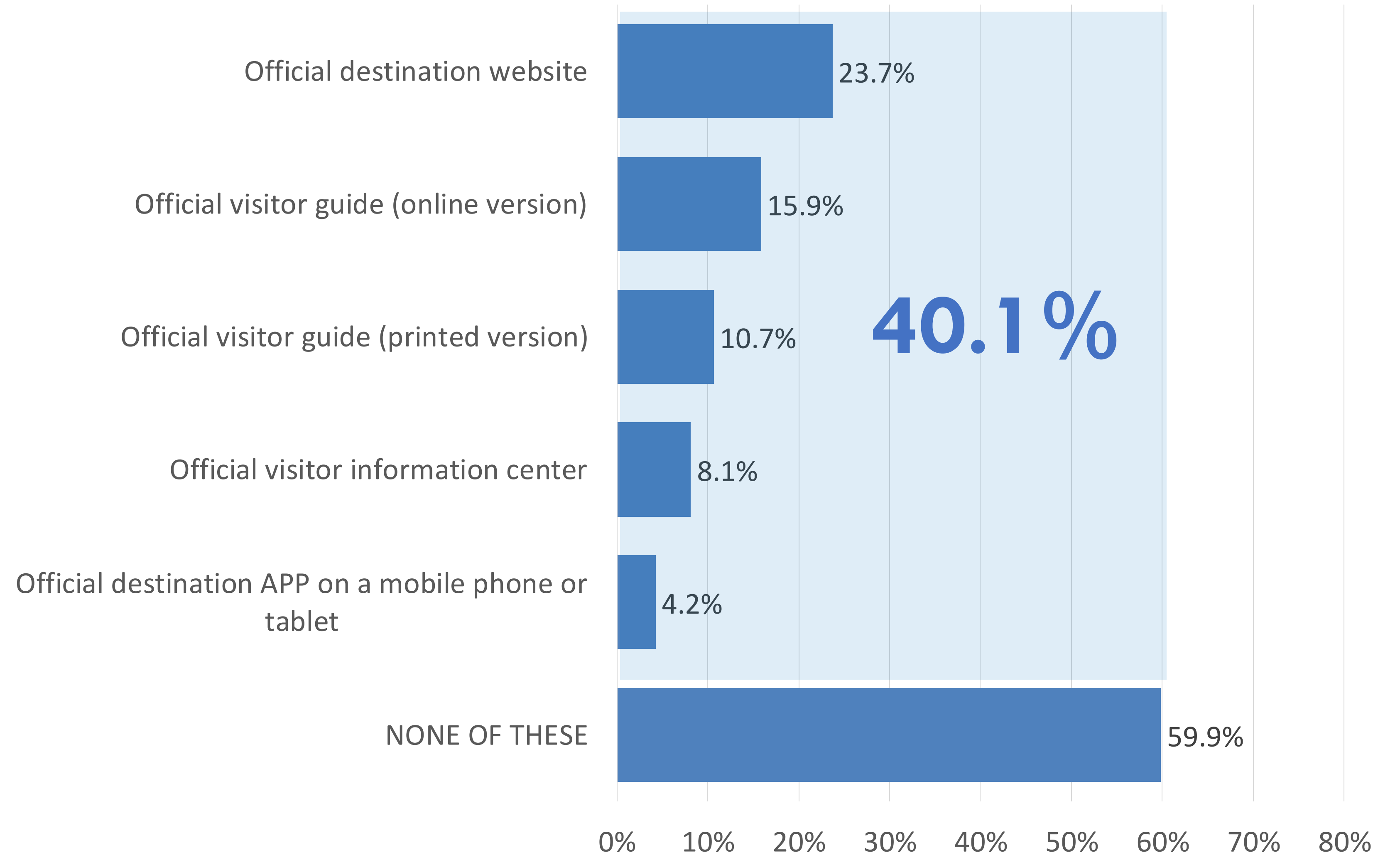
DIGITAL INFLUENCERS

Question: In the past 12 months, have you used the opinions of a **DIGITAL INFLUENCER** to help plan any travel?



DMO RESOURCES USED

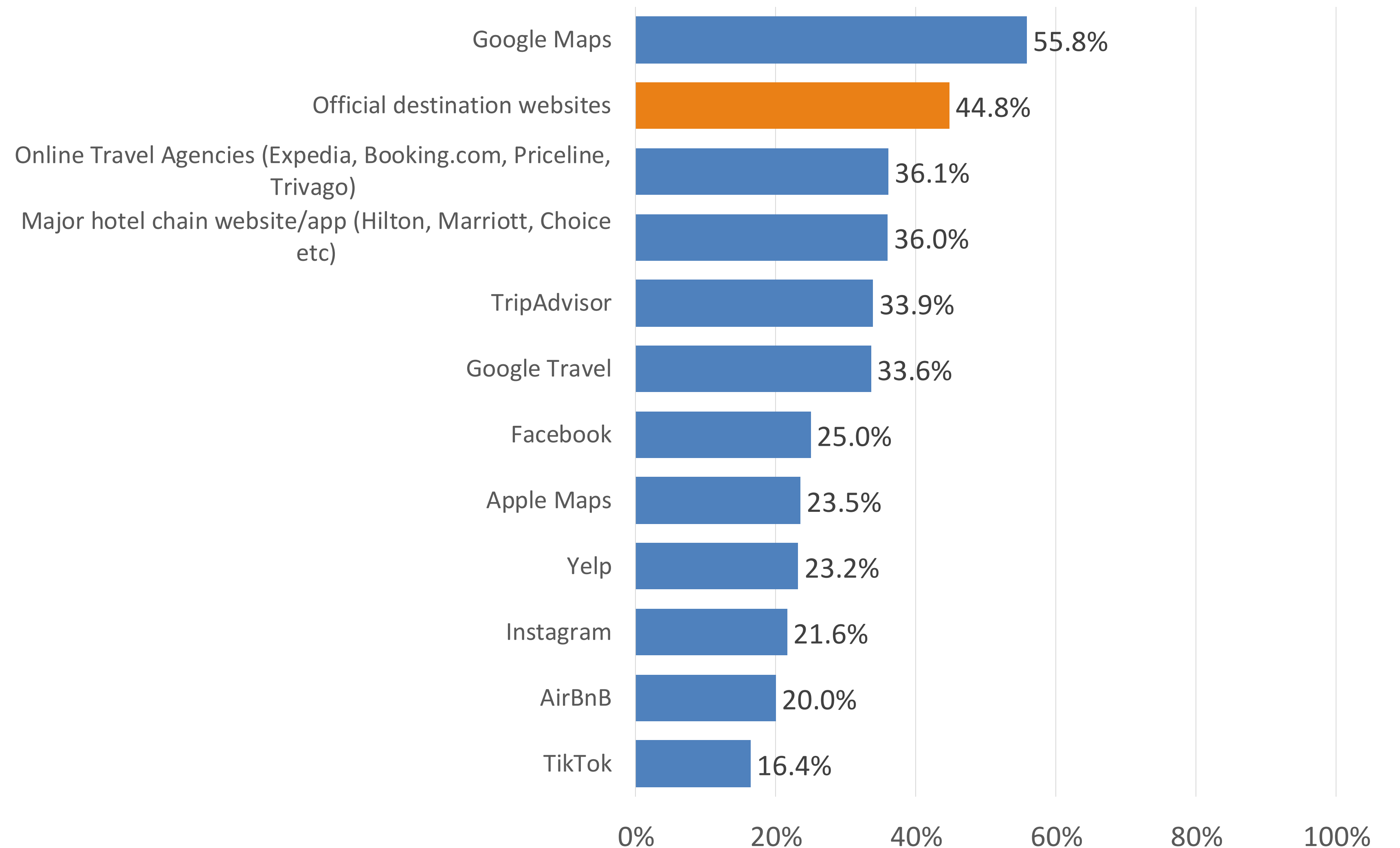
Question: In the PAST TWELVE (12) MONTHS, have you used a destination's official local Visitors or Convention Bureau (or Chamber of Commerce), or state or national government tourism office to help plan any travel? If so, which resources did you use? (Select all that apply)



PLATFORMS USED FOR PLANNING THINGS TO DO

Question: When researching and selecting THINGS TO DO either before or during your trip, please rate your use of these platforms (via website or app). (Select one to complete the sentence)
_____ use this to help select THINGS TO DO on my leisure trips.

% Always or Frequently use

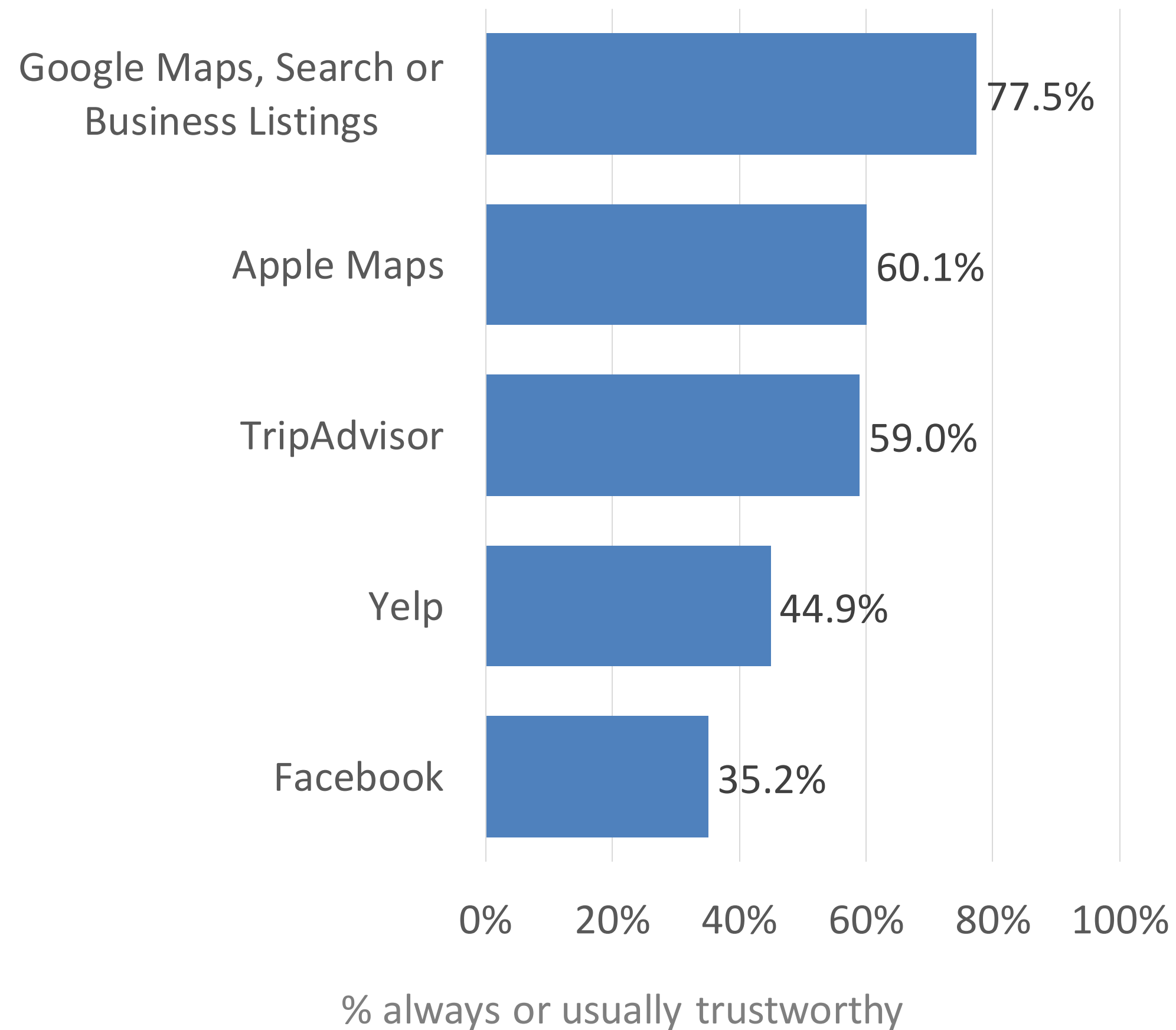




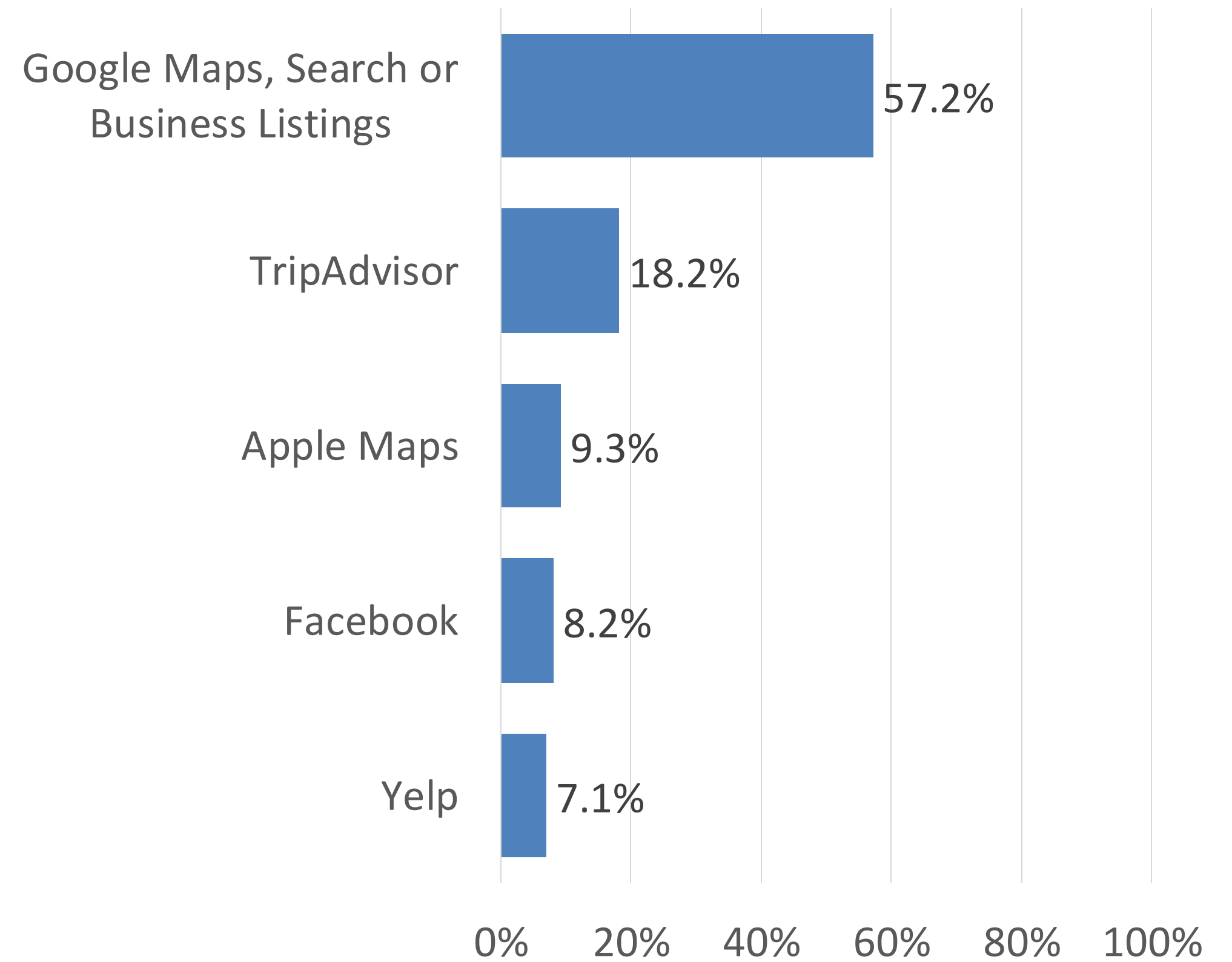
Trust in Reviews and Business Listings

TRUST IN BUSINESS INFORMATION RESOURCES

Question: Please evaluate how trustworthy each of these are when looking for business information (e.g., hours, menu, location, services)

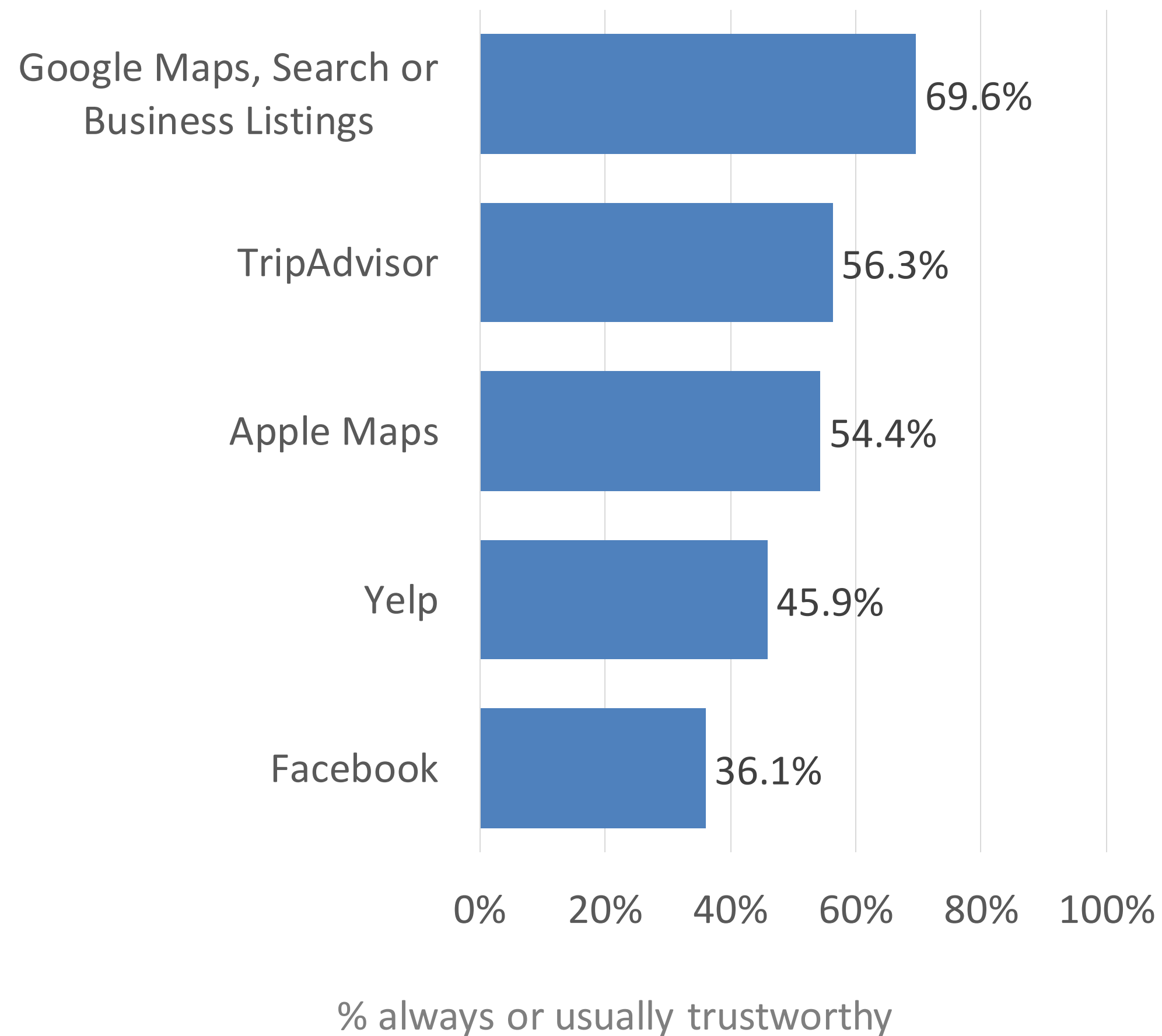


Question: In your opinion, which platform is the most trustworthy when looking for business information (hours, menu, location, services)?

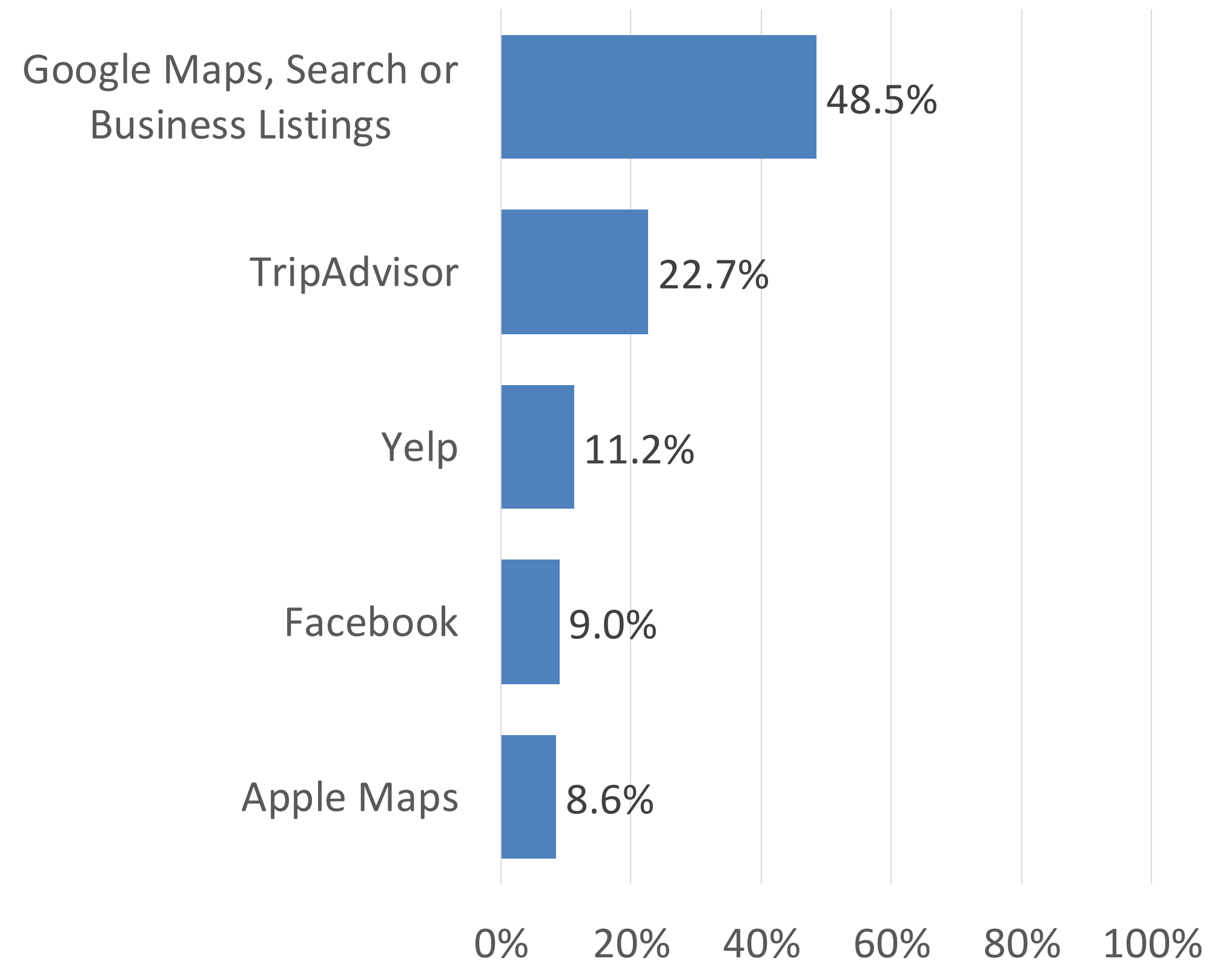


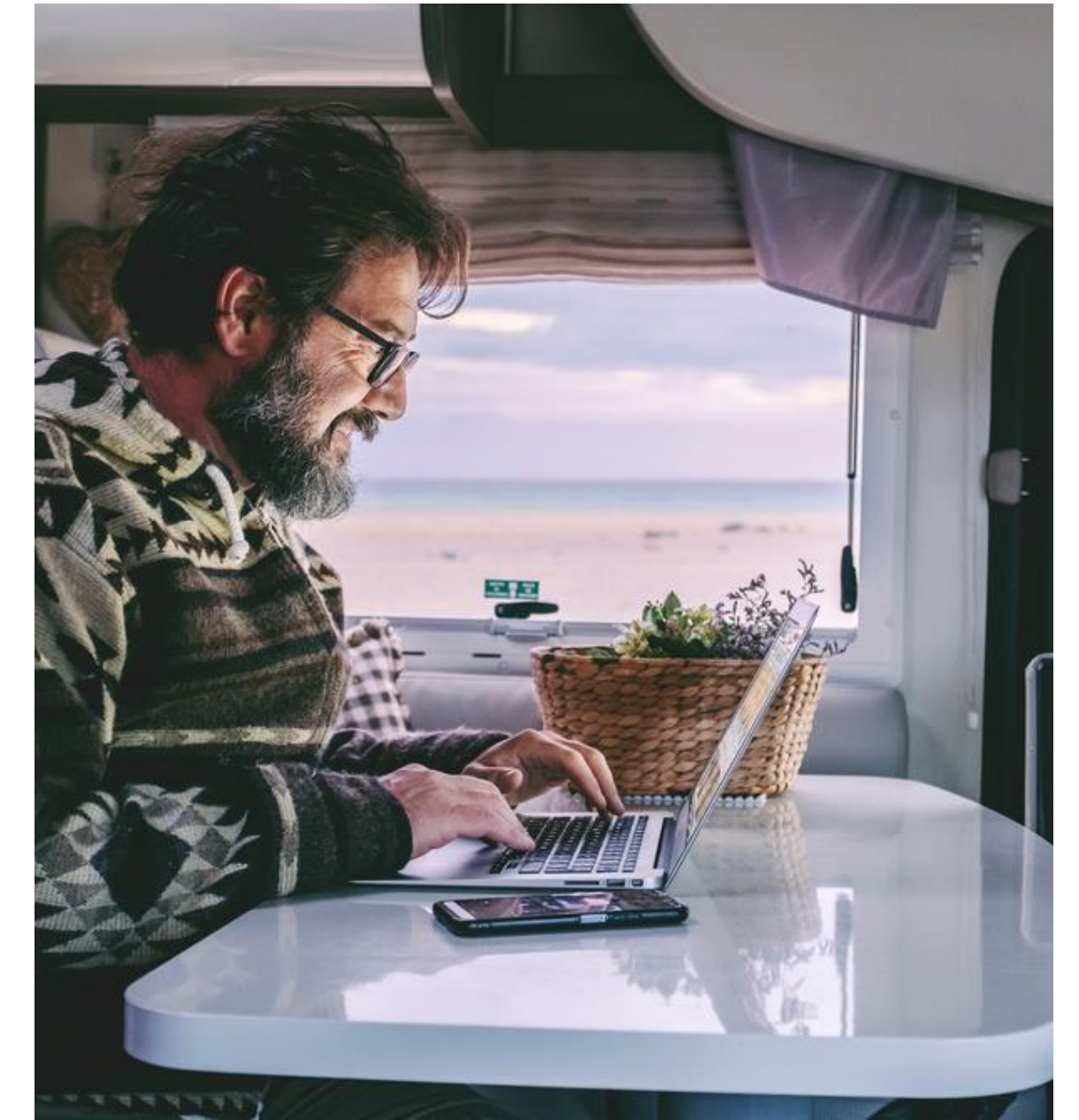
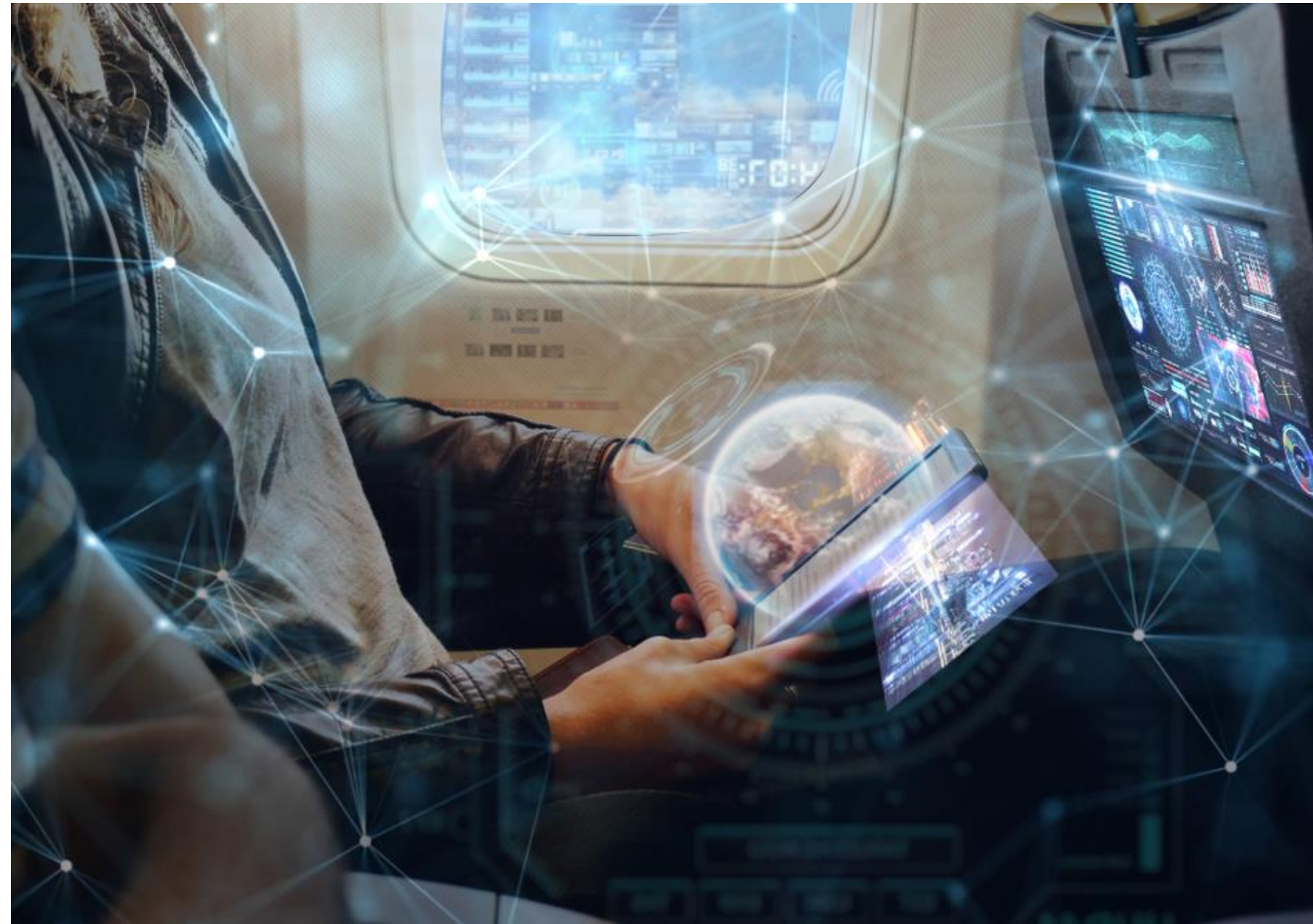
TRUST IN USER REVIEW RESOURCES

Question: Please evaluate how trustworthy is the customer rating/review information available on each platform.



Question: In your opinion, which platform has the most trustworthy customer rating/review information? (Select one)





Technology Usage and Interest

TRAVEL-RELATED APPS

37.4%

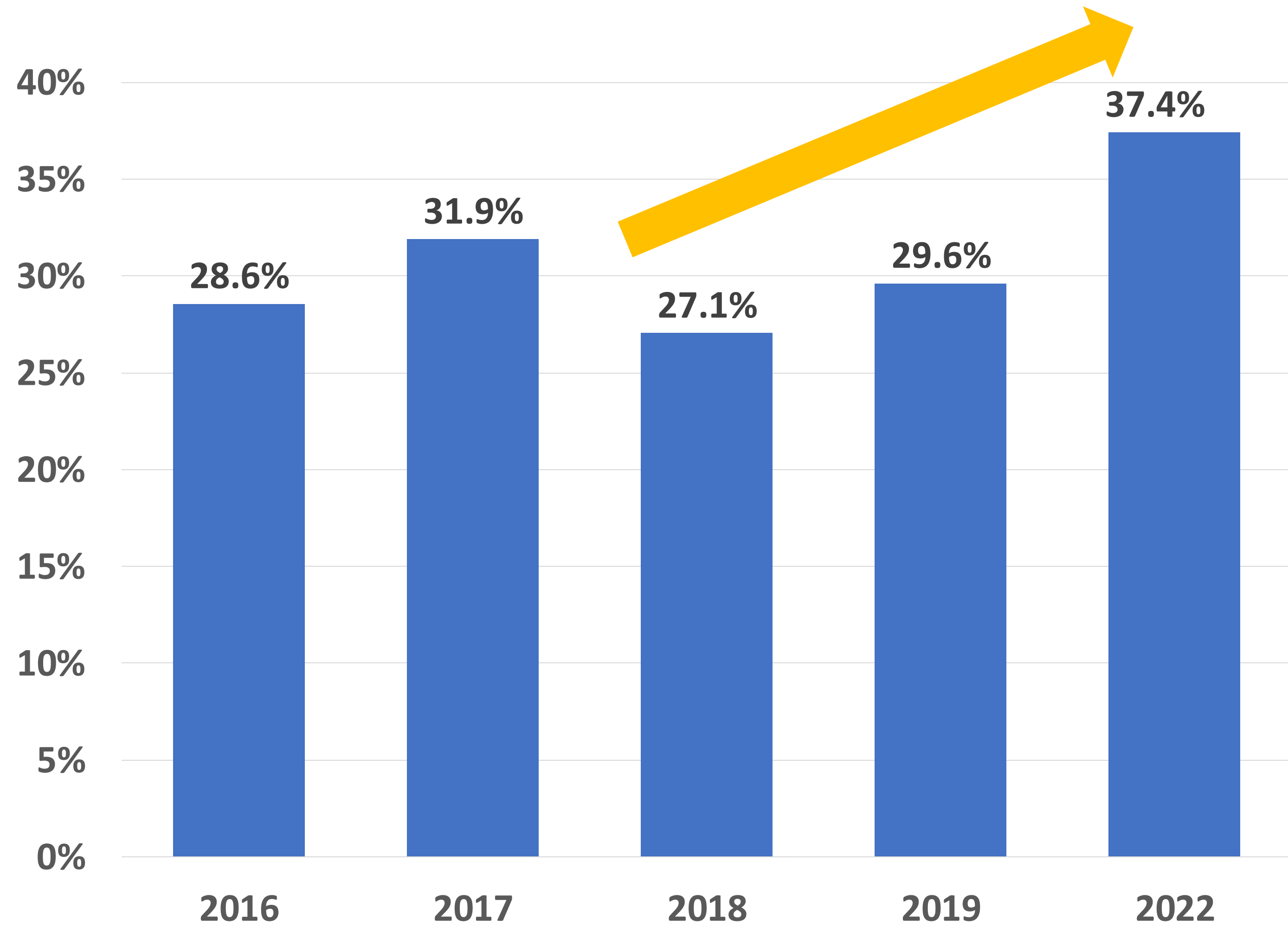
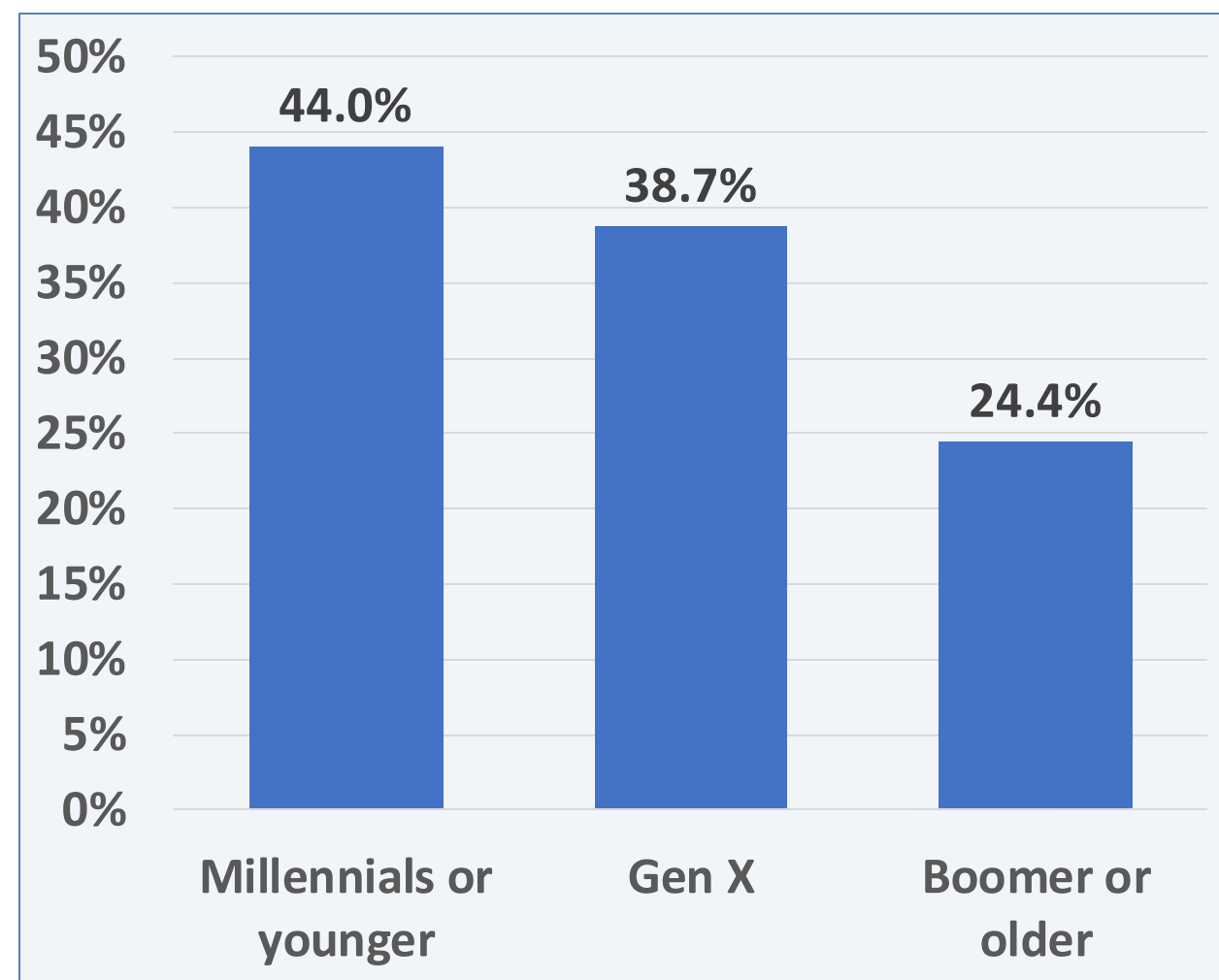
**of travelers say they've used a
travel-related APP in the past 12
months**



USE OF TRAVEL-RELATED APPS

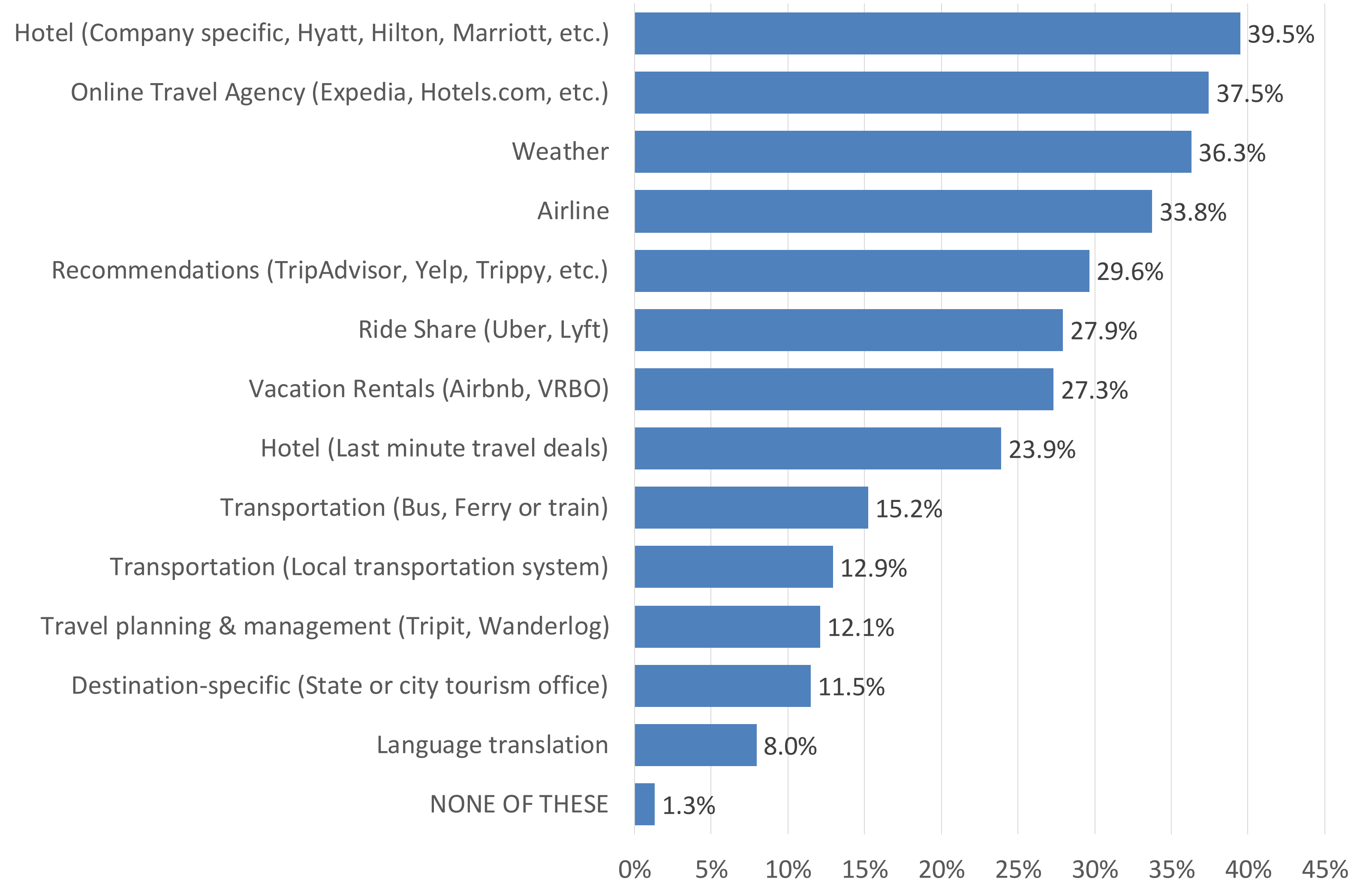
Question: In the PAST TWELVE (12) MONTHS, have you used any travel-related APPs to help you in travel planning?

By Generation



SPECIFIC TYPES OF TRAVEL-RELATED APPS USED

Question: In the PAST TWELVE (12) MONTHS, which of these types of APPs have you used for travel planning? (Select all that you've used)



REAL TIME VIDEO

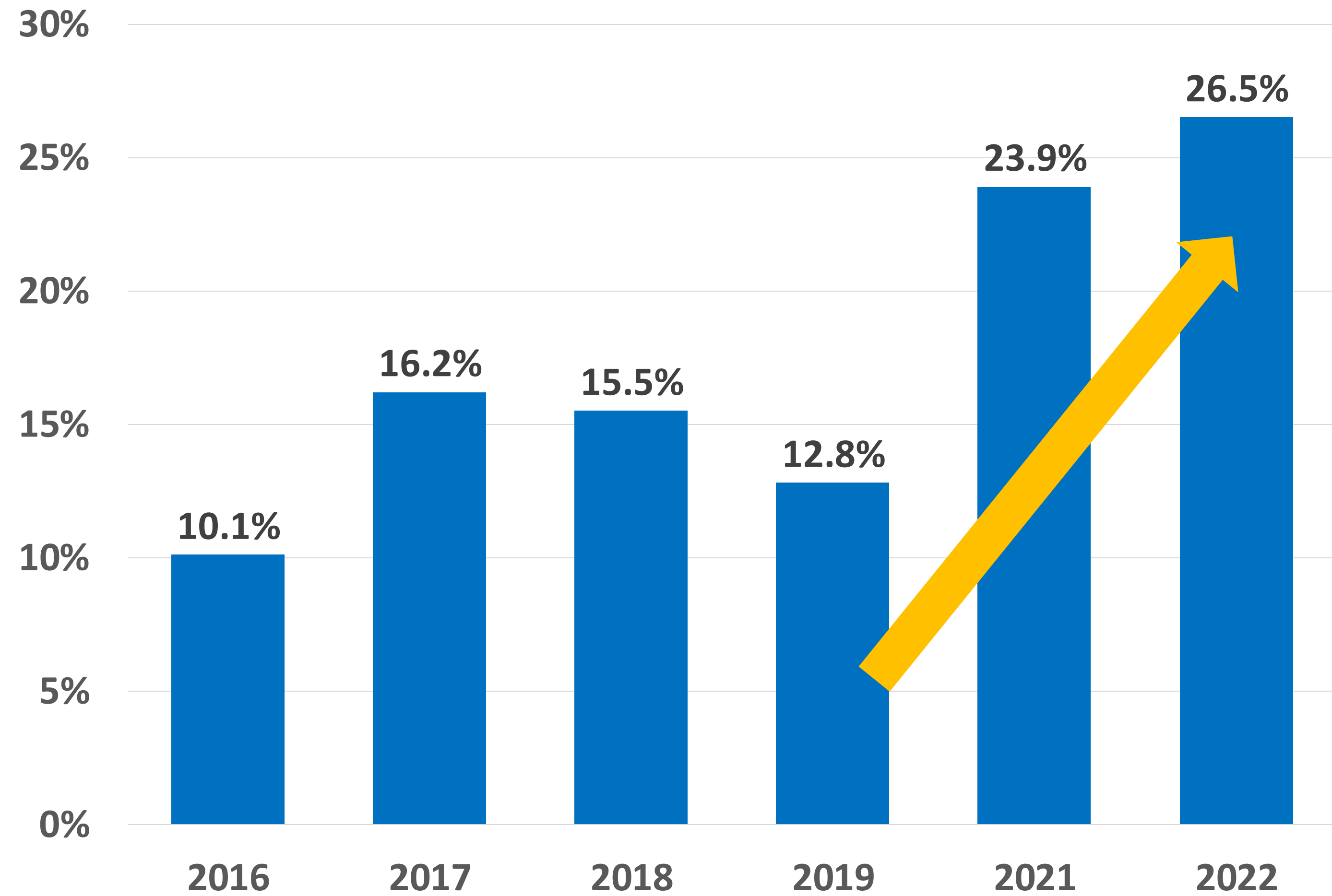
26.5%

of travelers say they have used *real time video* to plan a trip



REAL TIME VIDEO: USE

Question: Have you ever used Real-time Video (including TikTok, Facebook Live etc.) to help plan any leisure travel?

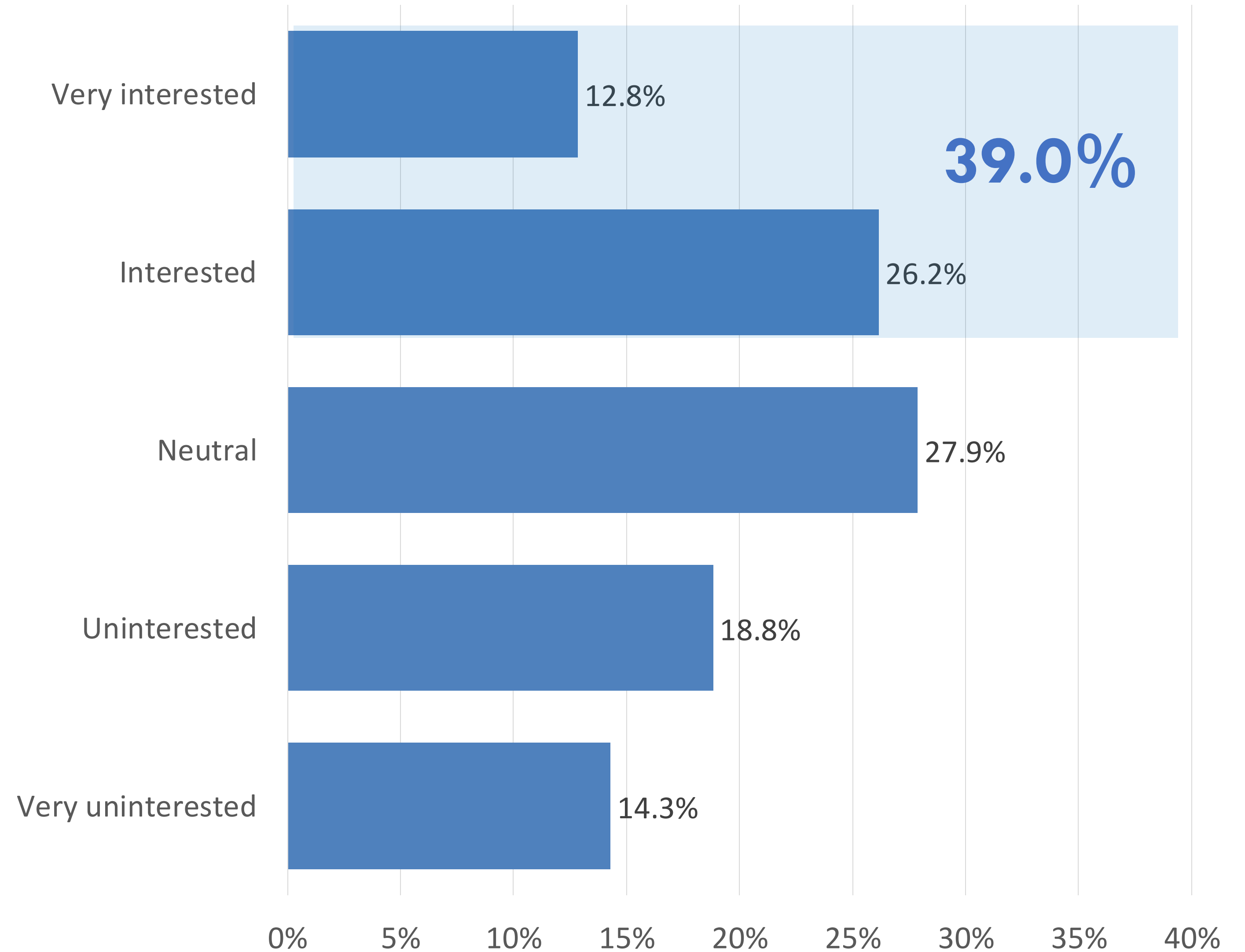
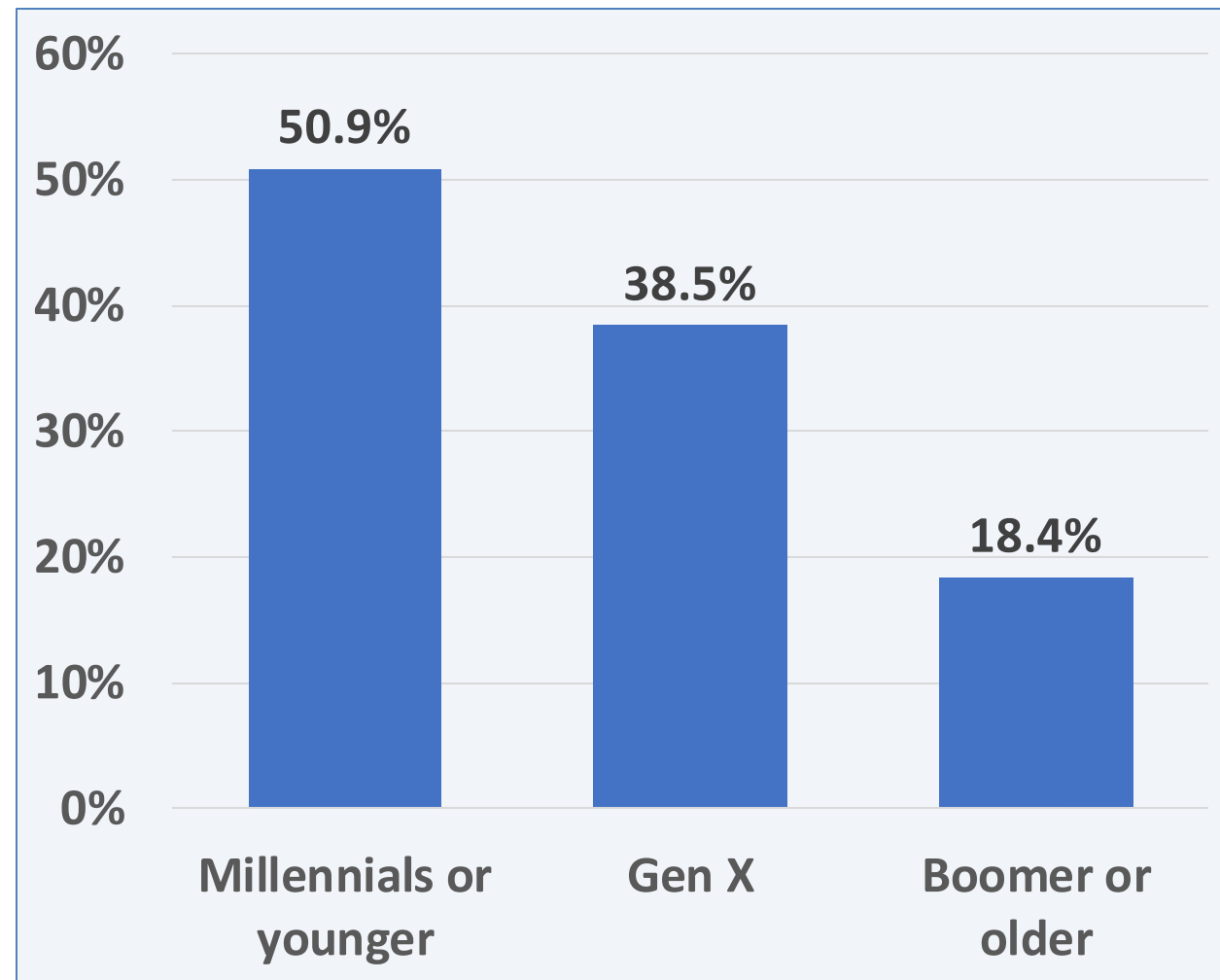


REAL TIME VIDEO: INTEREST

Question: In general, how interested would you be in using Real-time Video to research leisure destinations you are considering visiting? (Select one)

By Generation

(Top 2 Box Score)



VIRTUAL REALITY HEADSETS

15.9%

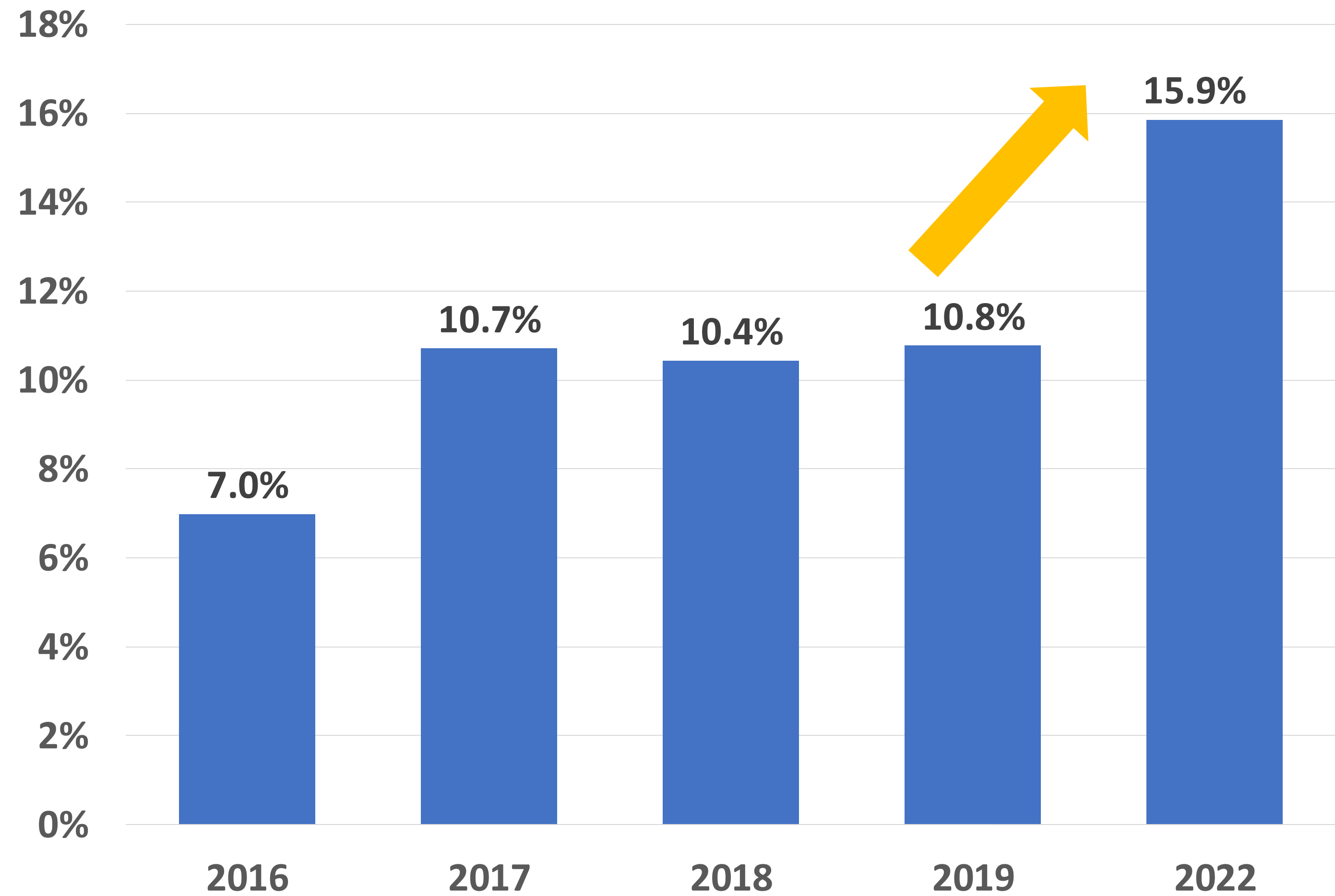
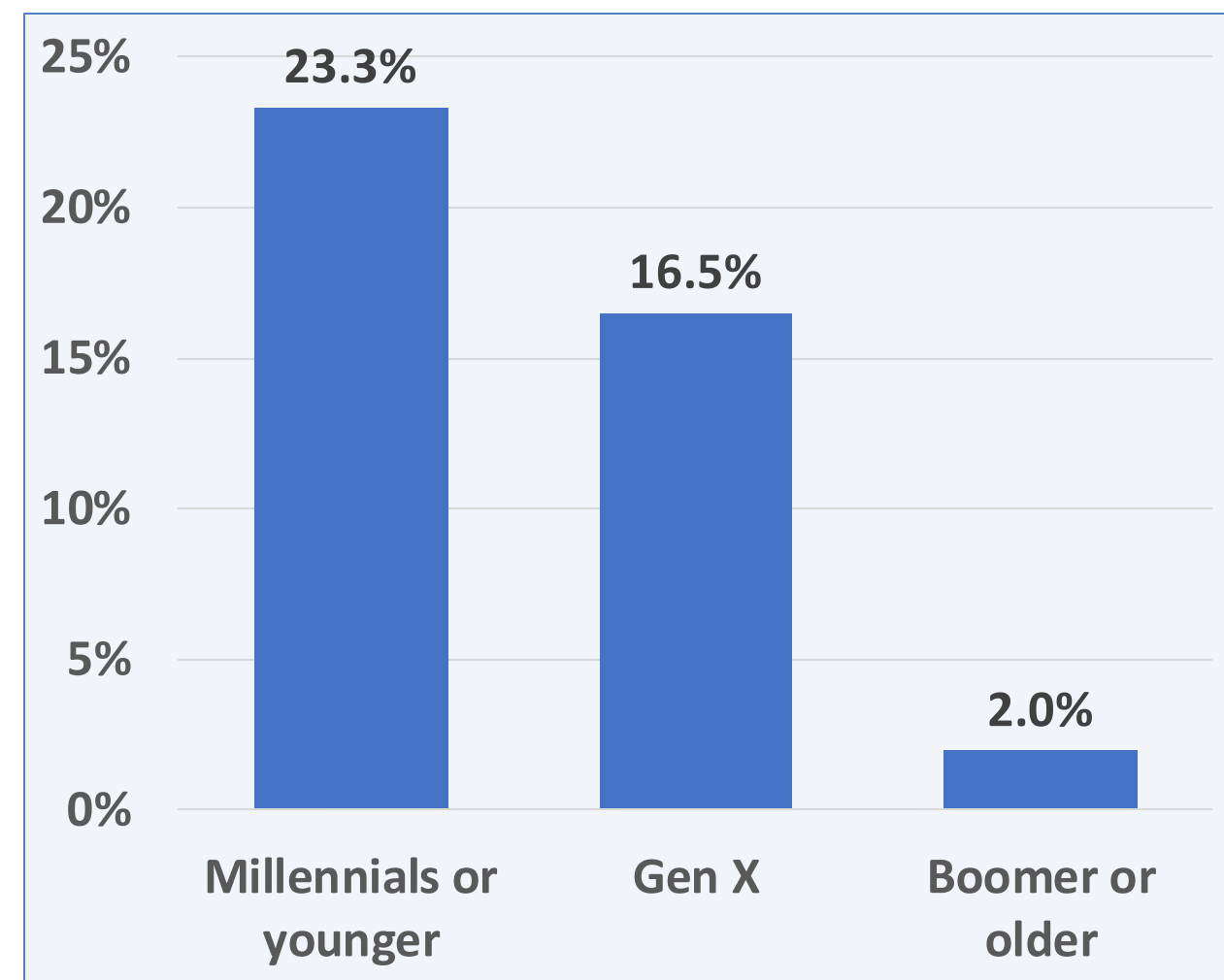
of travelers say they have used a *virtual reality headset* to plan their travels.



USE OF VIRTUAL REALITY HEADSETS

Question: Have you ever used a Virtual Reality Headset to help plan any leisure travel?

By Generation

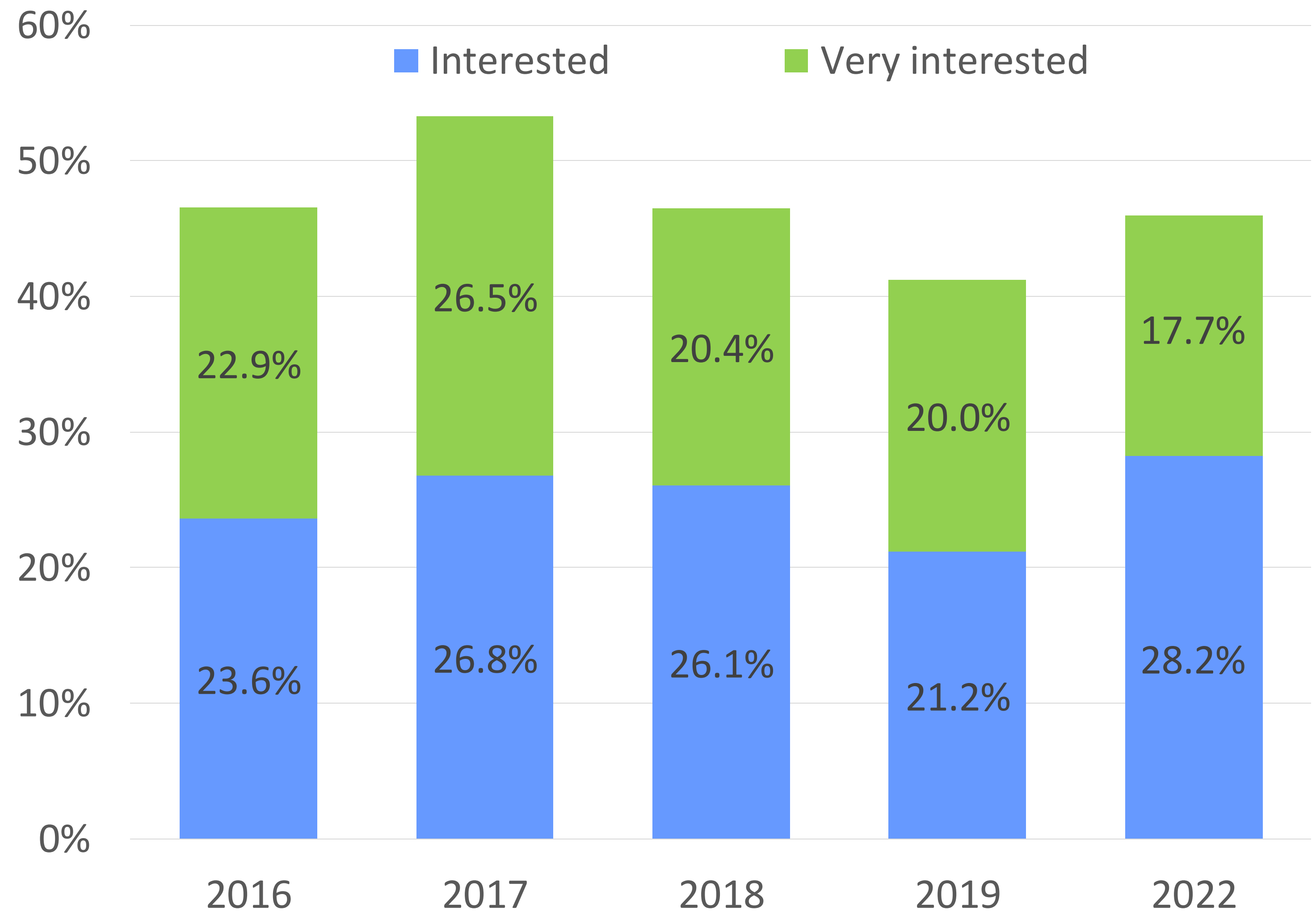
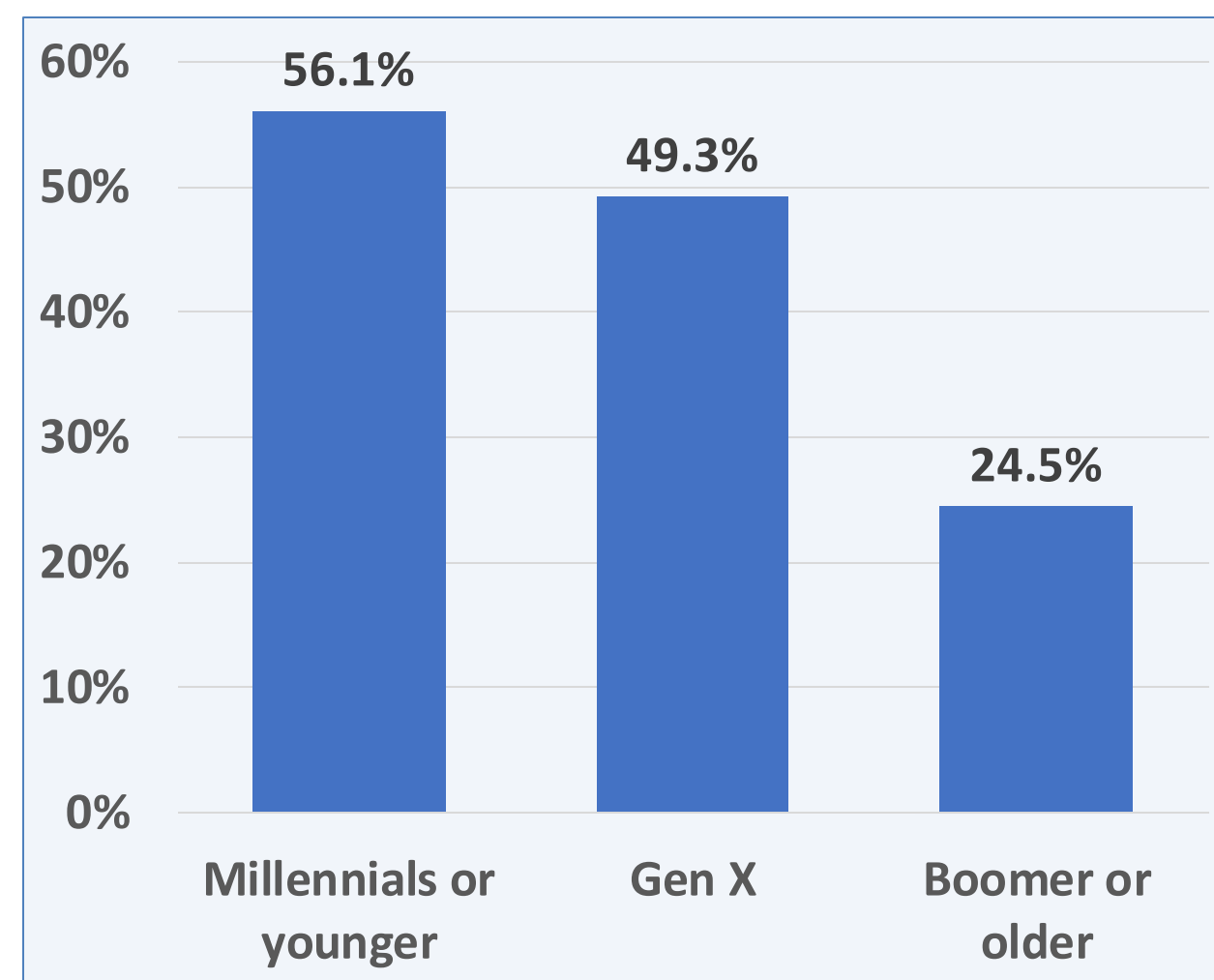


USE OF VIRTUAL REALITY HEADSETS

Question: If good contents were available, how interested would you be in using a Virtual Reality Headset to research leisure destinations you are considering visiting? (Select one)

By Generation

(Top 2 Box Score)



VIRTUAL TOURS

17.7%

**of travelers say they have taken a
*virtual tour of a destination or
attraction* to plan their travels.**

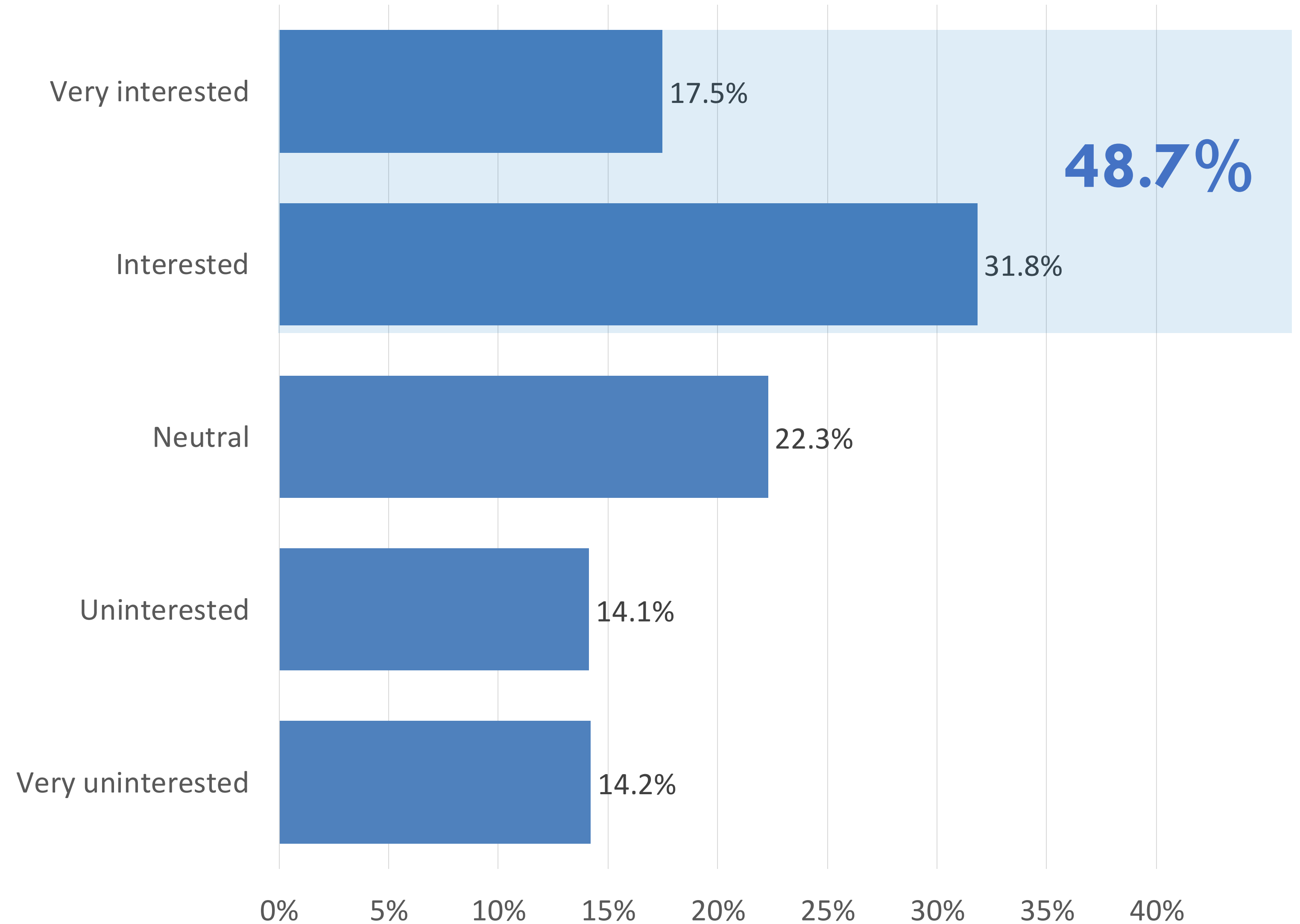
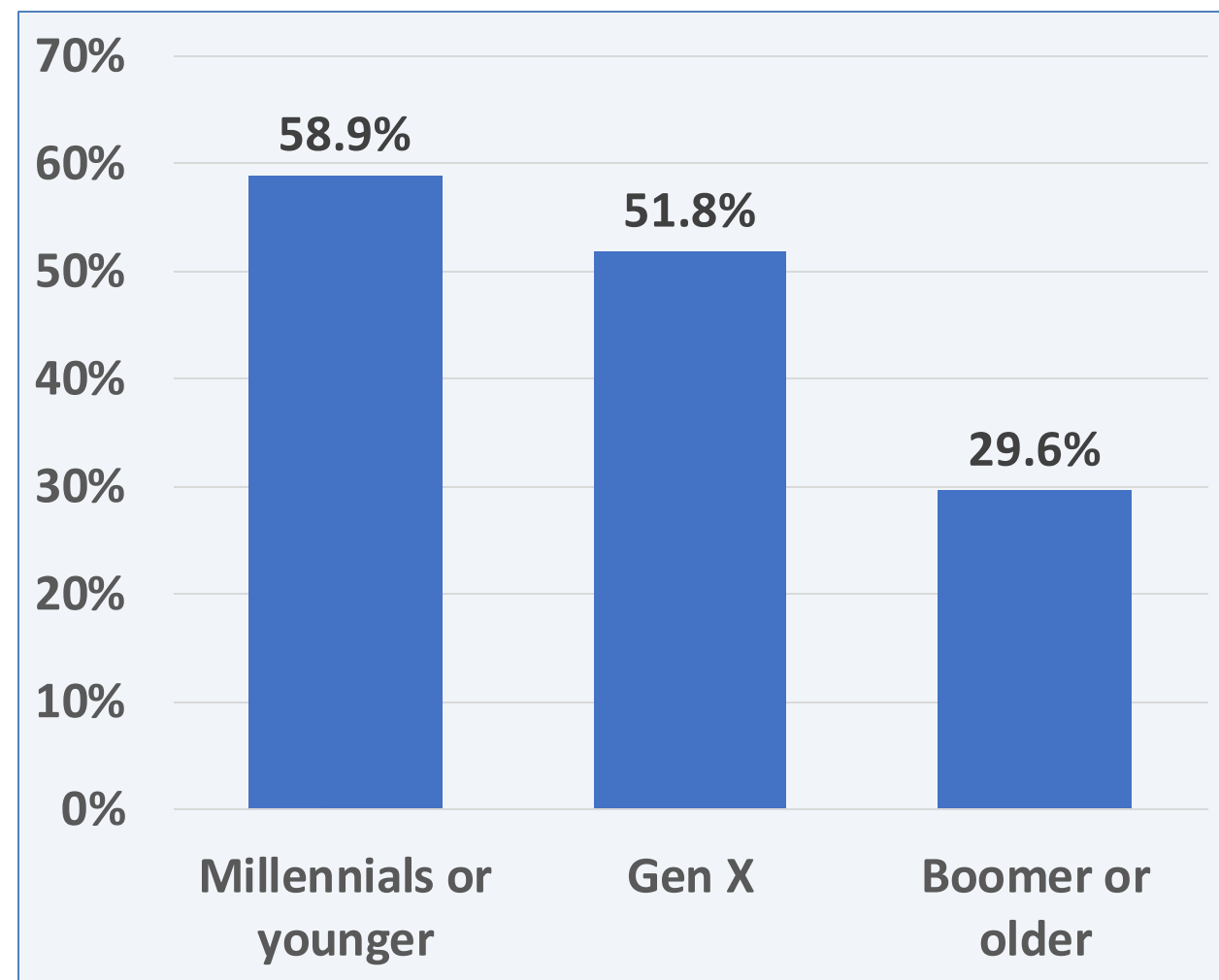


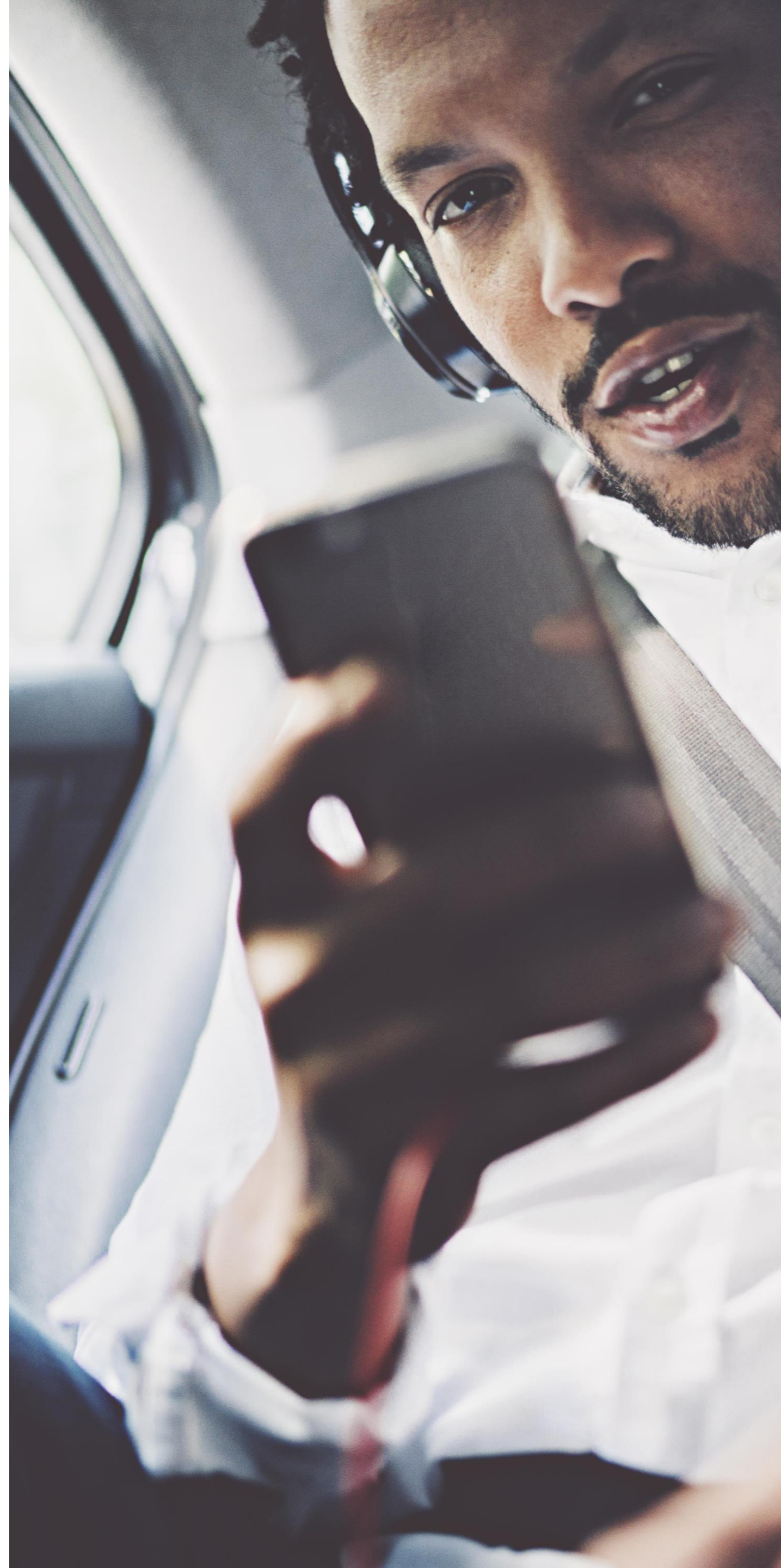
INTEREST IN VIRTUAL DESTINATION TOURS

Question: How interested would you be in taking **VIRTUAL TOURS** of destinations and attractions to help you decide where to travel for leisure? (Select one)

By Generation

(Top 2 Box Score)





Virtual Experiences from

- **Amazon**
- **Airbnb**
- **Disney**

Introducing Amazon Explore

The world, at your fingertips

Amazon Explore is an interactive livestreaming service that allows you to learn, shop, and discover new places right from your computer.



AMAZON EXPLORE

18.4%

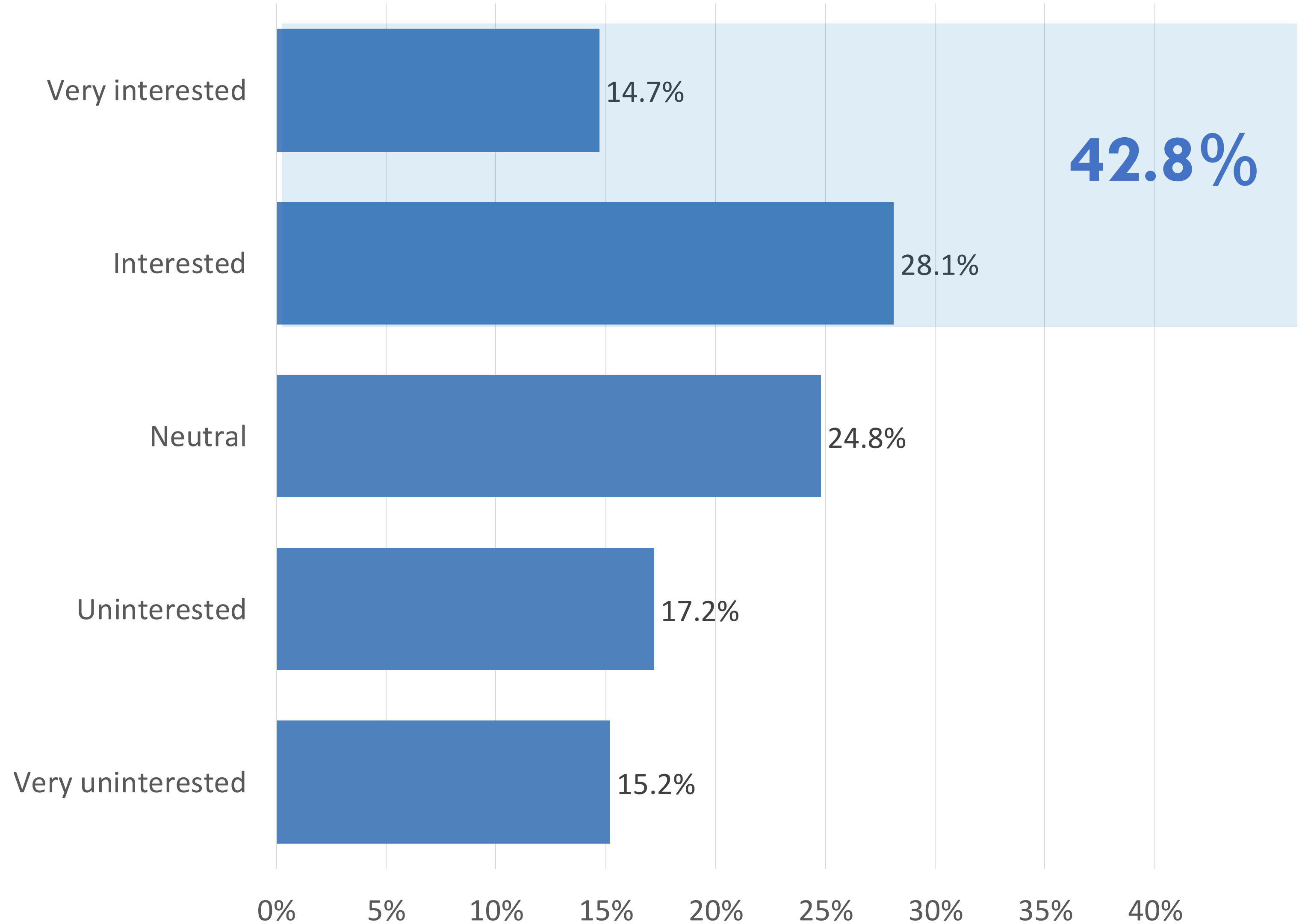
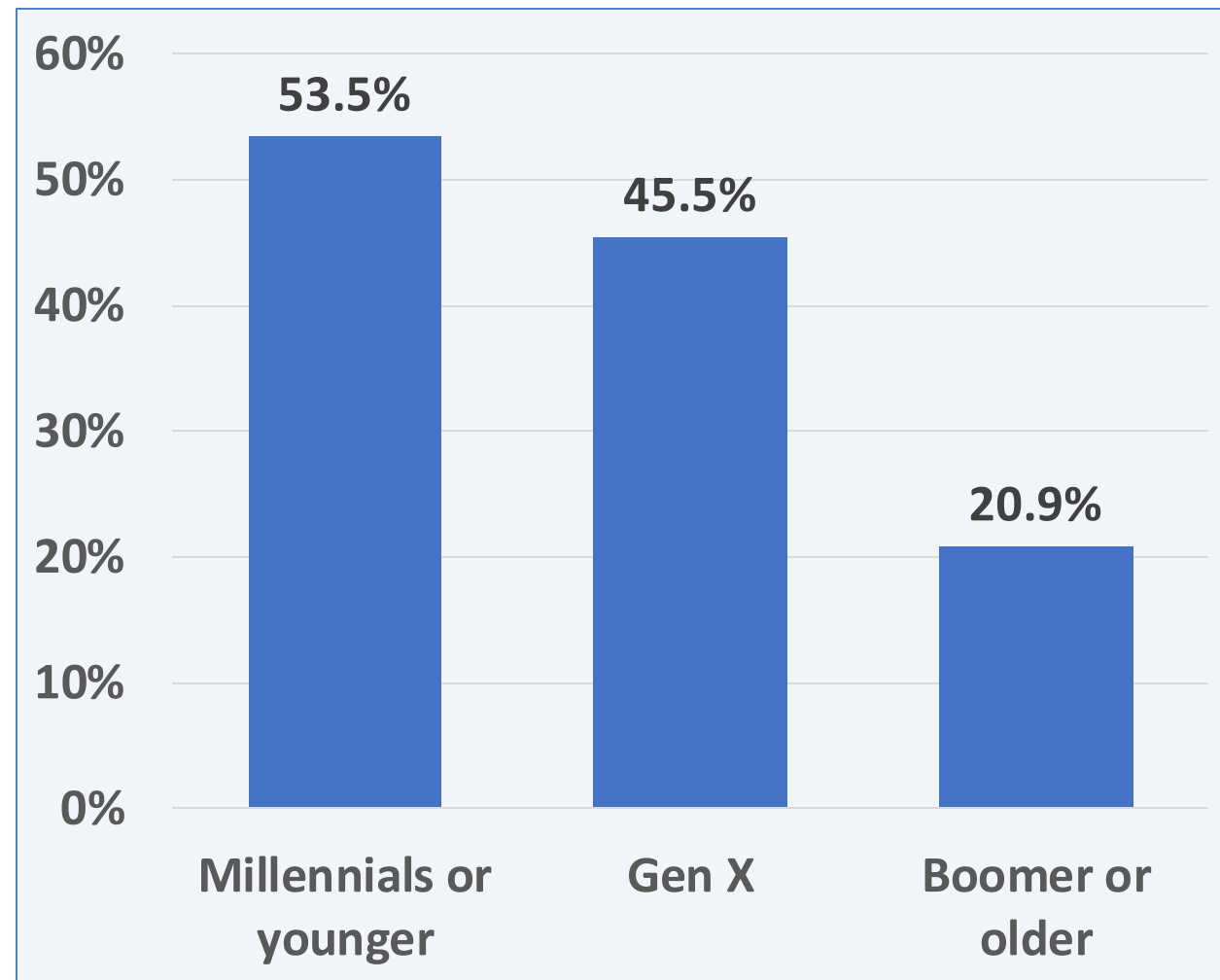
of travelers say they had heard of *Amazon Explore* before taking the survey.



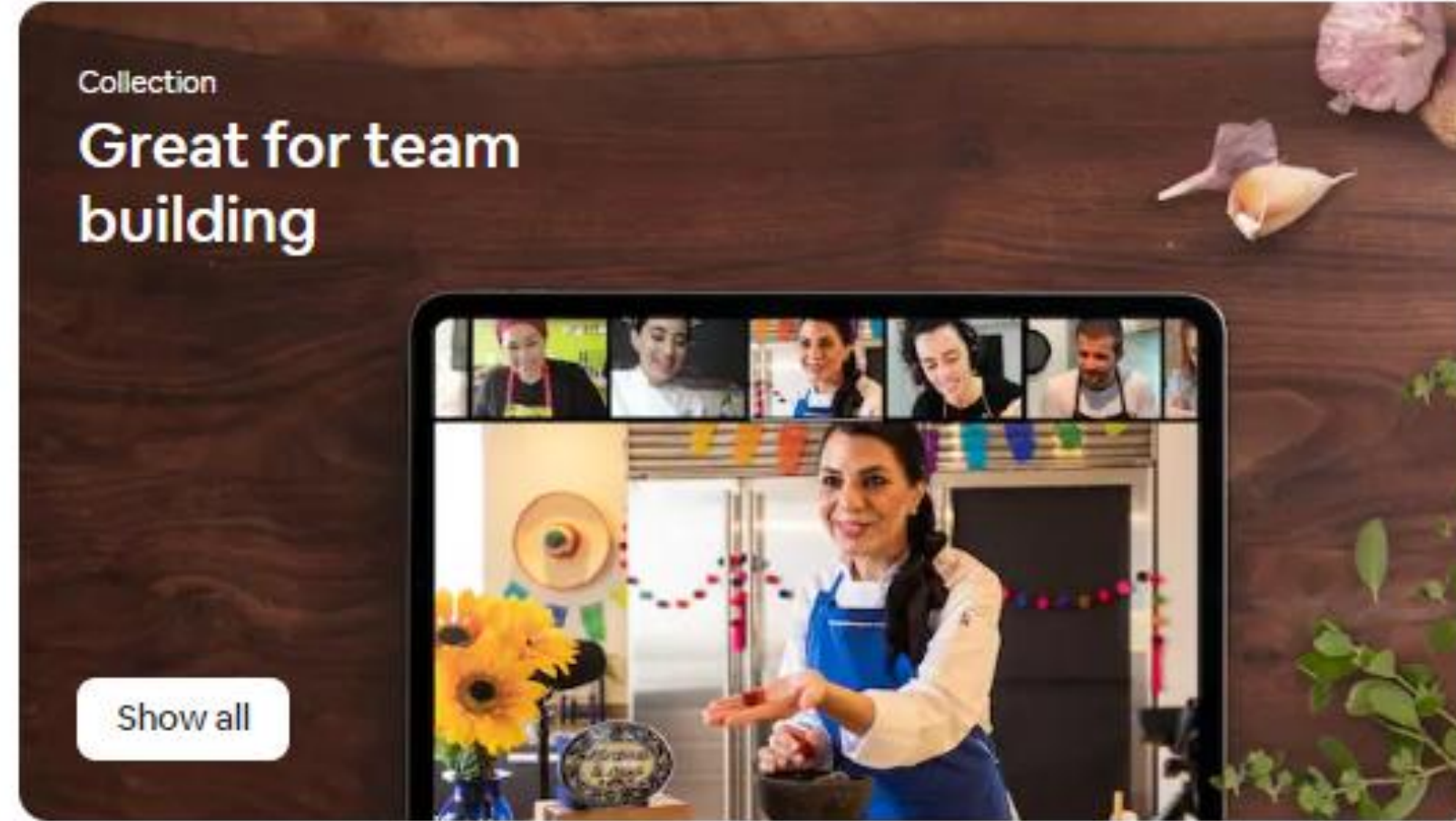
AMAZON EXPLORE: INTEREST

Question: How interested would you be in taking VIRTUAL TOURS through Amazon Explore? (Select one)

By Generation (Top 2 Box Score)



New this week



- Dates
- Group size
- More filters
- < Drinks
- Entertainment
- Fitness
- History & culture
- Magic
- Music
- Social impact
- Wellness
- Olympians & Paralympians
- Designed for accessibility

Plan a trip with help from local Hosts around the world

Show (12) < >



★ 4.99 (144) · United States



★ 5.0 (18) · Spain



★ 4.96 (48) · South Korea



★ 4.83 (6) · Mexico



★ 4.91 (11) · United States



★ 5.0 (5) · United States

AIRBNB ONLINE EXPERIENCES

22.5%

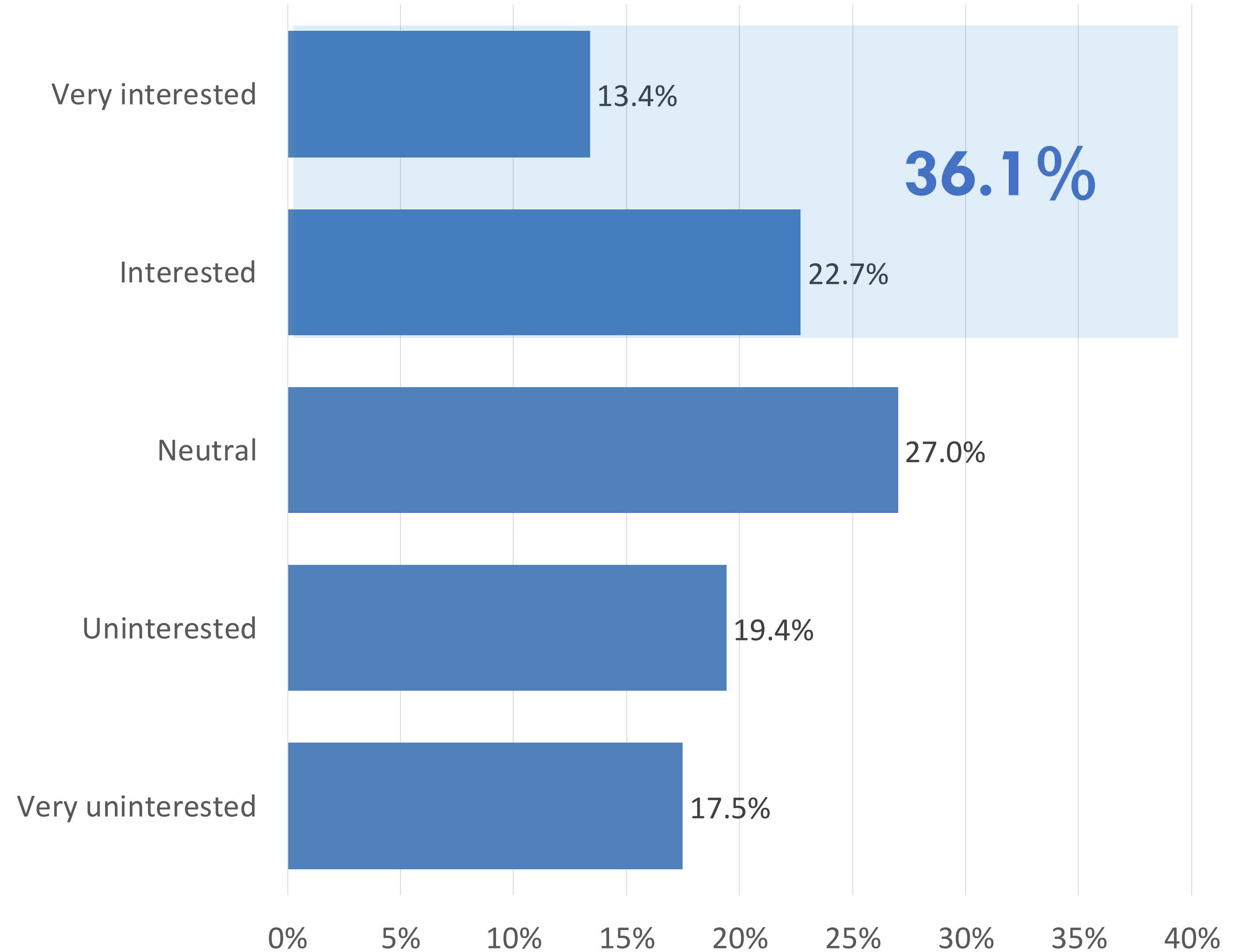
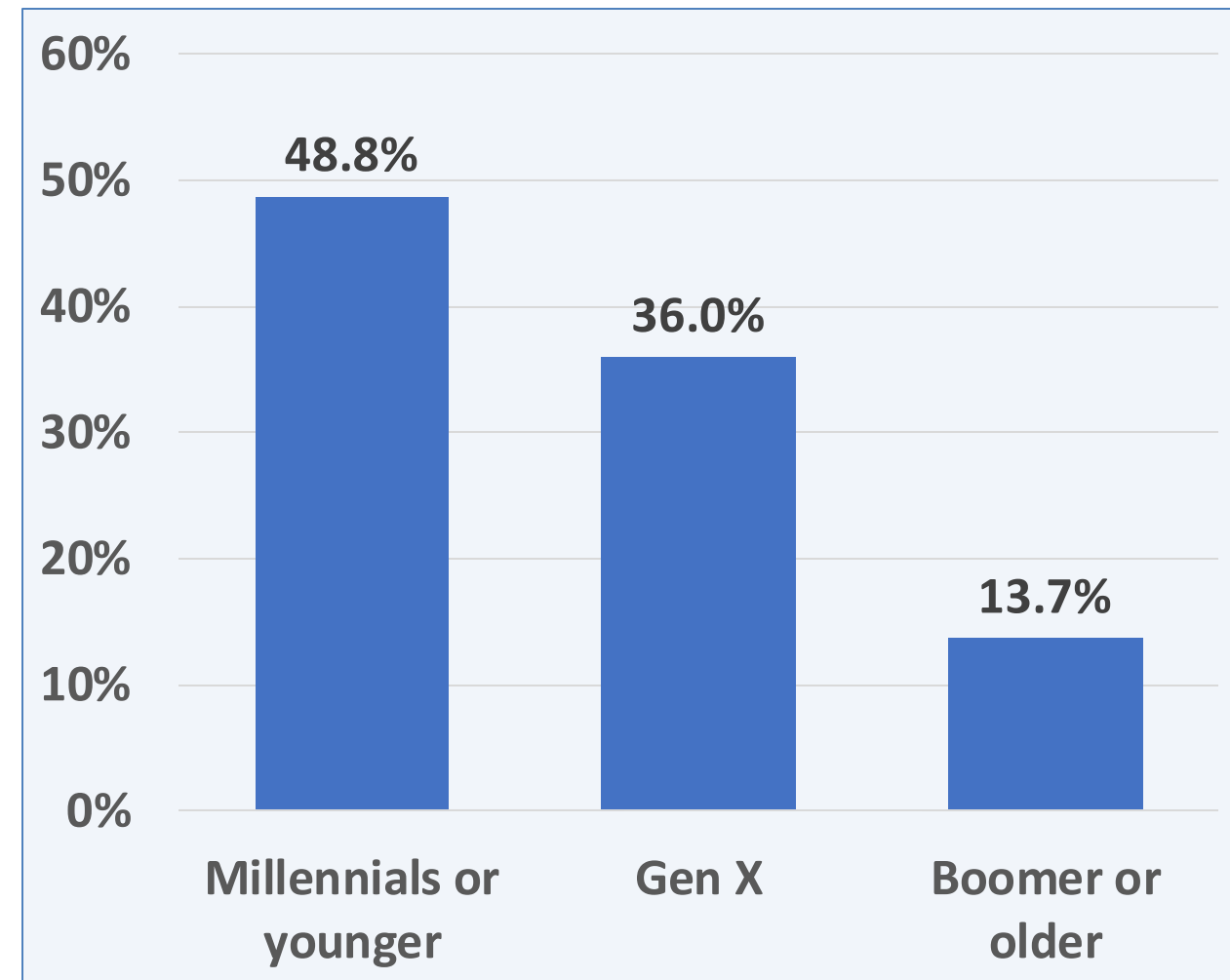
**of travelers say they had heard of
Airbnb Online Experiences before
taking the survey.**



AIRBNB ONLINE EXPERIENCES: INTEREST

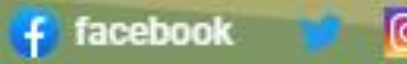
Question: How interested would you be in having an Airbnb Online Experience?
(Select one)

By Generation (Top 2 Box Score)





Virtual Disney World



Virtual Disney World

97K subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



What is Virtual Disney World?

390,941 views · 4 years ago

Virtually experience Walt Disney World attractions, shows, hotels, monorails, trains, boats, park areas, and more within an interactive 360° video environment. Virtual Disney World offers a complete immersive experience like never before. Relive the attractions and places you love anytime, anywhere! Virtual WDW 360° videos are best experienced with a VR headset or a smart phone and a virtual headset such as Google Cardboard or ...

[READ MORE](#)

Popular uploads ▶ [PLAY ALL](#)



VIRTUAL DISNEY WORLD

22.5%

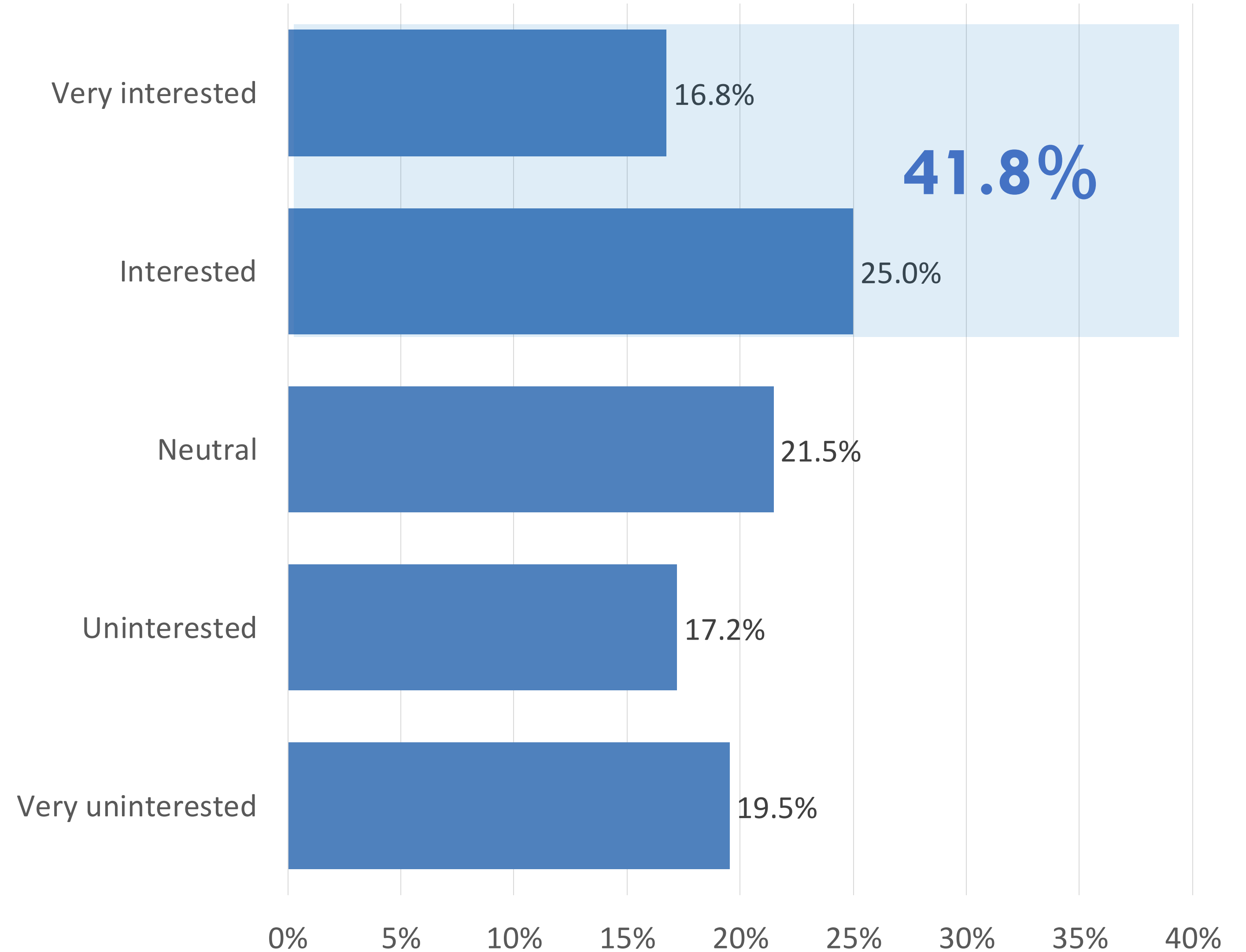
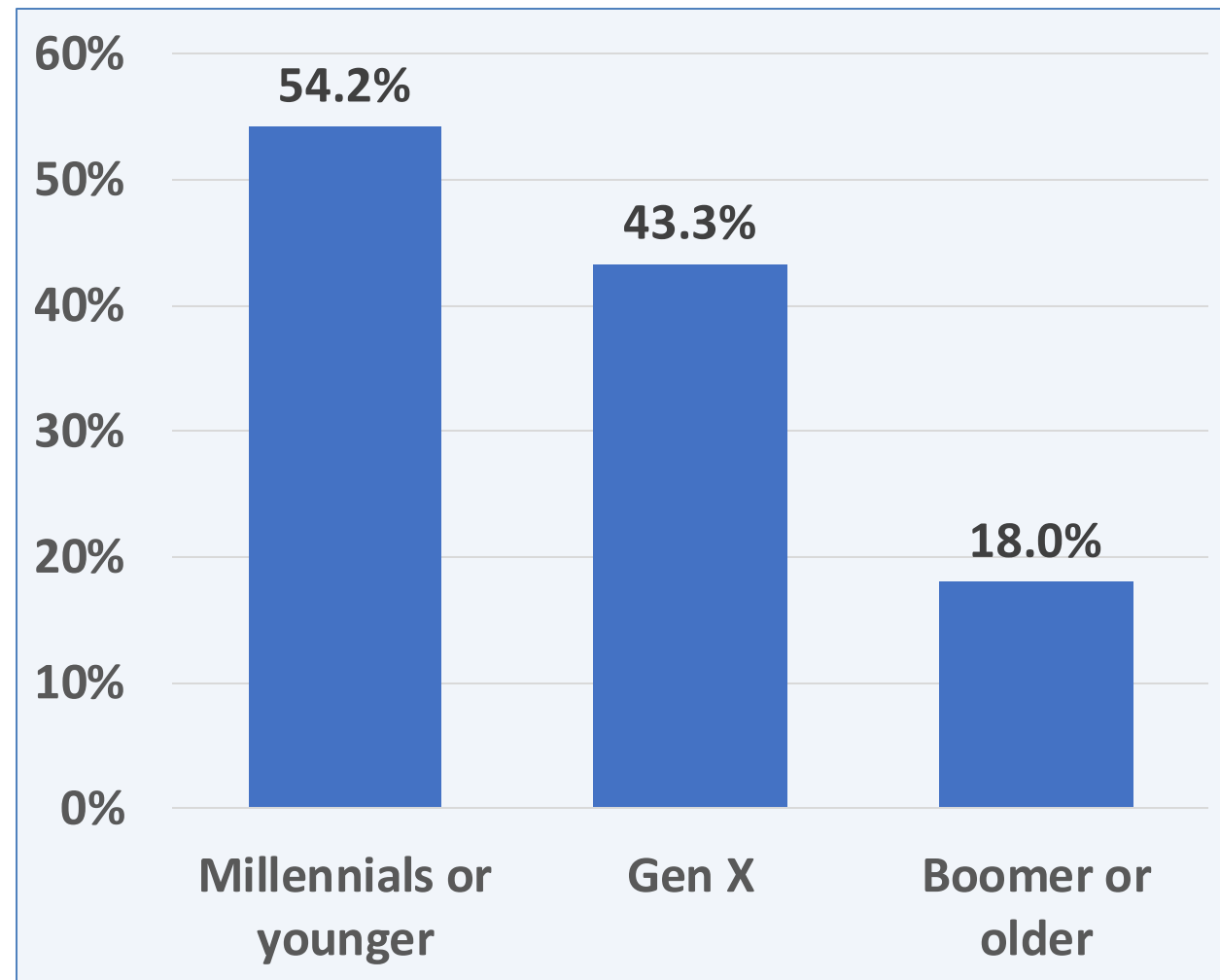
of travelers say they had heard of
Virtual Disney World Experiences
before taking the survey.



VIRTUAL DISNEY WORLD: INTEREST

Question: How interested would you be in having a Virtual Disney World Experience? (Select one)

By Generation (Top 2 Box Score)



A woman with long, curly hair is wearing a white VR headset. She is looking down at a glowing, translucent globe of the Earth that is surrounded by several glowing white lines and geometric shapes, resembling a digital or data visualization. The scene is lit with a cool blue and purple glow, creating a futuristic atmosphere. The background is dark and out of focus.

The Metaverse



horizon
Worlds

FACEBOOK

THE METAVERSE

51.4%

of travelers say they had heard of
the *metaverse* before taking the
survey.

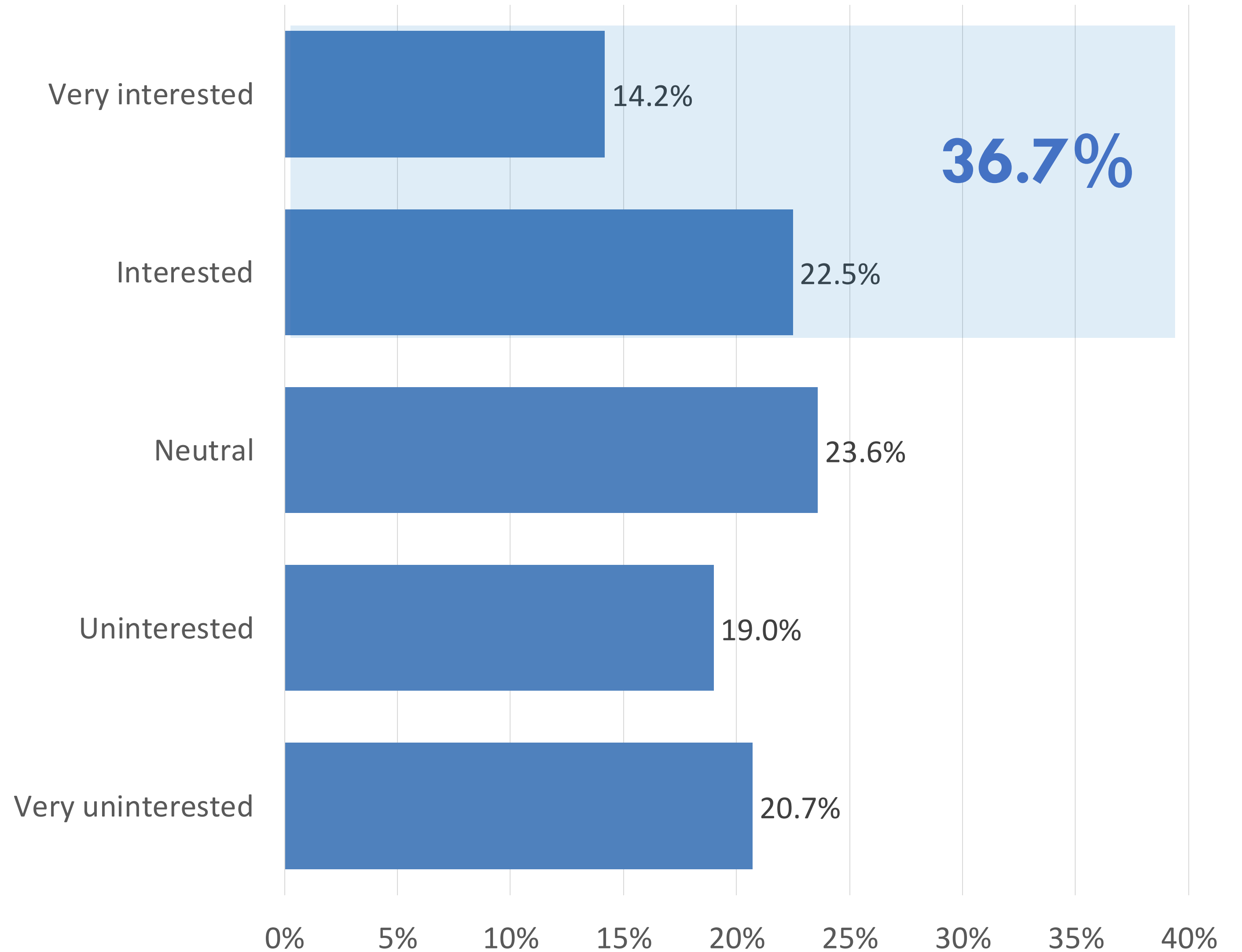
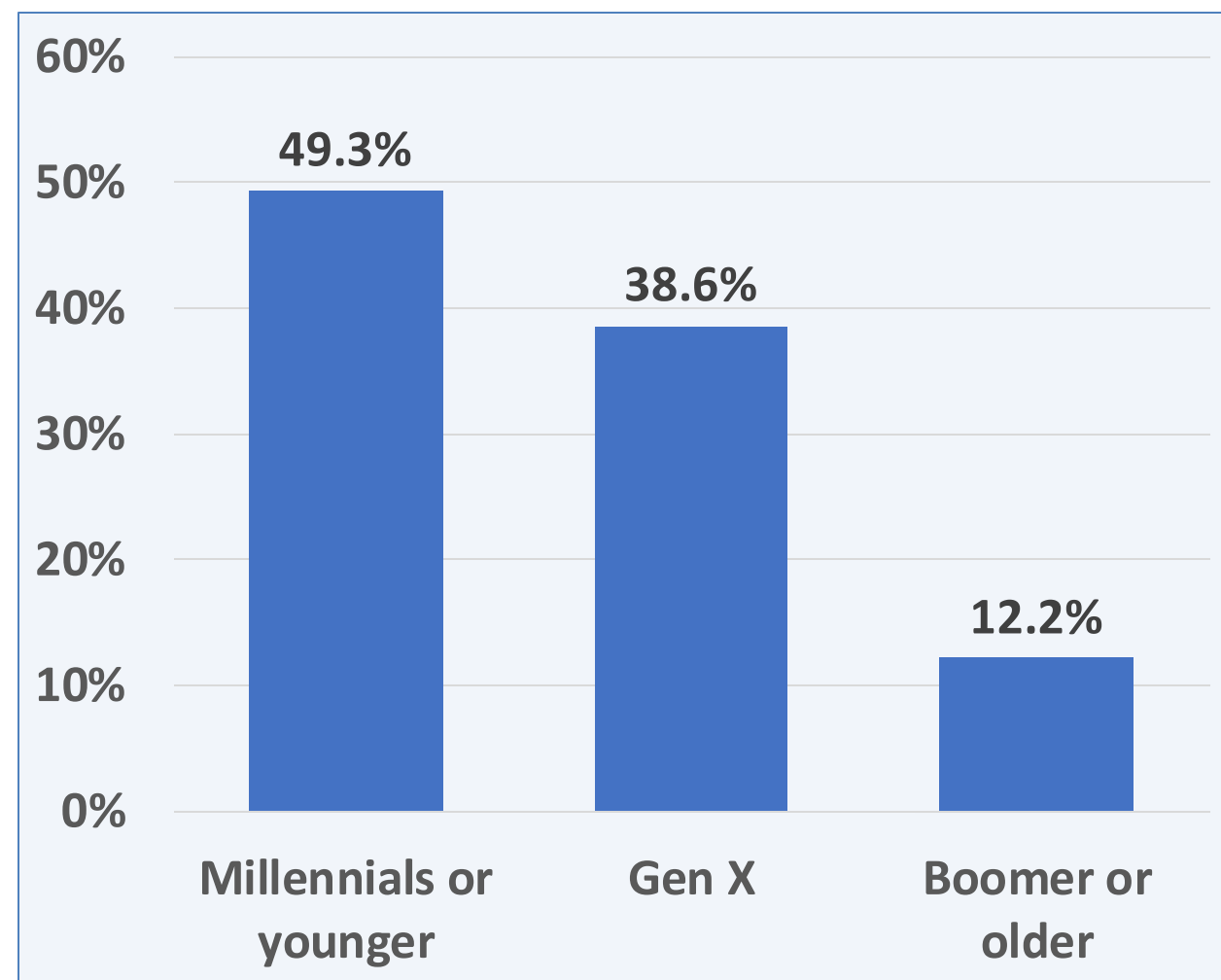


THE METAVERSE: INTEREST

Question: Assume the metaverse includes good spaces for virtually experiencing travel and destinations. How interested would you be in having experiences in the metaverse as a way to get travel inspiration or plan your trips? (Select one) by Report Banner

By Generation

(Top 2 Box Score)





TIKTOK: AN UPDATED INTRODUCTION

TIKTOK BY THE NUMBERS



1 billion+
videos watched
every day



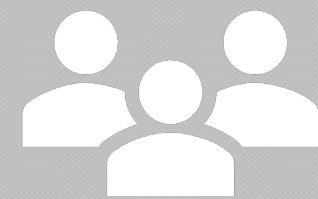
1 billion
monthly active
users

138 million+
monthly active
U.S. users



#1
most downloaded
app in the world
in 2022

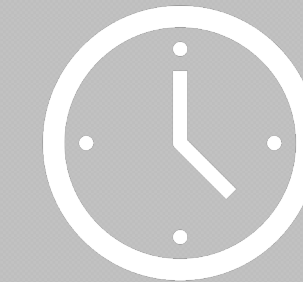
80%
of users are 16-34



Over 90%
of users use the
app daily

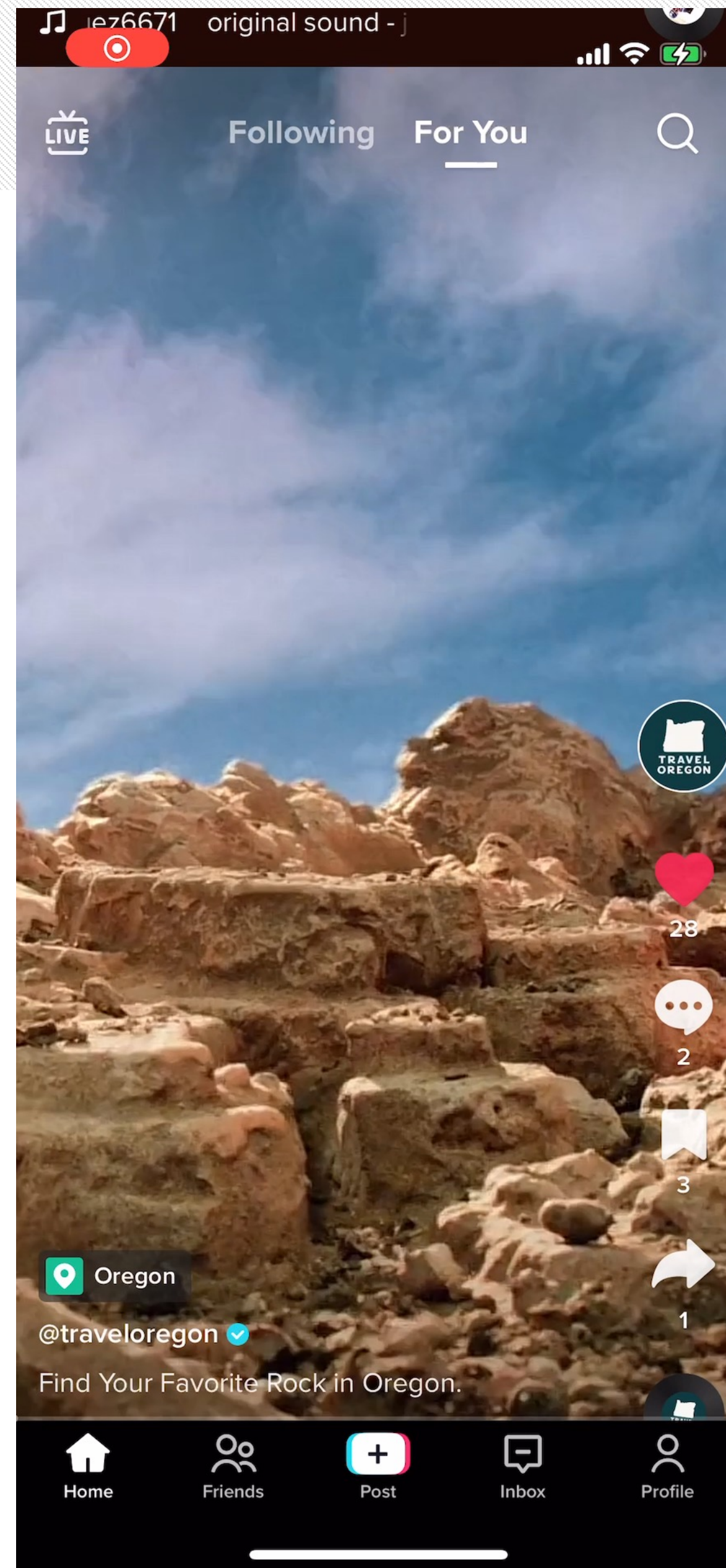


52 minutes
average daily time
on app



FOR YOU PAGE

The most important part of TikTok.

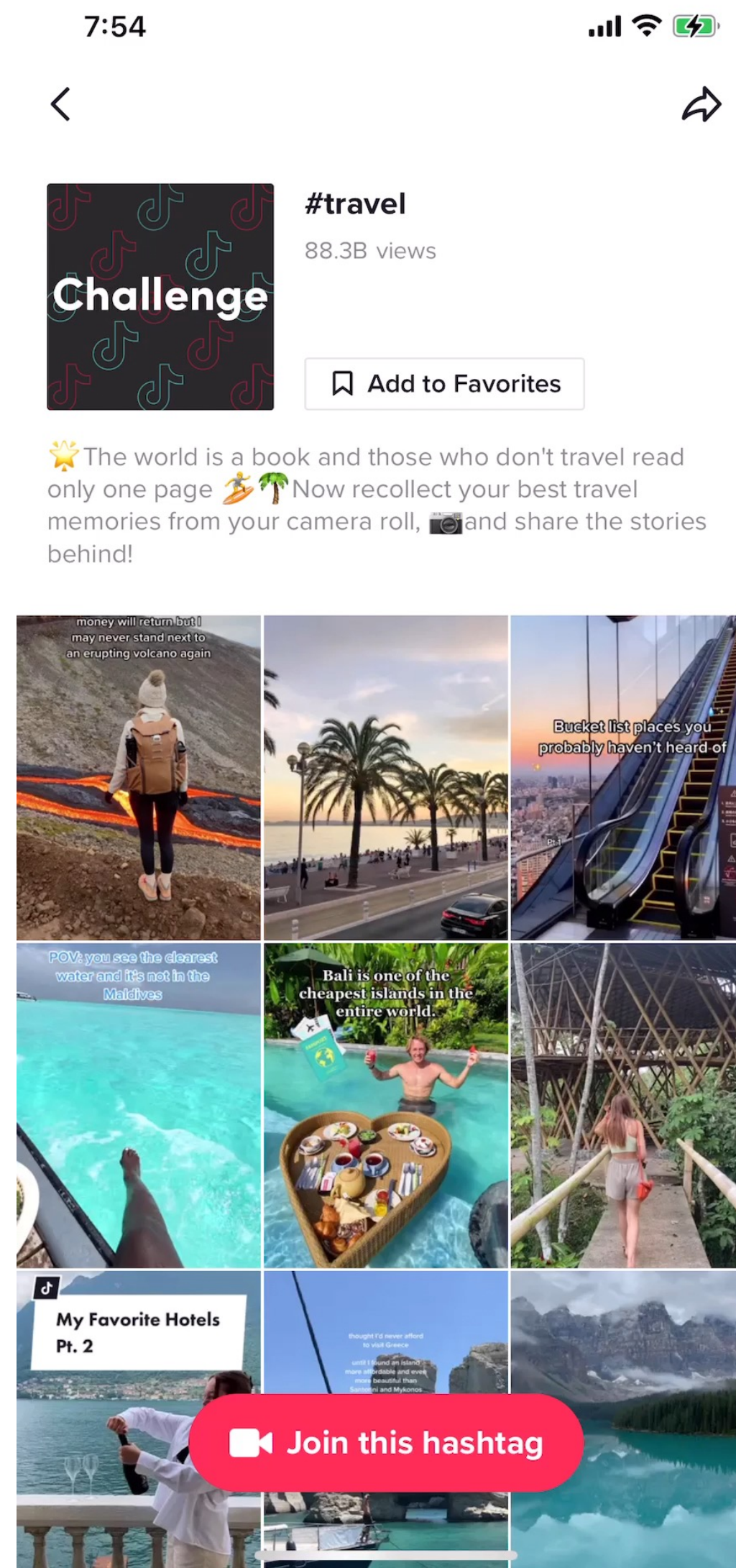


TikTok

Opportunity

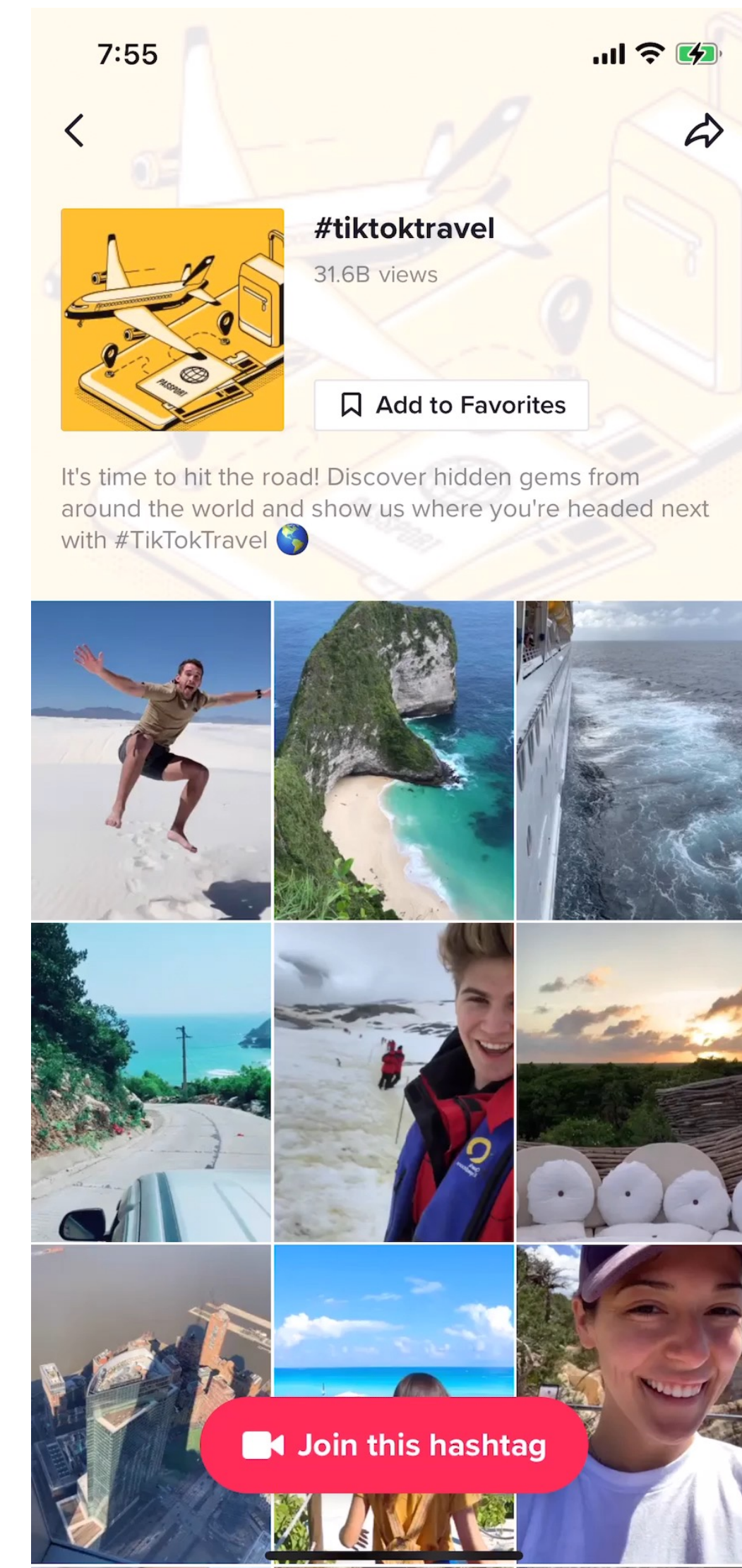
#Travel

83.3 billion views



#TikTokTravel

31.6 billion views



THE ACCOUNT TYPES & ADS

ACCOUNT BREAKDOWN

Personal/Creator

- Analytics
- Website link on profile
- Access to all music

A note about music:

If you are going to promote an organic video to an ad, you must use commercial/free music. You need permission from the creator (ie., Olivia Rodrigo) to use their music in an ad.

Business

- Analytics
- Displays email address & website on profile
- Helps with running ads
- Post scheduler (10 days in advance)
- Commercial music library

ANALYTICS

- TikTok Analytics for personal & business accounts
- Overview, followers & content performance
- Test & optimize

Video analysis

47.7K

3,318

85

292

630

The data was updated on 7/9/2022. ⓘ

Total Play Time **194h:5m:6s**
(+7.6h vs 1d ago)

Average Watch Time **15.0s**
(+0.1s vs 1d ago)

Watched full video **14.32%**
(0.01% vs 1d ago)

Reached Audience **43,737**
(+1,801 vs 1d ago)

Video views by section ⓘ

For You		86%
Following		9%
Personal profile		2%

Video views by region ⓘ

United States		100%
---------------	--	-------------

For a better analytics experience, open www.tiktok.com/analytics on your computer. (Tap to copy)

Engagement

Download data

Last 7 days
Last 28 days
Last 60 days
Custom

Video views

183,741
+34,969 (+23.51%)

Profile views

3,393
+498 (+17.2%) ↑

Likes

10,4
+1,467 ↑

Video views ⓘ

Jul 03 - Jul 09

Jul 03, 2022 - Jul 09, 2022

7 days selected

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
26	27	28	29	30		
July 2022						
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Follower activity ⓘ

Data displays in your local time (UTC-6h)

9pm

Video Posts ⓘ **Trending videos** ⓘ

The top 9 videos with the fastest growth in view numbers over the past 7 days.

Last 7 days
Upload video

11 best golden, colorado restaurants for colorado school of mines students

#coloradoschoolofmines #orediggers #goldencolorado #PlutoTVIsFree #denver #denverfood #denverfoodie #bestrestaurant #foryoupage

47.7K Views 3,318 Likes 85 Comments 292 Shares

+46.5K Views

Jul 05, 2022

50 things to do in denver this summer: constellation ice cream

#denver #denversummer #denverfood #denverfoodie #denverdessert #denvericecream #MadewithKAContest #denvertravel #denvercolorado

267.3K Views 22.5K Likes 100 Comments 1,946 Shares

+18.2K Views

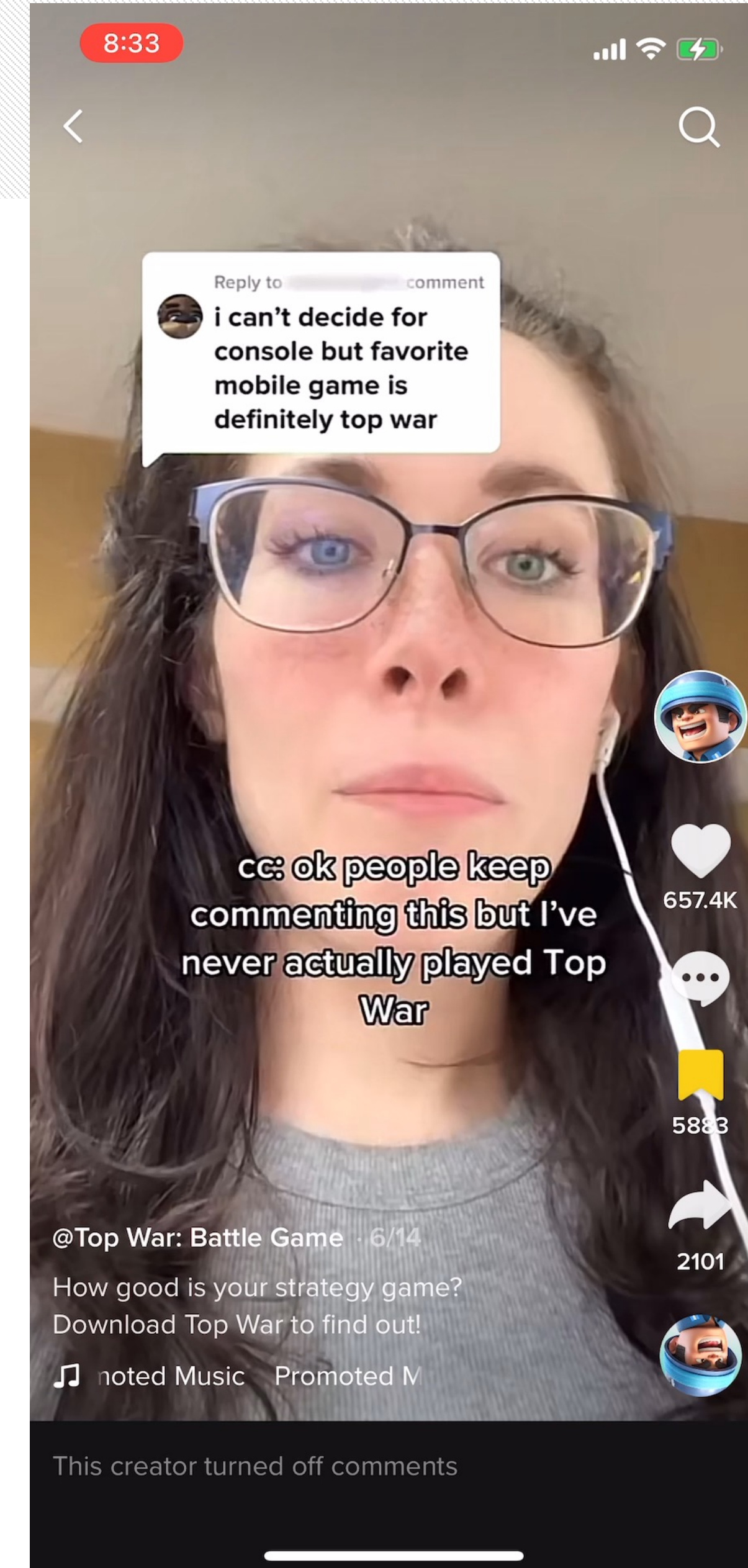
Jun 08, 2022

ADS

- Need a TikTok advertising account
- Customize your target audience with gender, age, location and interests

Types of Ads

- **TopView:** appears when users open the app
- **In-Feed Ads:** appears in the native For You Page
- **Branded Hashtag Challenge:** sparks trends & movements
- **Branded Effects:** customizable games, stickers, filters and special effects

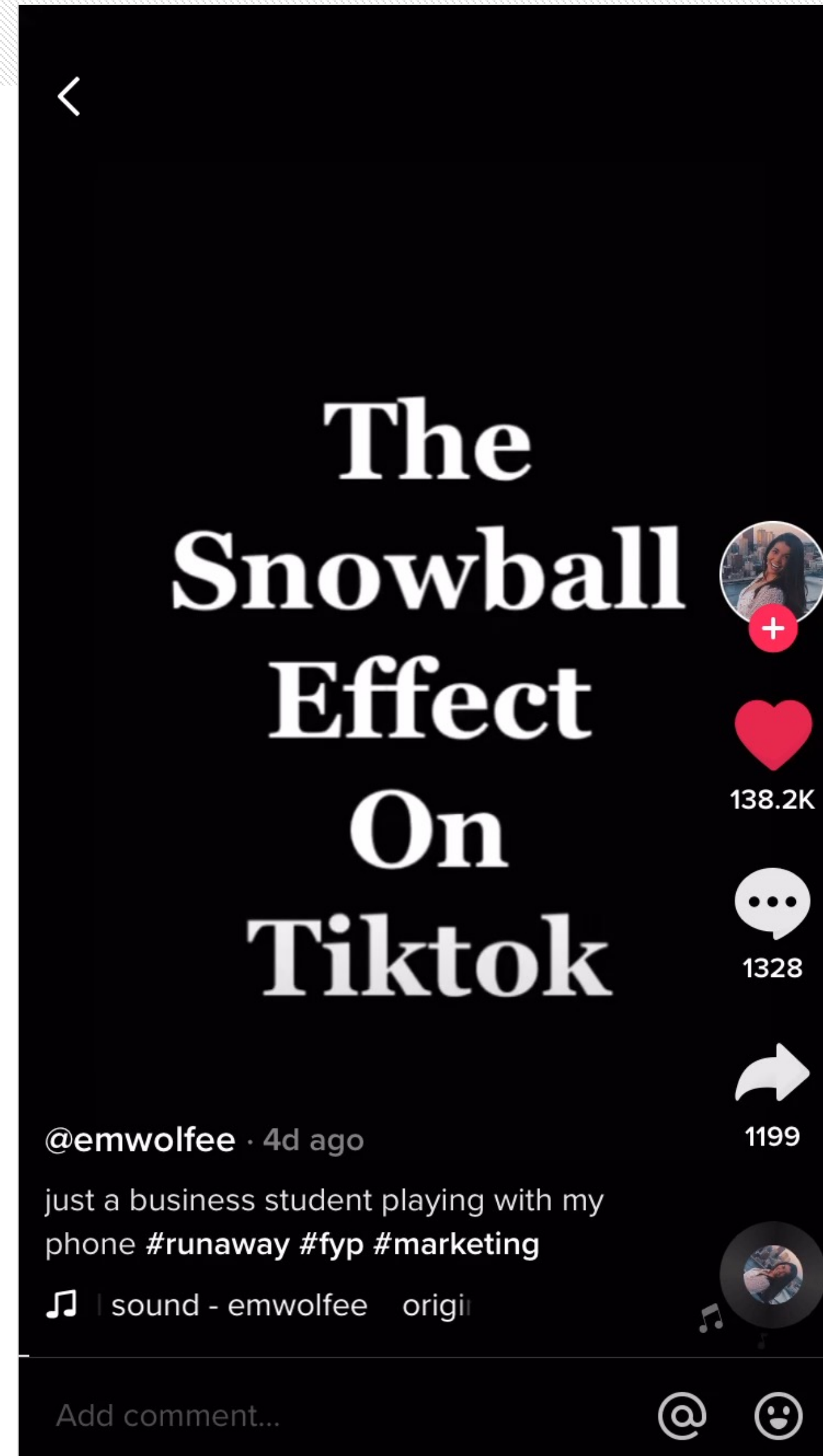


ALGORITHM BEST PRACTICES



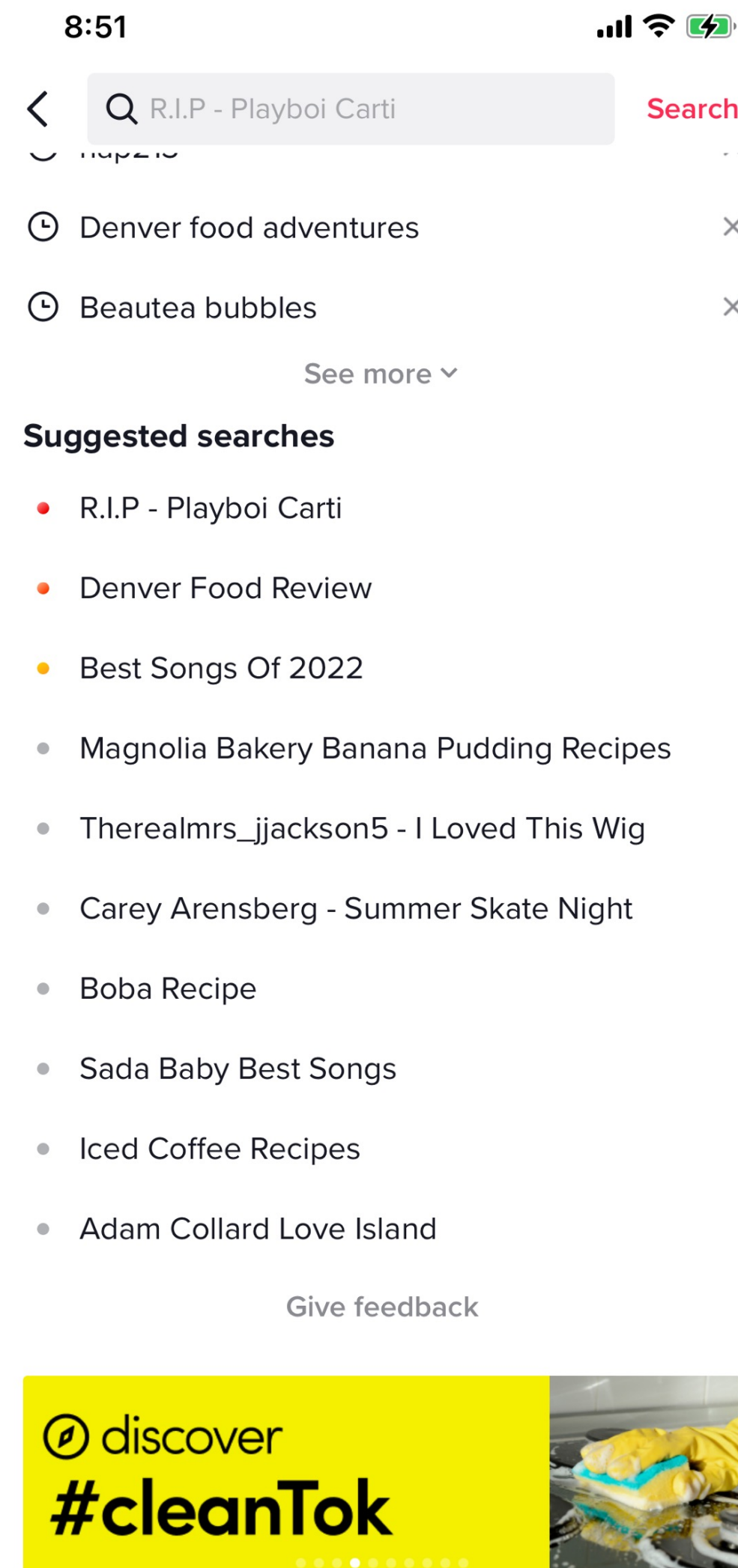
SNOWBALL EFFECT

A successful trend can take control of the algorithm for weeks, even months.

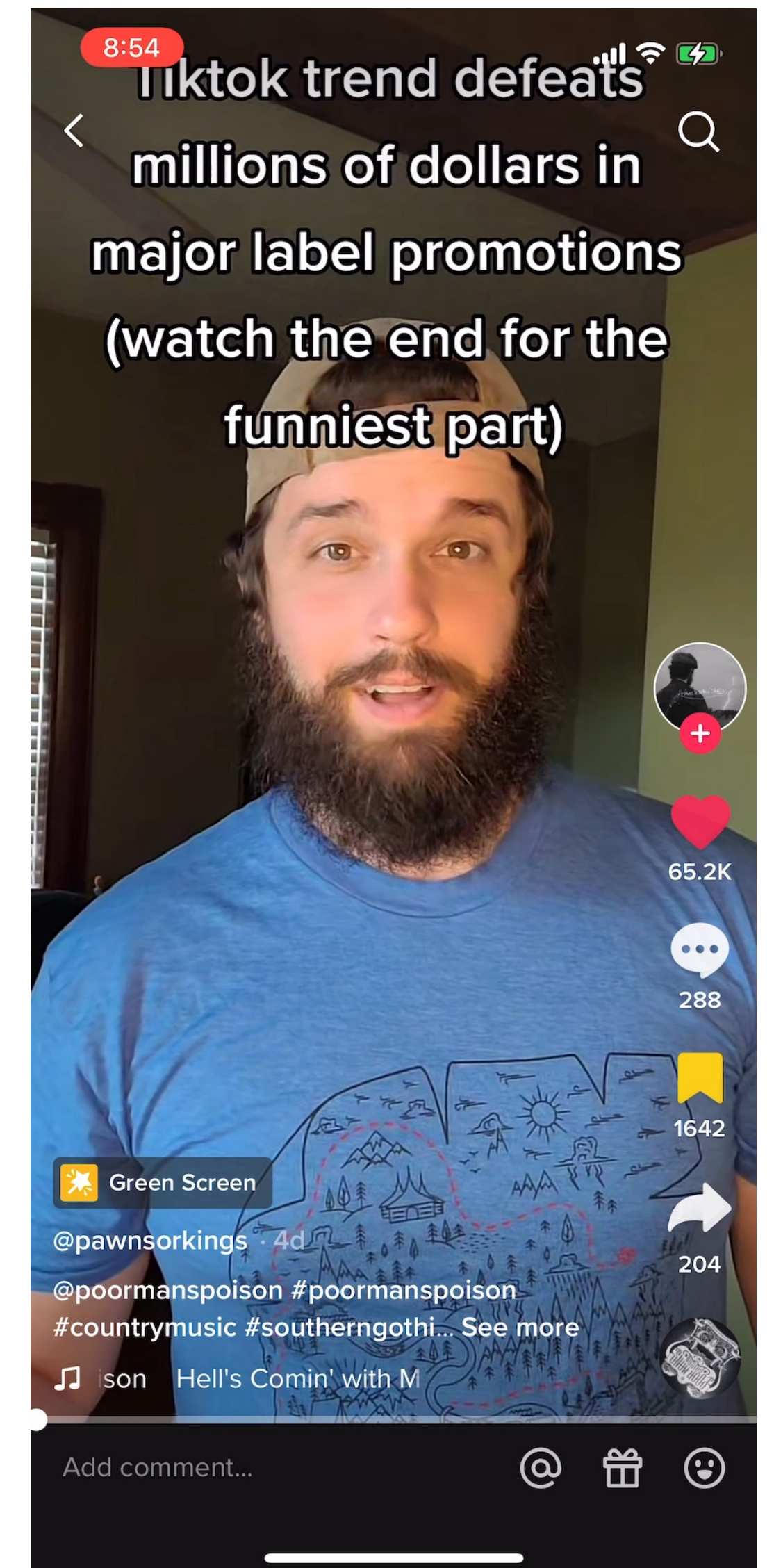


HASHTAGS & MUSIC

- You must use hashtags when posting your content.
 - In the caption, 300-character limit
- Half should be things that apply
 - #travel #visitcolorado #coloradohikes
- Half should be trending hasthags
 - #summer #nailart #cleantok

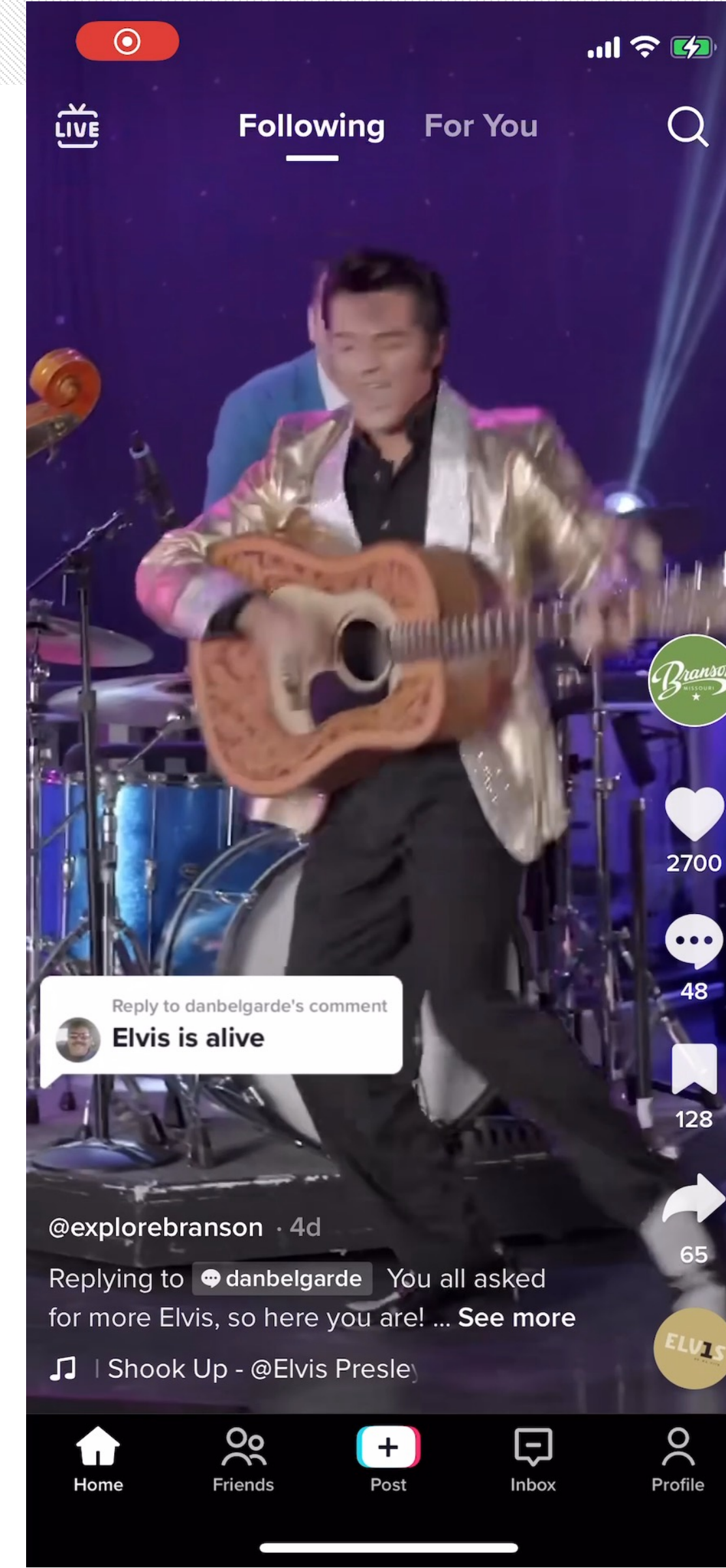
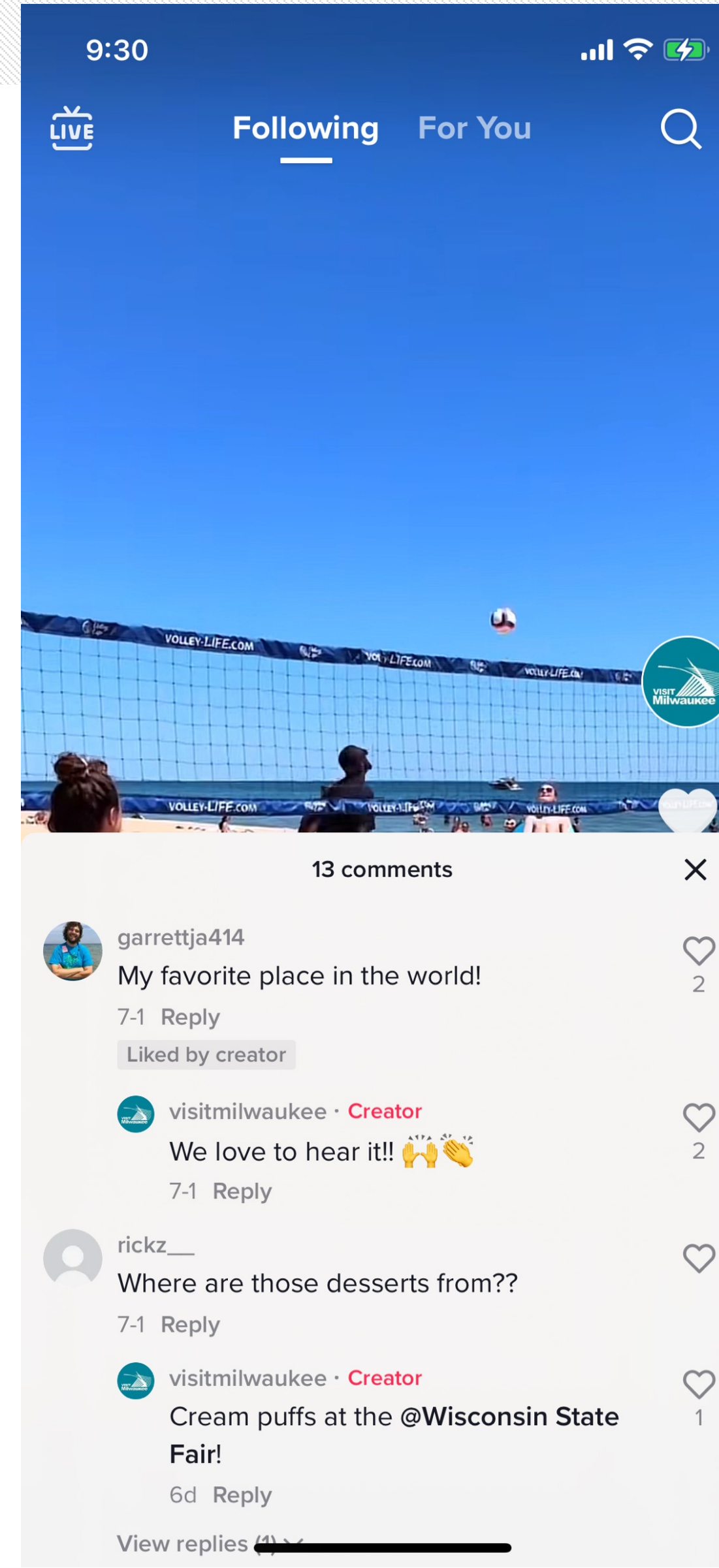
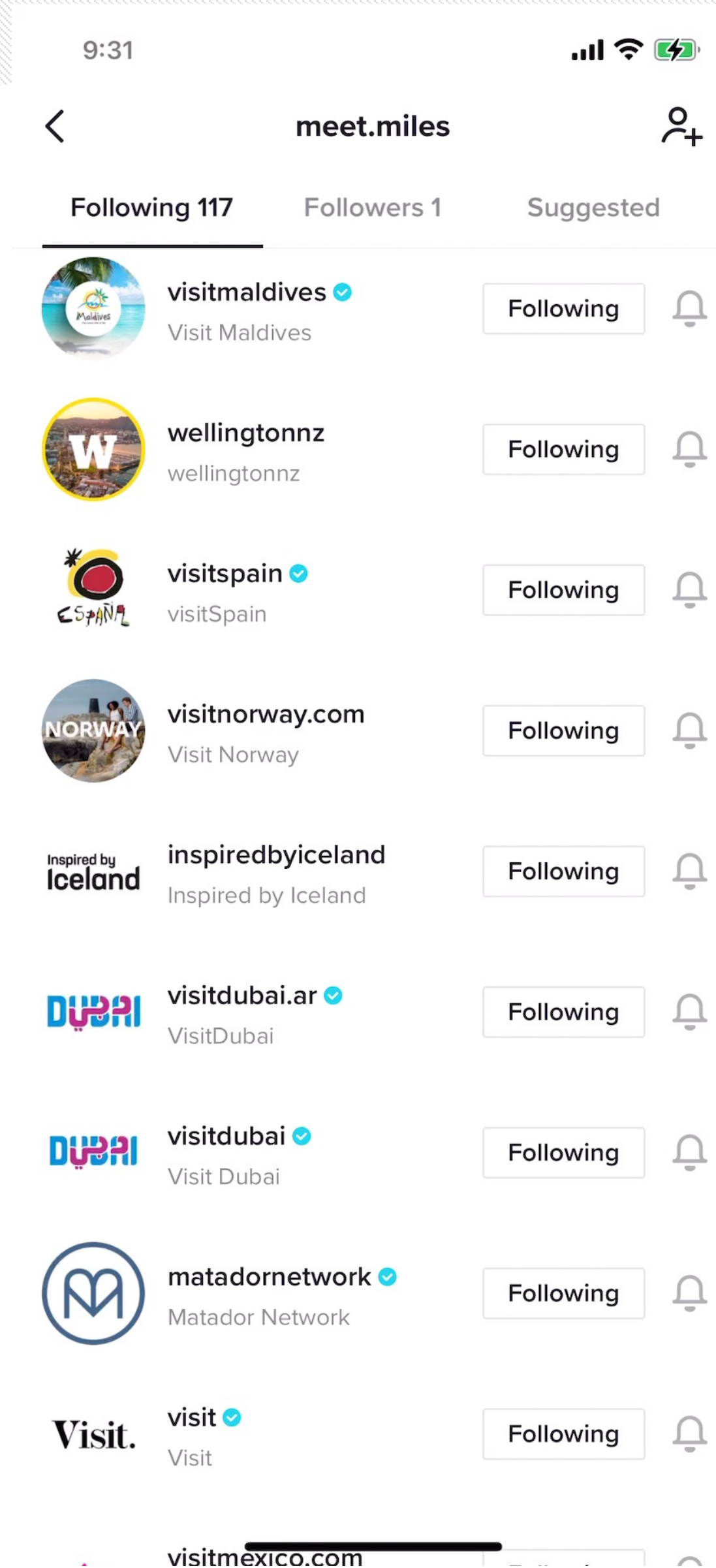


- Organic content should use TikTok Viral playlist.
- Pay attention to the trending sounds as well.



ENGAGEMENT

- Follow other accounts
- Comment back
- Reply with video feature
- CTAs



CONTENT BEST PRACTICES

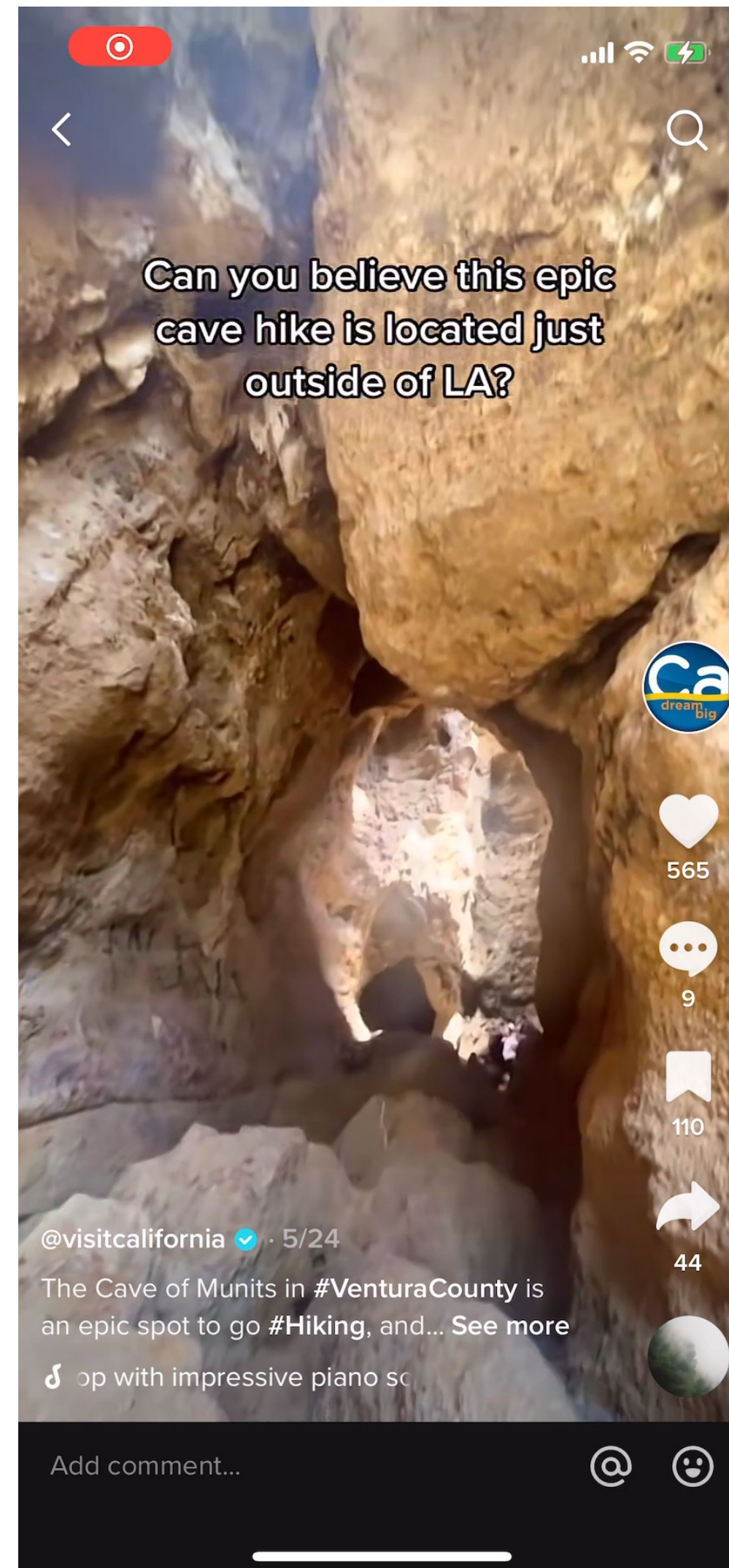
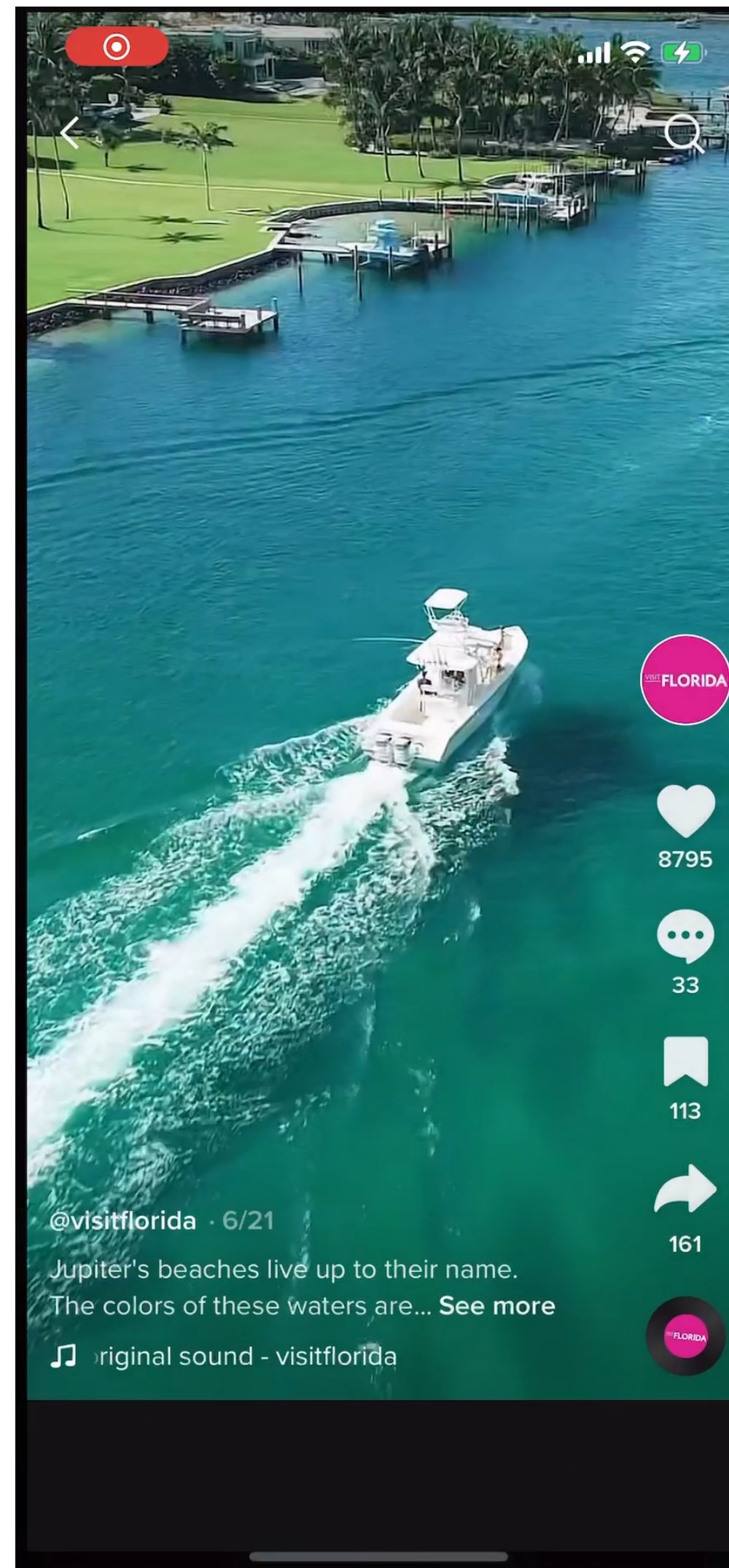


DEVELOP INFLUENCER-CREATED CONTENT

- Influencers help with brand engagement
- TikTok Creator Fund & Marketplace
- Partnership opportunities



CURATE & SHARE UGC



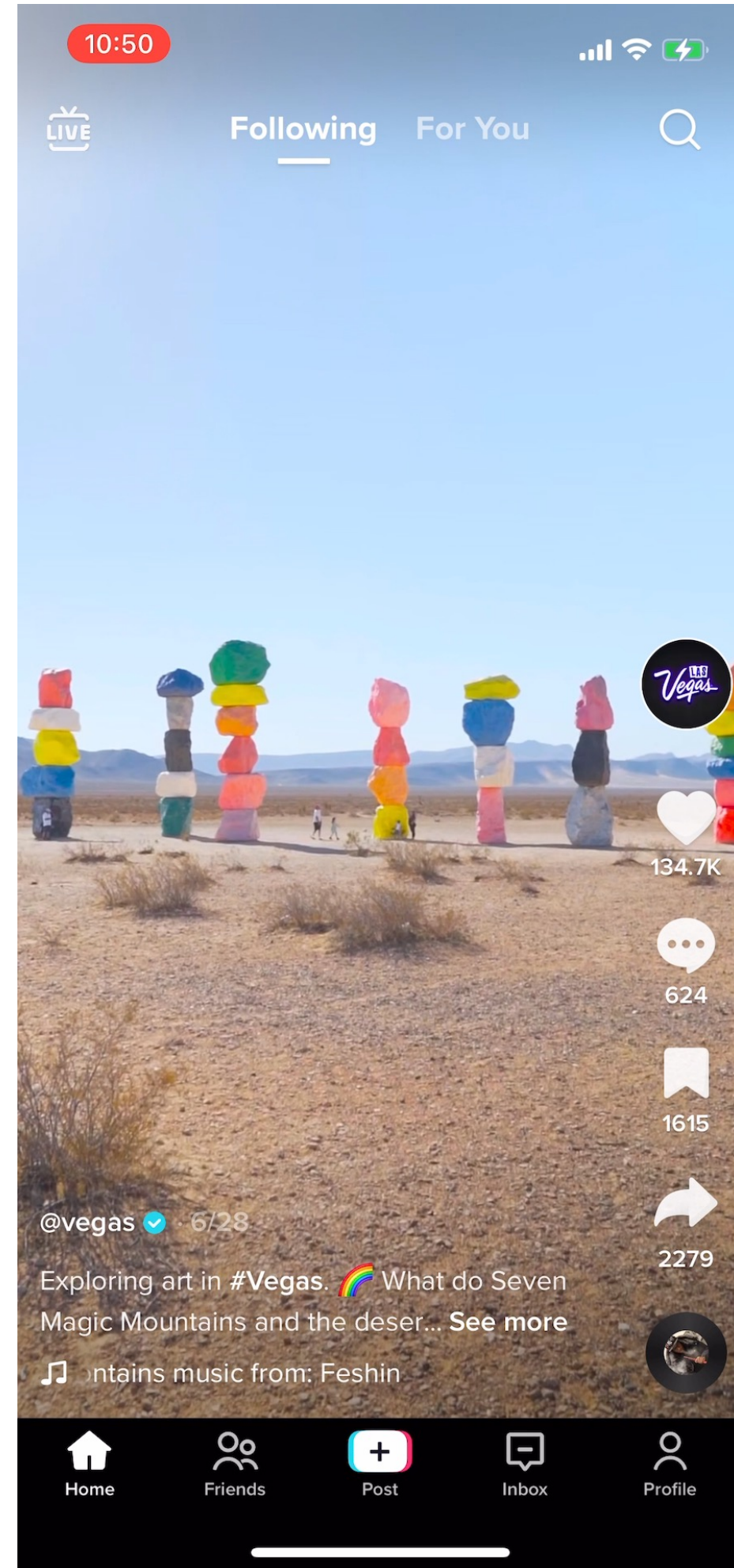
- Authentic content & experiences
- User permission

MONITOR & TEST TOP CONTENT THEMES

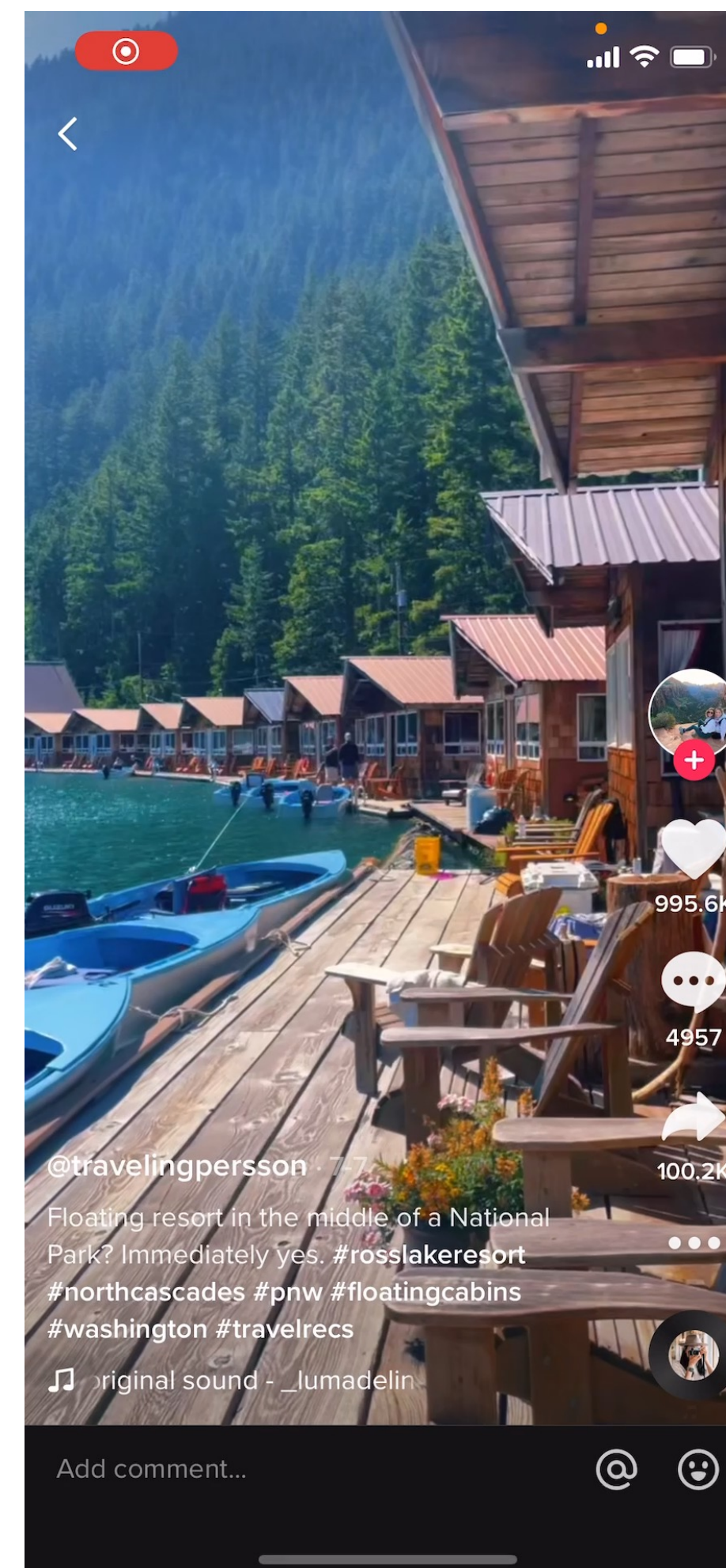
Adventures



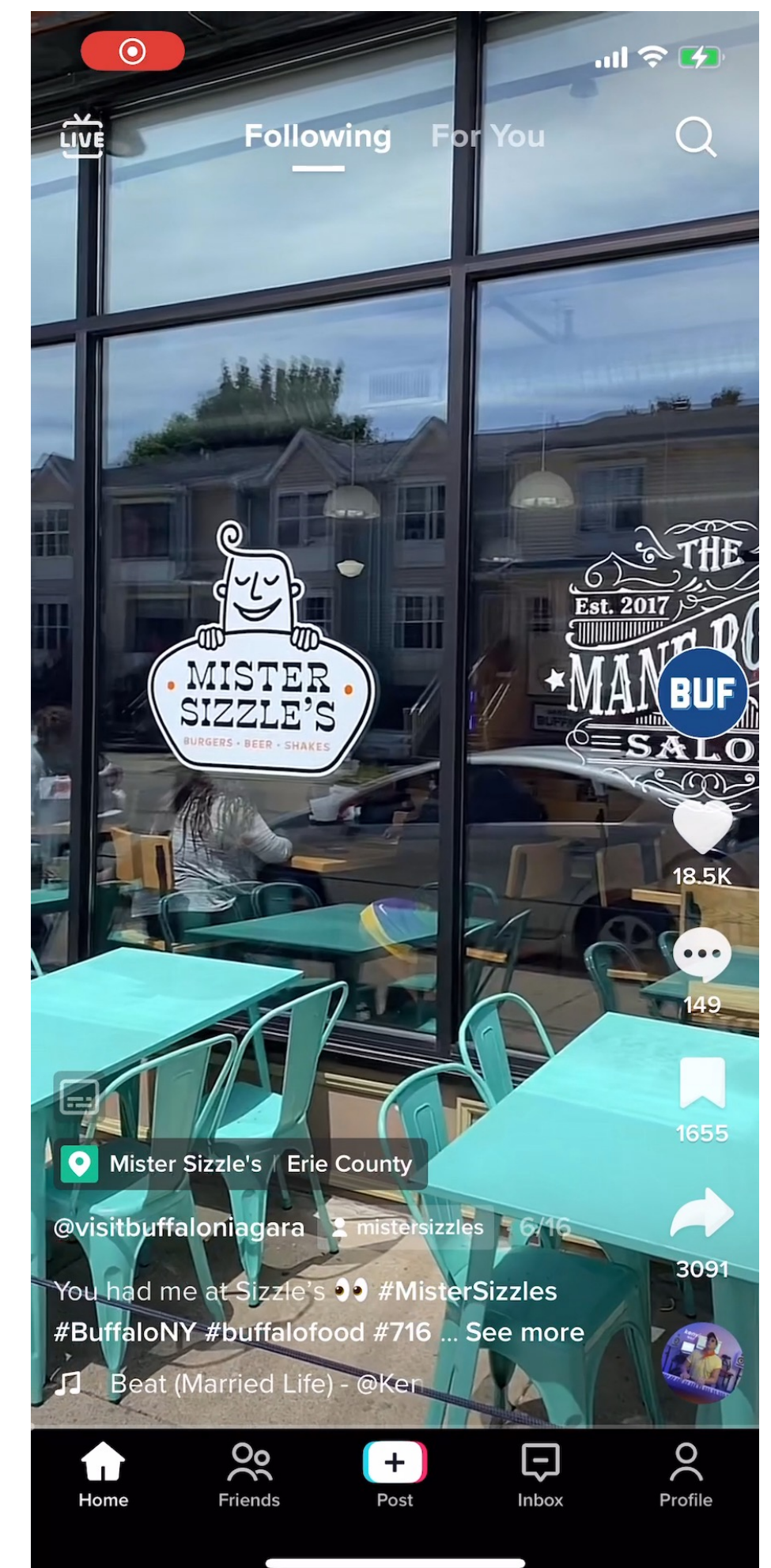
Unusual Findings



Hidden Gems

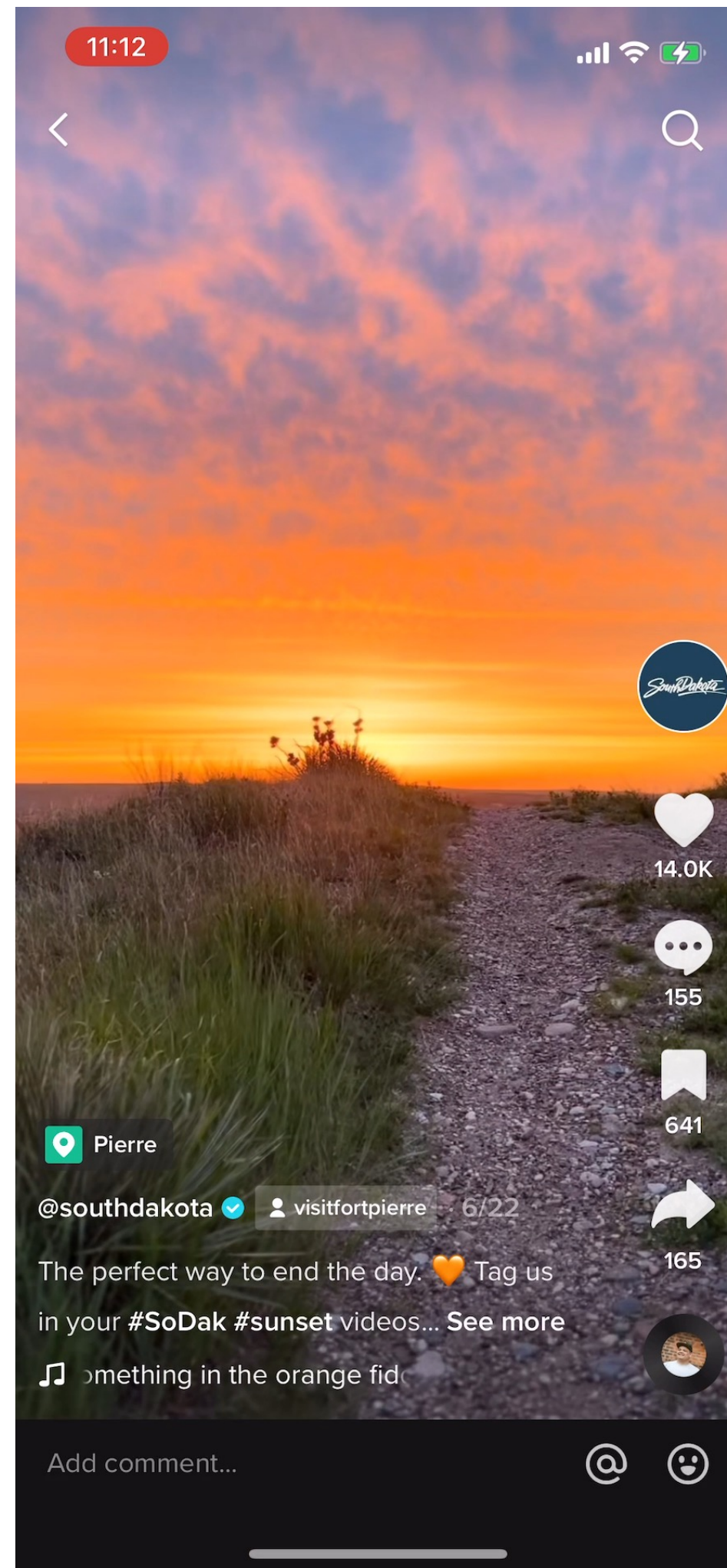


Food

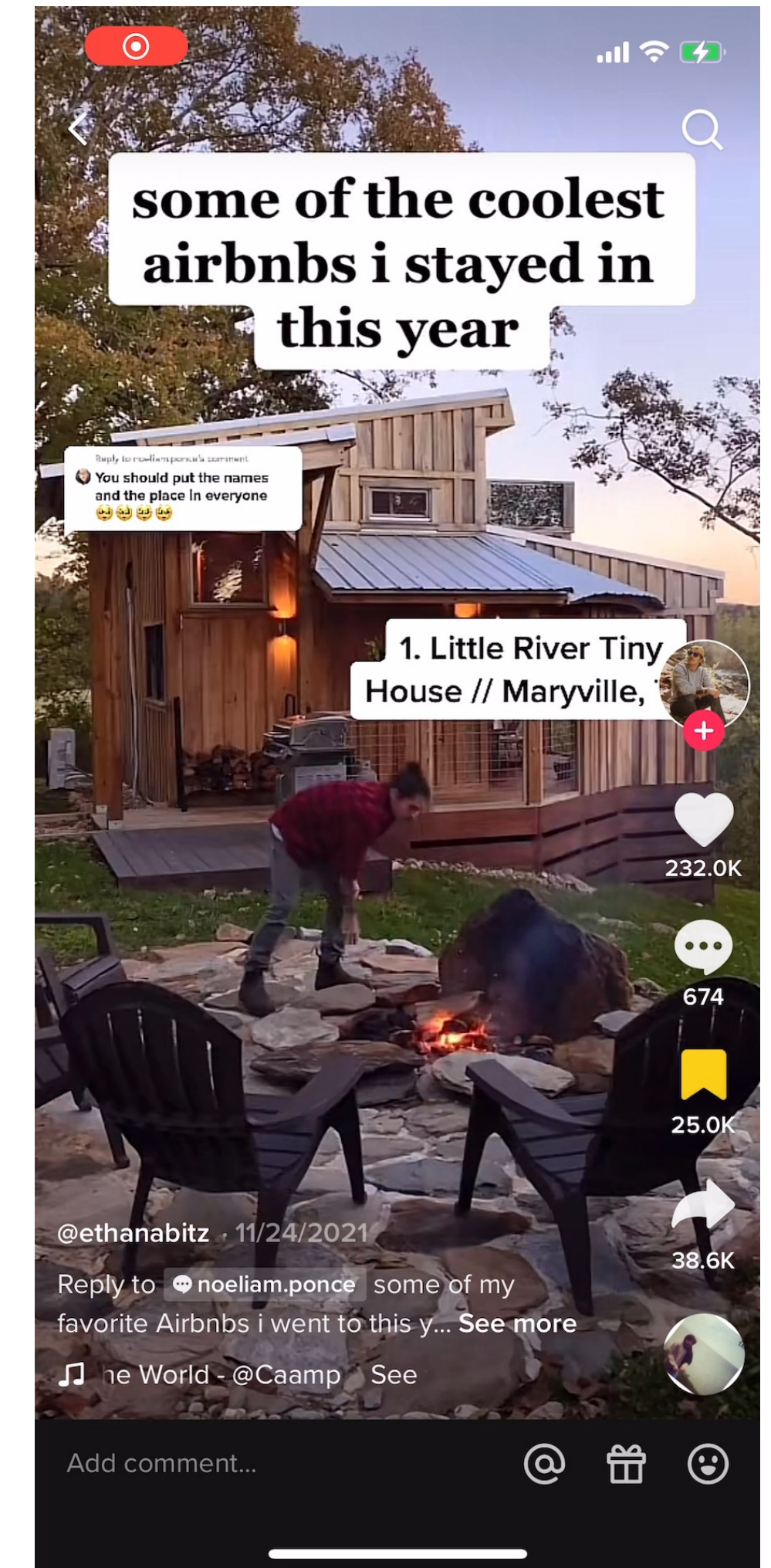
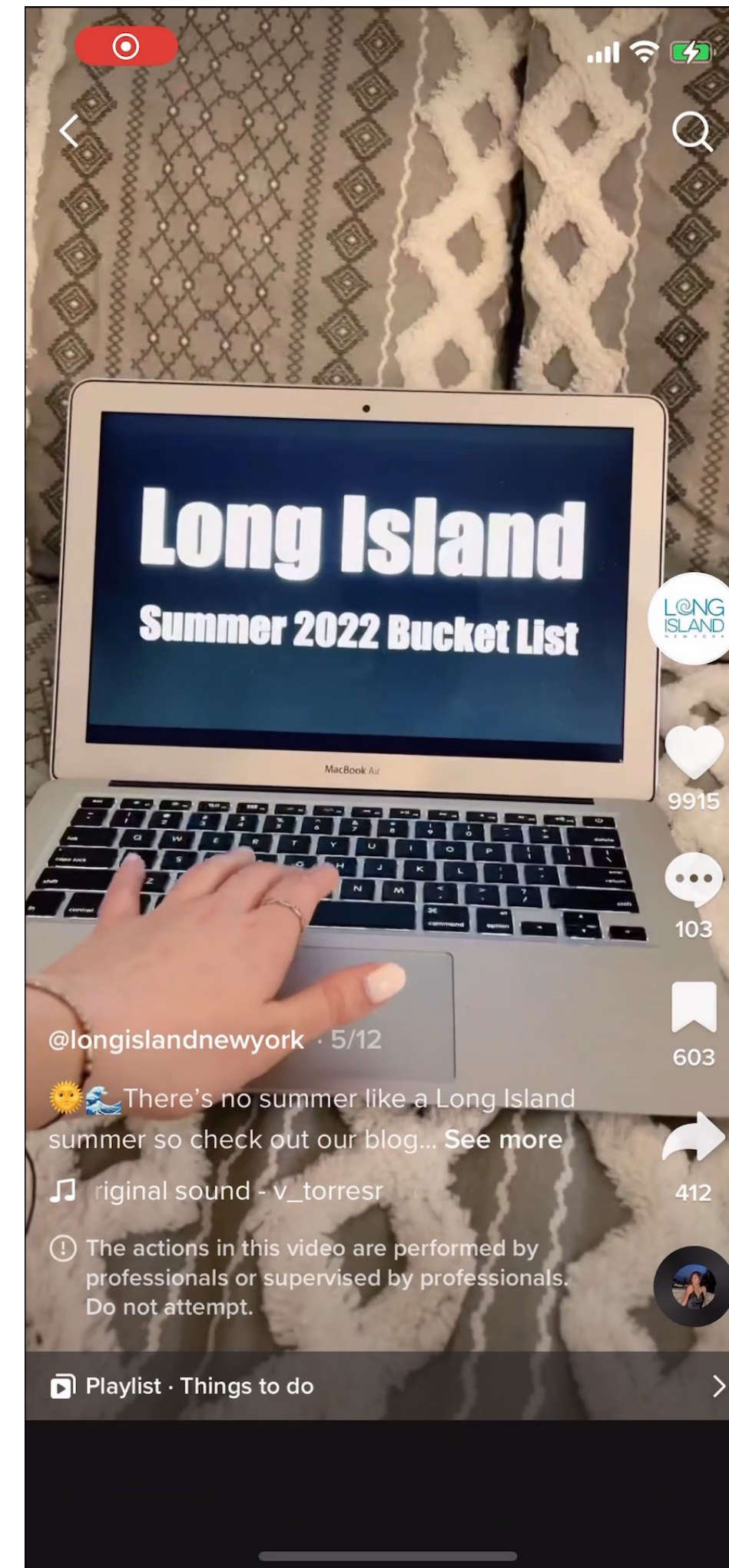


MONITOR & TEST TOP CONTENT THEMES

Nature

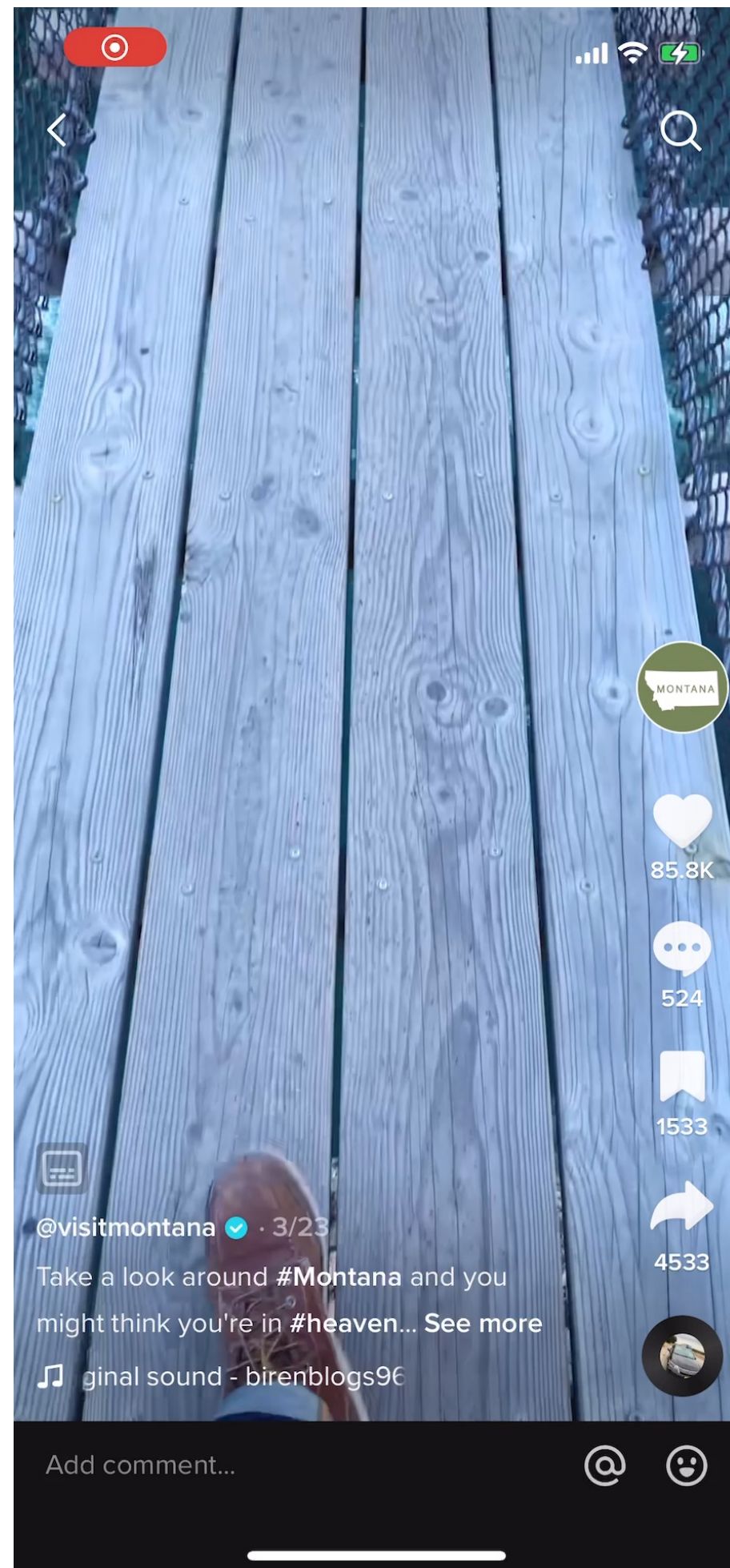


Round Ups

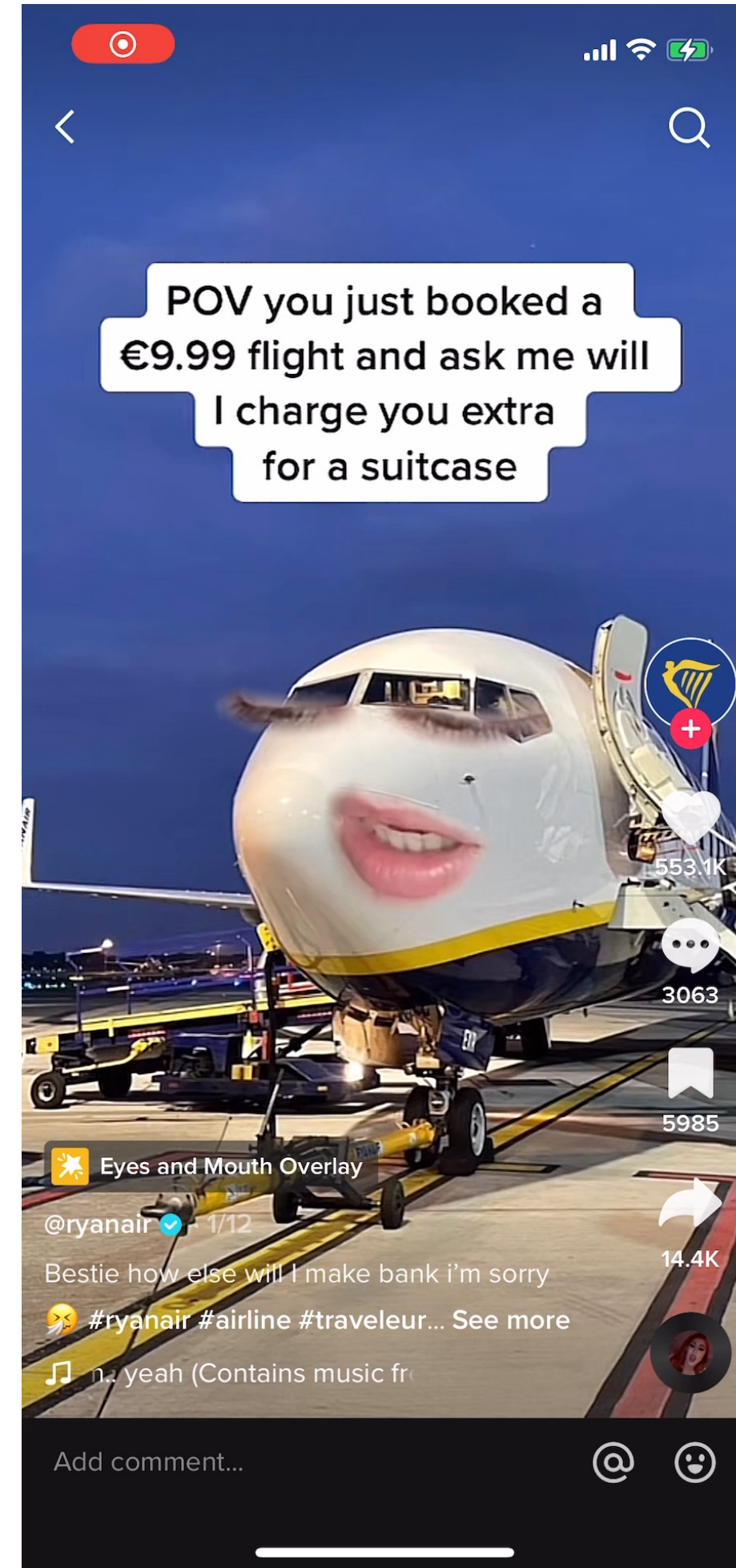


MONITOR & TEST TOP CONTENT THEMES

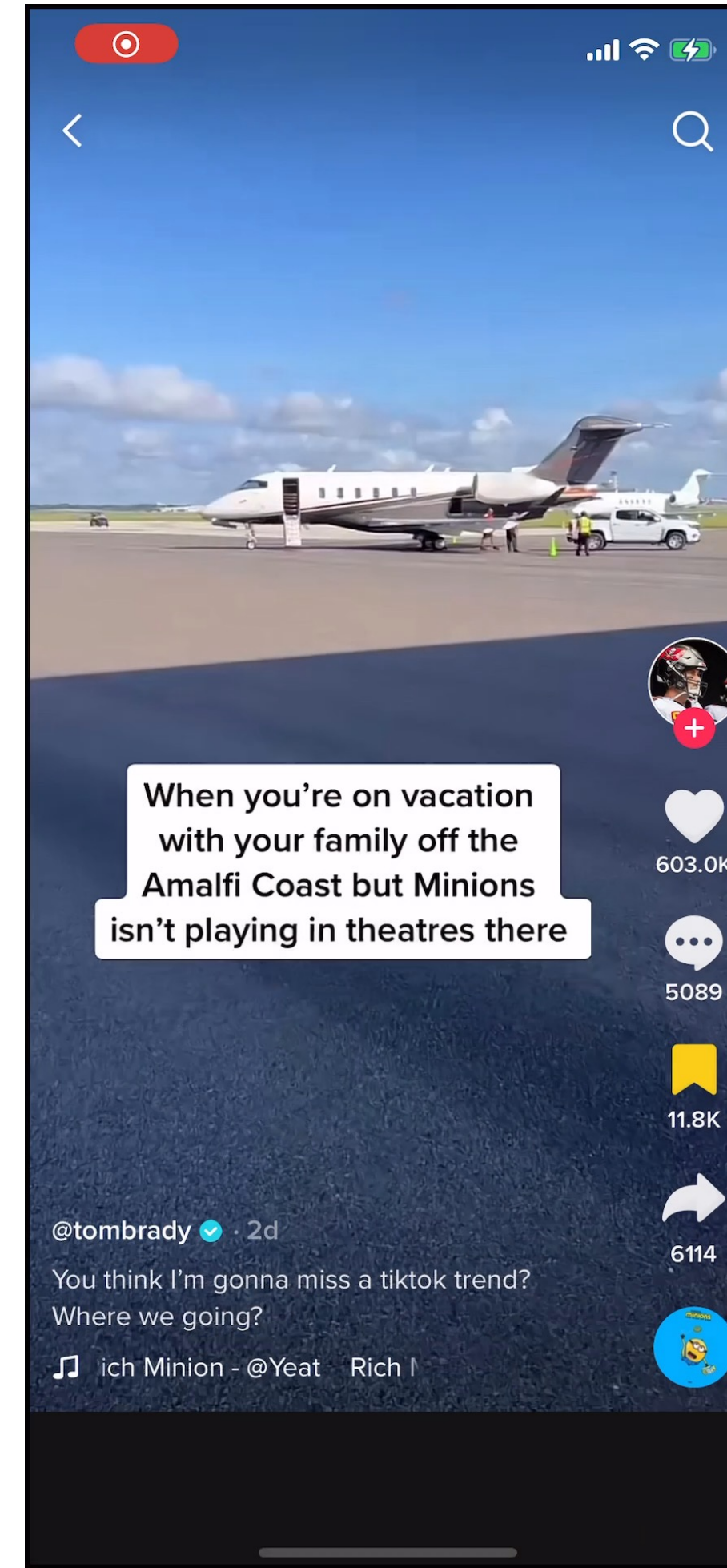
Trending Sounds



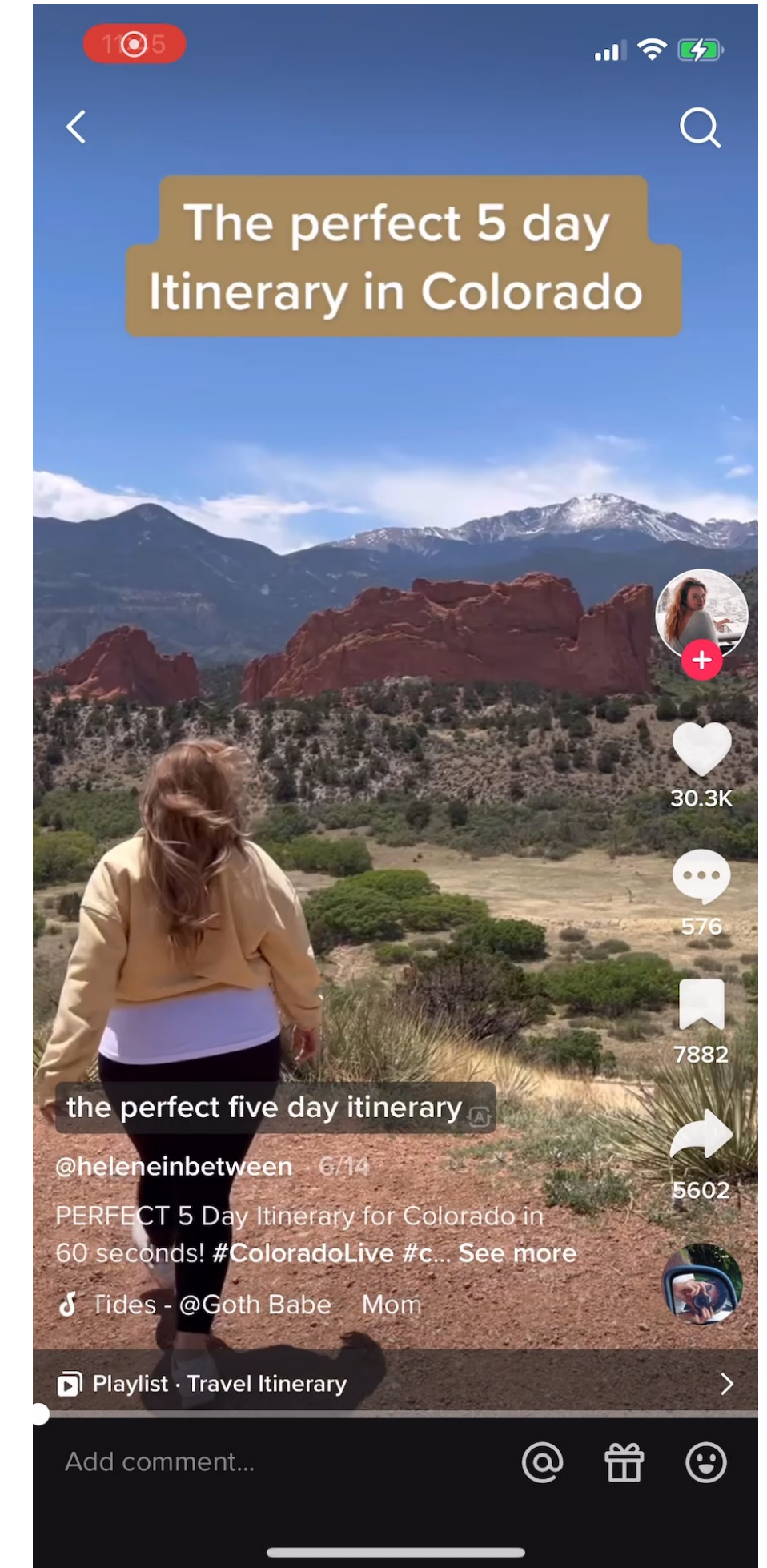
Humor



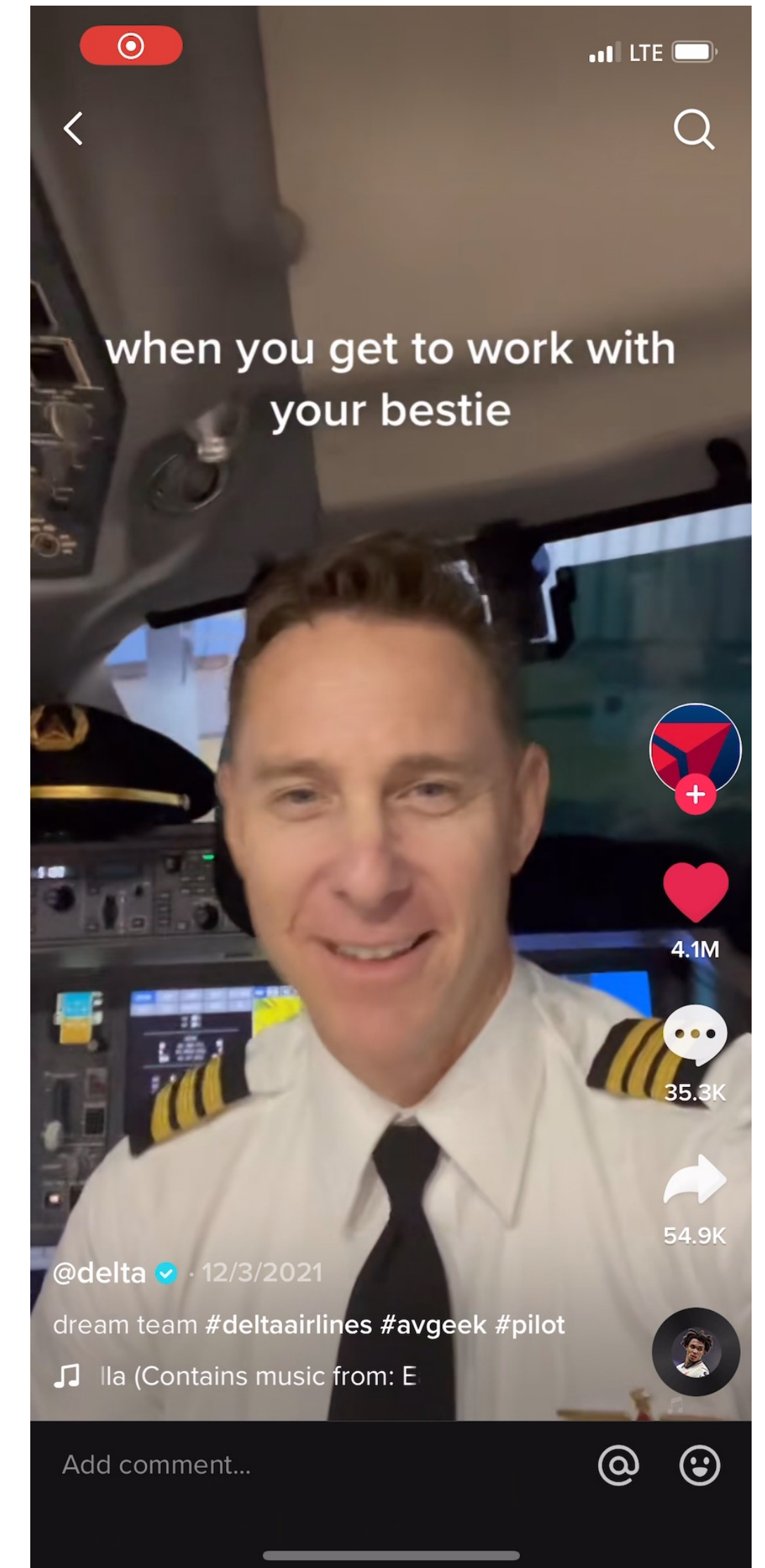
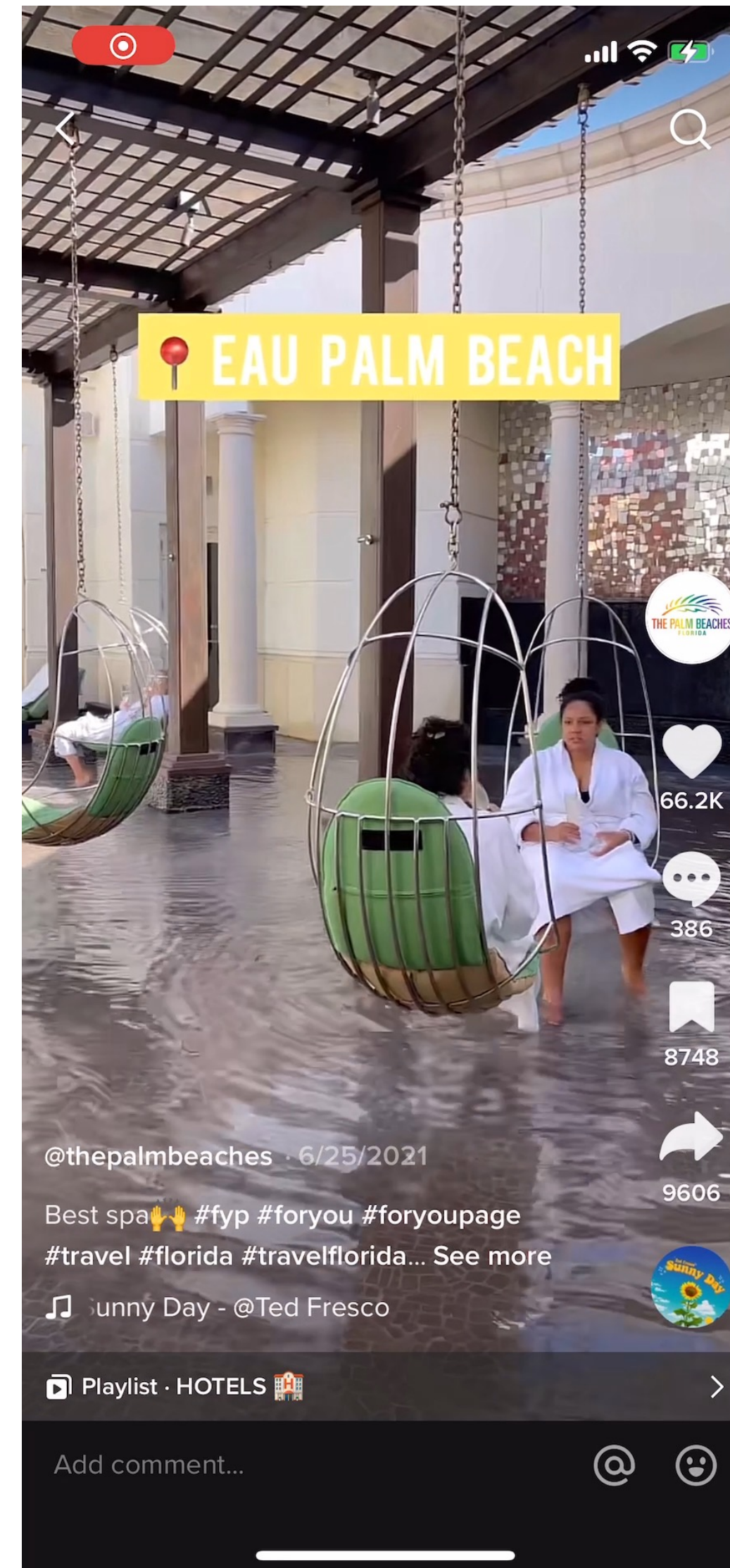
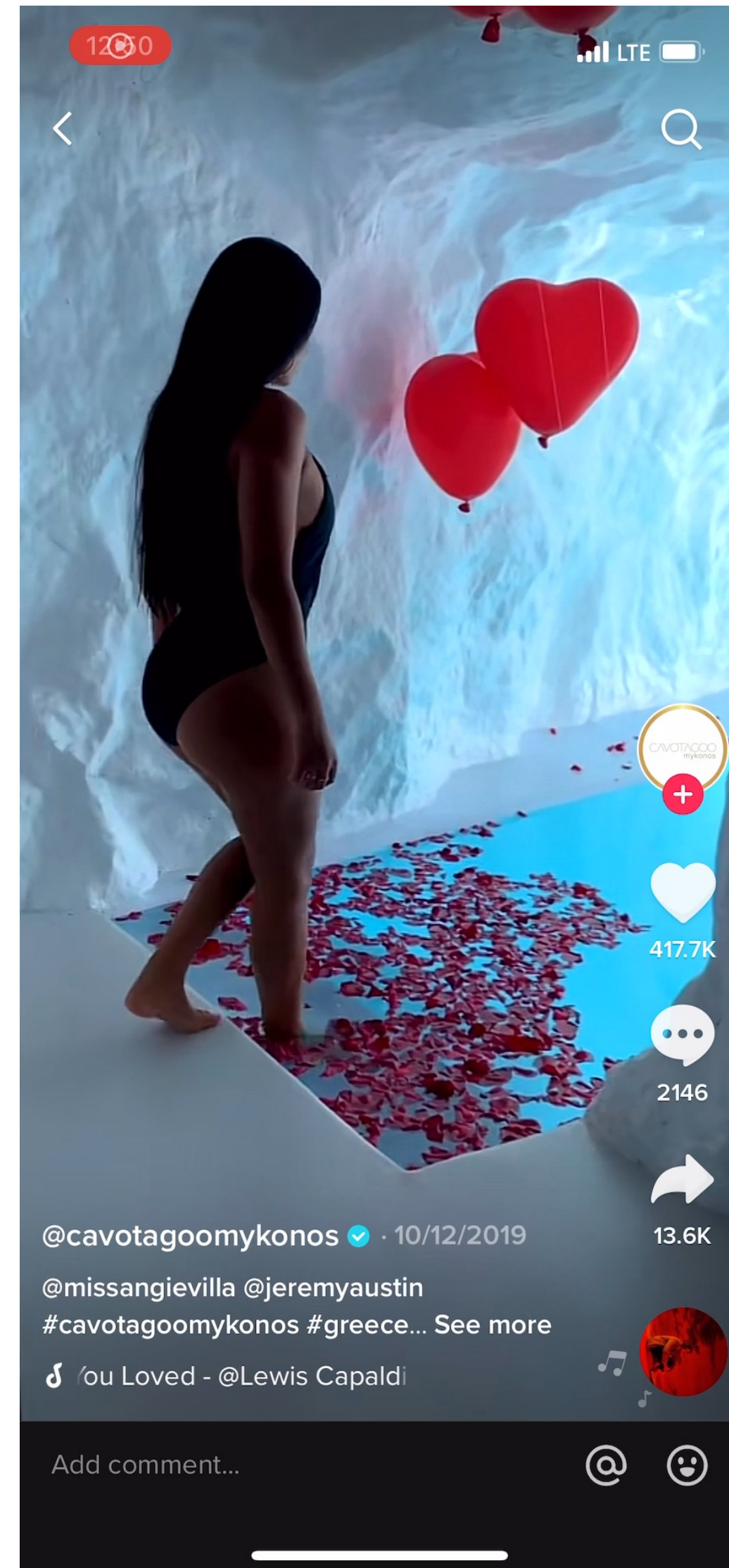
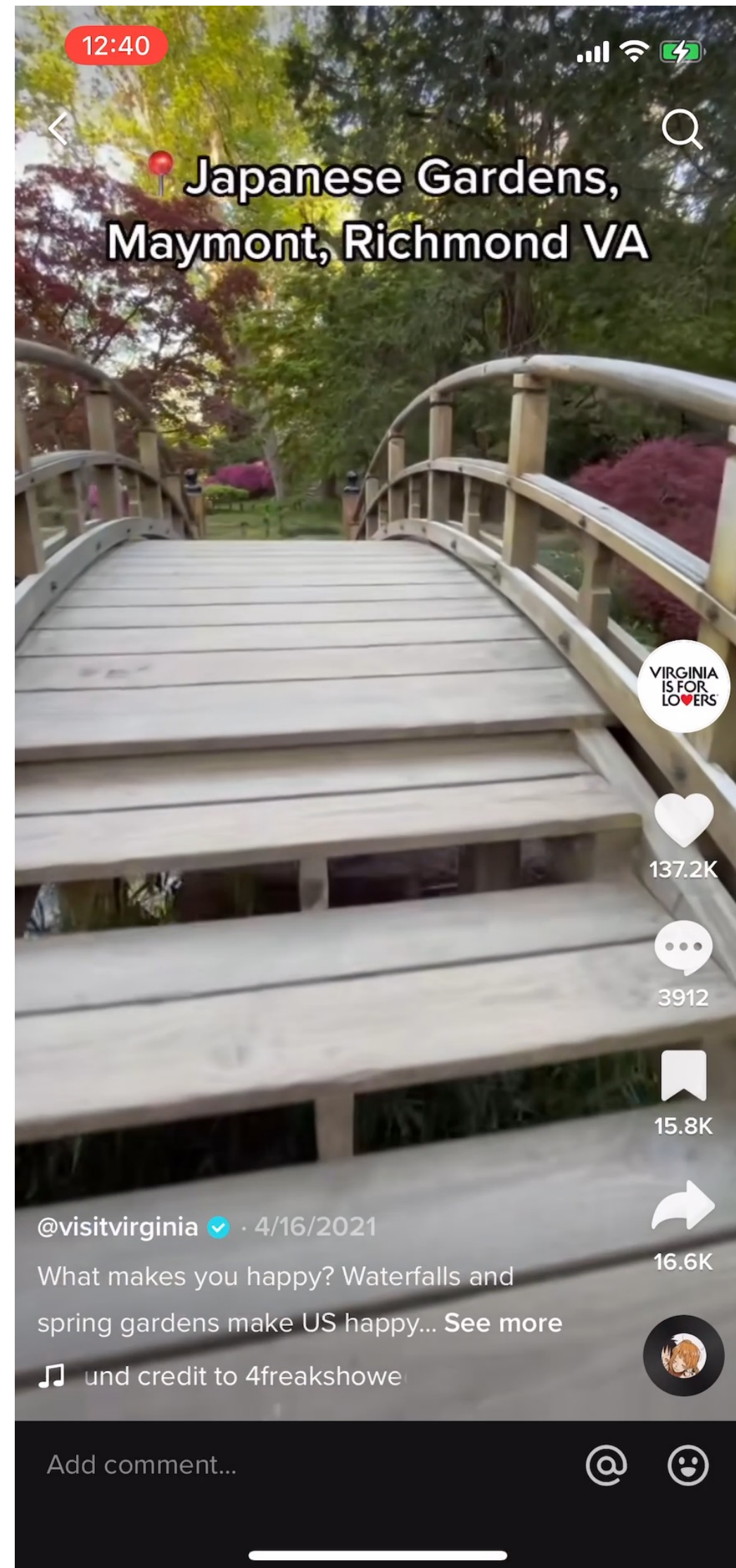
Current Crazes



Road Trips



TRAVEL BRANDS WITH STELLAR TIKTOKS



NATIONAL BRANDS WITH STELLAR TIKTOKS



KEY TAKEAWAYS



Key takeaways for
TikTok

1. Spend time on the app & pay attention.
2. Plan , plan, plan! But leave room for experimentation.
3. Cross promote.

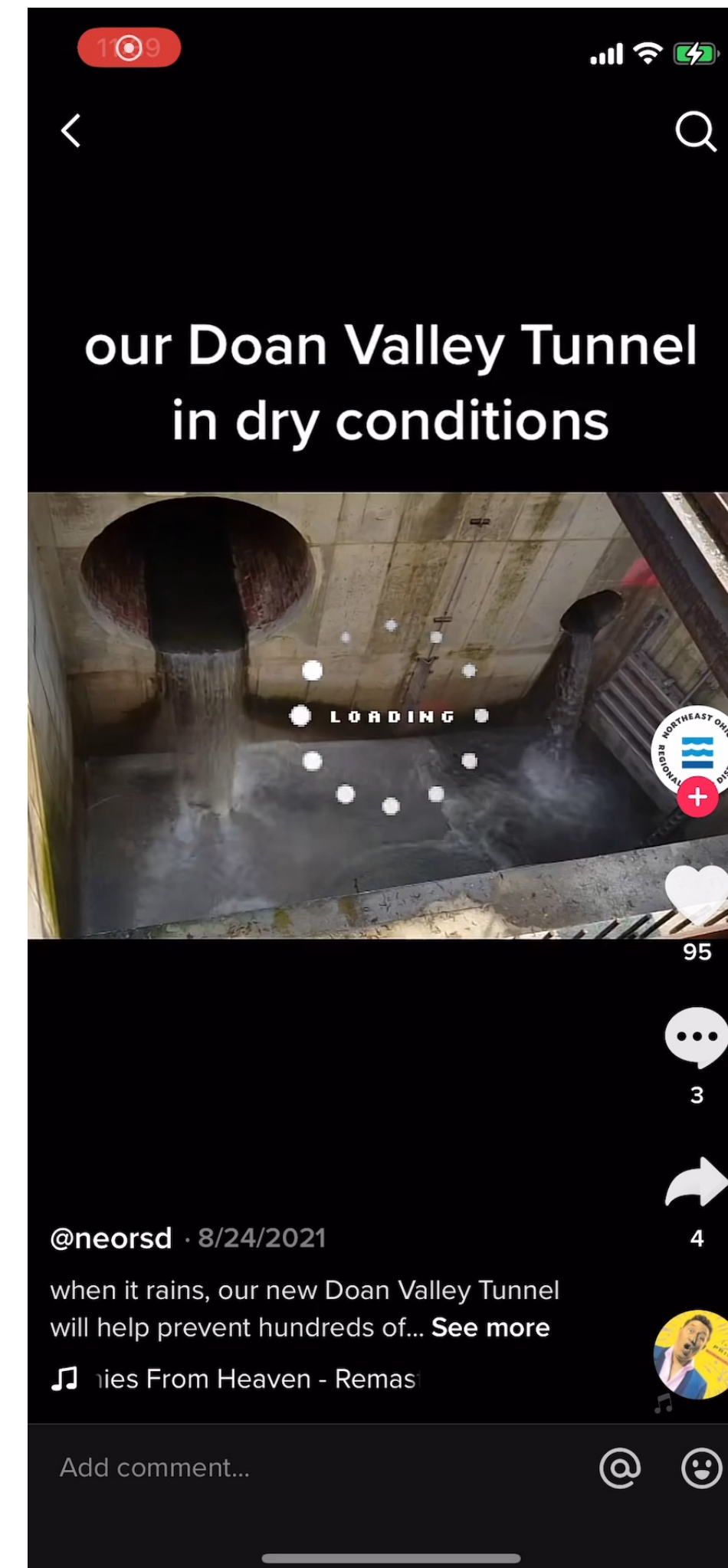
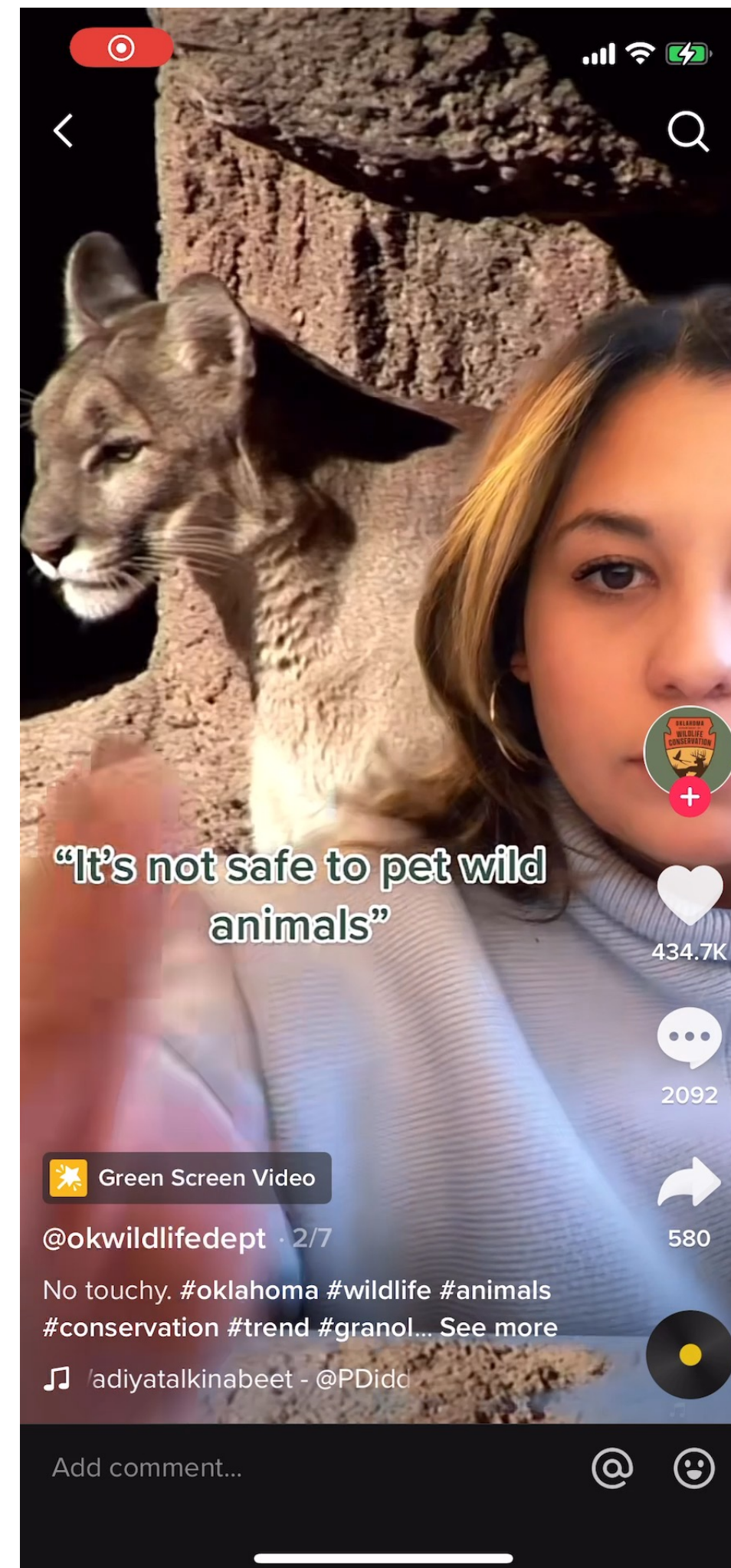
Additional Resources

Destination  Analysts

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BONUS TAKEAWAY: HAVE FUN!

You might be intimidated after watching some of those examples, but we'll leave you with these:



THE STATE OF THE AMERICAN TRAVELER: TECHNOLOGY EDITION

Research, slides and other resources will be available at

www.milespartnership.com/SAT

www.destinationanalysts.com



Destination  Analysts

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See you in Toronto! Destinations International Annual Convention July 19-21

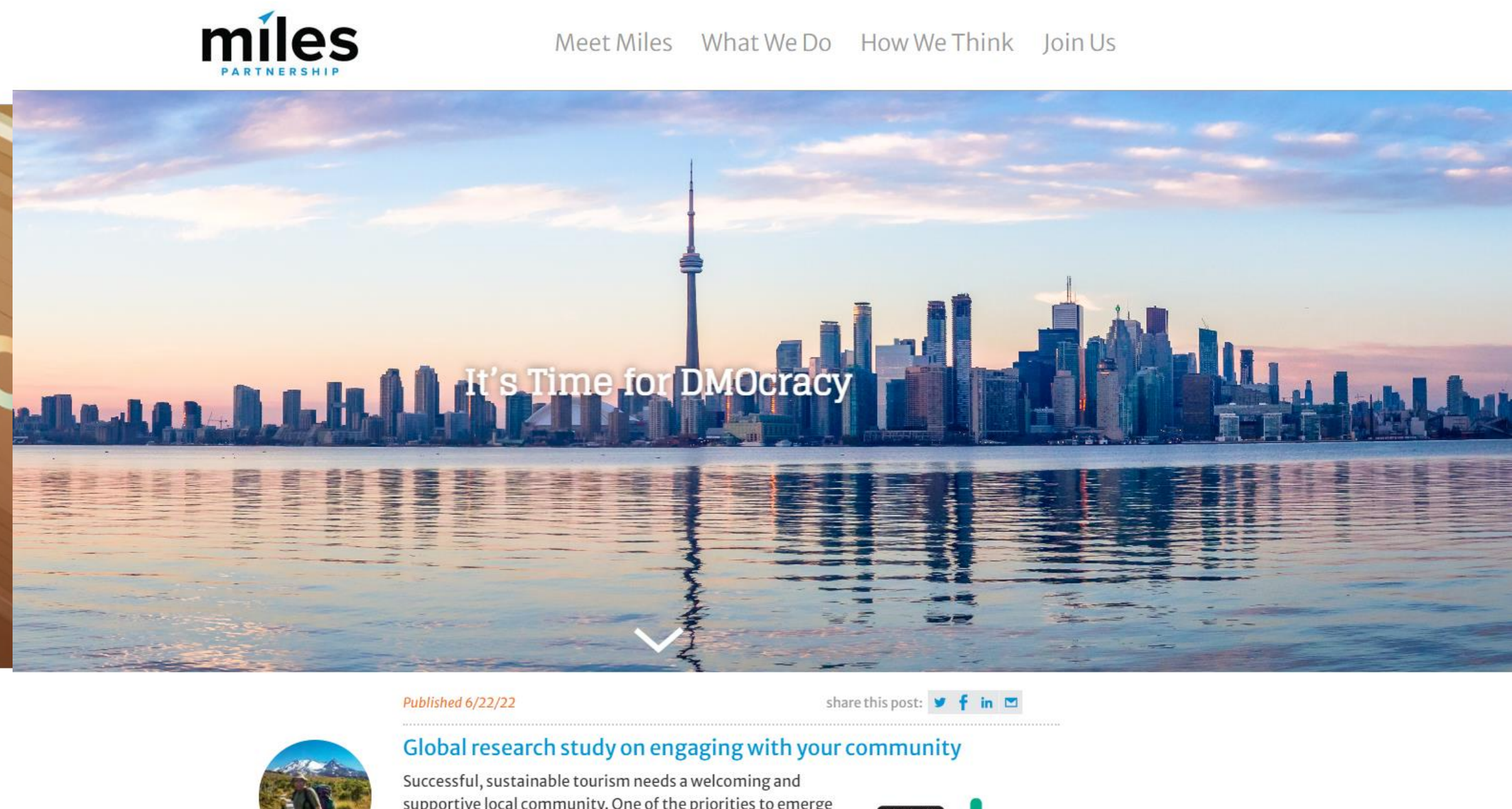
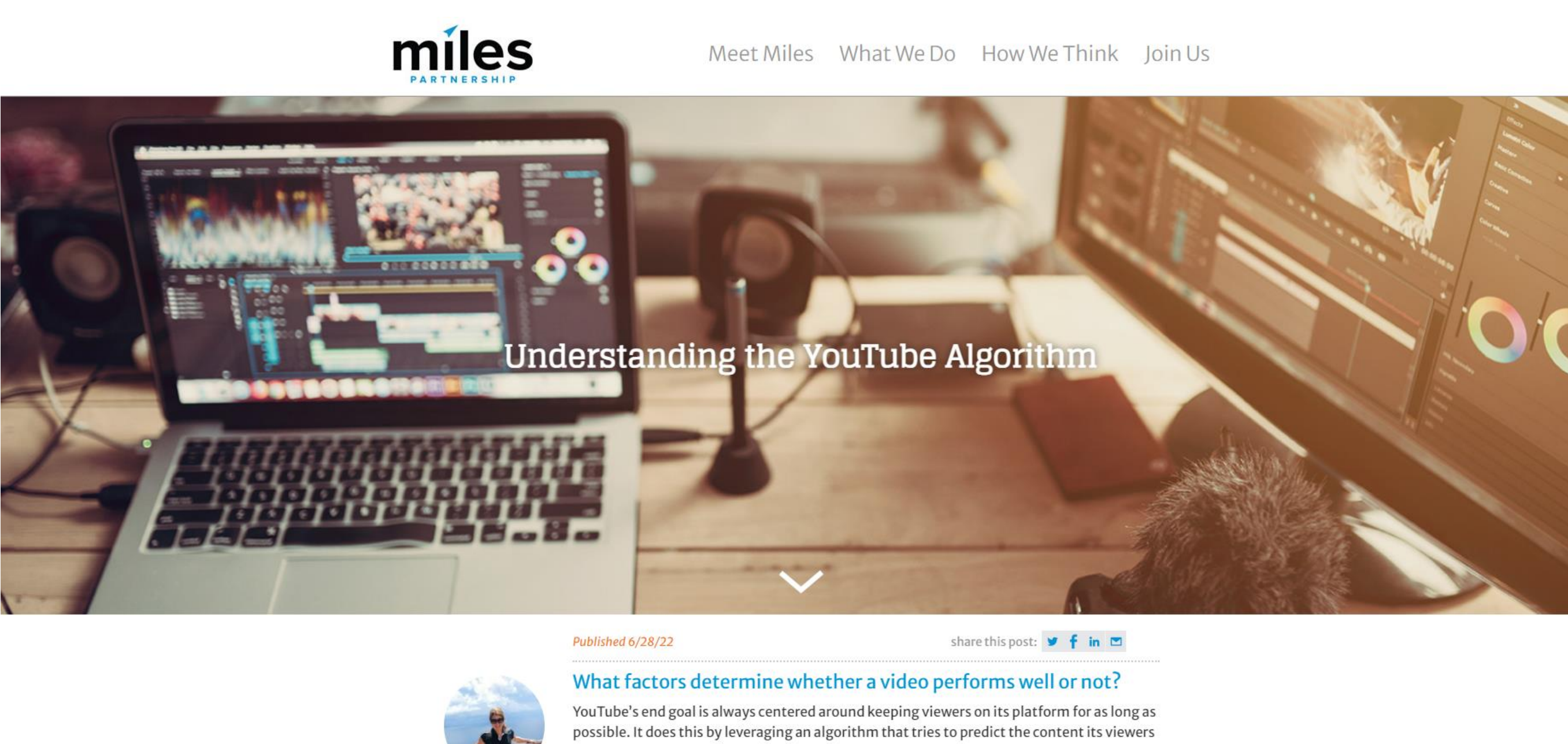


Global All-Stars Mainstage – Netherlands, LA, West Virginia
Break Out Sessions



On the Miles Blog – www.MilesPartnership.com/blog

- Storytelling through Social-First Content: TikTok
- Three Tips for Approaching Pride – LGBTQ+ Marketing
- Understanding the YouTube Algorithm - Video Marketing
- Its Time for DMOcracy – Global Research on Community Engagement



UPCOMING WEBINAR

DESTINATION MARKETING IN THE METAVERSE

TUESDAY, AUGUST 9, 3PM ET

www.MilesPartnership.com/Metaverse

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Q&A

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