Travel Sentiment Study Wave 17

AUGUST 4, 2020
73% of travelers planning to travel in the next six months will change their travel plans due to coronavirus.

- Reduced travel plans: 47%
- Canceled trip completely: 41%
- Changed destination to one I can drive to as opposed to fly: 27%
- Changed trip from international to domestic: 15%

Base: Coronavirus Changed Travel Plans
Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison

IMPACT ON TRAVEL PLANS

Travel Sentiment Study Wave 17
Impact of COVID-19 on Upcoming Travel Plans Comparison

Base: Coronavirus Changed Travel Plans
Impact of COVID-19 on Upcoming Travel Plans Comparison

**IMPACT ON TRAVEL PLANS**

**Base: Coronavirus Changed Travel Plans**

- **Changed destination to one I can drive to as opposed to fly**
- **Changed trip from international to domestic**

*Graph showing the percentage changes over time.*

**Travel Sentiment Study Wave 17**
Factors Impacting Decisions to Travel in Next 6 Months

- **Coronavirus/COVID-19**: 6% (1), 6% (2), 16% (3), 22% (4), 50% (5)
- **Concerns about the economy**: 22% (1), 13% (2), 25% (3), 24% (4), 16% (5)
- **Transportation costs**: 25% (1), 16% (2), 25% (3), 18% (4), 15% (5)
Indicated that **Coronavirus** Would Greatly Impact their Decision to Travel in the Next Six Months
Indicated that the **Economy** Would Greatly Impact their Decision to Travel in the Next Six Months
Travel Sentiment Study Wave 17

Travelers with Travel Plans in the Next Six Months Comparison

- March 11: 76%
- March 19: 87%
- March 26: 65%
- April 1: 72%
- April 8: 70%
- April 15: 69%
- April 22: 70%
- April 29: 69%
- May 6: 67%
- May 13: 71%
- May 20: 71%
- May 27: 70%
- June 3: 72%
- June 10: 65%
- June 17: 67%
- July 1: 68%
- July 8: 72%
- July 15: 70%
- July 22: 69%
- July 29: 72%

IMPACT ON TRAVEL PLANS

0 20 40 60 80 100

July 29
July 15
July 1
June 17
June 3
May 27
May 20
May 13
May 6
April 29
April 22
April 15
April 8
April 1
March 26
March 19
March 11
Information/Cues Indicating it is Safe to Plan Domestic U.S. Travel

- Official advice from the CDC or other federal government health experts: 45%
- Official advice from your state government/governor that you can travel within your state: 28%
- Official advice from your state health department that you can travel within your state: 27%
- Federal government advice that it is safe to travel domestically: 27%
- Social distancing rules are relaxed in your state and surrounding states: 24%
- Major visitor attractions in your state and surrounding states are reopening: 18%
- Advice from the White House Coronavirus Task Force: 17%
- Deals and offers from the tourism industry promoting travel in the next month or two: 14%
- Major national visitor attractions such as Disneyland/Disney World are reopening: 10%
**IMPACT ON TRAVEL PLANS**

### Information/Cues Indicating it is Safe to Plan Domestic U.S. Travel - Comparison

- **Official advice from the CDC or other federal government health experts**
  - July 29: 54%
  - May 13: 36%
  - Apr 22: 57%

- **Official advice from your state government/governor that you can travel within your state**
  - July 29: 28%
  - May 13: 33%
  - Apr 22: 36%

- **Official advice from your state health department that you can travel within your state**
  - July 29: 27%
  - May 13: 31%
  - Apr 22: 36%

- **Federal government advice that it is safe to travel domestically**
  - July 29: 27%
  - May 13: 33%
  - Apr 22: 37%

- **Social distancing rules are relaxed in your state and surrounding states**
  - July 29: 24%
  - May 13: 33%
  - Apr 22: 33%

- **Major visitor attractions in your state and surrounding states are reopening**
  - July 29: 18%
  - May 13: 17%
  - Apr 22: 14%

- **Advice from the White House Coronavirus Task Force**
  - July 29: 17%
  - May 13: 18%
  - Apr 22: 24%

- **Deals and offers from the tourism industry promoting travel in the next month or two**
  - July 29: 10%
  - May 13: 14%
  - Apr 22: 4%

- **Major national visitor attractions such as Disneyland/Disney World are reopening**
  - July 29: 10%
  - May 13: 16%
  - Apr 22: 11%

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*Travel Sentiment Study Wave 17*
Perceptions of Safety and Travel

I support opening up my community to visitors

- Strongly disagree: 17%
- Disagree: 20%
- Neutral: 28%
- Agree: 25%
- Strongly agree: 11%

I feel safe traveling outside my community

- Strongly disagree: 13%
- Disagree: 19%
- Neutral: 25%
- Agree: 29%
- Strongly agree: 14%

I would feel safe dining in local restaurants and shopping in retail stores in my community

- Strongly disagree: 17%
- Disagree: 22%
- Neutral: 20%
- Agree: 26%
- Strongly agree: 15%
I Support Opening Up My Community to Visitors
Comparison of Travelers Who Strongly Agree or Agree

- May 6: 35%
- May 13: 31%
- May 20: 36%
- May 27: 40%
- June 3: 46%
- June 17: 41%
- July 1: 34%
- July 15: 36%
- July 29: 36%
I Feel Safe Traveling Outside My Community
Comparison of Travelers Who Strongly Agree or Agree

<table>
<thead>
<tr>
<th>Date</th>
<th>% Strongly Agree</th>
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<tbody>
<tr>
<td>May 6</td>
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<tr>
<td>July 29</td>
<td>43%</td>
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</tbody>
</table>
I Would Feel Safe Dining in Local Restaurants and Shopping in Retail Stores Within My Community
Comparison of Travelers Who Strongly Agree or Agree
Additional Resources

Longwoods International Research
longwoods-intl.com/news

Miles Partnership COVID-19 Communication Center
covid19.milespartnership.com
Thank You