Travel Sentiment Study Wave 19

SEPTEMBER 1, 2020
COVID-19

TRAVEL SENTIMENT STUDY
WAVE 19

Fielded August 26, 2020
U.S. National Sample of 1,000 adults 18+
73% of travelers planning to travel in the next six months will change their travel plans due to coronavirus.

- Reduced travel plans: 51%
- Canceled trip completely: 37%
- Changed destination to one I can drive to as opposed to fly: 29%
- Changed trip from international to domestic: 21%

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 19

Aug 26  Aug 12  July 29  July 15  July 1  June 3  June 17  July 1  July 15  July 29  Aug 12  Aug 26

58% 75% 84% 84% 85% 82% 82% 79% 77% 77% 73% 75% 69% 69% 76% 77% 73% 73% 73%
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**

- **30%**
- **22%**
- **25%**
- **26%**
- **27%**
- **28%**
- **29%**
- **27%**
- **27%**
- **27%**
- **29%**

Changed destination to one I can drive to as opposed to fly

Changed trip from international to domestic

**Base: Coronavirus Changed Travel Plans**
Factors Impacting Decisions to Travel in Next 6 Months

- **Coronavirus/COVID-19**
  - 9%: 1 - No impact at all
  - 7%: 2
  - 12%: 3
  - 26%: 4
  - 46%: 5 - Greatly impact

- **Concerns about the economy**
  - 19%: 1 - No impact at all
  - 14%: 2
  - 24%: 3
  - 20%: 4
  - 23%: 5 - Greatly impact

- **Transportation costs**
  - 18%: 1 - No impact at all
  - 15%: 2
  - 23%: 3
  - 21%: 4
  - 23%: 5 - Greatly impact
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
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IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison

- Mar 11: 87%
- Mar 19: 76%
- Mar 26: 72%
- Apr 1: 65%
- Apr 8: 70%
- Apr 15: 72%
- Apr 22: 69%
- Apr 29: 70%
- May 6: 69%
- May 13: 71%
- May 20: 71%
- May 27: 70%
- June 3: 72%
- June 10: 65%
- June 17: 67%
- July 1: 68%
- July 8: 64%
- July 15: 69%
- July 22: 69%
- July 29: 72%
- Aug 5: 69%
- Aug 12: 72%
- Aug 19: 87%
First Trip Travelers Will Take in the Next Six Weeks

- 35% I am not planning to take a trip in the next 6 weeks
- 15% Travel by car to see friends and relatives within 200 miles in the U.S.
- 11% Travel by car to see friends and relatives more than 200 miles in the U.S.
- 10% I will vacation at home first (i.e., staycation)
- 9% Travel by plane to see friends and relatives in the U.S.
- 8% Travel by car for a vacation/getaway within 200 miles (not to see friends/relatives) in the U.S.
- 5% Travel by car for a vacation/getaway more than 200 miles (not to see friends/relatives) in the U.S.
- 5% Travel by plane for a vacation/getaway (not to see friends/relatives) in the U.S.
- 1% International trip to Canada or Mexico
- 1% Trip to another international destination
### IMPACT ON TRAVEL PLANS

**First Trip Travelers Will Take in the Next Six Weeks**

- I am not planning to take a trip in the next 6 weeks: 34% (Aug 26), 35% (Jul 1), 34% (May 27)
- Travel by car to see friends and relatives within 200 miles in the U.S.: 14% (Aug 26), 15% (Jul 1), 14% (May 27)
- Travel by car to see friends and relatives more than 200 miles in the U.S.: 12% (Aug 26), 11% (Jul 1), 11% (May 27)
- I will vacation at home first (i.e., staycation): 9% (Aug 26), 8% (Jul 1), 9% (May 27)
- Travel by plane to see friends and relatives in the U.S.: 7% (Aug 26), 8% (Jul 1), 7% (May 27)
- Travel by car for a vacation/getaway within 200 miles (not to see friends/relatives) in the U.S.: 8% (Aug 26), 8% (Jul 1), 8% (May 27)
- Travel by car for a vacation/getaway more than 200 miles (not to see friends/relatives) in the U.S.: 7% (Aug 26), 9% (Jul 1), 7% (May 27)
- Travel by plane for a vacation/getaway (not to see friends/relatives) in the U.S.: 4% (Aug 26), 5% (Jul 1), 4% (May 27)
- International trip to Canada or Mexico: 1% (Aug 26), 1% (Jul 1), 1% (May 27)
- Trip to another international destination: 1% (Aug 26), 1% (Jul 1), 1% (May 27)
TRAVEL PERCEPTIONS

Perceptions of Safety and Travel

1. I support opening up my community to visitors
   - 10% Strongly disagree
   - 18% Disagree
   - 29% Neutral
   - 26% Agree
   - 18% Strongly agree

2. I feel safe traveling outside my community
   - 8% Strongly disagree
   - 16% Disagree
   - 26% Neutral
   - 33% Agree
   - 16% Strongly agree

3. I would feel safe dining in local restaurants and shopping in retail stores in my community
   - 13% Strongly disagree
   - 17% Disagree
   - 23% Neutral
   - 29% Agree
   - 19% Strongly agree
I Support Opening Up My Community to Visitors
Comparison of Travelers Who Strongly Agree or Agree

<table>
<thead>
<tr>
<th>Date</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>May 6</td>
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<tr>
<td>Aug 12</td>
<td>35%</td>
</tr>
<tr>
<td>Aug 26</td>
<td>44%</td>
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I Feel Safe Traveling Outside My Community
Comparison of Travelers Who Strongly Agree or Agree

Travel Sentiment Study Wave 19
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