Travel Sentiment Study Wave 23

OCTOBER 27, 2020

Longwoods International | miles partnership
66% of travelers planning to travel in the next six months will change their travel plans due to coronavirus.

- Reduced travel plans: 45%
- Canceled trip completely: 38%
- Changed destination to one I can drive to as opposed to fly: 33%
- Changed trip from international to domestic: 22%

(Base: Coronavirus Changed Travel Plans)
IMPACT ON TRAVEL PLANS

Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison

100

50

0


Travel Sentiment Study Wave 23
Impact of COVID-19 on Upcoming Travel Plans Comparison

Base: Coronavirus Changed Travel Plans

- **Canceled trip completely**
- **Reduced travel plans**
Impact of COVID-19 on Upcoming Travel Plans Comparison

- 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**
  - 8% (1)
  - 9% (2)
  - 14% (3)
  - 23% (4)
  - 47% (5)

- **Concerns about the economy**
  - 19% (1)
  - 18% (2)
  - 23% (3)
  - 19% (4)
  - 21% (5)

- **Transportation costs**
  - 17% (1)
  - 15% (2)
  - 27% (3)
  - 22% (4)
  - 19% (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
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison

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Factors Preventing Travelers From Taking a Trip

- I am concerned about spreading/contracting the coronavirus: 53%
- Health and safety protocols* are unclear in the destinations I’m interested in visiting: 37%
- I am concerned about my health: 36%
- There are travel restrictions** in the destinations I’m interested in visiting: 35%
- Attractions and dining options are limited in destinations I’m interested in visiting: 26%
- I am uncertain about my future financial situation: 26%
- I am not sure if visitors are welcome in the destinations I’m interested in visiting: 21%
- Other: 1%

* e.g., mask requirements, social distancing
** e.g., travel quarantines

Base: All Travelers

13% have no hesitations about traveling
Perceptions of Safety and Travel

I do not plan to travel until there is a COVID-19 vaccine

I support opening up my community to visitors

I feel safe traveling outside my community

I would feel safe dining in local restaurants and shopping in retail stores in my community
I Support Opening Up My Community to Visitors
Comparison of Travelers Who Strongly Agree or Agree

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I Feel Safe Traveling Outside My Community
Comparison of Travelers Who Strongly Agree or Agree

Travel Sentiment Study Wave 23
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/covid-19

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