Travel Sentiment Study Wave 21

SEPTEMBER 29, 2020
COVID-19

TRAVEL SENTIMENT STUDY
WAVE 21

Fielded September 23, 2020
U.S. National Sample of 1,000 adults 18+
69% of travelers planning to travel in the next six months will change their travel plans due to coronavirus.

- Canceled trip completely: 44%
- Reduced travel plans: 41%
- Changed destination to one I can drive to as opposed to fly: 33%
- Changed trip from international to domestic: 16%

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

IMPACT ON TRAVEL PLANS

Mar 11: 58%
Mar 19: 58%
Mar 26: 75%
Apr 1: 84%
Apr 8: 84%
Apr 15: 85%
Apr 22: 82%
Apr 29: 82%
May 6: 79%
May 13: 77%
May 20: 77%
May 27: 73%
June 3: 75%
June 17: 69%
July 1: 69%
July 15: 76%
July 29: 77%
Aug 12: 73%
Aug 26: 73%
Sep 9: 67%
Sep 23: 69%

Travel Sentiment Study Wave 21
Impact of COVID-19 on Upcoming Travel Plans Comparison

Base: Coronavirus Changed Travel Plans

Travel Sentiment Study Wave 21
Impact of COVID-19 on Upcoming Travel Plans Comparison

- **30%**: Changed destination to one I can drive to as opposed to fly
- **33%**: 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)
  - 17% (3)
  - 19% (4)
  - 50% (5) Greatly impact

- **Concerns about the economy**
  - 20% (1) No impact at all
  - 13% (2)
  - 27% (3)
  - 18% (4)
  - 22% (5) Greatly impact

- **Transportation costs**
  - 21% (1) No impact at all
  - 13% (2)
  - 26% (3)
  - 22% (4)
  - 18% (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.
IMPACT ON TRAVEL PLANS

Practices, Programs, and Facilities Important to Travelers Considering Where to Stay in the Next Six Months

- The lodging property has a clear cleaning & hygiene program: 55%
- The lodging property has a mask wearing requirement and/or social distancing policies in public areas: 47%
- All staff at the lodging property are regularly tested (e.g., weekly) for COVID-19: 42%
- The lodging property's staff are required to use personal protective equipment: 41%
- Rooms are unused for at least 24-48 hours before check-in: 35%
- Outdoor seating is set up for social distancing: 31%
- The rooms are equipped with kitchens/kitchenettes: 28%
- Outdoor dining/bar options are available: 28%
- I am not planning to stay in any lodging accommodations in the next 6 months: 20%
- Other: 2%
Perceptions of Safety and Travel

I support opening up my community to visitors

- Strongly disagree: 12%
- Disagree: 16%
- Neutral: 29%
- Agree: 27%
- Strongly agree: 16%

I feel safe traveling outside my community

- Strongly disagree: 9%
- Disagree: 15%
- Neutral: 26%
- Agree: 35%
- Strongly agree: 15%

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

- Strongly disagree: 14%
- Disagree: 15%
- Neutral: 24%
- Agree: 31%
- Strongly agree: 17%
I Support Opening Up My Community to Visitors
Comparison of Travelers Who Strongly Agree or Agree

Travel Sentiment Study Wave 21
I Feel Safe Traveling Outside My Community
Comparison of Travelers Who Strongly Agree or Agree

TRAVEL PERCEPTIONS

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<thead>
<tr>
<th>Date</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>May 6</td>
<td>40%</td>
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<tr>
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<td>Sep 23</td>
<td>50%</td>
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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