COVID-19

TRAVEL SENTIMENT STUDY
WAVE 24

Fielded November 4, 2020
U.S. National Sample of 1,000 adults 18+
of travelers planning to travel in the next six months will change their travel plans due to coronavirus

69%

Reduced travel plans: 48%
Canceled trip completely: 36%
Changed destination to one I can drive to as opposed to fly: 29%
Changed trip from international to domestic: 19%

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

Base: Coronavirus Changed 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): No impact at all
  - 9% (2)
  - 15% (3)
  - 21% (4)
  - 47% (5): Greatly impact

- Concerns about the economy:
  - 21% (1)
  - 15% (2)
  - 29% (3)
  - 17% (4)
  - 19% (5)

- Transportation costs:
  - 20% (1)
  - 17% (2)
  - 29% (3)
  - 17% (4)
  - 18% (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

Travel Sentiment Study Wave 24
UPCOMING HOLIDAY TRAVEL PLANS*

53% are not planning to take a trip this holiday season

38% will travel by car

17% will travel by plane

*Involving traveling at least 50 miles from home

Travel Sentiment Study Wave 24
UPCOMING HOLIDAY TRAVEL PLANS*

Comparison to Wave 22 (October 7th)

53% are not planning to take a trip this holiday season

38% will travel by car

17% will travel by plane

*Involving traveling at least 50 miles from home

Base: All travelers

Travel Sentiment Study Wave 24
UPCOMING HOLIDAY TRAVEL PLANS*

Comparison to Wave 22 (October 7th)

Travel by Car

- Thanksgiving: 23% (November 4), 25% (October 7)
- Christmas/Hanukkah/Kwanzaa: 11% (November 4), 12% (October 7)
- New Year's Eve: 2% (November 4), 5% (October 7)
- Other Holiday Celebrations: 5% (November 4), 2% (October 7)

Travel by Air

- Thanksgiving: 8% (November 4), 5% (October 7)
- Christmas/Hanukkah/Kwanzaa: 10% (November 4), 8% (October 7)
- New Year's Eve: 7% (November 4), 5% (October 7)
- Other Holiday Celebrations: 1% (November 4), 2% (October 7)

*Involving traveling at least 50 miles from home

Travel Sentiment Study Wave 24

Base: All travelers
Perceptions of Safety and Travel

- I do not plan to travel until there is a COVID-19 vaccine: 20% Strongly disagree, 25% Disagree, 21% Neutral, 18% Agree, 16% Strongly agree
- I support opening up my community to visitors: 10% Strongly disagree, 19% Disagree, 32% Neutral, 25% Agree, 14% Strongly agree
- I feel safe traveling outside my community: 9% Strongly disagree, 15% Disagree, 30% Neutral, 32% Agree, 14% Strongly agree
- I would feel safe dining in local restaurants and shopping in retail stores in my community: 12% Strongly disagree, 19% Disagree, 22% Neutral, 31% Agree, 16% Strongly agree
I Support Opening Up My Community to Visitors
Comparison of Travelers Who Strongly Agree or Agree
I Feel Safe Traveling Outside My Community
Comparison of Travelers Who Strongly Agree or Agree

- 40% on 5/6
- 35% on 6/1
- 42% on 6/3
- 43% on 6/7
- 44% on 6/17
- 46% on 7/1
- 41% on 7/15
- 38% on 7/29
- 43% on 8/12
- 39% on 8/26
- 49% on 9/9
- 50% on 9/23
- 50% on 10/7
- 48% on 10/21
- 46% on 11/4
- 46% on 11/4
I Would Feel Safe Dining in Local Restaurants and Shopping in Retail Stores Within My Community
Comparison of Travelers Who Strongly Agree or Agree

TRAVEL PERCEPTIONS

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Additional Resources

Longwoods International Research
longwoods-intl.com/covid-19

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