COVID-19

TRAVEL SENTIMENT STUDY
WAVE 27

Fielded December 16-20, 2020
U.S. National Sample of 1,000 adults 18+
72% 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: 29%
- Changed trip from international to domestic: 15%

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

IMPACT ON TRAVEL PLANS

*Fielded 12/16 – 12/20
Travel Sentiment Study Wave 27
Impact of COVID-19 on Upcoming Travel Plans Comparison

*Fielded 12/16 – 12/20
Travel Sentiment Study Wave 27
Impact of COVID-19 on Upcoming Travel Plans Comparison

Base: Coronavirus Changed Travel Plans

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Travel Sentiment Study Wave 27

- Changed destination to one I can drive to as opposed to fly
- Changed trip from international to domestic
Factors Impacting Decisions to Travel in Next 6 Months

- Coronavirus/COVID-19
  - 7% No impact at all
  - 7% Somewhat impact
  - 15% Moderate impact
  - 18% Greatly impact
  - 52% Very greatly impact

- Concerns about the economy
  - 21% No impact at all
  - 18% Somewhat impact
  - 27% Moderate impact
  - 14% Greatly impact
  - 20% Very greatly impact

- Transportation costs
  - 19% No impact at all
  - 16% Somewhat impact
  - 25% Moderate impact
  - 23% Greatly impact
  - 17% Very greatly impact

1 - No impact at all
2
3
4
5 - Greatly impact
Indicated that **Coronavirus** Would Greatly Impact their Decision to Travel in the Next Six Months

*Fielded 12/16 – 12/20
Travel Sentiment Study Wave 27
Indicated that the **Economy** Would Greatly Impact their Decision to Travel in the Next Six Months

*Fielded 12/16 – 12/20

Travel Sentiment Study Wave 27
Travel Sentiment Study Wave 27

IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison

*Fielded 12/16 – 12/20

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IMPACT ON TRAVEL PLANS

When do you plan to take your first trip in 2021?

- January through February 2021: 13%
- March through May 2021: 24%
- June through August 2021: 23%
- September through November 2021: 10%
- December 2021: 2%
- Still deciding, not sure: 26%
- I do not plan to take any trips in 2021: 2%
Perceptions of Safety and Travel

I do not plan to travel until there is a COVID-19 vaccine
- 15% Strongly disagree
- 17% Disagree
- 22% Neutral
- 22% Agree
- 24% Strongly agree

I support opening up my community to visitors
- 12% Strongly disagree
- 23% Disagree
- 30% Neutral
- 21% Agree
- 14% Strongly agree

I feel safe traveling outside my community
- 10% Strongly disagree
- 22% Disagree
- 25% Neutral
- 30% Agree
- 14% Strongly agree

I would feel safe dining in local restaurants and shopping in retail stores in my community
- 14% Strongly disagree
- 21% Disagree
- 22% Neutral
- 28% Agree
- 15% Strongly agree
I Do Not Plan to Travel Until There is a COVID-19 Vaccine
Comparison of Travelers Who Strongly Agree or Agree

*Fielded 12/16 – 12/20
Travel Sentiment Study Wave 27
I Support Opening Up My Community to Visitors
Comparison of Travelers Who Strongly Agree or Agree

5/6 35%
5/13 31%
5/20 36%
5/27 40%
6/3 46%
6/17 41%
6/1 34%
7/15 36%
7/29 36%
8/12 35%
8/26 44%
9/9 43%
9/23 43%
10/7 38%
10/21 41%
11/4 39%
11/18 32%
12/2 32%
12/16 35%

*Fielded 12/16 – 12/20
Travel Sentiment Study Wave 27
I Feel Safe Traveling Outside My Community
Comparison of Travelers Who Strongly Agree or Agree

*Fielded 12/16 – 12/20
Travel Sentiment Study Wave 27
I Would Feel Safe Dining in Local Restaurants and Shopping in Retail Stores Within My Community
Comparison of Travelers Who Strongly Agree or Agree

*Fielded 12/16 – 12/20
Travel Sentiment Study Wave 27
Additional Resources

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

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