COVID-19

TRAVEL SENTIMENT STUDY
WAVE 25

Fielded November 18, 2020*
U.S. National Sample of 1,000 adults 18+

*Wave 25 was fielded prior to CDC’s recommendation that Americans not travel for Thanksgiving
77% of travelers planning to travel in the next six months will change their travel plans due to coronavirus.

- Reduced travel plans: 46%
- Canceled trip completely: 35%
- Changed destination to one I can drive to as opposed to fly: 29%
- Changed trip from international to domestic: 16%

Base: Coronavirus Changed Travel Plans
Impact of COVID-19 on Upcoming Travel Plans Comparison

Base: Coronavirus Changed Travel Plans

Travel Sentiment Study Wave 25
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**
  - 7%: 1 - No impact at all
  - 8%: 2
  - 12%: 3
  - 23%: 4
  - 50%: 5 - Greatly impact

- **Concerns about the economy**
  - 19%: 1 - No impact at all
  - 14%: 2
  - 33%: 3
  - 18%: 4
  - 16%: 5 - Greatly impact

- **Transportation costs**
  - 19%: 1 - No impact at all
  - 13%: 2
  - 28%: 3
  - 20%: 4
  - 19%: 5 - Greatly impact

---

Travel Sentiment Study Wave 25
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

![Graph showing the impact on travel plans over time.](Image)
Travel Sentiment Study Wave 25

Impact on Travel Plans

Travelers with Travel Plans in the Next Six Months Comparison

<table>
<thead>
<tr>
<th>Date</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/11</td>
<td>87%</td>
</tr>
<tr>
<td>3/19</td>
<td>76%</td>
</tr>
<tr>
<td>3/26</td>
<td>72%</td>
</tr>
<tr>
<td>4/1</td>
<td>65%</td>
</tr>
<tr>
<td>4/8</td>
<td>70%</td>
</tr>
<tr>
<td>4/15</td>
<td>72%</td>
</tr>
<tr>
<td>4/22</td>
<td>69%</td>
</tr>
<tr>
<td>4/29</td>
<td>70%</td>
</tr>
<tr>
<td>5/6</td>
<td>67%</td>
</tr>
<tr>
<td>5/13</td>
<td>71%</td>
</tr>
<tr>
<td>5/20</td>
<td>71%</td>
</tr>
<tr>
<td>5/27</td>
<td>70%</td>
</tr>
<tr>
<td>6/3</td>
<td>72%</td>
</tr>
<tr>
<td>6/10</td>
<td>65%</td>
</tr>
<tr>
<td>6/17</td>
<td>57%</td>
</tr>
<tr>
<td>7/1</td>
<td>68%</td>
</tr>
<tr>
<td>7/8</td>
<td>64%</td>
</tr>
<tr>
<td>7/15</td>
<td>69%</td>
</tr>
<tr>
<td>7/22</td>
<td>69%</td>
</tr>
<tr>
<td>8/12</td>
<td>65%</td>
</tr>
<tr>
<td>8/26</td>
<td>65%</td>
</tr>
<tr>
<td>9/9</td>
<td>65%</td>
</tr>
<tr>
<td>9/23</td>
<td>66%</td>
</tr>
<tr>
<td>10/7</td>
<td>58%</td>
</tr>
<tr>
<td>10/21</td>
<td>62%</td>
</tr>
</tbody>
</table>

Travel Sentiment Study Wave 25
Factors Preventing Travelers From Taking a Trip

- I am concerned about spreading/contracting the coronavirus: 60%
- There are travel restrictions* in the destinations I’m interested in visiting: 46%
- Health & safety protocols** are unclear in the destinations I’m interested in visiting: 42%
- I am concerned about my health: 37%
- Attractions and dining options are limited in destinations I’m interested in visiting: 30%
- I am not sure if visitors are welcome in the destinations I’m interested in visiting: 25%
- I am uncertain about my future financial situation: 23%
- Other: 2%

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

9% have no hesitations about traveling

Travel Sentiment Study Wave 25
Factors Preventing Travelers From Taking a Trip

I am concerned about spreading/contracting the coronavirus
60%

There are travel restrictions* in the destinations I’m interested in visiting
53%

Health & safety protocols** are unclear in the destinations I’m interested in visiting
46%

I am concerned about my health
42%

Attractions and dining options are limited in destinations I’m interested in visiting
37%

I am not sure if visitors are welcome in the destinations I’m interested in visiting
36%

I am uncertain about my future financial situation
26%

Other
9%

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

Travel Sentiment Study Wave 25

November 18

October 21

9% have no hesitations about traveling
13%
Perceptions of Safety and Travel

- **I do not plan to travel until there is a COVID-19 vaccine**: 14% Strongly disagree, 19% Disagree, 23% Neutral, 24% Agree, 20% Strongly agree
- **I support opening up my community to visitors**: 13% Strongly disagree, 24% Disagree, 31% Neutral, 20% Agree, 12% Strongly agree
- **I feel safe traveling outside my community**: 10% Strongly disagree, 23% Disagree, 27% Neutral, 26% Agree, 13% Strongly agree
- **I would feel safe dining in local restaurants and shopping in retail stores in my community**: 13% Strongly disagree, 18% Disagree, 25% Neutral, 30% Agree, 14% Strongly agree
I Support Opening Up My Community to Visitors
Comparison of Travelers Who Strongly Agree or Agree

TRAVEL PERCEPTIONS
I Feel Safe Traveling Outside My Community
Comparison of Travelers Who Strongly Agree or Agree
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
Thank You