COVID-19

TRAVEL SENTIMENT STUDY WAVE 26

Fielded December 2, 2020
U.S. National Sample of 1,000 adults 18+
## IMPACT ON TRAVEL PLANS

74% of travelers planning to travel in the next six months will change their travel plans due to coronavirus.

<table>
<thead>
<tr>
<th>Change in Travel Plans</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduced travel plans</td>
<td>43%</td>
</tr>
<tr>
<td>Canceled trip completely</td>
<td>36%</td>
</tr>
<tr>
<td>Changed destination to one I can drive to as opposed to fly</td>
<td>28%</td>
</tr>
<tr>
<td>Changed trip from international to domestic</td>
<td>17%</td>
</tr>
</tbody>
</table>

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

IMPACT ON TRAVEL PLANS

Travel Sentiment Study Wave 26
Impact of COVID-19 on Upcoming Travel Plans Comparison

Base: Coronavirus Changed Travel Plans


Canceled trip completely

Reduced travel plans
IMPACT ON TRAVEL PLANS

Impact of COVID-19 on Upcoming Travel Plans Comparison

Base: Coronavirus Changed Travel Plans

- Changed destination to one I can drive to as opposed to fly
- Changed trip from international to domestic

Travel Sentiment Study Wave 26
Factors Impacting Decisions to Travel in Next 6 Months

- **Coronavirus/COVID-19**
  - 7%: 1 - No impact at all
  - 8%: 2
  - 17%: 3
  - 22%: 4
  - 47%: 5 - Greatly impact

- **Concerns about the economy**
  - 21%: 1 - No impact at all
  - 15%: 2
  - 26%: 3
  - 22%: 4
  - 17%: 5 - Greatly impact

- **Transportation costs**
  - 21%: 1 - No impact at all
  - 13%: 2
  - 27%: 3
  - 21%: 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
Travelers with Travel Plans in the Next Six Months Comparison
In the last two weeks, how did you change your holiday travel plans for December through early January?

- I was not planning to travel and still do not plan to travel: 46%
- I canceled my travel plans: 15%
- I was planning to travel by car and still plan to travel by car: 14%
- I was planning to travel by plane, but decided to travel by car instead: 10%
- I was planning to travel by plane and still plan to travel by plane: 8%
- I was not planning to travel but have since decided to travel: 7%
Perceptions of Safety and Travel

- I do not plan to travel until there is a COVID-19 vaccine
  - Strongly disagree: 15%
  - Disagree: 20%
  - Neutral: 24%
  - Agree: 21%
  - Strongly agree: 20%

- I support opening up my community to visitors
  - Strongly disagree: 12%
  - Disagree: 22%
  - Neutral: 33%
  - Agree: 20%
  - Strongly agree: 12%

- I feel safe traveling outside my community
  - Strongly disagree: 11%
  - Disagree: 18%
  - Neutral: 29%
  - Agree: 28%
  - Strongly agree: 14%

- I would feel safe dining in local restaurants and shopping in retail stores in my community
  - Strongly disagree: 16%
  - Disagree: 19%
  - Neutral: 21%
  - Agree: 29%
  - Strongly agree: 14%
I Do Not Plan to Travel Until There is a COVID-19 Vaccine
Comparison of Travelers Who Strongly Agree or Agree

TRAVEL PERCEPTIONS

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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

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TRAVEL PERCEPTIONS
I Would Feel Safe Dining in Local Restaurants and Shopping in Retail Stores Within My Community

Comparison of Travelers Who Strongly Agree or Agree

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Additional Resources

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

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