



# Travel Sentiment Study Wave 3

Sponsored by:



- Fielded March 25-26, 2020

- U.S. National Sample of 1,000 adults 18+

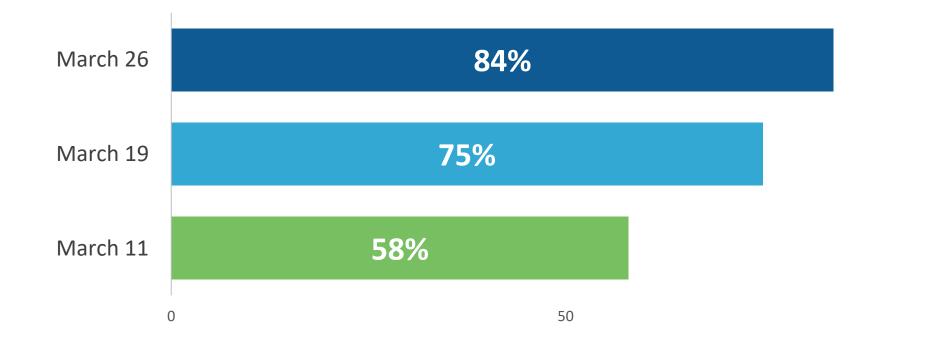
#### Impact on Travel Plans



Base: Coronavirus Changed Travel Plans



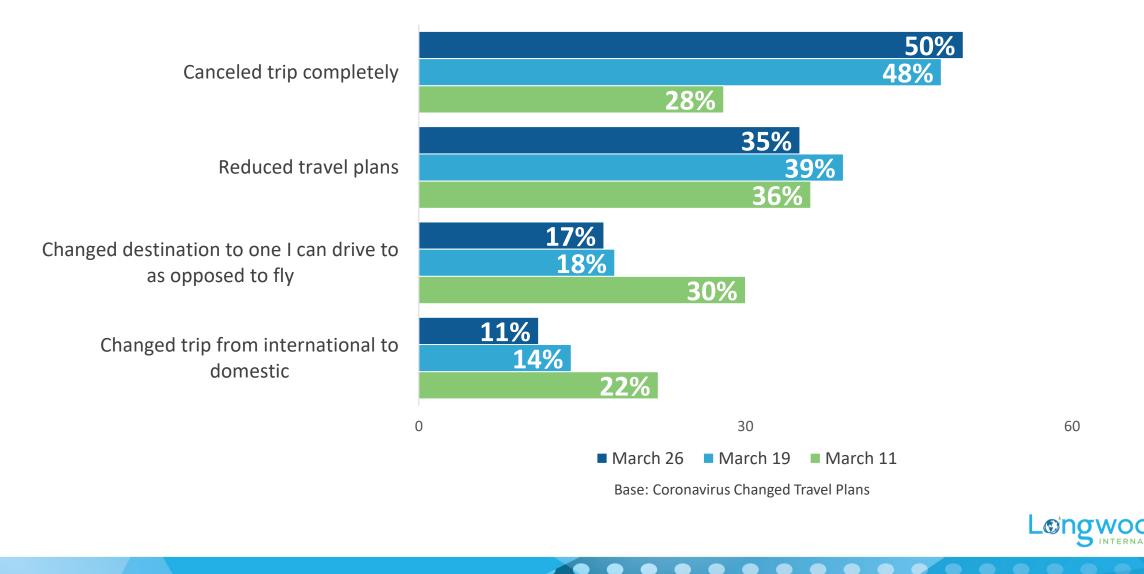
# Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison



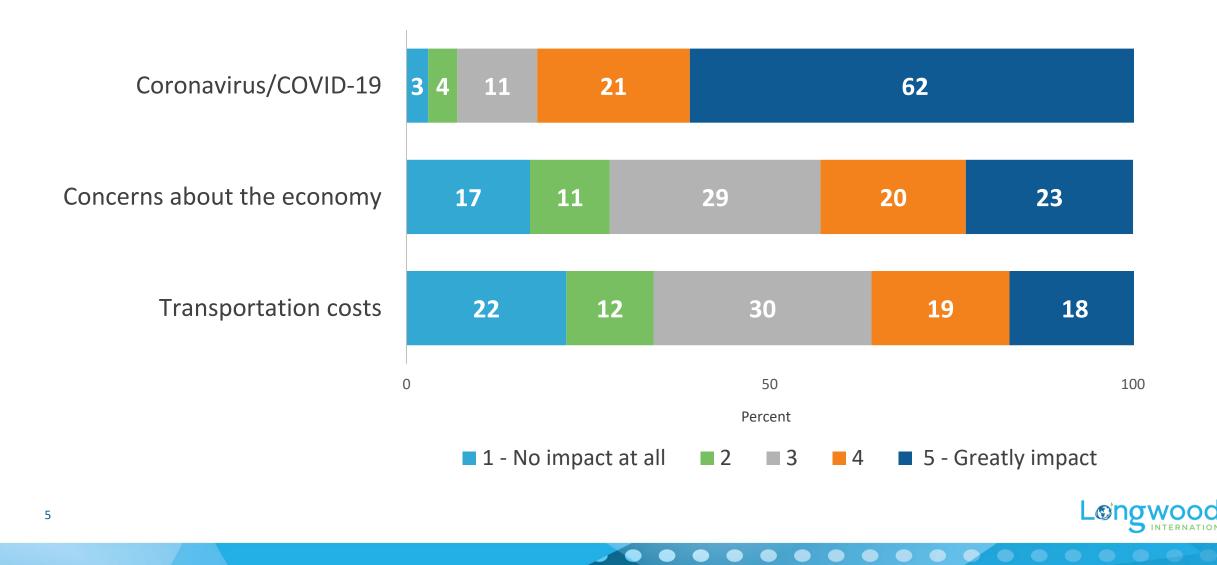


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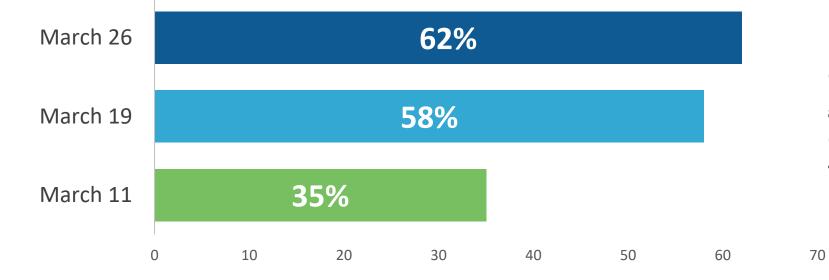
# Impact of COVID-19 on Upcoming Travel Plans Comparison



#### Factors Impacting Decisions to Travel in Next 6 Months



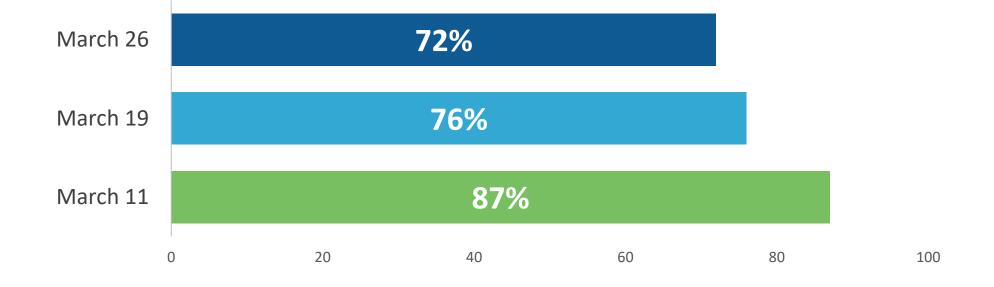
## Impact on Travel Plans Comparison



Indicated that coronavirus would greatly impact their decision to travel in the next six months



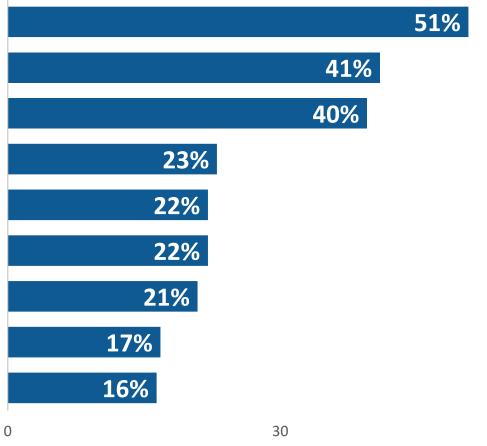
# Travelers with Travel Plans in the Next Six Months Comparison





#### Information and Content of Interest to Travelers

Deals and offers for travel, dining, and entertainment for future use Delivery and takeout food options in your community Ways to support local businesses/organizations and their staff impacted by COVID-19 Purchasing merchandise and gift cards from local businesses online Online virtual tours of museums, art galleries, and other visitor attractions Videos of inspirational or interesting travel destinations Live streams of performances by local musicians, artists, or theater groups 360-degree images/videos or virtual reality experiences of travel destinations Sharing travel experiences or ideas with others online during this time



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