Travel Sentiment Study
Wave 3

- Fielded March 25-26, 2020
- U.S. National Sample of 1,000 adults 18+

Sponsored by:

COVID-19

Longwoods International
84% of travelers planning to travel in the next six months will change their travel plans due to coronavirus.
Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison

- **March 26**: 84%
- **March 19**: 75%
- **March 11**: 58%
Impact of COVID-19 on Upcoming Travel Plans
Comparison

- Canceled trip completely: March 26 - 50%, March 19 - 48%, March 11 - 48%
- Reduced travel plans: March 26 - 35%, March 19 - 39%, March 11 - 36%
- Changed destination to one I can drive to as opposed to fly: March 26 - 17%, March 19 - 18%, March 11 - 30%
- Changed trip from international to domestic: March 26 - 11%, March 19 - 14%, March 11 - 22%

Base: Coronavirus Changed Travel Plans
Factors Impacting Decisions to Travel in Next 6 Months

- **Coronavirus/COVID-19**: 3% - No impact at all, 4% - Little impact, 11% - Slight impact, 21% - Mixed impact, 62% - Greatly impact

- **Concerns about the economy**: 17% - No impact at all, 11% - Little impact, 29% - Slight impact, 20% - Mixed impact, 23% - Greatly impact

- **Transportation costs**: 22% - No impact at all, 12% - Little impact, 30% - Slight impact, 19% - Mixed impact, 18% - Greatly impact

Legend:
- 1 - No impact at all
- 2 - Little impact
- 3 - Slight impact
- 4 - Mixed impact
- 5 - Greatly impact

Source: Longwoods International
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

- March 26: 72%
- March 19: 76%
- March 11: 87%
Information and Content of Interest to Travelers

- Deals and offers for travel, dining, and entertainment for future use: 51%
- Delivery and takeout food options in your community: 41%
- Ways to support local businesses/organizations and their staff impacted by COVID-19: 40%
- Purchasing merchandise and gift cards from local businesses online: 23%
- Online virtual tours of museums, art galleries, and other visitor attractions: 22%
- Videos of inspirational or interesting travel destinations: 22%
- Live streams of performances by local musicians, artists, or theater groups: 21%
- 360-degree images/videos or virtual reality experiences of travel destinations: 17%
- Sharing travel experiences or ideas with others online during this time: 16%