

## **Travel Sentiment Study Wave 7**

APRIL 28, 2020





## COVID-19 TRAVEL SENTIMENT STUDY WAVE 7

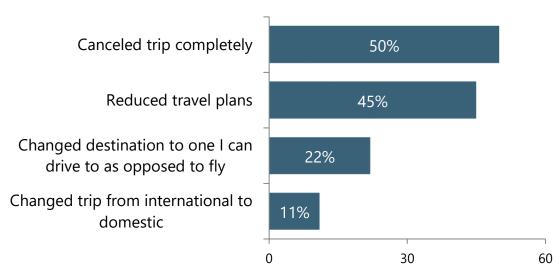
Fielded April 22, 2020 U.S. National Sample of 1,000 adults 18+







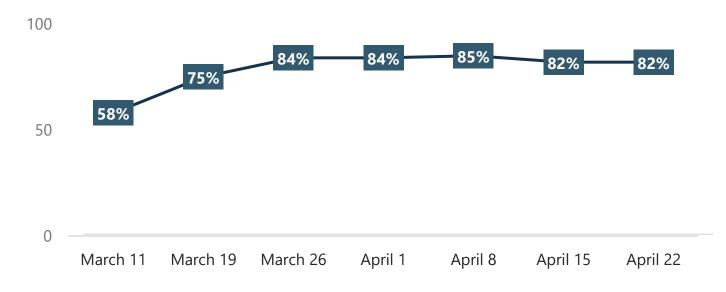
of travelers planning to travel in the next six months will change their travel plans due to coronavirus



Base: Coronavirus Changed Travel Plans

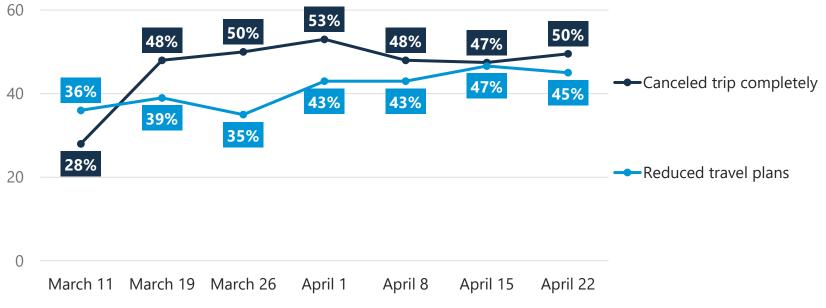


#### **Travelers Planning To Change Upcoming Travel Plans Due To COVID-19 Comparison**





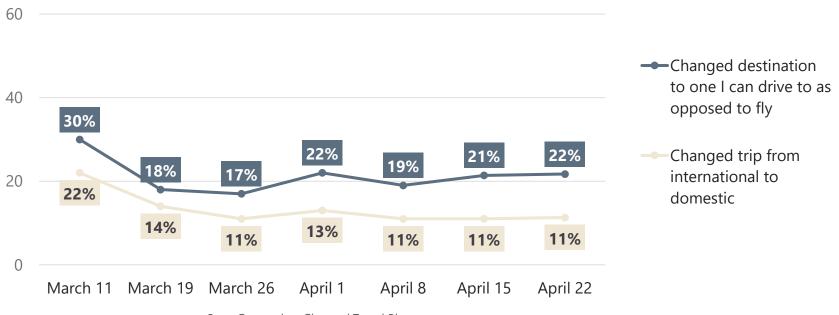
#### Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans



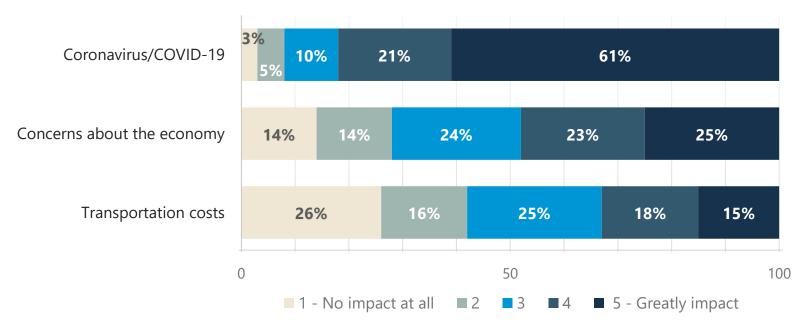
#### Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

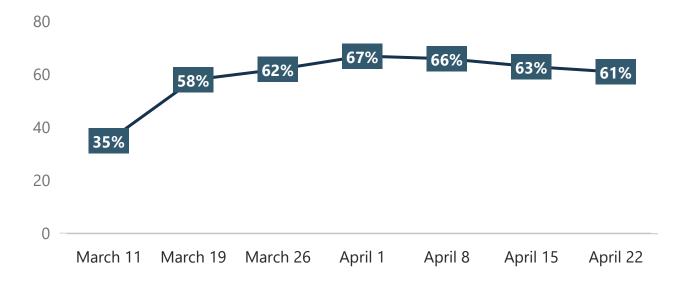


#### **Factors Impacting Decisions to Travel in Next 6 Months**



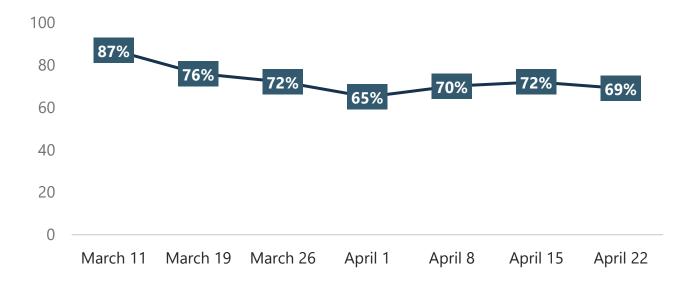


#### Indicated That Coronavirus Would Greatly Impact Their Decision To Travel In The Next Six Months





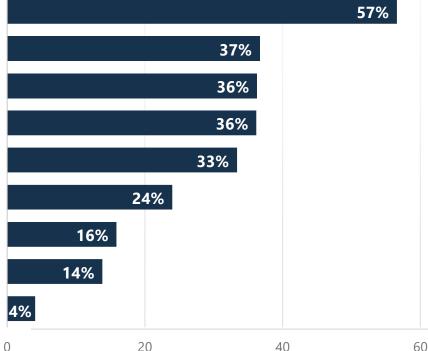
#### **Travelers with Travel Plans in the Next Six Months Comparison**





#### Information/Cues Indicating it is Safe to Plan Domestic U.S. Travel

Official advice from the CDC or other federal government health experts Federal government advice that it is safe to travel domestically Official advice from your state government/governor that you can travel within your state Official advice from your state health department that you can travel within vour state Social distancing rules are relaxed in your state and surrounding states Advice from the White House Coronavirus Task Force 24% Major national visitor attractions such as Disneyland/Disney World are 16% reopening Major visitor attractions in your state and surrounding states are reopening 14% Deals and offers from the tourism industry promoting travel in the next 4% month or two 20 0



## Additional Resources

### Longwoods International Research longwoods-intl.com/news

### Miles Partnership COVID-19 Communication Center <u>covid19.milespartnership.com</u>





# \_\_\_\_ Thank You \_\_\_\_



