

Travel Sentiment Study Wave 7

APRIL 28, 2020





COVID-19 TRAVEL SENTIMENT STUDY WAVE 7

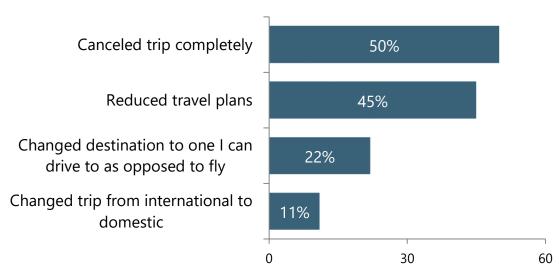
Fielded April 22, 2020 U.S. National Sample of 1,000 adults 18+







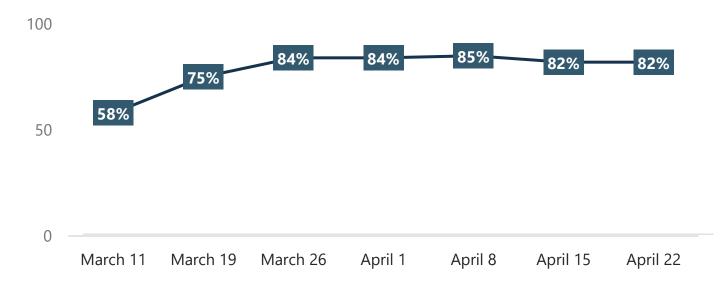
of travelers planning to travel in the next six months will change their travel plans due to coronavirus



Base: Coronavirus Changed Travel Plans

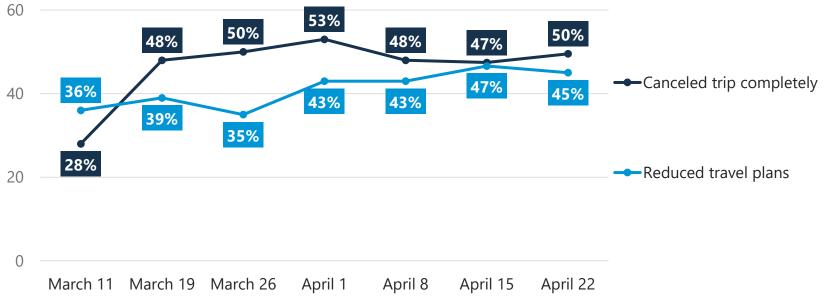


Travelers Planning To Change Upcoming Travel Plans Due To COVID-19 Comparison





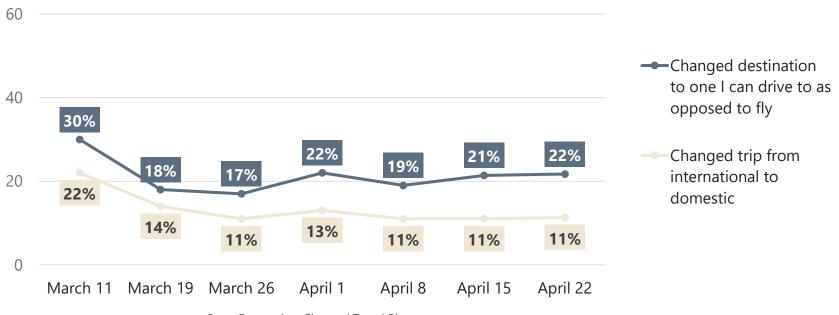
Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans



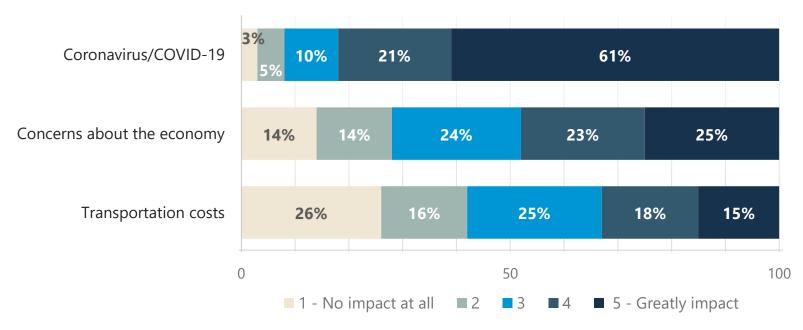
Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

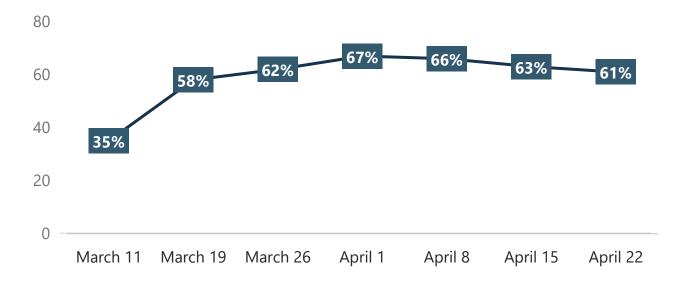


Factors Impacting Decisions to Travel in Next 6 Months



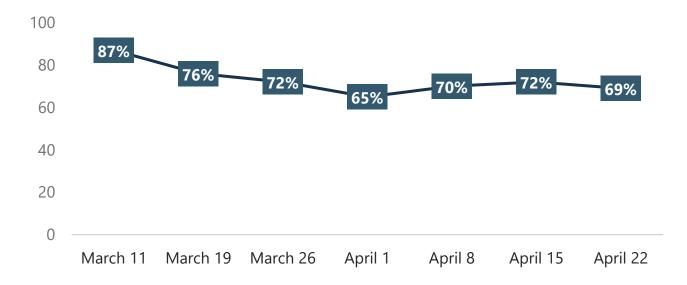


Indicated That Coronavirus Would Greatly Impact Their Decision To Travel In The Next Six Months





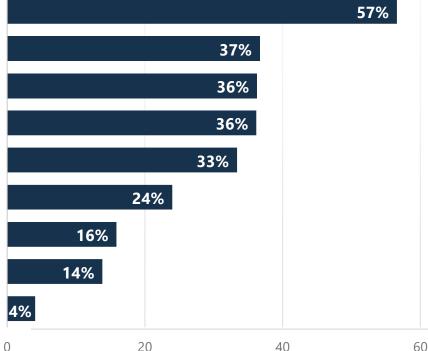
Travelers with Travel Plans in the Next Six Months Comparison





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 ____



