COVID-19

TRAVEL SENTIMENT STUDY
WAVE 5

Fielded April 8, 2020
U.S. National Sample of 1,000 adults 18+
85% of travelers planning to travel in the next six months will change their travel plans due to coronavirus.

- Canceled trip completely: 48%
- Reduced travel plans: 43%
- Changed destination to one I can drive to as opposed to fly: 19%
- Changed trip from international to domestic: 11%

Base: Coronavirus Changed Travel Plans
Travel Sentiment Study Wave 5

### IMPACT ON TRAVEL PLANS

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 8</td>
<td>85%</td>
</tr>
<tr>
<td>April 1</td>
<td>84%</td>
</tr>
<tr>
<td>March 26</td>
<td>84%</td>
</tr>
<tr>
<td>March 19</td>
<td>75%</td>
</tr>
<tr>
<td>March 11</td>
<td>58%</td>
</tr>
</tbody>
</table>

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*Graph showing percentage change in travel plans over time.*
Impact of COVID-19 on Upcoming Travel Plans Comparison

**Canceled trip completely**
- April 8: 48%
- April 1: 53%
- March 26: 48%
- March 19: 43%
- March 11: 50%

**Reduced travel plans**
- April 8: 28%
- April 1: 43%
- March 26: 35%
- March 19: 43%
- March 11: 39%

**Changed destination to one I can drive to**
- April 8: 19%
- April 1: 22%
- March 26: 17%
- March 19: 18%
- March 11: 30%

**Changed trip from international to domestic**
- April 8: 11%
- April 1: 13%
- 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% (1), 10% (2), 19% (3), 66% (4), 3% (5)
- **Concerns about the economy**: 15% (1), 15% (2), 24% (3), 22% (4), 24% (5)
- **Transportation costs**: 22% (1), 15% (2), 26% (3), 19% (4), 18% (5)
Indicated That Coronavirus Would Greatly Impact Their Decision To Travel In The Next Six Months

- April 8: 66%
- April 1: 67%
- March 26: 62%
- March 19: 58%
- March 11: 35%
Travelers with Travel Plans in the Next Six Months Comparison

- April 8: 70%
- April 1: 65%
- March 26: 72%
- March 19: 76%
- March 11: 87%

IMPACT ON TRAVEL PLANS
Information and Content of Interest to Travelers

- Delivery and takeout food options in your community: 50%
- Ways to support local businesses/organizations and their staff impacted by COVID-19: 49%
- Deals and offers for travel, dining, and entertainment for future use: 49%
- Purchasing merchandise and gift cards from local businesses online: 27%
- Videos of inspirational or interesting travel destinations: 26%
- Online virtual tours of museums, art galleries, and other visitor attractions: 25%
- Live streams of performances by local musicians, artists, or theater groups: 23%
- Sharing travel experiences or ideas with others online during this time: 20%
- 360-degree images/videos or virtual reality experiences of travel destinations: 19%
Additional Resources

Longwoods International Research
longwoods-intl.com/news

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