Travel Sentiment Study Wave 6

APRIL 21, 2020
COVID-19

TRAVEL SENTIMENT STUDY
WAVE 6

Fielded April 15, 2020
U.S. National Sample of 1,000 adults 18+

Longwoods International | miles Partnership
Impact on Travel Plans

82% of travelers planning to travel in the next six months will change their travel plans due to coronavirus.

- Canceled trip completely: 47%
- Reduced travel plans: 47%
- Changed destination to one I can drive to as opposed to fly: 21%
- Changed trip from international to domestic: 11%

Base: Coronavirus Changed Travel Plans
Travelers Planning To Change Upcoming Travel Plans Due To COVID-19 Comparison

<table>
<thead>
<tr>
<th>Date</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>March 11</td>
<td>58%</td>
</tr>
<tr>
<td>March 19</td>
<td>75%</td>
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<tr>
<td>March 26</td>
<td>84%</td>
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<tr>
<td>April 1</td>
<td>84%</td>
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<tr>
<td>April 8</td>
<td>85%</td>
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<tr>
<td>April 15</td>
<td>82%</td>
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</tbody>
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Impact of COVID-19 on Upcoming Travel Plans Comparison

- Canceled trip completely
- Reduced travel plans

Base: Coronavirus Changed Travel Plans
Impact of COVID-19 on Upcoming Travel Plans Comparison

- Changed destination to one I can drive to as opposed to fly
- Changed trip from international to domestic

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

- **Coronavirus/COVID-19**
  - 3%: 1 - No impact at all
  - 9%: 2
  - 23%: 3
  - 63%: 4
  - 2%: 5 - Greatly impact

- **Concerns about the economy**
  - 15%: 1 - No impact at all
  - 15%: 2
  - 26%: 3
  - 21%: 4
  - 23%: 5 - Greatly impact

- **Transportation costs**
  - 21%: 1 - No impact at all
  - 16%: 2
  - 31%: 3
  - 17%: 4
  - 15%: 5 - Greatly impact
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 11: 87%
- March 19: 76%
- March 26: 72%
- April 1: 65%
- April 8: 70%
- April 15: 72%

Impact on Travel Plans

- April 15: 72%
- April 8: 70%
- April 1: 65%
- March 26: 72%
- March 19: 76%
- March 11: 87%
**Travel Content Viewed or Interacted with in Last Two Months**

- A magazine article on travel: 31%
- Short online travel video (2-3 minutes or less) on YouTube, Facebook, etc.: 28%
- A travel show on television or OnDemand: 26%
- A travel book/guidebook: 22%
- Live streaming online video of a real-time travel or local experience: 17%
- A video from a travel expert, personality, or ‘vlogger’: 16%
- An online 3D or 360-degree virtual tour (e.g., Google Street View/Earth): 14%
- A travel podcast, audio, or radio show: 13%
- Longer online travel video (more than 3 minutes): 12%
- Virtual tour using a virtual reality headset: 7%
Additional Resources

Longwoods International Research
longwoods-intl.com/news

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