

# COVID-19 U.S. Travel Sentiment Survey

Eleventh Edition: May 27, 2020

Longwoods International, with the support of Miles Partnership, is undertaking a weekly tracking survey of U.S. travelers' intentions.

This summarizes four critical data points from our survey using a national sample of 1,000 adults on May 20, 2020.

[View the full report.](#)

## EXECUTIVE SUMMARY

### INTENTIONS

Even as all 50 states are in the process of opening up and some recovery in the travel industry starts, perceptions of safety and confidence remain a major impediment to any type of sustained, strong recovery in tourism.

### IMPACT

The last few weeks have seen small improvements across several indicators of COVID-19's impact on travel plans. For example, the percent of U.S. travelers stating that COVID-19 is "greatly impacting" their travel decisions dropped back to 53% while 73% of U.S. travelers indicate they are making some changes to their travel plans, the lowest these figures have been since early March. However, it remains a major impediment to recovery with 49% of U.S. travelers still reducing travel and 45% canceling a trip completely in the next six months.

### TRAVEL PLANS THROUGH JULY 4

Just prior to Memorial Day, U.S. travelers indicated they have some travel planned over the coming six weeks through the July 4th weekend. Just under half (48%) have some sort of travel plans with a large focus on drive trips, often to visit friends and relatives. 41% have no travel plans of any type and 11% are planning "staycations" involving local day trips and activities.

### PERCEPTION OF TRAVEL & SAFETY

Americans remain cautious about both their own travel and in welcoming visitors to their communities. When asked if they support reopening the community to visitors, 36% agreed or strongly agreed, up from 31% last week. 42% indicated they feel safe traveling outside of their community, up from 35% last week. However, challenges with locals remain as only 38% feel safe dining in local restaurants and shopping in the community. More improvements in these areas of safety will be critical to the strength and timing of the recovery.

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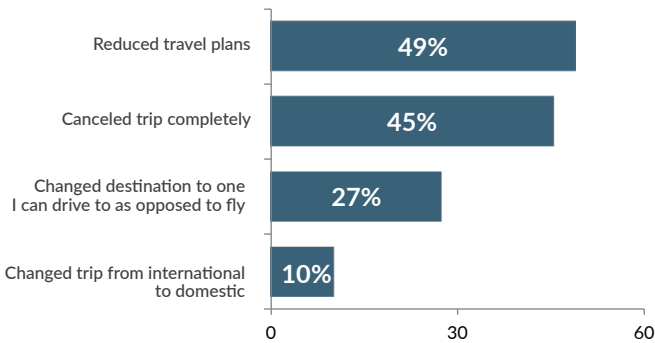
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## TRAVEL PLANS

As the summer travel season starts in the U.S. with Memorial Day weekend, the impact of COVID-19 has lessened slightly overall but remains prevalent. The proportion of travelers who have canceled a trip, reduced travel or made other changes in the next six months remains largely unchanged since early April.

### HOW DID YOU CHANGE YOUR PLANS?



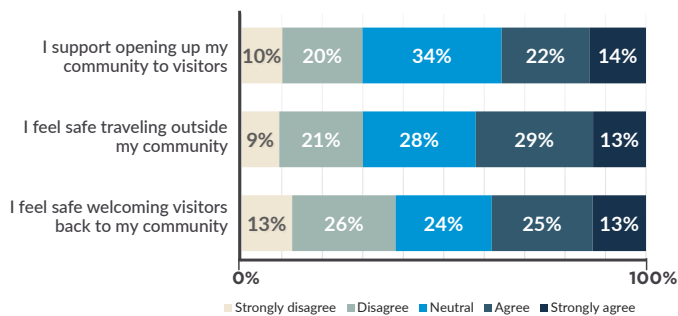
73%

of U.S. travelers indicate they will change their travel plans in the next six months due to COVID-19, which is down from 77% last week and back to levels last observed in early March.

## CONFIDENCE IN TRAVEL & TRAVELERS

There were small improvements in the last week around travelers' perception of safety for traveling themselves, welcoming visitors back to their community or feeling safe dining out and shopping locally. With only a small portion (36%-42%) of U.S. travelers feeling safe in each of these areas, additional improvements are needed to see any type of broad recovery of travel and local business activity.

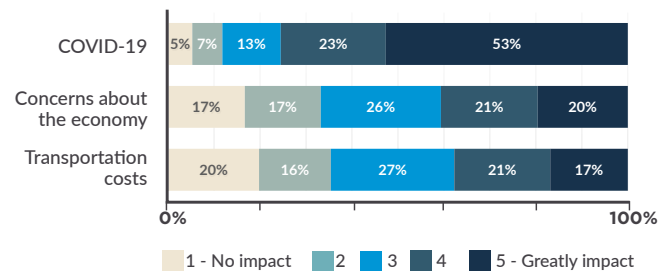
### PERCEPTIONS OF SAFETY AND TRAVEL



## FACTORS IMPACTING TRAVEL

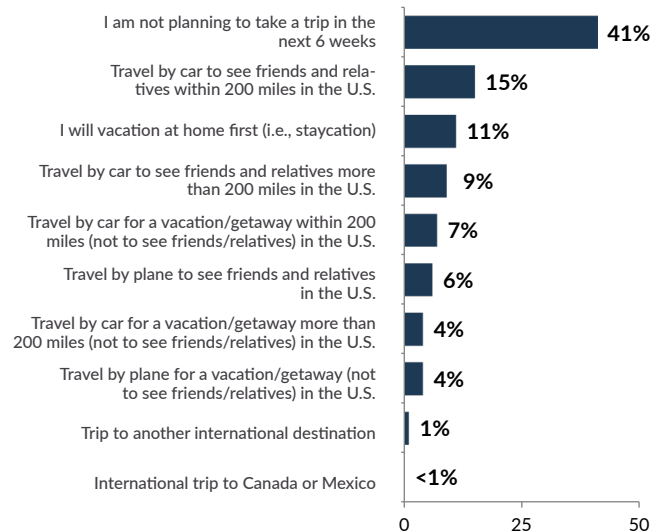
COVID-19 concerns dropped back to 53% of U.S. travelers indicating it was "greatly impacting" travel, down from 60% last week. U.S. travelers remain largely insulated from the economic impact of COVID-19 with no major changes in the last two months in concerns over the economy.

### FACTORS IMPACTING DECISIONS TO TRAVEL IN THE NEXT SIX MONTHS



## SHORT-TERM SUMMER TRAVEL PLANS

With the unofficial summer travel season kicking off, less than half of U.S. travelers trip planned in the short-term. Only 48% have any type of travel planned in the next six weeks through the July 4th weekend with an emphasis on drive trips and visiting friends & relatives. Slightly less, 41% have no travel plans and 11% are planning local activities as part of a "staycation".



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