COVID-19

TRAVEL SENTIMENT STUDY
WAVE 10
Fielded May 13, 2020
U.S. National Sample of 1,000 adults 18+
77% of travelers planning to travel in the next six months will change their travel plans due to coronavirus.

- Reduced travel plans: 47%
- Canceled trip completely: 45%
- Changed destination to one I can drive to as opposed to fly: 26%
- Changed trip from international to domestic: 10%

Base: Coronavirus Changed Travel Plans
Travel Sentiment Study Wave 10

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

- 58% (Mar 11)
- 75% (Mar 19)
- 84% (Mar 26)
- 84% (Apr 1)
- 85% (Apr 8)
- 82% (Apr 15)
- 82% (Apr 22)
- 79% (Apr 29)
- 77% (May 6)
- 77% (May 13)
Impact of COVID-19 on Upcoming Travel Plans Comparison

Base: Coronavirus Changed Travel Plans

- Canceled trip completely
- Reduced travel plans

Mar 11  Mar 19  Mar 26  Apr 1  Apr 8  Apr 15  Apr 22  Apr 29  May 6  May 13

28%  28%  35%  43%  43%  47%  45%  44%  46%  45%  47%  47%
**Impact of COVID-19 on Upcoming Travel Plans Comparison**

- **30%** Changed destination to one I can drive to as opposed to fly
- **22%** Changed trip from international to domestic

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

- **Coronavirus/COVID-19**
  - 4%: No impact at all
  - 5%: Slight impact
  - 11%: Moderate impact
  - 19%: Significantly impact
  - 60%: Greatly impact

- **Concerns about the economy**
  - 18%: No impact at all
  - 14%: Slight impact
  - 25%: Moderate impact
  - 22%: Significantly impact
  - 20%: Greatly impact

- **Transportation costs**
  - 21%: No impact at all
  - 16%: Slight impact
  - 29%: Moderate impact
  - 19%: Significantly impact
  - 15%: Greatly impact

**IMPACT ON TRAVEL PLANS**

Travel Sentiment Study Wave 10
Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months
Indicated that the **Economy** Would Greatly Impact their Decision to Travel in the Next Six Months
Travel Sentiment Study Wave 10

Impact on Travel Plans

Travelers with Travel Plans in the Next Six Months Comparison

May 13
May 6
Apr 29
Apr 22
Apr 15
Apr 8
Apr 1
Mar 26
Mar 19
Mar 11

0 20 40 60 80 100

87% 76% 72% 65% 70% 72% 69% 70% 69% 67%

Mar 11 Mar 19 Mar 26 Apr 1 Apr 8 Apr 15 Apr 22 Apr 29 May 6 May 13
Information/Cues Indicating it is Safe to Plan Domestic U.S. Travel

- Official advice from the CDC or other federal government health experts: 54%
- Federal government advice that it is safe to travel domestically: 33%
- Social distancing rules are relaxed in your state and surrounding states: 33%
- Official advice from your state government/governor that you can travel within your state: 33%
- Official advice from your state health department that you can travel within your state: 31%
- Advice from the White House Coronavirus Task Force: 18%
- Major visitor attractions in your state and surrounding states are reopening: 17%
- Major national visitor attractions such as Disneyland/Disney World are reopening: 11%
- Deals and offers from the tourism industry promoting travel in the next month or two: 10%
IMPACT ON TRAVEL PLANS

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

- Official advice from the CDC or other federal government health experts: 54% (May 13) vs. 57% (Apr 22)
- Federal government advice that it is safe to travel domestically: 33% (May 13) vs. 37% (Apr 22)
- Social distancing rules are relaxed in your state and surrounding states: 33% (May 13) vs. 33% (Apr 22)
- Official advice from your state government/governor that you can travel within your state: 33% (May 13) vs. 36% (Apr 22)
- Official advice from your state health department that you can travel within your state: 31% (May 13) vs. 36% (Apr 22)
- Advice from the White House Coronavirus Task Force: 18% (May 13) vs. 24% (Apr 22)
- Major visitor attractions in your state and surrounding states are reopening: 17% (May 13) vs. 14% (Apr 22)
- Major national visitor attractions such as Disneyland/Disney World are reopening: 11% (May 13) vs. 16% (Apr 22)
- Deals and offers from the tourism industry promoting travel in the next month or two: 4% (May 13) vs. 10% (Apr 22)
Perceptions of Safety and Travel

I support opening up my community to visitors
- Strongly disagree: 18%
- Disagree: 27%
- Neutral: 24%
- Agree: 21%
- Strongly agree: 10%

I feel safe traveling outside my community
- Strongly disagree: 15%
- Disagree: 25%
- Neutral: 25%
- Agree: 24%
- Strongly agree: 11%

I would feel safe dining in local restaurants and shopping in retail stores in my community
- Strongly disagree: 19%
- Disagree: 30%
- Neutral: 19%
- Agree: 21%
- Strongly agree: 10%
Additional Resources

Longwoods International Research
longwoods-intl.com/news

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