Travel Sentiment Study Wave 11

MAY 27, 2020
TRAVEL SENTIMENT STUDY
WAVE 11
Fielded May 20, 2020
U.S. National Sample of 1,000 adults 18+

COVID-19
IMPACT ON TRAVEL PLANS

73% of travelers planning to travel in the next six months will change their travel plans due to coronavirus.

- Reduced travel plans: 49%
- Canceled trip completely: 45%
- Changed destination to one I can drive to as opposed to fly: 27%
- Changed trip from international to domestic: 10%

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

IMPACT ON TRAVEL PLANS

May 20
May 13
May 6
May 2
Mar 19
Mar 26
Apr 1
Apr 8
Apr 15
Apr 22
Apr 29
Mar 11
Mar 18
Mar 25
Apr 7
Apr 21
Apr 28
May 1
May 8
May 15
May 22
May 29
June 5

0 50 100

58% 75% 84% 84% 85% 82% 82% 79% 77% 77% 73%
Impact of COVID-19 on Upcoming Travel Plans Comparison

Base: Coronavirus Changed Travel Plans

- Canceled trip completely
- Reduced 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**

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Factors Impacting Decisions to Travel in Next 6 Months

- Coronavirus/COVID-19:
  - 5%: No impact at all
  - 7%: Slight impact
  - 13%: Moderate impact
  - 23%: Significant impact
  - 53%: Greatly impact

- Concerns about the economy:
  - 17%: No impact at all
  - 17%: Slight impact
  - 26%: Moderate impact
  - 21%: Significant impact
  - 20%: Greatly impact

- Transportation costs:
  - 20%: No impact at all
  - 16%: Slight impact
  - 27%: Moderate impact
  - 21%: Significant impact
  - 17%: Greatly impact
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
Impact on Travel Plans

Travelers with Travel Plans in the Next Six Months Comparison

- Mar 11: 87%
- Mar 19: 76%
- Mar 26: 72%
- Apr 1: 65%
- Apr 8: 70%
- Apr 15: 72%
- Apr 22: 69%
- Apr 29: 70%
- May 6: 69%
- May 13: 67%
- May 20: 71%

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First Trip Travelers Will Take in the Next Six Weeks (Memorial Day Weekend to July 4th Weekend)

- I am not planning to take a trip in the next 6 weeks: 41%
- Travel by car to see friends and relatives within 200 miles in the U.S.: 15%
- I will vacation at home first (i.e., staycation): 11%
- Travel by car to see friends and relatives more than 200 miles in the U.S.: 9%
- Travel by car for a vacation/getaway within 200 miles (not to see friends/relatives) in the U.S.: 7%
- Travel by plane to see friends and relatives in the U.S.: 6%
- Travel by car for a vacation/getaway more than 200 miles (not to see friends/relatives) in the U.S.: 4%
- Travel by plane for a vacation/getaway (not to see friends/relatives) in the U.S.: 4%
- Trip to another international destination: 1%
- International trip to Canada or Mexico: <1%
Perceptions of Safety and Travel

- I support opening up my community to visitors
  - 10% strongly disagree
  - 20% disagree
  - 34% neutral
  - 22% agree
  - 14% strongly agree

- I feel safe traveling outside my community
  - 9% strongly disagree
  - 21% disagree
  - 28% neutral
  - 29% agree
  - 13% strongly agree

- I would feel safe dining in local restaurants and shopping in retail stores in my community
  - 13% strongly disagree
  - 26% disagree
  - 24% neutral
  - 25% agree
  - 13% strongly agree
Additional Resources

Longwoods International Research
longwoods-intl.com/news

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