COVID-19

TRAVEL SENTIMENT STUDY
WAVE 8

Fielded April 29, 2020
U.S. National Sample of 1,000 adults 18+
IMPACT ON TRAVEL PLANS

79% 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: 44%
- Changed destination to one I can drive to as opposed to fly: 25%
- Changed trip from international to domestic: 12%

Base: Coronavirus Changed Travel Plans
Travel Sentiment Study Wave 8

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

Impact on Travel Plans

<table>
<thead>
<tr>
<th>Date</th>
<th>Percent</th>
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<tbody>
<tr>
<td>March 11</td>
<td>58%</td>
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<tr>
<td>March 19</td>
<td>75%</td>
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<tr>
<td>March 26</td>
<td>84%</td>
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<td>April 1</td>
<td>84%</td>
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<td>April 8</td>
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<td>April 15</td>
<td>82%</td>
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<td>April 22</td>
<td>82%</td>
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<td>April 29</td>
<td>79%</td>
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Impact of COVID-19 on Upcoming Travel Plans Comparison

<table>
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<tr>
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<th>Reduced travel plans</th>
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<tr>
<td>March 11</td>
<td>28%</td>
<td>36%</td>
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<td>March 26</td>
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<td>April 1</td>
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<td>48%</td>
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Base: Coronavirus Changed Travel Plans
IMPACT ON 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**
  - 4%: 1 - No impact at all
  - 14%: 2
  - 23%: 3
  - 55%: 4

- **Concerns about the economy**
  - 15%: 1 - No impact at all
  - 13%: 2
  - 25%: 3
  - 25%: 4
  - 22%: 5

- **Transportation costs**
  - 20%: 1 - No impact at all
  - 17%: 2
  - 27%: 3
  - 21%: 4
  - 15%: 5 - Greatly impact
Indicated That Coronavirus Would Greatly Impact Their Decision To Travel In The Next Six Months

March 11: 35%
March 19: 58%
March 26: 62%
April 1: 67%
April 8: 66%
April 15: 63%
April 22: 61%
April 29: 55%
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

March 11: 87%
March 19: 76%
March 26: 72%
April 1: 65%
April 8: 70%
April 15: 72%
April 22: 69%
April 29: 70%
**IMPACT ON TRAVEL PLANS**

**First Trip Travelers Plan to Take in the Next Six Months**

- Travel by car to see friends and relatives within 200 miles: 20%
- Travel by car to see friends and relatives more than 200 miles: 19%
- Travel by plane to see friends and relatives within the U.S.: 13%
- Travel by car for a vacation/getaway within 200 miles (not to see friends/relatives): 12%
- Travel by car for a vacation/getaway more than 200 miles (not to see friends/relatives): 12%
- Travel by plane for a vacation/getaway (not to see friends/relatives) in the U.S.: 10%
- I am not planning to take a trip in the next 6 months: 8%
- Trip to another international destination: 3%
- I will vacation at home first (i.e., staycation): 2%
- International trip to Canada or Mexico: 1%
Additional Resources

Longwoods International Research
longwoods-intl.com/news

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