Travel Sentiment Study Wave 12

JUNE 2, 2020
COVID-19

TRAVEL SENTIMENT STUDY
WAVE 12

Fielded May 27, 2020
U.S. National Sample of 1,000 adults 18+
IMPACT ON TRAVEL PLANS

75% of travelers planning to travel in the next six months will change their travel plans due to coronavirus.

- 47% Canceled trip completely
- 47% Reduced travel plans
- 25% Changed destination to one I can drive to as opposed to fly
- 13% Changed trip from international to domestic

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

**Impact on Travel Plans**

- 30% Changed destination
- 22% Changed trip

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

- **Coronavirus/COVID-19**
  - 7%: 1 - No impact at all
  - 6%: 2
  - 15%: 3
  - 25%: 4
  - 47%: 5 - Greatly impact

- **Concerns about the economy**
  - 20%: 1 - No impact at all
  - 13%: 2
  - 25%: 3
  - 20%: 4
  - 22%: 5 - Greatly impact

- **Transportation costs**
  - 23%: 1 - No impact at all
  - 15%: 2
  - 26%: 3
  - 19%: 4
  - 17%: 5 - 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
Travel Sentiment Study Wave 12

IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison

- May 27: 76%
- May 20: 65%
- May 13: 71%
- May 6: 71%
- Apr 29: 72%
- Apr 22: 67%
- Apr 15: 71%
- Apr 8: 87%
- Apr 1: 70%
- Mar 26: 72%
- Mar 19: 69%
- Mar 11: 70%
- Mar 4: 69%
- Feb 25: 70%
- Feb 17: 65%
- Feb 10: 72%
- Feb 3: 76%
- Jan 27: 87%

0% to 100% scale.
IMPACT ON TRAVEL PLANS

First Trip Travelers Will Take in the Next Six Weeks

- I am not planning to take a trip in the next 6 weeks: 40%
- Travel by car to see friends and relatives within 200 miles in the U.S.: 14%
- Travel by car to see friends and relatives more than 200 miles in the U.S.: 11%
- I will vacation at home first (i.e., staycation): 9%
- Travel by car for a vacation/getaway within 200 miles (not to see friends/relatives) in the U.S.: 8%
- Travel by plane to see friends and relatives in the U.S.: 7%
- Travel by car for a vacation/getaway more than 200 miles (not to see friends/relatives) in the U.S.: 7%
- Travel by plane for a vacation/getaway (not to see friends/relatives) in the U.S.: 3%
- Trip to another international destination: 1%
- International trip to Canada or Mexico: 1%
### First Trip Travelers Will Take in the Next Six Weeks - Comparison

- **I am not planning to take a trip in the next 6 weeks**
  - May 20: 41%
  - May 27: 40%

- **Travel by car to see friends and relatives within 200 miles in the U.S.**
  - May 20: 14%
  - May 27: 15%

- **Travel by car to see friends and relatives more than 200 miles in the U.S.**
  - May 20: 11%
  - May 27: 9%

- **I will vacation at home first (i.e., staycation)**
  - May 20: 9%
  - May 27: 11%

- **Travel by car for a vacation/getaway within 200 miles (not to see friends/relatives) in the U.S.**
  - May 20: 8%
  - May 27: 7%

- **Travel by plane to see friends and relatives in the U.S.**
  - May 20: 7%
  - May 27: 6%

- **Travel by car for a vacation/getaway more than 200 miles (not to see friends/relatives) in the U.S.**
  - May 20: 7%
  - May 27: 4%

- **Travel by plane for a vacation/getaway (not to see friends/relatives) in the U.S.**
  - May 20: 3%
  - May 27: 4%

- **Trip to another international destination**
  - May 20: 1%
  - May 27: 1%

- **International trip to Canada or Mexico**
  - May 20: <1%
  - May 27: <1%
Perceptions of Safety and Travel

I support opening up my community to visitors

- 10% Strongly disagree
- 21% Disagree
- 29% Neutral
- 27% Agree
- 13% Strongly agree

I feel safe traveling outside my community

- 10% Strongly disagree
- 19% Disagree
- 28% Neutral
- 30% Agree
- 13% Strongly agree

I would feel safe dining in local restaurants and shopping in retail stores in my community

- 17% Strongly disagree
- 23% Disagree
- 24% Neutral
- 22% Agree
- 14% Strongly agree
TRAVEL PERCEPTIONS

I Support Opening Up My Community to Visitors
Comparison of Travelers Who Strongly Agree or Agree

- May 6: 35%
- May 13: 31%
- May 20: 36%
- May 27: 40%

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I Feel Safe Traveling Outside My Community
Comparison of Travelers Who Strongly Agree or Agree

<table>
<thead>
<tr>
<th>Date</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>May 6</td>
<td>40%</td>
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<tr>
<td>May 13</td>
<td>35%</td>
</tr>
<tr>
<td>May 20</td>
<td>42%</td>
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<tr>
<td>May 27</td>
<td>43%</td>
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I Would Feel Safe Dining in Local Restaurants and Shopping in Retail Stores Within My Community
Comparison of Travelers Who Strongly Agree or Agree

<table>
<thead>
<tr>
<th>Date</th>
<th>Percent</th>
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<tr>
<td>May 20</td>
<td>38%</td>
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<tr>
<td>May 27</td>
<td>37%</td>
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Additional Resources

Longwoods International Research
longwoods-intl.com/news

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