69% of travelers planning to travel in the next six months will change their travel plans due to coronavirus.

- Reduced travel plans: 46%
- Canceled trip completely: 44%
- Changed destination to one I can drive to as opposed to fly: 28%
- Changed trip from international to domestic: 14%

Base: Coronavirus Changed Travel Plans
Travel Sentiment Study Wave 13

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

<table>
<thead>
<tr>
<th>Date</th>
<th>% Planning to Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 11</td>
<td>58%</td>
</tr>
<tr>
<td>Mar 19</td>
<td>75%</td>
</tr>
<tr>
<td>Mar 26</td>
<td>84%</td>
</tr>
<tr>
<td>Apr 1</td>
<td>84%</td>
</tr>
<tr>
<td>Apr 8</td>
<td>85%</td>
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<tr>
<td>Apr 15</td>
<td>82%</td>
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<tr>
<td>Apr 22</td>
<td>82%</td>
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<tr>
<td>Apr 29</td>
<td>79%</td>
</tr>
<tr>
<td>May 6</td>
<td>77%</td>
</tr>
<tr>
<td>May 13</td>
<td>77%</td>
</tr>
<tr>
<td>May 20</td>
<td>73%</td>
</tr>
<tr>
<td>May 27</td>
<td>75%</td>
</tr>
<tr>
<td>June 3</td>
<td>69%</td>
</tr>
</tbody>
</table>
Impact of COVID-19 on Upcoming Travel Plans Comparison

- Canceled trip completely
- Reduced travel plans

Base: Coronavirus Changed Travel Plans

Mar 11  Mar 19  Mar 26  Apr 1  Apr 8  Apr 15  Apr 22  Apr 29  May 6  May 13  May 20  May 27  June 3
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
- 7%: 1 - No impact at all
- 8%: 2
- 17%: 3
- 23%: 4
- 46%: 5 - Greatly impact

Concerns about the economy
- 19%: 1 - No impact at all
- 16%: 2
- 24%: 3
- 23%: 4
- 19%: 5 - Greatly impact

Transportation costs
- 24%: 1 - No impact at all
- 15%: 2
- 28%: 3
- 19%: 4
- 14%: 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
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%
- May 6: 69%
- May 13: 67%
- May 20: 71%
- May 27: 71%
- June 3: 70%

Travel Sentiment Study Wave 13
IMPACT ON TRAVEL PLANS

Activities Travelers Plan to Participate in During Their Summer Travels

- Dine at a restaurant: 57%
- Go shopping: 52%
- Go to relax or recreate at an ocean, lake, or river: 50%
- Visit a national park, state park, or monument: 34%
- Participate in other outdoor activities or adventures: 34%
- Go on a hike or bicycle ride: 30%
- Visit a museum, art gallery, or other arts/cultural institution: 20%
- Visit an amusement park, theme park, or water park: 20%
- Go to a winery, brewery, or distillery: 17%
- Go to a live musical, cultural, food, or other event: 14%
- Go on an organized tour (by road, water, rail, or air): 11%
- Don’t know, not sure: 8%
- Other: 5%
Perceptions of Safety and Travel

I support opening up my community to visitors
- Strongly disagree: 8%
- Disagree: 16%
- Neutral: 31%
- Agree: 32%
- Strongly agree: 14%

I feel safe traveling outside my community
- Strongly disagree: 9%
- Disagree: 18%
- Neutral: 29%
- Agree: 30%
- Strongly agree: 14%

I would feel safe dining in local restaurants and shopping in retail stores in my community
- Strongly disagree: 10%
- Disagree: 20%
- Neutral: 26%
- Agree: 28%
- Strongly agree: 16%
I Support Opening Up My Community to Visitors
Comparison of Travelers Who Strongly Agree or Agree
I Feel Safe Traveling Outside My Community
Comparison of Travelers Who Strongly Agree or Agree

- May 6: 40%
- May 13: 35%
- May 20: 42%
- May 27: 43%
- June 3: 44%
I Would Feel Safe Dining in Local Restaurants and Shopping in Retail Stores Within My Community
Comparison of Travelers Who Strongly Agree or Agree
Additional Resources

Longwoods International Research
longwoods-intl.com/news

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