

COVID-19 U.S. Travel Sentiment Survey

Fourteenth Edition: June 23, 2020

Longwoods International, with the support of Miles Partnership, is undertaking a tracking survey of U.S. travelers' intentions. This summarizes four critical data points from our survey using a national sample of 1,000 adults on June 17, 2020.

[View the full report.](#)

EXECUTIVE SUMMARY

INTENTIONS

Unchanged from early June, 69% of U.S. travelers indicate they are changing travel plans because of the coronavirus pandemic. The impact of the pandemic on travel had been declining slowly from a peak of 85% on April 8 but remains at levels signifying that widespread disruption of travel persists throughout the U.S.

IMPACT

The percentage of American travelers who say the pandemic will greatly impact their travel plans in the next six months remains unchanged at 46% but still well below the peak of 67% on April 1.

IMPORTANT HEALTH & SAFETY FACTORS FOR TRAVELERS

When asked about the procedures and precautions that are most likely to make them feel safe and want to visit, U.S. travelers are most likely to support tourism businesses that demonstrate a clear, thorough cleaning and hygiene plan (43%), test staff and require staff to use PPE (34%) and have strict controls on social distancing (34%). A wide range of other procedures were also highlighted by travelers indicating the importance of a comprehensive health and safety plan.

PERCEPTION OF TRAVEL & SAFETY

Many Americans still show signs of uncertainty in their confidence of their own travel plans and in welcoming visitors to their communities. As of June 17, when asked if they support reopening their community to visitors, 41% agreed or strongly agreed, down from 46% two weeks ago. 46% indicated they feel safe traveling outside of their community, up slightly from two weeks ago. Locals are also feeling more confident with 47% feeling safe to dine in local restaurants and shop in the community, up from 37% three weeks ago. This uneven and uncertain confidence remains a major impediment to the strength and timing of travel and tourism's recovery.

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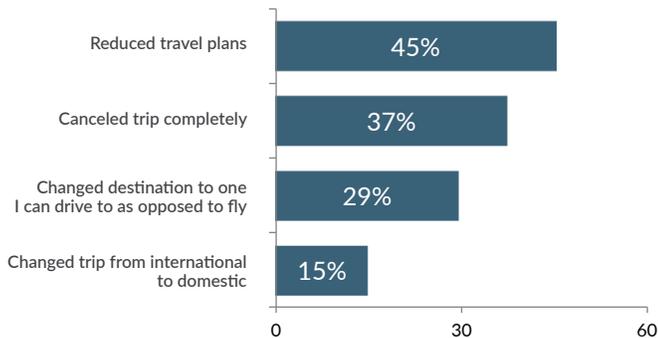
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TRAVEL PLANS

As July approaches, the impact of COVID-19 on U.S. travel plans continues a slow decline but remains a major concern impacting most summer and fall travel. One bright spot: the proportion of travelers who have canceled a trip has dropped to 37% from 44% two weeks ago while the other impacts are largely unchanged.

HOW DID YOU CHANGE YOUR PLANS?



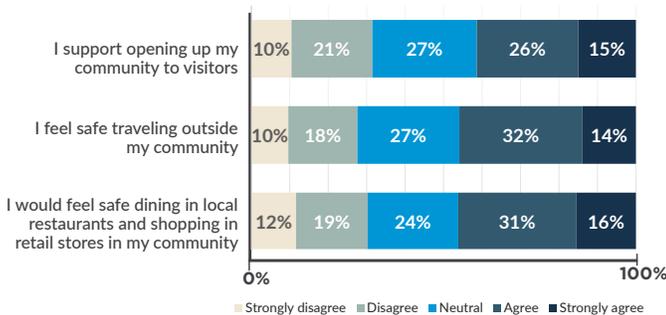
69%

of U.S. travelers indicate they will change their travel plans in the next six months due to COVID-19, well down from late May (75%) and the peak levels around 85% in late March/early April.

CONFIDENCE IN TRAVEL & TRAVELERS

There are some modest improvements to U.S. travelers' confidence in traveling outside their community or dining and shopping locally. Of most concern, the percentage of U.S. travelers in support of opening their community to travel declined to 41% likely as a result of rising COVID-19 case numbers in many parts of the nation. This highlights how close travel confidence is connected to the pandemic across the U.S. and how a strong and sustained recovery in travel remains elusive while health concerns remain.

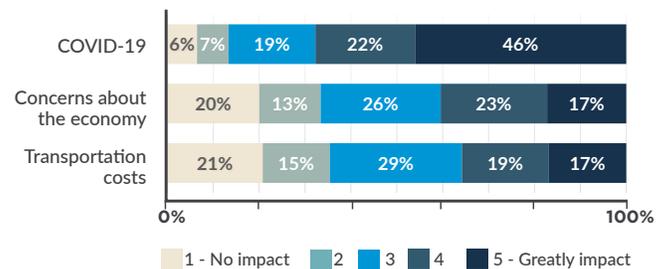
PERCEPTIONS OF SAFETY AND TRAVEL



FACTORS IMPACTING TRAVEL

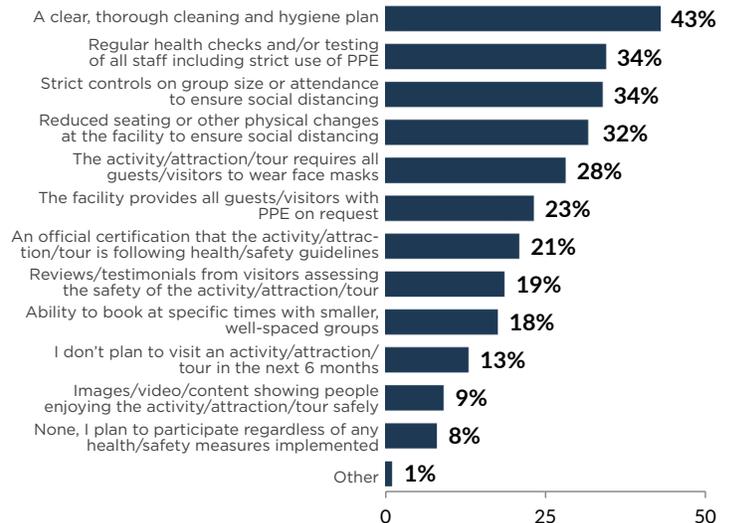
COVID-19's impact on travel plans remains unchanged from two weeks ago with 46% of U.S. travelers indicating it was "greatly impacting" travel, down from 60% in mid-May. The economic fallout of COVID-19 remains a far smaller issue with only 17% citing major concerns about the economy influencing their travel plans, the lowest level since early March.

FACTORS IMPACTING DECISIONS TO TRAVEL IN THE NEXT SIX MONTHS



SAFETY PROTOCOLS THAT MATTER TO TRAVELERS

Visitors' perceptions about health and safety is critical to them when considering a destination, attractions, activities or tours. U.S. travelers highlighted a wide range of health and safety procedures that are important to them including a clear cleaning and hygiene plan, testing and PPE for staff, controls on group size and physical changes (e.g.: reduced seating) to allow for social distancing.



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