COVID-19

TRAVEL SENTIMENT STUDY
WAVE 15

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

76% of travelers planning to travel in the next six months will change their travel plans due to coronavirus.

- Canceled trip completely: 45%
- Reduced travel plans: 40%
- Changed destination to one I can drive to as opposed to fly: 24%
- Changed trip from international to domestic: 16%

Base: Coronavirus Changed Travel Plans

Travel Sentiment Study Wave 15
Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison

IMPACT ON TRAVEL PLANS
Impact of COVID-19 on Upcoming Travel Plans Comparison

Base: Coronavirus Changed Travel Plans
Impact of COVID-19 on Upcoming Travel Plans Comparison

**IMPACT ON TRAVEL PLANS**

- **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)
  - 6% (2)
  - 17% (3)
  - 22% (4)
  - 48% (5 - Greatly impact)

- **Concerns about the economy**
  - 16% (1)
  - 14% (2)
  - 33% (3)
  - 18% (4)
  - 20% (5)

- **Transportation costs**
  - 20% (1)
  - 15% (2)
  - 27% (3)
  - 20% (4)
  - 18% (5)

*Travel Sentiment Study Wave 15*
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 15

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% (increased)
- April 15: 72% (highest)
- April 22: 69%
- April 29: 70%
- May 6: 69%
- May 13: 67%
- May 20: 71% (second highest)
- May 27: 71%
- June 3: 70%
- June 17: 72%
- July 1: 65% (lowest)

Note: The chart shows the percentage of travelers with travel plans in the next six months from March 11 to July 1.
First Trip Travelers Will Take in the Next Six Weeks

- I am not planning to take a trip in the next 6 weeks (34%)
- Travel by car to see friends and relatives within 200 miles in the U.S. (13%)
- Travel by car to see friends and relatives more than 200 miles in the U.S. (12%)
- Travel by car for a vacation/ getaway within 200 miles (not to see friends/relatives) in the U.S. (9%)
- I will vacation at home first (i.e., staycation) (8%)
- Travel by plane to see friends and relatives in the U.S. (8%)
- Travel by car for a vacation/ getaway more than 200 miles (not to see friends/relatives) in the U.S. (7%)
- Trip to another international destination (4%)
- Travel by plane for a vacation/ getaway (not to see friends/relatives) in the U.S. (4%)
- International trip to Canada or Mexico (1%)
**First Trip Travelers Will Take in the Next Six Weeks**

- I am not planning to take a trip in the next 6 weeks: 34%
- 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%
- Travel by car for a vacation/getaway within 200 miles (not to see friends/relatives) in the U.S.: 8%
- I will vacation at home first (i.e., staycation): 9%
- Travel by plane to see friends and relatives in the U.S.: 7%
- Travel by plane for a vacation/getaway (not to see friends/relatives) in the U.S.: 7%
- Trip to another international destination: 4%
- Travel by car for a vacation/getaway more than 200 miles (not to see friends/relatives) in the U.S.: 3%
- International trip to Canada or Mexico: 1%

**Travel Sentiment Study Wave 15**
Perceptions of Safety and Travel

1. I support opening up my community to visitors:
   - Strongly disagree: 14%
   - Disagree: 20%
   - Neutral: 32%
   - Agree: 23%
   - Strongly agree: 11%

2. I feel safe traveling outside my community:
   - Strongly disagree: 12%
   - Disagree: 19%
   - Neutral: 28%
   - Agree: 27%
   - Strongly agree: 14%

3. I would feel safe dining in local restaurants and shopping in retail stores in my community:
   - Strongly disagree: 15%
   - Disagree: 20%
   - Neutral: 23%
   - Agree: 26%
   - Strongly agree: 14%
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%
June 3: 46%
June 17: 41%
July 1: 34%
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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<td>May 20</td>
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<td>May 27</td>
<td>43%</td>
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<td>June 3</td>
<td>44%</td>
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<td>June 17</td>
<td>46%</td>
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<tr>
<td>July 1</td>
<td>41%</td>
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</tbody>
</table>
I Would Feel Safe Dining in Local Restaurants and Shopping in Retail Stores Within My Community
Comparison of Travelers Who Strongly Agree or Agree

Travel Sentiment Study Wave 15

TRAVEL PERCEPTIONS
Additional Resources

Longwoods International Research
longwoods-intl.com/news

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