COVID-19

TRAVEL SENTIMENT STUDY WAVE 4

Fielded April 1, 2020
U.S. National Sample of 1,000 adults 18+
of travelers planning to travel in the next six months will change their travel plans due to coronavirus

- Canceled trip completely: 53%
- Reduced travel plans: 43%
- Changed destination to one I can drive to as opposed to fly: 22%
- Changed trip from international to domestic: 13%

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

- April 1: 84%
- March 26: 84%
- March 19: 75%
- March 11: 58%
Impact of COVID-19 on Upcoming Travel Plans Comparison

- **Canceled trip completely**
  - April 1: 53%
  - March 26: 48%
  - March 19: 50%
  - March 11: 52%

- **Reduced travel plans**
  - April 1: 36%
  - March 26: 39%
  - March 19: 36%
  - March 11: 43%

- **Changed destination to one I can drive to**
  - April 1: 17%
  - March 26: 18%
  - March 19: 22%
  - March 11: 21%

- **Changed trip from international to domestic**
  - April 1: 11%
  - March 26: 14%
  - March 19: 22%
  - March 11: 21%
Factors Impacting Decisions to Travel in Next 6 Months

- Coronavirus/COVID-19:
  - 4%: No impact at all
  - 4%: Very little impact
  - 9%: Somewhat impactful
  - 16%: Budget impacting
  - 67%: Greatly impact

- Concerns about the economy:
  - 15%: No impact at all
  - 12%: Very little impact
  - 26%: Somewhat impactful
  - 22%: Budget impacting
  - 25%: Greatly impact

- Transportation costs:
  - 23%: No impact at all
  - 18%: Very little impact
  - 26%: Somewhat impactful
  - 16%: Budget impacting
  - 17%: Greatly impact
Indicated That Coronavirus Would Greatly Impact Their Decision To Travel In The Next Six Months

![Bar chart showing the percentage of people indicating that Coronavirus would impact their travel plans over time.](chart)

- April 1: 67%
- March 26: 62%
- March 19: 58%
- March 11: 35%
Travel Sentiment Study Wave 4

IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison

<table>
<thead>
<tr>
<th>Date</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 1</td>
<td>65%</td>
</tr>
<tr>
<td>March 26</td>
<td>72%</td>
</tr>
<tr>
<td>March 19</td>
<td>76%</td>
</tr>
<tr>
<td>March 11</td>
<td>87%</td>
</tr>
</tbody>
</table>
Travel Content Viewed or Interacted with in Last Two Months

- A magazine article on travel: 30%
- Short online travel video (2-3 minutes or less) on YouTube, Facebook, etc.: 26%
- A travel show on television or OnDemand: 25%
- A travel book/guidebook: 25%
- A video from a travel expert, personality, or ‘vlogger’: 17%
- Live streaming online video of a real-time travel or local experience: 15%
- An online 3D or 360-degree virtual tour (e.g., Google Street View/Earth): 15%
- A travel podcast, audio, or radio show: 12%
- Longer online travel video (more than 3 minutes): 11%
- Virtual tour using a virtual reality headset: 7%

IMPACT ON TRAVEL PLANS
Additional Resources

Longwoods International Research
longwoods-intl.com/news

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