



Travel Sentiment Study Wave 4

APRIL 7, 2020

 Longwoods
INTERNATIONAL

|  miles
PARTNERSHIP

COVID-19

TRAVEL SENTIMENT STUDY WAVE 4

Fielded April 1, 2020

U.S. National Sample of 1,000 adults 18+

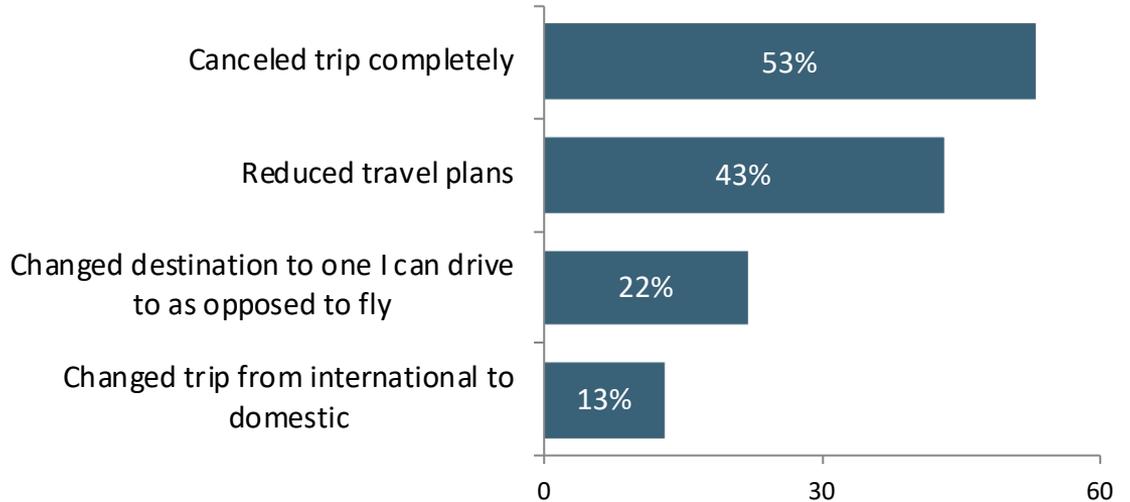
Longwoods
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IMPACT ON TRAVEL PLANS

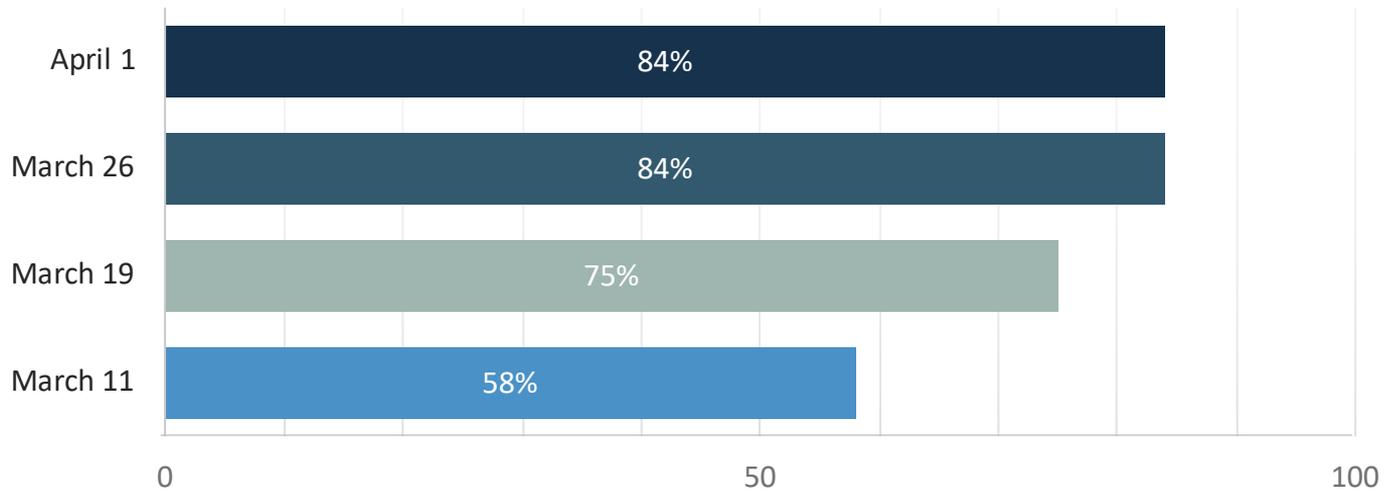


**of travelers planning to travel
in the next six months will
change their travel plans due
to coronavirus**



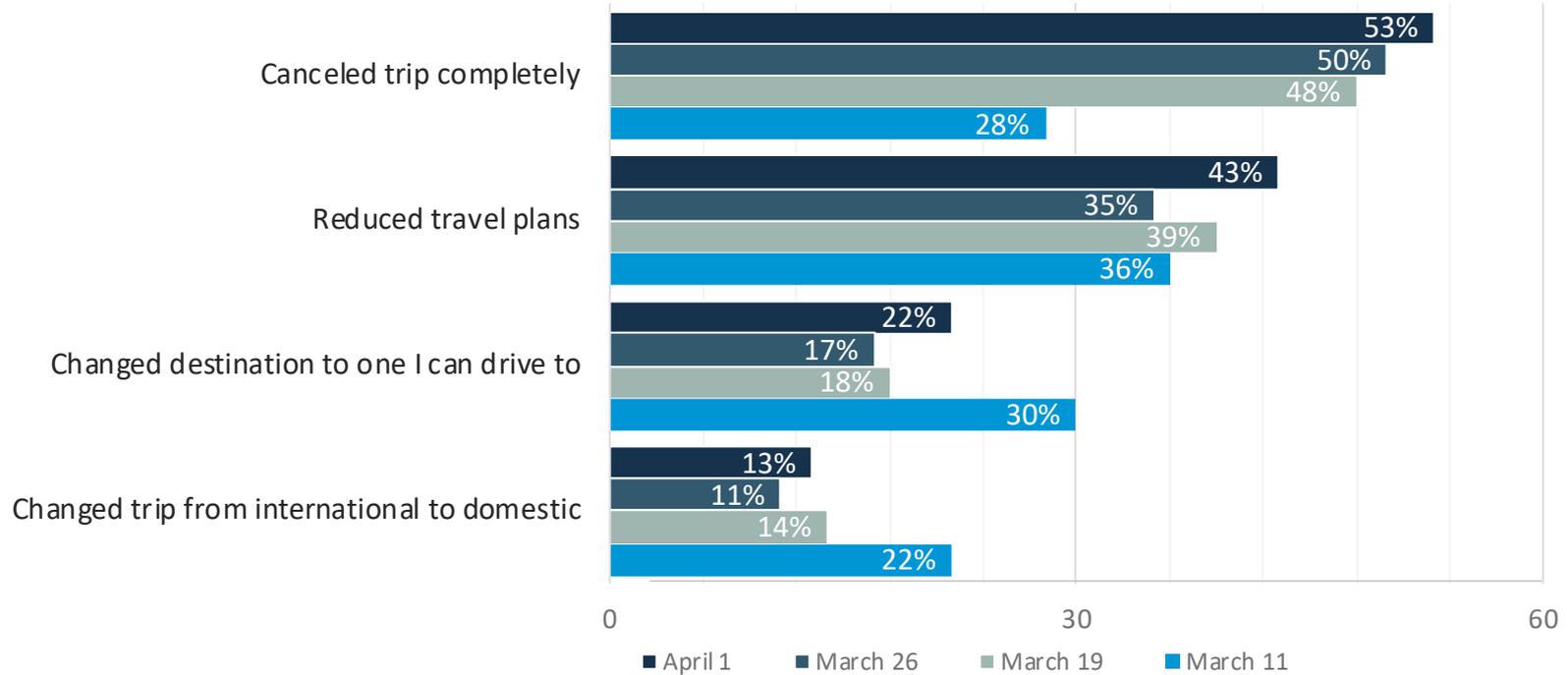
Base: Coronavirus Changed Travel Plans

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



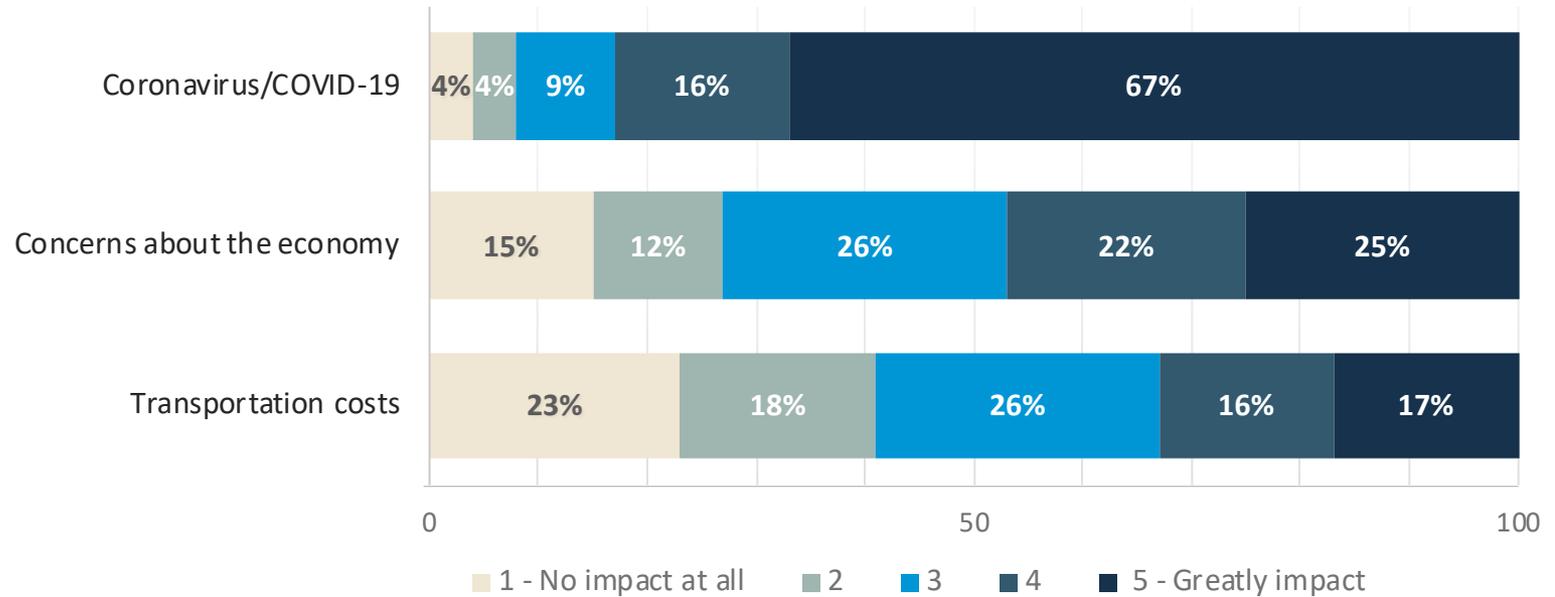
IMPACT ON TRAVEL PLANS

Impact of COVID-19 on Upcoming Travel Plans Comparison



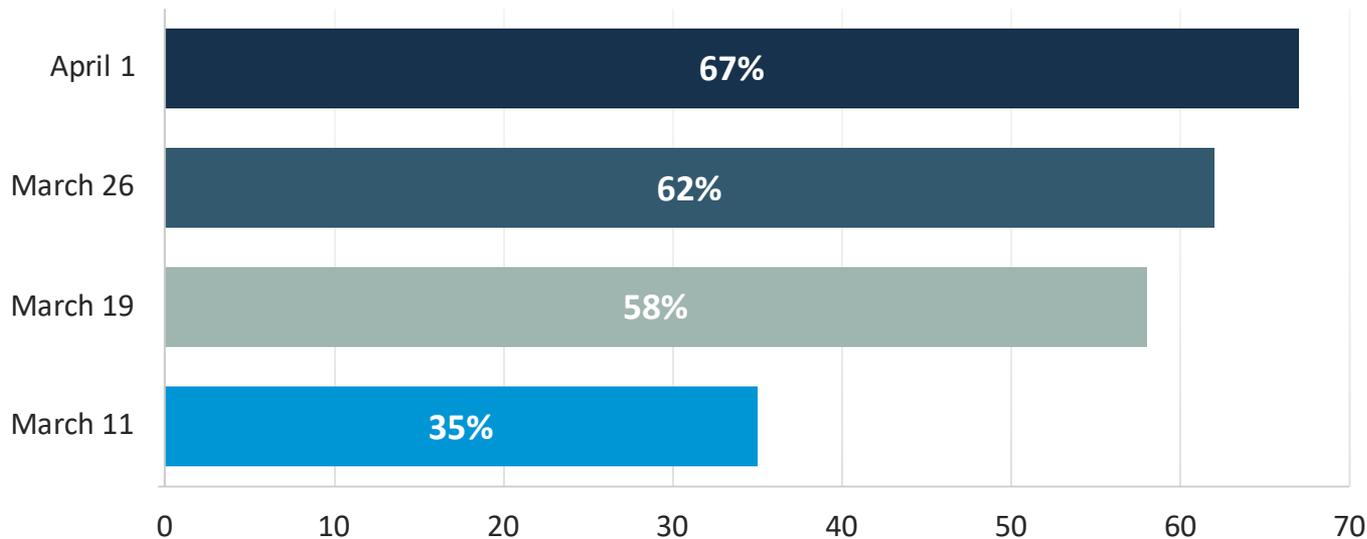
Base: Coronavirus Changed Travel Plans

Factors Impacting Decisions to Travel in Next 6 Months

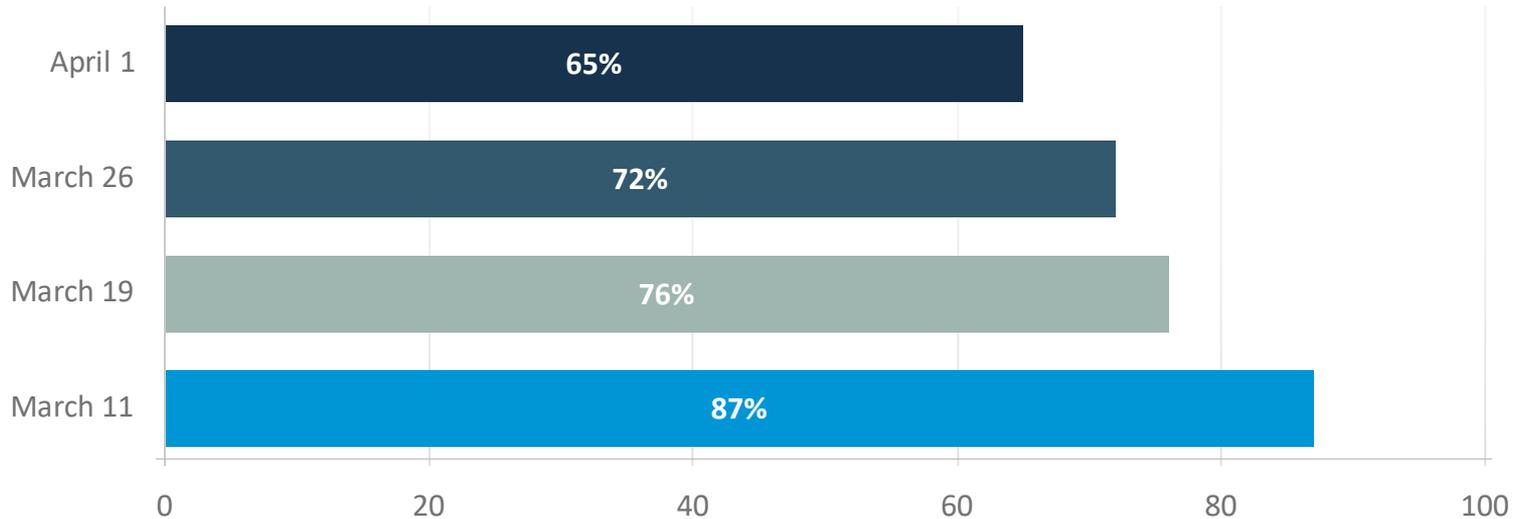


IMPACT ON TRAVEL PLANS

Indicated That Coronavirus Would Greatly Impact Their Decision To Travel In The Next Six Months

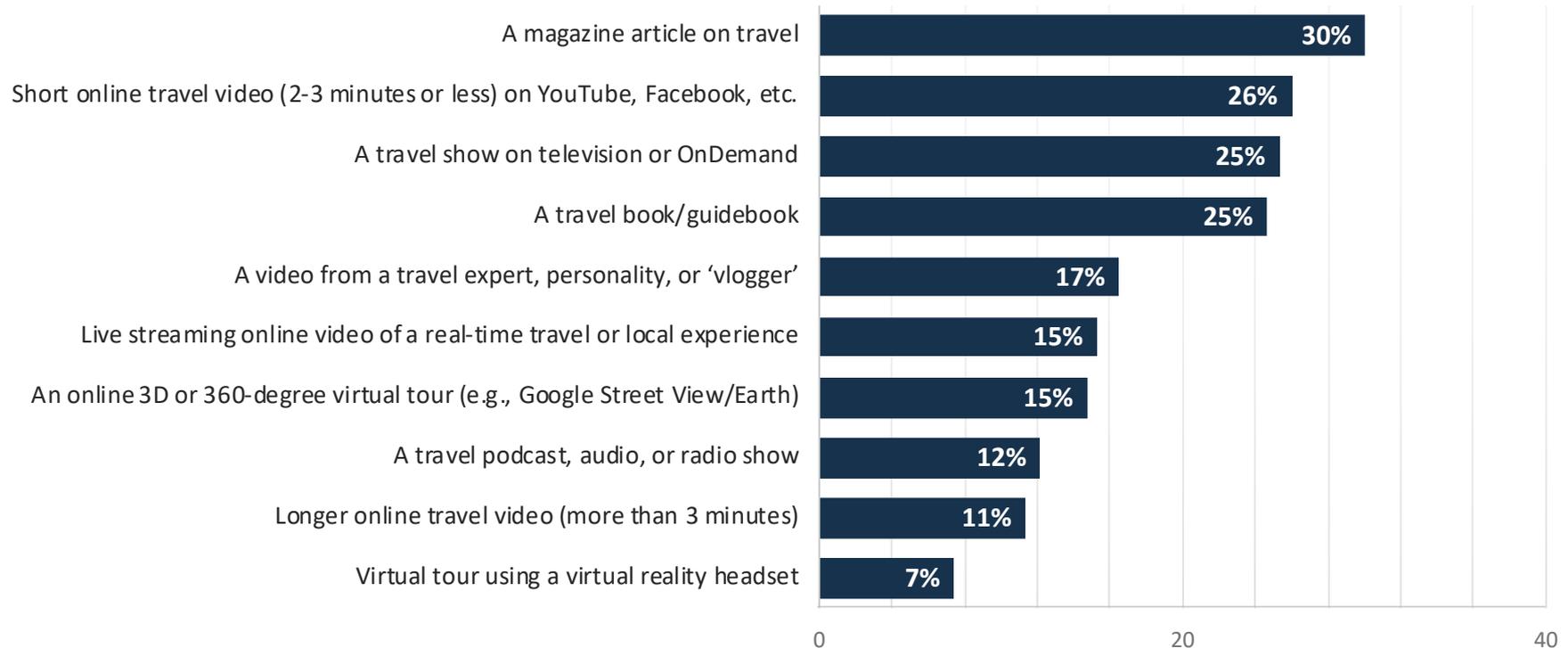


Travelers with Travel Plans in the Next Six Months Comparison



IMPACT ON TRAVEL PLANS

Travel Content Viewed or Interacted with in Last Two Months



Additional Resources

Longwoods International Research
longwoods-intl.com/news

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



Thank You

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