

# **Travel Sentiment Study Wave 5**

APRIL 14, 2020





# COVID-19

# TRAVEL SENTIMENT STUDY WAVE 5

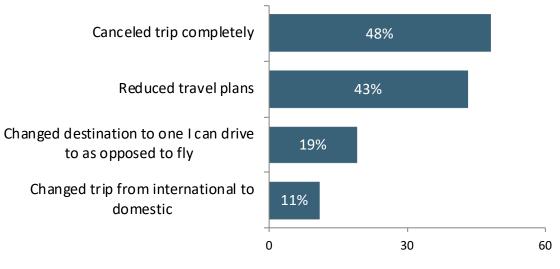
# Fielded April 8, 2020 U.S. National Sample of 1,000 adults 18+







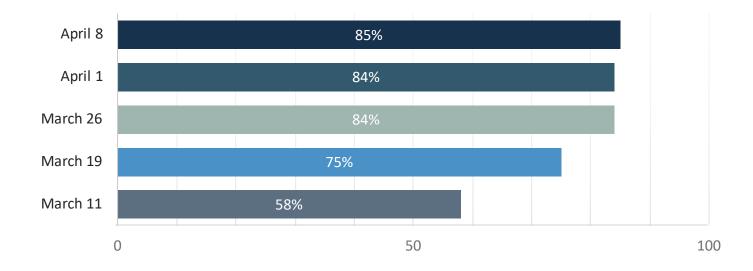
of travelers planning to travel in the next six months will change their travel plans due to coronavirus



Base: Coronavirus Changed Travel Plans

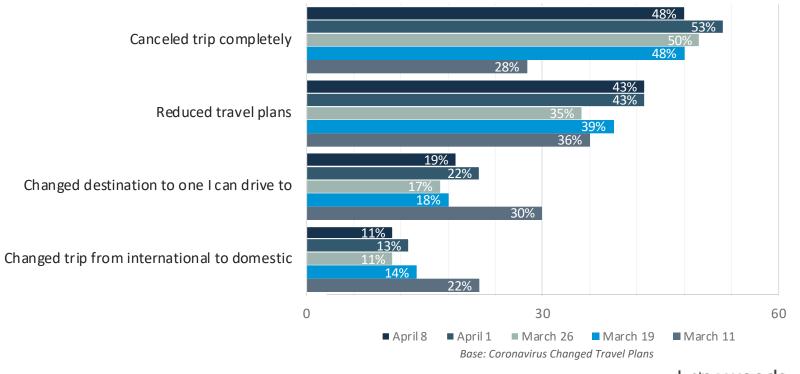


# Travelers Planning To Change Upcoming Travel Plans Due To COVID-19 Comparison



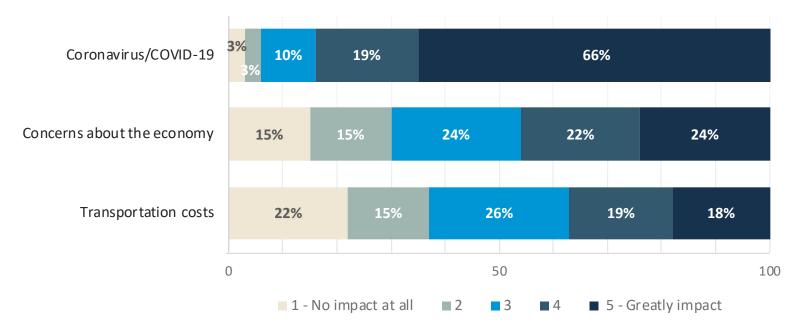


### Impact of COVID-19 on Upcoming Travel Plans Comparison



INTERNATIONAL

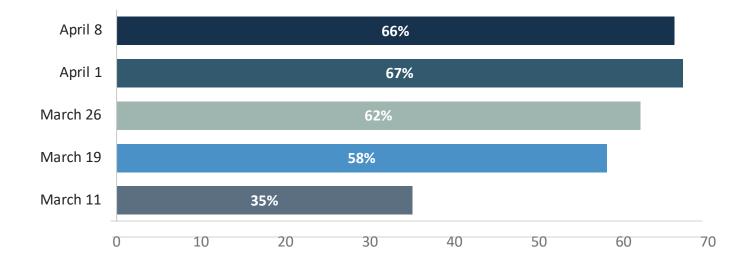
### **Factors Impacting Decisions to Travel in Next 6 Months**





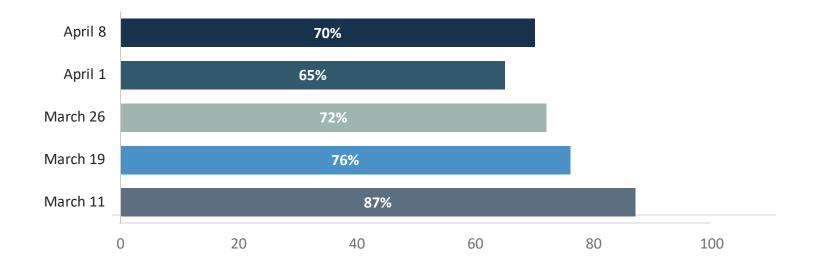
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## Indicated That Coronavirus Would Greatly Impact Their Decision To Travel In The Next Six Months





## **Travelers with Travel Plans in the Next Six Months Comparison**





#### Delivery and takeout food options in your community 50% Ways to support local businesses/organizations and their staff impacted by COVID-19 49% Deals and offers for travel, dining, and entertainment for future use 49% Purchasing merchandise and gift cards from local businesses online 27% 26% Videos of inspirational or interesting travel destinations 25% Online virtual tours of museums, art galleries, and other visitor attractions 23% Live streams of performances by local musicians, artists, or theater groups Sharing travel experiences or ideas with others online during this time 20% 19% 360-degree images/videos or virtual reality experiences of travel destinations

### Information and Content of Interest to Travelers



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Longwoods

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Additional Resources

Longwoods International Research longwoods-intl.com/news

Miles Partnership COVID-19 Communication Center <u>covid19.milespartnership.com</u>





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