



Travel Sentiment Study Wave 5

APRIL 14, 2020

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COVID-19

TRAVEL SENTIMENT STUDY WAVE 5

Fielded April 8, 2020

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

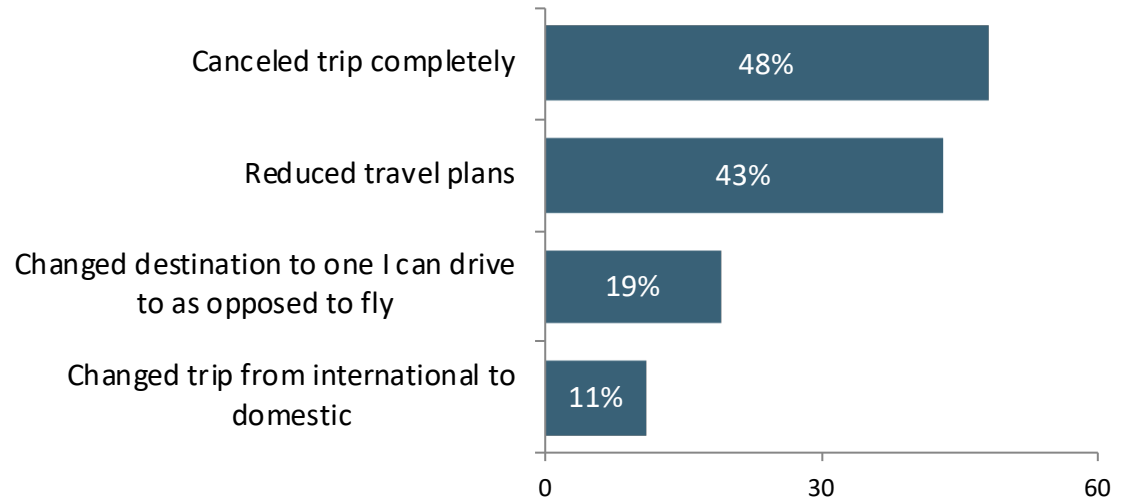
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IMPACT ON TRAVEL PLANS

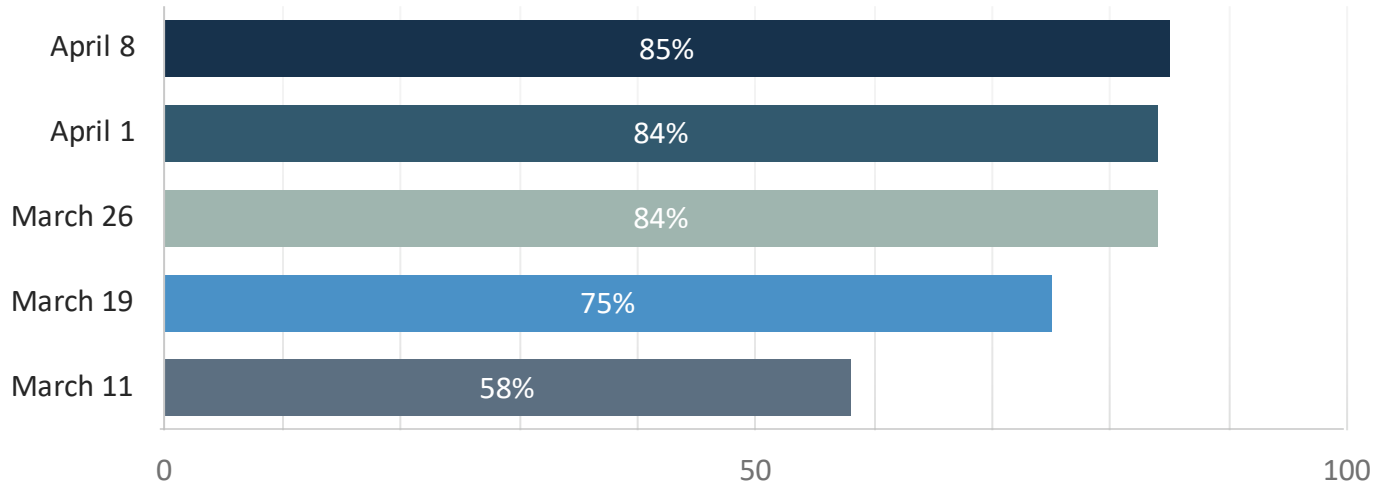


**of travelers planning to travel
in the next six months will
change their travel plans due
to coronavirus**



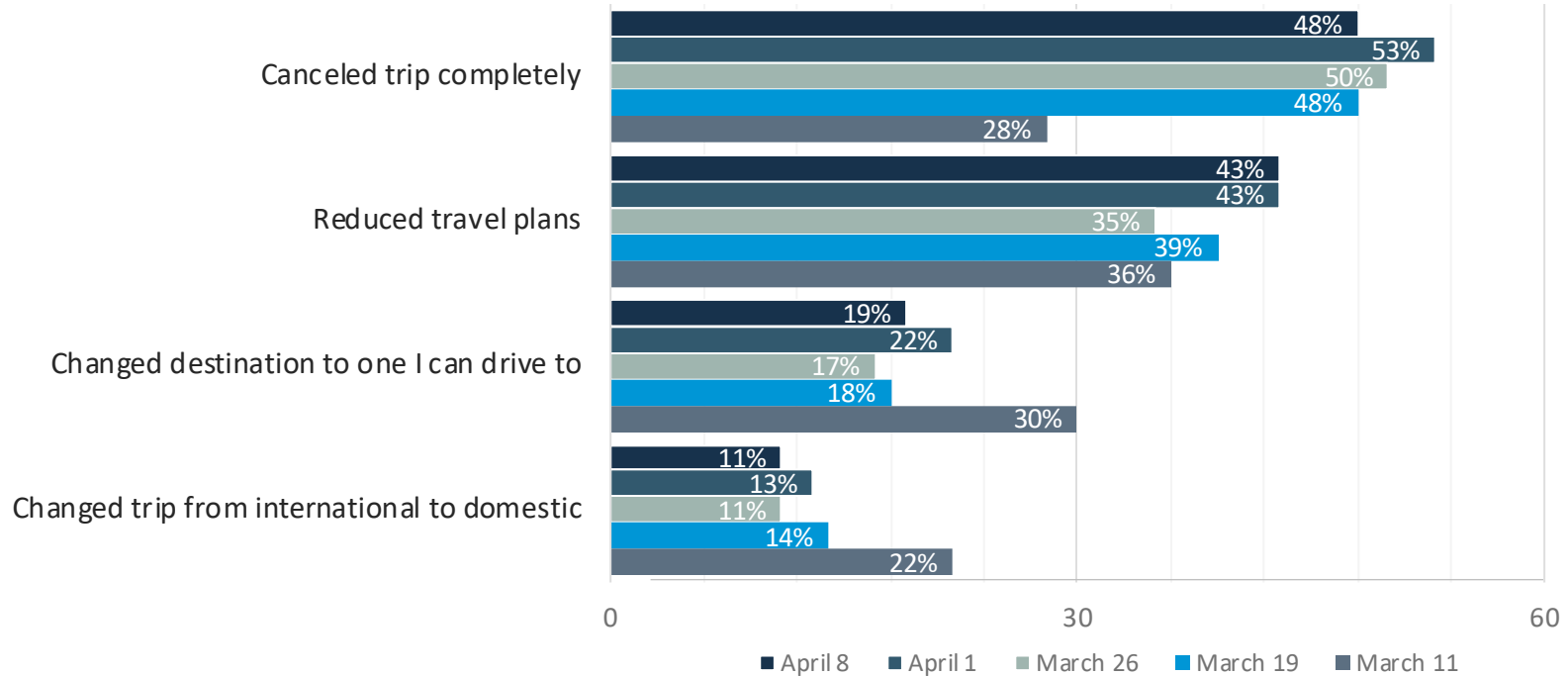
Base: Coronavirus Changed Travel Plans

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



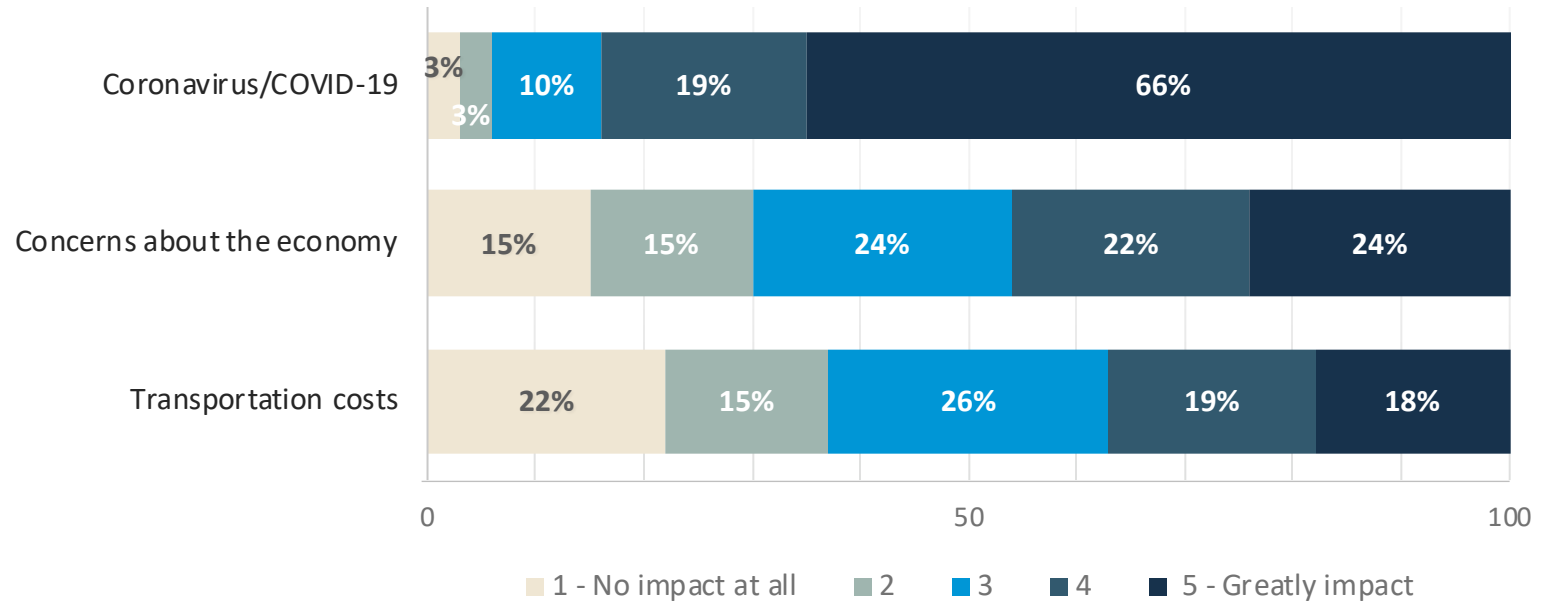
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Impact of COVID-19 on Upcoming Travel Plans Comparison



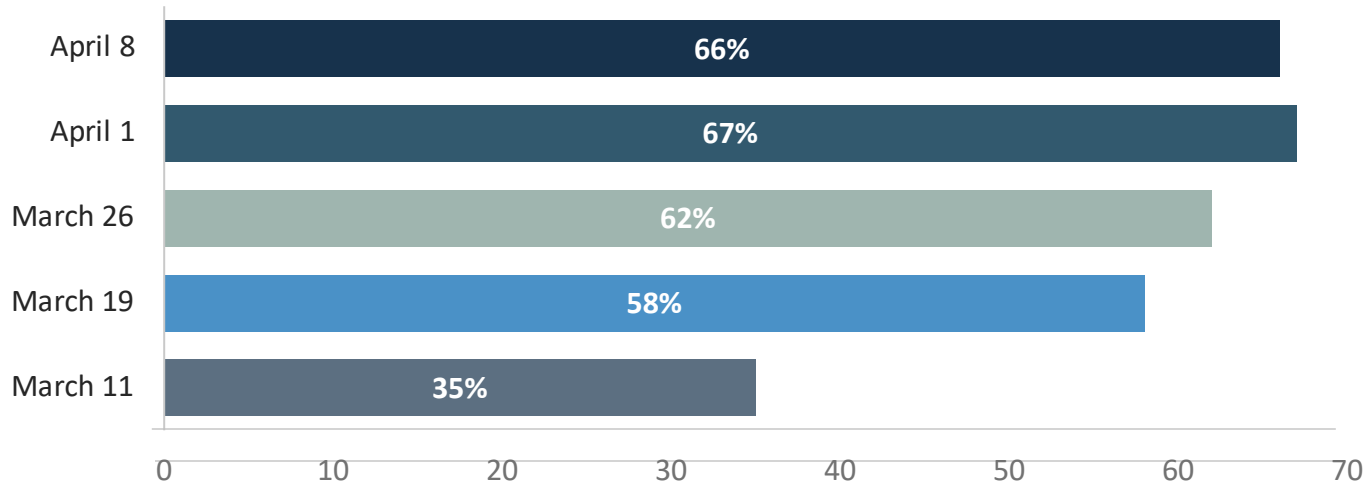
Base: Coronavirus Changed Travel Plans

Factors Impacting Decisions to Travel in Next 6 Months

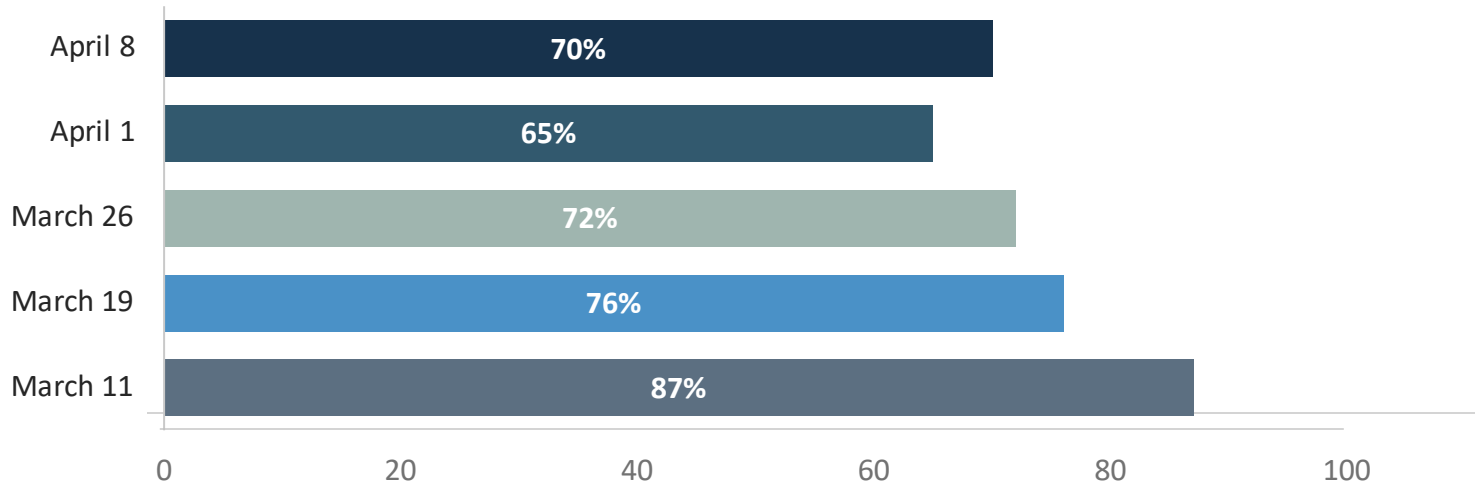


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Indicated That Coronavirus Would Greatly Impact Their Decision To Travel In The Next Six Months

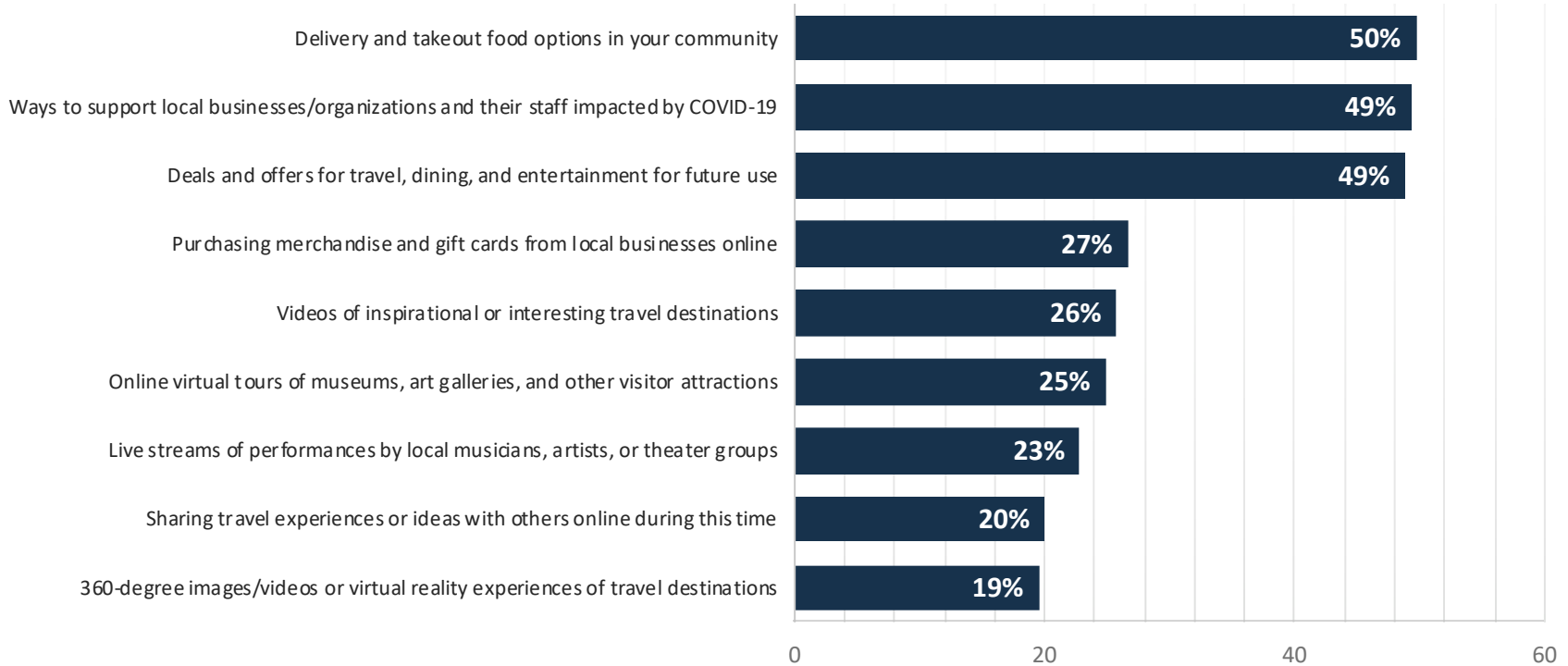


Travelers with Travel Plans in the Next Six Months Comparison



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Information and Content of Interest to Travelers



Additional Resources

Longwoods International Research
longwoods-intl.com/news

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



Thank You

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