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

- Canceled trip completely: 48%
- Reduced travel plans: 43%
- Changed destination to one I can drive to as opposed to fly: 19%
- Changed trip from international to domestic: 11%

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

- April 8: 85%
- 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 8: 48%
  - April 1: 28%
  - March 26: 50%
  - March 19: 48%
  - March 11: 53%

- **Reduced travel plans**
  - April 8: 48%
  - April 1: 35%
  - March 26: 43%
  - March 19: 39%
  - March 11: 43%

- **Changed destination to one I can drive to**
  - April 8: 19%
  - April 1: 22%
  - March 26: 22%
  - March 19: 18%
  - March 11: 17%

- **Changed trip from international to domestic**
  - April 8: 11%
  - April 1: 13%
  - March 26: 11%
  - March 19: 14%
  - March 11: 22%
Factors Impacting Decisions to Travel in Next 6 Months

- **Coronavirus/COVID-19**
  - 3%: No impact at all
  - 10%: Slightly impact
  - 19%: Moderate impact
  - 66%: Greatly impact

- **Concerns about the economy**
  - 15%: No impact at all
  - 15%: Slightly impact
  - 24%: Moderate impact
  - 22%: Greatly impact
  - 24%: Don't know

- **Transportation costs**
  - 22%: No impact at all
  - 15%: Slightly impact
  - 26%: Moderate impact
  - 19%: Greatly impact
  - 18%: Don't know
Indicated That Coronavirus Would Greatly Impact Their Decision To Travel In The Next Six Months

- April 8: 66%
- April 1: 67%
- March 26: 62%
- March 19: 58%
- March 11: 35%
Travel Sentiment Study Wave 5

Travelers with Travel Plans in the Next Six Months Comparison

- April 8: 70%
- April 1: 65%
- March 26: 72%
- March 19: 76%
- March 11: 87%

Impact on Travel Plans:
- April 8: 70%
- April 1: 65%
- March 26: 72%
- March 19: 76%
- March 11: 87%
Information and Content of Interest to Travelers

- 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%
- Videos of inspirational or interesting travel destinations: 26%
- Online virtual tours of museums, art galleries, and other visitor attractions: 25%
- Live streams of performances by local musicians, artists, or theater groups: 23%
- Sharing travel experiences or ideas with others online during this time: 20%
- 360-degree images/videos or virtual reality experiences of travel destinations: 19%
Additional Resources

Longwoods International Research
longwoods-intl.com/news

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