



Travel Sentiment Study Wave 7

APRIL 28, 2020

 Longwoods
INTERNATIONAL

|  miles
PARTNERSHIP

COVID-19

TRAVEL SENTIMENT STUDY WAVE 7

Fielded April 22, 2020

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

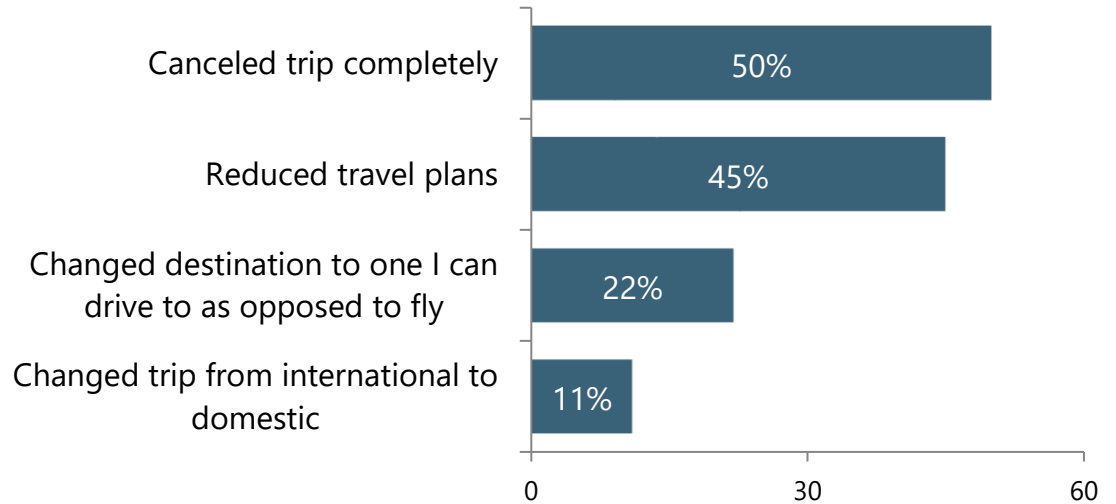
Longwoods
INTERNATIONAL

| miles
PARTNERSHIP

IMPACT ON TRAVEL PLANS



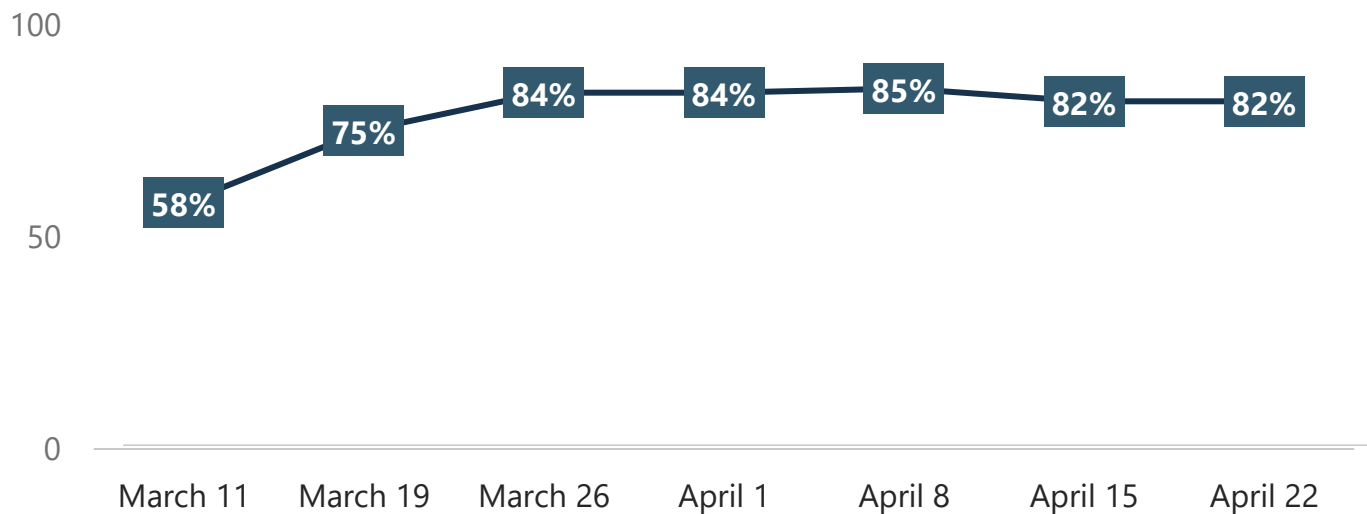
of travelers planning to travel in the next six months will change their travel plans due to coronavirus



Base: Coronavirus Changed Travel Plans

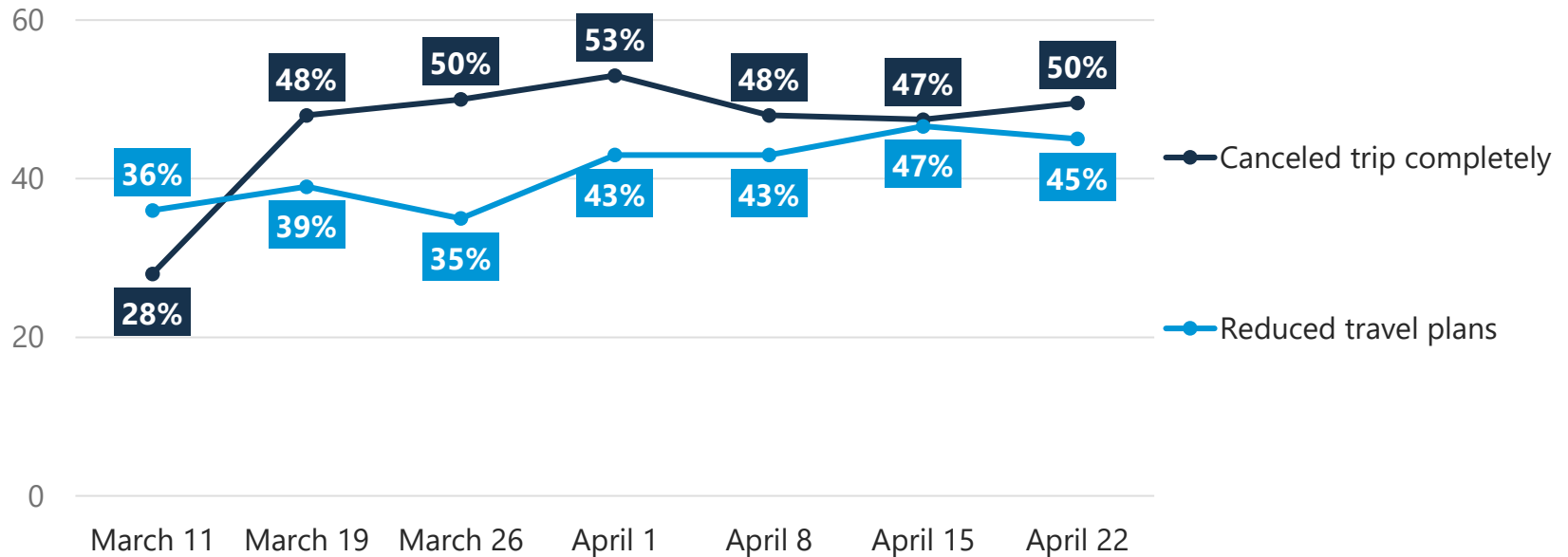
IMPACT ON TRAVEL PLANS

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



IMPACT ON TRAVEL PLANS

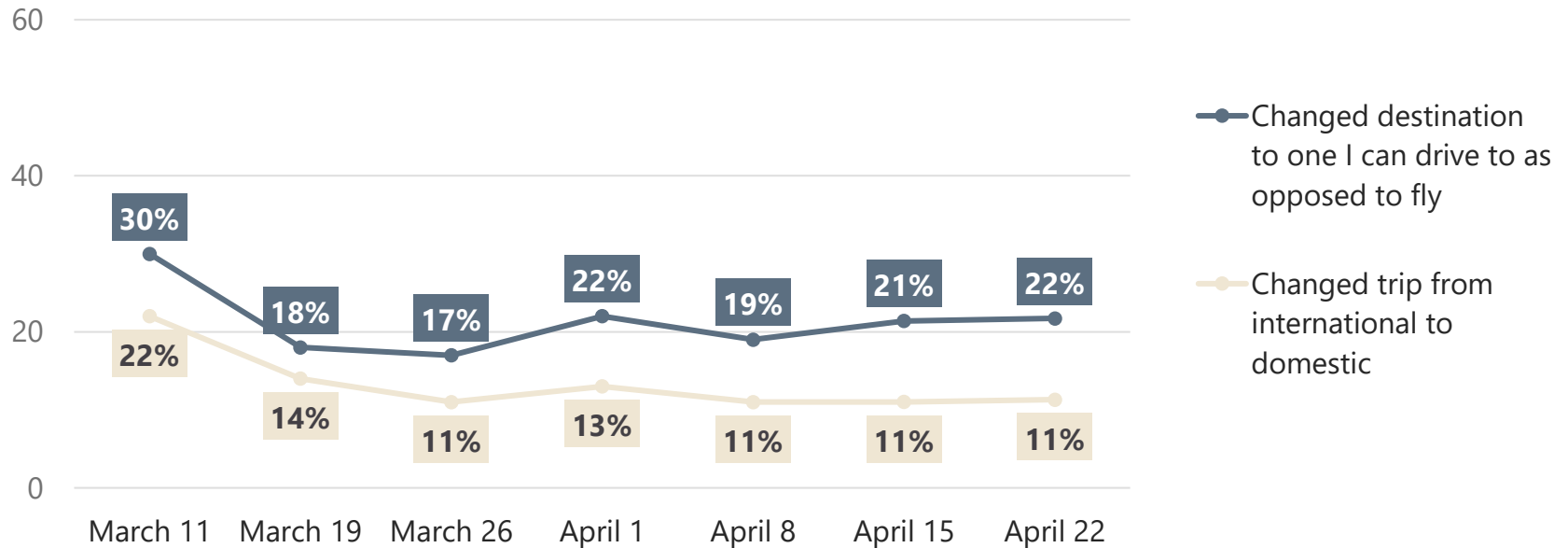
Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

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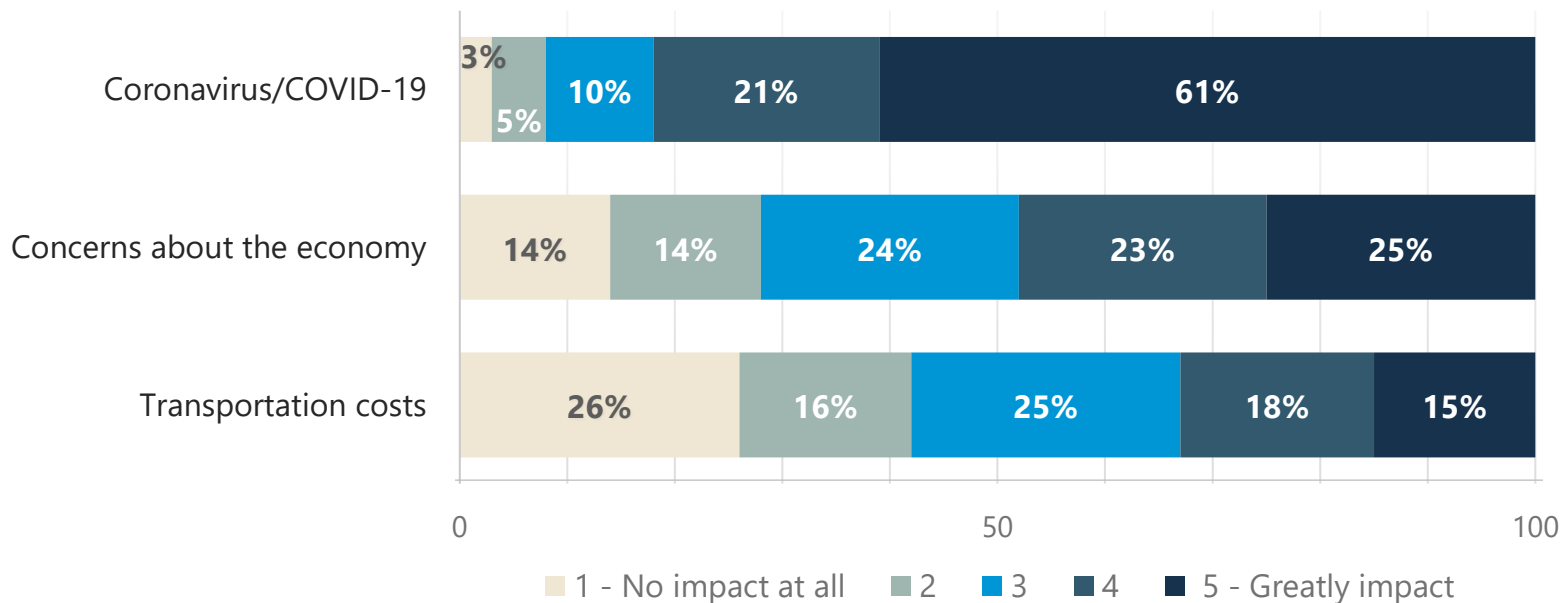
Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

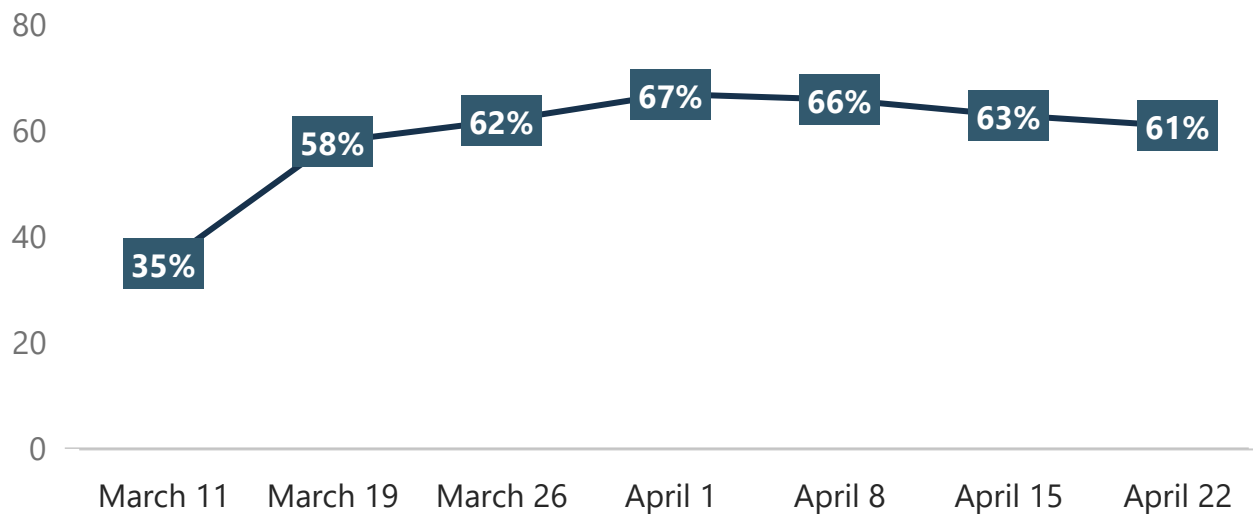
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Factors Impacting Decisions to Travel in Next 6 Months



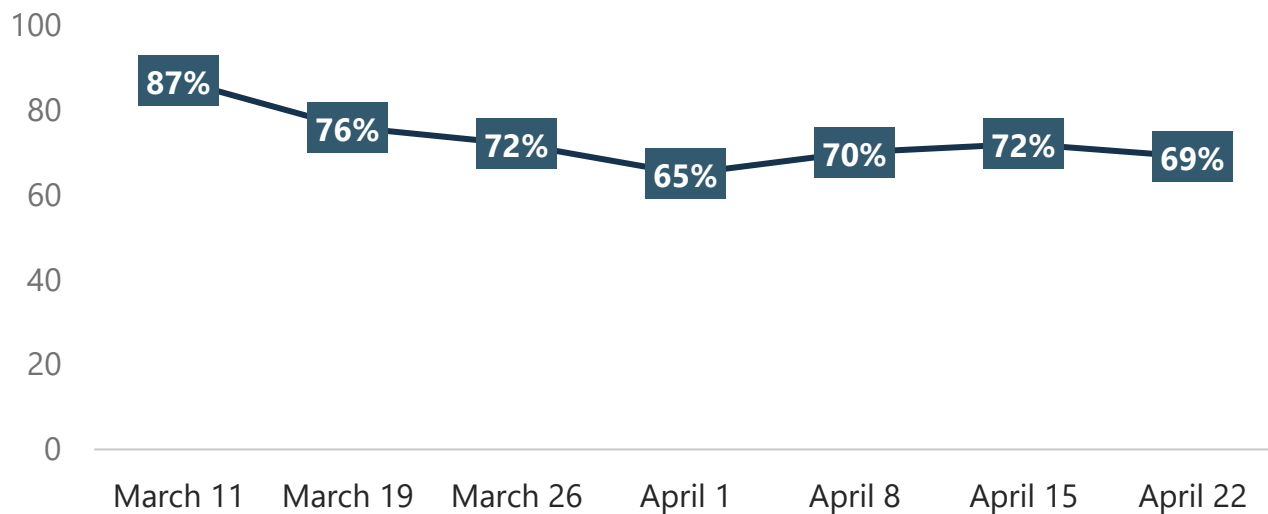
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Indicated That Coronavirus Would Greatly Impact Their Decision To Travel In The Next Six Months



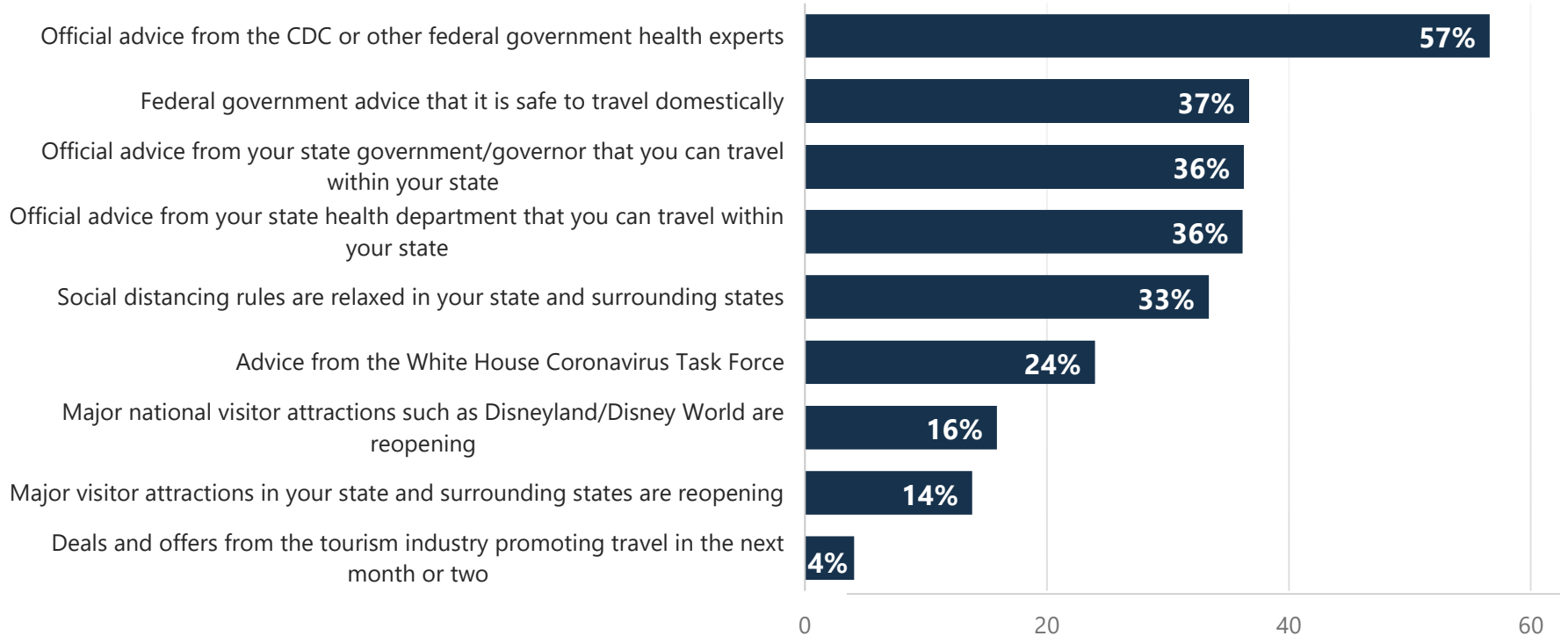
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Travelers with Travel Plans in the Next Six Months Comparison



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Information/Cues Indicating it is Safe to Plan Domestic U.S. Travel



Additional Resources

Longwoods International Research
longwoods-intl.com/news

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

Thank You

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