COVID-19

TRAVEL SENTIMENT STUDY
WAVE 7

Fielded April 22, 2020
U.S. National Sample of 1,000 adults 18+
Impact on Travel Plans

82% of travelers planning to travel in the next six months will change their travel plans due to coronavirus.

- Canceled trip completely: 50%
- Reduced travel plans: 45%
- Changed destination to one I can drive to as opposed to fly: 22%
- Changed trip from international to domestic: 11%

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 11</td>
<td>58%</td>
</tr>
<tr>
<td>March 19</td>
<td>75%</td>
</tr>
<tr>
<td>March 26</td>
<td>84%</td>
</tr>
<tr>
<td>April 1</td>
<td>84%</td>
</tr>
<tr>
<td>April 8</td>
<td>85%</td>
</tr>
<tr>
<td>April 15</td>
<td>82%</td>
</tr>
<tr>
<td>April 22</td>
<td>82%</td>
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</tbody>
</table>
Impact of COVID-19 on Upcoming Travel Plans Comparison

**Base: Coronavirus Changed Travel Plans**

- **Cancelled trip completely**
  - March 11: 28%
  - March 19: 39%
  - March 26: 35%
  - April 1: 53%
  - April 8: 48%
  - April 15: 47%
  - April 22: 50%

- **Reduced travel plans**
  - March 11: 36%
  - March 19: 48%
  - March 26: 50%
  - April 1: 43%
  - April 8: 43%
  - April 15: 47%
  - April 22: 45%
Impact of COVID-19 on Upcoming Travel Plans Comparison

**IMPACT ON TRAVEL PLANS**

- **March 11:** 30% changed destination to one I can drive to as opposed to fly
- **March 19:** 18% changed trip from international to domestic
- **March 26:** 17% changed destination to one I can drive to as opposed to fly
- **April 1:** 22% changed trip from international to domestic
- **April 8:** 19% changed destination to one I can drive to as opposed to fly
- **April 15:** 21% changed trip from international to domestic
- **April 22:** 22% changed destination to one I can drive to as opposed to fly

**Base:** Coronavirus Changed Travel Plans
Factors Impacting Decisions to Travel in Next 6 Months

- Coronavirus/COVID-19
  - 3%: No impact at all
  - 10%: Slight impact
  - 21%: Moderate impact
  - 61%: Greatly impact

- Concerns about the economy
  - 14%: No impact at all
  - 14%: Slight impact
  - 24%: Moderate impact
  - 23%: Greatly impact

- Transportation costs
  - 26%: No impact at all
  - 16%: Slight impact
  - 25%: Moderate impact
  - 18%: Greatly impact

1 - No impact at all  2  3  4  5 - Greatly impact
Indicated That Coronavirus Would Greatly Impact Their Decision To Travel In The Next Six Months
Impact on Travel Plans

Travelers with Travel Plans in the Next Six Months Comparison

- March 11: 87%
- March 19: 76%
- March 26: 72%
- April 1: 65%
- April 8: 70%
- April 15: 72%
- April 22: 69%
### Information/Cues Indicating it is Safe to Plan Domestic U.S. Travel

<table>
<thead>
<tr>
<th>Information/Cue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Official advice from the CDC or other federal government health experts</td>
<td>57%</td>
</tr>
<tr>
<td>Federal government advice that it is safe to travel domestically</td>
<td>37%</td>
</tr>
<tr>
<td>Official advice from your state government/governor that you can travel within your state</td>
<td>36%</td>
</tr>
<tr>
<td>Official advice from your state health department that you can travel within your state</td>
<td>36%</td>
</tr>
<tr>
<td>Social distancing rules are relaxed in your state and surrounding states</td>
<td>33%</td>
</tr>
<tr>
<td>Advice from the White House Coronavirus Task Force</td>
<td>24%</td>
</tr>
<tr>
<td>Major national visitor attractions such as Disneyland/Disney World are reopening</td>
<td>16%</td>
</tr>
<tr>
<td>Major visitor attractions in your state and surrounding states are reopening</td>
<td>14%</td>
</tr>
<tr>
<td>Deals and offers from the tourism industry promoting travel in the next month or two</td>
<td>4%</td>
</tr>
</tbody>
</table>
Additional Resources

Longwoods International Research
longwoods-intl.com/news

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