

Travel Sentiment Study Wave 10

MAY 19, 2020





COVID-19 TRAVEL SENTIMENT STUDY WAVE 10

Fielded May 13, 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





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Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans





Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans



Factors Impacting Decisions to Travel in Next 6 Months





Indicated that <u>Coronavirus</u> Would Greatly Impact their Decision to Travel in the Next Six Months





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Indicated that the <u>Economy</u> Would Greatly Impact their Decision to Travel in the Next Six Months





Travelers with Travel Plans in the Next Six Months Comparison





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

Official advice from the CDC or other federal government health experts 54% Federal government advice that it is safe to travel domestically 33% Social distancing rules are relaxed in your state and surrounding states 33% Official advice from your state government/governor that you can travel 33% within your state Official advice from your state health department that you can travel within 31% your state Advice from the White House Coronavirus Task Force 18% Major visitor attractions in your state and surrounding states are reopening 17% Major national visitor attractions such as Disneyland/Disney World are 11% reopening Deals and offers from the tourism industry promoting travel in the next 10% month or two 20 40 0

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



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TRAVEL PERCEPTIONS

Perceptions of Safety and Travel

I support opening up my community to visitors

I feel safe traveling outside my community

I would feel safe dining in local restaurants and shopping in retail stores in my community





Additional Resources

Longwoods International Research longwoods-intl.com/news

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





____ Thank You ____



