

COVID-19 U.S. Travel Sentiment Survey

Tenth Edition: May 19, 2020

Longwoods International, with the support of Miles Partnership, is undertaking a weekly tracking survey of U.S. travelers' intentions.

This summarizes four critical data points from our survey using a national sample of 1,000 adults on May 13, 2020.

[View the full report.](#)

EXECUTIVE SUMMARY

INTENTIONS

American travelers continue to be stalled, waiting as the traditional summer travel season approaches. Americans' pent-up desire to travel continues to run into concern over COVID-19 which is causing many U.S. travelers to pause their summer trip planning.

IMPACT

COVID-19 is still taking a toll on U.S. travelers' plans with 77% changing their travel plans, 47% reducing travel and 45% canceling a trip completely in the next six months. These figures are largely unchanged since early April. The percent of U.S. travelers stating that COVID-19 is "greatly impacting" their travel decisions rose from 54% last week (the lowest figure since early March) back to 60%.

AUTHORITATIVE SOURCES OF INFORMATION

When asked which sources of information they would use in determining when it is safe to travel, more than half of U.S. travelers indicated the CDC or other federal government health experts. Highlighting a lack of clarity and confidence in other sources, most other sources including federal and state agencies and the White House Task Force saw a small drop in responses.

PERCEPTION OF TRAVEL & SAFETY

Americans are cautious both about their own travel and in welcoming visitors to their communities. When asked if they support reopening the community to visitors, less than one-third of U.S. travelers agreed or strongly agreed. Only 35% indicated they currently feel safe traveling outside of their community. Even more troubling, only the same percent feel safe dining in local restaurants and shopping in the community. These perceptions of safety and a lack of confidence need to be addressed broadly in order for any type of robust recovery to take place.

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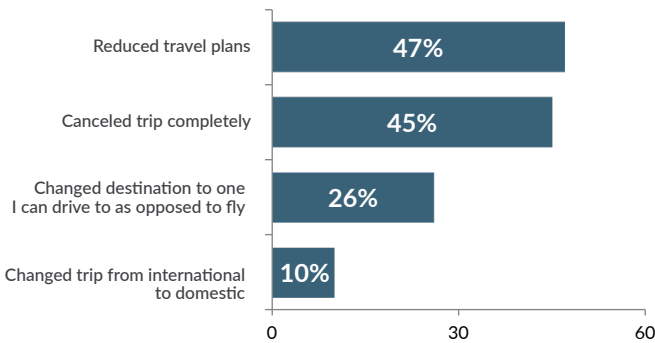
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TRAVEL PLANS

As the summer travel season approaches, the impact of COVID-19 continues to remain largely unchanged. The percent of travelers who have canceled a trip, reduced travel or made other adjustments to their trips in the next six months due to COVID-19 remains largely unchanged over the last two months.

HOW DID YOU CHANGE YOUR PLANS?



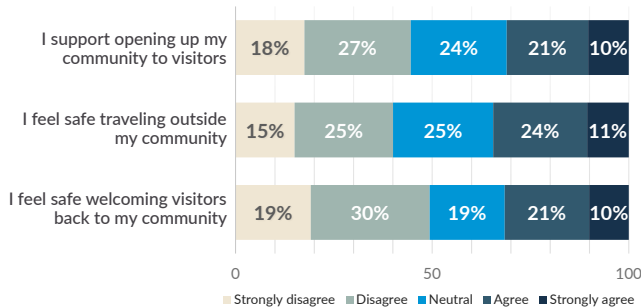
77%

of U.S. travelers indicate they will change their travel plans in the next six months due to COVID-19, which is unchanged from last week and back to levels last observed in mid-March.

CONFIDENCE IN TRAVEL & TRAVELERS

Travelers lack confidence in the safety of traveling themselves and welcoming visitors back to the community. Only 31% indicate they feel safe dining out and shopping in their community. This confidence needs to recover substantially to facilitate the reopening of local economies and the wider travel industry. The U.S. has substantial challenges to address in rebuilding the confidence of locals and travelers.

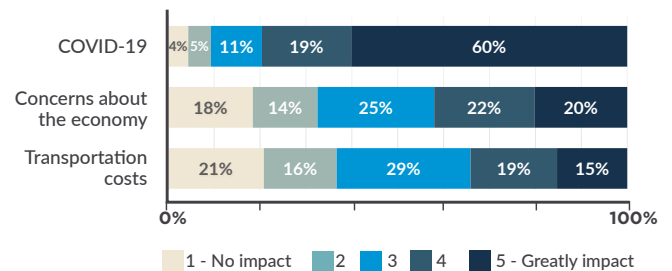
PERCEPTIONS OF SAFETY AND TRAVEL



FACTORS IMPACTING TRAVEL

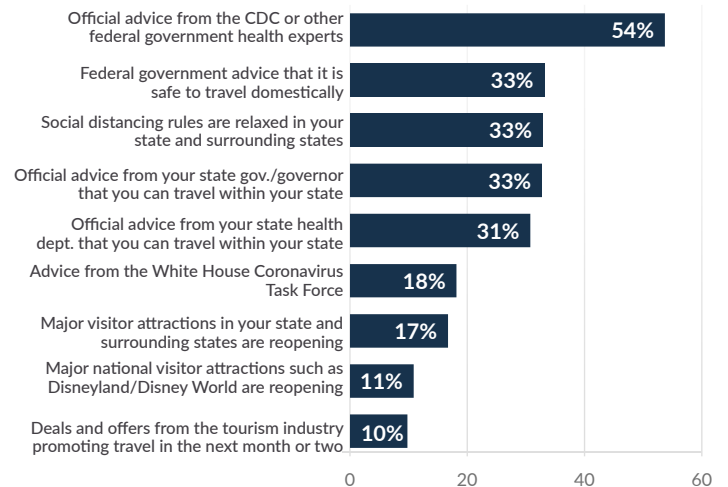
COVID-19 concerns went back up to 60% of U.S. travelers indicating it was "greatly impacting" travel, up from 54% last week. U.S. travelers remain largely insulated from the economic impact of COVID-19 with small drops from past weeks in concerns over the economy.

FACTORS IMPACTING DECISIONS TO TRAVEL IN THE NEXT SIX MONTHS



EXPERT SOURCES OF INFORMATION

U.S. travelers continue to look to the CDC and other federal health experts as the primary source of information on when it is safe to travel. There were small drops in the use of a range of other federal and state government sources of information including the White House COVID-19 Task Force. Information or actions from the tourism industry remain less important in addressing travelers' perceptions of safety.



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