

COVID-19 U.S. Travel Sentiment Survey

Fourth Edition: April 7, 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 of 1,000 U.S. travelers on April 1, 2020.

[View the full report.](#)

EXECUTIVE SUMMARY

INTENTIONS

Travel intentions in the short term continue their unprecedented decline with official advice against all non-essential travel in the U.S. The outlook for recovery will remain highly uncertain until there is clarity that the virus is under control in the U.S.

IMPACT

COVID-19's accelerating spread across the U.S. has greatly impacted travel plans of all types including the vast majority of both leisure and business travel as well as all event-related travel. Unchanged in Week 4; 84% of U.S. travelers say they have changed their travel plans in the next six months.

TIMING

This impact continues to move from changes in the duration, destination or timing of trips to increasingly outright cancellations. As of April 1, 53% of U.S. travelers indicate they have canceled a trip completely due to COVID-19.

STAYING IN TOUCH

During lockdowns and little to no travel, destinations and tourism businesses can stay in touch with content that is engaging, immersive and inspirational. The research highlights this content needs to be multimedia. Print (magazines and guidebooks) and television/ OnDemand were three of the top four content types sought by consumers (25%-30%). Short online video was the highest ranked form of digital content sought (26%), followed by a wide range of other content types from influencer videos to virtual tours (17% and 7% respectively).

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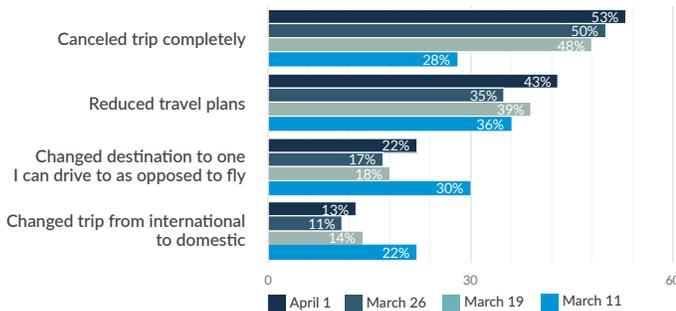
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TRAVEL PLANS

Travel intentions continue their unprecedented slide with Longwoods International's research showing sharp declines over the first four weeks of the survey during March. The April 1 survey results confirmed short- to medium-term travel is widely disrupted with over half (53%) indicating they have canceled their travel and 43% saying they have cut back on travel.

HOW DID YOU CHANGE YOUR PLANS?

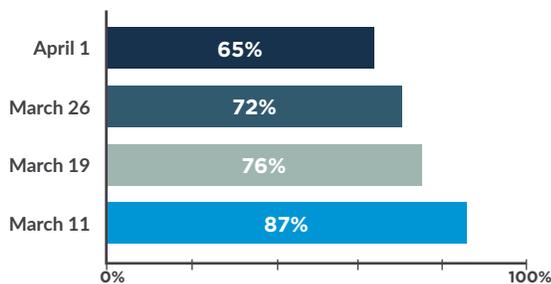


Unchanged from March 31 to April 1, 84% of travelers planning to travel in the next six months will change their travel plans due to COVID-19.

IMPACT ON TRAVEL PLANS

Continuing a slow decline, as of April 1, almost two-thirds (65%) of U.S. travelers still have travel plans in the next six months, down from 87% on March 11. This indicates that travel retains strong, latent demand in the face of short- to medium-term social, business and travel restrictions.

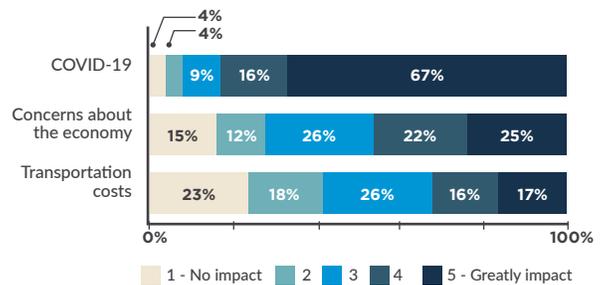
TRAVELERS WITH TRAVEL PLANS IN THE NEXT SIX MONTHS COMPARISON



FACTORS IMPACTING TRAVEL

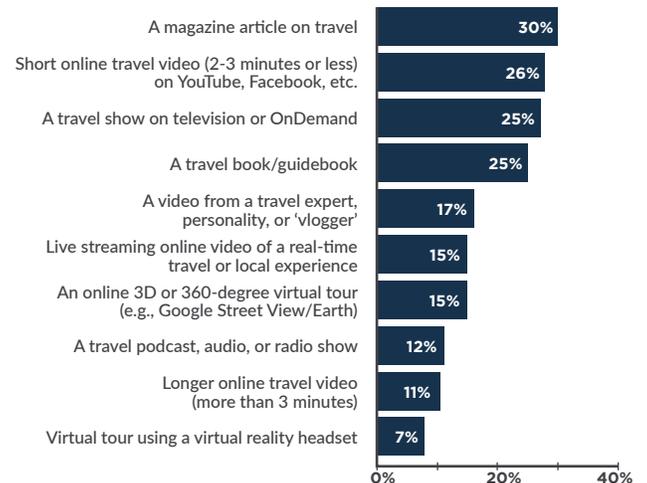
Health concerns about COVID-19 dominate other barriers to travel, driven by the rapid spread of the virus and continuing negative news. There are also early signs that the second part of this crisis, the economic fallout, is now emerging as another major impediment to travel.

FACTORS IMPACTING DECISIONS TO TRAVEL IN THE NEXT SIX MONTHS



STAYING IN TOUCH

Despite the huge impact of the pandemic on short-term travel, consumers continue to be interested in dreaming about future travel as demonstrated by their interaction with travel content in the last two months. This dreaming happens across multimedia, with the top four content types spanning both traditional and digital channels: magazine articles, short online videos, guidebooks and television/ OnDemand shows.



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