

# COVID-19 U.S. Travel Sentiment Survey

Third Edition: March 31, 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 from March 25-26, 2020.

[View the full report here.](#)

## 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 is highly uncertain until there is more confidence in the downward trajectory of the virus in the U.S.

### IMPACT

COVID-19's accelerating spread across the U.S. with an increasing number of closures and lock downs is radically impacting travel of all types. In fact, 84% of U.S. travelers say they have changed their travel plans in the next 6 months.

### TIMING

This impact has moved from changes in the duration, destination or timing of trips to increasingly outright cancellations. Right now, 50% of U.S. travelers indicate they have canceled a trip completely due to COVID-19.

### RECOVERY

The recovery in travel, when safe, will start with locals. Our research highlights a wide range of information that will be important to empowering them to get out and about in their communities. This engagement of locals, not a typical part of many DMOs' focus in the past, will be critical to recovery in many destinations.

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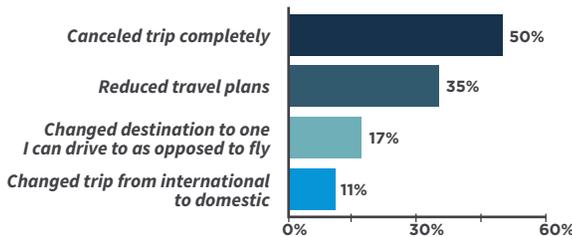
# U.S. Travel Sentiment Survey

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## TRAVEL PLANS

Travel intentions continue their unprecedented slide – with Longwoods research showing sharp declines over the last 3 weeks. With the cascading news on COVID-19’s spread and increasing closures and lock downs, all non-essential travel in the U.S. is grinding to a stop.

### HOW DID YOU CHANGE YOUR PLANS?

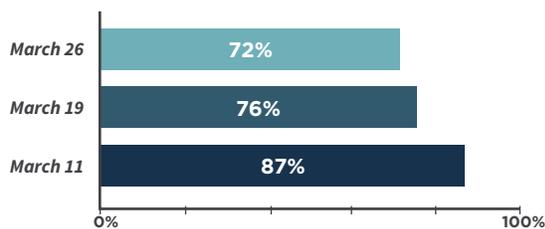


While 72% of U.S. travelers still indicate they are planning some sort of travel in the next 6 months (see below), there is no clarity yet on a timeline for recovery. This will be determined by the trajectory of this virus, government restrictions and travelers’ perception of safety.

## IMPACT ON TRAVEL PLANS

Despite the relentless negative news on COVID-19, U.S. travel remains resilient. Almost three quarters (72%) of U.S. travelers still have travel plans in the next 6 months – down from 87% two weeks ago. This indicates that travel retains strong latent demand in the face of short- to medium-term social, business and travel restrictions.

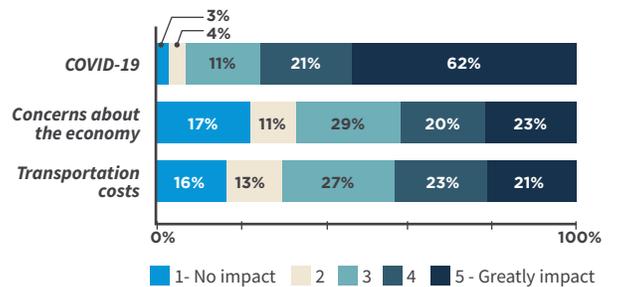
### TRAVELERS WITH TRAVEL PLANS IN THE NEXT SIX MONTHS COMPARISON



## FACTORS IMPACTING TRAVEL

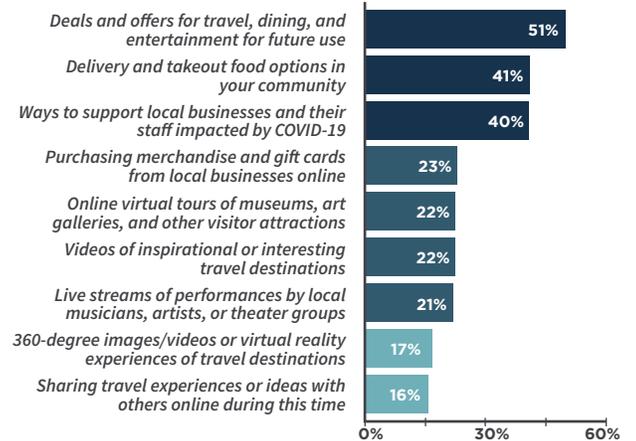
Concern about COVID-19 now dwarfs any other impediment to travel – fueled by the relentless 24-hour news cycle. The percentage of U.S. travelers indicating COVID-19 will “greatly impact” their travel plans has grown to almost two thirds (62%) in 2 weeks.

### FACTORS IMPACTING DECISIONS TO TRAVEL IN THE NEXT 6 MONTHS



## INFORMATION SOUGHT BY LOCALS & VISITORS

When safe, the travel recovery will start with locals and getting residents out in your local community – supporting dining, attractions and even local accommodations, perhaps in conjunction with visiting friends/family. Our research highlights they are interested in a wide range of information on these options, particularly ways in which they can support local dining, entertainment and other businesses. Creating and curating this information and empowering your locals will be critical to the recovery in most destinations.



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