

# COVID-19 U.S. Travel Sentiment Survey

Fifth Edition: April 14, 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 April 8, 2020.

[View the full report.](#)

## EXECUTIVE SUMMARY

### INTENTIONS

Travel intentions stabilized and slightly improved as of April 8 with 85% percent of U.S. travelers indicating they changed their travel plans due to the COVID-19 pandemic. The proportion of U.S. travelers who plan to travel in the next six months increased from 65% to 70%.

### IMPACT

More travelers appear to be waiting on further developments before making decisions. The percent of travelers who have canceled travel in the next six months is relatively stable at 48% with no major changes in other factors that impact travel.

### FACTORS IMPACTING DECISIONS

Two-thirds of travelers cite COVID-19 as “greatly impacting” their travel decisions, which is also a stabilization from April 1 (67%) after a sharp rise from 35% on March 11. Despite ongoing bad news about jobs and the economy, there was no major change in the proportion of U.S. travelers (24%) citing the economy as “greatly impacting” their ability to travel.

### CONTENT THAT ENGAGES DURING THE CRISIS

Locals are “hungry” for information on takeout food options in their community with half seeking this information. 49% of U.S. travelers are looking for ways to support local businesses and their staff, a rise from 40% on March 25, and over one-quarter (27%) are also seeking merchandise and gift card options for local businesses. Travelers are thinking ahead to when the shutdown will end, and 49% are seeking deals and offers for future travel, entertainment and dining. All types of inspirational content rose in interest as well.

Research by:

**Longwoods**  
INTERNATIONAL

**LONGWOODS INTERNATIONAL**  
www.longwoods-intl.com  
Amir Eylon: aeylon@longwoods-intl.com

Analysis by:

**miles**  
PARTNERSHIP

**MILES PARTNERSHIP**  
www.milespartnership.com  
Chris Adams: Chris.Adams@MilesPartnership.com

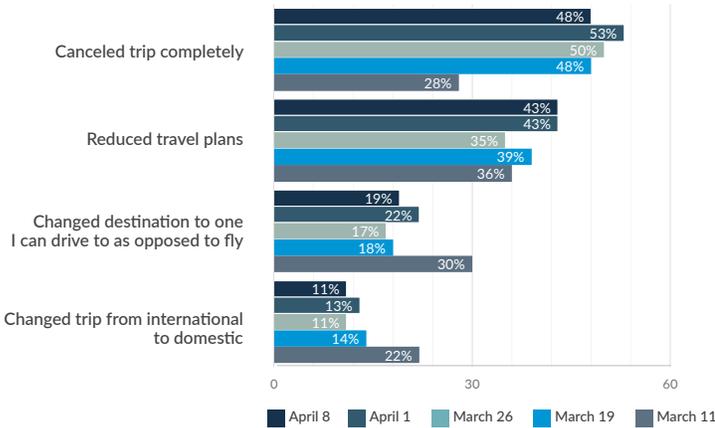
# U.S. Travel Sentiment Survey

Fifth Edition: April 14, 2020

## TRAVEL PLANS

Travel intentions slightly improved this week, albeit from a negative position. The percent of travelers who have canceled a trip in the next six months dropped to under half while other types of impacts saw little change.

HOW DID YOU CHANGE YOUR PLANS?



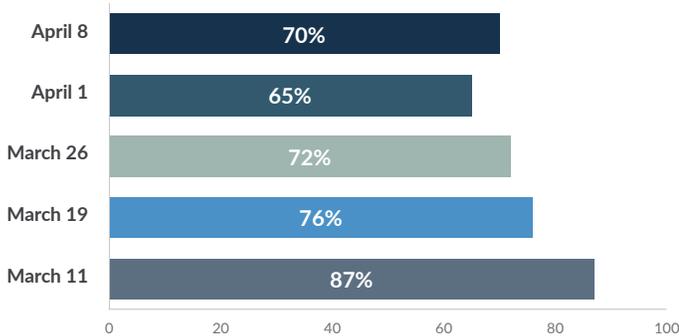
85%

Nearly unchanged from March 31 to April 8, 85% of travelers planning to travel in the next six months will change their travel plans due to COVID-19.

## IMPACT ON TRAVEL PLANS

Future travel plans turned slightly positive with a rise back to 70% of U.S. travelers with travel plans in the next six months.

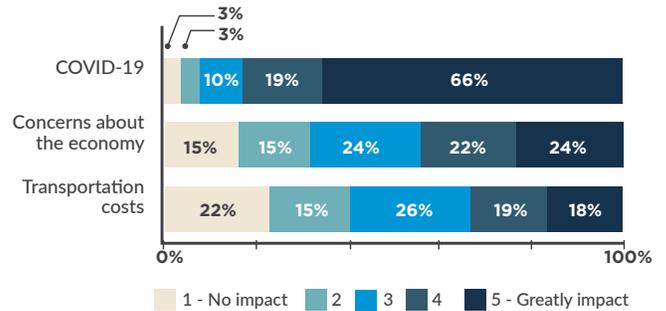
TRAVELERS WITH TRAVEL PLANS IN THE NEXT SIX MONTHS COMPARISON



## FACTORS IMPACTING TRAVEL

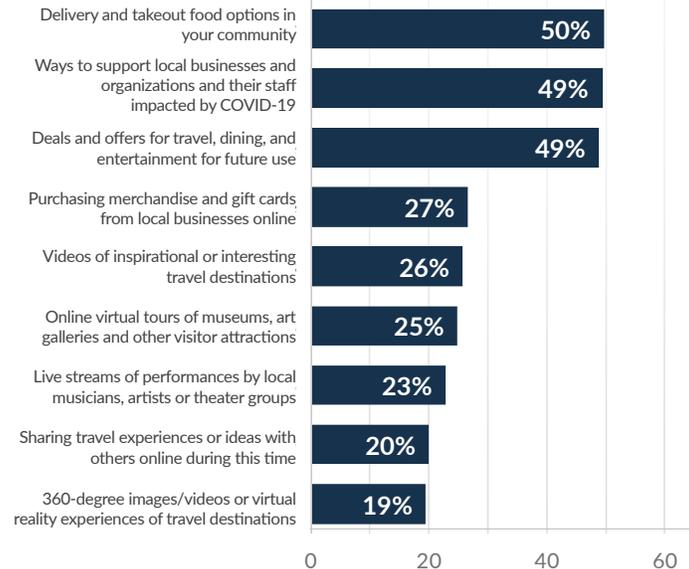
Concerns about COVID-19 have stabilized with two-thirds citing it as “greatly impacting” their travel plans. Despite continuing negative news, the economy is largely unchanged as a source of concern.

FACTORS IMPACTING DECISIONS TO TRAVEL IN THE NEXT SIX MONTHS



## CONTENT THAT ENGAGES

Locals are looking for new takeout and delivery options in their meal planning during the lockdown and want to find ways to help local businesses and their staff, including gift cards and online shopping options. Reinforcing the positive lift in future travel plans, almost half are seeking deals and offers on future travel, entertainment and dining.



Research by:



**LONGWOODS INTERNATIONAL**  
 www.longwoods-intl.com  
 Amir Eylon: aeylon@longwoods-intl.com

Analysis by:



**MILES PARTNERSHIP**  
 www.milespartnership.com  
 Chris Adams: Chris.Adams@MilesPartnership.com