

COVID-19 U.S. Travel Sentiment Survey

Sixth Edition: April 21, 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 15, 2020.

[View the full report.](#)

EXECUTIVE SUMMARY

INTENTIONS

The latest wave of research showed that travel intentions are still stabilizing and slightly improving with a small drop to 82% percent of U.S. travelers indicating they will change 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 marginally from 70% to 72% between April 8 and 15.

IMPACT

Despite the small shifts in travel intent, the research indicates the outlook for recovery in U.S. travel is on hold pending new developments. The coming weeks will be critical to understand if there is clearer direction on when travel restrictions may be eased. For now, the percent of travelers who have canceled or reduced travel in the next six months saw only limited movement at 47% for both.

FACTORS IMPACTING DECISIONS

This wave saw a slight drop in travelers citing COVID-19 as "greatly impacting" their travel decisions, down to 63% from 67% two weeks ago. Reinforcing a sense of steadying, there was no major change in the proportion of U.S. travelers (23%) citing the economy as "greatly impacting" their ability to travel. At this point, travelers are still focused on COVID-19, but we expect economics and affordability will start to play a greater role in travel planning as job losses rise.

USING MULTIMEDIA TO STAY IN TOUCH

U.S. travelers are continuing to seek travel inspiration from a range of media. Three of the top four sources of travel information are traditional media, including print and TV/OnDemand content. Communicating across a wide range of media (online and offline) will be critical to reaching a majority of locals and travelers.

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

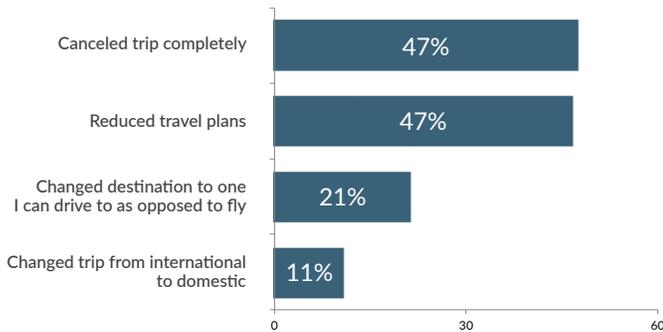
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TRAVEL PLANS

U.S. travelers are watching and waiting. The percent of travelers who have canceled a trip or changed their plans in the next six months due to COVID-19 saw only modest movement to mid-April.

HOW DID YOU CHANGE YOUR PLANS?

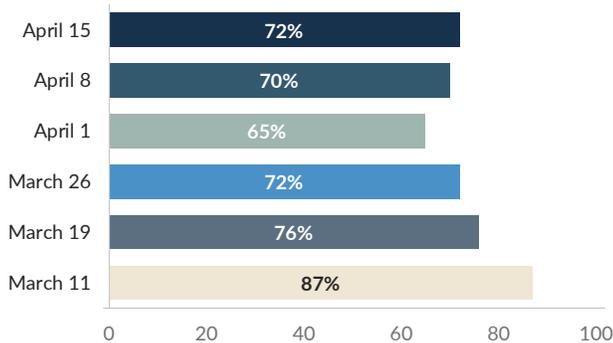


There was a slight drop to 82% of U.S. travelers indicating they will change their travel plans due to COVID-19 in the next six months. This remains at a historically high level, and an early sign of recovery will be this percent dropping consistently.

IMPACT ON TRAVEL PLANS

Medium-term outlook is far more positive with a slight improvement in the proportion of U.S. travelers with travel plans in the next six months recovering further to 72%.

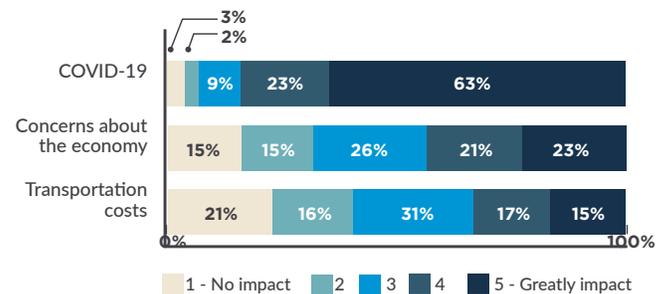
TRAVELERS WITH TRAVEL PLANS IN THE NEXT SIX MONTHS COMPARISON



FACTORS IMPACTING TRAVEL

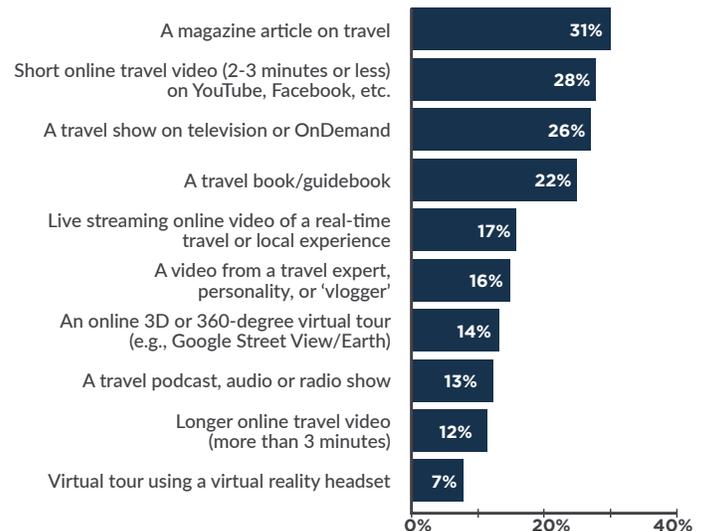
The proportion of U.S. travelers with high levels of COVID-19 concerns have stabilized and even dropped slightly with economic worries also largely unchanged. U.S. travel intentions are in a holding pattern looking for direction as the nation approaches a loosening of restrictions.

FACTORS IMPACTING DECISIONS TO TRAVEL IN THE NEXT SIX MONTHS



STAYING IN TOUCH

Consumers continue to be interested in dreaming about future travel as demonstrated by their interaction with travel content in the last two months, which was up across many channels from two weeks ago with traditional media filling three out of the top four choices.



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www.longwoods-intl.com
Amir Eylon: aeylon@longwoods-intl.com

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miles
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www.milespartnership.com
Chris Adams: Chris.Adams@MilesPartnership.com