

COVID-19 U.S. Travel Sentiment Survey

Seventh Edition: April 28, 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 22, 2020.

[View the full report.](#)

EXECUTIVE SUMMARY

INTENTIONS

The outlook for U.S. travel remains dependent on a positive direction in the trajectory of COVID-19 as of late April. The percent of U.S. travelers indicating they will change their travel plans due to the pandemic remains at 82%. The proportion of U.S. travelers who plan to travel in the next six months dropped slightly from 72% to 69% between April 15 and 22.

IMPACT

There was little to no shift in the ways travel was impacted in the next six months. The percent who have canceled trips rose slightly to 50% and those reducing travel dropped slightly to 45%. The percent changing to a drive destination trip or to domestic travel vs. international was largely unchanged.

FACTORS IMPACTING DECISIONS

COVID-19 continues to be the most concerning factor impacting travel decisions with 63% stating it as "greatly impacting" their travel decision while the proportion of U.S. travelers citing the economy as "greatly impacting" their ability to travel had a nominal increase to only 25%.

INDICATIONS THAT IT IS SAFE TO PLAN TRAVEL

When asked about the sources of information U.S. travelers would use to determine when it is safe to start planning travel, more than half identified "Official advice from the CDC or other federal government health experts." Less than one-quarter of respondents will look to the White House Coronavirus Task Force for indications on when it will be safe to travel. The reopening of attractions and the promotion of travel deals and offers were the two least selected sources, emphasizing that the travel industry has little influence on travel intentions during a health crisis and needs to continue to follow the lead of official government experts.

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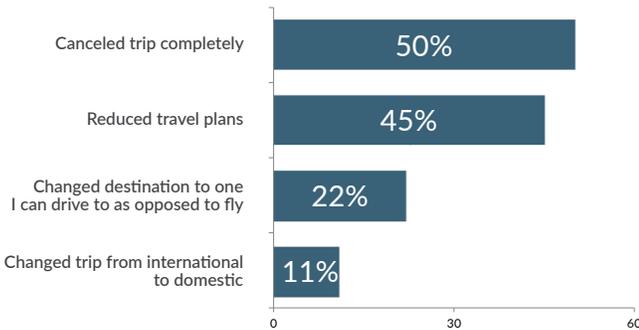
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TRAVEL PLANS

U.S. travelers are waiting for clear direction in the COVID-19 health crisis. The percent of travelers who have canceled a trip or changed plans in the next six months due to COVID-19 continues to have little movement.

HOW DID YOU CHANGE YOUR PLANS?



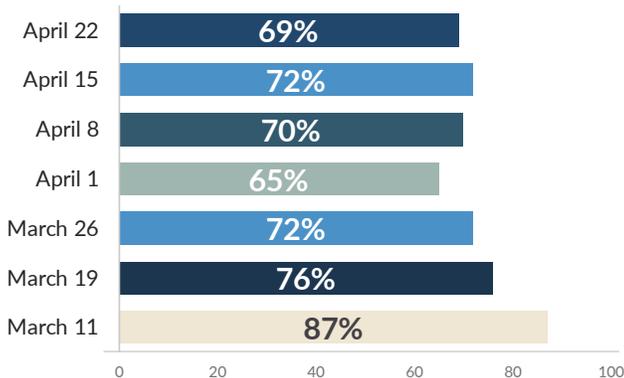
82%

of U.S. travelers indicate they will change their travel plans in the next six months due to COVID-19 which has remained largely unchanged over the last five weeks reinforcing that travel remains on hold until the health crisis improves.

IMPACT ON TRAVEL PLANS

U.S. travelers remain very interested in traveling when possible in the medium term with nearly seven out of ten having travel plans the next 6 months. Over the last five weeks, this has ranged between 65% and 72%.

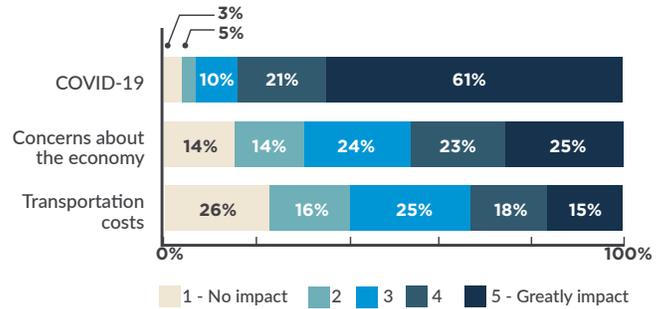
TRAVELERS WITH TRAVEL PLANS IN THE NEXT SIX MONTHS COMPARISON



FACTORS IMPACTING TRAVEL

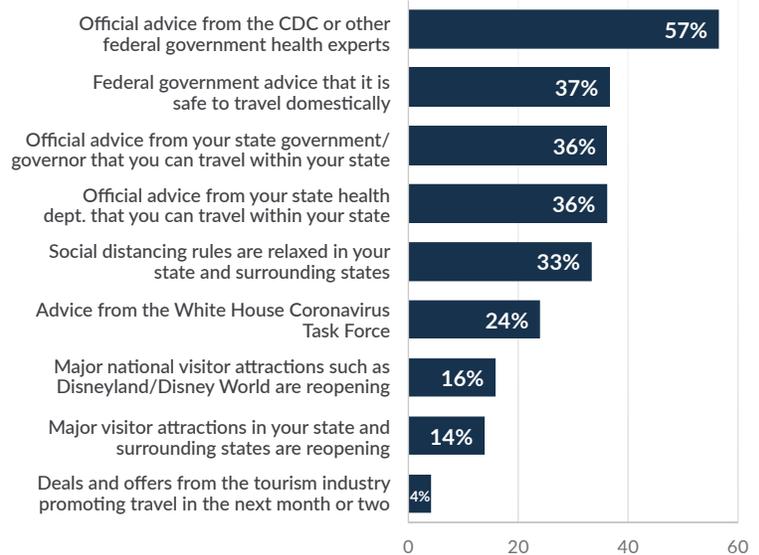
The proportion of U.S. travelers with high levels of COVID-19 concerns continued to drop slightly. Despite over 22 million Americans filing for unemployment in the last five weeks, there has limited growth in the percentage of U.S. travelers citing the economy as "greatly impacting" their ability to travel.

FACTORS IMPACTING DECISIONS TO TRAVEL IN THE NEXT SIX MONTHS



INDICATIONS TO PLAN TRAVEL

Federal government health experts are seen by more than half of U.S. travelers as the critical source of guidance for when it is safe to travel. Right now, the travel industry's actions and/or communication are not a deciding factor in this regard so they should continue to be aligned with the trusted government experts.



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