

# COVID-19 U.S. Travel Sentiment Survey

**Eighth Edition: May 5, 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 29, 2020.

[View the full report.](#)

## EXECUTIVE SUMMARY

### INTENTIONS

The outlook for U.S. travel moved into slightly more positive territory with continued small improvements to travel intentions. The percent of U.S. travelers indicating they will change their travel plans due to the pandemic declined slightly to 79% while the percent of U.S. travelers who plan to travel in the next six months was fairly stable at 70%. However, the pent up demand for travel is being countered with a fear of coronavirus.

### IMPACT

The impact on travel in the next six months has remained relatively unchanged over the last six weeks with 48% of U.S. travelers canceling a trip and 44% reducing travel plans. The percent changing from a fly to drive destination increased to 25% of all U.S. travelers, reinforcing that the recovery of travel will likely start with drive market trips, often to see friends and family.

### FACTORS IMPACTING DECISIONS

The percent of travelers who indicate COVID-19 as "greatly impacting" their travel decisions dropped from 63% to 55% in this week's study. U.S. travelers remain somewhat separated from the economic impacts of the pandemic with only 22% citing the economy as "greatly impacting" their ability to travel, which is unchanged over the last five weeks.

### INDICATIONS THAT IT IS SAFE TO PLAN TRAVEL

When asked which trip they would take first when it was appropriate to travel again, the top three types of trips indicated by U.S. travelers all involved seeing friends and relatives, with drive trips strongly favored over flying. This reinforces the importance of empowering locals to invite friends and family to visit when appropriate, and to stay longer and spend more. This also includes the option of staying in commercial accommodation on VFR trips.

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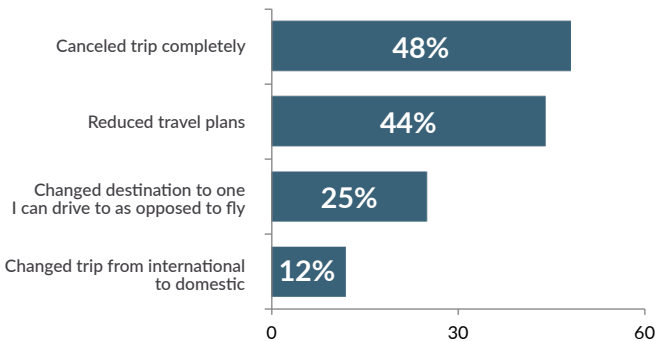
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## TRAVEL PLANS

The month of May starts with a slightly more positive outlook on travel. The percent of travelers who have canceled a trip or reduced travel in the next six months due to COVID-19 dropped slightly from the average throughout April.

### HOW DID YOU CHANGE YOUR PLANS?



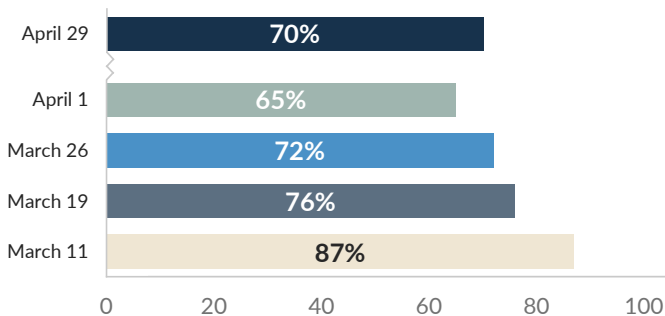
79%

of U.S. travelers indicate they will change their travel plans in the next six months due to COVID-19, which is down slightly and near levels indicated in mid-March.

## IMPACT ON TRAVEL PLANS

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

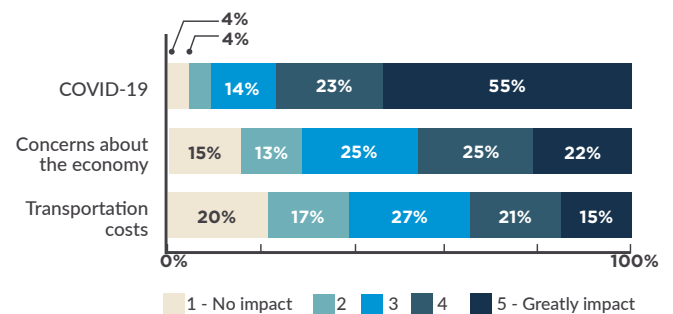
### TRAVELERS WITH TRAVEL PLANS IN THE NEXT SIX MONTHS COMPARISON



## FACTORS IMPACTING TRAVEL

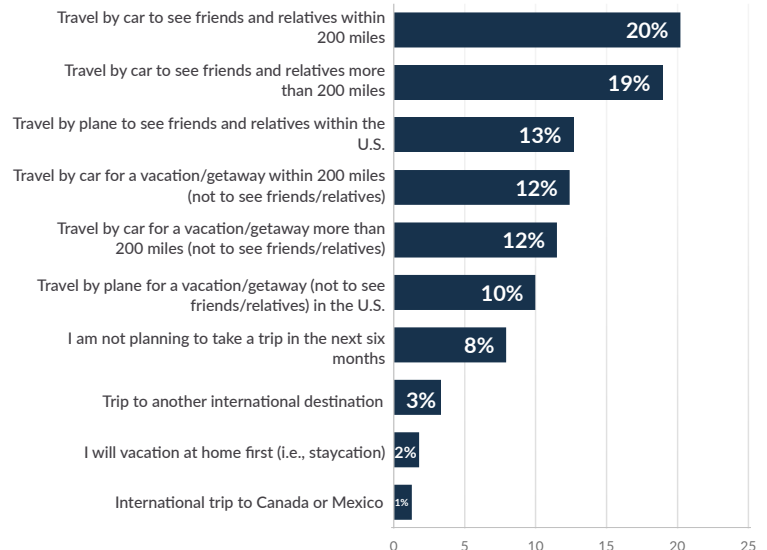
COVID-19 concerns remain prominent but the percent indicating it was "greatly impacting" travel dropped to 55%, the lowest level since mid-March. U.S. travelers remain largely unaffected by the economic shock of COVID-19 with no major change in concerns over the economy since mid-March.

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



## INDICATIONS TO PLAN TRAVEL

While a level of uncertainty and concern over the safety of travel is likely even as restrictions ease, travelers are thinking about familiar places and people. VFR filled the top three spots as a preferred first trip when it is alright to travel again. Drive trips are also prioritized by most as a first method of travel, highlighting that the recovery of airlines will likely be deferred as travel restarts.



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