

# COVID-19 U.S. Travel Sentiment Survey

Ninth Edition: May 12, 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 May 6, 2020.

[View the full report.](#)

## EXECUTIVE SUMMARY

### INTENTIONS

Americans' pent-up desire to travel continues to run into concern and confusion over COVID-19, which has created a holding pattern. The outlook for U.S. travel is still highly negative in the short term with only small improvements in travel intentions. The percent of U.S. travelers indicating they have changed their travel plans due to the pandemic declined slightly to 77% while the percent of those who plan to travel in the next six months was stable at 69%.

### IMPACT

COVID-19 continues its widespread impacts on travel in the short to medium term with 49% of U.S. travelers canceling a trip completely and 46% reducing planned travel in the next six months.

### FACTORS IMPACTING DECISIONS

The percent of U.S. travelers indicating that COVID-19 is "greatly impacting" their travel decisions continued a downward slide from a high of 67% in early April to 54% in this week's study. U.S. travelers continue to appear less affected by the economic impacts of the pandemic to date with only 23% citing the economy as "greatly impacting" their ability to travel.

### PERCEPTION OF TRAVEL & ENGAGING TRAVELERS

When asked if they felt it was safe for visitors to return to their communities, only just over one-third of U.S. travelers agreed or strongly agreed. Only 40% indicated they felt safe to travel outside their community themselves. The lack of consumer confidence will seriously impede travel in the short term. For now, U.S. travelers are most interested in content around offers and deals for future travel and ways to support local businesses. U.S. travelers are still engaging inspirational, digital content with over one-third of travelers watching with live streaming, virtual tours and online video content.

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

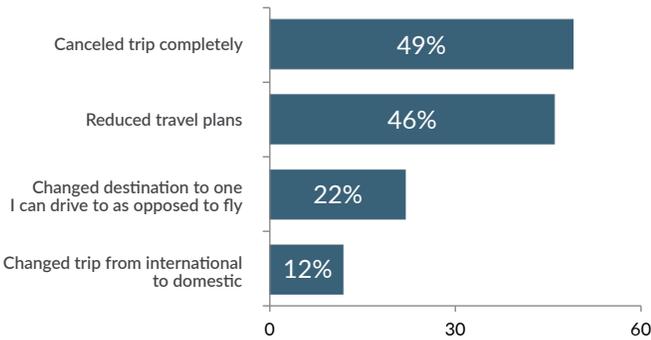
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## TRAVEL PLANS

As of early May, most U.S. travelers have already made changes to planned travel due to COVID-19. The percent of travelers who have canceled a trip, reduced travel or made other adjustments to their trips in the next six months due to COVID-19 are largely unchanged over the last two months.

### HOW DID YOU CHANGE YOUR PLANS?



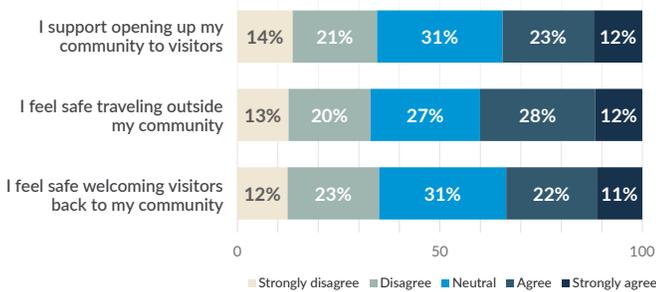
**77%**

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 last observed in mid-March.

## SUPPORT OF TRAVEL & TRAVELERS

U.S. travelers are relatively passive in their enthusiasm for both traveling themselves and in welcoming visitors back into their community. Only one-third agree or strongly agree that the time is right to open and welcome visitors back into their community. While slightly higher, only 40% of U.S. travelers agree or strongly agree they feel safe to travel outside their community.

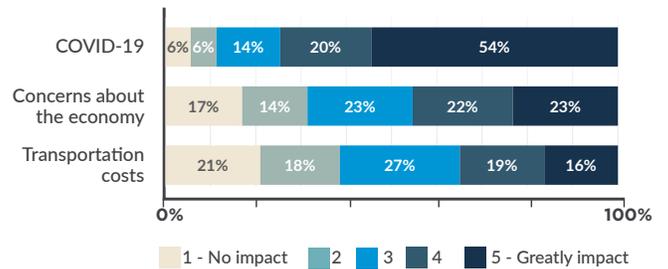
### PERCEPTIONS OF VISITORS AND TRAVEL



## FACTORS IMPACTING TRAVEL

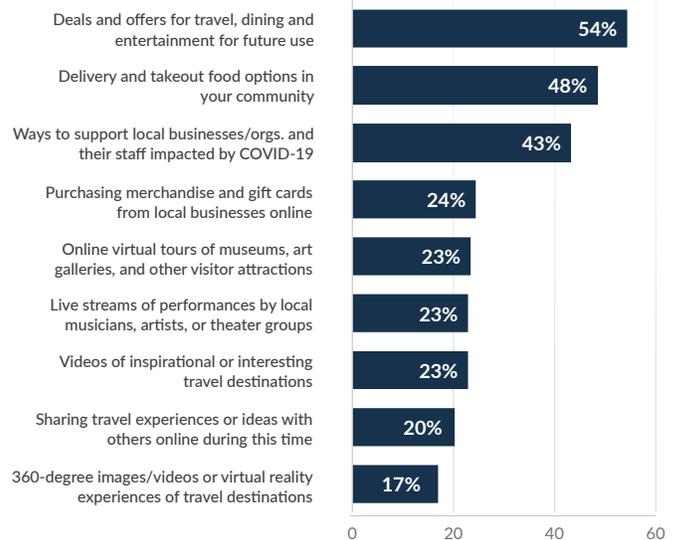
COVID-19 concerns continue to show a slow downward trend with the percent of U.S. travelers indicating it was "greatly impacting" travel dropping slightly to 54%, the lowest level since mid-March. U.S. travelers remain insulated for now from the economic impact of COVID-19 with no major change in concerns over the economy

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



## CONTENT THAT ENGAGES TRAVELERS

U.S. travelers continue to engage with offers and deals for future travel in addition to information about ways to support local businesses. All these areas grew in interest from April to early May. A portion of U.S. travelers remain interested in connecting with virtual tours, live video streams and online video content.



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