

# COVID-19 U.S. Travel Sentiment Survey

Twelfth Edition: June 2, 2020

Longwoods International, with the support of Miles Partnership, is undertaking a 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 27, 2020.

[View the full report.](#)

## EXECUTIVE SUMMARY

### INTENTIONS

As the reopening of destinations across the U.S. accelerates, signs of improvement in traveler confidence and intentions continue but with persistently high levels of disruption in travel plans for the summer and fall travel seasons. As of early June, three-quarters of U.S. travelers still indicate their plans for travel in the next six months have changed due to COVID-19.

### IMPACT

Some small improvements continued across several indicators of COVID-19's impact on travel. The percent of U.S. travelers stating that COVID-19 is "greatly impacting" their travel decisions dropped further to 47%, the lowest level since early March. However, the virus remains a major concern to many with 47% of U.S. travelers still reducing planned travel and the same percent canceling a trip completely in the next six months.

### TRAVEL PLANS THROUGH JULY 4

Just after Memorial Day, the traditional start of the U.S. summer travel season, 40% of U.S. travelers indicate they have no plans to travel over the coming six weeks through mid-July. 52% have some sort of travel planned with a heavy focus on drive trips, often to visit friends and relatives. 9% are planning "staycations" involving local day trips and activities.

### PERCEPTION OF TRAVEL & SAFETY

Americans are slowly building confidence in their own travel and in welcoming visitors to their communities. When asked if they support reopening their community to visitors, 40% agreed or strongly agreed, up from 31% two weeks ago. 43% indicated they feel safe traveling outside of their community, up from 35% two weeks ago. However, challenges with locals remain as only 37% feel safe dining in local restaurants and shopping in the community. Continued improvements in travelers' perceptions of safety will be critical to the strength and timing of the recovery.

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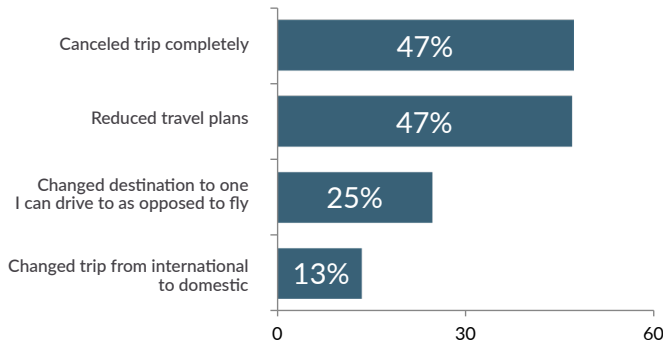
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## TRAVEL PLANS

As the summer travel season starts in the U.S., the impact of COVID-19 continues a slow decline but remains a significant factor impacting travel. The proportion of travelers who have canceled a trip, reduced travel or made other changes in the next six months is broadly unchanged since early April.

### HOW DID YOU CHANGE YOUR PLANS?



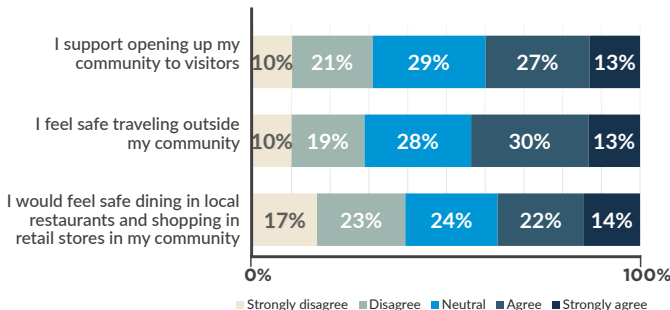
75%

of U.S. travelers indicate they will change their travel plans in the next six months due to COVID-19, down from the high levels in late March and April but still persistently high.

## CONFIDENCE IN TRAVEL & TRAVELERS

There have been continued small improvements in U.S. travelers' perception of safety in both traveling themselves and welcoming visitors back to their community. However, there was no change in the percent feeling safe dining out and shopping in their own community. We will need to see continued and more substantive improvements in all these indicators to see any type of broad recovery of travel and local business activity.

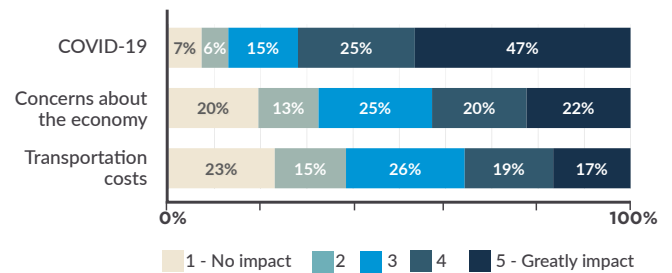
### PERCEPTIONS OF SAFETY AND TRAVEL



## FACTORS IMPACTING TRAVEL

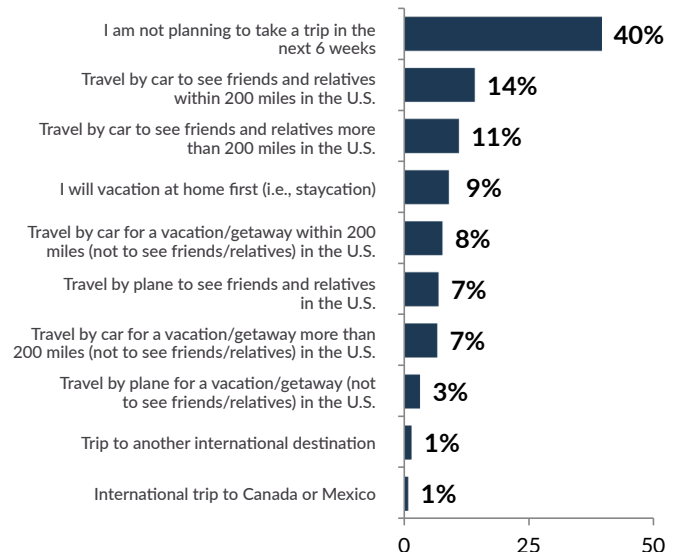
COVID-19 concerns continue to drop with only 47% of U.S. travelers now indicating it was "greatly impacting" travel, down from 60% two weeks ago. There continue to be no major change in the economic impact of COVID-19 with only a slight rise in those citing significant concerns over the impact of the economy on their travel plans.

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



## SHORT-TERM SUMMER TRAVEL PLANS

With the summer travel season underway, a significant proportion of U.S. travelers (40%) have no travel plans in the next six weeks. 52% have some type of travel planned in the next six weeks with a strong emphasis on drive trips and visiting friends & relatives. 9% are planning local activities as part of a "staycation".



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