

COVID-19 U.S. Travel Sentiment Survey

Thirteenth Edition: June 9, 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 June 3, 2020.

[View the full report.](#)

EXECUTIVE SUMMARY

INTENTIONS

U.S. travelers continue to slowly build confidence in traveling. As of early June, only 69% of American travelers say they are changing their travel plans in the next six months because of the coronavirus pandemic, down from a peak of 85% on April 8 and the lowest level since mid-March.

IMPACT

The percentage of Americans travelers who say the pandemic has greatly impacted their travel plans in the next six months also continues to decline, from a peak of 67% of travelers on April 1 to 46% in the most recent survey, the lowest level since March 11.

ACTIVITIES DURING THE SUMMER

When asked what activities U.S. travelers planned to pursue over the summer, dining (57%) and shopping (52%) were the first and second most popular activities. Outdoor activities including water and beach recreation and relaxation (50%) and visiting National & State Parks (34%) are also very popular. One-in-five Americans want to visit an amusement or theme park, or museum/art gallery during their summer outings.

PERCEPTION OF TRAVEL & SAFETY

Americans continued to build confidence in their own travel and in welcoming visitors to their communities. When asked if they support reopening their community to visitors, 46% agreed or strongly agreed, up from 31% three weeks ago. 44% indicated they feel safe traveling outside of their community, up from 35% three weeks ago. Locals are also feeling more confident with 44% feeling safe to dine in local restaurants and shop in the community, up from 37% just last week. This continued strengthening in confidence remains critical to the strength and timing of travel and tourism's recovery.

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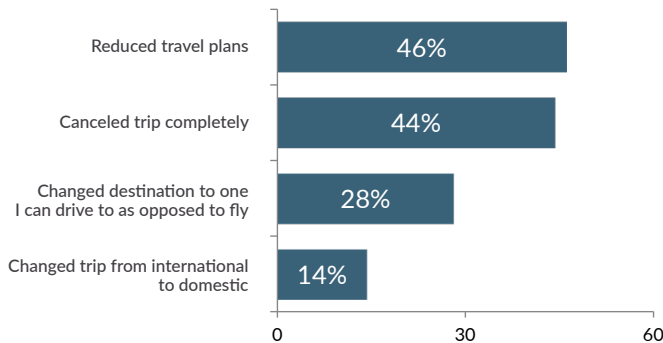
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TRAVEL PLANS

As the summer travel season continues, the impact of COVID-19 continues a slow decline but remains an impediment impacting summer and fall travel. The proportion of travelers who have canceled a trip, reduced travel or made other changes in the next six months is on a slight decline after its peak in April.

HOW DID YOU CHANGE YOUR PLANS?



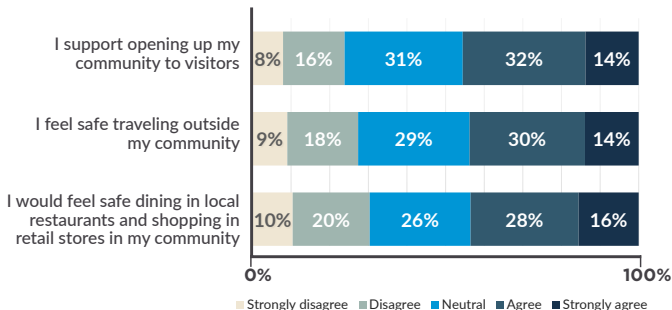
69%

of U.S. travelers indicate they will change their travel plans in the next six months due to COVID-19, sharply down from last week (75%) and the peak levels near 85% in late March/early April.

CONFIDENCE IN TRAVEL & TRAVELERS

There have been significant improvements in the confidence and perception of safety in travel among U.S. travelers over the last 3 weeks, both in traveling themselves and in welcoming visitors back to their community. However, significant minorities (24-30%) do not feel safe and a similar proportion (26-31%) are neutral or unsure on if they feel safe. Continued improvement in confidence and perception of safety is key for a wider recovery in travel to begin.

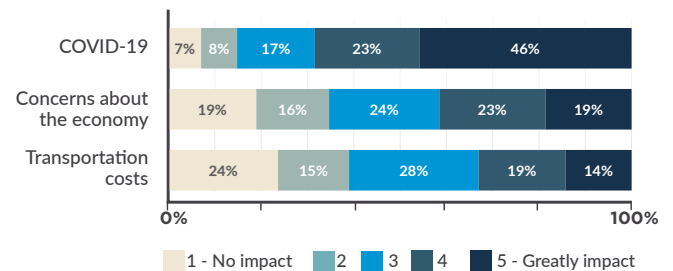
PERCEPTIONS OF SAFETY AND TRAVEL



FACTORS IMPACTING TRAVEL

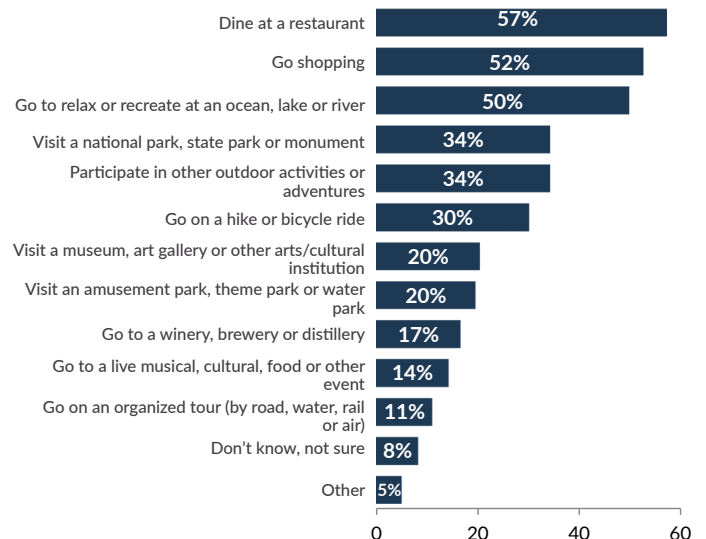
COVID-19 concerns plateaued with 46% U.S. travelers indicating it was "greatly impacting" travel, down from 60% three weeks ago. There continues to be no significant economic fallout of COVID-19 with only 19% citing major concerns about the economy influencing their travel plans, the lowest level since early March.

FACTORS IMPACTING DECISIONS TO TRAVEL IN THE NEXT SIX MONTHS



SUMMER TRAVEL ACTIVITIES

Americans want to dine and shop during their summer travels with a wide range of outdoor activities also extremely popular. A large percent of Americans want to be outdoors, heading to the ocean, lake or a river or visiting a national or state park. Significant proportions are also keen on activities such as theme parks, breweries/wineries or events where social distancing could be more difficult.



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