

COVID-19

U.S. Travel Sentiment Survey

Seventeenth Edition: August 4, 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 July 29, 2020.

[View the full report.](#)

EXECUTIVE SUMMARY

INTENTIONS

The rise of COVID-19 cases throughout the U.S. continues to drag on U.S. travelers' confidence. As August begins, 73% of U.S. travelers will change their travel plans due to the trajectory of the pandemic which is now growing in case numbers in the upper Midwest after surging in the South and West. Despite this, over two-thirds of U.S. travelers still plan travel in the next six months - a figure that has been surprisingly strong and consistent during the entire COVID-19 pandemic.

IMPACT

Half of all U.S. travelers indicate that COVID-19 will have a major impact on their travel plans over the next six months. One positive sign: the proportion of U.S. travelers indicating they will reduce rather than cancel their trip due to COVID-19 rose to 47% vs. 41% for cancellation.

U.S. TRAVELERS LOSING FAITH IN OFFICIAL ADVICE

Given the sometimes contradictory and confusing messages coming from government it is no surprise that when asked about the sources they trust to tell them when it is safe to travel and how to travel safely, U.S. travelers trust in almost every official source has declined. Official federal health advice from the CDC or similar organizations is still rated highest but has slipped from 57% to 45% since April 22. This declining amount of trust is evident with every other official source of information as well. Read more on this in the Miles blog post, ["Time for Tourism & DMOs to Stand Up in the Recovery."](#)

PERCEPTION OF TRAVEL & SAFETY

U.S. travelers remain cautious in their own travel plans and about safety in their local community. As of the end of July, just over one-third of Americans (36%) agreed with opening up their community to visitors and 41% feel safe venturing out locally to dine or shop. 43% feel it is safe to travel outside of their community. Rebuilding this confidence is critical and it will only be possible once the pandemic is better contained and managed.

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

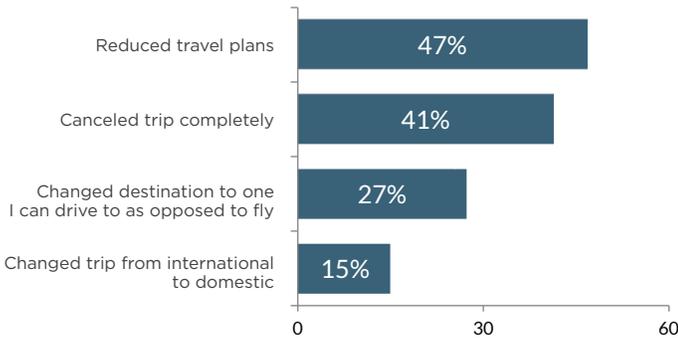
COVID-19 U.S. Travel Sentiment Survey

Seventeenth Edition: August 4, 2020

TRAVEL PLANS

Travel plans remain cautious as the pandemic persists across the U.S. and COVID-19 cases continue to grow across much of the U.S. One bright spot, 47% of U.S. travelers reduced their travel plans and 41% have canceled a trip, a change from behavior through much of the pandemic when more travelers simply canceled their travel plans.

HOW DID YOU CHANGE YOUR PLANS?



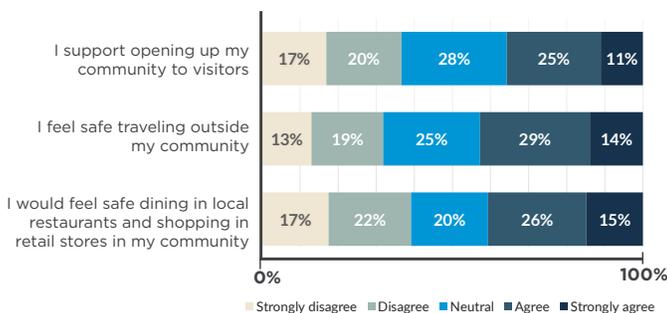
73%

of U.S. travelers indicate they will change their travel plans in the next six months due to COVID-19, still up from late June (69%) and close to levels last seen in May. Despite this, 68% still plan to travel over this same period.

CONFIDENCE IN TRAVEL & TRAVELERS

U.S. travelers' sense of safety in their own community remains a major impediment to tourism's recovery due to a cautious outlook driven by the rise in COVID-19 cases in many states. 37% oppose opening up their community to visitors while 36% support it. 41% of travelers feel comfortable shopping or dining in their local community. Slightly higher, 43% feel safe traveling outside their community. All these indicators need to improve if any type of sustained recovery in travel is to take hold.

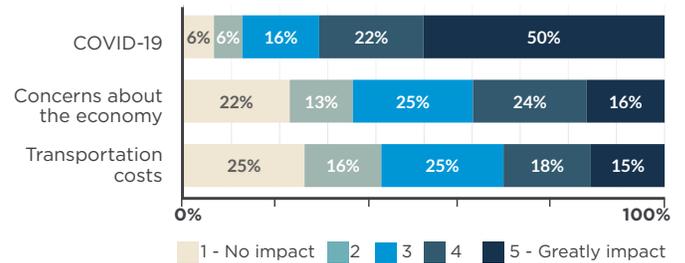
PERCEPTIONS OF SAFETY AND TRAVEL



FACTORS IMPACTING TRAVEL

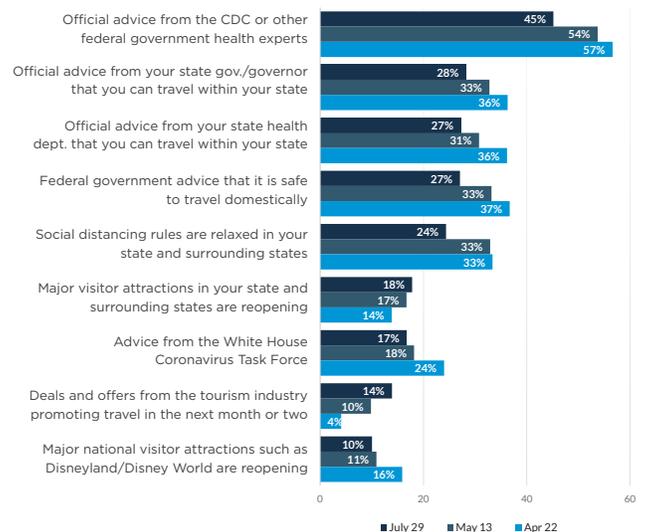
COVID-19's impact on travel plans remains significant with half of U.S. travelers indicating it as "greatly impacting" their travel plans, down from the peak of 67% in early April. The economic impact of COVID-19 dropped to the lowest level seen in our research during the pandemic. However, with 19 straight weeks of more than one million Americans filing unemployment claims, this may reverse in the coming months if the economic impact moves more broadly across the economy and into a wider range of professions.

FACTORS IMPACTING DECISIONS TO TRAVEL IN THE NEXT SIX MONTHS



U.S. TRAVELERS LOSING FAITH IN OFFICIALS

Americans have lost trust in almost every official source on offering credible, clear advice on when it is safe to travel. No source of information was cited as being trusted by more than 50% of Americans and while most sources have declined, deals and offers promoting travel and major national attractions reopening have both steadily increased. The overall loss of faith in official sources is of real concern as confidence and trust is essential to the sustained recovery of travel.



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