



# Travel Sentiment Study Wave 10

MAY 19, 2020

 Longwoods  
INTERNATIONAL

|  miles  
PARTNERSHIP

*COVID-19*

# TRAVEL SENTIMENT STUDY WAVE 10

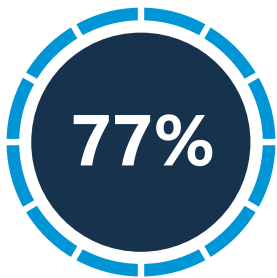
Fielded May 13, 2020

U.S. National Sample of 1,000 adults 18+

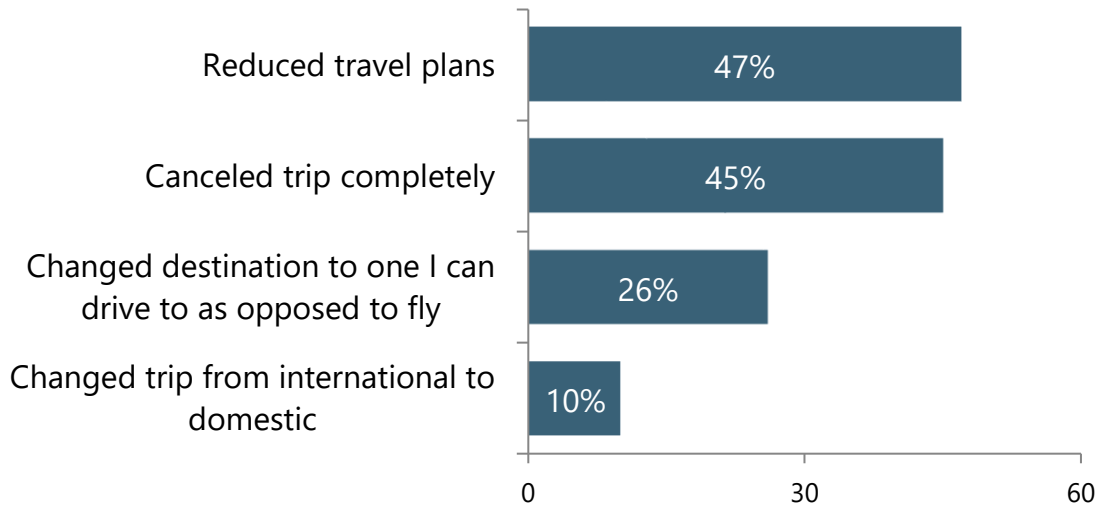
 Longwoods  
INTERNATIONAL

|  miles  
PARTNERSHIP

## IMPACT ON TRAVEL PLANS



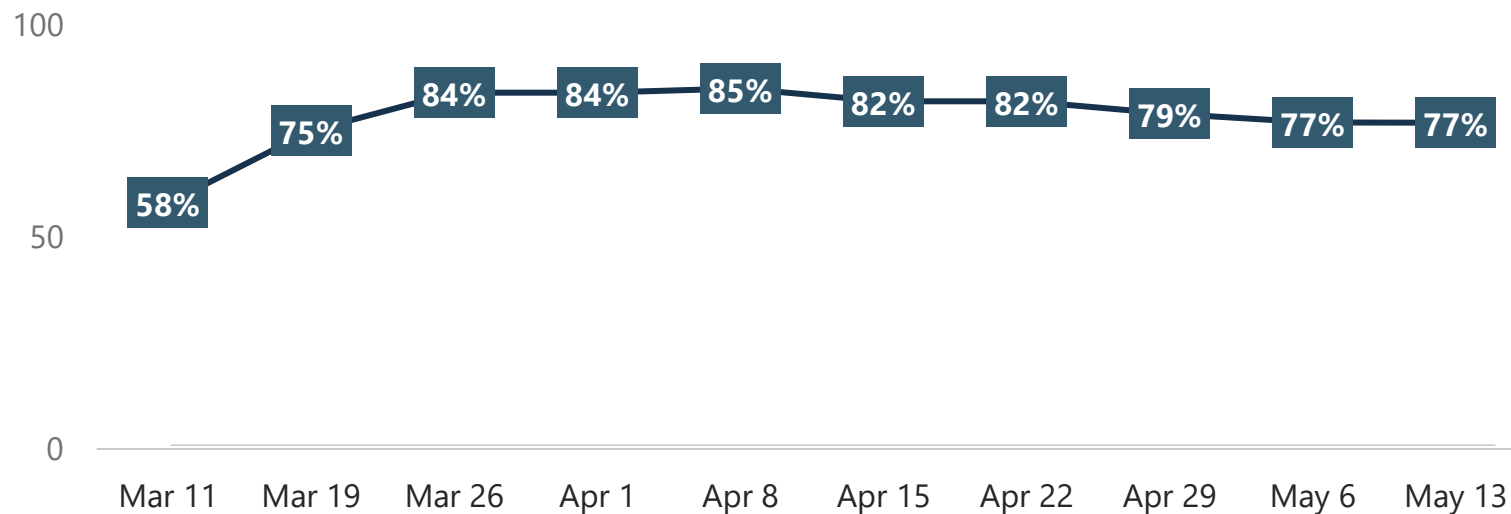
**of travelers planning to travel in the next six months will change their travel plans due to coronavirus**



*Base: Coronavirus Changed Travel Plans*

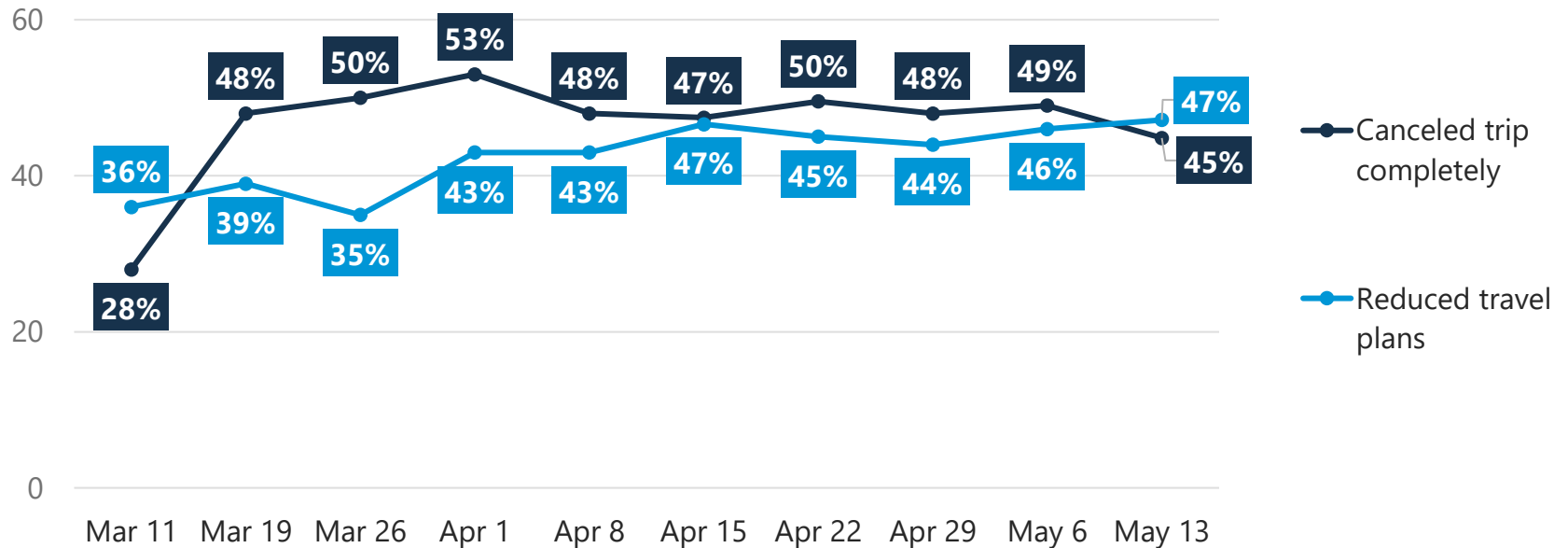
## IMPACT ON TRAVEL PLANS

### Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison



# IMPACT ON TRAVEL PLANS

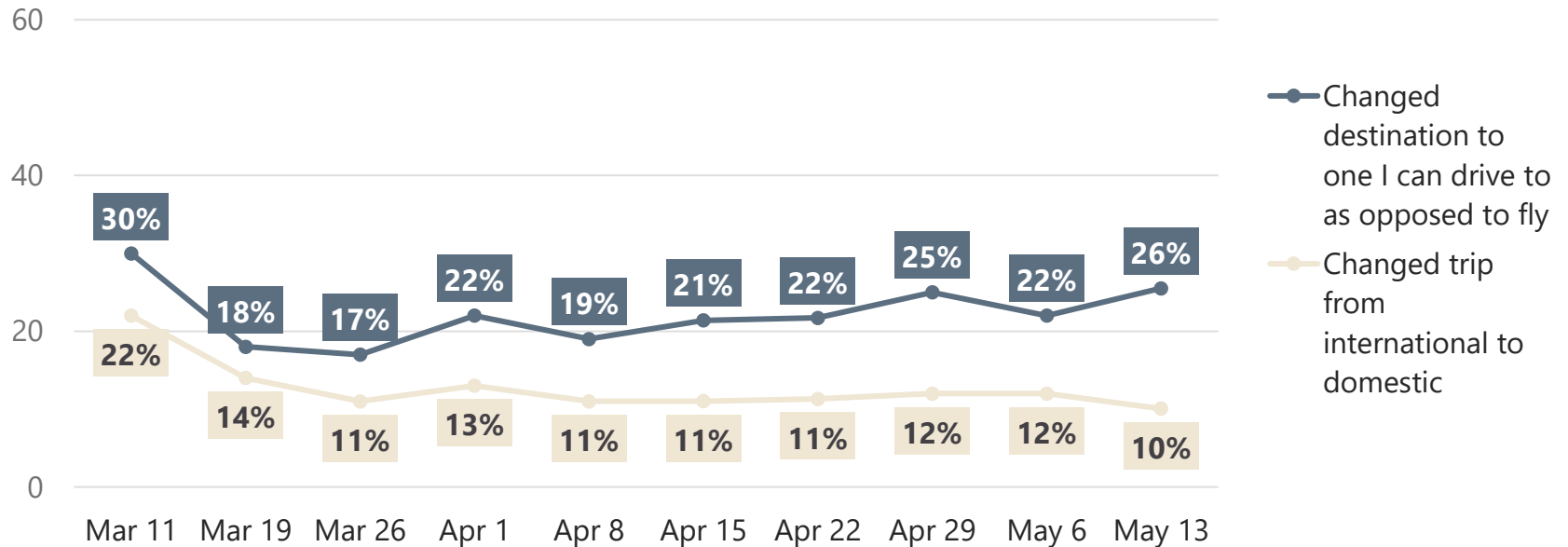
## Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

# IMPACT ON TRAVEL PLANS

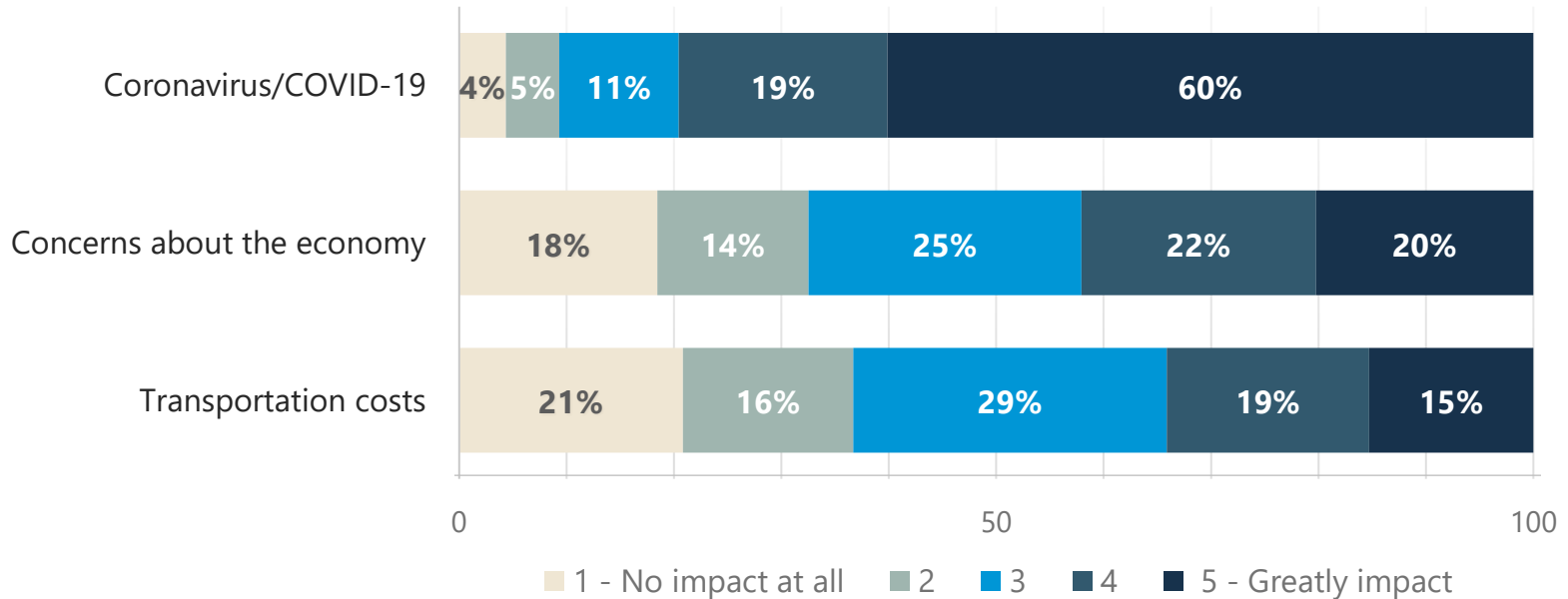
## Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

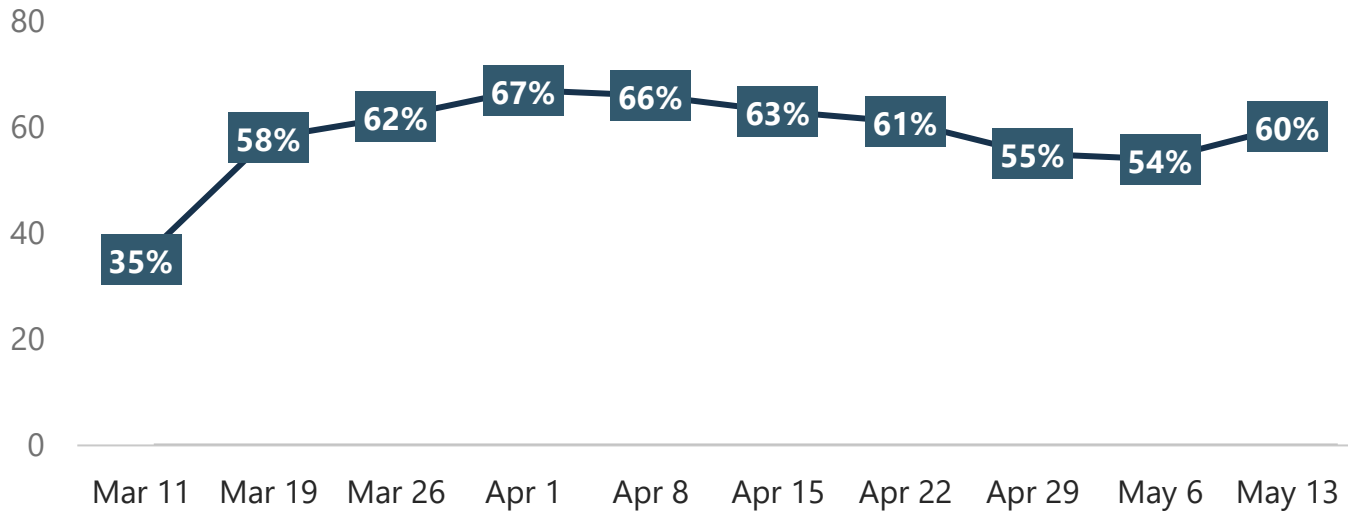
# IMPACT ON TRAVEL PLANS

## Factors Impacting Decisions to Travel in Next 6 Months



## IMPACT ON TRAVEL PLANS

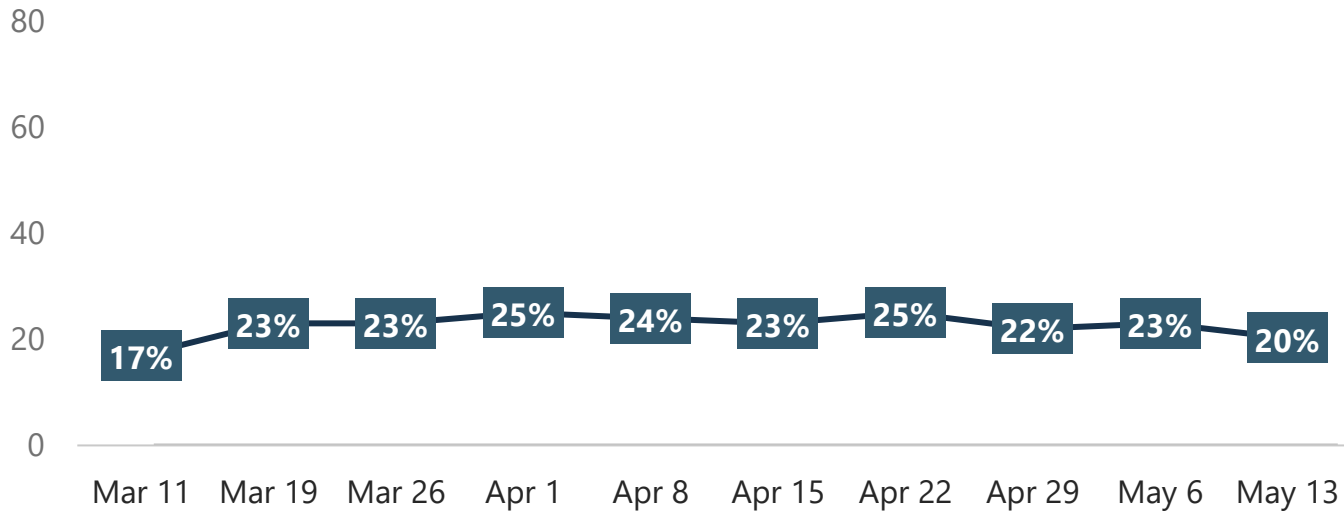
### Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months





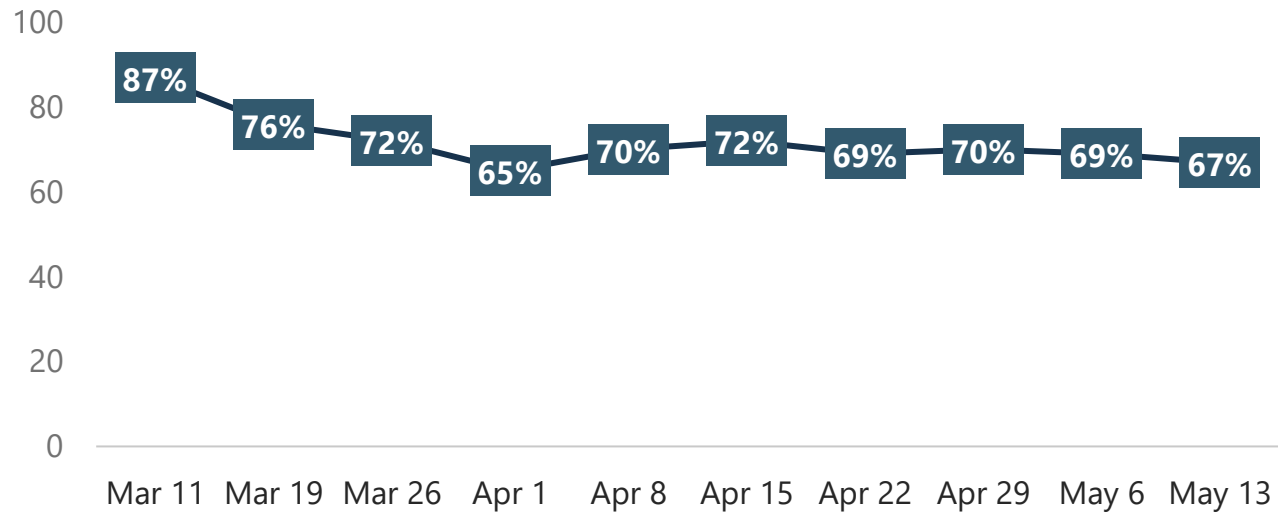
## IMPACT ON TRAVEL PLANS

### Indicated that the Economy Would Greatly Impact their Decision to Travel in the Next Six Months



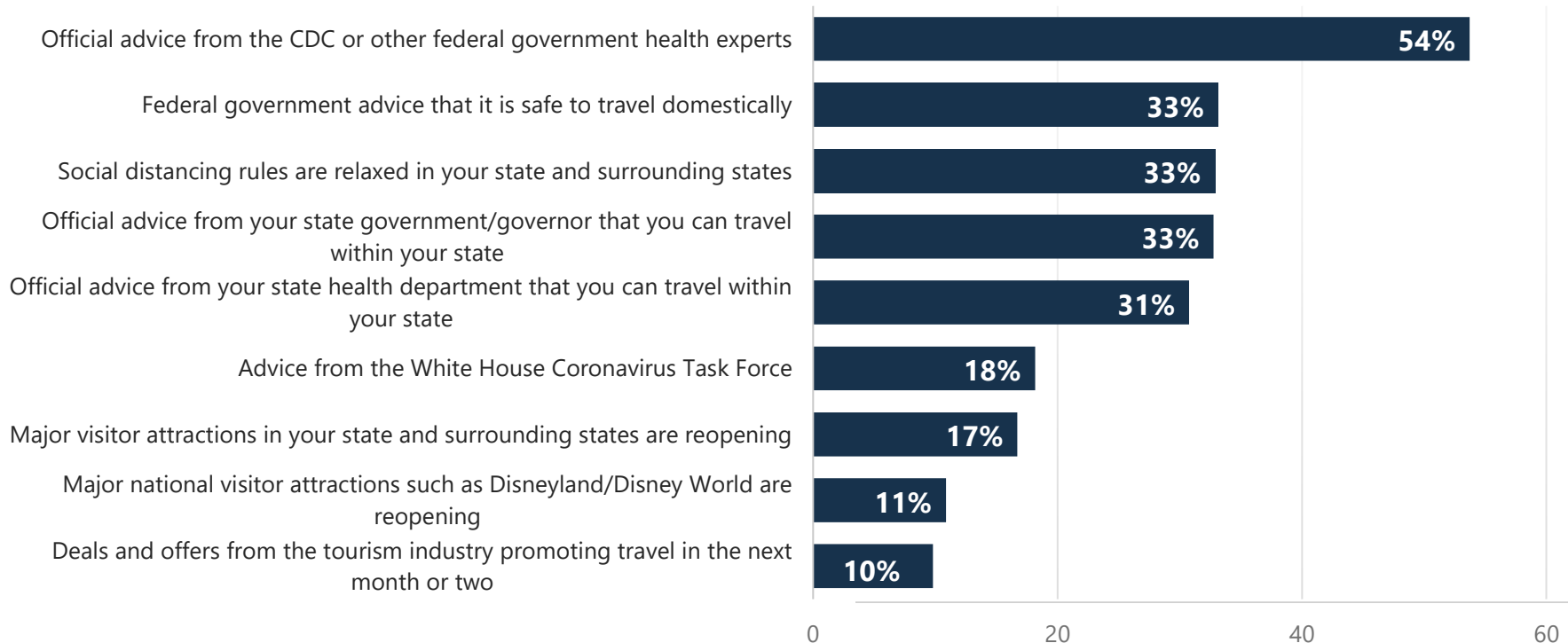
## IMPACT ON TRAVEL PLANS

### Travelers with Travel Plans in the Next Six Months Comparison



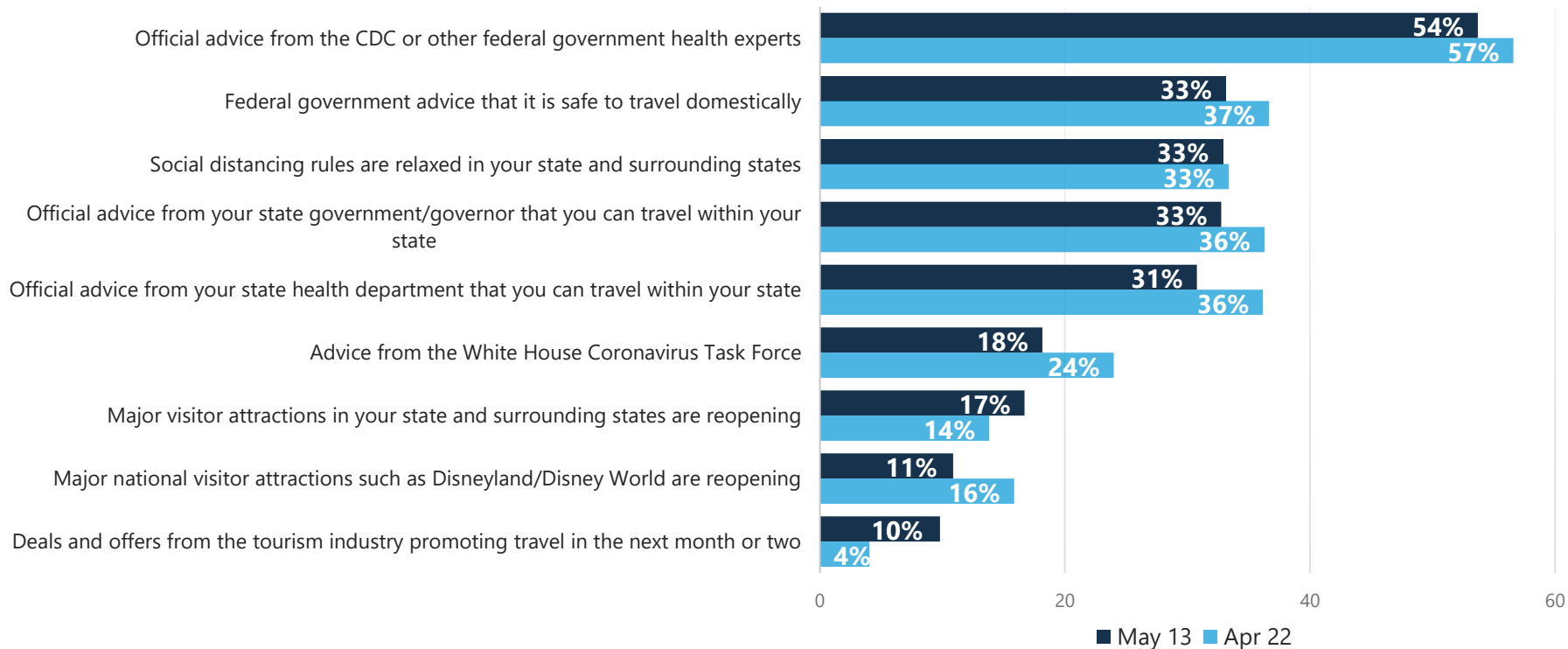
# IMPACT ON TRAVEL PLANS

## Information/Cues Indicating it is Safe to Plan Domestic U.S. Travel



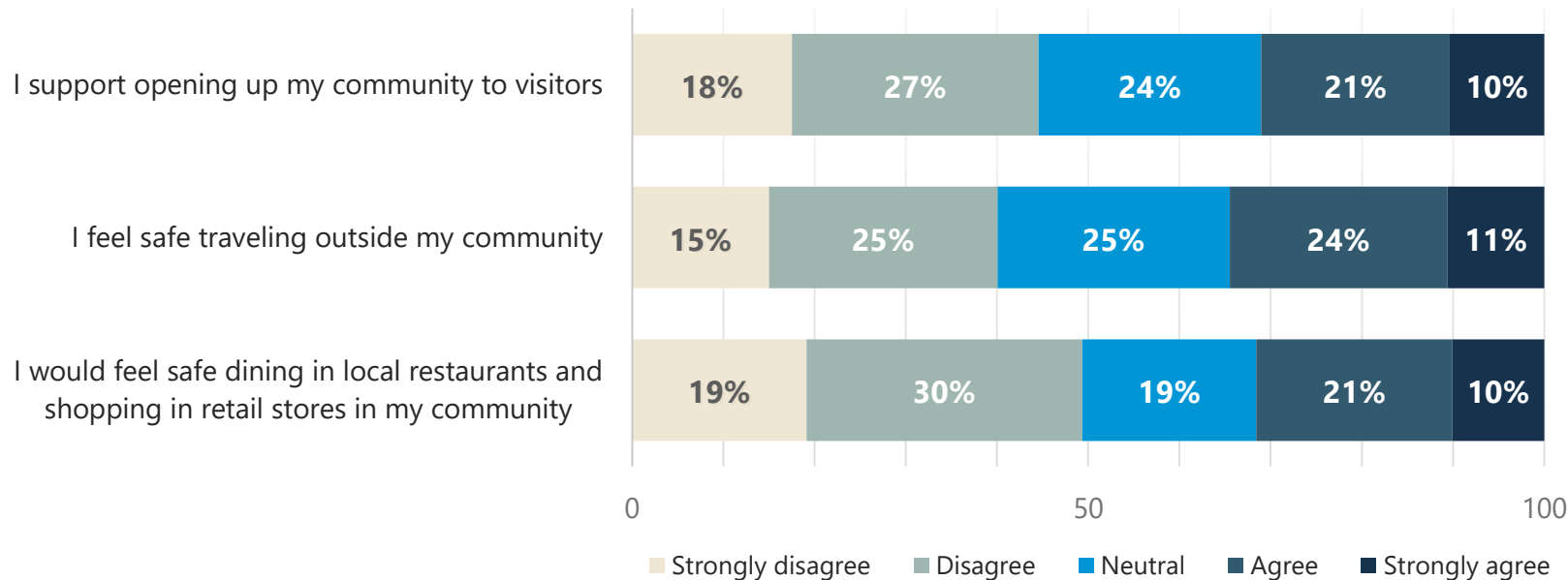
# IMPACT ON TRAVEL PLANS

## Information/Cues Indicating it is Safe to Plan Domestic U.S. Travel – Comparison



# TRAVEL PERCEPTIONS

## Perceptions of Safety and Travel



## *Additional Resources*

**Longwoods International Research**  
**[longwoods-intl.com/news](https://longwoods-intl.com/news)**

**Miles Partnership COVID-19 Communication Center**  
**[covid19.milespartnership.com](https://covid19.milespartnership.com)**

**Thank You**

**Longwoods**  
INTERNATIONAL

**miles**  
PARTNERSHIP