



# Travel Sentiment Study Wave 24

NOVEMBER 10, 2020

 Longwoods  
INTERNATIONAL

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PARTNERSHIP

*COVID-19*

# TRAVEL SENTIMENT STUDY WAVE 24

Fielded November 4, 2020

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

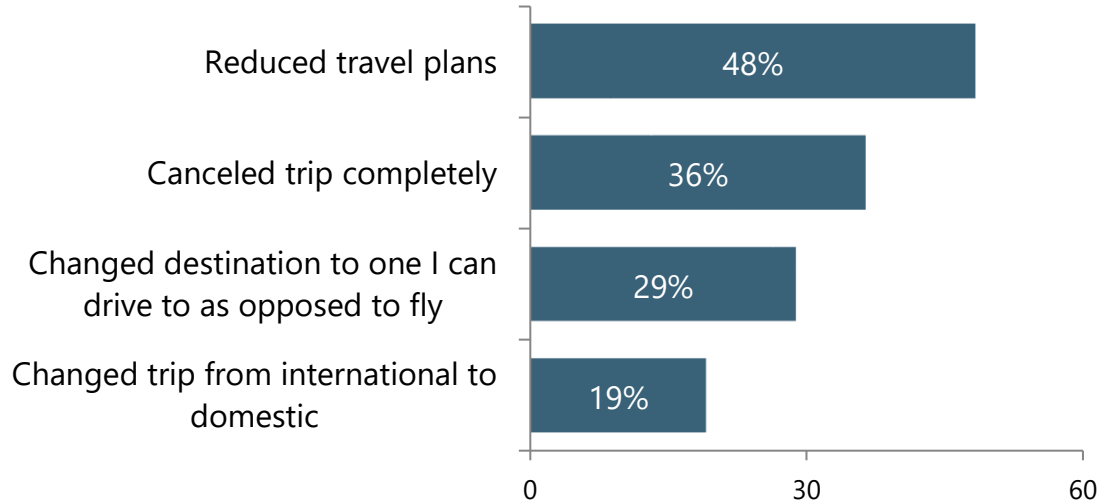
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# IMPACT ON TRAVEL PLANS



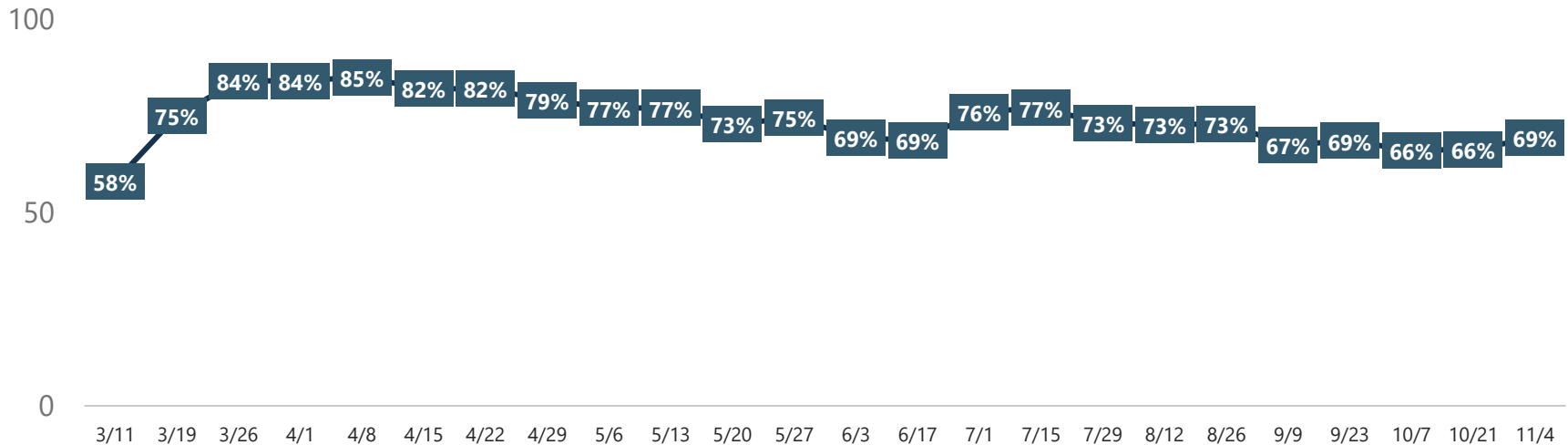
**of travelers planning to travel in the next six months will change their travel plans due to coronavirus**



*Base: Coronavirus Changed Travel Plans*

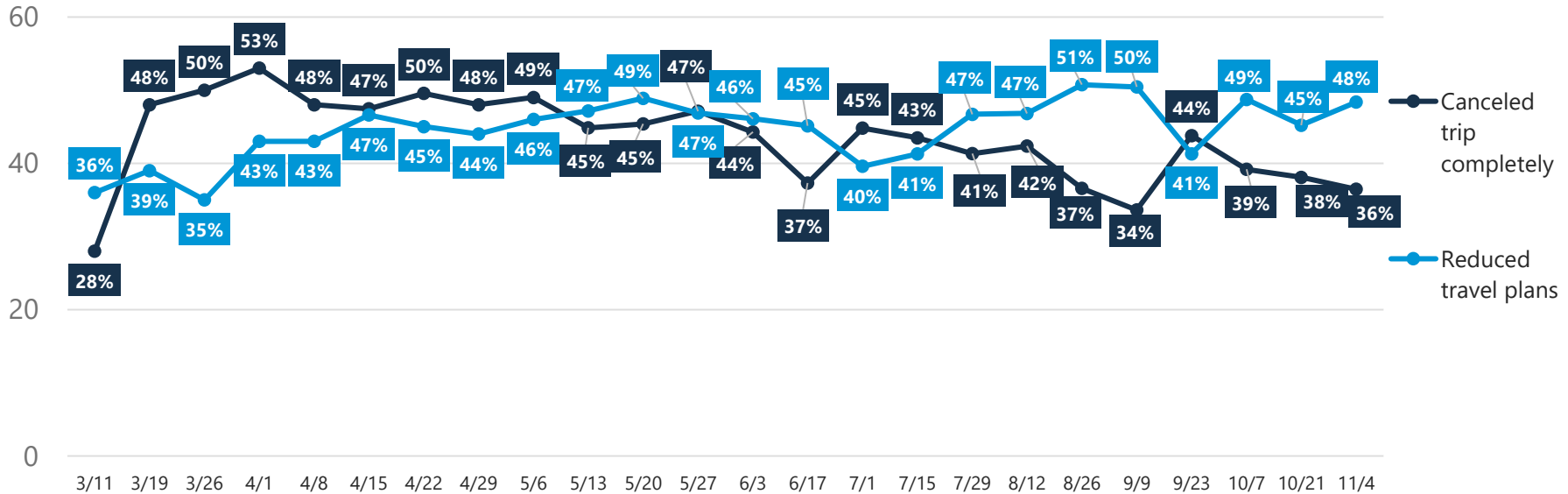
## IMPACT ON TRAVEL PLANS

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



# IMPACT ON TRAVEL PLANS

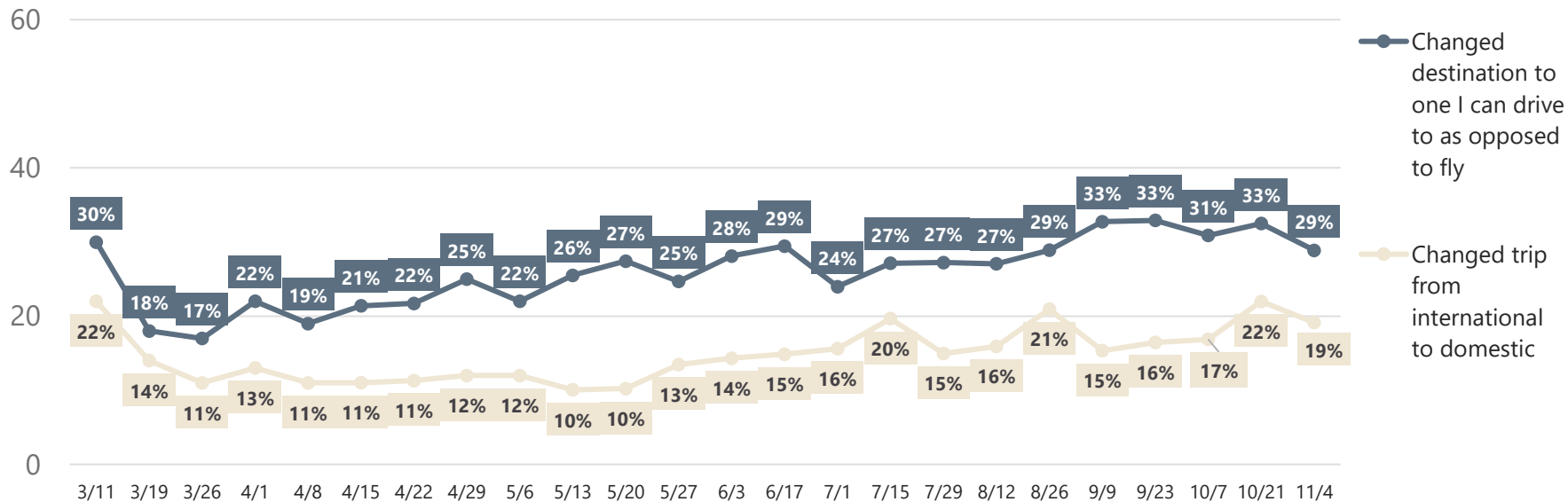
## Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

# IMPACT ON TRAVEL PLANS

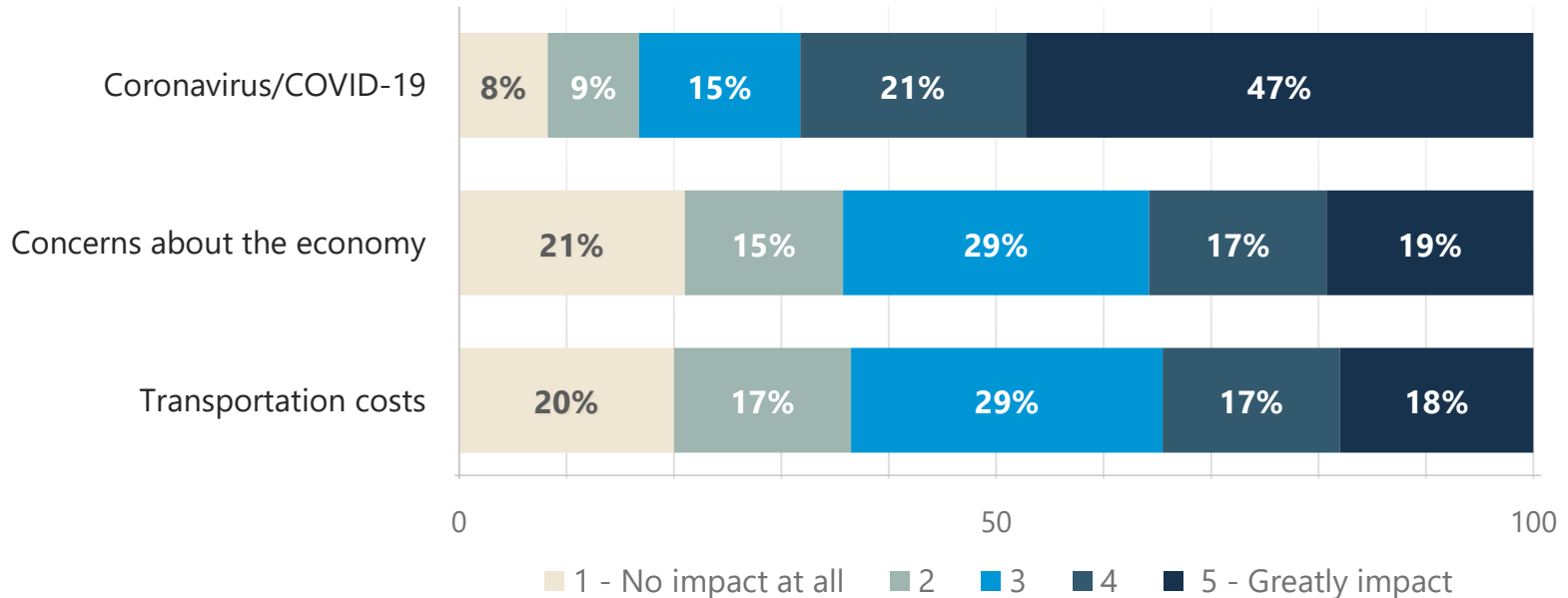
## Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

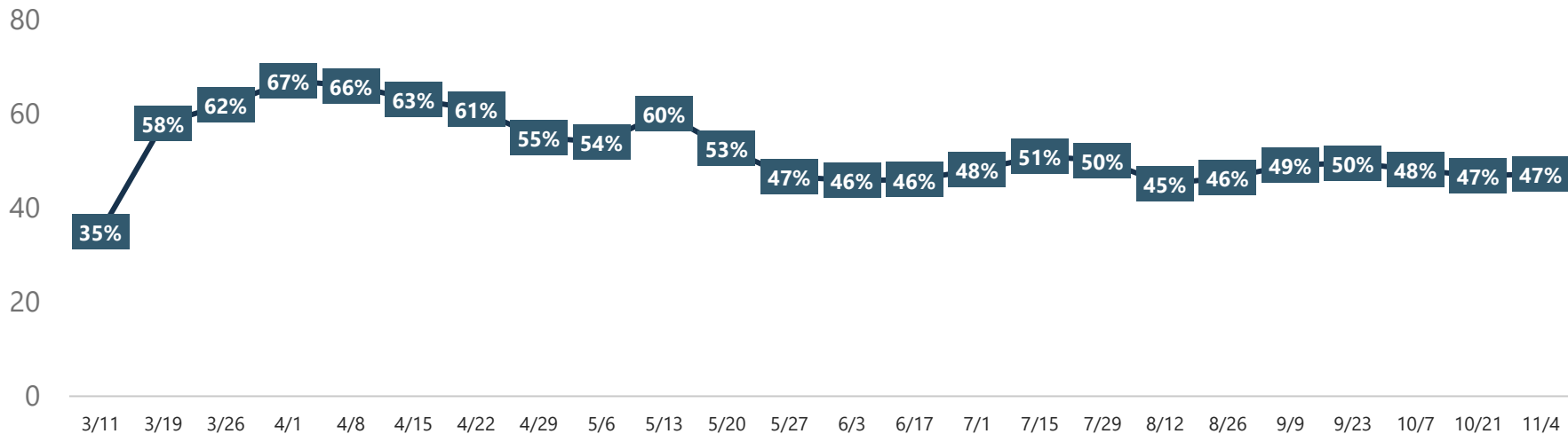
# IMPACT ON TRAVEL PLANS

## Factors Impacting Decisions to Travel in Next 6 Months



## IMPACT ON TRAVEL PLANS

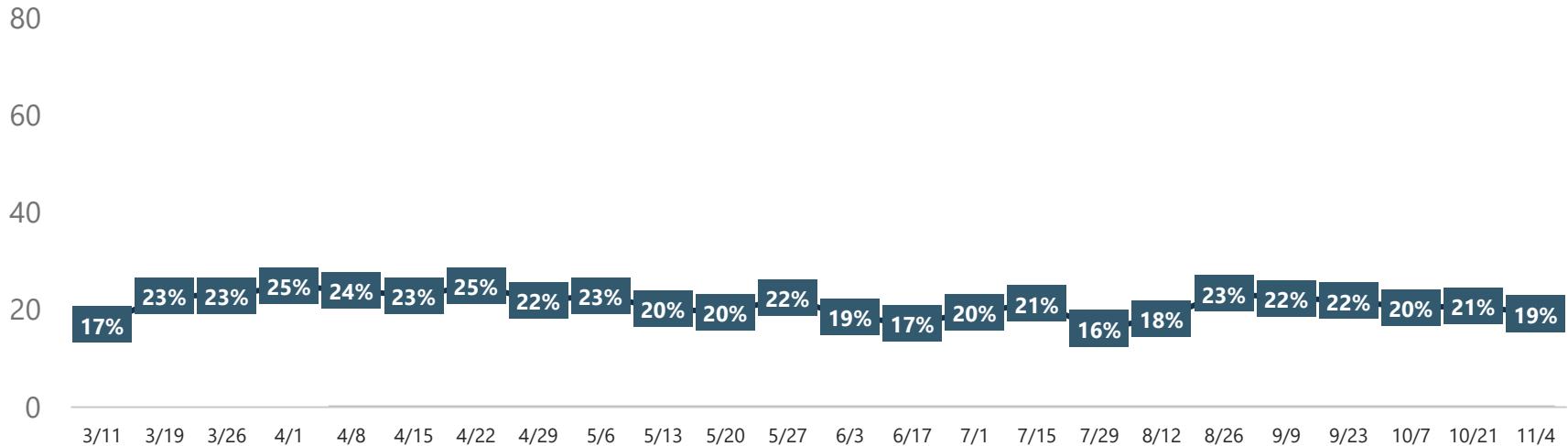
### Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months





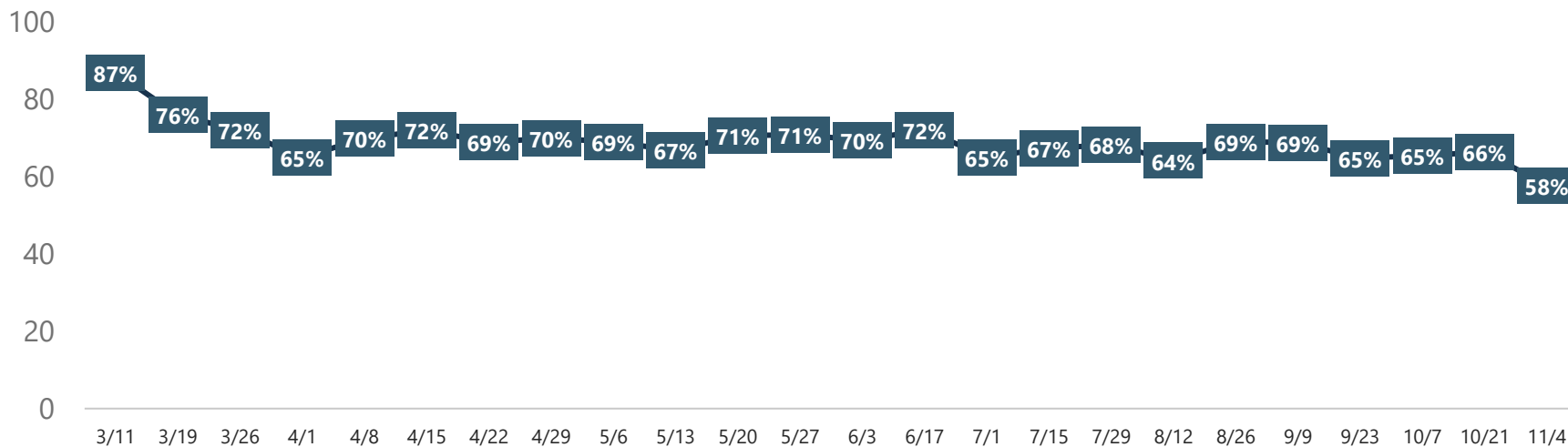
## IMPACT ON TRAVEL PLANS

### 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



# UPCOMING HOLIDAY TRAVEL PLANS\*



53%

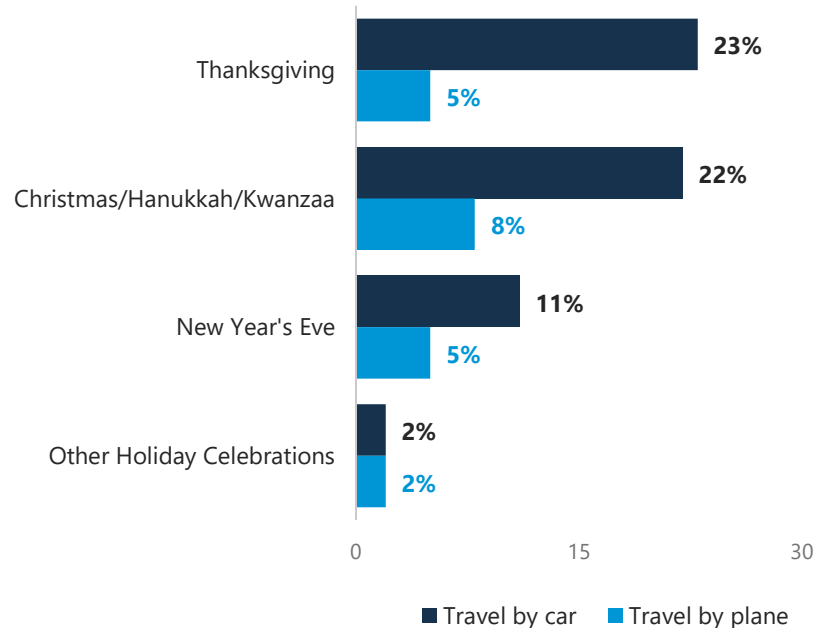
are not planning to take a trip this holiday season



38% will travel by car



17% will travel by plane



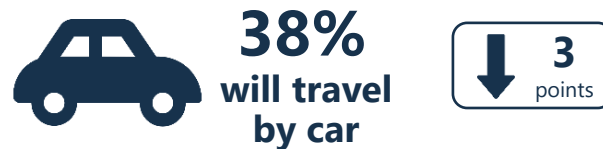
Base: All travelers

\*Involving traveling at least 50 miles from home

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# UPCOMING HOLIDAY TRAVEL PLANS\*

## Comparison to Wave 22 (October 7<sup>th</sup>)



\*Involving traveling at least 50 miles from home

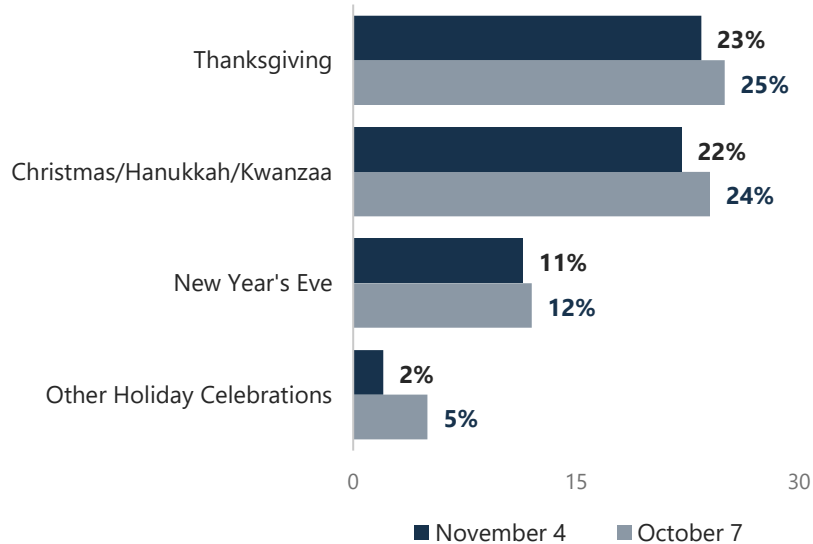
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Base: All travelers

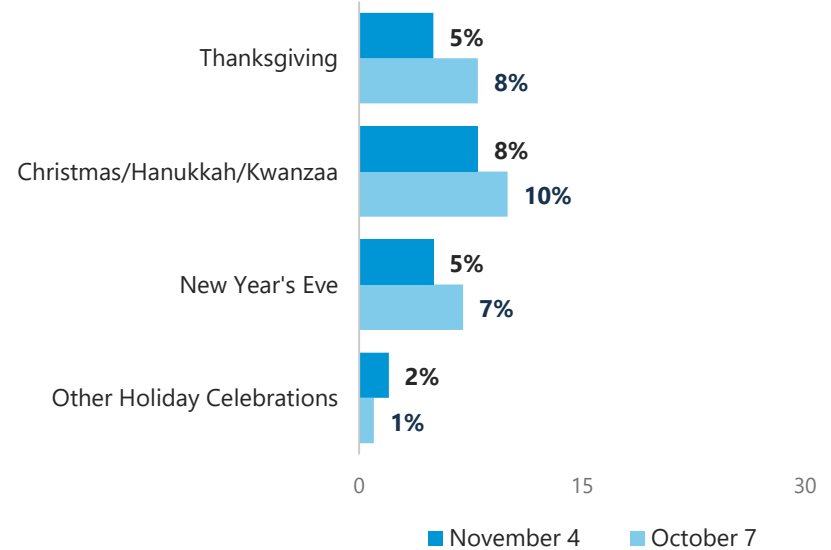
# UPCOMING HOLIDAY TRAVEL PLANS\*

## Comparison to Wave 22 (October 7<sup>th</sup>)

### Travel by



### Travel by

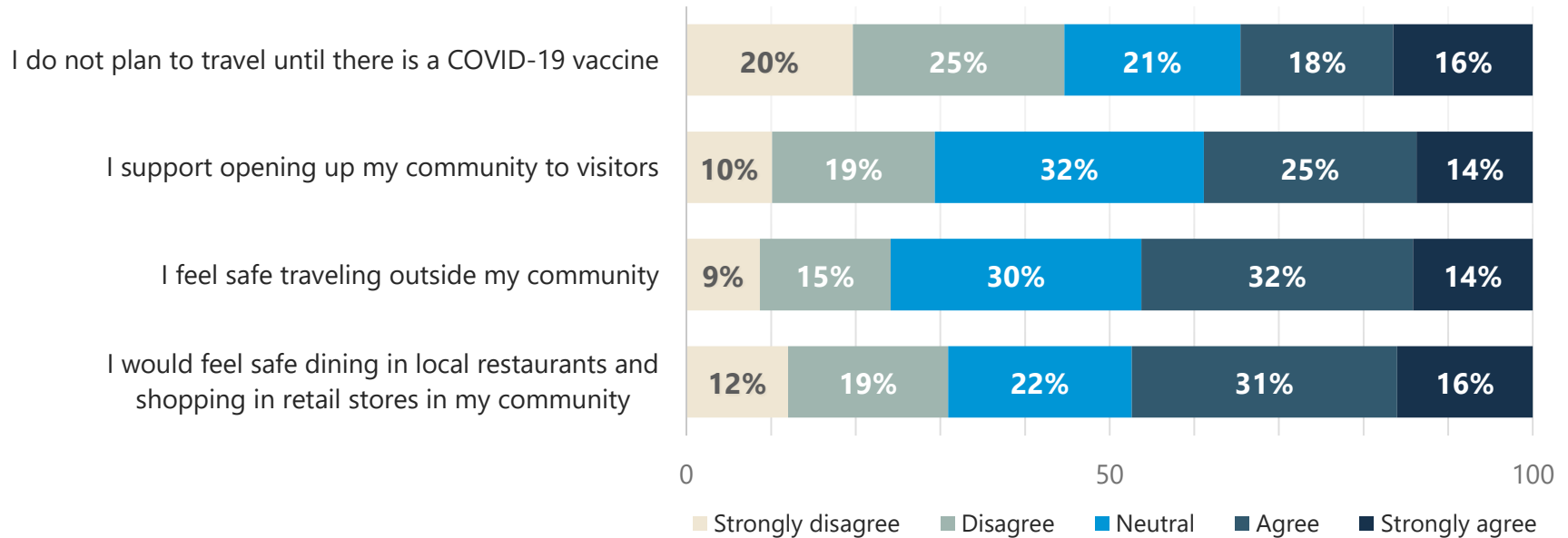


\*Involving traveling at least 50 miles from home

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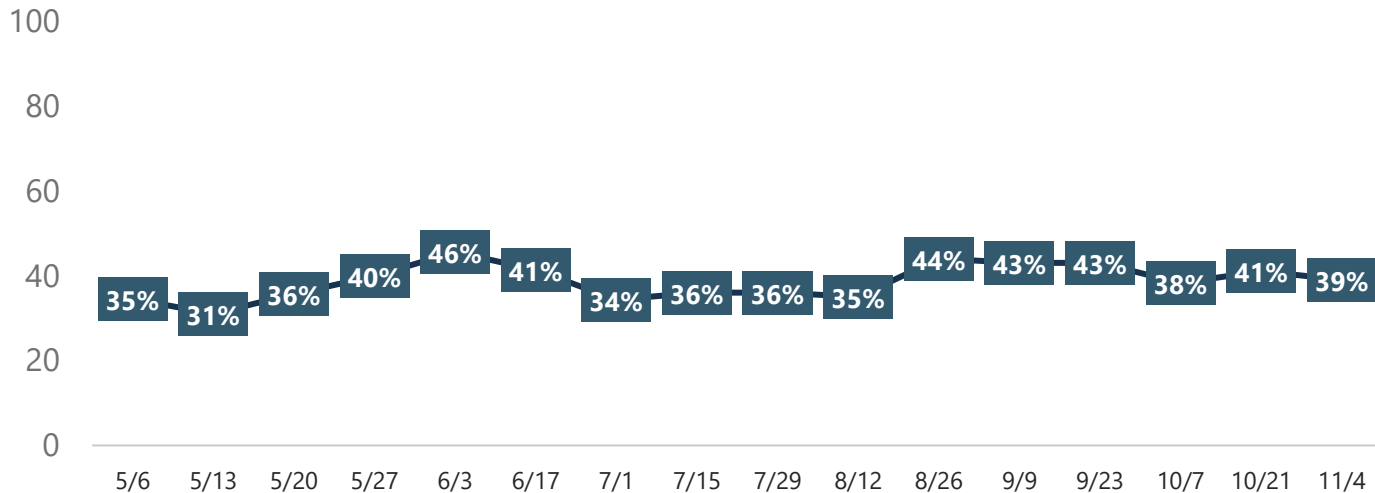
Base: All travelers

## Perceptions of Safety and Travel



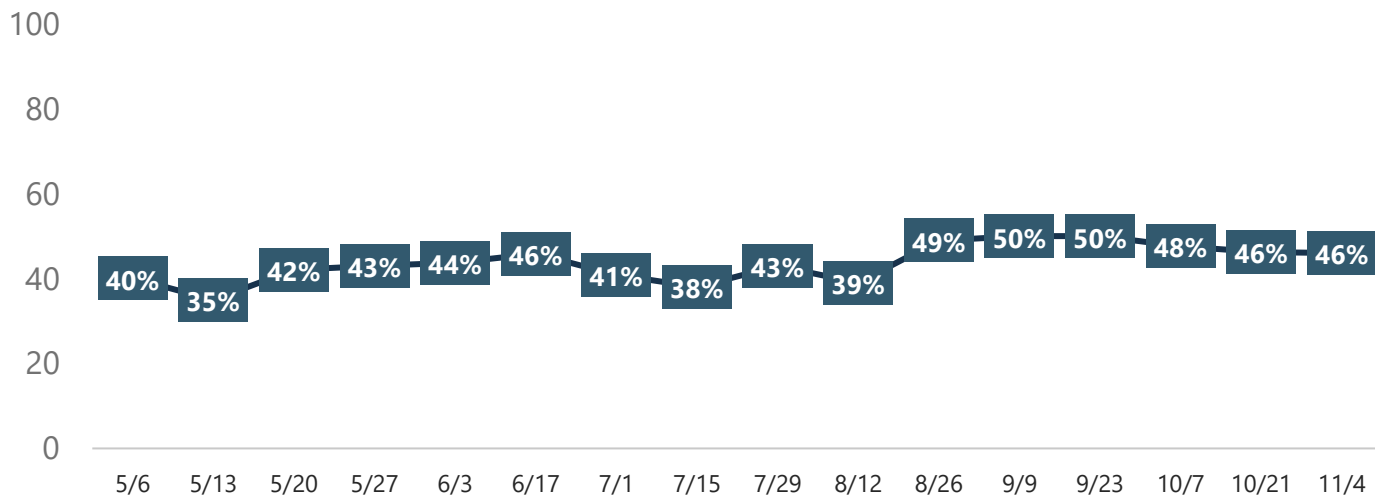
# TRAVEL PERCEPTIONS

## I Support Opening Up My Community to Visitors Comparison of Travelers Who Strongly Agree or Agree



# TRAVEL PERCEPTIONS

## I Feel Safe Traveling Outside My Community Comparison of Travelers Who Strongly Agree or Agree

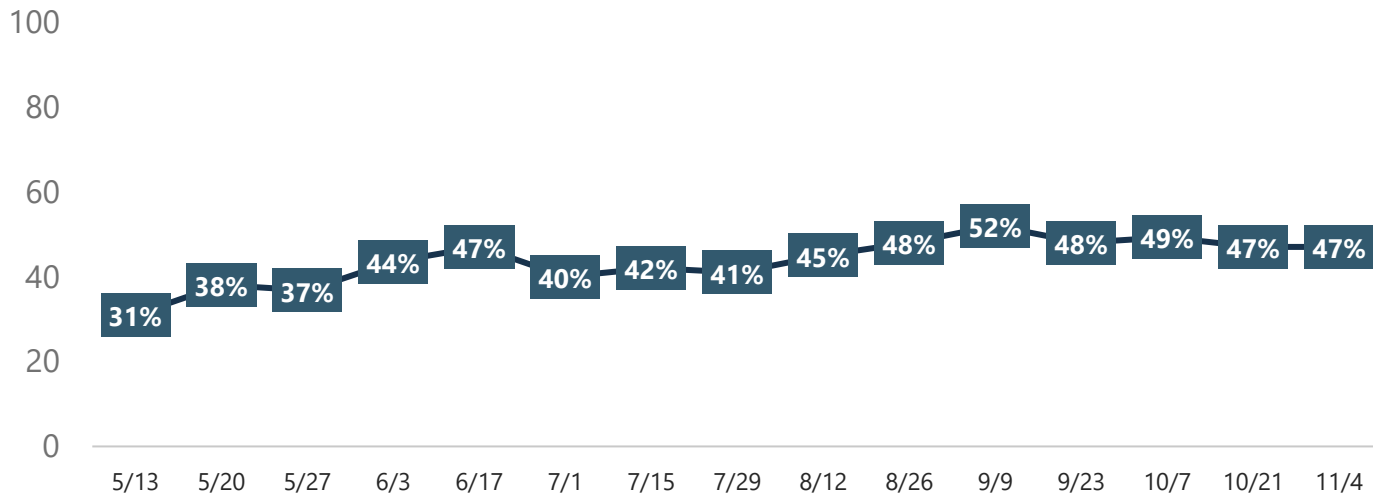




## TRAVEL PERCEPTIONS

# I Would Feel Safe Dining in Local Restaurants and Shopping in Retail Stores Within My Community

### Comparison of Travelers Who Strongly Agree or Agree



## *Additional Resources*

**Longwoods International Research**  
**[longwoods-intl.com/covid-19](https://longwoods-intl.com/covid-19)**

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

**Thank You**

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