



Travel Sentiment Study Wave 23

OCTOBER 27, 2020

Longwoods
INTERNATIONAL

miles
PARTNERSHIP

COVID-19

TRAVEL SENTIMENT STUDY WAVE 23

Fielded October 21, 2020
U.S. National Sample of 1,000 adults 18+

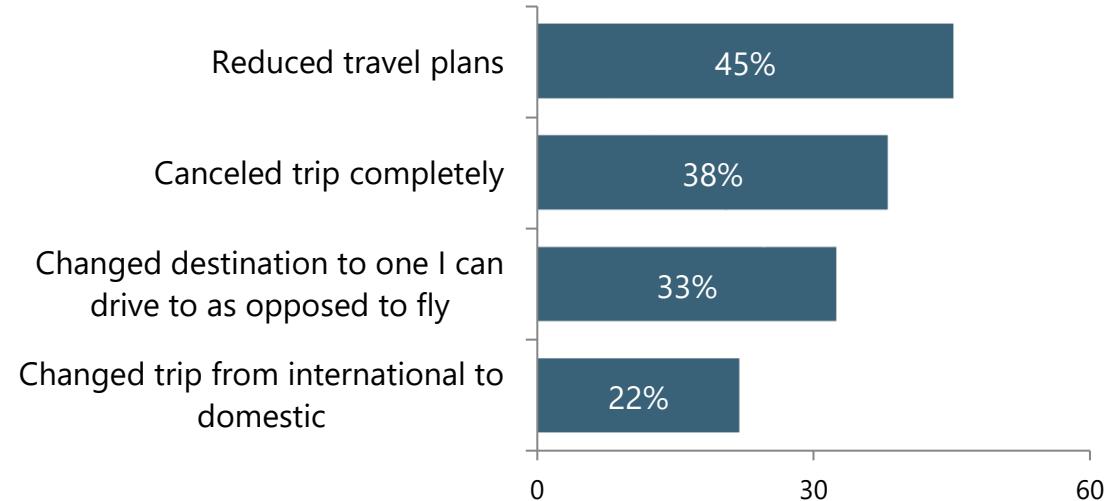
Longwoods
INTERNATIONAL

miles
PARTNERSHIP

IMPACT ON TRAVEL PLANS



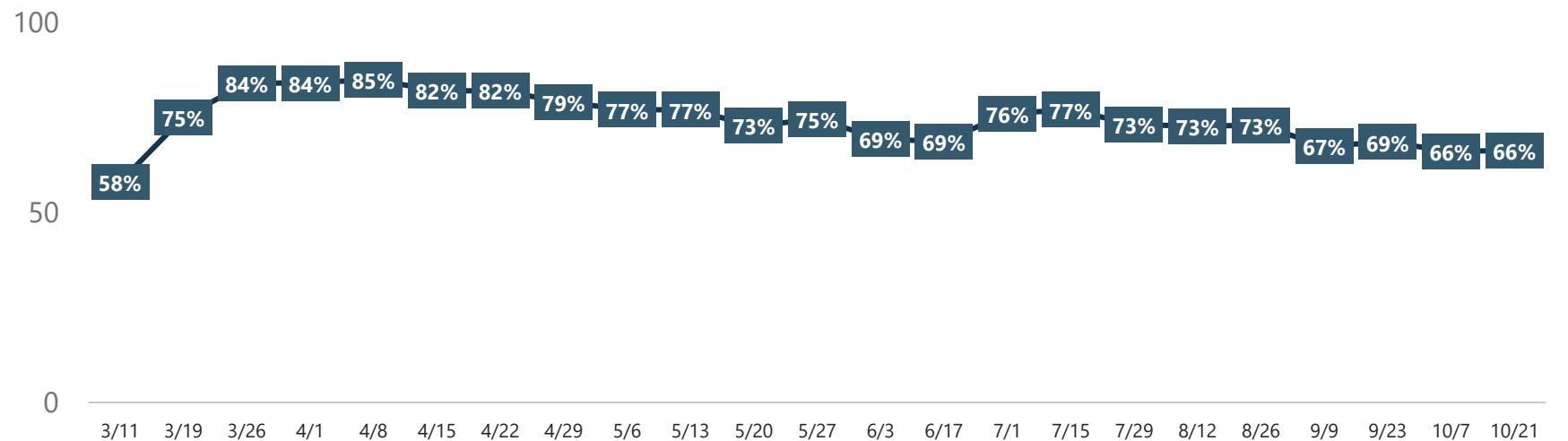
of travelers planning to travel in the next six months will change their travel plans due to coronavirus



Base: Coronavirus Changed Travel Plans

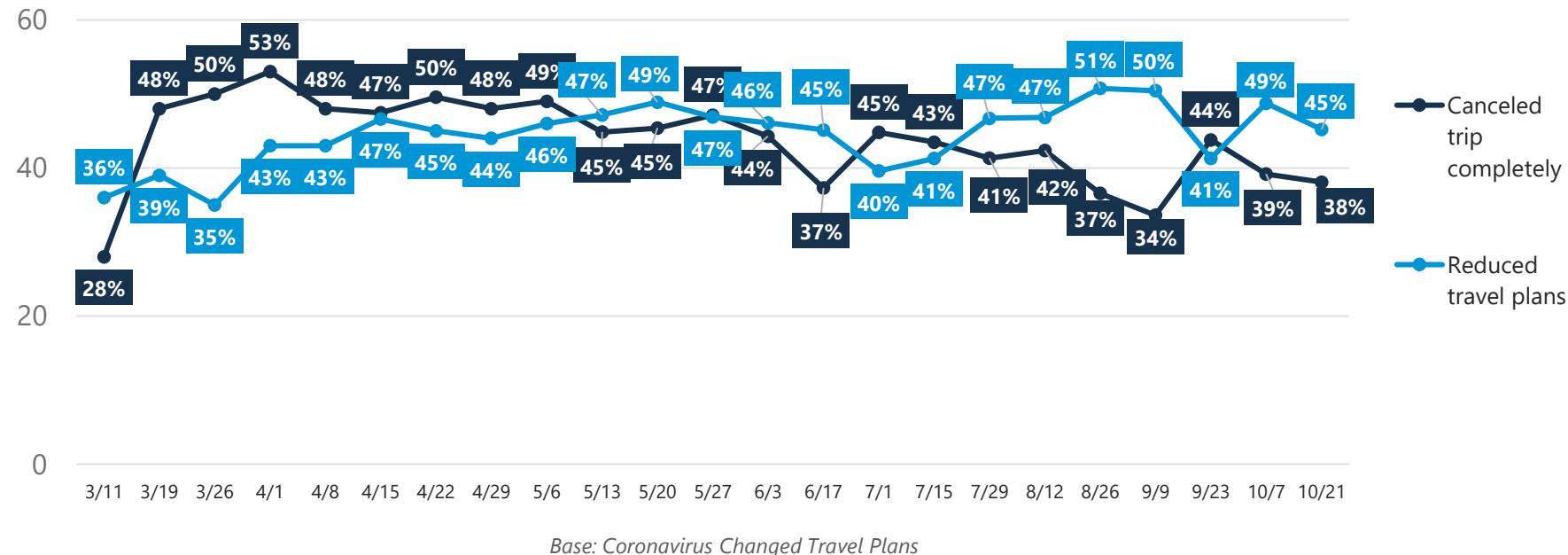
IMPACT ON TRAVEL PLANS

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



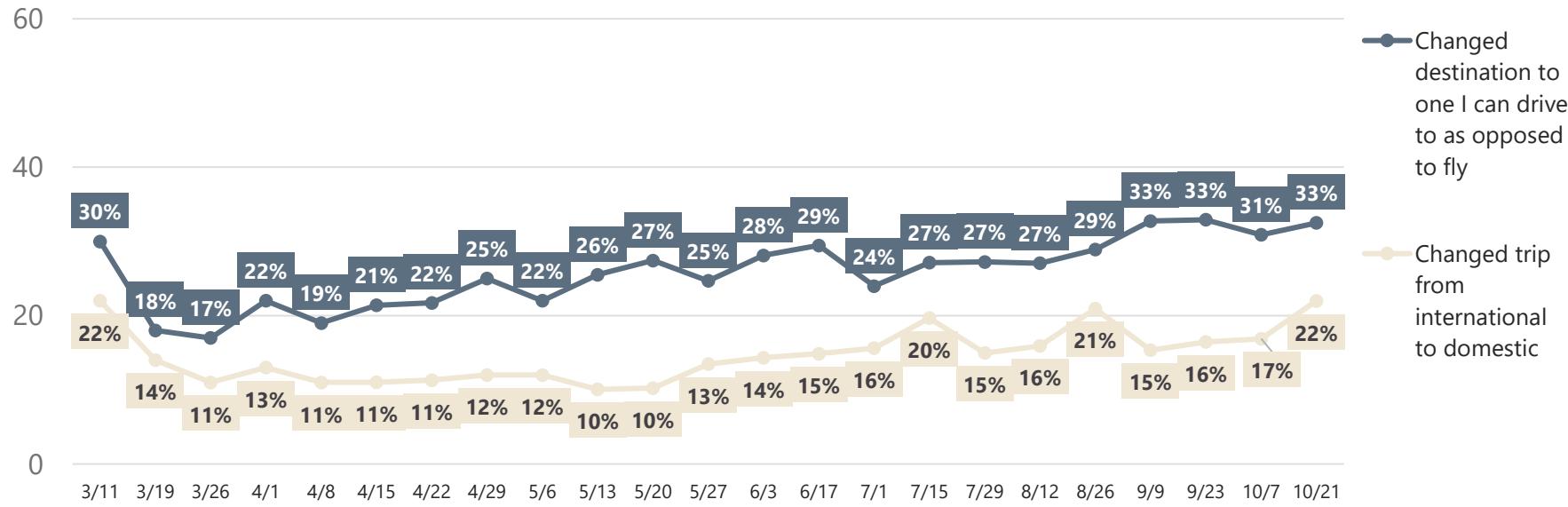
IMPACT ON TRAVEL PLANS

Impact of COVID-19 on Upcoming Travel Plans Comparison



IMPACT ON TRAVEL PLANS

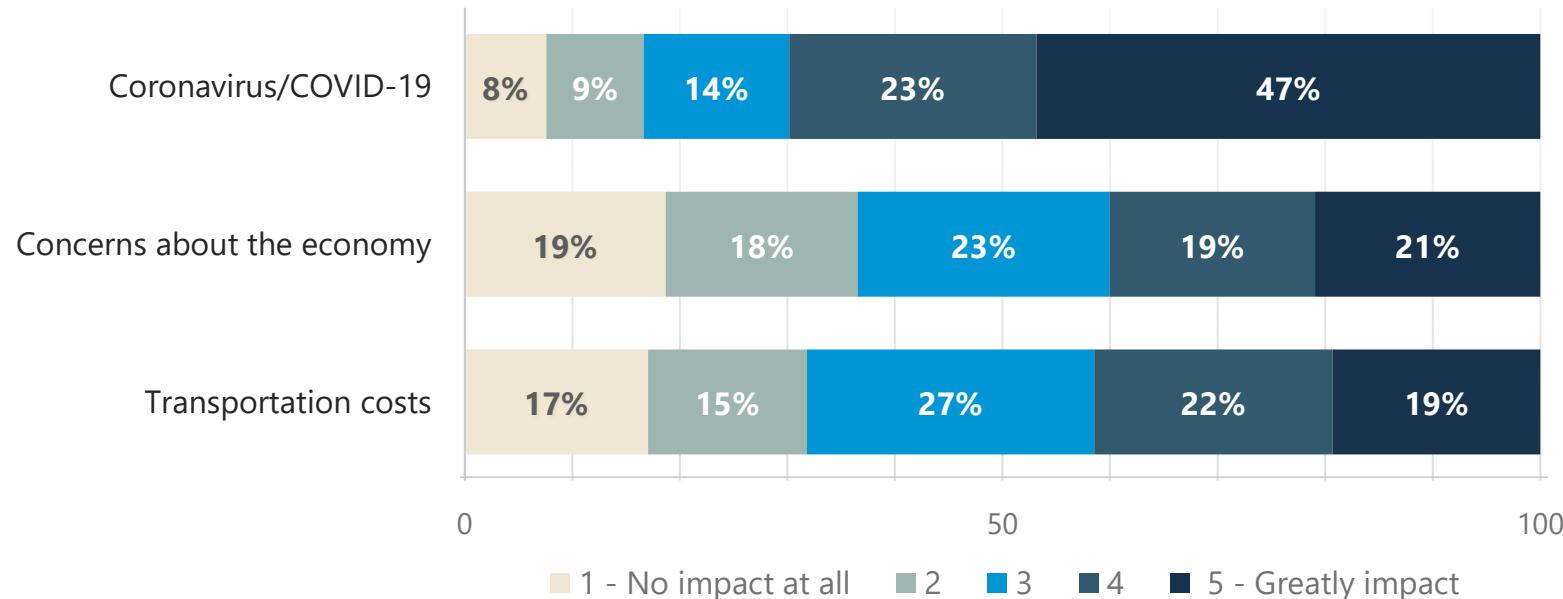
Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

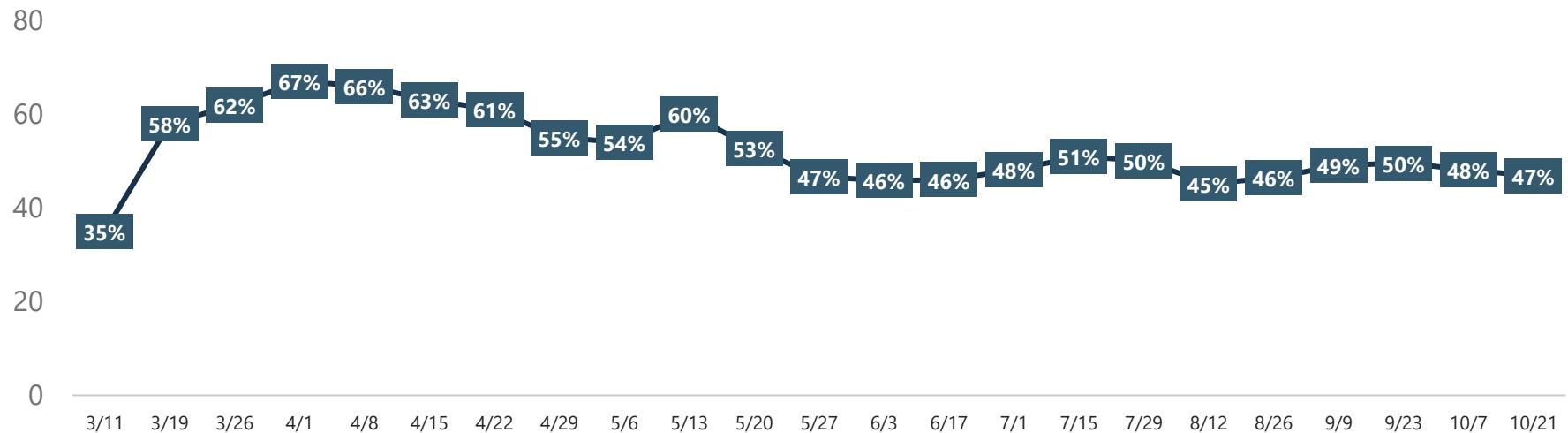
IMPACT ON TRAVEL PLANS

Factors Impacting Decisions to Travel in Next 6 Months



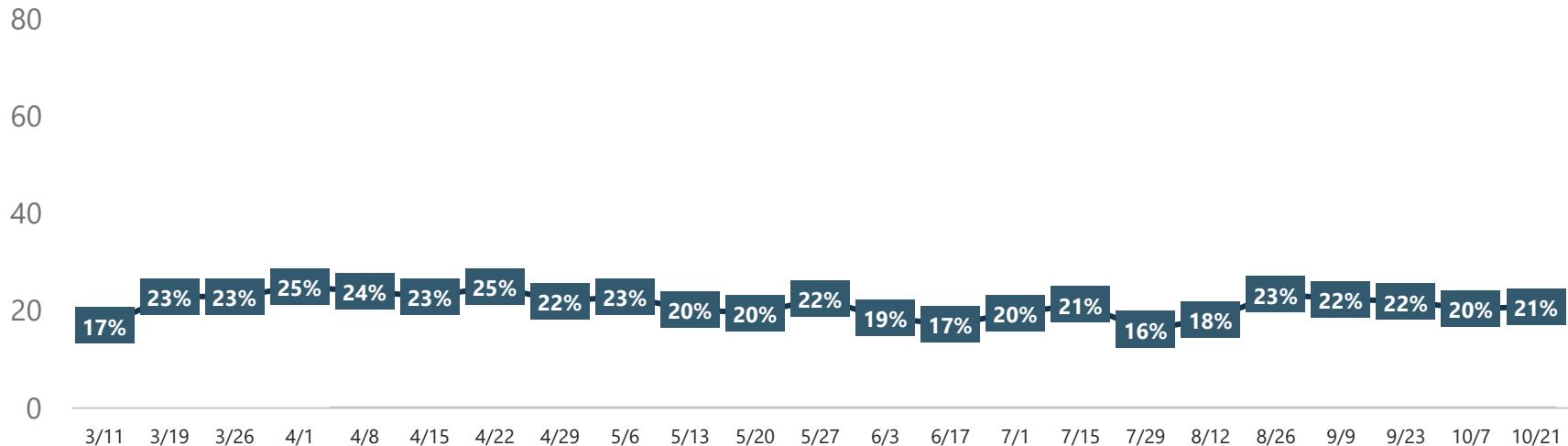
IMPACT ON TRAVEL PLANS

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



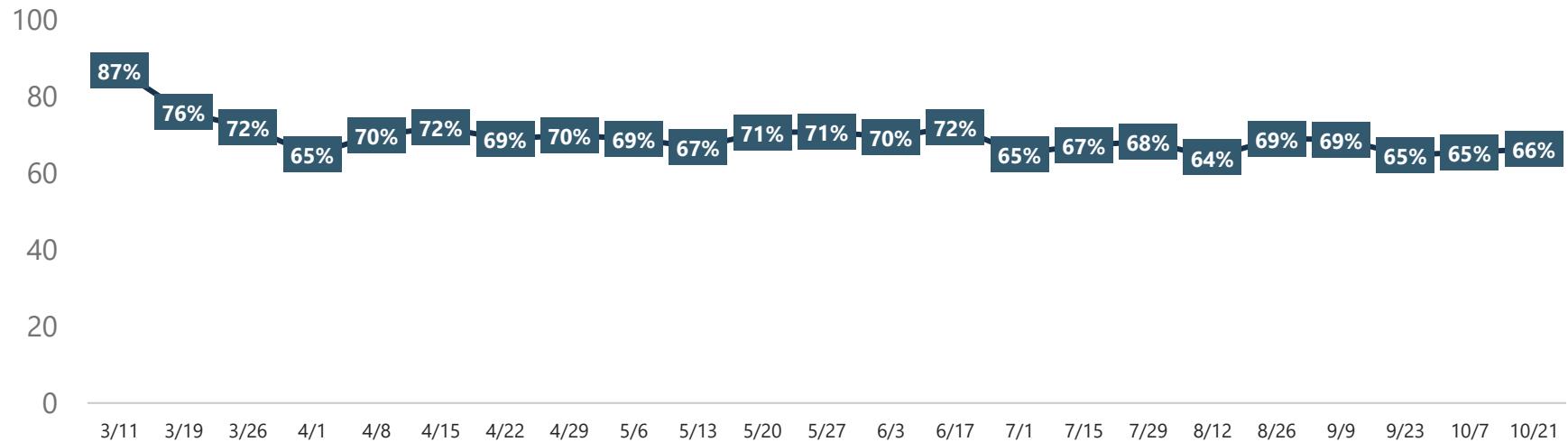
IMPACT ON TRAVEL PLANS

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



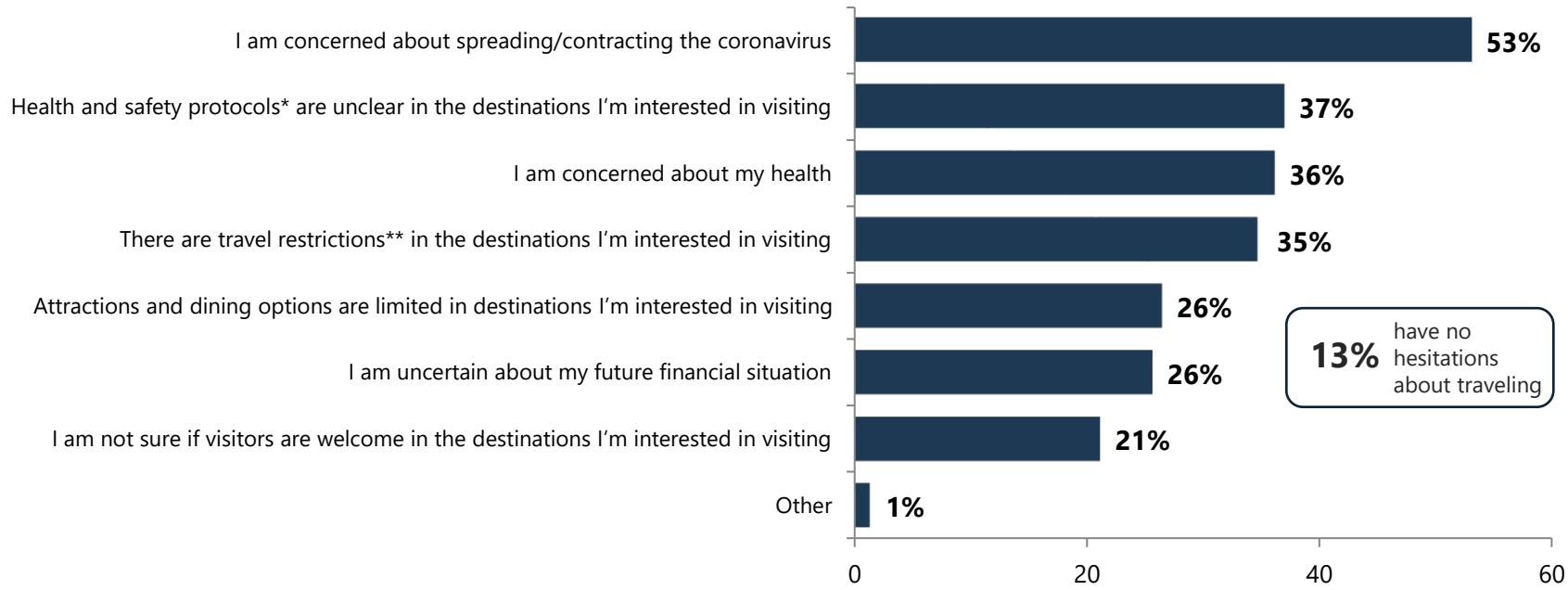
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison



IMPACT ON TRAVEL PLANS

Factors Preventing Travelers From Taking a Trip



*e.g., mask requirements, social distancing

**e.g., travel quarantines

TRAVEL PERCEPTIONS

Perceptions of Safety and Travel

I do not plan to travel until there is a COVID-19 vaccine



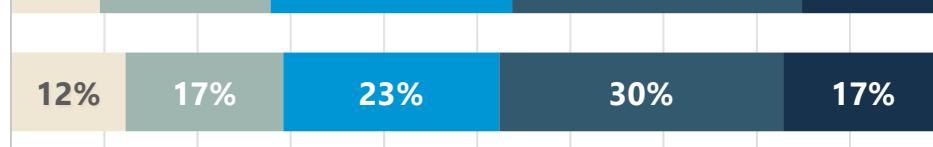
I support opening up my community to visitors



I feel safe traveling outside my community



I would feel safe dining in local restaurants and shopping in retail stores in my community

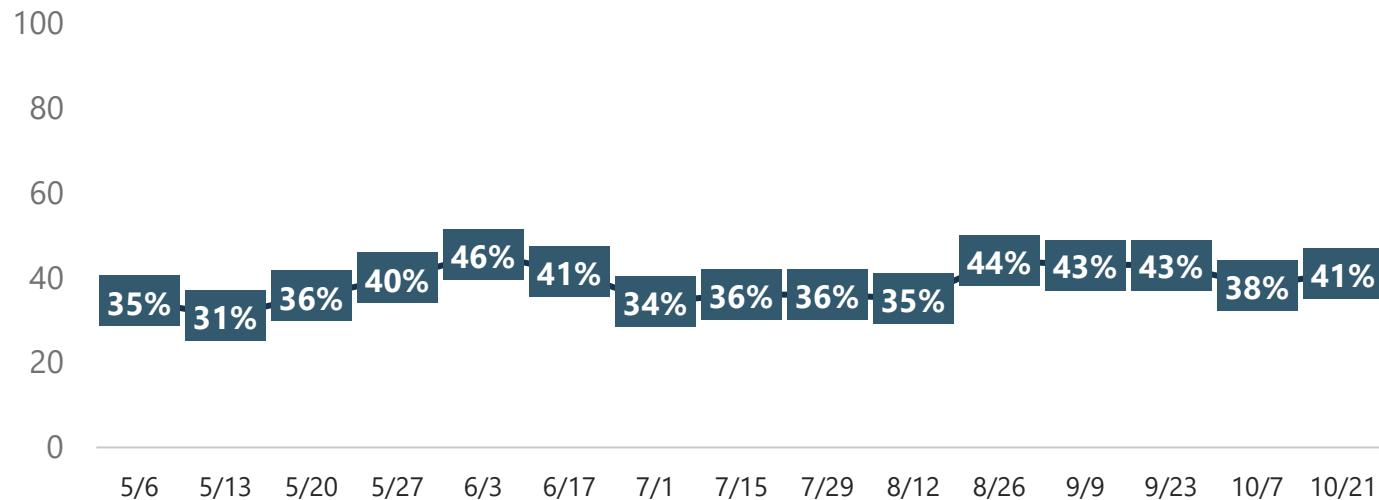


0 50 100

Strongly disagree Disagree Neutral Agree Strongly agree

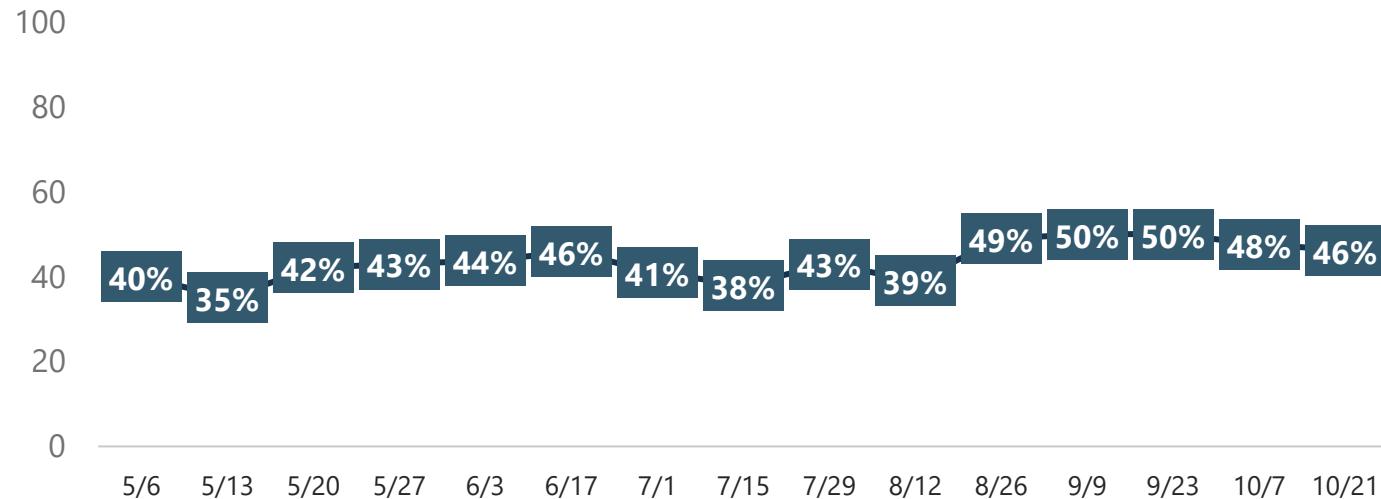
TRAVEL PERCEPTIONS

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



TRAVEL PERCEPTIONS

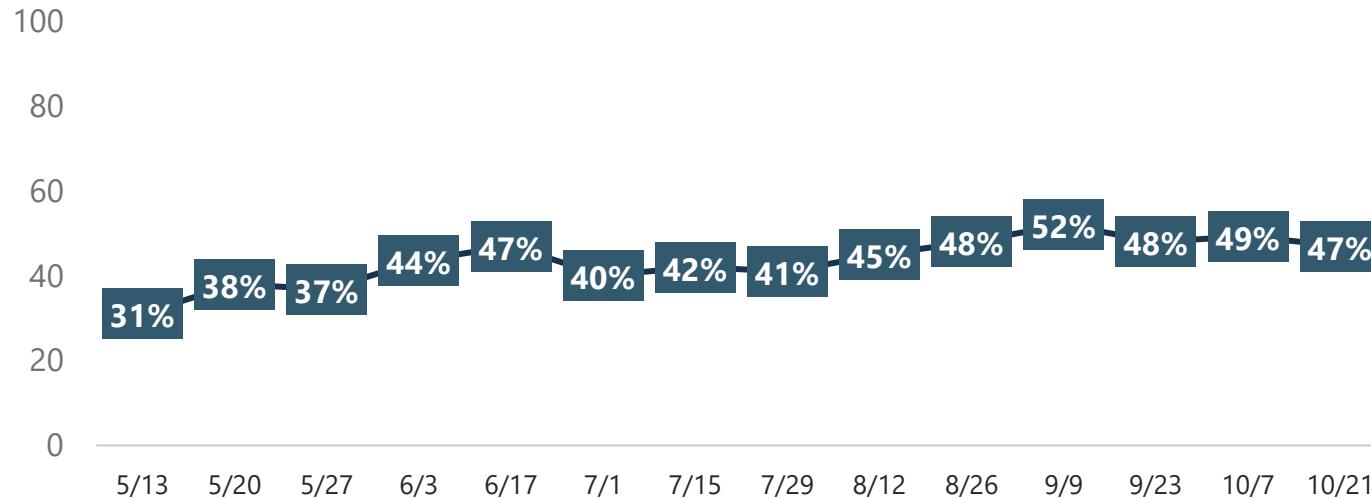
I Feel Safe Traveling Outside My Community Comparison of Travelers Who Strongly Agree or Agree



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

Miles Partnership COVID-19 Communication Center
covid19.milespartnership.com



Thank You

Longwoods
INTERNATIONAL

miles
PARTNERSHIP