

COVID-19 U.S. Travel Sentiment Survey

Sixteenth Edition: July 21, 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 15, 2020.

[View the full report.](#)

EXECUTIVE SUMMARY

INTENTIONS

The spike of new COVID-19 cases in a majority of U.S. states continues to have a downward pull on U.S. travelers' confidence. As of mid-July, U.S. travel intentions remain at subdued levels which is a decline from the sustained modest recovery lasting from April to June. 77% of U.S. travelers have changed their travel plans due to the pandemic returning to levels last seen in early May.

IMPACT

Just over half (51%) of all U.S. travelers indicate that COVID-19 will have a major impact on their travel plans over the next six months. Demand remains robust though as two-thirds (67%) still intend to travel. A positive sign for domestic travel and a high since the pandemic began: one in five U.S. travelers are now actively planning a domestic trip to replace a planned international vacation.

U.S. TRAVELERS WANT MANDATORY MASK WEARING

A strong majority of U.S. travelers (61%) prefer destinations that require face masks in public, with over one-third of those (35%) reporting they will only visit destinations with mandatory face mask orders. In contrast, only 9% are less likely to visit a destination which requires face masks, with just 3% refusing to visit destinations which require face masks. Read more on this in the recent Miles blog post, "[Time for Tourism & DMOs to Stand Up in the Recovery.](#)"

PERCEPTION OF TRAVEL & SAFETY

Due to many destinations failing in health and safety strategies (including mandatory mask wearing), locals and visitors are not feeling confident about restarting tourism or even in getting out in their community. For example as of late July, just over one-third of Americans (36%) agreed with opening up their community to visitors and just over four out of ten feel safe venturing out locally to dine or shop. Rebuilding this confidence is critical and it will only be possible once the pandemic is better contained and managed.

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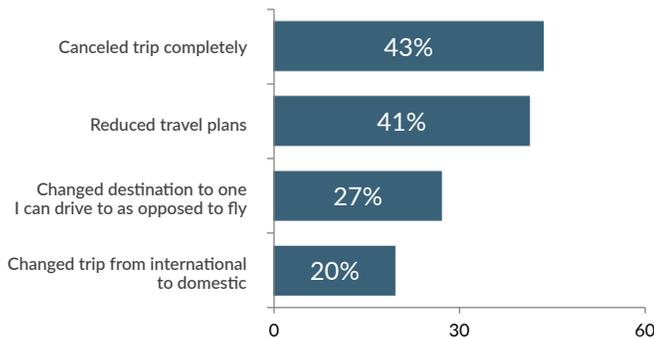
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TRAVEL PLANS

As of late July, travel plans remain cautious with the modest gains from April to June having reversed with the current surge of COVID-19 cases across most of the U.S. 43% of U.S. travelers have canceled a trip and 41% reduced their travel plans, both up from lows in late June.

HOW DID YOU CHANGE YOUR PLANS?



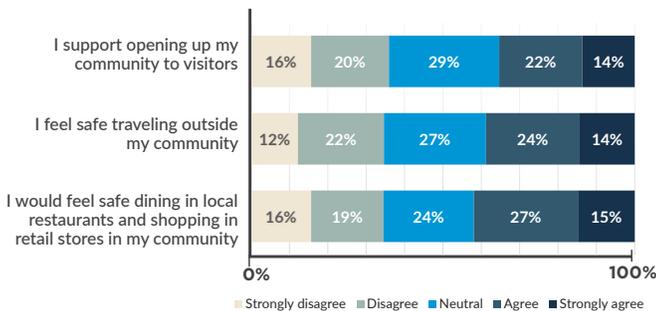
77%

of U.S. travelers indicate they will change their travel plans in the next six months due to COVID-19, a sharp rise from late June (69%) and back to levels last seen in May. Despite this, 67%, still plan to travel over this period.

CONFIDENCE IN TRAVEL & TRAVELERS

U.S. travelers' confidence in traveling outside their community, opening up their community to visitors or dining and shopping locally also remains subdued, down from June due to the rise in COVID-19 cases in many states. An even proportion of U.S. travelers (36% each) either support or oppose opening up their community to visitors, and just a minority of travelers (41%) feel comfortable shopping or dining themselves in their local community.

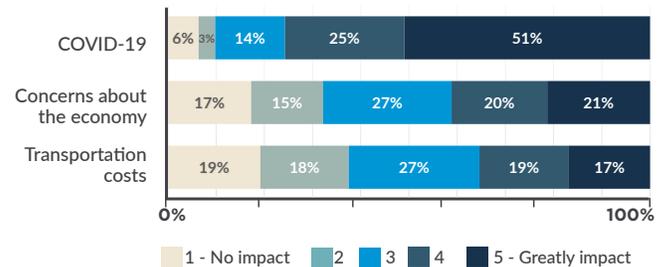
PERCEPTIONS OF SAFETY AND TRAVEL



FACTORS IMPACTING TRAVEL

COVID-19's impact on travel plans ticked up further from June with now over half of U.S. travelers indicating it as "greatly impacting" travel but still down from the peak of 67% in early April. The economic impact of COVID-19 remains modest with only 21% of U.S. travelers citing the economy as influencing their travel plans over the next six months; this is a figure that has barely moved during the crisis to date.

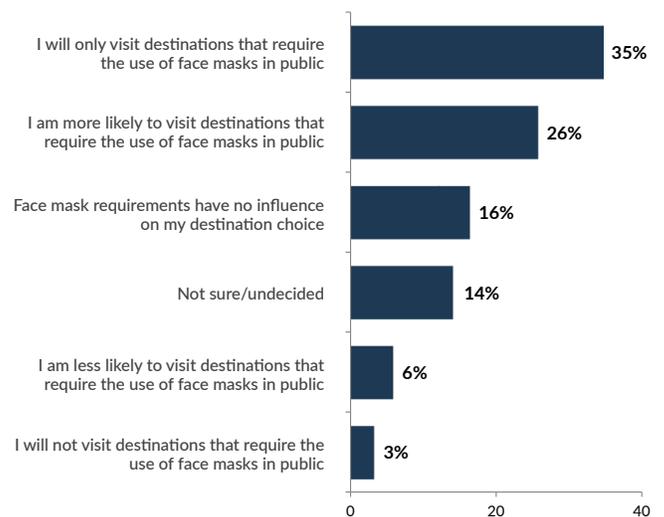
FACTORS IMPACTING DECISIONS TO TRAVEL IN THE NEXT SIX MONTHS



U.S. TRAVELERS & MANDATORY MASKS

61% U.S. travelers will either only visit destinations that require the use of face masks in public* or are more likely to do so. That is more than eight times the number of U.S. travelers who are against mask wearing mandates; only 9% are either less likely or will not visit such destinations. The bottom line: the lack of mandatory mask wearing is costing destinations visitors and business.

*mask wearing required in public when social distancing is not possible.



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