

# COVID-19 U.S. Travel Sentiment Survey

Eighteenth Edition: August 18, 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 August 12, 2020.

[View the full report.](#)

## EXECUTIVE SUMMARY

### INTENTIONS

The rise of COVID-19 cases throughout the U.S. continues to suppress U.S. travelers' confidence. Unchanged from Wave 17, 73% of U.S. travelers will change their travel plans due to the trajectory of the pandemic. There was a slight drop in the percent of travelers with travel plans in the next six months, now at 64%.

### IMPACT

Just under half of all U.S. travelers indicate that COVID-19 will have a major impact on their travel plans over the next six months. A higher proportion of U.S. travelers are indicating they will reduce travel rather than cancel their trip due to COVID-19.

### CONFUSION AND HESITATION AROUND TRAVEL

With the inconsistent and constantly changing travel restriction and health protocols across the country, travelers are increasingly confused and hesitant to travel. While about half of U.S. travelers are aware of travel restrictions in various destinations, they are unclear on what exactly those restrictions are. 25% of travelers aren't even sure if they would be welcome in the destinations they are interested in visiting.

### PERCEPTION OF TRAVEL & SAFETY

U.S. travelers continue to be cautious in their own travel plans and about safety in their local community. As of mid-August, just over one-third of Americans (35%) agreed with opening up their community to visitors and 39% feel it is safe to travel outside of their community. A slight improvement, 45% feel safe venturing out locally to dine or shop. Rebuilding this confidence is imperative to tourism's recovery and it will only be possible once the pandemic is better contained and managed.

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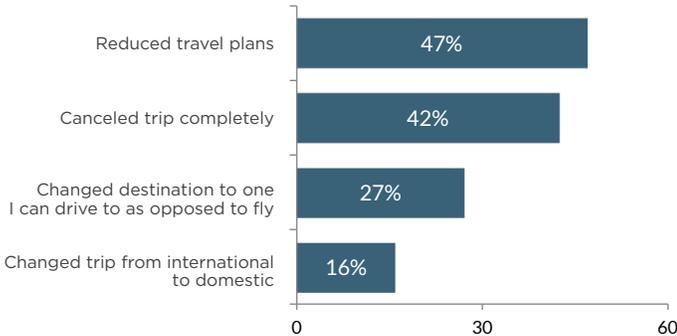
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## TRAVEL PLANS

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. 47% of U.S. travelers reduced their travel plans compared to 42% who 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?



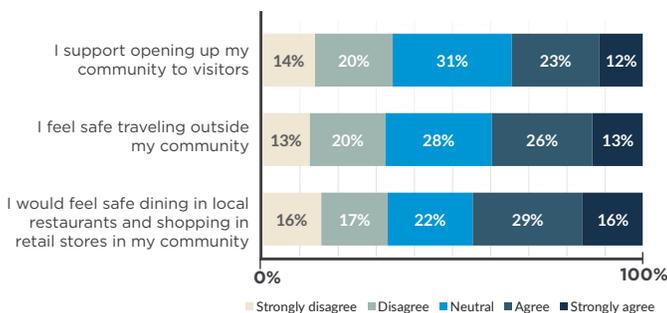
73%

of U.S. travelers indicate they will change their travel plans in the next six months due to COVID-19. However, 64% plan to travel over this same period, the lowest level seen since the survey began in March.

## 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 continued number of COVID-19 cases in many states. 34% oppose opening up their community to visitors while 35% support it. Only 39% of travelers feel comfortable shopping or dining in their local community while 45% feel safe traveling outside their community. Any type of sustained recovery in travel is dependent on these factors improving.

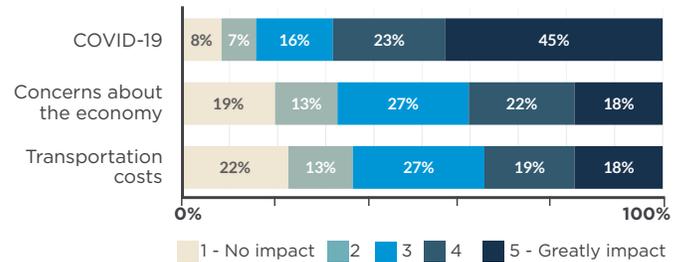
### PERCEPTIONS OF SAFETY AND TRAVEL



## FACTORS IMPACTING TRAVEL

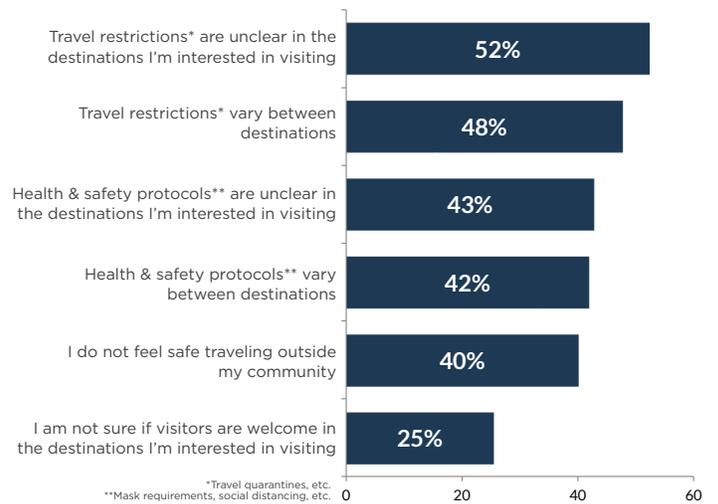
COVID-19's impact on travel plans remains significant but shows signs of improvement with 45% of U.S. travelers indicating it as "greatly impacting" their travel plans, down from 50% last wave. The economic impact of COVID-19 continues to stay low with only 18% of travelers indicating it will impact their travel plans.

### FACTORS IMPACTING DECISIONS TO TRAVEL IN THE NEXT SIX MONTHS



## HESITATION TO TRAVEL

The inconsistent and ever-changing travel restrictions and health protocols across cities and states is causing American travelers to be hesitant about traveling in the U.S. About half of U.S. travelers are aware of travel restrictions in various destinations but are unclear on what exactly those restrictions are. 25% of travelers aren't sure if they would be welcome in destinations they're interested in visiting.



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