

COVID-19 U.S. Travel Sentiment Survey

Wave 19: September 1, 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 26, 2020.

[View the full report.](#)

EXECUTIVE SUMMARY

INTENTIONS

Consistent for the last month, 73% of U.S. travelers will change their travel plans due to the trajectory of the pandemic. There was a slight uptick in the percent of travelers with travel plans in the next six months, now at 69% from 64% in early August.

IMPACT

Just under half (46%) of all U.S. travelers indicate that COVID-19 will have a major impact on their travel plans over the next six months. 23% of travelers indicating that the economy would greatly impact upcoming travel plans, up from 18% in Wave 18. A higher proportion of U.S. travelers are still indicating they will reduce travel rather than cancel their trip due to COVID-19.

IMMEDIATE TRAVEL PLANS

The proportion of U.S. travelers not planning travel over that period dropped from late May at 40% to 35%. While there were no significant changes in specific travel plans in the next six weeks compared to last month, visiting friends and relatives by car still leads as the most popular first trip through as the Labor Day weekend approaches.

PERCEPTION OF TRAVEL & SAFETY

While a consistent increase in consumer confidence still heavily relies on improving numbers of COVID-19 cases, there are positive indicators that confidence is returning. The percentage of those confident in traveling outside their communities rose to 49%, the highest level since early May. 48% feel safe venturing out locally to dine or shop while 44% support welcoming locals in their community, both positive improvements from recent weeks.

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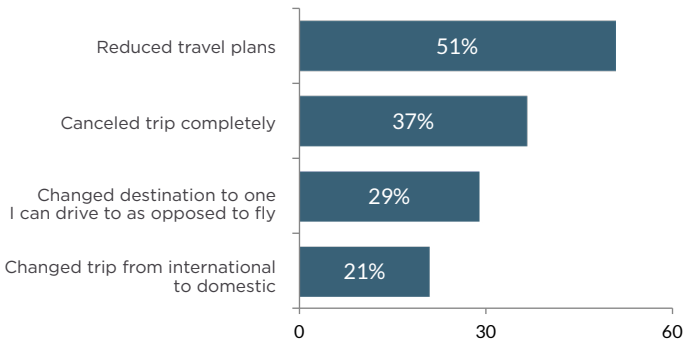
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TRAVEL PLANS

As the summer travel season comes to a close and Labor Day weekend approaches, confidence is seeing a positive rebound. 51% of U.S. travelers reduced their travel plans compared to 37% who have canceled a trip following the recent trend of travelers simply reducing travel rather than canceling.

HOW DID YOU CHANGE YOUR PLANS?



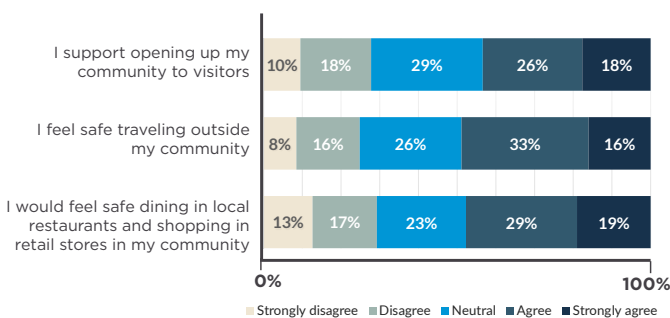
73%

of U.S. travelers indicate they will change their travel plans in the next six months due to COVID-19 while 69% have plans to travel over this same time period.

CONFIDENCE IN TRAVEL & TRAVELERS

U.S. travelers' sense of safety in their own community shows positive signs of improvement. 44% support opening up their community to visitors while 28% oppose it. 48% of travelers feel comfortable shopping or dining in their local community while 49% feel safe traveling outside their community. Any type of sustained recovery in travel is dependent on these factors continuing to improve.

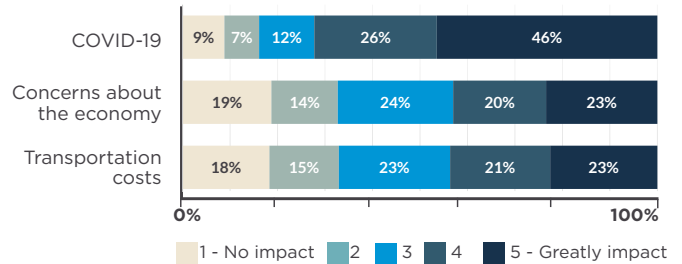
PERCEPTIONS OF SAFETY AND TRAVEL



FACTORS IMPACTING TRAVEL

COVID-19's impact on travel plans remains significant but shows little movement from early August with 46% of U.S. travelers indicating it as "greatly impacting" their travel plans. The economic impact of COVID-19 on travel plans rose slightly with 23% of travelers indicating it will impact their travel plans, up from 18% in early August and the highest it's been since early May.

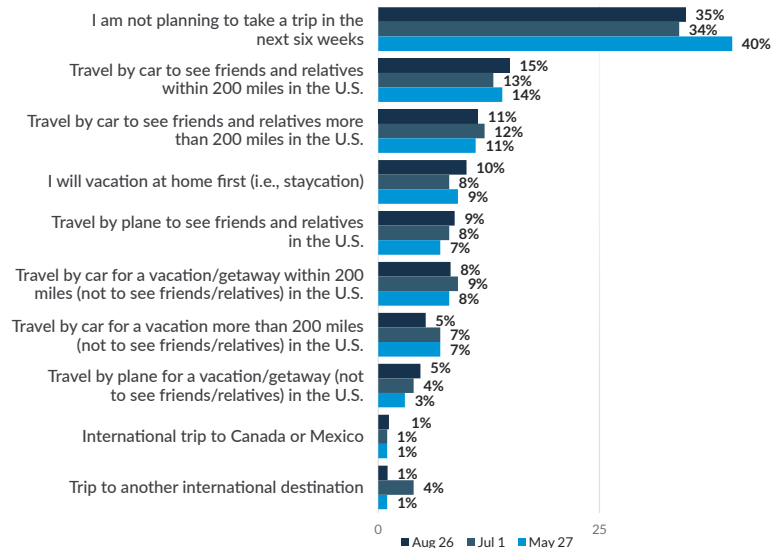
FACTORS IMPACTING DECISIONS TO TRAVEL IN THE NEXT SIX MONTHS



1 - No impact 2 3 4 5 - Greatly impact

UPCOMING TRAVEL PLANS

35% of U.S. travelers are not planning travel in the next six weeks, down from 40% in late May. VFR travel by car continues to be the most popular first trip followed by leisure travel by car. The proportion of U.S. travelers planning an international trip in the next six weeks is back down to 1% after a rise to 4% in early July.



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