

# COVID-19

# U.S. Travel Sentiment Survey

Wave 22: October 13, 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 October 7, 2020.

[View the full report.](#)

## EXECUTIVE SUMMARY

### INTENTIONS

A cautious and mixed picture continues into mid-October with similar broad trends seen since June. Two-thirds of U.S. travelers (66%) indicate their travel plans in the next six months will be impacted by the pandemic. On a positive note, the percent of travelers canceling trips dropped back to 39% with almost half (49%) reducing rather than canceling trips outright. Strong pent-up demand for travel persists with 65% of travelers indicating they are planning a trip in the next six months.

### IMPACT

Just under half (48%) of all U.S. travelers indicate that COVID-19 will have a major impact on their travel plans over the next six months. As throughout the crisis, the economic impact remains low with only one in five Americans (20%) indicating it will greatly impact upcoming travel.

### HOLIDAY PLANS DISRUPTED BY COVID-19

Just under half (48%) of American travelers are currently planning to stay home for Thanksgiving, Christmas, Hanukkah, Kwanzaa or New Years. However, four in ten American travelers are planning a holiday road trip, though less than a quarter intend to fly. Travelers' plans for holiday trips are equally split between Thanksgiving and Christmas, Hanukkah and Kwanzaa.

### PERCEPTION OF TRAVEL & SAFETY

Americans are still mixed and cautious in regards to the perception of safety in their own community and about travel. As of October, one-third of American travelers support opening up their local communities to visitors, a slight decline in support in the past month. Conversely, local consumer confidence has remained stable with about half of travelers feeling safe shopping in local stores and eating in local restaurants. Rebuilding this confidence with a majority of Americans remains critical to recovery.

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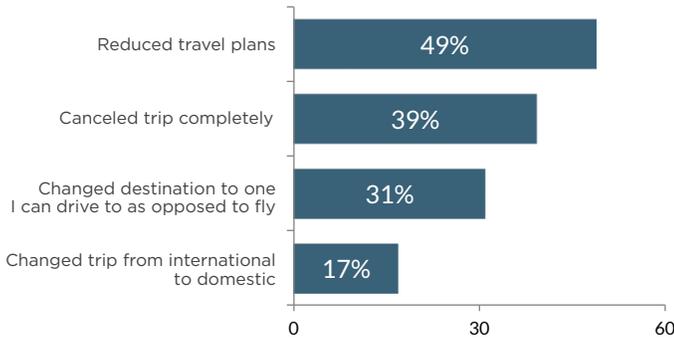
# U.S. Travel Sentiment Survey

Wave 22: October 13, 2020

## TRAVEL PLANS

The cautious and mixed outlook for travel continues into mid-October. Restoring a more positive trend seen over the last couple of months, the percentage of travelers canceling their upcoming trips dropped back to 39% with those reducing their upcoming travel (rather than canceling their trips) rising back to 49% of American travelers.

### HOW DID YOU CHANGE YOUR PLANS?

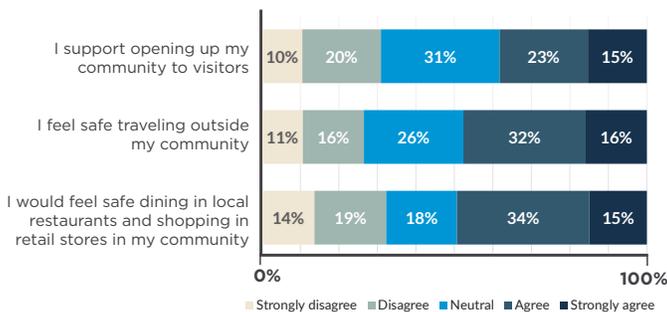


of U.S. travelers indicate they will change their travel plans in the next six months due to COVID-19 - a slightly lower level seen since early September. Pent-up demand for travel remains strong with 65% of travelers indicating they are planning a trip in the next six months.

## CONFIDENCE IN TRAVEL & TRAVELERS

Heading into mid-October, U.S. travelers retain a mixed sense of safety. 38% of Americans support opening their community to visitors while a more significant percentage (49%) feel safe dining or shopping locally. Just under half (48%) feel safe traveling outside their community. As we have noted throughout the crisis, all these numbers need to rise to substantive majorities for a robust, sustained recovery.

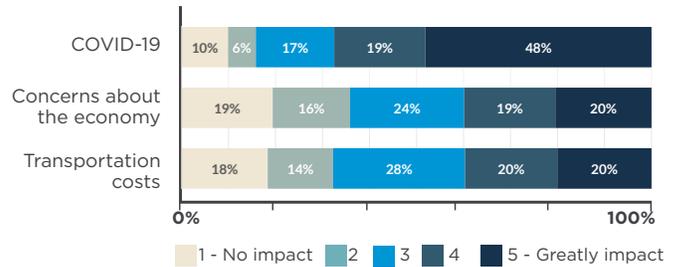
### PERCEPTIONS OF SAFETY AND TRAVEL



## FACTORS IMPACTING TRAVEL

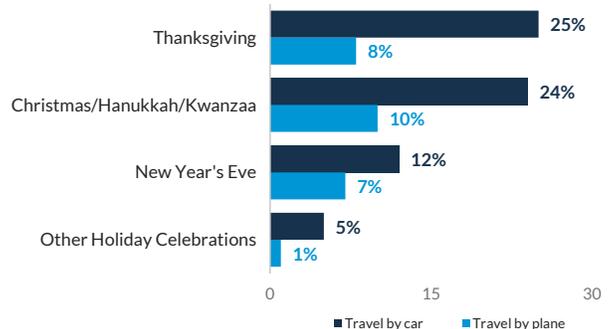
The sustained levels of concern over COVID-19 persists with about half of U.S. travelers indicating it as “greatly impacting” their travel plans- down from the peak of over two thirds in April. The economic impact of COVID-19 remained at low levels with just over one in five indicating these concerns could impact their travel plans.

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



## UPCOMING HOLIDAY TRAVEL PLANS

Just under half of Americans (48%) are not planning to travel during the holidays in November and December as family gatherings are disrupted by concerns over health and safety during the pandemic. For example, well-known public health expert, Dr. Anthony Fauci indicated he was canceling his own family’s plans for reunions during the holiday season. Of those planning to travel for any of the holiday festivities, 41% will take road trips and 19% will fly.



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