

COVID-19 U.S. Travel Sentiment Survey

Wave 23: October 27, 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 21, 2020.

[View the full report.](#)

EXECUTIVE SUMMARY

INTENTIONS

As COVID-19 cases continue to rise, American travelers remain cautious and mixed when it comes to planning travel. 66% indicate their travel plans in the next six months will be impacted by the pandemic. 45% of travelers have reduced travel plans compared to 38% who have canceled in the next six months. The demand for travel has remained relatively consistent over the last month with 66% of travelers indicating they are planning a trip in the next six months.

IMPACT

47% 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 (21%) indicating it will greatly impact upcoming travel.

FACTORS PREVENTING TRAVEL

More than half (53%) of American travelers say that a concern of spreading and/or contracting the Coronavirus will prevent them from traveling. As seen throughout the pandemic, clear health and safety protocols are crucial for travelers planning a trip; 37% of travelers indicate that unclear protocols in the destinations they're interested in visiting are hindering them from taking a trip. Only a small proportion of American travelers (13%) have no hesitations about traveling.

PERCEPTION OF TRAVEL & SAFETY

The mixed perception of safety and travel among American travelers remains evident. While 41% of American travelers support opening their local communities to visitors, a slight drop was seen in the perception of safety in traveling outside one's community over the last month, now at 46% down from last month's peak of 50%. Long-term recovery of travel is likely to be dependent on the development of a vaccine as one-third of American travelers do not plan to travel until there is a COVID-19 vaccine available.

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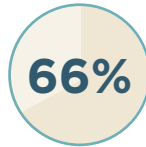
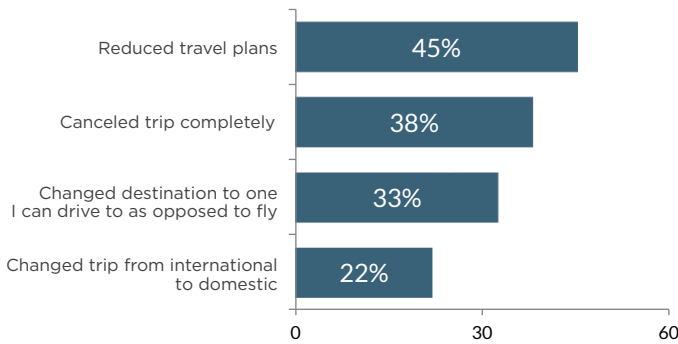
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TRAVEL PLANS

With cases across the country on the rise, the outlook for travel remains mixed as November approaches. There was little change to the percentage of travelers canceling their upcoming trips, now at 38%. There was a slight decrease in those reducing their upcoming travel, down from 49% to 45%.

HOW DID YOU CHANGE YOUR PLANS?

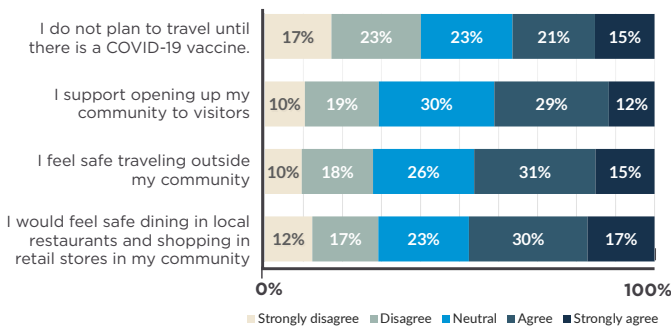


of U.S. travelers indicate they will change their travel plans in the next six months due to COVID-19, consistent with levels seen over the past month. Despite the recent rise in cases across the country, an equal percent of travelers still have travel plans in the next six months.

CONFIDENCE IN TRAVEL & TRAVELERS

As cases continue to rise, we are reminded that this is first and foremost a health crisis, and the recovery of travel will be dependent upon the improvement of case numbers as well as local confidence. One-third of American travelers indicate they do not plan to travel until there is a COVID-19 vaccine available. 41% of travelers support opening their community to visitors while slight drops were in regards to safety in traveling outside one's community as well as in dining or shopping locally.

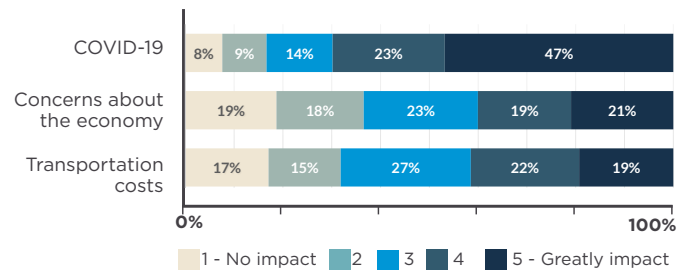
PERCEPTIONS OF SAFETY AND TRAVEL



FACTORS IMPACTING TRAVEL

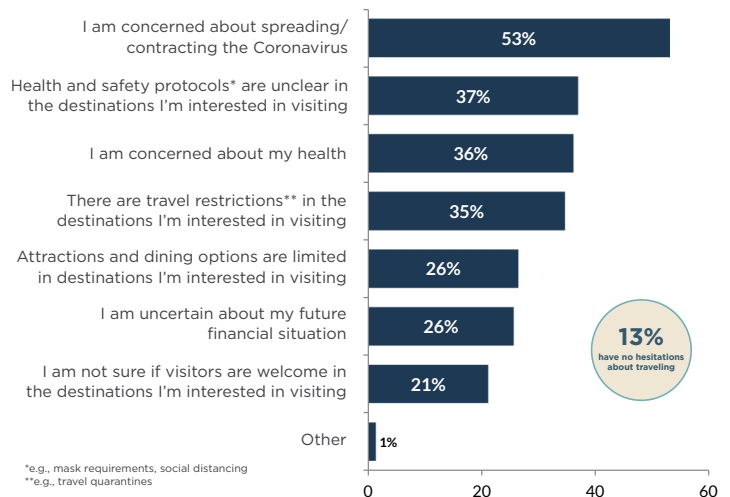
A majority of U.S. travelers continue to indicate that COVID-19 will "greatly impact" their travel plans in the next six months. The economic impact of COVID-19 among travelers remains at low levels with 21% indicating these concerns could impact their travel plans.

FACTORS IMPACTING DECISIONS TO TRAVEL IN THE NEXT SIX MONTHS



FACTORS PREVENTING TRAVEL

More than half (53%) of American travelers have expressed that concern of spreading and/or contracting COVID-19 is preventing them from taking a trip. 37% are deterred from travel because of unclear health and safety protocols while 36% are hesitant to travel because of health concerns. Only a small proportion (13%) have no hesitations about traveling.



*e.g., mask requirements, social distancing
**e.g., travel quarantines

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