

COVID-19 U.S. Travel Sentiment Survey

Wave 24: November 10, 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 November 4, 2020.

[View the full report.](#)

EXECUTIVE SUMMARY

INTENTIONS

COVID-19 cases are growing sharply in more than 40 U.S. states, and many are reaching record levels. This is continuing to impact Americans' travel plans. 58% now have intentions to travel in the next six months, the lowest percentage since the beginning of the pandemic in early March. The percentage of travelers with travel plans in the next six months stayed around 70% for months after dropping from 87% on March 11 at the start of the pandemic in the U.S.

IMPACT

New, daily record-breaking COVID-19 cases continue to weaken travel demand. Concern about the virus is the driving force in decision making about upcoming trips, including during the holidays.

HOLIDAY TRAVEL PLANS

As we near the holiday season, fewer American travelers plan to take a trip during the holidays. According to the most recent survey, 53% are not planning any travel during the holiday season, up from 48% a month ago. Of those planning to travel, 38% are planning to travel by car during the holiday period while 17% will travel by air.

PERCEPTION OF TRAVEL & SAFETY

The surging COVID-19 case numbers are also impacting U.S. travelers' perception of safety- in traveling, in opening up their community or in supporting local businesses. 47% of Americans feel safe dining and shopping locally, and 39% support opening up their community to visitors. 46% feel safe traveling outside of their community, though all of these results are down from high levels seen during the recovery period in August and September. A growing share of Americans have decided to opt out of travel all together during the pandemic; over one-third (34%) indicate that they do not plan to travel until there is a COVID-19 vaccine available.

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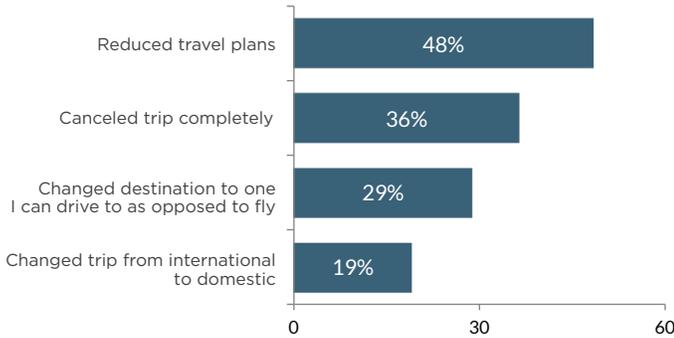
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TRAVEL PLANS

COVID-19 cases are reaching record levels in many parts of the U.S., and travel plans continue to be impacted. 48% of Americans have reduced travel plans, and just over one-third (36%) have canceled their trip completely. 29% have switched from flying to driving to a vacation, and just under one in five (19%) are changing from an international to a domestic destination.

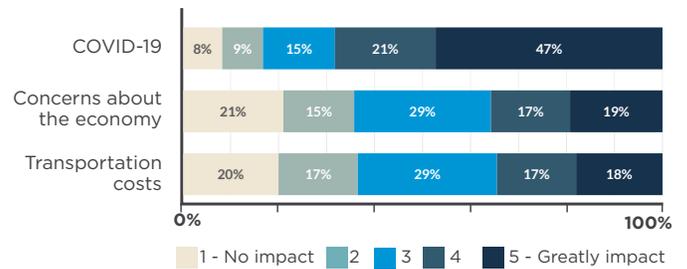
HOW DID YOU CHANGE YOUR PLANS?



FACTORS IMPACTING TRAVEL

The health risks of the COVID-19 crisis continue to be the major impediment to travel. Just under half of travelers (47%) continue to indicate that COVID-19 will "greatly impact" their travel plans in the next six months. The economic impact of COVID-19 remains at low levels among travelers with just 19% expressing that economic concerns could impact travel plans.

FACTORS IMPACTING DECISIONS TO TRAVEL IN THE NEXT SIX MONTHS



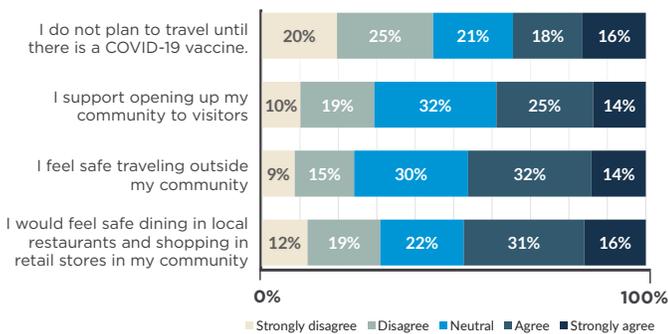
69%

of U.S. travelers indicate they will change their travel plans in the next six months due to COVID-19, slightly elevated from levels seen over the past month. A troubling result: only 58% of travelers still have travel plans in the next six months - the lowest proportion since early March.

CONFIDENCE IN TRAVEL & TRAVELERS

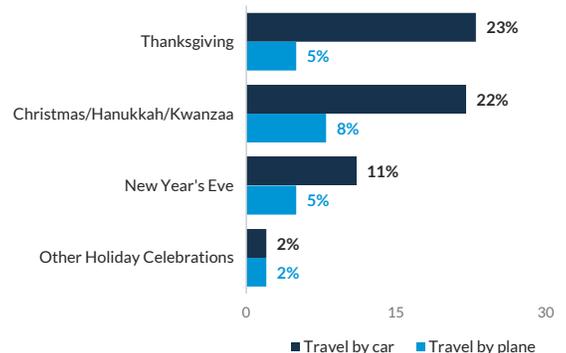
Due to the rising case numbers, U.S. travelers' confidence has been further dented. 39% of travelers support opening their community to visitors, and 47% feel safe dining or shopping locally. Both of these areas have declined from levels surveyed in September and October. While 46% of U.S. travelers do feel safe traveling outside their community, over one-third of American travelers indicate they do not plan to travel until there is a COVID-19 vaccine available.

PERCEPTIONS OF SAFETY AND TRAVEL



HOLIDAY TRAVEL PLANS

With the rising COVID-19 case numbers, the percent of Americans with travel plans during the holiday season (Thanksgiving to New Year) has declined over the last month. Over half (53%) of travelers are not planning to take a trip for the upcoming holidays (a 3% increase). Of those undertaking a holiday season trip, 38% will be traveling by car (a decline of 3%) and 17% are planning to fly (a decline of 2%).



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