

COVID-19 U.S. Travel Sentiment Survey

Wave 25: November 24, 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 18, 2020.

[View the full report.](#)

EXECUTIVE SUMMARY

INTENTIONS

COVID-19 cases are surging across most of the U.S. with record daily case numbers being reached in more than 40 states as of late November. Travel in the U.S. is being impacted by this surge with 77% of U.S. travelers changing their travel plans because of the pandemic- the highest percentage since mid-July. 60% of travelers are hesitant to travel because of concerns of about catching or spreading the coronavirus, which is up from 53% a month ago.

IMPACT

The dramatic surge in coronavirus cases, hospitalizations and deaths across the country is convincing more and more travelers that now is the time to stay home. A silver lining despite all of this: 62% of traveling Americans still indicate that they have travel plans within the next six months.

FACTORS IMPACTING TRAVEL

Health concerns dominate the reasons that U.S. travelers cite for not traveling; only 9% have no hesitations about traveling. Following health considerations, confusion over travel restrictions and health and safety protocols are the next two most important factors. Concerns about limited dining and attractions being open and visitors not being welcome by locals are also key factors in travel decisions.

PERCEPTION OF TRAVEL & SAFETY

The record number of COVID-19 cases are impacting all types of traveler activities including in their own community. 44% of U.S. travelers feel it is safe to dine or shop in their local community, down from 47% two weeks ago. Only 39% of U.S. travelers feel safe venturing outside of their local communities, the lowest level since mid-August. One related indicator: the percentage of travelers who support opening their own local communities to visitors dropped from 39% to 32% in the past two weeks, the lowest level in more than four months. A growing share of Americans have decided to opt out of travel all together during the pandemic with 44% indicating they do not plan to travel until there is a COVID-19 vaccine available, up from 34% two weeks ago.

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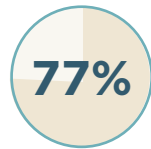
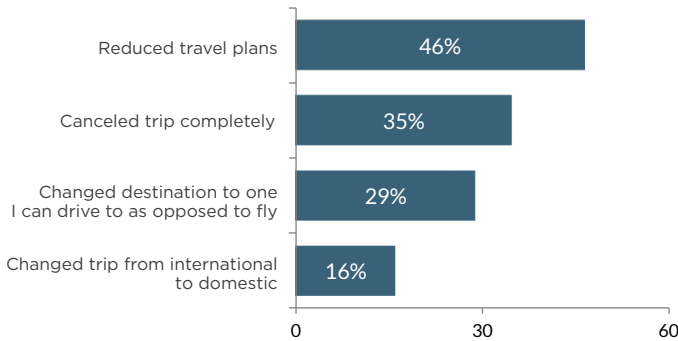
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TRAVEL PLANS

Surging COVID-19 case numbers continue to impede any recovery in tourism over the winter with 46% of U.S. travelers reducing travel plans and more than one-third (35%) canceling their trip completely. Some degree of travel substitutions are also continuing to occur, but no significant improvement is expected in these numbers until there is greater certainty over vaccination distribution in the new year.

HOW DID YOU CHANGE YOUR PLANS?

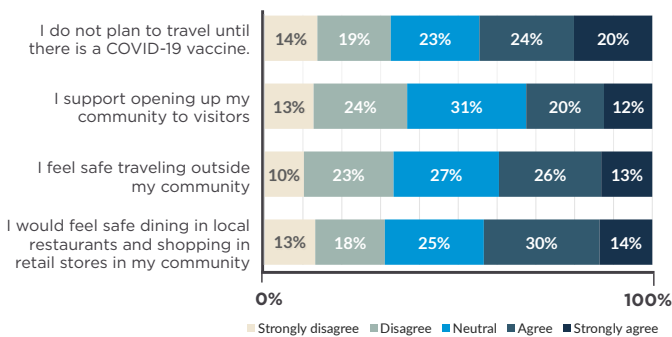


of U.S. travelers indicate they will change their travel plans in the next six months due to COVID-19, the highest level since early July. 62% of travelers still have travel plans in the next six months which is a modest rebound from a record low of 58% two weeks ago.

CONFIDENCE IN TRAVEL & TRAVELERS

Record case numbers have had a negative impact on U.S. travelers' confidence. Only 32% of travelers support opening their community to visitors while just 44% feel safe dining or shopping locally. Less than four in ten U.S. travelers feel safe traveling outside their community, down from 46% two weeks ago. Perhaps most troubling, 44% of American travelers are not planning any travel until there is a COVID-19 vaccine available, up from 34% reported two weeks ago.

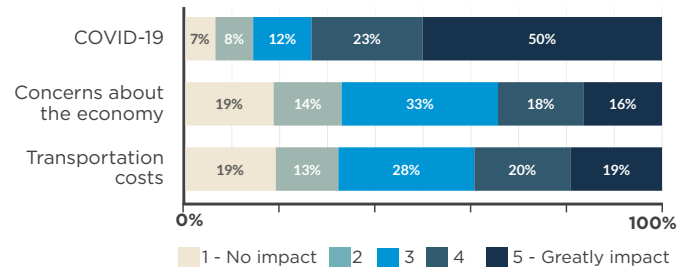
PERCEPTIONS OF SAFETY AND TRAVEL



FACTORS IMPACTING TRAVEL

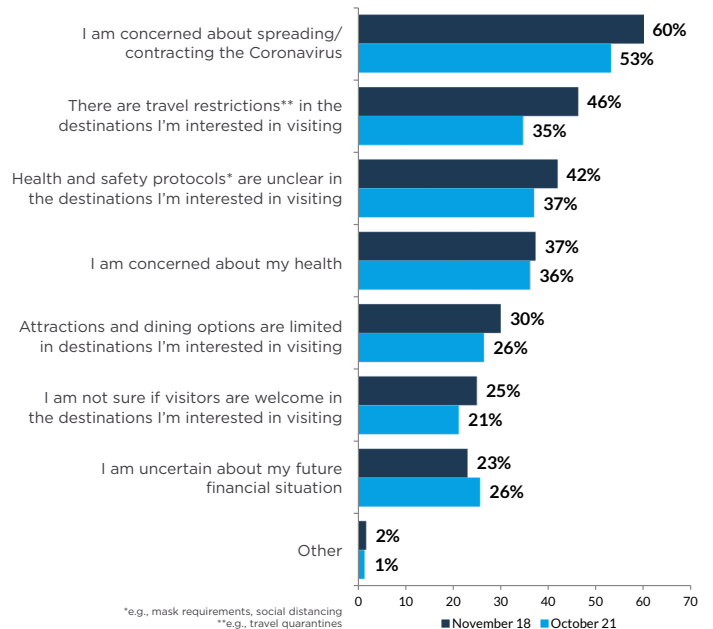
COVID-19 is continuing to be a major impediment to travel in late November 2020. Half of travelers (50%) indicate that COVID-19 will "greatly impact" their travel plans in the next six months. The economic impact of COVID-19 remains at low levels among travelers with just 16% expressing major concerns that economic factors could impact travel plans.

FACTORS IMPACTING DECISIONS TO TRAVEL IN THE NEXT SIX MONTHS



FACTORS PREVENTING TRAVEL

Emphasizing that the crisis in travel stems first and foremost from the overall health crisis, 60% of U.S. travelers are hesitant to travel because of concern about contracting or spreading the coronavirus. Mirroring how they feel about travelers visiting their own community, a rising number of American travelers (25%) are now concerned that they would not be welcome when they travel.



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