



Travel Sentiment Study Wave 27

DECEMBER 22, 2020

Longwoods
INTERNATIONAL

miles
PARTNERSHIP

COVID-19

TRAVEL SENTIMENT STUDY WAVE 27

Fielded December 16-20, 2020

U.S. National Sample of 1,000 adults 18+

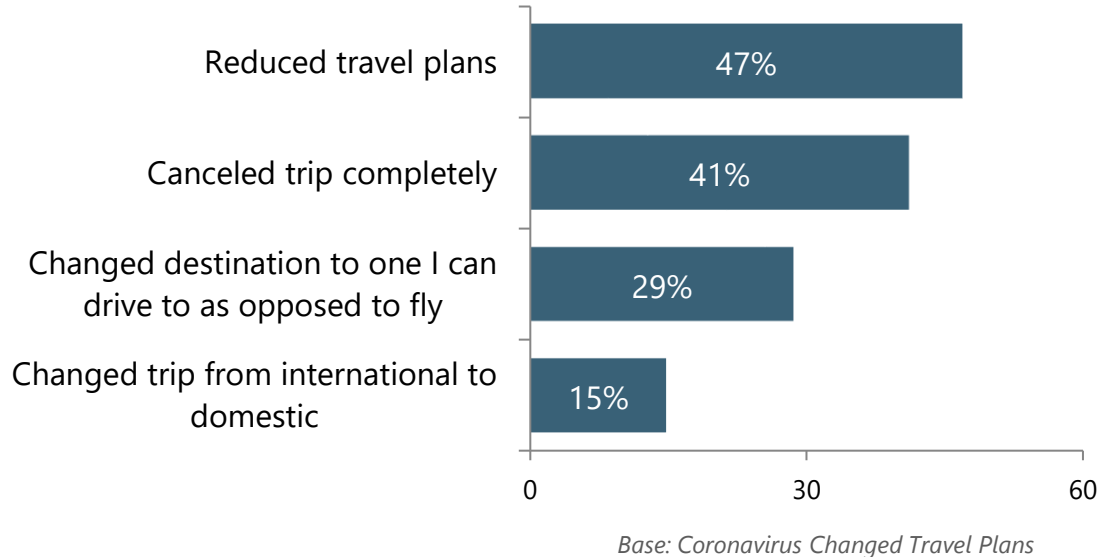
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IMPACT ON TRAVEL PLANS

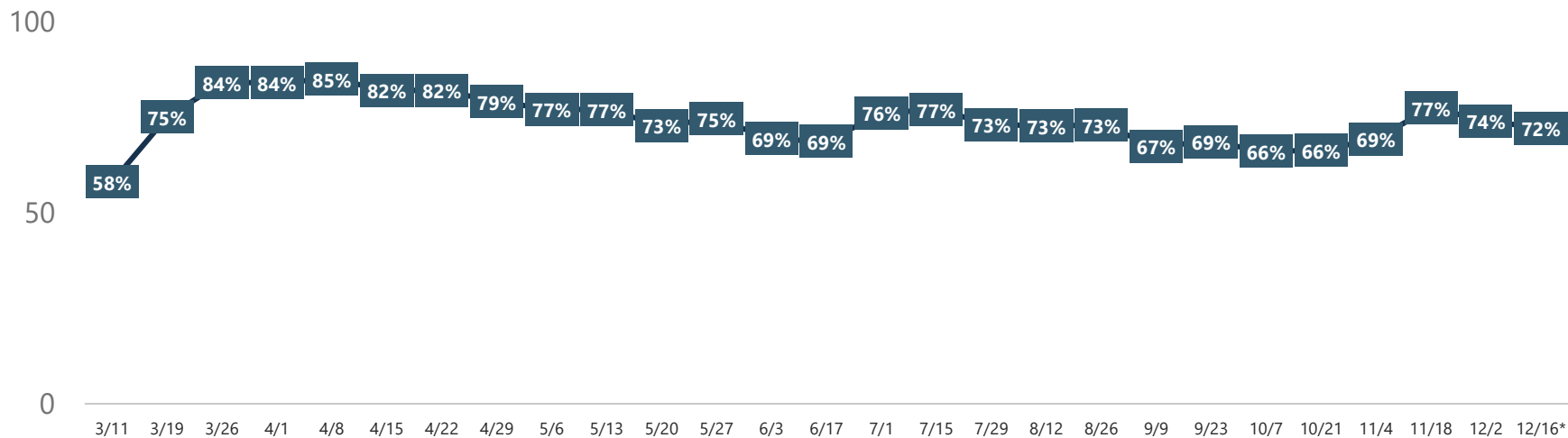


of travelers planning to travel in the next six months will change their travel plans due to coronavirus



IMPACT ON TRAVEL PLANS

Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison

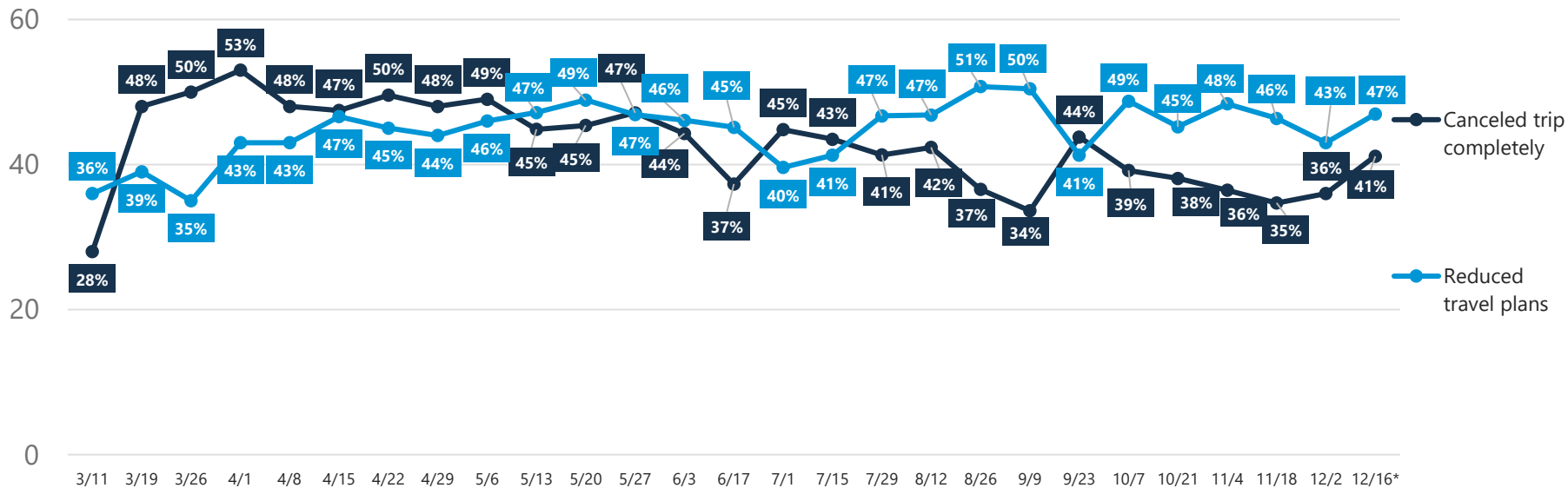


*Fielded 12/16 – 12/20

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IMPACT ON TRAVEL PLANS

Impact of COVID-19 on Upcoming Travel Plans Comparison



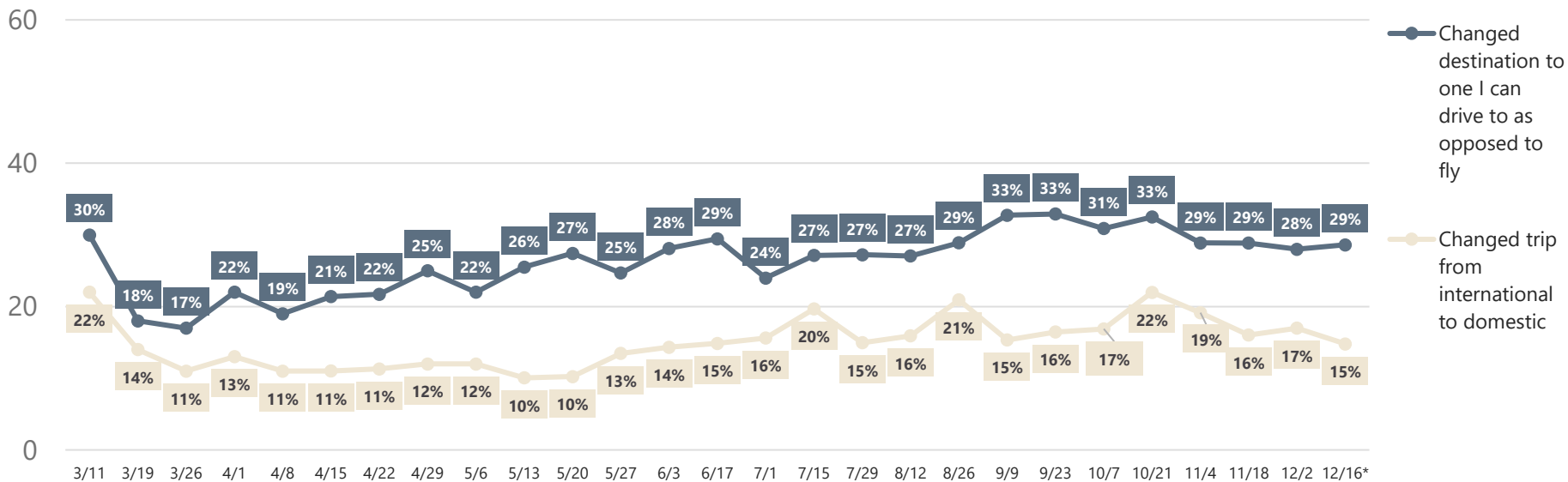
Base: Coronavirus Changed Travel Plans

*Fielded 12/16 – 12/20

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IMPACT ON TRAVEL PLANS

Impact of COVID-19 on Upcoming Travel Plans Comparison



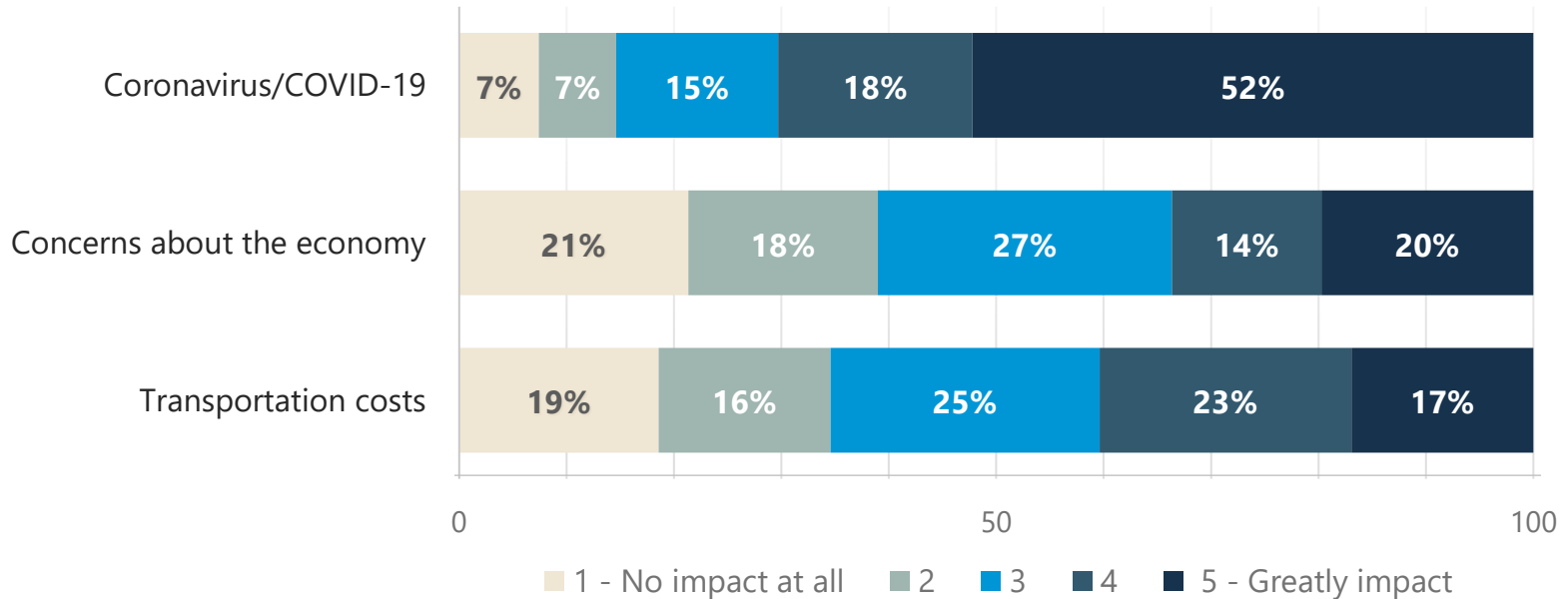
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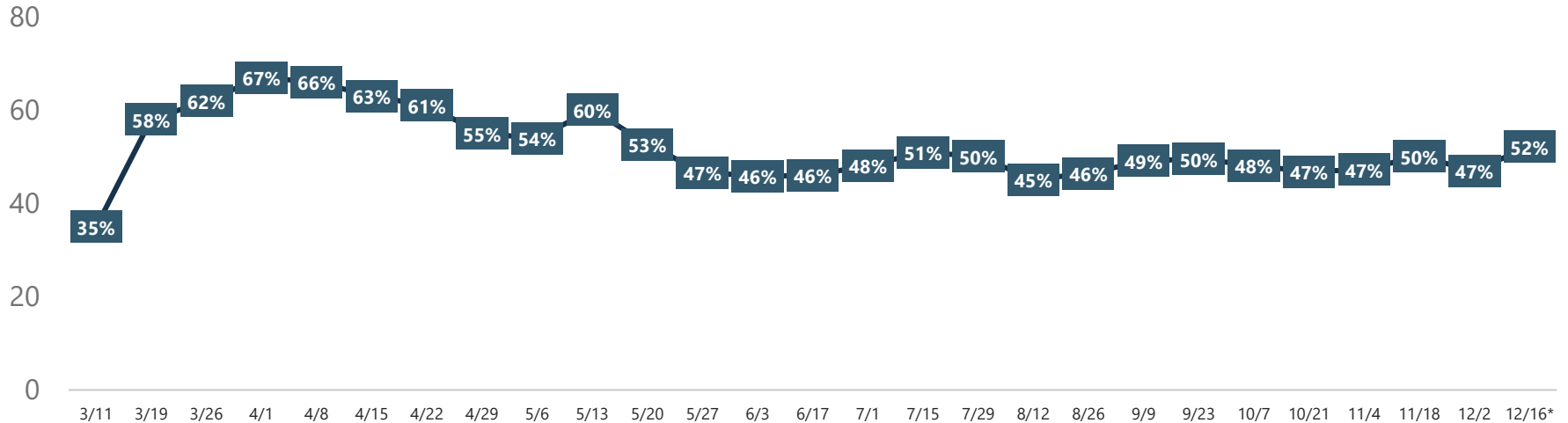
IMPACT ON TRAVEL PLANS

Factors Impacting Decisions to Travel in Next 6 Months



IMPACT ON TRAVEL PLANS

Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months

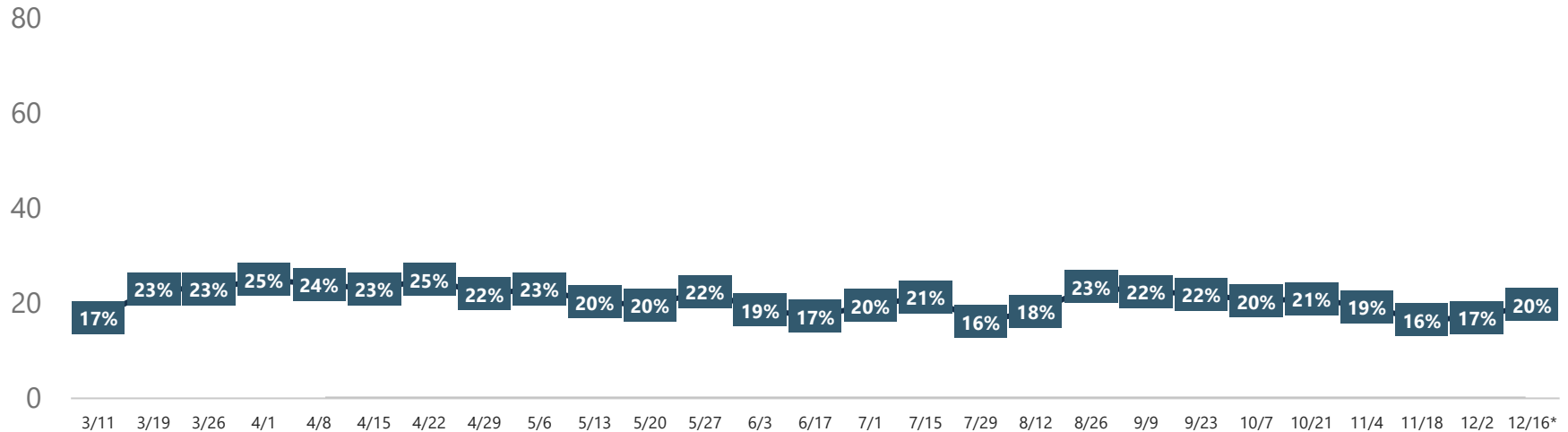


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Indicated that the Economy Would Greatly Impact their Decision to Travel in the Next Six Months

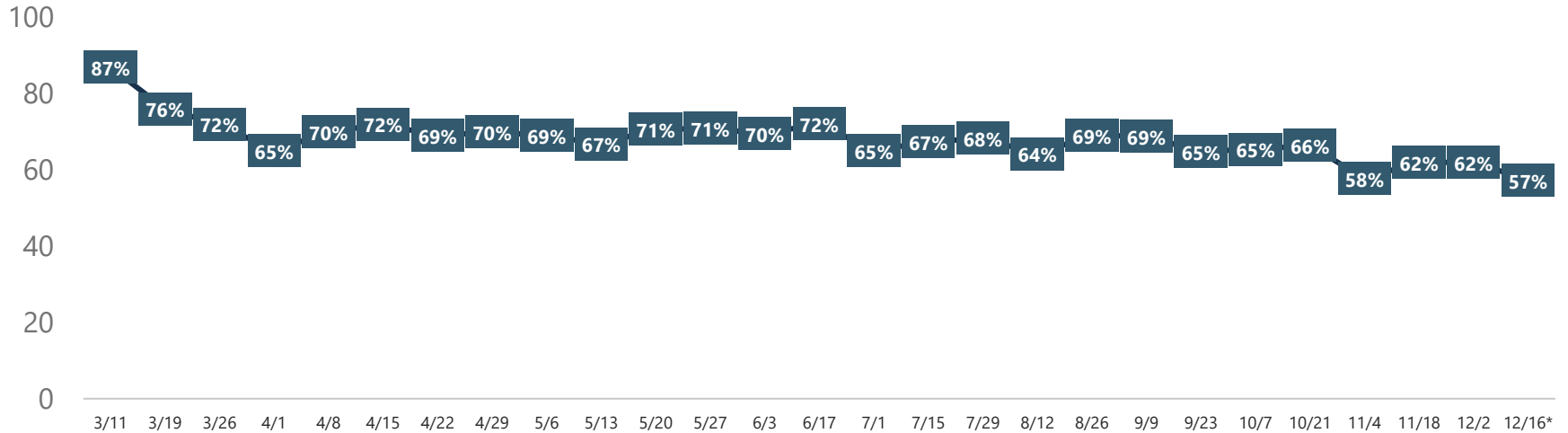


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Travelers with Travel Plans in the Next Six Months Comparison

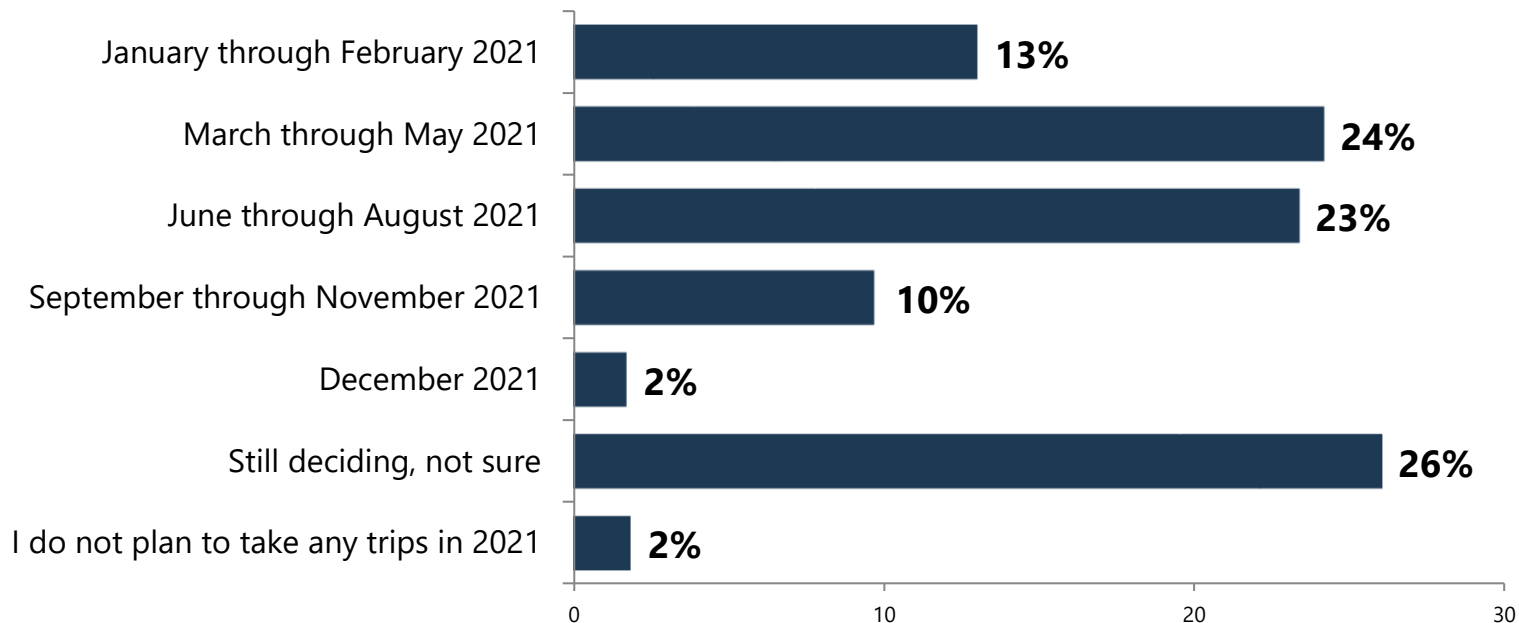


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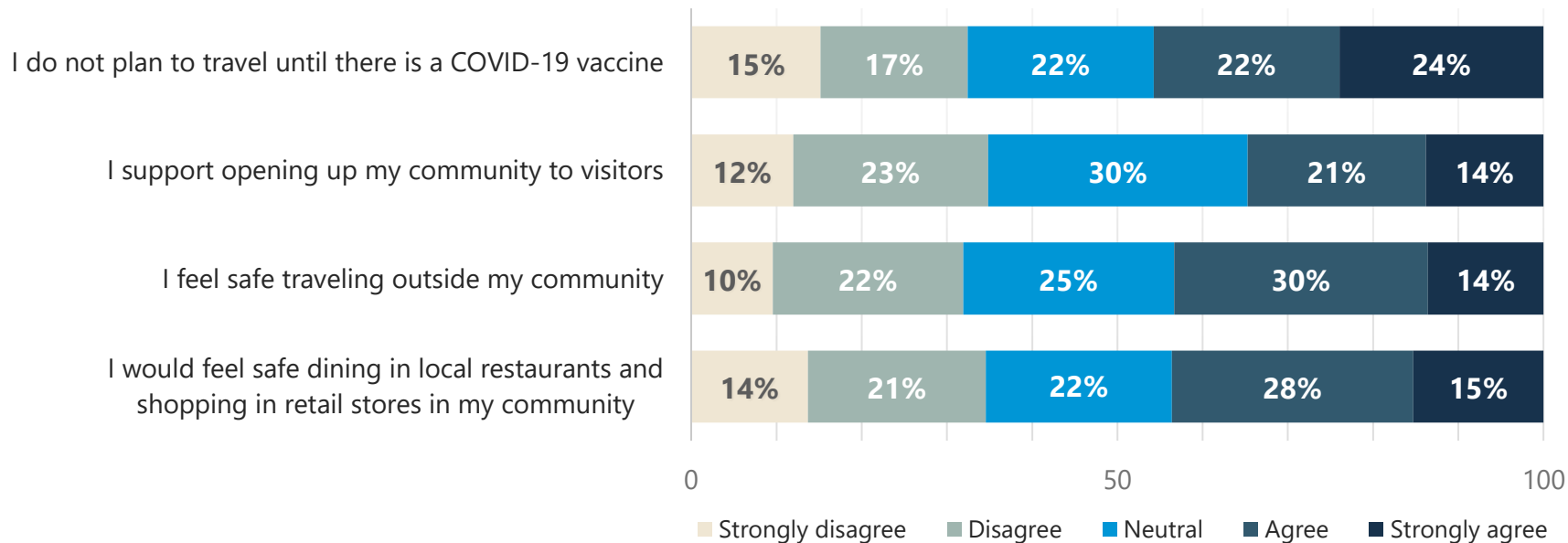
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IMPACT ON TRAVEL PLANS

When do you plan to take your first trip in 2021?

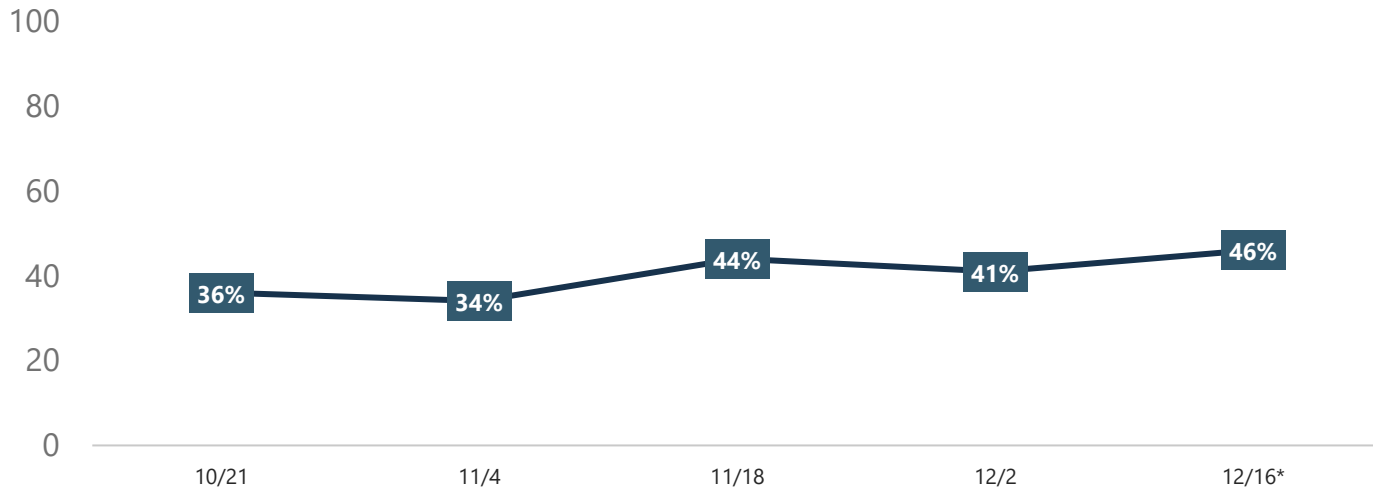


Perceptions of Safety and Travel



TRAVEL PERCEPTIONS

I Do Not Plan to Travel Until There is a COVID-19 Vaccine Comparison of Travelers Who Strongly Agree or Agree

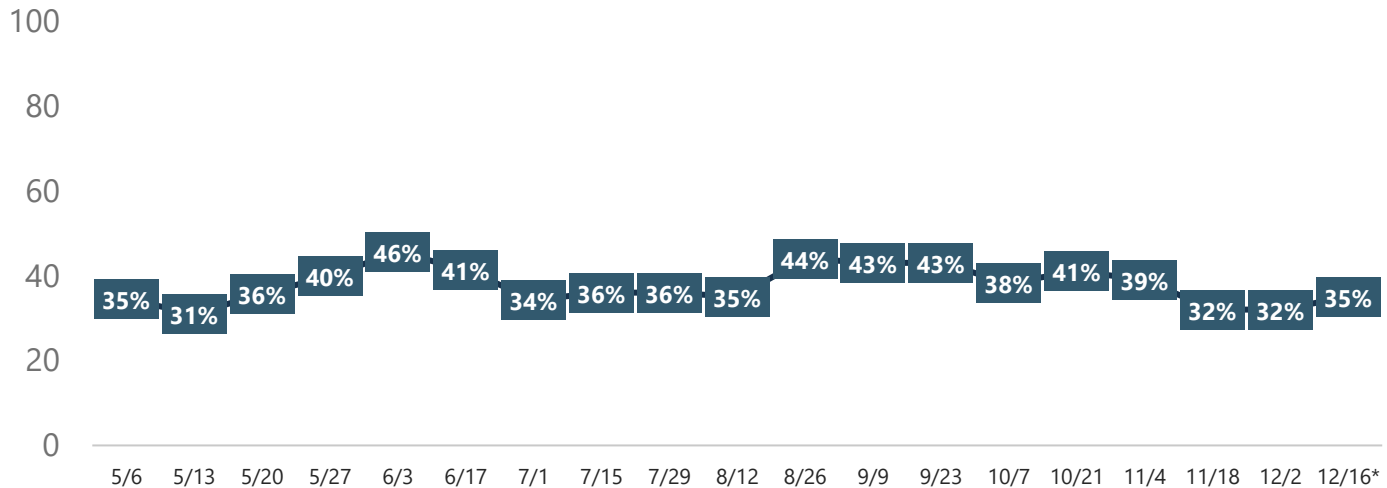


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TRAVEL PERCEPTIONS

I Support Opening Up My Community to Visitors Comparison of Travelers Who Strongly Agree or Agree

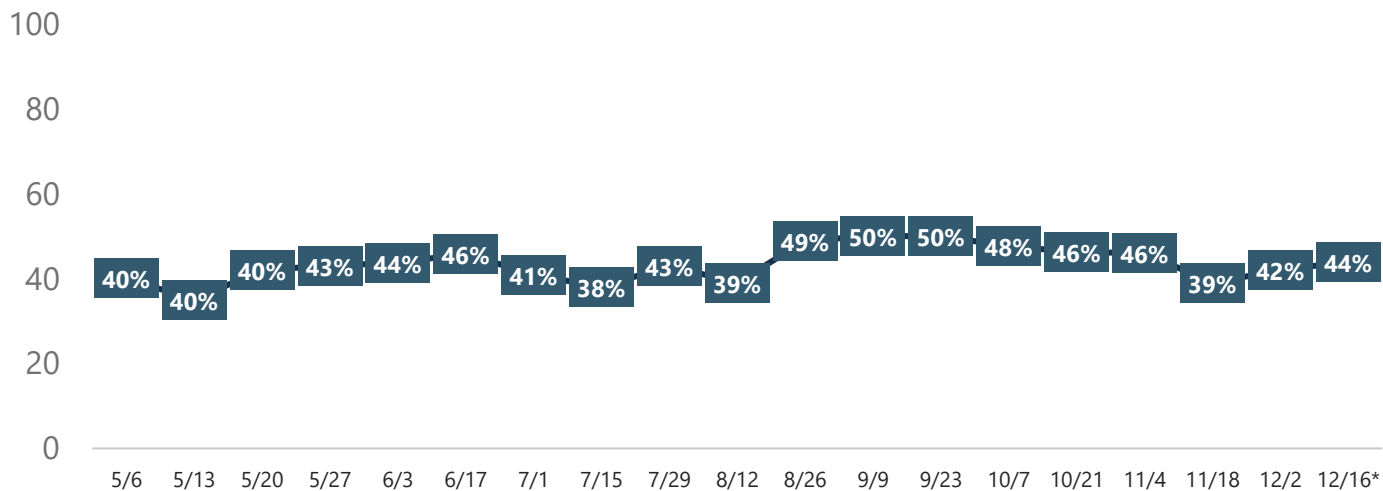


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TRAVEL PERCEPTIONS

I Feel Safe Traveling Outside My Community Comparison of Travelers Who Strongly Agree or Agree



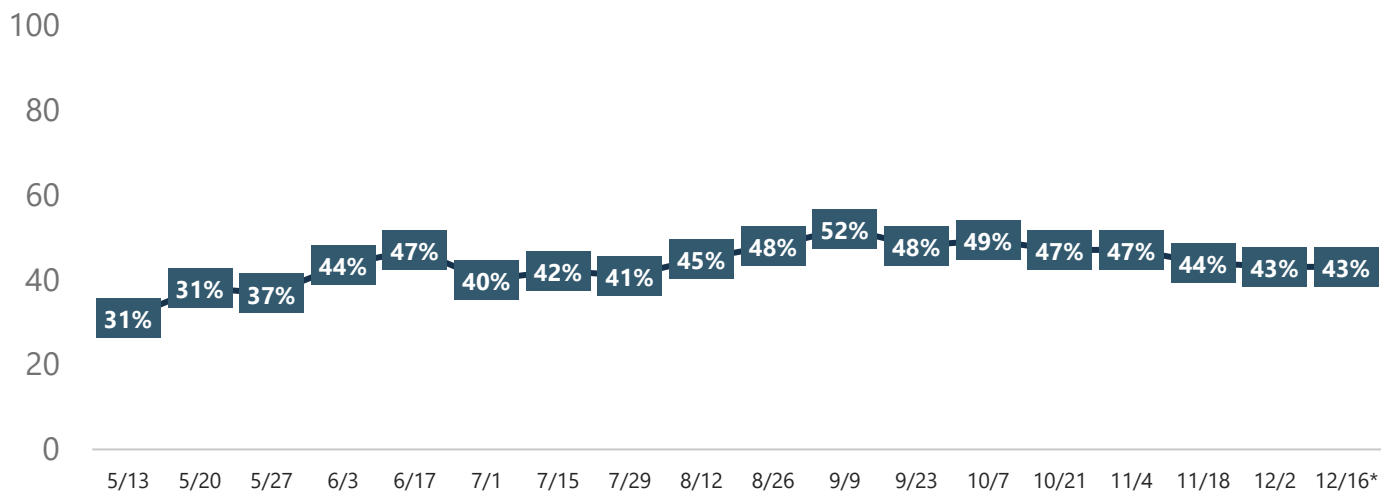
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TRAVEL PERCEPTIONS

I Would Feel Safe Dining in Local Restaurants and Shopping in Retail Stores Within My Community

Comparison of Travelers Who Strongly Agree or Agree



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Additional Resources

Longwoods International Research
longwoods-intl.com/covid-19

Miles Partnership COVID-19 Communication Center
covid19.milespartnership.com

Thank You

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