

COVID-19 U.S. Travel Sentiment Survey

Wave 27: December 22, 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 from December 16-20, 2020.

[View the full report.](#)

EXECUTIVE SUMMARY

INTENTIONS

As COVID-19 case numbers continue to rise, 72% of U.S. travelers expect to change their travel plans in the next six months. Since mid-November, there has been a steady increase in travelers canceling their plans, up to 41% this past week. Despite this, 57% of American travelers still have travel plans in the next six months.

FACTORS IMPACTING TRAVEL

Concerns around the coronavirus continue to be the main impediment to travel. 52% of U.S. travelers stated it would greatly impact their travel in the next six months while only 20% of U.S. travelers indicate that the economy would greatly impact their decision to travel, a slight increase from earlier this month but still relatively low.

PERCEPTION OF TRAVEL & SAFETY

Rebuilding travelers' confidence will be key to seeing improvement in their perception of travel and safety within and outside their communities. 46% of U.S. travelers indicated they do not plan to travel until a vaccine is available to them, up from 41% two weeks ago. 44% feel safe venturing outside of their local communities, up from 39% last month. This wave also saw a slight increase in the percentage of travelers who support opening their own local communities to visitors, now at 35%.

2021 TRAVEL PLANS

When asked about travel plans in 2021, 26% of traveling Americans are still deciding if and when they plan to take a trip. Nearly half of travelers (47%) indicated they are planning to take their first trip in the late Spring or Summer of 2021. Only 2% of travelers indicated they do not plan to take any trips next year.

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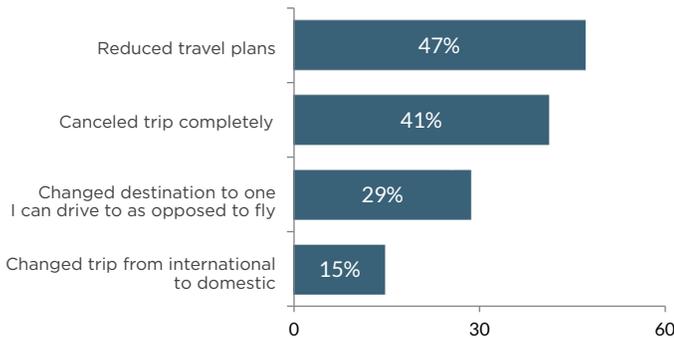
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TRAVEL PLANS

High levels of COVID-19 cases continue to be a major impediment for travel. 47% of U.S. travelers are reducing travel plans and 41% are canceling their trip completely in the next six months. Until there is more clarity over vaccination distribution in the new year, these numbers are not likely to show any significant improvement.

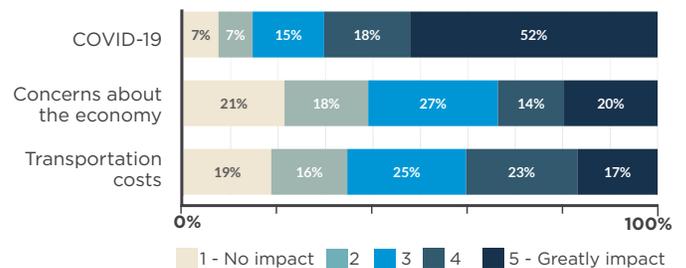
HOW DID YOU CHANGE YOUR PLANS?



FACTORS IMPACTING TRAVEL

The coronavirus continues to be the main factor impacting people's decisions to travel in the next six months. More than half (52%) indicated that COVID-19 will "greatly impact" their travel plans, up from 47% two weeks ago. A relatively small percentage (20%) said that the economy would greatly impact their travel.

FACTORS IMPACTING DECISIONS TO TRAVEL IN THE NEXT SIX MONTHS



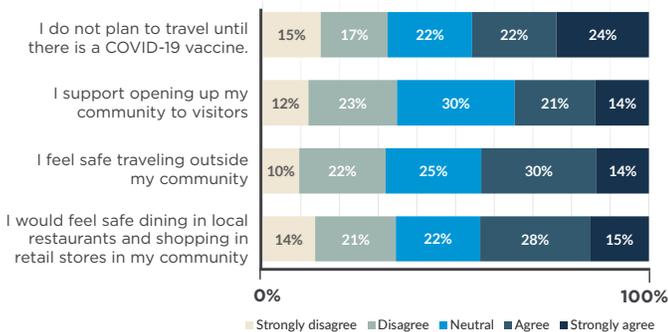
72%

of U.S. travelers indicate they will change their travel plans in the next six months due to COVID-19, slightly lower than earlier this month. 57% of travelers still have travel plans in the next six months.

CONFIDENCE IN TRAVEL & TRAVELERS

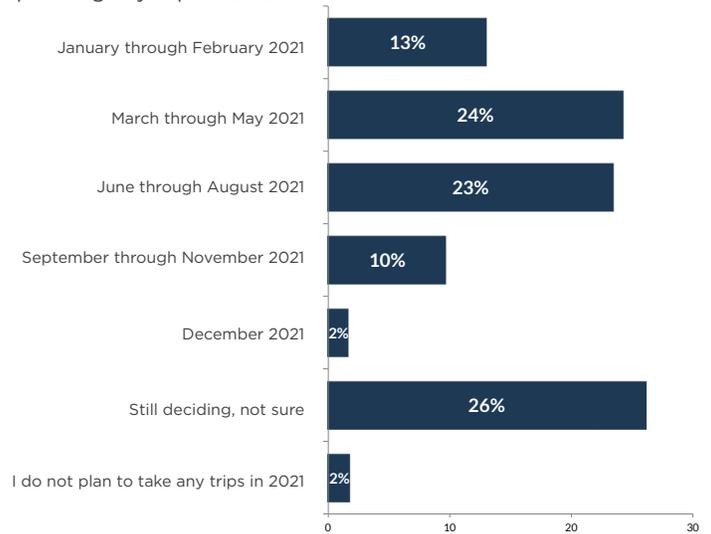
U.S. travelers' confidence heavily relies on seeing the high volume of COVID-19 cases improve. While 43% of travelers feel safe dining or shopping locally, 35% support opening their community to visitors. 44% U.S. travelers feel safe traveling outside their community, slightly up from earlier this month. Almost half (46%) of American travelers are not planning any travel until there is a COVID-19 vaccine available, up from 34% reported a month ago.

PERCEPTIONS OF SAFETY AND TRAVEL



2021 TRAVEL PLANS

When asked about travel plans next year, a quarter of traveling Americans are still deciding when they will take their first trip. Nearly half of U.S. travelers indicated that they plan to travel for the first time between March and August 2021, aligning with peak travel times throughout the summer months. One bright spot, only a very small percentage (2%) of travelers are not planning any trips in 2021 as of now.



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