



# Travel Sentiment Study Wave 18

AUGUST 18, 2020

 Longwoods  
INTERNATIONAL

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PARTNERSHIP

*COVID-19*

# TRAVEL SENTIMENT STUDY

## WAVE 18

Fielded August 12, 2020

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

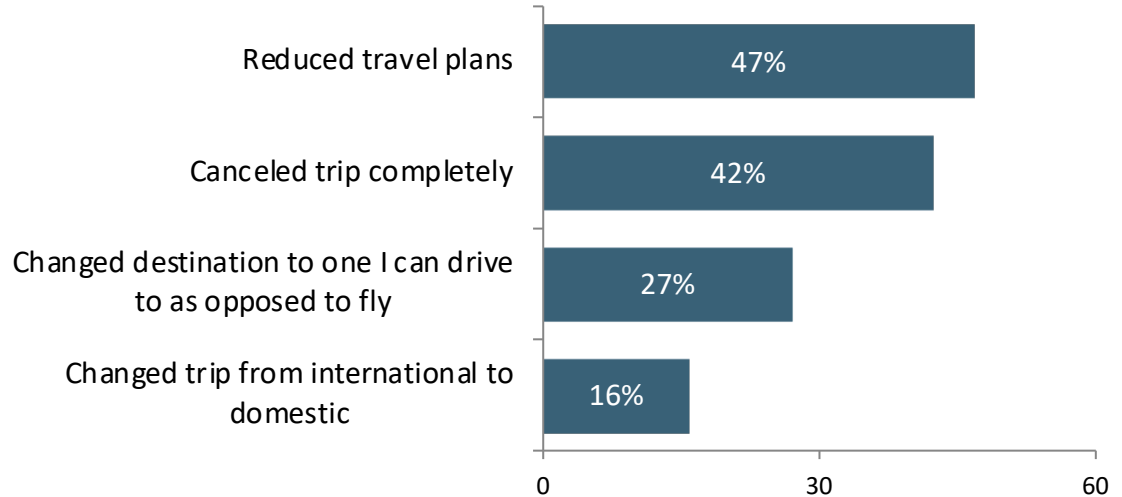
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## IMPACT ON TRAVEL PLANS

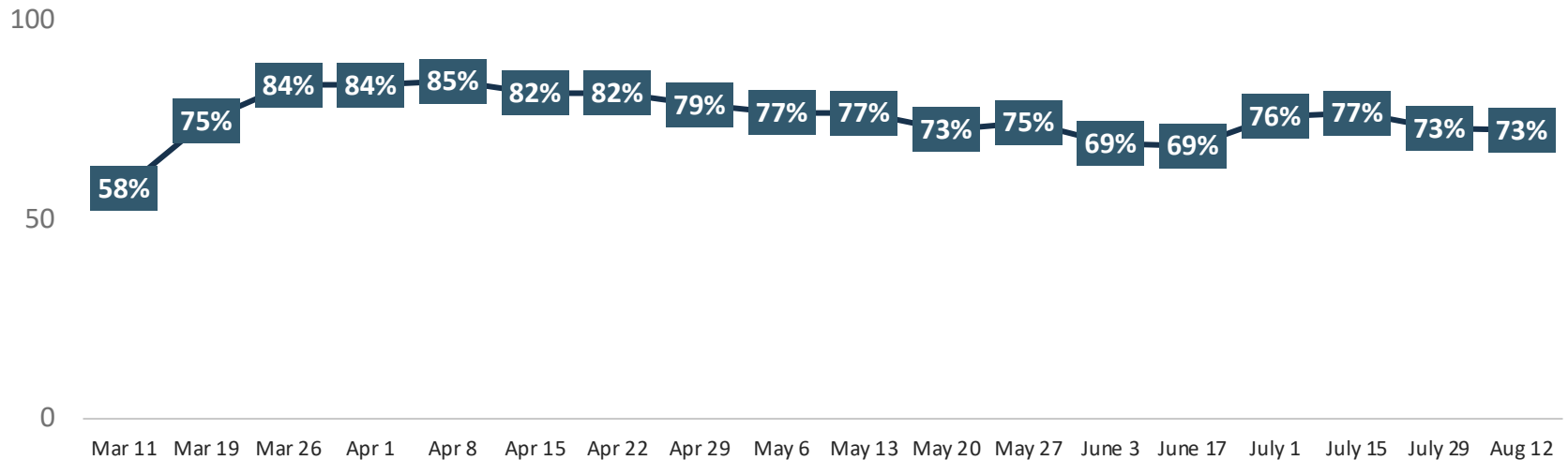


**of travelers planning to travel  
in the next six months will  
change their travel plans due  
to coronavirus**



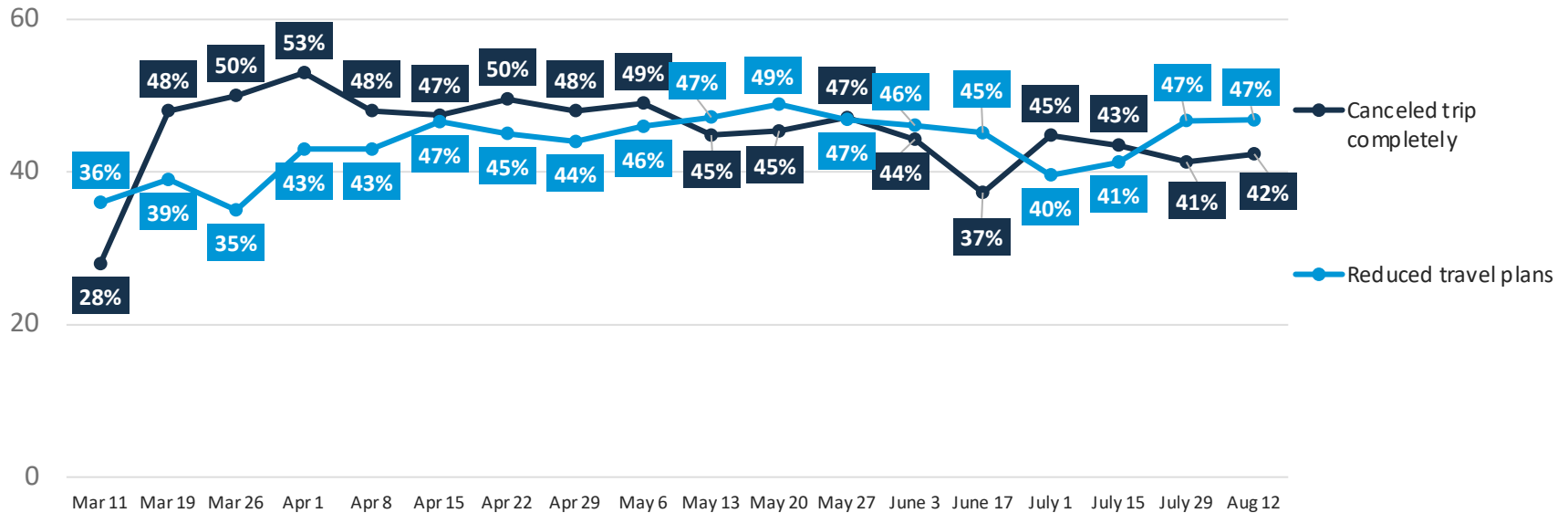
*Base: Coronavirus Changed Travel Plans*

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



## IMPACT ON TRAVEL PLANS

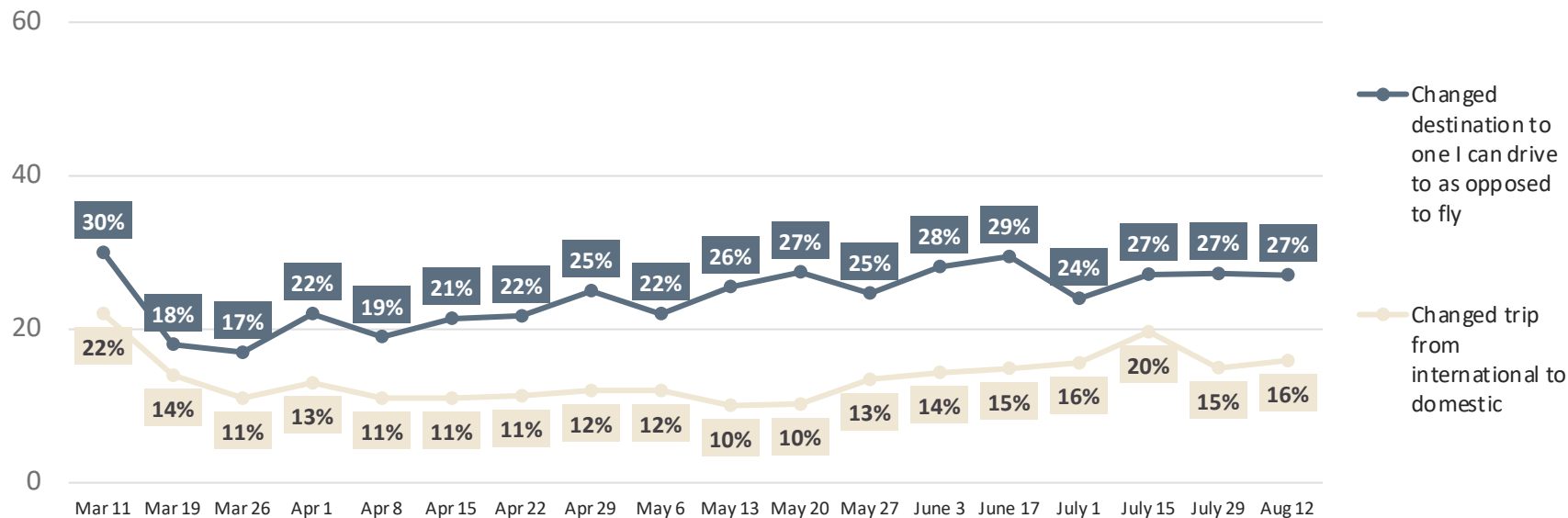
### Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

## IMPACT ON TRAVEL PLANS

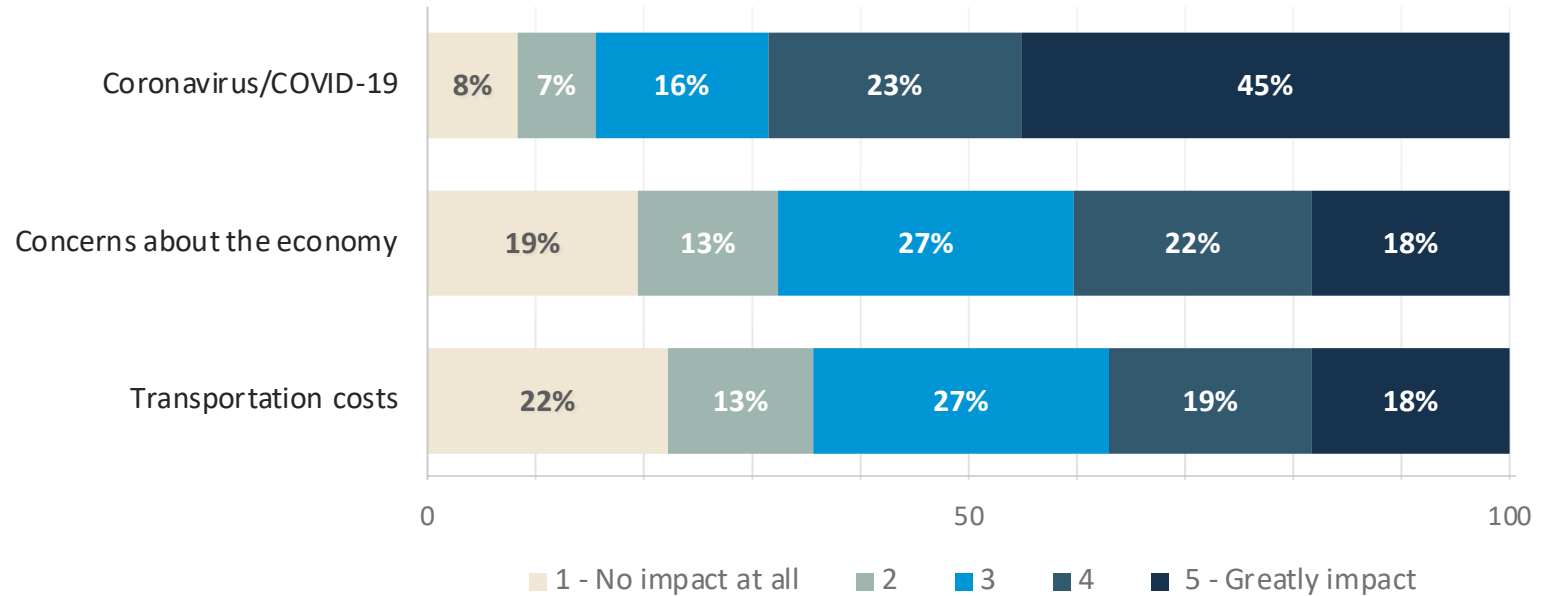
### Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

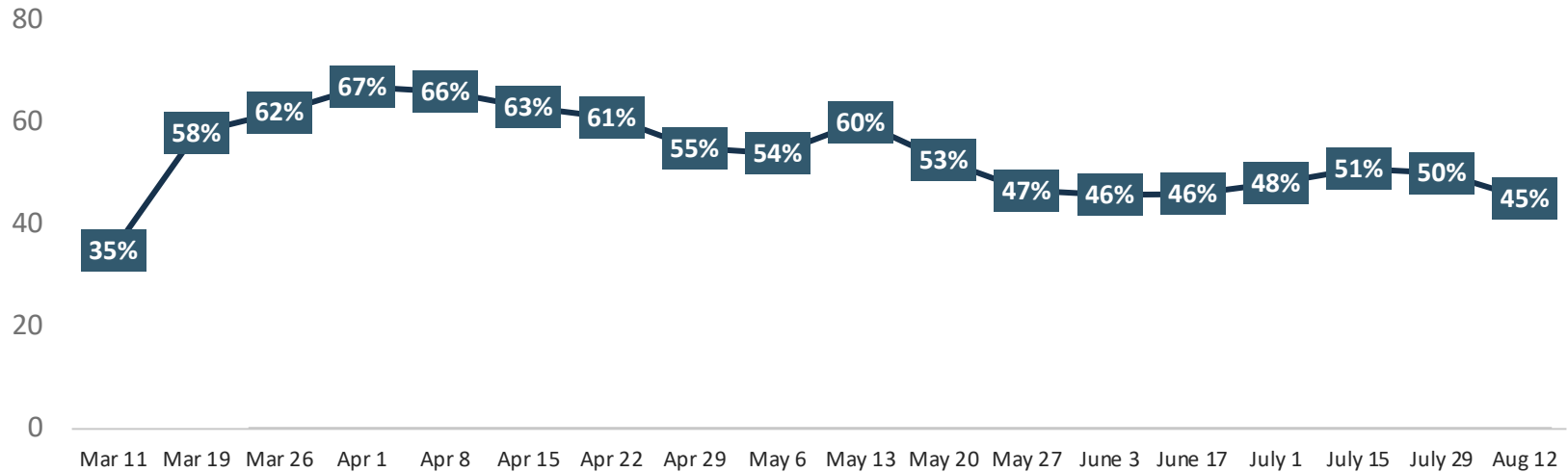
## IMPACT ON TRAVEL PLANS

### Factors Impacting Decisions to Travel in Next 6 Months



## IMPACT ON TRAVEL PLANS

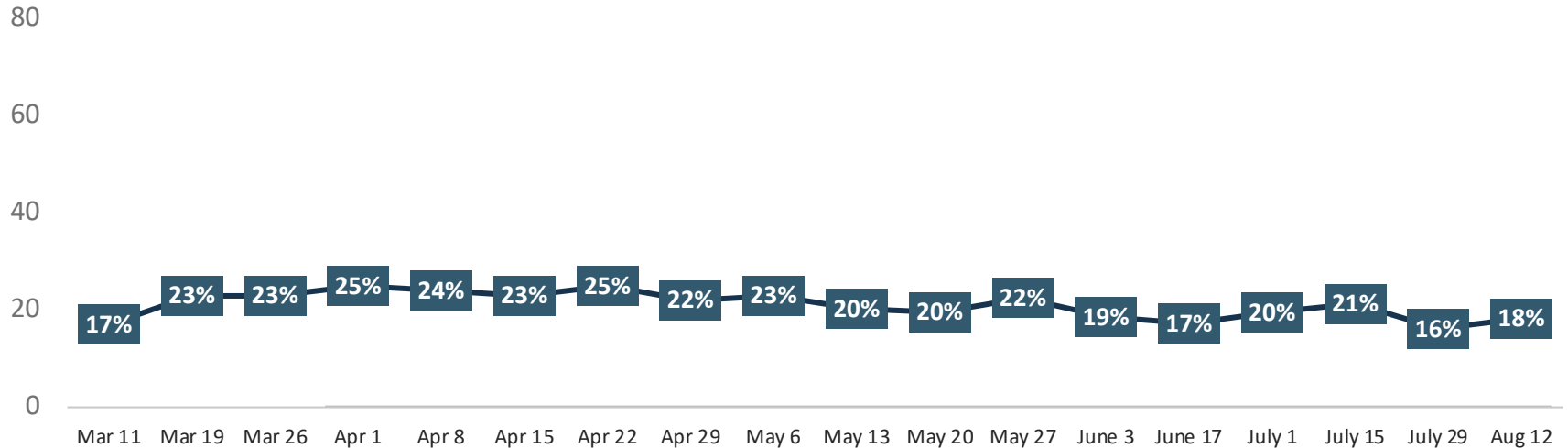
### Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months





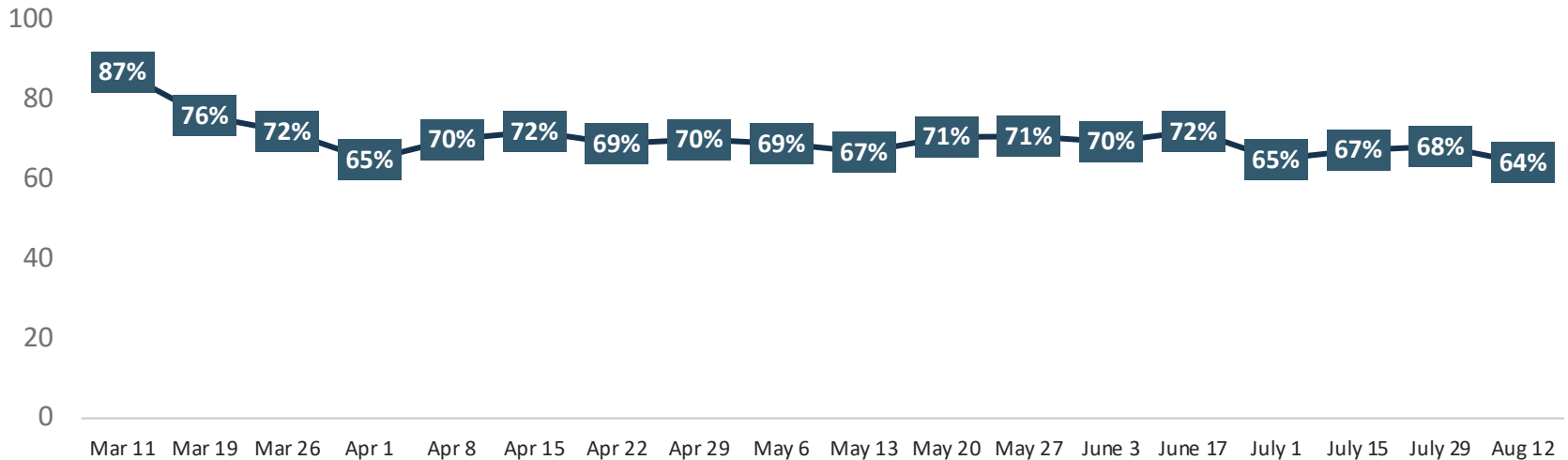
## IMPACT ON TRAVEL PLANS

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



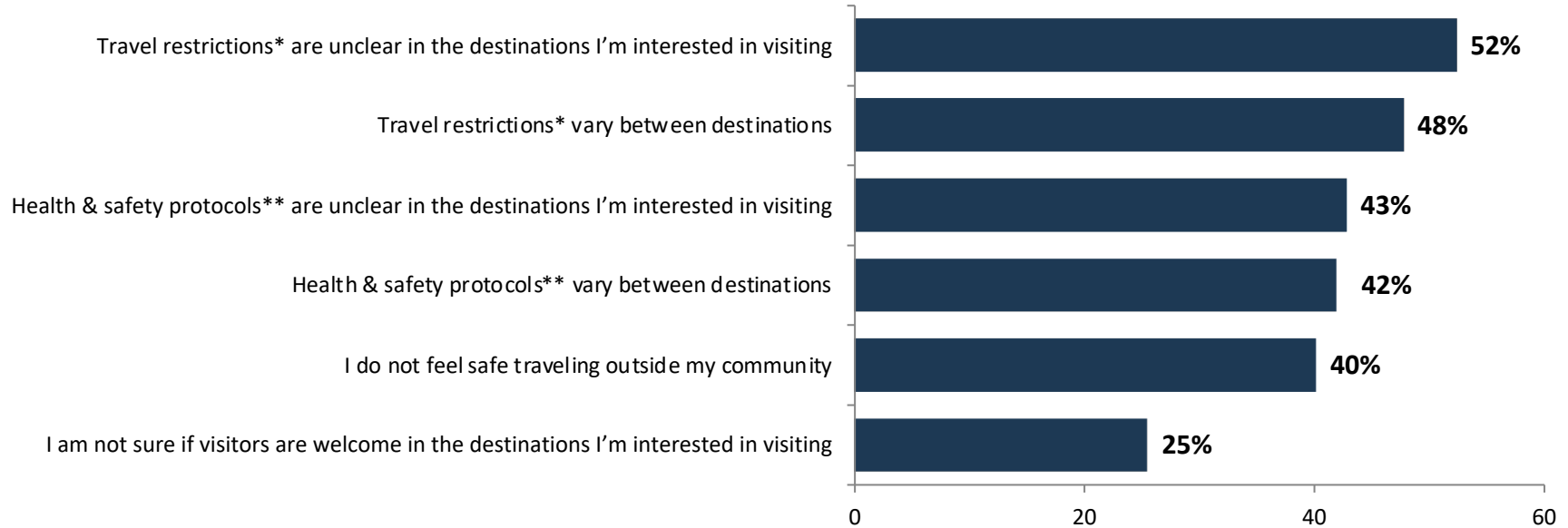
## IMPACT ON TRAVEL PLANS

### Travelers with Travel Plans in the Next Six Months Comparison



## IMPACT ON TRAVEL PLANS

### I am hesitant to travel because...

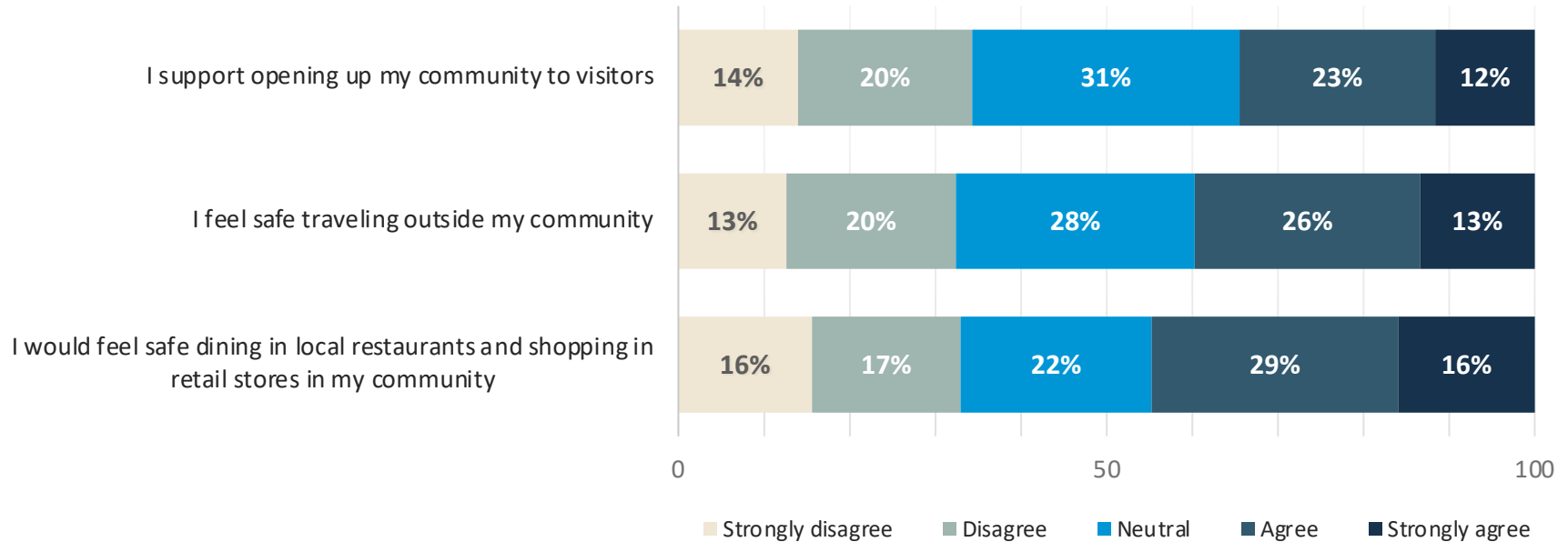


Base: Travelers with hesitations about traveling

\*Travel quarantines, etc.

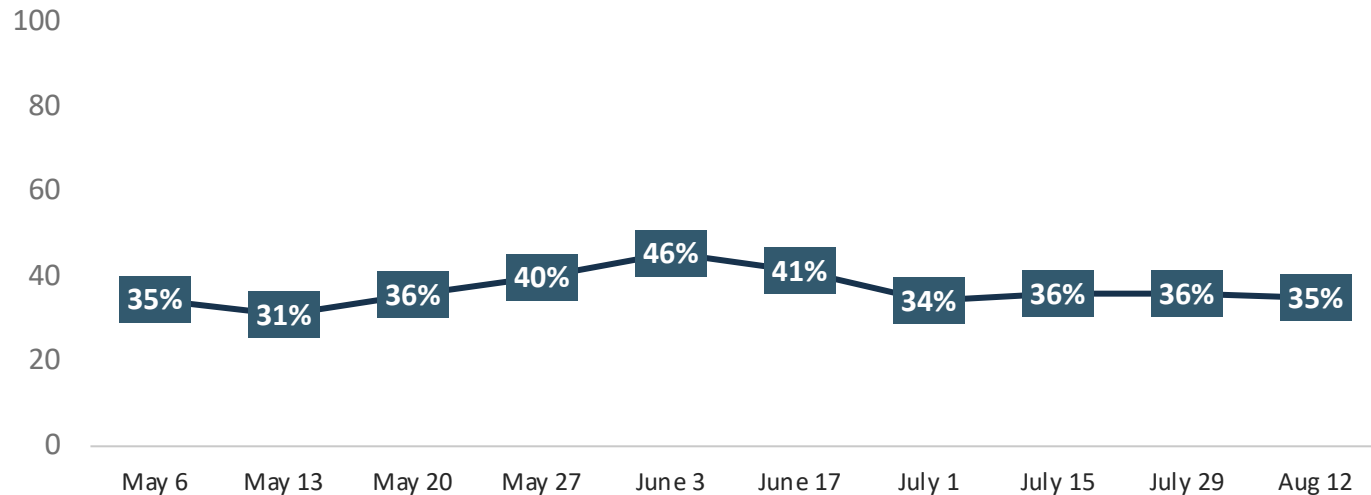
\*\*Mask requirements, social distancing, etc.

### Perceptions of Safety and Travel



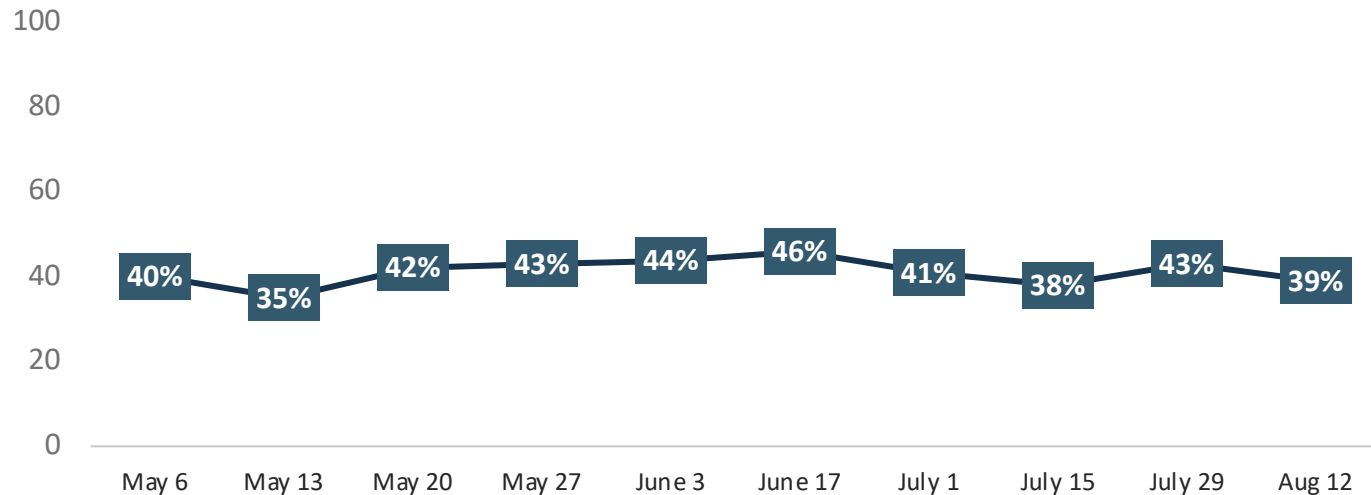
## TRAVEL PERCEPTIONS

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



## TRAVEL PERCEPTIONS

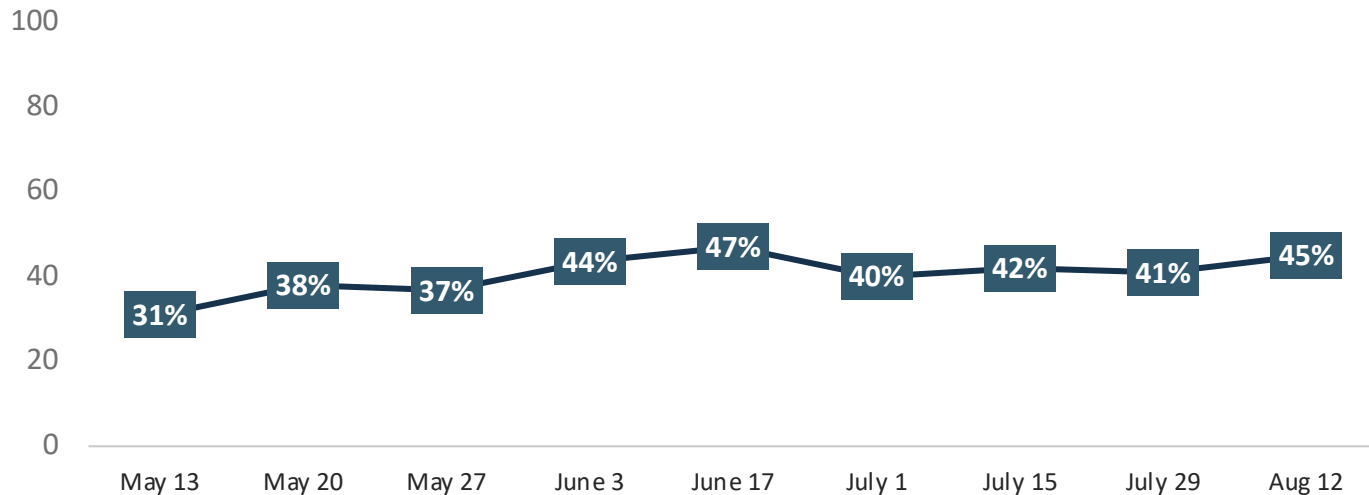
### I Feel Safe Traveling Outside My Community Comparison of Travelers Who Strongly Agree or Agree



## 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



## *Additional Resources*

**Longwoods International Research**  
**[longwoods-intl.com/news](https://longwoods-intl.com/news)**

**Miles Partnership COVID-19 Communication Center**  
**[covid19.milespartnership.com](https://covid19.milespartnership.com)**



Thank You

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