



# Travel Sentiment Study Wave 25

NOVEMBER 24, 2020

 Longwoods  
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*COVID-19*

# TRAVEL SENTIMENT STUDY WAVE 25

**Fielded November 18, 2020\***

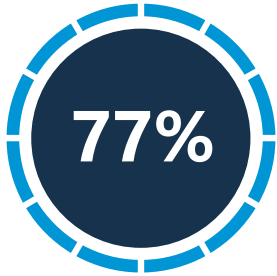
**U.S. National Sample of 1,000 adults 18+**

\*Wave 25 was fielded prior to CDC's recommendation that Americans not travel for Thanksgiving

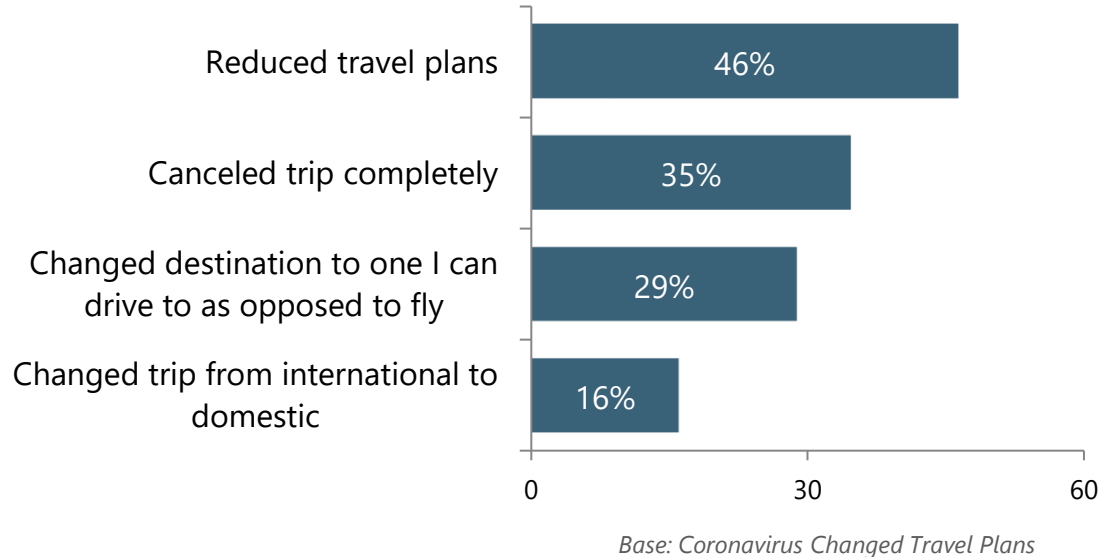
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## IMPACT ON TRAVEL PLANS

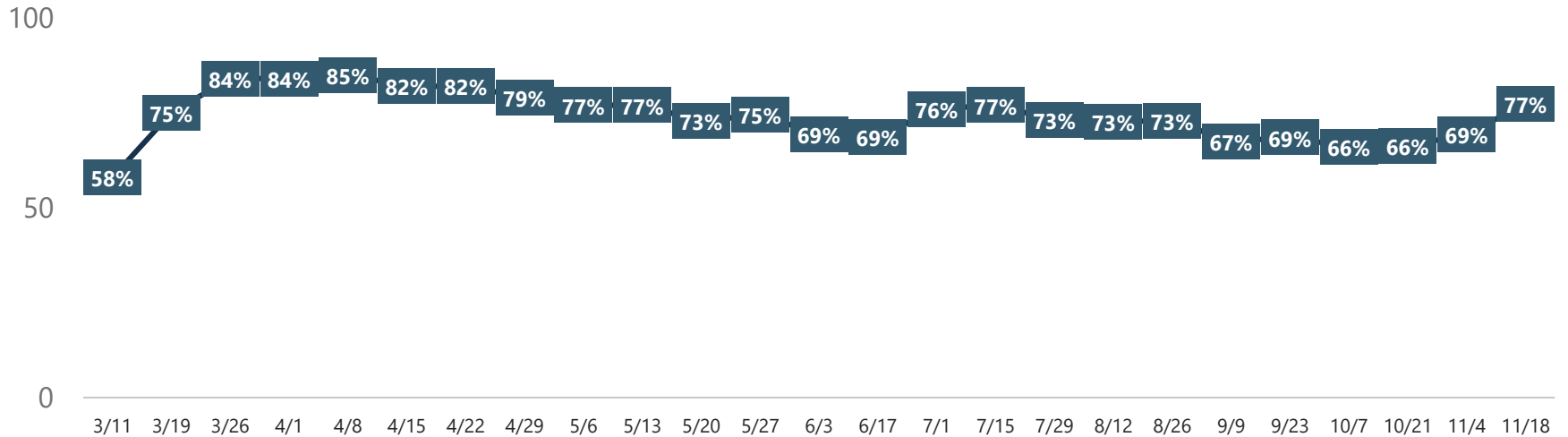


**of travelers planning to travel in the next six months will change their travel plans due to coronavirus**



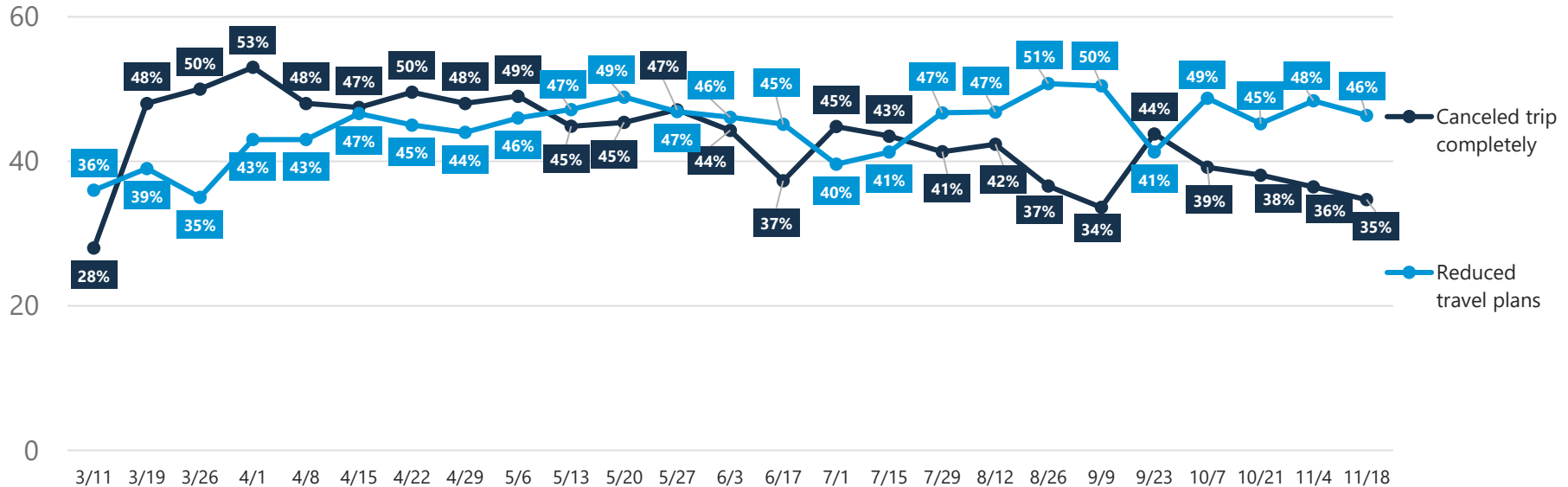
## IMPACT ON TRAVEL PLANS

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



# IMPACT ON TRAVEL PLANS

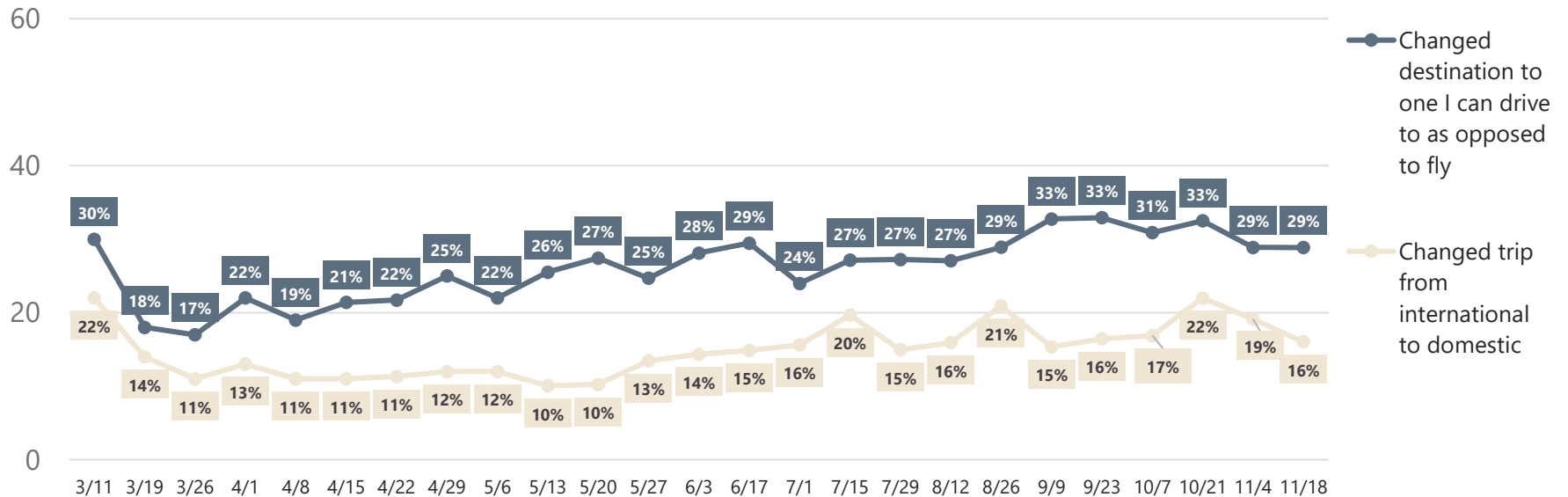
## Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

# IMPACT ON TRAVEL PLANS

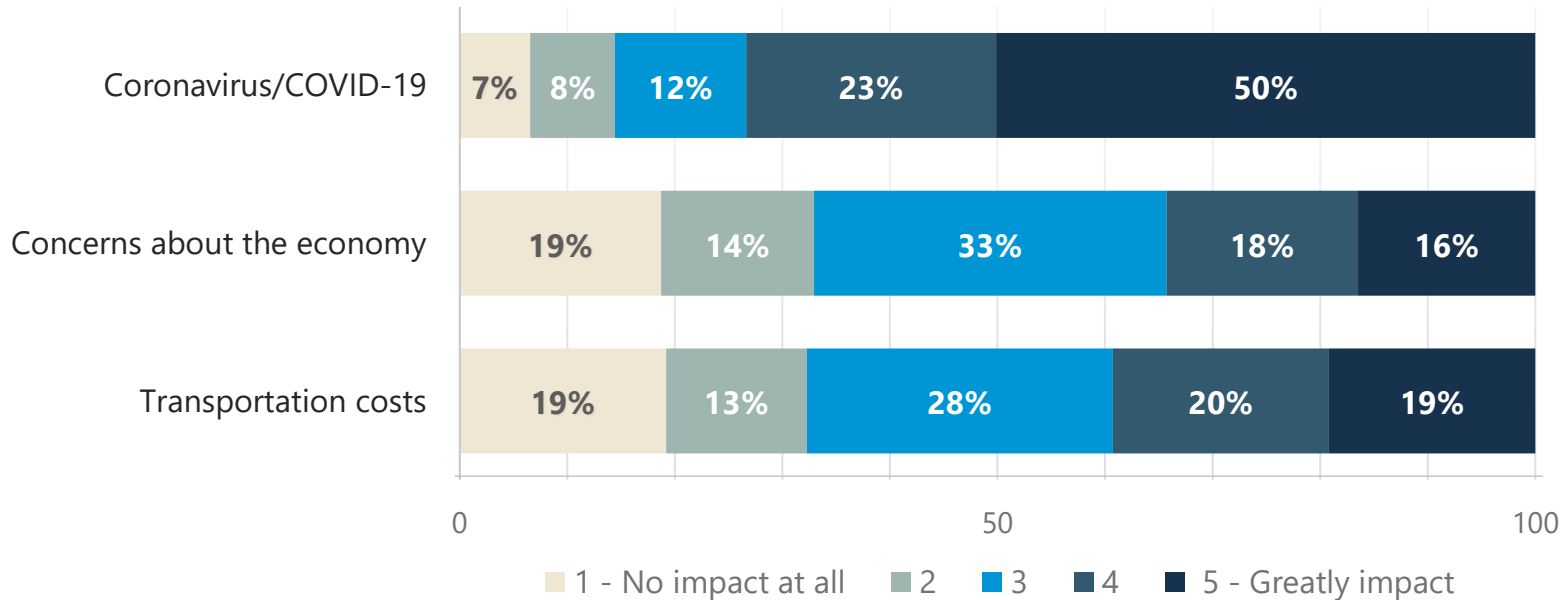
## Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

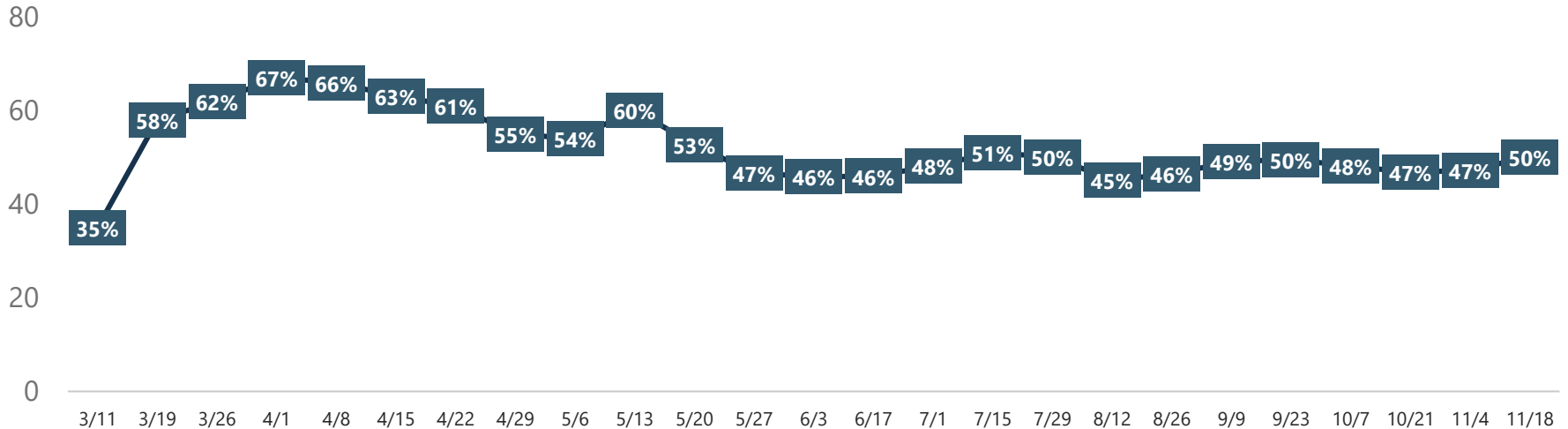
# IMPACT ON TRAVEL PLANS

## Factors Impacting Decisions to Travel in Next 6 Months



## IMPACT ON TRAVEL PLANS

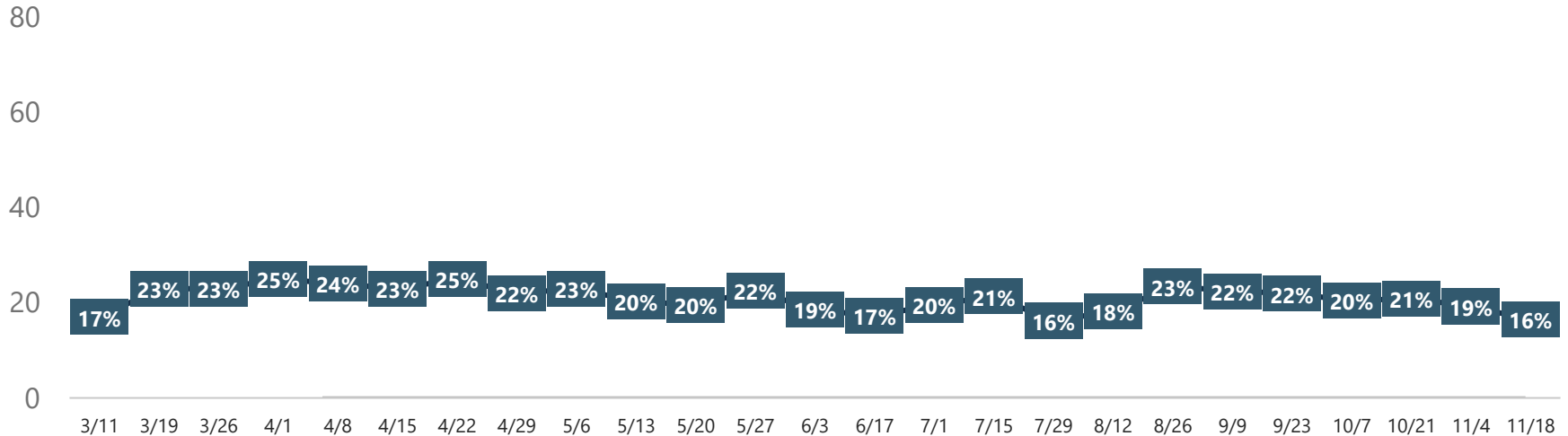
### Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months





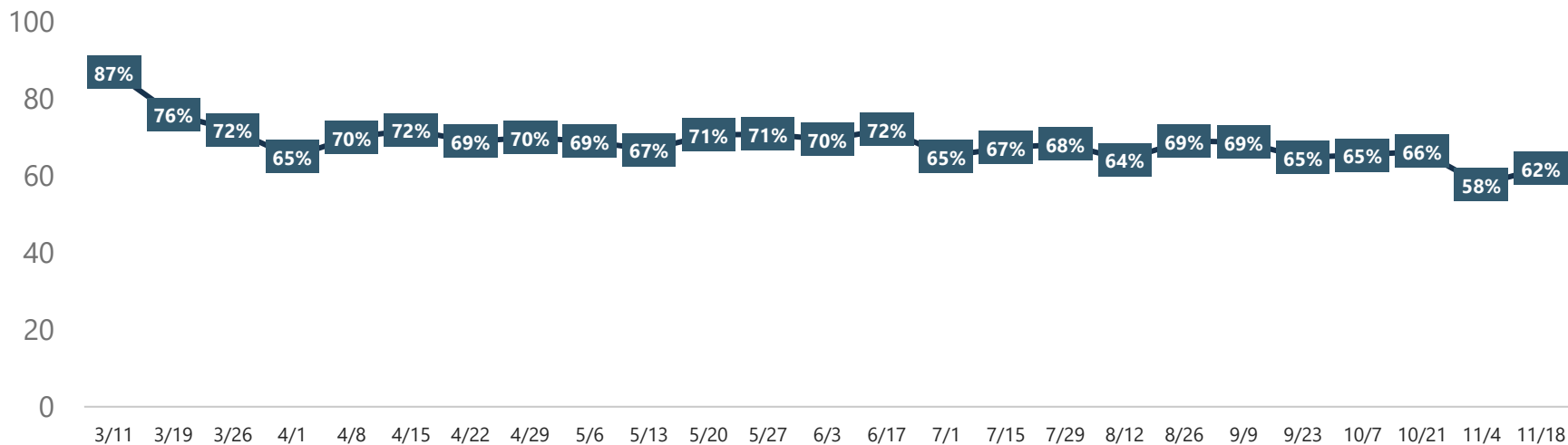
## IMPACT ON TRAVEL PLANS

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



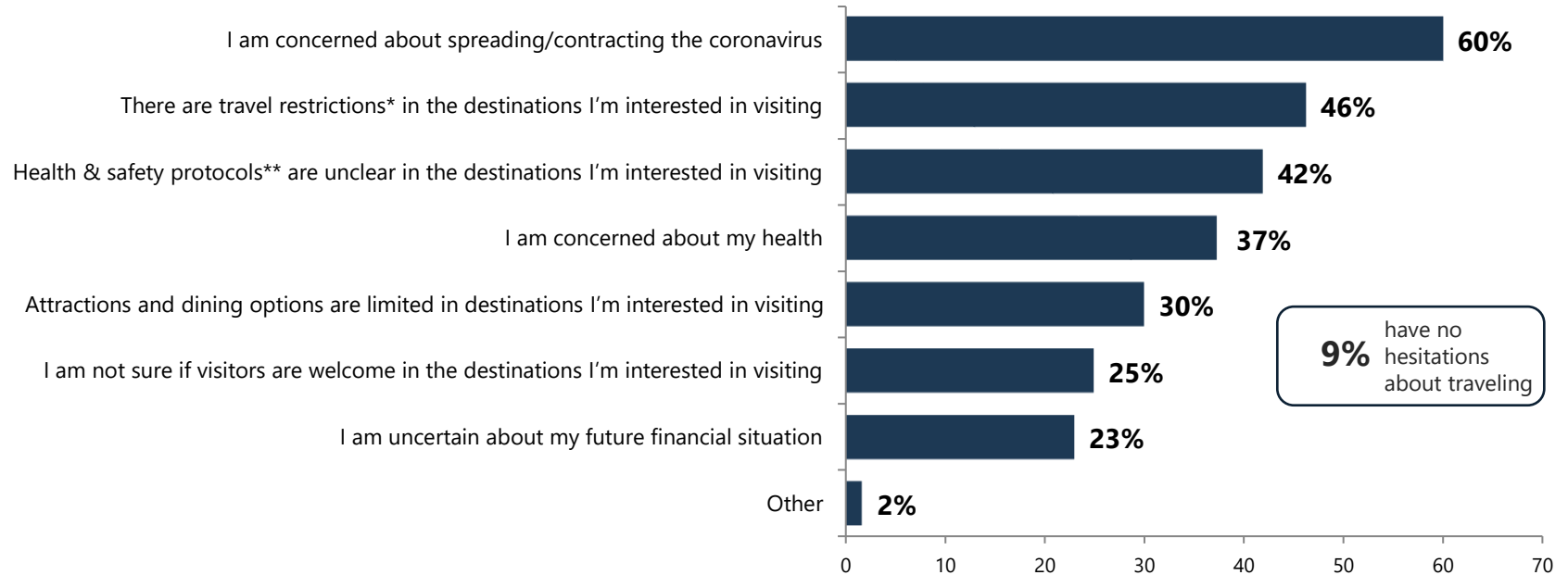
# IMPACT ON TRAVEL PLANS

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



# IMPACT ON TRAVEL PLANS

## Factors Preventing Travelers From Taking a Trip

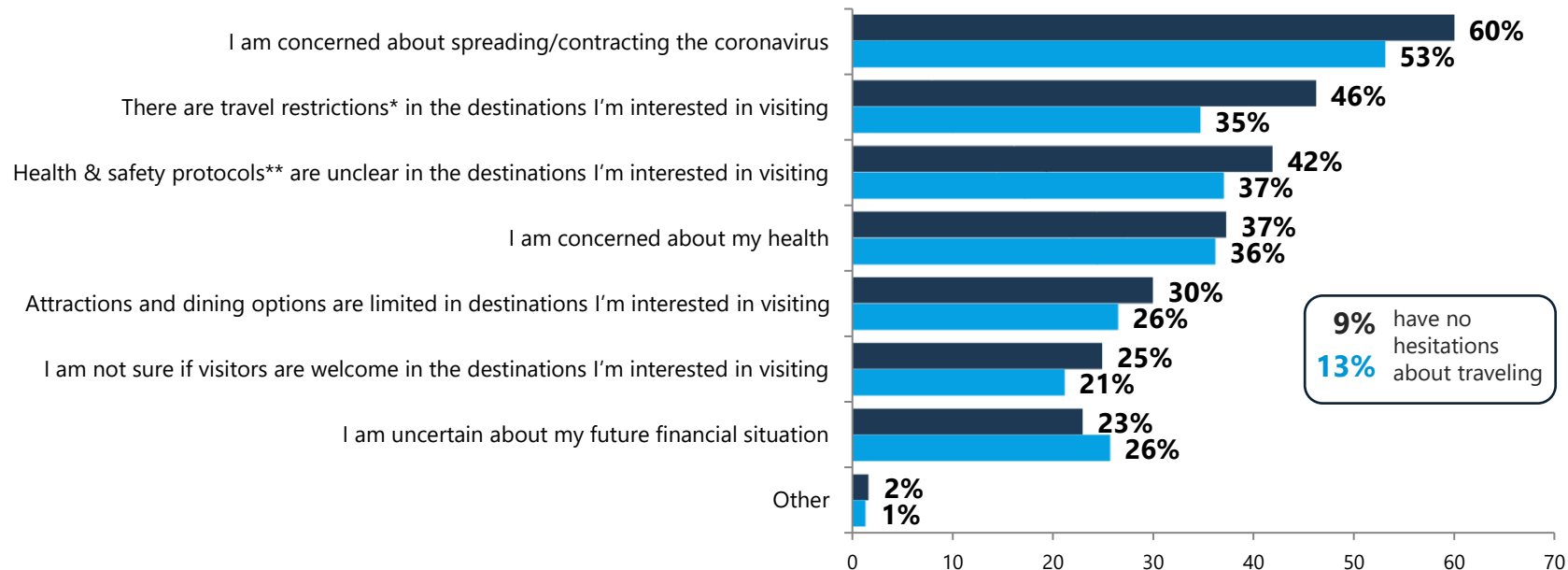


\*e.g., travel quarantines

\*\*e.g., mask requirements, social distancing

# IMPACT ON TRAVEL PLANS

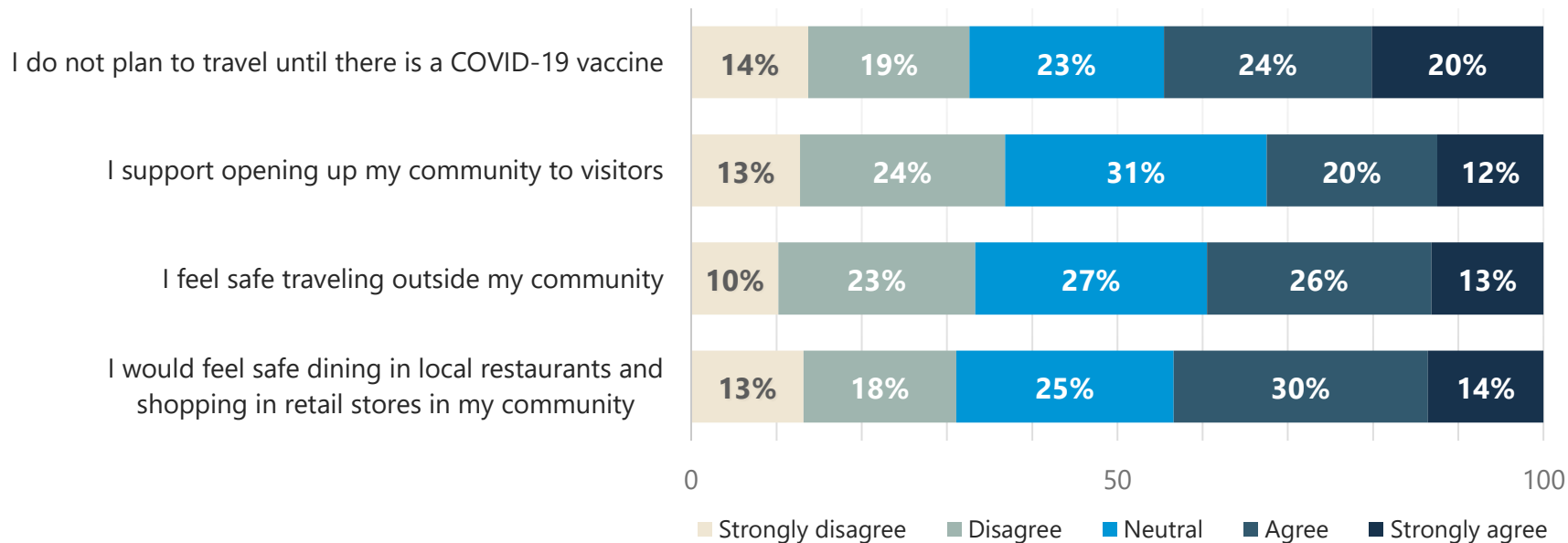
## Factors Preventing Travelers From Taking a Trip



\*e.g., travel quarantines

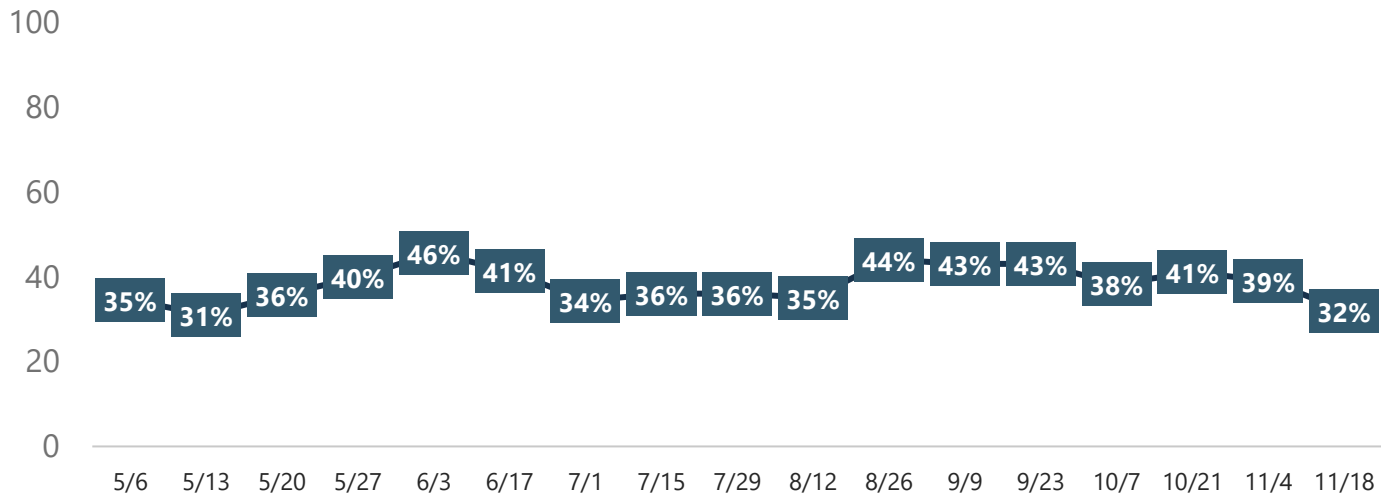
\*\*e.g., mask requirements, social distancing

## Perceptions of Safety and Travel



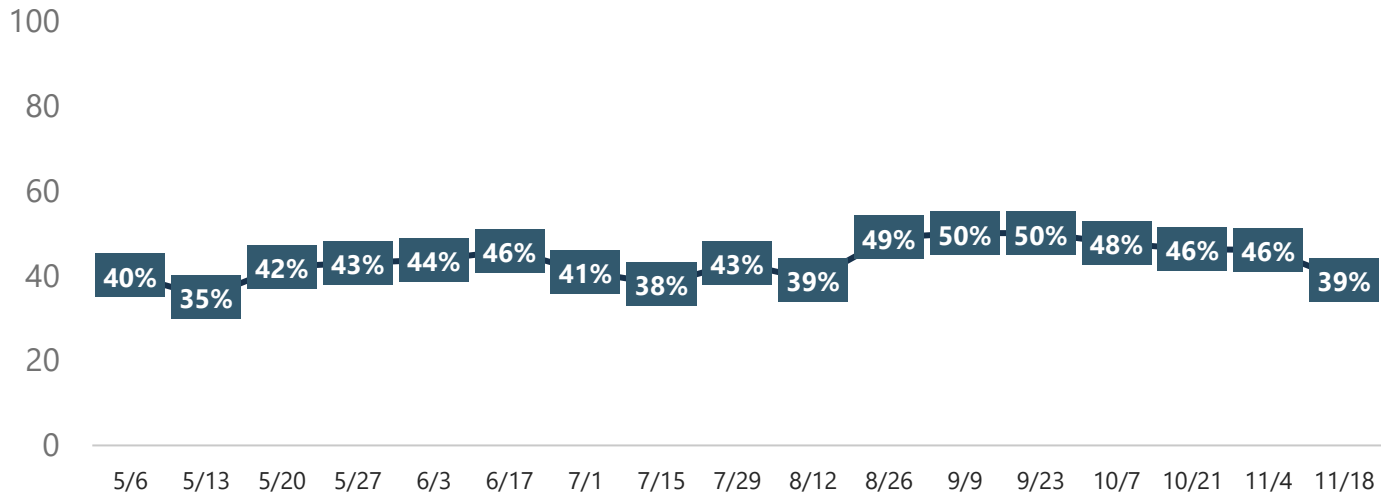
# TRAVEL PERCEPTIONS

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



# TRAVEL PERCEPTIONS

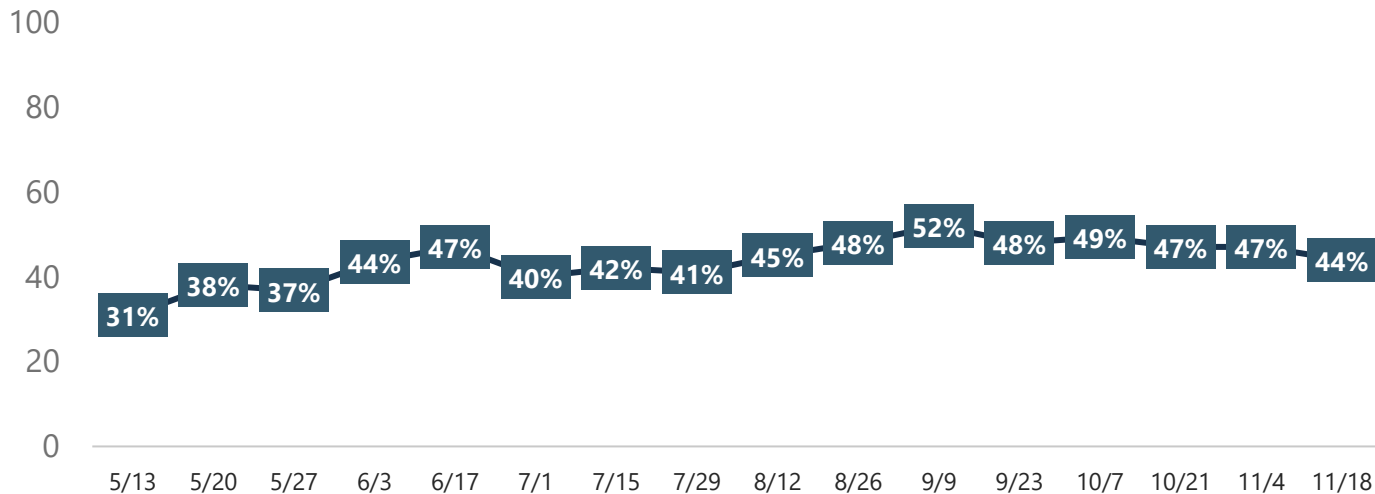
## I Feel Safe Traveling Outside My Community Comparison of Travelers Who Strongly Agree or Agree



## 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/covid-19](https://longwoods-intl.com/covid-19)**

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

**Thank You**

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