

Tracking Traveler Sentiment through the Crisis and Towards Recovery

June 3, 2020

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Agenda

- **Review Latest Travel Sentiment Update**
- **Key Takeaways**
- **Q. & A.**



Travel Sentiment Study Wave 12

JUNE 2, 2020

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PARTNERSHIP

COVID-19

TRAVEL SENTIMENT STUDY WAVE 12

Fielded May 27, 2020

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

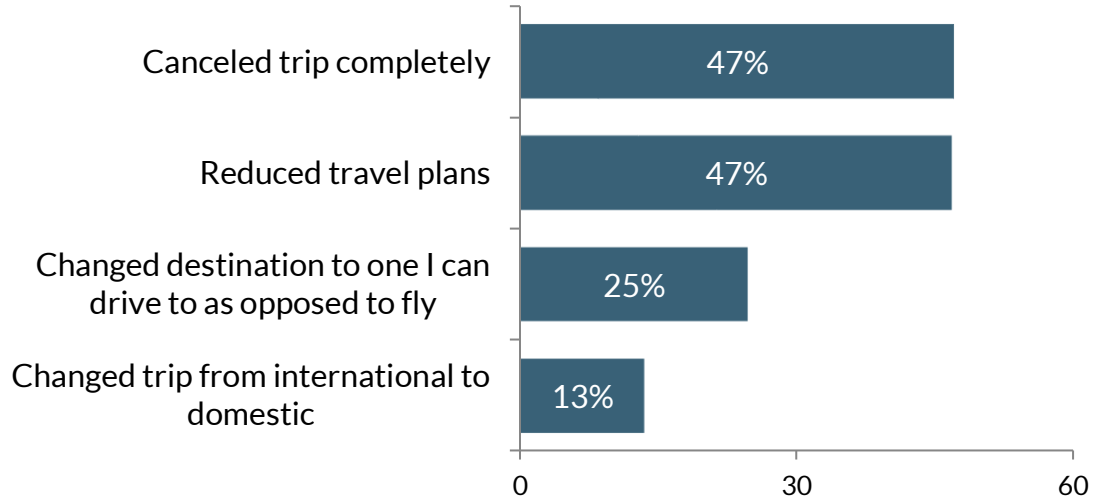
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IMPACT ON TRAVEL PLANS



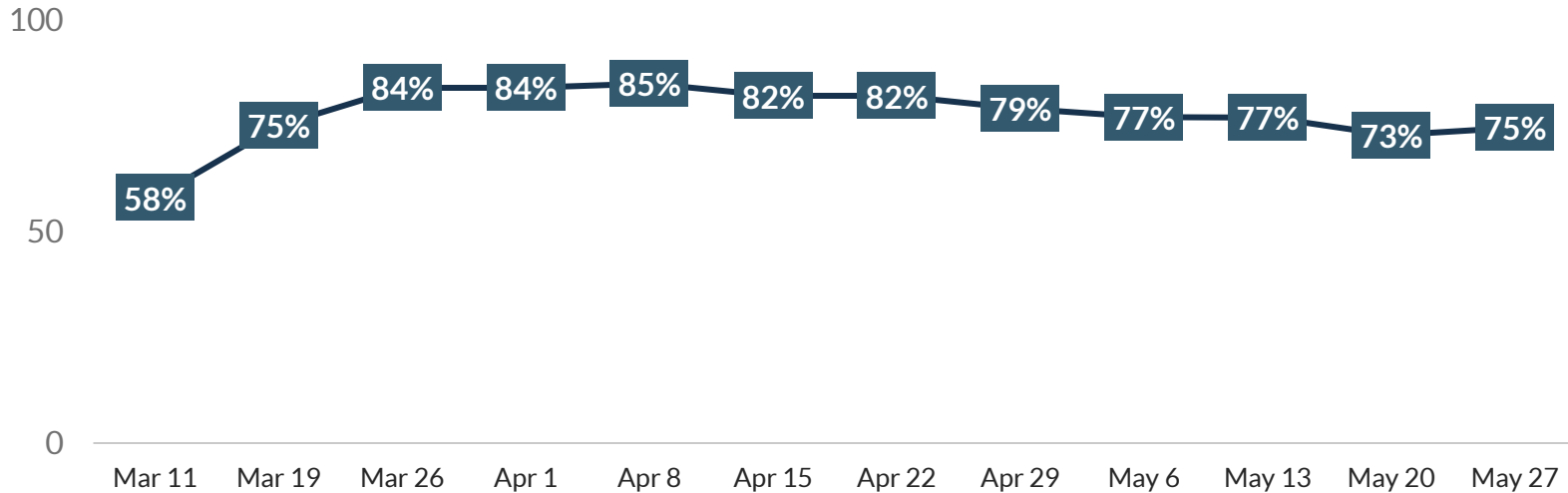
of travelers planning to travel in the next six months will change their travel plans due to coronavirus



Base: Coronavirus Changed Travel Plans

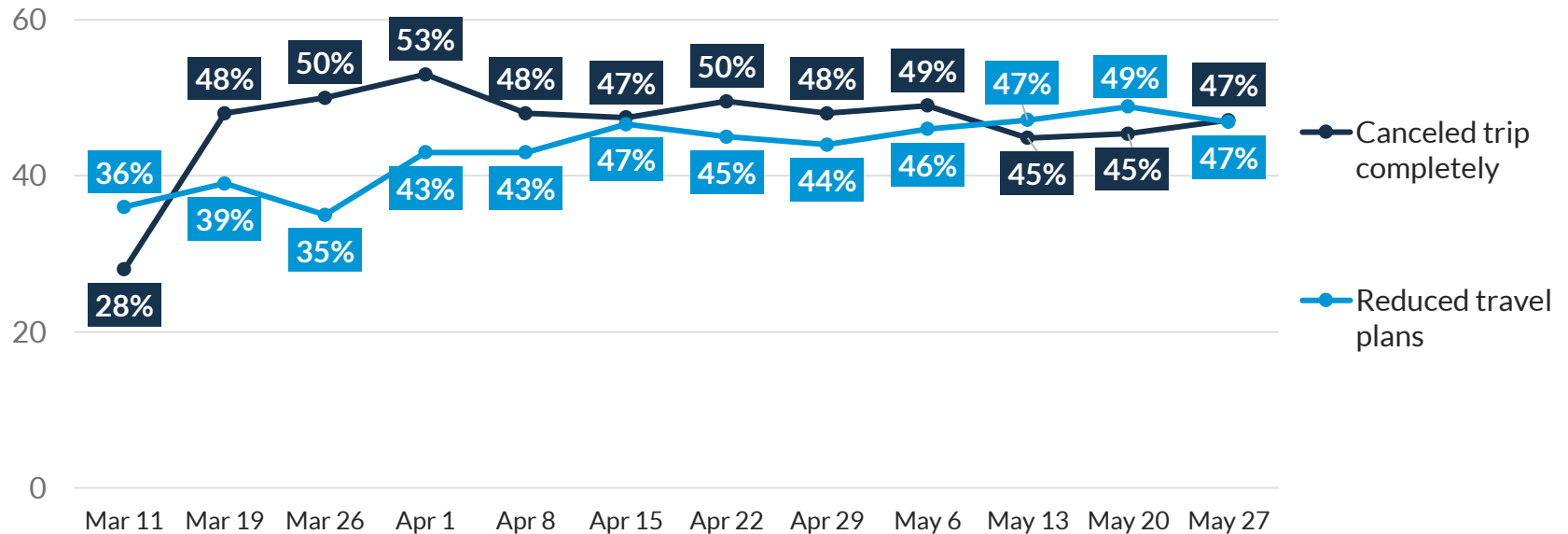
IMPACT ON TRAVEL PLANS

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



IMPACT ON TRAVEL PLANS

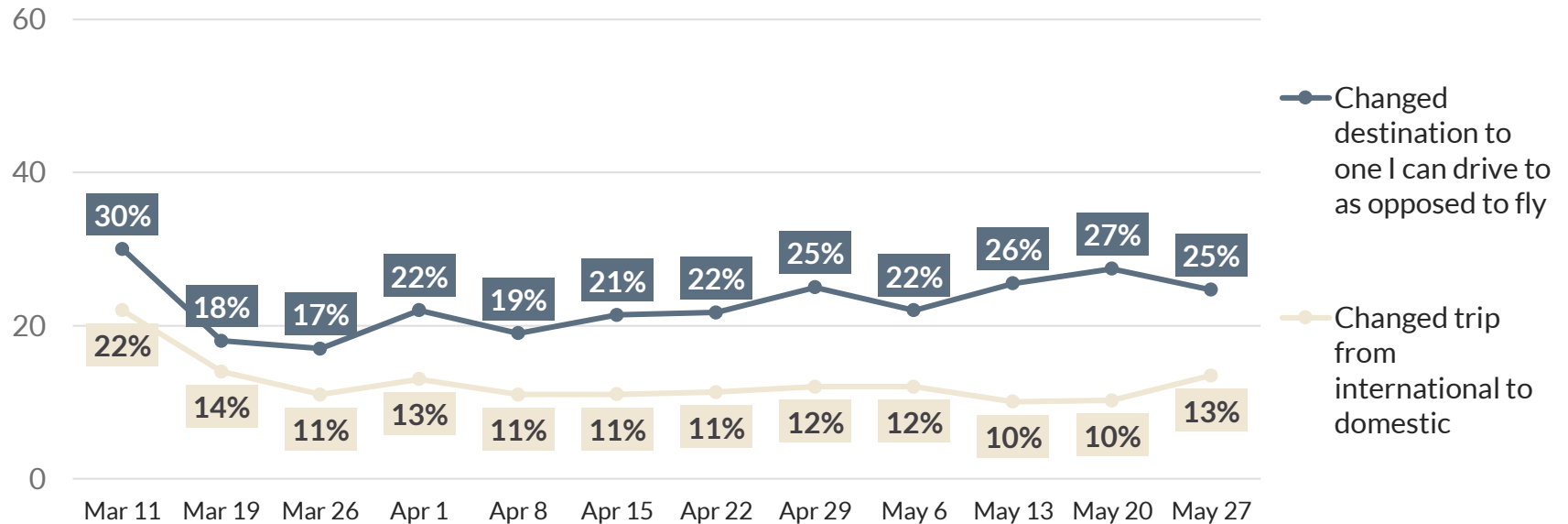
Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

IMPACT ON TRAVEL PLANS

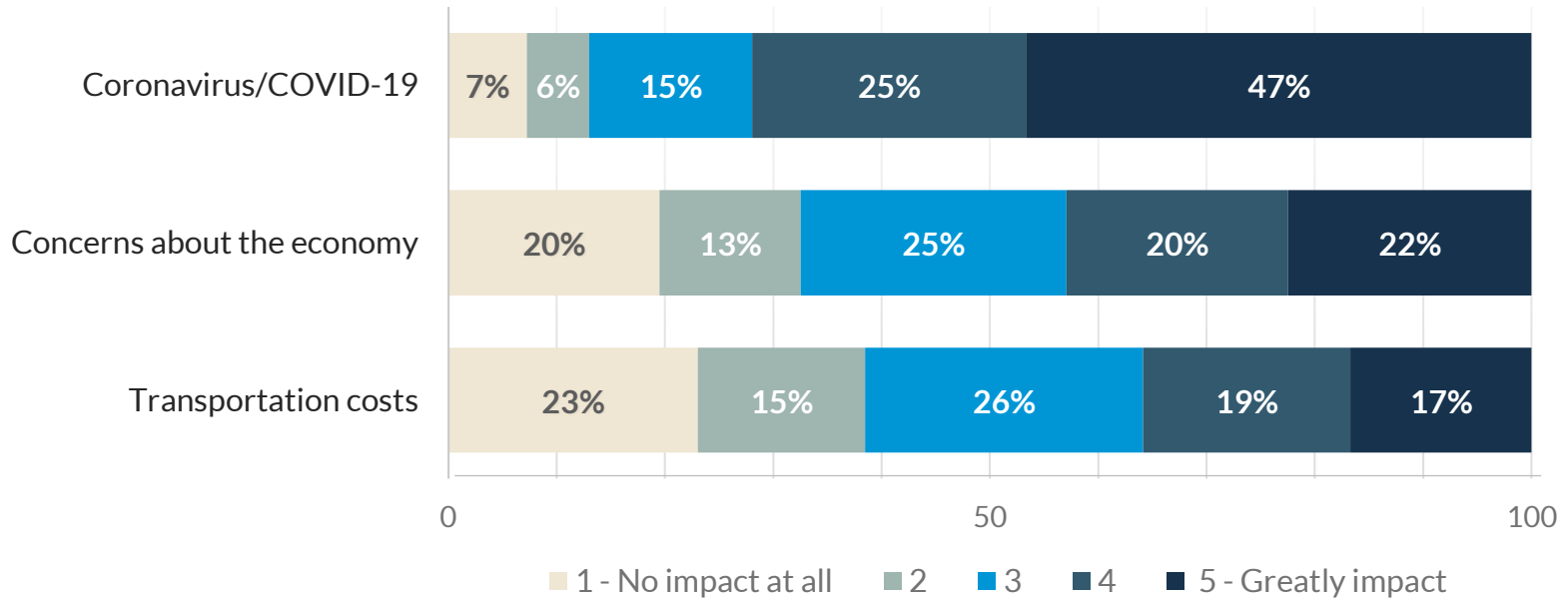
Impact of COVID-19 on Upcoming Travel Plans Comparison



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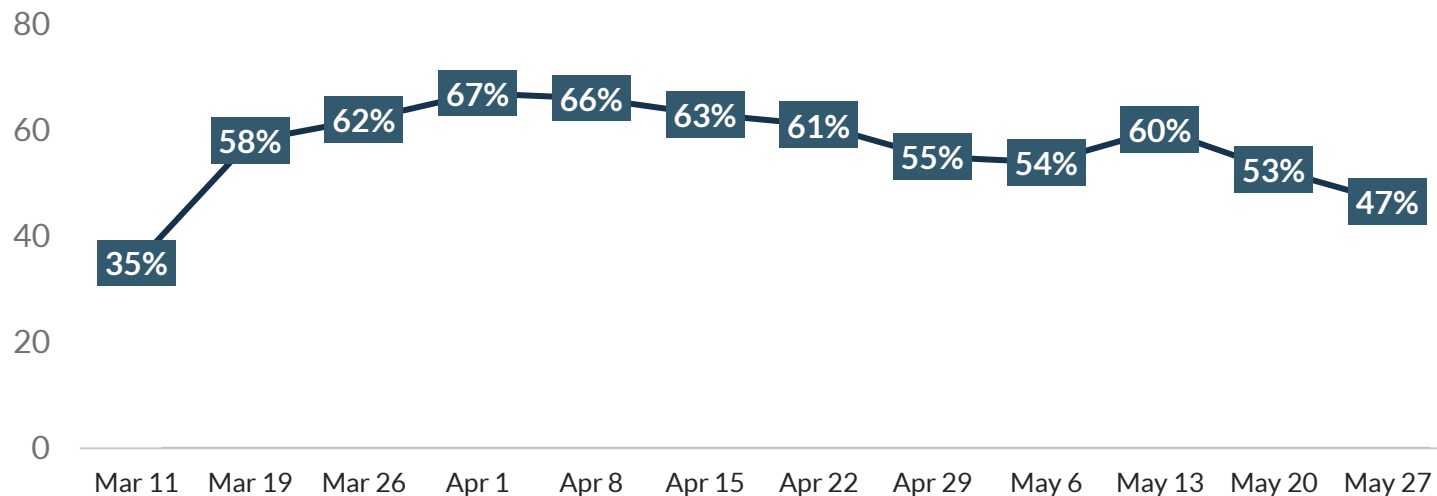
IMPACT ON TRAVEL PLANS

Factors Impacting Decisions to Travel in Next 6 Months



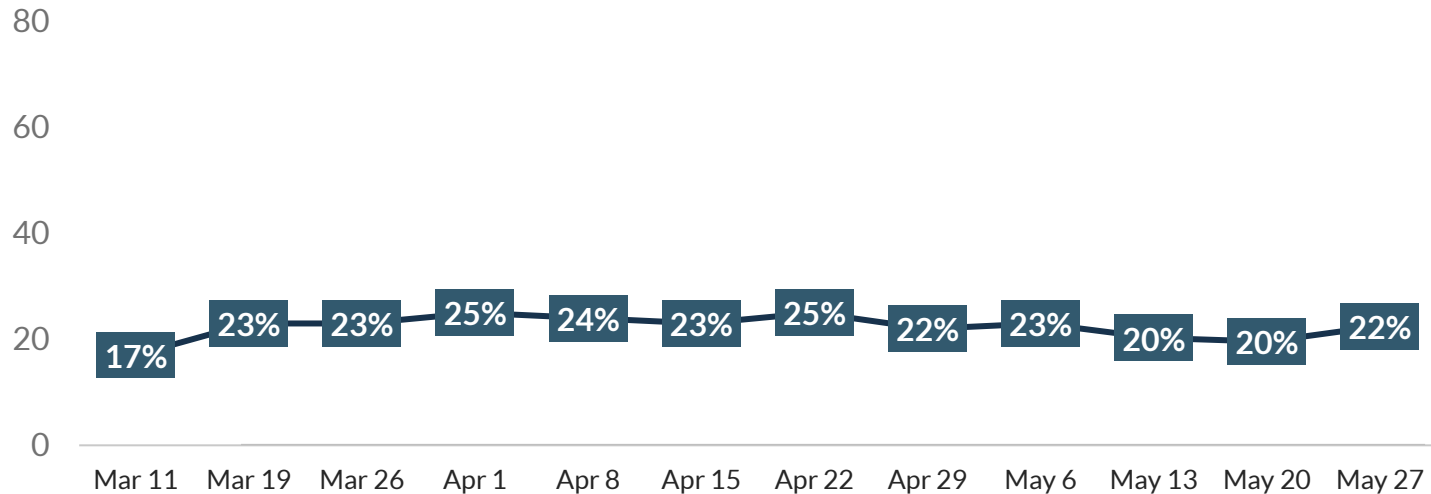
IMPACT ON TRAVEL PLANS

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



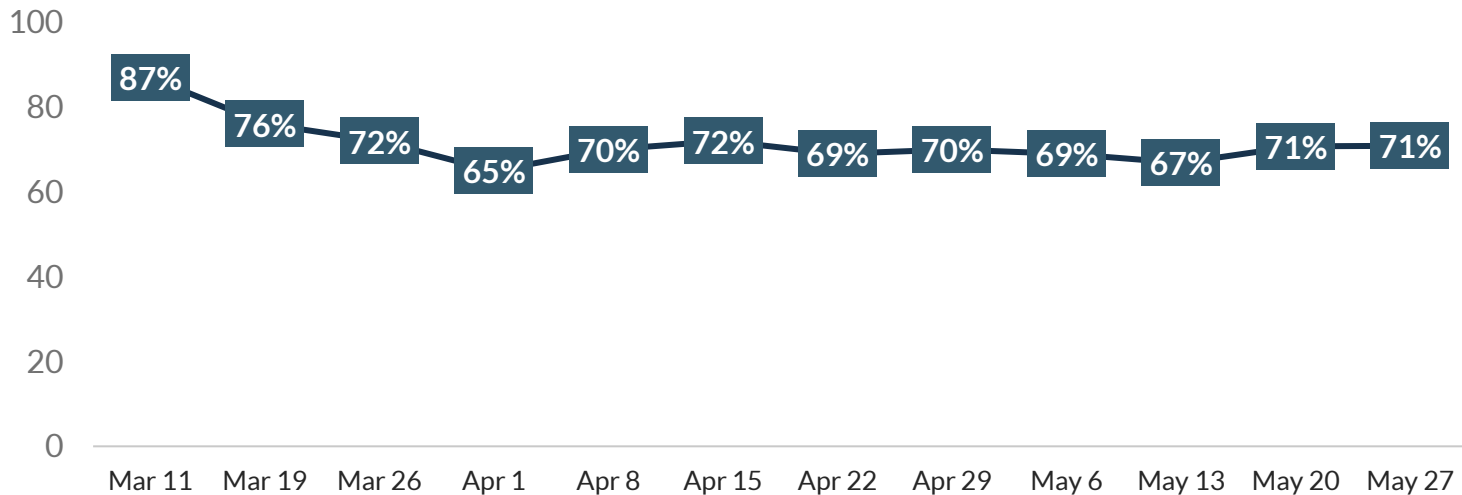
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Indicated that the Economy Would Greatly Impact their Decision to Travel in the Next Six Months



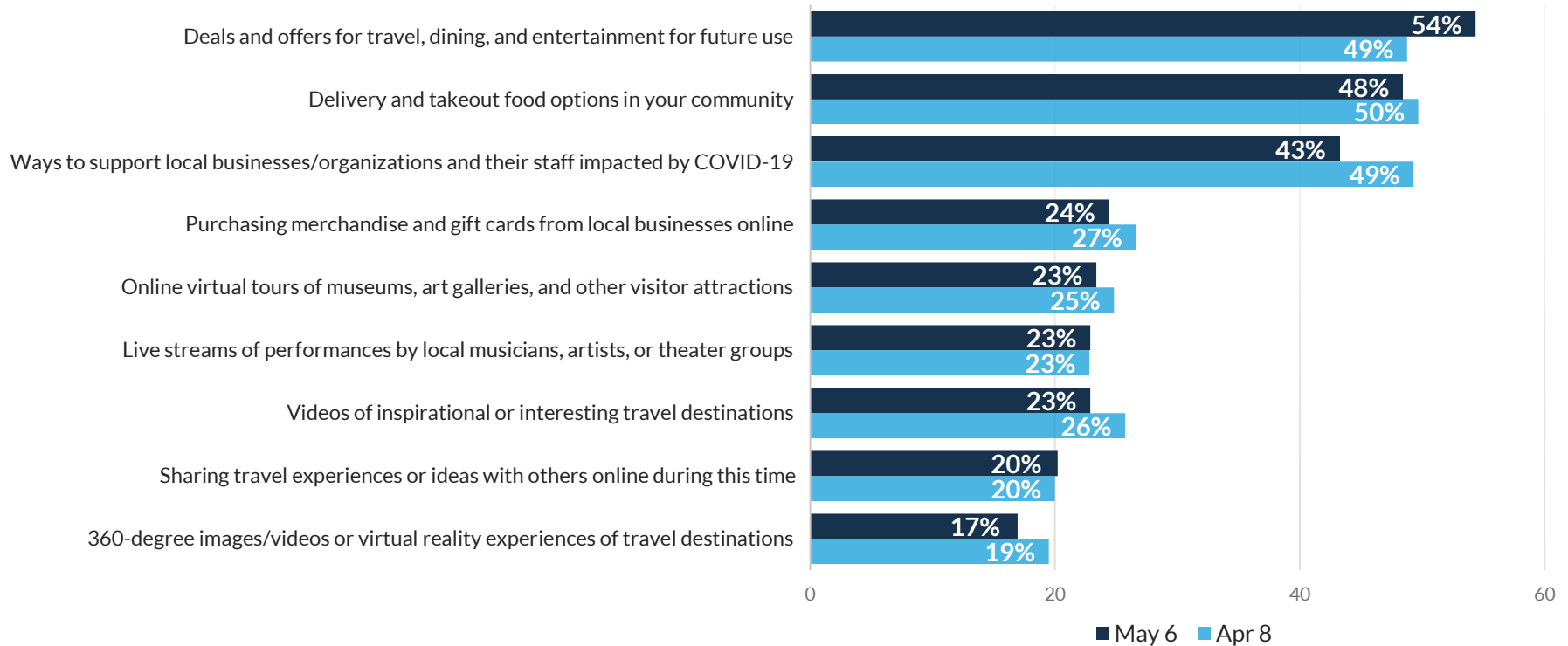
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Travelers with Travel Plans in the Next Six Months Comparison



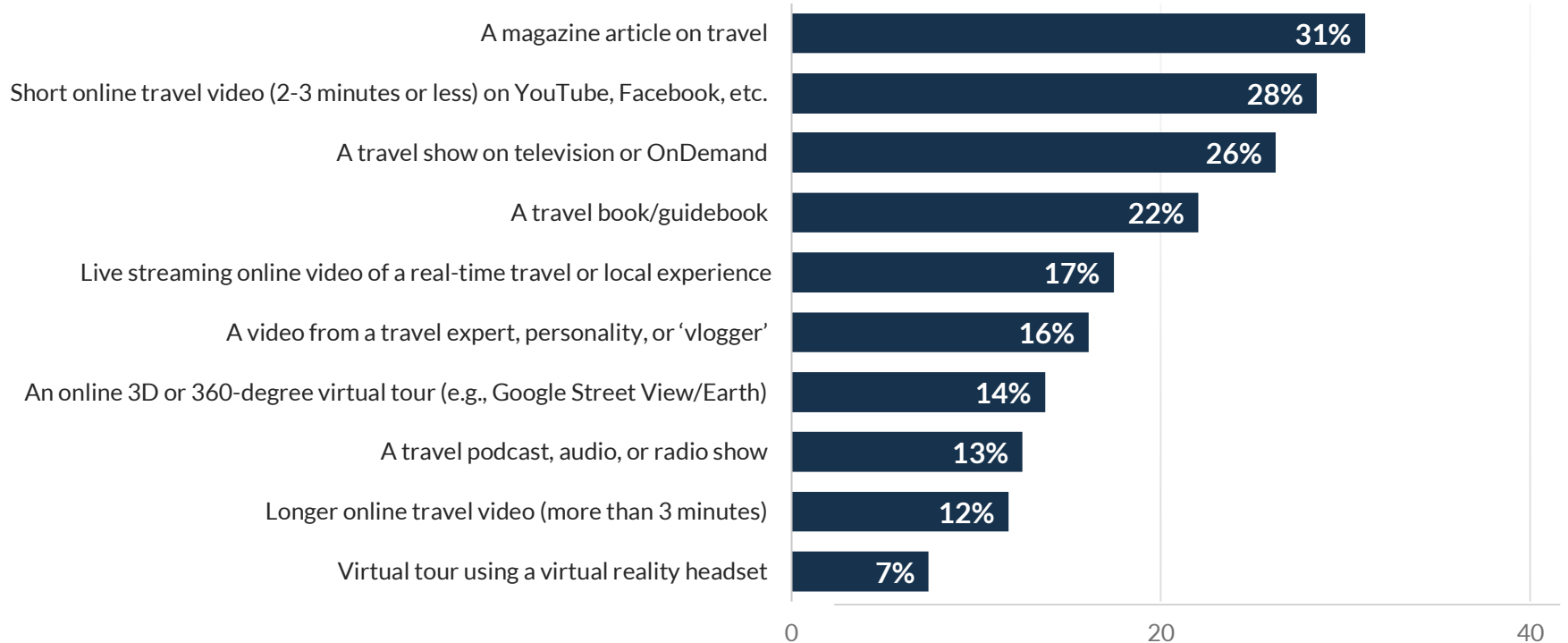
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Information and Content of Interest to Travelers - Comparison



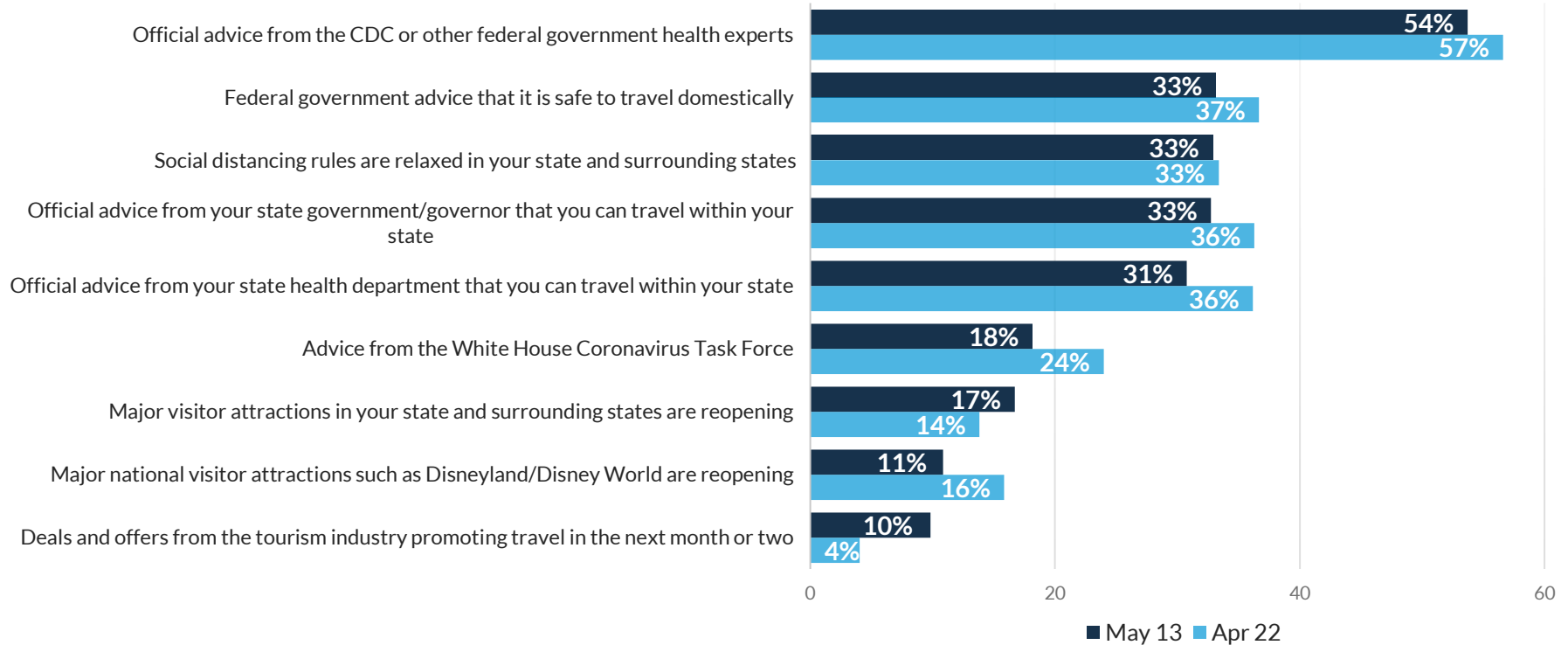
IMPACT ON TRAVEL PLANS – APRIL 15

Travel Content Viewed or Interacted with in Last Two Months



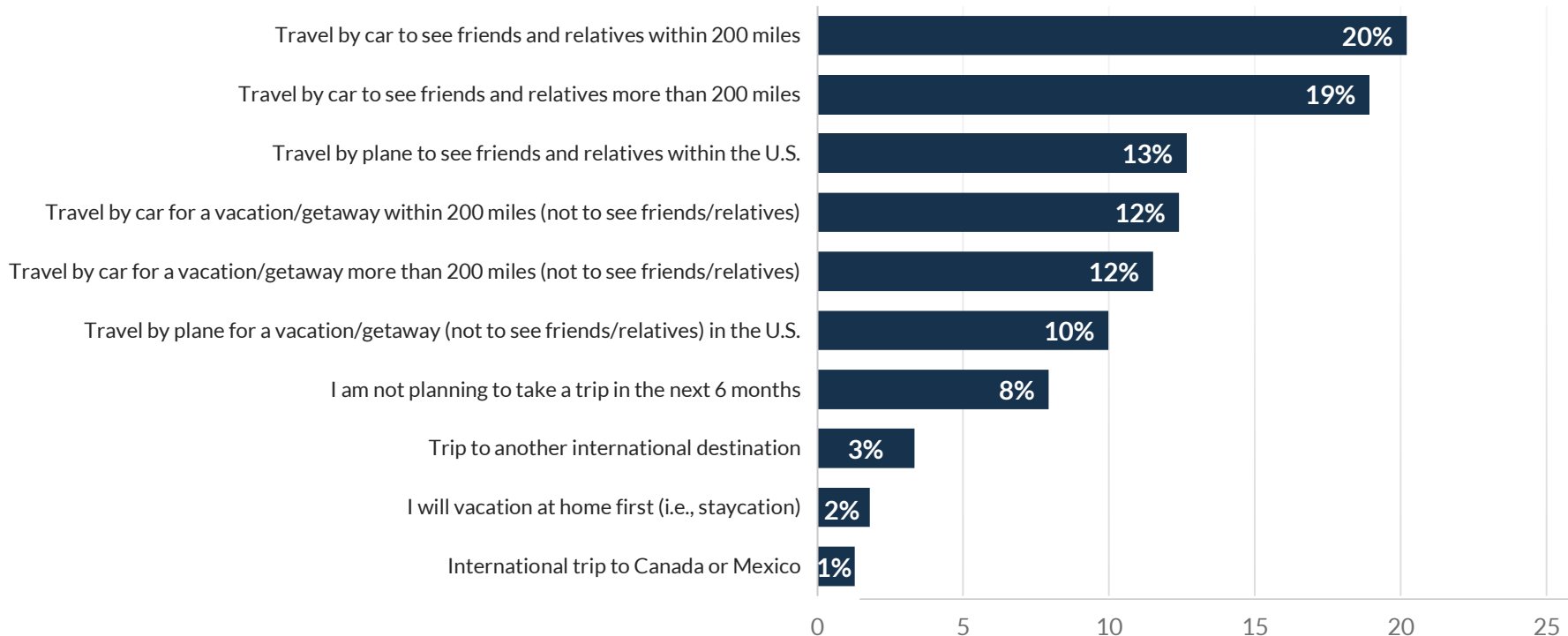
IMPACT ON TRAVEL PLANS

Information/Cues Indicating it is Safe to Plan Domestic U.S. Travel – Comparison



IMPACT ON TRAVEL PLANS – APRIL 29

First Trip Travelers Plan to Take in the Next Six Months



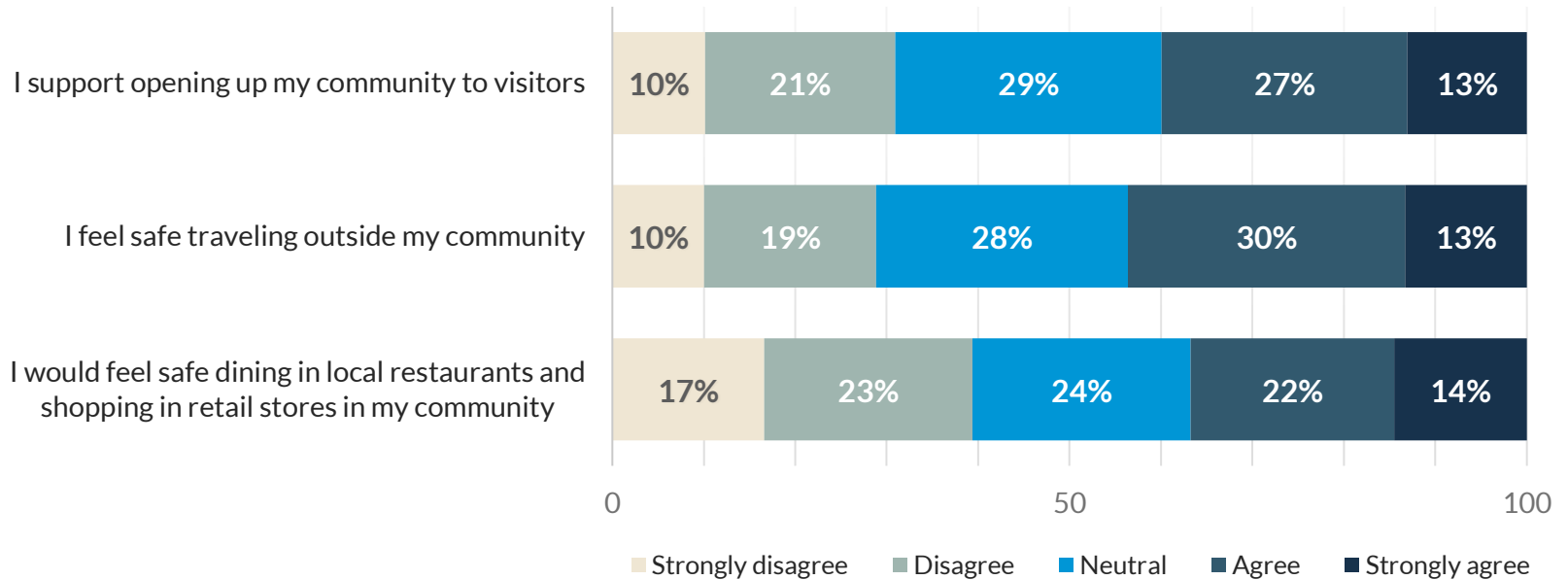
IMPACT ON TRAVEL PLANS

First Trip Travelers Will Take in the Next Six Weeks



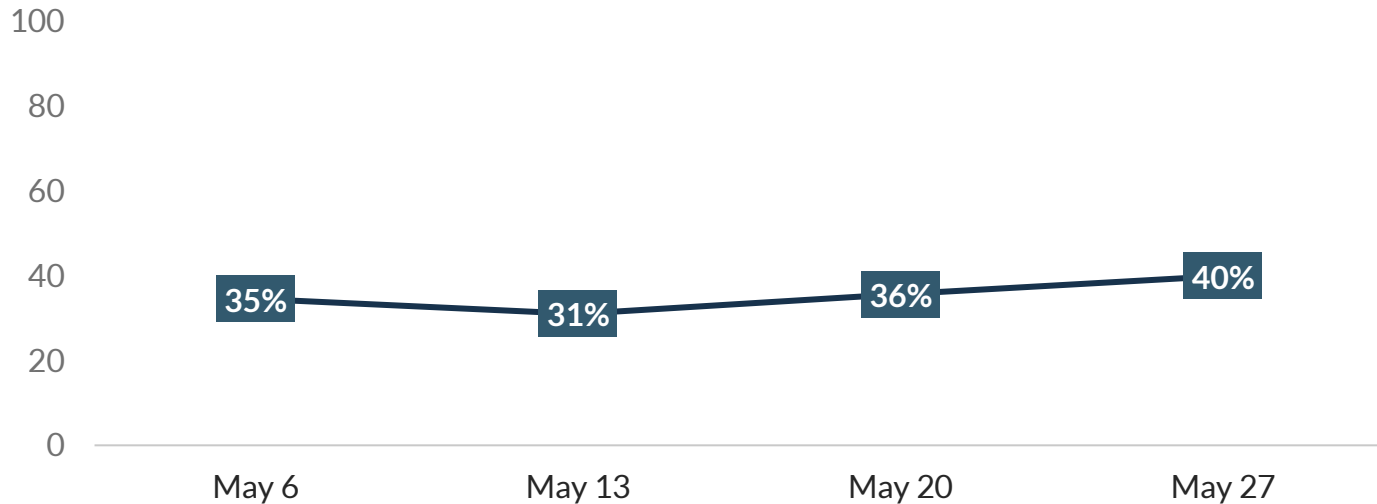
TRAVEL PERCEPTIONS

Perceptions of Safety and Travel



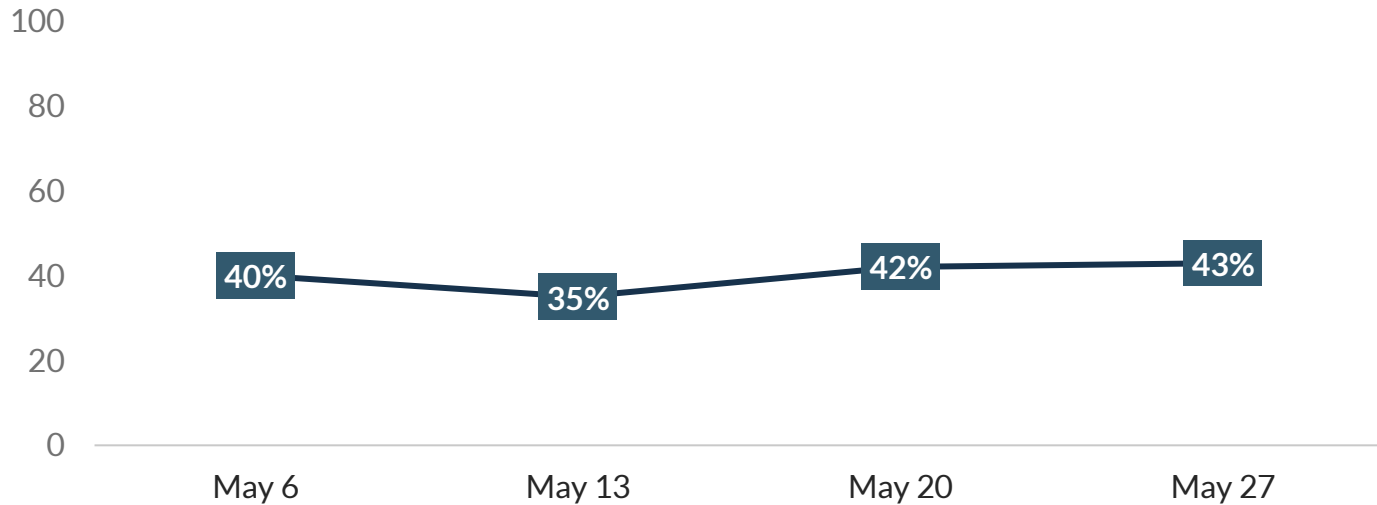
TRAVEL PERCEPTIONS

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



TRAVEL PERCEPTIONS

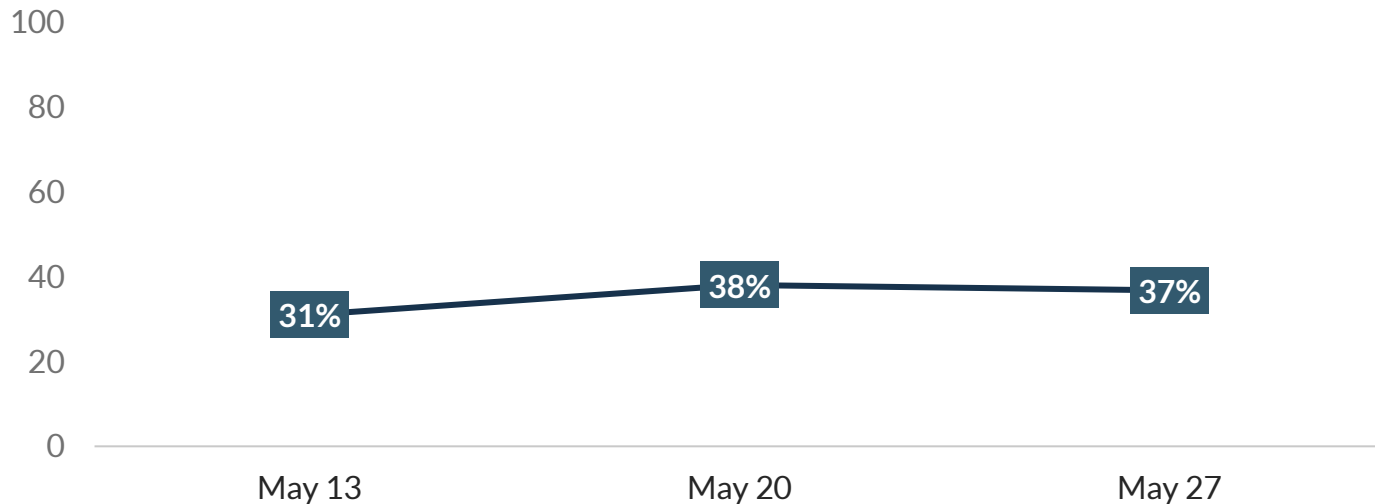
I Feel Safe Traveling Outside My Community Comparison of Travelers Who Strongly Agree or Agree



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



Key Takeaways

- **Recovery begins at home!**

Key Takeaways

- **Repeat to yourself:
“Regional Drive Markets First!”**

Key Takeaways

- **This is a health issue... you cannot discount your way into recovery!**

Key Takeaways

- **The “Fear Factor” is real..**

Key Takeaways

- **A ball of pent up demand is running straight into a wall of fear...**

Key Takeaways

- **Engagement has never been more important than NOW!**
 - **Residents**
 - **Partners/Local Businesses**
 - **Visitors**

Additional Resources

Longwoods International Research
longwoods-intl.com/news

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

Q&A

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Thank You

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