Travel Sentiment Study
Wave 2

- Fielded March 18-19, 2020
- U.S. National Sample of 1,000 adults 18+
75% of travelers planning to travel in the next six months will change their travel plans due to coronavirus.

- Canceled trip completely: 48%
- Reduced travel plans: 39%
- Changed destination to one I can drive to as opposed to fly: 18%
- Changed trip from international to domestic: 14%

Base: Coronavirus Changed Travel Plans
Travelers Planning to Change Upcoming Travel Plans Due to COVID-19
March 19th vs. March 11th

March 19: 75%
March 11: 58%
Impact of COVID-19 on Upcoming Travel Plans
March 19th vs. March 11th

- Canceled trip completely: March 19 - 48%, March 11 - 28%
- Reduced travel plans: March 19 - 39%, March 11 - 36%
- Changed destination to one I can drive to as opposed to fly: March 19 - 18%, March 11 - 30%
- Changed trip from international to domestic: March 19 - 14%, March 11 - 22%

Base: Coronavirus Changed Travel Plans
Coronavirus/COVID-19
- 6% No impact at all
- 7% Slightly impact
- 12% Mildly impact
- 18% Moderately impact
- 58% Greatly impact

Concerns about the economy
- 16% No impact at all
- 16% Slightly impact
- 26% Mildly impact
- 19% Moderately impact
- 23% Greatly impact

Transportation costs
- 20% No impact at all
- 17% Slightly impact
- 26% Mildly impact
- 19% Moderately impact
- 19% Greatly impact
Indicated that coronavirus would greatly impact their decision to travel in the next six months.
Travelers with Travel Plans in the Next Six Months
March 19th vs. March 11th

- March 19: 76%
- March 11: 87%