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Travel Intentions Pulse Survey (TIPS): Impact of COVID-19

KEY FINDINGS – Wave III - April 17-22, 2020

Research and analysis conducted by:

MMGY Travel Intelligence

TIPS: IMPACT OF COVID-19

The U.S. Travel Association has engaged MMGY to conduct an ongoing survey to monitor the impact of COVID-19 on U.S. travelers. The online survey designed and analyzed by MMGY Travel Intelligence is conducted bi-weekly among 1,200 U.S. residents who have taken an overnight trip for either business or leisure in the past 12 months. The maximum error at the 95% level of confidence for a sample of 1,200 is +/- 2.83%.

Source: MMGY Travel Intelligence

KEY INSIGHTS

- Travelers are returning to a more optimistic outlook about travel in the next six months. After falling to just 31% of travelers in Wave II, those who said they are likely to take a vacation in the next six months increased to 38% in Wave III. The likelihood of taking a business trip in the next six months remained stable between Wave I and Wave II, which is also encouraging.

- As the pandemic continues, plans that were once postponed are increasingly being canceled. The most impacted are those that require longer-term planning and those that are more expensive such as vacations, flights, attending conferences and sporting and theatrical events. The largest shift has been in overall vacation plans, where those saying they've now canceled a vacation increased from 58% in Wave II to 66% Wave III.

- After dropping noticeably in Wave II, travelers' perceptions of safety across various forms of transportation and travel increased in Wave III. This is likely due to the fact that mainstream media's coverage of optimism about "flattening the curve" corresponded closely with when Wave III was in the field.

Source: MMGY Travel Intelligence

KEY INSIGHTS

- Road trips and travel to destinations closer to home will likely drive much of recovery demand as the pandemic fades. The percentage of travelers who agreed that they are more likely to travel by car after COVID-19 passes increased from 35% in Wave II to 47% in Wave III. And, the percentage who said they are more likely to travel to destinations close to home increased from 36% in Wave II to 42%. This was especially true for older travelers.

- Consumers' interest in travel may ultimately be eclipsed by lingering concerns about either safety or their ability to pay for it. Six in ten respondents say they will be eager to travel for leisure once the COVID-19 emergency has passed, up from 54% in Wave II. Yet, just 38% say they are likely to take a leisure trip in the next six months.

- Less than one-third of travelers are eager to travel for business. However, business travelers are more likely to engage in all types of travel-related activities than are leisure travelers. This may simply reflect the fact that business travelers are typically more frequent travelers overall.

Source: MMGY Travel Intelligence

KEY INSIGHTS

- A slowing in the spread of COVID-19 worldwide and the CDC reducing risk advisory levels continue to be the most important factors impacting decisions to travel in the next six months. However, there are also signs that travelers are increasingly looking for travel restrictions to be lifted to make a travel decision. The percentage of travelers who indicated an easing of travel restrictions would impact their decision to travel increased from 45% in Wave II to 53% in Wave III.

- In Wave III, travelers were slightly less concerned about the threat of contracting COVID-19 than they were just two weeks prior. In particular, the concern about others in their household contracting the virus dropped from 40% in Wave II to 34% in Wave III. And, travelers age 50-64 years old continue to be the age group *least* concerned.

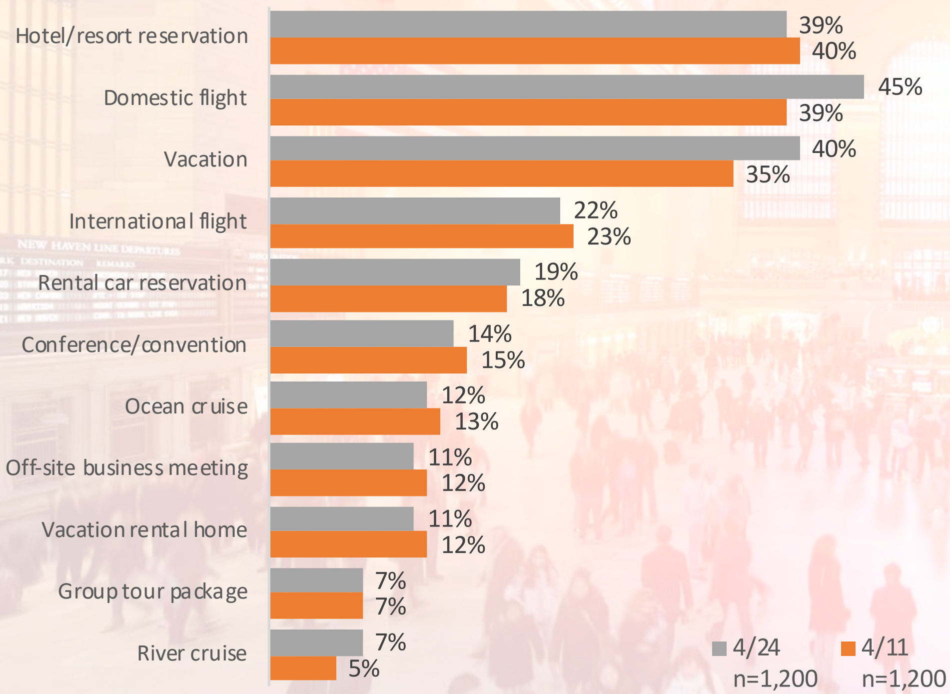
- The sources of information American travelers rely upon most for their COVID-19 news are national and local TV news, followed by national cable news and the CDC. Local radio talk shows and newspapers, as well as NPR, are the sources travelers rely upon the least.

Source: MMGY Travel Intelligence

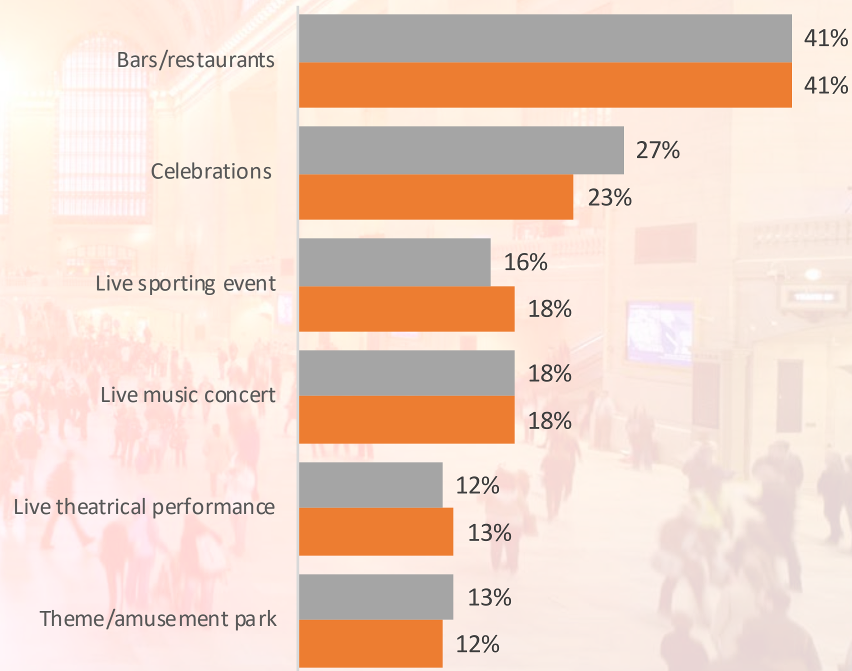
90% of Travelers Surveyed Had Travel or Events Planned and Confirmed Prior to COVID-19

*Question added 4/11

Travel Booked Prior to COVID-19



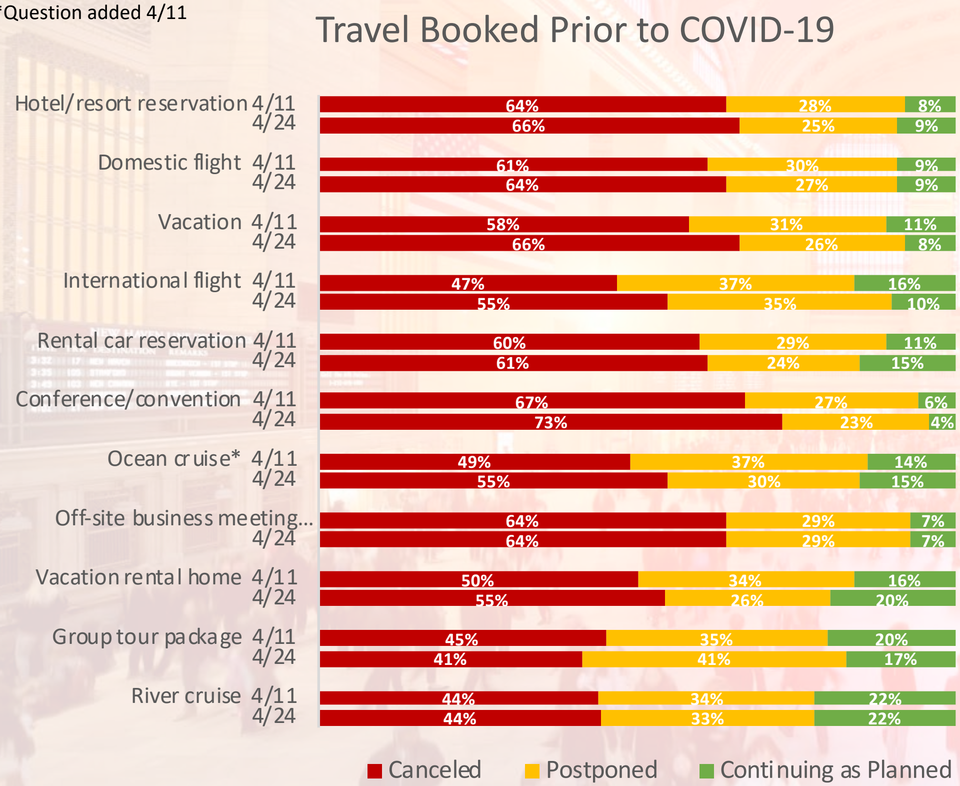
Events Booked Prior to COVID-19

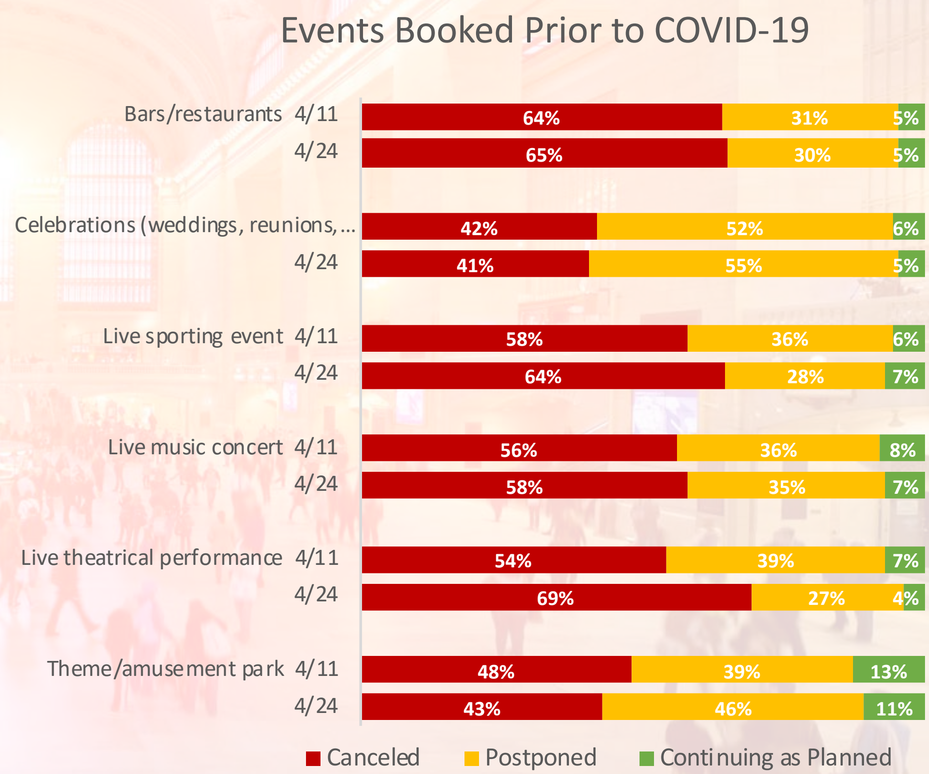


Source: MMGY Travel Intelligence

Plans That Were Once Postponed are Gradually Being Canceled

*Question added 4/11





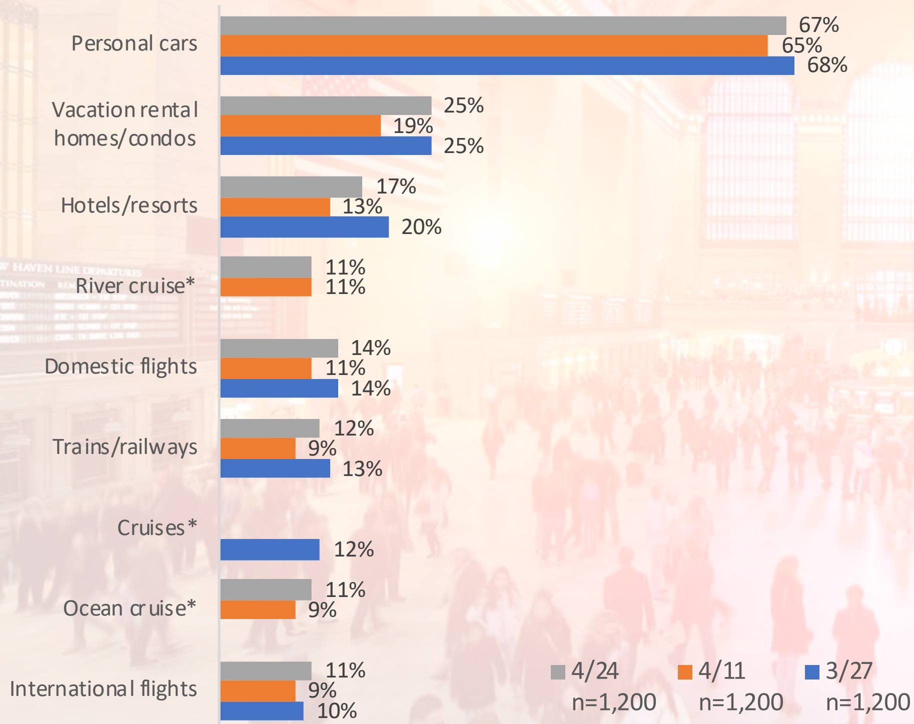
Source: MMGY Travel Intelligence

Travelers Starting to Feel Safer About Engaging in All Travel-Related Activities

*Added/Deleted 4/11

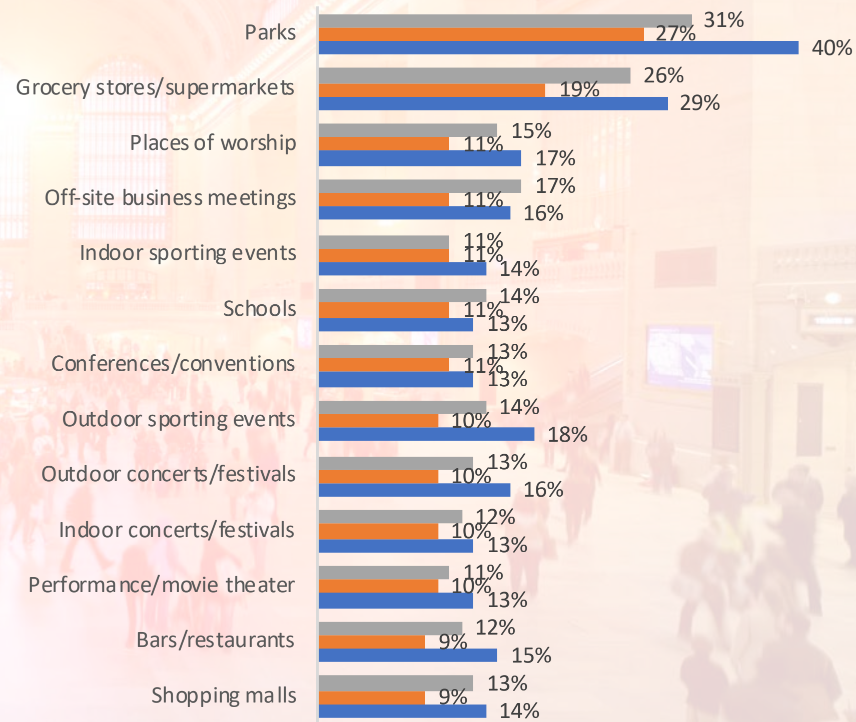
Transportation and Lodging

(% Top 2 Box on a 5-point Scale)



Activities and Venues

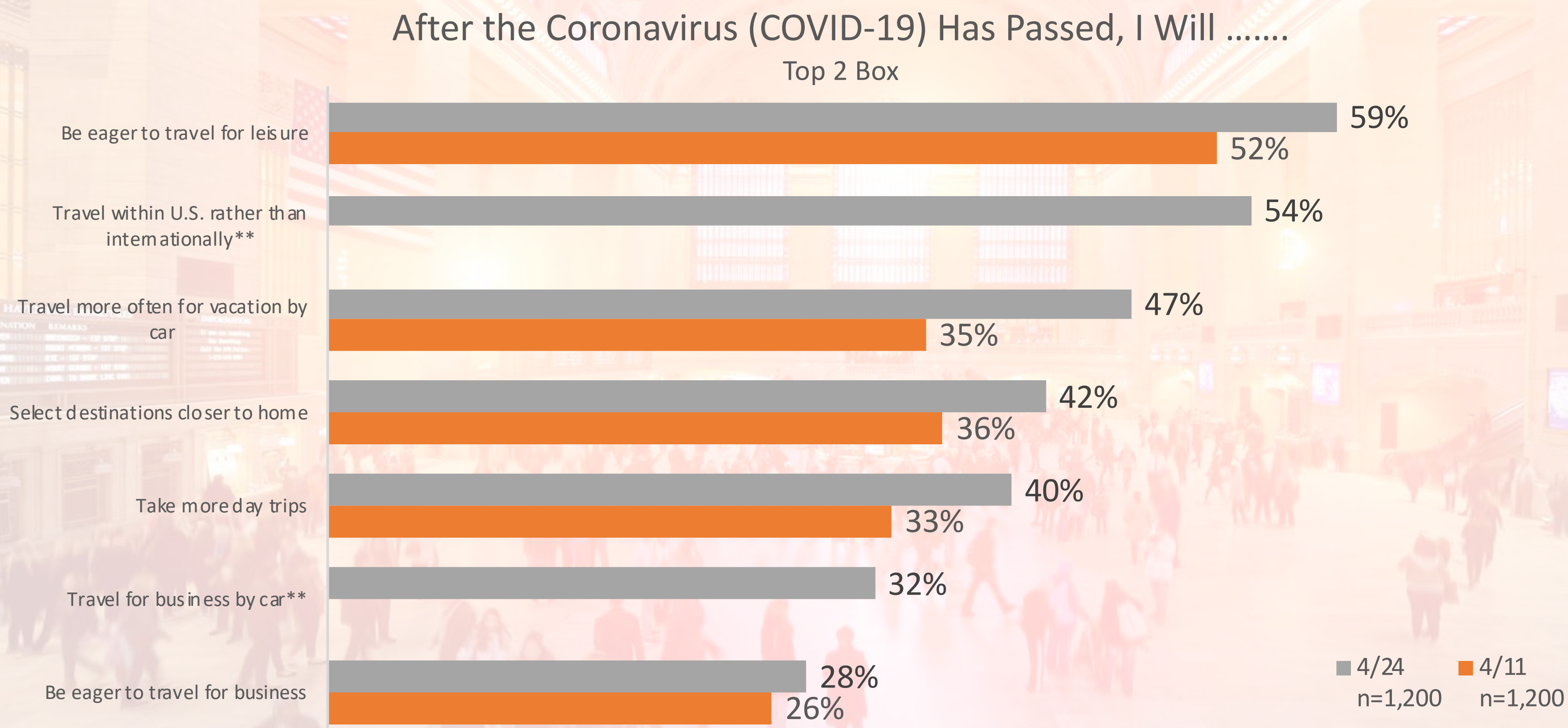
(% Top 2 Box on a 5-point Scale)



Source: MMGY Travel Intelligence

Travelers Becoming More Eager to Travel – Particularly By Car and Closer to Home

Question added 4/11
**Added 4/24

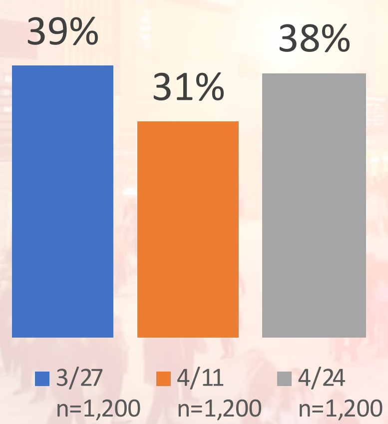


Source: MMGY Travel Intelligence

Likelihood of Taking a Domestic Leisure Trip (Next Six Months) Has Increased, No Change In Business Travel Intentions

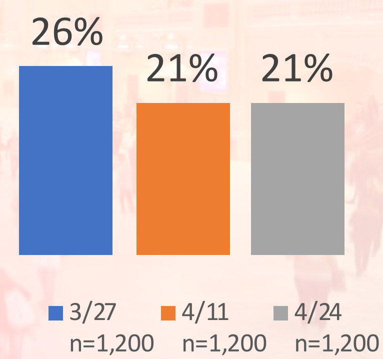
Take a Domestic Leisure Trip

(% Top 2 Box; 5-point Scale)



Take a Domestic Business Trip

(% Top 2 Box; 5-point Scale)

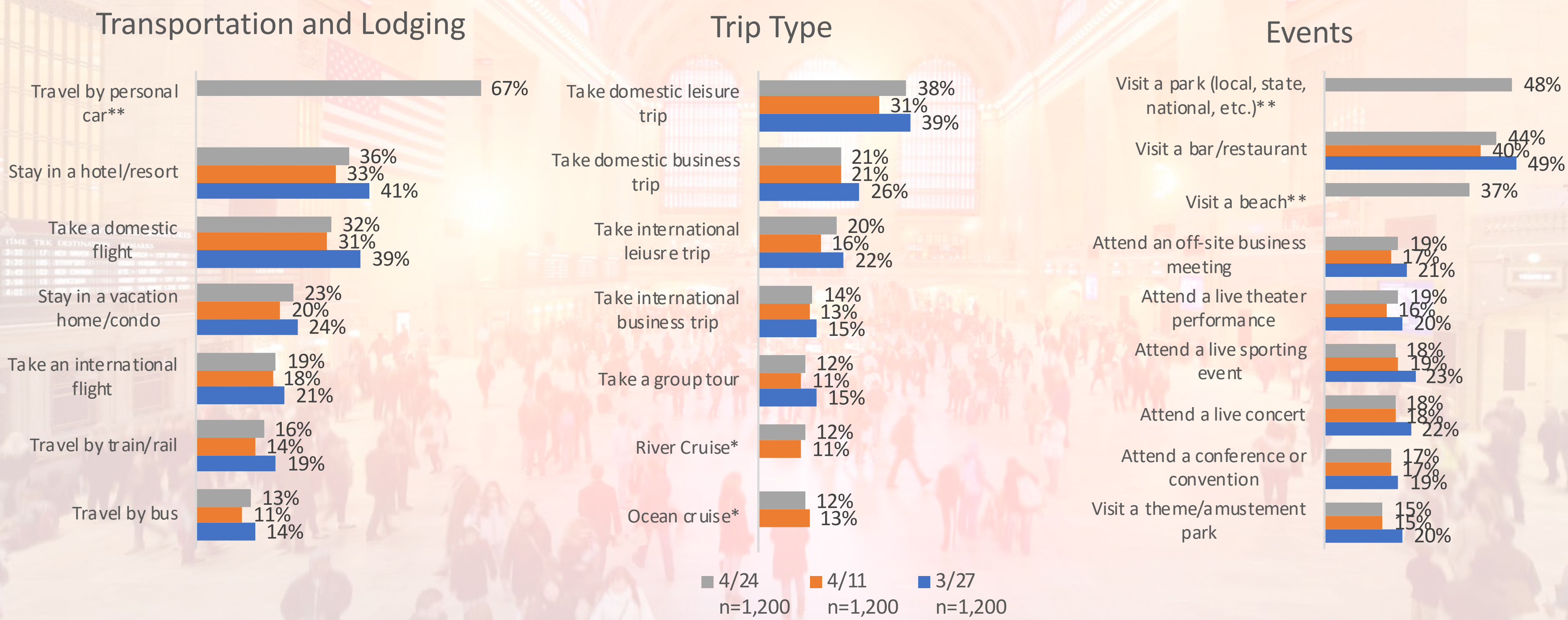


Source: MMGY Travel Intelligence

Likelihood of Engaging in Most Travel Activities (Next Six Months) Starting to Improve

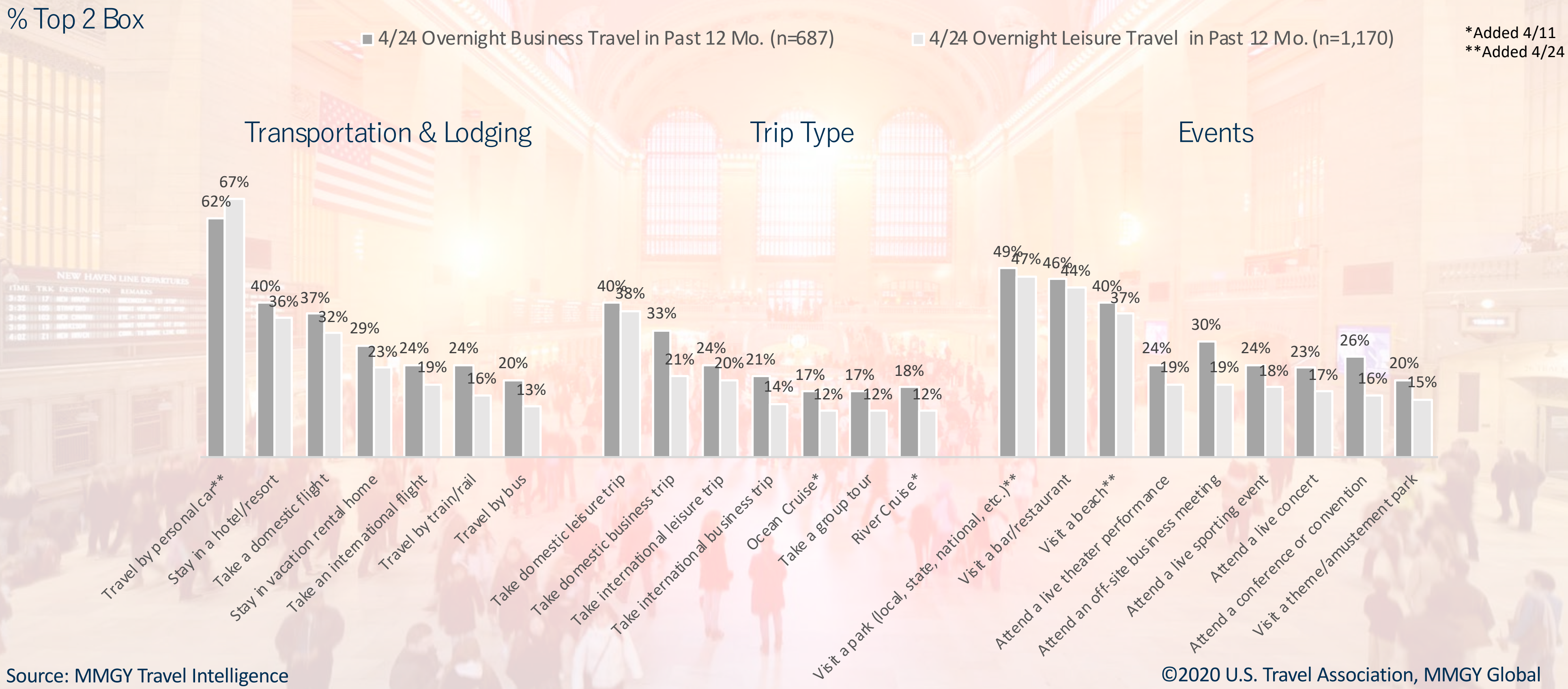
% Top 2 Box

*Added 4/11
**Added 4/24



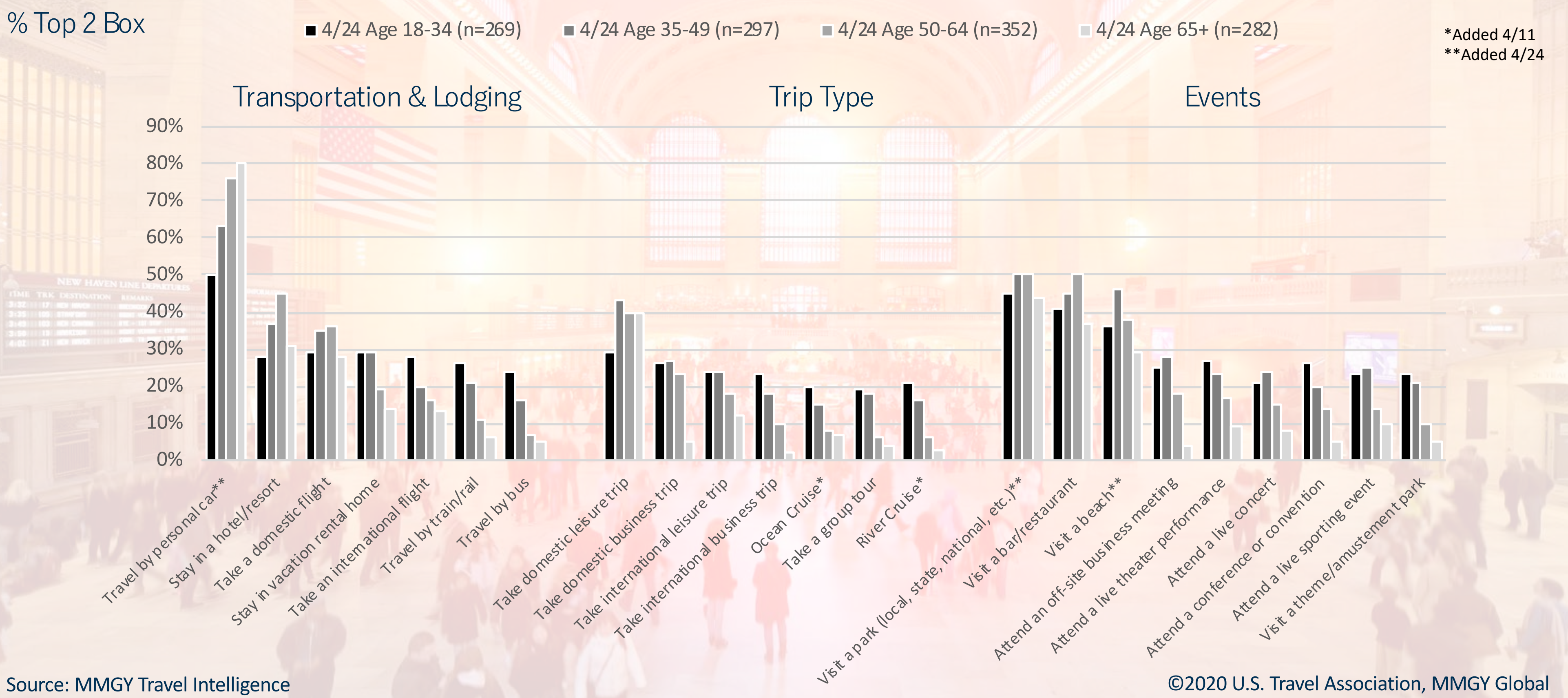
Source: MMGY Travel Intelligence

Business Travelers More Likely than Leisure Travelers to Engage in All Activities During Next Six Months



Source: MMGY Travel Intelligence

Younger Travelers Expected to Travel Most During Next Six Months, Older Travelers More Likely to Do So by Car



Source: MMGY Travel Intelligence

Travelers From All Regions Similar In Their Likelihood to Engage in Travel Activities During Next Six Months

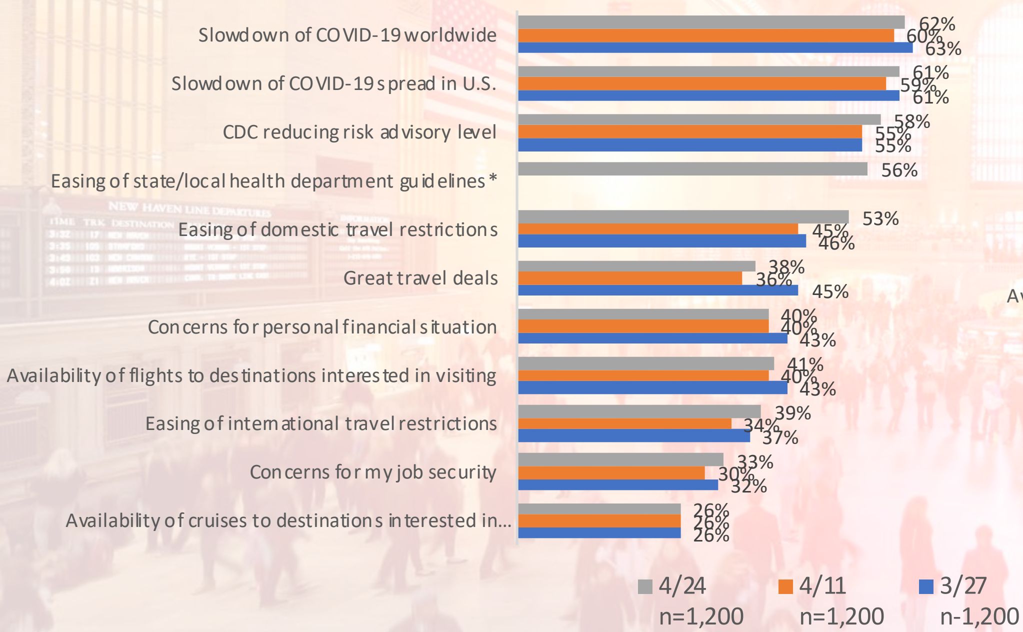
Source: MMGY Travel Intelligence

Slowing The Spread of COVID-19 Most Likely To Impact Future Travel Plans, Easing of Travel Restrictions Increasingly Important

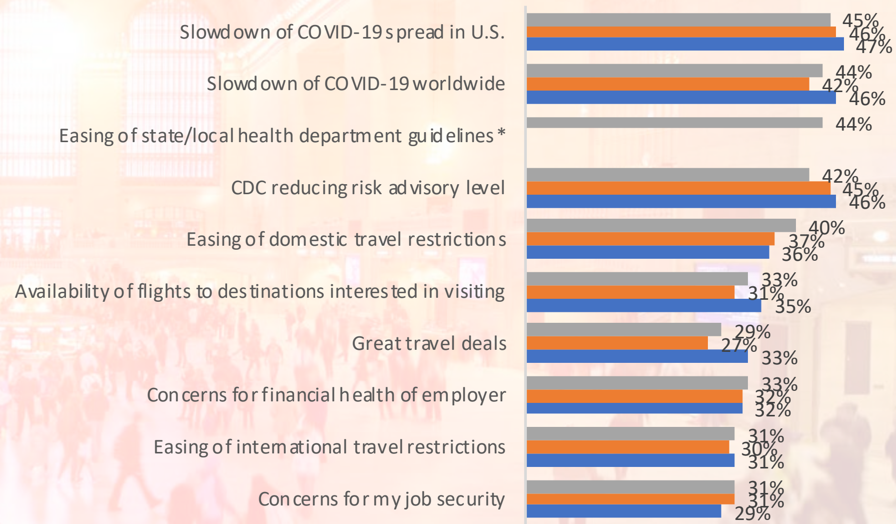
% Top 2 Box among all travelers

*Added 4/24

Impact on Taking a Leisure Trip

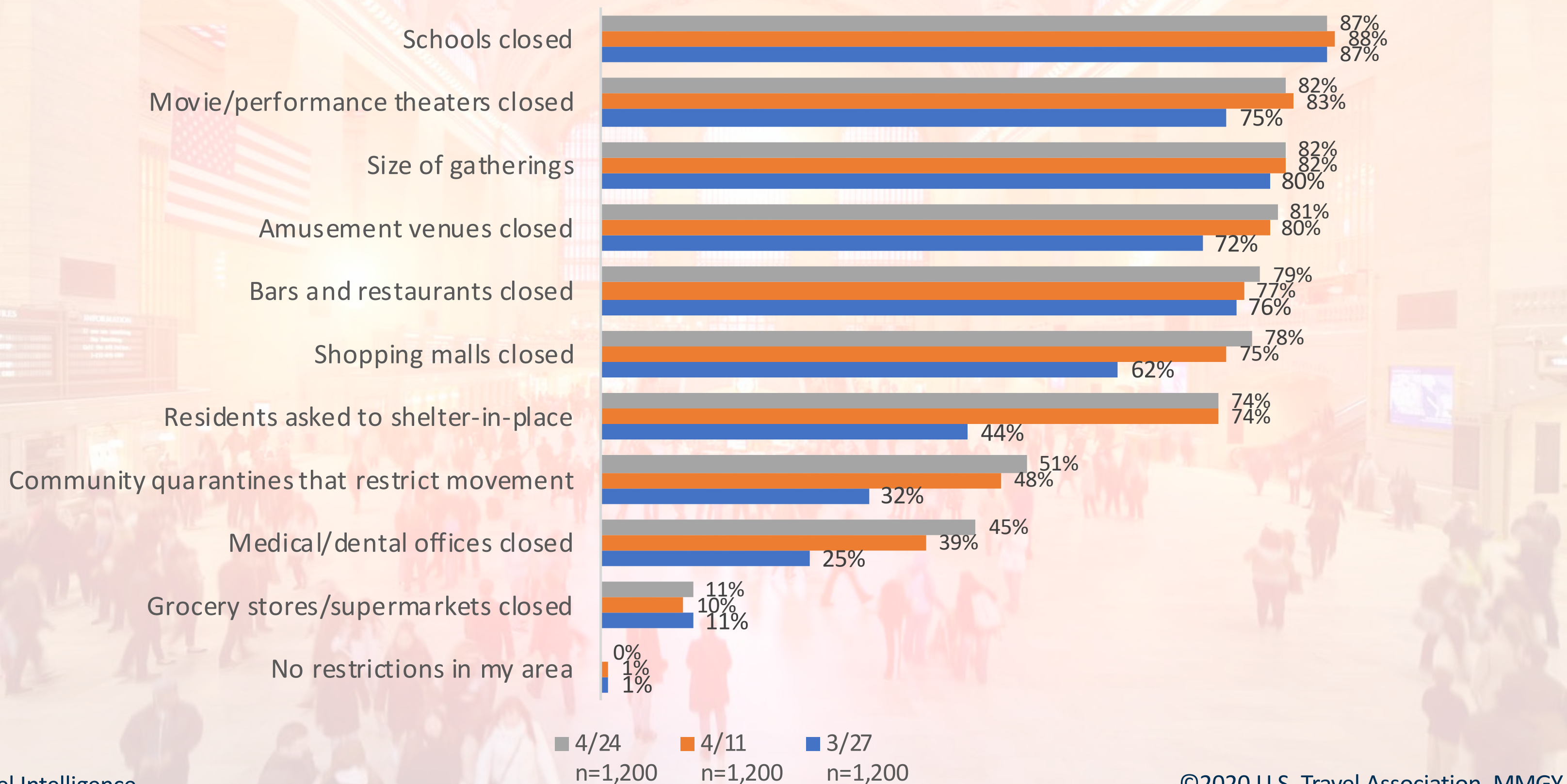


Impact on Taking a Business Trip



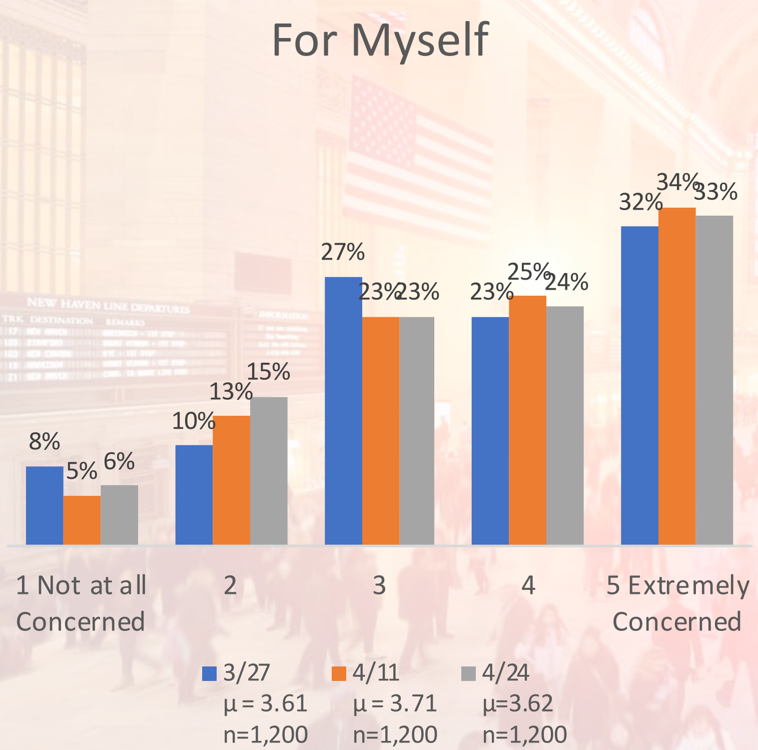
Source: MMGY Travel Intelligence

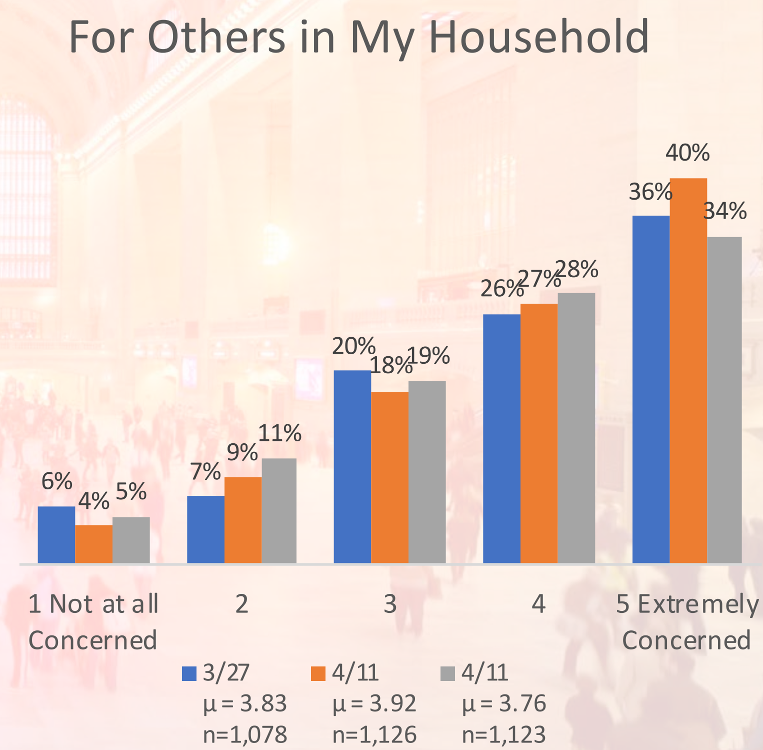
Closures of Most Public Venues Continue to Increase



Source: MMGY Travel Intelligence

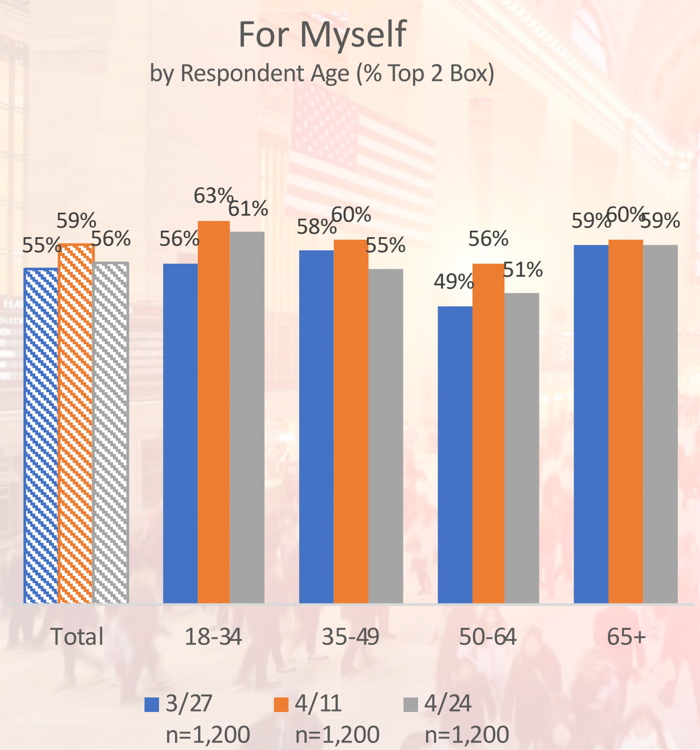
Personal Concern for Contracting COVID-19 Remains the Same, Extreme Concern for Others in the Household Declines

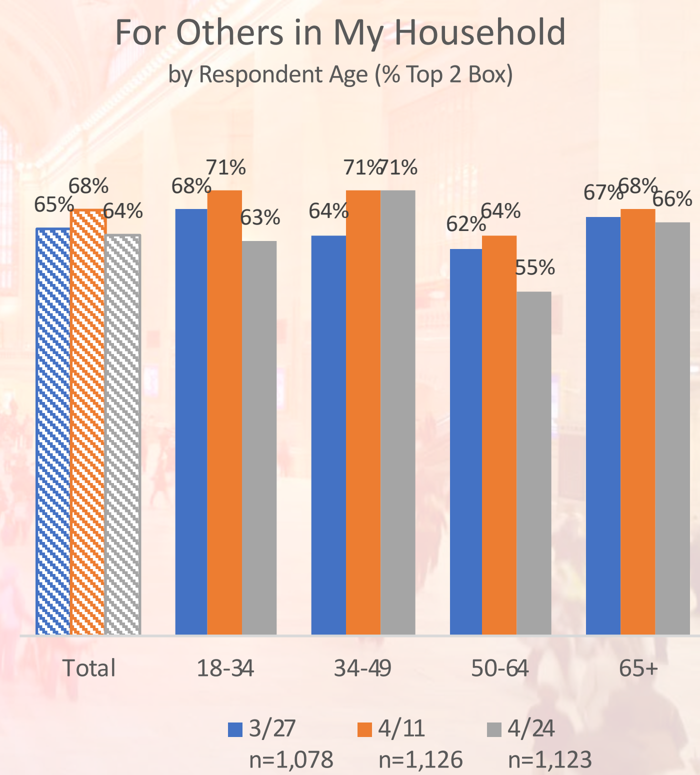




Source: MMGY Travel Intelligence

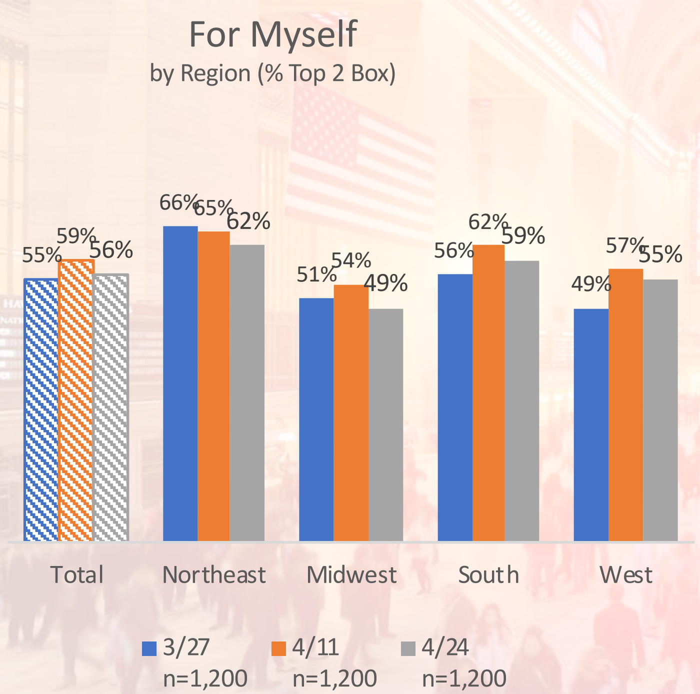
Concern About Contracting COVID-19 Starting to Decline Among Most Age Cohorts

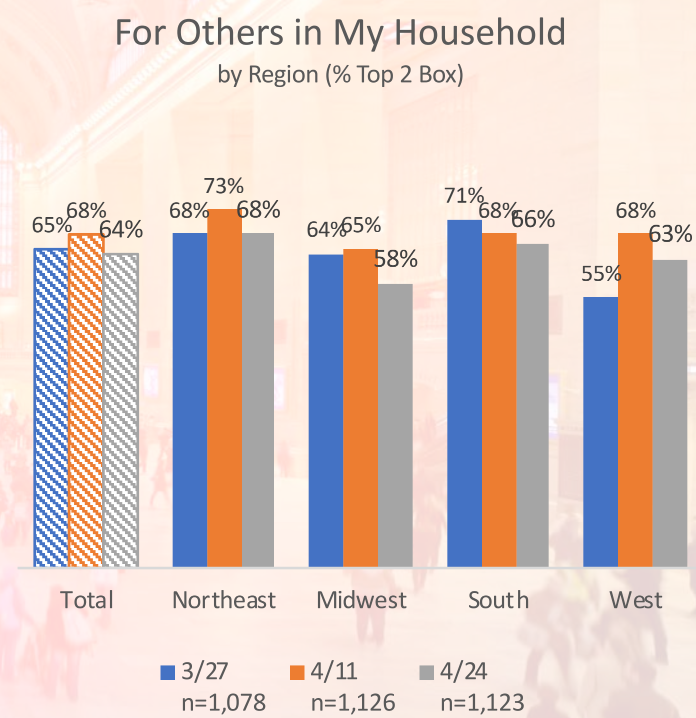




Source: MMGY Travel Intelligence

Concern About Contracting COVID-19 Declined Across All Regions, But Northeast and South Still Most Concerned

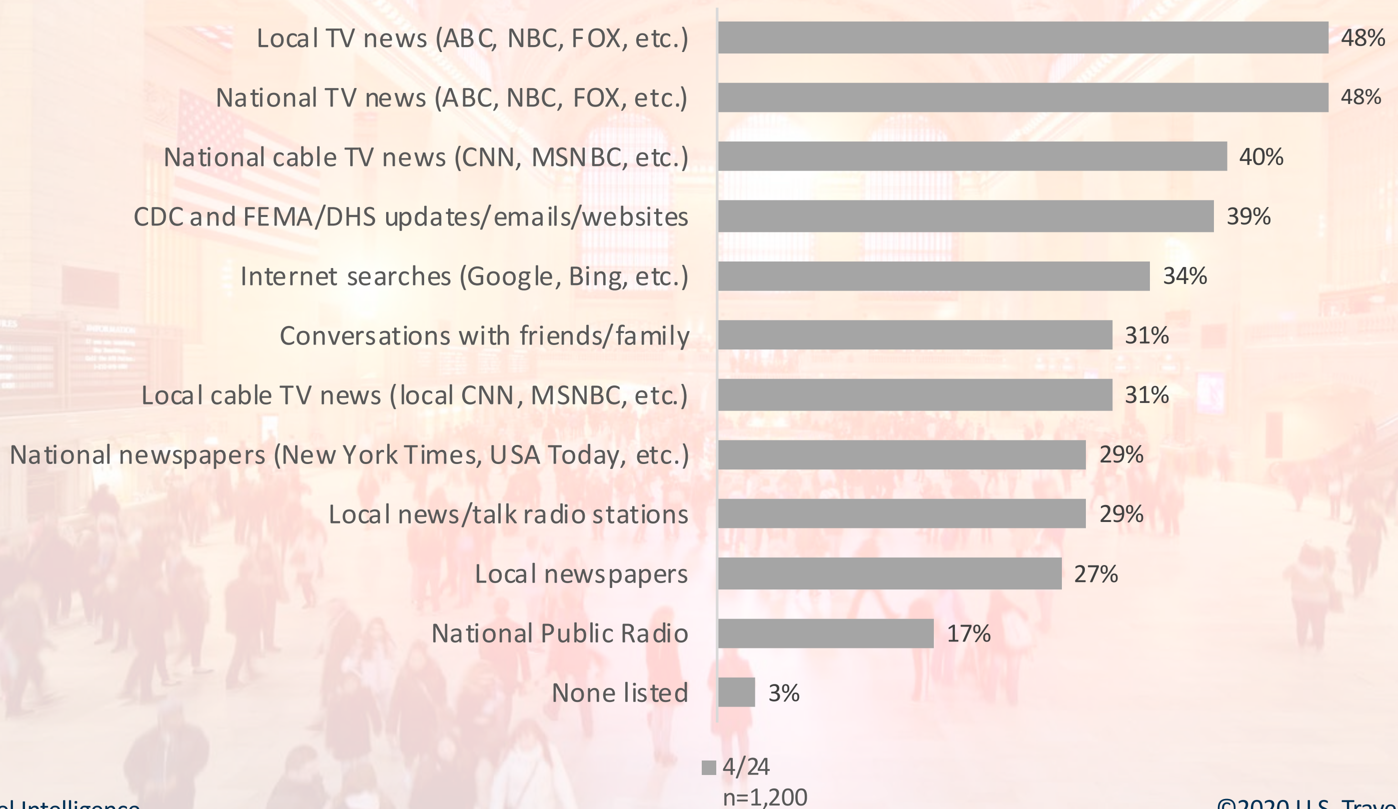




Source: MMGY Travel Intelligence

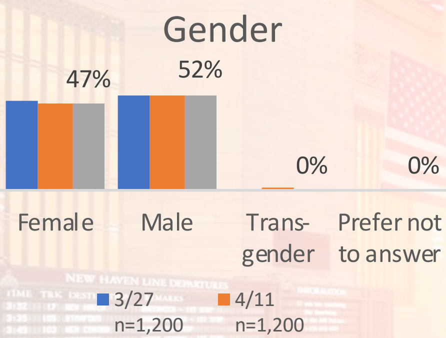
Most Respondents Rely On National/Local Broadcast Network TV News For Information About COVID-19

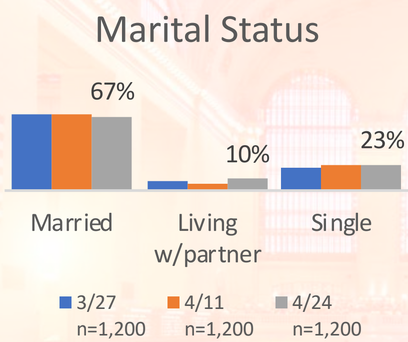
Question Added 4/24

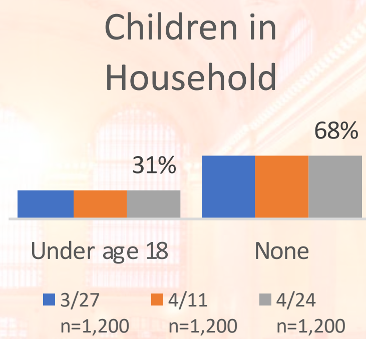


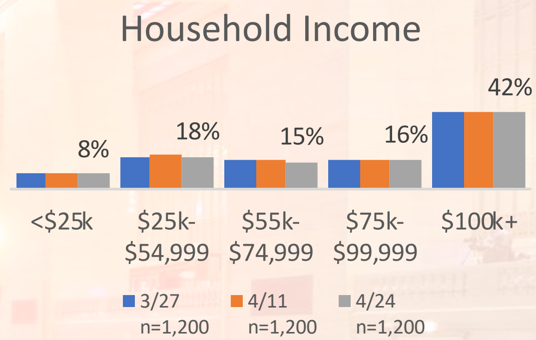
Source: MMGY Travel Intelligence

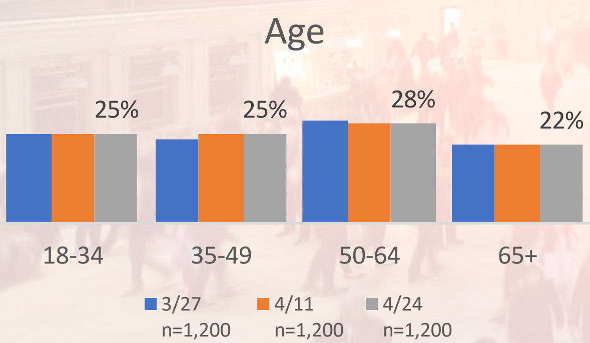
Respondent Demographics

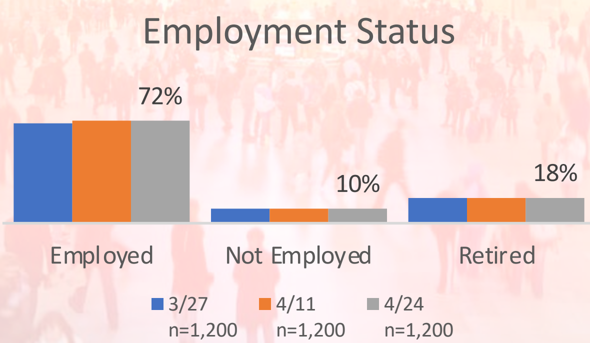


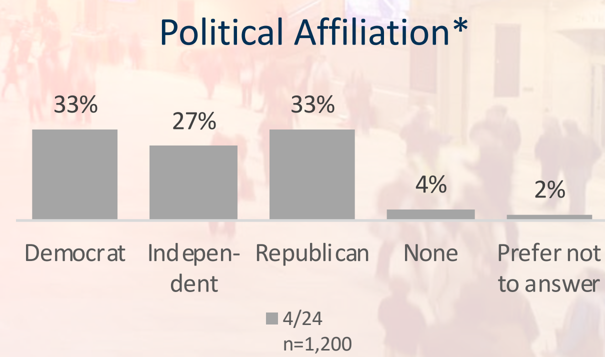












Source: MMGY Travel Intelligence

* Added 4/24

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