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

KEY FINDINGS – March 27, 2020
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
• The likelihood of taking a leisure trip in the next 6 months has declined by more than 50% in past month

• Travelers feel safest now in personal vehicles and least safe on cruises and international flights

• Business travelers generally feel safer traveling than leisure travelers

Source: MMGY Travel Intelligence
• Slowdown in spread of COVID-19 will have the most impact on travel decisions in next 6 months

• Travelers are just as concerned about family members contracting COVID-19 as they are about getting it themselves

• Younger travelers are more likely to worry more about others, but they are also concerned about their own health

Source: MMGY Travel Intelligence
The Likelihood of Taking a Domestic Business Trip in the Next 6 Months Has Declined Materially In Past Month*

% of travelers who say they are likely to travel domestically for leisure in next 6 months

- **Take a Domestic Leisure Trip** (% Top 2 Box; 5-point Scale)
  - **Wave I MMGY Travelhorizons (Feb 2020); n=1,771**
  - 82%
  - 39%

- **Take a Domestic Business Trip** (% Top 2 Box; 5-point Scale)
  - **Wave I MMGY Travelhorizons (Feb 2020); n=1,771**
  - 40%
  - 26%

Source: MMGY Travel Intelligence

* Among those taking a leisure trip in past 12 months
Likelihood of Doing Each of the Following Activities in the Next 6 Months

<table>
<thead>
<tr>
<th>Activity</th>
<th>Mean Score; 5-point Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit a bar/restaurant</td>
<td>3.36</td>
</tr>
<tr>
<td>Stay in a hotel/resort</td>
<td>3.14</td>
</tr>
<tr>
<td>Take a domestic flight</td>
<td>3.09</td>
</tr>
<tr>
<td>Take domestic leisure trip</td>
<td>2.47</td>
</tr>
<tr>
<td>Stay in a vacation home/condo</td>
<td>2.37</td>
</tr>
<tr>
<td>Take international leisure trip</td>
<td>2.34</td>
</tr>
<tr>
<td>Attend a live concert</td>
<td>2.36</td>
</tr>
<tr>
<td>Attend a life sporting event</td>
<td>2.30</td>
</tr>
<tr>
<td>Attend a live theater performance</td>
<td>2.24</td>
</tr>
<tr>
<td>Take international leisure trip</td>
<td>2.21</td>
</tr>
<tr>
<td>Attend an off-site business meeting</td>
<td>2.18</td>
</tr>
<tr>
<td>Visit a theme/amusement park</td>
<td>2.18</td>
</tr>
<tr>
<td>Travel by train/rail</td>
<td>2.14</td>
</tr>
<tr>
<td>Attend a conference or convention</td>
<td>1.98</td>
</tr>
<tr>
<td>Take a group tour</td>
<td>1.94</td>
</tr>
<tr>
<td>Travel by bus</td>
<td>1.93</td>
</tr>
<tr>
<td>Take a cruise</td>
<td>1.85</td>
</tr>
</tbody>
</table>

Source: MMGY Travel Intelligence

N=1,200

3/27/2020 (benchmark survey)
Business Travelers More Likely than Leisure Travelers to Engage in All Activities

% of travelers who say they are likely to do each of the following activities in the next 6 months

% Top 2 Box; 5-point Scale

Source: MMGY Travel Intelligence
Perceived Safety of....

% of travelers who say they feel safe in each of the listed locations or activities

Source: MMGY Travel Intelligence

3/27/2020 (benchmark survey)
Business Travelers Generally Feel Safer Traveling Than Leisure Travelers

% of travelers who say they feel safe in each of the listed locations or activities

% Top 2 Box; 5-point Scale

Source: MMGY Travel Intelligence
Slowdown in Spread of COVID-19 will have the Most Impact on Travel Decisions During Next 6 Months

% of travelers who cite each factor as having an impact on their decision to travel in the upcoming 6 months

Impact on Taking a Leisure Trip
(% Top 2 Box among those who took leisure trip in past 12 months; n=1,111)

- Slowdown of COVID-19 worldwide: 63%
- Slowdown of COVID-19 spread in U.S.: 61%
- CDC reducing risk advisory level: 55%
- Easing of domestic travel restrictions: 46%
- Great travel deals: 45%
- Concerns for personal financial situation: 43%
- Availability of flights to destinations: 43%
- Easing of international travel restrictions: 37%
- Concerns for my job security: 32%
- Availability of cruises to destinations: 26%

Impact on Taking a Business Trip
(% Top 2 Box among those who took business trip in past 12 months; n=567)

- Slowdown of COVID-19 spread in U.S.: 47%
- Slowdown of COVID-19 worldwide: 46%
- CDC reducing risk advisory level: 46%
- Easing of domestic travel restrictions: 36%
- Availability of flights to destinations: 35%
- Great travel deals: 33%
- Concerns for financial health of employer: 32%
- Easing of international travel restrictions: 31%
- Concerns for my job security: 29%

Source: MMGY Travel Intelligence
Travelers Are Just As Concerned About Family Members Contracting COVID-19 As They Are About Getting It Themselves

Source: MMGY Travel Intelligence

For Myself

1 Not at all Concerned | 2 | 3 | 4 | 5 Extremely Concerned
---|---|---|---|---
8% | 10% | 27% | 23% | 32%

For Others in My Household

1 Not at all Concerned | 2 | 3 | 4 | 5 Extremely Concerned
---|---|---|---|---
6% | 7% | 20% | 26% | 36%

Source: MMGY Travel Intelligence

3/27/2020

µ = 3.83

3/27/2020

µ = 3.61
Younger Travelers Are More Likely to Worry More About Others, But They Are Also Concerned About Their Own Health

Source: MMGY Travel Intelligence

For Others in My Household by Respondent Age (% Top 2 Box)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>18-34</th>
<th>34-49</th>
<th>50-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>68%</td>
<td>64%</td>
<td>62%</td>
<td>67%</td>
<td></td>
</tr>
</tbody>
</table>

For Myself by Respondent Age (% Top 2 Box)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>18-34</th>
<th>35-49</th>
<th>50-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>56%</td>
<td>58%</td>
<td>49%</td>
<td>59%</td>
<td></td>
</tr>
</tbody>
</table>

Source: MMGY Travel Intelligence
Community Restrictions Imposed as of Date Survey Taken

Source: MMGY Travel Intelligence

- Schools closed: 87%
- Size of gatherings: 80%
- Bars and restaurants closed: 76%
- Movie/performance theaters closed: 75%
- Amusement venues closed: 72%
- Shopping malls closed: 62%
- Residents asked to shelter-in-place: 44%
- Community quarantines that restrict movement: 32%
- Medical/dental offices closed: 25%
- Grocery stores/supermarkets closed: 11%
- No restrictions in my area: 1%

3/27/2020
Respondent Demographics

Gender
- Female: 48%
- Male: 52%
- Transgender: 0%
- Prefer not to answer: 0%

Marital Status
- Married: 70%
- Living w/partner: 9%
- Single: 21%

Age
- 18-34: 25%
- 35-49: 24%
- 50-64: 29%
- 65+: 22%

Household Income
- <$25k: 8%
- $25k-$54,999: 18%
- $55k-$74,999: 16%
- $75k-$99,999: 16%
- $100,000+: 42%

Children in Household
- Under age 18: 31%
- None: 69%

Employment Status
- Employed: 71%
- Not Employed: 10%
- Retired: 18%

Source: MMGY Travel Intelligence