U.S. TRAVEL ASSOCIATION®

U.S. TRAVEL

Travel Intentions Pulse Survey (TIPS): Impact of COVID-19 KEY FINDINGS – March 27, 2020

Research and analysis conducted by:



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%.

KEY INSIGHTS

- 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

- 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

KEY INSIGHTS

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



* Among those taking a leisure trip in past 12 months

Likelihood of Doing Each of the Following Activities in the Next 6 Months

	Mean Score; 5-point Scale	
	N=1,200	
Visit a bar/restaurant		3.36
Stay in a hotel/resort		3.14
Take a domestic flight	3.09	
Take domestic leisure trip		3.01
Stay in a vacation home/condo	2	.47
Take domestic business trip	2.3	7
Attend a live concert	2.36	5
Attend a life sporting event	2.34	
Attend a live theater performance	2.30	
Take international leisure trip	2.24	
Attend an off-site business meeting	2.21	
Visit a theme/amustement park	2.18	
Travel by train/rail	2.18	
Take an international flight	2.15	
Attend a conference or convention	2.14	
Take a group tour	1.98	
Travel by bus	1.94	
Take a cruise	1.93	
Take international business trip	1.85	

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



Perceived Safety of....

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



■ 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



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
Slowdown of COVID-19 spread in U.S.
Easing of domestic travel restrictions
Great travel deals
Concerns for personal financial situation
Availability of flights to destinations
Easing of international travel restrictions
Concerns for my job security
Availability of cruises to destinations



Impact on Taking a Business Trip

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

Slowdown of COVID-19 spread in U.S.	
Slowdown of COVID-19 worldwide	
CDC reducing risk advisroy level	
Easing of domestic travel restrictions	
Availability of flights to destinations	
Great travel deals	
Concerns for financial health of employer	
Easing of international travel restrictions	
Concerns for my job security	



3/27/2020

■ 3/27/2020

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



Community Restrictions Imposed as of Date Survey Taken



Respondent Demographics



Source: MMGY Travel Intelligence

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