



U.S. TRAVEL

A S S O C I A T I O N[®]

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

KEY FINDINGS – Wave II - April 4-11, 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 +/- 2.83%.

KEY INSIGHTS

- 90% of travelers surveyed had some type of travel or travel related activity planned prior to the COVID-19 outbreak and 80% of those either canceled or postponed those plans.
- While almost 6 in 10 leisure travelers have already canceled a planned vacation as a result of COVID-19, about 1 in 3 have simply postponed their vacation plans in hopes of rescheduling for later in the year.
- As COVID-19 impact grew, consumer sentiment around personal safety related to travel showed a drop in the most current wave results. Travelers who said they felt safe staying in a hotel or a resort declined from 20% in Wave 1 to just 13% in the current wave. And, traveler sentiment about taking an international flight fell into the single digits, with just 9% of respondents saying they would feel safe doing so. Even visiting a park, previously an activity 40% of respondents felt safe doing, dropped to just 27% reporting this was safe in Wave II.
- Once the COVID-19 pandemic passes, more than half of the respondents to the current wave will be eager to travel for leisure. And, 4 in 10 will likely travel by plane, while 1 in 3 are likely to take a vacation closer to home than they were before COVID-19.

KEY INSIGHTS

- **Consumer intent to travel in the upcoming 6 months, for both leisure and business, continues to decline as the COVID-19 pandemic expands and intensifies. Intent to travel for a leisure vacation has fallen from 39% in Wave 1 to just 31% in Wave II. And, intent to travel for business in the next 6 months fell from 26% to 21% in Wave II.**
- **More specifically, consumers are increasingly less likely to engage in specific travel activities. Intent to stay in a hotel or resort in the upcoming 6 months fell from 41% to just 33% in Wave II, and the likelihood of taking a domestic flight dropped from 39% to 31%.**
- **Early indications are the ages of those who will be the first to travel will skew younger as evidenced by their intent to engage in almost every type of travel related activity in the next 6 months as compared to their older counterparts.**

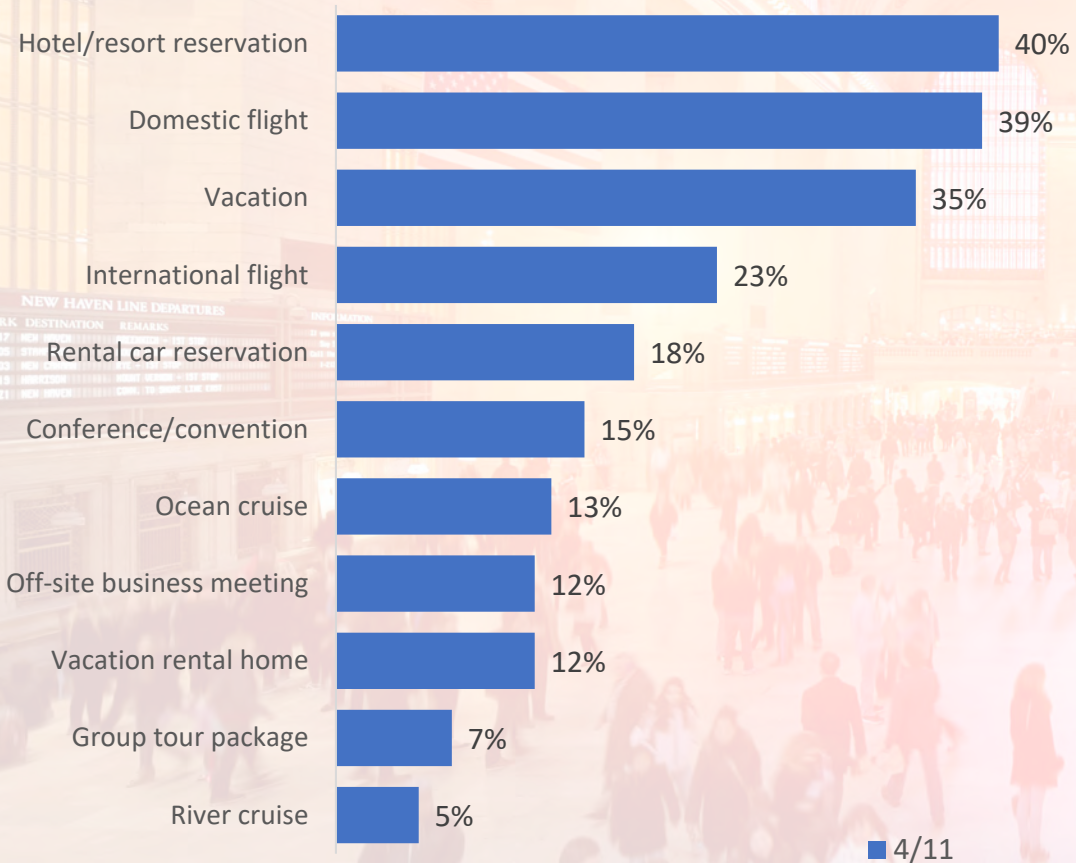
KEY INSIGHTS

- More than one-third of those who regularly travel for business are more likely to not only travel for business, but also for leisure in the next 6 months. More than 25% of business travelers expect to attend off-site business meetings and conferences in the next 6 months.
- Americans' decision to travel remains dependent on the slowing of the spread of COVID-19 both domestically and internationally. The potential impact of travel deals to help stimulate bookings fell 9 percentage points from Wave 1 to Wave II as travelers clearly seek to stay safe right now regardless of price.
- While overall personal concern for contracting COVID-19 has increased marginally from 32% in Wave 1 to 34% in Wave II, the level of personal concern among young people 18-34 has increased from 56% to 63%. This is likely due to recent news indicating that younger people are more vulnerable to the virus than originally thought.

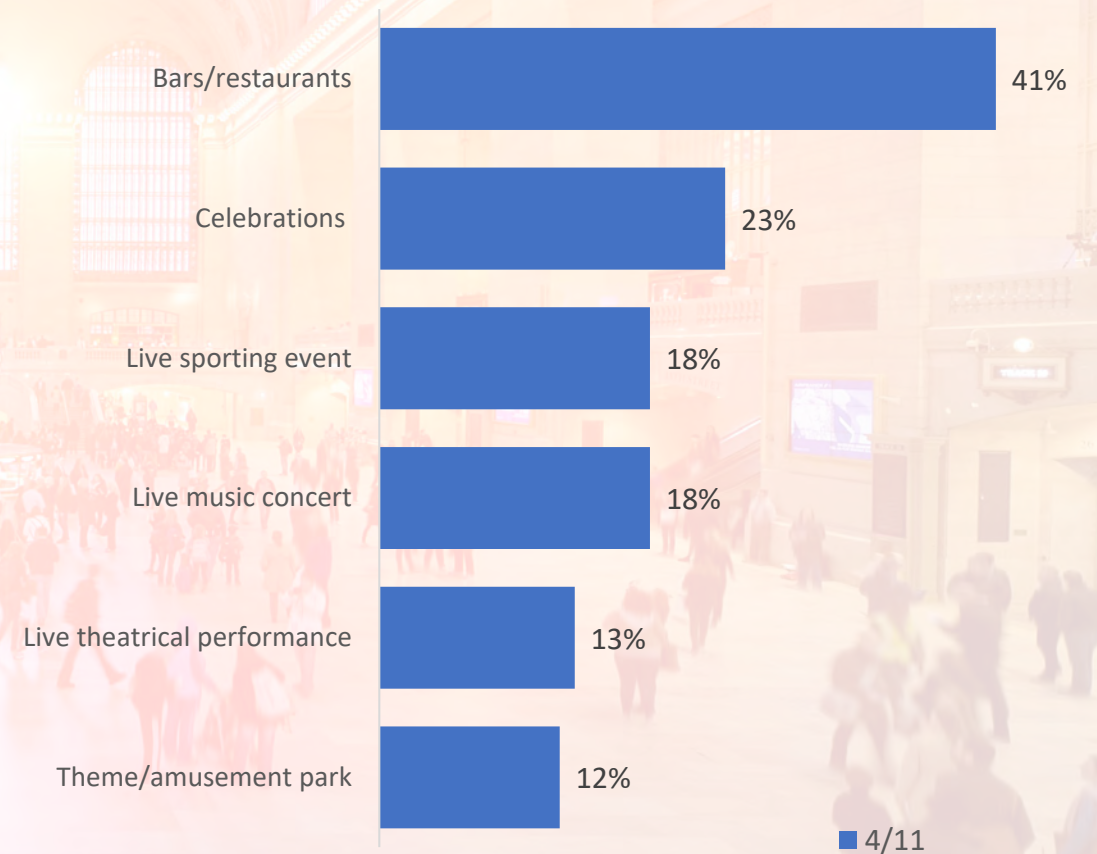
90% of Travelers Surveyed Had Travel or Events Planned and Confirmed Prior to COVID-19*

*Added/Deleted 4/11

Travel Booked Prior to COVID-19



Events Booked Prior to COVID-19

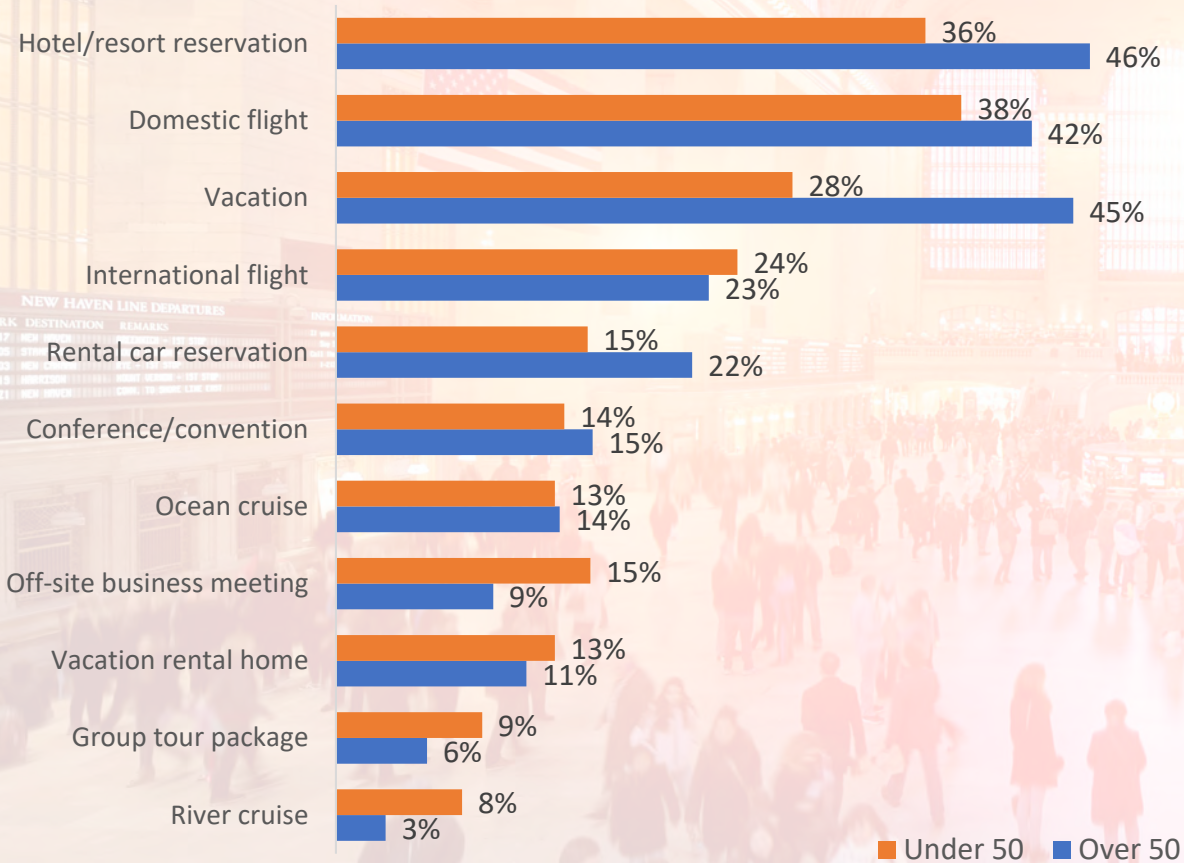


Source: MMGY Travel Intelligence

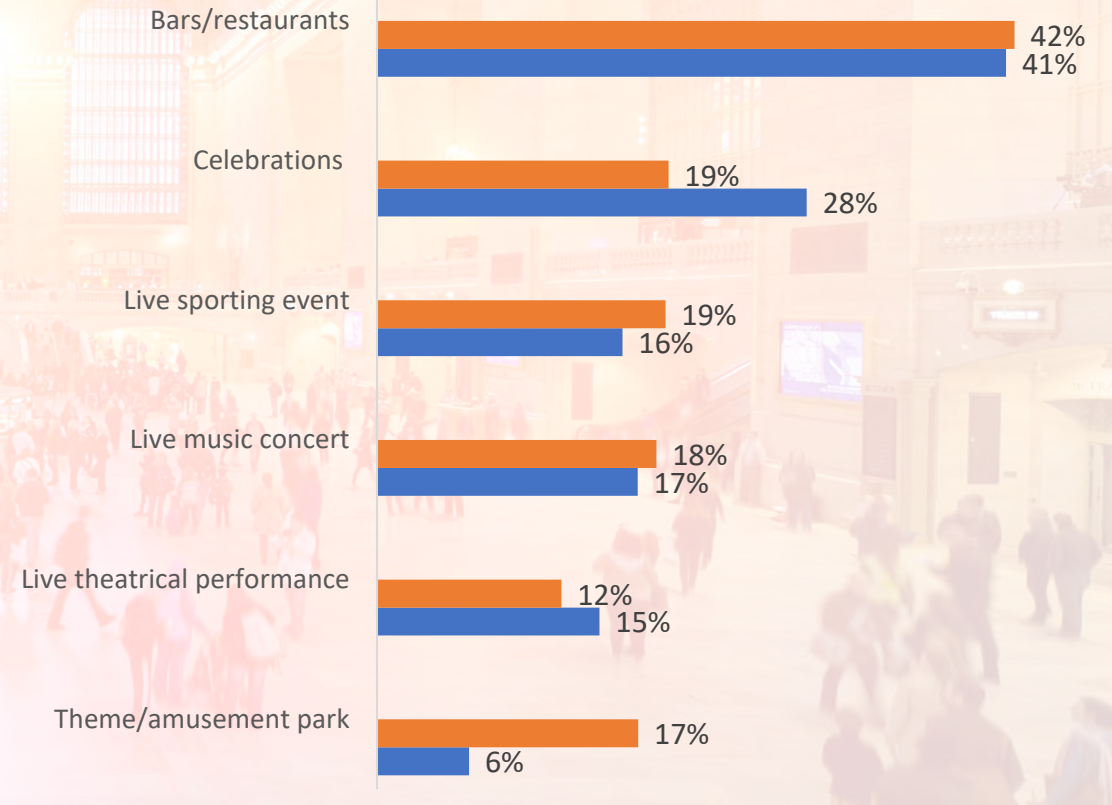
Older Travelers More Likely to Have Had Vacation Travel Planned and Confirmed Prior to COVID-19 *

*Added/Deleted 4/11

Travel Booked Prior to COVID-19



Events Booked Prior to COVID-19

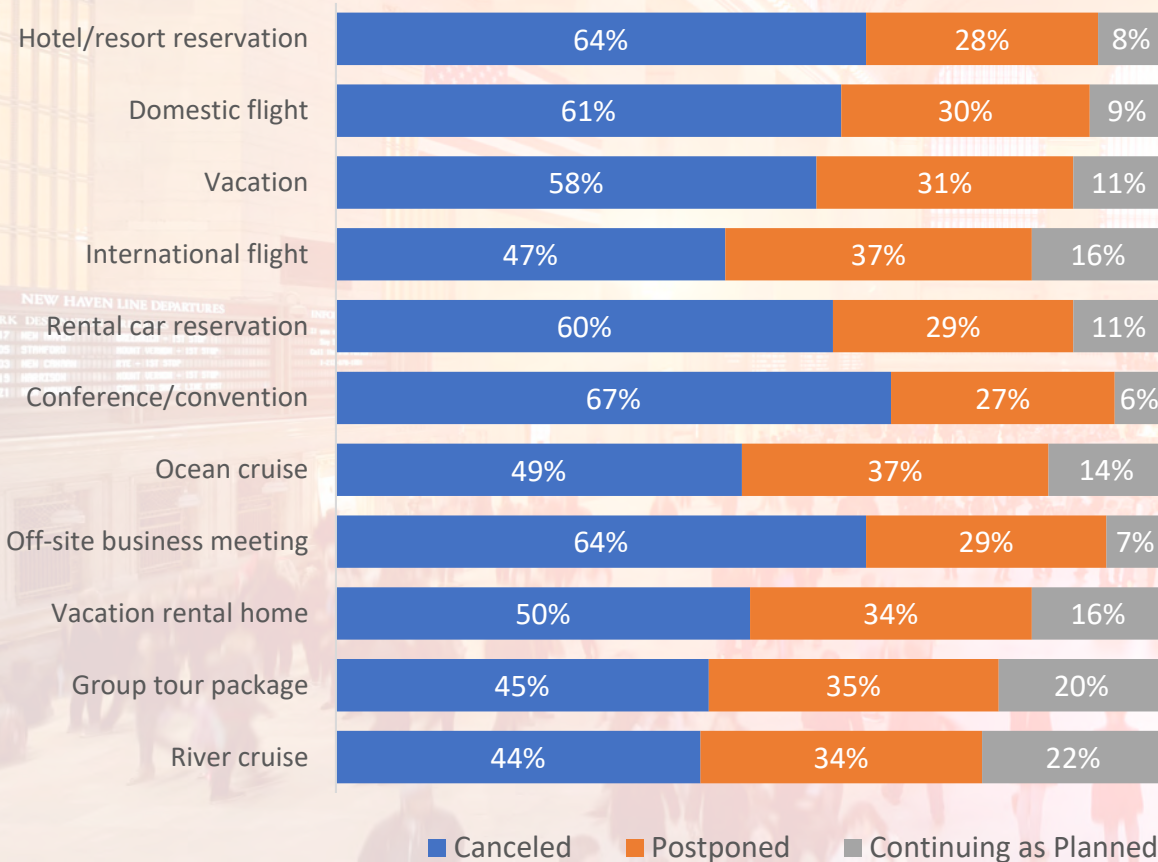


Source: MMGY Travel Intelligence

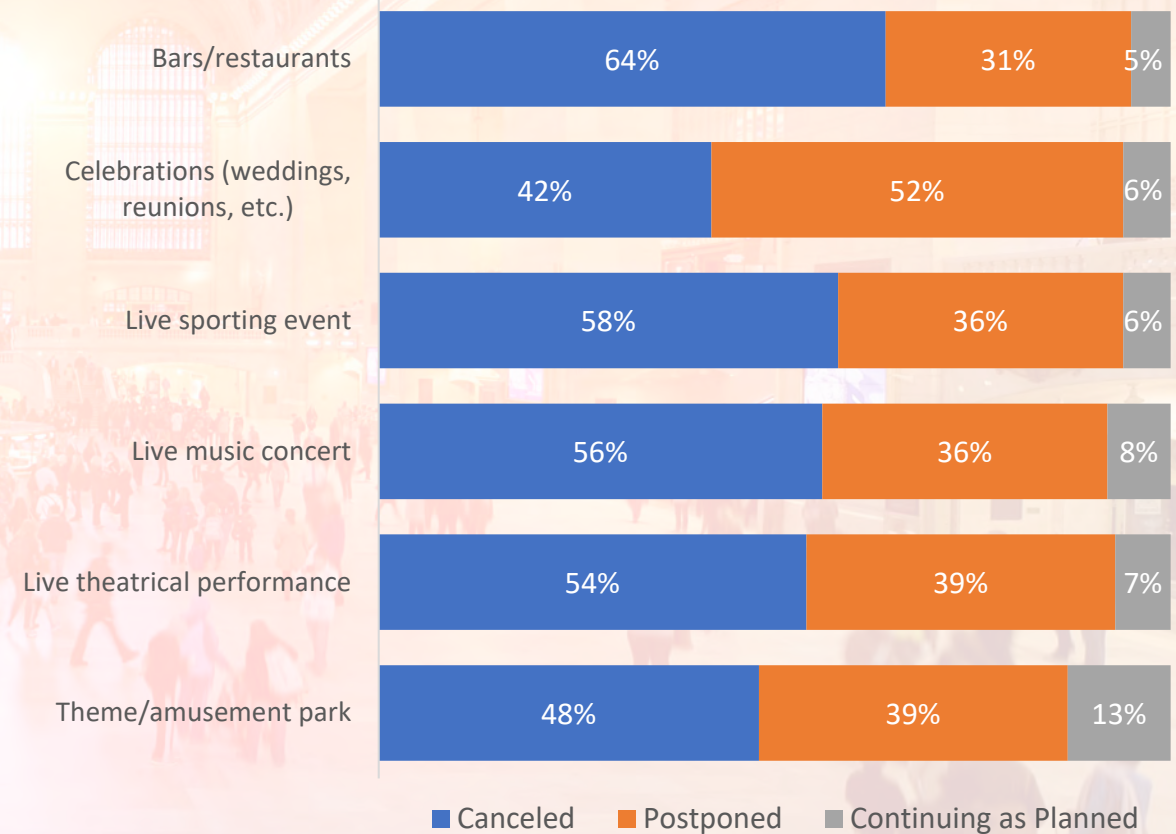
80% or More Travelers With Confirmed Plans Prior to COVID-19 Have Canceled or Postponed Those Plans

*Added/Deleted 4/11

Travel Booked Prior to COVID-19



Events Booked Prior to COVID-19

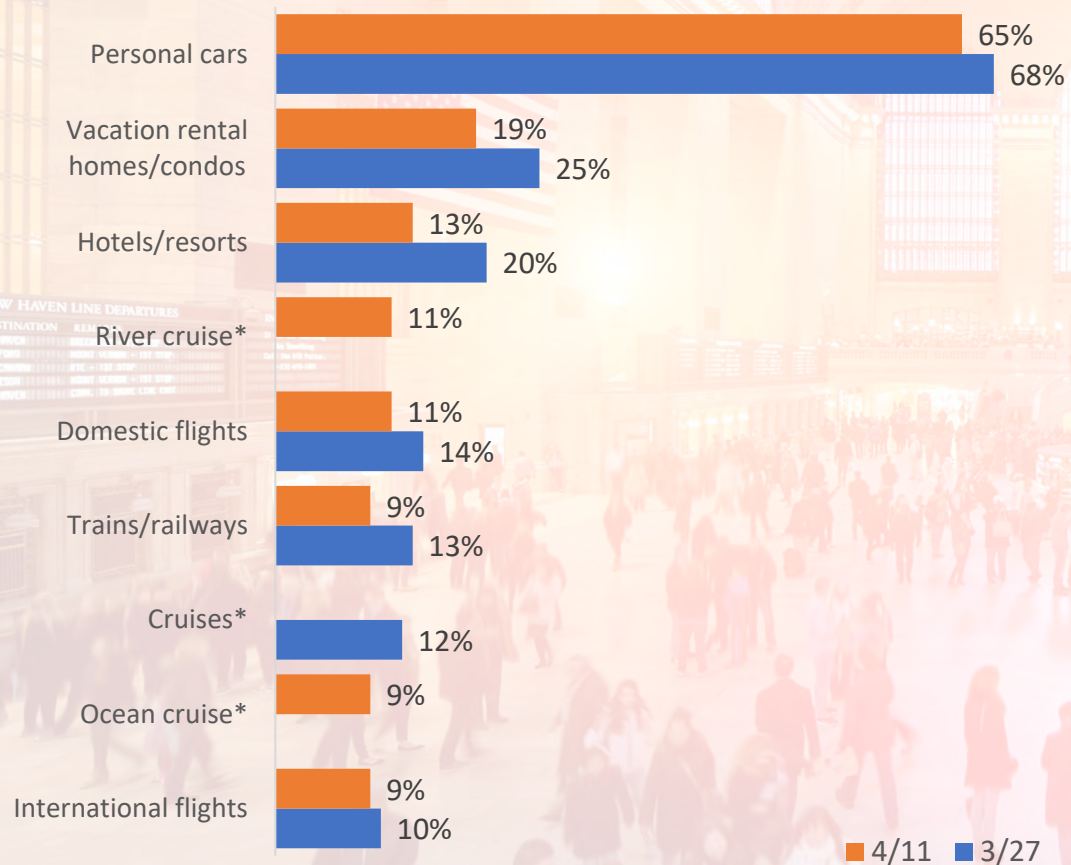


Travelers Feel Less Safe as Time Goes On

*Added/Deleted 4/11

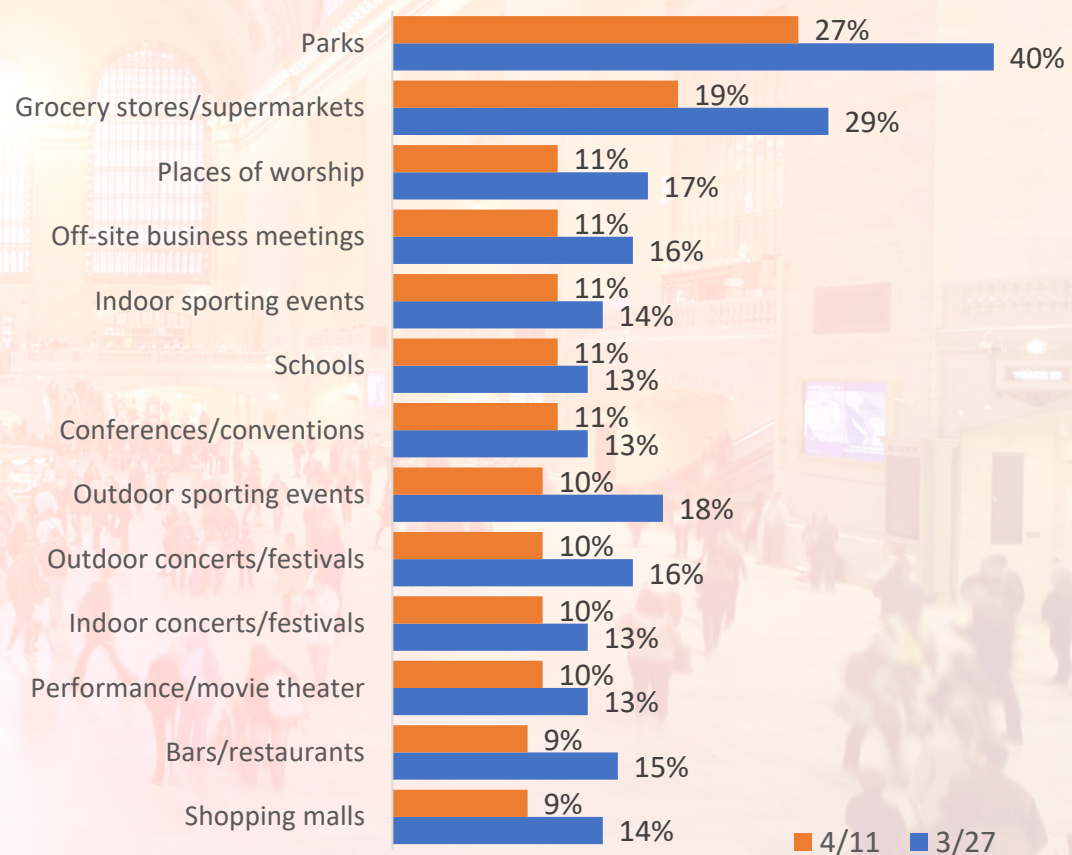
Transportation and Lodging

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



Activities and Venues

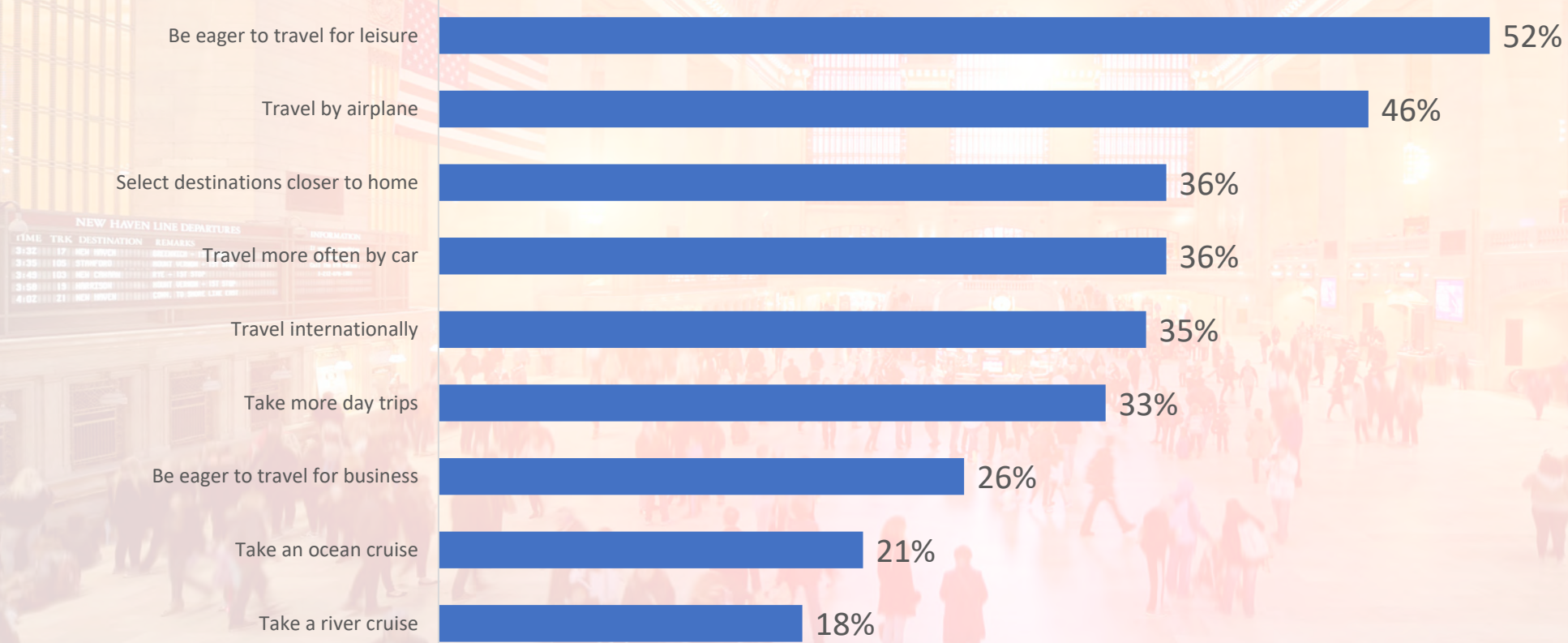
(% Top 2 Box on a 5-point Scale)



Travelers are Eager to Travel for Leisure and Likely to Travel by Air*

*Added/Deleted 4/11

After the Coronavirus (COVID-19 Has Passed, I Will
Top 2 Box

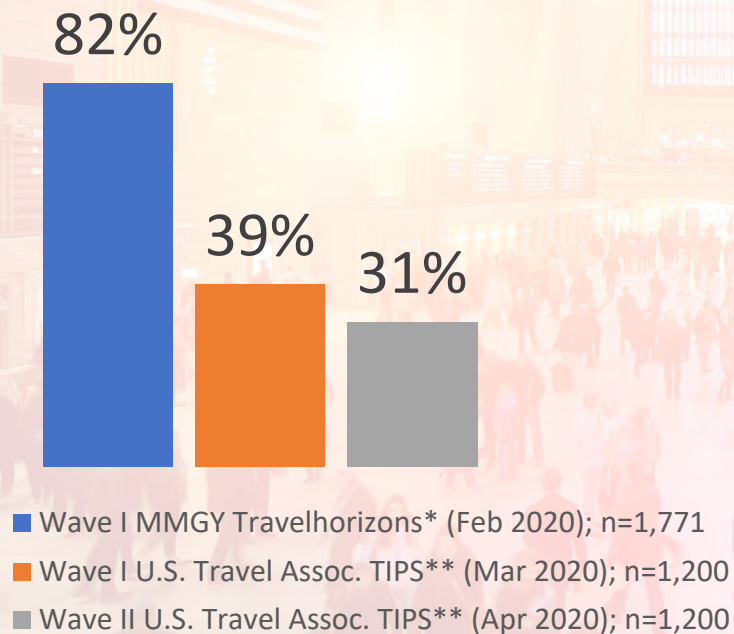


■ 4/11

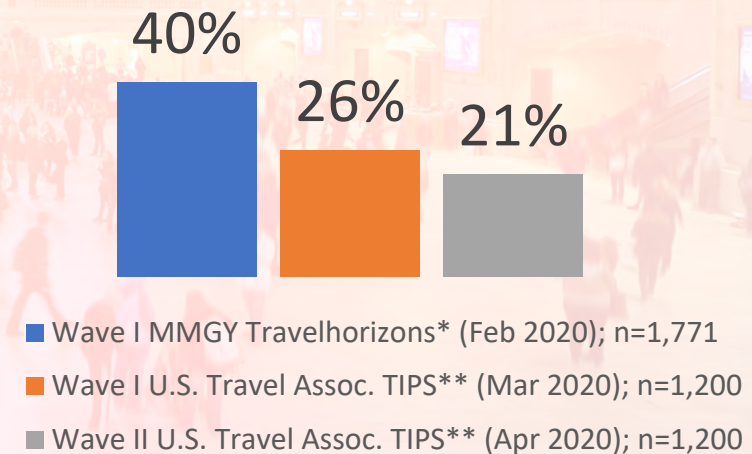
Source: MMGY Travel Intelligence

The Likelihood of Taking a Domestic Trip in the Next 6 Months Has Continued to Decline

Take a Domestic Leisure Trip (% Top 2 Box; 5-point Scale)



Take a Domestic Business Trip (% Top 2 Box; 5-point Scale)



*Among those taking a leisure trip in past 12 months

**Among those taking an overnight trip in the past 12 months

The Likelihood of Engaging in Any Type of Travel Activities in the Next 6 Months Drops Across the Board

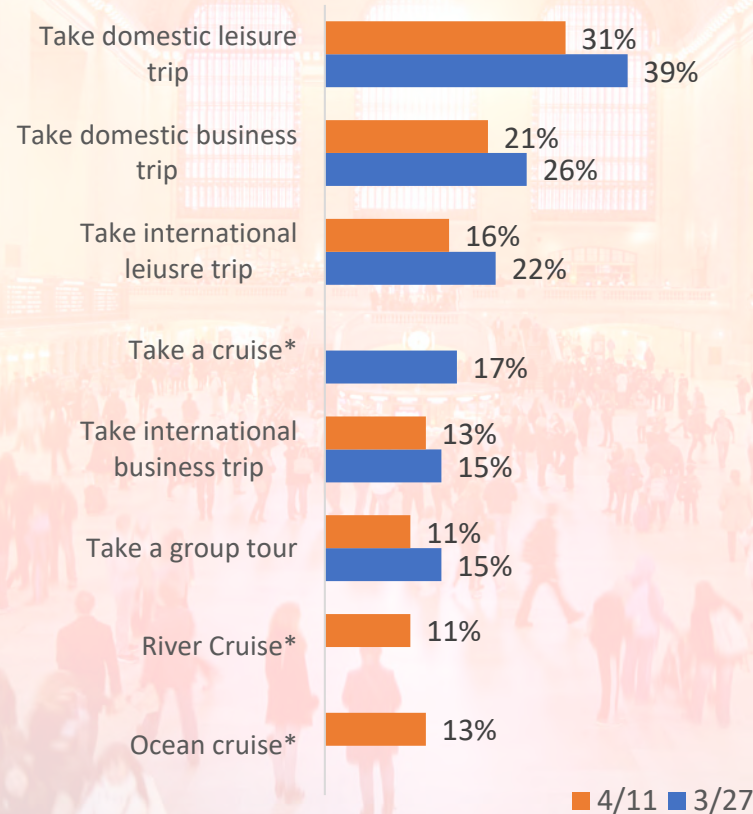
% Top 2 Box

*Added/Deleted 4/11

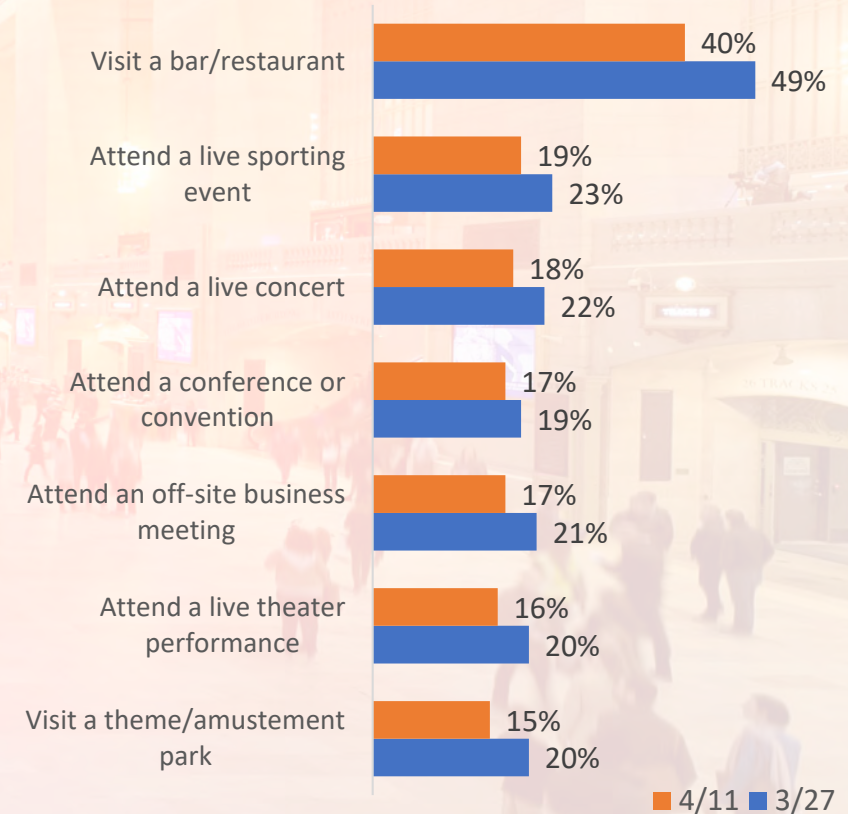
Transportation and Lodging



Trip Type



Events



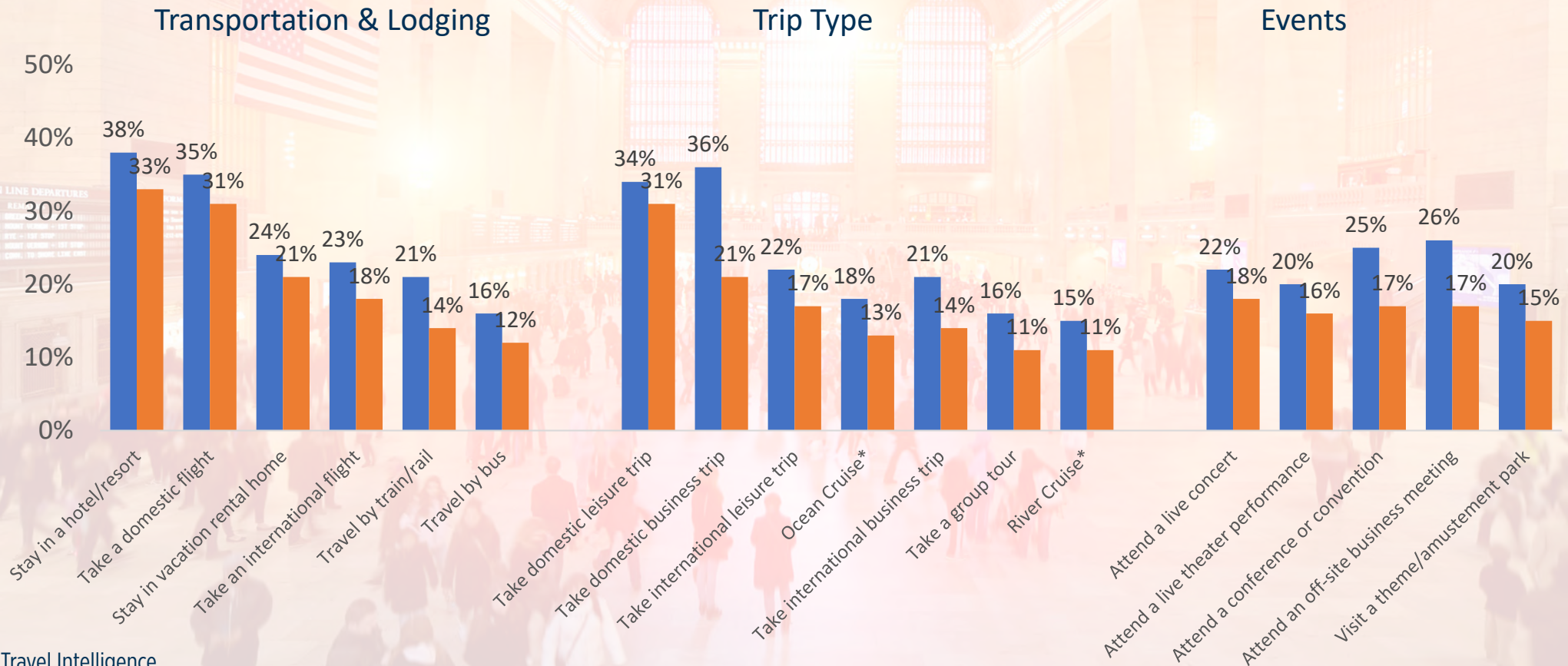
Business Travelers More Likely than Leisure Travelers to Engage in All Activities in Next 6 Months

% Top 2 Box

*Added/Deleted 4/11

■ 4/11 Overnight Business Travel in Past 12 Mo. (n=658)

■ 4/11 Overnight Leisure Travel in Past 12 Mo. (n=1,169)



Likelihood of Travel in Next 6 Months Skews Younger

% Top 2 Box

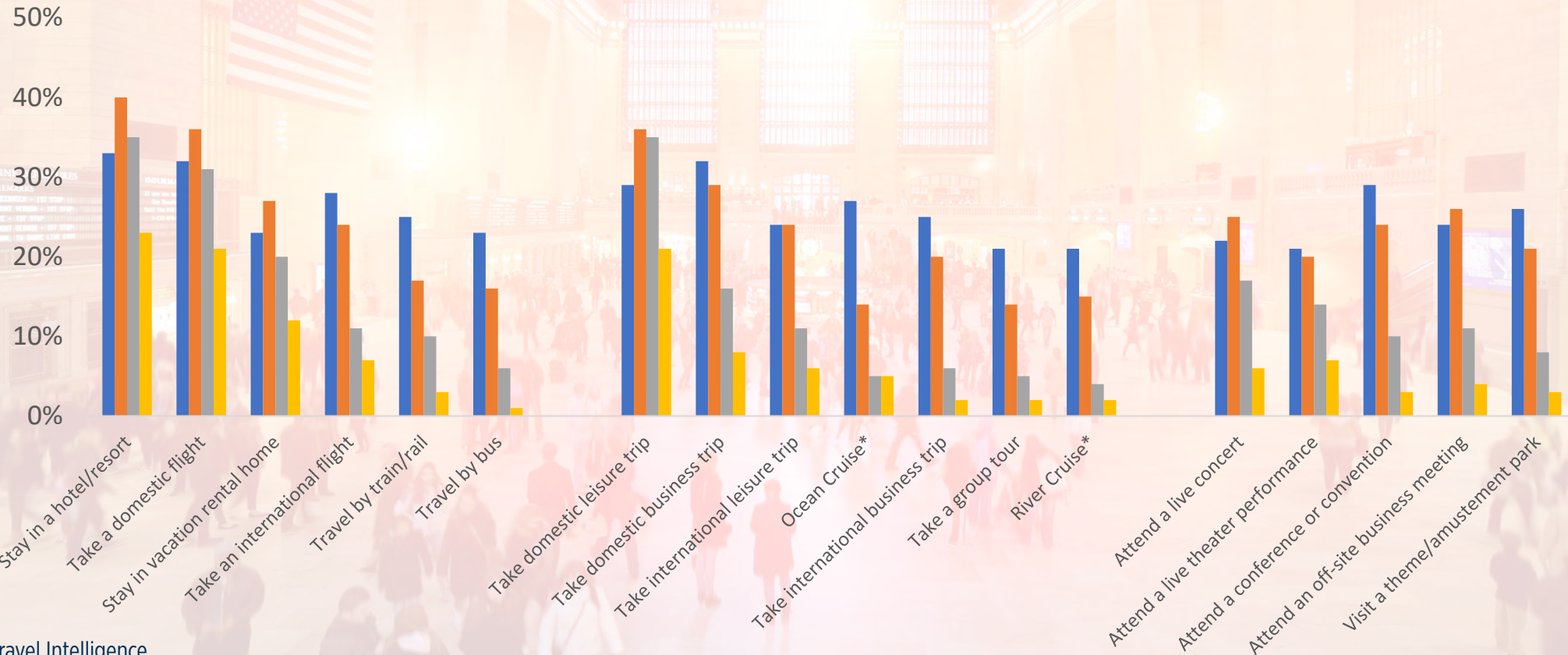
*Added/Deleted 4/11

■ 4/11 Age 18-34 (n=209) ■ 4/11 Age 35-49 (n=308) ■ 4/11 Age 50-64 (n=341) ■ 4/11 Age 65+ (n=342)

Transportation & Lodging

Trip Type

Events



Source: MMGY Travel Intelligence

Travelers From the Northeast Most Likely to Engage in Travel Activities in Next 6 Months

% Top 2 Box

*Added/Deleted 4/11

■ 4/11 Age Northeast (n=269) ■ 4/11 Midwest (n=239) ■ 4/11 South (n=416) ■ 4/11 West (n=276)

Transportation & Lodging

Trip Type

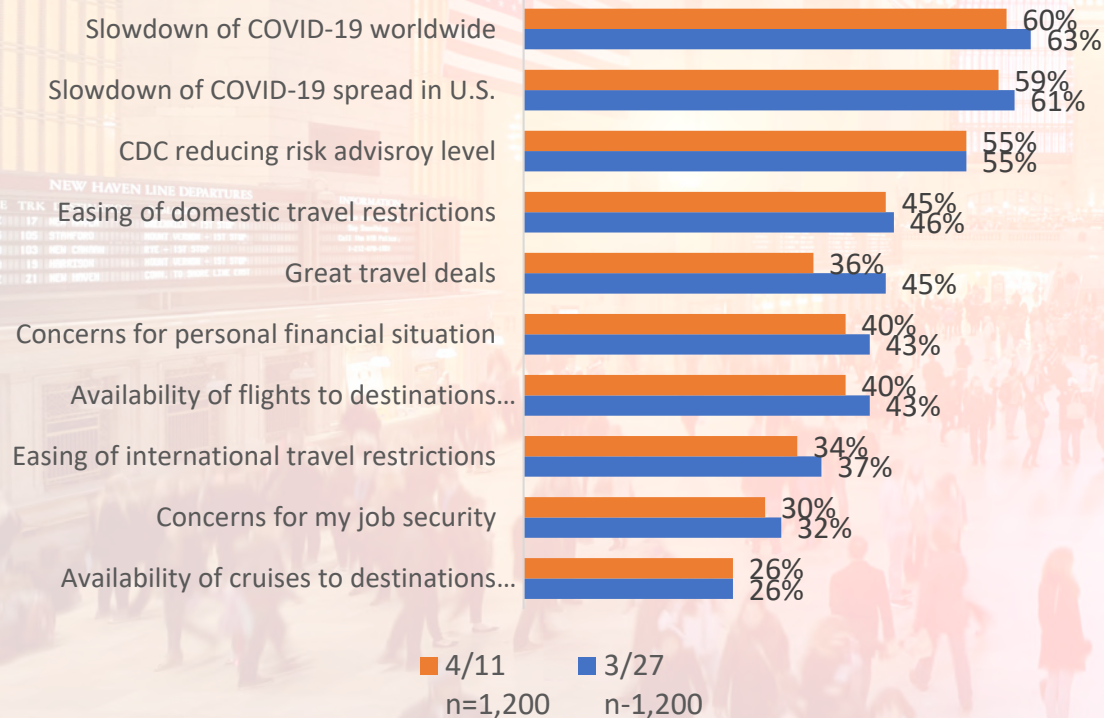
Events



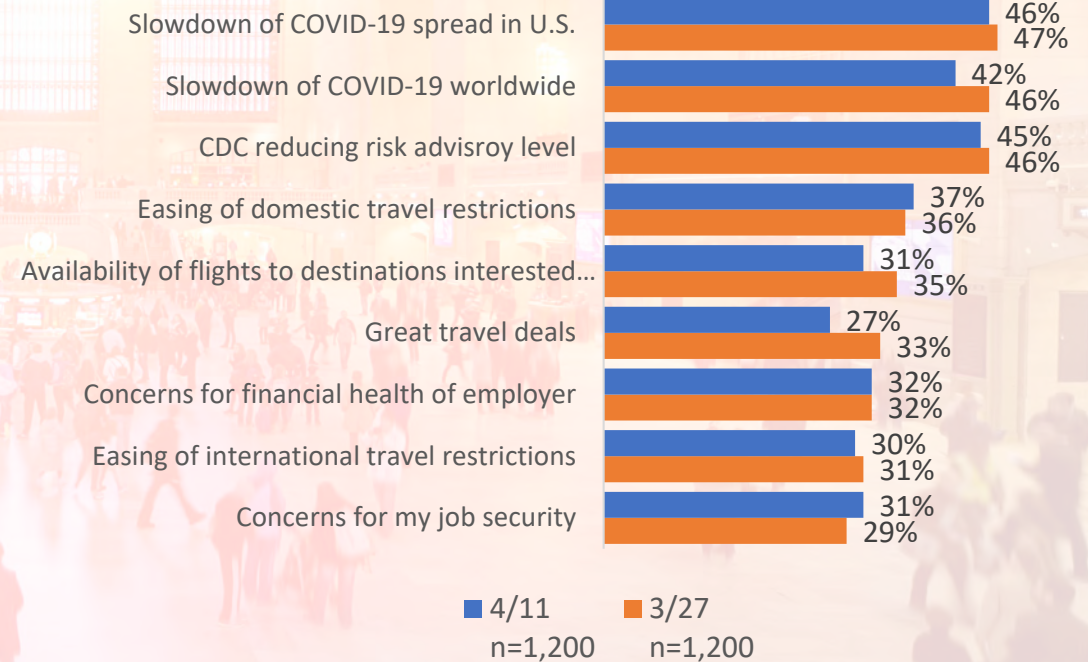
Slowing Spread of COVID-19 & Reduced CDC Advisory Levels Will Have Most Impact on Travel Decisions During Next 6 Months

% Top 2 Box among all travelers

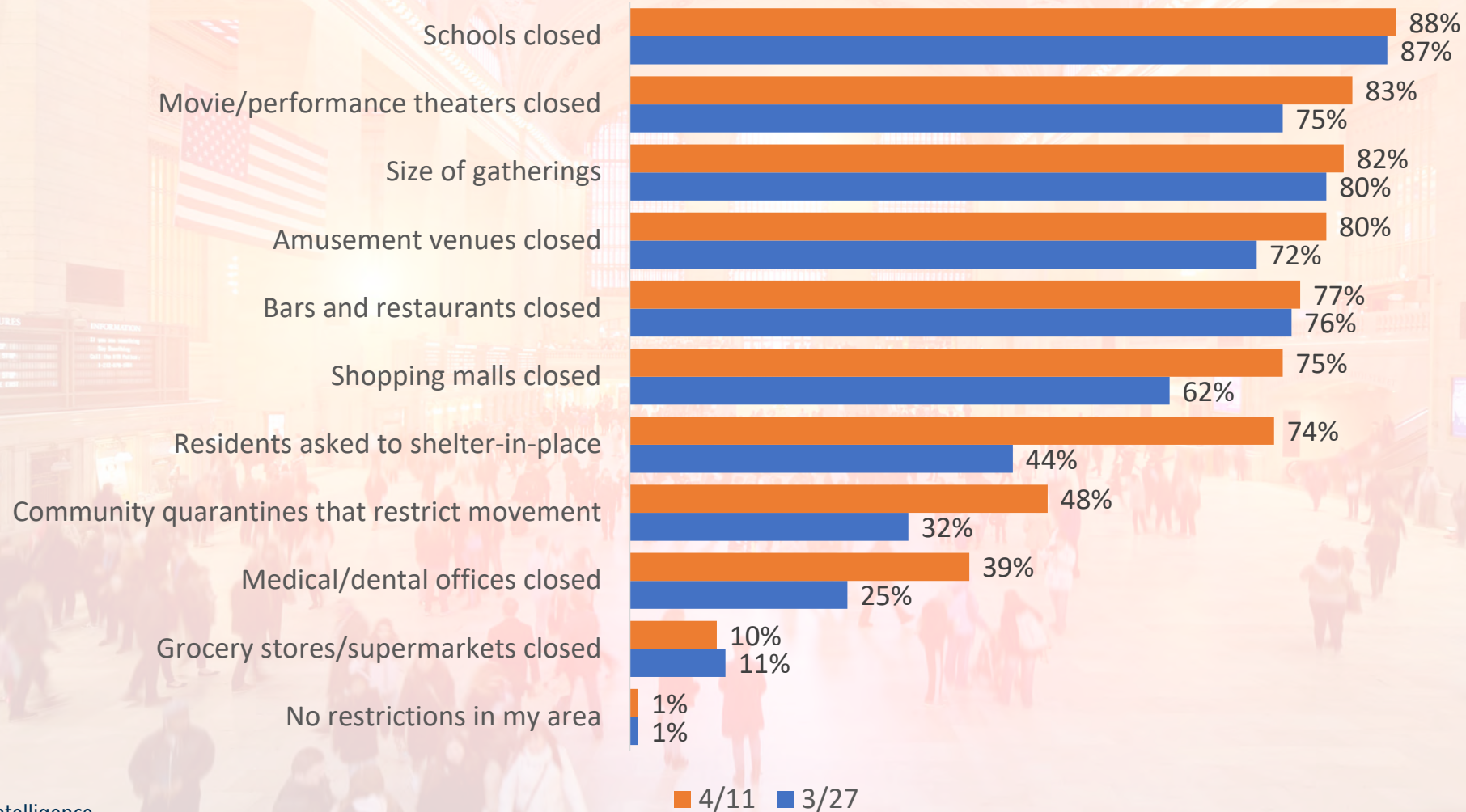
Impact on Taking a Leisure Trip



Impact on Taking a Business Trip



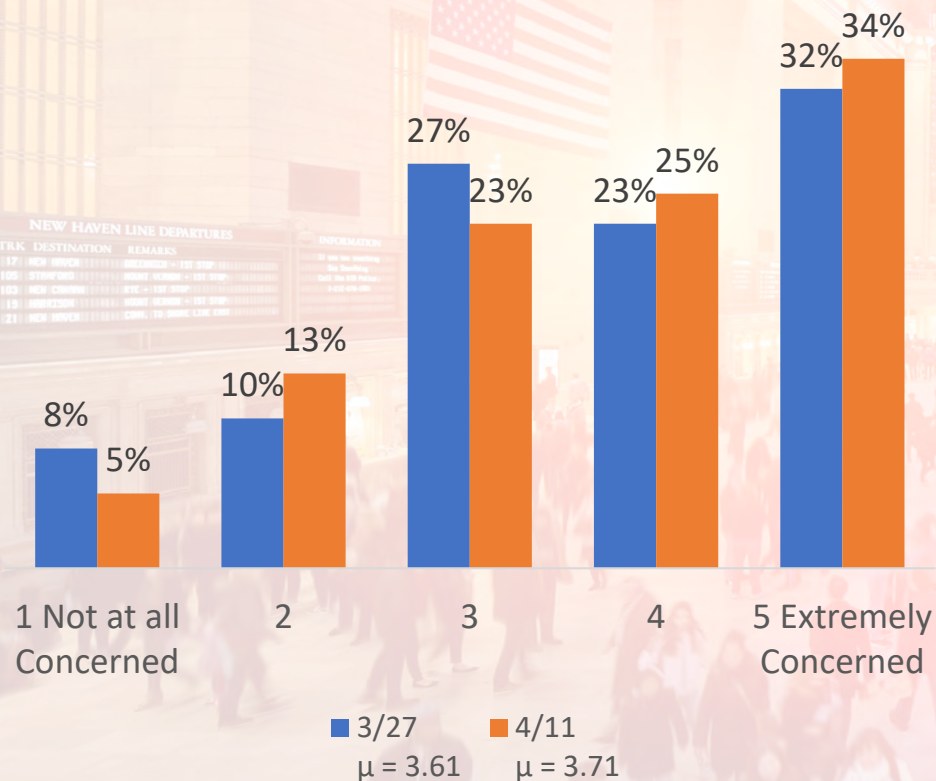
Almost Three-Fourths of Travelers Are Now Asked to Shelter-in-Place – Largest Change from Wave 1



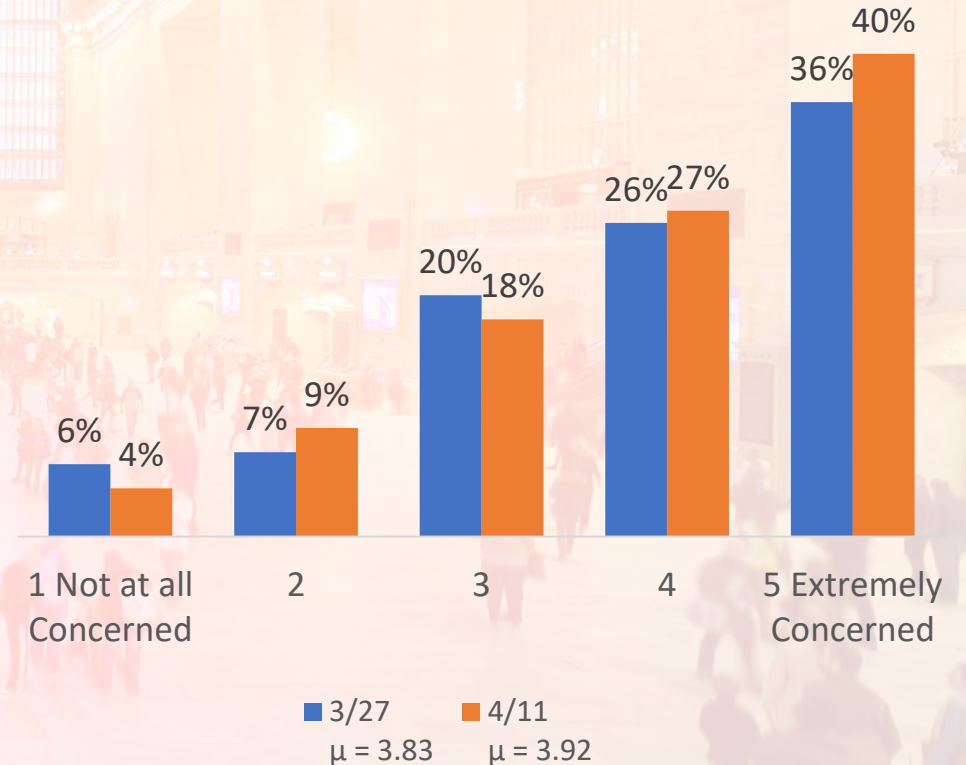
Source: MMGY Travel Intelligence

Travelers Concern About Contracting COVID-19 Continues to Grow – Still More Concern for Others Than Self

For Myself



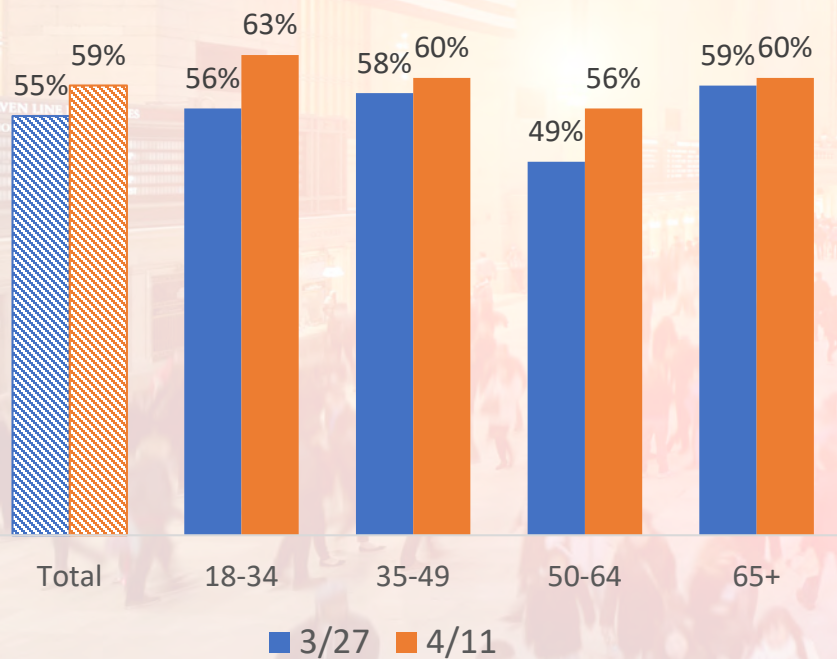
For Others in My Household



For Contracting COVID-19 Grows Among All, but Particularly Among Youngest Travelers

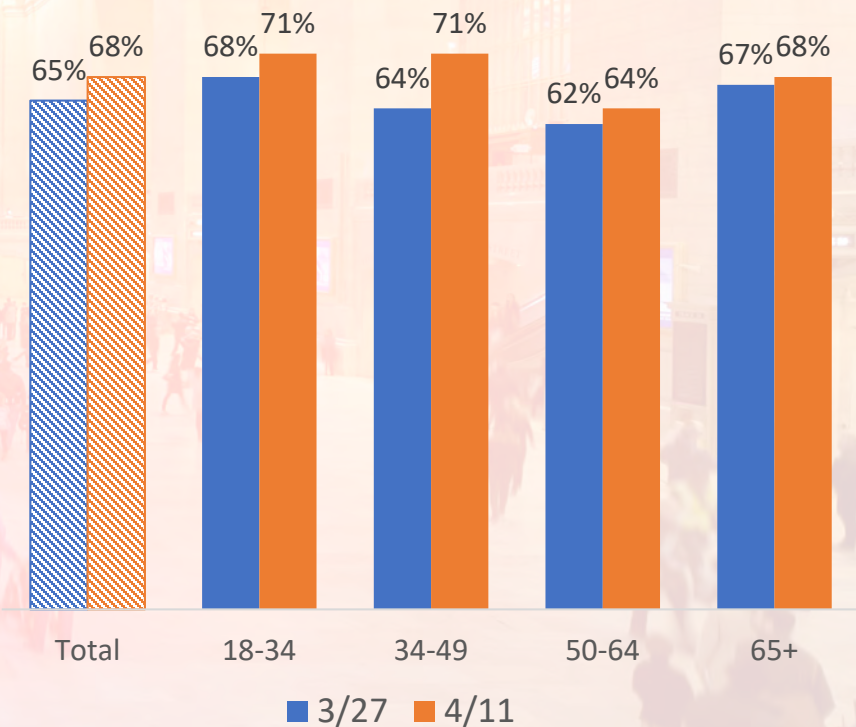
For Myself

by Respondent Age (% Top 2 Box)



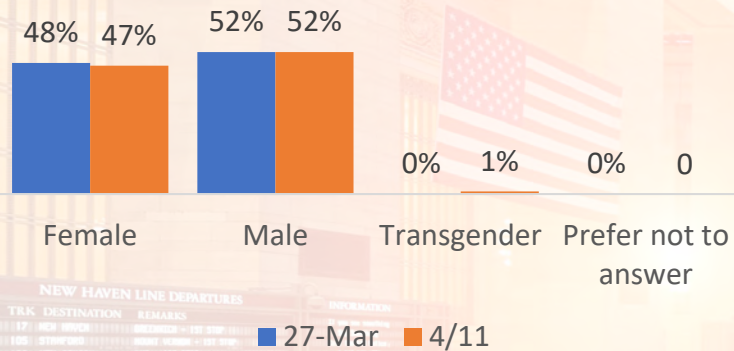
For Others in My Household

by Respondent Age (% Top 2 Box)

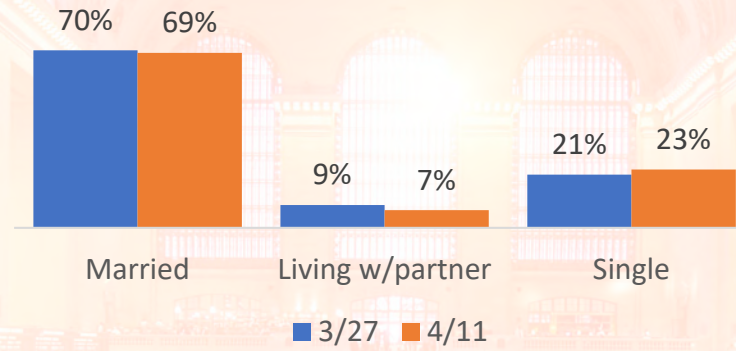


Respondent Demographics

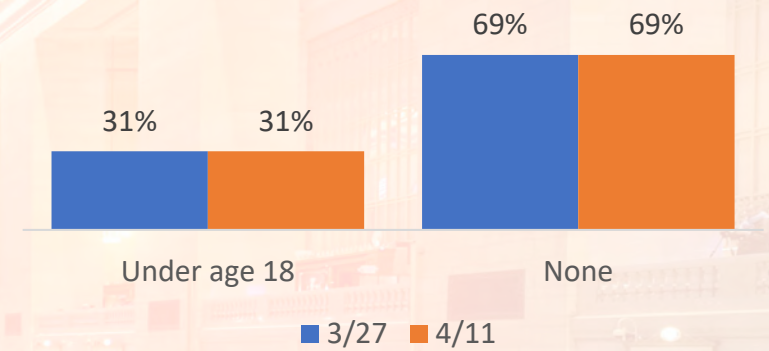
Gender



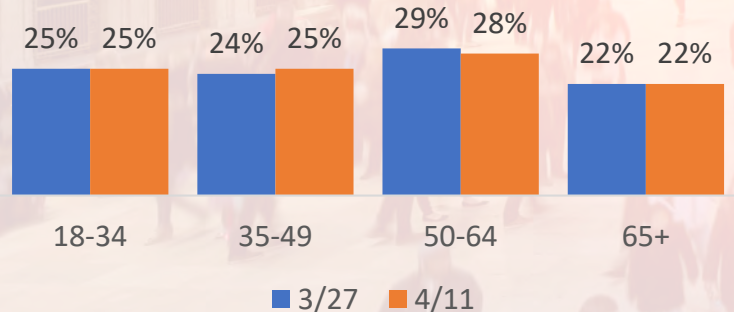
Marital Status



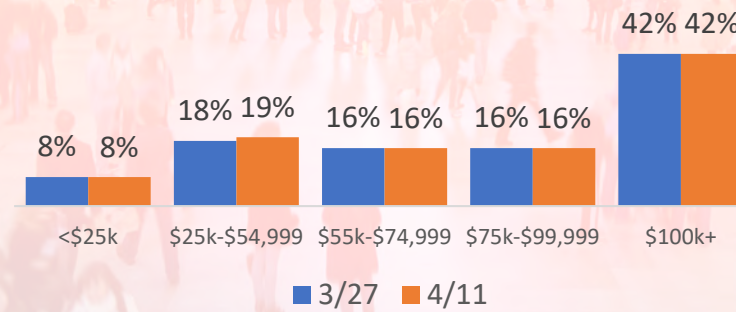
Children in Household



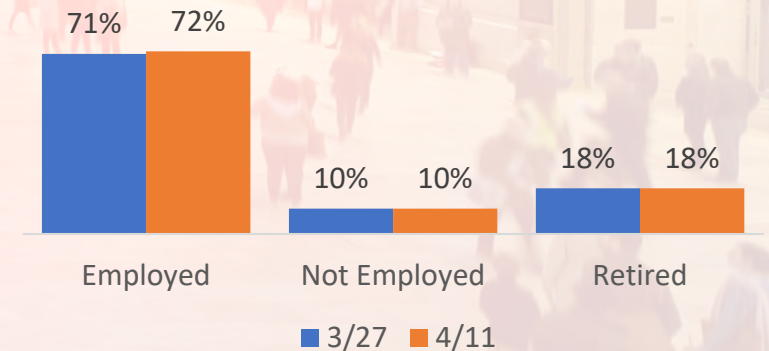
Age



Household Income



Employment Status





U.S. TRAVEL

A S S O C I A T I O N[®]