

Yet a sentiment that will be critical to how travel industry recovers is how Americans feel about the travel they used to do—and if they return to the same set of desires and trip experiences or alter them. As of this week, nearly one-third of American travelers now say they will change the types of destinations they choose to visit after the coronavirus situation is resolved (29.0%). Another 26.0% are unsure if they will. When probed as why they feel this way, these travelers said things such as “I won’t visit any place where a lot of people go,” “I will not travel anywhere that has not shown virus cases to be 0%,” “I will probably be more local with only one person in party,” “I will be camping, instead of relying on how others clean and care for different spaces,” and “I will be spending more time doing individual things and outdoor activities.”

Note: With this sample size, the top line data presented here can be considered to have a reliability of +/- 2.3%.

ABOUT DESTINATION ANALYSTS

Destination Analysts is a market research company that provides the travel, tourism & hospitality industry with a breadth of insights, from the comprehensive understanding of target audiences, to in-depth examinations of brand, to ROI and economic analysis—and is currently conducting a weekly tracking study on COVID-19’s effect on American travel sentiment, published each Monday at 8:00am EST. Sought for unique and deeply thoughtful analysis, actionable storytelling of data, and progressive and open approach to research methodologies, Destination Analysts has worked with more than 200 tourism-focused organizations around the world. For more information, please visit www.destinationanalysts.com.

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