

COVID-19

PERCEPTIONS OF TRAVEL RISK SURVEY ([link](#))

June 8, 2020

TRUST AND TRAVEL ANXIETY PERCEPTIONS

Ongoing Study

National Sample of ~500+ adults each wave

Wave 1: January 26-27 (n=550)

Wave 2: February 8-9 (n=485)

Wave 3: March 3-4 (n=500)

Wave 4: March 20-21 (n=497)

Wave 5: March 27-28 (n=501)

Wave 6: April 6-7 (n=476)

Wave 7: April 12-13 (n=600)

Wave 8: April 19-20 (n=655)

Wave 9: April 27 (n=707)

Wave 10: May 3 (n=779)

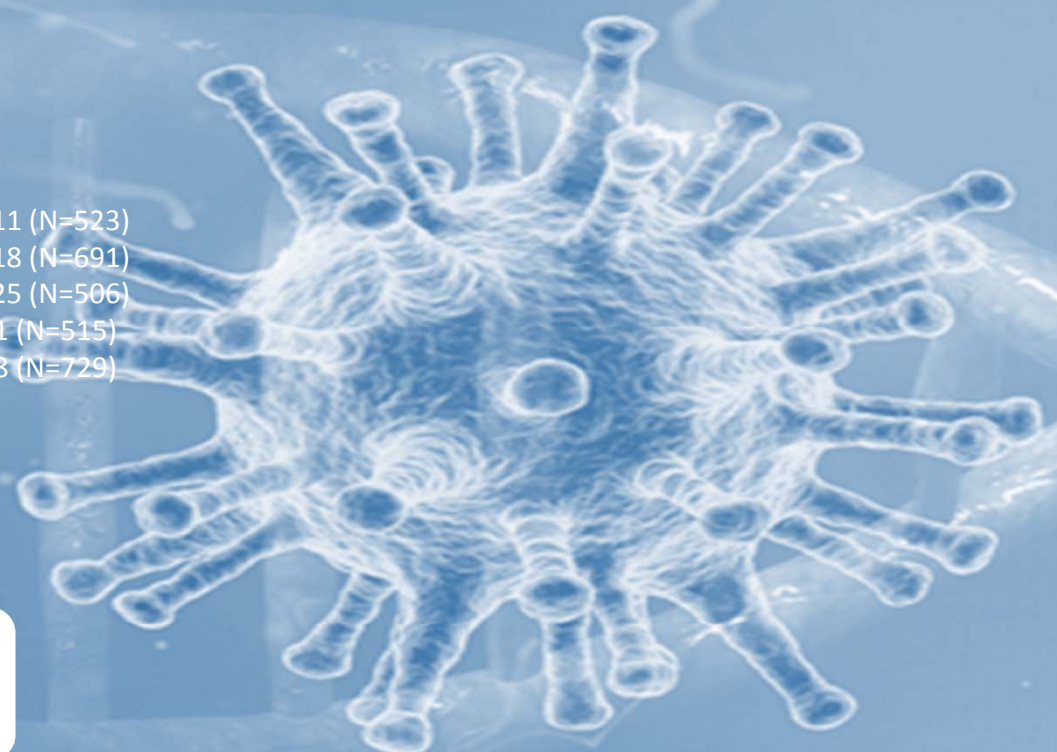
Wave 11: May 11 (N=523)

Wave 12: May 18 (N=691)

Wave 13: May 25 (N=506)

Wave 14: June 1 (N=515)

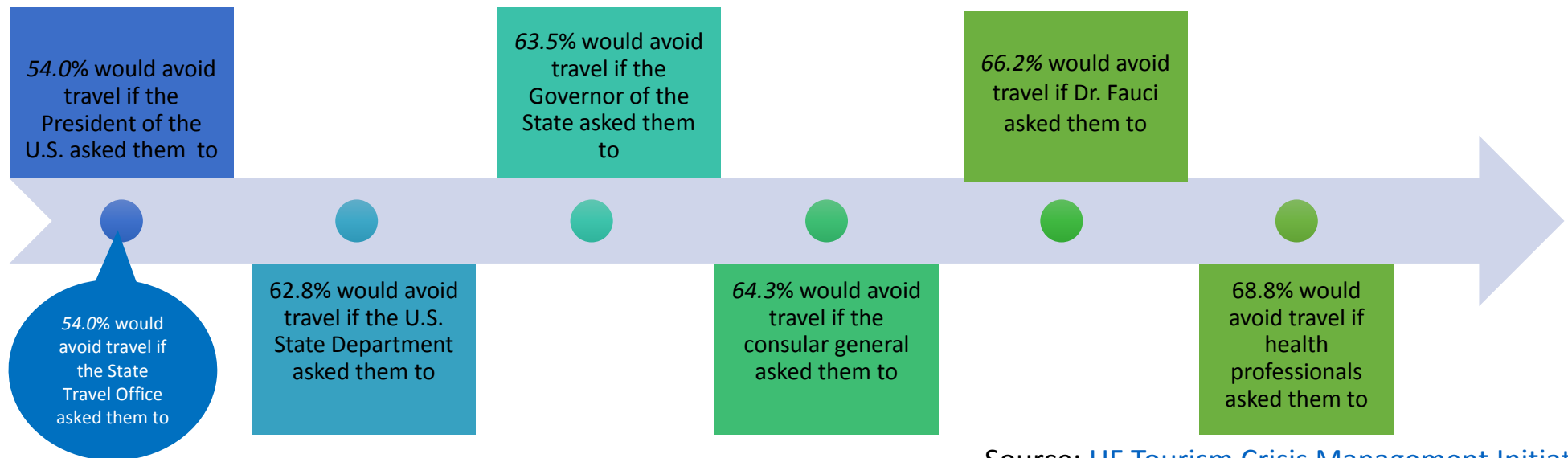
Wave 15: June 8 (N=729)



COVID-19 PERCEPTIONS OF TRAVEL RISK SURVEY

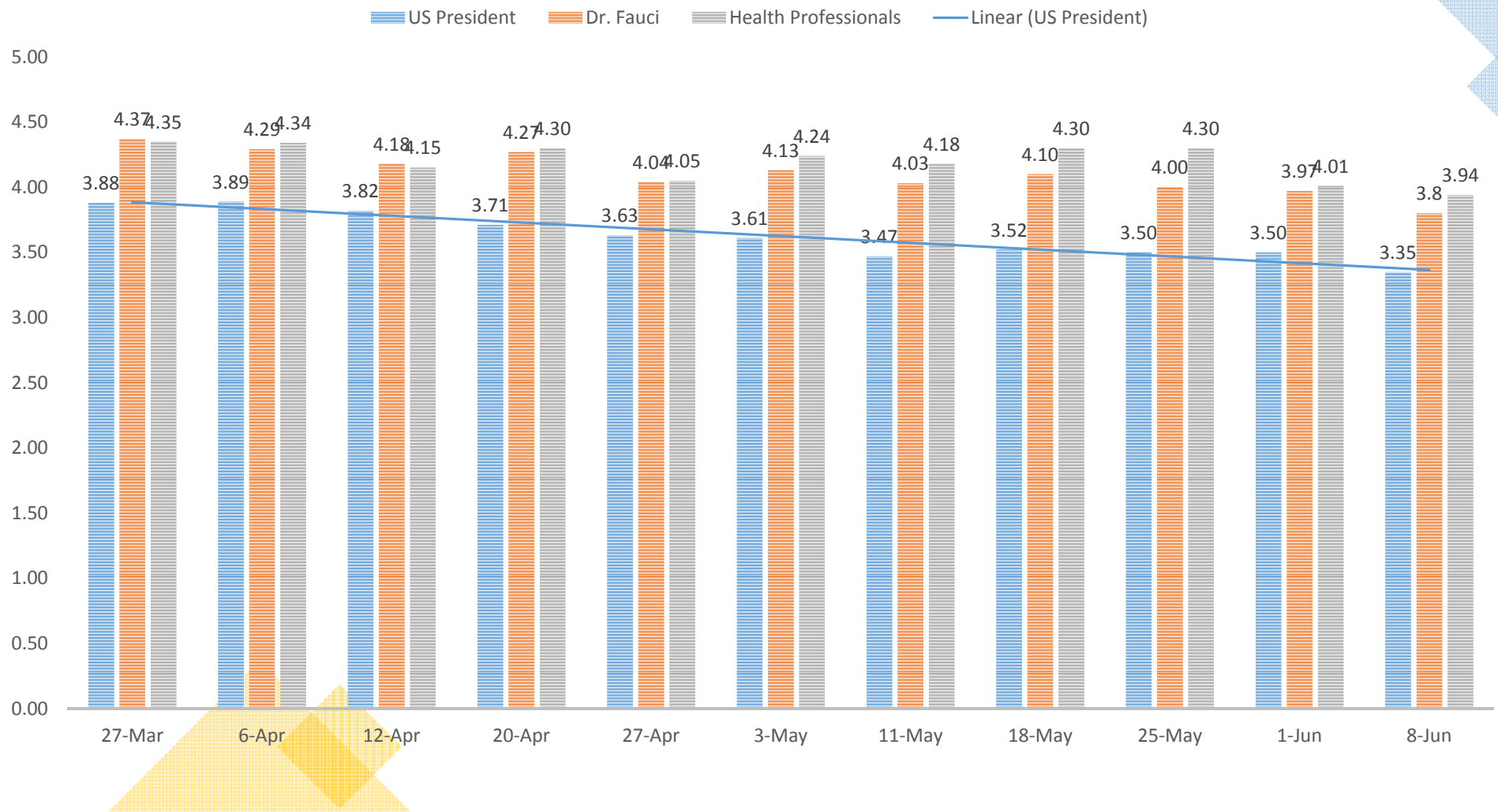
A summary of key findings from three waves of online surveys gauging risk perceptions of travel around coronavirus highlight responses related to the key trusted source of the message. Changes in the perceptions of trust can change over time and vary by different audiences. The ongoing survey is meant to understand how these trusted sources will change over the course of the crisis. Survey responses have been collected over seven waves. The data in this report reflects, **Wave 15** (n=729).

National Poll: COVID-19 Travel Risk Perceptions. If you were asked to avoid travel from the following, how likely would you be to do so?



Source: [UF Tourism Crisis Management Initiative](#)

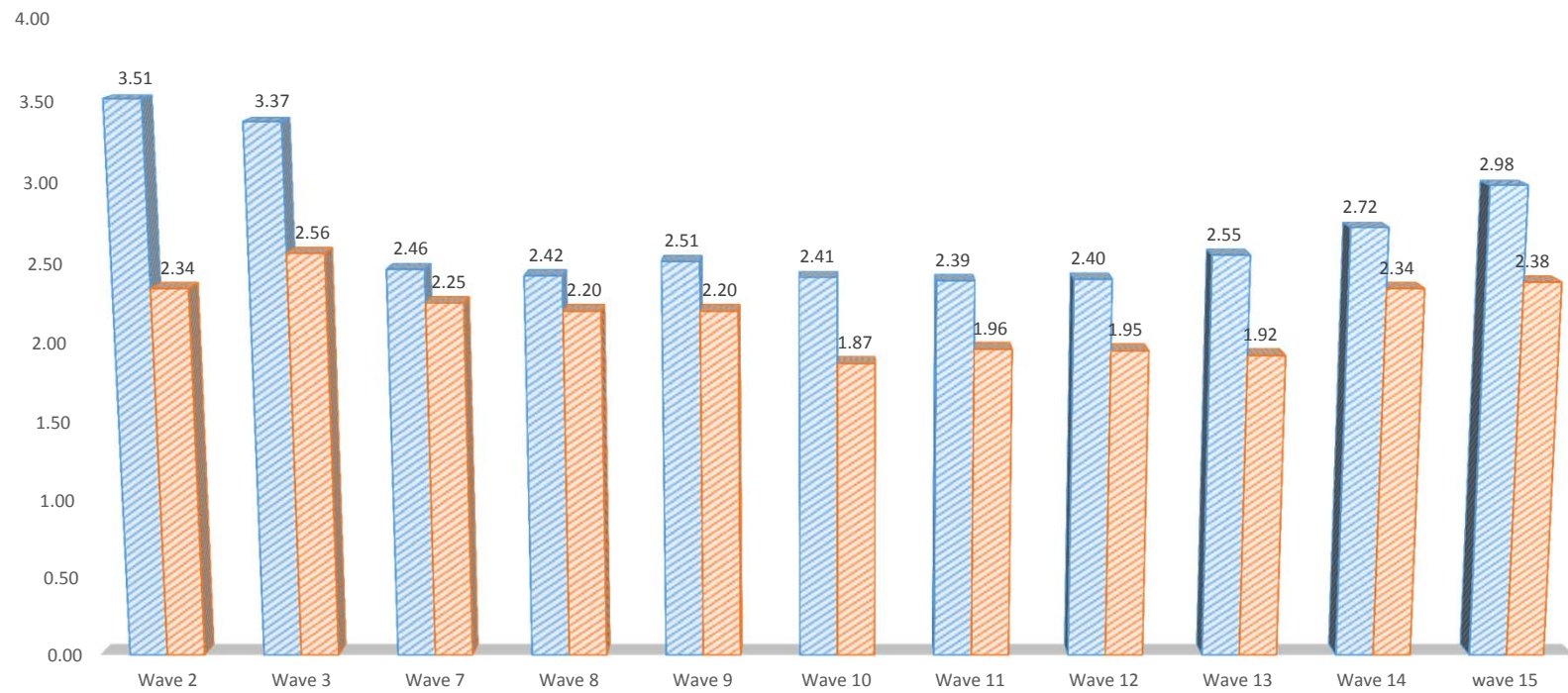
IF YOU WERE ASKED TO AVOID TRAVEL BY WOULD YOU DO SO?



TRAVEL ANXIETY DUE TO COVID-19

TRAVEL ANXIETY RIGHT NOW

Domestic International



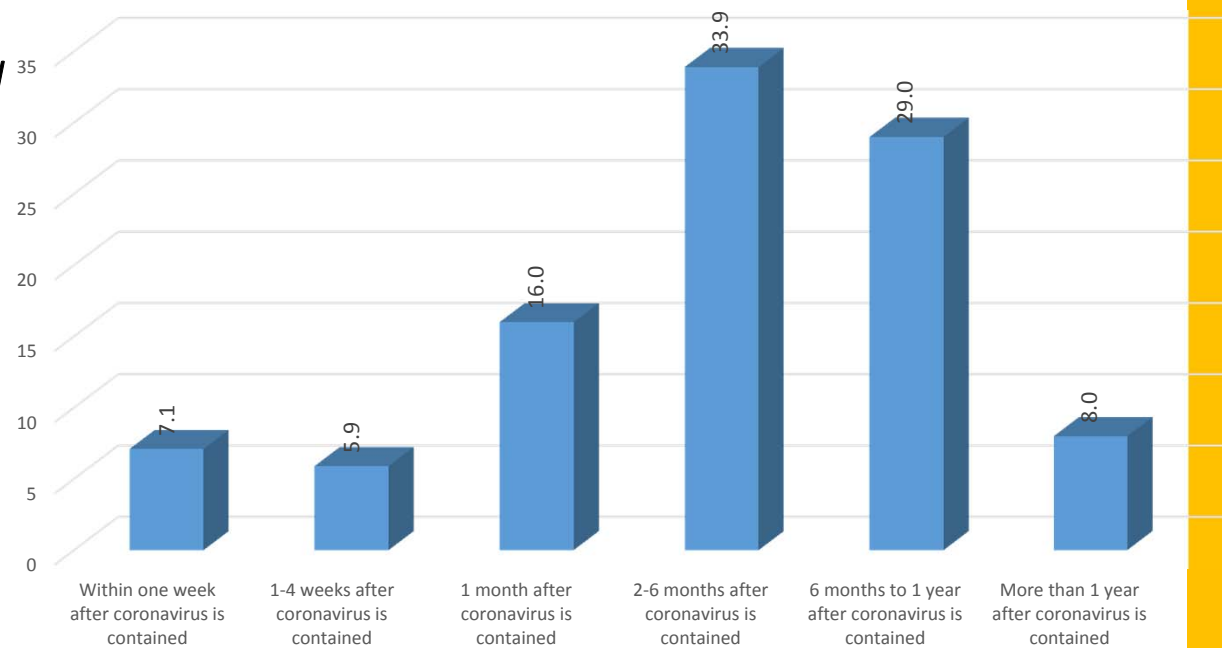
CHANGES TO TRAVEL PLANS AS A RESULT OF COVID-19

*How soon after
coronavirus is contained
do you expect to plan
future travel?*

*Leisure travel
Wave 15*

N=423

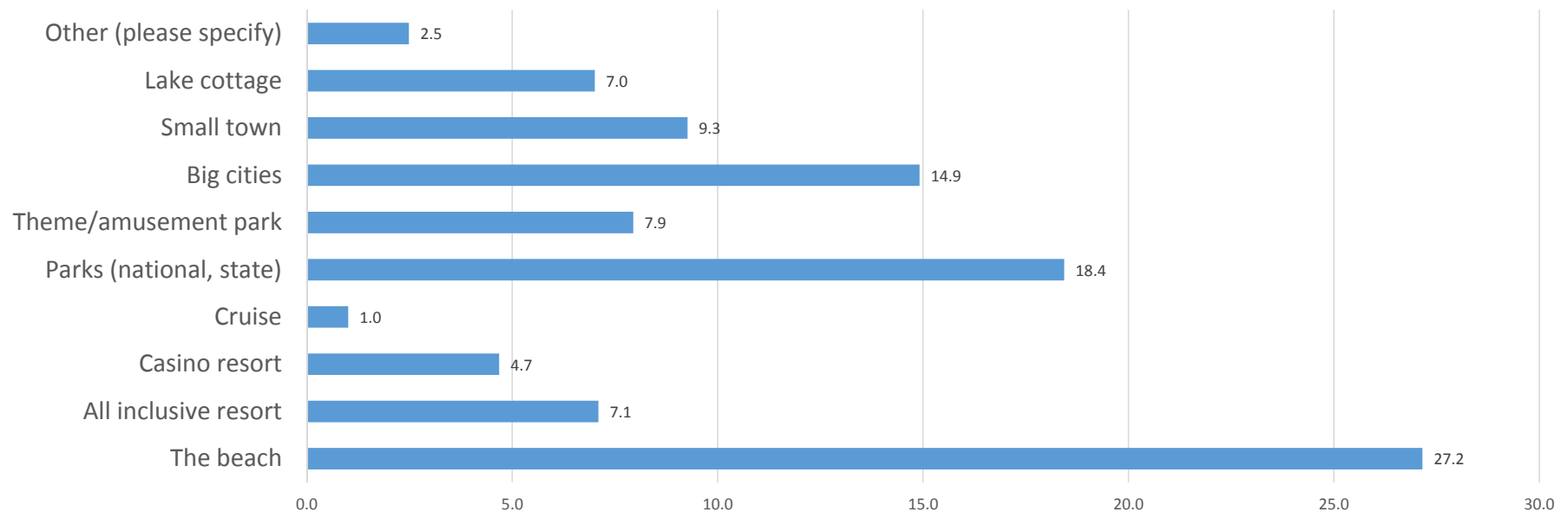
How soon after coronavirus is contained do you expect to plan future travel? -
Leisure travel



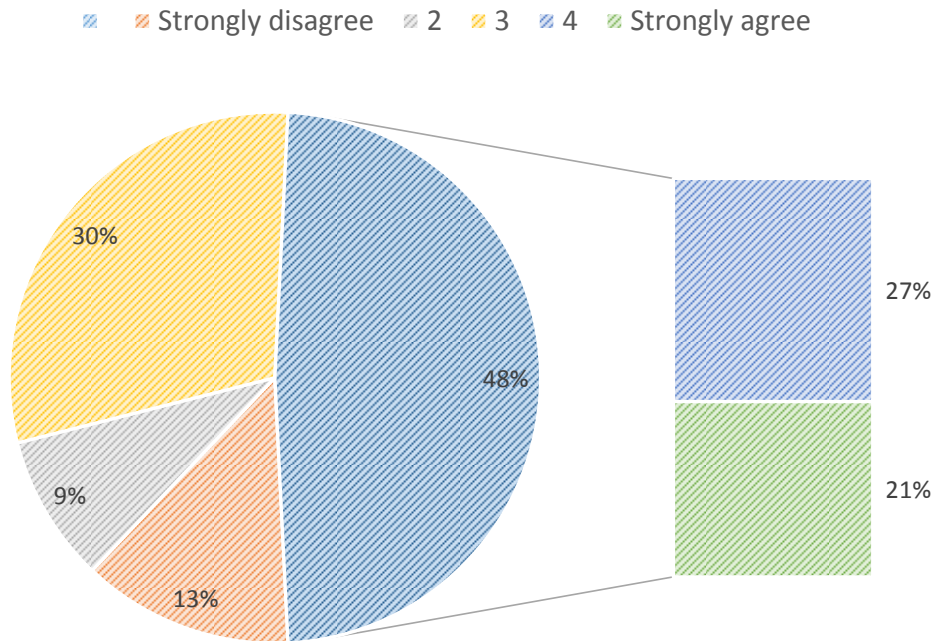
% of responses "yes" to the category

What is the first travel experience once travel restrictions are lifted going to look like?

Where are you planning to travel FIRST when travel restrictions are lifted? - Selected Choice

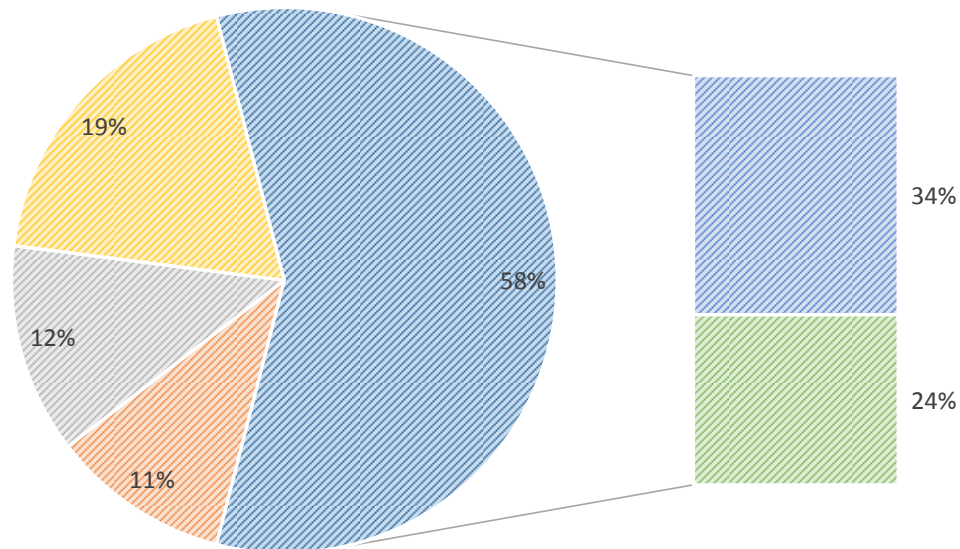


PLEASE INDICATE YOUR LEVEL OF AGREEMENT WITH THE FOLLOWING STATEMENTS ABOUT WHEN YOU TRAVEL AGAIN, ON A SCALE OF 1-5 (WHERE 1= STRONGLY DISAGREE AND 5= STRONGLY AGREE). - I'M MORE LIKELY TO TAKE A STAYCATION THAN IN THE PAST



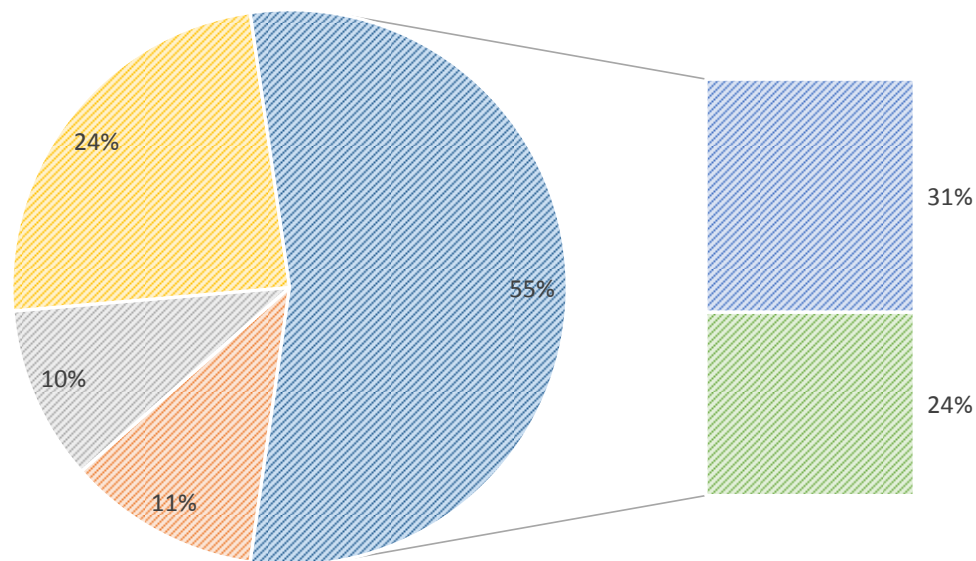
PLEASE INDICATE YOUR LEVEL OF AGREEMENT WITH THE FOLLOWING STATEMENTS ABOUT WHEN YOU TRAVEL AGAIN, ON A SCALE OF 1-5 (WHERE 1= STRONGLY DISAGREE AND 5= STRONGLY AGREE). - I'M MORE LIKELY TO TAKE A TRIP WHERE I WON'T HAVE TO FLY THAN I WAS PRIOR TO COVID-1

Strongly disagree 2 3 4 Strongly agree



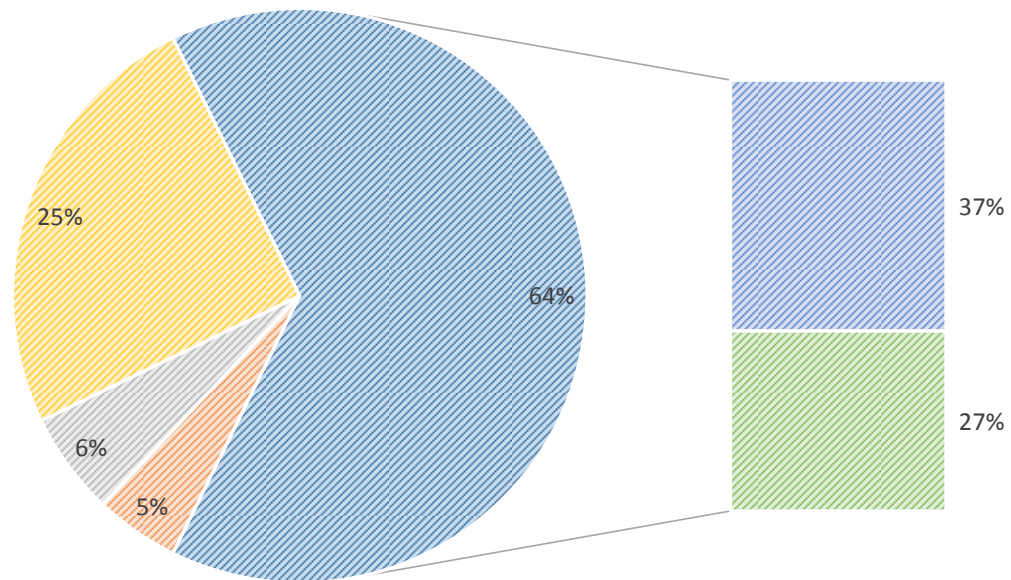
PLEASE INDICATE YOUR LEVEL OF AGREEMENT WITH THE FOLLOWING STATEMENTS ABOUT WHEN YOU TRAVEL AGAIN, ON A SCALE OF 1-5 (WHERE 1= STRONGLY DISAGREE AND 5= STRONGLY AGREE). - I'M LIKELY TO AVOID AREAS I MIGHT REALLY ENJOY BECAUSE OF THE INCREASED RISK OF GETT

Strongly disagree 2 3 4 Strongly agree



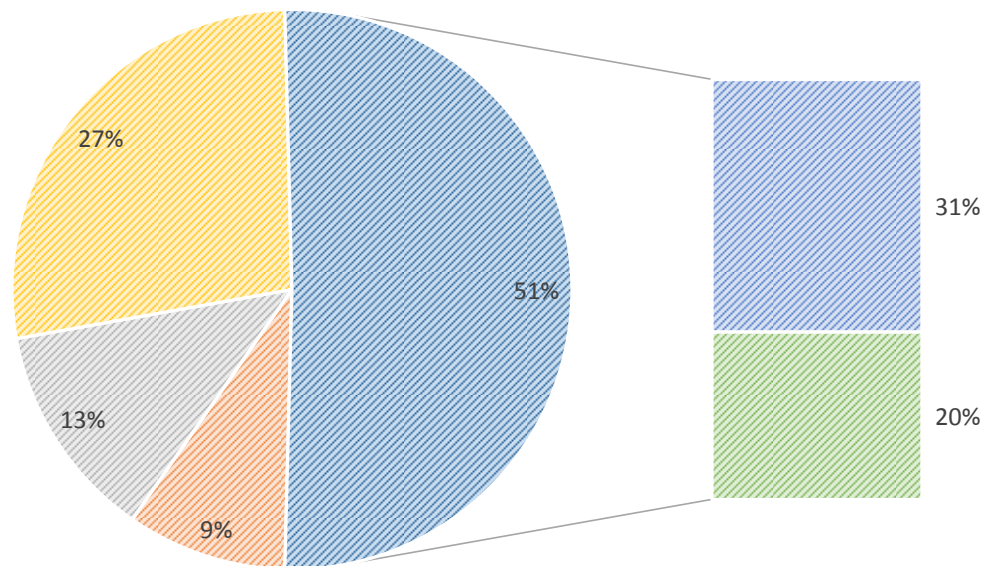
PLEASE INDICATE YOUR LEVEL OF AGREEMENT WITH THE FOLLOWING STATEMENTS ABOUT WHEN YOU TRAVEL AGAIN, ON A SCALE OF 1-5 (WHERE 1= STRONGLY DISAGREE AND 5= STRONGLY AGREE). - I'LL PROBABLY LOOK AT POLICIES THAT BUSINESSES HAVE CREATED AROUND COVID-19

Strongly disagree 2 3 4 Strongly agree



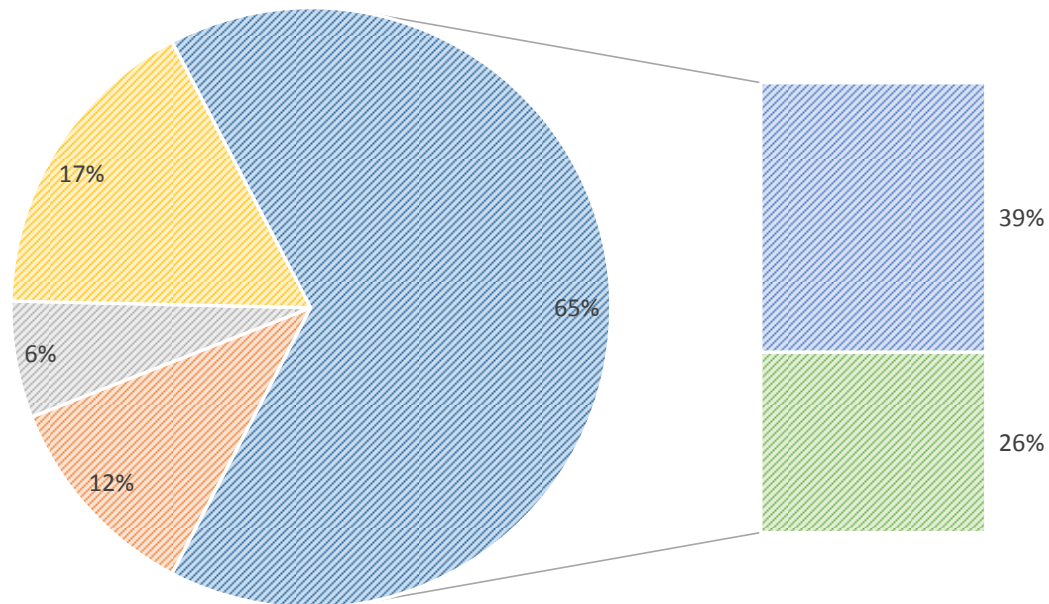
PLEASE INDICATE YOUR LEVEL OF AGREEMENT WITH THE FOLLOWING STATEMENTS ABOUT WHEN YOU TRAVEL AGAIN, ON A SCALE OF 1-5 (WHERE 1= STRONGLY DISAGREE AND 5= STRONGLY AGREE). - I'LL USE THE COVID-19 RESPONSE OF TRAVEL COMPANIES TO HELP ME DECIDE WHETHER TO BOOK

Strongly disagree 2 3 4 Strongly agree



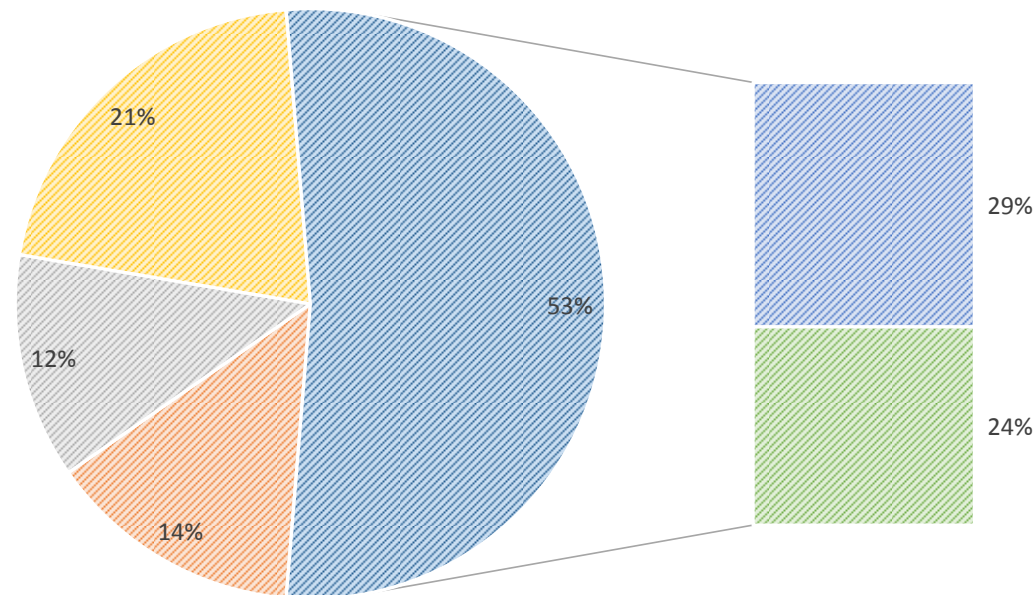
PLEASE INDICATE YOUR LEVEL OF AGREEMENT WITH THE FOLLOWING
STATEMENTS ABOUT WHEN YOU TRAVEL AGAIN, ON A SCALE OF 1-5
(WHERE 1= STRONGLY DISAGREE AND 5= STRONGLY AGREE). - I'LL
MAKE SURE THE DESTINATION I'M PLANNING TO VISIT HAS
IMPLEMENTED MEASURES TO KEE

Strongly disagree 2 3 4 Strongly agree



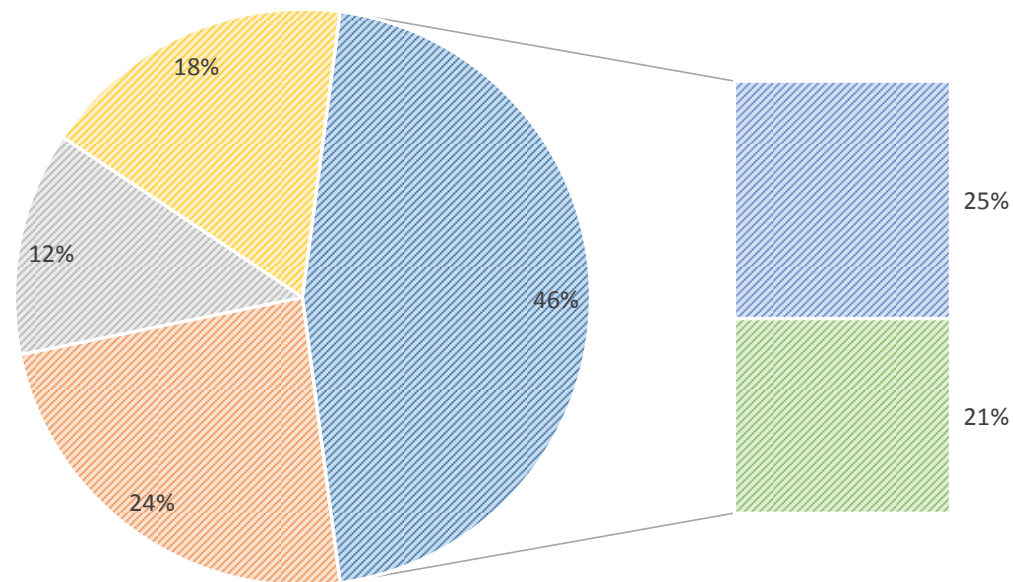
PLEASE INDICATE YOUR LEVEL OF AGREEMENT WITH THE FOLLOWING STATEMENTS ABOUT WHEN YOU TRAVEL AGAIN, ON A SCALE OF 1-5 (WHERE 1= STRONGLY DISAGREE AND 5= STRONGLY AGREE). - I'M MORE LIKELY TO PURCHASE TRAVEL INSURANCE THAN I WAS BEFORE COVID-19

Strongly disagree 2 3 4 Strongly agree



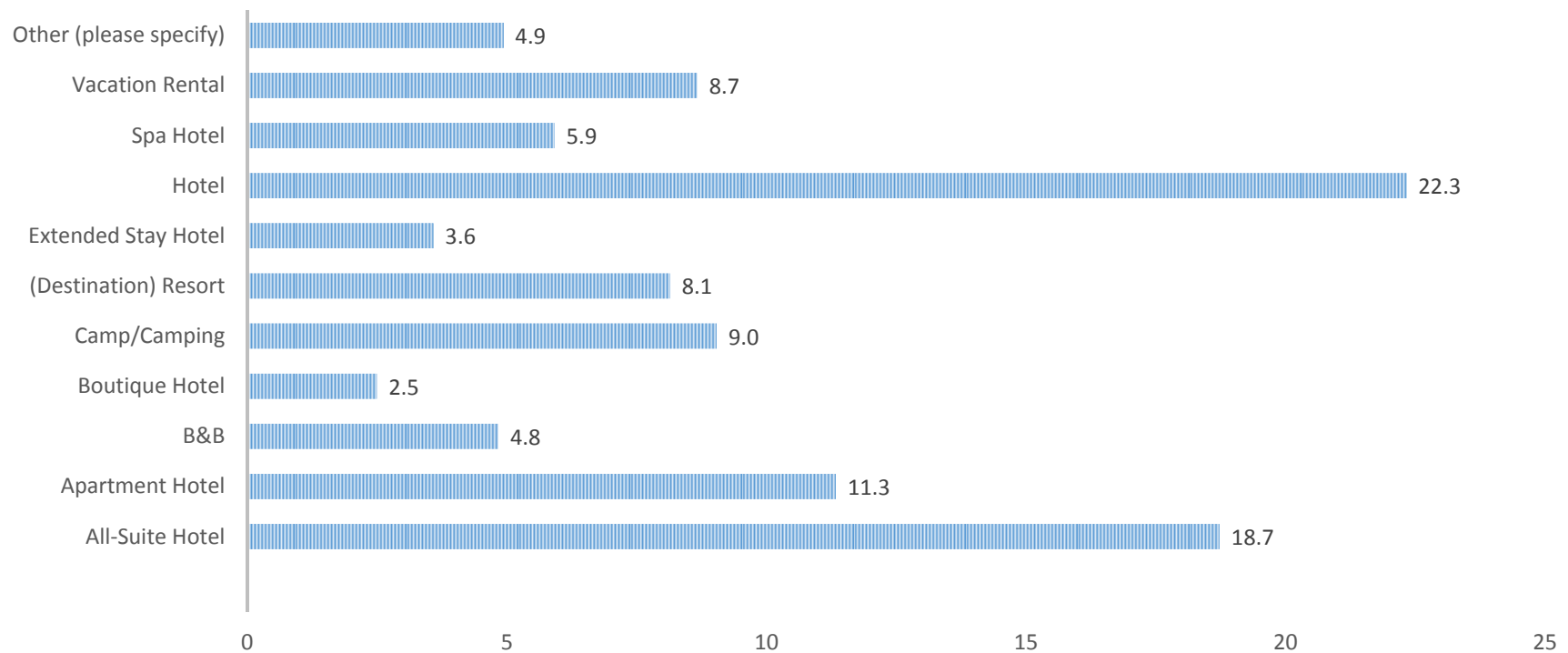
PLEASE INDICATE YOUR LEVEL OF AGREEMENT WITH THE FOLLOWING STATEMENTS ABOUT WHEN YOU TRAVEL AGAIN, ON A SCALE OF 1-5 (WHERE 1= STRONGLY DISAGREE AND 5= STRONGLY AGREE). - I'LL PROBABLY USE A TRAVEL AGENT SO I CAN STREAMLINE THE TRIP CHANGE PROCESS IF I AM

Strongly disagree 2 3 4 Strongly agree

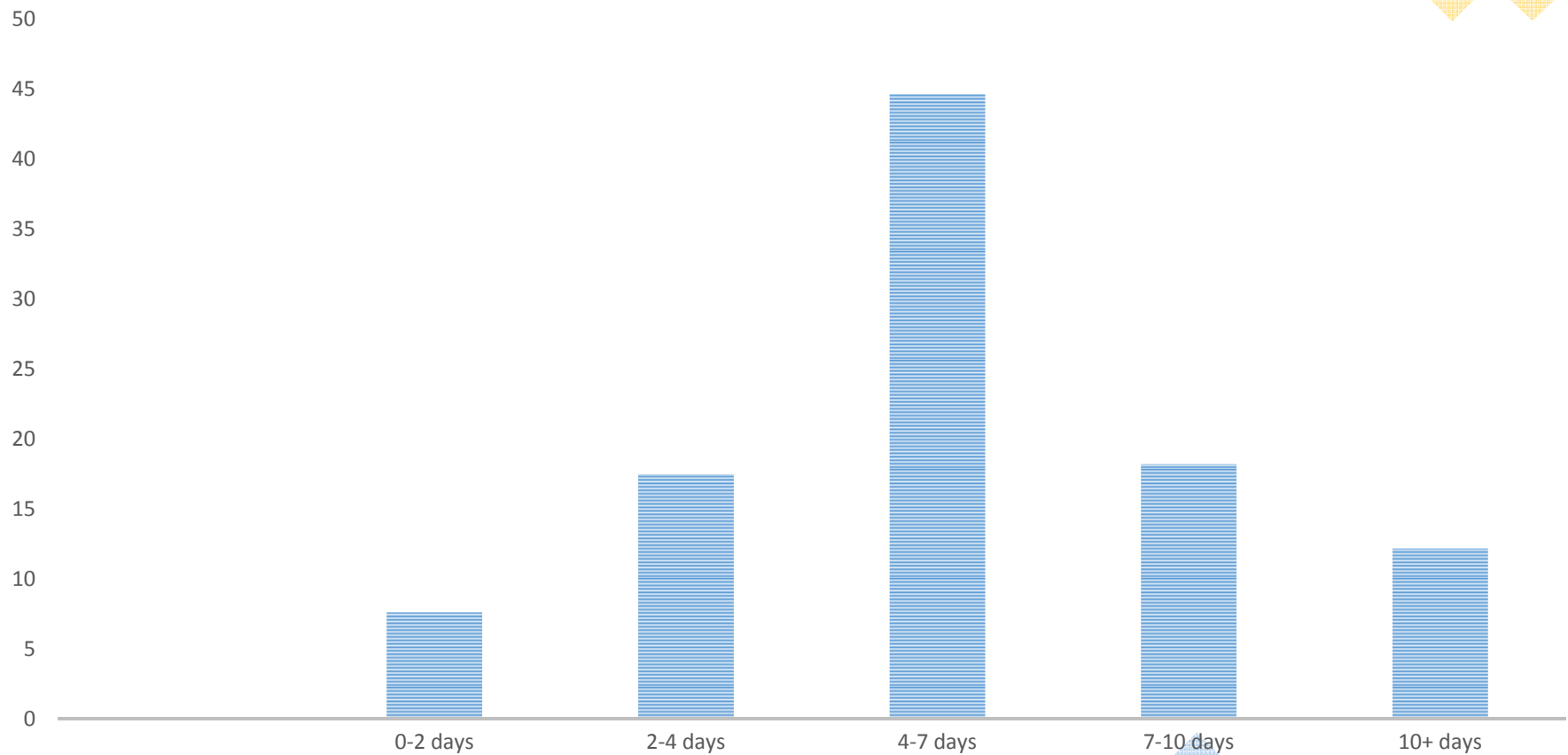


What type of accommodation are you most likely to book for your next holiday?

Wave 15 (N=483)

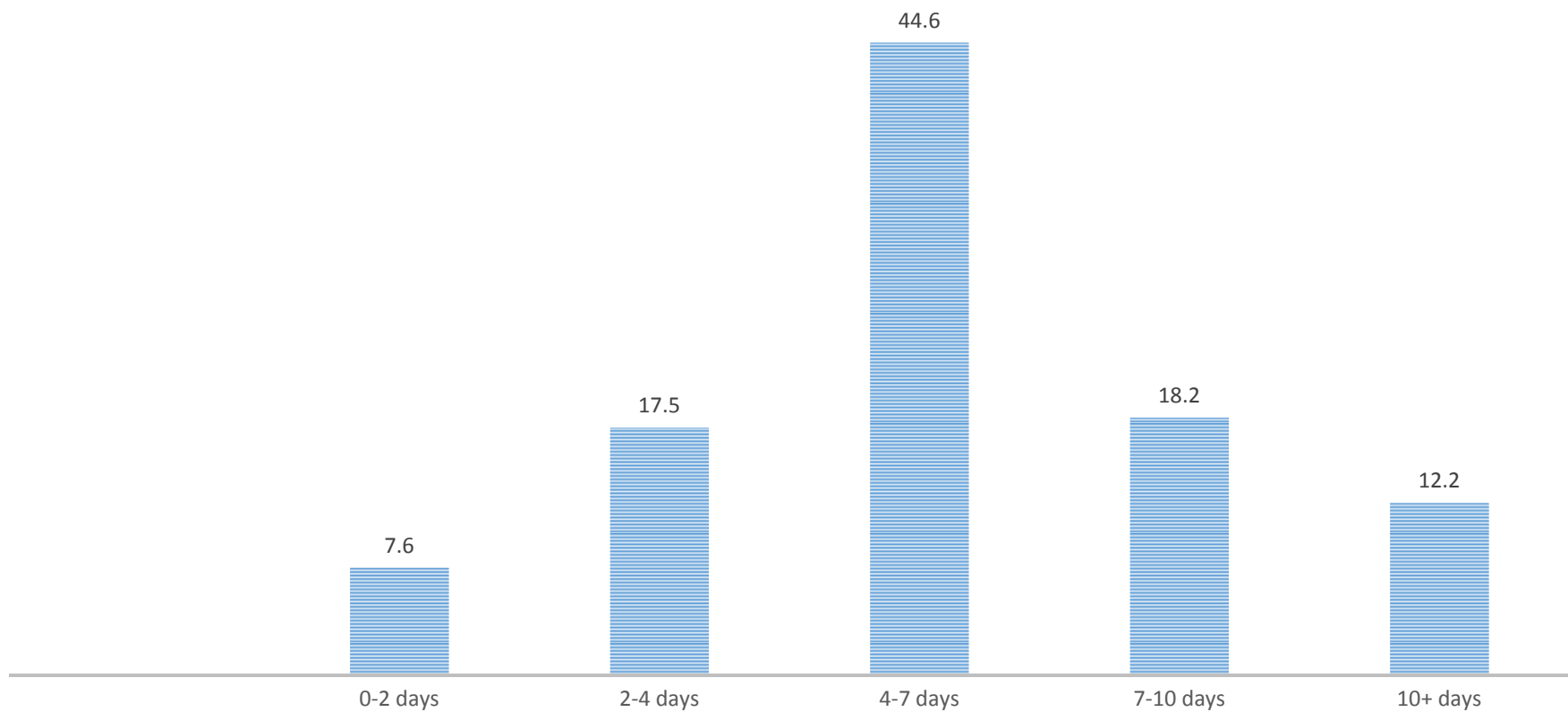


WHAT IS THE PLANNED LENGTH OF YOUR NEXT UPCOMING TRIP?

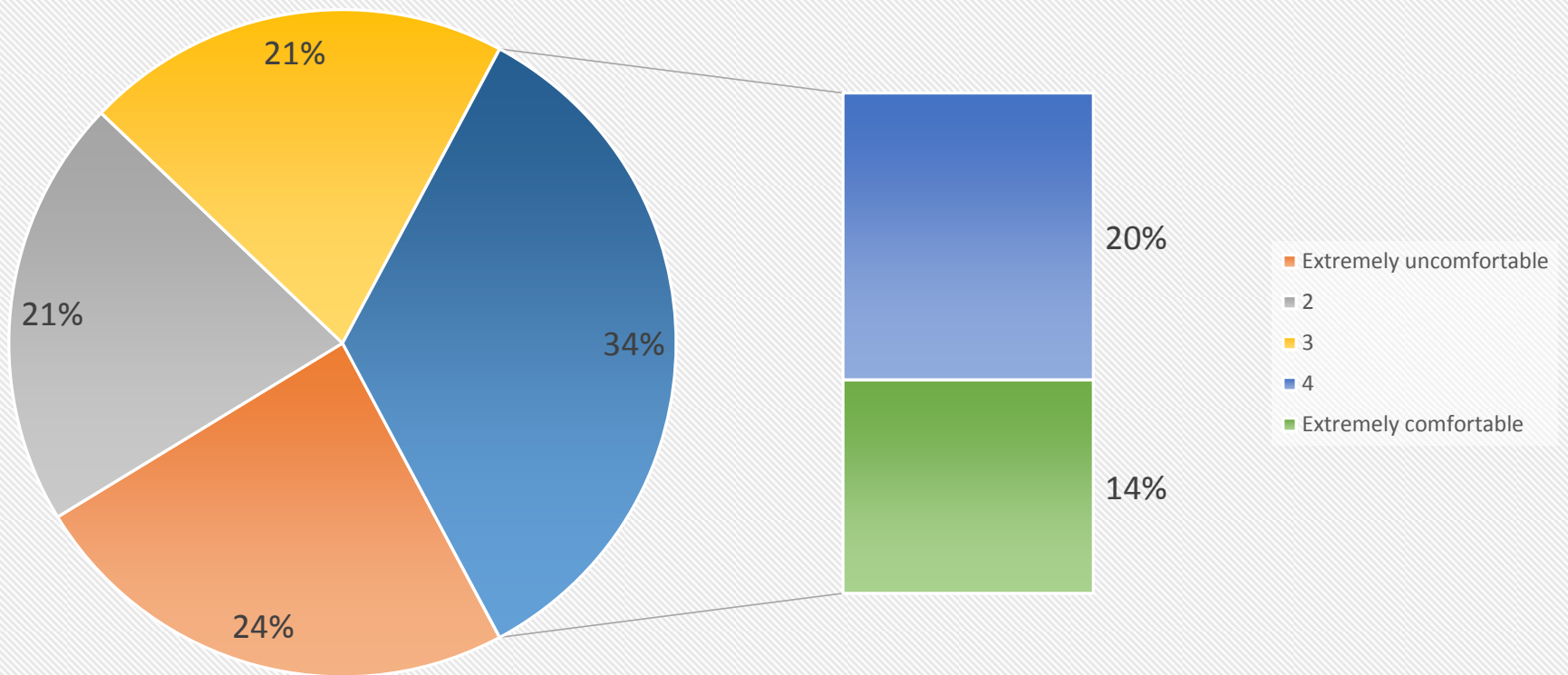


CHANGES TO TRAVEL PLANS AS A RESULT OF COVID-19

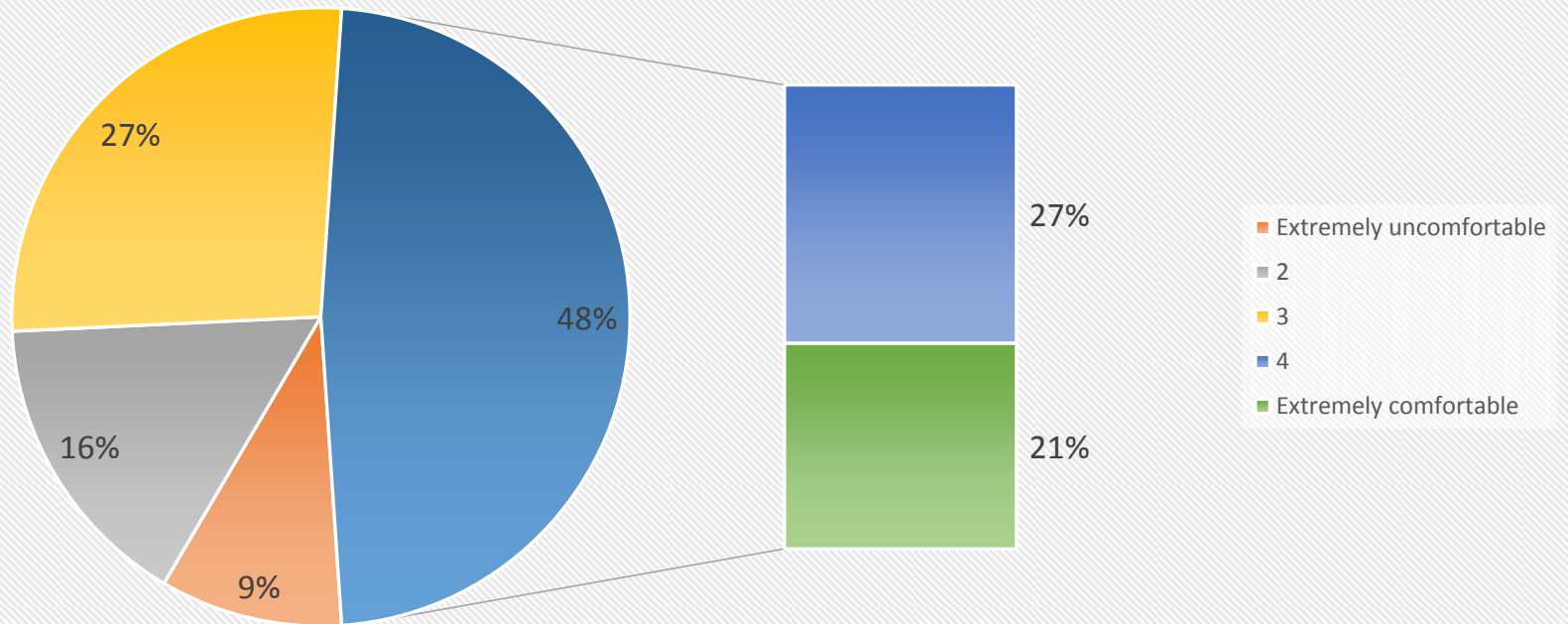
WHAT IS THE PLANNED LENGTH OF YOUR NEXT UPCOMING TRIP?



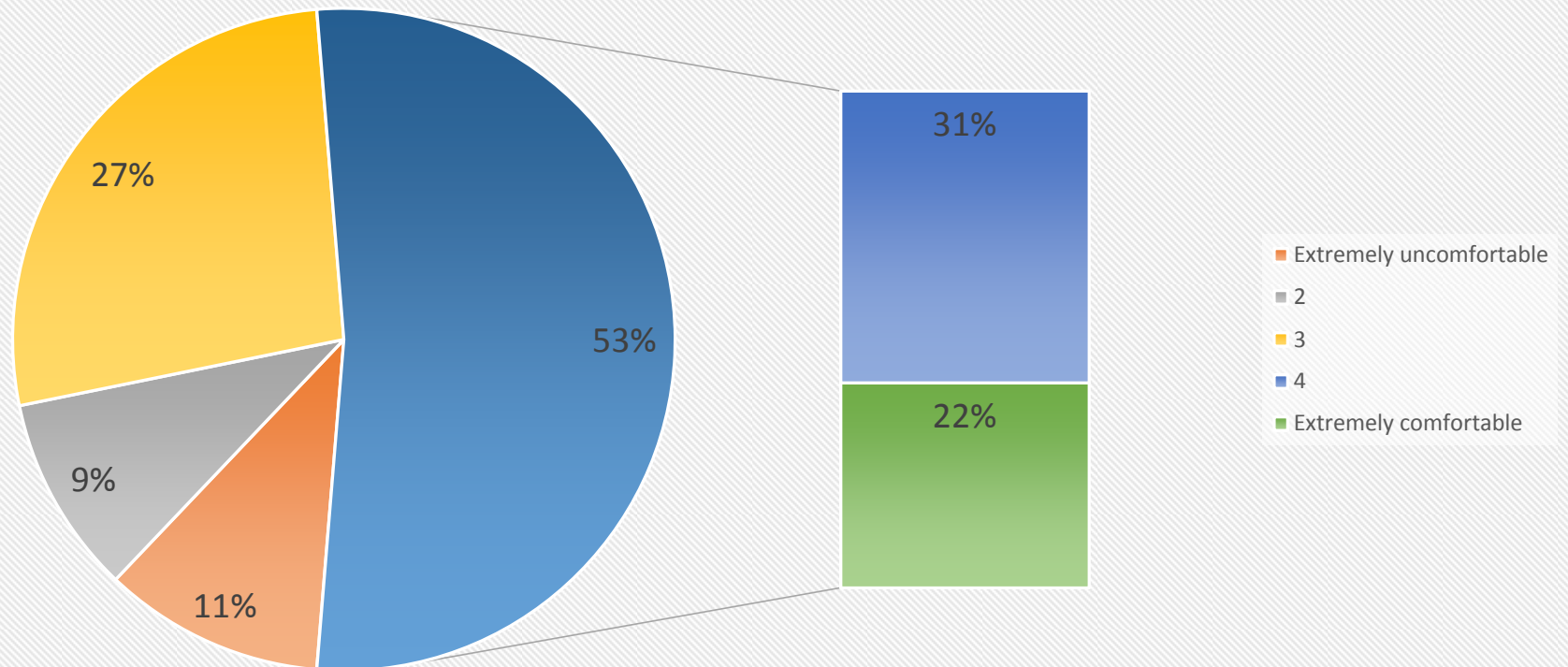
Please indicate how you feel when you think about venturing out right now (on a 1-5 scale, where 1= extremely uncomfortable and 5= extremely comfortable). - Dining inside of a restaurant



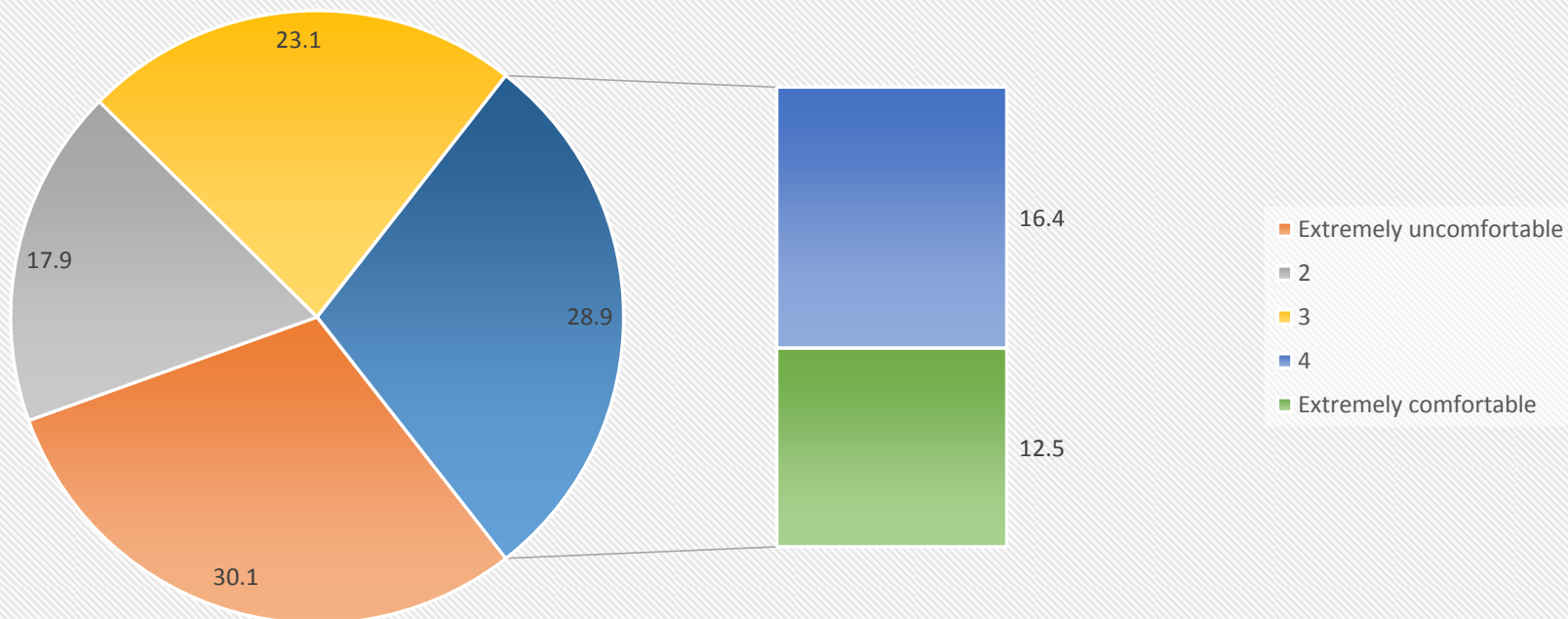
Please indicate how you feel when you think about venturing out right now
(on a 1-5 scale, where 1= extremely uncomfortable and 5= extremely comfortable). - Outdoor dining at a restaurant



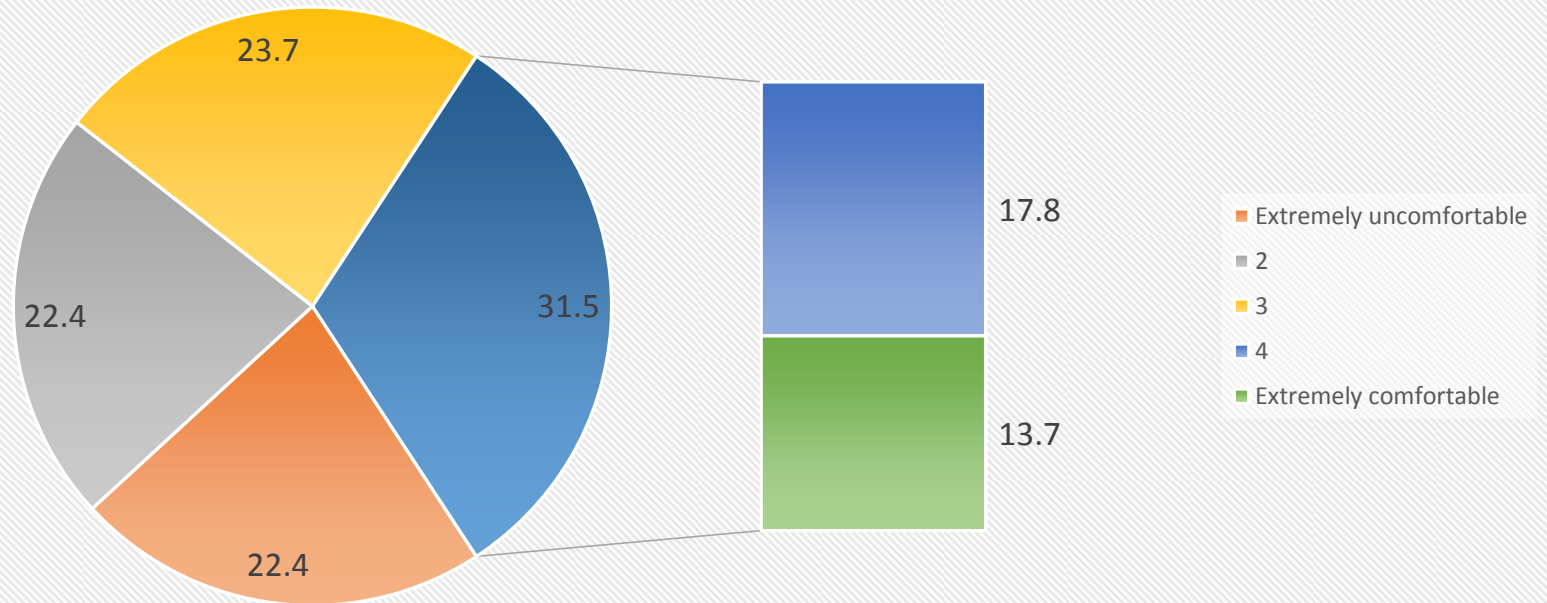
Please indicate how you feel when you think about venturing out right now (on a 1-5 scale, where 1= extremely uncomfortable and 5= extremely comfortable).
- Having an outdoor picnic



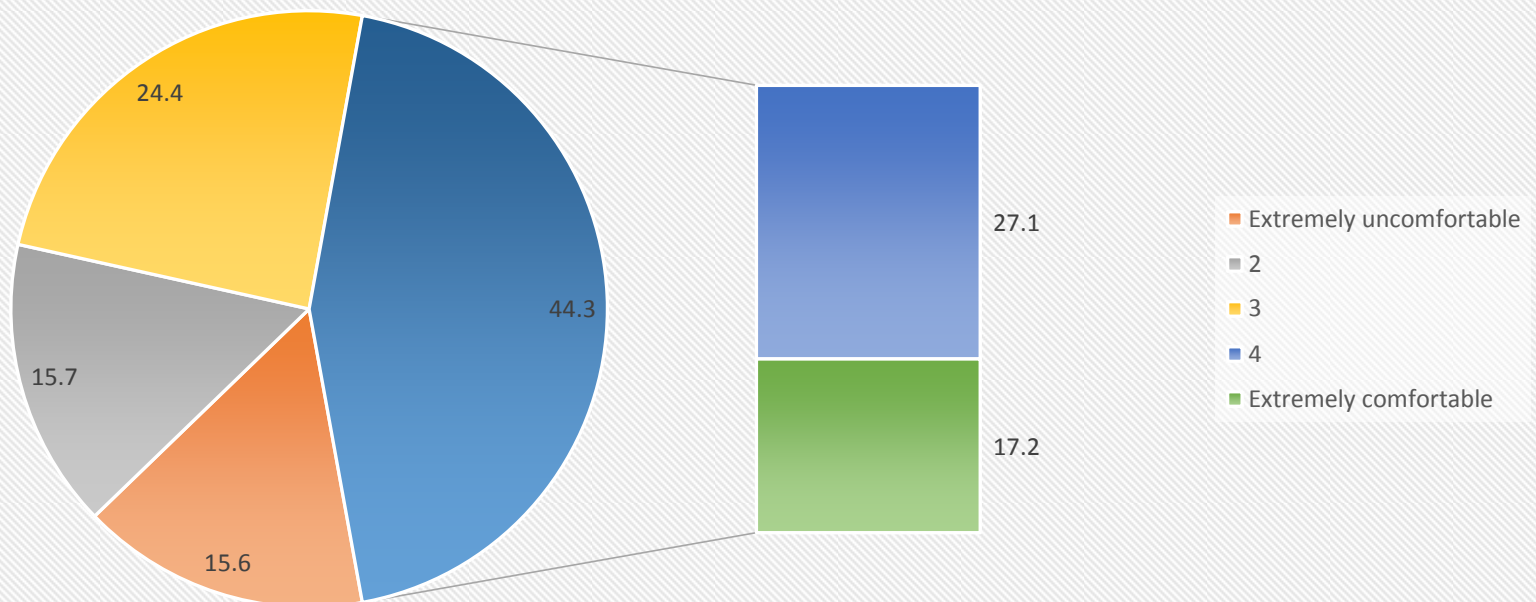
Please indicate how you feel when you think about venturing out right now (on a 1-5 scale, where 1= extremely uncomfortable and 5= extremely comfortable). -
Going to the gym



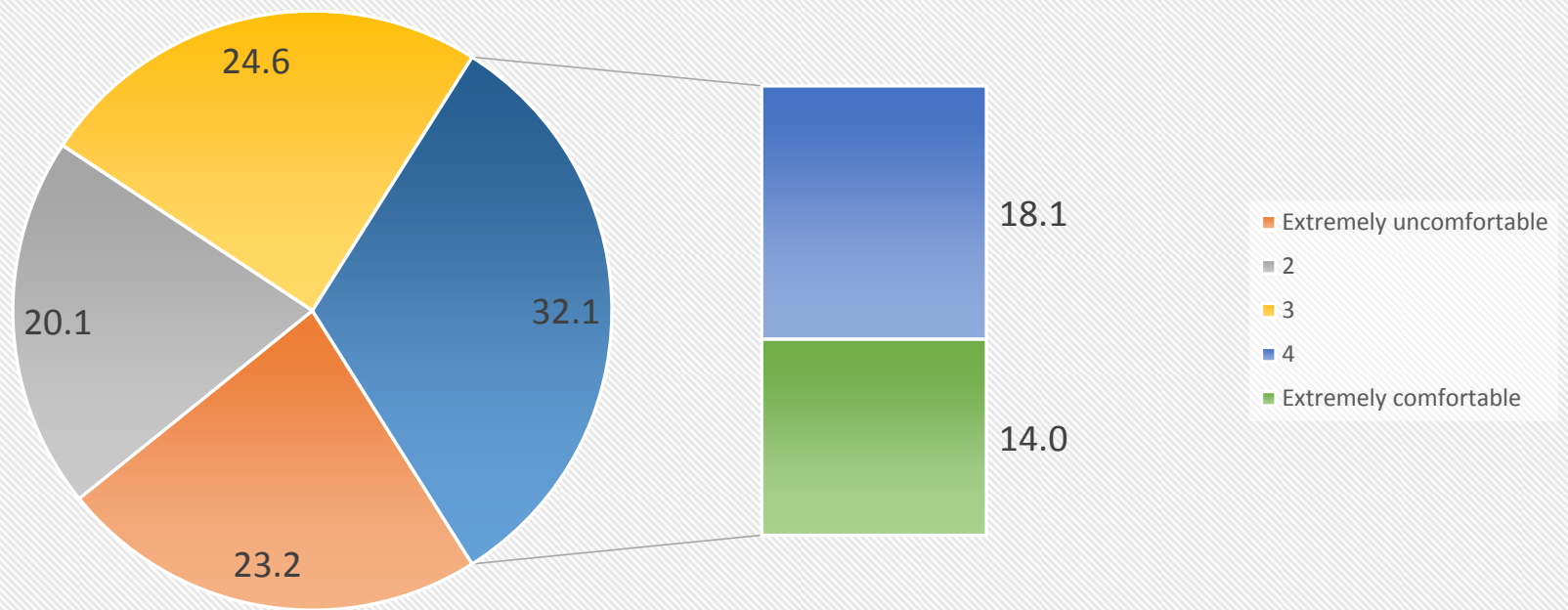
Please indicate how you feel when you think about venturing out right now
(on a 1-5 scale, where 1= extremely uncomfortable and 5= extremely
comfortable). - Shopping at an indoor mall



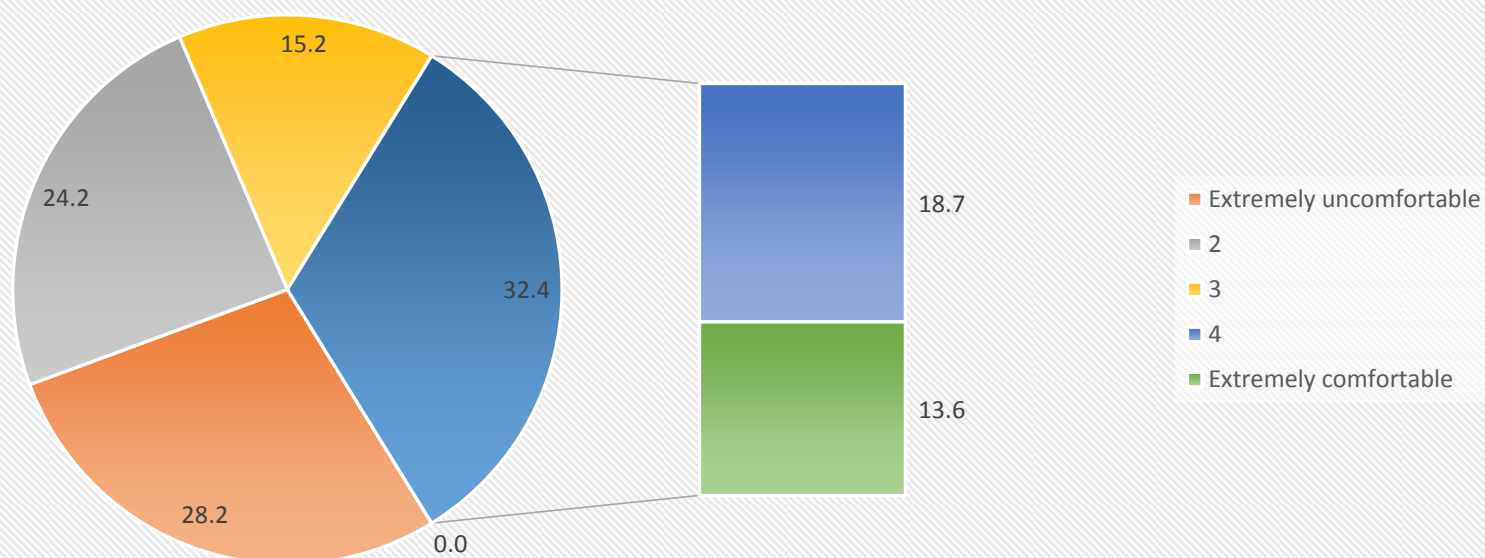
Please indicate how you feel when you think about venturing out right now
(on a 1-5 scale, where 1= extremely uncomfortable and 5= extremely
comfortable). - Shopping at an outdoor mall/plaza



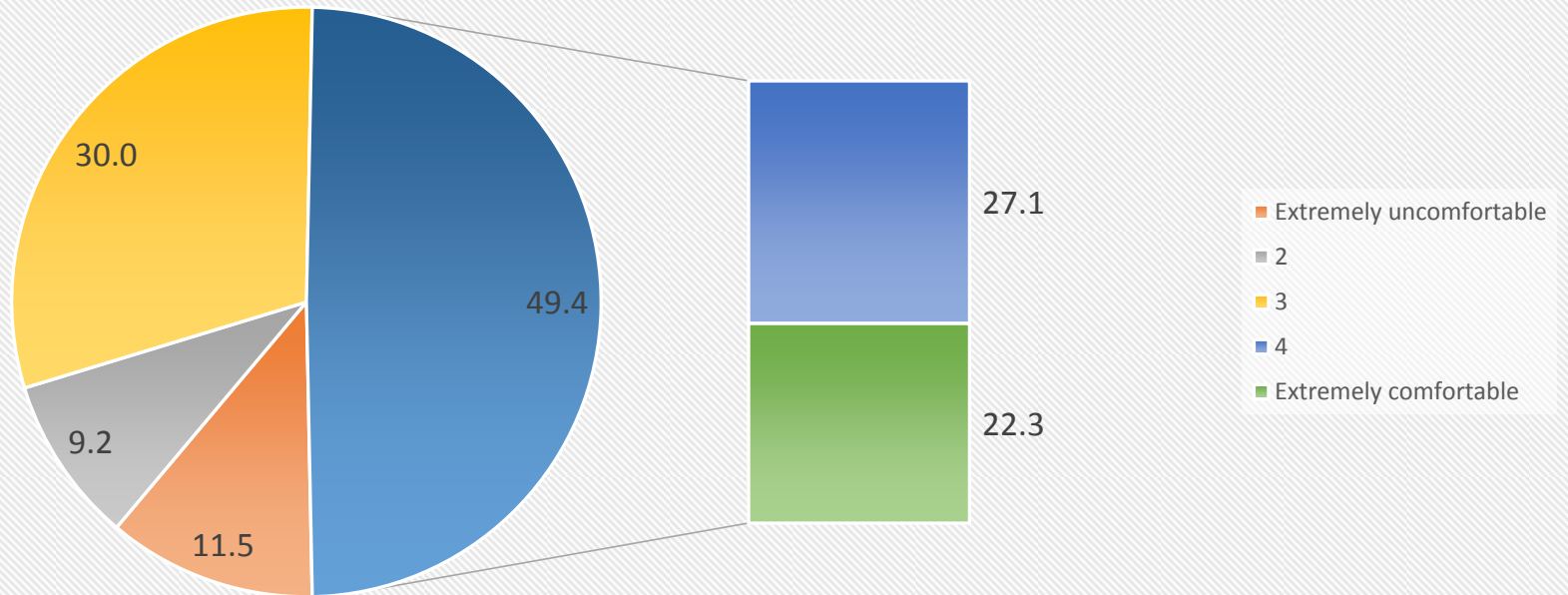
Please indicate how you feel when you think about venturing out right now (on a 1-5 scale, where 1= extremely uncomfortable and 5= extremely comfortable).
- Visiting a museum



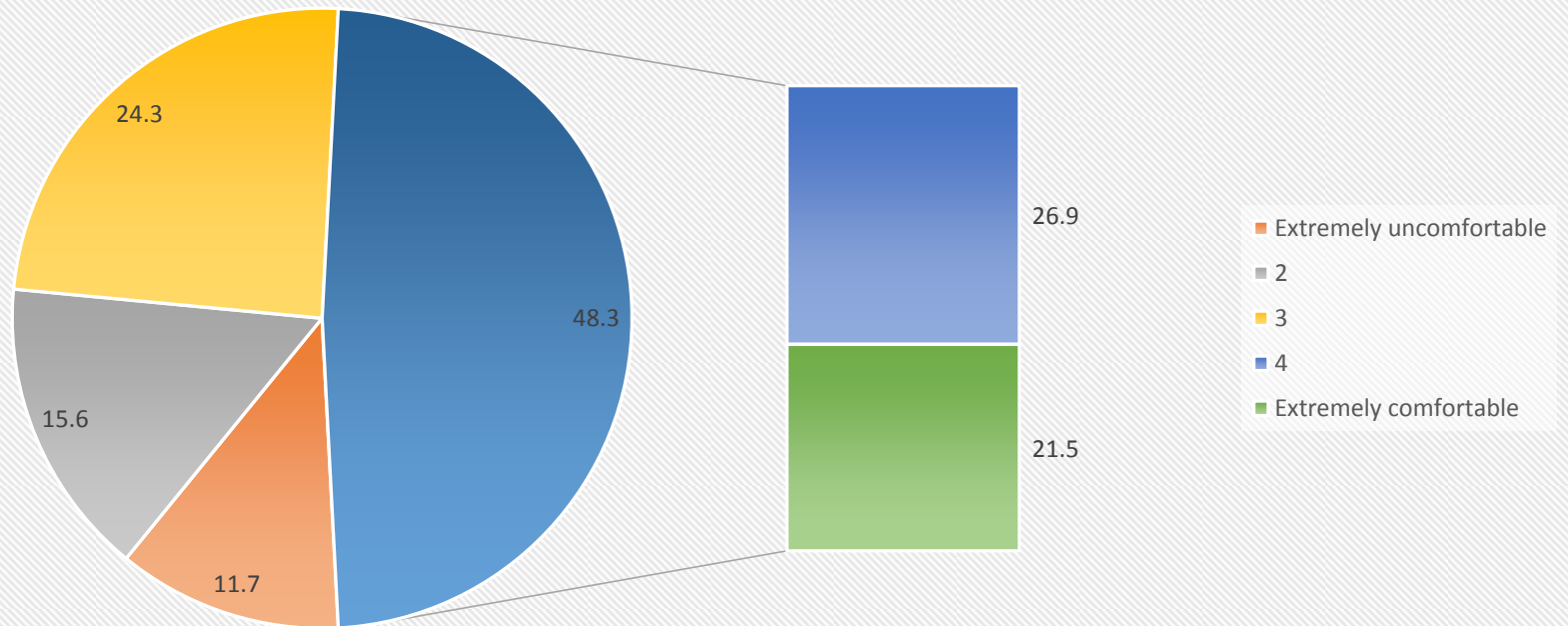
Please indicate how you feel when you think about venturing out right now
(on a 1-5 scale, where 1= extremely uncomfortable and 5= extremely comfortable). - Going to a live theater production



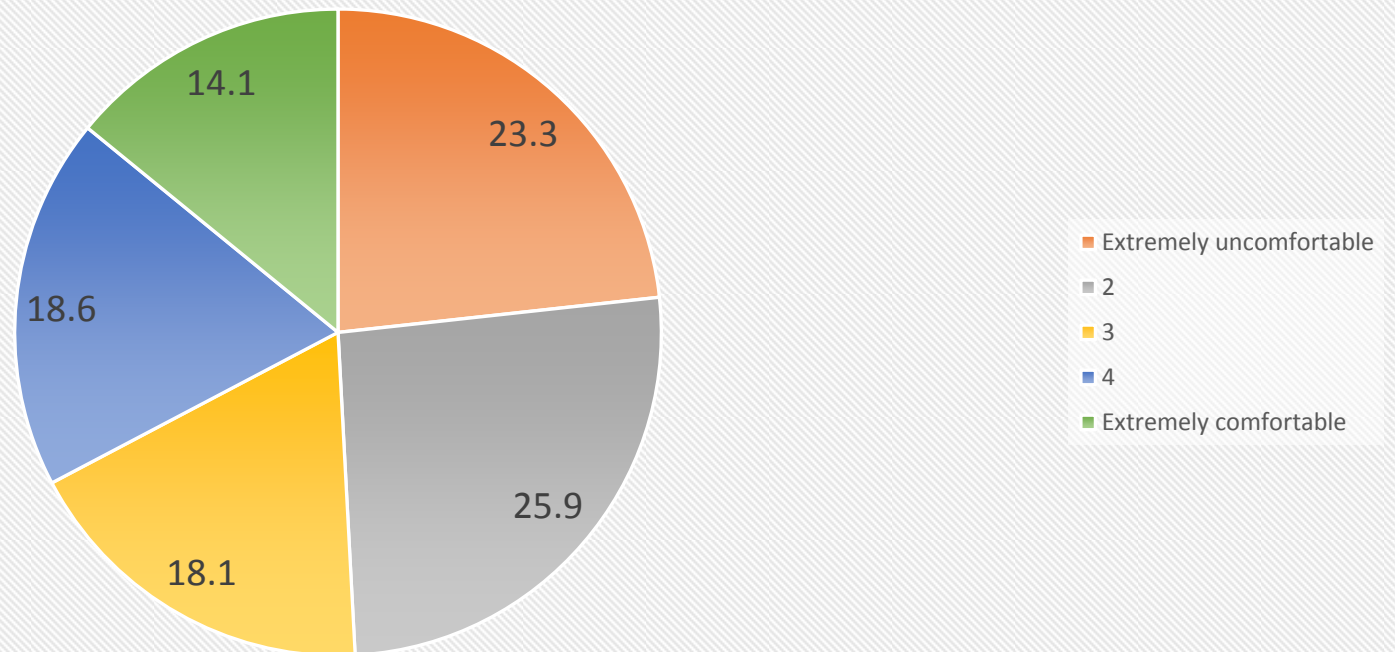
Please indicate how you feel when you think about venturing out right now (on a 1-5 scale, where 1= extremely uncomfortable and 5= extremely comfortable). - Recreating in outdoor areas



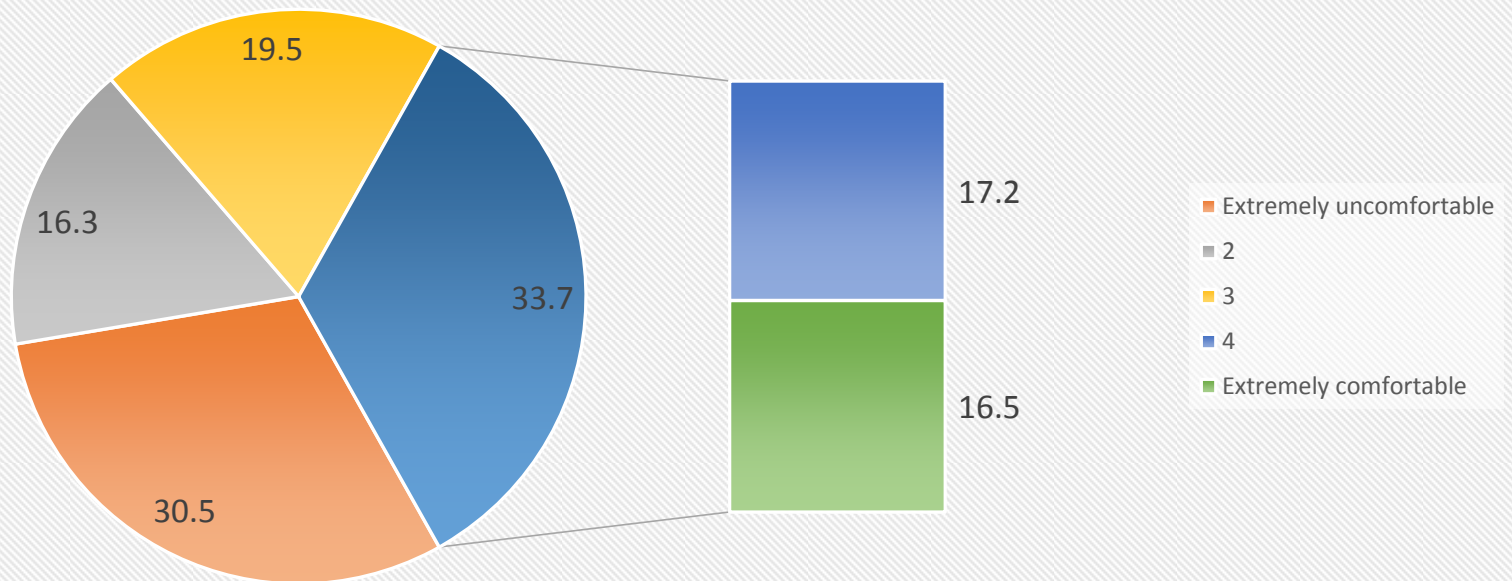
Please indicate how you feel when you think about venturing out right now
(on a 1-5 scale, where 1= extremely uncomfortable and 5= extremely comfortable). - Going to the beach



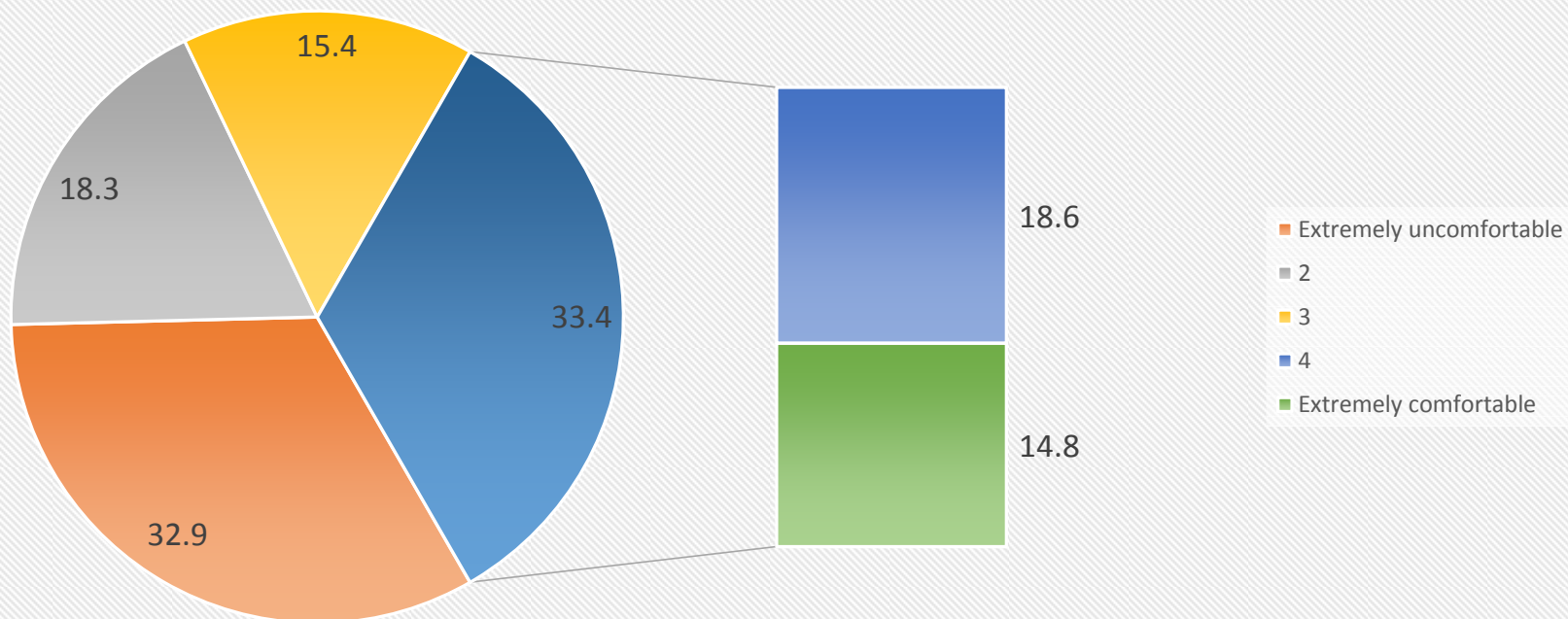
Please indicate how you feel when you think about venturing out right now
(on a 1-5 scale, where 1= extremely uncomfortable and 5= extremely comfortable). - Visiting an indoor attraction



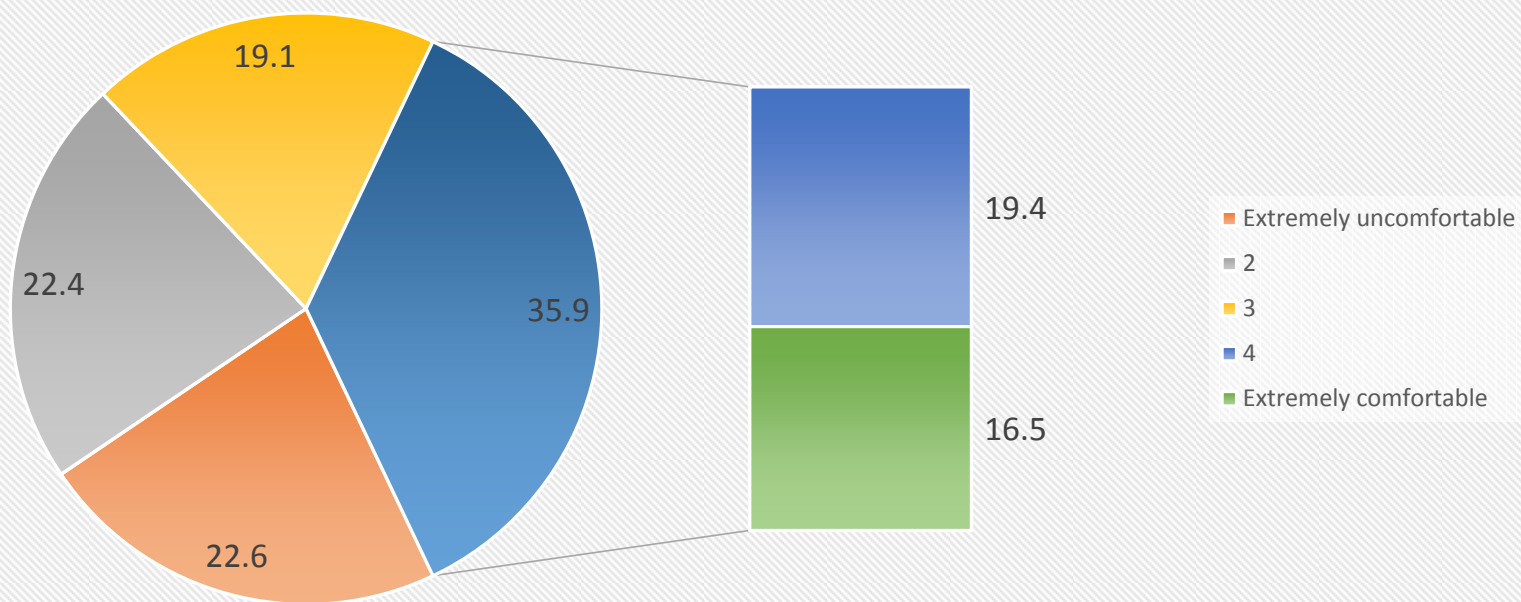
Please indicate how you feel when you think about venturing out right now
(on a 1-5 scale, where 1= extremely uncomfortable and 5= extremely comfortable). - Going to a theme park



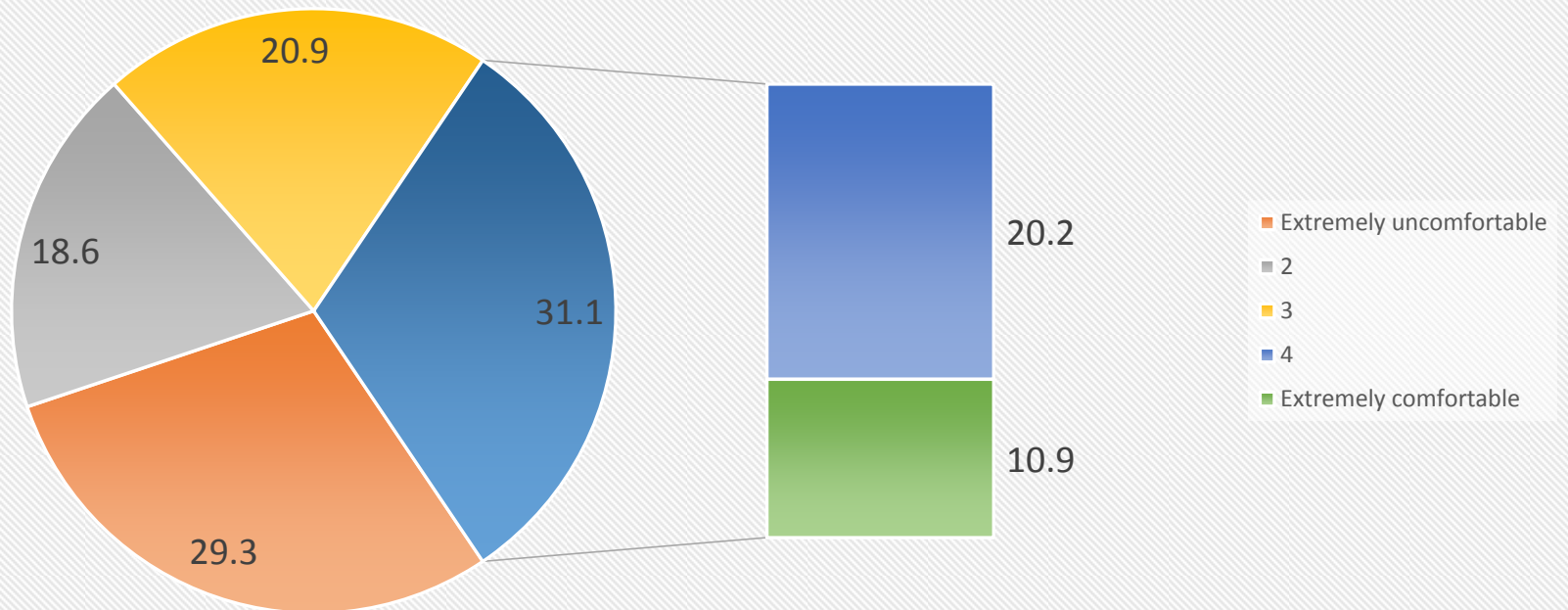
Please indicate how you feel when you think about venturing out right now (on a 1-5 scale, where 1= extremely uncomfortable and 5= extremely comfortable). -
Going to the movies



Please indicate how you feel when you think about venturing out right now
(on a 1-5 scale, where 1= extremely uncomfortable and 5= extremely comfortable). - Booking an Airbnb



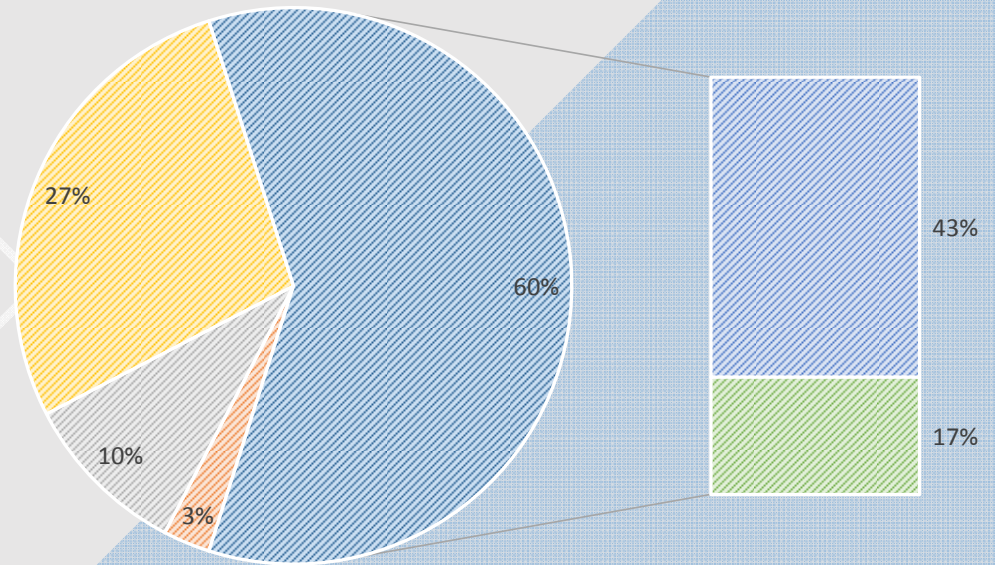
Please indicate how you feel when you think about venturing out right now (on a 1-5 scale, where 1= extremely uncomfortable and 5= extremely comfortable).
- Taking an Uber or rideshare



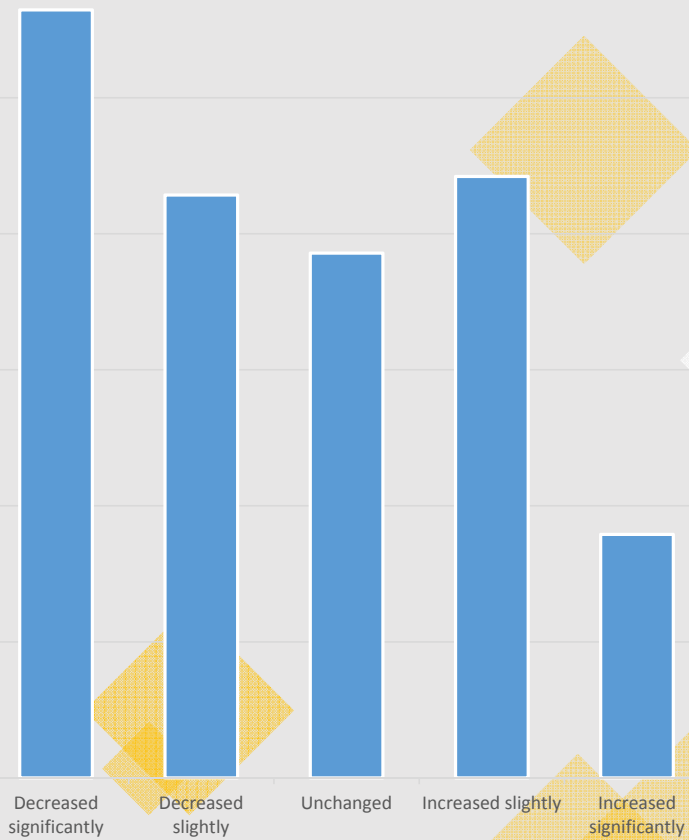
FINANCIAL IMPACT OF COVID-19 TO TRAVEL PLANS

Overall, how likely would you be to travel to a destination which is certified over a destination which is not?

Not at all likely Not very likely Somewhat likely Very likely Extremely likely



How has your planned travel spend for 2020 changed over the last several months?



How has your planned travel spend for 2020 changed over the last several months?

Wave 15 (N=423)



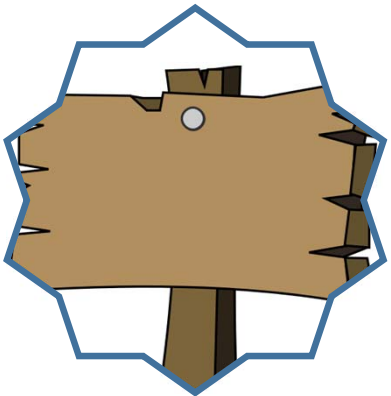
On a confirmation prior to travel



Signage in lobbies (e.g., airport, hotel) upon arrival



Communication from front line staff (e.g., hotel front desk) upon arrival



Signage in high traffic areas in the destination (e.g., beaches, welcome centers)



Printed materials in a hotel room/accommodations



Verbal confirmation by all front line staff you interact with in attractions, restaurants, etc.

What information would you need to receive from the travel industry to feel safe?

Check all that you would say are necessary as a minimum.

Methodology

PERCEPTIONS OF TRAVEL RISK SURVEY ([link](#))

June 8, 2020 TRAVEL RISK AND TRUST Questions

- Online panel with Mturk, participants paid to participate
- This study included data from Wave 15 (June 8) Sample size = 729
- Screening question: 1) are you are a U.S. Resident and 2) are you are considering traveling within the next 6 months.
- Voluntary participation in the survey
- Took about 15 minutes
- Next wave scheduled for June 14, 2020
- Opportunity to buy into survey waves- contact pennggray@ufl.edu or dbarbe@ufl.edu; or als1167@psu.edu