



PUBLIC POLL FINDINGS AND METHODOLOGY

Travel and hospitality in the time of COVID-19

Washington, DC, June 17, 2020

Full Annotated Questionnaire

1. When will you feel comfortable...?

Total 1-6 Months Summary

	Total (N=1,005)
Staying at a hotel	29%
Taking a driving vacation	27%
Visiting a national park or other scenic area	27%
Taking a vacation by plane	21%
Visiting a theme park	21%
Staying at a vacation rental (like an AirBnB)	20%
Taking a vacation by train	18%

a. Taking a driving vacation

	Total
I am comfortable doing this now	37%
1-3 months from now	17%
4-6 months from now	11%
7-months to a year from now	10%
More than a year from now	9%
I won't feel comfortable doing this until there is a vaccine or treatment for the coronavirus	9%
Not applicable, I don't do this	7%
<i>1-6 months (Net)</i>	<i>27%</i>
<i>7 months or more (Net)</i>	<i>20%</i>

b. Taking a vacation by plane

	Total
I am comfortable doing this now	15%
1-3 months from now	10%
4-6 months from now	11%
7-months to a year from now	12%
More than a year from now	17%
I won't feel comfortable doing this until there is a vaccine or treatment for the coronavirus	19%
Not applicable, I don't do this	16%
<i>1-6 months (Net)</i>	<i>21%</i>
<i>7 months or more (Net)</i>	<i>29%</i>





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c. Taking a vacation by train

	Total
I am comfortable doing this now	14%
1-3 months from now	8%
4-6 months from now	11%
7-months to a year from now	11%
More than a year from now	13%
I won't feel comfortable doing this until there is a vaccine or treatment for the coronavirus	17%
Not applicable, I don't do this	27%
1-6 months (Net)	18%
7 months or more (Net)	24%

d. Visiting a theme park

	Total
I am comfortable doing this now	12%
1-3 months from now	9%
4-6 months from now	12%
7-months to a year from now	12%
More than a year from now	19%
I won't feel comfortable doing this until there is a vaccine or treatment for the coronavirus	19%
Not applicable, I don't do this	18%
1-6 months (Net)	21%
7 months or more (Net)	30%

e. Staying at a hotel

	Total
I am comfortable doing this now	23%
1-3 months from now	14%
4-6 months from now	15%
7-months to a year from now	11%
More than a year from now	13%
I won't feel comfortable doing this until there is a vaccine or treatment for the coronavirus	15%
Not applicable, I don't do this	9%
1-6 months (Net)	29%
7 months or more (Net)	23%

f. Staying at a vacation rental (like an AirBnB)

	Total
I am comfortable doing this now	18%
1-3 months from now	10%
4-6 months from now	10%
7-months to a year from now	8%
More than a year from now	12%
I won't feel comfortable doing this until there is a vaccine or treatment for the coronavirus	14%
Not applicable, I don't do this	28%
1-6 months (Net)	20%
7 months or more (Net)	20%



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g. Visiting a national park or other scenic area

	Total
I am comfortable doing this now	35%
1-3 months from now	14%
4-6 months from now	13%
7-months to a year from now	8%
More than a year from now	10%
I won't feel comfortable doing this until there is a vaccine or treatment for the coronavirus	10%
Not applicable, I don't do this	10%
<i>1-6 months (Net)</i>	<i>27%</i>
<i>7 months or more (Net)</i>	<i>18%</i>

2. **[If did not select “I am comfortable doing this now” OR “Not applicable, I don’t do this” for “Taking a driving vacation”, “Taking a vacation by plane”, OR “Taking a vacation by train” in Q1] What part of the journey to your vacation is most concerning? You may select up to three.**

	Total (N=741)
The possibility of getting sick	54%
Being around other people	46%
The cleanliness of the accommodations	35%
The cleanliness of the destination itself (attraction, theme park, hotel, etc.)	34%
Having to use public bathrooms	24%
Being in an airport or train station	23%
The possibility of getting someone else sick like other tourists, staff and workers at the destination, friends and family you might visit, etc.	23%
Other	2%



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3. **[If did not select “I am comfortable doing this now” OR “Not applicable, I don’t do this” for “Visiting a theme park” in Q1]** What steps are most important for a theme park to take to encourage you and make you more comfortable visiting? You may select up to three.

	Total (N=641)
Reducing the number of people in the park overall	49%
Requiring spacing between people in line	38%
Hand sanitizer stations	36%
Health screenings of guests	32%
Reducing the number of people on rides at any time	31%
Health screenings of employees	31%
Scheduled ride times to reduce waiting in line	23%
Posted policies related to cleaning procedures	14%
Reduced price admission	11%
Other	3%

4. **[If did not select “I am comfortable doing this now” OR “Not applicable, I don’t do this” for “Visiting a national park or other scenic area” in Q1]** What steps are most important for a national park to take to encourage you and make you more comfortable visiting? You may select up to three.

	Total (N=508)
Requiring masks in public areas	49%
Requiring social distancing throughout the park	49%
Reducing the number of people in the park overall	45%
Hand sanitizer stations	44%
Health screenings of employees	31%
Health screenings of guests	24%
Posted policies related to cleaning procedures	15%
Other	3%

5. **[If did not select “I am comfortable doing this now” OR “Not applicable, I don’t do this” for “Staying at a hotel” in Q1]** What steps are most important for a hotel to take to encourage you and make you more comfortable visiting? You may select up to three.

	Total (N=632)
Health screenings of employees	44%
Requiring guests to wear masks in public areas	42%
Health screenings of guests	34%
Ensure rooms are empty for a period of time between stays	34%
Hand sanitizer stations	29%
Provide touchless check-in and check-out with `digital keys` and email receipts	29%
Posted policies related to cleaning procedures for guest rooms	26%
Posted policies related to cleaning procedures for common areas	16%
Removal of in-room amenities like robes, slippers, or a minibar	15%
Other	2%



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6. [If did not select “I am comfortable doing this now” OR “Not applicable, I don’t do this” for “Taking a vacation by plane” in Q1] What steps are most important for an airline to take to encourage you and make you more comfortable traveling by plane? You may select up to three.

	Total (N=634)
Requiring face masks for passengers	63%
Requiring face masks and gloves for crew	56%
Removing or blocking middle seats	54%
Hand sanitizer stations	32%
Posted policies related to cleaning procedures for restrooms and indoor areas	17%
Offering discounted fares	15%
Removing or reducing food service on the plane	13%
Offering expedited check-ins for frequent travelers	8%
Offering points bonuses	4%
Other	4%

7. Before the COVID-19 pandemic, how frequently did you travel by air for business?

	Total
More than once a month	5%
Several times a year	15%
Once or twice a year	18%
Never	62%

8. [If did not select “Never” in Q7] Compared to the time before the COVID-19 pandemic began, to what extent do you agree or disagree with the following statements?

Total Agree Summary

	Total (N=314)
I will have more `virtual` meetings instead of traveling	65%
I will have fewer face-to-face meetings that require travel	58%
I will travel less often for business	55%
I will attend fewer trade shows and conferences	55%
I think my company will reduce its travel budget	51%
I am willing to travel, but my clients are canceling meetings	37%



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a. I will travel less often for business

	Total
Strongly agree	29%
Somewhat agree	26%
Neither agree nor disagree	14%
Somewhat disagree	8%
Strongly disagree	8%
Don't know/Does not apply	13%
<i>Agree (Net)</i>	<i>55%</i>
<i>Disagree (Net)</i>	<i>17%</i>

b. I think my company will reduce its travel budget

	Total
Strongly agree	25%
Somewhat agree	26%
Neither agree nor disagree	19%
Somewhat disagree	6%
Strongly disagree	3%
Don't know/Does not apply	21%
<i>Agree (Net)</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>9%</i>

c. I will have fewer face-to-face meetings that require travel

	Total
Strongly agree	32%
Somewhat agree	27%
Neither agree nor disagree	15%
Somewhat disagree	7%
Strongly disagree	7%
Don't know/Does not apply	14%
<i>Agree (Net)</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>13%</i>

d. I am willing to travel, but my clients are canceling meetings

	Total
Strongly agree	17%
Somewhat agree	20%
Neither agree nor disagree	19%
Somewhat disagree	12%
Strongly disagree	7%
Don't know/Does not apply	25%
<i>Agree (Net)</i>	<i>37%</i>
<i>Disagree (Net)</i>	<i>19%</i>





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e. I will have more `virtual` meetings instead of traveling

	Total
Strongly agree	40%
Somewhat agree	26%
Neither agree nor disagree	11%
Somewhat disagree	7%
Strongly disagree	5%
Don't know/Does not apply	11%
<i>Agree (Net)</i>	<i>65%</i>
<i>Disagree (Net)</i>	<i>12%</i>

f. I will attend fewer trade shows and conferences

	Total
Strongly agree	29%
Somewhat agree	26%
Neither agree nor disagree	16%
Somewhat disagree	7%
Strongly disagree	6%
Don't know/Does not apply	17%
<i>Agree (Net)</i>	<i>55%</i>
<i>Disagree (Net)</i>	<i>13%</i>

9. **[If did not select “Never” in Q7]** When will you feel comfortable traveling by air for business again?

	Total (N=314)
I am comfortable doing this now	19%
1-3 months from now	15%
4-6 months from now	15%
7-months to a year from now	13%
More than a year from now	13%
I won't feel comfortable doing this until there is a vaccine or treatment for the coronavirus	18%
Don't know	7%





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10. [If did not select “Never” in Q7] Which of the following are most important to you when thinking about traveling for business again?

	Total (N=291)
Discounted fares for business travelers through corporate travel agents and programs	19%
Extra incentives for future status levels of frequent travelers	17%
Points bonuses from your travel vendors (airlines, rental car companies, hotels, etc.)	14%
Special rewards for business travelers	14%
Offering expedited check-ins for frequent travelers	14%
None of these	22%





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About the Study

These are some of the findings of an Ipsos poll conducted between June 12-15, 2020. For this survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/- 5.0 percentage points).

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