

Impact of the COVID-19 pandemic on intentions to travel among USA consumers

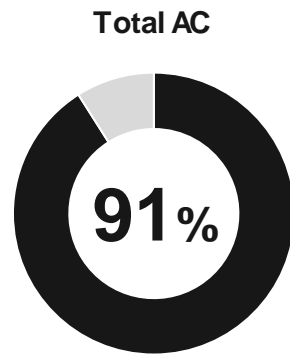
May 2020 (fieldwork period: 25 May – 06 June 2020)



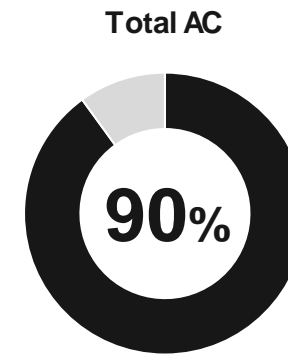
The majority of ACs in the USA remain concerned about the potential risk of contracting COVID-19

% Consumers concerned about the risk of contracting COVID-19

March 20



May 20



% non-AC 91%

■ Concerned + Highly concerned ■ Not concerned

Notes:

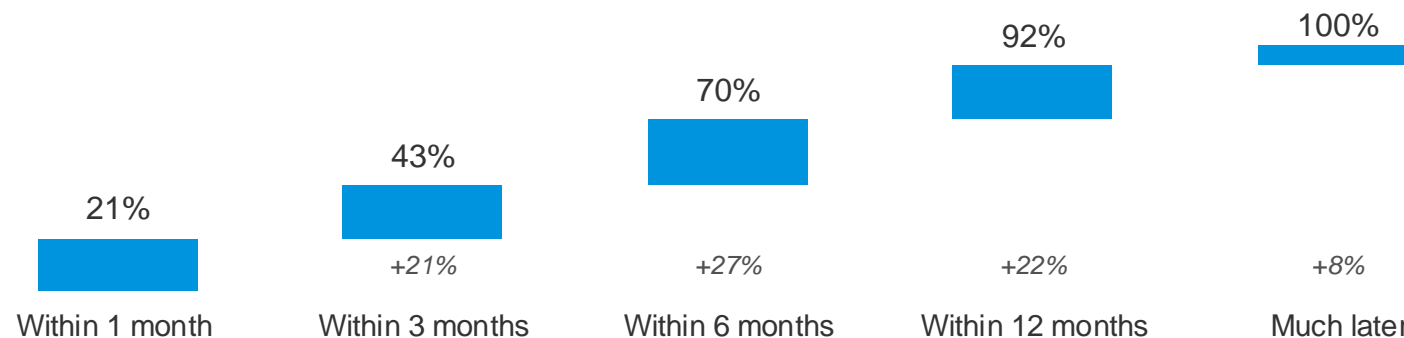
1. Sample: Active Considerers (AC) March n = 300, May n = 300 | non Active Consideres (non-AC) May n = 302

▲ ▼ significantly higher / lower than Mar 20

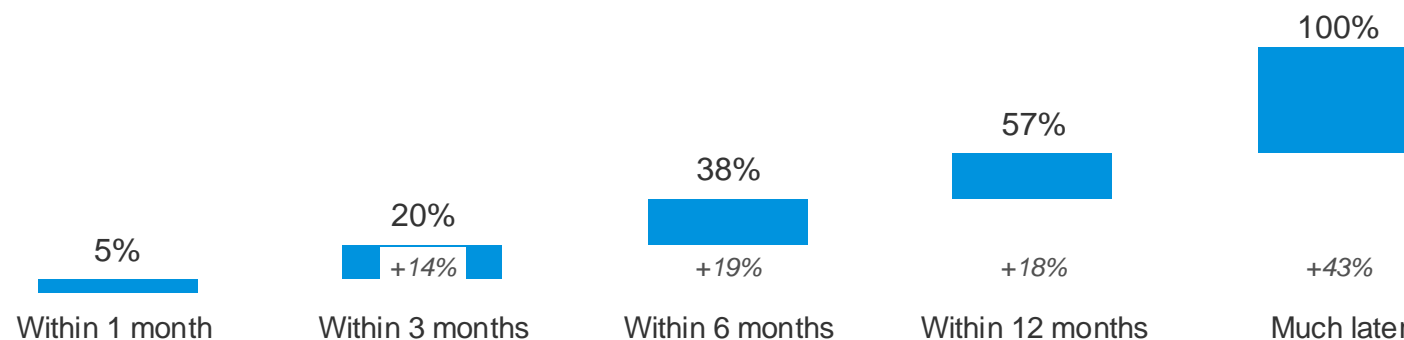
There is a considerable level of pent-up demand for international holiday trips: over two thirds of ACs are ready to travel abroad within six months of restrictions being lifted

Speed of **international holiday** demand recovery after restrictions are lifted

% AC | May 20



% non-AC | May 20



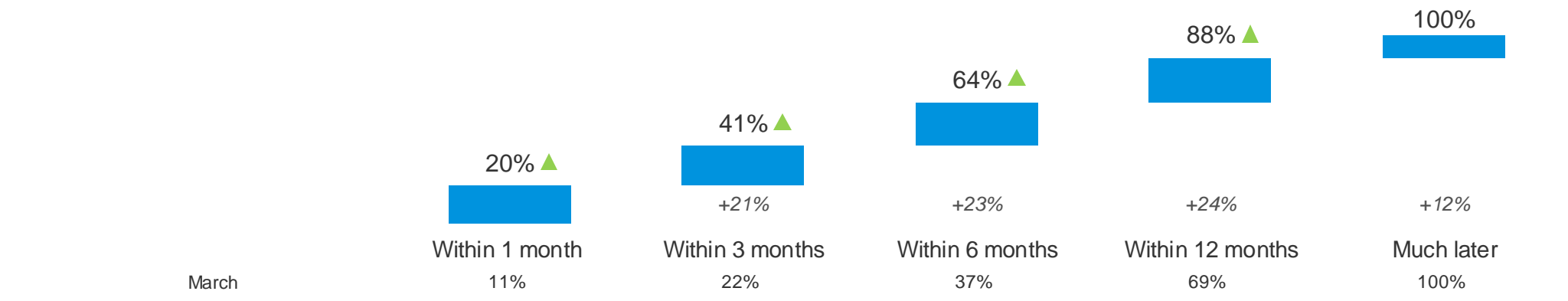
Notes:

1. Sample: Active Considerers (AC) n = 300 | non Active Consideres (non-AC) n = 300

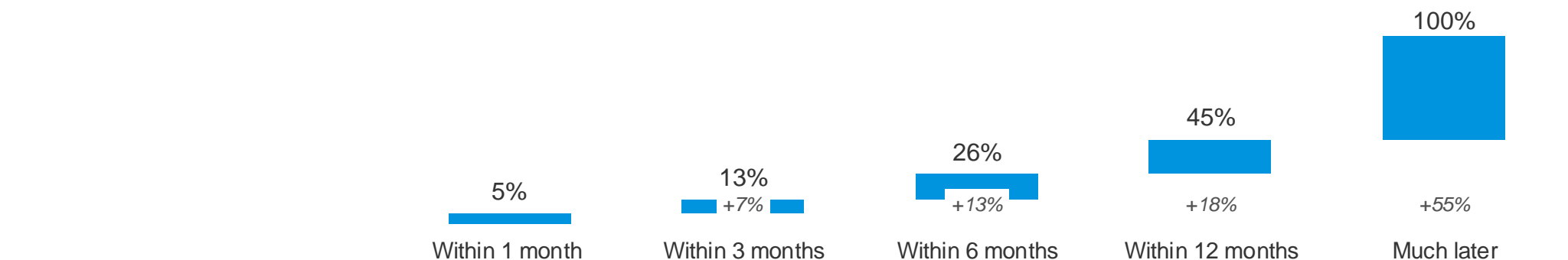
Pent-up demand for New Zealand holidays has increased since March with more ACs wanting to come to New Zealand as soon as travel restriction are lifted

Speed of **New Zealand holiday** demand recovery after restrictions are lifted

% AC | May vs March 20



% non-AC | May 20



Notes:

1. Sample: Active Considerers (AC) March n = 300, May n = 300 | non Active Consideres (non-AC) May n = 302

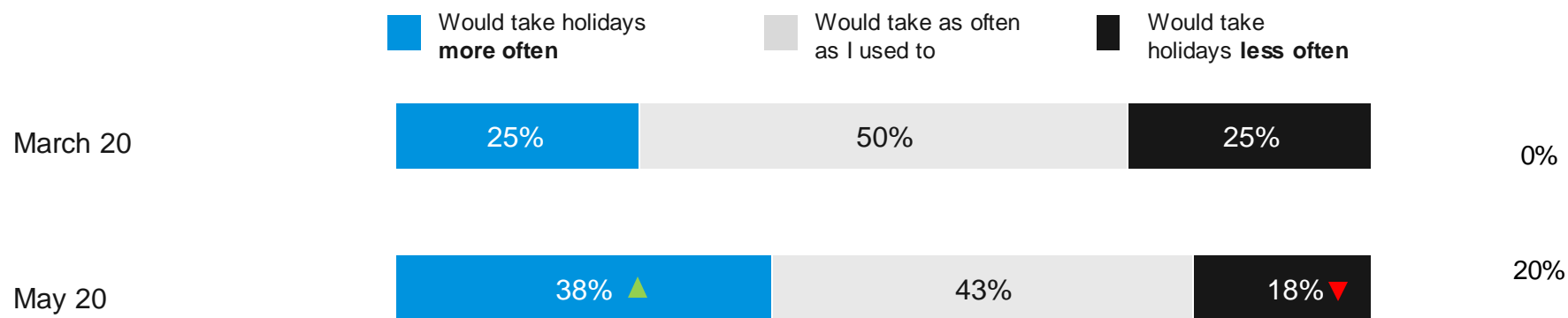
▲ ▼ significantly higher / lower than March 20

Over a third of ACs want to take overseas holidays more often after the COVID-19 pandemic and this number has increased since March

Expected change to overseas holiday travel after COVID-19

% AC | May 20

Net%
(more often - less often)



Notes:

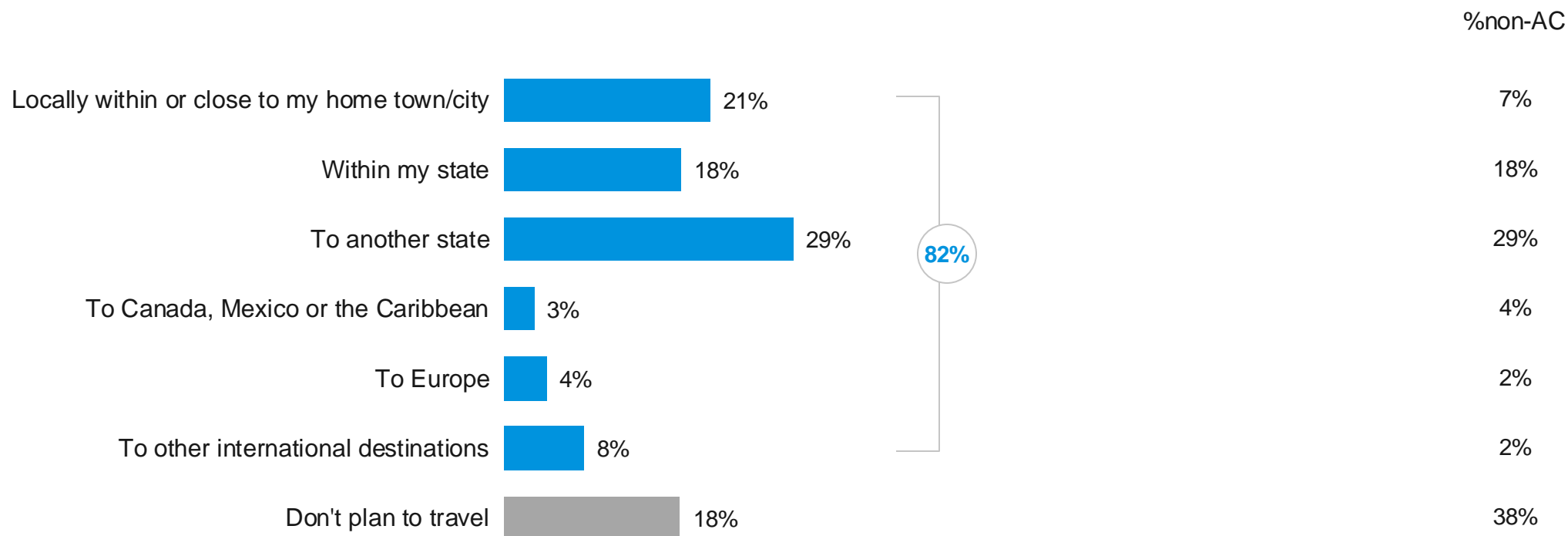
1. Sample: Active Considerers (AC) March n = 300, May n = 300

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Most ACs in the USA plan to travel domestically in 2020, with only 15% planning to travel internationally for the rest of 2020

Plan to travel before the end of this year

% AC | May 20



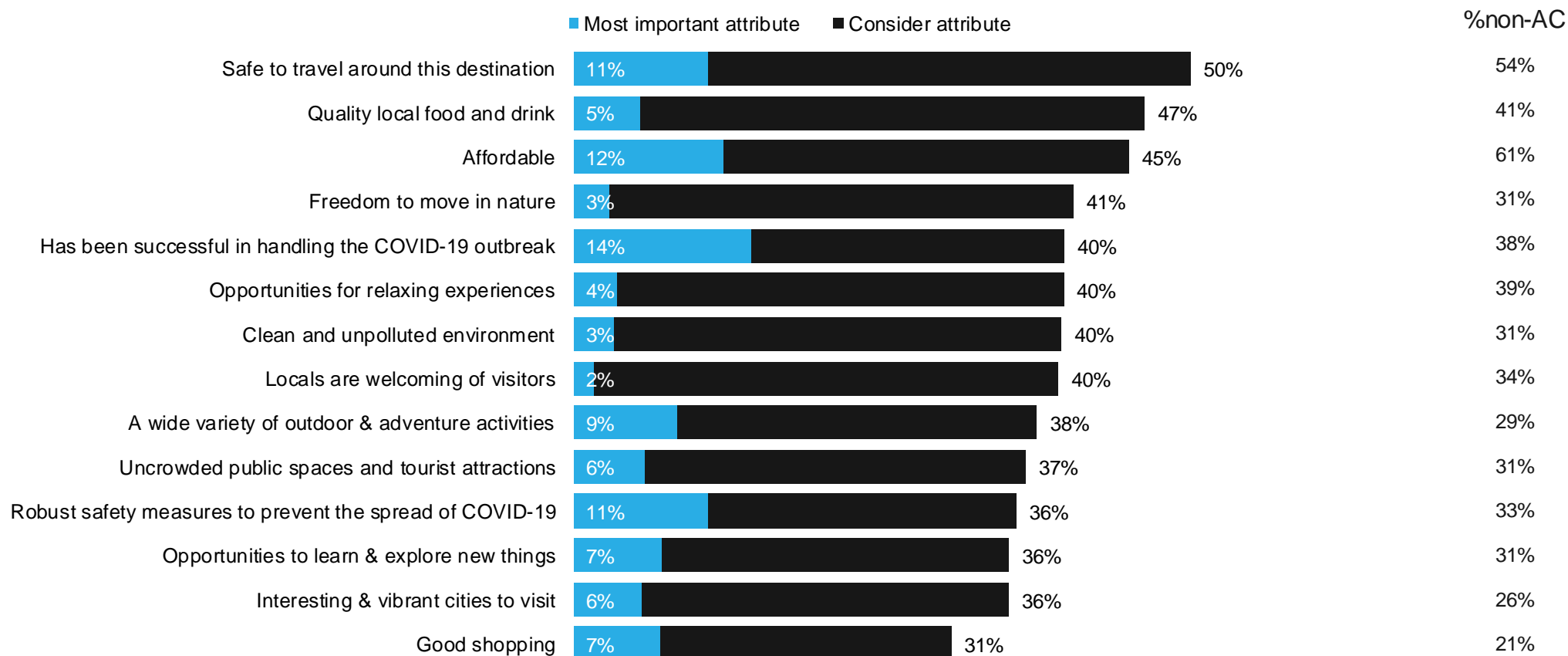
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1. Sample: Active Considerers (AC) n = 300 | non Active Considerers (non-AC) n = 302

Safety as well as successful handling of the COVID-19 outbreak are now high on the list of destination criteria for ACs

Attributes considered when choosing destination after COVID-19

% AC | May 20



Notes:

1. Sample: Active Considerers (AC) n = 300 | non Active Considerers (non-AC) n = 302