



Research Recovery Re-scaling

Industry Webinar Series



UCF

**Rosen College of
Hospitality Management**

Travel Intentions During Covid-19



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Presentation and Video Available at:

Croes, R. & Rivera, M. & (2020) *Travel Intentions During Covid-19* [Webinar]. UCF- Rosen College of Hospitality Management.

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The question is:

Will they travel?



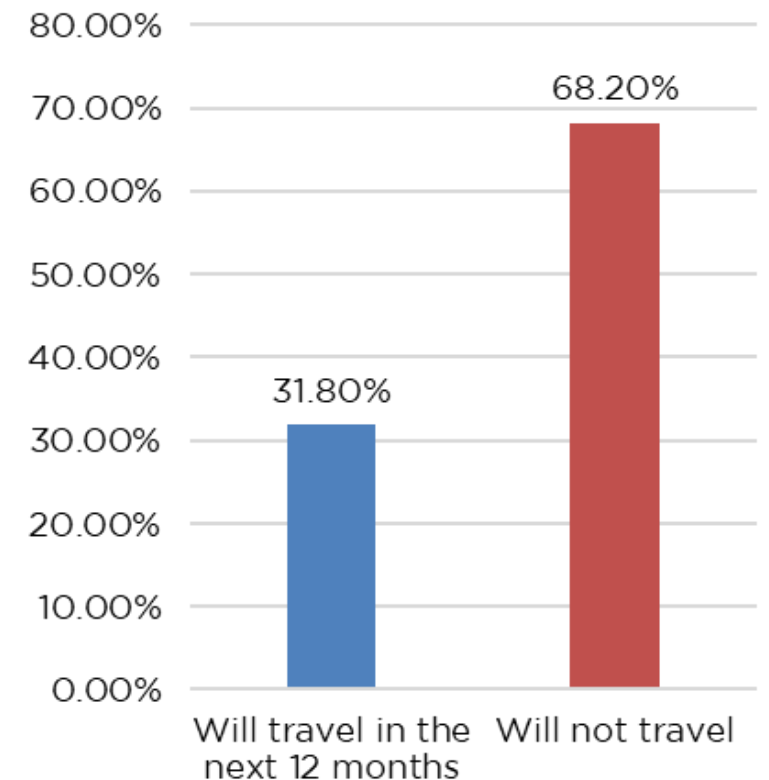
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The survey

- The survey was administered during the last two weeks of May and was completed at the end of May. The sample consisted of US travelers across the country.
- There were 1980 completed surveys.
- 630 or 31.8% responded they will travel within the next 12 months.



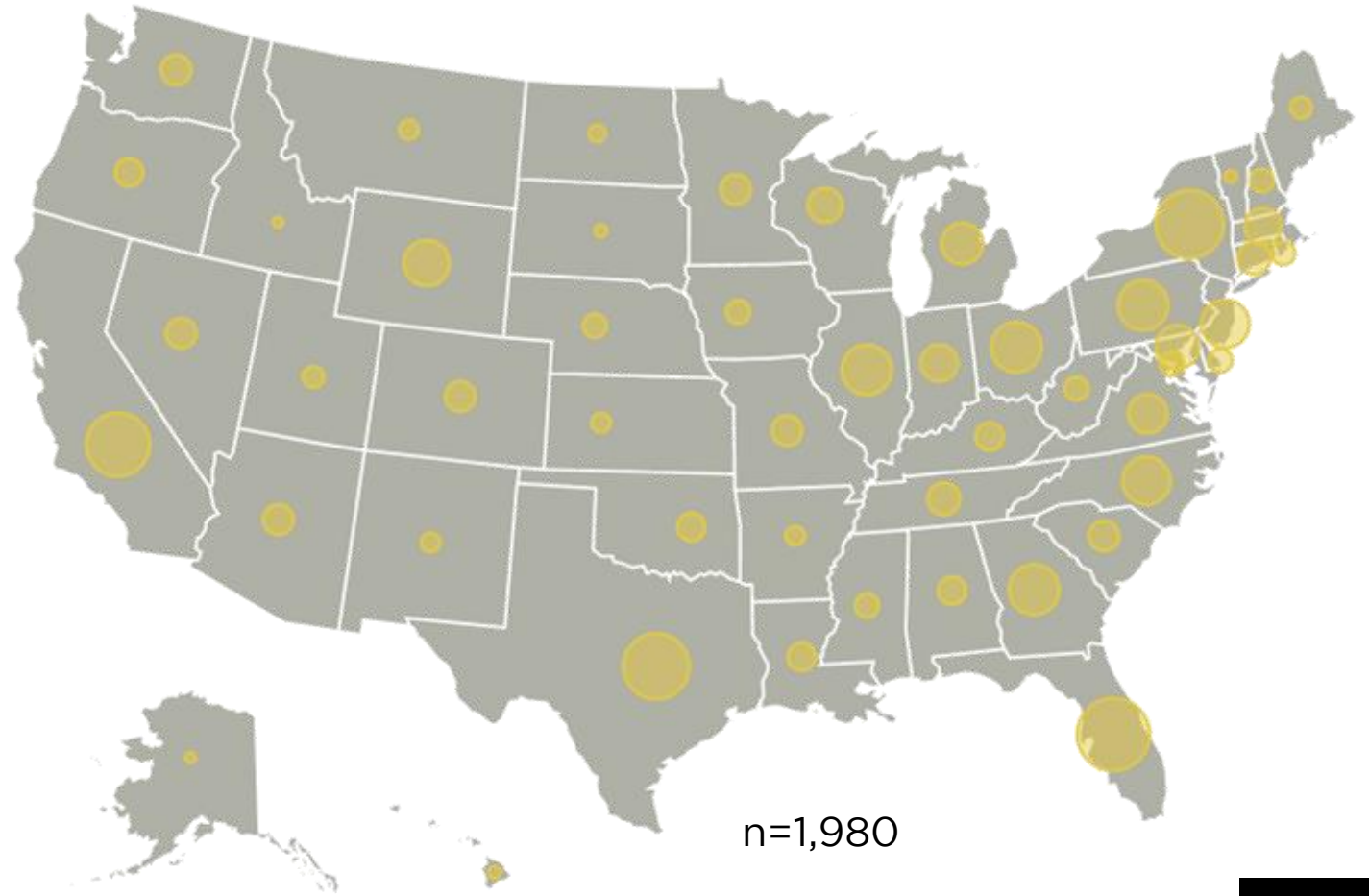
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The top five states

- California
- New York
- Florida
- Texas
- Pennsylvania

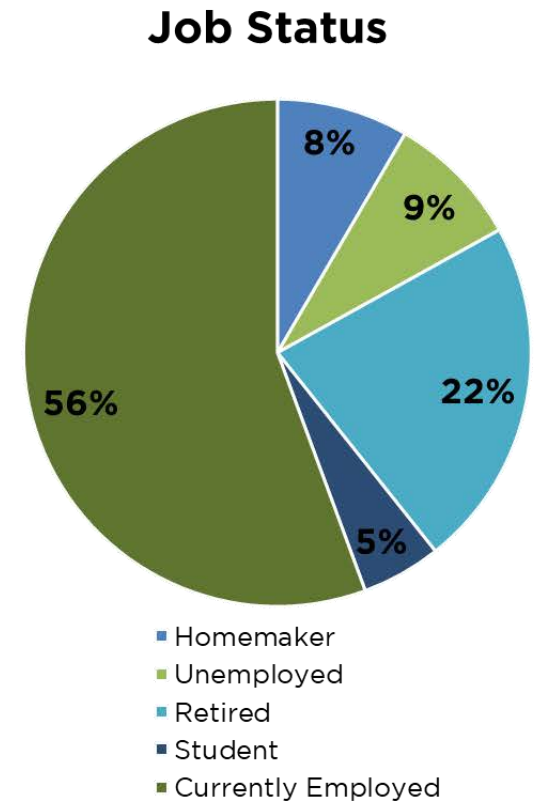
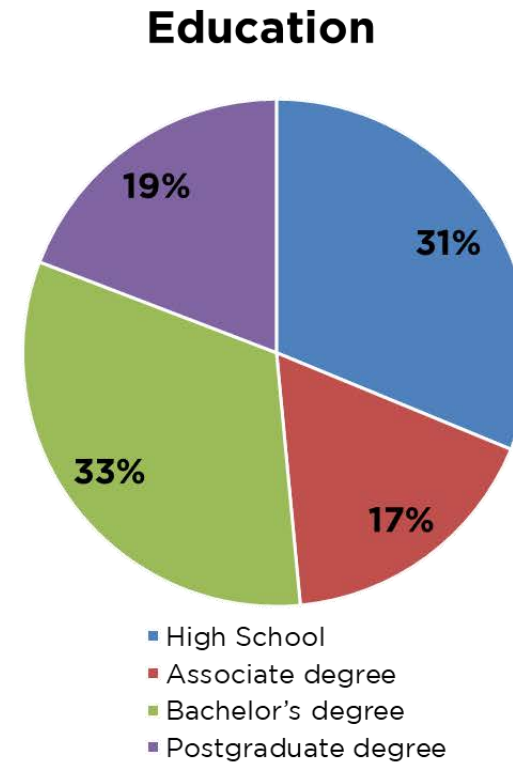
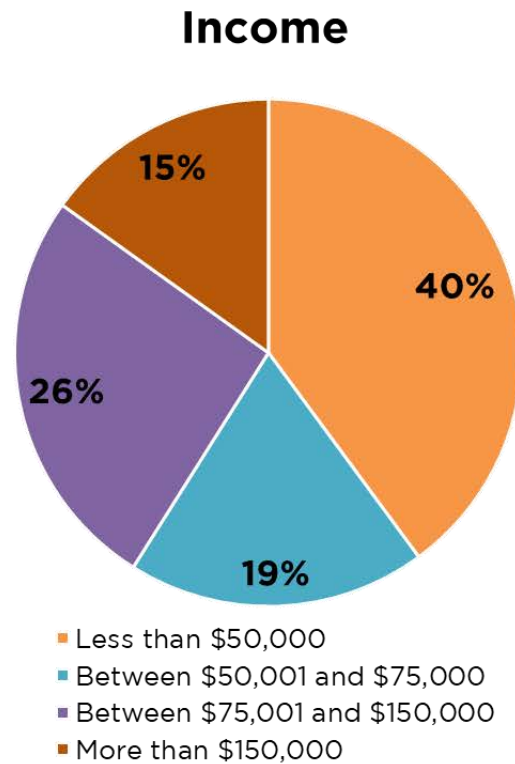
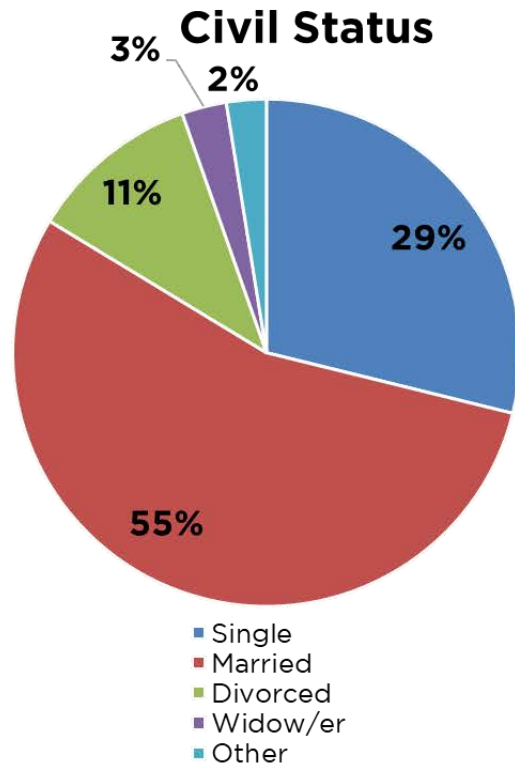


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Demographics



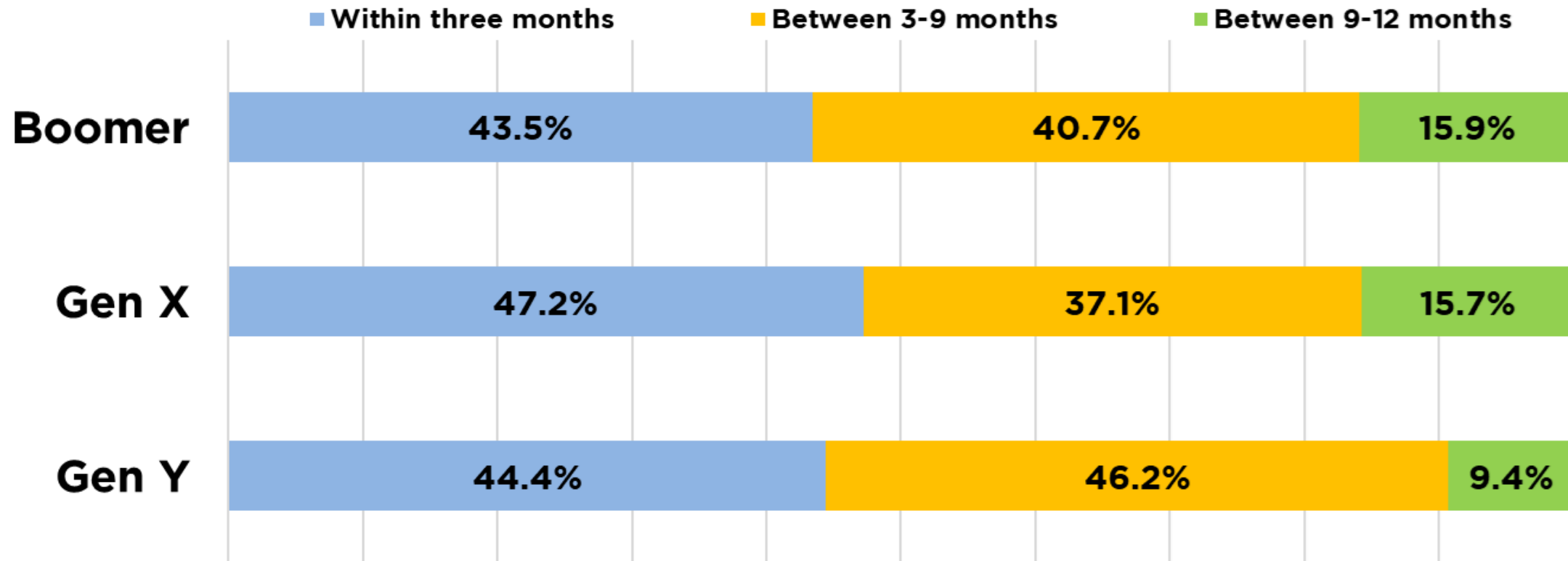
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Intention to travel

Intention to Travel by Generation



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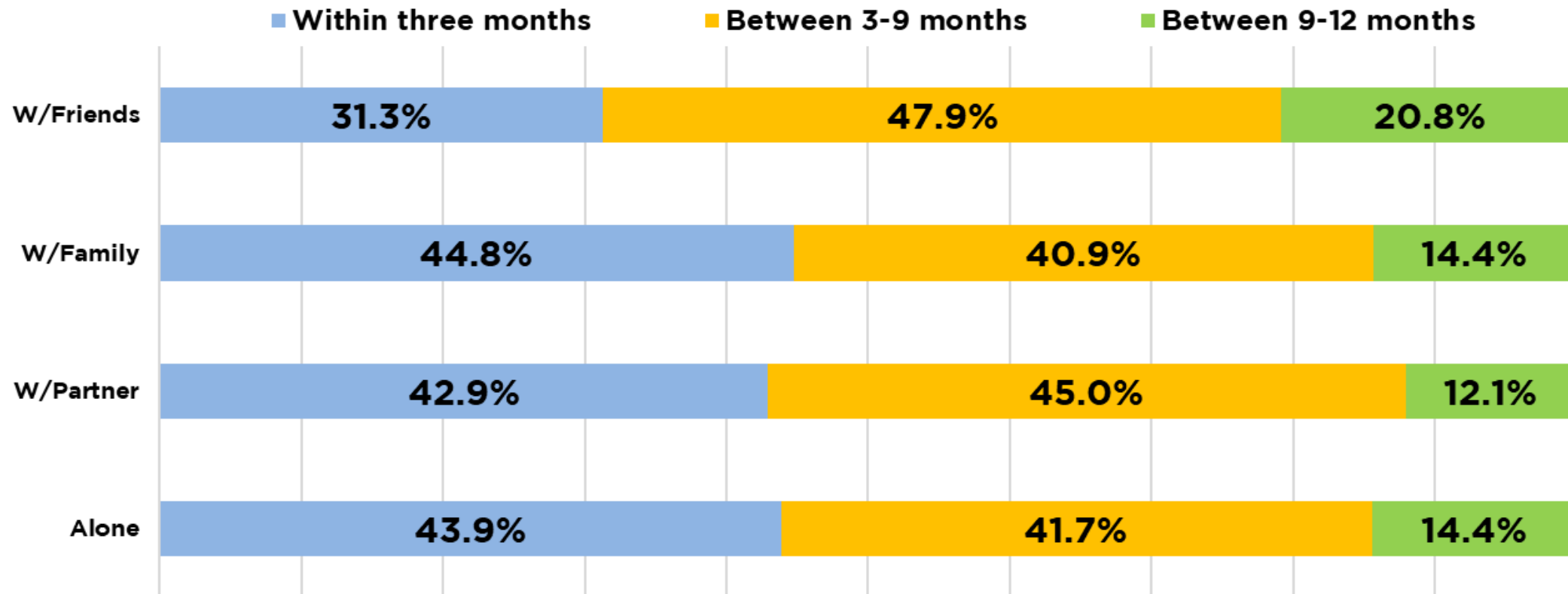
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Travel behavior

Travel (Alone or in Groups)



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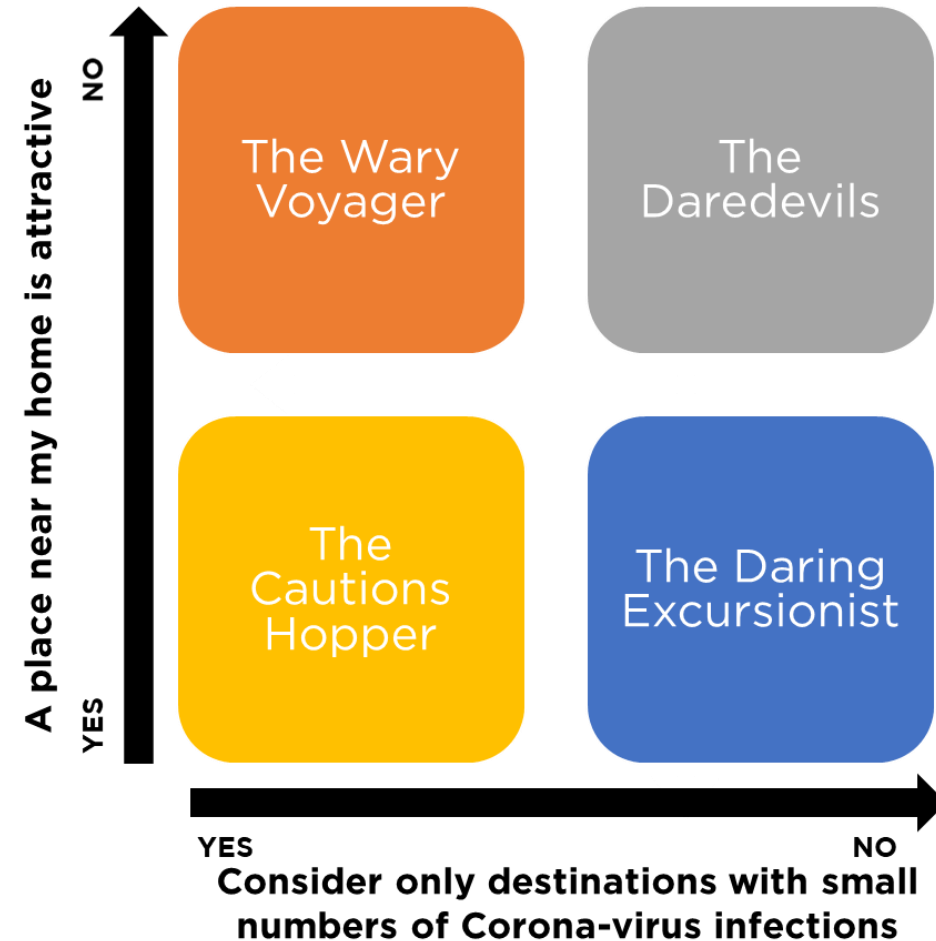
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Segments: by risk and distance

These are two-dimensional segments anchored on:

- *A place near my home is attractive in my decision to travel within the next 12 months.*
- *I will consider only destinations with small numbers of Corona-virus infections in my decision to travel in the next 12 months.*



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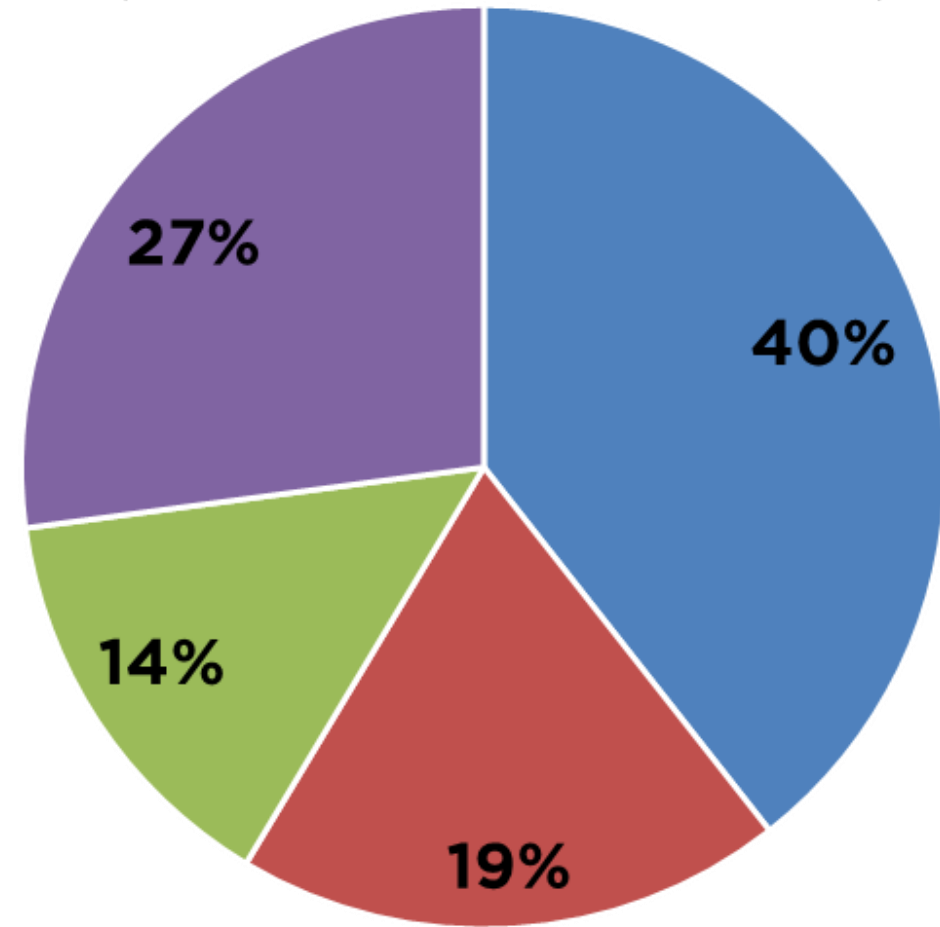
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Four segments defined by risk and distance

- The Cautious Hopper
- The Wary Voyager
- The Daring Excursionist
- The Daredevils

Segments
(Risk and Distance)



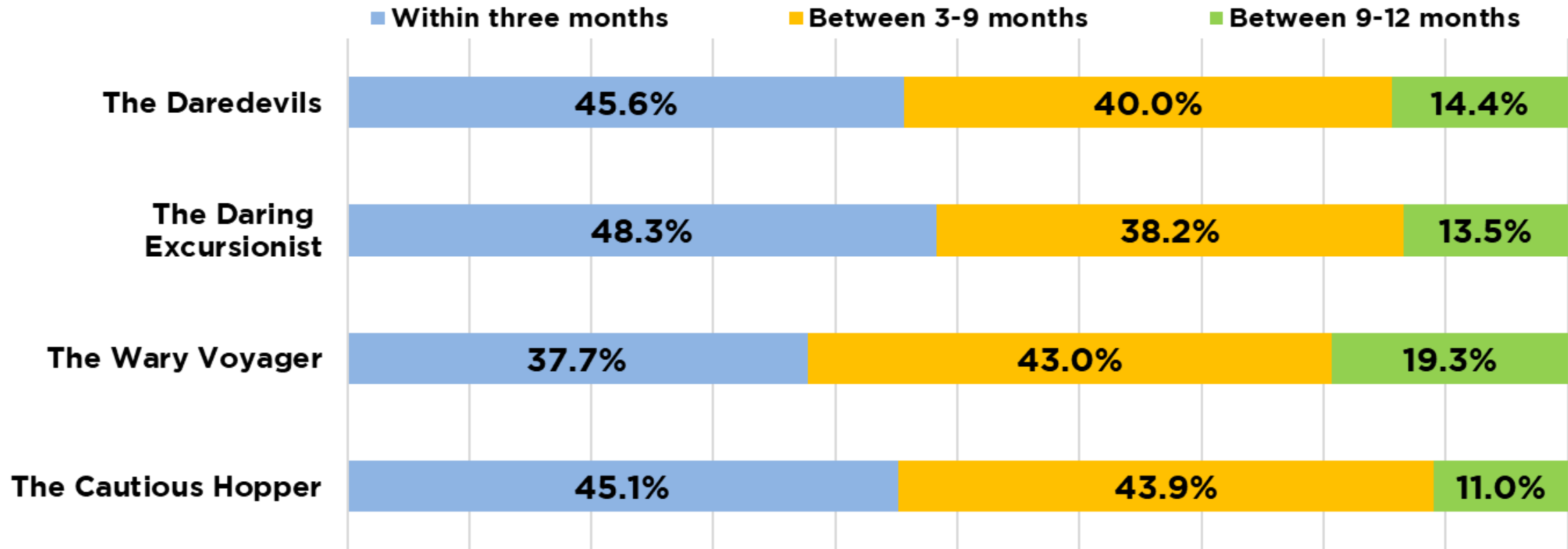
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Four Segments

Intention to Travel by Segments



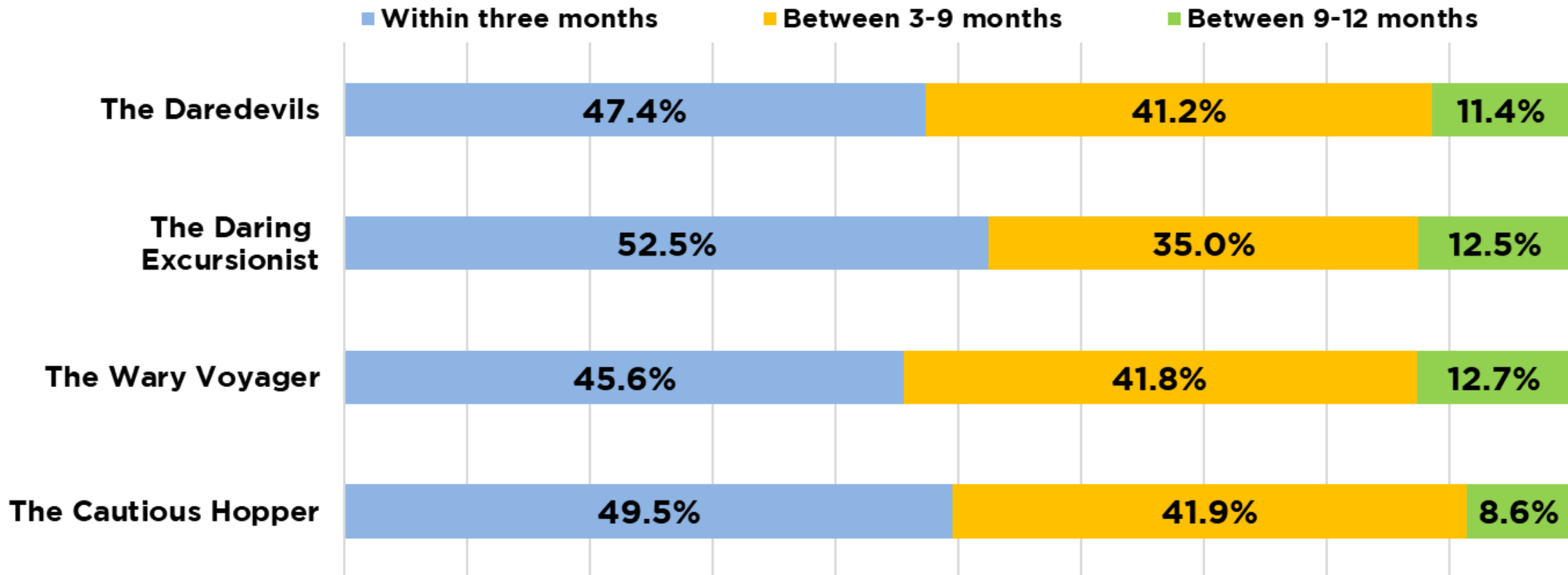
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Travel behavior

Segments' Intention to Travel by Own Car



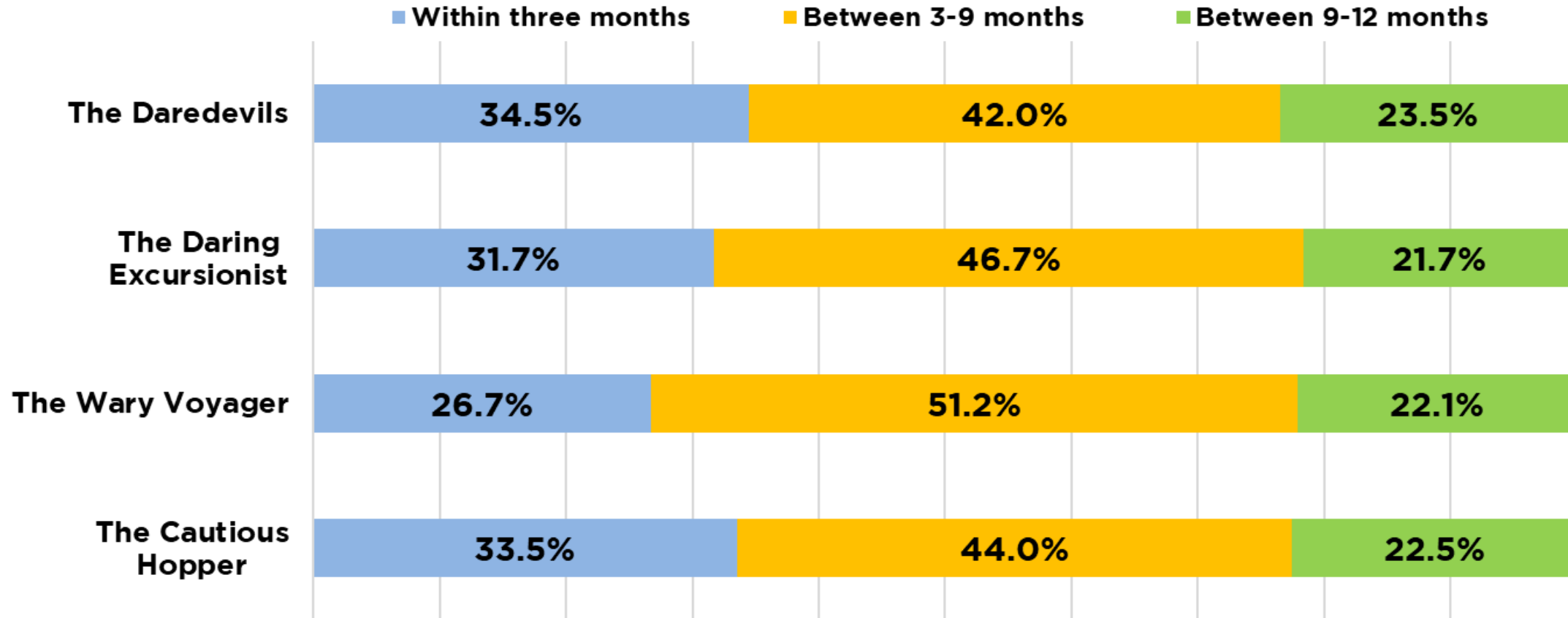
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Travel behavior

Segments' Intention to Travel by Plane



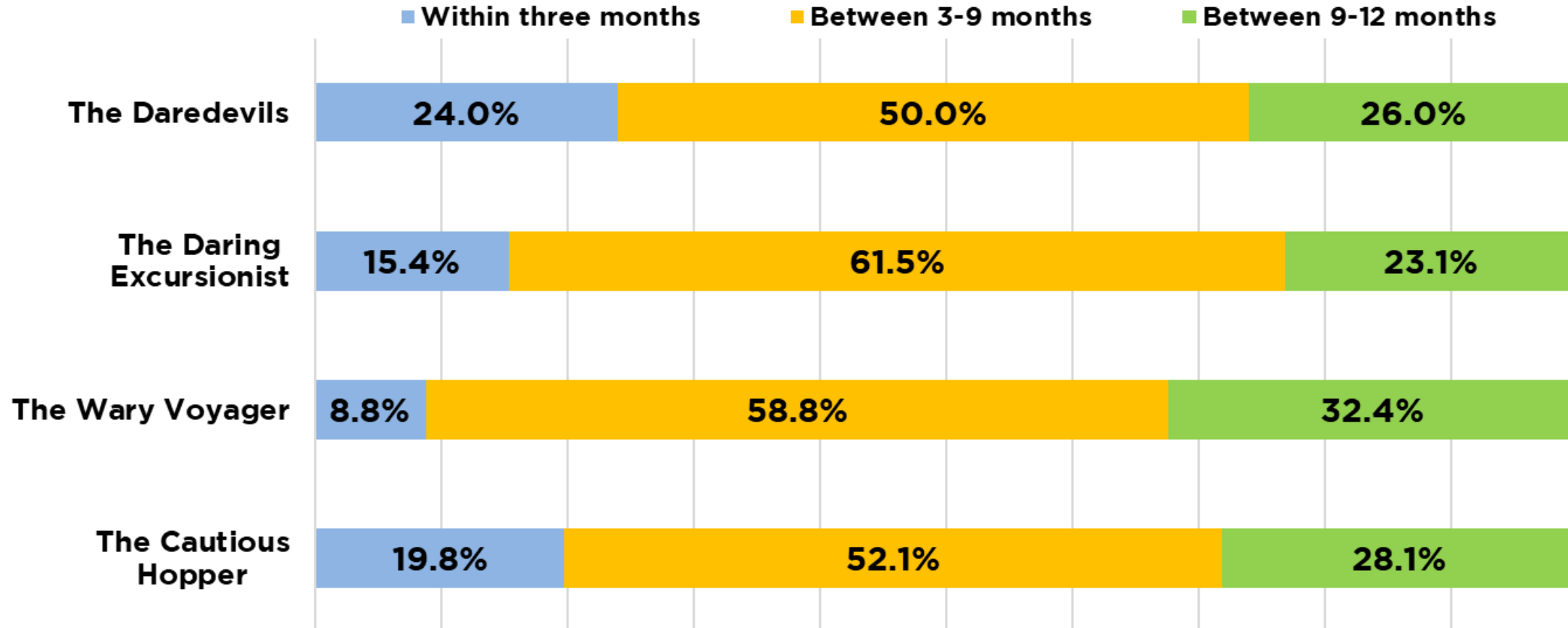
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Travel behavior

Segments' Intention to Travel by Train



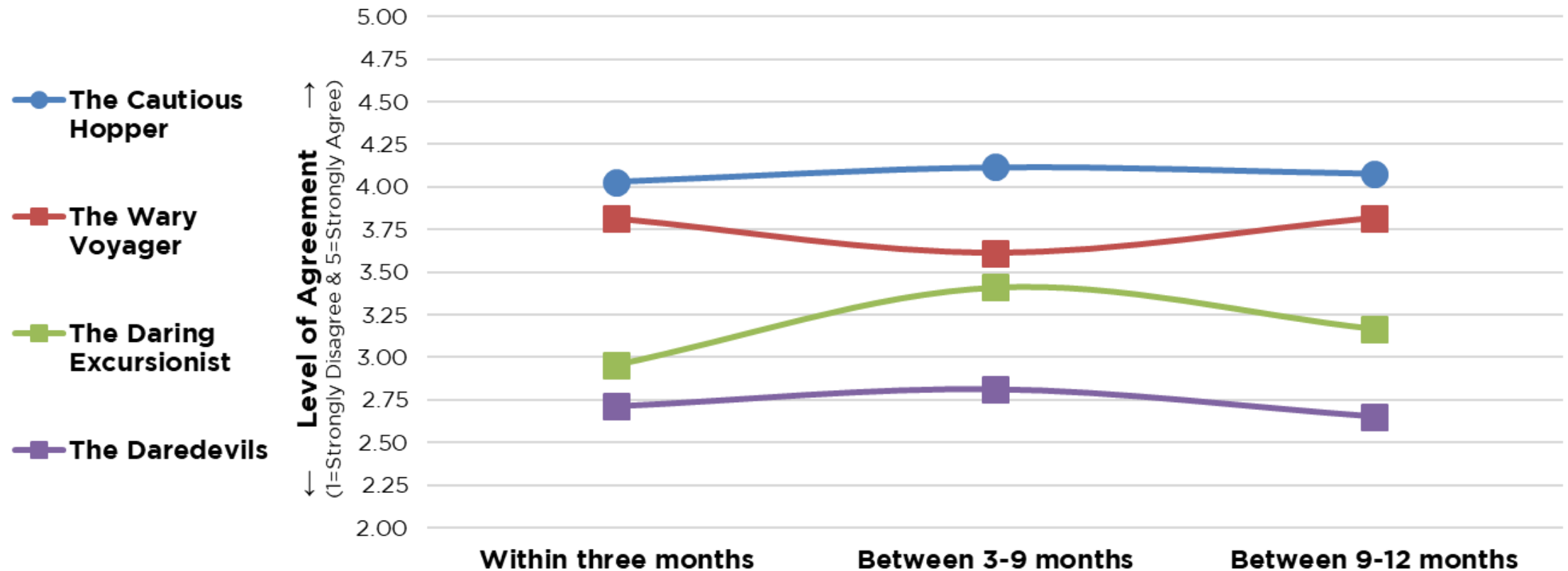
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Travel behavior: destinations with a limited number of visitors

Influence of Place Density by Risk Groups and Time of Travel



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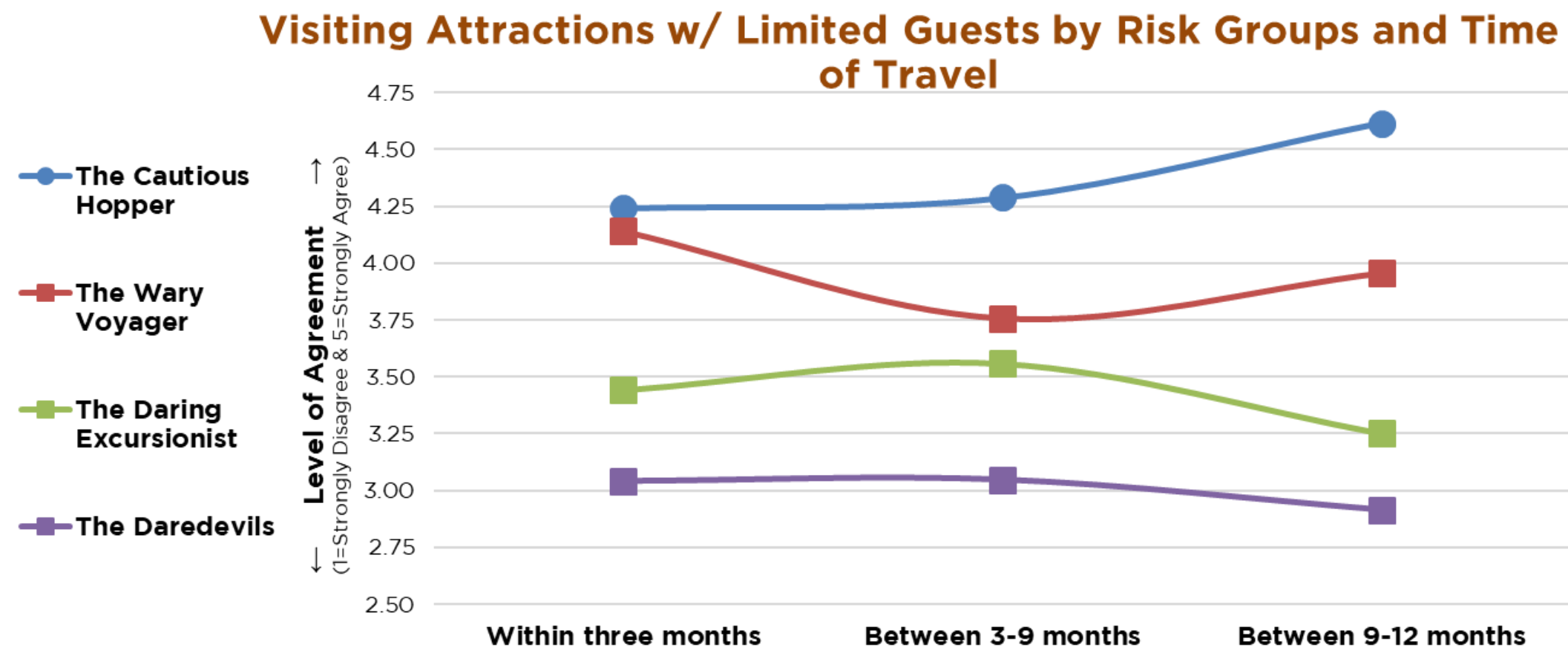
Travel behavior: staying only at accommodations with a limited number of guests



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Travel behavior: visiting attractions with a limited number of guests

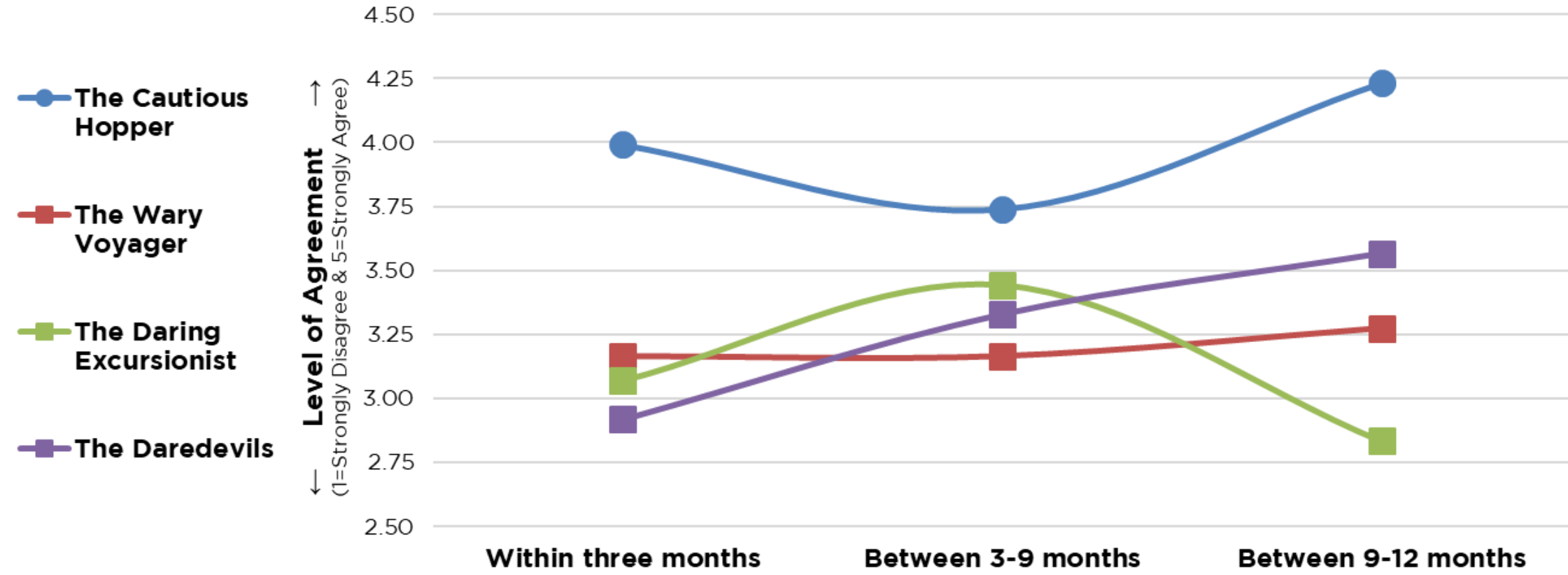


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Factors influencing intention to travel: gas price elasticity

Influence of Gas Prices by Risk Groups and Time of Travel

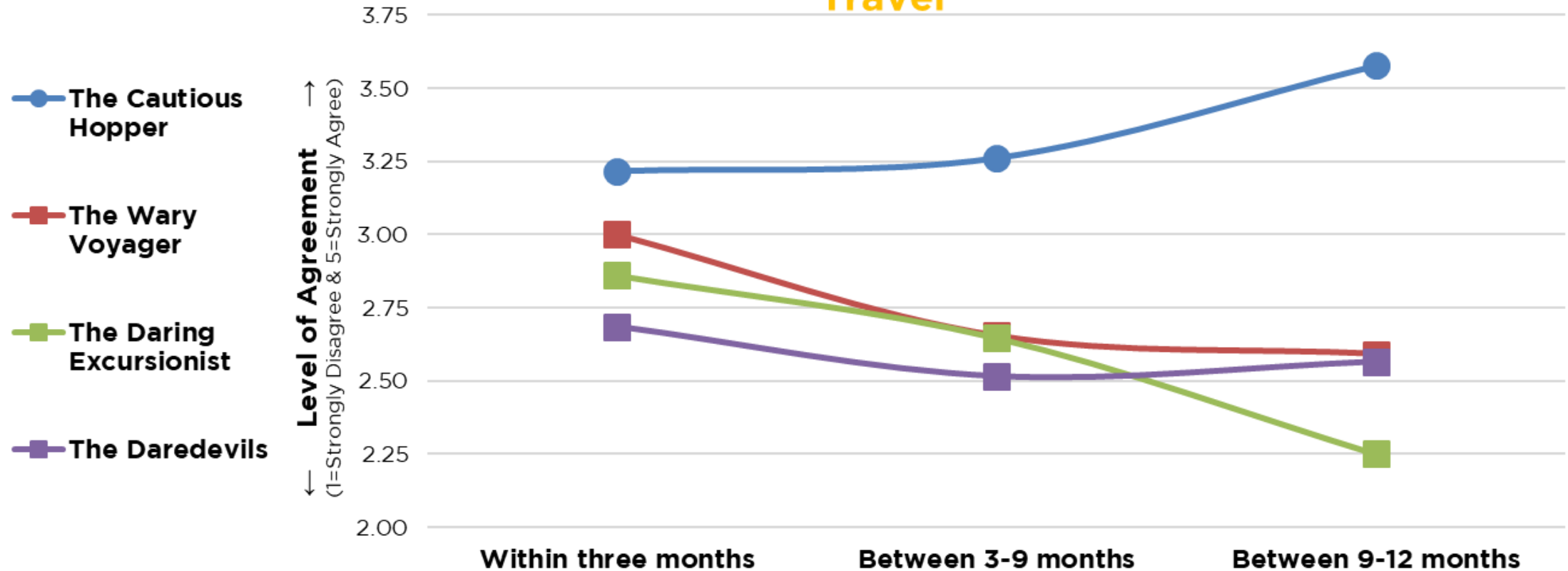


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Factors influencing intention to travel: airfare elasticity

Influence of Airfare Tickets Prices by Risk Groups and Time of Travel



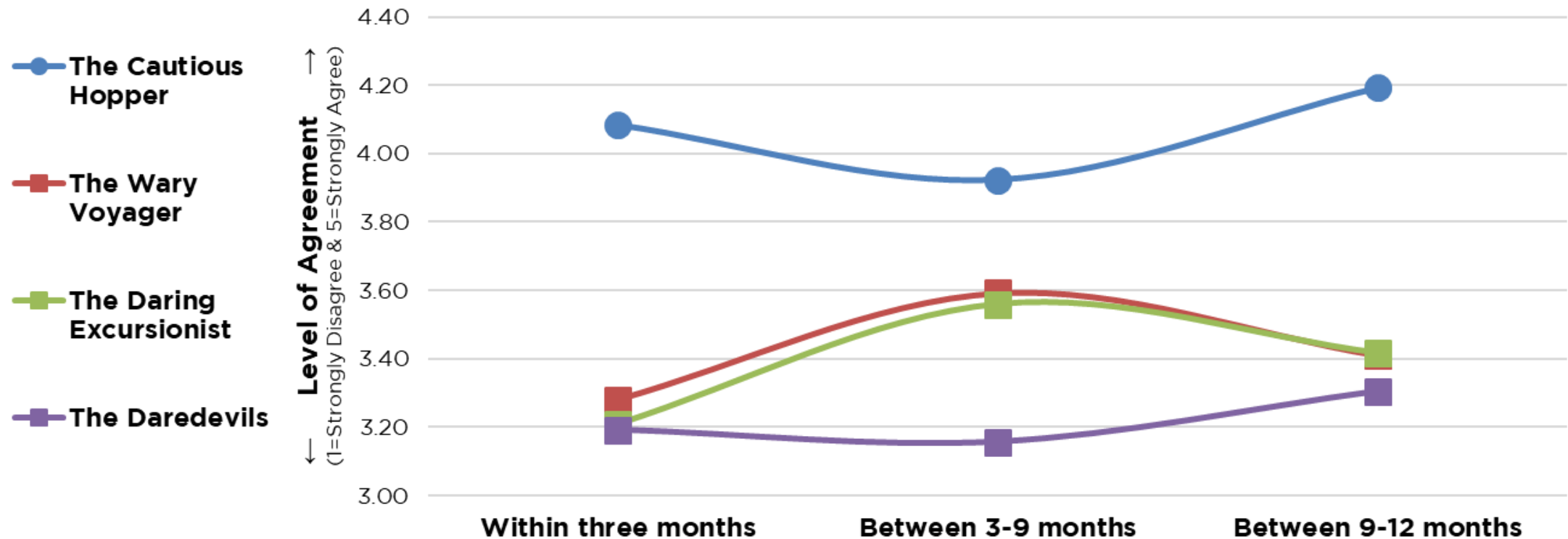
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Factors influencing intention to travel: hotel price

Influence of Hotel Price by Risk Groups and Time of Travel



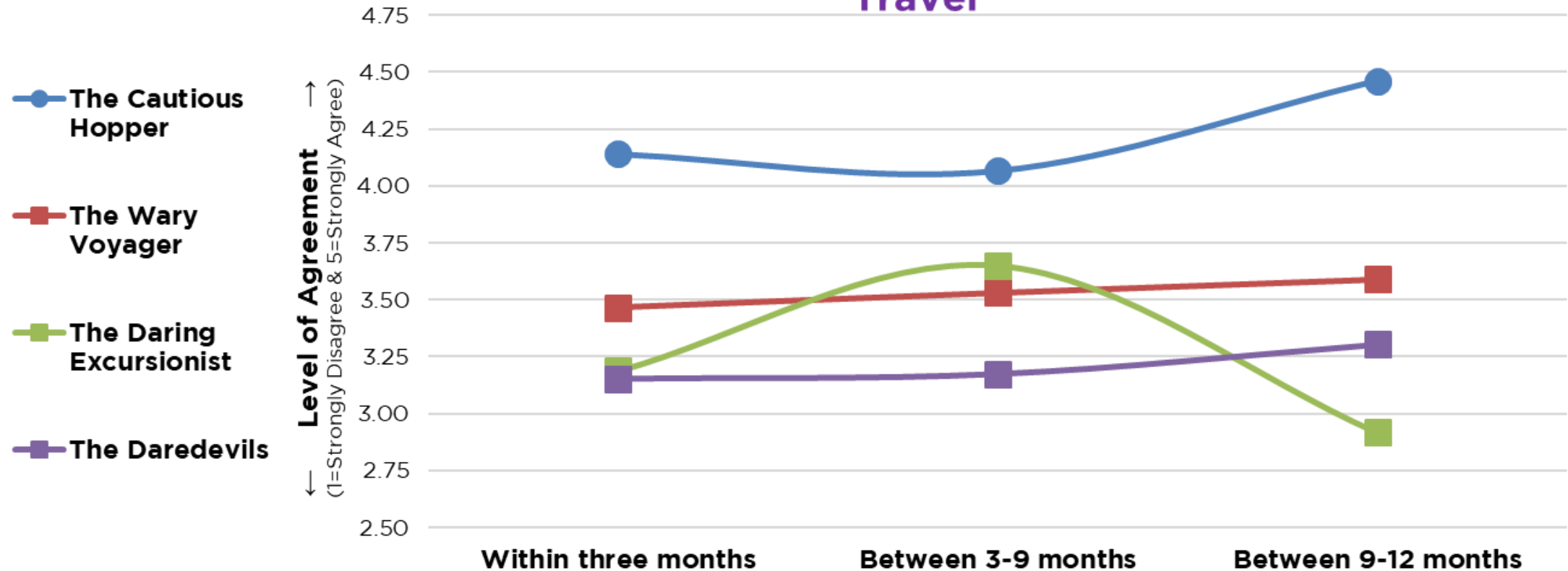
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Factors influencing intention to travel: state of the economy

Influence of the state of the economy by Risk Groups and Time of Travel



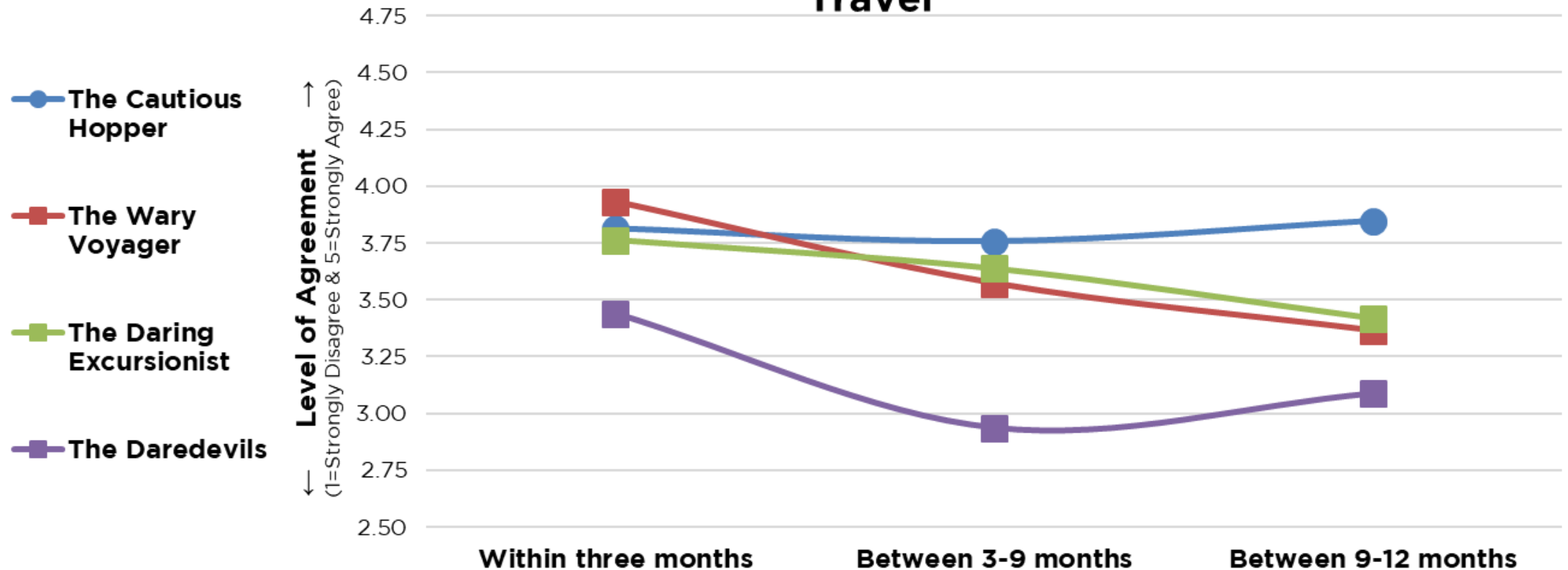
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Travel behavior: past experience

Influence of previous experience by Risk Groups and Time of Travel



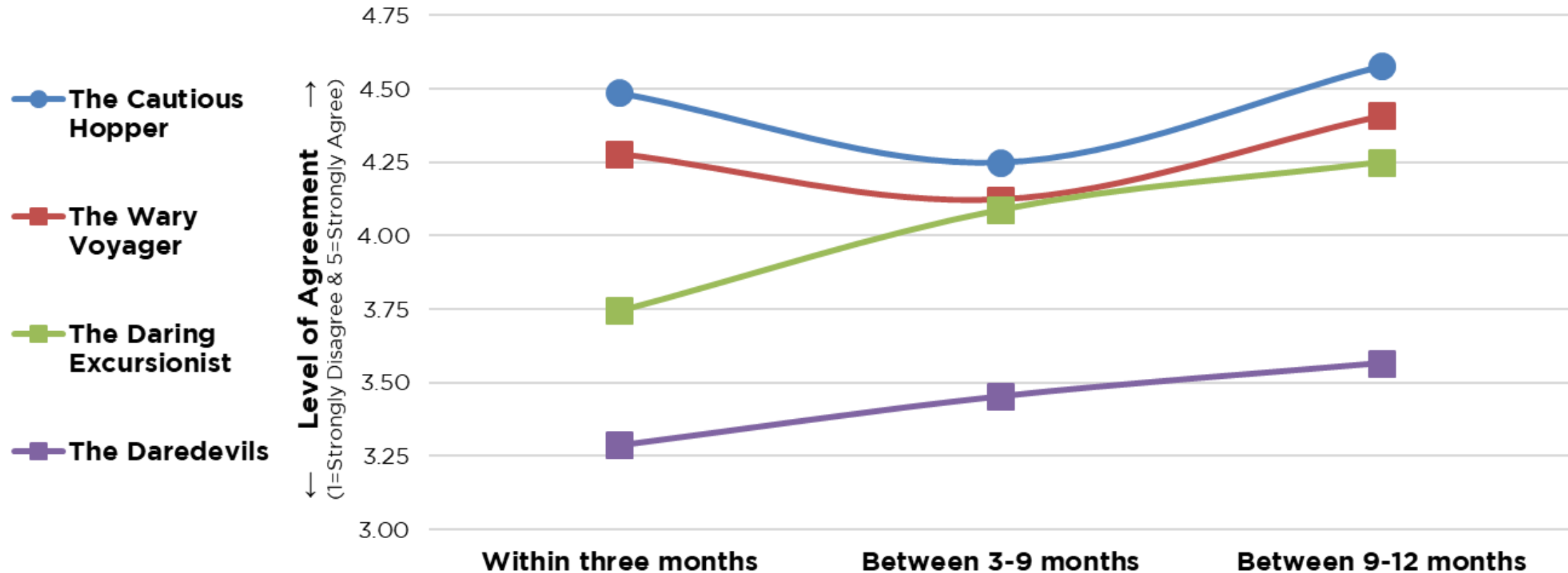
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Travel behavior: precautions (e.g., mask, gloves, and sanitizing alcohol)

Safety & Precautions by Risk Groups and Time of Travel



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