

The Impact of COVID-19 on Travel - US - August 2020

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“The travel industry is in a dire situation, and recovery will be a long time coming. Much of that recovery depends on the US government’s response to the dual threats of COVID-19 and the accompanying recession. In short, Americans won’t be traveling until they feel safe and they’re financially able to.”

– **Mike Gallinari, Travel & Leisure Analyst**

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the travel industry
- How the recession impacts the travel industry and its major sectors, and what a long recovery means for the industry
- How consumers can feel more comfortable traveling right now, and when they anticipate resuming their pre-pandemic travel habits
- Why consumers will feel motivated to travel post-pandemic, and how brands can encourage them to travel in the meantime

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