COVID-19

TRAVEL SENTIMENT STUDY
WAVE 28

Fielded January 6, 2021
U.S. National Sample of 1,000 adults 18+
69% of travelers planning to travel in the next six months will change their travel plans due to coronavirus.

- Reduced travel plans: 45%
- Canceled trip completely: 35%
- Changed destination to one I can drive to as opposed to fly: 31%
- Changed trip from international to domestic: 18%
Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison
Impact of COVID-19 on Upcoming Travel Plans Comparison

Base: Coronavirus Changed Travel Plans
IMPACT ON TRAVEL PLANS

Impact of COVID-19 on Upcoming Travel Plans Comparison

Base: Coronavirus Changed Travel Plans

- Changed destination to one I can drive to as opposed to fly
- Changed trip from international to domestic
Factors Impacting Decisions to Travel in Next 6 Months

- Coronavirus/COVID-19:
  - 8%: No impact at all
  - 6%: Slightly impact
  - 15%: Somewhat impact
  - 25%: Moderate impact
  - 46%: Greatly impact

- Concerns about the economy:
  - 18%: No impact at all
  - 14%: Slightly impact
  - 30%: Somewhat impact
  - 19%: Moderate impact
  - 18%: Greatly impact

- Transportation costs:
  - 19%: No impact at all
  - 15%: Slightly impact
  - 27%: Somewhat impact
  - 20%: Moderate impact
  - 19%: Greatly impact
Indicated that **Coronavirus** Would Greatly Impact their Decision to Travel in the Next Six Months
Indicated that the Economy Would Greatly Impact their Decision to Travel in the Next Six Months
Travel Sentiment Study Wave 28

**IMPACT ON TRAVEL PLANS**

Travelers with Travel Plans in the Next Six Months Comparison
IMPACT ON TRAVEL PLANS

First Trip Travelers Will Take in 2021

- Travel by car to see friends and relatives within 200 miles in the U.S. (26%)
- Travel by car to see friends and relatives more than 200 miles in the U.S. (15%)
- Travel by car for a vacation/getaway within 200 miles (not to see friends or relatives) in the U.S. (12%)
- Travel by car for a vacation/getaway more than 200 miles (not to see friends or relatives) in the U.S. (10%)
- Travel by plane to see friends and relatives within the U.S. (10%)
- I don't currently have any travel plans for 2021 (9%)
- Travel by plane for a vacation/getaway (not to see friends or relatives) in the U.S. (9%)
- Trip to another international destination (4%)
- I will vacation at home first (i.e., staycation) (3%)
- International trip to Canada or Mexico (2%)
IMPACT ON TRAVEL PLANS

Travel Content Viewed or Interacted with in Last Two Months

- Short online travel video (2-3 minutes or less) on YouTube, Facebook, etc. 27%
- A magazine or visitor guide article on travel 22%
- A travel show on television or OnDemand 22%
- A travel book/guidebook 20%
- Other 18%
- Live streaming online video of a real-time travel or local experience 18%
- A video from a travel expert, personality, or ‘vlogger’ 14%
- An online 3D or 360-degree virtual tour (e.g., Google Street View/Earth) 13%
- Longer online travel video (more than 3 minutes) 10%
- A travel podcast, audio, or radio show 10%
- Virtual tour using a virtual reality headset 7%

Travel Sentiment Study Wave 28
TRAVEL PERCEPTIONS

Perceptions of Safety and Travel

I do not plan to travel until there is a COVID-19 vaccine

- 17% strongly disagree
- 17% disagree
- 25% neutral
- 22% agree
- 19% strongly agree

I support opening up my community to visitors

- 14% strongly disagree
- 18% disagree
- 27% neutral
- 27% agree
- 14% strongly agree

I feel safe traveling outside my community

- 12% strongly disagree
- 19% disagree
- 23% neutral
- 32% agree
- 14% strongly agree

I would feel safe dining in local restaurants and shopping in retail stores in my community

- 16% strongly disagree
- 16% disagree
- 21% neutral
- 31% agree
- 16% strongly agree
I Do Not Plan to Travel Until There is a COVID-19 Vaccine
Comparison of Travelers Who Strongly Agree or Agree
I Support Opening Up My Community to Visitors
Comparison of Travelers Who Strongly Agree or Agree

Travel Sentiment Study Wave 28
I Feel Safe Traveling Outside My Community
Comparison of Travelers Who Strongly Agree or Agree
I Would Feel Safe Dining in Local Restaurants and Shopping in Retail Stores Within My Community

Comparison of Travelers Who Strongly Agree or Agree
Additional Resources

Longwoods International Research
longwoods-intl.com/covid-19

Miles Partnership COVID-19 Communication Center
covid19.milespartnership.com
Thank You