Travel Sentiment Study Wave 30

FEBRUARY 9, 2021
COVID-19

TRAVEL SENTIMENT STUDY
WAVE 30

Fielded February 3, 2021
U.S. National Sample of 1,000 adults 18+
Travel Sentiment Study Wave 30

Impacts on travel plans:

- Travelers with travel plans in the next six months comparison

Graph showing the percentage of travelers with travel plans from 3/11 to 2/3, with percentages ranging from 57% to 87%.
When is Your Next Trip?

- I currently do not have any trips planned: 19%
- Within the next month: 11%
- In 1-2 months: 16%
- In 3-5 months: 26%
- In 6 or more months: 28%
Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**
  - 10%: 1 - No impact at all
  - 7%: 2
  - 20%: 3
  - 22%: 4
  - 40%: 5 - Greatly impact

- **Concerns about my personal financial situation**
  - 18%: 1 - No impact at all
  - 14%: 2
  - 23%: 3
  - 21%: 4
  - 24%: 5 - Greatly impact

- **Transportation costs**
  - 18%: 1 - No impact at all
  - 16%: 2
  - 25%: 3
  - 20%: 4
  - 21%: 5 - Greatly impact
Indicated that **Coronavirus** Would Greatly Impact their Decision to Travel in the Next Six Months
Travelers Planning to Change Upcoming Travel Plans Due to COVID-19

IMPACT ON TRAVEL PLANS

Travel Sentiment Study Wave 30
Impact on Travel Plans

Influence of COVID-19 on Travel Plans in the Next Six Months

- I am choosing destinations I can drive to as opposed to fly: 35%
- I am reducing the number of trips I’m taking: 31%
- I am traveling within the U.S. instead of internationally: 27%
- I am choosing not to travel at all: 19%
- I am choosing rural destinations over city destinations: 17%
- I am canceling trips: 13%

15% COVID-19 is not influencing my travel plans
Perceptions of Safety and Travel

I support opening up my community to visitors

- Strongly disagree: 11%
- Disagree: 18%
- Neutral: 31%
- Agree: 26%
- Strongly agree: 15%

I feel safe traveling outside my community

- Strongly disagree: 8%
- Disagree: 19%
- Neutral: 24%
- Agree: 34%
- Strongly agree: 15%

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

- Strongly disagree: 14%
- Disagree: 19%
- Neutral: 23%
- Agree: 29%
- Strongly agree: 16%

*Note: On 2/3, the word, would, was removed from the statement, “I would feel safe dining in local restaurants and shopping in retail stores within my community”
I Support Opening Up My Community to Visitors
Comparison of Travelers Who Strongly Agree or Agree
I Feel Safe Traveling Outside My Community
Comparison of Travelers Who Strongly Agree or Agree

TRAVEL PERCEPTIONS

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Travel Sentiment Study Wave 30
I Feel Safe Dining in Local Restaurants and Shopping in Retail Stores Within My Community*

Comparison of Travelers Who Strongly Agree or Agree

*Note: On 2/3, the word, would, was removed from the statement, “I would feel safe dining in local restaurants and shopping in retail stores within my community”
Impact of COVID-19 Vaccine on Travel Plans

- I will wait to travel until I receive the vaccine: 35%
- I will wait to travel until the majority of Americans are vaccinated: 21%
- I will wait to travel until my friends and family are all vaccinated: 16%
- I will wait to travel until the majority of people in my destination of interest are vaccinated: 15%
- I will wait to travel until the majority of my community is vaccinated: 15%

The COVID-19 vaccine has no impact on my travel plans: 37%
IMPACT ON TRAVEL PLANS

Information and Content of Interest to Travelers

- Delivery and takeout food options in your community: 47%
- Deals and offers for travel, dining, and entertainment for future use: 46%
- Ways to support local businesses/organizations and their staff impacted by COVID-19: 36%
- Purchasing merchandise and gift cards from local businesses online: 26%
- Online virtual tours of museums, art galleries, and other visitor attractions: 22%
- Videos of inspirational or interesting travel destinations: 21%
- Live streams of performances by local musicians, artists, or theater groups: 20%
- Sharing travel experiences or ideas with others online: 20%
- 360-degree images/videos or virtual reality experiences of travel destinations: 16%
Additional Resources

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

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