COVID-19

TRAVEL SENTIMENT STUDY
WAVE 29

Fielded January 20, 2021
U.S. National Sample of 1,000 adults 18+
68% of travelers planning to travel in the next six months will change their travel plans due to coronavirus.

- Reduced travel plans: 43%
- Canceled trip completely: 34%
- Changed destination to one I can drive to as opposed to fly: 31%
- Changed trip from international to domestic: 21%

Base: Coronavirus Changed Travel Plans
Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison

IMPACT ON TRAVEL PLANS

Travel Sentiment Study Wave 29
Impact of COVID-19 on Upcoming Travel Plans Comparison

Base: Coronavirus Changed Travel Plans

- Canceled trip completely
- Reduced travel plans

Travel Sentiment Study Wave 29
IMPACT ON TRAVEL PLANS

Impact of COVID-19 on Upcoming Travel Plans Comparison

Changed destination to one I can drive to as opposed to fly

Changed trip from international to domestic

Base: Coronavirus Changed Travel Plans
Factors Impacting Decisions to Travel in Next 6 Months

- **Coronavirus/COVID-19**
  - 7% (1 - No impact at all)
  - 10% (2)
  - 16% (3)
  - 21% (4)
  - 46% (5 - Greatly impact)

- **Concerns about the economy**
  - 18% (1 - No impact at all)
  - 19% (2)
  - 27% (3)
  - 18% (4)
  - 18% (5 - Greatly impact)

- **Transportation costs**
  - 16% (1 - No impact at all)
  - 16% (2)
  - 29% (3)
  - 20% (4)
  - 20% (5 - 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 29

IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison
Impact of COVID-19 Vaccine on Travel Plans

The vaccine will have no impact on travel plans

30%

The vaccine will have an impact on travel plans

70%
**IMPACT ON TRAVEL PLANS**

In the last 12 months, what type of video content have you used to inspire, inform, or plan travel in the U.S. or internationally?

<table>
<thead>
<tr>
<th>Video Content Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have not used any video in travel research, inspiration, or planning</td>
<td>55%</td>
</tr>
<tr>
<td>Travel video content via an online video service (YouTube, Vimeo, etc.)</td>
<td>21%</td>
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<tr>
<td>Travel video content via social media (Facebook, Instagram, Twitter, TikTok, Snapchat, etc.)</td>
<td>17%</td>
</tr>
<tr>
<td>Travel video content via a streaming service (Netflix, Hulu, Apple, Disney+, etc.)</td>
<td>16%</td>
</tr>
<tr>
<td>Travel TV show(s) via cable or satellite TV</td>
<td>14%</td>
</tr>
<tr>
<td>Live travel video content via Facebook Live, YouTube Live, Brightcove, Vimeo Live, etc.</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>
Perceptions of Safety and Travel

1. I support opening up my community to visitors
   - 14% Strongly disagree
   - 16% Disagree
   - 29% Neutral
   - 25% Agree
   - 15% Strongly agree

2. I feel safe traveling outside my community
   - 12% Strongly disagree
   - 19% Disagree
   - 23% Neutral
   - 30% Agree
   - 16% Strongly agree

3. I would feel safe dining in local restaurants and shopping in retail stores in my community
   - 15% Strongly disagree
   - 16% Disagree
   - 20% Neutral
   - 33% Agree
   - 17% Strongly agree
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
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