COVID-19

TRAVEL SENTIMENT STUDY
WAVE 31

Fielded February 17, 2021
U.S. National Sample of 1,000 adults 18+
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison

Base: Travelers

Travel Sentiment Study Wave 31
**IMPACT ON TRAVEL PLANS**

**Base: Travelers (n=746)**

**Activities Travelers Planning to Do on Next Leisure Trip**

- Visit friends and family: 45%
- Go to a beach/waterfront: 35%
- Take a road trip: 34%
- Go shopping: 27%
- Visit a national park, state park, or monument: 26%
- Explore a city: 23%
- Go on a hike or bicycle ride: 18%
- Explore a rural area: 17%
- Visit a museum, art gallery, or other arts/cultural institution: 16%
- Visit an amusement park or theme park: 12%
- Go to a winery, brewery, or distillery: 12%
- Attend a festival or other non-sports special event: 8%
- Attend an amateur or professional sporting event: 7%
Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**
  - 12%: 1
  - 8%: 2
  - 18%: 3
  - 21%: 4
  - 41%: 5

- **Concerns about my personal financial situation**
  - 21%: 1
  - 14%: 2
  - 25%: 3
  - 19%: 4
  - 20%: 5

- **Transportation costs**
  - 21%: 1
  - 13%: 2
  - 30%: 3
  - 20%: 4
  - 15%: 5

1 - No impact at all  2  3  4  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 Comparison

IMPACT ON TRAVEL PLANS

Travel Sentiment Study Wave 31

58% 66% 66% 69% 72% 74% 77% 69% 68% 63% 84% 85% 82% 77% 76% 77% 73% 73% 73% 77% 67% 69% 66% 66% 69% 77% 50% 100% 0%
**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: 31%
- I am reducing the number of trips I’m taking: 30%
- I am traveling within the U.S. instead of internationally: 25%
- I am choosing not to travel at all: 21%
- I am choosing rural destinations over city destinations: 15%
- I am canceling trips: 15%

16% COVID-19 is not influencing my travel plans
Perceptions of Safety and Travel

1. I support opening up my community to visitors
   - Strongly disagree: 10%
   - Disagree: 17%
   - Neutral: 32%
   - Agree: 25%
   - Strongly agree: 15%

2. I feel safe traveling outside my community
   - Strongly disagree: 8%
   - Disagree: 17%
   - Neutral: 28%
   - Agree: 32%
   - Strongly agree: 15%

3. I feel safe dining in local restaurants and shopping in retail stores in my community*
   - Strongly disagree: 14%
   - Disagree: 18%
   - Neutral: 24%
   - Agree: 28%
   - 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
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: 38%
- I will wait to travel until my friends and family are all vaccinated: 20%
- I will wait to travel until the majority of Americans are vaccinated: 19%
- I will wait to travel until the majority of people in my destination of interest are vaccinated: 18%
- I will wait to travel until the majority of my community is vaccinated: 16%

The COVID-19 vaccine has no impact on my travel plans: 33%
In the last 12 months, have you used video* for travel inspiration, ideas or information on any of the following?

- Destinations to visit: 27%
- Activities or attractions: 26%
- Local restaurants: 23%
- Accommodation options: 16%
- Transportation information (e.g., directions, maps): 16%
- Trip itineraries: 12%
- Local craft beer, wine, or distilleries: 11%

*I have not used video for travel inspiration, ideas or information: 46%
Additional Resources

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

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