Travel Sentiment Study Wave 32

MARCH 9, 2021
TRAVEL SENTIMENT STUDY
WAVE 32
Fielded March 3, 2021
U.S. National Sample of 1,000 adults 18+

COVID-19

Longwoods International | miles Partnership
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison

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IMpact on TRAVEL Plans

When Is Your Next Trip?

- I currently do not have any trips planned: 17%
- Within the next month: 16%
- In 1-2 months: 20%
- In 3-5 months: 26%
- In 6 or more months: 21%
When Is Your Next Trip?

- I currently do not have any trips planned: 17% (March 3), 19% (February 3)
- Within the next month: 16% (March 3), 11% (February 3)
- In 1-2 months: 16% (March 3), 20% (February 3)
- In 3-5 months: 26% (March 3), 26% (February 3)
- In 6 or more months: 21% (March 3), 28% (February 3)
Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**
  - 11%: 1
  - 11%: 2
  - 21%: 3
  - 23%: 4
  - 35%: 5

- **Concerns about my personal financial situation**
  - 21%: 1
  - 13%: 2
  - 26%: 3
  - 20%: 4
  - 20%: 5

- **Transportation costs**
  - 20%: 1
  - 14%: 2
  - 29%: 3
  - 21%: 4
  - 17%: 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
Indicated that Concerns About Personal Financial Situation Would Greatly Impact their Decision to Travel in the Next Six Months
Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison

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

- I am reducing the number of trips I’m taking: 32%
- I am choosing destinations I can drive to as opposed to fly: 32%
- I am traveling within the U.S. instead of internationally: 26%
- I am choosing not to travel at all: 15%
- I am choosing rural destinations over city destinations: 15%
- I am canceling trips: 11%

20% COVID-19 is not influencing my travel plans

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Perceptions of Safety and Travel

I support opening up my community to visitors
8% Strongly disagree
18% Disagree
30% Neutral
27% Agree
17% Strongly agree

I feel safe traveling outside my community
6% Strongly disagree
15% Disagree
29% Neutral
32% Agree
19% Strongly agree

I feel safe dining in local restaurants and shopping in retail stores in my community*
9% Strongly disagree
20% Disagree
22% Neutral
31% Agree
17% Strongly 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"
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: 36%
- I will wait to travel until the majority of Americans are vaccinated: 20%
- I will wait to travel until my friends and family are all vaccinated: 20%
- I will wait to travel until the majority of my community is vaccinated: 19%
- I will wait to travel until the majority of people in my destination of interest are vaccinated: 19%

The COVID-19 vaccine has no impact on my travel plans: 32%
Impact of COVID-19 Vaccine on Travel Plans

- I will wait to travel until I receive the vaccine:
  - 37% on 2/3
  - 38% on 2/17
  - 36% on 3/3

- The COVID-19 vaccine has no impact on my travel plans:
  - 35% on 2/3
  - 33% on 2/17
  - 32% on 3/3
Since the pandemic began in March 2020, have you worked remotely away from home where you also spent time on vacation?

- Yes, for less than a week: 5%
- Yes, for 1 to 2 weeks: 7%
- Yes, for 3 to 4 weeks: 7%
- Yes, for 5 to 12 weeks: 6%
- Yes, for more than 12 weeks: 8%
- No, I worked remotely away from home but did not spend any time on vacation: 12%
- No, I have not worked remotely away from my home: 55%

33% Worked remotely and spent time on vacation
Additional Resources

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

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