Travel Sentiment Study Wave 33

MARCH 23, 2021
COVID-19

TRAVEL SENTIMENT STUDY
WAVE 33

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

Base: Travelers

**Travelers with Travel Plans in the Next Six Months Comparison**

- 3/11: 87%
- 3/26: 72%
- 4/8: 70%
- 4/22: 69%
- 5/6: 69%
- 5/20: 71%
- 6/3: 70%
- 6/17: 72%
- 7/1: 65%
- 7/15: 67%
- 7/29: 68%
- 8/12: 69%
- 8/26: 69%
- 9/9: 65%
- 9/23: 65%
- 10/7: 66%
- 10/21: 58%
- 11/4: 62%
- 11/18: 62%
- 12/2: 57%
- 12/16: 63%
- 1/6: 65%
- 1/20: 81%
- 2/3: 81%
- 3/3: 84%
- 3/17: 87%

Travel Sentiment Study Wave 33
### IMPACT ON TRAVEL PLANS

**Which of the following factors are important when deciding which destination(s) to visit in the next six months?**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The destination has clear health and safety protocols (e.g., mask requirements, social distancing) within the destination</td>
<td>50%</td>
</tr>
<tr>
<td>The destination has a mask wearing requirement and/or social distancing policies in public areas</td>
<td>44%</td>
</tr>
<tr>
<td>There are no travel restrictions (e.g., travel quarantines) for the destination</td>
<td>39%</td>
</tr>
<tr>
<td>Feeling welcome in the destination</td>
<td>36%</td>
</tr>
<tr>
<td>Dining locations are open in the destination</td>
<td>35%</td>
</tr>
<tr>
<td>Attractions are open in the destination</td>
<td>35%</td>
</tr>
</tbody>
</table>
**Factors Impacting Decisions to Travel in Next Six Months**

- **Coronavirus/COVID-19**: 13% - 13% - 20% - 21% - 33%
- **Concerns about my personal financial situation**: 23% - 15% - 26% - 18% - 17%
- **Transportation costs**: 19% - 15% - 28% - 22% - 16%

Base: Travelers planning to travel in the next six months (n=653)
**IMPACT ON TRAVEL PLANS**

Base: Travelers planning to travel in the next six months

Indicated that **Coronavirus** Would Greatly Impact their Decision to Travel in the Next Six Months

Travel Sentiment Study Wave 33

Longwoods International | miles partnership
Indicated that **Concerns About Personal Financial Situation** Would Greatly Impact their Decision to Travel in the Next Six Months

IMPACT ON TRAVEL PLANS

Base: Travelers planning to travel in the next six months
IMPACT ON TRAVEL PLANS

Base: Travelers planning to travel in the next six months

Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison

Travel Sentiment Study Wave 33
**IMPACT ON TRAVEL PLANS**

Base: Travelers (n=749)

### 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**: 27%
- **I am choosing rural destinations over city destinations**: 15%
- **I am choosing not to travel at all**: 13%
- **I am canceling trips**: 10%

**23%** COVID-19 is not influencing my travel plans
TRAVEL PERCEPTIONS

Perceptions of Safety and Travel

Base: Travelers (n=749)

I support opening up my community to visitors

- Strongly disagree: 8%
- Disagree: 13%
- Neutral: 28%
- Agree: 30%
- Strongly agree: 21%

I feel safe traveling outside my community

- Strongly disagree: 6%
- Disagree: 13%
- Neutral: 26%
- Agree: 36%
- Strongly agree: 19%

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

- Strongly disagree: 9%
- Disagree: 16%
- Neutral: 23%
- Agree: 32%
- Strongly agree: 20%

*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

TRAVEL PERCEPTIONS

Base: Travelers

Travel Sentiment Study Wave 33
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: 37%
- I will wait to travel until the majority of people in my destination of interest are vaccinated: 20%
- I will wait to travel until my friends and family are all vaccinated: 19%
- I will wait to travel until the majority of my community is vaccinated: 18%
- I will wait to travel until the majority of Americans are vaccinated: 17%

**The COVID-19 vaccine has no impact on my travel plans:** 33%

Base: Travelers (n=749)
Impact of COVID-19 Vaccine on Travel Plans

Base: Travelers

- I will wait to travel until I receive the vaccine:
  - 35% (2/3)
  - 37% (2/17)
  - 36% (3/3)
  - 37% (3/17)

- The COVID-19 vaccine has no impact on my travel plans:
  - 37% (2/3)
  - 33% (2/17)
  - 32% (3/3)
  - 33% (3/17)

Travel Sentiment Study Wave 33
Have you, or do you intend to be vaccinated against COVID-19?

- Yes – I have been fully vaccinated against COVID-19: 24%
- Yes – I have been partially vaccinated (with the first vaccination dose of two): 15%
- I hope/intend to be vaccinated or start my vaccination by the end of March: 12%
- I hope/intend to be vaccinated or start my vaccination by the end of April: 11%
- I hope/intend to be vaccinated or start my vaccination by the end of May: 10%
- I hope/intend to be vaccinated or start my vaccination at some point after June 1st: 4%
- I am UNSURE if I will be vaccinated against COVID-19: 12%
- I do NOT intend to be vaccinated against COVID-19: 12%

Base: Travelers (n=749)
Additional Resources

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

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