COVID-19

TRAVEL SENTIMENT STUDY WAVE 34

Fielded March 31, 2021
U.S. National Sample of 1,000 adults 18+

Longwoods INTERNATIONAL | miles PARTNERSHIP
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison

Travel Sentiment Study Wave 34
When Is Your Next Trip?

- I currently do not have any trips planned: 13%
- Within the next month: 18%
- In 1-2 months: 19%
- In 3-5 months: 27%
- In 6 or more months: 23%
When Is Your Next Trip?

- I currently do not have any trips planned:
  - March 31: 13%, March 3: 17%, February 3: 19%
- Within the next month:
  - March 31: 11%, March 3: 16%, February 3: 19%
- In 1-2 months:
  - March 31: 11%, March 3: 16%, February 3: 20%
- In 3-5 months:
  - March 31: 16%, March 3: 20%, February 3: 27%
- In 6 or more months:
  - March 31: 23%, March 3: 26%, February 3: 28%

Travel Sentiment Study Wave 34
Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**
  - 15%: No impact at all
  - 11%: Slightly impact
  - 21%: Somewhat impact
  - 20%: Moderately impact
  - 33%: Greatly impact

- **Concerns about my personal financial situation**
  - 25%: No impact at all
  - 16%: Slightly impact
  - 25%: Somewhat impact
  - 16%: Moderately impact
  - 17%: Greatly impact

- **Transportation costs**
  - 22%: No impact at all
  - 16%: Slightly impact
  - 25%: Somewhat impact
  - 20%: Moderately impact
  - 16%: 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
Travel Sentiment Study Wave 34

**Impact on Travel Plans**

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

- 58% (3/11)
- 84% (3/26)
- 85% (4/8)
- 82% (4/22)
- 77% (5/6)
- 73% (5/20)
- 69% (5/3)
- 69% (6/17)
- 76% (7/1)
- 77% (7/15)
- 73% (7/29)
- 73% (8/12)
- 69% (8/26)
- 67% (9/9)
- 69% (9/23)
- 66% (10/7)
- 66% (10/21)
- 69% (11/4)
- 77% (11/18)
- 74% (12/2)
- 72% (12/6)
- 69% (12/16)
- 68% (1/20)
- 63% (1/6)
- 66% (2/3)
- 61% (2/17)
- 57% (3/3)
- 55% (3/17)
- 55% (3/31)
Influence of COVID-19 on Travel Plans in the Next Six Months

- I am choosing destinations I can drive to as opposed to fly: 32%
- I am traveling within the U.S. instead of internationally: 31%
- I am reducing the number of trips I’m taking: 30%
- I am choosing rural destinations over city destinations: 15%
- I am choosing not to travel at all: 12%
- I am canceling trips: 10%

24% COVID-19 is not influencing my travel plans.
Perceptions of Safety and Travel

I support opening up my community to visitors
- 7% Strongly disagree
- 16% Disagree
- 27% Neutral
- 30% Agree
- 20% Strongly agree

I feel safe traveling outside my community
- 5% Strongly disagree
- 13% Disagree
- 24% Neutral
- 38% Agree
- 20% Strongly agree

I feel safe dining in local restaurants and shopping in retail stores in my community*
- 8% Strongly disagree
- 15% Disagree
- 20% Neutral
- 35% Agree
- 22% 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
TRAVEL PERCEPTIONS

I Feel Safe Traveling Outside My Community
Comparison of Travelers Who Strongly Agree or Agree

Travel Sentiment Study Wave 34
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: 34%
- I will wait to travel until the majority of Americans are vaccinated: 20%
- I will wait to travel until the majority of people in my destination of interest are vaccinated: 19%
- I will wait to travel until my friends and family are all vaccinated: 15%
- I will wait to travel until the majority of my community is vaccinated: 13%

The COVID-19 vaccine has no impact on my travel plans: 39%
Impact of COVID-19 Vaccine on Travel Plans

- **I will wait to travel until I receive the vaccine**
  - 37% (3/31)
  - 38% (3/17)
  - 36% (3/3)
  - 37% (2/17)
  - 35% (2/3)

- **The COVID-19 vaccine has no impact on my travel plans**
  - 33% (3/31)
  - 32% (3/17)
  - 33% (3/3)
  - 33% (2/17)
  - 33% (2/3)

Travel Sentiment Study Wave 34
How likely are you to visit a tourism attraction or business that does not have clear protocols or mask and distancing requirements in place?

- Very unlikely to visit: 35%
- Somewhat unlikely: 22%
- Would not impact my decision: 15%
- Somewhat likely to visit: 12%
- Very likely to visit: 16%
Additional Resources

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

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