Travel Sentiment Study Wave 35

APRIL 20, 2021
TRAVEL SENTIMENT STUDY
WAVE 35
Fielded April 14-19, 2021
U.S. National Sample of 1,000 adults 18+
Impact on Travel Plans

Travelers with Travel Plans in the Next Six Months Comparison

Travel Sentiment Study Wave 35
IMPACT ON TRAVEL PLANS

Activities Travelers Plan to Participate in During Their Summer Travels

- Dine at a restaurant: 57%
- Go to relax or recreate at an ocean, lake, or river: 53%
- Go shopping: 48%
- Visit a national park, state park, or monument: 36%
- Participate in other outdoor activities or adventures: 32%
- Go on a hike or bicycle ride: 31%
- Visit an amusement park, theme park, or water park: 23%
- Visit a museum, art gallery, or other arts/cultural institution: 22%
- Go to a winery, brewery, or distillery: 19%
- Go to a live musical, cultural, food, or other event: 17%
- Go on an organized tour (by road, water, rail, or air): 12%
- Don’t know, not sure: 7%
- Other: 4%
**Factors Impacting Decisions to Travel in Next Six Months**

1. **Coronavirus/COVID-19**
   - 13%: No impact at all
   - 11%: Little impact
   - 19%: Slightly impact
   - 21%: Moderately impact
   - 35%: Greatly impact

2. **Concerns about my personal financial situation**
   - 23%: No impact at all
   - 15%: Little impact
   - 27%: Slightly impact
   - 18%: Moderately impact
   - 18%: Greatly impact

3. **Transportation costs**
   - 19%: No impact at all
   - 15%: Little impact
   - 25%: Slightly impact
   - 23%: Moderately impact
   - 18%: Greatly impact

**Travel Sentiment Study Wave 35**
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
### Influence of COVID-19 on Travel Plans in the Next Six Months

<table>
<thead>
<tr>
<th>Impact on Travel Plans</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am reducing the number of trips I’m taking</td>
<td>32%</td>
</tr>
<tr>
<td>I am choosing destinations I can drive to as opposed to fly</td>
<td>30%</td>
</tr>
<tr>
<td>I am traveling within the U.S. instead of internationally</td>
<td>30%</td>
</tr>
<tr>
<td>I am choosing rural destinations over city destinations</td>
<td>12%</td>
</tr>
<tr>
<td>I am choosing not to travel at all</td>
<td>12%</td>
</tr>
<tr>
<td>I am canceling trips</td>
<td>8%</td>
</tr>
</tbody>
</table>

23% of respondents said COVID-19 is not influencing their travel plans.
Perceptions of Safety and Travel

I support opening up my community to visitors
- 7% Strongly disagree
- 11% Disagree
- 26% Neutral
- 34% Agree
- 21% Strongly agree

I feel safe traveling outside my community
- 5% Strongly disagree
- 11% Disagree
- 25% Neutral
- 39% Agree
- 20% Strongly agree

I feel safe dining in local restaurants and shopping in retail stores in my community*
- 7% Strongly disagree
- 9% Disagree
- 22% Neutral
- 38% Agree
- 24% 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 35
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

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I will wait to travel until I receive the vaccine</td>
<td>33%</td>
</tr>
<tr>
<td>I will wait to travel until the majority of people in my destination of interest are vaccinated</td>
<td>20%</td>
</tr>
<tr>
<td>I will wait to travel until the majority of Americans are vaccinated</td>
<td>20%</td>
</tr>
<tr>
<td>I will wait to travel until my friends and family are all vaccinated</td>
<td>19%</td>
</tr>
<tr>
<td>I will wait to travel until the majority of my community is vaccinated</td>
<td>17%</td>
</tr>
<tr>
<td>The COVID-19 vaccine has no impact on my travel plans</td>
<td>34%</td>
</tr>
</tbody>
</table>
Impact of COVID-19 Vaccine on Travel Plans

- **I will wait to travel until I receive the vaccine**
- **The COVID-19 vaccine has no impact on my travel plans**

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IMPACT ON TRAVEL PLANS

Have you, or do you intend to be vaccinated against COVID-19?

- Yes – I have been fully vaccinated against COVID-19: 42%
- 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 April: 9%
- I hope/intend to be vaccinated or start my vaccination by the end of May: 8%
- 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: 9%
- I do NOT intend to be vaccinated against COVID-19: 12%
Additional Resources

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

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