CLARITY in a time of CHANGE
Rebuilding Travel

Travel Sentiment Study Wave 36

MAY 4, 2021
COVID-19

TRAVEL SENTIMENT STUDY
WAVE 36

Fielded April 28, 2021
U.S. National Sample of 1,000 adults 18+
Travel Sentiment Study Wave 36

Travelers with Travel Plans in the Next Six Months Comparison

IMPACT ON TRAVEL PLANS
When Is Your Next Trip?

- I currently do not have any trips planned: 16%
- Within the next month: 18%
- In 1-2 months: 23%
- In 3-5 months: 25%
- In 6 or more months: 17%
When Is Your Next Trip?

- I currently do not have any trips planned
  - April 28: 16%, March 31: 13%, March 3: 17%
  - April 28: 17%, March 31: 17%, March 3: 17%

- Within the next month
  - April 28: 18%, March 31: 18%, March 3: 16%
  - April 28: 18%, March 31: 18%, March 3: 16%

- In 1-2 months
  - April 28: 23%, March 31: 19%, March 3: 20%
  - April 28: 23%, March 31: 20%, March 3: 20%

- In 3-5 months
  - April 28: 25%, March 31: 25%, March 3: 27%
  - April 28: 26%, March 31: 26%, March 3: 27%

- In 6 or more months
  - April 28: 17%, March 31: 21%, March 3: 23%
  - April 28: 21%, March 31: 23%, March 3: 23%

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IMpact on Travel Plans

Factors Impacting Decisions to Travel in Next Six Months

- Coronavirus/COVID-19
  - 17%: 1 - No impact at all
  - 10%: 2
  - 20%: 3
  - 23%: 4
  - 30%: 5 - Greatly impact

- Concerns about my personal financial situation
  - 23%: 1 - No impact at all
  - 14%: 2
  - 25%: 3
  - 18%: 4
  - 19%: 5 - Greatly impact

- Transportation costs
  - 19%: 1 - No impact at all
  - 13%: 2
  - 29%: 3
  - 18%: 4
  - 20%: 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
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 traveling within the U.S. instead of internationally: 29%
- I am reducing the number of trips I’m taking: 26%
- I am choosing rural destinations over city destinations: 16%
- I am choosing not to travel at all: 11%
- I am canceling trips: 10%

COVID-19 is not influencing my travel plans: 26%
Travel Perceptions

Perceptions of Safety and Travel

1. I support opening up my community to visitors
   - 5% Strongly disagree
   - 12% Disagree
   - 30% Neutral
   - 32% Agree
   - 21% Strongly agree

2. I feel safe traveling outside my community
   - 4% Strongly disagree
   - 10% Disagree
   - 26% Neutral
   - 40% Agree
   - 20% Strongly agree

3. I feel safe dining in local restaurants and shopping in retail stores in my community*
   - 6% Strongly disagree
   - 11% Disagree
   - 24% Neutral
   - 37% 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."

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TRAVEL PERCEPTIONS

I Support Opening Up My Community to Visitors
Comparison of Travelers Who Strongly Agree or Agree

Travel Sentiment Study Wave 36
I Feel Safe Traveling Outside My Community
Comparison of Travelers Who Strongly Agree or Agree

Travel Sentiment Study Wave 36
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: 27%
- I will wait to travel until the majority of Americans are vaccinated: 21%
- I will wait to travel until the majority of people in my destination of interest are vaccinated: 18%
- I will wait to travel until my friends and family are all 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: 39%
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**

Data from Travel Sentiment Study Wave 36
IMPACT ON TRAVEL PLANS

Coming out of the COVID-19 pandemic, many destinations are focusing on improving the benefits of tourism to their community, small businesses, and the natural environment. Which of the following should be a priority for your local government or tourism bureau? Select up to three.

- Helping businesses hit hardest by the pandemic reopen and recover: 48%
- Supporting the growth of locally owned businesses: 44%
- Creating reasons to visit in the off season(s); thus, creating economic opportunities for local businesses throughout the year: 22%
- Investing in community projects that locals and visitors can enjoy (e.g., arts and culture, trails): 20%
- Engaging with and helping minority owned businesses: 19%
- Investing in community programs for tourism and hospitality workers (e.g., affordable housing and daycare): 19%
- Investing in enhancing the natural environment (e.g., reforestation programs, wetlands protection): 18%
- Investing in reducing, offsetting or mitigating tourism’s carbon footprint (e.g., renewable energy, public transportation): 17%
Additional Resources

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

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