Travel Sentiment Study Wave 37

MAY 18, 2021
COVID-19

TRAVEL SENTIMENT STUDY
WAVE 37

Fielded May 12, 2021
U.S. National Sample of 1,000 adults 18+
Travelers with Travel Plans in the Next Six Months Comparison
Factors Impacting Destination Choice for Summer Travel

- Pandemic safety protocols are in place within the destination: 50%
- Transportation costs: 39%
- Accommodation costs: 39%
- Attractions are open: 38%
- Restaurant availability: 27%
- Special offers/promotions: 26%
- The destination does not have any pandemic safety protocols: 21%

Base: Travelers (n=747)
IMPACT ON TRAVEL PLANS

Factors Impacting Decisions to Travel in Next Six Months

Base: Travelers planning to travel in the next six months (n=663)

Coronavirus/COVID-19
- 15%: 1 - No impact at all
- 25%: 2
- 20%: 3
- 29%: 4
- 11%: 5 - Greatly impact

Concerns about my personal financial situation
- 22%: 1 - No impact at all
- 22%: 2
- 18%: 3
- 24%: 4
- 13%: 5 - Greatly impact

Transportation costs
- 18%: 1 - No impact at all
- 29%: 2
- 21%: 3
- 20%: 4
- 12%: 5 - Greatly impact

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

Base: Travelers planning 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

Base: Travelers planning to travel in the next six months

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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

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**IMPACT ON TRAVEL PLANS**

Base: Travelers (n=747)

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

- I am traveling within the U.S. instead of internationally: 31%
- I am choosing destinations I can drive to as opposed to fly: 29%
- I am reducing the number of trips I’m taking: 27%
- I am choosing rural destinations over city destinations: 16%
- I am choosing not to travel at all: 10%
- I am canceling trips: 7%

COVID-19 is not influencing my travel plans: 27%

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Perceptions of Safety and Travel

Base: Travelers (n=747)

I support opening up my community to visitors
- Strongly disagree: 5%
- Disagree: 11%
- Neutral: 27%
- Agree: 33%
- Strongly agree: 24%

I feel safe traveling outside my community
- Strongly disagree: 4%
- Disagree: 10%
- Neutral: 26%
- Agree: 38%
- Strongly agree: 22%

I feel safe dining in local restaurants and shopping in retail stores in my community*
- Strongly disagree: 6%
- Disagree: 10%
- Neutral: 19%
- Agree: 40%
- Strongly agree: 25%

*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

Base: Travelers
TRAVEL PERCEPTIONS

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

Base: Travelers

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TRAVEL PERCEPTIONS

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"

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IMPACT ON TRAVEL PLANS

Impact of COVID-19 Vaccine on Travel Plans

Base: Travelers (n=747)

- I will wait to travel until I receive the vaccine: 28%
- I will wait to travel until the majority of Americans are vaccinated: 18%
- 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: 41%
**Impact of COVID-19 Vaccine on Travel Plans**

Base: Travelers

- **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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- **5/12**: 41%
- **4/28**: 39%
- **4/14**: 39%
- **3/31**: 34%
- **3/17**: 34%
- **3/10**: 33%
- **3/3**: 27%
- **2/17**: 28%
- **2/3**: 28%
- **0**: 37%

The COVID-19 vaccine has had a significant impact on travel plans, with a peak of 41% in early May, dropping to 27% by late April.
Impact on Travel Plans

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Influence of Proof of Vaccination Requirements on Travel Decisions

Base: Travelers (n=747)

- I am more likely to visit destinations/travel with companies that require proof of vaccination: 33%
- Proof of vaccination requirements have no influence on my destination or travel choices: 31%
- I will only visit destinations/travel with companies that require proof of vaccination: 19%
- I will not visit destinations/travel with companies that require proof of vaccination: 10%
- I am less likely to visit destinations/travel with companies that require proof of vaccination: 7%
Additional Resources

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

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