Travel Sentiment Study Wave 39

JUNE 15, 2021
COVID-19

TRAVEL SENTIMENT STUDY
WAVE 39

Fielded June 9, 2021
U.S. National Sample of 1,000 adults 18+

miles PARTNERSHIP Longwoods INTERNATIONAL
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison

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When traveling this summer, what level of service do you expect to receive from tourism and hospitality businesses?

- The same level of service as before the pandemic: 47%
- A higher level of service than before the pandemic: 37%
- A lower level of service than before the pandemic: 16%
Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**
  - 1 - No impact at all: 23%
  - 2: 17%
  - 3: 21%
  - 4: 19%
  - 5 - Greatly impact: 20%

- **Concerns about my personal financial situation**
  - 1 - No impact at all: 24%
  - 2: 13%
  - 3: 25%
  - 4: 20%
  - 5 - Greatly impact: 19%

- **Transportation costs**
  - 1 - No impact at all: 20%
  - 2: 15%
  - 3: 27%
  - 4: 21%
  - 5 - Greatly impact: 18%
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.

[Graph showing percentage over time]
Indicated that **Transportation Costs** Would Greatly Impact their Decision 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

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

- I am choosing destinations I can drive to as opposed to fly: 28%
- I am traveling within the U.S. instead of internationally: 27%
- I am reducing the number of trips I’m taking: 23%
- I am choosing rural destinations over city destinations: 11%
- I am choosing not to travel at all: 7%
- I am canceling trips: 5%

33% COVID-19 is not influencing my travel plans
Perceptions of Safety and Travel

- I support opening up my community to visitors: 6% Strongly disagree, 25% Disagree, 38% Neutral, 29% Agree
- I feel safe traveling outside my community: 6% Strongly disagree, 21% Disagree, 42% Neutral, 28% Agree
- I feel safe dining in local restaurants and shopping in retail stores in my community*: 7% Strongly disagree, 18% Disagree, 39% Neutral, 32% 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

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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 ON TRAVEL PLANS

Impact of COVID-19 Vaccine on Travel Plans

- I will wait to travel until I receive the vaccine: 22%
- I will wait to travel until the majority of people in my destination of interest are vaccinated: 18%
- I will wait to travel until the majority of Americans are vaccinated: 16%
- I will wait to travel until my friends and family are all vaccinated: 14%
- I will wait to travel until the majority of my community is vaccinated: 13%

46% of respondents indicated that the COVID-19 vaccine has no impact on their travel plans.
IMPACT ON TRAVEL PLANS

Vaccination rates vary widely across the US. To what extent, if any, will a state or city’s rate of COVID-19 vaccinations influence your destination choice?

- The rate of COVID-19 vaccinations will have no influence on my destination choice: 37%
- Vaccination rates will strongly influence my destination choice: 26%
- Vaccination rates will have some influence on my destination choice: 26%
- Vaccination rates will have little influence on my destination choice: 11%

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Additional Resources

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

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