CLARITY in a time of CHANGE
Rebuilding Travel

Travel Sentiment Study Wave 40

JUNE 29, 2021
COVID-19

TRAVEL SENTIMENT STUDY

WAVE 40

Fielded June 23, 2021

U.S. National Sample of 1,000 adults 18+
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: 12%
- Within the next month: 21%
- In 1-2 months: 24%
- In 3-5 months: 25%
- In 6 or more months: 17%

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IMPACT ON TRAVEL PLANS

When Is Your Next Trip?

I currently do not have any trips planned
Within the next month
In 1-2 months
In 3-5 months
In 6 or more months

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Activities Travelers Planning to Do on Next Leisure Trip

- Visit friends and family: 53%
- Take a road trip: 46%
- Go shopping: 44%
- Go to a beach/waterfront: 43%
- Explore a city: 33%
- Visit a national park, state park, or monument: 29%
- Visit a museum, art gallery, or other arts/cultural institution: 25%
- Visit an amusement park or theme park: 24%
- Go on a hike or bicycle ride: 23%
- Explore a rural area: 20%
- Attend a festival or other non-sports special event: 15%
- Go to a winery, brewery, or distillery: 14%
- Attend an amateur or professional sporting event: 11%
Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**
  - 20%: No impact at all
  - 14%: Slightly impact
  - 23%: Moderate impact
  - 17%: Greatly impact
  - 26%: Extremely impact

- **Concerns about my personal financial situation**
  - 17%: No impact at all
  - 14%: Slightly impact
  - 26%: Moderate impact
  - 19%: Greatly impact
  - 24%: Extremely impact

- **Transportation costs**
  - 13%: No impact at all
  - 14%: Slightly impact
  - 27%: Moderate impact
  - 25%: Greatly impact
  - 20%: Extremely impact

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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.
Indicated that **Transportation Costs** Would Greatly Impact their Decision to Travel in the Next Six Months
IMPACT ON TRAVEL PLANS

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: 27%
- I am traveling within the U.S. instead of internationally: 27%
- I am reducing the number of trips I’m taking: 25%
- I am choosing rural destinations over city destinations: 14%
- I am choosing not to travel at all: 7%
- I am canceling trips: 5%

32% COVID-19 is not influencing my travel plans
Perceptions of Safety and Travel

I support opening up my community to visitors

- Strongly disagree: 6%
- Disagree: 26%
- Neutral: 35%
- Agree: 30%

I feel safe traveling outside my community

- Strongly disagree: 5%
- Disagree: 20%
- Neutral: 42%
- Agree: 29%

I feel safe dining in local restaurants and shopping in retail stores in my community*

- Strongly disagree: 7%
- Disagree: 17%
- Neutral: 41%
- Agree: 33%

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

Travel Sentiment Study Wave 40
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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Thinking of your next likely visitor destination, how would you feel about a new tourism tax (eg: 1-2%) that raises money specifically to improve the local community and/or protect the natural environment? Funds from this tax can only be used for that purpose and there would be full transparency and reporting on how the money is spent.

- I would strongly support a new tourism tax: 16%
- I would somewhat support a new tourism tax: 18%
- I would neither support nor oppose a new tourism tax: 21%
- I would somewhat oppose a new tourism tax: 13%
- I would strongly oppose a new tourism tax: 18%

14% Would need more information/Don’t know
Additional Resources

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

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