CLARITY
in a time of
CHANGE
Rebuilding Travel

Travel Sentiment Study Wave 41

JULY 13, 2021
COVID-19

TRAVEL SENTIMENT STUDY
WAVE 41

Fielded July 7, 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 41
Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**
  - 23%: 1 - No impact at all
  - 14%: 2
  - 23%: 3
  - 19%: 4
  - 21%: 5 - Greatly impact

- **Concerns about my personal financial situation**
  - 18%: 1 - No impact at all
  - 12%: 2
  - 27%: 3
  - 21%: 4
  - 22%: 5 - Greatly impact

- **Transportation costs**
  - 15%: 1 - No impact at all
  - 11%: 2
  - 32%: 3
  - 21%: 4
  - 21%: 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
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
IMPACT ON TRAVEL PLANS

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

- I am reducing the number of trips I’m taking: 25%
- I am traveling within the U.S. instead of internationally: 23%
- I am choosing destinations I can drive to as opposed to fly: 23%
- I am choosing rural destinations over city destinations: 16%
- I am choosing not to travel at all: 9%
- I am canceling trips: 6%

37% COVID-19 is not influencing my travel plans
Perceptions of Safety and Travel

I support opening up my community to visitors

- 7% Strongly disagree
- 27% Disagree
- 35% Neutral
- 27% Agree
- 5% Strongly agree

I feel safe traveling outside my community

- 7% Strongly disagree
- 25% Disagree
- 40% Neutral
- 26% Agree
- 3% Strongly agree

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

- 7% Strongly disagree
- 20% Disagree
- 41% Neutral
- 28% Agree
- 4% 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
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”

Travel Sentiment Study Wave 41
On your most recent trip this summer, what level of service did you receive from tourism and hospitality businesses?

- The same level of service as before the pandemic: 49%
- A higher level of service than before the pandemic: 27%
- A lower level of service than before the pandemic: 24%

27% have not taken a trip this summer.
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: 57%
- Yes – I have been partially vaccinated (with the first vaccination dose of two): 6%
- I hope/intend to be vaccinated or start my vaccination at some point after July 7th: 9%
- I am UNSURE if I will be vaccinated against COVID-19: 10%
- I do NOT intend to be vaccinated against COVID-19: 19%

Travel Sentiment Study Wave 41
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: 32%
- Vaccination rates will have some influence on my destination choice: 28%
- Vaccination rates will strongly influence my destination choice: 25%
- Vaccination rates will have little influence on my destination choice: 15%
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

- July 7: 32%
- June 9: 37%

Vaccination rates will have some influence on my destination choice

- July 7: 28%
- June 9: 26%

Vaccination rates will strongly influence my destination choice

- July 7: 25%
- June 9: 26%

Vaccination rates will have little influence on my destination choice

- July 7: 15%
- June 9: 11%
Additional Resources

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

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