Travel Sentiment Study Wave 42

JULY 27, 2021
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison

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When Is Your Next Trip?

- I currently do not have any trips planned: 14%
- Within the next month: 23%
- In 1-2 months: 23%
- In 3-5 months: 23%
- In 6 or more months: 17%

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When Is Your Next Trip?

I currently do not have any trips planned
- July 21: 14%
- June 23: 12%
- May 26: 12%

Within the next month
- July 21: 23%
- June 23: 21%
- May 26: 22%

In 1-2 months
- July 21: 23%
- June 23: 24%
- May 26: 25%

In 3-5 months
- July 21: 23%
- June 23: 25%
- May 26: 26%

In 6 or more months
- July 21: 17%
- June 23: 17%
- May 26: 15%

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IMAPCT ON TRAVEL PLANS

Factors Impacting Decisions to Travel in Next Six Months

- Coronavirus/COVID-19
  - 19%: 1 - No impact at all
  - 10%: 2
  - 24%: 3
  - 20%: 4
  - 26%: 5 - Greatly impact

- Concerns about my personal financial situation
  - 21%: 1 - No impact at all
  - 11%: 2
  - 26%: 3
  - 19%: 4
  - 22%: 5 - Greatly impact

- Transportation costs
  - 18%: 1 - No impact at all
  - 12%: 2
  - 26%: 3
  - 23%: 4
  - 21%: 5 - Greatly 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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Influence of COVID-19 on Travel Plans in the Next Six Months

- I am traveling within the U.S. instead of internationally: 29%
- I am choosing destinations I can drive to as opposed to fly: 24%
- I am reducing the number of trips I’m taking: 23%
- I am choosing rural destinations over city destinations: 13%
- I am choosing not to travel at all: 9%
- I am canceling trips: 6%

31% COVID-19 is not influencing my travel plans
**TRAVEL PERCEPTIONS**

**Perceptions of Safety and Travel**

- I support opening up my community to visitors
  - Strongly disagree: 6%
  - Disagree: 8%
  - Neutral: 29%
  - Agree: 33%
  - Strongly agree: 24%

- I feel safe traveling outside my community
  - Strongly disagree: 4%
  - Disagree: 7%
  - Neutral: 21%
  - Agree: 40%
  - Strongly agree: 28%

- I feel safe dining in local restaurants and shopping in retail stores in my community*
  - Strongly disagree: 4%
  - Disagree: 8%
  - Neutral: 21%
  - Agree: 37%
  - Strongly agree: 29%

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

Travel Sentiment Study Wave 42
I Feel Safe Traveling Outside My Community
Comparison of Travelers Who Strongly Agree or Agree

Travel Sentiment Study Wave 42
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"
Has the spread of the new Delta variant of COVID-19 over the last few weeks impacted your travel intentions for the rest of the year?

- No – I am still planning to travel before the end of September 2021: 32%
- No – I am still planning to travel between October to December 2021: 24%
- Yes – I have postponed my travel to later in the year: 16%
- No – I was never planning to travel in 2021: 8%
- Yes – I have postponed my travel to sometime in 2022: 8%
- Don’t know/Not sure: 12%
Some countries are considering introducing vaccine requirements for all international travelers. If the US reopens its borders to international travelers in the next few months, should it only be to international visitors who are fully vaccinated or can prove they have had the COVID-19 virus?

- Yes - I support vaccination requirements/proof of immunity for all international travelers to the US: 54%
- No - I do not support vaccination requirements/proof of immunity for international travelers to the US, but do support reopening our borders in the next few months: 16%
- Yes - I support vaccination requirements/proof of immunity for some international travelers to the US (e.g., from high risk countries): 14%
- I do not support reopening our borders to international travelers in the next few months: 7%
- Don’t know/Not sure: 10%
Additional Resources

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

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