COVID-19

TRAVEL SENTIMENT STUDY
WAVE 43

Fielded August 4, 2021
U.S. National Sample of 1,000 adults 18+
Travelers with Travel Plans in the Next Six Months Comparison

IMPACT ON TRAVEL PLANS

Travel Sentiment Study Wave 43
Factors Impacting Decisions to Travel in Next Six Months

- Coronavirus/COVID-19
  - 14%: 1
  - 11%: 2
  - 18%: 3
  - 23%: 4
  - 34%: 5

- Concerns about my personal financial situation
  - 18%: 1
  - 13%: 2
  - 27%: 3
  - 20%: 4
  - 23%: 5

- Transportation costs
  - 18%: 1
  - 11%: 2
  - 28%: 3
  - 25%: 4
  - 18%: 5

Travel Sentiment Study Wave 43
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
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: 30%
- I am reducing the number of trips I’m taking: 29%
- I am traveling within the U.S. instead of internationally: 26%
- I am choosing rural destinations over city destinations: 16%
- I am choosing not to travel at all: 12%
- I am canceling trips: 9%

COVID-19 is not influencing my travel plans: 26%
Perceptions of Safety and Travel

- I support opening up my community to visitors:
  - Strongly disagree: 5%
  - Disagree: 15%
  - Neutral: 33%
  - Agree: 29%
  - Strongly agree: 18%

- I feel safe traveling outside my community:
  - Strongly disagree: 4%
  - Disagree: 11%
  - Neutral: 24%
  - Agree: 40%
  - Strongly agree: 19%

- I feel safe dining in local restaurants and shopping in retail stores in my community:
  - Strongly disagree: 4%
  - Disagree: 12%
  - Neutral: 23%
  - Agree: 40%
  - Strongly agree: 21%

*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 43
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 PERCEPTIONS

Travel Sentiment Study Wave 43
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 43
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 between October to December 2021: 25%

No – I am still planning to travel before the end of September 2021: 23%

Yes – I have postponed my travel to later in the year: 19%

Yes – I have postponed my travel to sometime in 2022: 14%

No – I was never planning to travel in 2021: 7%

Don’t know/Not sure: 12%
IMPACT ON TRAVEL PLANS

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 between October to December 2021

No – I am still planning to travel before the end of September 2021

Yes – I have postponed my travel to later in the year

Yes – I have postponed my travel to sometime in 2022

No – I was never planning to travel in 2021

Don’t know/Not sure

Travel Sentiment Study Wave 43
### Where do you typically find information about small, locally owned businesses when planning or on your vacation (e.g., local restaurants, shops, activities)?

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online search (e.g., Google, Bing)</td>
<td>64%</td>
</tr>
<tr>
<td>Advice from friends, family and/or other visitors</td>
<td>48%</td>
</tr>
<tr>
<td>Official website for the destination</td>
<td>38%</td>
</tr>
<tr>
<td>Tips and suggestions from locals</td>
<td>36%</td>
</tr>
<tr>
<td>Online maps (e.g., Google, Apple)</td>
<td>33%</td>
</tr>
<tr>
<td>Online business listings (e.g., Google, TripAdvisor)</td>
<td>31%</td>
</tr>
<tr>
<td>Visitor Information Center</td>
<td>26%</td>
</tr>
<tr>
<td>Advertising or signage identifying small, locally owned businesses</td>
<td>19%</td>
</tr>
<tr>
<td>Official printed visitor guide for the destination</td>
<td>17%</td>
</tr>
<tr>
<td>Other printed materials (e.g., brochures)</td>
<td>8%</td>
</tr>
</tbody>
</table>
**What are the most appealing reasons for visiting small, locally owned businesses while on vacation (e.g., local restaurants, shops, activities)?**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enjoying the unique environment or experience of a local business</td>
<td>62%</td>
</tr>
<tr>
<td>Buying from and supporting small, locally owned businesses</td>
<td>60%</td>
</tr>
<tr>
<td>Browsing and/or buying local products</td>
<td>54%</td>
</tr>
<tr>
<td>Learning more about locally made products</td>
<td>38%</td>
</tr>
<tr>
<td>Supporting women and/or minority owned businesses</td>
<td>30%</td>
</tr>
<tr>
<td>Meeting and talking to local business owners</td>
<td>28%</td>
</tr>
</tbody>
</table>
Additional Resources

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

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