COVID-19

TRAVEL SENTIMENT STUDY
WAVE 44

Fielded August 18, 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 44
When Is Your Next Trip?

- I currently do not have any trips planned: 14%
- Within the next month: 20%
- In 1-2 months: 24%
- In 3-5 months: 23%
- In 6 or more months: 19%
When Is Your Next Trip?

- **I currently do not have any trips planned**
  - August 18: 14%
  - July 21: 14%
  - June 23: 12%

- **Within the next month**
  - August 18: 23%
  - July 21: 21%
  - June 23: 20%

- **In 1-2 months**
  - August 18: 24%
  - July 21: 23%
  - June 23: 24%

- **In 3-5 months**
  - August 18: 23%
  - July 21: 23%
  - June 23: 25%

- **In 6 or more months**
  - August 18: 17%
  - July 21: 17%
  - June 23: 19%
Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**
  - 15%: No impact at all
  - 9%: Slight impact
  - 18%: Moderate impact
  - 25%: Significant impact
  - 34%: Greatly impact

- **Concerns about my personal financial situation**
  - 21%: No impact at all
  - 11%: Slight impact
  - 24%: Moderate impact
  - 18%: Significant impact
  - 26%: Greatly impact

- **Transportation costs**
  - 19%: No impact at all
  - 11%: Slight impact
  - 26%: Moderate impact
  - 21%: Significant impact
  - 23%: 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 traveling within the U.S. instead of internationally: 27%
- I am reducing the number of trips I’m taking: 27%
- I am choosing destinations I can drive to as opposed to fly: 27%
- I am choosing rural destinations over city destinations: 14%
- I am choosing not to travel at all: 12%
- I am canceling trips: 11%
- COVID-19 is not influencing my travel plans: 25%
Perceptions of Safety and Travel

I support opening up my community to visitors
- Strongly disagree: 7%
- Disagree: 10%
- Neutral: 28%
- Agree: 29%
- Strongly agree: 25%

I feel safe traveling outside my community
- Strongly disagree: 6%
- Disagree: 7%
- Neutral: 25%
- Agree: 37%
- Strongly agree: 25%

I feel safe dining in local restaurants and shopping in retail stores in my community*
- Strongly disagree: 5%
- Disagree: 9%
- Neutral: 22%
- Agree: 37%
- Strongly agree: 26%

*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 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”

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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**: 26%
- **No – I am still planning to travel before the end of September 2021**: 21%
- **Yes – I have postponed my travel to later in the year**: 21%
- **Yes – I have postponed my travel to sometime in 2022**: 15%
- **No – I was never planning to travel in 2021**: 7%
- **Don’t know/Not sure**: 11%
### 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?

<table>
<thead>
<tr>
<th>Response</th>
<th>August 4</th>
<th>August 18</th>
<th>July 21</th>
</tr>
</thead>
<tbody>
<tr>
<td>No – I am still planning to travel between October to December 2021</td>
<td>25%</td>
<td>24%</td>
<td>26%</td>
</tr>
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<td>No – I am still planning to travel before the end of September 2021</td>
<td>23%</td>
<td>21%</td>
<td>32%</td>
</tr>
<tr>
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<td>19%</td>
<td>16%</td>
<td>21%</td>
</tr>
<tr>
<td>Yes – I have postponed my travel to sometime in 2022</td>
<td>14%</td>
<td>15%</td>
<td>8%</td>
</tr>
<tr>
<td>No – I was never planning to travel in 2021</td>
<td>8%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Don’t know/Not sure</td>
<td>12%</td>
<td>12%</td>
<td>11%</td>
</tr>
</tbody>
</table>
Information/Cues Indicating it is Safe to Plan Domestic U.S. Travel

- Official advice from the CDC or other federal government health experts: 40%
- Federal government advice that it is safe to travel domestically: 30%
- Official advice from your state health department that you can travel within your state: 27%
- Social distancing rules are relaxed in your state and surrounding states: 25%
- Official advice from your state government/governor that you can travel within your state: 21%
- Major visitor attractions in your state and surrounding states are open: 20%
- Advice from the White House Coronavirus Task Force: 18%
- Deals and offers from the tourism industry promoting travel in the next month or two: 14%
- Major national visitor attractions such as Disneyland/Disney World are open: 13%
## Information/Cues Indicating it is Safe to Plan Domestic U.S. Travel

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<thead>
<tr>
<th>Information/Cue</th>
<th>August 18, 2021</th>
<th>July 29, 2020</th>
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<td>Official advice from the CDC or other federal government health experts</td>
<td>40%</td>
<td>45%</td>
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<td>Federal government advice that it is safe to travel domestically</td>
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<td>27%</td>
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<td>28%</td>
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<tr>
<td>Major visitor attractions in your state and surrounding states are reopening/open*</td>
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<td>18%</td>
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<td>Advice from the White House Coronavirus Task Force</td>
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<td>13%</td>
<td>10%</td>
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*Note: The term “reopening” was used on July 29, 2020 and “open” was used on August 18, 2021*

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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