Travel Sentiment Study Wave 45

SEPTEMBER 7, 2021
COVID-19

TRAVEL SENTIMENT STUDY
WAVE 45

Fielded September 1, 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 45
Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**
  - 12%: No impact at all
  - 10%: Slightly impact
  - 21%: Moderately impact
  - 22%: Greatly impact
  - 36%: Very greatly impact

- **Concerns about my personal financial situation**
  - 22%: No impact at all
  - 14%: Slightly impact
  - 23%: Moderately impact
  - 20%: Greatly impact
  - 22%: Very greatly impact

- **Transportation costs**
  - 19%: No impact at all
  - 13%: Slightly impact
  - 27%: Moderately impact
  - 21%: Greatly impact
  - 20%: Very greatly impact

Travel Sentiment Study Wave 45
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

Travel Sentiment Study Wave 45
# Impact on Travel Plans

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

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am choosing destinations I can drive to as opposed to fly</td>
<td>33%</td>
</tr>
<tr>
<td>I am reducing the number of trips I’m taking</td>
<td>33%</td>
</tr>
<tr>
<td>I am traveling within the U.S. instead of internationally</td>
<td>28%</td>
</tr>
<tr>
<td>I am choosing rural destinations over city destinations</td>
<td>16%</td>
</tr>
<tr>
<td>I am choosing not to travel at all</td>
<td>11%</td>
</tr>
<tr>
<td>I am canceling trips</td>
<td>10%</td>
</tr>
</tbody>
</table>

COVID-19 is not influencing my travel plans 23%
Perceptions of Safety and Travel

I support opening up my community to visitors
- Strongly disagree: 8%
- Disagree: 13%
- Neutral: 34%
- Agree: 28%
- Strongly agree: 18%

I feel safe traveling outside my community
- Strongly disagree: 5%
- Disagree: 11%
- Neutral: 27%
- Agree: 38%
- Strongly agree: 18%

I feel safe dining in local restaurants and shopping in retail stores in my community*
- Strongly disagree: 6%
- Disagree: 11%
- Neutral: 23%
- Agree: 39%
- 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”
### I Support Opening Up My Community to Visitors

Comparison of Travelers Who Strongly Agree or Agree

<table>
<thead>
<tr>
<th>Date</th>
<th>% Strongly Agree</th>
<th>% Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/6</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>6/3</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>6/17</td>
<td>46%</td>
<td></td>
</tr>
<tr>
<td>6/26</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td>7/12</td>
<td>43%</td>
<td></td>
</tr>
<tr>
<td>7/29</td>
<td>43%</td>
<td></td>
</tr>
<tr>
<td>8/6</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>8/16</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>9/9</td>
<td>39%</td>
<td></td>
</tr>
<tr>
<td>9/23</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>10/7</td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>10/21</td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>11/4</td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>12/2</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>12/16</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>1/4</td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>1/18</td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>2/4</td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>2/12</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td>2/17</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td>3/3</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td>3/17</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td>3/21</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>3/31</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>4/4</td>
<td>52%</td>
<td></td>
</tr>
<tr>
<td>4/8</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>4/14</td>
<td>55%</td>
<td></td>
</tr>
<tr>
<td>4/21</td>
<td>53%</td>
<td></td>
</tr>
<tr>
<td>4/28</td>
<td>57%</td>
<td></td>
</tr>
<tr>
<td>5/5</td>
<td>57%</td>
<td></td>
</tr>
<tr>
<td>5/12</td>
<td>61%</td>
<td></td>
</tr>
<tr>
<td>5/19</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>5/26</td>
<td>67%</td>
<td></td>
</tr>
<tr>
<td>6/9</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>6/23</td>
<td>62%</td>
<td></td>
</tr>
<tr>
<td>7/7</td>
<td>57%</td>
<td></td>
</tr>
<tr>
<td>7/21</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td>8/2</td>
<td>54%</td>
<td></td>
</tr>
<tr>
<td>8/8</td>
<td>45%</td>
<td></td>
</tr>
</tbody>
</table>

Travel Sentiment Study Wave 45
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”
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: 30%

Yes – I have postponed my travel to later in the year: 20%

Yes – I have postponed my travel to sometime in 2022: 15%

No – I am still planning to travel before the end of September 2021: 15%

No – I was never planning to travel in 2021: 8%

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

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

Yes – I have postponed my travel to sometime in 2022

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

No – I was never planning to travel in 2021

Don’t know/Not sure

Travel Sentiment Study Wave 45
IMPACT ON TRAVEL PLANS

Activities Travelers Plan to Participate in During Their Fall Travels

- Visit friends and family: 63%
- Take a road trip: 52%
- Visit a national park, state park, or monument: 30%
- Go on a hike or bicycle ride: 29%
- Visit a farmers market: 25%
- View fall foliage: 24%
- Visit a museum, art gallery, or other arts/cultural institution: 24%
- Visit an amusement park or theme park: 21%
- Visit a farm to experience fall harvest activities*: 21%
- Go to a winery, brewery, or distillery: 18%
- Attend a festival: 18%
- Attend or participate in a sporting event: 15%
- Go fruit or berry picking: 13%
- Tour a college or university: 7%
- Other: 6%

*Corn maze, hay rides, pumpkin patch, etc.

Travel Sentiment Study Wave 45
Activities Travelers Plan to Participate in During Their Fall Travels

- Visit friends and family: 63% (September 1, 2021) vs. 66% (September 9, 2020)
- Take a road trip: 52% vs. 58%
- Visit a national park, state park, or monument: 30% vs. 33%
- Go on a hike or bicycle ride: 29% vs. 28%
- Visit a farmers market: 25% vs. 27%
- View fall foliage: 24% vs. 30%
- Visit a museum, art gallery, or other arts/cultural institution: 24% vs. 22%
- Visit an amusement park or theme park: 21% vs. 22%
- Visit a farm to experience fall harvest activities*: 21% vs. 22%
- Go to a winery, brewery, or distillery: 18% vs. 19%
- Attend a festival: 15% vs. 17%
- Attend or participate in a sporting event: 12% vs. 13%
- Go fruit or berry picking: 7% vs. 13%
- Tour a college or university: 5% vs. 6%
- Other: 3% vs. 6%

*Corn maze, hay rides, pumpkin patch, etc.
Which of the following factors are important when deciding which destination(s) to visit in the next six months?

- The destination has clear health and safety protocols (e.g., mask requirements, social distancing) within the destination: 51%
- There are no travel restrictions (e.g., travel quarantines) for the destination: 44%
- The destination has a mask wearing requirement and/or social distancing policies in public areas: 43%
- Dining locations are open in the destination: 42%
- Attractions are open in the destination: 42%
- Feeling welcome in the destination: 40%
Which of the following factors are important when deciding which destination(s) to visit in the next six months?

- The destination has clear health and safety protocols (e.g., mask requirements, social distancing) within the destination (51% in September 1, 50% in March 17)
- There are no travel restrictions (e.g., travel quarantines) for the destination (44% in September 1, 39% in March 17)
- The destination has a mask wearing requirement and/or social distancing policies in public areas (43% in September 1, 44% in March 17)
- Dining locations are open in the destination (42% in September 1, 35% in March 17)
- Attractions are open in the destination (42% in September 1, 35% in March 17)
- Feeling welcome in the destination (40% in September 1, 36% in March 17)
Additional Resources

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

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