COVID-19

TRAVEL SENTIMENT STUDY
WAVE 46

Fielded September 15, 2021
U.S. National Sample of 1,000 adults 18+
Travelers with Travel Plans in the Next Six Months Comparison
Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**
  - 14%: No impact at all
  - 12%: Somewhat impacted
  - 20%: Slightly impacted
  - 21%: Mildly impacted
  - 33%: Greatly impacted

- **Concerns about my personal financial situation**
  - 13%: No impact at all
  - 11%: Somewhat impacted
  - 28%: Slightly impacted
  - 22%: Mildly impacted
  - 26%: Greatly impacted

- **Transportation costs**
  - 10%: No impact at all
  - 12%: Somewhat impacted
  - 29%: Slightly impacted
  - 24%: Mildly impacted
  - 24%: Greatly impacted

1 - No impact at all  2  3  4  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

Travel Sentiment Study Wave 46
Influence of COVID-19 on Travel Plans in the Next Six Months

- I am choosing destinations I can drive to as opposed to fly: 32%
- I am traveling within the U.S. instead of internationally: 30%
- I am reducing the number of trips I’m taking: 29%
- I am choosing rural destinations over city destinations: 17%
- I am choosing not to travel at all: 10%
- I am canceling trips: 8%

COVID-19 is not influencing my travel plans: 25%
TRAVEL PERCEPTIONS

Perceptions of Safety and Travel

I support opening up my community to visitors
- Strongly disagree: 7%
- Disagree: 13%
- Neutral: 33%
- Agree: 28%
- Strongly agree: 18%

I feel safe traveling outside my community
- Strongly disagree: 6%
- Disagree: 12%
- Neutral: 27%
- Agree: 36%
- Strongly agree: 20%

I feel safe dining in local restaurants and shopping in retail stores in my community*
- Strongly disagree: 5%
- Disagree: 12%
- Neutral: 25%
- Agree: 34%
- Strongly agree: 23%

*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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TRAVEL PERCEPTIONS

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

Travel Sentiment Study Wave 46
I Feel Safe Traveling Outside My Community
Comparison of Travelers Who Strongly Agree or Agree

Travel Sentiment Study Wave 46
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”

Travel Sentiment Study Wave 46
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: 37%
- Yes – I have postponed my travel to later in the year: 20%
- Yes – I have postponed my travel to sometime in 2022: 16%
- No – I am still planning to travel before the end of September 2021: 11%
- No – I was never planning to travel in 2021: 7%
- Don’t know/Not sure: 10%
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

![Bar chart showing responses to the question. The chart shows the percentage of respondents in different categories.](chart.png)
IMpact on Travel Plans

Base: Travelers who took a trip this summer

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: 46%
- A lower level of service than before the pandemic: 27%
- A higher level of service than before the pandemic: 27%

14% Have not taken a trip this summer

Travel Sentiment Study Wave 46
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: 46% (September 15) vs. 49% (July 7)
- A lower level of service than before the pandemic: 27% (September 15) vs. 24% (July 7)
- A higher level of service than before the pandemic: 27% (September 15) vs. 27% (July 7)
When traveling this fall, what level of service do you expect to receive from tourism and hospitality businesses?

- The same level of service as before the pandemic: 51%
- A higher level of service than before the pandemic: 31%
- A lower level of service than before the pandemic: 18%
IMPACT ON TRAVEL PLANS

When traveling this fall/summer, what level of service do you expect to receive from tourism and hospitality businesses?

- The same level of service as before the pandemic: 51% (Fall) vs. 47% (Summer)
- A higher level of service than before the pandemic: 31% (Fall) vs. 37% (Summer)
- A lower level of service than before the pandemic: 18% (Fall) vs. 16% (Summer)

Travel Sentiment Study Wave 46
Additional Resources

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

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