COVID-19

TRAVEL SENTIMENT STUDY
WAVE 47

Fielded September 29, 2021
U.S. National Sample of 1,000 adults 18+

miles PARTNERSHIP
Longwoods INTERNATIONAL
Travel Sentiment Study Wave 47
Factors Impacting Decisions to Travel in Next Six Months

1. Coronavirus/COVID-19
   - 12%: No impact at all
   - 11%: Slightly impact
   - 23%: Somewhat impact
   - 23%: Moderately impact
   - 31%: Greatly impact

2. Concerns about my personal financial situation
   - 14%: No impact at all
   - 12%: Slightly impact
   - 28%: Somewhat impact
   - 21%: Moderately impact
   - 25%: Greatly impact

3. Transportation costs
   - 13%: No impact at all
   - 11%: Slightly impact
   - 28%: Somewhat impact
   - 26%: Moderately impact
   - 22%: 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
Impact on Travel Plans

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

- I am reducing the number of trips I’m taking: 34%
- I am choosing destinations I can drive to as opposed to fly: 32%
- I am traveling within the U.S. instead of internationally: 29%
- I am choosing rural destinations over city destinations: 19%
- I am choosing not to travel at all: 11%
- I am canceling trips: 9%

25% 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: 7%
  - Disagree: 12%
  - Neutral: 33%
  - Agree: 31%
  - Strongly agree: 17%

- **I feel safe traveling outside my community**
  - Strongly disagree: 5%
  - Disagree: 13%
  - Neutral: 24%
  - Agree: 37%
  - Strongly agree: 20%

- **I feel safe dining in local restaurants and shopping in retail stores in my community**
  - Strongly disagree: 6%
  - Disagree: 14%
  - Neutral: 22%
  - Agree: 35%
  - Strongly agree: 22%

*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

Travel Sentiment Study Wave 47
I Feel Safe Traveling Outside My Community
Comparison of Travelers Who Strongly Agree or Agree

Travel Sentiment Study Wave 47
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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Compared to last year, which of the following best describes your plans for leisure and vacation travel this fall/holiday season?

- I'll be taking the same number of trips: 41%
- I'll be taking fewer trips: 32%
- I'll be taking more trips: 27%
How often do you watch television shows on online streaming platforms such as Netflix, YouTube, Amazon, and Hulu?

- Not at all: 7%
- 1 to 2 times per month: 7%
- 1 to 2 times per week: 14%
- 3 to 7 times per week: 31%
- More than 7 times per week: 39%
- Not sure/Don't know: 2%
In the last 3 years, have you ever wanted to visit a destination because of a television show you watched on an online streaming platform (e.g., Netflix, YouTube, Amazon, Hulu)?

- Yes, but don't know when I will go: 29%
- No: 26%
- Yes, and I am planning to go in the next few years: 20%
- Yes, and I traveled to that destination(s): 12%
- Not sure/Can't remember: 14%
Additional Resources

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

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