Travel Sentiment Study Wave 48

OCTOBER 19, 2021
COVID-19

TRAVEL SENTIMENT STUDY
WAVE 48

Fielded October 13, 2021
U.S. National Sample of 1,000 adults 18+
Impact on Travel Plans

Travelers with Travel Plans in the Next Six Months Comparison

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Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**
  - 16%: No impact at all
  - 12%: Slightly impact
  - 26%: Greatly impact
  - 20%: Extremely impact
  - 27%: Very great impact

- **Concerns about my personal financial situation**
  - 11%: No impact at all
  - 11%: Slightly impact
  - 28%: Greatly impact
  - 23%: Extremely impact
  - 26%: Very great impact

- **Transportation costs**
  - 12%: No impact at all
  - 12%: Slightly impact
  - 28%: Greatly impact
  - 25%: Extremely impact
  - 24%: Very great 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

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

- I am choosing destinations I can drive to as opposed to fly: 28%
- I am reducing the number of trips I’m taking: 26%
- I am traveling within the U.S. instead of internationally: 26%
- I am choosing rural destinations over city destinations: 14%
- I am choosing not to travel at all: 9%
- I am canceling trips: 7%

30% COVID-19 is not influencing my travel plans
Perceptions of Safety and Travel

- **I support opening up my community to visitors**: 8% Strongly disagree, 29% Disagree, 36% Neutral, 22% Agree
- **I feel safe traveling outside my community**: 7% Strongly disagree, 23% Disagree, 42% Neutral, 24% Agree
- **I feel safe dining in local restaurants and shopping in retail stores in my community**: 7% Strongly disagree, 20% Disagree, 42% Neutral, 27% 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 PERCEPTIONS

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

Travel Sentiment Study Wave 48
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"
If you have hesitations about traveling, which of the following is the primary factor preventing you from taking a trip?

- I am concerned about spreading/contracting COVID-19: 31%
- I am uncertain about my financial situation: 27%
- Health and safety protocols (e.g., mask requirements, social distancing) are unclear in the destinations I'm interested in visiting: 16%
- There are travel restrictions (e.g., travel quarantines) in the destinations I'm interested in visiting: 14%
- Attractions and dining options are limited in destinations I'm interested in visiting: 8%
- I do not have time to take a trip: 3%

22% I have no hesitations about traveling
IMPACT ON TRAVEL PLANS

COVID-19 Vaccination Status and Hesitations About Traveling this Holiday Season

- I am fully or partially vaccinated and have hesitations about traveling this holiday season: 33%
- I am fully or partially vaccinated and have NO hesitations about traveling this holiday season: 33%
- I am NOT vaccinated and have NO hesitations about traveling this holiday season: 22%
- I am NOT vaccinated and have hesitations about traveling this holiday season: 12%
IMPACT ON TRAVEL PLANS

Travel Content Viewed or Interacted with in Last Two Months

- Short online travel video (2-3 minutes or less) on YouTube, Facebook, etc.: 36%
- A magazine article on travel: 25%
- A travel show on television or OnDemand: 23%
- Live streaming online video of a real-time travel or local experience: 21%
- A video from a travel expert, personality, or ‘vlogger’: 20%
- A travel book/guidebook: 19%
- An online 3D or 360-degree virtual tour (e.g., Google Street View/Earth): 17%
- Longer online travel video (more than 3 minutes): 13%
- A travel podcast, audio, or radio show: 11%
- Virtual tour using a virtual reality headset: 10%
IMPACT ON TRAVEL PLANS

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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

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Longwoods INTERNATIONAL