COVID-19

TRAVEL SENTIMENT STUDY WAVE 49

Fielded October 27, 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 49
When Is Your Next Trip?

- I currently do not have any trips planned: 11%
- Within the next month: 23%
- In 1-2 months: 25%
- In 3-5 months: 22%
- In 6 or more months: 19%
IMPACT ON TRAVEL PLANS

When Is Your Next Trip?

- **I currently do not have any trips planned**
  - October 27: 11%
  - August 18: 14%
  - July 21: 23%

- **Within the next month**
  - October 27: 14%
  - August 18: 20%
  - July 21: 23%

- **In 1-2 months**
  - October 27: 20%
  - August 18: 25%
  - July 21: 24%

- **In 3-5 months**
  - October 27: 23%
  - August 18: 23%
  - July 21: 22%

- **In 6 or more months**
  - October 27: 17%
  - August 18: 19%
  - July 21: 23%

Travel Sentiment Study Wave 49
Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**
  - 16%: 1 - No impact at all
  - 13%: 2
  - 24%: 3
  - 22%: 4
  - 25%: 5 - Greatly impact

- **Concerns about my personal financial situation**
  - 19%: 1 - No impact at all
  - 13%: 2
  - 25%: 3
  - 21%: 4
  - 22%: 5 - Greatly impact

- **Transportation costs**
  - 17%: 1 - No impact at all
  - 12%: 2
  - 26%: 3
  - 26%: 4
  - 20%: 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

IMPACT ON TRAVEL PLANS
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 traveling within the U.S. instead of internationally: 27%
- I am reducing the number of trips I'm taking: 27%
- I am choosing rural destinations over city destinations: 16%
- I am choosing not to travel at all: 7%
- I am canceling trips: 6%

30% are not influenced by COVID-19.
Perceptions of Safety and Travel

I support opening up my community to visitors
- 4% Strongly disagree
- 8% Disagree
- 27% Neutral
- 36% Agree
- 25% Strongly agree

I feel safe traveling outside my community
- 4% Strongly disagree
- 8% Disagree
- 22% Neutral
- 40% Agree
- 26% Strongly agree

I feel safe dining in local restaurants and shopping in retail stores in my community*
- 4% Strongly disagree
- 9% Disagree
- 20% Neutral
- 40% Agree
- 27% Strongly 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 49
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

### How Travelers are Planning to Gather with Family this Fall/Winter Season

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I plan to get together with family without any COVID-19 precautions or concern</td>
<td>40%</td>
</tr>
<tr>
<td>I plan to get together with family but with some COVID-19 health and safety precautions (e.g., outdoor venues, mask wearing)</td>
<td>35%</td>
</tr>
<tr>
<td>I plan to limit the size of family gatherings this year</td>
<td>32%</td>
</tr>
<tr>
<td>I am not planning to attend family gatherings because of COVID-19 concerns</td>
<td>4%</td>
</tr>
<tr>
<td>I don’t typically visit family during this time of the year</td>
<td>7%</td>
</tr>
</tbody>
</table>
Activities Travelers Plan to Participate in During Their Holiday Travels

- Visit friends/relatives: 70%
- Go shopping: 64%
- See holiday lights: 45%
- Visit a national park, state park, or monument: 28%
- Visit a museum, art gallery, or other arts/cultural institution: 24%
- Attend a festival/fair: 23%
- Go to a winery, brewery, or distillery: 21%
- Attend a live performance (theater, concert, etc.): 20%
- Attend a sporting event: 16%
- Participate in winter sports (ice skating, skiing, snowboarding, etc.): 11%
- Participate in a race (run, bike, etc.): 6%

Base: Travelers with holiday travel plans
Additional Resources

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

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