COVID-19

TRAVEL SENTIMENT STUDY
WAVE 50

Fielded November 10, 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 50
Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**
  - 21%: 1
  - 13%: 2
  - 21%: 3
  - 19%: 4
  - 26%: 5

- **Concerns about my personal financial situation**
  - 16%: 1
  - 12%: 2
  - 25%: 3
  - 22%: 4
  - 25%: 5

- **Transportation costs**
  - 12%: 1
  - 12%: 2
  - 27%: 3
  - 27%: 4
  - 22%: 5

---

Travel Sentiment Study Wave 50
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
Influence of COVID-19 on Travel Plans in the Next Six Months

- I am choosing destinations I can drive to as opposed to fly: 30%
- I am traveling within the U.S. instead of internationally: 28%
- I am reducing the number of trips I'm taking: 26%
- I am choosing rural destinations over city destinations: 12%
- I am choosing not to travel at all: 7%
- I am canceling trips: 7%
Perceptions of Safety and Travel

I support opening up my community to visitors
- 3% Strongly disagree
- 8% Disagree
- 28% Neutral
- 33% Agree
- 28% Strongly agree

I feel safe traveling outside my community
- 4% Strongly disagree
- 8% Disagree
- 18% Neutral
- 40% Agree
- 29% Strongly agree

I feel safe dining in local restaurants and shopping in retail stores in my community*
- 4% Strongly disagree
- 9% Disagree
- 17% Neutral
- 38% Agree
- 32% 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 Sentiment Study Wave 50
TRAVEL PERCEPTIONS

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

Travel Sentiment Study Wave 50
I Feel Safe Traveling Outside My Community
Comparison of Travelers Who Strongly Agree or Agree

Travel Sentiment Study Wave 50
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"
**Children's Vaccination Status and Hesitations About Traveling**

- **My child is not vaccinated against COVID-19 and I have no hesitations about him/her traveling**: 35%
- **My child is not vaccinated against COVID-19 and I have hesitations about him/her traveling**: 27%
- **My child is fully or partially vaccinated against COVID-19 and I have hesitations about him/her traveling**: 26%
- **My child is fully or partially vaccinated against COVID-19 and I have no hesitations about him/her traveling**: 24%
What are your plans for traveling internationally in the next 12 months?

- I will definitely travel internationally: 15%
- I will likely travel internationally: 14%
- I am unsure if I will travel internationally: 22%
- I am unlikely to travel internationally: 15%
- I will not be traveling internationally: 34%
IMPACT ON TRAVEL PLANS

Likely Length of International Trip

- A trip of 1-2 weeks: 39%
- A trip of 2-3 weeks: 23%
- A longer trip of at least 3 weeks: 17%
- A shorter trip of 1 week or slightly less: 13%
- A short trip of only 2-5 days: 7%
- Don’t know, not sure: 2%

Base: Travelers with definite/likely international travel plans in the next 12 months

*Low sample

Travel Sentiment Study Wave 50
Additional Resources

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

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