COVID-19

TRAVEL SENTIMENT STUDY
WAVE 55

Fielded February 2, 2022
U.S. National Sample of 1,000 adults 18+
Travelers with Travel Plans in the Next Six Months Comparison
# IMPACT ON TRAVEL PLANS

## Factors Impacting Decisions to Travel in Next Six Months

<table>
<thead>
<tr>
<th></th>
<th>1 - No impact at all</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5 - Greatly impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coronavirus/COVID-19</td>
<td>17%</td>
<td>14%</td>
<td>23%</td>
<td>22%</td>
<td>24%</td>
</tr>
<tr>
<td>Concerns about my personal financial situation</td>
<td>16%</td>
<td>15%</td>
<td>22%</td>
<td>24%</td>
<td>23%</td>
</tr>
<tr>
<td>Transportation costs</td>
<td>11%</td>
<td>13%</td>
<td>30%</td>
<td>25%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Travel Sentiment Study Wave 55
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

Travel Sentiment Study Wave 55
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: 27%
- 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: 12%
- I am choosing not to travel at all: 10%
- I am canceling trips: 7%

31% COVID-19 is not influencing my travel plans
Perceptions of Safety and Travel

I support opening up my community to visitors

- Strongly disagree: 4%
- Disagree: 11%
- Neutral: 29%
- Agree: 35%
- Strongly agree: 21%

I feel safe traveling outside my community

- Strongly disagree: 3%
- Disagree: 9%
- Neutral: 27%
- Agree: 37%
- Strongly agree: 23%

I feel safe dining in local restaurants and shopping in retail stores in my community*

- Strongly disagree: 3%
- Disagree: 11%
- Neutral: 22%
- Agree: 39%
- Strongly agree: 24%

*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 55
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”
Thinking about your travel plans in the late Spring and Summer, how do you think COVID-19 will be impacting travel in the US?

- COVID-19 will have a greater impact on travel: 21%
- COVID-19 will have the same impact on travel: 35%
- COVID-19 will have a lesser impact on travel: 28%
- Don’t know/Not sure: 15%
**IMPACT ON TRAVEL PLANS**

Percent of Travelers with International Leisure Travel Plans in the Next Two Years

- **52%**

**International Destinations Travelers Plan to Visit for Leisure in the Next Two Years***

- **Europe**: 36%
- **Caribbean Islands**: 33%
- **Mexico**: 26%
- **Canada**: 22%
- **Central/South America**: 15%
- **Asia**: 11%
- **Australia, New Zealand and/or the South Pacific**: 10%
- **Africa**: 5%
- **Other**: 4%

*Base: Travelers with international leisure travel plans in the next two years*
Compared to the two years prior to the pandemic (2018/2019), how much do you plan to spend on international travel in the next two years?

- Significantly more spending: 11%
- Slightly more spending: 19%
- About the same spending: 32%
- Slightly less spending: 13%
- Significantly less spending: 13%
- Don’t know/Not sure: 12%
Additional Resources

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

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