Travel Sentiment Study Wave 56

FEBRUARY 23, 2022
Travelers with Travel Plans in the Next Six Months Comparison

Travel Sentiment Study Wave 56
When Is Your Next Trip?

- I currently do not have any trips planned: 14%
- Within the next month: 16%
- In 1-2 months: 23%
- In 3-5 months: 29%
- In 6 or more months: 18%
Factors Impacting Decisions to Travel in Next Six Months

- Coronavirus/COVID-19
  - 19%: 1 - No impact at all
  - 15%: 2
  - 24%: 3
  - 18%: 4
  - 25%: 5 - Greatly impact

- Concerns about my personal financial situation
  - 15%: 1 - No impact at all
  - 10%: 2
  - 27%: 3
  - 21%: 4
  - 27%: 5 - Greatly impact

- Transportation costs
  - 13%: 1 - No impact at all
  - 9%: 2
  - 28%: 3
  - 26%: 4
  - 24%: 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
IMPACT ON TRAVEL PLANS

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 traveling within the U.S. instead of internationally: 25%
- I am choosing destinations I can drive to as opposed to fly: 24%
- I am reducing the number of trips I'm taking: 24%
- I am choosing rural destinations over city destinations: 13%
- I am choosing not to travel at all: 7%
- I am canceling trips: 6%
Perceptions of Safety and Travel

I support opening up my community to visitors
- Strongly disagree: 3%
- Disagree: 7%
- Neutral: 35%
- Agree: 28%
- Strongly agree: 27%

I feel safe traveling outside my community
- Strongly disagree: 3%
- Disagree: 6%
- Neutral: 42%
- Agree: 29%
- Strongly agree: 20%

I feel safe dining in local restaurants and shopping in retail stores in my community*
- Strongly disagree: 4%
- Disagree: 8%
- Neutral: 39%
- Agree: 31%
- Strongly agree: 18%

*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
I Feel Safe Traveling Outside My Community
Comparison of Travelers Who Strongly Agree or Agree

Travel Sentiment Study Wave 56
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”

Travel Sentiment Study Wave 56
What are the most appealing reasons for visiting small, locally owned businesses while on vacation (e.g., local restaurants, shops, activities)?

- Buying from and supporting small, locally owned businesses: 62%
- Enjoying the unique environment or experience of a local business: 59%
- Browsing and/or buying local products: 57%
- Learning more about locally made products: 41%
- Supporting women and/or minority owned businesses: 32%
- Meeting and talking to local business owners: 32%

Base: Travelers who typically visit small, locally owned businesses while on vacation
What are the most appealing reasons for visiting small, locally owned businesses while on vacation (e.g., local restaurants, shops, activities)?

- Buying from and supporting small, locally owned businesses: 62% (February 16, 2022), 60% (August 4, 2021)
- Enjoying the unique environment or experience of a local business: 62% (February 16, 2022), 62% (August 4, 2021)
- Browsing and/or buying local products: 57% (February 16, 2022), 54% (August 4, 2021)
- Learning more about locally made products: 41% (February 16, 2022), 38% (August 4, 2021)
- Supporting women and/or minority owned businesses: 32% (February 16, 2022), 30% (August 4, 2021)
- Meeting and talking to local business owners: 32% (February 16, 2022), 28% (August 4, 2021)

Base: Travelers who typically visit small, locally owned businesses while on vacation.
**IMPACT ON TRAVEL PLANS**

Where do you typically find information about small, locally owned businesses when planning or on your vacation (e.g., local restaurants, shops, activities)?

<table>
<thead>
<tr>
<th>Source of Information</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online search (e.g., Google, Bing)</td>
<td>49%</td>
</tr>
<tr>
<td>Advice from friends, family and/or other visitors</td>
<td>46%</td>
</tr>
<tr>
<td>Tips and suggestions from locals</td>
<td>42%</td>
</tr>
<tr>
<td>Online maps (e.g., Google, Apple)</td>
<td>30%</td>
</tr>
<tr>
<td>Official website for the destination</td>
<td>29%</td>
</tr>
<tr>
<td>Online business listings (e.g., Google, TripAdvisor)</td>
<td>28%</td>
</tr>
<tr>
<td>Advertising or signage identifying small, locally owned businesses</td>
<td>25%</td>
</tr>
<tr>
<td>Visitor Information Center</td>
<td>25%</td>
</tr>
<tr>
<td>Official printed visitor guide for the destination</td>
<td>13%</td>
</tr>
<tr>
<td>Other printed materials (e.g., brochures)</td>
<td>8%</td>
</tr>
</tbody>
</table>

Base: Travelers who typically look for small, locally owned businesses while on vacation.
Where do you typically find information about small, locally owned businesses when planning or on your vacation (e.g., local restaurants, shops, activities)?

- Online search (e.g., Google, Bing): 49% (February 16, 2022), 64% (August 4, 2021)
- Advice from friends, family and/or other visitors: 46% (February 16, 2022), 48% (August 4, 2021)
- Tips and suggestions from locals: 36% (February 16, 2022), 42% (August 4, 2021)
- Online maps (e.g., Google, Apple): 30% (February 16, 2022), 33% (August 4, 2021)
- Official website for the destination: 29% (February 16, 2022), 38% (August 4, 2021)
- Online business listings (e.g., Google, TripAdvisor): 28% (February 16, 2022), 31% (August 4, 2021)
- Advertising or signage identifying small, locally owned businesses: 25% (February 16, 2022), 25% (August 4, 2021)
- Visitor Information Center: 19% (February 16, 2022), 25% (August 4, 2021)
- Official printed visitor guide for the destination: 13% (February 16, 2022), 26% (August 4, 2021)
- Other printed materials (e.g., brochures): 8% (February 16, 2022), 17% (August 4, 2021)
Additional Resources

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

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