Travel Sentiment Study Wave 57

MARCH 8, 2022
TRAVEL SENTIMENT STUDY
WAVE 57
Fielded March 2, 2022
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 57
Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**
  - 17%: No impact at all
  - 15%: Slightly impact
  - 25%: Moderately impact
  - 23%: Greatly impact
  - 21%: Very greatly impact

- **Concerns about my personal financial situation**
  - 13%: No impact at all
  - 13%: Slightly impact
  - 24%: Moderately impact
  - 25%: Greatly impact
  - 24%: Very greatly impact

- **Transportation costs**
  - 10%: No impact at all
  - 13%: Slightly impact
  - 27%: Moderately impact
  - 28%: Greatly impact
  - 23%: Very 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 of Rising Gas Prices on Decisions to Travel in Next Six Months

- 8%: No impact at all
- 9%: Slight impact
- 24%: Moderate impact
- 30%: Significant impact
- 29%: Greatly impact

Travel Sentiment Study Wave 57
Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison

IMPACT ON TRAVEL PLANS

Travel Sentiment Study Wave 57
Influence of COVID-19 on Travel Plans in the Next Six Months

- I am traveling within the U.S. instead of internationally: 27%
- I am choosing destinations I can drive to as opposed to fly: 27%
- I am reducing the number of trips I'm taking: 24%
- I am choosing rural destinations over city destinations: 16%
- I am choosing not to travel at all: 7%
- I am canceling trips: 6%

34% COVID-19 is not influencing my travel plans

Travel Sentiment Study Wave 57
Perceptions of Safety and Travel

I support opening up my community to visitors
1% strongly disagree 5% disagree 40% neutral 29% agree

I feel safe traveling outside my community
1% strongly disagree 6% disagree 40% neutral 30% agree

I feel safe dining in local restaurants and shopping in retail stores in my community*
2% strongly disagree 5% disagree 42% neutral 30% agree

*Note: On 2/3/21, 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 57
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 2/3/21, the word, would, was removed from the statement, "I would feel safe dining in local restaurants and shopping in retail stores within my community"
Activities Travelers Planning to Do on Next Leisure Trip

- Visit friends and family: 47%
- Take a road trip: 42%
- Go to a beach/waterfront: 41%
- Go shopping: 36%
- Explore a city: 34%
- Visit a national park, state park, or monument: 31%
- Visit an amusement park or theme park: 25%
- Visit a museum, art gallery, or other arts/cultural institution: 22%
- Explore a rural area: 22%
- Go on a hike or bicycle ride: 21%
- Go to a winery, brewery, or distillery: 17%
- Attend a festival or other non-sports special event: 16%
- Attend an amateur or professional sporting event: 10%
IMPACT ON TRAVEL PLANS

Activities Travelers Planning to Do on Next Leisure Trip

- Visit friends and family: 47% (March 2, 2022) vs 45% (February 17, 2021)
- Take a road trip: 42% vs 34%
- Go to a beach/waterfront: 41% vs 35%
- Go shopping: 36% vs 36%
- Explore a city: 34% vs 35%
- Visit a national park, state park, or monument: 26% vs 23%
- Visit an amusement park or theme park: 31% vs 25%
- Visit a museum, art gallery, or other arts/cultural institution: 22% vs 22%
- Explore a rural area: 16% vs 17%
- Go on a hike or bicycle ride: 18% vs 17%
- Go to a winery, brewery, or distillery: 12% vs 12%
- Attend a festival or other non-sports special event: 10% vs 8%
- Attend an amateur or professional sporting event: 7% vs 8%

Travel Sentiment Study Wave 57
**COVID-19 and Plans for In-Person Events* in the Next 3-4 Months**

- I plan to attend events but have some concerns about health risks related to COVID-19: 29%
- I plan to attend events and am not concerned about any health risks related to COVID-19: 28%
- I plan to attend events but have significant concerns about health risks related to COVID-19: 14%
- I was not planning to attend any events regardless of COVID-19: 13%
- I do not plan to attend events because of the health risks related to COVID-19: 9%
- Don’t know/Not sure: 7%

*In-person events include meetings, conferences, festivals, and/or other events

Travel Sentiment Study Wave 57
Additional Resources

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

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