Impact on Travel Plans

Travelers with Travel Plans in the Next Six Months Comparison

Travel Sentiment Study Wave 58
Impact on Travel Plans

Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**
  - 24% (1 - No impact at all)
  - 12% (2)
  - 25% (3)
  - 18% (4)
  - 21% (5 - Greatly impact)

- **Concerns about my personal financial situation**
  - 19% (1 - No impact at all)
  - 12% (2)
  - 21% (3)
  - 25% (4)
  - 24% (5 - Greatly impact)

- **Transportation costs**
  - 14% (1 - No impact at all)
  - 10% (2)
  - 23% (3)
  - 25% (4)
  - 28% (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 of Rising Gas Prices on Decisions to Travel in Next Six Months

- 8%: No impact at all
- 7%: Slight impact
- 20%: Light impact
- 25%: Medium impact
- 38%: Greatly impact

Travel Sentiment Study Wave 58
Impact of Rising Gas Prices on Decisions to Travel in Next Six Months

Comparison

March 16, 2022
- 8% (No impact at all)
- 7% (Moderate impact)
- 20% (Substantial impact)
- 25% (Very substantial impact)
- 38% (Greatly impact)

March 2, 2022
- 8% (No impact at all)
- 9% (Moderate impact)
- 24% (Substantial impact)
- 30% (Very substantial impact)
- 29% (Greatly impact)
Impact of Rising Gas Prices on Travel Plans

- I’m reducing the number of trips I’m taking: 34%
- I’m choosing destinations closer to home: 33%
- I’m reducing the amount I spend on retail purchases: 27%
- I’m reducing the amount I spend on entertainment and recreation: 26%
- I’m reducing the amount I spend on food and beverage: 19%
- I am choosing to drive instead of fly: 16%
- I’m reducing the amount I spend on lodging: 16%
- I’m canceling trips: 7%
- I am choosing not to travel at all: 7%
- Rising gas prices are not impacting my travel plans: 21%
IMPACT ON TRAVEL PLANS

Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison

Travel Sentiment Study Wave 58
Influence of COVID-19 on Travel Plans in the Next Six Months

- I am traveling within the U.S. instead of internationally: 29%
- I am choosing destinations I can drive to as opposed to fly: 23%
- I am reducing the number of trips I’m taking: 19%
- I am choosing rural destinations over city destinations: 13%
- I am choosing not to travel at all: 5%
- I am canceling trips: 5%
Influence of COVID-19 on Travel Plans in the Next Six Months

COVID-19 is Not Influencing my Travel Plans

<table>
<thead>
<tr>
<th>Date</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/5</td>
<td>24%</td>
</tr>
<tr>
<td>1/19</td>
<td>25%</td>
</tr>
<tr>
<td>2/2</td>
<td>31%</td>
</tr>
<tr>
<td>2/16</td>
<td>34%</td>
</tr>
<tr>
<td>3/2</td>
<td>34%</td>
</tr>
<tr>
<td>3/16</td>
<td>38%</td>
</tr>
</tbody>
</table>

Travel Sentiment Study Wave 58
Perceptions of Safety and Travel

- I support opening up my community to visitors: 3% strongly disagree, 5% disagree, 23% neutral, 37% agree, 32% strongly agree.
- I feel safe traveling outside my community: 2% strongly disagree, 6% disagree, 20% neutral, 41% agree, 32% strongly agree.
- I feel safe dining in local restaurants and shopping in retail stores in my community*: 3% strongly disagree, 5% disagree, 18% neutral, 39% agree, 34% strongly 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."

Travel Sentiment Study Wave 58
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
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”

Travel Sentiment Study Wave 58
Percent of Travelers with a Road Trip Planned for the Next Year

95%
## Factors Important in Deciding Where to Visit on Road Trips

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Places with family/friends to visit</td>
<td>62%</td>
</tr>
<tr>
<td>Water – includes time at the ocean, river or lake</td>
<td>40%</td>
</tr>
<tr>
<td>Local food, arts and crafts – a trip that has local and unique places to eat and/or shop</td>
<td>35%</td>
</tr>
<tr>
<td>Transportation costs – rising gas prices</td>
<td>34%</td>
</tr>
<tr>
<td>Great attractions – a specific activity or attraction (e.g., theme/water parks, golf)</td>
<td>32%</td>
</tr>
<tr>
<td>Iconic places – includes famous points of interest</td>
<td>28%</td>
</tr>
<tr>
<td>Other natural regions – natural areas offering great outdoor activities</td>
<td>26%</td>
</tr>
<tr>
<td>‘Off the beaten path’ - getting away from busy visitor spots and/or getting off the interstate</td>
<td>24%</td>
</tr>
<tr>
<td>City experiences – includes urban/city experiences</td>
<td>24%</td>
</tr>
<tr>
<td>Shopping – includes lots of interesting places to browse and shop</td>
<td>22%</td>
</tr>
<tr>
<td>Health and safety concerns related to COVID-19</td>
<td>21%</td>
</tr>
<tr>
<td>Events – includes a great festival, meeting or event</td>
<td>20%</td>
</tr>
<tr>
<td>Other costs – affordable places to stay, things to do, etc.</td>
<td>19%</td>
</tr>
</tbody>
</table>
Additional Resources

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

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