Travel Sentiment Study Wave 59

APRIL 5, 2022
COVID-19

TRAVEL SENTIMENT STUDY
WAVE 59

Fielded March 30, 2022
U.S. National Sample of 1,000 adults 18+
Travelers with Travel Plans in the Next Six Months Comparison

- 3/11: 87%
- 4/8: 70%
- 5/6: 69%
- 6/3: 70%
- 7/1: 65%
- 7/29: 68%
- 8/26: 69%
- 9/23: 65%
- 10/21: 66%
- 11/18: 62%
- 12/16: 57%
- 1/20: 65%
- 2/17: 81%
- 3/17: 87%
- 4/14: 87%
- 5/12: 89%
- 6/9: 87%
- 7/7: 86%
- 8/4: 86%
- 9/1: 90%
- 9/29: 88%
- 10/27: 91%
- 11/24: 88%
- 12/23: 89%
- 1/5: 87%
- 2/2: 92%
- 3/2: 91%
- 3/30: 91%
IMPACT ON TRAVEL PLANS

When Is Your Next Trip?

- I currently do not have any trips planned: 9%
- Within the next month: 17%
- In 1-2 months: 25%
- In 3-5 months: 35%
- In 6 or more months: 14%
Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**
  - 24%: 1 - No impact at all
  - 18%: 2
  - 22%: 3
  - 16%: 4
  - 20%: 5 - Greatly impact

- **Concerns about my personal financial situation**
  - 13%: 1 - No impact at all
  - 14%: 2
  - 24%: 3
  - 24%: 4
  - 26%: 5 - Greatly impact

- **Transportation costs**
  - 10%: 1 - No impact at all
  - 11%: 2
  - 29%: 3
  - 26%: 4
  - 25%: 5 - Greatly impact
Indicated that Coronavirus 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

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### Influence of COVID-19 on Travel Plans in the Next Six Months

- I am choosing destinations I can drive to as opposed to fly: 29%
- I am traveling within the U.S. instead of internationally: 25%
- I am reducing the number of trips I'm taking: 22%
- I am choosing rural destinations over city destinations: 12%
- I am choosing not to travel at all: 5%
- I am canceling trips: 5%
IMPACT ON TRAVEL PLANS

Influence of COVID-19 on Travel Plans in the Next Six Months

COVID-19 is Not Influencing my Travel Plans
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

- 6% No impact at all
- 9% Somewhat impact
- 20% Minor impact
- 27% Moderate impact
- 38% Greatly impact

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Impact of Rising Gas Prices on Decisions to Travel in Next Six Months

Comparison

March 30, 2022
- 6%: 1 - No impact at all
- 9%: 2
- 20%: 3
- 27%: 4
- 38%: 5 - Greatly impact

March 16, 2022
- 8%: 1 - No impact at all
- 7%: 2
- 20%: 3
- 25%: 4
- 38%: 5 - Greatly impact

March 2, 2022
- 8%: 1 - No impact at all
- 9%: 2
- 24%: 3
- 30%: 4
- 29%: 5 - Greatly impact
Impact of Rising Gas Prices on Travel Plans

- I’m reducing the number of trips I’m taking: 35%
- I’m choosing destinations closer to home: 33%
- I’m reducing the amount I spend on retail purchases: 30%
- I’m reducing the amount I spend on entertainment and recreation: 27%
- I’m reducing the amount I spend on food and beverage: 23%
- I’m reducing the amount I spend on lodging: 17%
- I am choosing to drive instead of fly: 17%
- I’m canceling trips: 6%
- I am choosing not to travel at all: 6%
- Rising gas prices are not impacting my travel plans: 18%
Impact of Rising Gas Prices on Travel Plans

- I’m reducing the number of trips I’m taking: 35% (March 30, 2022), 34% (March 16, 2022)
- I’m choosing destinations closer to home: 33% (March 30, 2022), 33% (March 16, 2022)
- I’m reducing the amount I spend on retail purchases: 27% (March 30, 2022), 30% (March 16, 2022)
- I’m reducing the amount I spend on entertainment and recreation: 27% (March 30, 2022), 26% (March 16, 2022)
- I’m reducing the amount I spend on food and beverage: 19% (March 30, 2022), 23% (March 16, 2022)
- I’m reducing the amount I spend on lodging: 17% (March 30, 2022), 16% (March 16, 2022)
- I am choosing to drive instead of fly: 16% (March 30, 2022), 16% (March 16, 2022)
- I’m canceling trips: 6% (March 30, 2022), 7% (March 16, 2022)
- I am choosing not to travel at all: 6% (March 30, 2022), 7% (March 16, 2022)
- Rising gas prices are not impacting my travel plans: 18% (March 30, 2022), 21% (March 16, 2022)
Perceptions of Safety and Travel

- I support opening up my community to visitors: 2% strongly disagree, 6% disagree, 23% neutral, 40% agree, 29% strongly agree.
- I feel safe traveling outside my community: 3% strongly disagree, 6% disagree, 18% neutral, 43% agree, 31% strongly agree.
- I feel safe dining in local restaurants and shopping in retail stores in my community*: 3% strongly disagree, 6% disagree, 15% neutral, 42% 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."
I Support Opening Up My Community to Visitors
Comparison of Travelers Who Strongly Agree or Agree

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TRAVEL PERCEPTIONS

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

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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 2/3/21, the word, would, was removed from the statement, "I would feel safe dining in local restaurants and shopping in retail stores within my community"
Additional Resources

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

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