Travel Sentiment Study Wave 60

APRIL 20, 2022
TRAVEL SENTIMENT STUDY
WAVE 60
Fielded April 13, 2022
U.S. National Sample of 1,000 adults 18+

COVID-19
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison

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Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**
  - 21% significantly impact
  - 15% moderately impact
  - 25% slightly impact
  - 19% no impact
  - 19% no impact

- **Concerns about my personal financial situation**
  - 14% significantly impact
  - 14% moderately impact
  - 25% slightly impact
  - 21% no impact
  - 25% no impact

- **Transportation costs**
  - 11% significantly impact
  - 11% moderately impact
  - 24% slightly impact
  - 27% no impact
  - 26% no impact

Survey: Travel Sentiment Study Wave 60

Longwoods International | miles partnership
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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IMPACT ON TRAVEL PLANS

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

- I am traveling within the U.S. instead of internationally: 26%
- I am choosing destinations I can drive to as opposed to fly: 25%
- I am reducing the number of trips I'm taking: 19%
- I am choosing rural destinations over city destinations: 14%
- I am canceling trips: 6%
- I am choosing not to travel at all: 6%

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

COVID-19 is Not Influencing my Travel Plans

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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
- 8%: Slight impact
- 22%: Minor impact
- 26%: Noticeable impact
- 37%: Greatly impact
Indicated that **Rising Gas Prices** Would Greatly Impact their Decision to Travel in the Next Six Months.
Impact of Rising Gas Prices on Travel Plans

- I’m choosing destinations closer to home: 36%
- I’m reducing the number of trips I’m taking: 34%
- I’m reducing the amount I spend on retail purchases: 30%
- I’m reducing the amount I spend on entertainment and recreation: 28%
- I’m reducing the amount I spend on food and beverage: 22%
- I’m reducing the amount I spend on lodging: 19%
- I’m choosing to drive instead of fly: 17%
- I’m canceling trips: 9%
- I am choosing not to travel at all: 8%
- Rising gas prices are not impacting my travel plans: 19%
Impact of Rising Gas Prices on Travel Plans

- I’m choosing destinations closer to home
- I’m reducing the number of trips I’m taking
- I’m reducing the amount I spend on retail purchases
- I’m reducing the amount I spend on entertainment and recreation
- I’m reducing the amount I spend on food and beverage
- I’m reducing the amount I spend on lodging
- I am choosing to drive instead of fly
- I’m canceling trips
- I am choosing not to travel at all
- Rising gas prices are not impacting my travel plans

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Perceptions of Safety and Travel

- I support opening up my community to visitors: 23% Agree, 48% Strongly agree, 22% Strongly disagree
- I feel safe traveling outside my community: 21% Agree, 48% Strongly agree, 24% Strongly disagree
- I feel safe dining in local restaurants and shopping in retail stores in my community*: 20% Agree, 45% Strongly agree, 29% Strongly disagree

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

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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"
Perceptions of Positive Impacts of Tourism

- Tourism contributes to more amenities, places to eat and things to do in my community: 2% strongly disagree, 8% disagree, 22% neutral, 45% agree, 23% strongly agree.
- Tourism creates good quality jobs in my community: 4% strongly disagree, 9% disagree, 26% neutral, 40% agree, 21% strongly agree.
- Tourism generates economic opportunities in my community: 2% strongly disagree, 8% disagree, 19% neutral, 46% agree, 25% strongly agree.
- Tourism improves the quality of life in my community: 3% strongly disagree, 10% disagree, 32% neutral, 36% agree, 20% strongly agree.
Thinking about the following negative tourism impacts, which of the following impacts you and your community?

- Increased cost of living: 46%
- Traffic congestion: 32%
- Overcrowding at activities and attractions: 30%
- Housing affordability and/or availability: 30%
- Litter or Waste: 27%
- Pollution (air, water, litter, etc.): 26%
- Impacts on natural areas: 20%
- Limited parking availability: 19%
- Noise: 19%
- Emissions impacting climate change: 16%
- No significant negative impacts: 14%
- Don't know/Not sure: 4%
Additional Resources

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

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