COVID-19

TRAVEL SENTIMENT STUDY
WAVE 51

Fielded November 24, 2021
U.S. National Sample of 1,000 adults 18+
Travelers with Travel Plans in the Next Six Months Comparison

IMPACT ON TRAVEL PLANS

Travel Sentiment Study Wave 51
When Is Your Next Trip?

- I currently do not have any trips planned: 15%
- Within the next month: 18%
- In 1-2 months: 23%
- In 3-5 months: 24%
- In 6 or more months: 20%
When Is Your Next Trip?

- I currently do not have any trips planned
  - November 24: 15%
  - October 27: 11%
  - August 18: 14%

- Within the next month
  - November 24: 18%
  - October 27: 20%
  - August 18: 23%

- In 1-2 months
  - November 24: 23%
  - October 27: 24%
  - August 18: 25%

- In 3-5 months
  - November 24: 24%
  - October 27: 24%
  - August 18: 22%

- In 6 or more months
  - November 24: 20%
  - October 27: 19%
  - August 18: 19%
Impact on Travel Plans

Factors Impacting Decisions to Travel in Next Six Months

<table>
<thead>
<tr>
<th>Factor</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coronavirus/COVID-19</td>
<td>15%</td>
<td>13%</td>
<td>25%</td>
<td>22%</td>
<td>25%</td>
</tr>
<tr>
<td>Concerns about my personal financial situation</td>
<td>11%</td>
<td>11%</td>
<td>27%</td>
<td>25%</td>
<td>26%</td>
</tr>
<tr>
<td>Transportation costs</td>
<td>9%</td>
<td>13%</td>
<td>28%</td>
<td>25%</td>
<td>25%</td>
</tr>
</tbody>
</table>

1 - No impact at all | 2 | 3 | 4 | 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
IMPACT ON TRAVEL PLANS

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

- I am reducing the number of trips I’m taking: 30%
- I am choosing destinations I can drive to as opposed to fly: 30%
- I am traveling within the U.S. instead of internationally: 26%
- I am choosing rural destinations over city destinations: 14%
- I am choosing not to travel at all: 9%
- I am canceling trips: 6%

COVID-19 is not influencing my travel plans: 30%
Perceptions of Safety and Travel

I support opening up my community to visitors

- Strongly disagree: 4%
- Disagree: 11%
- Neutral: 30%
- Agree: 33%
- Strongly agree: 22%

I feel safe traveling outside my community

- Strongly disagree: 3%
- Disagree: 9%
- Neutral: 25%
- Agree: 40%
- Strongly agree: 24%

I feel safe dining in local restaurants and shopping in retail stores in my community*

- Strongly disagree: 4%
- Disagree: 8%
- Neutral: 20%
- Agree: 43%
- Strongly agree: 25%

*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 51
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"
On your most recent trip this fall, what level of service did you receive from tourism and hospitality businesses?

- The same level of service as before the pandemic: 51%
- A higher level of service than before the pandemic: 27%
- A lower level of service than before the pandemic: 21%

18% Have not taken a trip this fall
IMPACT ON TRAVEL PLANS

On your most recent trip this fall/summer, what level of service did you receive from tourism and hospitality businesses?

- The same level of service as before the pandemic: 51% (46% in Fall, 27% in Summer)
- A higher level of service than before the pandemic: 27% (27% in Fall, 27% in Summer)
- A lower level of service than before the pandemic: 21% (27% in Fall, 27% in Summer)

Base: Travelers who took a trip this fall/summer
When traveling this holiday season, what level of service do you expect to receive from tourism and hospitality businesses?

- The same level of service as before the pandemic: 55%
- A higher level of service than before the pandemic: 28%
- A lower level of service than before the pandemic: 16%
When traveling this holiday/fall season, what level of service do you expect to receive from tourism and hospitality businesses?

- The same level of service as before the pandemic: 55% (Holidays) / 51% (Fall)
- A higher level of service than before the pandemic: 28% (Holidays) / 31% (Fall)
- A lower level of service than before the pandemic: 16% (Holidays) / 18% (Fall)
Additional Resources

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

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