COVID-19

TRAVEL SENTIMENT STUDY
WAVE 52

Fielded December 8, 2021
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 52
Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**
  - 16%: 1
  - 10%: 2
  - 22%: 3
  - 22%: 4
  - 30%: 5

- **Concerns about my personal financial situation**
  - 12%: 1
  - 13%: 2
  - 24%: 3
  - 23%: 4
  - 27%: 5

- **Transportation costs**
  - 11%: 1
  - 13%: 2
  - 26%: 3
  - 27%: 4
  - 23%: 5

Travel Sentiment Study Wave 52
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.
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 traveling within the U.S. instead of internationally: 26%
- I am choosing destinations I can drive to as opposed to fly: 26%
- I am choosing rural destinations over city destinations: 14%
- I am canceling trips: 10%
- I am choosing not to travel at all: 9%

COVID-19 is not influencing my travel plans: 31%
**Perceptions of Safety and Travel**

- I support opening up my community to visitors:
  - Strongly disagree: 5%
  - Disagree: 10%
  - Neutral: 25%
  - Agree: 33%
  - Strongly agree: 28%

- I feel safe traveling outside my community:
  - Strongly disagree: 4%
  - Disagree: 8%
  - Neutral: 22%
  - Agree: 37%
  - Strongly agree: 29%

- I feel safe dining in local restaurants and shopping in retail stores in my community:
  - Strongly disagree: 5%
  - Disagree: 7%
  - Neutral: 19%
  - Agree: 39%
  - Strongly agree: 30%

*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
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”

Travel Sentiment Study Wave 52
Has the spread of the Omicron variant of COVID-19 impacted your travel intentions?

- **No – I am still planning to travel in December 2021**: 37%
- **No – I was never planning to travel in December 2021**: 24%
- **Yes – I have postponed my travel to January - March 2022**: 16%
- **Yes – I have postponed my travel to after March 2022**: 11%
- **Don’t know/Not sure**: 11%
Activities Travelers Plan to Participate in During Their Holiday Travels

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit friends/relatives</td>
<td>68%</td>
</tr>
<tr>
<td>Go shopping</td>
<td>60%</td>
</tr>
<tr>
<td>See holiday lights</td>
<td>45%</td>
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<tr>
<td>Visit a national park, state park, or monument</td>
<td>25%</td>
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<tr>
<td>Visit a museum, art gallery, or other arts/cultural institution</td>
<td>21%</td>
</tr>
<tr>
<td>Attend a festival/fair</td>
<td>18%</td>
</tr>
<tr>
<td>Go to a winery, brewery, or distillery</td>
<td>17%</td>
</tr>
<tr>
<td>Attend a live performance (theater, concert, etc.)</td>
<td>16%</td>
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<tr>
<td>Attend a sporting event</td>
<td>15%</td>
</tr>
<tr>
<td>Participate in winter sports (ice skating, skiing, snowboarding, etc.)</td>
<td>13%</td>
</tr>
<tr>
<td>Participate in a race (run, bike, etc.)</td>
<td>5%</td>
</tr>
</tbody>
</table>
IMPACT ON TRAVEL PLANS

Activities Travelers Plan to Participate in During Their Holiday Travels

- Visit friends/relatives: 68% (December 8) 70% (October 27)
- Go shopping: 60% (December 8) 64% (October 27)
- See holiday lights: 45% (December 8) 45% (October 27)
- Visit a national park, state park, or monument: 25% (December 8) 28% (October 27)
- Visit a museum, art gallery, or other arts/cultural institution: 21% (December 8) 24% (October 27)
- Attend a festival/fair: 18% (December 8) 23% (October 27)
- Go to a winery, brewery, or distillery: 17% (December 8) 21% (October 27)
- Attend a live performance (theater, concert, etc.): 16% (December 8) 20% (October 27)
- Attend a sporting event: 15% (December 8) 16% (October 27)
- Participate in winter sports (ice skating, skiing, snowboarding, etc.): 5% (December 8) 6% (October 27)
- Participate in a race (run, bike, etc.): 13% (December 8) 11% (October 27)

Base: Travelers with holiday travel plans
Which of the following describes your remote work plans within the next 12-24 months?

- I plan to work remotely, away from home, in another US location for 1-4 weeks: 14%
- I plan to work remotely, away from home, in various locations over the next 12 to 24 months: 11%
- I plan to work remotely, away from home, in another US location for 4 or more weeks: 9%
- I plan to work remotely, away from home, in an international location for at least 1-2 weeks: 7%
- I am planning to move long-term or permanently to a new home location and work remotely from there: 6%

- I don't plan to work remotely, away from home, in the next 12-24 months: 49%
- Don't know/Undecided: 16%
Which of the following describes your remote work plans within the next 12-24 months?

- I plan to work remotely, away from home, in another US location for 1-4 weeks: 14% (December 8), 6% (May 26)
- I plan to work remotely, away from home, in various locations over the next 12 to 24 months: 11% (December 8), 6% (May 26)
- I plan to work remotely, away from home, in another US location for 4 or more weeks: 9% (December 8), 10% (May 26)
- I plan to work remotely, away from home, in an international location for at least 1-2 weeks: 7% (December 8), 7% (May 26)
- I am planning to move long-term or permanently to a new home location and work remotely from there: 6% (December 8), 7% (May 26)

- 49% I don’t plan to work remotely, away from home, in the next 12-24 months
- 16% Don’t know/Undecided
Additional Resources

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

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