Travel Sentiment Study Wave 53
JANUARY 11, 2022
COVID-19

TRAVEL SENTIMENT STUDY
WAVE 53

Fielded January 5, 2022
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 53
When Is Your Next Trip?

- I currently do not have any trips planned: 13%
- Within the next month: 15%
- In 1-2 months: 22%
- In 3-5 months: 26%
- In 6 or more months: 23%
IMPACT ON TRAVEL PLANS

When Is Your Next Trip?

I currently do not have any trips planned
- January 5: 15%
- November 24: 11%
- October 27: 13%

Within the next month
- January 5: 18%
- November 24: 15%
- October 27: 15%

In 1-2 months
- January 5: 23%
- November 24: 22%
- October 27: 22%

In 3-5 months
- January 5: 25%
- November 24: 24%
- October 27: 26%

In 6 or more months
- January 5: 20%
- November 24: 19%
- October 27: 23%

Travel Sentiment Study Wave 53
Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**
  - 13%: 1 - No impact at all
  - 8%: 2
  - 23%: 3
  - 24%: 4
  - 32%: 5 - Greatly impact

- **Concerns about my personal financial situation**
  - 15%: 1 - No impact at all
  - 14%: 2
  - 26%: 3
  - 23%: 4
  - 22%: 5 - Greatly impact

- **Transportation costs**
  - 14%: 1 - No impact at all
  - 11%: 2
  - 29%: 3
  - 27%: 4
  - 18%: 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
Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison
Influence of COVID-19 on Travel Plans in the Next Six Months

- I am choosing destinations I can drive to as opposed to fly: 32%
- I am reducing the number of trips I’m taking: 31%
- I am traveling within the U.S. instead of internationally: 28%
- I am choosing rural destinations over city destinations: 15%
- I am choosing not to travel at all: 12%
- I am canceling trips: 9%

24% COVID-19 is not influencing my travel plans
IMPACT ON TRAVEL PLANS

First Trip Travelers Will Take in 2022

Travel by car to see friends and relatives within 200 miles in the U.S. 23%
Travel by car to see friends and relatives more than 200 miles in the U.S. 16%
Travel by plane to see friends and relatives within the U.S. 13%
Travel by car for a vacation/getaway within 200 miles (not to see friends or relatives) in the U.S. 12%
Travel by car for a vacation/getaway more than 200 miles (not to see friends or relatives) in the U.S. 10%
Travel by plane for a vacation/getaway (not to see friends or relatives) in the U.S. 8%
I don't currently have any travel plans for 2022 8%
Trip to another international destination 4%
I will vacation at home first (i.e., staycation) 4%
International trip to Canada or Mexico 2%
## IMPACT ON TRAVEL PLANS

### First Trip Travelers Will Take in 2022 vs. 2021

<table>
<thead>
<tr>
<th>Travel Type</th>
<th>January 5, 2022</th>
<th>January 6, 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel by car to see friends and relatives within 200 miles in the U.S.</td>
<td>23%</td>
<td>26%</td>
</tr>
<tr>
<td>Travel by car to see friends and relatives more than 200 miles in the U.S.</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>Travel by plane to see friends and relatives within the U.S.</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>Travel by car for a vacation/getaway within 200 miles (not to see friends or relatives) in the U.S.</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>Travel by car for a vacation/getaway more than 200 miles (not to see friends or relatives) in the U.S.</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Travel by plane for a vacation/getaway (not to see friends or relatives) in the U.S.</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>I don't currently have any travel plans for 2021</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Trip to another international destination</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>I will vacation at home first (i.e., staycation)</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>International trip to Canada or Mexico</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Travel Sentiment Study Wave 53
Perceptions of Safety and Travel

1. I support opening up my community to visitors
   - Strongly disagree: 4%
   - Disagree: 12%
   - Neutral: 31%
   - Agree: 32%
   - Strongly agree: 21%

2. I feel safe traveling outside my community
   - Strongly disagree: 5%
   - Disagree: 10%
   - Neutral: 24%
   - Agree: 41%
   - Strongly agree: 20%

3. I feel safe dining in local restaurants and shopping in retail stores in my community*
   - Strongly disagree: 4%
   - Disagree: 11%
   - Neutral: 22%
   - Agree: 40%
   - Strongly agree: 23%

*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 53
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"
Has the spread of the Omicron variant of COVID-19 impacted your travel intentions?

- No, I was never planning to travel in January 2022: 29%
- No, I am still planning to travel in January 2022: 25%
- Yes, I have postponed my travel to after April 2022: 18%
- Yes, I have postponed my travel to February - April 2022: 16%
- Don't know/Not sure: 12%
Additional Resources

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

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