Travel Sentiment Study Wave 54

JANUARY 25, 2022
Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**:
  - 13% - No impact at all
  - 10% - Slight impact
  - 18% - Moderate impact
  - 25% - Greatly impact
  - 34% - Extremely impact

- **Concerns about my personal financial situation**:
  - 13% - No impact at all
  - 13% - Slight impact
  - 25% - Moderate impact
  - 23% - Greatly impact
  - 26% - Extremely impact

- **Transportation costs**:
  - 11% - No impact at all
  - 11% - Slight impact
  - 27% - Moderate impact
  - 24% - Greatly impact
  - 26% - Extremely impact

Travel Sentiment Study Wave 54
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 reducing the number of trips I’m taking: 31%
- 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: 18%
- I am choosing not to travel at all: 11%
- I am canceling trips: 10%

25% COVID-19 is not influencing my travel plans.
Perceptions of Safety and Travel

I support opening up my community to visitors
- Strongly disagree: 5%
- Disagree: 12%
- Neutral: 30%
- Agree: 33%
- Strongly agree: 20%

I feel safe traveling outside my community
- Strongly disagree: 5%
- Disagree: 10%
- Neutral: 26%
- Agree: 37%
- Strongly agree: 23%

I feel safe dining in local restaurants and shopping in retail stores in my community*
- Strongly disagree: 5%
- Disagree: 10%
- Neutral: 22%
- Agree: 38%
- 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 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, the word, would, was removed from the statement, “I would feel safe dining in local restaurants and shopping in retail stores within my community”

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When traveling in the next three months, what level of service do you expect to receive from tourism and hospitality businesses?

- The same level of service as before the pandemic: 45%
- A higher level of service than before the pandemic: 36%
- A lower level of service than before the pandemic: 19%
**IMPACT ON TRAVEL PLANS**

The current surge of COVID-19 due to the Omicron variant is continuing to impact local businesses and organizations. We would like to understand how you support local businesses and organizations. Which of the following have you done in the last 6 months in your own community or while traveling?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consciously purchased takeout food and/or drinks from locally owned restaurants, cafes, and breweries, etc.</td>
<td>54%</td>
</tr>
<tr>
<td>Consciously dined in locally owned restaurants, cafes, or breweries</td>
<td>46%</td>
</tr>
<tr>
<td>Consciously shopped with locally owned retailers, artisans, and producers</td>
<td>43%</td>
</tr>
<tr>
<td>Purchased online local products, arts and crafts, produce, or merchandise</td>
<td>38%</td>
</tr>
<tr>
<td>Purchased a gift certificate from a local business or organization for future use</td>
<td>24%</td>
</tr>
<tr>
<td>Donated to community organizations or local businesses</td>
<td>19%</td>
</tr>
<tr>
<td>Attended an in-person event, show or performance of a local cultural organization or artist</td>
<td>19%</td>
</tr>
<tr>
<td>Attended a virtual event, show or performance with a local cultural organization or artist</td>
<td>15%</td>
</tr>
<tr>
<td>None of the above</td>
<td>10%</td>
</tr>
</tbody>
</table>
Which of the following services or information would be most useful to help you support local businesses and organizations over the next 6 months?

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timely health and safety requirements (e.g., mask wearing, social distancing, vaccine)</td>
<td>25%</td>
</tr>
<tr>
<td>Timely information on how local businesses are operating (e.g., in person or takeout/online only, capacity restrictions)</td>
<td>20%</td>
</tr>
<tr>
<td>A directory highlighting small, locally owned businesses and organizations</td>
<td>14%</td>
</tr>
<tr>
<td>A directory of ways to support local community organizations or businesses, including donation or volunteer opportunities</td>
<td>12%</td>
</tr>
<tr>
<td>A directory of local produce, arts and crafts, merchandise, and gift certificates you can purchase online</td>
<td>9%</td>
</tr>
<tr>
<td>A calendar of in person and virtual/online local events, shows, and performances</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>None of the above</td>
<td>12%</td>
</tr>
</tbody>
</table>
Additional Resources

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

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