CLARITY
in a time of
CHANGE
Rebuilding Travel

Travel Sentiment Study Wave 61

MAY 17, 2022
COVID-19

TRAVEL SENTIMENT STUDY
WAVE 61

Fielded May 11, 2022

U.S. National Sample of 1,000 adults 18+
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison

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When Is Your Next Trip?

- I currently do not have any trips planned: 11%
- Within the next month: 22%
- In 1-2 months: 29%
- In 3-5 months: 24%
- In 6 or more months: 14%

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Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**
  - 20%: 1 - No impact at all
  - 16%: 2
  - 22%: 3
  - 23%: 4
  - 19%: 5 - Greatly impact

- **Concerns about my personal financial situation**
  - 14%: 1 - No impact at all
  - 10%: 2
  - 27%: 3
  - 20%: 4
  - 28%: 5 - Greatly impact

- **Transportation costs**
  - 9%: 1 - No impact at all
  - 9%: 2
  - 24%: 3
  - 29%: 4
  - 28%: 5 - Greatly impact
Indicated that Coronavirus 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

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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: 26%
- I am reducing the number of trips I'm taking: 21%
- I am choosing rural destinations over city destinations: 12%
- I am choosing not to travel at all: 6%
- I am canceling trips: 5%
Influence of COVID-19 on Travel Plans in the Next Six Months

COVID-19 is Not Influencing my Travel Plans

- 24% on 1/5
- 25% on 1/19
- 31% on 2/2
- 34% on 2/16
- 34% on 3/2
- 38% on 3/16
- 40% on 3/30
- 38% on 4/13
- 39% on 5/11

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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

- 10%: No impact at all
- 9%: Slight impact
- 23%: Moderate impact
- 27%: Significant impact
- 32%: 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: 39%
- I'm reducing the number of trips I'm taking: 36%
- I'm reducing the amount I spend on retail purchases: 32%
- I'm reducing the amount I spend on entertainment and recreation: 31%
- I'm reducing the amount I spend on food and beverage: 22%
- I'm reducing the amount I spend on lodging: 17%
- I'm choosing to drive instead of fly: 16%
- I'm canceling trips: 6%
- I am choosing not to travel at all: 5%
- Rising gas prices are not impacting my travel plans: 18%
Impact of Rising Gas Prices on Travel Plans

- I’m choosing destinations closer to home: 39% May 11, 2022, 36% April 13, 2022, 33% March 30, 2022
- I’m reducing the number of trips I’m taking: 34% May 11, 2022, 36% April 13, 2022, 35% March 30, 2022
- I’m reducing the amount I spend on retail purchases: 32% May 11, 2022, 30% April 13, 2022, 30% March 30, 2022
- I’m reducing the amount I spend on entertainment and recreation: 28% May 11, 2022, 27% April 13, 2022, 28% March 30, 2022
- I’m reducing the amount I spend on food and beverage: 22% May 11, 2022, 22% April 13, 2022, 23% March 30, 2022
- I’m reducing the amount I spend on lodging: 19% May 11, 2022, 17% April 13, 2022, 17% March 30, 2022
- I am choosing to drive instead of fly: 17% May 11, 2022, 17% April 13, 2022, 16% March 30, 2022
- I’m canceling trips: 9% May 11, 2022, 6% April 13, 2022
- I am choosing not to travel at all: 8% May 11, 2022, 6% April 13, 2022
- Rising gas prices are not impacting my travel plans: 18% May 11, 2022, 19% April 13, 2022, 18% March 30, 2022

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Impact of Rising Price of Flights on Decisions to Travel in Next Six Months

- 20%: No impact at all
- 21%: Slight impact
- 22%: Moderate impact
- 27%: Greatly impact
Additional Resources

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

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