Travel Sentiment Study Wave 62

JUNE 14, 2022
COVID-19

TRAVEL SENTIMENT STUDY
WAVE 62

Fielded June 8, 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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IMPACT ON TRAVEL PLANS

Activities Travelers Plan to Do on Next Leisure Trip

- Visit friends and family: 53%
- Go to a beach/waterfront: 48%
- Take a road trip: 45%
- Go shopping: 44%
- Explore a city: 37%
- Visit a national park, state park, or monument: 34%
- Visit a museum, art gallery, or other arts/cultural institution: 29%
- Visit an amusement park or theme park: 28%
- Go on a hike or bicycle ride: 22%
- Explore a rural area: 22%
- Attend a festival or other non-sports special event: 20%
- Go to a winery, brewery, or distillery: 18%
- Attend an amateur or professional sporting event: 12%
IMPACT ON TRAVEL PLANS

Activities Travelers Plan to Do on Next Leisure Trip

- Visit friends and family: 53% (June 8, 2022), 53% (June 23, 2021)
- Go to a beach/waterfront: 48% (June 8, 2022), 45% (June 23, 2021)
- Take a road trip: 46% (June 8, 2022), 46% (June 23, 2021)
- Go shopping: 43% (June 8, 2022), 44% (June 23, 2021)
- Explore a city: 37% (June 8, 2022), 37% (June 23, 2021)
- Visit a national park, state park, or monument: 33% (June 8, 2022), 32% (June 23, 2021)
- Visit a museum, art gallery, or other arts/cultural institution: 29% (June 8, 2022), 29% (June 23, 2021)
- Visit an amusement park or theme park: 24% (June 8, 2022), 25% (June 23, 2021)
- Go on a hike or bicycle ride: 21% (June 8, 2022), 21% (June 23, 2021)
- Explore a rural area: 20% (June 8, 2022), 21% (June 23, 2021)
- Attend a festival or other non-sports special event: 15% (June 8, 2022), 15% (June 23, 2021)
- Go to a winery, brewery, or distillery: 12% (June 8, 2022), 16% (June 23, 2021)
- Attend an amateur or professional sporting event: 10% (June 8, 2022), 14% (June 23, 2021)
Factors Impacting Decisions to Travel in Next Six Months

- Coronavirus/COVID-19
  - 25%: No impact at all
  - 16%: Somewhat
  - 24%: Moderate
  - 19%: Greatly
  - 16%: Extremely

- Concerns about my personal financial situation
  - 11%: No impact at all
  - 11%: Somewhat
  - 29%: Moderate
  - 25%: Greatly
  - 25%: Extremely

- Transportation costs
  - 7%: No impact at all
  - 10%: Somewhat
  - 23%: Moderate
  - 27%: Greatly
  - 33%: Extremely

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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
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: 22%
- I am reducing the number of trips I'm taking: 22%
- I am choosing rural destinations over city destinations: 13%
- I am choosing not to travel at all: 7%
- 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
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

- 5% No impact at all
- 8% Impact level
- 21% Impact level
- 25% Impact level
- 41% Greatly impact

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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: 39%
- I'm reducing the amount I spend on retail purchases: 34%
- I'm reducing the amount I spend on entertainment and recreation: 30%
- I'm reducing the amount I spend on food and beverage: 27%
- I'm reducing the amount I spend on lodging: 17%
- I'm choosing to drive instead of fly: 15%
- I'm canceling trips: 9%
- I am choosing not to travel at all: 6%
- Rising gas prices are not impacting my travel plans: 15%
IMPACT ON TRAVEL PLANS

Impact of Rising Gas Prices on Travel Plans

- I'm choosing destinations closer to home
- I'm reducing the number of trips I'm taking
- I'm reducing the amount I spend on retail purchases
- I'm reducing the amount I spend on entertainment and recreation
- I'm reducing the amount I spend on food and beverage
- I'm reducing the amount I spend on lodging
- I am choosing to drive instead of fly
- I'm canceling trips
- I am choosing not to travel at all
- Rising gas prices are not impacting my travel plans

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Factors Reducing the Likelihood of Traveling by Air in 2022

- Higher fuel costs raising the cost of flying: 36%
- Health concerns, including COVID-19: 24%
- Crowded airports and planes: 22%
- Risk of flight delays/cancellations: 18%
- Behavior of airline passengers: 17%
- None of the above - I do not have plans to fly for the remainder of 2022: 20%
- None of the above - I am still planning to fly at some point in 2022: 18%
- Don't know/Not sure: 6%
Additional Resources

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

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