CLARITY
in a time of
CHANGE
Rebuilding Travel

Travel Sentiment Study Wave 64

AUGUST 9, 2022
COVID-19

TRAVEL SENTIMENT STUDY
WAVE 64

Fielded August 3, 2022
U.S. National Sample of 1,000 adults 18+
Travelers with Travel Plans in the Next Six Months Comparison
When Is Your Next Trip?

- I currently do not have any trips planned: 14%
- Within the next month: 25%
- In 1-2 months: 24%
- In 3-5 months: 22%
- In 6 or more months: 16%
IMPACT ON TRAVEL PLANS

Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**: 25% - No impact at all, 15% - little impact, 22% - moderate impact, 19% - moderately great impact, 19% - great impact
- **Concerns about my personal financial situation**: 16% - No impact at all, 11% - little impact, 23% - moderate impact, 22% - moderately great impact, 29% - great impact
- **Transportation costs**: 11% - No impact at all, 9% - little impact, 27% - moderate impact, 25% - moderately great impact, 28% - great impact

Travel Sentiment Study Wave 64
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

Influence of COVID-19 on Travel Plans in the Next Six Months

- I am choosing destinations I can drive to as opposed to fly: 23%
- I am traveling within the U.S. instead of internationally: 22%
- I am reducing the number of trips I'm taking: 21%
- I am choosing rural destinations over city destinations: 13%
- I am choosing not to travel at all: 6%
- I am canceling trips: 5%
Impact on Travel Plans

Influence of COVID-19 on Travel Plans in the Next Six Months

COVID-19 is Not Influencing my Travel Plans

Travel Sentiment Study Wave 64
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 ON TRAVEL PLANS

Impact of Rising Gas Prices on Decisions to Travel in Next Six Months

1 - No impact at all  2  3  4  5 - Greatly impact

11%  9%  20%  28%  31%
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: 34%
- I'm reducing the number of trips I'm taking: 32%
- I'm reducing the amount I spend on retail purchases: 31%
- I'm reducing the amount I spend on entertainment and recreation: 31%
- I'm reducing the amount I spend on food and beverage: 23%
- I'm reducing the amount I spend on lodging: 18%
- I'm choosing to drive instead of fly: 17%
- I am choosing not to travel at all: 10%
- I'm canceling trips: 9%
- Rising gas prices are not impacting my travel plans: 19%
Impact on Travel Plans

Impact of Rising Gas Prices on Travel Plans

- I'm choosing destinations closer to home: 34% - 44%
- I'm reducing the number of trips I'm taking: 32% - 44%
- I'm reducing the amount I spend on retail purchases: 31% - 39%
- I'm reducing the amount I spend on entertainment and recreation: 34% - 38%
- I'm reducing the amount I spend on food and beverage: 23% - 30%
- I'm reducing the amount I spend on lodging: 18% - 22%
- I'm choosing to drive instead of fly: 15% - 19%
- I am choosing not to travel at all: 10% - 9%
- I'm canceling trips: 9% - 9%
- Rising gas prices are not impacting my travel plans: 12% - 15%
### IMPACT ON TRAVEL PLANS

**Base:** Travelers who took a trip in last three months

**On your most recent trip in the last three months, what level of service did you receive from tourism and hospitality businesses?**

<table>
<thead>
<tr>
<th>Level of Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The same level of service as before the pandemic</td>
<td>56%</td>
</tr>
<tr>
<td>A lower level of service than before the pandemic</td>
<td>22%</td>
</tr>
<tr>
<td>A higher level of service than before the pandemic</td>
<td>22%</td>
</tr>
</tbody>
</table>

17% Have not taken a trip in last three months
Additional Resources

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

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