Travel Sentiment Study Wave 65

SEPTEMBER 7, 2022
COVID-19
TRAVEL SENTIMENT STUDY
WAVE 65
Fielded August 31, 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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**Factors Impacting Decisions to Travel in Next Six Months**

- **Coronavirus/COVID-19**
  - 23%: 1 - No impact at all
  - 17%: 2
  - 24%: 3
  - 18%: 4
  - 19%: 5 - Greatly impact

- **Concerns about my personal financial situation**
  - 14%: 1 - No impact at all
  - 14%: 2
  - 25%: 3
  - 24%: 4
  - 23%: 5 - Greatly impact

- **Transportation costs**
  - 11%: 1 - No impact at all
  - 13%: 2
  - 26%: 3
  - 26%: 4
  - 24%: 5 - Greatly impact

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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

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

- I am traveling within the U.S. instead of internationally: 24%
- I am reducing the number of trips I’m taking: 20%
- I am choosing destinations I can drive to as opposed to fly: 20%
- I am choosing rural destinations over city destinations: 12%
- I am choosing not to travel at all: 6%
- I am canceling trips: 5%
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Influence of COVID-19 on Travel Plans in the Next Six Months
COVID-19 is Not Influencing my Travel Plans

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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
If you have hesitations about traveling, which of the following factors are preventing you from taking a trip?

- Inflation/cost of travel: 61%
- Concerns about coronavirus: 38%
- Concerns about flight delays/cancellations: 34%
- Concerns about monkeypox: 26%
- Lack of time: 24%
- Crime in travel destinations: 20%

22% I have no hesitations about traveling
IMPACT ON TRAVEL PLANS

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

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

11% 11% 25% 25% 27%
Indicated that **Gas Prices*** Would Greatly Impact their Decision to Travel in the Next Six Months

*Note: Prior to 8/31, respondents were asked about the impact of rising gas prices. Beginning on 8/31, rising was removed from the question.

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Impact of Gas Prices on Travel Plans

- I'm choosing destinations closer to home: 33%
- I'm reducing the number of trips I'm taking: 30%
- I'm reducing the amount I spend on retail purchases: 25%
- I'm reducing the amount I spend on entertainment and recreation: 25%
- I'm reducing the amount I spend on food and beverage: 23%
- I'm reducing the amount I spend on lodging: 16%
- I'm choosing to drive instead of fly: 13%
- I am choosing not to travel at all: 8%
- I'm canceling trips: 8%
- Gas prices are not impacting my travel plans: 22%
Impact of Gas Prices* on Travel Plans

I'm choosing destinations closer to home
- August 31, 2022: 44%
- August 3, 2022: 34%
- July 6, 2022: 33%

I'm reducing the number of trips I'm taking
- August 31, 2022: 32%
- August 3, 2022: 30%
- July 6, 2022: 25%

I'm reducing the amount I spend on retail purchases
- August 31, 2022: 38%
- August 3, 2022: 31%
- July 6, 2022: 25%

I'm reducing the amount I spend on entertainment and recreation
- August 31, 2022: 36%
- August 3, 2022: 31%
- July 6, 2022: 25%

I'm reducing the amount I spend on food and beverage
- August 31, 2022: 28%
- August 3, 2022: 23%
- July 6, 2022: 22%

I'm reducing the amount I spend on lodging
- August 31, 2022: 22%
- August 3, 2022: 18%
- July 6, 2022: 13%

I'm choosing to drive instead of fly
- August 31, 2022: 19%
- August 3, 2022: 17%
- July 6, 2022: 13%

I am choosing not to travel at all
- August 31, 2022: 19%
- August 3, 2022: 10%
- July 6, 2022: 8%

I'm canceling trips
- August 31, 2022: 22%
- August 3, 2022: 9%
- July 6, 2022: 8%

Gas prices* are not impacting my travel plans
- August 31, 2022: 19%
- August 3, 2022: 12%
- July 6, 2022: 7%

*Note: Prior to 8/31, respondents were asked about the impact of rising gas prices. Beginning on 8/31, rising was removed from the question.
Activities Travelers Plan to Participate in During Their Fall Travels

- Visit friends and family: 56%
- Take a road trip: 43%
- Visit a national park, state park, or monument: 28%
- Visit a museum, art gallery, or other arts/cultural institution: 23%
- View fall foliage: 23%
- Visit a farmers market: 22%
- Attend a festival: 21%
- Go on a hike or bicycle ride: 20%
- Visit an amusement park or theme park: 19%
- Go to a winery, brewery, or distillery: 18%
- Visit a farm to experience fall harvest activities*: 17%
- Attend or participate in a sporting event: 16%
- Go fruit or berry picking: 13%
- Tour a college or university: 6%
- Other: 4%

*Corn maze, hay rides, pumpkin patch, etc.

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Activities Travelers Plan to Participate in During Their Fall Travels

- Visit friends and family: 56% (August 31, 2022), 63% (September 1, 2021)
- Take a road trip: 43% (August 31, 2022), 52% (September 1, 2021)
- Visit a national park, state park, or monument: 30% (August 31, 2022), 43% (September 1, 2021)
- Visit a museum, art gallery, or other arts/cultural institution: 24% (August 31, 2022), 24% (September 1, 2021)
- View fall foliage: 25% (August 31, 2022), 24% (September 1, 2021)
- Visit a farmers market: 21% (August 31, 2022), 25% (September 1, 2021)
- Attend a festival: 18% (August 31, 2022), 20% (September 1, 2021)
- Go on a hike or bicycle ride: 19% (August 31, 2022), 21% (September 1, 2021)
- Visit an amusement park or theme park: 19% (August 31, 2022), 21% (September 1, 2021)
- Go to a winery, brewery, or distillery: 18% (August 31, 2022), 18% (September 1, 2021)
- Visit a farm to experience fall harvest activities*: 16% (August 31, 2022), 17% (September 1, 2021)
- Attend or participate in a sporting event: 16% (August 31, 2022), 15% (September 1, 2021)
- Go fruit or berry picking: 13% (August 31, 2022), 13% (September 1, 2021)
- Tour a college or university: 6% (August 31, 2022), 7% (September 1, 2021)
- Other: 4% (August 31, 2022), 6% (September 1, 2021)

*Corn maze, hay rides, pumpkin patch, etc.
Additional Resources

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

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