Travel Sentiment Study Wave 66

OCTOBER 4, 2022

CLARITY in a time of CHANGE
Rebuilding Travel
COVID-19

TRAVEL SENTIMENT STUDY
WAVE 66

Fielded September 28, 2022
U.S. National Sample of 1,000 adults 18+
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IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison
 Factors Impacting Decisions to Travel in Next Six Months

- Coronavirus/COVID-19:
  - 27%: 1 - No impact at all
  - 18%: 2
  - 21%: 3
  - 17%: 4
  - 17%: 5 - Greatly impact

- Concerns about my personal financial situation:
  - 17%: 1 - No impact at all
  - 13%: 2
  - 25%: 3
  - 21%: 4
  - 25%: 5 - Greatly impact

- Transportation costs:
  - 12%: 1 - No impact at all
  - 15%: 2
  - 28%: 3
  - 24%: 4
  - 22%: 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: 21%
- 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 canceling trips: 6%
- I am choosing not to travel at all: 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

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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
Compared to last year, how much do you plan to spend on travel this holiday season?

- More spending: 31%
- About the same amount of spending: 51%
- Less spending: 19%
- Do not have holiday travel plans: 11%
Impact of Gas Prices on Decisions to Travel in Next Six Months

- 11%: No impact at all
- 14%: Little impact
- 27%: Moderate impact
- 24%: Greatly impact
- 23%: Excellent impact
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: 29%
- I'm reducing the number of trips I'm taking: 27%
- I'm reducing the amount I spend on entertainment and recreation: 25%
- I'm reducing the amount I spend on retail purchases: 25%
- I'm reducing the amount I spend on food and beverage: 21%
- I'm reducing the amount I spend on lodging: 16%
- I'm choosing to drive instead of fly: 15%
- I am choosing not to travel at all: 7%
- I'm canceling trips: 5%
- Gas prices are not impacting my travel plans: 29%
Please indicate your level of agreement with the following statements regarding your work activities compared to 2020/2021:

- I am less likely to work during leisure travel
- I am more focused on having a work/life balance
- I am more likely to work on-site than remotely
- I am more likely to work from my home rather than temporary accommodations in another area
- I am more likely to include leisure travel activities on my business trips

![Bar chart showing percentages of agreement]

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree
Additional Resources

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

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