COVID-19

TRAVEL SENTIMENT STUDY
WAVE 68

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

Travelers with Travel Plans in the Next Six Months Comparison

Travel Sentiment Study Wave 68
IMPACT ON TRAVEL PLANS

Factors Impacting Decisions to Travel in Next Six Months

- Coronavirus/COVID-19:
  - 27%: No impact at all
  - 21%: Little impact
  - 22%: Some impact
  - 15%: Medium impact
  - 15%: Greatly impact

- Concerns about my personal financial situation:
  - 14%: No impact at all
  - 12%: Little impact
  - 26%: Some impact
  - 22%: Medium impact
  - 26%: Greatly impact

- Transportation costs:
  - 12%: No impact at all
  - 11%: Little impact
  - 27%: Some impact
  - 25%: Medium impact
  - 25%: Greatly impact

Travel Sentiment Study Wave 68
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

Travel Sentiment Study Wave 68
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: 21%
- I am reducing the number of trips I'm taking: 18%
- I am choosing destinations I can drive to as opposed to fly: 18%
- I am choosing rural destinations over city destinations: 10%
- I am choosing not to travel at all: 7%
- I am canceling trips: 4%
Influence of COVID-19 on Travel Plans in the Next Six Months

COVID-19 is Not Influencing my Travel Plans

Travel Sentiment Study Wave 68
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 Gas Prices on Decisions to Travel in Next Six Months

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

17%  12%  30%  20%  21%
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.

Travel Sentiment Study Wave 68
Impact of Gas Prices on Travel Plans

- I'm reducing the number of trips I'm taking: 28%
- I'm choosing destinations closer to home: 28%
- I'm reducing the amount I spend on entertainment and recreation: 24%
- I'm reducing the amount I spend on retail purchases: 23%
- I'm reducing the amount I spend on food and beverage: 18%
- I'm choosing to drive instead of fly: 15%
- I'm reducing the amount I spend on lodging: 15%
- I am choosing not to travel at all: 7%
- I'm canceling trips: 5%
- Gas prices are not impacting my travel plans: 23%
Impact of Gas Prices on Travel Plans

- I’m reducing the number of trips I’m taking: 28% (November 28, 2022)
- I’m choosing destinations closer to home: 28% (October 26, 2022)
- I’m reducing the amount I spend on entertainment and recreation: 22% (September 28, 2022)
- I’m reducing the amount I spend on retail purchases: 23% (November 28, 2022)
- I’m reducing the amount I spend on food and beverage: 22% (October 26, 2022)
- I’m choosing to drive instead of fly: 21% (September 28, 2022)
- I’m reducing the amount I spend on lodging: 22% (November 28, 2022)
- I am choosing not to travel at all: 16% (October 26, 2022)
- I’m canceling trips: 7% (September 28, 2022)
- Gas prices are not impacting my travel plans: 28% (November 28, 2022)

Travel Sentiment Study Wave 68
Compared to last year, how much do you plan to spend on travel this holiday season?

- More spending: 24%
- About the same amount of spending: 48%
- Less spending: 27%
- Do not have holiday travel plans: 13%
Compared to last year, how much do you plan to spend on travel this holiday season?

- More spending: 24% in November 2022 vs. 31% in September 2022
- About the same amount of spending: 48% in November 2022 vs. 51% in September 2022
- Less spending: 27% in November 2022 vs. 19% in September 2022

13% do not have holiday travel plans (+2 points from September 28, 2022 to November 28, 2022).
Additional Resources

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

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