Travel Sentiment Study Wave 69

JANUARY 10, 2023
COVID-19

TRAVEL SENTIMENT STUDY
WAVE 69

Fielded January 4, 2023
U.S. National Sample of 1,000 adults 18+
Travel Sentiment Study Wave 69

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

- **Coronavirus/COVID-19**
  - 27%: Very little
  - 15%: Little
  - 23%: Medium
  - 20%: Significant
  - 15%: Greatly impact

- **Concerns about my personal financial situation**
  - 13%: Very little
  - 13%: Little
  - 24%: Medium
  - 20%: Significant
  - 30%: Greatly impact

- **Transportation costs**
  - 9%: Very little
  - 13%: Little
  - 25%: Medium
  - 27%: Significant
  - 27%: Greatly impact

Survey conducted by Longwoods International and Miles Partnership.
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 choosing destinations I can drive to as opposed to fly: 21%
- I am traveling within the U.S. instead of internationally: 19%
- I am reducing the number of trips I'm taking: 19%
- I am choosing rural destinations over city destinations: 13%
- I am choosing not to travel at all: 5%
- 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
Impact on Travel Plans

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

- 11%: No impact at all
- 12%: Slight impact
- 24%: Minimal impact
- 25%: Moderate impact
- 28%: Greatly 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 Inflation and Airfare Prices on Decisions to Travel in Next Six Months

- **Inflation**: 8% - No impact at all, 10% - Little impact, 24% - Moderate impact, 28% - Significantly impact, 30% - Greatly impact.
- **Airfare prices**: 13% - No impact at all, 9% - Little impact, 23% - Moderate impact, 24% - Significantly impact, 31% - Greatly impact.
**Impact on Travel Plans**

**Impact of Inflation on Travel Plans**

- I’m reducing the amount I spend on retail purchases: 36%
- I’m reducing the amount I spend on entertainment and recreation: 34%
- I’m reducing the amount I spend on food and beverage: 32%
- I’m reducing the number of trips I’m taking: 31%
- I’m choosing destinations closer to home: 30%
- I’m choosing to drive instead of fly: 24%
- I’m reducing the amount I spend on lodging: 24%
- I’m canceling trips: 6%
- I am choosing not to travel at all: 6%
- Inflation is not impacting my travel plans: 17%
On your most recent trip in the last three months, what level of service did you receive from tourism and hospitality businesses?

- The same level of service as before the pandemic: 53%
- A lower level of service than before the pandemic: 27%
- A higher level of service than before the pandemic: 20%

15% Have not taken 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?

- The same level of service as before the pandemic: 53% (January 4, 2022), 56% (August 3, 2022)
- A lower level of service than before the pandemic: 27% (January 4, 2022), 22% (August 3, 2022)
- A higher level of service than before the pandemic: 20% (January 4, 2022), 22% (August 3, 2022)
When traveling in the next three months, what level of service do you expect to receive from tourism and hospitality businesses?

- The same level of service as before the pandemic: 61%
- A higher level of service than before the pandemic: 23%
- A lower level of service than before the pandemic: 16%
When traveling in the next three months, what level of service do you expect to receive from tourism and hospitality businesses?

- The same level of service as before the pandemic: 61% (January 4, 2023), 52% (July 6, 2022)
- A higher level of service than before the pandemic: 23% (January 4, 2023), 28% (July 6, 2022)
- A lower level of service than before the pandemic: 16% (January 4, 2023), 20% (July 6, 2022)
Additional Resources

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

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