Travel Sentiment Study Wave 70

FEBRUARY 9, 2023
COVID-19

TRAVEL SENTIMENT STUDY
WAVE 70

Fielded February 1, 2023
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 70
Factors Impacting Decisions to Travel in Next Six Months

- Coronavirus/COVID-19: 32% no impact, 20% slight impact, 24% moderate impact, 12% significant impact, 12% greatly impact.
- Concerns about my personal financial situation: 16% no impact, 13% slight impact, 27% moderate impact, 21% significant impact, 23% greatly impact.
- Transportation costs: 13% no impact, 12% slight impact, 27% moderate impact, 25% significant impact, 24% greatly impact.

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

Travel Sentiment Study Wave 70
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 traveling within the U.S. instead of internationally: 19%
- I am choosing destinations I can drive to as opposed to fly: 19%
- I am reducing the number of trips I'm taking: 16%
- I am choosing rural destinations over city destinations: 8%
- I am choosing not to travel at all: 4%
- I am canceling trips: 3%
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**
Indicated that **Transportation Costs** Would Greatly Impact their Decision to Travel in the Next Six Months
IMPACT ON TRAVEL PLANS

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

- 15%: No impact at all
- 15%: Somewhat impacted
- 24%: Slightly impacted
- 21%: Moderately impacted
- 25%: Greatly impacted

Travel Sentiment Study Wave 70
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 70
Impact of Inflation on Decisions to Travel in Next Six Months

February 1, 2023
- 10%: 1 - No impact at all
- 12%: 2
- 25%: 3
- 23%: 4
- 29%: 5 - Greatly impact

January 4, 2023
- 8%: 1 - No impact at all
- 10%: 2
- 24%: 3
- 28%: 4
- 30%: 5 - Greatly impact

Travel Sentiment Study Wave 70
Impact of Airfare Prices on Decisions to Travel in Next Six Months

February 1, 2023:
- 18% 1 - No impact at all
- 11% 2
- 24% 3
- 23% 4
- 24% 5 - Greatly impact

January 4, 2023:
- 13% 1 - No impact at all
- 9% 2
- 23% 3
- 24% 4
- 31% 5 - Greatly impact

Travel Sentiment Study Wave 70
Impact of Inflation on Travel Plans

- I'm reducing the amount I spend on retail purchases: 38%
- I'm reducing the amount I spend on entertainment and recreation: 35%
- I'm reducing the number of trips I'm taking: 32%
- I'm choosing destinations closer to home: 31%
- I'm reducing the amount I spend on food and beverage: 30%
- I'm reducing the amount I spend on lodging: 25%
- I'm choosing to drive instead of fly: 24%
- I am choosing not to travel at all: 6%
- I'm canceling trips: 5%
- Inflation is not impacting my travel plans: 21%
Impact on Travel Plans

Which of the following describes your remote work plans within the next 12-24 months?

- I plan to work remotely, away from home, in another US location for 1-4 weeks: 10%
- I am planning to move long-term or permanently to a new home location and work remotely from there: 7%
- I plan to work remotely, away from home, in various locations over the next 12 to 24 months: 7%
- I plan to work remotely, away from home, in an international location for at least 1-2 weeks: 6%
- I plan to work remotely, away from home, in another US location for 4 or more weeks: 5%

57% I don’t plan to work remotely, away from home, in the next 12-24 months
18% Don’t know/Undecided
IMPACT ON TRAVEL PLANS

Which of the following describes your remote work plans within the next 12-24 months?

- I plan to work remotely, away from home, in another US location for 1-4 weeks: 10% (8%) in February 2023, 7% (6%) in July 2022.
- I am planning to move long-term or permanently to a new home location and work remotely from there: 7% (6%) in February 2023, 6% (7%) in July 2022.
- I plan to work remotely, away from home, in various locations over the next 12 to 24 months: 7% (7%) in February 2023, 7% (7%) in July 2022.
- I plan to work remotely, away from home, in an international location for at least 1-2 weeks: 4% (6%) in February 2023, 6% (7%) in July 2022.
- I plan to work remotely, away from home, in another US location for 4 or more weeks: 5% (7%) in February 2023, 7% (7%) in July 2022.

- I don't plan to work remotely, away from home, in the next 12-24 months: 57% (54%) in February 2023, 57% (55%) in July 2022.

- Don't know/Undecided: 18% (18%) in February 2023, 18% (18%) in July 2022.

Comparison from July 6, 2022:
- I don't plan to work remotely, away from home, in the next 12-24 months: -3 points.
- Don't know/Undecided: +2 points.

Travel Sentiment Study Wave 70
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**
  - Strongly disagree: 7%
  - Disagree: 6%
  - Neutral: 33%
  - Agree: 26%
  - Strongly Agree: 28%

- **I am more focused on having a work/life balance**
  - Strongly disagree: 6%
  - Disagree: 4%
  - Neutral: 30%
  - Agree: 34%
  - Strongly Agree: 25%

- **I am more likely to work on-site than remotely**
  - Strongly disagree: 18%
  - Disagree: 9%
  - Neutral: 34%
  - Agree: 20%
  - Strongly Agree: 20%

- **I am more likely to work from my home rather than temporary accommodations in another area**
  - Strongly disagree: 19%
  - Disagree: 12%
  - Neutral: 34%
  - Agree: 19%
  - Strongly Agree: 17%

- **I am more likely to include leisure travel activities on my business trips**
  - Strongly disagree: 15%
  - Disagree: 9%
  - Neutral: 43%
  - Agree: 22%
  - Strongly Agree: 10%
Please indicate your level of agreement with the following statements regarding your work activities compared to 2020/2021: Indicated **Strongly Agree**

- I am less likely to work during leisure travel: 28% February 1, 2023, 33% September 8, 2022
- I am more focused on having a work/life balance: 25% February 1, 2023, 29% September 8, 2022
- I am more likely to work on-site than remotely: 20% February 1, 2023, 21% September 8, 2022
- I am more likely to work from my home rather than temporary accommodations in another area: 17% February 1, 2023, 17% September 8, 2022
- I am more likely to include leisure travel activities on my business trips: 10% February 1, 2023, 15% September 8, 2022
Additional Resources

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

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