Travel Sentiment Study Wave 71

MARCH 8, 2023
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison
When Is Your Next Trip?

- I currently do not have any trips planned: 8%
- Within the next month: 21%
- In 1-2 months: 26%
- In 3-5 months: 30%
- In 6 or more months: 15%
Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**
  - 1 - No impact at all: 36%
  - 2: 20%
  - 3: 19%
  - 4: 12%
  - 5 - Greatly impact: 13%

- **Concerns about my personal financial situation**
  - 1 - No impact at all: 16%
  - 2: 12%
  - 3: 23%
  - 4: 24%
  - 5 - Greatly impact: 25%

- **Transportation costs**
  - 1 - No impact at all: 13%
  - 2: 11%
  - 3: 25%
  - 4: 25%
  - 5 - Greatly impact: 27%
Indicated that **Coronavirus** Would Greatly Impact their Decision to Travel in the Next Six Months
Impact on Travel Plans

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: 19%
- I am choosing destinations I can drive to as opposed to fly: 15%
- I am reducing the number of trips I'm taking: 14%
- I am choosing rural destinations over city destinations: 8%
- I am choosing not to travel at all: 5%
- I am canceling trips: 4%
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
Impact of Gas Prices on Decisions to Travel in Next Six Months

- 15%: 1 - No impact at all
- 12%: 2
- 23%: 3
- 27%: 4
- 24%: 5 - 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 on Decisions to Travel in Next Six Months

- **March 1, 2023**: 10% No impact at all, 12% little impact, 19% slight impact, 28% moderate impact, 32% greatly impact.
- **February 1, 2023**: 10% No impact at all, 12% little impact, 25% slight impact, 23% moderate impact, 29% greatly impact.
- **January 4, 2023**: 8% No impact at all, 10% little impact, 24% slight impact, 28% moderate impact, 30% greatly impact.

1 - No impact at all, 2, 3, 4, 5 - Greatly impact
Impact of Airfare Prices on Decisions to Travel in Next Six Months

- March 1, 2023:
  - No impact at all: 16%
  - Slightly impact: 10%
  - Undecided: 18%
  - Slightly impact: 27%
  - Greatly impact: 30%

- February 1, 2023:
  - No impact at all: 18%
  - Slightly impact: 11%
  - Undecided: 24%
  - Slightly impact: 23%
  - Greatly impact: 24%

- January 4, 2023:
  - No impact at all: 13%
  - Slightly impact: 9%
  - Undecided: 23%
  - Slightly impact: 24%
  - Greatly impact: 31%
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Next Trip Travelers Will Take in 2023

- Travel by plane to see friends and relatives within the U.S.: 16%
- Travel by car to see friends and relatives within 200 miles in the U.S.: 15%
- Travel by car to see friends and relatives more than 200 miles in the U.S.: 14%
- Travel by plane for a vacation/getaway (not to see friends or relatives) in the U.S.: 13%
- Travel by car for a vacation/getaway within 200 miles (not to see friends or relatives) in the U.S.: 12%
- Travel by car for a vacation/getaway more than 200 miles (not to see friends or relatives) in the U.S.: 12%
- Trip to another international destination: 8%
- I don't currently have any travel plans: 5%
- International trip to Canada or Mexico: 3%
- I will vacation at home first (i.e., staycation): 1%
IMPACT ON TRAVEL PLANS

Next/First Trip Travelers Will Take in 2023 vs. 2022

- Travel by plane to see friends and relatives within the U.S.: 16% (March 1, 2023) vs. 15% (January 5, 2022)
- Travel by car to see friends and relatives within 200 miles in the U.S.: 15% (March 1, 2023) vs. 14% (January 5, 2022)
- Travel by car to see friends and relatives more than 200 miles in the U.S.: 14% (March 1, 2023) vs. 16% (January 5, 2022)
- Travel by plane for a vacation/getaway (not to see friends or relatives) in the U.S.: 13% (March 1, 2023) vs. 16% (January 5, 2022)
- Travel by car for a vacation/getaway within 200 miles (not to see friends or relatives) in the U.S.: 13% (March 1, 2023) vs. 12% (January 5, 2022)
- Travel by car for a vacation/getaway more than 200 miles (not to see friends or relatives) in the U.S.: 12% (March 1, 2023) vs. 12% (January 5, 2022)
- Trip to another international destination: 8% (March 1, 2023) vs. 8% (January 5, 2022)
- I don't currently have any travel plans: 5% (March 1, 2023) vs. 8% (January 5, 2022)
- International trip to Canada or Mexico: 3% (March 1, 2023) vs. 8% (January 5, 2022)
- I will vacation at home first (i.e., staycation): 4% (March 1, 2023) vs. 2% (January 5, 2022)
Activities Travelers Plan to Do on Next Leisure Trip

- Visit friends and family: 47%
- Go shopping: 41%
- Explore a city: 38%
- Go to a beach/waterfront: 38%
- Take a road trip: 36%
- Visit a national park, state park, or monument: 29%
- Visit a museum, art gallery, or other arts/cultural institution: 22%
- Explore a rural area: 19%
- Go on a hike or bicycle ride: 19%
- Go to a winery, brewery, or distillery: 18%
- Visit an amusement park or theme park: 17%
- Attend a festival or other non-sports special event: 15%
- Attend an amateur or professional sporting event: 10%

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Additional Resources

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

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