



Travel Sentiment Study Wave 33

MARCH 23, 2021

 Longwoods
INTERNATIONAL

|  miles
PARTNERSHIP

COVID-19

TRAVEL SENTIMENT STUDY WAVE 33

Fielded March 17, 2021

U.S. National Sample of 1,000 adults 18+

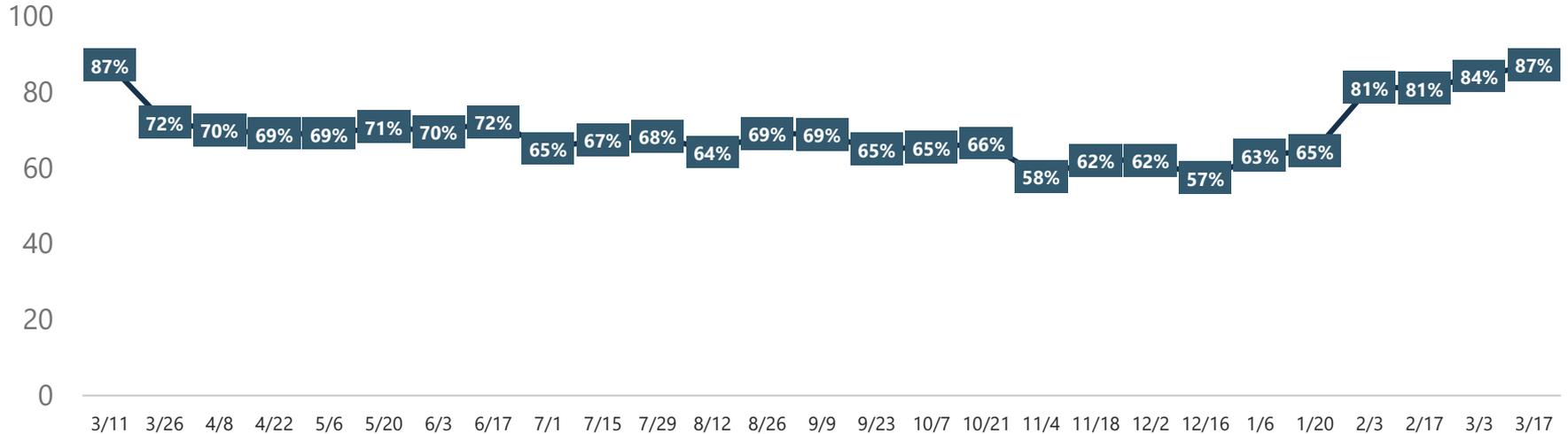
Longwoods
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IMPACT ON TRAVEL PLANS

Base: Travelers

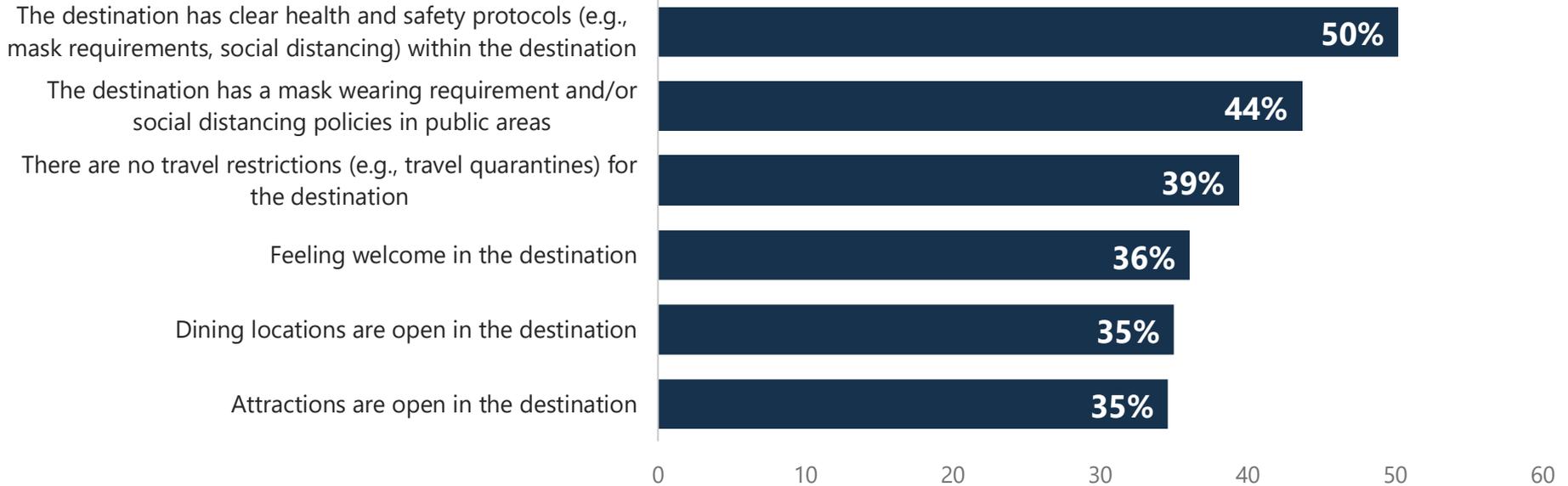
Travelers with Travel Plans in the Next Six Months Comparison



IMPACT ON TRAVEL PLANS

Base: Travelers (n=749)

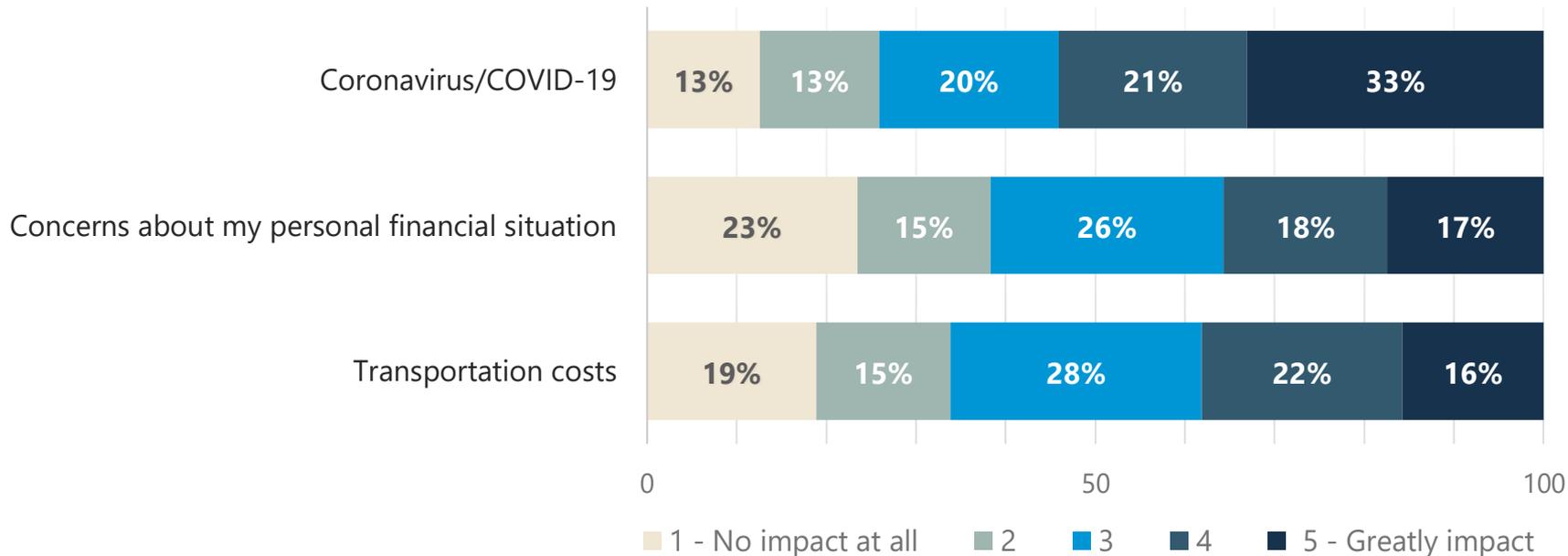
Which of the following factors are important when deciding which destination(s) to visit in the next six months?



IMPACT ON TRAVEL PLANS

Base: Travelers planning to travel in the next six months (n=653)

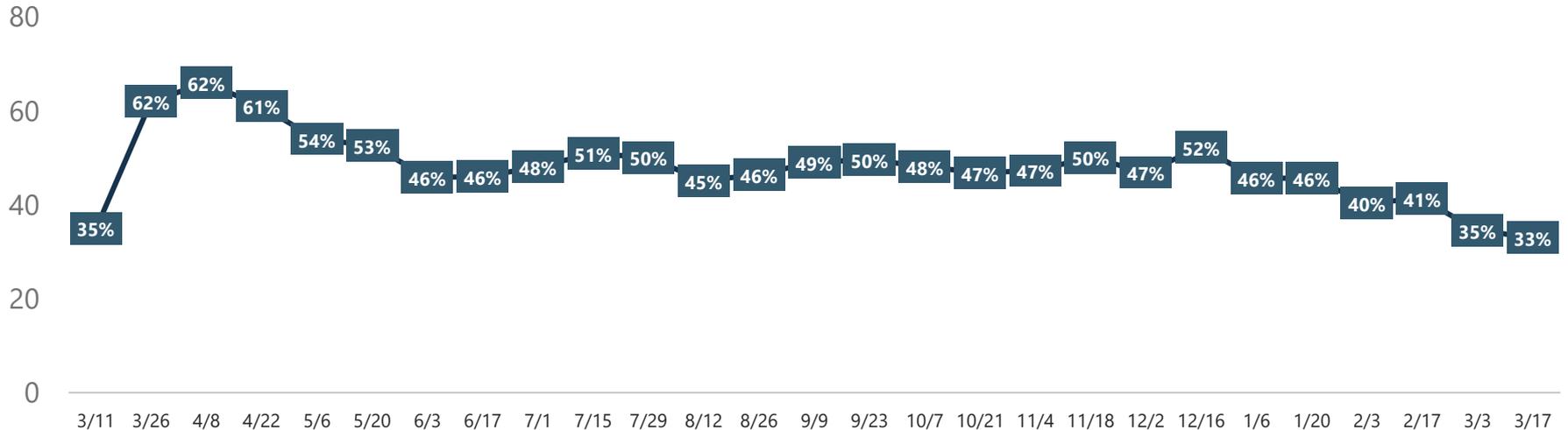
Factors Impacting Decisions to Travel in Next Six Months



IMPACT ON TRAVEL PLANS

Base: Travelers planning to travel in the next six months

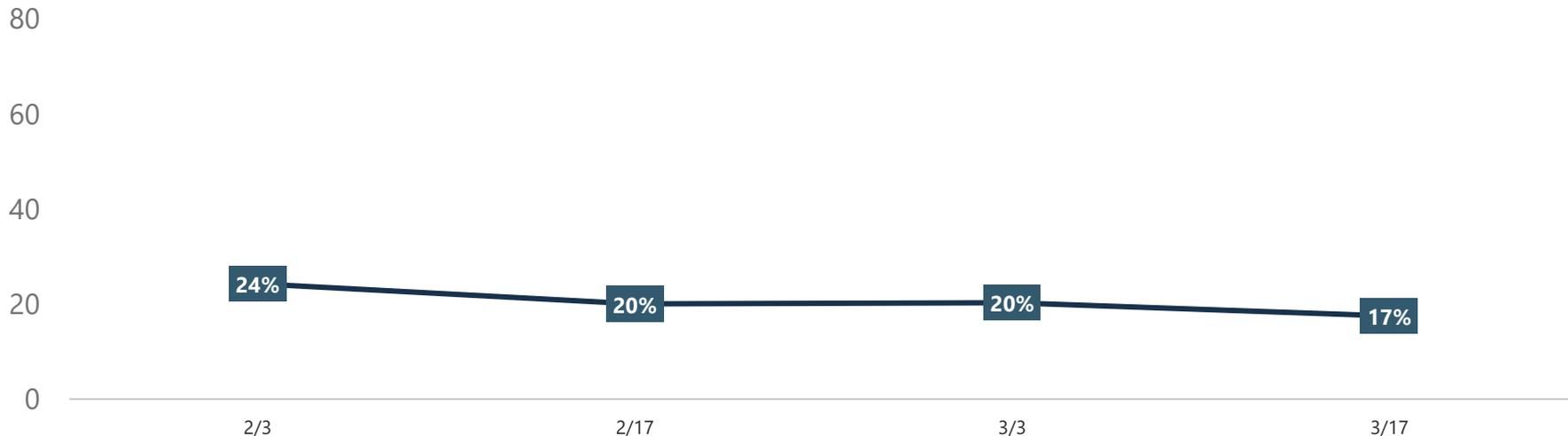
Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months



IMPACT ON TRAVEL PLANS

Base: Travelers planning to travel in the next six months

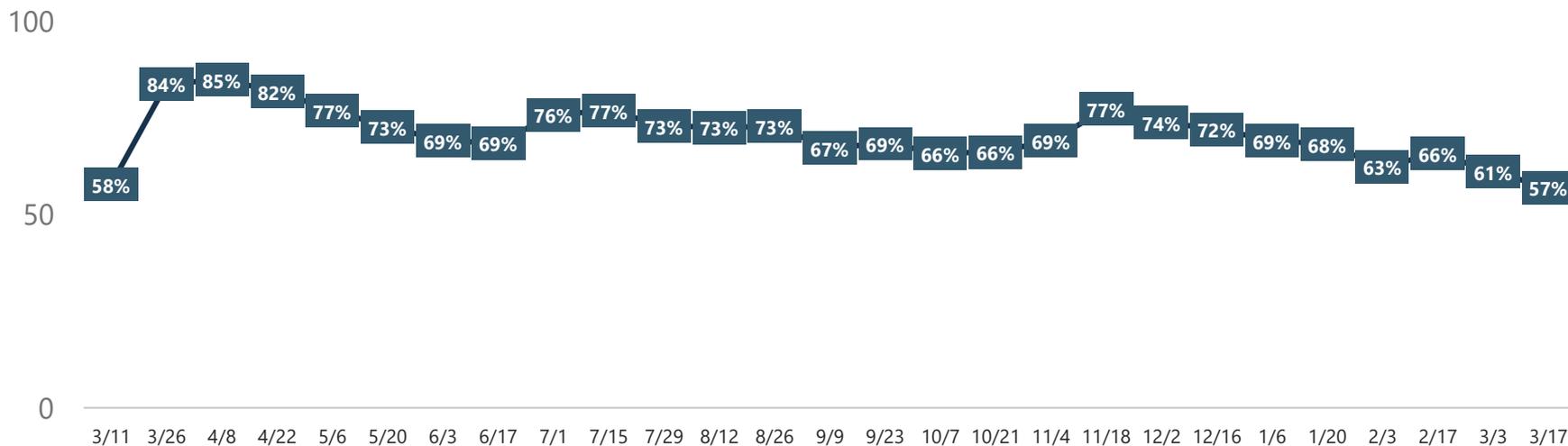
Indicated that Concerns About Personal Financial Situation Would Greatly Impact their Decision to Travel in the Next Six Months



IMPACT ON TRAVEL PLANS

Base: Travelers planning to travel in the next six months

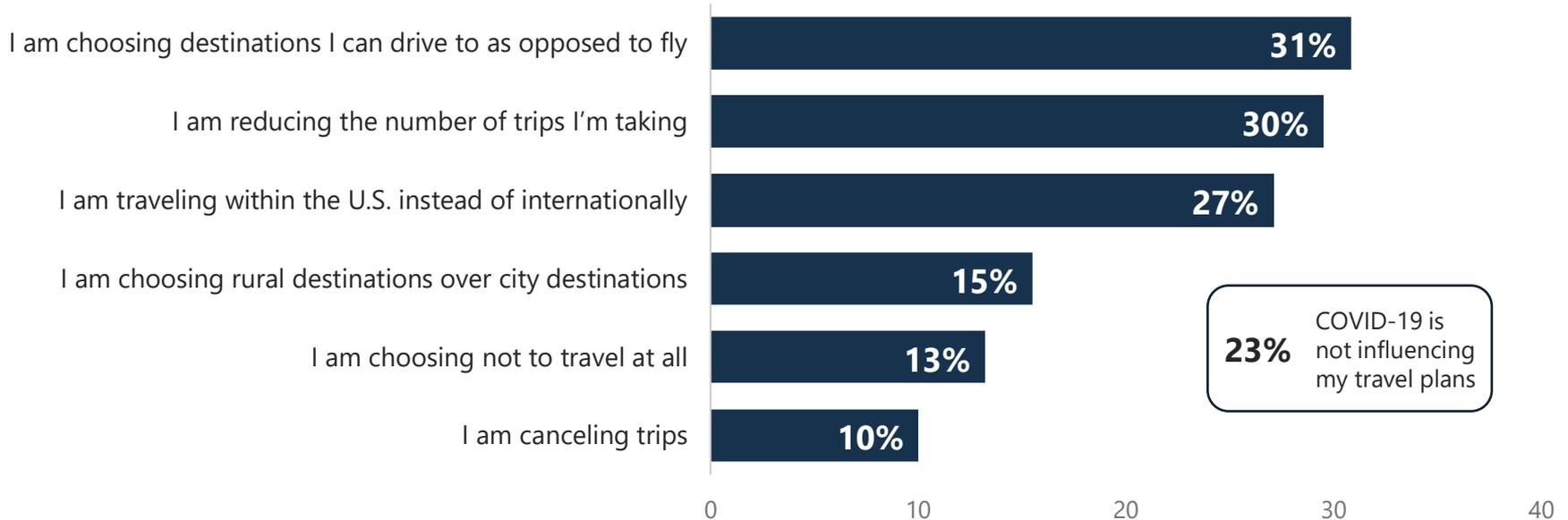
Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison



IMPACT ON TRAVEL PLANS

Base: Travelers (n=749)

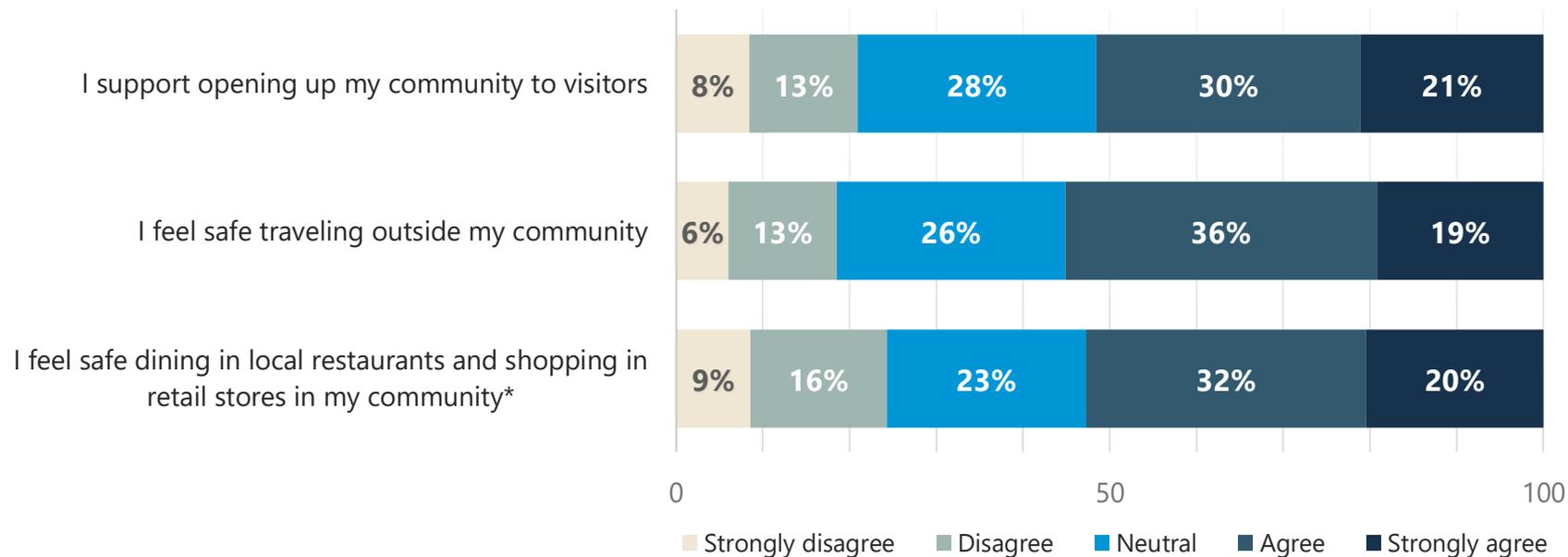
Influence of COVID-19 on Travel Plans in the Next Six Months



TRAVEL PERCEPTIONS

Base: Travelers (n=749)

Perceptions of Safety and Travel

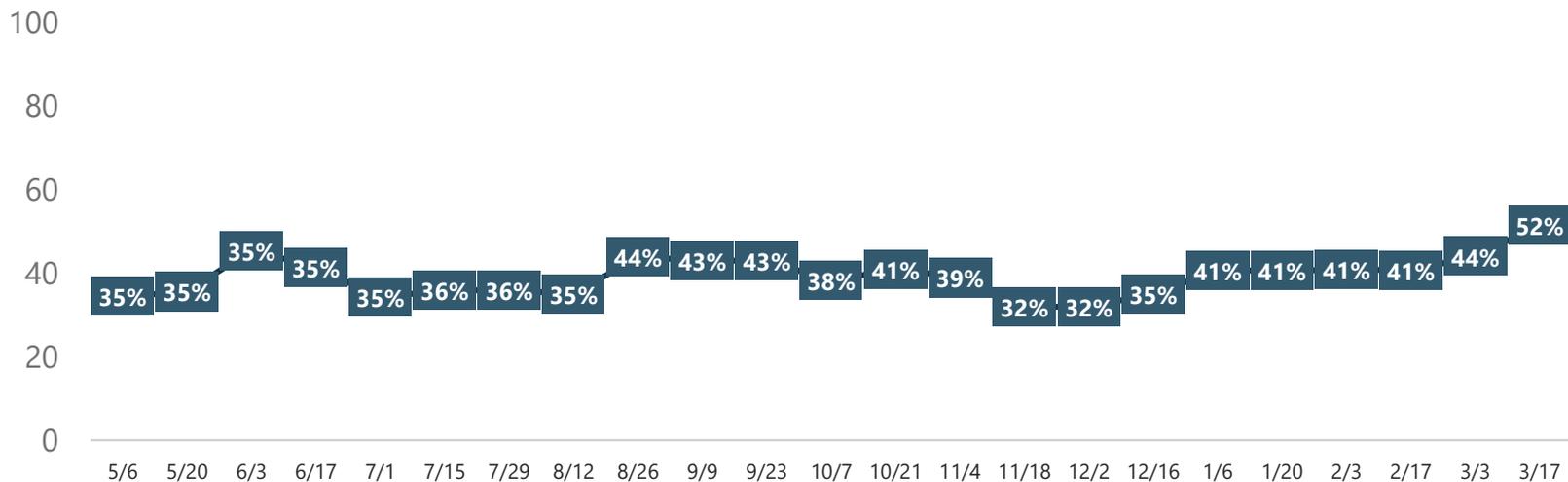


*Note: On 2/3, the word, would, was removed from the statement, "I would feel safe dining in local restaurants and shopping in retail stores within my community"

TRAVEL PERCEPTIONS

Base: Travelers

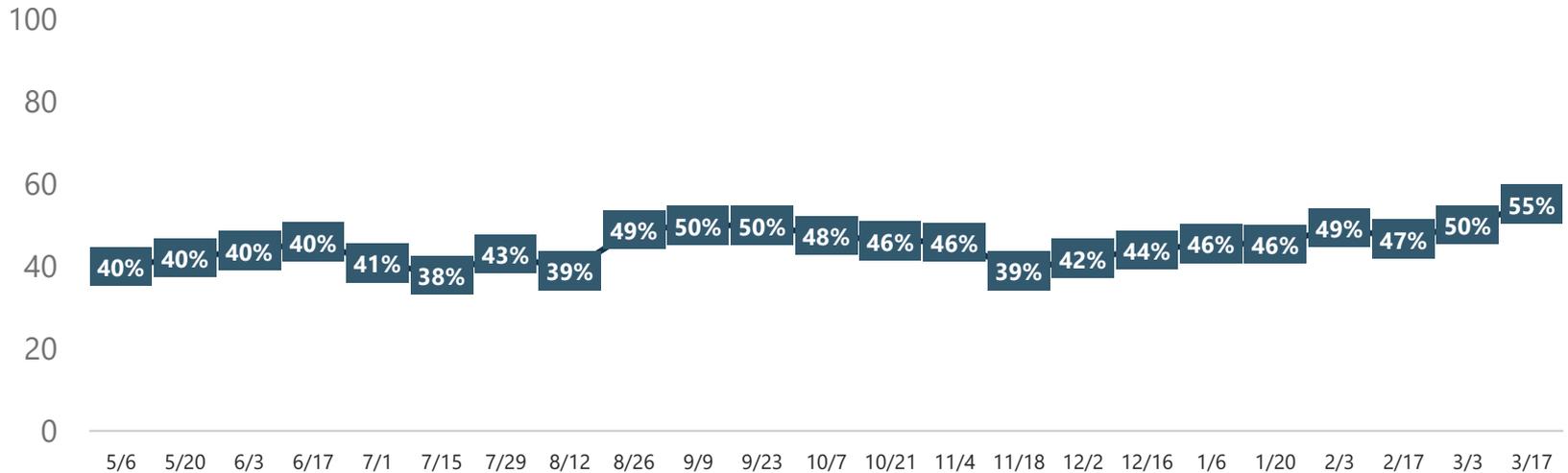
I Support Opening Up My Community to Visitors Comparison of Travelers Who Strongly Agree or Agree



TRAVEL PERCEPTIONS

Base: Travelers

I Feel Safe Traveling Outside My Community Comparison of Travelers Who Strongly Agree or Agree

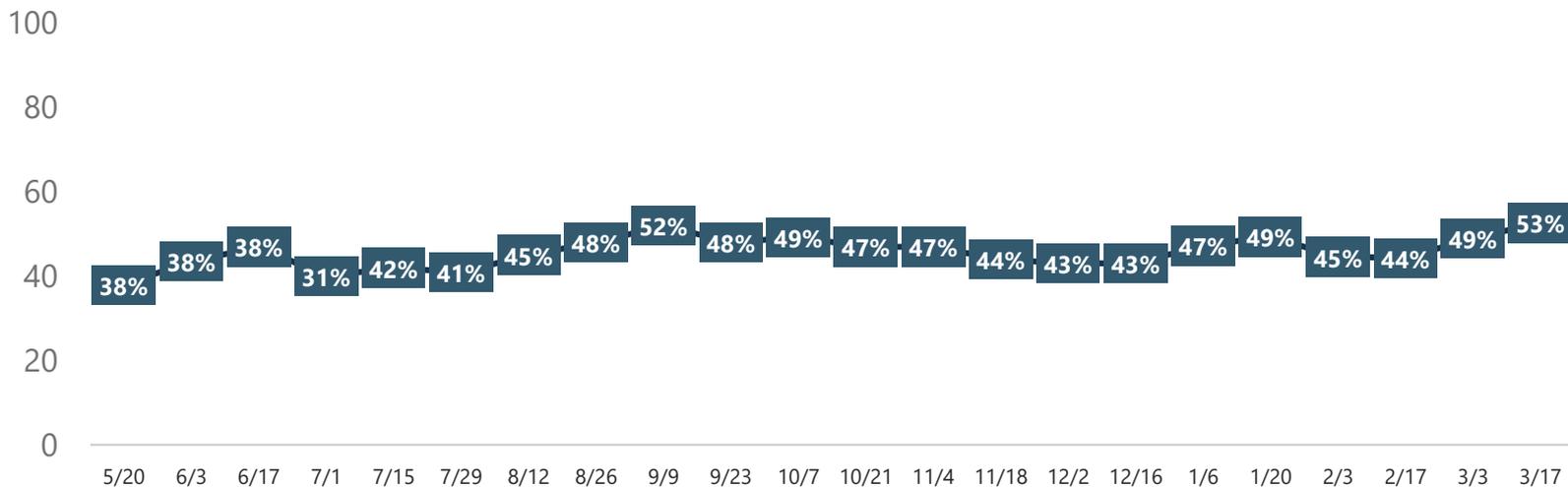


TRAVEL PERCEPTIONS

Base: Travelers

I Feel Safe Dining in Local Restaurants and Shopping in Retail Stores Within My Community*

Comparison of Travelers Who Strongly Agree or Agree

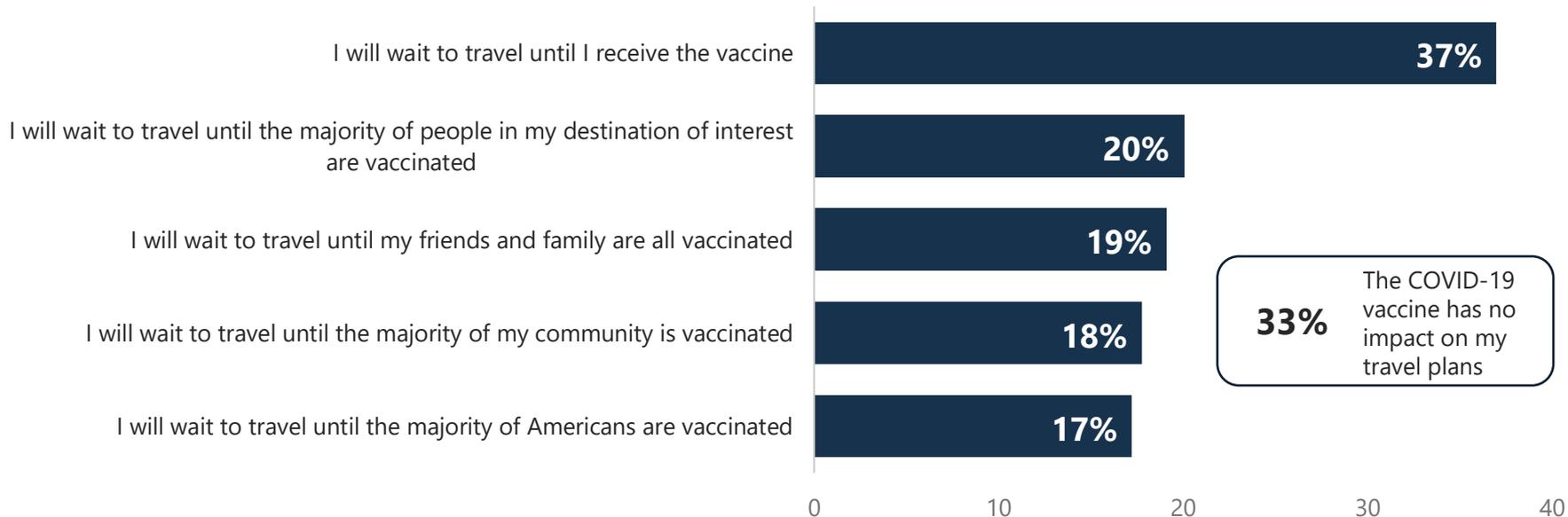


*Note: On 2/3, the word, would, was removed from the statement, "I would feel safe dining in local restaurants and shopping in retail stores within my community"

IMPACT ON TRAVEL PLANS

Base: Travelers (n=749)

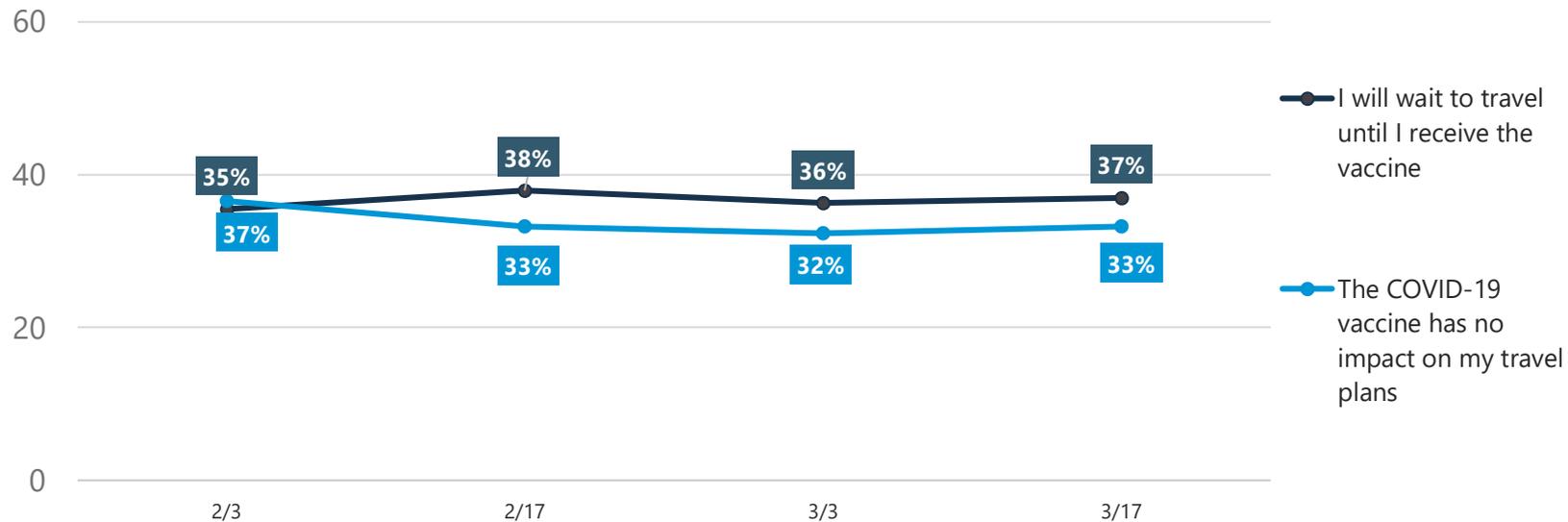
Impact of COVID-19 Vaccine on Travel Plans



TRAVEL PERCEPTIONS

Base: Travelers

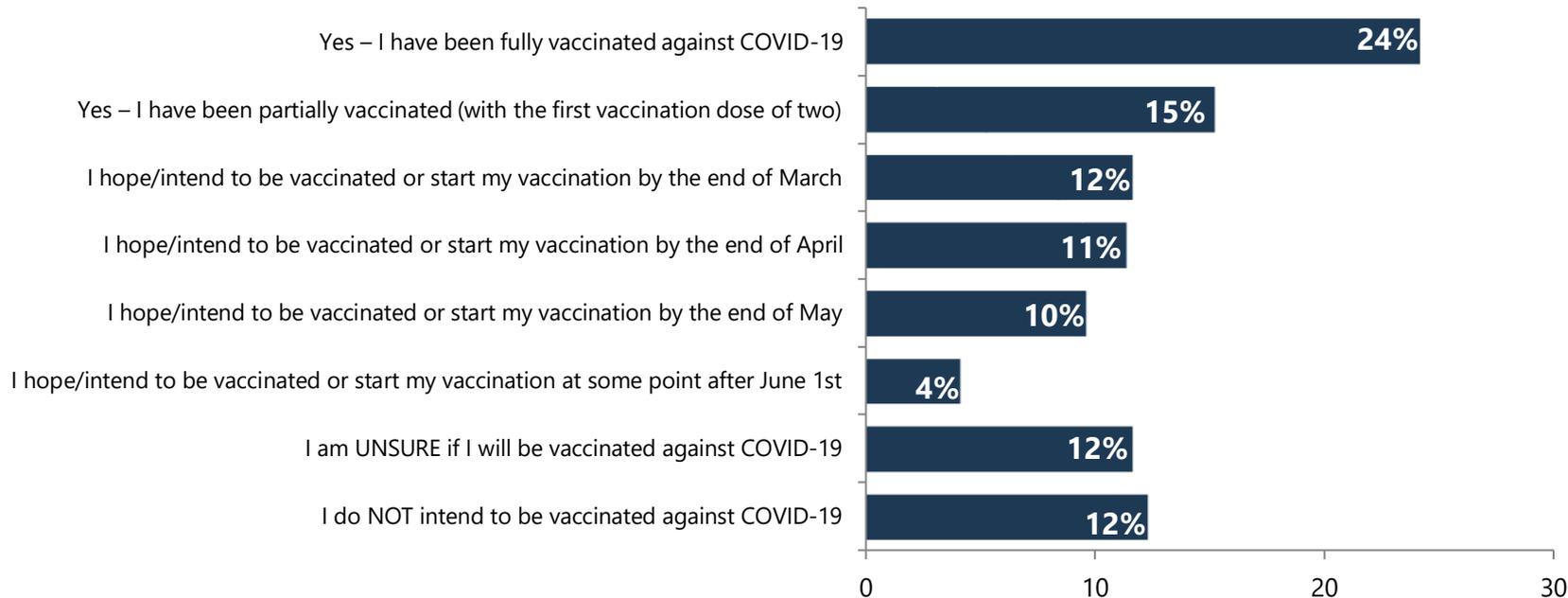
Impact of COVID-19 Vaccine on Travel Plans



IMPACT ON TRAVEL PLANS

Base: Travelers (n=749)

Have you, or do you intend to be vaccinated against COVID-19?



Additional Resources

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

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

Thank You

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