



Travel Sentiment Study Wave 28

JANUARY 12, 2020

 Longwoods
INTERNATIONAL

|  miles
PARTNERSHIP

COVID-19

TRAVEL SENTIMENT STUDY WAVE 28

Fielded January 6, 2021

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

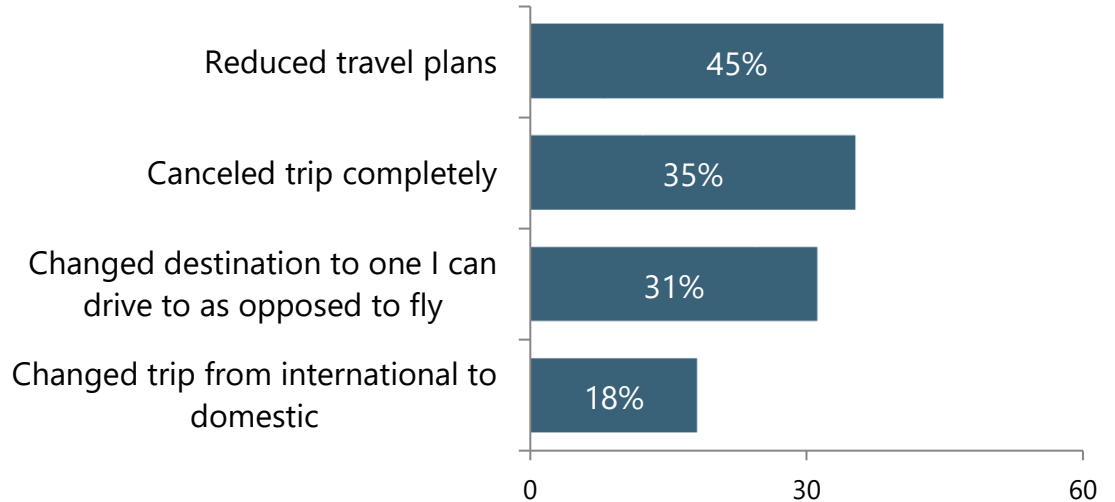
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IMPACT ON TRAVEL PLANS



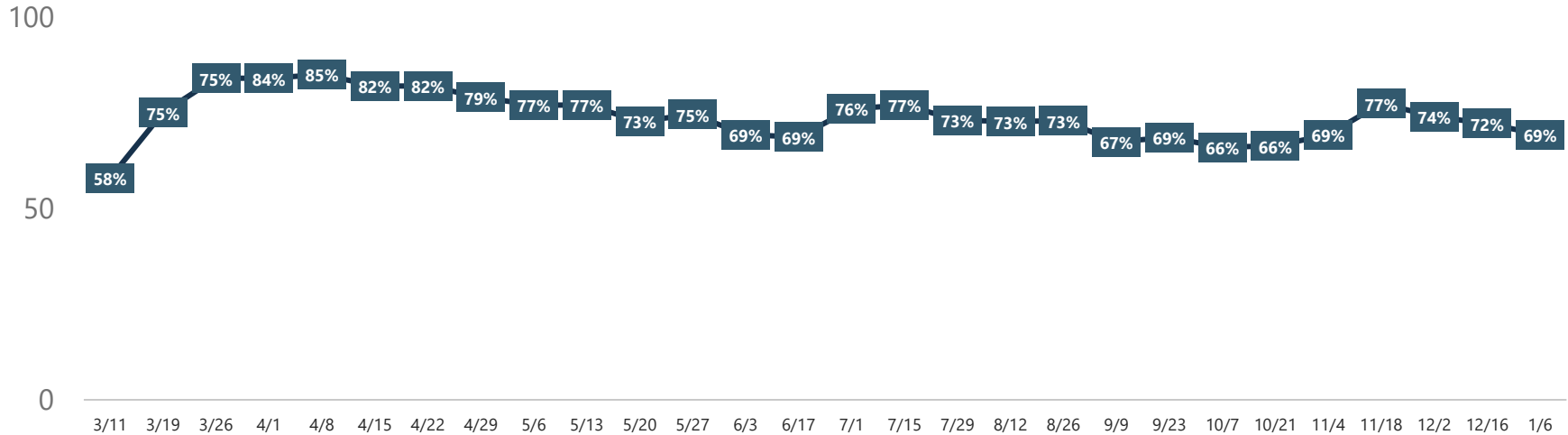
of travelers planning to travel in the next six months will change their travel plans due to coronavirus



Base: Coronavirus Changed Travel Plans

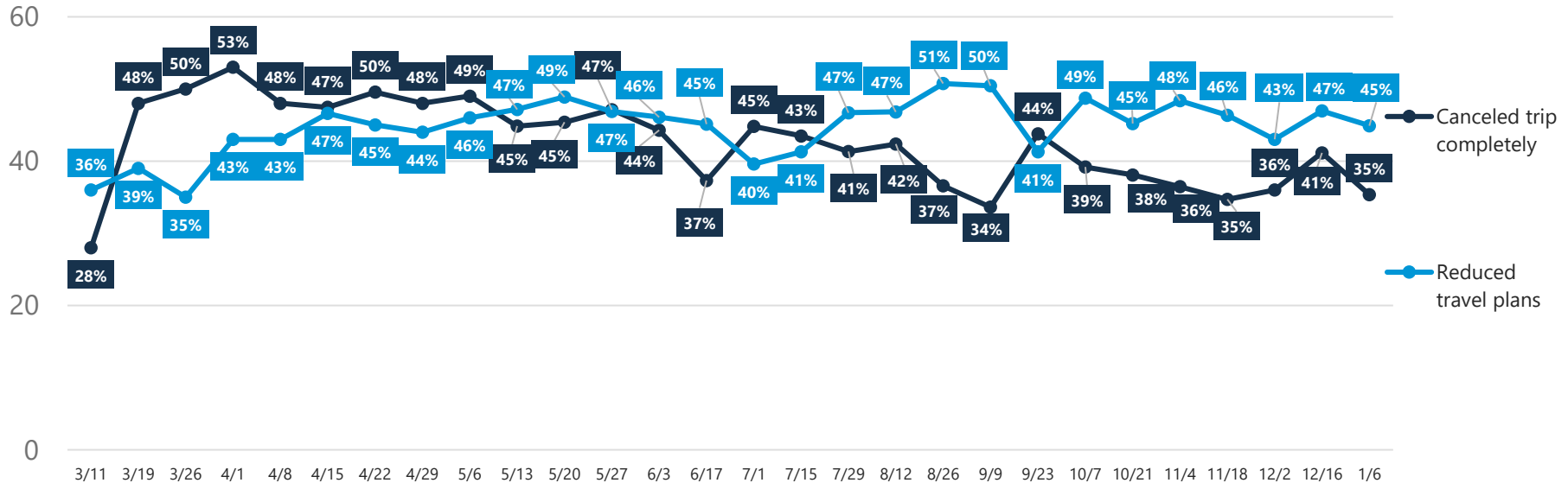
IMPACT ON TRAVEL PLANS

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



IMPACT ON TRAVEL PLANS

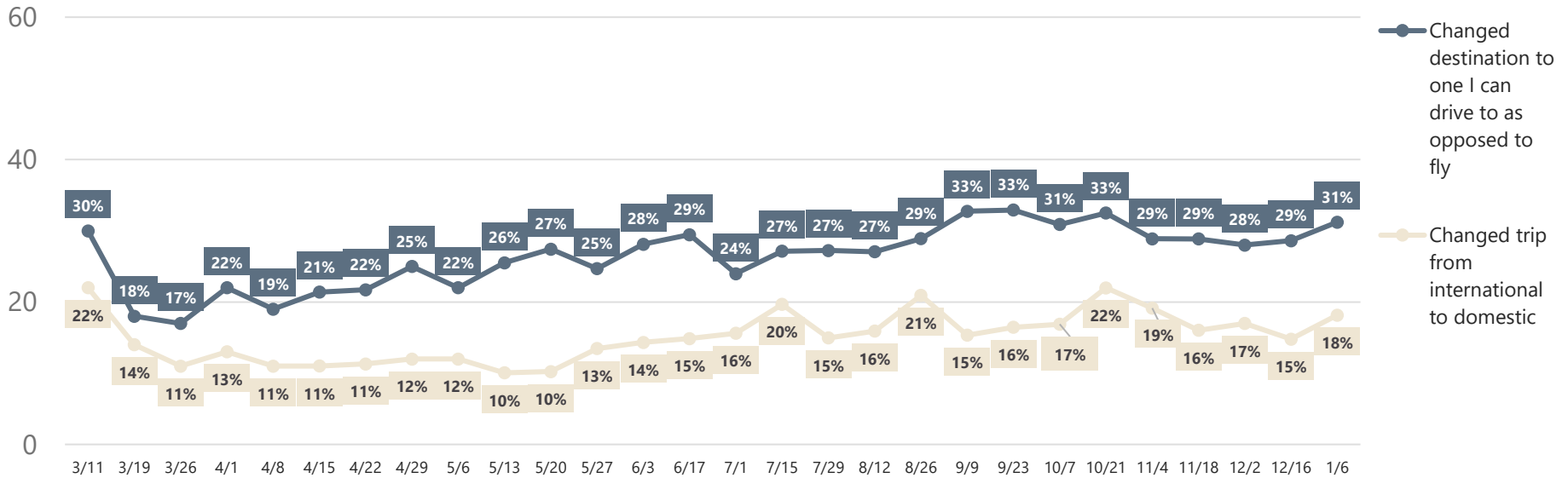
Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

IMPACT ON TRAVEL PLANS

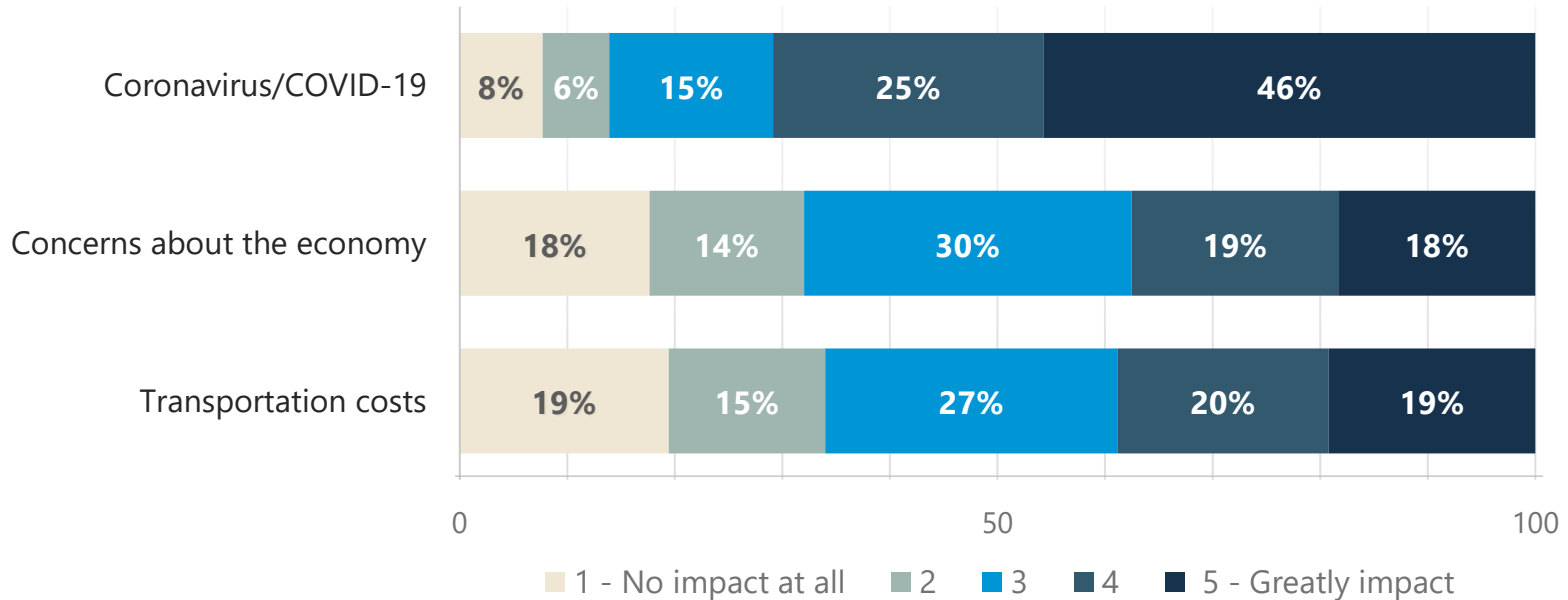
Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

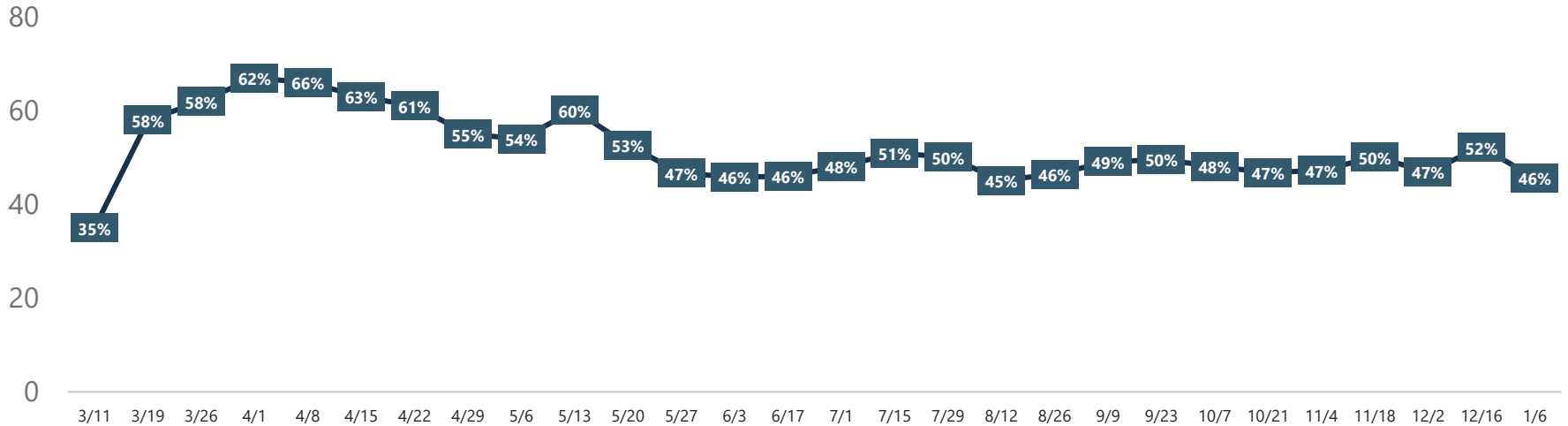
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Factors Impacting Decisions to Travel in Next 6 Months



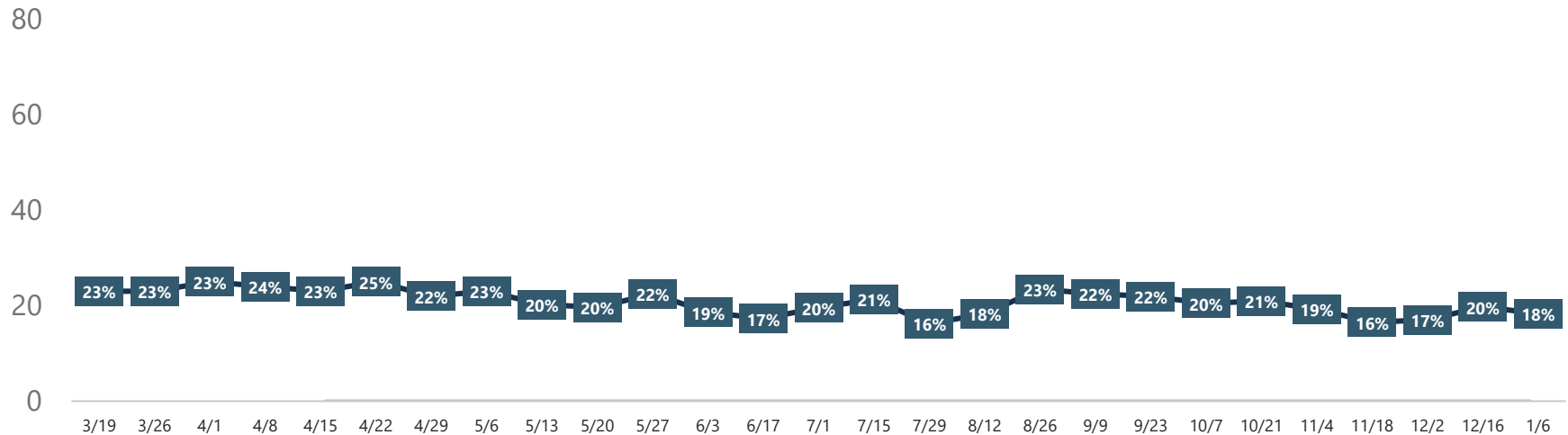
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Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months



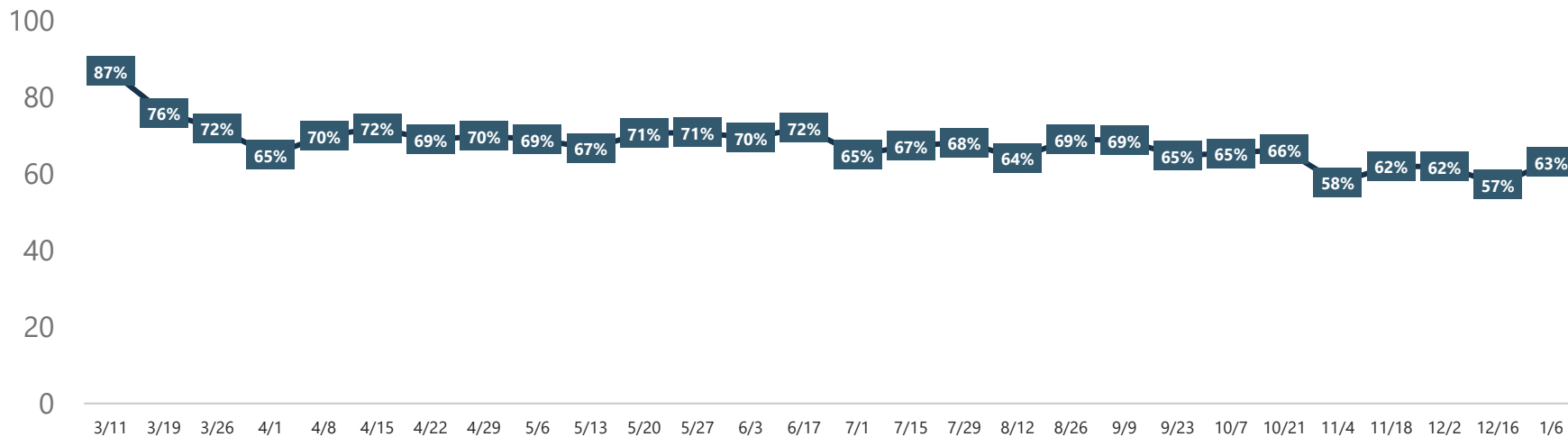
IMPACT ON TRAVEL PLANS

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



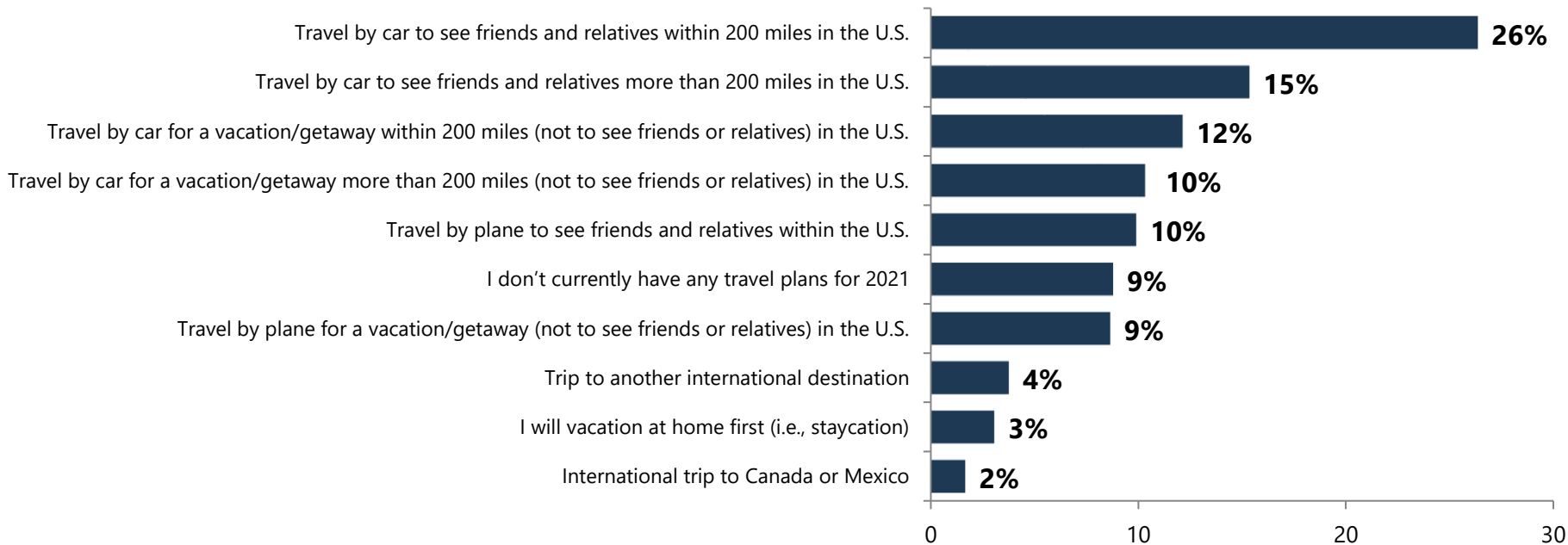
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Travelers with Travel Plans in the Next Six Months Comparison



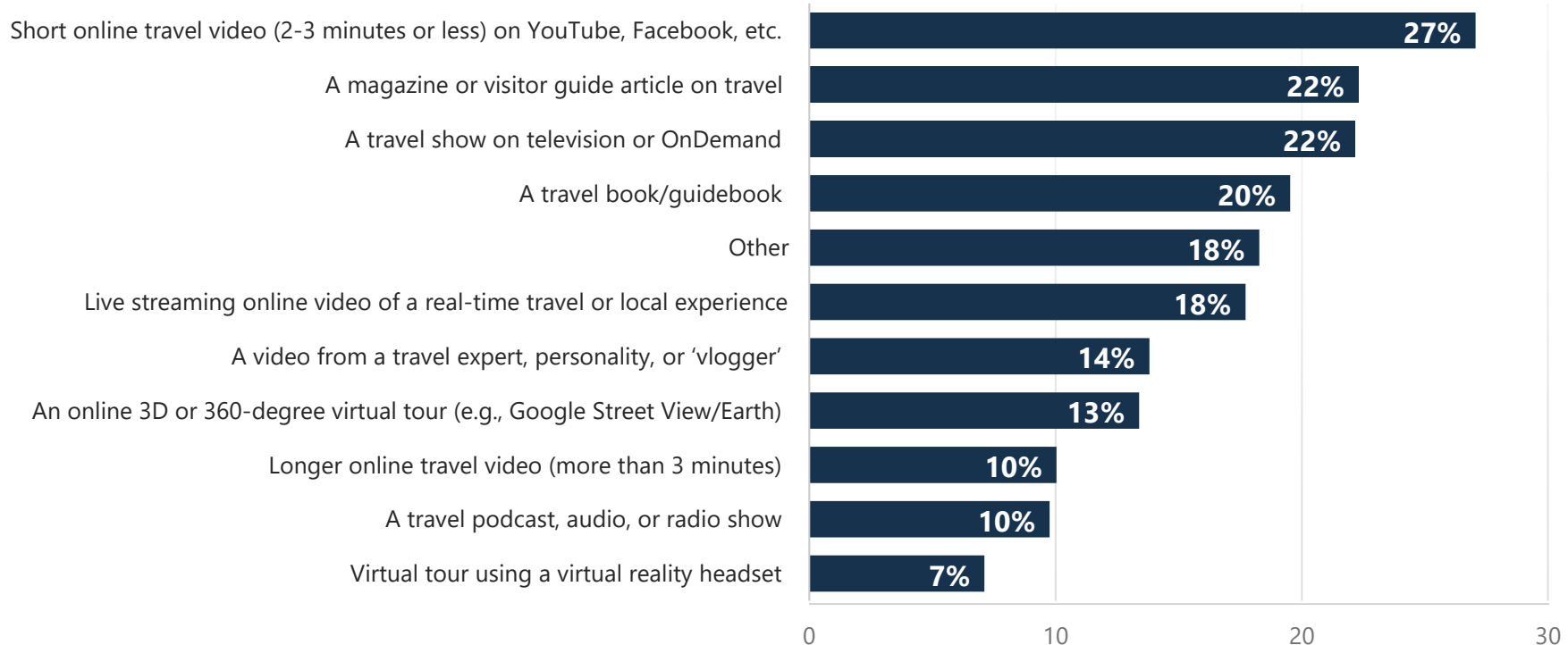
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First Trip Travelers Will Take in 2021

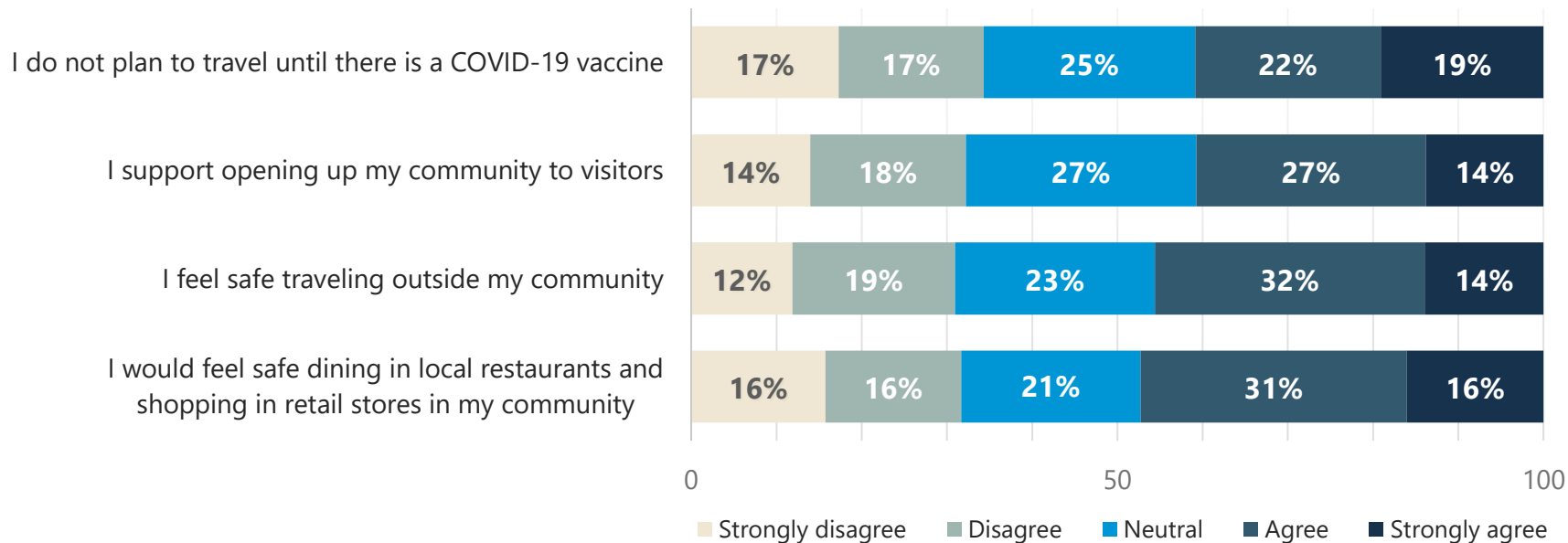


IMPACT ON TRAVEL PLANS

Travel Content Viewed or Interacted with in Last Two Months

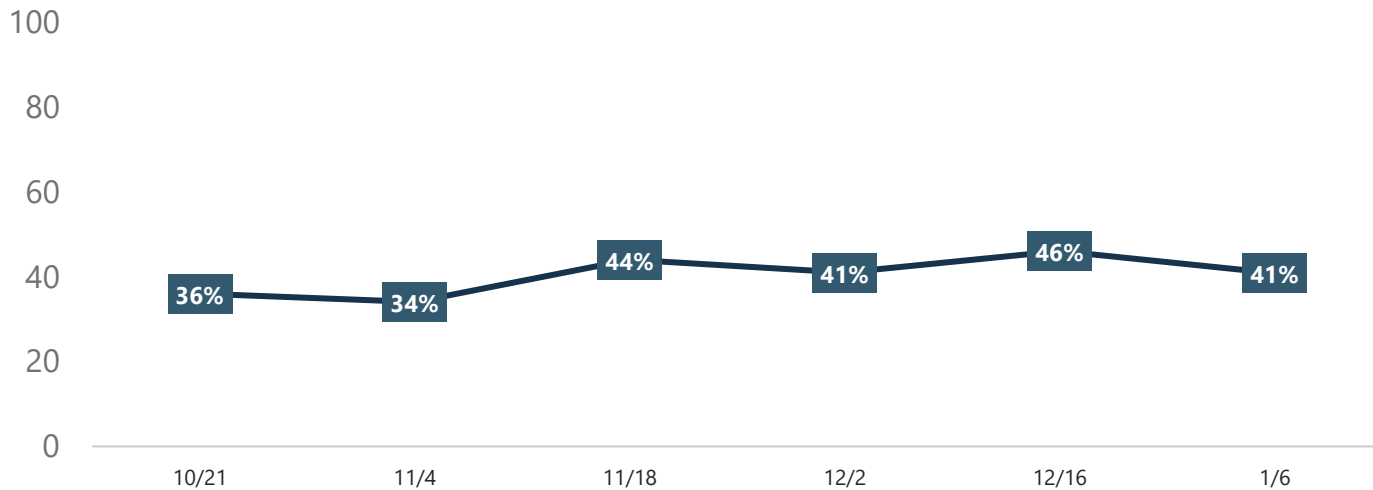


Perceptions of Safety and Travel



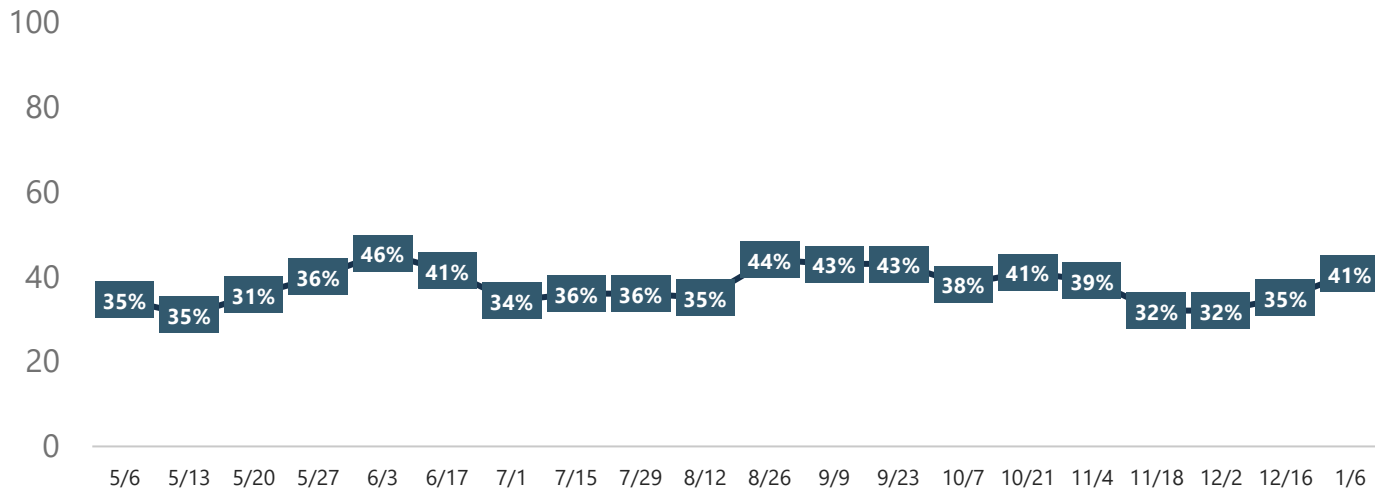
TRAVEL PERCEPTIONS

I Do Not Plan to Travel Until There is a COVID-19 Vaccine Comparison of Travelers Who Strongly Agree or Agree



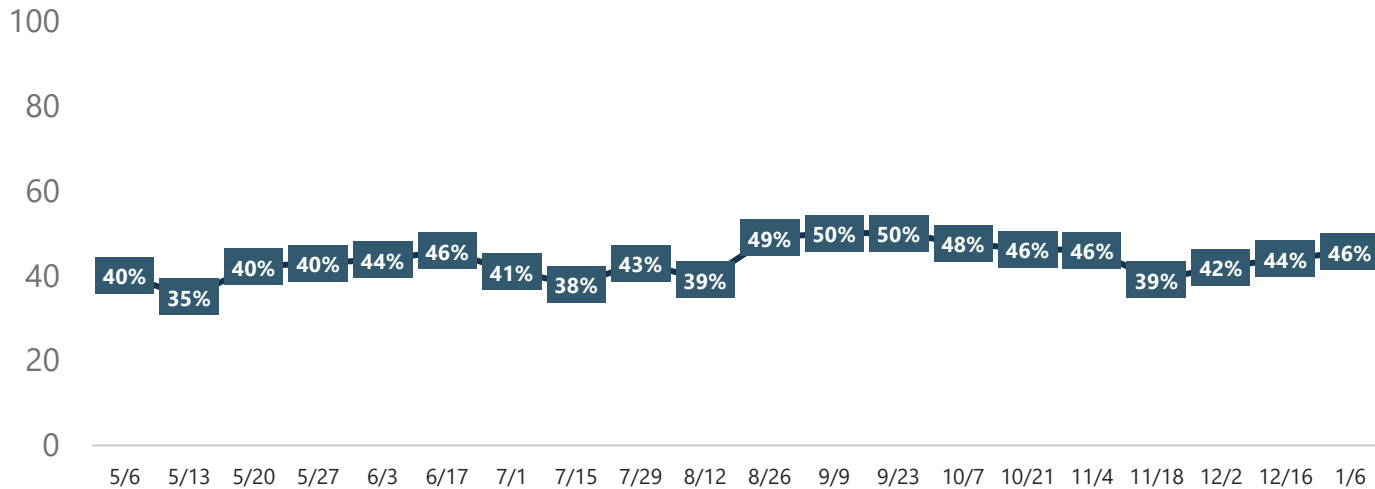
TRAVEL PERCEPTIONS

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



TRAVEL PERCEPTIONS

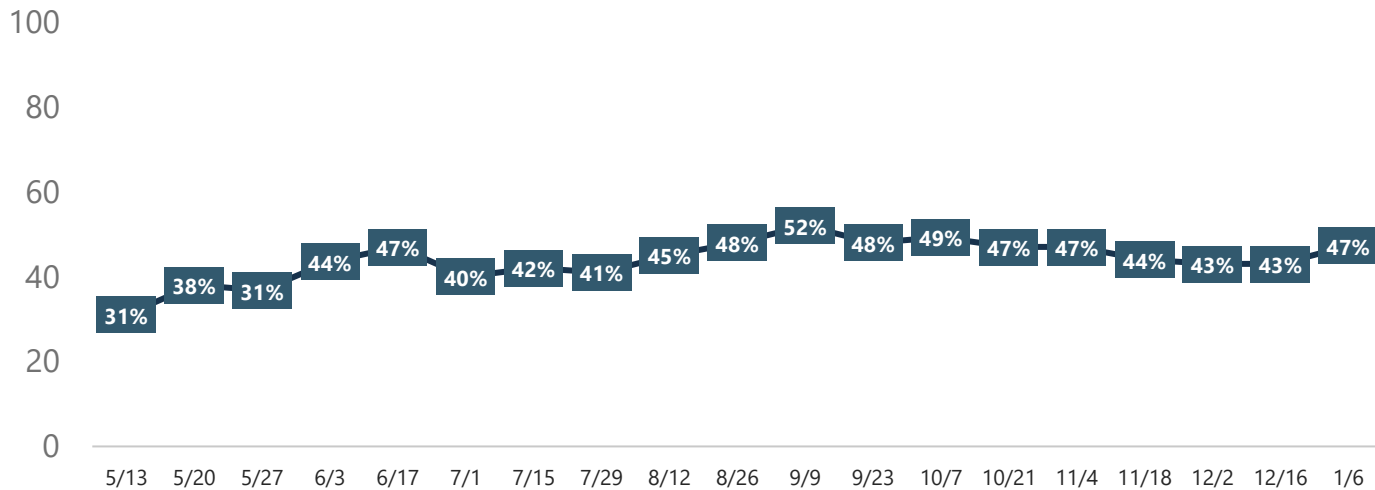
I Feel Safe Traveling Outside My Community Comparison of Travelers Who Strongly Agree or Agree



TRAVEL PERCEPTIONS

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

Comparison of Travelers Who Strongly Agree or Agree



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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