



Travel Sentiment Study Wave 31

FEBRUARY 23, 2021

 Longwoods
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COVID-19

TRAVEL SENTIMENT STUDY WAVE 31

Fielded February 17, 2021

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

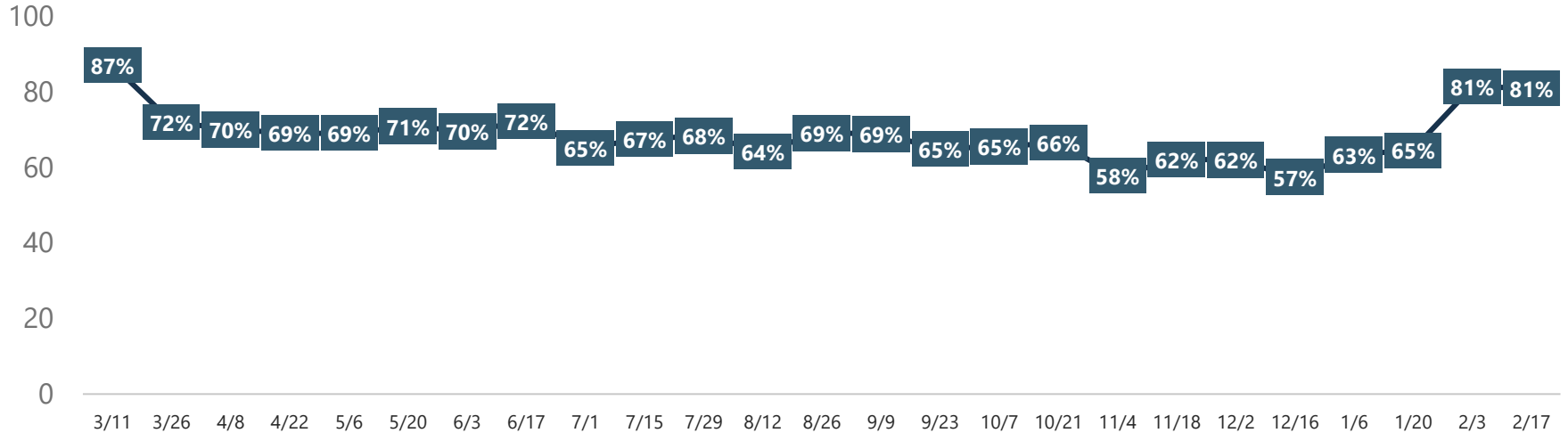
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IMPACT ON TRAVEL PLANS

Base: Travelers

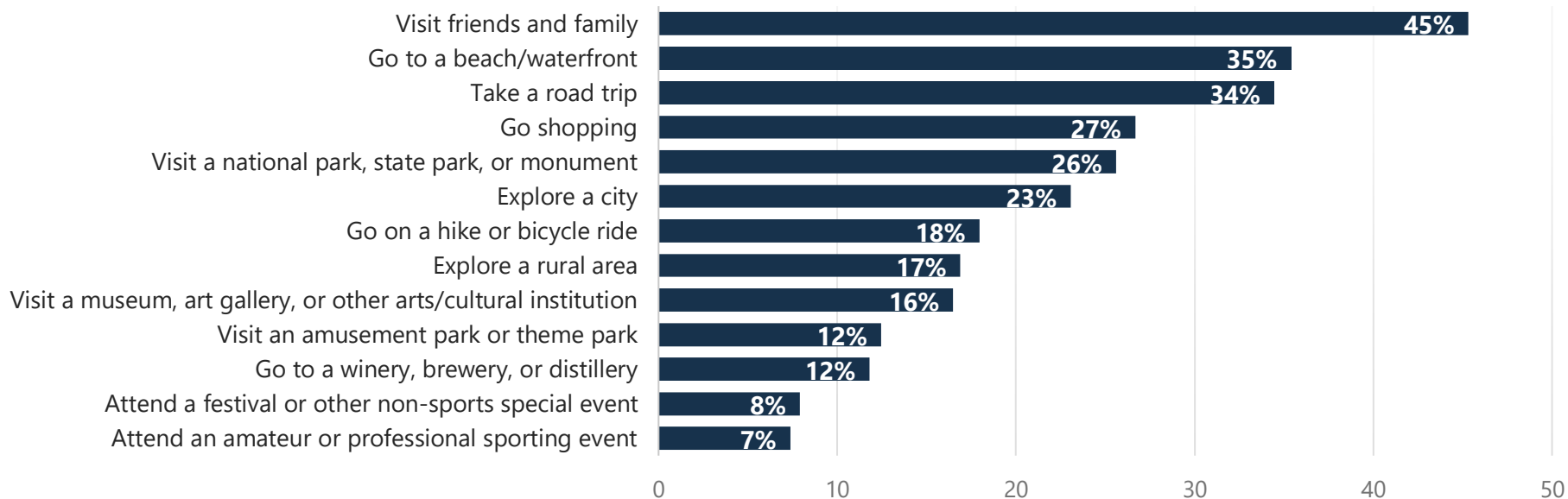
Travelers with Travel Plans in the Next Six Months Comparison



IMPACT ON TRAVEL PLANS

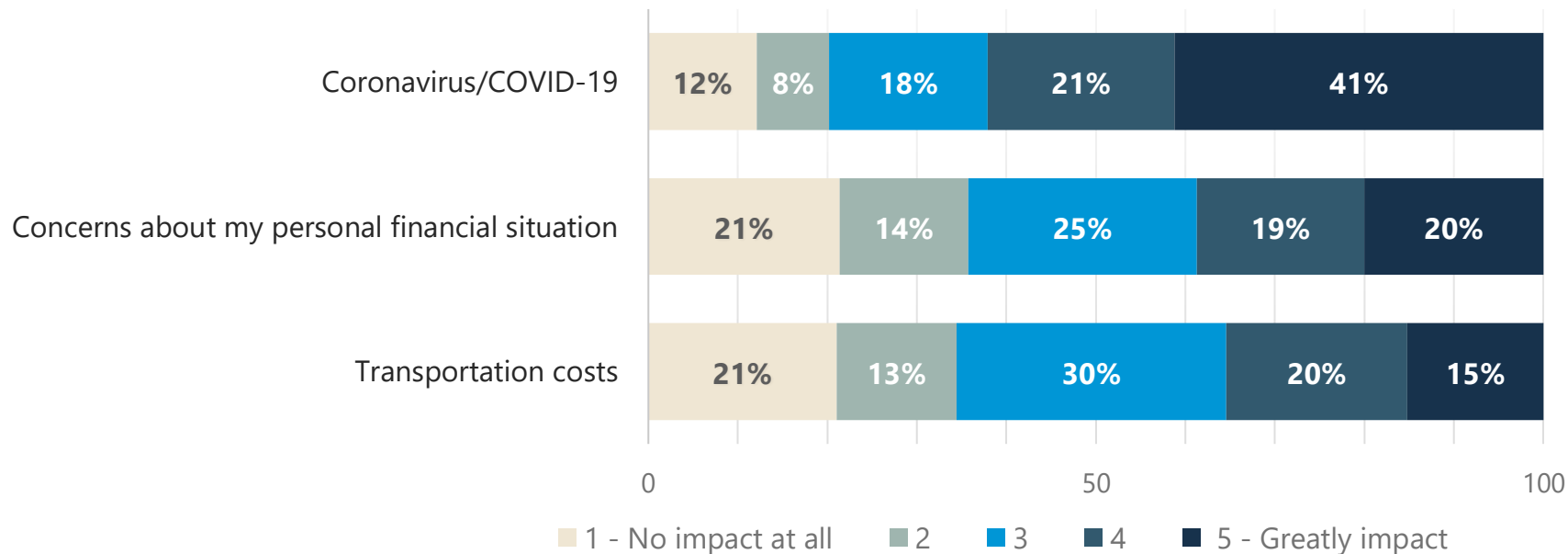
Base: Travelers (n=746)

Activities Travelers Planning to Do on Next Leisure Trip



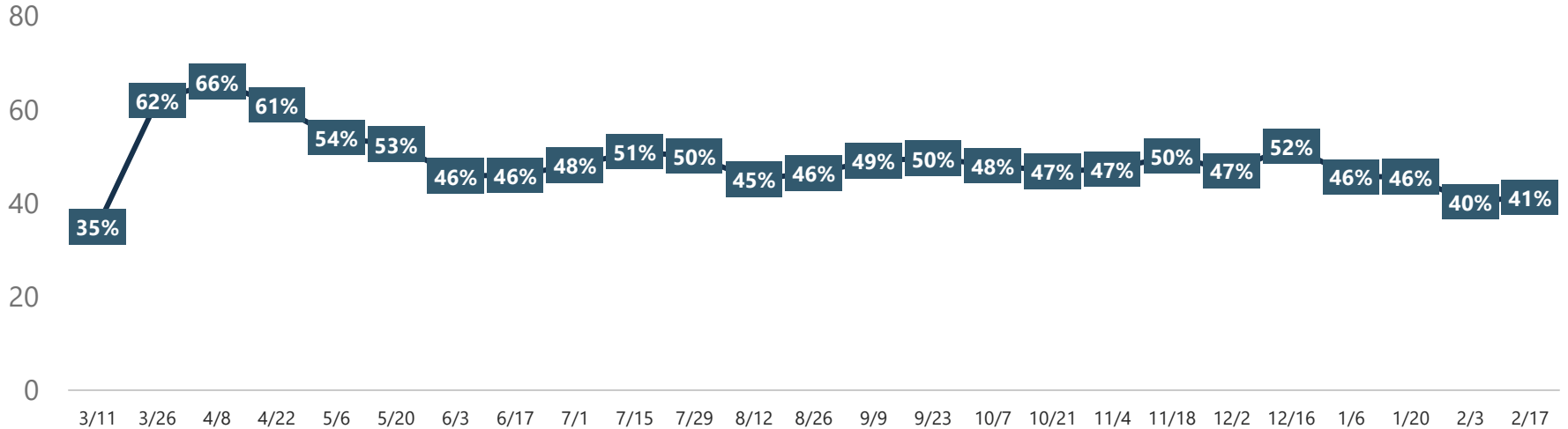
IMPACT ON TRAVEL PLANS

Factors Impacting Decisions to Travel in Next Six Months



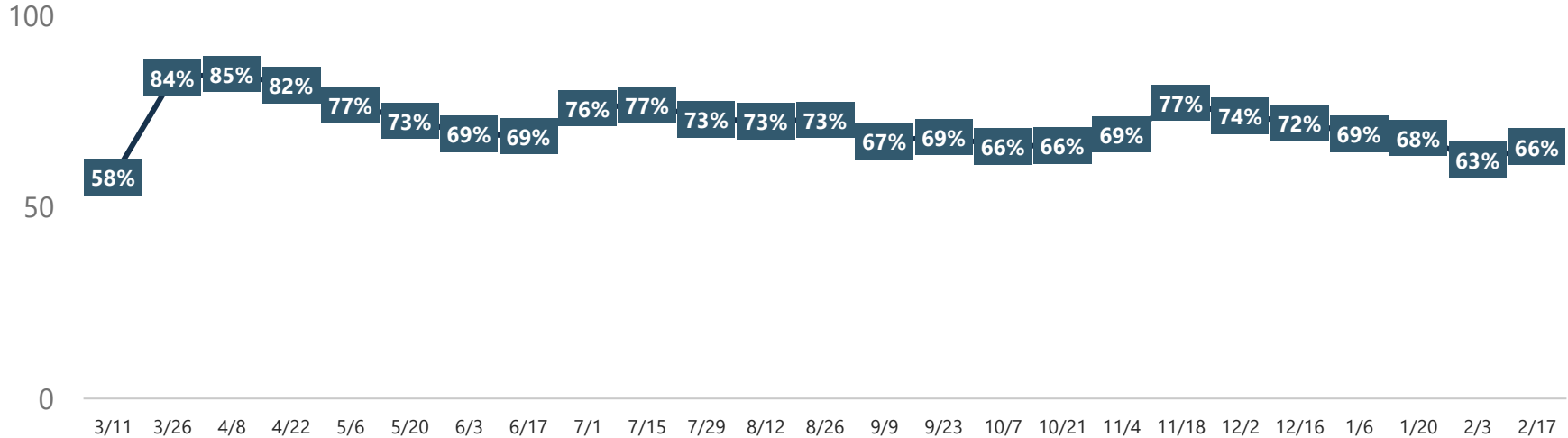
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Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months



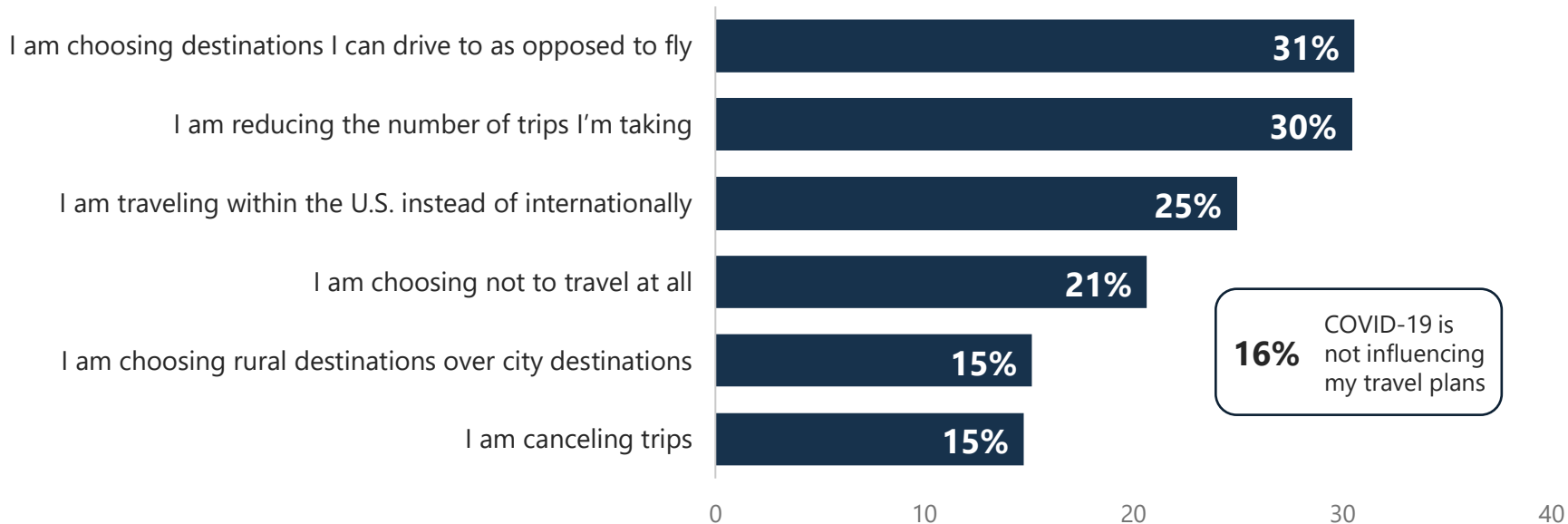
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Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison



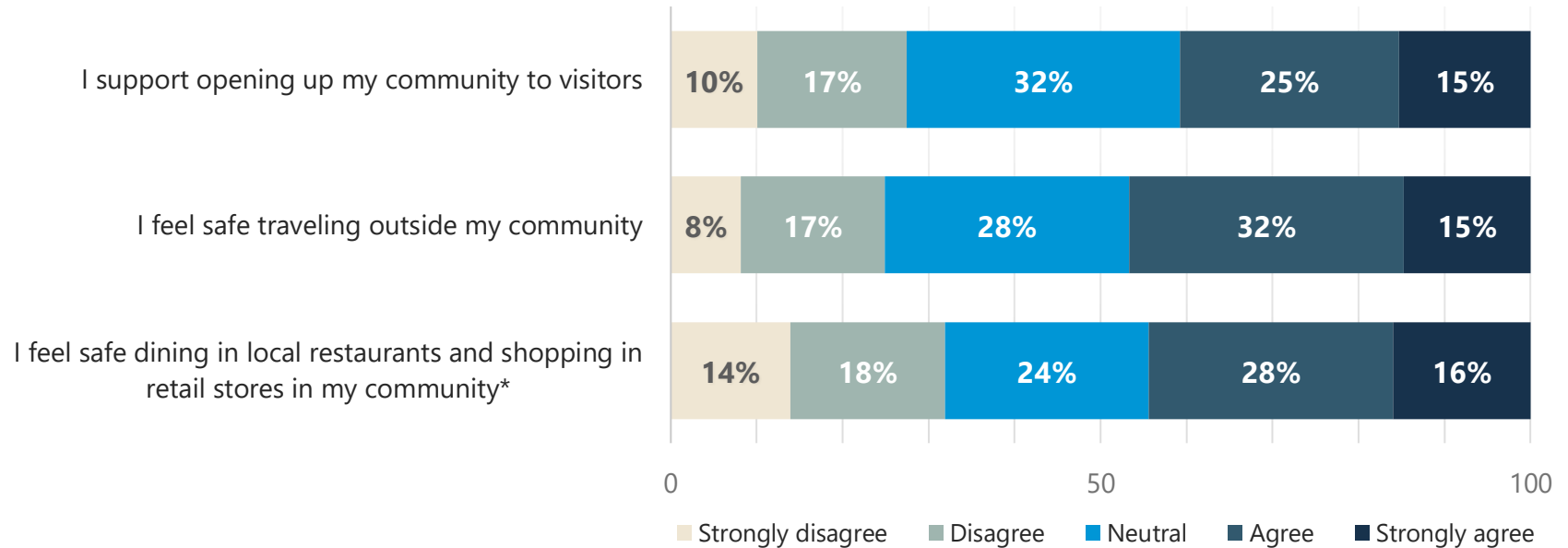
IMPACT ON TRAVEL PLANS

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



TRAVEL PERCEPTIONS

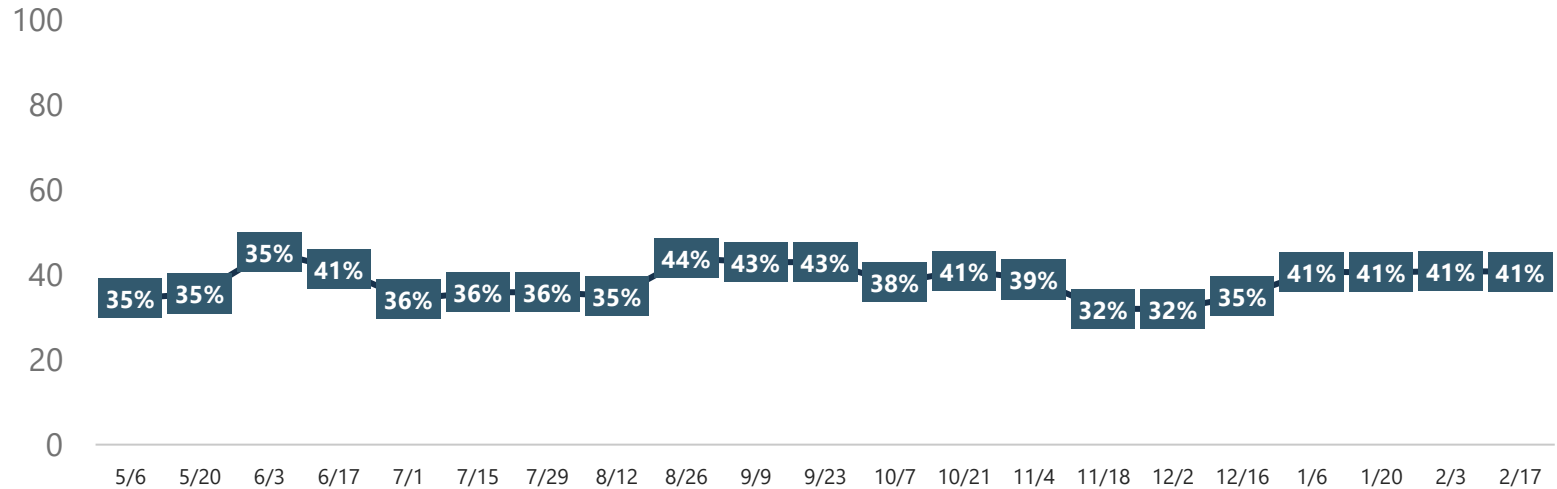
Perceptions of Safety and Travel



*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"

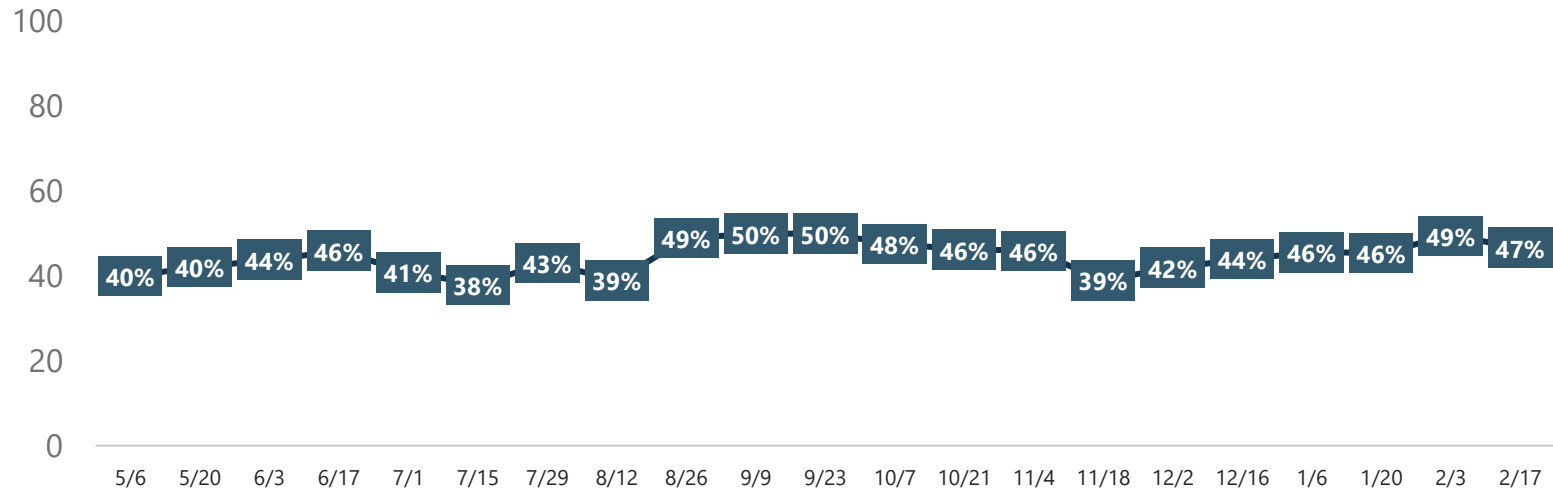
TRAVEL PERCEPTIONS

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



TRAVEL PERCEPTIONS

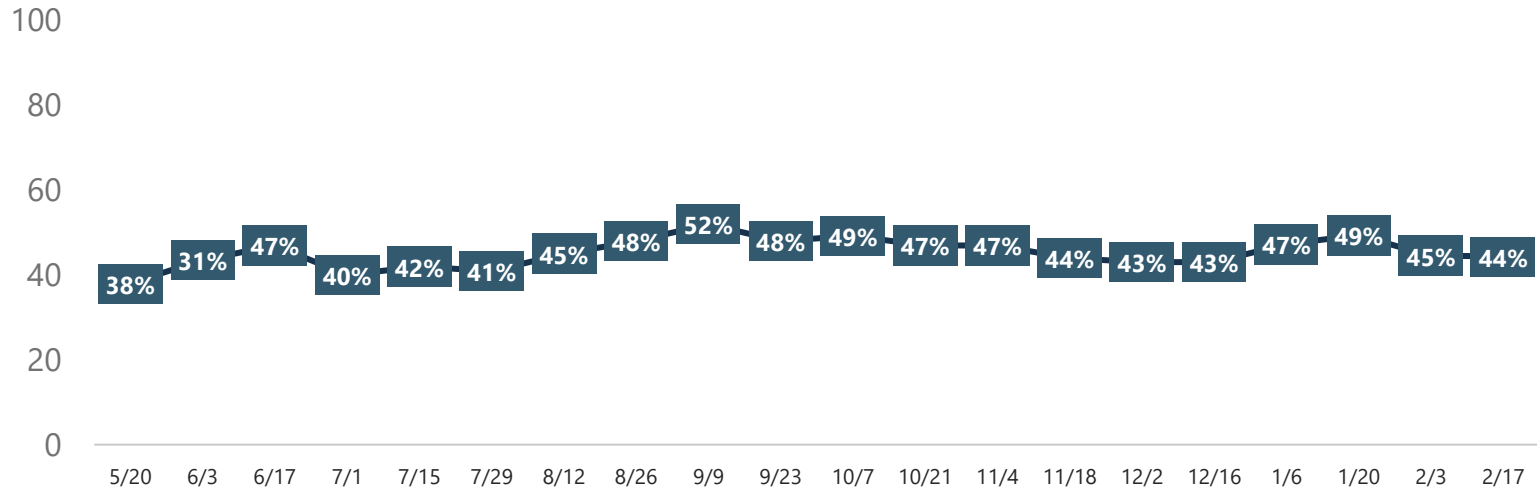
I Feel Safe Traveling Outside My Community Comparison of Travelers Who Strongly Agree or Agree



TRAVEL PERCEPTIONS

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

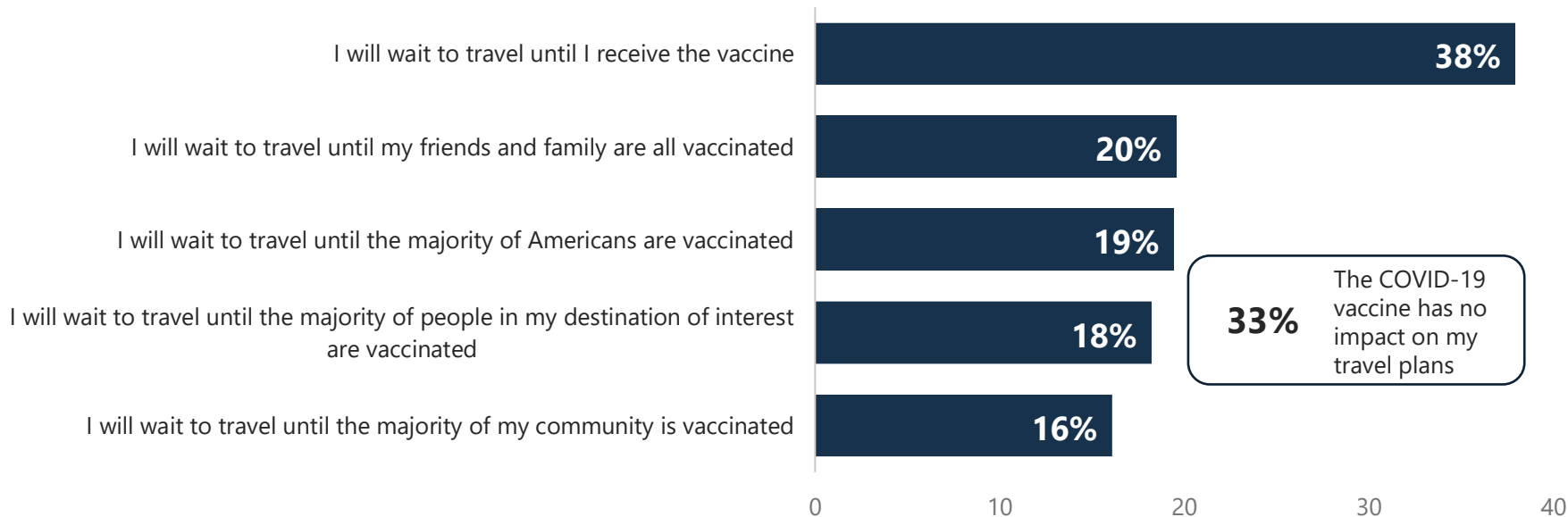
Comparison of Travelers Who Strongly Agree or Agree



*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"

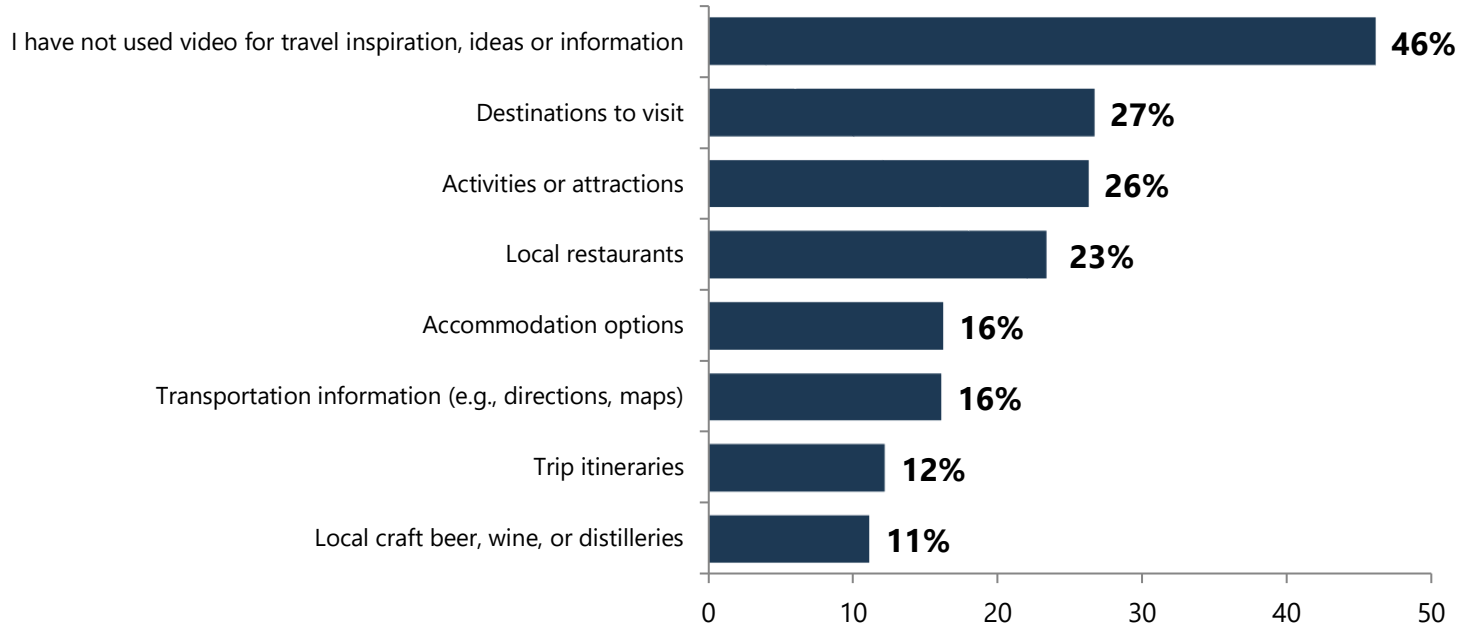
IMPACT ON TRAVEL PLANS

Impact of COVID-19 Vaccine on Travel Plans



IMPACT ON TRAVEL PLANS

In the last 12 months, have you used video* for travel inspiration, ideas or information on any of the following?



* (e.g., YouTube, Facebook, streaming services such as Hulu, broadcast TV)

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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