



# Travel Sentiment Study Wave 31

FEBRUARY 23, 2021

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*COVID-19*

# TRAVEL SENTIMENT STUDY WAVE 31

Fielded February 17, 2021

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

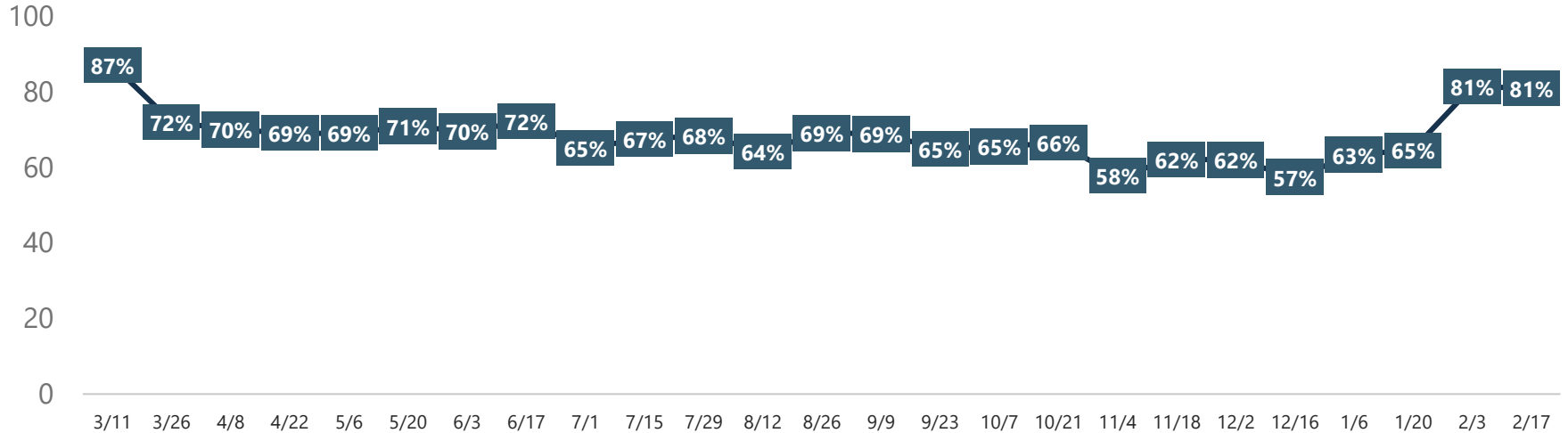
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# IMPACT ON TRAVEL PLANS

Base: Travelers

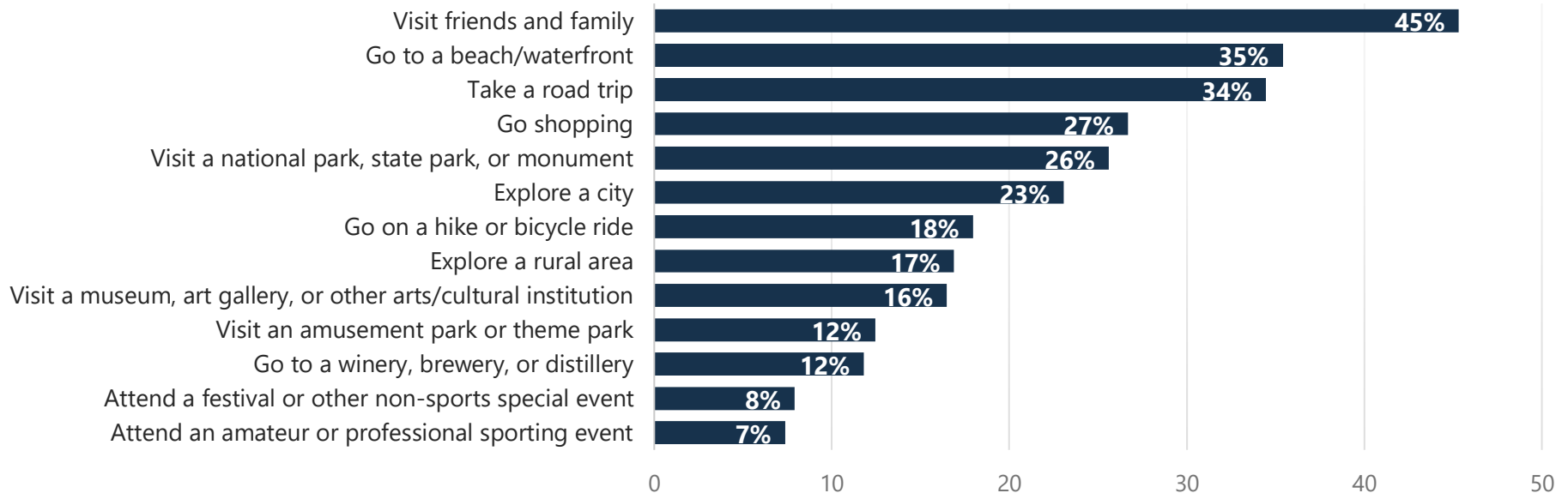
## Travelers with Travel Plans in the Next Six Months Comparison



# IMPACT ON TRAVEL PLANS

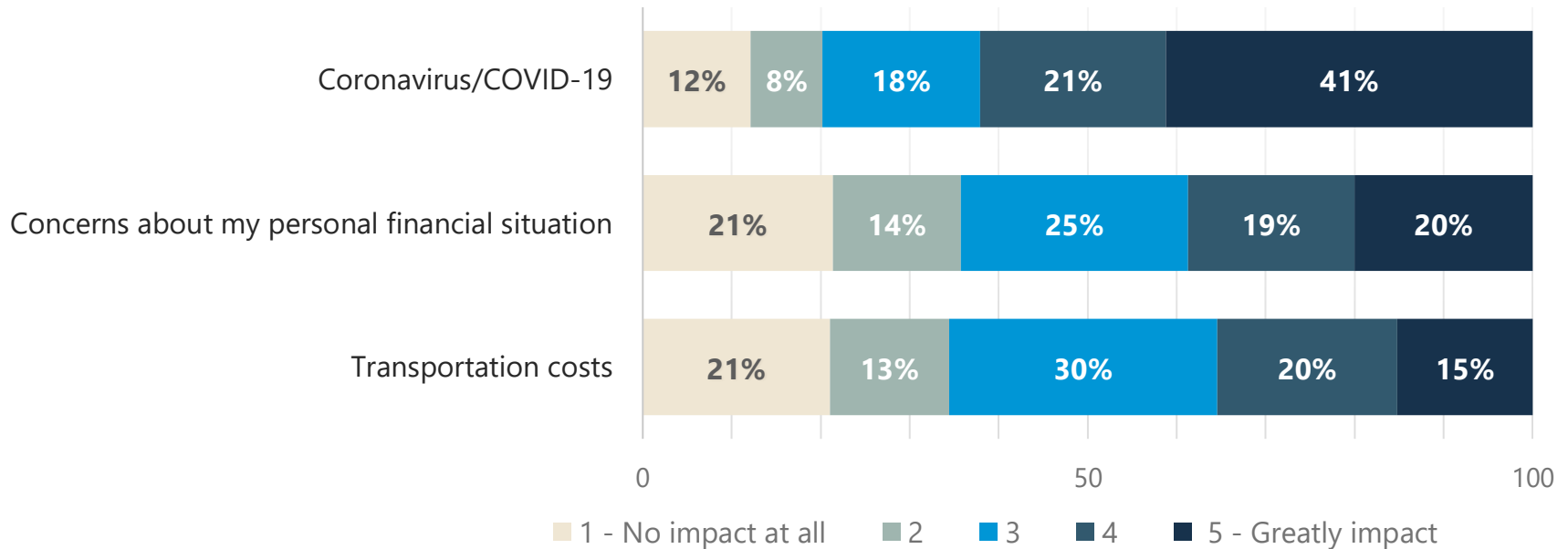
Base: Travelers (n=746)

## Activities Travelers Planning to Do on Next Leisure Trip



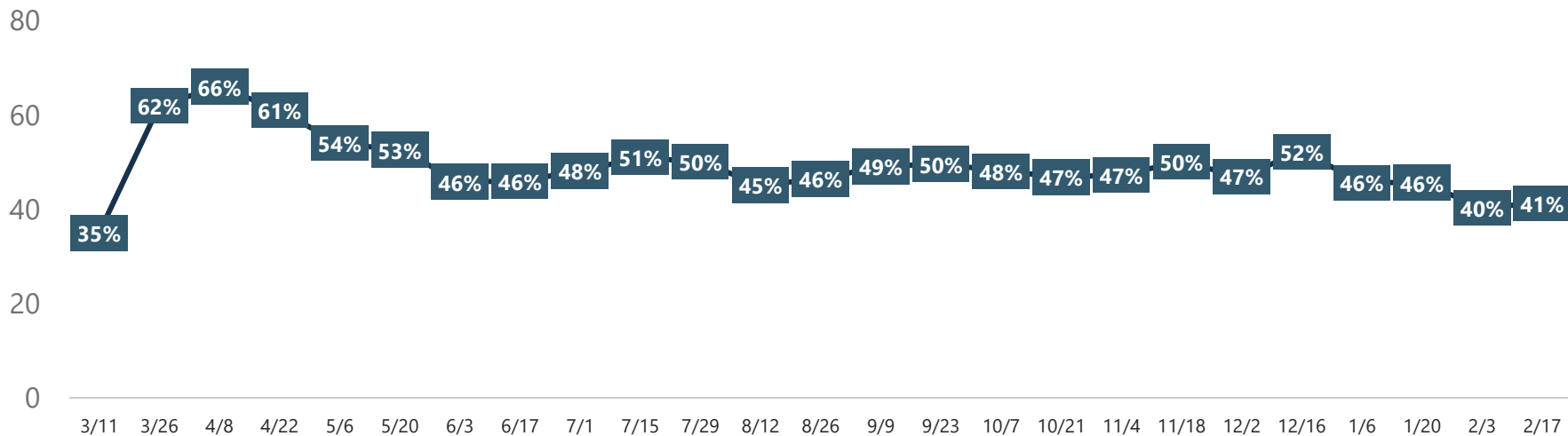
# IMPACT ON TRAVEL PLANS

## Factors Impacting Decisions to Travel in Next Six Months



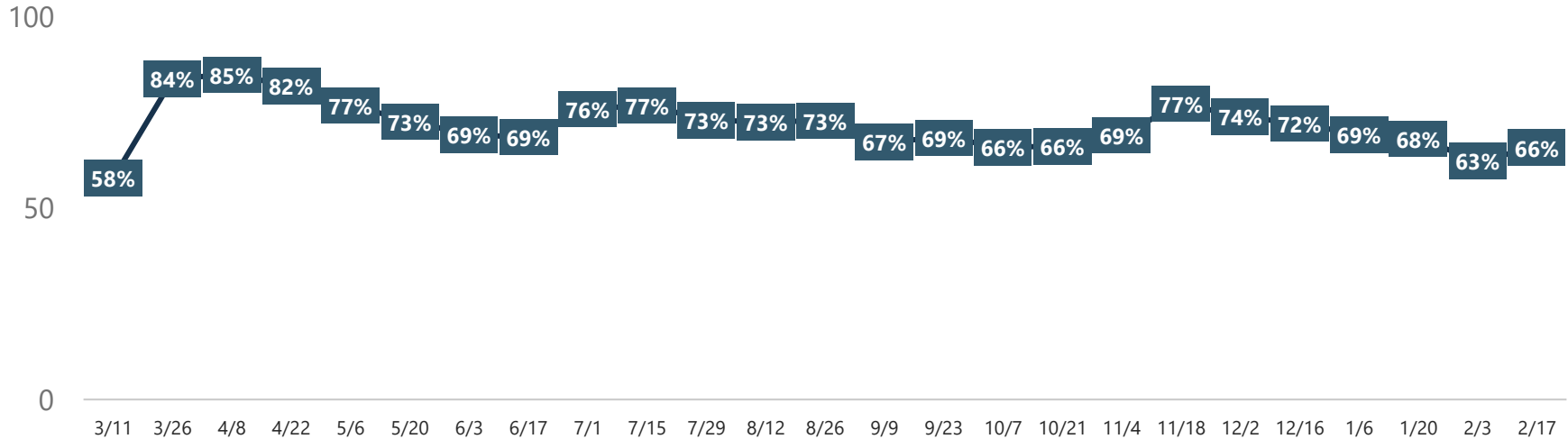
## IMPACT ON TRAVEL PLANS

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



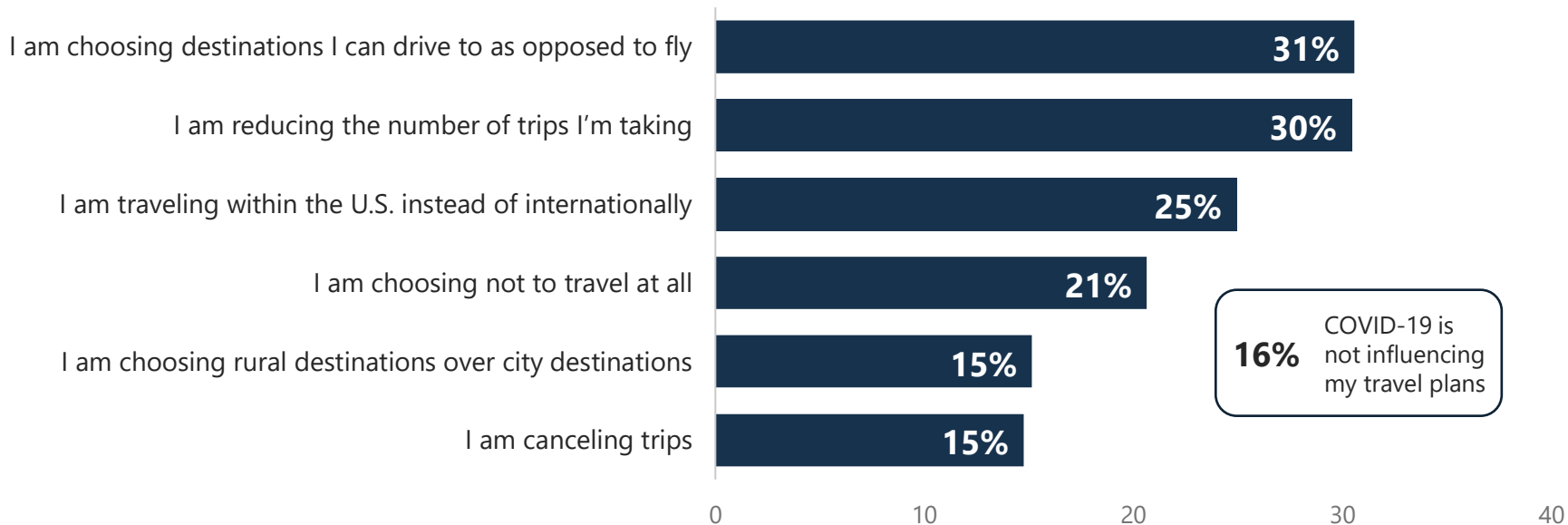
# IMPACT ON TRAVEL PLANS

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



## IMPACT ON TRAVEL PLANS

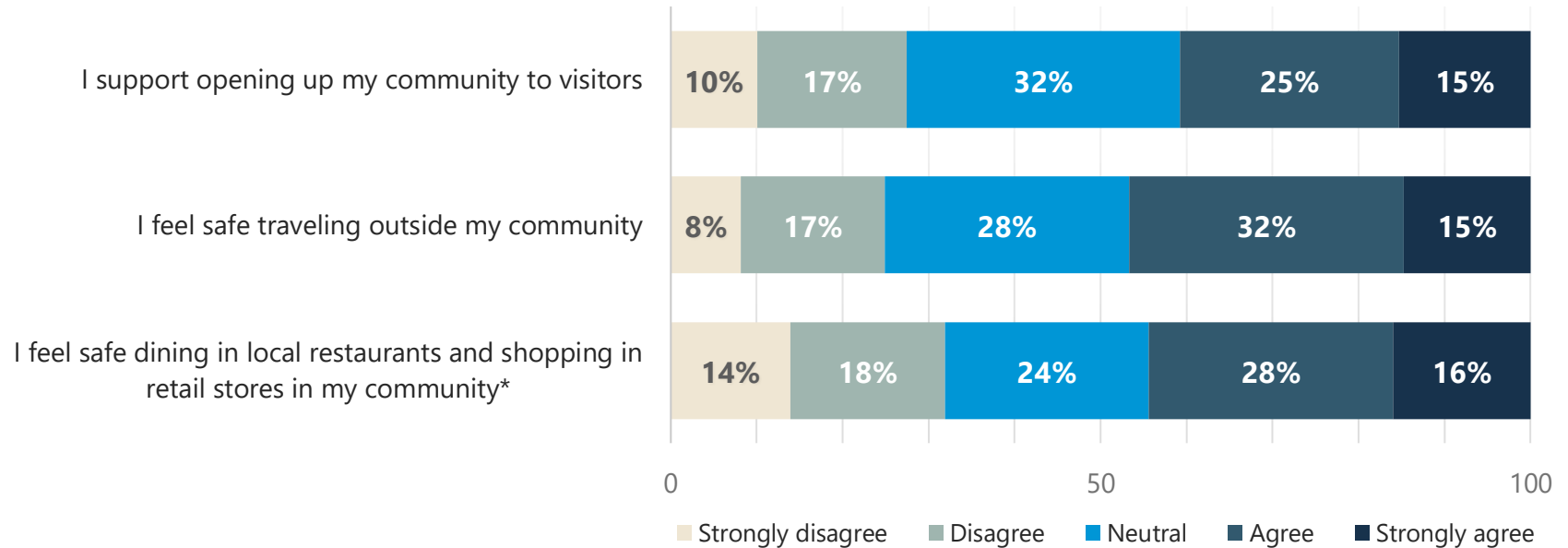
### Influence of COVID-19 on Travel Plans in the Next Six Months





# TRAVEL PERCEPTIONS

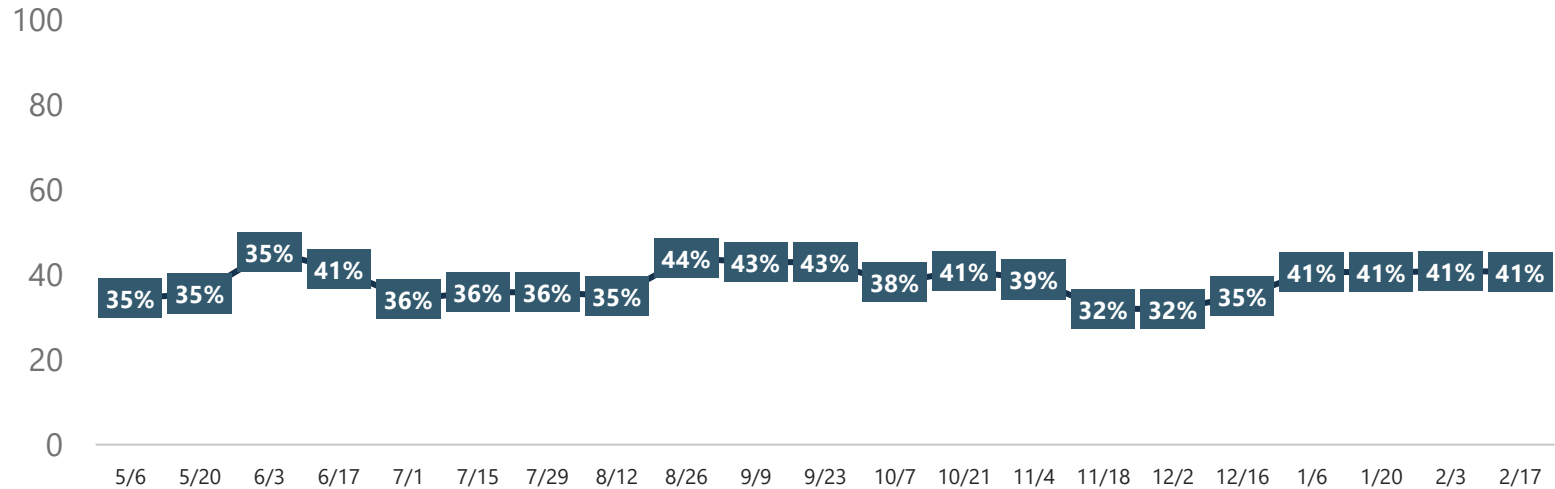
## Perceptions of Safety and Travel



\*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"

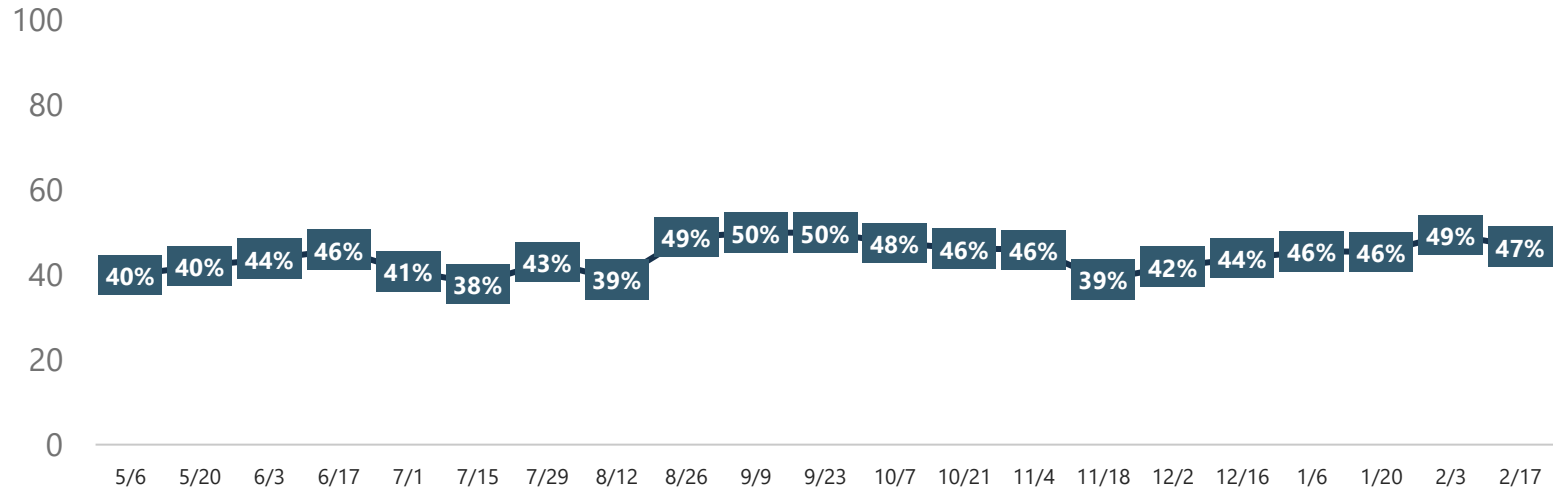
# TRAVEL PERCEPTIONS

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



# TRAVEL PERCEPTIONS

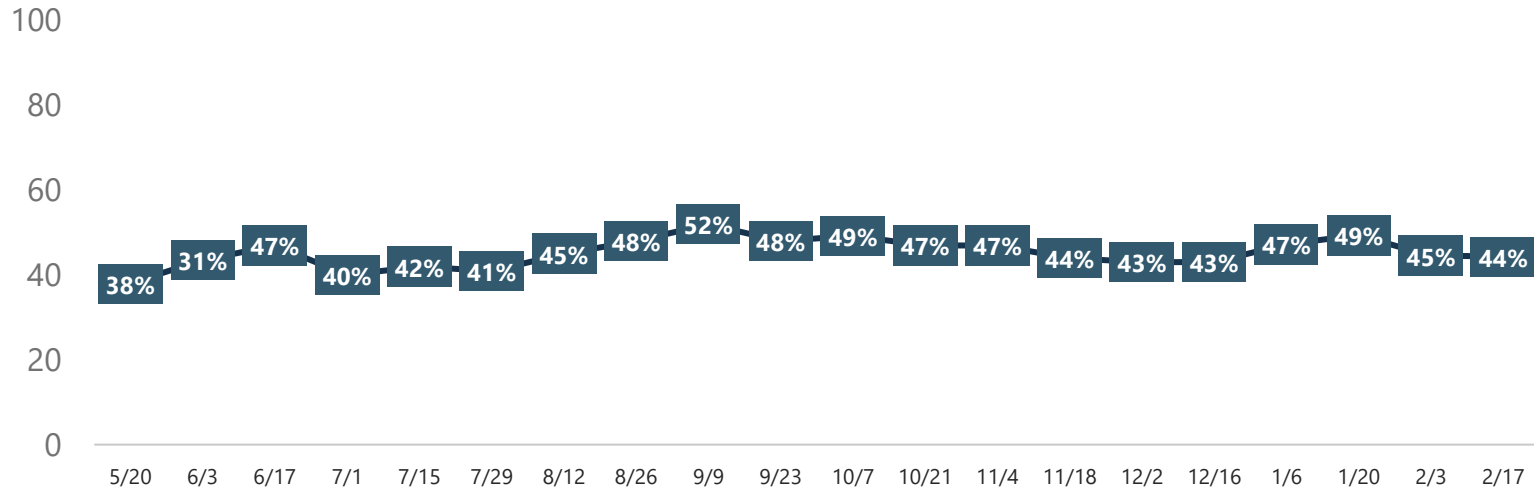
## I Feel Safe Traveling Outside My Community Comparison of Travelers Who Strongly Agree or Agree



## TRAVEL PERCEPTIONS

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

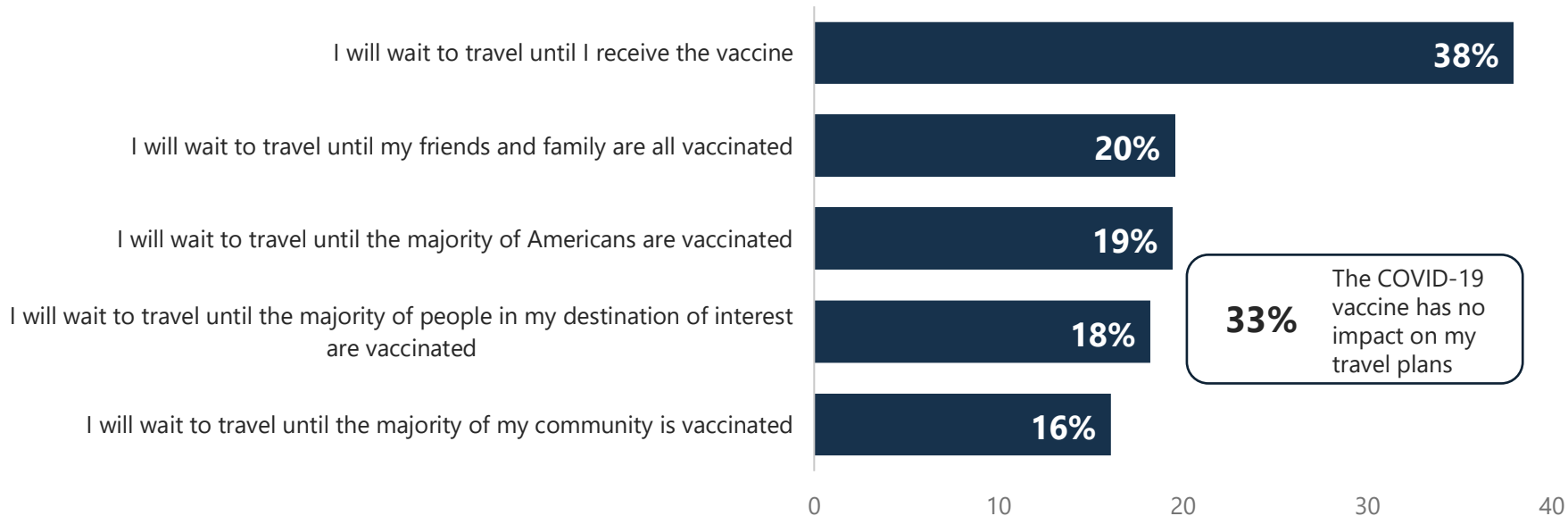
### Comparison of Travelers Who Strongly Agree or Agree



\*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"

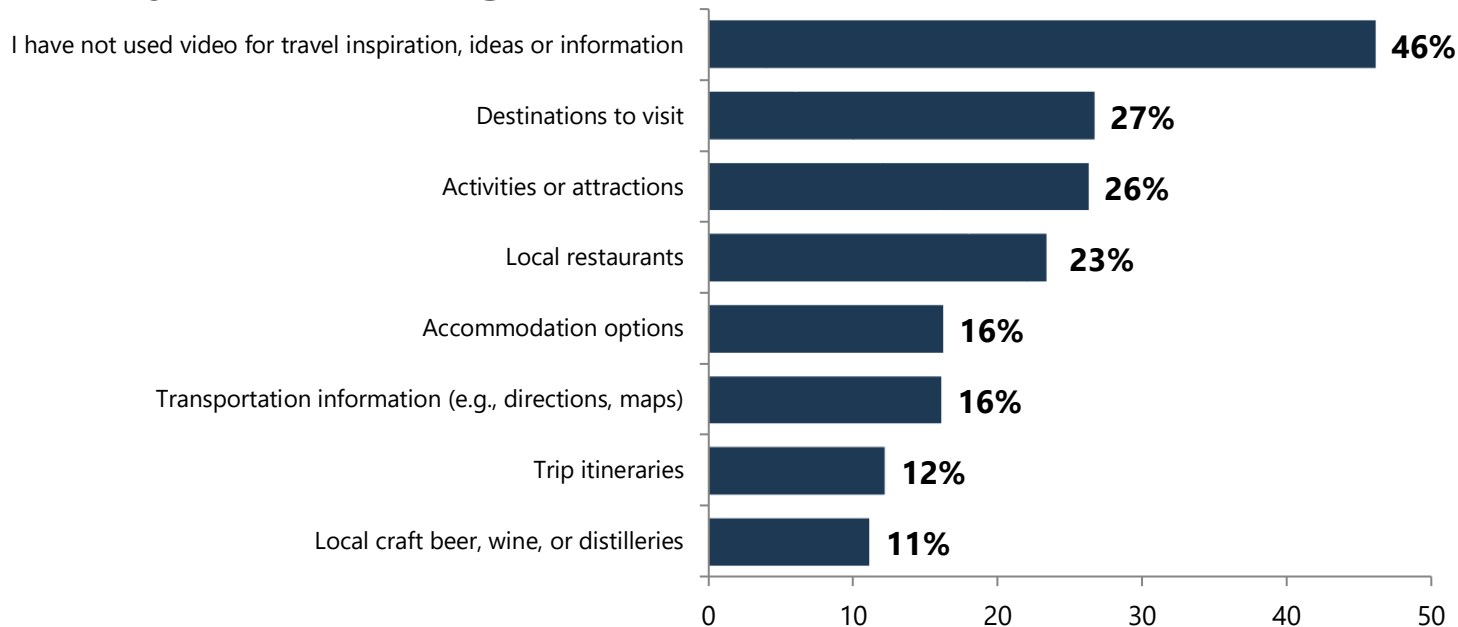
# IMPACT ON TRAVEL PLANS

## 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](https://longwoods-intl.com/covid-19)**

**Miles Partnership COVID-19 Communication Center**  
**[covid19.milespartnership.com](https://covid19.milespartnership.com)**

**Thank You**

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