



# Travel Sentiment Study Wave 37

MAY 18, 2021

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**Longwoods**  
INTERNATIONAL

*COVID-19*

# TRAVEL SENTIMENT STUDY WAVE 37

Fielded May 12, 2021

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

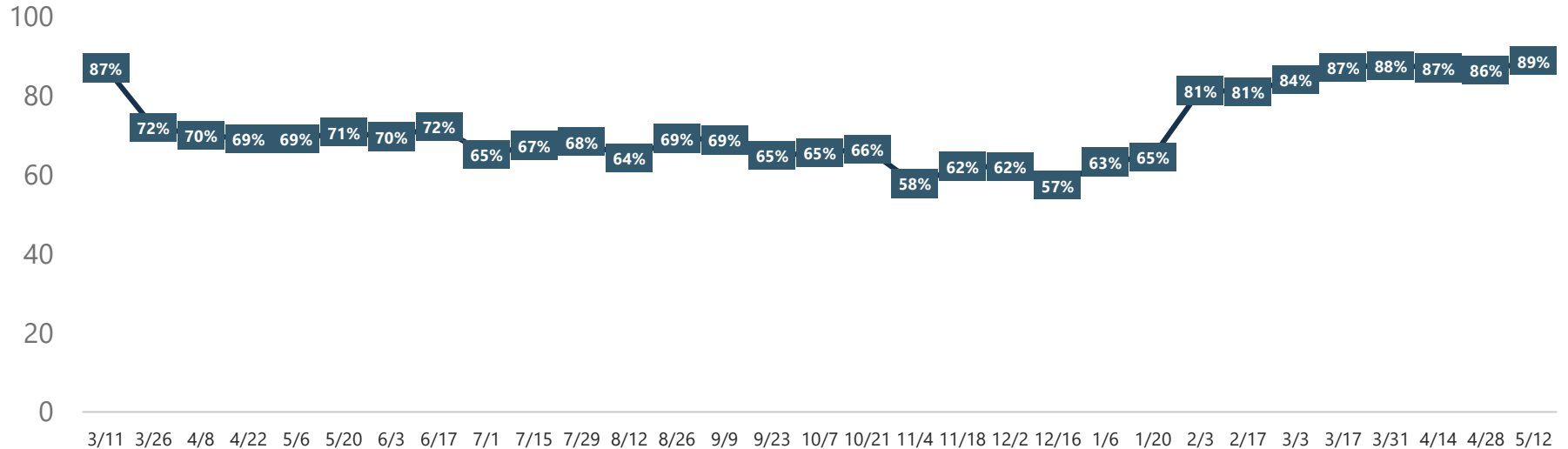
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# IMPACT ON TRAVEL PLANS

Base: Travelers

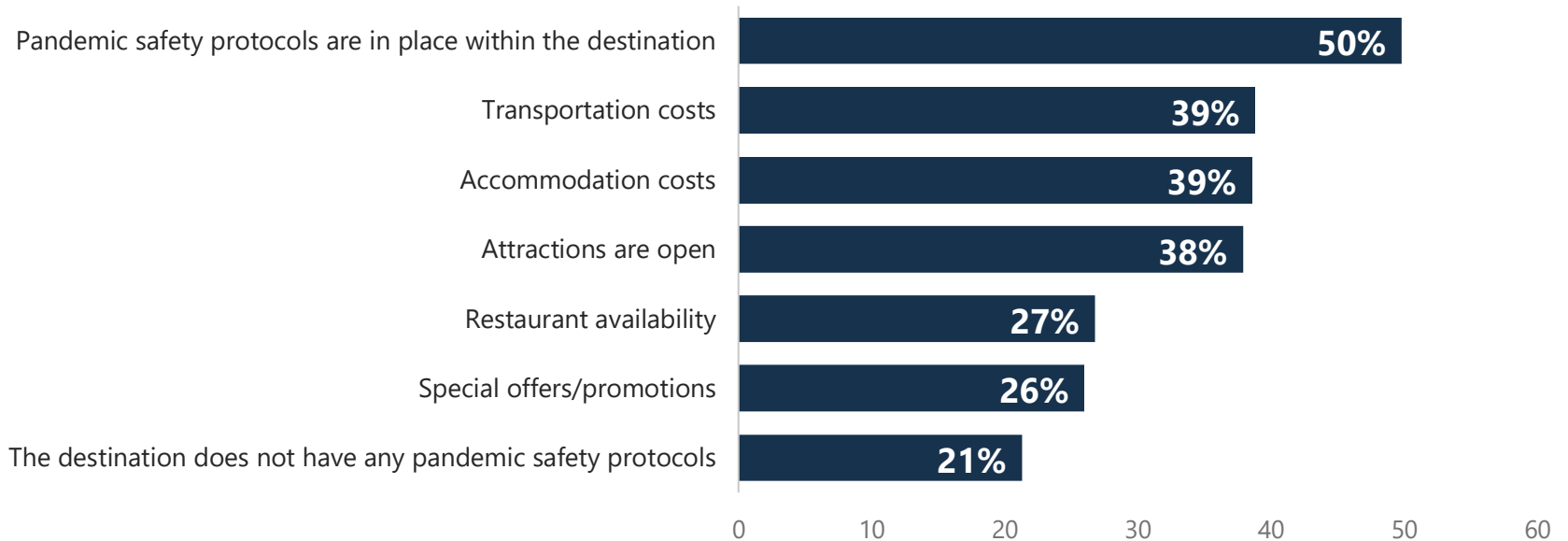
## Travelers with Travel Plans in the Next Six Months Comparison



# IMPACT ON TRAVEL PLANS

Base: Travelers (n=747)

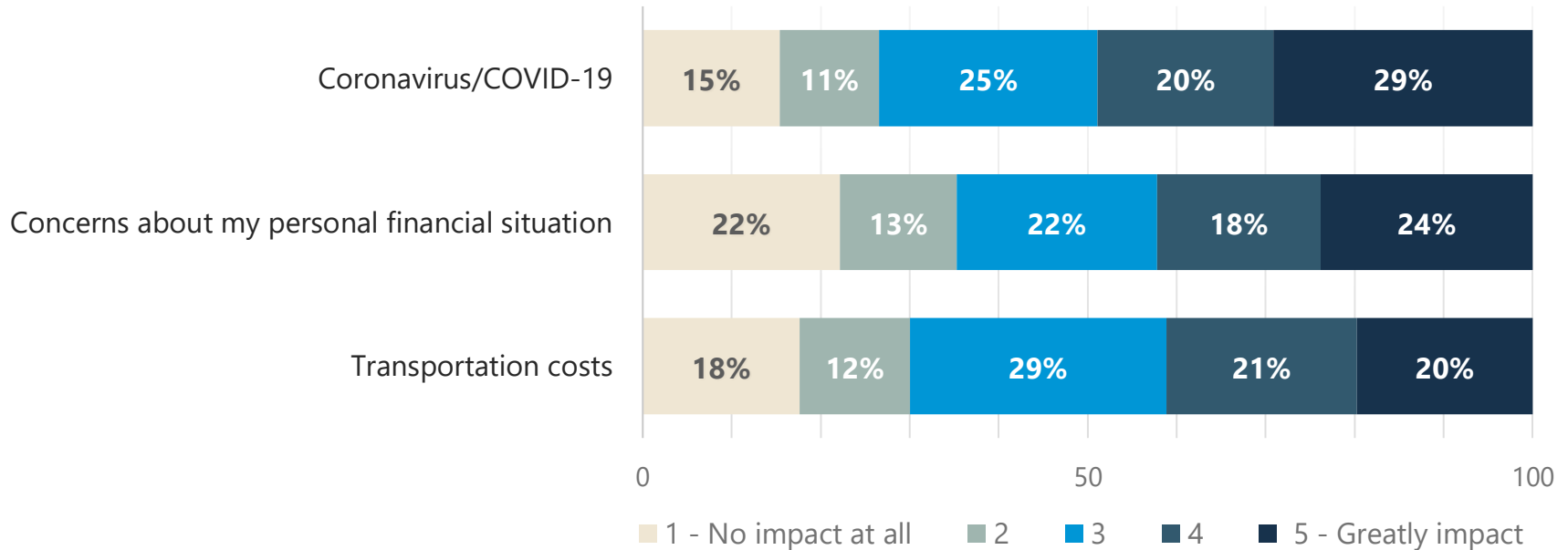
## Factors Impacting Destination Choice for Summer Travel



# IMPACT ON TRAVEL PLANS

Base: Travelers planning to travel in the next six months (n=663)

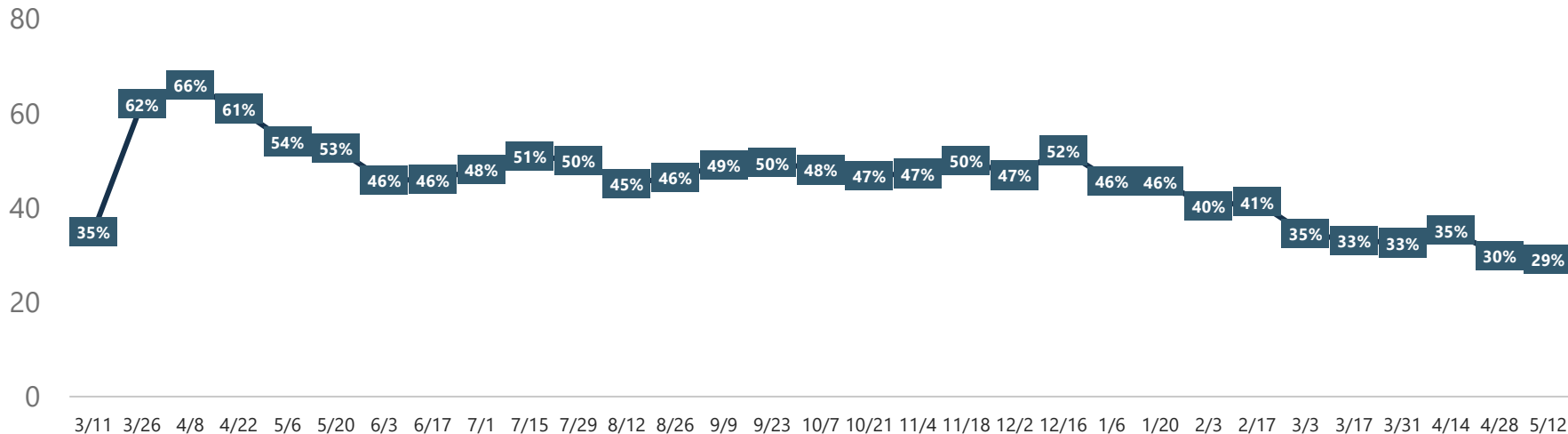
## Factors Impacting Decisions to Travel in Next Six Months



# IMPACT ON TRAVEL PLANS

Base: Travelers planning to travel in the next six months

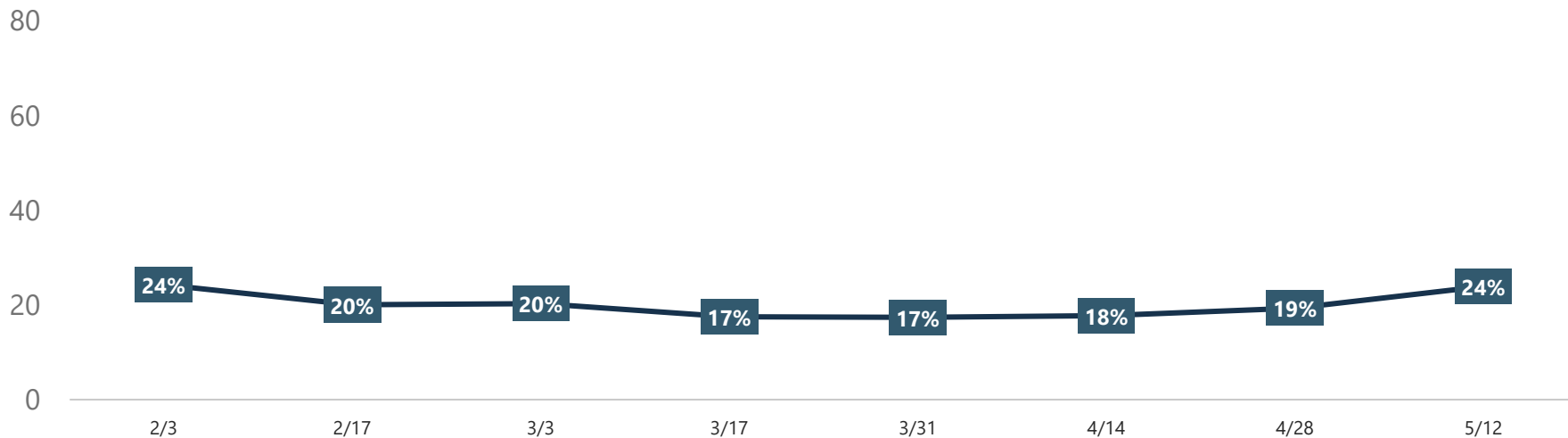
## Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months



## IMPACT ON TRAVEL PLANS

Base: Travelers planning to travel in the next six months

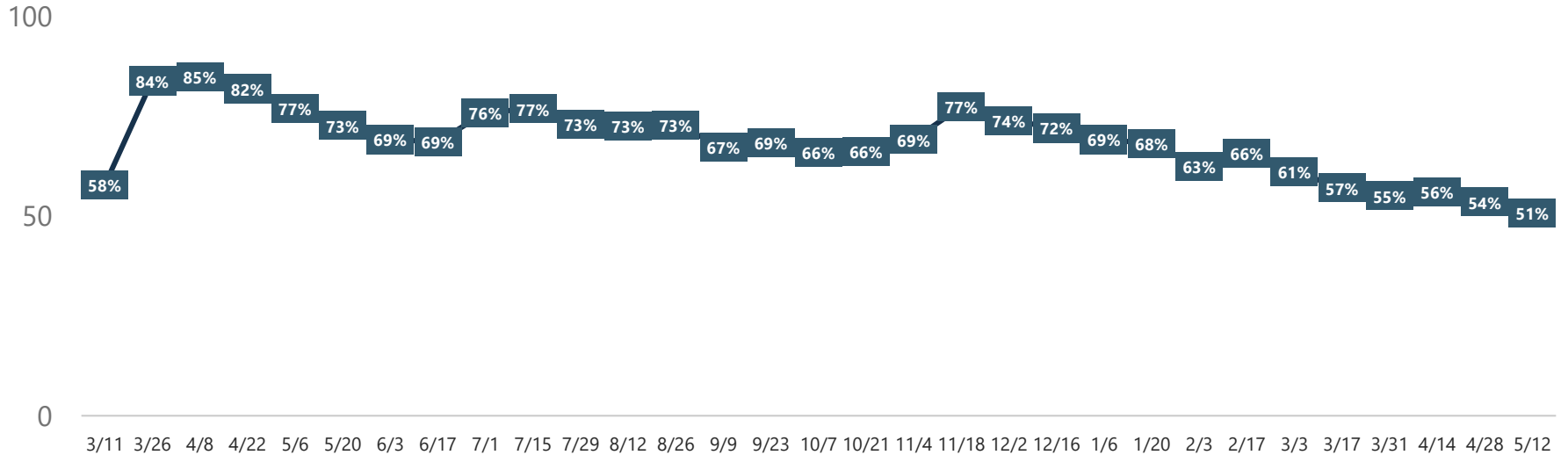
### Indicated that Concerns About Personal Financial Situation Would Greatly Impact their Decision to Travel in the Next Six Months



# 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

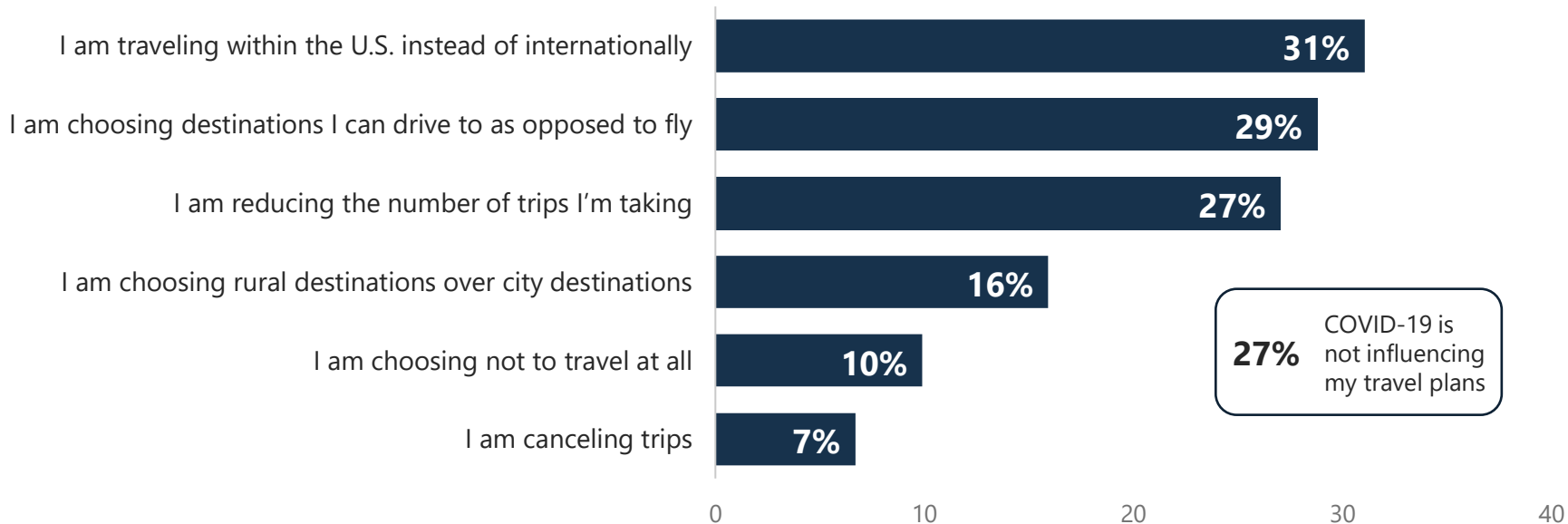




# IMPACT ON TRAVEL PLANS

Base: Travelers (n=747)

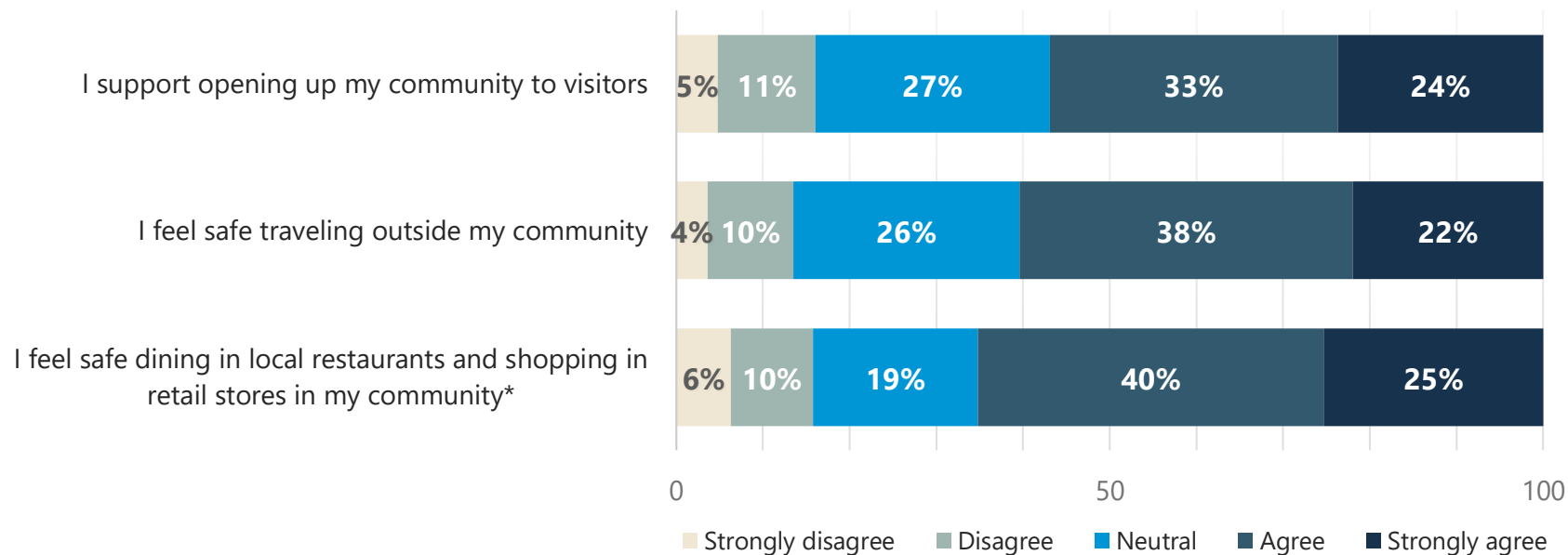
## Influence of COVID-19 on Travel Plans in the Next Six Months



# TRAVEL PERCEPTIONS

Base: Travelers (n=747)

## Perceptions of Safety and Travel

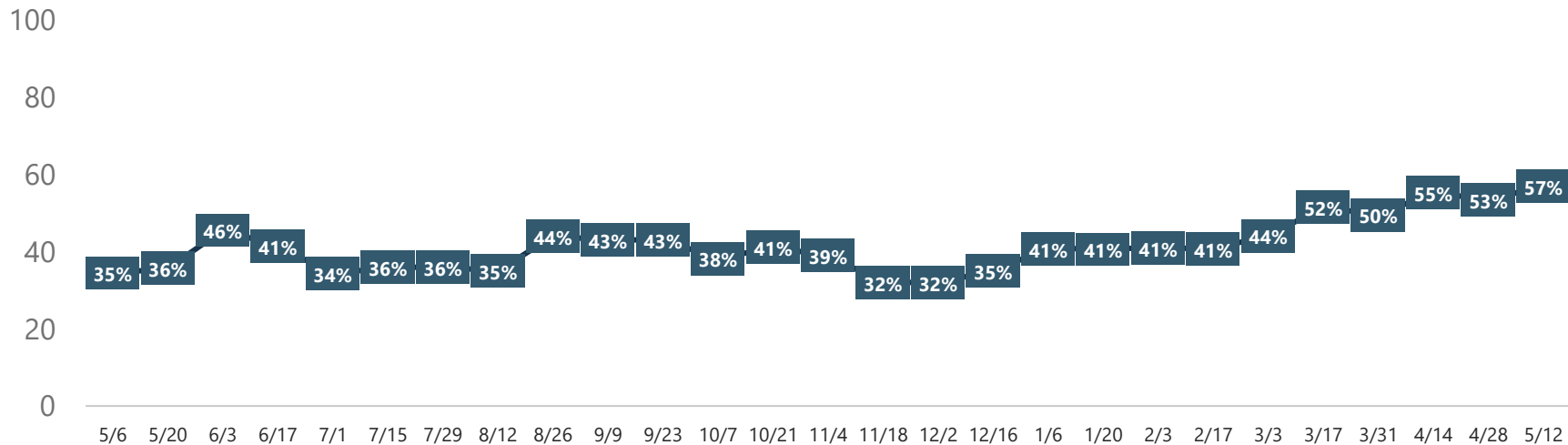


\*Note: On 2/3, the word, would, was removed from the statement, "I would feel safe dining in local restaurants and shopping in retail stores within my community"

# TRAVEL PERCEPTIONS

Base: Travelers

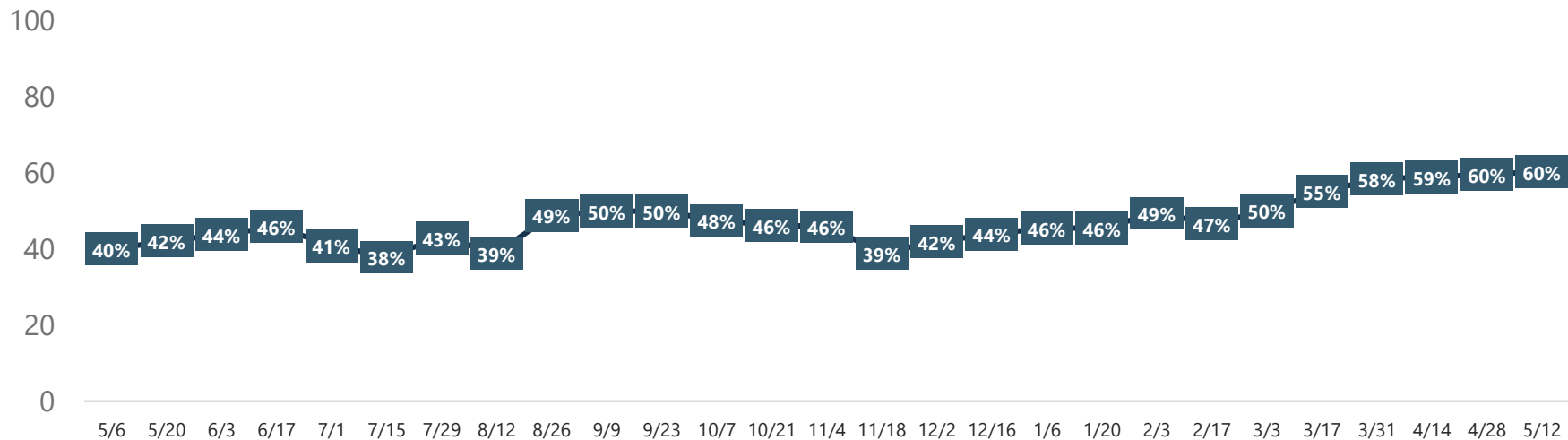
## I Support Opening Up My Community to Visitors Comparison of Travelers Who Strongly Agree or Agree



# TRAVEL PERCEPTIONS

Base: Travelers

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

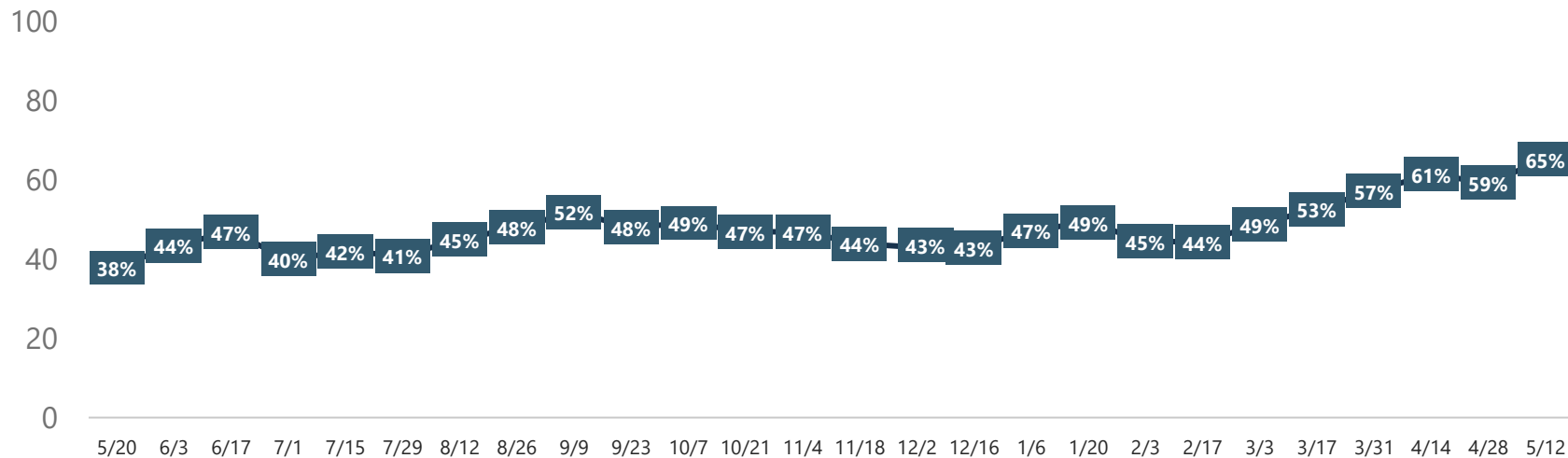


# TRAVEL PERCEPTIONS

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

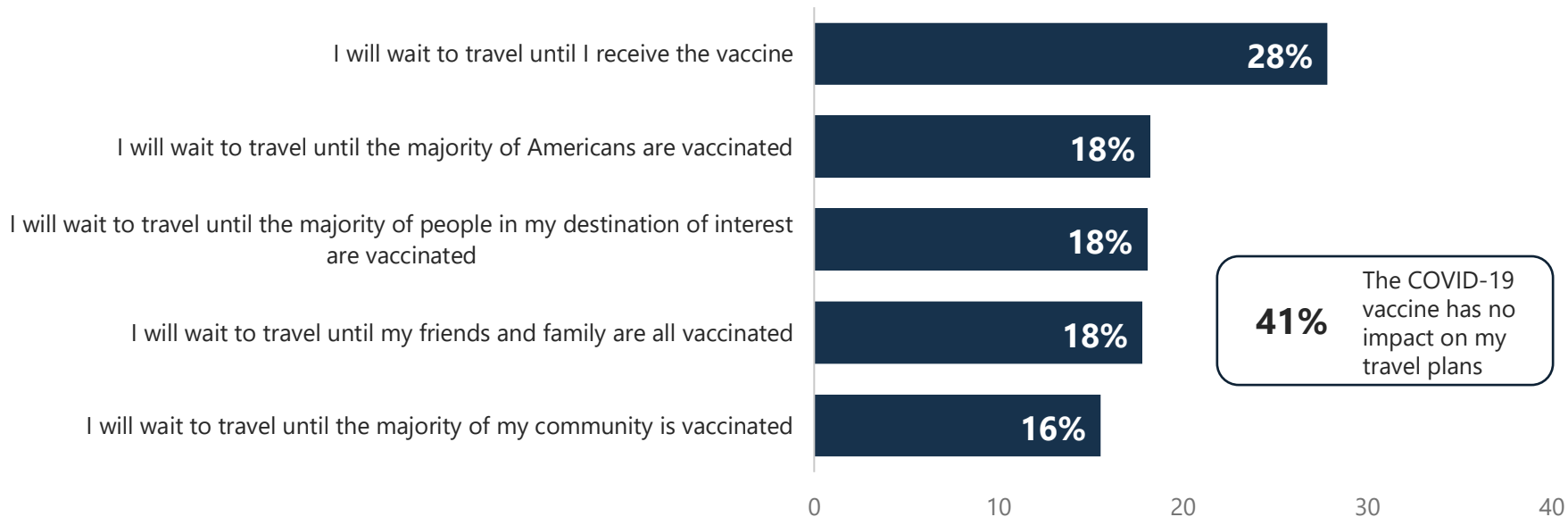


\*Note: On 2/3, the word, would, was removed from the statement, "I would feel safe dining in local restaurants and shopping in retail stores within my community"

# IMPACT ON TRAVEL PLANS

Base: Travelers (n=747)

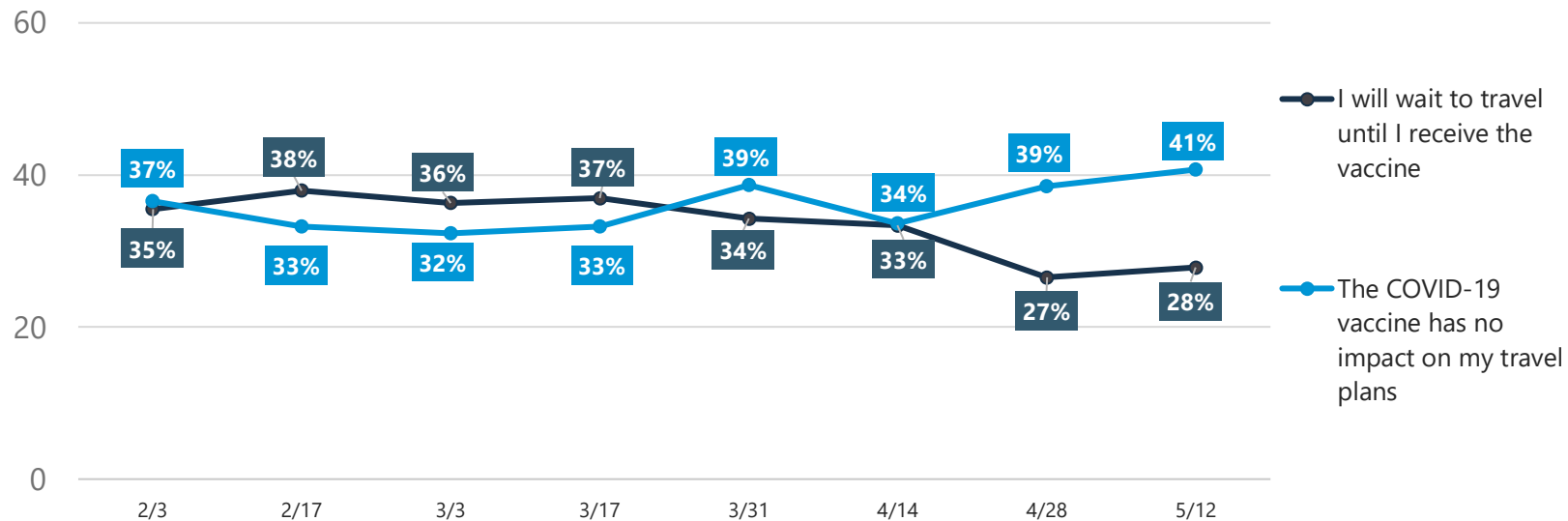
## Impact of COVID-19 Vaccine on Travel Plans



# IMPACT ON TRAVEL PLANS

Base: Travelers

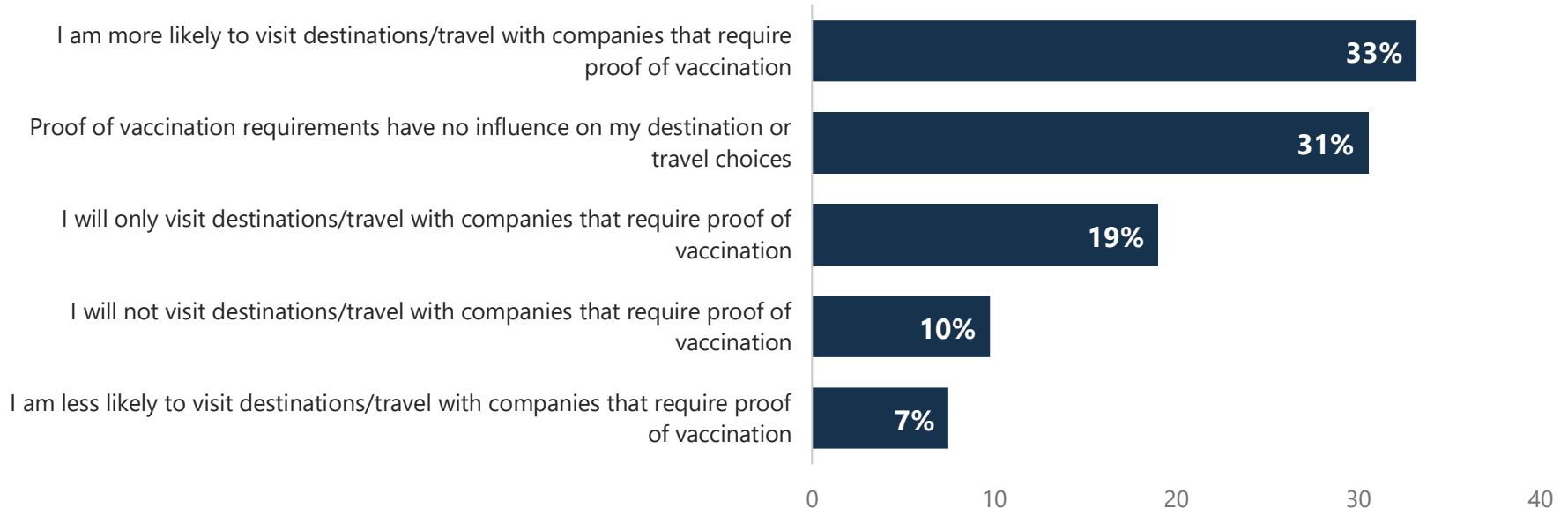
## Impact of COVID-19 Vaccine on Travel Plans



# IMPACT ON TRAVEL PLANS

Base: Travelers (n=747)

## Influence of Proof of Vaccination Requirements on Travel Decisions





## *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)**



A serene sunset scene over a body of water. The sun is a bright, glowing orb on the right side of the horizon, casting a long, vertical reflection on the water's surface. The sky transitions from a deep orange near the horizon to a lighter, hazy yellow at the top. The water in the foreground is dark blue with gentle ripples. On the far left, the dark silhouette of a tree is visible, partially obscuring the view.

# Thank You

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