



Travel Sentiment Study Wave 34

APRIL 6, 2021

 Longwoods
INTERNATIONAL

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PARTNERSHIP

COVID-19

TRAVEL SENTIMENT STUDY

WAVE 34

Fielded March 31, 2021

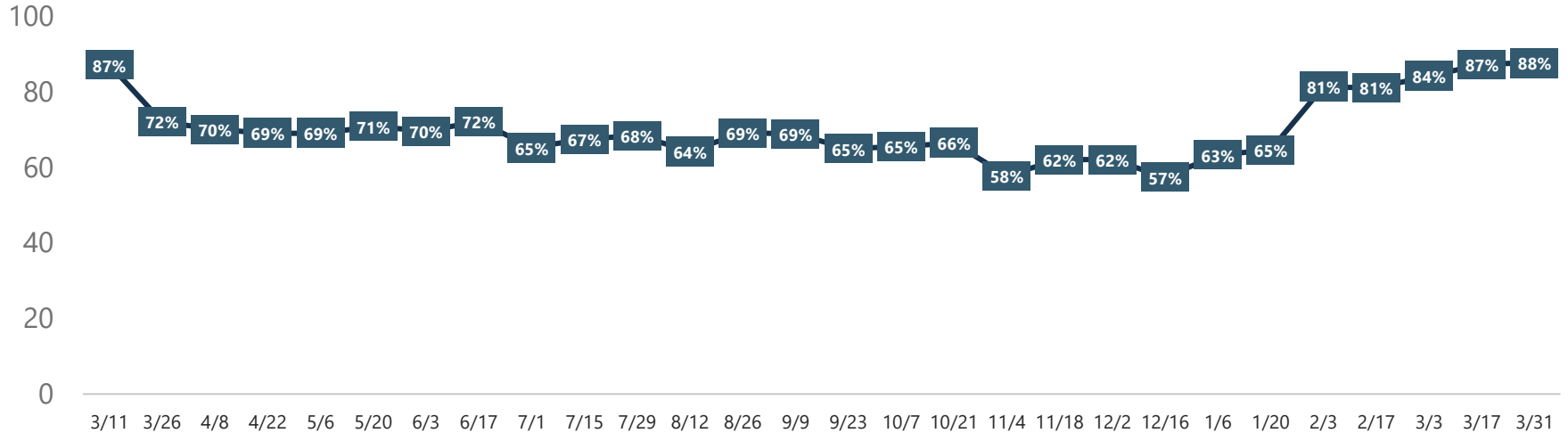
U.S. National Sample of 1,000 adults 18+

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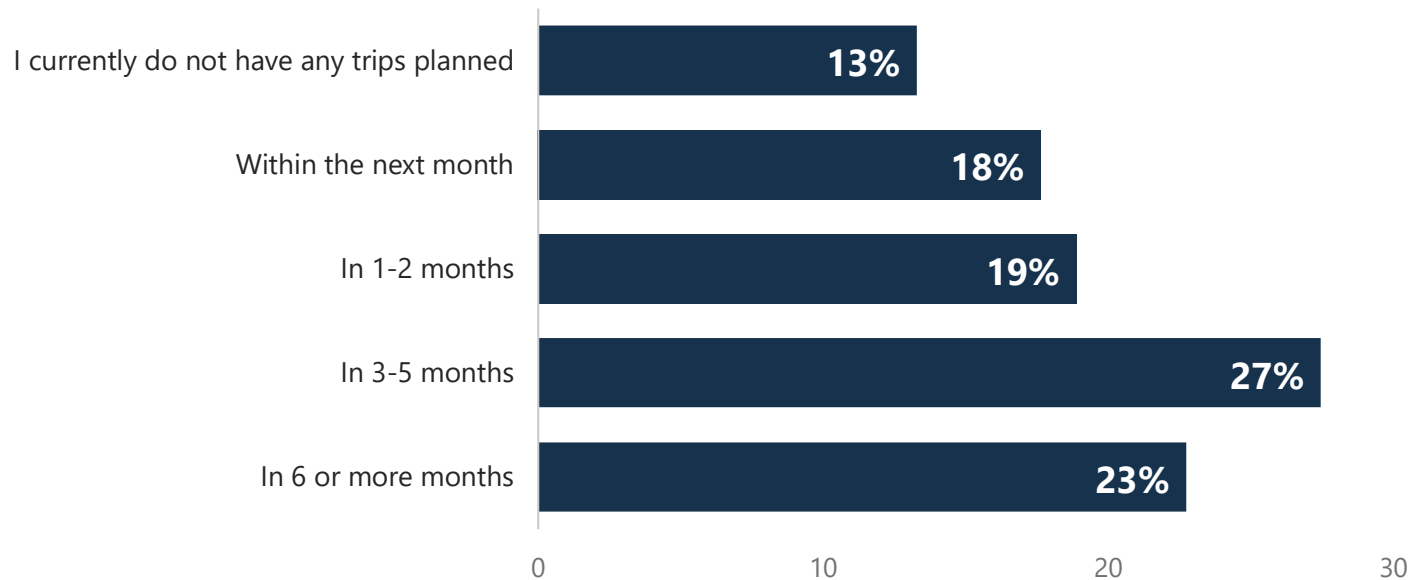
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison



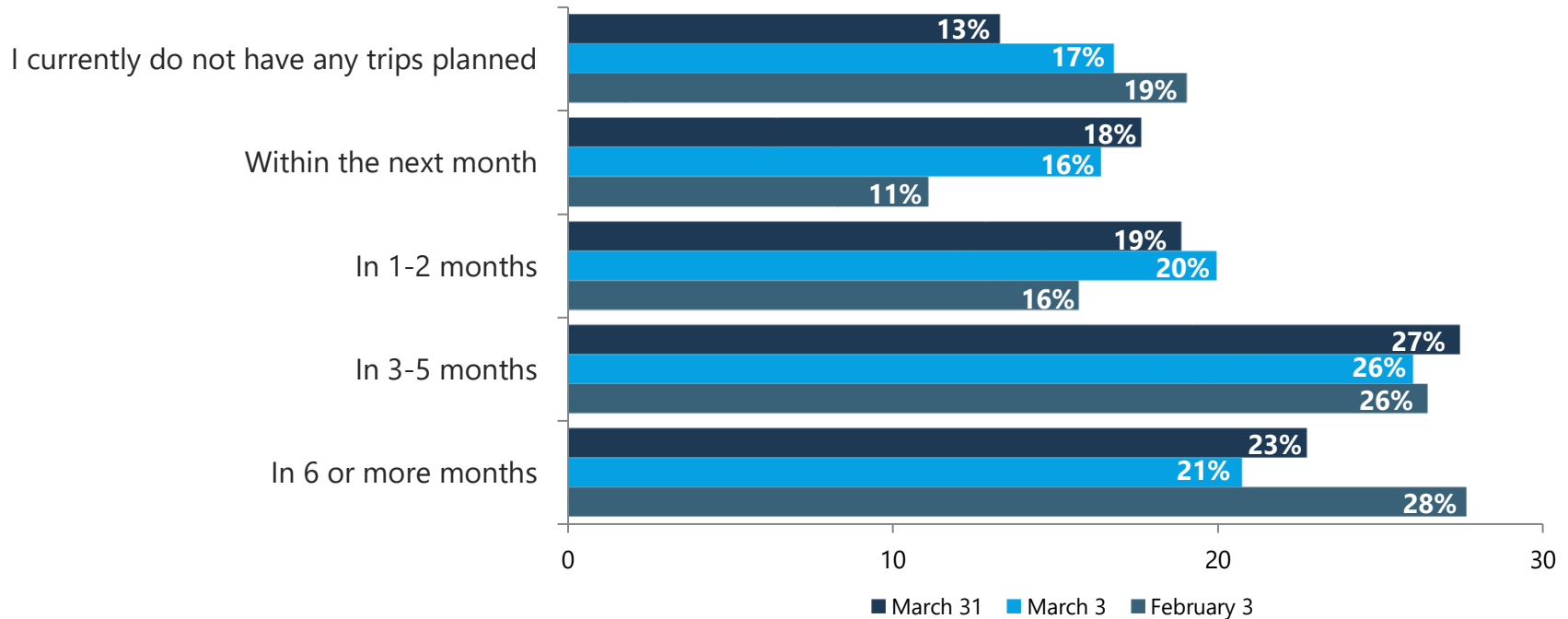
IMPACT ON TRAVEL PLANS

When Is Your Next Trip?



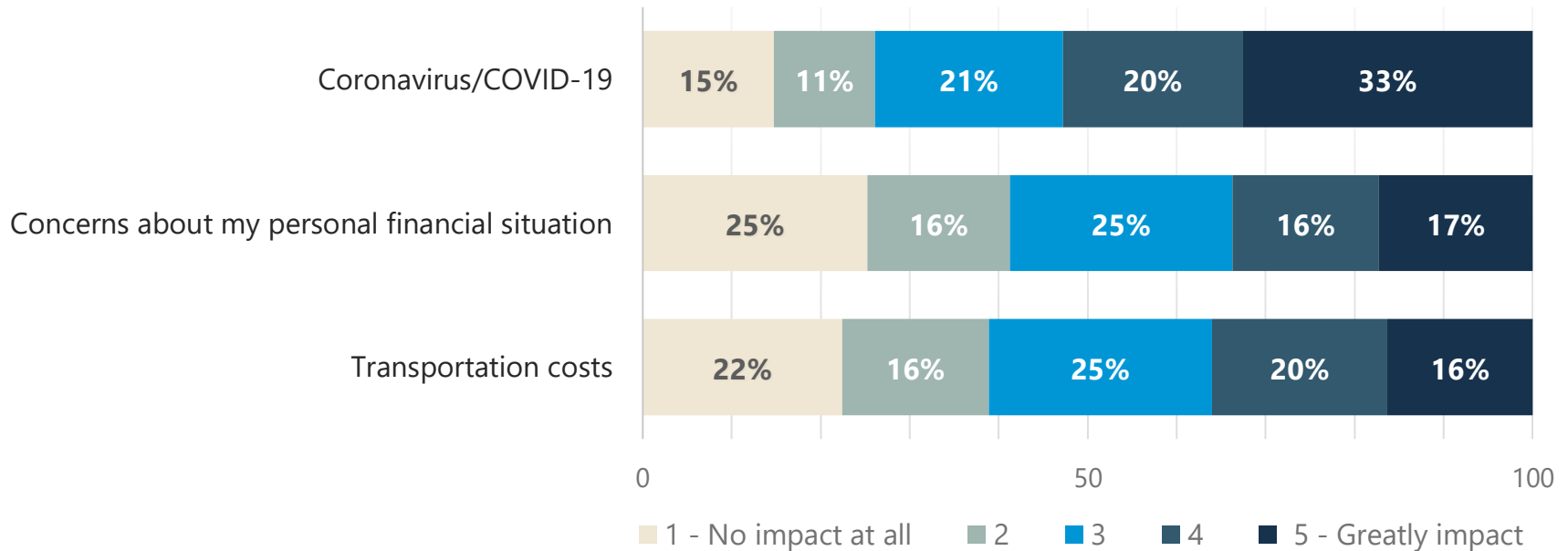
IMPACT ON TRAVEL PLANS

When Is Your Next Trip?



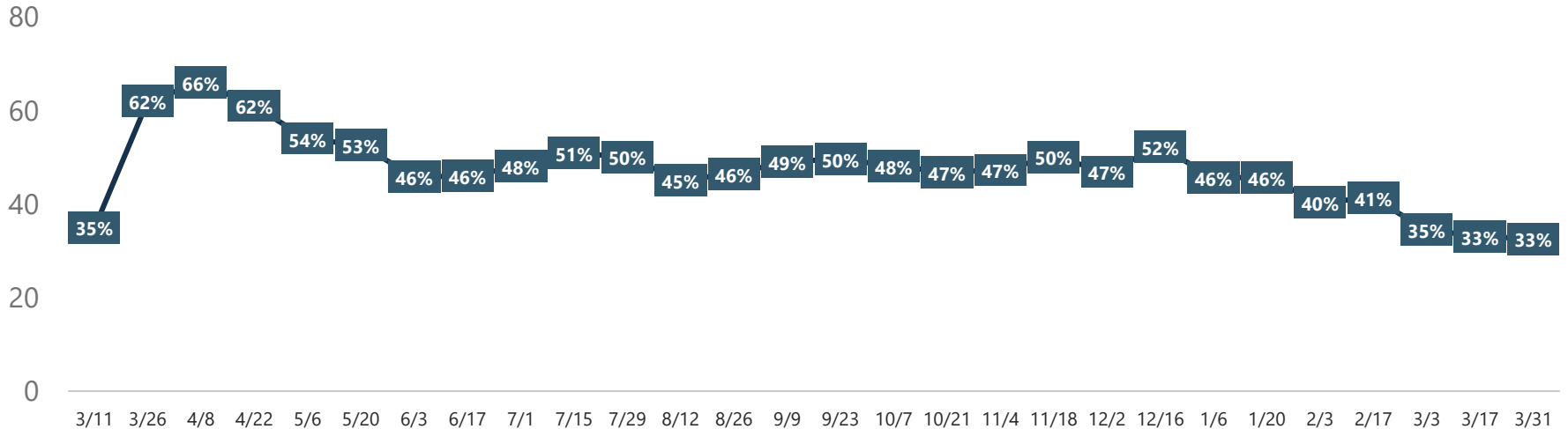
IMPACT ON TRAVEL PLANS

Factors Impacting Decisions to Travel in Next Six Months



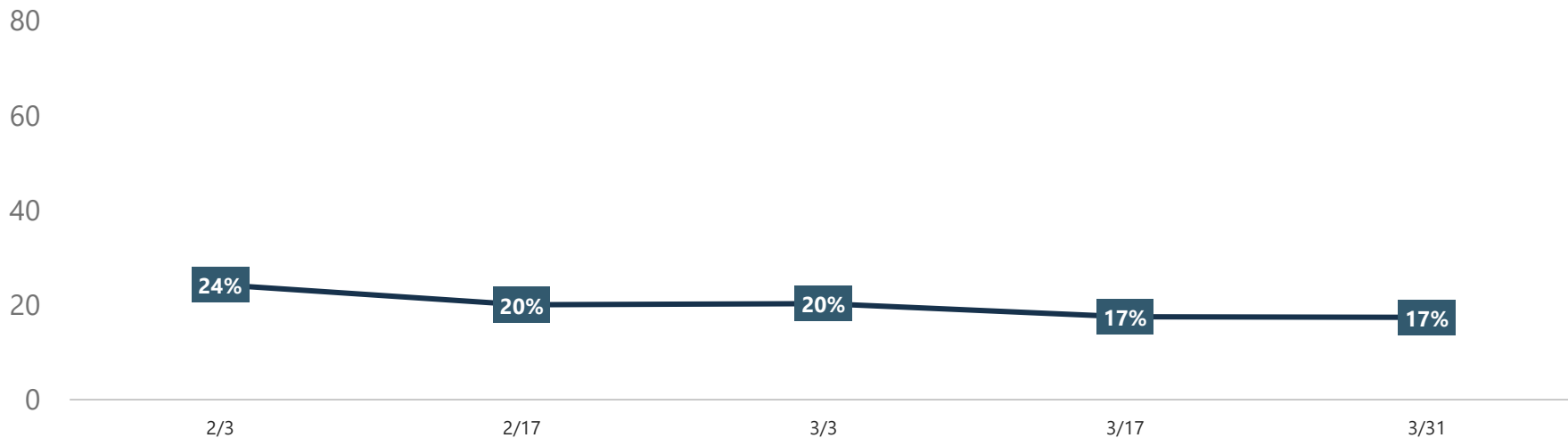
IMPACT ON TRAVEL PLANS

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



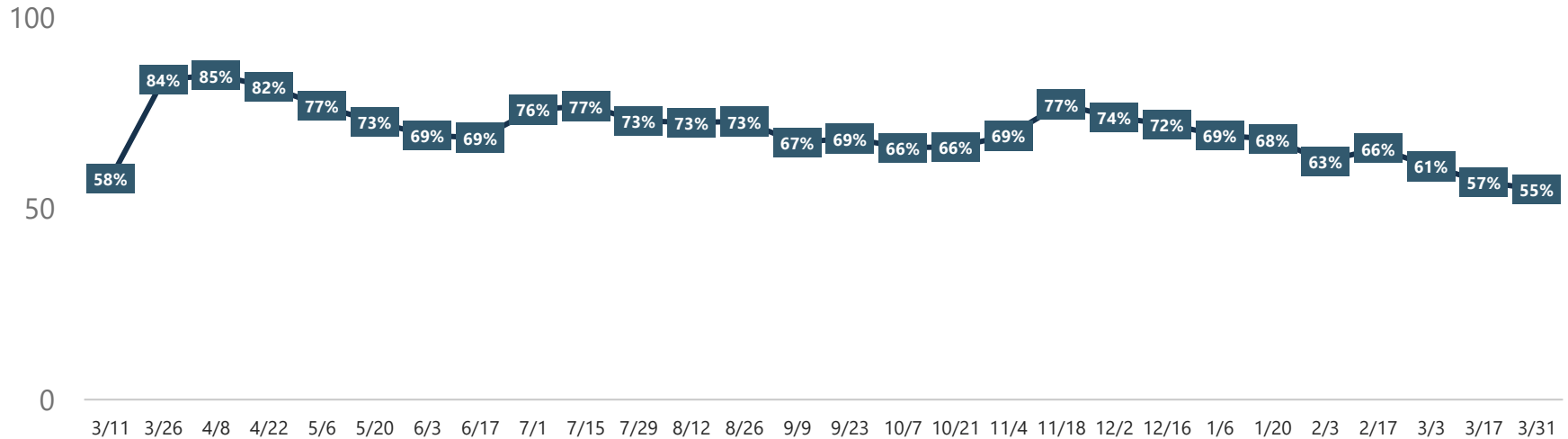
IMPACT ON TRAVEL PLANS

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



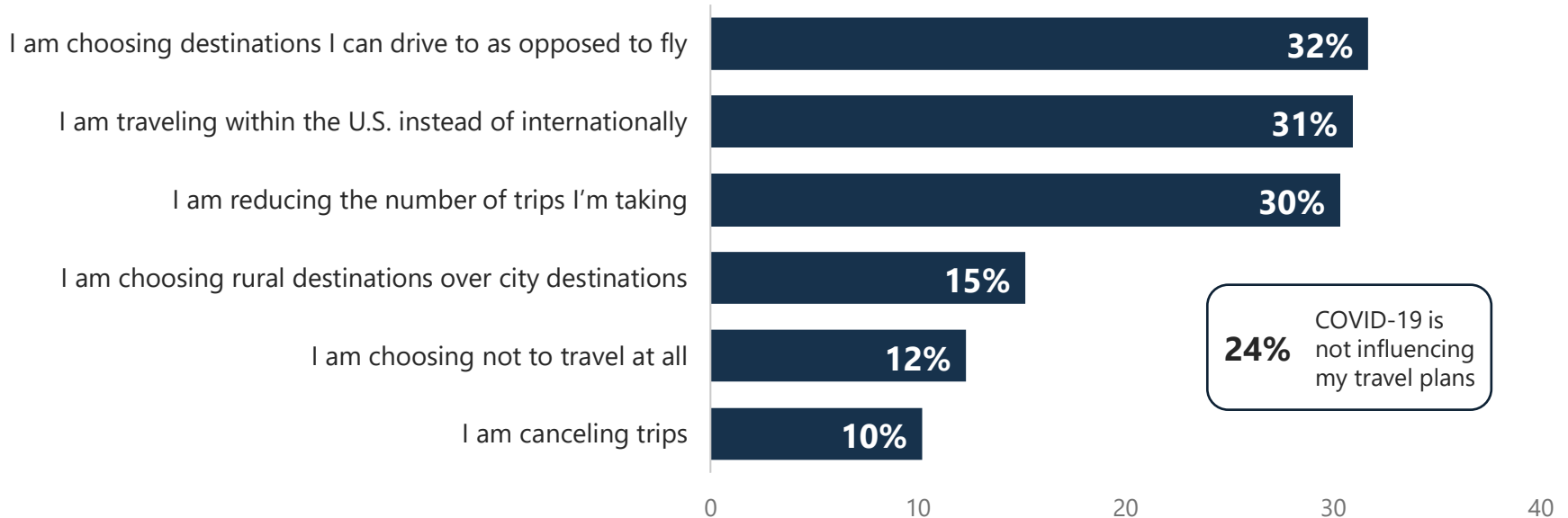
IMPACT ON TRAVEL PLANS

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



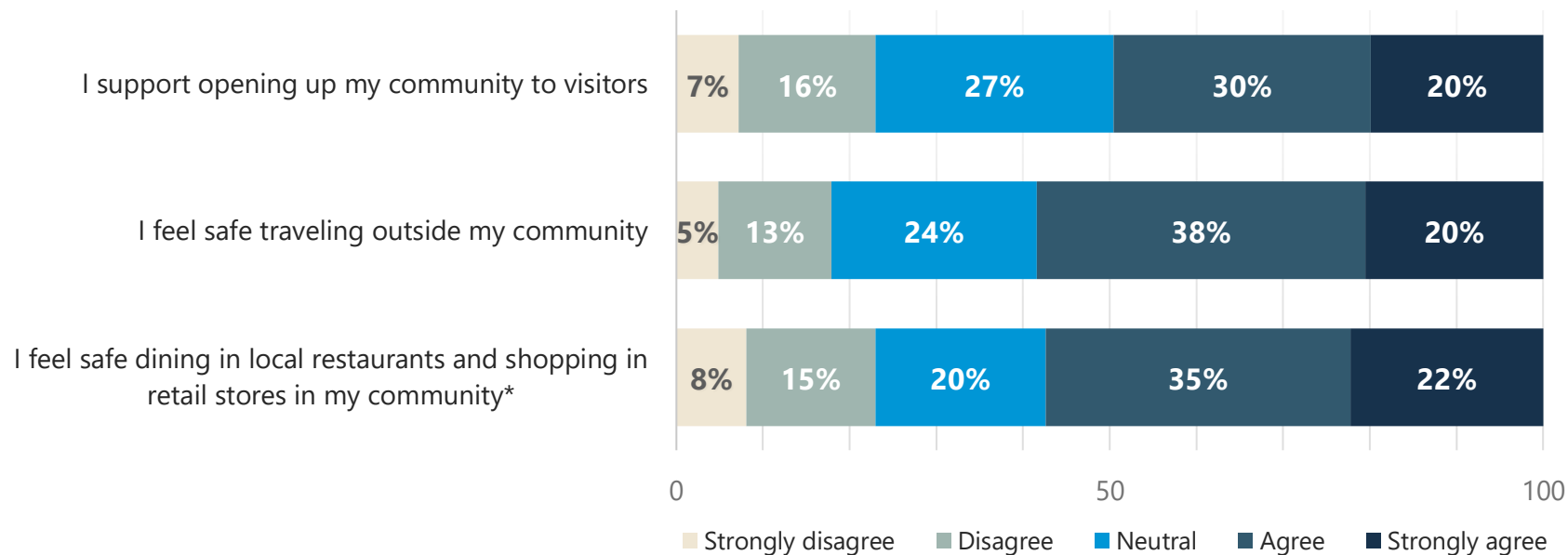
IMPACT ON TRAVEL PLANS

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



TRAVEL PERCEPTIONS

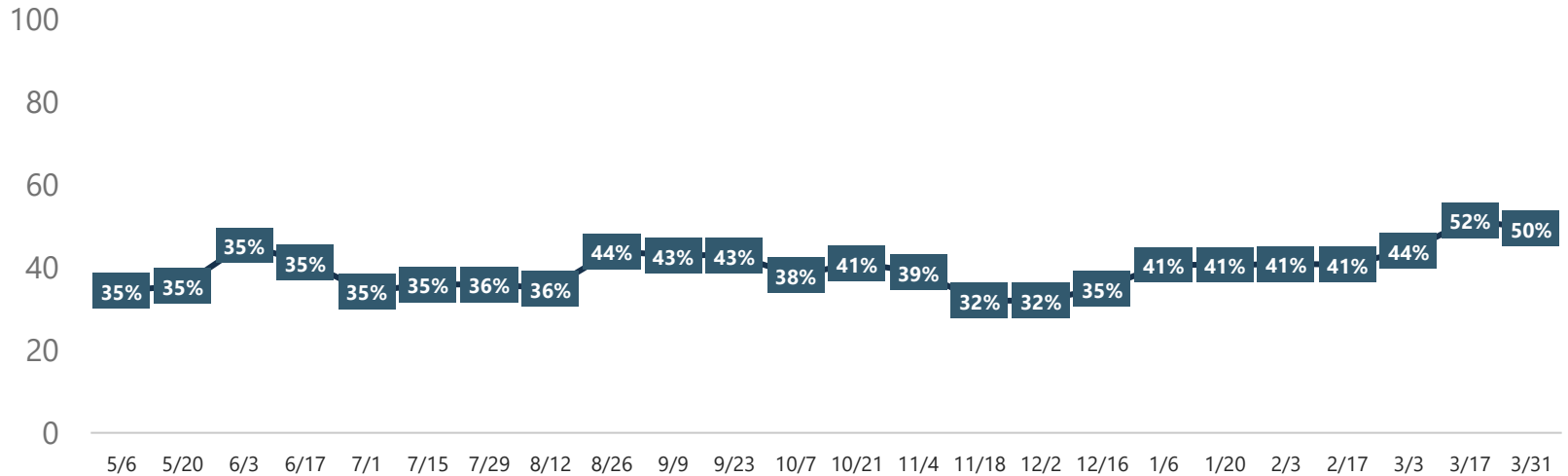
Perceptions of Safety and Travel



*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"

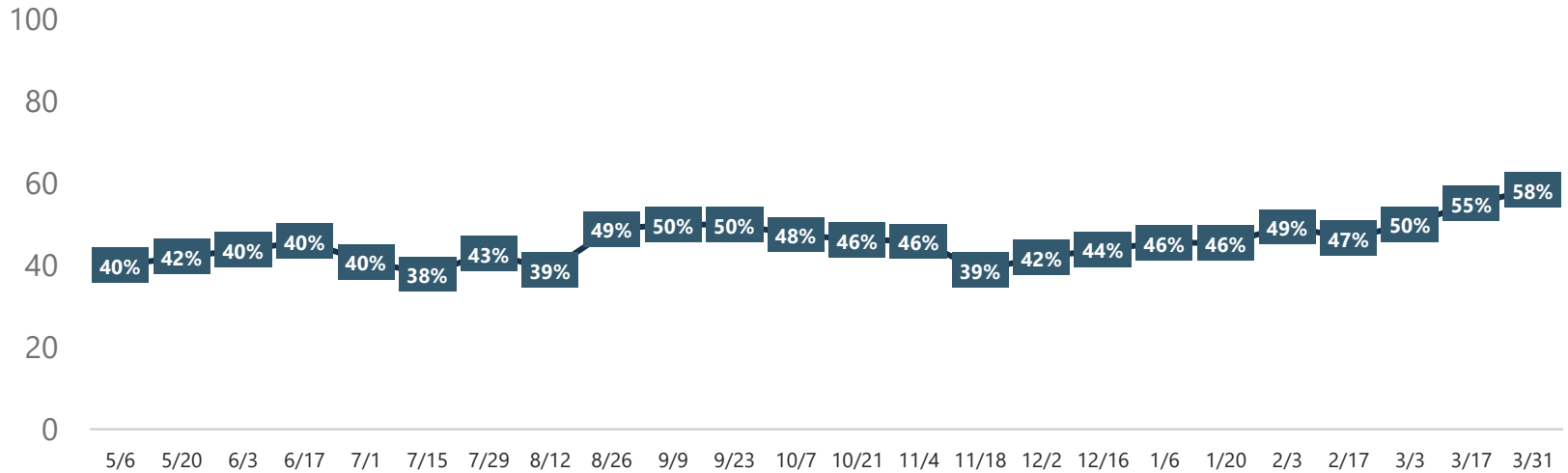
TRAVEL PERCEPTIONS

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



TRAVEL PERCEPTIONS

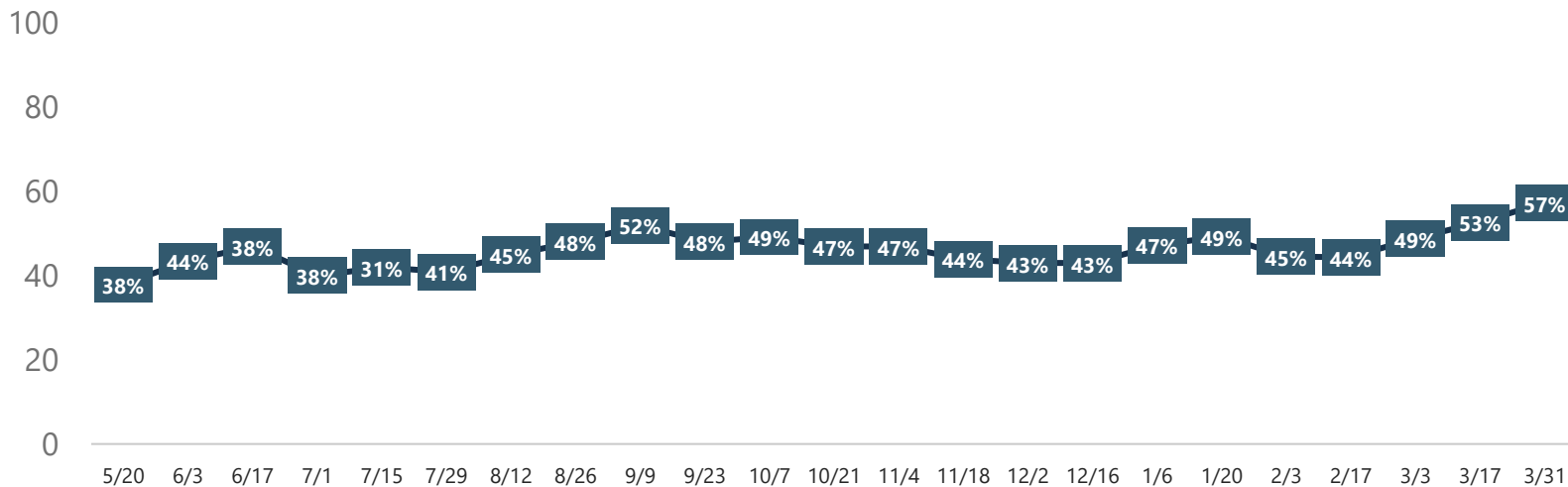
I Feel Safe Traveling Outside My Community Comparison of Travelers Who Strongly Agree or Agree



TRAVEL PERCEPTIONS

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

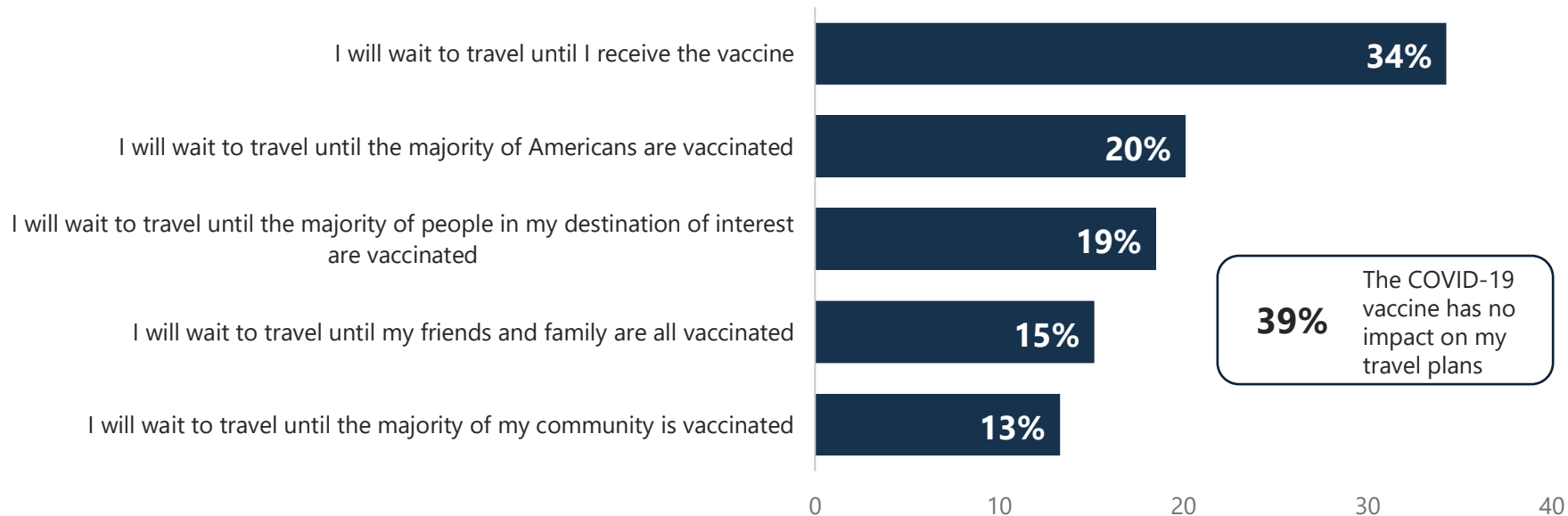
Comparison of Travelers Who Strongly Agree or Agree



*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"

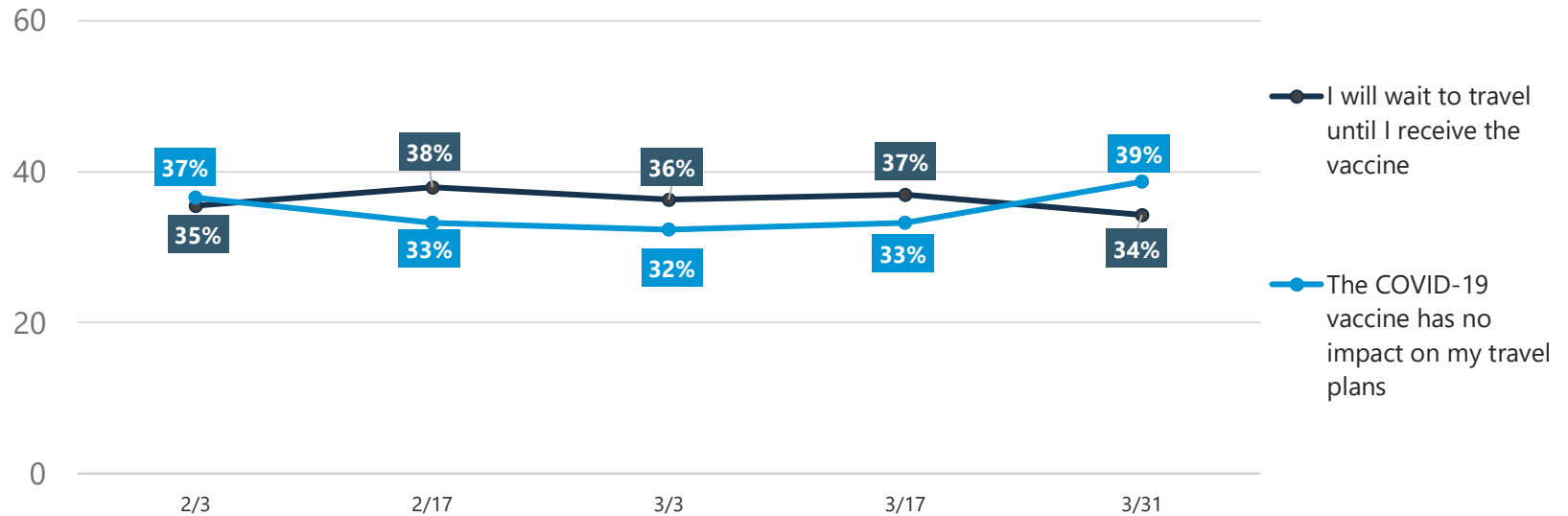
IMPACT ON TRAVEL PLANS

Impact of COVID-19 Vaccine on Travel Plans



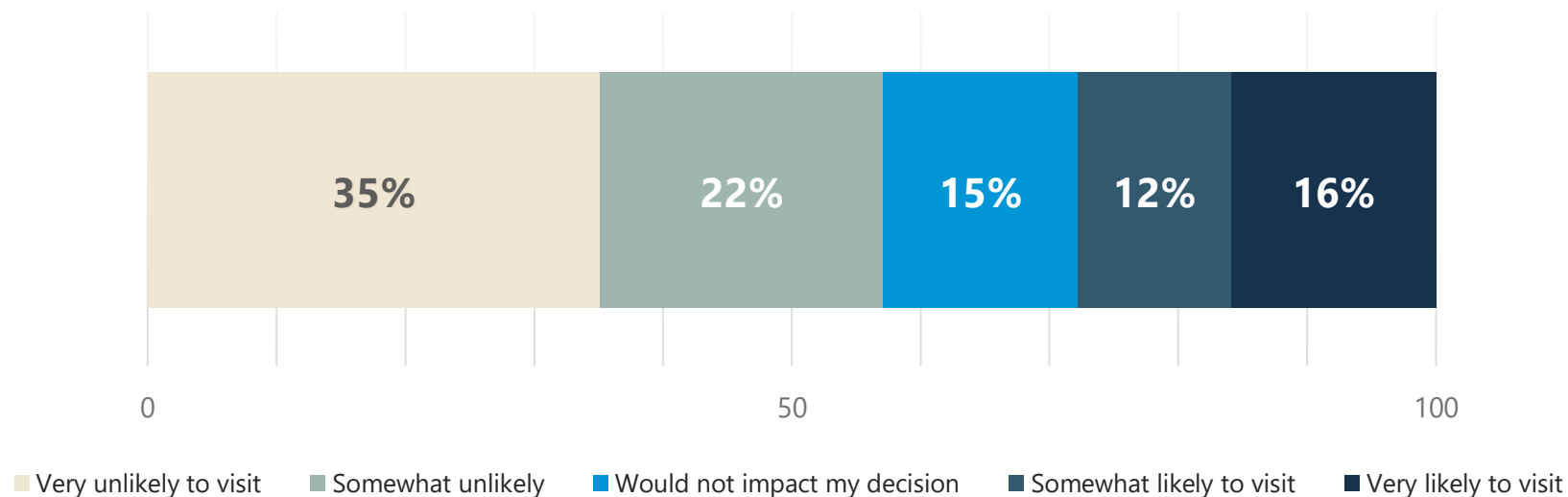
TRAVEL PERCEPTIONS

Impact of COVID-19 Vaccine on Travel Plans



TRAVEL PERCEPTIONS

How likely are you to visit a tourism attraction or business that does not have clear protocols or mask and distancing requirements in place?



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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