



CLARITY

in a time of

CHANGE

Rebuilding Travel

# Travel Sentiment Study Wave 69

JANUARY 10, 2023

**miles**  
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**Longwoods**  
INTERNATIONAL

COVID-19

# TRAVEL SENTIMENT STUDY WAVE 69

Fielded January 4, 2023

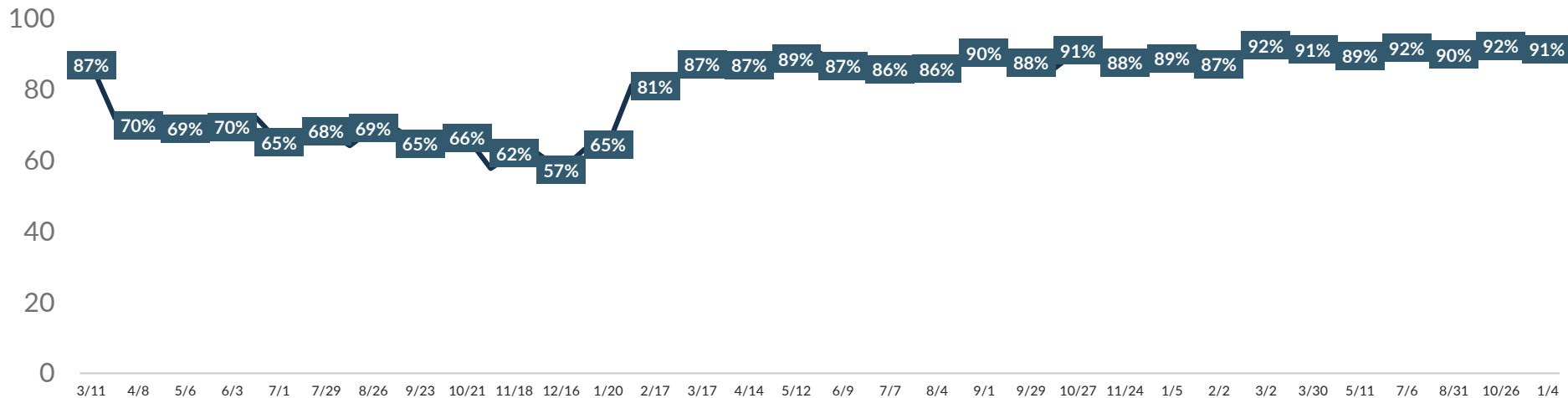
U.S. National Sample of 1,000 adults 18+

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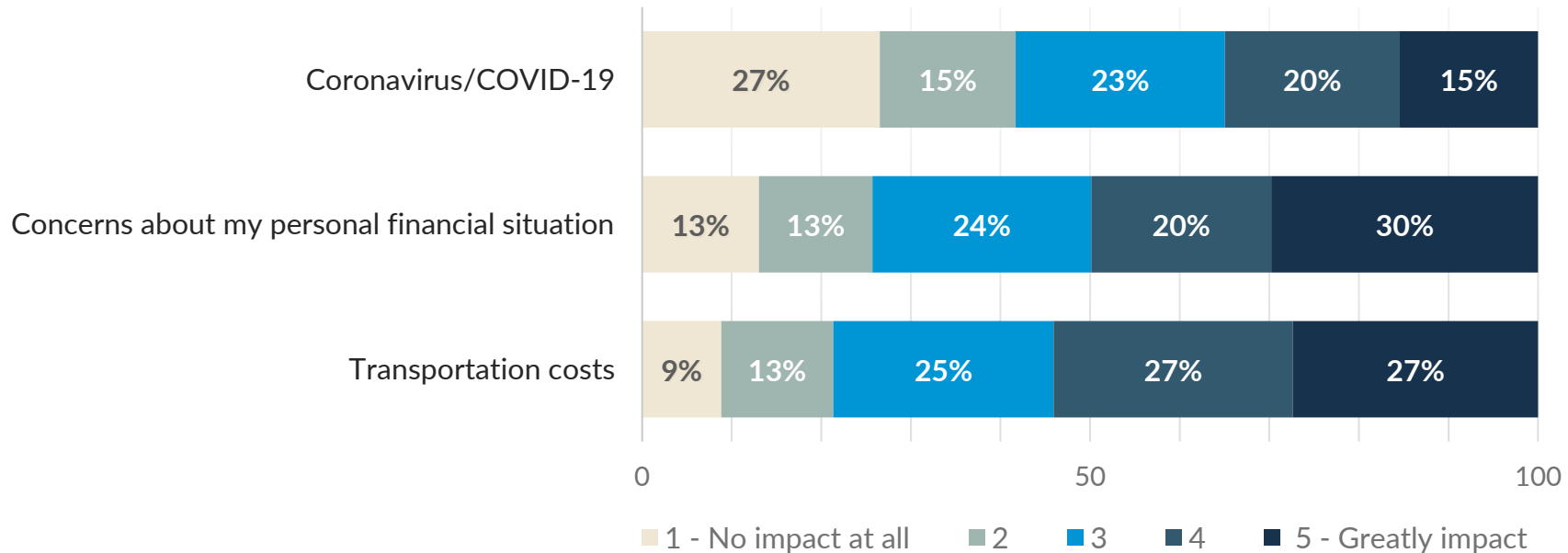
# IMPACT ON TRAVEL PLANS

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



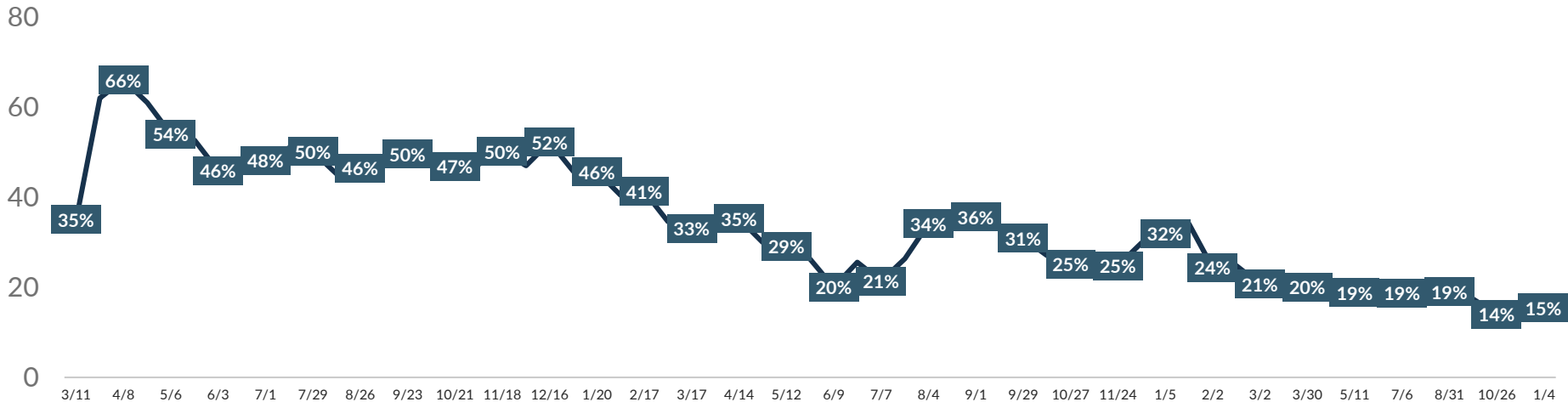
# IMPACT ON TRAVEL PLANS

## Factors Impacting Decisions to Travel in Next Six Months



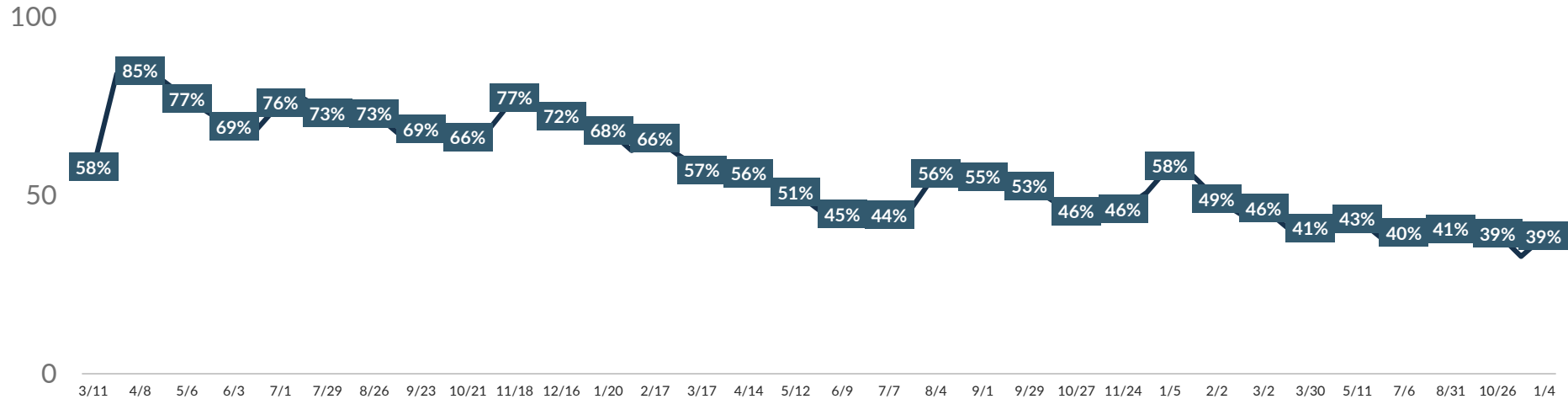
# IMPACT ON TRAVEL PLANS

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



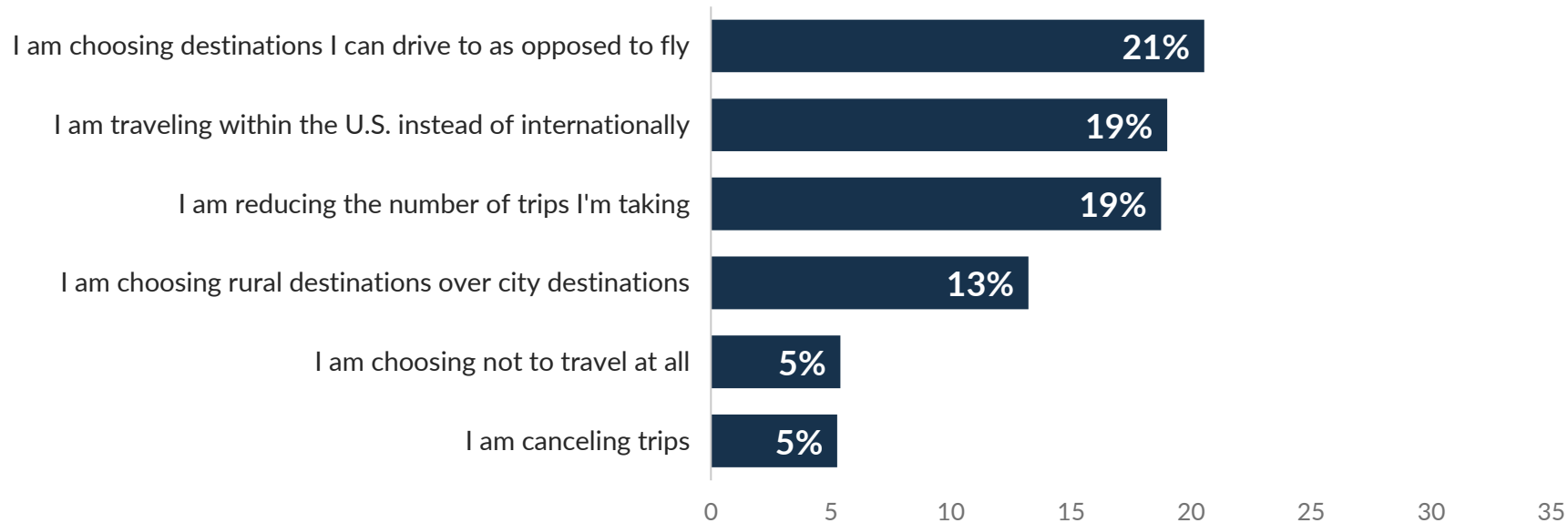
# IMPACT ON TRAVEL PLANS

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



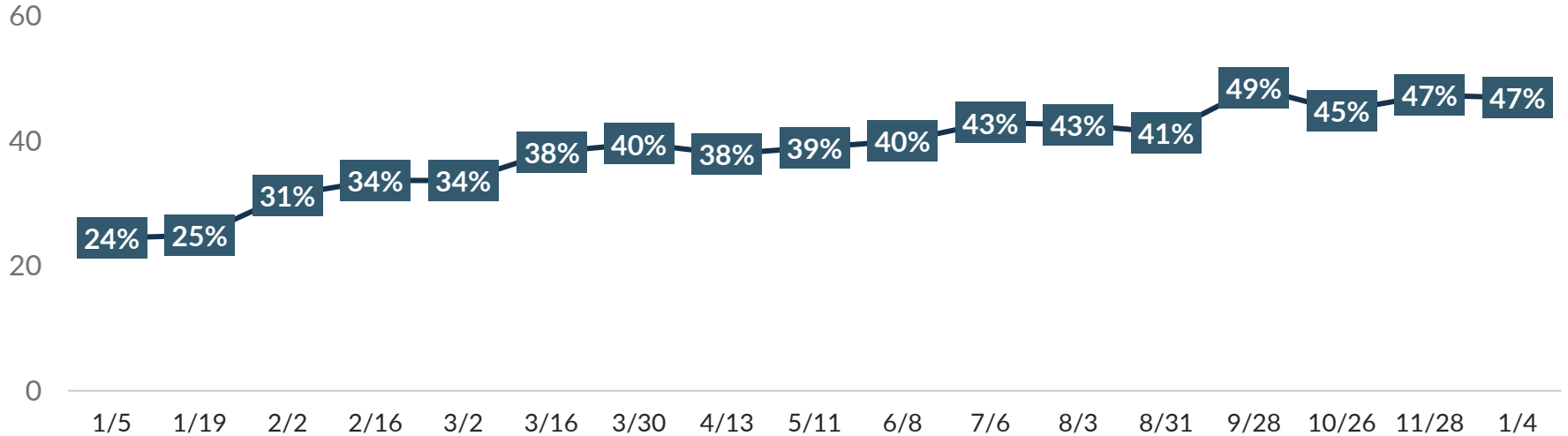
## IMPACT ON TRAVEL PLANS

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



## IMPACT ON TRAVEL PLANS

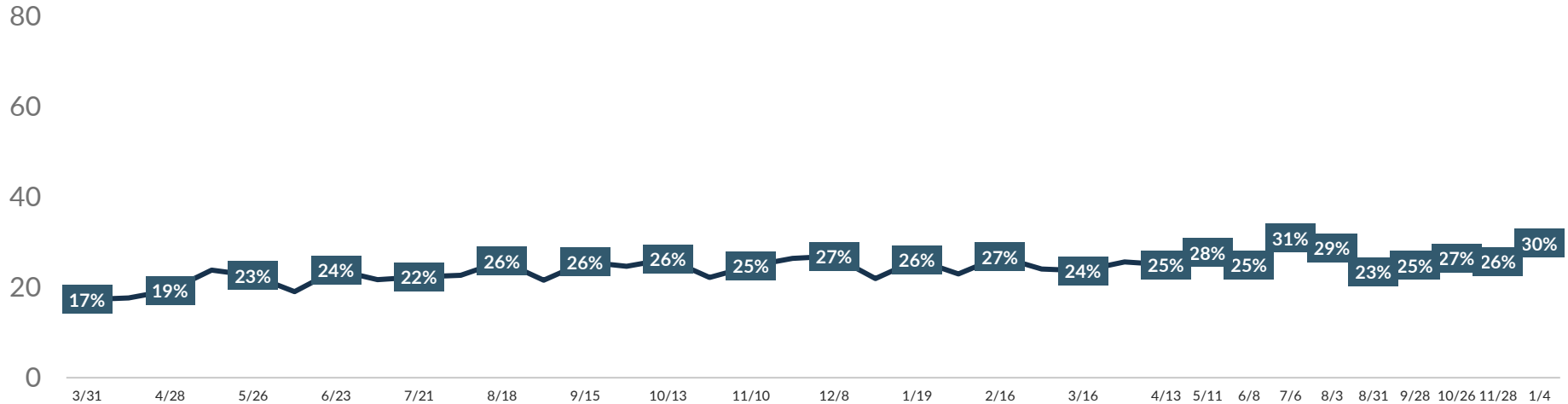
### Influence of COVID-19 on Travel Plans in the Next Six Months COVID-19 is Not Influencing my Travel Plans





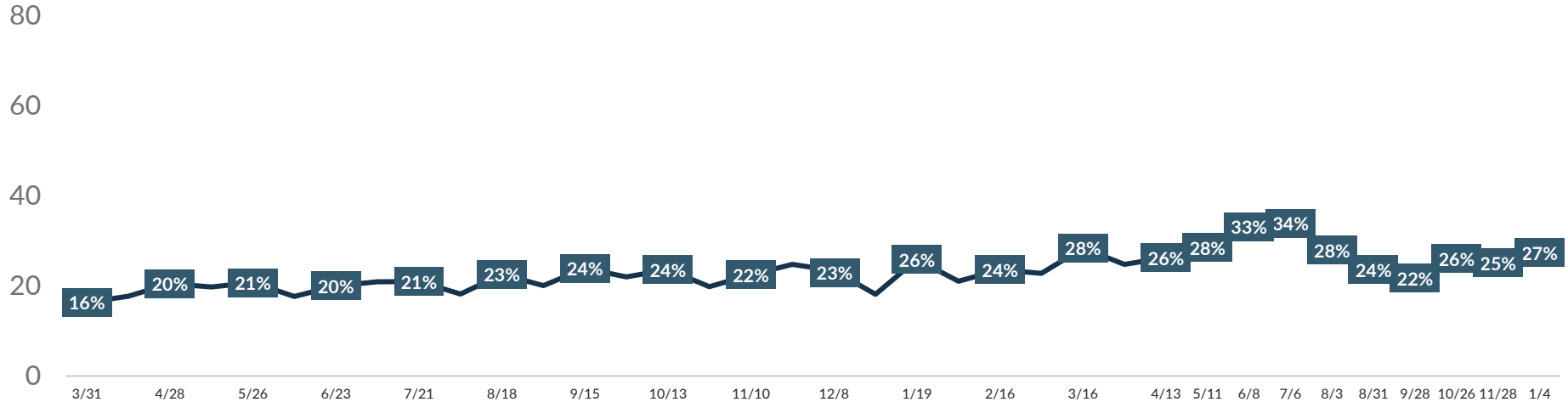
## IMPACT ON TRAVEL PLANS

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



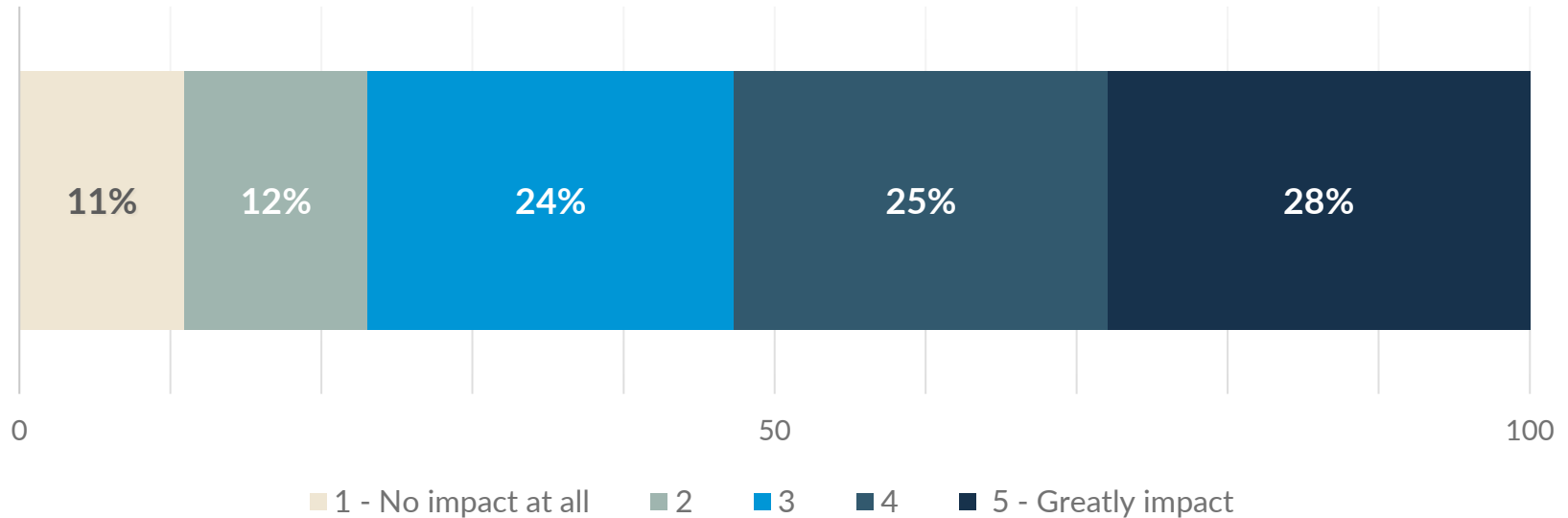
# IMPACT ON TRAVEL PLANS

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



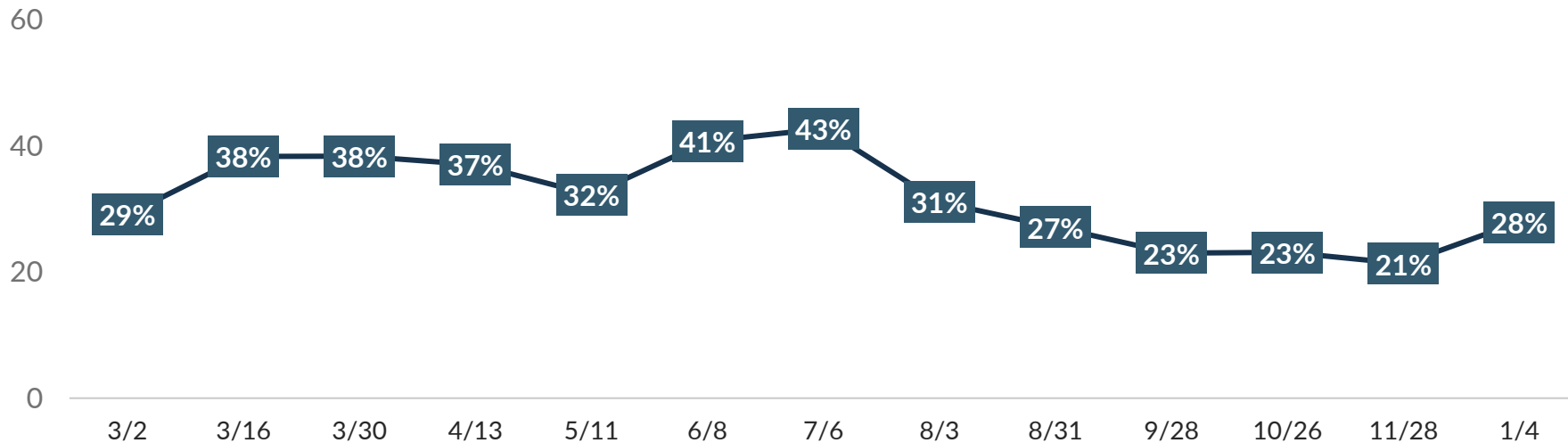
# IMPACT ON TRAVEL PLANS

## Impact of Gas Prices on Decisions to Travel in Next Six Months



## IMPACT ON TRAVEL PLANS

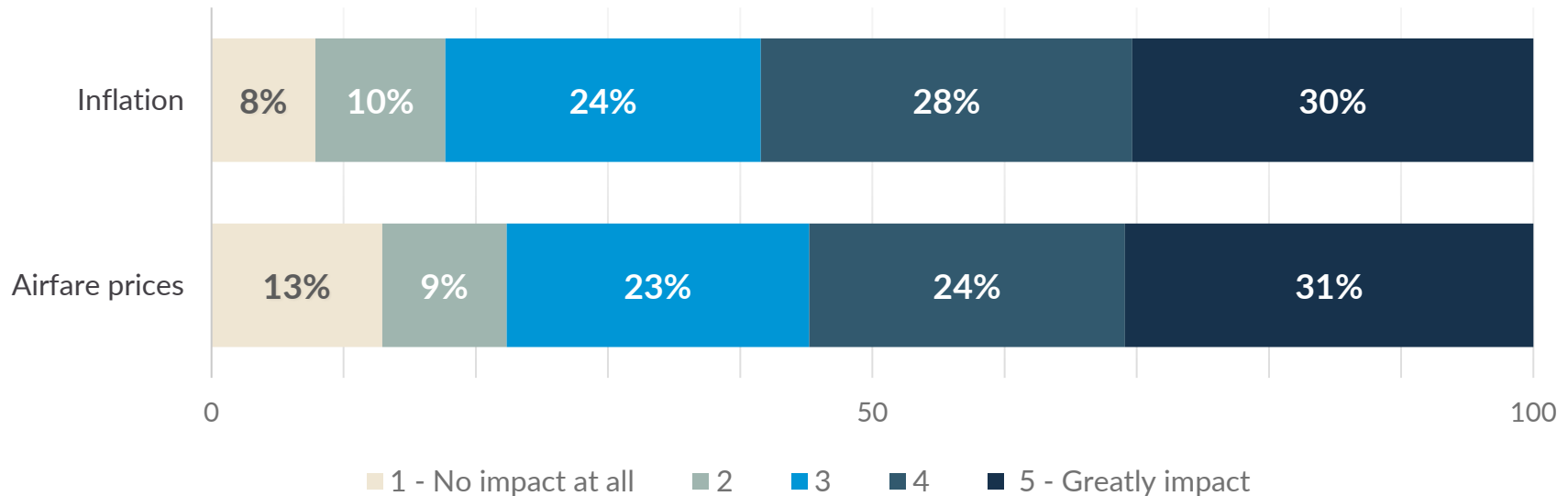
### Indicated that Gas Prices\* Would Greatly Impact their Decision to Travel in the Next Six Months



\*Note: Prior to 8/31, respondents were asked about the impact of *rising* gas prices. Beginning on 8/31, *rising* was removed from the question.  
Travel Sentiment Study Wave 69

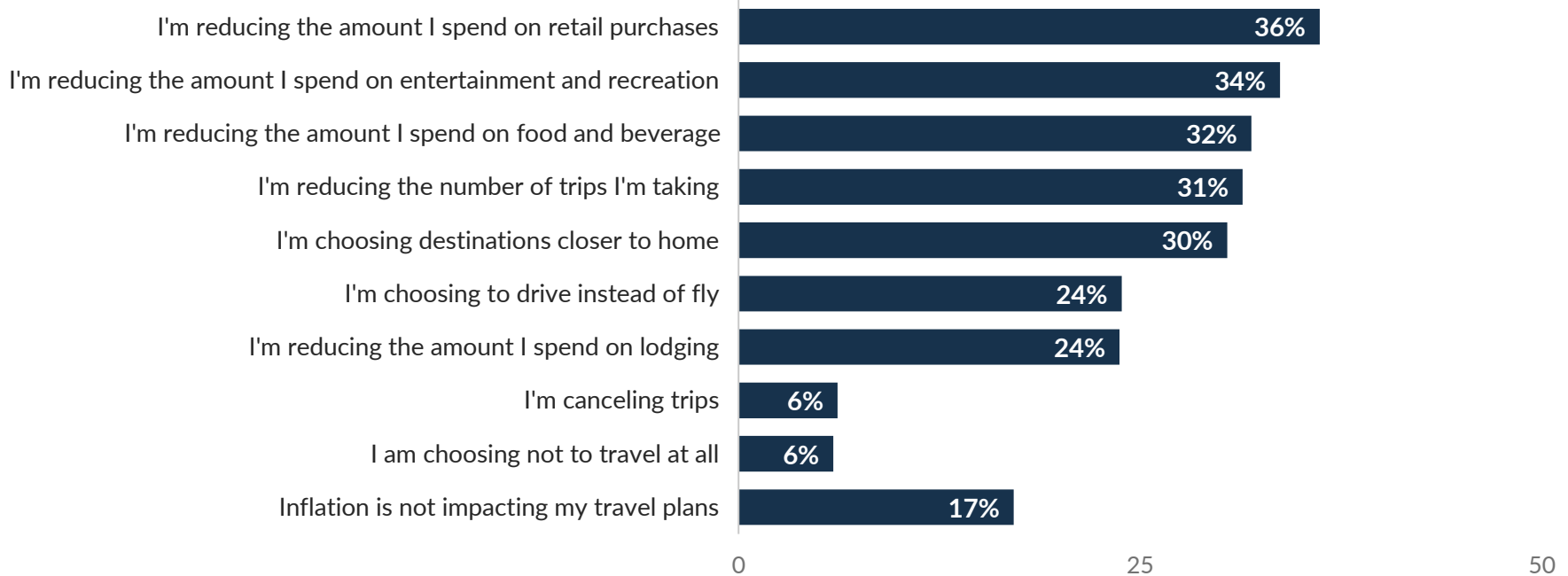
## IMPACT ON TRAVEL PLANS

### Impact of Inflation and Airfare Prices on Decisions to Travel in Next Six Months



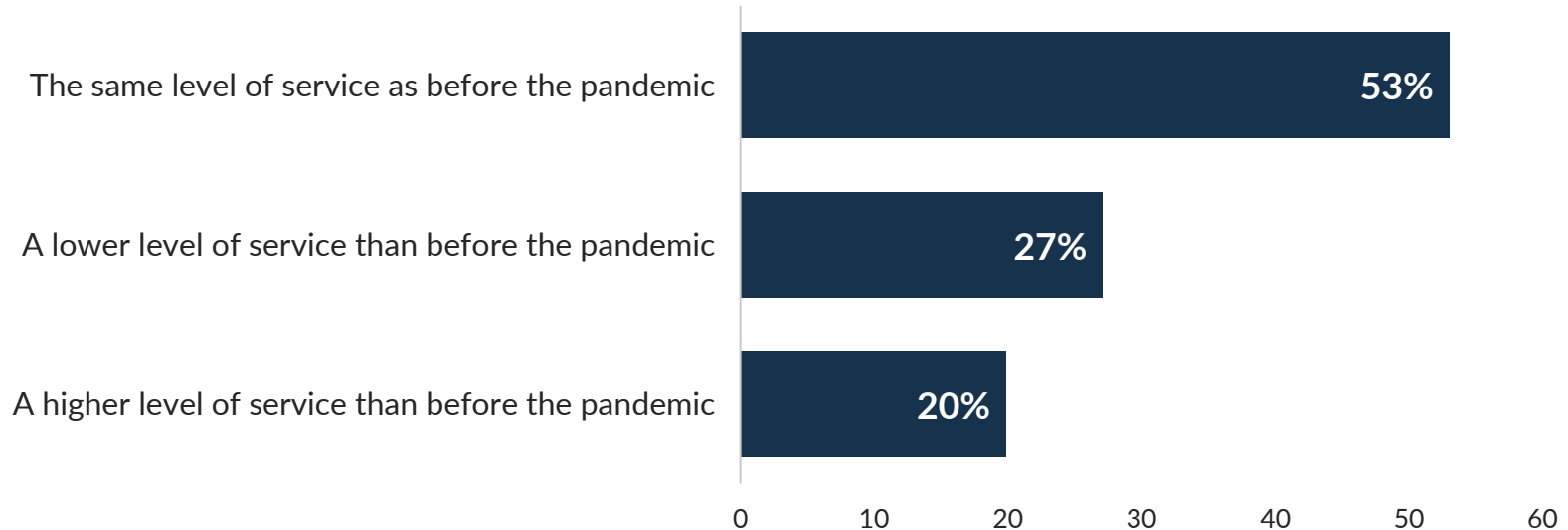
# IMPACT ON TRAVEL PLANS

## Impact of Inflation on Travel Plans



## IMPACT ON TRAVEL PLANS

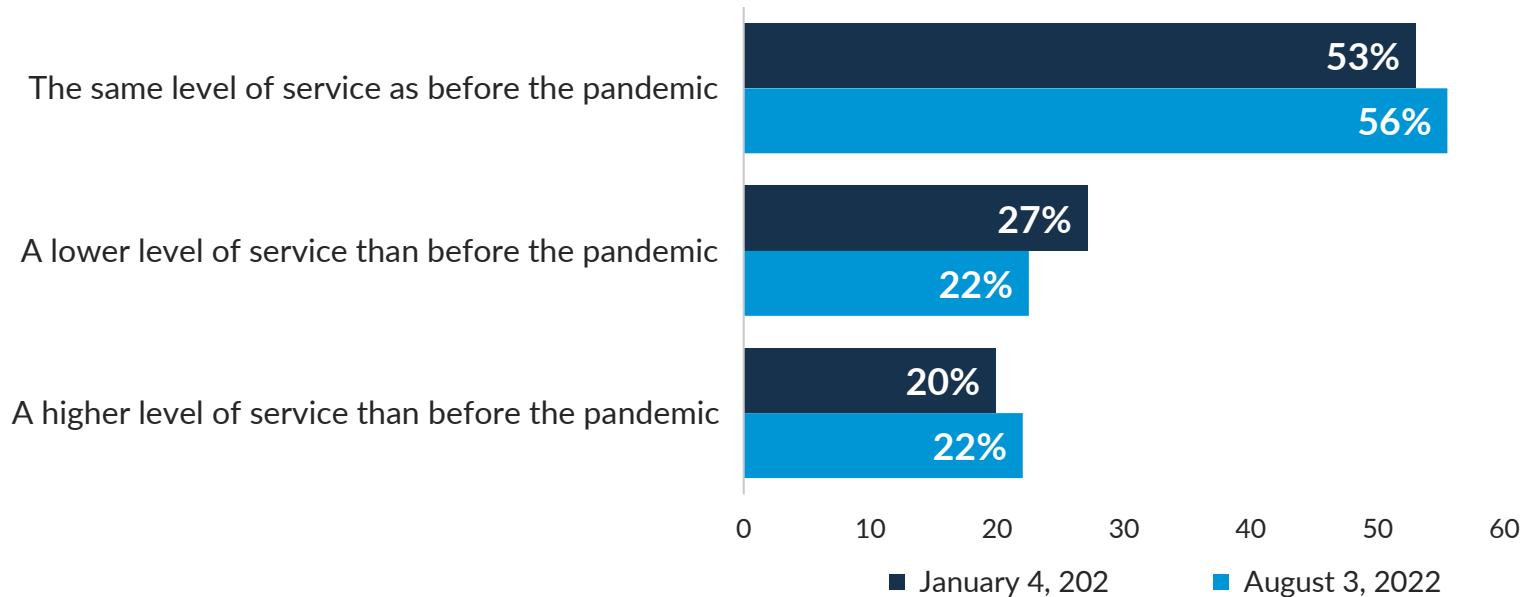
On your most recent trip in the last three months, what level of service did you receive from tourism and hospitality businesses?



**15%** Have not taken a trip in last three months

## IMPACT ON TRAVEL PLANS

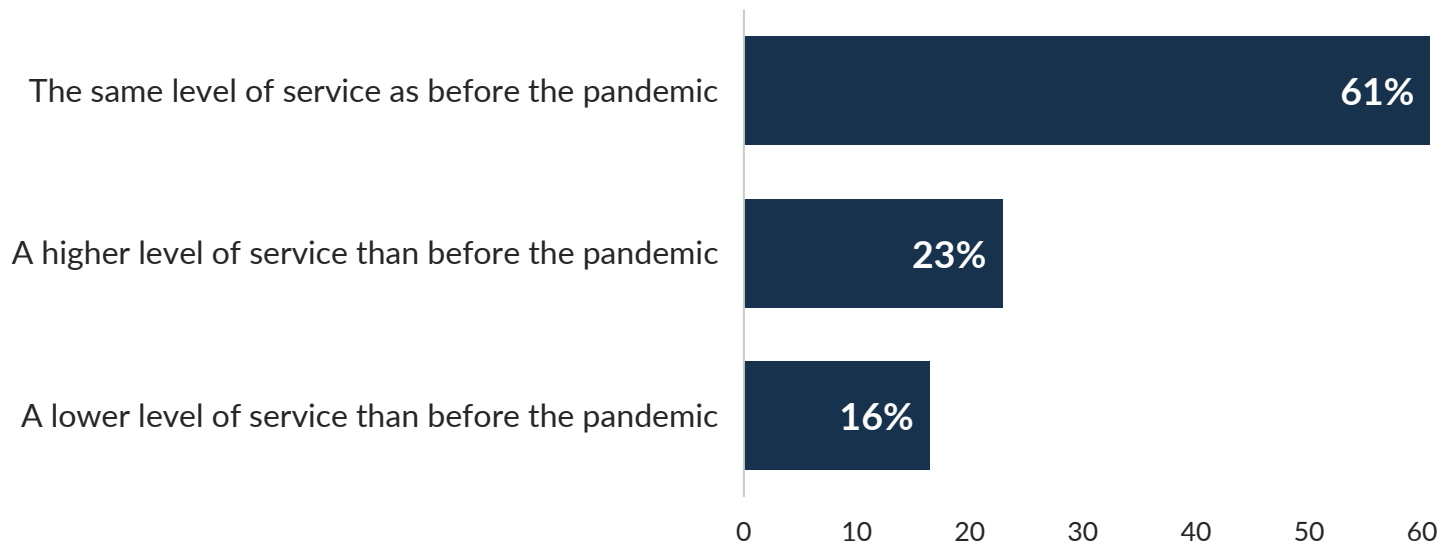
On your most recent trip in the last three months, what level of service did you receive from tourism and hospitality businesses?





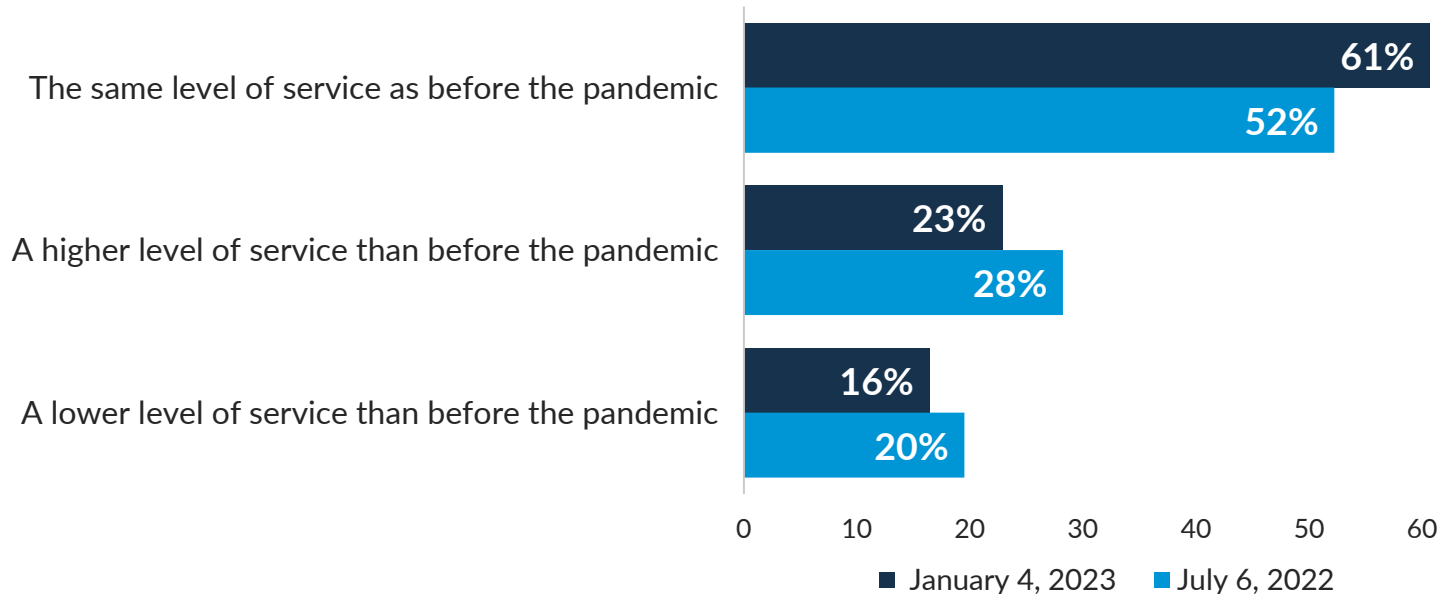
## IMPACT ON TRAVEL PLANS

When traveling in the next three months, what level of service do you expect to receive from tourism and hospitality businesses?



## IMPACT ON TRAVEL PLANS

When traveling in the next three months, what level of service do you expect to receive from tourism and hospitality businesses?



## *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 low on the horizon, creating a bright orange and yellow glow that reflects on the water's surface. A dark silhouette of a tree is visible on the left side of the frame. In the foreground, the blurred hull of a boat is visible, suggesting the viewer is on the water. The overall mood is peaceful and grateful.

# Thank You

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