



Travel Sentiment Study Wave 44

AUGUST 24, 2021

miles
PARTNERSHIP

Longwoods
INTERNATIONAL

COVID-19

TRAVEL SENTIMENT STUDY WAVE 44

Fielded August 18, 2021

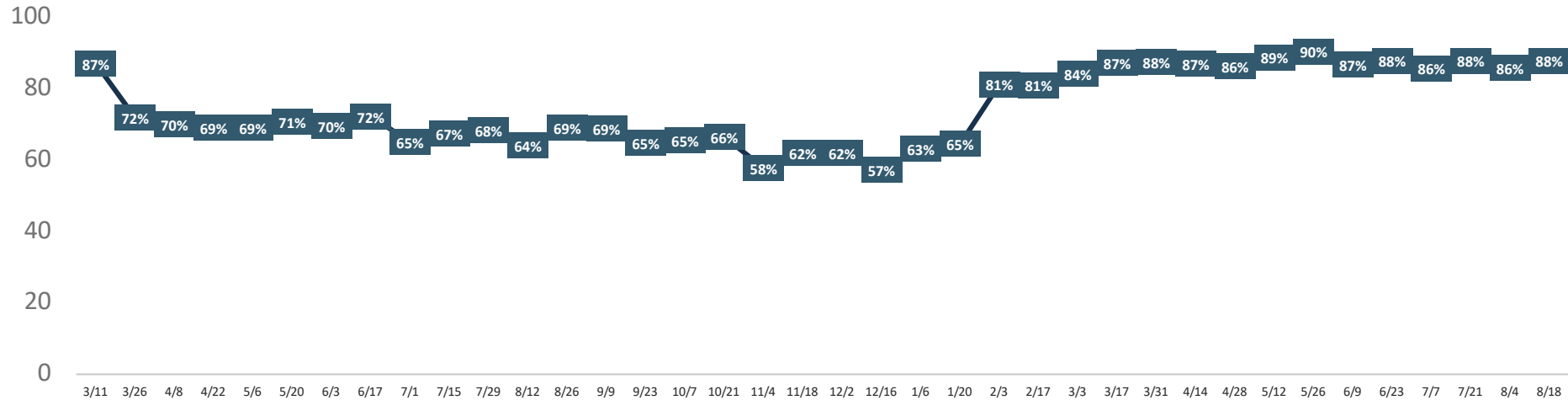
U.S. National Sample of 1,000 adults 18+

miles
PARTNERSHIP

Longwoods
INTERNATIONAL

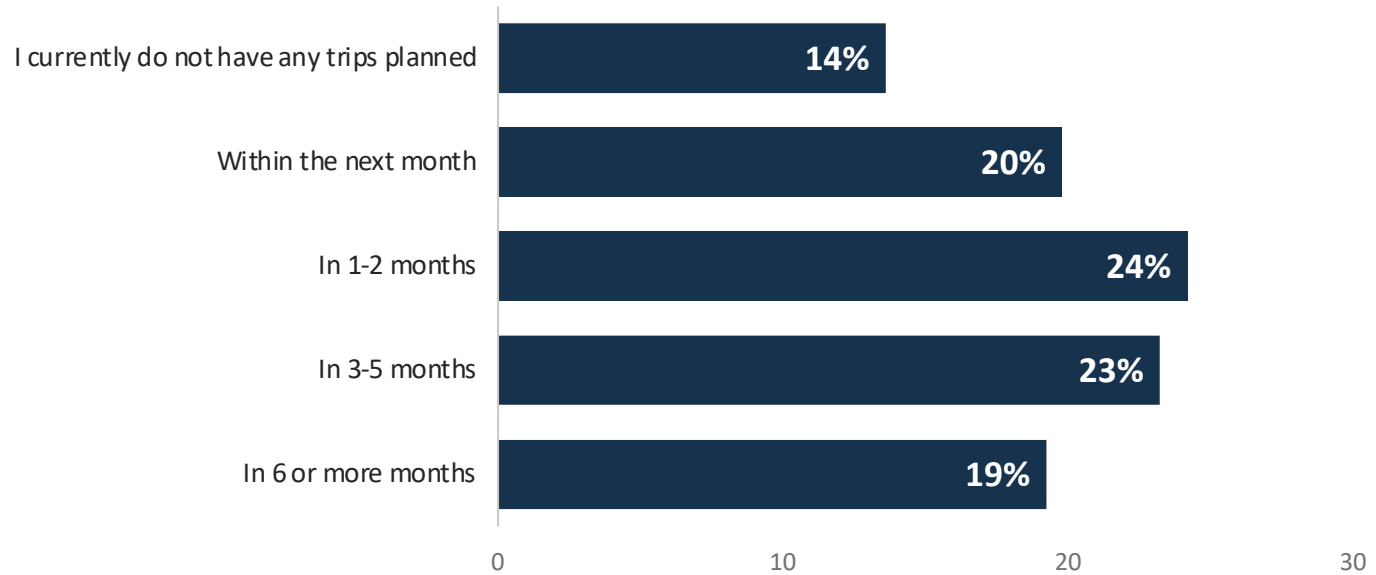
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison



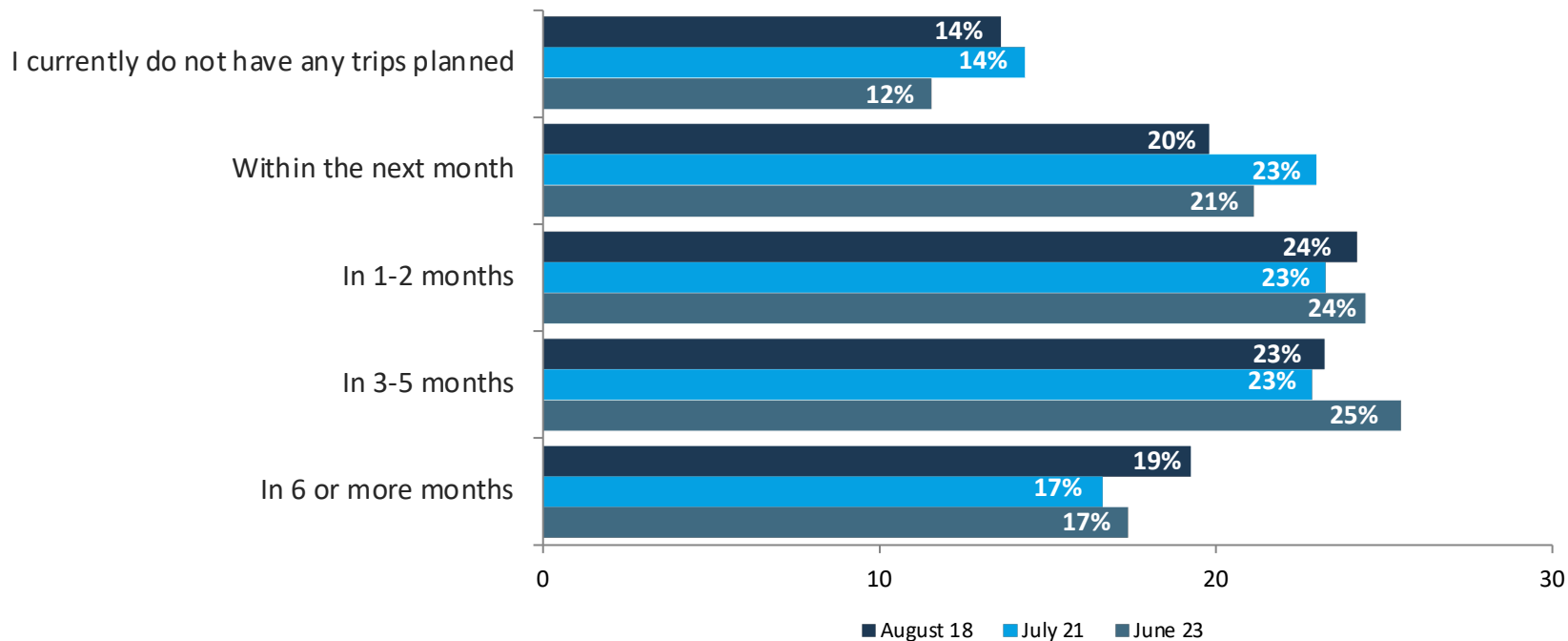
IMPACT ON TRAVEL PLANS

When Is Your Next Trip?

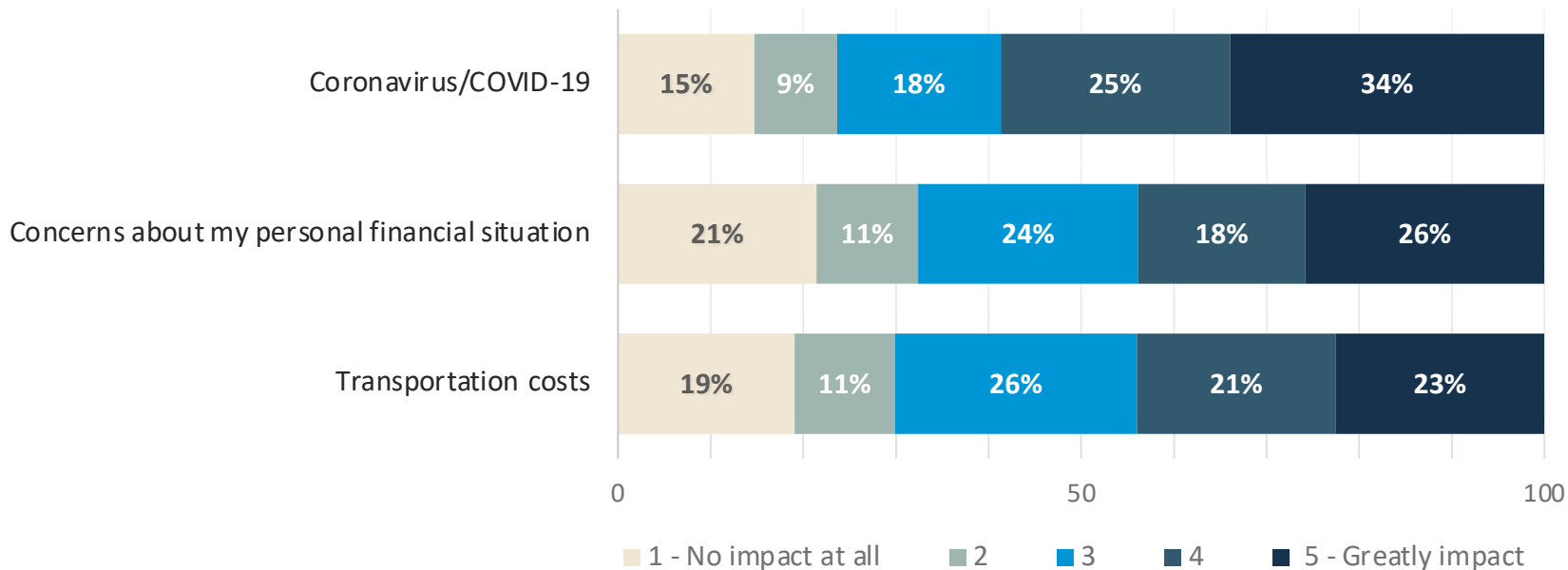


IMPACT ON TRAVEL PLANS

When Is Your Next Trip?

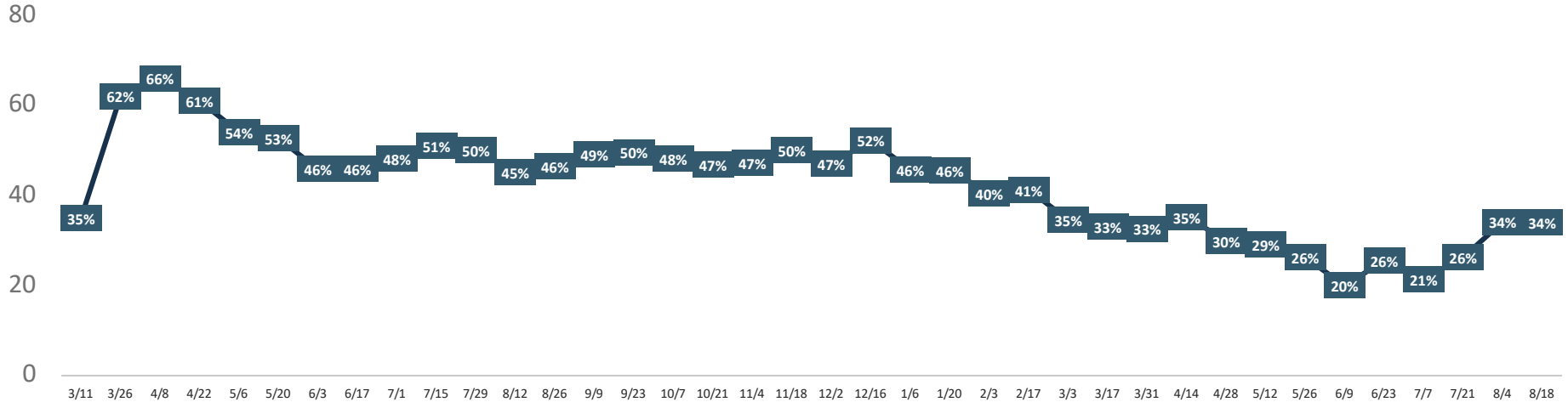


Factors Impacting Decisions to Travel in Next Six Months



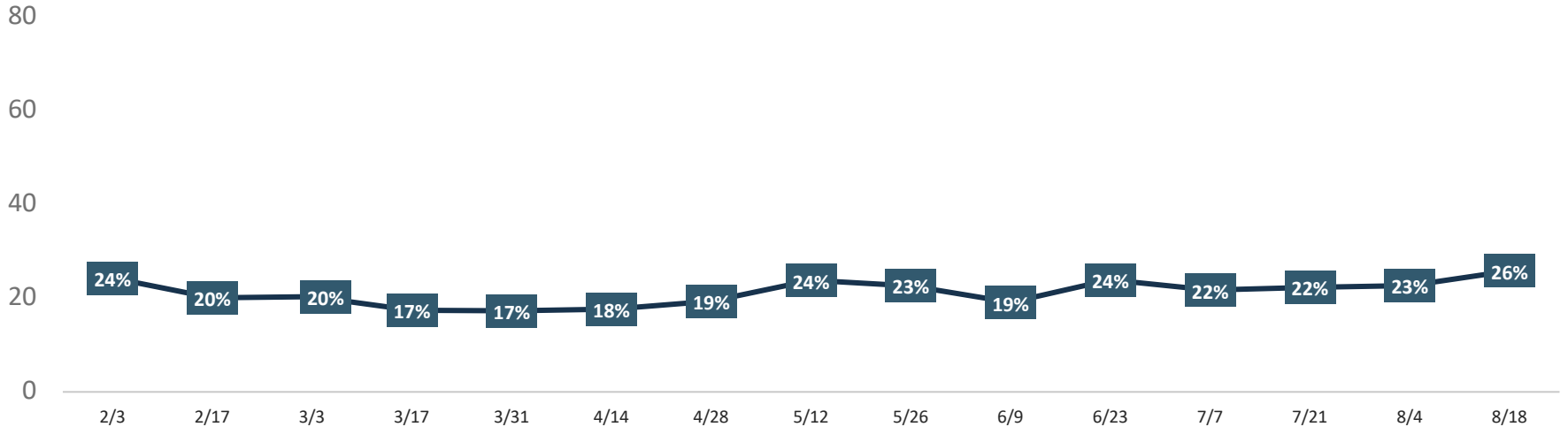
IMPACT ON TRAVEL PLANS

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



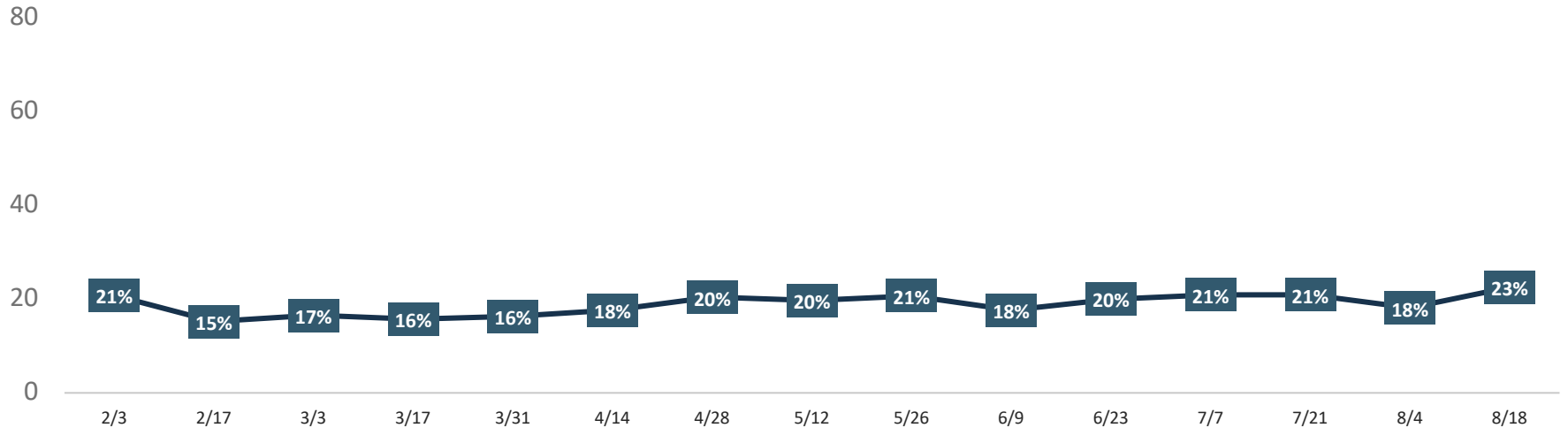
IMPACT ON TRAVEL PLANS

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



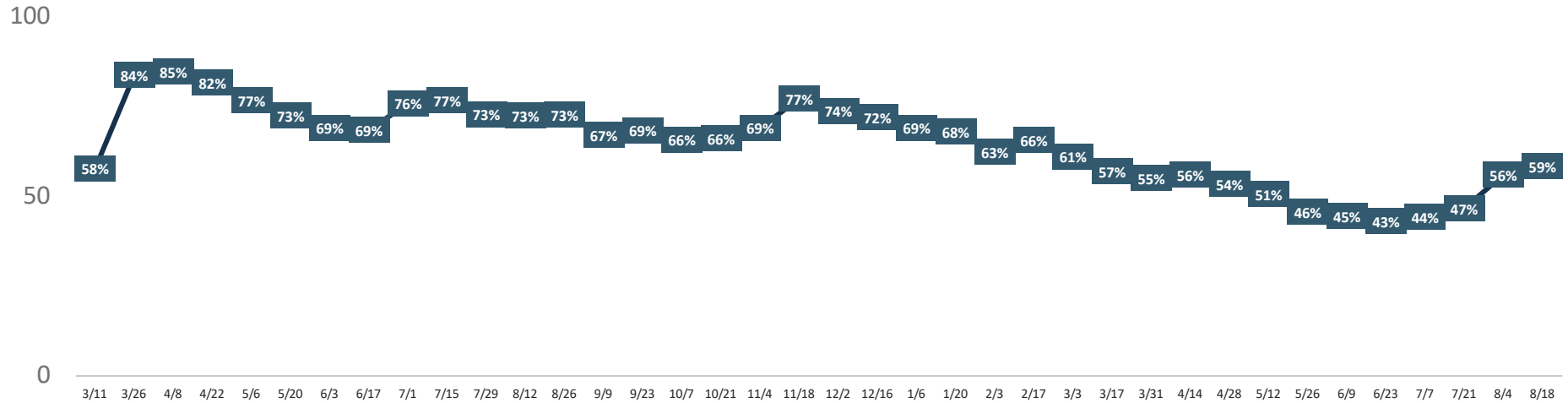
IMPACT ON TRAVEL PLANS

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

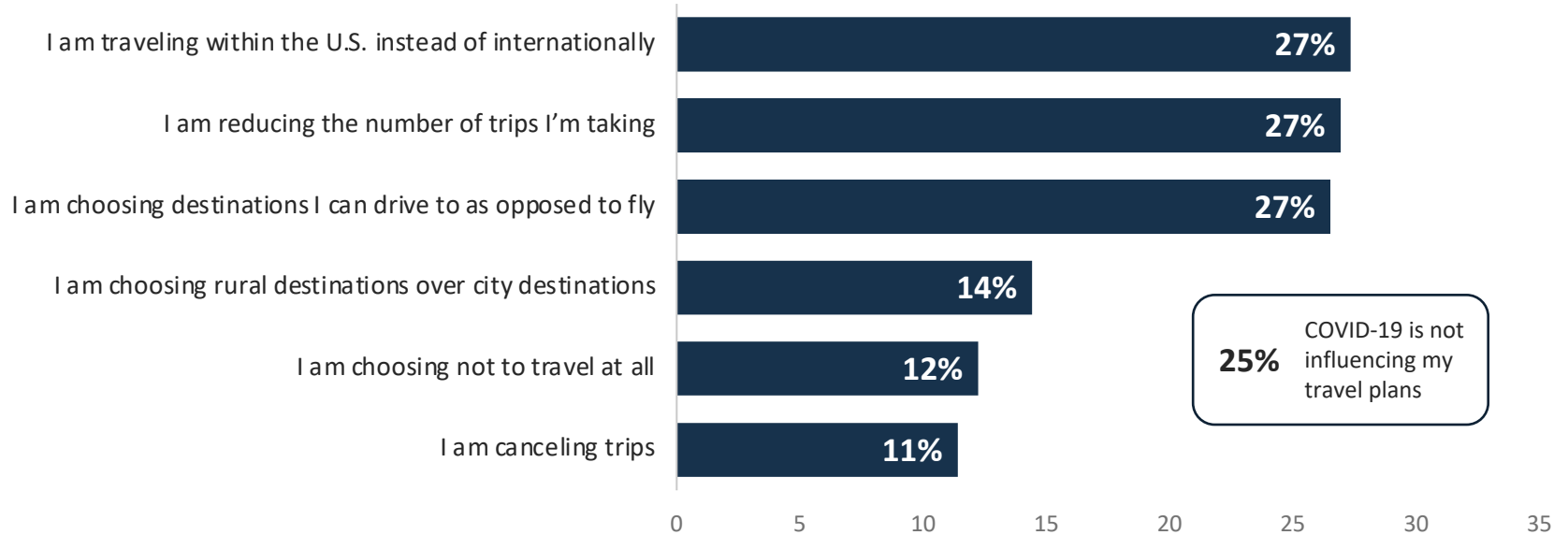


IMPACT ON TRAVEL PLANS

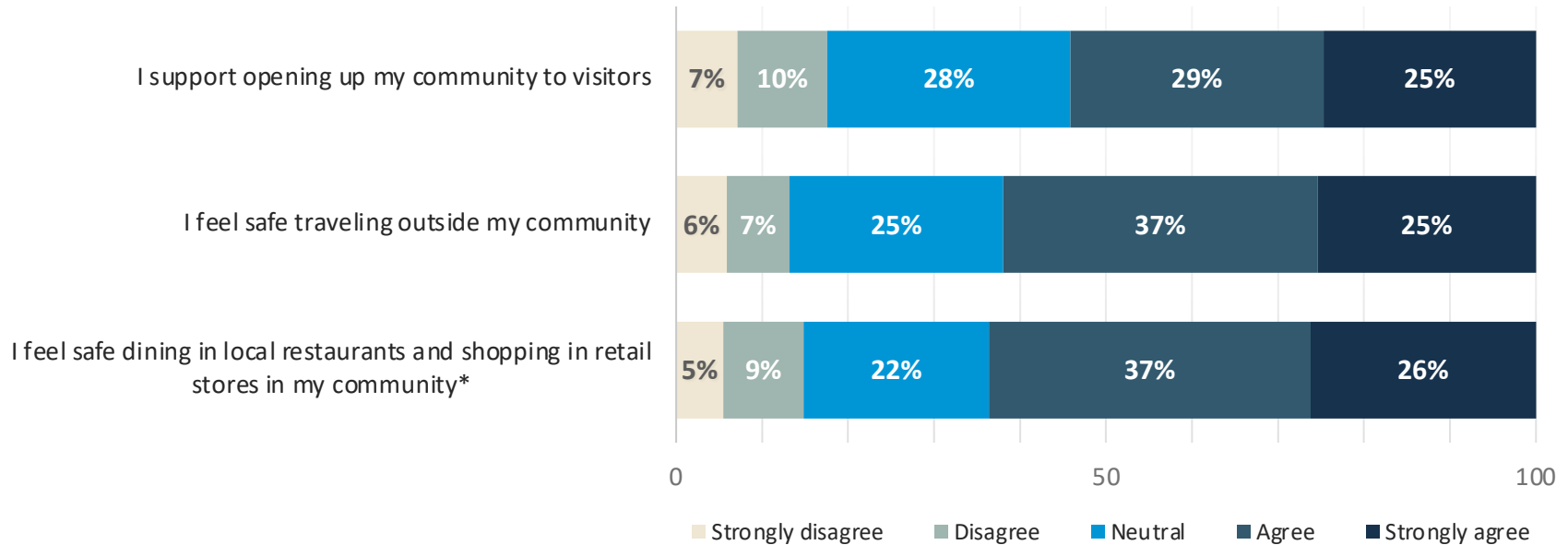
Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison



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



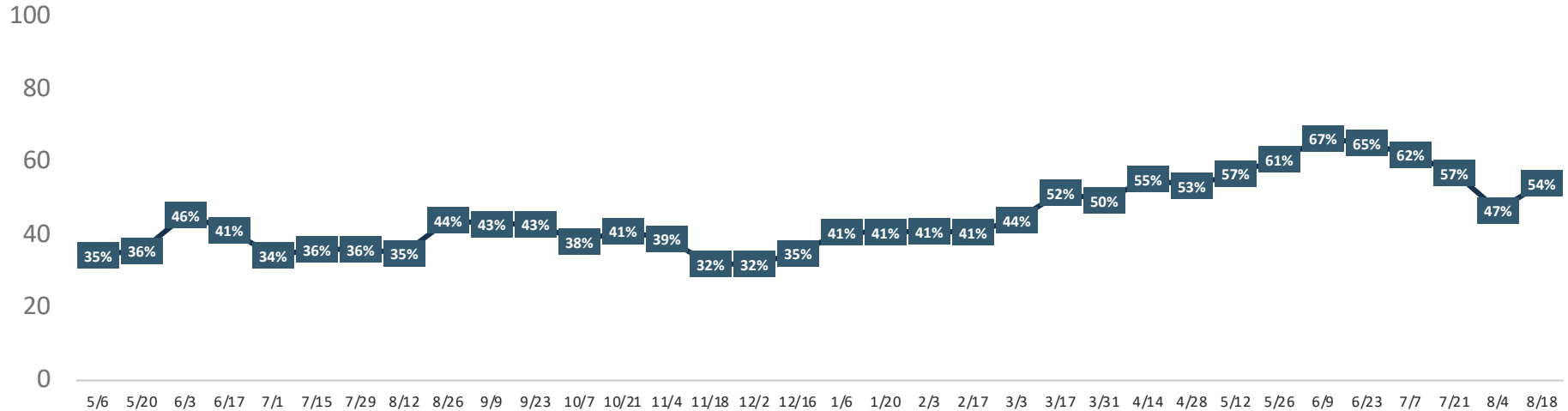
Perceptions of Safety and Travel



*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"

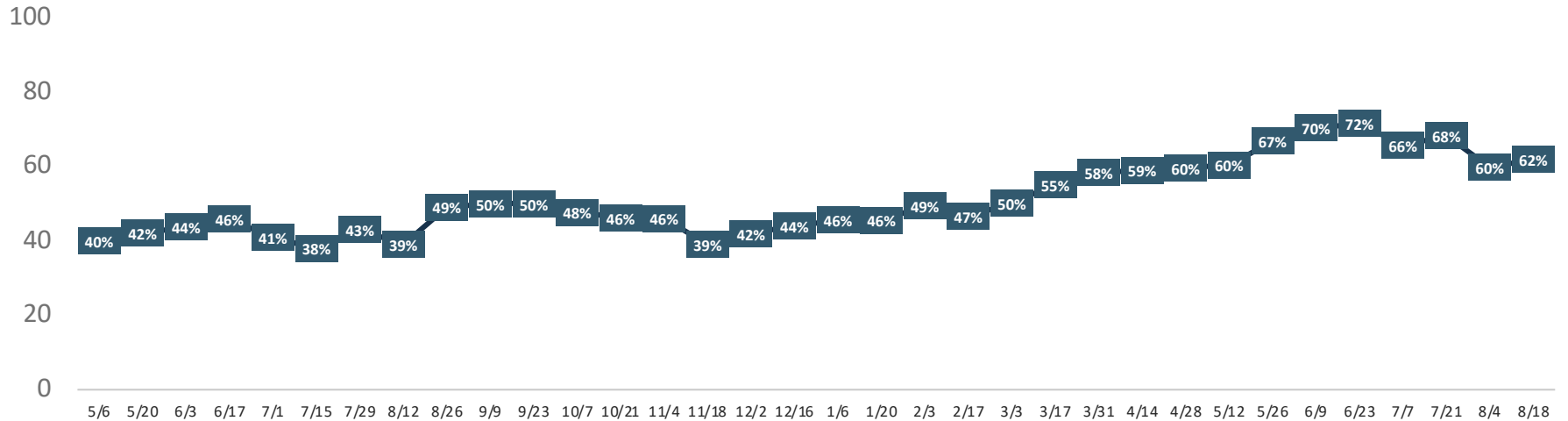
TRAVEL PERCEPTIONS

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



TRAVEL PERCEPTIONS

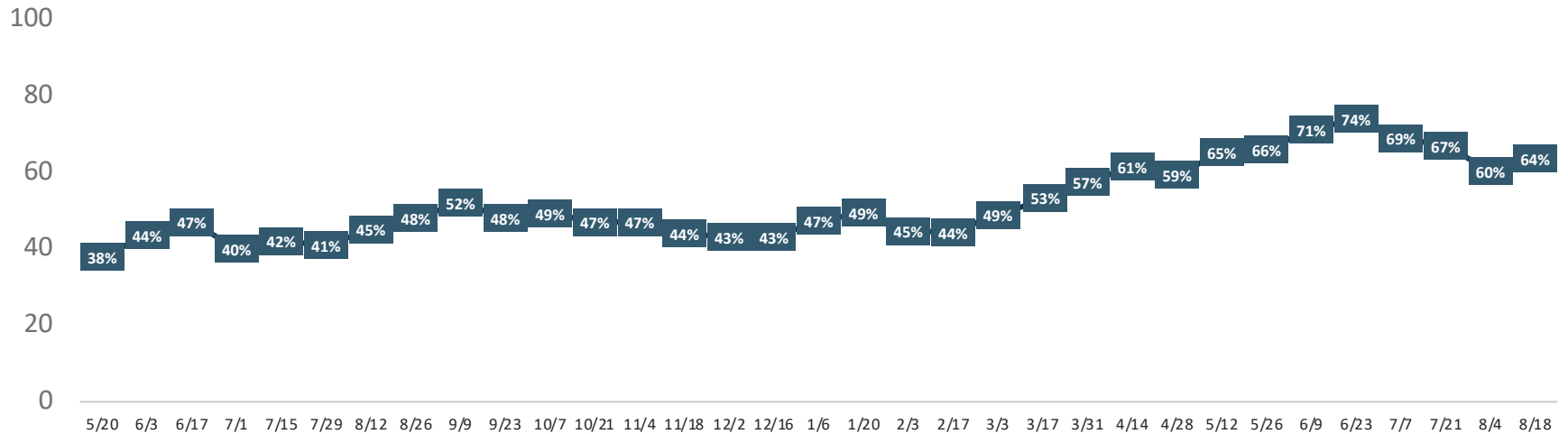
I Feel Safe Traveling Outside My Community Comparison of Travelers Who Strongly Agree or Agree



TRAVEL PERCEPTIONS

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

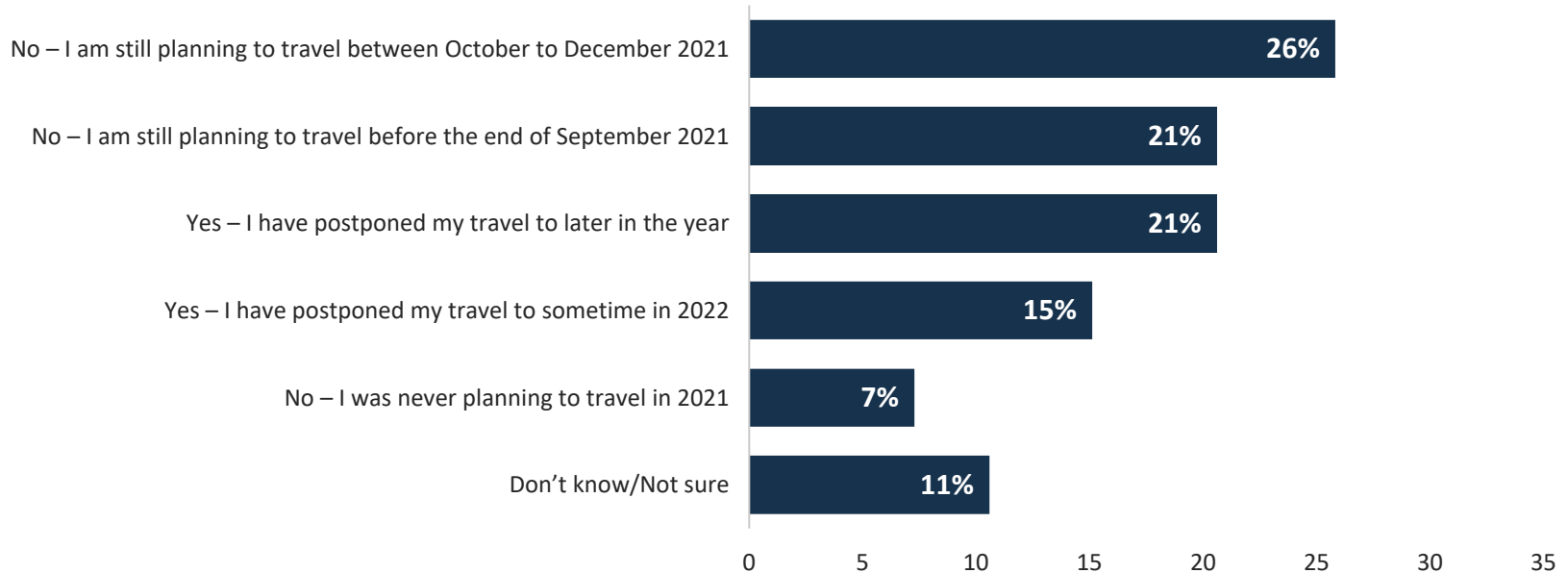
Comparison of Travelers Who Strongly Agree or Agree



*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"

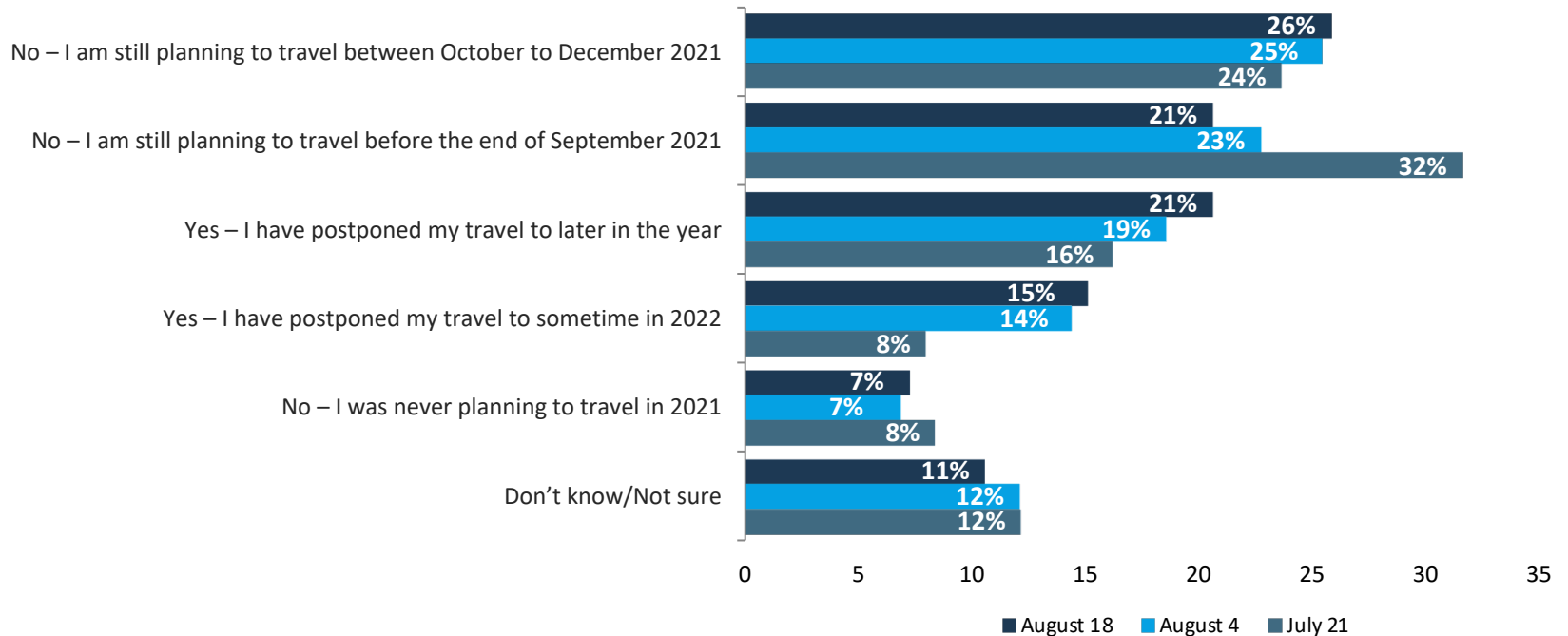
IMPACT ON TRAVEL PLANS

Has the spread of the new Delta variant of COVID-19 over the last few weeks impacted your travel intentions for the rest of the year?



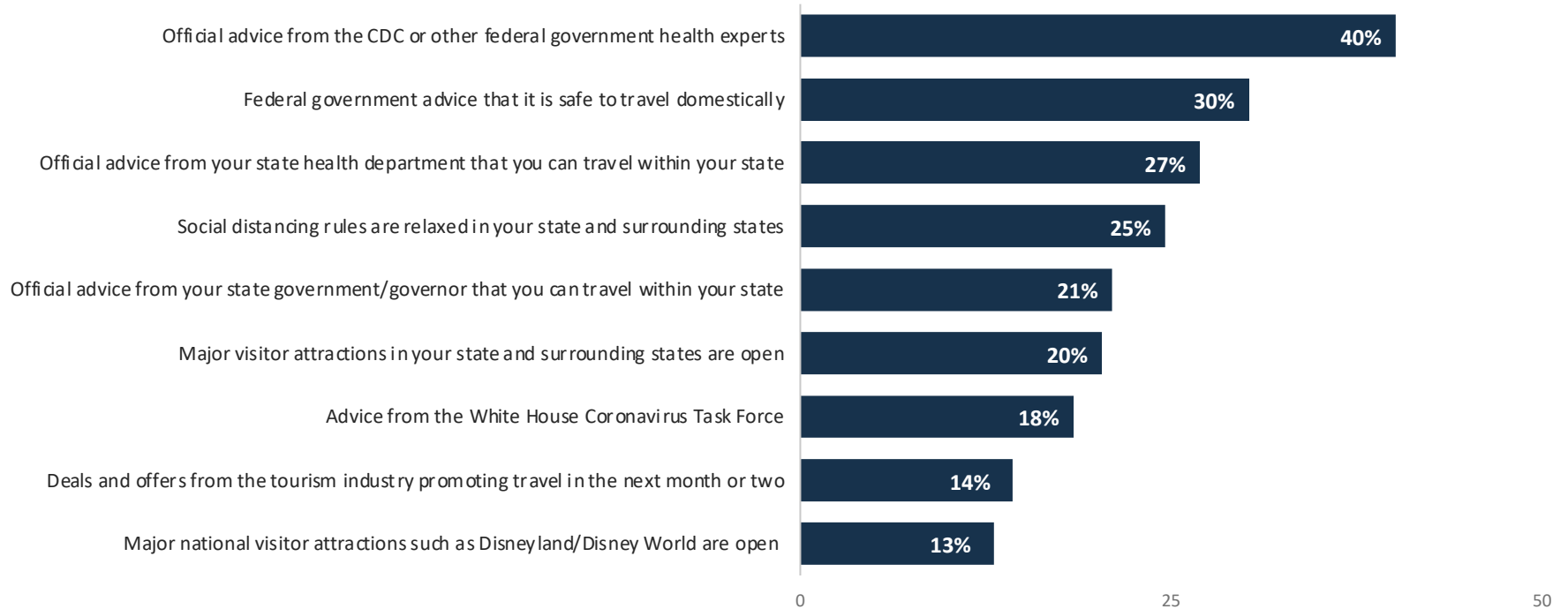
IMPACT ON TRAVEL PLANS

Has the spread of the new Delta variant of COVID-19 over the last few weeks impacted your travel intentions for the rest of the year?



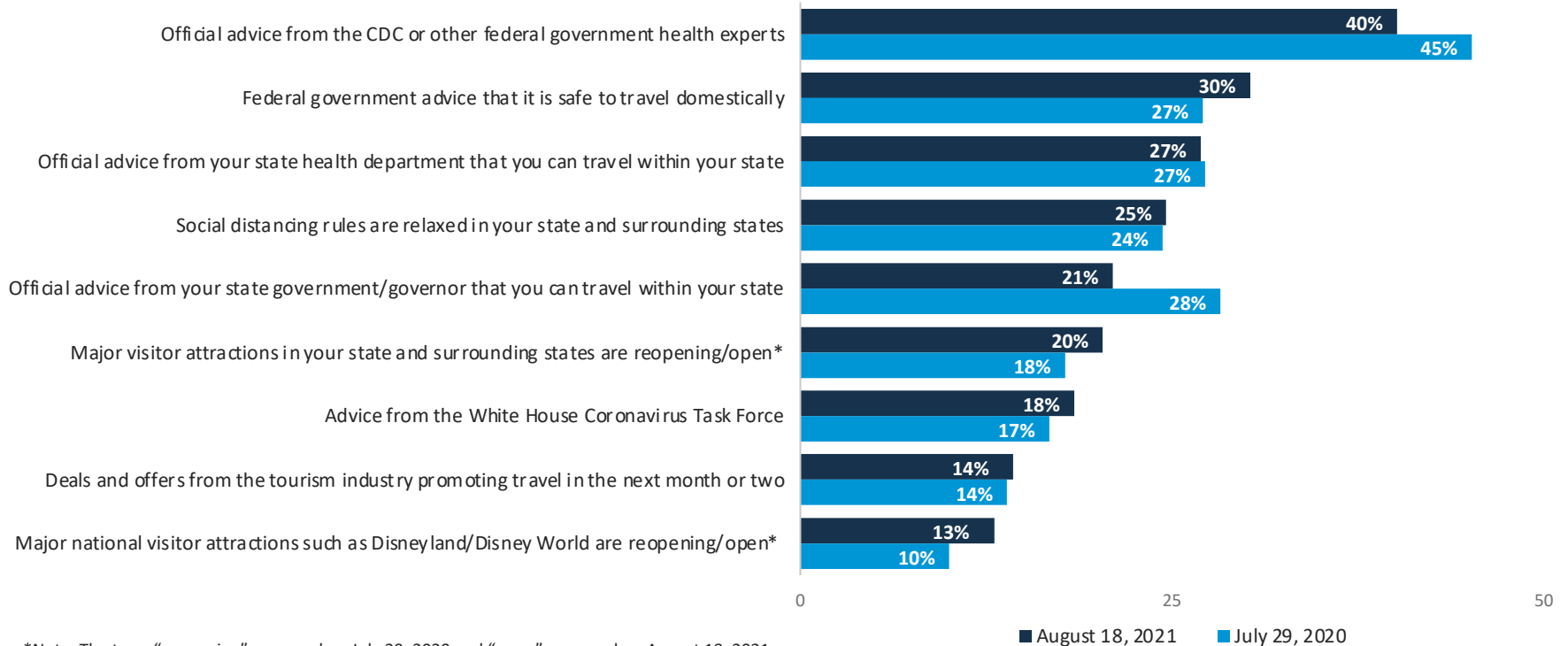
IMPACT ON TRAVEL PLANS

Information/Cues Indicating it is Safe to Plan Domestic U.S. Travel



IMPACT ON TRAVEL PLANS

Information/Cues Indicating it is Safe to Plan Domestic U.S. Travel



*Note: The term “reopening” was used on July 29, 2020 and “open” was used on August 18, 2021

Additional Resources

Longwoods International Research
longwoods-intl.com/covid-19

Miles Partnership COVID-19 Communication Center
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, shimmering reflection down the water. The sky transitions from a deep orange near the horizon to a lighter, hazy yellow and white at the top. On the left side, the dark, silhouetted branches of a tree are visible, partially obscuring the view. The overall mood is peaceful and grateful.

Thank You

miles
PARTNERSHIP

| **Longwoods**
INTERNATIONAL