



CLARITY

in a time of

CHANGE

Rebuilding Travel

Travel Sentiment Study Wave 53

JANUARY 11, 2022

miles
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Longwoods
INTERNATIONAL

COVID-19

TRAVEL SENTIMENT STUDY WAVE 53

Fielded January 5, 2022

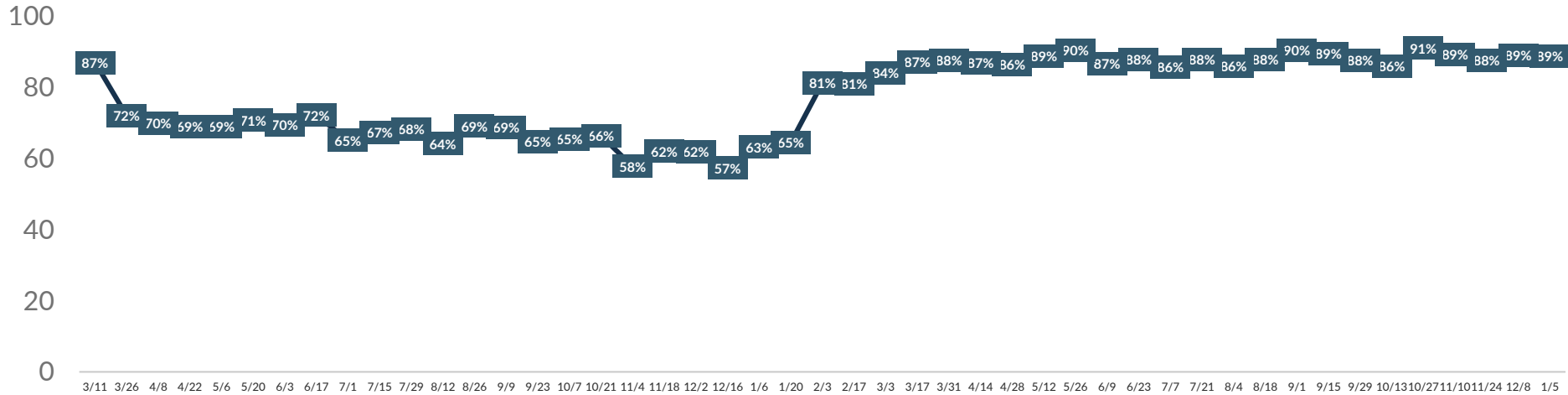
U.S. National Sample of 1,000 adults 18+

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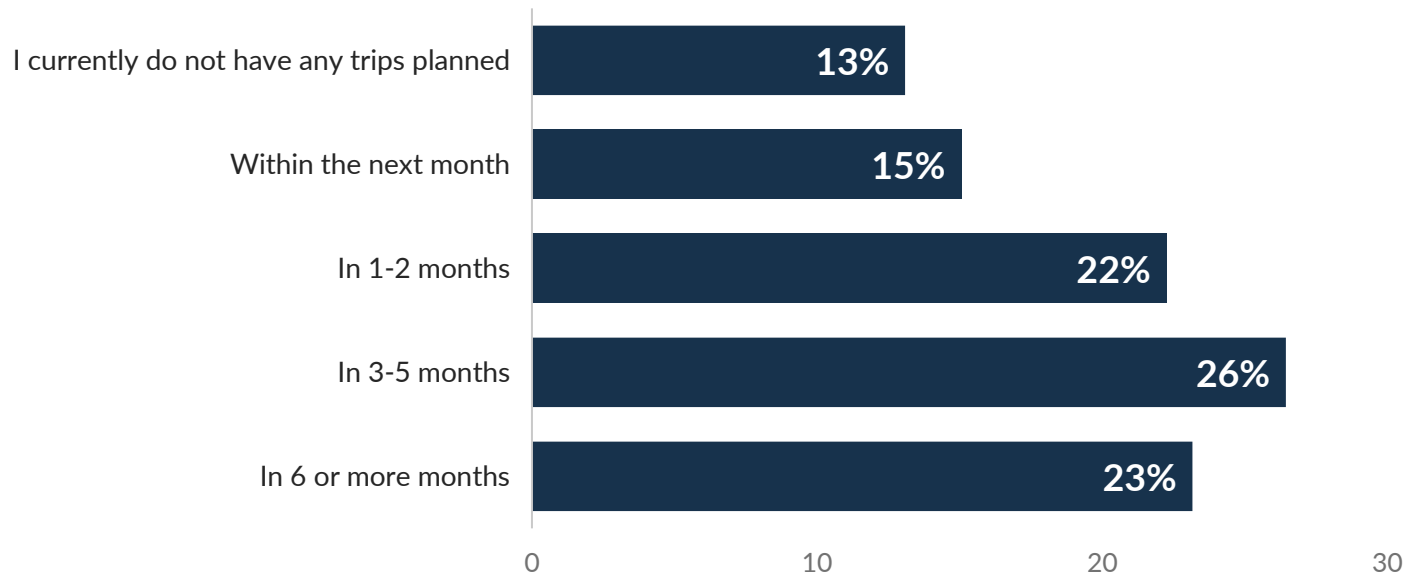
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison



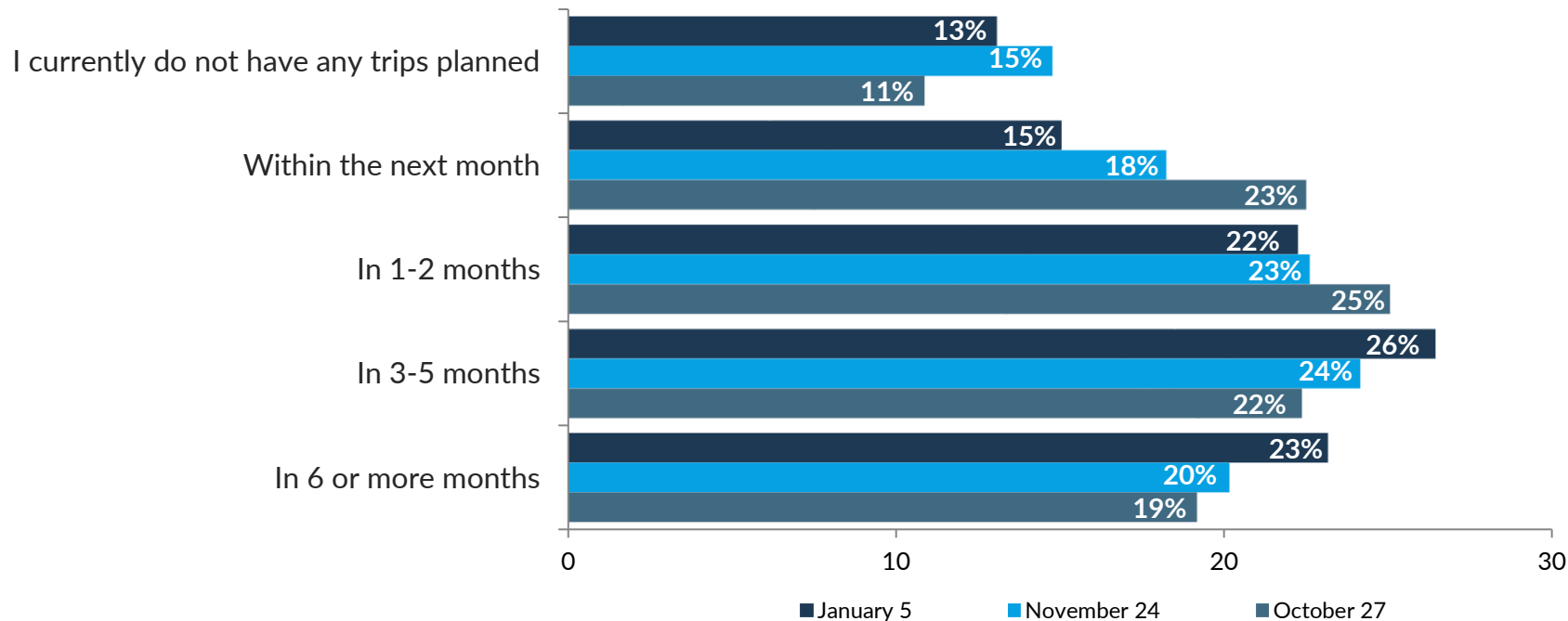
IMPACT ON TRAVEL PLANS

When Is Your Next Trip?



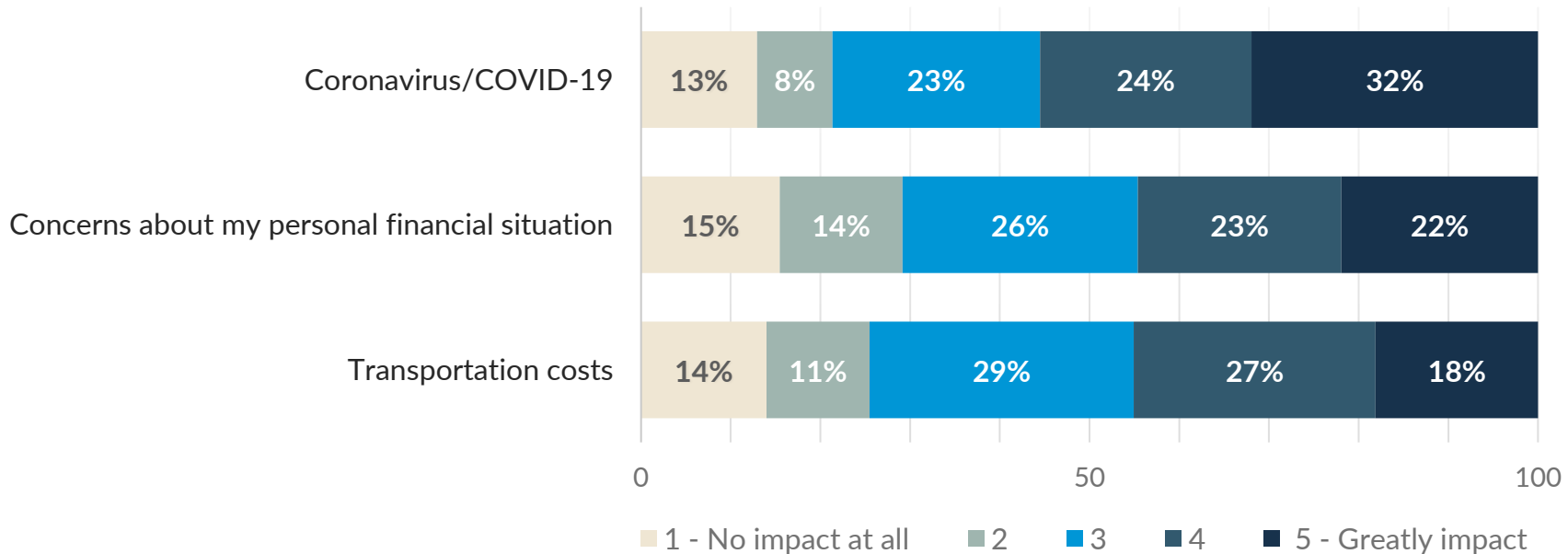
IMPACT ON TRAVEL PLANS

When Is Your Next Trip?



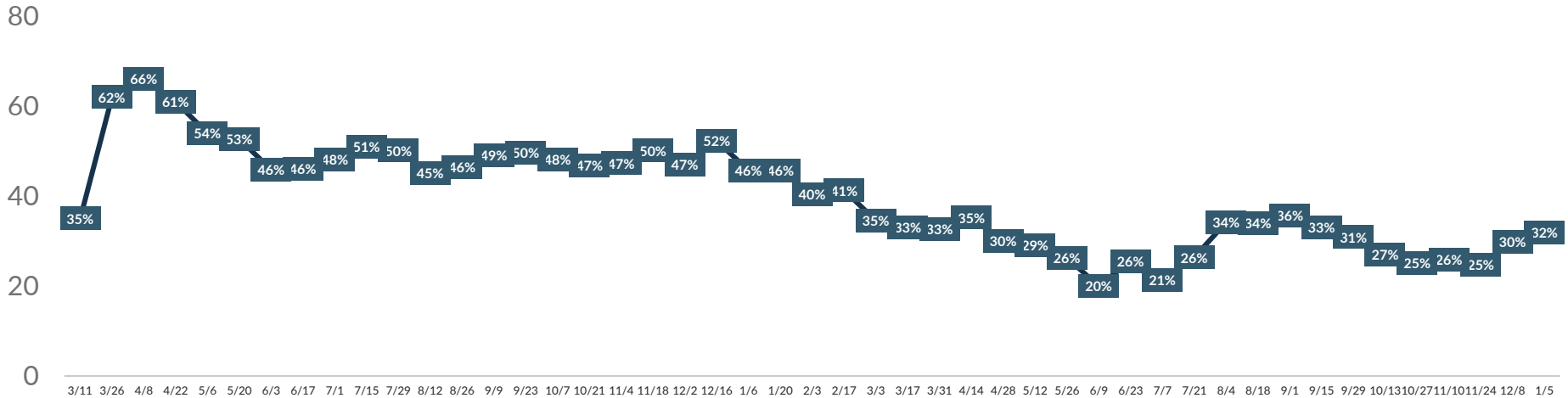
IMPACT ON TRAVEL PLANS

Factors Impacting Decisions to Travel in Next Six Months



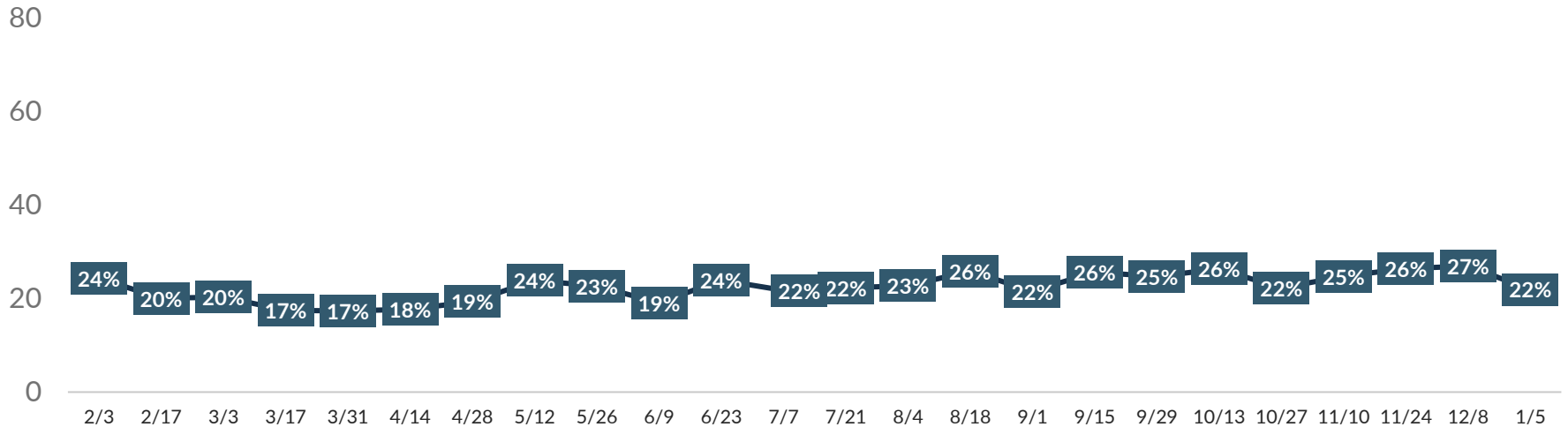
IMPACT ON TRAVEL PLANS

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



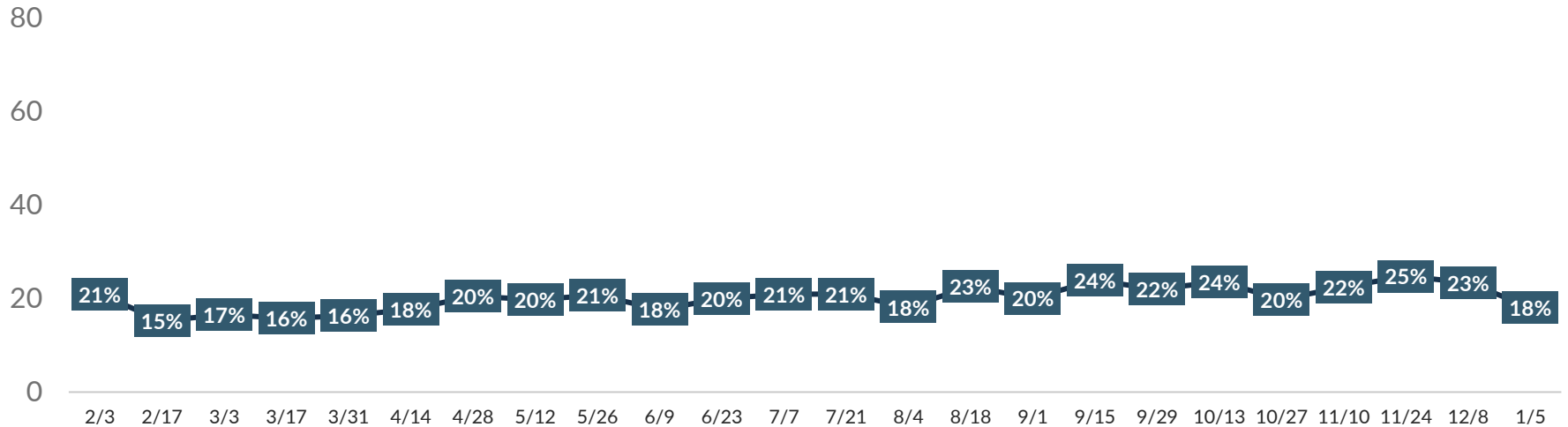
IMPACT ON TRAVEL PLANS

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



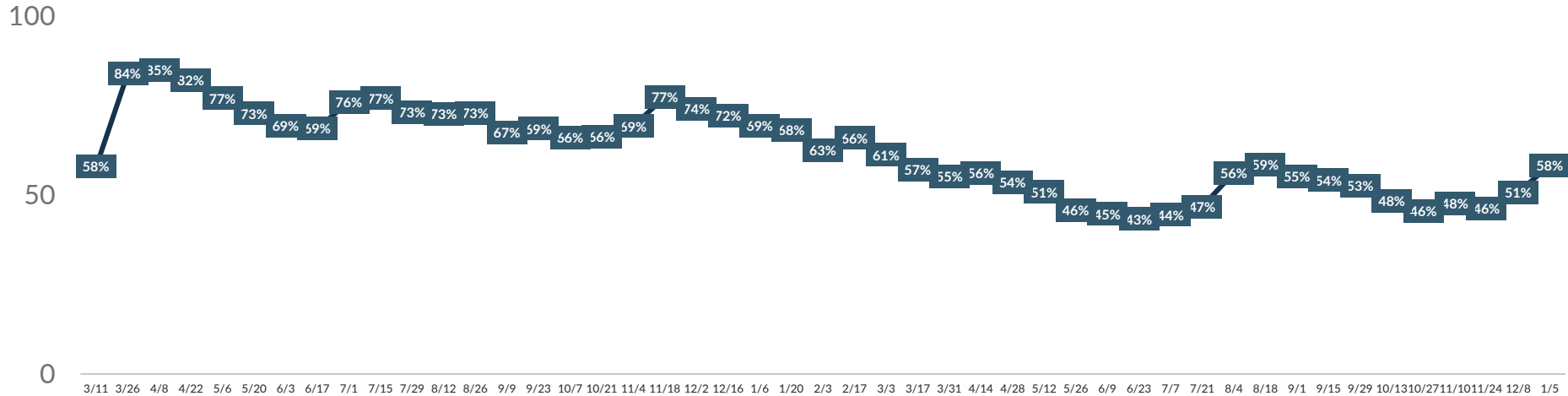
IMPACT ON TRAVEL PLANS

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



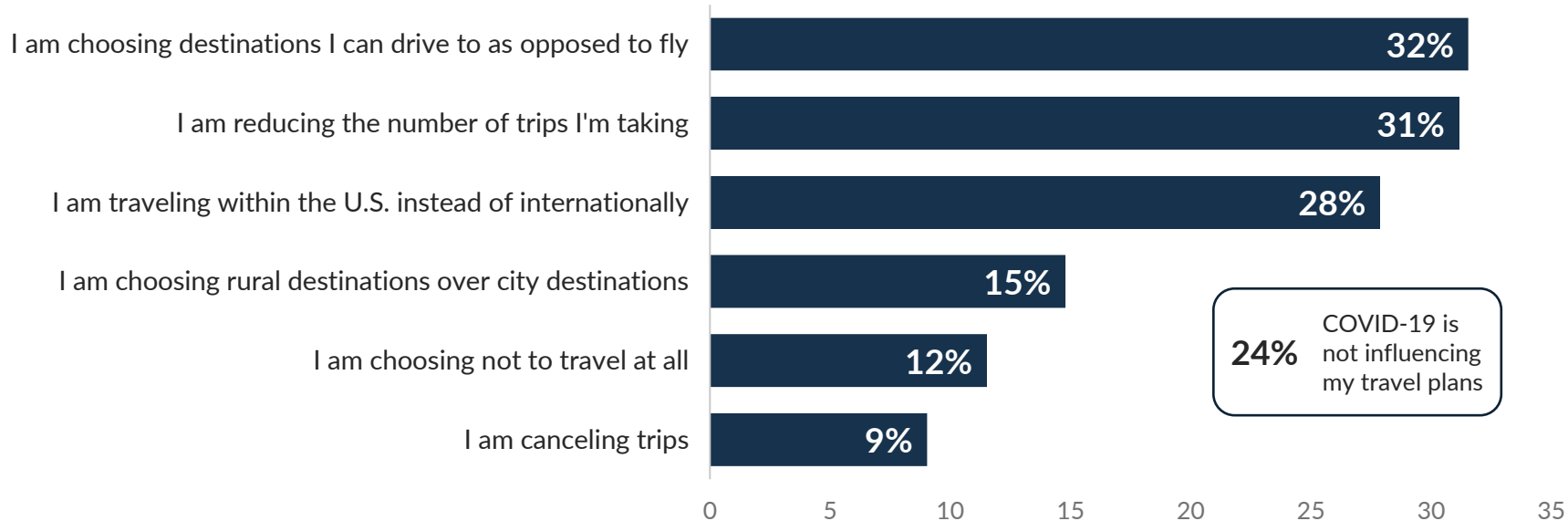
IMPACT ON TRAVEL PLANS

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



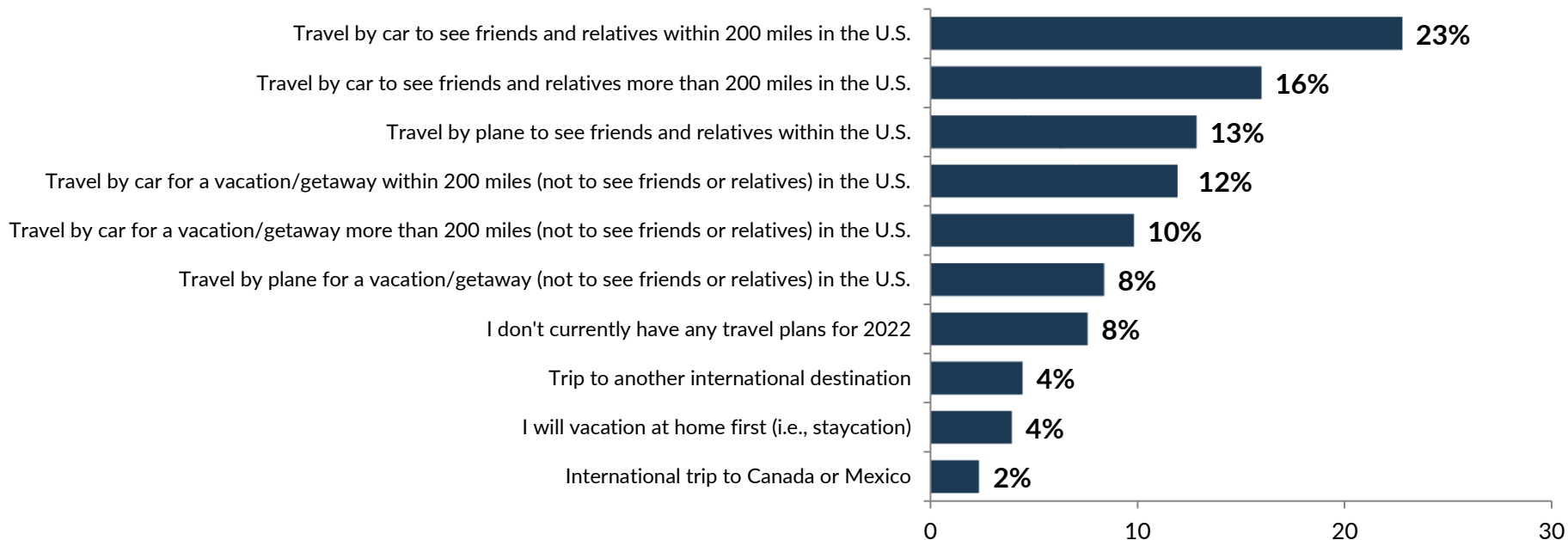
IMPACT ON TRAVEL PLANS

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



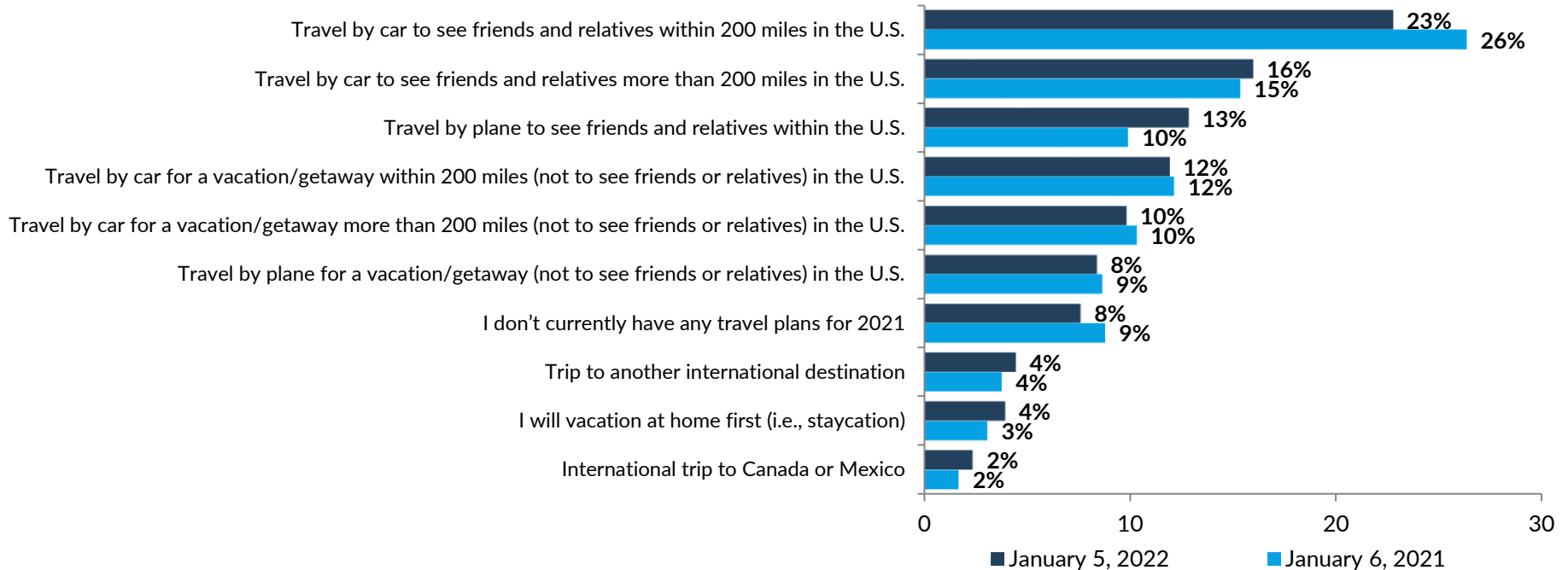
IMPACT ON TRAVEL PLANS

First Trip Travelers Will Take in 2022

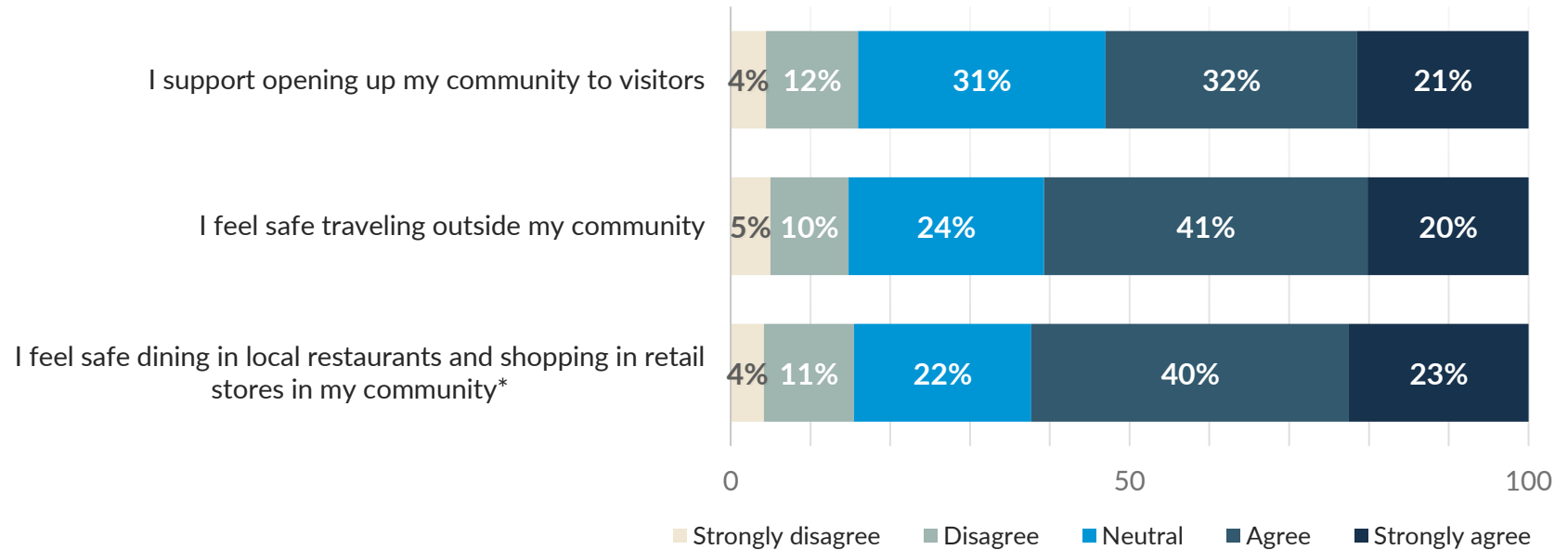


IMPACT ON TRAVEL PLANS

First Trip Travelers Will Take in 2022 vs. 2021



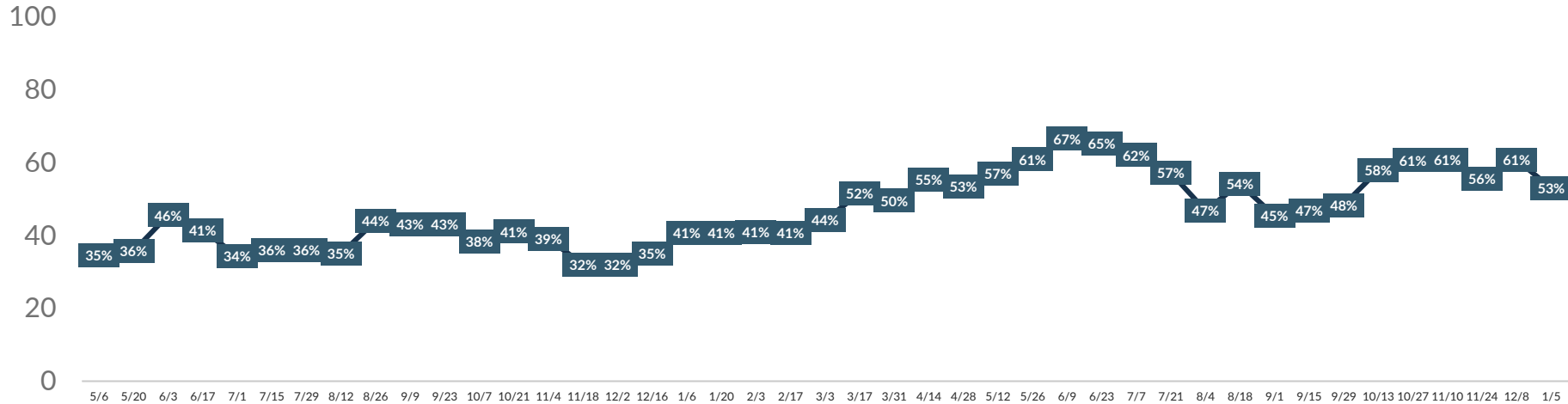
Perceptions of Safety and Travel



*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"

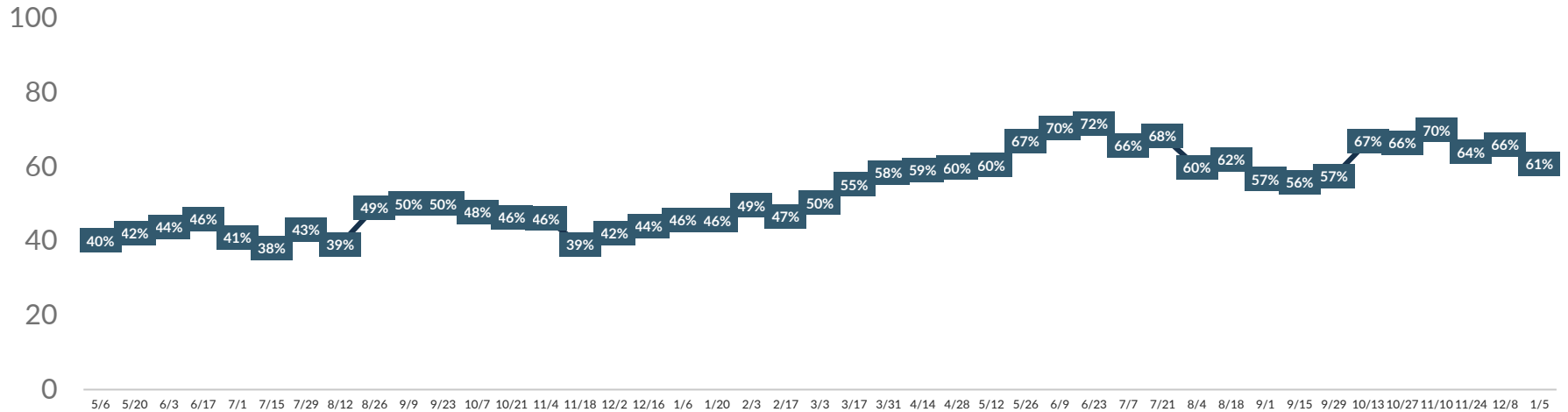
TRAVEL PERCEPTIONS

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



TRAVEL PERCEPTIONS

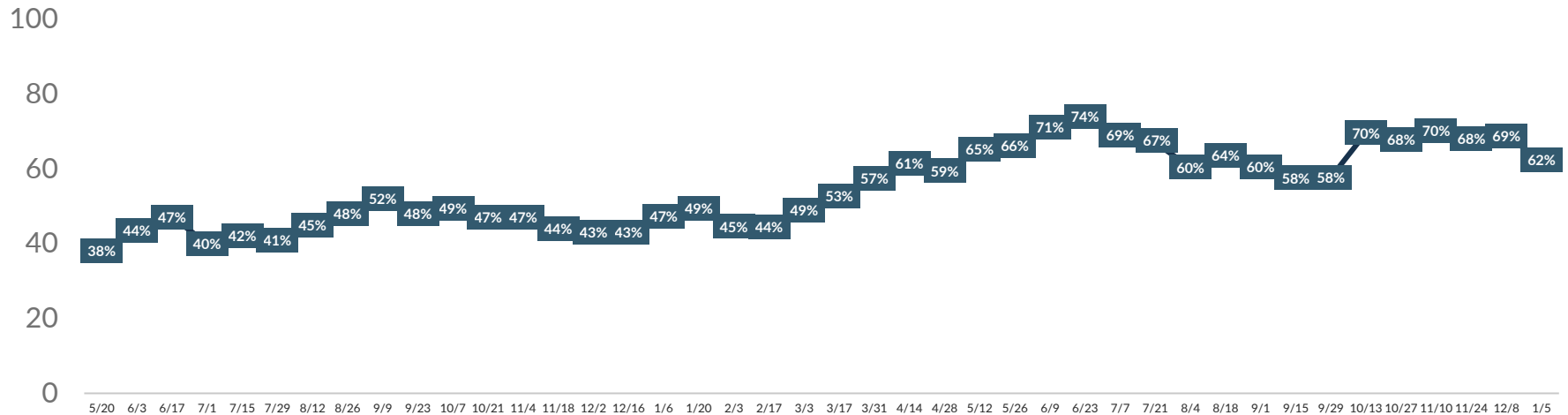
I Feel Safe Traveling Outside My Community Comparison of Travelers Who Strongly Agree or Agree



TRAVEL PERCEPTIONS

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

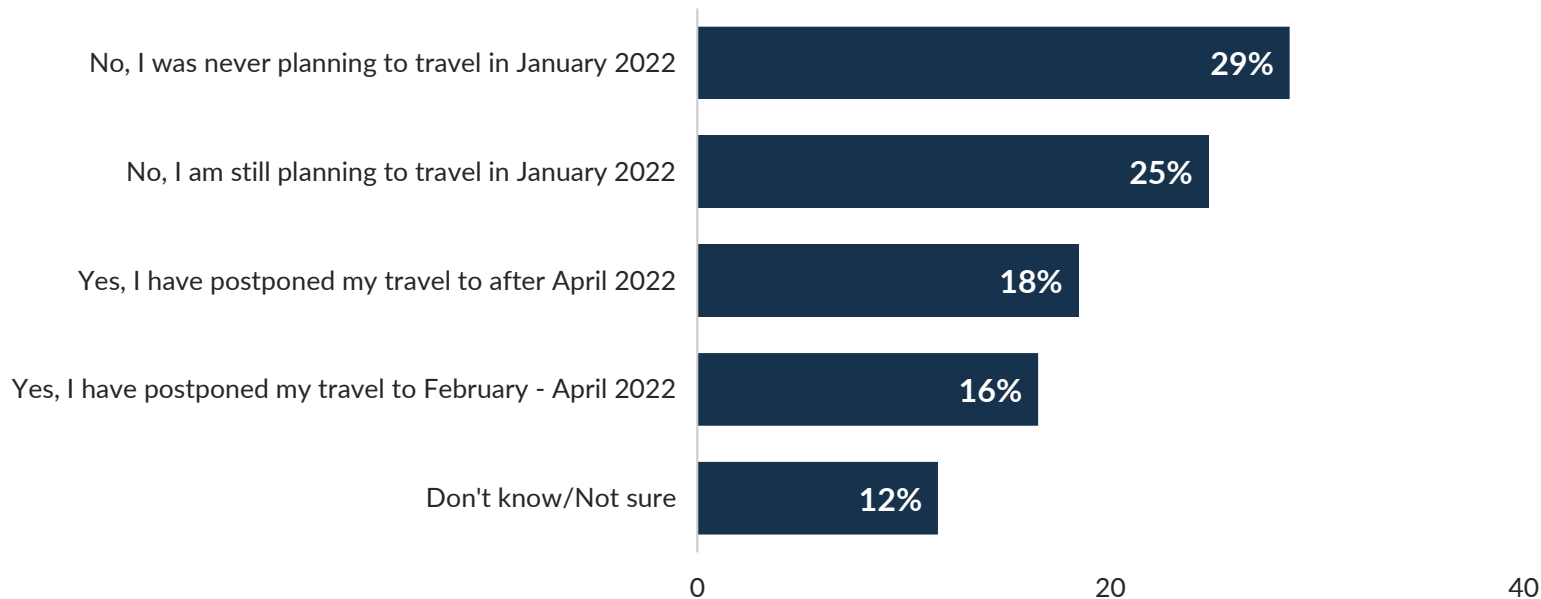
Comparison of Travelers Who Strongly Agree or Agree



*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 Omicron variant of COVID-19 impacted your travel intentions?



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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