



CLARITY

in a time of

CHANGE

Rebuilding Travel

Travel Sentiment Study Wave 54

JANUARY 25, 2022

miles
PARTNERSHIP

Longwoods
INTERNATIONAL

COVID-19

TRAVEL SENTIMENT STUDY WAVE 54

Fielded January 19, 2022

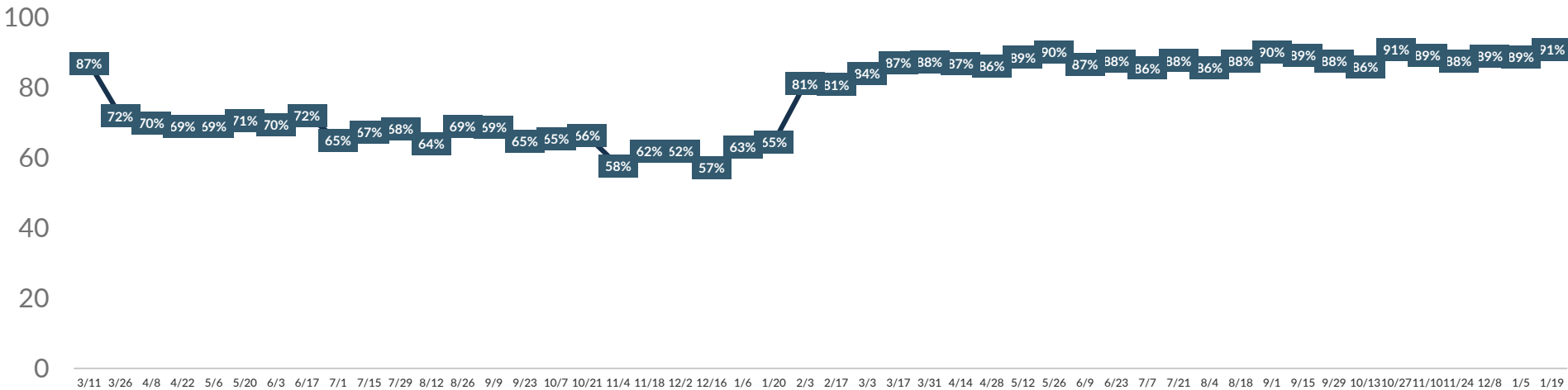
U.S. National Sample of 1,000 adults 18+

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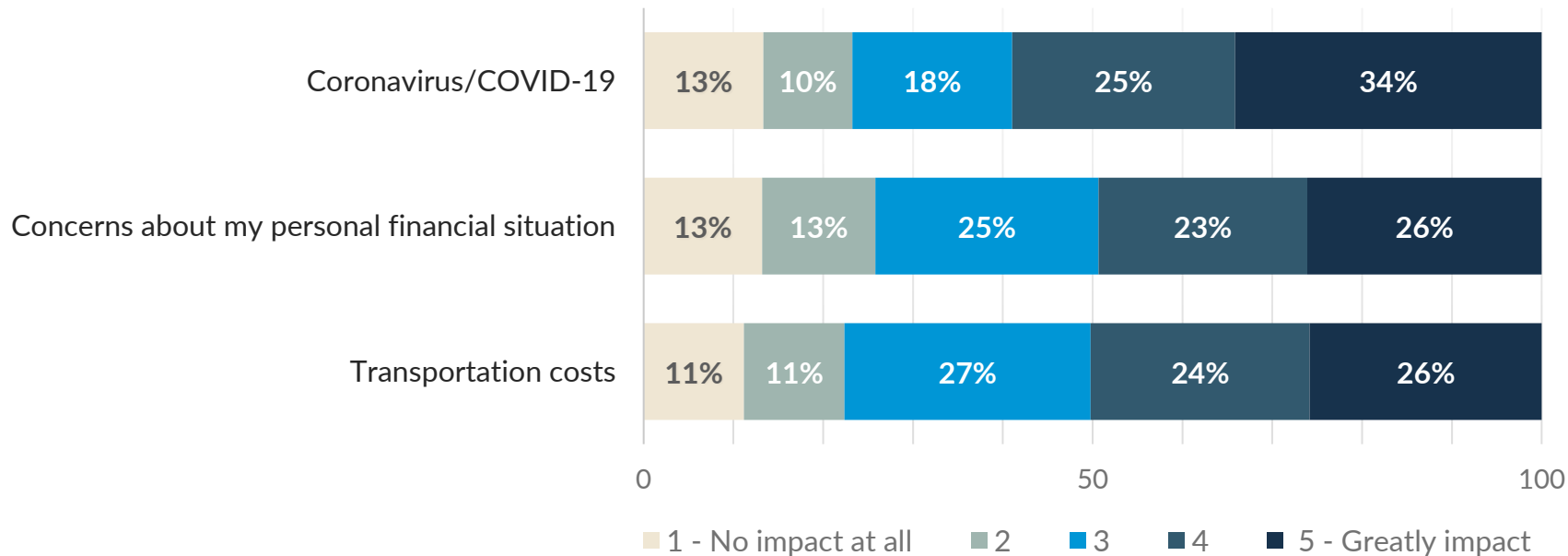
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison



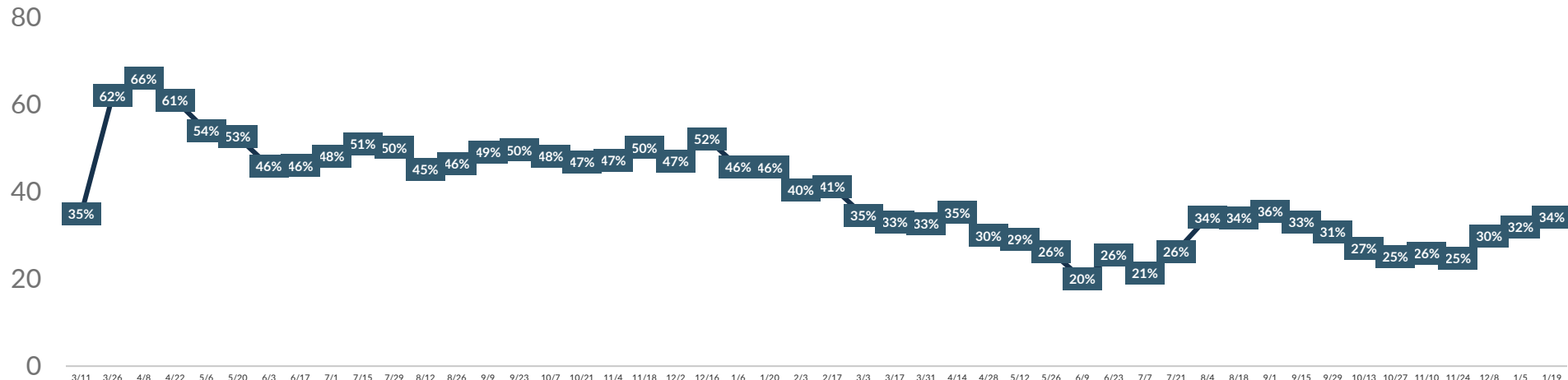
IMPACT ON TRAVEL PLANS

Factors Impacting Decisions to Travel in Next Six Months



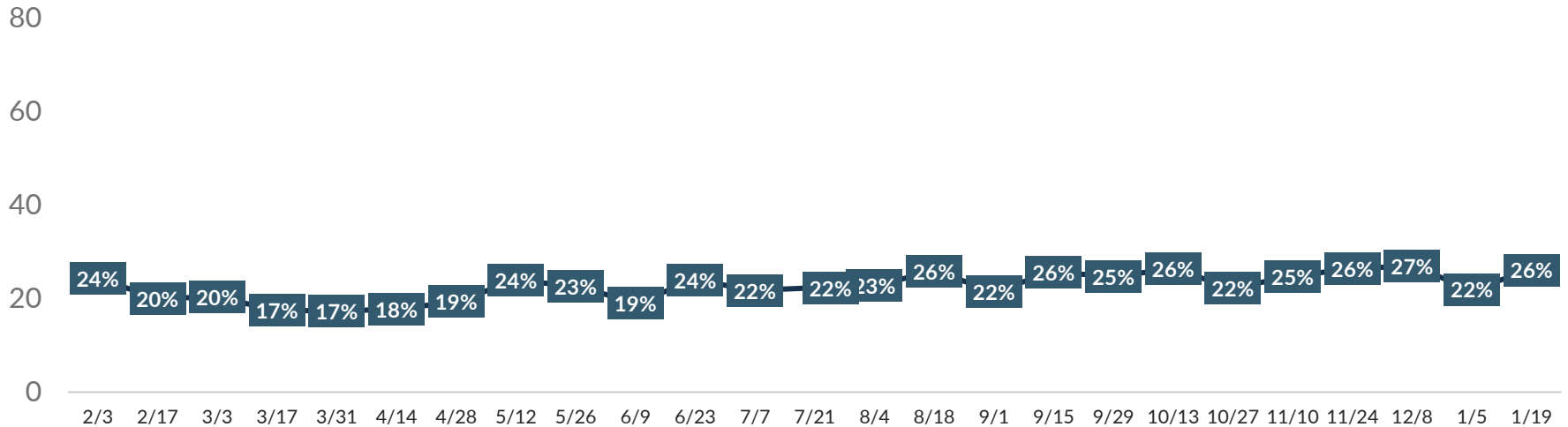
IMPACT ON TRAVEL PLANS

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



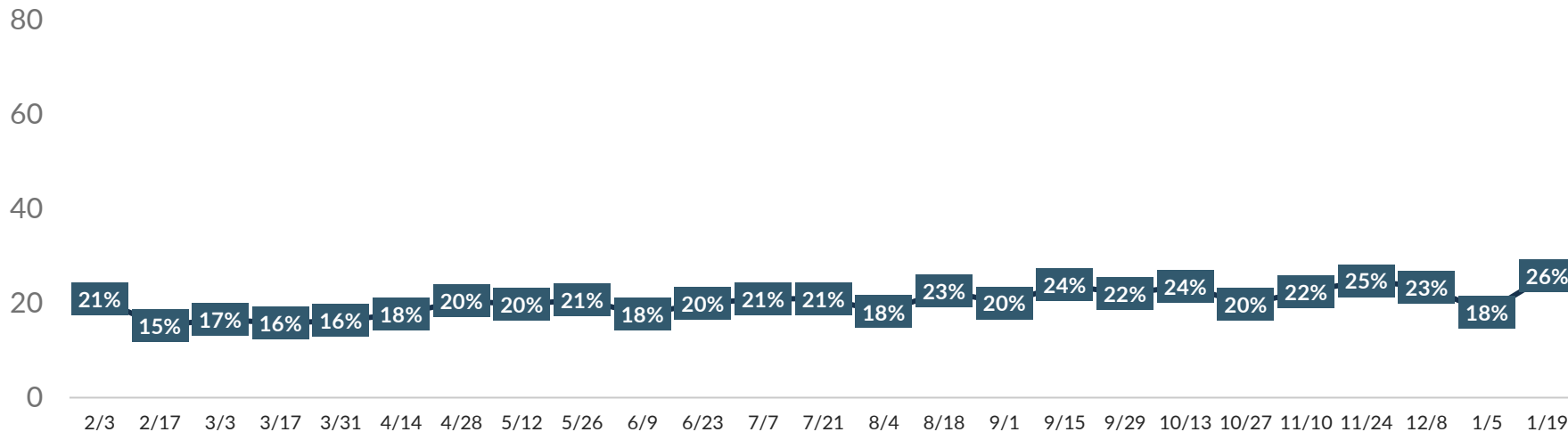
IMPACT ON TRAVEL PLANS

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



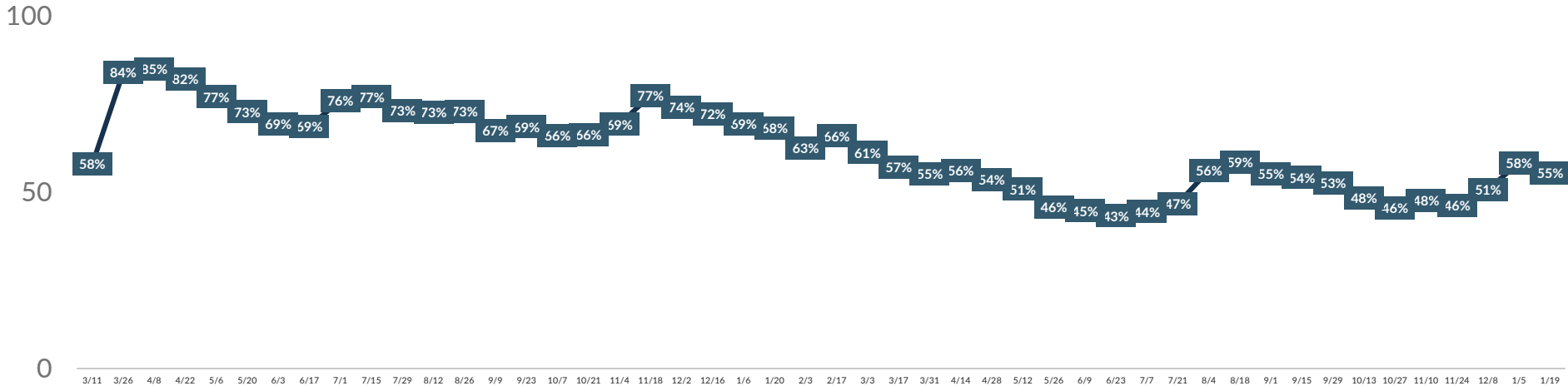
IMPACT ON TRAVEL PLANS

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



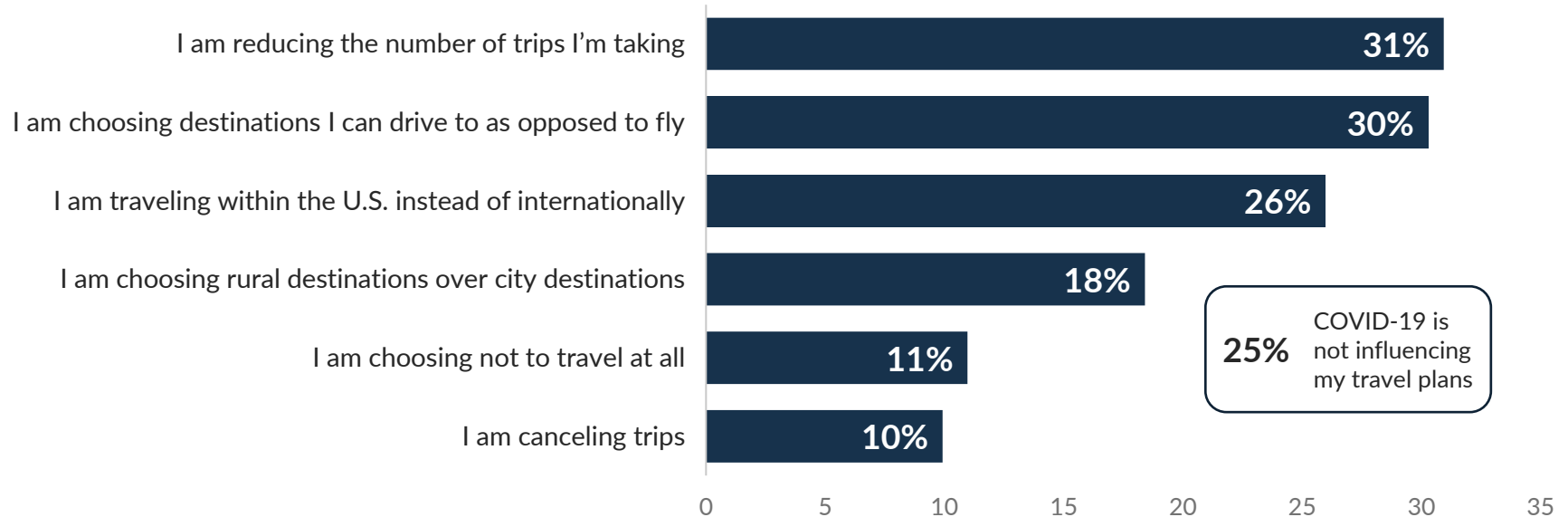
IMPACT ON TRAVEL PLANS

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

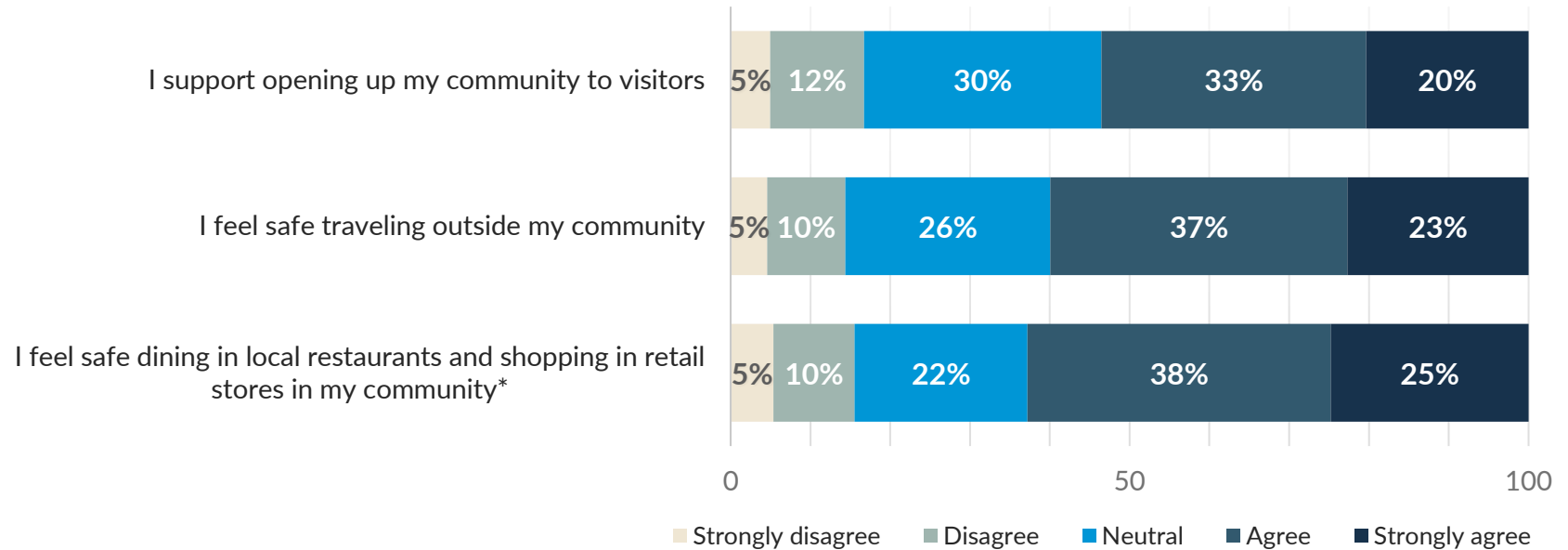


IMPACT ON TRAVEL PLANS

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



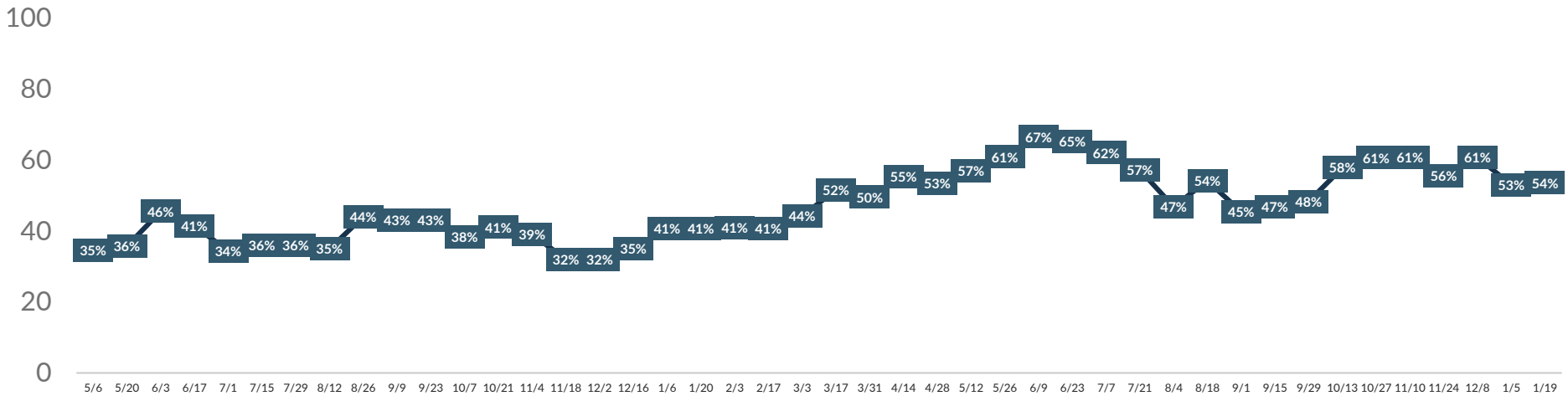
Perceptions of Safety and Travel



*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"

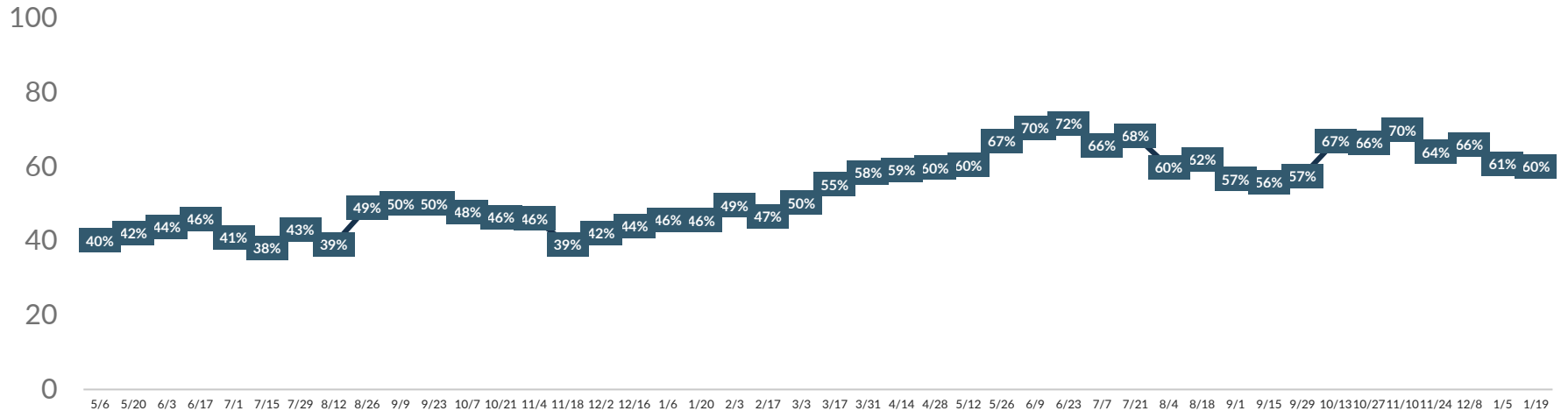
TRAVEL PERCEPTIONS

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



TRAVEL PERCEPTIONS

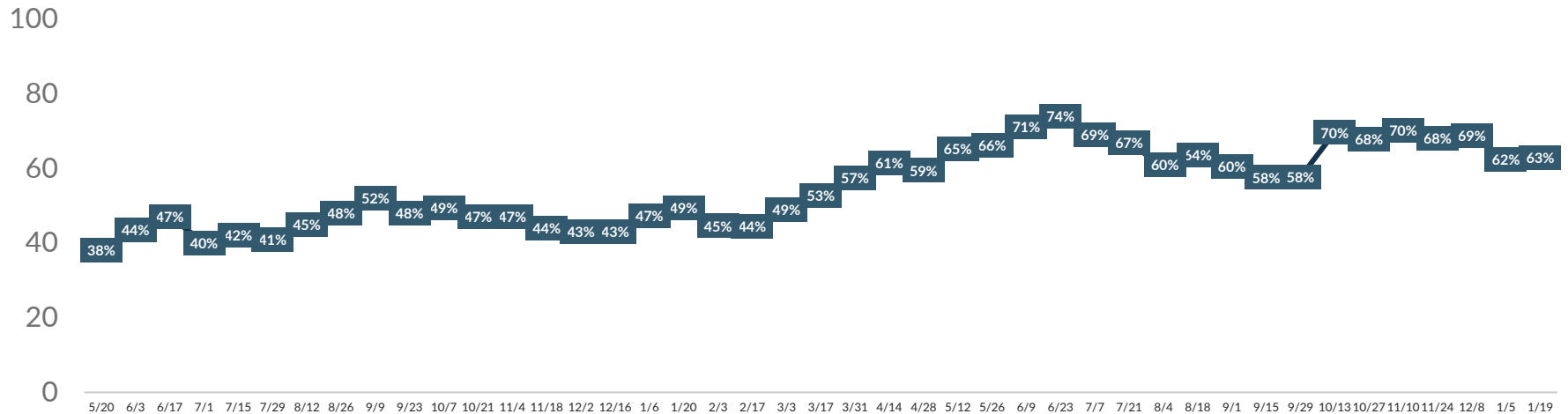
I Feel Safe Traveling Outside My Community Comparison of Travelers Who Strongly Agree or Agree



TRAVEL PERCEPTIONS

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

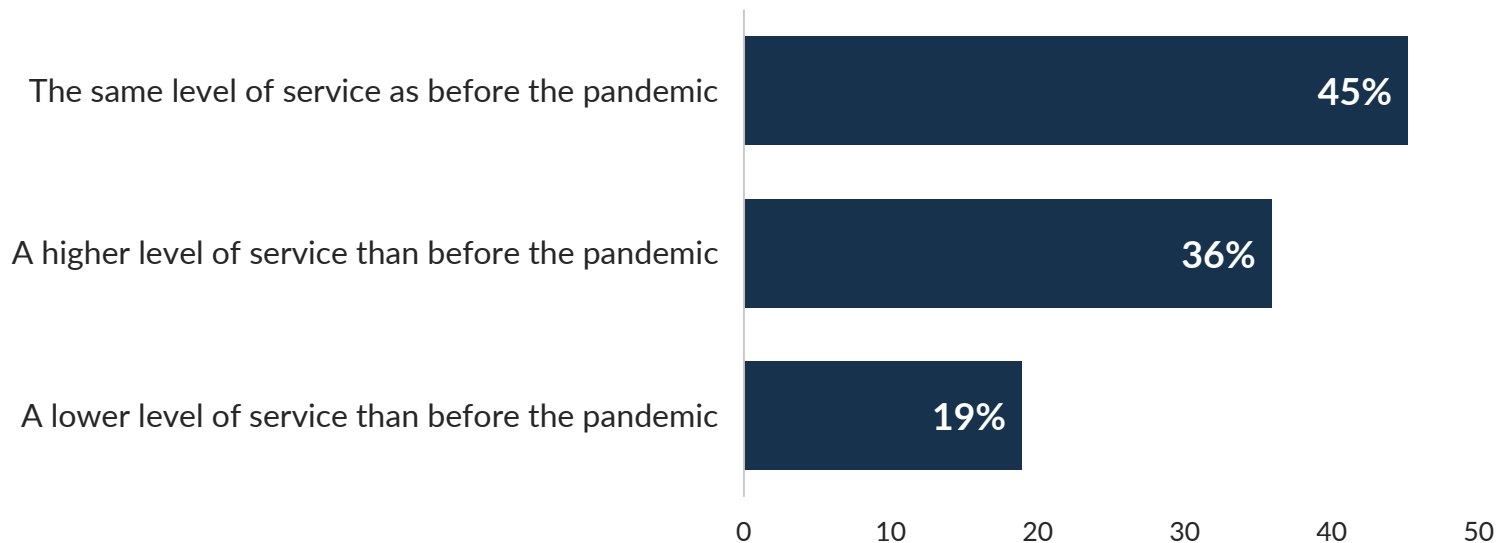
Comparison of Travelers Who Strongly Agree or Agree



*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"

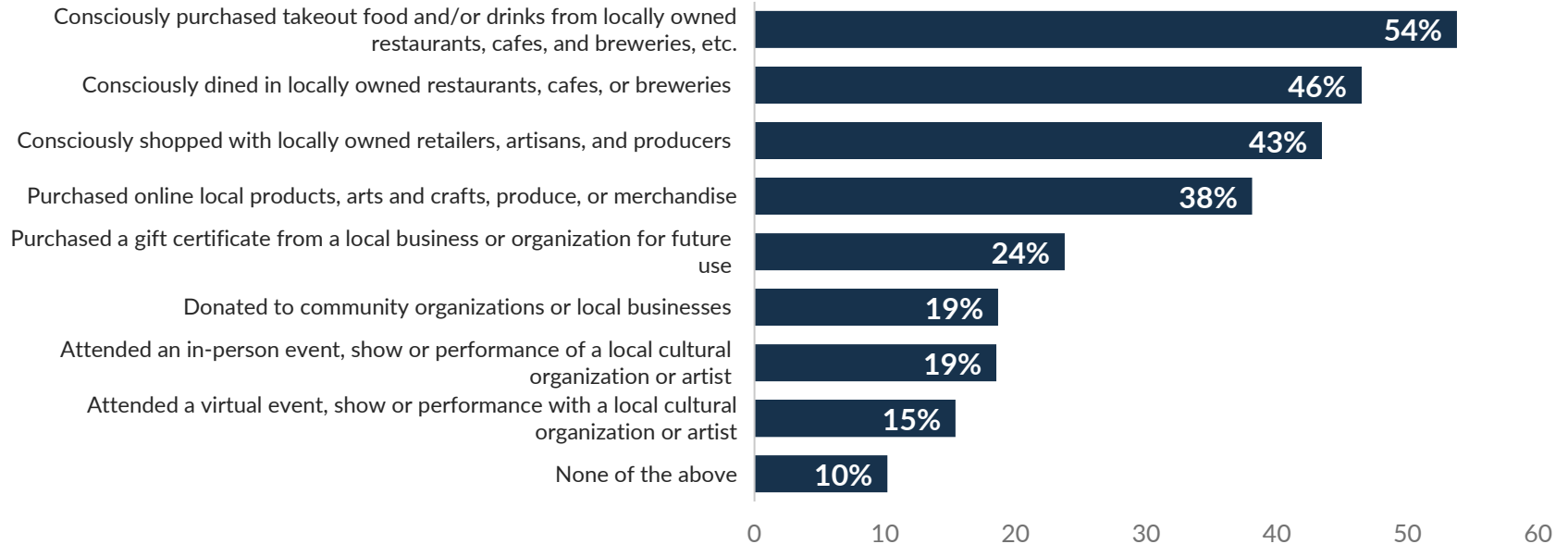
IMPACT ON TRAVEL PLANS

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



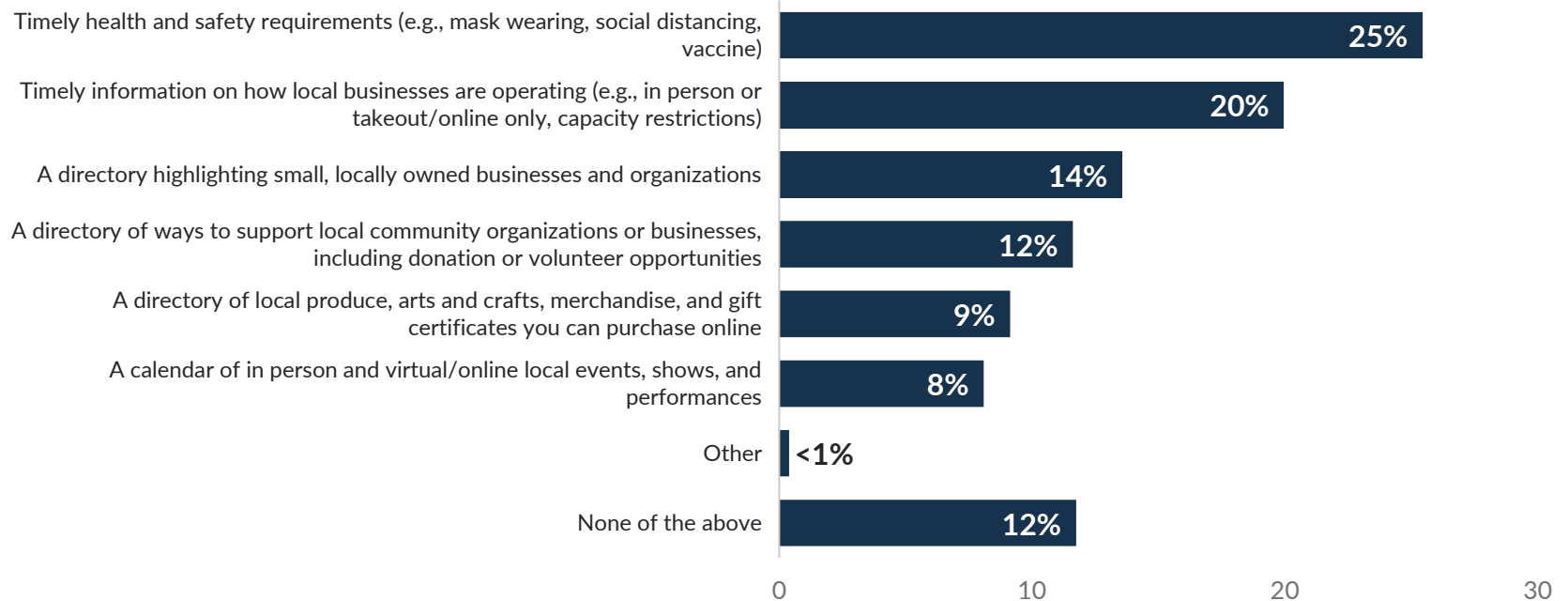
IMPACT ON TRAVEL PLANS

The current surge of COVID-19 due to the Omicron variant is continuing to impact local businesses and organizations. We would like to understand how you support local businesses and organizations. Which of the following have you done in the last 6 months in your own community or while traveling?



IMPACT ON TRAVEL PLANS

Which of the following services or information would be most useful to help you support local businesses and organizations over the next 6 months?



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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