



CLARITY
in a time of
C H A N G E
Rebuilding Travel

Travel Sentiment Study Wave 36

MAY 4, 2021

miles
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Longwoods
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COVID-19

TRAVEL SENTIMENT STUDY WAVE 36

Fielded April 28, 2021

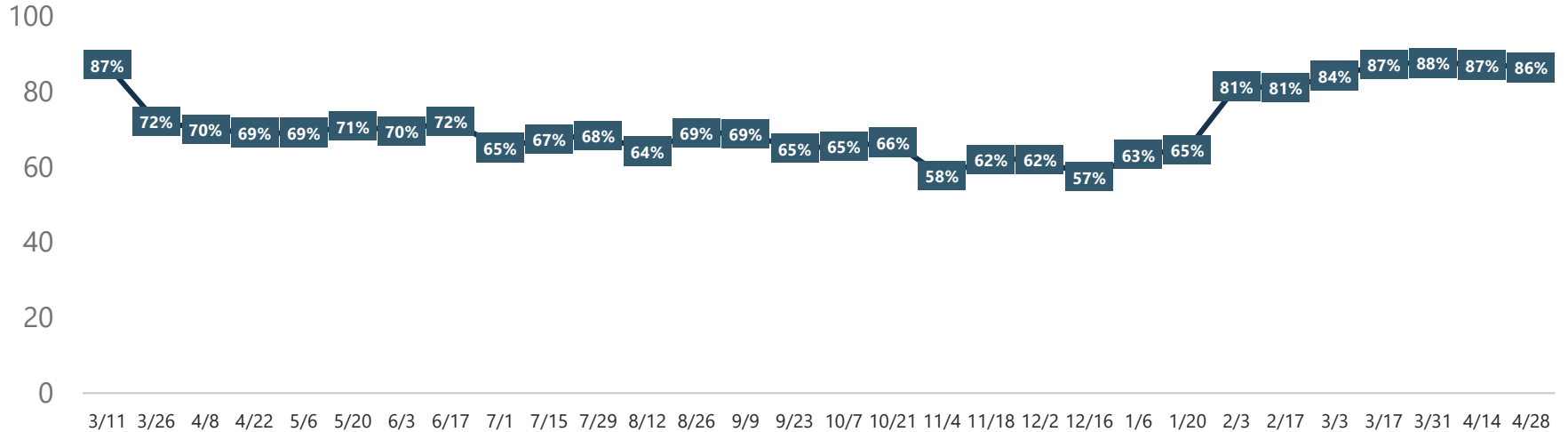
U.S. National Sample of 1,000 adults 18+

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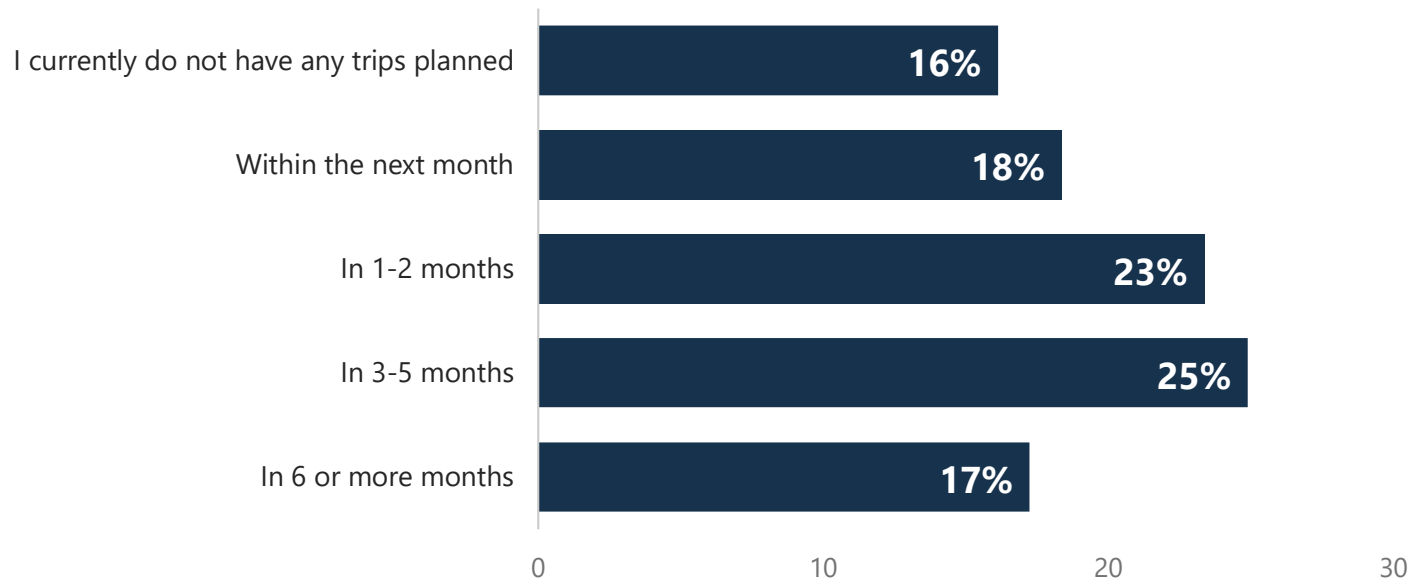
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison



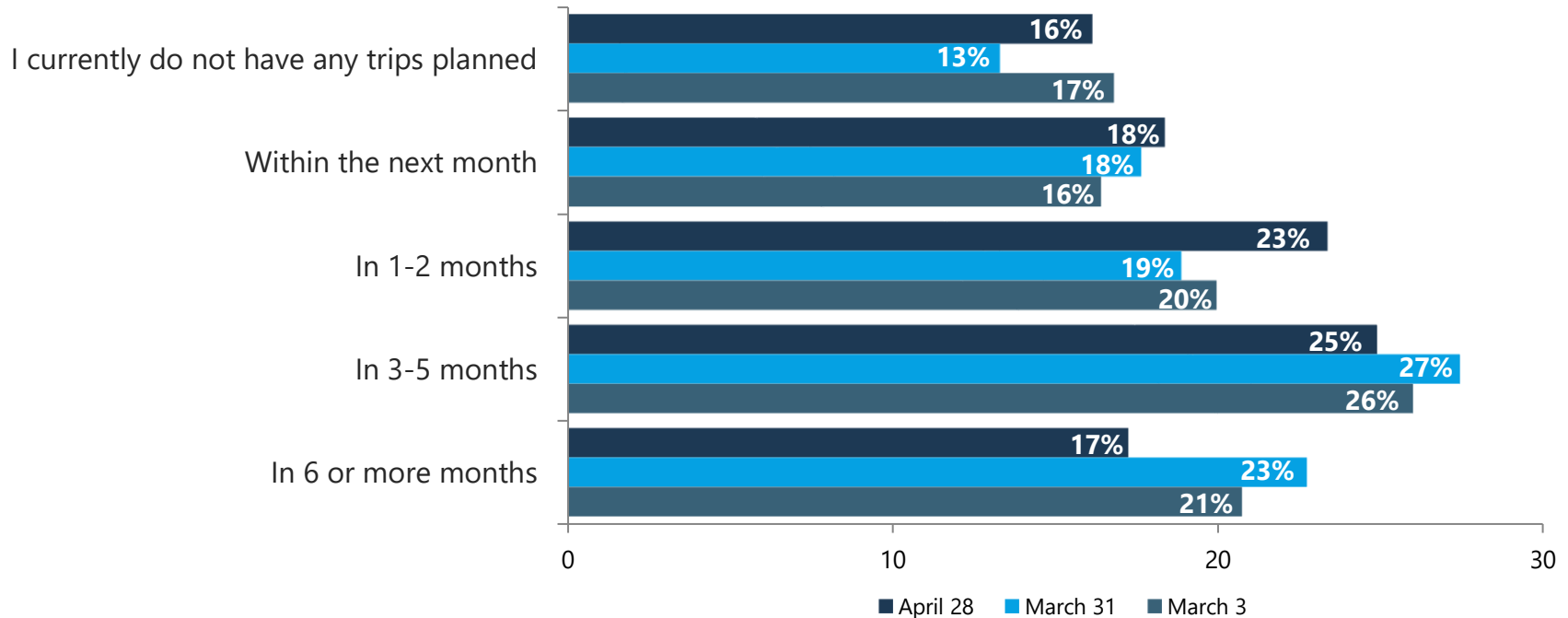
IMPACT ON TRAVEL PLANS

When Is Your Next Trip?



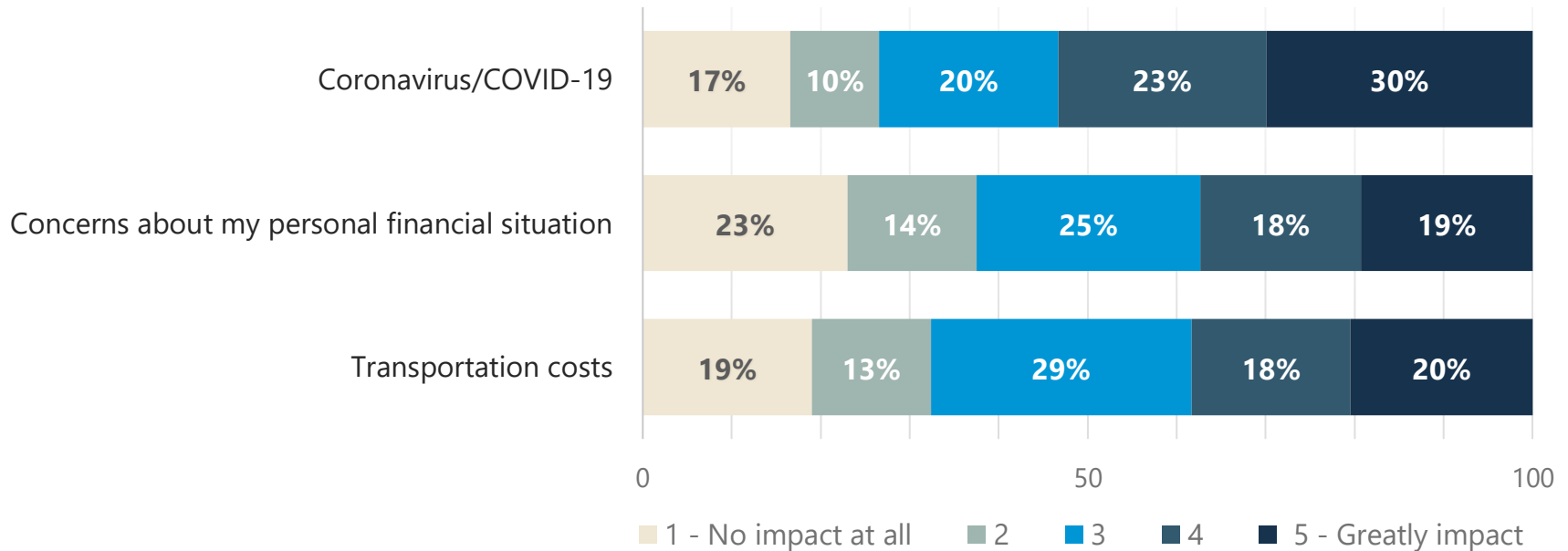
IMPACT ON TRAVEL PLANS

When Is Your Next Trip?



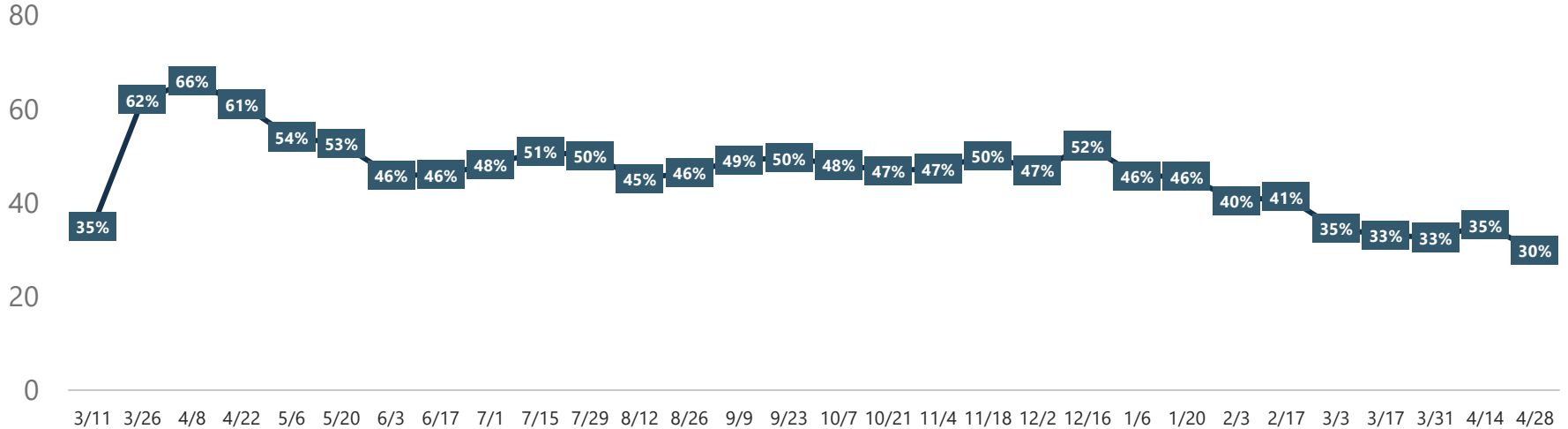
IMPACT ON TRAVEL PLANS

Factors Impacting Decisions to Travel in Next Six Months



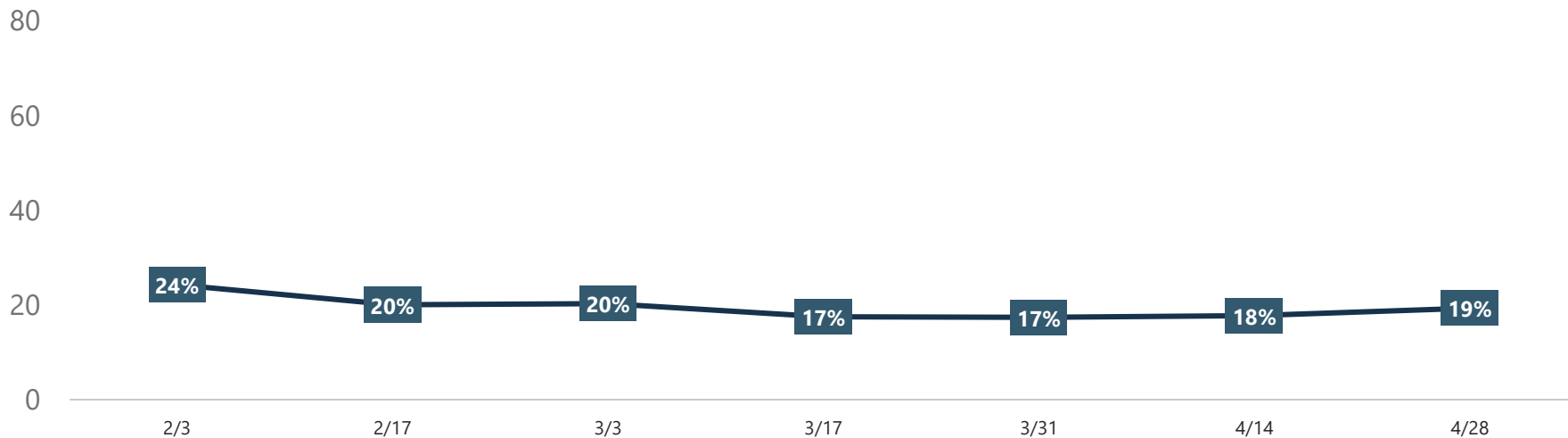
IMPACT ON TRAVEL PLANS

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



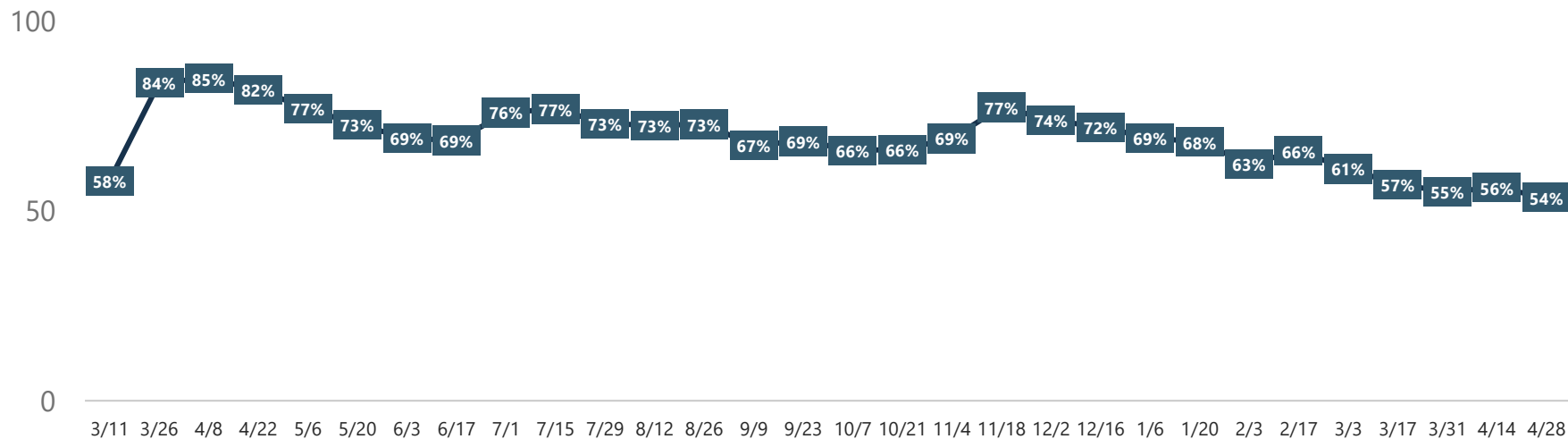
IMPACT ON TRAVEL PLANS

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



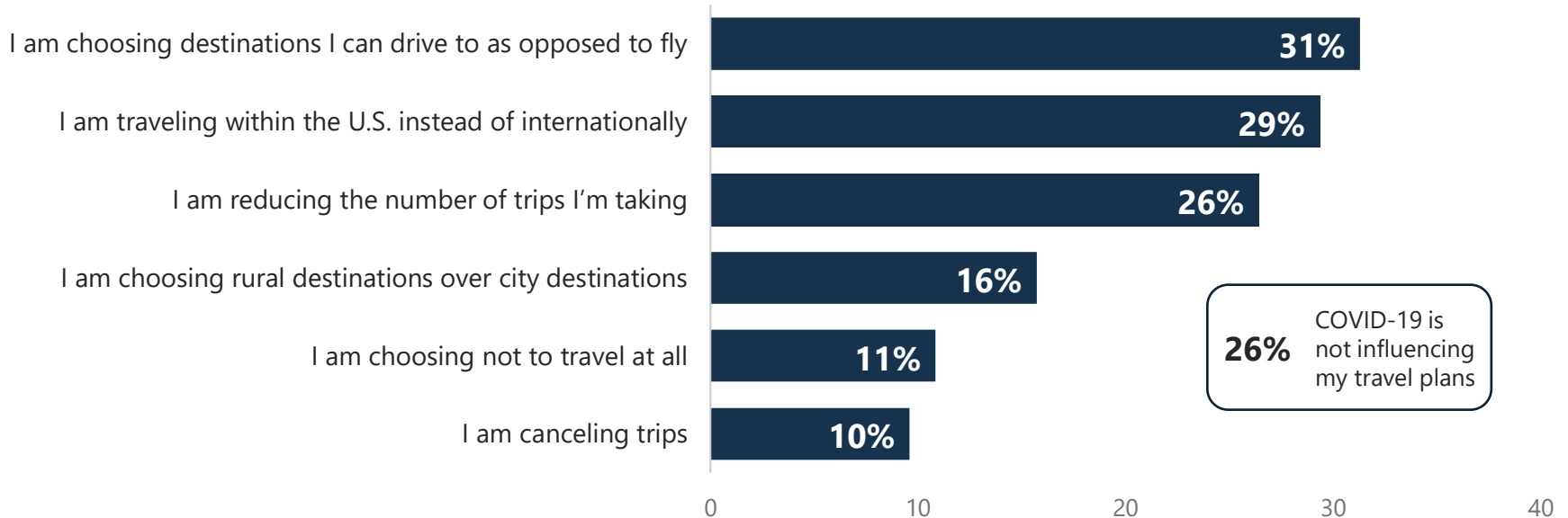
IMPACT ON TRAVEL PLANS

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



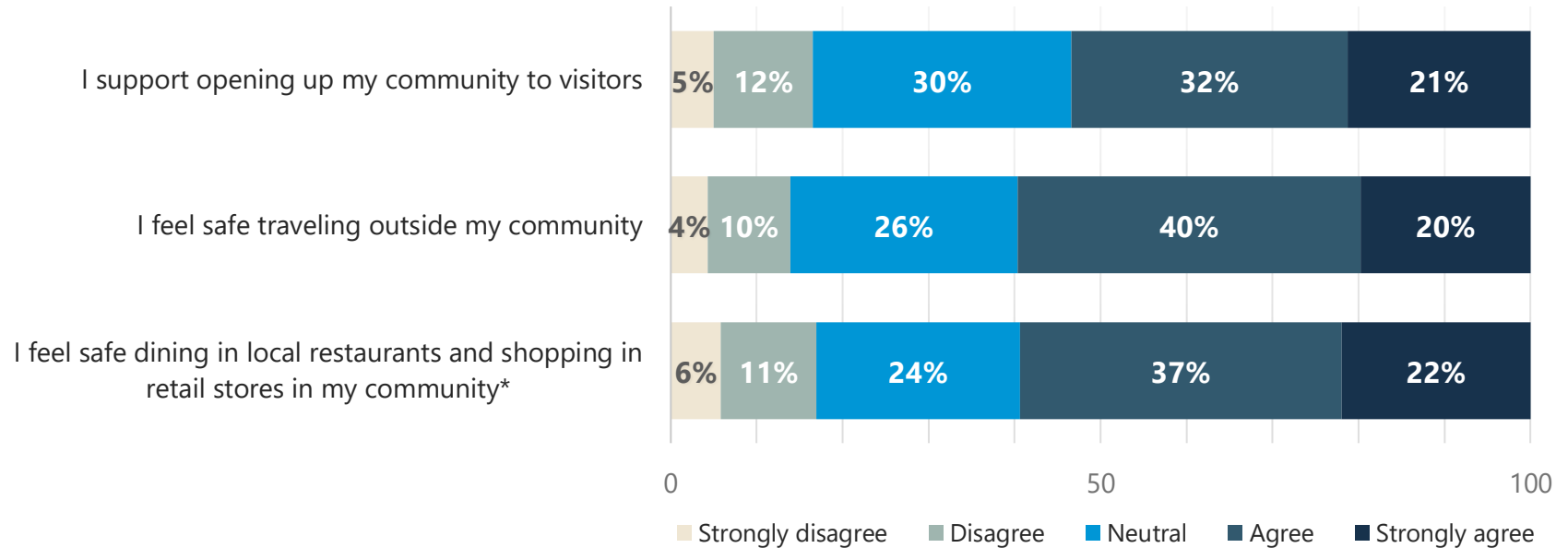
IMPACT ON TRAVEL PLANS

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



TRAVEL PERCEPTIONS

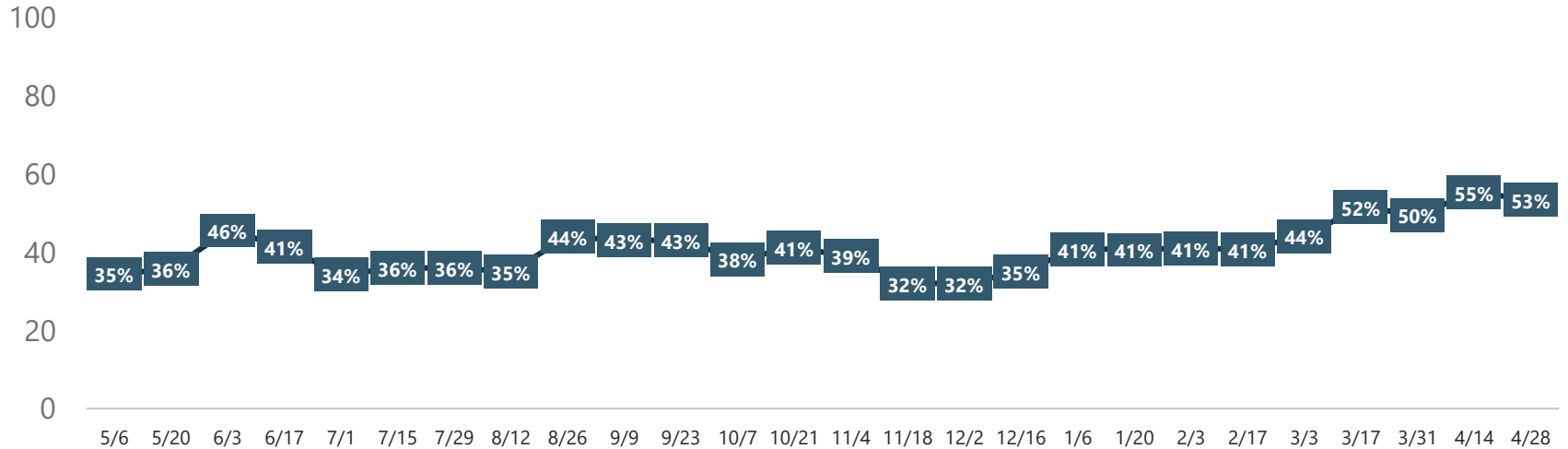
Perceptions of Safety and Travel



*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"

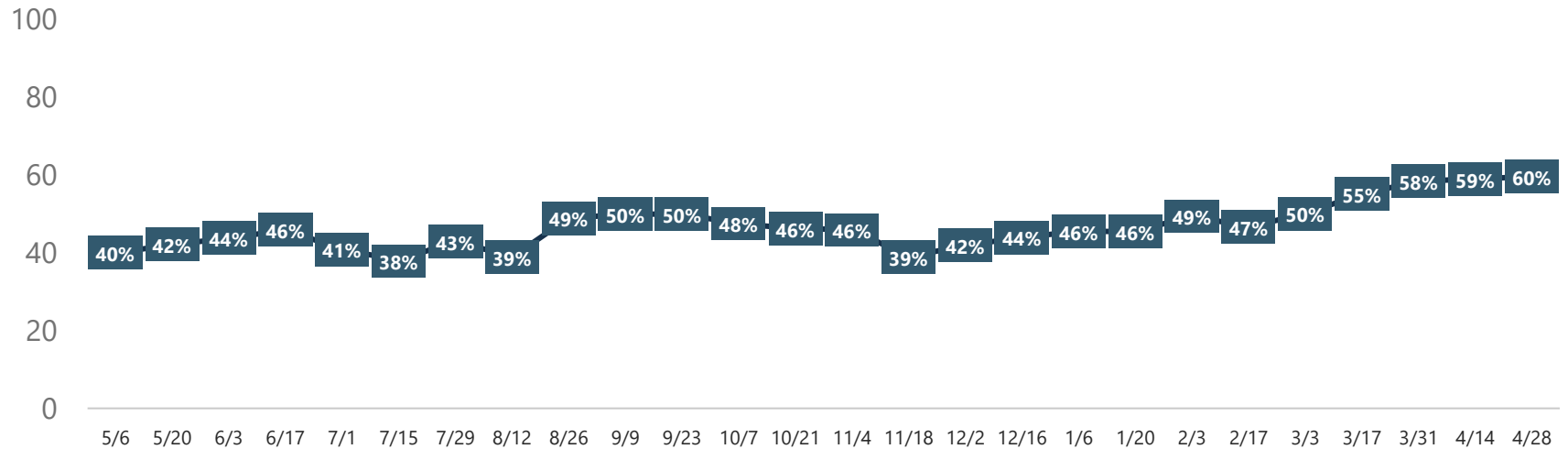
TRAVEL PERCEPTIONS

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



TRAVEL PERCEPTIONS

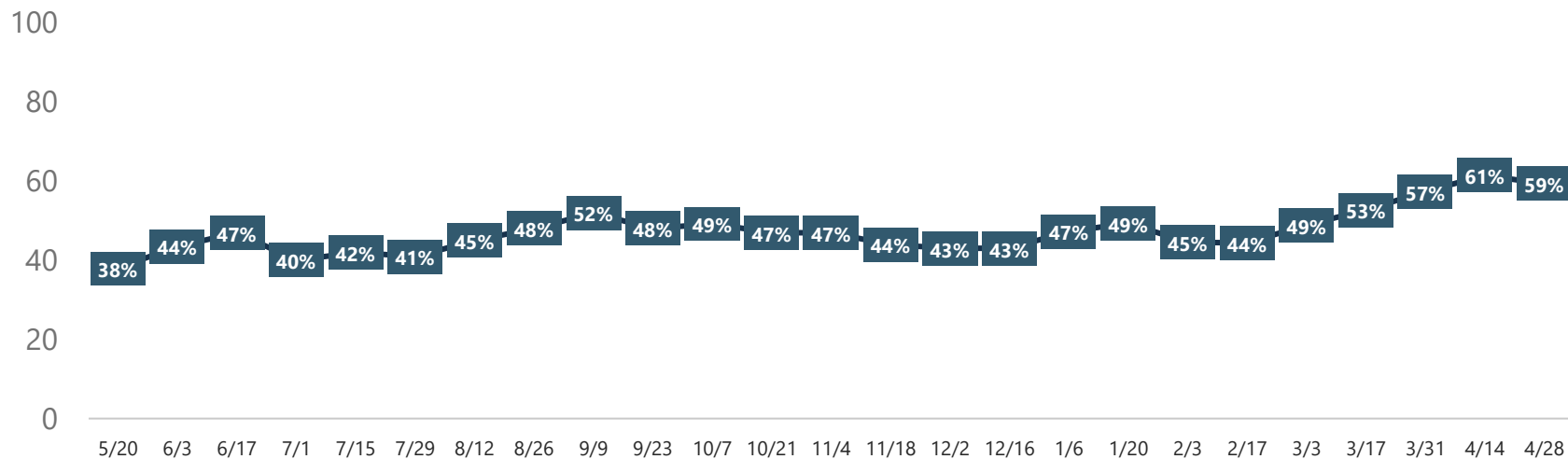
I Feel Safe Traveling Outside My Community Comparison of Travelers Who Strongly Agree or Agree



TRAVEL PERCEPTIONS

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

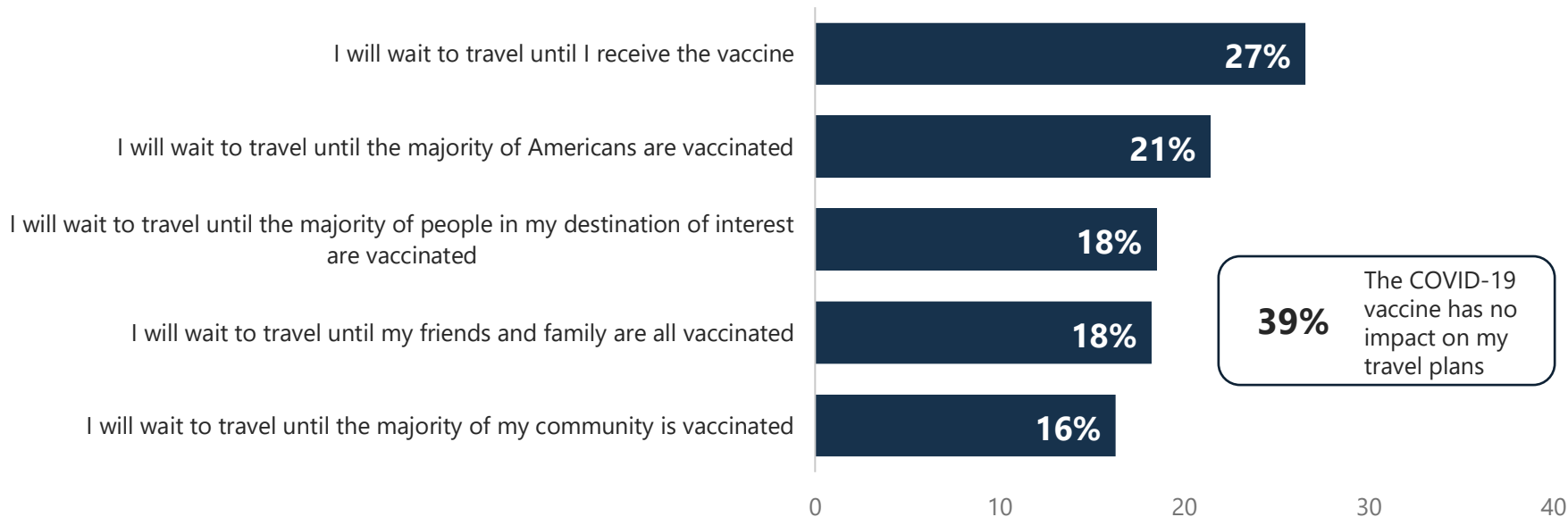
Comparison of Travelers Who Strongly Agree or Agree



*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"

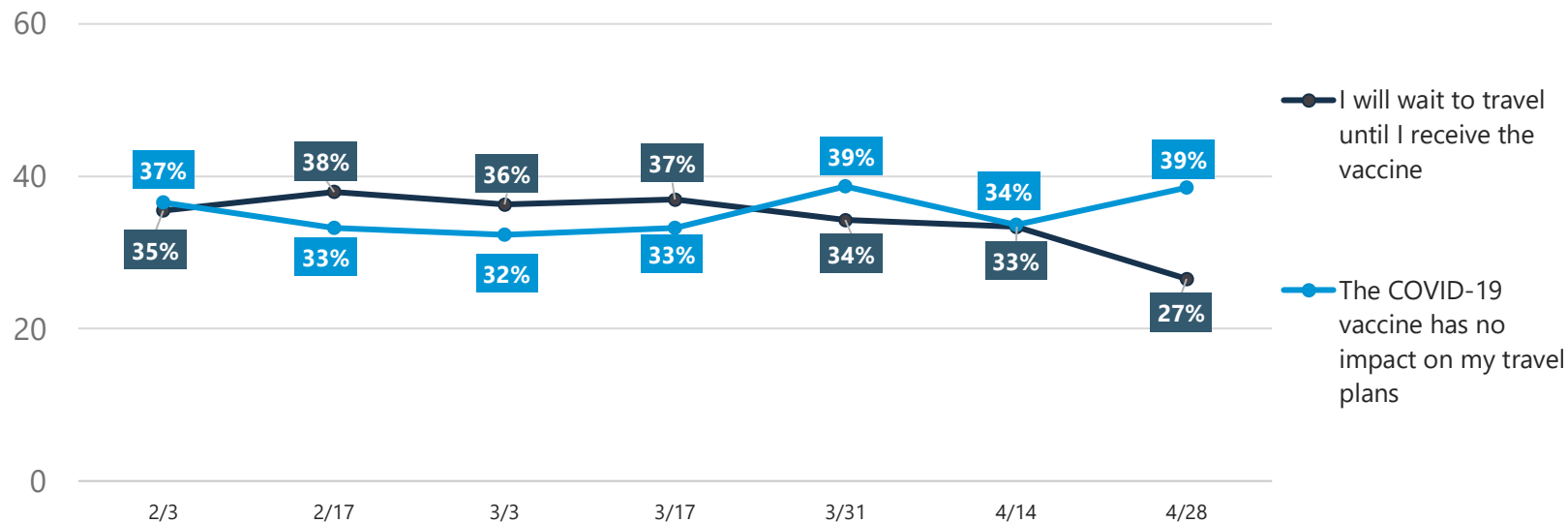
IMPACT ON TRAVEL PLANS

Impact of COVID-19 Vaccine on Travel Plans



IMPACT ON TRAVEL PLANS

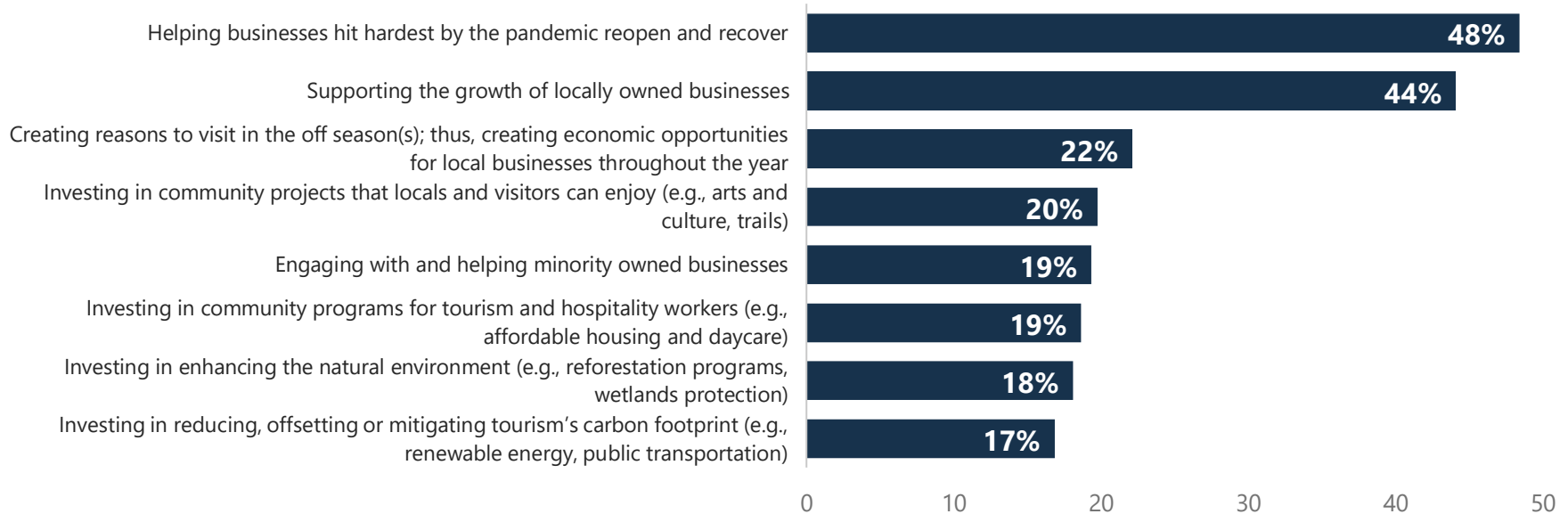
Impact of COVID-19 Vaccine on Travel Plans



IMPACT ON TRAVEL PLANS

Coming out of the COVID-19 pandemic, many destinations are focusing on improving the benefits of tourism to their community, small businesses, and the natural environment. Which of the following should be a priority for your local government or tourism bureau?

Select up to three



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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