



Travel Sentiment Study Wave 43

AUGUST 10, 2021

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COVID-19

TRAVEL SENTIMENT STUDY WAVE 43

Fielded August 4, 2021

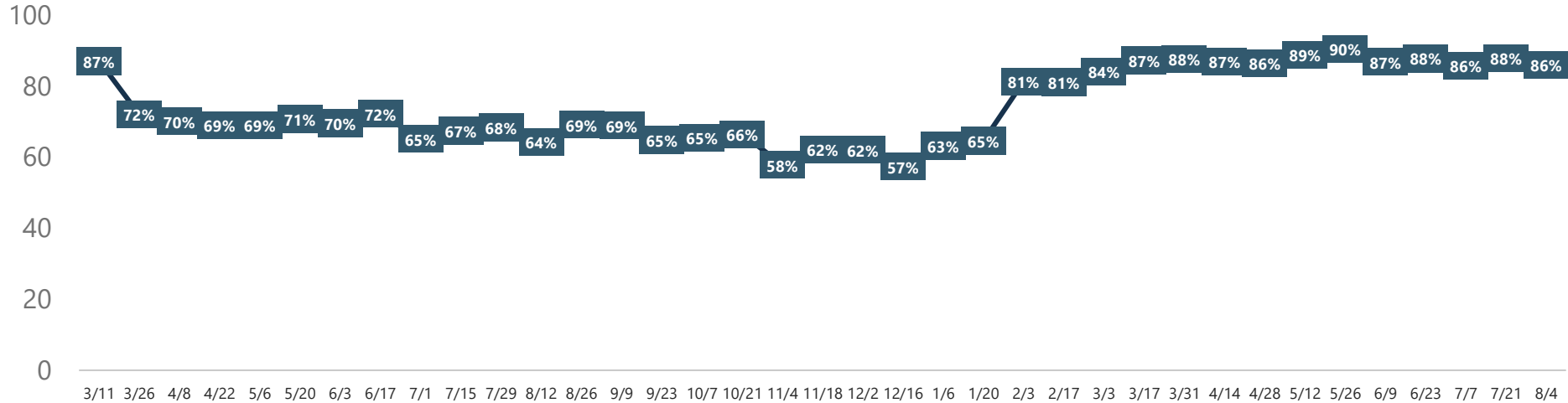
U.S. National Sample of 1,000 adults 18+

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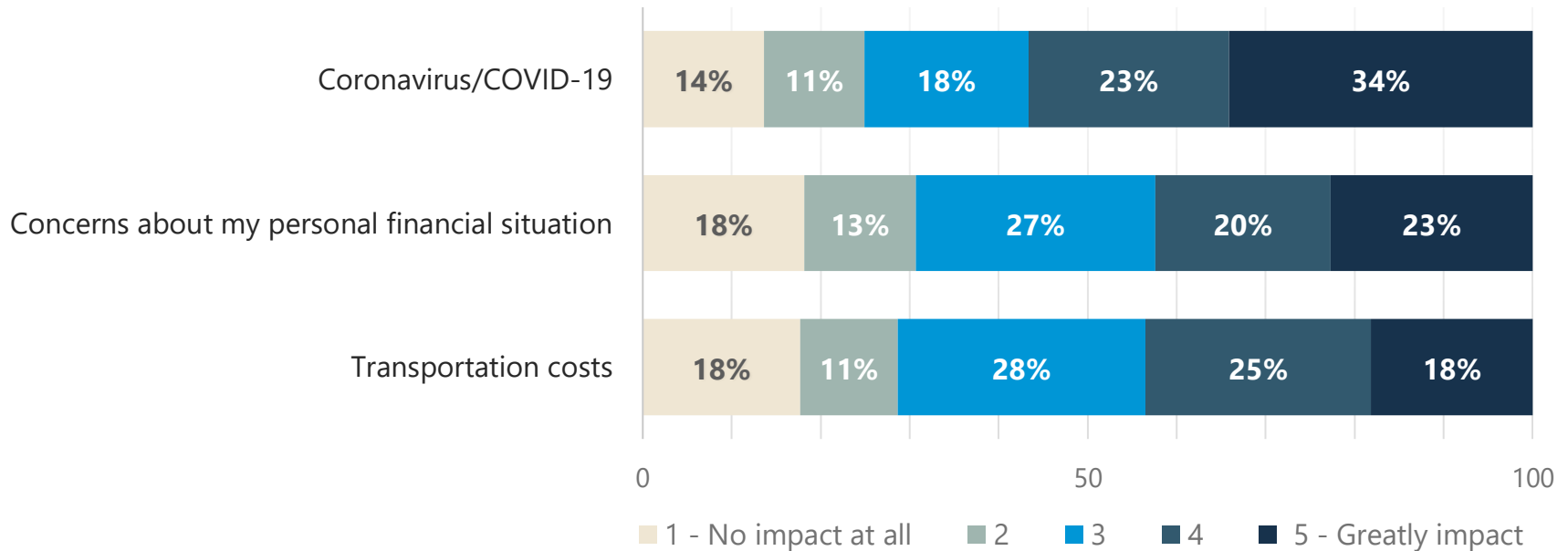
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison



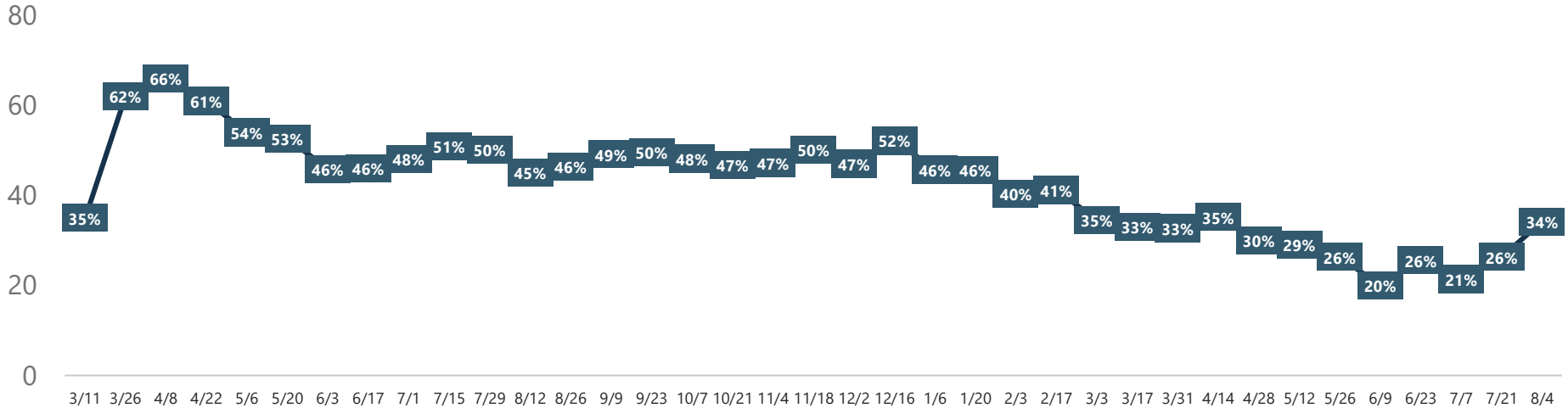
IMPACT ON TRAVEL PLANS

Factors Impacting Decisions to Travel in Next Six Months



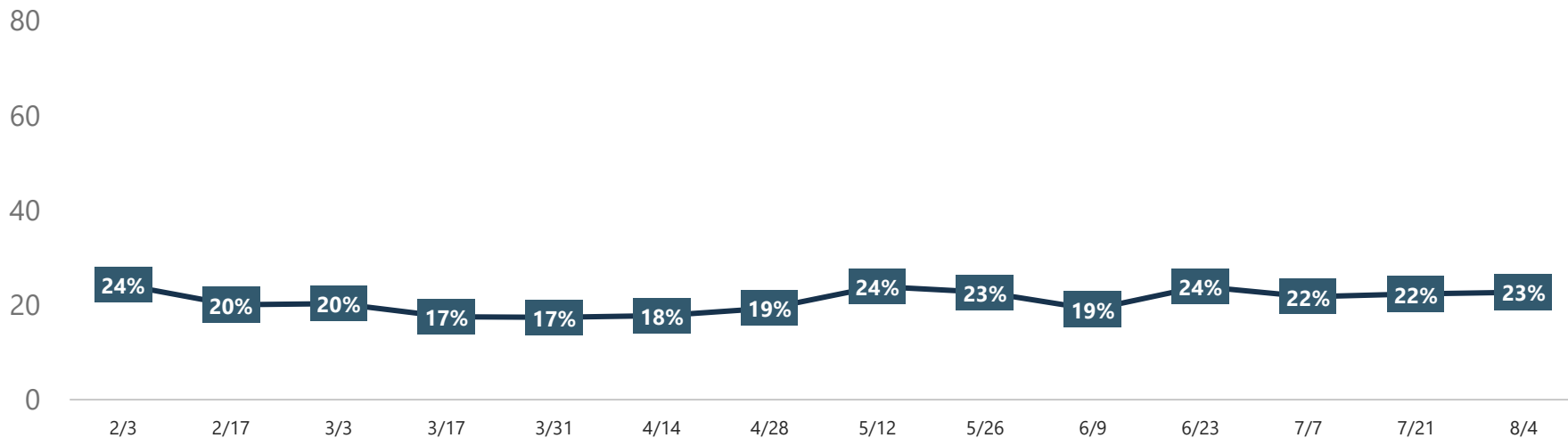
IMPACT ON TRAVEL PLANS

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



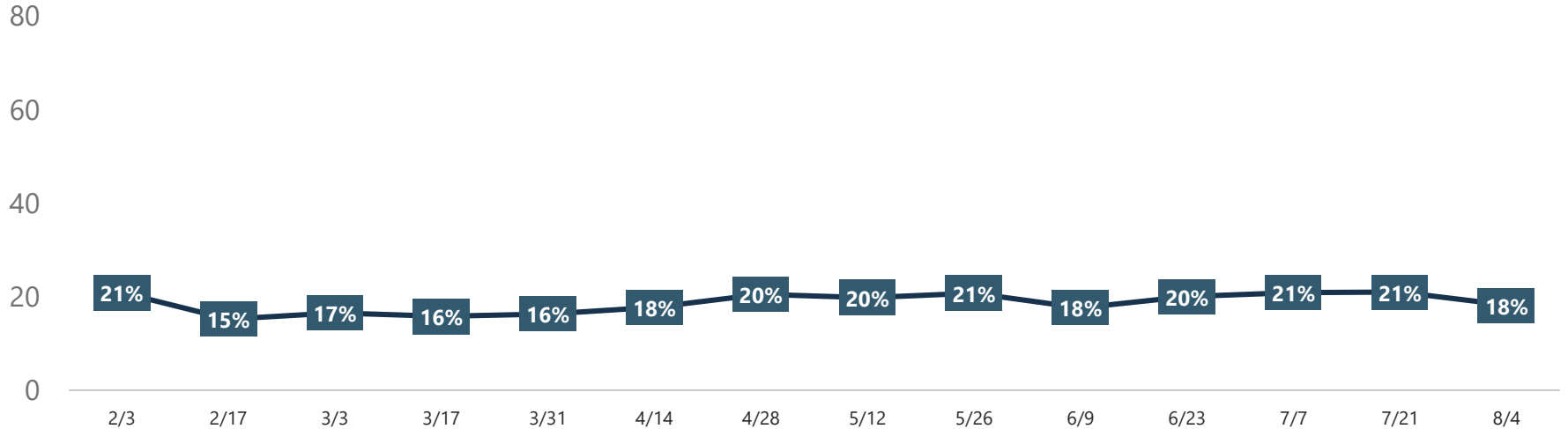
IMPACT ON TRAVEL PLANS

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



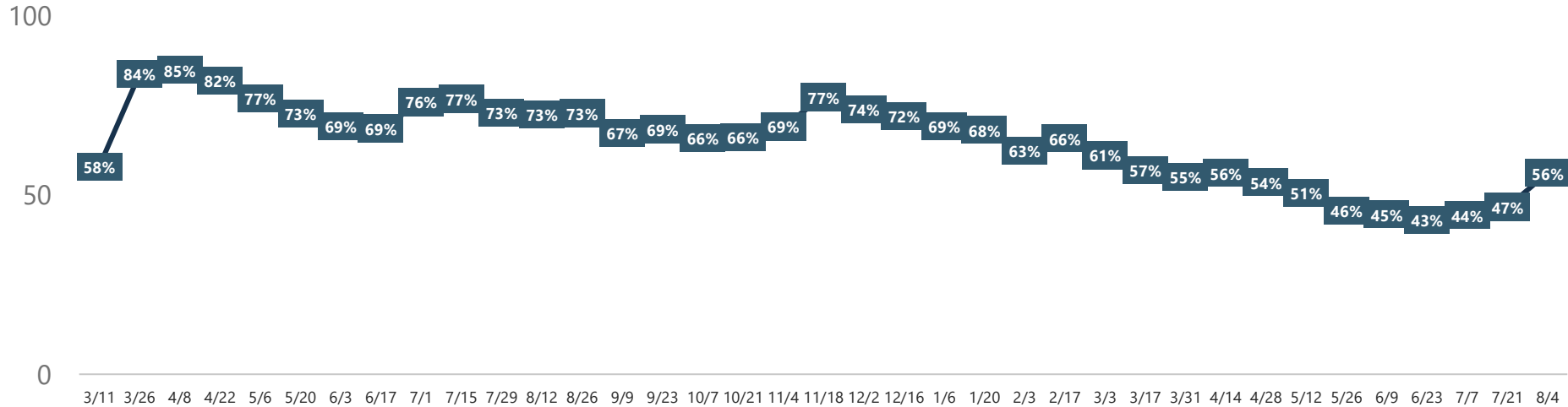
IMPACT ON TRAVEL PLANS

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



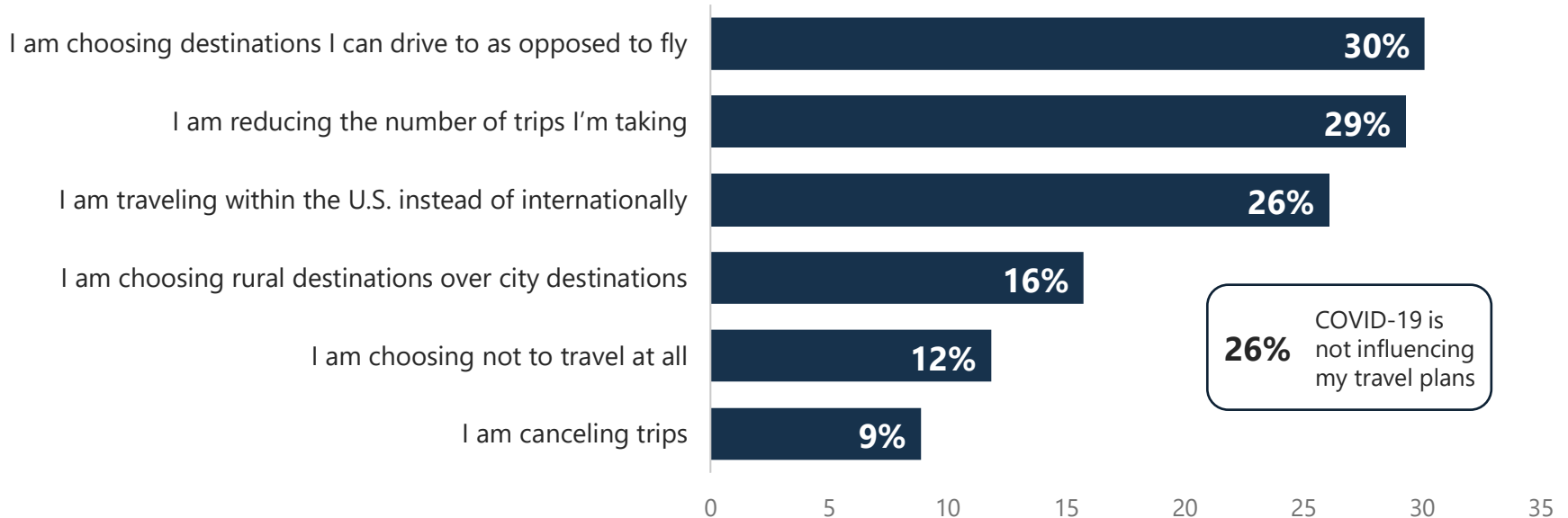
IMPACT ON TRAVEL PLANS

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



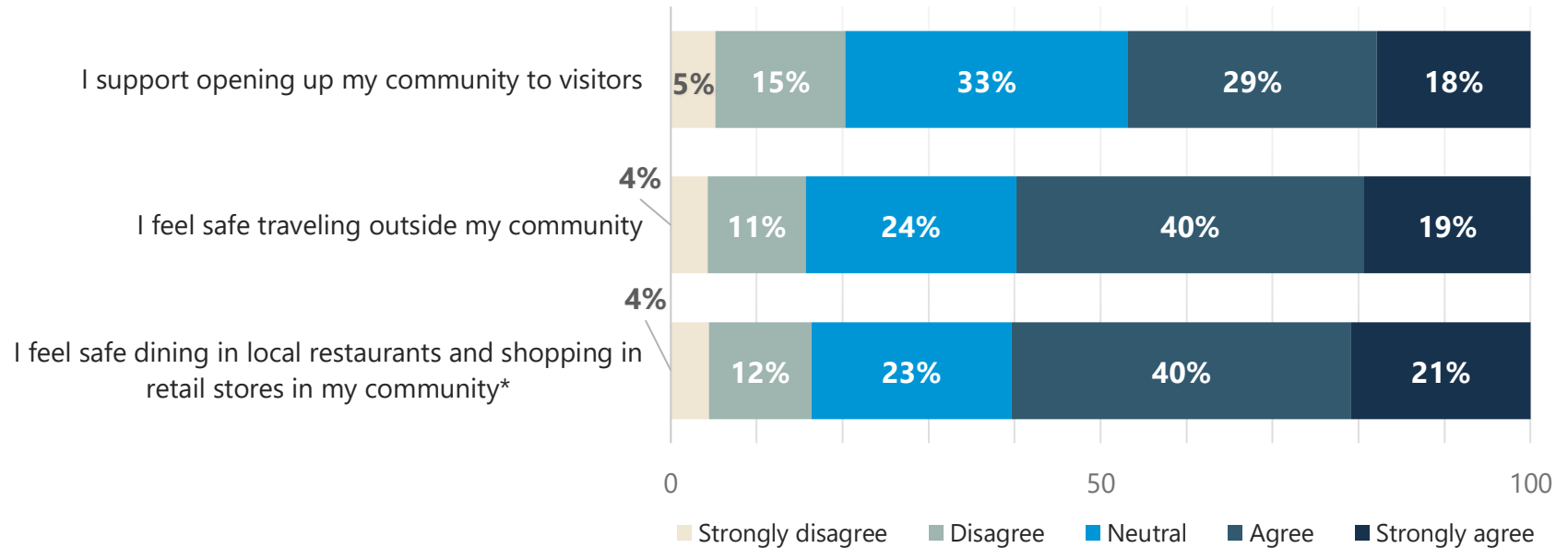
IMPACT ON TRAVEL PLANS

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



TRAVEL PERCEPTIONS

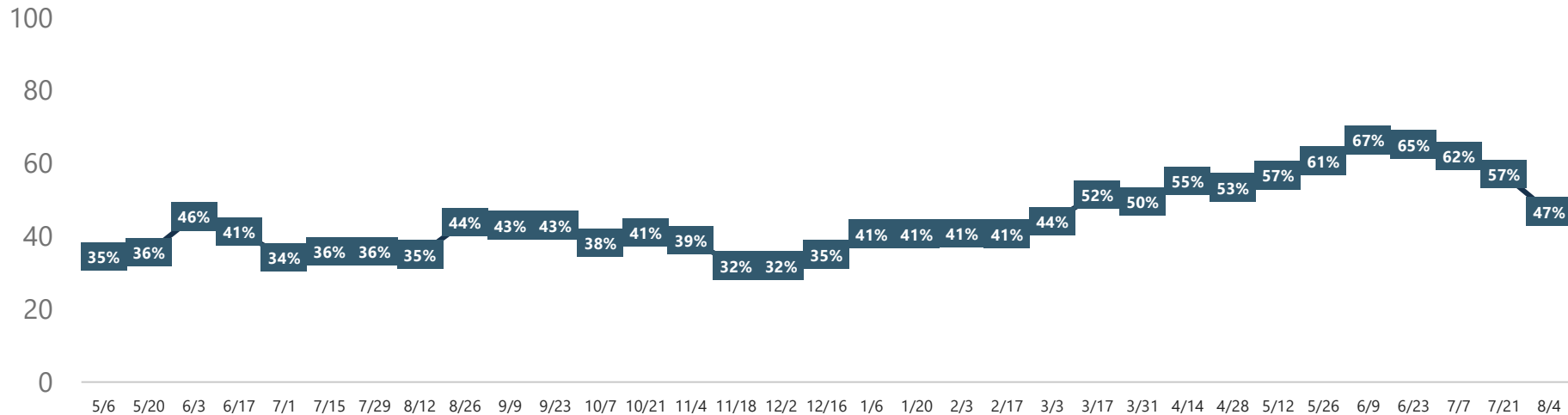
Perceptions of Safety and Travel



*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"

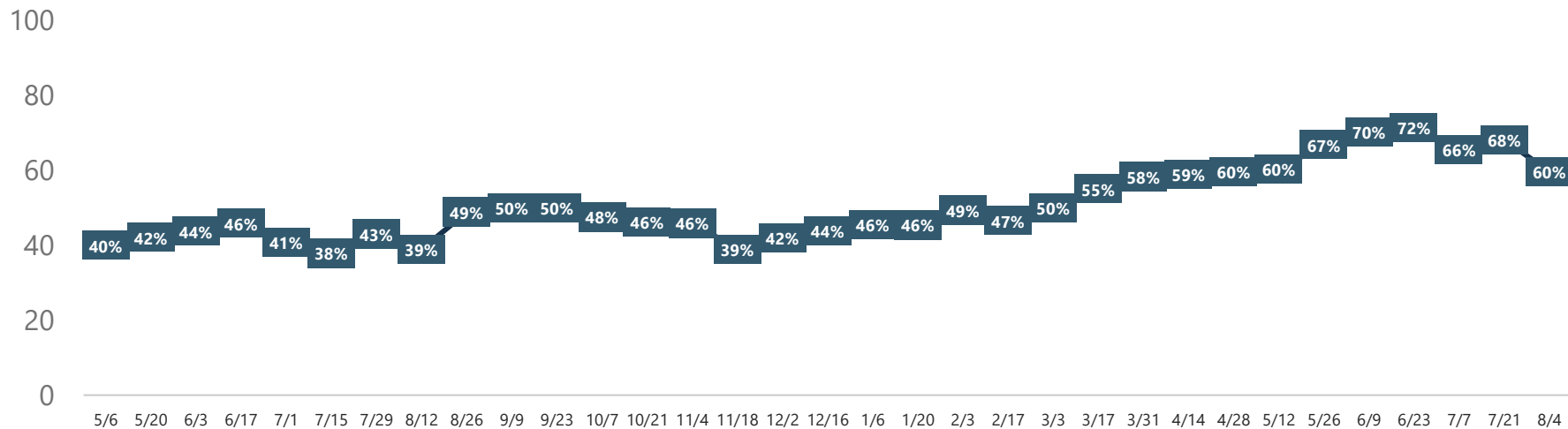
TRAVEL PERCEPTIONS

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



TRAVEL PERCEPTIONS

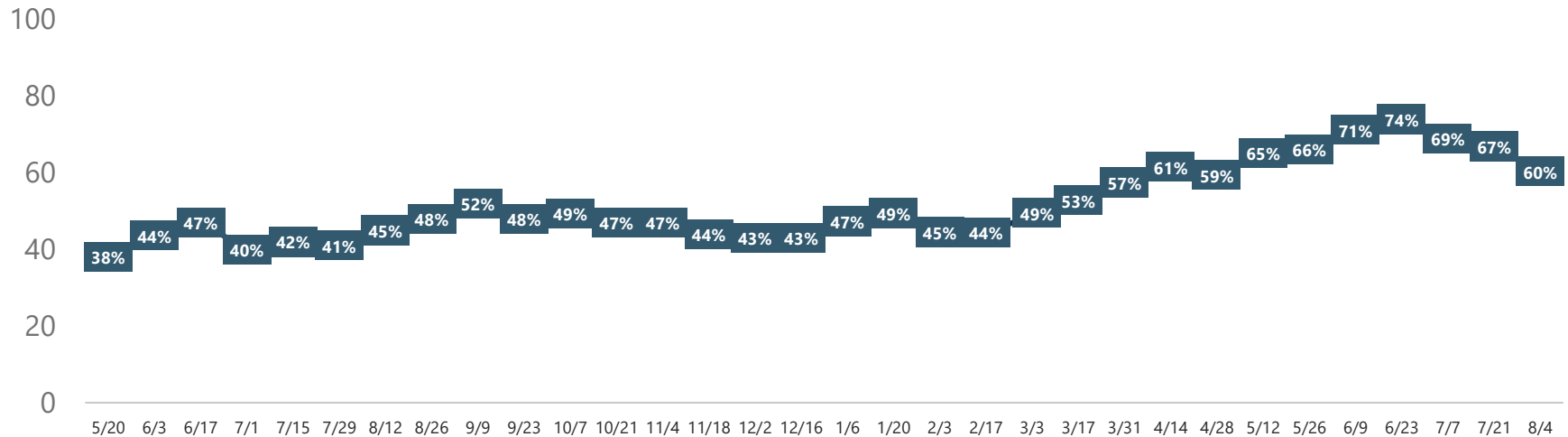
I Feel Safe Traveling Outside My Community Comparison of Travelers Who Strongly Agree or Agree



TRAVEL PERCEPTIONS

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

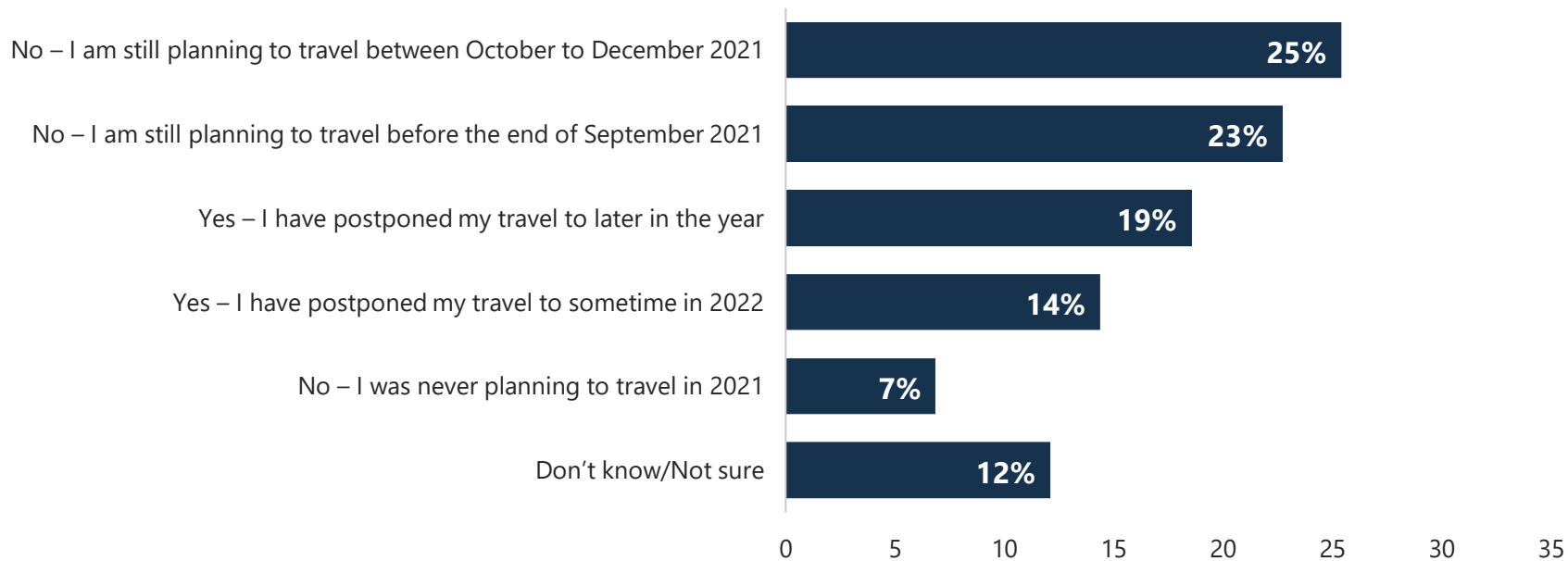
Comparison of Travelers Who Strongly Agree or Agree



*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"

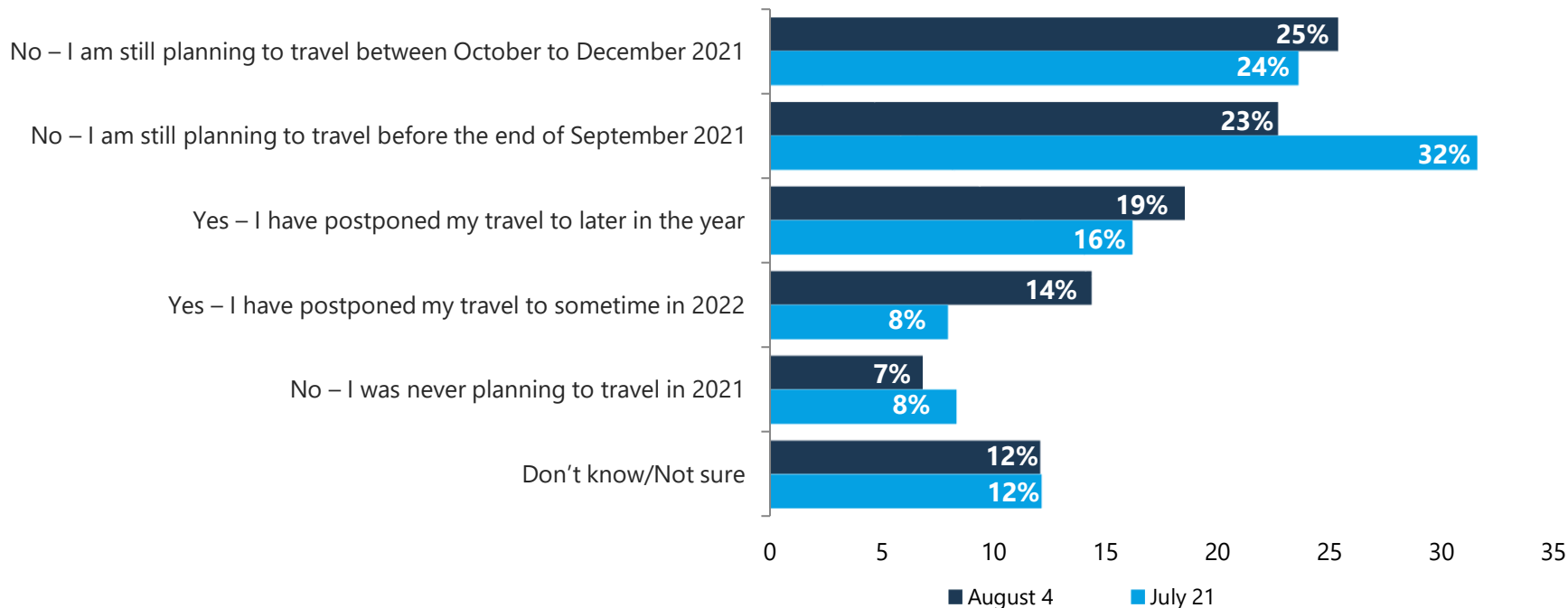
IMPACT ON TRAVEL PLANS

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

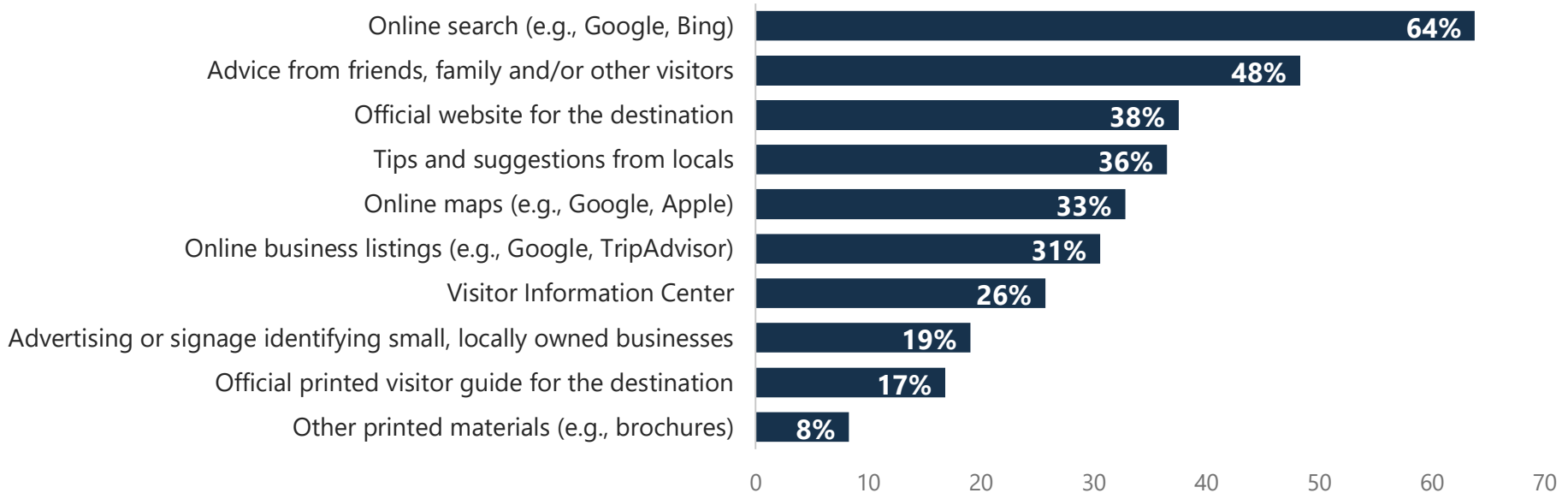
Has the spread of the new Delta variant of COVID-19 over the last few weeks impacted your travel intentions for the rest of the year?



IMPACT ON TRAVEL PLANS

Base: Travelers who typically look for small, locally owned businesses while on vacation

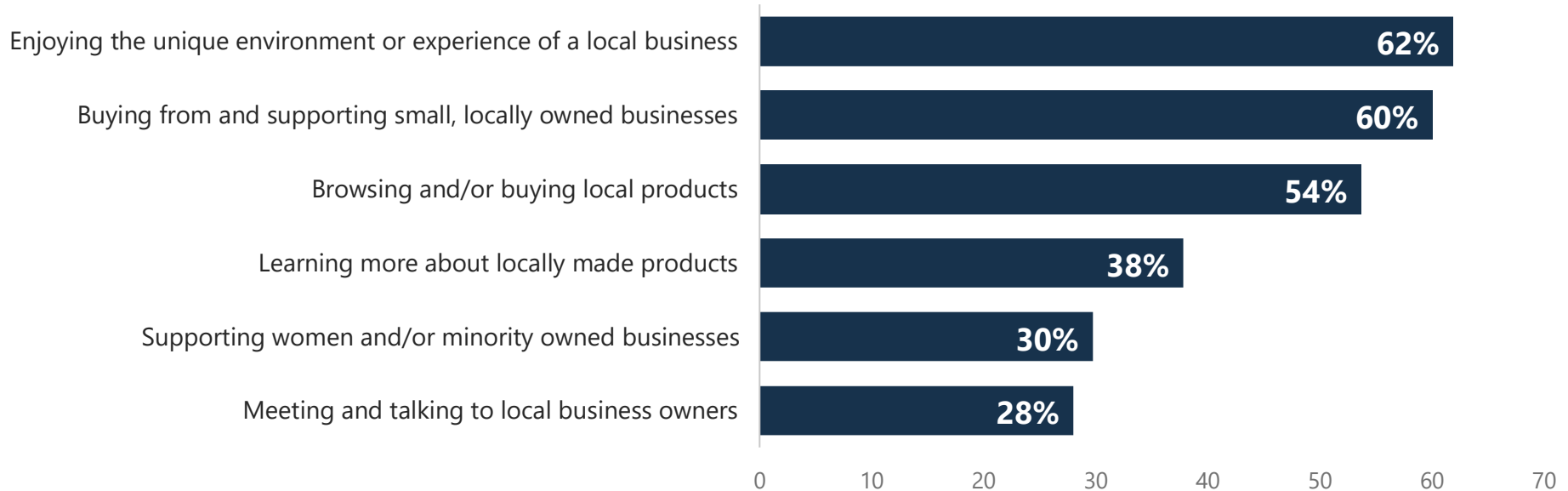
Where do you typically find information about small, locally owned businesses when planning or on your vacation (e.g., local restaurants, shops, activities)?



IMPACT ON TRAVEL PLANS

Base: Travelers who typically visit small, locally owned businesses while on vacation

What are the most appealing reasons for visiting small, locally owned businesses while on vacation (e.g., local restaurants, shops, activities)?



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, vertical reflection on the water's surface. The sky transitions from a pale yellow near the horizon to a soft, hazy blue above. The water in the foreground is dark blue with gentle ripples. On the far left, the dark silhouette of a tree is visible, partially obscuring the view.

Thank You

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