

COVID-19 U.S. Travel Sentiment Survey

Wave 30: February 9, 2021

Longwoods International, with the support of Miles Partnership, is undertaking a tracking survey of U.S. travelers' intentions. This summarizes four critical data points from our survey using a national sample of 1,000 adults from February 3, 2021.

[View the full report.](#)

EXECUTIVE SUMMARY

2021 TRAVEL INTENTIONS

As of early February 2021, U.S. trip planning is starting to grow significantly. 81% of U.S. travelers plan to travel in the next six months, a 16 percent increase from mid-January and the highest level seen since the beginning of the pandemic. As optimism for travel is on the rise and new case numbers are on the decline, only 40% of travelers indicated that coronavirus will greatly impact their decision to travel in the next six months.

IMPACT OF COVID-19 VACCINES ON TRAVEL

"The arrival of multiple coronavirus vaccines has reignited travel planning in the U.S.," said Amir Eylon, President and CEO of Longwoods International. "The travel industry recovery appears poised to track in sync with the success of the mass vaccination program now underway across America." As of early February, 35% of travelers they will wait to travel until they receive the vaccine. In comparison, 37% stated that the COVID-19 vaccine has no impact on their travel plans.

PERCEPTION OF TRAVEL & SAFETY

U.S. travelers perception of safety continues to show signs of improvement as optimism for travel grows. Nearly half (49%) of American travelers feel safe traveling outside of their communities, back near levels seen late last summer. Consistent over the last month, 41% of travelers support opening their community to visitors.

INFORMATION & CONTENT OF INTEREST TO TRAVELERS

This wave asked U.S. travelers about the types of information and content of most interest to them. Local delivery and takeout food options and deals and offers for travel, dining and entertainment for future use took the top two spots with 47% and 46% respectively. 36% of travelers said that information on ways to support local businesses/organizations and their staff impacted by COVID-19 was of interest to them.

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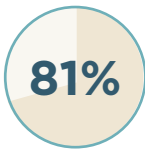
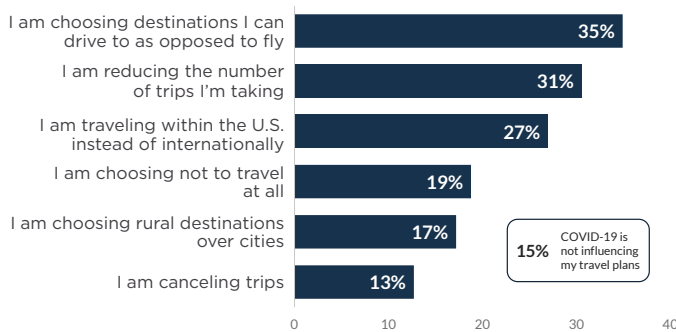
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TRAVEL PLANS

While optimism and travel planning is on the rise, COVID-19 is still influencing travelers' plans in the next six months. 35% of travelers indicated they would choose a destination they can drive to vs. fly. Only a small portion (13%) indicated they would be canceling trips because of coronavirus.

INFLUENCE OF COVID-19 ON TRAVEL PLANS IN THE NEXT SIX MONTHS

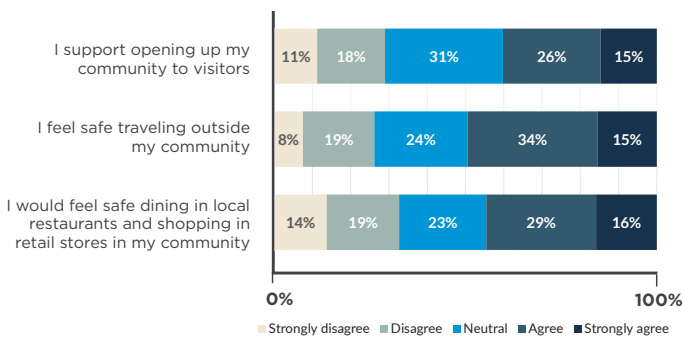


of U.S. travelers indicate they have travel plans in the next six months, up from 65% in mid-January and the highest level seen since the start of the pandemic.

CONFIDENCE IN TRAVEL & TRAVELERS

The percentage of travelers feeling safe to travel has continued to improve as vaccines are distributed and optimism rises. 49% of Americans say they feel safe traveling outside their communities, back up to levels seen late last summer. 41% of travelers support opening their community to visitors, consistent with levels seen over the last month.

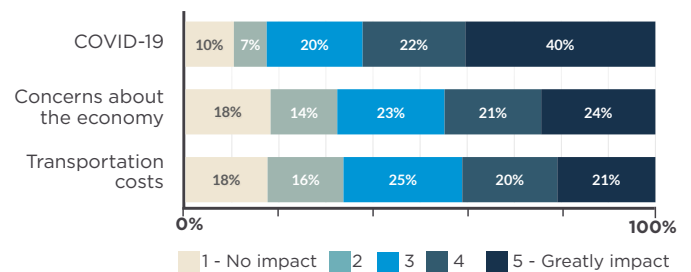
PERCEPTIONS OF SAFETY AND TRAVEL



FACTORS IMPACTING TRAVEL

While COVID-19 continues to be the main factor impacting people's decisions to travel in the next six months, only 40% indicated that COVID-19 will "greatly impact" their travel plans, compared to 46% in mid-January. Just under a quarter of travelers (24%) said that the economy would greatly impact their travel plans.

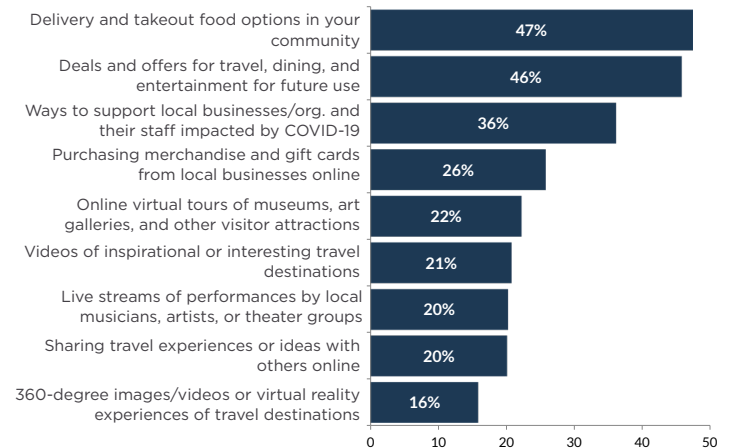
FACTORS IMPACTING DECISIONS TO TRAVEL IN THE NEXT SIX MONTHS



CONTENT IN THE PANDEMIC

When asked about the types of information and content of interest to them, 47% of American travelers indicated that local delivery and takeout food options are important to them, and 46% said deals and offers for travel, dining and entertainment for future use. Travelers are also interested in ways to support local businesses and their staff impacted by the pandemic.

INFORMATION AND CONTENT OF INTEREST TO TRAVELERS



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