



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

SPOTLIGHT - COVID-19 RESEARCH SUMMARY & ANALYSIS
HOW US TRAVELERS SEE VACCINATIONS

AUGUST 10TH 2021



COVID-19 SUMMARY
Vaccinations

HOW US TRAVELERS SEE COVID-19 VACCINATIONS

Summary of Research March to July 2021: PART 1

- US travelers are more vaccinated and supportive of COVID-19 vaccinations than the wider US population (63% to 53% as of late July). [See Page 3.](#)
- Higher vaccination rates in destinations plus destinations and tourism businesses that have vaccine requirements are both seen as positives in the travel decisions of a majority, 53%-57%, of all US travelers. [See Pages 4-6.](#)
- A significant majority of US travelers, 68%, also support vaccination requirements for some or all international visitors coming to the USA. [See Page 7.](#)
- However, like the wider US population, a solid minority of US Travelers (29%) are unsure or do not plan to get vaccinated against COVID-19 and 10% say they will not support any destinations or businesses requiring vaccinations. [Pages 3 & 6.](#)

COVID-19 SUMMARY
Vaccinations

HOW US TRAVELERS SEE COVID-19 VACCINATIONS

Summary of Research March to July 2021: PART 2

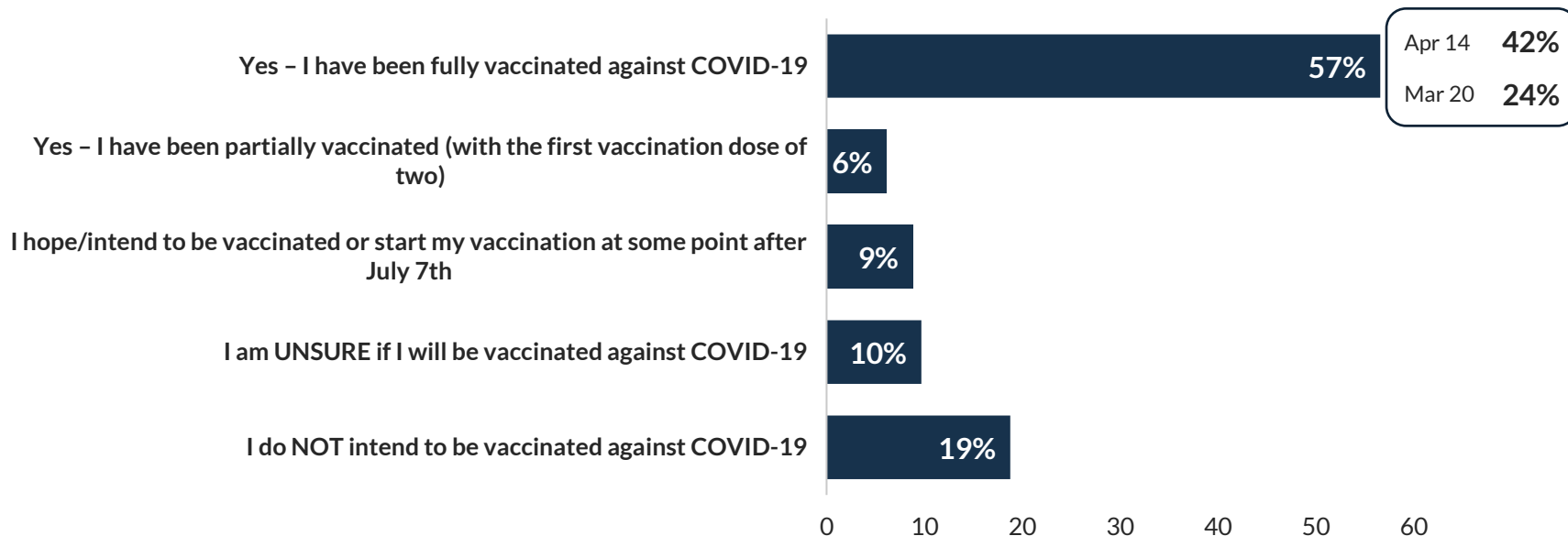
- **BOTTOM LINE:** With pandemic & health experts stressing the importance of high vaccination rates in mitigating the Delta variant's spread, this division has both health & business consequences. It is adding to the spread of this new wave of COVID-19 - which in turn impacts the confidence of US travelers and/or accelerates the re-introduction of health mitigation measures (eg: mask mandates, border & event restrictions) – all impacting the recovery of tourism.
- Two examples of this impact – US travelers' comfort in welcoming visitors into their community and their own perceived safety in traveling have both dropped significantly (20 & 12 percentage points respectively) in the last month to early August 2021. **See Pages 8 & 9.**

VACCINATION STATUS OF US TRAVELERS

US Travelers – at least one vaccine shot **63%**

US Adult Population – at least one shot* **53%**

Have you, or do you intend to be vaccinated against COVID-19?

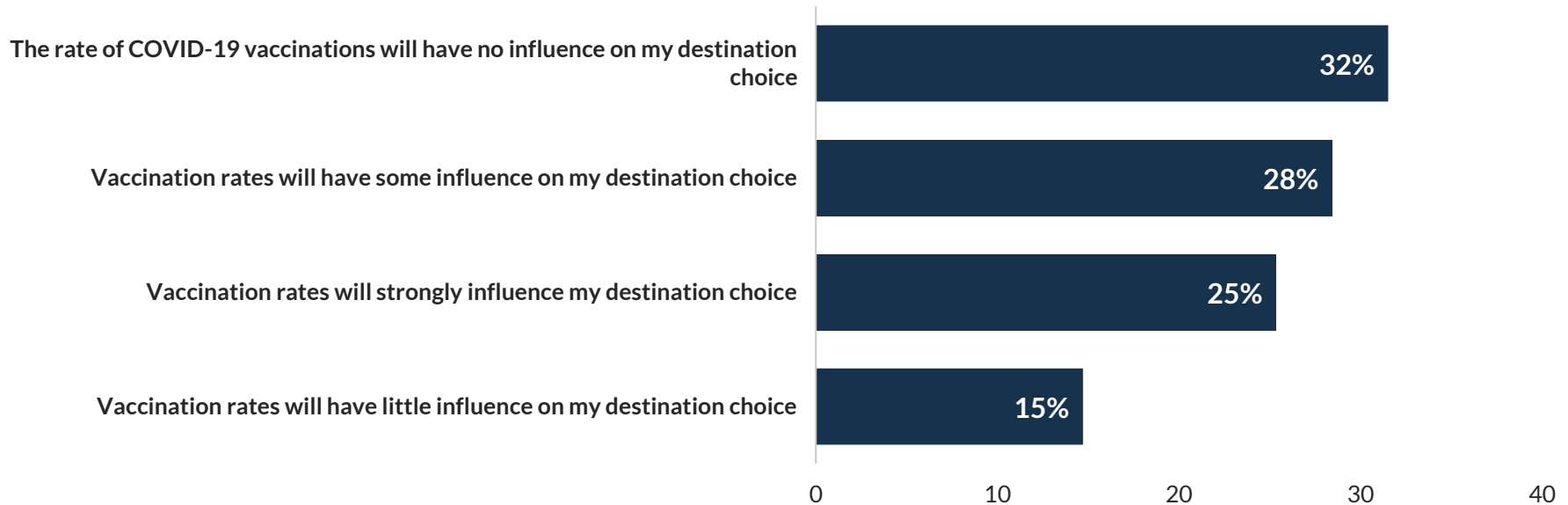


IMPACT ON TRAVEL PLANS

Vaccination rates in a destination
will have some or strongly
influence my decision to visit

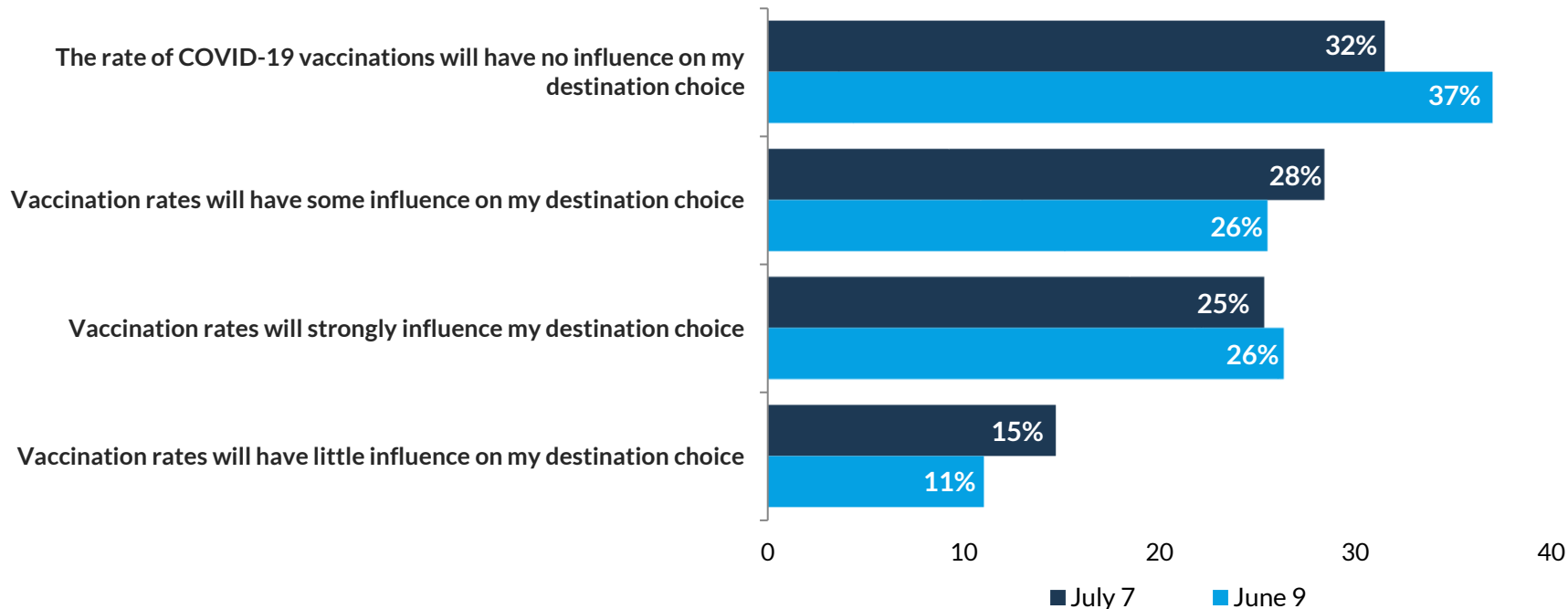
53%

Vaccination rates vary widely across the US. To what extent, if any, will a state or city's rate of COVID-19 vaccinations influence your destination choice?



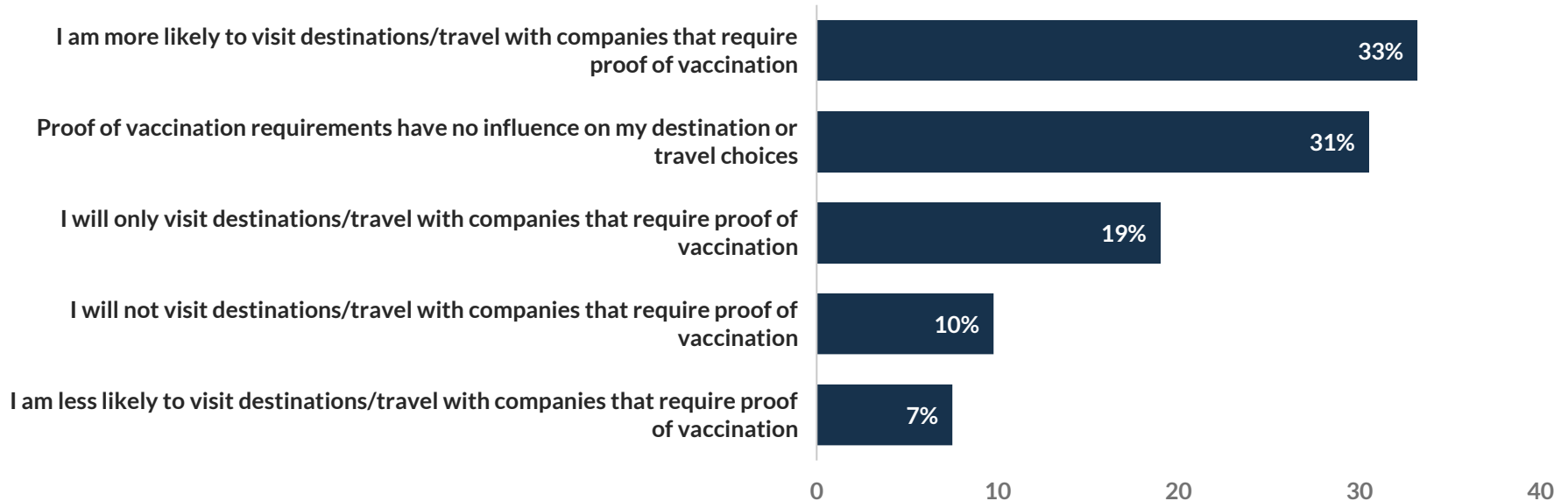
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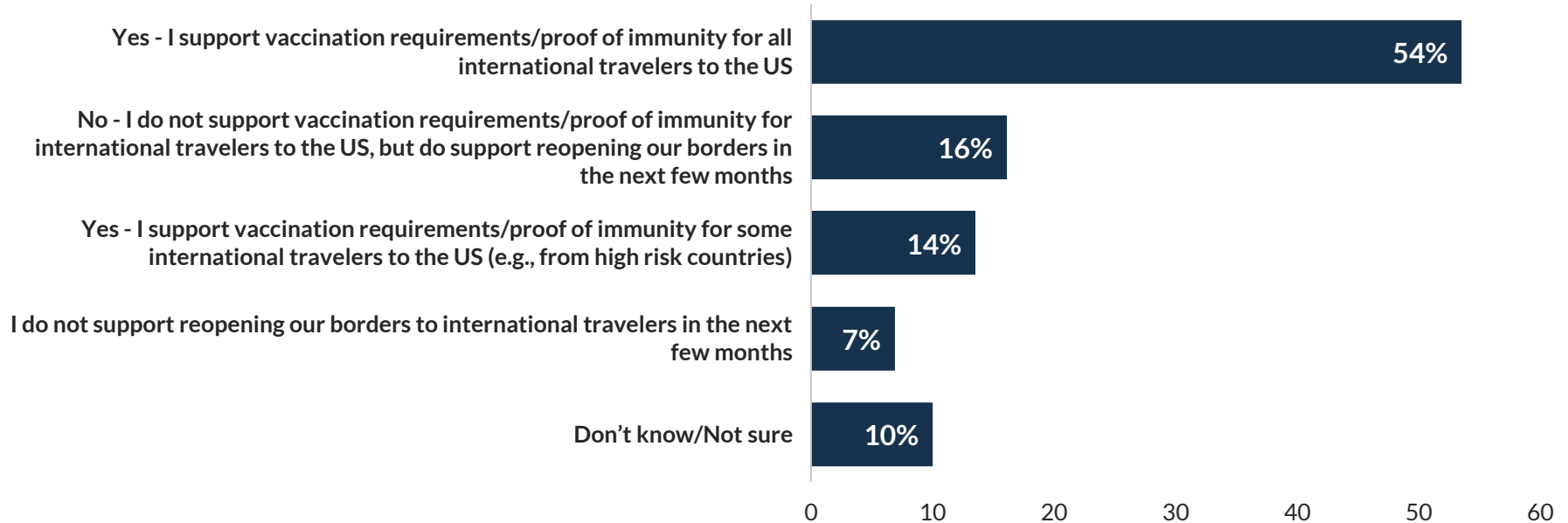
IMPORTANCE OF VACCINATION REQUIREMENTS ON TRAVEL DECISIONS

To what extent, if any, will the vaccination requirements of tourism destinations & businesses influence your decision to visit?



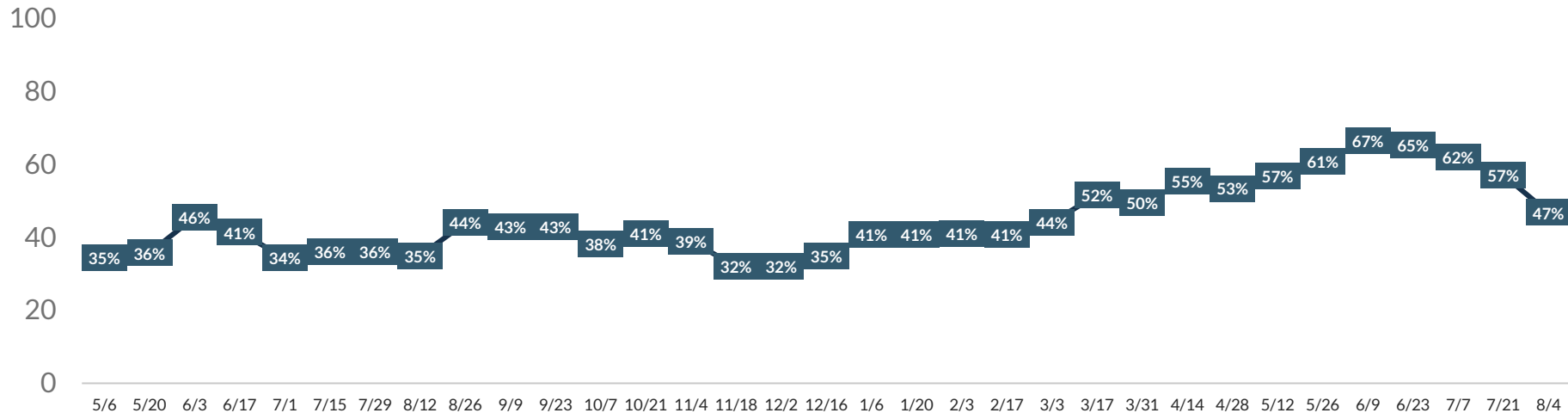
SUPPORT FOR VACCINE REQUIREMENT FOR INTERNATIONAL TRAVELERS

Some countries are considering introducing vaccine requirements for all international travelers. If the US reopens its borders to international travelers in the next few months, should it only be to international visitors who are fully vaccinated or can prove they have had the COVID-19 virus?



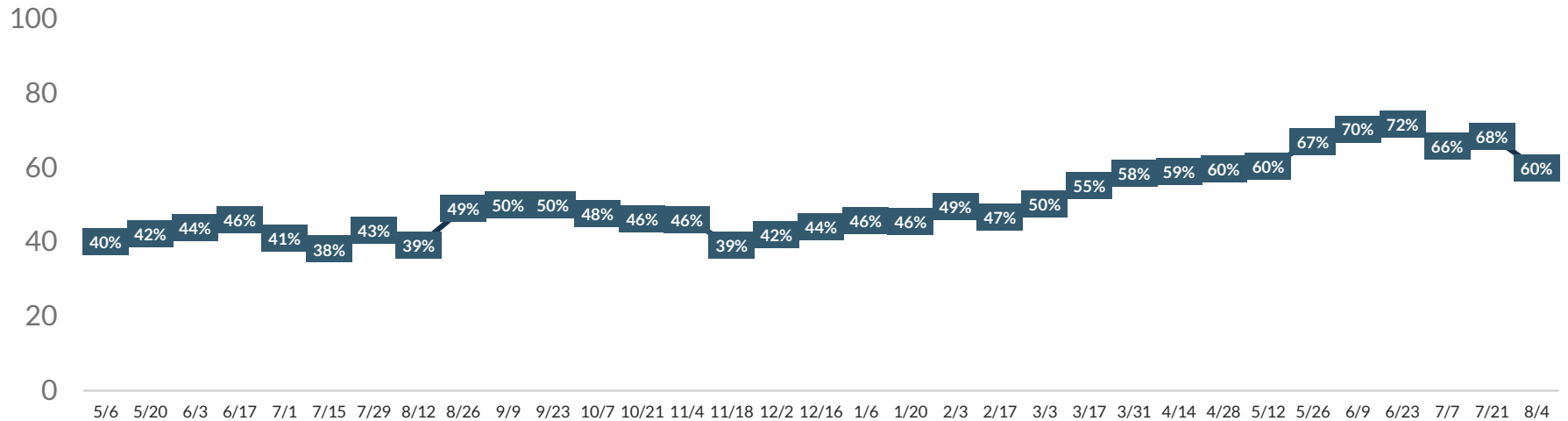
TRAVEL PERCEPTIONS – SUPPORT OF TOURISM IN MY COMMUNITY

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



TRAVEL PERCEPTIONS – PERCEPTION OF SAFETY IN TRAVELING

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



Additional Resources

Longwoods International Research
longwoods-intl.com/covid-19

Miles COVID-19 'Clarity in a Time of Change' Industry Portal
covid19.milespartnership.com

