











Inbound COVID-19 Sentiment Tracker

Market Snapshot - USA

Read the full report for Wave 4 here (PDF, 8MB)



USA Market Summary

Wave 1: 2nd-16th Dec 2020

Wave 2: 24^{th} Mar -6^{th} Apr 2021

Wave 3: 23rd Aug - 6th Sept 2021

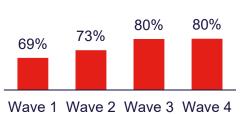
Wave 4: 10th-23rd Feb 2022

All data is from Wave 4, unless stated

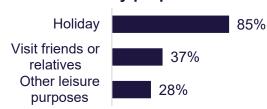


Travel intentions

Intending to travel abroad for leisure*



Journey purpose



Travel preferences

Top activities



Destination types





51% Large city



30% Country/ village



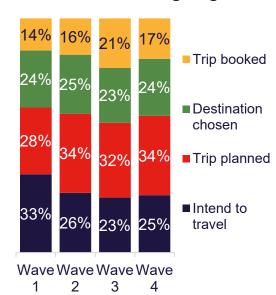
34% Coastline

27% Small/midsized city/town

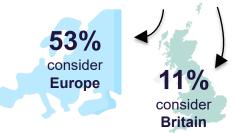


30% Mountains or hills

Planning stage



Among leisure trip intenders:

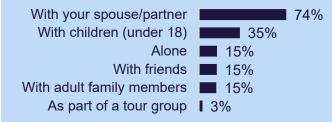


Among leibure trip interlucio

Among Britain intenders:

65% consider England37% consider Scotland22% consider London22% consider Wales

Top Travel Companions



Top modes of transport within Britain



Top Accommodation











USA Market Summary

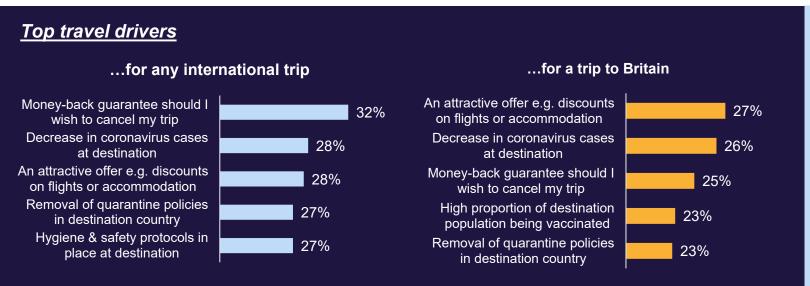
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Travel Concerns – for travel to Britain*

Other people not following COVID-19 policies/procedures 75% Limited / restricted experiences at destination Access to healthcare if I contract COVID-19 abroad Change in quarantine requirements on my return home Contracting COVID-19 during my journey/trip Extra admin involved with new policy/rules during the trip Accessibility of affordable air fares Affordability of robust travel insurance Locals' attitude towards international tourists 63% Costs of mandatory COVID-19 tests 62%



I would be happy to take a pre-trip covid-19 test should that be required	83%	2 <mark>%4</mark> %
I will look for less crowded places, even if I miss attractions	71%	3 <mark>% 26%</mark>
I would be comfortable using public transport within the destination	69%	4 <mark>% 27%</mark>
Booking through a travel agent is a safer option at the moment	68%	7 <mark>% 25</mark> %
I will delay my next international trip until Omicron is under control	65%	4 <mark>% 30%</mark>
I will favour local destinations instead of traveling internationally	65%	5 <mark>% 30%</mark>
I will think more about sustainability when planning future holidays	63%	8% 29%
I will be intending to take fewer but longer holidays	61%	9% 31%
I will favour international destinations closer to my home country	60%	9% 32%
I will favour destinations I have been before rather than new places	55%	<mark>5</mark> % 40%
I will leave booking until later/last minute	51%	3 <mark>% 46%</mark>
■ Agree ■ No opinion ■ Disagree		











^{*%} very & somewhat concerned

^{**%} completely & somewhat agree