

	Longwoods International Fielded Mar. 3	PULSE SURVEY Fielded Feb. 18-Mar. 2	Group Tour Magazine Fielded Jan. 2021
<b>Aspirations</b>		81% of meeting planners will hold their next in-person event sometime this year.	
<b>Influences</b>	35% of people said COVID-19 greatly impacts their decision, while only 11% said it has no impact at all.		
<b>Perception of Safety</b>	<p>50% of travelers said they feel safe traveling outside of their communities.</p> <p>44% of people agree or strongly agree to support opening their communities to visitors.</p> <p>36% of travelers said they still plan to wait to travel until they receive the vaccine.</p> <p>32% said the COVID-19 vaccine has no impact on their travel plans.</p>	<p>76% of meeting planners believe vaccines will lead to a quicker economic recovery.</p> <p>Around 75% of meeting planners will require masks during in-person events as well as safety protocols.</p>	68% of tour planners are evolving their businesses to accommodate new safety protocols.
<b>2021 Travel Plans</b>	<p>84% of travelers reported to have travel plans in the next six months.</p> <p>17% said they currently do not have any trips planned.</p> <p>16% said within the next month.</p> <p>20% said the next 1-2 months.</p> <p>26% said in the next 3-5 months.</p> <p>21% said their next trip will be in the next 6 or more months.</p>	As vaccines distribution rolls along and confidence grows, fears of contagion and travel declines.	When asked when travel planners are running tours, 32% reported April-March and 28% reported July-Sept.
<b>Booking Events/Meetings</b>		<p>As of now association planners, independents and sports organizers are more likely to have events in Q1.</p> <p>60% of planners expect to have in-person meetings toward the second half of this year.</p>	
<b>Technology Choices</b>		30% of meeting planners plan to have hybrid events, offering both in-person and virtual audiences.	
<b>Messaging</b>			<p>Some ways to help suppliers can help group leaders are</p> <ul style="list-style-type: none"> <li>- Keep operators informed of safety protocols of all stops.</li> <li>- Reduce price to reflect less people on trips.</li> <li>- Continue to communicate about schedules for smaller groups.</li> </ul> <p>Find more on our updates page.</p>

**Links:**
**Longwoods International:** <https://longwoods-intl.com/news-press-release/covid-19-travel-sentiment-study-wave-32>
**Pulse Survey:** <https://www.northstarmetingsgroup.com/News/Industry/Weekly-Survey-Tracking-Coronavirus-Meetings-Response>
**Group Tour Magazine:** [https://grouptour.com/pdf/GTM-9120B\\_ReaderSurvey\\_SellSheet\\_2021.pdf?fbclid=IwAR0d28AC6XytPkSnz0m1MS\\_4ngCJg-8yUEYR2hy9jk6QBBVlwkOeeo-Y2Lw](https://grouptour.com/pdf/GTM-9120B_ReaderSurvey_SellSheet_2021.pdf?fbclid=IwAR0d28AC6XytPkSnz0m1MS_4ngCJg-8yUEYR2hy9jk6QBBVlwkOeeo-Y2Lw)