



	Destination Analyst Mar. 15-19	American Alliance of Museums Fielded Feb. & early Mar.	American Express Travel Mar. 15
Aspirations	Americans' optimism about the course of the pandemic is up 40% since the start of the year with 60.3% feeling things will get better in the next month.	As vaccinations roll out across the U.S., comfort levels for visiting museums will continue to shift.	87% of respondents agree having a trip planned gives them something to look forward to. With people working remote combined with unique incentives from hotels, 54% of respondents said they have been influenced by digital nomad – someone who lives and works while traveling the globe.
Influences			As COVID cases fall and vaccination cases rise, people are feeling more open to think about travel and planning future trips. Wellness and mental health are top motivators for traveling this year as 47% responded.
Perception of Safety	COVID continues to be top-of-mind and should not be discounted in travel messaging. 43.2% of spring break travelers said they are “very concerned” about contracting the virus on their trip. Americans are returning to a comfort with tourism closer to home. 52.1% now feel comfortable going out for leisure activities within their own community.	25% of U.S. residents and 26% of museum goers said they feel comfortable now. 17% of U.S. residents and 33% of Museum goers said they will feel comfortable once they are vaccinated. 48% of U.S. residents and 31% of museum goers said once we have reached “herd immunity.”	63% of respondents feel excited about planning a trip. 53% feel hopeful about planning a trip. 53% feel happy about planning a trip. 80% of respondents indicate they are willing to travel to destinations during the offseason so that it is less crowded.
2021 Travel Plans	42.9% of travelers have made travel plans specifically in anticipation of vaccines. Over 70% of American travelers dreamt of or planned trips in the past week. 15.0% of American travelers said they made travel reservation and/or bookings in the last week, largely for hotels and airline tickets. One-third of Americans traveling in the next three months will be visiting urban destinations.		With more flexible booking options, 56% of respondents said they are willing to book a trip now even if they might have to cancel it in the future. The pandemic has also changed people's perception of luxury travel. 82% want personalized experiences, 81% have high standards for cleanliness, 79% have high standards for privacy.
Messaging		Some businesses, entertainment venues, and resorts are considering requiring proof of vaccination prior to entry. Some responded with being okay with this, some mentioned it goes against our freedoms, and some said they worry about those who may not have access to the vaccine.	
Media Choices			64% of people said they are willing to give up social media for a month to go on vacation.

Links: Destination Analyst: <https://www.destinationanalysts.com/insights-updates/>

AAM: <https://www.aam-us.org/>

American Express Travel: <https://www.travelbinger.com/american-express-study-shows-how-people-really-feel-about-travel-post-covid-19/>