

Aspirations		66.6% reported being in a ready-to-travel mindset. Nearly two-thirds report being highly open to travel inspiration. 61.4% exhibit strong excitement at the prospect of traveling now.
Influences	Research found that the pandemic experiences varied widely across income, age, and geographies, not in terms of just health, but the economic impact, too.	
Perception of Safety		82.0% say the idea of travel is made more comfortable by receiving a COVID-19 vaccine.
2021 Travel Plans	After analyzing consumer spending according to disposable income and age and examining behavioral shifts forced on consumers, it was found that there is reason to be optimistic for a fast rebound in consumer spending once the pandemic is over.	<p>62.5% report they are traveling for leisure this summer. Summer travelers currently have 2.2 trips planned for the season on average, with July staying the peak month with 50.4% of these travelers planning to vacation then.</p> <p>39.9% said right now is a good time for them to spend money on leisure travel. 41.7% expect to spend more on leisure travel in the next 12 months.</p> <p>Over 71% did some travel dreaming or planning in the last week.</p> <p>41.3% of those traveling in the next three months are planning to visit urban destinations.</p>
Messaging	It was found that spending by lower-income cohorts could drop below pre-COVID-19 levels once stimulus measures expire as lower-income households have lost jobs or face income uncertainty.	
Experiences Sought-After	It was found online grocery shopping, virtual health care visits, and home nesting are likely to stick. However, leisure air travel, remote learning, and live entertainment will likely recover closer to pre-pandemic patterns.	

Links:

Bookings.edu <https://www.brookings.edu/blog/future-development/2021/03/24/what-will-the-consumer-demand-recovery-from-covid-19-be-like/>

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