

 Ohio Travel ASSOCIATION	Longwoods International Fielded March 31	Destination Analysts Fielded April 2-4	Travel Market Report Released April 2
Aspirations	88% of respondents said they plan to travel in the next six months.	47% of American travelers believe the U.S. will be back to ‘normal’ by September of 2021.	In the next six months, we will see a unique environment where weekend leisure demand will be so significant that it pushes leisure demand to weekdays as well, displacing traditional corporate travel.
Influences	33% of respondents said COVID-19 greatly impacts their decision and 15% said it has no impact at all. 39% of respondents said the vaccine has no impact on their travel plans. 34% said they will wait to travel until they have received the vaccine.		MMGY released the 2021 “Spring Edition” of its Portrait of American Travelers survey. The findings indicate unprecedented optimism from leisure travelers. 15% of active leisure travelers indicate a travel service provider’s focus on sustainability and environmental considerations greatly impact their travel decision-making.
Perception of Safety	50% of respondents said they support opening their community to visitors. This is down 2% from March 17. 58% reported feeling safe traveling outside their community. This is up 3% since March 17. 57% reported feeling safe while dining in local restaurants and shopping in retail stores within their community. This is up 4% since March 17.	70.2% reported travel activities as unsafe last April; 39.6% report travel activities as unsafe now. It appears for certain activities, an important proportion of American travelers are in favor of proof-of-vaccination policies.	
2021 Travel Plans	13% said they currently do not have any trips planned. 18% said within the next month. 19% said in one to two months. 27% said in three to five months. 23% said in six or more months	69.3% said they are in a readiness state-of-mind when it comes to travel. 41.6% of American travelers reported not feeling travel guilt. Nearly 60% of American travelers said they will take a trip within the next three months with July continuing to be the peak month for when people plan to travel.	Domestic travel will remain the top preference with the top states being Hawaii (64%), Florida (62%), California (53%), Colorado (50%), Alaska 49%, and New York (49%). 62% of U.S. adults expect to take at least one vacation, with preferred mode of transportation being personal car.
Experiences Sought-After		This week, 77.7% are actively dreaming or planning travel, 33.6% researched travel ideas online, 17.8% made travel reservations or bookings, 57.5% reported they booked a hotel room, and 34.6% say they bought an airline ticket.	

Links:
 Longwoods International: <https://longwoods-intl.com/news-press-release/covid-19-travel-sentiment-study-wave-34>
 Destination Analysts: <https://www.destinationanalysts.com/insights-updates/>
 Travel Market Report: <https://www.travelmarketreport.com/RetailStrategies/articles/Five-Insights-from-MMGY-Latest-Globals-Portrait-of-American-Travelers>