

	Destination Analyst Fielded April 9-11	IMPACTS April 14
Aspirations	<p>39.1% of American travelers report not feeling guilty traveling.</p> <p>Motivating travelers right now: 64.8% want to relax or escape stress, 59.8% want to get away from daily life, and 59.7% want to spend time with family.</p>	In 2019, exhibit-based organizations saw 9.4% of first-time visitors. In 2020, this number reached 14.2%.
Influences		The rise in first-time and non-recent visitors could be due to the pandemic. Maybe they were interested before but didn't have time to visit.
Perception of Safety	When business travelers might feel comfortable: 17.3% reported they feel comfortable right now, 19.0% reported feeling comfortable in the spring, 25.8% reported feeling comfortable in the summer, 21.1% reported feeling comfortable later in 2021, and 6.8% reported feeling comfortable in 2022 or later.	
2021 Travel Plans	<p>Over 86% of travelers currently have at least tentative leisure travel plans.</p> <p>45.7% of American travelers say they plan to book travel reservations closer to their travel date.</p> <p>Travel in the next three month includes the following: 52.4% plan to book leisure travel, 36.8% want to visit friends and relatives, and 11.4% are planning group meeting travel.</p>	People are generally more likely to travel to local and regional destinations right now and are also changing their length of travel time. This could also impact why we see more first-time travelers.
Messaging		Exhibit-based cultural organizations are welcoming a higher percentage of non-recent and first-time visitors than before the pandemic.
Experiences Sought-After		The pandemic has hit cultural organizations hard. However, it is also providing an opportunity to better engage local, regional, and suburban audiences.

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

IMPACTS- <https://www.colleendilen.com/2021/04/14/more-first-time-visitors-are-attending-cultural-entities-during-the-pandemic-data/>