



	Destination Analyst Fielded Apr. 16-18	Longwoods International Fielded Apr. 14-19	Global Business Travel Association Fielded Apr. 12-17
Aspirations	This week, 71.9% of American travelers say they are in a ready-to-travel mindset.		In the U.S. 37% plan to resume travel in the next 1-3 months. 42% have considered resuming travel in the near future but have no definite plans.
Influences	63.4% are highly open to travel inspiration right now.		
Perception of Safety	50.4% said they would feel happy or very happy if they saw an ad promoting the area they live, 17.4% said they would feel unhappy or very unhappy if they saw an ad promoting the area they live, and 39.5% said they aren't ready for tourism in their community yet.	COVID-19 still influences the decisions to travel in the next six months with 35% of respondents say it greatly impacts their decision. 21% said they strongly support opening their community to visitors, 20% feel very safe traveling outside their community, and 24% feel very safe dining at a restaurant and shopping at retail stores.	For employees willing to travel for work, 65% are very willing or somewhat willing. 12% are not willing or not very willing.
2021 Travel Plans	Three-quarters of American travelers did some travel planning and dreaming in the past week, with 16.4% actually making a reservation or booking.	87% of respondents said they have travel plans in the next six months. Some activities travelers plan to participate in during summer include 53% wanting to go to relax or relocate at an ocean, lake, or river, 32% said participate in outdoor activities or adventures, and 23% said visit an amusement park, theme park, or water park.	61% have canceled or suspended most domestic business trips, 89% have canceled or suspended most international business trips. 50% of respondents said their bookings have increased. As for planning efforts, 31% said they are working on developing a timeline for resuming travel, updated travel policies, or new safety resources.
Messaging	American travelers are showing a receptiveness to travel messaging in a variety of channels including, social media, TikTok, Facebook, search engines, and print resources.		
Experiences Sough-After	Two-thirds of Americans took a road trip during the pandemic, with the average number of road trips taken by Americans during the pandemic was 2.5, 51% say their pandemic road trips have made travel by car more appealing, 62% of pandemic road-trippers agree their experience has reminded them of how fun a road trip can be.		83% of companies plan to be more flexible or much more flexible with their work from home policies.

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

Longwoods International - <https://longwoods-intl.com/news-press-release/covid-19-travel-sentiment-study-wave-35>

Global Business Travel Association - https://www.gbta.org/Portals/0/Covid%20Poll/Coronavirus_Poll_April_22_21.pdf