



	Destination Analyst Fielded Apr. 23-25	IMPACTS Published Apr. 28
Aspirations	43% reported they would not feel guilty traveling right now.	Visitation among exhibit-based and performance-based organizations are anticipated to increase as more Americans are vaccinated.
Influences		According to the research, requiring face coverings for all staff, volunteers, and guests can make the difference on whether someone will visit an attraction. Research suggested not requiring masks will have a much greater negative impact on attendance than requiring them for the vast majority of organizations.
Perception of Safety	One-third of American travelers say their summer trip volume is less than pre-pandemic. Reasons reported included 31.1% said safety concerns such as contracting COVID-19 virus, 30.6% said because the pandemic is not 100% over, 30.1% said crowds; too many people will be traveling this summer, 17.0% said the vaccine, testing, and/or quarantine requirements for travel, 15.7% said the health and safety protocol are too restrictive, and 14.8% said travel protocols are too tedious like getting tested, wearing a mask, etc.	<p>As for what Americans reported would make them feel safe while visiting exhibit-based organizations, 79.3% said mandatory face coverings would make them feel safe, 77.8% said the availability of the COVID-19 vaccine, 57.7% said the ability to be outside, 49.7% said seeing others visit, and 40.5% said no significant changes are necessary and they feel safe.</p> <p>As for what Americans reported would make them feel safe visiting performance-based organizations, 79.9% said mandatory face coverings would make them feel most safe, 77.0% said availability to COVID-19 vaccine, 64.3% said the ability to be outside, 39.8% said seeing others visit, and 34.2% said no significant changes are necessary and they feel safe.</p> <p>The top reason for customer dissatisfaction among those who are visiting cultural organizations now remains staff members neglecting to enforce mask mandates and social distancing rules.</p>
2021 Travel Plans	With travel inspiration continuing to rise, in the last week 75% dreamt of and/or planned travel, 18% made a travel booking and/or reservation, 88% have at least tentative leisure trip plans, and 71% will take a leisure trip in the next three months.	
Experiences Sought-After	What Americans are looking to get out of travel included 31.3% said relax, chill-out, decompress, 27.9% want to experience beautiful places, 24.3% said escape or feel free, 24.1% want to do new things, visit new places, 18.7% want to make up for time lost, and 17.3% said explore and have adventures.	

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

IMPACTS - <https://www.colleendilen.com/2021/04/28/what-makes-people-feel-safe-visiting-museums-and-performing-arts-entities-data-update/>