



	Destination Analyst Fielded Apr. 30 - May 3	Longwoods International Fielded Apr. 28
Intentions	<p>Top experiences sought-after include chilling out and decompressing, experiencing beautiful places, discovering new places and doing new things. This is noticeably different than the same time last year, when travelers sought the familiar.</p> <p>Intent to visit urban areas continue to climb, with 41% of those traveling for leisure in the next three months intending to visit cities. This is up from 36% last week.</p>	<p>Although travelers report feeling more comfortable and ready to travel, the pandemic remains the top factor influencing the decision to travel, with 53% saying it will impact their decisions. With a majority of travelers still paying attention to the pandemic, now is not the time to ease up on safety protocols and messaging.</p> <p>Only 16% are choosing rural destinations over city destinations.</p>
Influences	<p>Discounts and deals were important to more than half of travelers surveyed.</p>	<p>Concerns about personal finances will impact decisions for 37%, while transportation costs are impacting decisions for 38%. The affordability and road trip opportunities in Ohio remain well positioned for travelers concerned with personal finances.</p> <p>Vaccines continue to play a key role in travel decision-making:</p> <ul style="list-style-type: none"> <li>• 27% of travelers say they'll wait to travel till vaccinated</li> <li>• 21% say they'll wait to travel till a majority of Americans are vaccinated</li> <li>• 18% say they'll travel when the majority of people in their destination of interest are vaccinated</li> </ul>
Perception of Safety	<p>American travelers continue to report feeling safe to travel. Confidence in being able to travel safely reached a record high.</p>	<p>53% support opening up their communities to visitors, and 60% feel safe traveling outside their community (a record percentage since early May).</p> <p>59% feel safe dining in restaurants and shopping in retail stores.</p>
2021 Travel Plans	<p>87% surveyed plan to travel this summer whether to visit family and friends, for business or on a leisure trip. This week, 77% also said they expect to travel in the next three months, and anticipated travel spending in this time frame reached a record \$1,768.</p> <p>Boomers showing growing intent to travel.</p>	<p>66% of American travelers intend to take a trip within the next six months.</p> <p>31% are choosing destinations they can drive to as opposed to fly, and 26% are reducing the number of trips they're taking.</p>
Marketing Considerations	<p>In the last week, a record 80% of American travelers dreamt about or planned travel, including 22% who made reservations or bookings—another record. Among the bookers, 52% reserved a hotel room and 43% bought airfare.</p>	

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

Longwoods International - <https://longwoods-intl.com/news-press-release/covid-19-travel-sentiment-study-wave-36>

**The Ohio Travel Association is a non-profit organization focused on supporting the Ohio travel economy. Learn more at [ohiotravel.org](https://ohiotravel.org)**