



	Destination Analysts Fielded May 20-22	Impacts Research Fielded June 4, 2021
Intentions	Most Americans (roughly 80%) say they are ready to travel.	
Influences	A third of American travelers say they have decided to visit a destination as a result of having seen an advertisement (32%).	
Perception of Safety		As of June 4, approximately 62% of high-propensity visitors to cultural entities in the United States believe that organizations should require all visitors to wear a mask. Households with children under 13 feel the strongest at 70%, while households without children who said masks should be mandatory is 55%. Researchers predict visitors will be divided like this for a while, as the rate at which travelers want businesses to operate “normal” has slowed. Indoor face coverings and special hours for those with health considerations are the top two health requirements visitors feel are important for safe visitor experiences, followed by social distancing. Wearing masks outdoors, waiting outside until there is enough capacity, purchasing tickets for time slots, and not eating or drinking while indoors are those visitors least believe are important for protecting their safety and the ones they may find irritating.
2021 Travel Plans	The expected number of leisure trips in the next 3 months grew this week to 3 trips on average. While small towns and rural destinations are the likeliest types of destinations that travelers will visit, urban destinations are returning, with approximately 40% saying they anticipate visiting a city in the next 3 months. Average leisure trip spending during this time period is anticipated to be \$1,810, higher than \$1,691 reported last week.	
Marketing Considerations	Websites found via search engine, broadcast television, Facebook, streaming video, print magazines and email campaigns are the best ways to reach Americans with travel messaging. Younger travelers in particular (Millennials or younger and Gen X) are especially likely to turn to Facebook to learn about new destinations to visit. A significant rise compared to one year ago, the desire for a fun/entertaining tone in travel ads has increased 30 percentage points, from 22% to now 47%.	

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

Impacts Research <https://www.colleendilen.com/2021/06/09/data-update-how-about-now-should-cultural-entities-relax-safety-policies/>

The Ohio Travel Association is a non-profit organization supporting the Ohio travel economy.
Learn more at ohiotravel.org