



	Destination Analysts Fielded Week of June 28, 2021	Colleen Dilenschneider Fielded July 7, 2021
Influences	Safety concerns are still the most important consideration of American travelers.	Approximately 43% of high-propensity visitors to cultural entities in the United States believe that organizations should require all visitors to wear a mask. That’s down from 53% on June 18, 62% on June 4, and 67% on May 21.
Perception of Safety	More than 40% of travelers say concerns about safety of others and themselves as well as worries about COVID-19 variants may keep them from taking more trips.	Potential attendees to cultural entities tend to be more educated, and also more wary of the coronavirus. This makes the stark contrast between potential attendees with and without young children even more notable. Parents of young children generally still prefer mask mandates.
2021 Travel Plans	More than 77% of Americans plan to travel for leisure in the next three months—averaging 1.9 trips in this timeframe.	
Marketing Considerations		

[Destination Analysts](#)
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