



	Destination Analysts Fielded Week of July 12, 2021	Longwoods International Fielded July 13, 2021
Influences	<p>Despite increased savings, travelers are still feeling price conscious. 50.6% of Americans say that travel rewards programs will continue to be important to how they generally plan their leisure travels and 69.8% agree that getting the lowest possible prices while traveling is important to them.</p> <p>In addition, travelers’ increasing environmental conscientiousness should not be discounted. 52.3% feel that the environmental impact of travel is “important” or “very important” when planning their trips and 38.1% “usually” or “always” make their travel plans specifically thinking about the impact of travel on the environment.</p>	<p>A combined 53% say the rate of vaccinations will have some influence or will strongly influence their destination choices. This is up 1% from last time this question was surveyed.</p>
Perception of Safety	<p>51.0% say they are less interested in traveling right now because of the variant and more expect the coronavirus situation to get worse in the U.S. in the next month (19.6%, up from 16.2% the week of June 28). Additionally, after dipping to a pandemic-record low of 31.6% the week of May 31, more American travelers now agree that they do not want travelers visiting their community right now (39.6%).</p>	<p>66% say they feel safe traveling outside of their communities (down 6% since June 23). 62% say they feel comfortable opening up their communities to visitors (down 3% since June 23). 69% say they feel safe dining in local restaurants and shopping in retail stores in their communities (down 5% since June 23).</p>
2021 Travel Plans	<p>Americans feel that now is a good time to spend money on leisure travel. With more than two-thirds (67.9%) of American travelers reporting having been able to save at least some money this month and 42.1% saying their household is “better off” financially compared to one year ago, 44.6% of travelers feel that now is a good time to spend their money on leisure travel—a sentiment that is much more strongly held amongst younger travelers (57.8% for Millennials or younger, 45.7% for Gen X vs. 30.9% for Boomers or older).</p>	<p>37% say COVID-19 is not influencing their travel plans, while 25% are reducing the number of trips they are taking.</p>
Marketing Considerations		

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