



	Colleen Dilenschneider Fielded July 21, 2021	ABTA Fielded July 22, 2021
Influences	Vaccination rates for eligible people has massively increased, and this has fundamentally changed the US public’s perceptions and behaviors concerning their leisure activities.	There’s a continued confidence in travel professionals because travel companies look after the customers (48%), and the travel professional offers up-to-date advice (42%).
Perception of Safety		This updated research reinforces an ongoing trend seen throughout the pandemic for people seeking the security and reassurance of booking a package holiday with a travel professional.
2021 Travel Plans	As the year progressed through Q2 2021, people interested in cultural activities – but not necessarily a <i>specific</i> cultural activity – were able to “scratch their cultural itch” at a museum (or zoo, aquarium, etc.) at the likely expense of other activities perceived as being less safe or which simply had not yet resumed the same level of programming as in past years.	The research, conducted at the beginning of July, shows holidaymakers are 25% more likely to book a holiday with a travel professional now than before the pandemic, with half citing the security of a package holiday as their main reason.
Marketing Considerations		

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