



	Longwoods International Fielded July 27, 2021	Destination Analysts Fielded the Week of July 25, 2021
Influences	More than half of travelers surveyed would require vaccinations for all international travelers to the U.S. and another 14% would make that a requirement for visitors arriving from “high-risk” countries.	American travelers’ expectation that the coronavirus situation will get worse in the next month has made a significant jump from 19.6% the week of July 12 to 43.0% this week—surpassing expectations that the situation will get better (32.0%) for the first time since the week of February 1. This worsening expectation has impacted Americans’ excitement to travel right now (68.2%, down from 72.6%), personal health concerns (56.6%, up from 49.5%) and their confidence in the ability to travel safely right now (49.3%, down from 52.9%).
Perception of Safety	With coronavirus case numbers, hospitalizations, and deaths on the rise again, support among travelers for opening their communities to visitors also has dropped from a peak of 67% in early June to 57% as of July 27.	Due to recent media coverage of the COVID-19 situation, 44.8% are now doubting that it is safe to go out and about and 45.0% doubt that it is safe to travel now. These decreased feelings of safety have led to a drop in perceptions of normalcy. This week, less than one-in-three (32.3%) American travelers feel that the U.S. is close to “normal” in terms of resuming leisure activities—down 10 percentage points from 42.7% the week of July 12.
2021 Travel Plans	Confidence in the safety of eating in local restaurants and shopping in local retail locations has suffered a similar decline, from three-fourths to only two-thirds of travelers.	Recent news about increasing Delta variant cases have made half of American travelers less interested in traveling right now (53.6%, up from 51.0% the week of July 12). In fact, a quarter (25.4%) have postponed an upcoming trip and 18.9% have cancelled a trip specifically due to the Delta variant. In addition, overnight trips appear to be in decline—this week 43.8% of Americans said they took at least one such trip in the past month which is down from 49.6% who said the same the week of July 12.
Marketing Considerations	Don’t be afraid to use images and collateral that shows travelers wearing masks and social distancing at your restaurants, destinations, hotels, etc.	

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