



	Destination Analysts Fielded August 18-20, 2021	Arival and GoCity Fielded June 2021
Intentions		Intent to visit outdoor areas, amusement parks, zoos, aquariums and observatories is growing. Intent to visit museums is about the same as 2019.
Influences		Fewer looking at friends and family recommendations. More likely to use online searches, online travel intermediaries, social media, in-destination awareness and guidebooks. Multi-attraction passes are fastest growing source.
Perception of Safety	60% support indoor vaccine mandates. Strongest support is among the vaccinated, urban areas, households with incomes higher than \$80k, and parents of children under 18.	
2021 Travel Plans		More than three in four travelers plan their attraction visits before they arrive to a destination. They're also buying tickets in advance.
Marketing Considerations		Attractions should focus on the guest experience – price is a secondary consideration in 2021. Offer online and advance ticketing. Look for ways to upsell or cross-sell, particularly with nearby businesses and other attractions. Consider multi-attraction passes.

[Destination Analysts](#)
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