



	Destination Analysts Fielded Sept. 1-3, 2021	Longwoods International Fielded Sept. 1, 2021
Intentions	Even though 71% say they are excited to travel in the next 12 months, fewer Americans are reporting planned overnight leisure trips (53% compared to 47% two weeks ago) and leisure day trips (43%, down from 51%).	90% of American travelers have plans to travel in the next six months. However, 58% say the pandemic will impact their travel decisions, while 22% say it won't. Those saying coronavirus would greatly impact their decisions to travel rose to 36% from holding steady at 34% since early August.
Influences		When asked specifically about how the Delta variant impacts their travel intentions, 30% say they are still planning to travel between October and December, 20% have postponed travel to later this year, and another 15% have postponed travel till 2022.
Perception of Safety	Perceptions of air travel, indoor attractions and indoor dining as safe have fallen. Travelers viewing indoor attractions as safe is 44%, while 53% view restaurant dining as safe.	Travelers are split when it comes to the implementation of health and safety protocols at destinations. Half of travelers cite having health and safety protocols as being important when deciding where to travel. However, 44% says that having no travel restrictions at potential destinations is important to them when making these plans.
2021 Travel Plans	Employed travelers say they would be happy to take an out-of-state business trip in the next six months (46%), indicating an increase since early this year. Also on the rise since April is the appeal of attending in-person group meetings. Now 40% would be happy to do so, up from 38% the week of April 12. In fact, one-in-five employed American travelers now plans to attend a convention, conference or other group meeting sometime in the remainder of 2021, with October appearing to be the peak month for this trip type.	Of those planning to change travel plans, here is how it breaks down: Driving vs flying – 33%; Reducing number of trips – 33%; Traveling domestically instead of internationally – 28%; Rural destinations over urban areas – 16%; Not traveling at all – 11%; Canceling trips – 10%
Marketing Considerations	Millennial and Gen Z age travelers are likeliest to be in a ready-to-travel mindset right now (77%). They are also likelier to be supportive of pandemic protocols like indoor mask requirements (72%)	Activities for fall travelers include intent to visit friends and relatives (66%), take a road trip (58%), visit a park (33%), go on a hike or bike ride (28%), visit a farmer's market (27%), view fall foliage (30%), visit a museum, art gallery or other arts/cultural institution (22%), visit a theme park (19%), visit a farm to experience fall harvest activities (22%), go to a winery, brewery or distillery (19%), attend a festival (17%), participate in a sporting event (12%), go fruit or berry picking (15%).

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