



	Impacts Research Fielded Sept. 9, 2021	OAG Fielded July and August, 2021
Intentions		<p>The 2021 holiday travel season projects to be stronger than 2020. Of the 38% of travelers surveyed who say they fly for the holidays, only 40% of this group did so in 2020. Those who intend to fly this year has more than doubled (85%). Thanksgiving week tells a similar story, currently with 47% more domestic seats booked than last year.</p> <p>Overall, more than three-quarters of consumers said they were planning to fly domestically in the next six months, compared to 69% who are planning to fly internationally.</p>
Influences	<p>Mandatory face coverings, ability to be outdoors, seeing others visit and requiring proof of vaccination are among the top things that will make people feel safer visiting exhibit-based and performance-based attractions right now.</p> <p>Those survey respondents coming from households with children younger than 13 years of age feel stronger about proof of vaccination – 59% versus 44%.</p>	<p>Of the 30% of respondents who haven't booked flights yet, 40% are waiting for vaccination rates and regulations to improve and 30% are waiting for vaccine passports to be required.</p>
Perception of Safety		<p>Sixty-eight percent of all survey respondents said they are interested in or want domestic vaccine passports, and 70% believe vaccine passports should be required for international travel. Of those who said they weren't yet vaccinated, 56% said they still wouldn't get vaccinated even if the airline, airport, or destination required it to travel.</p> <p>What do flight passengers want to see in place to increase confidence? Requiring all passengers and staff to wear masks tops the list. In order, the following also were identified in order: distributing individual disinfectant wipes for personal areas, leaving middle seats open on all flights, requiring testing and implementing contactless checking-ins.</p>
2021 Travel Plans		<p>62% of business travelers report their companies are planning air travel in the next 9-10 months, while 38% said their companies either have no plans (20%) or haven't specified plans (18%). (Survey was conducted July and August and report indicated intention to travel within 12 months).</p>
Marketing Considerations		<p>Similar to a study we released last week, Millennials and Generation Z are more likely than others to travel domestically in the next six months (84% vs. 79%). They are also less likely to adjust their travel plans and behavior in light of the virus (66% vs. 70%), and are also slightly less concerned that they will catch coronavirus while traveling (with 56% rating their fear level at 5 or below and only 28% saying it's an 8 or higher).</p>

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