



	Destination Analysts Fielded Sept. 15-17, 2021	Longwoods International Fielded Sept 15, 2021
Intentions & Attitudes Regarding Travel	There's a slight increase of optimism, with 24% of American travelers saying they feel the US has a degree of normalcy right now, up from 22% the week of Sept 6. Optimism increased to 30% from 24% the same time period, while pessimism dropped from 51% to 49%. This feeling is most prevalent Gen X travelers.	Most American travelers have plans to travel in the next six months (89%), dropping only one percentage point in the last two weeks. Most travelers expect the same level of service or higher from businesses as they experienced pre-pandemic.
Factors Influencing Travel Decisions	More than 40% say COVID-19 impacts their ability to have meaningful travel experiences. Travelers report that safety concerns, restrictions, decisions to avoid travel, and anxiety levels later their experiences.	The pandemic is altering these travel plans for 54% of travelers, while concern over personal finances (48%) and transportation costs (48%) are also factors.
Perception of Safety and Support of Regulations	Mask requirements are preferred by 68% of American travelers. Far more travelers support masking requirements than those who oppose it – in fact, the survey reports a 4 to 1 ratio. Nearly 60% of travelers support vaccine mandates, while 25% oppose. They feel even stronger when it comes to airline mandates, with 67% supporting airline vaccine or negative testing compared to 18% who oppose.	Most Americans (57%) feel safe dining in local restaurants and shopping in retail stores, but 20% are not in support of opening up their communities to outside visitors.
Near-Term (2021) Travel Plans	Fall trips are being postponed to later in the year, as those travelers with planned fall trips dropped from 28% to 10%, while plans to travel in December increased from 21% to 24%.	More than a third (37%) are planning to travel this calendar year, an increase from 30% two weeks ago. Another 20% postponed fall trips to later, and 16% have shifted their plans to 2022.
Marketing Considerations	Most Americans want to hear about travel ideas. Those open to travel inspiration grew to 65% from 58% in the last two weeks.	Consider how they say the pandemic is influencing their travel planning as you shape your markets and messaging - 32% are choosing drive destinations over flying, 30% are traveling domestically versus internationally, 29% are reducing the number of trips they'll take, 17% are choosing rural destinations, 10% are choosing not to travel at all and 8% are canceling pre-existing plans.

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