



	<b>Destination Analysts</b> <b>Fielded Sept. 15-17, 2021</b>	<b>Longwoods International</b> <b>Fielded Sept 15, 2021</b>
<b>Intentions &amp; Attitudes Regarding Travel</b>	<p>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.</p>	<p>Most American travelers have plans to travel in the next six months (89%), dropping only one percentage point in the last two weeks.</p> <p>Most travelers expect the same level of service or higher from businesses as they experienced pre-pandemic.</p>
<b>Factors Influencing Travel Decisions</b>	<p>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.</p>	<p>The pandemic is altering these travel plans for 54% of travelers, while concern over personal finances (48%) and transportation costs (48%) are also factors.</p>
<b>Perception of Safety and Support of Regulations</b>	<p>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.</p> <p>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.</p>	<p>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.</p>
<b>Near-Term (2021) Travel Plans</b>	<p>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%.</p>	<p>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.</p>
<b>Marketing Considerations</b>	<p>Most Americans want to hear about travel ideas. Those open to travel inspiration grew to 65% from 58% in the last two weeks.</p>	<p>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.</p>

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