



	IMPACTS Research Fielded September 2021	SiteMinder Fielded September 2021
Intentions & Attitudes Regarding Travel	Visitors have higher expectations now, as difficulty purchasing tickets online is increasing as a barrier to attendance, as well as lack of response on social media.	There has been an increasing appreciation for travel as well as the sentiment from more than a third of travelers surveyed that they plan to travel more.
Factors Influencing Travel Decisions		<p>According to the report, 52% say they have higher expectations from hotels including flexibility, value for the money and security. These elements have the greatest impact on booking behavior.</p> <p>Of the 14 factors that are likely to influence booking, free cancellations and amendments is in the top two priorities for almost a third of travelers.</p>
Perception of Safety and Support of Regulations		Other important booking factors include low pricing, inclusion of breakfast, safety protocols, experience packaging and free Wi-Fi.
Near-Term (2021) Travel Plans		
Marketing Considerations	While website content pre-pandemic may have focused on why and how to visit in person, during the pandemic, content shifted to mission-focused content and activities to position attractions as “more than just attractions.” The authors recommend that future online content should serve both purposes and that organizations develop engagement plans for both onsite and online visitors.	

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