



	IMPACTS Research Released October 27, 2021	Nerdwallet Released October 26, 2021
Intentions & Attitudes Regarding Travel	Those surveyed are feeling more financially stable this year compared to last year – making them more willing and able to make charitable donations to cultural organizations (such as museums, zoos, aquariums, gardens, etc.)	Approximately 9 in 10 holiday travelers (89%) — defined as those who plan to spend money on flights/hotel stays for the holidays this year — are taking action to save money on holiday-related travel expenses.
Factors Influencing Travel Decisions	Factors include financial stability and trust in cultural organizations (the latter has increased during the pandemic due to cultural organizations’ ability to carry out effective safety measures with their programming).	Those surveyed are more likely to travel this year vs. 2020, but are still very COVID-conscious. More than three-quarters of Americans who are unsure if they will be spending money on flights/hotels this holiday season (77%) say their reasons are COVID-related, the survey shows.
Perception of Safety and Support of Regulations	As stated above, trust in cultural entities has also increased during the pandemic, and museums and performing arts organizations were generally missed by their visitors and patrons when they had to shut their doors.	Nearly a quarter of holiday travelers (24%) say they’re using a different means of transportation to travel for the holidays than they normally would because of COVID-19, according to the survey.
Near-Term (2021) Travel Plans	This year, more than 2 in 5 Americans (43%) plan to spend money on flights or hotel stays during the holiday season, spending \$1,814, on average.	
Marketing Considerations		

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The Ohio Travel Association is a non-profit organization supporting the Ohio travel economy.
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