Ohio Travel ASSOCIATION	Destination Analysts Fielded Oct. 27 - 29, 2021	Longwoods International Released Nov. 2, 2021
Intentions & Attitudes Regarding Travel	The relationship with travel will change—more trips, using travel as a means to deeply connect with their friends and family, traveling more sustainably and with a greater environmental consciousness, and a greater focus on outdoor activities. And while nearly half of those surveyed that intend to change the way they travel going forward say they will travel more internationally, 48.5% say that the pandemic did open their mind to domestic travel opportunities. In addition, over 60% of Millennial age and younger travelers say they are interested in trying a digital nomad lifestyle.	70% of American travelers this holiday season plan to visit friends and relatives, showing the great desire to reconnect as we move through the course of this pandemic.
Factors Influencing Travel Decisions	More than 38% still feel that COVID-19 has impacted their ability to have meaningful travel experiences (up from 34.4% two weeks ago) and 20.7% of recent travelers reported high levels of COVID anxiety on their last trip.	Almost one in three American travelers (30%) now say that COVID-19 is not influencing their travel plans, which is also a survey high.
Perception of Safety and Support of Regulations	Americans continue to regain normalcy lost to the Delta-variant surge. This week saw another 3 percentage point gain in those feeling that the U.S is largely normal for leisure activities (31.3%). Now 38.5% feel that the COVID situation will improve in the U.S. over the next month.	40% of travelers who plan to visit family this holiday season intend to do so without any COVID precautions, while 35% indicate they will take some precautions, and another 32% say they will limit the size of their family gatherings this year.
Near-Term (2021) Travel Plans	The majority feel confident in their ability to travel safely and sentiment towards tourism in their own communities has improved (39.6% don't want tourists in town, down from 48.6% at the end of August).	Looking into early 2022, the desire to travel has reached a tracking survey high of 91% of American travelers saying they have plans to travel within the next six months.

Destination Analysts Longwoods International

The Ohio Travel Association is a non-profit organization supporting the Ohio travel economy. Learn more at ohiotravel.org