



	Destination Analysts Fielded Nov. 10 - 12, 2021	Longwoods International Released Nov. 16, 2021
Intentions & Attitudes Regarding Travel	The percent of American travelers who say they plan to travel over the Thanksgiving holiday has more than doubled compared to 2020—31% currently say they will versus 13% last year.	Heading into the holiday travel season, one third (33%) of American travelers now say that COVID-19 no longer has any influence of their travel plans, which is a pandemic high.
Factors Influencing Travel Decisions	COVID remains a travel impediment, with 17% saying they have cancelled a Thanksgiving trip this year due to the ongoing pandemic.	More than one third of American travelers with children under the age of 18 report that they have unvaccinated children and no hesitations about having them travel, as opposed to one quarter (27%) who say they also have unvaccinated children but do have hesitations to travel.
Perception of Safety and Support of Regulations	With 54% of Americans anticipating another significant wave of COVID-19 in the next three months, nearly three quarters say it's important that destinations they visit continue to maintain safety protocols. While this feeling is even stronger amongst older travelers (77%), 68% of Millennials or younger travelers also deem public pandemic safety measures important in where they choose to travel.	70% of American travelers now feel safe traveling outside of their communities.
Near-Term (2021) Travel Plans	Taking a road trip, visiting friends and family, and shopping continue to have the strongest safety perceptions among travelers.	49% of American travelers report that they are either unlikely or not traveling internationally in the next 12 months, while 29% say they are likely or will travel abroad in the same time period.
Marketing Considerations	While 30% are comfortable with seeing maskless people in travel ads, 37% are uncomfortable, while 34% are neutral. Large crowds of people in travel ads are likely to draw even more scrutiny. While 21% of Americans are comfortable seeing large groups of people in travel ads now, 42% would be uncomfortable (37% are neutral).	US destinations still have plenty of opportunity to capture "high value" travelers, who may still be looking for domestic alternatives this year.

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