



	<u>Longwood International</u> Fielded Nov. 24, 2021	<u>Destination Analysts</u> Fielded Nov. 24-26, 2021
Intentions & Attitudes Regarding Travel	<p>Intent to travel within the next six months remains relatively stable at 88%, down from a high of 91% reported beginning of the month.</p> <p>Most travelers experienced service levels as good as or better than prior to the pandemic on their trips this fall, with about half reporting service comparable to pre-pandemic travel and a quarter rating their service experience as better than before pandemic. About a fifth of travelers judged service on their fall trips as below pre-pandemic levels.</p>	<p>With 80% of American travelers reporting they have travel plans in place, 33% say they'll take more leisure trips in the next year and 33% say they'll spend more money while on these trips.</p>
Factors Influencing Travel Decisions	<p>Concerns over personal finances and transportation costs are slightly higher than pandemic concerns.</p>	<p>Pandemic concerns topped the list of factors that could influence travel plans. Financial concerns are also weighing more heavily on travelers' minds. Gas prices, concerns that travel is too expensive right now, and personal financial reasons are all among the top 5 issues deterring Americans from traveling.</p>
Perception of Safety	<p>Comfort levels of feeling safe dining in local restaurants and shopping, as well as opening up communities to travelers, rose mid-October, but have plateaued since.</p>	<p>Optimism about the pandemic dropped nearly 12 percentage points in the last two weeks (27%), while pessimism grew 10 percentage points. One-third expect the situation to get worse soon.</p>
Travel Plans	<p>Those delaying trips to three months out or more increased slightly, while those with no plans to travel increased 4% from end of October.</p> <p>Close to a third of travelers are not altering plans due to the pandemic, while reducing the number of trips, choosing to drive versus flying and traveling domestically remain the top ways plans are being altered.</p>	<p>Beaches, rural areas and parks are still in demand, with more than 70% reporting plans for these destinations. Interest in urban travel continues to grow (now at 66%). American travelers (39%) say they will increase family travel next year and 33% will increase travel with friends.</p>
Marketing Considerations		<p>More than 70% of American travelers did some travel dreaming or planning in the past week alone, particularly discussing potential or upcoming trips with others.</p> <p>The gift of travel is high on many lists, with 65% of those surveyed saying they'd be happy to receive a travel-related gift for the holidays.</p>

IMPORTANT NOTE: These studies were fielded prior to the emergence of the new variant and subsequent travel bans. They do not reflect how travelers are reacting to the latest pandemic challenges. Those studies are underway now.

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