



| | | | |
|--|---|--|--|
| Intentions & Attitudes Regarding Travel | <p>With the Omicron variant front and center in the news while the holidays approach, American travelers are feeling more anxious and less optimistic about the near-term.</p> <p>While 76% of American travelers remain in a ready-to-travel state of mind, this is down from 82% October 15th, when this metric recovered from the Delta variant.</p> | 27% of American travelers report postponing some of their trips due to the Omicron variant. | AAA predicts the largest year-end holiday travel increase on record with more than 109 million Americans (4.4 million Ohioans) expected to travel 50 miles or more between Dec. 23 and Jan. 2. |
| Factors Influencing Travel Decisions | Due to Omicron, openness to travel inspiration is at 59.7%, falling from 64% November 26. | A 5% spike in those American travelers postponing some of their trips report COVID as a factor that greatly impacts their travels. | Since most of the travelers surveyed are visiting friends and family, they are not quite as impacted as those who are leisure traveling. |
| Perception of Safety | The average safety perceptions of travel and leisure activities is down from 47.5% to 44.6%, with taking a cruise, staying in a hotel, and going shopping showing some declines in safety perceptions. | | |
| Travel Plans | American travelers’ expected number of overnight trips in the next 3 months year has fallen from 2.7 to 2.0 since November 26th, while expected day trips has declined to 1.9 from 2.7. Fewer Americans report dreaming and planning travel recently, dropping from 70.8% two weeks ago to 64.2%. Nevertheless, about 30% of American travelers say they plan to take a trip over the Christmas holiday (similar to Thanksgiving 2021), up from 17.4% who reported they would take a Christmas trip back in 2020. | 68% of holiday season travelers plan to visit friends and relatives, while 60% plan to go shopping. | Road trips remain the top mode of travel during the holidays, with 91% of travelers (92% of Ohio travelers) planning to drive to their destinations, despite elevated gas prices. |
| Marketing Considerations | Consider who your audience is, where they are coming from (urban or rural as this could affect comfort levels with the nature of the pandemic/new variant), and be sure to market safety procedures in place at your destination. | Take advantage of marketing shopping destinations, as well as excursions that can be enjoyed by groups/friends and family. | |

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