



	Global Business Travel Association Fielded May 10-15, 2021	Destination Analysts Fielded May 13-15	Longwoods International Fielded May 18, 2021
<b>Intentions</b>	A majority (56%) of business travelers report they're as likely to extend a business trip for leisure as before the pandemic. Nineteen percent (19%) are more likely to take a "bleisure" trip, while 17% are less likely.	More than 70% of American travelers are excited and open to new trips in the near-term. They are seeking travel inspiration.	33% saying they are more likely to visit a destination/use a travel company that requires vaccination proof; 31% saying it has no influence. 19% are likely to only visit a destination/use a travel company that requires proof of vaccination, while 17% will not or are less likely to visit a destination/use a travel company that requires some sort of proof.
<b>Influences</b>		Concern about travel prices and personal finances are increasing. While nearly 31% report concern about gas prices, 16% say they are reconsidering or canceling travel plans because of volatility in the gasoline market.	As gas prices and inflation rise at the same time there is growing attention being paid to the cost of accommodations and transportation – 39% said the cost of transportation and 39% said the cost of accommodations will impact their destination choice this summer.
<b>Perception of Safety</b>	Employees may be more willing to travel for business, with 75% of corporate managers saying their employees seem willing to travel versus 10% they suspect are unwilling. Safety (79%) and vaccination status (74%) are the top reasons for hesitancy.  Many corporate managers (46%) say they will resume travel regardless of vaccination status of their employees.	Consumer confidence in being able to travel safely continues to rise, with just under 35% American travelers avoiding travel (a 20% improvement in three months).	Despite the ongoing easing of restrictions and protocols across the country, 50% say that a destination having protocols in place will impact their destination choice this summer.  65% feel safe dining and shopping locally.
<b>2021 Travel Plans</b>	While there is growing optimism for recovery, 66% have cancelled or suspended most or some domestic business trips.  A growing number, however, plan to return to domestic business travel in the next three months.  Hotels and airlines echo these findings, with 54% seeing a growth in corporate bookings. Those reporting unchanged bookings are 36%, while only 10% reported a decrease in bookings.	July (33%) and August (32%) remain the top months when American travelers are planning to take leisure trips. A quarter of American travelers report planning to take a trip in September or October.	The percent of American travelers with plans to do so in the next six months is at a pandemic record high of 89%.
<b>Marketing Considerations</b>		While 46% say they are planning trips closer to home, 41% report interest in longer and more involved destinations this summer.  Search engine, email campaigns and social remain the top channels cited in this survey.	American Resident Sentiment towards travel is at a pandemic high with 57% now ready to welcome visitors back into their communities (up 13 points in the past 2 ½ months)

Global Business Travel Association <https://www.gbta.org/research-tools/covid-19-member-polls>  
 Destination Analyst <https://www.destinationanalysts.com/insights-updates/>  
 Longwoods International <https://longwoods-intl.com/covid-19>

**The Ohio Travel Association is a non-profit organization focused on supporting the Ohio travel economy. Learn more at [ohiotravel.org](http://ohiotravel.org)**