



	Destination Analysts Fielded May 20-22	Impacts Research Fielded May 21, 2021	Arival Fielded to Tour Operators, Guides and Attractions March and April, 2021
Intentions	Consumers are feeling less anxious about attending conventions and conferences, although half are still avoiding.		
Influences	Gas prices and shortages were cited as concerns by 25%, but don't appear to have altered travel plans. Among those who have traveled, 24% report customer service dissatisfaction with restaurant experiences. Only 8% reported the same for hotels.		Depending on the type of tour or experience offered, where their customers live, and the customer segment serviced, tour recovery will vary widely. Based on what has happened in other areas as restrictions have loosened, recovery could happen very fast.
Perception of Safety		Approximately 67% of those likely to visit a museum, zoo, cultural attraction, etc. believe businesses should require all visitors to wear face coverings. 70% of those with children under the age of 13 feel businesses should require face coverings, while 59% of those without children in their household feel the same way. When asked what's important when considering a visit to a cultural attractions, business, zoo, aquarium, etc., the following ranked highest: indoor masks, indoor and outdoor masks, staff and volunteers enforcing masks, hours for guest with health considerations, and hand sanitizer available for guests to use	Masks, providing hand sanitizer and social distancing are still in effect for most attractions and tour operators. Tour operators are less likely to mandate these than the attractions, themselves. (Remember, however, that this is a national survey with states loosening mandates at different speeds.) Those offering outdoor experiences are following CDC guidelines and are less likely to enforce masks outdoors. Few operators are thinking about requiring proof of vaccination (14%) or negative.
2021 Travel Plans	23% of American travelers are taking a Memorial Day holiday trip, averaging 3.5 days. Average number of trips to be taken in next three months is 2.3.		More than one in four U.S. tour operators expect 2021 bookings to be at least 80% of 2019 levels.
Marketing Considerations	Those with an interest in visiting urban areas is growing, and is now on par with those seeking rural and beach destinations. One-third said they are researching trip ideas online. Instagram and online travel agencies (such as Expedia) have moved back up to the top five planning channels, similar to pre-pandemic.		Working with DMOs and attractions is more important than ever and can help operators design tours based on the comfort levels of tour travelers.

Destination Analyst <https://www.destinationanalysts.com/insights-updates/>

Impacts Research <https://www.colleendilen.com/2021/05/26/should-cultural-entities-lift-their-mask-mandates-yet-data/>

Arival <https://arival.travel/research/arival-guide-operator-outlook-may-2021/>

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