



Longwoods International
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Destination Analysts
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<p>Influences</p>	<p>Thirty-nine percent report watching television shows online streaming platforms more than seven times per week, while 31% say they watch on these platforms 3-7 times per week. These shows influence travel destinations choices for some, with 29% saying they'd like to visit a destination because of something they've viewed on a streaming platform, but they aren't sure when. Another 20% say they're planning to visit a destination in the next few years, and 12% said they've already traveled to that destination.</p>	<p>Travel marketability continues to slowly improve from the drop it took at the height of the Delta variant. Intent to travel has stabilized at a point lower than where it was this summer. This could be due to a combination of seasonal demand plus concerns about the pandemic.</p>	<p>Discounting attraction membership can have negative long-term consequences, and that the top reasons why members aren't renewing memberships to attractions (such as museums, zoos, theatres, etc.) isn't due to internal or programmatic features, but the external realities of the pandemic.</p>
<p>Perception of Safety</p>	<p>Half of travelers researched report they have changed upcoming travel plans because of COVID-19, including driving versus flying (32%) and domestically versus international travel (29%).</p>	<p>Confidence in being able to stay safe while traveling is at an average of 42%, with the following representing those activities where travelers feel the safest, all tracking higher than the 42% average: taking a road trip (69%), visiting friends and relatives (65%), non-team outdoor activities, such as biking and hiking (60%), going shopping (58%), staying in a hotel (56%), dining in a restaurant (54%), visiting an amusement park, zoo, garden, park or other outdoor venue (48%), and visiting a museum, aquarium, or other indoor attraction (46%).</p>	<p>Early in the pandemic, the choice of whether to visit (and therefore renew memberships at attractions) was taken away from many visitors by mandated closures and restrictions. As organizations open up more reliably, the ability to gain free admission is once again on the table. Also perhaps causing the increase in intent to renew at their next visit is confidence in being able to visit safely soon given pending child vaccinations and booster shots.</p>
<p>2021 Travel Plans</p>	<p>Four out of ten said that they would take the same number of leisure trips as in 2020. Intent to travel still remains high, as nine out of ten travelers indicate plans to travel during the next six months.</p>	<p>34% of travelers surveyed are saying it's a good time to spend on travel, down from 41% just two weeks ago.</p>	<p>Even more than before the pandemic (60% in Q3 2021 versus 44% in 2019), non-renewing members intend to renew when they next visit. Being able to have free admission is still a top benefit of membership.</p>
<p>Marketing Considerations</p>	<p>Carefully plan where you're marketing to your audience. Travelers are more influenced by content they see on streaming platforms online.</p>	<p>Channel into what your audience is looking for. Travelers are still wanting the experiences they value the most all the while being safe.</p>	

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