



	Destination Analysts Fielded Oct. 13 - 15, 2021	Longwoods International Fielded Oct. 19, 2021
Intentions	Strong feelings of excitement for travel are up to 75.7% from 64.4%. In addition, researching travel ideas and making travel bookings have both increased in the past week, fueled by improving expectations for the coronavirus situation (39.1% now feel things will get better in the next month, up from 26.9% just two weeks ago).	67% of travelers surveyed now feel safe travelling outside their communities (up 10 points in two weeks); 58% now support welcoming visitors back into their communities, (also a gain of 10 points in just two weeks); 70% now feel safe shopping and dining locally (up 12 points in two weeks).
Influences	In terms of resuming leisure activities fully, 28% of Americans feel that the U.S. has a significant degree of normalcy, up from 24.7% the previous week.	More than one in four (27%) of American travelers now say that COVID-19 will greatly impact their decision to travel in the next six months (a decrease of nine points in the past six weeks).
Perception of Safety	77.4% of American travelers surveyed report being vaccinated against COVID-19. Vaccinated American travelers are feeling more confident in the safety provided by their vaccine (62.1% up from 52.3%). Additionally, Americans are feeling COVID-19's impact on their ability to have meaningful travel experiences lessen (down to 34.4% from 36.9%). Meanwhile, perceptions of travel activities' safety made a sharp jump back up to 50.5% (from 42.1%), putting this metric back to summer levels.	When asked about hesitations that are preventing those surveyed from traveling, 31% reported that the fear of COVID-19 is impacting their decisions.
2021 Travel Plans	When asked about their travel state-of-mind, 82.0% of American travelers are "ready," back at early summer levels.	Two-thirds of American travelers surveyed are fully or partially vaccinated - however, they are evenly split about holiday travel. Half of these travelers surveyed have no hesitations about traveling this holiday season, while the other half has hesitations.
Marketing Considerations	Feelings of normalcy have increased most amongst Millennial-aged travelers (31.7%, up from 26.6%), but Baby Boomers are also feeling better (24.4%, up from 21.1%). Normalcy is also recovering across the U.S., particularly among those residing in the West (28.6%, up from 24.9%), Midwest (29.1%, up from 22.7%) and South (28.5%, up from 23.8%). Consider covering your bases when marketing, ensuring you are reaching all of the appropriate audiences (and knowing what regions they are coming from and how this affects comfortability).	Over the past eighteen months, there has been a solid growth in travelers indicating they consume and interact with travel content via online and streaming sources.

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