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Intentions & Attitudes Regarding Travel	53.4 million Americans (nearly 2.2 million Ohioans) will travel between Nov. 24 and Nov. 28 for Thanksgiving, up 13% from 2020.	It is perceived at times that racial and ethnic diversity onsite is the same as income diversity onsite (in reference to visiting cultural sites). While it's true that certain cohorts may generally report lower household incomes than others, the individuals onsite at a museum or performing arts organization are people who have chosen to spend their time at these places. This decision aligns with certain psychographic and behavioral findings - not only demographic findings
Factors Influencing Travel Decisions	The holiday season and the decreasing threat of the Delta variant.	Household income and whether cultural entities are targeting audiences with the proper messaging and programming.
Perception of Safety and Support of Regulations		
Near-Term (2021) Travel Plans	Airports will be busy this Thanksgiving. AAA expects air travel to almost completely recover from its dramatic fall during the pandemic, up 80% over last year (81.5% in Ohio). Despite gas costing over a dollar more per gallon than this time last year, 90% of American travelers (89% of Ohio travelers) will drive to their destination this Thanksgiving.	

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