

Intentions & Attitudes Regarding Travel	45% of the respondents who are familiar with the Omicron variant are less likely to travel in the next three months because of related concerns. However, unvaccinated travelers' intentions appear to be far less impacted than those of the vaccinated. The survey found 39% of vaccinated adults familiar with Omicron say news of the variant has no impact on their likelihood to travel in the next three months, while the majority (71%) of those who are unvaccinated say this news does not impact their likelihood to travel.	Although nearly two-thirds of respondents are concerned about Omicron disrupting holiday plans, cancellations have been minimal. About 87% of those surveyed are continuing with their holiday plans.	While visiting a major metropolitan area has historically been the leading factor influencing where people decide to travel, this is not the case during the pandemic or during the season overall. The top motivator is visiting friends and family.
Factors Influencing Travel Decisions	As scientists learn more about how Omicron behaves, the next couple of weeks will be very important in determining how much of an impact this new variant is likely to have on travel plans. A significant percentage of Americans say it would influence their likelihood to travel.	Most people are traveling to visit their families, which could be why more people are comfortable traveling during this new variant.	Visiting friends and family has notably increased as a top motivator to travel during the pandemic, and has displaced visiting a major metropolitan area as the most frequently cited leisure travel motivator.
Perception of Safety	34% say they would be significantly less likely to travel if scientists determine Omicron is more resistant to current vaccines.		
Travel Plans	64% of Americans believe airlines should require all passengers to be fully vaccinated in order to fly domestically, and 67% believe this requirement should be in place for international travelers.	62% of those surveyed said they are worried about Omicron disrupting their travel plans, compared to 79% that are worried the variant will disrupt their 2022 travel plans.	
Marketing Considerations			Continue to engage local audiences so that hosts recommend a visit to your cultural organization as a fun thing to do. Locals may play a particularly important role as possible positive or negative endorsers. This may be helpful intel for marketing and online engagement leaders hoping to engage more attendance this year.