



IMPACTS Research
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Destination Analysts
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<p>Intentions & Attitudes Regarding Travel</p>	<p>With current market predictions, a generic exhibit-based organization that welcomed 100,000 visitors onsite in 2019 should expect to similarly engage 95,500 visitors in 2022.</p>	<p>Despite record COVID cases in the US and a holiday period of massive flight cancellations, Americans' overall travel sentiment has actually improved. Those in a ready-to-travel state of mind rose to 77.9%, up from 76% December 13 and among the highest levels since the start of the pandemic. The proportions avoiding conferences/conventions and international travel have both declined (now at 50.5% and 60.6% respectively).</p>
<p>Factors Influencing Travel Decisions</p>	<p>Market potential is based upon potential attendance. While it contemplates known limiting constraints such as they may exist today (including variant infection information, vaccination uptake, predictions of how long conditions will last, back-to-work schedules, etc.), it is unable to contemplate with certainty previously unknown factions or conditions.</p>	<p>While Omicron has and will impact travel, thus far it has not quelled Americans' interest in travel in the ways previous COVID surges did. In fact, fewer now say that news about Omicron cases make them less interested in traveling (50.1%, down from 54.3%).</p>
<p>Perception of Safety</p>		<p>Just 38.2% say they don't want tourists in their own communities right now - meaning Omicron did not impact local sentiment towards tourism to the same degree that Delta or the original virus strain did.</p>
<p>Travel Plans</p>	<p>The actual attendance to these types of cultural entities in the United States averaged 79.7% of 2019 attendance in 2021 (up from 40.5% of 2019 attendance in 2020). As of January 2022, the current market potential for exhibit-based organizations for the calendar year 2022 is 95.5% of their 2019 attendance.</p>	<p>Strong excitement for leisure travel grew to 69.2%. Americans are also increasingly enthusiastic to learn about new travel experiences (61.1%). They are also willing to make the financial commitment for travel - 35.5% feel that now is a good time to spend on travel and 57.7% will prioritize spending on travel in the next three months.</p>
<p>Marketing Considerations</p>		

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