



Longwoods International
Fielded Jan. 5, 2022

Destination Analysts
Fielded Dec. 26 – 28, 2021

<p>Intentions & Attitudes Regarding Travel</p>	<p>34% of American travelers surveyed indicate they are postponing travel as a direct result of the Omicron variant.</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>Visiting friends and relatives via car dominate the first travel plans American travelers have for 2022. With that said, air travel is starting to rise, as well.</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>Only 53% support opening communities to visitors, which is down 8 points in the past month. 62% feel safe dining and shopping locally, which is down 7 points in the past month.</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>Overall, 58% of travelers are changing their plans due to the pandemic, which is up 7 points alone in the past month. Despite this, pent up demand is still at a record high as 89% of American travelers still indicate plans to travel in the next six months.</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.
Learn more at ohiotravel.org