

 Ohio Travel <small>ASSOCIATION</small>	Destination Analysts Fielded Jan. 12 – 14, 2022	Tripadvisor Fielded November 2021	IMPACTS Research Published Jan. 19, 2022
Intentions & Attitudes Regarding Travel	<p>Omicron continues to impact trips, with 40.8% of American travelers reporting either a cancellation or postponement specifically due to the variant—an 8-point gain from the start of the month.</p>	<p>Approximately 7 in 10 respondents surveyed said that destinations that have a low number of COVID-19 cases are important when making a decision on where to travel next.</p>	<p>New research this month says 56.8% of adult Americans and 71.1% of likely visitors (people who actually attend these organizations) now believe US cultural entities should require visitors to show proof of vaccination.</p>
Factors Influencing Travel Decisions	<p>Nearly 30% have said that the challenges procuring COVID tests have stopped them from traveling in the past month. About 30% of recent trip-takers reported a high-degree of COVID anxiety and three-quarters of all American travelers say they are or will be more careful when traveling because of Omicron.</p>	<p>75% of Americans say it’s important they “see new places” when thinking about their future travel plans. More than a third to nearly half of all travelers surveyed by Ipsos MORI in the United States said that traveling to a destination they’ve never been to before would be more important to them now, compared to trips they took in 2019, when choosing where to travel.</p>	<p>As of the start of 2022, requiring proof of vaccination is now the second biggest factor for making potential visitors to exhibit-based entities feel comfortable, and the third for performance-based entities. In both cases, over 64% of respondents said that requiring proof of vaccination would make them feel safe and comfortable.</p>
Perception of Safety	<p>Although Omicron continues to impact travel plans, optimism that the pandemic will improve in the next month has soared 10-points in the last two weeks to 30.6%.</p>	<p>70% of Americans who responded to Ipsos MORI’s survey agree that an establishment’s cleanliness will be an important factor in their travel decision making.</p>	<p>More than half of all Americans think exhibit-based entities should require proof of vaccination, and this has risen notably since September. Not only that, nearly 69% of likely visitors believe that these entities should require proof of vaccination.</p>
Travel Plans	<p>Nearly 80% of American travelers have trips currently planned in 2022. Over 70% have engaged in travel planning and/or dreaming in the past week alone—a 7-point increase over the past month. Excitement for an unplanned getaway (70.0%) and openness to travel inspiration (66.2%) both increased 5-points in the past two weeks.</p>	<p>78% of Americans surveyed said they were likely to travel in 2022.</p>	
Marketing Considerations		<p>About a third of respondents said they are now more open to exploring new travel destinations than before the pandemic. This appetite for the “new” provides the perfect opportunity for businesses to capture a new customer, so they should bear this in mind when planning marketing strategies for the year ahead.</p>	<p>Even if your organization is not able to make this a requirement by law or if yours is a particularly red county, trends in overall sentiment and behaviors for the rest of the United States may impact tourism, strategic planning, and market potential considerations.</p>

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