

Optimism Returns for the Summer Travel Season

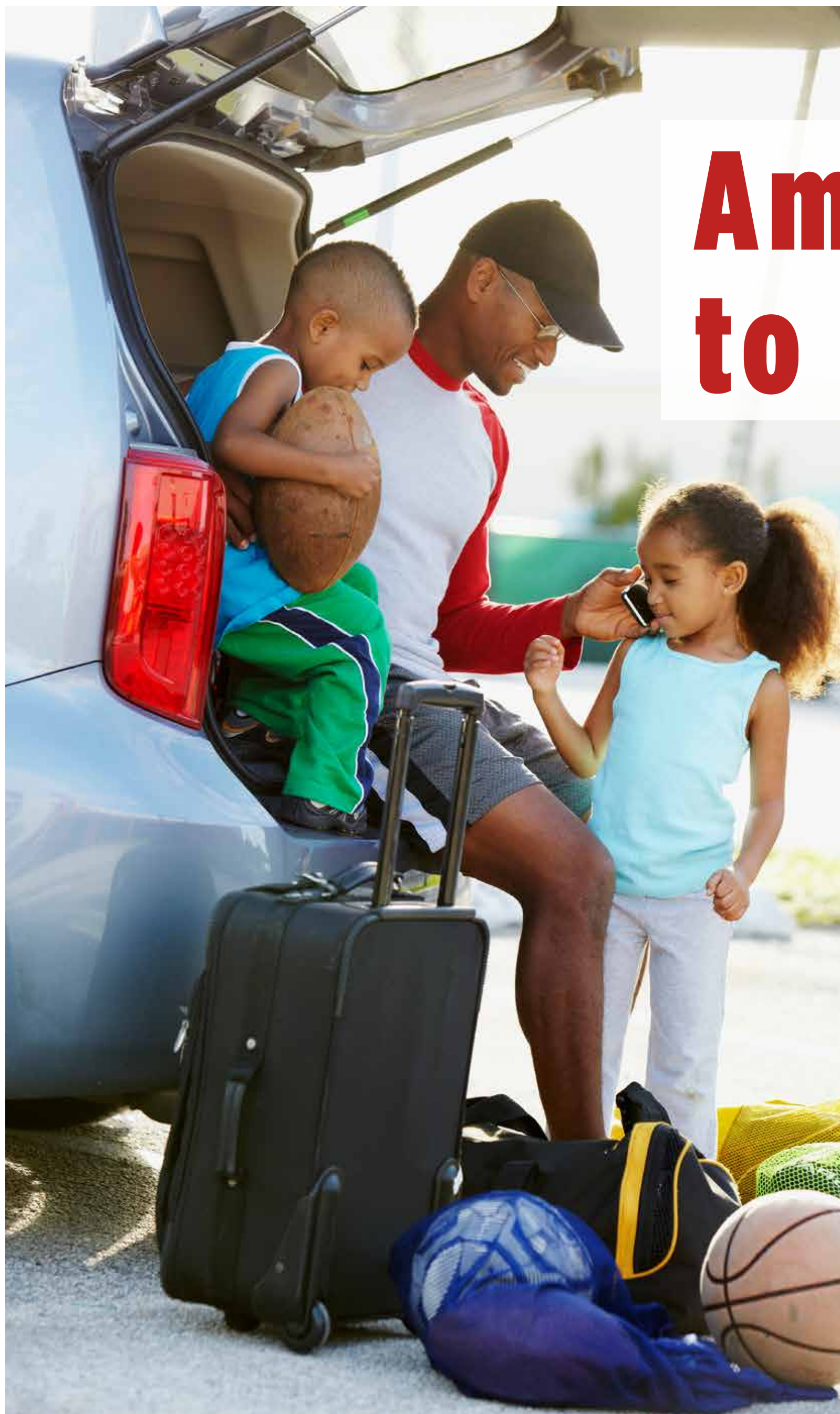
A summary of survey findings from The Harris Poll

America is Back to a Ready to Travel State of Mind

55%

When thinking about traveling out of town **NOW**, **55%** of Americans responded they are either ready to go (**26%**) or optimistic (**29%**)

- ▶ Males, Parents and Millennials are the most likely to be ready to go
- ▶ And just **17%** of Americans are 'unlikely to travel for the foreseeable future' with Baby Boomers the most hesitant



Travel Planning Back in Swing for Summer

77%

of Americans are planning on traveling **this summer**

29%

planned a leisure trip last summer (2020)

68%

of American households earning less than \$50,000 are planning on traveling this summer **compared to 86% of households earning more than \$100,000**

AMERICANS



Pent Up Demand Translates to Booking



2/3 of Americans have some sort of summer travel planned (36%) or booked (30%)

Of Americans who have summer travel planned or booked, **more than half (53%)** will be traveling for the first time since the start of the pandemic

Some Lingering Pandemic and Financial Concerns Remain

20%

When asked about the top barriers that might be keeping them from traveling (or traveling more), **one in five are not facing any significant barriers** and are ready to travel this summer

Top barriers holding Americans back from traveling or traveling more this summer



42% - health and safety concerns



27% - travel cost



24% - personal financial concerns

After a Year of Stress, Anxiety and Uncertainty...Travelers Seek Relaxation, Familiarity and Comfort



WHAT AMERICANS ARE MOST LOOKING FORWARD TO WHEN TRAVELING THIS SUMMER

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19%
Reconnecting with friends and family



18%
Rest and relaxation



Flexibility Provides an Opportunity for Travel to Extend into Fall Season

52%

Half of Americans expect that they will **continue to have flexibility, like remote school or work, throughout the fall** - especially Millennials (60%), higher income households (67%) and parents (60%)

