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

SOURCE: The Harris Poll COVID-19 Tracker (Week 61), April 2021
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

SOURCE: The Harris Poll COVID-19 Tracker (Week 61), April 2021
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.

SOURCE: The Harris Poll COVID-19 Tracker (Week 61), April 20th
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

SOURCE: The Harris Poll COVID-19 Tracker (Week 61), April 2021
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

19% Reconnecting with friends and family

18% Rest and relaxation

SOURCE: The Harris Poll COVID-19 Tracker (Week 61), April 28th
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%)