

# Optimism Returns for the Summer Travel Season

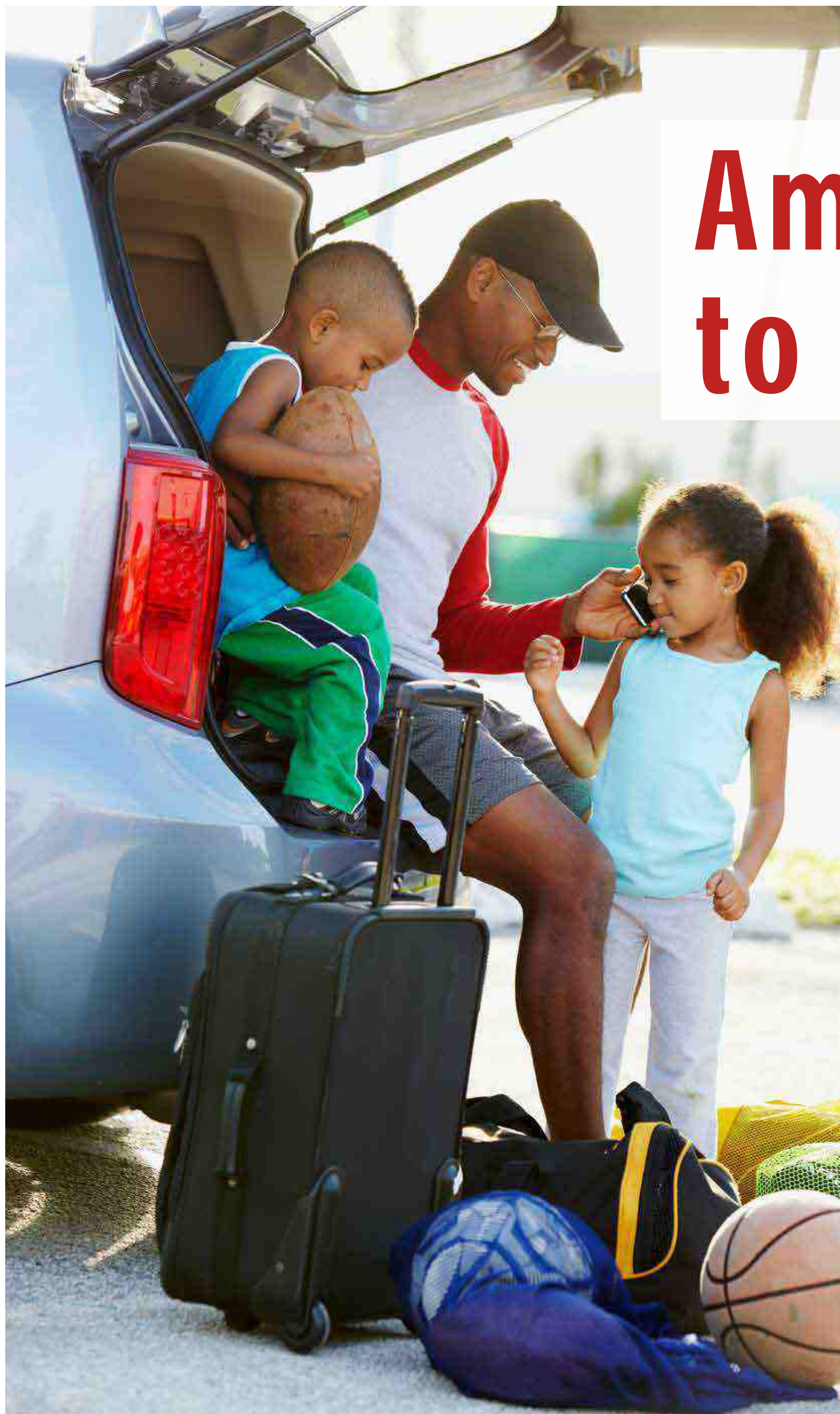
*A summary of survey findings from The Harris Poll*

# 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%)

