

## Outdoor Vacation Activities - US - February 2021

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“Even as it limited many areas of the overall travel industry, the COVID-19 pandemic hasn’t dampened travelers’ desire to explore the outdoors on vacation. The market has a challenge in appealing to a spectrum of travelers, from casual summer hikers to serious ski bums, but therein also lies a lot of opportunity.”

– **Mike Gallinari, Travel & Leisure Analyst**

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the outdoor travel activities market.
- How the economic downturn affects different travel demographics.
- The level of interest and participation in various outdoor travel activities.
- The barriers and motivations that make travelers choose one activity over another.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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