

COVID-19 Impact on Travel: One Year Later - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the travel industry.
- How different traveler segments feel about returning to travel, and when.
- The changes travel brands made during the pandemic that consumers want to persist.
- How consumers will conceptualize travel post-pandemic.

Travel is in a much different state now than it was one year ago. In the summer of 2020, rising COVID-19 cases created fear and uncertainty about the safety of travel. Americans were not sure when they would feel comfortable venturing out again. Now, travelers have a better idea of when they will return to travel (if they haven't already) and are bringing with them a list of long-term demands.



“It is a busy time in the travel industry as providers adjust to the shifting nature of life during the pandemic. Luckily for the industry, vaccines have made people more willing to travel, albeit with new demands and attitudes.”

- Mike Gallinari, Travel & Leisure Analyst

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- Willingness to travel varies by demographic groups
- Asians have concerns beyond the virus

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