

## Local Vacations: Incl Impact of COVID-19 - US - November 2020

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“Traveling within a few hours’ drive has more or less defined leisure travel since the pandemic hit the US in the spring. Consumers are enjoying these local vacations, much to the benefit of campgrounds, national parks and the RV industry.”

– Mike Gallinari, Travel & Leisure Analyst

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the local vacation market.
- How people are traveling during the pandemic and recessionary period.
- The factors that prevent people from taking a local vacation.
- The longevity of local vacations post-pandemic.

With the COVID-19 pandemic still active in the US, the travel industry has been hit hard. The bright spot for travel is in small-scale trips, such as road trips, RVing and camping, and getaways to remote lodging. As the pandemic wears on, these options will continue to have strong appeal among people looking to relax, escape from the stresses of their environment and reconnect with loved ones safely. This is the moment that travel providers need to seize upon if they are to persist through the pandemic.

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### The Market – Key Takeaways

Travelers are timid, and recovery is tepid  
 COVID-19 still plays a big role in travel decisions  
 A struggling economy works against travel  
 RVs and drivable destinations are in favor

### Recent Travel and Travel Intent

Trips taken in the past six months  
 Most consumers are engaging in some sort of travel during the pandemic  
 Figure 10: Trips taken in past six months, August 2020

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Reemergence (July 2020-December 2021)

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RVs are having a hot summer

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It's not too early to think of next season

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Advertising needs to reflect reality

Young adults are open to RVing

Work/life balance is a consideration for vacationers

Travel shaming can create reluctance to travel

## Competitive Strategies

LetsGoThere gets off track

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Relaxation and escape are the biggest vacation motivators

Staycations are good for a breather

As with most travel, COVID-19 worries local vacationers

Internet searching is the easiest form of research

Rental vehicles have an opportunity to attract vacationers

Hotels are building trust among local vacationers

Local vacations are having their moment

Building relationships can spur revisitation

Premiumization can have a big effect on local travelers

Staycations aren't likely to stick

Nearly one in three travelers show enthusiasm for local vacations

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Identity

Surroundings

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### Attitudes toward Staycations

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