

Road Trips - US - April 2021

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the road trip market.
- How the economic downturn has affected consumers' preference for road trips.
- How travelers plan for road trips.
- Where consumer preferences lie when comparing road trips to air travel.

The pandemic has touched all parts of travel, but road trips, the quintessentially American form of vacation, remain comparatively strong. The appeal of road trips will continue as more people get vaccinated. However, as COVID-19 cases decline and travelers feel more comfortable about other forms of travel, road trip providers will need to focus on the benefits they provide to maintain the current competitive edge. Emphasizing the sense of escape and enjoyment the road brings can help providers sustain road trip momentum.



“Road trips have predictably been a popular travel option during the pandemic, but they have also had their share of challenges. While the post-pandemic outlook is rosy for this vacation format, more can be done by brands in the space to solidify their position in the leisure travel landscape, particularly as competing forms of travel recover from the COVID-19-induced travel downturn.”

Mike Gallinari, Travel & Leisure Analyst
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THE MARKET – KEY TAKEAWAYS

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