

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

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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.



“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

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