

New Traveler Insights and Trends provided by the Delaware Tourism Office

Below is the latest American traveler data from Longwoods International and Destination Analysts.

- The number of American travelers with plans to travel in the next six months is holding steady at 87%

- American travelers' top passions include Foodie-ism, International Travel, Concerts, Theme Parks, Health & Wellness and Theater Performances: As the pandemic recovery continues, more than 40% of American travelers report having high interest in each of these passions and hobbies.

*66% of travelers say they feel safe dining in local restaurants and shopping in retail stores. This is the highest the percentage has been since last spring.

- Americans want more travel inspiration: The proportion of American travelers highly open to travel content is up to 73.1% this week. In the last week alone, eight-in-ten American travelers did some travel dreaming or planning towards their next trip.

*Online content/search engine marketing, social media, emails, and travel & lifestyle magazines continue to be where Americans say they are most receptive to travel messaging

- 52% of American travelers say the vaccination rate in a specific city or state will either have some influence (26%) or strongly influence (26%) their destination choice for travel.

- 26% of travelers are planning a trip in 3-5 months and 25% are planning for a trip in 1-2 months

*In marketing messaging, social media, and website content it is important to provide information on experiences they can expect both now and within these future time frames. For example, starting to promote September events now to potential travelers

- 30% of travelers are planning to drive to destinations

*It is still vitally important to share why Delaware is an ideal road trip destination. Ideas include partnering with surrounding businesses/organizations to show how easy it is to explore, stay, shop and dine all within one quick road trip.

- 54% of travelers do not plan to work remotely in the next 12-24 months which is a positive indicator for resuming business travel.

Information provided by the Delaware Tourism Office via Email on 6/24/21.