

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

likely to travel for vacation this year.

Feb. 08, 2021



A new survey conducted by Morning Consult and commissioned by the American Hotel & Lodging Association (AHLA) shows consumers are optimistic about traveling again in 2021, with 56% reporting they are likely to travel for vacation this year.

That represents a significant decline from pre-pandemic levels, when approximately

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

available to the general public; 20% when a majority of Americans have been vaccinated; and 17% when they are personally vaccinated.

The recovery of the travel industry is anticipated to take place in three phases: leisure travel, small and medium events, and group and business travel. While recovery will begin in 2021, full recovery is not expected until 2024.

The survey of 2,200 adults was conducted January 7-9, 2021 by Morning Consult on behalf of AHLA. Key findings of the survey include the following:

- 56% of Americans say they are likely to travel for leisure or vacation in 2021
- 34% of adults are already comfortable staying in a hotel, while 48% say their comfort is tied in some way to vaccine distribution
- Compared to last year, 36% of Americans expect to travel more for leisure in 2021, while 23% expect to travel less and 42% about the same
- One in five Americans (19%) expect their next hotel stay to be between now and April, with another 24% expecting it sometime between May and August

“While consumers are optimistic about traveling in 2021 after nearly a year of self-distancing measures, we continue to face record devastation. COVID-19 has wiped out 10 years of hotel job growth,” said **Chip Rogers, president and CEO of AHLA**. “In the next COVID-19 relief package, the hotel industry needs support from Congress and the Administration that will ultimately help small business hoteliers keep their doors open, and bring more employees back to work. Despite the challenges facing the hotel industry, hotels across the country are focused on creating an environment ready for guests when travel begins to return.”

While business travel itself will remain below 2019 levels for some time, business travelers express greater comfort in traveling for any reason compared to adults overall, and they are more likely to say they will travel more in 2021.

Leisure travel demand is projected to begin increasing in Q2-Q3 of 2021 as vaccine

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

in their top three factors when choosing a hotel—a 24% increase over pre-COVID preferences. Further, 53% of consumers say that enhanced cleaning regimens will make them feel more comfortable staying at a hotel.

At the onset of the pandemic, the hotel industry acted quickly to enhance already rigorous cleaning and safety protocols to ensure the safety of employees and guests. AHLA's Safe Stay initiative focuses on enhanced cleaning measures and safety guidelines that help the industry meet and exceed the new health and safety challenges created during the pandemic.

These findings were also outlined in "[AHLA's State of the Hotel Industry 2021](#)," which details the forecasted state of the hotel industry in 2021 and into the immediate future. The report examined the high-level economics of the hotel industry's recovery, the specific impact on and eventual return of business travel, and consumer travel sentiments.

Payroll • Small Business

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved