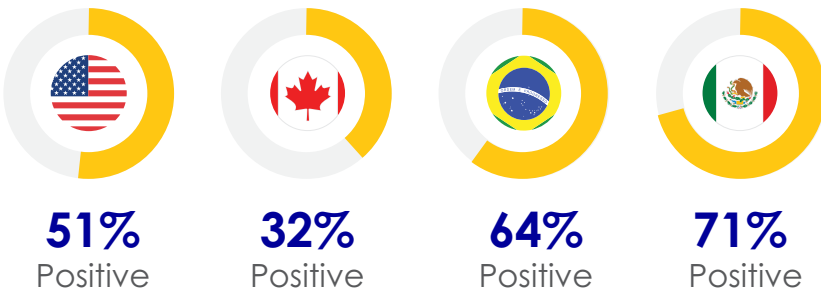


# Traveler Sentiment & Influences

Be ready with the right marketing approach and messaging by understanding how the pandemic has impacted the hearts and minds of travelers in Canada, the U.S., Mexico, and Brazil.



## Traveler Confidence Varies by Country



## Estimated Leisure Trips

January-September 2021

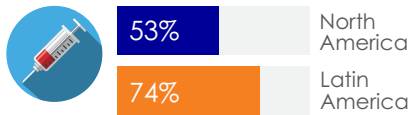


**2.1 Trips**  
North America

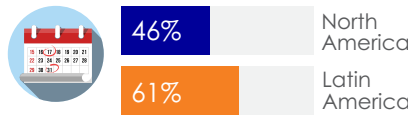
**2.7 Trips**  
Latin America

## What Instills Traveler Confidence?

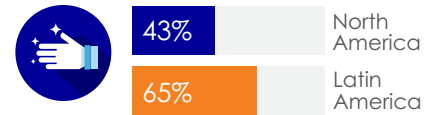
Widely available vaccine



Flexible cancellation



Guidelines on cleaning



## Leading Factors Influencing Travel Decisions

### Destinations

Health regulations & requirements  
(mandatory mask rules, etc.)



Costs



### Accommodations

Easy refunds, cancellation policy



Reduced capacity



Download the global study:  
<http://bit.ly/travelsentimentstudy>