OOH Will Influence Consumers as Normal Summer Travel Returns

51% plan to travel as much or more than pre-COVID
56% expect to travel 400+ miles
42% plan at least two weeks of travel

68% will visit another town
65% will vacation at a resort/beach
58% will stay in a hotel
51% in cities of 1M+ plan to travel out of town for a concert, sports event, or show

The Car Remains King

95% view it as safest transportation mode
71% will use a car for vacation travel

Comfort Level Using Transportation Types

- Airplanes (overall): 59%
- Airplanes (Millennials): 66%
- Airplanes (in cities of 1M+): 68%
- Trains (overall): 56%

Most Popular Destinations

- 69% Beach/Lake
- 50% National/State parks
- 49% Museums
- 48% Movie theaters
- 47% Zoos
- 46% Resorts and Fairs
- 45% Festivals
- 42% Amusement parks
- 37% Casinos and Concerts

Source: OAAA, The Harris Poll. Methodology: conducted online within the U.S. by The Harris Poll from April 16 to 19, 2021 among 1,000 U.S. adults ages 18+. Weighted to reflect the U.S. population across age, gender, race/ethnicity, region, income, household size, and employment.