



Ohio Travel
ASSOCIATION

SURVEY SAYS

In this time of uncertainty, the Ohio Travel Association monitors consumer behavior and travel trend research continuously. With so much information out there, we look for consistency in findings that can help Ohio's travel businesses and organizations.

Research Question: Are Mandatory Mask Policies Good for Business?

Date: 7/21/2020

Three different American traveler studies over the last two weeks are consistent in showing the importance of mask mandates for doing business.

Longwoods International surveyed travelers July 17:

- 61% of American travelers prefer that destinations require masks
- More than half of those travelers (35% of total travelers surveyed) will ONLY visit a destination with mandatory mask policies
- 9% are less likely to visit if masks are mandated, and only 3% of these will refuse to visit destinations with mandatory mask policies

Destination Analysts released its study of American travelers this week:

- 67% of American travelers are happy when businesses and destinations mandate masks
- 23% are neutral
- Only 9.5% are unhappy or very unhappy. Among the 9.5% who aren't pleased, only 5% said a mandatory mask policy would prevent them from visiting your business or organization.

Colleen Dillen/Know Your Bone research team surveyed those who visit attractions on June 29. When asked what would make them feel comfortable visiting museums, gardens, nature areas, mandatory face coverings rose from 54% of respondents to more than 70% in the last two weeks. The authors said, "research suggests that not requiring masks will have a greater negative impact on attendance than requiring them for a vast majority of organizations."

Questions? Please contact OTA Executive Director, Melinda Huntley, at mhuntley@ohiotravel.org

The Ohio Travel Association is a nonprofit trade association representing Ohio businesses who depend on a strong travel economy. We are largely supported through membership and our educational event. Our mission statement: Together, we inspire, champion and power the advancement of Ohio's \$48 billion travel industry.