

Consumer Data on the Importance of Keeping Safety Protocols At Your Business

As of May 27, 2021

Good customer service now means more than a smile. It also means meeting your customers' expectations for safety protocols. Here's what we've learned recently to help you make a decision on whether or not to keep safety protocols in place at your business as state mandates are lifted.



Ohio Travel
ASSOCIATION

Remember, it's about your customers. If you hope to attract from different states and communities, consider their level of confidence might be different than your own.

Take a close look at your customer base, as well as where the customers live that you hope to attract. If they're still under strict mandates or have had different rates of infection, some may be shocked to find none in place at your business.

Whatever you decide, remember that customer service is a hallmark of our industry. Keep an eye on your bottom line, and talk to customers to track how your decision is impacting business.

How important are safety protocols to your travelers?

When American travelers were asked how likely respondents would be to visit a tourism attraction or business that **does not** have mask and distancing requirements, 57% said they are somewhat unlikely or very unlikely to visit at all.

Longwoods International
(April 06, 2021)

While travel intent is trending at pandemic-high positive levels, many Americans are still concerned about safety

Despite the ongoing easing of restrictions and protocols across the country, 50% of American travelers surveyed say that a destination having protocols in place will positively impact their destination choice this summer.

Longwoods International
(May 18, 2021)

Masks are still important.

Approximately 67% of those likely to visit a museum, zoo, cultural attraction, etc. believe businesses should still require all visitors to wear face coverings. These are also those most likely to have been vaccinated.

Impacts Research
(May 26, 2021)

Masks are especially important if your customer base includes households with children under 13

70% of those with children under the age of 13 feel businesses should require face coverings, while 59% of those without children in their household feel the same way.

Impacts Research
(May 26, 2021)

Expectations are changing quickly. Expect that to continue.

When looking at travelers with plans in place to visit attractions in the next 90 days, there's a growing desire (jump from 42% in April to 50% in May) for things to get back to normal. They also report willingness to abide by face mask policies (32%). Those surveyed have higher rates of vaccinations than the general population, and those with plans in 90 days represented just half of those surveyed.

Impacts Research
(May 26, 2021)