

WHITEPAPER

Holiday Travel

Who's on the Move and
How Best to Navigate
Social Interactions this
Upcoming Season



angus reid 

Who's on the Move and How Best to Navigate Social Interactions this Upcoming Season

The prospects of holiday travel this year promise their share of liberation and enthusiasm, anxiety and ambivalence. As the world takes those first tentative steps back to normalcy (however that is defined) for a major holiday, the social interactions between family, friends and acquaintances will reveal the prevailing mood of the times.

Many are beyond ready to reacquaint themselves with the warm embrace of long-distanced family members and friends. Others will remain uncharacteristically reserved, wary of close contact as the pandemic continues to simmer. Vaccination rates offer a dose of comfort, especially in households where 100% vaccination standards reside. For the vaccine hesitant or skeptical, the family gathering may assume a different dynamic.



Taking to the Road

What’s the appetite for travel as part of the upcoming holiday? Overall, 24% of respondents in our recent survey indicated they are planning to travel to another state this season. Another 5% are making plans to travel to another country, while 72% are planning to remain at home.

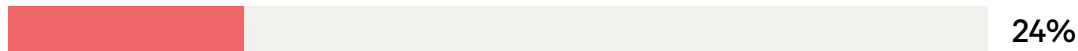
The young (18-34) and the wealthy (>\$100K+) are more intent on travel during the season when compared to older demographics and lower income Americans (<\$50k).



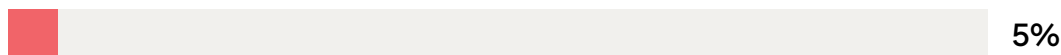
Holiday Travel Expectations

Oct '21

Travel to another state



Travel to another country



Neither



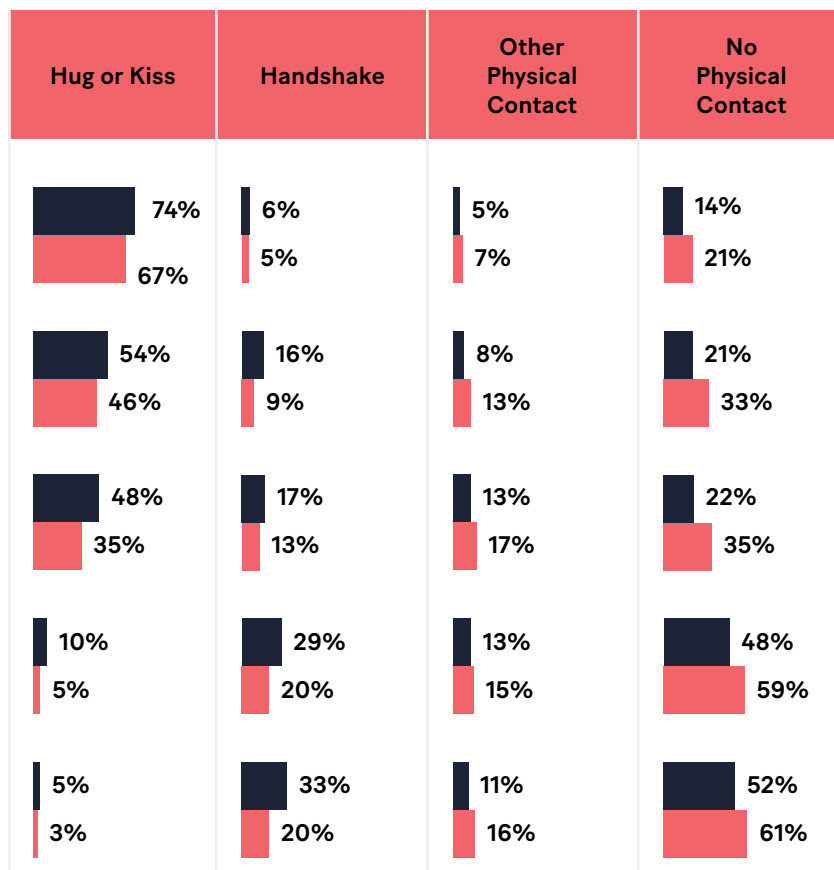
Keep Your Kiss-tance

Understandably, social interactions may show a level of reserve this upcoming season. Notably, women have undergone the greatest changes during the pandemic around interactions. They're far less likely now to hug and kiss family and friends, and much more likely than men to greet people from outside their house with no physical contact.

Season's Greetings?

Across all interactions – between family and friends, colleagues, clients and acquaintances – expect a level of reluctance around not only the more demonstrative, loving gestures, but even handshakes. Fist- and elbow-bumps may be the default greeting for now, but if in doubt about proper etiquette, the safe bet is to opt for no contact whatsoever. There is an inherent acknowledgement that this is a conscious choice and is not considered disrespectful.

Social Interactions Before vs. During the COVID-19 Pandemic



QUESTIONS THAT MATTER.
ANSWERS THAT COUNT.

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