

## Key Takeaways: Erin Francis Cummings, Destination Analysts

1. Change is accelerating and organizations' relevancy will require active consciousness of this.
2. Travelers have reoriented, impacting the experiences that most attract them.
3. The travel that is happening now will change how consumers feel about travel.
4. The travel industry must work well together to sell the importance and fun of physical togetherness.
5. New avenues of travel's economic impact of are opening up.

## Key Takeaways: Sara Dettmer, ADARA

1. Increased interest in Domestic Travel and a focus on promoting local markets
2. Vaccine credentials and regional rules will play an important role in future travel
3. Searchers remain interested and are waiting to book!
4. Full recovery has not yet happened

## Key Takeaways: Amir Eylon, Longwoods International

1. Be transparent with your customer engagement as clarity is key!
2. The pandemic and its effect on travelers is not yet over, many still want to see protocols in place and are nervous about interactions in crowds.
3. Leisure travel recovery in the U.S. will likely exceed initial forecasts.
4. Residents still see a priority on helping small businesses. While sustainability, DEI, and other timely issues are also important to them in recovery, residents want to see their local leaders, elected officials, etc... help revive local business as the biggest priority.