

# More than Half of Internet Users Say Safety is the Most Important Factor when Planning Their Next Vacation

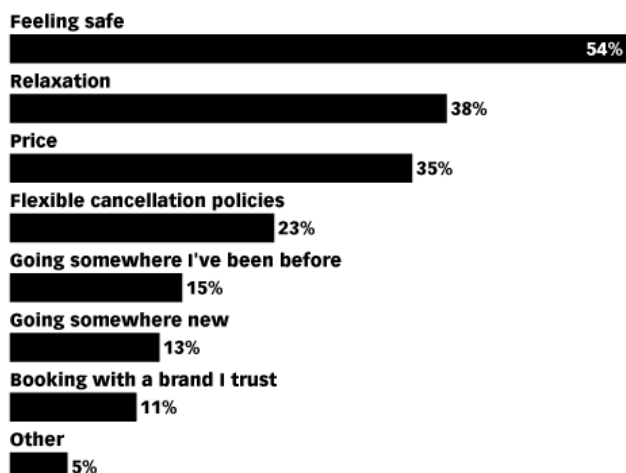
## ARTICLE |

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As stay-at-home orders begin to lift, some consumers are thinking about booking their next getaway. With the coronavirus still looming across the country, 54% of US internet users indicated that feeling safe is the most important factor when booking their next vacation, according to June 2020 data from GlobalWebIndex.

## Coronavirus Impact: Factors Important to US Internet Users When Booking Their Next Vacation, May 2020

% of respondents



Note: ages 16-64

Source: GlobalWebIndex, "Coronavirus Research: Multi-Market Research Wave 4," June 2, 2020

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And although people are open to the idea of traveling, many are likely still monitoring the local coronavirus response, as nearly a quarter of respondents are seeking flexible cancellation policies.

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