




A new study finds booking travel generates happiness and can alleviate stress and uncertainty during the COVID-19 pandemic.

Booking a trip brings **JOY**.

 **97%** of survey respondents report that **having a trip planned makes them happier.**

 **82%** say **a booked trip** makes them **“moderately” or “significantly” happier.**

 **71%** reported feeling **greater levels of energy knowing they had a trip planned** in the next six months.

These findings come at a time when [studies have shown](#) Americans are experiencing the lowest levels of happiness in 50 years.

PLANNING TRAVEL POWERS POSITIVITY

Survey respondents overwhelmingly believe that anticipating a planned trip delivers significant **mental health benefits**—and a **sense of control** during a very uncertain time. Respondents strongly agreed with the following statements:

“Booking a trip—even just getting it on the calendar—might be the very thing we need to restore our emotional immune system after months of mounting uncertainty and stress.”

– Michelle Gielan, Founder,
Institute for Applied Positive Research



- Simply knowing there was something to look forward to **would bring me joy: 95%**
- Planning travel for some time in the next six months **would bring me happiness: 80%**
- Planning something would **make me feel more in control** amidst so much uncertainty: **74%**
- Getting to travel and feeling safe while doing it **would bring me peace of mind: 96%**

When asked **what describes the ideal vacation during the pandemic**, the majority of respondents cited three things:

- 1. A relaxing vacation**
- 2. Less than a week long**
- 3. To a domestic destination**

Methodology: The Let’s Go There Coalition engaged happiness researcher Michelle Gielan from the Institute for Applied Positive Research to field this study to understand the impact of booking travel on happiness during the COVID-19 pandemic. The sample consisted of 263 U.S.-based adults, aged 18 and older. The online survey was conducted August 21-24, 2020.