

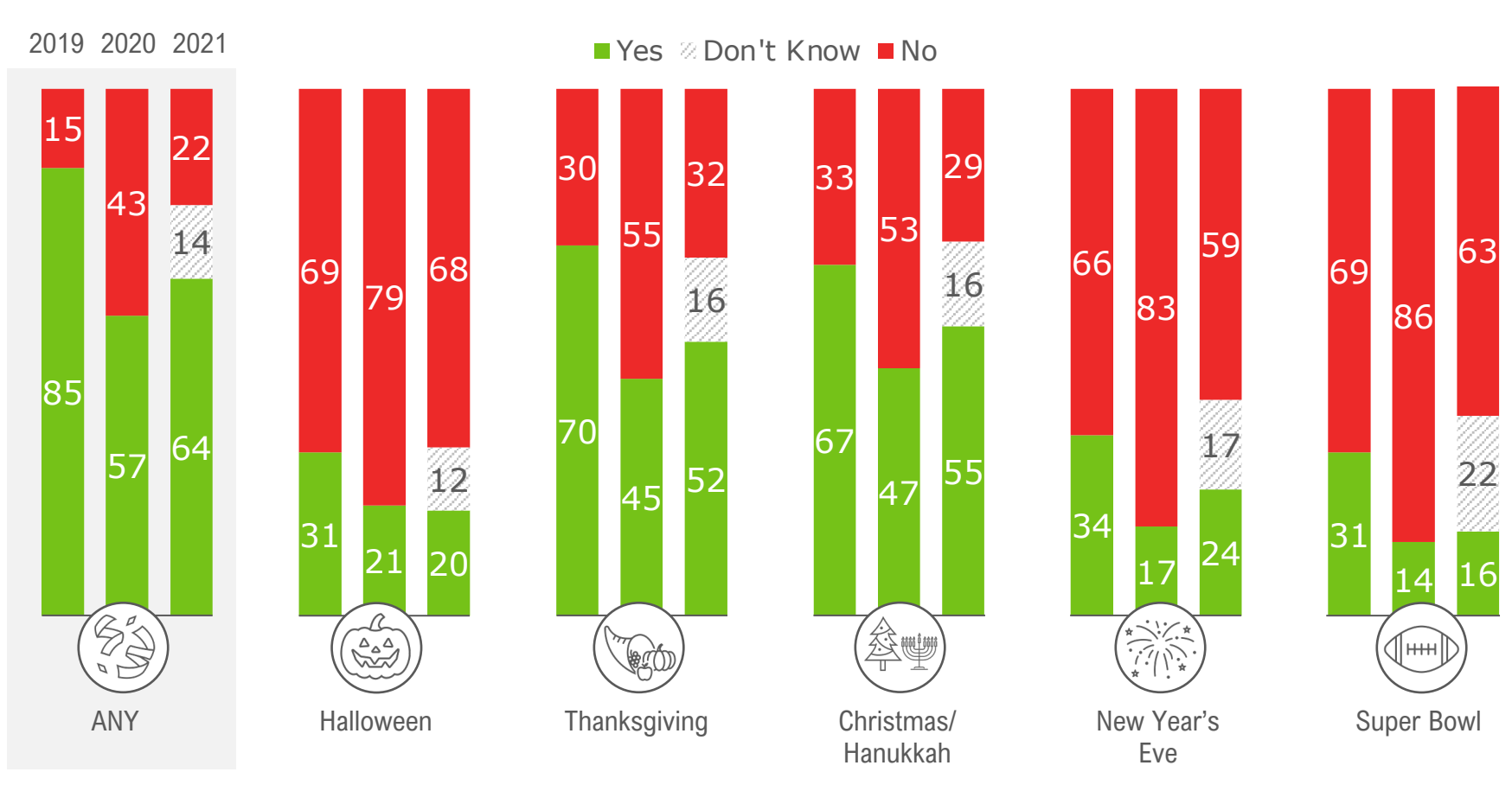
2020 HOLIDAY ENTERTAINING during COVID-19



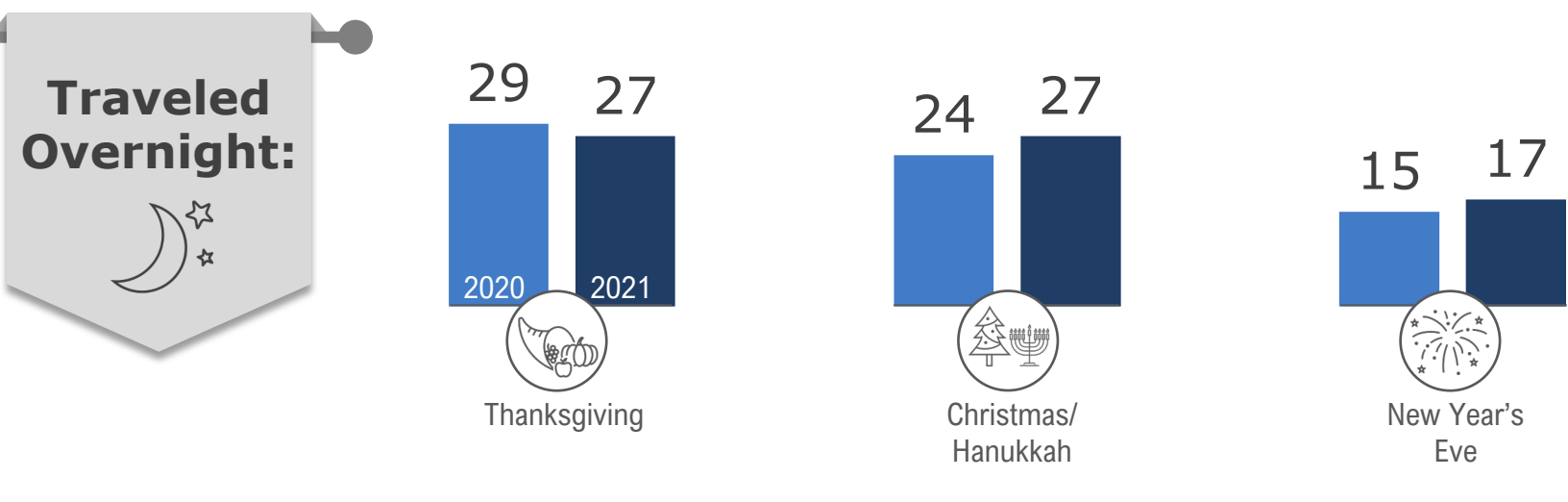
This week's insights were collected Friday, September 17-Monday, September 20, 2021, among a general population of n=350 U.S. consumers age 21+. Compared to last year's study conducted Friday, October 16 - Sunday, October 18, 2020, among a general population of n=300 U.S. consumers age 21+.

Holiday gatherings in 2020 are likely to be different. Gatherings last year at the height of the COVID-19 pandemic were understandably down from the year prior. There looks to be more holiday related gatherings this year compared to last year. Overnight holiday travel is likely to be fairly similar to last year with most traveling by car and staying with family.

Host or Attend Gatherings/Dinners/Parties % of Total Respondents



Overnight Holiday Travel % of Total Respondents



Traveled By:

Holiday	Mode	2020	2021	
Thanksgiving	Car	26	25	
	Air	2	2	
	Train	1	0	
	Christmas/Hanukkah	Car	21	23
		Air	2	3
		Train	1	0
New Year's Eve		Car	13	17
		Air	1	0
		Train	1	0

Stayed:

Holiday	Where	2020	2021	
Thanksgiving	With Family	23	23	
	Hotel/Motel	3	1	
	With Friend	2	1	
	VRBO/ BnB	1	1	
	Christmas/Hanukkah	With Family	19	22
		Hotel/Motel	2	2
		With Friend	2	1
		VRBO/ BnB	1	1
New Year's Eve		With Family	11	9
		Hotel/Motel	2	3
		With Friend	2	5
		VRBO/ BnB	0	1

2021 Base: Total (N=350)
 QH1: Did you host or attend any gatherings, dinners or parties last year, in 2020 for... / QH2: How many nights were you away from home last year, in 2020, for (Holiday)? / QH3: How did you travel to the place you visited last year, in 2020, for (Holiday)? / QH4: And where did you stay when you traveled away from home last year, in 2020, for (Holiday)? / QH5: Will you host or attend any gatherings, dinners, or parties in 2021 for... / QH6: How many nights will you be away from home this year, in 2021, for (Holiday)? / QH7: How will you travel when you go away this year, in 2021, for (Holiday)? / QH8: And where will you stay when you travel away from home this year, in 2021, for (Holiday)?
 2020 Base: Total (N=300)
 Q1: Did you host or attend any gatherings, dinners or parties in 2019 for...? / Q4: Will you host or attend any gatherings, dinners, or parties in 2020 for...?