July ‘Consider This’ Content Toolkit

You help your members afford life – we’ll help you do that. To aid with your public relations, media relations and marketing workload, we’ll provide you with personal finance content each month to use in your credit union’s communication channels.

Here’s the story…

*Our Consider This release contains useful information and tips to share with your members in your longer-format communication tools, including newsletters, blogs and/or website articles. Use this story however you’d like!*

**Traveling in 2021…**

With Covid-19 vaccinations on the rise -- and cases on the decline -- traveling this summer has become a real possibility again.

After more than a year of quarantines, lockdowns and ever-changing restrictions, many Americans are ready to take that long awaited vacation. Permanent changes stemming from the pandemic -- whether good or bad -- are likely to affect travel going forward.

While vacationing might look a bit different and more out-of-the-box than pre-Covid years, it’s clear that travel is finally making a comeback. According to a recent survey conducted by [The Vacationer](https://thevacationer.com/march-2021-travel-survey/), 68% of the 535 respondents over the age of 18 polled plan to travel this summer. 58% plan to travel as much as they did before the pandemic hit.

Still, many travelers are opting to adopt pandemic-induced travel behavior; embarking on road trips, centering their vacations around the great outdoors, and even taking Flexcations -- a longer stay with both business and pleasure built in.

In fact, according to a recent [VRBO](https://www.vrbo.com/vacation-ideas/explore-vrbo/travel-trends/the-2021-vrbo-trend-report) survey of 8,000+ people on 2021 travel trends, 59% of families claim they would rather drive than fly on their next vacation, 61% would prefer an outdoorsy vacay to a more urban one, and 67% of those who took a Flexcation last year would enjoy doing it again in 2021.

However you vacation in 2021, remember to follow the [CDC](https://www.cdc.gov/coronavirus/2019-ncov/travelers/travel-during-covid19.html)’s recommendations and requirements for staying safe and keeping others safe as you travel.

**Traveling After the COVID-19 Pandemic**

Planning a 2021 vacation? With all of the Covid-19 restrictions and regulations, make sure you’re prepared before you leave home. Here are some of the latest guidelines from the [Centers for Disease Control and Prevention](https://www.cdc.gov/coronavirus/2019-ncov/travelers/travel-during-covid19.html) to consider before you go:

**Delay until fully vaccinated –** Ideally, the CDC would recommend waiting to travel until fully vaccinated (two weeks after second dose of vaccination). Wearing a mask is still required during travel on all forms of public transportation, such as planes, buses and trains. State and local recommendations and requirements should be adhered to once arriving at your destination.

**If you are unvaccinated and must travel** –The CDC recommends getting tested for COVID-19 1-3 days before your trip. While traveling, wear a mask and maintain 6 feet of distance between yourself and anyone not in your travel party. Avoid crowded, enclosed areas. Sanitize hands often. After traveling, get tested 3-5 days upon arrival AND self-quarantine for a full 7 days; self-quarantine for a full 10 days if you don’t get tested after travel. Regardless of testing, avoid being around high-risk people for 14 days.

**Check travel restrictions** – Before traveling, check your destination’s travel restrictions. Prepare to be flexible, as restrictions and policies may change during travel. If traveling by air, check to see if your airline requires any health information, testing, or other documents.

**If traveling internationally** – Use the CDC’s [COVID-19 Travel Recommendations by Destination](https://www.cdc.gov/coronavirus/2019-ncov/travelers/map-and-travel-notices.html) to find out which countries should be avoided -- and which are safe to travel to -- at this current time. You can also see the guidelines for re-entering the country once you have traveled overseas.

For Social Media…

*Here are a few timely messages in 280 characters or less for your credit union’s social media presences.*

**#CreditUnions**

Do you know the differences between a credit union and a bank? Find out more:<https://yourmoneyfurther.com/>

Credit unions offer lower rates on car loans than banks! Learn more:<https://yourmoneyfurther.com/>

CUs exist to serve their members, not make a profit for shareholders. Learn more:<https://yourmoneyfurther.com/>

Get a jump on your finances by visiting your local credit union today. Learn more:<https://yourmoneyfurther.com/>

**#Travel #TravelRestrictions**

Finally ready to get out and #Travel? At this point, who isn’t? Learn more about the current pandemic travel conditions here: *Link to release/article*

Looking to get a vacation in this summer? Stay safe and learn about the latest #TravelRestrictions here: *Link to release/article*

If you have #Travel plans this summer, learn about current trends here: *Link to release/article*