In the height of the Ebola Crisis, the University of Florida’s Tourism Crisis Management Initiative in collaboration with Dr. Ignatius Cahyanto from Black Hills State University, Dr. Dunn and UF Ph.D. candidate Ms. Ashley Schroeder conducted a study of American travelers’ intentions to travel in the U.S. Despite Ebola being a worldwide health crisis, their study shows it’s not likely to keep many Americans from taking trips in the U.S. Dr. Pennington-Gray and her colleagues gathered the data from 1,613 domestic leisure travelers who completed the online survey from Oct. 31 to Nov. 4, 2014.

The study found that while one in three (31 percent) American travelers are concerned about Ebola and air travel right now, approximately 60 percent indicated their household is unlikely to avoid traveling in the U.S. due to the recent Ebola cases. Furthermore, although four in five domestic leisure travelers believe Ebola is frightening, more than 70 percent don’t believe it is likely they’ll contract Ebola if they travel by air in the U.S. during the next few weeks. In addition, three-quarters don’t believe their chance of being exposed to Ebola is high, and 60 percent are very comfortable with traveling in the U.S. right now. More than 60 percent disagreed that domestic air travel should be avoided right now because of Ebola.

The survey also found that a majority of domestic leisure travelers believe theme parks and state natural areas to be safe places to travel, and disagreed with the statements that large theme parks (51 percent) and state parks and campgrounds (62 percent) should be avoided right now because of Ebola.

Findings suggest that domestic travelers are not letting their fear of Ebola stop them from traveling. Dr. Pennington-Gray suggests this is largely due to the intense educational campaign initiated and maintained by the CDC throughout the height of the scare in the U.S.