

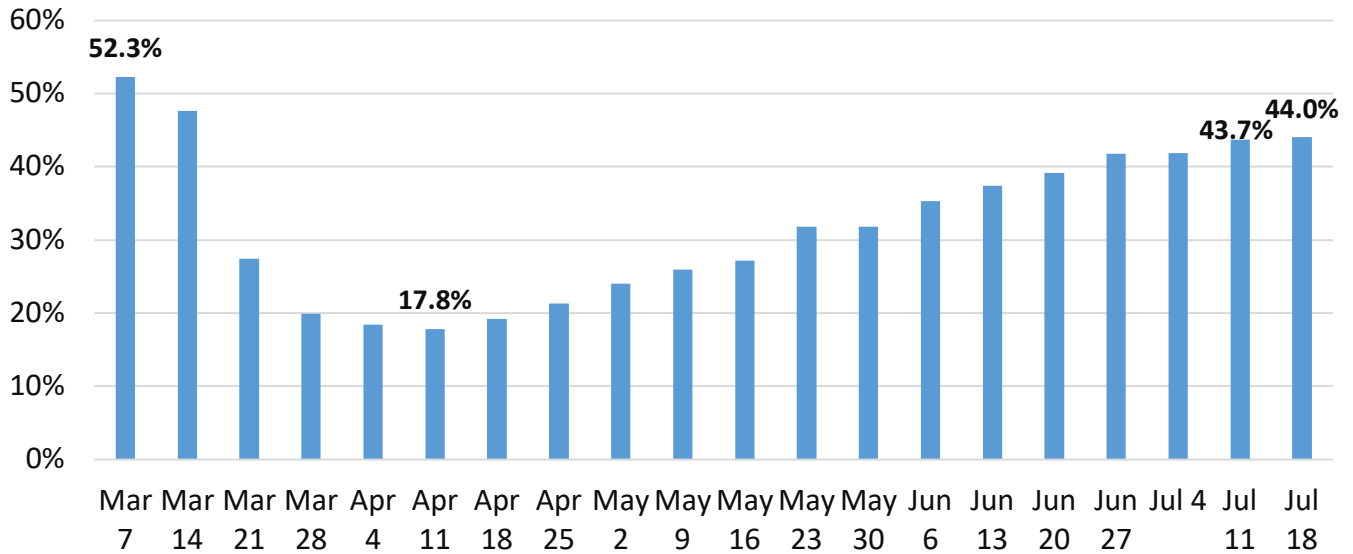
WEEKLY RESEARCH HIGHLIGHTS REPORT

July 24, 2020

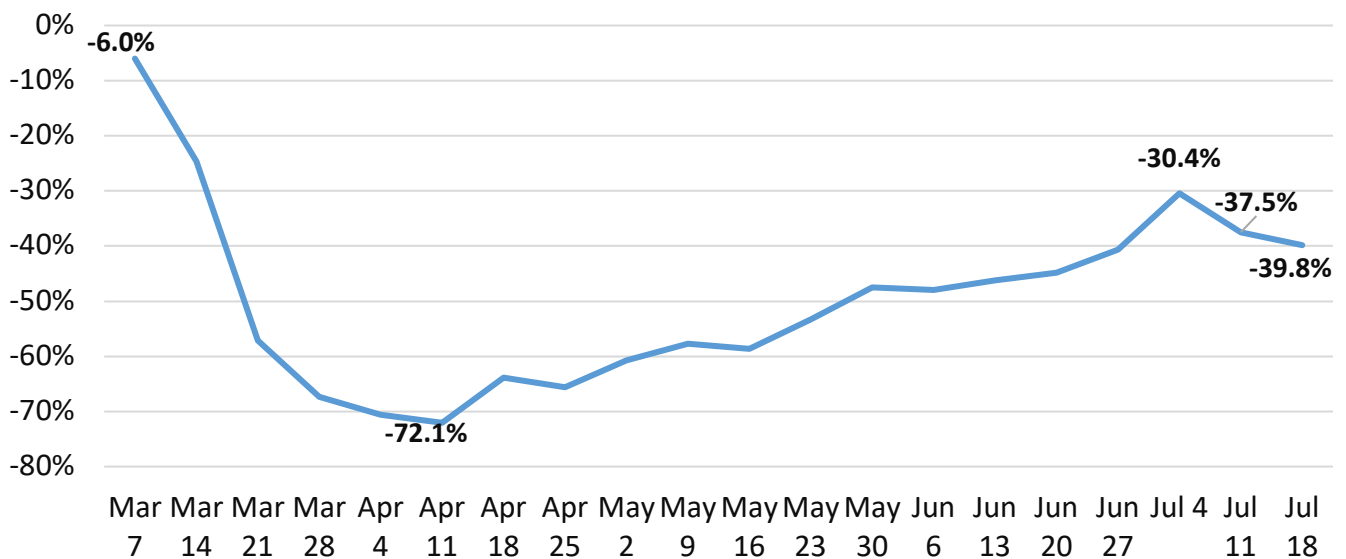
STR Lodging Data: (Source: STR Lodging Data)

- Occupancy statewide is only 44 % for week ending July 18th but that is up slightly from last week's 43.7% occupancy. Unfortunately, the percent of occupancy change over last year looks worse this week at - 39.8% versus only a -37.5% decrease last week.
- Cumulatively, revenue from the Missouri lodging industry is down - \$561.1 million for March - July 18 compared to the same period last year. *For more information, please see slides below*

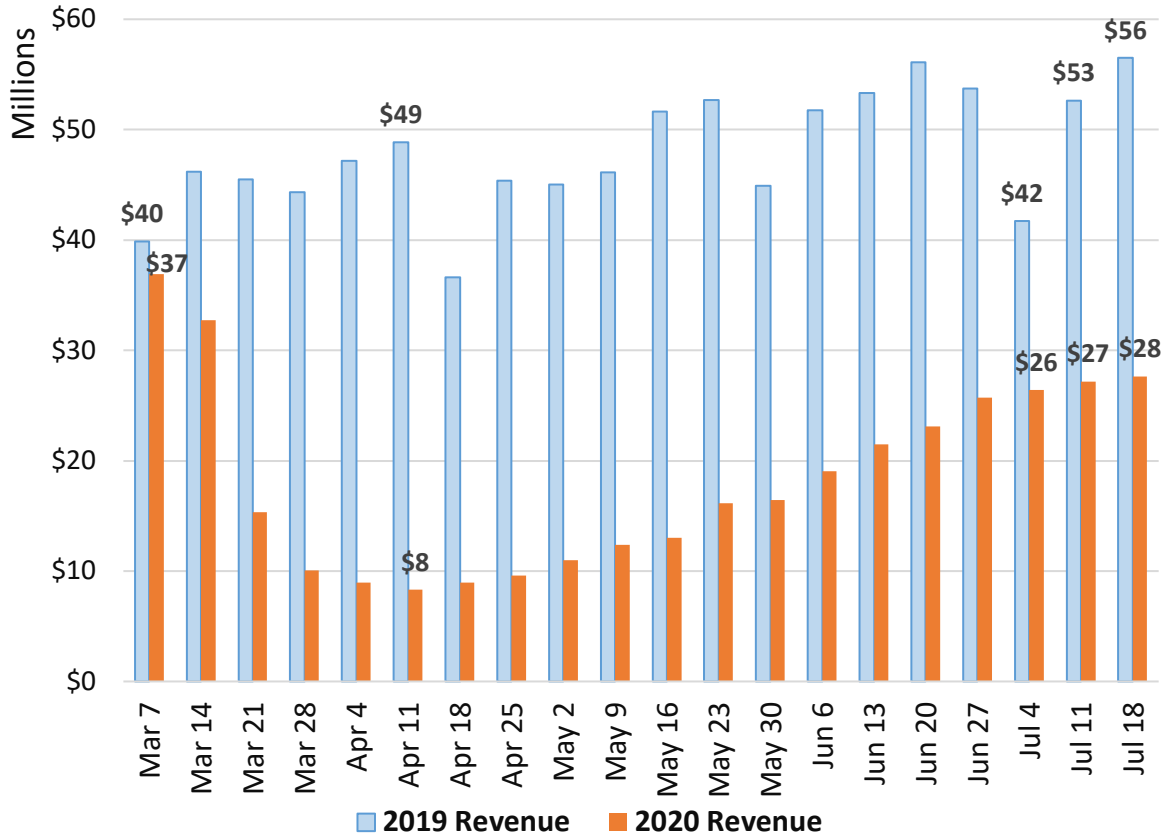
Missouri Occupancy



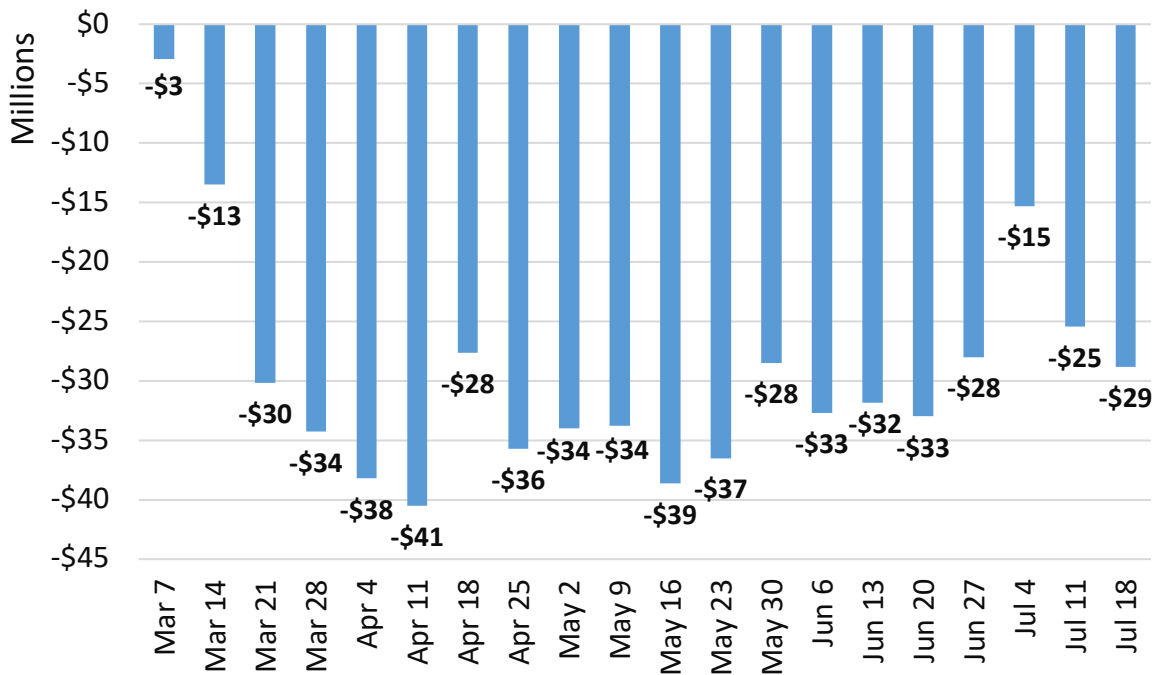
Occupancy % of Change from Prior Year



2020 vs 2019 Missouri Lodging Revenue



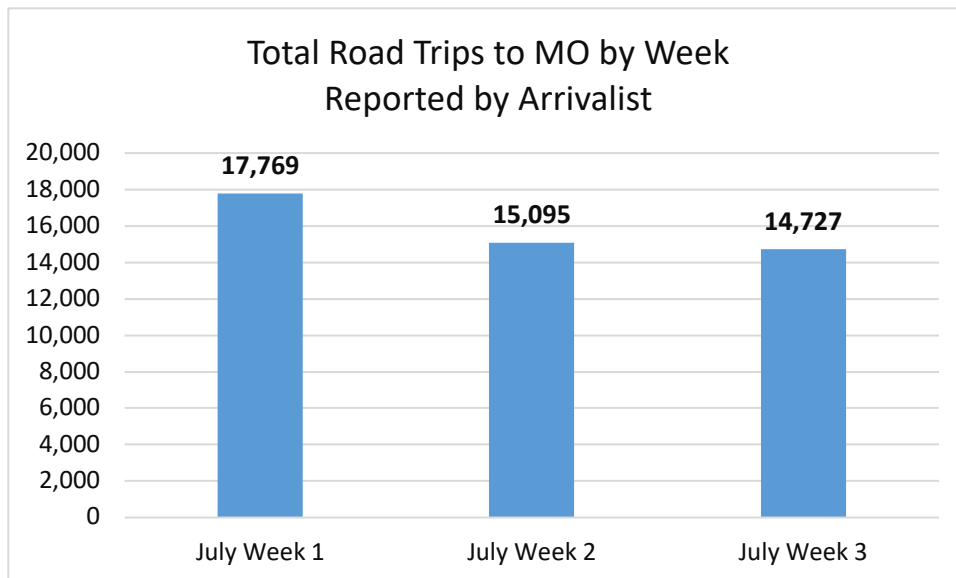
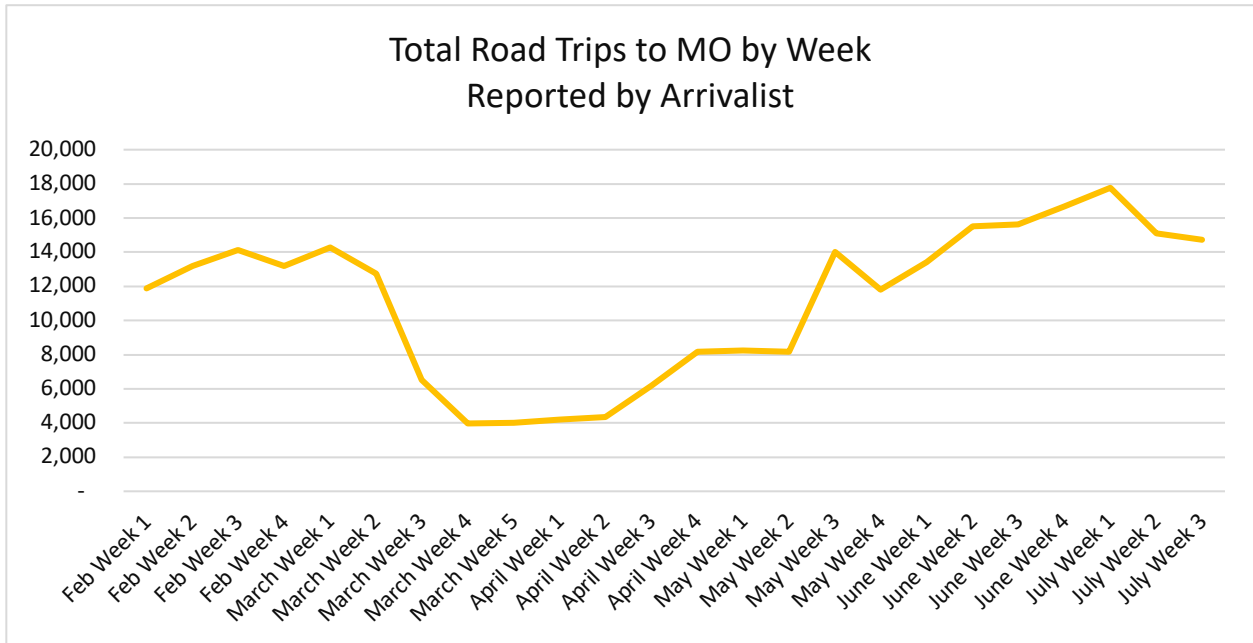
Lost Lodging Revenue in 2020 Compared to 2019



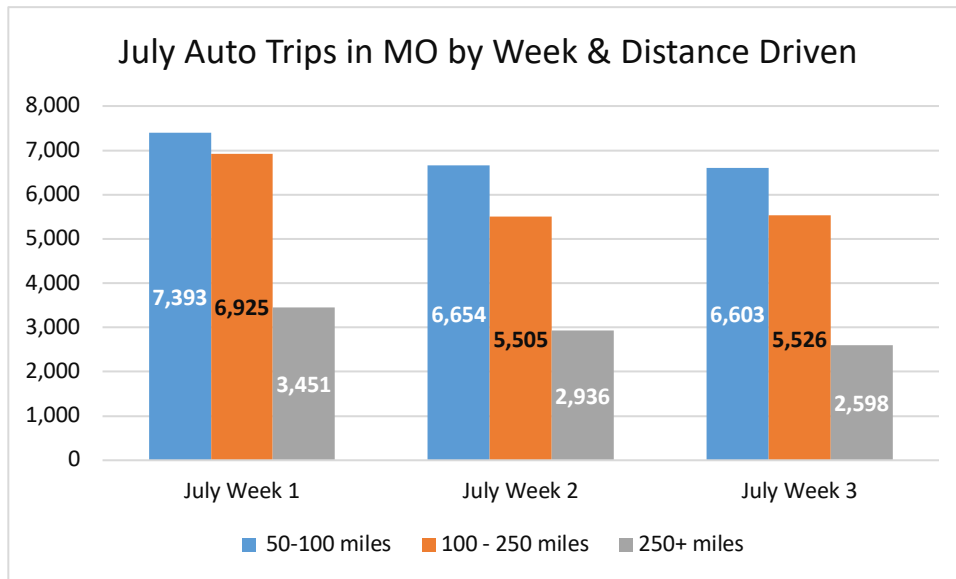
Attribution findings for Travelers to Missouri – Arrivalist

This data includes daily trips of US travelers who drove at least 50 miles from home and spent a minimum of 2 hours in Missouri.

The first chart shows the trends of this travel from Feb through Week three of July. The total number of trips declined 2.4% for last week compared to the prior week.



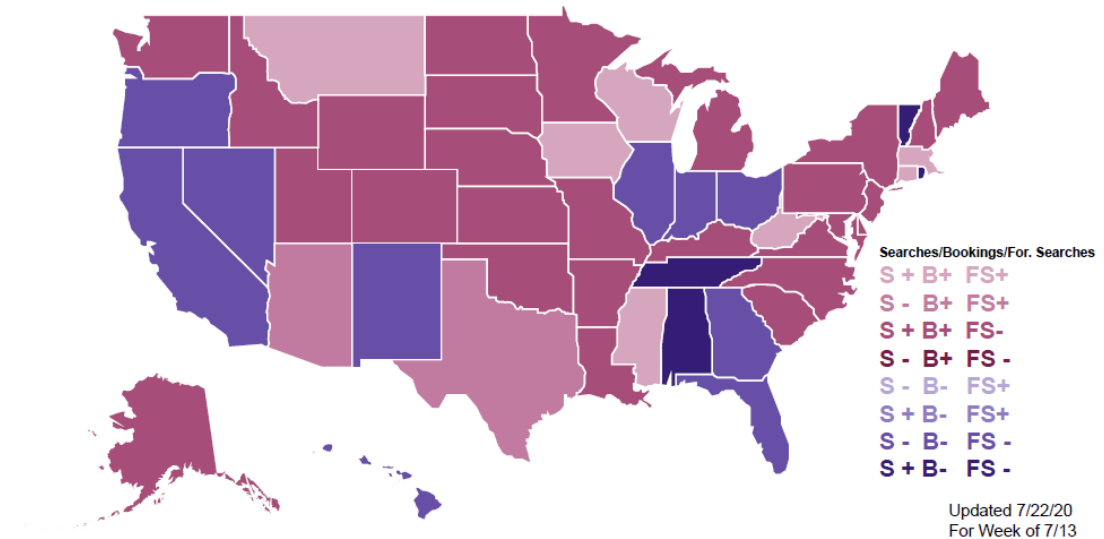
The largest drop was in trips of 250+ miles, with a decrease of 12%. Trips of 50 -100 miles dropped 1% while trips of 100-250 miles were basically flat.



BOOKING DATA (Source: ADARA)

- Week of 7/13: MO and 19 other states were up in searches and bookings and down in forecasted searches
- Searches were up about 1,000 to 54,435 – a minus 63% compared to last year for the week. The national average for 7/13 was -71%.
- Bookings were up 40 to 6,330 which is -67% compared to last year for the week. The national average for 7/13 was -72%.

COVID-19 Data
Week Over Week Searches, Bookings & Forecasted Searches
Across ADARA Partners



TRAVELER SENTIMENTS: (Source: Destination Analysts)

Week of July 20

- Travel morale remains depressed: a record 46.7% of American travelers now say they don't have any trip plans for the remainder of 2020.
- Over two-thirds of American travelers plan to wear a face mask during trips and largely plan to practice other pandemic etiquette such as following social distancing guidelines.
- When asked how they would feel if a destination they wanted to visit required visitors and residents to wear masks while in public, over two-thirds (67.4%) said that would make them happy.
- Americans are exhibiting some signs of optimism as they look out at their travel future. Now, 16.0% say they expect to take more leisure trips in the next 12 months than they did in the previous year.
- Another positive trend: 34.7% now say they will prioritize leisure travel in their budget and expected leisure travel spend for the next year is up to \$2,721 from \$2,361 six weeks ago.

American travelers' morale about COVID-19:

- Health and financial concern levels lowered very slightly. 16.4% of travelers expect things to get better in the next month, up from 13.8% last week
- Their travel spirits, however, remain significantly depressed. Only 41.1% express any meaningful enthusiasm about the possibility of taking a getaway in the next month (down from 57.7% at the end of May).

[Full Study Here](#)

SENTIMENT STUDY UPDATE (Source: Longwoods, Int.)

July 21, 2020

Here is the latest update via release and highlight slides of the ongoing American Traveler Sentiment survey. Here are a few highlights to note in the attached results from their **SIXTEENTH** wave of this survey:

Travelers prefer destinations that require masks! 60% prefer destinations which require face masks in public, with 35% reporting they will ONLY visit destinations with mandatory face mask orders.

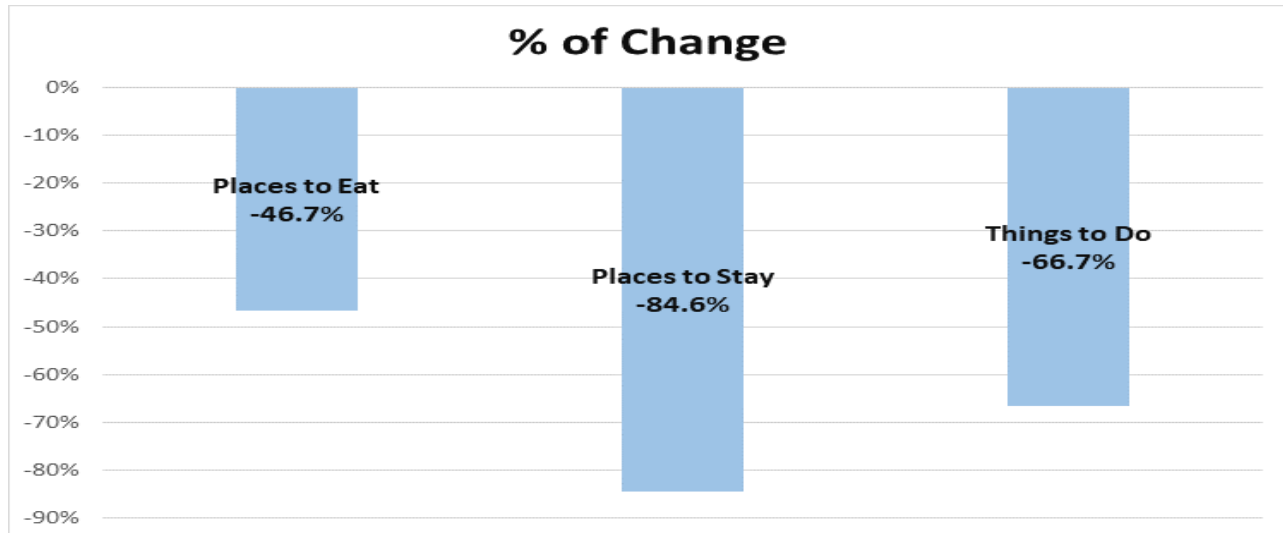
- In contrast, only 9% of American travelers are less likely to visit a destination which requires face masks, with 3% refusing to visit destinations which require face masks
- The ongoing official and media reports of spikes/surges of new cases of COVID-19 in a majority of states combined with several states and popular summer vacation destinations either pressing "pause" on or rolling back some re-opening phases continues to have an impact on travel sentiment by reversing many of the positive trends we have been seeing along key indicators over the past couple of months.
- 77% of travelers now report changing plans (up from 69% just one month ago).
- The percentage of American travelers who now feel safe traveling outside their community has fallen again to 38%, also a low since mid-May.
- On the positive side, concern about the economy greatly impacting travel plans is still low at around 20%.

[Full Study Here](#)

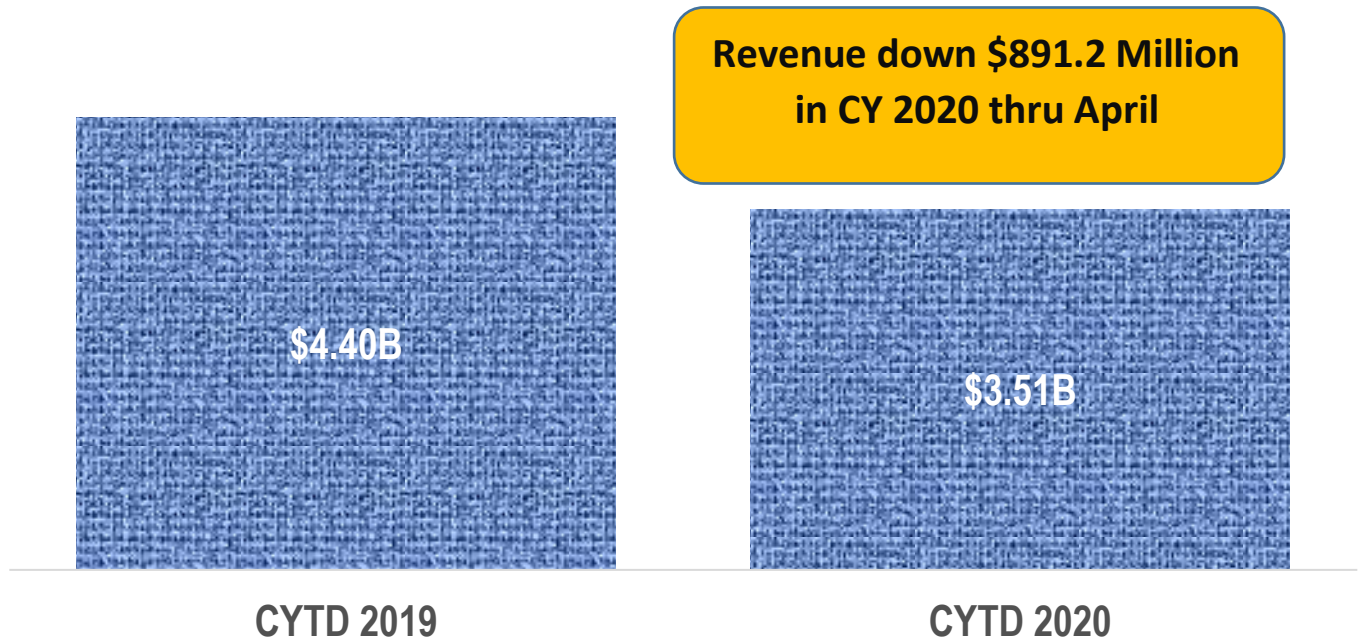
APRIL NAICS Sales Revenue (Source: Mo Dept. of Revenue)

The North American Industry Code System (NAICS) is the coding system whereby businesses' sales are tracked by the type of business they are. Missouri began seeing major declines in revenue in March and the April (below) declines further.

- PLACES TO EAT: April Down - 46.7% compared to - 32.3 % in March
- PLACES TO STAY: April Down - 84.6% compared to - 54.6 % in March
- THINGS TO DO: April Down – 66.7% compared to - 51.1% in March
- ATTRACTIONS & RECREATION: April Down by 74% compared to - 45.1% in



CYTD January - April Sales Revenue from Tourism-Related NAICS



INTERNATIONAL UPDATE FROM BRAND USA

(Source---Oxford Economics)

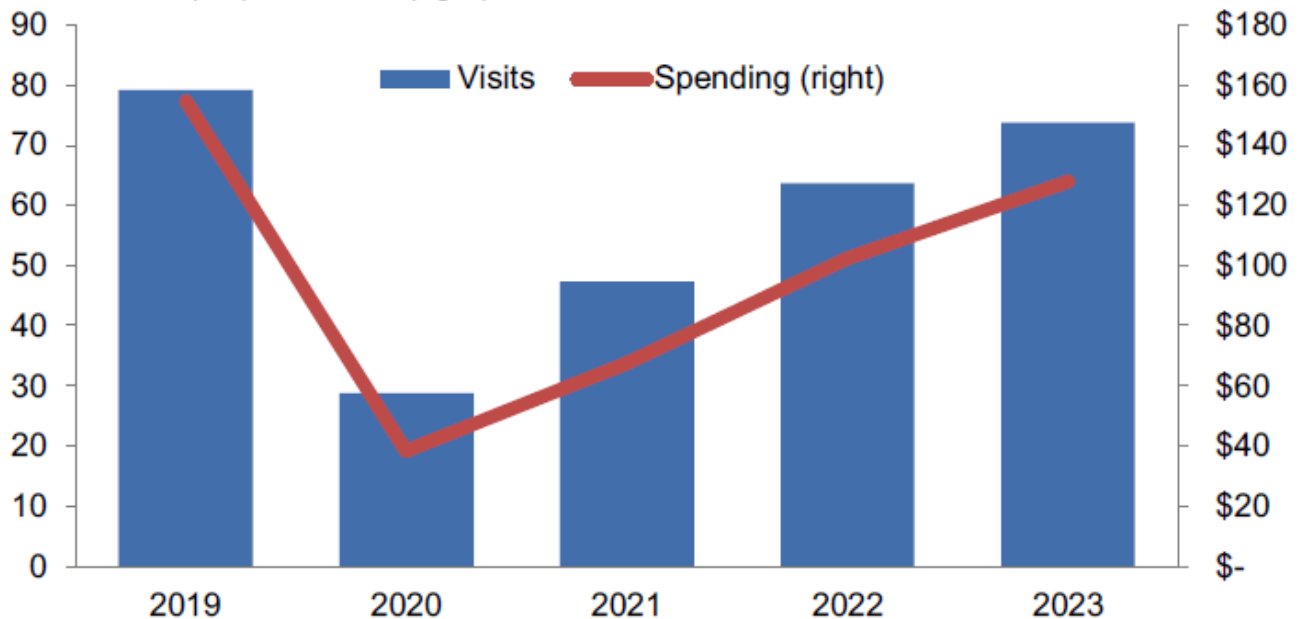
International markets will not fully recover for five years

- International visits to the US are expected to drop by 50 million and spending is forecast to fall 75%.
- Border closures, ongoing reluctance to travel internationally, and the residual effects of the global economic recession will weigh heavily on international markets over the next several years.
- By the end of 2023, international visits to the US will remain 7% below 2019 levels.
- The spending of international visitors in the US is expected to still be 17% below 2019 levels in 2023, despite strong growth beginning in 2021.
- Losses from international markets will tally \$354 billion through 2023, representing 36% of the decline in travel spending

[FULL STUDY HERE](#)

US international visits and spending

million visits (left), \$ billions (right)



Source: Oxford Economics

MO Tourism Economic Impact Losses
Feb 29 thru July 18th
\$3.8 Billion Loss in year-over-year travel spending
MO Tourism Economic Impact

TOTAL WEEKLY TRAVEL SPENDING (\$ MILLIONS)																					
WEEK ENDING...	29-Feb	7-Mar	14-Mar	21-Mar	28-Mar	4-Apr	11-Apr	18-Apr	25-Apr	2-May	9-May	16-May	23-May	30-May	6-Jun	13-Jun	20-Jun	27-Jun	4-Jul	11-Jul	18-Jul
Missouri	272	283	208	95	62	50	45	43	38	43	48	48	81	118	134	148	156	171	203	178	172

YEAR-OVER-YEAR NET CHANGE IN WEEKLY TRAVEL SPENDING (\$ MILLIONS)																					
WEEK ENDING...	29-Feb	7-Mar	14-Mar	21-Mar	28-Mar	4-Apr	11-Apr	18-Apr	25-Apr	2-May	9-May	16-May	23-May	30-May	6-Jun	13-Jun	20-Jun	27-Jun	4-Jul	11-Jul	18-Jul
Missouri	-15	-20	-96	-209	-242	-256	-262	-264	-269	-263	-259	-259	-226	-189	-190	-177	-169	-154	-119	-144	-149

YEAR-OVER-YEAR % CHANGE IN WEEKLY TRAVEL SPENDING																					
WEEK ENDING...	29-Feb	7-Mar	14-Mar	21-Mar	28-Mar	4-Apr	11-Apr	18-Apr	25-Apr	2-May	9-May	16-May	23-May	30-May	6-Jun	13-Jun	20-Jun	27-Jun	4-Jul	11-Jul	18-Jul
Missouri	-5%	-7%	-31%	-69%	-80%	-84%	-85%	-86%	-88%	-86%	-84%	-84%	-74%	-62%	-59%	-54%	-52%	-47%	-37%	-45%	-46%

Source: Tourism Economics-an Oxford Economics Company