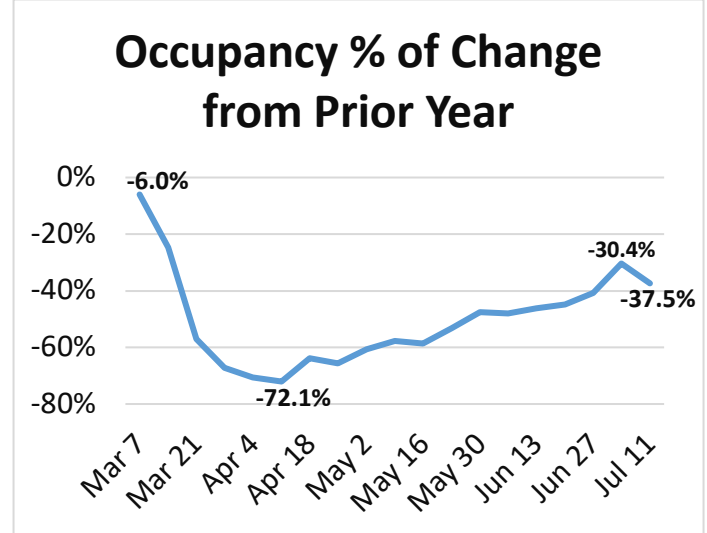
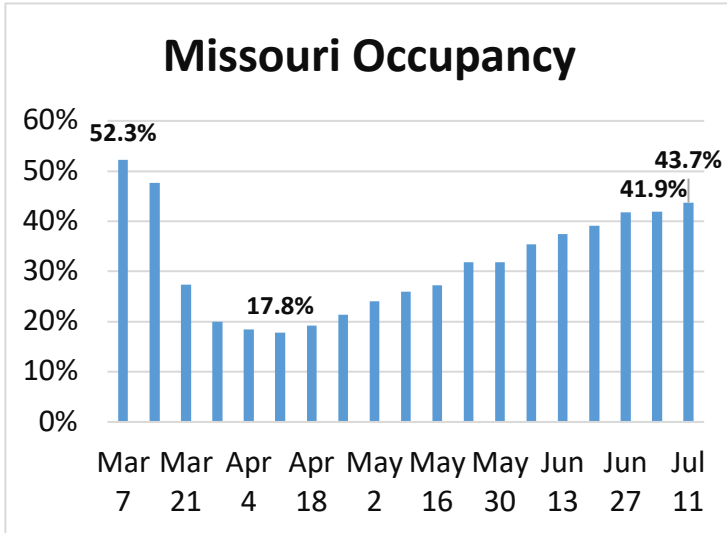


# WEEKLY RESEARCH HIGHLIGHTS REPORT

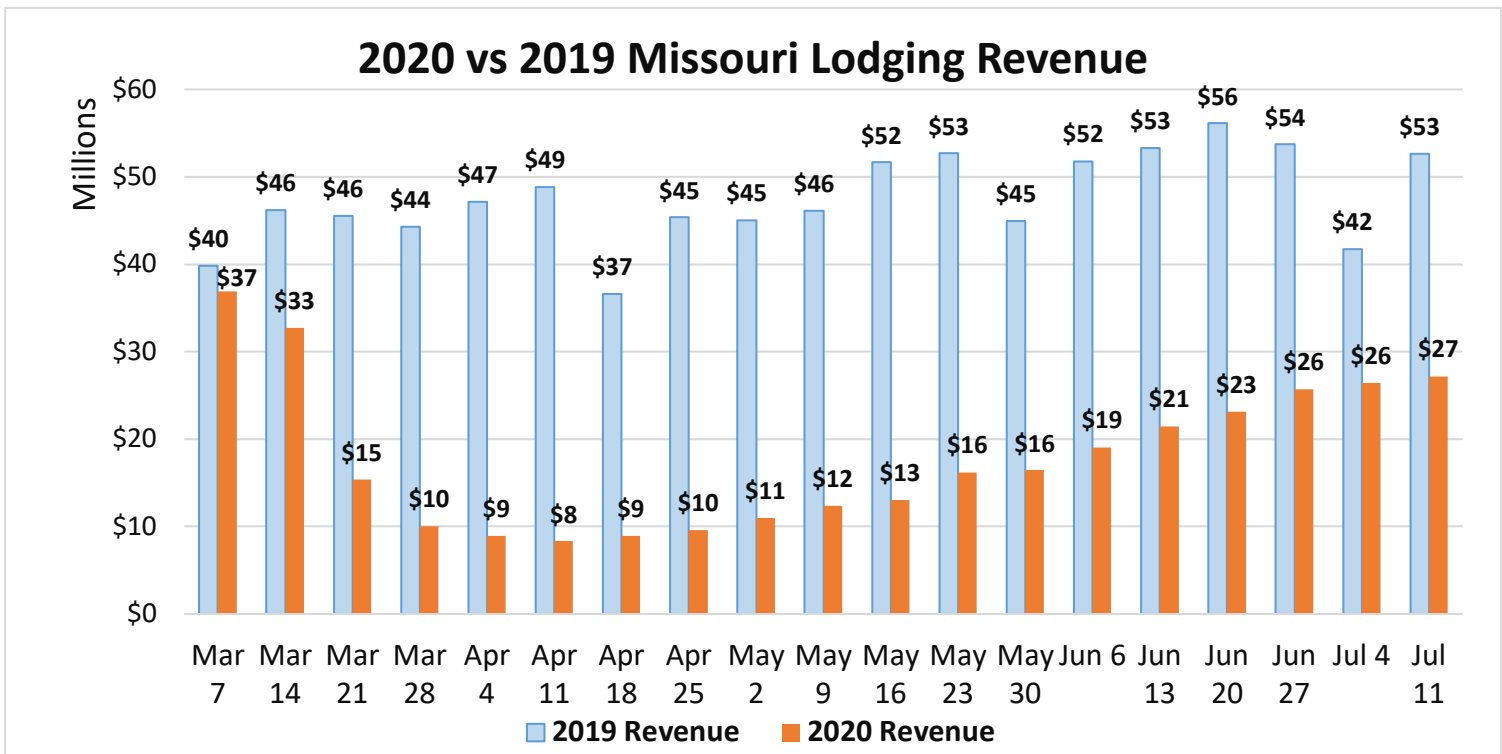
July 17, 2020

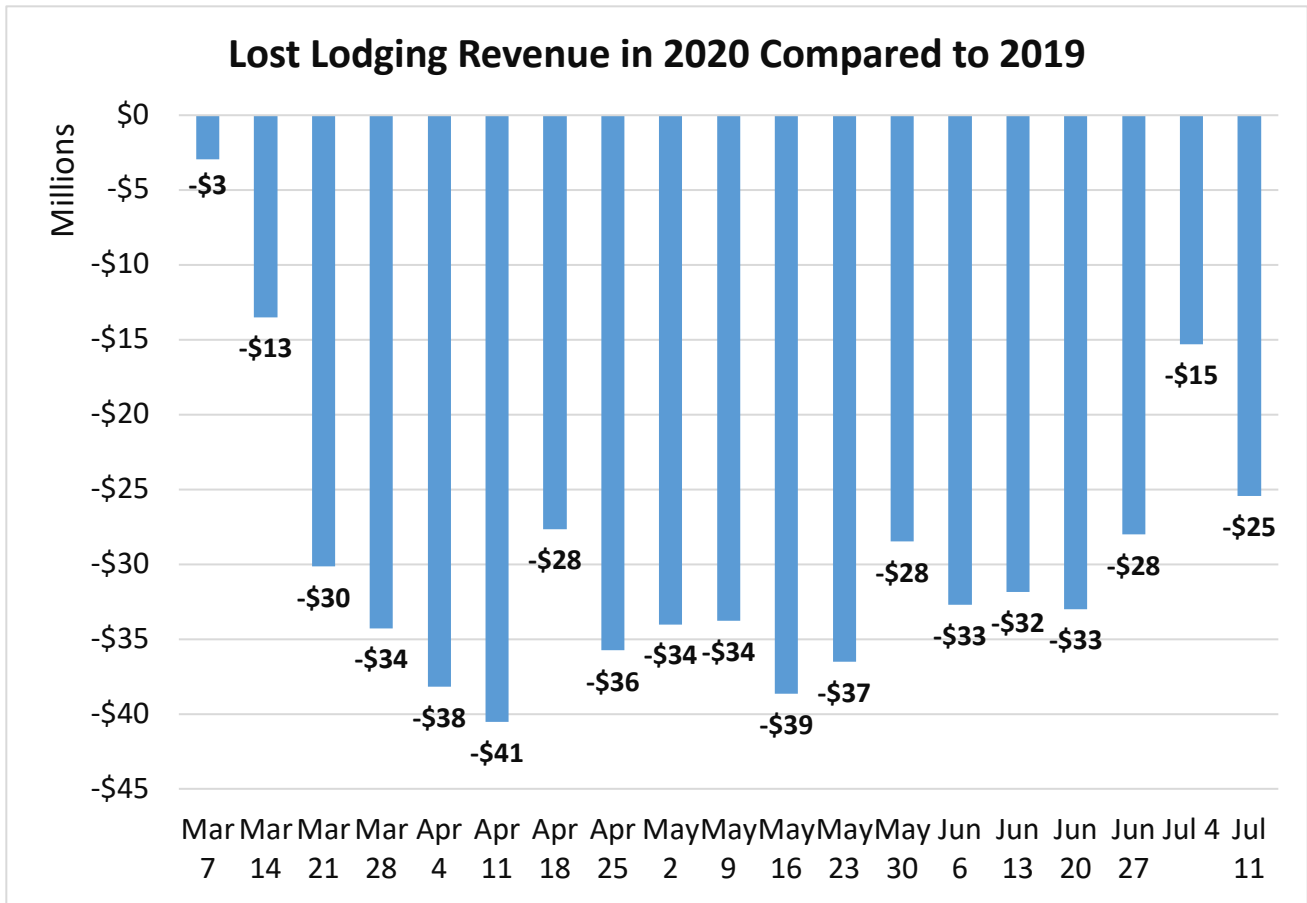
## STR Lodging Data: (Source: STR Lodging Data)

- Occupancy statewide is only 43.7 % for week ending July 11<sup>th</sup> but that is up from last week's 41.9% occupancy. Unfortunately, the percent of occupancy change over last year looks worse this week (-37.5% versus only a -30.4% decrease last week).
- Cumulatively, revenue from the Missouri lodging industry is down - \$532.2 million for March - July compared to the same period last year. *For more information, please see slides below*



Lost Lodging Revenue in Missouri Totals \$532.2 Million during March – July 11





**Unemployment Data in the 45 Tourism Related Industry NAICS Codes:**

*(Source: Missouri Department of Labor and Industrial Relations)*

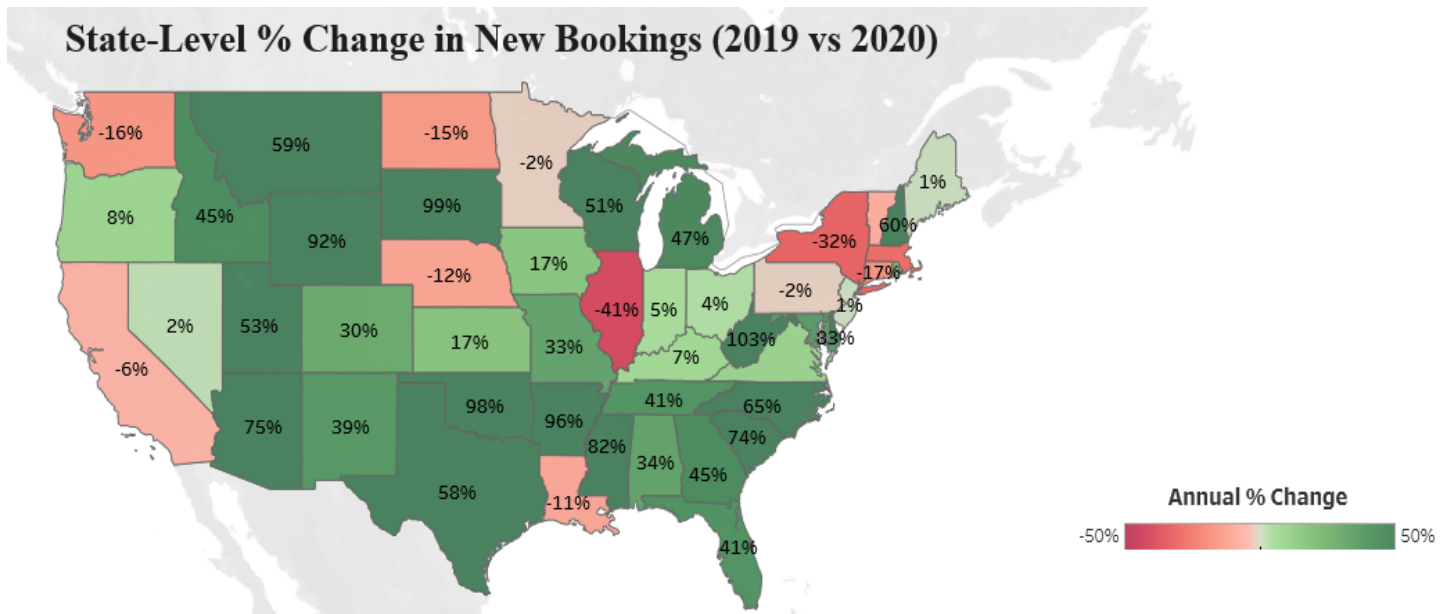
**TOTAL CLAIMS 3/15 – 7/11**

	Total Claims 3/15-7/11	% of Total Claims	% of Claims with a Known Industry
Tourism Accommodations	14,465	1.4%	3.1%
Tourism Attractions	5,708	0.6%	1.2%
Tourism Entertainment	4,145	0.4%	0.9%
Tourism Food Services	66,978	6.6%	14.4%
Tourism Other NAICS	2,926	0.3%	0.6%
<b>Tourism Total (All 45 NAICS)</b>	<b>94,222</b>	<b>9.2%</b>	<b>20.3%</b>

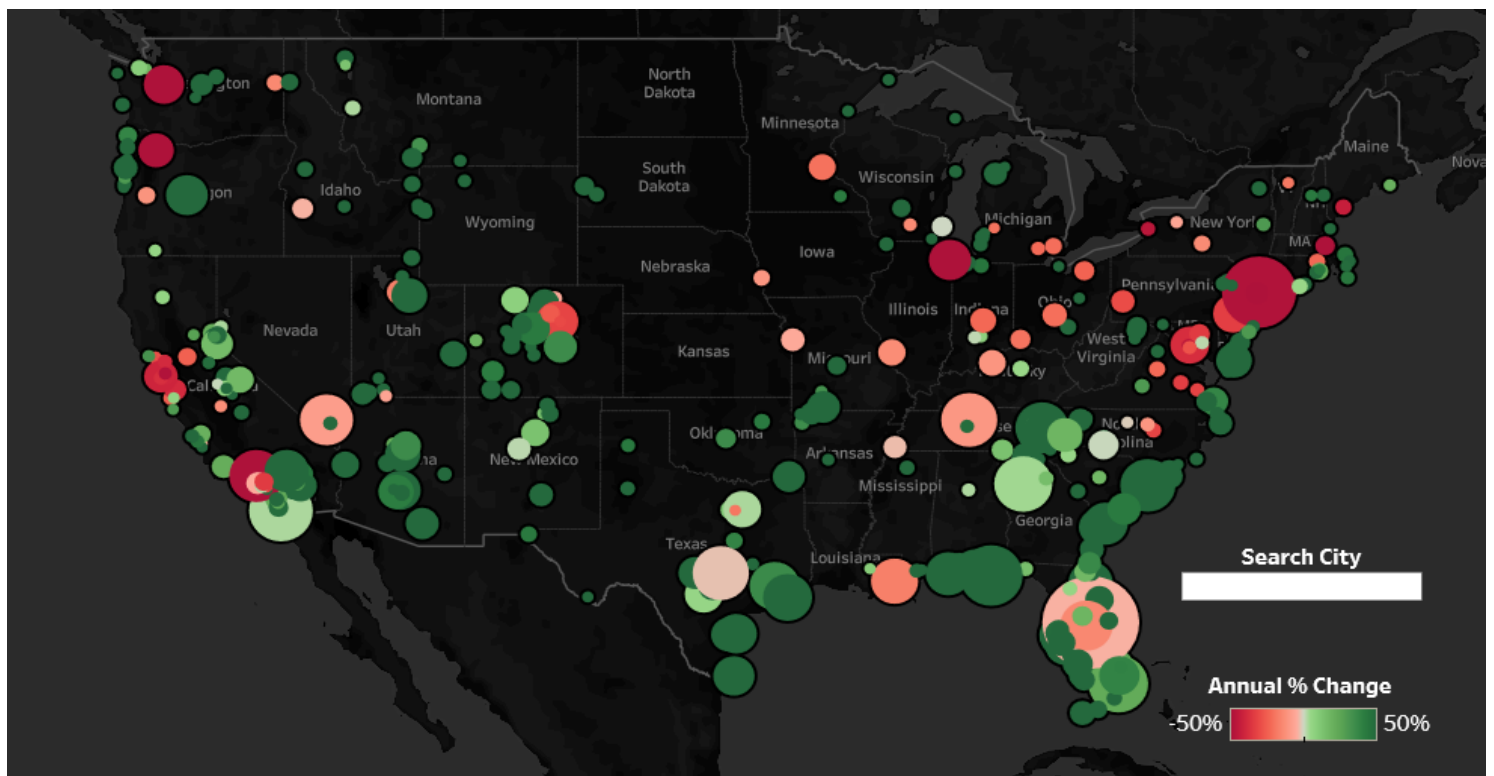
*Source: Missouri Department of Labor and Industrial Relations, Initial Unemployment Claims*

**Lodging Data: (Source: Air DNA Lodging Data)**

Map shows new reservations made between May 17<sup>th</sup> and June 10<sup>th</sup> of 2020 compared to the same time period in 2019 (it's important to note that this was when the reservation was made, NOT the check-in date). For that time period, Missouri was up 33%. For the whole U.S., vacation rental books are up 20% year over year. The Occupancy for May for "Hotel Comparable" was 57.0% and for "Entire Place" was 47.5%.

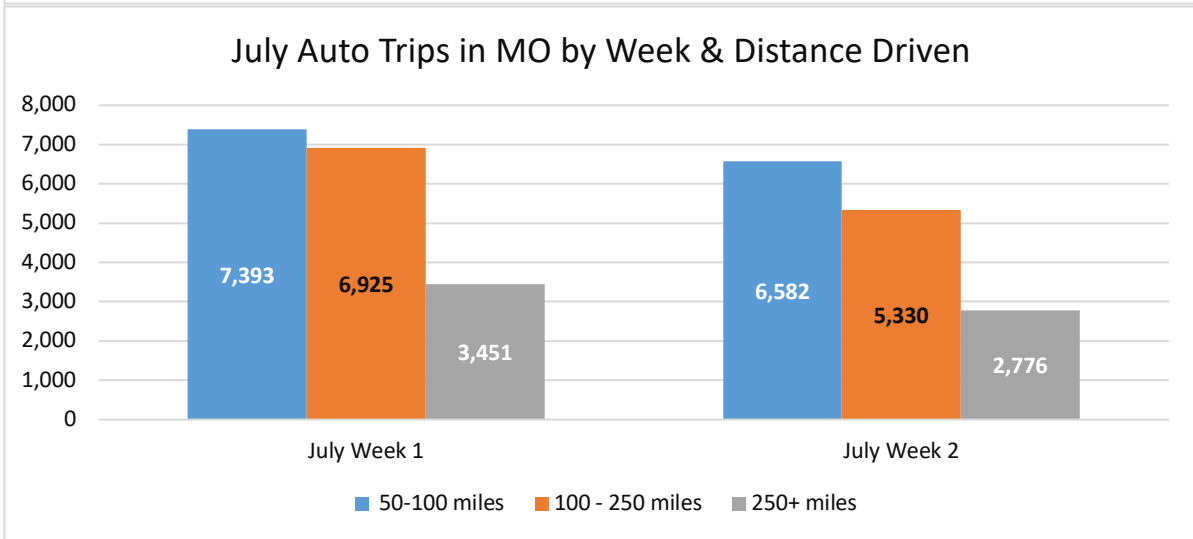
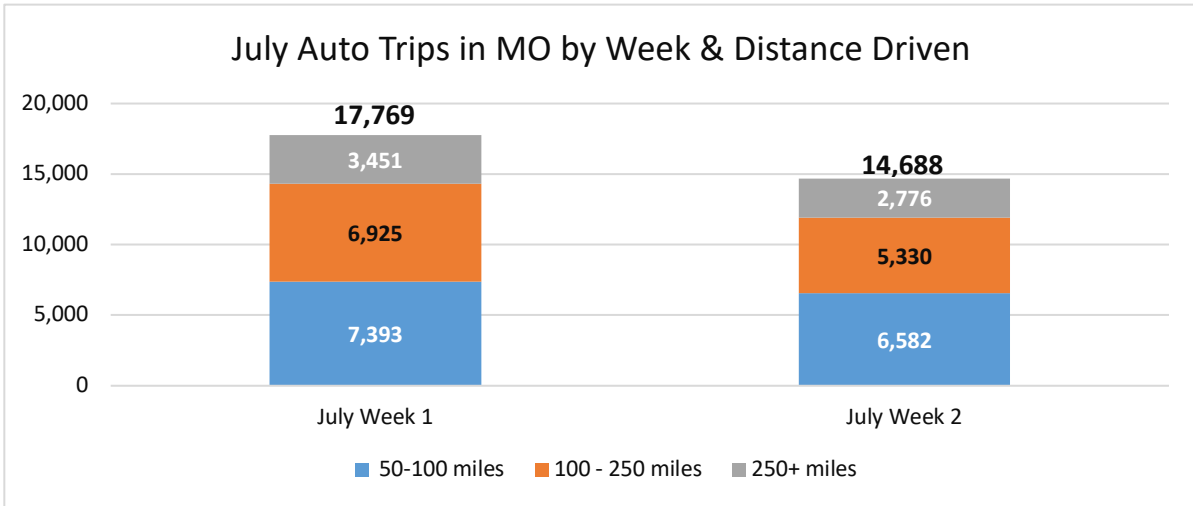
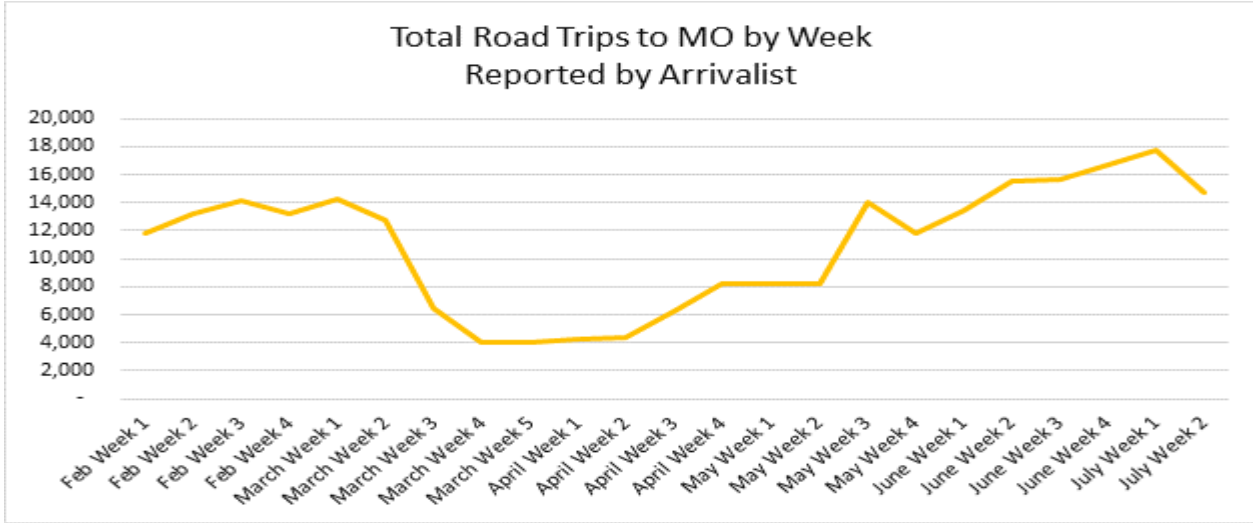


Map below: KC was down 5%, St. Louis down 13%, the Lake up 157%, Springfield up 34%, and Branson up 77%.



## 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 mid-July. There was an uptick for Memorial Day and then a bigger uptick for July 4<sup>th</sup>.



## **DESTINATION ANALYSTS**

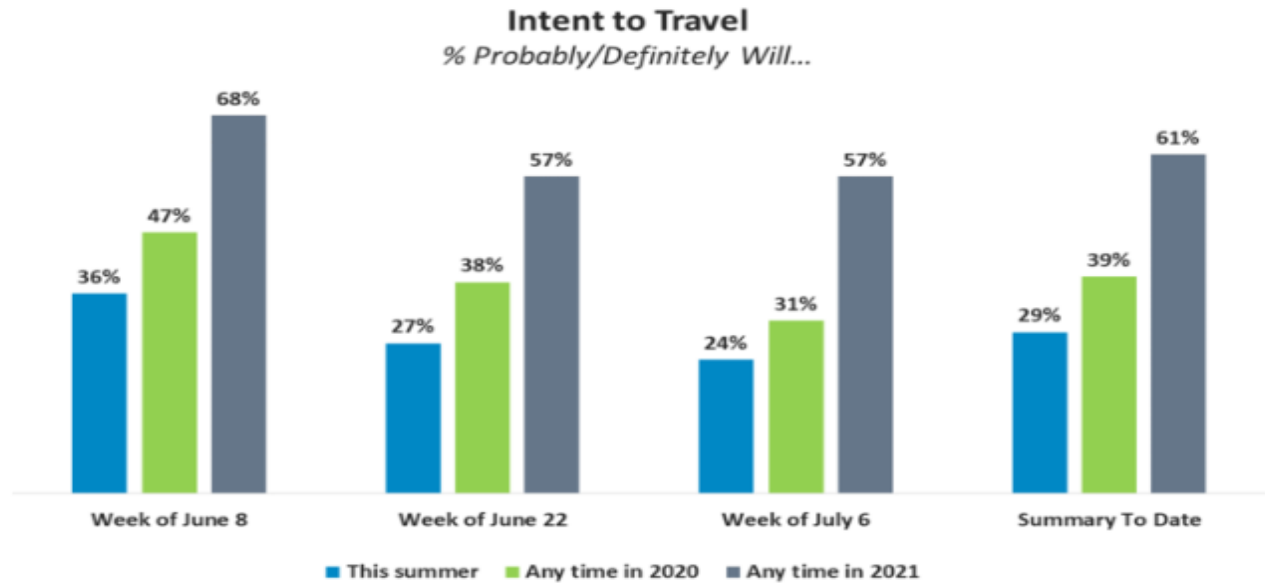
- A record low 13.8% of American travelers feel the pandemic will get better in the US in the next month; instead nearly two-thirds feel it will get worse.
- Personal safety concerns are the highest they have been in three months.
- A record 41.5% of American travelers now say they have no trip plans for the rest of year and only 35.7% agree they will be traveling in the Fall now.
- Americans feel the virus has made travel's ability to deliver fun and relaxation, as well as culinary and cultural enrichment, especially difficult, if not impossible.
- A majority of American travelers continue to say that too many people in their communities are not wearing face masks and not maintaining the appropriate social distance in public.
- The percent of Americans who say they would be happy to see an ad promoting their community for tourism when it's safe remains depressed below 40%.
- Travel marketing potential does exist: Now 11.0% say they are already in a "back traveling" state of mind; another 11.1% say they are ready to travel with no hesitations; 35.3% say they could be convinced to take a trip this year that they hadn't previously considered.
- Travelers in the Millennial or Gen Z generations continue to exhibit less fear and hesitation and more openness and readiness to travel now. Men—particularly those with household incomes above \$80K—also continue to index more highly for travel marketability compared to women. [Full report here](#)

**Traveler Sentiment/Confidence (Source: H2r):** The rising number of new COVID-19 cases has caused some consumer trepidation, and those concerns continue to push back travel intentions

- Consumers have a comparatively pessimistic view of the next 12 months. Six in ten (61%) believe there will be a second wave of the virus, 44% expect another government lockdown and 38% fear we may see a global depression. Fewer than half (44%) expect a vaccine will be found and proven safe.
- Consumers also feel less safe welcoming visitors back to their community. This metric has plummeted from 39% recorded in early June down to only 22% this week.
- Consumers have a comparatively pessimistic view of the next 12 months. Six in ten (61%) believe there will be a second wave of the virus, 44% expect another government lockdown and 38% fear we may see a global depression. Fewer than half (44%) expect a vaccine will be found and proven safe.
- Consumers also feel less safe welcoming visitors back to their community. This metric has plummeted from 39% recorded in early June down to only 22% this week.
- Intent to travel in 2020 fell a significant seven points from levels recorded in mid-June, now down 16 points from results recorded in early June.
- Likewise, fewer consumers say they will travel this summer (-11 points from early June) or any time in 2021 (-11 points from early June). It is

safe to say there is an inverse relationship between the number of new COVID-19 cases being reported and consumers' appetite for travel.

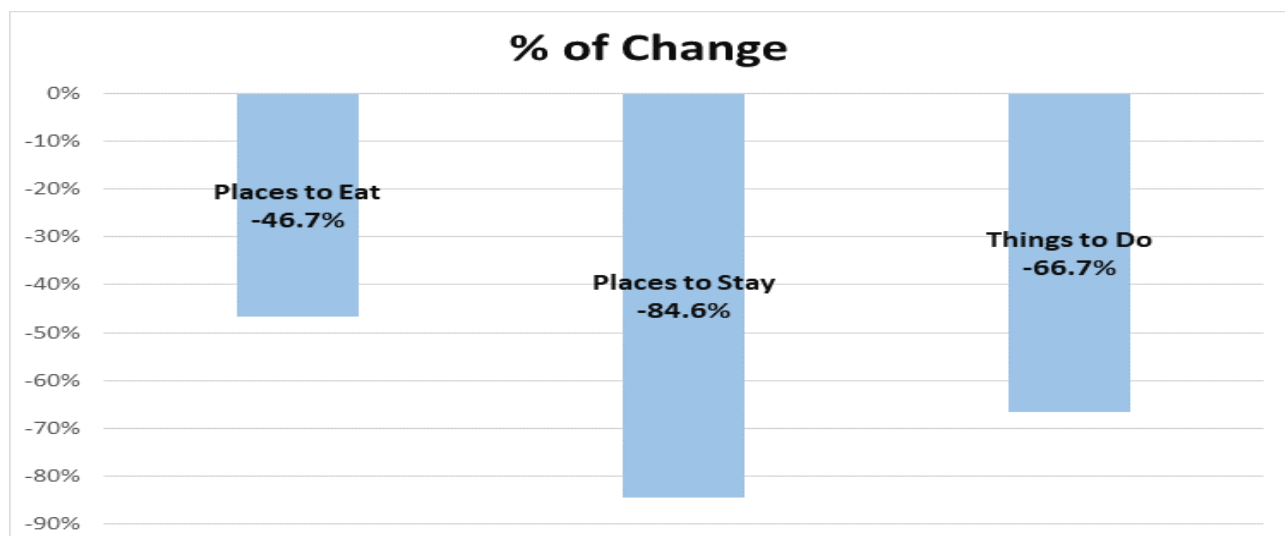
[FULL REPORT HERE](#)



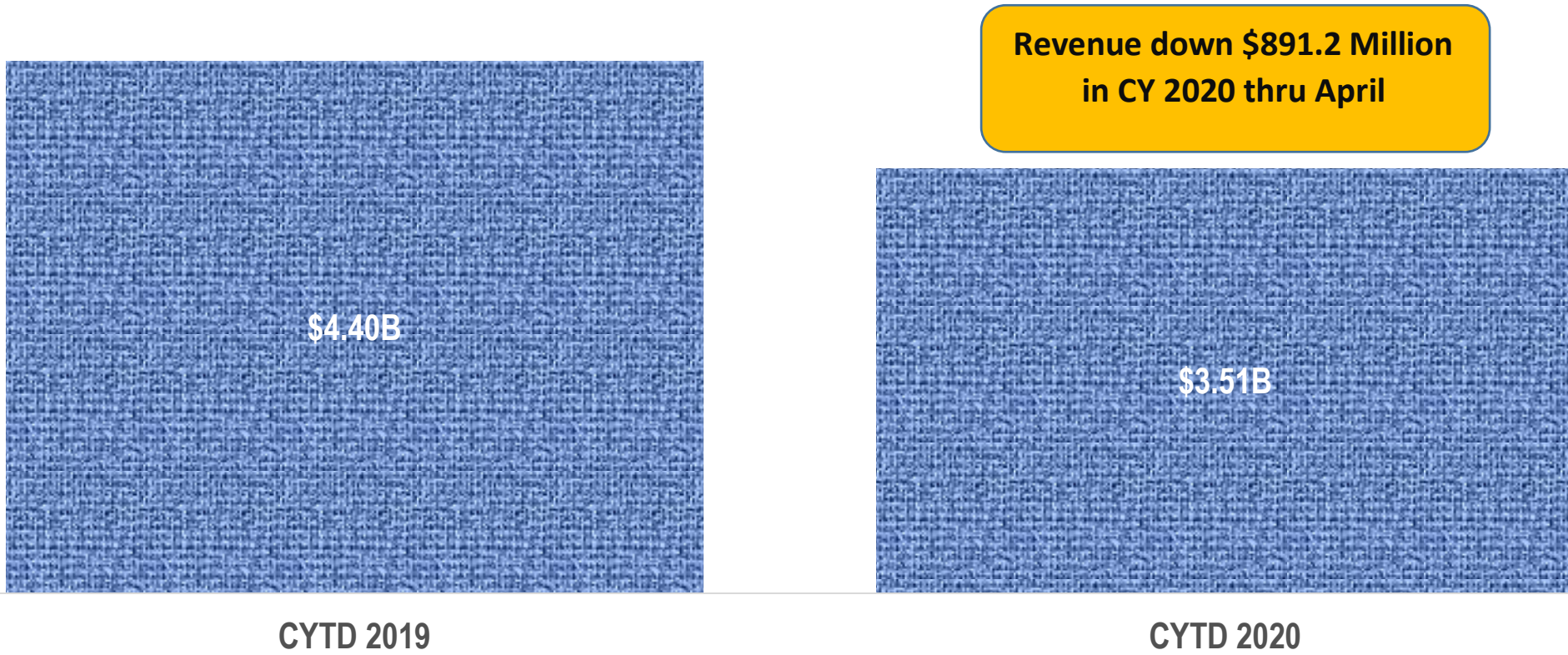
**APRIL NAICS Sales Revenue (Source: Mo Dept. of Revenue)**

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



## MO Tourism Economic Impact Losses

**Feb 29 thru July 11<sup>th</sup>: \$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
Missouri Jul 11 #s	272	283	208	95	62	50	45	43	38	43	48	48	81	118	134	148	156	171	203	182

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
Missouri Jul 11 #s	-15	-20	-96	-209	-242	-256	-262	-264	-269	-263	-259	-259	-226	-189	-190	-177	-169	-154	-119	-139

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
Missouri Jul 11 #s	-5%	-7%	-31%	-69%	-80%	-84%	-85%	-86%	-88%	-86%	-84%	-84%	-74%	-62%	-59%	-54%	-52%	-47%	-37%	-45%

*Source: Tourism Economics-an Oxford Economics Company*