

WEEKLY HIGHLIGHTS RESEARCH REPORT

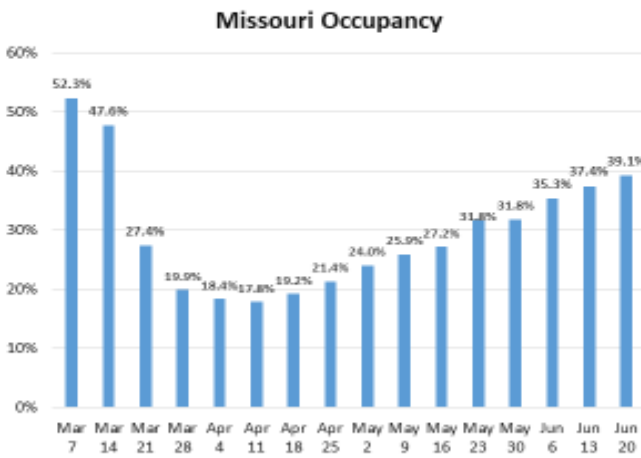
June 25, 2020

STR Lodging Data: *(Source: STR Lodging Data)*

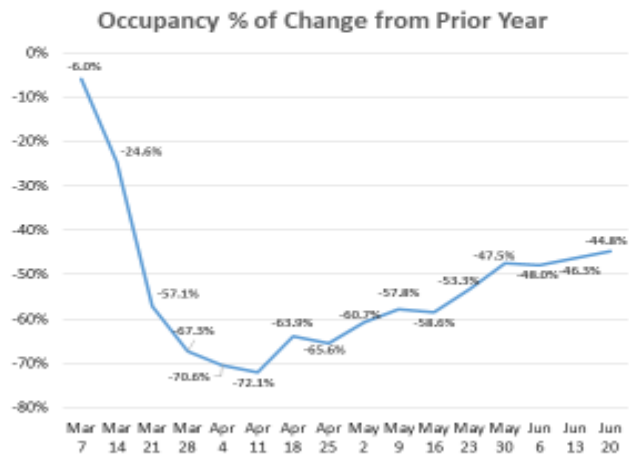
- Occupancy statewide is only 39.1% for week ending June 20th but that is up from last week's 37.4% occupancy. Additionally, the percent of occupancy change over last year looks better this week (-44.8% this week versus a -46.3% decrease last week).
- Cumulatively, revenue from the Missouri lodging industry is down - \$463.5 million March - June compared to the same period last year.

For more information, please see slides below.

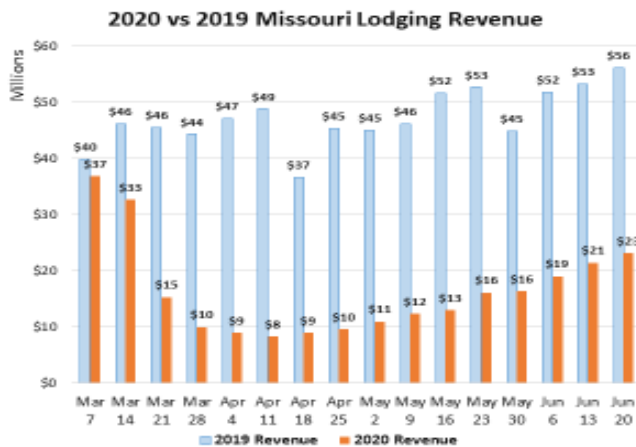
STR Lodging Weekly Data for Missouri Statewide Occupancy



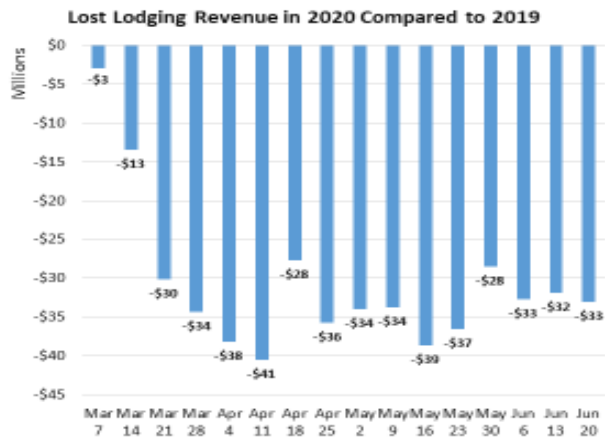
Source: STR Lodging Data



Lost Lodging Revenue in Missouri Totals \$463.5 Million during March - June



Source: STR Lodging Data



Traveler Sentiment (Source: Longwoods International)

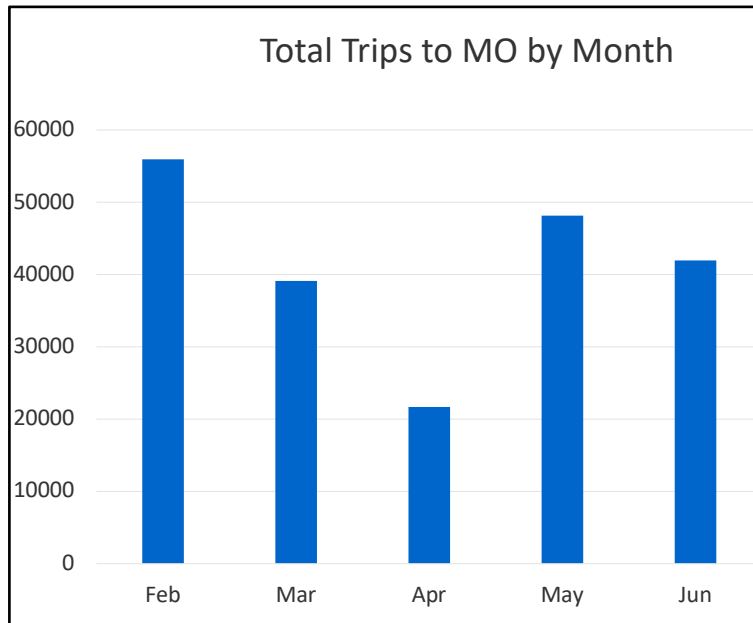
- The impact of the pandemic on travel had been declining from a peak of 85% on April 8, but it is unchanged from two weeks ago at 69%.
- According to Amir Eylon, President and CEO of Longwoods Int. “The impact of the pandemic on the tourism industry likely will rise and fall with perceived progress against the disease.”
- According to the survey, travelers are more likely to support tourism businesses which demonstrate a clear, thorough cleaning and hygiene plan (43%), which test staff and the use of PPE by staff (34%), and those that have controls on social distancing at the business (34%).

[Full Report here](#)

Attribution findings for Travelers to Missouri – Arrivalist

Daily drive trips of US travelers who moved at least 50 miles from home and spent a minimum of 2 hours in Missouri.

- Number of visitors by state month-over-month (February thru June) indicates a large number of Missourians (129,631) are moving around the state
- At least 206,784 travelers have been visiting Missouri Feb. through June 24. Up from last week’s total - 194,213.



MO Contiguous States	Sum of Total Trips by State
MO	129631
IL	24677
KS	15428
AR	8563
IA	7073
OK	3876
NE	2945
TN	1489
KY	963

States with at Least 30 Visitors					
MO	129631	KY	963	CA	143
IL	24677	MN	959	NC	141
KS	15428	OH	709	NY	124
AR	8563	MS	573	NM	101
IA	7073	LA	445	VA	90
OK	3876	CO	413	ND	74
NE	2945	FL	328	SC	74
TX	2520	GA	322	WY	44
IN	1928	AL	257	MD	39
TN	1489	SD	239	WV	34
WI	1040	PA	150	UT	33
MI	1018	AZ	148	NJ	32

Tourism Industry Unemployment from Missouri Department of Labor)

	Total Claims 3/15-6/20	% of Total Claims	% of Claims with a Known Industry
Tourism Accommodations	18,628	1.6%	3.5%
Tourism Attractions	7,043	0.6%	1.3%
Tourism Entertainment	4,297	0.4%	0.8%
Tourism Food Services	85,693	7.4%	16.2%
Tourism Total (All 45 NAICS)	119,200	10.3%	22.6%

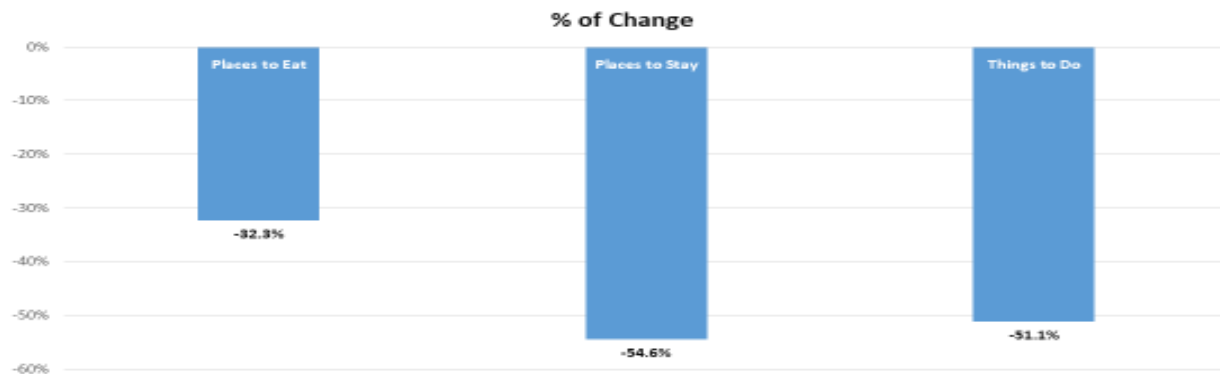
Source: Missouri Department of Labor and Industrial Relations, Initial Unemployment Claims

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

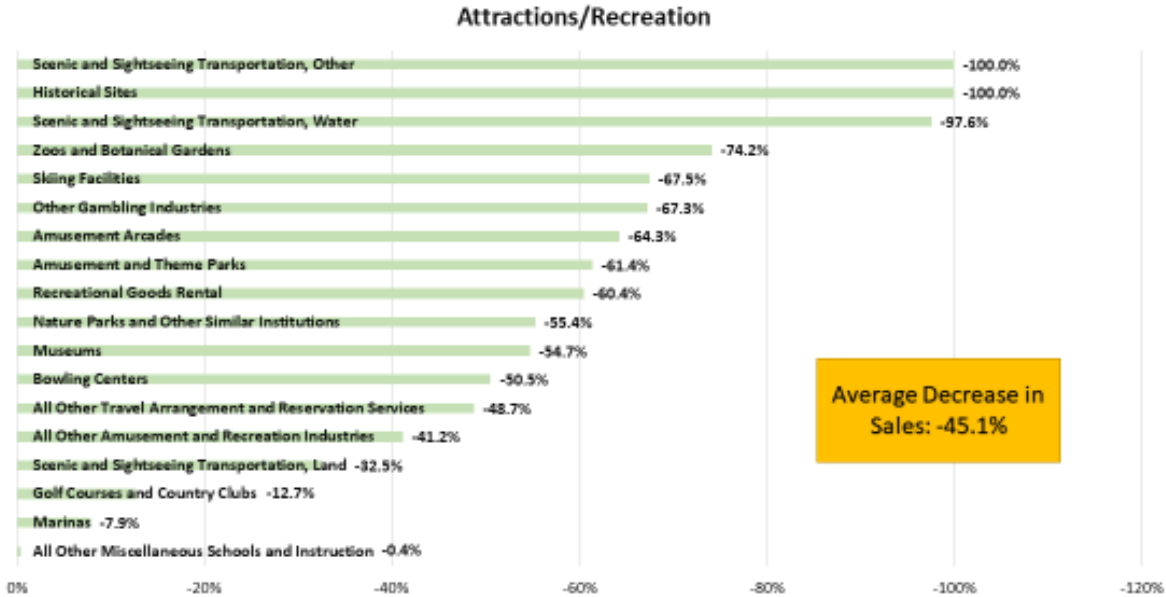
The North American Industry Code System (NAICS) is the coding system whereby businesses' sales are tracked by the type of business they are. March was the first month in 2020 where Missouri began seeing major declines in revenue. April data is not yet available.

- PLACES TO EAT: Down a - 32.3%
- PLACES TO STAY: Down a - 54.6%
- THINGS TO DO: Down a - 51.1%
- ATTRACTIONS & RECREATION: Down by 45.1%

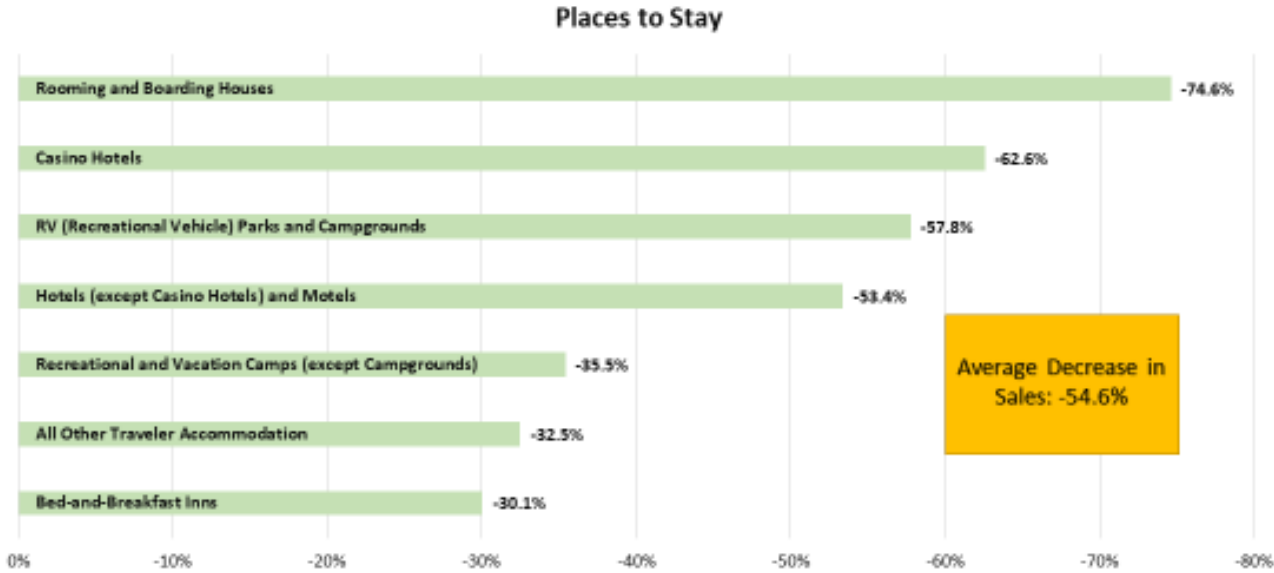
Tourism-Related NAICS Sales Revenue Change in March 2020 Compared to March 2019



Change in Sales Revenue in March 2020 vs March 2019



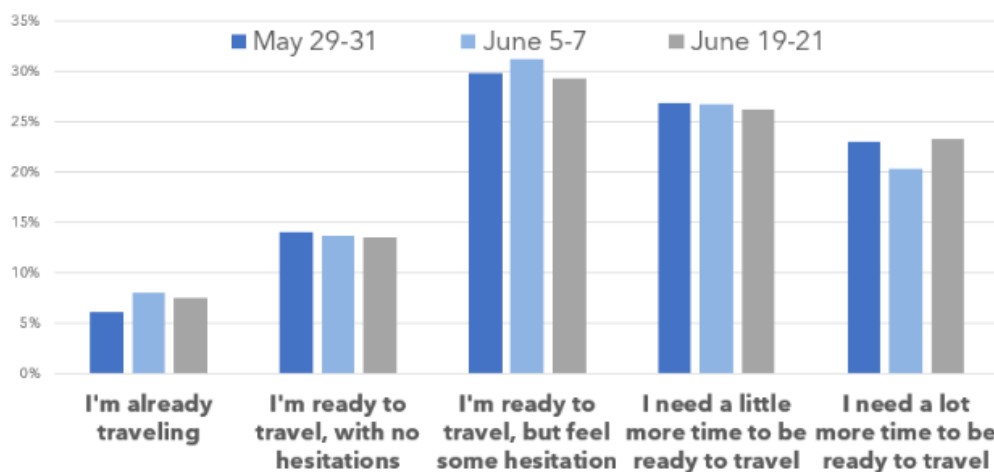
Change in Sales Revenue in March 2020 vs March 2019



Key Findings to Know: From Destinations International

- Now half of American travelers feel the coronavirus situation will get worse in the US in the next month and less than 20% feel it will get better.
- Americans' perceived safety of various travel activities also worsened this week, **returning to the levels they were at 3 weeks ago**, and this has caused some to reverse their travel readiness.
- The increase in outbreaks has not appeared to further rattle their sense of financial security, as concerns about the virus' impact on their personal finances and the national economy decreased.
- Baby Boomers do not feel as threatened by the virus in terms of their personal finances, but have graver concerns about its effect on the national economy.

Travel Readiness State of Mind (as of June 21st)



Question: When it comes to getting back out and traveling again, which best describes your current state of mind? (Select one) (Base: All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)

Economic Impact (Source: Tourism Economics - an Oxford Co)

- Total weekly travel spending in Missouri was \$152 million for the week-ending 6/13 - an increase over the \$139 million of last week for a third week of increases.
- The year-over-year net change in weekly travel spending was down a -\$173 million—A54% decrease over the same time last year.
- The total estimated economic loss for Missouri for the 16 weeks of Feb 29 – June 13 is \$3.2 Billion.

This is double what was originally reported last

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
Missouri Jun 6 #s	272	283	208	95	62	50	45	43	38	43	48	48	56	63	70	
Missouri Jun 13 #s	272	283	208	95	62	50	45	43	38	43	48	48	81	118	139	152

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
Missouri Jun 6 #s	-15	-20	-96	-209	-242	-256	-262	-264	-269	-263	-259	-259	-251	-244	-255	
Missouri Jun 13 #s	-15	-20	-96	-209	-242	-256	-262	-264	-269	-263	-259	-259	-226	-189	-186	-173

16 Wk Total
\$3.2 Billion

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
Missouri Jun 6 #s	-5%	-7%	-31%	-69%	-80%	-84%	-85%	-86%	-88%	-86%	-84%	-84%	-82%	-79%	-79%	
Missouri Jun 13 #s	-5%	-7%	-31%	-69%	-80%	-84%	-85%	-86%	-88%	-86%	-84%	-84%	-64%	-63%	-59%	-54%