

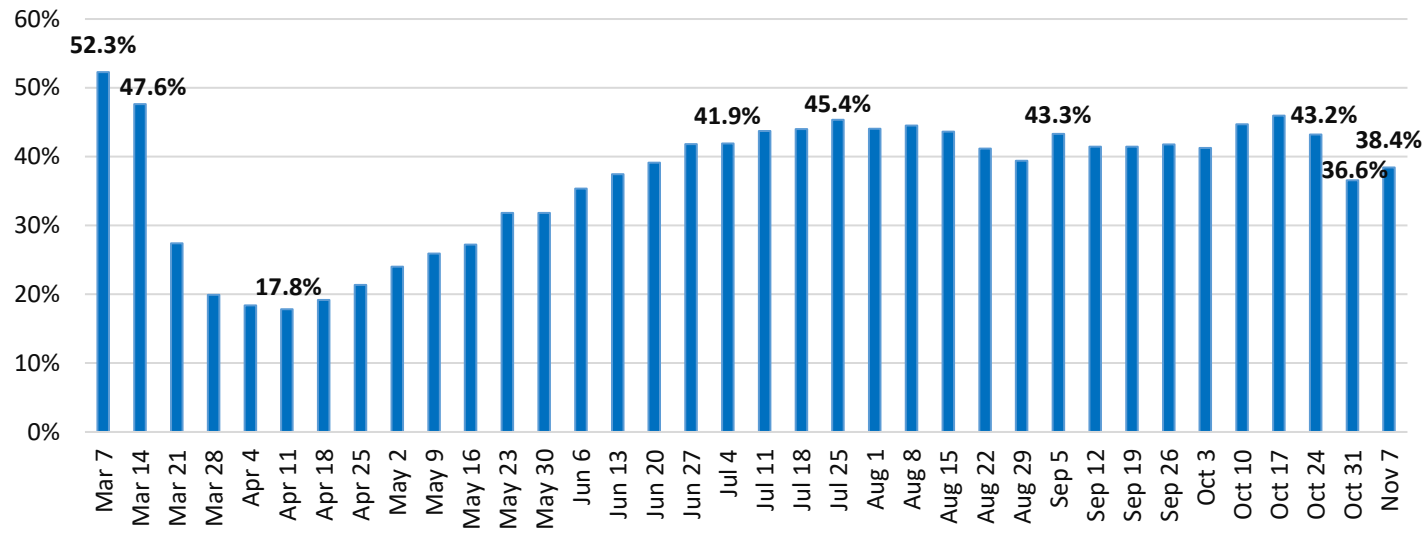
RESEARCH HIGHLIGHTS REPORT

November 13, 2020

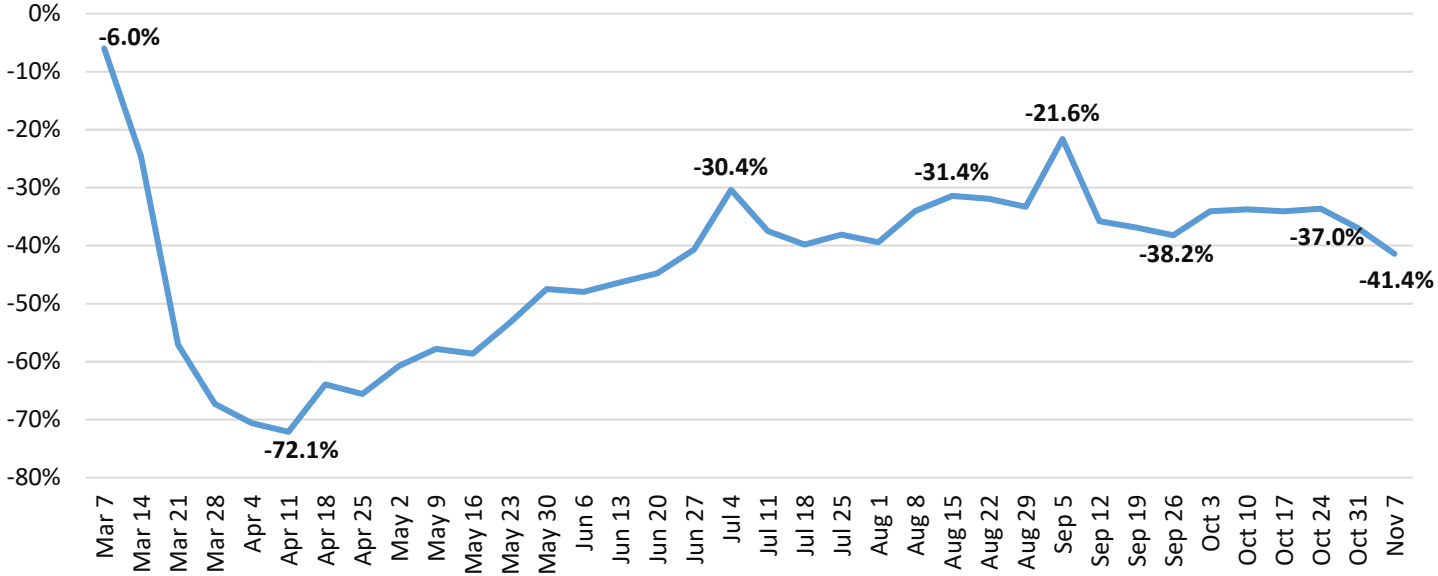
STR Lodging Data: *(Source: STR Lodging Data)* For trending information, please see slides below

- Occupancy statewide is 38.4% for the week ending November 7-- up from last week's 36.6% occupancy.
- The Occupancy change compared to last year for this same week is -41.4% versus a -37% decrease last week.
- Cumulatively, revenue from the Missouri lodging industry is down -\$932.4 million since March compared to the same period last year.

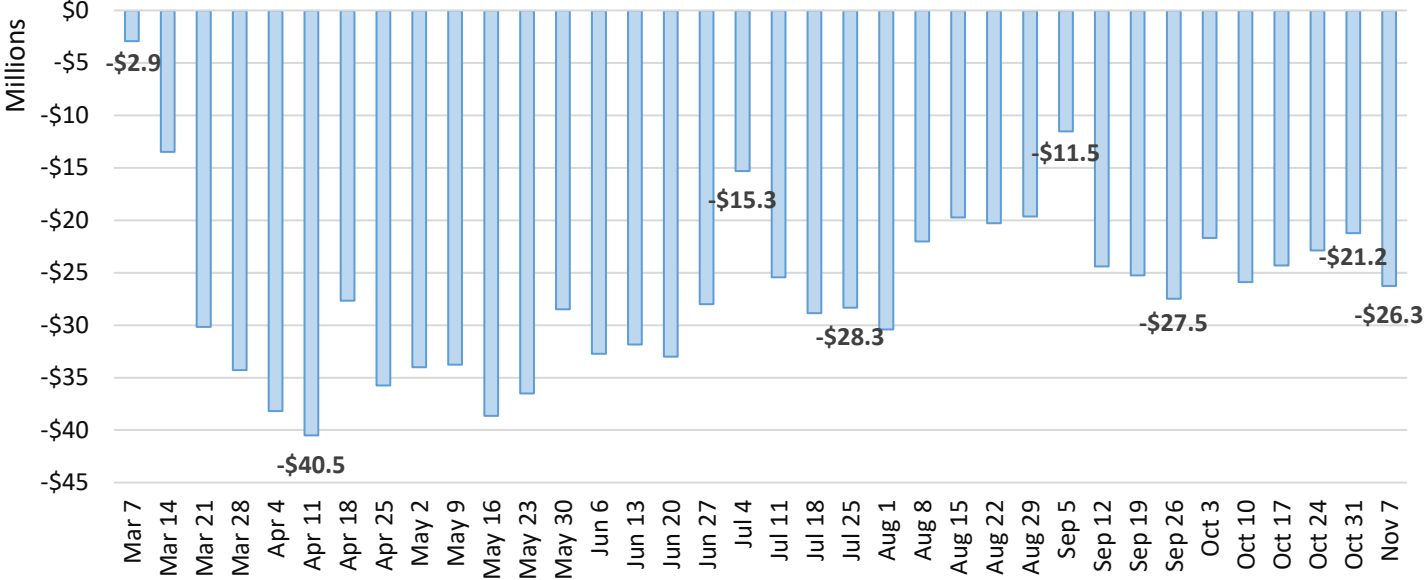
Missouri Occupancy



Occupancy % of Change from Prior Year



Lost Lodging Revenue in 2020 Compared to 2019

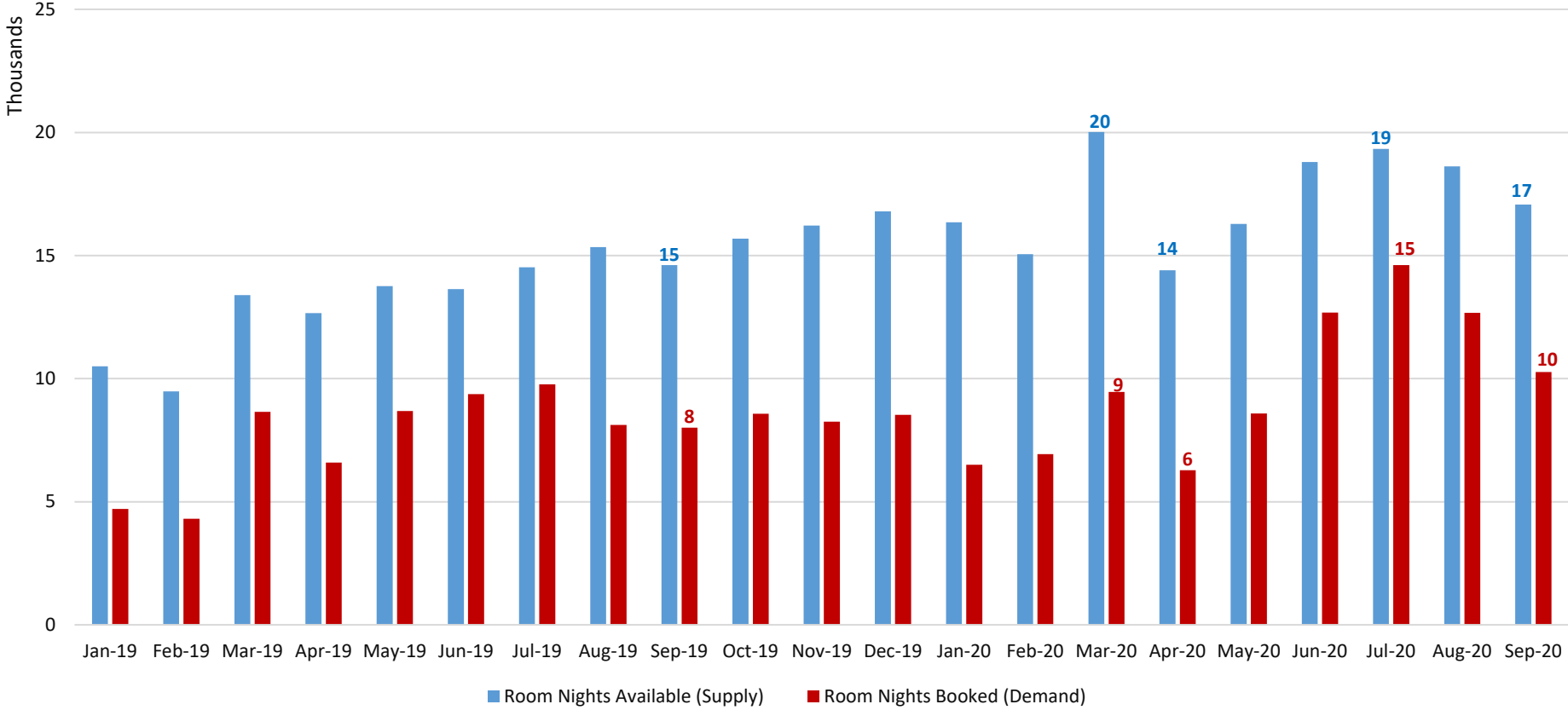


Shared Lodging (Source: AirDNA) Through September 2020

Featuring Springfield

- Room Nights Available (Supply) in September increased by 16.9% from September 2019
- Room Nights Booked (Demand) in September grew by 28.2% from September 2019

**Springfield Short-Term Rentals' Room Nights Available & Booked
(Thousands of Nights)**



Shared Lodging (Source: AirDNA) - Continued

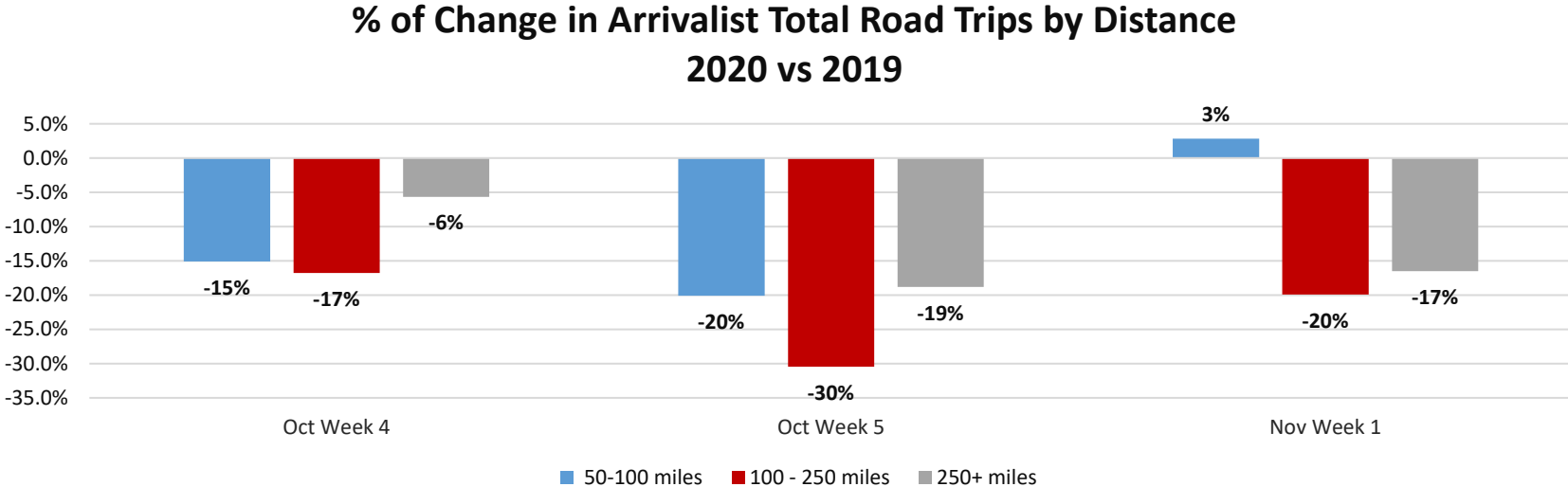
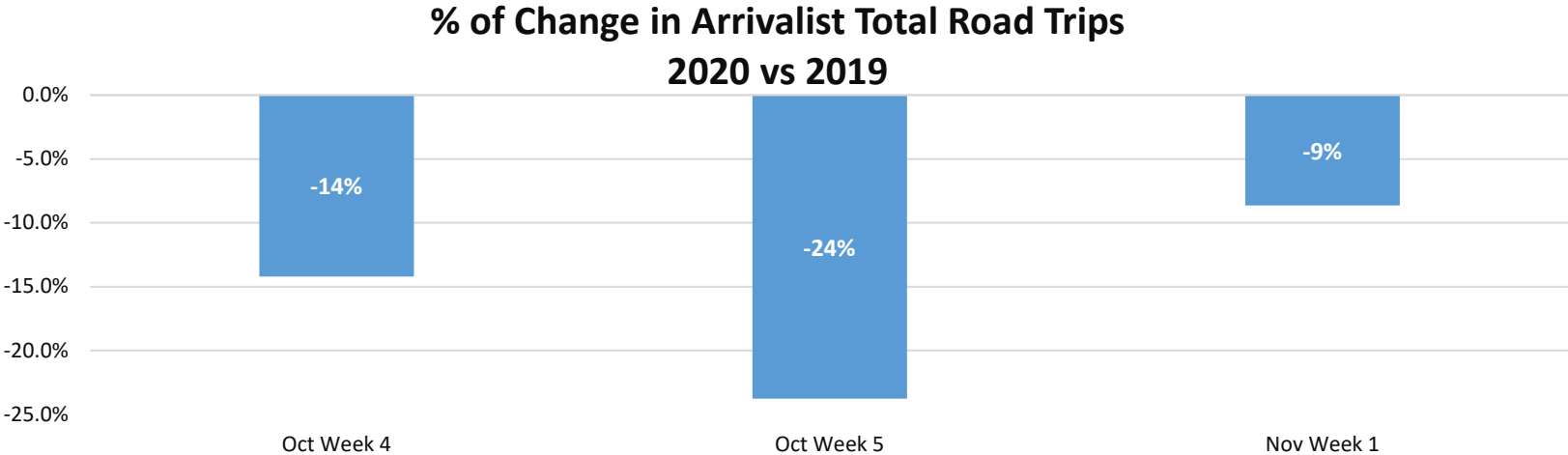
- Occupancy for Entire Place rentals was 61.1% in September, an increase of 7.2% from September 2019
- The 2020 average Year-to-Date Occupancy for Entire Place rentals was 56.7%, a 3.55% decrease from 2019 YTD
- Occupancy for Hotel Room Comparable rentals was 59.9%, an increase of 0.8% over September 2019
- The 2020 average YTD Occupancy for Hotel Comparable rentals was 56.3%, a 3.46% decrease from 2019 YTD

Springfield Occupancy in Short-Term Rentals



Attribution findings for Travelers to Missouri (Source: Arrivalist)

- Total Arrivalist-reported road trips for the first week of November were down by 9% compared to 2019.
- Shorter road trips of 50-100 miles were *up* 3% compared to 2019.
- Trips of 100-250 miles were down the most, with a 20% decrease compared to 2019
- Trips of 250+ miles were down 17% from 2019.

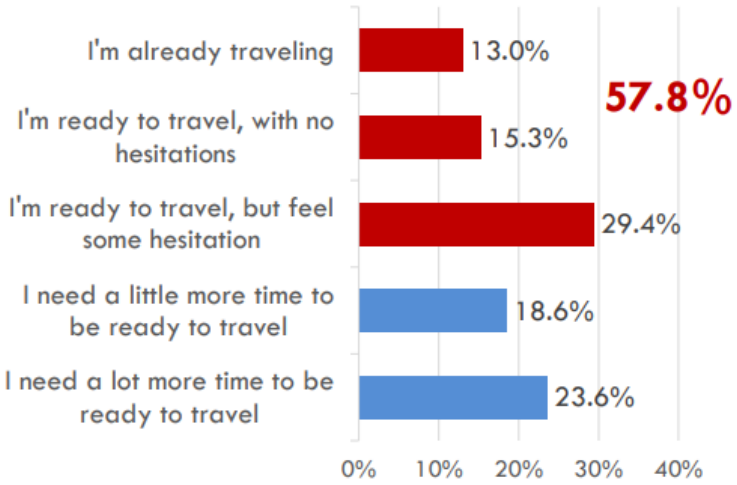


SENTIMENT ANALYSIS RESEARCH (Source: *Destination Analysts*)

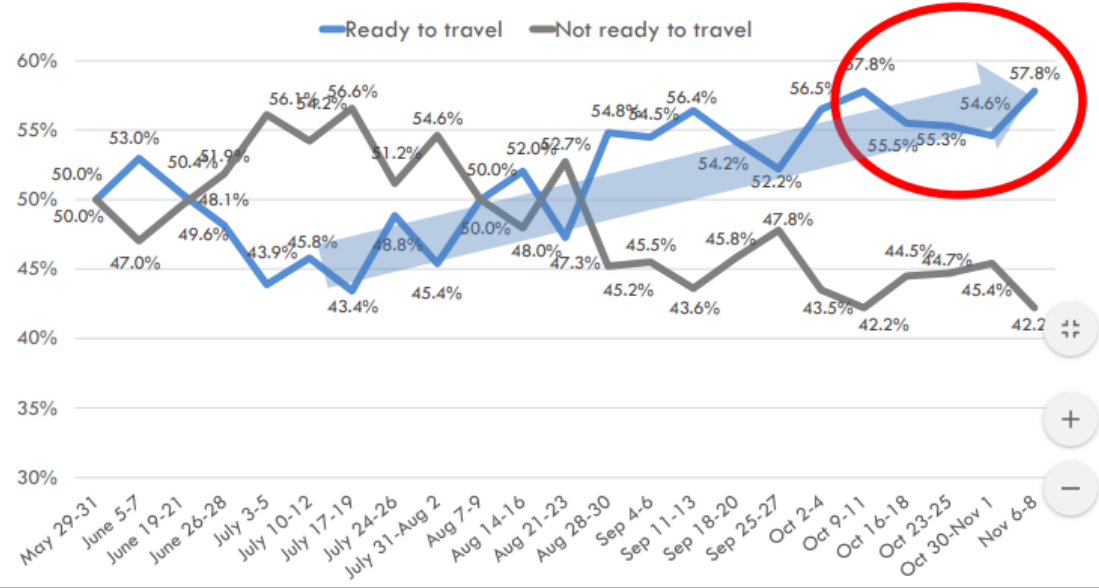
Key Findings to Know: “Americans spent much of the last week awaiting election results and watching COVID-19 continue to set new records in our country—hitting the highest daily number of new cases since the pandemic began. While Americans overwhelmingly remain in an elevated state of anxiety, they may be feeling slightly more hopeful. While Americans overwhelmingly remain in an elevated state of anxiety, fewer feel the coronavirus situation is going to get worse in the next month, the perceptions of travel activities as safe rebounded, and excitement for a potential getaway, openness to travel inspiration and the ability of discounts to motivate travel all improved.”

- “Nearly 6-in-10 Americans have returned to a readiness state of mind around travel.
- A pandemic-high 36.5% of American travelers say they would be happy—or very happy—to see an ad promoting tourism to the place where they live. However, the desire to see people wearing masks in all travel ads has remained strong.
- The current surge is not without its impact: 60.2% say that the recent increases in COVID-19 cases around the country have made them less likely to travel in the next three months and 41.8% report that they have cancelled or postponed an upcoming leisure trip because of the worsening pandemic in the U.S.
- Nevertheless, eight months into the pandemic, Americans do exhibit signs of adapting towards regaining normalcy, needing fewer circumstances to feel comfortable returning to their pre-COVID lifestyle.
- Since September, there has been a 5% decrease in the percent that affirm they would take a COVID-19 vaccine that is developed this year or in early 2021 (39.2%), but the length of time Americans say they prefer to wait to take an approved vaccine has lessened.
- If a COVID-19 vaccine was required before traveling, nearly 60% of American travelers said this would make air travel feel safer and nearly 50% said they this would make cruise travel feel safer. In addition, 36.7% of American travelers say the availability of an official document confirming COVID-19 inoculation would make them more—or much more—likely to travel in the next 12 months.
- When asked about the COVID-related protocols they feel are absolutely necessary to feel comfortable attending special events and festivals, desires are similar to retail businesses, in that they want masking, frequent cleaning and limited crowd sizes to ensure social distancing is possible.

Question: When it comes to getting back out and traveling again, which best describes your current state of mind? (Select one)



Historical data



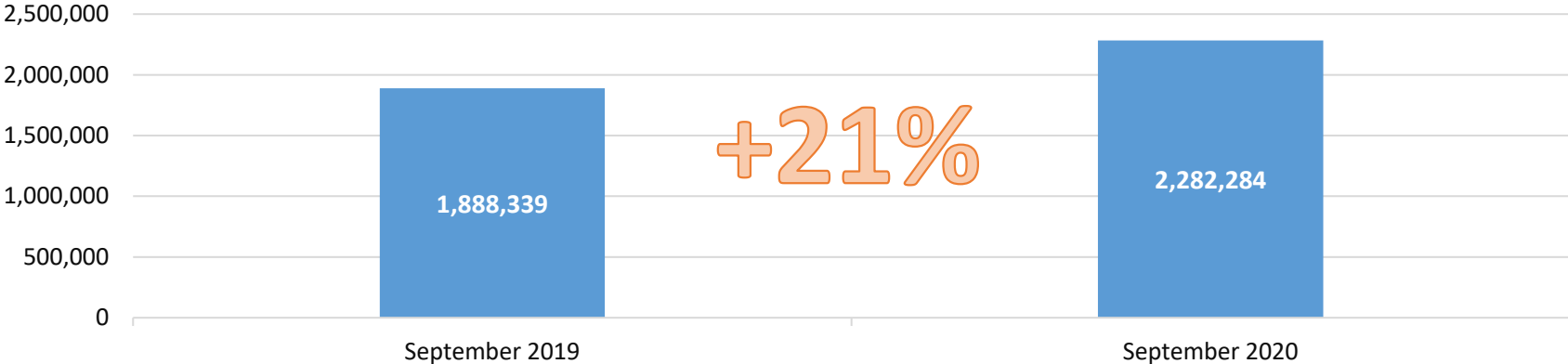
(Base: Waves 12-13 and 15-35. All respondents, 1,257, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203 and 1,205 completed surveys.)



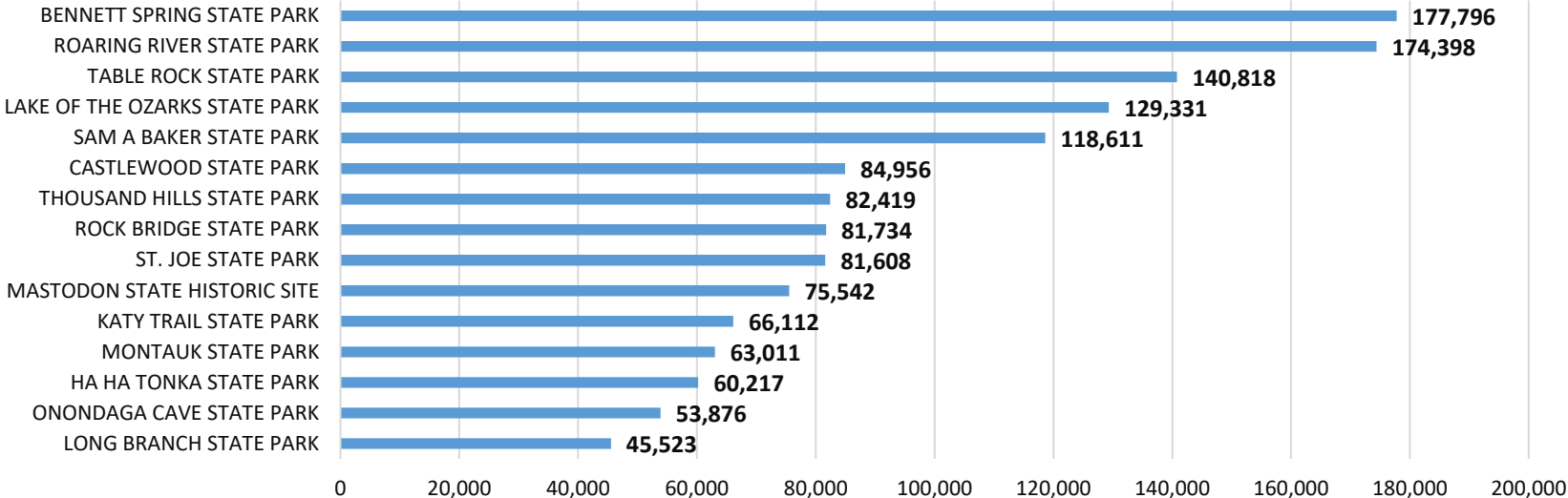
Visitors to Missouri State Parks

- More than 2.2 million people visited Missouri State Parks during September
- This was a 21% increase over September 2019
- Nearly 17 million people visited State Parks during January – September, a 12% increase over 2019

Visitors to Missouri State Parks During September



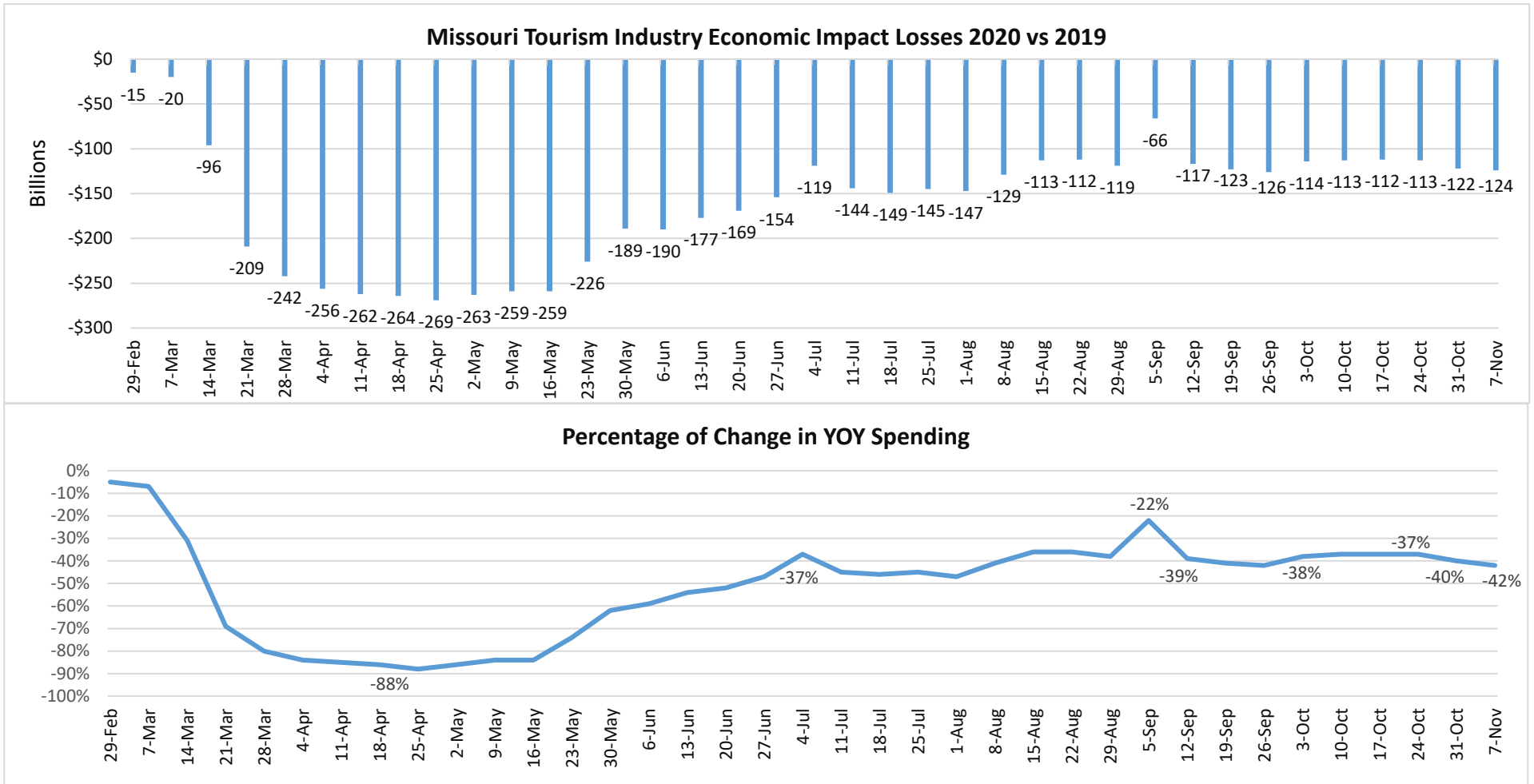
Most Visited Missouri State Parks During September



MO Tourism Economic Impact Losses

Feb 29 thru Nov 7

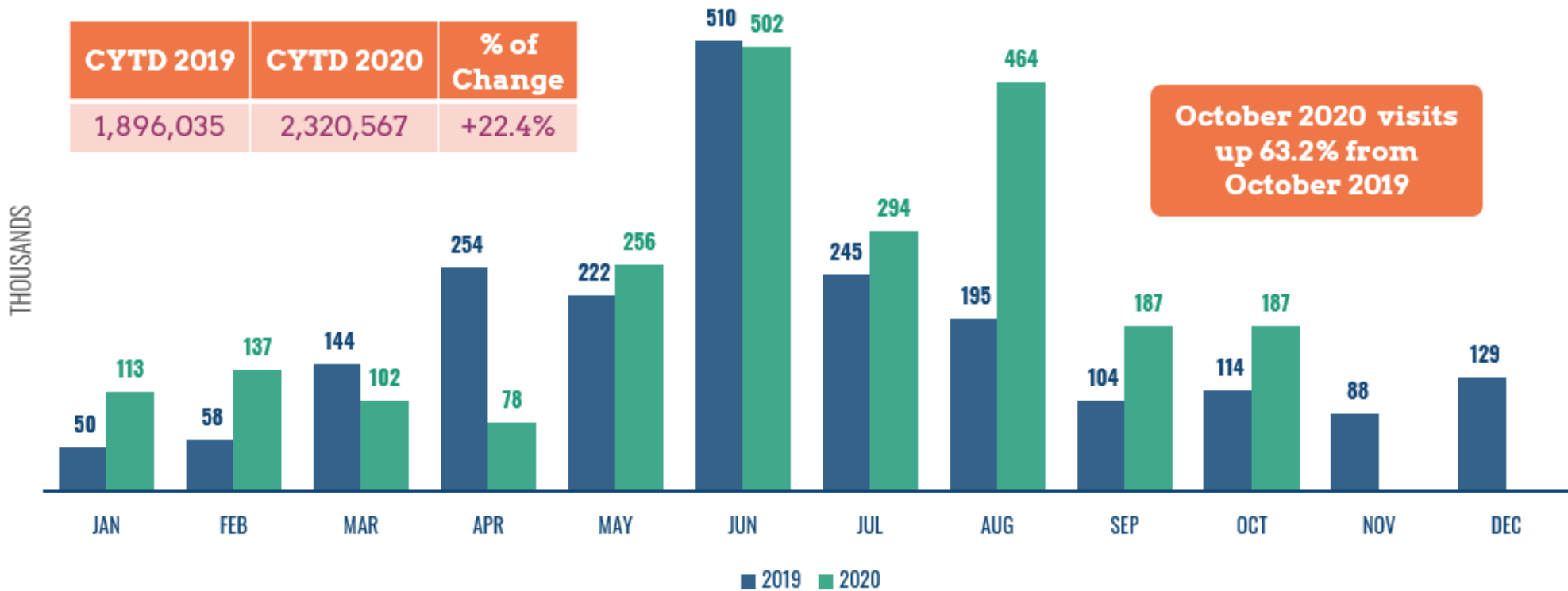
\$5.8 Billion Loss in Year-Over-Year Travel Spending



(Source: Tourism Economics, an Oxford Economics Company)



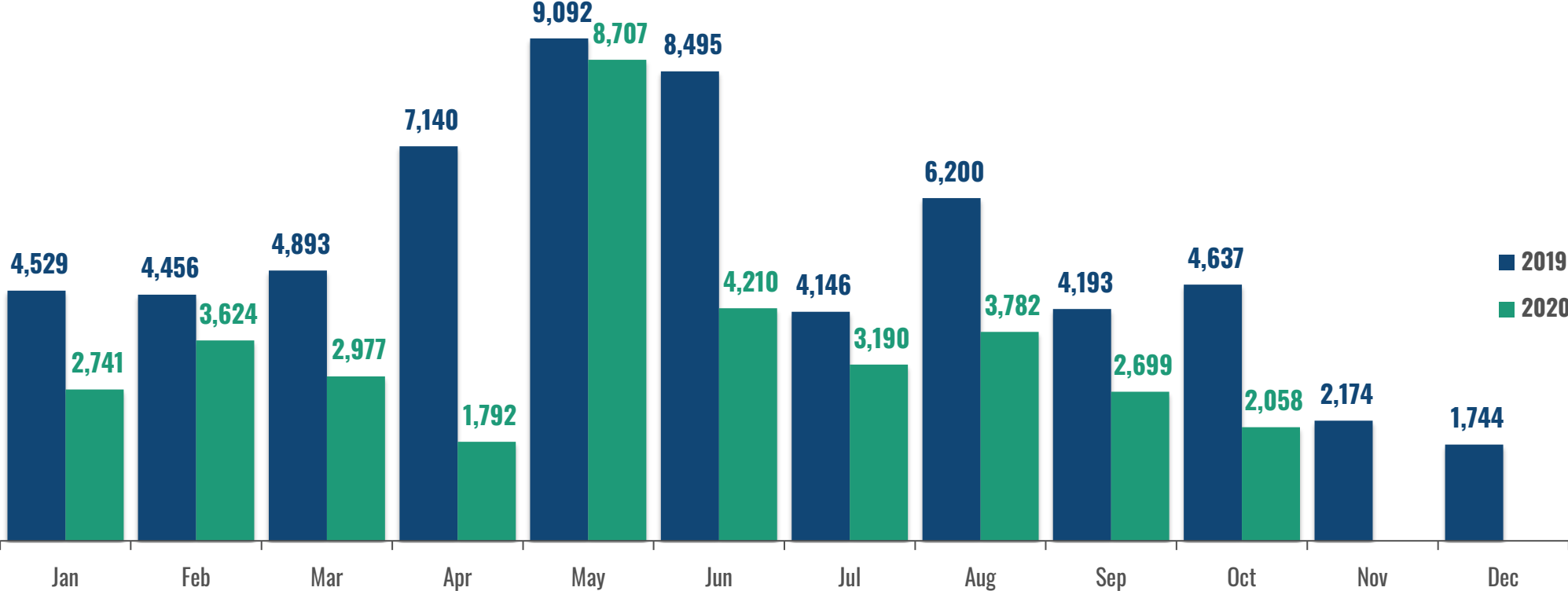
Calendar Year Visits to VisitMO.com by Month



May 2018 was the first full month of the new VisitMO website. Covid-19 began early 2020.

Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns.

FULFILLMENT OF TRAVEL GUIDE ORDERS FROM ALL SOURCES THROUGH OCTOBER

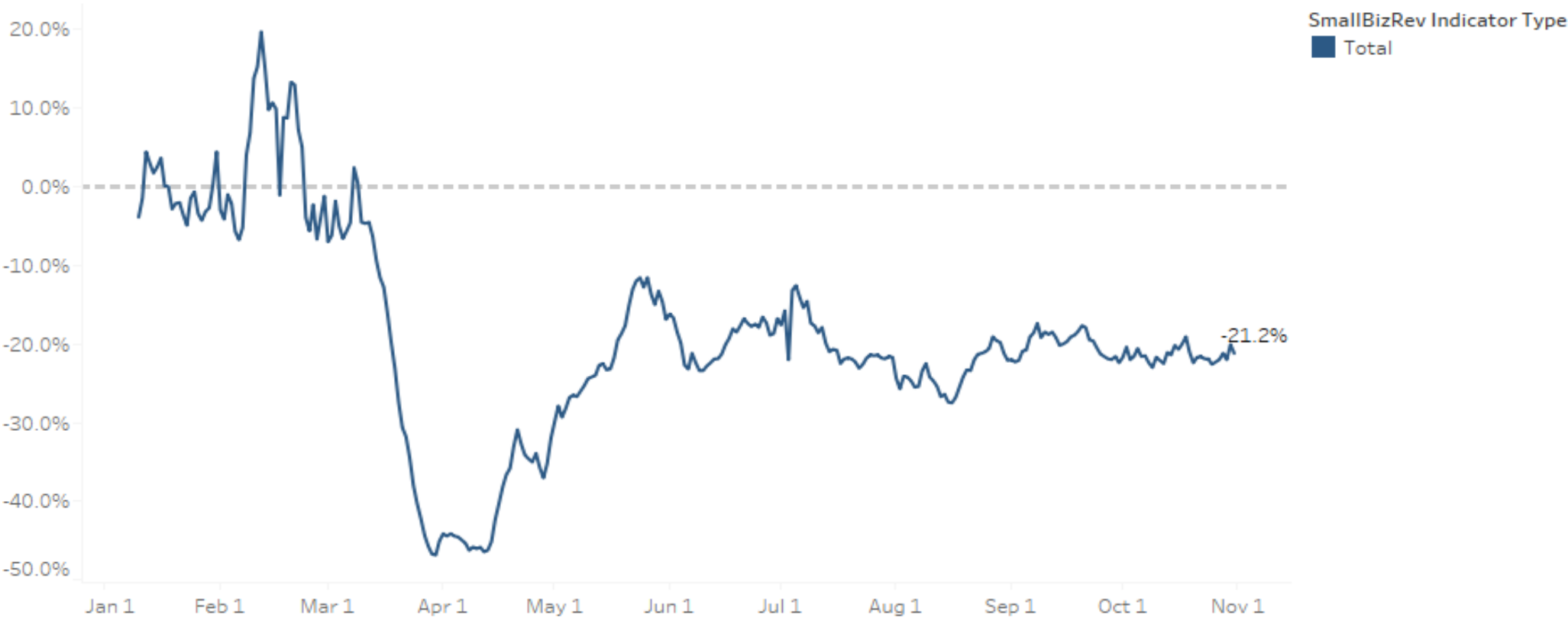


SMALL BUSINESS REPORT (Reported by MO Dept of Economic Development-DED) Source: Opportunity Insights Economic Tracker

The following is a look at how Small Businesses in Missouri are faring during a year of Covid.

- This following chart data is overall Missouri, not just the hospitality sector

Percent Change in Small Business Revenue
(Relative to January 2020)



Source: Opportunity Insights Economic Tracker (<https://tracktherecovery.org/>).
Change in net business revenue for small businesses, indexed to January 4-31, 2020 and seasonally adjusted. This series is based on data from Womply.



Percent Change in Number of Small Businesses Open

(Relative to January 2020)

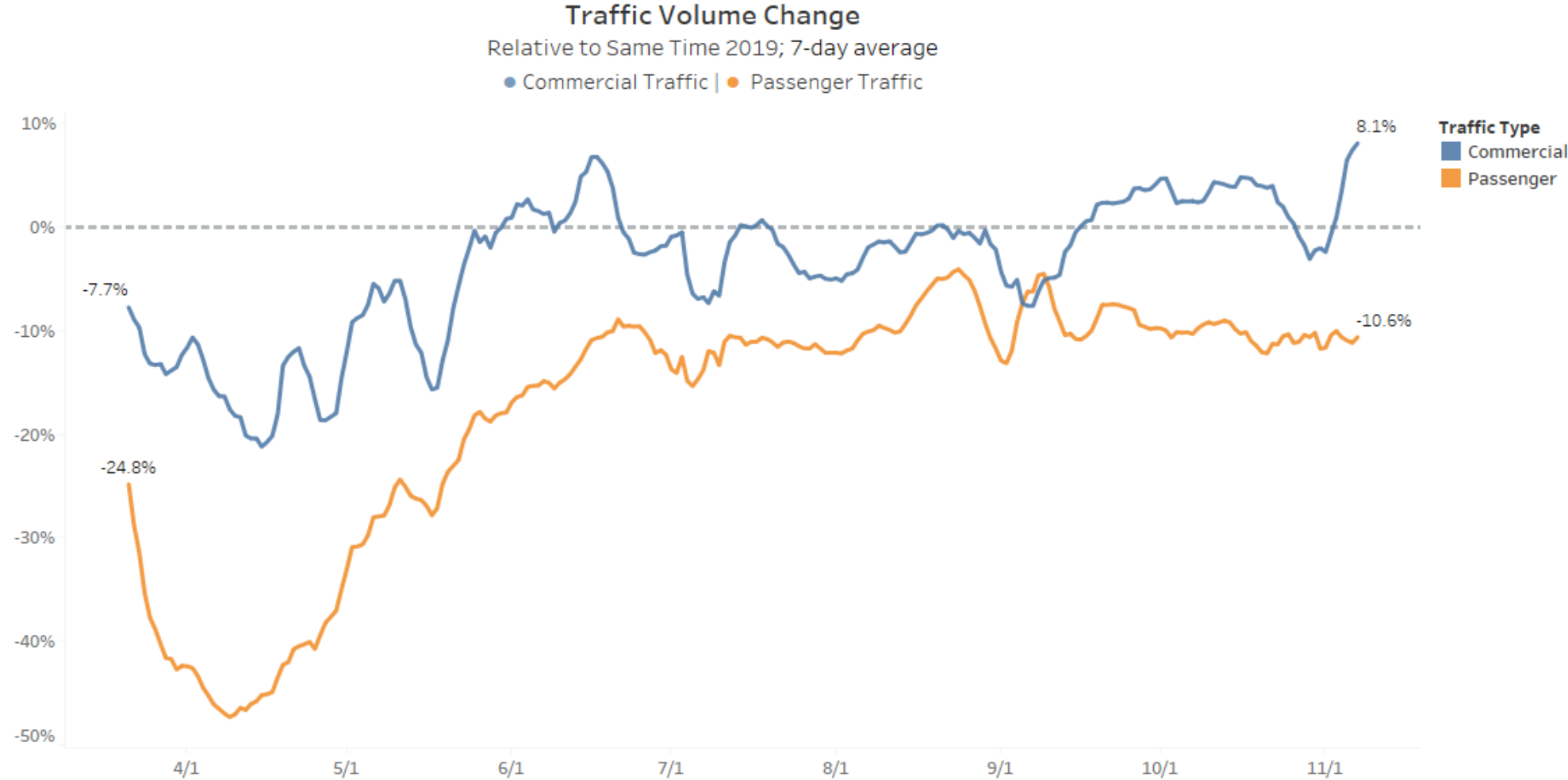
SmallBizOpen Indicator Type
■ Total



Source: Opportunity Insights Economic Tracker (<https://tracktherecovery.org/>).

Change in small businesses open (defined as having financial transaction activity), indexed to January 4-31, 2020 and seasonally adjusted. This series is based on data from Womply.

ROAD TRAFFIC in the STATE OF MISSOURI (Source: MODOT)



Source: Missouri Department of Transportation (MODOT),
Seven-day running average of the change in regional traffic volume relative to the same time period in 2019.

