

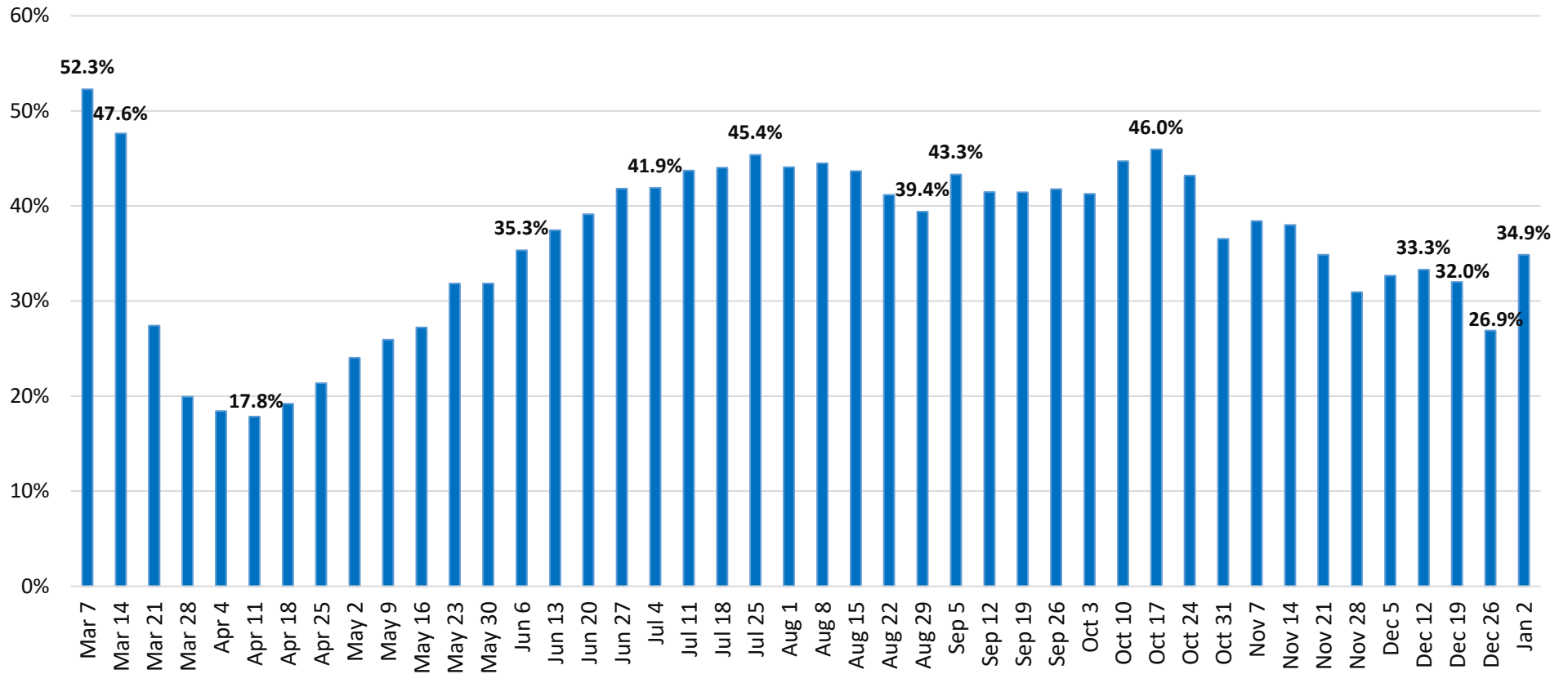
# RESEARCH HIGHLIGHTS REPORT

January 8, 2021

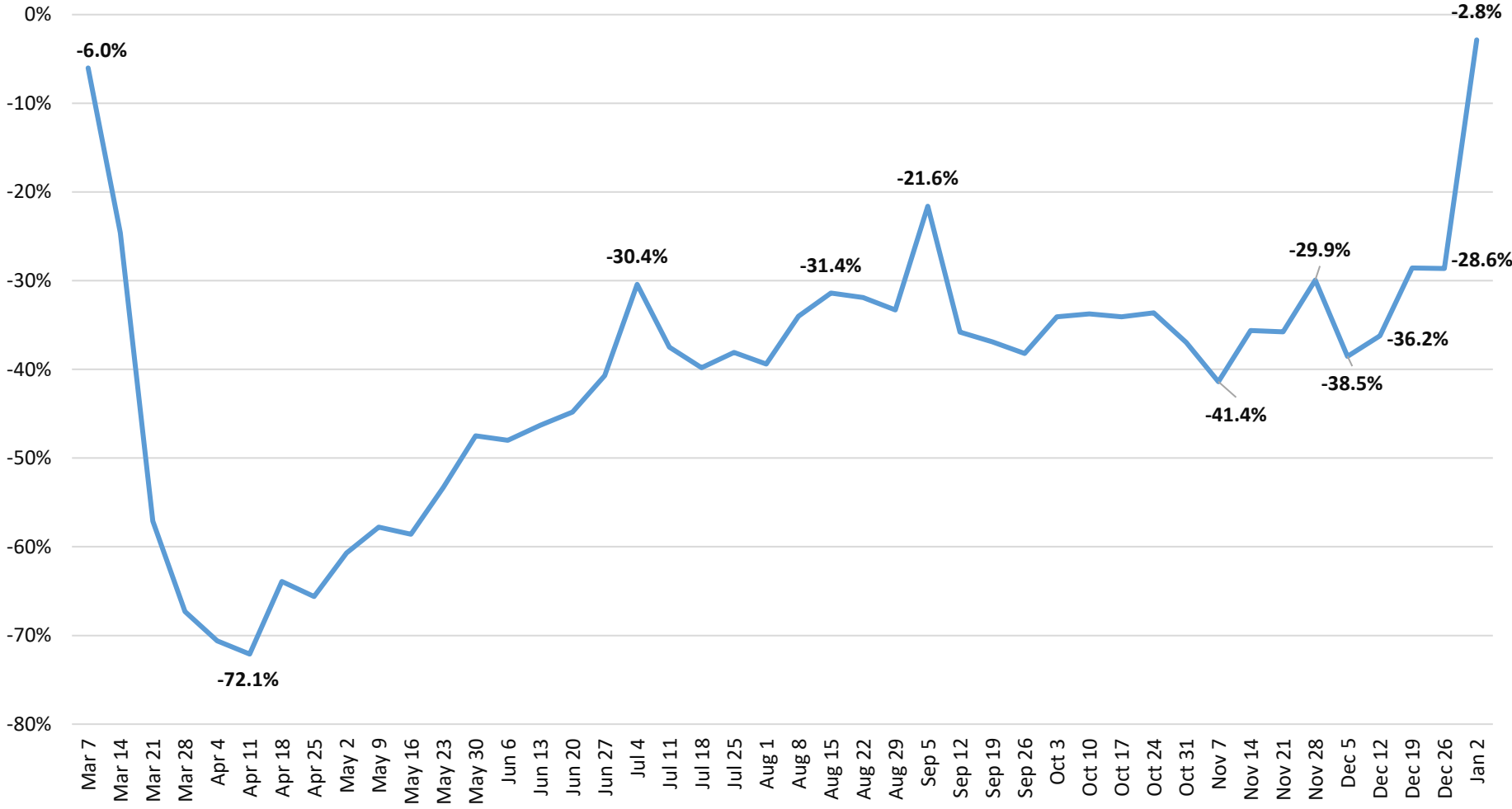
**STR Lodging Data:** *(Source: STR Lodging Data)* For trending information, please see slides below

- Occupancy statewide is 34.9% for the week ending January 2 -- up from last week's 26.9% occupancy.
- The Occupancy change compared to last year for this same week is down 2.8% versus a 28.6% decrease last week.
- Cumulatively, revenue from the Missouri lodging industry is down \$1.04 billion since March compared to the same period last year.

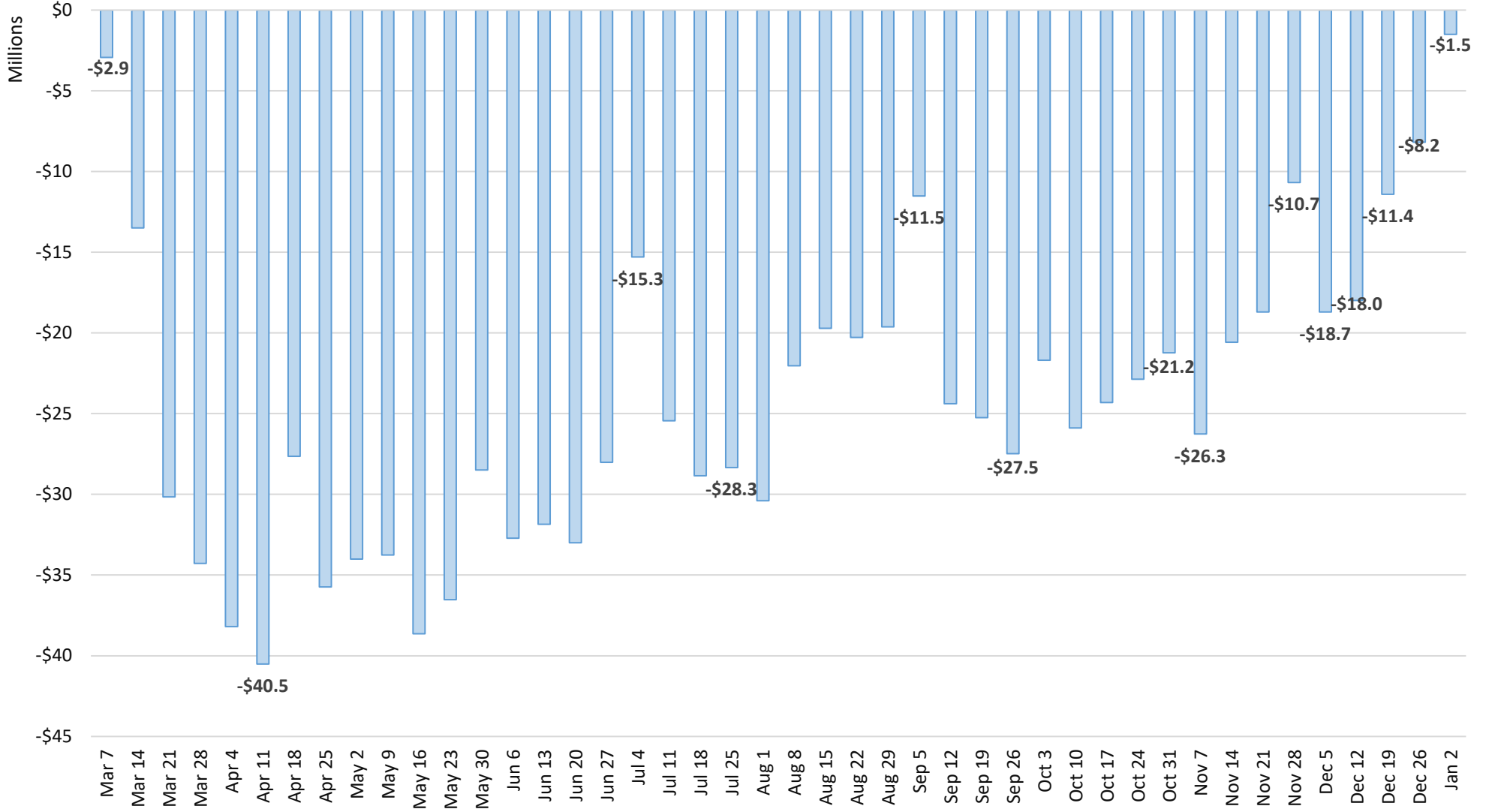
## Missouri Occupancy



# Occupancy % of Change from Prior Year



# Lost Lodging Revenue in 2020 Compared to 2019

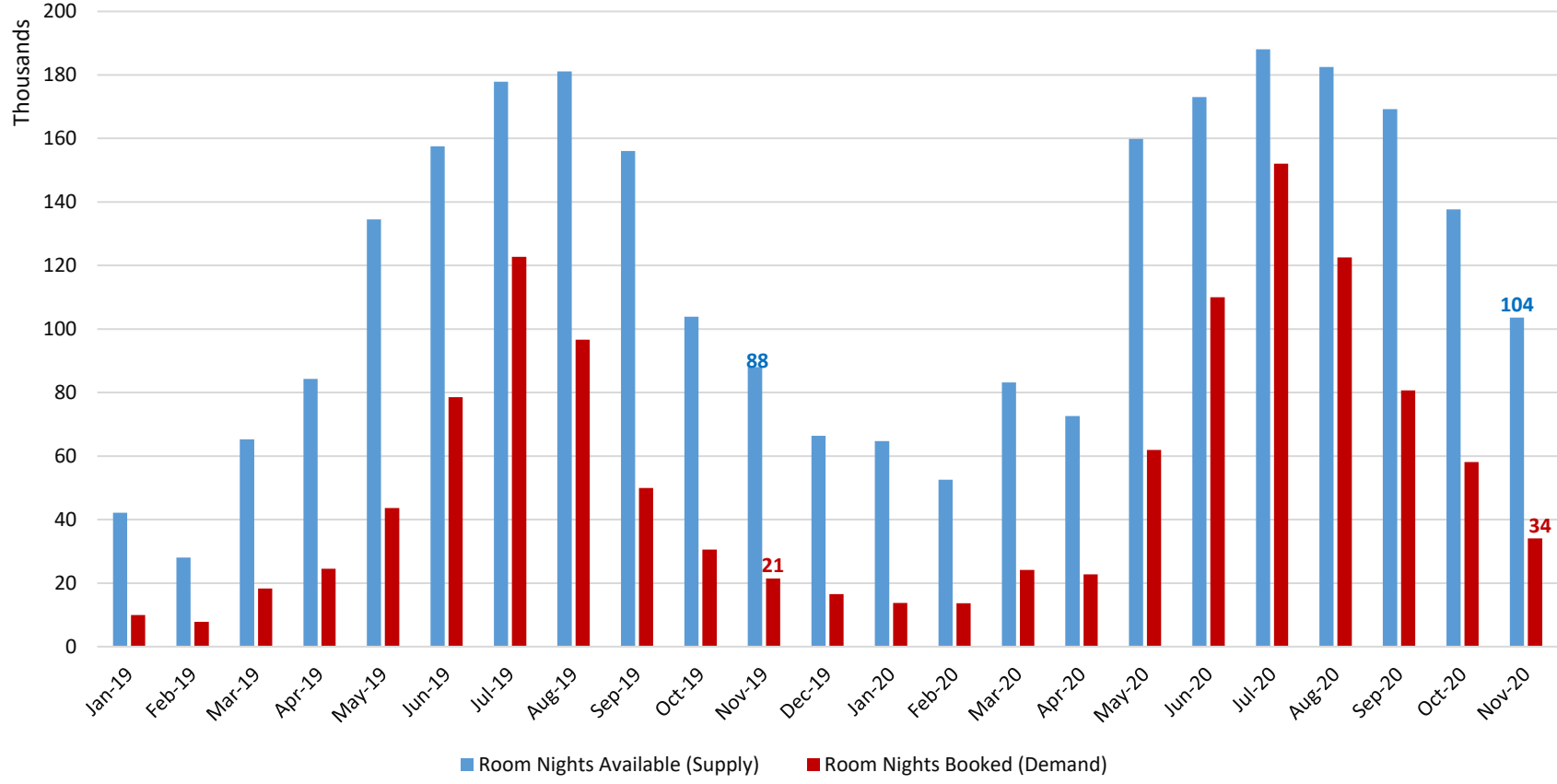


**Shared Lodging** (Source: AirDNA) Through November 2020

**Featuring Lake of the Ozarks**

- Room Nights Available (Supply) in October increased by 17.7% from November 2019
- Room Nights Booked (Demand) in October decreased by 58.6% from November 2019

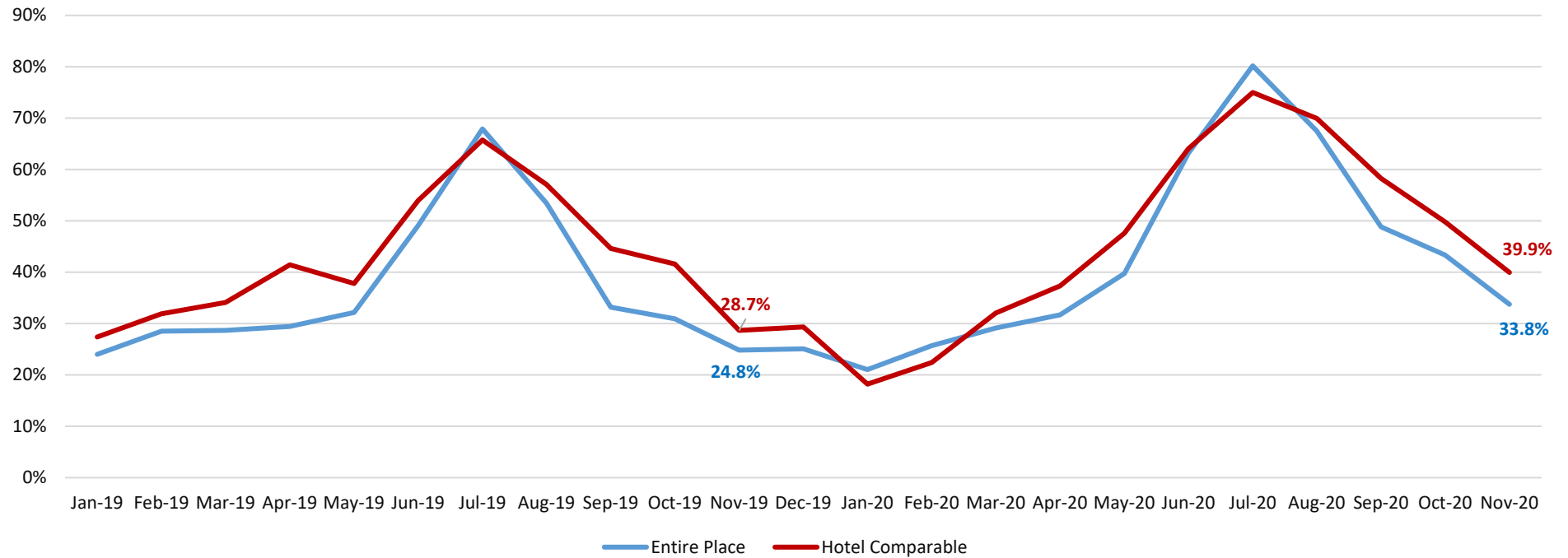
**Lake of the Ozarks Short-Term Rentals Room Nights Available & Booked  
(Thousands of Nights)**



## Shared Lodging (Source: AirDNA) - Continued

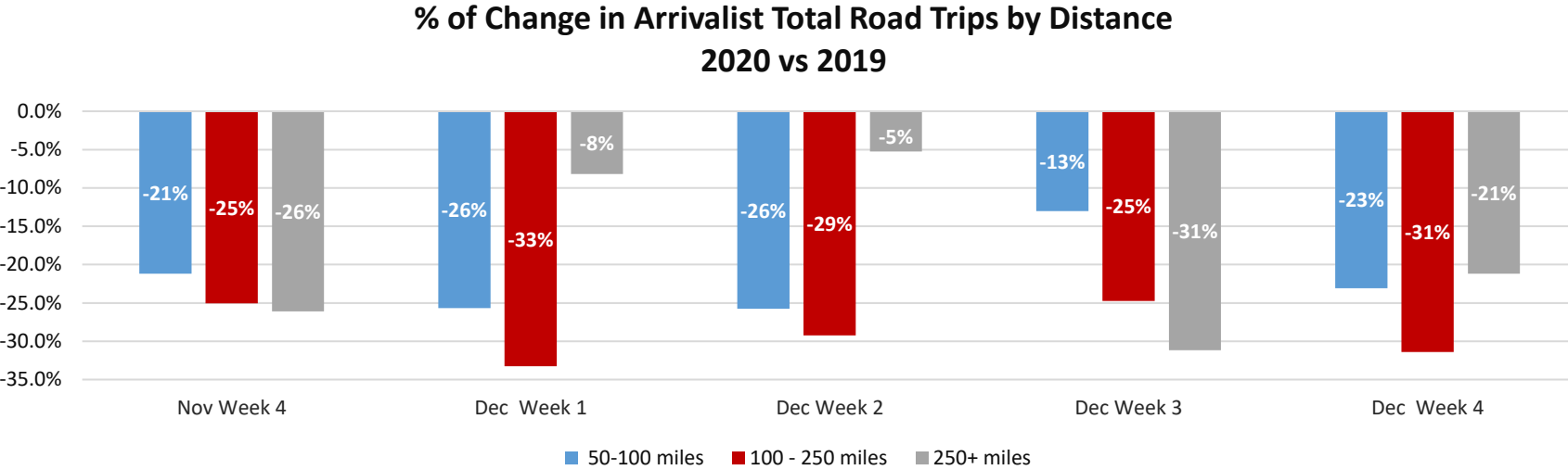
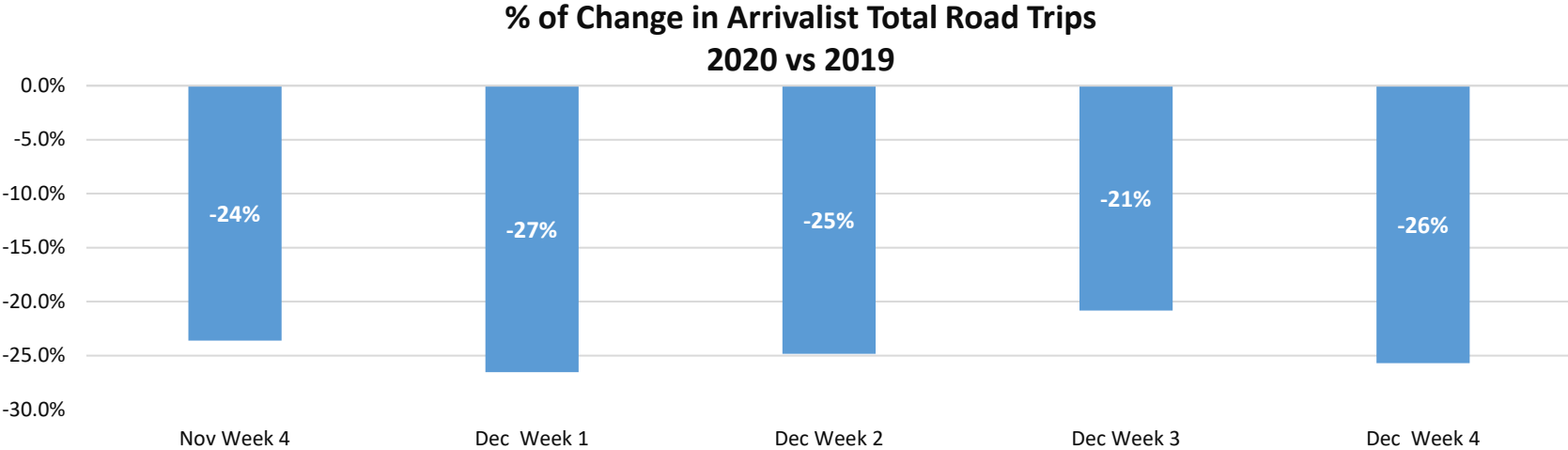
- Occupancy for Entire Place rentals was 33.8% in November, an increase of 36.1% from November 2019
- The 2020 average Year-to-Date Occupancy for Entire Place rentals was 44.0%, a 20.4% increase from 2019 YTD
- Occupancy for Hotel Room Comparable rentals was 39.9%, a increase of 39.4% from November 2019
- The 2020 average YTD Occupancy for Hotel Comparable rentals was 46.8%, a 10.8% increase from 2019 YTD

### Lake of the Ozarks Occupancy in Short-Term Rentals



**Attribution findings for Travelers to Missouri (Source: Arrivalist)**

- Total Arrivalist-reported road trips for the week ending December 26 were down by 26% compared to 2019.
- Shorter road trips of 50-100 miles were down 23% compared to 2019.
- Trips of 100-250 miles were down 31% compared to 2019.
- Trips of 250+ miles were down 21% from 2019.



### **Key Findings to Know:**

- “After dropping in the latter half of December, Americans pessimistic that the pandemic will get worse in the U.S. in the next month increased this week to 55.9%. As it concerns Americans’ personal anxiety about contracting COVID-19, this decreased in the last week, yet high concerns about their friends and family getting the virus remained stably elevated. Meanwhile, there are rising anxieties about the pandemic’s impact on personal finances and the national economy.
- Nearly half of Americans say they are not confident they can travel safely in the current environment.
- Yet travel is a beneficiary of the new year’s hope. Americans highly open to travel inspiration is up over 6% in the last week (52.6%), and Americans in a travel ready state-of-mind returned to 52.9% after dropping below 50% at the end of December. Inversely, loss of interest in travel has retreated 6 percentage points in the last three weeks to 43.3%.
- The percent of American travelers who say that they will avoid travel until vaccines are widely available has fallen to 46.7%; meanwhile more Americans than ever are saying they will take the vaccine (60.1%).
- Over 38% of American travelers say they have daydreamed about taking a trip in the last week and a third have talked to a friend or relative about a future trip. Nearly a quarter of American travelers have researched travel ideas online just in the past week.
- As Americans look out over their travel year in this first week of January, they cautiously see an average of 3.0 leisure trips in 2021. It appears trips will ramp up beginning in May, peak in July, ramp back down in October and bump up again in December.
- About 18% anticipate their first trip by commercial airline in 2021 will be in the second quarter (April-June).
- Aspirations to visit Florida, Las Vegas, New York, California, Hawaii and Colorado remain most common.
- The majority of Americans do not plan to travel in the next three months—37.5% do. While 84.5% of these trips will indeed be overnight trips, 66.2% will be regional, and over a third of those traveling say they will be staying in the home of a friend or relative. Both cities and small towns and rural areas will most commonly be visited, however the pandemic will still be dictating trip behaviors. 41.3% plan to visit less crowded places and 30.2% plan to visit outdoor-oriented destinations.”

***(Please see slides from Destination Analysts reporting on the following pages.)***

# CONFIDENCE IN ABILITY TO TRAVEL SAFELY RIGHT NOW

## AUGUST 21, 2020 – JANUARY 3, 2021

CONFIDENT OR VERY CONFIDENT

NOT VERY CONFIDENT OR NOT CONFIDENT AT ALL



**Question:** How confident are you that you can travel safely in the current environment?

(Base: Waves 24-34 and 39-43 data. All respondents, 1,202, 1,246, 1,222, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,204, 1,206, 1,201, 1,207 and 1,206 completed surveys.)



# TRAVEL IN THE NEXT 3 MONTHS

AS OF JANUARY 3<sup>RD</sup>

**37.5%**

of American Travelers Will  
Take a Leisure Trip Jan-March

**84.5%**

of these Trips  
will be Overnight

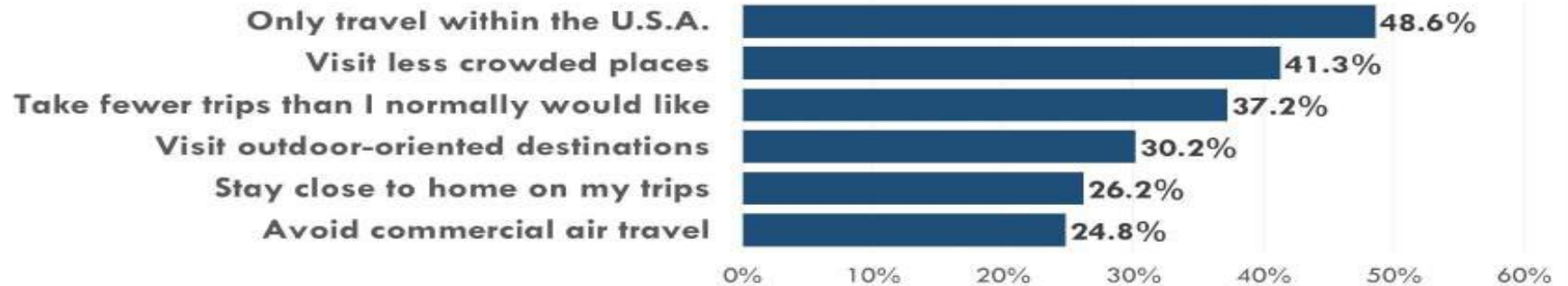
**66.2%**

of These Trips will be  
Regional (under 250 Miles)

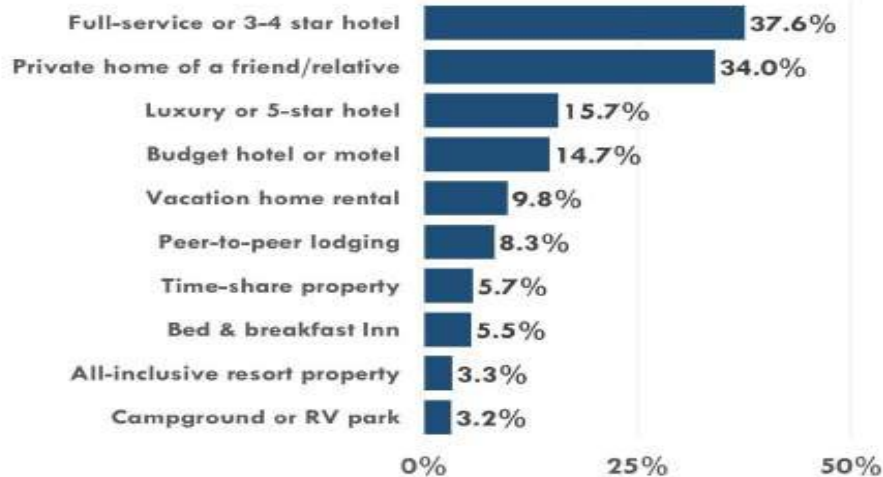
**47.2%**

of these Travelers will be More  
Budget Conscious on their Trips

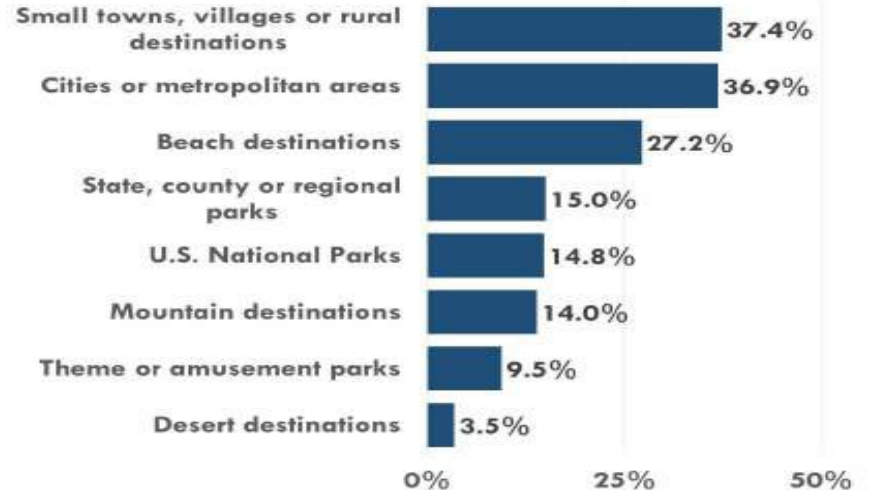
## ADAPTING TRIP BEHAVIORS DUE TO THE PANDEMIC



## EXPECTED PLACE OF STAY

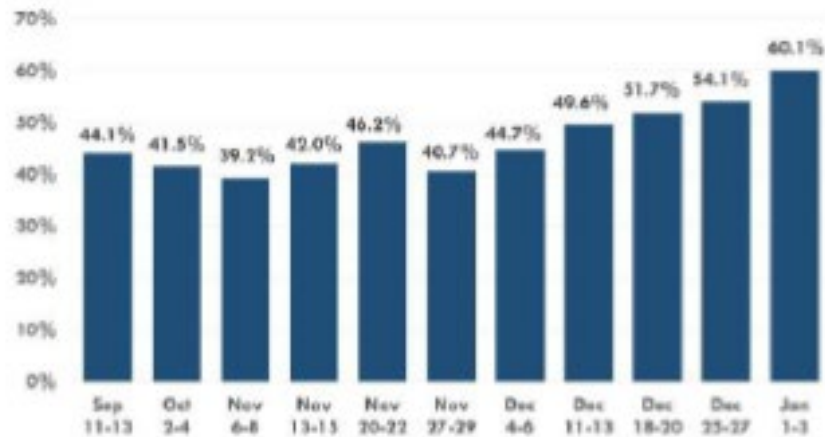


## EXPECTED DESTINATIONS



## EXPECTATIONS TO TAKE A COVID-19 VACCINE SEP 11, 2020 – JAN 3, 2021

% WHO SAY YES



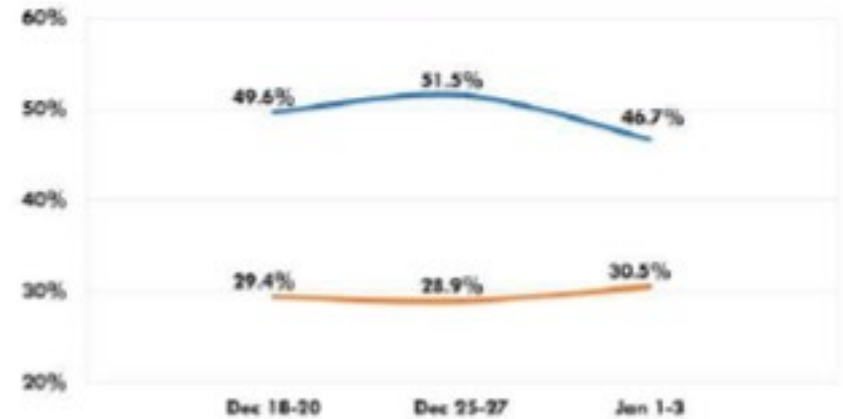
**Question:** Do you expect that you will take one of the recently developed COVID-19 vaccines?

(Base: Waves 27, 30 and 35-43 data. All respondents, 1,205, 1,203, 1,205, 1,206, 1,205, 1,204, 1,206, 1,207 and 1,206 completed surveys.)

## WILL AVOID TRAVEL UNTIL VACCINES ARE WIDELY AVAILABLE DEC 18, 2020 – JAN 3, 2021

AGREE OR STRONGLY AGREE

DISAGREE OR STRONGLY DISAGREE



**Question:** How much do you agree with the following statement? "I'm not traveling until vaccines are made widely available."

(Base: Waves 41-43 data. All respondents, 1,201, 1,207 and 1,206 completed surveys.)

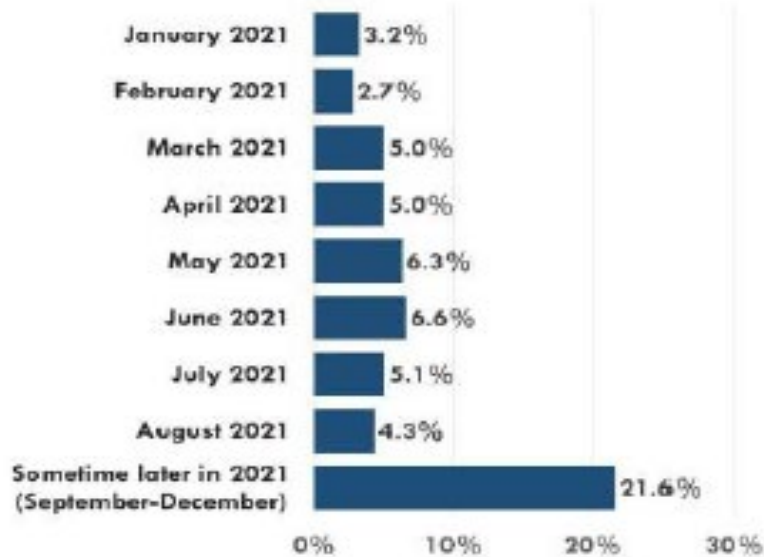
# HOW AMERICANS EXPECT TO TRAVEL IN 2021

## AS OF JANUARY 3<sup>RD</sup>

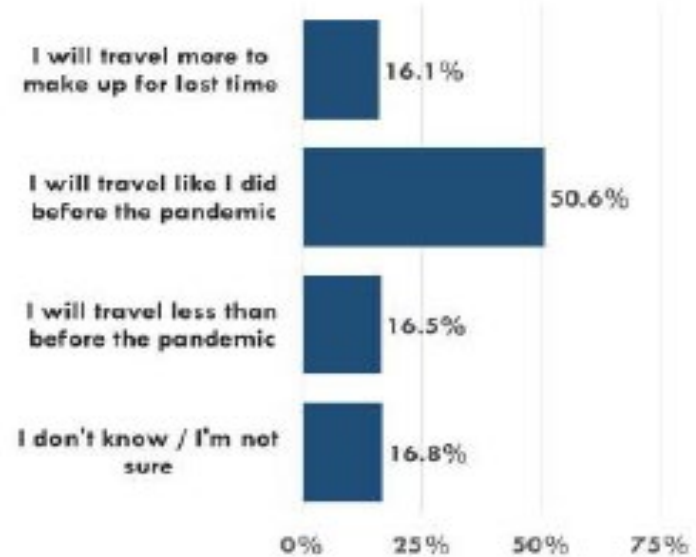
3.0

AVERAGE NUMBER OF LEISURE TRIPS

### MONTH OF FIRST COMMERCIAL AIRLINE FLIGHT IN 2021



### HOW THEY WILL APPROACH TRAVEL



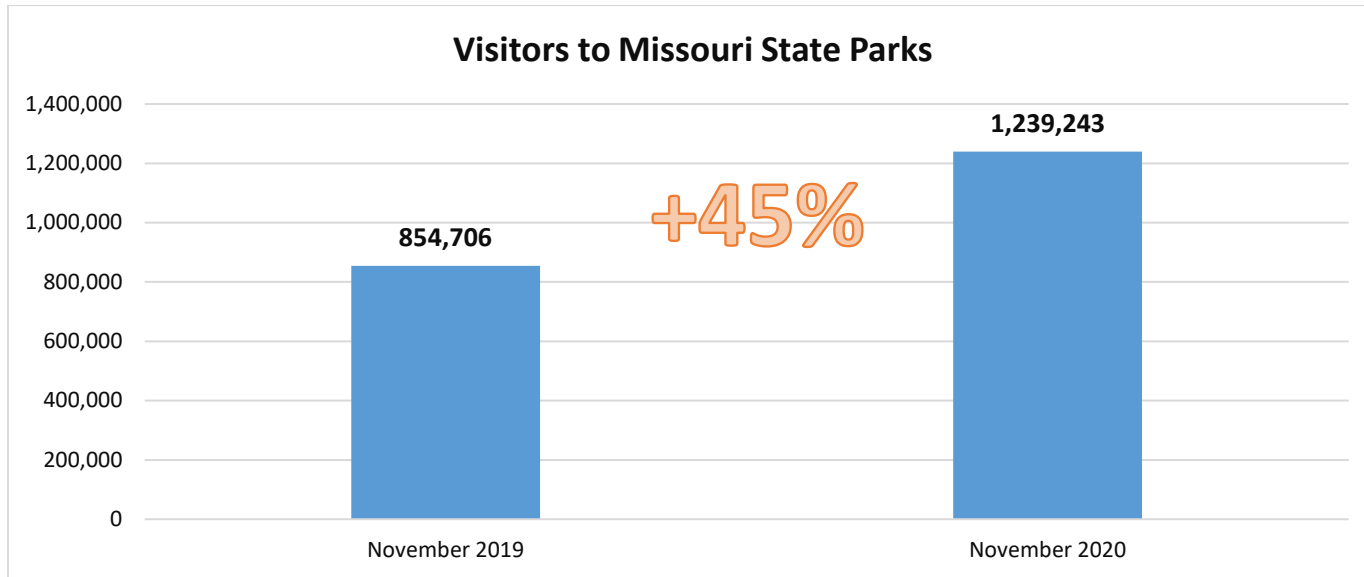
## Missouri State Parks – November Visitation

### ***Preliminary Totals for November:***

- Total Visitors – 1,239,243 (45% increase from 2019)
- Camping Units sold – 12,563 (86% increase from 2019)
- Lodging Units sold – 1,807 (9% increase from 2019)

### ***Preliminary year-to-date January to November:***

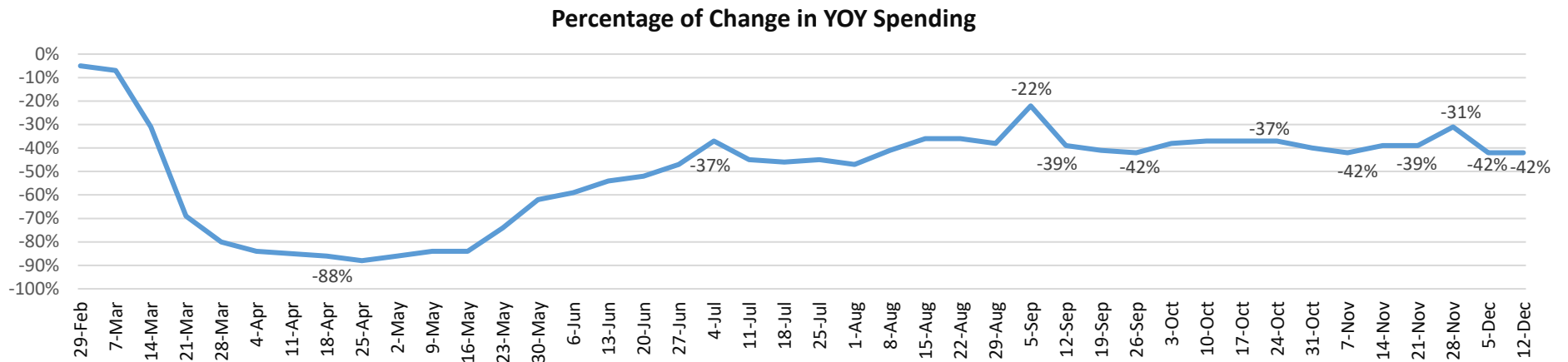
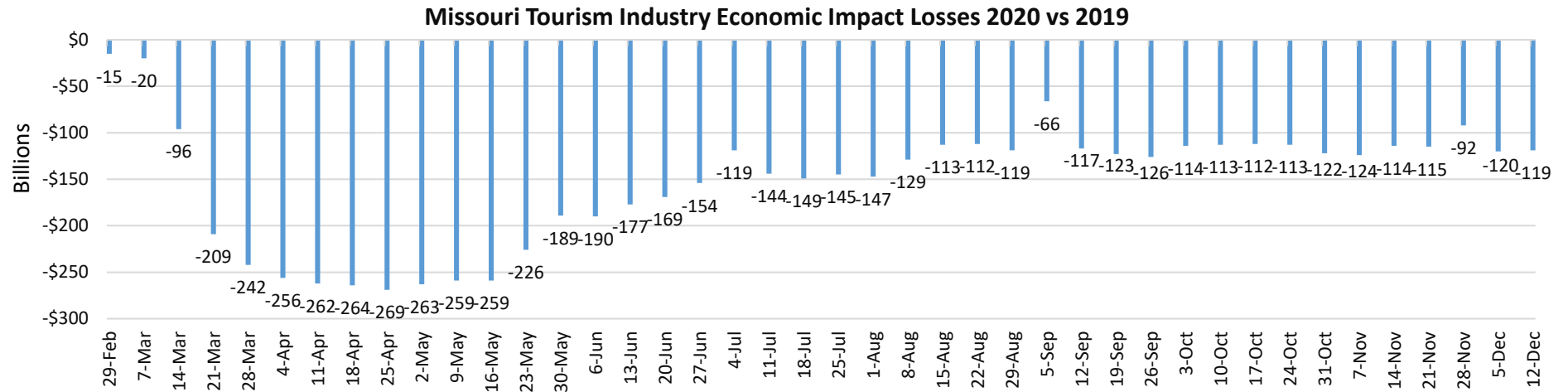
- Total visitors – 20,316,234 (13.9% increase from 2019)
- Camping units – 306,674 (0.4% increase from 2019)
- Lodging units – 45,332 (3.3% decrease from 2019)



# MO Tourism Economic Impact Losses

Feb 29 thru Dec 12

## \$6.4 Billion Loss in Year-Over-Year Travel Spending



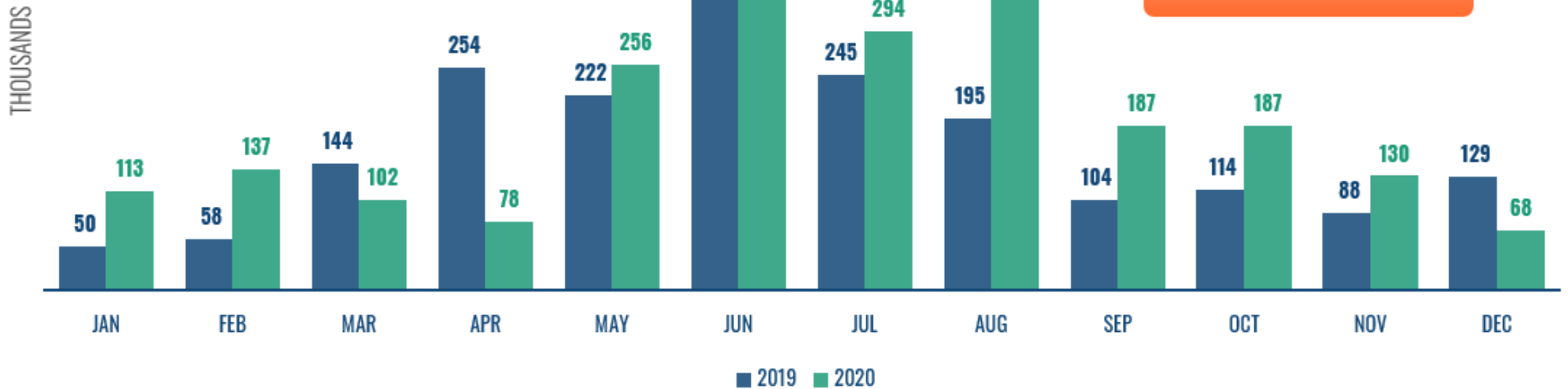
(Source: Tourism Economics, an Oxford Economics Company)



# Calendar Year Visits to VisitMO.com by Month

CYTD 2019	CYTD 2020	% of Change
2,113,356	2,518,803	+19.2%

**December 2020 visits down 47.2% from December 2019**



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.