U.S. TRAVEL ASSOCIATION®

PUBLIC AFFAIRS UPDATE

Please note this is the final weekly travel data email of 2020. Beginning in January, we will transition the data newsletter to be available to ***U.S. Travel members only*** *and will be released monthly. Look for a refreshed newsletter towards the end of January.*

If you're interested in learning more about becoming a member of U.S. Travel Association, please contact Judith Harris, Vice President Member Services.

Happy Holidays and Happy New Year! We're all looking forward to 2021!

This week

Senate Majority Leader McConnell, Senate Minority Leader Schumer, Speaker Pelosi and House Republican Leader McCarthy are still working through the final details of the next COVID-19 relief package. As a government shutdown looms with funding slated to expire on Friday at midnight, negotiations are coming down to the wire.

It is possible Congress will need to pass a short-term continuing resolution (CR), in order to finalize negotiations on COVID relief so that it can be included in an "omnibus" funding package to keep the government funded through FY 2021.

We are continuing to work closely with our many champions in Congress to ensure key travel provisions we have been fighting for remain in the final agreement.

Your Activation Remains Critical

We must continue to engage throughout the final negotiation process. You will find several ways to communicate in our advocacy toolkit, including action alerts to send a message or make a phone call to your members of Congress, as well as materials to engage with local media. **Even if you have already done so, please email your members of Congress and post on social media. We cannot let our message get lost in these final days of negotiations**. Encourage your colleagues, networks and stakeholders to do the same.

ACCESS TOOLKIT

A quick, easy and impactful way to get involved is on social media. Our guide has all you need to reach your members of Congress on Facebook and Twitter (if you are using Twitter, find social handles here and be sure to tag them). Include the hashtag **#SaveTravel** in all posts. Continued touchpoints with elected officials at this point remain CRITICAL! Thank you!

ACCESS SOCIAL GUIDE

WHEN IT'S TIME FOR YOU, WE'LL BE READY

Let's GO There, Together

In collaboration with Facebook, the Let's Go There Coalition has released a new travel "Holiday Look Book" a 180-page online visual and interactive product that tells the story of inspirational destinations and activities in every U.S. state and territory.

ACCESS LOOKBOOK

We encourage you to continue to engage with the Let's Go There, Together campaign for the rest of the month using the editorial calendar available to help you plan your involvement through the remainder of the year.

ACCESS TOOLKIT

HEALTH AND SAFETY

We all must continue to communicate the shared responsibility we all have to ensure a healthy and safe travel experience—including wearing a mask and other preventive measures. Earlier this week, U.S. Travel released a **new winter holiday social guide**you can use to spread the message over the next several weeks.

ACCESS TOOLKIT

Wednesday, January 27 | 1:00 p.m. ET

Please join **U.S. Travel Association President and CEO Roger Dow** for our annual (virtual) update on the state of the American travel industry. The address will cover the **relief and stimulus policy priorities** that will be necessary to help **safely reignite domestic and international inbound travel** to accelerate our industry's rebound in the year ahead.

U.S. Travel will also release our ambitious and comprehensive **Power of Travel Platform**. Over the next several years, these efforts will further elevate our industry, **ensuring we are central to national conversations concerning the most pressing issues facing our country**.

REGISTER

ECONOMIC IMPACT: A WEEKLY ANALYSIS

Analysis by Tourism Economics shows a week-by-week outlook on travel spending in the U.S. The analysis also looks at regional and state-by-state breakdowns.

- **Travel spending continued its slide last week, and shrank by an additional 1%**
  - In the week ending December 12, travel spending tallied just $10.8 billion—marking a new low since the week ending June 20—and reflected a 48% drop below last year's levels (a $10.2 billion loss)
  - The number of states and territories recording losses greater than 50% year-over-year (y/y) rose from 12 to 14, as travel spending contracted in both California and Connecticut
    - California’s travel economy deteriorated from -39% y/y at the end of November to -54% y/y last week due to rising COVID-19 cases and the re-implementation of lockdown measures
  - **Since the beginning of March, the COVID-19 pandemic has resulted in over $500 billion in cumulative losses for the U.S. travel economy, equating to a daily loss of approximately $1.75 billion for the past nine-and-a-half months**
  - The continual depressed level of travel spending has caused a loss of $64.4 billion in federal, state, and local tax revenue since March 1

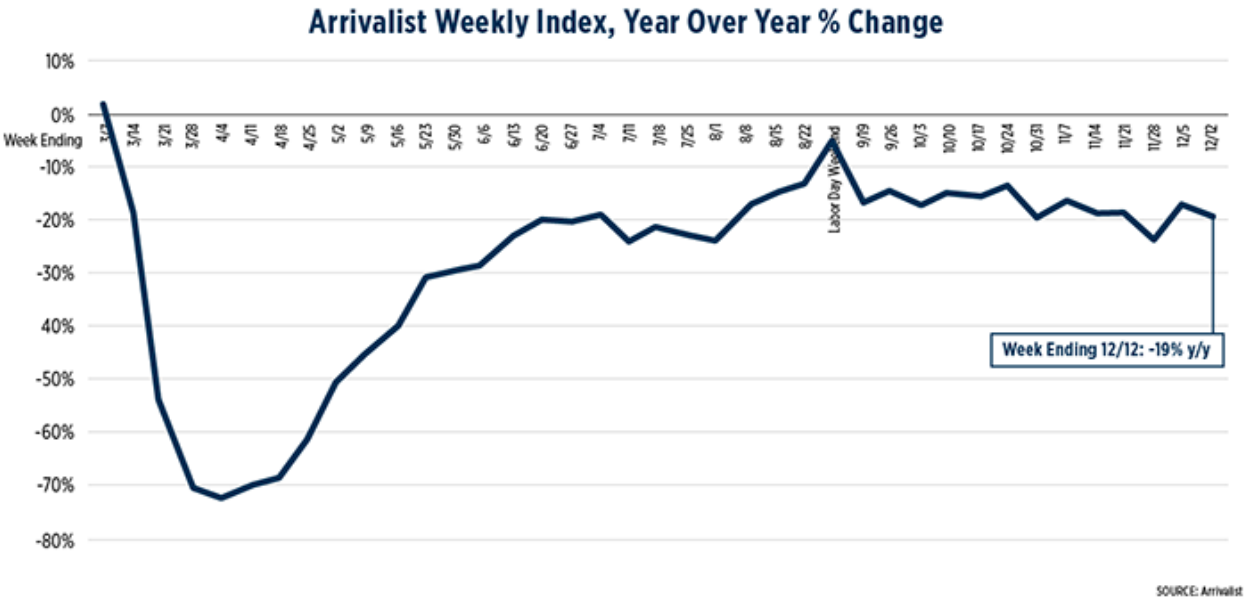
FULL REPORT

TRACKING TRAVELER TRENDS

Road Travel: Daily Travel Index

Arrivalist's Daily Travel Index measures consumer road trips of 50 miles or more in all 50 U.S. states.

- **Road travel was 19% lower than the same period last year—putting this week in the top three worst performances within the past four months**



DAILY TRAVEL INDEX

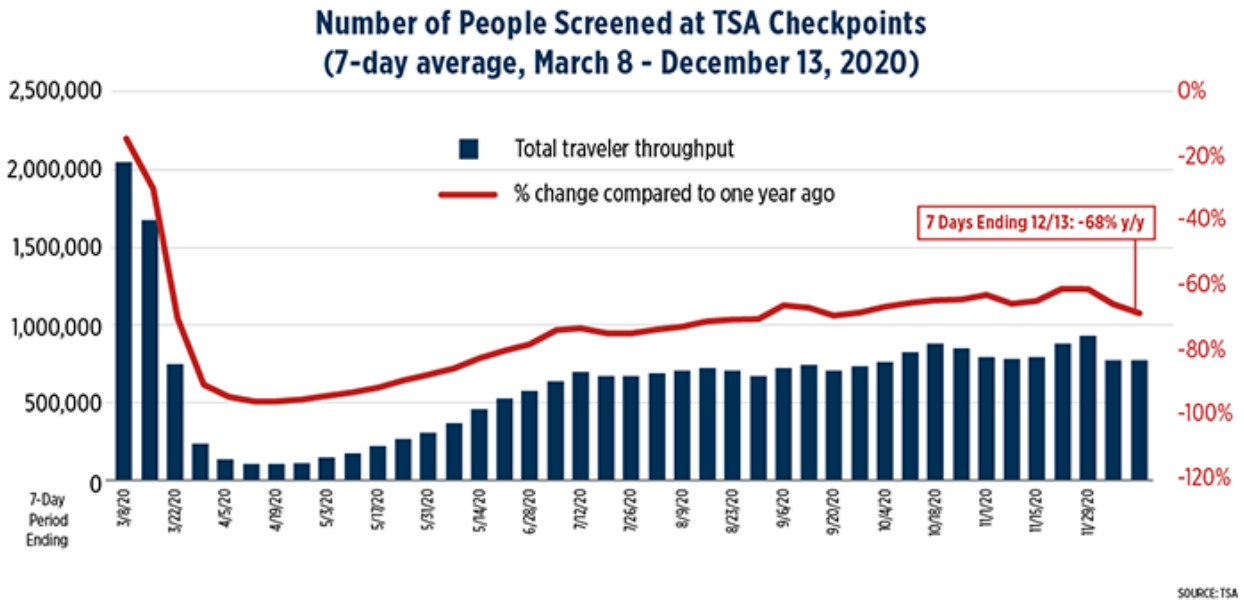
Source: Arrivalist

Passenger Screenings at TSA

The Transportation Security Administration (TSA) updates passenger screenings on a daily basis, providing a comparison to the same time last year.

- **TSA screenings continue to decline**

- After improving nearly every week since May—from lows of -96% (y/y) in April to -61% y/y around Thanksgiving—TSA screenings regressed over the past two weeks
- The seven-day average of people screened last week (through Sunday, December 13) was just 691,000, 10% lower than the previous week
- On a y/y basis, TSA screenings fell back to -68%, worse than any week sincethe end of September



Source: TSA

Lodging: Hotel Occupancy

- **Total hotel occupancy in the U.S. was 38% last week, compared to 61% in the same period last year**
  - Urban hotels suffered the most: 29% occupancy compared to 72% in the same period last year (-60% y/y)
  - Interstate hotels suffered the least: 40% occupancy last week compared to 48% in the same period last year (-17% y/y)
- After improving through the summer (from -42% y/y in June to -28% y/y in September), hotel occupancy took a negative turn in the fall and was down 30% y/y in October and 35% y/y in November

Source: STR

NEW: Visitation Trends | U.S. Ski Destinations

In partnership with Rove Marketing and Uber Media, U.S. Travel's exclusive dashboardmonitors daily unique mobile devices across various points of interest at sample ski destinations in the U.S.

The new dashboard covers the 2020/21 ski season for over 20 ski destinations to analyze visitation trends based on the number of unique mobile devices at each ski resort. The dashboard also estimates distance traveled, origin markets, traveler vs local distinctions and includes a new demographic filter. The latest dashboard will help understand evolving winter travel trends and monitor recovery.

- While still early, the 2020 ski season is off to a very positive start
- **Tourists made up of nearly two-thirds (65%) of visitation over the Thanksgiving holiday week, and more than two-thirds of visitors traveled more than 200 miles**

SKI DESTINATION DASHBOARD

Source: Rove Marketing and Uber Media

TRAVELER AND CONSUMER SENTIMENT SURVEY RESULTS

Coronavirus Travel Sentiment Index Report

December 14, 2020

- Anxieties about the coronavirus are severely impacting travel sentiment for the near-term
- Americans' travel mindset is now evenly split between readiness and hesitation with half of Americans needing a little or a lot more time to feel ready to travel
- **This week, 55% of Americans said they would feel guilty traveling right now and 50% have lost interest in traveling for the time being—last week only 43% felt this way**
- Nearly six in 10 (58%) feel travel should be limited to essential needs only and 55% agree they do not want travelers coming to their own communities right now
- **As a result, Americans are pushing out their travel intentions into at least Q2 of 2021**
    - **Two-thirds of Americans say the current pandemic situation makes them less likely to travel over the next three months**
- Yet, progress with the vaccines is appearing to have a positive impact.
    - 59% of Americans feel that the vaccine developments make them more optimistic about life returning to normal in the next six months, while 51% say the vaccines makes them more optimistic they can travel safely by then
- As Americans continue to exhibit receptivity to travel marketing for future trips, half of American travelers expressed excitement about taking a getaway soon

    - Of those who have recently recalled seeing a travel advertisement, 57% report the ad made them feel happy or very happy
- Looking at the recovery of the meetings industry, **the percent of American travelers who have at least tentative plans to attend a convention or conference in the next year has risen to 24% from 16% two months ago**

Source: Destination Analysts

Business Travel and Meetings Expected to Surge the Second Half of 2021

December 17, 2020

- **Three out of four respondents expect employees to attend in-person meetings/events in Q2 or Q3 2021**
- **Sales meetings with customers and prospects will be the priority for the year ahead**
- Three in five members of the Global Business Travel Association (GBTA) say vaccine availability is a 'significant' factor in their company's decision to resume business travel
- Despite the vaccine being rolled out in the U.S. over the past few weeks, 54% of GBTA member companies remain unsure about their position concerning vaccine availability and the resumption of business travel
    - However, one in five say their employees will be permitted to travel for work when a significant portion of the population have been vaccinated
- Just over one-third (36%) of North American respondents say their company has begun planning 2021 meetings and/or events
    - Of those who report their company is planning to host/attend 2021 meetings and/or events, more than half are planning small to mid-sized meetings or events with up to 500 attendees
- As attendance at in-person events increase through the year, hybrid meeting attendance is expected to decline as 2021 unfolds

Source: Global Business Travel Association

Home for the Holidays

December 15, 2020

- **While nearly 85 million Americans plan to travel from December 23 through January 3, that is 34 million fewer travelers than 2019, a decline of at least 29%**
    - Of those traveling, more than nine in 10 will travel by car, a decline of at least 25% compared to last year
    - Auto travel will likely replace some trips previously taken by air, bus or train
- Holiday travelers are continuing to take a wait-and-see approach to their travel decisions which will likely result in last minute cancellations

Source: AAA

Optimism for Travel in 2021 Growing

December 10, 2020

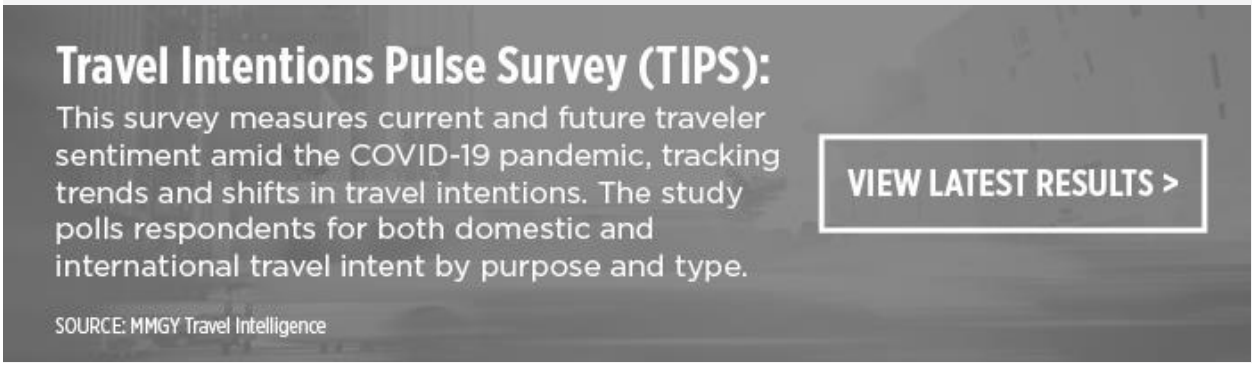
- Though consumer confidence in travel varies by country and generation, **one in two travelers feel optimistic—comfortable or even excited—about taking a trip in the next 12 months**
- Global travelers said that they are more likely to take trips between April and September 2021
- Health, safety, flexibility and financial peace of mind are essential. **Three-quarters of travelers said measures such as mask enforcement, reduced capacity or contactless services and flexible cancellation policies will inform where they stay on their next trip**
    - Seven in 10 travelers want added flexibility, such as travel insurance and trip protection, full cancellations and refunds on transportation and accommodations
- Close to six in 10 (57%) travelers said they would be comfortable traveling if a vaccine is widely available, which is promising given that this sentiment was captured prior to recent positive vaccine news

Source: Expedia Group Media Solutions

The Harris Poll CV-19 Tracker

- Just one in five Americans (21%) are planning on attending an in-person gathering for Christmas this year and 14% say they will be hosting an in-person gathering
- **Three quarters say they are not likely to travel for Christmas this year and more than two in five Americans (43%) have changed their Christmas plans in the past few weeks**
    - Of those who changed plans, more than half (55%) altered the number of people they will be celebrating with
- One-quarter of Americans are planning on celebrating Christmas virtually this year
- If companies allow a **permanent work-from-home option**, half of Americans say they would be **likely to relocate elsewhere**
    - Half of Americans (50%) would choose to relocate closer to family and friends, while (45%) would be near a beach

Source: Harris Poll 12/11 and 12/16



RESOURCES AND EXAMPLES FROM AROUND THE INDUSTRY

- COVID-19 Resources | MMGY Global Intelligence
- Travel Insights with Google | Expedia Media Group Solutions
- Airline Satisfaction at Record Highs | American Customer Satisfaction Index
- December Market Kalibration | Kalibri Labs
- International Travel Can Restart Safely | World Travel and Tourism Council
- Diversity and Inclusion Guidelines | World Travel and Tourism Council

- How Americans Feel about COVID-19 Vaccinations | McKinsey and Company

UPCOMING INDUSTRY WEBINARS

- **Ongoing** | COVID-19 Webinar Series | Expedia Media Group Solutions
- **December 18 at 12:00 p.m. ET** | WEC Grapevine: How We Did It – Pandemic Meetings Considerations & Lessons Learned | Meeting Professionals International
- **January 14 at 1:00 p.m. ET** | North and Latin America Insights Summit | Expedia Media Group Solutions

QUESTIONS?

Access to topline findings on our Data and Insights webpage. Additional research resources can also be found on our website.

Please submit any questions to us. We will do our best to reply in a timely manner.

You received this email because you participated in a recent webinar or have a relationship with U.S. Travel Association. If you have a colleague who would appreciate receiving updates from U.S. Travel, please have them sign up here.