

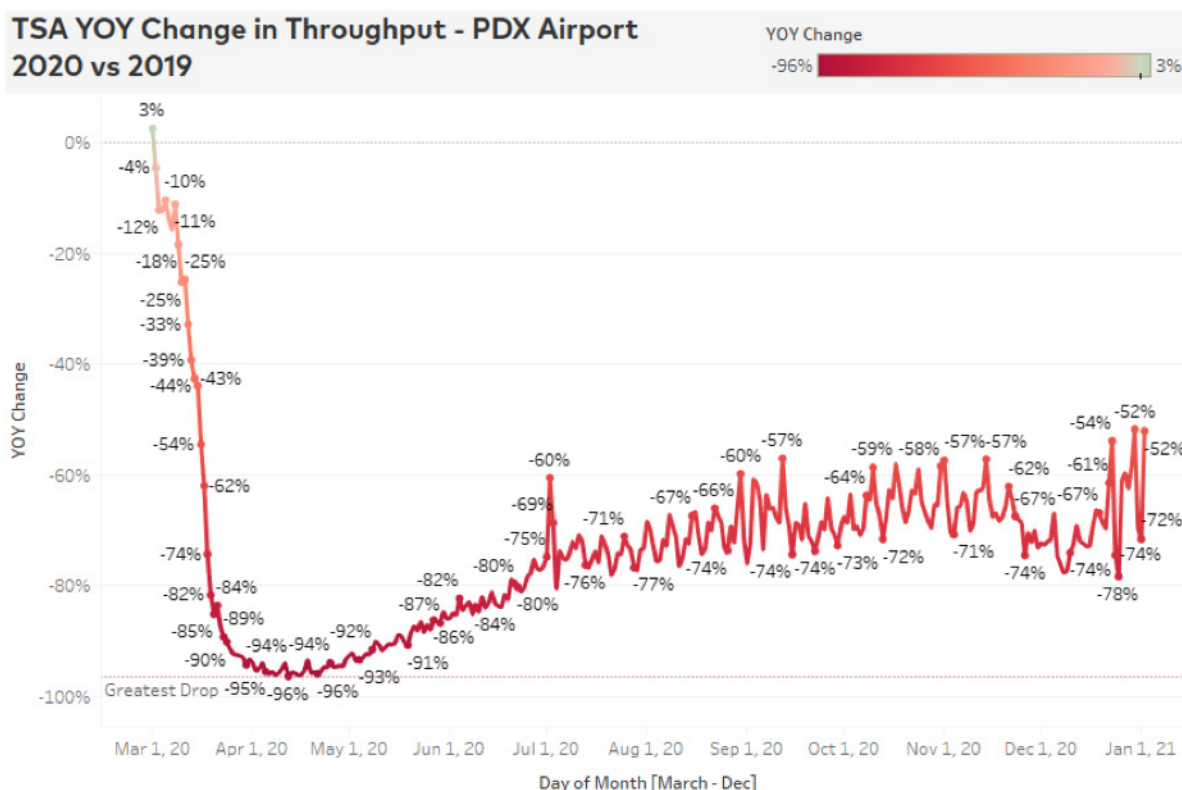
Impact of COVID-19 on Travel Industry

January 12, 2020

To help share information about COVID-19 impacts to the travel industry, Travel Oregon's research team is compiling state and national data on a bi-weekly basis to share with external partners. The data below is this week's summary and is for informational purposes only.

PDX Airport Data

On Saturday the 2nd of January, TSA reported 10,509 passengers utilized the checkpoints, a decline of 351 over the previous Saturday. Over the last 2 weeks, we saw our highest throughput since March. On 12/27, we saw 11,536 passengers through our PDX checkpoints. We continued to see a noticeable spike in throughput over the holiday period. We're hoping this trend continues into the new year.



STR Weekly Data (December 27 to January 2)

Thanks to a travel boost leading into the New Year's holiday, Oregon weekly hotel occupancy improved noticeably from the previous week, according to STR's latest data through 2 January.

Hotel demand also jumped in week-over-comparisons. Substantial hotel demand growth is not expected to continue as leisure travel once again dissipates after holidays.

In comparison with the same week in 2019, the industry recorded the following:

- Occupancy: 41.66% (-1.5%)
- Room Rate: US\$92.98 (-6.6%)
- Revenue Per Available Room (RevPAR): US\$38.81(-8.2%)
- All the regions except Portland saw some YOY growth.
- Portland had the lowest occupancy (30.25%).



Weekly STR Stats (% Chg YOY)

(December 27 to January 2)

	Occupancy (%)		Room Rate (\$)		RevPAR (\$)		Room Supply		Room Demand		Room Revenue (\$)	
Oregon	41.66%	-1.5%	\$92.98	-6.6%	\$38.81	-8.2%	467,523	-2.2%	194,756	-3.7%	\$18,143,437	-10.2%
Central	53.35%	21.2%	\$114.80	3.2%	\$61.35	24.6%	40,460	1.9%	21,586	23.5%	\$2,482,060	27.0%
Coast	50.59%	6.6%	\$101.65	4.1%	\$51.80	10.9%	77,077	0.5%	38,990	7.1%	\$3,992,831	11.4%
Eastern	33.51%	8.2%	\$74.66	2.0%	\$25.00	10.2%	33,250	0.4%	11,142	8.6%	\$831,192	10.7%
Hood/Gorge	48.84%	11.3%	\$102.80	1.2%	\$50.41	12.5%	16,135	4.2%	7,881	15.9%	\$813,320	17.2%
Portland	30.25%	-27.1%	\$85.05	-15.1%	\$25.76	-38.5%	165,522	-7.3%	50,064	-32.5%	\$4,264,313	-43.0%
Southern	54.88%	28.9%	\$83.49	4.0%	\$45.83	33.9%	59,115	0.1%	32,442	29.0%	\$2,709,069	34.1%
Willamette Valley	44.51%	7.3%	\$85.15	-2.6%	\$37.99	4.3%	75,691	1.5%	33,687	8.8%	\$2,875,315	5.9%

Social Sentiment + Hot Topics (Dec. 19-Jan. 11)

A lot has happened in the three weeks since the last report as Oregon is facing a [post-holiday surge](#) in cases, vaccine distribution problems and continued protests about COVID-19 restrictions and social justice issues.

Most shared/talked about topics in or about Oregon include:

- [The story about a "super-spreader event"](#) in Douglas County that led to two separate COVID-19 outbreaks caused by a single individual who knowingly went to work while sick was widely shared on social media with over 100 million impressions.
- On Monday Jan. 4th, Governor Brown set a goal to administer 12,000 vaccinations per day for the next two weeks. The plan [utilizes the National Guard and drive-through stations](#) and follows two weeks of coverage about [Oregon's slow vaccinate rate](#) (3rd lowest according to a [Bloomberg Analysis](#)).
- The Dec. 21 protest at the Oregon Capitol received significant local attention. In the wake of the mob violence at the U.S. Capitol, the investigation into [Rep. Nearman's role](#) in the Oregon Capitol incident is receiving national attention, becoming one of the most shared FB post by the Oregonian in the past 2 weeks and across other media.
- Governor Brown is easing restrictions on schools and [urged schools to consider opening by February](#). There's significant local chatter about what schools are doing (or what they're not doing) with protests [for](#) and [against](#) schools reopening.



Other interesting articles:

- 11% of Oregonians regularly gather in large groups without masks; 25% would not take the vaccine when offered. This is according to the [new UO survey of 638 people statewide](#).
- Molotov cocktails, other violence at downtown Portland New Year's Eve gathering prompt [police to declare riot](#); Mayor Wheeler [proposed and then walked back](#) his proposal for harsher penalties for protest related vandalism.
- [Rise of the rookie hikers: The pandemic pushed a new wave of people outside, for better or worse](#).
- ["Post-Vaccine Vacation Dreamers Plot to 'Get the Hell Out of Their House'";](#) another article affirming the belief that coronavirus cabin fever is inspiring some big-trip plans for 2021.
- Eagle Creek trail is open; the story was wide shared across all local media and almost immediately, folks started posting about their trips (4 million impressions in just the past week).



@NickKristof
Nicholas Kristof

One of the most gorgeous hiking trails in the West, the Eagle Creek Trail in northern Oregon, has reopened after a forest fire closed it for three years. i've hiked it scores of times since I was a kid, and I can't wait to hike it again! [kptv.com/news/for-the-f...](https://www.kptv.com/news/for-the-f...)

Jan 4, 2021, 9:16 AM

National Trends

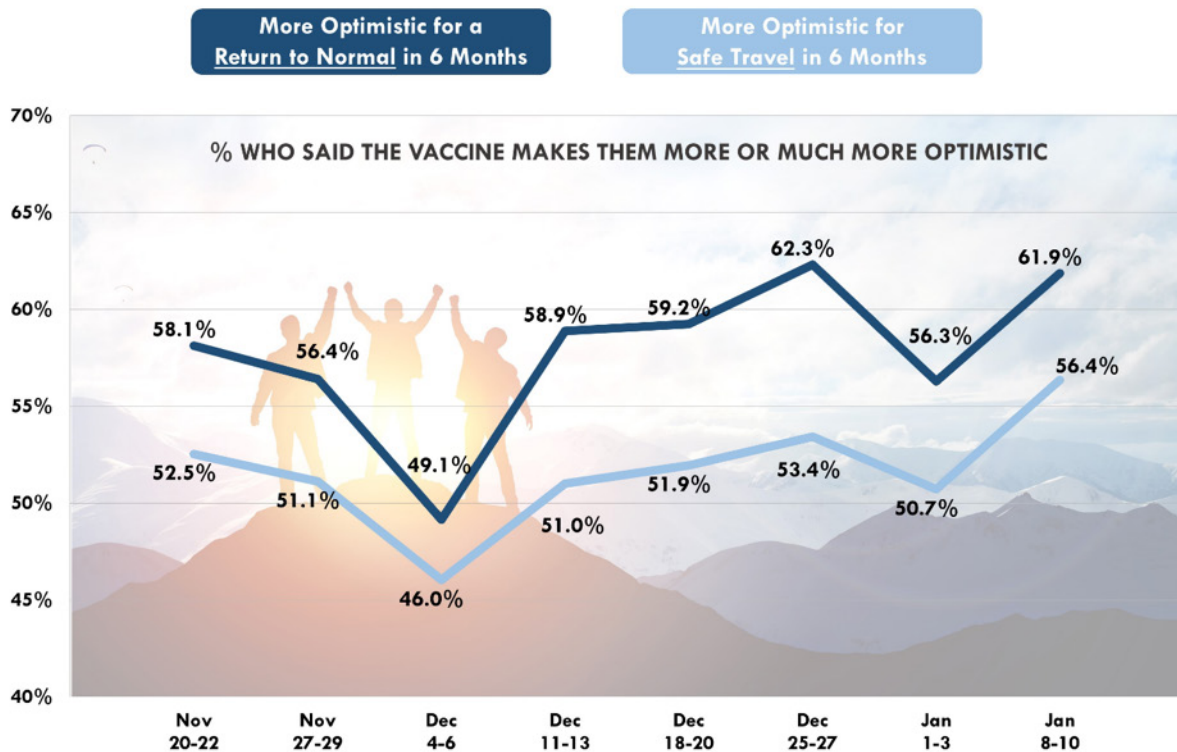
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Highlights from week of January 11:

- The proportion of American travelers who say the vaccines make them more optimistic about life returning to normal in the next six months (61.9%), the proportion who say the vaccines make them more optimistic about being able to safely travel in the next six months (56.4%), and the number of travelers saying they have begun planning and booking trips specifically in anticipation of vaccines being available (33.7%) have all risen.

VACCINES AND OPTIMISM FOR THE NEXT 6 MONTHS

NOVEMBER 20, 2020 – JANUARY 10, 2021



QUESTION 1: DOES RECENT NEWS ABOUT VACCINE DEVELOPMENTS AFFECT YOUR OPTIMISM ABOUT LIFE RETURNING TO NORMAL (OR NEAR NORMAL) IN THE NEXT SIX (6) MONTHS? (SELECT ONE TO FILL IN THE BLANK)

THE VACCINE NEWS HAS MADE ME _____ ABOUT LIFE RETURNING TO NORMAL (OR NEAR NORMAL) IN THE NEXT SIX MONTHS.

QUESTION 2: DOES RECENT NEWS ABOUT VACCINE DEVELOPMENTS AFFECT YOUR OPTIMISM ABOUT BEING ABLE TO TRAVEL SAFELY IN THE NEXT SIX (6) MONTHS? (SELECT ONE TO FILL IN THE BLANK)

THE VACCINE NEWS HAS MADE ME _____ ABOUT BEING ABLE TO TRAVEL SAFELY IN THE NEXT SIX MONTHS.

(Base: Wave 37-44 data. All respondents, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206 and 1,225 completed surveys.)

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- This week, an average of 50.1% perceive the travel and leisure activities as unsafe, which is the lowest it has been since March 15th. More Americans are confident they can travel safely now, rising to 31.8% from 24.7% last week.

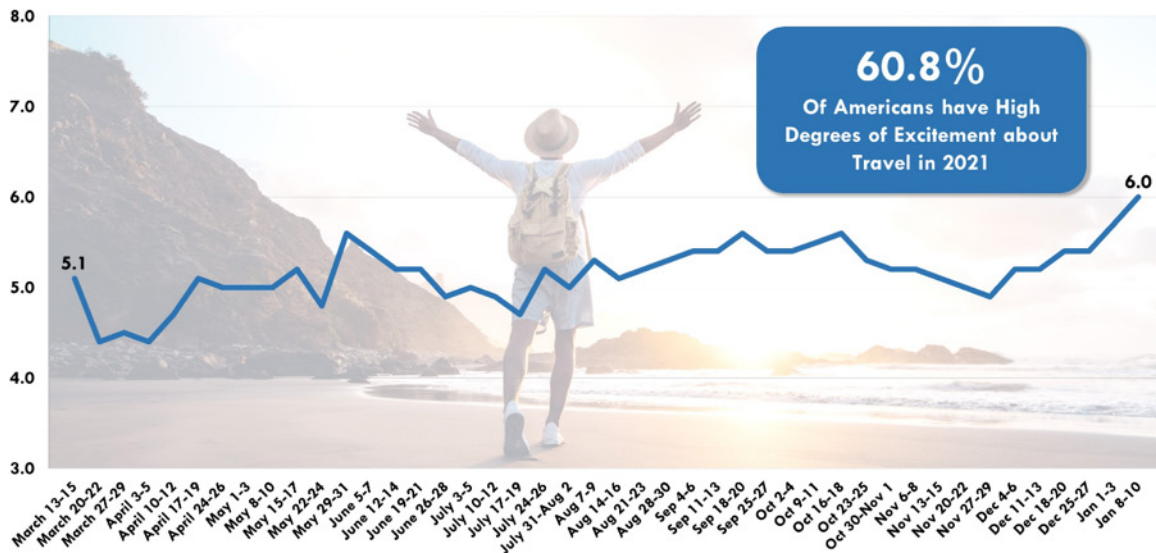
- Americans' openness to travel inspiration reached a pandemic-period peak, measuring 6.0 on a scale of 0-10. Those in a travel readiness state-of-mind soared nearly 12 percentage points to 58.6%, also the highest it has been in the pandemic. Excitement levels about travel in 2021 grew to 6.1 from 5.8 last week.

OPENNESS TO TRAVEL INSPIRATION

MARCH 13, 2020 – JANUARY 10, 2021



OPEN TO TRAVEL INSPIRATION (AVERAGE SCORE ON AN 11-POINT SCALE)



QUESTION: AT THIS MOMENT, HOW INTERESTED ARE YOU IN LEARNING ABOUT NEW, EXCITING TRAVEL EXPERIENCES OR DESTINATIONS TO VISIT?

(Base: Waves 1-44. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 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, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206 and 1,225 completed surveys.)

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- As Americans plan their travel for 2021, July is still the peak month, with 27% saying they have at least tentative plans to travel then. 43.0% of all American travelers say discounts and price cuts can motivate them to take a trip they had not previously considered—a 43-week high.

- When it comes to travel in the next three months, more Americans are seeing this as a reality. This week, 48.9% say they will take at least one leisure trip in the next 12 weeks, up from 37.5%. Of those Americans who will travel, they anticipate 1.7 overnight trips on average, largely within 250-miles of where they live.

AMERICAN TRAVEL IN THE NEXT 3 MONTHS AS OF JANUARY 10, 2021

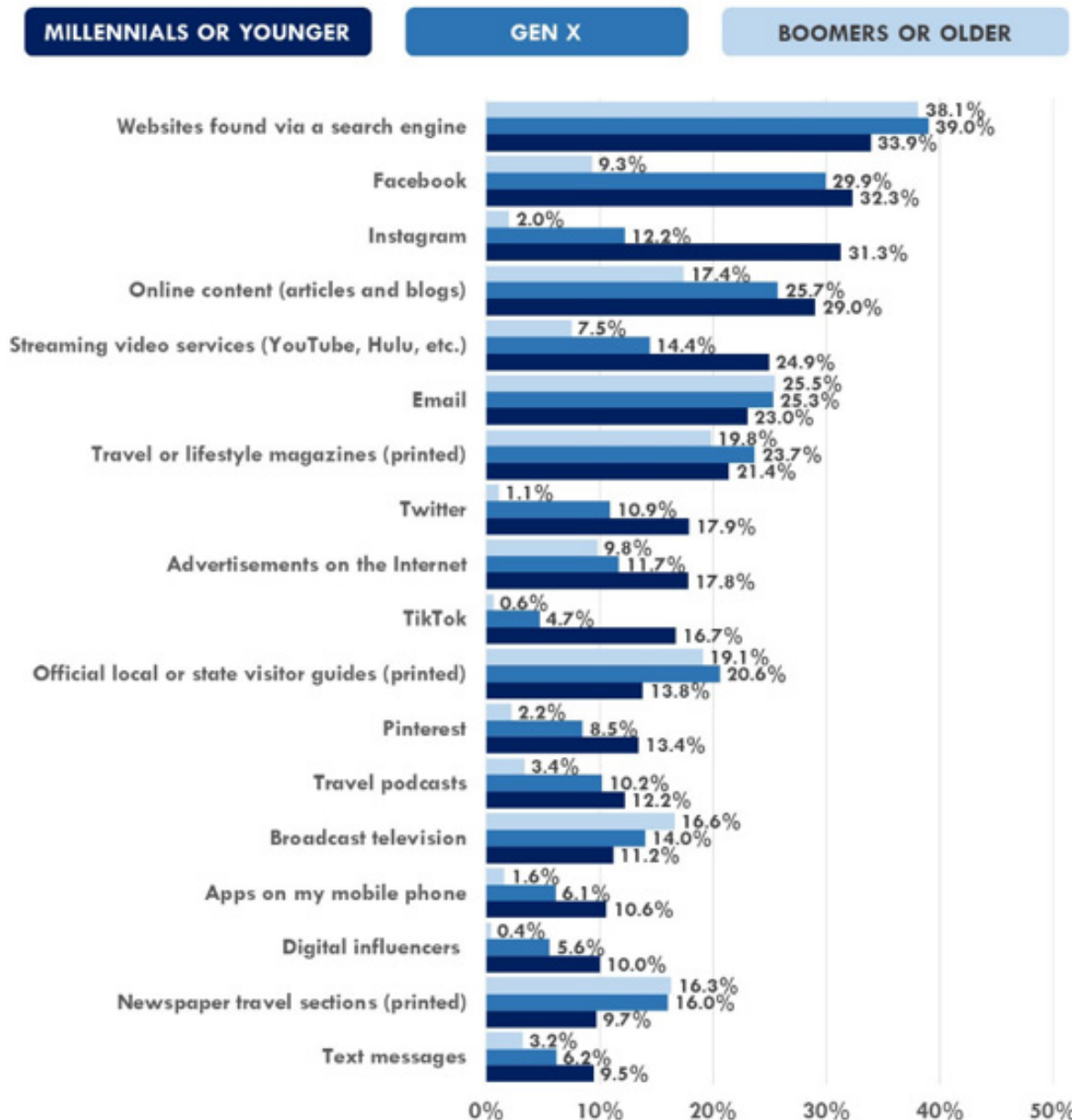


OF THOSE TRAVELING IN NEXT 3 MONTHS



- With the important increase in Americans' desire for travel inspiration, content found through search engines, email and travel/lifestyle magazines are good bets for travel marketers across generations, while streaming video services and social media are also key for inspiring younger travelers.

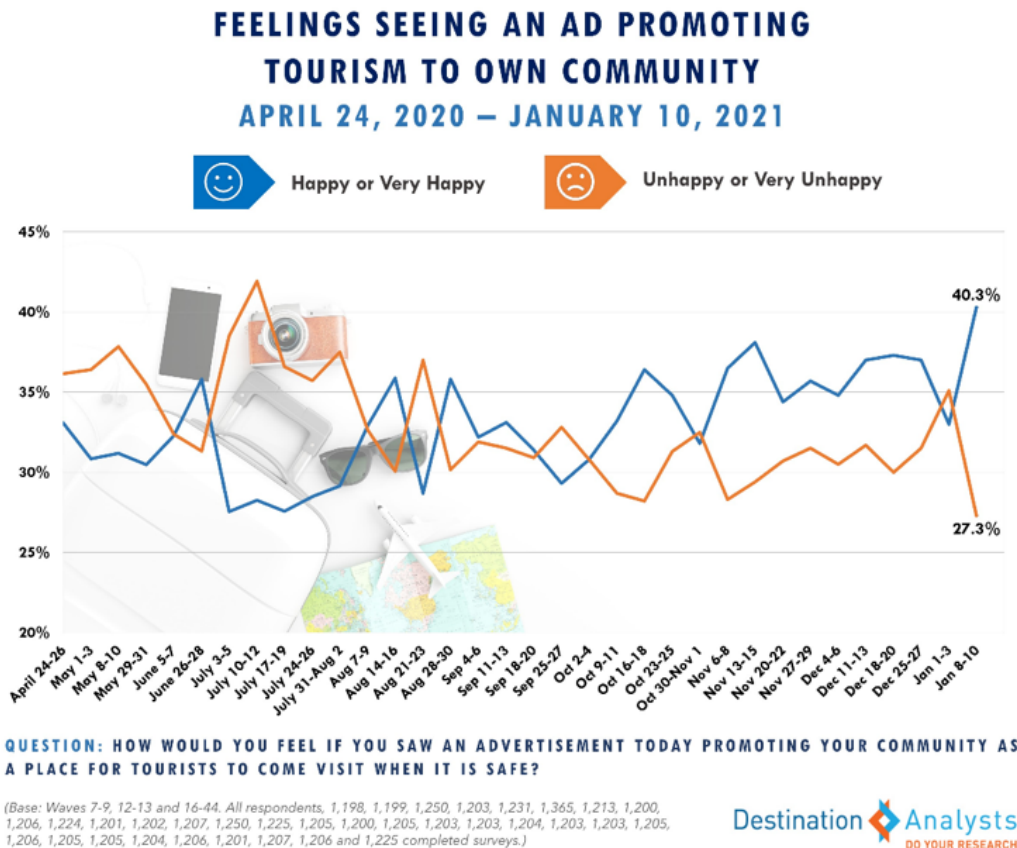
CHANNELS AMERICANS FEEL RECEPTIVE TO TRAVEL MARKETING IN—BY GENERATION AS OF JANUARY 10, 2021



QUESTION: PLEASE THINK ABOUT HOW TRAVEL DESTINATIONS COULD BEST REACH YOU WITH THEIR MESSAGES RIGHT NOW. WHERE WOULD YOU GENERALLY BE MOST RECEPTIVE TO LEARNING ABOUT NEW DESTINATIONS TO VISIT? (PLEASE SELECT ALL THAT APPLY)

(Base: Waves 44 data. All respondents, 1,225 completed surveys.
Data collected December 8-10, 2021)

- While 53.5% still do not want visitors to their communities right now, a high of 40.3% said they would be happy if they saw an advertisement promoting their community as a place for tourists to come visit when it is safe.



Visitation Trends | U.S. Ski Destinations (November 2020 – January 2021)

In partnership with Rove Marketing and Uber Media, U.S. Travel's [exclusive dashboard](#) monitors 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.

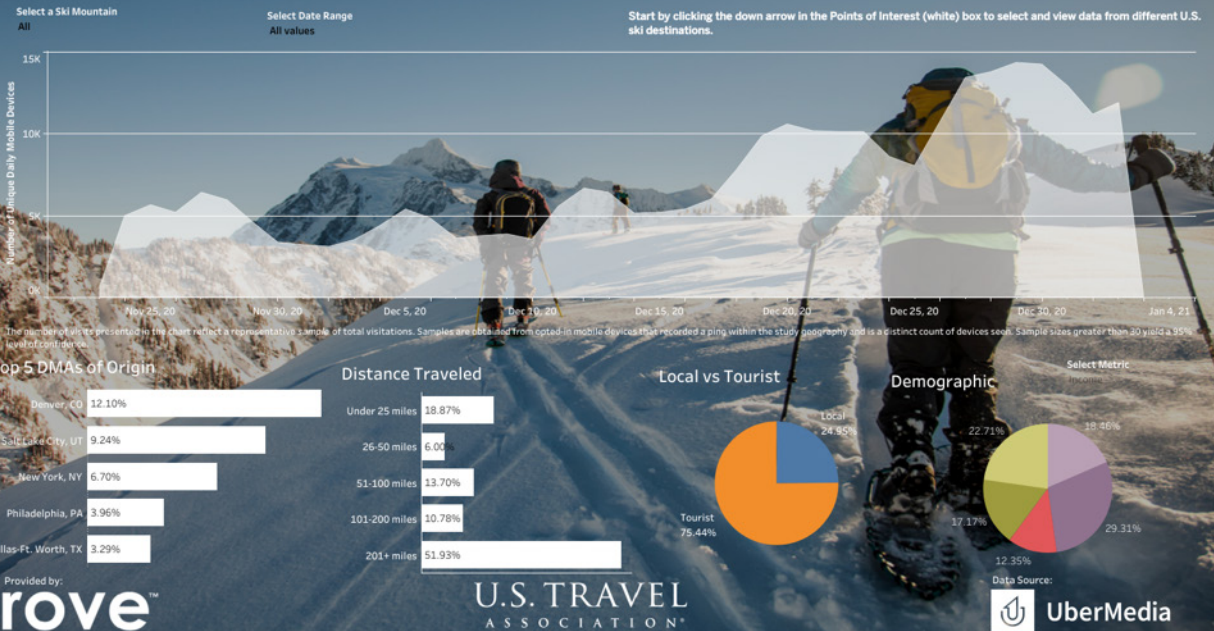
You can access the 2019/2020 ski season dashboard [here](#).

2020/2021 Ski Season Visitation Trends: U.S. Ski Destinations

This dashboard monitors daily unique mobile devices across various U.S. ski destinations, providing origin market, distance traveled, and demographics to help destinations better understand American travel trends related to ski destinations in the U.S.

For more information, please visit <http://www.ubermarketing.ca/covidrecovery>

Start by clicking the down arrow in the Points of Interest (white) box to select and view data from different U.S. ski destinations.

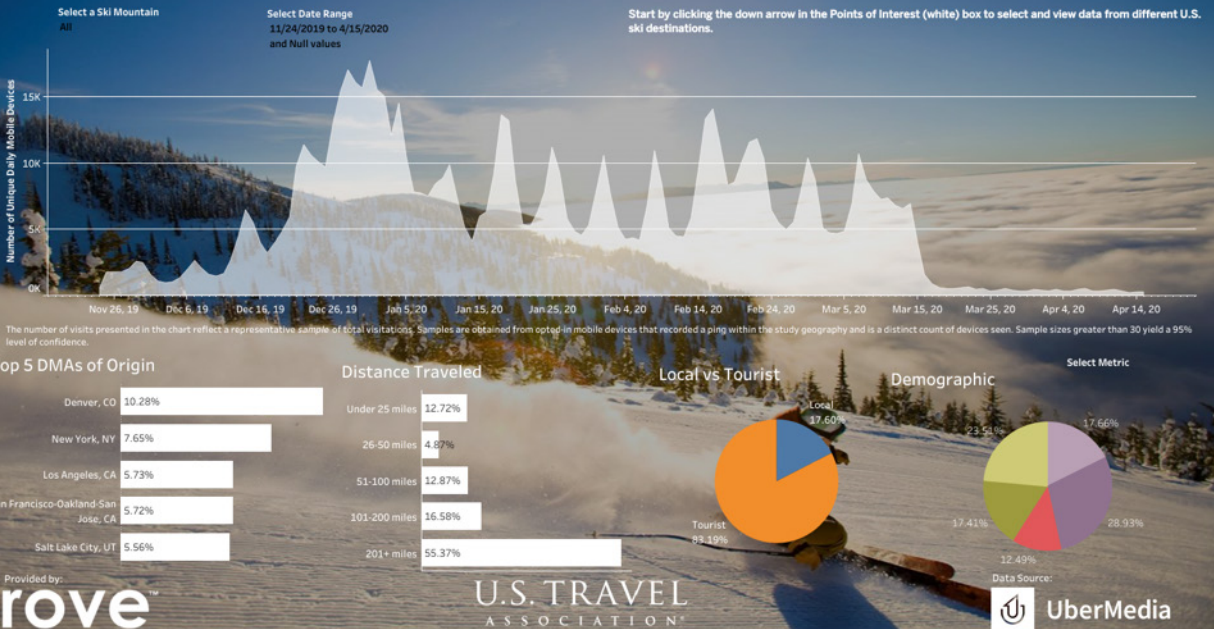


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Longwoods International COVID-19 and Travel Sentiment Study

New Year brings New Optimism as several key travel sentiment indicators have shown improvement in the first survey of 2021! Here is your first look at the latest summary via release and highlight slides of our ongoing American Traveler Sentiment survey.

Highlights from January 12:

- 51% of American Travelers report that their first trip this year will be to visit friends and relatives! (The vast majority of this will be by car.)
- Only 9% of American Travelers indicated that they do not currently have travel plans for 2021.
- 63% of American Travelers have plans to travel in the next six months, up from 57% (+6%) back in mid-December.
- Only 35% have completely cancelled upcoming travel plans due to the pandemic, down from 41% (-6%) in mid-December.
- 41% of Americans now support opening up their community to visitors, up from 32% (+9%) in early December.

Research and Analytics Resources

COVID-19 Impacts on the Outdoor Recreation Economy: <https://recreationroundtable.org/covid-19-impacts-survey/>

<https://ttra.com/resources/covid-19-travel-and-tourism-research-resources/>

<https://str.com/event/covid-19-webinar-us-canada-hotel-weekly-performance-analysis>

<https://www.mmgyglobal.com/covid-19/>

<https://www.ustravel.org/toolkit/covid-19-travel-industry-research>

<https://keydatadashboard.com/covid-19-impact-report-on-short-term-vacation-rentals-in-oregon/>

<https://covid19.ubermedia.com/>

<http://hotelnewsnow.com/data-dashboard>

If you have any questions, please direct them to: ladan@traveloregon.com