

TOURISM RESEARCH UPDATE

CHATTANOOGA TOURISM CO.

November 12, 2020

CHATTANOOGA
TOURISM CO.

Overview

Chattanooga Tourism Co. and the Chattanooga Chamber are tracking the latest data on the impacts of COVID-19 on the Hamilton County Tourism Community.

This deck includes the latest tourism recovery indicators and accommodations data.

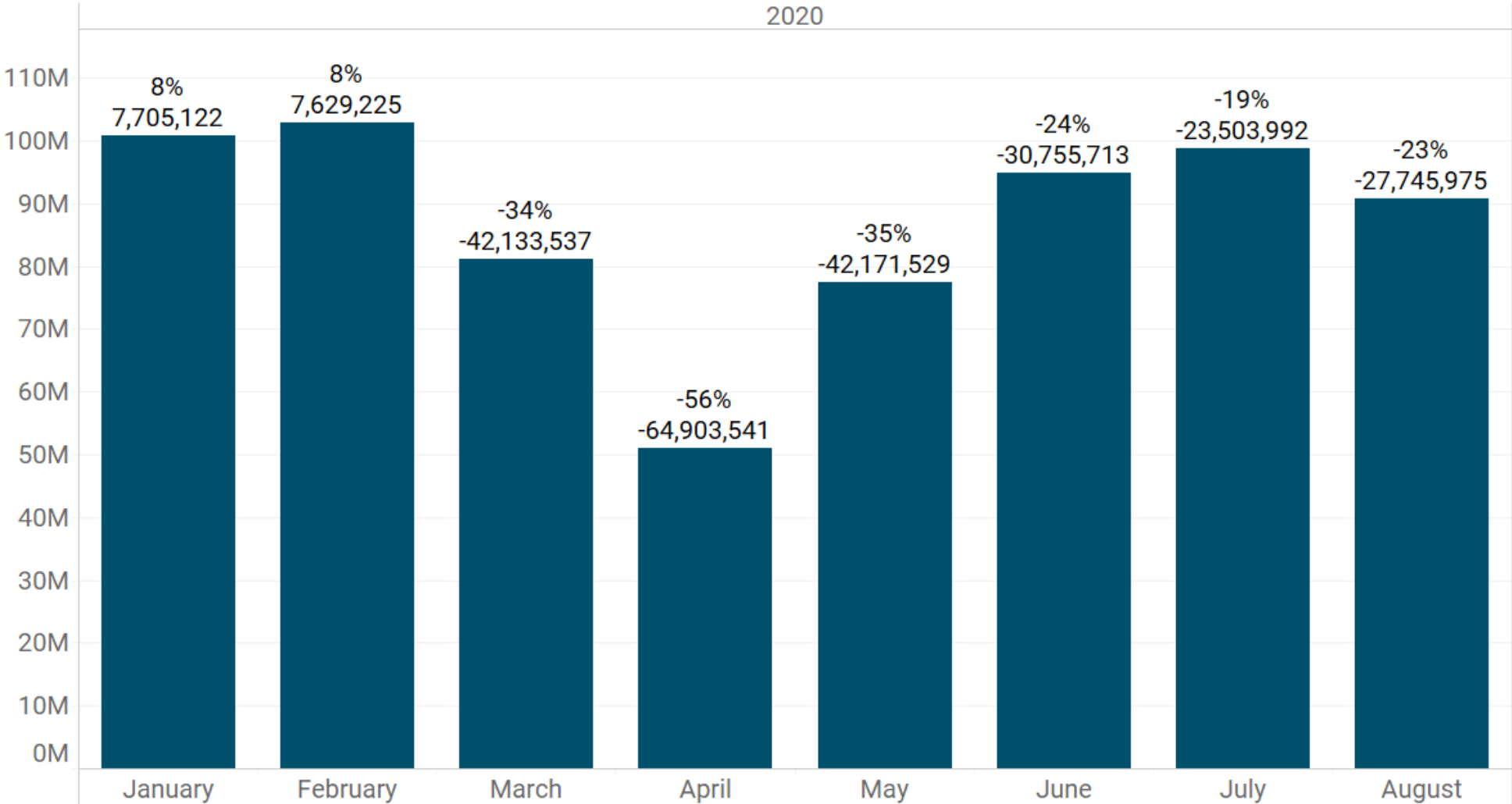
A new deck will be released EOD each Thursday.

Research Summary

- Research from the State of TN shows Hamilton County's recovery has outpaced the other cities in the state
- Chamber research showing improvements in jobs numbers
- Chattanooga led the state in Amusement spending recovery

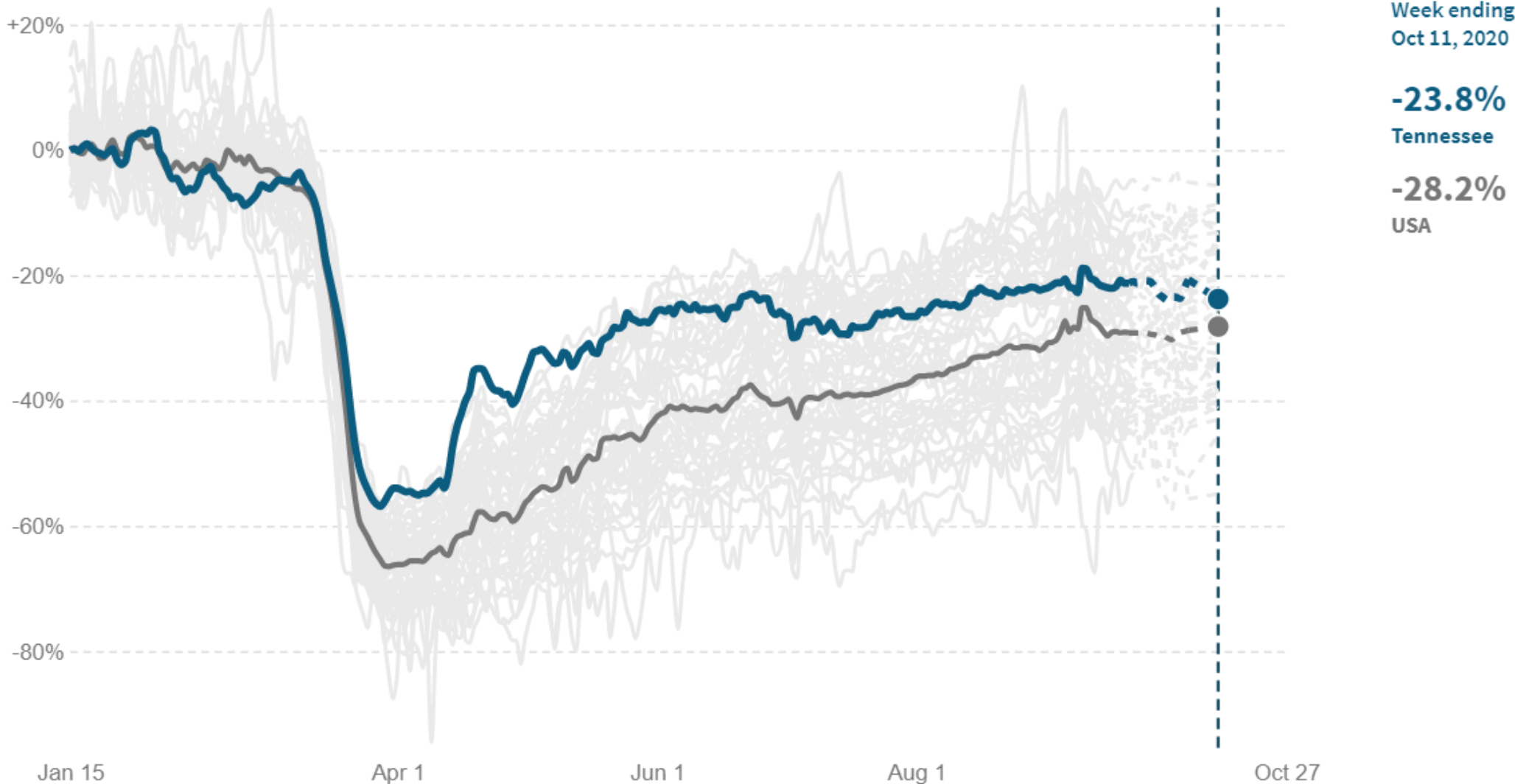
Tax revenue is rebounding but still recovering

LEISURE & HOSPITALITY S&U TAX COLLECTIONS AND YOY % CHANGE



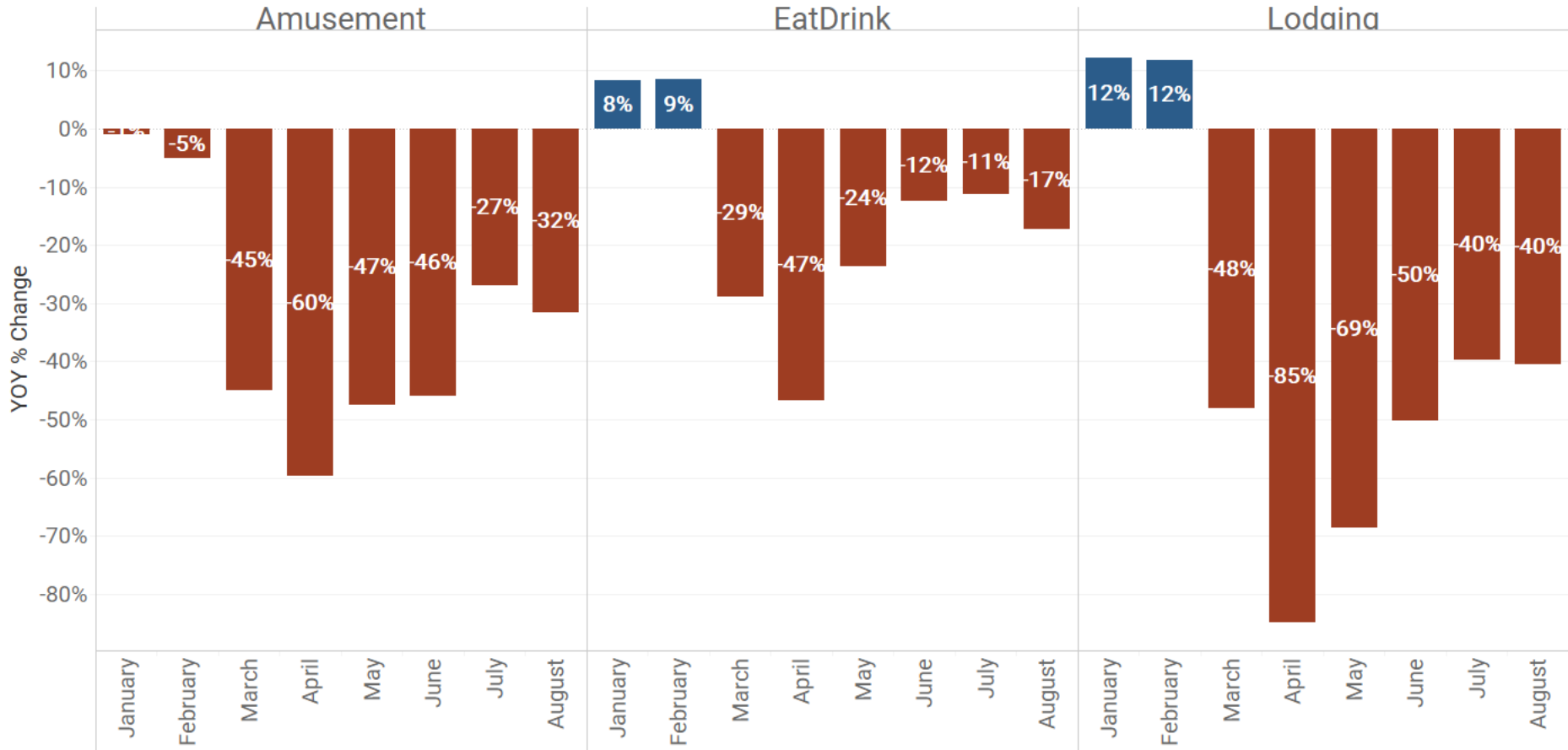
Restaurant and hotel spending exceeds national average

In **Tennessee**, as of **October 11 2020**, restaurant and hotel spending by all consumers **decreased** by **23.8%** compared to January 2020.



Lodging recovery lags behind

LEISURE & HOSPITALITY S&U TAX COLLECTIONS YOY % CHANGE

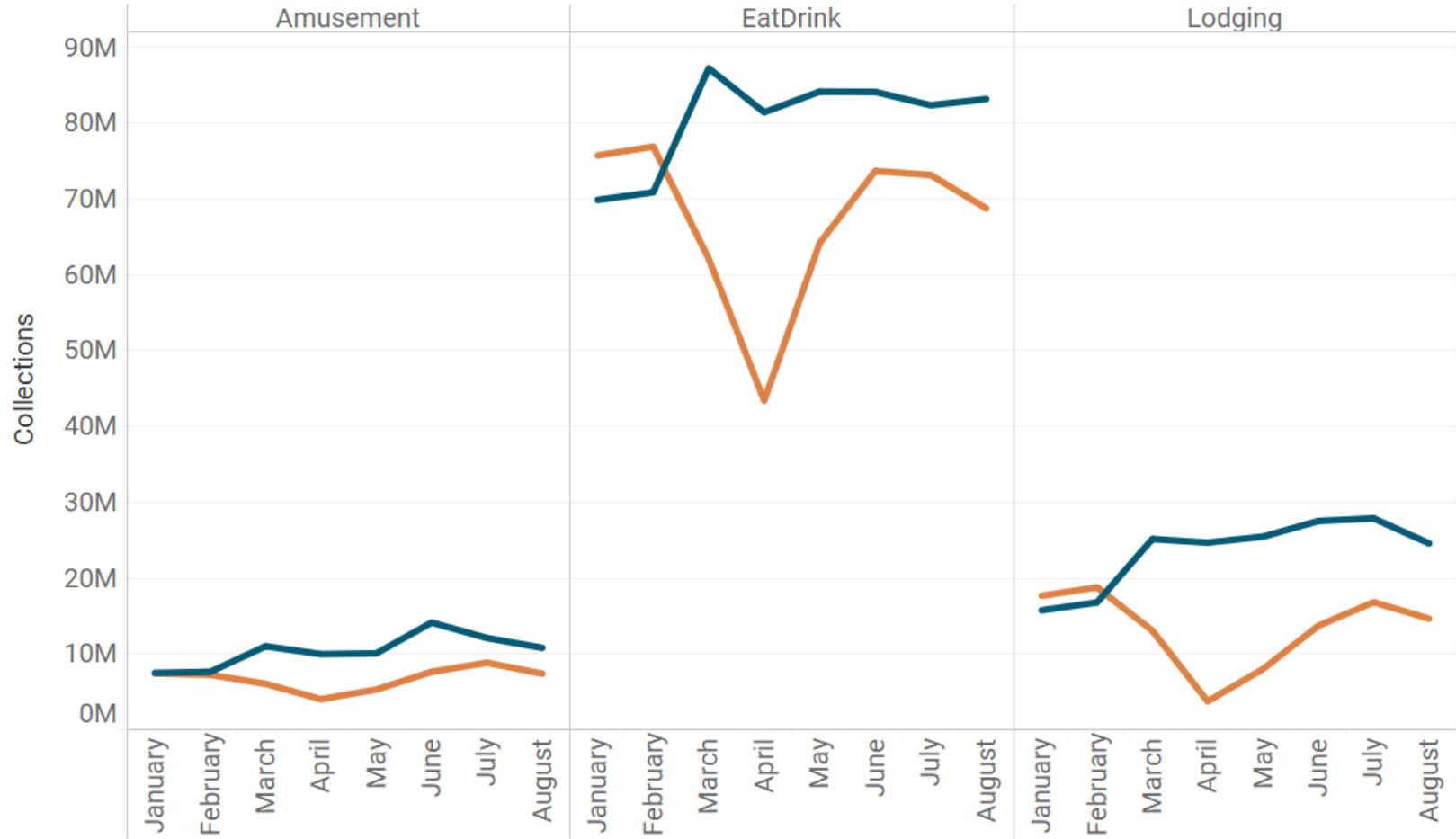


YOY % Change
 -85% 85%



Eating and drinking places recovered more quickly

LEISURE & HOSPITALITY S&U TAX COLLECTIONS TOTAL

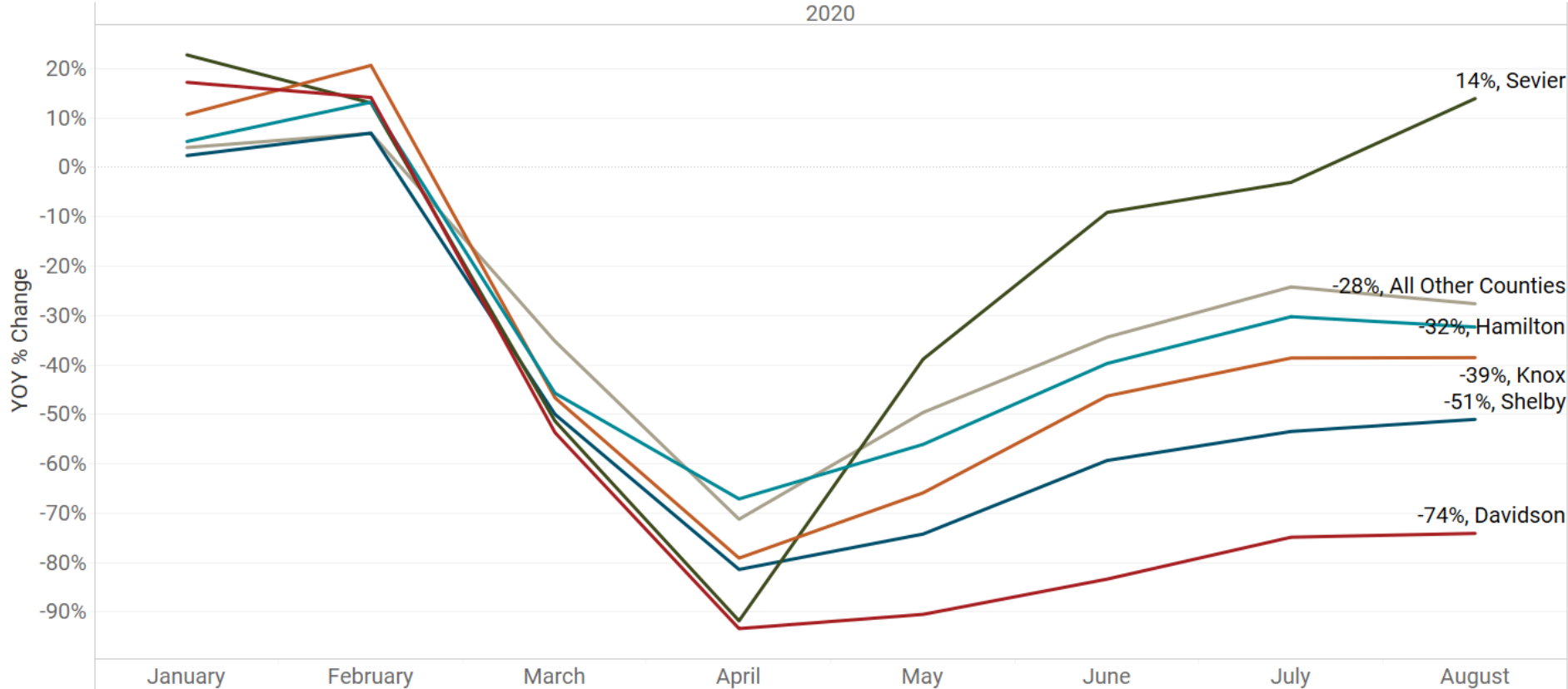


Year of Date
 ■ 2019
 ■ 2020



East recovering more quickly than Middle or West

LODGING - YOY % CHANGE S&U TAX COLLECTIONS

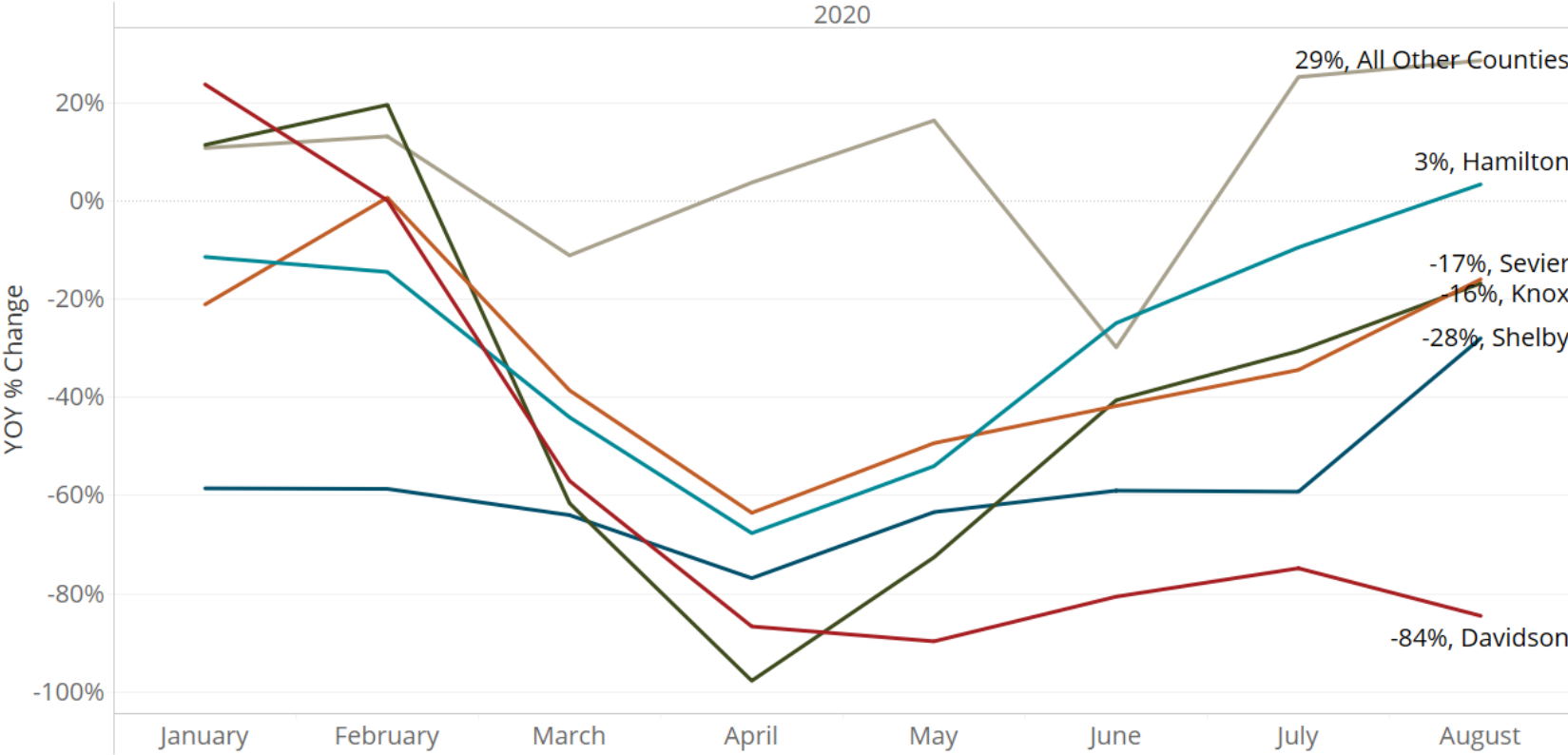


- County (group)
- Davidson
- Hamilton
- Knox
- Sevier
- Shelby
- All Other Counties



East recovering more quickly than Middle or West

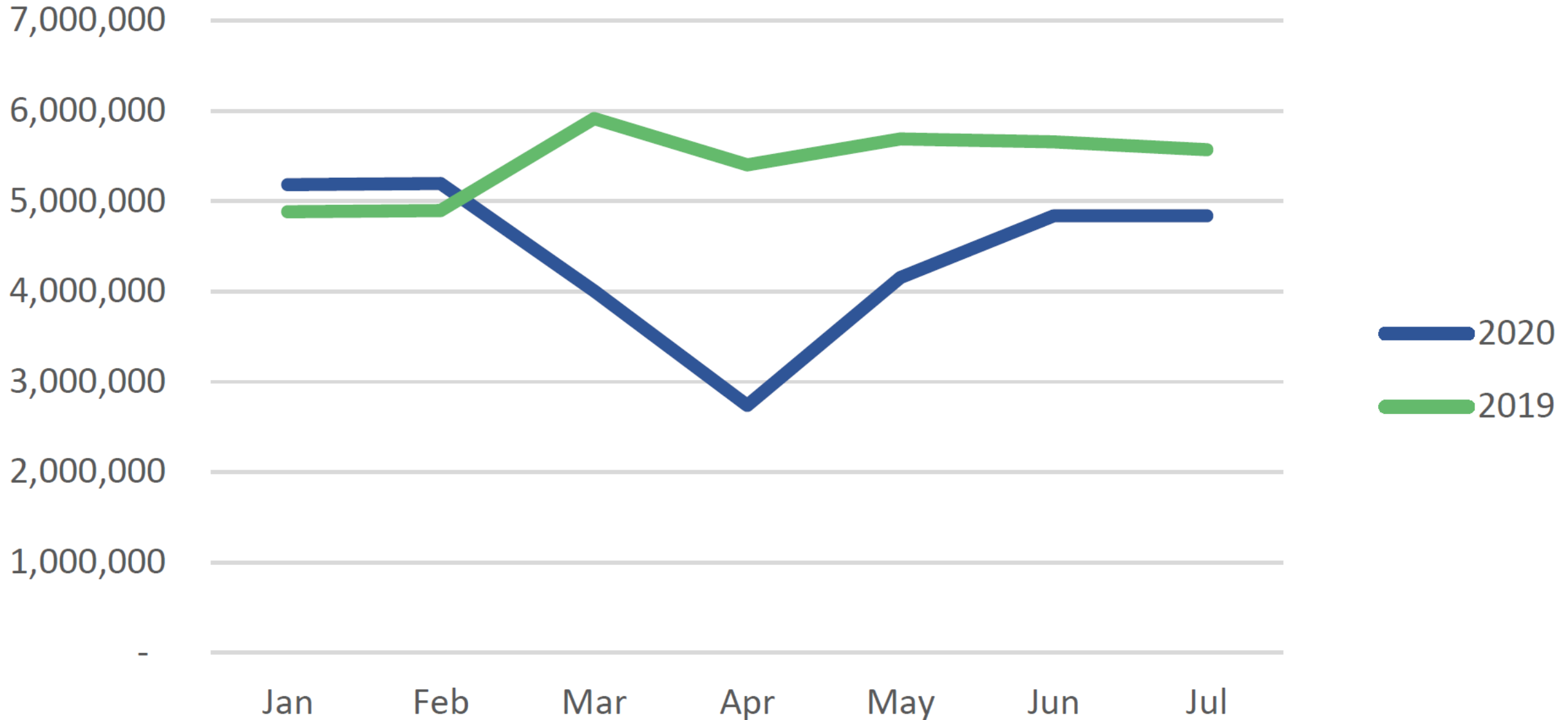
AMUSEMENT - YOY % CHANGE S&U TAX COLLECTIONS



- County (group)
- Davidson
 - Hamilton
 - Knox
 - Sevier
 - Shelby
 - All Other Counties

Food & Beverage

-18.6%



Chattanooga

VS

Others

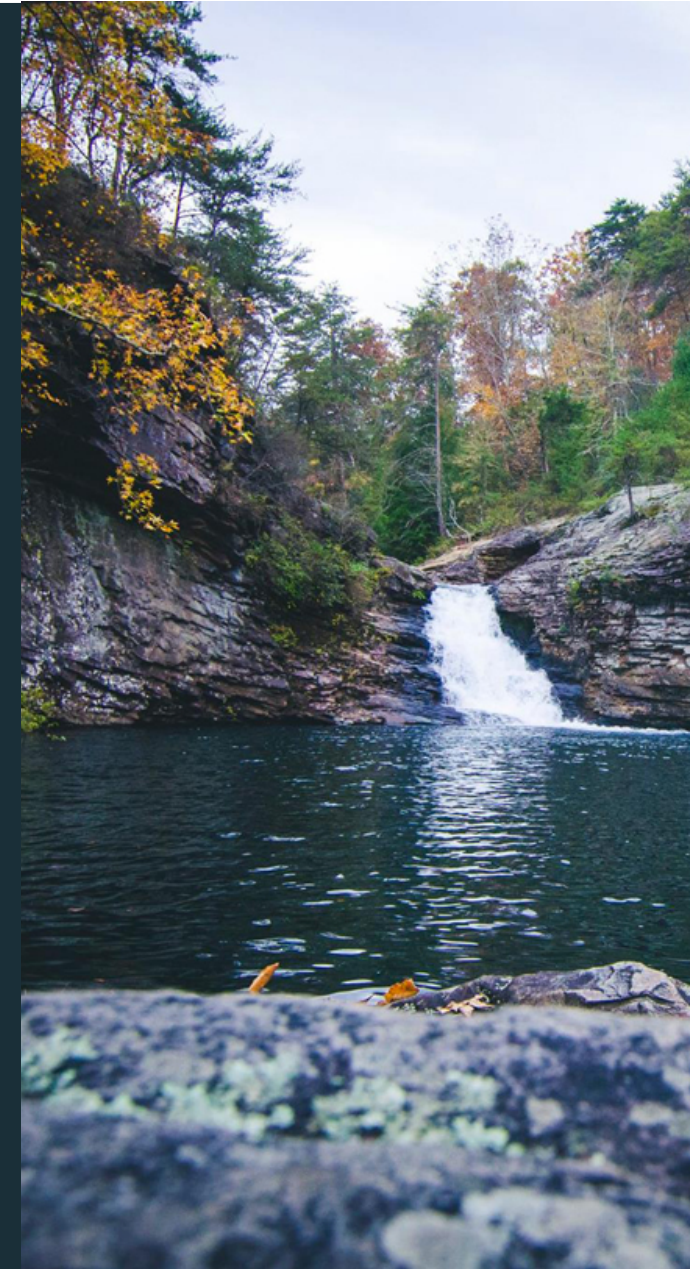
Hotel Demand

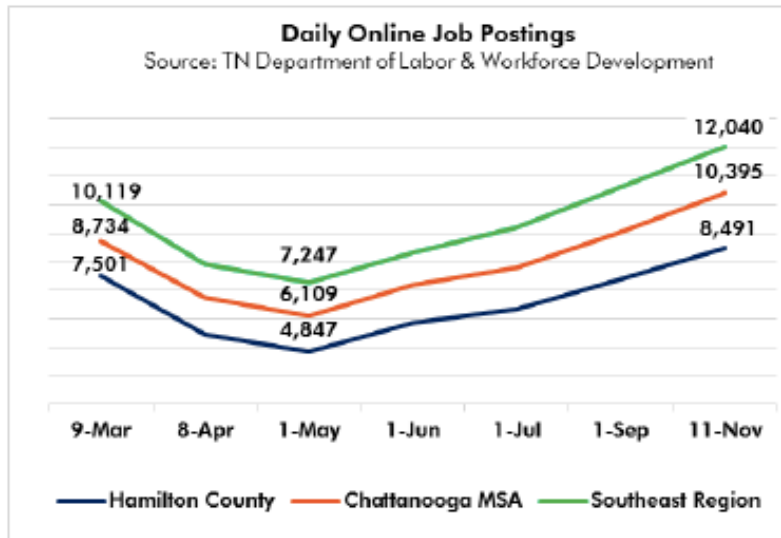
through Aug 31

Source: STR

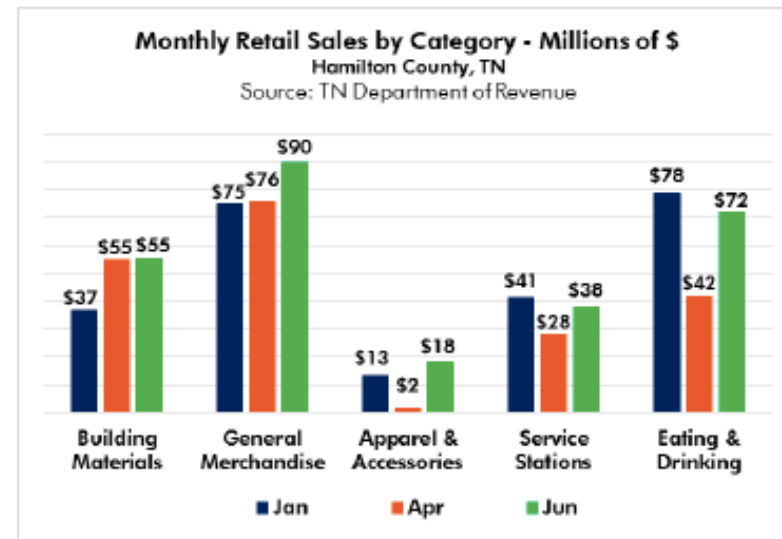
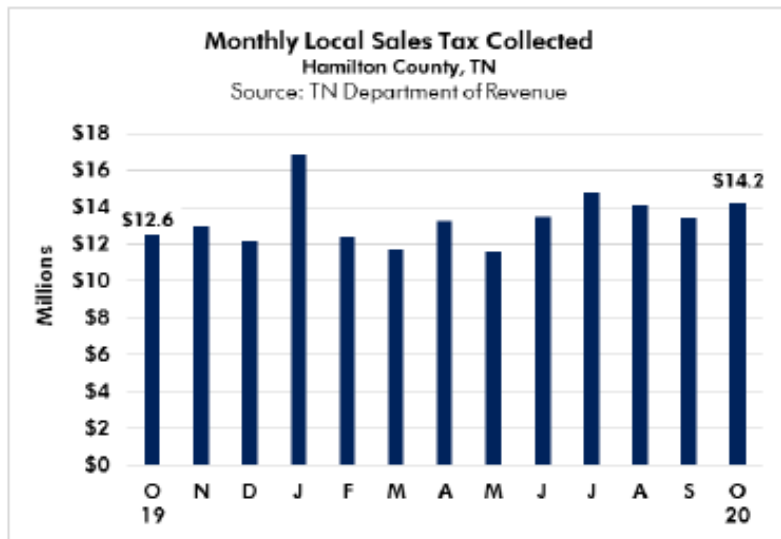
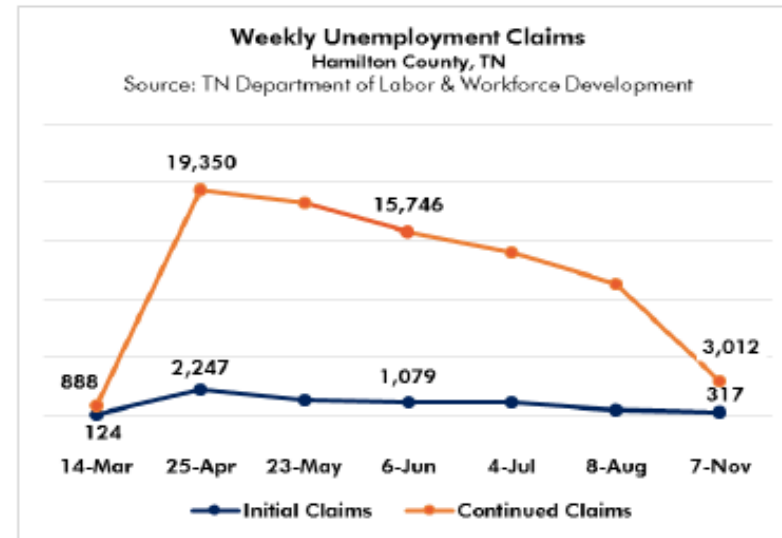
	Room Sold
United States	-37.1
Chattanooga, TN	-20.7
Asheville, NC	-39.5
Atlanta, GA	-33.8
Birmingham, AL	-31.0
Charleston, SC	-35.5
Knoxville, TN	-31.3
Nashville, TN	-42.2
Orlando, FL	-54.1
Gatlinburg/Pigeon Forge, TN	-32.7
Greenville, SC	-31.3
Savannah, GA	-32.5
Lexington, KY	-42.1
Huntsville, AL	-27.4

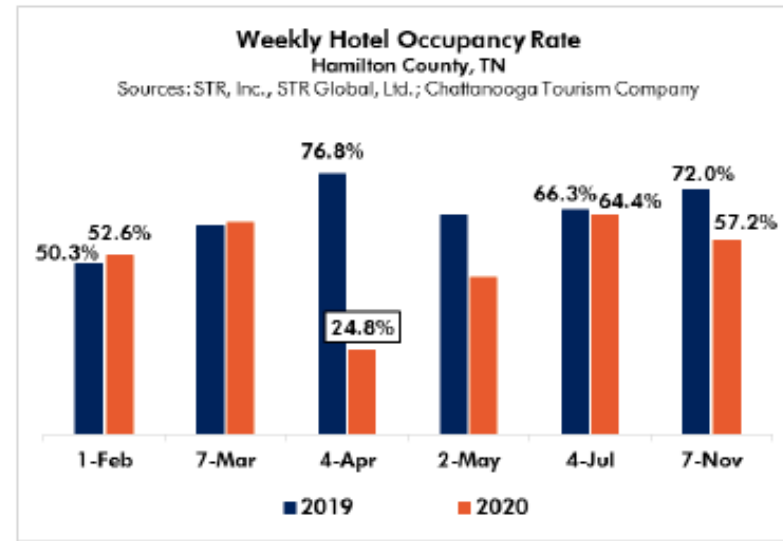
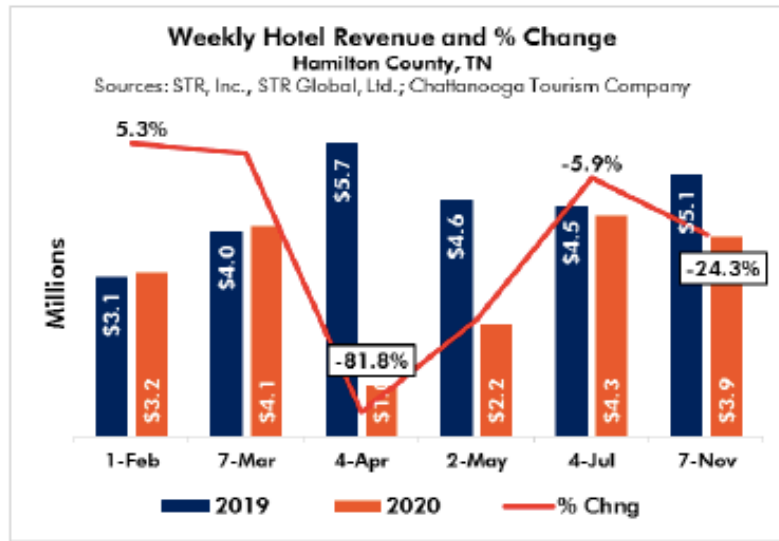
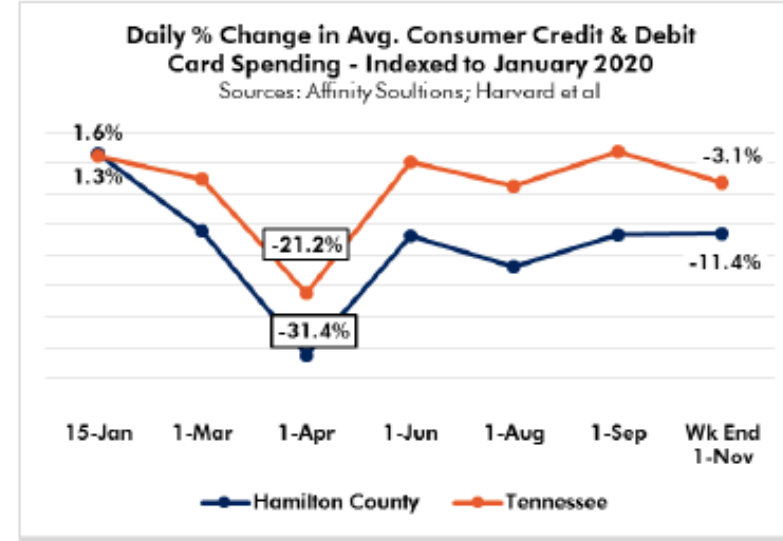
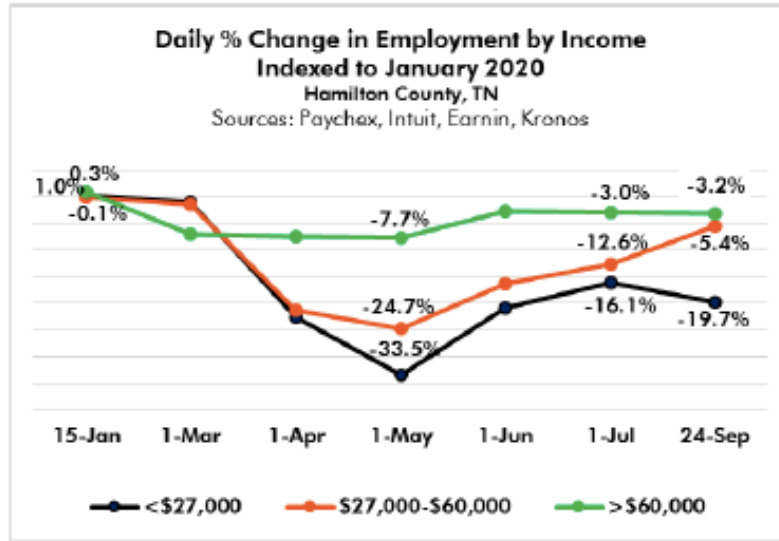
CHAMBER COLLECTED COVID IMPACT DATA





Southeast Region includes the following counties: Bledsoe, Bradley, Grundy, Hamilton, McMinn, Marion, Meigs, Polk, Rhea and Sequatchie





Daily Social Distancing Scoreboard

Hamilton County, TN

Source: Unacast

Composite Score		F
Reduction in Average Mobility (Based on Distance Traveled)	Less than 25%	F
Reduction in Non-Essential Visits	Less than 55%	F
Reduction in Potential Human Encounters (Compared to National Baseline)	Less than 40%	F

Methodology available: unacast.com, data as of 11-Nov

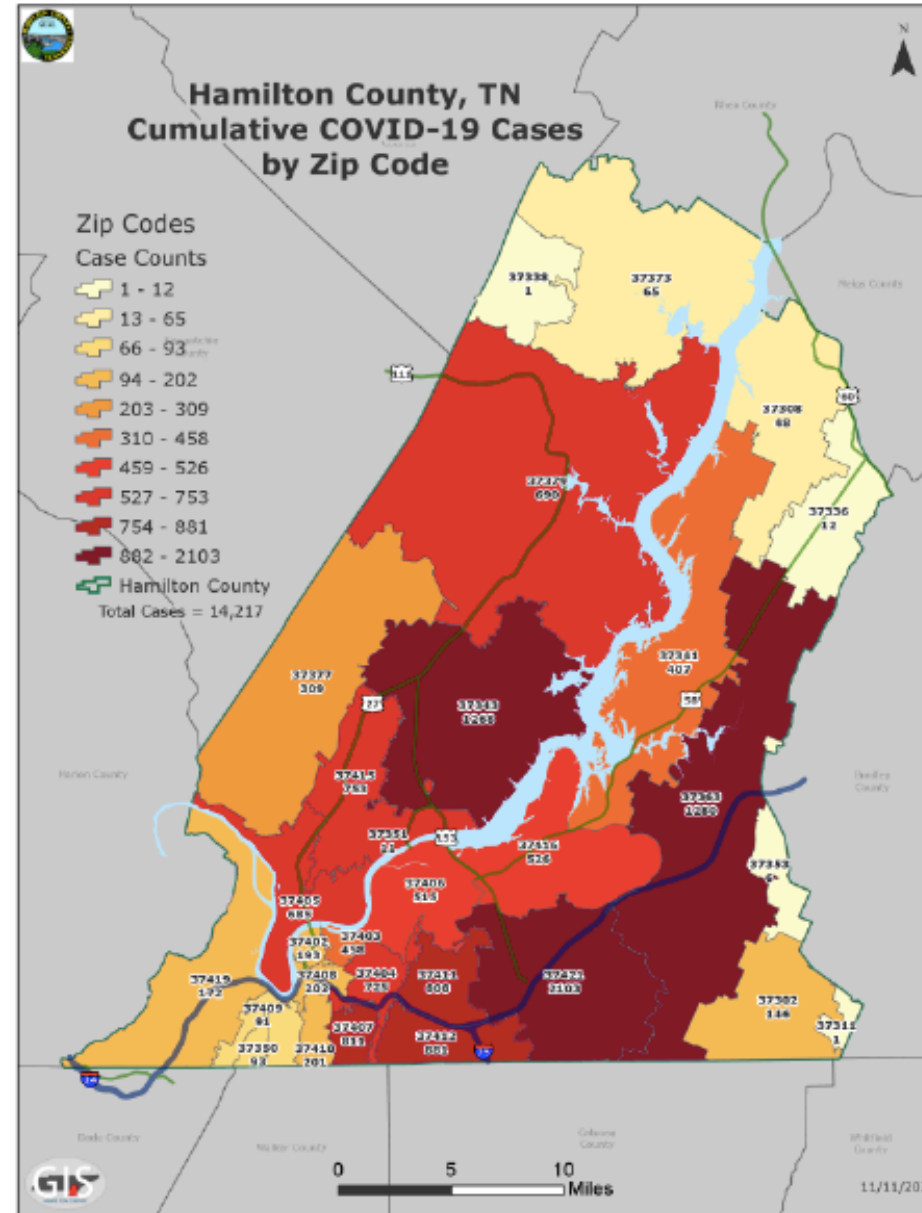
Daily COVID-19 Testing and Outcomes

Hamilton County, TN

Source: Hamilton County Department of Health

	As of 8-Apr*	As of 11-Nov	Change 8-Apr-11-Nov
Positive	97	14,217	14,120
Deaths	9	119	110
Positive Cases - Demographics			
Male	55	6,801	6,746
Female	42	7,403	7,361
Unknown	0	13	13
White	74	8,244	8,170
Black	18	2,689	2,671
Asian	3	188	185
Other	1	745	744
Unknown	1	2,351	2,350
Hispanic	4	2,381	2,377
Non-Hispanic	92	11,387	11,295
Unknown	1	449	448
0-10 years old	3	982	979
11-20	2	2,128	2,126
21-30	6	3,169	3,163
31-40	10	2,343	2,333
41-50	19	1,931	1,912
51-60	22	1,699	1,677
61-70	18	1,077	1,059
71+	17	854	837
Unknown	0	34	32

*Benchmark: Hispanic ethnicity first published



●13-Mar - first known case of COVID-19 reported

●1-Jul - 22-Nov - mask mandate in effect

Contact

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For accommodations data

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Miriam Hamilton, Chattanooga Chamber

For economic indicators

An aerial photograph of Chattanooga, Tennessee, at dusk. The Chattanooga-Chickamauga Bridge, a large steel truss bridge with stone piers, spans the Tennessee River. The city skyline is visible in the background, with various buildings and a stadium. In the foreground, there is a green park area with a circular path and a red-tiled area. The sky is a mix of blue and orange, with some clouds.

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