

TOURISM RESEARCH UPDATE

CHATTANOOGA TOURISM CO.

May 21, 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.

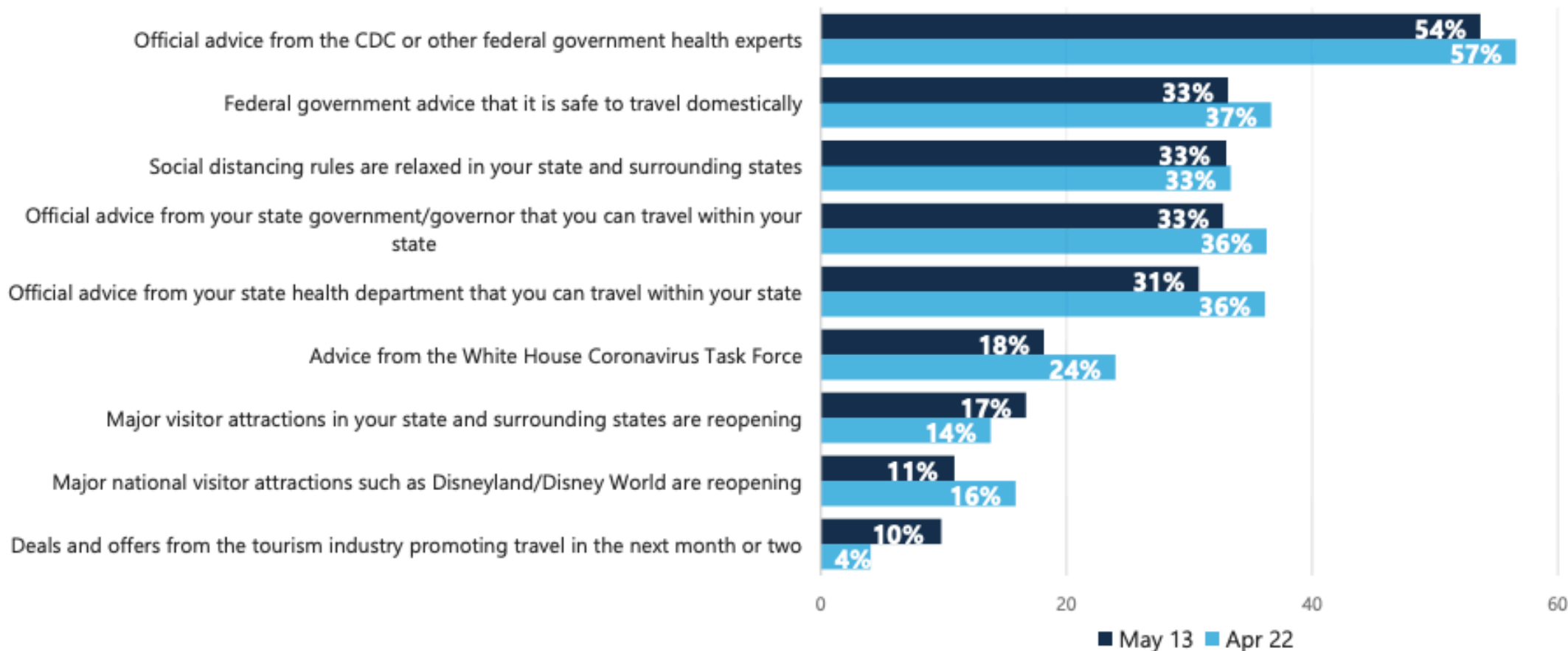
A new deck will be released EOD each Thursday.

DATA SUMMARY

- Re-Opening of attractions and seeing others travel is key to getting visitor economy going
- 2/3rds population neutral or comfortable with travel and welcoming visitors
- Sharp rise in planned June Road Trips
- Planning has begun for next trips
- Sharp rise in short-term hotel booking for families
- Ratio of positive tests to overall testing continues to decline in TN

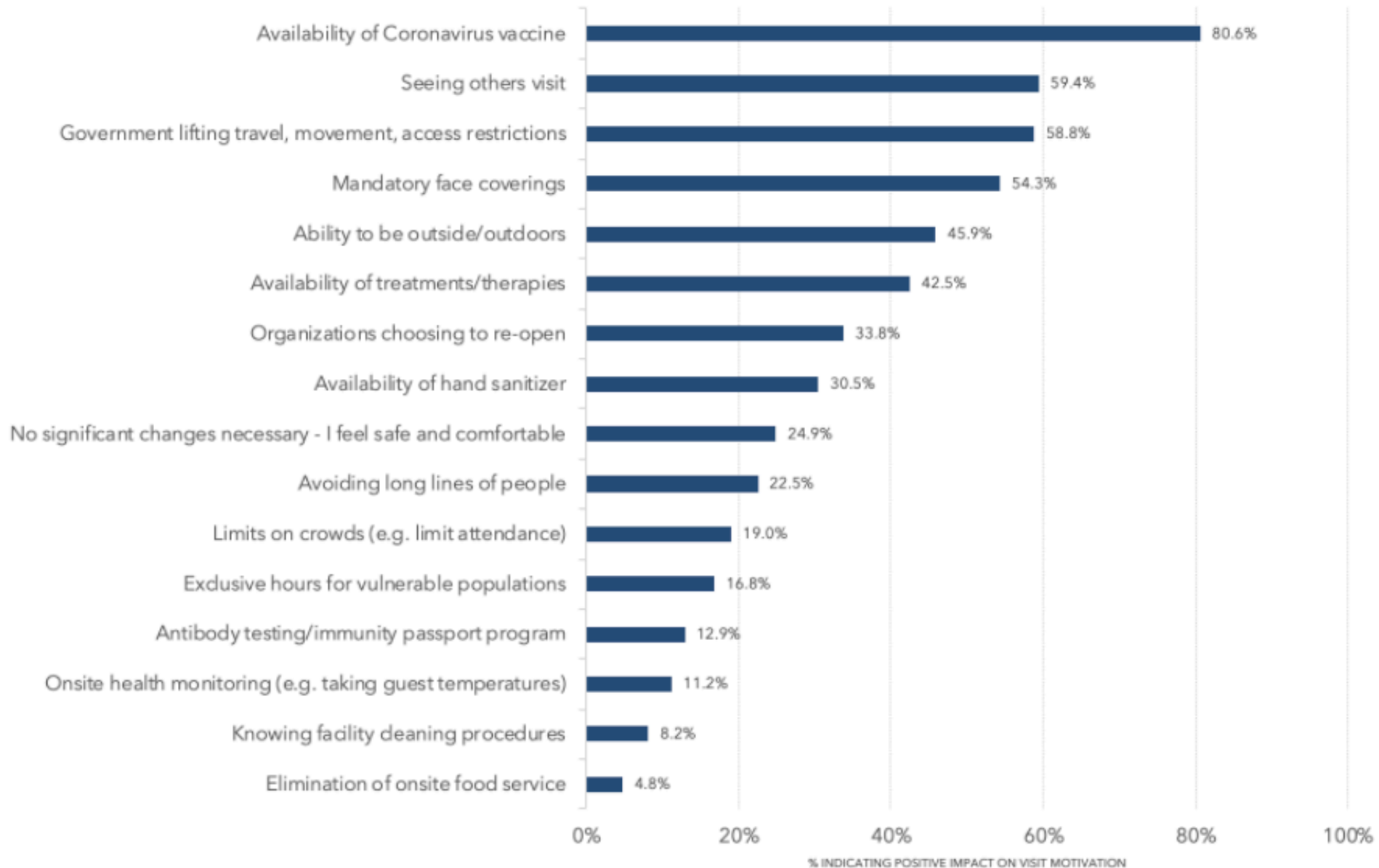
IMPACT ON TRAVEL PLANS

Information/Cues Indicating it is Safe to Plan Domestic U.S. Travel – Comparison

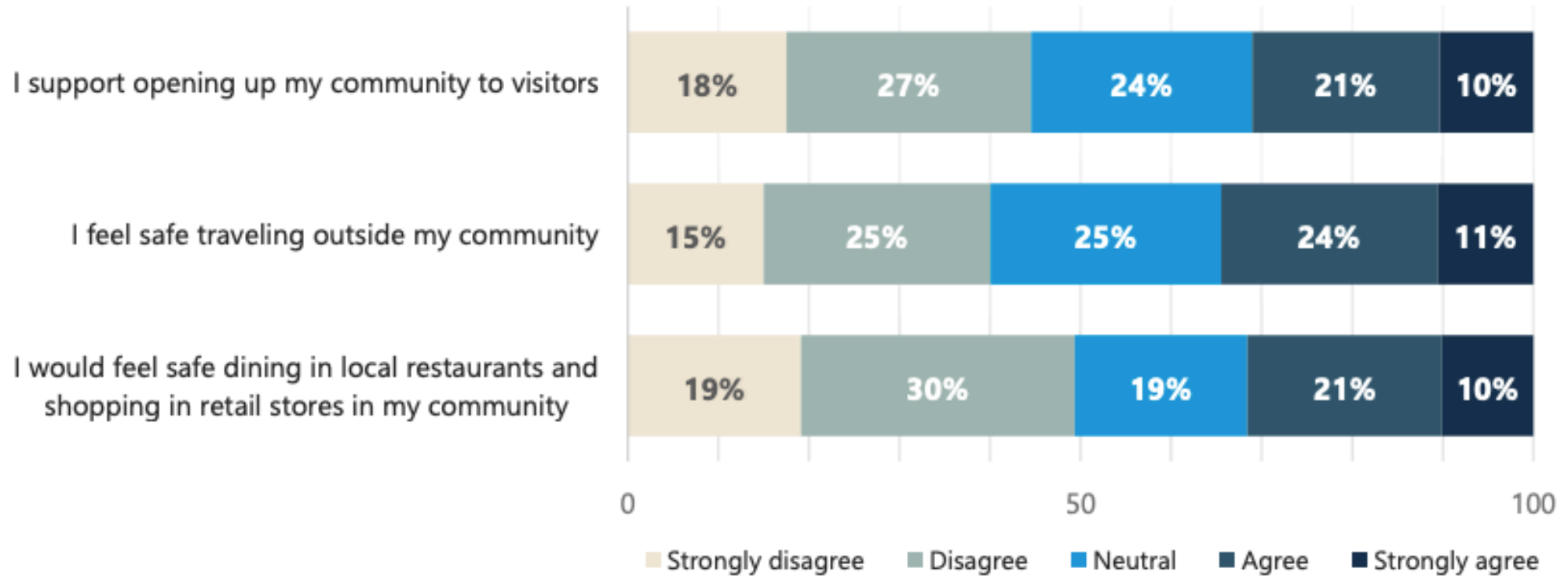


“What would make you feel safe and comfortable going to a museum, aquarium, theater, zoo, or concert again?”

As of 18 May 2020, multiple choice, select all that apply, choices populated by lexical analysis



Perceptions of Safety and Travel



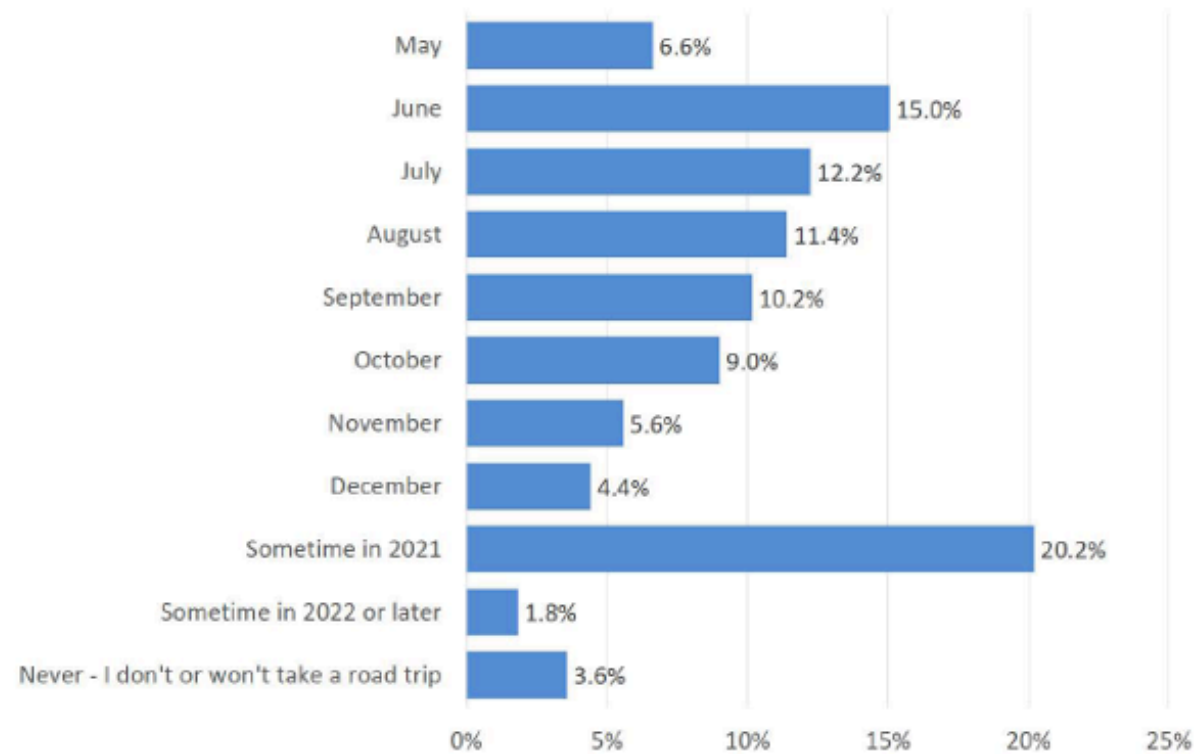
ROAD TRIP PLANS

Month of Next Road Trip

Question: In what month do you expect you will take your NEXT ROAD TRIP (Traveling in a personal automobile)?

(Base: All respondents, 1,200 completed surveys. Data collected May 8-10, 2020)

Question Added in Wave 9



Preparations Already Completed for Next Leisure Trip

(% of travelers selecting any of the following)



Talked to friends/relatives
about trip (31.7%)



Researched things to see
and do on trip (23.3%)



Booked hotel, motel or
inn (22.4%)



Bought plane tickets
(17.9%)



Booked passage of
a cruise liner (9.7%)

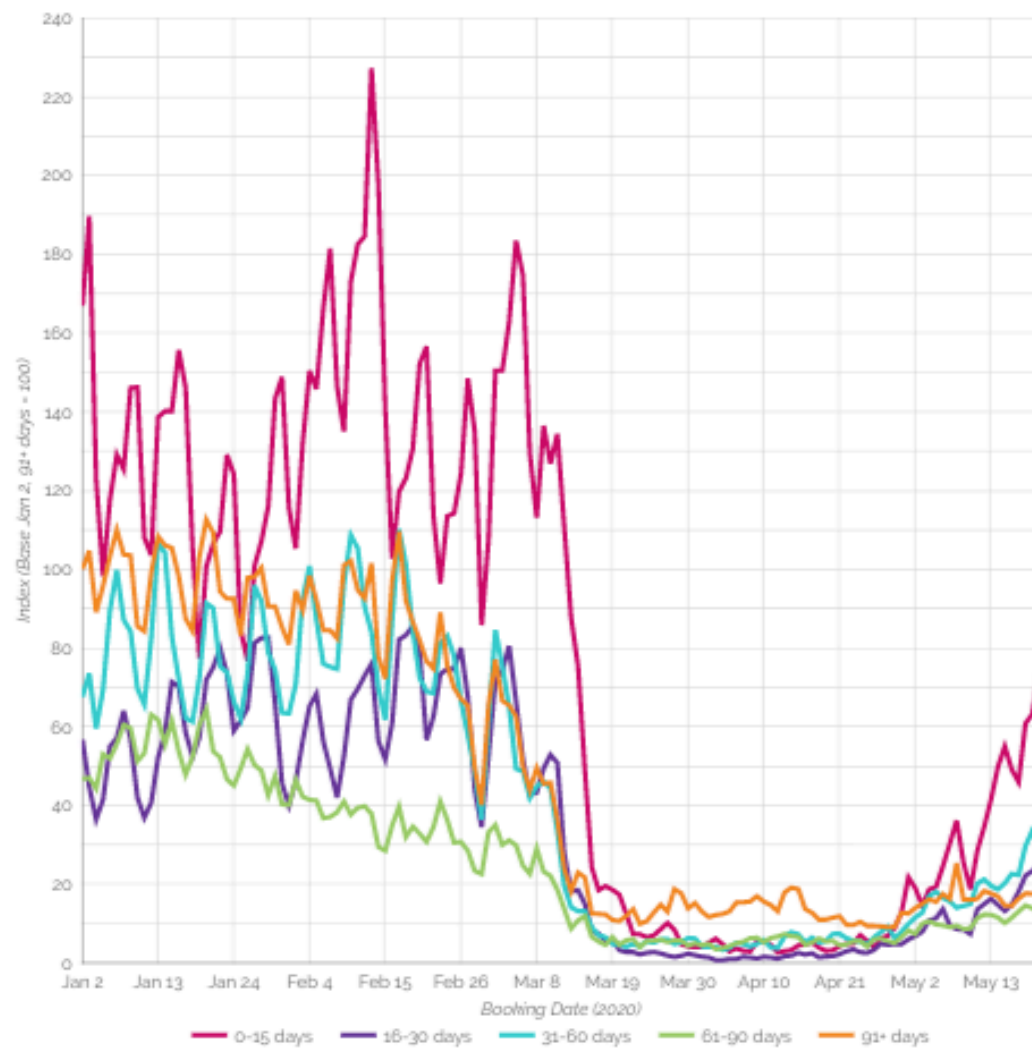


Purchased train
tickets (5.6%)



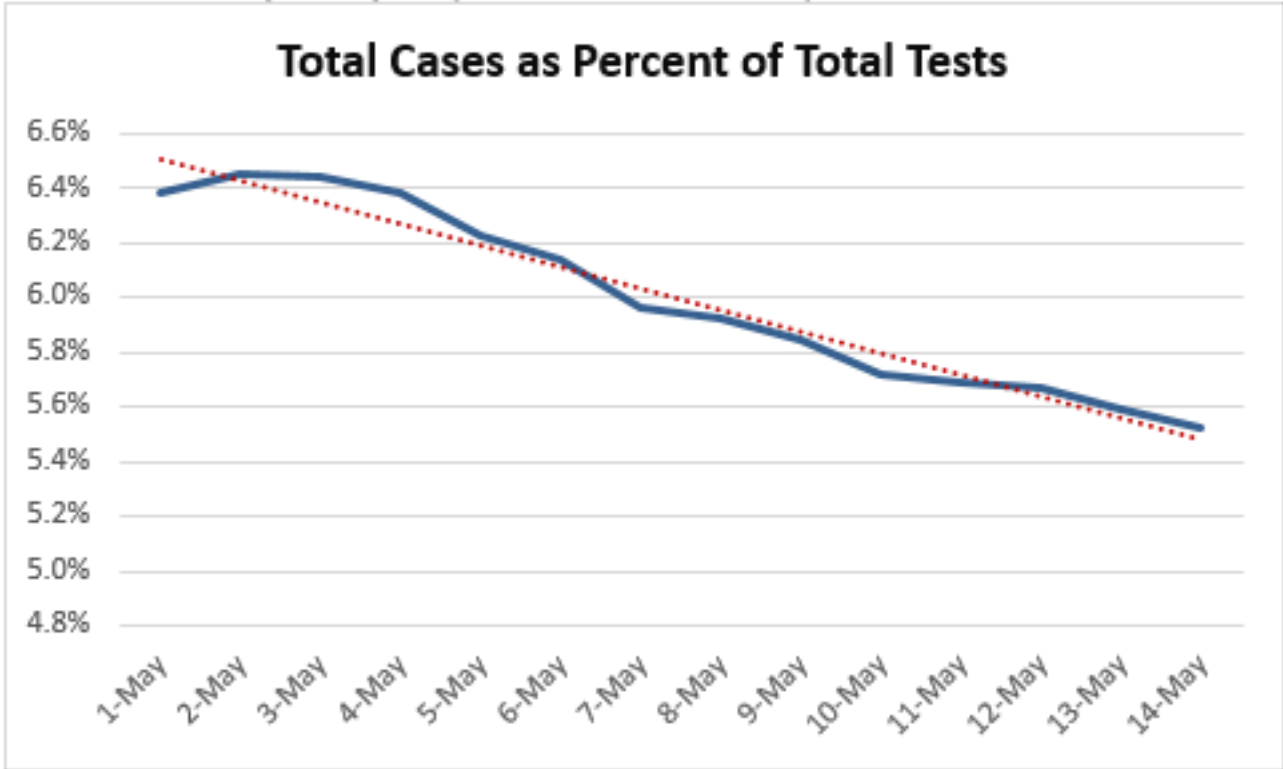
None of these
(29.6%)

TRIP PURPOSE: LEISURE – FAMILY



Tennessee

Downward trajectory of positive tests as a percent of total tests within a 14-day period

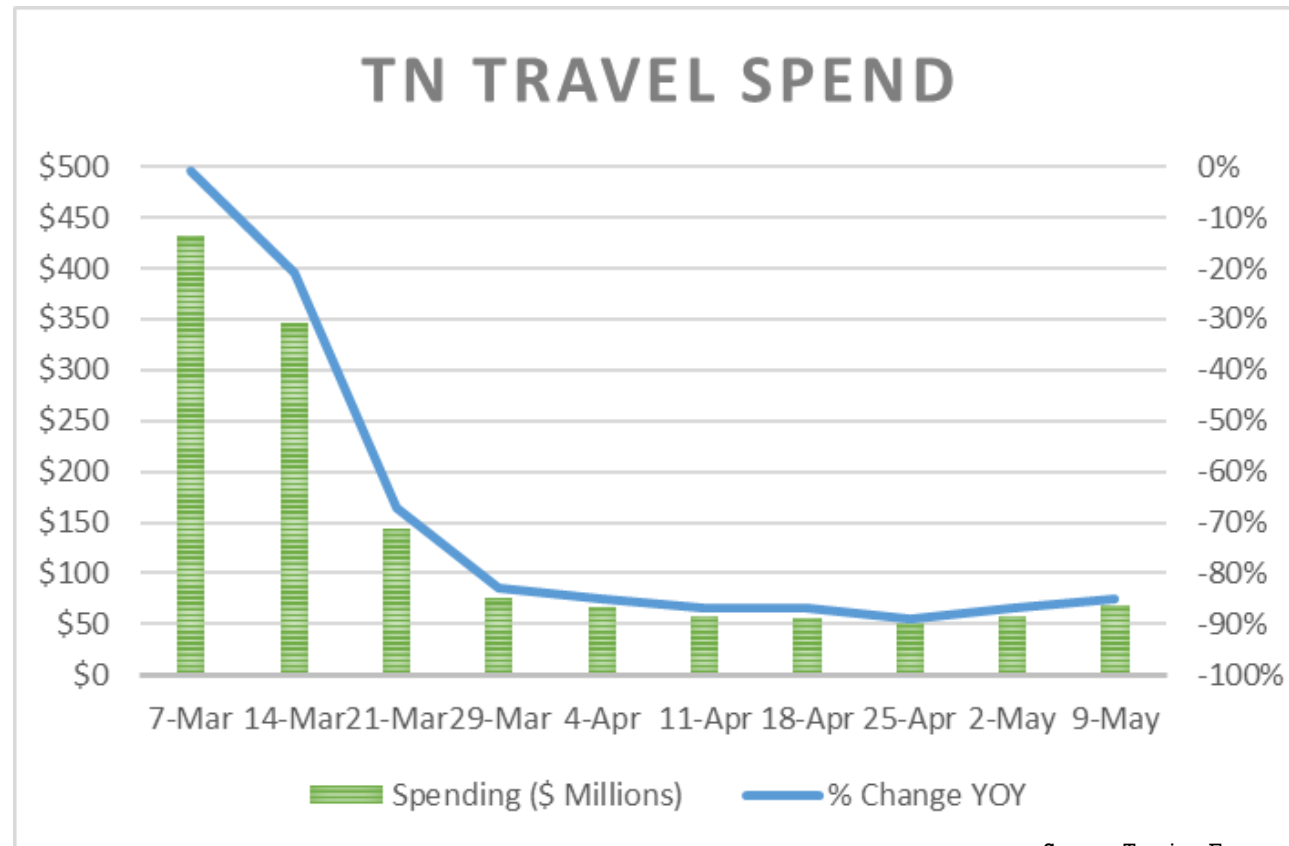


Source: Governor Lee

ACCOMMODATIONS DATA

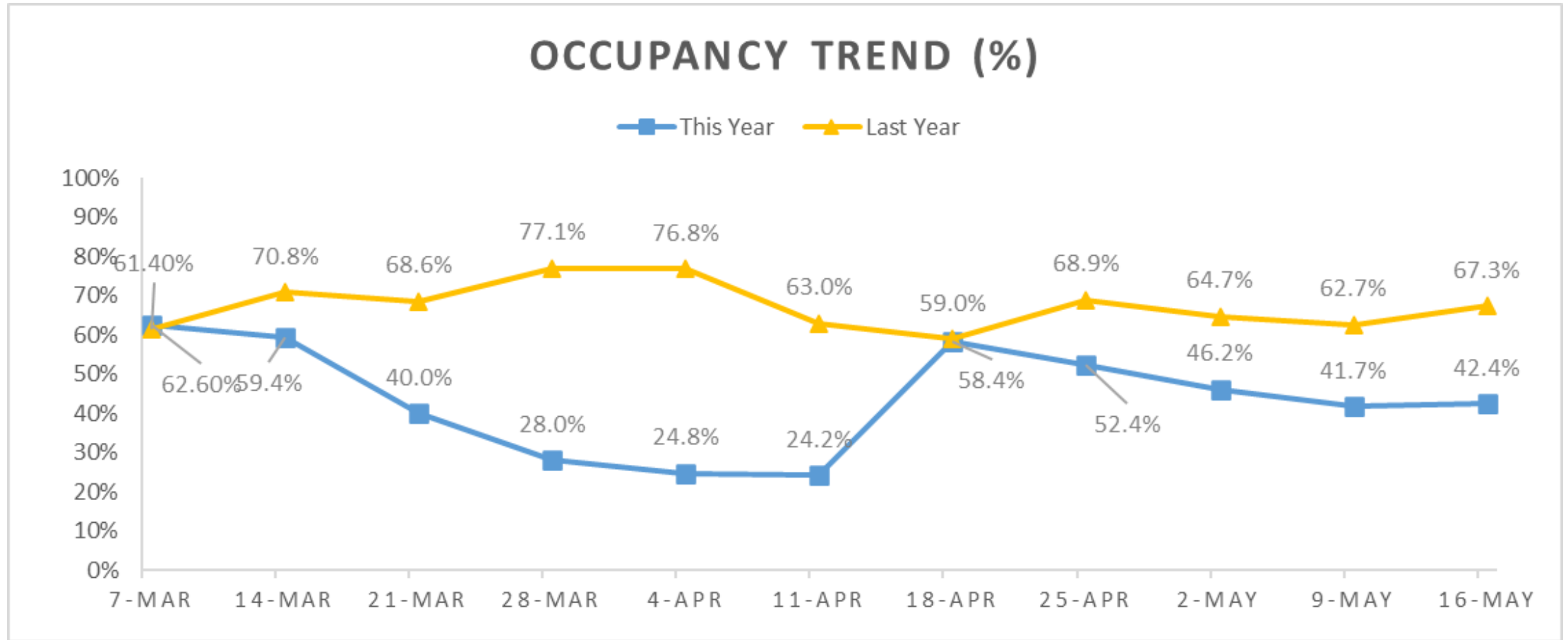


Tennessee

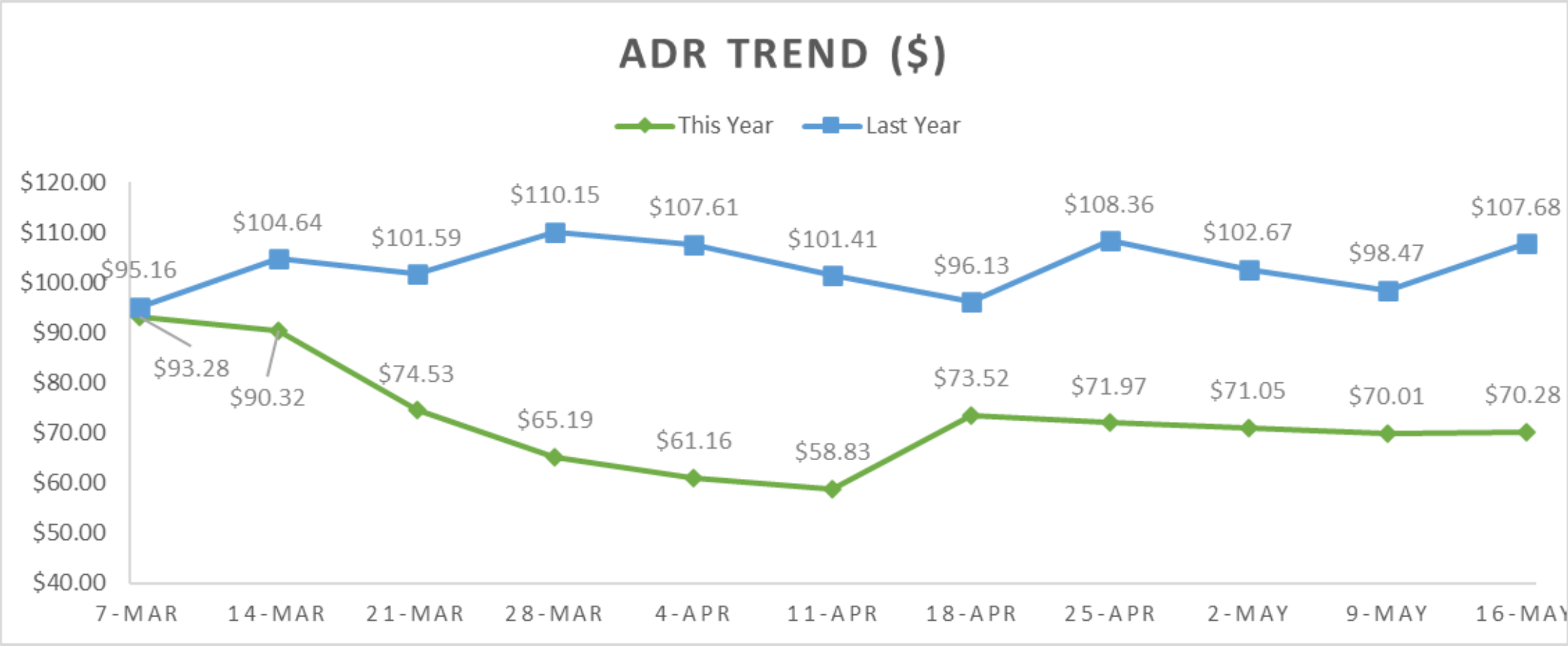


Week Ending	7-Mar	14-Mar	21-Mar	29-Mar	4-Apr	11-Apr	18-Apr	25-Apr	2-May	9-May
Spending (\$ Millions)	\$433	\$346	\$143	\$76	\$66	\$57	\$56	\$51	\$57	\$68
% Change YOY	-1%	-21%	-67%	-83%	-85%	-87%	-87%	-89%	-87%	-85%

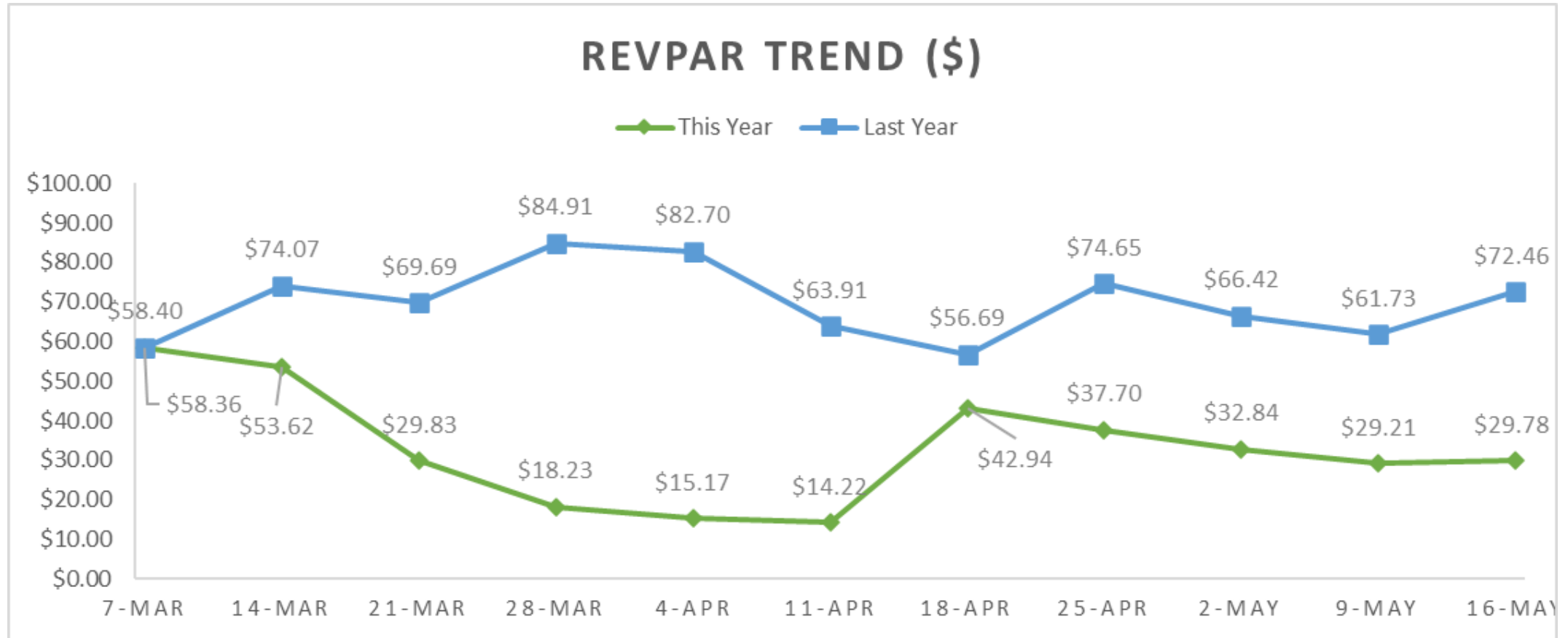
Hamilton Co. COVID19 Occupancy Trend



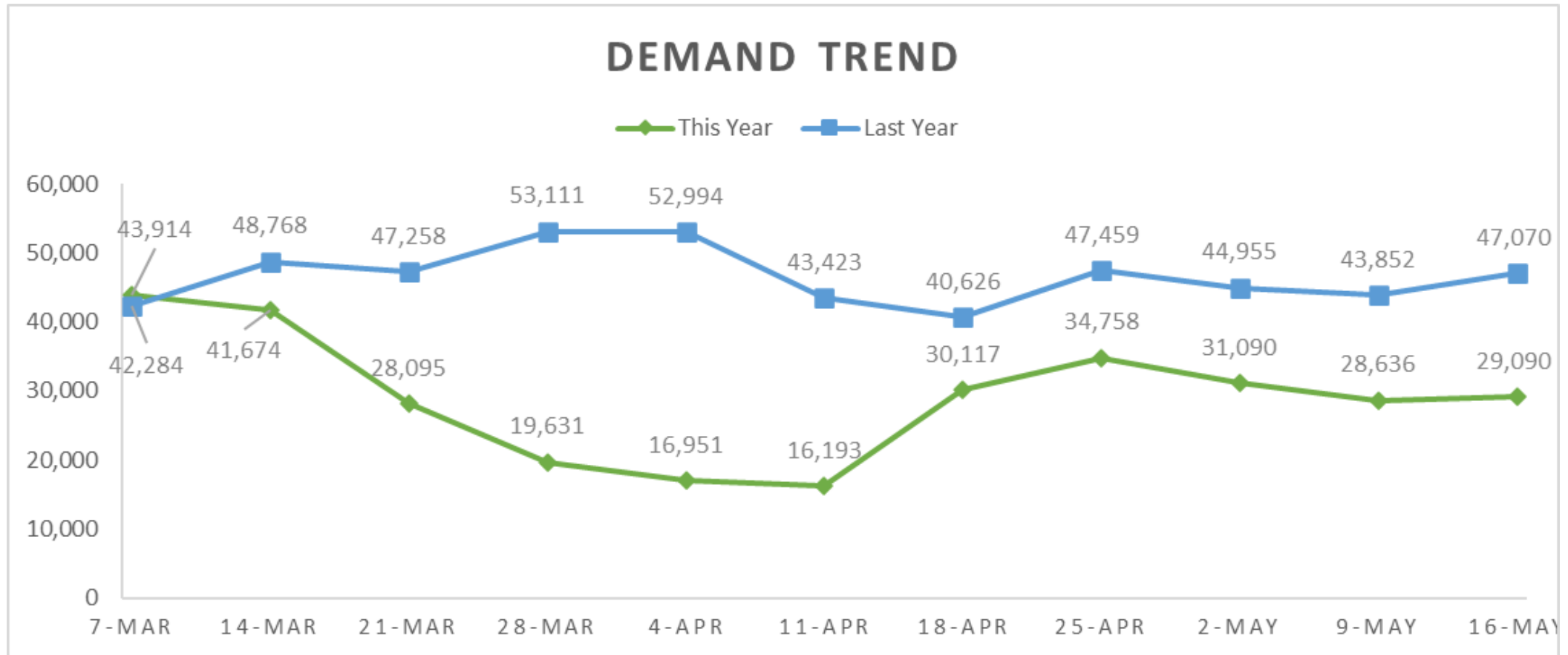
Hamilton Co. COVID19 Average Daily Rate Trend



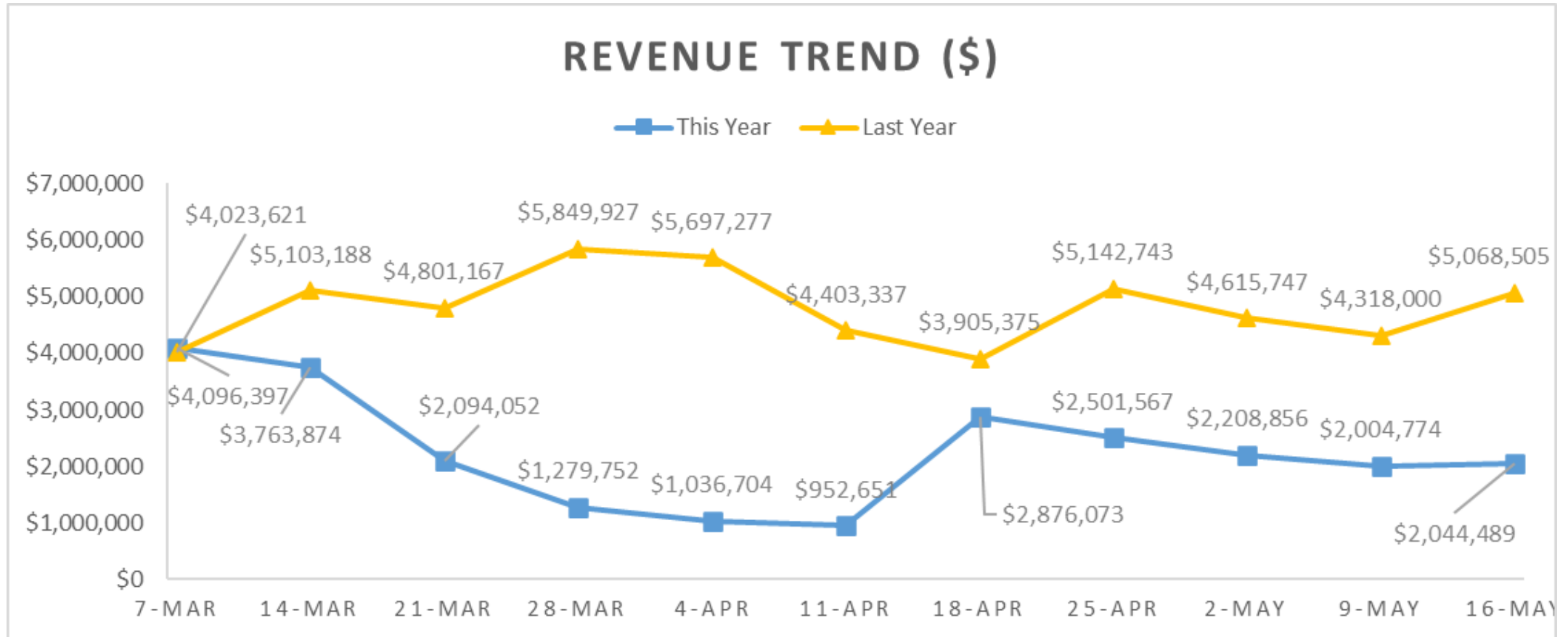
Hamilton Co. COVID19 RevPAR Trend



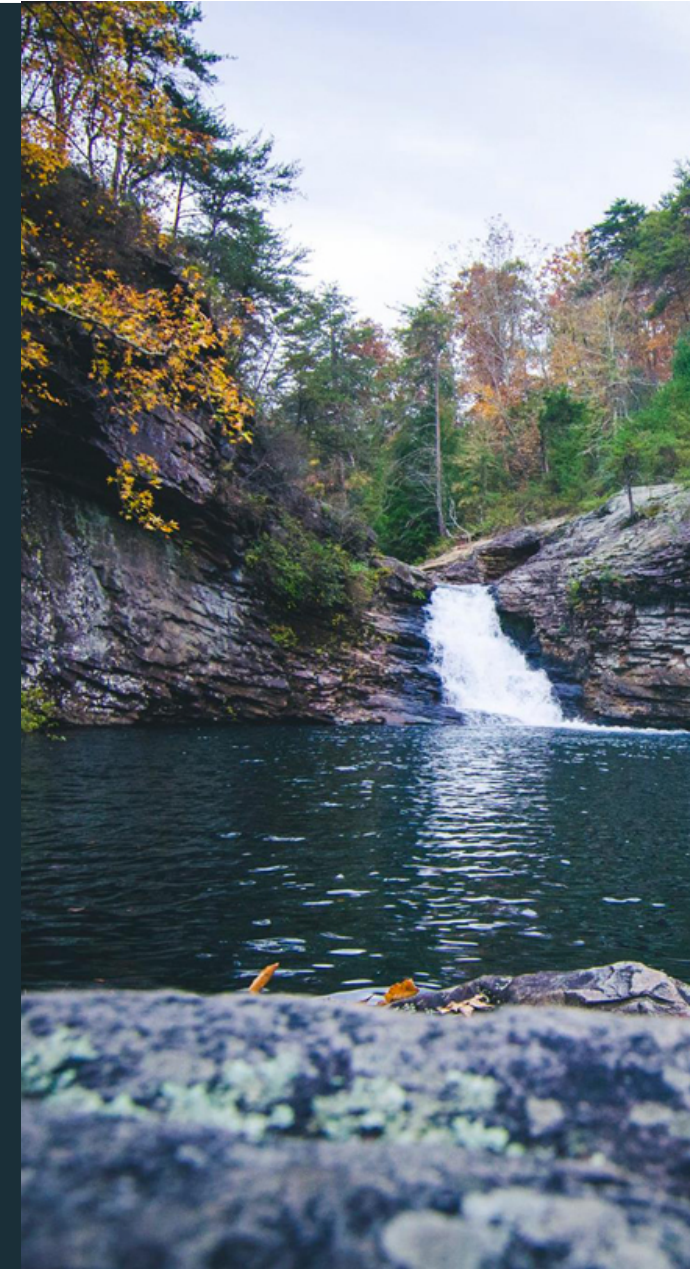
Hamilton Co. COVID19 Demand Trend

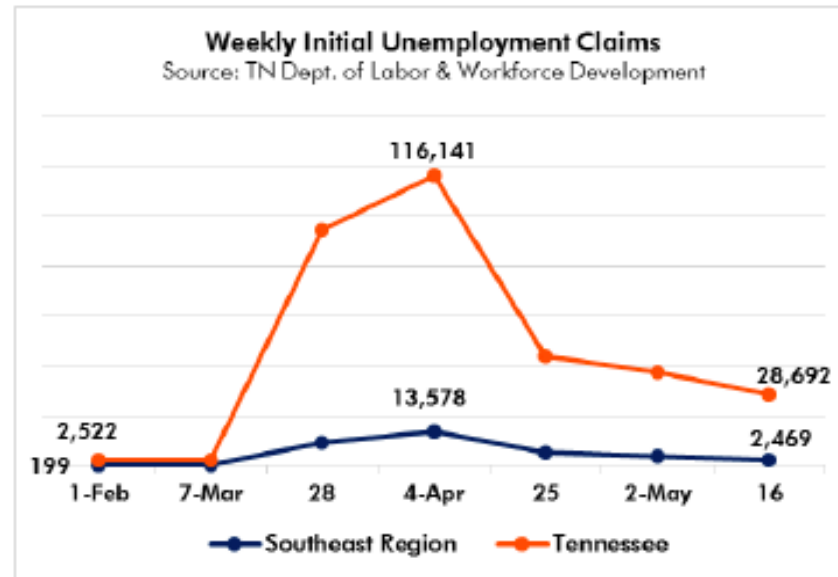
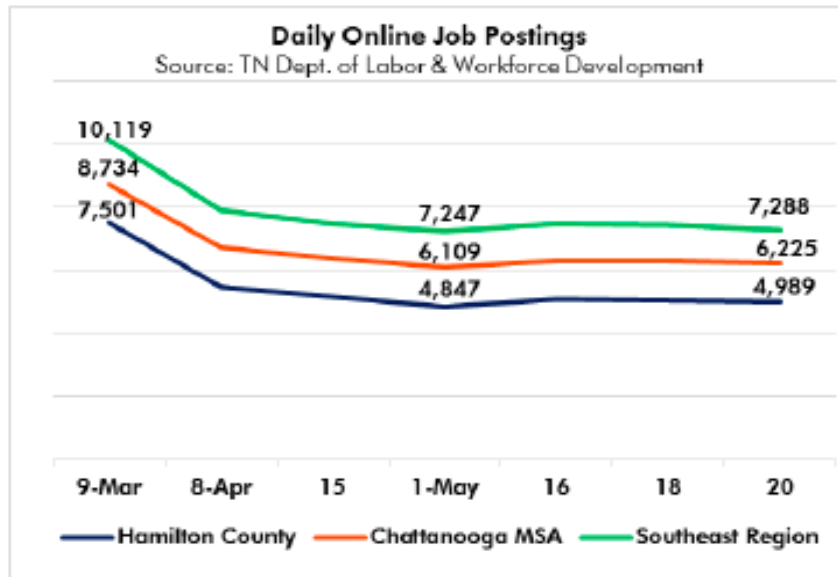


Hamilton Co. COVID19 Hotel Revenue Trend



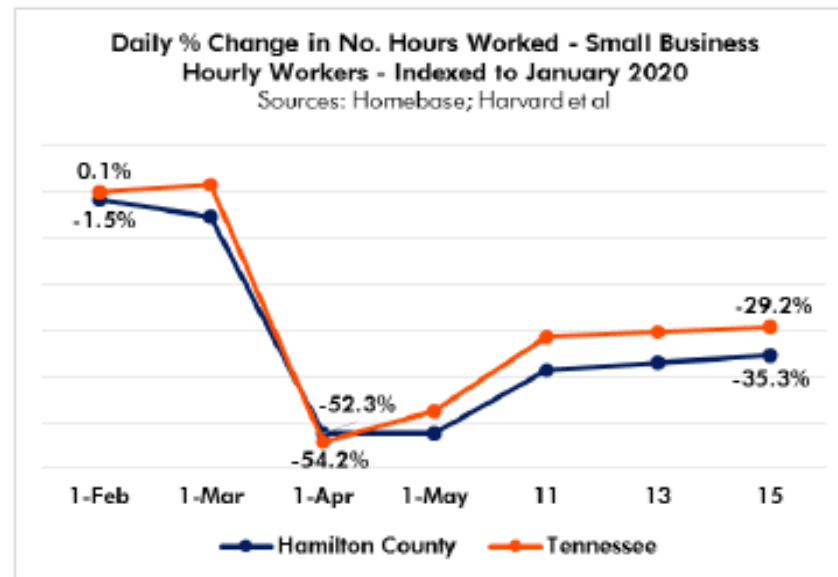
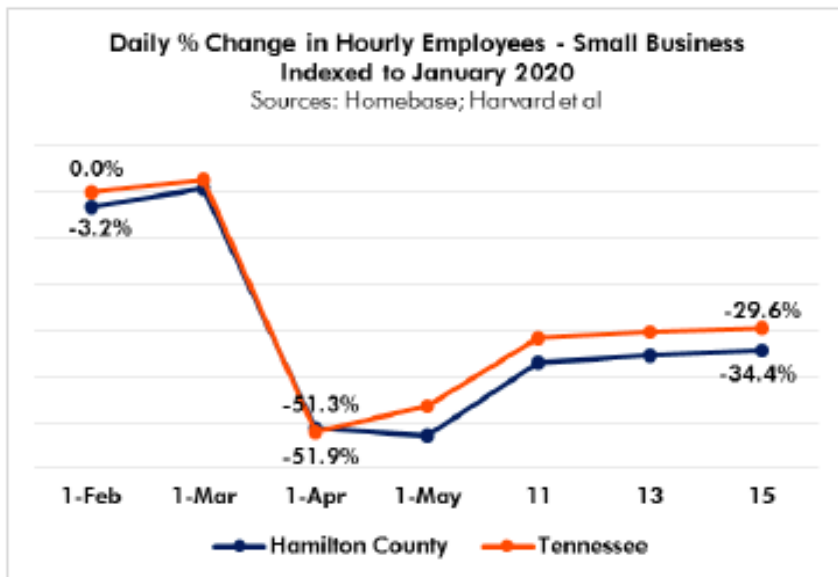
CHAMBER COLLECTED COVID IMPACT DATA



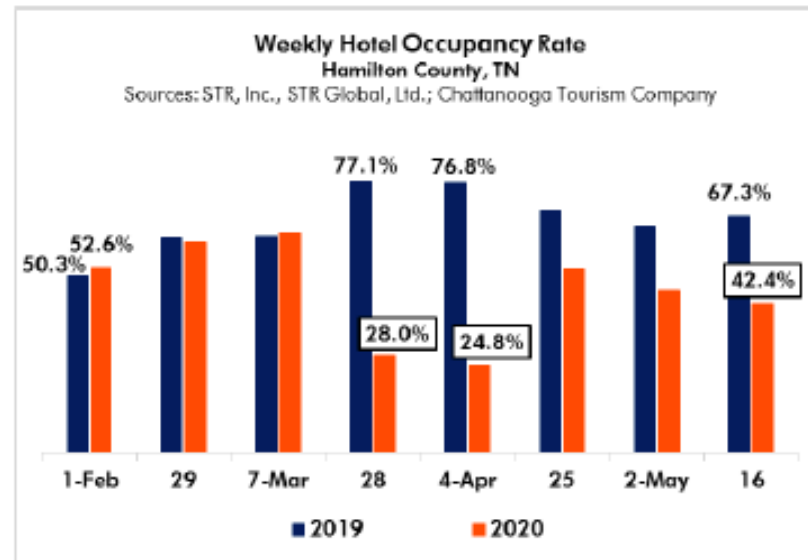
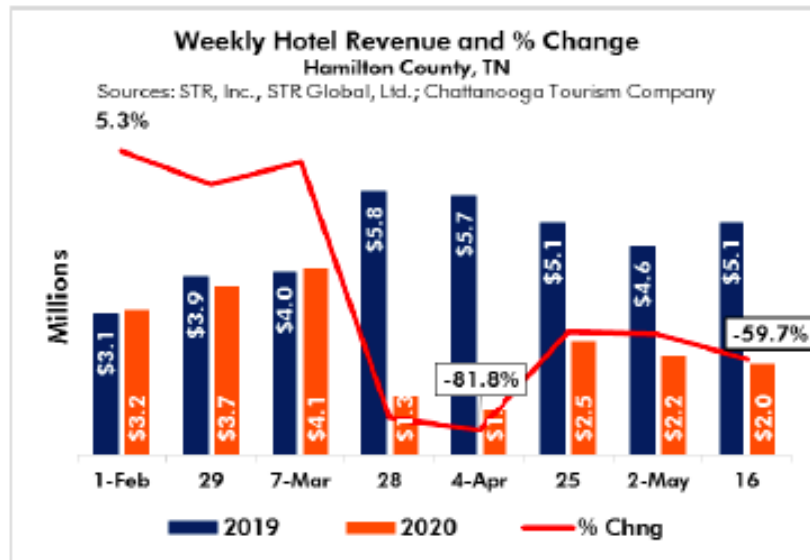
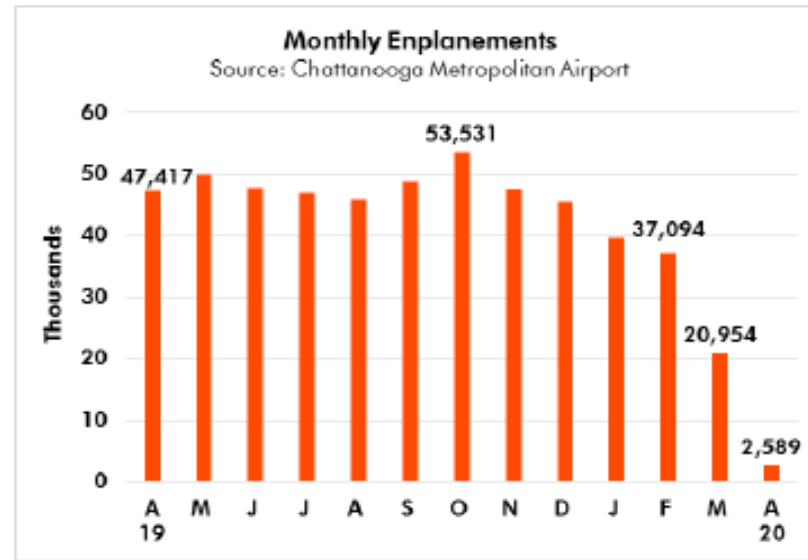
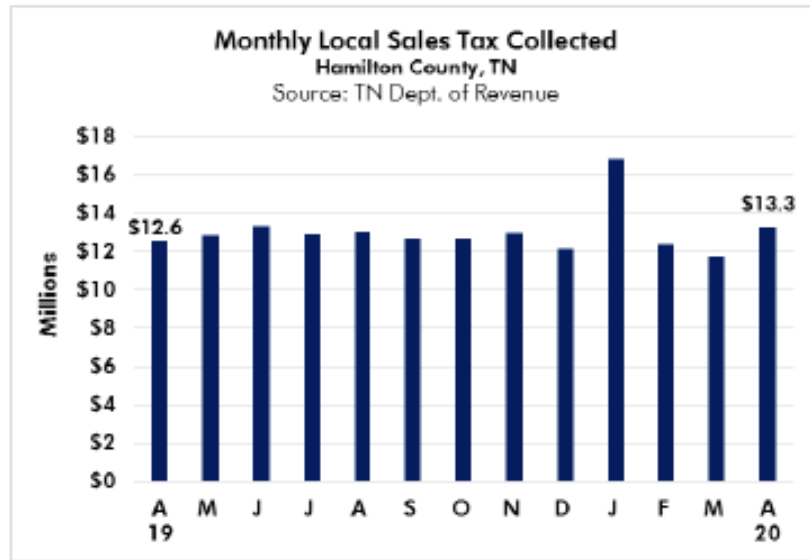


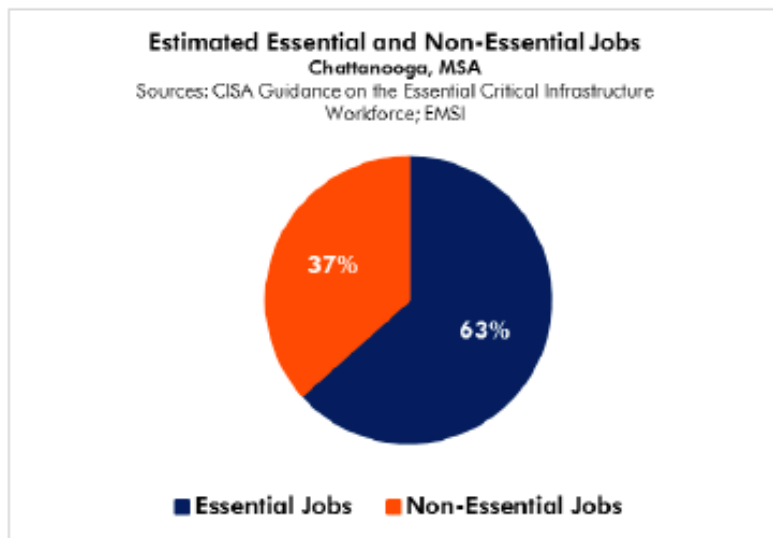
Southeast Region includes the following counties: Bledsoe, Bradley, Grundy, Hamilton, McMinn, Marion, Meigs, Polk, Rhea and Sequatchie

As of May 16, 2020 there are 314,487 continued claims in Tennessee.



Note: Homebases's primary customers are: restaurants, food & beverage, retail and service businesses.





Daily Social Distancing Scoreboard Hamilton County, TN

Source: Unacast

Metric	Score	Status
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

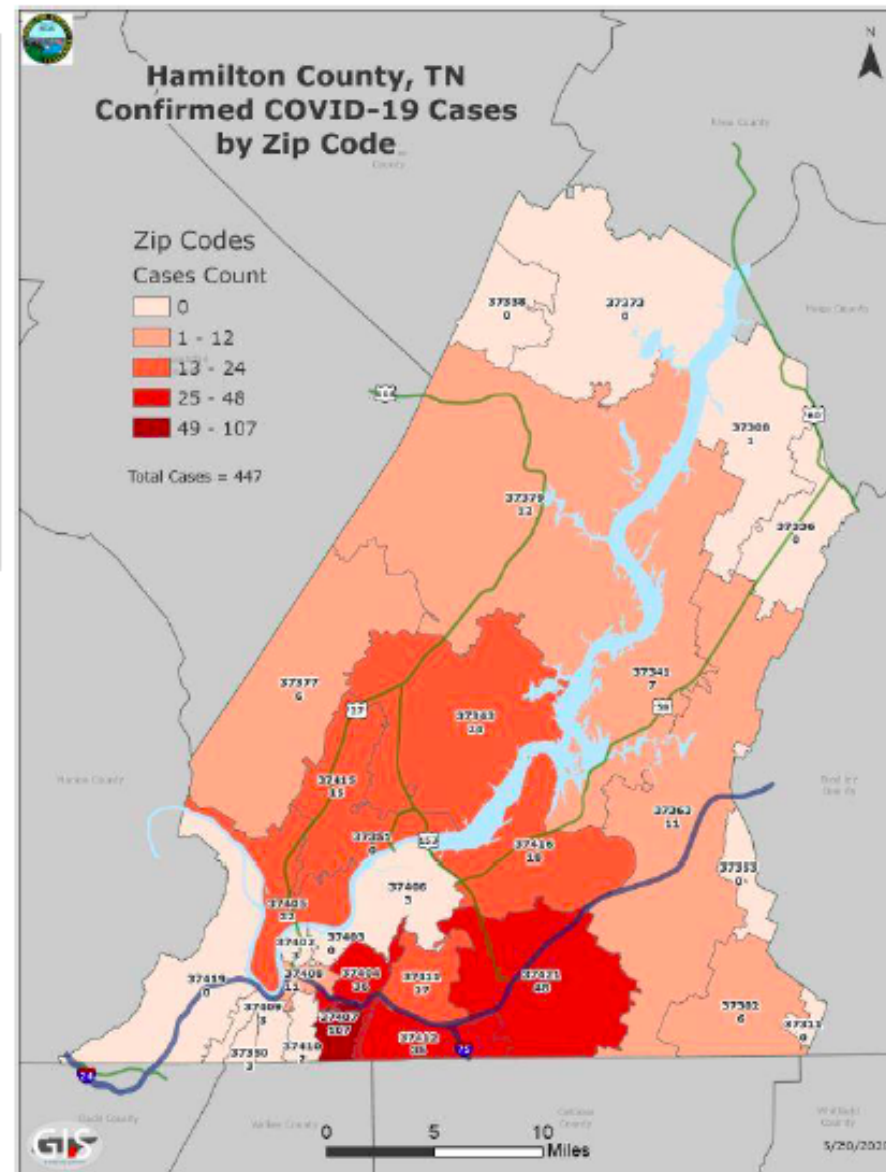
Methodology available: unacast.com

Daily COVID-19 Testing and Outcomes Hamilton County, TN

Source: TN Dept. of Health

Positive	447
Negative	6,219
Deaths	13

Social Distancing, Testing and Outcomes Data as of May 20, 2020



The first known case of COVID-19 was reported in Hamilton County on March 13, 2020.

Contact

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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. The sky is filled with soft, colorful clouds. In the foreground, there is a green park area with a circular path and a red-tiled area.

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