

TOURISM RESEARCH UPDATE

CHATTANOOGA TOURISM CO.

June 12, 2020

**CHATTA
NOOGA**
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.

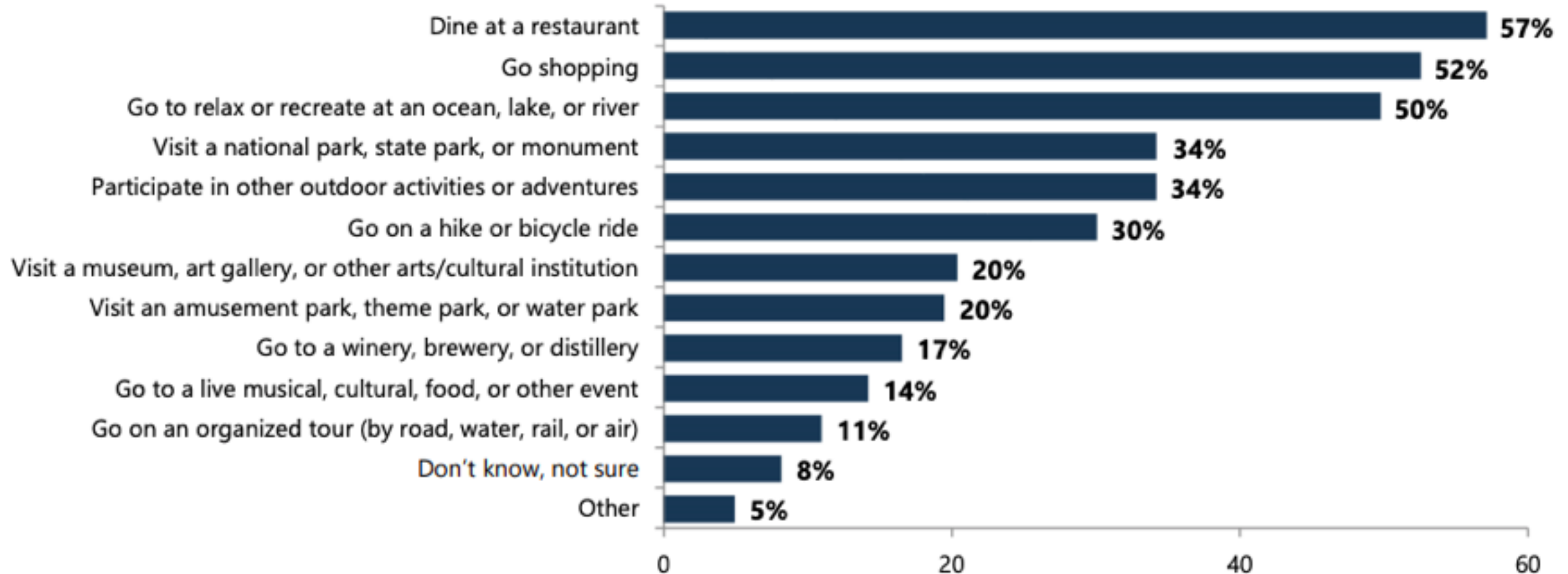
A new deck will be released EOD each Thursday.

DATA SUMMARY

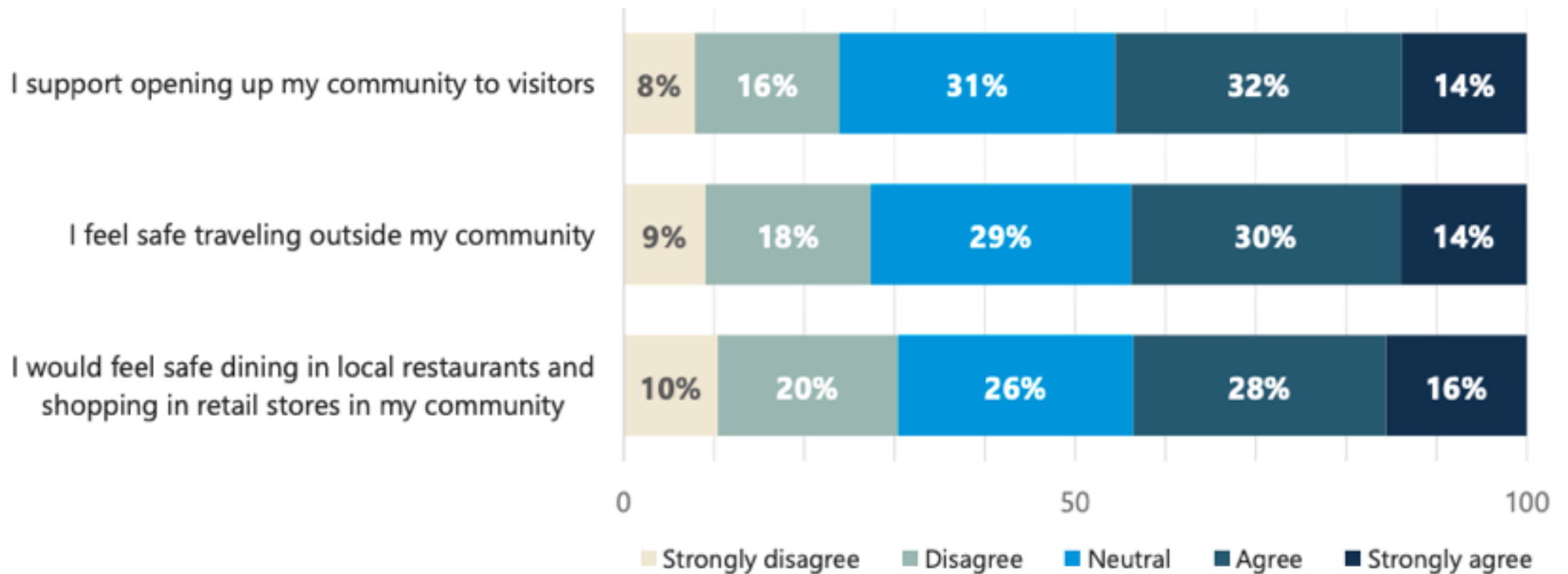
- Dining, shopping and outdoor recreation dominate the top planned activities for travelers this summer
- 77% Neutral or positive about welcoming visitors back to their communities
- 73% Neutral or positive about traveling outside their community
- 65% Neutral or positive about being asked to travel to a convention this fall
- Return to travel in TN over Memorial Day Week was back to Feb 2020 levels for road trips, but still well below seasonal levels
- Civil Unrest caused one-week intent to visit to remain depressed, but one month and beyond continues to climb towards 2019 levels
- Hotel Demand continues to rise week over week
- COVID-19 Growth Rate and Doubling Time in Hamilton County are both moving in a good direction as of June 11th

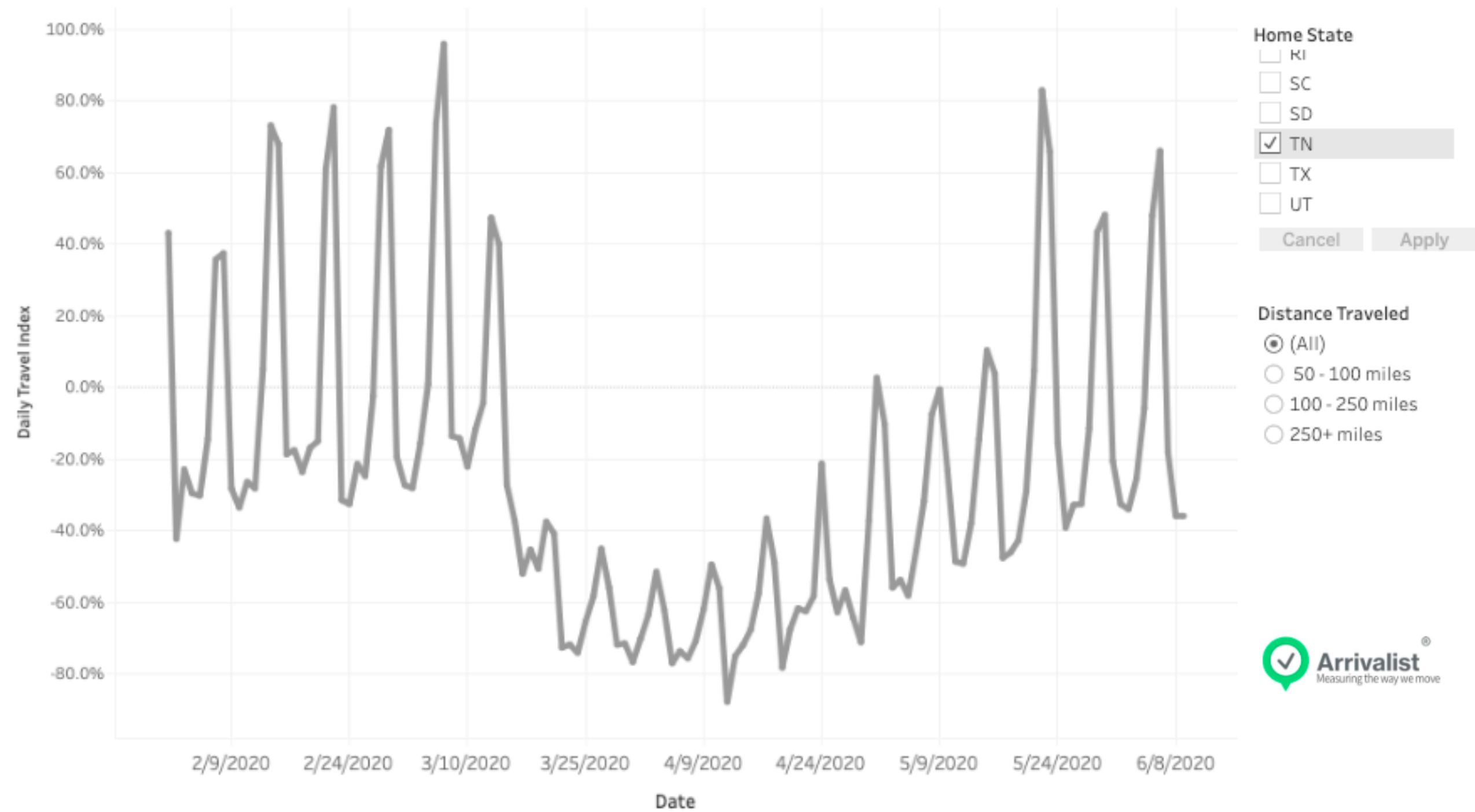
IMPACT ON TRAVEL PLANS

Activities Travelers Plan to Participate in During Their Summer Travels



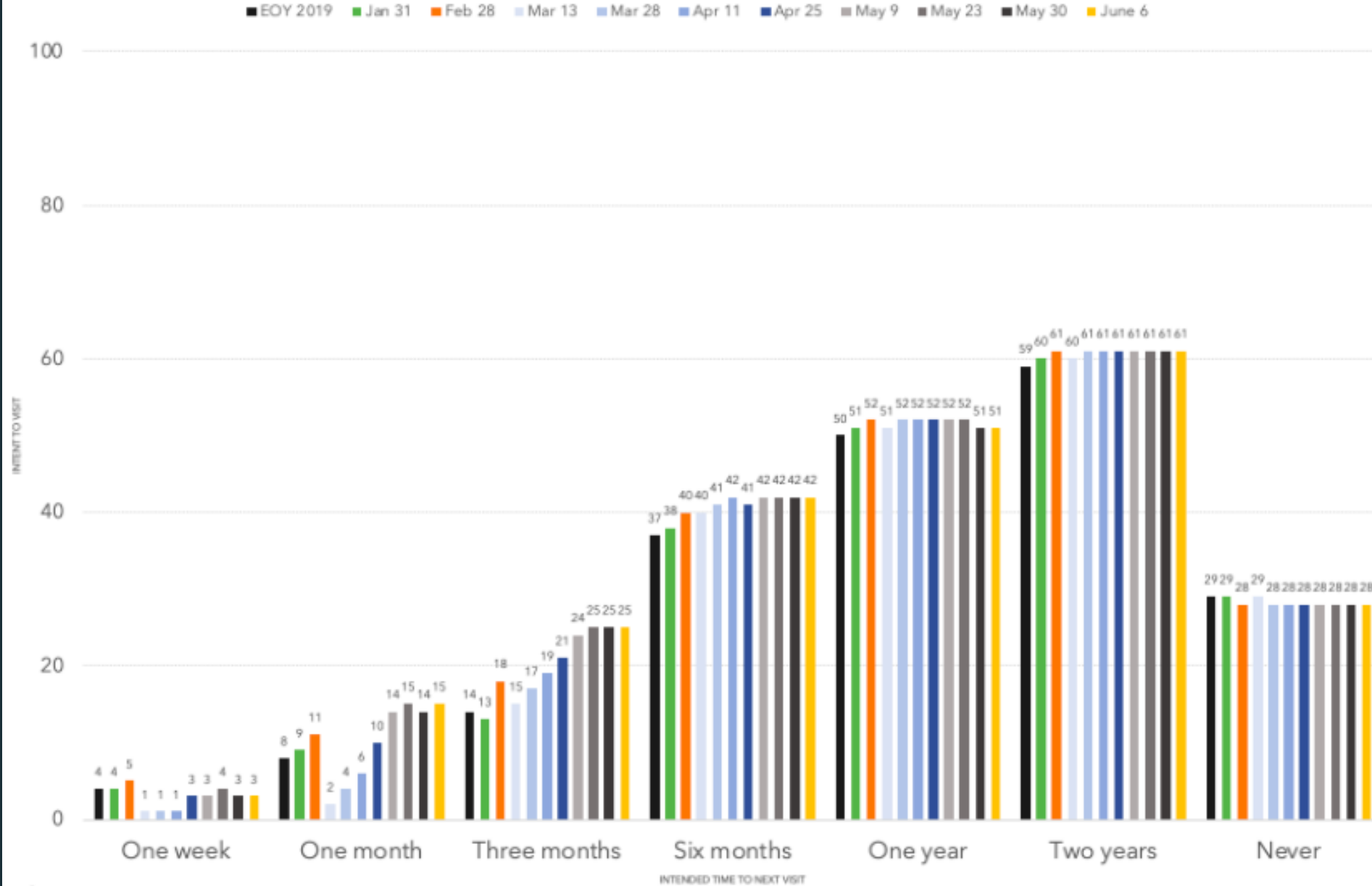
Perceptions of Safety and Travel



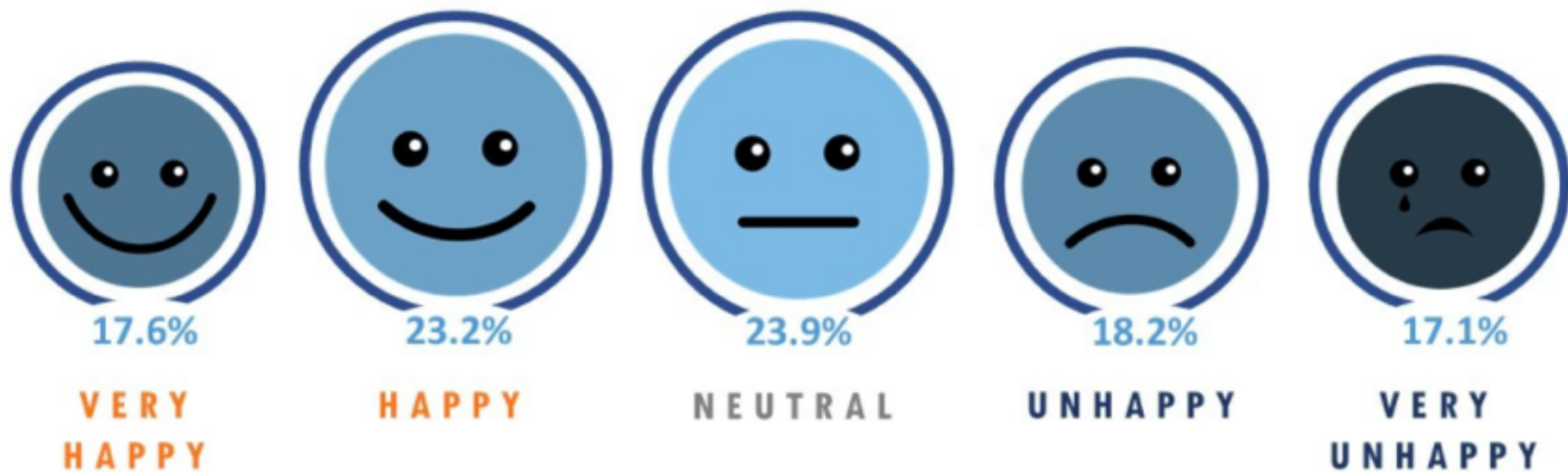


Intent to Visit 2020

US adults as of 6 June 2020, 84 organizations



CONVENTION TRAVELERS: RESPONSE TO BEING ASKED TO ATTEND A CONVENTION/CONFERENCE THIS FALL



COVID-19 in Hamilton County, TN

Cases Growth Rate

(7-day avg)

4.15%

↓ -4.04% over 14 days

Case Doubling Time

(# days)

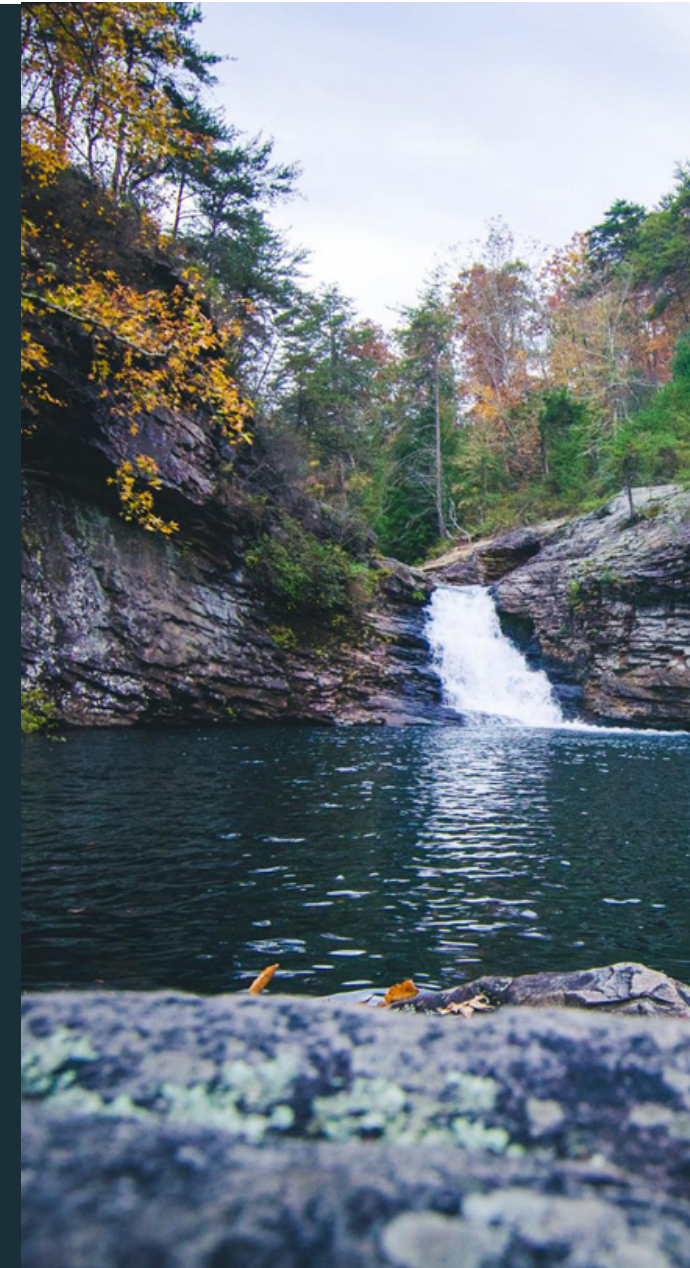
17.1

↑ 8.3 over 14 days

Source: [Hamilton County Health Department](#)

Source: Hamilton County
Health Dept.

ACCOMMODATIONS DATA





Ecosystem Report

A 3 month look back ecosystem report that shows where travelers have been booking hotels in Tennessee during the last three months, aka the pandemic , and where they are from.

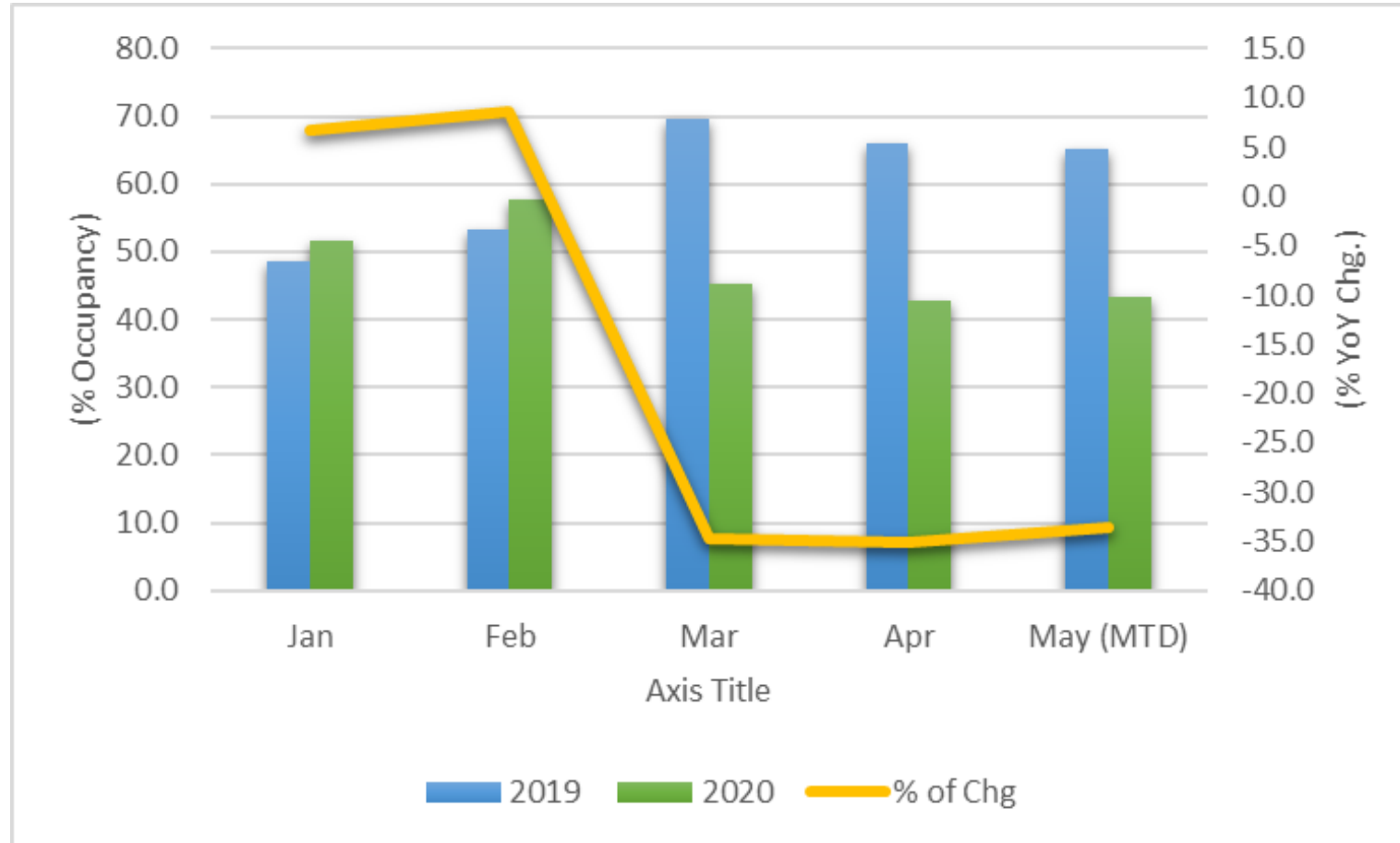
Top Origins - Hotel

Origin	% of Bookings
1 Atlanta, GA, US	2.8%
2 Nashville, TN, US	2.6%
3 Newark, NJ, US	2.0%
4 Memphis, TN, US	1.9%
5 Overland Park, KS, US	1.6%
6 Chicago, IL, US	1.6%
7 Indianapolis, IN, US	1.6%
8 Knoxville, TN, US	1.4%
9 Chattanooga, TN, US	1.3%
10 St Louis, MO, US	1.2%
11 San Jose, CA, US	0.9%
12 Ottawa, CA	0.8%
13 Richardson, TX, US	0.8%
14 Lexington, KY, US	0.8%
15 Temple Hills, MD, US	0.8%

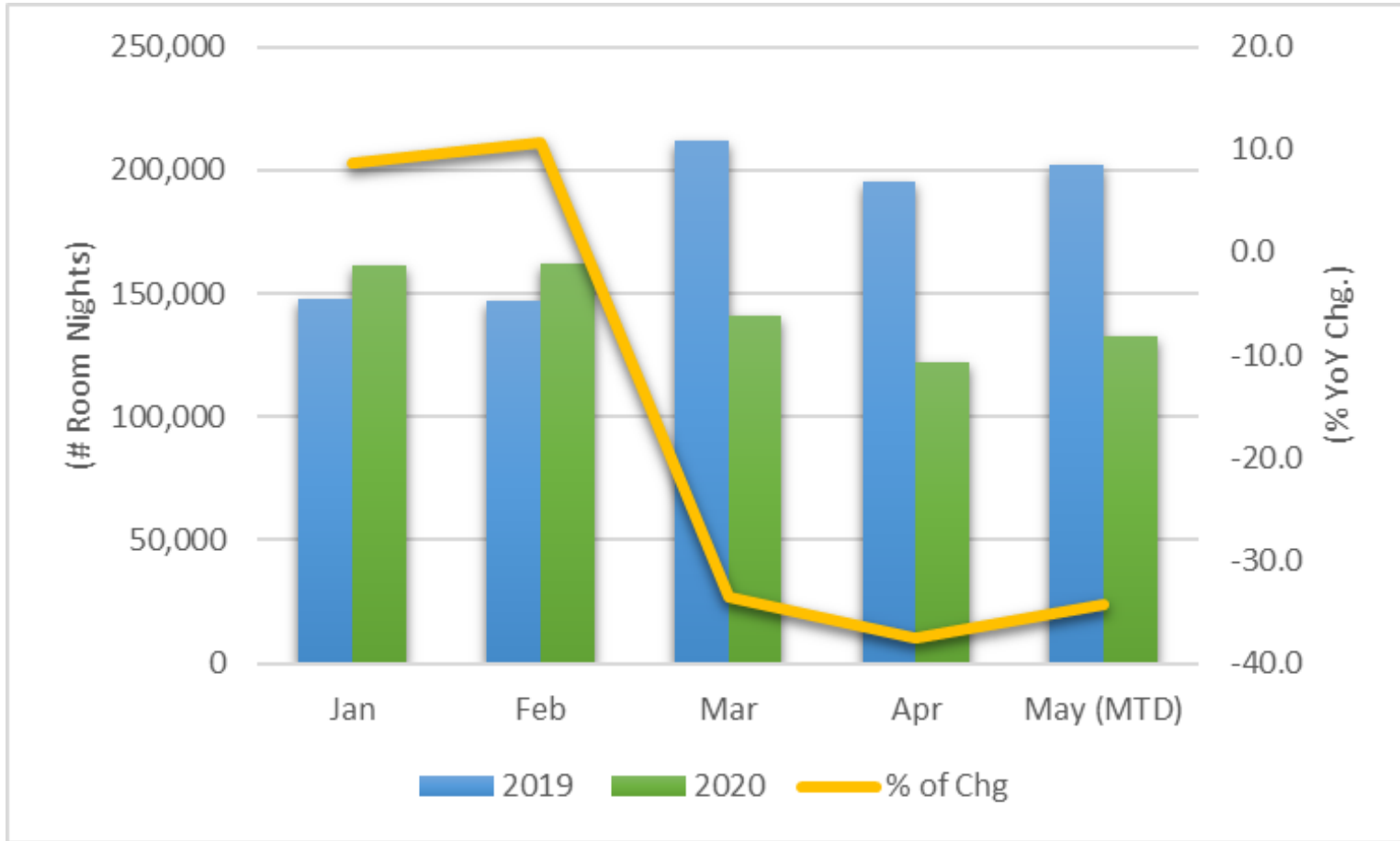
Top Destinations - Hotel

Destination	% of Bookings
1 Nashville, TN, US	26.2%
2 Chattanooga, TN, US	9.0%
3 Memphis, TN, US	7.7%
4 Knoxville, TN, US	7.1%
5 Pigeon Forge, TN, US	6.5%
6 Gatlinburg, TN, US	3.6%
7 Franklin, TN, US	3.1%
8 Clarksville, TN, US	2.7%
9 Murfreesboro, TN, US	2.5%
10 Jackson, TN, US	2.2%
11 Brentwood, TN, US	2.0%
12 Sevierville, TN, US	1.7%
13 Johnson City, TN, US	1.3%
14 Cookeville, TN, US	1.3%
15 Kingsport, TN, US	1.2%

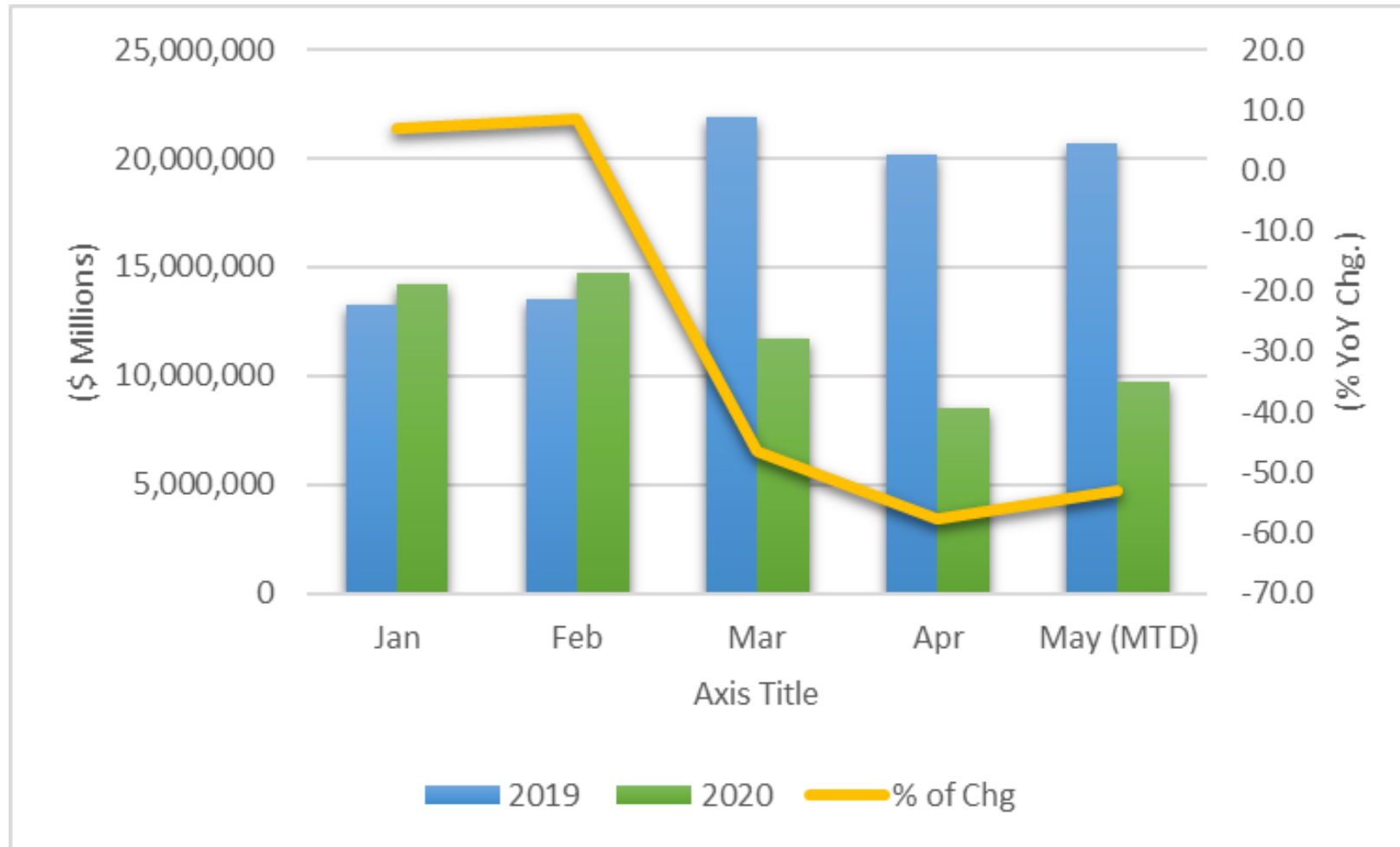
Hamilton County Hotel Occupancy Per Month



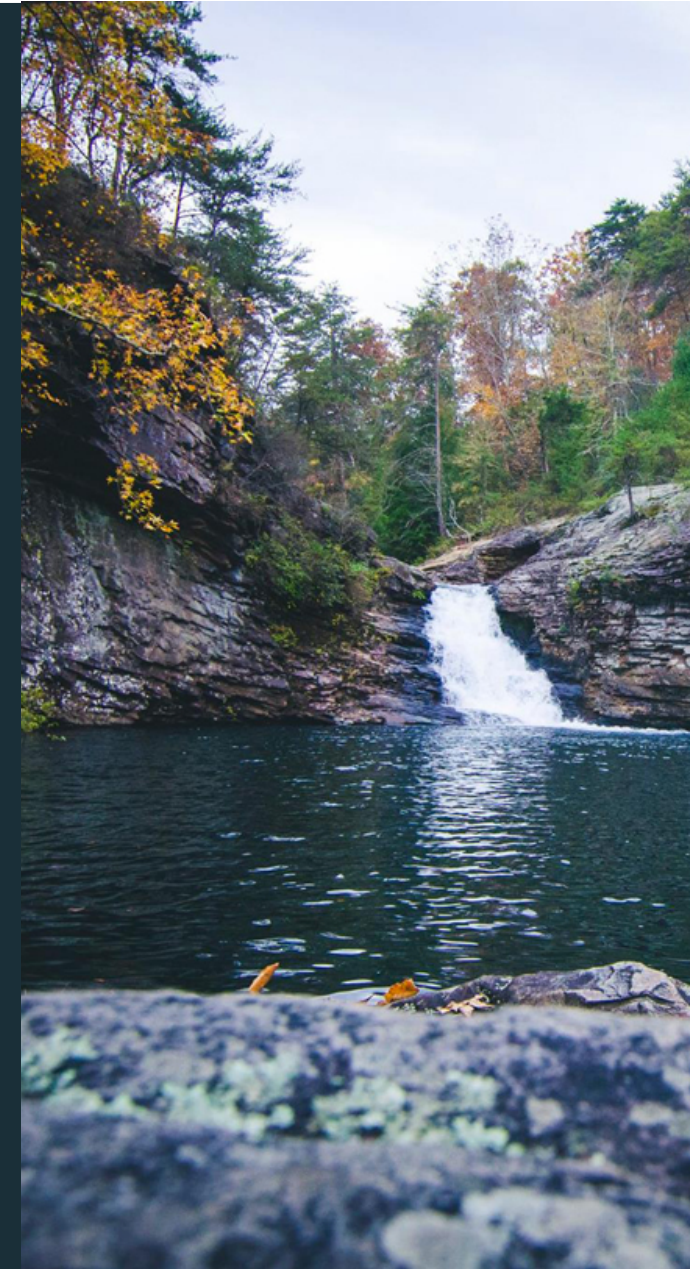
Hamilton County Hotel Rooms Sold Per Month (Demand)

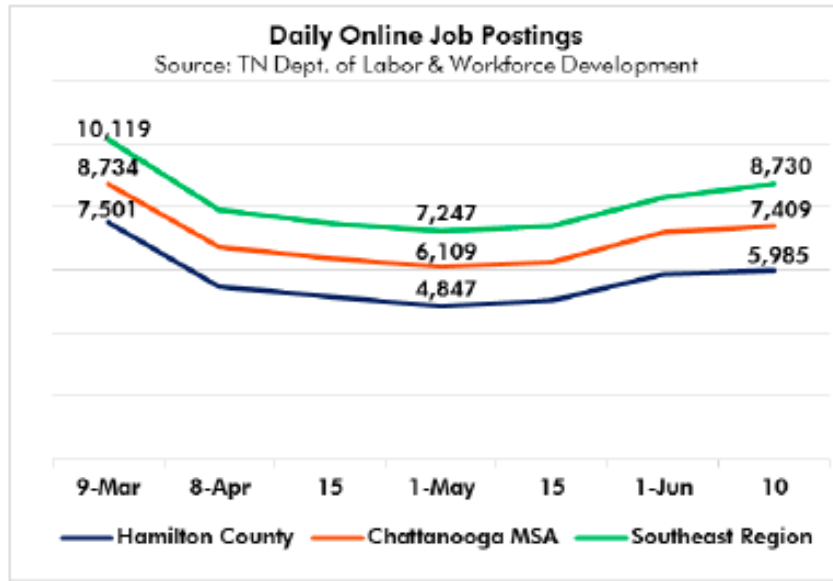


Hamilton County Hotel Revenue Per Month

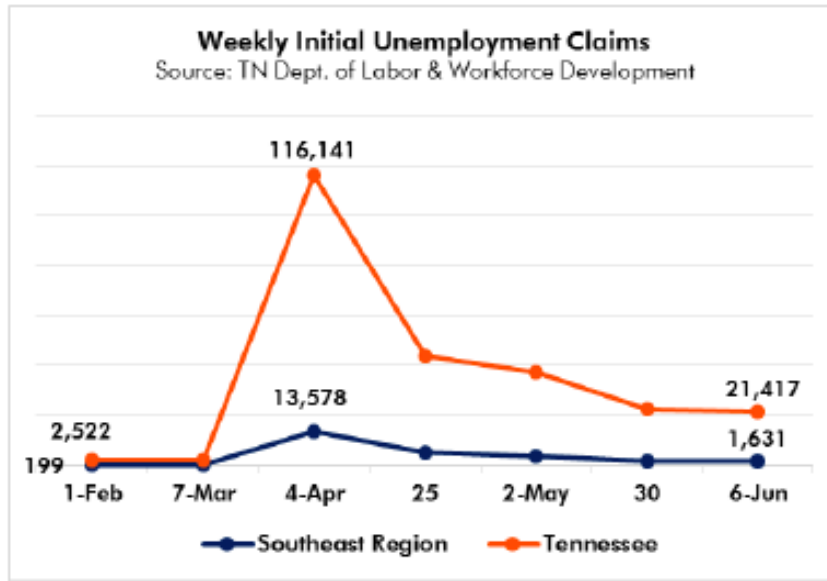


CHAMBER COLLECTED COVID IMPACT DATA

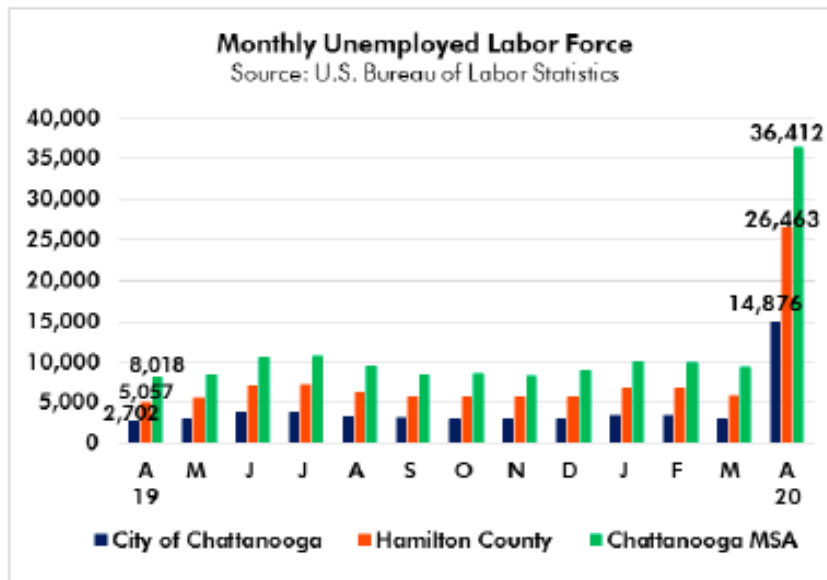
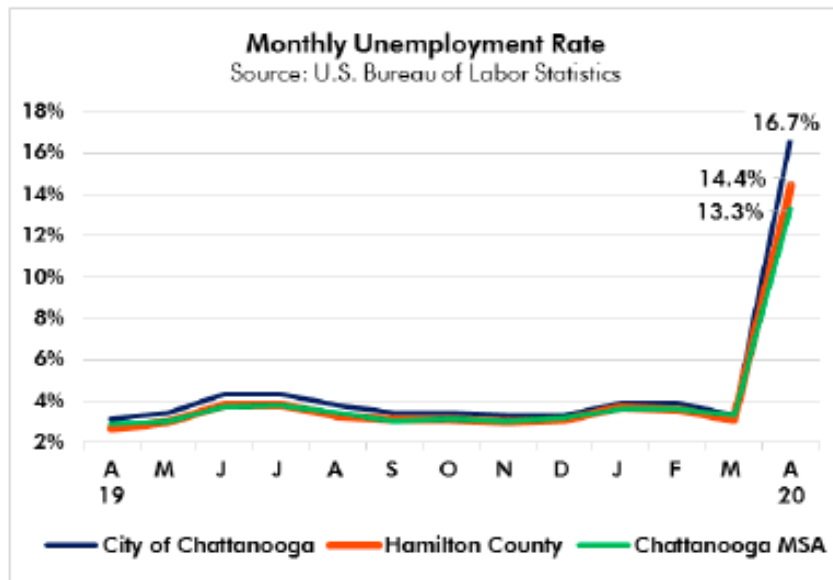


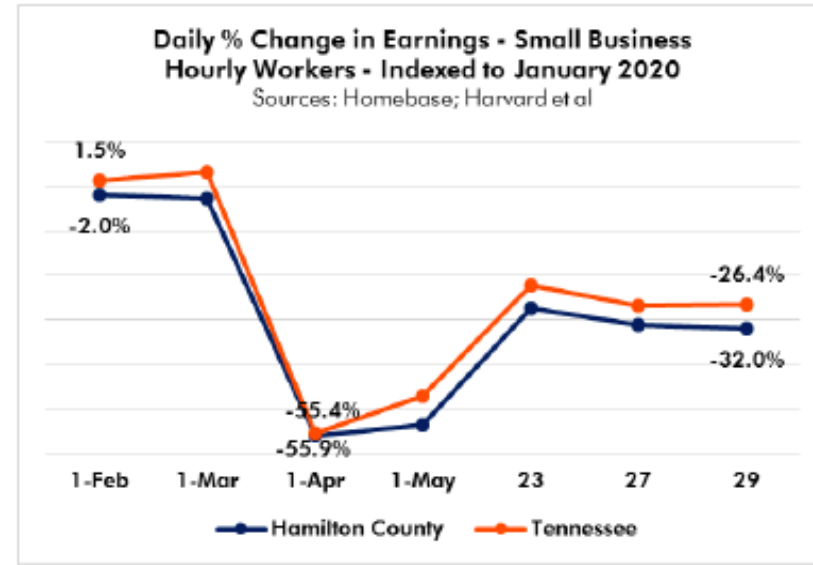
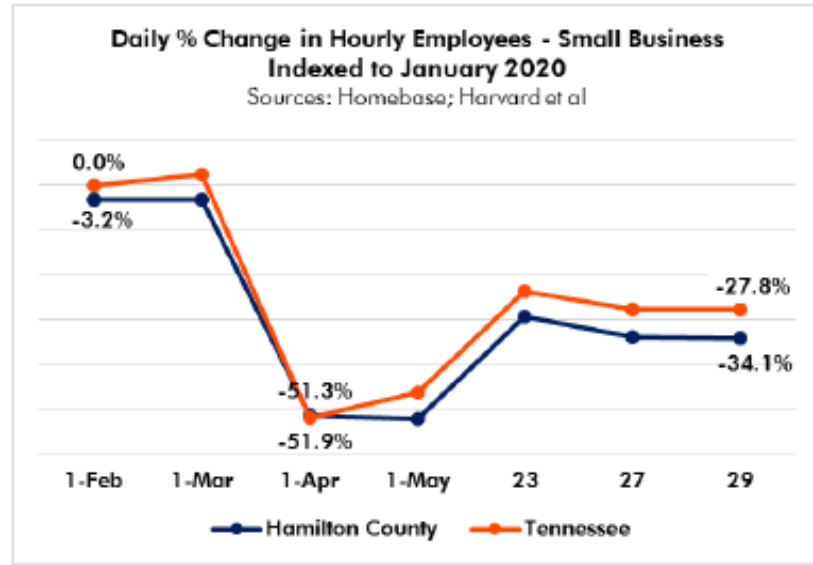


Southeast Region includes the following counties: Bledsoe, Bradley, Grundy, Hamilton, McMinn, Marion, Meigs, Polk, Rhea and Sequatchie

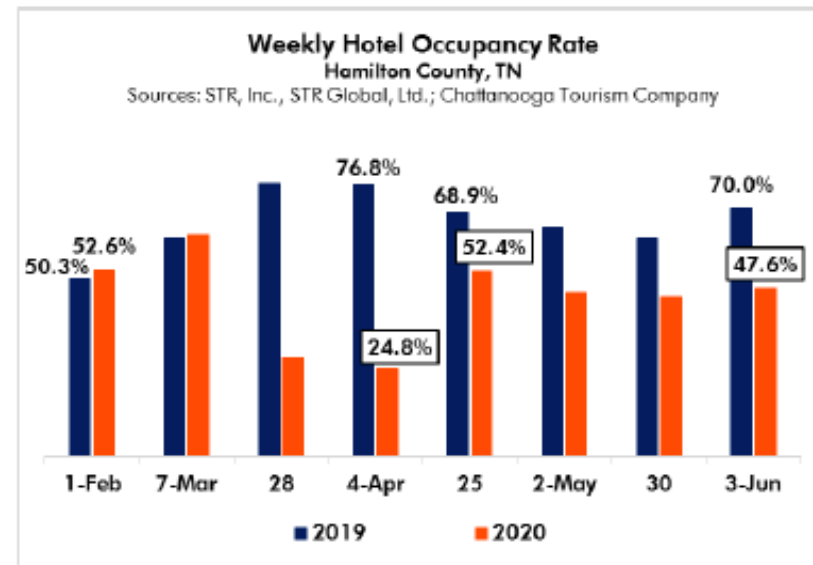
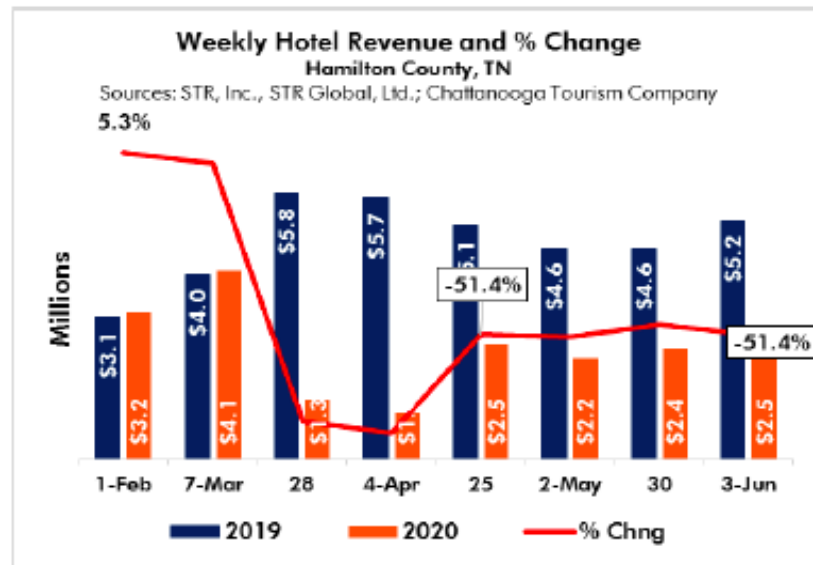


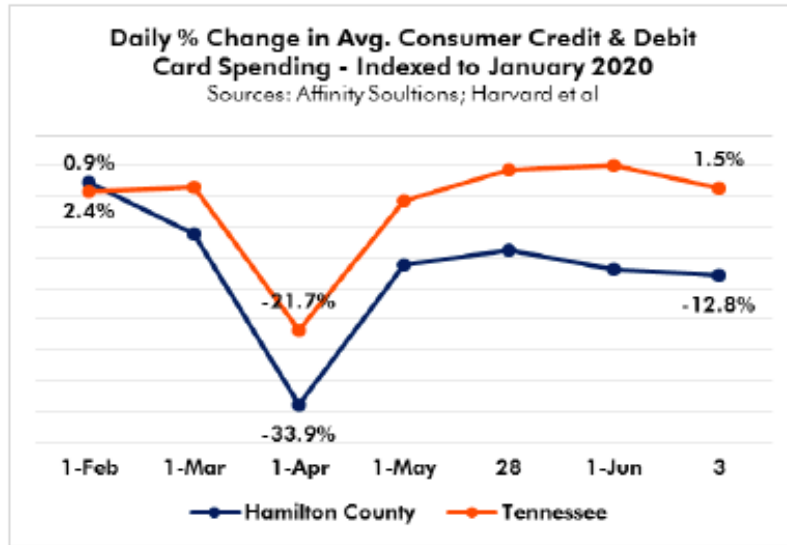
As of June 6, 2020 there are 292,234 continued claims in Tennessee.





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





Daily Social Distancing Scoreboard

Hamilton County, TN

Source: Unacast

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

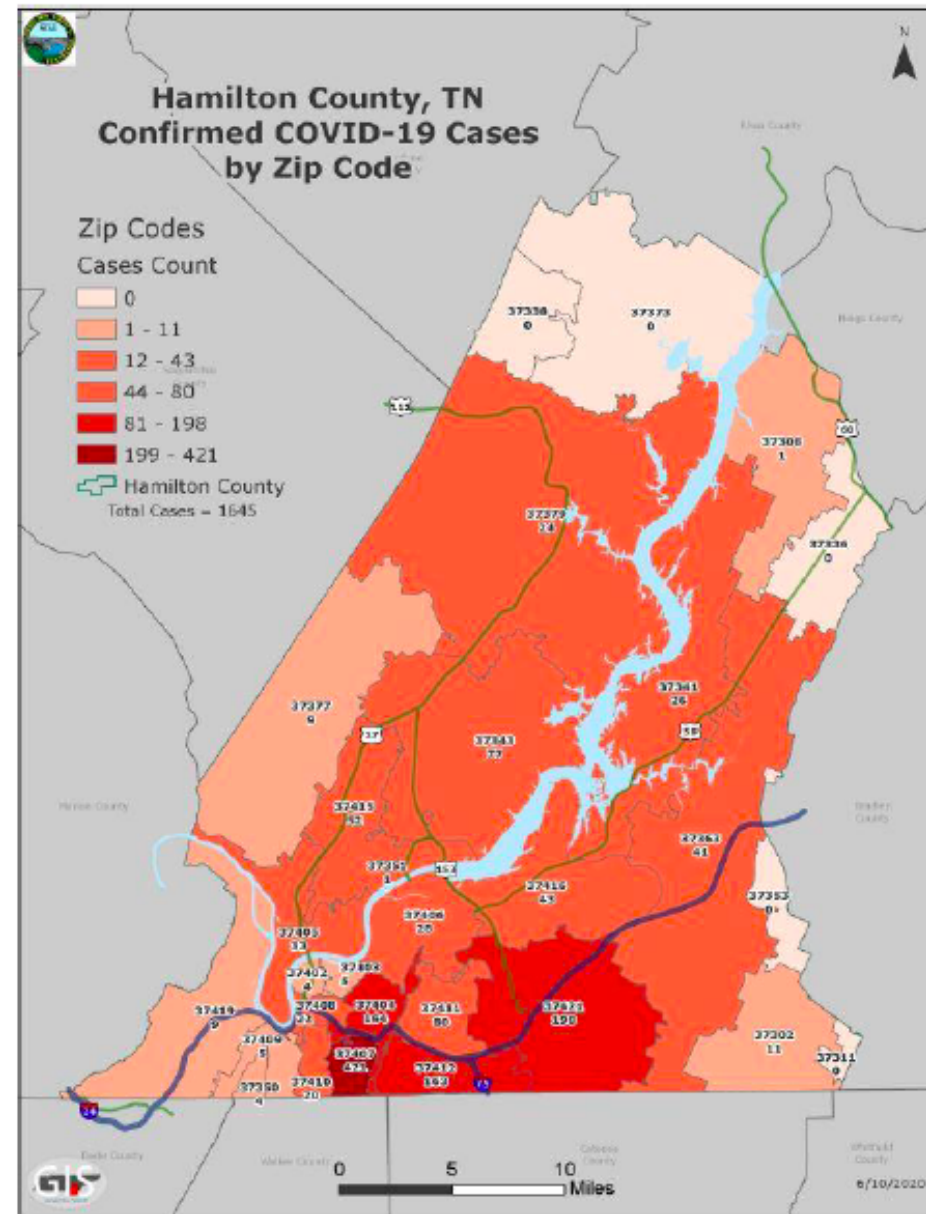
Daily COVID-19 Testing and Outcomes

Hamilton County, TN

Sources: Hamilton County and TN Departments of Health

	This Week	Last Week
Positive	1,645	1,219
Negative	14,325	11,818
Deaths	19	18

Social Distancing, Testing and Outcomes Data as of June 10, 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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