

NATIONAL TRENDS



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TOTAL TRAVEL INDUSTRY IMPACT

Projected downturn of the U.S. travel industry in 2020 as a result of the coronavirus:

↓ **\$910 BILLION**

Total economic loss
(Loss of \$400 billion in direct travel spending)

↓ **5.9 MILLION**

Total employment loss
(Loss of 4.7 million direct travel jobs)

↓ **\$62 BILLION**
in federal, state and
local taxes

Travel industry losses alone will be great enough to push the U.S. economy into a **RECESSION**

7.1% unemployment rate will result from travel-related job losses alone

Job losses will spike in April and May, shedding **52% of all travel employment**

More Than **7X** the Impact of 9/11

Updated March 24, 2020

Source: Tourism Economics



LOCAL
FY 2019
Impact

Tourism is Economic Development for Columbus

- 2.3 Million Visitors
- \$364 Million Economic Impact
- \$4,602 Jobs Supported
- \$123 Million Estimated Payroll
- \$22.8 Million Sales & Lodging Tax Revenue
- \$577 Tax Savings per Household

NATIONAL TRENDS

- Expectation as of Mar 17, 2020 US experts predicting a 3-month downturn
- Market segments hit hardest now
 - Meetings
 - Sports
 - Leisure
- Columbus market segments breakdown:
 - 25% = Leisure
 - 24% = Meetings
 - 21% = Business/Corporate
 - 20%=Military
 - 10%=Sports

Of the three market segments impacted nationally, Columbus is also feeling these losses

LOCAL VisitColumbusGA

Impact (as of Mar 2020)

- 54 groups - lost or postponed
- 17,355 = Attendees
- 11,966 = Room Nights
- \$4.4 + million Economic Loss for the City

- Sales Team working:
 - With clients to rebook and reschedule
 - Assisting hotels with group business
 - Researching dates to best accommodate
 - Provide assurances and confidence
- Marketing
 - Created local awareness campaign and resource hub
 - Updating website (on as needed basis)
 - Coordinating recovery & rebuilding strategy
- Visitors Center
 - Fielding inquiries – telephone & Internet
 - Fulfillment via – email & website

LOCAL VisitColumbusGA Strategy

- Awareness
 - Paused all advertising to preserve resources
 - Refocused as a positive resource for locals
 - Curating & distributing research-based data & information for partners – hotels, attractions, etc.
 - Conducting partner meetings (hotels & venues)
- Recovery
 - Restructuring advertising (traditional & social media)
 - Leverage pent-up travel demand
 - Multi-generational – families traveling together
 - Arts & Culture
 - Food
 - Adventure
 - Entertainment
- Rebuilding – drive demand
 - Hotels
 - Attractions
 - Restaurants
 - Events
 - Etc.

LOCAL HOTEL IMPACT

Occupancy	March 1-7, 2020	March 8-14, 2020	March 15-21, 2020	March AVG
This Year	60.1	58.3	36.7	51.7
Last year	82.5	76.6	78	79.0
Percent Change	-22.4	-23.8	-52.9	-33.0
ADR	March 1-7, 2020	March 8-14, 2020	March 15-21, 2020	March AVG
This Year	75.4	74.4	62.49	70.8
Last year	78.4	75.5	82.28	78.7
Percent Change	-3	-1.5	-24	-9.5
RevPAR	March 1-7, 2020	March 8-14, 2020	March 15-21, 2020	March AVG
This Year	45.5	43.39	22.95	37.3
Last year	65	57.83	64.19	62.3
Percent Change	-19.5	-25	-64.2	-36.2
Revenue	March 1-7, 2020	March 8-14, 2020	March 15-21, 2020	March AVG
This Year	\$ 1,432,632	\$ 1,363,962	\$ 721,552	\$ 1,172,715
Last year	\$ 2,046,120	\$ 1,820,570	\$ 2,020,513	\$ 1,962,401
Percent Change	-30.1	-25.1	-64.3	-39.8

***STR National (March 15-21, 2019 vs 2020):**

Occupancy: 53.0% (-24.4%) ADR: \$120.30 (-10.7%) RevPAR: \$63.74 (-32.5%)

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