

The SOUNDTRACK of AMERICA  
MADE IN  
**TENNESSEE®**



TENNESSEE COVID-19 RESEARCH & INSIGHTS

01.11.2021





# TRAVEL RESEARCH PARTNERS

## IMPACT & FORECASTING

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## SENTIMENT

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## CONSUMER BEHAVIOR

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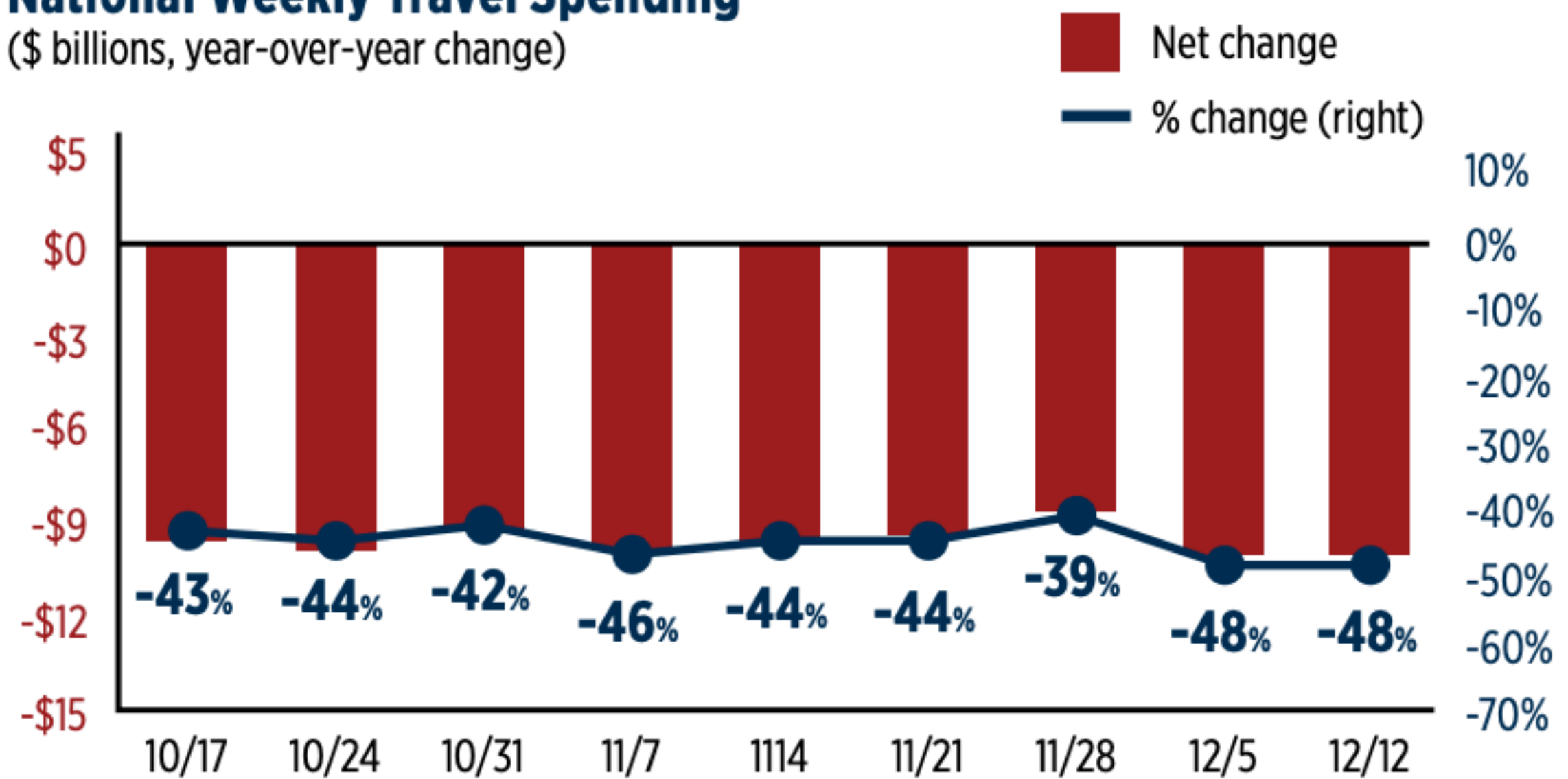




# WEEKLY TRAVEL SPENDING - U.S. & TENNESSEE

## National Weekly Travel Spending

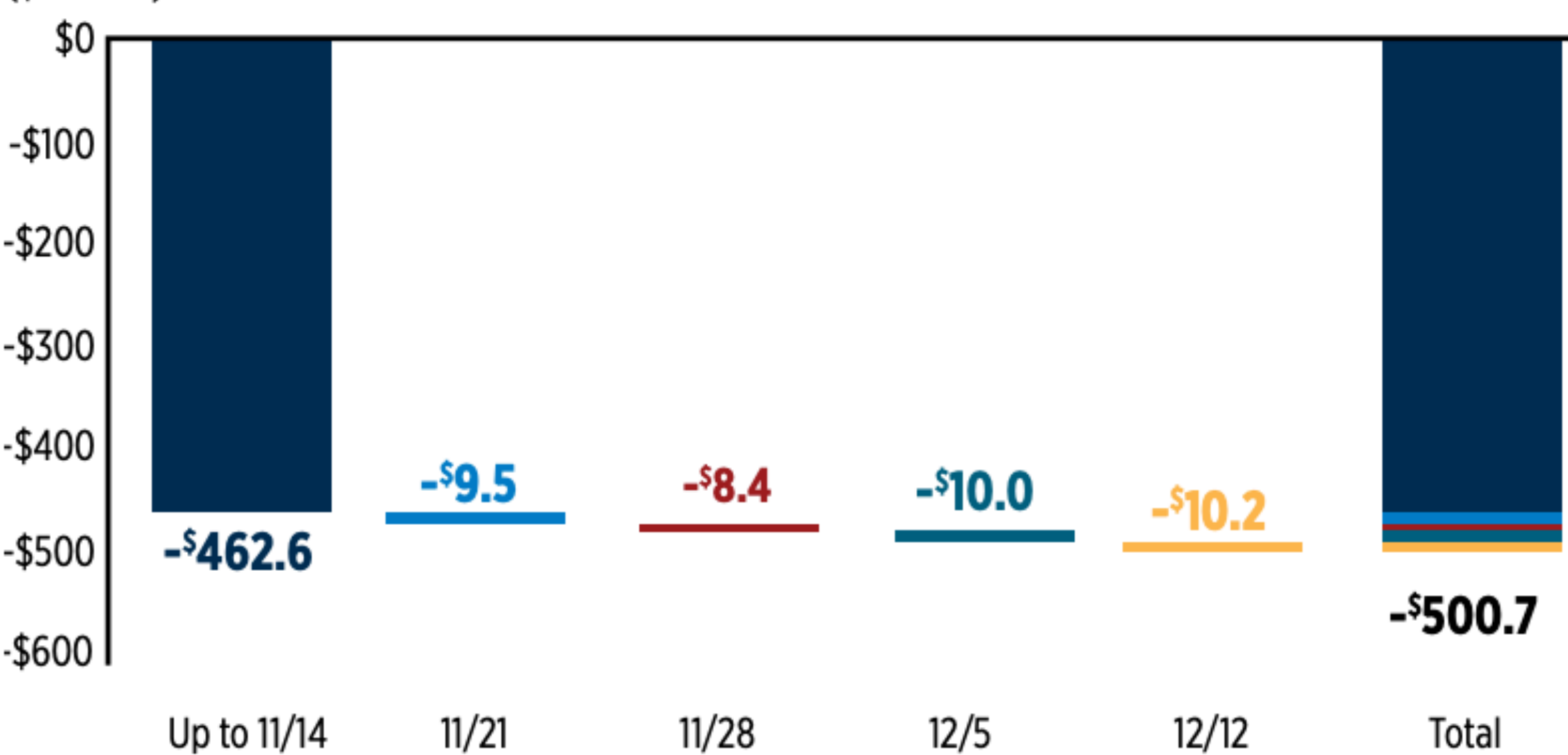
(\$ billions, year-over-year change)



Source: Tourism Economics

## Weekly Travel Spending Losses Through December 12<sup>th</sup>

(\$ billions)



Source: Tourism Economics

## Tennessee Travel Spending

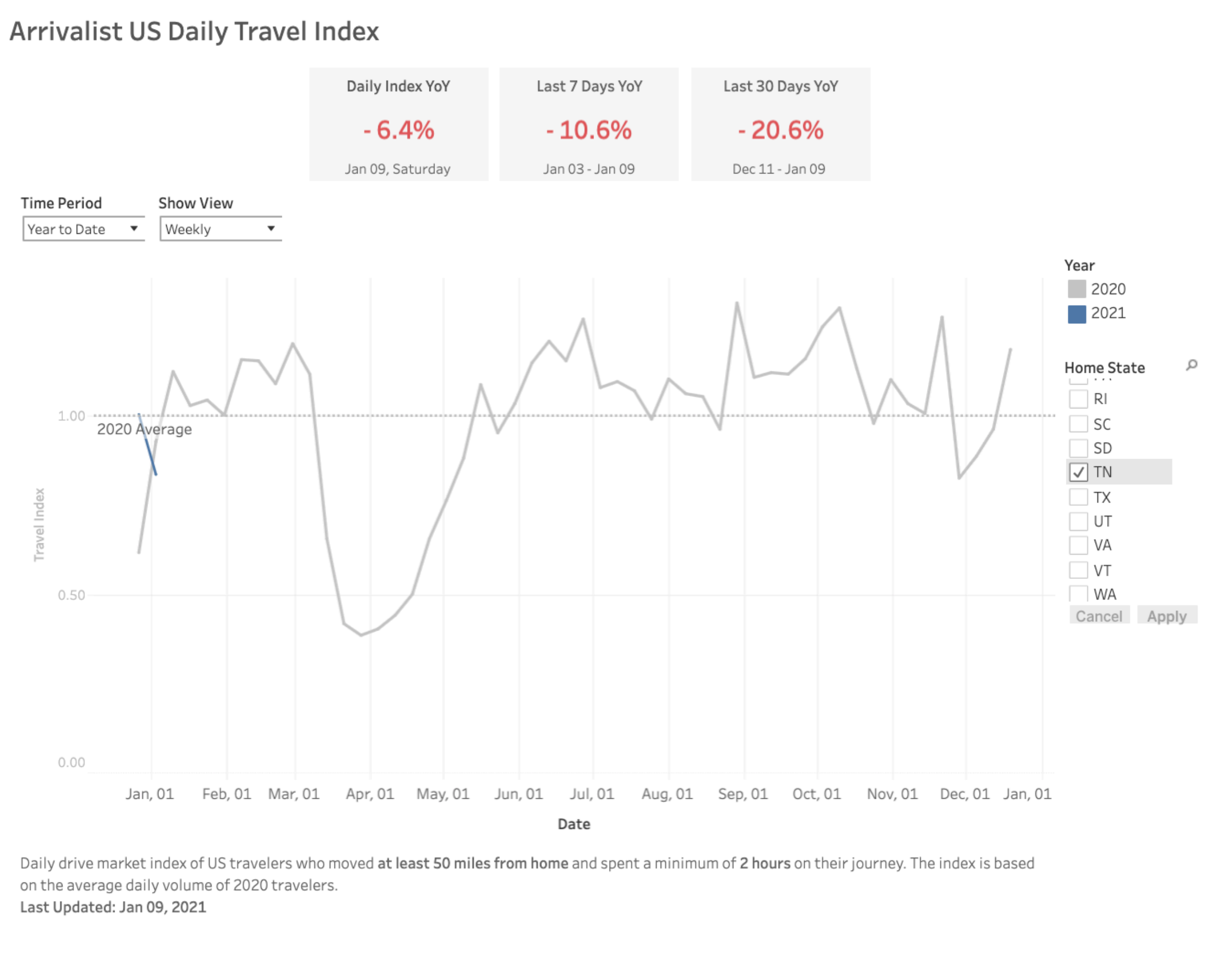
Week Ending	18-Jul	25-Jul	1-Aug	8-Aug	15-Aug	22-Aug	29-Aug	5-Sep	12-Sep	19-Sep	26-Sep	3-Oct	10-Oct	17-Oct	24-Oct	31-Oct	7-Nov	14-Nov	21-Nov	28-Nov	5-Dec	12-Dec
Spending (\$ Millions)	261	263	272	279	279	292	257	309	267	277	266	279	285	304	303	291	269	289	294	319	264	261
Pecent Change over 2019	-44%	-43%	-40%	-38%	-38%	-36%	-43%	-29%	-39%	-37%	-39%	-36%	-35%	-31%	-31%	-34%	-36%	-32%	-30%	-24%	-36%	-37%

NOTE: Tourism Economics has not released updated forecasts since 12/17

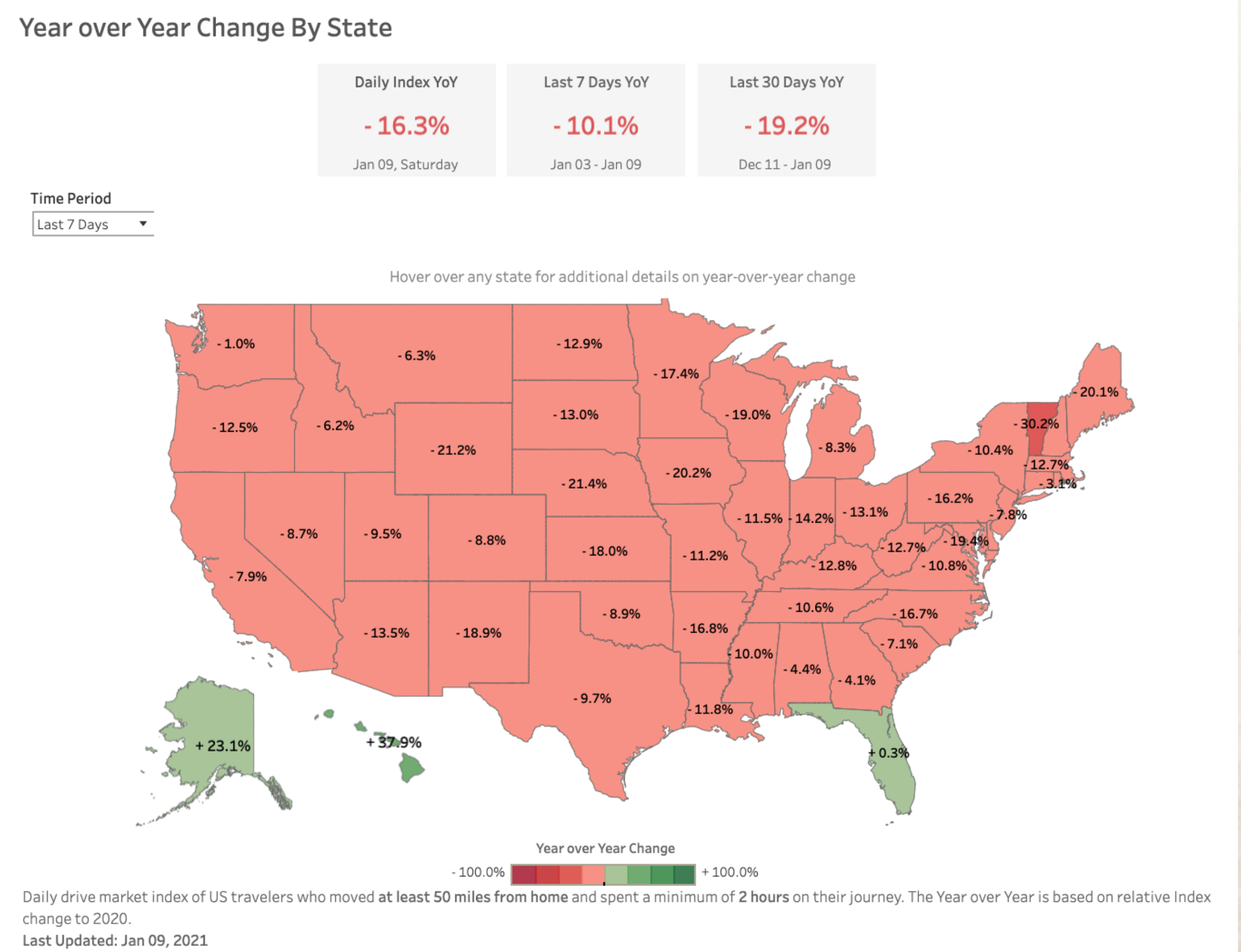
SOURCE: [U.S. Travel](#)



# TENNESSEE HOME STATE WEEKLY TRAVEL INDEX DOWN -10.6% OVER THE PREVIOUS YEAR (1/3-1/9)



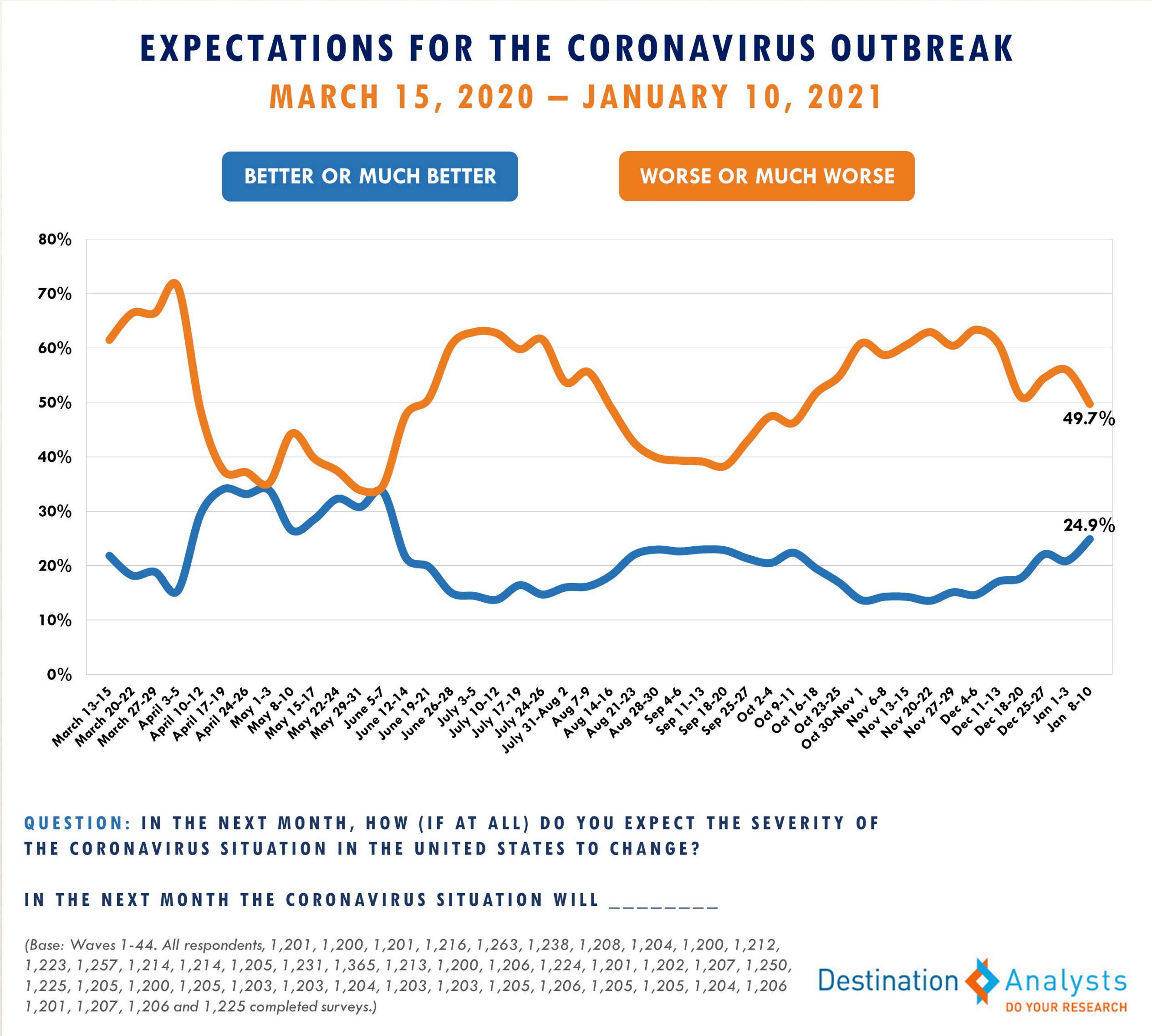
Tennessee



U.S.

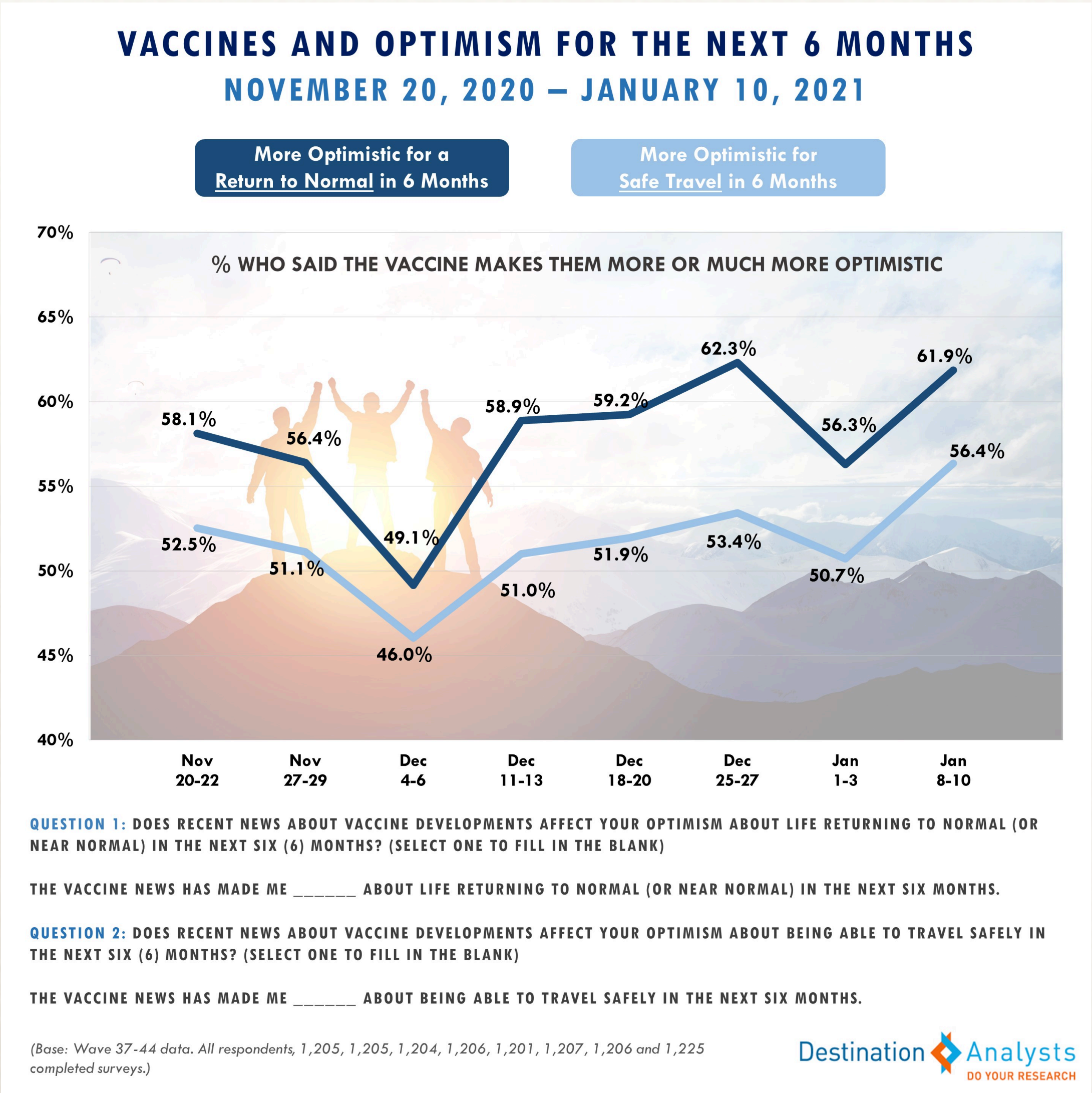


AS AMERICANS LOOK OUT OVER THE NEXT MONTH, THEY SEE AN IMPROVING SITUATION. THE AVAILABILITY AND ONGOING DISTRIBUTION OF COVID-19 VACCINES ARE A BIG CONTRIBUTOR.



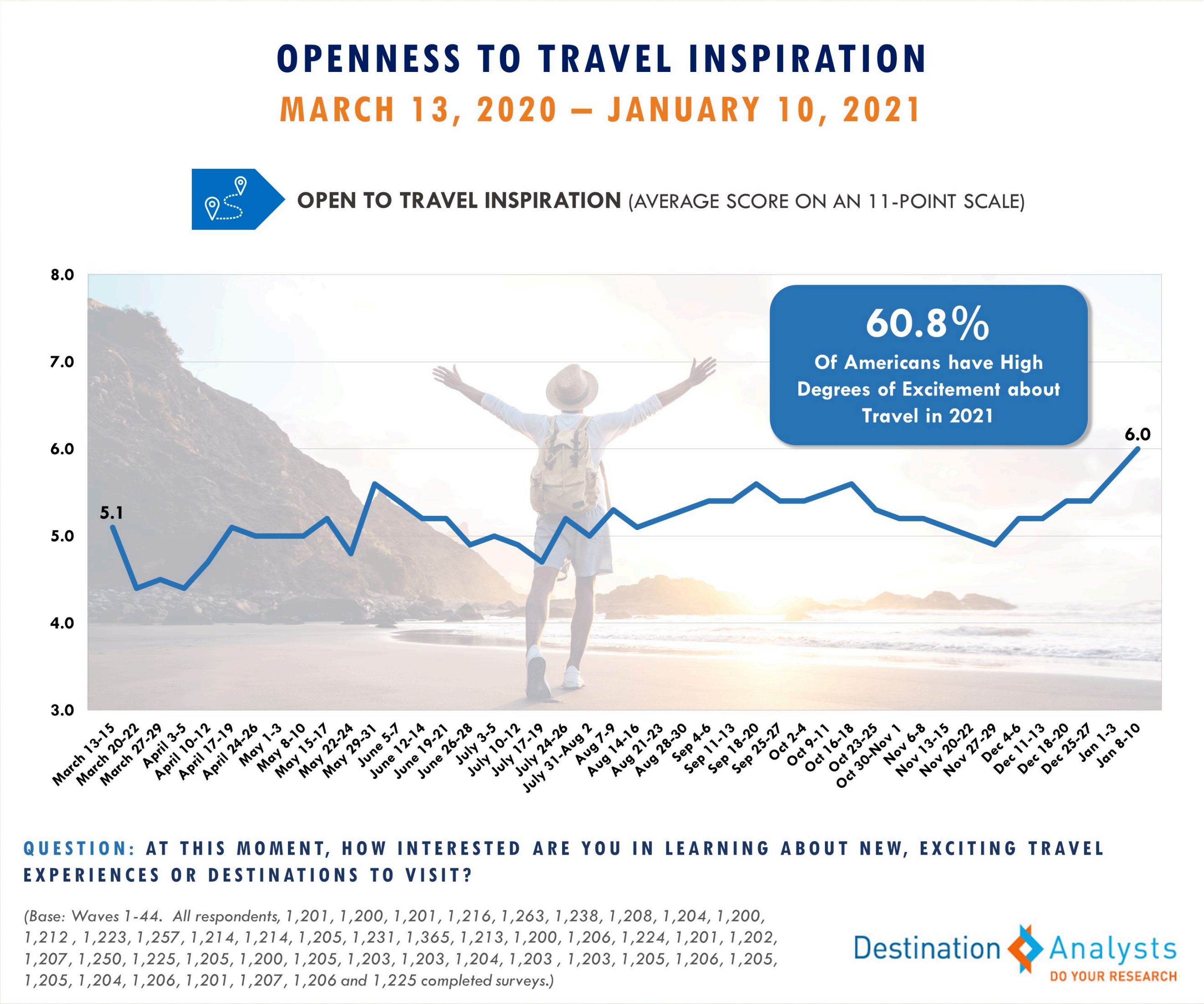


THE PROPORTION WHO SAY THE VACCINES MAKE THEM MORE OPTIMISTIC ABOUT BEING ABLE TO SAFELY TRAVEL IN THE NEXT SIX MONTHS (56.4%) INCREASED LAST WEEK



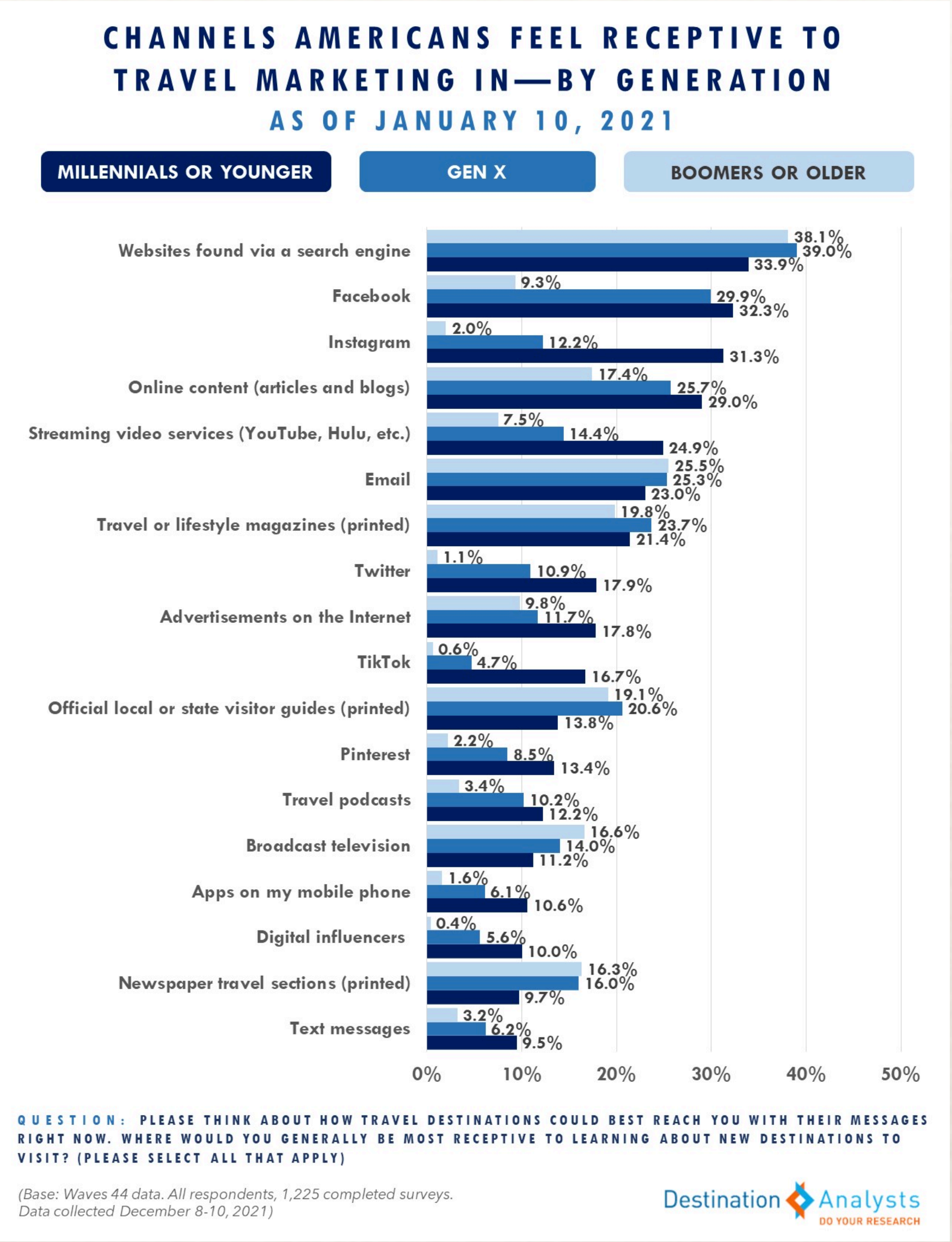


THOSE IN A TRAVEL READINESS STATE-OF-MIND SOARED NEARLY 12 PERCENTAGE POINTS TO 58.6% AND THOSE OPEN TO TRAVEL INSPIRATION IS THE HIGHEST IT'S BEEN IN THE LAST 10 MONTHS



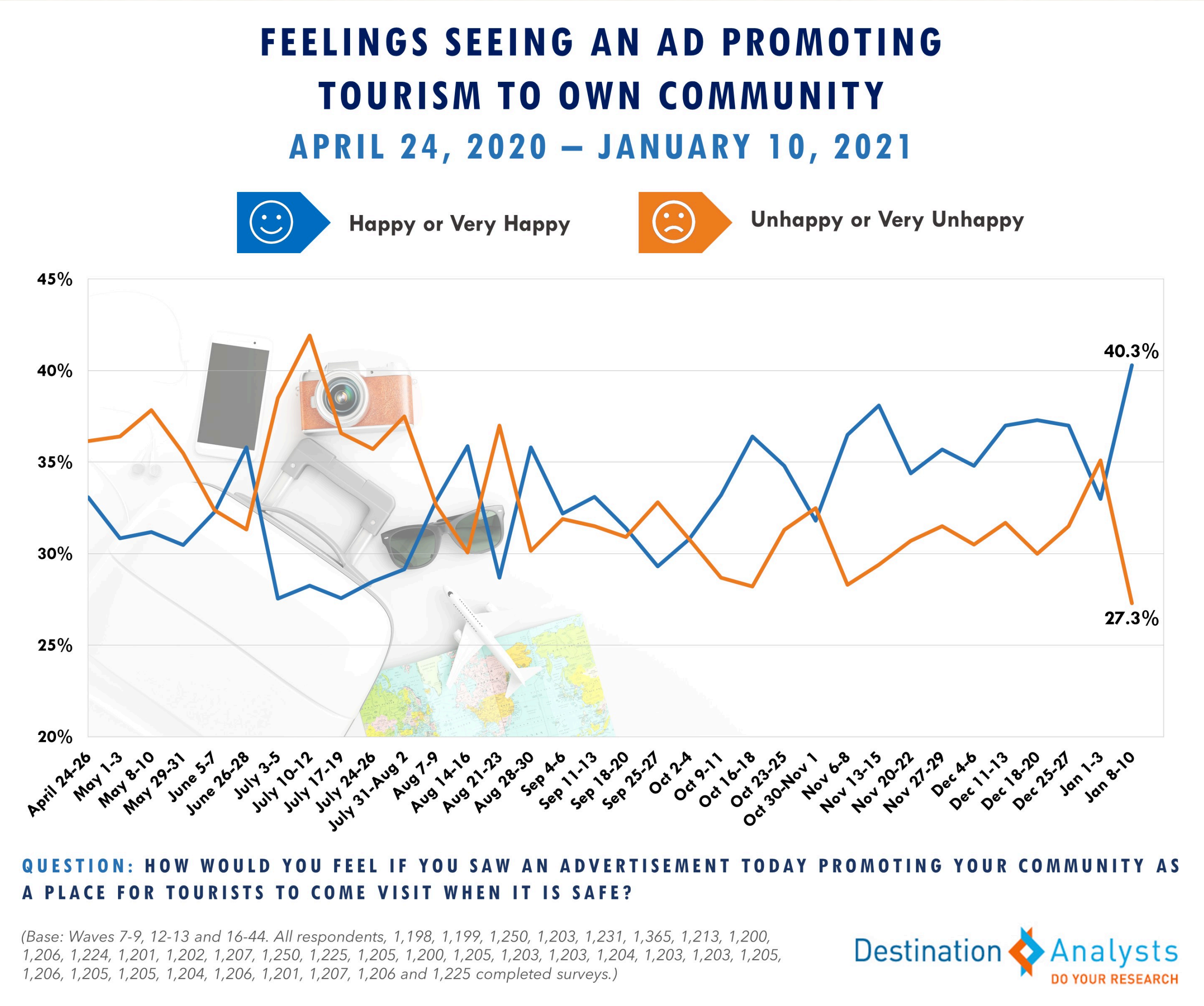


# ALL GENERATIONS ARE RECEPTIVE TO TRAVEL MARKETING VIA ONLINE CONTENT FOUND THROUGH SEARCH ENGINES AND EMAIL





THOSE THAT WOULD FEEL HAPPY SEEING AN AD PROMOTING TOURISM TO THEIR COMMUNITY WHEN IT IS SAFE ALSO HIT A 10-MONTH HIGH LAST WEEK AT 40.3%





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





# KEY TAKEAWAYS

1

The proportion of American travelers 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.

2

This week, 48.9% say they will take at least one leisure trip in the next 12-weeks, up from 37.5%. 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.

3

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.

4

While 53.5% still do not want visitors to their communities right now, the percent that 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 hit 40.3%—another metric to hit a pandemic-period high this week.