



# COVID-19 RESEARCH

Updated: 4-15-21

*South Dakota*

# DATA AND INSIGHTS PROVIDED BY

Destination  Analysts

 UberMedia

U.S. TRAVEL  
ASSOCIATION

 ARRIVALIST

OAG

 str

 miles  
PARTNERSHIP

 H2R  
MARKET RESEARCH

 MMGY  
Travel  
Intelligence

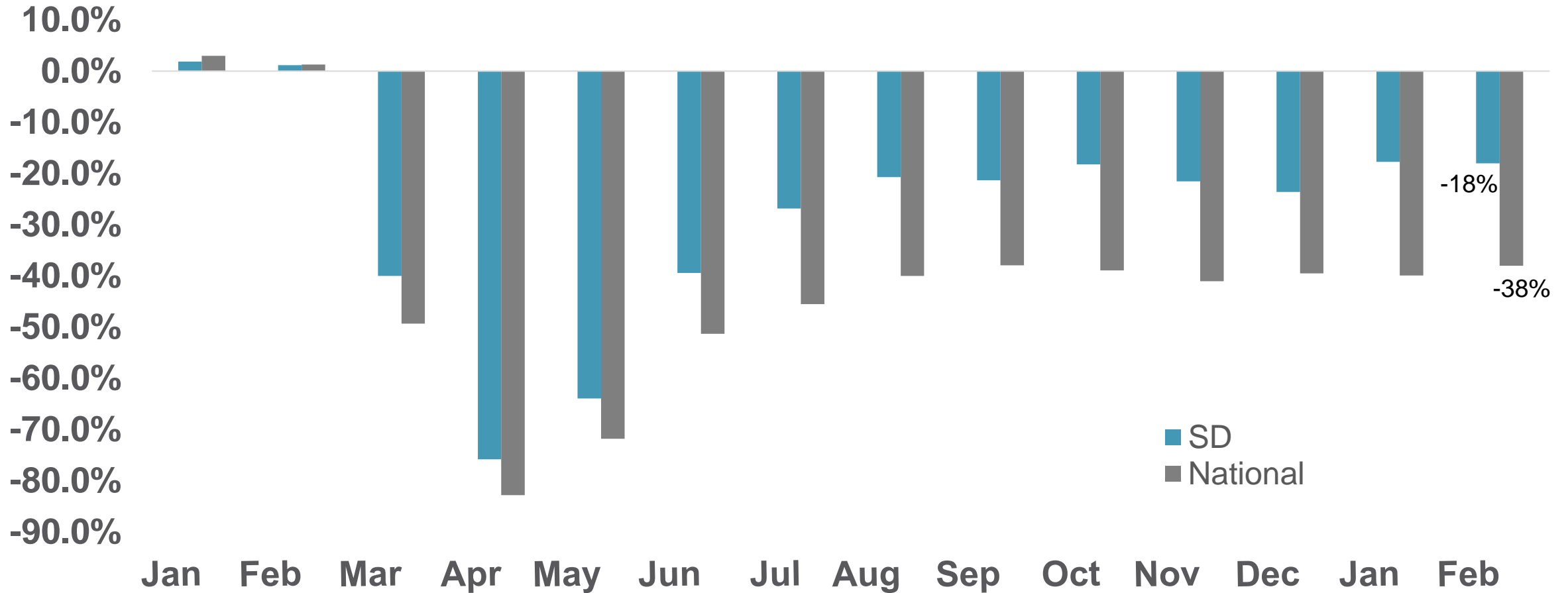
 TOURISM  
ECONOMICS  
AN OXFORD ECONOMICS COMPANY

 ADARA

 Longwoods  
INTERNATIONAL

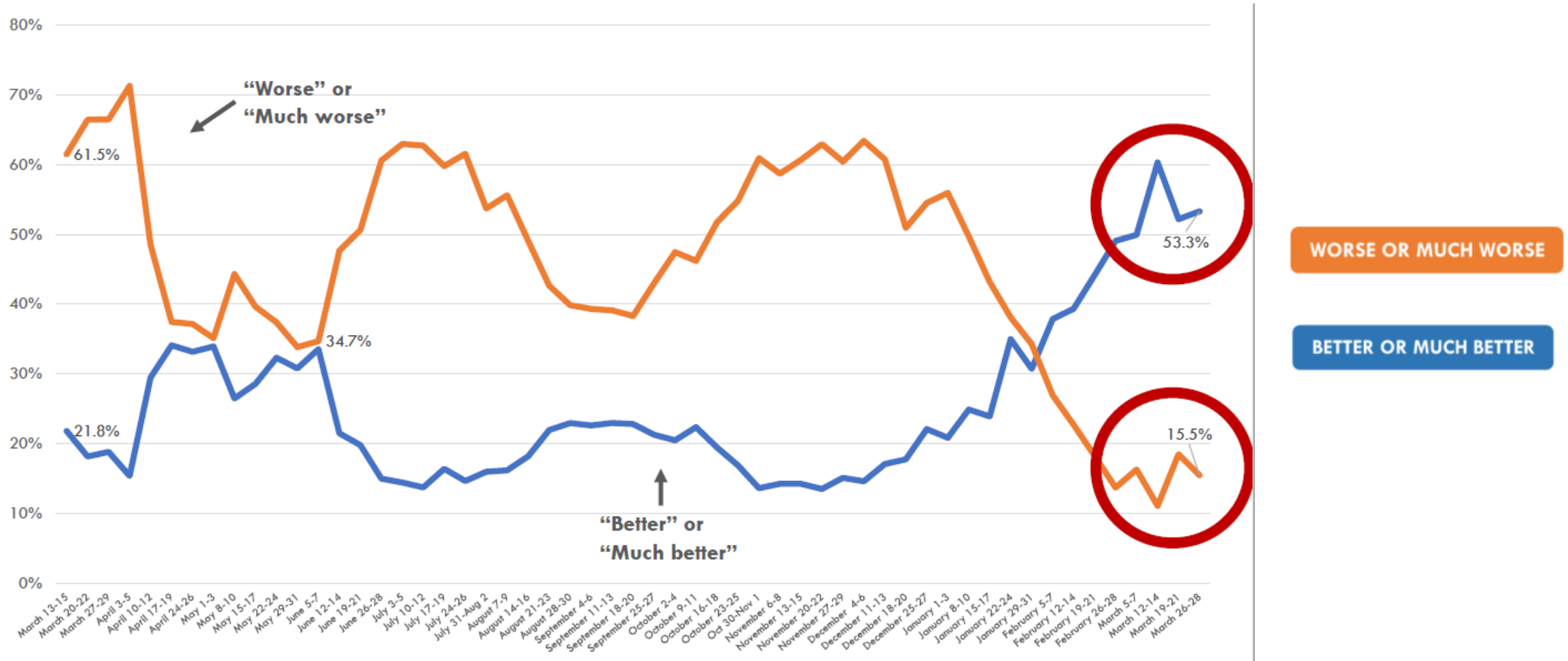
# YEAR-OVER-YEAR % CHANGE

## TRAVEL SPENDING



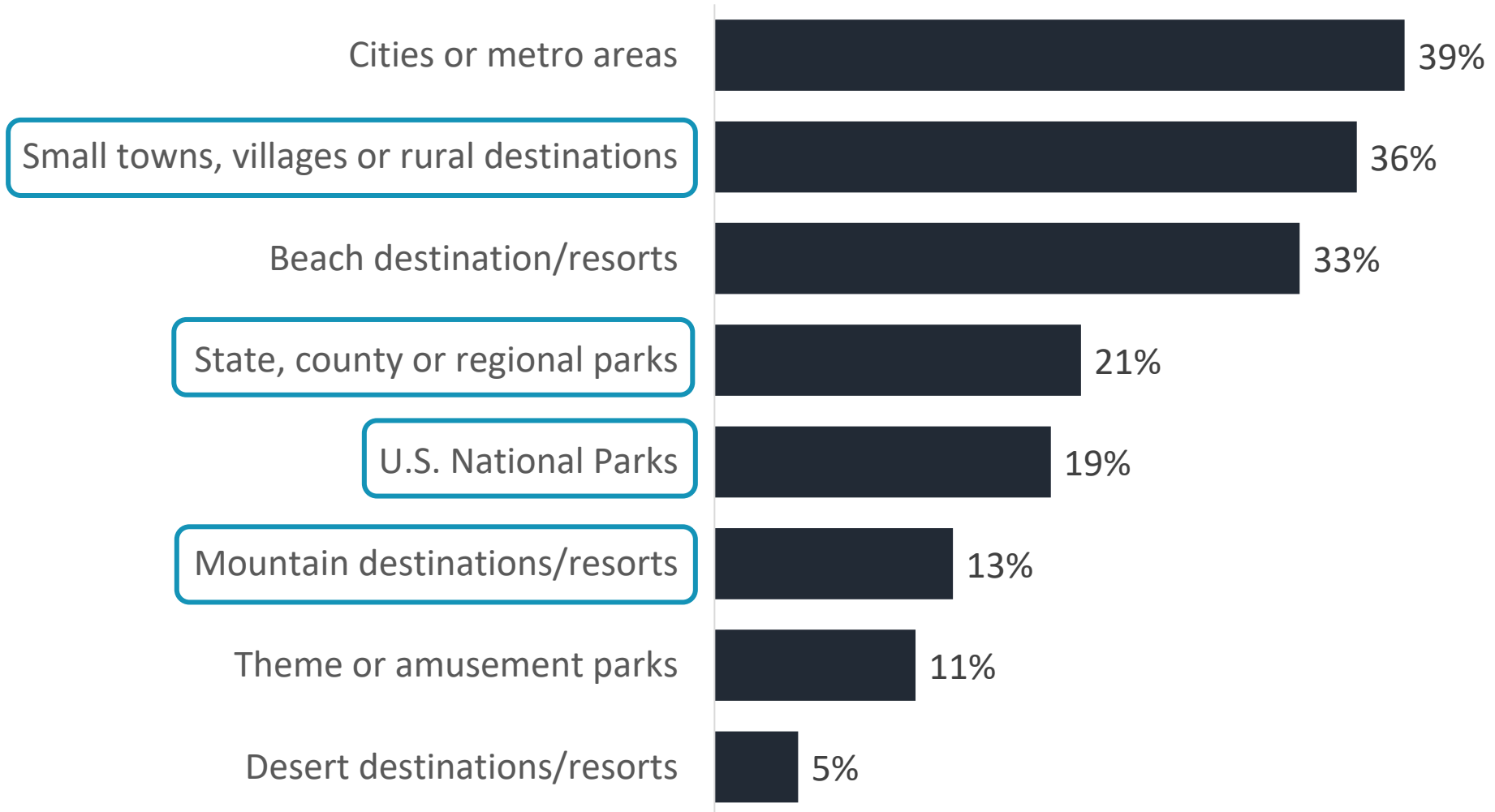
# EXPECTATIONS FOR CORONAVIRUS

IN THE NEXT MONTH, HOW DO YOU EXPECT THE SEVERITY OF THE VIRUS TO CHANGE IN THE US

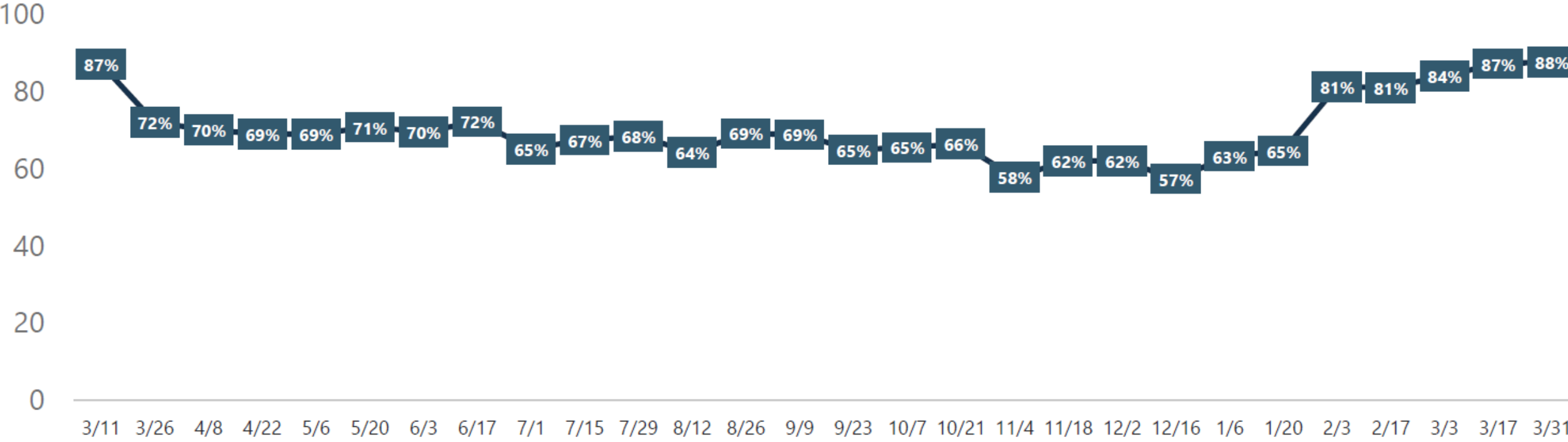


# DESTINATION TYPES

## AMERICANS WHO PLAN TO VISIT IN THE NEXT THREE MONTHS



# TRAVELERS WITH PLANS FOR NEXT SIX MONTHS

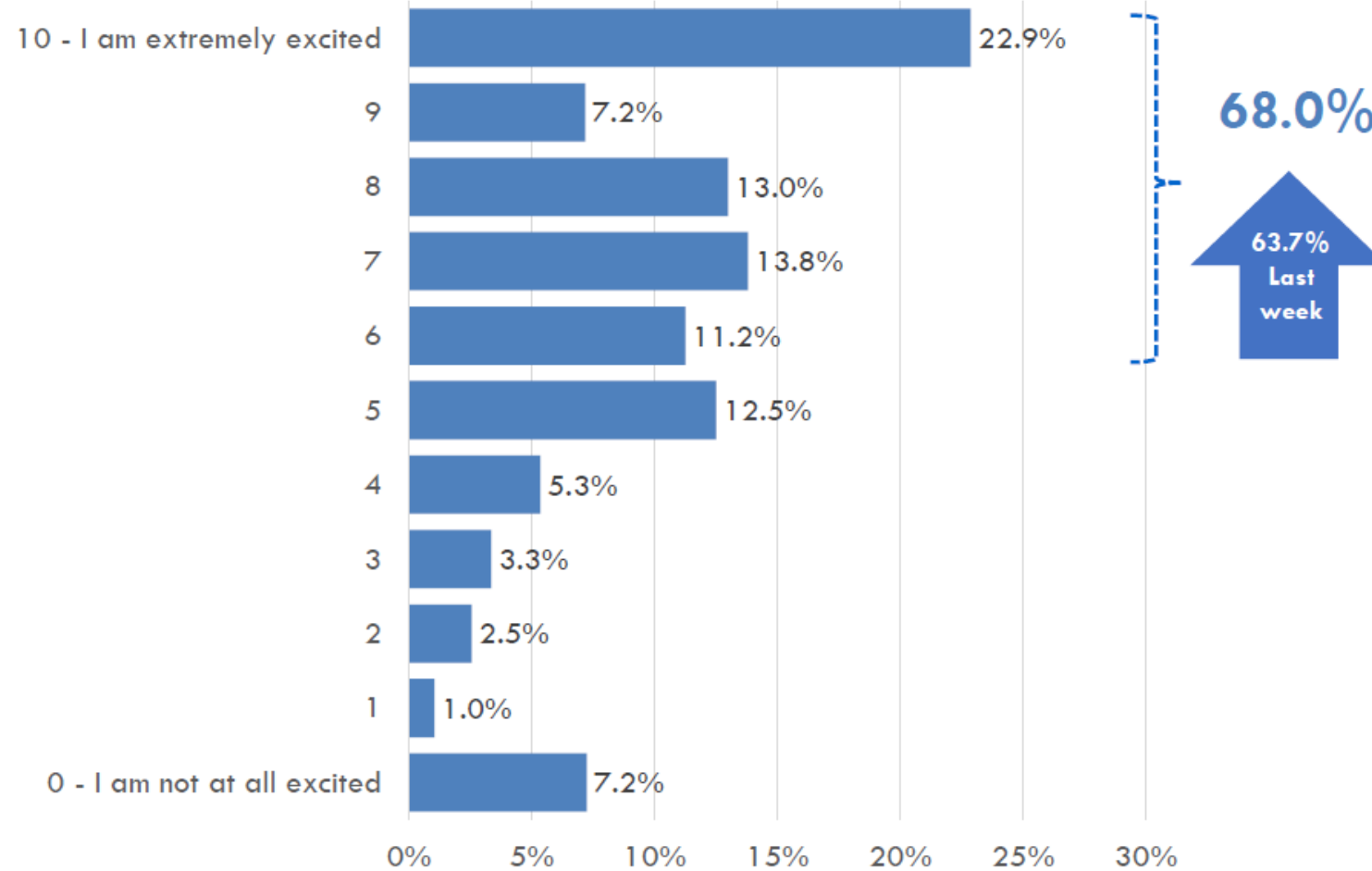




**More travelers consider themselves to be ready to travel than at any time during the pandemic. Positive sentiment towards travel reached new pandemic-era peaks.**

# EXCITEMENT FOR TRAVEL

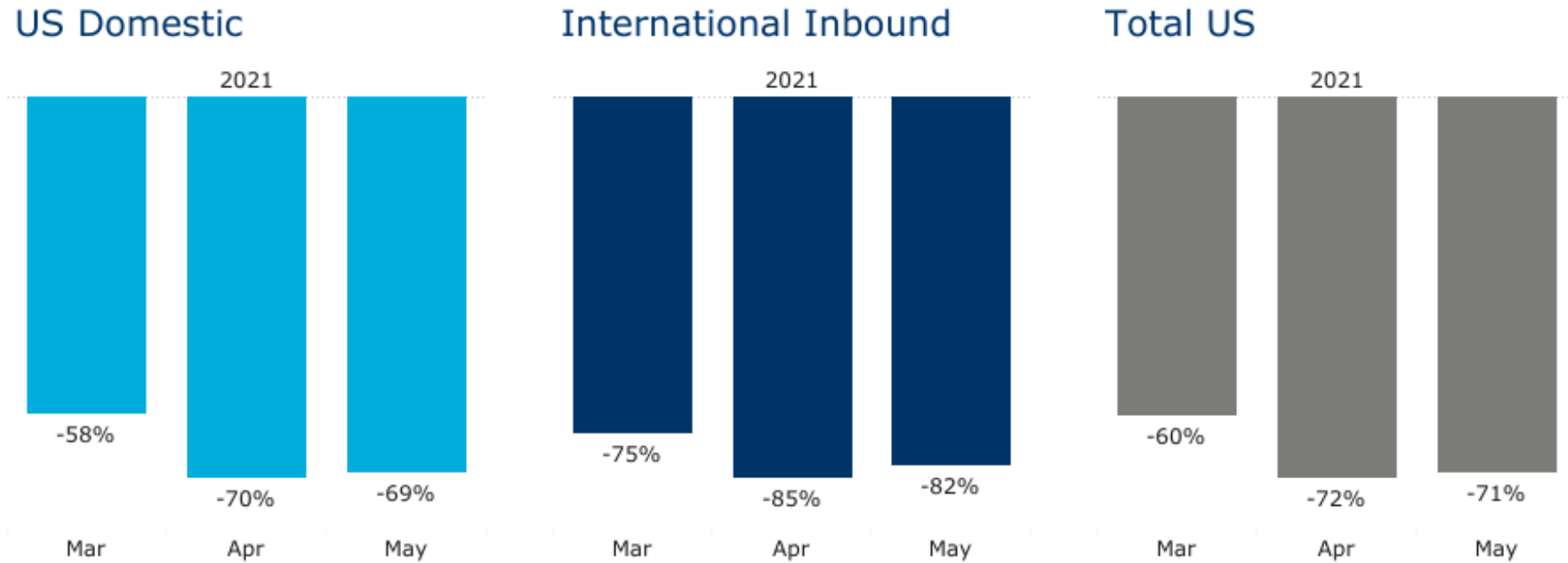
WHICH BEST DESCRIBES HOW EXCITED YOU ARE ABOUT TRAVEL IN 2021?





# US AIR TRIPS BOOKED

FUTURE BOOKING PACE RELATIVE TO SAME TIME IN 2019



Source: OAG

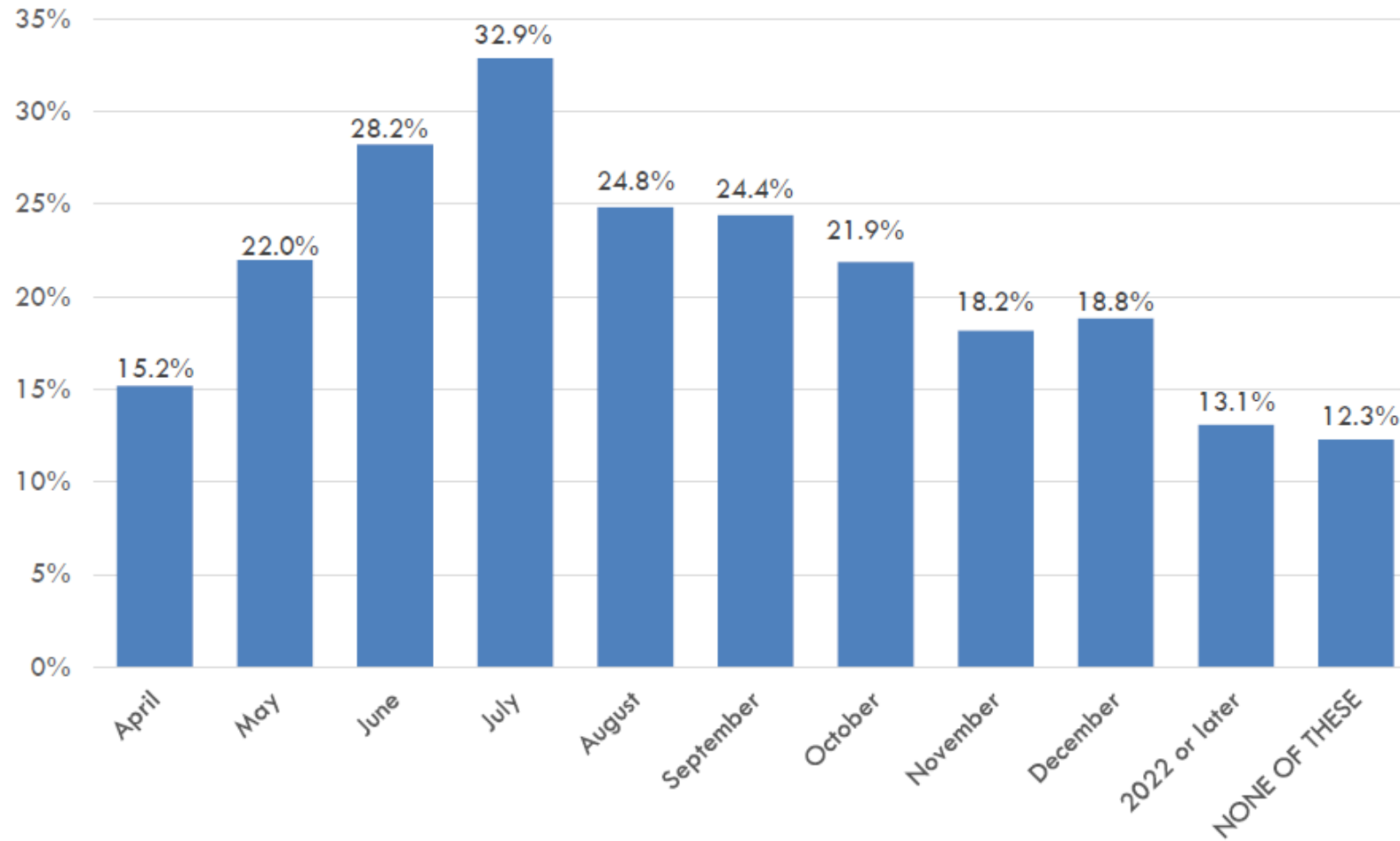
# US HOTEL OCCUPANCY

## US HOTEL OCCUPANCY FOR WEEK ENDING APRIL 3



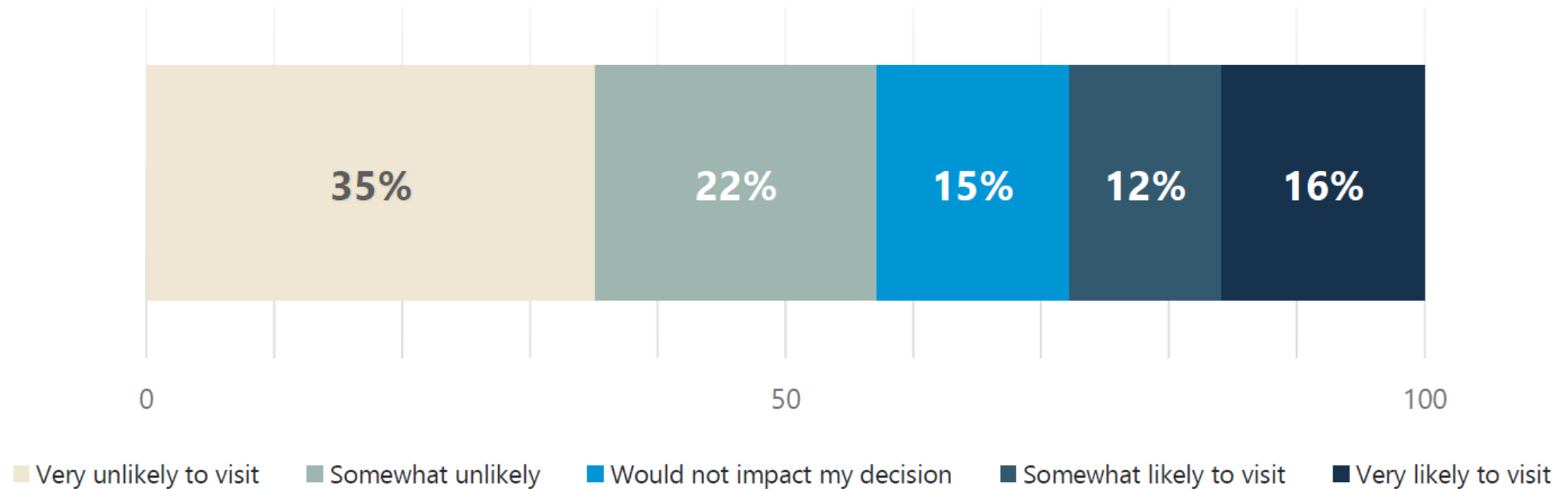
# MONTHS OF TRAVEL

IN WHICH MONTHS DO YOU CURRENTLY PLAN TO TAKE A LEISURE TRIP?

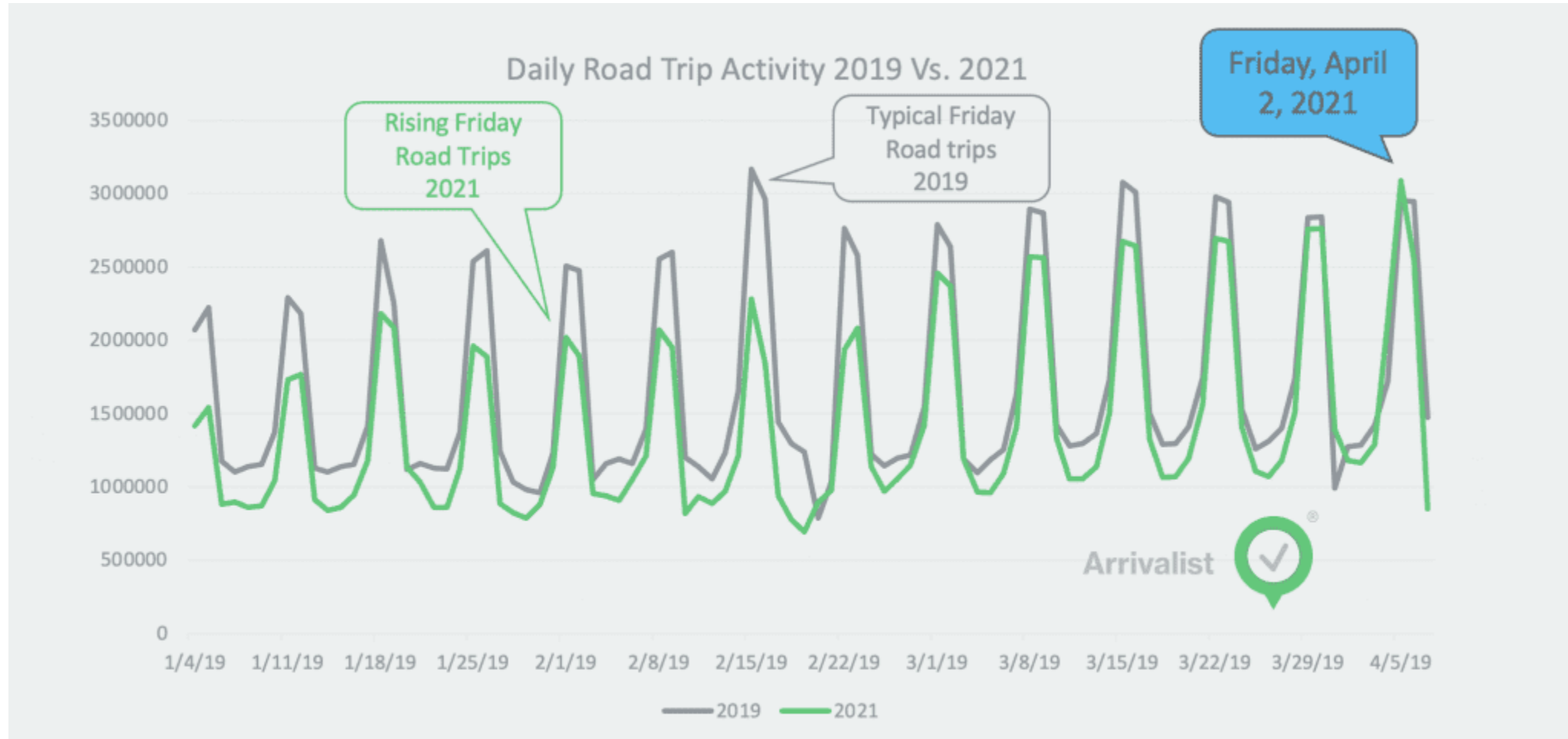


# HEALTH PROTOCOLS

HOW LIKELY ARE YOU TO VISIT A BUSINESS OR TOURISM ATTRACTION THAT DOES NOT HAVE HEALTH PROTOCOLS IN PLACE?

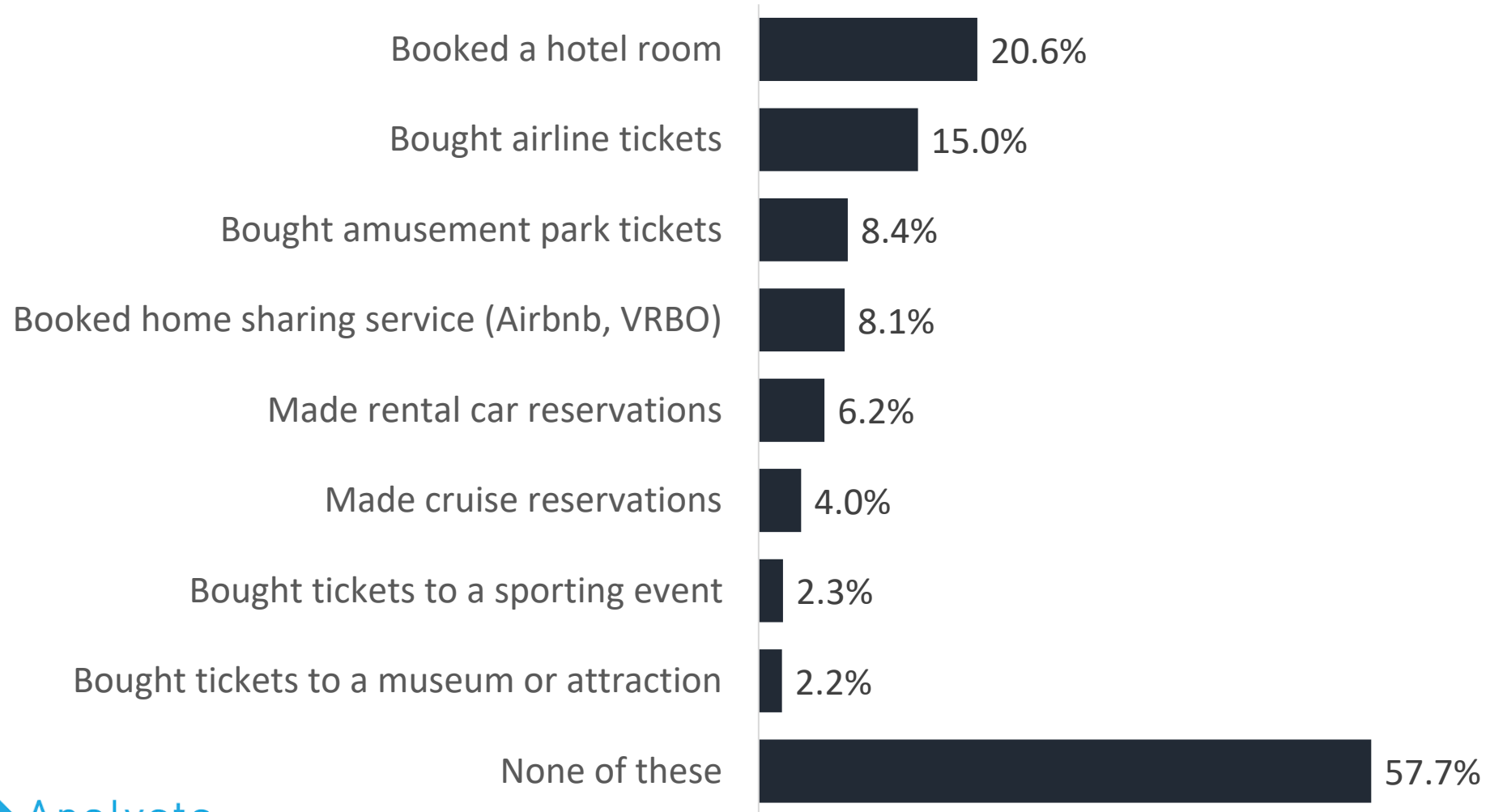


# ROAD TRIPS EXCEED 2019 LEVELS MY COMMUNITY



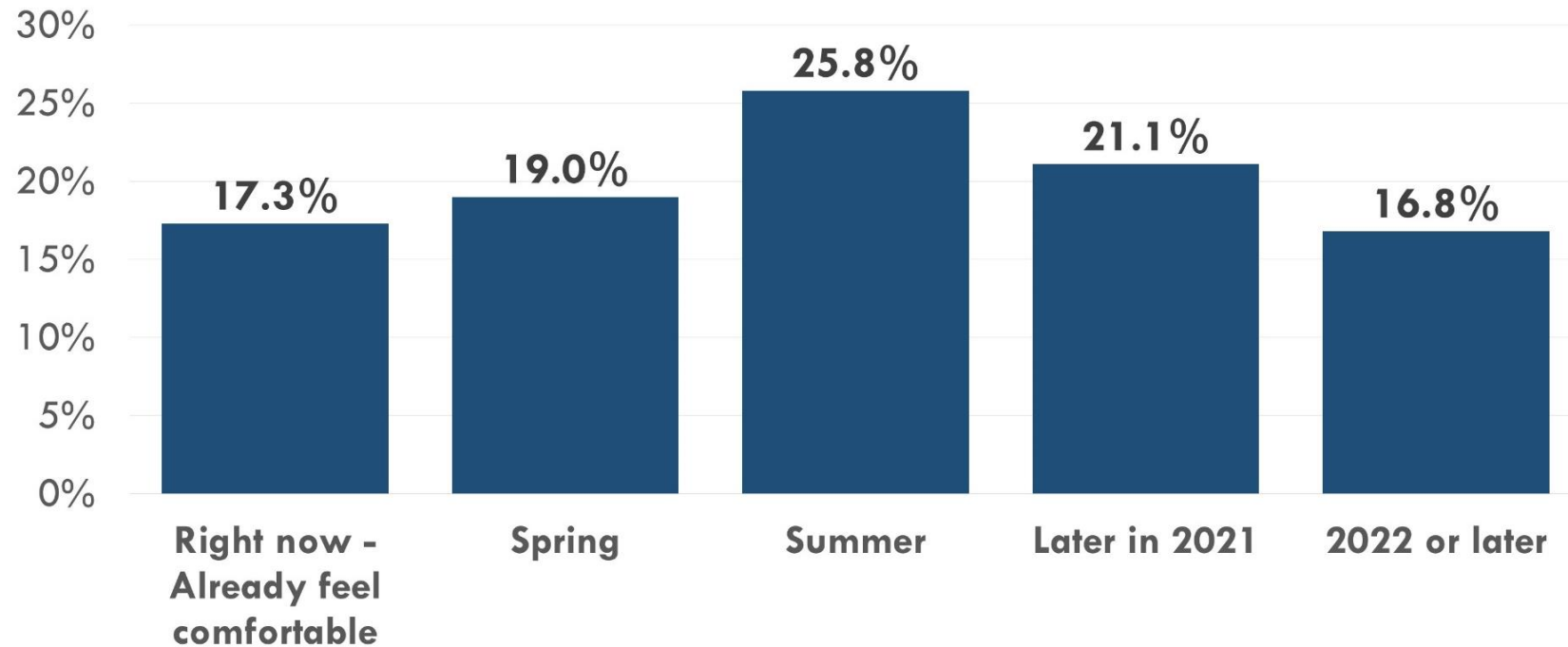
# BOOKING COMPLETED FOR TRIPS

## HAVE YOU BOOKED ANY ITEMS FOR YOUR UPCOMING TRIP?

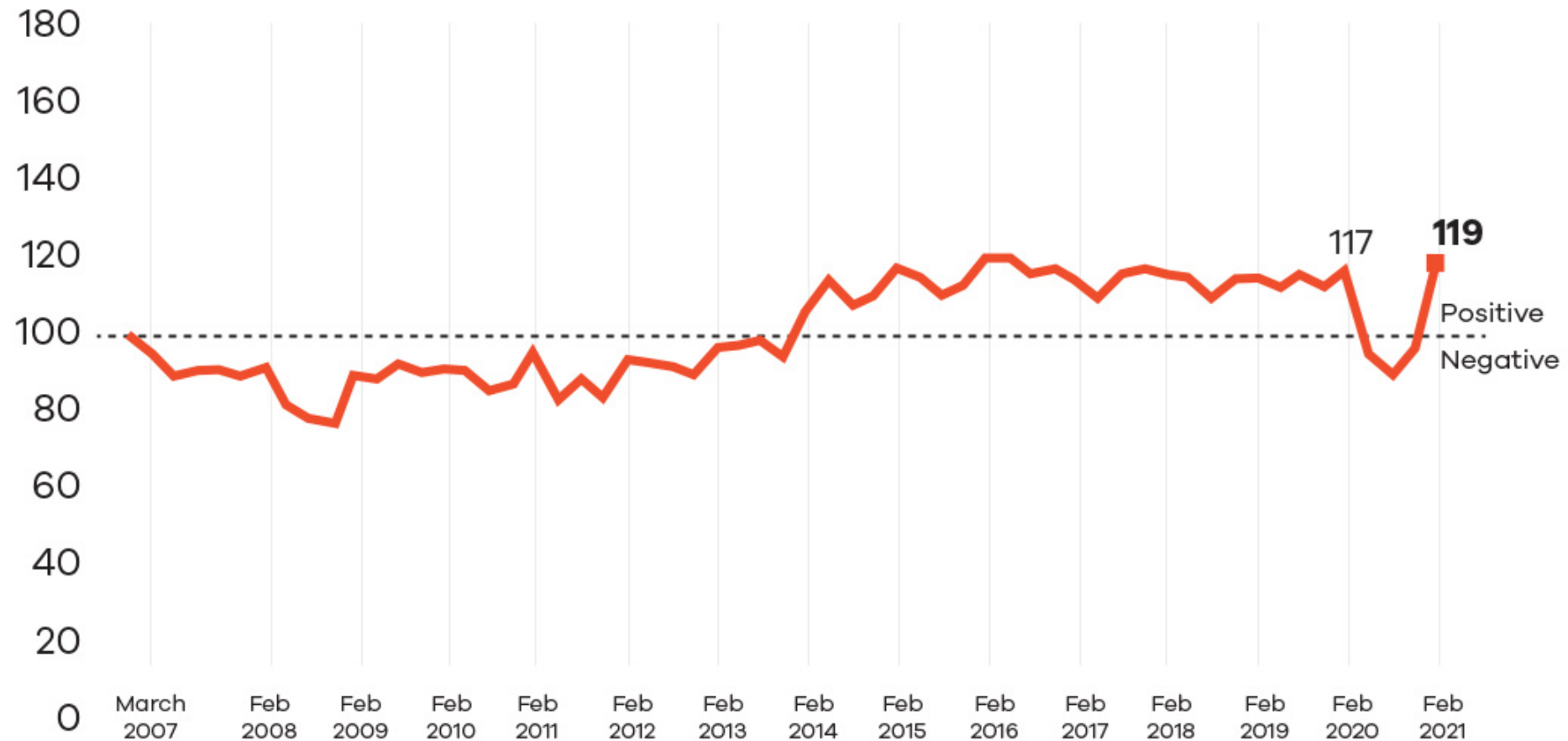


# BUSINESS TRAVEL

## WHEN AMERICANS EXPECT TO FEEL COMFORTABLE ATTENDING BUSINESS OR GROUP MEETINGS?



# TRAVELER SENTIMENT INDEX MY COMMUNITY





# LEISURE DEMAND

*Our team at MMGY Global believes the next six months will create the unique environment whereby leisure demand is so significant that it is creating a dynamic we are calling “reverse compression.”*

**CEO, MMGY GLOBAL**  
**CLAYTON REID**

# TRAVELSOUTHDAKOTA.COM

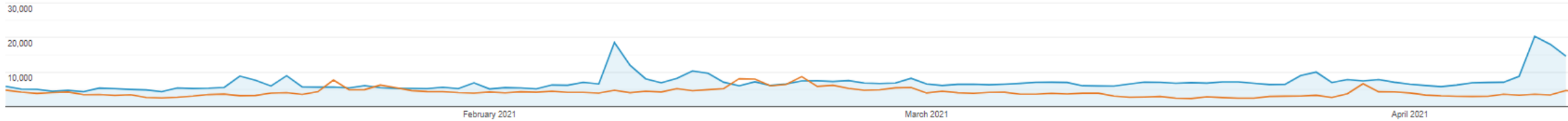
JAN 1 - APR 11, 2021 VS. PRIOR YEAR

**+64%**  
SESSIONS

**+48%**  
PAGEVIEWS

**+18%**  
GOAL COMPLETIONS

Jan 1, 2021 - Apr 11, 2021: ● Users  
Jan 1, 2020 - Apr 11, 2020: ● Users



# US TRAVEL FORECAST - VOLUME

	2018	2019	2020	2021	2022	2023	2024
<b>Total Travel Spending in the U.S. (\$ Billions)</b>	<b>1,088</b>	<b>1,127</b>	<b>617</b>	<b>847</b>	<b>966</b>	<b>1,043</b>	<b>1,100</b>
U.S. Residents	931	972	582	785	871	924	968
Business	282	291	131	244	248	258	266
Leisure	649	681	450	541	624	666	702
International Visitors <sup>1</sup>	157	155	36	62	95	118	132
<b>Total International Visitors to the U.S. (Millions)</b>	<b>79.7</b>	<b>79.3</b>	<b>19.0</b>	<b>33.0</b>	<b>52.5</b>	<b>67.4</b>	<b>76.3</b>
Canada	21.5	20.7	4.8	9.1	14.6	18.4	21.3
Mexico	18.4	18.1	7.1	10.6	14.7	18.2	18.9
Overseas	39.9	40.4	7.2	13.2	23.1	30.8	36.1
Global Long-Haul Travel (Millions)	342.3	357.0	99.3	169.2	253.8	314.9	357.6
<b>U.S. Share of global long-haul travel (%)<sup>2</sup></b>	<b>11.7</b>	<b>11.3</b>	<b>7.2</b>	<b>7.8</b>	<b>9.1</b>	<b>9.8</b>	<b>10.1</b>
<b>Total U.S. Domestic Person-Trips<sup>3</sup> (Millions)</b>	<b>2,278</b>	<b>2,318</b>	<b>1,600</b>	<b>1,905</b>	<b>2,272</b>	<b>2,376</b>	<b>2,455</b>
Business	459	464	185	229	395	433	457
Leisure	1,819	1,854	1,415	1,676	1,876	1,942	1,998