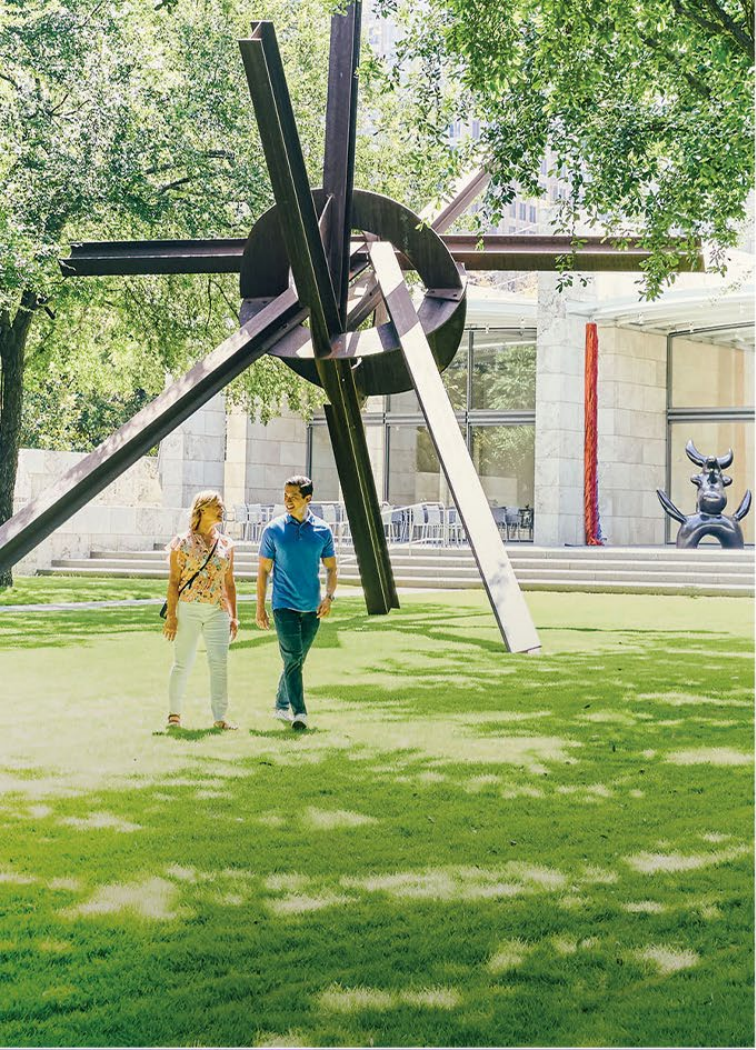


A photograph of a modern art museum courtyard. In the foreground, a large, dark, abstract sculpture resembling a chair stands on a green lawn. To the left, another abstract sculpture made of dark metal beams is visible. In the background, a modern building with large glass windows and a red vertical element is partially obscured by lush green trees. Two people are walking on the lawn in the distance.

2020-2021 RESEARCH ROUNDUP

Last updated: June 2021



Research Roundup – June 2021

- The data points in this report are meant to help to illustrate the impact of the pandemic on the Texas travel industry and chart a road to recovery.
- There are many signals that the U.S. and Texas recovery is picking up pace, especially among domestic leisure travelers. Travel sentiment, transportation and hotel indicators are all trending positively.
- From 2011-2019, the travel industry experienced a decade of expansion and was an economic driver for Texas. The industry was among the hardest hit by the pandemic.
- Preliminary economic impact estimates show that in 2020 direct travel spending in Texas was \$56.9 billion – a decline of -31.5% from 2019. The drop in travel spending resulted in a loss of -\$53.5 billion in economic activity.
- Questions or comments? [Please send us a message.](#)



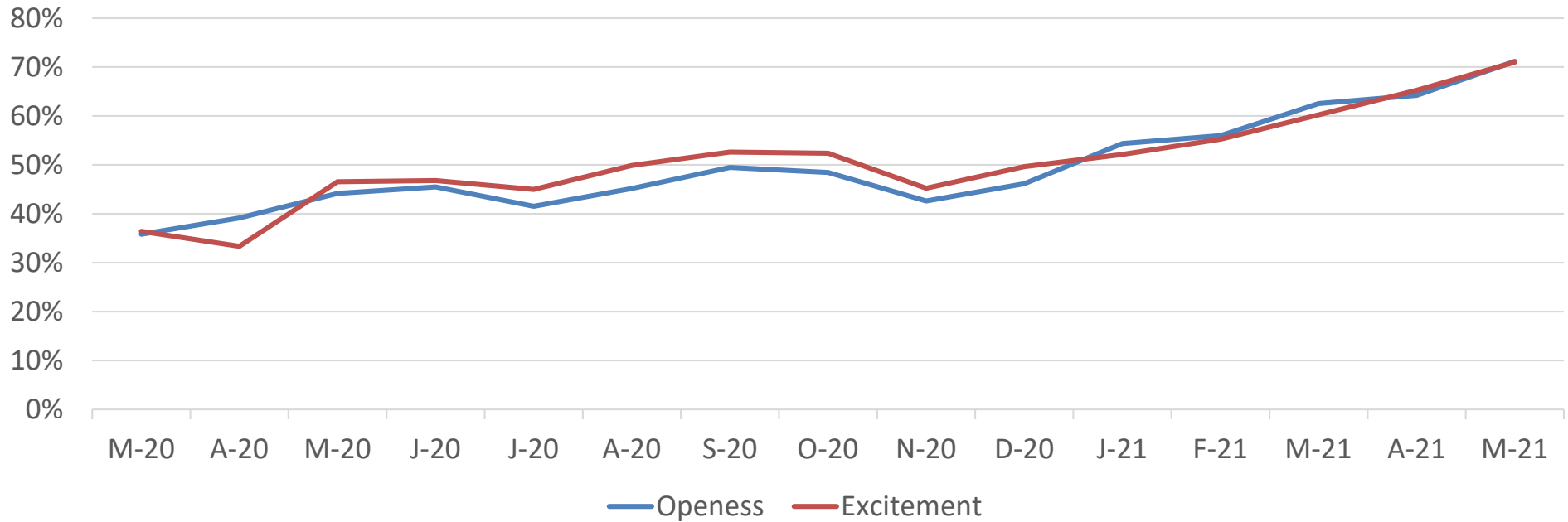
Data Points

- [Domestic Travel Intent and Sentiment](#)
- [Texas Transportation Trends](#)
- [Texas Hotel Performance](#)
- [Texas Taxes and Leisure and Hospitality Jobs](#)
- [Texas Travel Economic Impact](#)
- [Links](#)

DOMESTIC TRAVEL INTENT AND SENTIMENT

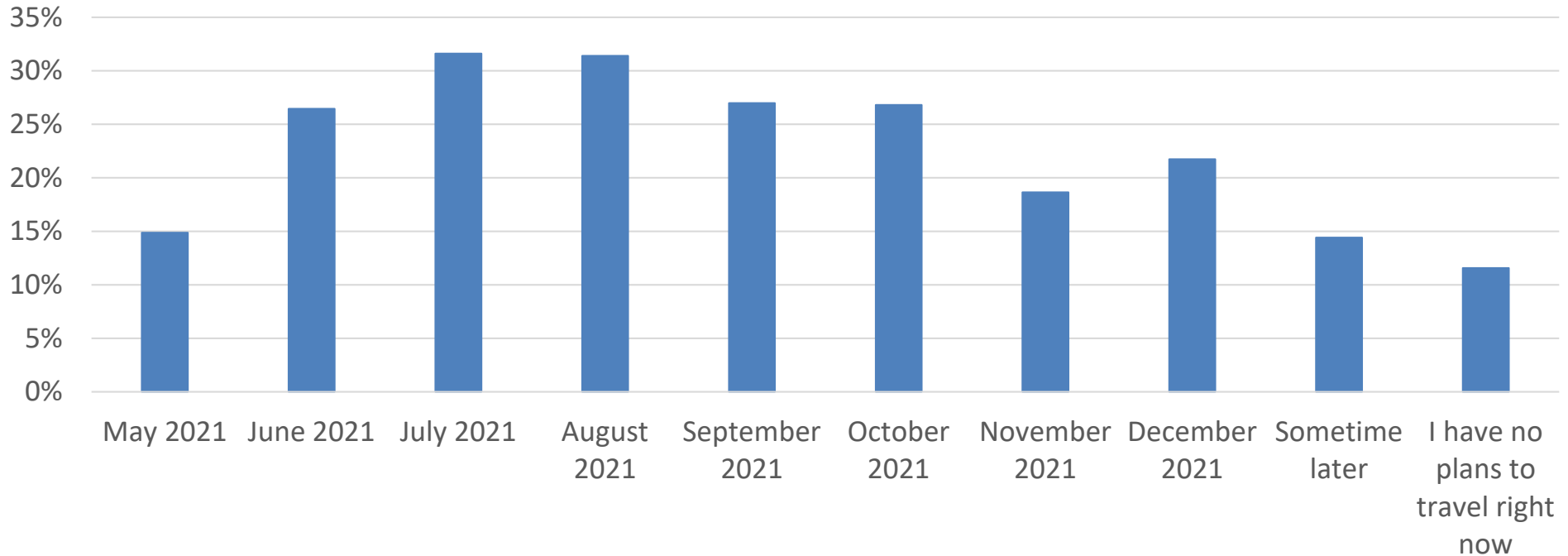
Excitement and Openness to Travel Promotion

Excitement to travel and openness to travel promotion has trended upward since the start of the year and is now showing some of the highest agreement since the start of the pandemic.



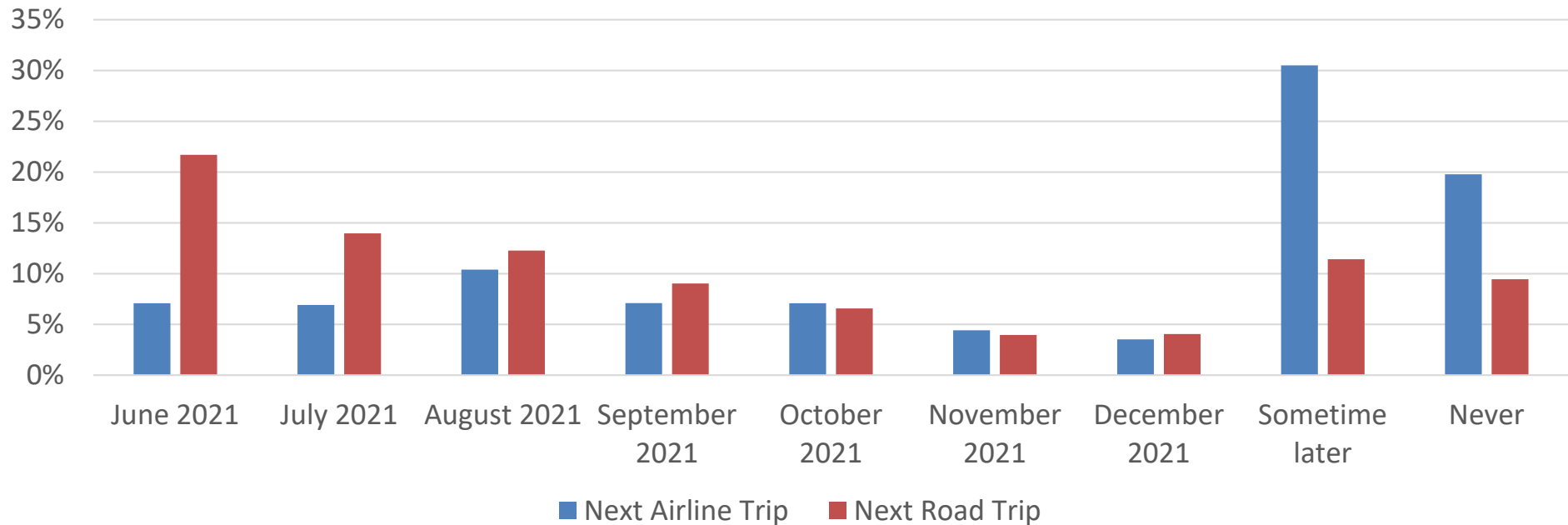
Upcoming Travel Plans

9 in 10 American travelers have at least tentative leisure travel plans right now, with the highest incidence in July and August. Nearly 80% have travel plans in the next three months.



Month of Next Road Trip and Next Airline Trip

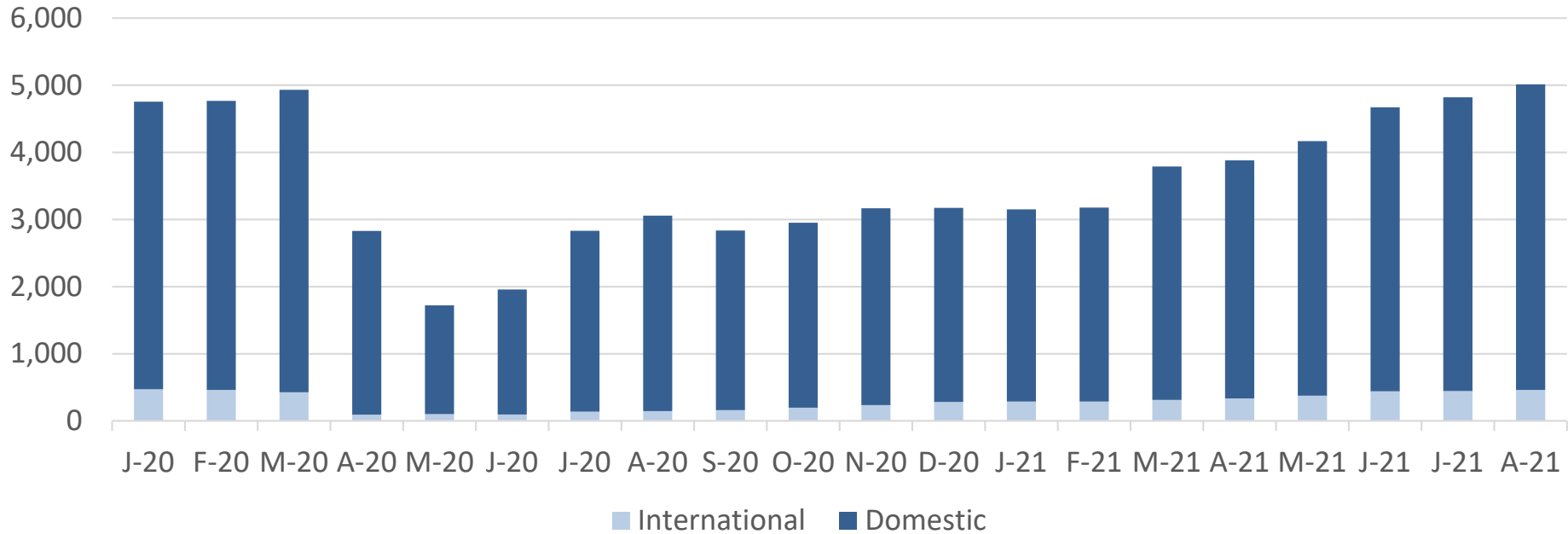
Travelers next road trip is likely to occur before their next commercial flight with high rates in June kicking off the summer travel season. Roughly one in three respondents (31%) are not planning their next airline trip until next year compared to one in ten (11.4%) for their next road trip.



TEXAS TRANSPORTATION TRENDS

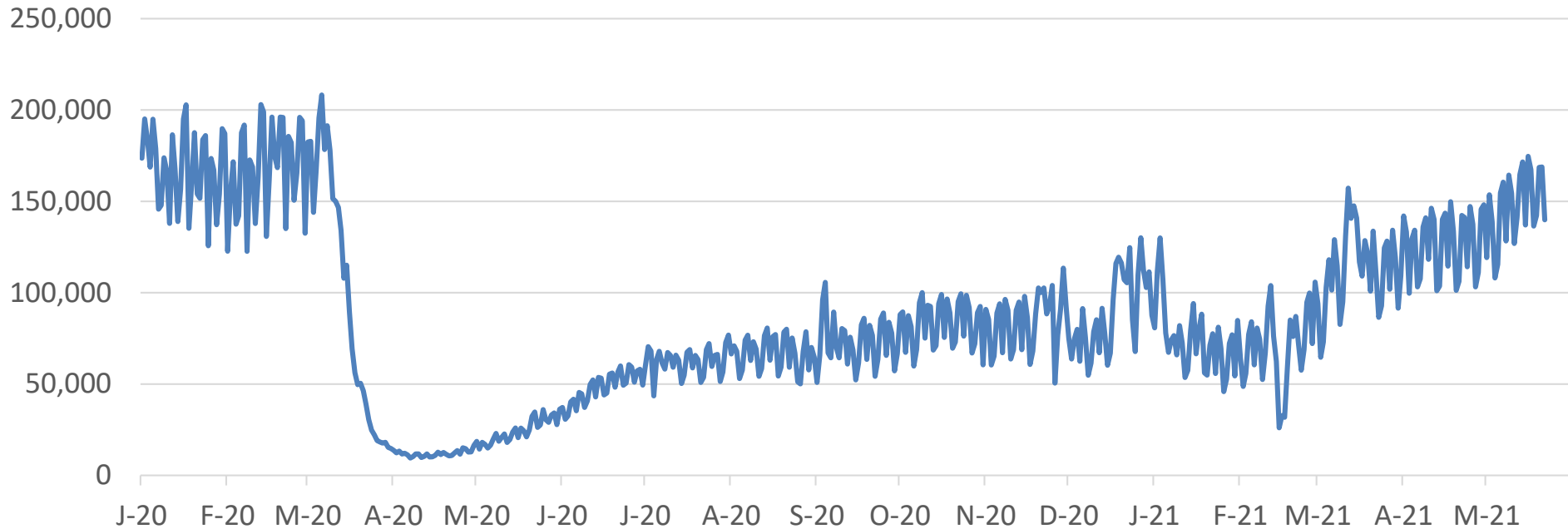
Average Daily Flights

A number of Texas airports have recently announced new routes and scheduled daily flights for the summer are trending back to pre-pandemic levels.



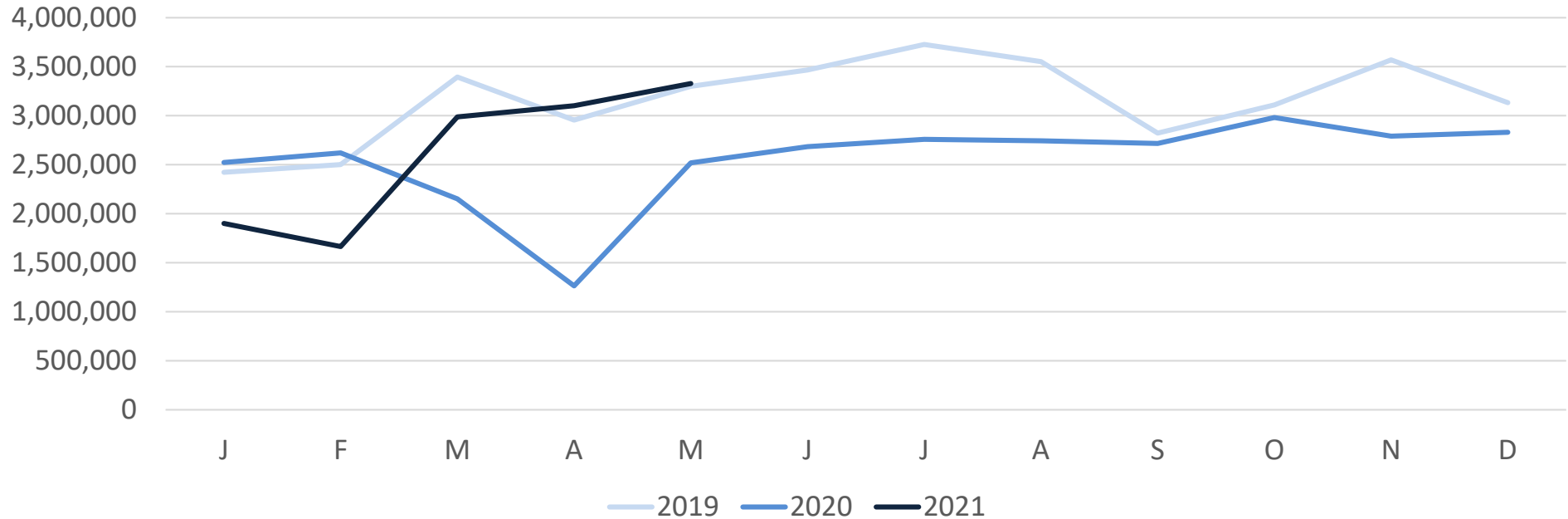
TSA Daily Checkpoint Travel Numbers

Travelers are beginning to take to the skies again. Daily passenger throughputs at Texas airports have exceeded Spring Break for most of May and are approaching pre-pandemic levels.



Drive Market

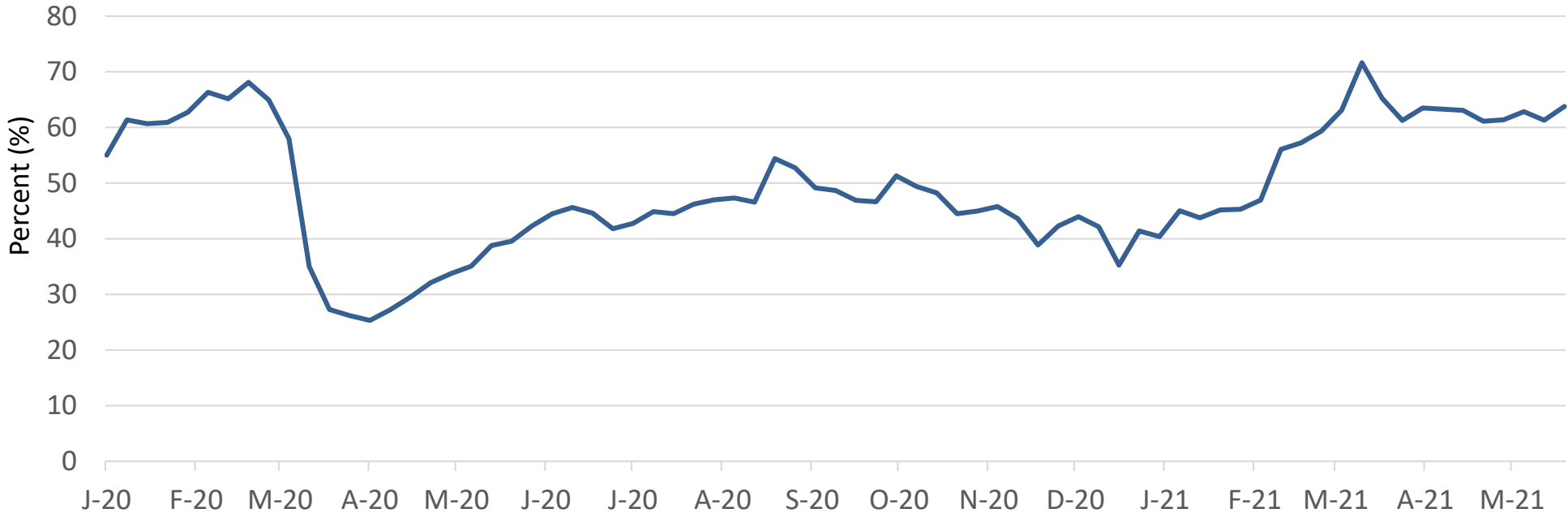
Geolocation data for daily domestic road trips to and within Texas, tabulated by month, shows that travel in April 2021 and May 2021 exceeded 2019 levels.



TEXAS HOTEL PERFORMANCE

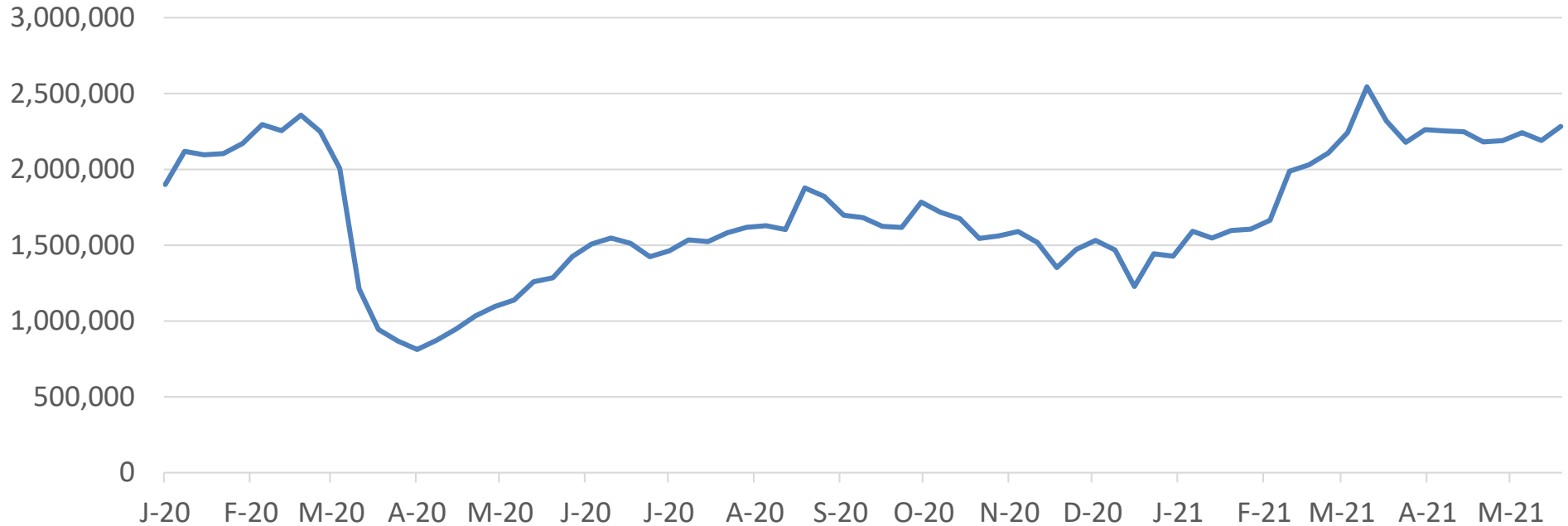
Hotel Performance – Weekly Occupancy Rates

Weekly occupancies for May continued to exceed national averages. Weekend occupancies (5/28 and 5/29) over Memorial Day Weekend were 81.1% statewide.



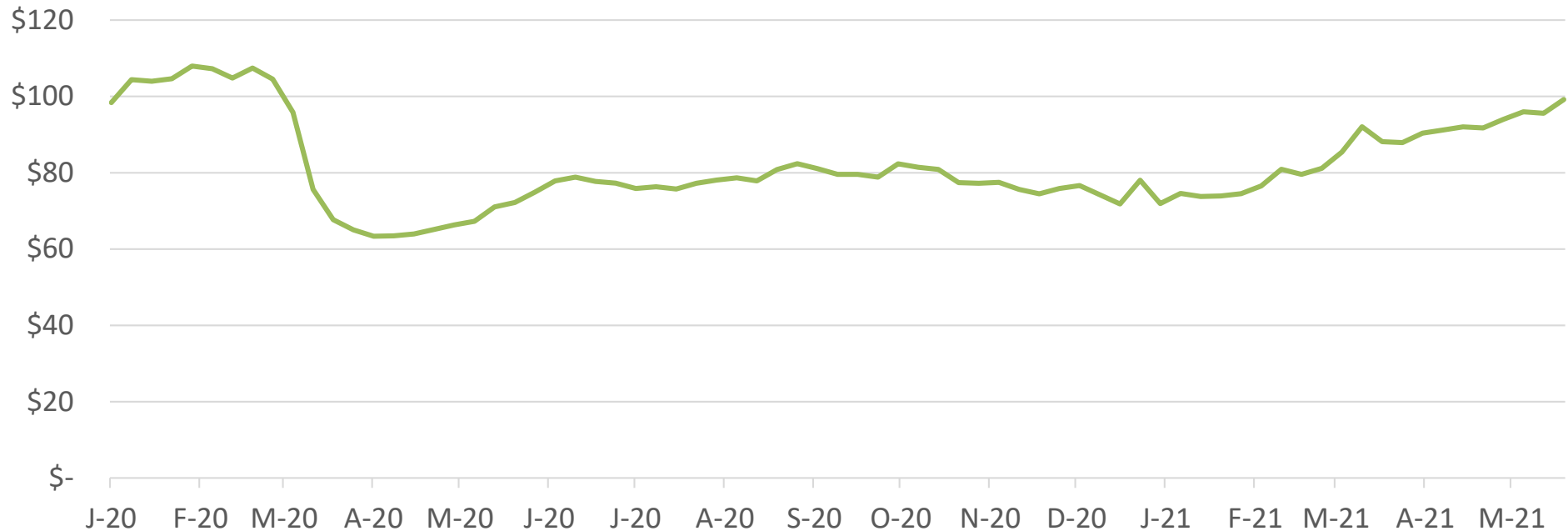
Hotel Performance – Demand

Statewide hotel demand continues to show signs of recovery with between 2.0-2.5 million room nights sold per week since mid-February.



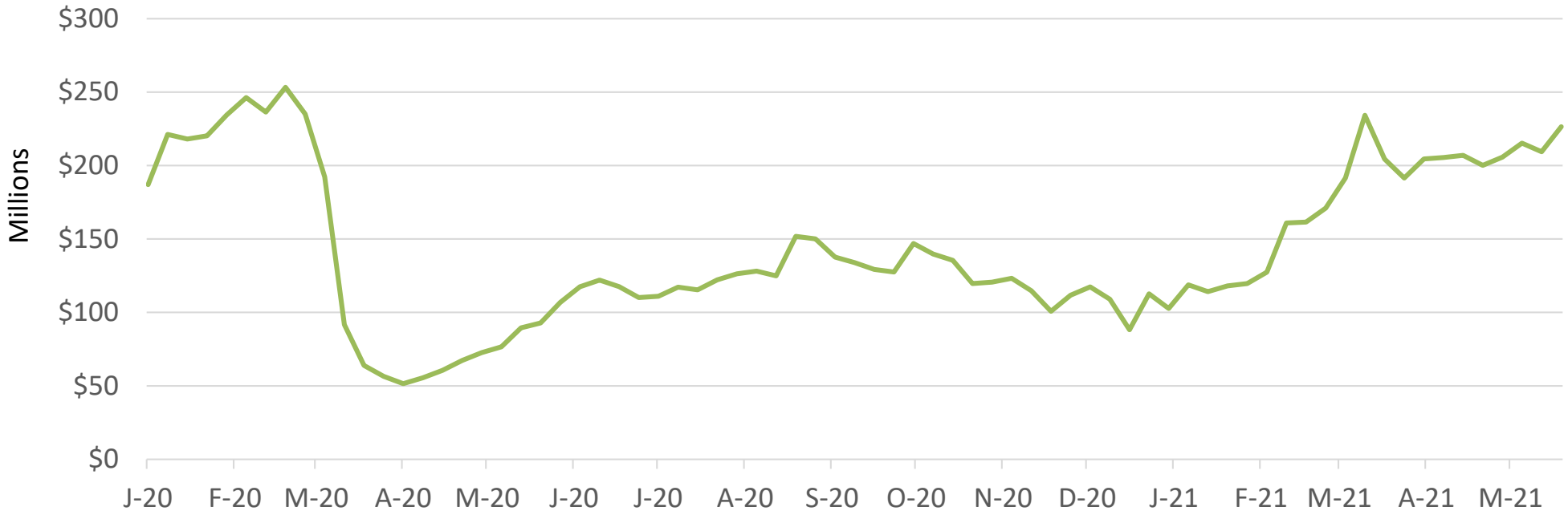
Hotel Performance – Average Daily Rate

Average daily rates (ADR) are increasing as hotel demand picks up. Towards the end of May weekly ADR nearly reached \$100, which is a high mark for the pandemic.



Hotel Performance – Revenue

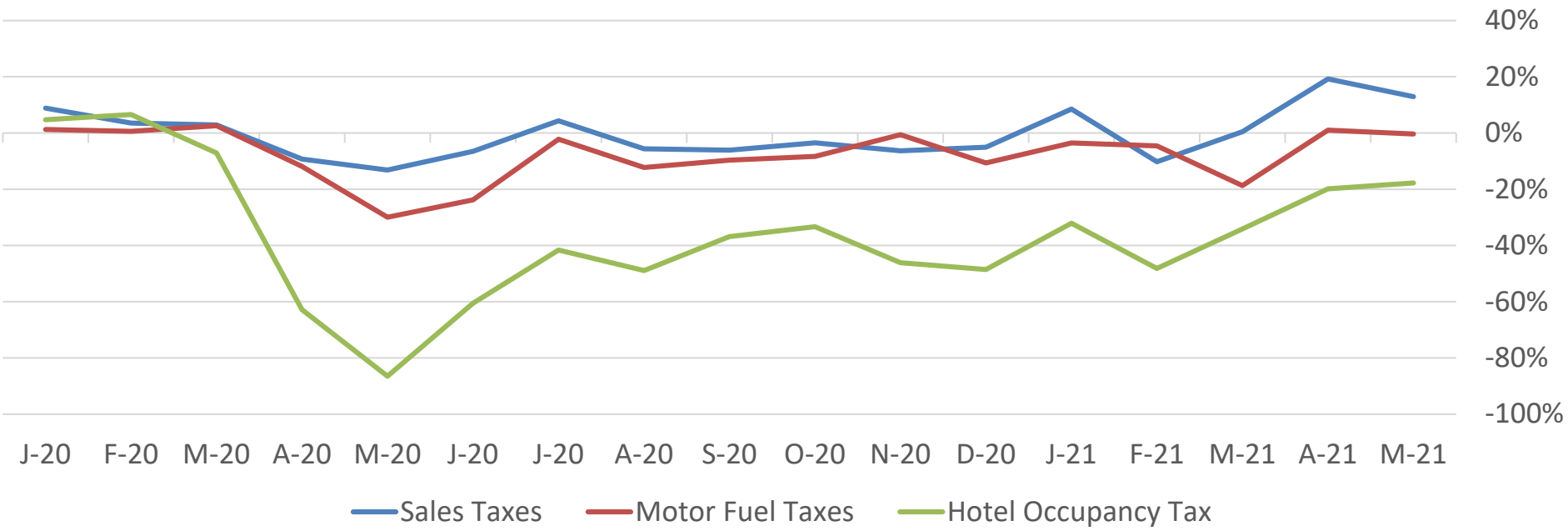
Hotel revenues reached \$226.5 million the week of May 23-29, continuing a trend of increasing revenues since the end of March.



TEXAS TAXES AND LEISURE AND HOSPITALITY JOBS

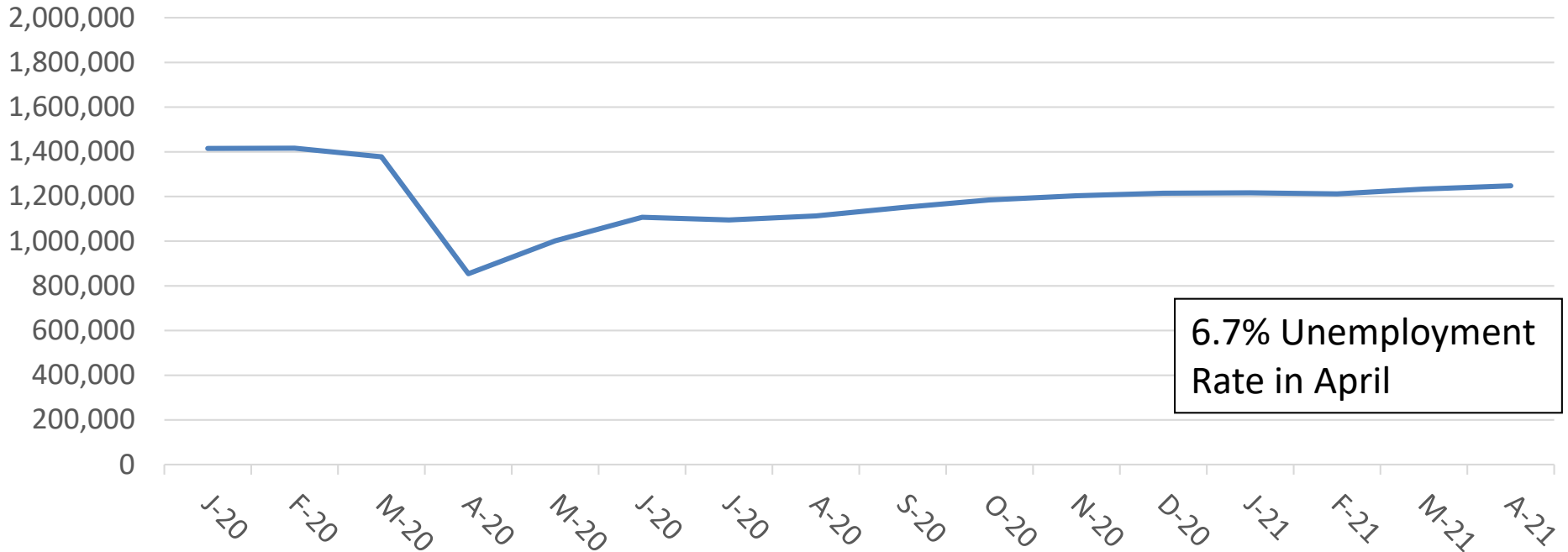
Tax Collections Percent Change by Month

The tax categories most impacted by travel saw their steepest declines during spring shutdowns. The chart below illustrates percent change by month compared to the same month in 2019 and includes spending by both visitors and residents.



Leisure and Hospitality Sector

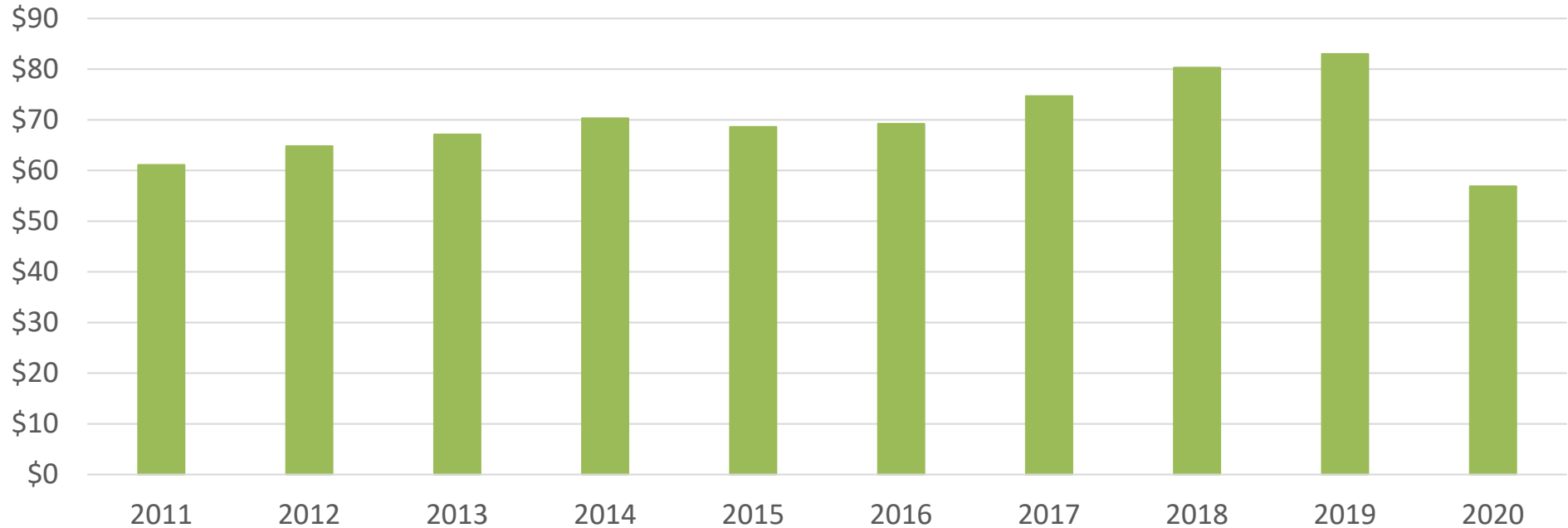
Texas leisure and hospitality sector employment which includes jobs in hotels, food services, entertainment, arts and recreation added 14,100 jobs in April 2021, growing annually at 46.1%. Since April 2020 around **+393,400 jobs** have been returned as these businesses continue to recover.



TEXAS TRAVEL ECONOMIC IMPACT

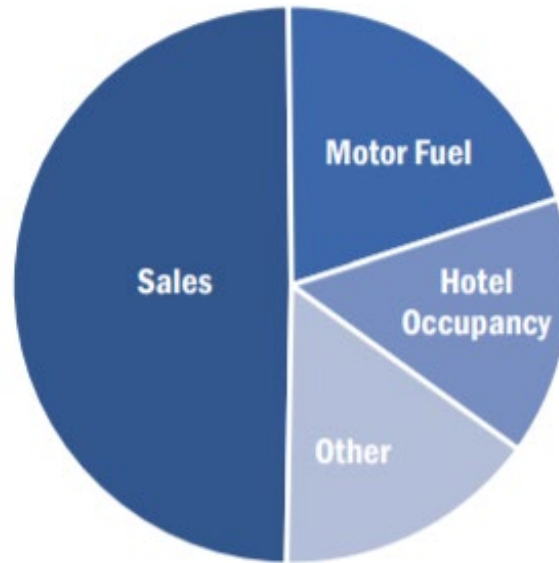
Direct Travel Spending

From 2011-2019, the travel industry experienced a decade of expansion and was an economic driver for Texas. 2019 spending was **\$83 billion** before **declining -31.5%** in 2020 to **\$56.9 billion** due to the pandemic. Spending on transportation declined more than any other commodity.



Travel Generated Taxes

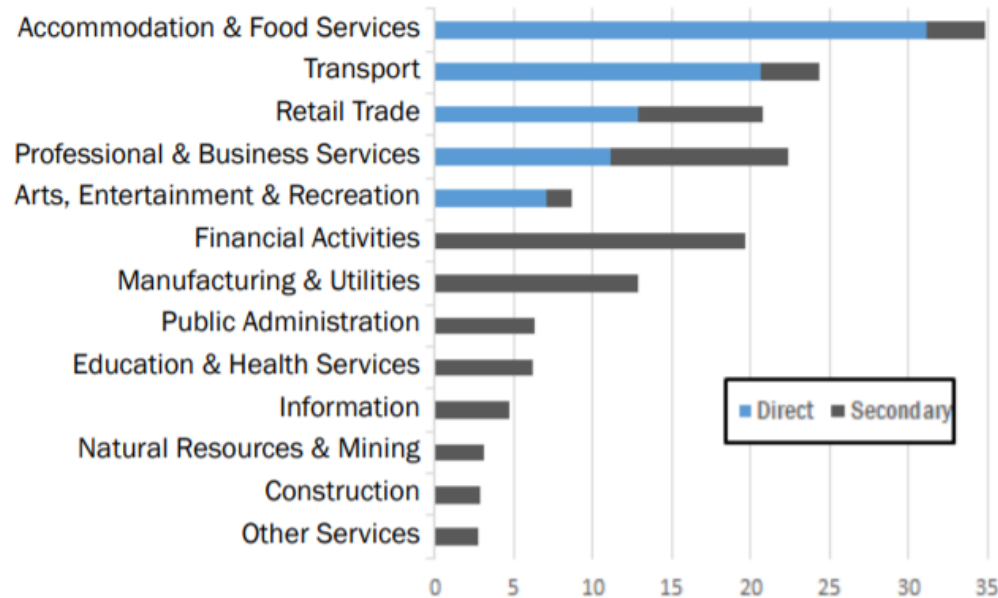
In 2019, direct travel spending generated \$4.7 billion in state taxes with the majority in sales, motor fuel and hotel occupancy taxes. Preliminary estimates for **2020** show a decline of **-22.6%** to **\$3.6 billion** in state taxes generated.



2019 State Taxes Generated by Category

Economic Impact

Travel spending impacts many sectors of the economy through direct and secondary (indirect and induced) impacts. The economic impact of travel in 2019 was estimated at \$169.8 billion. In **2020**, economic impact was **\$116.3 billion** – a decline of **-\$53.5 billion** in economic activity.



2019 Direct and Secondary Impacts by Sector (Billions)

Travel Industry Jobs

Texas jobs and earnings created by the economic impact of travel are estimated below as annual averages. Despite government stimulus, the travel industry shows clear signs of contraction. Most employment losses are direct jobs in the leisure and hospitality sector.

2019

1.3 Million

Texas jobs created by travel

\$63 Billion

In travel generated earnings

2020

1.0 Million

Texas jobs created by travel

\$53.5 Billion

In travel generated earnings

LINKS

Links

General Research

- Travel Texas Research: <https://gov.texas.gov/travel-texas/page/travel-research>
- Travel and Tourism Research Association: <https://ttra.com/resources/covid-19-travel-and-tourism-research-resources/>
- U.S. Travel Association: <https://www.ustravel.org/toolkit/covid-19-travel-industry-research>

Travel Intent and Sentiment

- Destination Analysts <https://www.destinationanalysts.com/covid-19-insights/>
- Longwoods <https://longwoods-intl.com/covid-19>
- MMGY Travel Intelligence <https://www.mmgyglobal.com/covid-19/>

Links

Texas Hotel Performance

- STR: <https://str.com/data-insights-blog/coronavirus-hotel-industry-data-news>
- AirDNA: <https://www.airdna.co/covid-19-data-center>

Texas Transportation Trends

- TSA: <https://www.tsa.gov/coronavirus/passenger-throughput>
- Airline Data Inc: <https://www.airlinedata.com/>
- Arrivalist: <https://www.arrivalist.com/daily-travel-index/>

Links

Economic Impact

- Dean Runyan and Associates: <https://www.deanrunyan.com/>
- Texas Workforce Commission
 - Labor Market Information: <https://www.twc.texas.gov/businesses/labor-market-information>
- Texas Comptroller Monthly revenue watch:
<https://comptroller.texas.gov/transparency/revenue/watch/all-funds/>