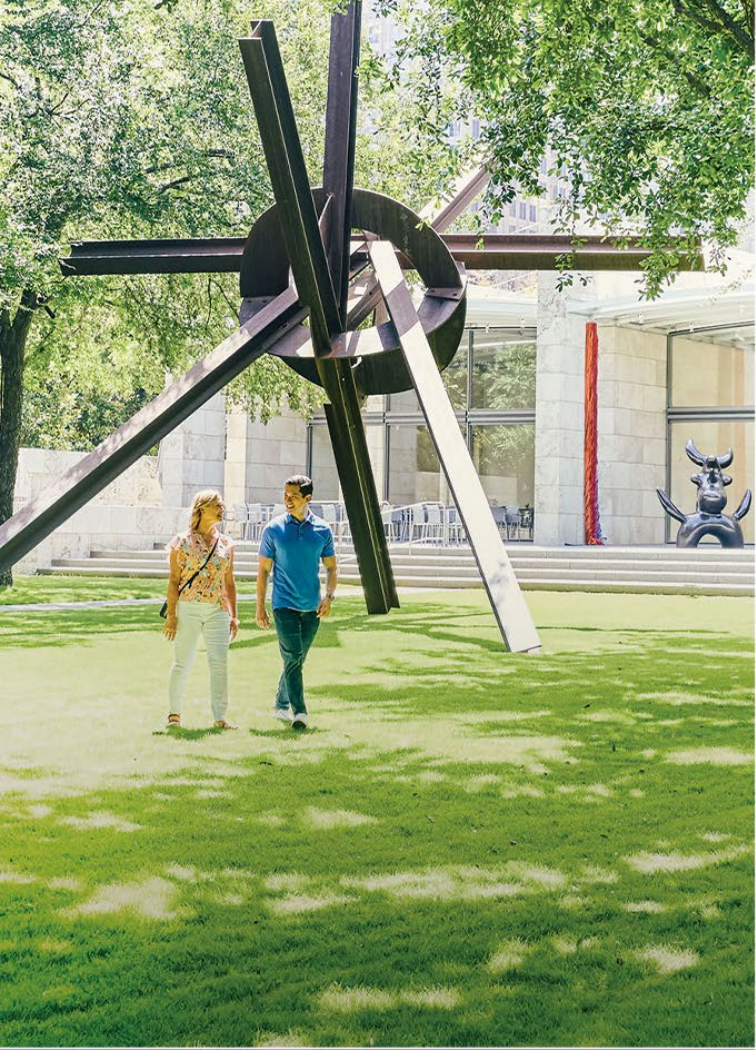


A photograph of a modern art museum courtyard. In the foreground, a large, dark, abstract sculpture resembling a chair stands on a green lawn. To the left, another abstract sculpture made of dark metal beams is visible. In the background, a modern building with large glass windows and a red vertical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

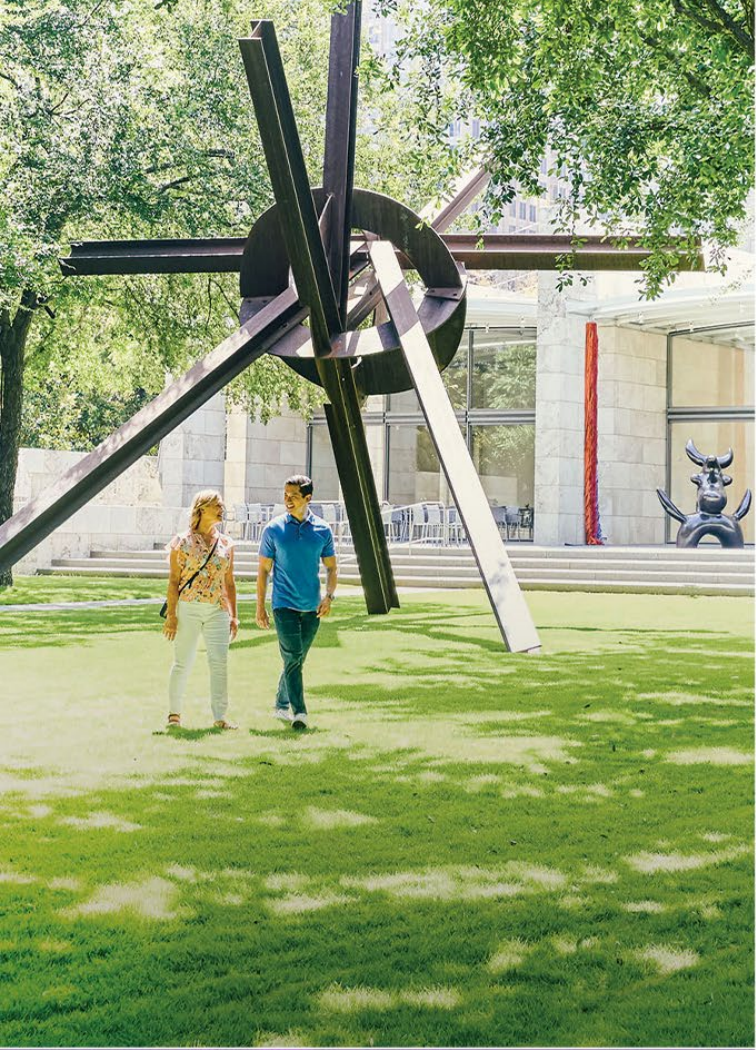
2020-2021 RESEARCH ROUNDUP

Last updated: September 2021



Research Roundup – Sep 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.
- 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 \$56.5 billion – a decline of -32% from 2019. The drop in travel spending resulted in a loss of -\$54.2 billion in economic activity.
- Travel continues to recover. A stronger than expected summer delivered much needed revenue but ended with increasing uncertainty. National forecasts predict that travel may not return to 2019 levels until 2024.
- Questions or comments? [Please send us a message.](#)



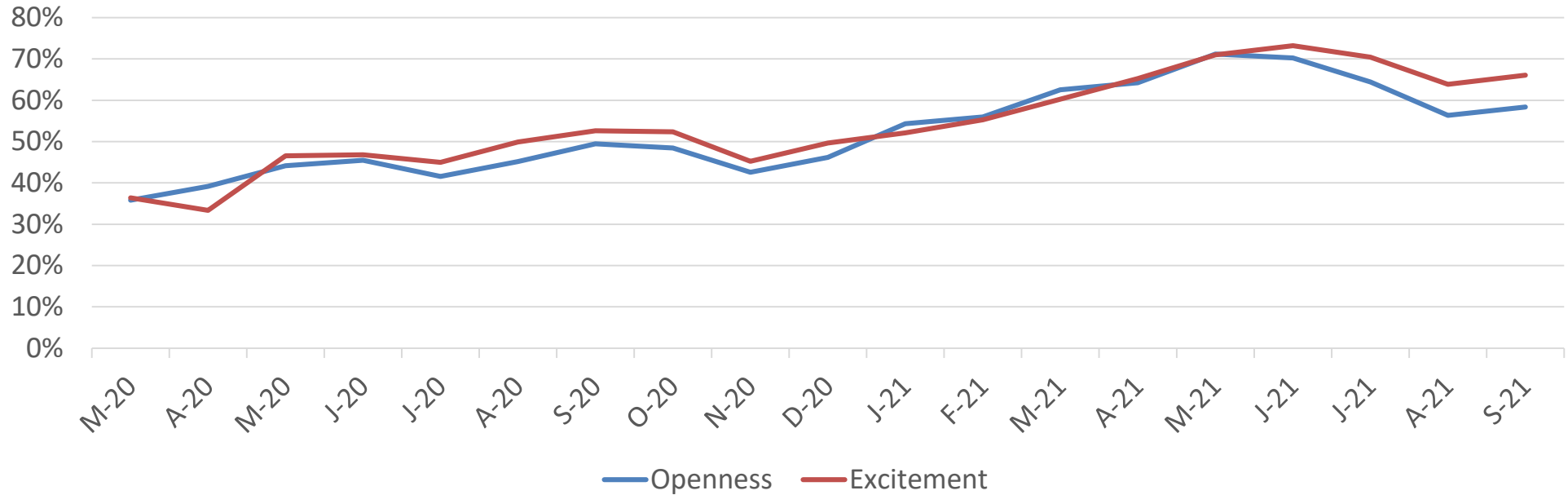
Data Points

- [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

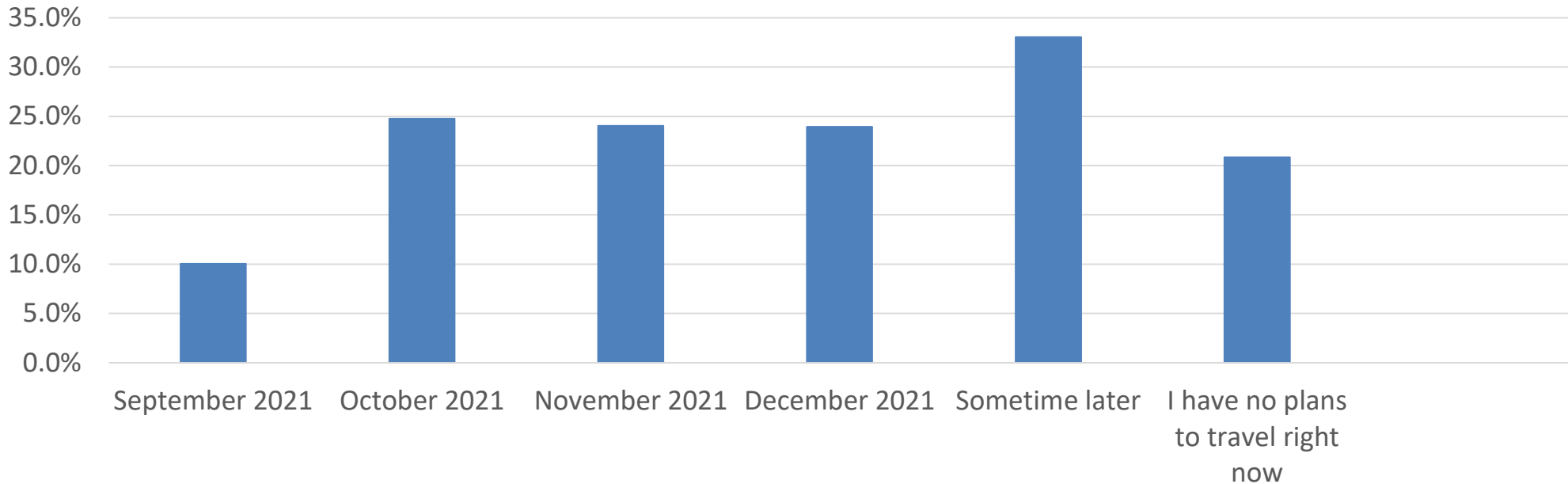
Excitement and Openness to Travel Promotion

Excitement to travel and openness to travel promotion declined in July and August followed by a slight rebound in September as consumers became less optimistic about the coronavirus situation in the U.S. and experienced a regression in safety perceptions.



Upcoming Travel Plans

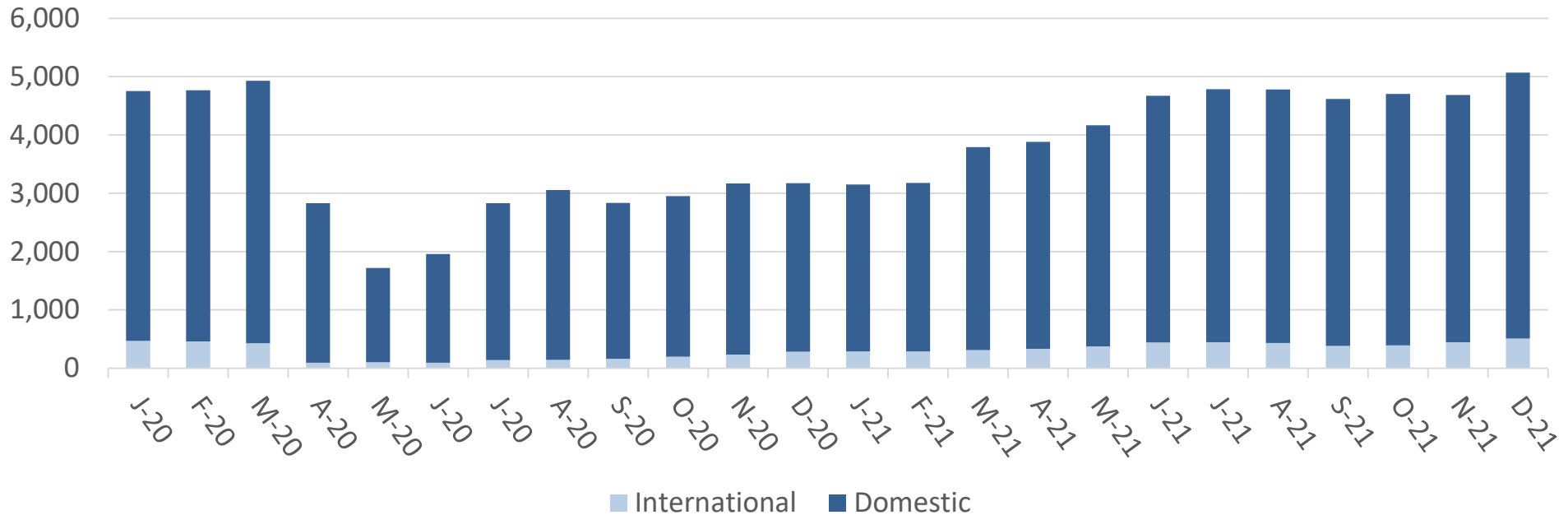
Despite declines in travel sentiment, 80% of American travelers have at least tentative plans for an overnight trip as of mid-September and are anticipating taking 2.0 overnight trips for leisure (1.1) or to visit friends and relatives (0.9) over the next three months on average.



TEXAS TRANSPORTATION TRENDS

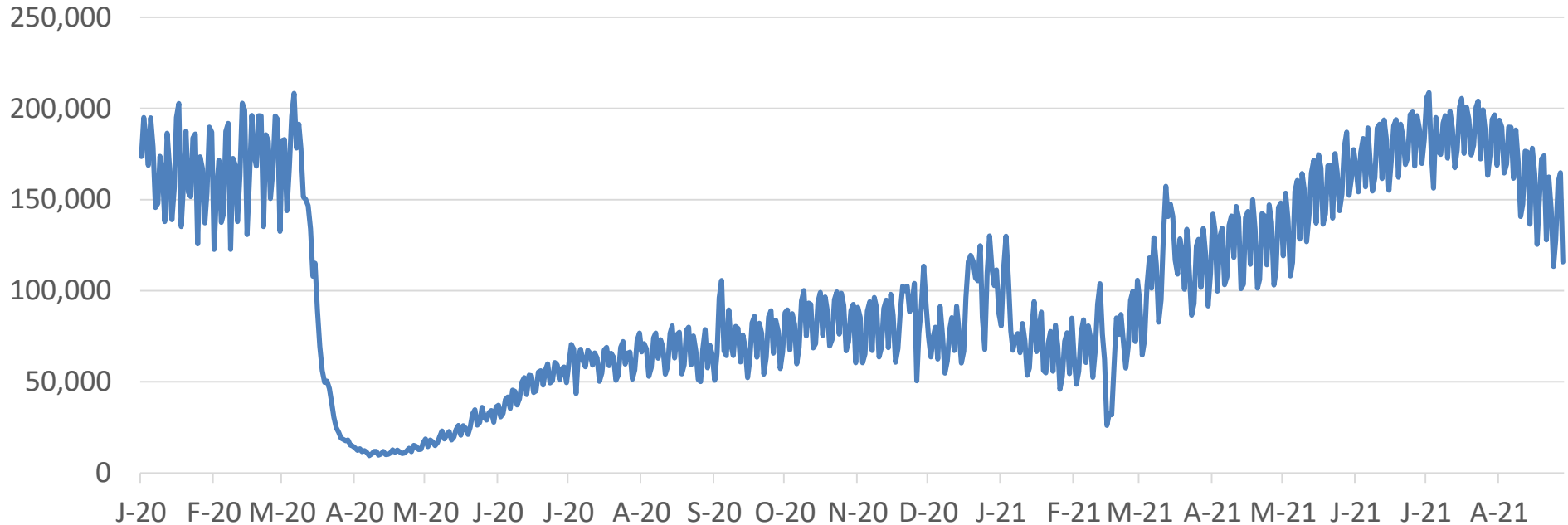
Average Daily Flights

Flight schedules are returning to pre-pandemic levels. As of September 17th, scheduled flights in December are showing a significant increase which signals optimism from the airlines.



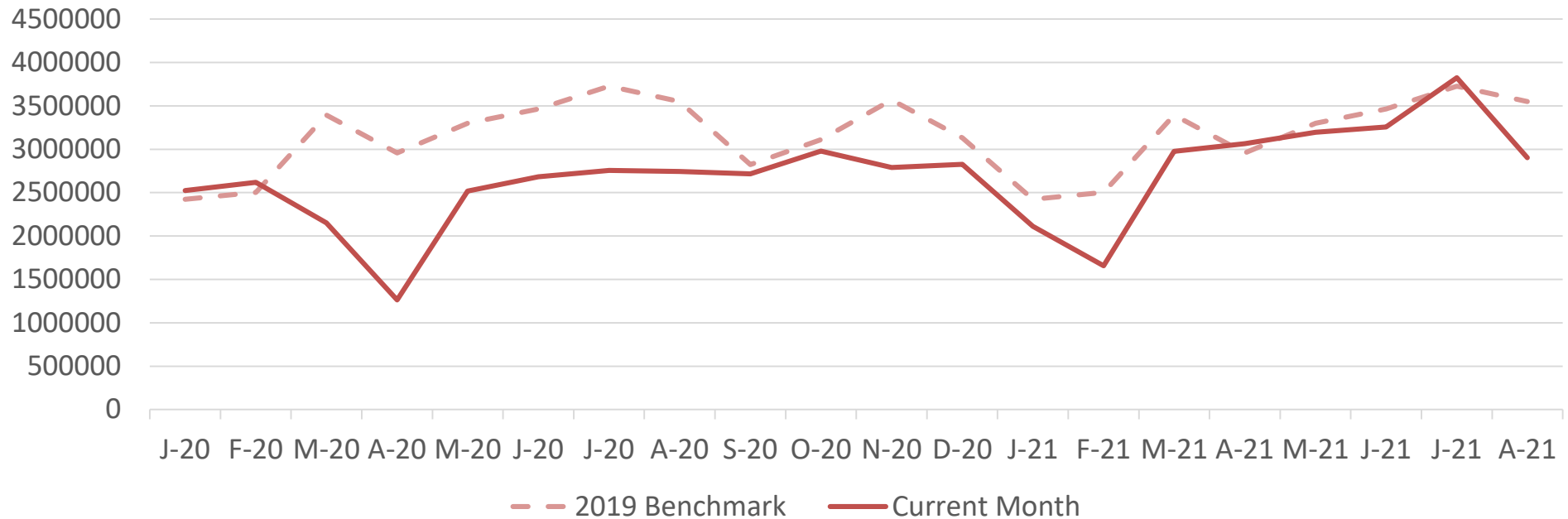
TSA Daily Checkpoint Travel Numbers

Travelers are beginning to take to the skies again. Daily passenger throughputs at Texas airports approached pre-pandemic levels over June and July but slowed in August.



Drive Market

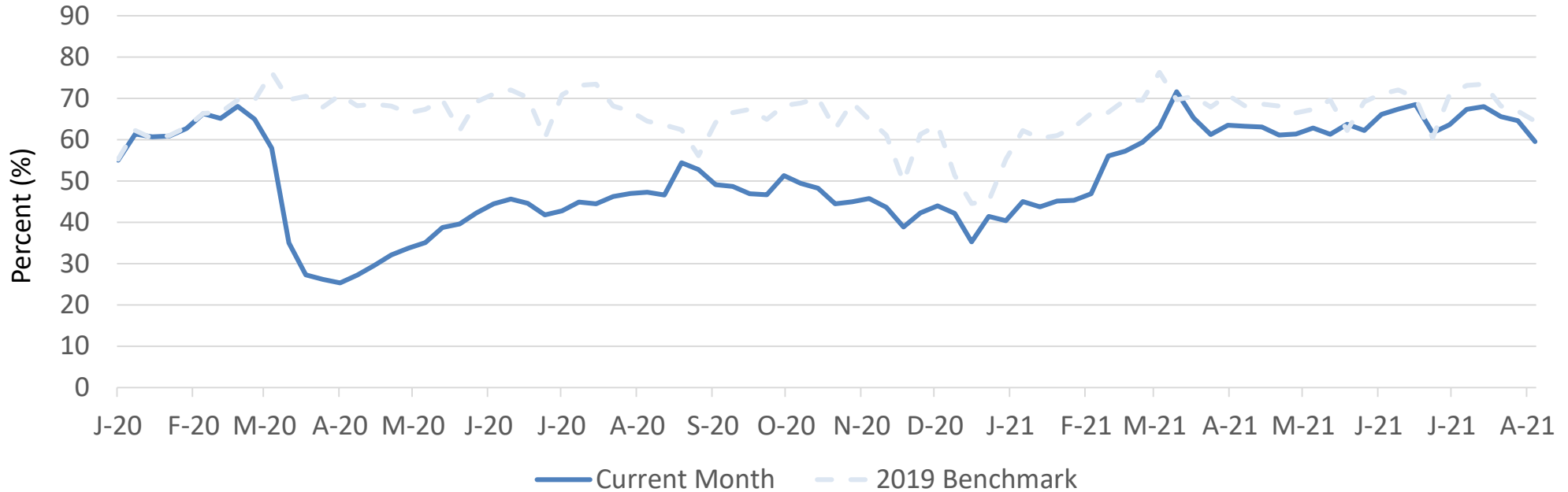
Geolocation data for daily domestic Texas road trips including an overnight stay, tabulated by month, shows that travel in June and July met or exceeded 2019 levels but declined faster August 2021 compared to what was observed in August 2019.



TEXAS HOTEL PERFORMANCE

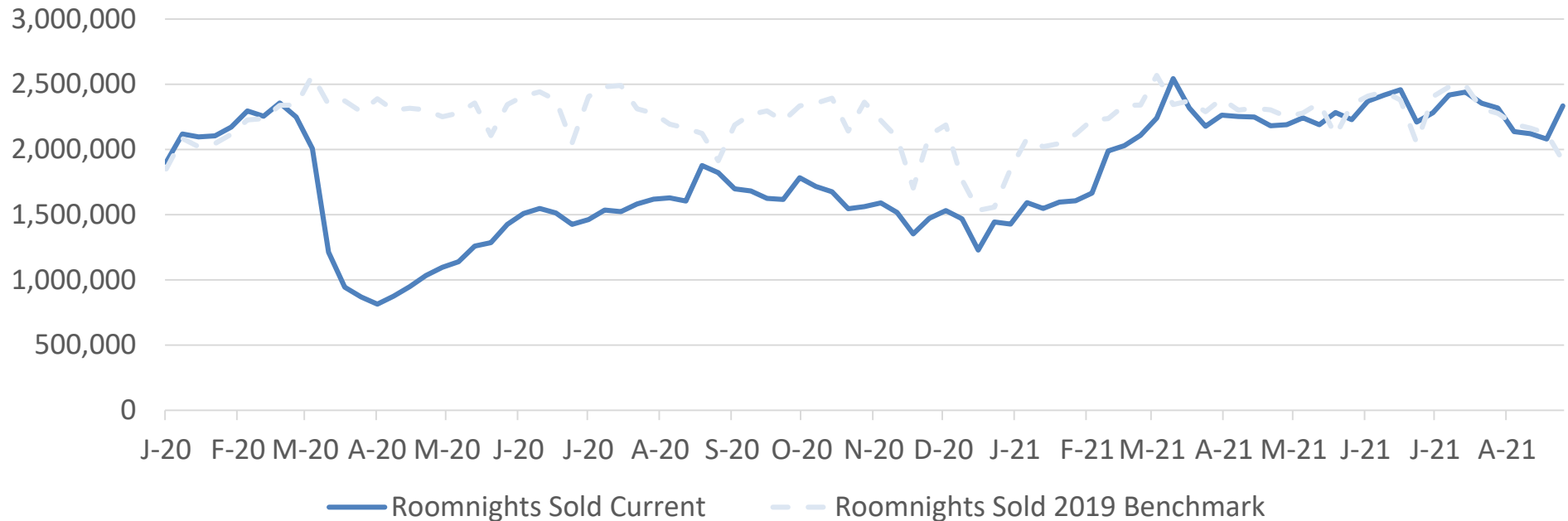
Hotel Performance – Weekly Occupancy Rates

Weekly occupancies statewide for the 2021 summer season were similar to pre-pandemic levels driven by weekend trips and leisure travel.



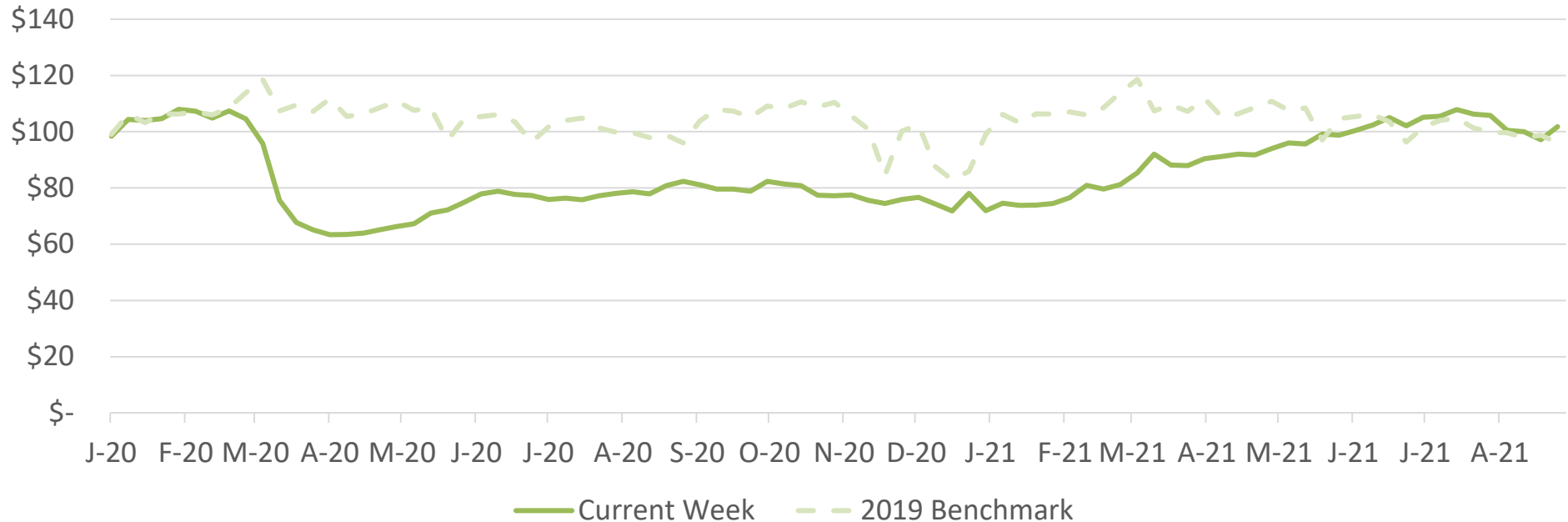
Hotel Performance – Demand

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



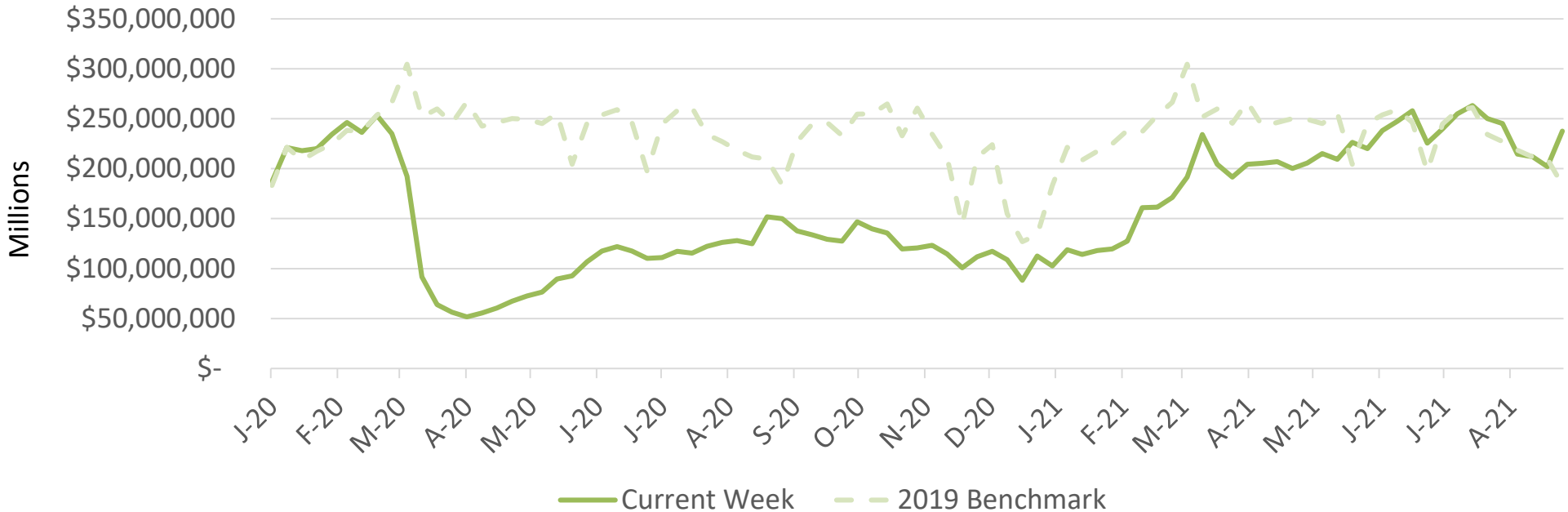
Hotel Performance – Average Daily Rate

Average daily rates (ADR) are increasing as hotel demand picks up. Weekly ADR's passed \$100 the first week of June are met or exceeded pre-pandemic levels in the summer travel season.



Hotel Performance – Revenue

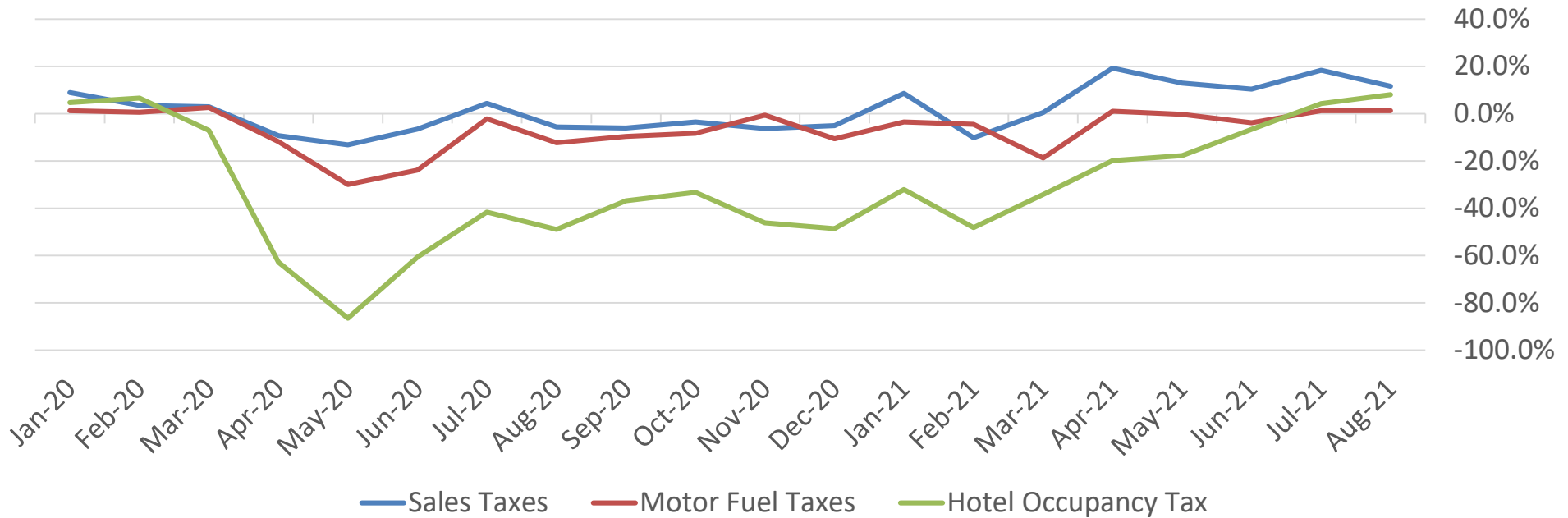
Hotel revenues peaked at \$263.3 million the week of July 18-24 which was comparable to pre-pandemic levels. Demand was driven by weekend occupancies signaling leisure travel.



TEXAS TAXES AND LEISURE AND HOSPITALITY JOBS

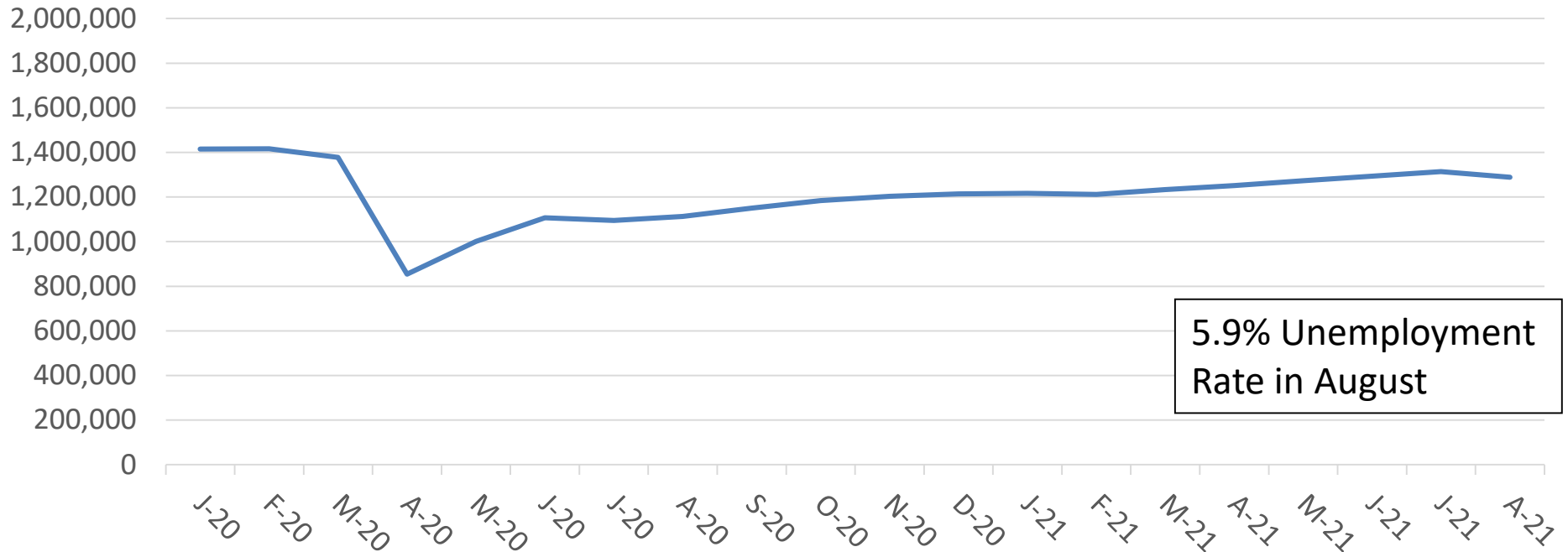
Tax Collections Percent Change by Month

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

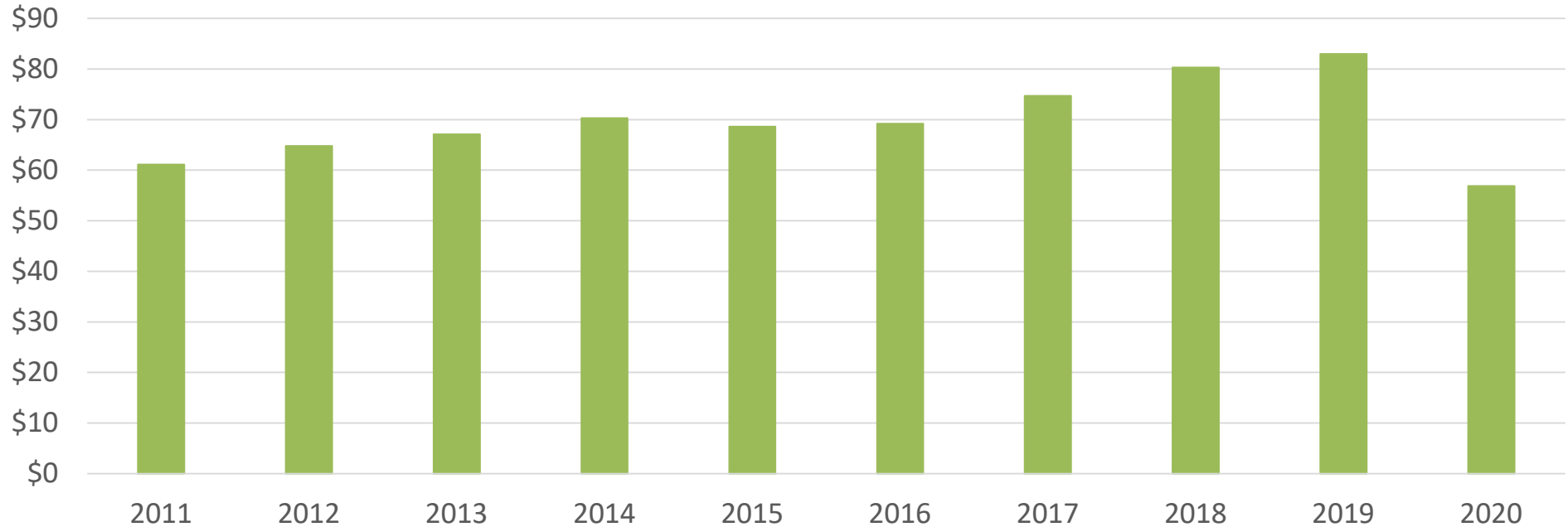
Texas leisure and hospitality sector employment which includes jobs in hotels, food services, entertainment, arts and recreation lost -25,600 jobs in August. Since April 2020 around **+434,000 jobs** have been returned as these businesses continue to recover.



TEXAS TRAVEL ECONOMIC IMPACT

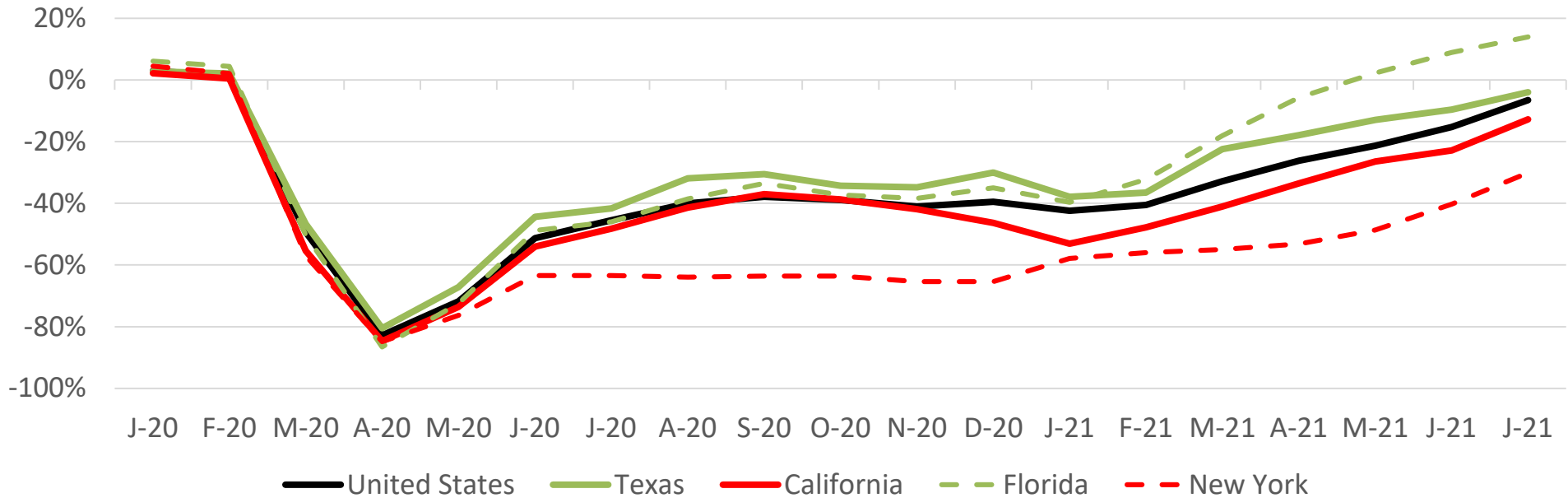
Direct Travel Spending

From 2011-2019, the Texas travel industry experienced a decade of expansion and was an economic driver for Texas. 2019 spending was **\$83 billion** before **declining -32%** in 2020 to **\$56.5 billion** due to the pandemic resulting in a loss of **-\$54.2 billion** in economic activity.



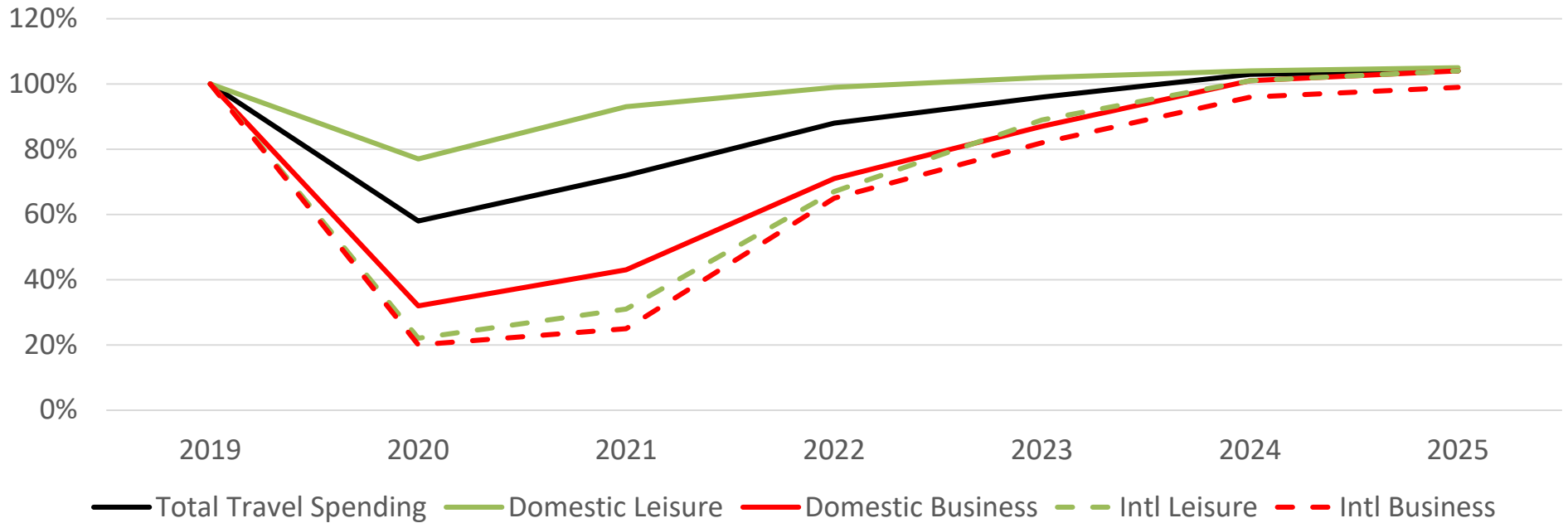
Travel Spending (U.S. and Largest States)

Travel recovery has been uneven and Texas has been resilient. The chart below shows monthly travel spending estimates compared to 2019 for the U.S. and state's with the largest tourism industries. Texas has exceeded national averages throughout the pandemic.



Travel Forecast (U.S.)

U.S. travel spending is not expected to reach pre-pandemic levels until 2024. The recovery for different travel segments is forecast below as share of 2019. Domestic leisure travel is leading the recovery while business and international travel is more depressed.



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/>
- U.S. Travel Association Research: <https://www.ustravel.org/research>