**HOTEL PERFORMANCE:**
Comparative Occupancy vs. ADR
August-October 2020

Comparative Occupancy:
daily demand divided by the total of rooms in all District hotels, including those temporarily closed.

Source: STR, Data is for the District of Columbia.
CONSUMER SENTIMENT:
Optimism for the Coronavirus Situation Next Month

“In the next month the coronavirus situation will get _____”

Source: Destination Analysts (National Sample)
CONSUMER TRAVEL SENTIMENT
Unsafe or Very Unsafe (as of survey date)

Source: Destination Analysts (National Sample)
Consumer Sentiment:
Comfort with Enjoying Home Community

“I feel comfortable going out in my community to restaurants, local attractions and undertaking local activities.”

Source: Destination Analysts (National Sample)
MONTHLY SMITHSONIAN ATTENDANCE:
All Open Sites

Percentages represent the share of visitation in October 2020 vs. October 2019.

Source: Smithsonian Institution
HOLIDAY TRAVEL
THANKSGIVING TRAVEL

• 14% plan to travel for Thanksgiving in 2020 as of early November
  • Down from 16% in August
  • Compared to 23% in 2019

• 80% of will visit friends & relatives in their home.

• 18% will visit a city or metropolitan area.

• Less than 40% will prioritize new experiences on their trip in 2020.

Source: Destination Analysts (National Sample)
HOLIDAY TRAVEL & SHOPPING

• 28% plan to travel at least once for the holiday season in 2020 as of mid-October (vs. 53% who traveled in 2019).
  • Christmas: 14% plan to travel as of mid-October (vs. 32% in 2019).

• 80% of holiday trips in 2020 will be by car.

• 43% plan to spend less on holiday travel in 2020 vs. 2019.

• Top holiday shopping destination: Washington, DC ranked #9 in an unaided list of destinations for holiday shopping in 2020.
  • Though only 7% of all respondents will travel to shop.

Source: Destination Analysts (National Sample)