



INSIGHTS COLLECTIVE

Pandemic Economics Think Tank

COVID-19 Virus Tracking Reports

Data as of 10/25

*Made possible by contributions from other civic minded organizations
including Red Sky Travel Insurance.*



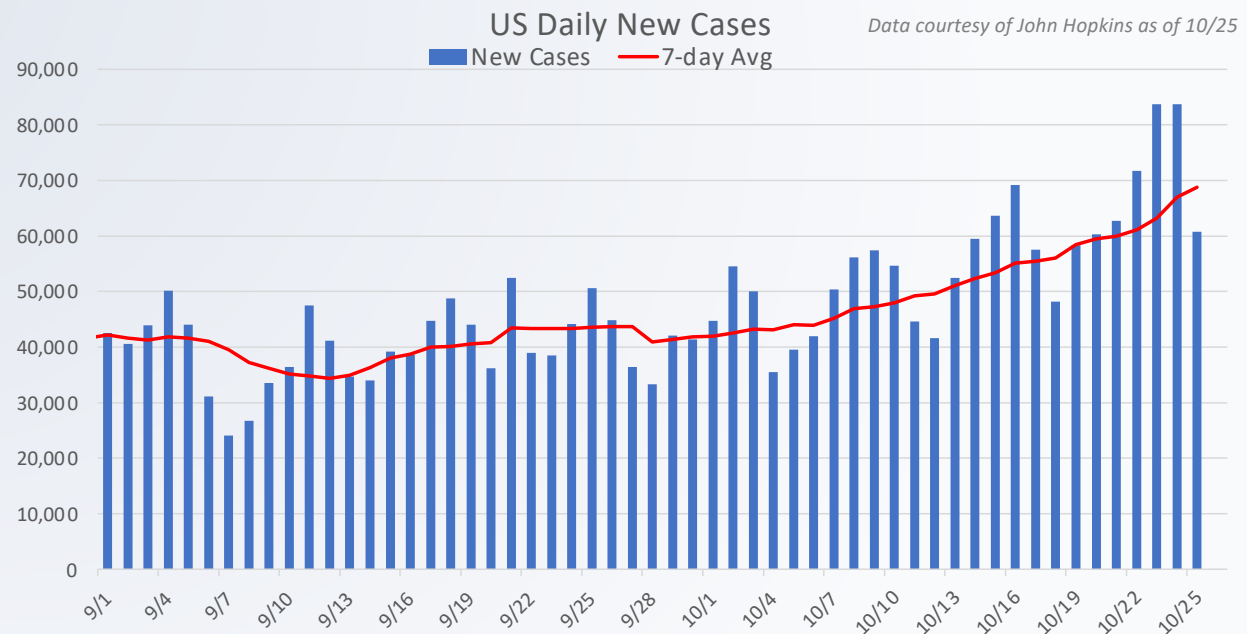
COVID-19 Virus Tracking

Graphs contained in this report provide a summary of nationwide COVID cases and testing as well as regional breakouts of feeder markets, Western mountain destinations and Southeast destinations,



U.S. New Cases

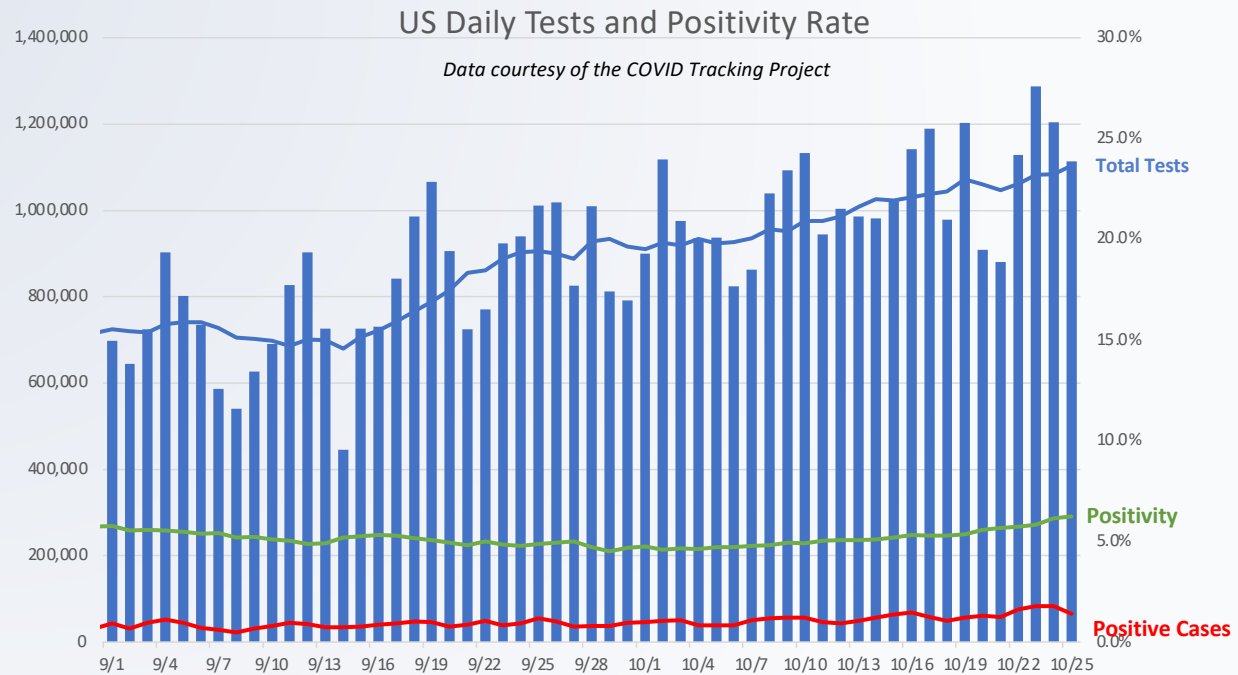
- Number of cases set a new daily record on multiple days in the past week.





U.S. Testing

- Positivity rate has increased by 17% in the last week.
- Positivity rate reached its single-day highest rate (6.2%) since 8/23.



Feeder Markets

Western Region & Northeast, South, Midwest Regions



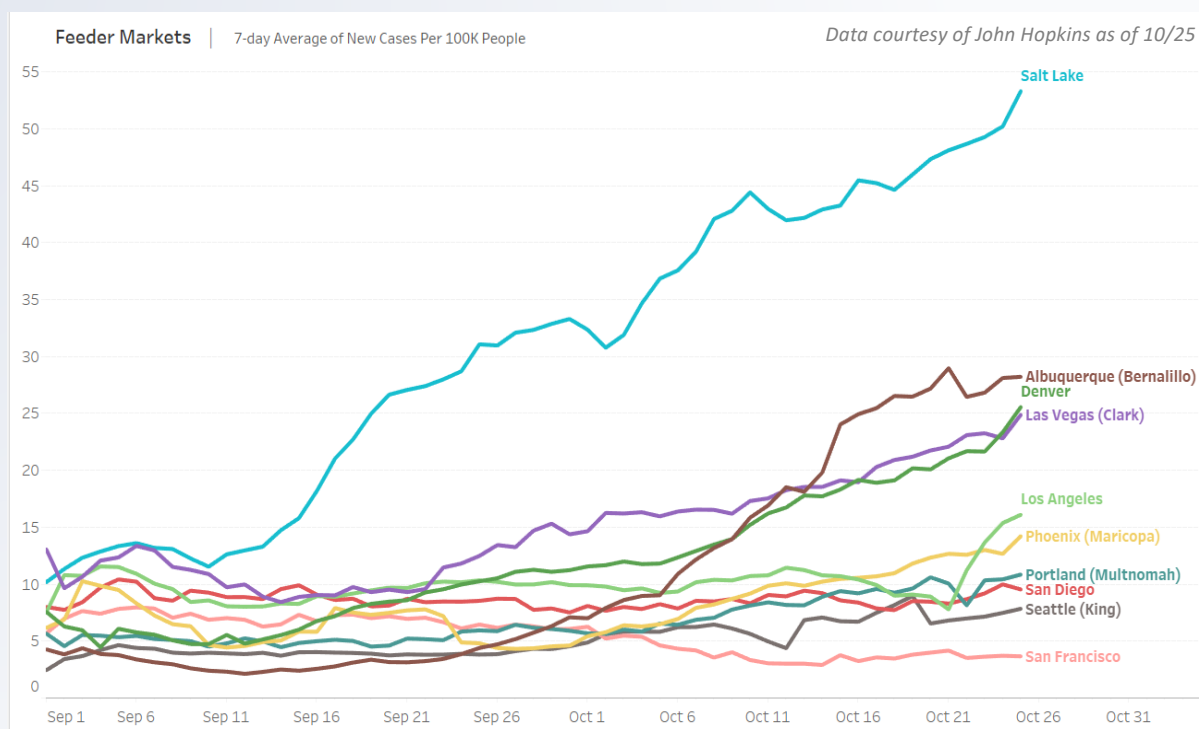
INSIGHTS COLLECTIVE

Pandemic Economics Think Tank



Feeder Markets: Western Region – New Cases

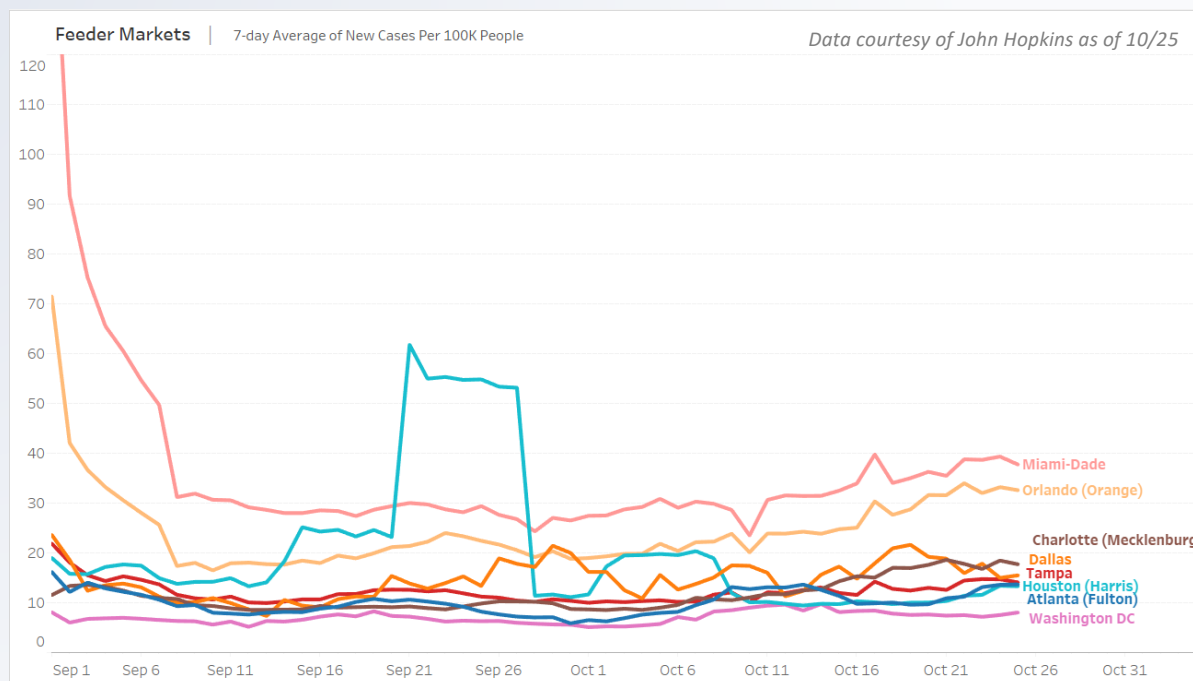
- All western feeder markets, except San Francisco are on the rise.
- San Francisco's success is being attributed to a variety of factors, among them the tech industry's reaction, a longstanding partnership between health officials and universities, and having such a large county with only one mayor and board of supervisors.
- Utah hospitals expect to begin rationing care in the next week or two.
- New Mexico is updating health orders to try and slow the spread but keep the economy viable. Updates include requiring all retail stores to close at 10 pm.





Feeder Markets: Northeast, South, Midwest Regions – New Cases

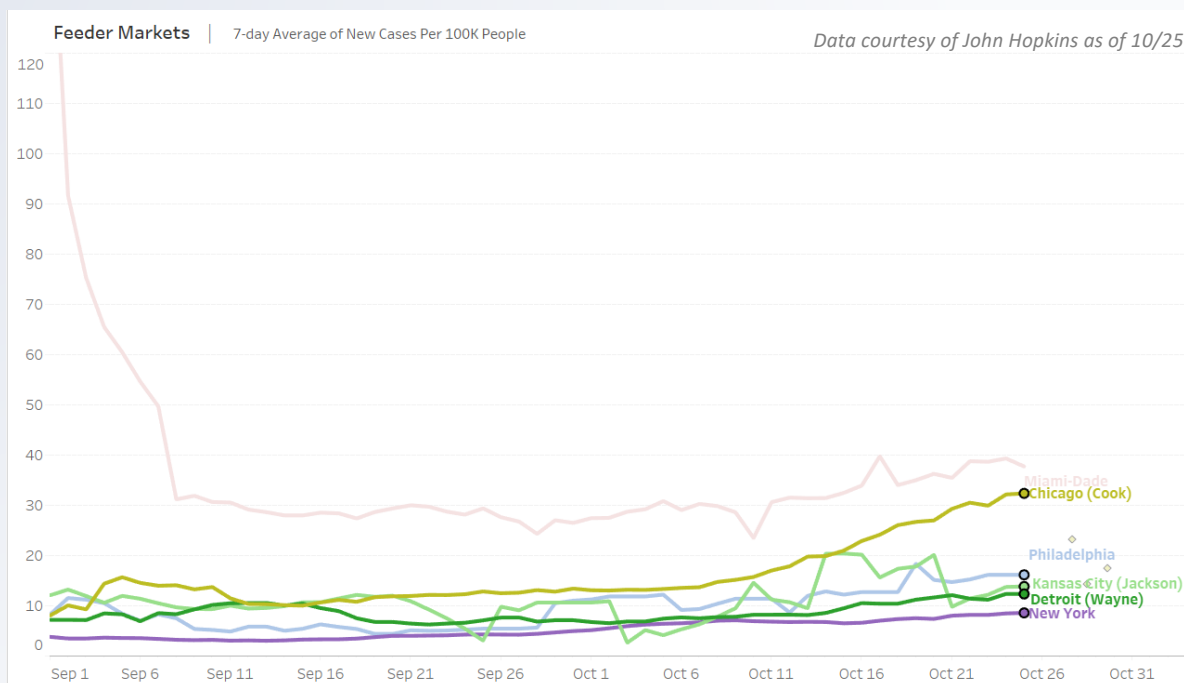
- Washington DC numbers remain flat with a positivity rate below 2%.
- Miami and Orlando numbers remain relatively flat but there is concern that Florida could be on the leading edge of another spike in cases.
- Atlanta's rise in cases may be related to a spike in new reported tests – facilities catching up on reporting – and not necessarily a sign of significant spread.





Feeder Markets: Northeast, South, Midwest Regions – New Cases

- Chicago will return to restrictions as cases have risen by more than 50% over the past two weeks.
- Kansas City's 14-day positive percentage is up from last week although the 7-day average of new cases is down. Area officials are also tracking possible exposure at 3 area churches.



Destinations

Western Mountain & Southeast

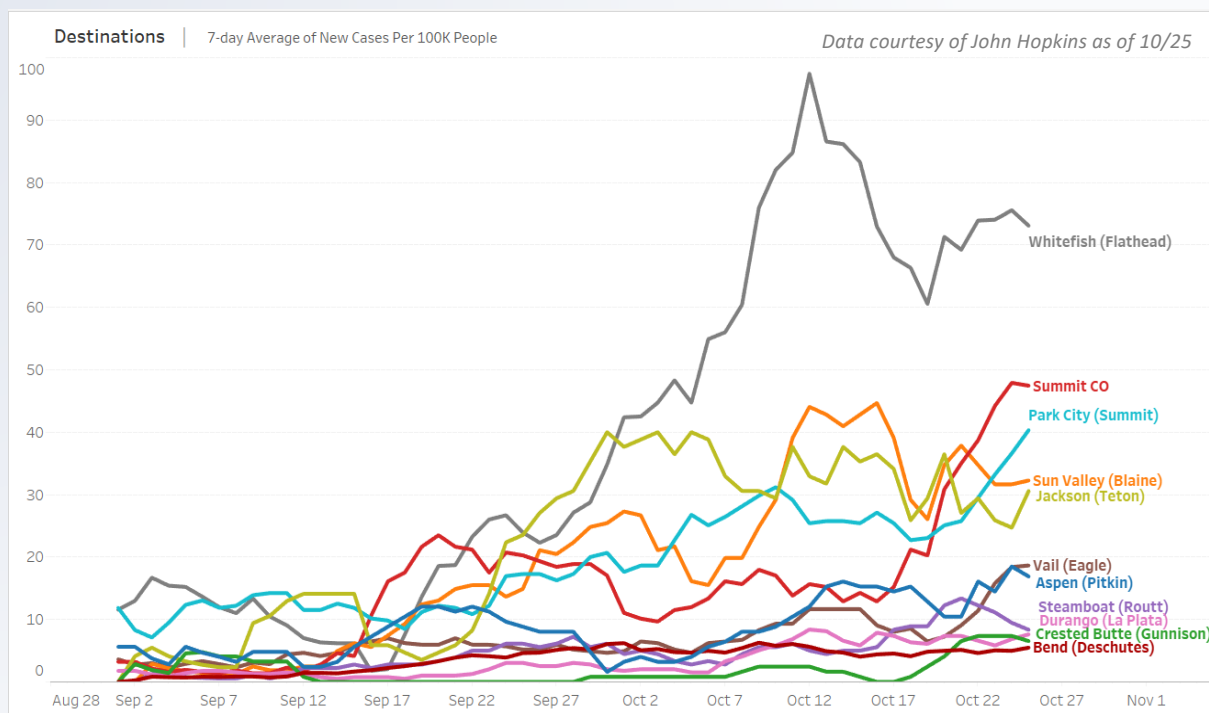


INSIGHTS COLLECTIVE
Pandemic Economics Think Tank



Western Mountain Destinations – New Cases

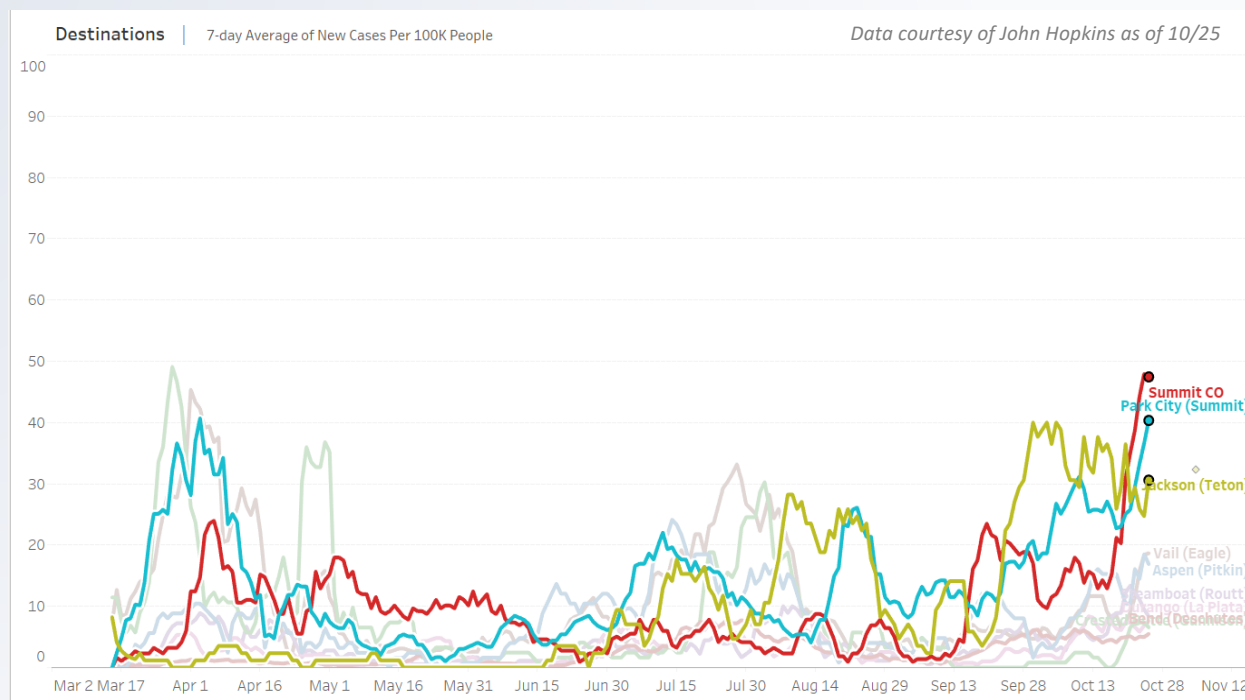
- After early, decisive action to slow the spread, Whitefish residents have pushed back against restrictions and their total number of infections has doubled over the last three weeks.
- Colorado has implemented new restrictions for all but 5 counties as the number of cases increases.





Western Mountain Destinations – New Cases

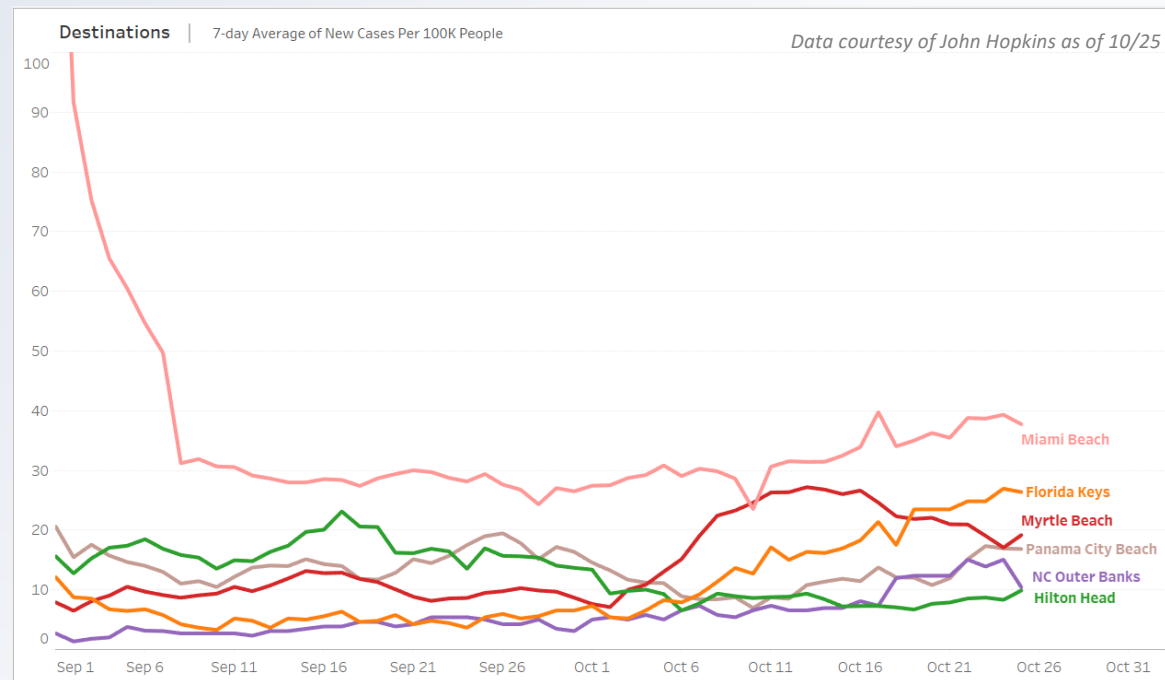
- Summit County CO, Park City, and Jackson have beaten their all time high in the past month.





Southeast Destinations – New Cases

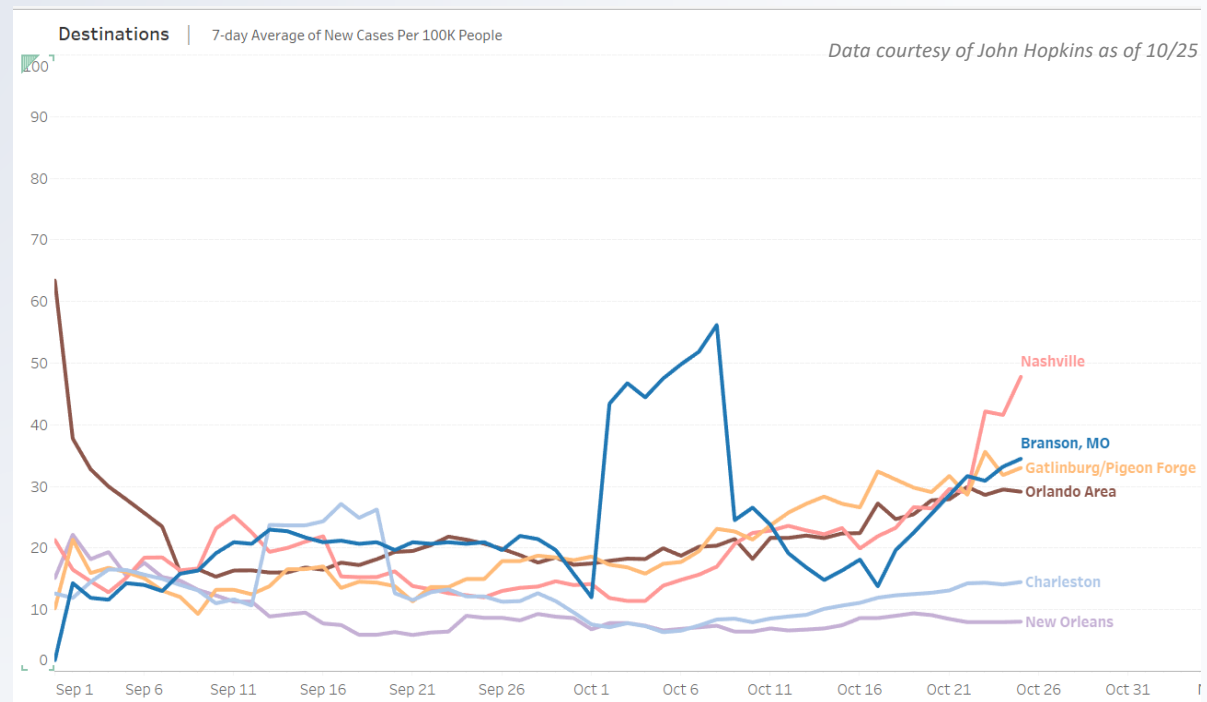
- Although numbers in Myrtle Beach have been increasing, county officials are allowing their mask mandate to expire.
- Hilton Head numbers are staying relatively flat but there is a growing movement of anti-mask activism in Beaufort County.





Southeast Destinations – New Cases

- Social gatherings are being blamed for skyrocketing case counts in Tennessee which had its highest 7-day total of the pandemic last week.



The COVID-19 Virus Tracking is a weekly distribution of Insights Collective, an industry Think Tank focused on leading destinations through the New Realities of destination/resort management, marketing and positioning.

The COVID-19 Virus Tracking, combined with other resources from Insights Collective, allows destination and resort executives to have top-line information on demand and supply developments, along with Insights Collective knowledge on where to focus resources next.

For more information on COVID-19 developments, or industry implications: Susan Rubin-Stewart 970-333-0075 SRS Consulting Services or Jane Babilon 303-921-5173.