



INSIGHTS COLLECTIVE
Pandemic Economics Think Tank

COVID-19 Virus Tracking Reports

Data as of 1/10

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

Compiled by Susan Rubin-Stewart & Jane Babilon



COVID-19 Virus Tracking

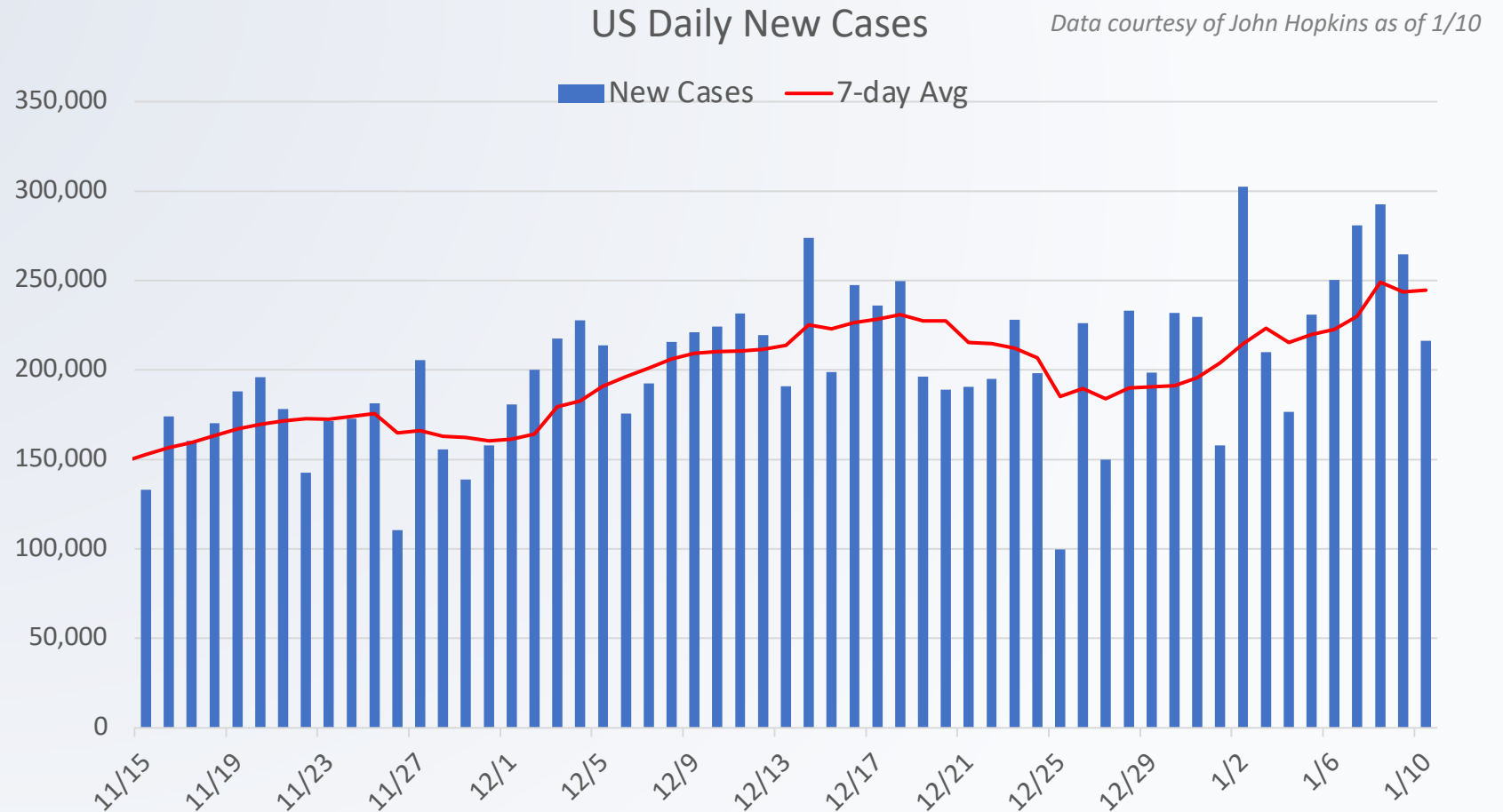
Graphs contained in this report provide a summary of nationwide COVID cases and testing as well as regional breakouts of feeder markets, Western mountain destinations and Southeast destinations.

Also included are graphs showing a comparison of the destinations/feeder markets that we track within some individual state.



U.S. New Cases

- Case count in the US has now surpassed 22 million.



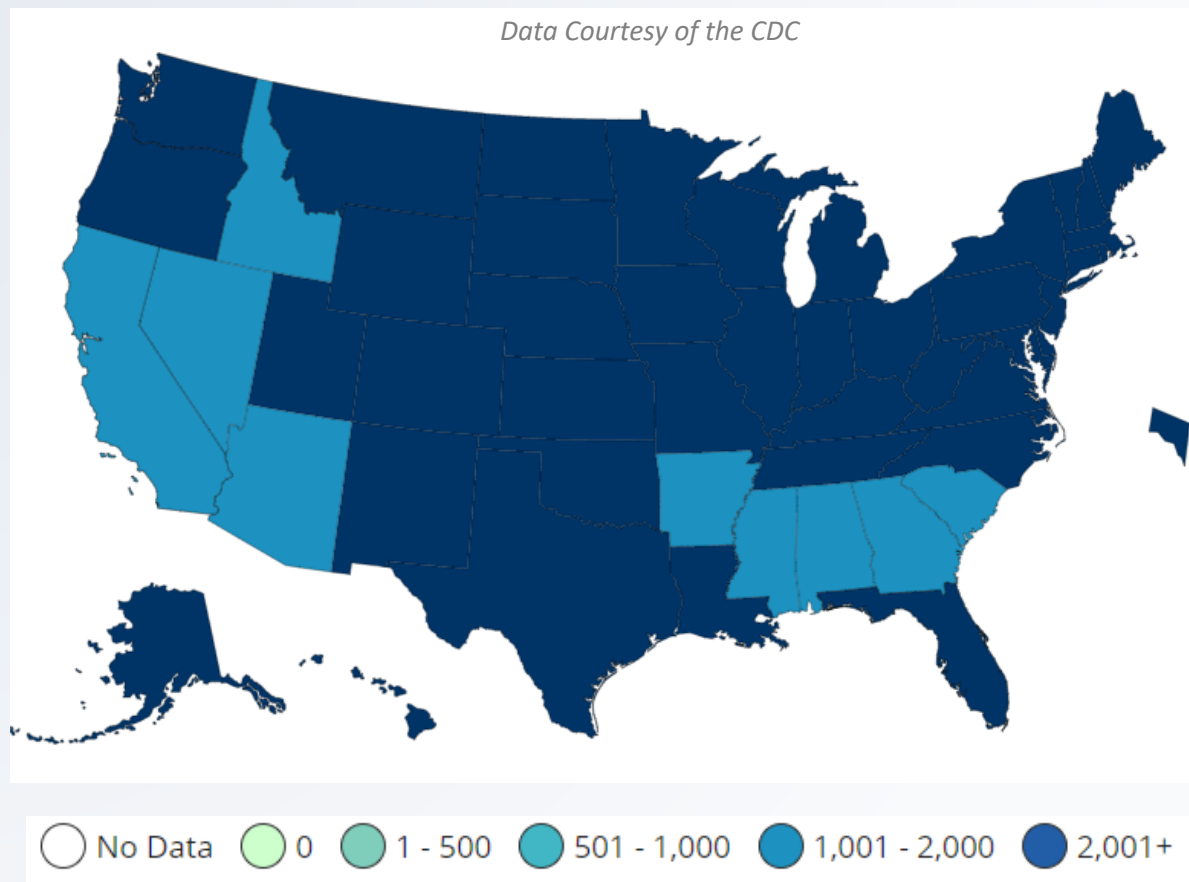


US Vaccines Administered

- Total Doses Distributed: 25,480,725
- Total Administered: 8,987,322

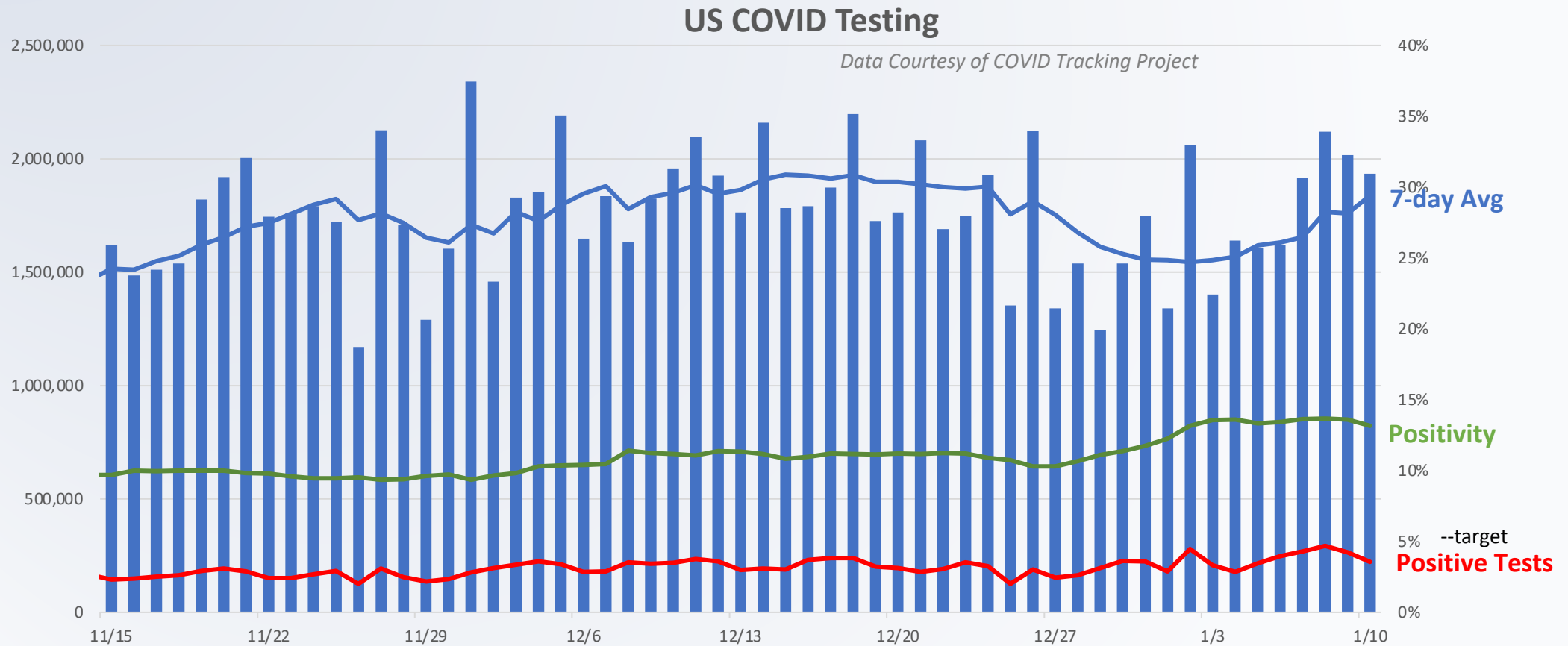
Received 1st Dose Vaccine per 100,000

Data Courtesy of the CDC





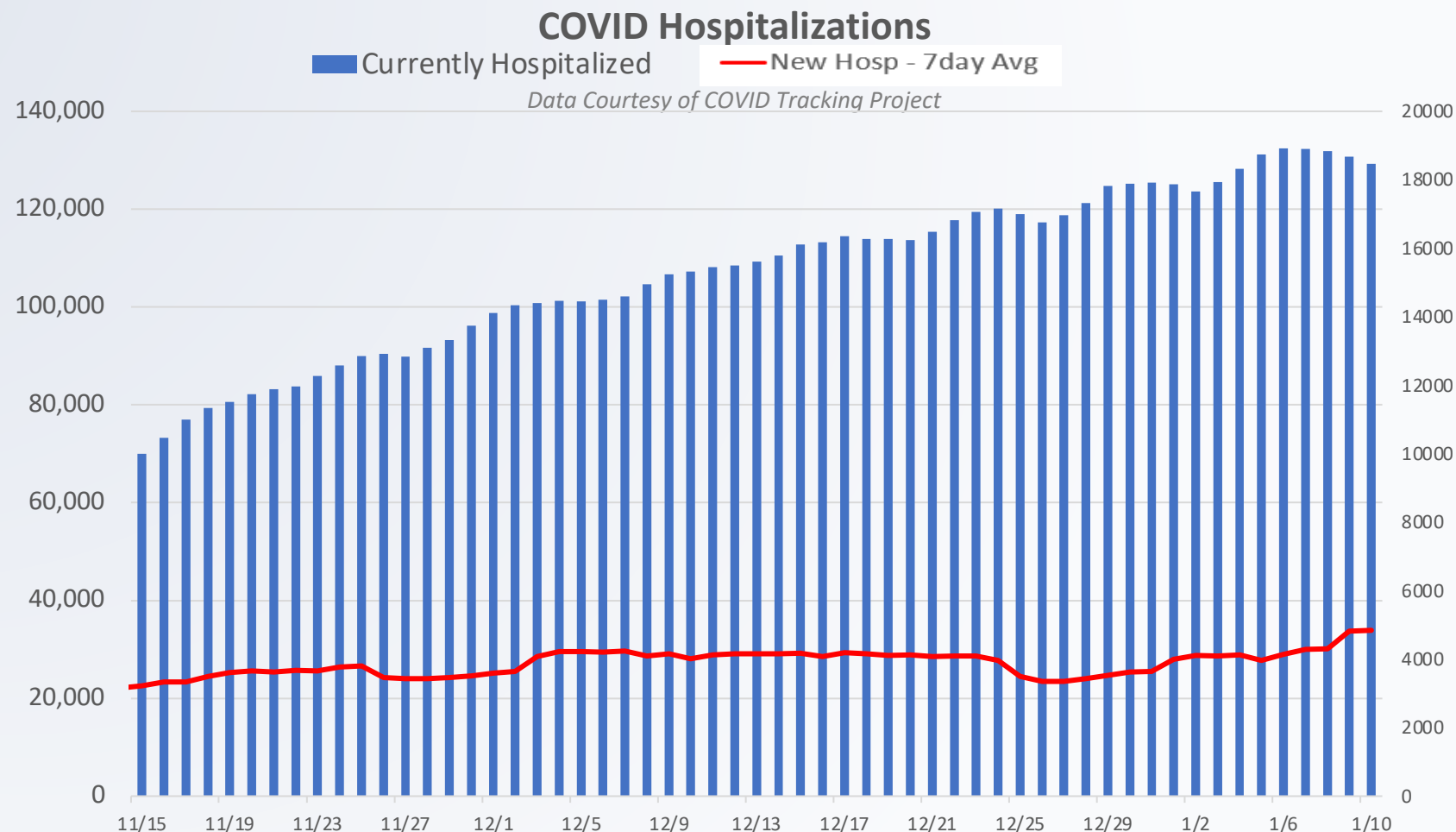
U.S. Testing





US Hospitalizations

- Sunday, Jan. 10 was the first time since Jan. 4 that the number of people hospitalized for COVID was below 130,000 and the number in ICU (23,625) was at its lowest since Jan. 5.



Feeder Markets

Western Region & Northeast, South, Midwest Regions



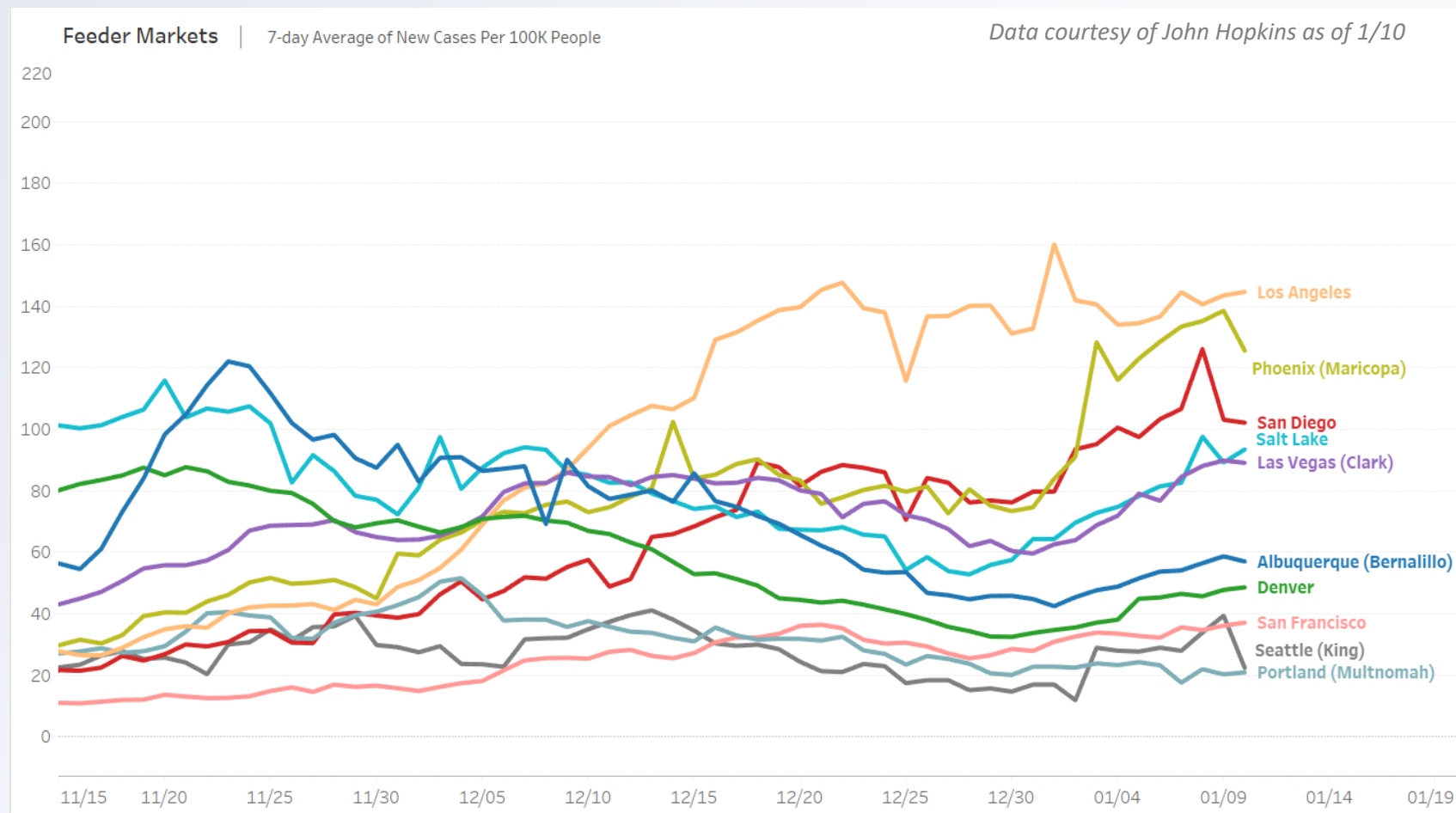
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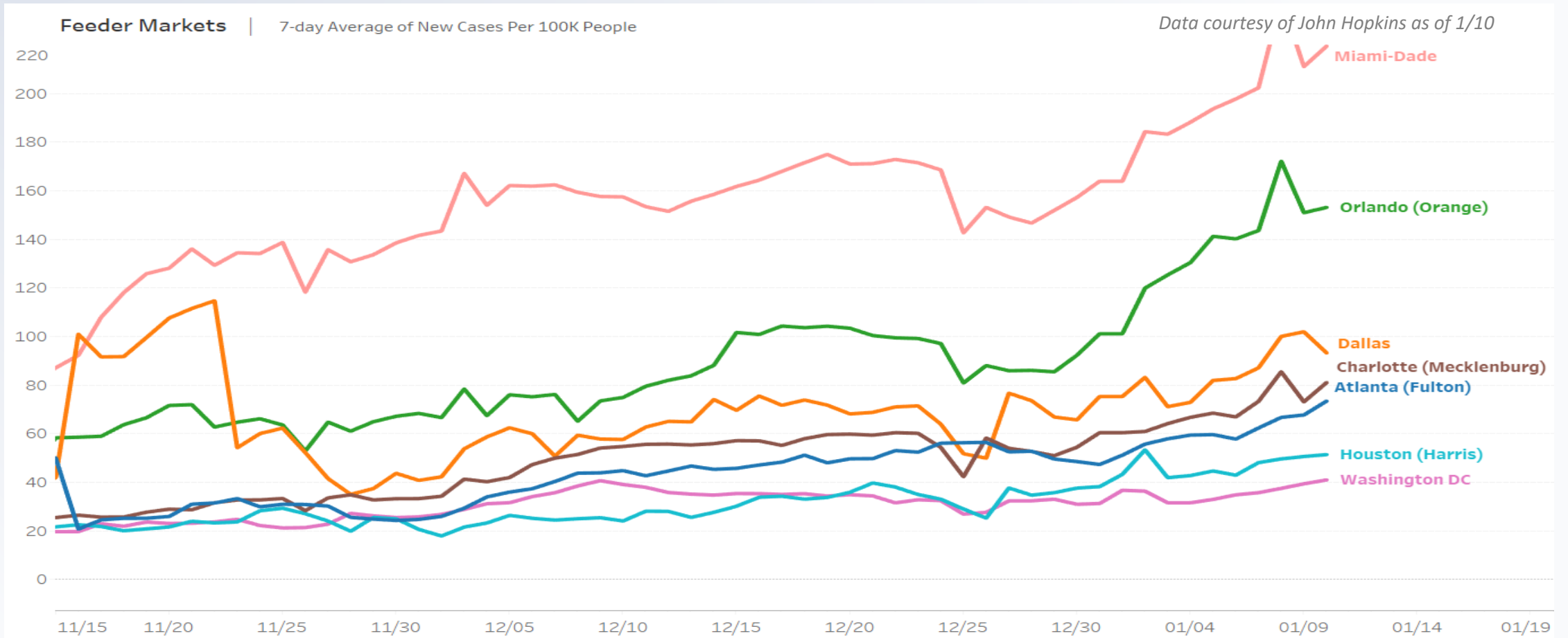
Feeder Markets: Western Region – New Cases

- For the 2nd time, Arizona has the highest 7-day average of new cases per capita in the world, reporting 121.8 new cases per 100,000 people with Maricopa County driving that number.
- Although California has a lower case count per capita than Arizona, the Los Angeles area exceeded Arizona's statewide daily average as well as Maricopa's.



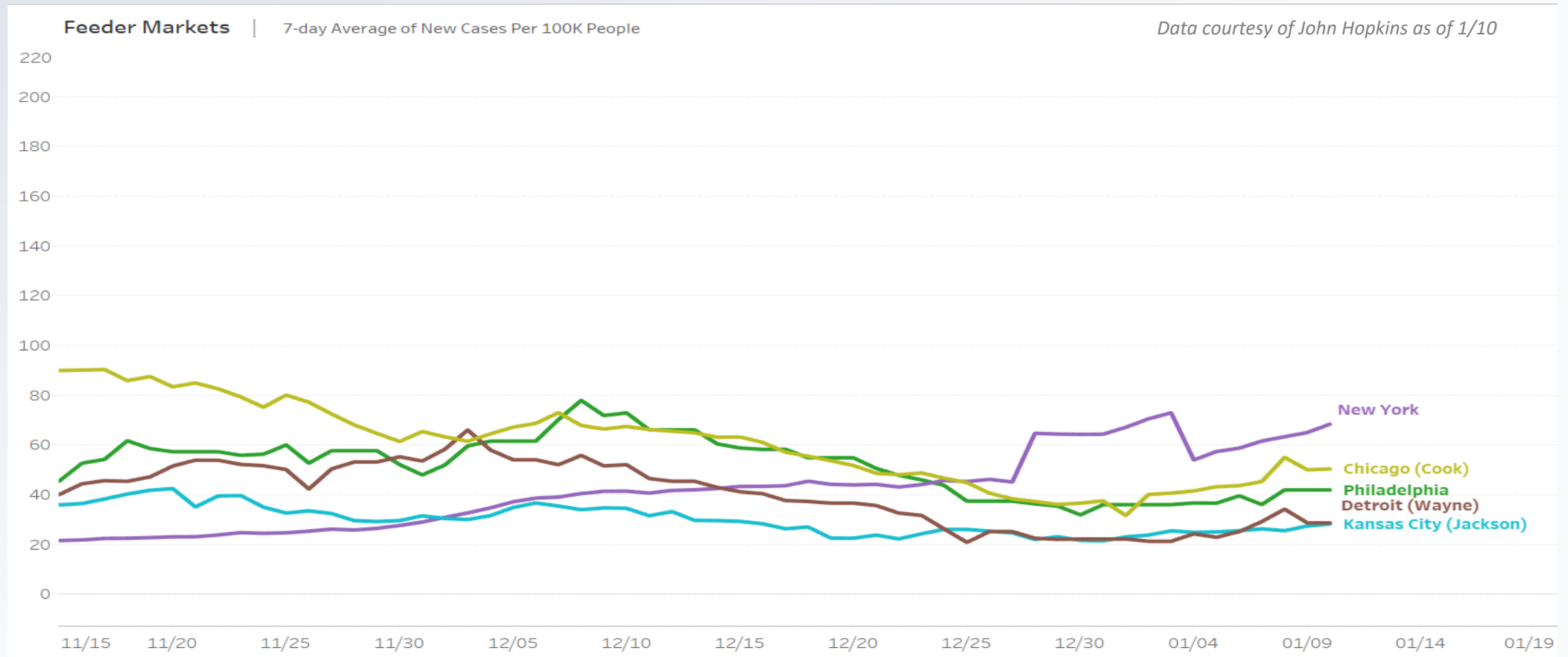


Feeder Markets: Southeast – New Cases





Feeder Markets: Northeast, Midwest Regions – New Cases



Destinations

Western Mountain & Southeast



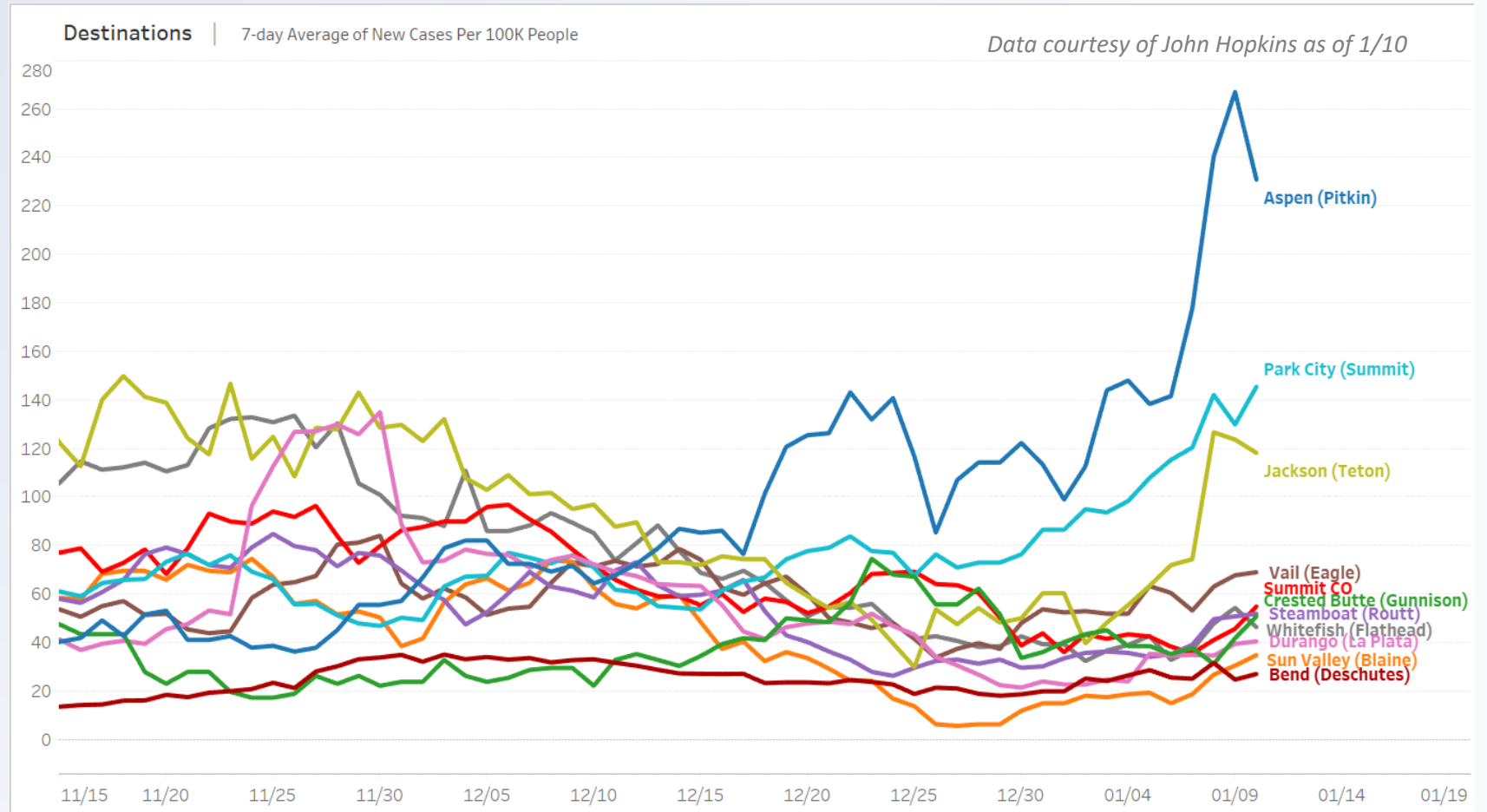
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Western Mountain Destinations – New Cases

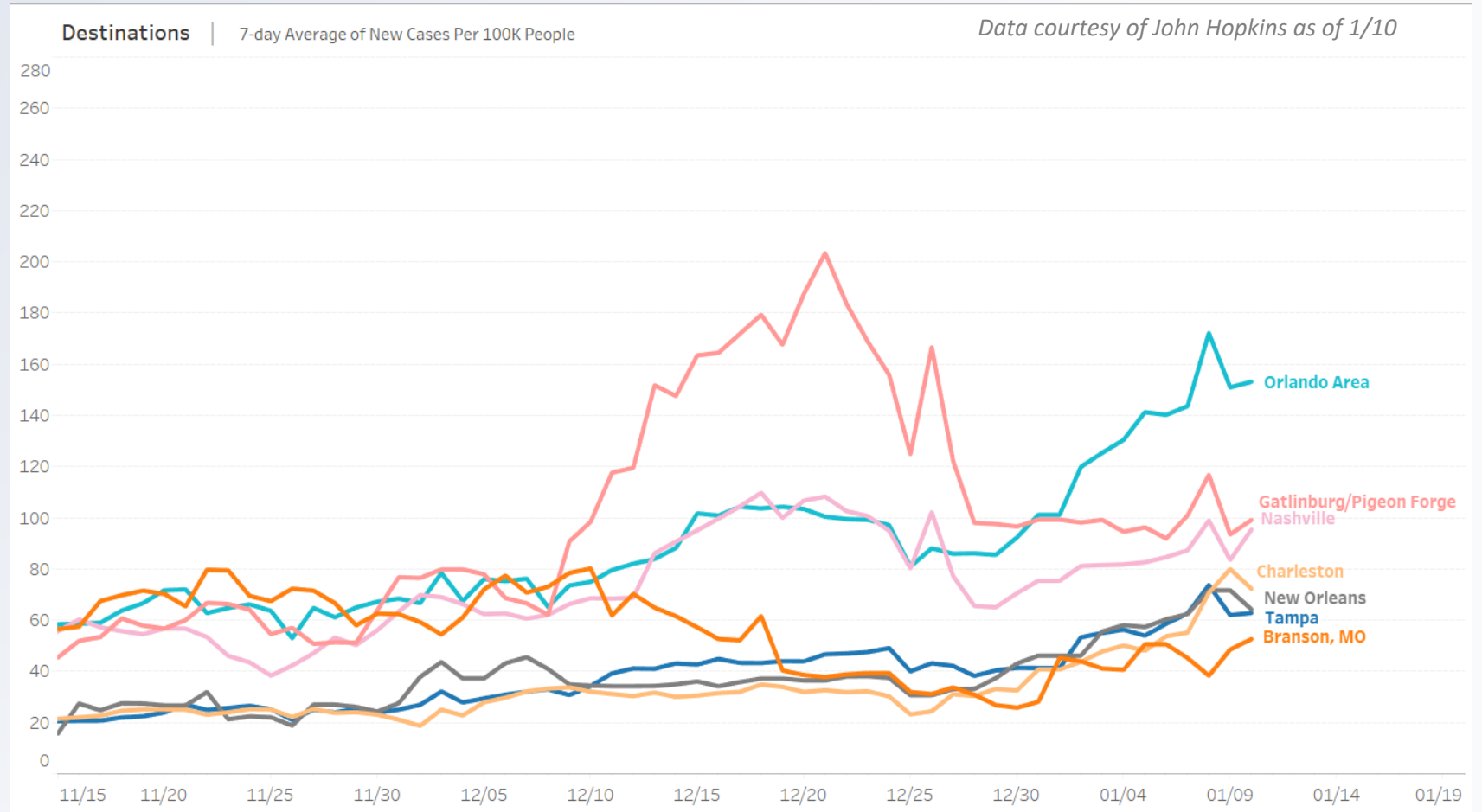
- Nearly 1/3 of Pitkin County's total cases (1492) have occurred in the last 2 weeks.





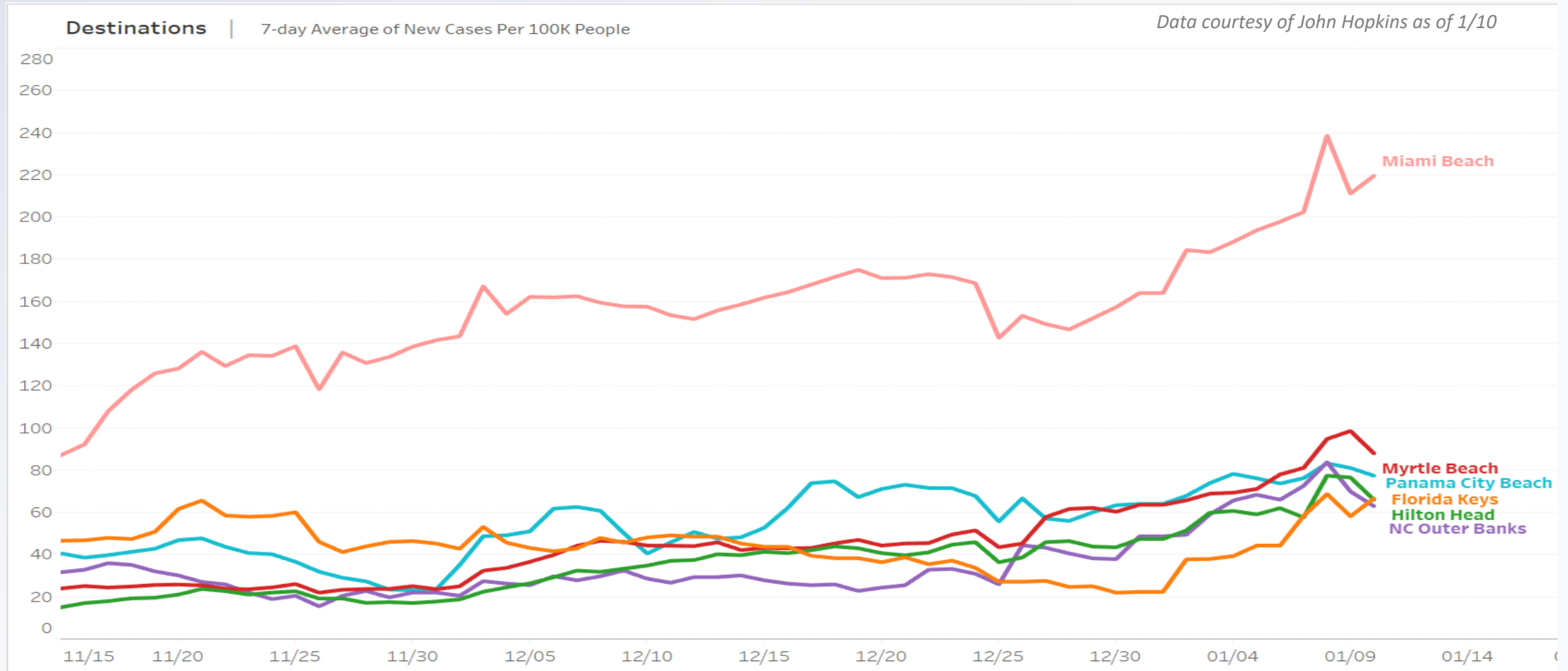
Southeast Destinations – New Cases

- Davidson County (Nashville) is reporting just over 8,000 active cases, an all-time high.
- Sevier County (Gatlinburg/Pigeon Forge) has averaged 97.4 new cases per day, down from 152.1 in prior to weeks.





Southeast Beach Destinations – New Cases



By State



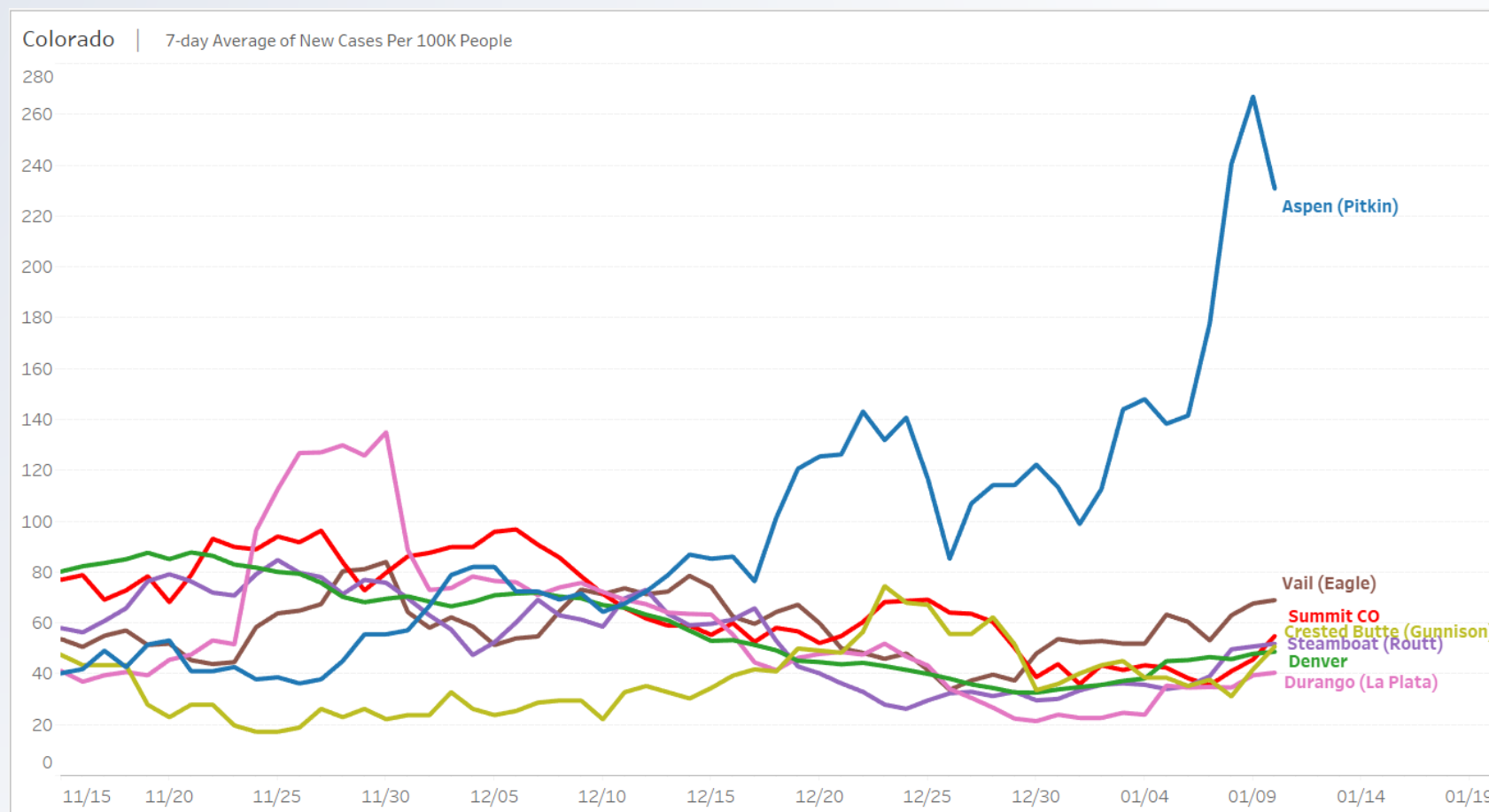
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Colorado

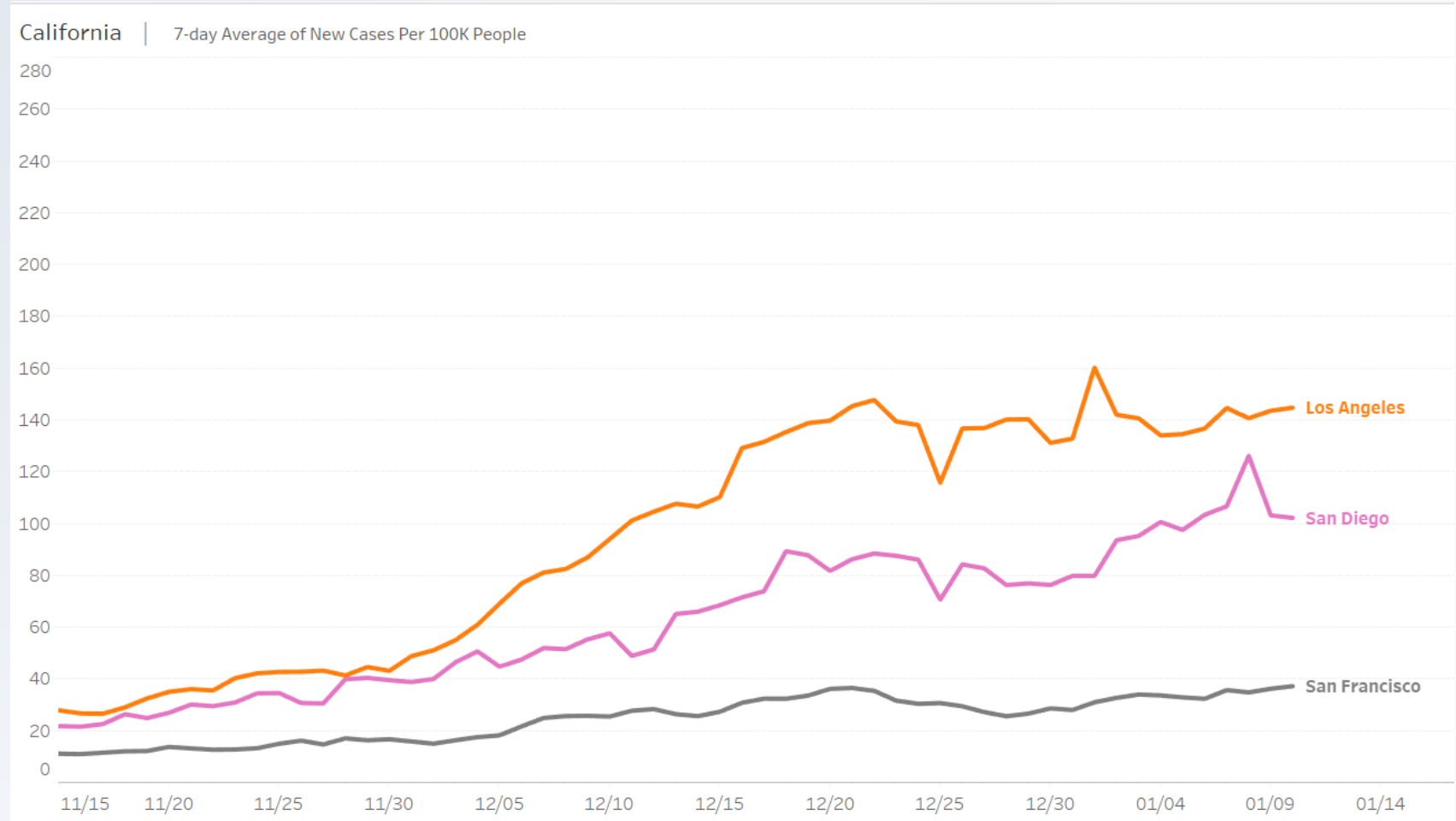
- Despite a steady increase in the test positivity rate since Dec. 26, Colorado moved counties from “red” to the less restrictive “orange” category effective Jan. 4.





California

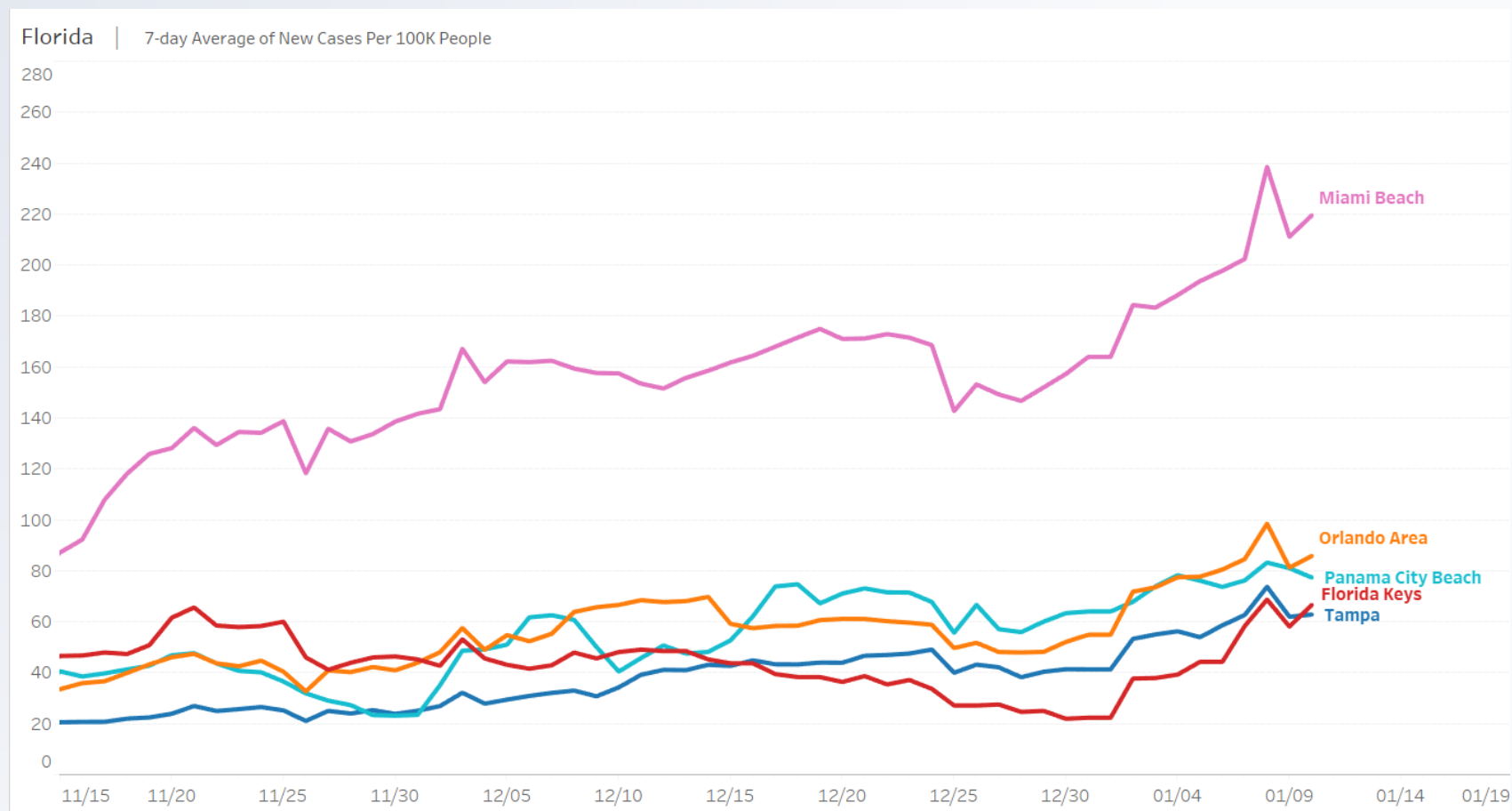
- Los Angeles took almost 10 months to reach 400,000 cases but added another 400,000 in just over 1 month (Nov. 30-Jan. 2).





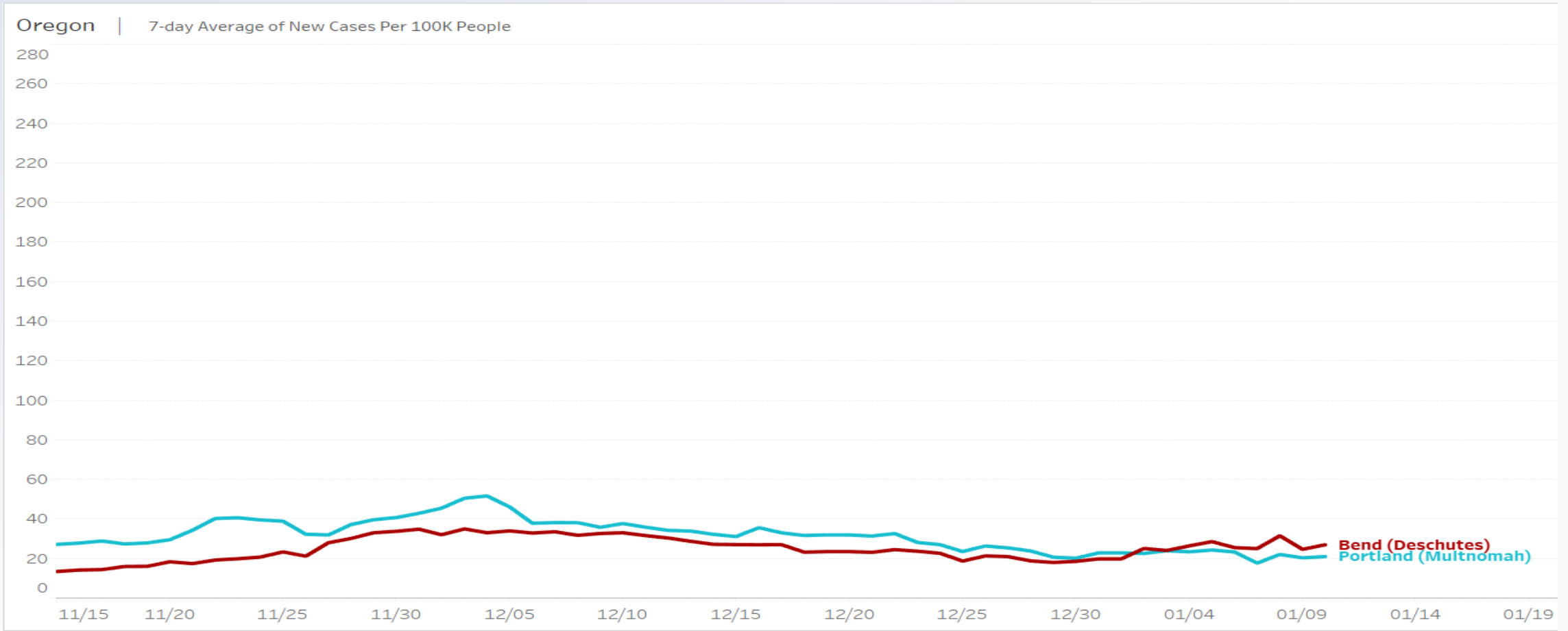
Florida

- This second surge in Florida is spread more evenly across the entire state rather than being a South Florida specific problem.



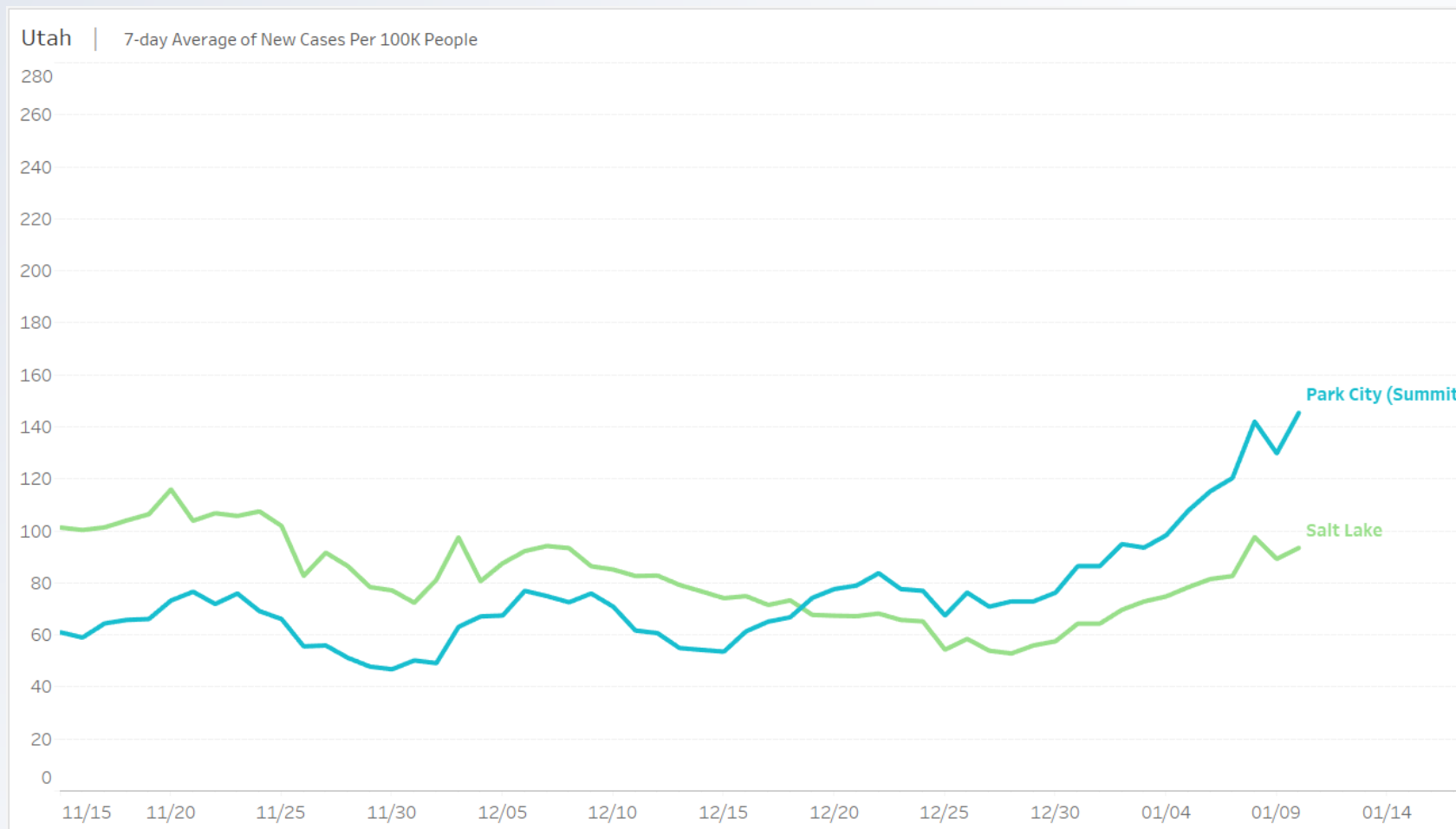


Oregon





- The CDC ranks Utah as having the 5th highest rate of new cases in the US, confirming 98.3 new cases per 100,000 on average per day over the 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.