



INSIGHTS COLLECTIVE  
Pandemic Economics Think Tank

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# COVID-19 Virus Tracking Reports

Data as of 11/15

*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

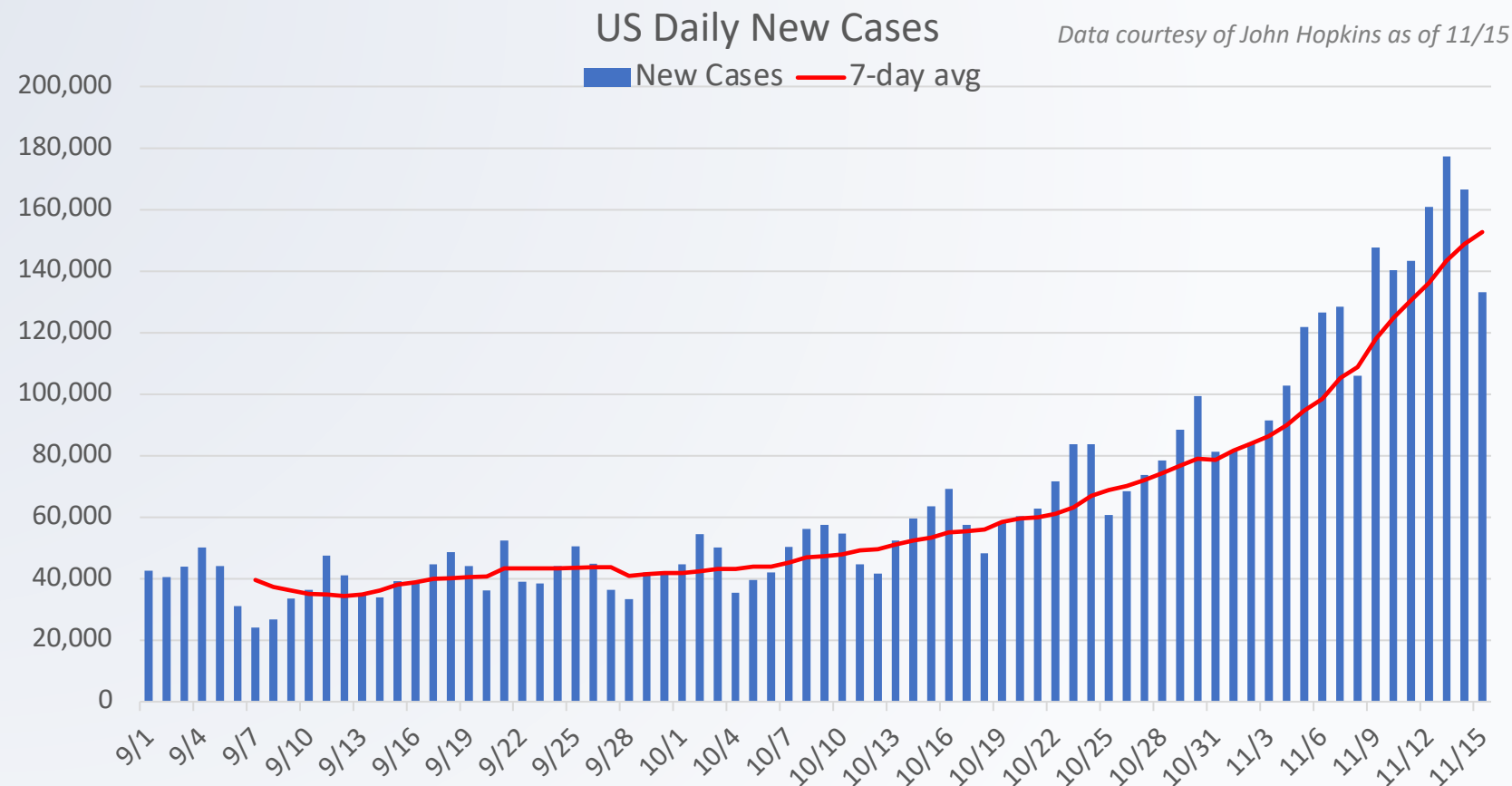
Graphs contained in this report provide a summary of nationwide COVID cases and testing as well as regional breakouts of feeder markets, Western mountain destinations and Southeast destinations.

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



# U.S. New Cases

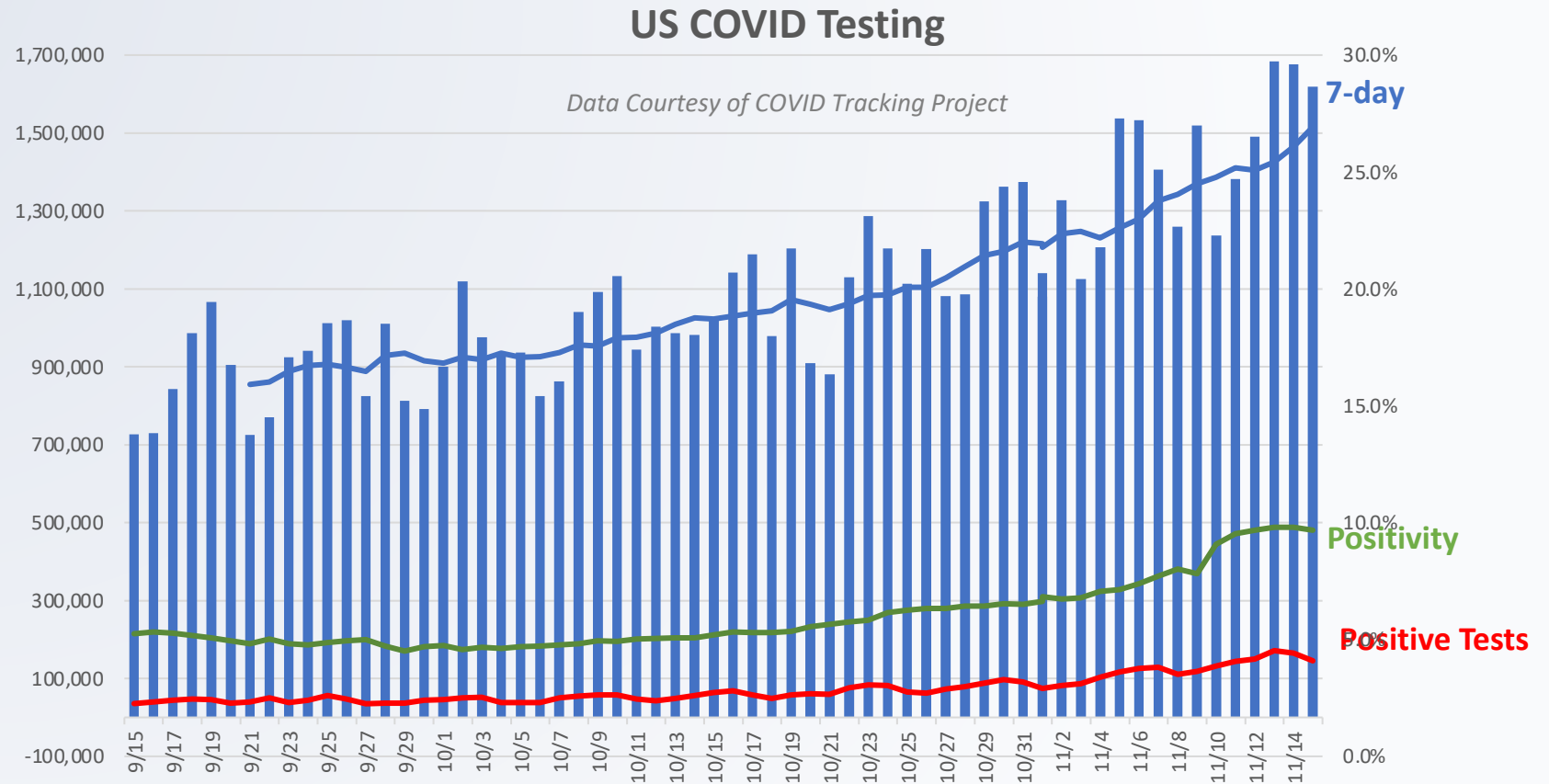
- The U.S. nears 11 million reported cases.
- Cases more than doubled the previous peak in July for three days last week.





# U.S. Testing

- A low positivity rate suggests that testing is more widespread and that it is not limited to those with severe symptoms.
- 10.5 million additional tests would be needed last week to achieve the goal of 5% positivity.
- Johns Hopkins data shows Kansas, South Dakota and Iowa all having 7-day positivity rates over 50%



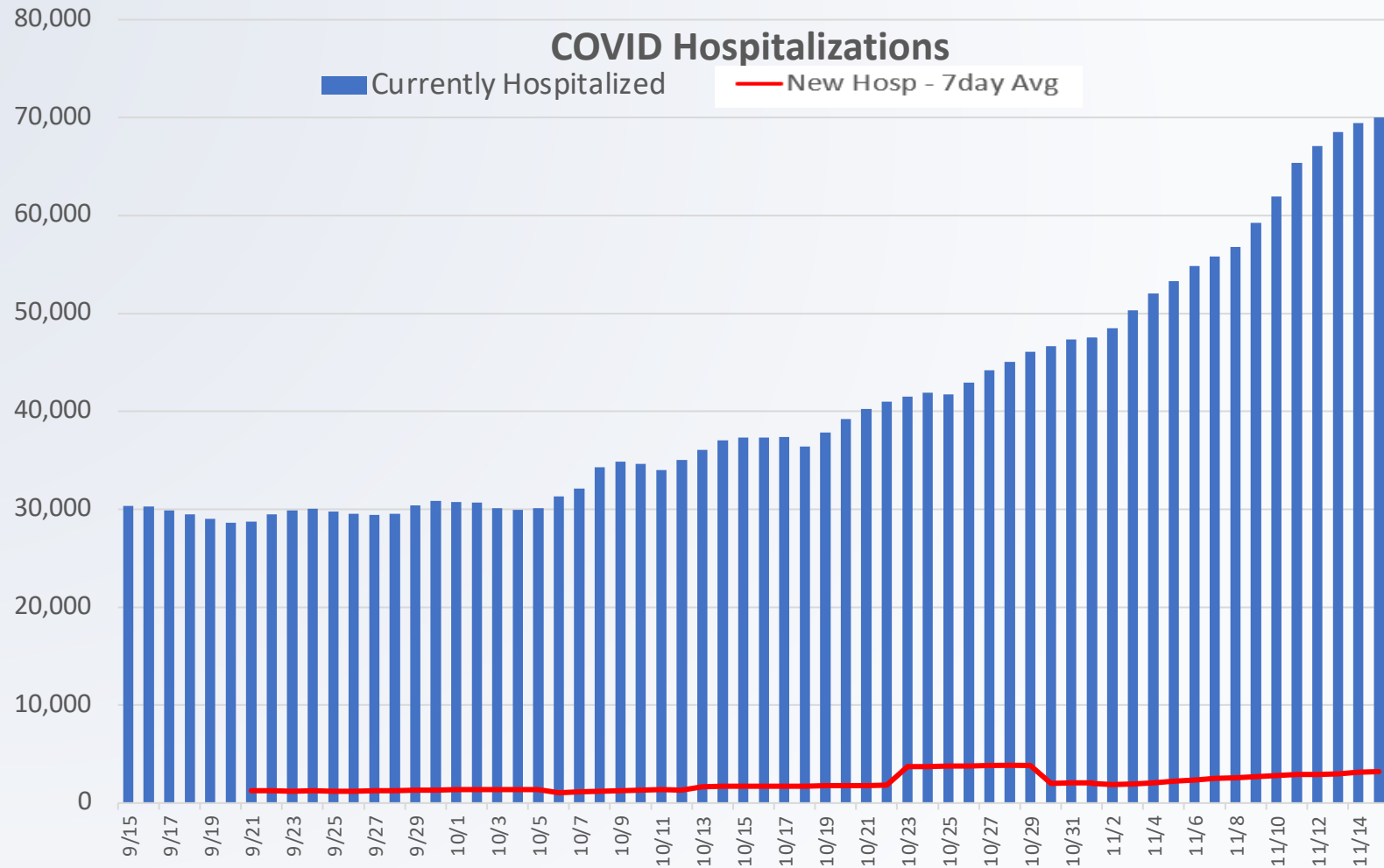
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# US Hospitalizations

- 69,864 COVID patients, a record high, were in the hospital on 11/15.
- States began implementing new restrictions in response to the hospitalization increase.



# Feeder Markets

Western Region & Northeast, South, Midwest Regions



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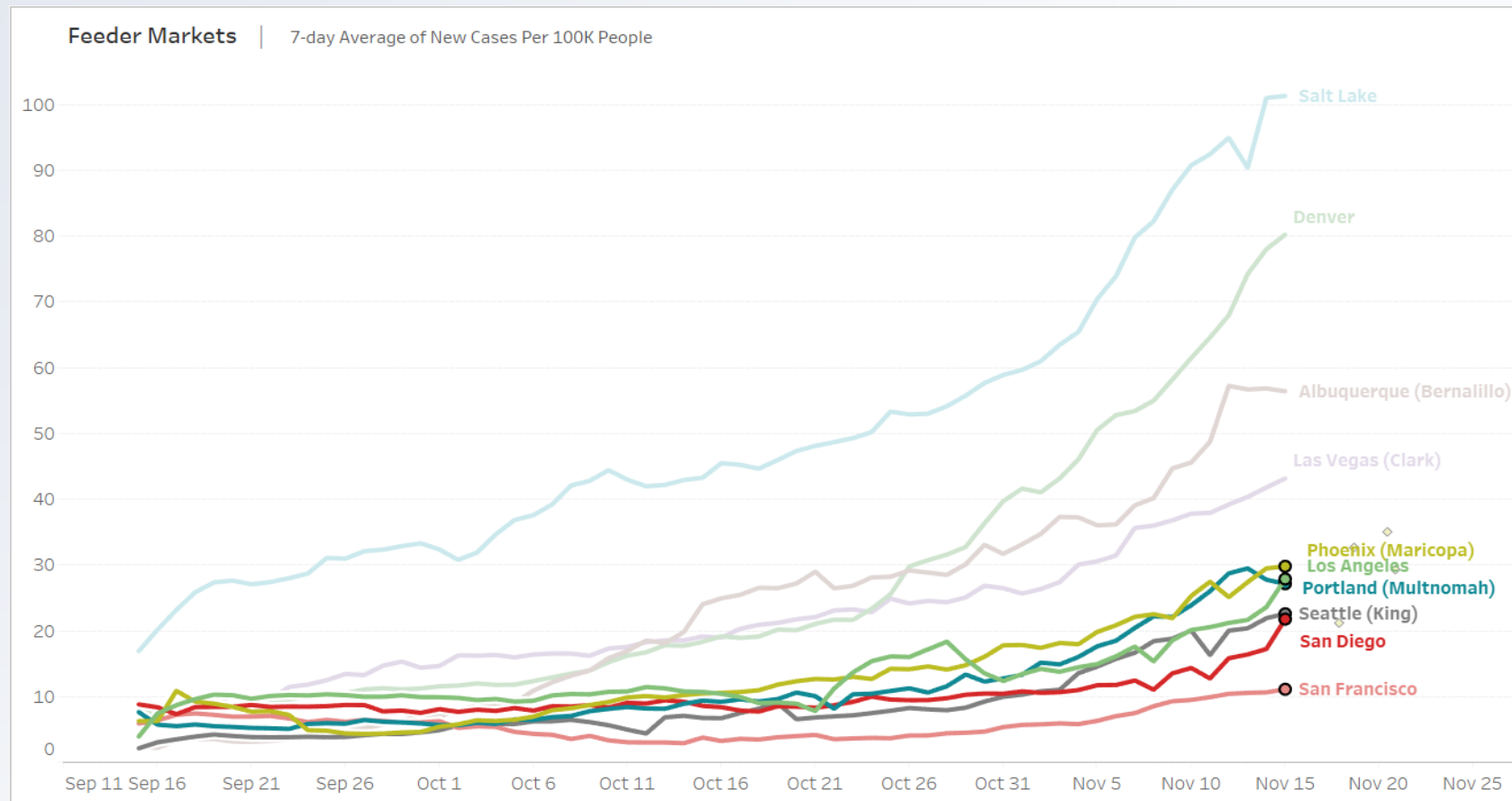
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# Feeder Markets: Western Region – New Cases

*Data courtesy of John Hopkins as of 11/15*

- Despite numbers below other California cities, San Francisco has moved back a step in their reopening.
- San Diego officials are blaming their increased numbers on COVID fatigue.
- Portland has been placed under stricter restrictions for at least the next 4 weeks.
- Seattle mayor says nearly 20% of all their cases from the pandemic have been reported in the last 2 weeks.

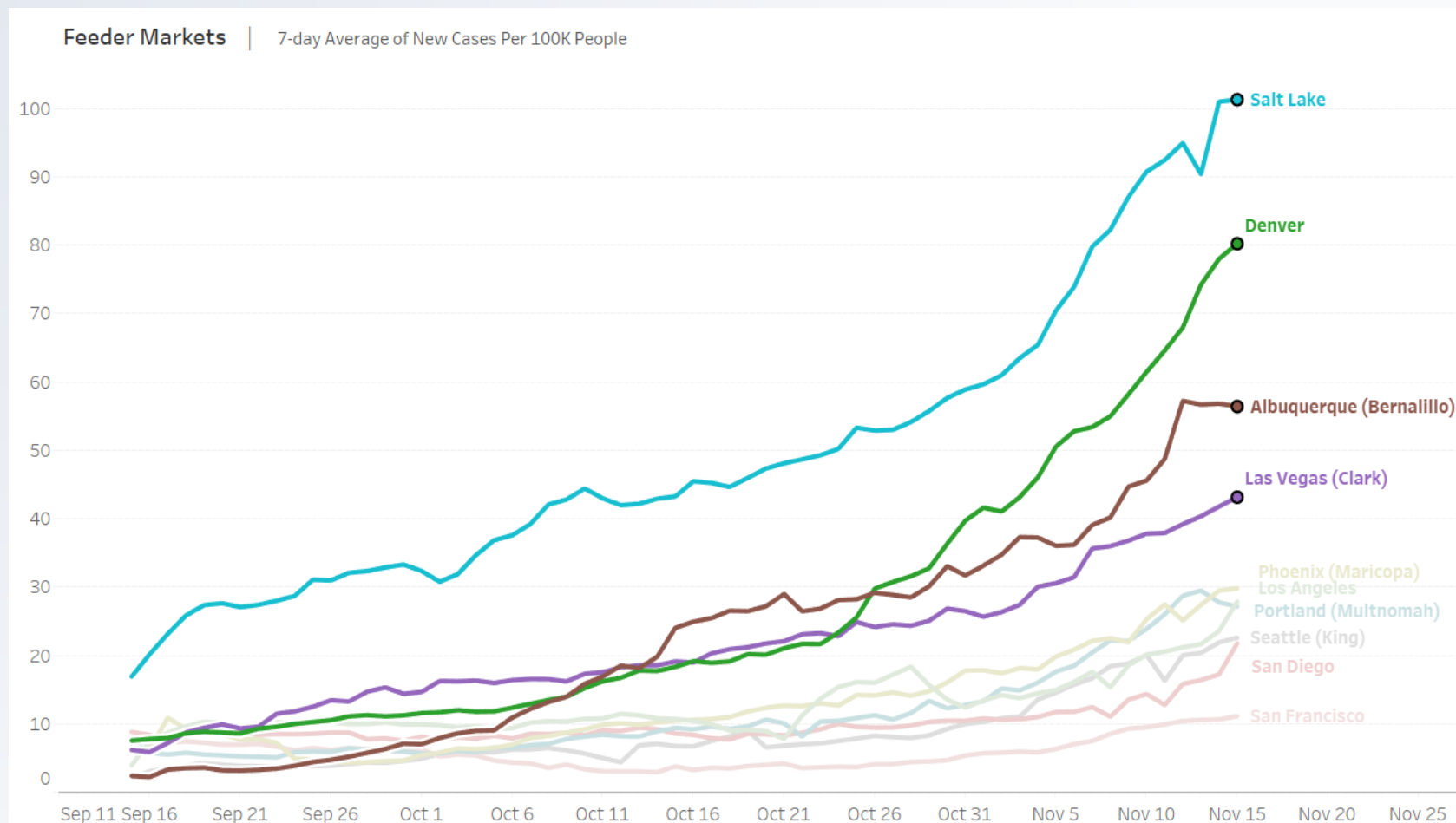




# Feeder Markets: Western Region – New Cases

- Salt Lake represented almost 39% of all new cases in Utah on 11/14.
- Denver's 2-week positivity rate is 11.6%.
- Albuquerque's data has been impacted by a disruption in the state reporting system.
- McCarran Airport (Las Vegas) reported October was the busiest travel month there since the pandemic began suggesting tourists may be contributing to the case increase.

Data courtesy of John Hopkins as of 11/15

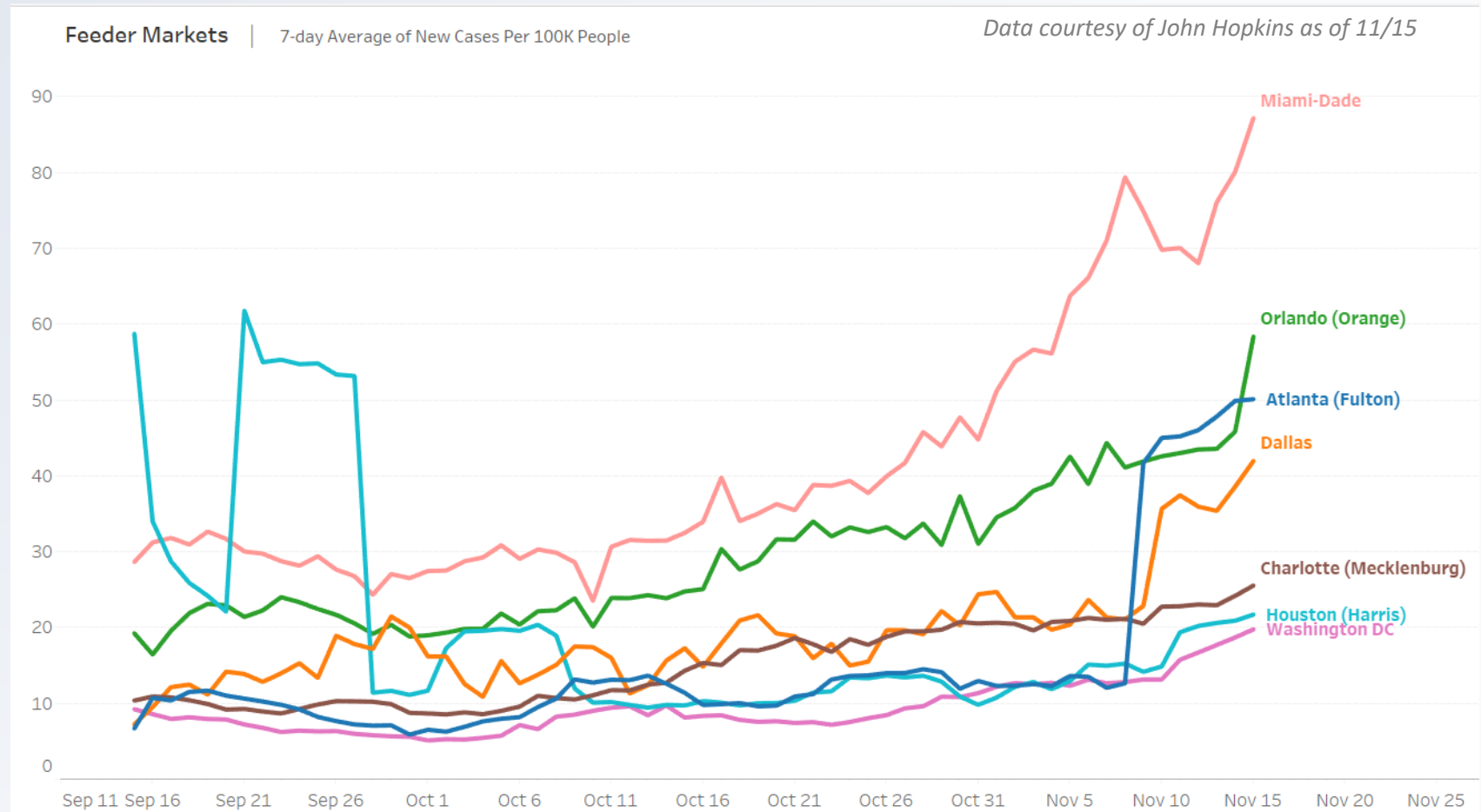






# Feeder Markets: Southeast – New Cases

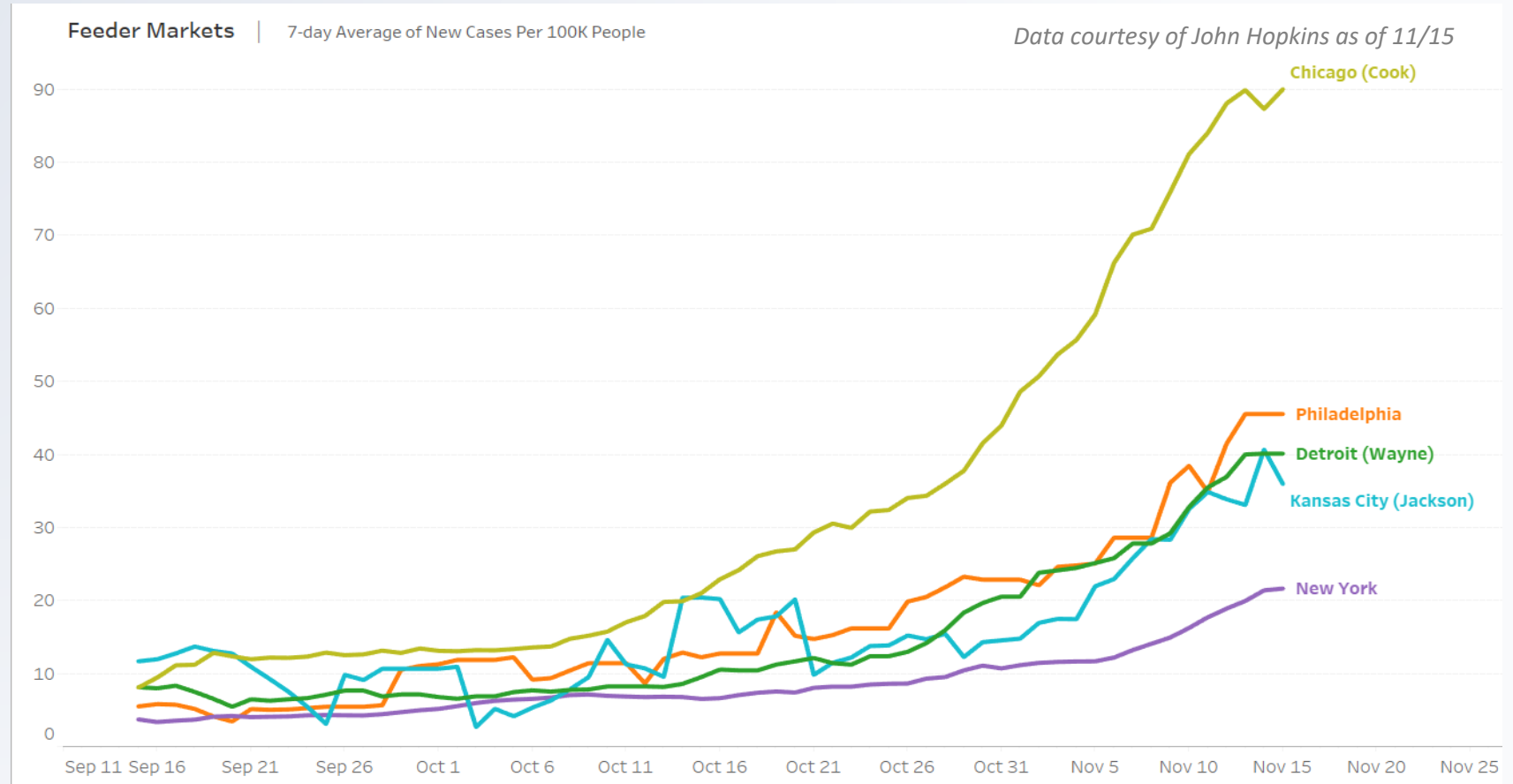
- Orlando is experiencing its highest spike in more than 3 months.
- Atlanta reported a 31.5% increase in its 14-day trend.
- D.C. reported a 7-day average of 139 cases, the highest since May 24.





# Feeder Markets: Northeast, Midwest Regions – New Cases

- Cook County (Chicago) accounts for almost 20% of all cases in Illinois and has seen its average positivity rate more than double over 3 weeks to 15%.
- NYC 7-day positivity rate is at 2.6% and appears to be slightly declining following 12 days of increases.
- Philadelphia is implementing stricter restrictions effective Nov. 20-Jan.1.
- Detroit says their numbers remain relatively low and blames their stricter rules on irresponsible behavior in the surrounding counties.



# Destinations

Western Mountain & Southeast



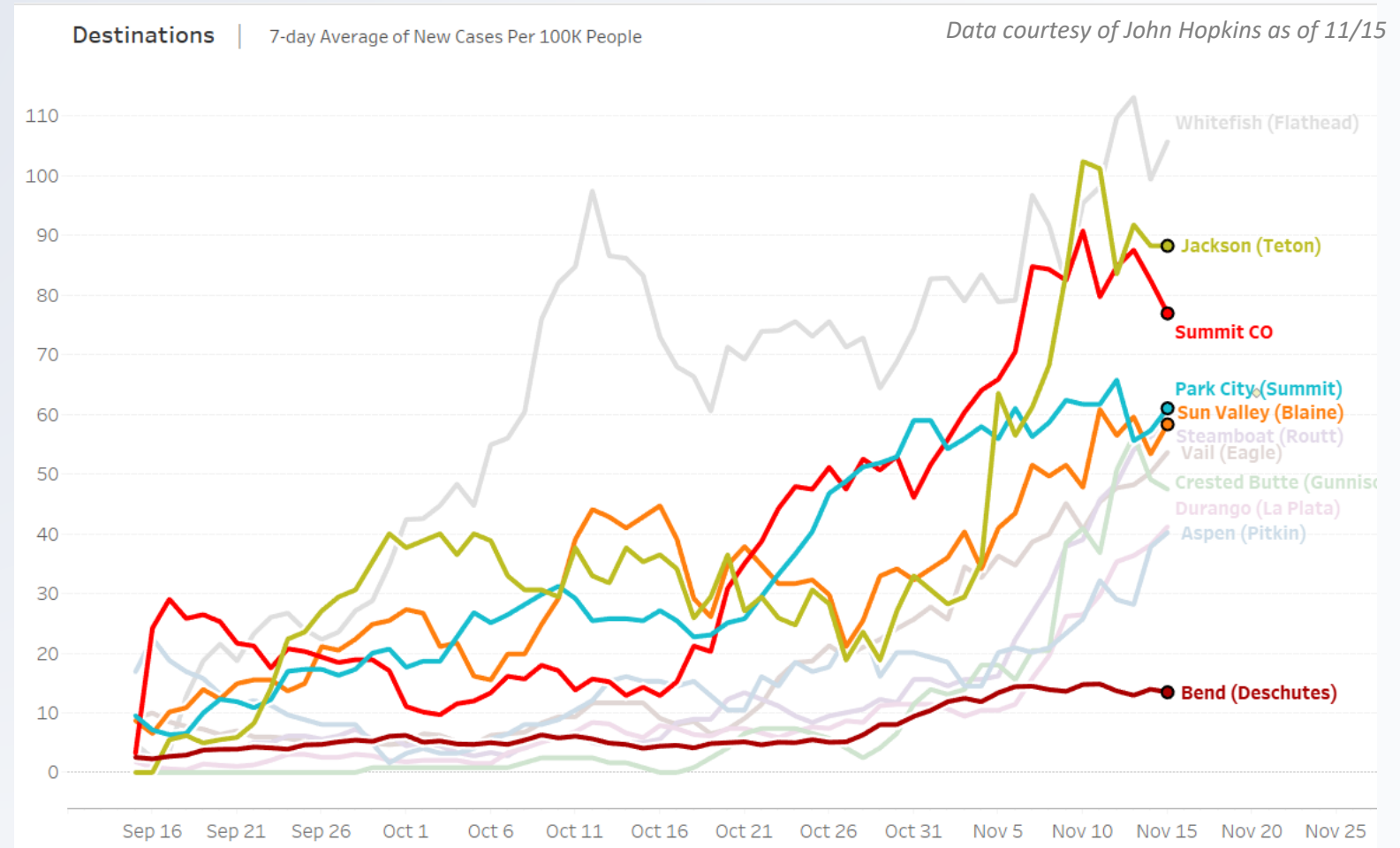
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# Western Mountain Destinations – New Cases

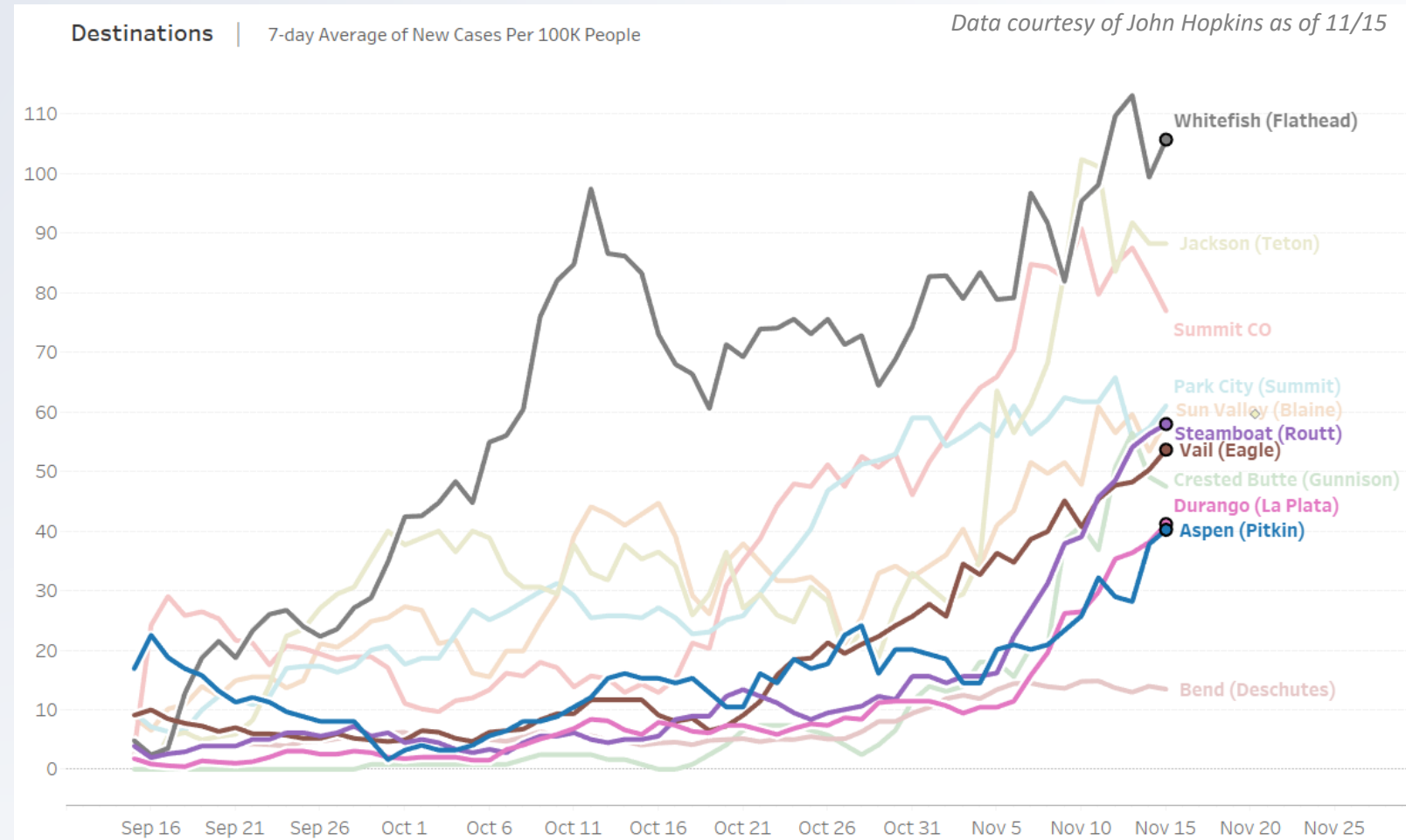
- Is Bend's relatively low case load due to their strict mask enforcement including fines and a hotline for residents to report non-compliance?
- Although Summit CO reported an increase in the 2-week incidence rate of new cases and a positivity rate of 16.3%, it looks like their efforts maybe having some impact.
- Blaine County's also may have flattened the curve.





# Western Mountain Destinations – New Cases

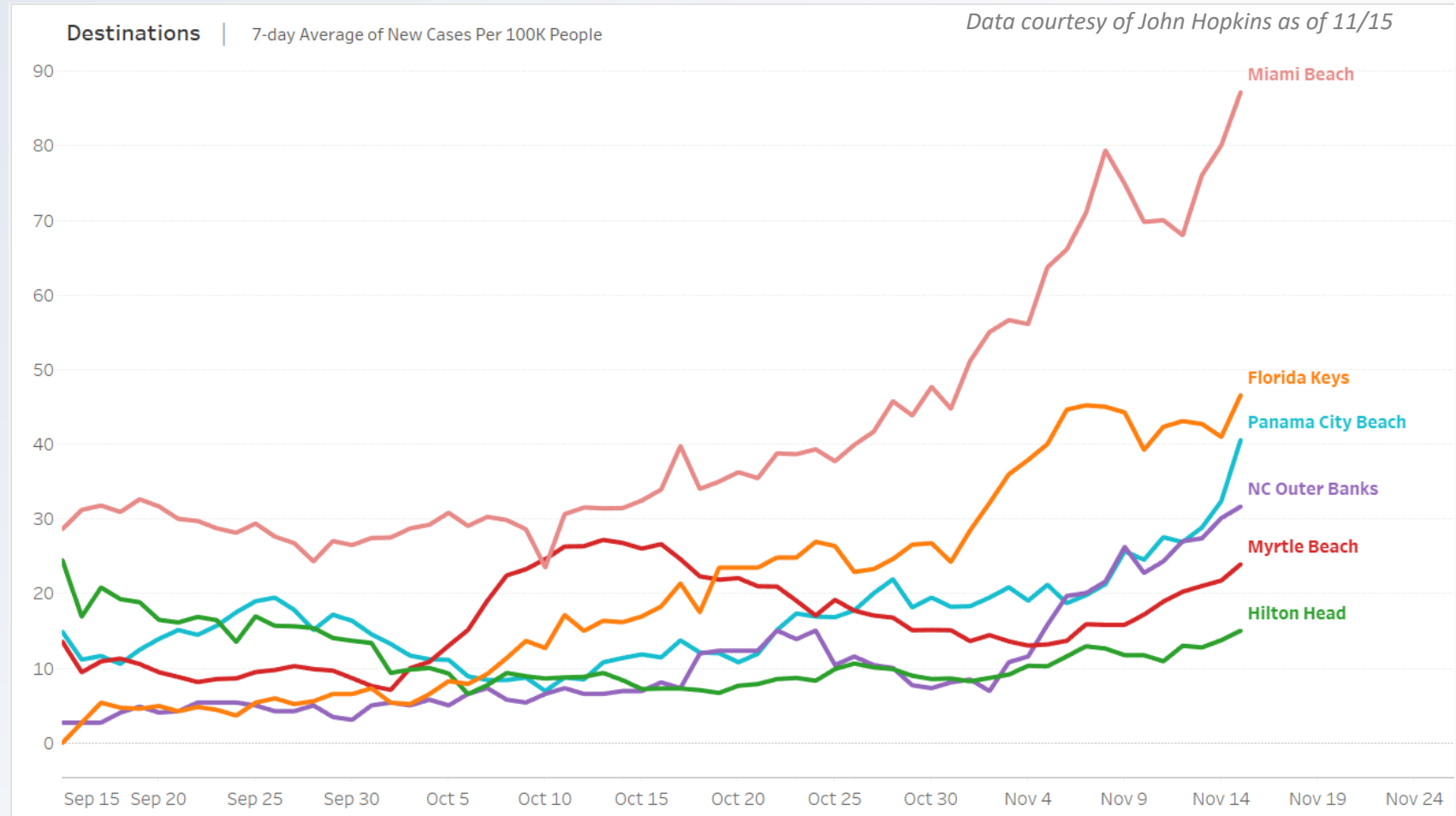
- Whitefish continues to see high case numbers amid County Health Board inaction on restrictions.
- Aspen's 14-day positivity rate is at 9.76%.
- Halloween super-spreader youthful event among causes of Steamboat's rise in cases.
- Eagle County moves to a higher level of restrictions among rising case numbers.





# Southeast Destinations – New Cases

- Bay County (Panama City Beach) had a testing positivity rate of 20% on Nov. 15.
- Monroe County (FL Keys) has a positivity rate at 15%.
- Dare County (NC Outer Banks) is in the state's top 20 counties with the highest risk.
- Beaufort County (Hilton Head) had its highest 7-day average of new cases since Sept. 23.

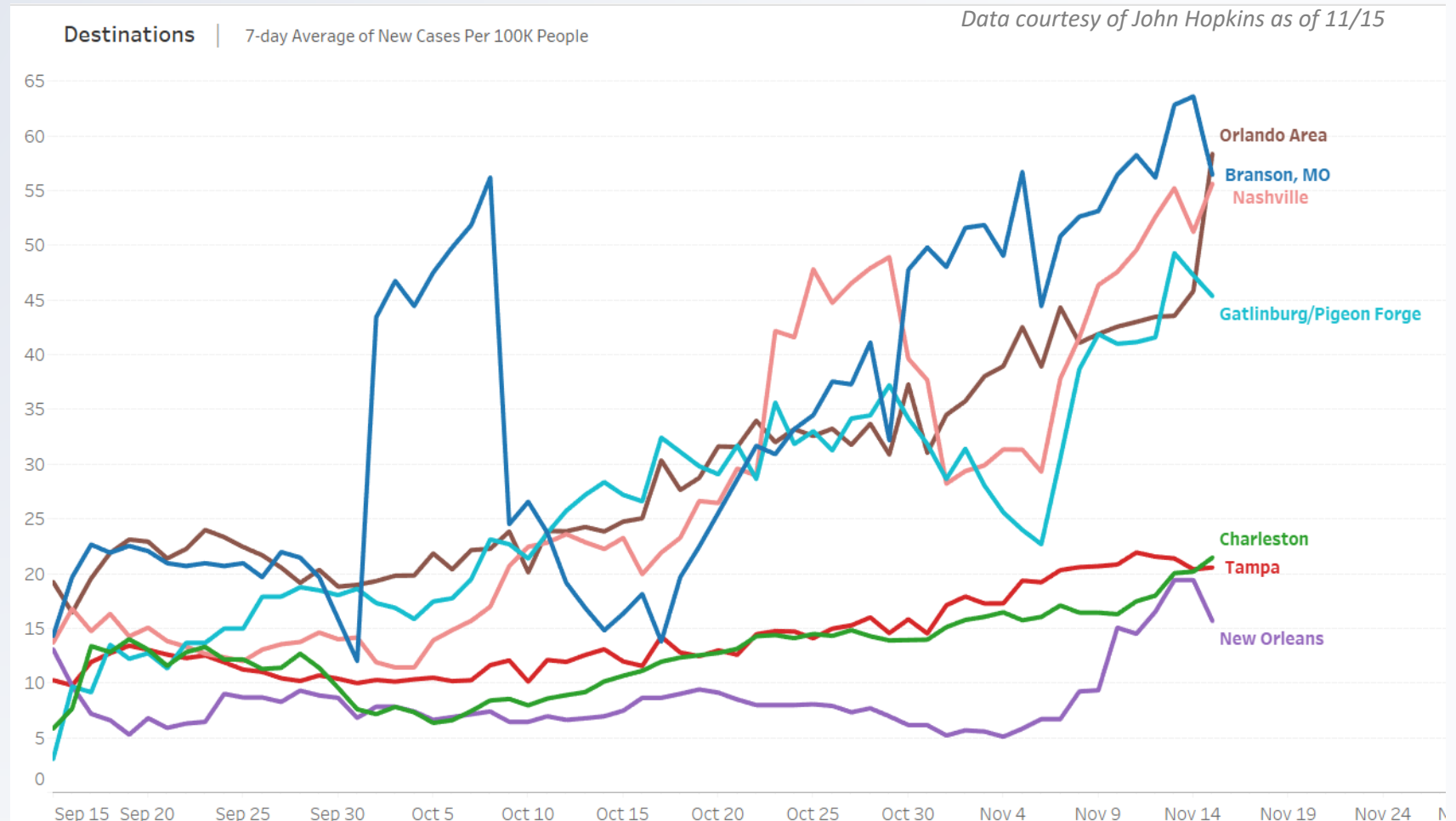






# Southeast Destinations – New Cases

- Nashville schools may return to virtual learning if case #s continue to rise.
- New Orleans positivity rate has nearly doubled from 1.2% to 2.2%, still below much of the country.
- Charleston leaders are confident their response is working and the numbers since August back this up.



# States

Colorado, California, Florida, Oregon, Utah



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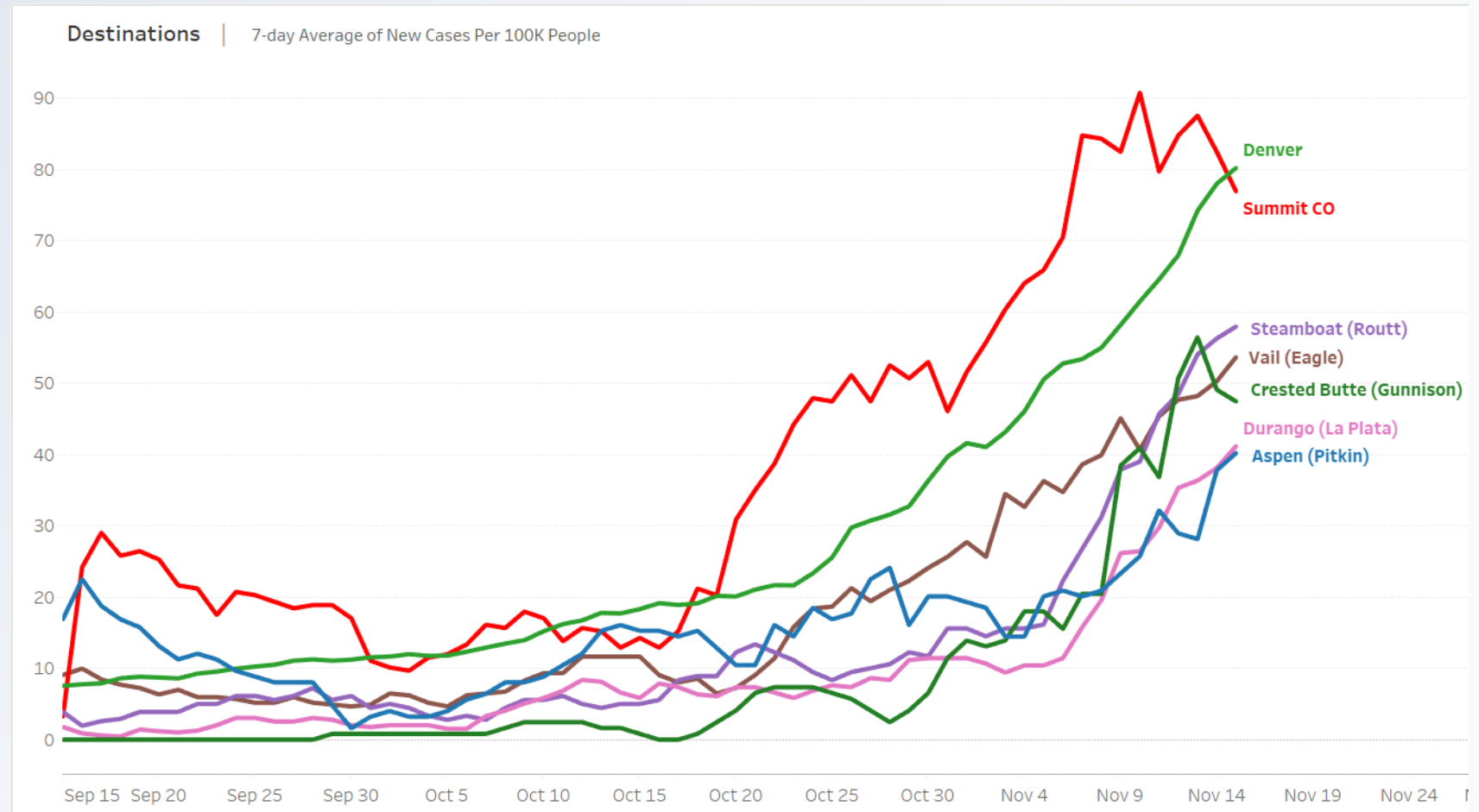
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# Colorado

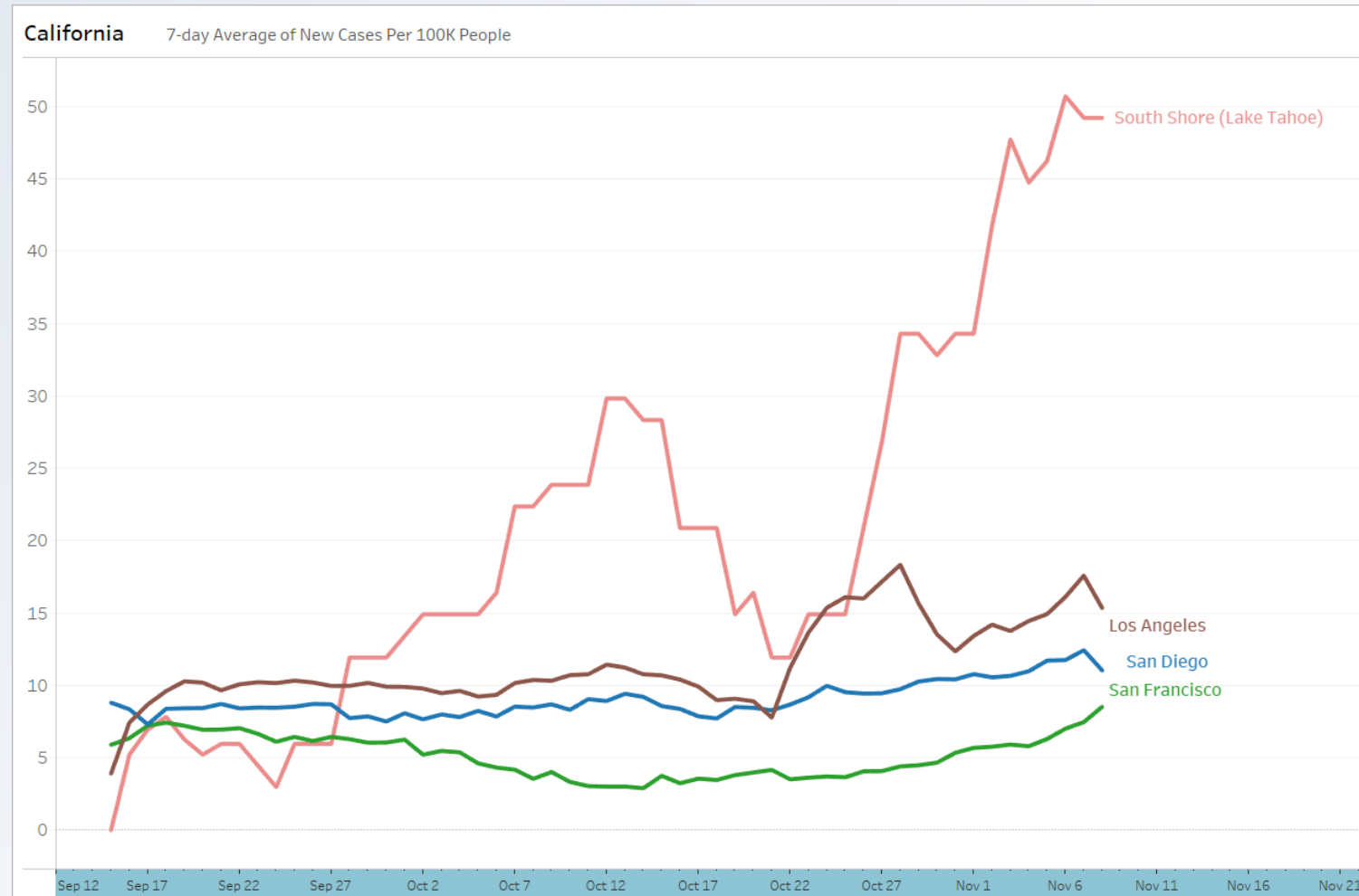
- Colorado officials are considering adding a new level to the current COVID dial, just below the current strictest level as cases spike across the state.





# California

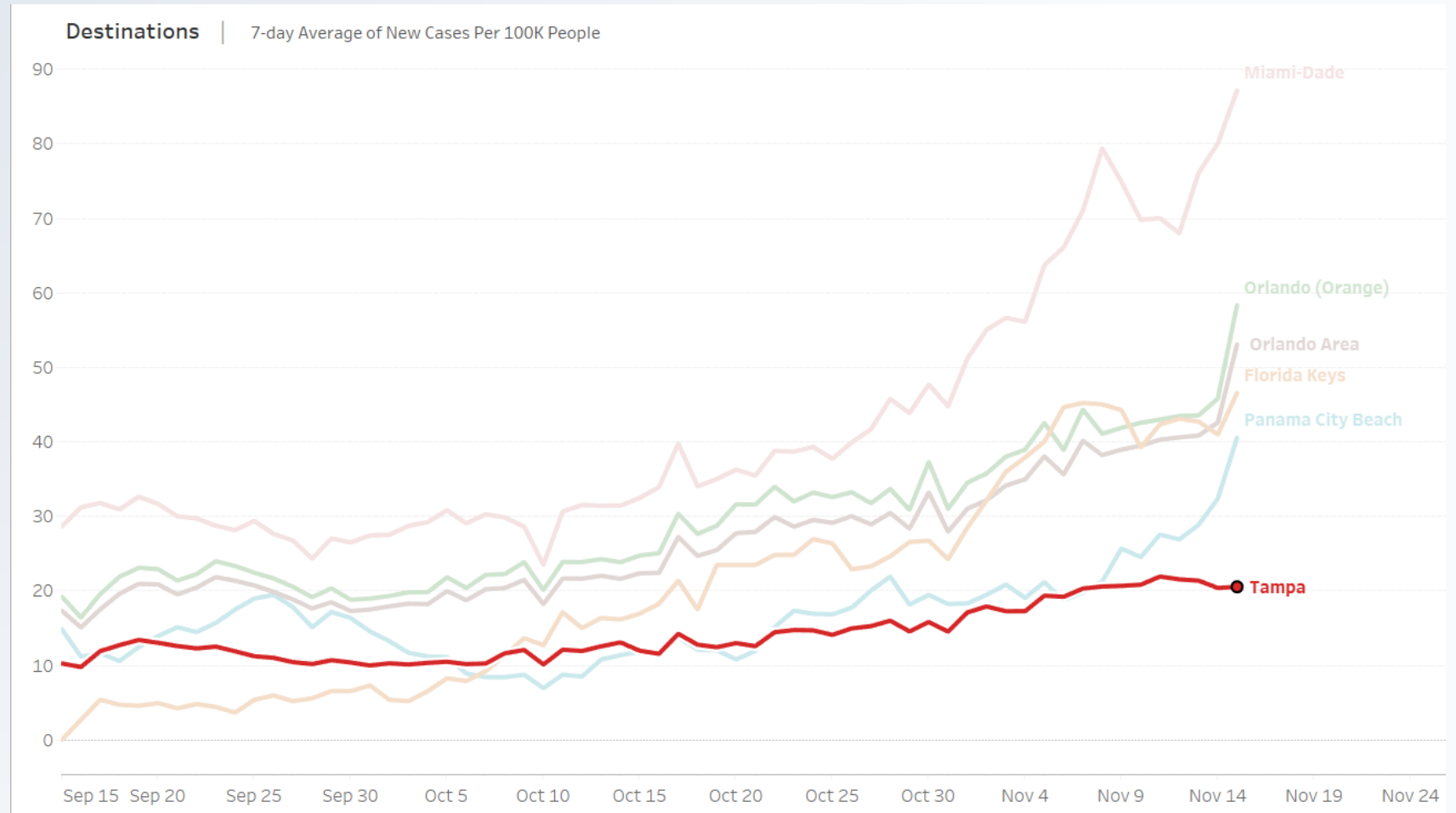
- Although CA is in the bottom 25% for rate of cases in the US, most counties are being rolled back to the most restrictive tier of closures.
- El Dorado County (Lake Tahoe) attributes their latest spikes to pandemic fatigue, Halloween parties and the defiance of state requirements.
- Tahoe area appears to be performing more like Nevada than California.





# Florida

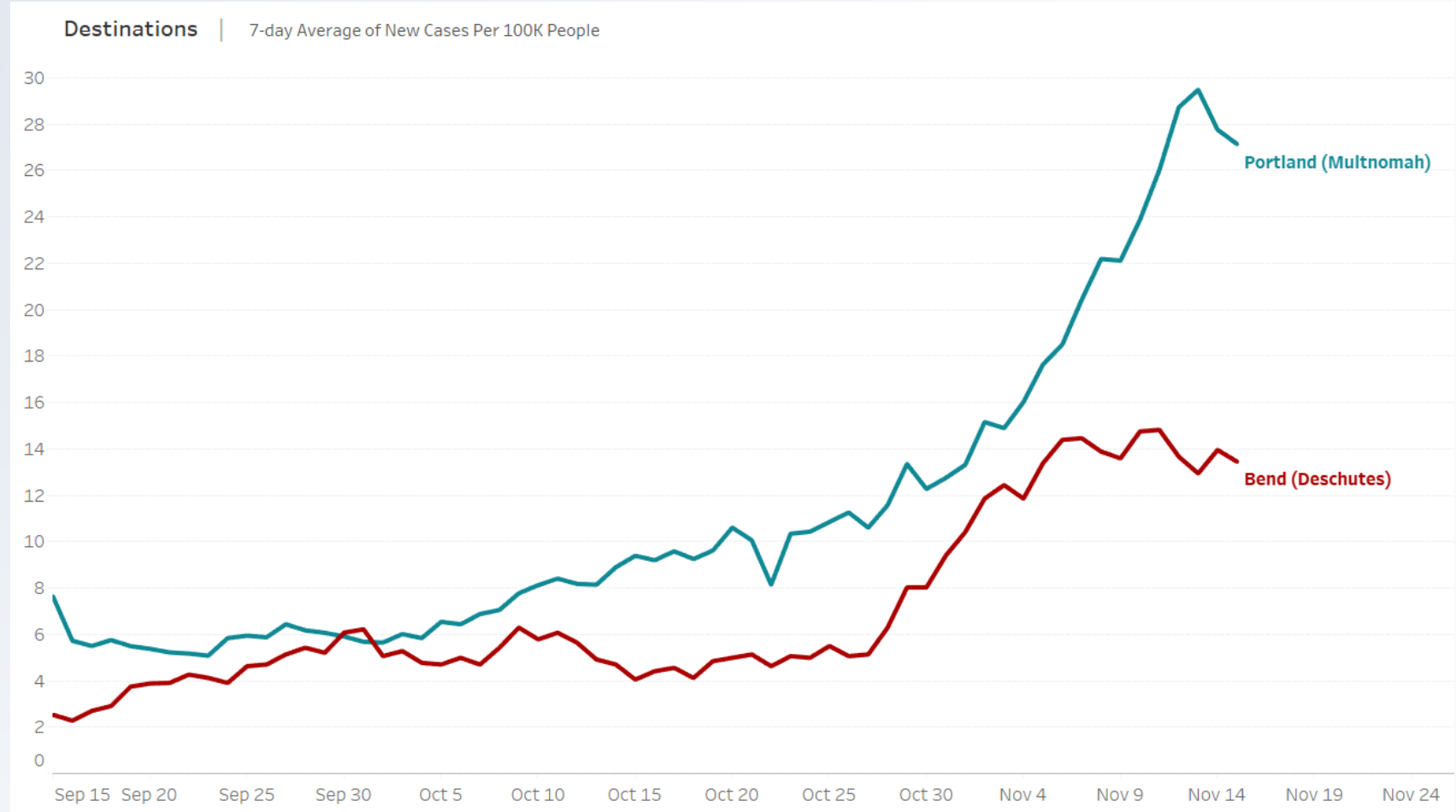
- Although Tampa is doing well, Florida had a record number of new cases over the weekend with more than 10,000 cases in one day
- No new lockdown is planned.
- Florida numbers may have been impacted by the temporary shutdown of some testing sites due to Tropical Storm Eta.





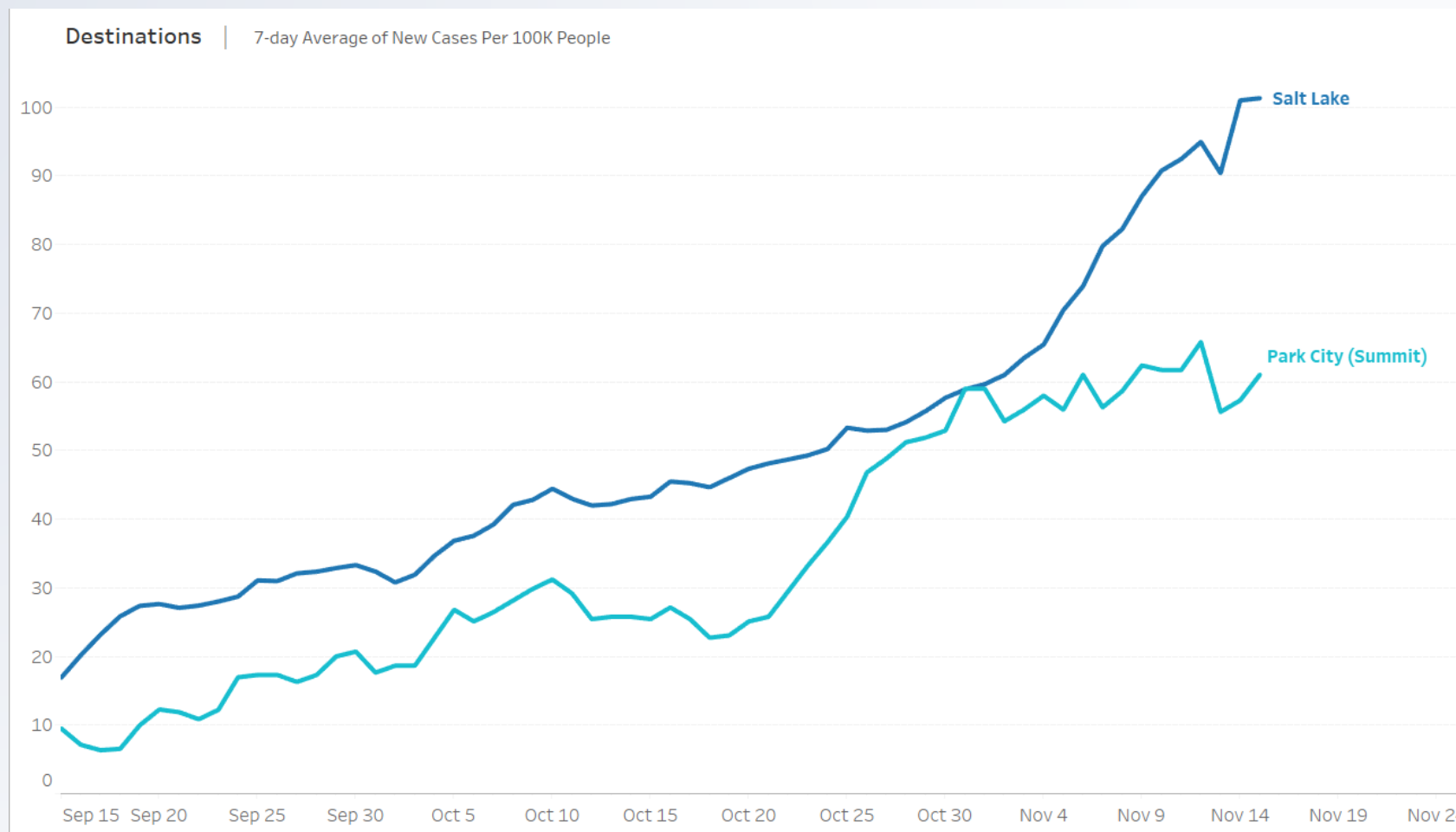
# Oregon

- Bend was able to flatten the curve before the rest of the state.
- Oregon's governor announced a 2-week freeze on most activities and nonessential business. This followed an announcement a week earlier of a 2-week pause on social activities.





- Utah reported over 21,000 new cases in the past week compared to just over 16,000 in the previous 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.