



INSIGHTS COLLECTIVE

Pandemic Economics Think Tank

COVID-19 Virus Tracking Reports

Data as of 11/8

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



COVID-19 Virus Tracking

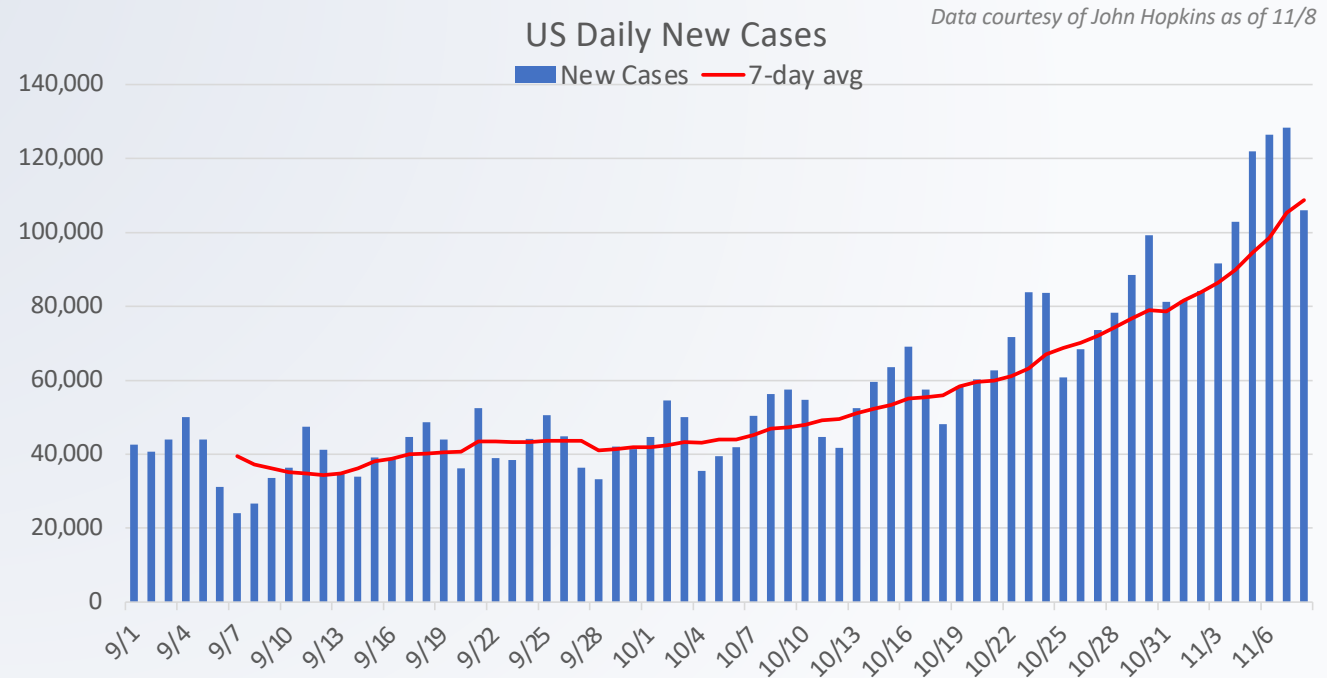
Graphs contained in this report provide a summary of nationwide COVID cases and testing as well as regional breakouts of feeder markets, Western mountain destinations and Southeast destinations.

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



U.S. New Cases

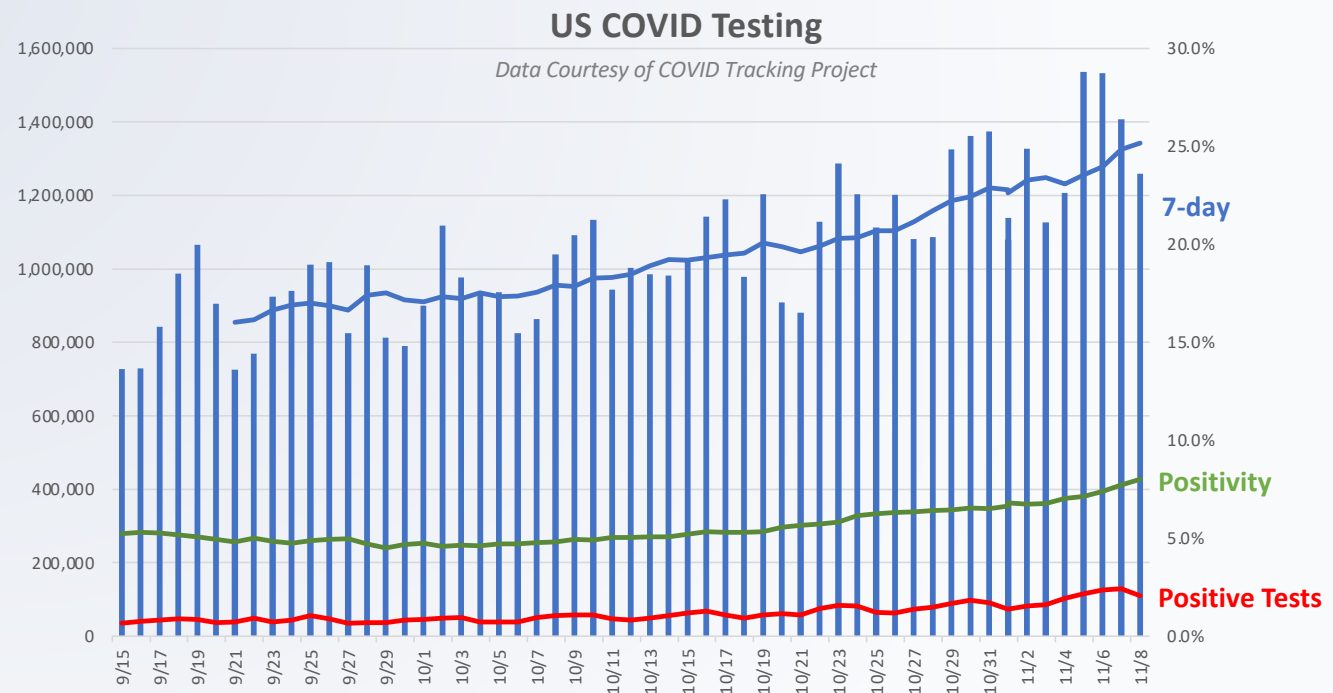
- Single-day record highs continue.
- New cases are up, on average, 55% over 2 weeks ago.
- All 50 states had more new cases than in the week before.





U.S. Testing

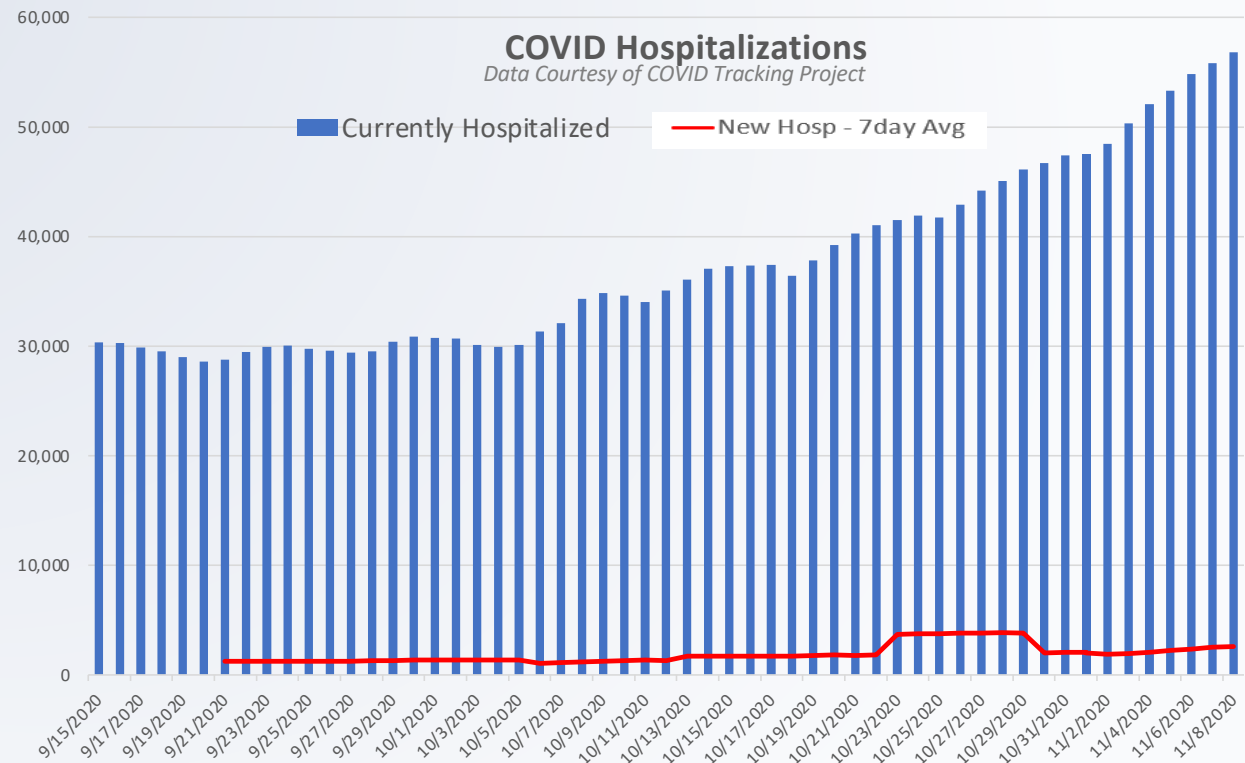
- 7-day average of new daily tests has increased 31% since the end of September.
- 7-day average positivity rate has climbed to 8%.





US Hospitalizations

- The # of hospitalizations has increased more than 70% in the last month.
- Texas, Illinois and California have the most hospitalized patients.



Feeder Markets

Western Region & Northeast, South, Midwest Regions



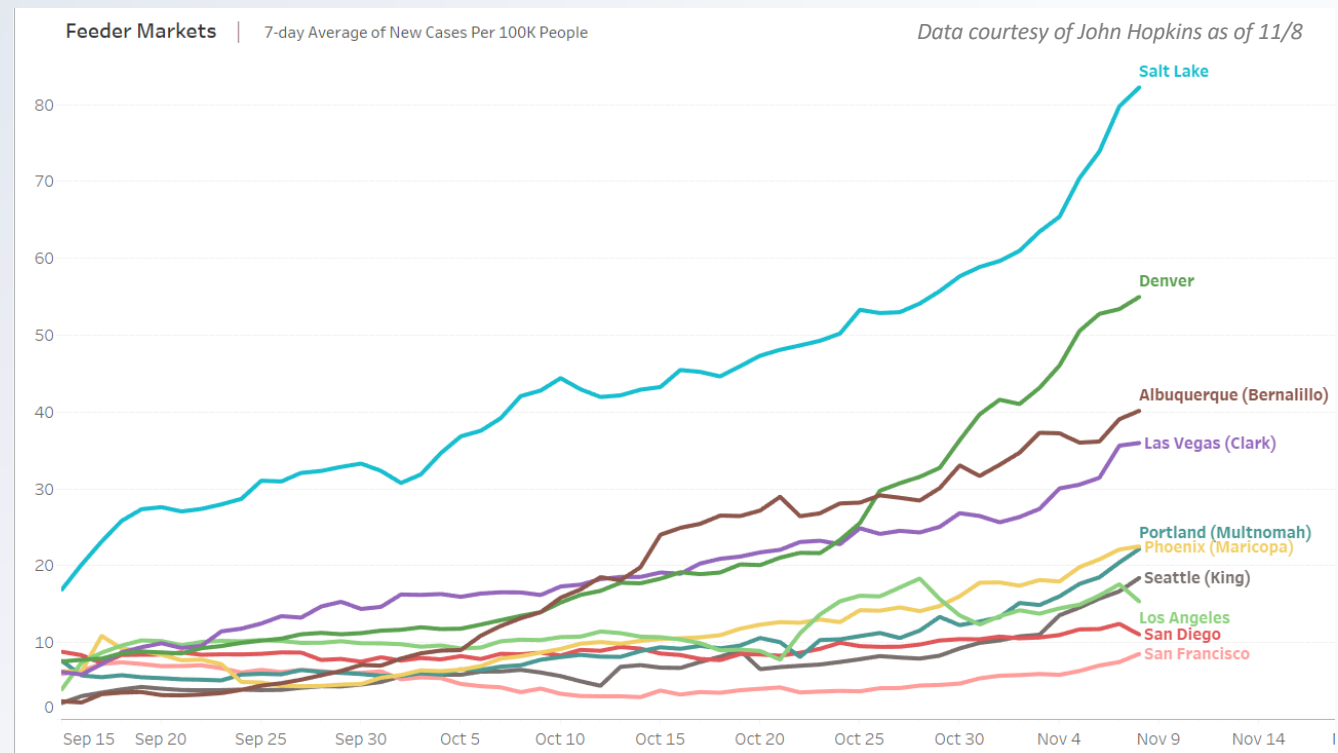
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Feeder Markets: Western Region – New Cases

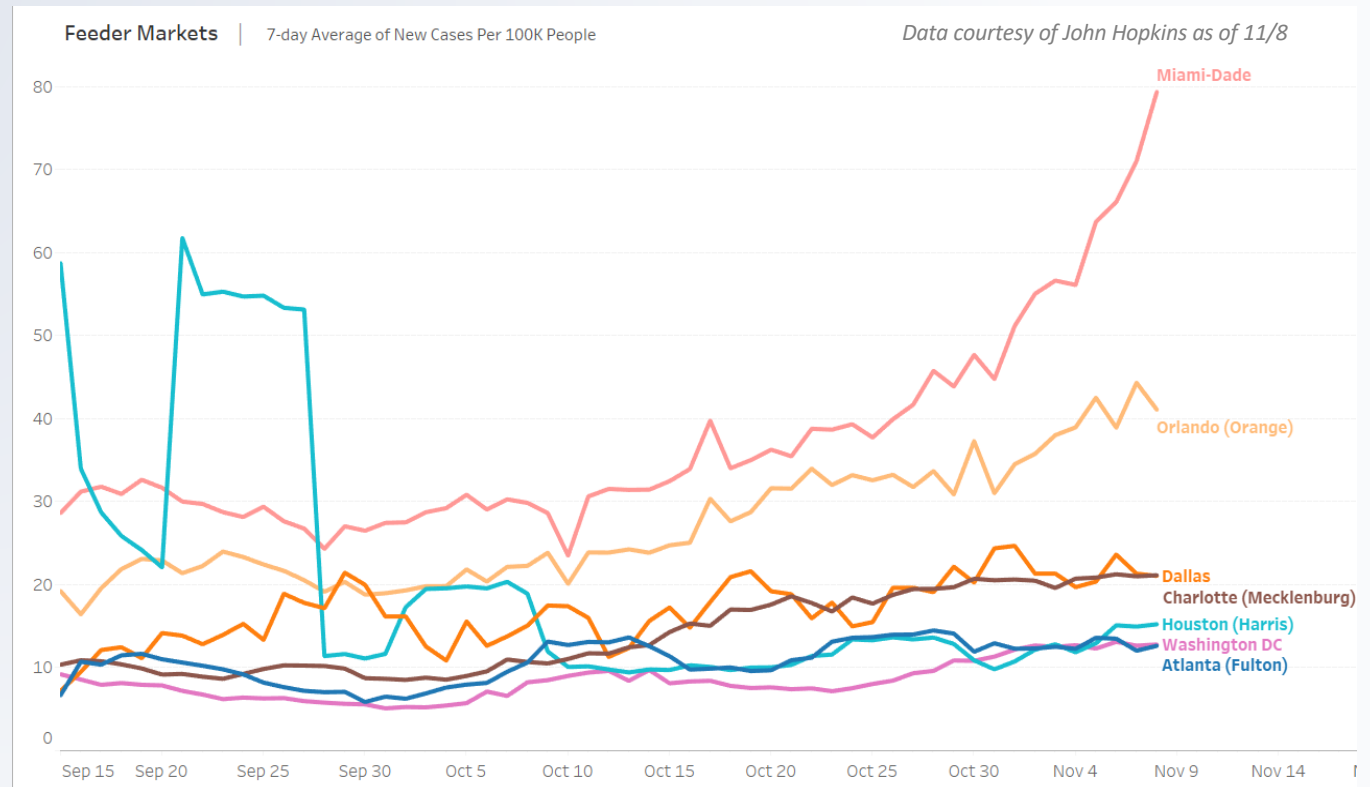
- Salt Lake County reported more than 1000 cases per day from Thurs-Sun.
- Denver Mayor issues a “Home by 10” order due to the spike in cases.
- California cases are rising but slower than most of the country.
- Despite a rise in cases in Seattle and the rest of Washington, it remains in the bottom 10 states for cases per capita with 15.4 cases per 100,000 residents.





Feeder Markets: Southeast – New Cases

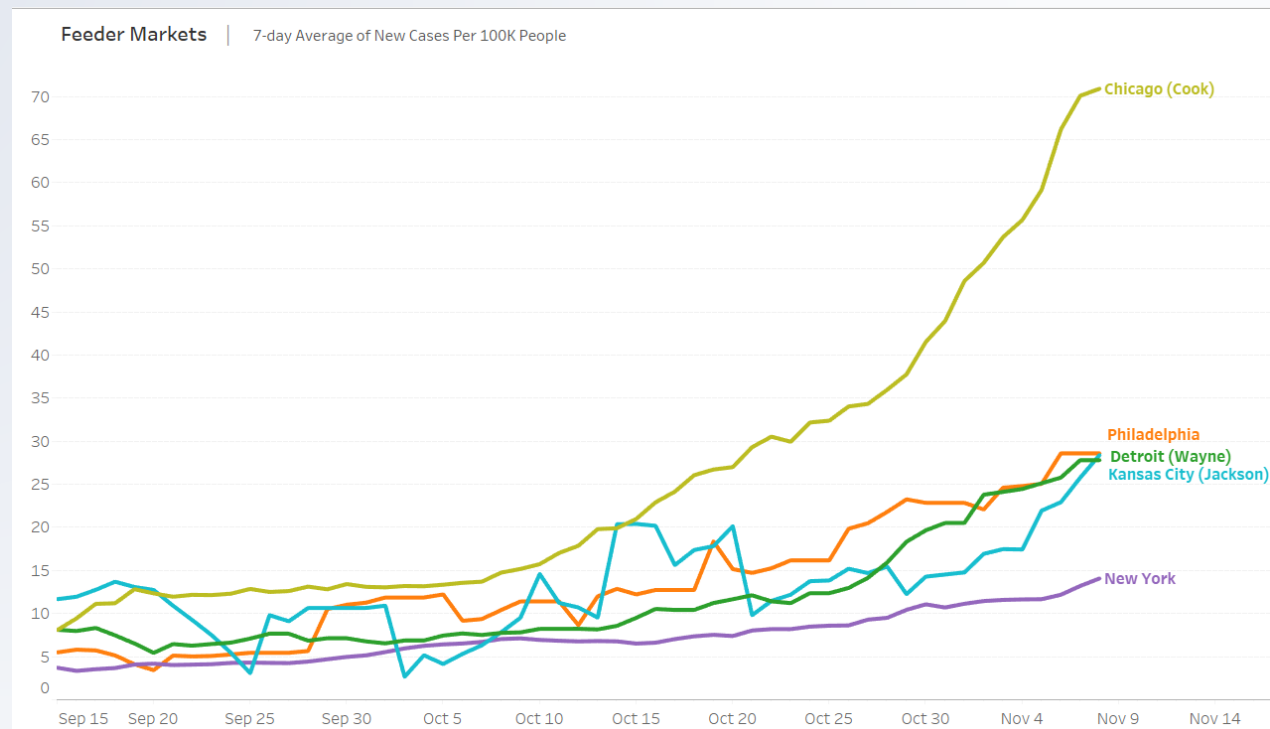
- Miami-Dade has 21.1% of Florida's new cases and their positivity rate has increased from 2.4% on Oct. 23 to nearly 7% at the end of last week.
- Charlotte, DC, Atlanta, and Houston's 7-day average new case count has remained relatively flat.





Feeder Markets: Northeast, Midwest Regions – New Cases

- Cook County (Chicago) has had their positivity rate increase by 2.7 points in the last week. Illinois has also begun including probable cases in their daily case count.
- Kansas City saw almost double the number of cases last week as the previous week.
- NYC positivity rate is at 1.8%.



Destinations

Western Mountain & Southeast



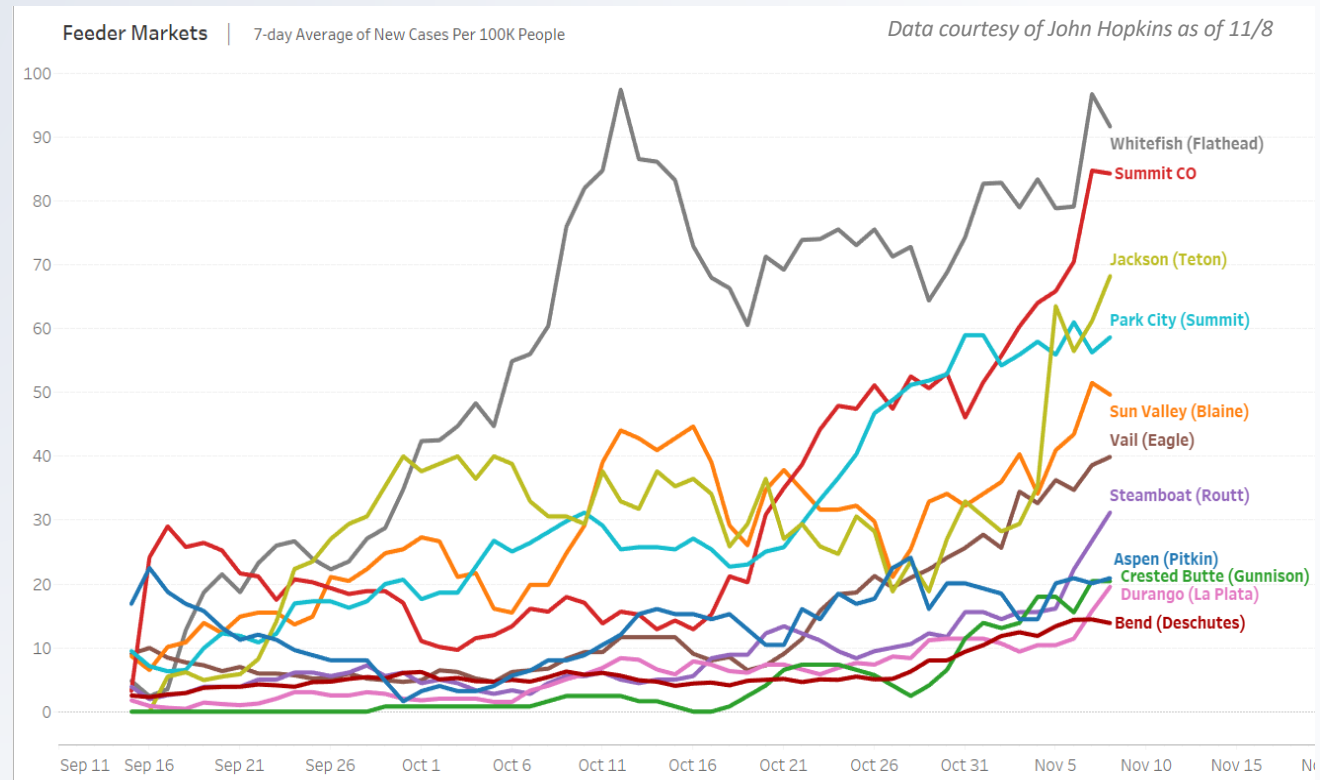
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Western Mountain Destinations – New Cases

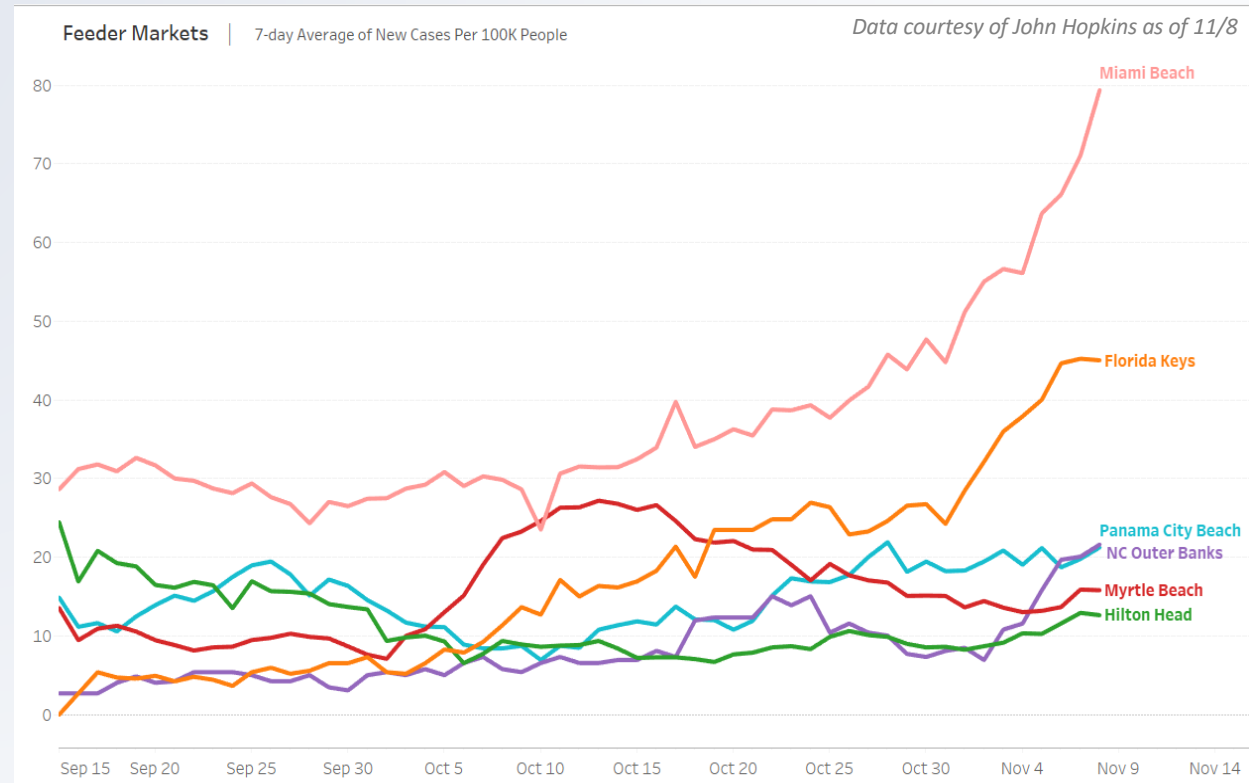
- Teton County (Jackson) has changed their risk level to red following the recent case increase.
- Blaine County (Sun Valley) remains in the critical risk category as cases continue to rise.
- Summit County, CO has moved back to a Level Orange (high-risk, safer at home) and their case load is approaching the red level.





Southeast Destinations – New Cases

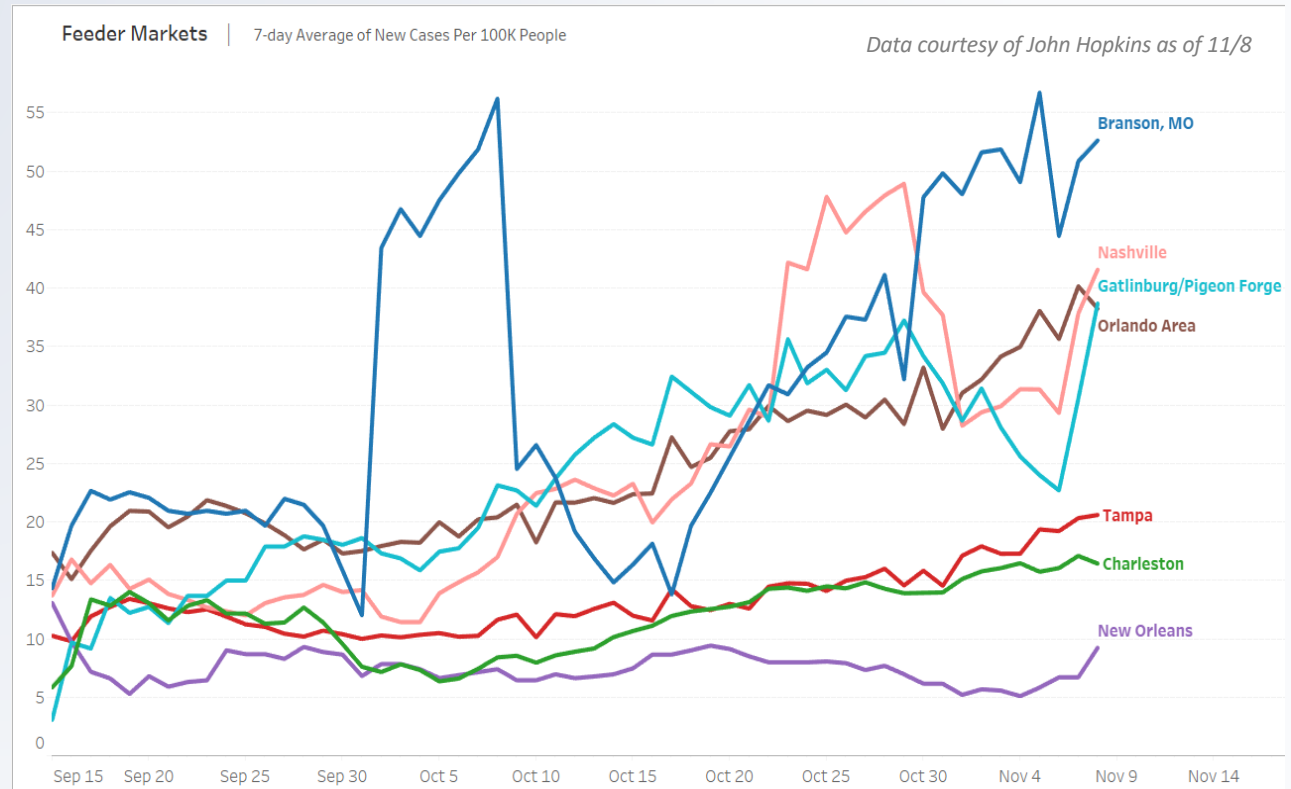
- NC Outer Banks is seeing a fall surge surpassing their summer surge in late July.
- Key West is considering a nightly curfew as cases rise in Monroe County.





Southeast Destinations – New Cases

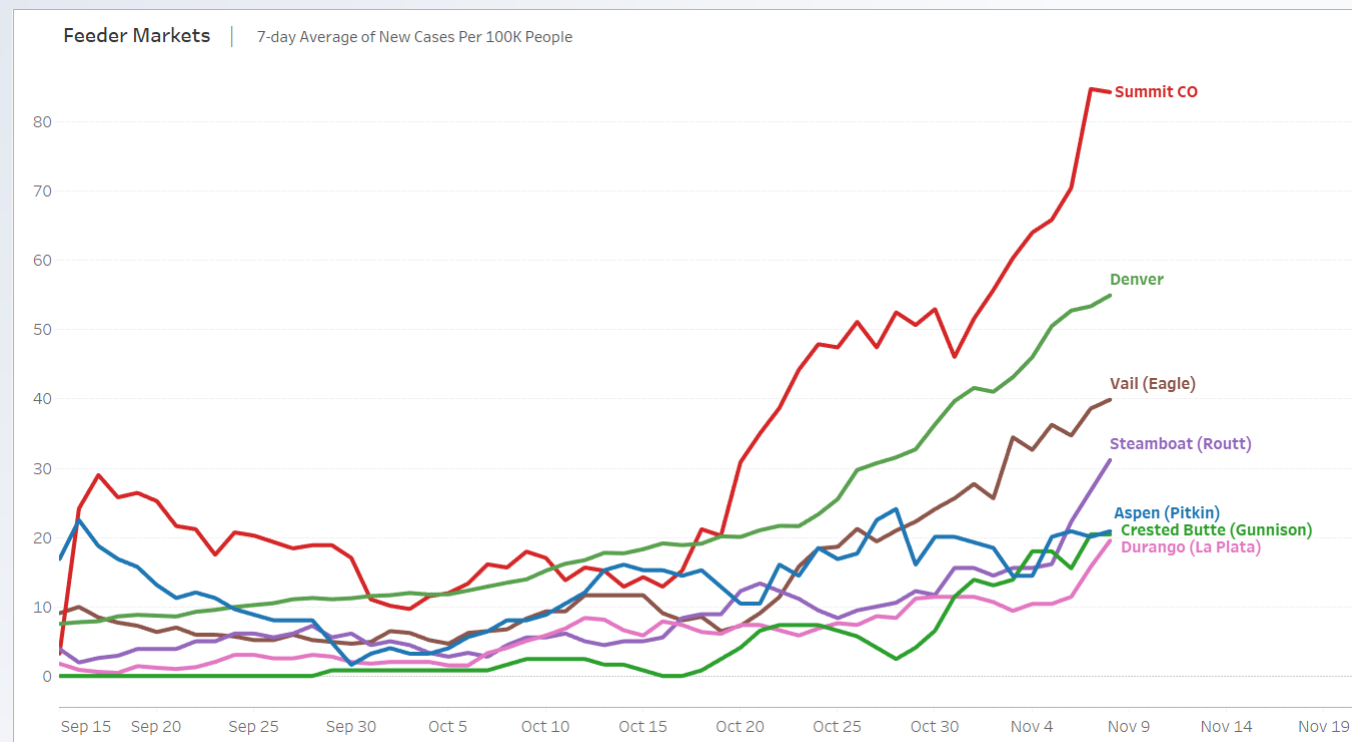
- Sevier County (Gatlinburg) has extended their mask mandate through Nov. 30.
- Nashville has identified 5 new COVID clusters in the last 2 weeks.
- New Orleans will be lifting some restrictions and moving to Phase 3.3 of reopening this week.





Colorado

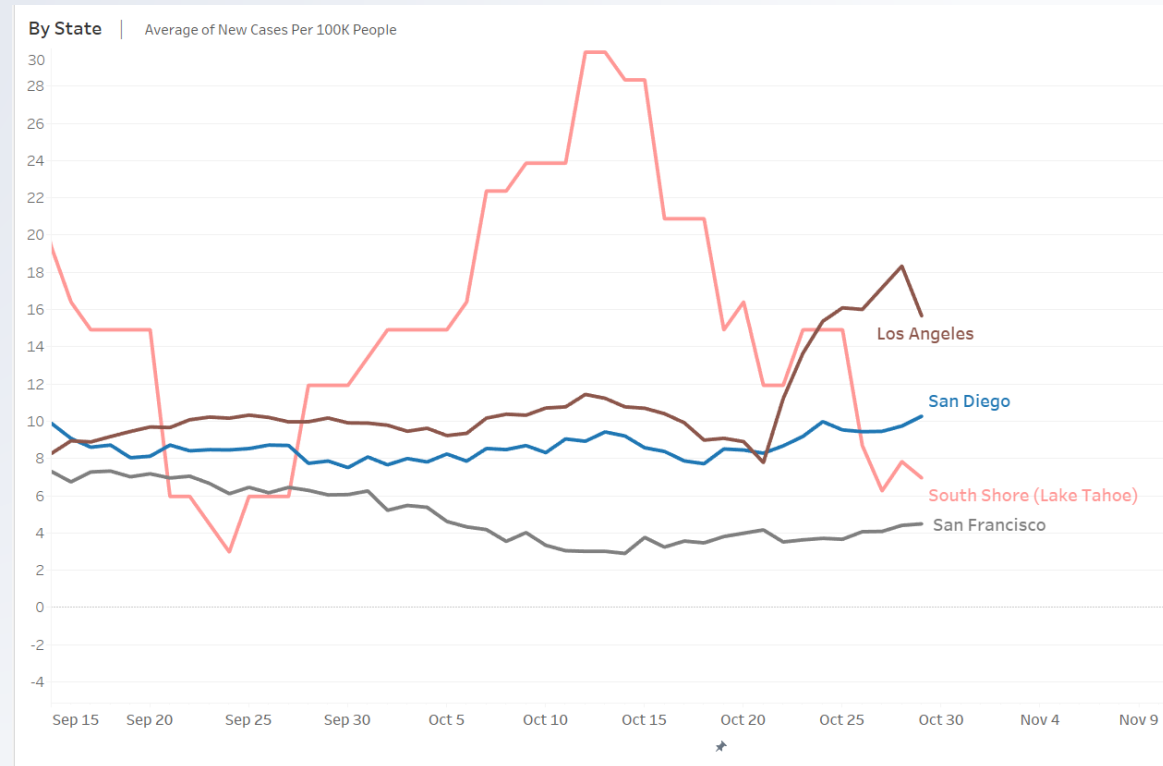
- Statewide mask mandate has been extended for 30 days.
- Some cities/counties are implementing curfews.





California

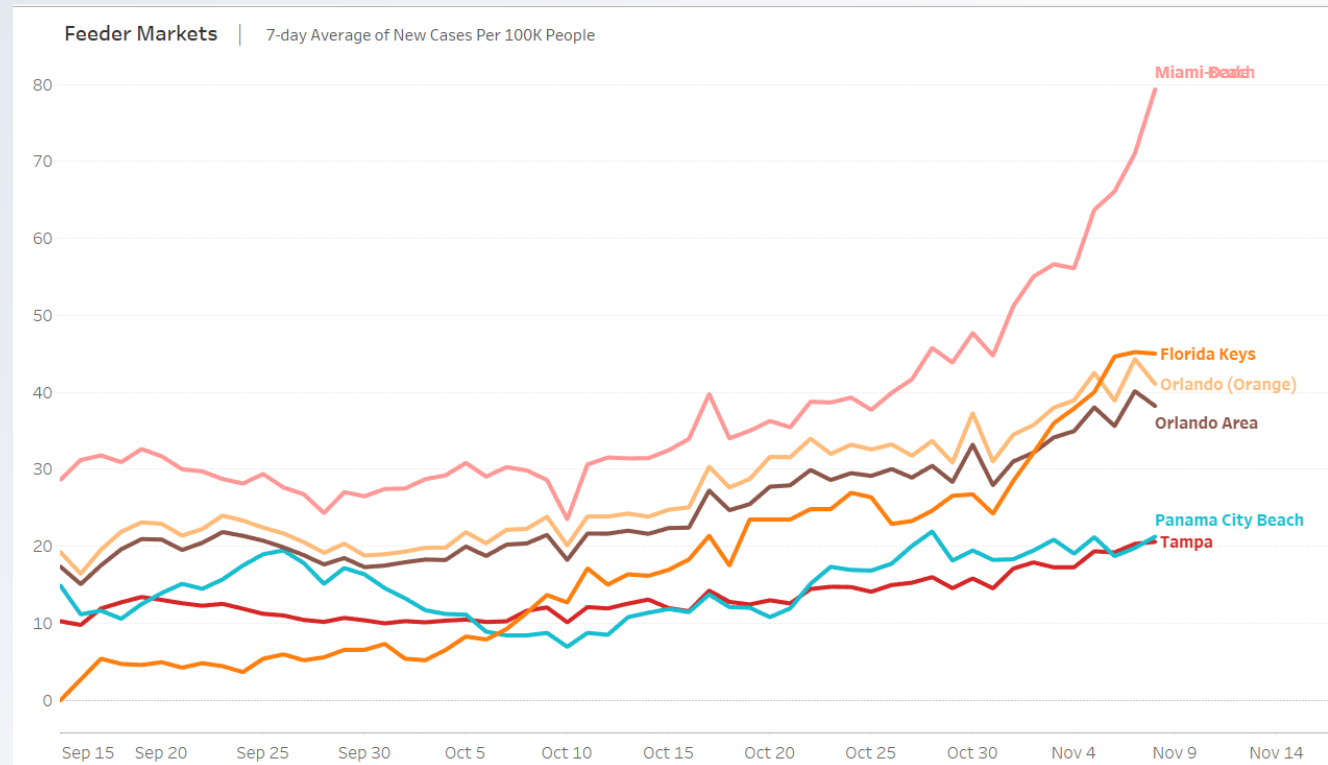
- California prepares to move back into more restrictive phases as the positivity rate has risen from 2.5% on October 15 to 3.7% on Nov. 9.





Florida

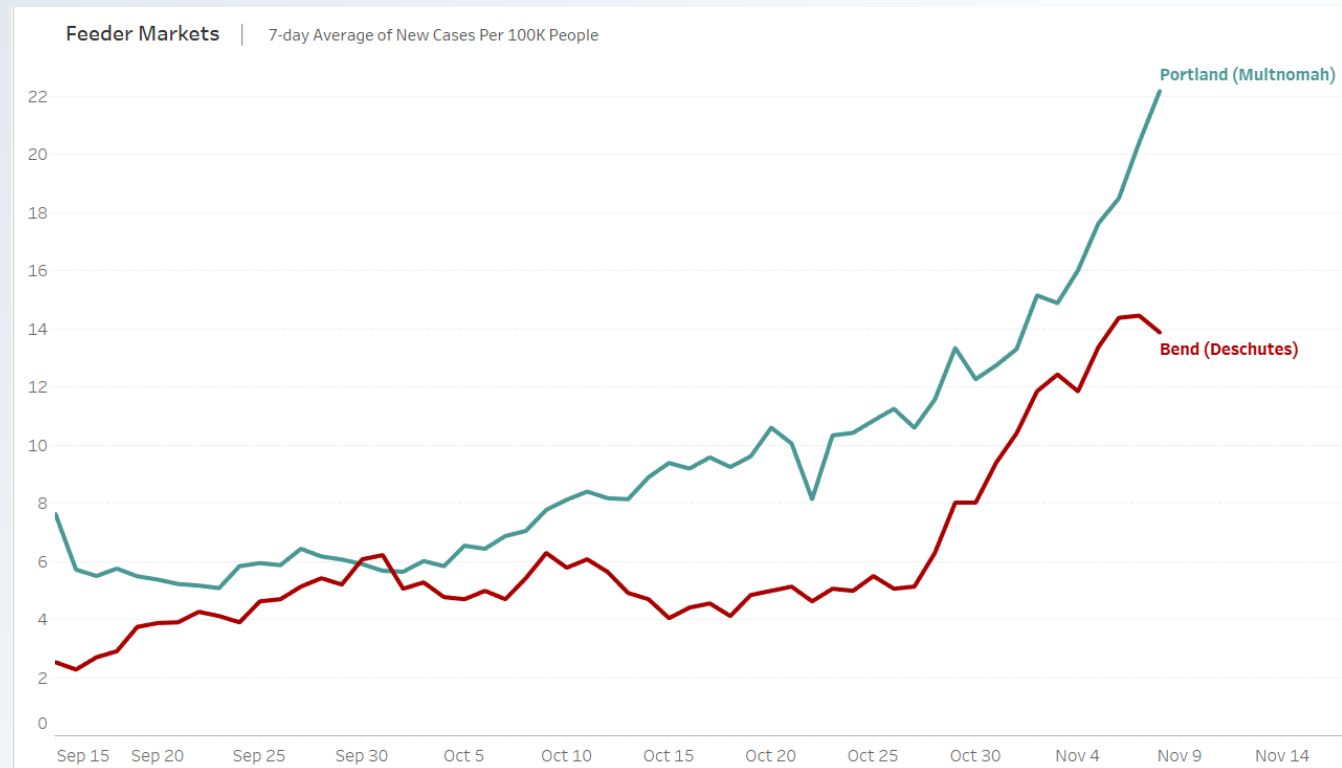
- Florida recorded its highest 1 day increase in cases since Sept. 1 on Sunday (>6,600 cases)





Oregon

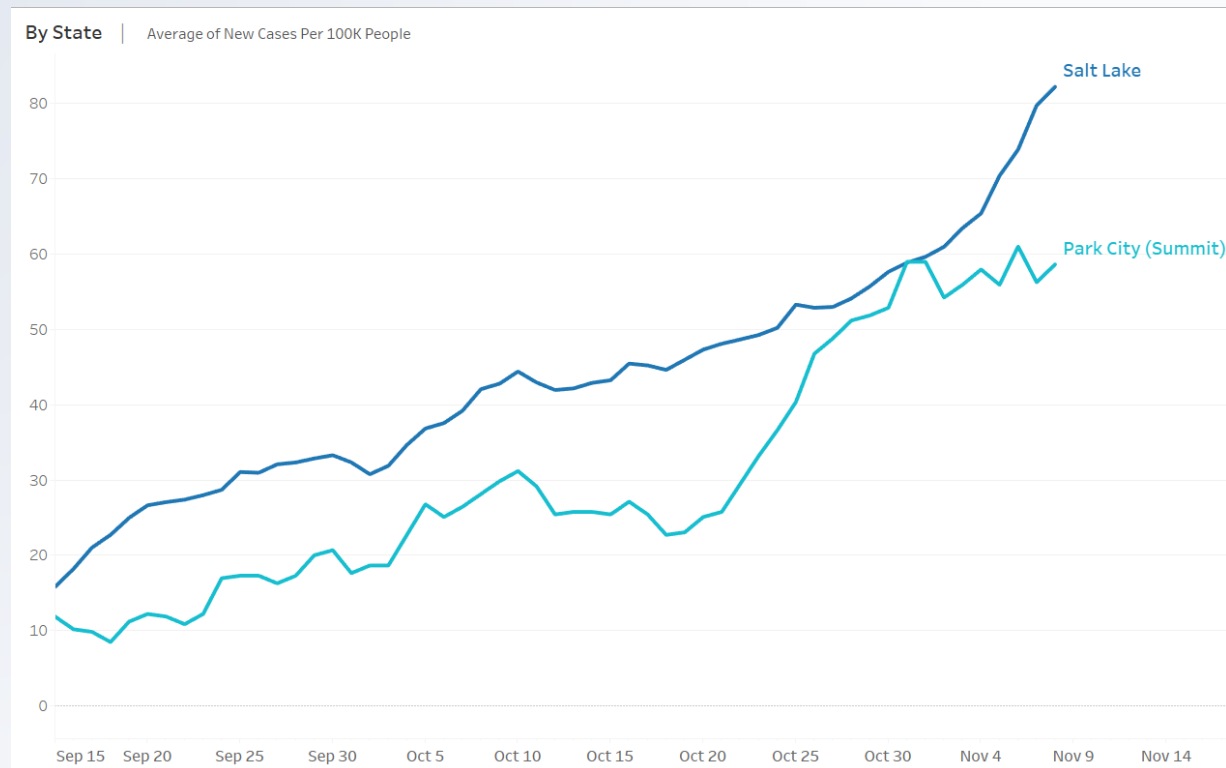
- Oregon has record high levels of new cases.
- Multnomah County (Portland) is one of several counties being placed in a 2 week “pause” on reopening.





Utah

- Utah Governor has ordered a statewide mask mandate after a 46% increase in new cases in the last 2 weeks.



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.