



INSIGHTS COLLECTIVE  
Pandemic Economics Think Tank

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# COVID-19 Virus Tracking Reports

Data as of 12/27

*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

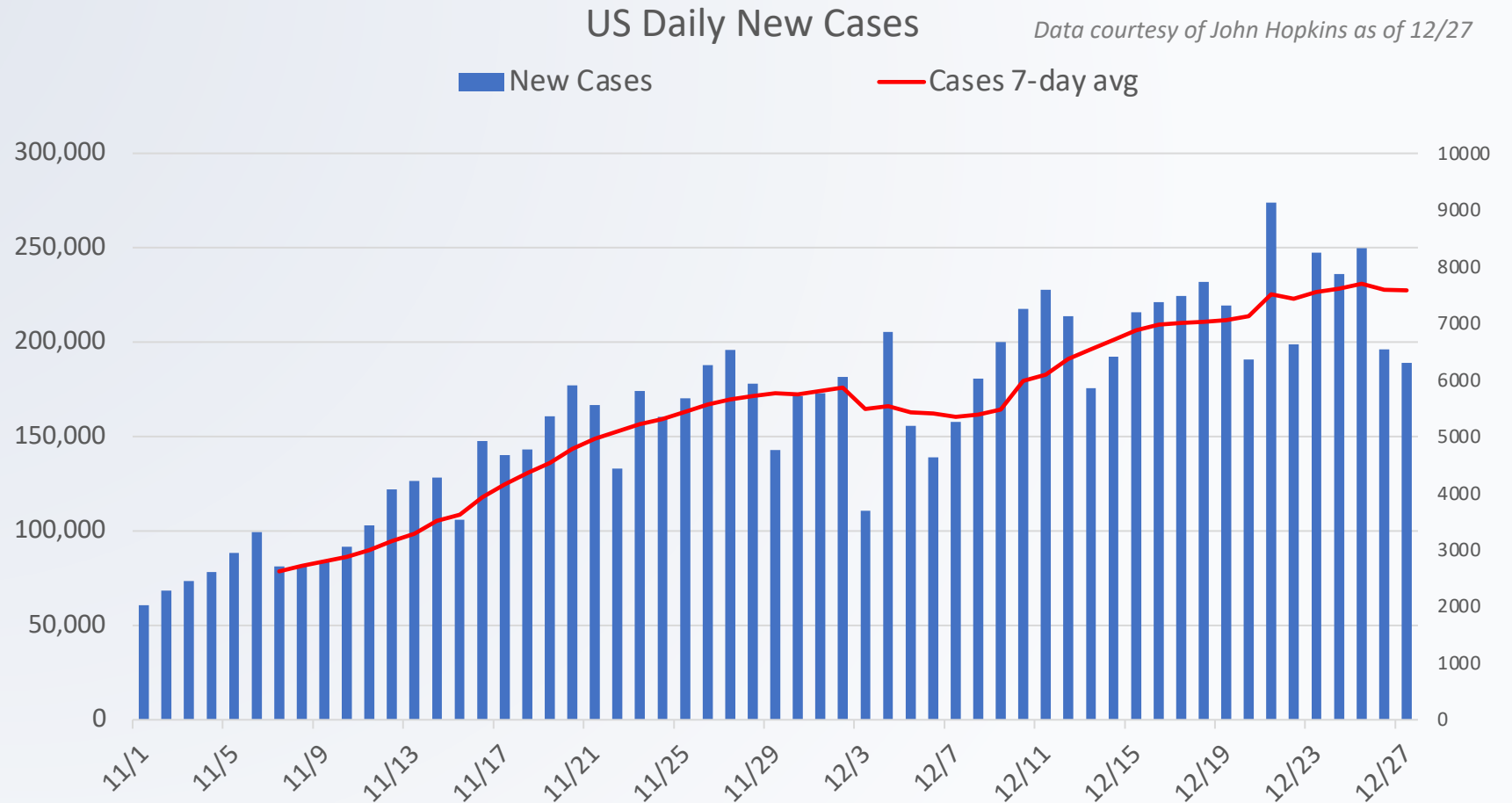
Graphs contained in this report provide a summary of nationwide COVID cases and testing as well as regional breakouts of feeder markets, Western mountain destinations and Southeast destinations.

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



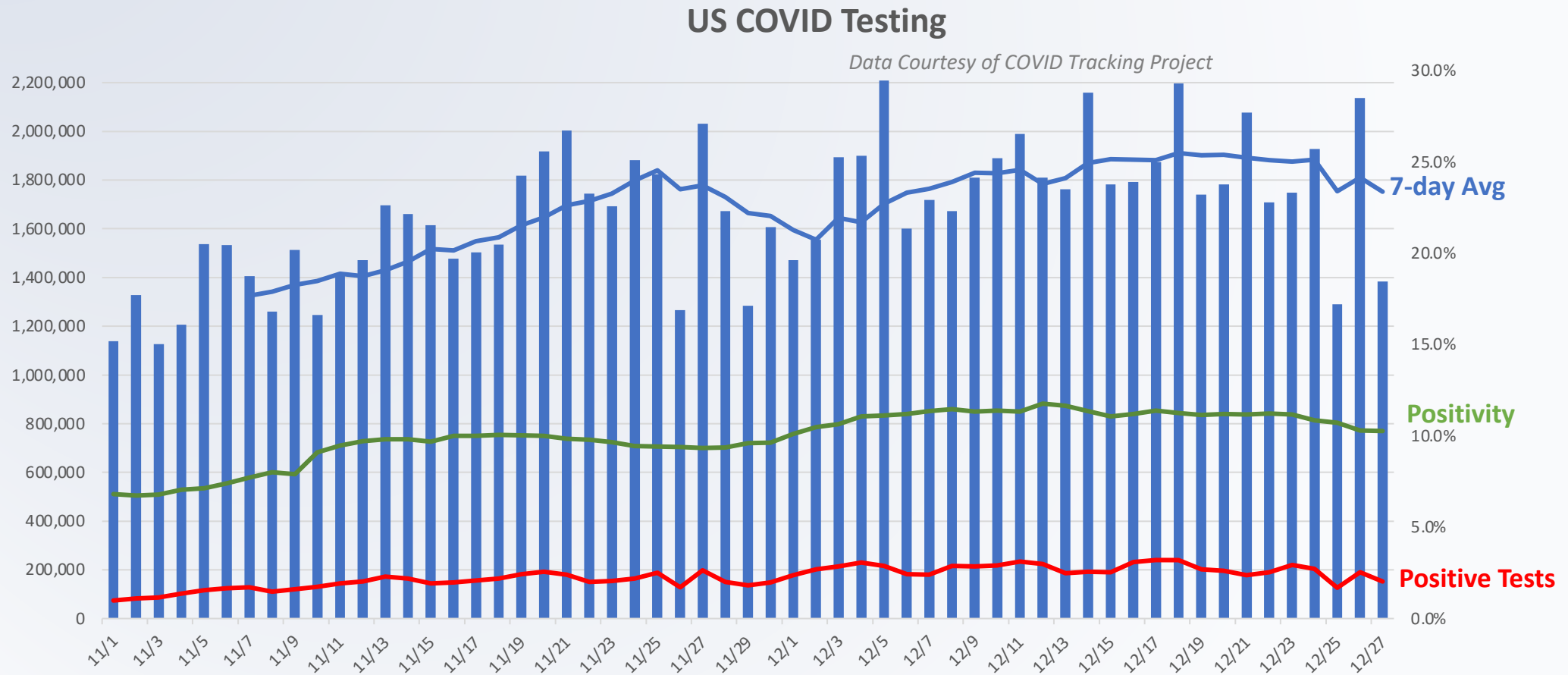
# U.S. New Cases

- 46 states plus DC and Puerto Rico have shown a decrease or flattening of new cases last week.





# U.S. Testing

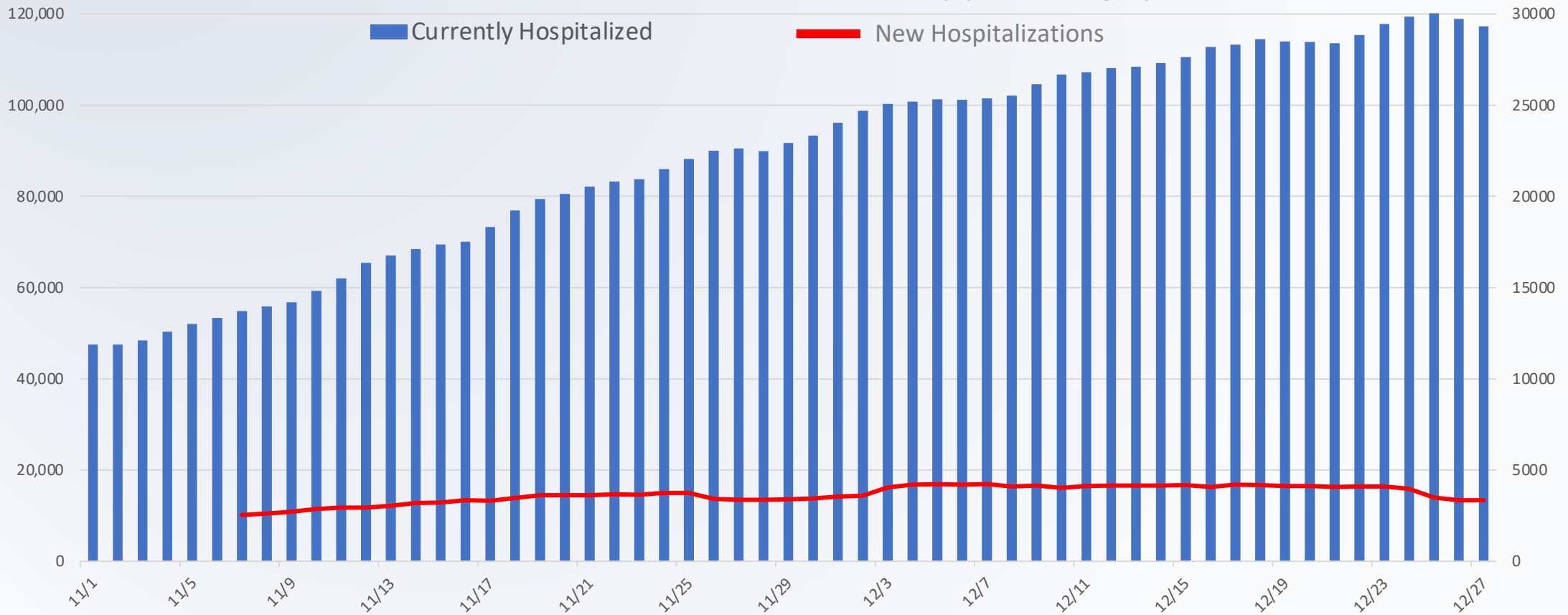




# US Hospitalizations

## COVID Hospitalizations

Data Courtesy of COVID Tracking Project



# Feeder Markets

Western Region & Northeast, South, Midwest Regions

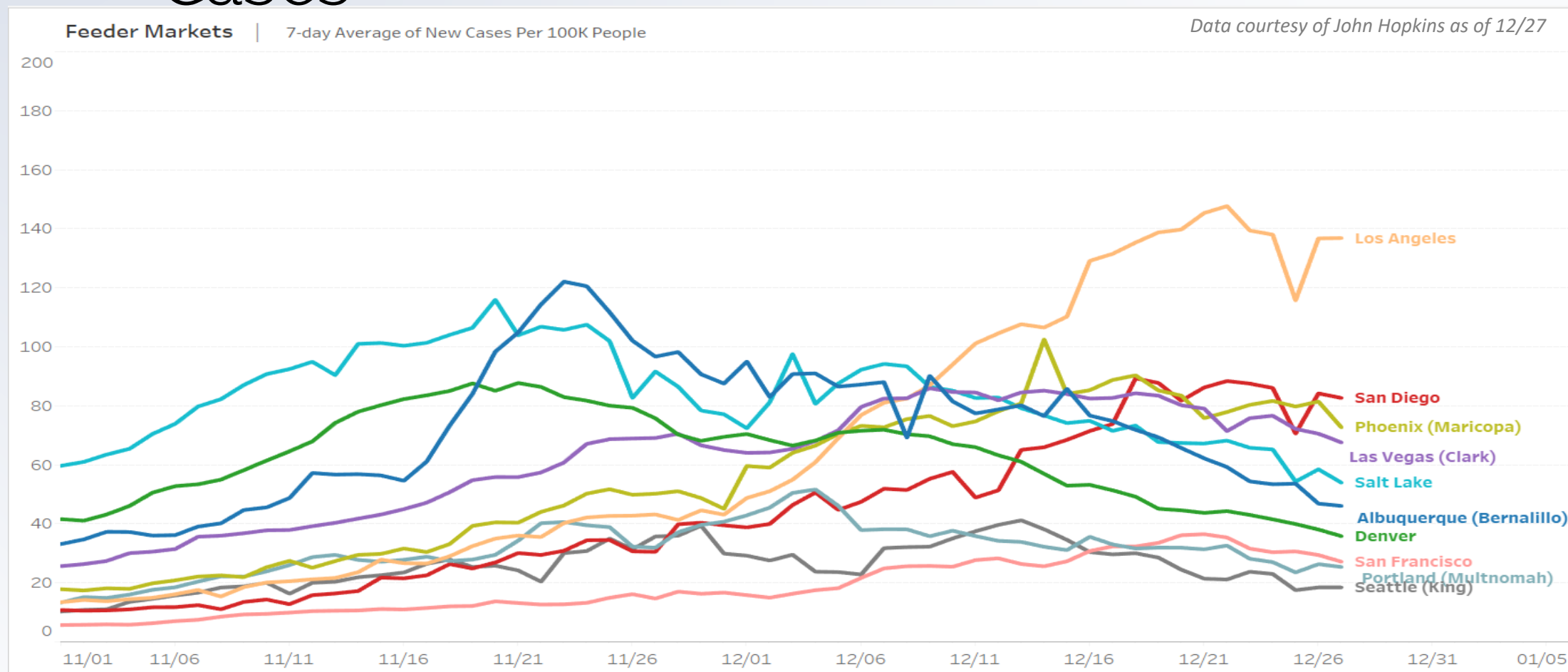


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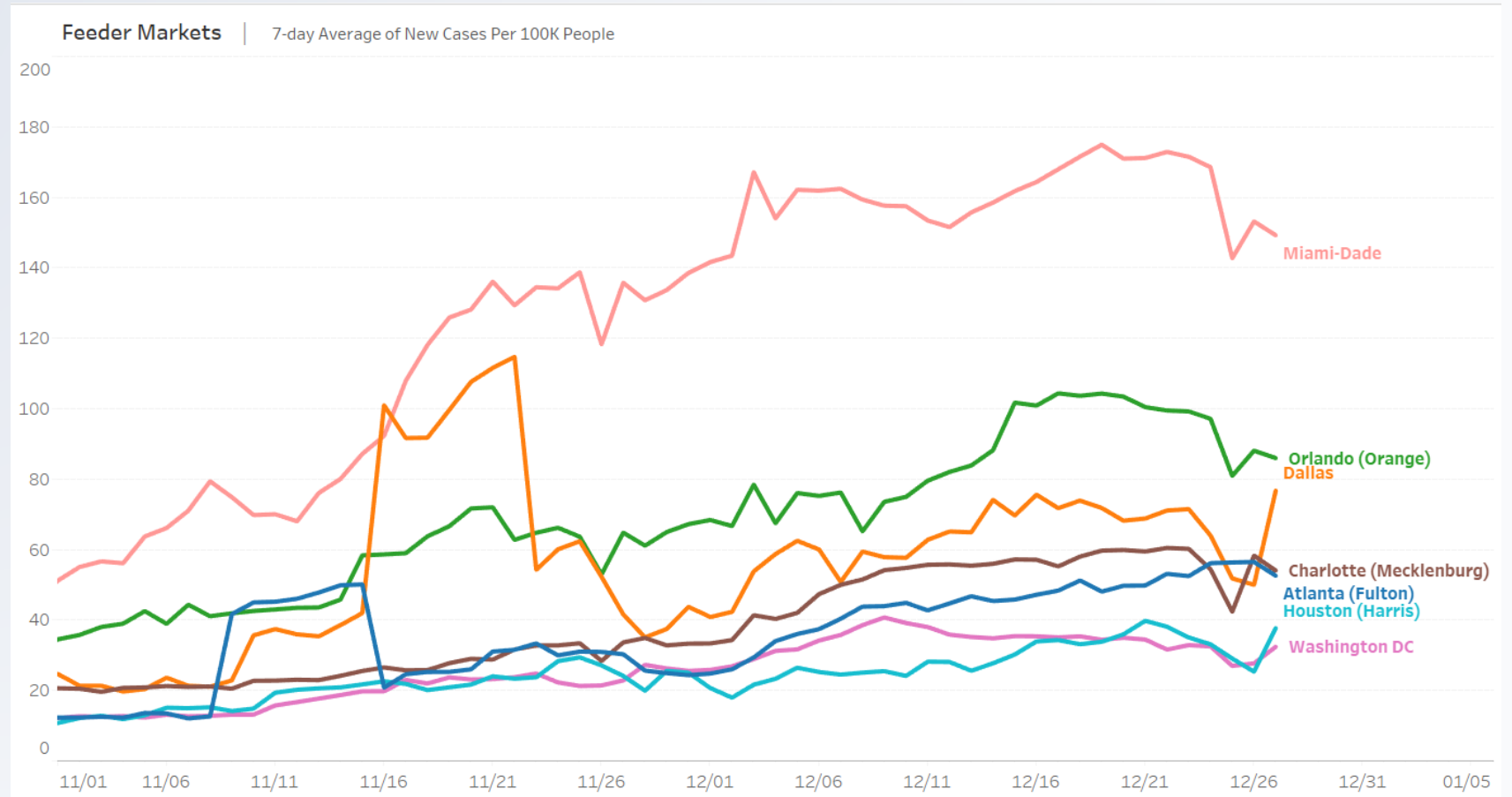
# Feeder Markets: Western Region – New Cases





# Feeder Markets: Southeast – New Cases

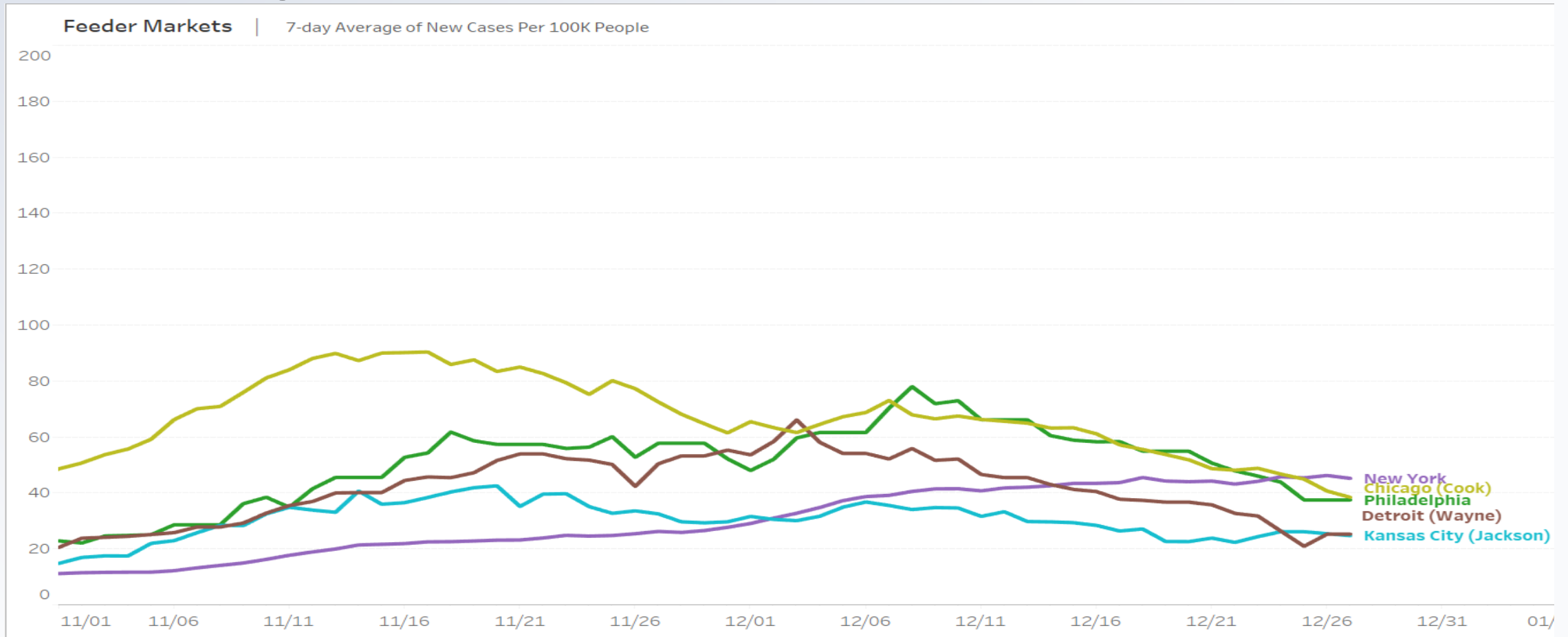
- Florida and Texas have both begun vaccinating residents over 65 years of age.







# Feeder Markets: Northeast, Midwest Regions – New Cases



# Destinations

Western Mountain & Southeast



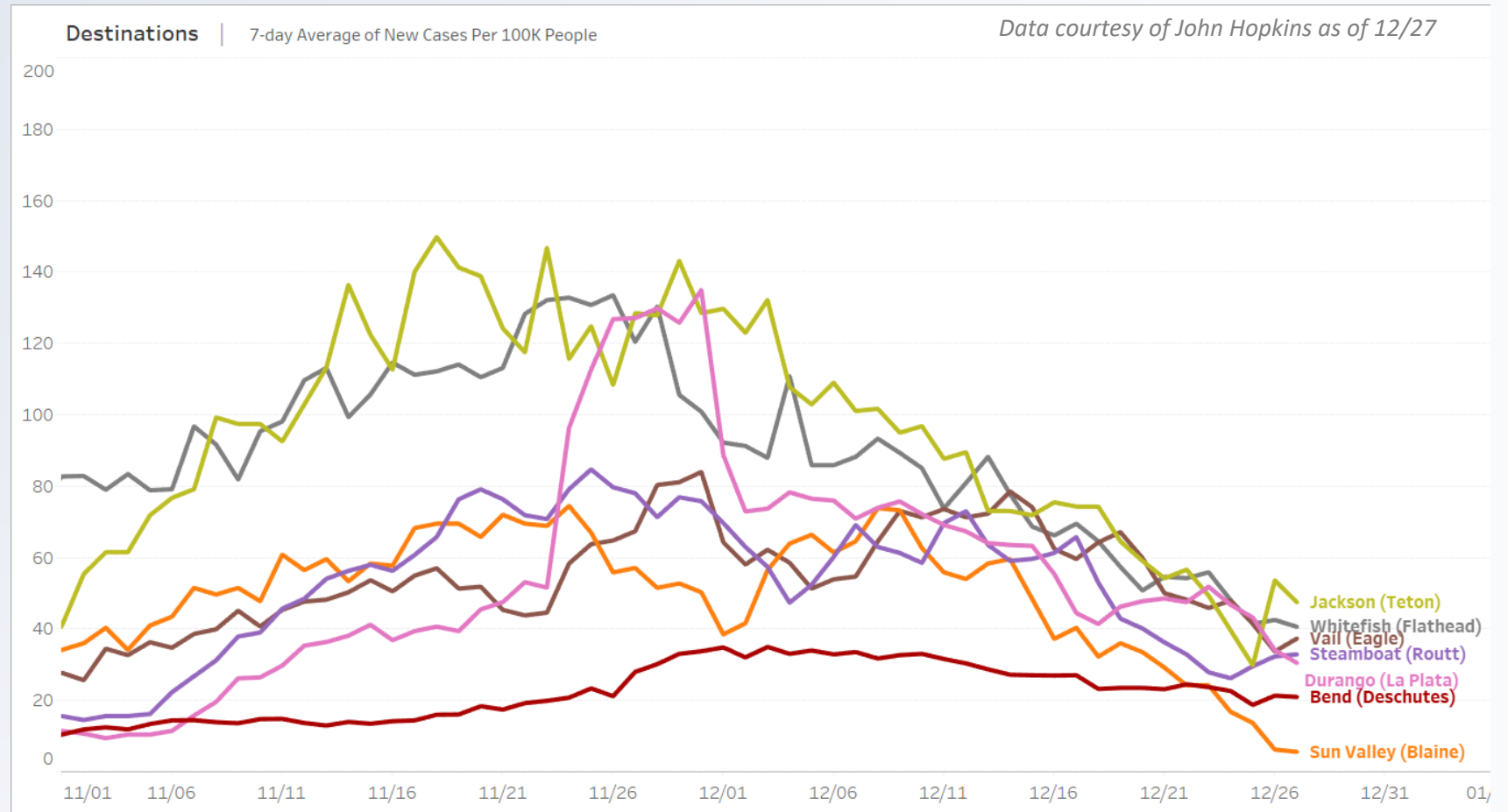
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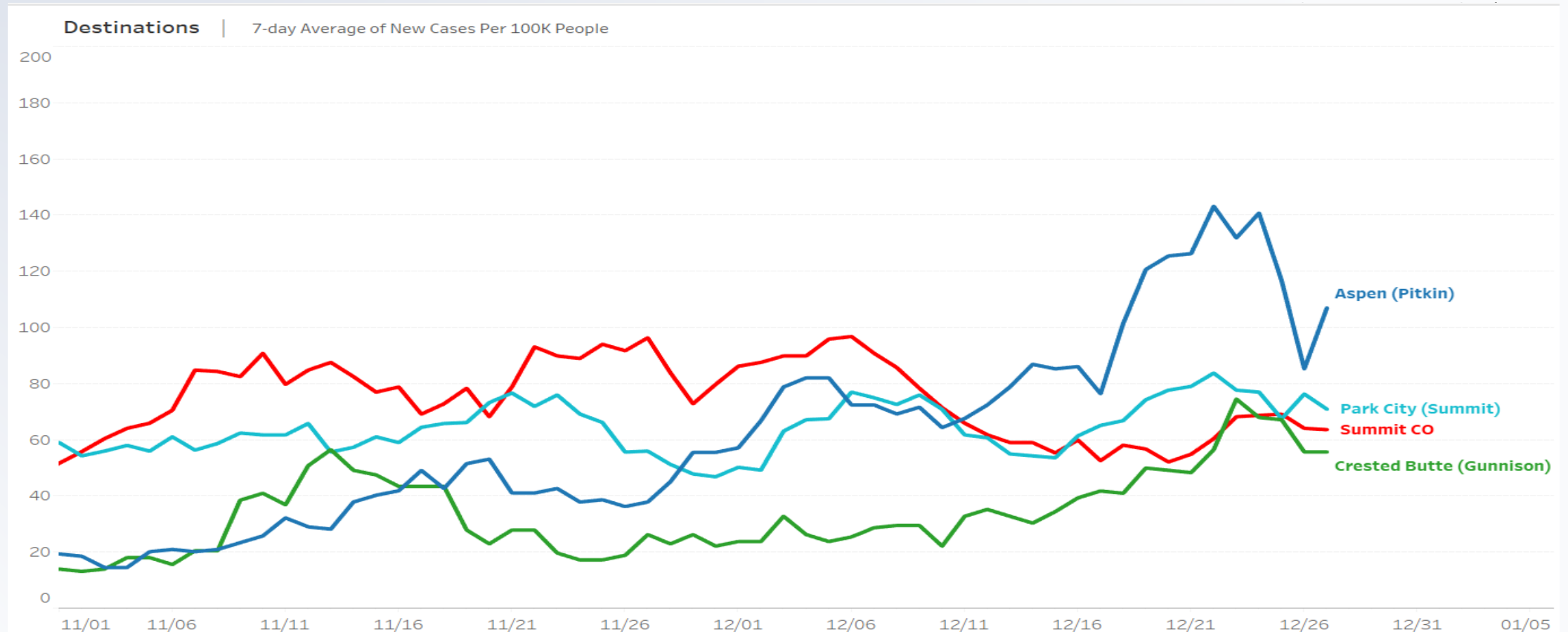
# Western Mountain Destinations – New Cases

- Will the downward or levelling trend seen in many mountain destinations continue following the Christmas/New Year holidays?





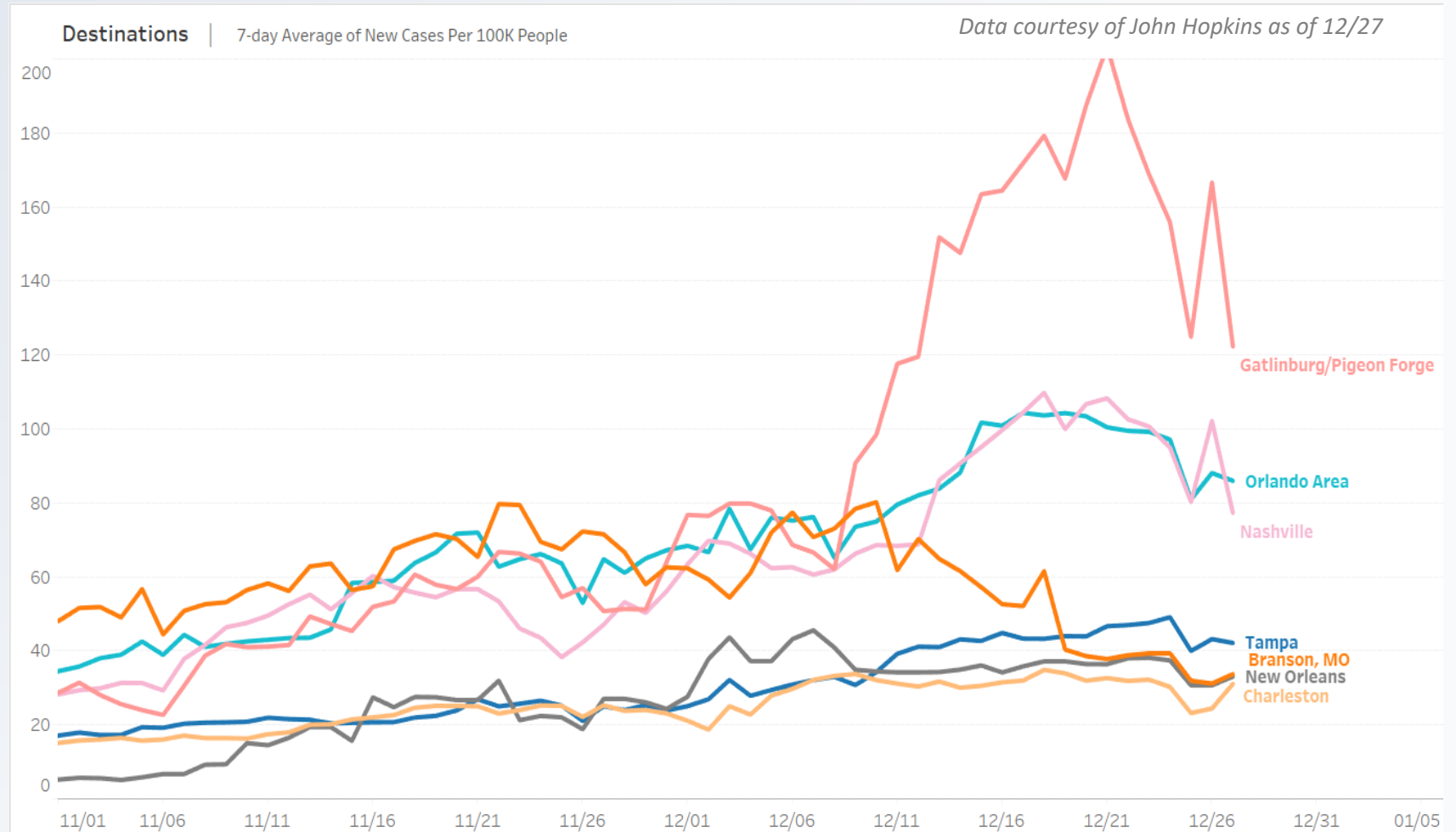
# Western Mountain Destinations – New Cases





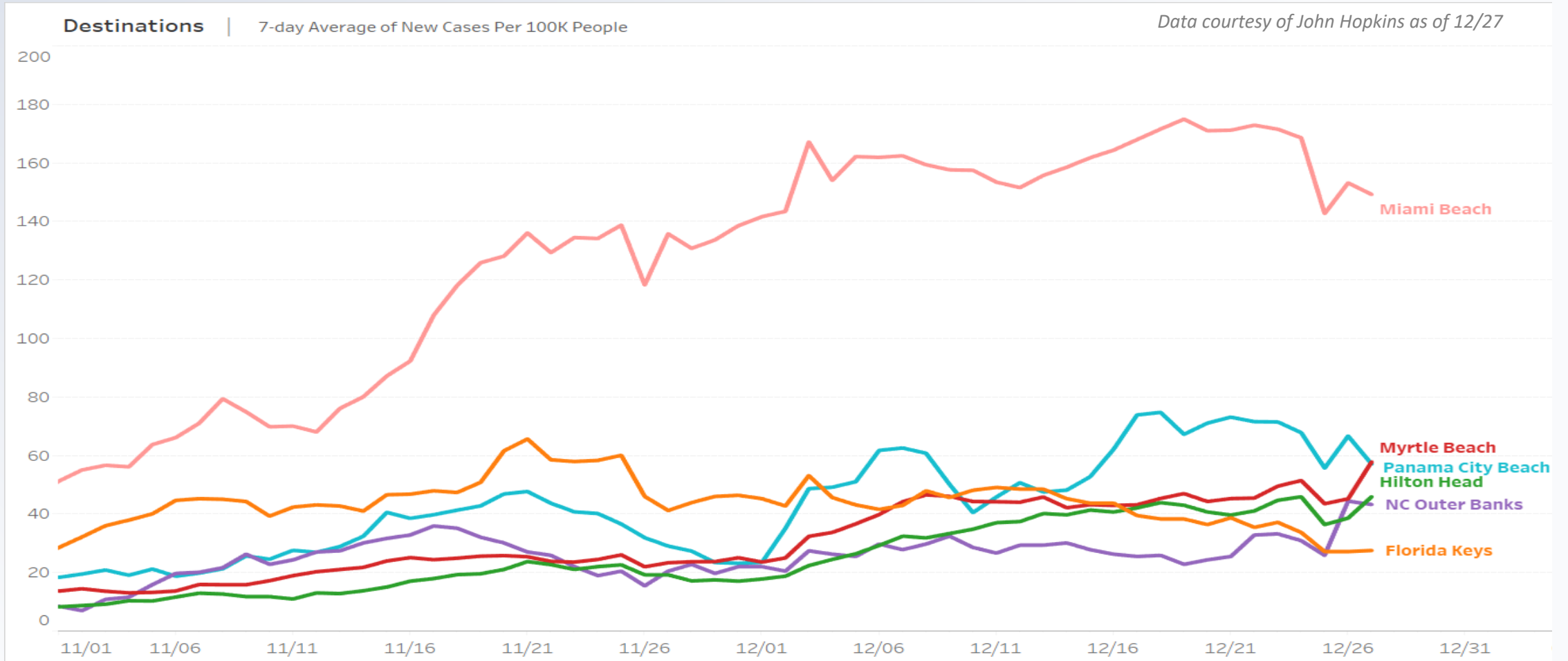
# Southeast Destinations – New Cases

- Tennessee averaged 89.6 new cases per 100,000 people for the week ending Dec. 26, down from 138 the week before.





# Southeast Beach Destinations – New Cases



By State



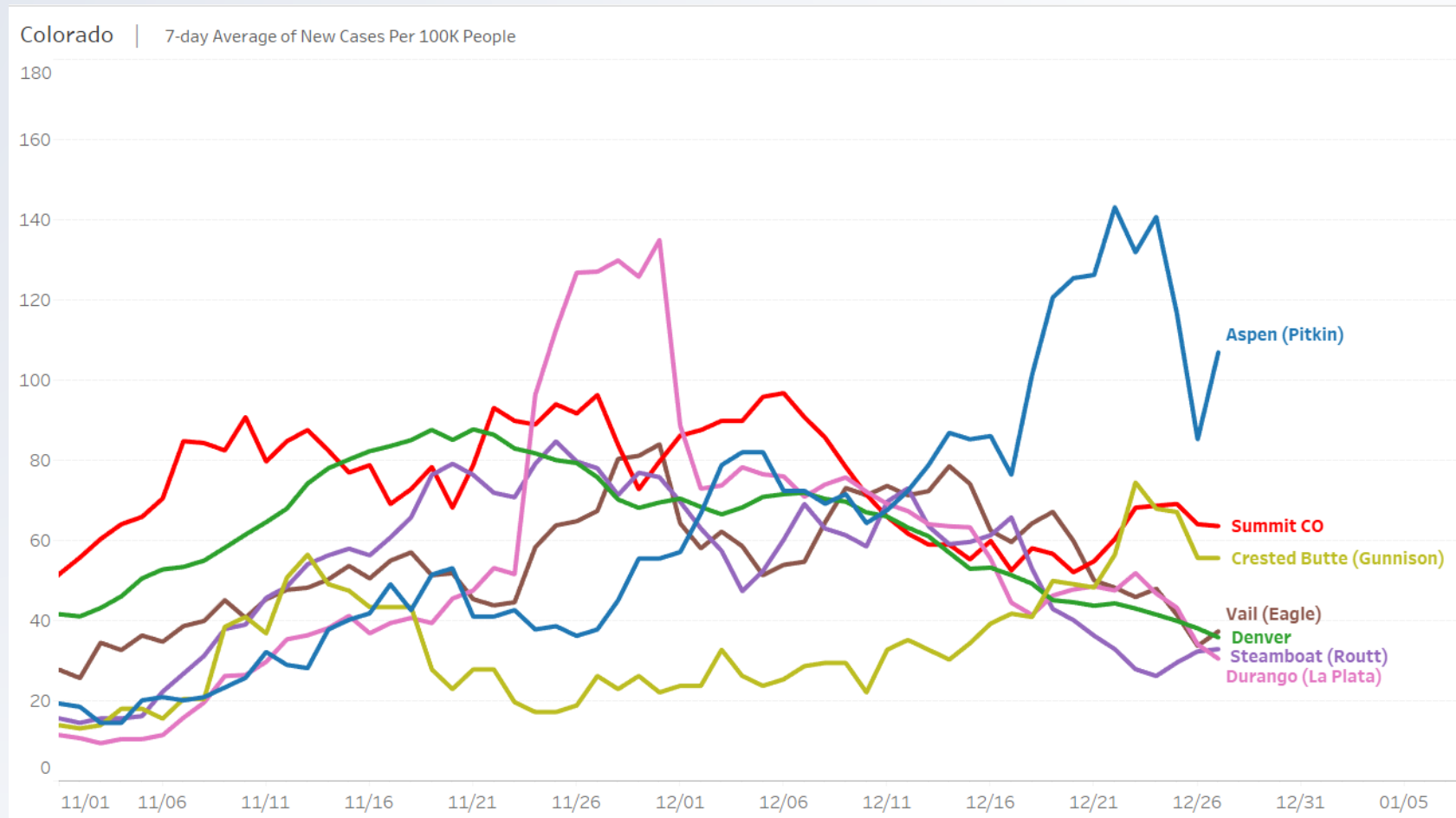
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# Colorado

- Colorado has begun approving counties for a new state certification allowing businesses with extra safety precautions in place to expand operations.

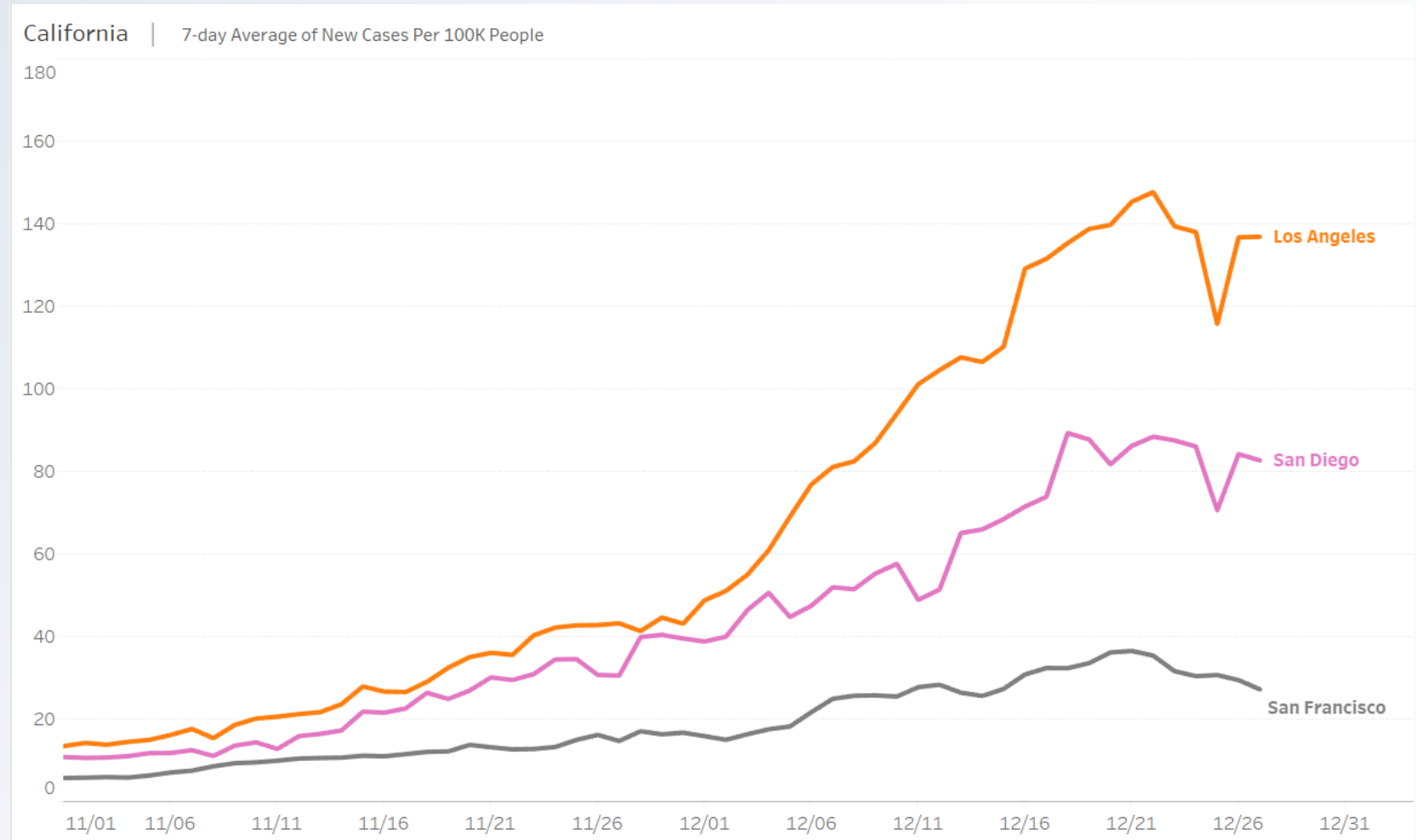






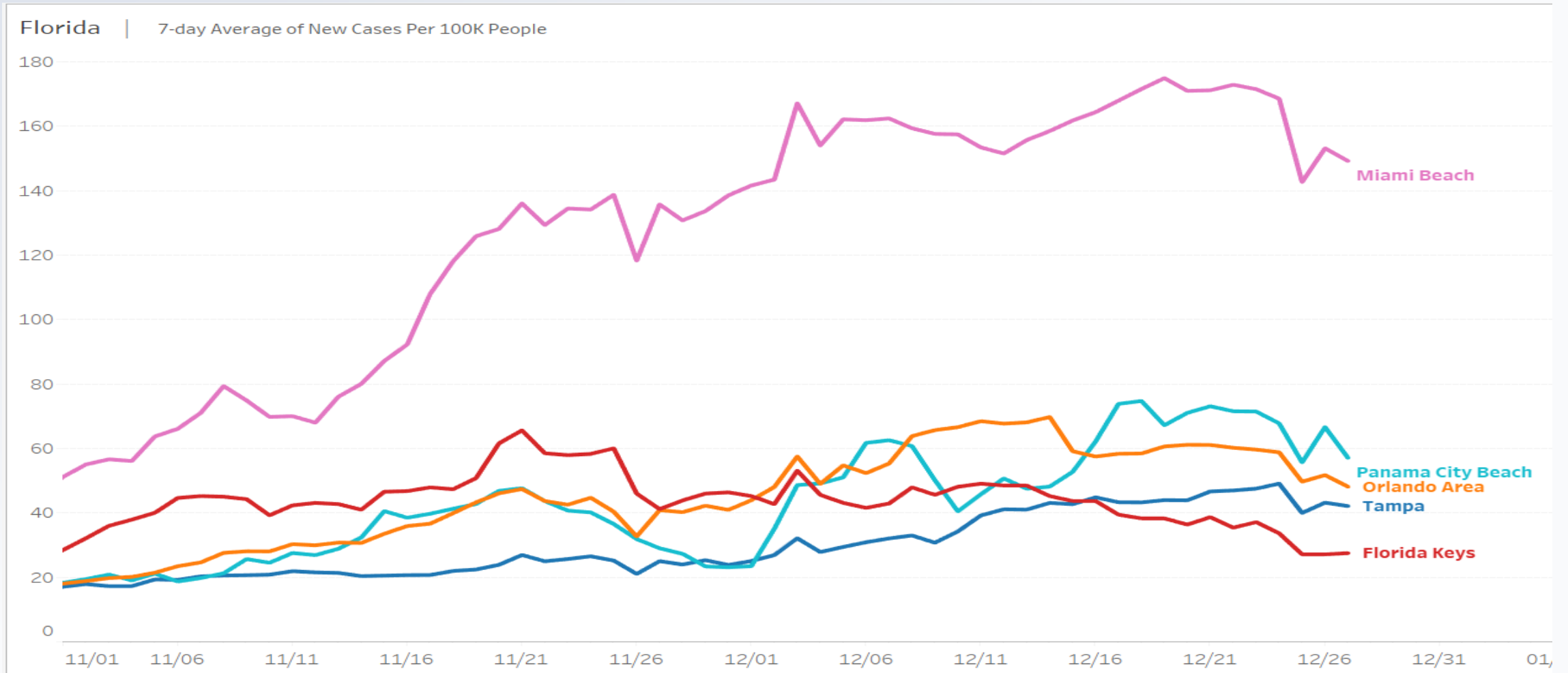
# California

- California was down 10% to 100.5 new cases per day last week, (likely due to reporting delays)
- This is still 375% higher than on Nov 17th.





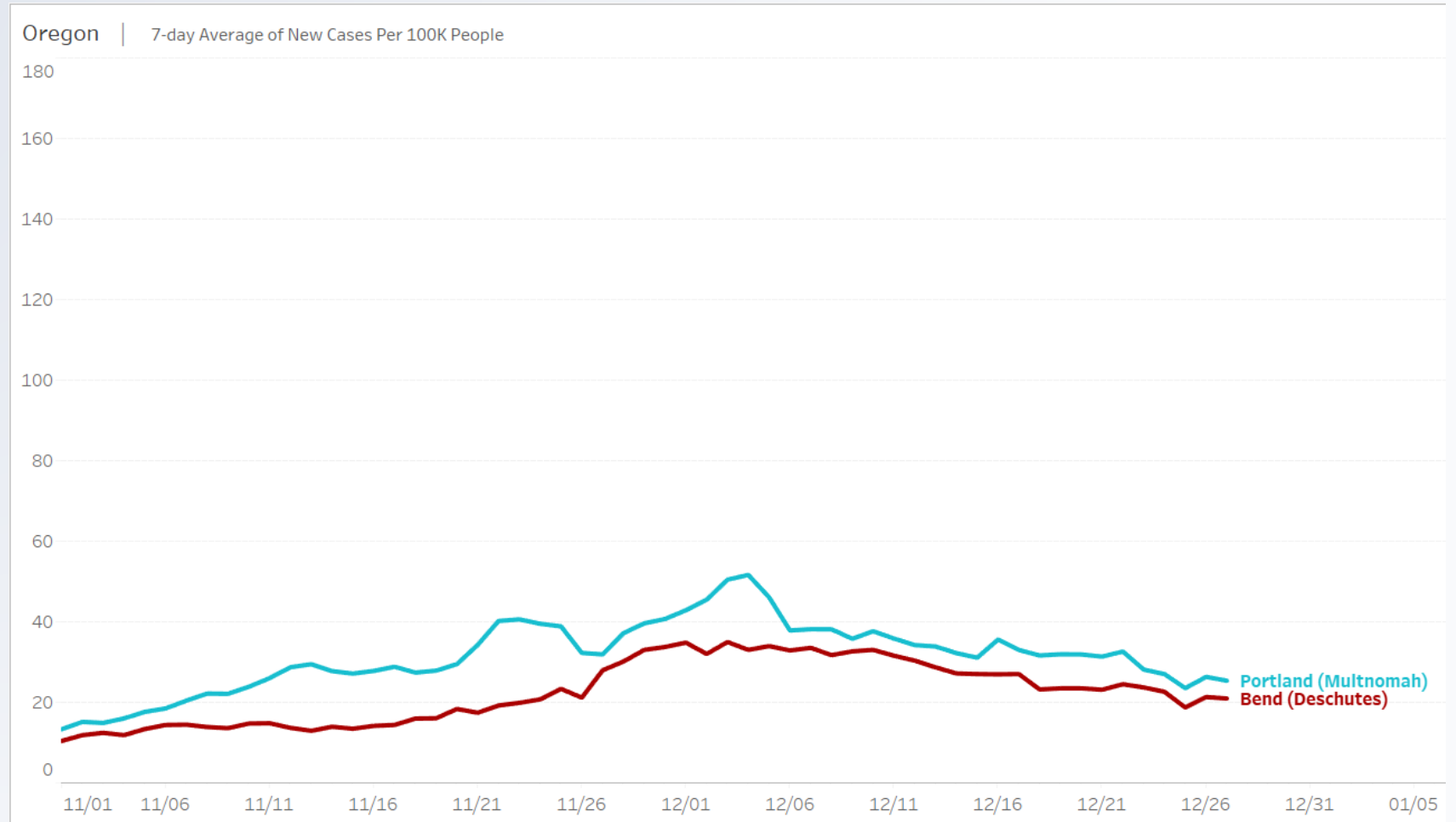
# Florida





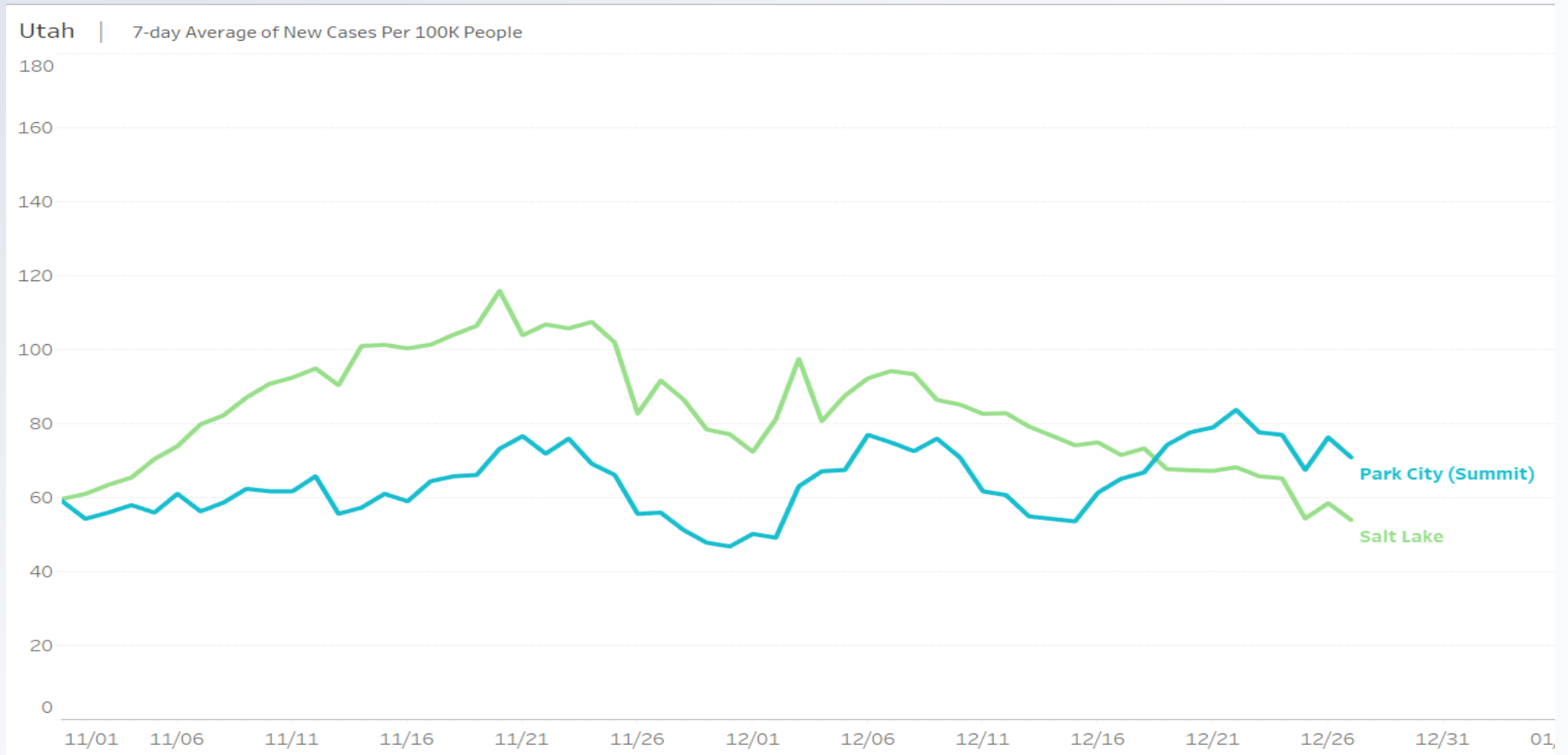
# Oregon

- Oregon reported 27.4% fewer cases over the past week than the prior week.





# Utah



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.