

Task Force to Re-Open Florida

April 21, 2020

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Data Dashboard

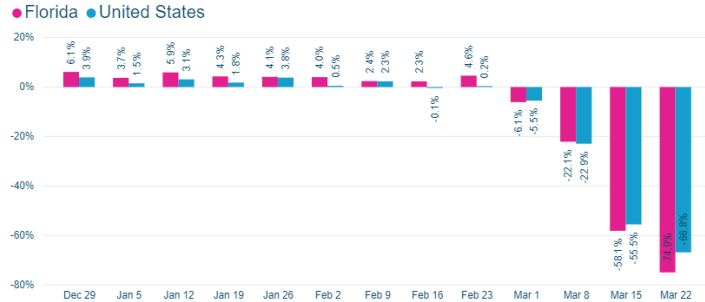
COVID-19 FL TOURISM IMPACTS

UPDATED APR 8, 2020

HOTEL DEMAND

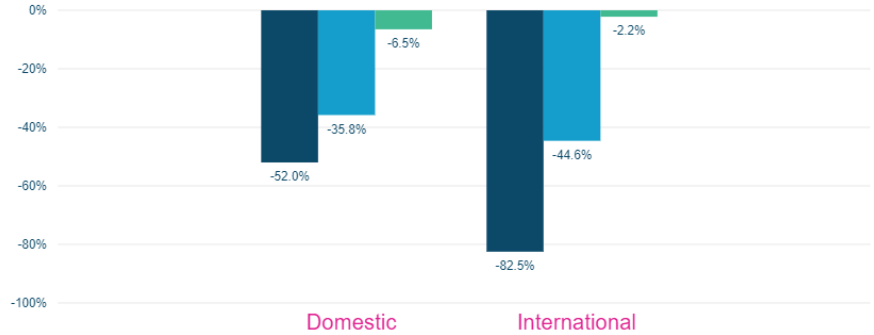
The chart below shows the year-over-year change in the number of hotel room-nights sold statewide in Florida for each week since the beginning of the year. For the purposes of this chart, weeks begin on Sunday night and end on Saturday night, and the dates on the bottom axis represent the first day of the week. *This data is provided by STR, Inc.*

Year-over-Year Change in Hotel Demand



Change in Scheduled Air Capacity Since Jan 4

● Apr 8 - May 7 ● May 8 - Jun 7 ● Jun 8 - Jul 7



VACATION RENTAL BOOKINGS

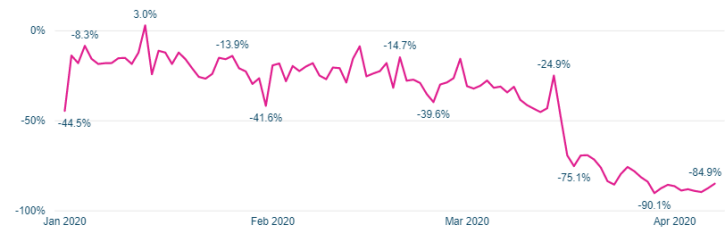
The chart below shows the year-over-year change in the number of new vacation rental bookings made statewide each day since the beginning of the year. The dates on the bottom axis represent the date the booking was made, not the date of travel. *This data is provided by KeyData Dashboard.*



YoY Change in New Vacation Rental Bookings

Select a Region by Clicking This Dropdown Menu

Statewide



RESPONSE PHASES + CONSUMER MINDSET



- These are not blanket statements about all consumers -- instead focused on the ones most likely/able to travel
- Economic considerations/factors are not yet known. This filter will be critical for how we target travelers who are able to travel
- Transitions from phase to phase will depend on behavioral triggers, health recommendations of experts and status of businesses. Fluidity is essential.

Thank you!

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