

# COVID-19 Impact On Louisville Hospitality & Tourism

## Pre-COVID...

### Pre-COVID Business on the Books (March 2020 – June 2021)

Number of groups	528
Hotel Room Nights	670,378
Estimated Economic Impact	<b>\$535 Million</b>

## COVID Impact...

### Cancelled/Postponed Business (March 2020 – Present)

Number of groups	358
Hotel Room nights	444,553
Estimated Economic Impact	<b>\$356 Million</b>

### Attractions Lost Business (March 2020-June 2020)

Louisville lost 2,132,006 attraction attendees\*

\*based on the average attendance for the top 20 attractions & distilleries 2019 attendance during the same time

# Future Louisville Groups

## July 2021 – June 2022

Number of Groups	174
Forecasted Room Nights	394,673
Forecasted Attendance	925,462
Forecasted Economic Impact	<b>\$264 Million</b>

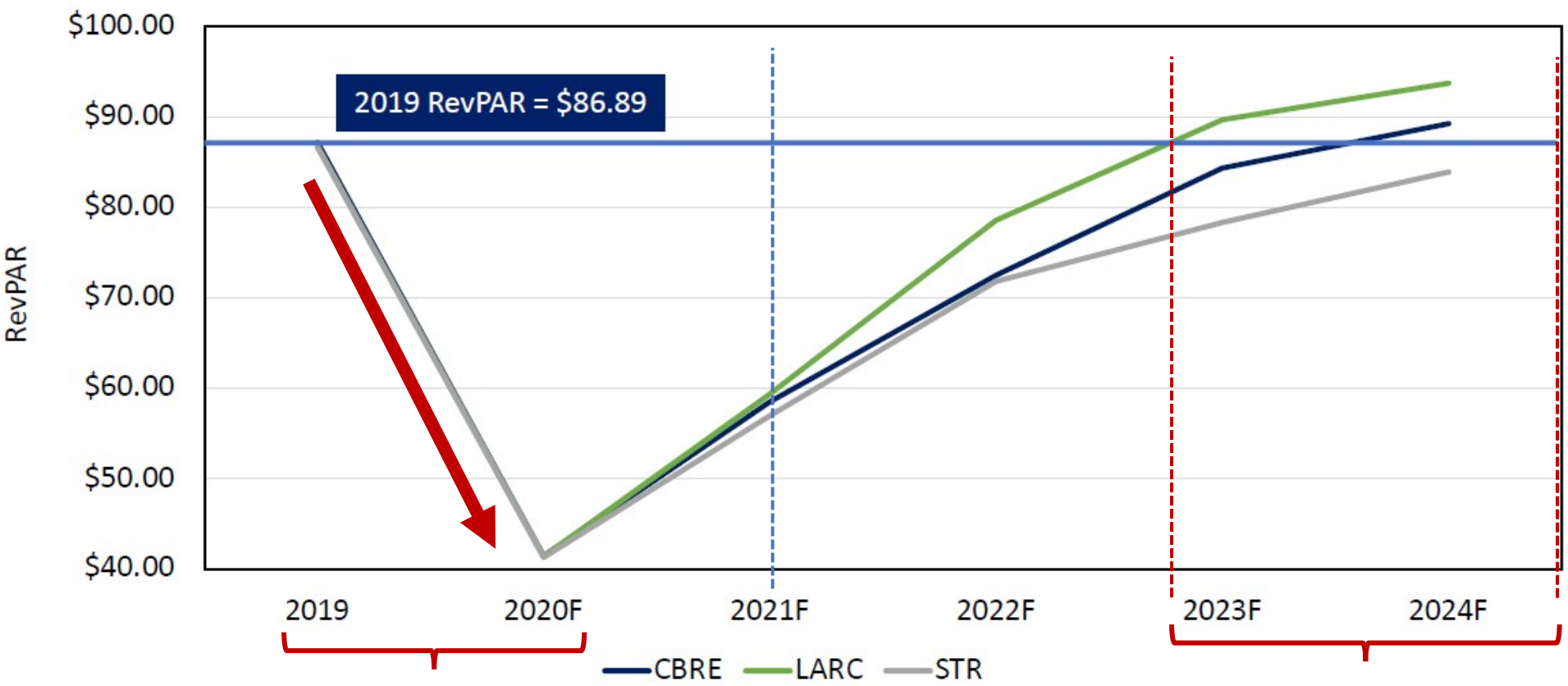
## July 2022 – June 2023

Number of Groups	49
Forecasted Room Nights	228,934
Forecasted Attendance	363,262
Forecasted Economic Impact	<b>\$154 Million</b>



# For Hospitality, the recovery question is not if but when

2019-2024F U.S. RevPAR Projections



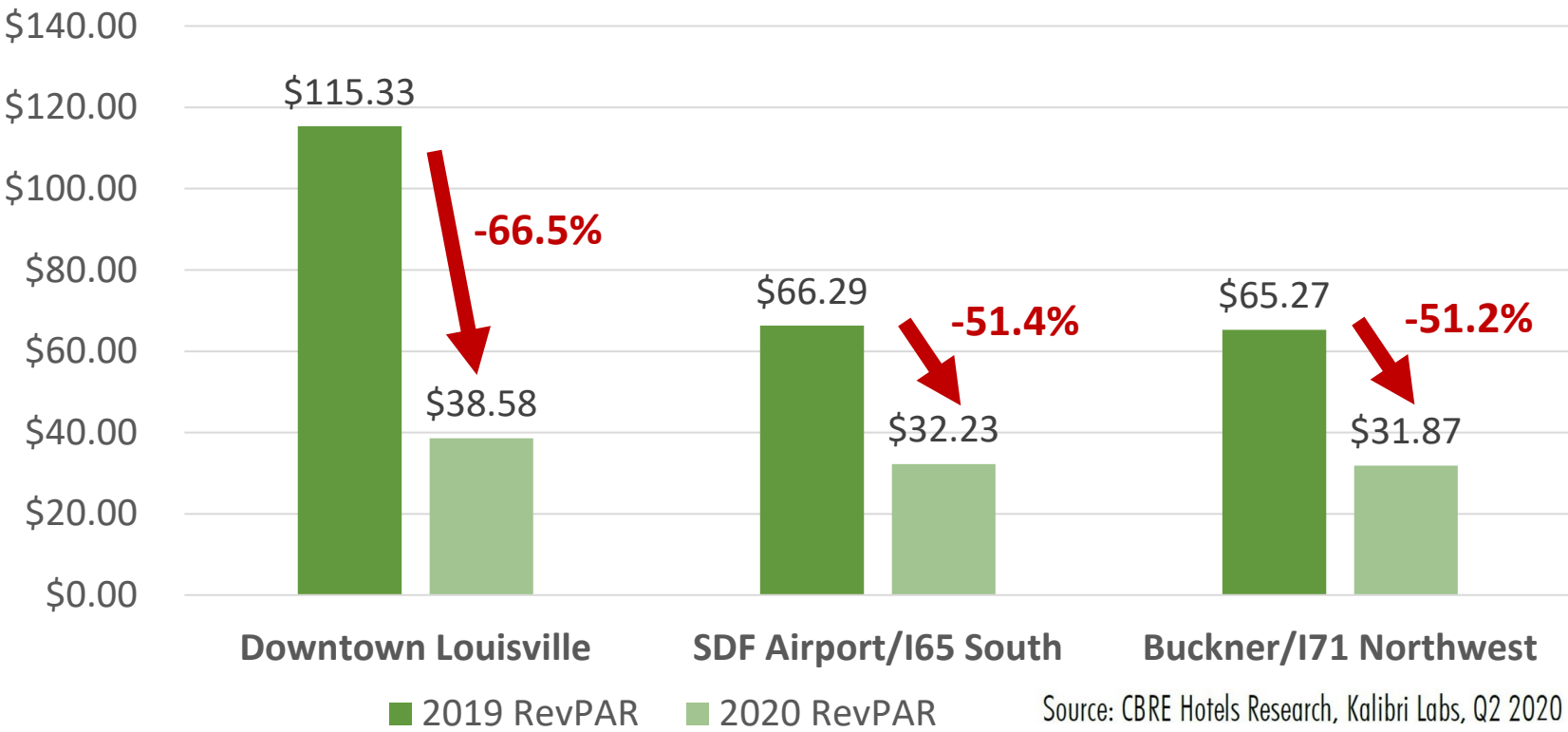
2020F RevPAR = \$41.46  
**-52.3% decline**

Recovery timeline forecasts range from late 2022 to early 2025  
**(2.5 year spread)**

Source: HWE, CBRE, LARC, STR/Tourism Economics

# Declines have been uneven: urban & convention properties hit hardest

2019 Q2YTD vs 2020 Q2YTD Room Revenue

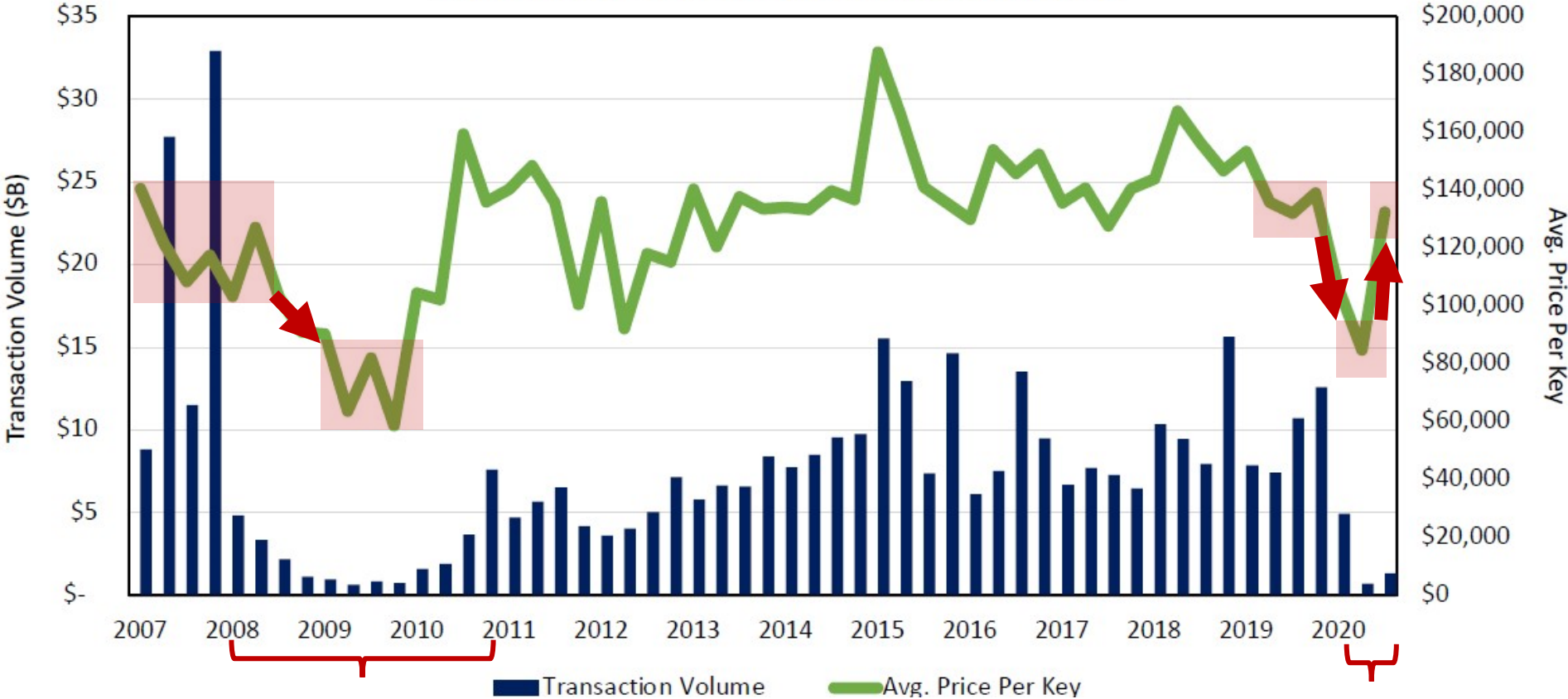


In Louisville, from January-June 2020:

- Downtown Louisville room revenues fell 66.5% from 2019 levels
- Airport market and suburban markets experienced steep, but lesser declines

# Distressed hotel buying opportunity has not yet materialized

U.S. Quarterly Hotel Transaction Volume & Pricing\*



## Great Financial Crisis

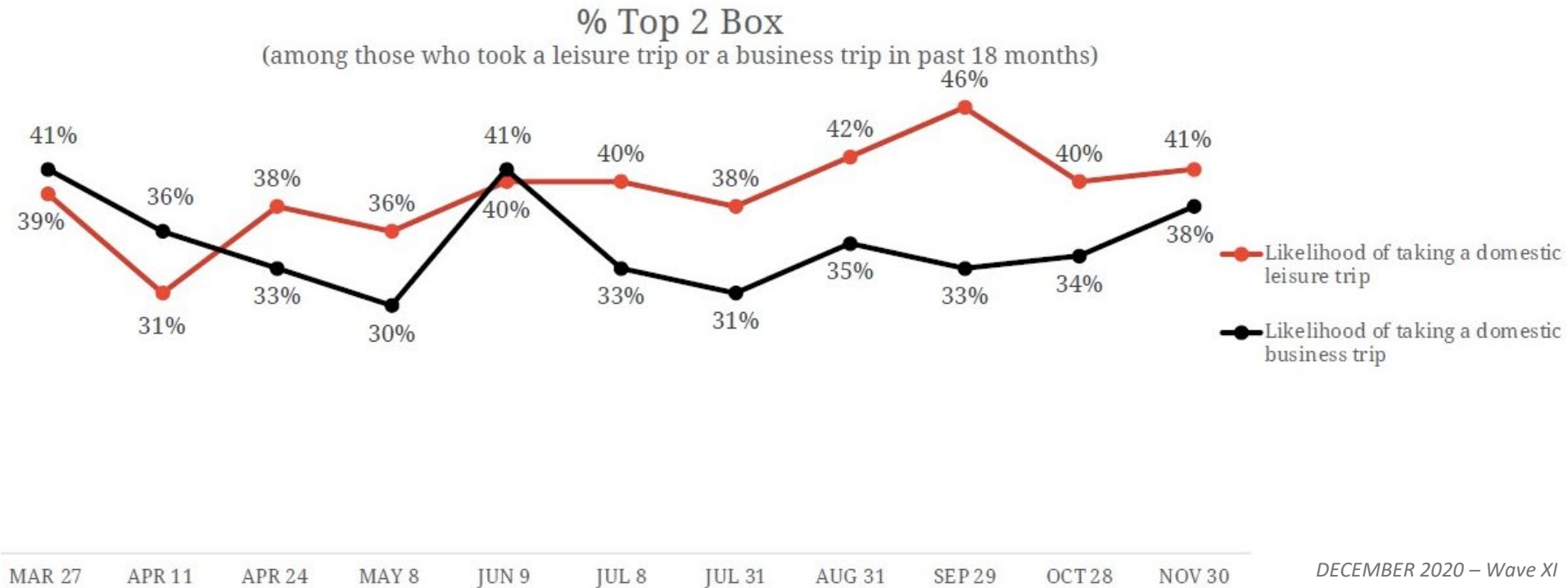
Average Price Per Key fell to nearly 50% of pre-crisis levels with multiple years of low volume

## COVID Crisis

Average Price Per Key dipped in Q2 & returned in Q3 over low volume

Source: HWE, RCA, October 2020

# What we're watching—intent to travel, and vaccine rollout progress



**Question** / Using a scale of 1 (not at all likely) to 5 (extremely likely), based on how you feel today, how likely are you to engage in each of the following activities during the next 6 months? (Leisure: n=1,161, Business: n=776)



Top factors impacting respondent's decision to take a leisure trip in the next 6 months:

- **58% said "Availability of a vaccine proven to be clinically effective"**
- **53% said a "Slowdown of COVID-19 spread in U.S."**