



Research Dashboard- May 12, 2021

The April Travel Recovery Insights Dashboard from the U.S. Travel Association points to gains in travel in March as the “revival of domestic travel activity.” However, even with significant improvements in lodging and arrivals, across the U.S., travel spending in March remained 31% below the same period in 2019.

The Recovery Dashboard, developed in partnership with Tourism Economics, includes not only a national overview of where key indicators stand but also a state and territory breakdown. In this, it is evident Puerto Rico is faring far better than the U.S. average, with travel spending in March 2021 only 17% lower than the same period two years ago.

Using this comparison, only six U.S. states are faring better than Puerto Rico for the change in travel spending in March 2021 against March 2019. States and territories that continue to see the most significant losses include Washington, DC, Massachusetts, New York and Hawaii with travel spending 65%, 52%, 52% and 44% below the same period two years ago, respectively.

OUTPACING U.S. AVERAGE FOR RECOVERY

Travel spending returning far more quickly



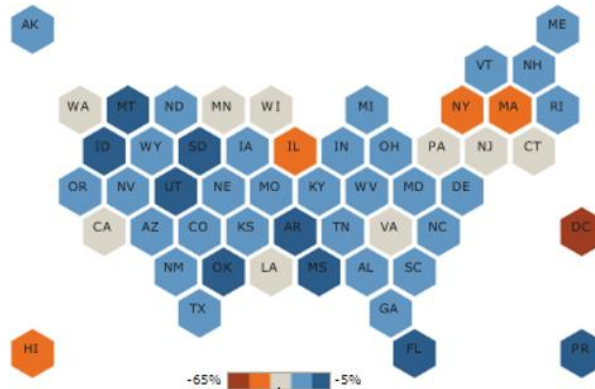
Travel Spending
United States
March 2021, % change vs. 2019



Travel Spending
Puerto Rico
March 2021, % change vs. 2019



U.S. Travel Spending by State
March 2021, % change vs. 2019



The U.S. Travel Association’s Recovery Dashboard points to DMO website traffic as a predictive indicator for the future of travel. Website sessions for more than 300 DMOs across the U.S. were down only 5% in April compared to two years ago. U.S. Travel points to this as signaling “continued further positive developments for domestic leisure on the horizon.”

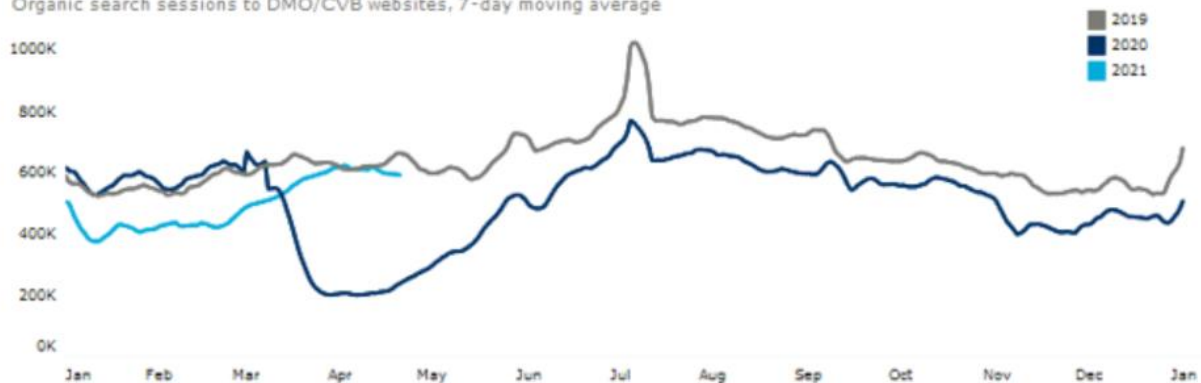
DMO WEBSITE TRAFFIC RETURNS

U.S. average down 19% for first quarter



Website Traffic

Organic search sessions to DMO/CVB websites, 7-day moving average



Source: Simpleview & Tempest (300+ U.S. DMOs)

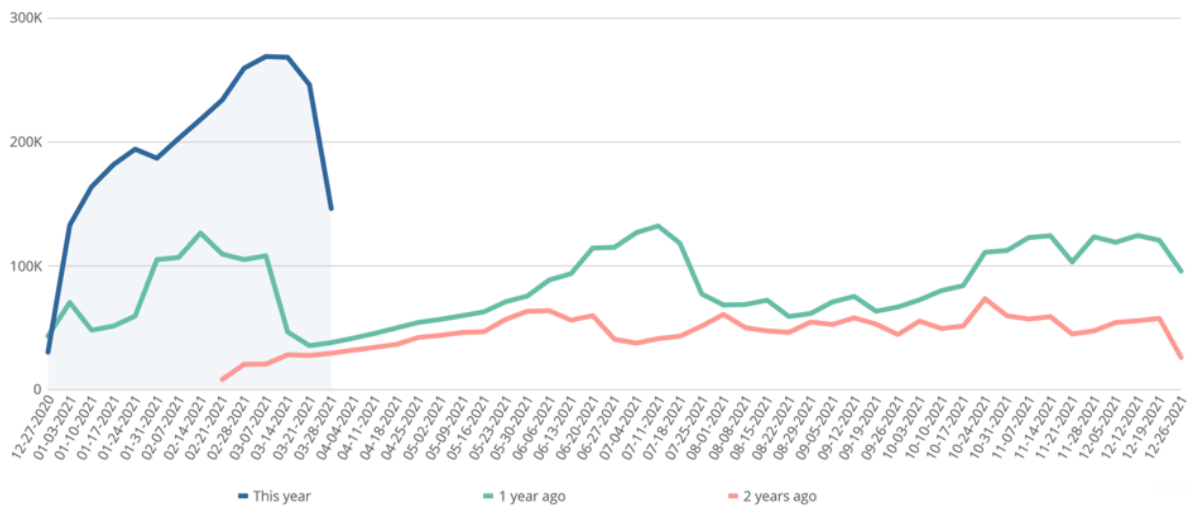
The website traffic in April was a marked improvement for the U.S. average from the first quarter where sessions across more than 300 DMOs were down 19% from 2019. And while Discover Puerto

Rico does not have first quarter comparison against 2019 because DiscoverPuertoRico.com was launched in late February that year, the website is seeing record-setting traffic.

Through the first 10 weeks of 2021, website sessions for DiscoverPuertoRico.com were up 366% compared to the same pre-pandemic period in 2020. The week of March 7, 2021, there were more than 269,000 sessions on the site. The pre-pandemic high was the week of February 16, 2020 with nearly 127,000 sessions.

RECORD HIGH DISCOVERPUERTORICO.COM TRAFFIC

Three times more website sessions than pre-pandemic



The Recovery Dashboard notes that “business travel sentiment – which has severely lagged consumer travel sentiment – is on the path of restoration. Despite these vastly improving attitudes, confirmed bookings, particularly for larger meetings, events and conferences remain weak, falling further behind 2019 pace for the fourth quarter of 2021.”

Group lead volume for meetings and events is considered another predictive DMO indicator by the U.S. Travel Association. While this improved significantly across hundreds of organizations, rising from 28% of its 2019 level in February to 35% in March, Puerto Rico’s group leads are faring significantly better.

In March, when DMOs across the U.S. produced 35% of the 2019 lead volume, the sales team at Discover Puerto Rico generated 64% of the leads compared to 2019. And while it is not included in the chart because the U.S. average data is not yet available from U.S. Travel, in April, the leads generated for Puerto Rico were only 3% lower than two years ago.

GROUP LEADS BOUNCING BACK

Puerto Rico outpacing U.S. average



U.S. TRAVEL
ASSOCIATION

