



Robert Cole

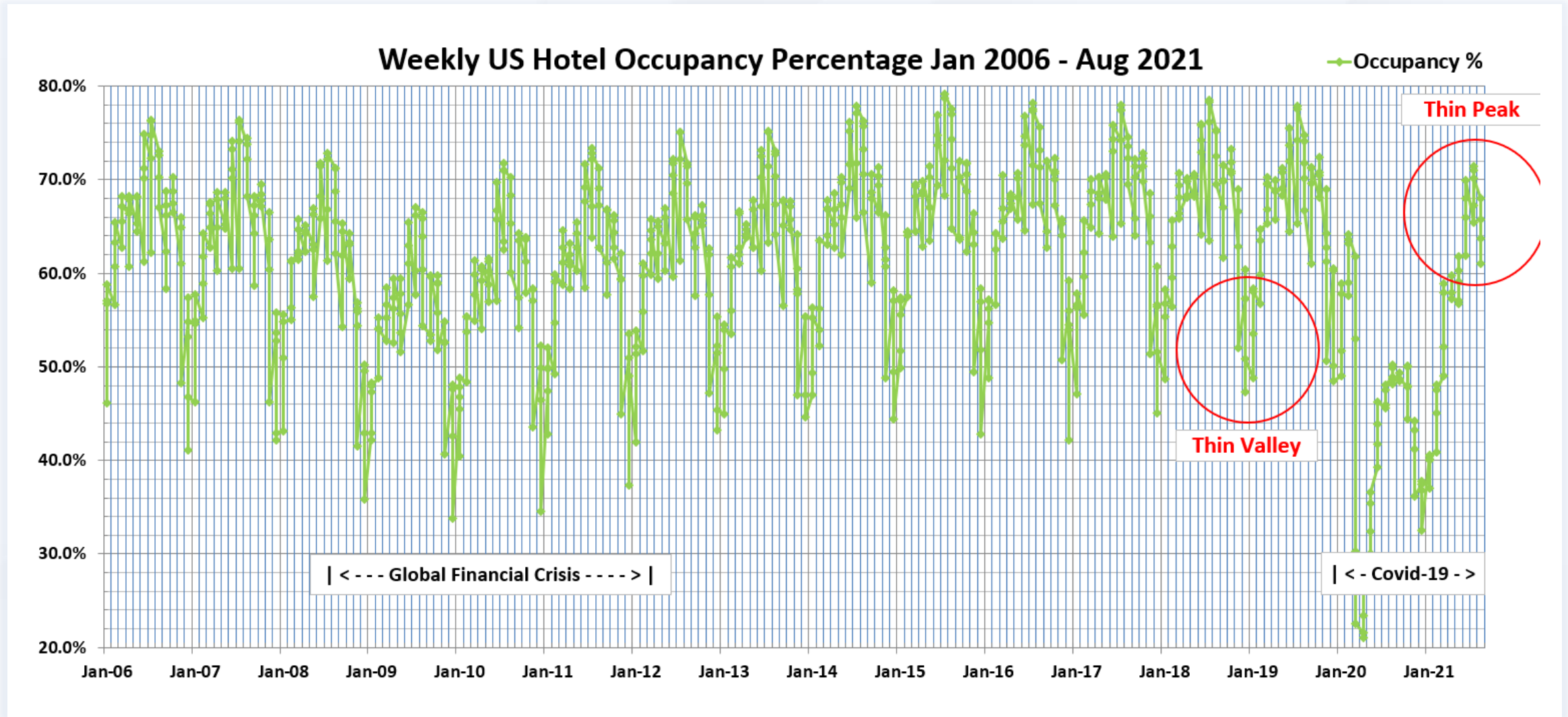
Founder, RockCheetah LLC

Panel: What Has the Pandemic Taught Us? Listen To Top Hospitality Industry Executives

ENGAGE TRANSFORM
2021 | ENHANCE
DIGITAL BREAKTHROUGH AND GROW



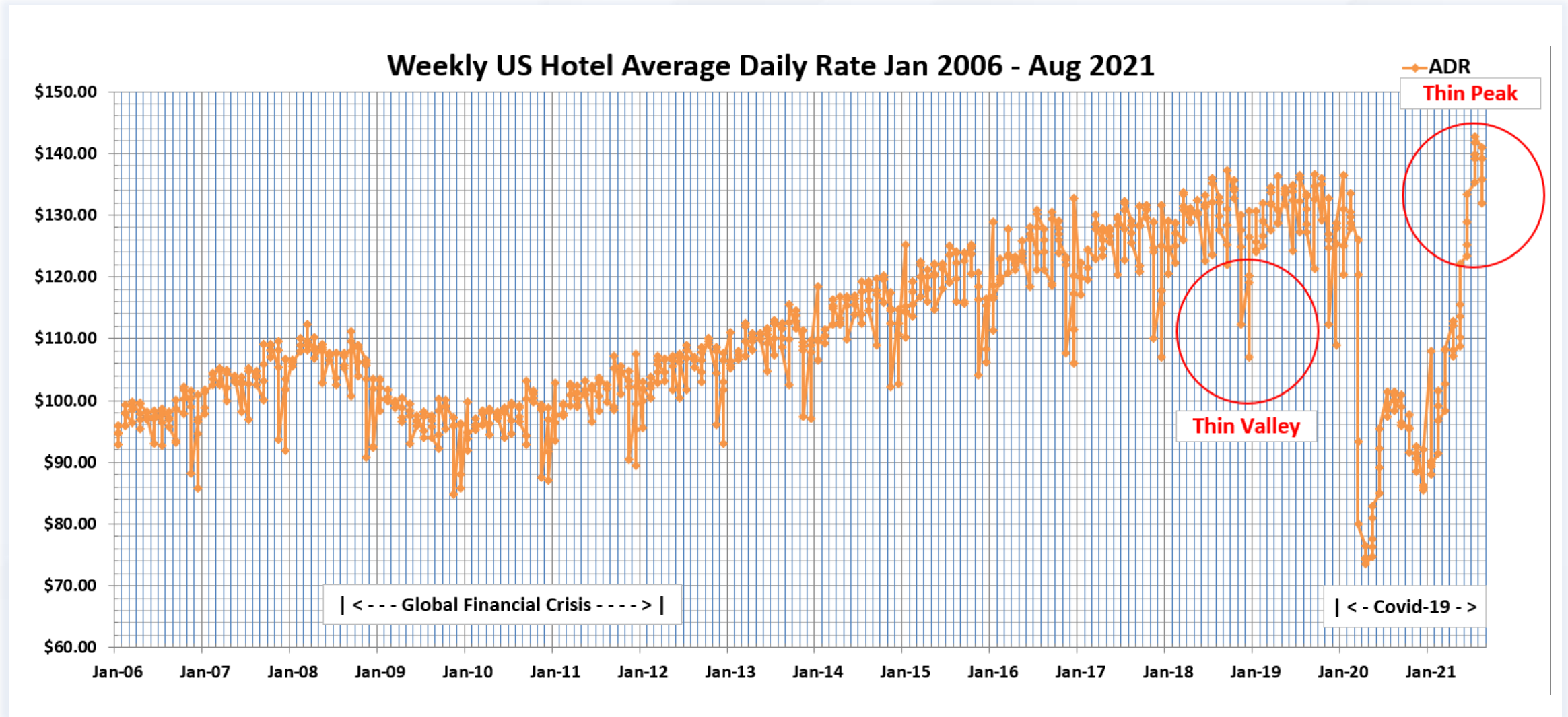
A Quick Look Back: Now, It's All About Corporate/Group/International Demand



Source: STR, RockCheetah



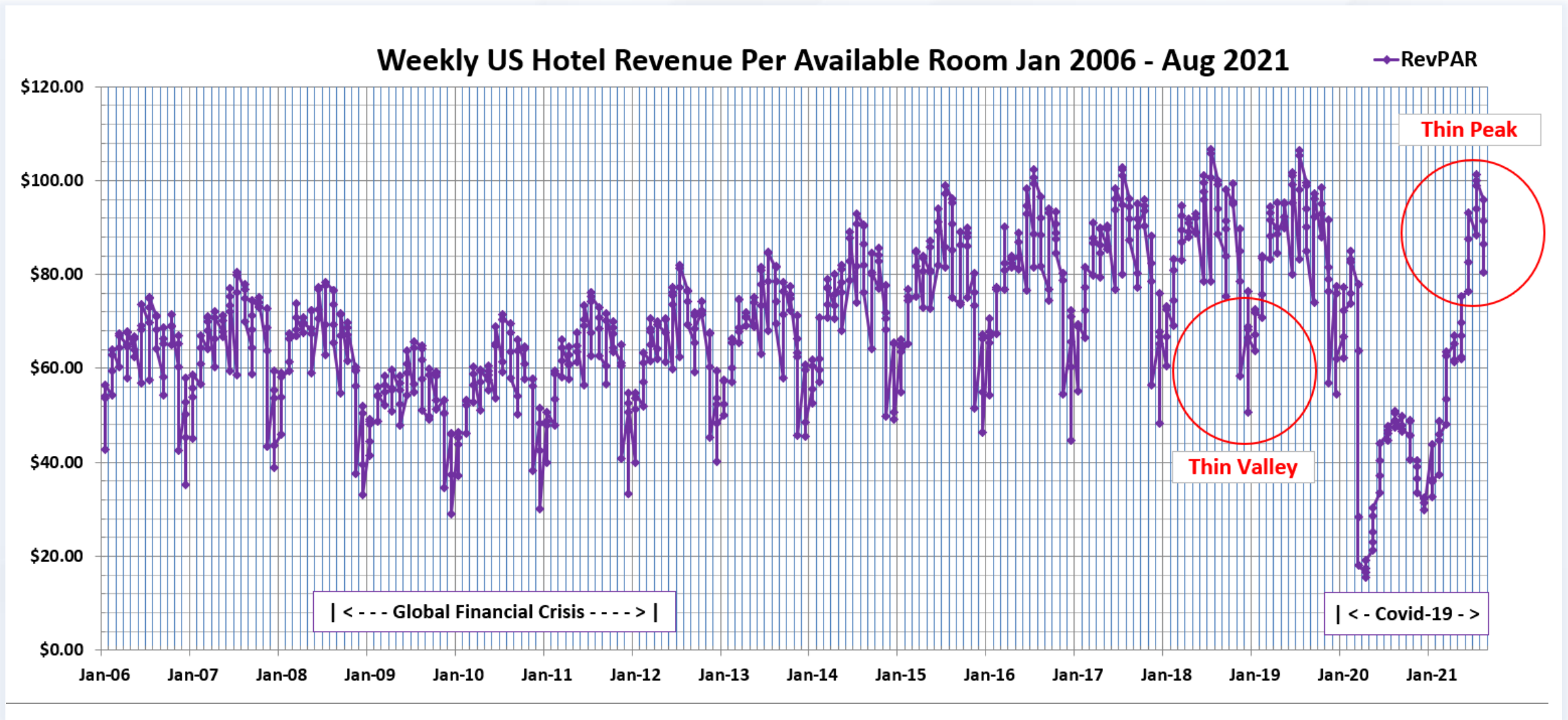
Rates Recovered Remarkably Well – Now, To Be Tested By Leisure Seasonality



Source: STR, RockCheetah



Winter is Coming – How Far Will RevPAR Retreat? Did the Pattern Flip?



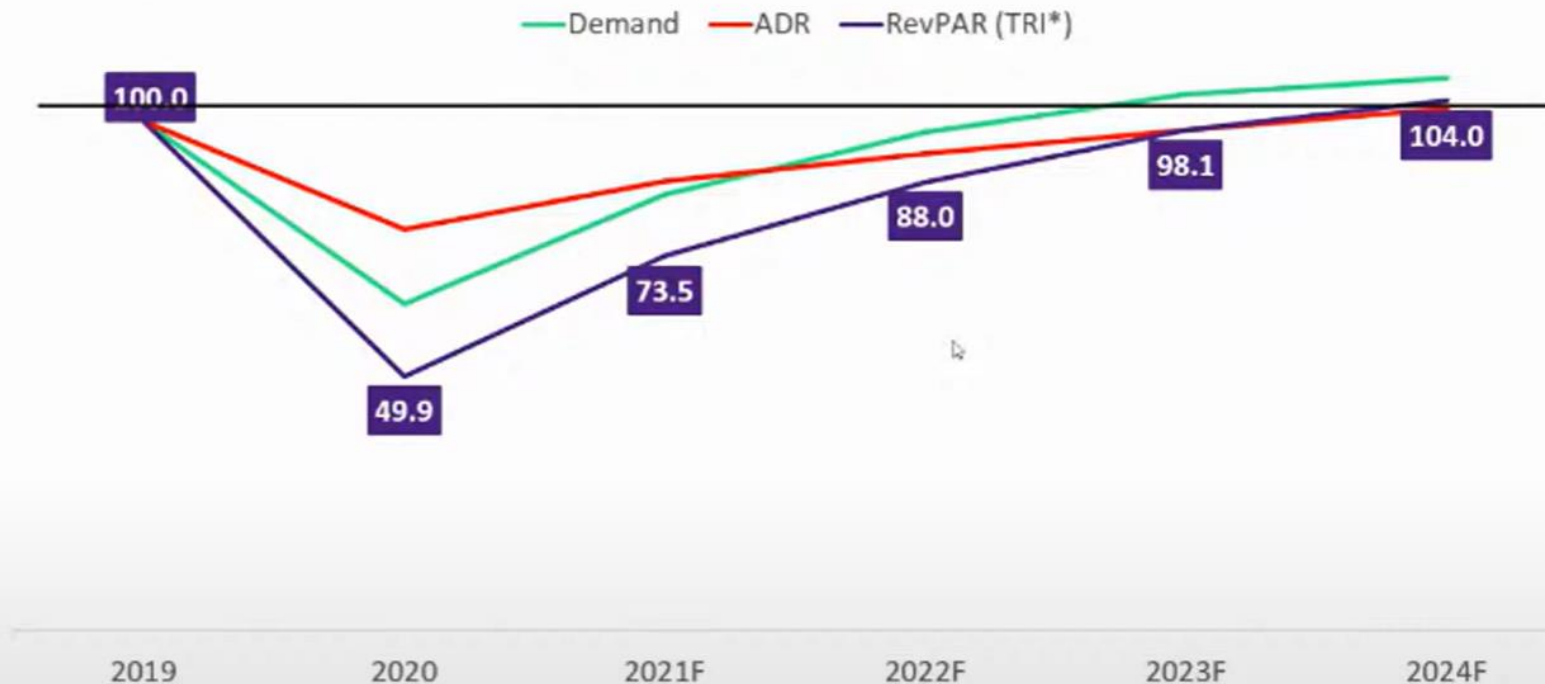
Source: STR, RockCheetah

STR /Tourism Economics Predict a 5-Year Recovery – Back by 2024 | Still Risky?

U.S. Forecast: COVID-19 Recovery Scenario

Indexed to end of 2019
2019 – 2024F

TOURISM
ECONOMICS
AN OXFORD ECONOMICS COMPANY



Source: STR. 2021 © CoStar Realty Information, Inc.

Continued Downside Pressure on Profitability – Demand Shortfalls Amplify Losses

Consistent improvements, but actuals still have a way to go

Profitability KPIs – 2021 and 2019 YTD



Source: STR. 2021 © CoStar Realty Information, Inc.



Recent AH&LA Study - Rising Covid-19 Cases Materially Inhibiting Travel Intention

Travelers Considering 2021 Travel	Leisure	Business	Meeting / Convention
Likely to Cancel Existing Travel - No Intent to Reschedule	42%	52%	49%
Likely to Postpone Trip	55%	60%	59%
Likely to Make Fewer Trips	69%	67%	71%
Likely Take Shorter Trips	65%	68%	67%

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MICROSOFT | TECH

Microsoft gives up predicting when its US offices will fully reopen

The pandemic keeps pushing back Microsoft's plans

By Tom Warren | @tomwarren | Sep 9, 2021, 11:00am EDT

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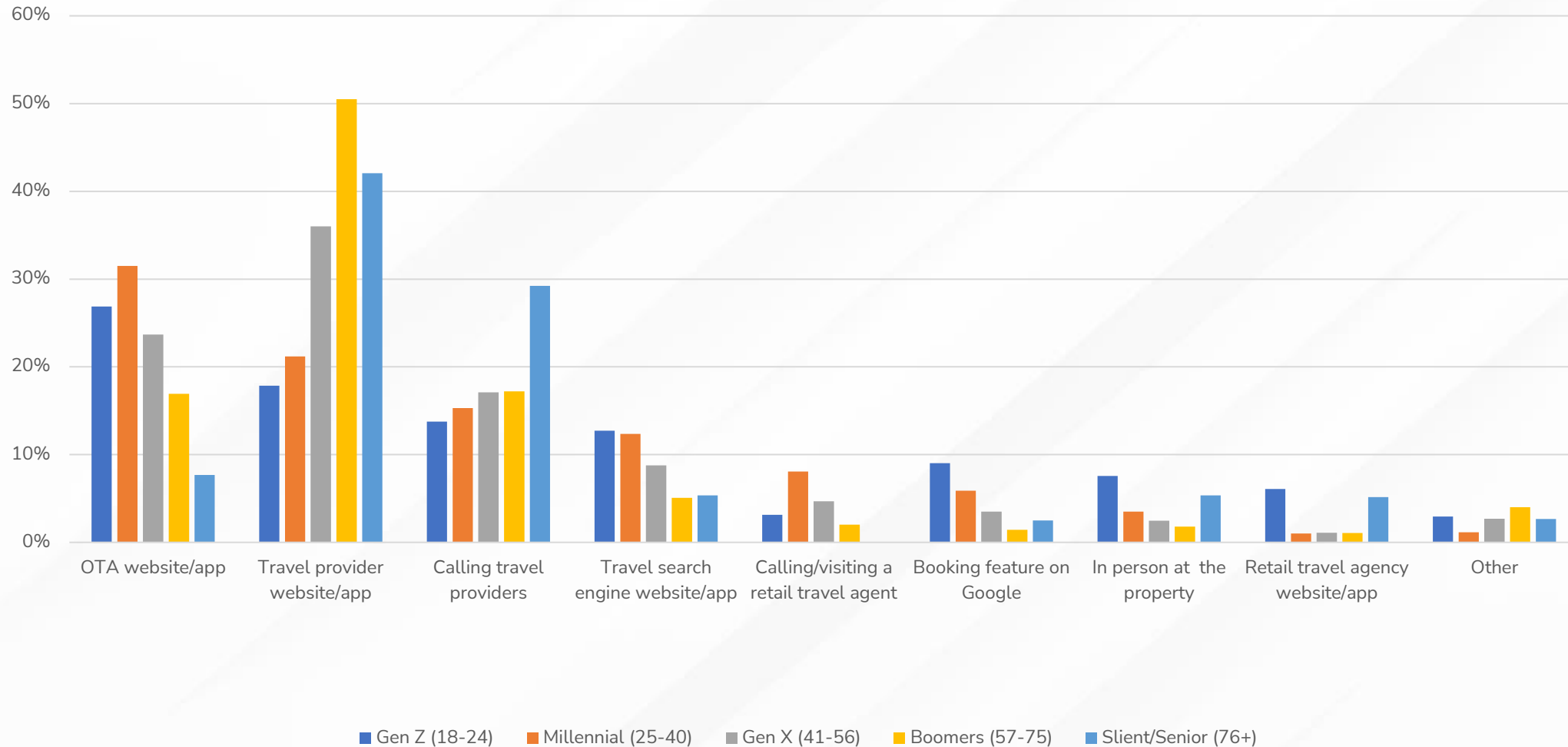
Career & Workplace

Google postpones office reopening until January amid surging Covid cases

Source: AH&LA / Morning Consult | Sample Size: 2,200 Travelers | August 11-12, 2021

Covid-19 Has Accelerated Disruption of Booking Methods

Gen Z & Millennials Over-indexing on OTAs, MetaSearch & Google Booking



Source: Phocuswright's U.S. Consumer Travel Report 2021



Thank you!

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