

THE ROAD AHEAD: Q2 FORUM

# INFORMED OPTIMISM AND CONTINUED FLUX

April 8, 2021 1-2:30 PM ET | 10-11:30 AM PT

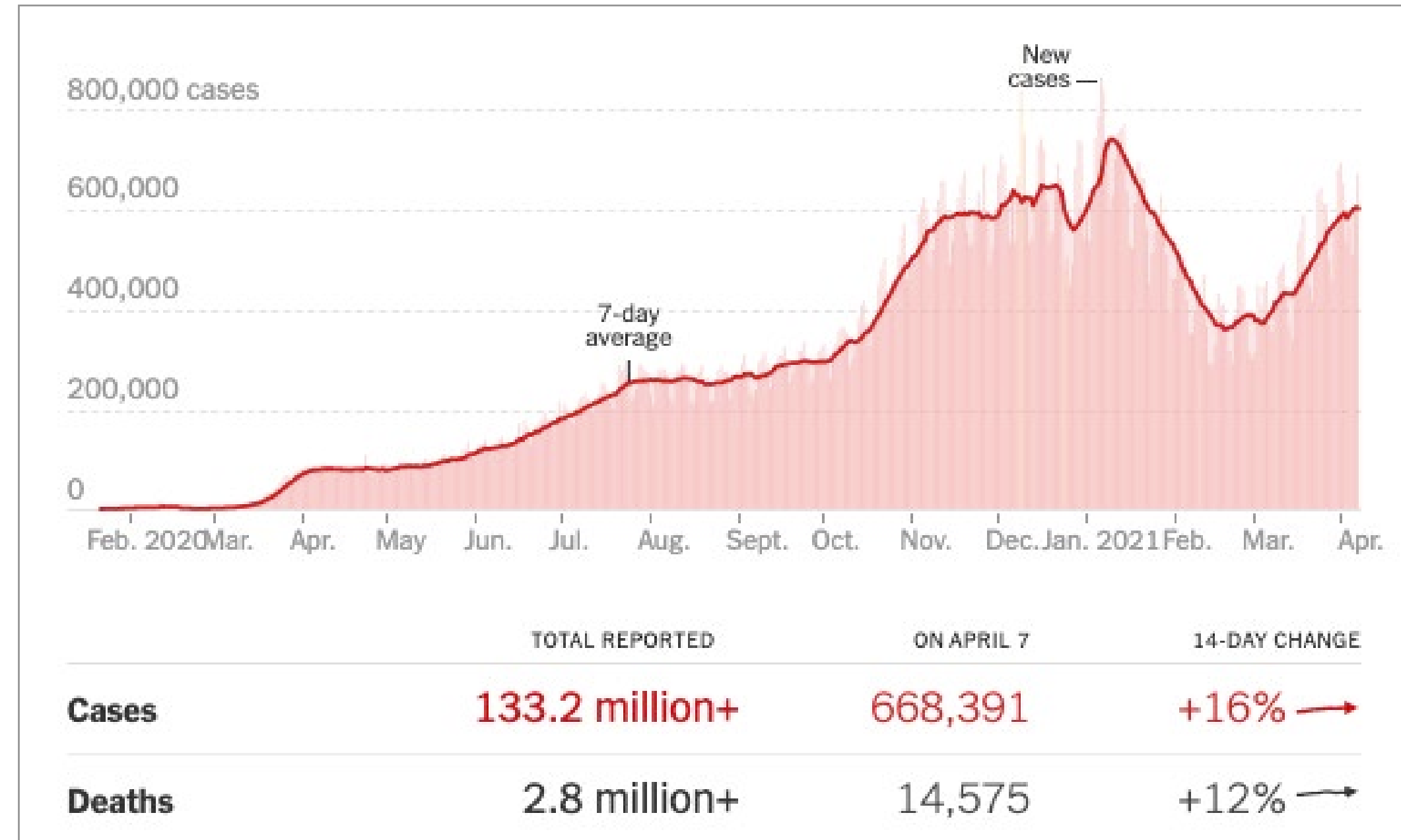


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INDUSTRY DAY

# COVID Case Tracking: World

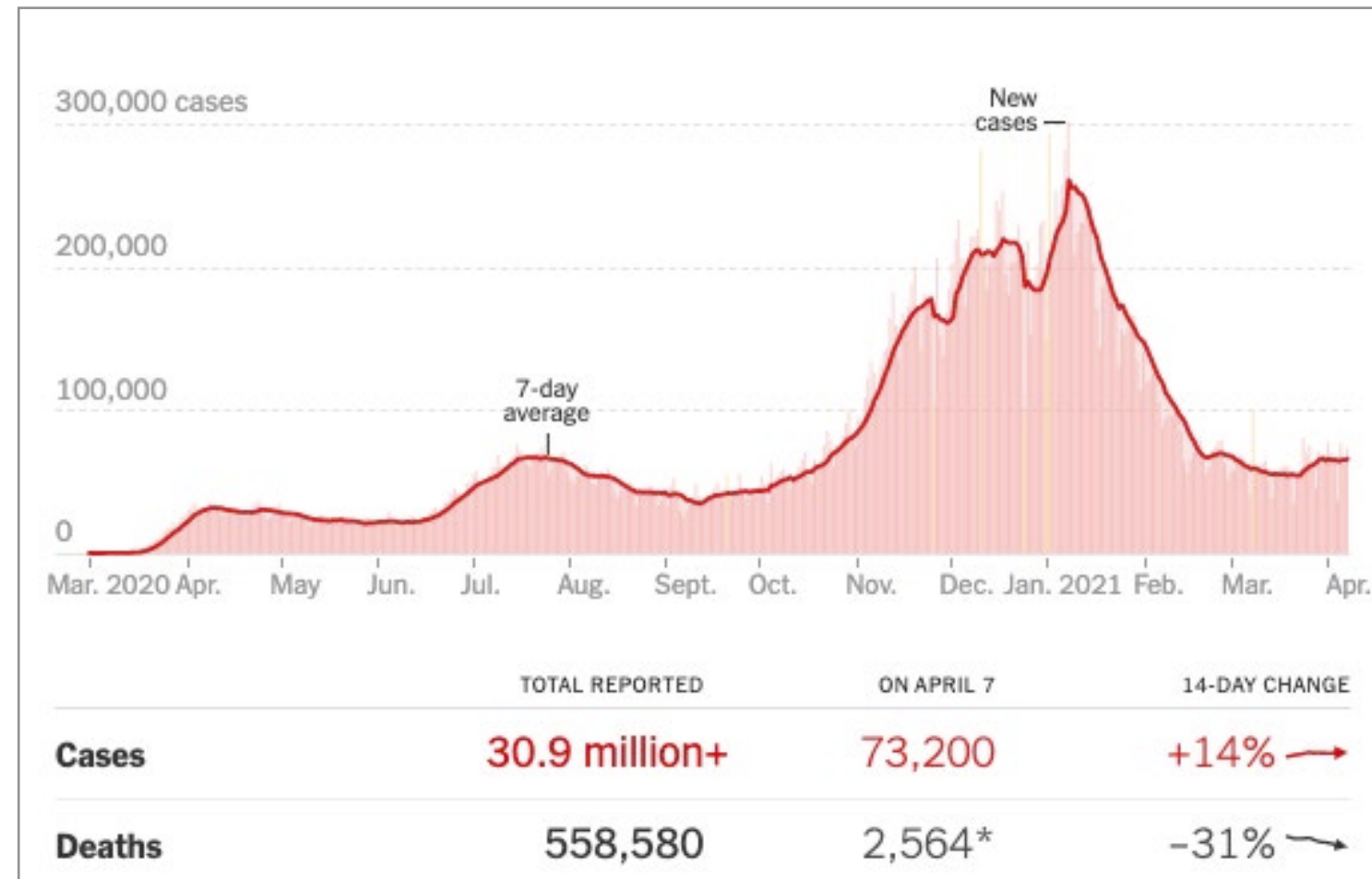
## World



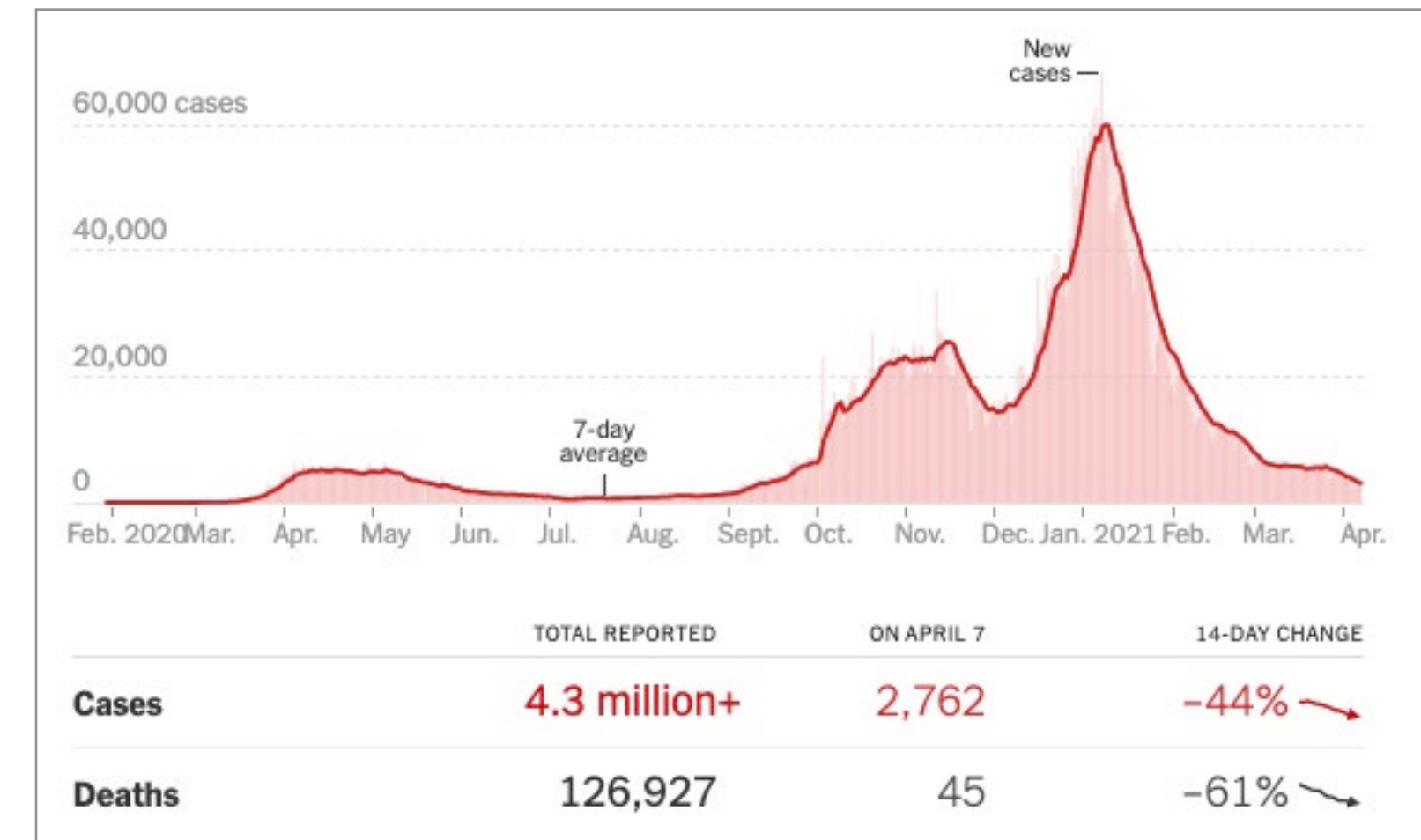
Source: New York Times, as of April 8, 2021

# COVID Case Tracking: Select Countries

## U.S.A.



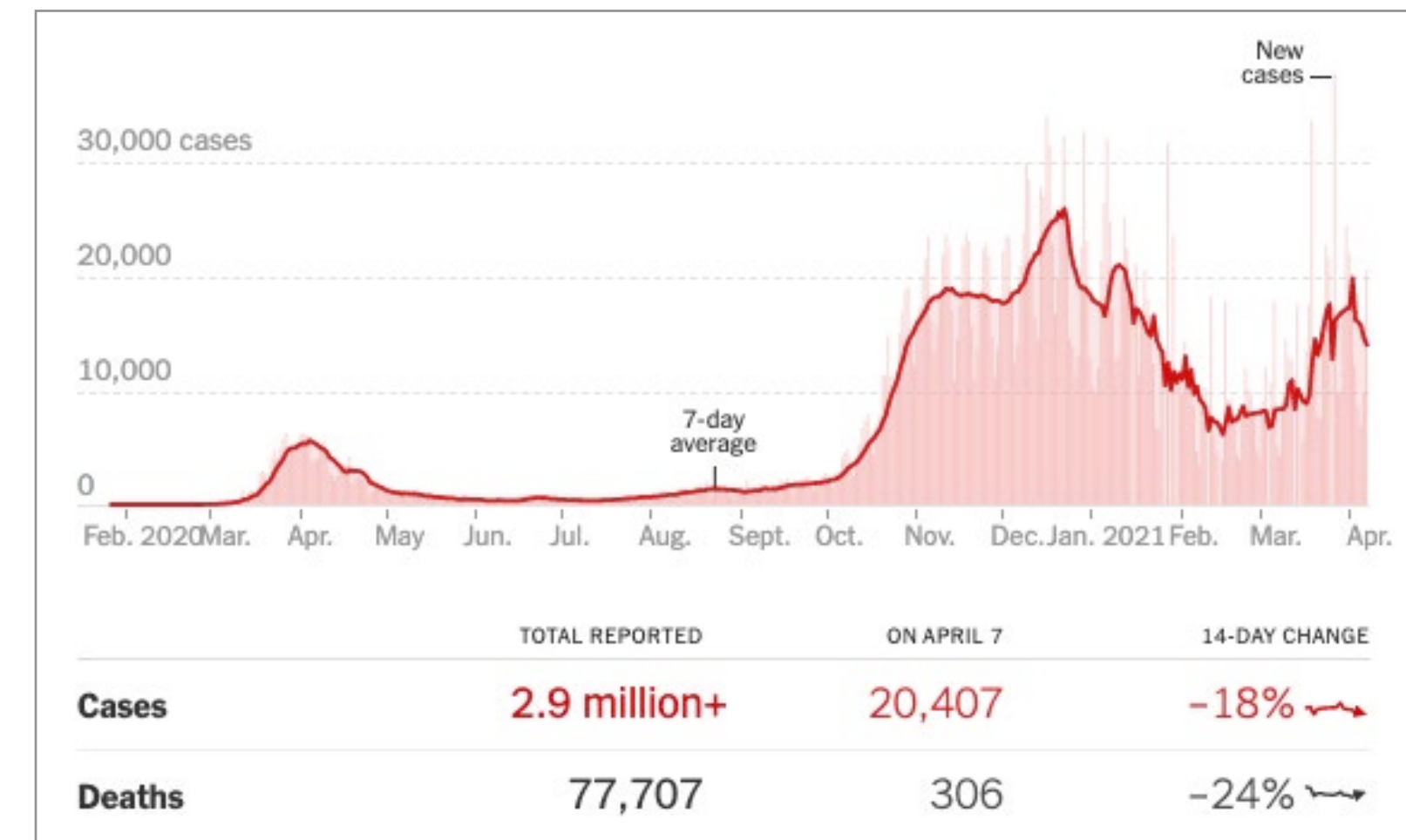
## U.K.



## Brazil



## Germany



# The Vaccine Hesitancy Problem

- 26% of Americans do not plan on getting the COVID vaccine.
- That 26% is far and away the most likely to forego social distancing & attend events/travel.
- For those wondering why people and businesses want a COVID vaccine passport, here's your reason.

Josh Jordan, Forbes

% Have done in the past seven days





	Fully vaccinated	Partially vaccinated	Plan to get vaccinated	Do not plan to get vaccinated
	%	%	%	%
Avoided going to public places	54	59	59	22
Avoided small gatherings of people	48	56	54	22
Avoided going to events with large crowds	70	72	73	35
Avoided traveling	63	66	67	31


GALLUP PANEL, MARCH 15-21, 2021

# Ignore Planner Surveys | Watch Case Counts

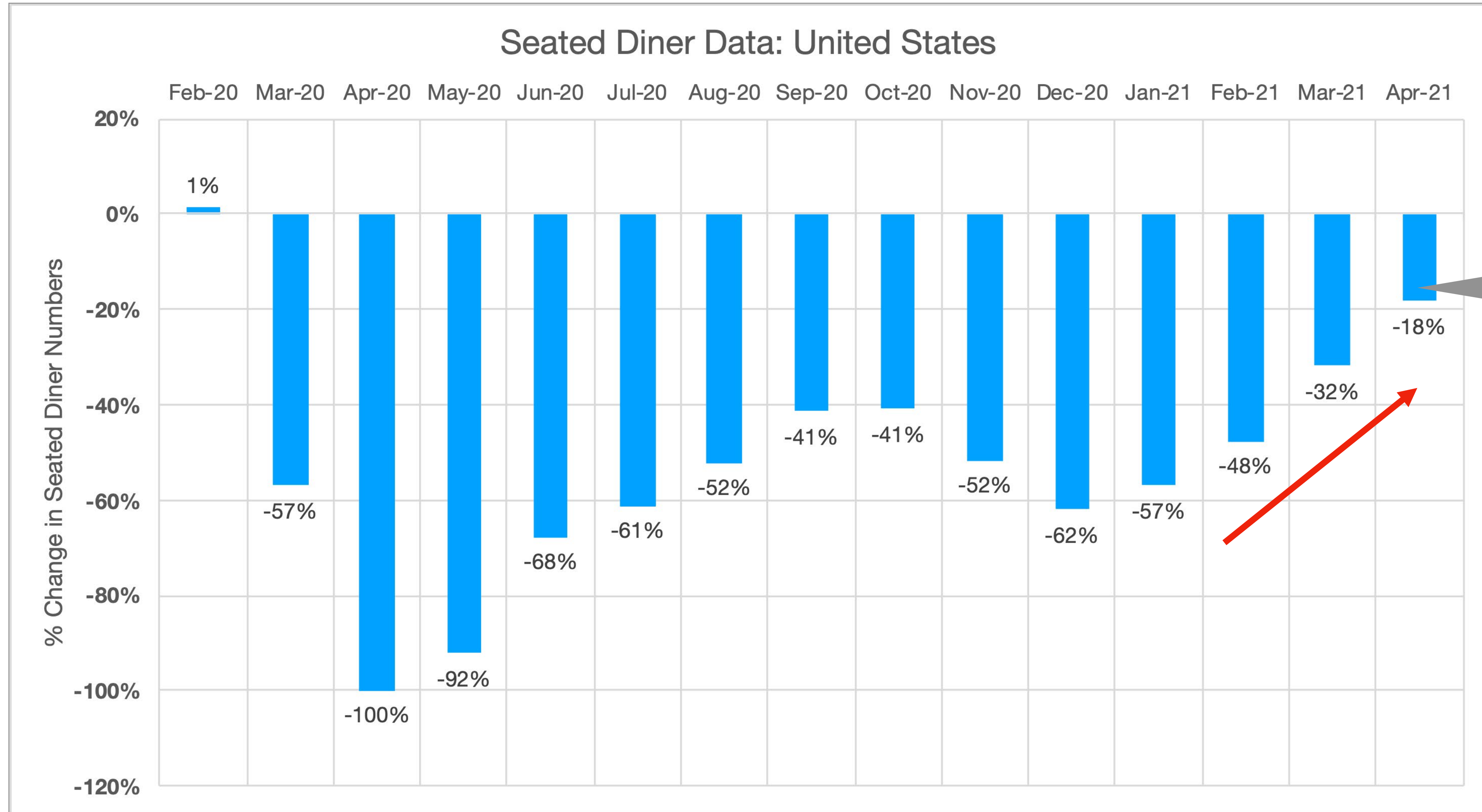
When will in-person events return to pre-pandemic levels?

INDICATORS TO IGNORE
Planner surveys
Predictions from people in sales

INDICATORS TO WATCH
Leisure travel 
Business travel 
Return to offices 
Eating indoors at restaurants (75%+ capacity) 

Look for indicators of people's increased comfort level being around strangers. 

# Seated Diner Trends

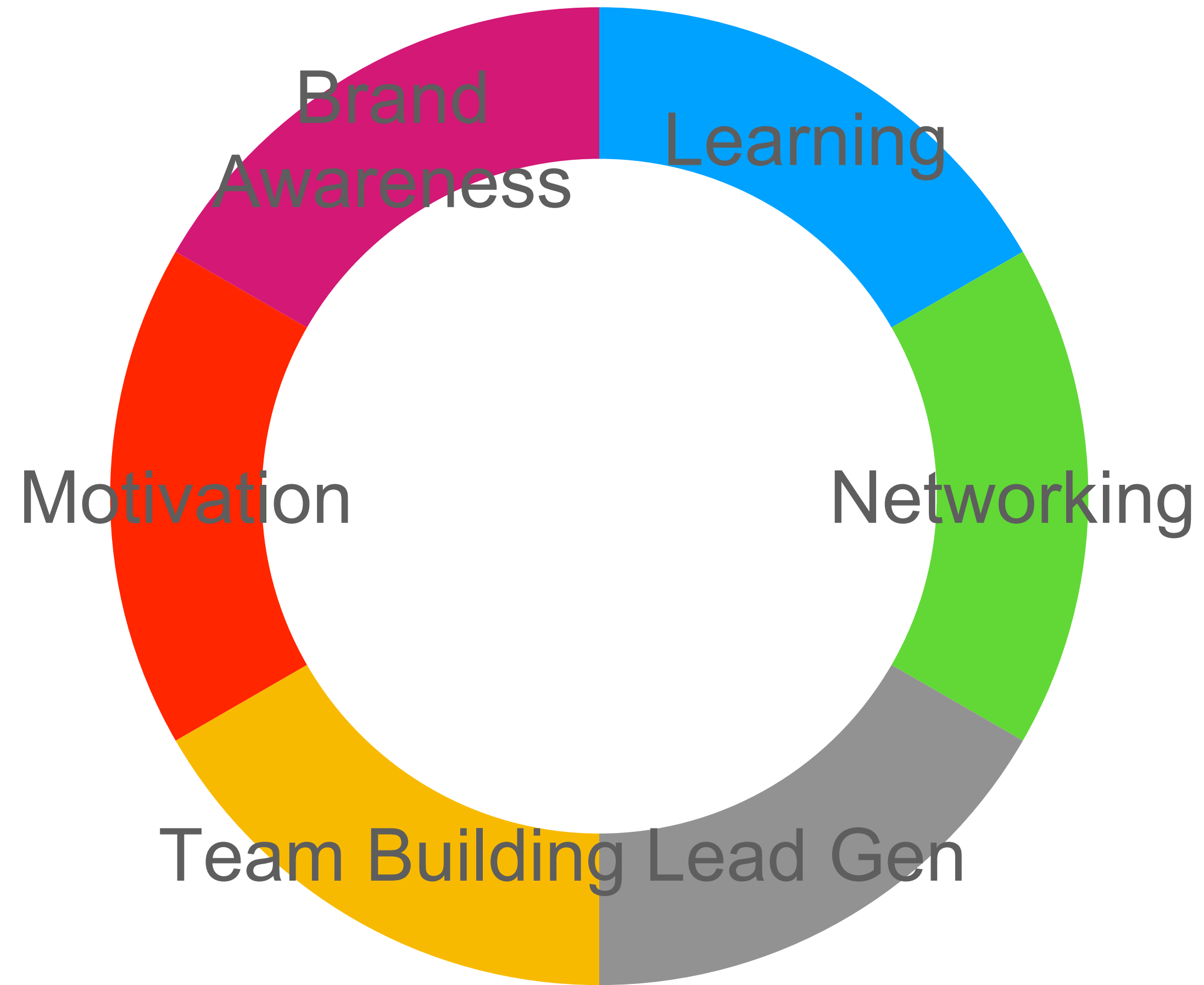


Source: OpenTable. [<https://www.opentable.com/state-of-industry>]

ELI calculated monthly averages from daily data.

NOTE: Data for 2021 and 2021 both use 2019 as a baseline.

# The Great Un-Bundling of Events



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