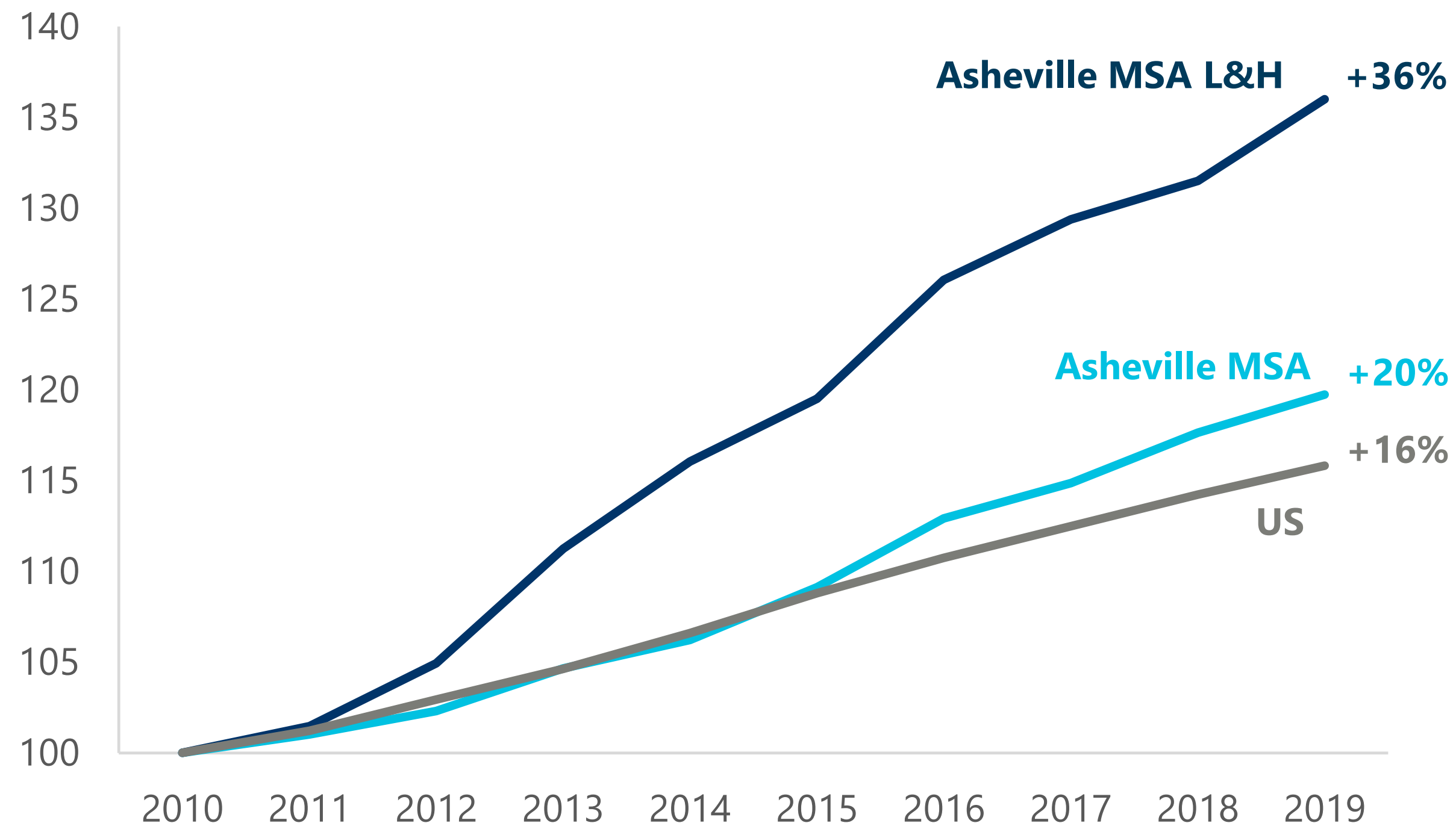

**How do we advocate for
the industry during this
crisis?**

Reminder: the travel sector was a leader of Asheville job growth

L&H employment in Asheville MSA

Index (2010=100)

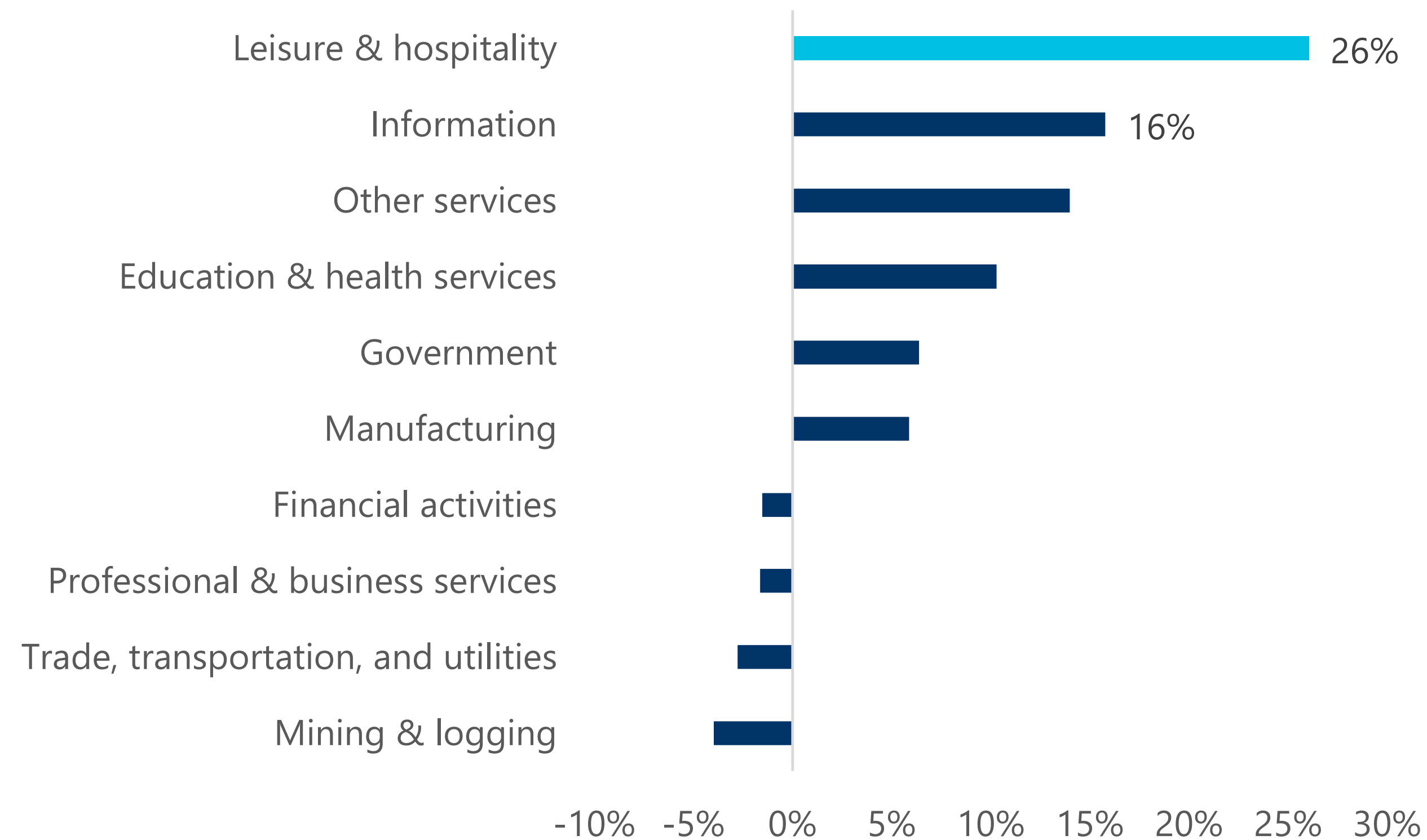


Source: BLS

Industry in crisis: no sector has been hit as hard as travel

Asheville MSA employment loss by industry

% of industry lost since February 2020

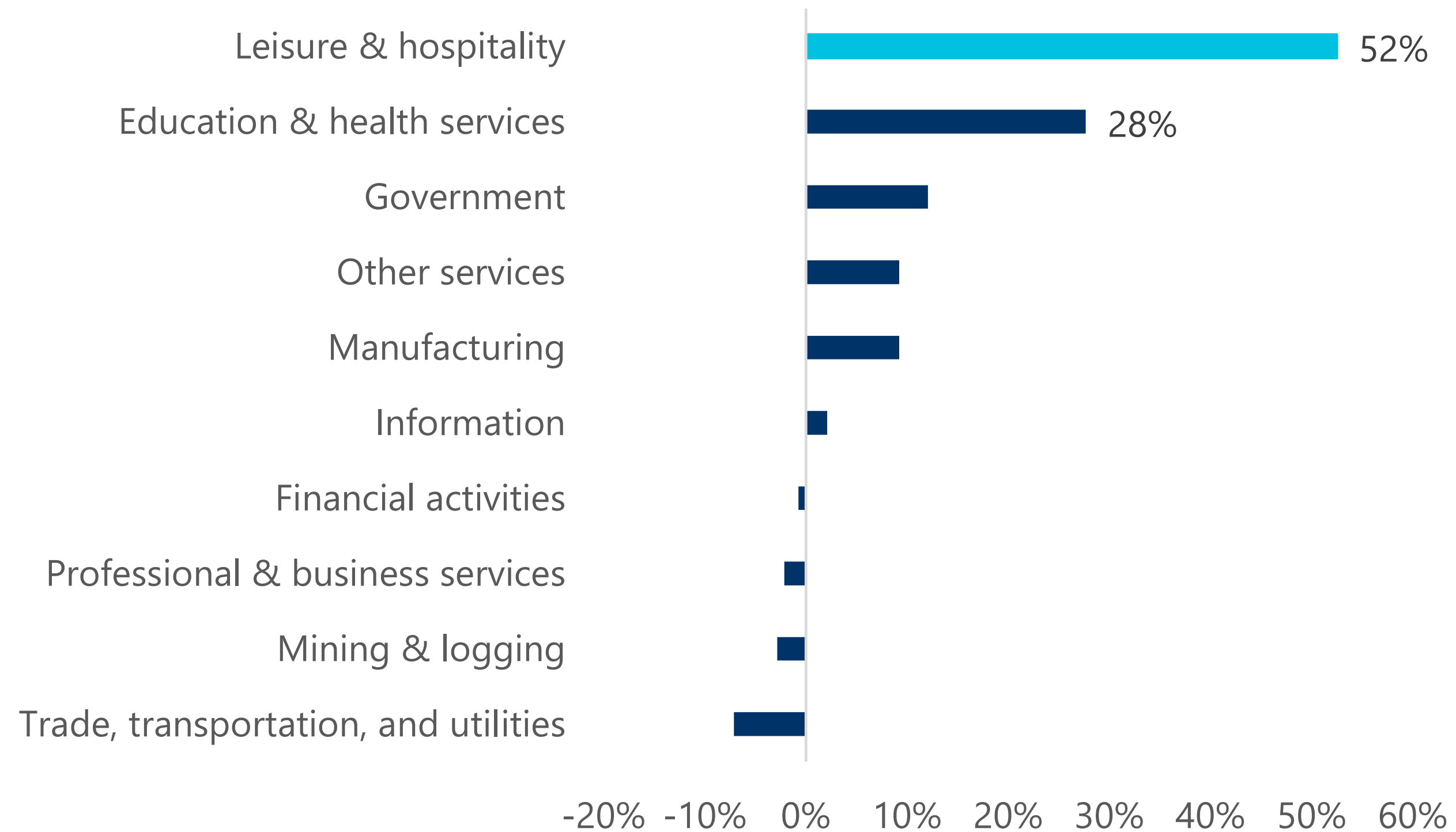


Source: BLS

Travel must be our focus for an economic recovery

Share of total Asheville MSA employment loss by industry

% of all jobs lost since February 2020



Source: BLS

Considerations for recovery

- 1 All indicators point to a strong leisure travel rebound**
This will drive a recovery in the labor market
- 2 Asheville's domestic market mix is encouraging**
High shares of leisure and drive visitors will boost the recovery
- 3 Group size and purpose favors Asheville**
Small and medium-sized events will recovery more quickly than larger events

**Will there be an enduring
legacy of this crisis?**

Gratitude.

THANK YOU!

Adam Sacks
President
Tourism Economics
adam@tourismeconomics.com



March 2021