



ABILENE CHAMBER

DAILY BUSINESS BRIEF

Skimming the daily updates for your business so you don't have to.

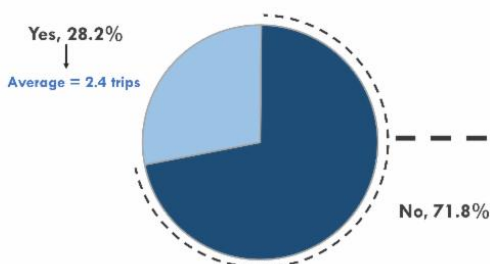
HOLIDAY TRAVEL EXPECTATIONS ARE TRACKING FAR BELOW LAST YEAR'S LEVELS

During and beyond the holidays, what might the upcoming ski/snowboard season look like for travel? Of ski/snowboard travelers who have a destination they regularly visit for overnight ski/snowboard trips, 68.3% say they are likely to return to this favored destination on an overnight trip this season. Nearly 30% of these travelers also say they are open to taking a trip to new ski/snowboard destinations, as well. January (32.0%) and February (28.0%) are the top months reported for upcoming ski/snowboard trips, although 20.7% are now reporting they will take such a trip in March (up from 15.2% who reported a March ski/snowboard trip back in August). There has also been modest growth in the percent who say their ski/snowboard trips will include air travel (51.5% from 48.4% in August).

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AMERICANS' TRAVEL PLANS FOR THE HOLIDAY SEASON AS OF OCTOBER 18TH

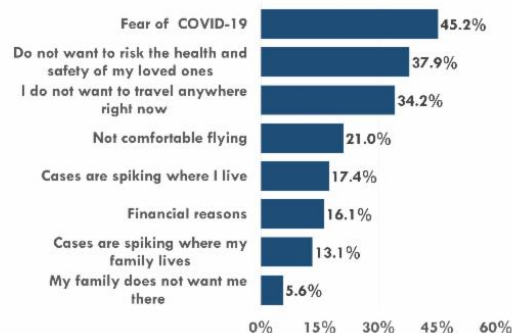
WILL TRAVEL FOR THE HOLIDAYS



QUESTION: DO YOU HAVE ANY TRAVEL PLANS (EVEN IF TENTATIVE) FOR THE HOLIDAY SEASON THIS YEAR?

(Base: Wave 32 data. All respondents, 1,204 completed surveys.)

REASONS FOR NOT TRAVELING THIS HOLIDAY SEASON



QUESTION: WHICH BEST DESCRIBES WHY YOU WON'T TRAVEL FOR THE HOLIDAY SEASON THIS YEAR? (SELECT ALL THAT APPLY)

(Base: Wave 32 data. Respondents not planning travel in holiday season, 911 completed surveys.)

Destination  Analysts
DO YOUR RESEARCH

TEXAS IS ON THE CUSP OF ANOTHER COVID-19 SURGE. IS THE STATE BETTER PREPARED TO HANDLE IT?

Cases of COVID-19 in parts of Texas surged to near catastrophic levels this summer as some hospitals were forced to put beds in hallways, intensive care units exceeded

capacity and health officials struggled to stem the tide of the virus.

After peaking in late July and August, cases fell and leveled off in September, and the state's seven-day positivity rate — or the proportion of positive tests — reached its lowest point since early June.

But health officials are now eyeing a worrying trend: New infections are rising again, and the number of patients hospitalized with COVID-19 is also ticking upward. The state reported 2,273 new cases Monday, and the seven-day average was up by 862 from the previous week. On Monday, at least 4,319 patients were hospitalized with COVID-19, far below the more than 10,000 in July, but that number has steadily risen during the last month

[Read more.](#)

TEXAS' TOP DOCTORS DISCUSS LESSONS LEARNED FROM 1ST COVID-19 WAVE AND HOW IT COULD HELP POSSIBLE 2ND SURGE

As hospitalizations slowly increase across the state, the people heading up the COVID-19 response in Texas are discussing what they've learned from the first wave of the virus while preparing for a second surge.

That includes checking stockpiles and keeping tabs on frontline workers.

"We learned to expect the unexpected," Department of State Health Services Dr. John Hellerstedt said Wednesday. "There are many things that we know now that we didn't know at the beginning of it."

Most recently, the state has surged resources to Amarillo, Lubbock and El Paso, the regions with the highest hospitalization rates in Texas right now.

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WHAT WE'RE READING

What's new in beef imports and exports?

How has the global pandemic impacted beef imports and exports in the United States? These headlines reveal quite a bit.

[Read more.](#)

Mexico, U.S. reach last-minute deal on water debt payment

Mexico agrees to transfer ownership of water stored at Amistad, Falcon dam reservoirs prior to Oct. 24 deadline

[Read more.](#)

You don't want to miss these upcoming event for your business.

OCT 27 FACEBOOK'S HOLIDAY BOOST Get ready for the holiday shopping season as **Facebook** shows how businesses can strengthen and manage their online presence, build exciting content and increase sales. **[Register here.](#)**

OCT 28: KOPRINCE LAW—5 THINGS YOU SHOULD KNOW: FEDERAL GOVERNMENT CONTRACTING Join Koprince Law and the Northwest Texas PTAC as Managing Partner, Matt Schoonover provides you with a general understanding of the advantages of being a small within the realm of Federal Government Contracting. You'll learn about set-aside contracts, sole source contracts, and goal setting requirements. **[Register here.](#)**

OCT 28: BUSINESS STRATEGIES FOR AN EVOLVING FUTURE: OPTIMIZING ONLINE MARKETING & SELLING Join us as we bring together a panel of experts, including executives from Amazon, Facebook and Instagram, to share their expertise and answer your questions in a one-hour webinar, including a live Q&A session. The event will provide information and advice on enhancing online presence and communications, adding ecommerce to a business model, where to get free help and advice when starting, and registering for tax payments. **[Register here.](#)**



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