



**Chicago is the latest American city to announce a full reopening, removing restrictions that have hampered both travel and business.**

**Additionally, major events like Lollapalooza are returning to the city.**

## Mask requirements now eased for Illinois. Travel demand returning



On May 18th, Chicago updated the city's mask guidance, following the state of Illinois: individuals who are two weeks past their final vaccination - *around 38% of the population (as of 5/18)* - were allowed to go maskless in most settings; just in time for the Memorial Day weekend travel rush.\*

\*Source:

<https://www.chicagotribune.com/coronavirus/ct-chicago-mask-mandate-update-20210518-7p5jki4re5fgbc5nw4s4ro7vue-story.html>

# Chicago leadership has the city on a steady reopening strategy



## Key announcement dates:

- **April 19th:** Vaccine open for all aged 16+
- **May 18th:** Mask mandate loosened
- **May 18th:** Lollapalooza confirmed
- **June 4th:** Chicago announces full reopening, ahead of schedule
- **June 11th:** Phase 5 - all businesses open



\*Source:

<https://www.chicago.gov/city/en/sites/covid-19/home/reopening-chicago.html>

# Spotlight: Chicago



## Hotel Search Evolution Index



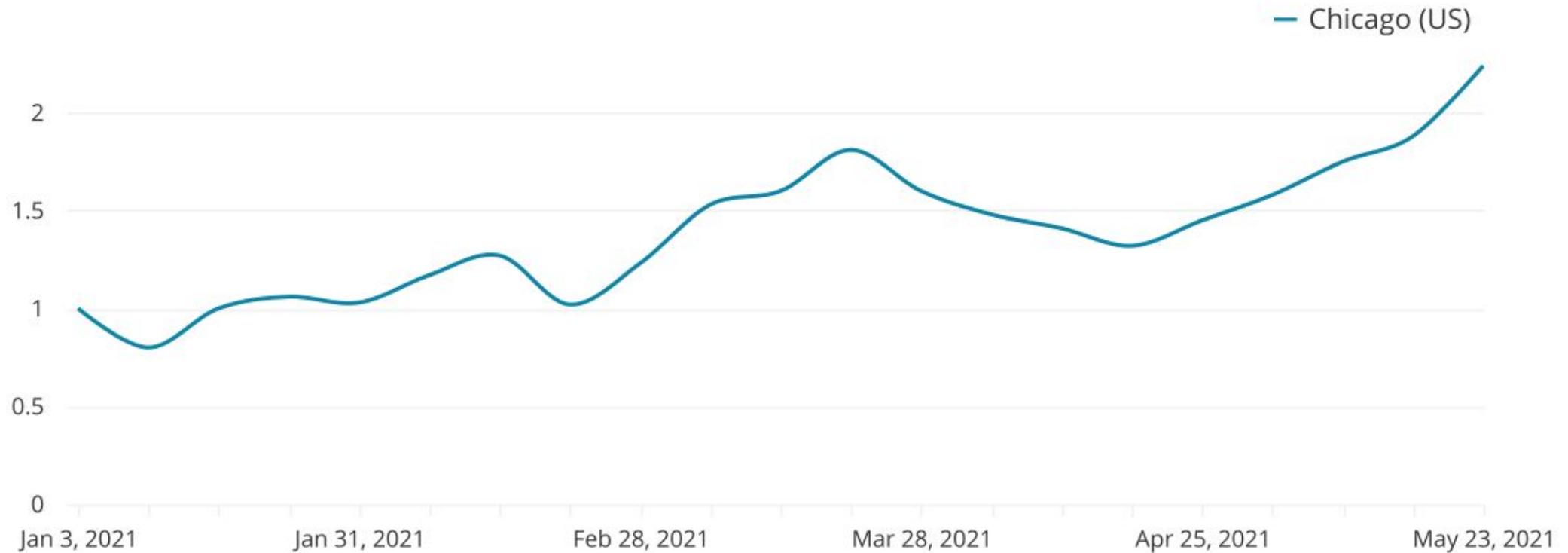
**Chicago opened vaccination to all those over 16 years of age on April 19th. Since then, travel demand has steadily increased week over week.**

\*Source:  
<https://www.chicago.gov/city/en/sites/covid-19-vaccine/home/blog/chicago-enters-phase-2-april-19th.html>

# Spotlight: Chicago



## Hotel Search Evolution Index

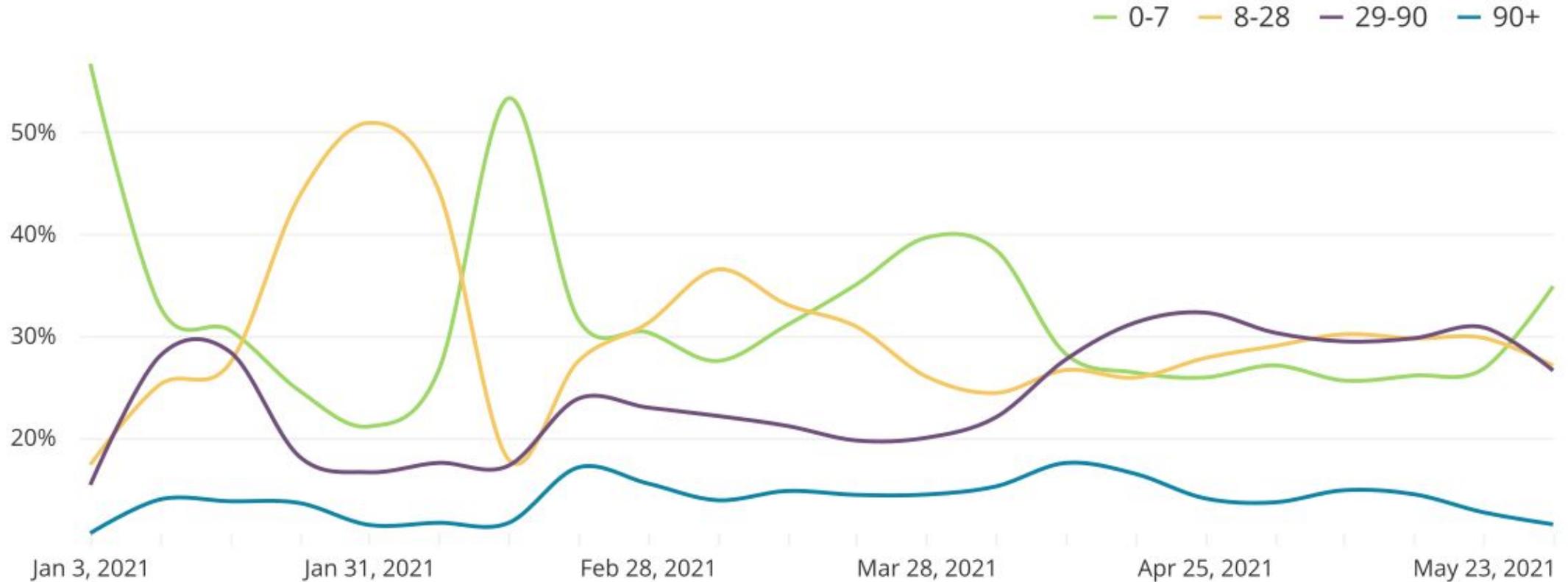


**After easing mask mandates on May 18th, Chicago hotel searches have steadily increased every week. A spike in searches since this date is clearly seen; overall, and has increased over 120% increase since the start of the year.**

# Spotlight: Chicago



## Hotel Search Lead Time Evolution



**Distribution for Hotel search Lead times, primarily made up of drive-in guests has been fairly equitable for dates under 90 days. However, we are now seeing travel for Lead time 0-7 spiking significantly.**



## The return of Lollapalooza

Chicago's world famous music festival was officially confirmed for 2021 and lineups revealed.

The windy city plans to be fully open for travel by July 4th.\*\*

Mayor Lori Lightfoot posted to Twitter:

*It's happening. @Lollapalooza returns.*

*Get vaxxed. #OpenChicago*

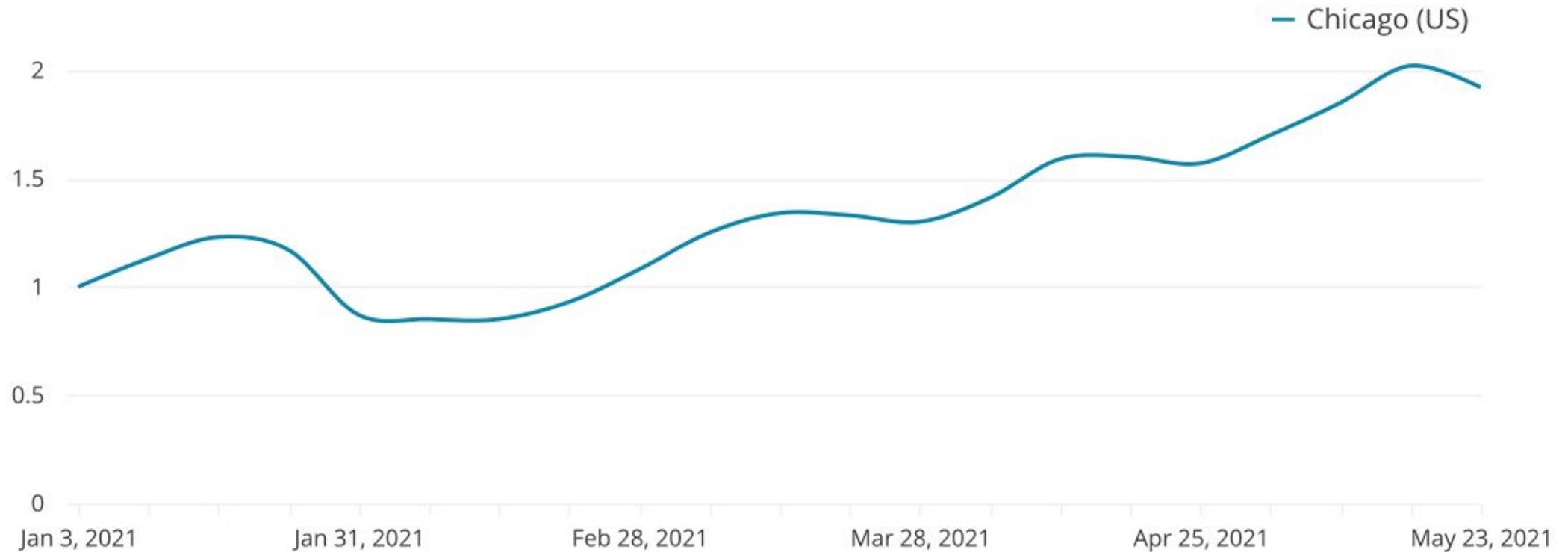
\*Source:

\*\*<https://www.chicagotribune.com/entertainment/loollapalooza/ct-ent-loollapalooza-2021-official-20210518-7hyvcd6lybeyzhypi6lvmneyse-story.html>

# Spotlight: Chicago



## Flight Search Evolution Index

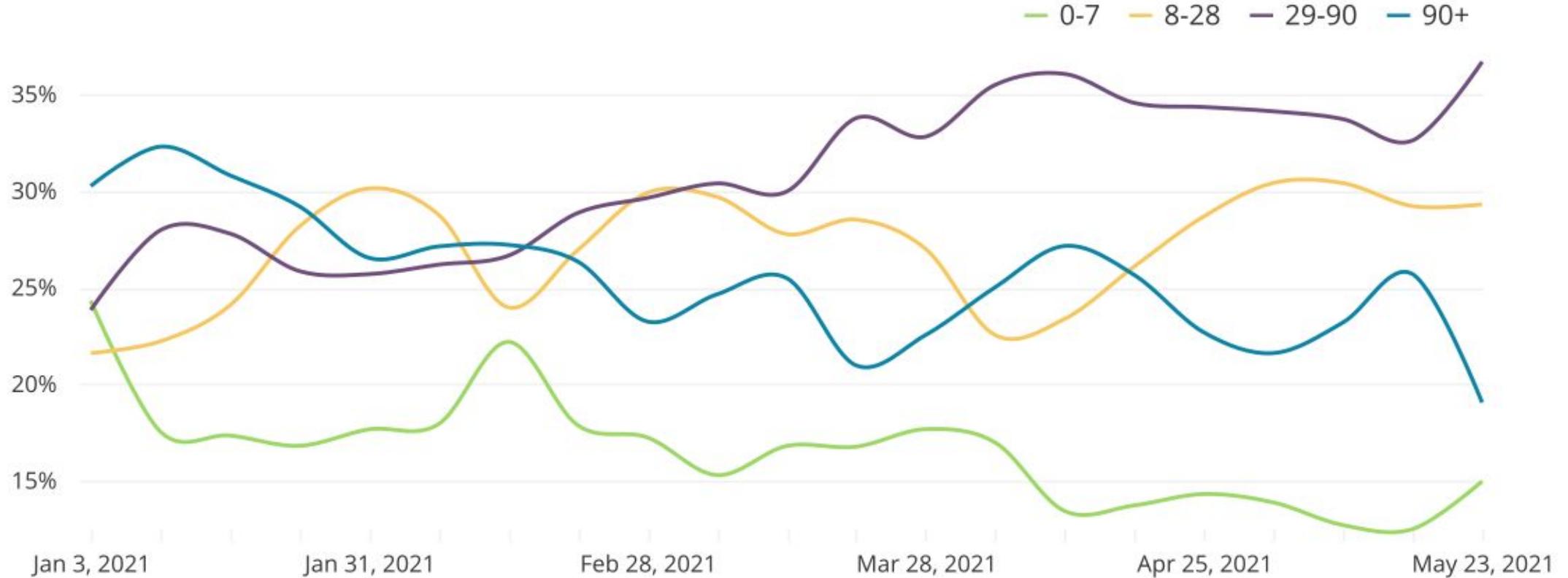


**Flight searches have also consistently been trending upward consistently throughout 2021 as well, surpassing a 100% increase since January 1st immediately following the mask announcement.**

# Spotlight: Chicago

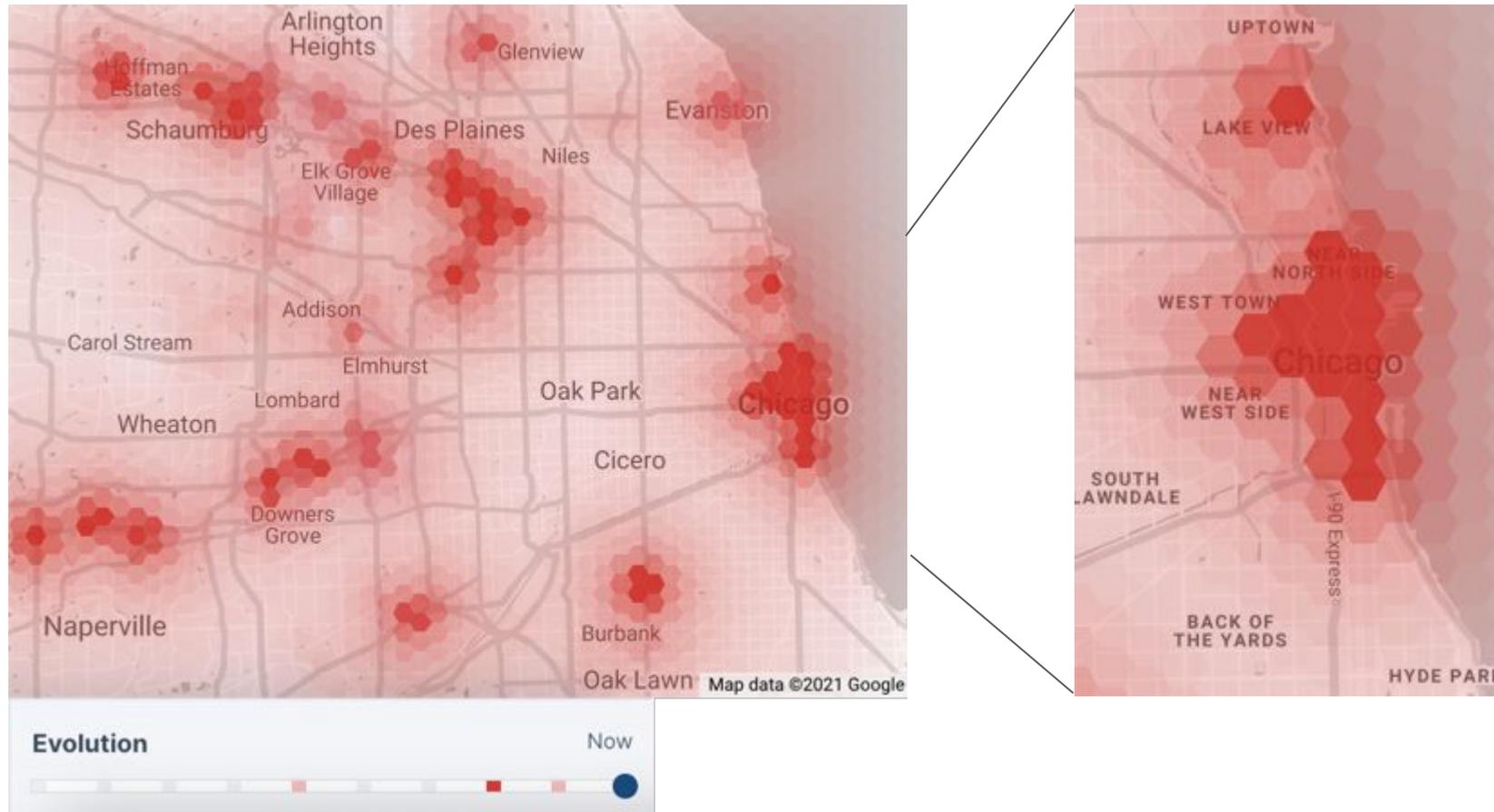


## Flight Search Lead Time Evolution



**Flight search lead times also display Chicago will be a hot destination. Lollapalooza dates and the much anticipated summer months (*Lead time 29-90*) have increased dramatically.**

# Spotlight: Chicago - Demand data



**Demand Evolution for Lollapalooza (*July 19th stay-date shown* reveals that that search traffic around Grant Park and the entire city has erupted.**

*\*Data pulled from Market Insight - as of 6/7*

# Are you ready to turn lookers into bookers?



Turn information into actionable data by accessing more **key metrics**, including:

- Search date breakdown
- Country feeder markets to your destination
- LOS for those feeder markets

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**[marketinsight@otainsight.com](mailto:marketinsight@otainsight.com)**



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