



**Winter Storm Uri and new governmental decisions are greatly deciding the current and future travel prospects for Texas.**

## Texas' occupancy reaches a 50-week high during Winter Storm Uri



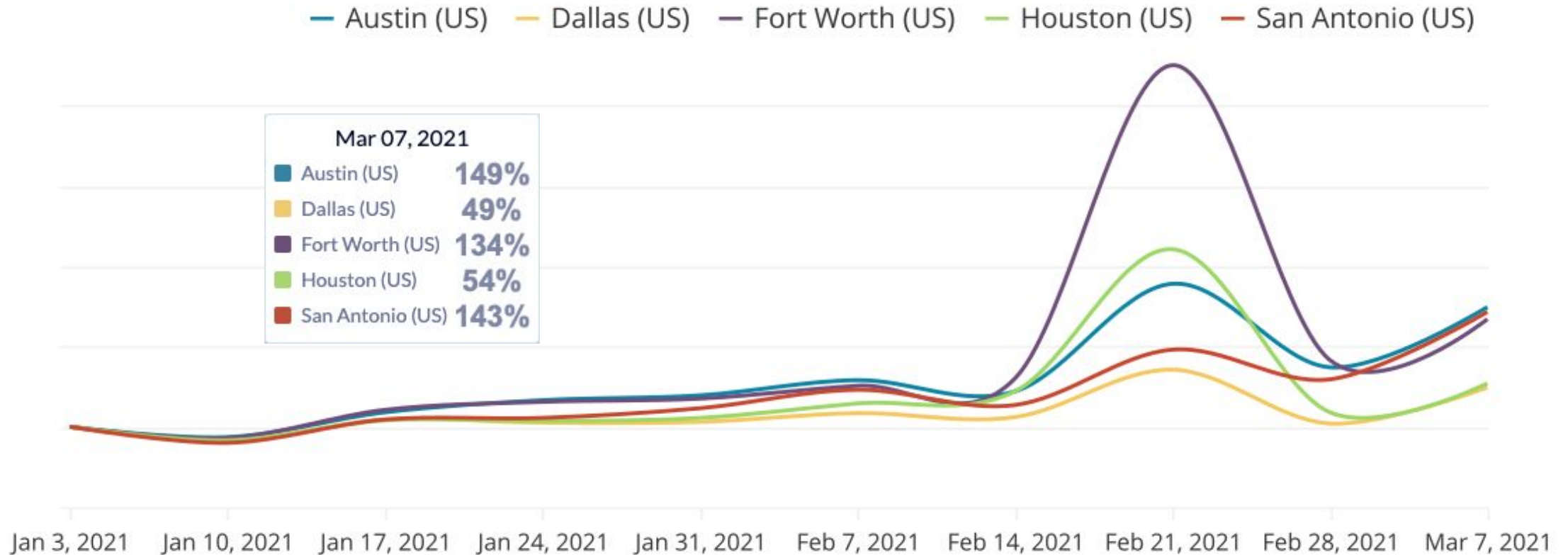
During the week of Feb. 14-20, Texas hotel occupancy reached 56.3%. Occupancy levels grew 9.4% over the previous week, the largest week-over-week occupancy increase for the state in the last year.\*

\*Source:  
<https://www.hotelmanagement.net/operate/str-freezing-weather-drives-texas-hotel-occupancy>

# Spotlight: Texas Destinations



## Hotel OTA & Meta Search Evolution Index

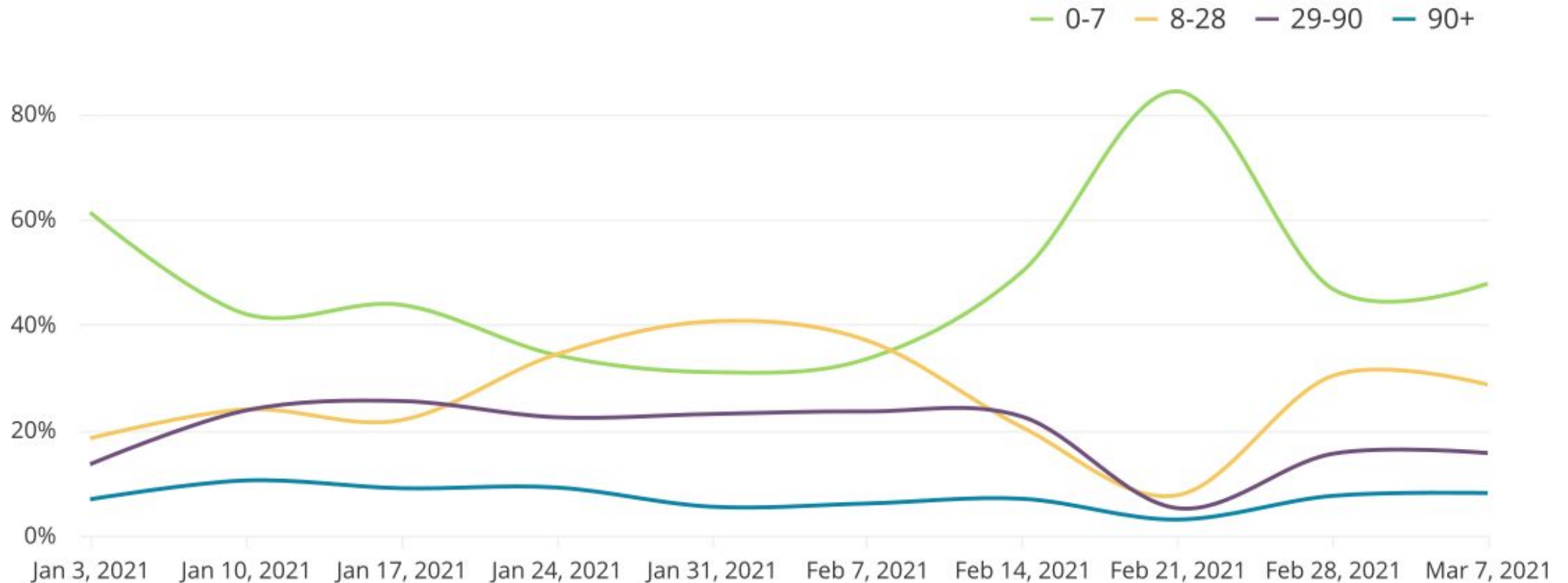


**Due to Winter Storm Uri, Texas saw an increase in hotel searches. In Fort Worth searches increased by 450% - followed by Houston with over a 200% increase WoW.**

# Spotlight: Fort Worth



## Hotel OTA & Meta Search Lead Time Evolution

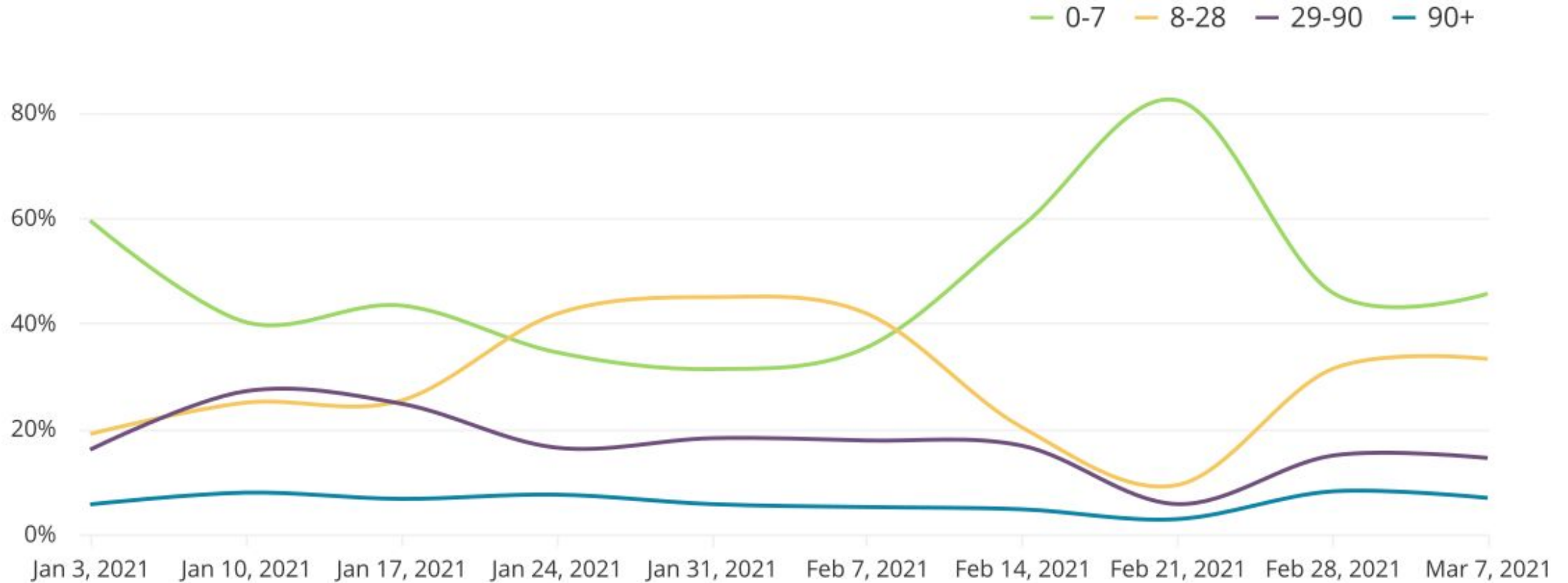


**Hoteliers also experienced shortened booking windows. As of February 21st , 84% of hotel searches in Fort Worth were made between 0-7 day lead time.**

# Spotlight: Houston



## Hotel OTA & Meta Search Lead Time Evolution

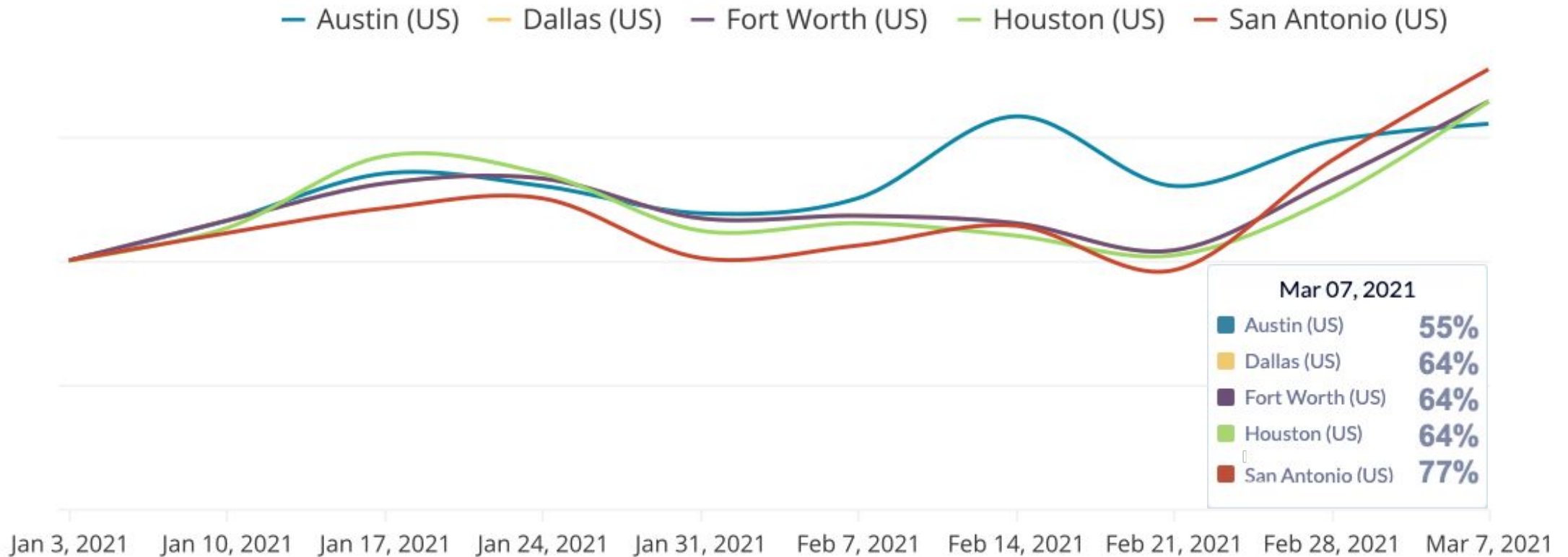


**Similarly, Houston saw a similar trend: 82% of hotel searches were made 0 to 7 days prior to check-in.**

# Spotlight: Texas Destinations



## Flight Search Evolution Index



**The announcement made on March 2nd by Gov. Greg Abbott stating Texas would end the mask mandate drove a 75% increase in flight searches to spring break destinations like San Antonio.**

## How will removing the mask mandate impact Texas travel?



**As of Wednesday, March 10th Texas ended the statewide mask mandate.\*\* No legal jurisdiction will be able to enforce the wearing of masks in public.**

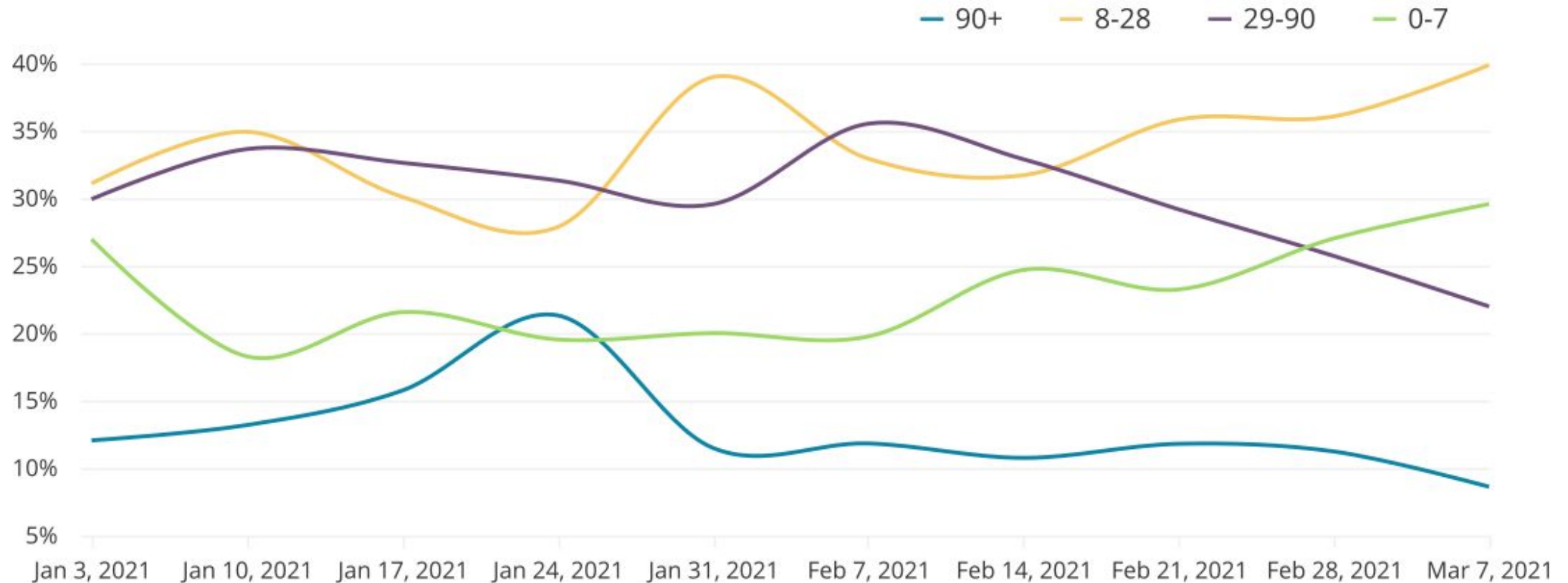
\*Source:

\*\*:<https://www.dallasnews.com/news/public-health/2021/03/02/heres-what-you-need-to-know-about-gov-greg-abbotts-order-to-reopen-texas/>

# Spotlight: San Antonio



## Flight Search Lead Time Evolution



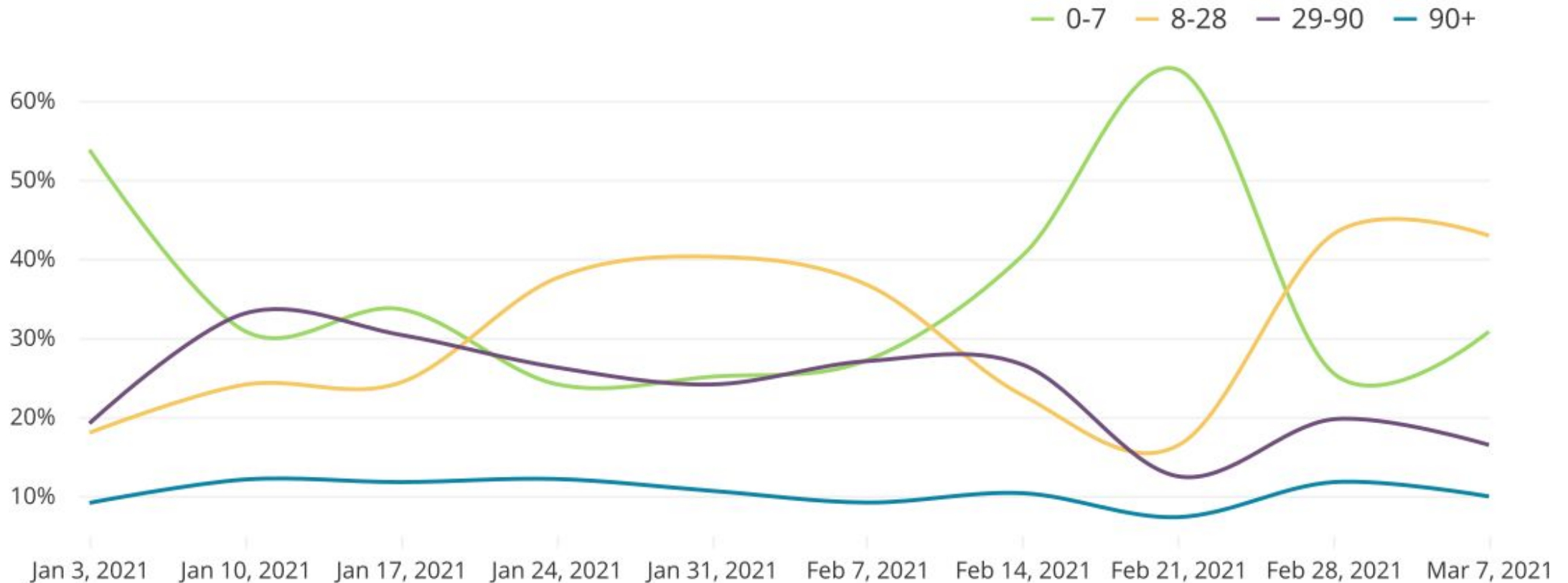
**With the increase in hotel searches for San Antonio, a majority of travelers are looking to fly within 8 to 28 day booking window. Encouraging signs to see as we head into spring.**



# Spotlight: San Antonio



## Hotel OTA & Meta Search Lead Time Evolution



**As we move past Winter Storm Uri, we can see a dip in 0-7 lead time. However, we begin to see a pickup as we approach Spring Break (for both 0-7 and 8-28 lead time).**

# Spotlight: Austin



## Demand Levels - May

### Market demand pattern



In line with flight search lead time, we can see demand levels steadily increase for a selected hotel in May - indicating travelers are looking to get an early kick off to summer as they head into Memorial Day weekend. *Note: demand is calculated per hotel.*

# 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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