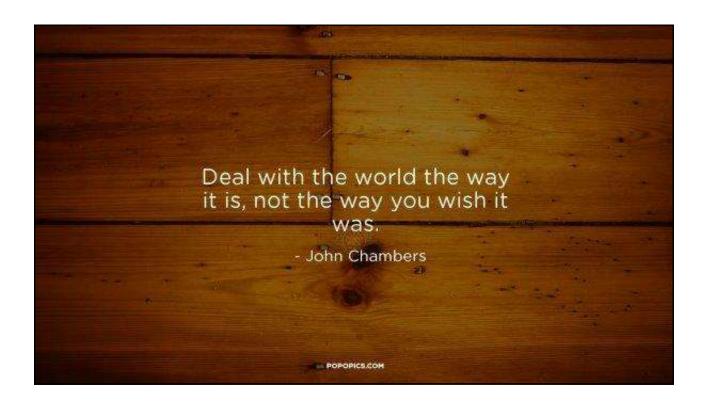


Affective Forecasting

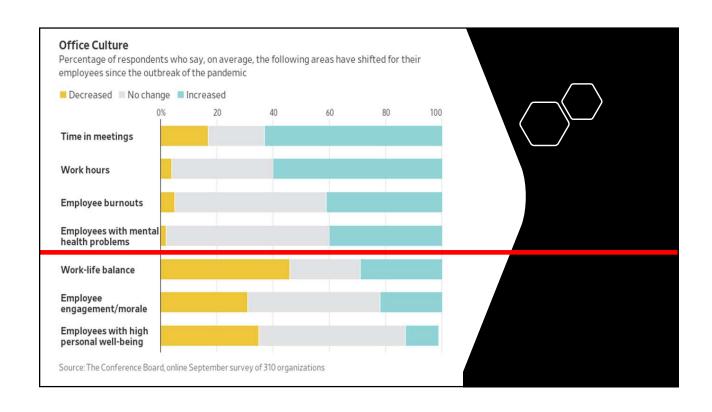
Affective forecasting: predicting how much a life event is likely to impact you

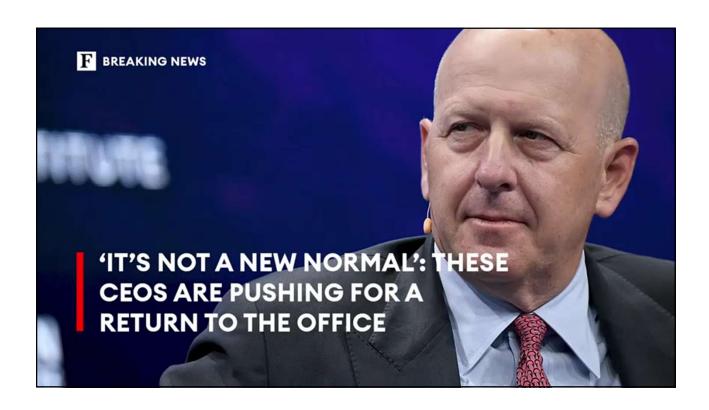
People think that really good events are going to make them happy and keep them happy for a very long time and that really bad events are going to crush them for the unforeseeable future

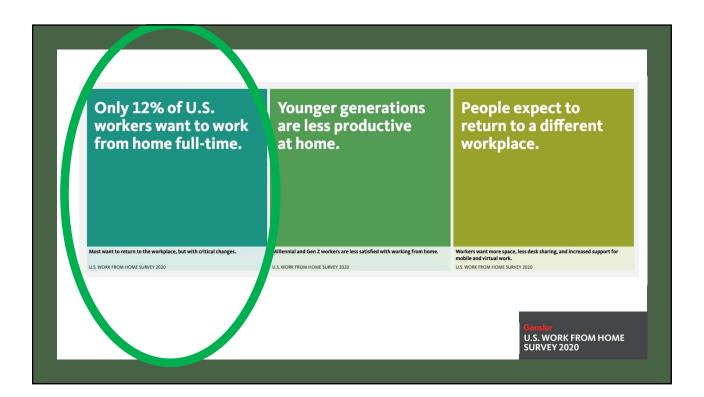


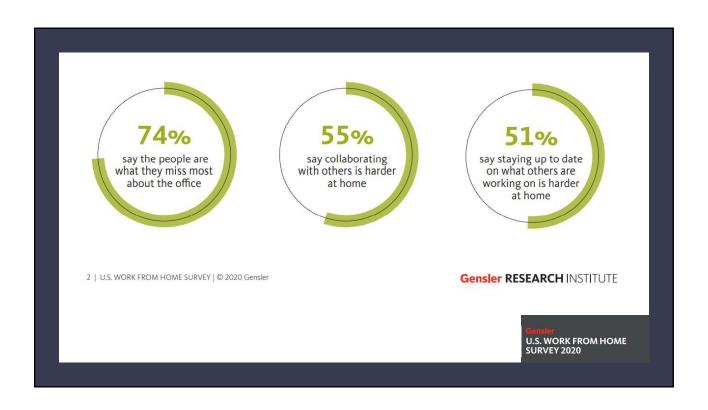






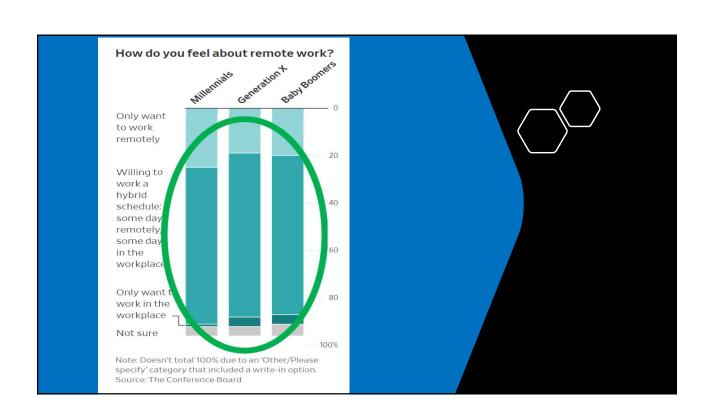




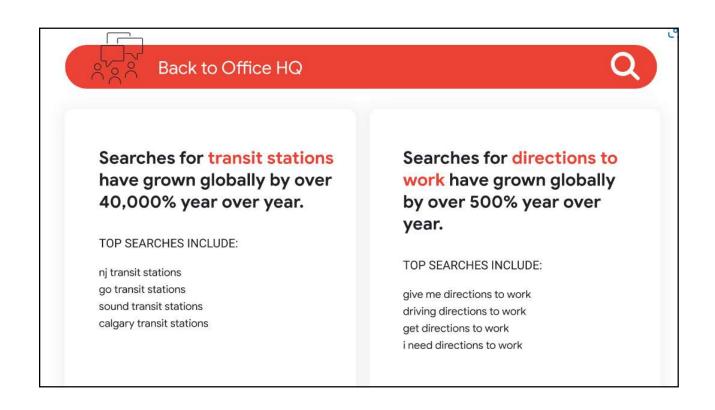


What do people miss from the office? Meeting and connecting with colleagues face-to-face and access to the tools and spaces that support their work.

Gensler
U.S. WORK FROM HOME
SURVEY 2020



Indeed: Gen Z employee	s who've never worked in an in-
person office environme	ent full-time express concern
FEEL LIKE THEY ARE MISSING OUT ON TRADITIONAL WORKPLACE EXPERIENCES	2%
WORRY THAT THEY ARE AT A DISADVANTAGE WHEN IT COMES TO LEARNING PROFESSIONAL "SOFT SKILLS"	5%
CHART: SHERYL ESTRADA • SOURCE: INDEED REPORT	FORTUNE



TECH

Google CEO tells employees productivity and focus must improve, launches 'Simplicity Sprint' to gather employee feedback on efficiency

PUBLISHED SUN, JUL 31 2022-11:10 AM EDT | UPDATED MON, AUG 1 2022-4:13 PM EDT



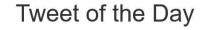
How do we increase the productivity of our employees at salesforce? New employees (hired during the pandemic in 2021 & 2022) are especially facing much lower productivity. Is this a reflection of our office policy? Are we not building tribal knowledge with new employees without an office culture?

Are our managers not directly addressing productivity with their teams? Are we not investing enough time into our new employees? Do managers focus enough time and energy on onboarding new employees & achieving productivity? is coming as a new employee to salesforce too overwhelming? Asking for a friend. (Im leaving this open ended to get the broadest level of response.)





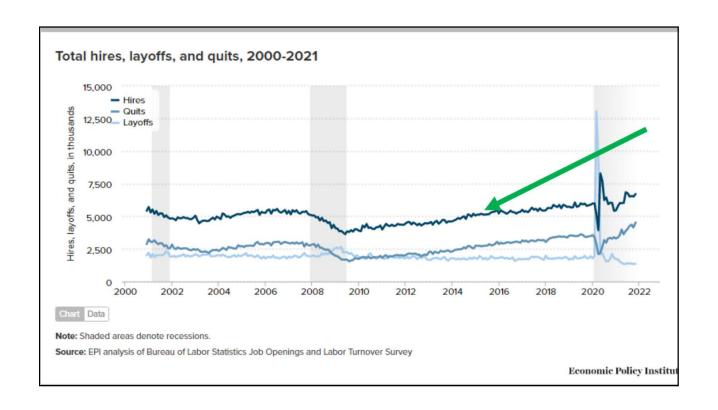


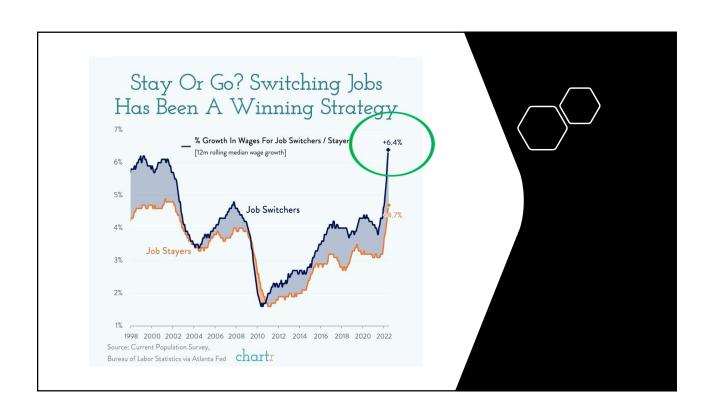


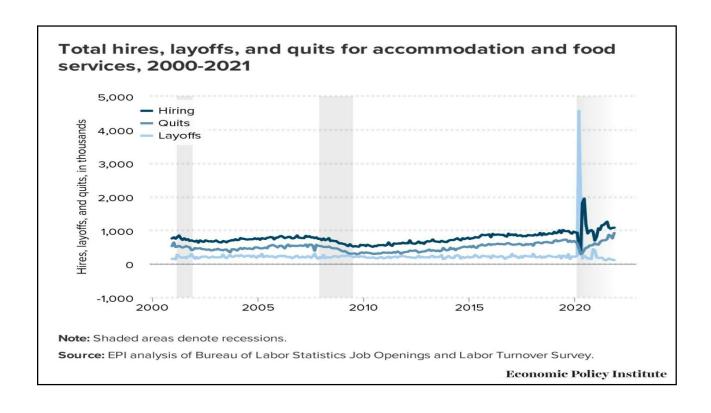


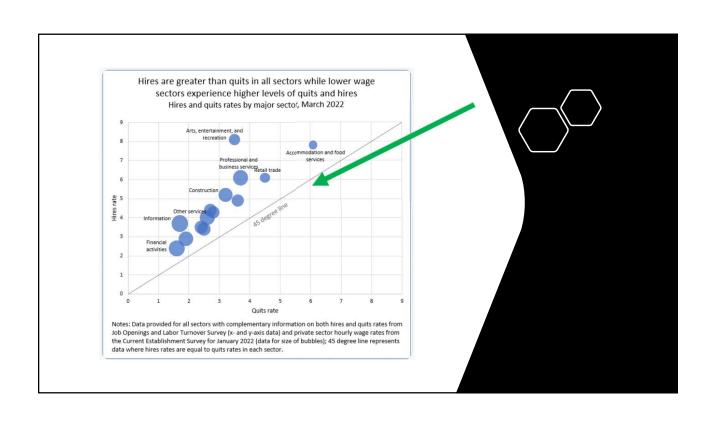
Guy Berger @EconBerger

Big problem with the very popular "Great Resignation" term: it's misleading a lot of people about what is actually happening in the US. Quits are definitely extremely elevated, but so are hires. Folks aren't resigning from the workforce, they're resigning to take better jobs!

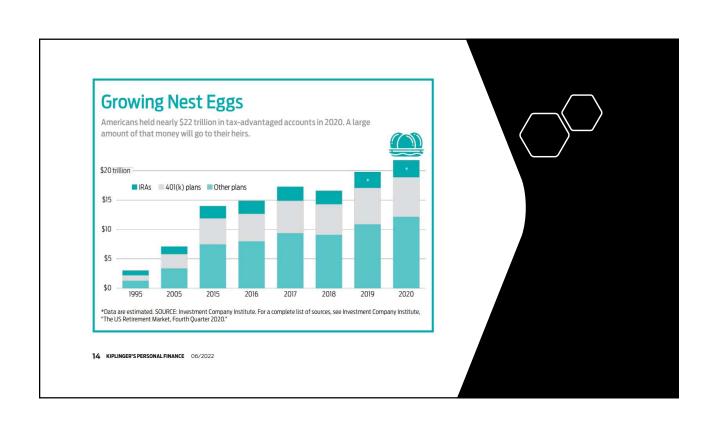




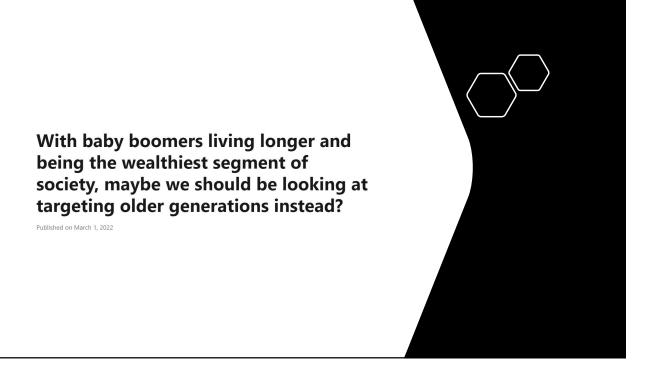


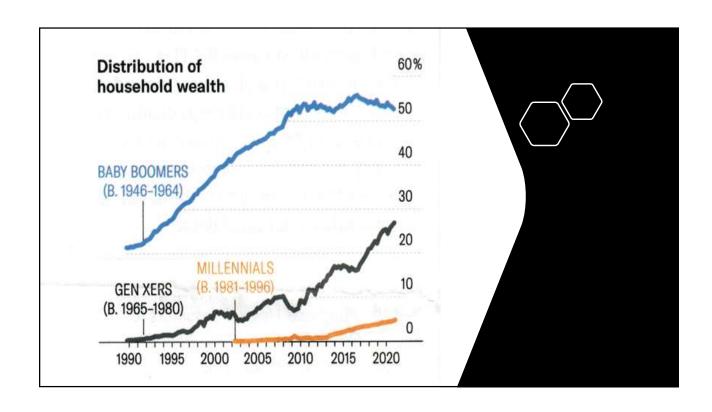


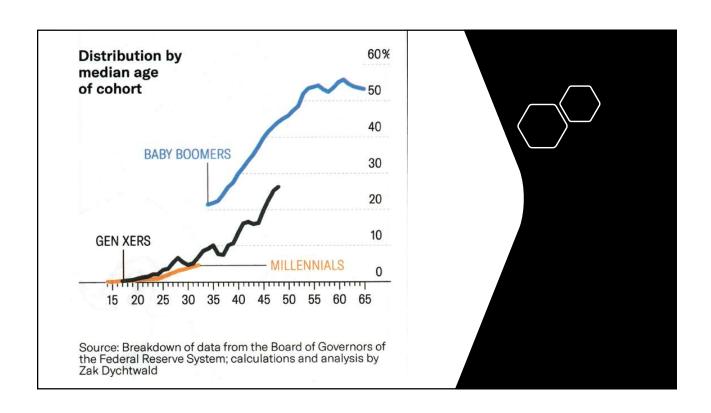








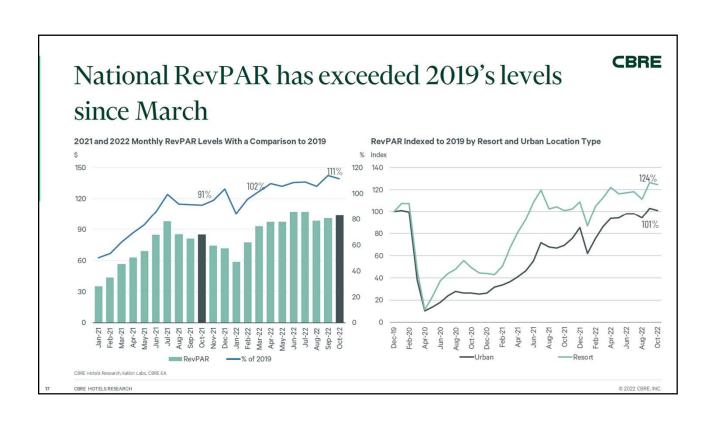


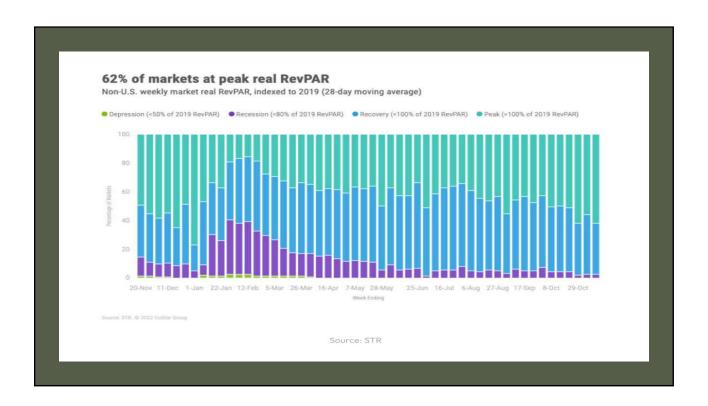


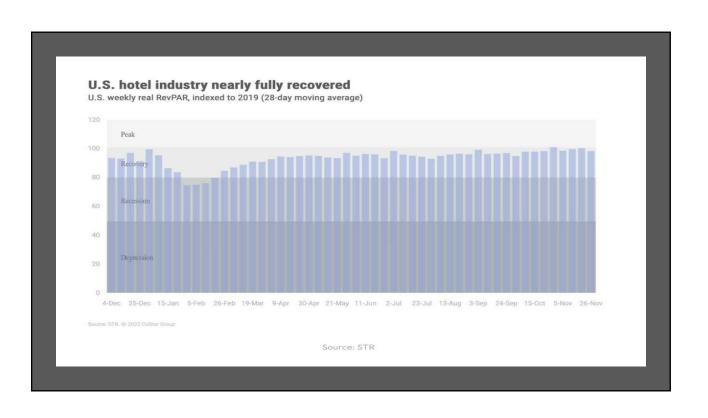




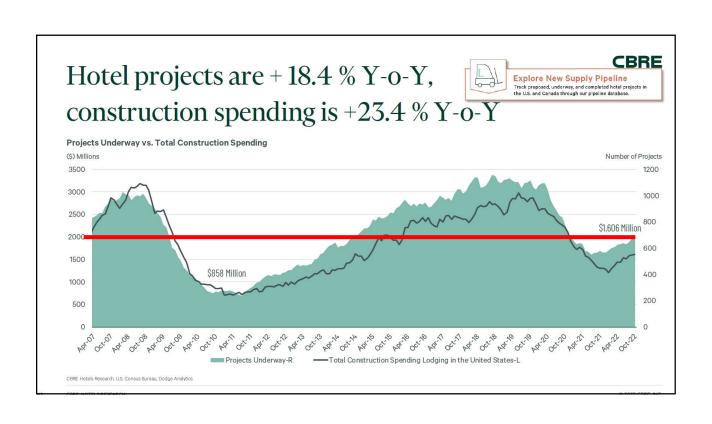


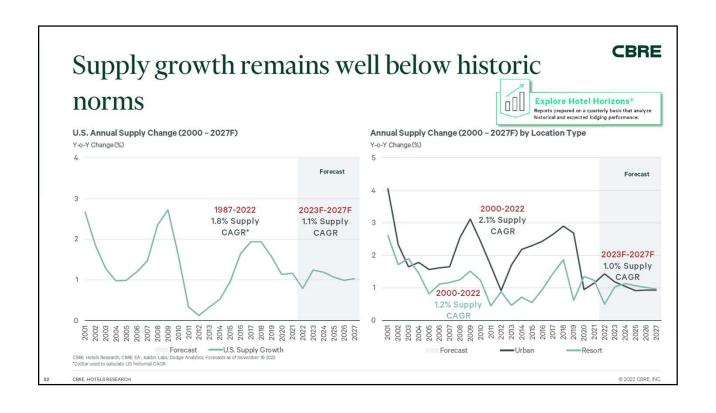


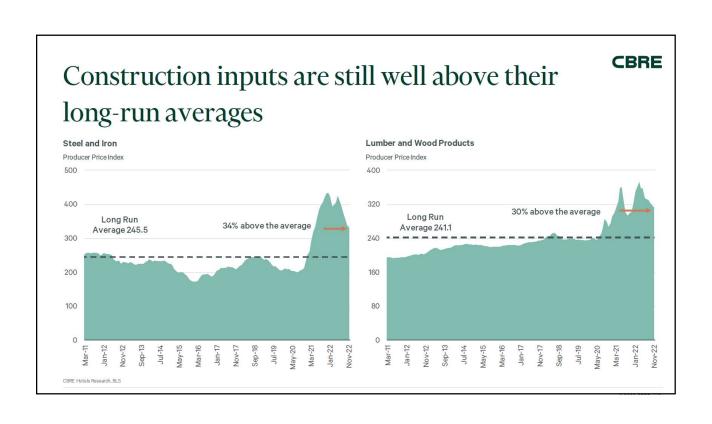












After a solid 2021, the U.S. is forecasted for further growth over the next two years.



U.S. KPIs (standard methodology)

February Forecast

Metric	2021 Actual	2022 Forecast	2023 Forecast	2024 Forecast
Occupancy	57.6%	63.8%	66.1%	66.8%
ADR	\$25	\$134	\$140	\$145
RevPAR	\$72	\$86	\$92	\$97
RevPAR Compared to 2019	-17%	-1%	+7%	+12%



Source: STR. 2022 © CoStar Group

Nominal RevPAR to surpass 2019 comparable this year

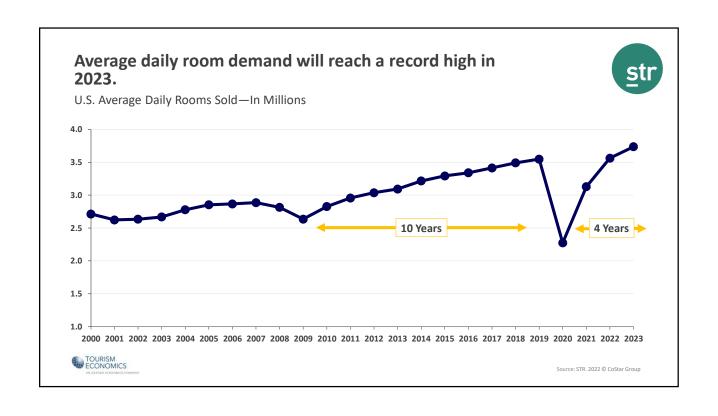
str

U.S. KPIs (standard methodology)

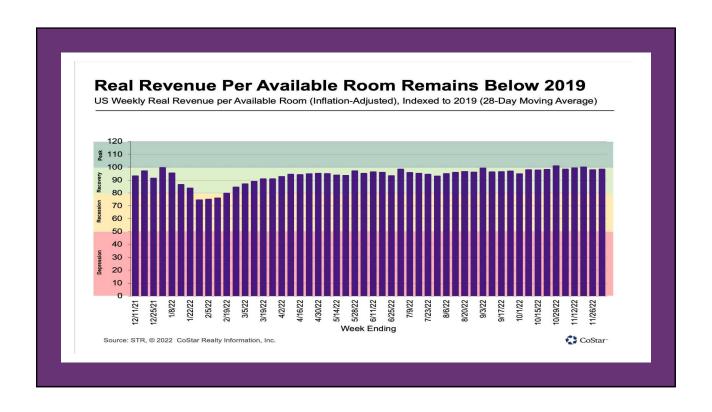
Metric	2021 Actual	2022 Forecast	2023 Forecast	2024 Forecast
Occupancy	57.6%	63.4%	65.1%	66.4%
ADR	\$125	\$145	\$150	\$155
RevPAR	\$72	\$92	\$98	\$103
RevPAR compared w/ 2019	-17%	+7%	+13%	+19%

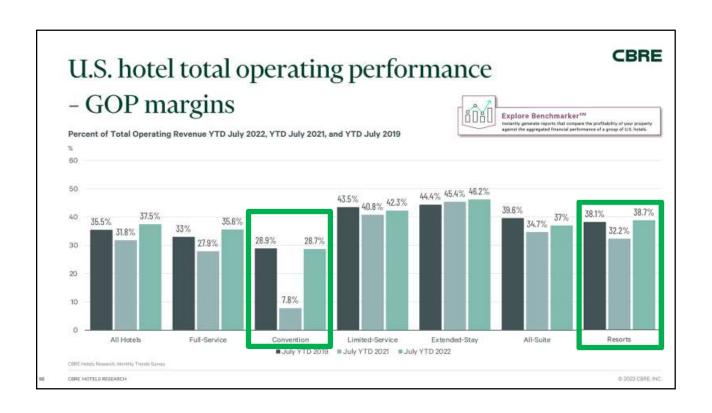
TOURISM ECONOMICS

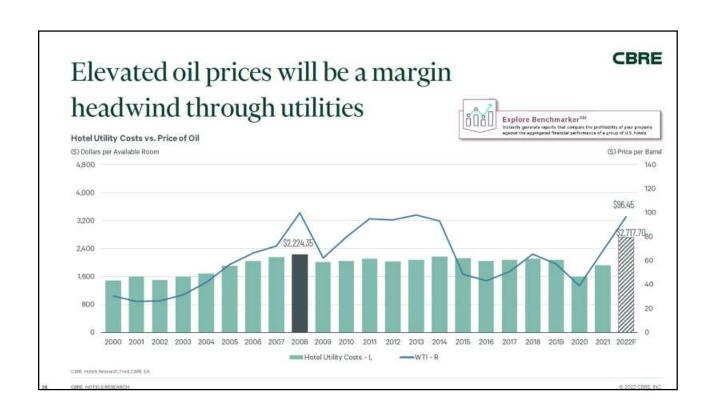
Source: STR. 7022 © CoStar Group

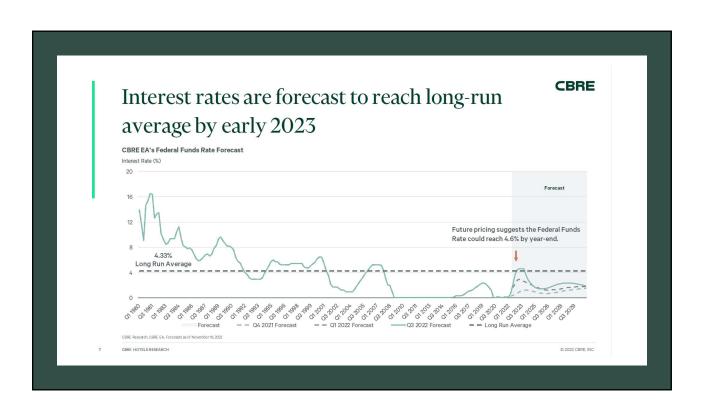




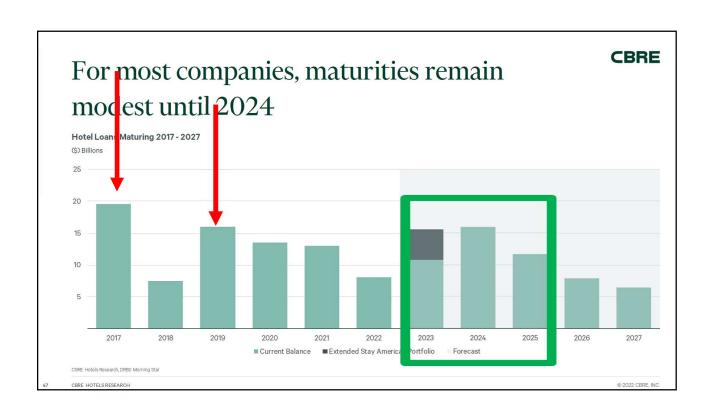




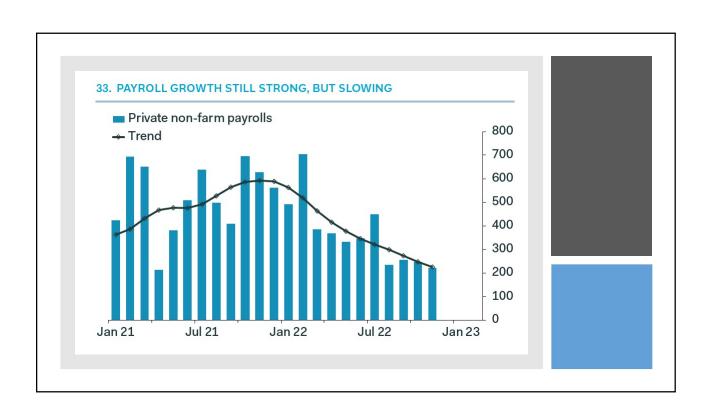


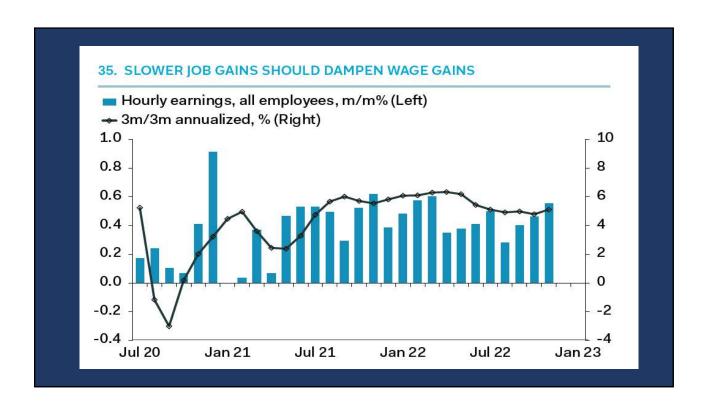




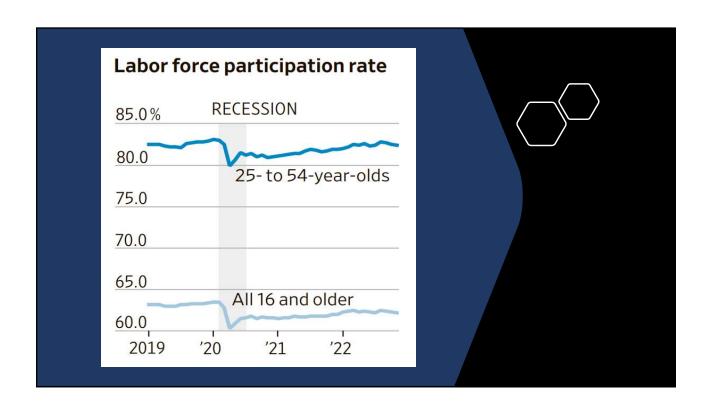


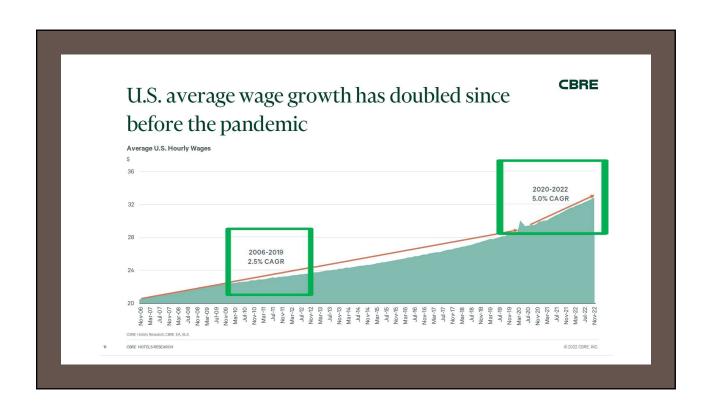




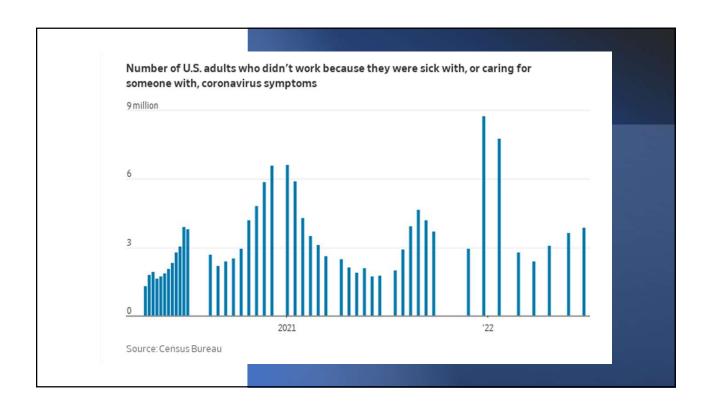




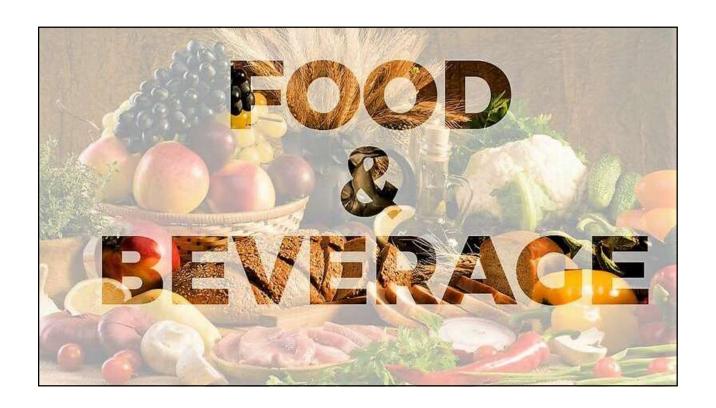


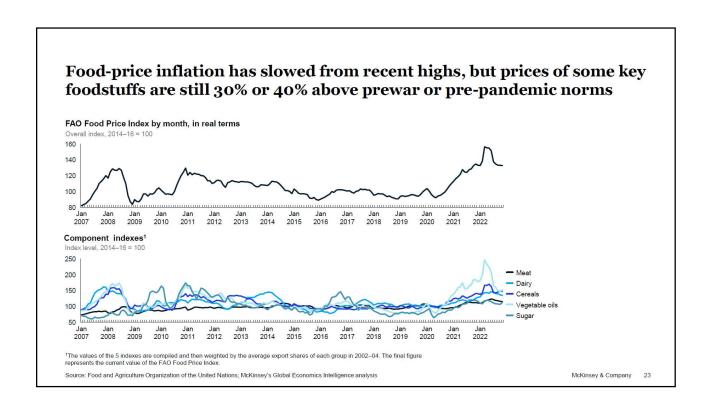


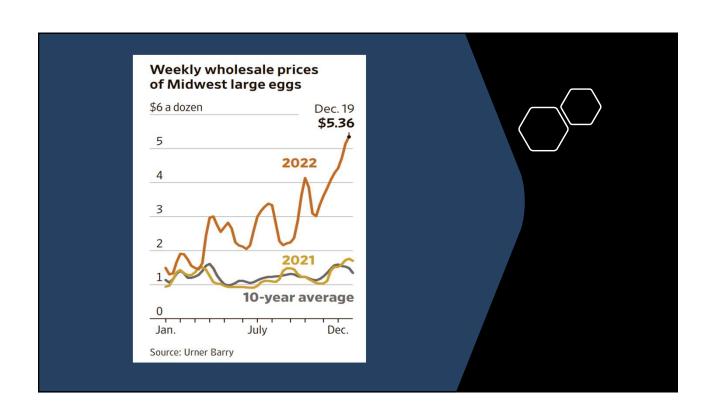




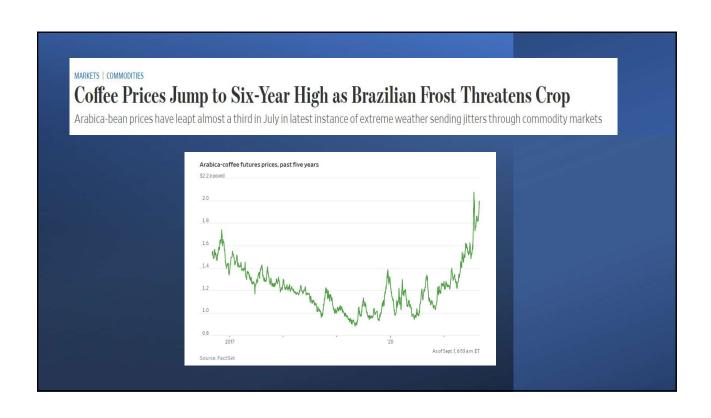


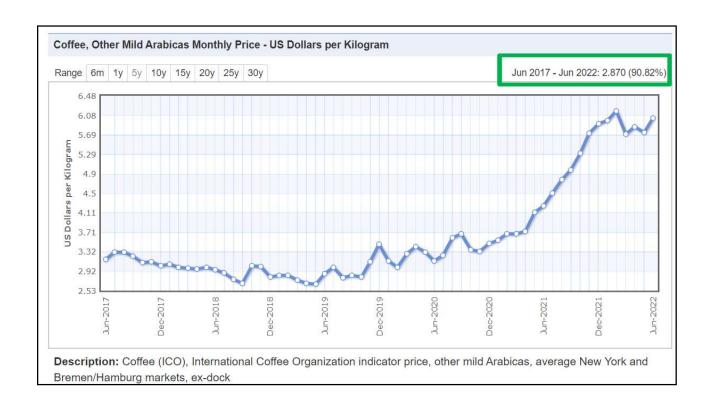






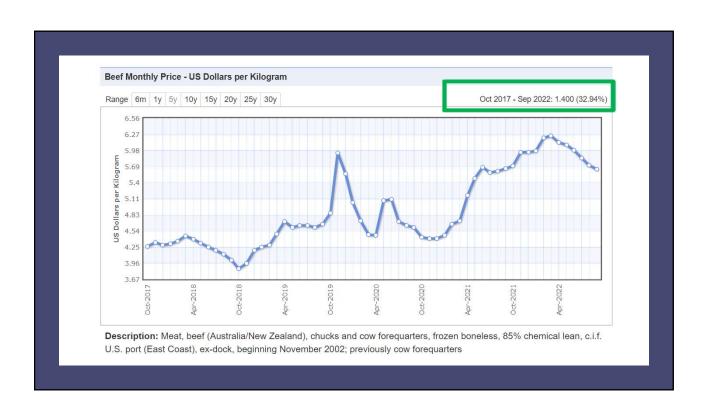


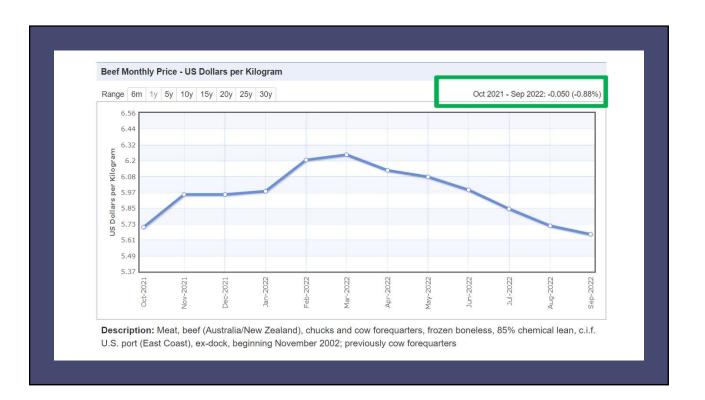


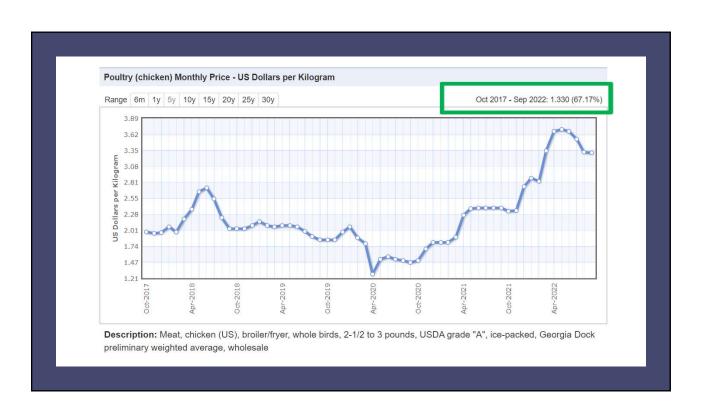


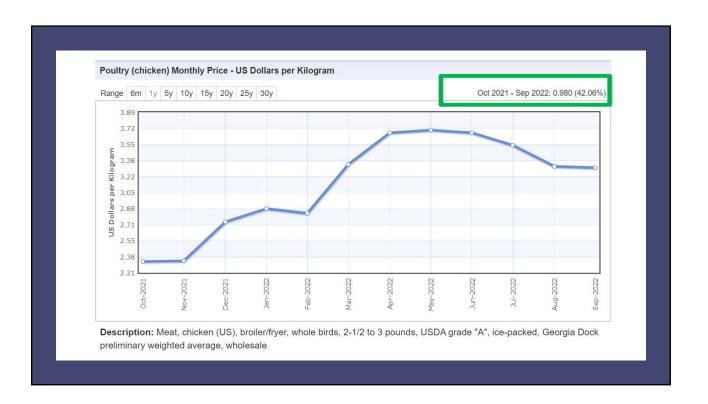




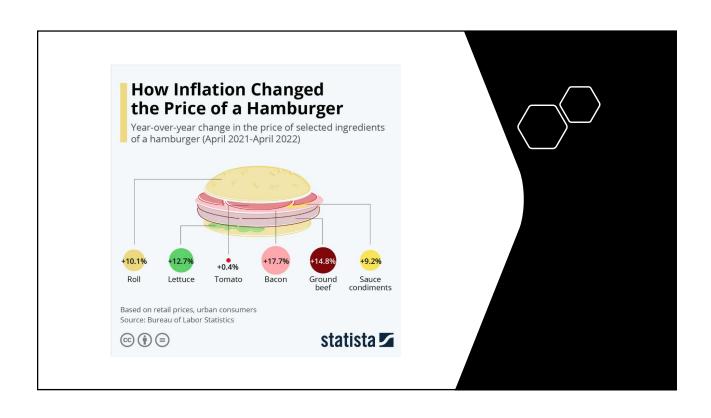


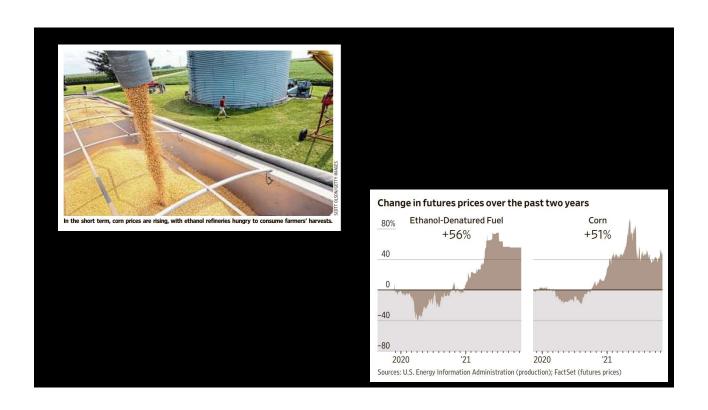














The National Spirit

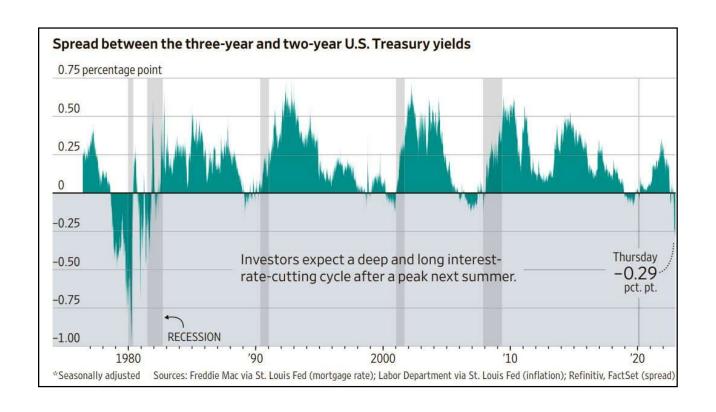
On May 4, 1964, Senate Concurrent Resolution 19 was adopted by the U.S. Congress, declaring bourbon "a distinctive product of the United States." This resolution has been mythologized into a declaration that bourbon was "America's Native Spirit." That would come later, but 1964 was an important step in that direction. It gave bourbon the same protected status as cognac and champagne enjoy in France or Scotch in Scotland: bourbon could be made in America, and only in America. If someone else made a whiskey and called it bourbon, the government would go to bat against them.

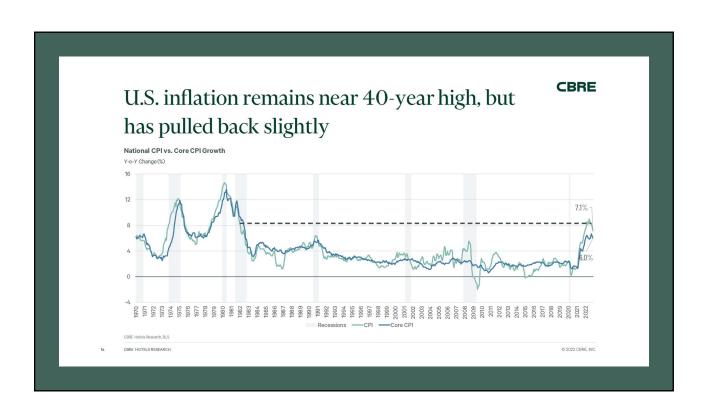


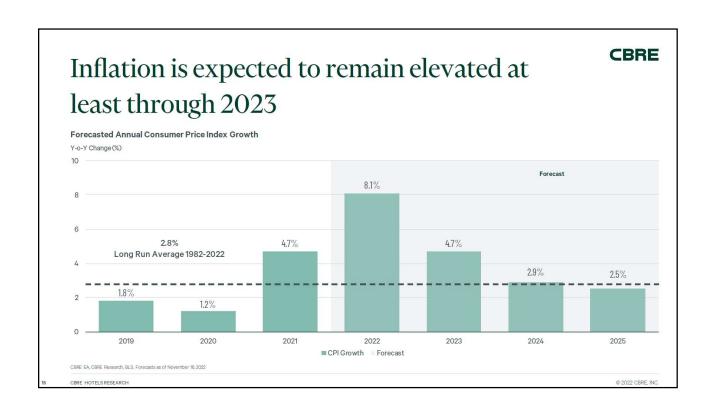


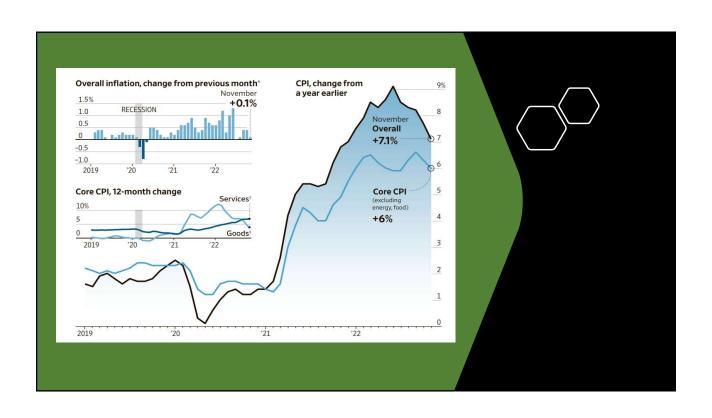


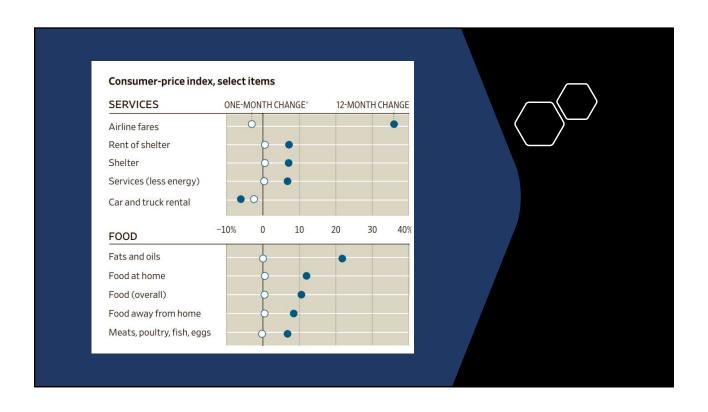


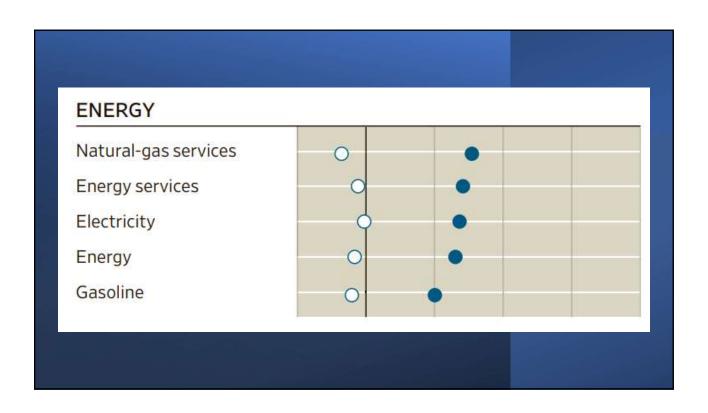




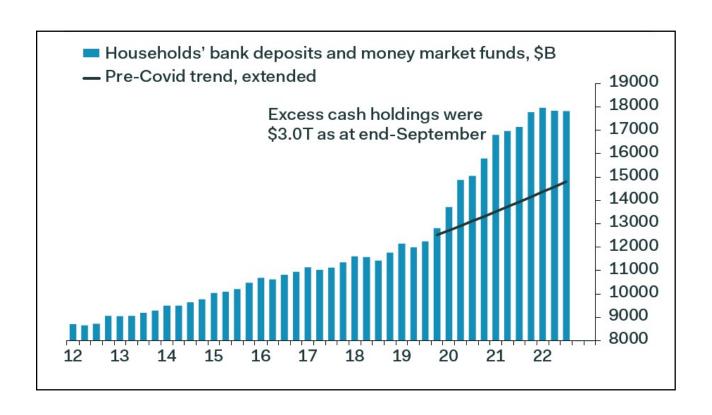


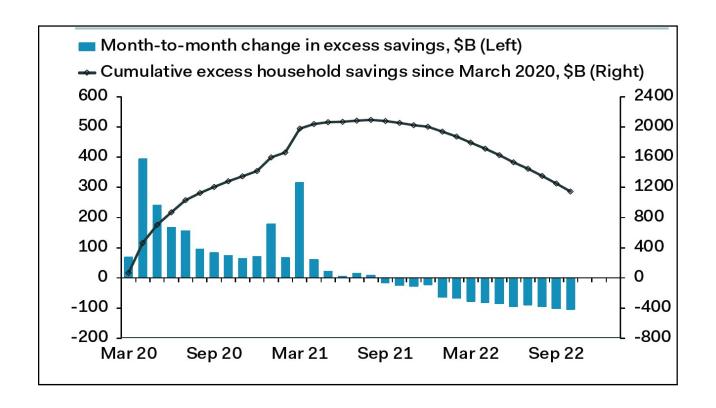


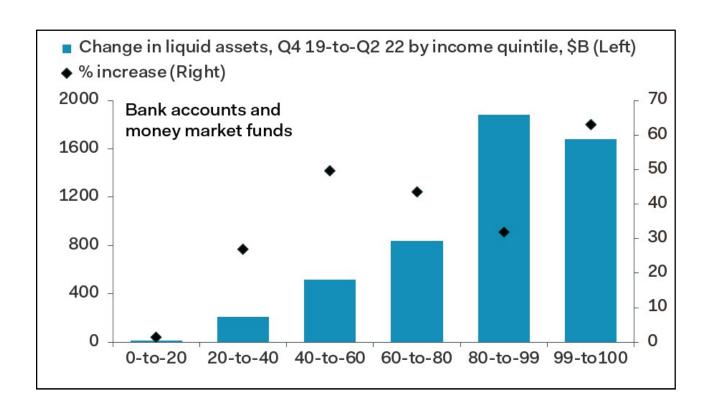


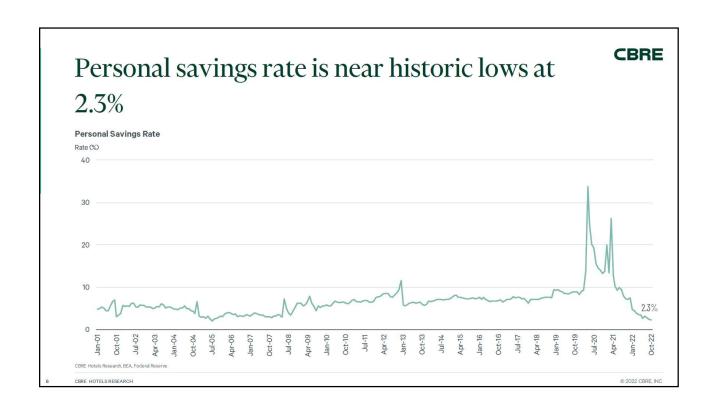


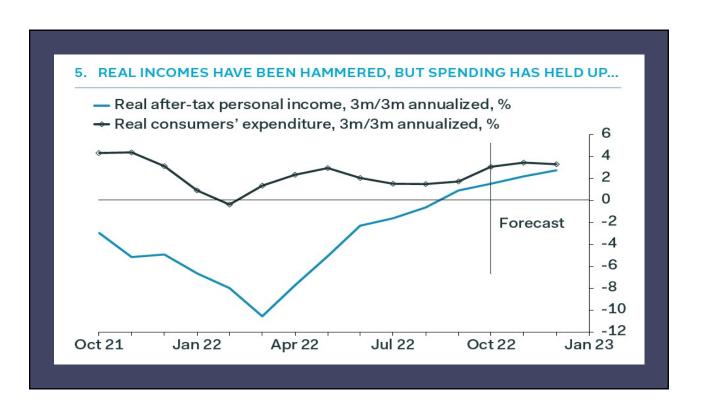














In November the US dollar reversed direction, depreciating against many currencies; the pound reached \$1.20 and the euro \$1.06

Relative change in curre	ncy value against previous month
USD as base	

		% change	Currency price		
	EUR	3.50%	1.06	(USD per EUR)	
	AUD	3.40%	0.67	(USD per AUD)	
	GBP	3.34%	1.20	(USD per GBP)	
	JPY	3.02%	132.4	(JPY per USD)	
	NEER	1.79%	136.2	(index)	
	INR	0.59%	82.9	(INR per USD)	
-	RUB	0.41%	68.3	(RUB per USD)	
	USD		Base currency	1	
	BRL		5.17	(BRL per USD)	
	RMB		6.98	(RMB per USD)	

Relative change in currency value against 2007 values USD as base

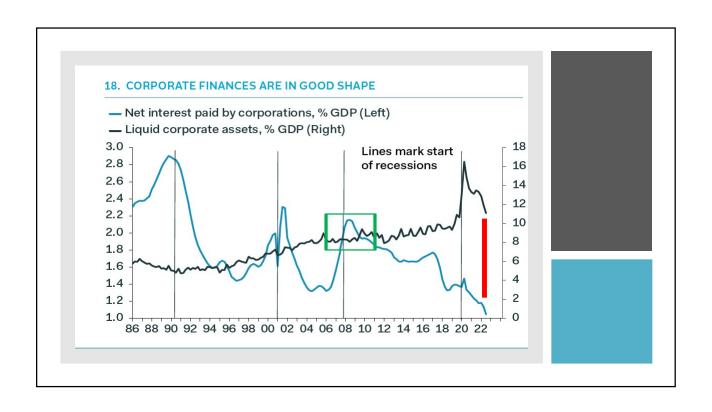
Currency ranking		% change	
0	USD NEER	33.30% 6.19%	
Outperforming	RMB		
	USD	Base currency	
	JPY	-17.63%	
	AUD	-21.58%	
	EUR	-25.82%	
Underperforming	GBP	-41.62%	
	INR	-49.76%	
	RUB	-57.99%	
	BRL	-63.23%	

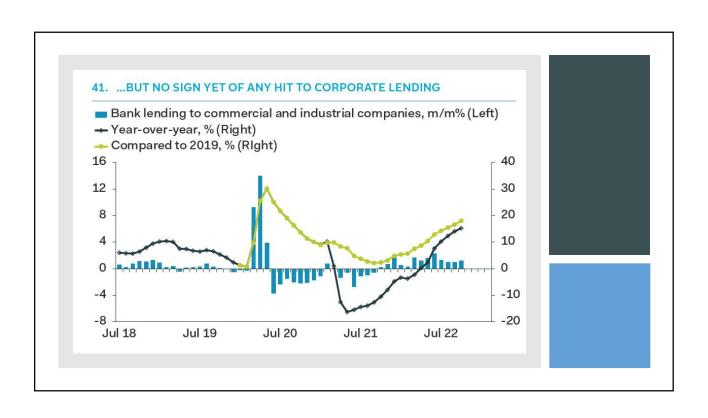
Note: Data updated to November 25, 2022, except USD NEER data, which are for October 2022.

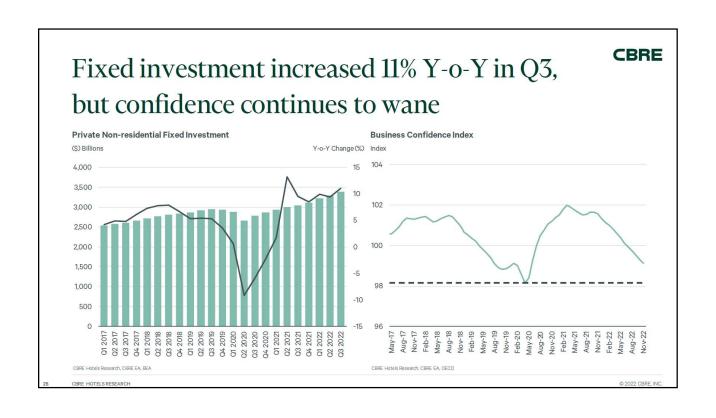
1Positive change indicates appreciation, and negative change depreciation of the currency against the US dollar.

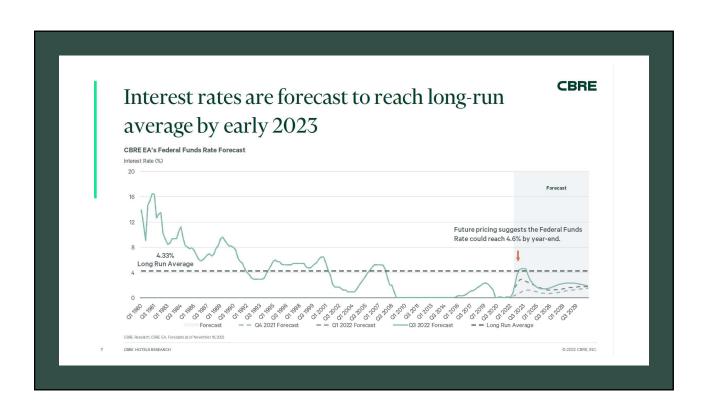
Source: BIS; Haver Analytics; McKinsey's Global Economics Intelligence analysis

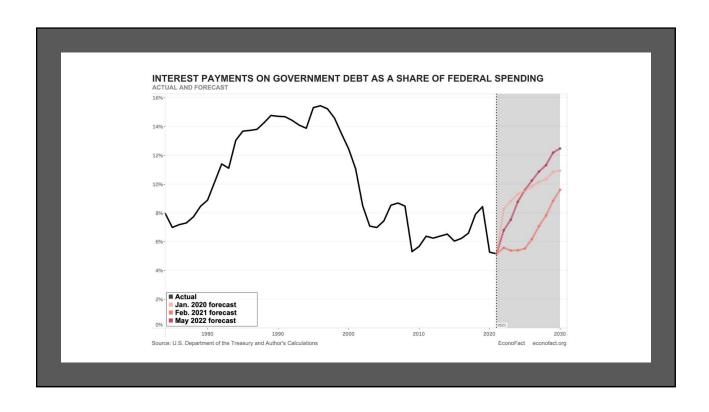
McKinsey & Company 25



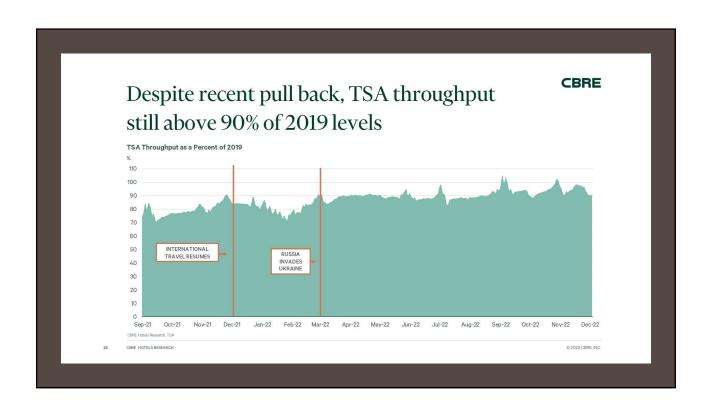


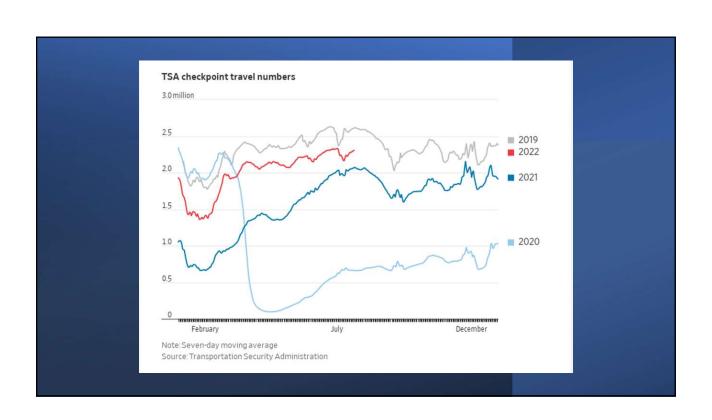


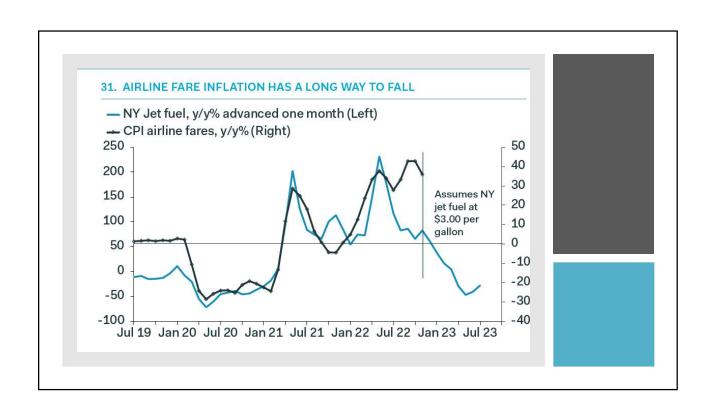




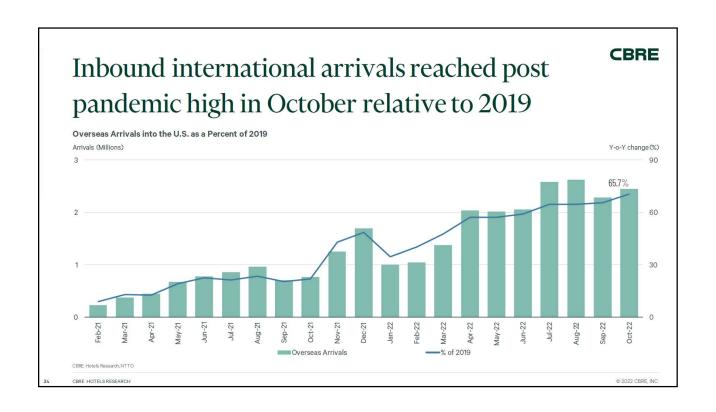










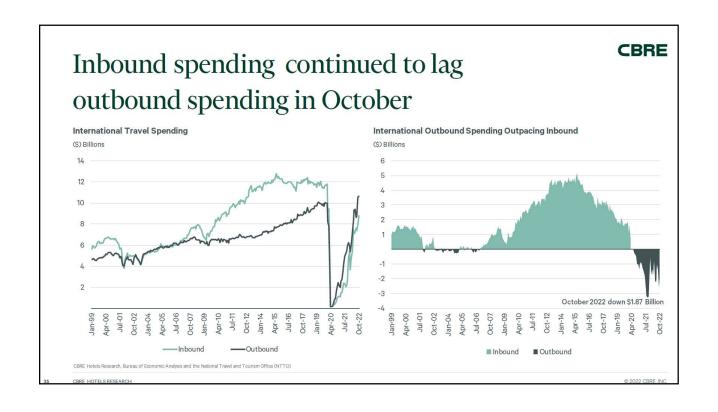




International visitation improves, but easing Asian restrictions should support growth

International Visitors as a Percent of 2019, (excluding Mexico and Canada)

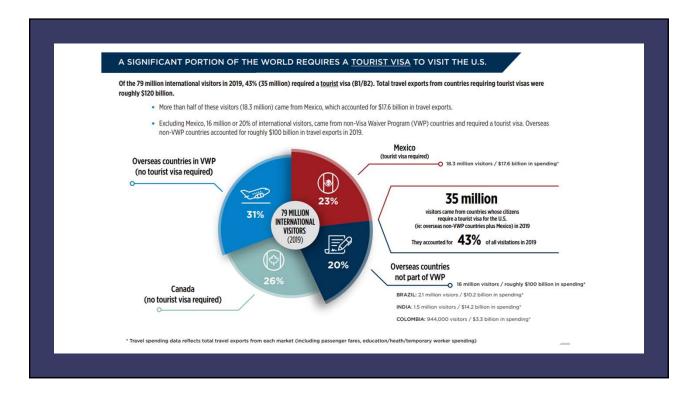
Port of entry	Coast	October 2021	December 2021	March 2022	June 2022	September 2022	October 2022
NY, Newark, D.C., Miami	East	31%	63%	62%	69%	74%	76%
LA, San Francisco	West	13%	39%	38%	50%	56%	58%
CBRE Hotels Research, Bureau of Economic Analysis and the N	lational Travel and Tourism Offi	oe (NTTO)					



CBRE







Inbound Market	Rank Among Top Inbound Markets	2019 Visitation Volume	2019 Spending in U.S. in Billions (Total Travel Exports)	U.S. Embassies/ Consulates Open (As of 5/3/22)	Avg. Visa Interview Wait Time in Days (As of 5/3/22)	2019 Total Non- immigrant Visa: Issued
MEXICO	2	18,328,181	\$17.6	10 Open	538	1,471,148
CHINA (EXCL. HONG KONG)	5	2,829,970	\$33.2	4 Open, 1 Closed	5 (strict outbound restrictions apply)	1,255,992
BRAZIL	7	2,104,617	\$10.2	5 Open	262	625,856
INDIA	10	1,472,517	\$14.2	5 Open	350	985,469
COLOMBIA	13	944,013	\$3.3	1 Open	693	217,329
ARGENTINA	15	854,442	\$3.4	1 Open	529	225,412
DOMINICAN REPUBLIC	19	488,703	\$1.7	1 Open	750	100,668
EQUADOR	20	456,741	No BEA Data	1 Open	379	180,199
ISRAEL	23	450,572	\$2.0	1 Open	268	179,904
VENEZUELA	24	400,530	\$1.5	1 Closed	Closed	20,328
		Total: 28,330,286	Total: \$87 BILLION		Average: 419 Days	Total: 5,262,305

	Worst Five Wait Times	
	Ciudad Juarez, MX	707
	Bogota, CO	672
2/9/2022	Guadalajara, MX	666
	Tijuana, MX	567
	Merida, MX	560
	Hyderabad, IN	883
	Santo Domingo, DR	750
5/3/2022	Guadalajara, MX	702
	Bogota, CO	693
	Nogales, MX	626

VISA FEE INCREASE TO ENTER THE U.S. IS A DETERRENT TO TRAVEL

Top Global Market	Visa Fee	\$ Difference (Compared to U.S.)	How much more expensive is the U.S.?
TURKEY	\$60	- \$185	308%
EGYPT	\$60	- \$185	308%
FRANCE	\$95	- \$150	158%
ITALY	\$95	- \$150	158%
THAILAND	\$40	- \$205	513%
UK	\$130	- \$115	88%
CHINA	\$140	- \$105	75%
SAUDI ARABIA	\$176	- \$69	39%
UAE	\$180	- \$65	36%
UNITED STATES	\$245 / (current fee: \$160)		

In addition to long wait times for our top inbound markets, the State Department is proposing to increase the cost of all visitors visas including tourist, business, temporary worker, cultural and student visas.

Destination Analysts has said wait times and increasing fees will discourage travelers from visiting the U.S. which will extend the time it takes international travel to recover.

- With the new visa fee imposed later this year, the U.S. will become the most expensive to visit, among top global destinations.
- Fee increase of 53% for all non-immigrant visas
 - This fee differential puts the U.S. at a global disadvantage for attracting international visitors





