We believe in the many benefits of travel and tourism as well as the resilience of our industry. Education and preparation are key to the safety and security of public health during this pandemic.

Destinations International’s number one goal is to give our members the tools they need, which includes accurate and up-to-date information as it pertains to the effects of coronaviruses on the travel, tourism and meetings industry. We will continue to monitor and share news and actual data from industry partners around the world.

**Industry Resources**
Find the information you need to know from one of our many industry partners and health experts around the world.

**Facts & Visualizations**
Take a look at facts about the pandemic, including an interactive visualization of the spread around the globe.

**Meetings & Events Resources**
Stay up to date on the status of meetings and events around the world, including canceled meetings and other updates.

**Destinations International Events**
Stay up to date on the status of Destinations International events on our events page.

destinationsinternational.org/covid-19-coronavirus-travel-industry-resource-page
UPCOMING WEBINARS

USING THE EVENT IMPACT CALCULATOR (EIC) FOR CALCULATING LOST BUSINESS
MARCH 26 AT 11:00 AM ET
Join us for a special session to discuss using the EIC to calculate lost business in the wake of COVID-19. Paul Nursey, CEO of Destination Greater Victoria, and David Czechowski, Director/Senior Economist-Research & Analysis of Choose Chicago, will share their practices and suggestions on using the EIC to your advantage during this unprecedented time. Come to the session with questions for Paul, David, the team at Tourism Economics, and other EIC subscribers.

Register here: bit.ly/3dsPBYL

CORONAVIRUS INDUSTRY UPDATE
APRIL 1 AT 11:30 AM ET
Join us for another Coronavirus Industry Update Webinar. Panelists and topics will be announced soon!

Register here: bit.ly/2QJwb7Z
QUESTIONS DURING THE WEBINAR? PLEASE PUT THEM IN THE Q&A BOX.
Wave II
March 16–22, 2020

- MMGY Travel Intelligence and the Destinations International Foundation have partnered on an ongoing survey to monitor the impact of the coronavirus on destination organizations.

- The online survey, designed and analyzed by MMGY Travel Intelligence, is conducted biweekly among the Destinations International members.
Expected Impact of Coronavirus on Tourism Economy

Key Finding 1
The expectations destination organizations had of the coronavirus (COVID-19) on local tourism economies went from a sense of uncertainty in Wave I to a strong expectation of extreme impact over the next 6 months in Wave II.
Events Canceled or Postponed

/Key Finding 2
Since last week, the percentage of destinations reporting coronavirus-related postponements and/or cancellations of conferences, meetings, or events surged from under 40% to almost 100%.

Type of Cancellations*

- Business meetings
- School classes
- Conferences/conventions/tradeshows
- Festivals (music, art, craft, etc.)
- Sporting events
- Concerts
- Other

Source: MMGY Travel Intelligence and Destinations International Foundation’s North American COVID-19 Barometer March 23, 2020 Update
Coronavirus-Related Inquiries

Key Finding 3
The % of respondent organizations receiving more than 20 COVID-19 related inquiries daily increased from 4% in Wave I to 30% in Wave II. Inquiries are primarily related to information about event cancellations and attraction closings as well as business related functions such as conferences, conventions and business meetings.
Pandemic Emergency Plans

Key Finding 4
Although only about 30% of destination organizations have their own pandemic emergency plan, they continue to play a role in reassuring the traveling public. This includes sharing information with partners and posting information about COVID-19 from the CDC and others on their websites. They are also sending out dedicated email updates to potential travelers.

How Pandemic Plans Are Handled

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Our pandemic emergency plan is...</td>
<td>n=148</td>
<td>n=119</td>
</tr>
<tr>
<td>Handled by the local government</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Being created now</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Handled by an entity outside our</td>
<td></td>
<td></td>
</tr>
<tr>
<td>organization</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not being created at this time</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Fewer than 30% of destination organizations had a pandemic emergency plan before COVID-19.

Source: MMGY Travel Intelligence and Destinations International Foundation's North American COVID-19 Barometer March 23, 2020 Update
Efforts to Reassure the Traveling Public

/Key Finding 5
More than 80% of destination organizations surveyed have now reduced or postponed sales and marketing spending, up from less than 20% in Wave 1, with a similar % restricting domestic travel for their employees. More than 60% of respondents have asked all employees to work from home.

Source: MMGY Travel Intelligence and Destinations International Foundation's North American COVID-19 Barometer March 23, 2020 Update
Alterations to Normal Organization Business

- Reduced/postponed sales and marketing spend
- Shifted sales and marketing strategies
- Canceled attendance at industry conferences/events
- Restricted or canceled domestic travel by employees
- Canceled large group meetings
- Restricted or canceled international travel by employees
- Initiated work-from-home-when-sick policies
- Asked all employees to work from home*

Source: MMGY Travel Intelligence and Destinations International Foundation’s North American COVID-19 Barometer March 23, 2020 Update
Applying data into meaningful action.

THE DATA-LED APPROACH TO RECOVERY
Data-Led Approach to Recovery

COVID-19

Macro Issues to Monitor
- Federal Policies
- State Regulations
- Outbreak Cases
- Recovery
- School Closings
- Commercial Impacts
- Health Systems
- CDC Updates

Micro Data to Watch
- Client Visitation Data
- Social Listening
- Search Trending
- Vendor Trending
- Future Forecasting by Traveler Type
What to Monitor Weekly

/Search Demand
• Hotel + Flight
• Track YoY
• Watch Last 30 Days

/Booking Demand
• Share of Wallet
• Trending by Market
• Future Stays
• Volume by Traveler Type

/Booking Window
• Changes by Market
• Booking Window Lengths
Where to Stay the Course & Where to Pivot

Potential Strategy Implications

• Messaging
• Funnel Weighting
• Markets
• Audience
• Media Mix
• Timing
Reaching people in the right mindset is more important than ever before.
## Four Phased Comms Roadmap to Recovery

*Broken down into key traveler behavior periods.*

<table>
<thead>
<tr>
<th>COVID-19 COMMUNICATION ROADMAP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>-------------------------------</td>
</tr>
<tr>
<td><strong>Wait</strong></td>
</tr>
<tr>
<td>Traveler Truths</td>
</tr>
<tr>
<td>Motivators</td>
</tr>
<tr>
<td>Brand Roles</td>
</tr>
<tr>
<td>Purpose</td>
</tr>
<tr>
<td>Messaging Strategy</td>
</tr>
<tr>
<td>Desired Action</td>
</tr>
</tbody>
</table>
The Resilient Traveler

- Addressable audiences leveraging our Travel Intelligence data coupled with Experian and PIQ
  - Built based on known travel indicators, frequency of travel, location of travel and recency of last trip
- Leverage data to find travelers that show signs of travel search behavior later this year
- Capture search behavior now for future stays for lookalike targeting
- Focus on stay and nearcation markets with indicator for first to travel post recovery
- Capture market share in a scaled travel environment to the most relevant audiences

“Travelers are worried and nervous to travel now but looking still at future opportunities.”

- AFAR MEDIA
Looking Forward

/Audience
While your core audiences won’t change in the long term, understand and leverage data to find key audiences that will be first to travel in the near term.

/Media
Ensure your media is where consumers spend their time which may likely shift in the near term. Keep intent-based media live to keep top of mind to avoid restarts in planning cycles.

/Message
Shift messaging to align with consumer needs and mindset as they change. Stay aware, engaged and responsive.
Messaging approach

WHAT DO WE DO?

Create a Plan

1. Everyone’s situation is unique
2. Understand (and educate) your stakeholders
3. Meet consumers where they are
   1. Channels/content sources
   2. Mental/emotional states
4. Move from marketing to messaging
CREATE A PLAN

Develop through these lenses

- Monitor
- Measure
- Messaging
- Manage
- Market
PHASED APPROACH

Monitor

- Analyze social sentiment within your owned channels and utilizing broader available reporting and tools
- Review keywords related to paid and organic search
- Assess additional data available including
  - Booking reports
  - Guide orders and email sign-ups
  - Traffic to your website
  - Shared research resources
- Shift messaging strategy and calls to action
Messaging approach

PHASED APPROACH

Measure

- Understand stakeholder sentiment and needs
  - Consider adding simple surveys to emails
- Weekly changes to social engagement and sentiment
- Shifts in top keywords for search to your site

Puerto Rico...

Flights to Puerto Rico
Miss Puerto Rico 2019
Puerto Rico
Puerto Rican
Puerto Rico earthquake
Puerto Rico flag
Puerto Rico map
Puerto Rico weather
San Juan Puerto Rico
Things to do in Puerto Rico

Puerto Rico...

Earthquake Puerto Rico
Earthquake in Puerto Rico
Earthquake in Puerto Rico today
Earthquakes Puerto Rico
Puerto Rico earthquake
Puerto Rico
Puerto Rico earthquakes
Puerto Rico news
Red Sísmica de Puerto Rico
San Juan Puerto Rico earthquakes
Messaging approach

PHASED APPROACH

Messaging

- Aggregate details to support local businesses
  - Restaurants with takeout/delivery
  - Local retail
  - Virtual tours and experiences for arts and culture
- Create a content calendar that actively plans how to share the experiences and information
  - Enews
  - Social
  - YouTube

Greater Fort Lauderdale Restaurants

Many of our restaurants are currently limited to offering delivery and takeout orders in response to the COVID-19. To support them and to offer a helpful resource to our community, we’ve created this page to list those restaurants that offer delivery and/or takeout.

Please also consider purchasing gift cards for the restaurants, bars, breweries and other food businesses you like to patronize. It’s a great way to help them and their workers at this time. And remember, if you are able to do so during this time please tip generously.

We’re doing our best to keep this information updated, but things are changing rapidly – hours, menus and services may change, so please call restaurants ahead of time for details on ordering.
PHASED APPROACH

Message

- Highlight road trips and feature itineraries
  - Look at featuring culinary, activities that fill day
- Outdoor recreation
  - Camping, hiking
- Self guided tours
PHASED APPROACH

Manage

- Engage with residents as well as your travelers
- Work closely with local businesses
  - Google My Business training
  - Proactive OTA listing management
PHASED APPROACH

Market
- Focus on your owned channels in the beginning
- Identify benchmarks to start moving into next phase
  - Web traffic trends
  - Travel sentiment
  - Media consumption expands beyond news
- Create a plan to support local businesses as they prepare to reopen – special offers, emails
- Expand paid placements to CTV, programmatic buys – ensure brand safety with placements
- Take it slow at first- modify calls to action from dreaming to welcoming to planning
FINAL THOUGHTS

Key Takeaways

- Create value – actual and symbolic – with partners
- Take a "Messaging" vs. "Marketing" approach to create a holistic, fluid strategy with consumers
- Lean into storytelling but watch the call to action
- Use your own data to contextualize your strategy against national/global trends
Q&A
THANK YOU

communications@destinationsinternational.org