DESTINATION ORGANIZATION
CORONAVIRUS INDUSTRY UPDATE WEBINAR
How Destination Organizations are Creating Value in Their Communities
April 1, 2020
COVID-19 RESPONSE AND RECOVERY HUB

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 coronavirus on the travel, tourism and meetings industry.

CARES ACT RESOURCES

Small businesses account for over 80% of all travel industry businesses. Destination organizations should become familiar with the Small Business Administration’s (SBA) Economic Injury Disaster Loan (EIDL) program. Learn more about how this affects you.

WEBINAR CENTER

Join us for our weekly COVID-19 update webinar series, led by industry experts from around the world. Next Webinar: Wednesday, April 1 at 11:30 AM ET

RESOURCES AVAILABLE AT DESTINATIONSINTERNATIONAL.ORG/ADVOCACY
THANKS TO OUR STRATEGIC PARTNERS

Pinnacle Partners:
Brand USA, Miles Partnership, and Simpleview

Premier Partners:
Arrivalist, FiredUp Culture, IMEX Group, Longwoods International, MMGY Global, STR, Tempest, and TripAdvisor

Principle Partners:
CFO By Design, Connect, cvent, Digital Edge Marketing, Expedia Group Media Solutions, JLL, MMGY NextFactor, Northstar Meetings Group, and SearchWide Global.

Corporate Partners:
ADARA, Barkley, Casual Astronaut, Carvertise, Civitas, CrowdRiff, Destination Analysts, Destination ENV, Fuseideas, Greenberg & Traurig LLP, HelmsBriscoe, HootBoard, Madden Media, Maritz Global Events, Mile Marker 630, Omni Experience, Pandora Media, Sojern and Tourism Economics.
UPCOMING WEBINARS

SMALL DESTINATION ORGANIZATION WEBINAR
APRIL 3, 2020 at 2 PM ET
COVID-19 Planning: As we’re all working to adapt to the impacts of the novel coronavirus on our industry, please join us to learn about budget planning, recovery estimates, cost containment strategies and stimulus updates focused specifically on smaller destination organizations and their unique needs.

WEEKLY CORONAVIRUS INDUSTRY UPDATE WEBINAR
APRIL 8, 2020 at 11:30 AM ET
Join us for another industry update.

BUILDING GREAT GUEST EXPERIENCES WITH PHIL BRUNO
APRIL 20, 2020
The Experience Economy is here and now. If you don’t know what that means, you need to slap yourself and dial in to this enlightening presentation.

REGISTER FOR ALL WEBINARS AT DESTINATIONSINTERNATIONAL.ORG/ADVOCACY
Please post questions in the Q&A Box on the bottom of your ZOOM webinar screen.
FINDINGS FROM OUR SURVEY WEEK 2
### Operations of Destination Organizations Globally

<table>
<thead>
<tr>
<th>Organization's Operating Hours</th>
<th>25-Mar</th>
<th>1-Apr</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normal Operating Hours</td>
<td>74%</td>
<td>48%</td>
<td>-26%</td>
</tr>
<tr>
<td>Reduced Operating Hours</td>
<td>16%</td>
<td>10%</td>
<td>-20%</td>
</tr>
<tr>
<td>Closed</td>
<td>11%</td>
<td>15%</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Graph:**

- **Normal Operating Hours:** 74% (25-Mar), 48% (1-Apr), -26% change.
- **Reduced Operating Hours:** 16% (25-Mar), 10% (1-Apr), -20% change.
- **Closed:** 11% (25-Mar), 15% (1-Apr), 0% change.

**Legend:**
- Blue (25-Mar)
- Orange (1-Apr)
- Gray (% Change)
Remote Operations of Destination Organizations Globally

**Remote Operations**

- **Full Remote Operations**: 21% (25-Mar), 63% (1-Apr), 84% (1-Apr)
- **Partial Remote Operations**: 27% (25-Mar), 14% (1-Apr), -13% (% Change)
- **In Offices, Normal Operations**: 10% (25-Mar), 2% (1-Apr), -8% (% Change)

Bar chart showing the percentage change in remote operations from 25-Mar to 1-Apr.
Programs Reductions

Meetings & Convention Business Developments

- 10% reduction

Travel Trade Marketing

- 12% reduction

Leisure Marketing

- 8% reduction

% Change: 1-Apr compared to 25-Mar
Personnel Reductions

- Reduction of Benefits (401k, Healthcare options, Gym, Cell phone)
  - % Change: 23%

- Furlough of Staffing
  - % Change: 19%

- Reduction of Staff hours
  - % Change: 6%

- Elimination of Positions
  - % Change: 27%

- Reduction of Professional Development (industry events, education, etc.)
  - % Change: 22%

% Change: 1-Apr, 25-Mar
The current 6 challenges we face (RANKED)

- Cutting costs in anticipation of steep budget cuts. (1<sup>st</sup>)
- Being a trusted conduit of information for stakeholders including travelers, residents, meeting planners, partners, members, and staff. (2<sup>nd</sup>)
- Continuing to offer core services and continuing business operations in a safe manner. (3<sup>rd</sup>)
- Finding reliable information about the pandemic, its implications for the industry, and official guidance for how organizations should react. (4<sup>th</sup>)
- Continuing to offer core services and continuing business operations in a safe manner. (5<sup>th</sup>)
- Understanding how—and when—to begin recovery planning. (6<sup>th</sup>)
JACK JOHNSON
CHIEF ADVOCACY OFFICER
DESTINATIONS INTERNATIONAL
A destination organization is a community asset responsible for programs promoting a community as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through destination stewardship and brand importance, they strengthen the community’s economic position and vitality which provides opportunity for all the people in the destination.
JOHN GROH, CDME
PRESIDENT/CEO
ROCKFORD AREA CVB

NICK POVALITIS, CDME
VP, MARKETING AND
SPORTS DEVELOPMENT
COMPANY
ROCKFORD AREA CVB
Meet the Mandate of the Moment

• Our Work Continues, Just in New Ways
• Do the Next Right Thing
• Novel Challenges, Clean Hands, Open Hearts
• Share Resources, Networks and Info
Be Industry’s Go-To Source of Information

Primary Platforms
- GoRockford.com
- Social Media Channels
- Phone/Zoom Meetings
- Webinars
- Local Media
- Email

Primary Audiences
- Independent Retail & Restaurant
- Hotels
- Sites & Attractions
- Clients & Prospects
NOTE APRIL 1 Deadline: Illinois Hospitality Emergency Grant Program for Hotels, Restaurants & Bars. Today the Governor announced a new $14 million grant program aims to help small hospitality businesses make ends meet, providing up to $25,000 to eligible bars and restaurants and up to $50,000 for eligible hotels. These grants are available to support working capital – like payroll and rent – job training and technology to support shifts in operations, like increased pick-up a...

See More

Don Carter Lanes Offering Free Lunch For Essential Workers
Don Carter Lanes will be turning hot dogs and flipping burgers for essential workers during the Coronavirus. Check them out. 🍔

You, Martesha Brown and 6 others
See by 99
Rockford Area COVID-19 Tourism & Hospitality Updates

Much has changed since our email last week. Most of us are now “staying at home” while other essential employees continue to provide needed and important services to the general public. We are all quickly adjusting to new and changing realities presented by COVID-19.

Our team remains committed to serving our communities, partners and residents during these changing times. To keep you informed, we hope you will follow our weekly partner message, which will be emailed each Wednesday. WE ARE IN THIS TOGETHER!

Important updates:

New Local Loan Program to Help Small Business Owners: Joined by members of the local banking industry, Rockford Mayor McNamara today announced the creation of the COVID-19 Small Business Emergency Loan Fund. These loans, available from $5,000...

For Now, Stay Home, Stay Healthy & Stay Safe!

Greetings from the Rockford Area CVB sales and servicing team. It’s been a difficult couple weeks, and we have a long ways to go for sure. But in light of the COVID-19 pandemic, we wanted to check in again to see how you’re all holding up at home. We of course miss seeing you at industry events, at our venues, in your communities, and in our community. In due time...

Fortunately, we all have an opportunity and responsibility within tourism to be tactful and ready for recovery. With that in mind, we are in contact with our venues, hotels, sites and attractions, restaurants and event partners to make sure we are aligned when the time is right. For any event operator who had to cancel, please consider rescheduling for later in the year. We’re here to help ensure the rescheduling process goes smooth for everyone.
GoRockford.com – Resource Center

Rockford Area Tourism/Hospitality COVID-19 Resources

RACVB will continue to monitor updates related to COVID-19, sending out pertinent information via subsequent e-blasts, across all GoRockford social channels and on our website. Read More →
Stay Home Rockford—and Read a Book!

Friday, March 20, 2020 3:00 PM by Janet Jacobs

I love books. Rockford Public Library is high on my list of my favorite places. I was delighted to discover I can order a book online and just pop in to pick it up when it was ready. And,
Social Influencers for Good
LunchChat
LunchChat – Tuesday/Thursday webinars that provide

• Information, Ideas and Inspiration
• Open to all, free
Create Value for Residents and Visitors.

(Ties to Our Organizational Strategy)
815 Community Response Team

Emerging Needs of Residents
Partner Organizational Stability & Sustainability
Ready for Recovery
Thank You!

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GoRockford.com

#StayHomeRKFD
MINTO SCHNEIDER
PRESIDENT AND CEO
WATERLOO REGIONAL TOURISM MARKETING CORPORATION
LEAH CHANDLER
CHIEF MARKETING OFFICER
DISCOVER PUERTO RICO
At a time when paid media is paused, communications and social is even more critical. There is a need for creative, newsworthy content and an opportunity to keep Puerto Rico top of mind despite current travel limitations. If people can’t go to Puerto Rico, we will bring Puerto Rico to them.

The survey was conducted in-house and it’s titled State of Travel Journalism in the World of COVID-19, A Pulse Survey by Ketchum.

8 in 10 Travel journalists are currently covering tourism topics...

... including 89% who write for travel-specific media and 60% who write for general news media.
THE IDEA
VIRTUAL WEEKEND GETAWAY

- We were the first destination to host a virtual vacation, partnering with local talents to host a Salsa class, a cocktail-making class, and cooking class. These classes were a unique way to insert ourselves into the conversation naturally and highlight Puerto Rico’s culture.

- We received great feedback from participants, media, and the industry about the series, so we’ve decided to extend the vacation weekends through the end of the month.
ESCAPE TO PUERTO RICO VIRTUALLY!

VIRTUAL SALSA LESSON
FRI, MAR 27 - 8:00 PM ET
ZOOM MEETING
TITO ORTOS & TAMARA LIVOLSI

COCKTAIL MIXING CLASS
SAT, MAR 28 - 7:00 PM ET
INSTAGRAM LIVE
LA FACTORÍA BAR’S ROBERTO BERDECÍA

COOKING CLASS
SUN, MAR 29 - 7:00 PM ET
INSTAGRAM LIVE
CHEF WILO BENET
THE MEDIA RESPONSE
VIRTUAL WEEKEND GETAWAY

**Forbes**
Learn To Salsa Or Mix The Perfect Piña Colada: Puerto Rico Tests “Virtual Tourism”

**POPSUGAR LIVING**
Puerto Rico Is Hosting a Virtual Vacation This Weekend, and It Includes a Cocktail-Making Class!

**MEN’S JOURNAL**
Let’s Take a (Virtual) Vacation to Puerto Rico This Weekend, Shall We?

**Skift**
5 Tourism Promotion Campaigns Hitting The Right Notes In A Crisis

**TRAVEL+ LEISURE**
Go Salsa Dancing, Mix Cocktails, And Perfect Your Cooking Skills In Puerto Rico This Weekend – All Without Leaving Home

OVER 174M IMPRESSIONS IN TOP TIER MEDIA
VIRTUAL WEEKEND GETAWAY
SOCIAL PERFORMANCE

Facebook
- 825K impressions, **up 119%** from previous wk
- 4K page views, **up 134%** from previous week

Instagram
- 13K Profile views, **up 327%** from previous wk
- 150K+ reached via static posts
- 3,700 new followers

Live video attendance:
- Salsa: 600+ users LIVE
- Cocktails: 2,600+ views
- Cooking: 3,700+ views
COFFEE CARE PACKAGES
FROM PUERTO RICO

- Partnered with local provider to highlight authentic, Puerto Rican coffee
- Targeted more than 1,000 definite and prospective meeting planners and VIP partners in the travel trade.
- Coffee care packages sent to nearly 200 meeting planners and travel advisors so far.
COFFEE CARE PACKAGES FROM PUERTO RICO

Hola!

Our industry is resilient and so are you. We are guessing you could use a break about now! While we all figure this out, enjoy a cup of Puerto Rican coffee on us.

Un abrazo!
COFFEE CARE PACKAGES
CUSTOMER RESPONSE

“What a beautiful surprise! My tears jump out of my eyes as I read this! Gestures like yours make this place a warmer world. A huge hug,”
- E.N. (EF Explore America)

“Ahhhhh. Puerto Rican coffee, Fruit, Mofongo, Pork with rice, Glass of Rioja, Cigar! Be safe and stay healthy.”
- B. M. (Protravel International, LLC)

“What a pleasant surprise. I am hoping very soon we can make a decision on our November board meeting. Stay well.”
- D.H. (MPI)

“This is ABSOLUTLEY the sweetest, most heartfelt thing ever!!! I cannot tell you how much I appreciate the thoughtfulness behind this kind gesture. I just LOVE this idea (supporting businesses as well) and that you all are taking the time to do this! THANK YOU!!!!”
- A.B. (Meeting Professionals International)

“Oh you nailed it! Just made myself some of my special coffee I brought back from a recent trip to Dominican. Let’s see how it compares...I see taste testing in my future. Something to look forward to! Excited!!”
- M. D. (Creative Group)
Q&A
THANK YOU

communications@destinationsinternational.org