



COLUMBIA GORGE

TOURISM ALLIANCE

Optimizing the positive impacts of the visitor economy
to enhance communities and protect the region

**LET'S TALK TOURISM
(IN THE AGE OF COVID)
JULY 22, 2020**

WELCOME

10:00 WELCOME

TOURISM TRENDS

COFFEE CHAT SANS COFFEE

10:15 WHAT VISITORS WANT

DISCUSSION: COVID FRIENDLY VISITS

10:45 SHARE BACK

REGIONAL CASE STUDIES

DISCUSSION: WHAT CAN WE DO TOGETHER?

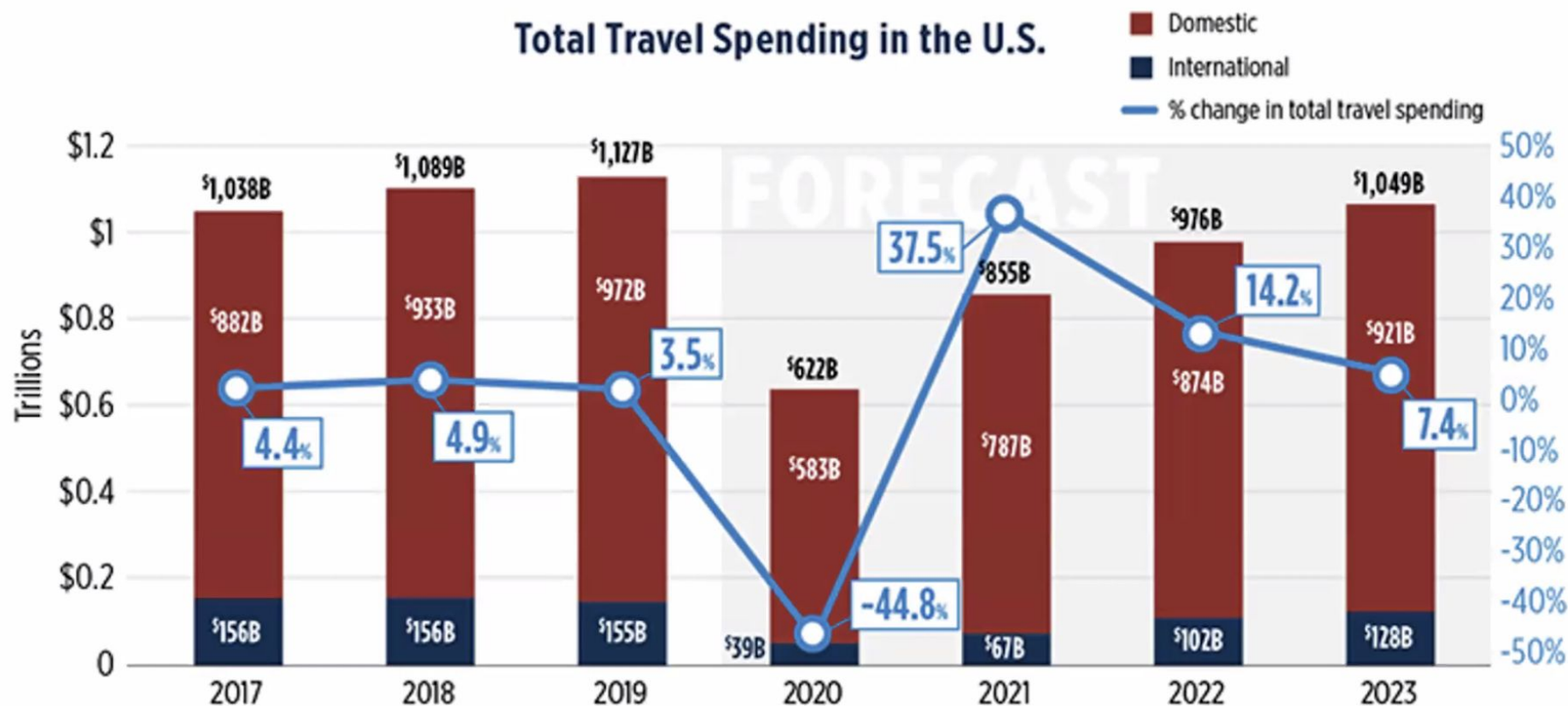
11:15 SHARE BACK

ANNOUNCEMENTS

TOURISM TRENDS

JULY 2020

Total Travel Spending in the U.S.



Unprecedented loss

\$285 billion Since the beginning of March, the COVID-19 pandemic has resulted in over
in cumulative losses for the U.S. travel economy



Unprecedented loss

The continual depressed level of travel spending has caused a **loss of \$36.5 billion** in **federal, state, and local tax revenue** since March 1
[USTRavel.org](https://ustravel.org)

Visitor spending in WA down
\$3.8 billion vs last year
(after double digit growth the 5 years prior)
[Washington Tourism Alliance, June 2020](#)

US cities project a **\$360 billion** revenue loss over next 3 years

- [National League of Cities](#) study, June 2020

Unemployment in the
Gorge is at **12- 14%**
(10% above last year)

About **50%** the job losses are in
leisure/hospitality + retail

PUBLIC EMPLOYMENT
CITY OF SEATTLE
In Cooperation with U.S. Employment Service
HELP SUPPLIED - NO FEES

WOMEN'S DIVISION Room 1018 County City Bldg

Doing S...
R...to

San Francisco

Read CUT

with

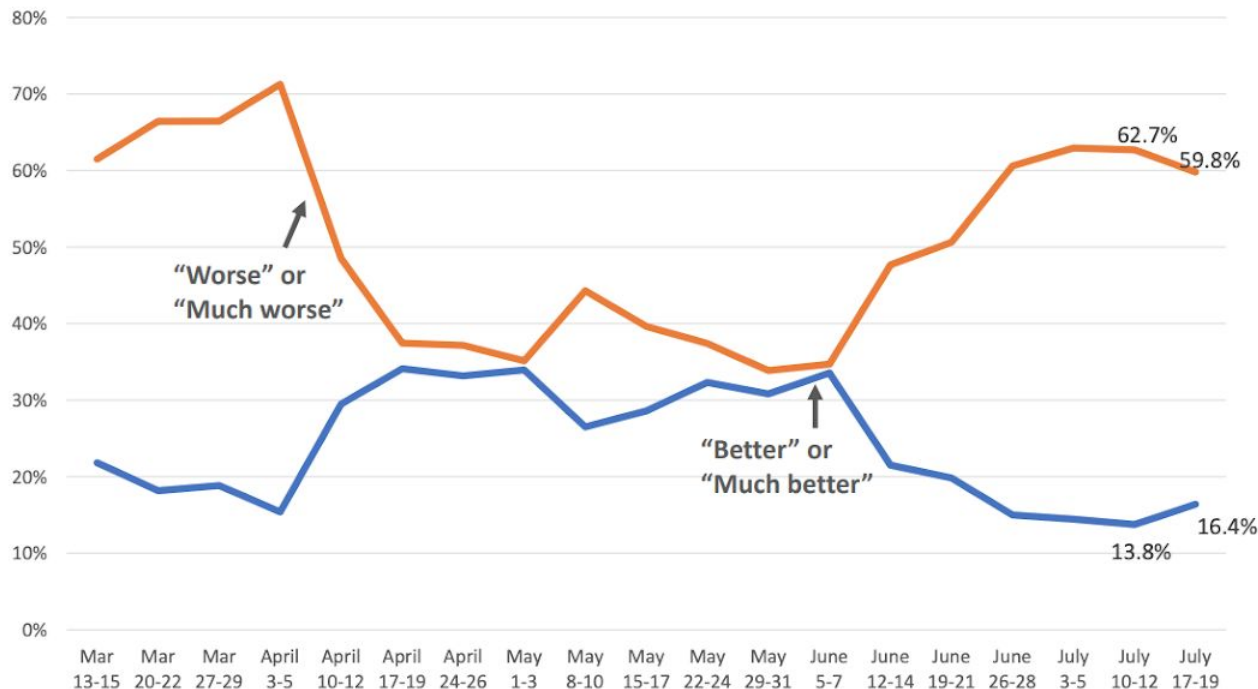
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7

EXPERIEN
FARM H...
STRIKE

See U...
Good

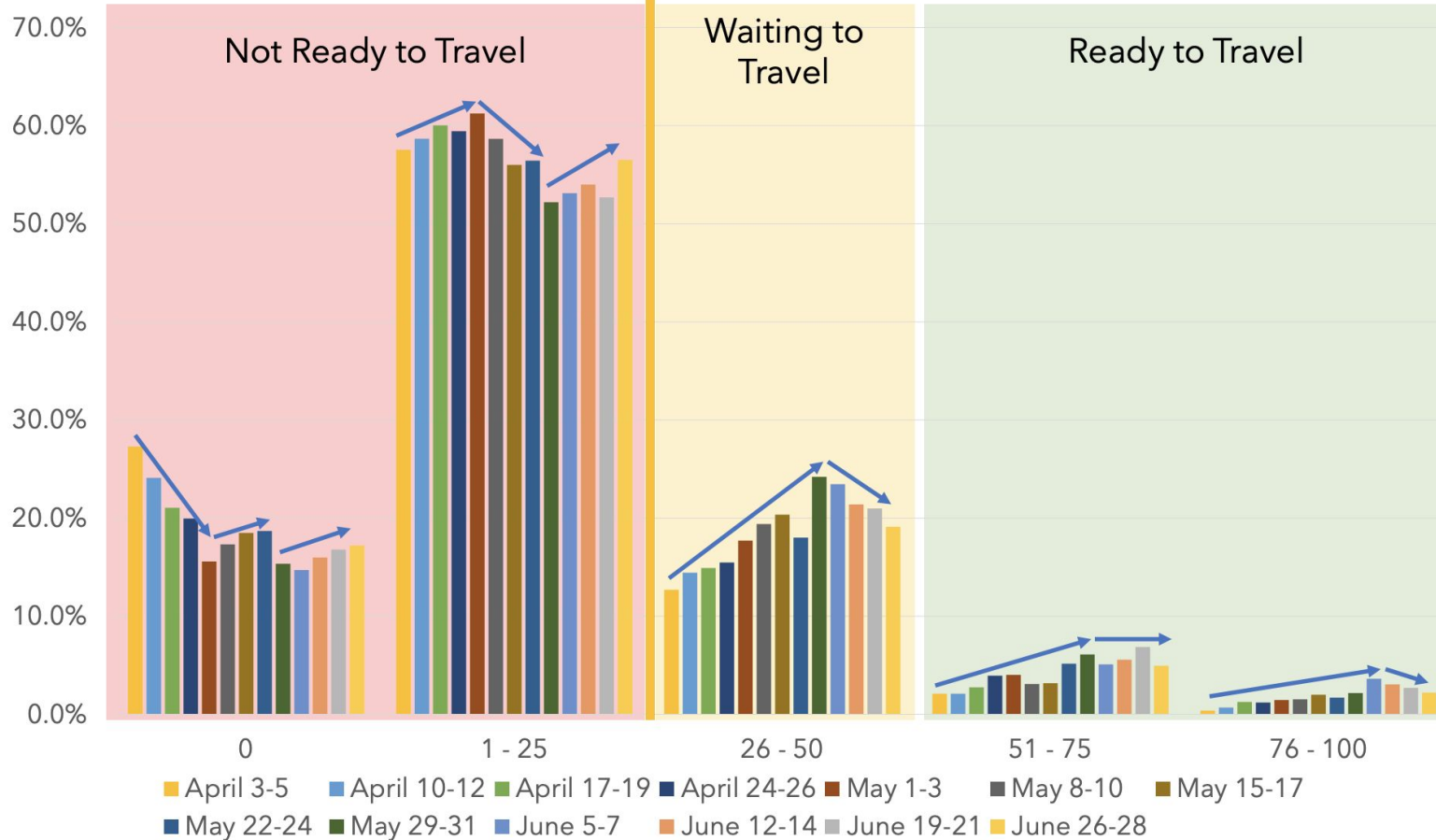




60% of American travelers feel the pandemic is going to get worse

Travel Outlook

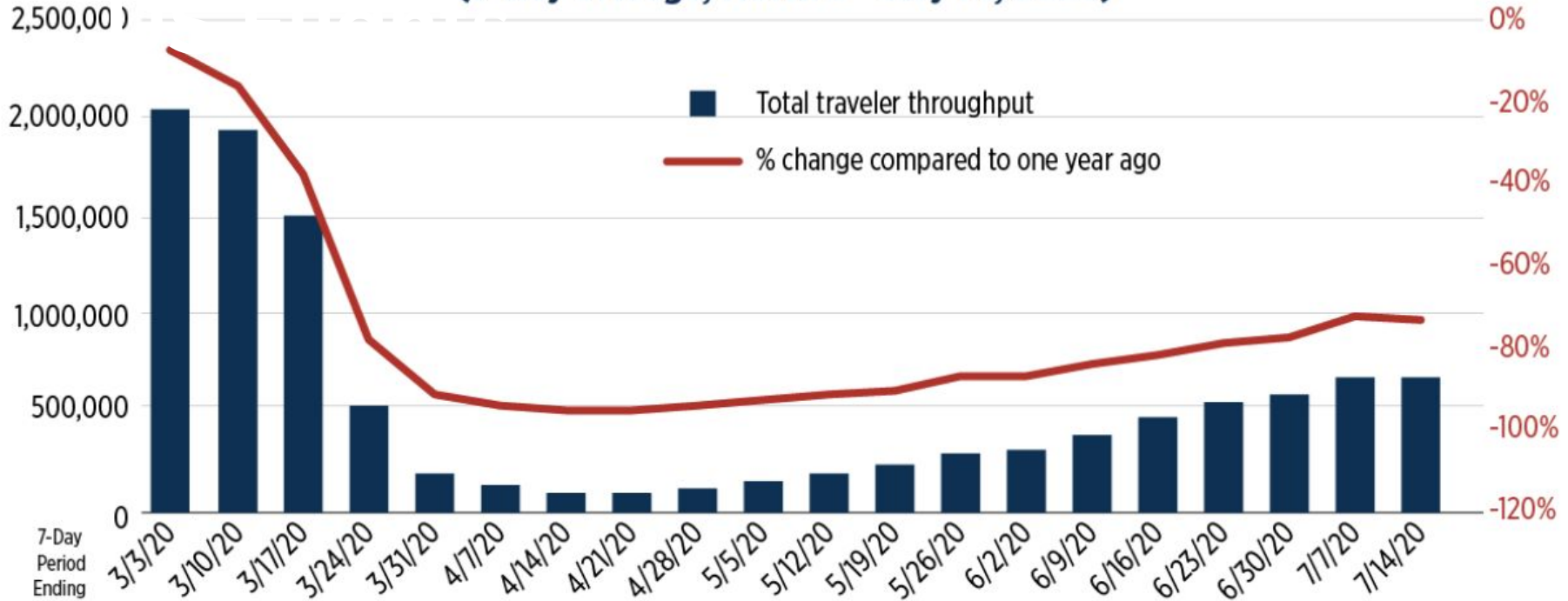
Neutral



Healthy
=flipped

Destination
Analysts
June 28

Number of People Screened at TSA Checkpoints (7-day average, March 3 - July 14, 2020)



Flights vs previous year

Attitudes about flying

14%

would fly right **now**
with no special conditions

17%

would fly again if
everyone wore **masks**

34%

would fly again if everyone
wore **masks** + no one in
middle seats

35%

would fly again if there
was a **vaccine or**
cure

Almost **50%** of people would
pay extra for an empty middle seat.



4 MINUTE CHAT IN PAIRS

**HOW DO YOU PERSONALLY FEEL
ABOUT TRAVEL RIGHT NOW?**

**WHERE IS THE FIRST PLACE YOU'LL
VISIT WHEN YOU ARE ABLE?**



POLL

WHAT VISITORS WANT

Attitudes about travel

61%

nervous about visiting
attractions that might be

crowded due to COVID-19

53%

nervous about visiting

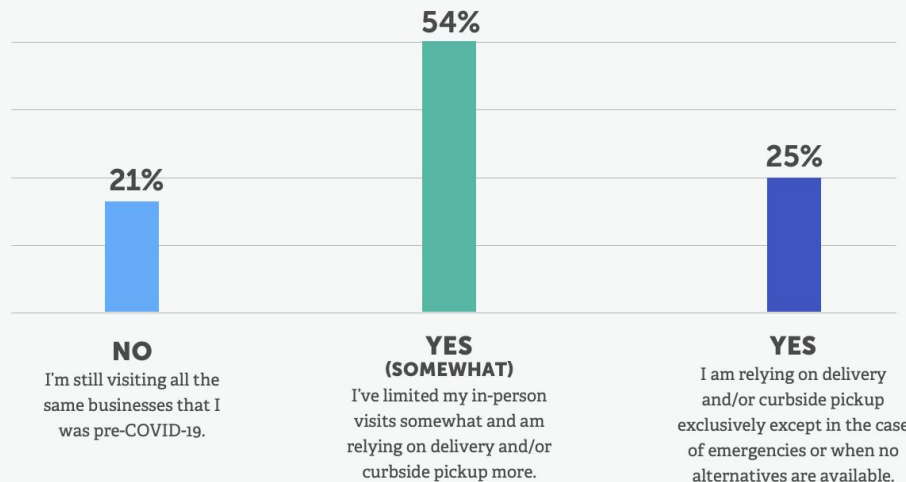
large cities due to
COVID-19

46%

reluctant to travel
too far from home
due to COVID-19

Have you changed your shopping
behavior since COVID-19?

General Responses:

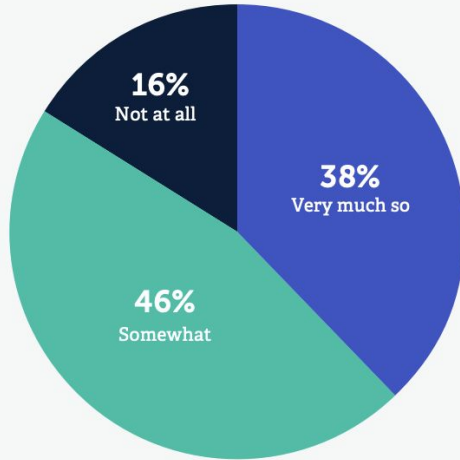


79% have
changed
their
shopping
behavior

Forbes, US Survey, May 21

As social distancing requirements loosen over the next six months, will you continue to minimize visiting businesses in person?

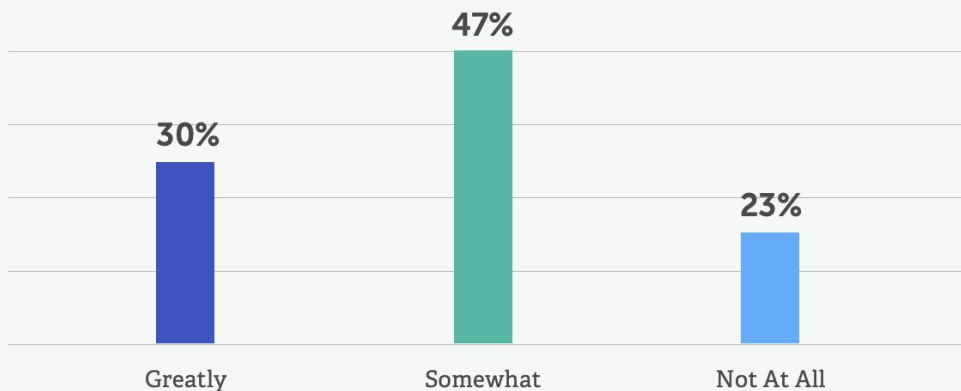
General Responses:



**84% expect
to continue
to minimize
in person
shopping**

Going forward, will the amount of in-person interaction required at the business factor into your decision of visiting it?

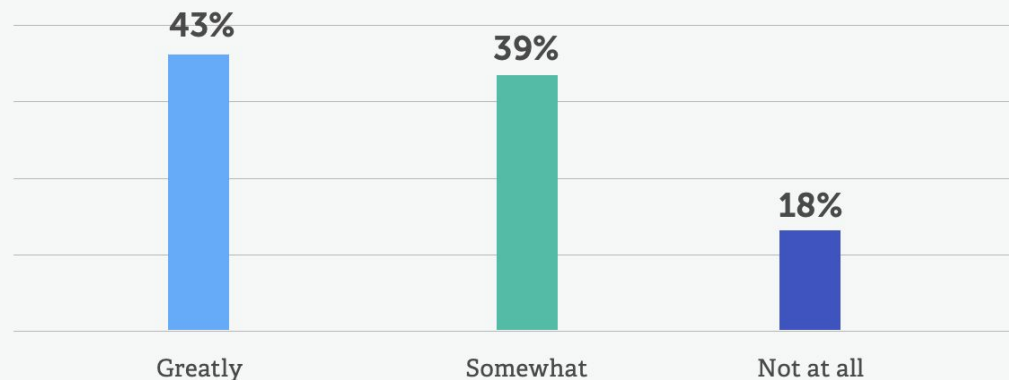
General Responses:



**77% will
take
in-person
contact into
account**

Would it increase your likelihood of visiting if a business were to proactively communicate its safety standards and processes?

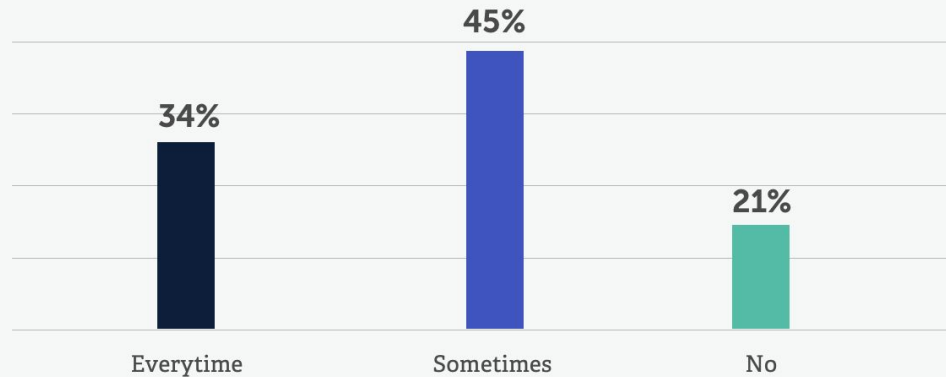
General Responses:



**82% more
likely to visit
if business
communicates
safety**

Going forward, are you likely to seek out information on the type of health and safety standards and processes businesses have in place (social distancing, sanitization, etc.) before visiting them?

General Responses:



**79% will
seek it out
ahead of
time**

87%

want restaurants and other
brands to continue to offer
curbside pick up

During trips, travelers plan to:

wear a **69%**
face mask

Avoid **62%**
crowds

Social **63%**
distance

Carry hand
sanitizer **59%**

——
78% say
face
masks
should be
worn in
public

67% support
for state mask
enforcement
policies. **10%**
oppose.

Of those 10%, only 25% would
refuse to visit a place with
enforcements

73% support
14 day
quarantine
between
states when
traveling from states
with high
incidences of
coronavirus.

TRAVELERS WHO WILL NOT VISIT CERTAIN DOMESTIC
DESTINATIONS: **REASONS FOR AVOIDANCE**



CORONAVIRUS CASES
ARE CURRENTLY ON
THE RISE THERE
(46.9%)



THE DESTINATION(S)
IS NOT MANAGING
THE COVID-19
PROBLEM WELL
(38.8%)



OTHER VISITORS
MAY NOT PRACTICE
SOCIAL DISTANCING
(29.8%)



TOO MUCH MEDIA
COVERAGE OF
COVID-19 PROBLEMS
IN THE DESTINATION
(28.7%)



OTHER VISITORS MAY
NOT WEAR MASKS
(27.4%)



THE ATTRACTIONS I
WANT TO VISIT
WOULD BE CROWDED
(23.1%)



TOO MANY LOCAL
RESIDENTS DON'T
WEAR MASKS
(23.1%)



TOO MANY LOCAL
RESIDENTS DON'T
PRACTICE SOCIAL
DISTANCING
(23.1%)



OTHER
DESTINATIONS
FEEL SAFER
(18.1%)



10 MINUTE DISCUSSION IN GROUPS

**WHAT ARE SOME COVID FRIENDLY
IDEAS FOR VISITORS IN THE GORGE?**

STAGES KEY MESSAGES

[CLICK HERE](#) TO
DOWNLOAD ALL
SOCIAL MEDIA TILES

THE GORGE IS CLOSED

STAY HOME. STAY SAFE.
STAY HOME. STAY HEALTHY
DO THE RIGHT THING

GIVE THE GORGE TIME

GIVE THE GORGE TIME
THE GORGE IS IN TRANSITION
CROWDS LEAD TO CLOSURES

HOW TO VISIT THE GORGE

EXPECT THE GORGE TO BE DIFFERENT
IF YOU LOVE THE GORGE, RESPECT IT
THINK BEFORE YOU GO TO THE GORGE
PREPARE FOR YOUR VISIT AT [READYSETGORGE](#)

ROLLBACK

[MESSAGES TO EXPLAIN NEED TO INCREASE
RESTRICTIONS AGAIN]
I.E. CROWDS LED TO CLOSURES

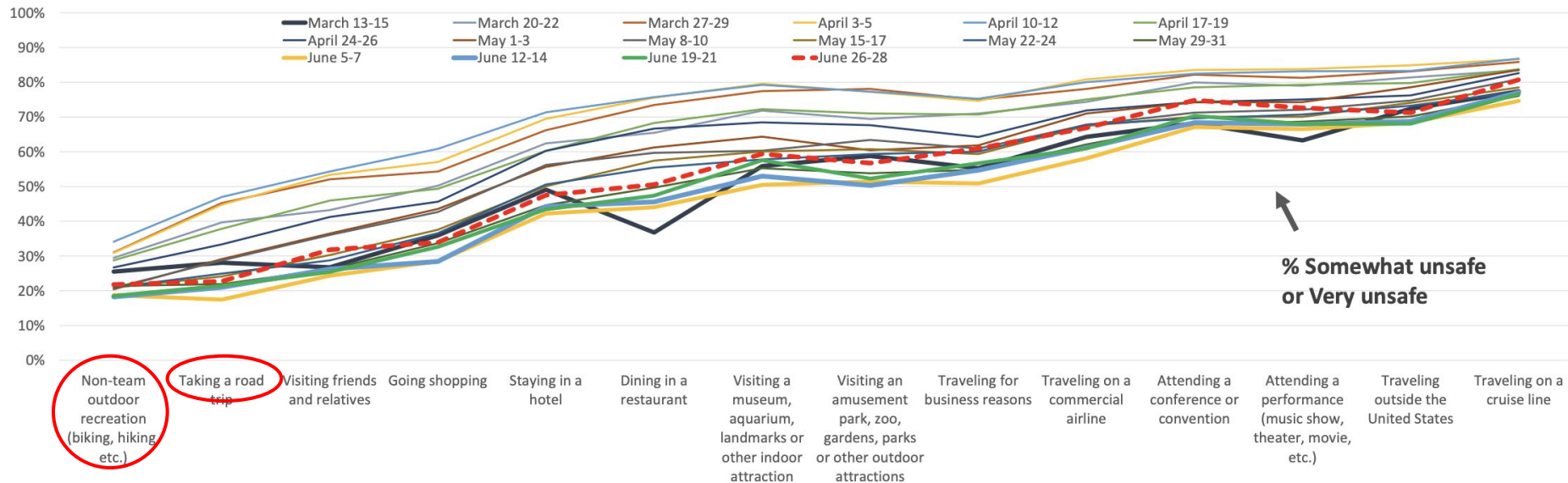
LOCAL

DAY TRIP

STAY OVERNIGHT

FLY IN U.S.

FLY INTERNATIONALLY



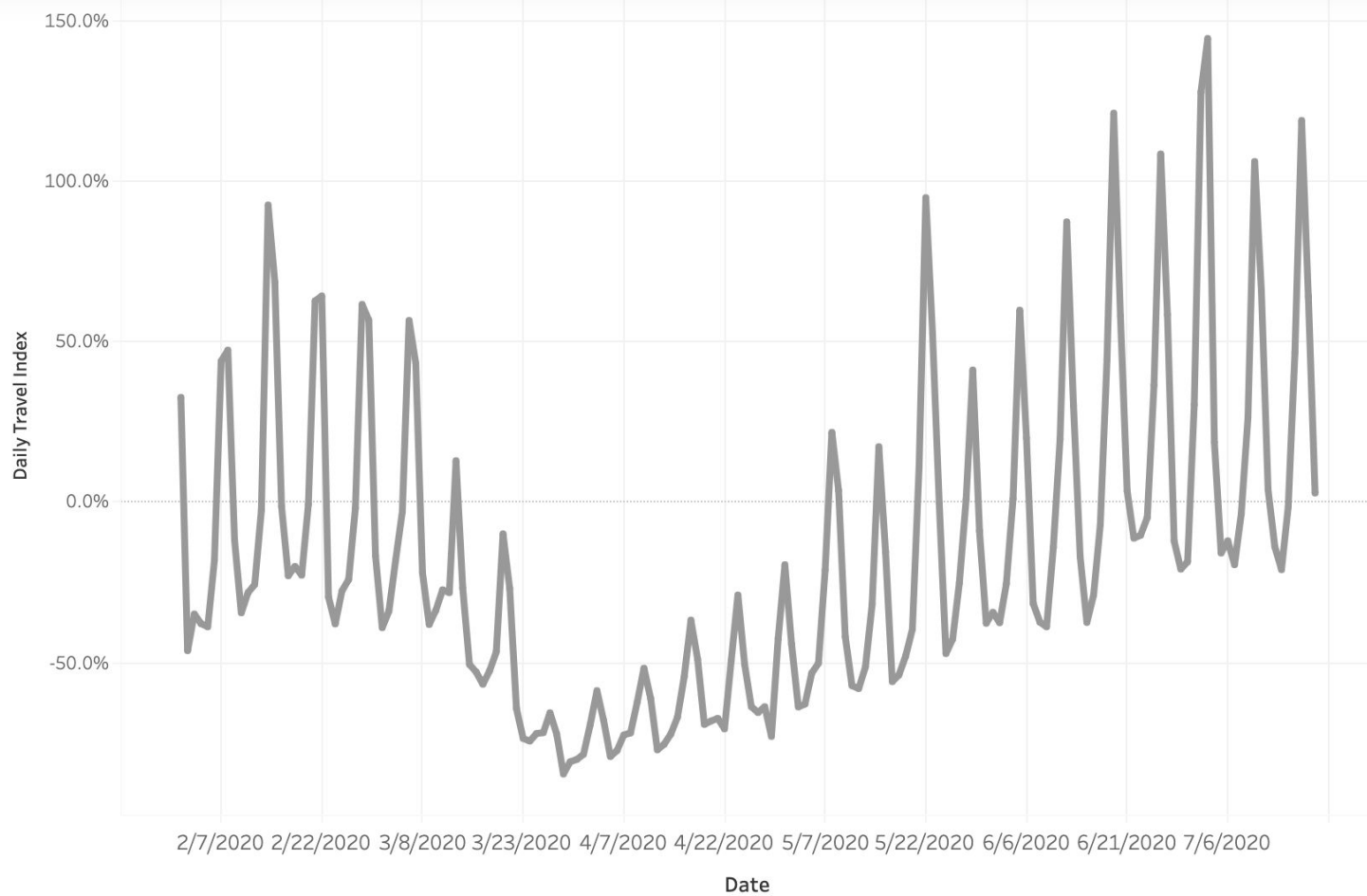
Question: At this moment, how safe would you feel doing each type of travel activity?

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205 and 1,231 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24, 29-31, June 5-7, 12-14, 19-21 and 26-28, 2020)

85% of U.S. travelers are planning or
likely to take a road trip this summer.

driven primarily by the need for a change of scenery (43%)

and the desire to enjoy the outdoors (36%).



OR + WA Road Trips Since Feb

Daily drive market index of US travelers who moved **at least 50 miles from their home** and spent a minimum of **2 hours** on their journey. The index is the relative daily volume of travelers compared to the average number of daily travelers in February 2020.

Last updated: 07/19/2020

Daily Travel Index
7/19/20

Nevada Road Trips

Mind if we make a few suggestions?

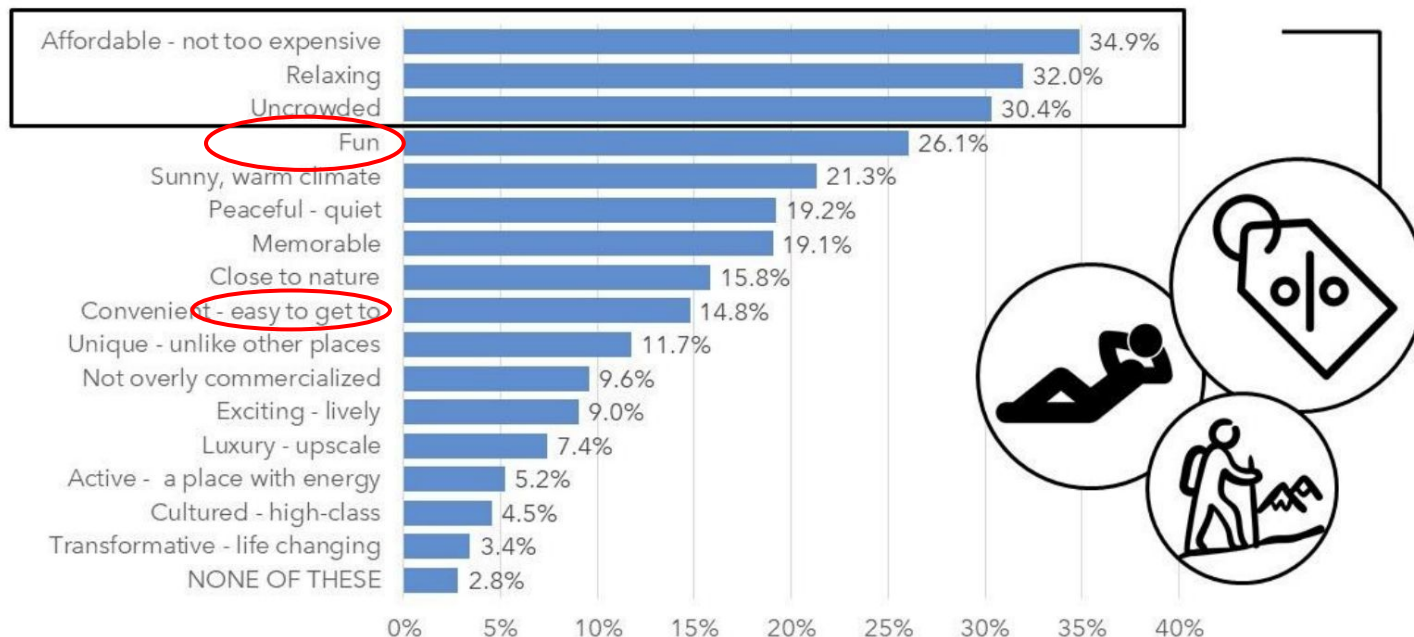
It's time for cowboys and counterculture. Wildlife and wilder tales. Open roads and open hearts. Sure, Nevada teems with destinations you can only dream of. But it's the journey you take to get there where your new favorite stories come to life. In fact, here in the Road Trip Capital of the USA, with our breathtaking scenic byways and endless dirt-road horizons, "taking the road less traveled" isn't just an idea... it's practically a guarantee.

Fancy yourself a foodie? A die-hard history buff? A thrill-seeking adventure junkie? All of the above and beyond? Perfect. Point is, whichever corner of this state you venture to, you're bound to uncover the kind of unexpected encounters, memorable characters, and only-in-Nevada experiences that make this place so damn special.

So feel free to wander. However...chances are, we've got a **#NVRoadTrip** with your name all over it. Maybe even 10 of 'em.



Most important attributes for choosing destination



68% listed avoiding crowds as top concern

[Expedia, 2020 Summer Travel Report](#)

[Destination Analysts](#)
June 28

Which attributes will be MOST IMPORTANT to you in selecting where you visit in the next TWELVE (12) MONTHS? (Select as many as 3)

Flexibility

97% of stays booked in June were refundable rates

Last-minute getaways are also on the rise, with more travelers booking trips 0-7 days out this summer than in previous years.



10 MINUTE DISCUSSION IN GROUPS

**WHAT ARE SOME COVID FRIENDLY
IDEAS FOR VISITORS IN THE GORGE?**

BY STAGE

BY BENEFIT:

SAFETY

UNCROWDED

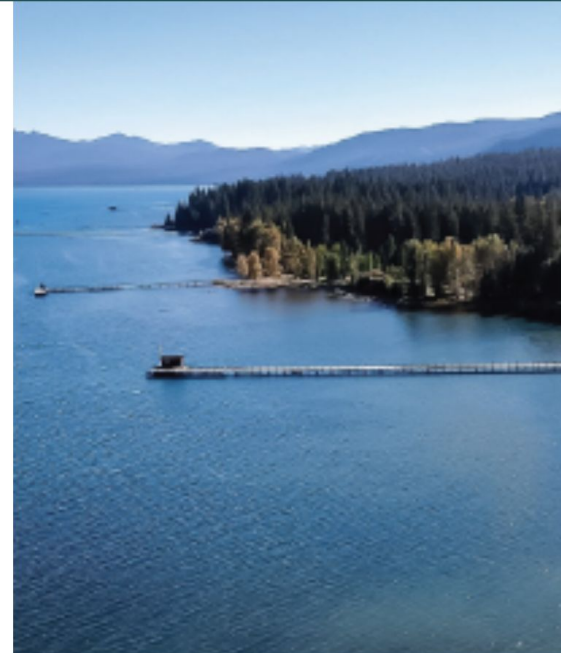
RURAL/OUTDOORS

FLEXIBILITY



**SHARE:
WRITE YOUR
IDEAS IN THE CHAT**


REGIONAL EXAMPLES



COVID-19 FRIENDLY ITINERARY SUGGESTIONS

Traveling and exploring during the COVID-19 pandemic will be a little different than before. But don't worry, we've got you covered! Here are a few inspiring itineraries to get your creative juices flowing when planning your days, and nights, in North Lake Tahoe. Most of our suggestions guide you to some of our favorite spots, but you can be creative with your physical distancing top of mind when putting them together.


-  [Bingo Covid-Friendly Itinerary](#)
-  [Summer Covid-Friendly Itinerary](#)
-  [Golf Covid-Friendly Itinerary](#)
-  [Fall Covid-Friendly Itinerary](#)
-  [Spring Covid-Friendly Itinerary](#)



north lake tahoe
it's human nature

NORTH LAKE TAHOE BINGO





Get out and have some fun while still adhering to the physical distancing guidelines. Explore North Lake Tahoe with your family and take pictures of the items you find on the list! Print out this BINGO card and set off on a driving, biking or walking adventure around North Lake Tahoe. Fill out the whole card and you'll have experienced food, art, history, adventure and fun.



north lake tahoe
B I N G O

Take a picture in the HUGE Squaw Valley chair in the Village	Eat dessert FIRST!	Buy a Gift Card from your favorite Tahoe eatery or shop	Find Howdy the Bear in the Village at Northstar	Find Monkey Rock and take a picture next to it
Eat a taco	Order delivery pizza	Cheers! Try a local Tahoe beer or kombucha	Order takeout from a restaurant you've never eaten at	Pick up some curbside coffee and pastries before a morning walk
Take a picture on your favorite Tahoe trail or walk	Find a car with ski racks on it	F R E E	Find the Penny Bear (hint: it's in Tahoe City)	Indulge in one of many cocktails around the lake
Take a picture in front of the Squaw Olympic Flame	Spot some Tahoe wildlife and shoot a picture	Take a bike ride along the Tahoe East Shore Trail	It's time for a sweet treat!	Spot a "Keep Tahoe Blue" sticker on a car
Leave an online review for your favorite Tahoe business	Pick up dinner curbside and eat somewhere with a beautiful view	Find a piece of public art in King's Beach and strike a pose in front of it	Hike to Eagle Rock and bring a picnic from home	Drink Tahoe Tap!

GoTahoeNorth.com

 LakeTahoeNorth •
  @tahoenorth •
  @TahoeNorth •
  GoTahoeNorth

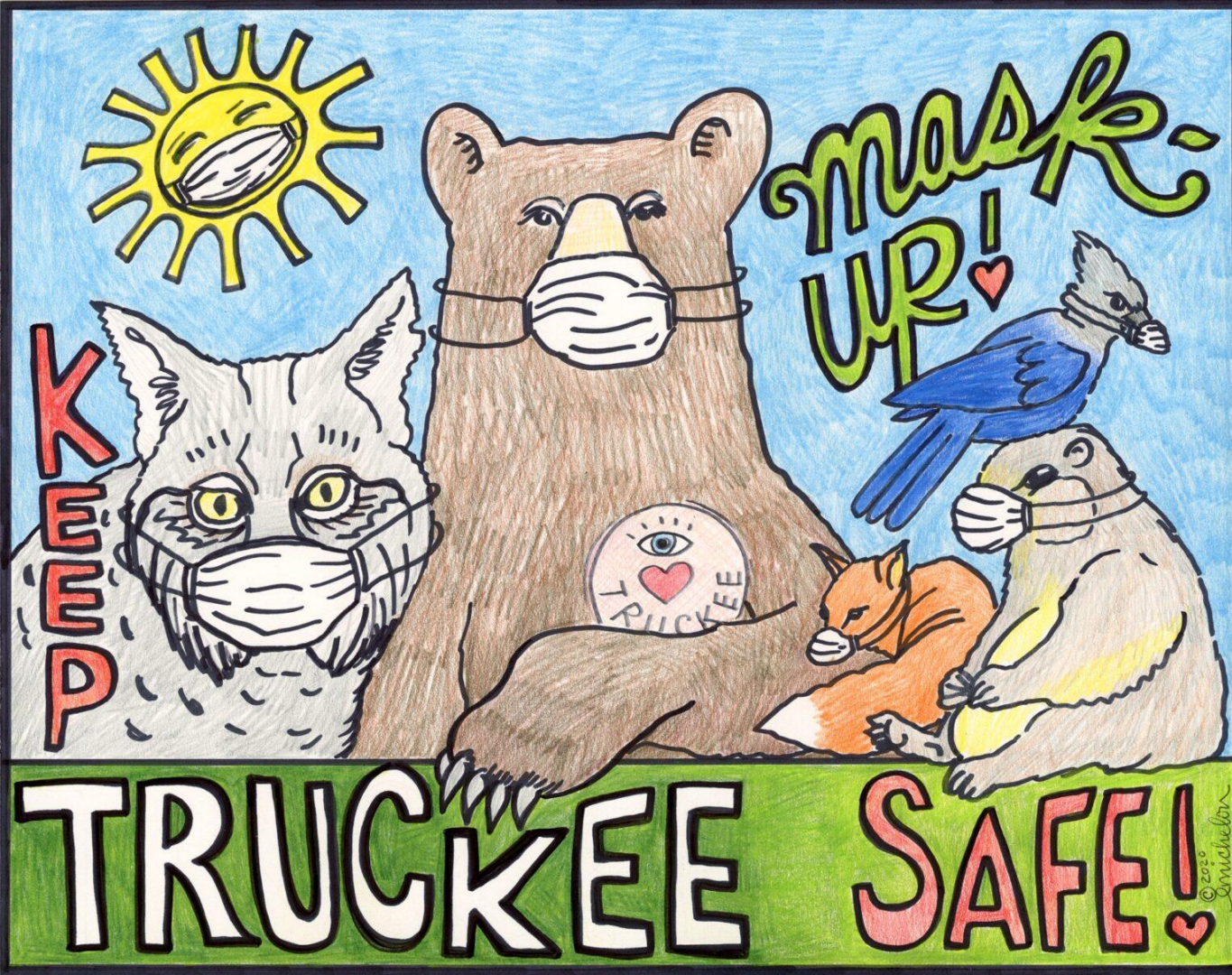


DINE, DRINK AND SHOP IN SAFETY AND STYLE



DINE, DRINK AND SHOP IN SAFETY AND STYLE

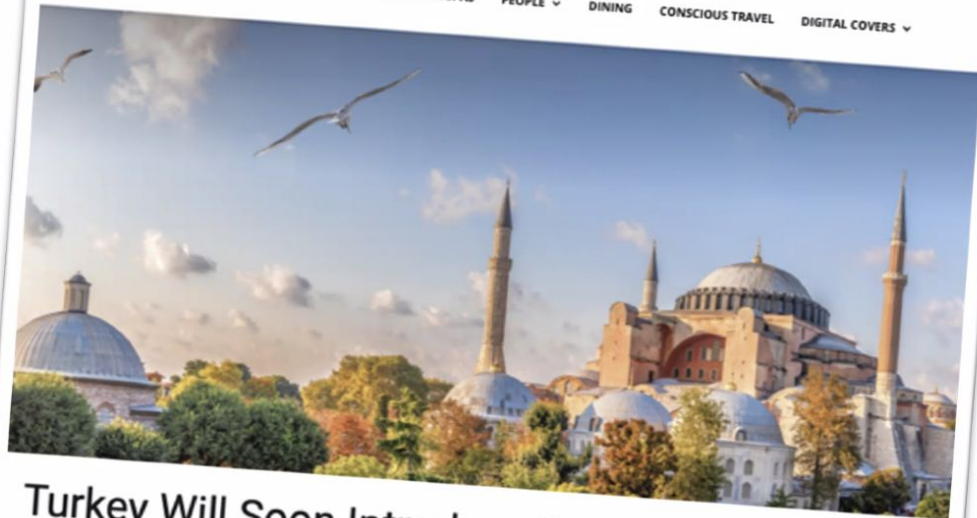






TRAVEL+
LEISURE

DESTINATIONS ▾ WELLNESS & SPAS PEOPLE ▾ DINING CONSCIOUS TRAVEL DIGITAL COVERS ▾



Turkey Will Soon Introduce 'COVID-Free'
Certificates For Tourist Hotspots

BALTIC TRAVEL BUBBLE



Queenstown NZ
May 27 · 🌐

If you're thinking about visiting Queenstown, meet Steve, local personality, adventure pioneer and owner of Around The Basin Bike Queenstown tours. Find out what Steve thinks defines our place, and some things about Queenstown that only locals might know. We're looking forward to seeing you here soon.
#WeAreQueenstown



Queenstown NZ
May 21 · 🌐

We can't wait to welcome you to Queenstown again. Meet Judi, owner of Queenstown's award winning Body Sanctum Day Spa. Hear Judi's most memorable Queenstown experience, discover her favourite things to do and what makes Queenstown the special place it is.
We hope you see you here soon. #WeAreQueenstown



👍❤️ 125 11 Comments 11 Shares

Where will your next homegrown adventure take you?

[Book with Air New Zealand](#)

Wander the Port Hills, Christchurch - Canterbury
By Tourism New Zealand

ChristchurchNZ Explore ▾ Live ▾ Business ▾ Study ▾ Meet ▾

Our Winter Guide
Winter in Canterbury is spectacular! Crisp, calm blue sky days provide the perfect conditions for skiing and snowboarding at one of the many ski fields around the region. Winter is also the season for crystal clear nights and some of the best stargazing on the planet! So, get out there and make the most of it!

SOMETHING GREAT
Why Supporting Local Matters and Why it Can Help Save Christchurch Jobs

HANK
r shopping
LOCAL

Christchurch Economic Recovery Package

Now is the Time to Make a Difference Christchurch

Credit Kelly Sikkema

Six Ways to Pay it Forward and Help Local Businesses

COVID-19 UPDATE
COVID-19: What you need to know

Support Local Through These Initiatives

KEEPING IT LOCAL
Explore Your Place







East Gorge
FOOD TRAIL

[HOME](#)

[TRAIL CATEGORIES](#)

[TRAVEL TIPS](#)

[ABOUT US](#)

Orchard Fruits, Craft Culture, Cascade Volcanos

EAST GORGE FOOD TRAIL

EXPLORE



10 MINUTE DISCUSSION IN GROUPS

IDEAS WE CAN DO TOGETHER



**SHARE:
WRITE YOUR
IDEAS IN THE CHAT**



POLL

ANNOUNCEMENTS

WRAP UP



THANK YOU