

# TOURISM MARKETING PARTNER MEETING

FRIDAY, MAY 8, 2020





# *Spirit of* TRAVEL

**NTTW**

NATIONAL TRAVEL & TOURISM WEEK

MAY 3-9, 2020

# Tourism Cares



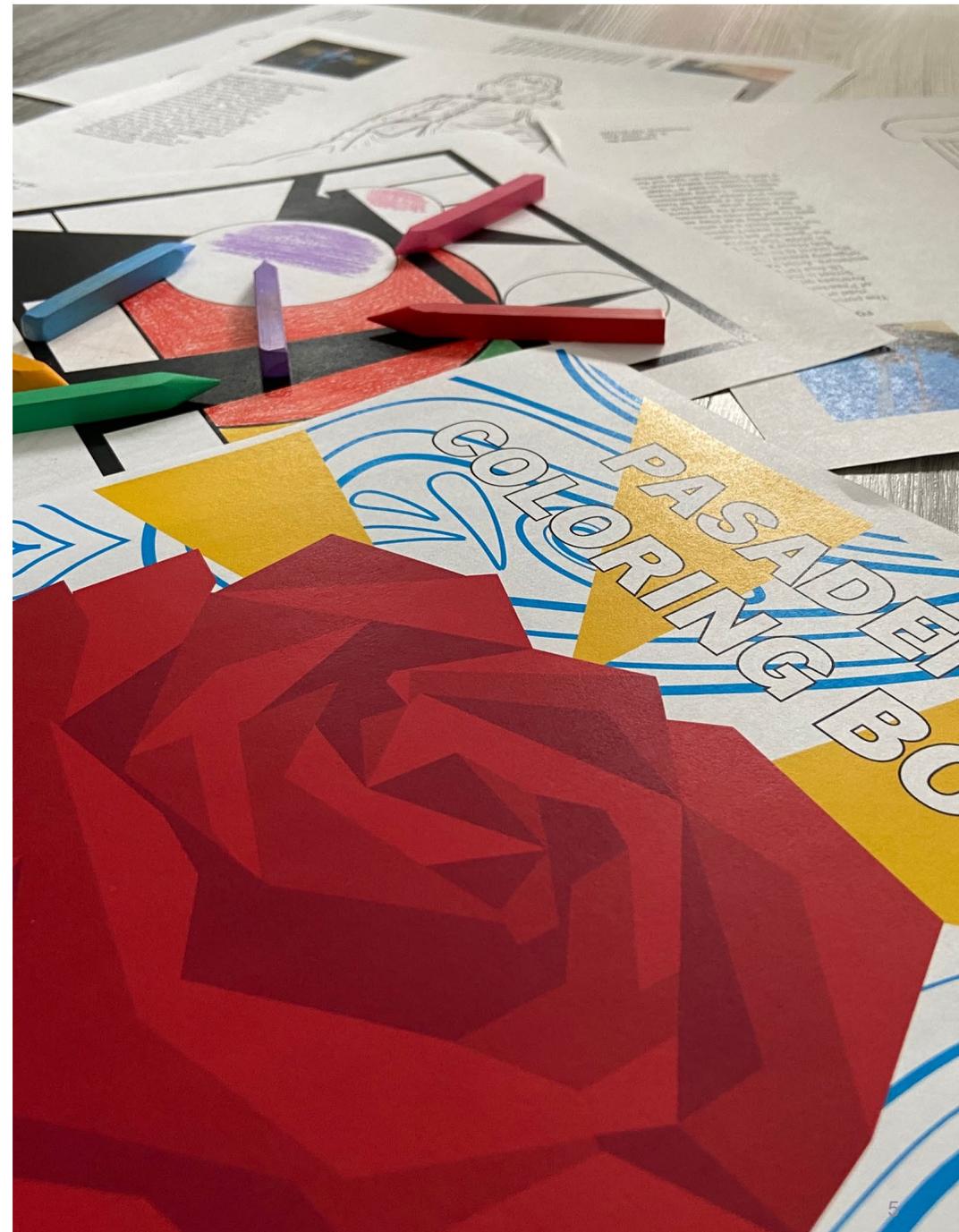
# VisitPasadena.com Launched May 4, 2020



# #weareinthistogether



- Our social channels have not gone dark. Social media engagement continues with messages of coming together during this crisis, our community strength, and stories of community giving. Moments of Pasadena community giving and strength
- We are serving as a resource for our community and sharing our virtual resources and restaurant directory.
- Coloring book contest featuring Pasadena public and iconic art pieces to engage our audience.



# Restaurant Directory



- Free directory supporting local restaurants during the crisis.
- 21k pageviews
- 250 Pasadena restaurants listed offering delivery and take-out
- Directory updated every weekday

Sponsored by



In collaboration with



# Connect Pasadena Virtually



- Virtual directory supporting local businesses, museums, educational institutions and nonprofits during the coronavirus crisis.
- 4k pageviews
- 75+ Pasadena businesses listed

Sponsored by



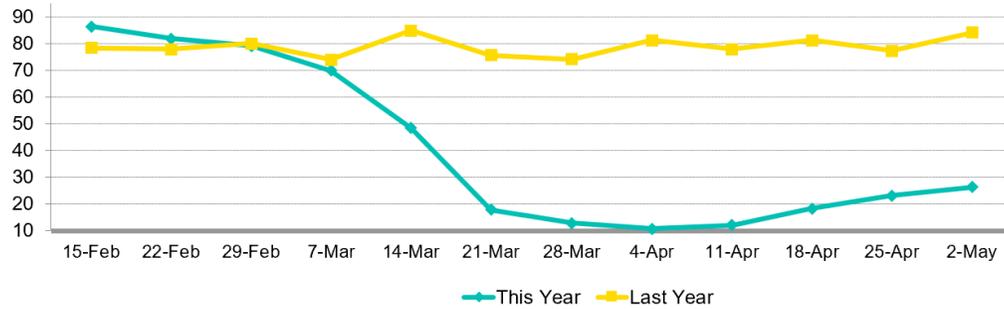
In collaboration with



# Pasadena Hotel Updates



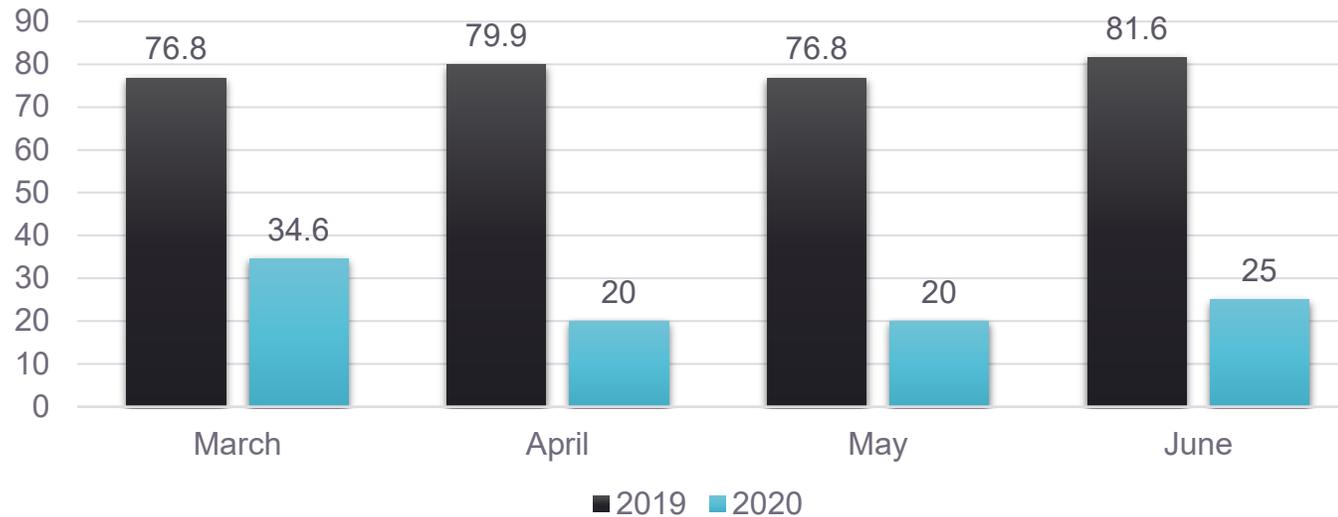
Weekly Occ (%) - Feb 15, 2020 to May 02, 2020



Weekly ADR - Feb 15, 2020 to May 02, 2020



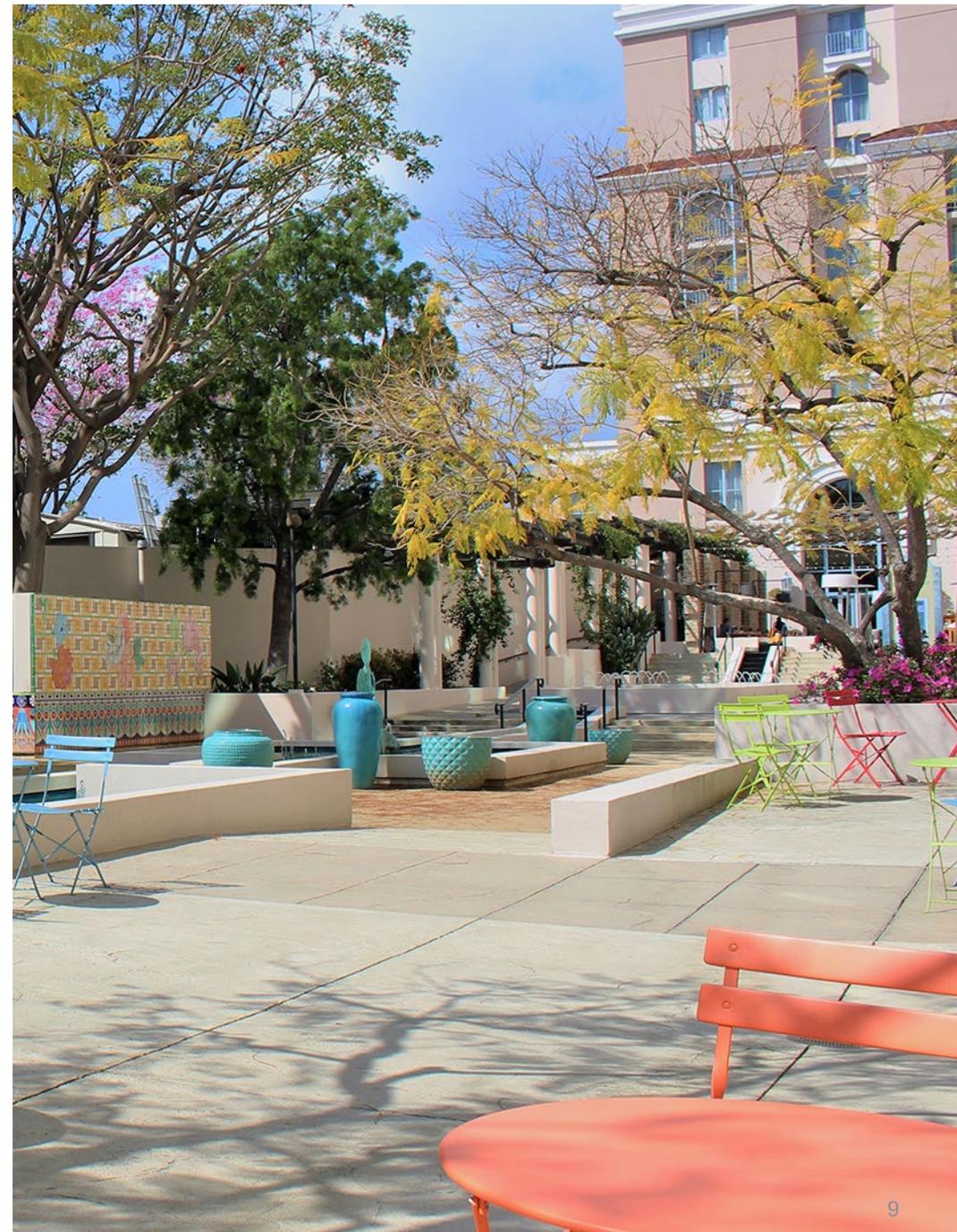
Forecasted Hotel Occupancy



# Pasadena Hotel Updates



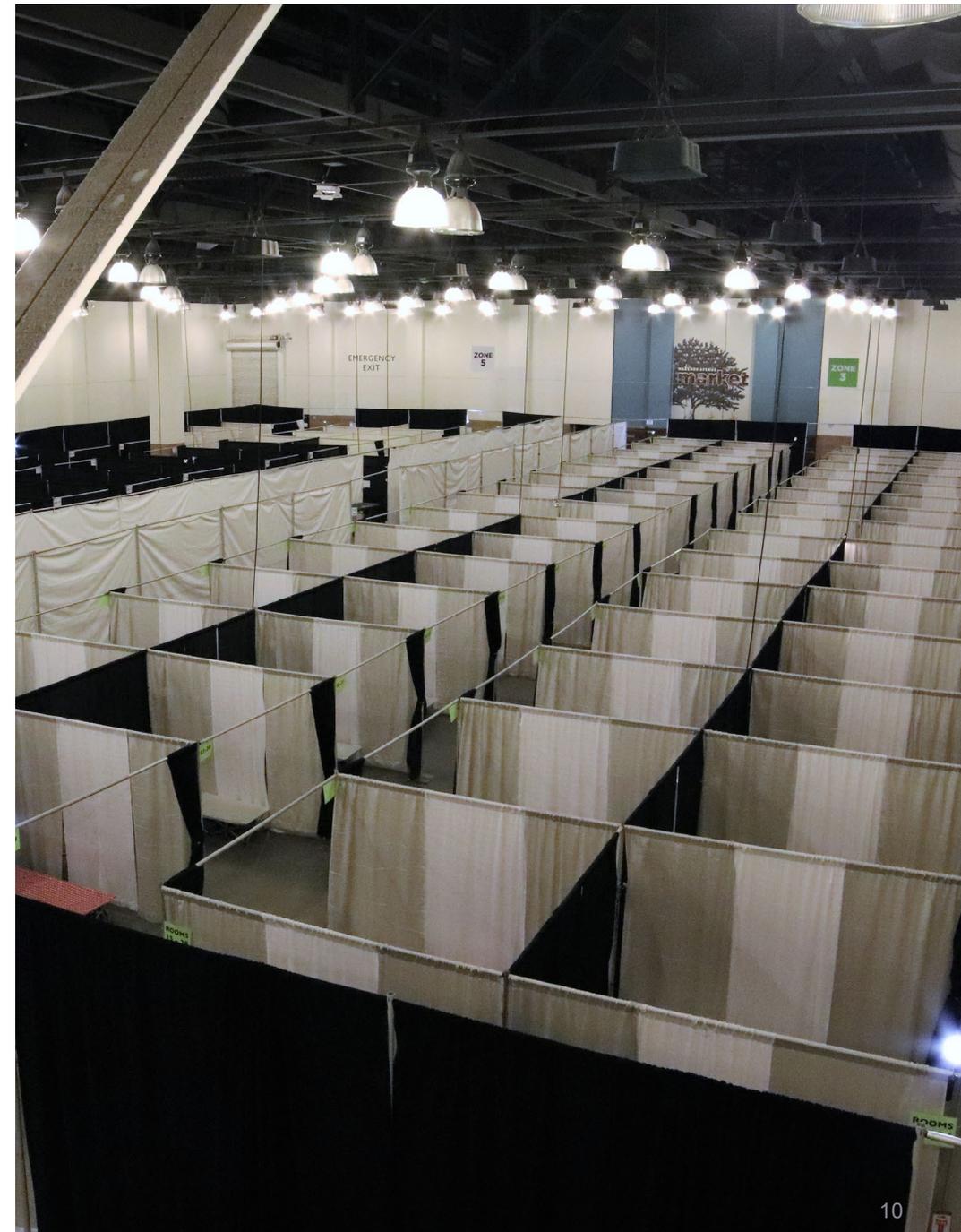
- Saga Motor Inn closed until mid-April
- Langham Huntington Hotel closed on April 8 and plans to reopen June 1.
- Hotel Constance closed – until date TBD
- Sheraton closed on May 7 for 60 days
- Hotels are reporting between 10-20% occupancy and it fluctuates daily with demand being primarily local transient with some healthcare workers. ADR is averaging between \$115-120, a drop from average ADR of \$170-190 and occupancy in the high-70's to low 80%
- All properties have had to lay off employees and operate with only a few core positions



# Alternative Care Facility



- The Pasadena Convention Center is set up as an alternative care site for Huntington Hospital in case of a surge of patients needing treatment for COVID-19.
- The make-shift facility will be used in the event the Hospital is unable to accommodate an influx of patients and would serve patients who need minimal care or who don't have people at home to help them.
- The Pasadena Convention Center team is working with Redrock Entertainment Services, who were hired by the City of Pasadena, to set up Exhibit Hall A & B with 250 make-shift rooms.



# Industry Forecast



- Recovery is expected to take 12-18 months
- Coronavirus shock to last until Q2 2021
- Return to 'normal' expected in 2021 Q3
- Room demand won't get any worse than it already is in April, as the social distancing policies and shelter in place orders have gone as far as they can.
- Hotel rates will remain suppressed in 2021. Demand will come back before ADR. ADR will take several years to return to pre-COVID levels.

Source: Tourism Economics



# Visit California Insights



- The industry needs to be prepared for what may be a slow, tentative and jagged recovery. All future plans must have the flexibility to react to conditions that continue to evolve.
- Returning to normal tourism activity may take multiple years. Tourism Economics projects a 51% drop in room demand in 2020 from 2019. A rebound will come in 2021, but still fall about 11% below 2019 levels.
- Nationwide, the conversion of some 50 million international trips to domestic drive destinations is a huge opportunity for California.
- Regional leisure travel will respond quickly as consumers become comfortable and look to satisfy pent-up demand by taking road trips.

Source: Visit California

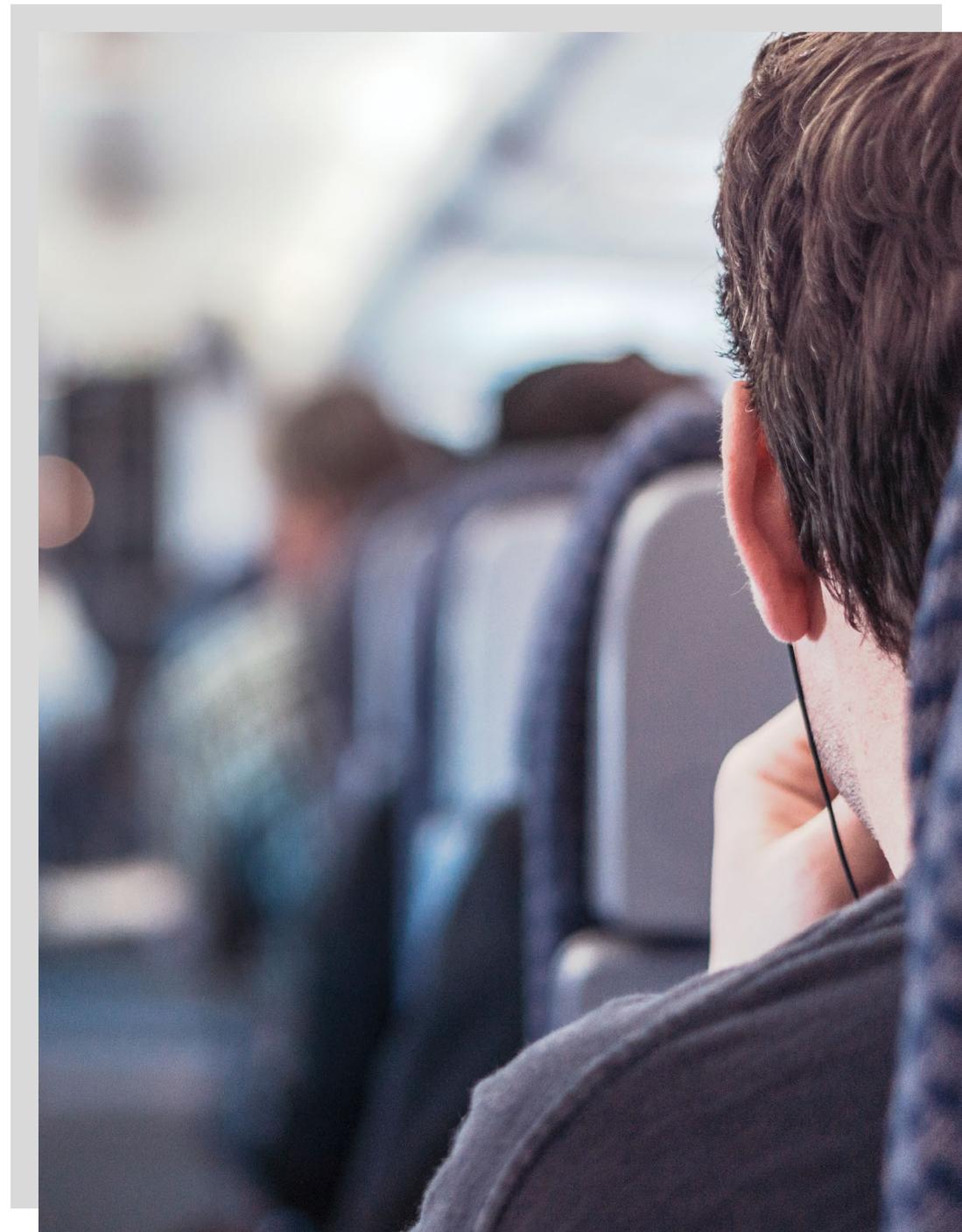


# Preparing for What Comes Next

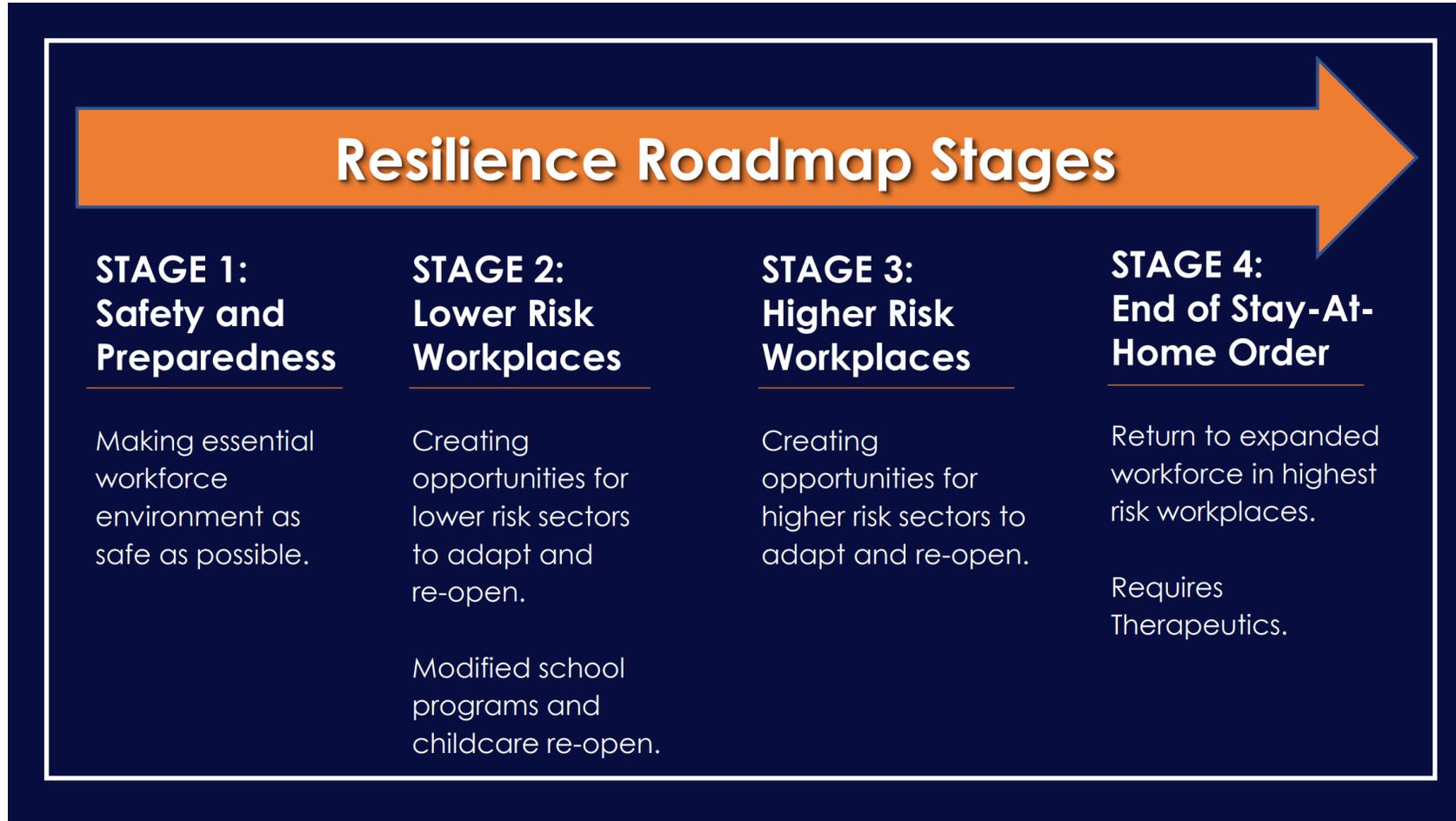


- Regional leisure travel is positioned to recover more quickly (second half of 2020 and especially in 2021) but timing will be initially more defined by social distancing policies and lockdown orders being lifted.
- After locals reengage in their local communities, the travel recovery will likely be led by drive market.
- Business and group travel will lag due to low cash/profits as well as corporate and government policy. The short- to medium-term outlook for both meetings/events and international travel looks challenging
- As far as what are the most important signals to consumers that things are returning to normal: 40% say it's lifting stay-at-home orders and travel restrictions. Kids going back to school and offices re-opening are the second most important.

Source: Tourism Economics



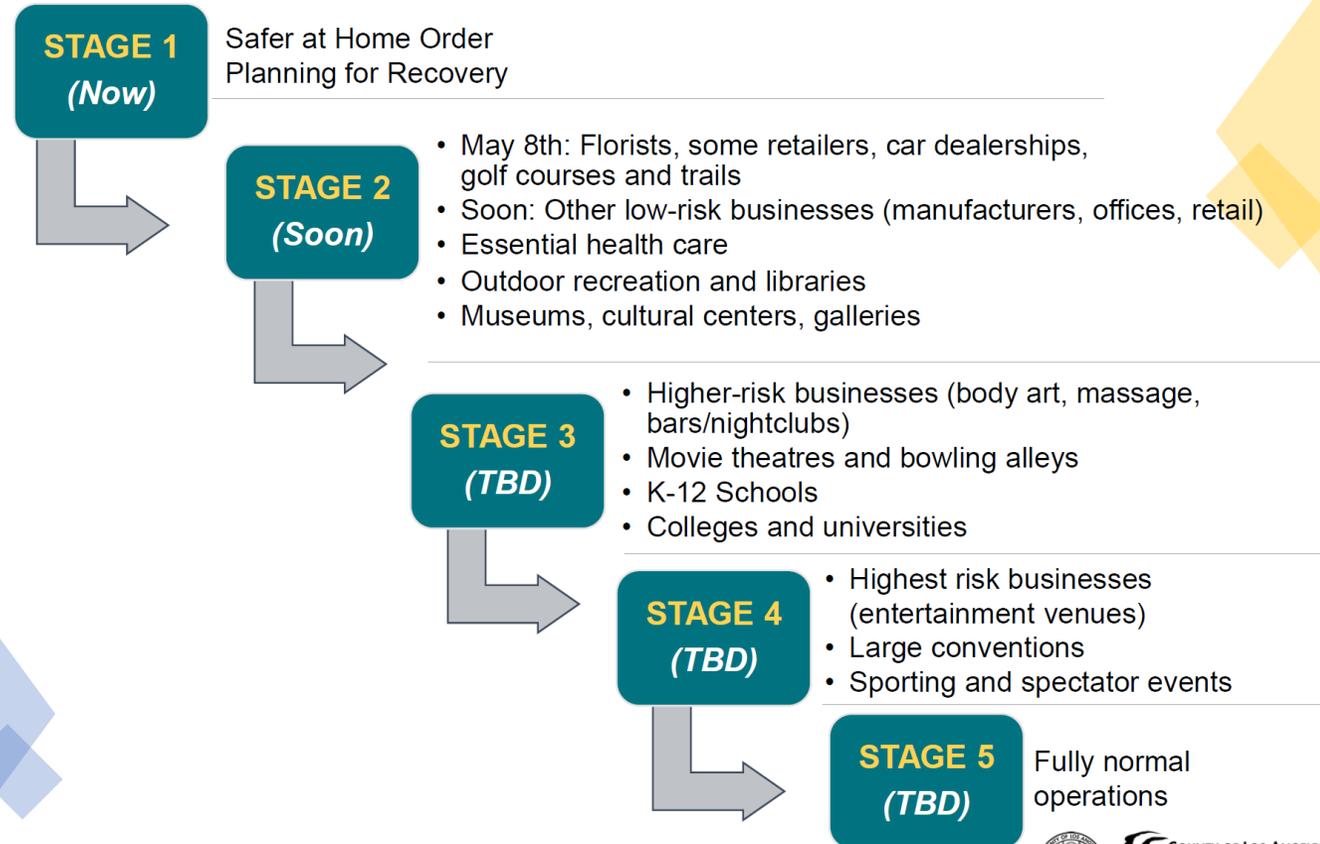
# California Stages for Reopening



Source: Office of CA Governor Newsom, [California Pandemic Roadmap](https://www.gov.ca.gov/) <https://www.gov.ca.gov/>

# LA County Reopening Stages

## FIVE-STAGE REOPENING PROCESS BASED ON RISK



Source: [LA County Roadmap to Recovery](#)



# LA County Reopening – Limited Business



## MAY 8TH REOPENING

A limited number of businesses will be able to open on May 8th with appropriate safeguards in place

### Florists, Toy Stores, Book Stores, Clothing Stores, Music Stores, and Sporting Goods Stores

- Curbside pick-up only
- Must adhere to physical distancing and infection control protocols

### Car dealership showrooms

- Must adhere to physical distancing and infection control protocols

### Golf courses

- Pro shops closed
- Concession stands and restaurants are take-out only
- Must adhere to physical distancing and infection control protocols

### Trails

- Must adhere to physical distancing
- Must use cloth face covering



Source: [LA County Roadmap to Recovery](#)



# LA County Reopening Guidelines

## PLANNING FOR SAFE REOPENING

Each sector will have a safe reopening guidelines that addresses the following areas of concern:

### Protecting and supporting worker health and safety

- Limit in-person work and ensure that vulnerable workers have alternative assignments
- Supply and require use of face coverings and personal protective equipment
- Develop policies that enable employees to stay at home when they are sick

### Ensuring appropriate physical distancing

- Limit occupancy in accordance with Safe Reopening protocols
- Ensure 6-foot distance between individuals as much as possible
- Manage employees' schedules to enable physical distancing

### Ensuring proper infection control

- Follow strict cleaning and sanitation standards
- Frequently clean high-touch surfaces

### Communicating with the public

- Post clear signage to communicate protocols to visitors

### Ensuring equitable access to services for vulnerable populations

- Prioritize access to critical services
- Move transactions and services online as feasible

Source: [LA County Roadmap to Recovery](#)

# Pasadena Reopening



- Bookstores
- Jewelry stores
- Toy stores
- Clothing stores
- Shoe stores
- Home and furnishing stores
- Sporting goods stores
- Antique stores
- Music stores
- Florists

City of Pasadena Guidelines: <https://www.cityofpasadena.net/wp-content/uploads/Curbside-Phased-Reopening-Guidance.pdf?v=1588909428321>

## PHASED REOPENING FOR PASADENA

### REOPENING MAY 8

**With social distancing and appropriate safeguards in place:**

- All florists, toy stores, music stores, bookstores, clothing stores, and sporting goods stores for **curbside pick-up only**
- Car dealership showrooms
- Golf courses

For further guidelines & up-to-date information, visit [cityofpasadena.net](https://www.cityofpasadena.net)



# Promoting the Health and Safety of All Travelers



## KEY TAKEAWAYS

- **Maintaining health & safety is Americans' top emotional priority right now**
- **Travelers expect leadership from travel brands in signaling and guiding the safe return to travel**
- **New and significant changes and additions to business operating practices are necessary to attract back the travel volume of the past**
- **Businesses are likely to strongly benefit from following official guidelines and/or obtaining certifications, and publicizing adherence their adherence**

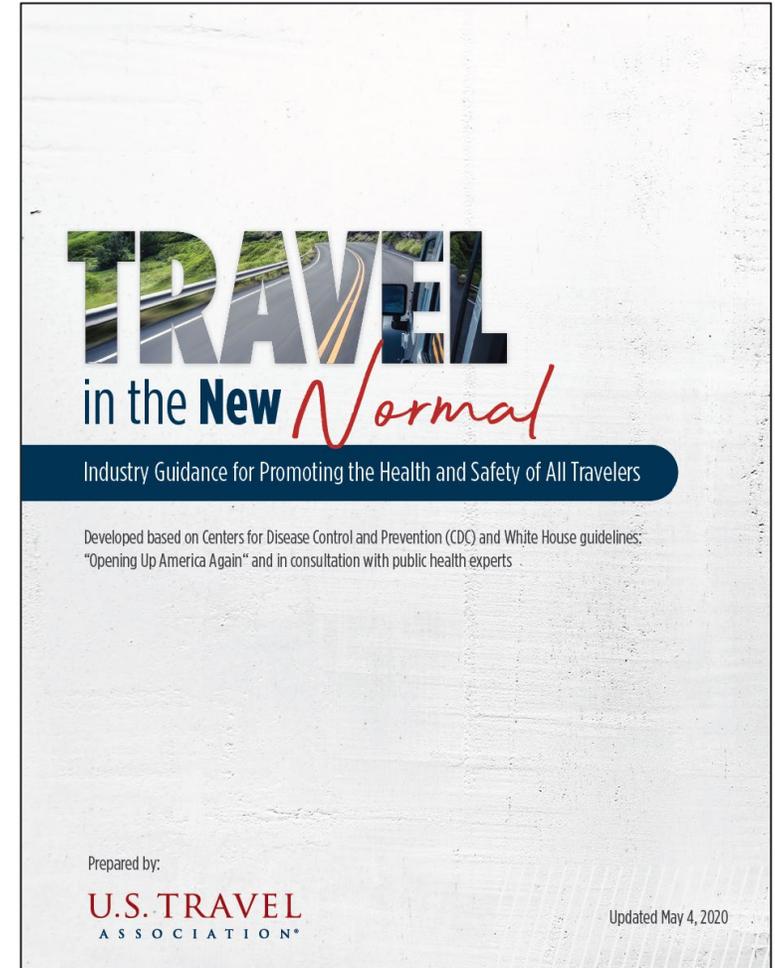


Destination  Analysts

# Promoting the Health and Safety of all Travelers



- We suggest our tourism organizations, begin to prepare business plans for reopening
- Across the whole entire journey, travelers need the confidence that safety measures are in place from their departure to their return home.”
- US Travel released Industry Guidance for Promoting the Health and Safety of All Travelers <https://www.ustravel.org/industryguidance>



# CREATE TRANSMISSION BARRIERS



- Reinforce hand hygiene – post signage on proper hand washing techniques;
- Utilize personal protective equipment (PPE). (Current guidance requires face coverings);
- Encouraging physical distancing - post signage to ensure proper separation in lines and common areas, discourage congregating in crowded areas, reconfigure public spaces, or limit the number of employees and customers in areas, offer timed entry options;
- Installing physical barriers, such as transparent screens to separate customers and employees;
- Thinking creatively to limit staff physical contact with customers where practical while still delivering superior service, for example, through online ordering, curbside service delivery, automated entrances and other practices;
- Educating both employees and customers about their shared responsibility to help protect each other in a COVID-19 environment.

Source: [US Travel's Travel Guidance for Promoting Health and Safety of Travelers](#)

# CREATE TRANSMISSION BARRIERS



Consider implementing touchless solutions, where practical, to limit the opportunity for virus transmission while also enabling a positive travel experience.

- Ticketing;
- Identification;
- Check-in;
- Payment for goods and services;
- Automated ordering and pick-up for food and services; and
- A broader range of travel and hospitality amenities.

Source: [US Travel's Travel Guidance for Promoting Health and Safety of Travelers](#)

# ENHANCE SANITATION



- Establish a policy implementing more frequent hand washing by all employees and, in the absence of hand washing, make frequent use of an alcohol-based hand sanitizer (at least 60% alcohol);
- Sanitizing more frequently, using products and disinfectants that meet requirements for effectiveness against COVID-19; special attention to high-touch surfaces;
- Providing hand sanitizer in public areas throughout facilities;
- Modifying business hours when necessary to carry out thorough sanitation and disinfection procedures;
- Providing new training for employees on implementing these measures with oversight on execution;
- Researching technological innovations and testing new procedures, as appropriate, to enhance sanitation.

Source: [US Travel's Travel Guidance for Promoting Health and Safety of Travelers](#)

# PROMOTE HEALTH SCREENING



- Travel businesses should adopt health screening procedures that require all employees:
  - To monitor their health;
  - To not report to work if they are ill and/or showing any symptoms; and
  - To self-isolate if showing symptoms of COVID-19, if awaiting test results, or if diagnosed with COVID-19.
- Review Policies to more easily enable employees to stay home when sick or when possibly exposed to the coronavirus. This could also include, for some, updating sick leave policies and allowing employees to stay home to care for sick family members or to fulfill self-isolation requirements.
- Should an employee or customer test positive, travel businesses should follow an appropriate checklist of actions in response. Travel businesses should follow guidance from leading public health authorities to define necessary actions in these instances.

Source: [US Travel's Travel Guidance for Promoting Health and Safety of Travelers](#)

# FOLLOW FOOD & BEVERAGE SERVICE GUIDANCE



- **Travel businesses should follow best practices in food and beverage service to promote health of employees and customers.**
- While COVID-19 is not a food borne illness, food and beverage service is an essential and ubiquitous part of the hospitality our industry provides to travelers.
- When serving food and beverages, travel businesses should follow [FDA's Best Practices for Retail Food Stores, Restaurants, and Food Pick-Up/Delivery Services During the COVID-19 Pandemic](#) and the National Restaurant Association's [COVID-19 Re-Opening Guidance](#).

Source: [US Travel's Travel Guidance for Promoting Health and Safety of Travelers](#)

# A SHARED RESPONSIBILITY



**Travelers also have a role to play in preventing the spread of COVID-19.** To help them fulfill this responsibility, travel businesses should offer appropriate resources to customers to better enable them to monitor and screen their own health, including:

- Signage communicating COVID-19 symptoms
- Guidance to local public health resources in case testing or treatment is needed
- Materials describing good health practices to protect themselves and others
- Communications encouraging travelers to stay home if they are sick and to postpone travel until they are well

Source: [US Travel's Travel Guidance for Promoting Health and Safety of Travelers](#)

# Signage



## Stop the Spread of Germs

Help prevent the spread of respiratory diseases like COVID-19.

- Avoid close contact with people who are sick.
- Cover your cough or sneeze with a tissue, then throw the tissue in the trash.
- Clean and disinfect frequently touched objects and surfaces.
- Avoid touching your eyes, nose, and mouth.
- When in public, wear a cloth face covering over your nose and mouth.
- Stay home when you are sick, except to get medical care.
- Wash your hands often with soap and water for at least 20 seconds.

cdc.gov/coronavirus

10/19



## STEPS FOR HANDWASHING

Stop the spread of germs and keep yourself and others from getting sick.

1. Wet your hands with warm water.
2. Lather up with soap. Soap gets rid of the oil that helps germs stick to your hands.
3. Rub and scrub your hands together for at least 20 seconds. Strongly rub and scrub your wrists, palms, between fingers, under your nails, and the backs of your hands. The soap and scrubbing action loosens the germs off your hands.
4. Rinse your hands thoroughly with warm, running water.
5. Dry your hands completely with a clean towel or paper towel. Use the towel to turn off the faucet when you're finished drying your hands. Throw the paper towel away.

If soap and water aren't available, use an alcohol-based hand sanitizer. Alcohol-based hand sanitizers can usually be found as a gel or wipes. Make sure the product is at least 60 percent alcohol.

- To use an alcohol-based hand sanitizer:
- Rub the gel or wipe all over both hands.
  - Rub hands together for 30 seconds until they feel dry.

Los Angeles County Department of Public Health  
www.publichealth.lacounty.gov



10/19



Source: <http://publichealth.lacounty.gov/acd/ncorona2019/printmaterials.htm>

# Other Resources



- [American Hotel and Lodging Association](#)
- [American Alliance for Museums: Considerations for Museum Reopenings](#)
- [CDC Reopening Guidance for Cleaning & Disinfecting](#)
- [OSHA Guidance on Preparing Workplaces for COVID-19](#)
- [National Retail Federation Operation Open Doors Checklist](#)
- [Retail Industry Leaders Association List of Coronavirus Resources](#)
- [Interim Recommendations for U.S. Community Facilities with Suspected/Confirmed Coronavirus Disease 2019 \(COVID-19\)](#)
- [Small Business Development Center](#)

# Social Media Phases of Crisis Messaging



	1. Onset	2. Outbreak	3. Improving Situation	4. Recovery Commencement
Indicators	Crisis happening outside of California	California and visitor markets affected by crisis	Curve has been flattened and cases begin to decrease. Restrictions are being lifted, and the mood is less tense.	People are looking ahead to future, eager to get life back on track
Messaging	Business as usual, except to affected target markets.	<ul style="list-style-type: none"> <li>• We're in this together.</li> <li>• Here's a photo or video that brings us joy during this period</li> <li>• Stories of locals and humanity</li> <li>• Share current information/news</li> </ul>	<ul style="list-style-type: none"> <li>• Soon, we'll travel again</li> <li>• Photo, video, or story that brings us joy during this period</li> <li>• Share current information/news</li> </ul>	<ul style="list-style-type: none"> <li>• An invitation to travel</li> <li>• Reminder that we're here to welcome travelers when they feel ready</li> </ul>
Social Media Approach	Business as usual in unaffected destination	Do not go dark. Instead, share news. <a href="#">Be present online</a> as a source of calm during a chaotic period. Sensitive and empathetic tone of voice.	Don't focus on caseloads/health metrics. Instead, be aware of what people are feeling. Remain sensitive in tone.	Be inspirational and encourage planning for when people are ready. Don't be pushy, be welcoming.
Status	This period has passed	This is where we are as of March 16, 2020	TBD	TBD

March 16, 2020

Source: [Visit California](#)

# Engage Virtually



- Live or facilitated online experiences for the classroom
- Quarantine Date Ideas
  - Trivia Night: themed to your collection.
  - Wine & Stories: BYOB storytelling sessions with your docents and curators.
  - Art Classes: either to learn to draw or study art.
- Things to Read – Review and release content, podcasts, to inspire your audience
- Behind the Scenes with a curator, artist, composer
- Live performances
- Recreate iconic art from challenge

# Fundraising Virtually

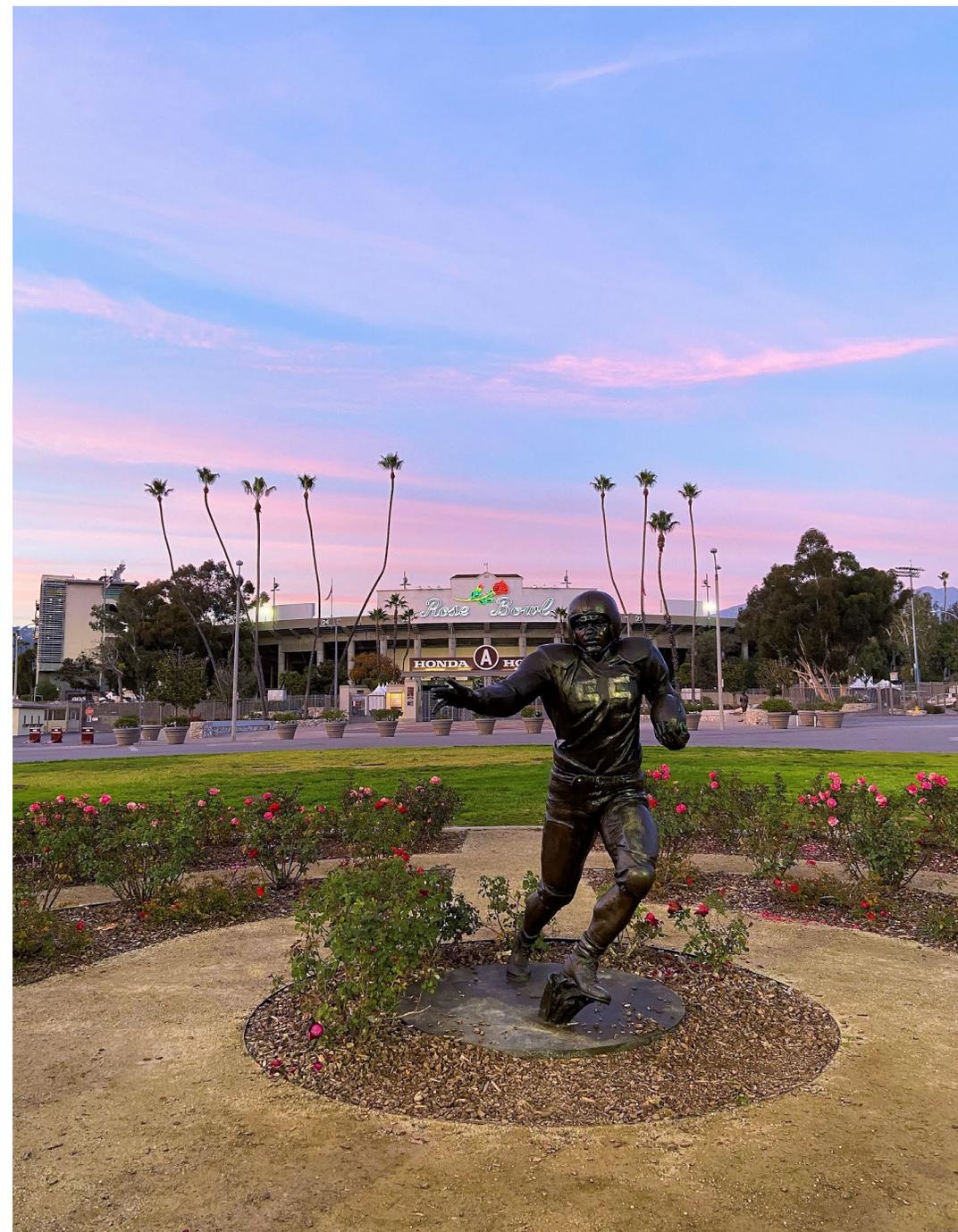


- Virtual gala over social media
- Work with a local restaurant to deliver food to donors and have a chef talk
- Create a virtual walk/run
- Host a raffle
- Host a virtual competition
- Live performance with [YouTube Giving](#)
- Live Donation Drive/Telethon

# What You Can Do Next



- Develop your Reopening Plan
- Create Messaging Guidance for Customers
- Develop a Recovery Plan
- Continue to Keep Your Audience Engaged Virtually



# We Are In This Together



## Download Slide Deck

<https://www.visitpasadena.com/covid-19-resources/>

## Contact Us

Jeanne Goldschmidt, Executive Director

[Jeanne@visitpasadena.com](mailto:Jeanne@visitpasadena.com)

Christine Susa, Director of Marketing & Communications

[csusa@visitpasadena.com](mailto:csusa@visitpasadena.com)

