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in the FINGER LAKES

# Tourism in the times of COVID-19

Karen Kühl  
Executive Director  
Wednesday Morning  
Roundtable  
April 2020

First Things First

#

TravelTomorrow

Stay home today,  
We can Travel Tomorrow

Coronavirus (COVID-19) Information and Resources for Travelers

Read More →



MENU ≡



# ONLINE EVENTS, VIRTUAL TOURS, AND LIVECAMS

Explore New York State's world-renowned attractions from the comfort of your own home. [more](#)

## Discover New York!



## Coronavirus (COVID-19) Information and Resources



Read More →

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THINGS TO DO

WINE, BEER & CIDER

RESTAURANTS

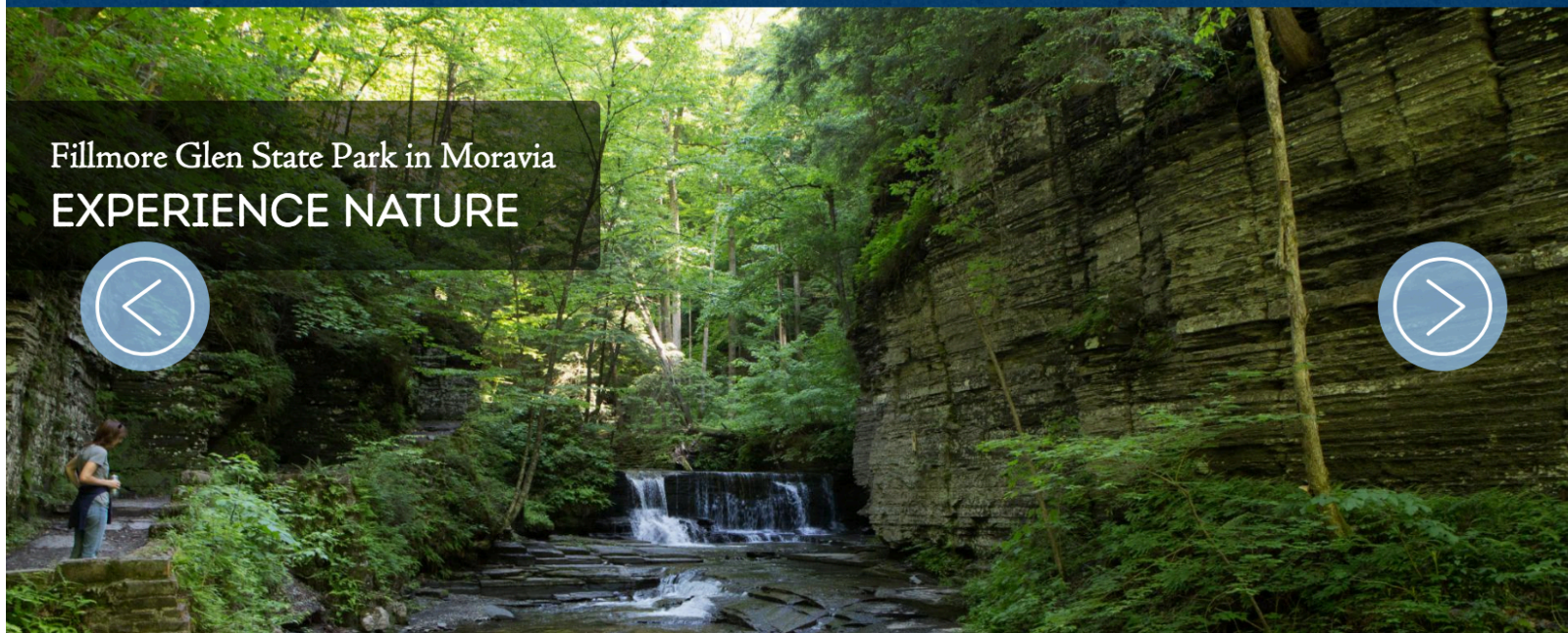
EVENTS

PLACES TO STAY

ABOUT CAYUGA COUNTY

SWEET TREAT TRAIL

Fillmore Glen State Park in Moravia  
**EXPERIENCE NATURE**



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# Impact on US Travel



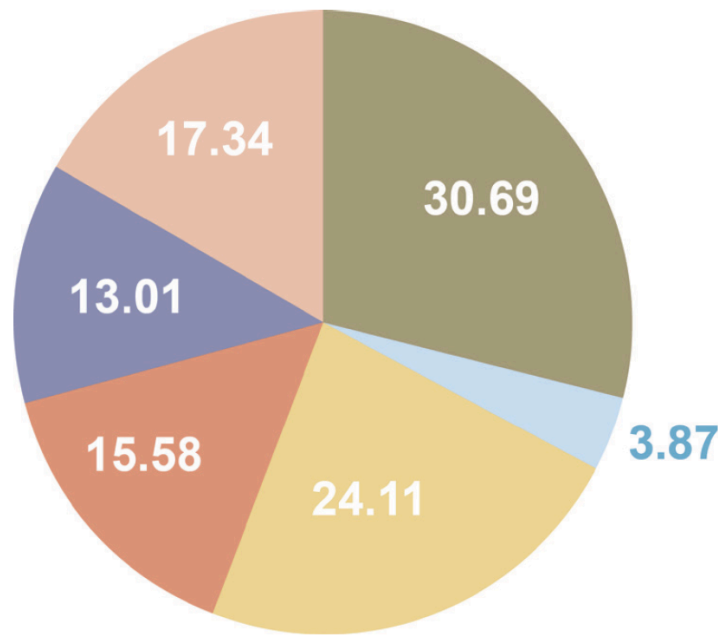
- Loss of 5.9 million travel-generated jobs by the end of April.
- Loss of travel-generated jobs alone almost doubles total unemployment rate (3.5% to 7.1%) in Q2.
- US economy projected to enter a protracted recession based on the unexpected downturn in travel alone.
- Travel industry losses will result in a GDP impact of \$502 billion in 2020.

Source: <https://www.ustravel.org/>

\$104.69  
million

## Cayuga County Tourism 2018

Economic Impact Numbers



Lodging	\$30.69 million
Recreation	\$3.87 million
Food & Beverage	\$24.11 million
Retail & Service Stations	\$15.58 million
Transportation	\$13.01 million
Second Homes	\$17.34 million

# CCCVB mission

**Pre** – During – Post COVID-19

- We increase tourism and related revenues through promotion and research-based targeted marketing, and we improve the visitor experience by providing data and training to local hospitality industry providers.



# CCCVB mission

Pre – **During** – Post COVID-19



- We have refocused our mission to one of support and promoting within the community to help promote
  - Curbside Cayuga (restaurants)
  - Online Shopping (retailers)
  - Virtual Calendar of Events (attractions)



## Virtual Calendar

<https://www.tourcayuga.com/events/virtual/>



## Online Shopping

<https://www.tourcayuga.com/blog/post/shop-local/>



## Curbside Cayuga

<https://www.tourcayuga.com/blog/post/curbside-cayuga/>

# CCCVB mission

Pre – During – **Post** COVID-19

- We will return to our mission but with a slow reintroduction to an outreach beyond our county. Starting with Central NY and the Finger Lakes regions, then state wide, and finally nationally and internationally.



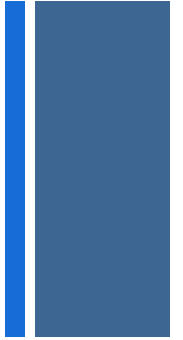
How best can the tourism  
industry related businesses  
bounce back?

# #SupportCayuga



- **Support** our health services in any way we can, and Stay Home.
- **Support** our local restaurants, get take out and/or delivery.
- **Support** our public arts, attend their virtual events, donate to their fundraisers, buy gift cards.
- Post/Follow/Rate your favorite places. They need your show of support. Use #SupportCayuga to show you **support** them.
- Don't cancel events, reschedule them instead.

# #SupportCayuga



- Pay it forward, buy gift cards from local, privately owned establishments and give them to friends, neighbors, relatives who have lost their jobs.
- Tip, if you can afford it, be generous. It is always appreciated, but even more needed now.
- Be **Proud**. This is **OUR** Cayuga.

# tOUR Cayuga



- This is OUR Cayuga, be proud, be an ambassador.
- Reach out to me at [karen@tourcayuga.com](mailto:karen@tourcayuga.com)
- Be an ambassador for your hometown.

Thank you. Please reach out  
with any questions or  
comments

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