Tourism in the times of COVID-19

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Wednesday Morning
Roundtable
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First Things First

# TravelTomorrow

Stay home today,
We can Travel Tomorrow
Discover New York!
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
<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging</td>
<td>$30.69 million</td>
<td>30.69%</td>
</tr>
<tr>
<td>Recreation</td>
<td>$3.87 million</td>
<td>3.87%</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>$24.11 million</td>
<td>24.11%</td>
</tr>
<tr>
<td>Retail &amp; Service Stations</td>
<td>$15.58 million</td>
<td>15.58%</td>
</tr>
<tr>
<td>Transportation</td>
<td>$13.01 million</td>
<td>13.01%</td>
</tr>
<tr>
<td>Second Homes</td>
<td>$17.34 million</td>
<td>17.34%</td>
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</tbody>
</table>
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
- Be an ambassador for your hometown.
Thank you. Please reach out with any questions or comments

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