



# APRIL NEWS

## We are all in this together

### Hospitality Partners:

It's hard to believe what the entire world is going through at this time with the COVID-19 global pandemic. It's stressful the uncertainties of this health crisis and financial crisis. Many businesses are adapting to a new way of doing business online and/or implementing curbside and takeout in light of statewide closures of non-essential businesses. We know your business is probably suffering as well. We can only hope each and every one of you can weather this crisis as we keep an eye on the horizon for a return to normal. Or at least a new normal.

We are doing our part to #supportlocal by creating [www.MuletownMighty.com](http://www.MuletownMighty.com), a website for local businesses that lists who is open and how they are doing business. (It is also a resource for COVID-19 information.) It's free for your business to be listed, just email [Kmurphy@columbiatn.com](mailto:Kmurphy@columbiatn.com) if you'd like to be added or if you need to update your information. #MULETOWNMIGHTY

This is not the time to invite anyone to visit Columbia just yet. We want everyone to stay at home. We will continue to share information about our destination on social media, inspiring future visits to experience Columbia. Soon we hope to move towards marketing Columbia again.

We'd like to share the latest independent research from Destination Analyst regarding travel behaviors, sentiment and perceptions of Americans. (As you know, the situation changes almost weekly so keep that in mind.) Here is a sample of the data:

- 45%** Looking to take more road trips
- 54%** Looking to take a 'staycation' instead of a vacation
- 31%** Have rescheduled a trip that had been postponed earlier
- 69%** Miss traveling and can't wait to get out and travel again
- 47%** Will get back into travel, but carefully, while
- 13%** Say they will jump right back into travel

**Beaches, small towns and cities, and national parks are among the first trips Americans will take when they feel safe to travel again.**

Read the full report here: <https://www.destinationanalysts.com/covid-19-insights/covid-19-shareable-media/april-14th-update-on-covid-19s-impact-on-american-travel/>



Research from **Key Data Dashboard**, a real-time vacation rental data company, shows many southern markets are showing a return to 2019 booking levels by late July to early August.

## business wise

Make sure your digital presence matches your reality (your brick and mortar presence). Keep your digital information up to date on your social media profiles, your website, Yelp, TripAdvisor, etc. Even if information changes daily, this is your lifeline to your customers during this crisis. Let customers know when you're open, how they can contact you and how you're doing business. Let us know if we can help you with questions about your social media presence. We can offer help on how to get set up on Facebook or Instagram, tips on social content, and how to make sure your digital presence does match your reality.



**Tennessee Talent Exchange:** Matching Tennesseans who are out of work due to the COVID-19 health emergency with current jobs in their local areas. The state of Tennessee, in Partnership with the Tennessee Grocer and Convenience Store Association, Tennessee Retail Association, and Hospitality TN, has formed the Tennessee Talent Exchange powered by [www.Jobs4TN.gov](http://www.Jobs4TN.gov)

We are destination marketers, but we are also Ambassadors...all of us. The reality is what we do is all about community. We are proud of our town, our people and our culture. Please remember to #supportlocal and we will get through this together.