



# Industry Survey – April 2019 Covid-19

---

FINGER LAKES VISITORS CONNECTION

*Your best quote that reflects your approach... “It’s one small step for man, one giant leap for mankind.”*

- NEIL ARMSTRONG

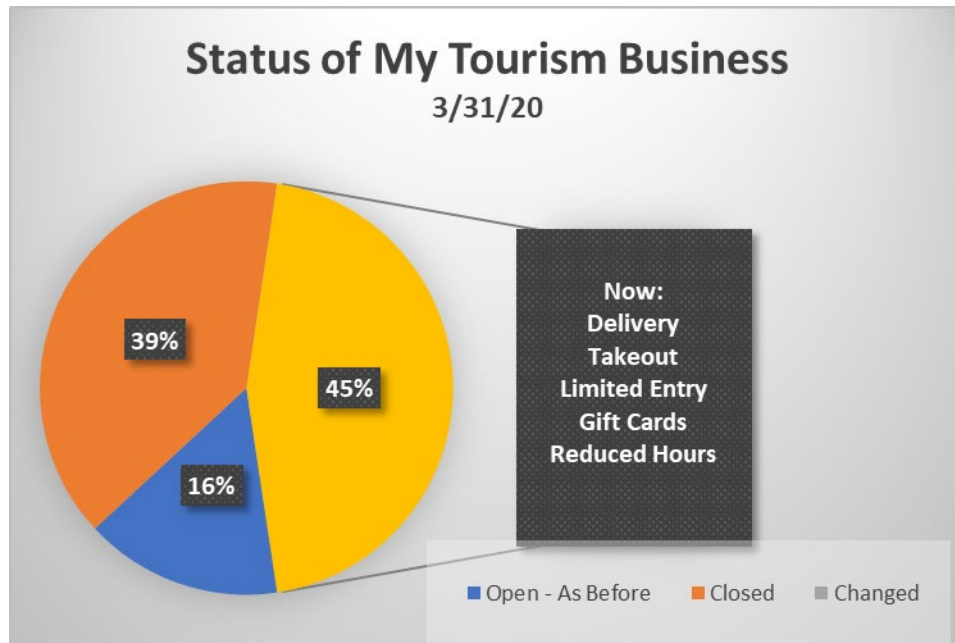
Survey Respondents –  
118 opens: 84 – highest response ever.

---

parks store Center Maple Winery Wine Tour trails historic  
site retail Local events programs Hotel  
Brewery BedBreakfast Farm tours  
art museum Shop Full service restaurant Restaurant

# Opened, Closed, Reinventing

---



Open businesses have had to make changes to accommodate the mandates and continue some semblance of their business.

---

Move to more takeout

Move to more delivery

Increase online business

Bottom line goal: protect the employees

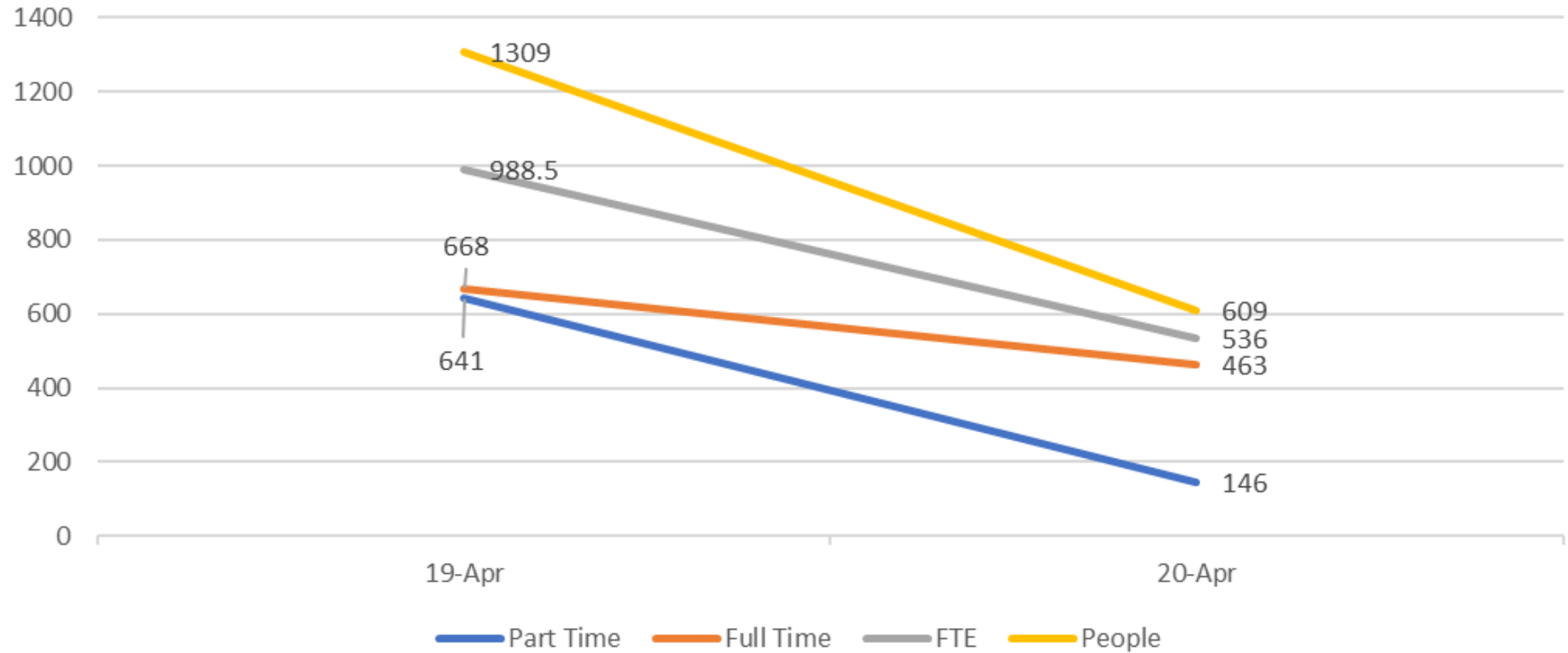
# Job Losses / Changes Y-O-Y

---

TOTAL	2019 BC	2020 - April 15				Percent Change	
Full Time	668	463				-.31%	
Part Time	641	146				-.77%	
TOTAL FTE	988	536				-.54%	
TOTAL PEOPLE	1309	609				-.46%	

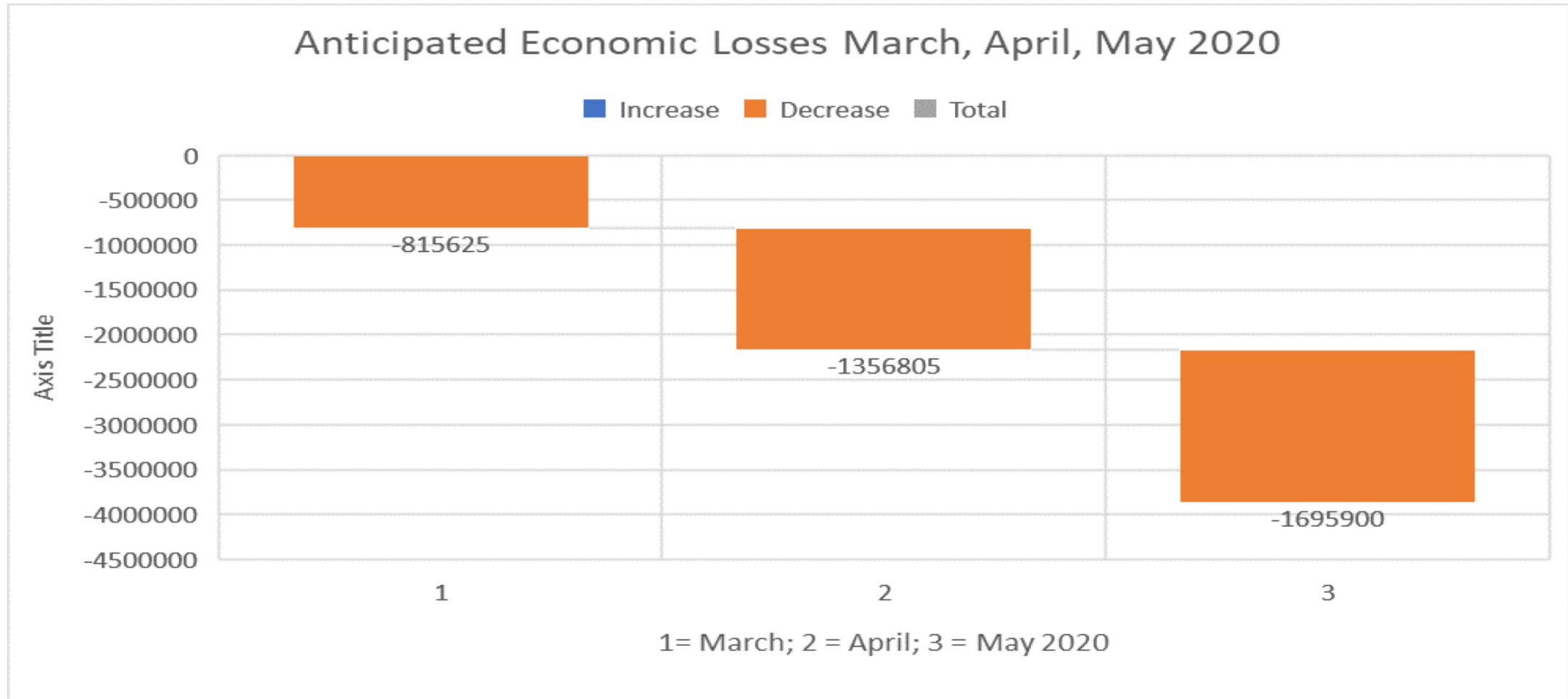
# Total # of Jobs

## Change from April 2019 to April 2020

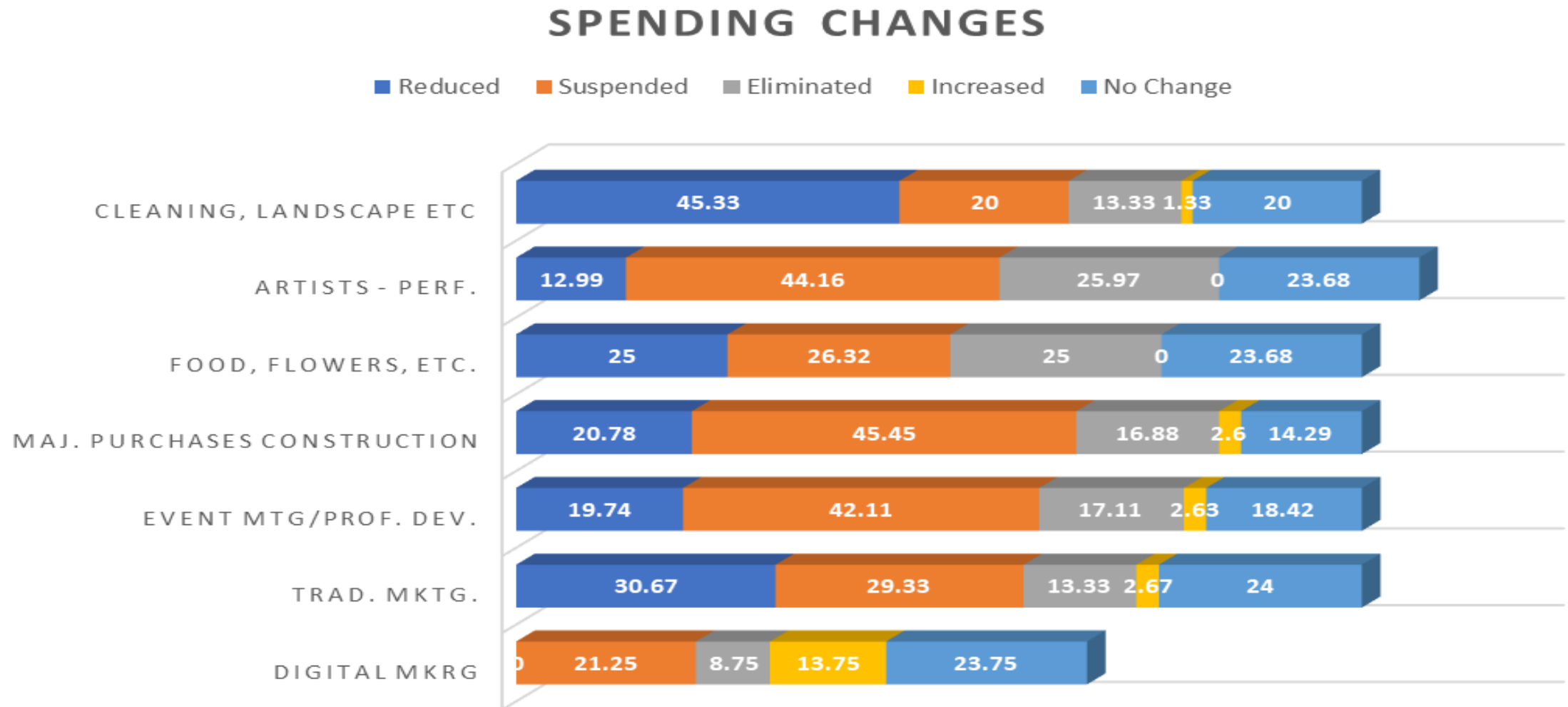




# Economic Losses - Predicted



# Spending Changes





---

Resources and Postings:

<https://www.visitfingerlakes.com/partners/research-and-data/>

# Needs and Support

---

Question: What do you need most right now?

Answers in rank order

#1 Grants, loans, financial Help

#2 Networking resource group who is going through the same thing and problem solve together

#3 HR/Employment Services

#4 Personal; Mental Health

#5 Planning for all the unknowns

# Steps to Recovery

## Stages of Recovery

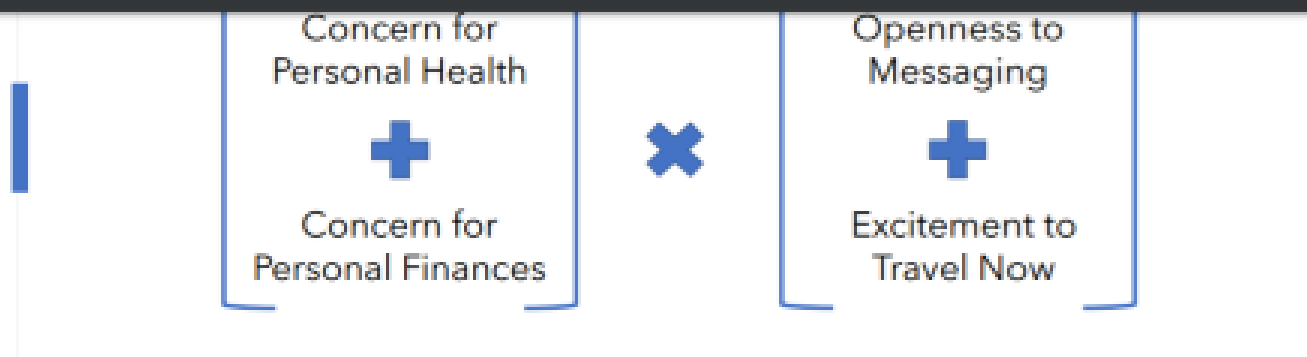
---

**#1 – Business recovery.** Get your business back in order and ready to operate under any new regulations. Stabilize your workforce and your systems. This business recovery must include business reimagination.

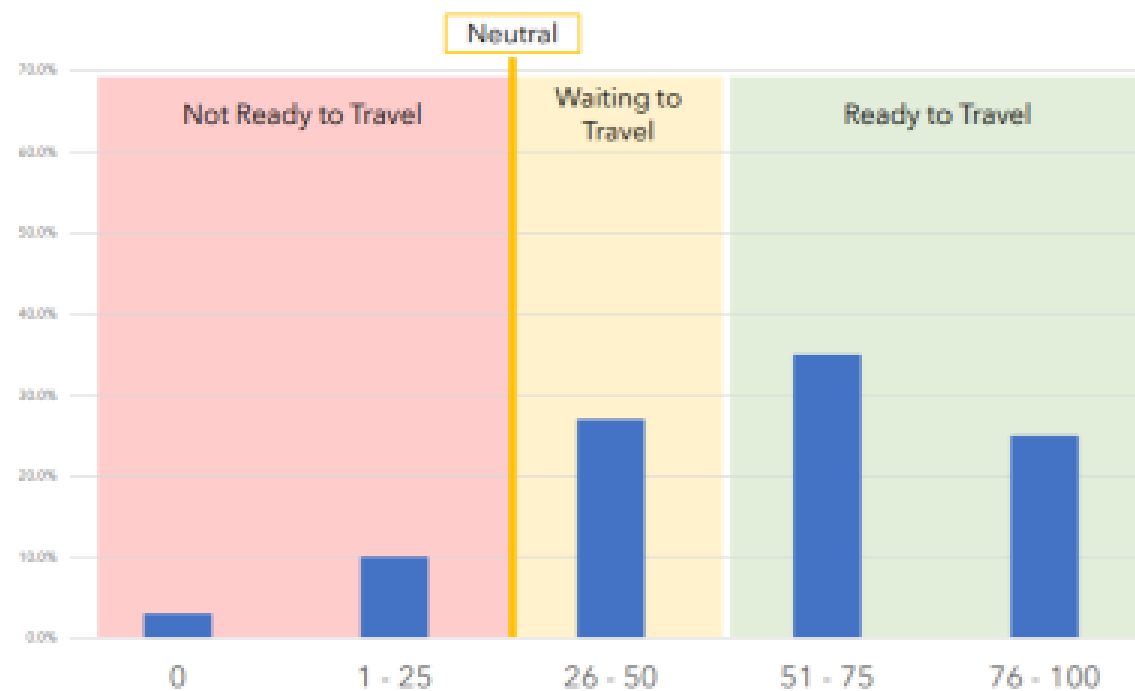
**#2 – Community recovery and focus.** The first people that need to come back to you is your community. We need to grow a safe, clean environment. Community does not just mean your immediate community – but rather your regional community. Is your community even ready or want visitors? It's important that there is a mutual understanding, as you can't have it both ways. i.e. a closed, fearful and insular community will not get a destination to step #3.

**#1 – #2 and before #3. Business Reimagination and Reinvention.** Who are you now? What does your new business look like in terms of services, atmosphere, inventive products? All of this must be considered to differentiate yourself in the marketplace.

**#3 – Visitors.** Visitors will return, but remember they are going through the same things as everyone else and their sentiment toward travel is being modified as situations develop. Even your visitor base is changing. Drive range means not 300 miles, but perhaps 150 miles. Borders need to be open. Certain segments of travelers (i.e. millennials) are more likely to travel right now.



\*Normalized to a 100pt scale

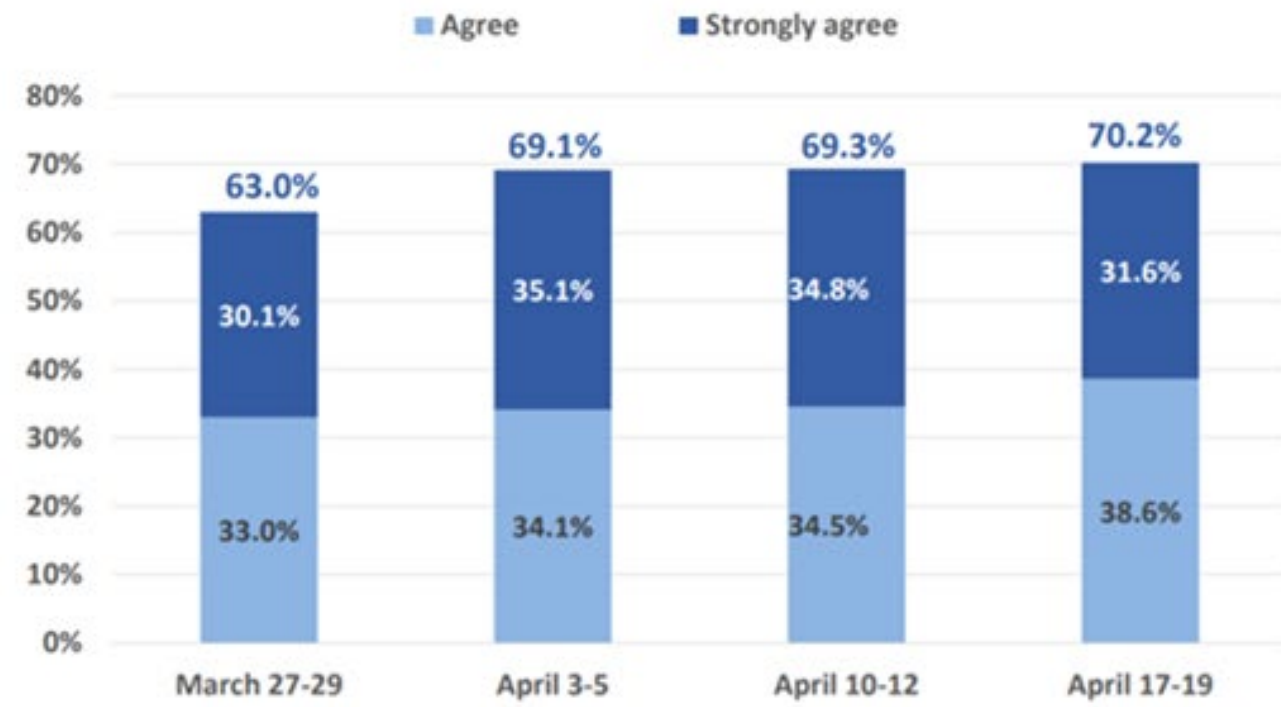
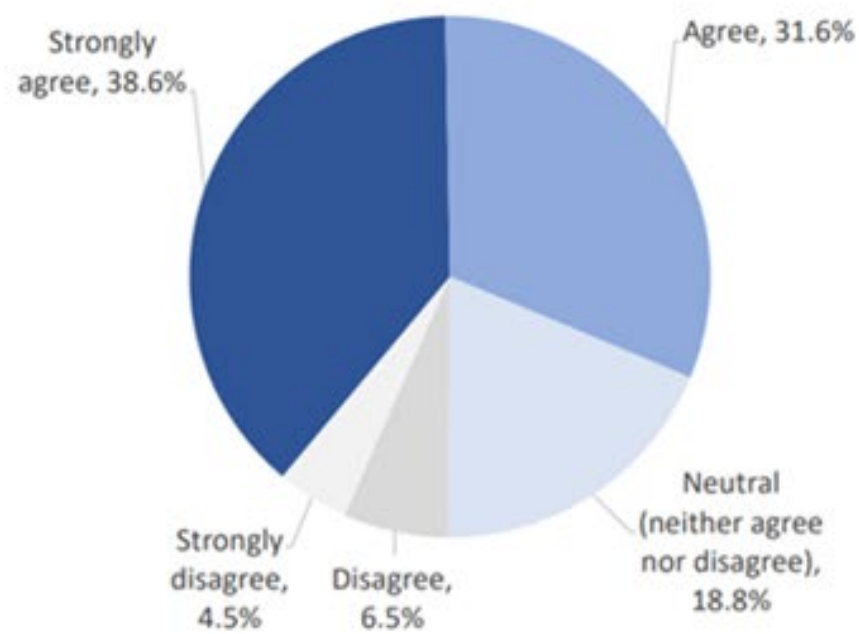




# Excitement to Get Back to Travel

How much do you agree with the following statement?

**Question:** I miss traveling. I can't wait to get out and travel again.



(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263 and 1,238)



**Question:** Imagine it is some time later when you first begin feeling it is safe to travel again for leisure.

On your first trip what activities do you most want to do? (OPEN\_ENDED QUESTION)

*(Base: Wave 6. Cancelling trips, 643 completed surveys. Data collected April 17-19, 2020)*

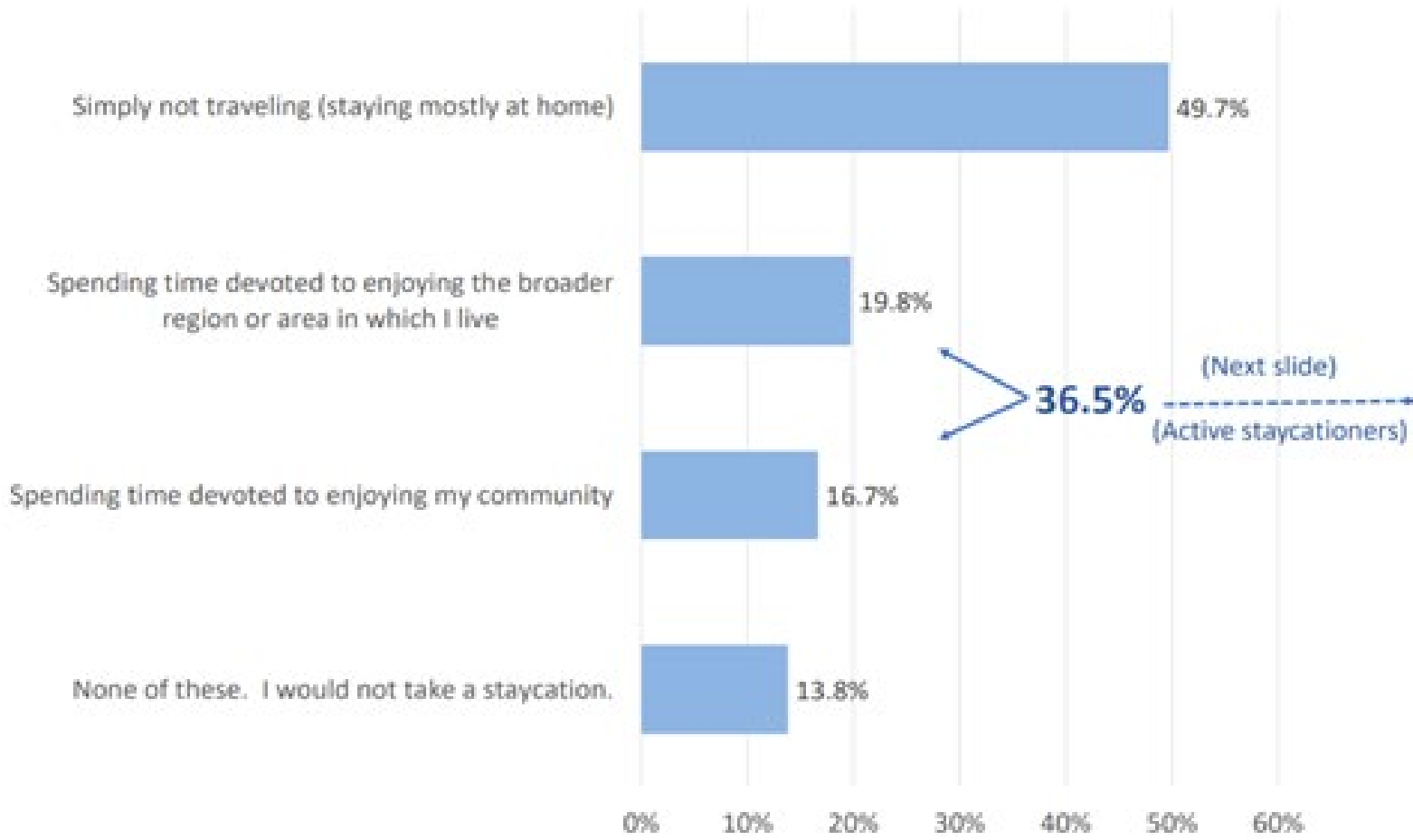




Question Added in Wave 6

**Question:** Which best describes the type of staycation you would be most likely to take this summer? (Select one to complete the sentence below)  
For me, a staycation would be \_\_\_\_\_

*(Base: Wave 6. All respondents, 1,238 completed surveys. Data collected April 17-19, 2020)*

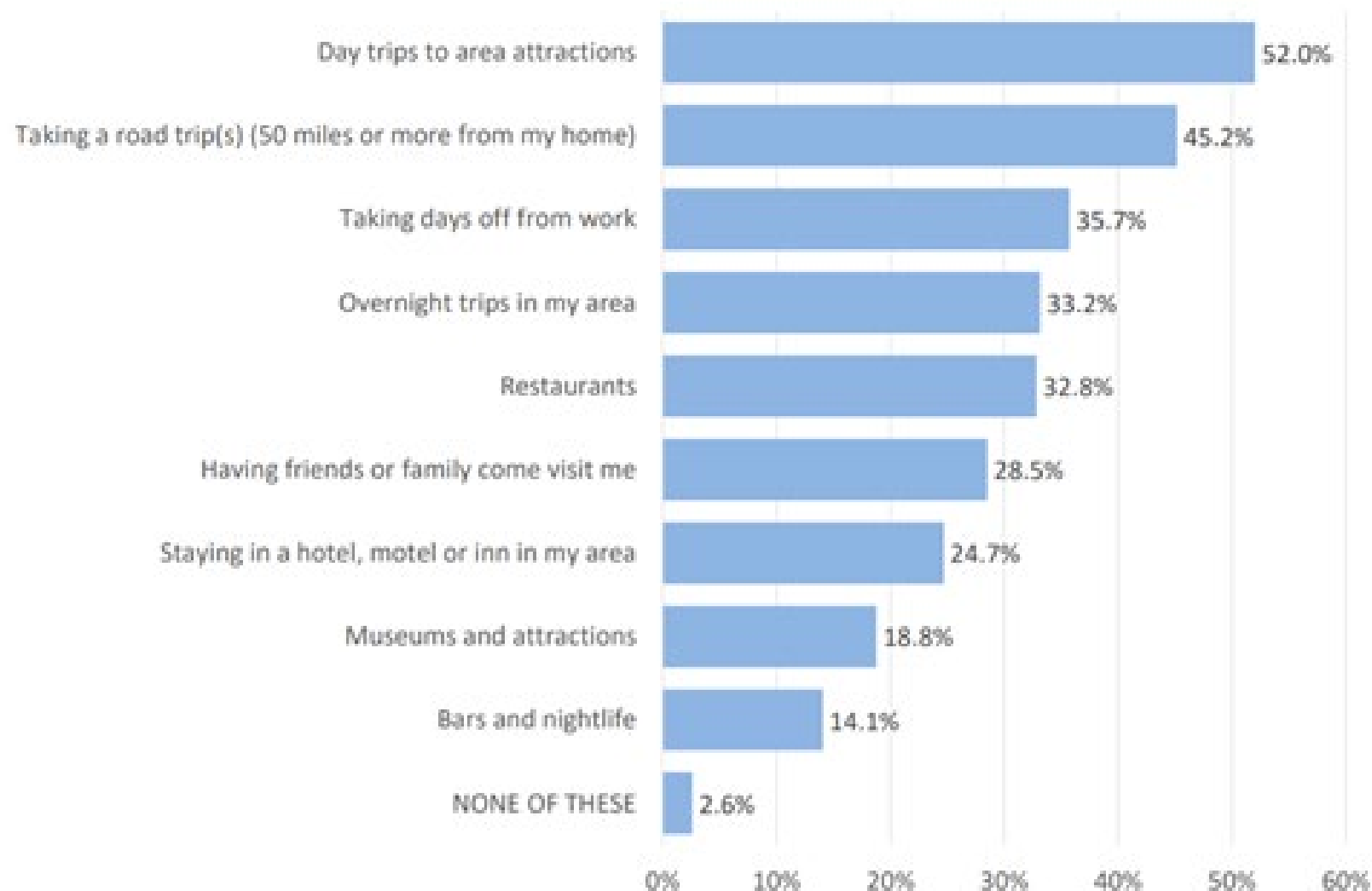


**Question:** If you were to take a staycation this summer, which of the following would it most likely include? (Select all that apply)

*(Base: Wave 6. Respondents who would take a staycation this summer, 1,066 completed surveys. Data collected April 17-19, 2020)*

Question Added in Wave 6

## Active Staycationers



# How are we moving forward? – Recovery

Tackle one phase at a time

- ~~◦ Don't become unfocussed~~
  - Can't “argue” about what you can't control
- 

Ontario County Recovery Team - Reopen

Segment “deputies” .... “workhorses” needed

Template(s) Developed working on collective resources

Modifications performed with advice from Association, Sector Experts

Participation?

Ideas?

# How are we moving forward? – Reinvent and Reinvite

Marketing and Bringing the Consumer Back

---

Interim – Don't lose their interest

- Who are your best customers – are you communicating with them?
- High searches ... BOREDOM ... alleviate the boredom where possible
- Help out the locals – and don't be too serious. Reinvent your product presentation
- Staycations
  - Video? Where the people are? Instagram, Facebook, etc.
  - Hands-on human kindness

Marketing Concepts

Outdoors - with space

Wellness

Clean – fresh air and sanitation

# Team ....

---

# Finger Lakes Visitors Connection, Ontario County Tourism

---

[Valerie@VisitFingerLakes.com](mailto:Valerie@VisitFingerLakes.com)

[Melissa@VisitFingerLakes.com](mailto:Melissa@VisitFingerLakes.com)

585-394-3915

General email box: [info@visitfingerlakes.com](mailto:info@visitfingerlakes.com)

Website: [VisitFingerLakes.com](http://VisitFingerLakes.com)