



## **CORONAVIRUS (COVID-19) RESOURCES**

*Please utilize the below resources from official sources and authorities to respond to any inquiries regarding Coronavirus (COVID-19).*

We know you may be receiving inquiries or concerns related to Novel Coronavirus (COVID-19) and its potential impacts to Coastal Mississippi travel. We share concerns about COVID-19, and the health of our residents and visitors is of the utmost importance.

We encourage you to leverage resources we have provided and additional information from official authorities, included below, when communicating about the issue to your current and prospective clients/guests.

### **LETTER TO MEETING OR EVENT ORGANIZER:**

Dear event organizer,

Coastal Mississippi's tourism leaders have been engaged with local and state health department officials surrounding the Novel Coronavirus (COVID-19) to help mitigate concerns about meeting in or traveling to Coastal Mississippi. Tourism leaders have been in close contact with the local and state health authorities to provide you with the latest updates on precautionary guidelines that Coastal Mississippi is taking to keep you and your attendees safe. [Please include specific information about precautions your organization is taking to ensure the safety of guests here].

We are closely monitoring how upcoming trade shows and conferences are being impacted and are helping event planners prepare for and respond to attendee and stakeholder concerns, paying close attention to those with a strong international attendee base.

Meetings Mean Business has provided [resources](#) that will be helpful in communicating with your attendees, including a sample letter template to share via your conference channels, and WHO has released [technical guidance for mass gatherings](#).

Please let our team know if you have any concerns or need any additional information.

Best Regards,

(Your signature)

### **LETTER TO VISITOR**

Dear visitor and friend,

We are so glad that you have included Coastal Mississippi in your upcoming travel plans. Following the national media reports of the Novel Coronavirus (COVID-19), we wanted to assure you that our local industry is taking all necessary precautionary measures.

Hospitality and tourism industry leaders have been engaged with local and state health department officials, leveraging up-to-date information from the Centers for Disease Control and Prevention (CDC) and the World Health Organization (WHO). Regional transportation services, hoteliers, restaurateurs, attractions and other visitor touchpoints are also taking the necessary steps to ensure the safety of our travelers. [Please include specific information about precautions your organization is taking to ensure the safety of guests here].

This is a rapidly evolving situation and we want to keep you updated and aware, so please check with CDC and WHO often. Also, be sure to always follow [healthy travel practices](#), especially during flu season.

Coastal Mississippi remains one of the country's best-kept secrets, and we are excited to welcome you to The Secret Coast.

Best Regards,

(Your signature)

#### **SOCIAL MEDIA MESSAGING:**

- The travel industry's guiding principle is to seek and heed the most up-to-date expert guidance, and we urge the traveling public to do the same.
- Coastal Mississippi's tourism leaders have been engaged with local and state health department officials surrounding the Novel Coronavirus (COVID-19) to help mitigate concerns about traveling to the region for business and leisure. **[Please include specific information about precautions your organization is taking to ensure the safety of guests here].**
- This is a rapidly evolving situation and we want to keep you updated and aware, so please check with CDC and WHO often. Also, be sure to always follow [healthy travel practices](#), especially during flu season.

#### **KNOWN MEETINGS TAKING PLACE, POSTPONED OR CANCELED:**

- Northstar Meetings Group is tracking known meetings and conventions that are still taking place or have been postponed or canceled. You may see a list [here](#).
- Destinations International is keeping an internal list of all meetings that have been canceled. Please alert them about any known cancelations by filling out [this form](#).

#### **MISSISSIPPI STATE DEPARTMENT OF HEALTH COVID-19 HOTLINE:**

The Mississippi State Department of Health (MSDH) has activated the Mississippi COVID-19 hotline to answer questions from the general public from 8 a.m. to 5 p.m., Monday through Friday.

For up-to-date information, call the hotline, check the MSDH website at [HealthyMS.com/COVID-19](https://HealthyMS.com/COVID-19), or download the free MS Ready app for Apple and Android. The Centers for Disease Control and Prevention's website also has a wealth of information.

The hotline number is **1-877-978-6453**.

**This hotline is for the general public only. Media calls should always be directed to the MSDH Communications Office for information.**

Follow MSDH by email and social media at [HealthyMS.com/connect](https://HealthyMS.com/connect).

#### **ADDITIONAL RESOURCES:**

U.S. Travel Association Helpful Resources:

- [A Guide for Communicating Healthy Travel Practices to Travelers](#)
- [Media Talking Points](#)
- [Facts about COVID-19](#)
- [Emergency Preparedness and Response: Coronavirus \(COVID-19\)](#)

Additional Tips, Articles & Resources

- Center for Disease Control and Prevention: [Coronavirus Disease 2019 Information for Travel](#).

- Center for Disease Control and Prevention: [FAQs for Travelers](#).
- The World Health Organization (WHO) prepared the [top 10 steps every person can take daily](#) to help prevent the spread of illness.
- Interactive web-based dashboard to track COVID-19 in real time [here](#).
- [Destinations International COVID-19 \(Coronavirus\) Travel Industry Resource Page](#)
- [Facebook Business Resource Hub](#) - managing through and building resilience during the COVID-19 outbreak

#### Health Experts

- [World Health Organization](#)
- [U.S. Centers for Disease Control](#)
- [U.S. National Institutes of Health](#)

#### Meetings & Events

- [Meetings Mean Business](#)
- [IMEX Exhibitions](#)
- [U.N. World Tourism Organization](#)
- [Events Industry Council](#)
- [International Association of Exhibitions and Events \(IAEE\)](#)
- [Tourism Industry Association of Canada](#)
- [PCMA's Commitment to COVID-19 Management Resources](#)

#### Restaurants

- National Restaurant Association: [Coronavirus Information and Resources](#)

#### Venues & Facilities

- [International Association of Venue Managers \(IAVM\)](#)

#### Hotels

- [American Hotel & Lodging Association](#)

#### Airlines

- [International Air Transport Association](#)
- [U.S. Federal Aviation Administration](#)