



POCONO MOUNTAINSSM
VISITORS BUREAU

PMVB Special Webinar

March 18, 2020

PMVB COVID-19 Response Continues

- ▶ Created a special microsite for information:
<https://www.poconomountains.com/covid-19/>
- ▶ Created an alert on the site driving traffic to a microsite on member business updates:
<https://www.poconomountains.com/covid-19/updates-coronavirus/>
- ▶ We will continue to update these pages daily as we gather information.

What is the PMVB Doing?

- ▶ Watching industry Trends
- ▶ Collecting data from our members and stakeholders
- ▶ Reinventing PMVB social media positioning: Clean and Green
- ▶ Developing short-term and long-term advertising plans (3 to 6 months) based on data we collect
- ▶ Developing website messaging that is nimble and market reactive
- ▶ Gather strong offers and build the website infrastructure to "push it out" to the guest

What is the PMVB Learning? (STR)

- ▶ China: Occupancy Dropped from 70% to Signal Digits
- ▶ Occupancy is down 30% worldwide
- ▶ San Francisco and Seattle down 50%, NY down 30%
- ▶ 28% of Individuals surveyed by STR will switch from international to domestic travel during 2020
- ▶ This crisis is dissimilar from 911 and the Financial Crisis 08-09
- ▶ GDP will be 0% for the next two quarters and possibly turn negative
- ▶ PM was trending ahead the rest of the county in the first quarter of 2020 in both ADR and occupancy
- ▶ V shaped recovery

What is the PMVB Learning? (Group/Corp)

- ▶ Make it easy for the client/guest to do business with you
- ▶ Include a "No Attrition" clause in early bookings
- ▶ Pay a 10% commission rate
- ▶ Know that the PMVB is here to assist by offering sponsorships to encourage bookings and room pickup
- ▶ We can sponsor meeting coffee/tea breaks
- ▶ Please continue to communicate with us. Tell us what the meeting planner is saying

What is the Basic Strategy?

- ▶ Preserve the brand
- ▶ Form the short-term plan
- ▶ Design two marketing plans: 1. Inner Market, 2. Outer market
- ▶ Advocate for 1. Grants to protect the workforce, 2. Loans to stabilize business, 3. Tax Relief, 4. Keep The PM Moving and Working
- ▶ Prepare fully for the upturn and "push" the wave (Long-term plan)
- ▶ Bring everyone to the table, chambers and other CVB's
- ▶ Help the general community recover
- ▶ Keep the PR machine cranking

Website Updates

- ▶ We've created an "Alert Message" at the top of every page that directs visitors to the site linked to a property update page.



Website Updates Continued

► Member Property Update Page

Property Updates: Coronavirus (COVID-19)

Last Updated: 3/17/2020 at 1:38pm

Find information on property closures and restaurant offerings in the Pocono Mountains.

Use this page as a resource of happenings throughout the region including property closures, restaurant offerings and **event** updates. We'll do our best to keep this list as up-to-date as possible to serve as a resource for those in the region, but please note that this list may not be fully inclusive.

Please call ahead to your destination for accurate information. The properties can assist with facts about closures and what services are being offered. For **restaurants**, please call them directly for their takeout/pickup and delivery availability. You can also access our COVID-19 **resource page**, which is updated as new details arise.

- [Restaurant Offerings](#)
- [Property Closures](#)
- [Area Chambers](#)

Restaurant Offerings:

- **Bar Louis**: offering carry-out corned beef and cabbage, March 17, 2020 from 11am and 7pm
- **Barley Creek Brewing Company & The Tasting Room at Barley Creek**: shifted to a pickup, curbside, and delivery only business until April 2, 2020
- **The Boathouse Restaurant**: moved to a takeout only menu from 12-7pm daily, with a "travel friendly" menu
- **Bonnie & Clyde Pub and Grill**: offering takeout from 4-pm



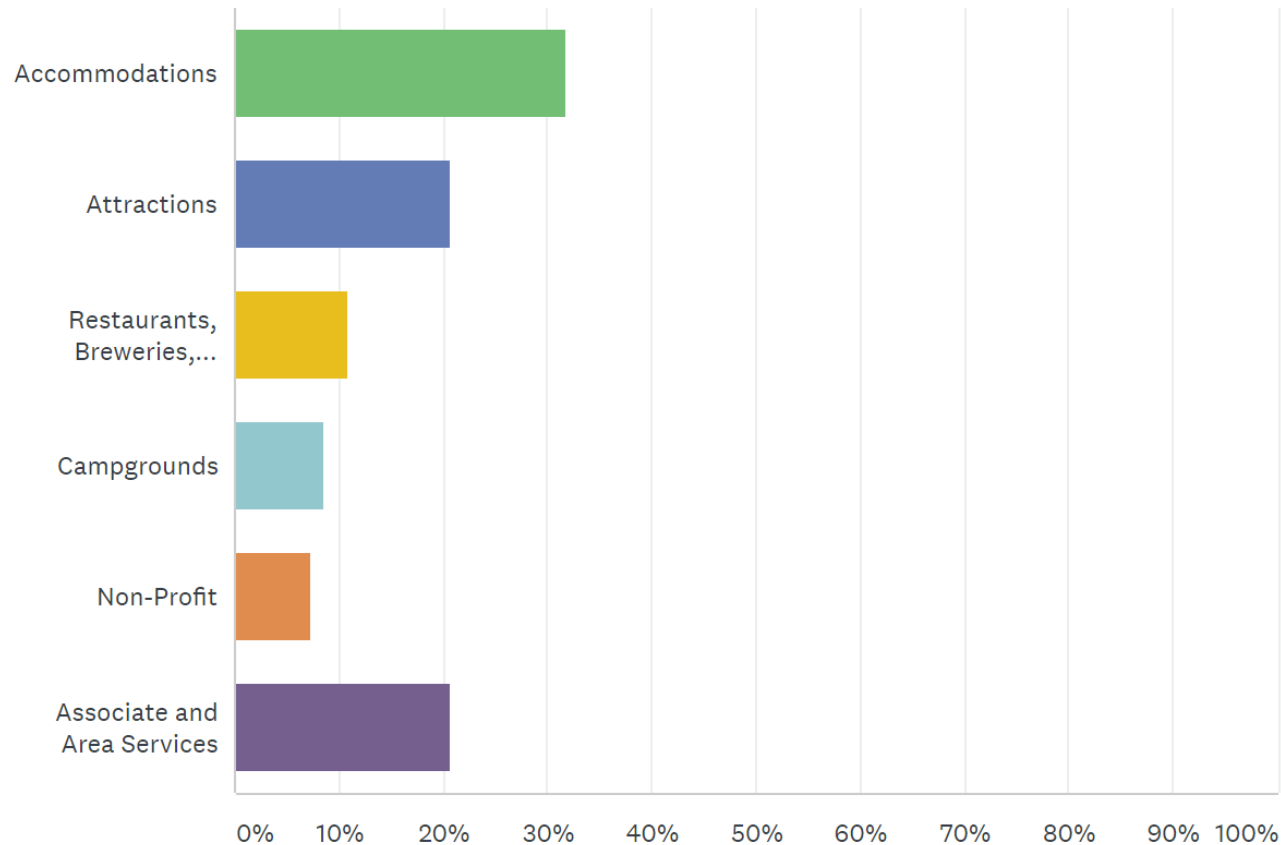
PMVB COVID-19 Response Continues

- ▶ Collaborating with regional partners
- ▶ Updating member information regularly. We're reaching out to members and we're also soliciting information from members directly.
- ▶ We will continue to do this each day as needed
- ▶ We will continue to send information out to membership from Federal and State authorities related to employment, governmental aid and virus information as it relates to our region

Member Survey Results

What membership category does your business fall under

Answered: 82 Skipped: 0

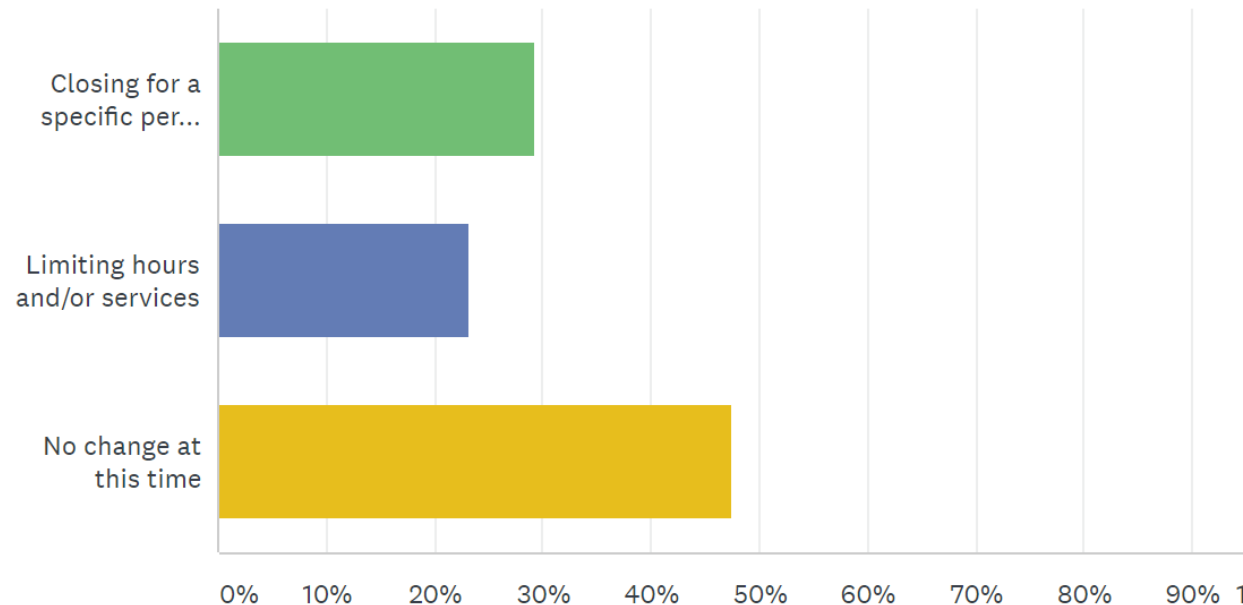


- ▶ Feedback from stakeholders and members
- ▶ 82 responses as of 3/17 at 4pm
- ▶ Majority of Surveys we're answered prior to Governor Wolf's announcement

Member Survey Results Continued

Due to COVID-19 How are you adjusting your operation?

Answered: 82 Skipped: 0



- ▶ Received many of helpful comments
- ▶ Related to PMVB comments and the announcements on Monday.
- ▶ A plan was set in motion to curate as much information from our members as possible
- ▶ Accomplished by looking at websites, newsletters, social pages and direct contact with members

PTN and CTV promotions in the works

- ▶ PMVB now has an in-house production team
- ▶ We are formulating packages...
 - ▶ Package directed at community to support food pantries and school lunch programs
 - ▶ Package directed at online/takeout services our restaurant members are offering now
 - ▶ Package highlighting a message to getting outdoors stay active using our parks, trails and recreation areas
- ▶ PTN is now 400,000 homes carried over multiple cable systems, perfect for "back yard" messaging

Can we use Social Distancing?

Pocono Mountains Visitors Bureau
Published by Lucas Licznarski [?] · 3 mins ·

The Pocono Mountains is a place where many have made memories and will continue to make memories when the time is right. In these trying times, it is important to remember that we are all in this together. This is a time where we should lift one another up. In accordance with Governor Wolf's announcement, non-essential businesses in the Poconos have closed. Many of our restaurants are currently offering curbside pickup and online ordering. With new developments each day, we strive to keep our community safe and informed with our COVID-19 page, which is updated daily to provide the latest information.
<http://bit.ly/3cUX1IE>



Pocono Mountains Visitors Bureau recognizes the uncertainty around travel at this time. For the upcoming weeks, we will be providing you with stories and imagery most about the Poconos, hoping to bring you peace and inspire you to visit when the time is right.



- ▶ Continue telling the story of the Pocono Mountains. Weave "social distancing" into the message when it's appropriate
- ▶ Sell the positive aspects of the destination: The guest taking advantage of the healthful aspects of our product...the outdoors and fresh air

Our idea of social distancing at Lake Wallenpaupack! 🌅
#PoconoMtns



Promoting through Social Distancing

- ▶ Continue telling the story of the Pocono Mountains. Weave social distancing into the message when it's appropriate
- ▶ Sell the positive aspects of the destination: The guest taking advantage of the healthful aspects of our product...the outdoors, fresh air, hiking and biking
- ▶ Position that all of our members are following CDC guidelines in preparing their properties for our guests...concern for guest care and safety
- ▶ Formulate supplemental marketing plans for execution when the timing is right (The Key is Deploying at the Right Time)

Digital Best Practices

- ▶ Digital Advertising Best Practices during COVID-19
- ▶ Many businesses are slowing down or powering down their operations, so we have paused all PMVB campaigns except for Golf A Round Cards
- ▶ All co-op campaigns have been paused and the remaining unspent budget will go towards a future campaign.
- ▶ When the time is right, we may shift dollars away from traditional media and into awareness tactics like Connected TV and online video since many individuals are at home and watching TV
- ▶ Will reforecast PMVB spend/budget for summer programmatic buys
- ▶ While minimal campaigns are running, we're taking this opportunity to learn more about digital advertising and the capabilities of our DSP, Basis. We are watching national brand tending
- ▶ Pull back on PPC Campaigns, save those resources to bolster our message once we reopen and the current "stay in place" messaging is over

PR and Social Best Practices

- ▶ Be transparent and honest
- ▶ Work in the correct messaging when appropriate
- ▶ Promote what you have open (if you're not closing)
- ▶ If you're closed, consider promoting gift cards or offers for the upcoming summer
 - ▶ Guests are going to be searching for something pleasant amid all of the negative messaging
- ▶ PR and Social Messaging
 - ▶ If you're assisting local non-profits and/or community programs share with visitors
 - ▶ If you're supporting your employees share with our visitors
 - ▶ Start building campaigns you can deploy in the future when normality comes closer
 - ▶ Keep information flowing to the PMVB so we can help amplify your messaging

PR and Social Best Practices-Continue

- ▶ Don't be hasty in posts/sharing info. Pause and think about it
- ▶ Be your own news/info source. Use the digital tools that you are best acquainted with
- ▶ Maintain positivity and avoid panic. Worry and uncertainty will be viewed as more "noise"
- ▶ Join forces....power in numbers. Associate with positive brands
- ▶ Avoid imaging that relate to germs/virus. That is extremely unhelp unless it represents something specific
- ▶ Ask for help....be transparent, be truthful and be timely

PMVB COVID-19 Response (Continued)

- ▶ Please keep the PMVB posted as to your operations regarding reopening, updated schedules and offers.
- ▶ Questions and updates feel free to contact:
- ▶ Chris Barrett, cbarrett@Poconos.org
- ▶ Or Brian Bossuyt, bbossuyt@Poconos.org