

📷 30 Tourism Boards Share What They're Doing Now & Future Plans

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Tourism Boards Fight On

With tourism and [travel temporarily halted](#) due to the pandemic, tourism boards and CVBs have been racing to serve their communities and travelers in various ways. We asked leaders of tourism boards from around the world what they've been doing, their plans for re-opening, and what they think travel will look like for their destination when the pandemic is over. Check it out.



PHOTO: Retail shops at Bowen's Wharf, Newport, Rhode Island. (photo courtesy of AlbertPego/iStock Editorial/Getty Images Plus)

Visit Rhode Island

What has Visit Rhode Island been doing during the pandemic?

Since March, the Visit Rhode Island team has been working to support the community and mitigate the virus' impact. The main goals have been ensuring health and safety information is properly disseminated and that local businesses and residents are supported with the following initiatives:

Supported local media outlet Rhode Island Monthly by sponsoring a new Shop Local tab on their website (in the primary navigation; viewed by 100,000+ users a month) and a [dedicated landing page](#) devoted to this curated content. Twice a week, editors will publish a blog with timely content (Mother's Day gift ideas, DIY meal or craft kits, locally made masks) promoting 4-5 businesses.

Developed two social media campaigns to maintain communication and boost morale amongst residents. The #MaskUpRI campaign was executed in conjunction with the Providence CVB and StyleWeek Northeast, where we started a movement on Instagram and Facebook to normalize the wearing of non-medical grade face masks. Visit Rhode Island also created the '#RhodyResilient' campaign to support COVID-19 relief efforts through the United Way of Rhode Island.

How do you think tourism will change after this pandemic?

Tourism is the 6th largest employer in [Rhode Island](#) with a very clear high season during the summer, so it's safe to say that the repercussions of putting the industry on hold will be felt deeply and for some time. However, the Ocean State is looking ahead to long term solutions that can keep tourism alive in a safe and exciting way, and there's been anecdotal evidence that shows people are eager to support these initiatives. Rhode Island has received particular media attention on their successful response to the virus, leading the way for creative solutions. For example, Governor Raimondo has promoted private/public partnerships. She has been credited with the launch of Salesforce tools in contact tracing in order to help businesses reopen their workplaces during a global health crisis. Additionally, she partnered with Amazon Web Services to streamline the weekly certification process for those receiving unemployment benefits.

What is your tourism board/CVB doing to prepare to re-open the destination to tourists?

We've been working very closely with small businesses and the governor to ensure all parties are heard as reopening progresses. Created www.ReopeningRI.com to provide updates from the governor about the reopening phases, restrictions, health protocols and general news regarding COVID-19 and Rhode Island.

We also created a new "Village Experiences & Shops" category on VisitRhodeIsland.com that repurposes and expands existing content in the Summer Guide, covering ten areas throughout RI that highlights walkable experiences so that we may keep safety a top priority while also allowing businesses to reopen.