

LunchChat

Connect. Inform. Help.



Tourism as a Catalyst for Recovery

May 7, 2020

Hosted by Rockford Area Convention & Visitors Bureau

Today's LunchChat Host



John Groh

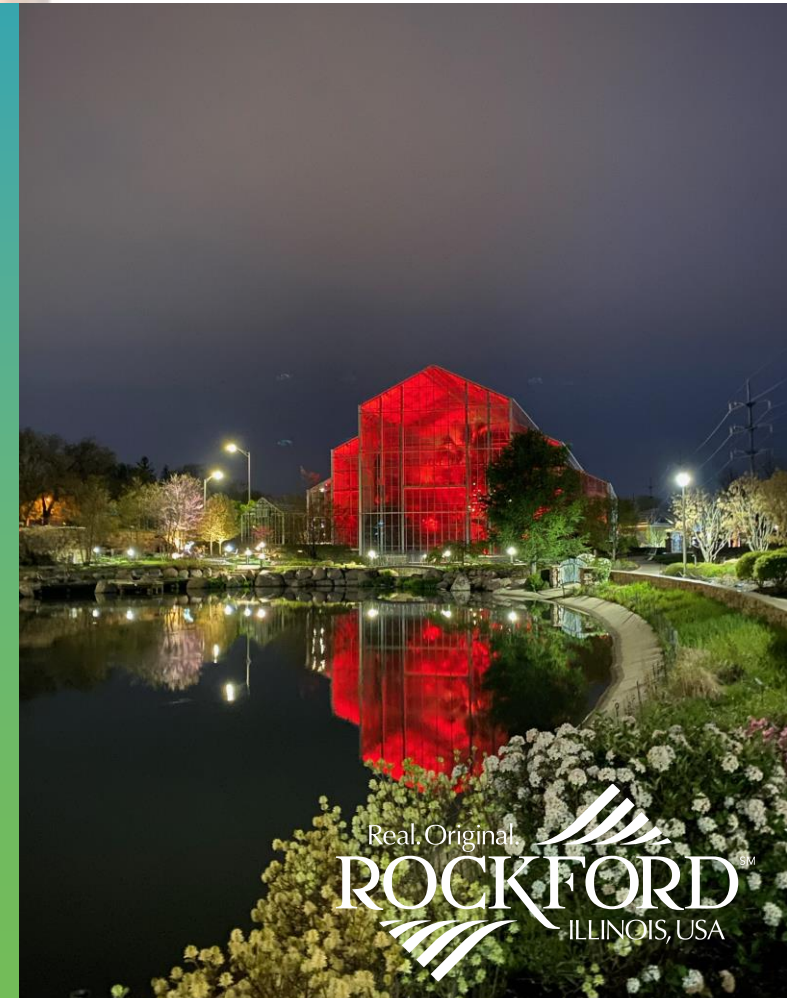
President & CEO
Rockford Area Convention
& Visitors Bureau



TOURISM *Impacts*



National Travel & Tourism Week May 3-9, 2020



Real. Original.
ROCKFORD
ILLINOIS, USA

Panelists



Mayor Tom McNamara
City of Rockford



David Holder
Vice President of Tourism
JLL



John Lambeth
President & CEO
Civitas Advisors



Don Welsh
President & CEO
Destinations International

#StayHomeRKFD

Connect. Inform. Help.

UnitedWayRRV.org/covid-19

OR

Text TOGETHER to 40403

Mayor Thomas McNamara



The City of Rockford's Role
in Post COVID-19 Tourism
Recovery

Mayor, City of Rockford

Don Welsh



President & CEO
Destinations International

- The role DMOs play in their community
- The importance of Tourism for regional economies
- Shared community value concept



President & CEO
Civitas Advisors

- National Overview
- RACVB: Critical Recovery Resource
- Loss & Recovery Need
- Funding Tools
- Recovery Plan



National Overview



85% of destinations estimate that they will see their budgets negatively impacted between 50 - 75%.



Tourism Economics stated in their April 15th Report, that while April and May are expected to be the most damaging months, the industry will be at **60% capacity** by **September 2020**.



A recent report by STR & Tourism Economics shows hotel revenue will be at 50% by December 2020.



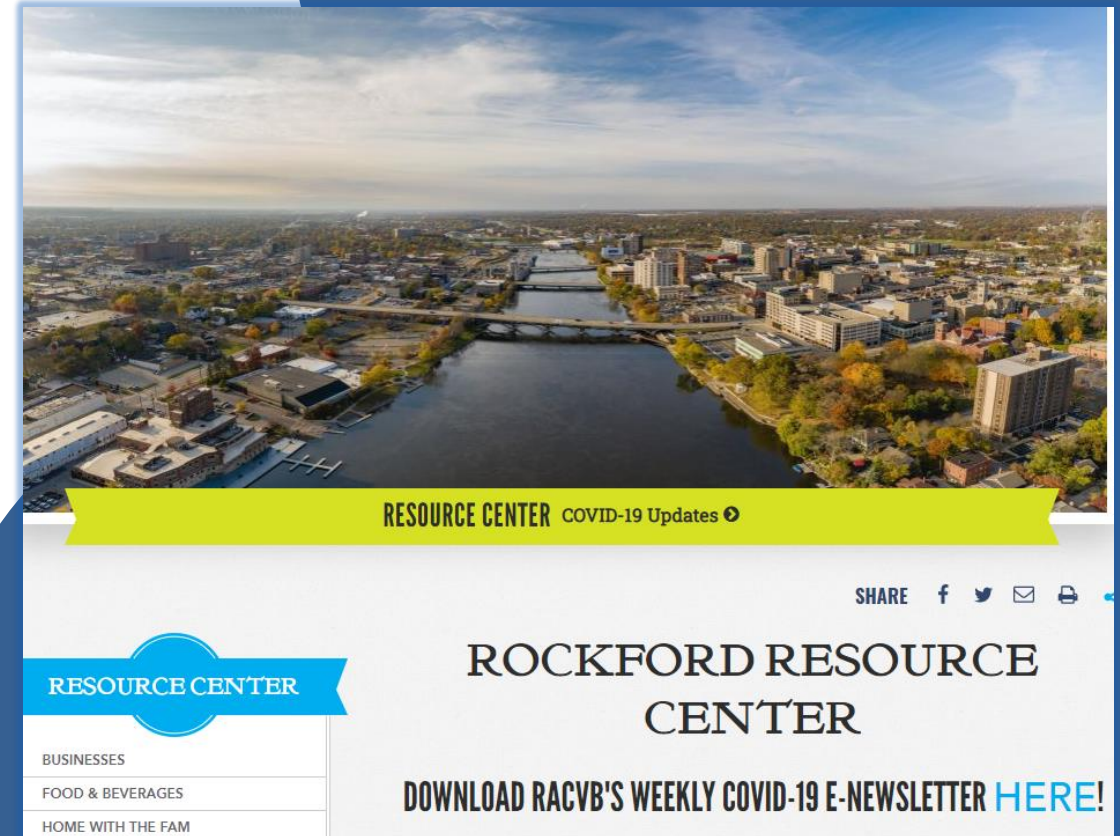
By mitigating travel losses in the second half of 2020, the US economy could gain close to \$150 billion in GDP and 1.3 million jobs by the end of the year.



Many US jurisdictions have considered deferring bed tax, property tax, or other fees.

RACVB: Critical Recovery Resource

- A. Community Assistance
 - 1) Web Resources
 - 2) LunchChats
- B. Supercharge Hospitality Recovery
 - 1) More hotel room nights
 - 2) Additional restaurant business



The Loss & Recovery Need

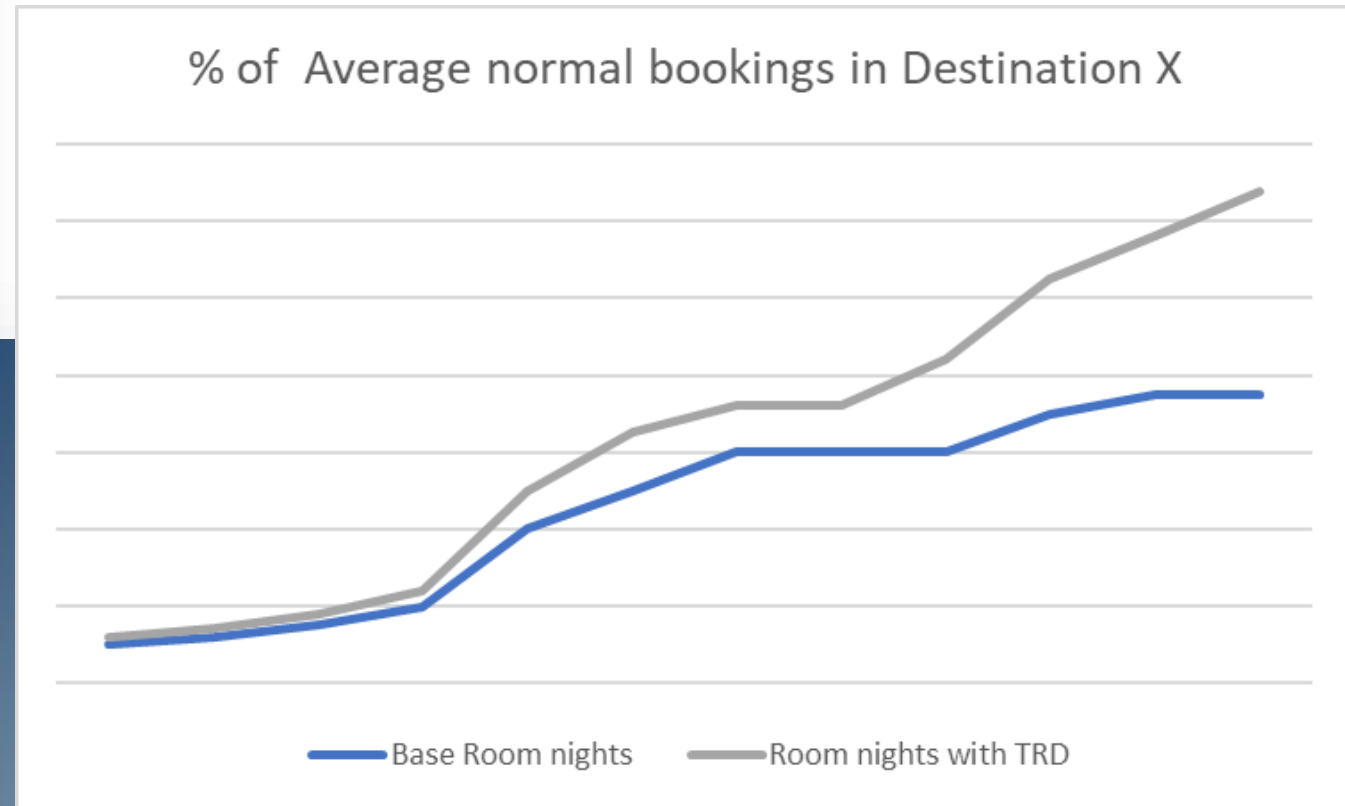


- Loss to Hospitality Industry and Community:
Jobs, Economic Impact & Tax Revenue
- Come to Community Agreement
on Quantifying the Recovery Need
- Work with your fellow stakeholders to develop your industry's
Recovery Plan. Include must-haves to reinvigorate room night demand
and tourism specific economic activity.
- Anticipate the Impact of Programming Post Covid-19, *with and
without adequate funding of the Recovery Plan*

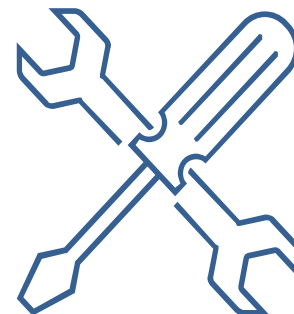
Get Ready



- Create a task force for recovery planning.
- Paint the picture of your Recovery Plan post-Covid-19 with potential results and direct benefit.
- Depict the impact of Programming Post Covid-19, *with and without adequate funding*.
- There is data to support; there is a direct relationship between moving quickly, being prepared, lining up your resources and recovery success.



New Funding Tool



Self-Help Tourism Recovery District —...

Tourism Recovery Districts do *not* require public funds, rather just a private assessment.

- Expedited recovery
- Additional room demand
- Industry jobs



Characteristics of Self-Help Tourism Recovery Districts

—...



**Limited Non-Financial Ask of
the Government**



Scalability



Build A Reserve



**Assessments cannot start prior to
a Specified Date or Occupancy**



**Formation costs are reimbursable
from District revenues.**

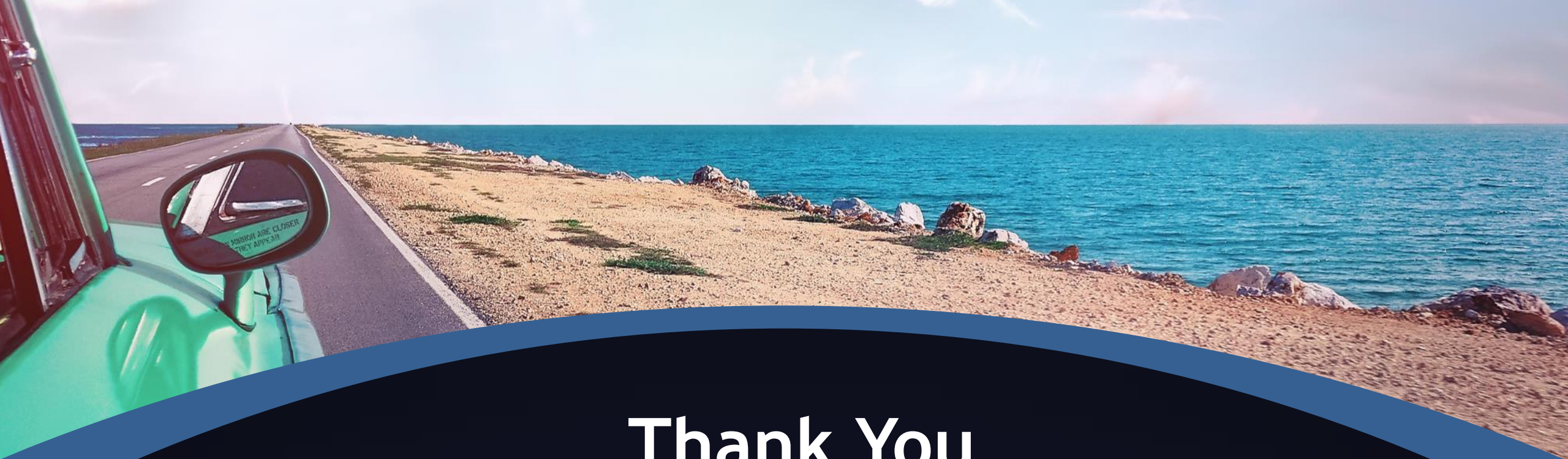
The Recovery Plan

Outlines the critical needs for recovery as well as scope of work and timing.

Requires funds to be spent in accordance with the Recovery Plan, with lodging businesses' oversight.

Collections and district do not last forever. They are set for a defined term, specifically outlined in the Recovery Plan.





Thank You

—..

John Lambeth, President & CEO

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Connect with us on **Linked** !

More info at www.civitasadvisors.com





David Holder



- Customer Attentiveness
- Re-envision Places
- Businesses Assisting Businesses
- Using Data

Vice President of Tourism
JLL



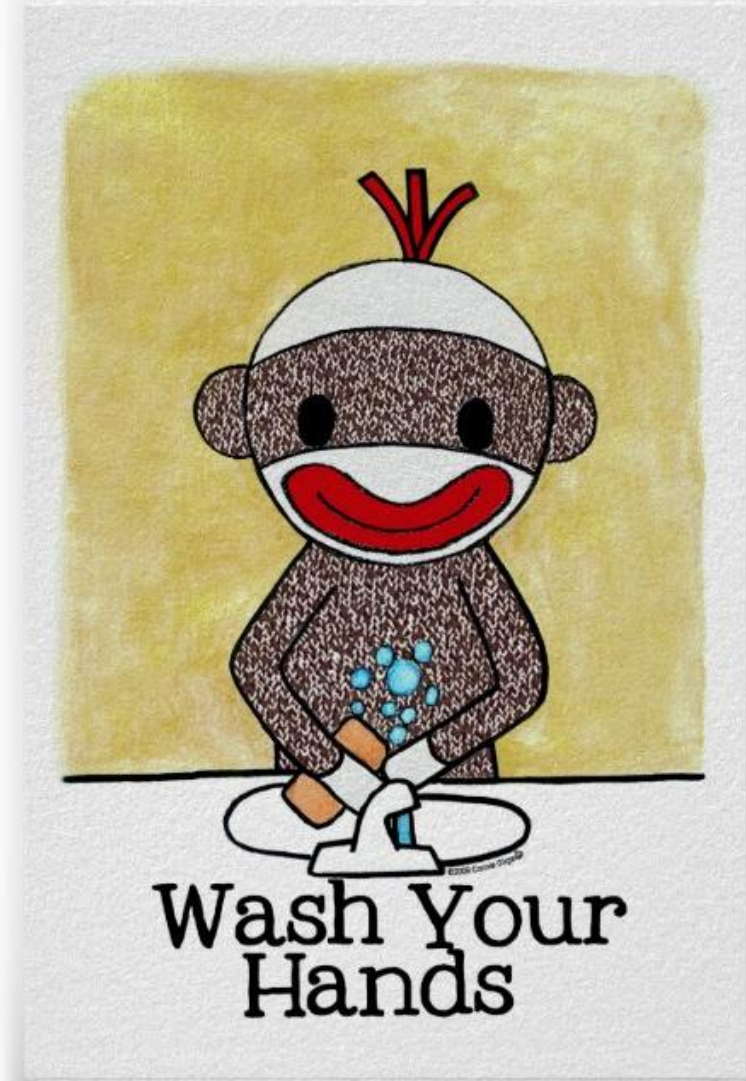
Hang in There

The Direction of Tourism

Customer Attentiveness

- Cleanliness
 - Visual – Constant – Thorough
- Friendliness
 - Genuine – Expressive – Thankful – Distant
- Interpretive
 - Diagnose – Localize – Deliver

Sensing level of comfort





Re-envision Places

- Stories
People – Successes – Failures
- Colors
Bright – Engaging – Uplifting
- Preparedness
Distancing options – Takeout – Personal

Businesses Assisting Businesses

- Sharing
 - Referrals
 - Costs
 - Personnel





Using Data

- Assess Vulnerabilities
- Address Threats
- Predictive
- Strategic Planning?



We've Got
This...

Q&A

LunchChat

Connect. Inform. Help.



Tuesdays & Thursdays @ 12 noon

www.gorockford.com/lunchchat

Stay Connected!

Facebook: Go Rockford
www.gorockford.com
covid19@gorockford.com

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OR

Text TOGETHER to 40403

Rockford Area Resources

GoRockford.com/ResourceCenter

Information about local sites/attractions/restaurants, and resources for families and small businesses

GoRockford.com/LunchChat

Weekly webinars every Tuesday/Thursday



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Thank you!