



DON WELSH
PRESIDENT AND CEO
DESTINATIONS INTERNATIONAL

CORONAVIRUS RESOURCE PAGE

destinationsinternational.org/covid-19-coronavirus-travel-industry-resource-page



AMY CALVERT
CEO
EVENTS INDUSTRY COUNCIL



EIC resources related to COVID-19 for the events industry

Materials aggregated to educate, inform and connect

- Visit our site for up-to-date information and webinars on COVID-19 and resources for the events industry from reputable sources
- Access statements from EIC CEO Amy Calvert, and EIC Board Chair Paul Van Deventer

eventscouncil.org





ANDREAS WEISSENBORN

**SENIOR DIRECTOR OF RESEARCH AND ADVOCACY
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Weaponization of Travel Study

As travel boycotts and bans rise in the United States, explore the efficacy of these initiatives and their impact on various stakeholders throughout its life cycle.

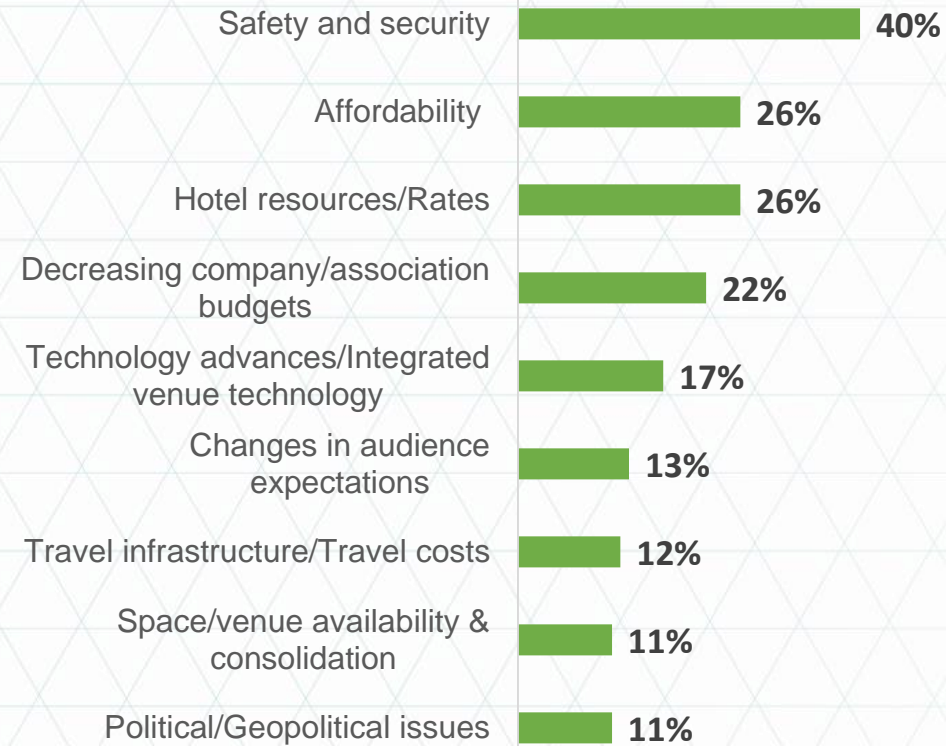
Travel boycotts in the United States have risen in popularity in recent years and are regularly making headlines today. The impact of travel boycotts on changing policy has been mixed and the details of what makes for a successful or failed boycott tend to be hazy. Even less understood is how boycotts are impacting destination brand equity.

The research studies conducted by APCO is a joint effort by the Destinations International Foundation and the PCMA Education Foundation to explore whether travel boycotts and bans work to effect political change, the long-term damage to a destination's brand, and the life cycle of a boycott.

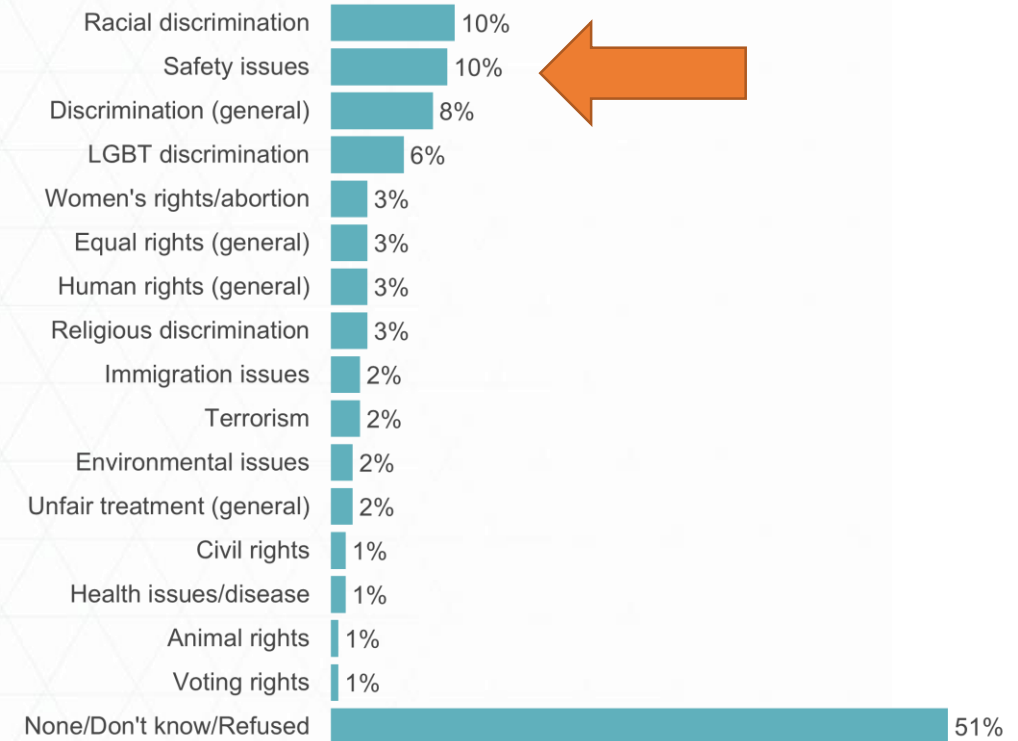
<https://destinationsinternational.org/reports/weaponization-travel-study>

Top concern is safety & security

MEPs



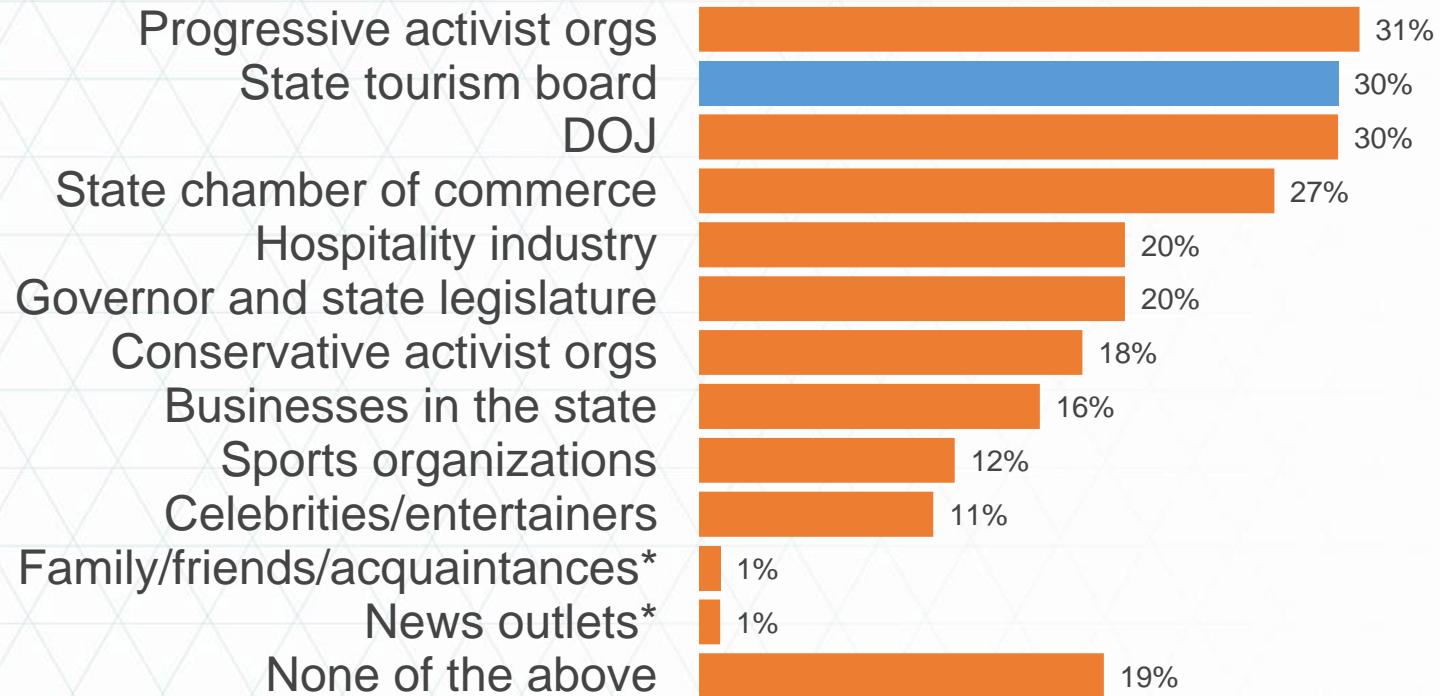
Issues that justify boycotts



Q2. In your opinion, what are three critical issues facing the meeting and event planning industry today?

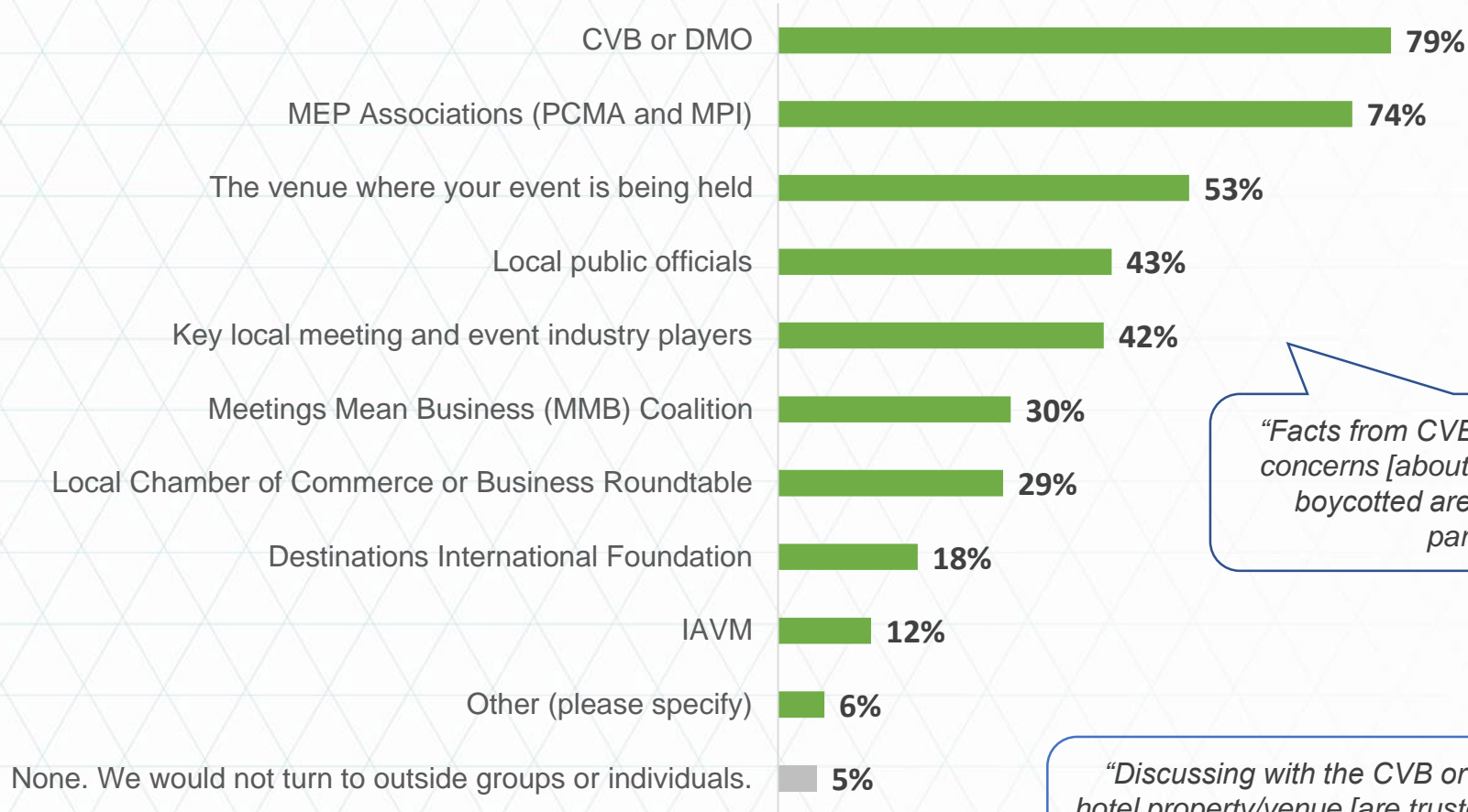
Q: What issues, if any, do you believe are important enough to justify boycotting travel to a state?

Our role as a trusted source



Q: If you were looking to learn more about a travel boycott, its motivation and its impact, which of the following would you trust for information?

The first stop for MEPs




“CVBs can lead the way in local communities before the boycotts arrive. They should show the economic value of meetings and implications to policies at the government level.” – Focus group participant

“Facts from CVB that would ease any concerns [about holding an event in a boycotted area].” – Focus group participant

“Discussing with the CVB or hotel property/venue [are trusted resources].” – Focus group participant

“Hopefully the CVB would be the voice of reason.” – Focus group participant

Q23. Here are some organizations that have been involved in supporting those impacted by travel boycotts and bans. In your opinion, which would be trusted resources that you might turn to were a boycott or ban to be declared? *Select all that apply.*



CATHY TULL
PRESIDENT
DESTINATIONS INTERNATIONAL

The image features a cityscape with several modern high-rise buildings under a clear blue sky with light clouds. In the foreground, there is a highway interchange with a concrete overpass. The area is lush with green trees and bushes, some of which have bright pink flowers. A semi-transparent blue rectangular overlay covers the left and center portions of the image, containing the title text. The overall scene is bright and clear, suggesting a sunny day.

TIPS ON HANDLING A CRISIS

Crisis Plans are designed to provide accurate, clear and timely information in the event of a crisis situation.

The background of the slide is a photograph of a city skyline, including several tall buildings and a road with a bridge or overpass in the foreground. The entire image is covered with a semi-transparent green filter. Centered on the image is a large, bold, white text block.

The goal – provide an efficient response by communicating to your target audience quickly and accurately.

Crisis Response Team

- Identify a team leader
- Identify members of the team
- Clearly identify roles and responsibilities
- Identify trained spokespeople

Message Points

- Write them now
- Tweak them based on the specifics of the incident in which you are responding

Resort Industry Alignment

- Plan how you will communicate
- Identify a point person

Determine Key Audiences

- Destination executives
- Employees
- Boards of Directors
- Key community stakeholders
- Law enforcement
- Media
- Travel industry stakeholders
- Business stakeholders
- Customers – both business and leisure
- Public officials



BRYAN GRIMALDI

**OF COUNSEL
GREENBERG TRAURIG, LLP**

LEGAL CONSIDERATIONS

FORCE MAJEURE CLAUSES

- A contract provision that excuses a party's performance of its obligations under a contract when certain circumstances beyond their control arise, making performance inadvisable, commercially impracticable, illegal, or impossible.
- The invocation of the clause generally needs to be tied to official governmental action or a clear threat to public safety – as of today, it's arguable that in the US we aren't there yet.
- What would be an official governmental action?
 - Declaration of a State of Emergency
 - Intra-state (or City) travel restrictions
 - Ordered closure of facilities
- Postponement is *NOT* cancellation for a Force Majeure.
- Mere poor performance (such as decreased anticipated attendance at a conference) or increased cost to perform alone often is not a sufficient basis to excuse performance.
- So - *Don't act without analyzing your situation.*

Contractual Implications

- Where is my exposure?
 - What contracts do you have?
 - What are your obligations, and those of the other party?
- What can I recover?
 - Booth space fees? Add-ons? Event deposits? Travel expense?
- Is there a remedy for a show cancelling at the last minute?
 - ITB considerations
 - Reliance claims
- Will insurance cover any of these losses?

What other things do I need to worry about?

- What duty do I have to our visitors?
- What are my obligations under the City Contract?
- What legal obligations do I have to my employees?
 - Duty to take any measures to prevent or reduce the likelihood of employee exposure.
 - What about the privacy of employees?
 - Duty to communicate
 - Inform
 - Advise
 - Address issues quickly

Best Practices

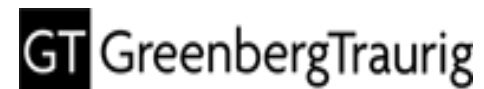
- Understand and evaluate the individual facts and circumstances
- Monitor the situation. The current situation is fluid, meaning facts and circumstances can change quickly, and often do.
- Know what your contracts say, and understand the implications of your decisions.
- Keep detailed records that include the scope of the interruption to your business, and detail the factors leading to impossibility.
- Review your insurance coverages.
- Consider whether there are alternative means to perform contractual obligations.
- Consider business solutions to legal issues, such as a mutual agreement to move your event to a time after the crisis is over, or a negotiated resolution.



**For More Information
on Legal Issues**

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Funding Management

JULIE HART
PRESIDENT
CFO BY DESIGN

FUNDING ISSUES – DECLINE IN HOTEL TAX IS IMPACTING ALL SECTORS

- Conventions – Cancellations to drops in attendance and exhibitors
- Leisure – Spring Break, Families are avoiding crowds
- Transient – Businesses are cancelling “non-essential” travel
- Contingency planning is crucial

This is during high season for most destinations, so short-term impacts will be harder felt than at other times of the year.

We will know much more about long-term implications in two weeks, so use this time to plan.

CONTINGENCY PLANNING

- Know Your Market
- Understand Your History – what happened after 9/11 and in 2008
 - After 9/11: In general, 20-30% drop in hotel tax revenues with a 3-4 year recovery period
 - 2008 – 2009: In general, 10-15% drop in hotel tax revenue with a 2 year recovery
 - Think long-term for funding planning
- Your plan should look at scenarios:
 - Scenario 1 (after two weeks, infection rates are increasing rapidly)
 - Plan for 2 quarters of a 25% drop in hotel tax
 - Plan for long-term global economic slowdown to reduce hotel tax by 5% for next 18 months
 - Scenario 2 (after two weeks, infection rates are increasing but panic has lessened but corporations are NOT backing off of travel restrictions)
 - Plan for 1 quarter of 15% drop in hotel tax
 - Plan for long-term global economic slowdown to reduce hotel tax by 2% for next 18 months
 - Scenario 3 (after two weeks, infection rates are increasing slowing, panic has subsided and corporations have lift travel restrictions)
 - Plan for 1 quarter of 10% drop in hotel tax
 - Plan for long-term global economic slowdown to reduce hotel tax by 1% for next 18 months

CONTINUOUS PLANNING

- Rapidly Changing Situation
 - Large companies are cancelling “non-essential” travel, generally conferences and professional education, still traveling for client meetings
 - Large companies are limiting the size of gatherings that their employees can attend
- South by Southwest Case Study (Austin)
 - No confirmed cases, one person in testing
 - Corporate cancellations:
 - Twitter
 - Facebook
 - Amazon
 - Apple
 - Netflix
 - IBM
 - Intel
 - China Gathering
 - Mashable
 - TikTok



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FIRED UP! CULTURE



HR Concerns & Stress Management

Lead Your Team

- Keep calm, carry on
- Educate, keep up to date
- Clarify roles
- Respect emotions, Focus on fact
- Show leadership in caring for your team
- Implement zero tolerance for irresponsible behavior
- Be flexible where it's practical

| Dealing With Stress & Anxiety

MIND

Accept that you can't control everything

- Put your stress in perspective – is it really as bad as you think?

Take action

- Put a plan in place and follow it – doing something relieves feelings of helplessness

Maintain a positive attitude

- Make an effort to replace negative thoughts with positive ones

Write it down

- Acknowledge stressors, but also what you're grateful for

| Dealing With Stress & Anxiety

BODY

Limit alcohol and caffeine

- Alcohol and caffeine can aggravate anxiety and trigger panic attacks

Keep your fuel clean

- Don't skip meals, eat healthy and keep energy-boosting snacks on hand

Get enough sleep

- When stressed, your body needs additional sleep and rest

Exercise daily

- Exercise lowers your body's stress hormones, helps sleep and releases endorphins

| Dealing With Stress & Anxiety

ACTION

Take a time out

- Practice mindfulness, meditation, yoga, deep breathing – all of these have a direct effect on your nervous system and stress response

Spend time with a pet

- Interacting with pets can help release oxytocin, a brain chemical that promotes positive mood

Talk to someone

- Tell someone you trust how you're feeling and let them know how they can help you.