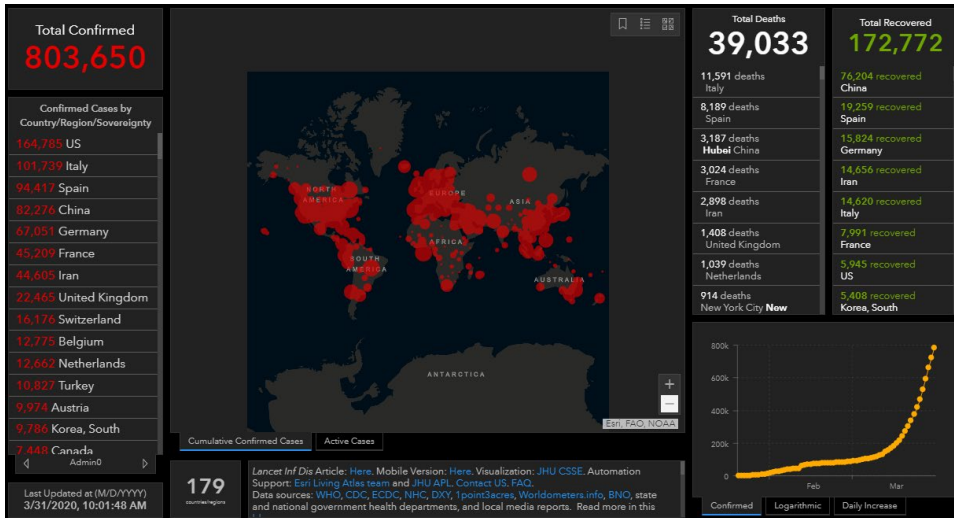


Travel Trends

Prepared for Visit Williamsburg and the Williamsburg Tourism Council



<https://destinationsinternational.org/covid-19-facts-visualization>

Destinations International is posting an interactive visual of the spread of the disease, provided by experts at Johns Hopkins University. As of 3/31/2020

DMOs respond to the coronavirus

DMOs and various associated trade groups are dealing with what is undoubtedly the biggest crisis to hit the travel industry.

Unlike the attacks on 9-11-2001, which were localized, the threat of the coronavirus is worldwide, as seen in the image above.

Travel industry professionals find themselves facing a dual challenge:

to keep their organizations alive and relevant as well as keeping personally safe along with their families.

DMOs have responded by rallying support for hospitality workers at hotels and restaurants who are laid off. And they are keeping the idea of future travel top-of-mind.

Examples on page 2

TTRA cancels international event

The 51st Annual TTRA International Conference scheduled for June in Vancouver, British Columbia, has been canceled due to the coronavirus pandemic the group announced Friday.

“As global health concerns



surrounding COVID-19 continue to develop and impact our work and families, we are working hard behind the scenes to find the best way to actively support our members,” according to a statement posted on the website.

Source: ttra.com



Influencer Kyle Mulinder faces losing all his planned income.

Travel influencers feel effect of virus

Kyle Mulinder is due to celebrate his 10th anniversary this October, as a successful full-time digital influencer in the travel industry.

But now he has had all future work canceled, due to the coronavirus pandemic.

“Every job in the foreseeable future has been cut,” says Mulinder, also known as Bare Kiwi through his blog and Instagram account.

Travel influencers typically use several income streams to keep their business afloat year-round. There are paid marketing campaigns with DMOs, where they receive a daily rate for writing articles, taking photos, video and sharing that content online and through social media.

His backup job as a sea kayak guide also has disappeared with the travel restrictions.

“Holy crap, maybe I’m going to have to start picking apples,” he says.

Source: nzherald.co.nz

DMOs offer support to impacted workers

Among the hardest-hit parts of the workforce are the hourly employees at hotels and attractions and servers at a destination's restaurants.

DMOs quickly stepped up to encourage support for their communities.

Hamilton County (IN) Tourism partnered with county officials and social service agencies with a #LoveHC campaign. It shares ways to get involved by donating dollars and time and supporting restaurants by ordering takeout meals. Gov. Eric Holcomb ordered restaurants to close their dining rooms.

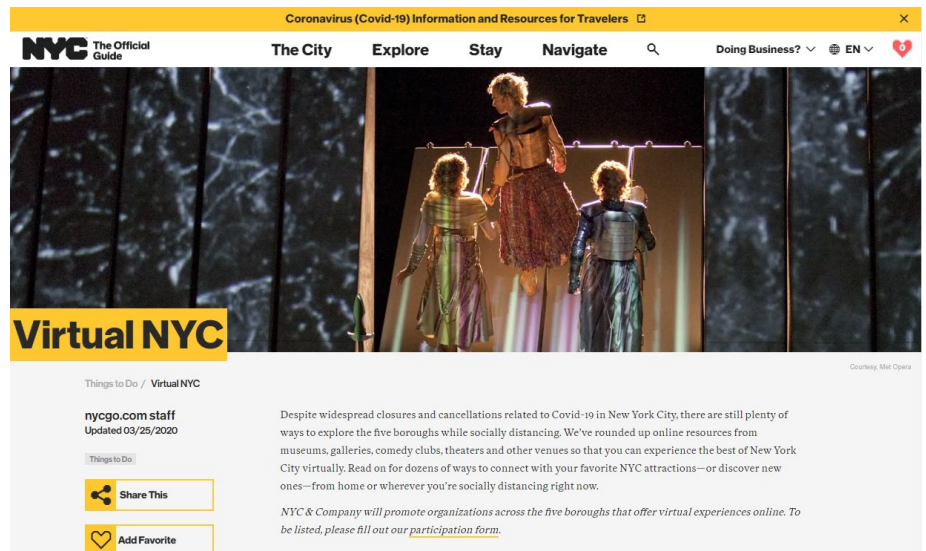
The **Virginia Tourism Corp.** declared this week "Virginia is for Restaurant Lovers Takeout Week" to encourage support for restaurants in the state.

Visit Duluth on March 18 launched a "30 Days of Giveaways" promotion.

The DMO bought gift cards from various local businesses and is giving them away on its website and social media to Duluth visitors and locals.

The **Rome (GA) Office of Tourism** is promoting the #RomeGaStrong Signs of Hope Contest. Residents are asked to create a sign for home or yard that sends a message of hope. Entries will be posted on social media; the public will vote, and winners will receive a gift card to a restaurant, retailer, service provider or hotel of their choice.

Sources: Richmond.com, fox21online.com, coosavalleynews.com



New York, the hardest hit by the virus, has collected virtual tour information for attractions, museums and artists and shares it on their website.

Virtual visits & other coping mechanisms

"**NYC & Company** will promote organizations across the five boroughs that offer virtual experiences online," according to the nycgo.com website.

Pure Michigan is also going virtual. From live cams featuring beautiful beaches to virtual tours of unique exhibits, Pure Michigan is helping bring the state's educational, outdoor and cultural experiences to life at home through its new #VirtualPureMichigan campaign.

Another DMO has something creative to keep the kids occupied while they are sequestered at home.

The **Springfield Missouri** Convention & Visitors Bureau has started an online coloring contest. Any age can participate.

Budding artists can take part by printing the special Springfield coloring page and coloring it.

To enter, tag the DMO on Instagram, Facebook, or Twitter with the hashtag #LoveSpringfield. The contest will close at noon on Monday, April 6th. A winner will be

drawn randomly for all submissions.

In California, the **Monterey Bay Aquarium**, **Aquarium of the Pacific**, the **Oakland Zoo** and the **San Diego Zoo** offer animal live cams and other online resources.

Experience the great outdoors via virtual tours of **Yosemite National Park**, the **Channel Islands** and **Joshua Tree National Park** or walk through the **Redwoods** and botanical gardens of the **Huntington**.

In Chicago, the **Shedd Aquarium's** Underwater Beauty live cam shows how every aquatic animal is beautifully adapted to thrive in its environment — and how this beauty is worth saving.

The **Milwaukee County Historical Society** is creating some digital tourism with the launch of an online video series on the society's social media sites and YouTube channel.

The "Moment at the Museum" video series highlights its 2020 feature exhibit, "Revealed: Milwaukee's Unseen Treasures."