

## COVID-19 - Industry Update 10-Corrected Version: April 2, 2020

Greetings to Travel Partners,

As we continue to adapt to our new normal—finding novel ways to communicate and conduct business—the Wilmington and Beaches Convention and Visitors Bureau thanks you for your support and contributions to our industry. As a strong and resilient industry, we look forward to brighter days ahead. In the meantime, here are the latest updates.

### Current Update

The State of North Carolina and New Hanover County are currently under a statewide Stay at Home Order, along with additional County restrictions, that went into effect at 5:00 p.m. on March 30, 2020: <https://news.nhc.gov/news-releases/2020/03/new-hanover-county-issues-additional-restrictions-to-help-slow-the-spread-of-covid-19/>.

County Stay at Home Order FAQ Sheet clarifies questions about essential and non-essential businesses:

<https://health.nhc.gov/your-environment/public-health/coronavirus/stay-at-home-order-faqs/>.

**Lodging (corrected):** Lodging properties that are “providing lodging in direct assistance to a governmental or non-profit request for support in COVID-19 emergency response” and/or has extended-stay room rentals over 28 days, are allowed to continue to operate. Lodging operators who wish to speak directly with someone can call the county’s call center 910-798-6800 for general questions. Any specific legal questions can be directed to the city (910-341-7820) or county’s (910-798-7153) legal office – depending on where your lodging properties are located.

**Further lodging clarification directly from New Hanover County’s FAQs (which can be viewed here):** Hotels should not take any vacationers, but are permitted to continue providing lodging to local residents who are otherwise displaced from their homes, workers who are in our community providing an important service or providing work for essential businesses (whether that is utility workers, construction workers, truck drivers bringing supplies, and others), or providing direct assistance to a governmental, healthcare entity, community/business partner, or non-profit request for support in COVID-19 emergency response. Extended stay (long-term) room rentals over 28 days are not affected by this order.

### **New Travel Research:**

- Longwoods International COVID-19 Travel Sentiment Study–Wave 3: <https://longwoods-intl.com/news-press-release/covid-19-travel-sentiment-study-wave-3>
- U.S. Travel Industry Association Latest Data on Travel-Related Job Losses: <https://www.ustravel.org/press/latest-data-coronavirus-cause-59-million-travel-related-job-losses-may>

**Virtual Tours and Events:** Even during this time of social distancing there are still ways to experience our destination. The Wilmington and Beaches CVB has launched a new Virtual Tours & Events landing page at [www.wilmingtonandbeaches.com/virtual-tours/](http://www.wilmingtonandbeaches.com/virtual-tours/). We invite you to share this link with guests, friends, family and visitors inquiring about future travel!

*Below are updates from state and county officials, followed by CVB updates and helpful links.*

### **State of North Carolina Updates:**

All COVID-19 Executive Orders: [www.ncdhhs.gov/divisions/public-health/coronavirus-disease-2019-covid-19-response-north-carolina/executive-orders](http://www.ncdhhs.gov/divisions/public-health/coronavirus-disease-2019-covid-19-response-north-carolina/executive-orders)

N.C. Dept. of Health and Human Services COVID-19 updates: [www.ncdhhs.gov/divisions/public-health/coronavirus-disease-2019-covid-19-response-north-carolina](http://www.ncdhhs.gov/divisions/public-health/coronavirus-disease-2019-covid-19-response-north-carolina)

### **New Hanover County Updates:**

New Hanover County State of Emergency - Additional Restrictions and Prohibitions: [https://health.nhc.gov/wp-content/uploads/2020/03/3-28-2020\\_COVID-19\\_Prohibitions\\_Restrictions.pdf](https://health.nhc.gov/wp-content/uploads/2020/03/3-28-2020_COVID-19_Prohibitions_Restrictions.pdf)

New Hanover County updates: <https://health.nhc.gov/your-environment/public-health/coronavirus/>

## **Wilmington and Beaches CVB Update:**

### *Marketing Update*

- Launched a [virtual tours and events website landing page](#) for visitors to discover the experiences waiting for them when the time is right to travel again.
- Published virtual tour blogs for all four destinations
- Preparing 2020 Visitor Profile Research Study questionnaire to be distributed to visitor subscriber databases regarding 2019 Wilmington and Beaches travel experiences
- Reviewing digital style guide for new website
- Began preparation of summer seasonal landing pages for the website

### *Ways You Can Assist the CVB:*

- Inform CVB of your business closings / re-openings / occupancy levels
- Inform CVB of meeting/event cancellations due to COVID-19
- Respond to CVB surveys (answers are confidential; we report total percentages, trends)
- **Share your virtual events, activities and tours for future content consideration. Send details to [halmeter@wilmingtonandbeaches.com](mailto:halmeter@wilmingtonandbeaches.com). The CVB will share these along with other best practices in a future Industry Update. For example, on April 1, 3 and 4, the N.C. Azalea Festival will celebrate spring with 'virtual' festival events via its Facebook page: [www.facebook.com/NorthCarolinaAzaleaFestival](http://www.facebook.com/NorthCarolinaAzaleaFestival)**

### *Wilmington and Beaches COVID-19 Resource Pages:*

- **CVB COVID-19 Visitor Information:** [www.wilmingtonandbeaches.com/covid-19-visitor-info](http://www.wilmingtonandbeaches.com/covid-19-visitor-info)
- **COVID-19 Hospitality Employer & Employee Information:** [www.wilmingtonandbeaches.com/covid-19-hospitality-resources](http://www.wilmingtonandbeaches.com/covid-19-hospitality-resources)

**ADDITIONAL COVID-19 RESOURCES:** *Below, please find some additional COVID-19 resources. To see previously listed resources, please refer to past Industry Updates or you can access a complete list via the Partner Extranet.*

### **STATE & FEDERAL ASSISTANCE:**

**N.C. Department of Commerce Employment Security** - Tip Sheet for Filing for Unemployment Due to COVID-19:  
[https://files.nc.gov/des/filing-for-unemployment-due-to-covid-19-tip-sheet\\_mar26.pdf](https://files.nc.gov/des/filing-for-unemployment-due-to-covid-19-tip-sheet_mar26.pdf)

**N.C. Department of Revenue** - Expands Penalty Relief for Taxpayers Affected by COVID-19:  
<https://files.nc.gov/ncdor/documents/files/2020-3-31-Important-Notice-COVID-4.pdf>

**The Economic Development Partnership of North Carolina (EDPNC)** is posting and updating a list of current companies with job openings across the state. Some industries are ramping up production during the crisis and have immediate openings:  
<https://edpnc.com/north-carolina-immediate-employment-opportunities/>

**U.S. Small Business Association Disaster Loan Assistance** - COVID-19 Economic Injury Disaster Loan  
Application:<https://covid19relief.sba.gov/#/>

**U.S. Department of Labor** - Guidance on Paid Sick Leave and FMLA Requirements in the Families First Act:  
<https://www.dol.gov/agencies/whd/pandemic>

**US Department of Labor - New Guidance on Unemployment Insurance Flexibilities during COVID-19 Outbreak:**  
[www.dol.gov/newsroom/releases/eta/eta20200312-0](http://www.dol.gov/newsroom/releases/eta/eta20200312-0)

**Small Business Guide to the CARES Act:** <https://www.sbc.senate.gov/public/index.cfm/guide-to-the-cares-act>

### **TRAVEL INDUSTRY UPDATES & RESOURCES**

**Visit N.C.** recently hosted an excellent webinar entitled “NC Tourism Amid COVID-19” that covered current issues facing our industry, followed by a Q&A. It is now available online, free-of-charge, at <http://partners.visitnc.com/COVID-19> and <https://www.visitnc365.com/>.

**The N.C. Restaurant & Lodging Association** continues to follow the various relief packages being offered to small businesses including restaurants and hotels. These two helpful one-pagers provide a quick overview of the provisions included in the CARES Act for Small Businesses.

**FAQ on the Paycheck Protection Program:** [https://ncrla-covid-19.org/wp-content/uploads/2020/03/Paycheck\\_Protection\\_Program\\_033020.pdf](https://ncrla-covid-19.org/wp-content/uploads/2020/03/Paycheck_Protection_Program_033020.pdf)

**Overview of two primary small business loan options to help decide which path is right for your business:** The Paycheck Protection Program (PPP) vs. Economic Injury Disaster Loan (EIDL): [https://ncrla-covid-19.org/wp-content/uploads/2020/03/pyacheck-protection\\_Loan\\_Options\\_NCRLA.pdf](https://ncrla-covid-19.org/wp-content/uploads/2020/03/pyacheck-protection_Loan_Options_NCRLA.pdf)

**U.S. Travel Association COVID-19 CARES Act Relief Resources:** [www.ustravel.org/toolkit/covid-19-cares-act-relief-resources](http://www.ustravel.org/toolkit/covid-19-cares-act-relief-resources)

**WEBINAR: U.S. Travel Association webinar on the CARES Act Federal Stimulus:** <https://vimeo.com/402365872>

**National Restaurant Association CARES Act Summary for Restaurants:** [https://restaurant.org/Covid19\\_CARES-Act?mc\\_cid=8f6853e146&mc\\_eid=55c4622a68](https://restaurant.org/Covid19_CARES-Act?mc_cid=8f6853e146&mc_eid=55c4622a68)

**National Restaurant Association FAQ (CARES ACT):** <https://ncrla-covid-19.org/wp-content/uploads/2020/03/FAQ-on-Phase-Three-CARES-Act-3.31.2020.pdf>

**American Hotel & Lodging Association - CARES Act Summary for Lodging:**  
[www.ahla.com/sites/default/files/3.27.2020%20CARES%20Act%20Section%20by%20Section%20Summary%20%28002%29.pdf](http://www.ahla.com/sites/default/files/3.27.2020%20CARES%20Act%20Section%20by%20Section%20Summary%20%28002%29.pdf)

**Southeast Tourism Society - Coronavirus Aid, Relief and Economic Security (CARES) Act:**

<https://static1.squarespace.com/static/5d13d61e9f576c000131df23/t/5e812f7b075b346ec30a7504/1585524604950/CARES+Act+Fact+Sheet.pdf?fbclid=IwAR16Ah8e8YyhjBAdyTViIaCgyXfpiPmGx2xNGxvdltxWkn7BWLkUmlPBF6c>

**Center for Disease Control (CDC) Travel Health (updated frequently):** [wwwnc.cdc.gov/travel](http://wwwnc.cdc.gov/travel)

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Thank you for keeping the CVB informed. Your feedback is very important and helps us to respond to industry needs and concerns as the situation evolves.

**Be well, keep safe and stay tuned**