

COVID-19 - Industry Update 15: May 11, 2020

Greetings to Travel Partners,

As we transition into Phase 1 of easing restrictions under Governor Cooper's modified Stay at Home Order, there are lots of updates to share. The Wilmington and Beaches Convention and Visitors Bureau continues to share the latest COVID-19 updates, research, resources and industry safety guidelines.

Current Update

On May 5, N.C. Governor Roy Cooper signed Executive Order 138 that modifies the Stay at Home Order to incorporate Phase 1 of the state's plan to ease restrictions that become effective May 8 at 5:00 p.m.:

<https://files.nc.gov/governor/documents/files/EO138-Phase-1.pdf>. Under Phase 1, the N.C. Stay at Home Order remains in place but now allows people to travel to businesses that are open under Phase 1 of the soft opening that is expected to remain in place for at least 2 weeks. Phase 2 will last 2-3 weeks (into June) and Phase 3 will remain in place for 4-6 weeks (into July), unless otherwise modified or extended by the governor's office.

Additional restrictions may be ordered by local government officials. Here are highlights of Executive Order 138 that affect hospitality businesses: A list of Frequently Asked Questions includes more details:

<https://files.nc.gov/governor/documents/files/FAQs-for-Phase-1-EO-FINAL.pdf>

In addition to the Governor's modified Stay at Home Executive Order that began at 5pm on May 8, some local municipalities have mandated additional restrictions that affect lodging, parking and beach activity. For a synopsis of each municipality's status and an information about safety protocols, please visit our updated COVID-19 Visitor Information page: <https://www.wilmingtonandbeaches.com/covid-19-visitor-info/>

Save the Date - Tourism Recovery Webinar for Wilmington and Beaches Industry Partners:

On Thursday, June 4 from 10am until 11:30am, the Wilmington and Beaches CVB will host a Recovery Webinar for industry partners and stakeholders. As the COVID-19 health pandemic has evolved in recent weeks, tourism industry organizations closely monitored the situation, gathered research and gauged traveler sentiment. With the latest research results and new industry guidelines now becoming available, the Wilmington and Beaches CVB will host a comprehensive Tourism Recovery Webinar with all the latest developments. Topics will include: state and local **Industry Updates** and **Recovery Campaigns**. Kim Hufham, president/CEO of the Wilmington and Beaches CVB, will provide CVB updates, and special guests Lynn Minges, executive director of the NC Restaurant & Lodging Association, and Wit Tuttell, executive director of Visit NC, will provide statewide updates and new initiatives, including their joint Count On Me NC and Cook It Forward initiatives.

Please mark your calendar (June 4, 10am-11:30am) and plan to attend this informative webinar.

Count On Me NC: As we transition into the state's 3-phase reopening plan, a new statewide "Count on Me NC" safety guidance program is in development. A joint partnership between NCRLA, Visit NC and NCSU, the new public-private partnership will provide specific guidance to restaurants, hotels, and other public-facing businesses on best practices for the phased reopening after the COVID-19 stay-at-home order. Centered around an evidence-based training program, "Count on Me" incorporates the best available science, all trainings and materials follow a rigorous content development and review process. The program is also designed to empower customers to make a commitment to do their part to help keep everyone safe and healthy. Travel partners will have the opportunity to participate in training courses and earn "Count on Me NC" seals to display at their businesses.

U.S. Travel Association and the travel industry have worked with health and medical experts to reach collective agreement on a core set of health and safety guidance that the industry may adapt to their businesses. The guidance aims to provide consistency in the approach to safety employed by travel brands and destinations during the customer experience. It not only directly responds to the COVID-19 threat we face today—it also prepares our industry to handle future threats that may arise. Travel industry guidance may, of course, evolve

and be updated as the nation moves through different stages of reopening, as the science and data become clearer, and as the known efficacy of certain practices progress. For details: www.ustravel.org/toolkit/industry-guidance-promoting-health-and-safety-all-travelers.

Applications for In-Kind Special Event Support – Wilmington Events: The City of Wilmington is accepting applications from groups and organizations seeking in-kind special event support. Deadline for receipt of the application is 5:00 pm on Friday, May 15, 2020. This is a competitive application process for limited in-kind City support services (street closures, barricades, solid waste support, Police & Fire services, and waiver of fees/deposits) and not actual dollars. There will be applications for programs that satisfy many of the evaluation criteria but are not supported. Successful applications may be awarded city support for less than requested. Details/application: www.wilmingtonnc.gov/departments/parks-recreation/events-permits.

New Travel Research:

Destination Analysts Update on Coronavirus' Impact on American Travel:

- Week of May 11, 2020: www.destinationanalysts.com/blog-update-on-coronavirus-impact-on-american-travel-week-of-may-11th/
- Week of May 4, 2020: www.destinationanalysts.com/update-on-coronavirus-impact-on-american-travel-week-of-may-4th/

Longwoods International COVID-19 Travel Sentiment Study–Wave 8 – Americans Look Forward to Travel, Especially to Reunite with Family and Friends (May 4, 2020): <https://longwoods-intl.com/news-press-release/covid-19-travel-sentiment-study-wave-8>

Smith Travel Research – U.S. Hotel Results:

- Week ending May 4, 2020: <https://str.com/press-release/str-us-hotel-results-week-ending-2-may>
- Week ending April 26, 2020: <https://str.com/press-release/str-us-hotel-results-week-ending-25-april>

The Harris Poll COVID-19 Survey Wave 10: <https://theharrispoll.com/wp-content/uploads/2020/05/The-Pulse-of-COVIDw10.pdf>

Weekly Coronavirus Impact on Travel Expenditures in the U.S.:

- May 6, 2020 update: www.ustravel.org/sites/default/files/media_root/document/Coronavirus_WeeklyImpacts_05.06.20.pdf
- April 30, 2020 update: www.ustravel.org/sites/default/files/media_root/document/Coronavirus_WeeklyImpacts_04.30.20.pdf

Adara COVID-19 Traveler Trends (updated frequently): <https://adara.com/traveler-trends-tracker/>

Arrivalist Daily Travel Index (updated every 48 hours): www.arrivalist.com/daily-travel-index/

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

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

NCDHHS signage and flyers for Businesses (in English & Spanish): <https://covid19.ncdhhs.gov/materials-resources/know-your-ws-wear-wait-wash>

New Hanover County / City of Wilmington Updates:

New Hanover County State of Emergency: https://health.nhcgov.com/wp-content/uploads/2020/03/3-28-2020_COVID-19_Prohibitions_Restrictions.pdf

New Hanover County Public Health: <https://health.nhcgov.com/your-environment/public-health/coronavirus/>

City of Wilmington: www.wilmingtonnc.gov/departments/general/coronavirus-covid-19-information

Wilmington and Beaches CVB Update:

Marketing/Communications

- Transitioned from Travel Alert to Travel Advisory on website and updated messaging to reflect openings and updates for each municipality
- Posted current status on all social channels to reflect phase 1 changes with local updates
- Created Cleaning/Safety Protocols section on COVID-19 Visitor Information page
- Developing Tourism Recovery Webinar (June 4) for local partners and stakeholders
- Distributing eblast to CVB subscribers and meeting planners this week on updates and ‘soft opening’
- Developing messaging for Phase 2 as it is announced

Ways You Can Assist the CVB:

- Share your post-COVID-19 safety policies and protocols. Send to cvbpr@wilmingtonandbeaches.com.
- Inform CVB of re-openings, occupancy levels and meeting/event status
- Respond to CVB surveys (answers are confidential; we report total percentages, trends)

Wilmington and Beaches COVID-19 Resource Pages:

- COVID-19 Hospitality Employer & Employee Information (updated frequently): www.wilmingtonandbeaches.com/covid-19-hospitality-resources
- CVB COVID-19 Visitor Information: www.wilmingtonandbeaches.com/covid-19-visitor-info
- **Virtual Tours and Events:** www.wilmingtonandbeaches.com/virtual-tours

TRAVEL INDUSTRY UPDATES & RESOURCES

NCRLA shares the U.S. Foods Reopening Blueprint: https://ncrla.help/wp-content/uploads/2020/05/Reopening_Blueprint_US-Foods_5.7.pdf

NCRLA’s Draft of N.C. Hotel & Restaurant Operations COVID-19 Re-Open Phases: <https://ncrla.help/wp-content/uploads/2020/05/NC-Hotel-Restaurant-Operations-COVID-Phase-2.pdf>

More N.C. Restaurant Association Latest News: <https://ncrla.help/category/latest-news/>

Visit N.C. is hosting tourism webinars related to COVID-19, including last week’s presentation on “The Art of Making Things Happen: Collaborate. Communicate. Cooperate.” The next presentation is scheduled for Wednesday, May 20 at 10:00 a.m. The webinars can be accessed online at <http://partners.visitnc.com/COVID-19>.

N.C. Travel Industry Association Newsletter (May 4-8, 2020): <https://nctia.travel/news.php#Newsletter>

American Hotel & Lodging Association Releases Industry-wide Hotel Cleaning Standards through “Safe Stay” Initiative: www.ahla.com/safestay

ISSA, the worldwide cleaning organization, together with the **Global Biorisk Advisory Council® (GBAC)**, is offering education, training, and business resources to help manage the COVID-19 outbreak. The new **GBAC STAR™ Facility Accreditation** program offers protocols and best practices. Accreditation signifies that the facility is observing GBAC STAR’s 20 explicit requirements, together with the implementation guides: <https://gbac.issa.com/issa-gbac-star-facility-accreditation/>

EcoLab’s Public Health Resources for Hospitality: www.ecolab.com/offerings/public-health-resources-for-hospitality

Enigma Research’s 2020 Return to Live Events Survey reveals that people are willing to return to events, but want to know that precautions are being taken by venues. *Sports Travel* magazine shares results: www.sportstravelmagazine.com/wp-content/uploads/2020/05/2020-Return-to-Live-Events-Survey-by-Enigma-Research-copy.pdf

ADDITIONAL COVID-19 RESOURCES:

For a list of Local, State and National COVID-19 assistance programs and resources, visit the COVID-19 Hospitality Industry Resources page: www.wilmingtonandbeaches.com/covid-19-hospitality-resources.

CDC & FEDERAL GUIDANCE:

White House & CDC Guidelines for Opening Up America Again: www.whitehouse.gov/openingamerica/

OSHA COVID-19 Guidance for Restaurants& Beverage Vendors Offering Takeout or Curbside Pickup: www.osha.gov/Publications/OSHA4017.pdf

CDC Guidance for Cleaning & Disinfection: www.cdc.gov/coronavirus/2019-ncov/community/pdf/ReOpening_America_Cleaning_Disinfection_Decision_Tool.pdf

CDC Travel Health (updated frequently): 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,