

COVID-19 - Industry Update 17: June 2, 2020

Greetings to Travel Partners,

As crisis eases toward recovery and tourism/hospitality businesses adapt to a new normal, it is vital to keep informed of ever-evolving traveler sentiments, travel trends and industry safety guidance. The Wilmington and Beaches Convention and Visitors Bureau continues to share the latest COVID-19 research, resources, and guidelines.

Current Update

N.C. Governor Roy Cooper's Executive Order 141 remains in effect which moves the state into "Phase 2" of easing certain restrictions through June 26, unless otherwise modified by the governor's office: <https://files.nc.gov/governor/documents/files/EO141-Phase-2.pdf>. Phase 2 Frequently Asked Questions: <https://files.nc.gov/governor/documents/files/Phase-2-FAQ.pdf>.

Lodging & Beach Updates: Short-term lodging at Wrightsville Beach, Carolina Beach and Kure Beach are open and beach activities are allowed; however, parking restrictions may vary. The City of Wilmington's hotels, motels and short-term rentals are open; local restrictions were lifted May 29. For a detailed synopsis of each municipality's status, please visit our updated COVID-19 Visitor Information page: www.wilmingtonandbeaches.com/covid-19-visitor-info/

COUNT ON ME NC Update: All Count on Me NC Covid-19 Business Training modules are now live for owners and staff of restaurants, hotels, attractions, and other businesses: <https://countonmenc.org/business-training>. This free, evidence-based COVID-19 training was developed by public health officials and food safety experts to provide a vital roadmap for reopening businesses. Each module contains best practices and procedures that will give your staff and guests the confidence that you're doing everything possible to ensure their safety. At the completion of training, you'll receive a printable Count On Me NC certificate and be featured on the list of participating businesses. You'll also get access to a Count On Me NC toolkit that includes social media assets and other materials to help you show guests and staff that you've gone above and beyond to protect their well-being. The Wilmington and Beaches CVB encourages all businesses to register for and complete this free safety program, which will be included in our June 4 Tourism Recovery Webinar (see CVB Updates section, below).

New Hanover County Small Business Grant Program-Deadline June 5: Small businesses in New Hanover County (with fewer than 25 employees and whose owner lives in NHC) that have been impacted by COVID-19 can apply now through Friday, June 5 for a \$10,000 grant through the Small Business Grant Program the county created, utilizing federal funding from the Coronavirus Aid, Relief and Economic Security (CARES) Act. Funds can be used to hire or rehire employees, and for expenses related to providing social distancing and enhanced sanitation measures to ensure safe reopening. Small businesses can apply now through Friday, June 5 at 5 p.m. to be placed in a lottery system that will randomly select the 130 awardees. [The application and instructions, which are available in English and Spanish, can be accessed here: https://health.nhcgov.com/SBgrants.](https://health.nhcgov.com/SBgrants)

Reopening and Safety Guidance is available from various government organizations and trade associations. An extensive list (with links) was provided in last week's Industry Update 16, which is now archived on our Hospitality Industry Resource page:

www.wilmingtonandbeaches.com/covid-19-hospitality-resources. Additional guidance is included under the Reopening & Safety Guidance section, below.

New Travel Research:

Destination Analysts Update on Coronavirus' Impact on American Travel - Week of May 25, 2020: www.destinationanalysts.com/blog-update-on-american-travel-in-the-period-of-coronavirus-week-of-may-25th

Longwoods International COVID-19 Travel Sentiment Study - Wave 11 (May 27, 2020): <https://longwoods-intl.com/news-press-release/covid-19-travel-sentiment-study-wave-11>

Smith Travel Research – Influence of Covid-19 on Travel Plans and Accommodation Types - May 19: <https://str.com/data-insights-blog/influence-of-covid-19-on-travel-plans-and-accommodation-types>

The Harris Poll COVID-19 Survey - Wave 13 (May 20-22): <https://mailchi.mp/7b4b8fafdfc1/the-insight-latest-trends-from-the-harris-poll-303578>

U.S. Travel Association: Weekly Coronavirus Impact on Travel Expenditures in the U.S. (May 28, 2020): www.ustravel.org/sites/default/files/media_root/document/Coronavirus_WeeklyImpacts_05.28.20.pdf

USTA COVID-19 Industry Research (updated): www.ustravel.org/toolkit/covid-19-travel-industry-research

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 Guidelines for Businesses (updated frequently):
<https://covid19.ncdhhs.gov/guidance#phase-2-easing-of-restrictions>.

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:

REMINDER: A New Hanover County Tourism Recovery Webinar will be hosted by the Wilmington and Beaches CVB on Thursday, June 4, from 10 a.m. until 11:30 p.m. Special guests will share the latest research and recovery initiatives: Kimberly Vince-Cruz, Vice President of Destination Analysts; Lynn Minges, Executive Director of the NC Restaurant & Lodging Association; and Wit Tuttell, Executive Director of Visit NC. Log-in information for the Zoom webinar was sent via email on Monday afternoon. Please email cvbpr@wilmingtonandbeaches.com if you did not receive the log-in details. Partners may also join via telephone by dialing +1 312 626 6799 (or) +1 646 876 9923. Webinar ID: 896 8140 2315; Password: 982820.

Ways You Can Assist the CVB:

- *Advise CVB when your business completes Count On Me NC safety training: cvbpr@wilmingtonandbeaches.com.
- *Inform CVB of re-openings, occupancy, meeting/event status
- *Respond to CVB surveys (always confidential)

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 Info: www.wilmingtonandbeaches.com/covid-19-visitor-info

TRAVEL INDUSTRY UPDATES & RESOURCES

NC Restaurant & Lodging Association Updates:

- *Phase 2 FAQ sheet with answers to questions that are specific to hospitality businesses: <https://ncrla.help/wp-content/uploads/2020/05/Phase-2-FAQ-NCRLA-Final.pdf>
- *Breweries, Wineries, Distilleries Not Classified as 'Bars' in E.O. 141: <https://abc.nc.gov/PublicResources/LegalAnnouncement/272>

Visit **N.C. is hosting bi-monthly tourism webinars** related to COVID-19 and recovery. Past webinars can be accessed online at <http://partners.visitnc.com/COVID-19>.

N.C. Travel Industry Association Newsletter: <https://nctia.travel/news.php#Newsletter>

ADDITIONAL COVID-19 RESOURCES:

For a comprehensive 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.

REOPENING & SAFETY GUIDANCE:

Below, please find recently updated Guidance from government organizations and trade associations. For a list of prior Reopening and Safety guidelines, refer to Industry Update 16 (May 22, 2020) which can be accessed at www.wilmingtonandbeaches.com/covid-19-hospitality-resources (scroll down to COVID-19 Industry Updates section).

ABC Commission Guidance for Phase 2 - Executive Order 141 (May 24, 2020):

*Guidance for Phase 2 <https://abc.nc.gov/PublicResources/LegalAnnouncement/274>

*Temporary Extension of Premises Guidelines - Phase 2:

<https://abc.nc.gov/PublicResources/LegalAnnouncement/275>

N.C. Department of Health and Human Services - Guidelines for Businesses during Phase 2 (recent updates): <https://covid19.ncdhhs.gov/guidance#phase-2-easing-of-restrictions>

NCDHHS Interim Guidance for Administrators and Participants of Youth, College & Amateur Sports Programs: <https://files.nc.gov/covid/documents/guidance/NCDHHS-Interim-Guidance-for-Youth-College-Amateur-Sports-Phase-2.pdf>

Count on Me NC- Free Covid-19 Business Training: <https://countonmenc.org/business-training>

Vacation Rental Management Association Cleaning Guidelines for COVID-19:
www.vrma.org/page/vrhp/vrma-cleaning-guidelines-for-covid-19

US Chamber of Commerce Ready to Reopen Guide for Small Businesses:
www.uschamber.com/co/start/strategy/small-business-coronavirus-reopening-guide

United Nations World Tourism Organization Global Guidelines to Restart Tourism:
<https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2020-05/UNWTO-Global-Guidelines-to-Restart-Tourism.pdf>

World Travel & Tourism Council “Safe Travels” Global Protocols & Stamp for the New Normal (Guidance for Hospitality Businesses; Tour Operators; Convention Centers/Meetings/Events; Airports; Outdoor Shopping; more): <https://wttc.org/COVID-19/Safe-Travels-Global-Protocols-Stamp>

Diversey Ready To Reopen Brochure: <https://diversey.com/en/solutions/ready-to-reopen>
(Diversey is a cleaning technology business.)

TRAVEL ADVISORIES:

CDC Travel Health (updated frequently): wwwnc.cdc.gov/travel

U.S. Department of State (updated frequently):

<https://travel.state.gov/content/travel/en/traveladvisories/traveladvisories.html/>

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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 and stay tuned,