

COVID-19 - Industry Update 18: June 25, 2020

Greetings to Travel Partners,

As we continue to welcome visitors with COVID-19 cases on the rise statewide, our industry's vigilance and commitment to safety is not only important, **it is essential**. This week's update includes details about the state's revised Executive Order, the new Downtown Alive initiative, and recent research on traveler safety concerns. The Wilmington and Beaches Convention and Visitors Bureau shares the latest research, resources and reopening/safety guidance with partners and stakeholders.

Current Update

Governor Cooper Signs New Executive Order 147; Extends Phase 2 Order (through July 17) and Requires Face Cover in Public Settings: On June 24, NC Governor Roy Cooper signed Executive Order 147 that extends the "Safer At Home Order" through July 17, unless otherwise notified or announced. The new order, which goes into effect June 26 at 5:00 p.m., also requires face coverings when out in public. This rule applies to retail, restaurants, and private businesses. Face masks or face coverings are also required when outdoors where social distancing cannot be maintained. If able to safely maintain at least six feet distance from others, it is not required to wear a mask when spending time outdoors exercising or walking in parks or on beaches. The 6-foot distance rule doesn't apply to anyone in your immediate family. Details:

Exec. Order 147 Phase 2 Extension: <https://governor.nc.gov/documents/executive-order-no-147>

Exec. Order 147 FAQ sheet: <https://files.nc.gov/governor/documents/files/EO-147-FAQ.pdf>

New Hanover County News: In line with Governor Cooper's Executive Order 147, New Hanover County has implemented a face coverings policy for county employees and the public that begins June 26, at 5:00 p.m.: <https://news.nhcgov.com/news-releases/2020/06/face-coverings-policy/>

Restaurant Face-coverings: Executive Order 147 requires that restaurants must have all workers wear face coverings when they are or may be within six feet of another person. In addition, restaurants must have all customers wear face coverings when not at their table, unless the customer states that an exception applies. Additional exceptions to the mask requirement apply to children under 11, those with certain medical conditions and people exercising outdoors away from other people. NCRLA is working closely with NCDHHS to get clarification on questions they are receiving from restaurant and lodging businesses regarding face coverings and enforcement. Please visit www.NCRLA.help frequently for the latest updates and guidance.

Downtown Alive Initiative: In an effort to help downtown businesses economically recover, the City of Wilmington in collaboration with the Downtown Business Alliance and Wilmington Downtown Inc. is launching the Downtown Alive initiative that allows restaurants to expand outdoor seating to safely serve customers (in accordance with the CDC's social distancing guidelines) and allow diners to enjoy restaurants responsibly. Beginning June 25 through September 7, four blocks in downtown Wilmington will temporarily close to vehicles during specified hours—each Thursday through Sunday (Sat. 10am-10pm; Sun. 10am-5pm; Thurs./Fri 6:30pm-10pm. Streets will close 1-hr prior & open 1-hr after.) This program does not allow for social gatherings or loitering. Advance reservation with participating restaurants is encouraged. For details, hours and participating businesses: <https://dbawilmington.org/downtown-alive>.

New Travel Research:

Longwoods International COVID-19 Travel Sentiment Study-Wave 14 (June 23, 2020): https://longwoods-intl.com/sites/default/files/2020-06/Wave14_Sentiment_Summary.pdf

H2R's COVID-19 Travel & Attractions Update: Rebuild Edition Wave 1 Results:

https://mailchi.mp/22f06f9fa97f/h2r-covid-update-wave-2637809?inf_contact_key=95dac858b769f3de3a33ba936b68b691

Destination Analysts Update on Coronavirus' Impact on American Travel - Week of June 22, 2020:

<https://www.destinationanalysts.com/blog-update-on-american-travel-in-the-period-of-coronavirus-week-of-june-22>

Smith Travel Research – U.S. hotel results -Week ending June 13, 2020: <https://str.com/press-release/str-us-hotel-results-week-ending-13-june>

The Harris Poll COVID-19 Survey-Wave 17 (June 18-20, 2020): <https://mailchi.mp/9907412df2ab/the-insight-latest-trends-from-the-harris-poll-303718>

U.S. Travel Association [USTA]: Weekly Coronavirus Impact on U.S. Travel Expenditures (June 18, 2020): www.ustravel.org/sites/default/files/media_root/document/Coronavirus_WeeklyImpacts_06.18.20.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/

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 - Prevent & Protect Tool Kit-Cloth Coverings and Signs: <https://covid19.ncdhhs.gov/materials-resources/prevent-and-protect-media-toolkit>

New Hanover County / City of Wilmington Updates:

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:

Recently the CVB sent an email encouraging local travel partners to participate in Count On Me NC, a **free** COVID-19 training program that includes certificates, logos and other visuals for display online and at participating businesses. To help visitors find travel businesses in our destination that have completed the program, the CVB created [a list and map](#) of partners that have earned their certificates. Want to add your business to the map? It only takes a half-hour or so to complete a www.CountOnMeNC.org training module. It's easy, it's free, and it's important to visitors. Please let us know when your business completes the Count On Me NC training.

TRAVEL INDUSTRY UPDATES & RESOURCES

NC Restaurant & Lodging Association Updates: *[PPP IFR Revisions to Loan Forgiveness](#): The Small Business Administration (SBA), along with the Department of Treasury, released additional PPP guidance based on revisions within the Paycheck Protection Program Flexibility Act (PPPPFA). Recognizing the long road to recovery for the hotel and restaurant industries, this bill makes several significant improvements to the Paycheck Protection Program. NCRLA's "At Your Service" spring issue is now online: www.ncrla.org/magazines/at-your-service-spring-2020/ For more restaurant and lodging news: <https://ncrla.help>

Visit N.C. tourism webinars are available online, including the recent webinars “Traveling Through the Pandemic” (traveler sentiment and other consumer insights) and “Conversation About Diversity in the Tourism Industry”: <http://partners.visitnc.com/COVID-19>.

N.C. Travel Industry Association Newsletter (June 22-26): <https://nctia.travel/news.php#Newsletter>

National Restaurant Association — Shift Your Sales Strategy to Online:
<https://restaurant.org/articles/news/shift-your-sales-strategy-to-online>

Starr Design Post-Pandemic Playbook: How Restaurants Will Need to Adapt to Keep Guests Happy & Healthy: <http://starrdesignteam-6282215.hs-sites.com/post-pandemic-playbook-download-page>

ADDITIONAL COVID-19 RESOURCES:

Reopening & Safety Guidance: The Wilmington and Beaches COVID-19 Hospitality Industry Resources page (www.wilmingtonandbeaches.com/covid-19-hospitality-resources) includes a Travel Industry Reopening & Safety [Guidance section](#) with links to trade and government resources that our industry can use to reopen safely.

Thank you. We invite your feedback to help the CVB respond to industry needs and concerns.

Be well and stay tuned