

COVID-19 Industry Update 19: NC Resident Travel Survey Findings & More

July 16, 2020

Greetings to Travel Partners,

As traveler concerns rise in the wake of coronavirus, keeping up with visitor sentiment research is key to our industry's survival response. Visit NC's recent resident traveler survey provides timely insights into the mindset of our #1 feeder market—NC residents. Read on for Visit NC's survey results, along with links to national research updates and industry news. Knowledge is power. The Wilmington and Beaches Convention and Visitors Bureau continues to share the latest research, resources and safety guidelines with partners and stakeholders.

CURRENT UPDATES

NC Governor Roy Cooper announced this week that the entire state of North Carolina will **remain paused in the Safer at Home Phase 2** through Friday, Aug. 7, at the earliest. Face coverings must still be worn in public places: <https://governor.nc.gov/news/north-carolina-k-12-public-schools-require-key-safety-measures-allow-person-instruction>.

Visit North Carolina released the preliminary of its NC Resident Traveler Sentiment Study (part 1). Study results indicate that as a result of COVID-19, North Carolinians are likely to avoid large cities and crowds. The use of face masks is the most essential safety activity for residents to feel comfortable traveling. Social distancing is also very important, but it is clear from the data that requiring face masks will go a long way in encouraging North Carolinians to travel. Although residents view tourism as important to NC's recovery, they are still reluctant to travel themselves or to welcome travelers into their communities. However, nearly 30 percent of respondents say that COVID-19 has made them become more interested in vacationing within the state. Despite their reluctance to travel during the next three months, nearly 70 percent of N.C. residents say they are likely to take a trip by car. And they will most likely go to destinations offering outdoor activities. The resident sentiment survey will be repeated at least two more times to track changes in sentiment. To view the full report: <https://partners.visitnc.com/marketing-studies>

Count On Me NC: Attention New Hanover County Travel Partners: If your business has not yet completed the Count On Me NC free COVID-19 training program, **now** is the time to do it. Visit NC recently launched a \$5 million dollar statewide safety advertising campaign that encourages travelers to seek out Count On Me NC businesses. The CountOnMeNC.org and WilmingtonandBeaches.com websites include [a list and map](#) of local partners that have earned their certificates. To date, only 78 local travel partners have completed training. Ideally we hope that ALL of our businesses will participate to show visitors that we care about their safety and are taking extra precautions to create safe travel experiences. 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.**

Wilmington and Beaches' Visitor Profile Study: The Wilmington and Beaches' Visitor Profile Study conducted by Destination Analysts will be presented via webinar to industry partners on Thursday, September 10 (time TBA) along with the area's fall marketing campaign and other FY20-21 recovery strategic plan initiatives. Stay tuned for a Save the Date notice with more details (coming soon!).

The Wilmington Area Hospitality Association [WAHA] is the only membership-based hospitality industry organization serving Wilmington and the surrounding area. Due to coronavirus, WAHA is waiving membership renewal fees until January 2021. New memberships are also complimentary until January 1. For details, visit the website membership page: <https://wilmingtonaha.com/join>.

Southeast Tourism Society now has only two STS Top 20 Event deadlines instead of four. Nominate large events taking place January through June 2021 by Friday, July 17: www.southeasttourism.org/top-20-events.

N.C. Oyster Trail Seeks Charter Members for Unique Tourism Experiences: The N.C. Oyster Trail (<https://ncoysters.org>), administered by the N.C. Coastal Federation and N.C. Sea Grant in partnership with the N.C. Shellfish Growers Association, is seeking charter members for unique tourism experiences. The trail includes visitor-friendly businesses such as: restaurants serving NC oysters; seafood markets selling local oysters; shellfish farm tours; oyster educational programs; outdoor recreational businesses; festivals & events, and other businesses that feature local oysters (food tours, arts/crafts, kayak/canoe/SUP excursions, etc.). To find out more about the N.C. Oyster Trail, promotional perks and membership requirements, please visit <https://ncoysters.org/oyster-trail/membership/>. In light of the impacts of COVID-19 on the oyster tourism sector, fees for the first year of membership can be waived as long as you submit your application by December 31, 2020.

TRAVEL INDUSTRY RESOURCES REGARDING COVID-19

During these challenging times in the ever-changing situation and effects of COVID-19, the following resources offer helpful information, industry guidance, research and more:

[NC Restaurant & Lodging Association](#) (guidance updates and more)

[Visit N.C. tourism webinars](#)

[N.C. Travel Industry Association Newsletter](#)

[Destinations International](#)

[U.S. Travel Association](#)

[Count On Me NC Training Program](#)

[Travel Confidently Toolkit](#)

[Southeast Tourism Society](#)

New Travel Research:

[Longwoods International COVID-19 Travel Sentiment Study - Wave 15](#)

[Destination Analysts Update on Coronavirus' Impact on American Travel-Week of July 12](#)

[Smith Travel Research – U.S. hotel results - Week ending July 4](#)

[The Harris Poll COVID-19 Survey - Wave 19](#)

[U.S. Travel Association: Weekly Coronavirus Impact on U.S. Travel Expenditures](#) (July 8)

[Adara COVID-19 Traveler Trends](#)

[Arrivalist Daily Travel Index](#)

State of North Carolina Updates:

[All COVID-19 Executive Orders](#)

[N.C. Dept. of Health and Human Services COVID-19 updates](#)

[NCDHHS - Prevent & Protect Tool Kit](#) (includes signs)

New Hanover County / City of Wilmington Updates:

[New Hanover County Public Health](#)

[New Hanover County COVID-19 Data Shows More Outbreaks](#) (7-10-20):

[City of Wilmington COVID-19 information](#)

Reopening & Safety Guidance:

The Wilmington and Beaches [COVID-19 Hospitality Industry Resources page](#) 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. Your feedback is always welcome to help the CVB respond to industry needs and concerns.

Be well and stay tuned