

A Los Angeles example of the #ThroughMyWindow campaign.

LA, NYC and SF join for visual campaign

The DMOs in Los Angeles, New York and San Francisco are encouraging those who live in their cities to share their scenic views with the hashtags #LAThroughMyWindow, #NYCThroughMyWindow, & #SFThroughMyWindow. The Los Angeles Tourism & Convention Board, NYC & Company and San Francisco Travel (inspired by Paris Tourism), seek to start a national trend that lets people sheltering in place share their homes and their neighborhoods with others. Each Friday, LA, NYC and SF will provide a virtual window into one another's cities. The destinations will also highlight the incredible wealth of virtual content from their respective museums, chefs, fitness studios and more that followers can enjoy from the comfort of their couches.

Source: nycgo.com



Keith Griner, via fox17.com

Streets in Nashville are empty of the crowds of tourists they normally get.

DMOs implement furloughs, pay cuts

Restaurants and hotels were among the first industry segments to close their doors and reduce staffing due to coronavirus.

Now, DMOs are being forced to furlough or lay off employees as the travel and events industries remain on hold.

A study from Destinations International and Northstar Meetings Group, which polled nearly 300 CVBs, found that 42 percent expect immediate budget cuts between 50 and 100 percent due to COVID-19. In response to shrinking budgets and a declining economy, 20 percent of the CVBs polled have laid off staff members and 30 percent have implemented furloughs.

Of those who have been forced to lay off staff members, 50 percent have let go of more than 20 percent of their total staff. Meanwhile, 68 percent have furloughed more than 20 percent of their staff.

Here are some examples:

Travel Portland (Ore.) has cut its staff back by 40 percent. According to the CVB, remaining employees will see a reduction in salary, with higher percentage cuts at the CEO and executive levels.

San Francisco Travel has reduced its staff by 60 percent, including a mix of furloughs and layoffs. All remaining employees will take a 20 percent pay cut. Other cost-saving measures have been implemented by the organization, such as a total elimination of advertising, travel and trade show participation for the remainder of the year.

The **Little Rock Convention and Visitors Bureau** has temporarily furloughed 65 full-time employees. This represents nearly 55 percent of the organization's full-time staff, although most of the furlough decisions were tied to positions in

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Advertising campaigns curtailed during crisis

Tourism Whistler has suspended all paid advertising campaigns and is asking visitors not to come to the resort.

"Tourism Whistler is not making any March or April accommodation inventory available on Whistler.com, or accepting any accommodation bookings until after May 1. These dates will continue to be monitored and adjusted as necessary, as the situation with COVID-19 evolves," said TW president and CEO Barrett Fisher, in an email.

New Mexico Cabinet Secretary for Tourism Jen Schroer announced that the state has canceled its spring national tourism campaign and will scrap all upcoming events related to certain tourism events.

Source: piquenewsmagazine.com, Associated Press

Furloughs, pay cuts

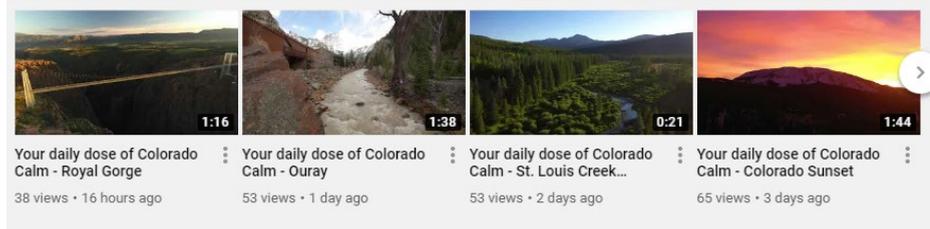
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the facility-management division. Staff members are expected to return when business resumes.

Even the nation's capital has not been spared. **Destination DC** has implemented a temporary furlough policy of one day a week for all employees.

Nearby Baltimore has implemented a similar policy with all employees receiving a one-day furlough. No staff members have been laid off. **Visit Baltimore** plans to reassess its staffing needs in two months.

Source: northstarmetingsgroup.com



YouTube.com

Colorado Calm videos appear on the tourism office's YouTube page.

Virtual visits & other coping mechanisms

Pure Michigan is going virtual. From live cams featuring beautiful beaches to virtual tours of unique exhibits, Pure Michigan is helping bring the state's educational, outdoor and cultural experiences to life at home through its new #VirtualPureMichigan campaign.

To keep potential tourists engaged, the **Colorado Tourism Office** turned to its social media accounts and its #ColoradoCalm program. The series of videos are intended to provide a moment where viewers can sit back and transport to the mountainous west. According to Colorado, the videos include "no branding, no links, no hidden agenda — just an honest moment of escape from their newsfeed."

The videos appear on the tourism office's YouTube page, with alerts going out on Twitter.

In California, the **Monterey Bay Aquarium, Aquarium of the Pacific, the Oakland Zoo** and the **San Diego Zoo** offer animal live cams and other online resources.

Experience the great outdoors via virtual tours of **Yosemite National Park, the Channel Islands** and **Joshua Tree National Park** or walk through the **Redwoods** and botanical gardens of the **Huntington**.

Other destinations are urging travelers NOT to visit.

Leaders in **Sevier County** (Tenn.) asked local travel and tourist-related businesses to stop soliciting guests through at least mid-April due to the COVID-19 pandemic.

The request was made by community leaders of Gatlinburg, Pigeon Forge and Sevierville.

Pigeon Forge Mayor David Wear earlier took to social media to ask tourists to stop visiting the area until the virus was under control.

Lake of the Woods (Minn.) and neighboring Koochiching County commissioners voted March 24 to close county-controlled access points to the Rainy River in an effort to slow the influx of visitors to the area amid COVID-19 concerns.

Lake of the Woods Tourism Bureau Director Joe Henry said tourists had largely stopped coming to the area.

As news of more and more positive COVID-19 cases in Minnesota reached the North Shore in the far northeast part of the state, year-round residents took to social media to tell tourists to go home, expressing fear that visitors would bring the virus with them or buy up items already in short supply at local grocery stores.