# insights
## Strategic Marketing and Research

# Travel Trends
Prepared for New Hampshire Division of Travel of Tourism Development

## ACTIVE STAY-AT-HOME ORDERS

**Statewide** · **Varies** · **No**

Stay-at-home orders and reopening phases may vary by county in some states.

## RESTAURANTS

**Dine-in allowed** · **Varies** · **Takeout/delivery only**

Dine-in service may be limited to outdoor seating in some states.

**Source: NPR**

# Coping mechanisms:

## DMOs & local leaders try to safely navigate opening amid pandemic and protests

Hawaii and Alaska are two of the locales across the globe that required visitors to self-quarantine for 14 days when entering states.

Other destinations are drafting cleanliness pledges for hotels, restaurants and attractions, hoping this helps lure back travelers.

Some are even asking visitors to sign a pledge to properly follow social distancing guidelines and to wear masks when in crowded settings.

*Here are the details:*

### Alaska

The state has required people traveling to Alaska from out of state to quarantine for two weeks once they get here. But that changed June 6.

The state now allows travelers to get tested for COVID-19 before arriving and submit proof of negative results, instead of quarantining.

And, if you can't get tested ahead of time? You can still quarantine for two weeks in Alaska. Or, get tested at the airport when you arrive and quarantine until the result comes back. If it's negative, the state says you still need to minimize your interactions until you take a second test at least seven days after your arrival.

*– alaskapublic.org*

### Hawaii

The 14-day mandatory quarantine for Hawaii interisland travelers will be lifted June 16, Gov. David Ige announced at a press conference at Honolulu's Daniel K. Inouye International Airport.

The mandatory two-week quarantine for all arrivals from out of state will remain in effect into July, the governor declared earlier.

"This is, first and foremost, for Hawaii residents – it's the opportunity for our families to

reconnect with one another, to be reunited," Ige said.

As part of the state's efforts to arrest the spread of Covid-19, the quarantine for out-of-state arrivals went into effect March 26, and the interisland quarantine order took effect April 1.

While the interisland quarantine is ending, travelers flying between the islands will have to undergo thermal screening and fill out forms that will aid in contact tracing.

*– travelweekly.com*

### Maine

Maine Gov. Janet Mills unveiled her administration's new Keep Maine Healthy plan last week, explaining that it will provide an "alternative" to the current requirement that out-of-state visitors quarantine for 14 days upon arrival.

People visiting Maine who have

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# DMOs & local leaders try to safely navigate opening

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received a negative test result for COVID-19 within 72 hours of their trips will be allowed to forego the quarantine requirement. Travelers can take a coronavirus test after arriving in Maine but will need to be in quarantine until they test negative.

The new rule goes into effect July 1, the same day lodging facilities will first be allowed to welcome out-of-state customers, who will have to provide a "certificate of compliance" showing either a negative test or the completion of a quarantine.

Residents of New Hampshire and Vermont will be exempt from the quarantine regulation without testing, effective immediately.

Easing restrictions will help slightly, but Maine's tourism businesses are struggling to stay afloat and hope for more ways to allow out-of-state visitors in, said Maine Tourism Association CEO Tony Cameron.

"We need a fighting chance, so much business has already been lost," Cameron said.

*— necn.com, pressherald.com*

## Savannah, Ga.

More than 650 businesses in Savannah have taken the Savannah Safe Pledge.

That means they've committed to following CDC guidelines to keep employees and customers safe as they reopen during the pandemic.

But tourism leaders are taking that a step further.

Joseph Marinelli, president of Visit Savannah, said as business reopens in Savannah, more visitors are coming to town.

"That means people coming from outside the market, that means people coming from areas that are not as opened up yet and we want them to commit to being safe as well," Marinelli said.

So, tourism officials are asking both visitors and locals to take the Savannah Safe Personal Pledge.

Here is the list of things people agree to when they sign the pledge:

- Frequently wash hands, sanitize
- Cover coughs and sneezes with a tissue or sleeve
- Use face coverings while in public or when asked
- Comply with the CDC's Social Distancing Guidelines of at least 6 feet apart
- Abide by orders and directives issued by governmental and public health officials
- Stay at home if symptoms develop

*— fox28media.com*

## Memphis, Tenn.

Memphis Tourism's effort to bring visitors back after the COVID-19 travel shutdown hit an unexpected bump in the road in the civil rights protests that have rocked the city, particularly Downtown.

But it could have been worse.

Officials cited the relatively nonviolent nature of the protests, which puts Memphis in a positive light compared to cities where violence and property damage had been widespread.

"In light of a very challenging situation, Memphis has been about as good as you can hope in a very difficult situation," Memphis Tourism president and CEO Kevin Kane said.

Memphis Tourism officials are banking on a rising tide of vacationers from within a day's drive to fuel a comeback from the COVID-19 pandemic's economic devastation. They plan to spend about $500,000 marketing Memphis to regional audiences, primarily with digital advertising, focusing on a 300- to 600-mile radius.

*— dailymemphian.com*

## Miami, Fla.

Salons, restaurants and other types of shops opened in parts of South Florida last Monday, but some are still wondering when hotels and other essential tourism businesses will welcome guests again.

"Won't be soon enough for us," said Bill Talbert, who leads the Greater Miami Convention and Visitors Bureau. "Tourism is our number one industry."

There are several variables at play continuing to impact the tourism industry, including consumer confidence.

That is why efforts are ongoing to keep the number of infections down at Miami International Airport.

As the region's biggest airport, MIA is working to model best practices in social distancing protocols and signage.

*— local10.com*