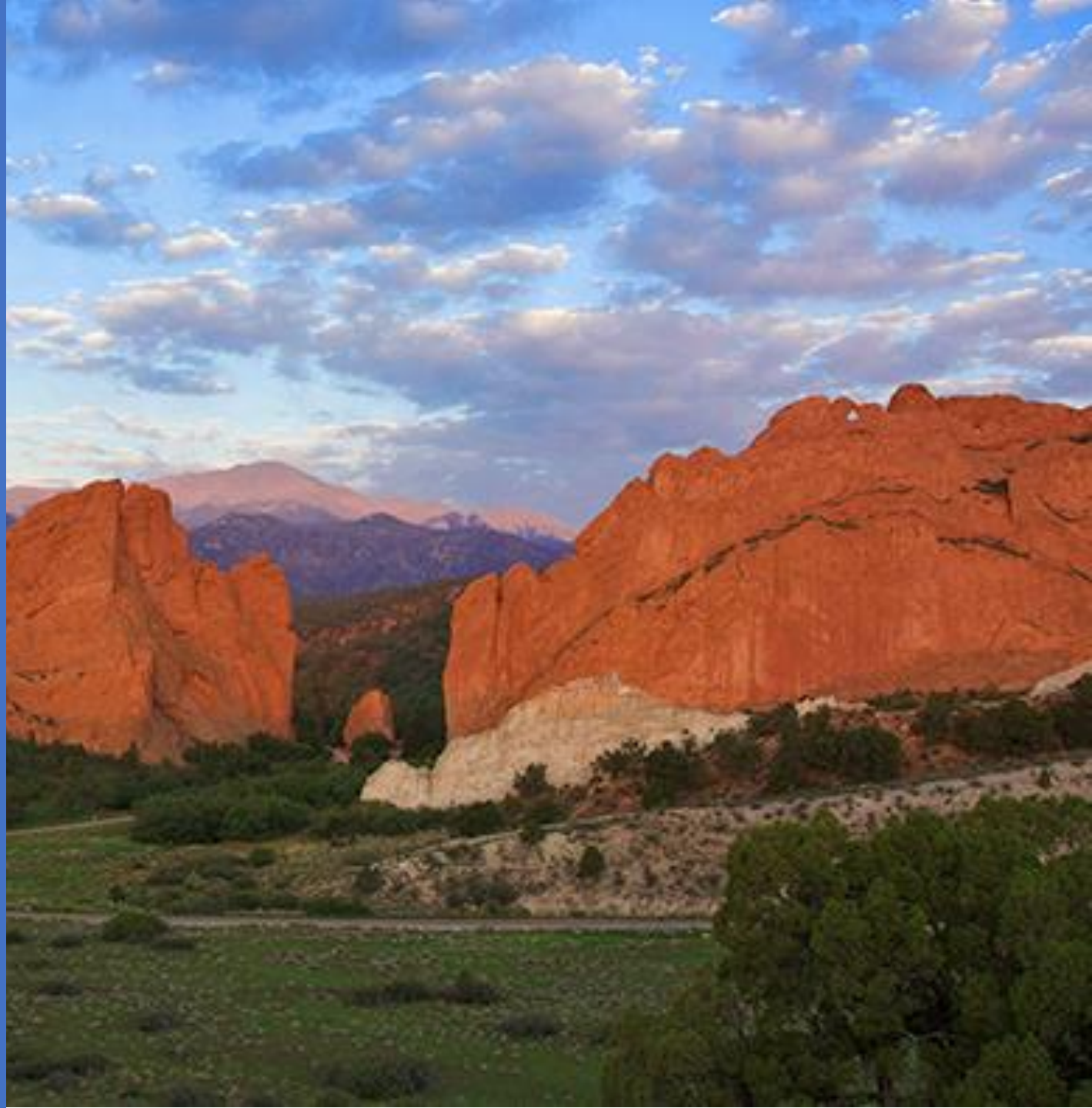


# Tourism & COVID-19

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Doug Price  
President & CEO



# COVID-19 Impacts on U.S. Tourism

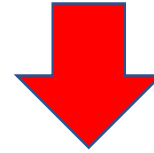
- **\$1.1 billion:** 2019 travel spending in U.S.
- **45%:** predicted drop by end of 2020
- **40%:** drop in domestic / **75%:** drop in international
- **51%:** travel industry unemployment
- **38%** of all job loss through April was travel related
- The economy is in a **recession**; travel industry is in a **depression**

U.S. TRAVEL  
ASSOCIATION®

# U.S. Traveler Sentiment



- **41%** support reopening their community to visitors



- **46%** feel safe traveling outside their community



- **47%** feel it is safe to dine in a restaurant and shop



- **37%** have canceled a trip



# State Impacts



## Total Weekly Traveler Spending 3/14-6/13

2019	2020
\$6.6 billion	\$1.73 billion

Y-O-Y Loss of Local Tax Revenue 3/14-6/13: \$89 million

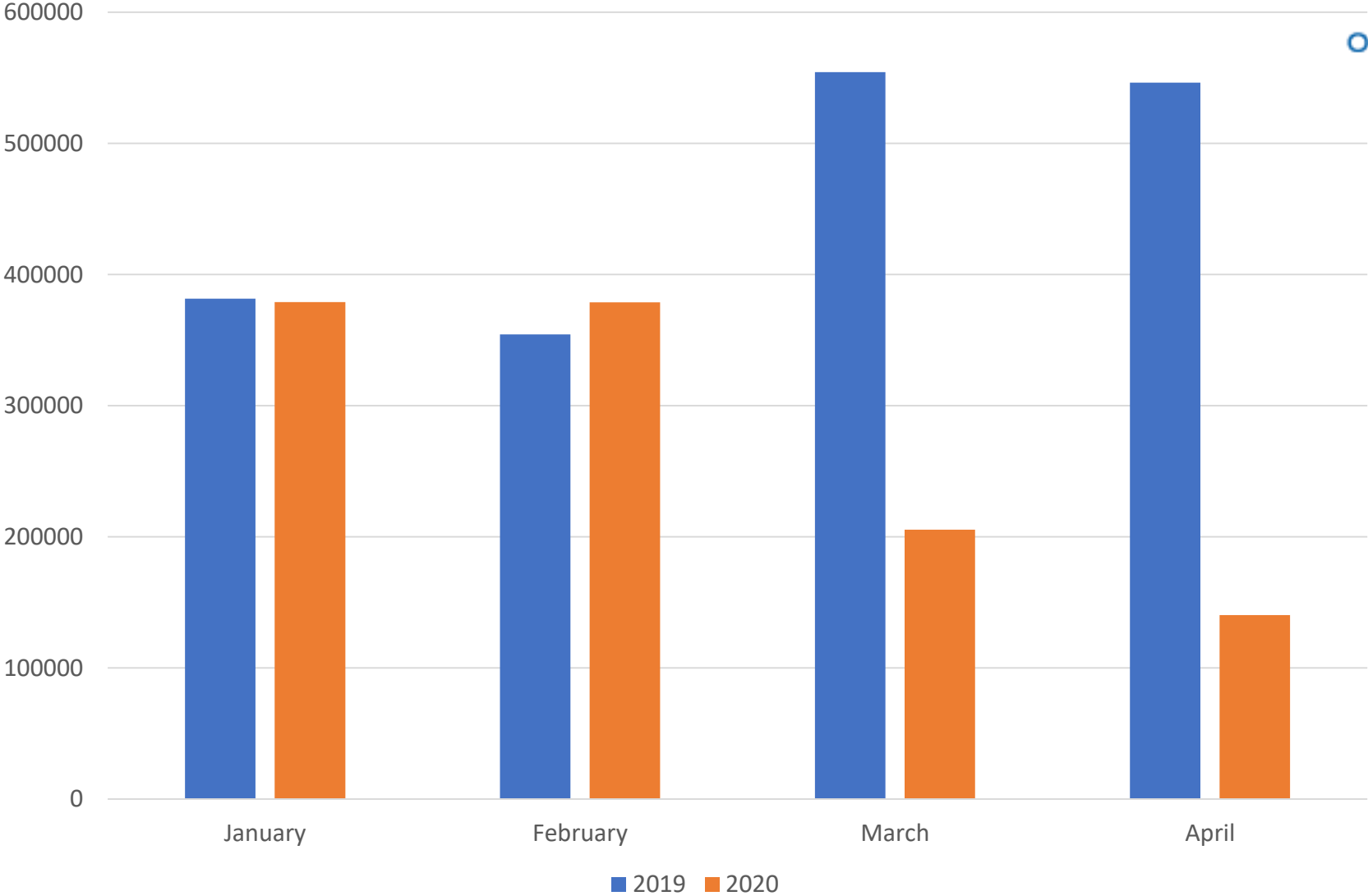
Y-O-Y Loss of State Tax Revenue 3/14-6/13: \$109 million

# Regional Impacts



- **20,000 jobs:** region's third largest industry
- **11,200:** tourism-related unemployment claims through May
- **35%:** reduction VisitCOS.com traffic in April & May

# Lodging & Auto Rental Tax





# July 4<sup>th</sup> Travel 2019 vs. 2020

- Flights down from 214 to 52
- Seats down from 20,234 to 4,027



**FLY COS**

# Meetings

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- Most meetings & staff development halted through end of 2020
- Virtual meetings replacing some in-person meetings
- **41%:** Planners that expect to hold rescheduled meetings in 2020
- **July 2021:** When in-person meetings may resume in full



**NORTHSTAR**  
MEETINGS GROUP



**asaee**®



# STR, TOURISM ECONOMICS U.S. LODGING FORECAST (YEAR-OVER-YEAR CHANGE)

	2019 Actual	2020 Forecast	2021 Forecast
Supply	2%	-4.4%	5.5%
Demand	2%	-36.2%	35.4%
Occupancy*	-0.1%	-37.1%	33.7%
ADR	0.9%	-21.4%	5.2%
RevPAR*	0.8%	-50.6%	40.6%

# Full U.S. Recovery Projection\*:





# Signs of Recovery

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# VisitCOS.com

## Audience Overview ✓

 SAVE  EXPORT  SHARE |  INSIGHTS

  All Users  
+0.00% Sessions

 + Add Segment

Jan 1, 2020 - Jun 28, 2020  
Compare to: Jan 1, 2019 - Jun 28, 2019

### Overview

Sessions ▼ VS. [Select a metric](#)

Hourly Day Week Month

Jan 1, 2020 - Jun 28, 2020: ● Sessions

Jan 1, 2019 - Jun 28, 2019: ● Sessions

20,000

10,000

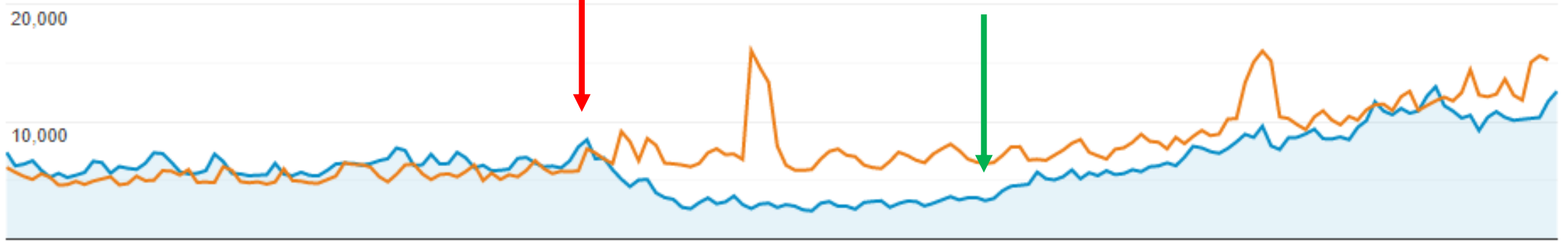
February 2020

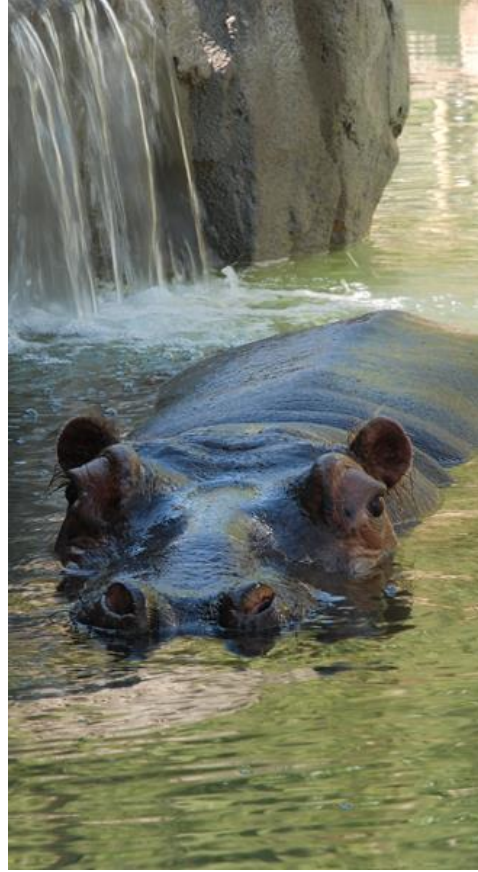
March 2020

April 2020

May 2020

June 2020





# Recovery Plan

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**COMMUNITY**



**PARTNERS**



**VISITORS**

# Community: Information Hub



- Health Department Resources
- Restrictions
- What is Closed
- What is Open
- Safety Guidance

# Partners: Resources & Support

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- Federal Loan Programs
- Health Department Resources
- Colorado Tourism Office Resources & Plans
- Visit Colorado Springs Resources & Plans
- Promoting virtual experiences
- Promoting future travel



# Because We Care

*We're following State of Colorado guidelines to do our part to keep our workers, community & guests safe, including:*



Increasing the frequency of cleaning and sanitation practices.



Implementing 6-foot distancing measures.



Providing personal protective equipment to our employees.



Notifying employees and guests NOT to enter if they are experiencing symptoms.



Encouraging frequent hand washing with soap and water and the availability of hand sanitizer and wipes.



Monitoring our employees for COVID-19 symptoms.

Though our country does not require masks, we ask that you please bring one along with you to wear when interacting with the businesses that do require them, when indoors where



# Safety Poster



# Visitors: Information & Inspiration

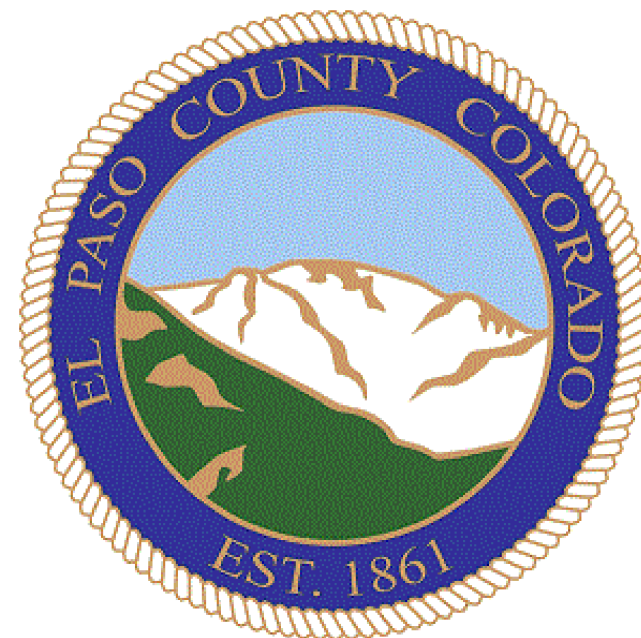
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- Status of destination
- Virtual experiences
- Rocky Mountain Zen – scenic social posts
- Interactive social posts
- “The Adventure is You” video



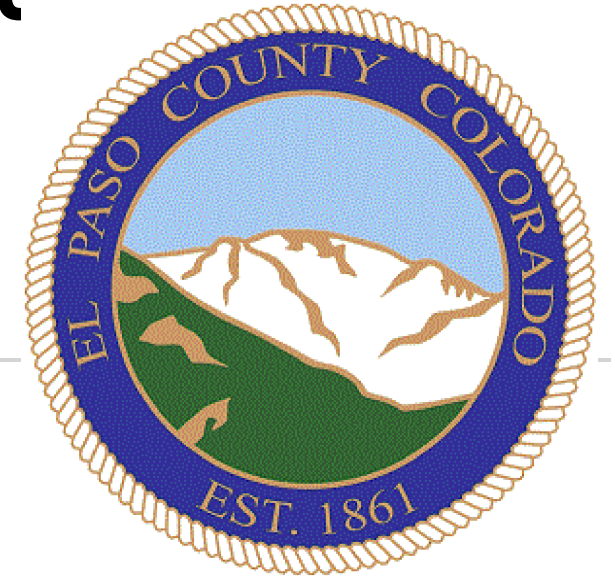
# VCOS Funding

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# El Paso County CARES Act Non-Profit Grant

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## **Funding Important Marketing & Safety Programs**

1. Digital campaign to promote iconic attractions
2. PBS segment
3. Denver bus billboards
4. Meeting planner & group tour videos
5. Meeting planner proposal generator campaign
6. Visitor Center safety upgrades

# Visitor Center



Visitor Information Center





Hand Sanitizer

visit  
COLORADO  
SPRINGS





Hand Sanitizer











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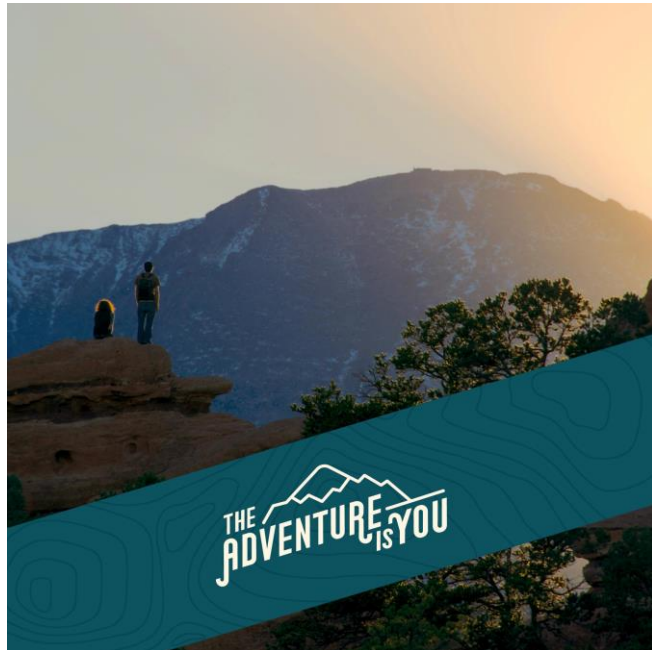
# The Adventure Is You

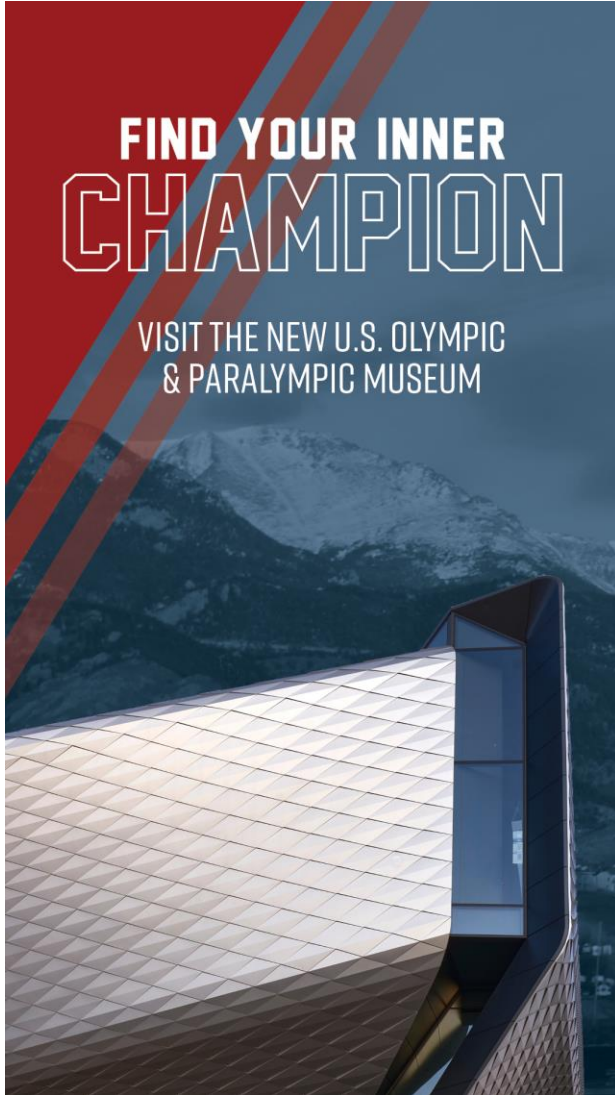
## PURPOSE

Stay top of mind for future travel planning



# Social Media Image Carousel





Olympic  
City USA

**WE BELIEVE IN Visionaries**

We believe in keynote speakers that would rather spark an idea than follow an agenda. Attendees who seek a balance between PowerPoint and play. Conventions that are anything but conventional. We don't believe in "planners."

**TOP 8 REASONS TO CHOOSE COLORADO SPRINGS**

Colorado Springs is an exceptional year-round evening destination with inspirational locations and venues like Garden of the Gods Park, Pikes Peak - America's Mountain and the new U.S. Olympic & Paralympic Museum.

- 01 It's Colorado Springs** - Conventions that are anything but conventional.
- 02 Complimentary Services** - From personalized site visits to attendee items, VCOSS offers award-winning guidance.
- 03 Climate** - Mild year-round climate and sunshine create the perfect environment, even in off-season.
- 04 Fantastic Accommodations** - Over 14,800 city-wide rooms and 689,500 square feet of flexible meeting space.
- 05 Easy Access** - The convenient Colorado Springs Airport offers over 62 arrivals and departures daily.
- 06 One-Stop** - VCOSS is a single source for all your event planning needs during the planning process.
- 07 Personalization** - Enjoy exceptional service through each step of the selection and planning process.
- 08 Support System** - Enlist assistance for services, activities and other event details when the time is right.

**ENVISION YOUR MEETING**  
[VisitCOS.com/meetings](http://VisitCOS.com/meetings)

**Kathy Reak**  
 Senior Director of Convention Sales  
[Kathy@VisitCOS.com](mailto:Kathy@VisitCOS.com)  
 719.685.7632

**WE BELIEVE IN Explorers**

We believe in visionaries who can turn a true team expedition. Pioneers who know that "nightmare" is about what you feel just as much as it is what you see. Optimists who are only over-booked when they've packed too much to treat.

**TOP 8 REASONS TO TOUR COLORADO SPRINGS**

Colorado Springs is a year-round tour destination boasting mild temperatures, more than 300 days of blue skies and spectacular scenery. Create intriguing tours at unforgettable wide-open spaces like Garden of the Gods Park and Pikes Peak - America's Mountain.

- 01 Western Heritage** - Discover the deep roots of the Pikes Peak or Blue Gold Rush exploring old mines.
- 02 All Aboard** - Dink through Cripple Creek and along the Arkansas River in the Royal Gorge via historic train.
- 03 The Great Outdoors** - Adventure is always close by with thousands of miles of trails and open spaces.
- 04 Arts Scene** - Enjoy hundreds of public sculptures, galleries, art walks, classes and performances.
- 05 All Seasons** - From colorful fall days to spring blooms, the region shines with a year-round mild climate.
- 06 Olympic City USA** - The new U.S. Olympic & Paralympic Museum offers a timeless experience by capturing the glory of Team USA and inspiring the hopes and dreams of future generations.
- 07 35+** - With more than 55 unique attractions, it's easy to plan multi-day itineraries in the Pikes Peak region.
- 08 Cultural Experiences** - Soak in the region's multi-faceted culture at museums, historic sites and festivals.

**PLAN YOUR TOUR**  
[VisitCOS.com/groups-tours](http://VisitCOS.com/groups-tours)

**Ray Kennedy**  
 Director of Travel Industry Sales  
[Ray@VisitCOS.com](mailto:Ray@VisitCOS.com)  
 719.645.7011



# Meetings & Domestic Tour Ads

LODGING 



SPORTS 

MEETINGS 

MENU 



# CHICAGO TO COLORADO SPRINGS



Fly direct to the wide-open spaces of Colorado Springs.

**COS WELCOMES EVERYONE FROM CHICAGO!**



Accessibility

Leave a message



**SAMANTHA  
BROWN'S**

**PLACES  
TO LOVE** 

Samantha Brown makes  
us feel if she can do it,  
we can do it!

Capture travel enthusiasts  
and the culturally curious!





Questions?

