



# Recovery Tourism Tool Kit

A RECOVERY ACTION PLAN IN 7 GRAPHS & 5 STEPS

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With You  
**TODAY**

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[www.MilesPartnership.com](http://www.MilesPartnership.com)

[covid19.milespartnership.com](http://covid19.milespartnership.com)

*Agenda for*  
**TODAY**

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**1. The story of COVID-19 in 4 Parts**

- Essential research & data on the crisis & travel

**2. 4 ESSENTIAL STEPS** for reopening & recovery

- Practical things you can do short & medium term



# COVID-19 DATA POINTS

## THE STORY OF COVID-19 IN 4 PARTS

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- [Home](#)
- [Webinars](#)
- [Insights](#)
- [Data Tracking](#)
- [Expert Sources](#)

# CLARITY IN A TIME OF CRISIS

COVID-19: A collection of research, resources and recommendations for DMOs and tourism organizations.

[REGISTER NOW FOR THE WEBINAR ON APRIL 14](#)



Miles Partnership, along with our industry partners, has created and curated a resource center with essential insights and recommendations for DMOs and tourism organizations. These resources provide clear, timely answers to



# COVID 19 CONTENT & MARKETING RESOURCES:

<https://covid19.milespartnership.com/insights>



[Home](#) [Webinars](#) [Insights](#) [Data Tracking](#) [Expert Sources](#) [Funding Futures](#)

## INSIGHTS

Get the latest insights and recommendations from our team of travel experts

FUNDING FUTURES RESEARCH PROGRAM

## SPOTLIGHT CONTENT

Resilience and creativity have always been hallmarks of the travel industry. At Miles, we've been inspired by the innovative ways that destinations and organizations are exemplifying those qualities, adapting to meet the extraordinary challenges presented by COVID-19. We will be spotlighting those efforts here to help share that inspiration throughout the industry.



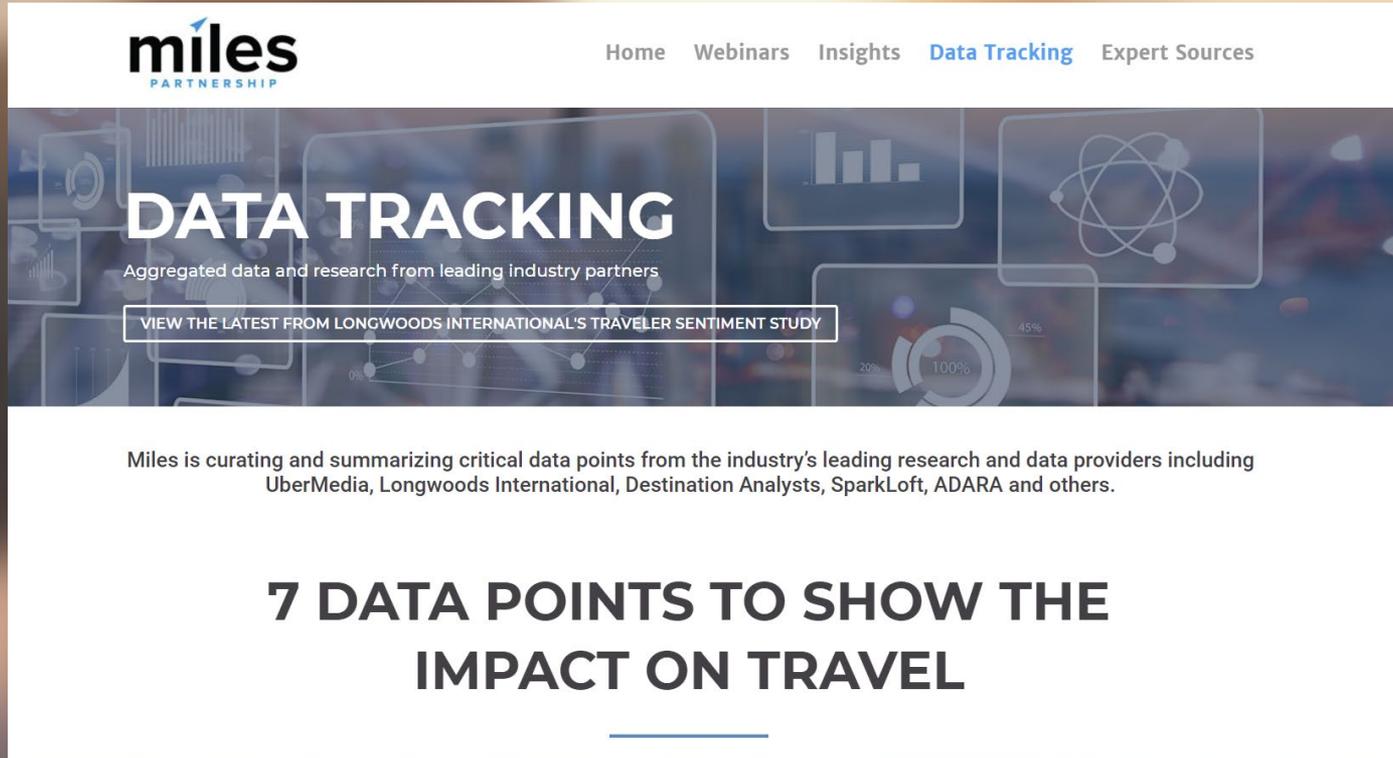
### Colorado Tourism Office's Care for Coloradans Initiative

Read on to find out how the [Colorado Tourism Office](#) leveraged an existing initiative around protecting the state's natural resources to protecting its residents during the pandemic.

Learn More

# RESEARCH: FREE COVID-19 RESEARCH & DATA

<https://covid19.milespartnership.com/datatracking>



The screenshot shows the Miles Partnership website's 'Data Tracking' page. The header includes the Miles Partnership logo and navigation links for Home, Webinars, Insights, Data Tracking, and Expert Sources. The main content area features a large 'DATA TRACKING' heading, a sub-heading 'Aggregated data and research from leading industry partners', and a call-to-action button for a study by Longwoods International. Below this, a paragraph explains that Miles curates data from various industry providers. The bottom of the page features a large heading: '7 DATA POINTS TO SHOW THE IMPACT ON TRAVEL'.

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Home Webinars Insights **Data Tracking** Expert Sources

## DATA TRACKING

Aggregated data and research from leading industry partners

[VIEW THE LATEST FROM LONGWOODS INTERNATIONAL'S TRAVELER SENTIMENT STUDY](#)

Miles is curating and summarizing critical data points from the industry's leading research and data providers including UberMedia, Longwoods International, Destination Analysts, SparkLoft, ADARA and others.

## 7 DATA POINTS TO SHOW THE IMPACT ON TRAVEL



# **THIS IS A HEALTH CRISIS FIRST**

**CONCERN & CONFUSION OVER COVID-19 CASES &  
HEALTH PROTOCOLS IS PRIMARY DRIVER OF TRAVEL**



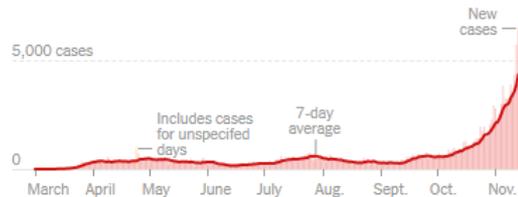
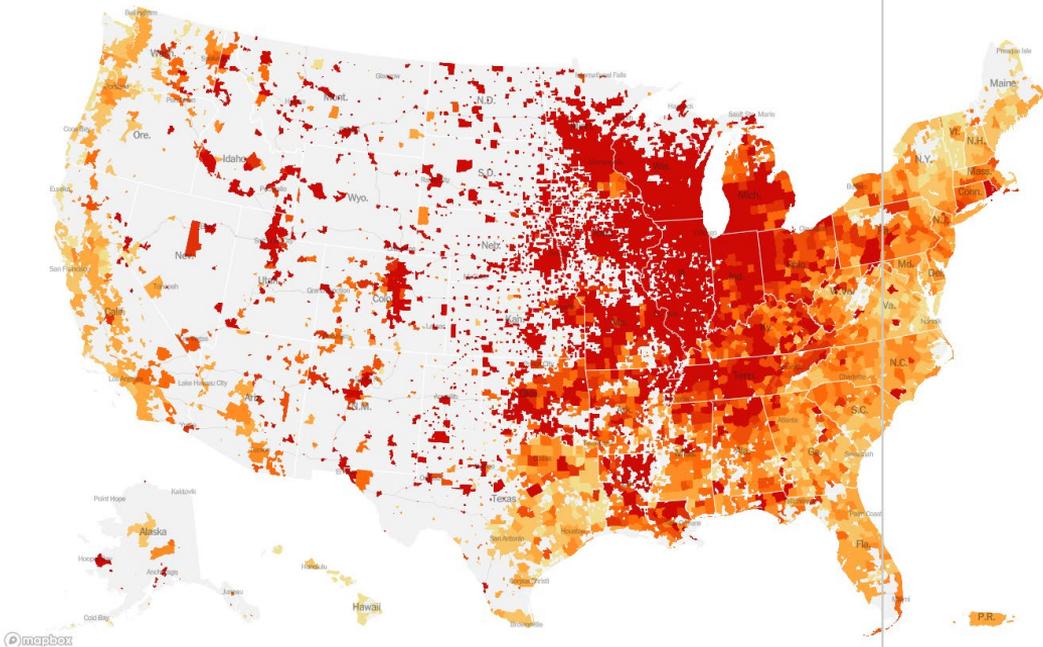
# DATA POINT 1: HEALTH IS THE PRIMARY DRIVER OF RECOVERY

From: **The New York Times**

## COVID-19 in Colorado & Utah

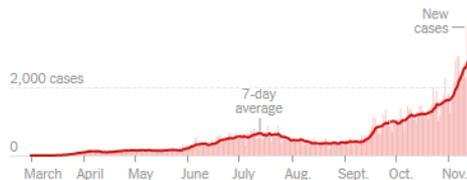
The New York Times

U.S. | Covid in the U.S.: Latest Map and Case Count



	TOTAL REPORTED	ON NOV. 13	14-DAY CHANGE
<b>Cases</b>	155,761	6,499	+136% ↗
<b>Deaths</b>	2,541	29	+99% ↗
<b>Hospitalized</b>		1,322	+88% ↗

by the new york times Updated November 14, 2020, 12:29 A.M. E.T.



	TOTAL REPORTED	ON NOV. 13	14-DAY CHANGE
<b>Cases</b>	146,154	2,516	+66% ↗
<b>Deaths</b>	703	14	+59% ↗
<b>Hospitalized</b>		492	+43% ↗

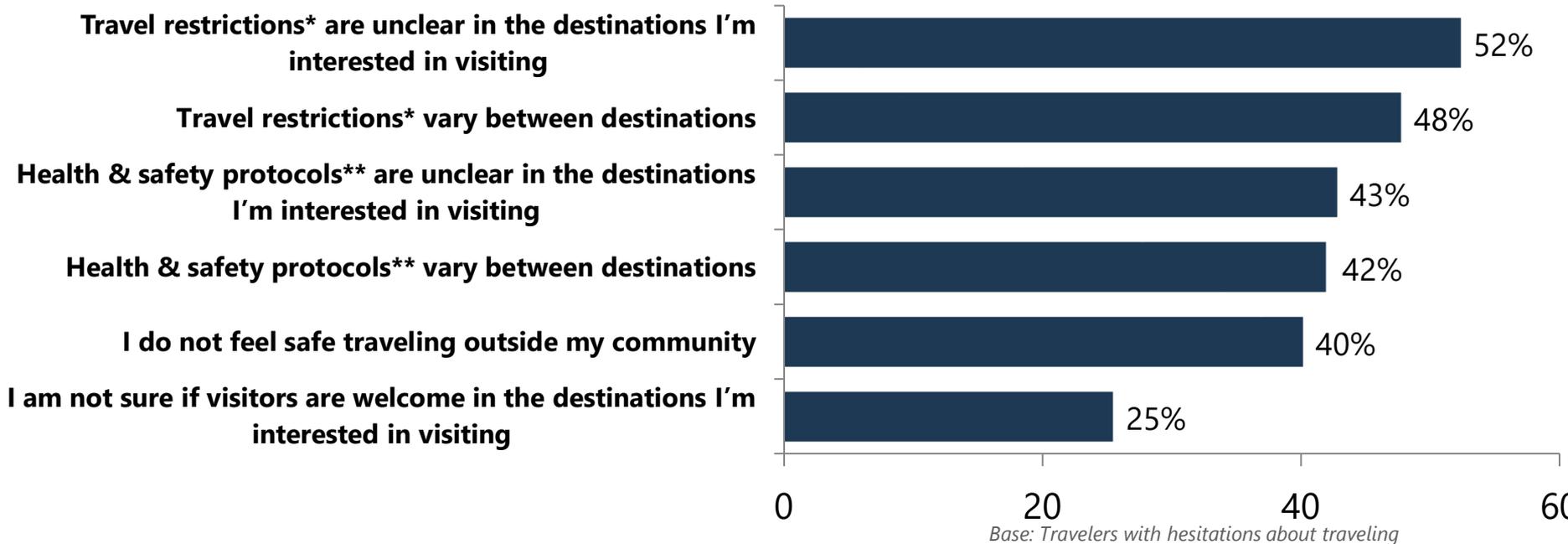
Source: New York Times' Coronavirus Map & Case Data



# CLEAR, CONSISTENT HEALTH & SAFETY INFORMATION IS CRITICAL

## I am hesitant to travel because...

COMBINED TOTAL: **86%**



\*Travel quarantines, etc.

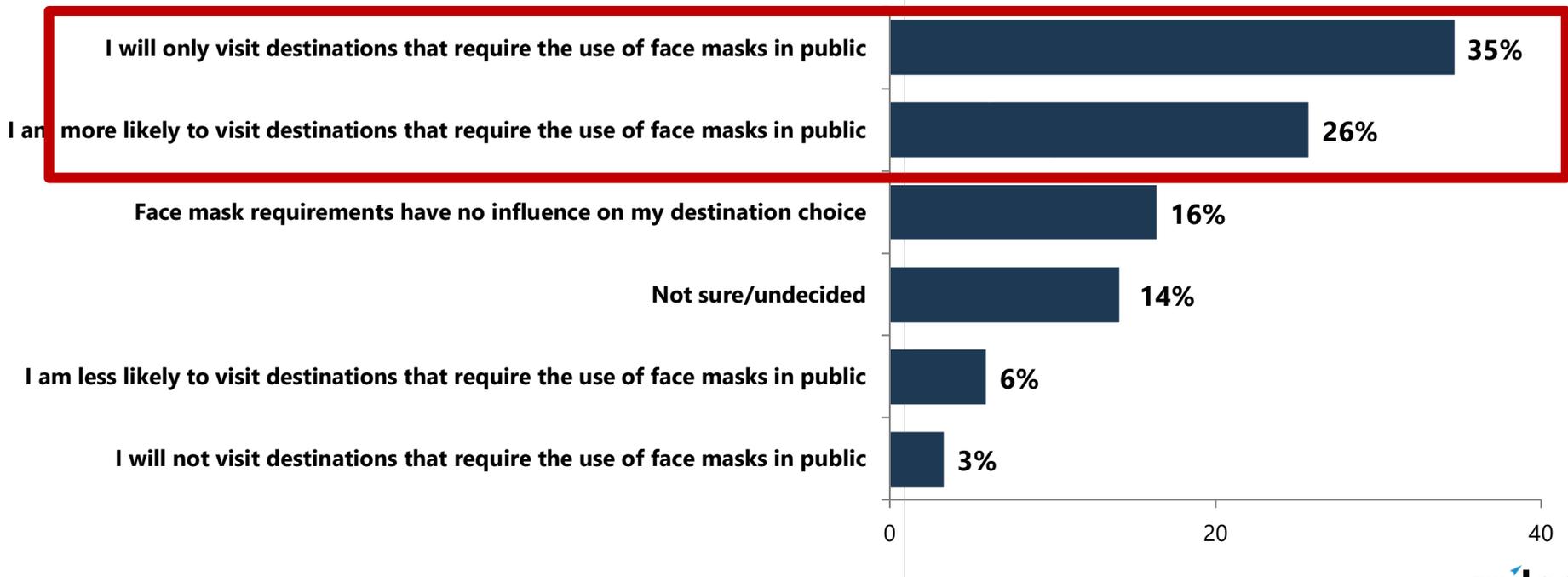
\*\*Mask requirements, social distancing, etc.

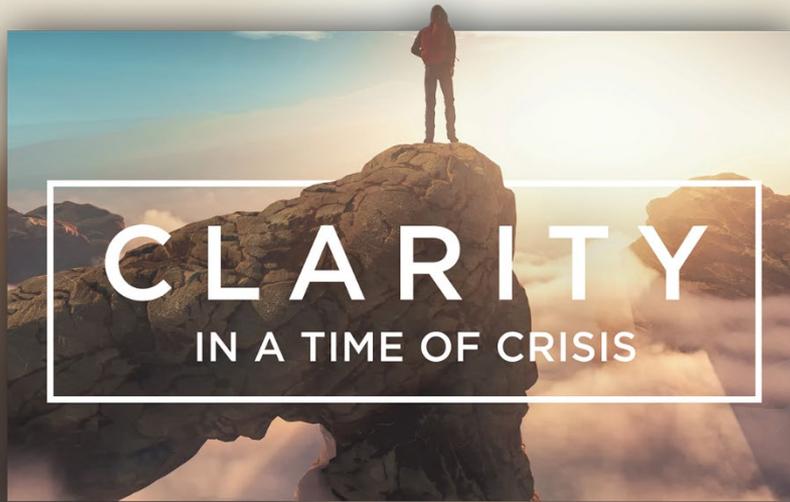


# SOLVING CONFUSION & CONCERN INCLUDES CLARITY ON MASK WEARING

With Data Partner: 

## Influence of Face Mask Requirements\* on Destination Choices





# Recovery Starts at Home

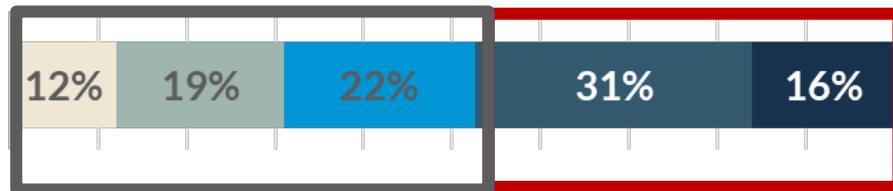
**LOCALS NEED TO FEEL SAFER OUT & ABOUT,  
SUPPORTING LOCAL BUSINESSES**

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# THE RECOVERY STARTS AT HOME. CONTENT TO EMPOWER LOCALS.

## Less than half of US locals feel comfortable shopping or dining locally

I would feel safe dining in local restaurants and shopping in retail stores in my community

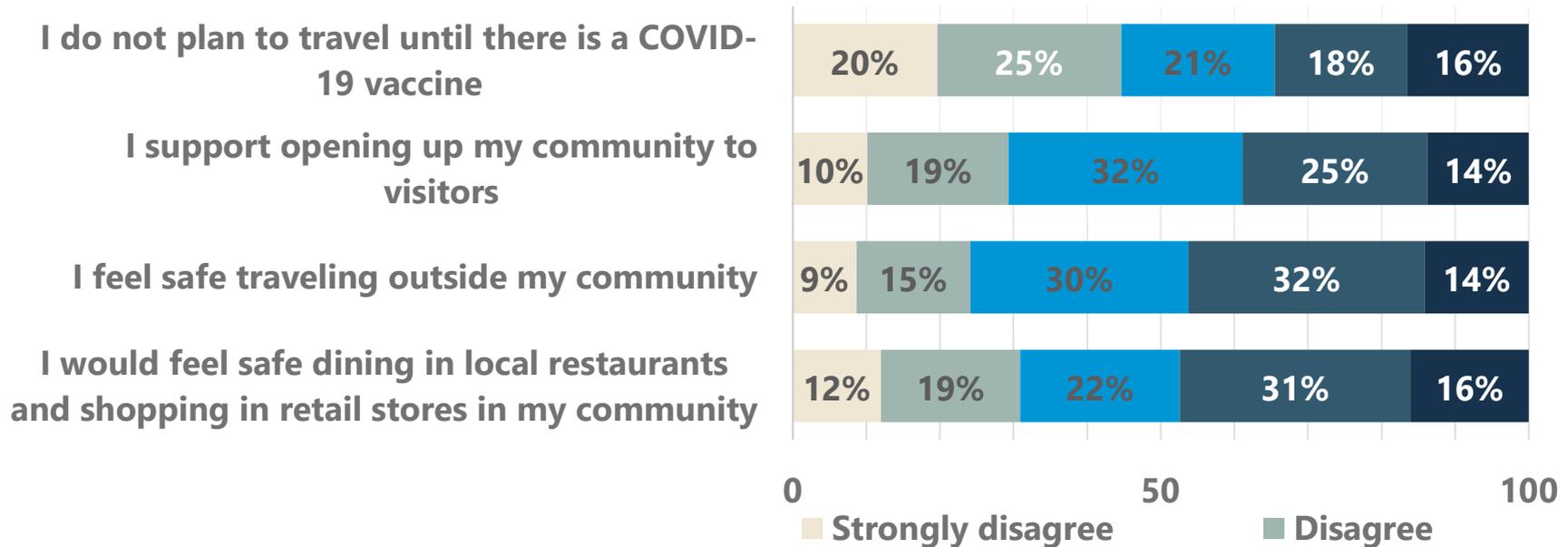


Strongly disagree Disagree Neutral Agree Strongly agree

53%

47%

# Perceptions of US Travelers as of November 2020





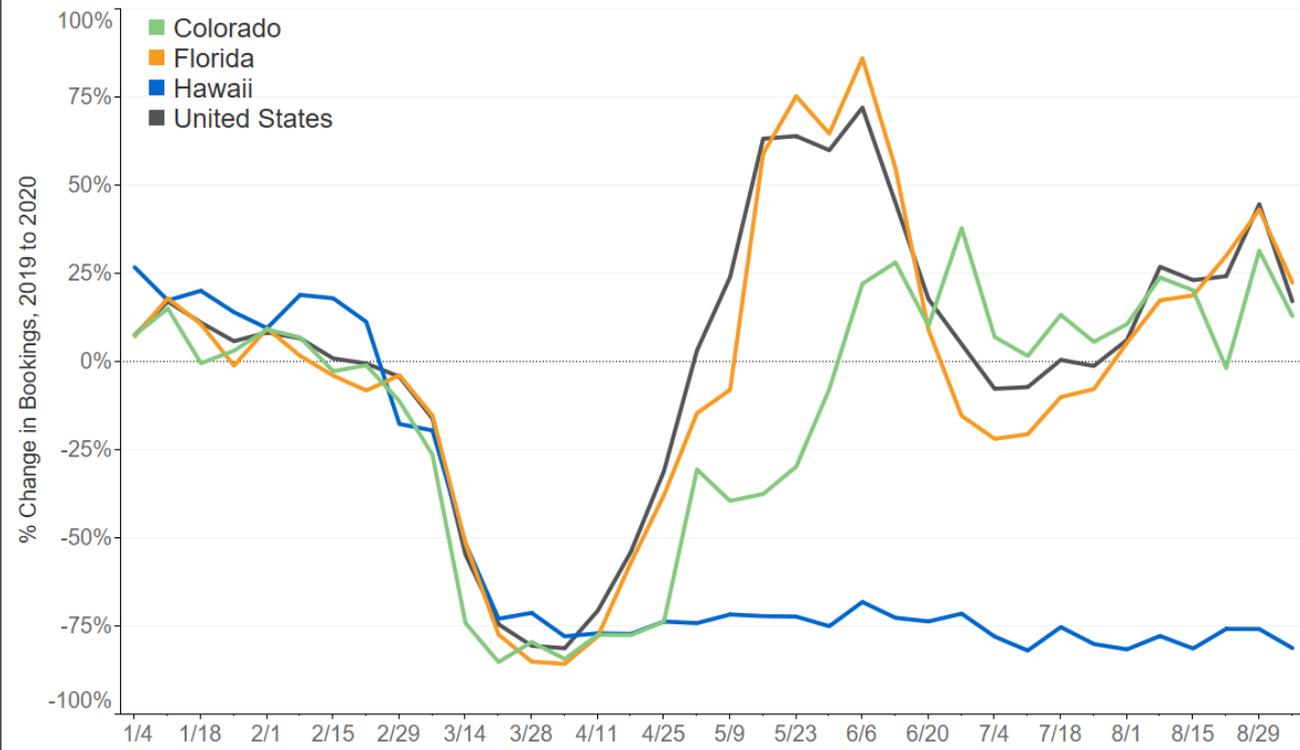
# DATA POINT: VACATION RENTALS OUTPERFORM IN MOST AREAS

## Vacation Rental Bookings Rise over Last Year



With Data Partner

Year over year change in guest reservations per active rental



Source: [Key Data Dashboard](#)

Updated Aug. 30, 2020

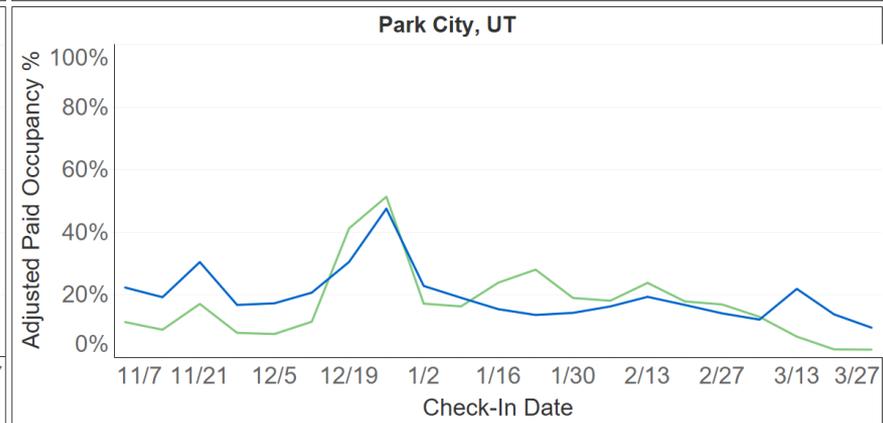
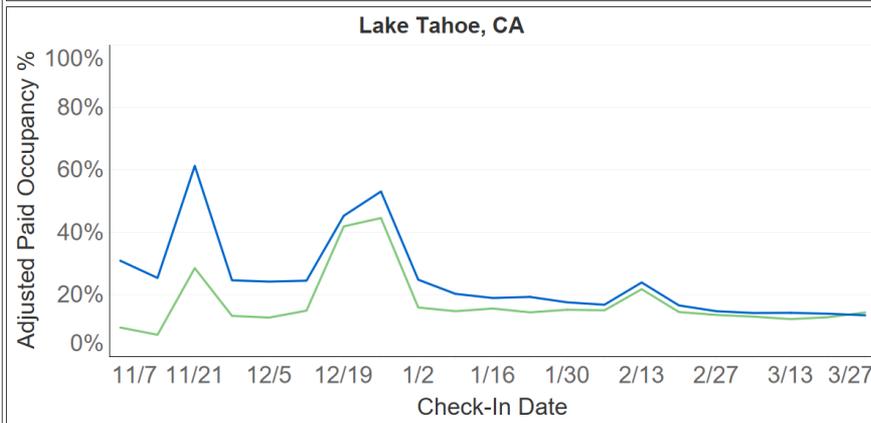
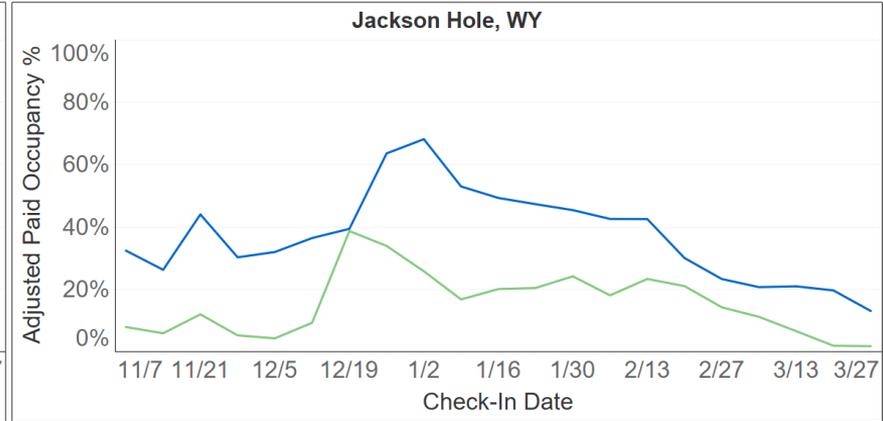
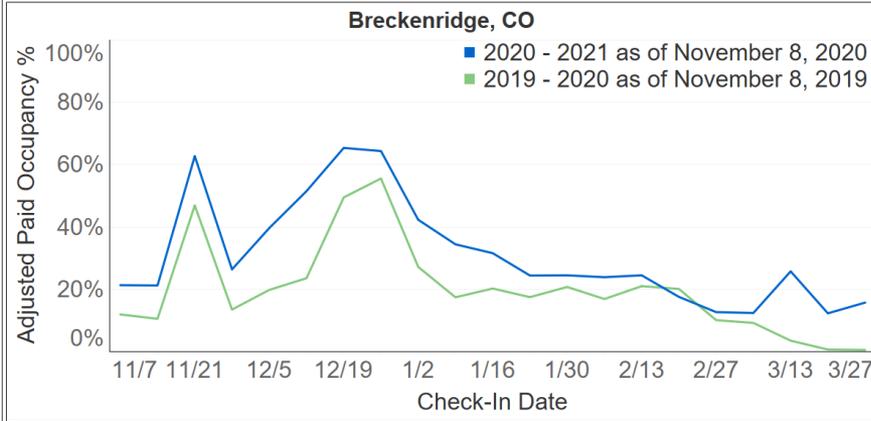




# DATA POINT: WINTER OUTLOOK FOR MTN AREAS IS POSITIVE



## Adjusted Paid Occupancy Pacing





# Opportunities in VFR & Drive

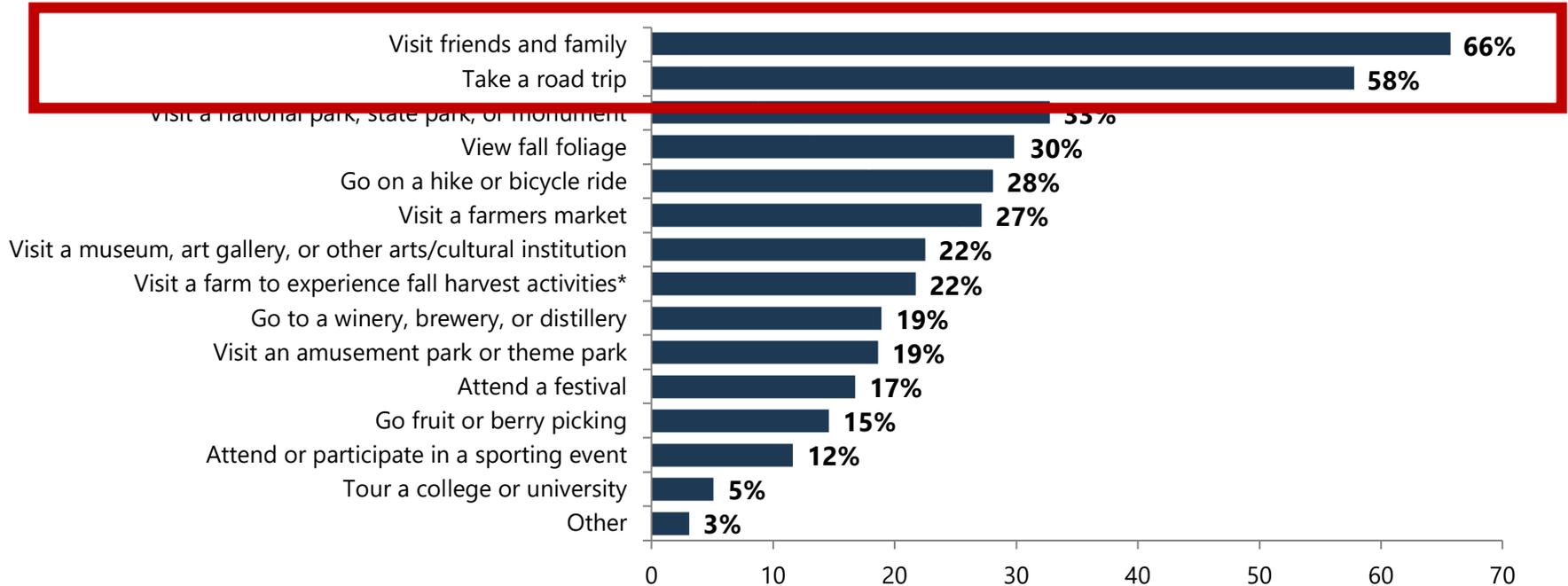
VISITING FRIENDS & RELATIVES & DRIVE  
TRAVEL DOMINANT THE RECOVERY

Longwoods  
INTERNATIONAL

miles  
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# PLANS FOR THE NEXT FEW MONTHS ARE DOMINATED BY VFR & DRIVE TRAVEL

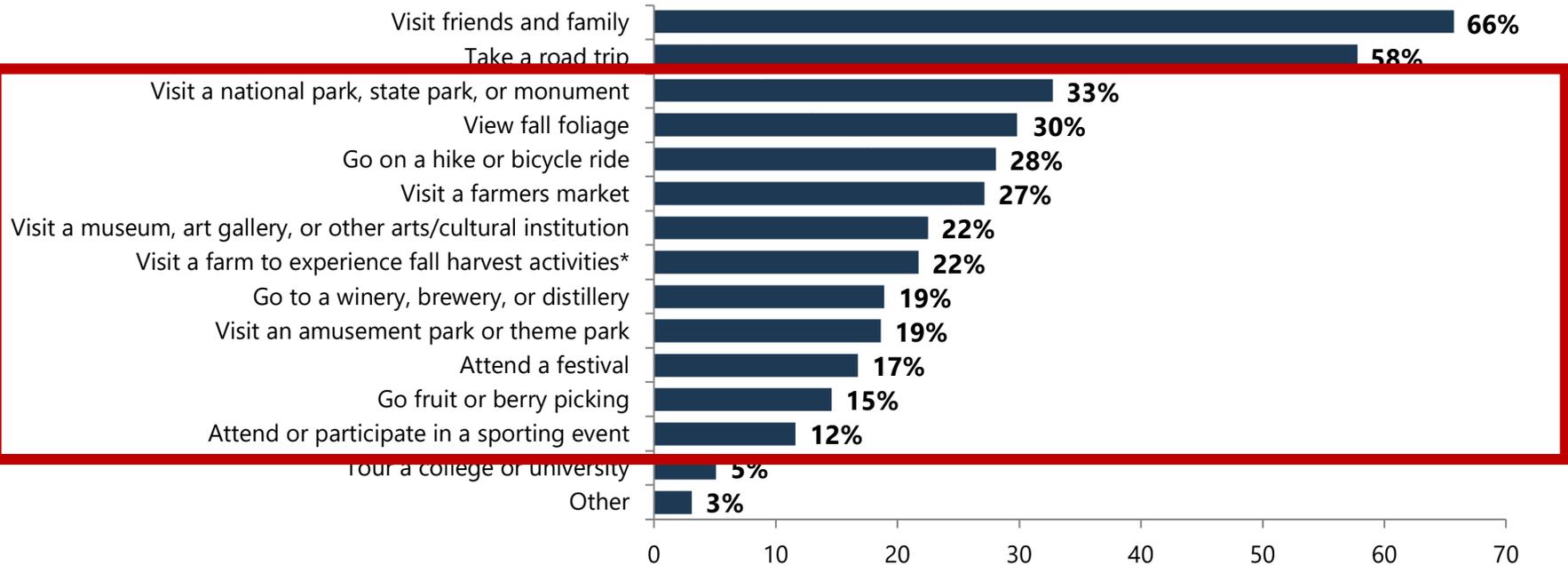
## Activities Travelers Plan to Participate in During Their Fall Travels



\*Corn maze, hay rides, pumpkin patch, etc.

# OUTDOOR ACTIVITIES & PLACES TO SAFELY EXPERIENCE WITH FAMILY/FRIENDS

## Activities Travelers Plan to Participate in During Their Fall Travels



\*Corn maze, hay rides, pumpkin patch, etc.

# UPCOMING HOLIDAY TRAVEL PLANS\*



53%

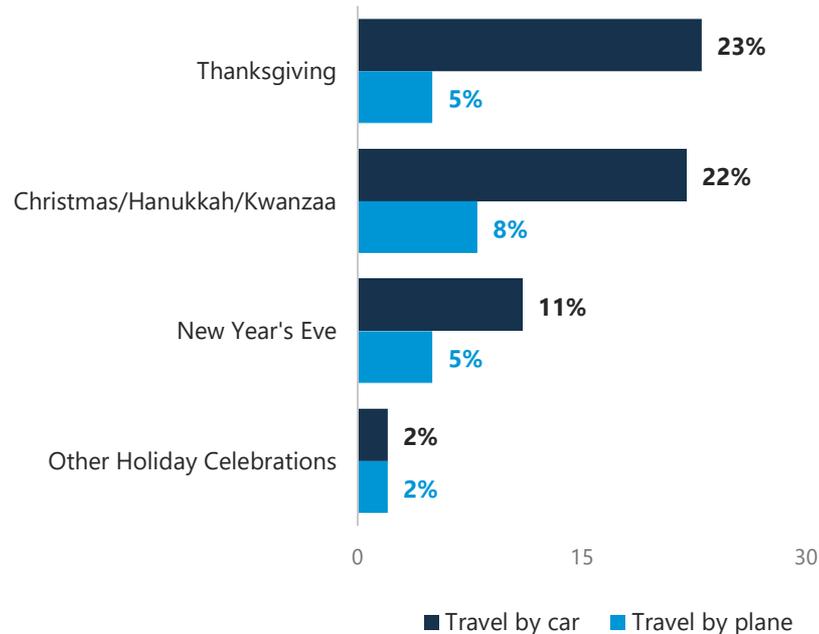
are not planning to take a trip this holiday season



38%  
will travel  
by car



17%  
will travel  
by plane



Base: All travelers

\*Involving traveling at least 50 miles from home

Travel Sentiment Study Wave 24



# DATA POINT: U.S. RECOVERY STARTS WITH ROAD TRIPS

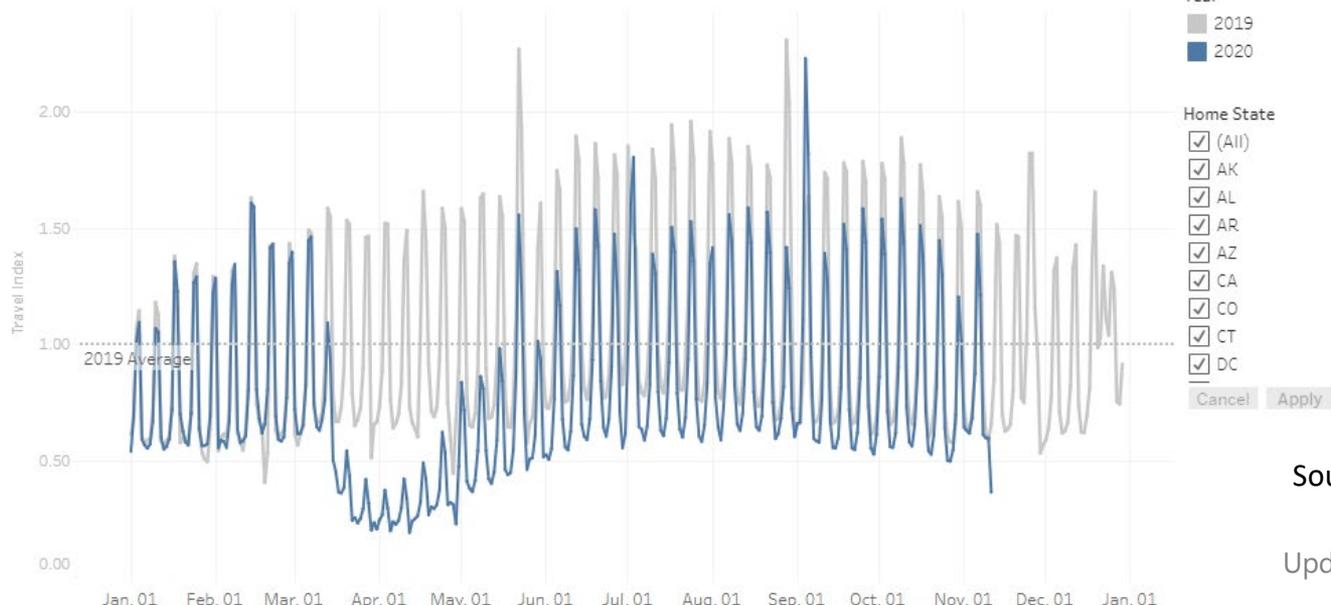
Arrivalist US Daily Travel Index

With Data Partner:



Daily Index YoY	Last 7 Days YoY	Last 30 Days YoY
<b>- 44.6%</b>	<b>- 16.8%</b>	<b>- 15.3%</b>
Nov 11, Wednesday	Nov 05 - Nov 11	Oct 13 - Nov 11

Time Period:  Show View:



Source: Arrivalist [Daily Travel Index](#)

Updated Nov 15th, 2020





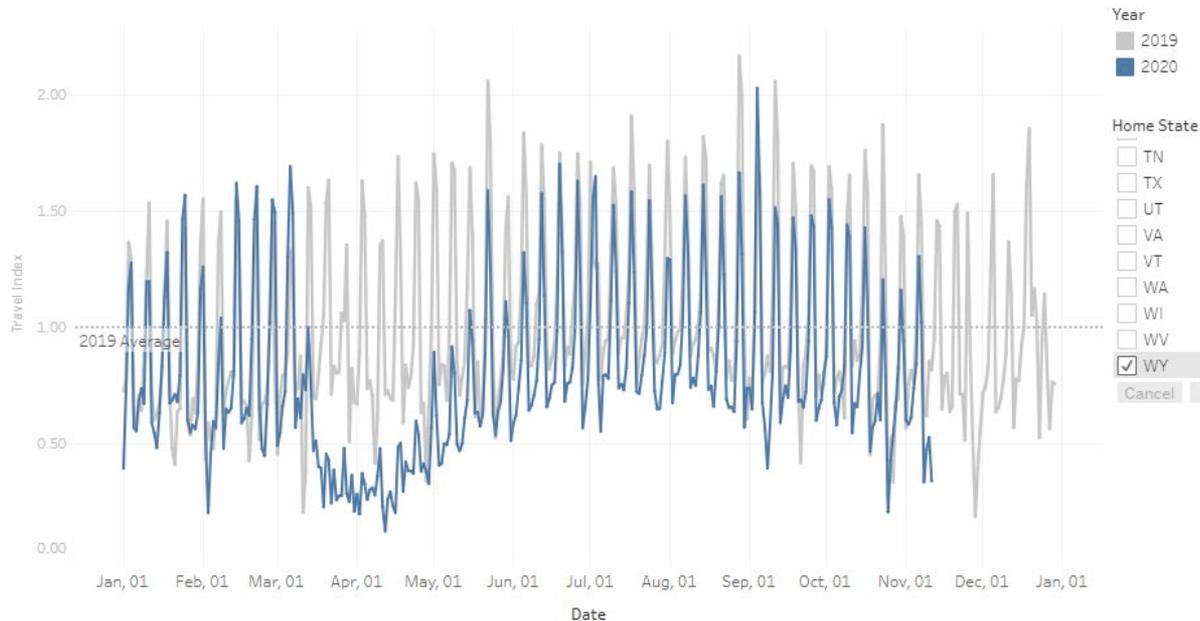
# DATA POINT: WYOMING RECOVERY STARTS WITH ROAD TRIPS

Arrivalist US Daily Travel Index

Partner:  Arrivalist<sup>®</sup>

Daily Index YoY	Last 7 Days YoY	Last 30 Days YoY
<b>- 58.5%</b>	<b>- 30.1%</b>	<b>- 22.2%</b>
Nov 11, Wednesday	Nov 05 - Nov 11	Oct 13 - Nov 11

Time Period:  Show View:



Source: Arrivalist [Daily Travel Index](#)

Updated Nov. 15, 2020



# USA ROAD TRIPS RESEARCH SUMMARY

RESEARCH & INSIGHTS ON ROAD TRIP TRAVEL ACROSS THE USA  
 Research from Longwoods International and Analysis and Insights from Miles Partnership



# USA ROAD TRIPS RESEARCH SUMMARY

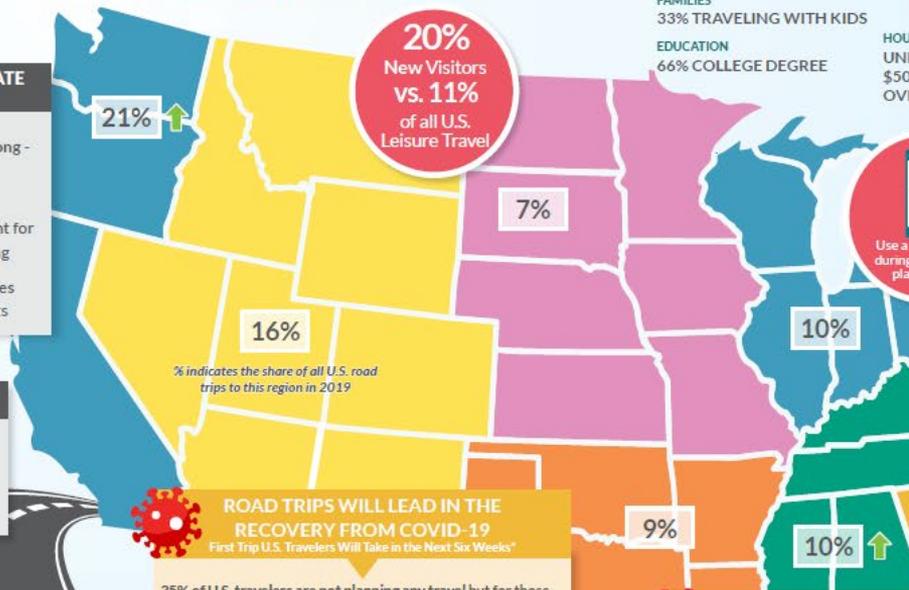
Full research and resources are available at [milespartnership.com/usa-road-trips](https://milespartnership.com/usa-road-trips)

### LONGER & MULTI STATE ROAD TRIPS

- 28% of Road Trips are Long - 5 nights or more
- 45% of Spending Longer Road Trips account for almost half of spending
- 67% that Visit 3+ States have a trip of 5+ nights

### TRANSPORTATION

Own Car	10%
Rental Car	14%
Camper/RV	30%
Motorcycle	1%



### ROAD TRIPS WILL LEAD IN THE RECOVERY FROM COVID-19

First Trip U.S. Travelers Will Take in the Next Six Weeks\*

35% of U.S. travelers are not planning any travel but for those that are:

- 60% of U.S. travelers will travel by car for their next trip
- 40% will travel by car to visit friends or relatives (VFR)
- 23% will go on a VFR trip within 200 miles; 17% more than 200 miles
- 20% will travel by car on a leisure trip (not incl. VFR)
- 12% will go on a leisure road trip within 200 miles; 8% more than 200 miles
- 15% will take a staycation; incl. using their car for local trips
- 22% will fly within the U.S. and 1% internationally

\*As of September 2020, COVID-19 Travel Sentiment Study, Longwoods



**VISITOR PROFILE**

**GENDER**  
 51% FEMALE • 49% MALE

**FAMILIES**  
 33% TRAVELING WITH KIDS

**EDUCATION**  
 66% COLLEGE DEGREE

### MAJOR U.S. TRAVEL CONCERNS FROM COVID-19

Addressing these concerns is critical to stimulating road travel:

**86%** are confused about travel restrictions and rules on

Agreed with one or more of these statements as:

- Travel restrictions are unclear or vary between destinations I'm interested in visiting
- Health & safety protocols are unclear or vary in the destinations I'm interested in visiting

**40%** do not feel safe traveling outside their community

**25%** are not welcome to travel

\*As of August 2020, COVID-19 U.S. Travel Sentiment Study, Longwoods



ETHNICITY  
 WHITE  
 OTHER  
 HISPANIC  
 BLACK  
 ASIAN  
 AMERICAN INDIAN  
 PACIFIC ISLANDER  
 HOUSEHOLD  
 UNEMPLOYED  
 \$50,000-75,000  
 OVER \$75,000

Use a map during planning

# RESEARCH AND ADDITIONAL RESOURCES



[www.milespartnership.com/usa-road-trips](http://www.milespartnership.com/usa-road-trips)



# Multi Media Story Telling

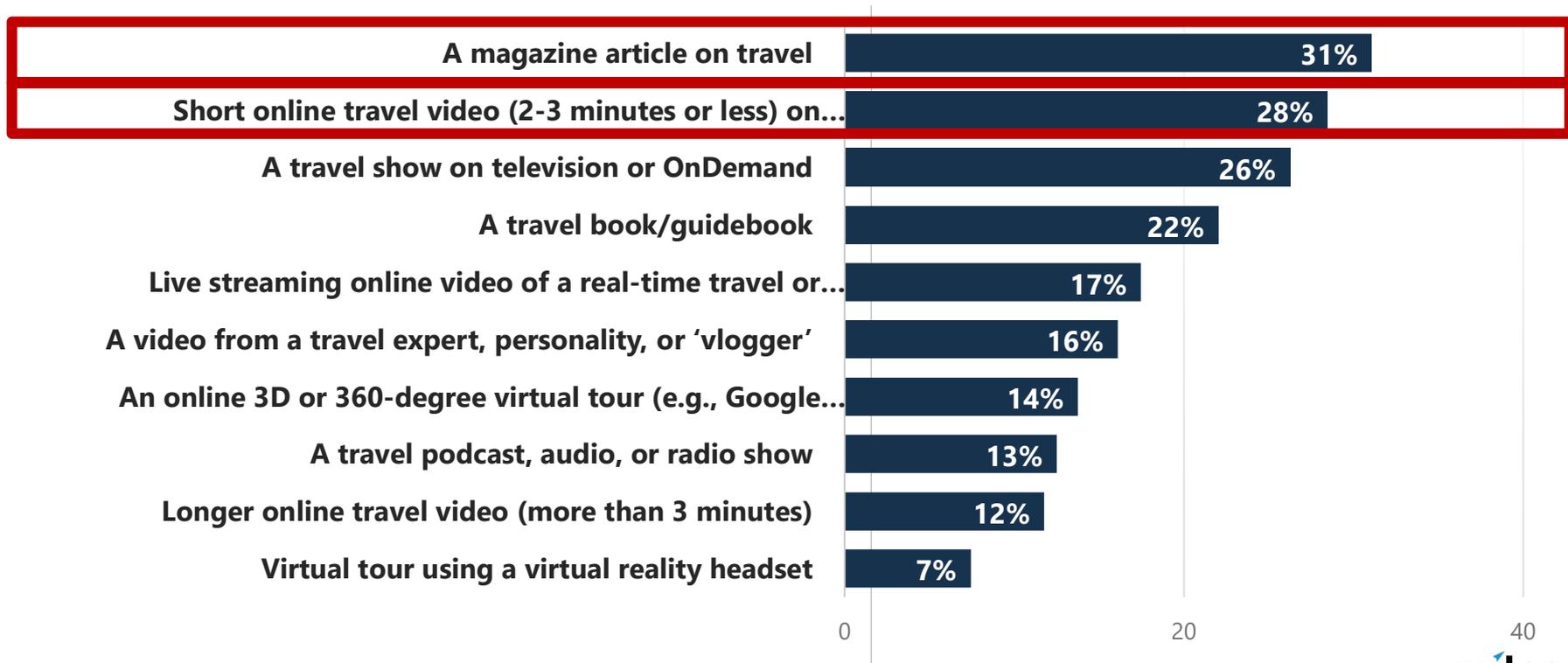
CONTENT NEEDS TO BE DELIVERED ACROSS  
MULTIPLE CHANNELS & MEDIA TYPES



# TRAVELERS ARE INTERACTING WITH DIGITAL & TRADITIONAL MEDIA

## Travel Content Viewed or Interacted with during COVID-19

With Data Partner: 



Source: Longwoods International [Covid-19 Traveler Sentiment Survey](#)

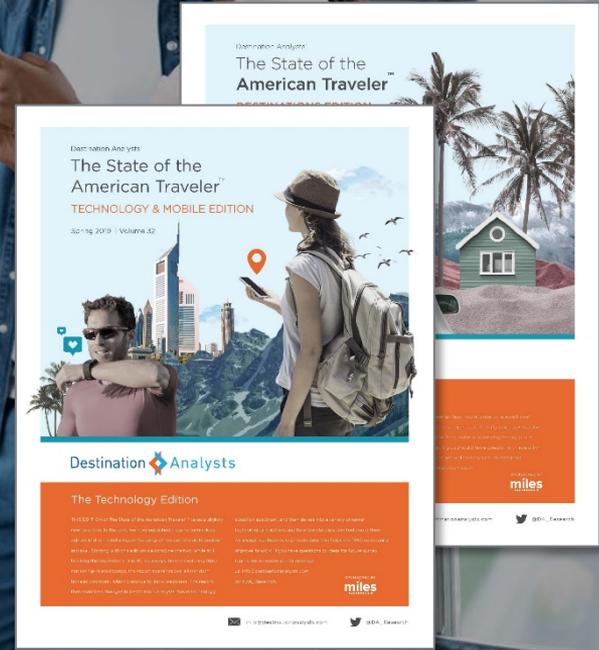
Updated May 23rd, 2020



THE STATE OF THE AMERICAN TRAVELER:

# SEPTEMBER 2020 TRAVELER SEGMENTS EDITION

[www.milespartnership.com/SAT](http://www.milespartnership.com/SAT)



Destination  Analysts

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25%

of American Travelers consider themselves to be ready to travel without hesitation

Ready to Travel

Not Ready to Travel

Male	53.4	48.3%
Female	46.6%	51.7%
Age (Average)	47.08	51.15
% Baby Boomer	27.6%	39.6%
Leisure trips taken (past 12 months)	5.5	3.9
Road trips (% trips taken)	57.3%	63.9%
Air trips (% trips taken)	31.4%	32.1%
Traveled for a sporting event (Past 12 months)	26.6%	16.0%
Traveled for special event/festival (Past 12 months)	33.5%	27.5%
expect to travel more for leisure	33.1%	12.7%
expect to spend more on leisure travel	29.0%	13.1%
Travel is a high priority budget item	40.9%	27.3%
Maximum annual travel budget	\$2,964	\$2,508
Traveled with own children (past year)	42.3%	30.7%
Took a multi-generational trip (past year)	31.7%	17.1%
Visited a National Park (past year)	37.2%	25.5%
Visited state or local parks (past year)	47.0%	34.4%
Uses social media to plan travel	51.9%	37.3%

# TRAVELERS KEEN TO TRAVEL NOW ARE:

- SPEND MORE ON TRAVEL
- SKEWED SLIGHTLY YOUNGER
- MORE FAMILY FOCUSED
- MULTI GENERATIONAL TRIPS
- MORE OUTDOORS DESTINATIONS/ACTIVITIES
- MORE INTENSIVE MEDIA USE IN TRIP PLANNING
- HEAVY SOCIAL MEDIA USERS

Destination  Analysts

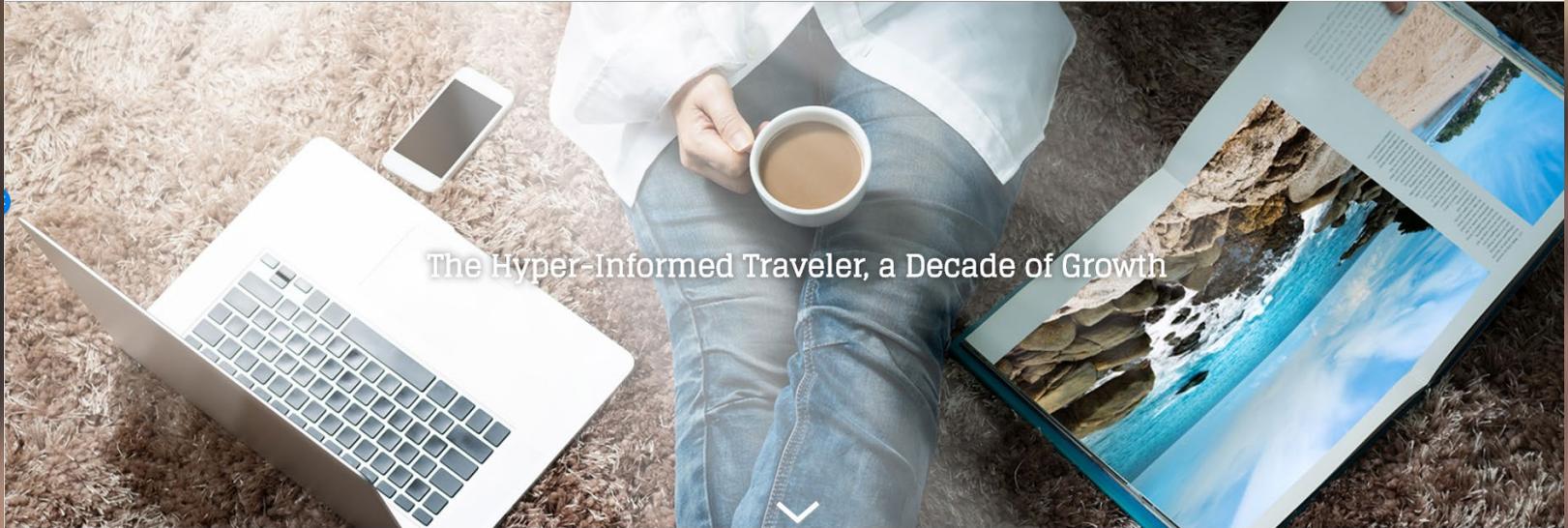
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# RESEARCH: HYPER INFORMED TRAVELER

<https://www.milespartnership.com/research>



[Meet Miles](#) [What We Do](#) [How We Think](#) [Join Us](#)



The Hyper-Informed Traveler, a Decade of Growth

Published 7/17/18

share this post: [f](#) [t](#) [in](#) [m](#)

[How Travel Media Usage Has Changed Over the Last Decade](#)



# REBUILDING TOURISM FROM COVID-19

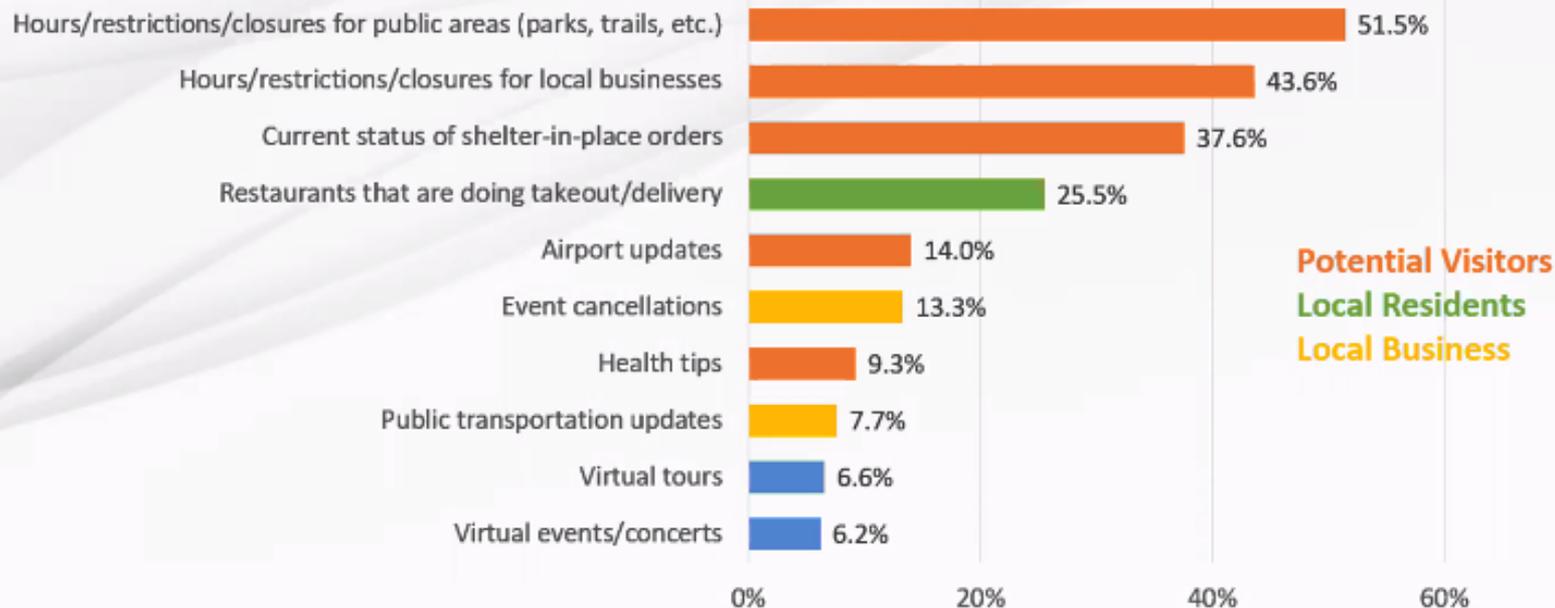
## 4 ESSENTIALS IN REOPENING & RECOVERY

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A man in a dark suit, white shirt, and red tie is walking through a large, modern airport terminal. He is wearing a light blue surgical face mask and is holding a smartphone in his left hand. He is pulling a black rolling suitcase with his right hand. In the background, a large American flag hangs from the ceiling. The terminal has a high ceiling with yellow structural beams and large windows. There are signs for 'ACCESSOR' and 'CLEAR' visible in the distance. The floor is highly reflective, showing the man and the surroundings.

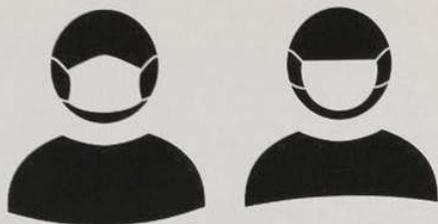
CLEAR &  
CONSISTENT  
HEALTH  
INFORMATION  
& ADVICE

# COVID-19 Information Sought



Thinking about information/resources related to COVID-19, which of the following types of information, if any, are you specifically looking for? (Select all that apply) Base: 12,637

**FACE COVERINGS**



**REQUIRED**

**EXIT  
ONLY**



Meetings

Sports

Group Travel

Media

Store

76°



Things to Do

Where to Stay

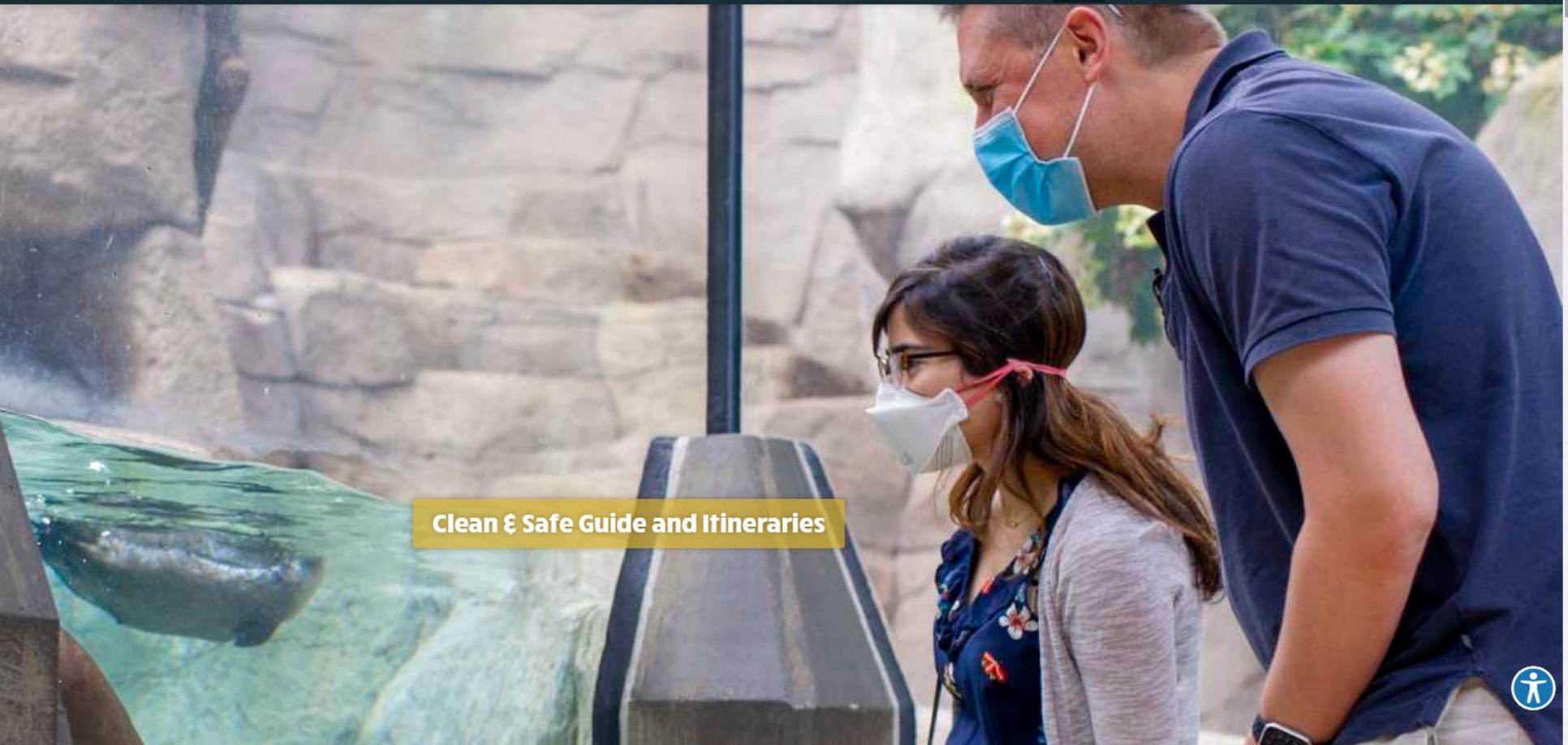
Restaurants

Events

Plan Your Trip



Search



Clean & Safe Guide and Itineraries



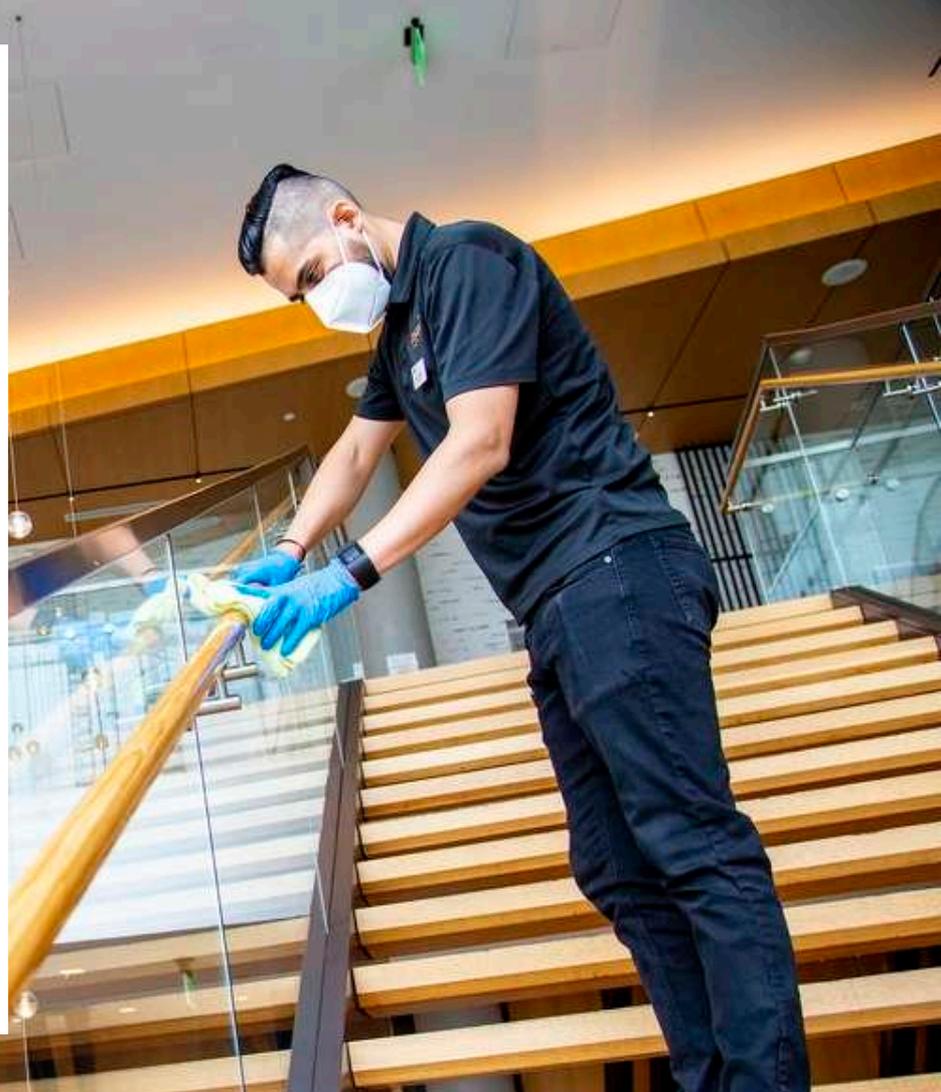


*Sandals*

PLATINUM  
PROTOCOL

— OF —

CLEANLINESS



# Access Our Business Guidelines



TENNESSEE PLEDGE

## Reopening Tennessee Responsibly

To protect the safety and livelihoods of Tennesseans by operating businesses according to the guidelines and best practices established by the CDC, state and local government officials in partnership with industry leaders.

# HEALTH & SAFETY PROTOCOLS

# TRAVEL

in the **New** *Normal*

Industry Guidance for Promoting the Health and Safety of All Travelers

Developed based on Centers for Disease Control and Prevention (CDC) and White House guidelines: "Opening Up America Again" and in consultation with public health experts



**Safe travels**  
by  
WORLD TRAVEL & TOURISM COUNCIL

**LEADING GLOBAL PROTOCOLS FOR THE NEW NORMAL**  
ADVENTURE TOURISM

WORLD TRAVEL & TOURISM COUNCIL

#SAFETRAVELS  
SEPTEMBER 2020

# HEALTH & SAFETY PROTOCOLS



**Safe travels**  
by  
WORLD TRAVEL & TOURISM COUNCIL

## LEADING GLOBAL PROTOCOLS FOR THE NEW NORMAL

ADVENTURE TOURISM



#SAFETRAVELS  
SEPTEMBER 2020

## OVERARCHING OBJECTIVES & APPROACH FOR THE TRAVEL & TOURISM SECTOR

### OBJECTIVES

1. Have the sector lead the definition of industry best practices as Travel & Tourism moves from crisis management to recovery.
2. Put the safety, health and security of travellers and the Travel & Tourism workforce at the core of the development of global protocols.

### APPROACH

1. Ensure coherence through a coordinated, collaborative, and transparent approach, supported by medical evidence, within the Travel & Tourism sector as well as with governments and public health authorities.
2. Share harmonised and consistent protocols which are outcome driven, simple and practical across destinations and countries.
3. Rebuild trust and confidence with travellers through effective communication & marketing; letting them know the protocols implemented and assurances available to keep them healthy.
4. Advocate for the implementation of enabling policies to support the recovery and demand re-generation for the sector.



## INTRODUCTION

The below suggested protocols for the adventure tourism industry were compiled on the basis of insights and frameworks developed by the Adventure Travel Trade Association (ATTA) to support the safe, healthy, and responsible restart of adventure tourism around the world. The objective is to ensure that protocols are in place across all relevant functions with an increased focus on health, safety, and physical distancing standards which travellers will need and expect.

Within these protocols, the adventure tourism industry refers to a wide variety of adventure tourism experiences including cycling, rafting, trekking, skiing, snowboarding, wildlife safaris and culinary tours among others. Not only are these activities mostly outdoors, thus limiting time spent in indoors, but group sizes can be managed to allow for distancing.

Note that these recommendations are subject to change and may be enhanced as new information about the virus becomes available. While not all these recommendations will apply to every business in the adventure tourism industry, the information is intended to provide guidance. It is recommended that all adventure tourism practices follow local and national legislation and the latest guidance from public health organisations including the WHO.

It is essential to note that the measures highlighted are based on higher risk contexts where sustained ongoing transmission is evident. As such, there will be a need to moderate the protocols, as they may not be necessary in low risk contexts. Measures should be limited in time and re-evaluated and monitored regularly. In effect, it will be critical to reduce the measures as the risk diminishes. What is more, when more effective, suitable, and less disruptive and scientifically supported measures become available, they should be implemented at the earliest opportunity and defunct measures removed.

For the Travel & Tourism sector to recover from the COVID-19 crisis, travellers will need to feel assured of the safety of travel. In that context, it is important that travellers are clearly and simply advised of the new protocols implemented within their travel experience to ensure their safety.

For the purpose of alignment across industries within the Travel & Tourism sector, WTTC has divided the protocols in four pillars, namely:

1. Promoting Operational & Staff Preparedness
2. Delivering a Safe Experience
3. Rebuilding Trust & Confidence
4. Implementing Enabling Policies

# HEALTH & SAFETY PROTOCOLS

The screenshot shows the top of the Adventure Travel Trade Association website. At the top left is the ATTA logo. To its right is a navigation menu with links for ABOUT US, NEWS, SERVICES, EVENTS, LEARN, and MEMBERSHIP. Further right are links for 'Subscribe' and 'Join'. Below the navigation is a large hero image of a hiker on a trail. Overlaid on the bottom of the image is the text: 'ADVENTURE TRAVEL COVID-19 HEALTH AND SAFETY GUIDELINES'.

Adventure Travel Trade Association (ATTA) understands that the COVID-19 pandemic has changed the travel industry. With this in mind, the ATTA collected feedback throughout its membership base and global community, and the most resounding need and priority from destinations and tour operators was a global consensus on health and safety guidelines for adventure activities.

The ATTA's technical team with deep backgrounds in standard development, guide training, product development, and tour operations quickly mobilized. Below you will find the results – COVID-19 Health & Safety Guidelines for ten adventure activities – Trekking, Cycling, Rafting, Camping including Food Prep in the field, Culinary Experiences, Cultural Tours/Sightseeing, Small Lodges, Small Vessels Cruising, Skiing & Snowboarding, and Wildlife Experiences – as well as an overarching guideline for the industry, all created in collaboration with Cleveland Clinic, a world renowned healthcare provider, and the adventure travel industry.

There is no cost for anyone in the tourism industry to access and use these guidelines, thanks to ATTA and its contributors.

ATTA has created a badge for your website and physical location to show your clients and partners that you are actively following these Guidelines for Healthy and Safe practices. Once you download the Guidelines and implement, you may request a badge, see below. **Please note:** ATTA does not verify operator compliance. We are entrusting companies to implement the guidelines correctly before using the badge.



A dark blue banner with the ATTA logo in the top left corner. Below the logo is the text 'ADVENTURE TRAVEL COVID-19 HEALTH AND SAFETY GUIDELINES' in white. At the bottom right, it says 'JUNE 2020'.

A dark blue banner with the ATTA logo in the top left corner. Below the logo is the text 'ADVENTURE TRAVEL COVID-19 HEALTH AND SAFETY GUIDELINES' in white. At the bottom right, it says 'JUNE 2020'.

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Adventure Travel Trade Association: <https://www.adventuretravel.biz/covid19guidelines/>

A photograph of a snowy street in a historic town. The street is lined with colorful, multi-story buildings. In the background, there are large, snow-covered mountains. The text "RECOVERY STARTS WITH LOCALS & DRIVE MARKETS" is overlaid on the right side of the image.

RECOVERY  
STARTS WITH  
LOCALS &  
DRIVE  
MARKETS



**ALL IN NYC NEIGHBORHOOD GETAWAYS**

---

**HOLIDAY EDITION**

New York City is still delivering its signature holiday magic. Celebrate this season by supporting local business while saving on attractions, dining, hotels, museums, shopping and more. You'll get up to \$100 back with Mastercard® as you shop gift-worthy deals—just add glad tidings and a sparkly bow.

[Shop the Offers](#)

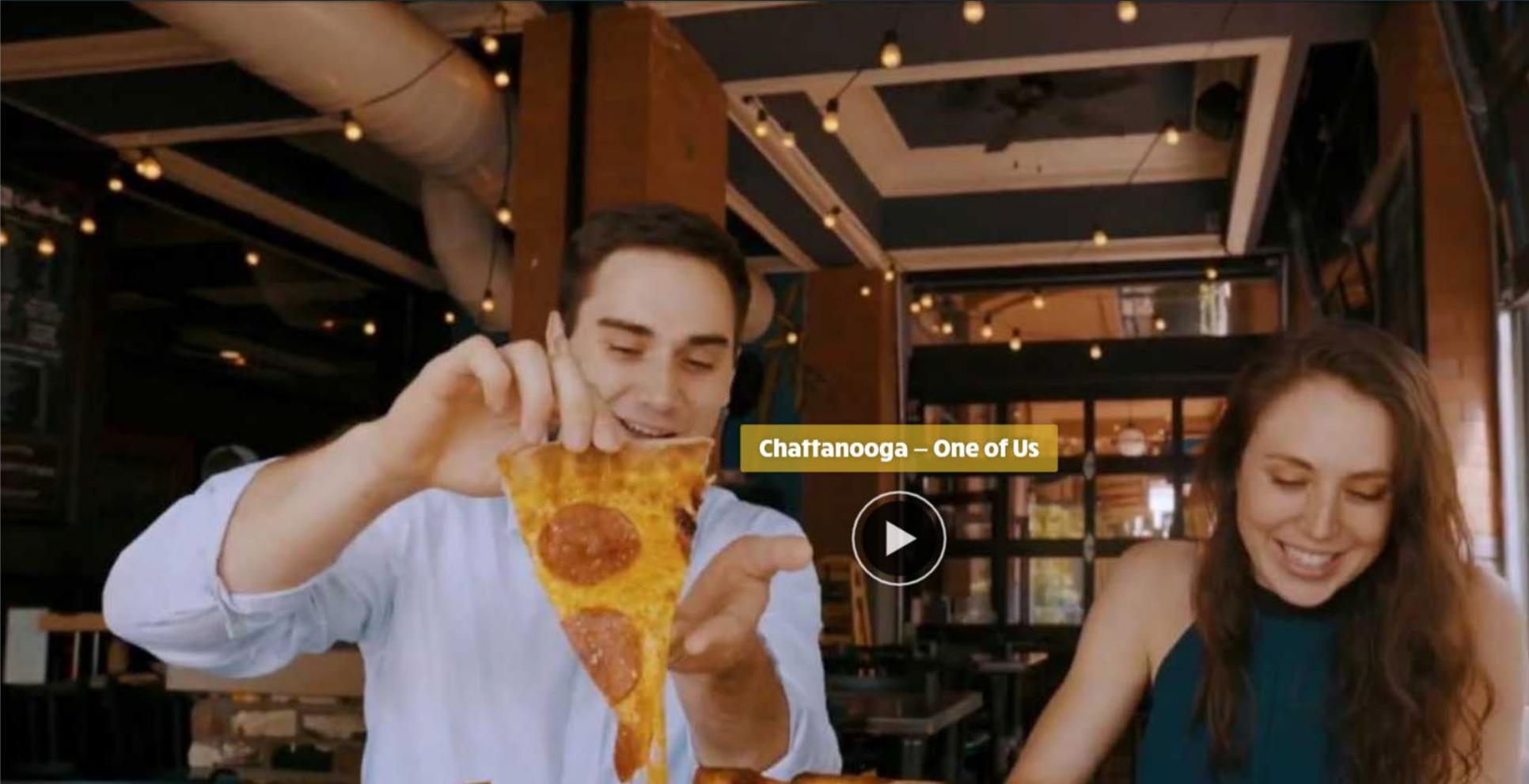


# STAY LOCAL DC

*Your guide to planning the perfect staycation in Washington, DC*

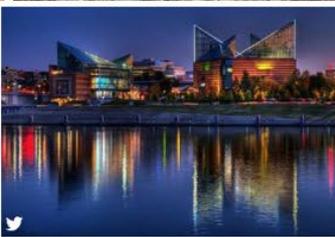


*There's no better place to play tourist than in your own backyard. Find upcoming weekend events, fun ideas and discounts to museums, restaurants, shows and hotels.*



Chattanooga – One of Us





# USA ROAD TRIPS RESEARCH SUMMARY

RESEARCH & INSIGHTS ON ROAD TRIP TRAVEL ACROSS THE USA  
 Research from Longwoods International and Analysis and Insights from Miles Partnership



# USA ROAD TRIPS RESEARCH SUMMARY

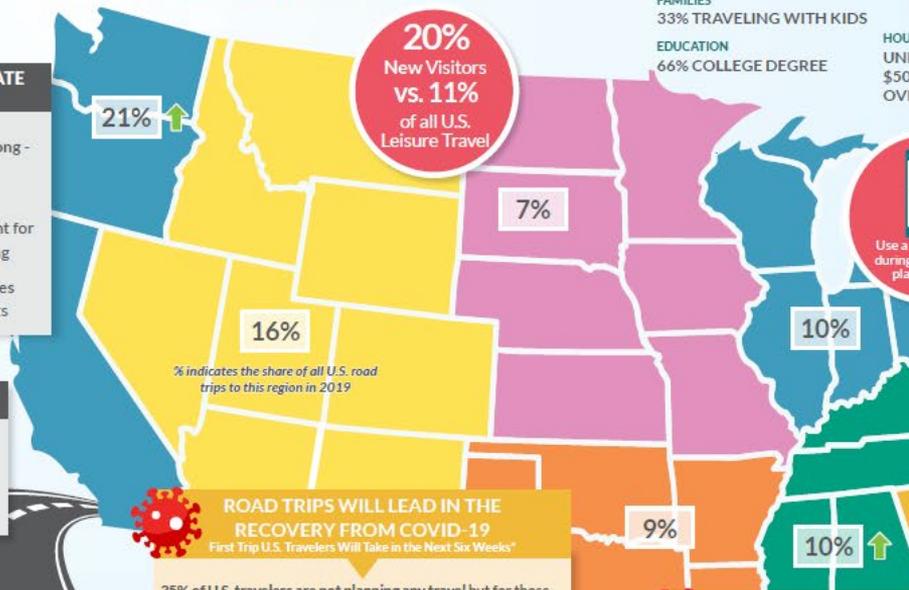
Full research and resources are available at [milespartnership.com/usa-road-trips](https://milespartnership.com/usa-road-trips)

## LONGER & MULTI STATE ROAD TRIPS

- 28% of Road Trips are Long - 5 nights or more
- 45% of Spending Longer Road Trips account for almost half of spending
- 67% that Visit 3+ States have a trip of 5+ nights

## TRANSPORTATION

Own Car	10%
Rental Car	14%
Camper/RV	30%
Motorcycle	1%



- 35% of U.S. travelers are not planning any travel but for those that are:
- 60% of U.S. travelers will travel by car for their next trip
  - 40% will travel by car to visit friends or relatives (VFR)
  - 23% will go on a VFR trip within 200 miles; 17% more than 200 miles
  - 20% will travel by car on a leisure trip (not incl. VFR)
  - 12% will go on a leisure road trip within 200 miles; 8% more than 200 miles
  - 15% will take a staycation; incl. using their car for local trips
  - 22% will fly within the U.S. and 1% internationally



**VISITOR PROFILE**

**GENDER**  
 51% FEMALE • 49% MALE

**FAMILIES**  
 33% TRAVELING WITH KIDS

**EDUCATION**  
 66% COLLEGE DEGREE

**MAJOR U.S. TRAVEL CONCERNS FROM COVID-19**

Addressing these concerns is critical to stimulating road travel:

**86%** are confused about travel restrictions and rules on

Agreed with one or more of these statements as:

- Travel restrictions are unclear or vary between destinations I'm interested in visiting
- Health & safety protocols are unclear or vary in the destinations I'm interested in visiting

**40%** do not feel safe traveling outside their community

**25%** are not welcome to travel

\*As of September 2020, COVID-19 Travel Sentiment Study, Longwoods

\*As of August 2020, COVID-19 U.S. Travel Sentiment Study, Longwoods



A hiker is seen from behind, walking up a rocky trail. The hiker is wearing a backpack and using trekking poles. In the background, there is a large, snow-capped mountain peak under a clear sky. The foreground is filled with dark, jagged rocks. The overall scene is a mountain landscape.

# LEVERAGE FREE TOOLS & MARKETING



### Top sights

Based on traveller visits and local insights



#### Frisco Adventure Park

4.6 ★★★★★ (1,180)

Year-round outdoor recreation area



#### Frisco Nordic Center

4.7 ★★★★★ (100)

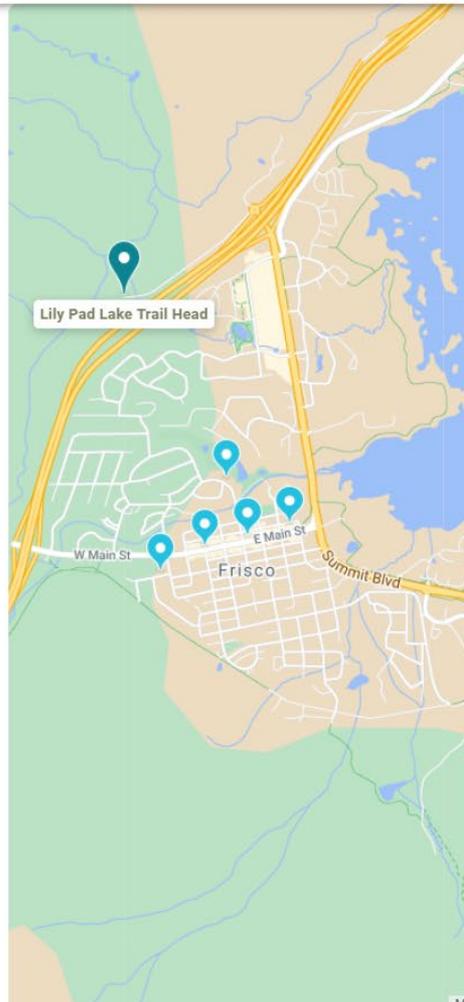
Skiing and cross-country skiing



#### Frisco Historic Park and Museum

4.7 ★★★★★ (445)

Park and garden





### Frisco Nordic Center

4.7 ★★★★★ (100)

Ski resort

Temporarily closed

- Directions
- Save
- Nearby
- Send to your phone
- Share

616 Recreation Way, Frisco, CO 80443, United States

Temporarily closed

townoffrisco.com

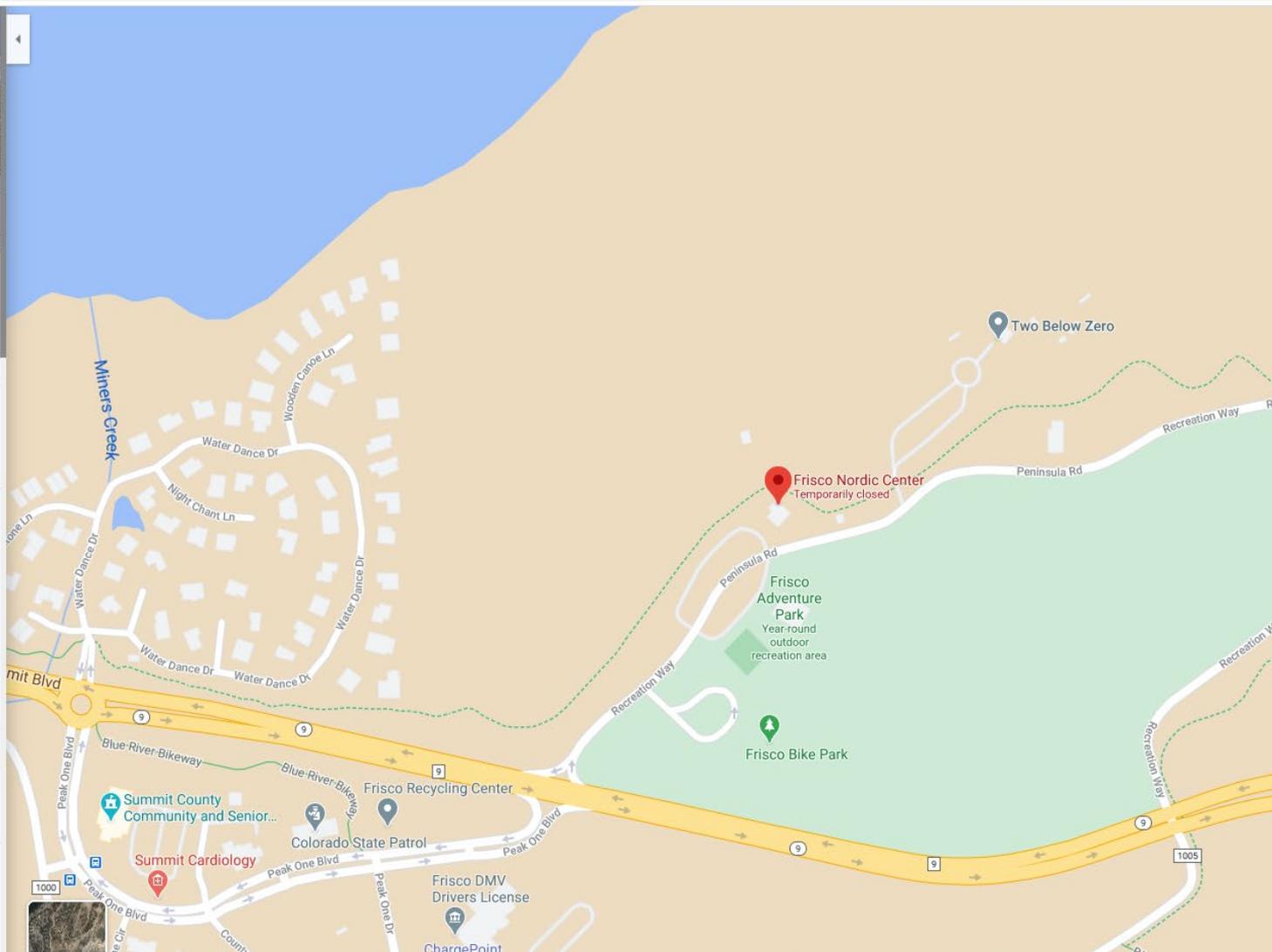
+1 970-668-2570

HWFC+XV Frisco, Colorado, United States

Claim this business

Suggest an edit

### Photos



## 3 ESSENTIAL, FREE TIPS FOR GOOGLE

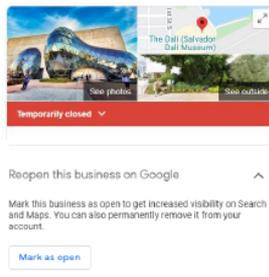
### CHECKING YOUR BUSINESS' PROFILE FOR THE COVID-19 RECOVERY

As we continue to manage and mitigate the impact of the COVID-19 pandemic we are all working to attract locals, New York State visitors and domestic US customers. In addition to your local official Destination website, Google My Business (GMB) is also a critical source of information for these consumers. Here are 3 steps to ensure you are sharing accurate and complete information across Google Maps, Search & more:

### 1. Make sure your business is marked as “open”

This may seem obvious, but many businesses were automatically marked as “temporarily closed” by Google throughout April and May. Check to make sure your business listing is not marked as closed on Google in your GMB dashboard or by searching for your business on Google or Google Maps.

If you see the red banner shown to the right, you will need to “reopen” your business. Access your GMB dashboard at <http://business.google.com> and look for the “Mark as open” button under “Info.”



### 2. Ensure your hours are up-to-date

Business hours impact visibility of your listing across many different platforms, including Google, Yelp and Facebook when people search for businesses “open now,” for example.

Business hours impact consumer confidence. If someone can't figure out whether your business is open, they're likely to go somewhere else instead. In a recent study from Destination Analysts, opening hours was first on a list of types of information sought by potential visitors and local residents.

The single most important action you should take is to make sure that your hours of operation are up to date across online platforms starting with Google My Business.

Day	Hours	Action
Sunday	10:00 AM–2:00 PM 5:00 PM–10:00 PM	
Monday	5:00 PM–10:00 PM	
Tuesday	5:00 PM–10:00 PM	
Wednesday	5:00 PM–10:00 PM	
Thursday	5:00 PM–10:00 PM	
Friday	5:00 PM–10:00 PM	
Saturday	10:00 AM–2:00 PM 5:00 PM–10:00 PM	

More hours  
Add hours

Add special hours

You should also be aware that Google very recently added a new hours feature for businesses. The More Hours is located in the Info tab and allows businesses to specify types of hours. Available options vary by category. This allows businesses to identify when they have unique offerings such as happy hour or designated time for high-risk populations like seniors.

More hours

You can add hours for specific services or specials to your business on Google

Add hours



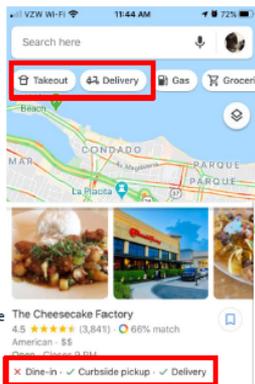
Cancel Apply

### 3. Utilize new attributes

Partially in response to COVID-19 restrictions, Google introduced additional attributes for Google My Business listings which highlight delivery, takeout, and pickup options for certain business types. Check the business attributes section under the Info tab at business.google.com to make sure that you have checked all of the relevant attributes that are available for your business type. If your services have changed, make sure those are reflected.

This is particularly important to businesses right now because these delivery, takeout and pickup attributes can significantly impact the visibility of your business in specific types of search results and can change the appearance of your listing by highlighting information you've added.

This can help visitors find accurate information quickly and easily while also making you stand out from competitors. When you have complete and accurate info, you will be visible to more people who are actively looking for what you offer.



There is also considerable value in attributes even beyond recently added options related to COVID-19. For example, users may be searching for wheelchair accessible businesses, kid-friendly establishments, or other audience-specific needs.

- For more information, resources & support America Outdoors: <https://www.americaoutdoors.org/>
- Additional COVID-19 research, webinars, case studies & resources: <https://covid19.milespartnership.com>

# TIP SHEET: 3 ESSENTIAL FREE TIPS FOR GOOGLE

Emailed to you & available in American Outdoors Member Center

<https://covid19.milespartnership.com/insights/>



## 3 ESSENTIAL, FREE TIPS FOR GOOGLE

### CHECKING YOUR BUSINESS' PROFILE FOR THE COVID-19 RECOVERY

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If you see the red banner shown to the right, you will need to "reopen" your business. Access your GMB dashboard at <http://business.google.com> and look for the "Mark as open" button under "Info."



Reopen this business on Google

Mark this business as open to get increased visibility on search and Maps. You can also permanently remove it from your account.

Mark as open

Sunday	10:00 AM - 2:00 PM 5:00 PM - 10:00 PM	
Monday	5:00 PM - 10:00 PM	
Tuesday	5:00 PM - 10:00 PM	
Wednesday	5:00 PM - 10:00 PM	
Thursday	5:00 PM - 10:00 PM	
Friday	5:00 PM - 10:00 PM	
Saturday	10:00 AM - 2:00 PM 5:00 PM - 10:00 PM	

More hours

Add hours

Add special hours

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More hours

You can add hours for specific services or specials to your business on Google

Add hours

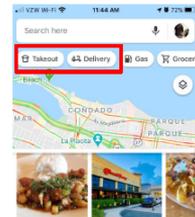
+ Access + Branch + Delivery + Drive through + Happy hours + Kitchen

+ Pickup + Senior hours + Takeout

Cancel Apply

#### 3. Utilize new attributes

Partially in response to COVID-19 restrictions, Google introduced additional attributes for Google My Business listings which highlight delivery, takeout, and pickup options for certain business types. Check the business attributes section under the Info tab at business.google.com to make sure that you have checked all of the relevant attributes that are available for your business type. If your services have changed, make sure those are reflected.



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This can help visitors find accurate information quickly and easily while also making you stand out from competitors. When you have complete and accurate info, you will be visible to more people who are actively looking for what you offer.

☑ Drive-in ☑ Curbside pickup ☑ Delivery

There is also considerable value in attributes even beyond recently added options related to COVID-19. For example, users may be searching for wheelchair accessible businesses, kid-friendly establishments, or other audience-specific needs.

- For more information, resources & support America Outdoors: <https://www.americasoutdoors.org/>
- Additional COVID-19 research, webinars, case studies & resources: <https://covid19.milespartnership.com>

# COMMUNICATE ACROSS MULTIMEDIA



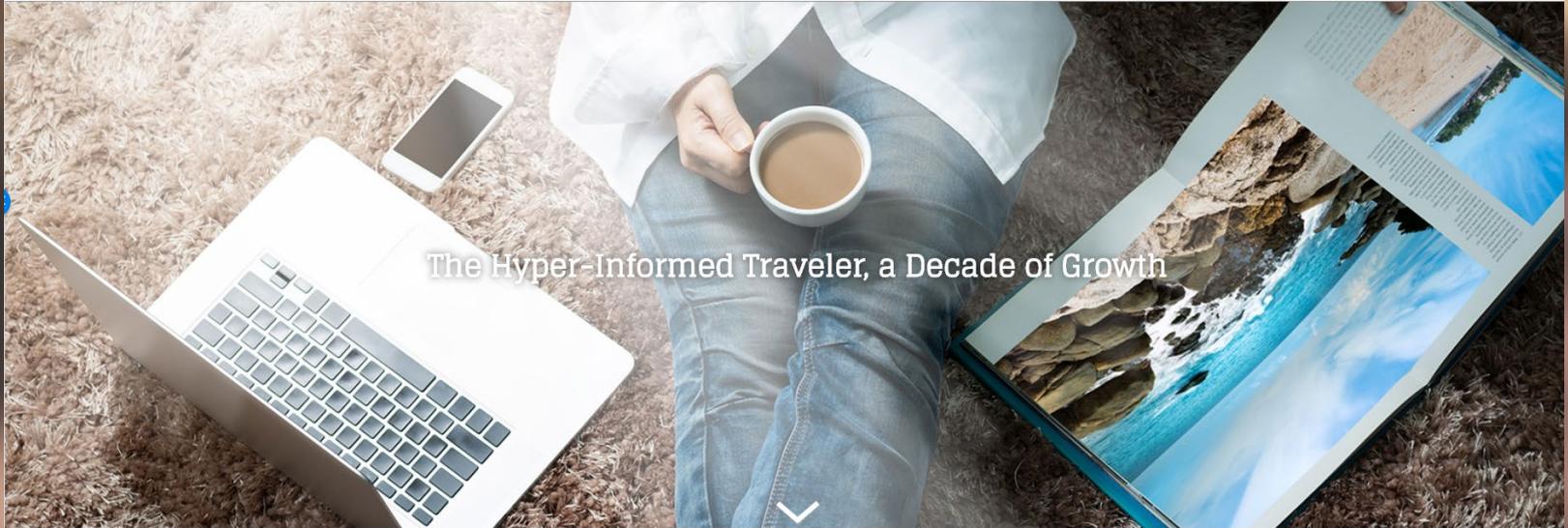
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# RESEARCH: HYPER INFORMED TRAVELER

<https://www.milespartnership.com/research>



[Meet Miles](#) [What We Do](#) [How We Think](#) [Join Us](#)



The Hyper-Informed Traveler, a Decade of Growth

Published 7/17/18

share this post: [f](#) [t](#) [in](#) [m](#)

[How Travel Media Usage Has Changed Over the Last Decade](#)



## DATA POINT 7: MULTI COMMUNICATION IS CRITICAL - INCL. PRINT

### Travel Content Viewed or Interacted with in Last Two Months

With Data Partner: 



Source: Longwoods International [Covid-19 Traveler Sentiment Survey](#)

Updated May 23rd, 2020



# MULTI MEDIA CONTENT

**LOUISIANA CULINARY TRAILS**

The Louisiana Culinary Trails are eight distinct regions where you'll find the best dining in the Bayou State. Add these outdoor-oriented restaurants and attractions to your itinerary.

As a bonus to your culinary adventures around the state, Louisiana recently passed a law allowing fishermen to get back they caught (subject to participating local restaurants). Known as the "Catch & Cook" program, it's just one more way Louisiana shows their love for great seafood and the great outdoors.

**DELTA DELIGHTS**

River oysters and redfish are the pride of southeast Louisiana a symbol of local food perfection.

**PRairie Home Cooking**

Fresh, organic and locally sourced come together in the southeast corner of Cajun Country.

**CAPITAL CRAVINGS**

This hot collection of every palate from oyster, shrimp and "Cajun" Creole pastimes unite.

**CREOLE & COOK**

Reminiscent of the French, Creole, Cajun, and Gumbo.

**SEAFOOD SENSATION**

The Bayou Seafood Trail is all about fresh fish that comes from the Gulf waters and members of southeast Louisiana.

**RED RIVER RICHES**

With fine dining and authentic country in a Greenhouse and Rustic Chic, this location.

**CREOLE CRESCENT**

The Creole Crescent is a world famous for its Creole restaurants, and in the heart of southeast Louisiana are legendary eating establishments and seafood lovers.

**CREOLE & COOK**

Creole cooking has come to Louisiana and their State made this with love of Louisiana's coast beautiful.

**CREOLE & COOK**

- Little River, New Orleans
- Chauvin, Louisiana
- Bayou, Louisiana

**WATERFRONT VIEWS**

- Chauvin, Louisiana
- Bayou, Louisiana

**WATERFRONT VIEWS**

- Chauvin, Louisiana
- Bayou, Louisiana

**WATERFRONT VIEWS**

- Chauvin, Louisiana
- Bayou, Louisiana

PRINT GUIDE



**Louisiana Travel**

Page Liked · February 6 · Edited · 0

**How to Make Charbroiled Oysters**

Not many people can resist charbroiled oysters. Here is our recipe that is great for any occasion, from the backyard to the campground and everywhere in between. [www.louisianatravel.com/culinary/recipes/charbroiled-oysters-recipe](http://www.louisianatravel.com/culinary/recipes/charbroiled-oysters-recipe)

85,110 Views

Like · Comment · Share

2.3K · Top Comments · 1,641 shares · 170 Comments

**Jonathan Marse** You can add a little real bacon bits to the mix too. Every restaurant here has their own variation on the dish. Dragos and Acme oyster house have some of the best here. Love living in New Orleans.

Like · Reply · February 6 at 10:36pm

Write a comment...

**GET A TASTE OF THE CREOLE CRESCENT**

**CREOLE CRESCENT TRIP IDEAS & RECIPES**

**CREOLE CRESCENT RESTAURANTS**

**Taste of the Creole Crescent Trail**

**DON'T MISS DISHES**

**LOUISIANA RECIPES**

**CULINARY EXPERIENCES**

**CULINARY TRAILS MAP**

In episode 2, Chef John Behn introduces the Creole Crescent Trail which highlights the New Orleans region. From po' boys to craft cocktail and decadent creole cuisine, you'll enjoy this road trip!

OFFICIAL WEBSITE

**louisianaculinarytrails**

Follow

Louisiana Culinary Trails Love Louisiana food? Check out our 8 tasty road trips. Tag your food photos #TasteLouisiana and we'll share! Twitter: @LA\_Culinary [www.louisianatravel.com](http://www.louisianatravel.com) @9u7gk

1,462 posts · 8,469 followers · 341 following

SOCIAL MEDIA CHANNELS

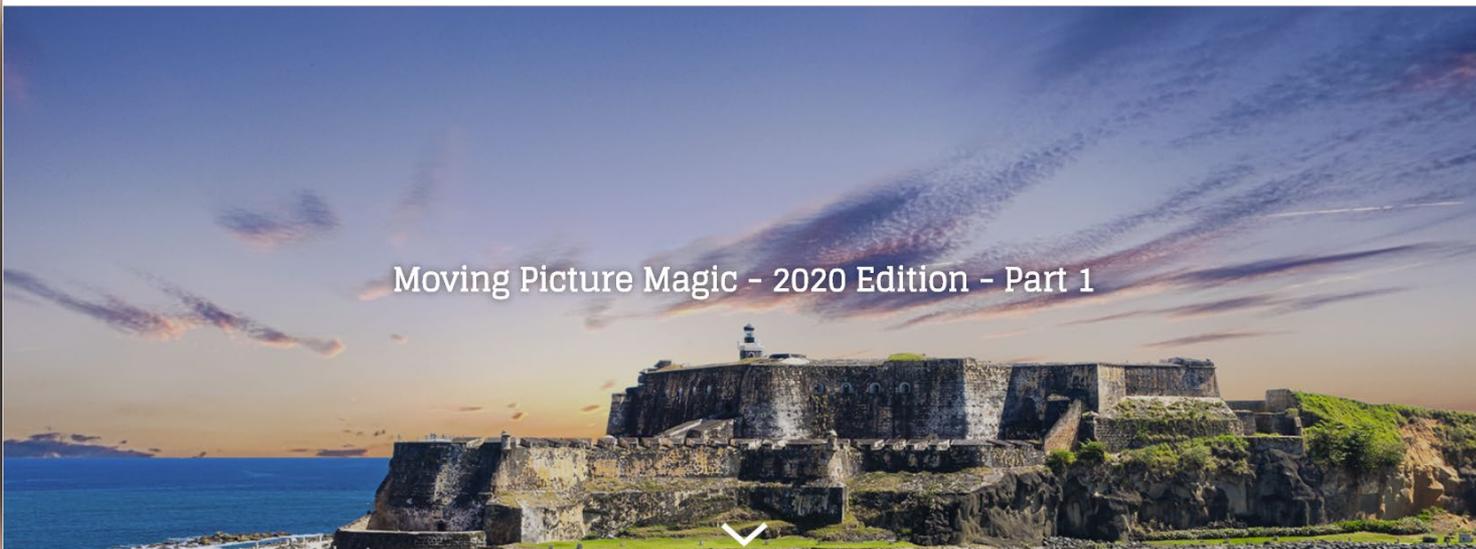
# BLOGS: Moving Picture Magic – Best Online Travel Videos

<https://www.milespartnership.com/blog/>



[Meet Miles](#) [What We Do](#) [How We Think](#) [Join Us](#)

## Moving Picture Magic - 2020 Edition - Part 1



Published 5/18/20

share this post: [t](#) [f](#) [in](#) [m](#)



### Video Analysis of Top Performing Online Videos from DMOs

This blog is part of a series, "Moving Picture Magic - 2020 Edition" showcasing top performing online videos from DMOs around the world.

For the last five years, Miles has analyzed top performing online videos from destination marketing organizations (DMOs) around the world. The original [blog series from 2018](#)

# CONTENT HUB & CAMPAIGN LANDING PAGE



[HOME](#)

[VISIT](#)

[CHEFS](#)

[RECIPES](#)

[TRAIL](#)

[SUBSCRIBE TO ENEWS](#)

## CHEF KATHY CARY

*Lilly's, Bourbon, Horses and History*

Few restaurants celebrate local farms and food as passionately as Lilly's. It's part of Chef Kathy Cary's mission to provide an unparalleled dining experience that reflects the true flavors of the Bluegrass.

[EXPLORE THIS REGION](#)



# CONTENT HUB & CAMPAIGN LANDING PAGE



[HOME](#)

[VISIT](#)

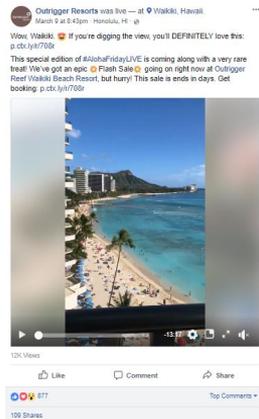
[CHEFS](#)

[RECIPES](#)

[TRAIL](#)

[SUBSCRIBE TO ENEWS](#)

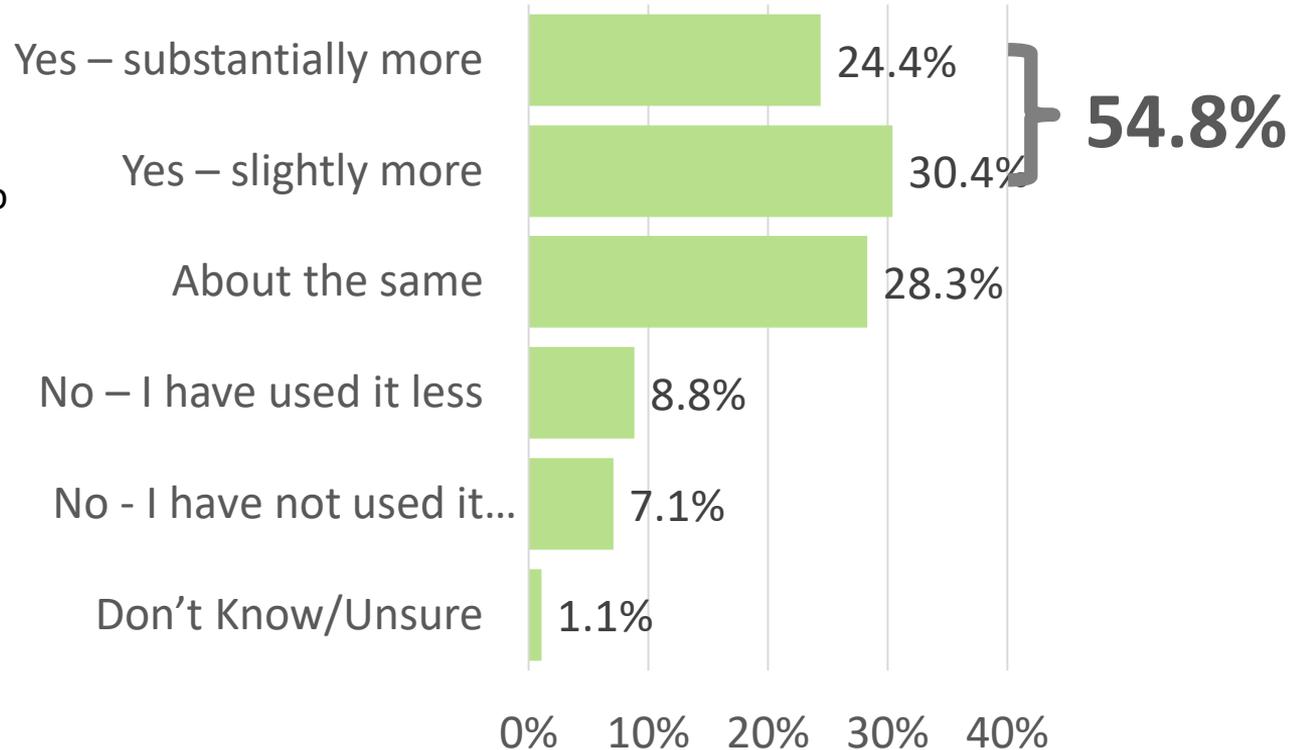
HUNGRY FOR AN AUTHENTIC  
**TASTE OF THE BLUEGRASS?**

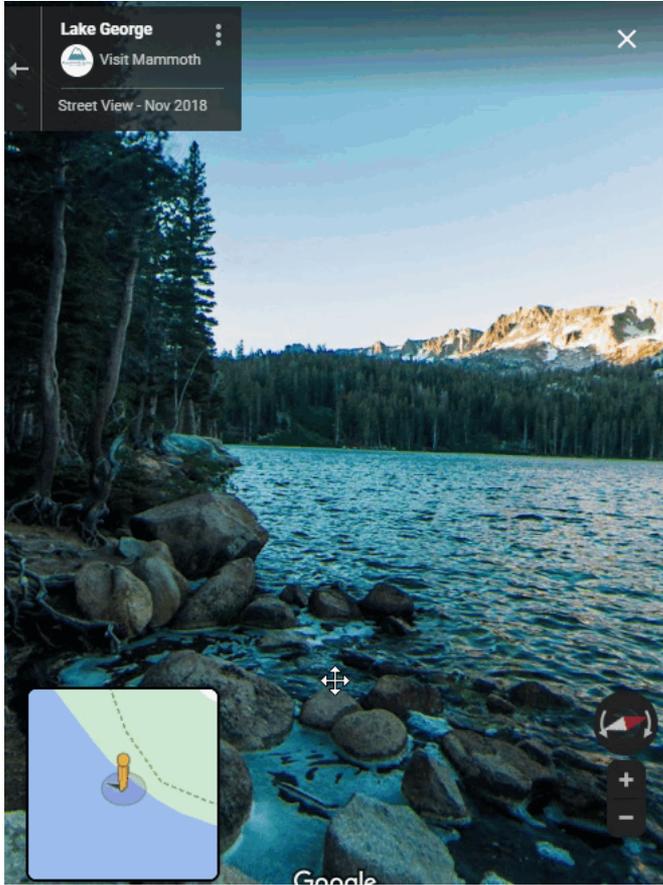


# REAL TIME VIDEO

# USE DURING THE PANDEMIC: REAL-TIME VIDEO

**Question:** Have you used Real-time Video more during 2020 (including the period impacted by COVID-19) when compared to your use of Real-time Video in 2019



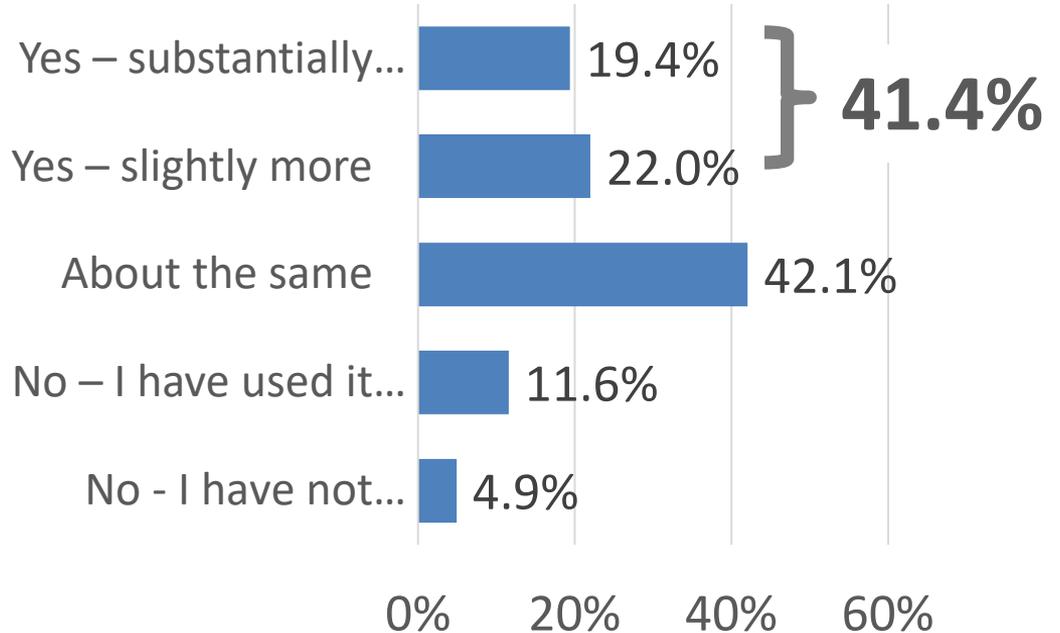


# ONLINE VIRTUAL TOURS

---

# USE DURING THE PANDEMIC: VIRTUAL TOURS

**Question:** Have you used Virtual tours more during 2020 (including the period impacted by COVID-19) when compared to your use of Virtual tours in 2019?



WHEN IT'S TIME FOR YOU, WE'LL BE READY

*Let's* **GO** *There*

INDUSTRY TOOLKIT

The Movement Starts September 8

# 4 Essentials in Reopening & Recovery

1. Clear, Consistent Health Information & Advice
2. Recovery Starts with Locals & Drive Markets
3. Leverage Free Tools & Marketing
4. Communicate Across Multi-Media

# BLOGS: 8 Essentials for Tourism's Restart & Recovery

<https://www.milespartnership.com/blog/>



## Eight Essentials for Tourism's Restart & Recovery - Part 1

Published 6/23/20

share this post: [t](#) [f](#) [in](#) [m](#)

Part one of a two-part blog series. See part two [here](#).

See my webinar with TTRA on "7 Data Points that Tell the Story of the Crisis and 8 Essential Steps for Recovery."



*Thank You*

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# **CHRIS ADAMS**

**Head of Research & Insights  
GM – South Pacific**

**Miles Partnership**

+1 303 842 3394 (US)

+64 9 974 2452 (NZ)

[Chris.Adams@MilesPartnership.com](mailto:Chris.Adams@MilesPartnership.com)

[www.MilesPartnership.com](http://www.MilesPartnership.com)

[covid19.milespartnership.com](http://covid19.milespartnership.com)

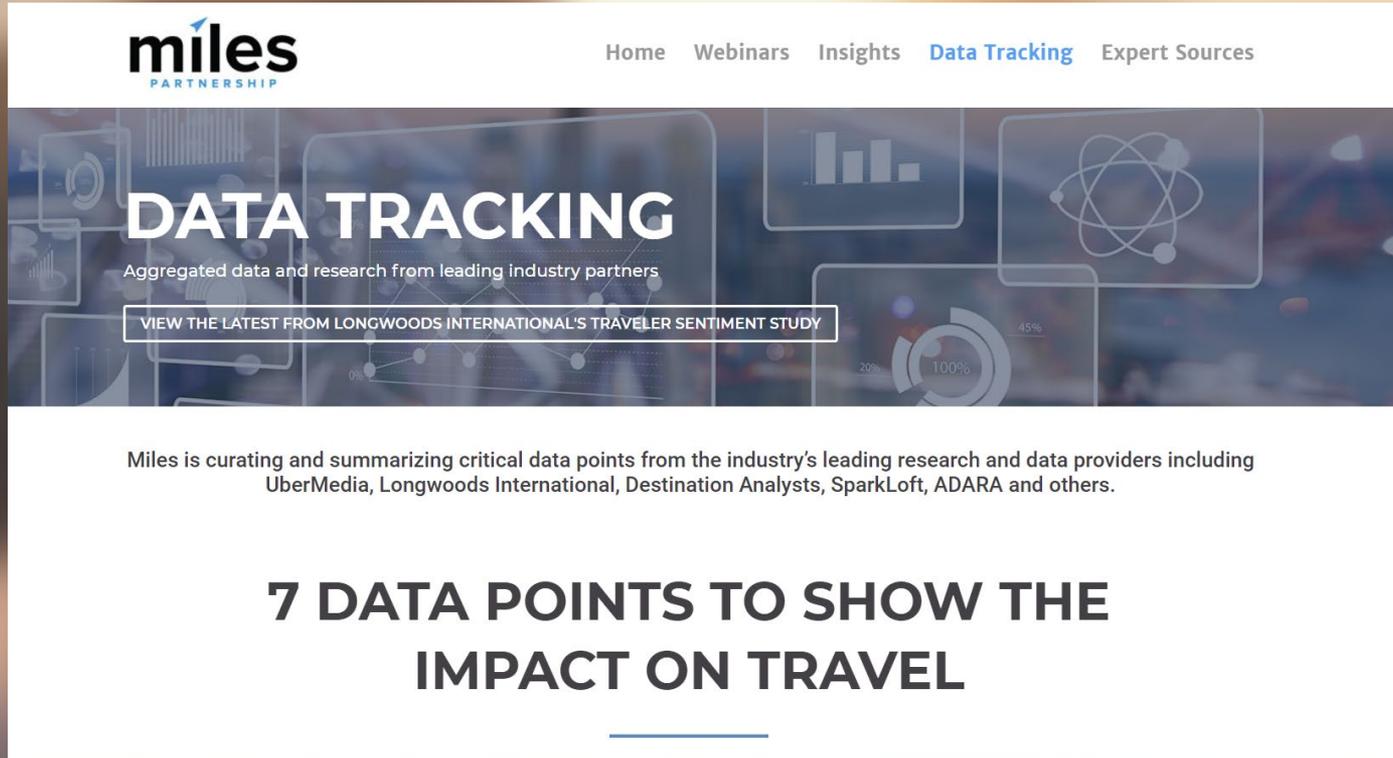
A woman with a ponytail, wearing a patterned t-shirt, jeans, and white sneakers, is walking in profile from left to right. She has a backpack on her back and is pulling a light blue rolling suitcase. She is holding a smartphone in her right hand. The setting is a bright, modern airport terminal with large windows and a polished floor that reflects the scene. The lighting is warm and golden, suggesting late afternoon or early morning. The background shows airport infrastructure like benches and railings.

# RESOURCE SLIDES

Free Research, Free  
Marketing Tools &  
Case Studies for  
Tourism Businesses

# RESEARCH: FREE COVID-19 RESEARCH & DATA

<https://covid19.milespartnership.com/datatracking>



The screenshot shows the Miles Partnership website's 'Data Tracking' page. The header includes the Miles Partnership logo and navigation links for Home, Webinars, Insights, Data Tracking, and Expert Sources. The main content area features a large 'DATA TRACKING' heading, a sub-heading 'Aggregated data and research from leading industry partners', and a call-to-action button for a study by Longwoods International. Below this, a paragraph explains that Miles curates data from various industry providers. The bottom of the page features a large heading: '7 DATA POINTS TO SHOW THE IMPACT ON TRAVEL'.

**miles**  
PARTNERSHIP

Home Webinars Insights **Data Tracking** Expert Sources

## DATA TRACKING

Aggregated data and research from leading industry partners

[VIEW THE LATEST FROM LONGWOODS INTERNATIONAL'S TRAVELER SENTIMENT STUDY](#)

Miles is curating and summarizing critical data points from the industry's leading research and data providers including UberMedia, Longwoods International, Destination Analysts, SparkLoft, ADARA and others.

## 7 DATA POINTS TO SHOW THE IMPACT ON TRAVEL

# CASE STUDIES OF COVID 19 RESLIENCE & RECOVERY:

<https://globalallstars.milespartnership.com>

The screenshot shows the Miles Partnership website interface. At the top, there is a navigation bar with the Miles Partnership logo on the left and links for Home, Global All-Stars 2020, and Past Sessions on the right. Social media icons for Facebook, Twitter, Instagram, and RSS are also present. The main heading reads "STORIES OF RESILIENCE AND RECOVERY FROM AROUND THE WORLD". Below this, a grid of six case study cards is displayed, each with a background image, a title, and a "Visit" button.

**miles** PARTNERSHIP

Home Global All-Stars 2020 Past Sessions

f t @

## STORIES OF RESILIENCE AND RECOVERY FROM AROUND THE WORLD

---



Discover Puerto Rico's Virtual Events

Visit



Kentucky Department of Tourism's Video Series

Visit



Helsinki Marketing's Virtual Events

Visit



Samoa Tourism's Use of Social Listening



Chattanooga Tourism Company's #ConnectChatt Initiative



Louisiana Travel's Tiny Trips Social Video Campaign

# BEST PRACTICES IN REOPENING & RECOVERY

## Case Studies incl. Legends Attractions & New York City

<https://globalallstars.milespartnership.com>

### Gallery of Global-All Stars: Inspiring Stories of Survival and Recovery

Destinations International Annual Convention, July 15, 2020



**Douglas Quinby**

Co-founder & CEO  
Arival



**Corey Breton**

Chief Revenue Officer  
Legends Attractions



**Nancy Mammana**

Chief Marketing Officer  
NYC & Company



# RESOURCES: MILES INSIGHTS – TOOLS & SOLUTIONS

<https://covid19.milespartnership.com>

The screenshot displays the Miles Insights website interface. At the top left is the Miles Partnership logo. The navigation menu includes Home, Webinars, Insights, Data Tracking, and Expert Sources. The main heading is "MILES INSIGHTS". Below this, there is a grid of six featured blog posts, each with a title, a category label, and a "Visit" button.

Post Title	Category	Button
Preparing to Reopen: Travel Industry Guidelines & Tools	BLOG POST	Visit
The Story of Travel's Recovery in the U.S.	BLOG POST	Visit
Four Ways Destinations are Supporting Local Businesses During COVID-19	BLOG POST	Visit
DMOs' and Tourism Organizations' Video Response to COVID-19	Blog Post	
8 Ways to Build a More Sustainable Future for Tourism	BLOG SERIES	
How to Leverage Video Content Now	BLOG POST	

# ***Free Research & Resources:***

**Miles Partnership COVID-19 Knowledge Portal**  
**[covid19.milespartnership.com](https://covid19.milespartnership.com)**

**Miles Partnership Global All Stars – Stories of Resilience &  
Recovery**  
**[globalallstars.milespartnership.com](https://globalallstars.milespartnership.com)**

**Miles Research & Marketing Tip Sheets Library**  
**[www.milespartnership.com/research](https://www.milespartnership.com/research)**

**miles**  
PARTNERSHIP



**Thank You**

JULY 23<sup>RD</sup> 2020