



COVID-19 TOURISM UPDATES



COVID-19

Tourism Industry Update

Hello Coastal DMO Partners,

Team OCVA just wanted to check in and say thank you. It's been amazing to see the creative ways our communities have been coming together, to see the positive responses to 'take out campaigns' along the coast, and the consistent support shown during this confusing time. We wanted to give you a few tourism industry updates.

OCVA SOCIAL MEDIA:

OCVA overall POV is not to go dark but to shift messaging and tone to remain sensitive to the current situation while closely monitoring the conversation. There are a few reasons for this. One, after going dark for an indefinite period of time for a situation like this, it can be difficult to determine the appropriate moment to go live again. Two, as in-person contact is reduced, people are actively looking for entertainment and connection to stave off the loneliness and boredom of social isolation, and appropriate social messaging can provide a welcome break from the anxiety-inducing news in their feed. Three, even as people are avoiding or canceling travel plans for the near future, we can still create content that **keeps a destination top-of-mind** and provides value to our audience without explicitly calling for people to book a trip.

As of now, here are thoughts about how this all applies: Despite its outsized impacts on Oregon specifically, there has been little to no conversation about the coronavirus on The People's Coast social channels through comments. Because we anticipate increased closures and event cancellations, we've moved away from promoting events scheduled for the near future and shifted toward more evergreen or broadly seasonal outdoor content. Luckily, even in the case of social distancing and self-quarantine, the outdoors is a place of relief from the stress of coronavirus and social isolation. We've leaned into that messaging, and based on the responses, it seems to be what people are looking for. We will continue to emphasize these benefits through evergreen and outdoor content:



STAYING CONNECTED:

OCVA participates in a twice-weekly call with Travel Oregon and the other RDMOs in the state. During this time we learn about any new tourism updates, interesting case studies, or new developments. Additionally, we are on all three of the Regional Economic Recovery Team calls that span the coast.

- We are exploring creative ways with Travel Oregon to support in-state marketing campaigns. When it's safe for folks to travel again, you better believe we are coming out loud and strong to help bring economic growth to our lovely communities.
- The OCVA team will be **analyzing our current two-year plan** to see what tactics can be adjusted, postponed, or eliminated to make room for supporting local businesses and communities. We will let you know of any changes we make to our plan developed by stakeholder feedback.
- Although marketing the Oregon Coast during this time is difficult we can still **tell the stories of our amazing businesses** that are stepping up to support their communities. Travel Oregon will be working with Maxwell PR to tell these stories. Please share any positive stories to Arica Sears at icom@thepeoplescoast.com
- Travel Oregon continues to update the **COVID-19 Toolkit** which you can find on their industry website.
- ORLA, Business Oregon, and Travel Oregon are creating a survey together which will be sent to the entire state. It will be focusing on the economic impact on our businesses. They are working together to create one survey to avoid overwhelming folks with numerous surveys and requests. OCVA will send that out once it's available.

INSPIRATION:

The Oregon Coast is a world-class destination. It is unlike any other place in the world, it's unforgettable, magnificent, powerful and home to an amazing and resilient coastal community. When people are able to travel again we will be the top of the list, desired escape from lock down, and breath of fresh air they are wanting right now. We will weather this storm together and come out of it motivated and connected. When Margaret Pounder from the Bandon Chamber was asked how she's doing, she put it so well by replying "I'm doing".

Thanks for all you do Coastal DMOs. Reach out to us anytime with questions, concerns, thoughts or ideas.

Yours Truly,

The OCVA Team

STAY CONNECTED

In an effort to stay connected with what's going on along the coast, OCVA would appreciate any updates on what's going on in your business or community regarding COVID-19. This information will be useful for analyzing the current coastal tourism landscape.

Please email Arica Sears at icom@thepeoplescoast.com with any updates. Information will be sent from OCVA to coastal DMOs, posted on the [OCVA's industry Website](#), and on [OCVA's LinkedIn page](#).