



CVB COVID-19  
RESPONSE/RECOVERY  
OVERVIEW

# COVID-19 RESPONSE/ RECOVERY MARKETING PLAN



## PAUSE: Response

**Focus:** Provide resources and public service announcements (PSAs) to the local community. Empathetic messaging.

**Media:** Social, Email, TV, Billboard, Earned Media/PR

## INSPIRE: Pre-Recovery

**Focus:** Provide inspiration through images, videos, virtual tours and culinary experiences. Dream of your next visit messaging.

**Media:** Social, Email, Drive Market TV, Drive Market Billboard, Earned Media/PR

## PLAN/ACTIVATE: Recovery

**Focus:** Drive market campaign and media with messaging that resonates with traveler landscape. Begin call to action messaging.

**Media:** Social, Email, Drive Market TV (Brand & Co-ops), Billboard, Digital, Print, OTAs, Earned Media/PR

# PHASE 1 - SUMMARY

Resource Educational  
Supportive

# LANDING PAGE

LAUNCHED

3/17/2020

31,565

Pageviews

Over 10 Minutes on Page

The screenshot shows the website's navigation menu with links for Meetings, Travel Trade, Media, Film, Weddings, and Blog. It includes a search icon, a heart icon with '(4)', an 'E-NEWS SIGN UP' button, a language selector, and a map icon. The main header features the 'GREATER palm springs find your oasis.' logo and a menu with 'THINGS TO DO', 'EVENTS', 'EAT & DRINK', 'STAY', 'DEALS', 'COACHELLA VALLEY', and 'TRIP PLANNING'. The central banner promotes supporting local restaurants with the text 'Support our local restaurants and community.' and 'STAY IN. TAKE OUT.' over images of a burger and tacos. The 'dine GPS' logo is in the bottom right of the banner. Below the banner is a section titled 'Take-out & Delivery Restaurants' with a paragraph explaining the initiative and a list of participating restaurants. A disclaimer at the bottom states that the list is subject to change and provides the email [social@palmsspringsoasis.com](mailto:social@palmsspringsoasis.com). A video player control bar is visible at the very bottom of the page.

TELEVISION – STAY IN. TAKE OUT.

Support our local restaurants  
and community.



**STAY IN.**

**TAKE OUT.**

[dinegps.com](http://dinegps.com)



▶ ⏪ 🔊 0:29 / 0:30



# PARTNERSHIPS – CVB CORONAVIRUS UPDATES FROM PARTNERS



9 RESORT CITIES. ONE BEAUTIFUL OASIS.

## PAUSE NOW. PLAY LATER.

The CVB's current social media strategy focuses on letting visitors know that while we're all safer at home for now, Greater Palm Springs will be ready to welcome them back when it's time to travel again.

"Pause now. Play later. While today we are safer apart, together in spirit we become stronger. Stay well and when the time is right, we'll welcome you back to our oasis. Until then, we'll be here to help you enjoy a bit of our oasis, right from home."

-Your friends from Greater Palm Springs



Follow us on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#) @VisitGreaterPS and use #findyouroasis and #dinegps to see our posts and join the conversation.

First coronavirus-related newsletter sent February 6, 2020

**45 total updates** sent as of 4/22/2020

## Newsletters include:

- Resources
- Volunteer Opportunities
- CVB Community Initiatives
- CVB Outreach Campaigns

# OASIS AT HOME

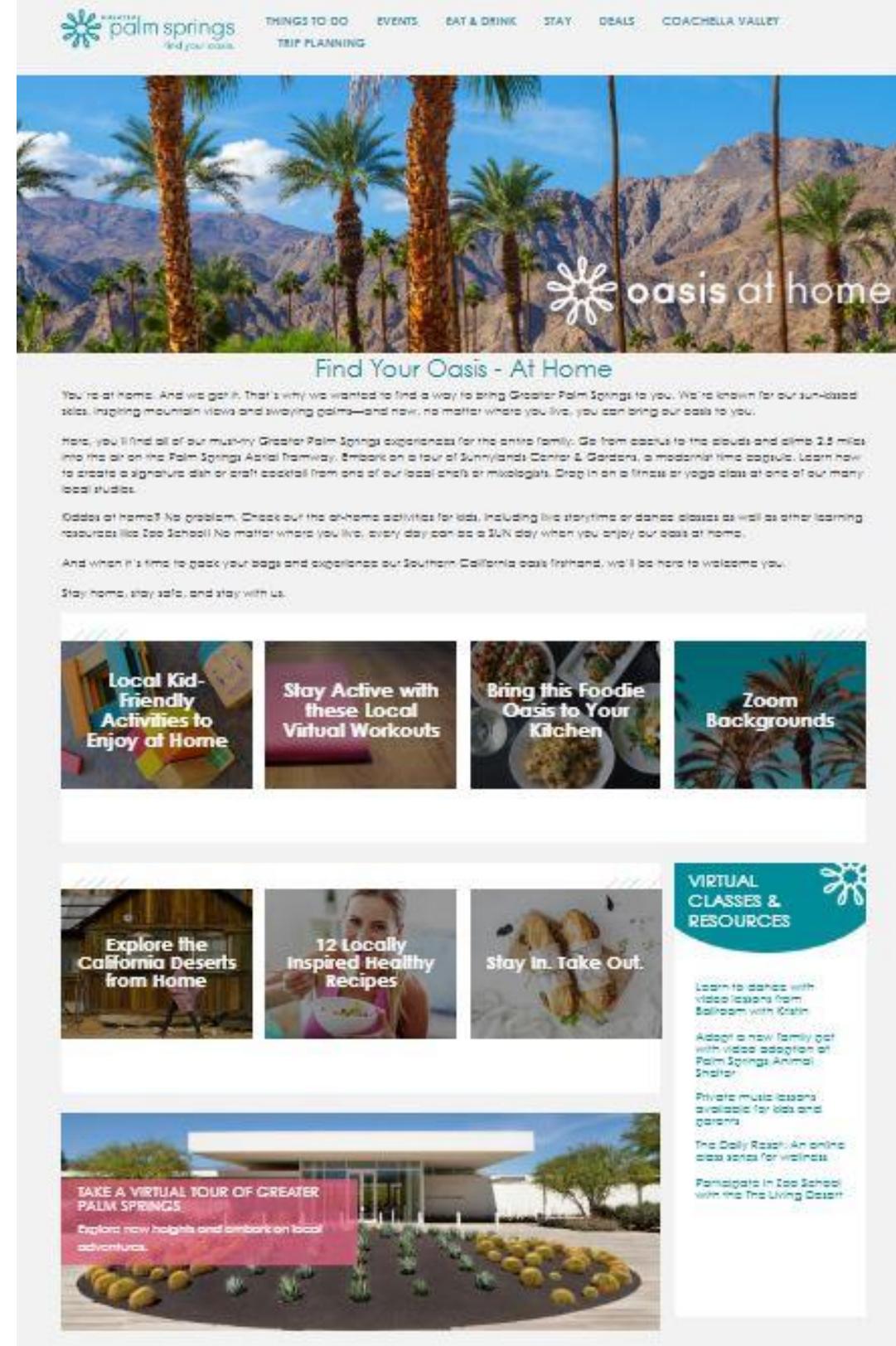
...was created to bring a piece of Greater Palm Springs to people in their homes with a variety of ways they can stay inspired by all of the experiences our destination has to offer.

## LANDING PAGE

Launched 3/27/2020

## PAGEVIEWS

7,000+



COMMUNICATIONS MESSAGING

9 CITIES  ONE OASIS

**GREATER  
TOGETHER**

GREATER PALM SPRINGS

# HOSPITALITY WORKFORCE RELIEF FUND

## CVB PARTNERS WITH LIFT TO RISE & UNITED WAY OF THE DESERT

- The **Greater Palm Springs Tourism Foundation**, through a coalition of partners in the **Coachella Valley Economic Protection Plan and Support Fund**, is collecting donations to support families in the tourism and hospitality industries that have been financially impacted by COVID-19.
- Regional collaboration to support Coachella Valley residents with the goal of connecting residents with existing resources for assistance with housing, food insecurity, medical care, bill paying, transportation, education and other services.
- The goal is to provide as many families as possible with **\$200** in immediate economic relief.
- Donations will be used specifically for households experiencing financial hardship.
- Funds will be distributed by **United Way of the Desert**, with 100% of donations going directly to these families.

# HOSPITALITY WORKFORCE RELIEF FUND

GREATER PALM SPRINGS



Please donate to [GPShospitalityfund.org](https://GPShospitalityfund.org) today.

# “PAUSE NOW. MEET LATER.”



Greater Palm Springs CVB

2,265 followers

5d •



Pause now. Meet later. While today we are safer at home, together in spirit we become stronger. Stay well, and when the time is right, we'll welcome you back to our meeting oasis. Until then, we'll be here to help you enjoy a bit of our ...see more



53 • 2 Comments

# CONVENTION SALES CUSTOMER COMMUNICATION & ENGAGEMENT STRATEGY



## **Weekly Emails**

following phased approach:

“Pause Now. Meet Later.” & “Plan Now. Meet Later.”

Content: Oasis at Home content, self-care, work from home, volunteer, recipes, videos

## **Sun-Check**

Send “Sun-Check” gift to A-list clients

## **Zoom Meetings**

coffee chats, lunches and happy hour meeting with clients

# CVB MEDIA PLACEMENT – RECOVERY

## SUMMER (START TBD)

- **137,500** TV Spots (Cable/KTLA) May-Aug
  - **1.6M** Connected TV Impressions May-Aug
  - **165M** OOH Billboard Impressions May-Aug
  - PSL Getaway Market Guide (drive market)
- 
- Expedia
  - TripAdvisor
  - Travelzoo
  - Adara
  - Pandora/iHeart

# COVID-19 BUSINESS RE-OPENING



## Prepare

- Focus: Create Task Force Groups and Collect Data / Input**
- Christoph and Peggy Co-Chairs of Hotel Task Force
  - Solicit Co-Chairs for Restaurant Task Force
  - Establish any additional task force committees for various tourism sectors
  - CVB is part of CVERT with CVEP and GCVCC and new Riverside County Task Force

## Engage

**Focus:** Collecting data from surveys to assist with developing a phased opening proposal to share with cities and Riverside County

## Implement

**Focus:** Develop communication tools and resources for businesses to meet the criteria for a phased re-opening

# American Travel Sentiment

## April 27<sup>th</sup> - Key Findings to Know

- American travelers continue to gradually feel safer than they did one month ago. Personal concern about contracting the virus is at a 6-week low (6.7/10.0), with the biggest change among older travelers.
- The perceived safety of large events like professional sports games and live performances remains low but continues to improve.
- Nearly half do not believe the coronavirus situation will not be resolved by summer, there is continued decline in the number of Americans saying they will avoid all travel until the coronavirus situation is over (5-week low).
- The percent who say they will change the types of travel destinations they choose to visit is back down to 30.7%, although over half continue to say they will avoid crowded destinations when they travel again.
- Desired Protocols for Future Travel: Americans look likely to prioritize staying safe from infection, (even over making money and their emotional well-being) and thus want to see businesses provide hand sanitizer, disinfectant wipes and well-explained cleaning procedures.
- However, in what becomes common business practices, Boomers want new policies like health screenings more than younger travelers

# American Travel Sentiment



*As American travelers prioritize staying safe from infection over the coming six months, they most want businesses like restaurants, malls, theme parks and sports venues to provide hand sanitizer and disinfectant wipes, as well as clearly explain their cleaning/sanitizing procedures.*

**When thinking about visiting commercial public locations like theme parks, sports venues and malls, what operational practices will you want to see used?**



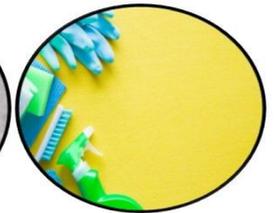
**Provide hand sanitizer**  
(64.1%)



**Provide disinfectant wipes**  
(57.3%)



**Cleaning activity during your stay**  
(55.9%)



**Clean procedures well-explained**  
(55.1%)



**Required employee health screening**  
(51.9%)



**Enforces social distancing**  
(49.6%)



**Sneeze guards/other barriers**  
(47.5%)



**Requires employees wear masks**  
(43.4%)



**Body temperature screening upon entry**  
(42.1%)



**Requires employees to wear gloves**  
(42.1%)



**Encourage visitors to wear masks**  
(41.9%)



**Pre-arrival health questionnaire**  
(30.8%)



# American Travel Sentiment

## Which of these would you want to see as common business practices?

	<b>Millennials/GenZ</b>	<b>Baby Boomers</b>
<b>Certified cleaning/disinfecting protocols</b>	60.7%	66.7%
<b>Health screenings for employees dealing with the public</b>	52.1%	68.6%
<b>Passenger health screenings (at airports)</b>	47.1%	69.3%
<b>Published cleaning/disinfecting protocols</b>	47.7%	65.5%
<b>Passenger health screenings (on cruises)</b>	41.8%	70.2%
<b>Limitations to crowd sizes/visitor capacity</b>	44.5%	65.4%
<b>Rules for customer physical interactions</b>	36.8%	52.9%
<b>Customer-facing staff required to wear PPE (masks, gloves etc.)</b>	37.3%	51.4%
<b>Customers encouraged to wear PPE (masks, gloves etc.)</b>	30.4%	49.7%

# CVB HOTEL SURVEY RESULTS

**Are you ready to reopen?**

1-49 rooms	50-149 rooms	150+ rooms
6 Yes – 17 No	4 Yes – 9 No	7 Yes – 9 No

**Can you source Hand-Sanitizer?**

1-49 rooms	50-149 rooms	150+ rooms
17 Yes – 9 No	9 Yes – 8 No	17 Yes – 2 No

# CVB HOTEL SURVEY RESULTS

**Will you have challenges finding finances you need to reopen ?**

1-49 rooms	50-149 rooms	150+ rooms
6 Yes / 5 No / 15 unsure	6 Yes / 3 No / 8 Unsure	3 Yes / 6 No / 10 Unsure

**Have you been able to access financial assistance?**

1-49 rooms	50-149 rooms	150+ rooms
6 Yes / 16 No	3 Yes / 9 No	6 Yes / 7 No
	15 responded with N/A	



AIR SERVICE UPDATE  
APRIL 2020

Apr

May

Jun

Jul

Aug

Sept

Oct

Nov

Dec

2020

## Identifying the New Normal: Highlighting & Responding to Changes as They Occur

**Focus:** Schedule changes, DOT CARES Act exemptions, maintaining connectivity through hubs, identifying rebound signals and communicating destination re-opening to airlines

**Deliverable 1:** “Clearinghouse” of changes, information and advice for GPSCVB

**Deliverable 2:** Coordination on destination re-opening and communication to airlines

## Palm Springs Forward: Becoming the Rebound Ace

**Focus:** Ensuring that GPS is heard loudest when airlines rebuild networks

**Deliverable 1:** Building a “ready-to-go” priority list, including dates of reopening and event information for each target airline

**Deliverable 2:** Incentive package to re-discover Greater Palm Springs

## A Strong Winter: Building on Success

**Focus:** Ensuring that GPS is well-served over the key winter period, despite smaller airlines and limited resources

**Deliverable:** Return of key seasonal services, despite the disrupted schedule planning timeline

# AIR SERVICE FORECAST

## Monthly One-Way Capacity Seats

		<b>1Q</b>	<b>2Q</b>	<b>3Q</b>	<b>4Q</b>	<b>Total</b>
<b>2019</b>	Actual	652,986	383,462	178,403	422,664	1,637,515
<b>2020</b>	Low	593,222	99,587	100,331	232,125	1,025,265
	Mid	593,222	104,828	105,612	244,342	1,048,004
	High	593,222	110,069	110,893	256,559	1,070,743
<b>2021</b>	Low	333,273	241,896	108,671	253,759	937,599
	Mid	363,031	281,647	140,612	335,373	1,120,662
	High	394,010	325,382	178,715	435,190	1,333,297

# AIR SERVICE FORECAST

## Monthly One-Way Passengers

		1Q	2Q	3Q	4Q	Total
<b>2019</b>	Actual	498,916	302,202	148,860	271,505	1,221,482
<b>2020</b>	Low	449,137	8,967	39,207	150,001	647,312
	Mid	449,137	9,439	41,270	157,896	657,742
	High	449,137	9,911	43,334	165,791	668,172
<b>2021</b>	Low	215,364	156,315	70,224	163,981	605,884
	Mid	234,593	182,002	90,864	216,721	724,181
	High	254,613	210,264	115,487	281,223	861,587

50%

