

Meghan McCalley

From: Delaware Tourism Office <Visit.Delaware@delaware.gov>
Sent: Friday, September 25, 2020 10:24 AM
To: Meghan McCalley
Subject: COVID-19 Updates and Resources



Greetings:

Please see below for updated information:

DE Relief Grants Round 2 opens Oct. 1

View more information at <https://business.delaware.gov/relief>

Webinar invites:

DE Relief Grant Program - Round 2 Information with Damian DeStefano, Director of the Delaware Division of Small Business

Monday, September 28, 2020

2:30 p.m. - 3:15 p.m.

Register at https://us02web.zoom.us/webinar/register/WN_qPSQO4uxQaC7ukRN_FROvg

The Future of the Motorcoach Industry with Peter Pantuso, President and CEO of the American Bus Association

Wednesday, October 14, 2020

2:00 p.m. – 3:00 p.m.

Register at https://us02web.zoom.us/webinar/register/WN_pKQ_RzWXSioPC4BliYi7tg

Insights, Updates and Trends on the Sport Tourism Industry with President & CEO of Sports ETA (the national sport tourism organization) and guest panelists

Thursday, October 15, 2020

1:30 p.m. - 2:30 p.m.

Register at https://us02web.zoom.us/webinar/register/WN_KmOoH_ndTsiaaSo1jG4Jag

Marketing Updates:

Please feel free to share any of these new road trip videos for marketing Delaware

<https://www.youtube.com/watch?v=mT9SyfAs-uY&list=PLrIplrhZ38b928K2uYxZGsdX0AI218Vr>

Please feel free to share any of these new local discoveries videos for marketing Delaware

https://www.youtube.com/watch?v=Plk_PiihuhM&list=PLrIplrhZ38b8WKy5VQ1QXbFc0VPFj3Aj5

Fall season is here. Find all the materials needed to switch from Summer Safely to Explore Safely below:

Explore Safely signage, flyers, online media graphics at <https://www.visitdelaware.com/industry/covid-19-in-delaware/explore-safely/>

Know Before You Go and Go-to guide PDFs and online media graphics at

<https://www.visitdelaware.com/industry/covid-19-in-delaware/know-before-you-go-messaging>

New data and trends:

According to Longwoods International, 86% of all U.S. travelers have indicated they are confused by travel restrictions or health and safety protocols in the destinations they're interested in. It is critical to create consistent messaging in the destinations. As a reminder, the Explore Safely and Go-to guide information mentioned above are key to facilitating clear and consistent messaging for Delaware.

According to Destination Analysts, the top segment of travelers that are ready to go right now are skewing younger and male. Their intent to travel is driven by visiting family and friends, outdoor recreation and sports related activities.

As we head into the fall season and you're developing marketing messaging or special promotions, data points from Longwoods International, Destination Analysts and Arrivalist all point to the following:

- Road trips are a key travel segment
- Outdoor travel and visiting family/friends are top interests
- Locals will travel first. They will be the first to feel comfortable in the destinations within their own backyard.

Make sure to register for the **FREE Tourism Marketing Portal**. Marketing experts update information weekly with tips on strategies. <https://delaware.tourismbusinessmarketing.com> Use promo code DiscoverDE.

Tips include Tripadvisor's Travel Safe features (under other products), how to use Google My Business and social media best practices during COVID

You can also submit a question in the portal. As a reminder, the experts at Miles Partnership are constantly updating the information and answering questions.

Thank you,
Delaware Tourism Office Team