



# Navigating the Tourism Industry in Your State

Partners, Agencies, and Opportunities for Collaboration

# AGENDA

1. Current Tourism Crisis – Impact of COVID-19
2. How Extension Can Play a Role in Helping Tourism Communities Respond + Recover
3. Various Roles & Responsibilities of State Associations, Agencies, and Partner Segments
4. How to Collaborate with Tourism Entities

# Tourism + COVID-19

Impact on Industry, Economy, Community & Assets

# Impact on Tourism Industry

## Travel industry losses will far exceed that of any other sector: 9x worse than 9/11

- Decline of **45%** for the entire year
- Cumulative GDP impact of **\$651 billion lost** in 2020
- 6,852,000 direct travel industry jobs lost
- **\$35 billion lost** in federal, state, local taxes

Source: *The Impact of COVID-19 on the United States Travel Economy, 2020 Analysis*,  
Oxford Economics (April 15, 2020)



# COVID-19 Phases for the Tourism Industry

## OPERATIONS

Focus on Health & Safety  
Crisis Management

1. Mitigation - Survival
2. Transition to Recovery
3. "New Normal"

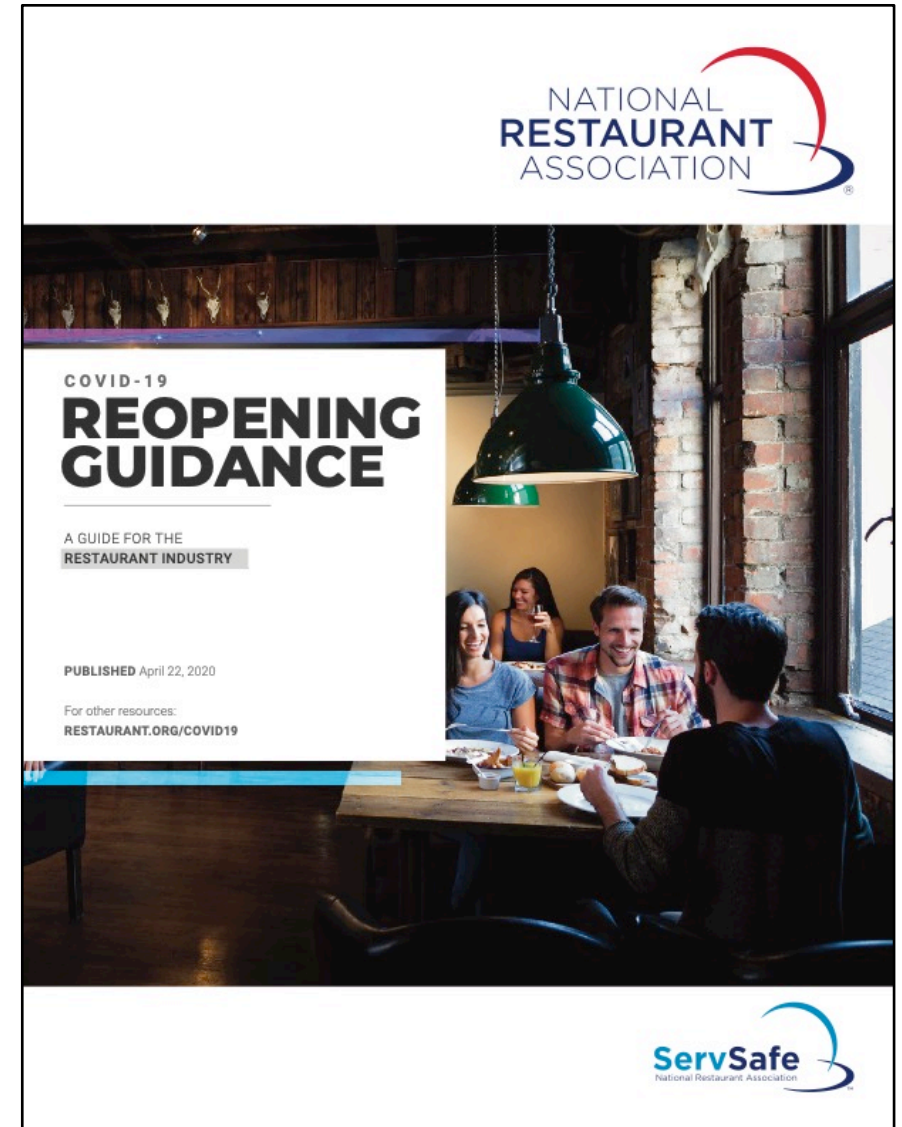
## MARKETING

Respectful Pause & Focus  
Crisis Communications

1. Pause/Inspirational
2. Local
3. Regional (drive)
4. Short Haul (air)
5. Long Haul (international)

Business  
Mitigation →  
Recovery

# CARES Act: Coronavirus Aid, Relief, and Economic Security (CARES) Act.

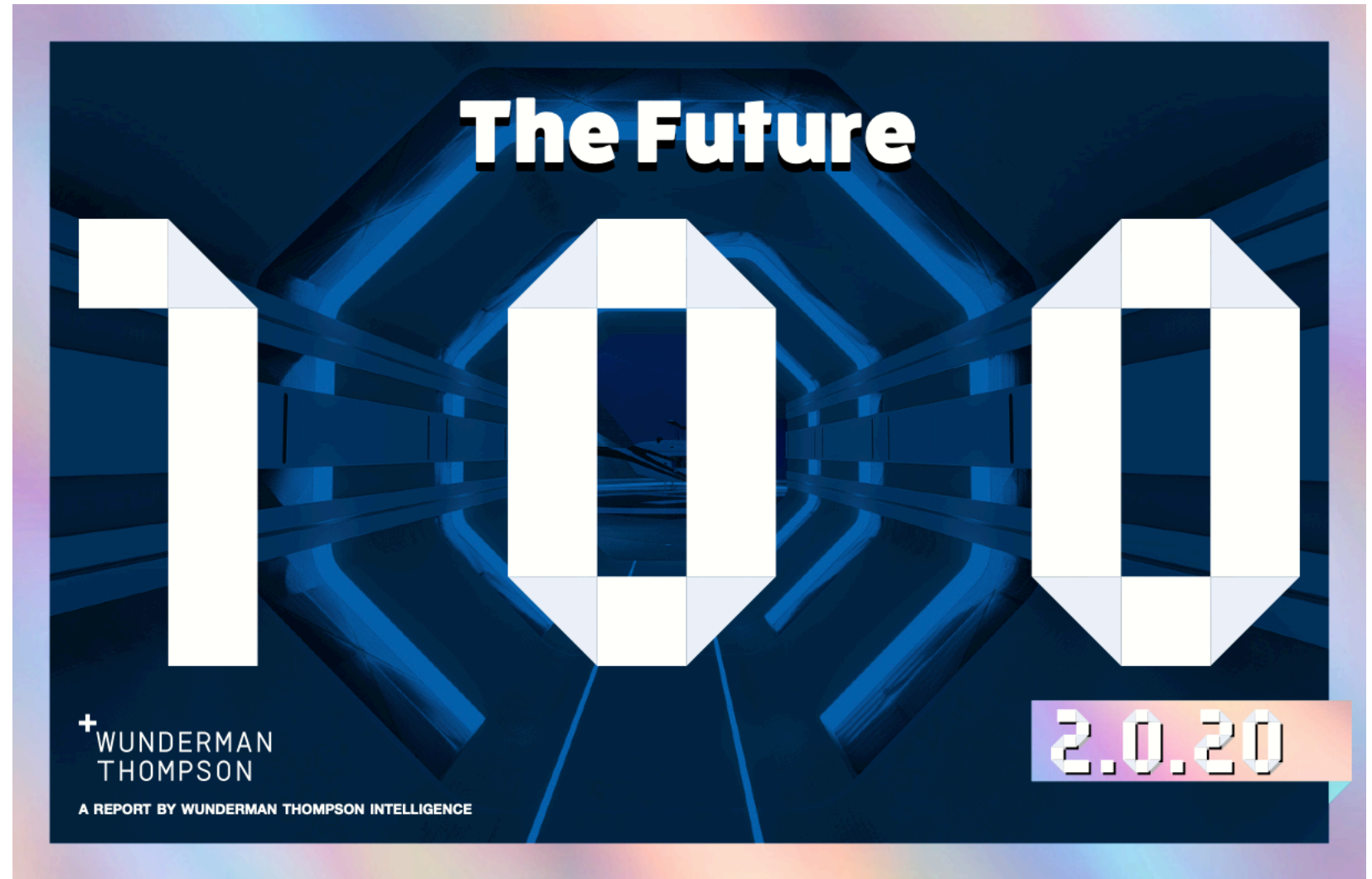


# Impact of Coronavirus on Travel Intentions

- MMGY's [recent survey](#) tracks traveler sentiment and looks at impact on travel with regard to planning, booking and cancellations, as well as intention to travel over the next six months. [Key findings from May 14:](#)
- **Approximately one-third of travelers remain committed to postponing, rather than canceling, scheduled travel for the months ahead**
  - Activities with the longest booking windows, such as vacation rental homes and cruises, are still the most likely to remain unchanged
- Most respondents do not feel safe today in any public venue:
  - **34%** feel safe today in parks
  - **31%** feel safe today at grocery stores/supermarkets
  - **14%** feel safe today at outdoor concerts/festivals
- Most travelers (**68%**) still feel safe today in their personal vehicles
- One in five travelers are willing to drive 500 or more miles one-way for a leisure trip during the next six months

(Source: US Travel Association, <https://www.ustravel.org/toolkit/covid-19-travel-industry-research>)

# Trends 2.0.20 (Updated May 2020)



Source: JWT Intelligence, <https://intelligence.wundermanthompson.com/trend-reports/the-future-100-2-0-20/>

## 20 accelerated trends from the Future 100 2020



- 01 Optimistic futures **4**
- 02 Taming tech's influence **8**
- 03 Protective tech, protective everything **11**
- 04 New digital communities **15**
- 05 Privacy era **19**
- 06 Legacy preservation **22**
- 07 Disaster-proof destinations **23**
- 08 The new super-creatives **26**
- 09 Unconventional brand actions **31**
- 10 Future-proof ingredients **34**



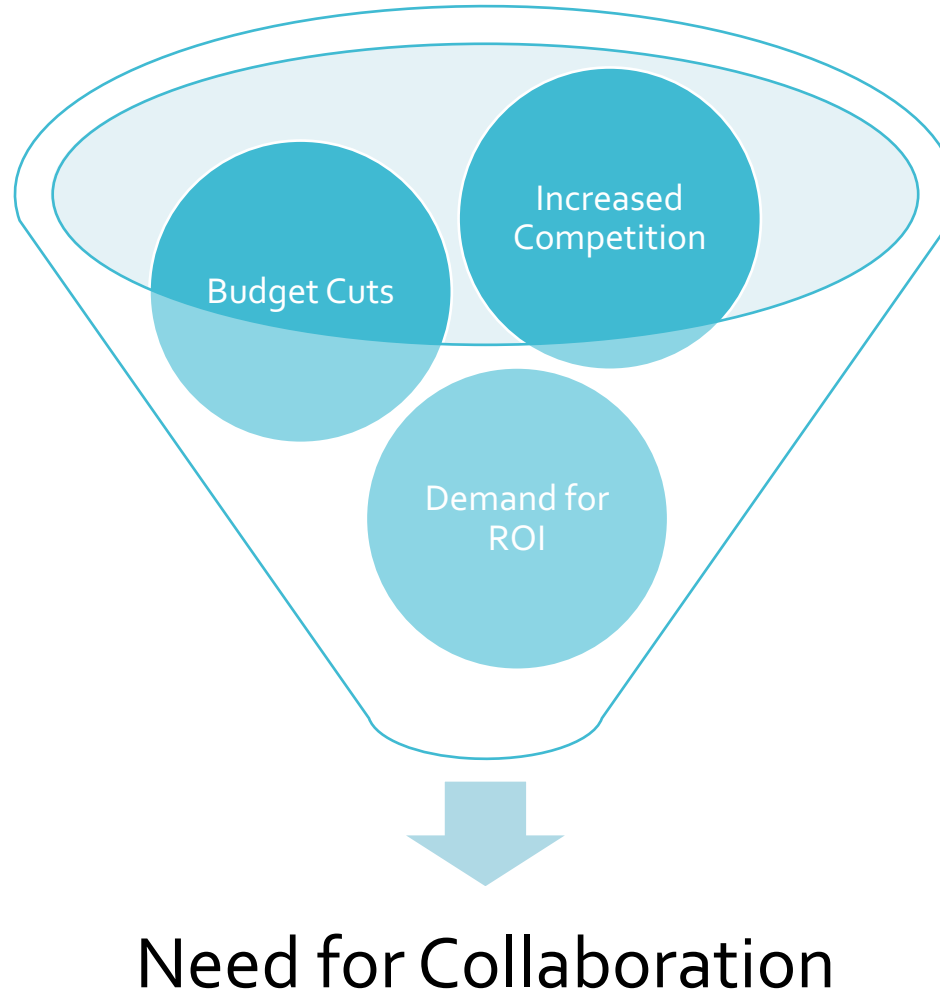
- 11 Regenerative agriculture **36**
- 12 Skincare 2.0 **40**
- 13 Anti-excess consumerism **42**
- 14 The new superstore **47**
- 15 Health concierges **50**
- 16 Wellness architecture **52**
- 17 Digital spas **55**
- 18 Engineering companionship **59**
- 19 New payment gestures **62**
- 20 Gen Z finances **64**

## Five new trends plus leader POV



- 21 The new language of advertising **67**
- 22 The gaming multiverse **69**
- 23 Novel dining formats **73**
- 24 Renewed faith **76**
- 25 Gamescape travel **79**
- 
- Leader POV: experts weigh in on industry futures **85**

# Long-Tail Impacts on State Tourism



# Extension's Role

In Crisis, In Recovery, In Reset

# How Can Extension Help Communities with Recovery?

## 5 Recommendations:

1. Share Research & Information – Practical Recovery Tools
2. Facilitate Scenario Planning – Define the “What if’s”?
3. Offer Technical Assistance on Product Development
4. Help Communities Consider “Rethink + Reset” Options
5. Provide Solutions – Management, Funding, Evaluation



# State Tourism Entities

Agencies, Associations & Partner Segments

# State Roles & Responsibilities

## Government

- Branding
- External Marketing (out of state)
- Programs that benefit businesses & residents (Taxpayer Funded)
- Increased Focus on Pillars, Values, Sustainability

## NGOs

- Advocacy
- Stakeholder Specific Outreach
- Programs that benefit members & constituents (grants, dues funded)
- Increased Focus on USP, Differentiation

# State Tourism Offices

The Agency or Entity that is officially designated or recognized as the Destination Marketing Organization (DMO) for the state

## THREE STRUCTURES:

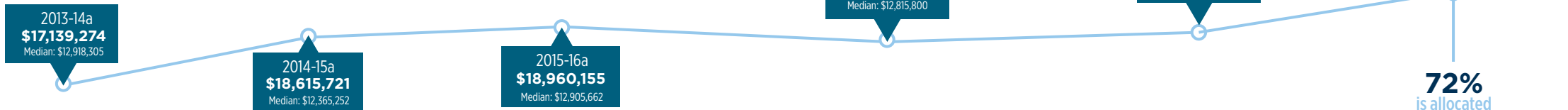
1. A Distinct, Stand Alone Department or Cabinet
2. A Division of Another Department or Cabinet
3. A Public-Private Partnership

# STATE TOURISM OFFICE BUDGETS DASHBOARD

An Overview of FY 2018-2019  
(45 States Reporting)

U.S. TRAVEL ASSOCIATION

Over the past five years, State Tourism Funding (overall average) increased 17.6%, reaching over \$21 million in FY 2018-2019.



a = Actual Spending  
p = Provisional Budget

\* There was a 18% increase from 2013 to the current year and an 8% increase from the previous year

Compared to 2017-2018 Actual Spending...

**32 States** reported an **INCREASE** in their budget

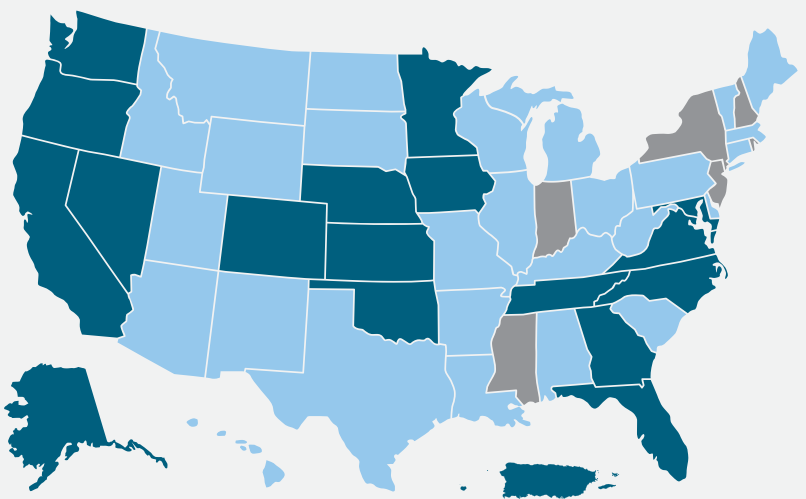


**3 States** reported **NO CHANGE** in their budget



**9 States** reported a **DECREASE** in their budget

Funding Source by State

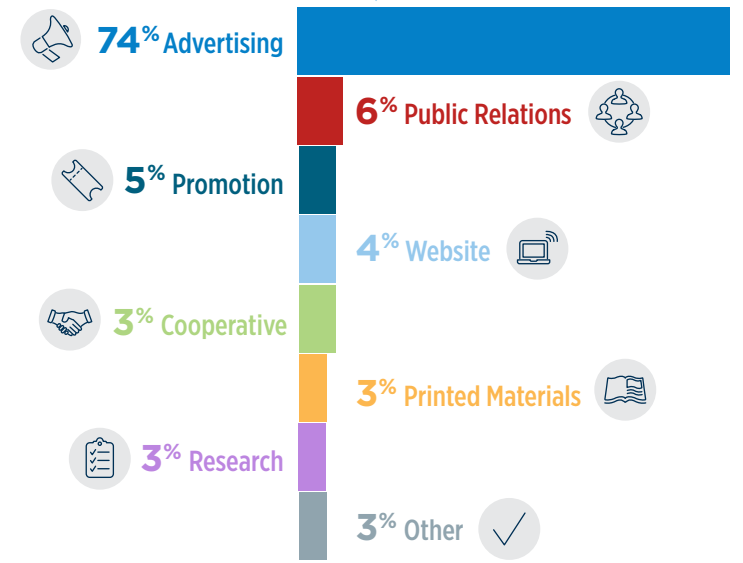


PUBLIC BOTH PRIVATE AND PUBLIC NO DATA

\* For all states with BOTH funding sources, 68.6% is Public and 31.4% is Private.

**72%** is allocated to marketing

Marketing Funding (average):  
**\$11,281,842**  
Median: \$7,604,373



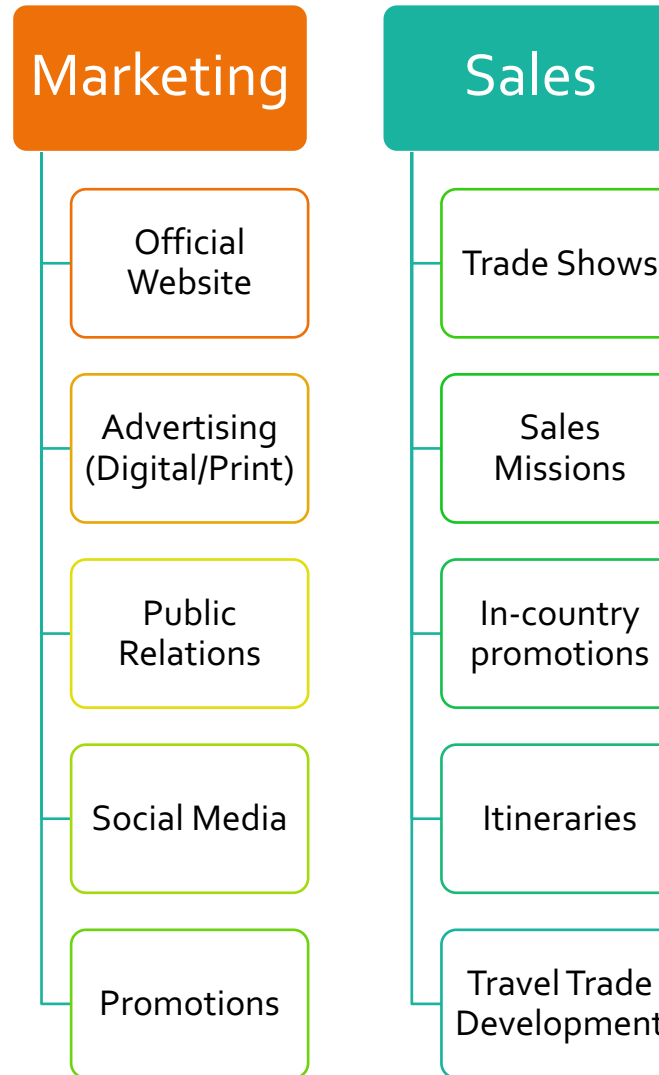
# State Tourism Offices

Typical Focus/ Functions



# State Tourism Marketing & Sales

Key Functions & Outcomes



## Additional Roles of State DMOs

### Partner Engagement

- Training, Technical Assistance, Professional Development

### Industry Outreach

- Tourism Sector Connectivity (lodging, attraction, transportation, restaurants, retail, etc.)
- Industry Partnerships: Film, Outdoor, Arts, Utilities, Business, Auto

# Other Programs & Services

Operations & Education

- Annual Industry Conference (“Governor’s” Conference)
- Industry Recognition (National Travel & Tourism Week)
- Visitor Information Centers – at major gateways
- Marketing, Product Development Grants
- Regional Travel Organizations Liaison



# Other State Tourism Entities

Support and/or partner with the  
State DMO

- **Other State Government Agencies involved in Tourism:**
  - Revenue (Collection of Hotel/Motel Tax)
  - Community Affairs (CDBG, Main Street, Hotel/Motel Tax Compliance)
  - State Parks
  - Historic Preservation
  - Economic Development
  - Transportation
  - Agriculture
- **State Associations (NGOs):**
  - Tourism Industry Association (represents all sectors)
  - Lodging Association
  - Restaurant Association
  - Attractions Association
  - CVB Association
  - Meeting Planners Association
  - Innkeepers Association
  - Craft Brewers Association

# Collaboration Opportunities

Extension as a Resource for Tourism

# Extension as a Resource for Tourism

## 5 Recommendations for Current Crisis:

1. Share Research & Information – Practical Recovery Tools
2. Facilitate Scenario Planning – Define the “What if’s”?
3. Offer Technical Assistance on Product Development
4. Help Communities Consider “Rethink + Reset” Options
5. Provide Solutions – Management, Funding, Evaluation

# Extension as a Resource for Tourism

## Specific Collaboration Opportunities:

- **Assist with training and professional development**
  - Toolkits
  - Certification Programs
  - Speaker for Webinars, Workshops and Conferences

# Extension as a Resource for Tourism

## Specific Collaboration Opportunities:

- Assist with training and professional development
  - Toolkits
  - Certification Programs
  - Speaker for Webinars, Workshops and Conferences
- **Serve on resource or product development teams**
  - Subject Expert
  - Share Relevant Case Studies, Examples

# Extension as a Resource for Tourism

## Specific Collaboration Opportunities:

- Assist with training and professional development
  - Toolkits
  - Certification Programs
  - Speaker for Webinars, Workshops and Conferences
- Serve on resource or product development teams
  - Subject Expert
  - Share Relevant Case Studies, Examples
- **Conduct primary research for local projects**
  - Trail Development
  - Market Potential
  - Resident Attitudes
  - Supplement to state research

# Extension as a Resource for Tourism

## Specific Collaboration Opportunities:

- **Assist with training and professional development**
  - Toolkits
  - Certification Programs
  - Speaker for Webinars, Workshops and Conferences
- **Serve on resource or product development teams**
  - Subject Expert
  - Share Relevant Case Studies, Examples
- **Conduct primary research for local projects**
  - Trail Development
  - Market Potential
  - Resident Attitudes
  - Supplement to state research
- **Participate in local/regional/state partner meetings**
  - (Advisory/ Ex-Officio, Official) Board Member for Association
  - Facilitate Community Stakeholder Meetings
  - Advise entities on Best Practices

# Thank You!

Cheryl Hargrove

[Cheryl@HargroveInternational.com](mailto:Cheryl@HargroveInternational.com)

202-236-3777

