



RESPONSE TO CORONONA VIRUS – COVID-19  
HCI RALLY CALLS  
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**PARTNER RALLY CALL – May 20, 2020**

**PURPOSE:**

**Preparations for resumption of business and how are you staying productive?**

**Representing:**

13 Partners on the call from 6 states  
IA, IL, MA, MO, NE, WI

**AGENDA**

**I What is being done in your community to prepare for the return of visitors?**

Most states seem to be in the midst of reopening sectors either partially or fully. As this is all new, they are also learning as they go along. Even those that have businesses opened are not seeing full activity as residents are reluctant to expose themselves completely.

Protocols seem to be becoming more and more consistent across tourism partners, though certainly not always the same.

- ❖ Sanitizing and cleanliness seem to be the most consistently focused protocol across all sectors with higher degrees and frequency of cleaning surfaces, cleaning devices used by multiple people, managing guest rooms in hotels, availability of hand sanitizers and so on.
- ❖ Group and Event capacities have remained very important with different states setting different size groups as not being allowed to congregate. This is very clear regarding stadium and sporting events as they are not open to guests yet.
- ❖ Social Distancing seems to be the next highest priority with businesses changing how they interact with customers and how customers interact with each other.
  - Use of technology is being implemented more so as to avoid contact when not really necessary.
  - Limiting people standing in lines.
  - Reducing capacities of restaurants, theaters and casinos.
  - Reducing seating on airplanes and coaches.
  - Hotels requiring reservations to use the pool; fitness rooms closed; public bathrooms closed; limited capacities in an elevator and so on.
  - Zoos trying drive through, where guests remain in their cars.

- ❖ PPE (Personal Protective Equipment) seems to be pretty universal amongst staff that are greeting visitors – masks, gloves, partitions and so on. Less universal and yet still commonly required are masks to be worn by the visitors.
- ❖ Medical Information is required by some when they require staff and sometimes guests to have their temperature taken and others that require guests to answer health related questions before entering facility.
- ❖ Vaccines requirements are still in limbo as no vaccine has been developed yet. However, it is expected that once a vaccine is developed this may be added to the safety protocols at certain places

Most of these protocols are being set by local or state government and specific to each type of business. While these government rules and advisories are considered the minimum requirements, most businesses are using them as the full basis for what they will require. Resort destinations are struggling with the conflict of the return of seasonal residents. Do they want them to return and possibly bring the virus with them? It would be important for business but is it worth the risk? How does this make the summer residents feel – certainly not too welcome – and how does that affect everyone?

The best way for our bank club directors to be informed is to call our CVB/DMO partners and just ask. Things are changing pretty regularly and it is not too safe to make any assumptions as there are so many different ways regions are trying to solve the issues. Go to the websites for updates and call personally if any questions. Emailing your partners may be better than calling as many are still working from home.

## **II What are you doing in sales and marketing?**

Mostly people have been falling back on education through Virtual Tours, TikTok videos, Zoom panels and webinars in lieu of actually coming to the destination. As staffs are reduced, the work load is increasing on those still in the offices.

## **III When are you expecting your first group tour?**

Wide range of answers from as early as end of June to September.