

Hospitality & Tourism Update

May 6, 2020

VISITFLORIDA[®]



Crisis Response



VISIT FLORIDA is the only organization solely committed to safeguarding Florida's brand perception

- > Hurricanes
- > Red Tide
- > COVID-19



VISIT FLORIDA's Mission

- Deliver visitors to Florida
- Protect Florida's tourism industry
- Help our economy and job market rebound
- Support Florida businesses and communities

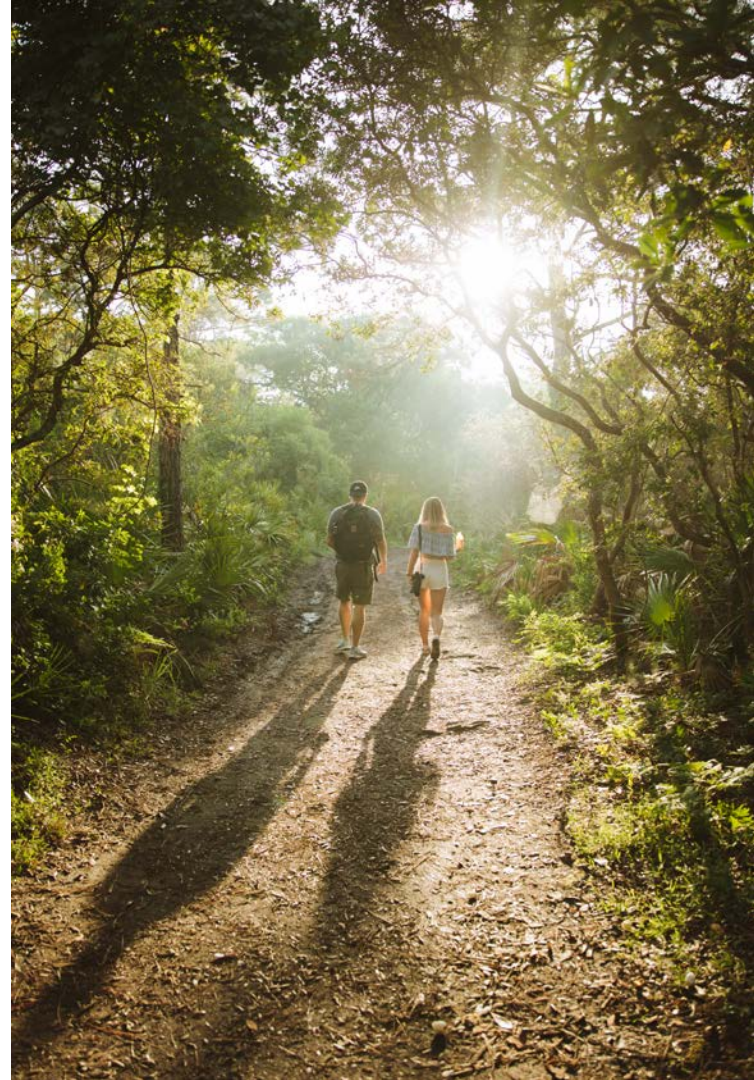


COVID-19 Recovery Plan

PHASE 1



- > Assisting with the state's emergency response
- > Travel and safety guidance
- > Gathering data
- > Social media messaging
- > Supporting industry partners



COVID-19 Recovery Plan

PHASE 2



- > In-state vacation experiences
- > Supporting local businesses
- > Invoking Florida pride
- > Social distance-friendly activities

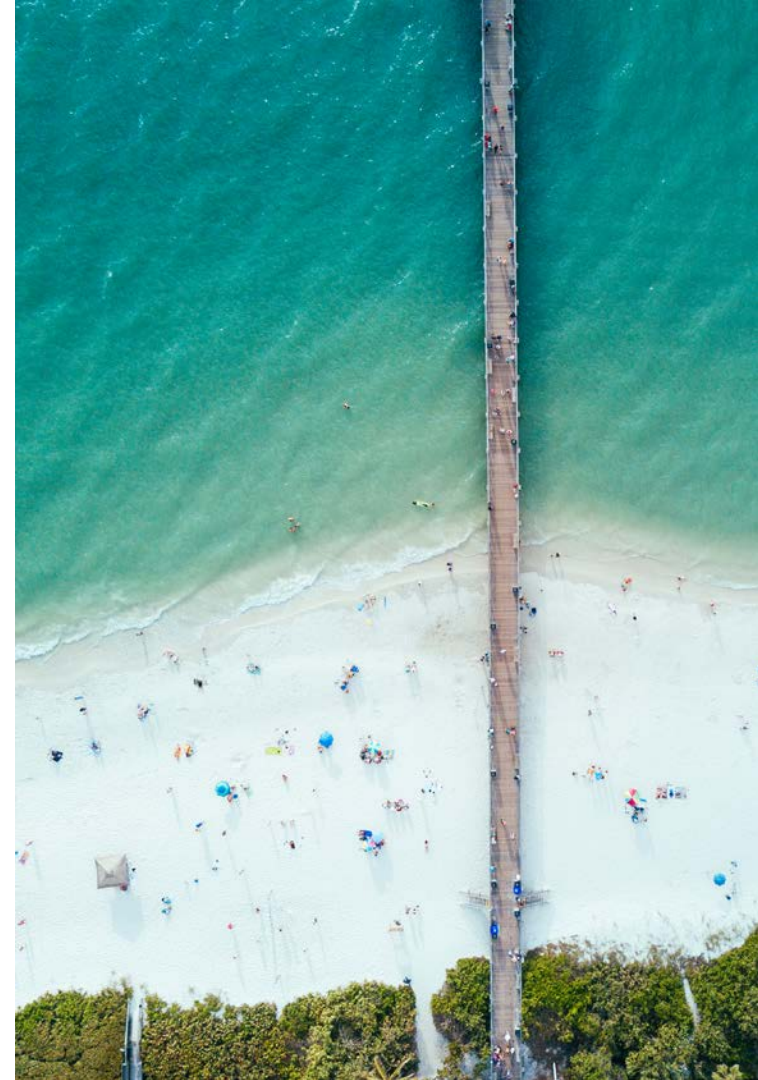


COVID-19 Recovery Plan

PHASE 3



- > Domestic and international focus
- > Data driven
- > Business partnerships
- > Rebound marketing campaign
- > Timing guided by health and policy experts

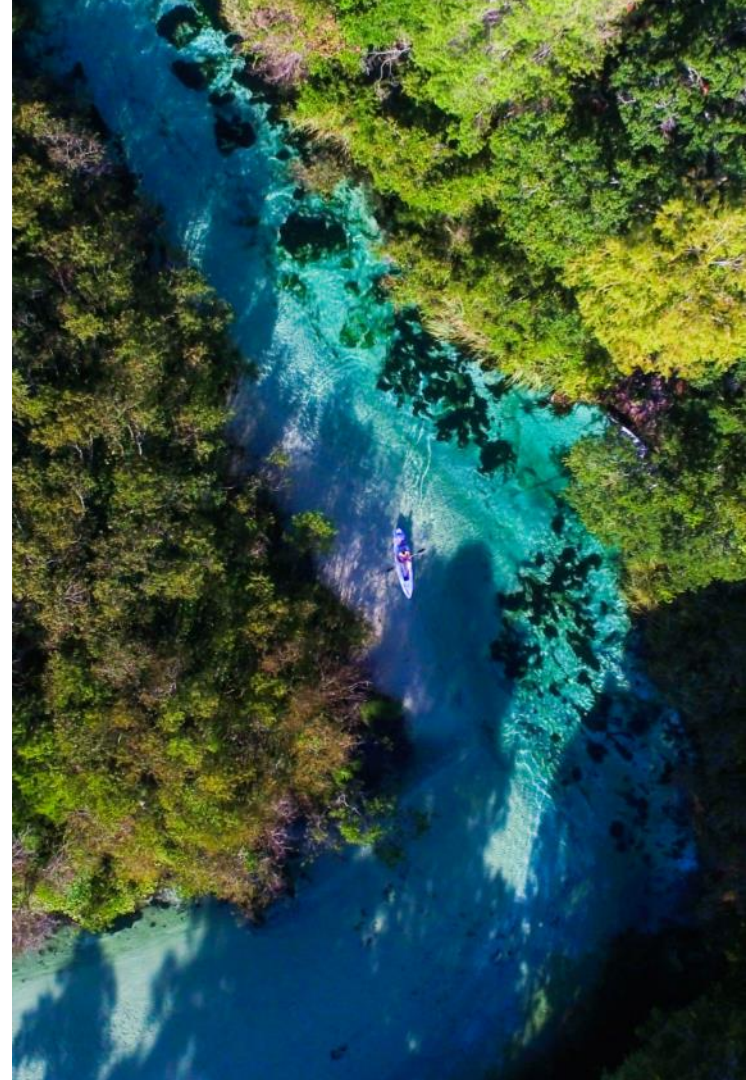


COVID-19 Recovery Plan

PHASE 4



- > Global expansion
- > Long-term planning
- > Market share gains
- > Consistent visitation from Canada, the UK,
and Latin America



RESPONSE PHASES + CONSUMER MINDSET



- These are not blanket statements about all consumers -- instead focused on the ones most likely/able to travel
- Economic considerations/factors are not yet known. This filter will be critical for how we target travelers who are able to travel
- Transitions from phase to phase will depend on behavioral triggers, health recommendations of experts and status of businesses. Fluidity is essential.



COVID-19 FL Tourism Impacts

You are here: [Home](#) > [Resources](#) > [Crisis Preparation](#) > [COVID-19 Impacts](#)

Please note that it will take several seconds for the data below to load.

COVID-19 FL TOURISM IMPACTS

UPDATED MAY 6, 2020



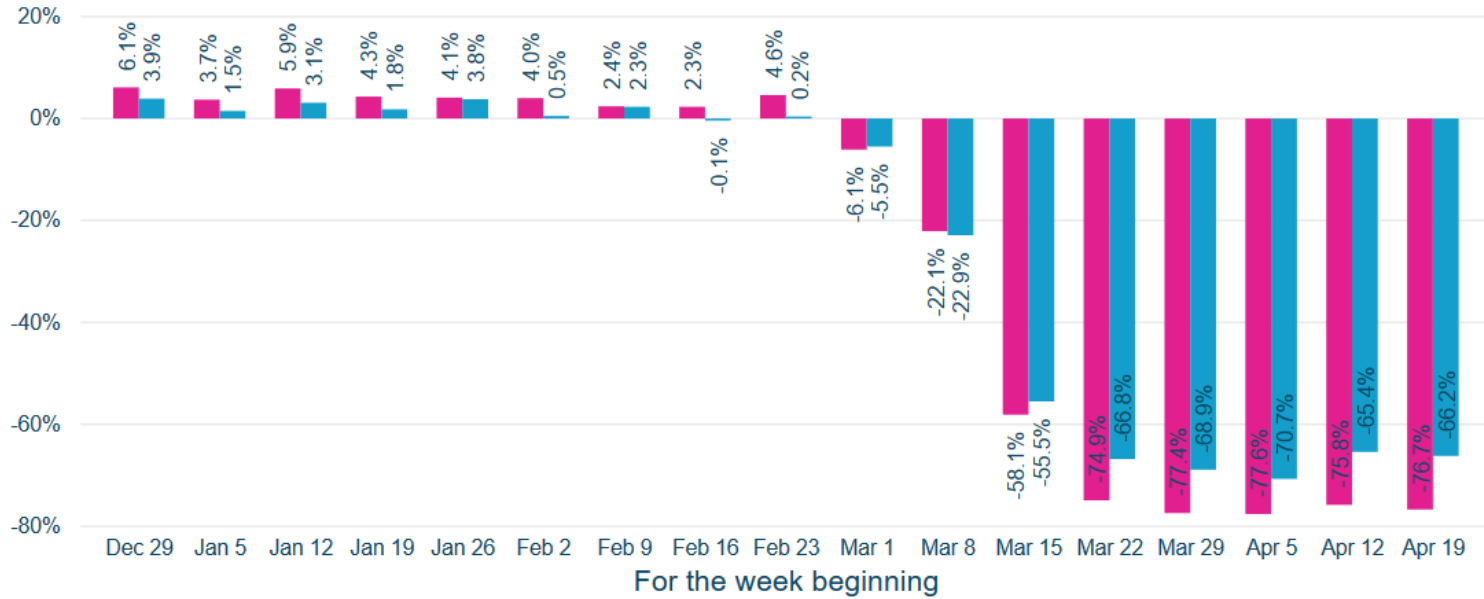
HOTEL DEMAND

The chart below shows the year-over-year change in the number of hotel room-nights sold statewide in Florida for each week since the beginning of the year. For the purposes of this chart, weeks begin on Sunday night and end on Saturday night, and the dates on the bottom axis represent the first day of the week. **This data is provided by STR, Inc.**

<https://www.VISITFLORIDA.org/covid19data>

Year-over-Year Change in Hotel Demand

● Florida ● United States

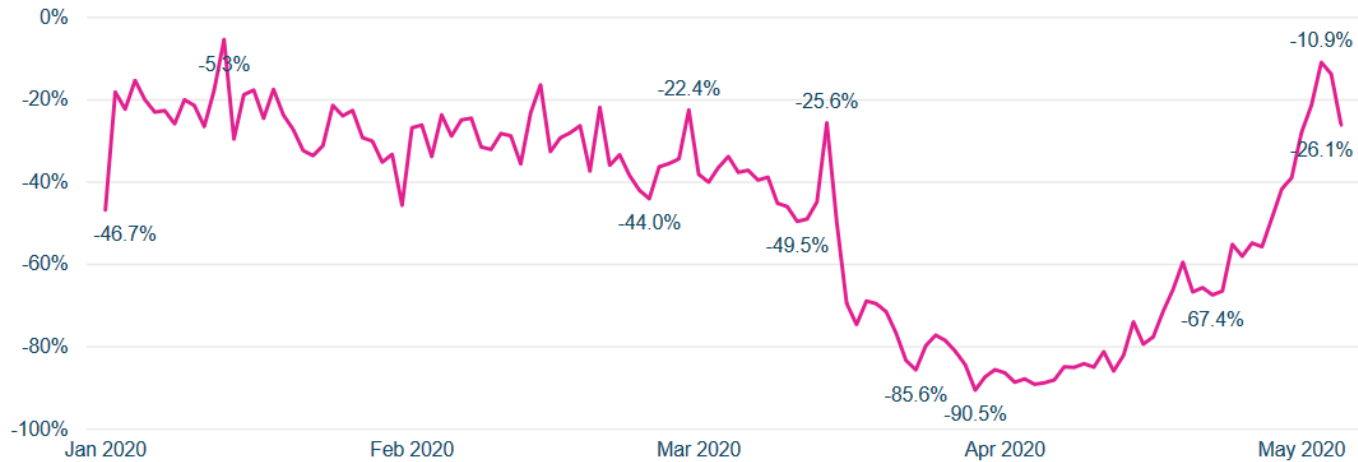


<https://www.VISITFLORIDA.org/covid19data>

YoY Change in New Vacation Rental Bookings

Select a Region by Clicking This Dropdown Menu

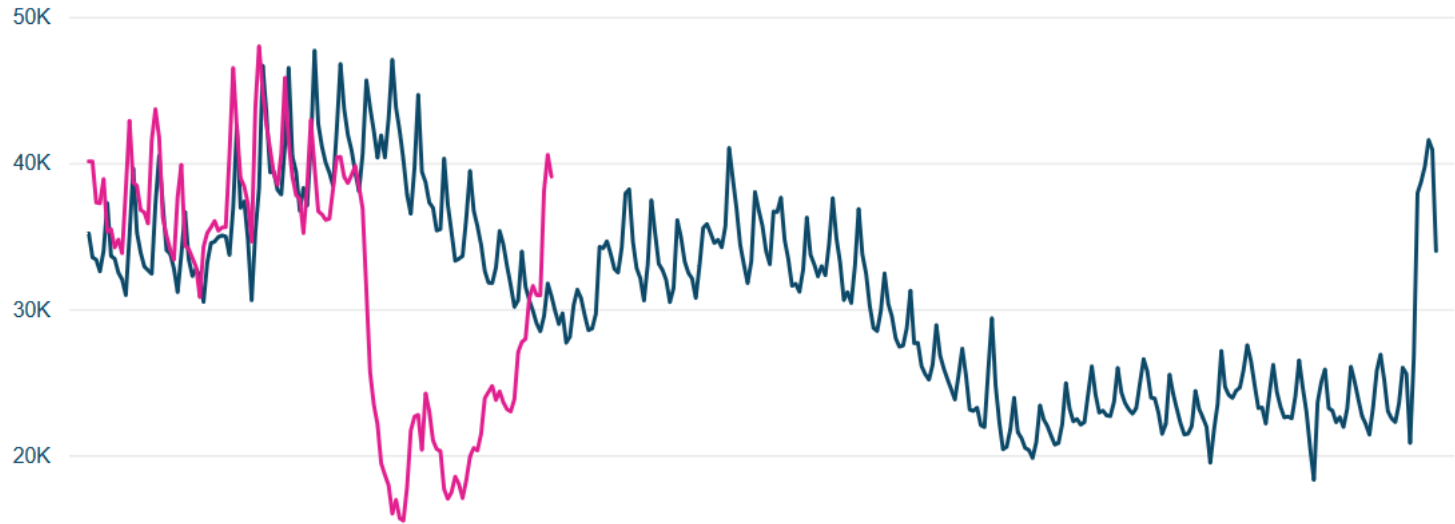
Statewide



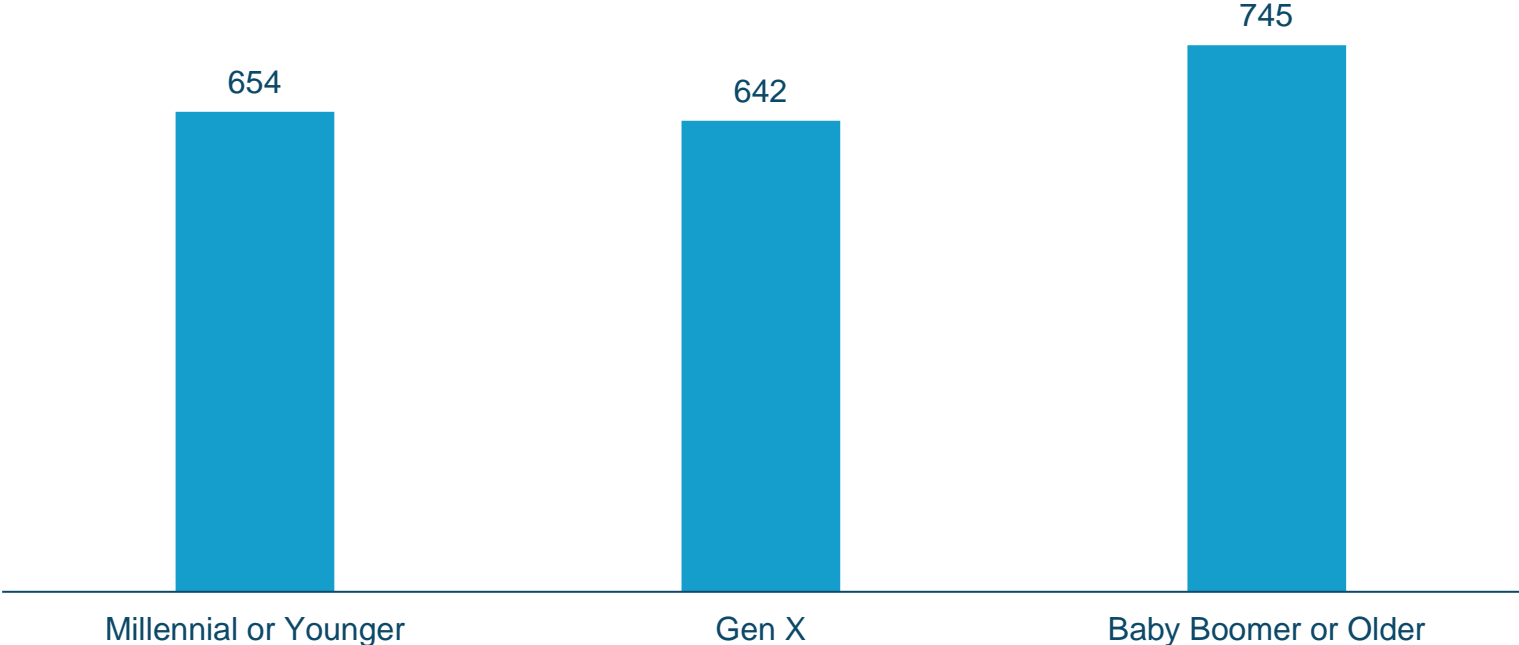
<https://www.VISITFLORIDA.org/covid19data>

VISITFLORIDA.com Website Traffic from Organic Search

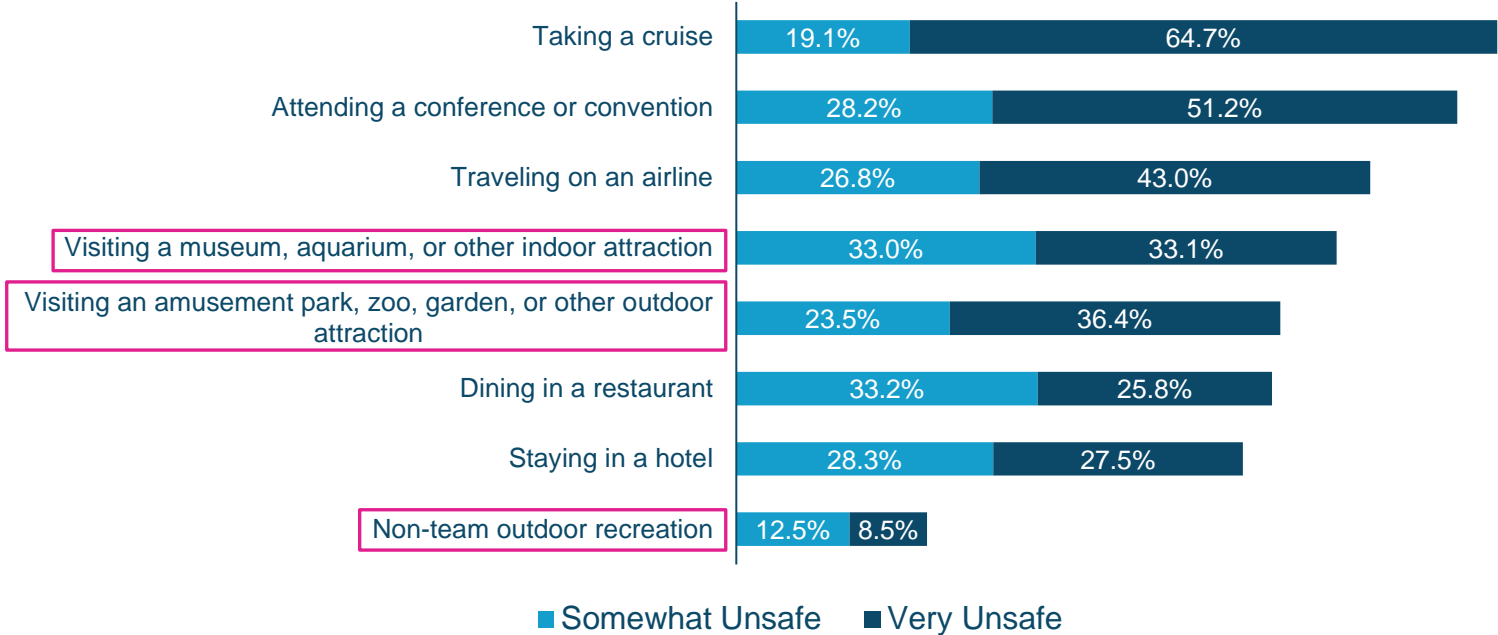
● 2019 ● 2020



Average Distance of Next Leisure Trip in Miles



Perceived Safety of Activities



Kate Chunka

Director of Industry Relations & Sales



Thank You

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