



VIRUS

According to the Johns Hopkins University Covid-19 tracker, which relies on official government data, there are 29,190,588 confirmed infections worldwide. Deaths stand at 927,245 and are expected to pass 1 million by October. **In response to the growing tally, vaccine development is in overdrive, with China leading the way.** China, the world's largest producer of vaccines, accounts for nine of the 30 vaccines currently undergoing human trials. Source: [The Guardian](#)

And why is that important [Insights Collective] ... Headlines, and conversation, are turning away from virus and towards vaccine. **The nature of tourism means we will be interacting with the widest possibly variety of people, and that may mean being side-by-side with those whose beliefs are very different from ours.** Usually those differences are beneath the surface and not at risk of interfering with our work. The best approach is to lead by example – implement and promote mask wearing and social distancing protocols.

REOPENING

The National Ski Areas Association will include social distancing requirements and face covering protocols on chairlifts, as part of their operational best practice recommendations. The effort is known as “Ski Well, Be Well.” Skiers and riders nationwide can expect to see requirements for face coverings, physical distancing protocols like line markers or one-way traffic flows and enhanced

Weekly Briefing Sheet 2020 09 16

cleaning and disinfection, especially in high-touch areas. Source: [Aspen Daily News](#)

And why is that important [Insights Collective] ... Clearly, there will be no one-size-fits-all way to run a ski resort given the challenges of COVID-19. **However, for the ski industry to focus on a return to skiing and riding, they needed to demonstrate that health and safety of our guests, staff and communities was a priority.** To review the playbook, click [here](#).

ECONOMY

A recent letter to the editor from a Denver restaurateur is making headlines – and pulling heart strings. "No industry can endure being closed for three months only to reopen to 50% capacity", the writer begins. "In the restaurant industry, we're taught to be like a swan. Under the water where no one can see, you paddle as hard as you can. Above the surface, you are graceful and composed..." The writer closes with a call to action for elected officials, **"An estimated 1 in 3 American restaurants will close by year-end without congressional support."**

Source: [Denver Post](#)

And why is that important [Insights Collective] ... The writer in the op-ed is referencing a Goldman Sachs Small Business survey, which noted small businesses have largely exhausted their federal funding and are starting to lay off workers, with many worrying about having to shut their doors for good. The research found 32% of loan recipients have already been forced to lay off employees or cut wages. **Small business owners have made their position clear — they need more legislative support and there is no time to waste.**

LODGING

Weekly Briefing Sheet 2020 09 16

The Four Seasons at Walt Disney World has a solution to remote learning: schoolcation. The Orlando, Florida property is offering supervised schoolwork sessions, so kids can log onto school and get help with homework while parents enjoy a vacation. The service costs an extra \$50 per child for a half-day and \$100 for a full day, which includes a lunch and recess time. Source: [CNBC](#)

And why is that important [Insights Collective] ... Just like Ski School in the mountains, Mom and Dad sometimes need a break. **This is a smart pivot that looks to be profitable.** So far, Four Seasons has children signed up for five different dates beginning this week. They have also received requests for private one-on-one tutoring. Four Seasons is not the only resort catering to families' unique needs during the pandemic. Great Wolf Lodge in the Pocono Mountains in Pennsylvania has its own schoolcation version - going by the tagline "Howl 'N Learn".

NEW REALITIES

Traditional vacation destinations have seen a major influx of affluent people relocating to wait out the pandemic. But now as summer vacation season has ended, many families realize that working from home and attending school online can be done anywhere with an internet connection. Source: [Henry J Kaiser Family Foundation](#)

And why is that important [Insights Collective] ... Increases in demand could strain or overwhelm resort town infrastructure: from doctor availability to having an appropriate number of teachers in the school system. **Resorts should be mindful that new year-round residents will have expectations for resource availability like what they have had in their previous hometown.** Proactive destination leaders that build consensus and welcome these new types of visitor-residents will reap rewards. The effort from Vail Valley Partnership serves as an example of what the industry can accomplish: [here](#)

Weekly Briefing Sheet 2020 09 16

The COVID-19 Briefing Sheet is a weekly distribution of Insights Collective, an industry Think Tank focused on leading resorts and destinations through the New Realities of management, marketing, and positioning. It is made possible by contribution from other civic minded organizations including Red Sky Travel Insurance.

For white-label permissions, or to add your logo to the masthead and distribute to your partners, please contact Brian London, (850) 559 – 0012. London Tourism Publications, Post Office Box 40849, Jacksonville, Florida 32203. BLondon@LondonTourismPublications.com

Insights Collective – Pandemic Economic Think Tank



Chris Cares
Managing Director
RRC Associates



Tom Foley
SVP Business Process & Analytics
Intopia



Ralf Garrison
Principal & Founder
The Advisory Group



Carl Ribado
President & Chief Strategist
SMG Consulting



Jesse True
President
True Mountain Consulting



Barb Taylor-Carpender
Owner
Tailored Alliances



Brian London
President & CEO
London Tourism Publications



Susan Rubin-Stewart
Travel Industry & Call Center Strategist
SRS Consulting



Jane Babilon
Leisure Travel Specialist
