

# Weekly Briefing Sheet 2020 10 7

INSIGHTS COLLECTIVE  
Pandemic Economics Think Tank



## VIRUS

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According to the Johns Hopkins University Covid-19 tracker ([here](#)), which relies on official government data, there are 35,865, 117 confirmed infections worldwide. Deaths stand at 1,050,821 and are expected to pass 2 million ([NPR](#)) by the end of the year. In response to the growing tally, more than 150 vaccines are in development across the world. Ten of those are in phase 3 trials, the final step before becoming publicly available. Source: [National Geographic](#)

**And why is that important [Insights Collective] ...** Focus returns to counting cases as Donald Trump becomes the most famous individual to contract the virus. **It is believed that colder weather will be a major driver for the future uptick, especially among destinations without mask protocols or social distancing mandates.** There is no guarantee that a vaccine in phase 3 will make it to market, nor is there an agreed upon timetable for when it will come to market.

## REOPENING

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Nevada has given event spaces the greenlight to host conferences, conventions, trade shows, and professional seminars with as many as 1,000 attendees. Requirements to reopen include having the ability to separate an event's attendees into rooms holding no more than 250 individuals or 50% capacity, depending on whichever is less. Event planners are also required to submit a "Large Gathering Venue COVID-19 Preparedness & Safety Plan" to local health authorities prior to the gathering. Reopening guidelines: [here](#)

**And why is that important [Insights Collective] ...** The 23-pages of reopening guidelines from the state of Nevada is required reading. We know from industry research that travelers want to be assured that protocols are being implemented

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(and followed) - and the laundry list from Nevada is as good as any we've seen. You can take their version and implement those which make sense to deploy locally or gather stakeholders and review the document together. Even Las Vegas Sands [tested the convention center safety plan](#) with their own mock event.

**Understanding the reopening guidelines is the best next step we can take to ensure a total reopening of the economy.**

## ECONOMY

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A Federal Court ruled against President Trump's Work Visa Ban. The preliminary injunction should clear the path for up to 8,000 J-1 workers to fill jobs at many of the country's 470 ski areas this winter. In total, foreign guest workers make up between 5% and 10% of the workforce at U.S. ski resorts. Source: [Reason, Denver Post](#)

**And why is that important [Insights Collective] ...** According to an NSAA report released in July, just over half of 202 U.S. ski resorts polled said they had trouble hiring a full workforce during the 2019-2020 winter season, and an average of 44 jobs went unfilled. The report said 27% of ski areas were understaffed in the summer, and an average of 21 jobs went unfilled. **While there are certain to be more appeals in the future, the latest injunction is a win for the industry.**

## LODGING

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Google has confirmed that travelers perceive vacation rentals as safer, easier to practice social distancing (than hotels). The data also found travelers are uncertain about properties are open or closed. Google's response has been to change its user interface to emphasize cancellation policies for bookings and is working with partners to highlight any details of their hygiene initiatives. Google also created a specific search page for vacation rentals where previously it was blended with other accommodation types. Source: [PhocusWire](#)

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**And why is that important [Insights Collective] ...** As length of stay increases among the traveling public, vacation rentals are as popular as ever. Google's response confirms the strength of the sector and makes life easier for those looking to book. **Vacation rental managers can do their part by keeping their listings updated and highlighting details of their hygiene initiatives.**

## NEW REALITIES

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The flow of skiers through Colorado's regional airports remains unclear even as the first flakes fly in the Colorado hills. Airlines seem resigned to the fact that business travel will not soon rebound, so they appear to be relying on leisure travel to sustain them through the pandemic. And that reliance is translating into airlines negotiating with airports feeding destinations like ski areas. Source: [Colorado Sun](#)

**And why is that important [Insights Collective] ...** Flexibility is key if resorts, and airlines, are to accommodate coronavirus-wary travelers. **While no one knows for sure what demand will be like, resort communities don't want an airline abandoning a route.** Another area of flexibility has airlines waiting until 45 days or less before announcing flight schedules. For example, United is still building service schedules into resort communities for November, barely six weeks from now.

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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.

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