



VIRUS

MIT has developed software that can recognize if a cough is from a Covid-19 positive, asymptomatic individual. The software is highly accurate in early tests. After the team trained its model on tens of thousands of cough and dialog samples, the technology recognized 98.5 percent of coughs from people with confirmed Covid-19 cases. It identified 100 percent of people who were ostensibly asymptomatic, too. Source: [Tech Crunch](#)

And why is that important [Insights Collective] ... Asymptomatic spread of the virus is a huge contributor to the pandemic, but of course if there are no symptoms, how can anyone tell they should isolate or get a test? This isn't a theoretical exercise. Scientists are developing a "user-friendly" app that could be used as a prescreening tool for the virus. **You might only have to cough into your phone each day to determine if it's safe for you to head outside or register for the industry conference with 500 of your closest friends.**

REOPENING

France and Germany have enacted a new lockdown, lasting 4-weeks. Under the French lockdown, people will need a certificate to move around. Non-essential businesses, restaurants and bars will be closed. Schools and workplaces will remain open, and care homes visits will be allowed. German restaurants, bars and clubs will also be closed, People residing in Germany are advised to stay home, avoid travel and keep their contacts to an absolute minimum. Source: [CNN](#)

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And why is that important [Insights Collective] ... the UK soon followed France and Germany for their second lockdown. The new restrictions ban all leisure travel both within the UK and overseas. The guidance says: “Overnight stays and holidays away from primary residences will not be allowed. This includes holidays abroad and in the UK. It also means you cannot stay in a second home, if you own one, or stay with anyone you do not live with or are in a support bubble with.” **If the lockdowns in Europe prove effective, and if virus continues to spread in the U.S., and if Joe Biden is elected to be next president, the U.S. should prepare itself for additional lockdowns.**

ECONOMY

The deadline is looming for Rhode Island tourism businesses to apply for \$20 million in state grant CARES Act money. The fund was established to curb the closing of businesses and nonprofits struggling from the coronavirus, and government restrictions meant to stop the spread. Some restrictions apply, however, a hotel seeking funds must have at least 200 rooms. Hotel with less than 200 rooms can apply for a different program, Restore RI, that offers \$30,000 grants. Source: [Providence Journal](#)

And why is that important [Insights Collective] ... When the Senate returns to work next week, the highest priority will be negotiating a new economic stimulus package. **But the Senate needs to be nudged to get this critical aid enacted.** Be sure to reach out to your Senators to encourage them to support an economic stimulus package that includes the key priorities for resort communities: expanding eligibility for the Paycheck Protection Program, expanded aid to state and local governments, and extended unemployment benefits.

LODGING

A letter to the editor is drawing attention in Rancho Mirage, California. The writer describes short-term vacation rentals as an unsupervised, mini motel in a residential neighborhood. Ouch. The Rancho Mirage City Council could decide

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November 5 whether to prohibit short-term rental motels in public neighborhoods. The writer takes council to task for having previously attempted to solve the problems rentals create, “yet the disturbances continue”. And closing with, “It is time for the City Council to end this decade-old, failed experiment and restore our neighborhoods to their residential use.” Source: [Desert Sun](#)

And why is that important [Insights Collective] ... It’s difficult to make the case that tourism is worth supporting when residents feel tourism leads to a decrease in their quality of life. A resident sentiment feedback process could have mitigated the escalation of this issue, and **the sooner our industry stops thinking that resident concerns are “not our problem” - the better.**

NEW REALITIES

A Destination Stewardship Plan for Big Sur is wrapping up and will soon be presented to county officials for approval. The report establishes a vision for the increasingly popular visitor destination, defined as, “To protect and preserve the rugged, scenic, natural beauty of Big Sur and its cultural heritage, benefit the local economy, and foster a welcoming and sustainable community for generations to come.” Source: [Monterey Herald](#) / 129-page PDF: [here](#)

And why is that important [Insights Collective] ... Destination Stewardship is the new name for Strategic Planning. California is leading the industry on this front, having developed a framework and distribution guide for in-state destination organizations to follow ([here](#)). The plan from Big Sur represents the latest evolution of this type of plan. **If you’re looking for BOLD solutions to complex problems, the Big Sur document includes them.**

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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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