

Meghan McCalley

To: Carol Everhart
Subject: RE: COVID-19 Updates and Resources

From: Delaware Tourism Office <Visit.Delaware@delaware.gov>
Date: October 9, 2020 at 7:25:09 AM EDT
To: Carol Everhart <Carol@beach-fun.com>
Subject: COVID-19 Updates and Resources
Reply-To: Visit.Delaware@delaware.gov



Greetings:
Please see below for updated information:

DE Relief Grants Round 2 portal remains open

View more information at <https://business.delaware.gov/relief>

Governor Carney creates workforce development program for a Rapid Workforce Training and Redeployment Training Initiative to assist Delaware workers who have lost jobs and income due to the COVID-19 crisis. Information for job seekers and employers can be found at <https://www.forwarddelaware.com>.

Webinar invites:

The Future of the Motorcoach Industry with Peter Pantuso, President and CEO of the American Bus Association
Wednesday, October 14, 2020

2:00 p.m. – 3:00 p.m.

Register at https://us02web.zoom.us/webinar/register/WN_pKQ_RzWXSioPc4BliYi7tg

Insights, Updates and Trends on the Sport Tourism Industry with President & CEO of Sports ETA (the national sport tourism organization) and guest panelists

Thursday, October 15, 2020

1:30 p.m. - 2:30 p.m.

Register at https://us02web.zoom.us/webinar/register/WN_KmOoH_ndTsiaaSo1jG4Jag

*New

Tourism Marketing Data and Insights

Wednesday, October 28, 2020

9:30 a.m. - 10:15 a.m.

We will be sharing updated local and national data as well as ideas for marketing during the late fall/early winter months during COVID-19.

Register at https://us02web.zoom.us/webinar/register/WN_hIQ8RJc4TUKniUskrjepng

New data and trends:

According to Tourism Economics, on a national level travel spending grew by 5% last week, resulting in the greatest non-holiday-assisted increase since June. For the week of 10/3, they began to see a small decline in travel spending for Delaware. Their findings state that winter resort “outdoor sport” destinations are picking up in spending vs. beach destinations.

It is important to promote to travelers about how they can spend time in Delaware for late fall and early winter.

They're interested in places to:

- Get away from home but still have access to work remotely/virtual school
- Stay outdoors as much as possible (promoting areas for outdoor sport/recreation in Delaware during colder months)
- Spend the holidays in a safe environment
- Ex. Booking a hotel room with a Thanksgiving dinner from a local restaurant delivered to their room
- Ex. Holiday shopping in boutiques with private shopping hours. Reserved times to shop alone in the store

Marketing Updates:

We're in full swing of promoting the fall season!

What's new at your location? Travelers want to know! Do you have fall themed tours, special menu items, unique beverages? How about outdoor dining by a fire pit? Share with Visit.Delaware@delaware.gov how your business is promoting/celebrating fall. We will re-share with the travelers!

Submit events to VisitDelaware.com at <https://www.visitdelaware.com/industry/submit-an-event>

Submit deals to VisitDelaware.com at <https://www.visitdelaware.com/industry/add-a-coupon>

Find all the materials needed to switch from Summer Safely to Explore Safely below:

Explore Safely signage, flyers, online media graphics at <https://www.visitdelaware.com/industry/covid-19-in-delaware/explore-safely/>

Know Before You Go and Go-to guide PDFs and online media graphics at <https://www.visitdelaware.com/industry/covid-19-in-delaware/know-before-you-go-messaging>

Make sure to register for the **FREE Tourism Marketing Portal**. Marketing experts update information weekly with tips on strategies. <https://delaware.tourismbusinessmarketing.com> Use promo code DiscoverDE.

You can also submit a question in the portal. As a reminder, the experts at Miles Partnership are constantly updating the information and answering questions.

Thank you,
Delaware Tourism Office Team