

DOMESTIC TOURISM

*Travel
Recovery
Starts at
Home*



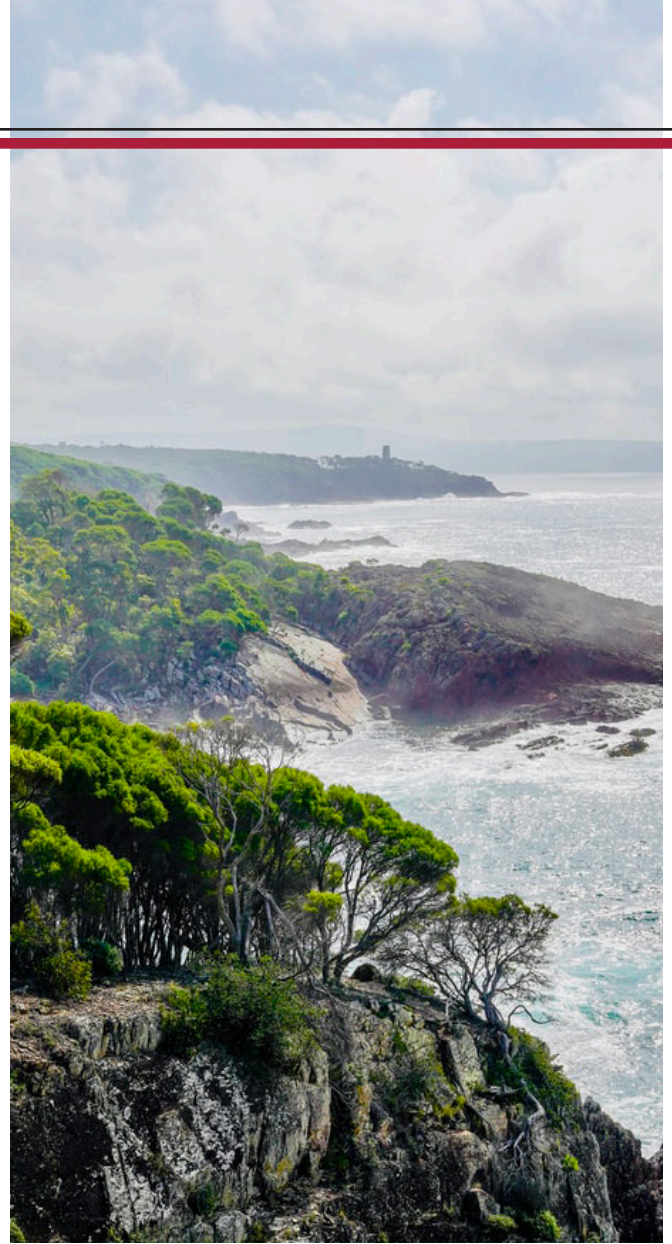
September 2020

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INTRODUCTION

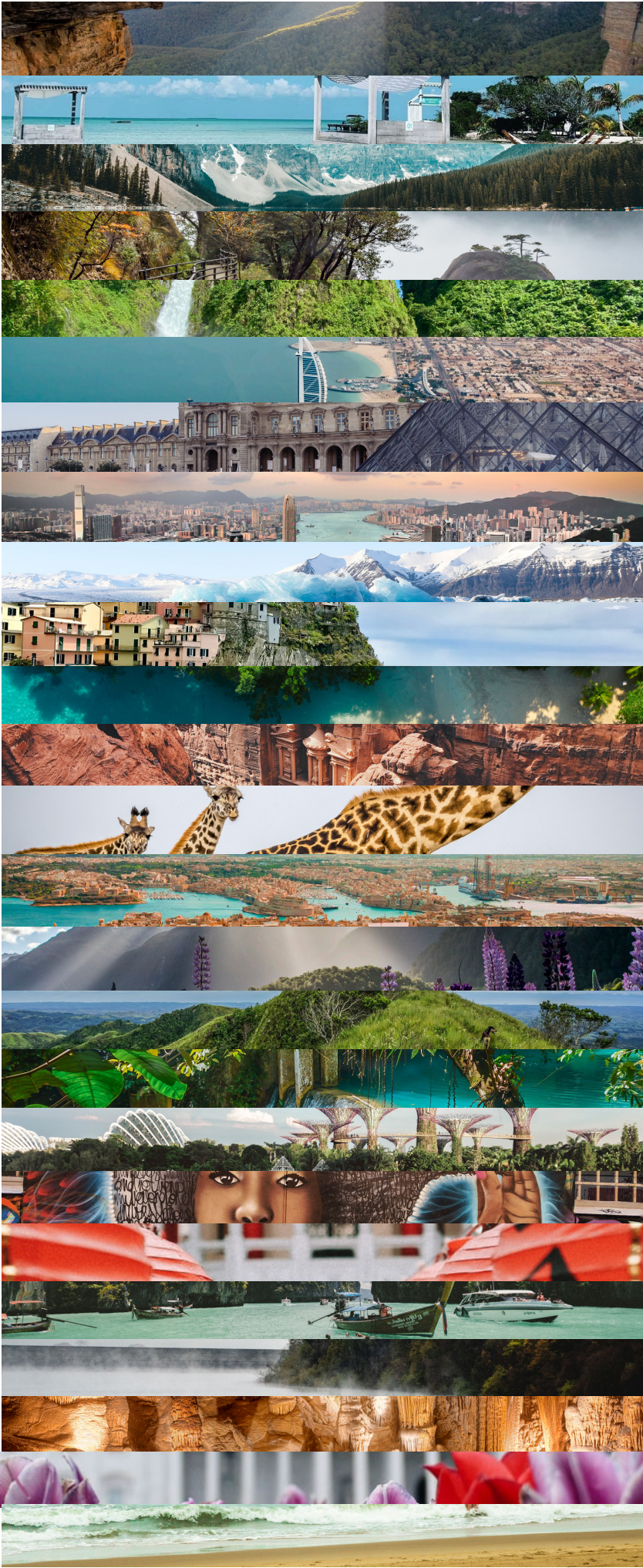
As travel restrictions around the world remain in flux, the impact of the global pandemic on tourism and hospitality continues to weigh heavy. Since lockdown restrictions have begun to ease to varying degrees, domestic tourism is returning faster than international tourism and is proving to be the critical lifeline for the global travel industry's recovery.

Given that pre-Covid, domestic tourism was already six times international tourist arrivals and accounted for nine billion domestic trips ([UNWTO, 2020](#)), the domestic market is poised to help destinations recover while safeguarding jobs and protecting livelihoods until international travel returns.



Seizing the opportunity, domestic tourism initiatives have been creative and agile to be able to address the ever-changing dynamics presented by this extraordinary crisis.

This report produced by Finn Partners' global travel team highlights some of these innovative initiatives already being rolled out globally, in hope that it will inspire us and shed some light on the way forward.

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DEBBIE FLYNN

GLOBAL TRAVEL
PRACTICE LEADER,
FINN PARTNERS

Since lockdown restrictions have begun to ease to varying degrees, domestic tourism is returning faster than international tourism. In recent months, we have been forced to reset life's priorities. The passion to travel and explore is inherent in us all and there is no doubt that our inner wanderlust will be what drives us to discover overseas lands once again. In the meantime, discovering our own countries is more important than ever to protect the travel industry. By locals demonstrating how much they enjoy the world on their doorstep, they are leading the way for their countries to open up to the rest of the world.





AUSTRALIA

Launched this September, Destination New South Wales has been reminding Sydneysiders why it's the most visited state in the country with 15 new itineraries, under the campaign **"playcation"**. From luxury hotels, to the city's best restaurants, top shopping spots and day spas – there are a host of themes to choose from, encouraging those in the city to make time for play and book an overnight stay.

"Our **Sydney Playcation** itineraries are a shout out to locals to come and show the city some love. The world-class experiences and venues that are so integral to the fabric of Sydney are still here and these businesses need our support," said Steve Cox, Destination NSW Chief Executive Officer.

Australian carrier Qantas' has also launched a seven-hour sightseeing "flight to nowhere" departing and landing right back at Sydney Domestic Airport and designed for the domestic market to experience the country from the air. Dubbed the "Great Southern Land" scenic flight, the airline promises domestic passengers picturesque views and low-level flybys over Australian destinations across Queensland, the Northern Territory and New South Wales including the Great Barrier Reef, Uluru, Kata Tjuta, Byron Bay and the Sydney Harbour.



BELIZE

In a destination that is heavily reliant on tourism, the Belize Tourism Board has recognised the importance of gradually and safely reopening its tourism product by encouraging Belizeans to travel domestically again, and for them to do so, new measures have been introduced to ensure consumer confidence.

To achieve this, the Belize Tourism Board has created the **Tourism Gold Standard Recognition Programme** for domestic tourism product in the country.

For hotels to meet the Gold Standard, they have to provide all amenities to reduce the need for guests to leave the property and minimise opportunities for guest interaction. The amenities also required hotels to offer pick-up/drop-off services; access to a restaurant on property and have a pool or access to beach

front. The tourist board has also created a list of Gold Standard tour operators, all of which have been trained to implement enhanced health and safety protocols.

Karen Bevans, director of the Belize Tourism Board said: "Belize's number one priority is making sure cleanliness and hygiene measures are in place. The hotels will arrange for local culture, food and entertainment to be offered on property, thereby still providing that opportunity to experience the destination and 'live like a local'.

The new **Tourism Gold Standard Recognition Programme** represents a new level of commitment to the domestic tourism industry that will provide assurance to Belizeans and our tourism dependent communities that Belize has taken every measure to offer a safe, comfortable environment for all."



CANADA

Canadian tourism association partners have seen revenue drops of at least 60% while hotels have seen a drop of between 70 – 90% since March 2020. To drive domestic tourism over the next 18 months, Destination Canada committed \$30 million of their international tourism budget to domestic tourism. The investment was matched by provincial marketing organisations, bringing the total to \$60 million. Ben Cowan-Dewar, Board Chair of Destination Canada commented; “now more than ever, Destination Canada’s collaboration with the industry will support a timely restart and strengthen our ability to build demand for the fall, winter and beyond.” Campaign activity included promoting domestic travel through print advertising and social media campaigns.

These investments manifested in numerous ways. New Brunswick announced a \$3 million rebate program to cover up to 20% of the expenses incurred by Canadians exploring the province. The ***‘Explore NB Travel Incentive Program’*** encourages local residents to explore New Brunswick in 2020. Participants submitting claims are eligible for a 20% rebate on a maximum of \$1,000 of eligible expenses.





CHINA

In China, domestic tourism recovery kicked off as early as March. China's biggest online travel platform, Ctrip, took the first step to launch a travel revival campaign, uniting over 100 destinations and 10,000 travel operators to raise a recovery fund of RMB 1 billion to promote domestic travel. Tapping into the exploding popularity of live streaming and influencer marketing, the company rolled out the BOSS Live Streaming infotainment show featuring their co-founder James Liang, who has since travelled to almost 30 cities to introduce travel products through entertaining content and presell packages, resulting in a revenue of over RMB 1.1 billion (over 146 million USD) so far. With the special administrative zone Macao starting to open borders to Mainland Chinese travellers in September, Liang has been invited to make a special appearance to boost travel during the upcoming Golden Week holiday.

To revive local tourism, the country celebrated the 10th China Tourism Day in May under the theme of ***"Love Travel, Love Life"***. Trade shows and street stunts took place in many provinces. Popular travel destinations such as Zhejiang went so far as to give away subsidies (in the format of red packets) as much as RMB 220 million (over 32 million USD) to encourage consumption.

Particular travel operators also launched packages in response to market trends. With pet-keeping being a fast-growing trend in China in recent years, Six Senses Qing Cheng Mountain introduced Pet-cation for travellers to visit with their four-legged family members.



The island of Dominica in the Caribbean is no stranger to resilience and recovery following the devastation left behind after Hurricane Maria in 2017.

Following the complete lockdown implemented during the peak of the coronavirus pandemic, the Discover Dominica Authority has launched its **“Experience Dominica Staycation 2020”** initiative to provide Dominicans with opportunities to experience local tourism products and services through reduced rates and attractive packages. This is with the aim of stimulating revenue through domestic tourism and allowing stringent testing of health and safety protocols in preparation for international arrivals from source markets.

To reach domestic travellers from the wider Caribbean, Dominica has announced its participation in the **CARICOM Travel Bubble** which will position the island as an attractive destination

for neighbouring Caribbean islands. The bubble comprises eight other islands: Anguilla, Montserrat, St Kitts and Nevis, Grenada, St Lucia, Barbados, St Vincent and the Grenadines, Antigua and Barbuda.

Colin Piper, Director of Tourism and Deputy Coordinator for the reopening of borders said: “The travel bubble enable travellers from nations that have effectively tackled the spread of the COVID-19 virus to visit Dominica more easily. The CARICOM Travel Bubble will allow greater ability and flexibility in making plans to book a trip. We anticipate that with this newfound freedom, Dominica will welcome many visitors from within the CARICOM Travel Bubble who have heard about the beauty of Dominica but are yet to experience it.” A host of hotels and tour providers have adapted their packages to offer staycation getaways that encourage locals and neighbouring Caribbean islanders to experience the Nature Island like never before.



DUBAI

Dubai reopened the city to domestic tourism in May and since then local tourism and hospitality sectors have seen a rapid rebound driven by a multi-phase roadmap, implemented by the Dubai Department of Tourism and Commerce Marketing.

Rekindling the domestic tourism market was a key element of the recovery plan. Dubai hotels created staycation packages for the domestic market to meet pent-up demand for travel. From an early stage of the reopening, beach hotels registered occupancy rates of above 80% over the weekends. Hotels continue to offer a range of staycation deals to UAE residents ranging from discounts on room rates and F&B to family entertainment offerings.

“We have been greatly encouraged by the market’s response in the current second phase of our recovery strategy, which was activated along with the gradual resumption of economic sectors, as well as the staggered and tentative restart of travel across the world,” said Helal Saeed Almarri, Director General of Dubai Tourism.





FRANCE

Priding itself on being the most visited country in the world, France had high hopes of beating its tourism records this year, prior to the pandemic. Instead, the country has hatched plans of investing €18m (£15.9m) in domestic tourism to help it recover.

As part of these plans, the national government has offered a range of incentives for domestic visitors to spend money, such as expanding the programme under which employees receive vouchers to spend at restaurants. As part of this nationwide publicity, a campaign was launched called **#CetÉtéJeVisiteLaFrance (this summer I am visiting France)** to encourage French nationals to rediscover the country. Social media users were asked to share photos and videos of their French holidays using the hashtag. Since its launch, there have been more than 132,000 posts.

Following the announcement of the new national strategy, French regions, departments and cities have backed the campaign by creating other local incentives in support of it with variations on the main themes of local, slow and safe travel.

For example, the Tarn Department, located east of Toulouse, developed a series of discounts with local accommodation providers and eateries. The department of Haute-Garonne developed a support package of €3.5 million (\$3.95 million) including a gift card for local residents who can be reimbursed as much as €31 if they visit at least three of its 270 tourism partners, including restaurants, hotels, and attractions.

Stéphane Villain, president of ADN Tourism, an association of French tourism boards created in March 2020 said, “the 9 million who usually go abroad are going to rediscover France.”

Pascale Fontenel-Personne, a National Assembly representative from Sarthe who co-chairs the legislature’s tourism advisory committee, said “Tourism is essential for the economy in France. That economy has previously been based on tourism in large masses and many have focused on foreign visitors. We must build a new foundation. The tourism of proximity is the future.”



In June 2020, the Hong Kong Tourism Board (HKTB) launched its ***"Holiday at Home"*** campaign, with the aim of encouraging Hongkongers to be a tourist in their own city and rediscover the beauty of Hong Kong from a new perspective.

HKTB Chairman Dr YK Pang said: "Due to the continued stringent travel restrictions and quarantine measures implemented by the Hong Kong Government and other governments around the world, the number of visitor arrivals to Hong Kong remains at a very low level. Provisional data show only around 8,100 arrivals in May, nearly a 100% decrease year on year. The HKTB's strategy to revive Hong Kong tourism has begun by revitalising the local market. By encouraging local tourism, we hope to rebuild the city's vibrant atmosphere and give the world a positive impression so that visitors will feel confident about coming to Hong Kong again."

The two elements of the ***"Holiday at Home"*** campaign include:

- Insiders' Guides: more than 100 recommended points of interest, many of which are lesser-known venues and activities
- A One-stop Dining, Shopping and Entertainment Offer Platform with over 10,000 offers from across the territory

HKTB will also take the annual Hong Kong Wine & Dine Festival online for the first time in its 11-year history. An interactive hub focusing on food and wine, this year's festival will feature a virtual marketplace for wine merchants to showcase their wares along with special discounts. Industry experts from food critics to chefs and sommeliers will be hosting a series of interactive live tasting sessions and talks. Locals will be able to purchase pre-packaged ingredients from select restaurants and join in virtual cooking classes to learn how to recreate signature dishes and plating. The festival will also highlight virtual tours as well as themed activities locals can partake in various districts.



ICELAND

Before the pandemic, only around 1 in 10 Icelanders travelled for leisure in their own country, despite being a famed 'bucket list' destination and popular with Europeans and Americans alike. In contrast to the growth of tourism in Iceland in recent years, this April there were just 924 international arrivals, down from 120k the previous year and the lowest since 1961. With a quarantine in place for international arrivals and very low cases of coronavirus, life in Iceland was relatively normal, just very quiet without the tourists that are drawn to Iceland each year meaning that tourism businesses were really suffering.

To help boost the maligned tourism sector, the Icelandic Government has launched a domestic tourism programme where every Icelander over the age of 18, around 250,000 people, receives **a voucher worth 5,000 ISK** (\$36USD) that can be spent at a range of tourism businesses including museums, attractions, restaurants, camp sites, tours, car rentals and hotels. These digital vouchers, transferrable between family and friends, cost the treasury around

1.25 billion ISK (\$9mUSD) and tourism companies with a base in Iceland can accept up to 20k vouchers worth 100m ISK (\$7kUSD).

Presented as an opportunity for Icelanders to explore their own country during a very quiet summer, the Tourism Minister Þórdís Kolbrún R. Gylfadóttir acknowledged that the scheme will "not change whether companies live or die", rather that it is "first and foremost a symbolic operation" to support smaller tourism businesses.

Sigríður Dögg Guðmundsdóttir, head of the Icelandic tourist board Visit Iceland commented that the increase in domestic travel has been one of the few positives to be taken from the pandemic: "All of a sudden, we are travelling through our own country in larger numbers than before. And at the same time, we are discovering what tourism has brought in terms of services and infrastructure. It's good that we value our country more and get to remind ourselves how special it is."



The **'Bonus Vacanze'**, translated as the 'Holiday Bonus' is an initiative introduced by the Italian government to boost domestic tourism in Italy and encourage Italians to discover the magic of their own country.

The **'Holiday Bonus'** is a monetary incentive, introduced under the Italian government's new 'Decreto Rilancio' (Relaunch Decree), whereby low-income households can claim up to 500 EUR to use towards a holiday in Italy this year. The government has set aside 2.4 billion EUR for households earning less than 40,000 EUR a year, in the hope that Italians will opt to travel around Italy, as opposed to holidaying abroad.

Hotels provide 80% of the bonus by discounting their prices for eligible guests

(and claiming it back as a tax credit), while holidaymakers claim the remaining 20% as a tax deduction. Families can apply for up to 500 EUR, while couples are eligible for 300 EUR and individuals for 150 EUR. The scheme began on 1st July 2020 and will continue until the end of the year. The government has also offered tax breaks for all accommodation providers, including hotels, B&Bs, campsites and beach resorts while bars and restaurants with outdoor seating are exempt from paying occupancy taxes until the end of the year.

Italy's tourism sector accounts for nearly 15% of the Italian economy and whilst all sectors of the economy have suffered, Italy's Tourism Minister, Dario Franceschini commented that "tourism has paid the highest price".



JAMAICA

Tourism is the lifeblood of Jamaica, accounting for over 50% of the country's total foreign exchange earnings and providing a quarter of all jobs. The Jamaica Tourist Board recognised that to generate revenue for the sector and the many tourism businesses on the island, encouraging Jamaicans to safely enjoy the island with their friends and family was a priority in light of the COVID-19 pandemic. As part of the island's phased reopening approach, the Jamaica Tourist Board launched the **Rediscover Jamaica** programme, to encourage Jamaicans to taste, see, feel and enjoy the country's tourism product. The campaign was officially launched on 22nd July, to coincide with the summer season when Jamaicans traditionally take day trips around the destination. The tourist board worked with more than 100 tourism partners to offer discounts and products of up to 50% off so that Jamaicans can

enjoy the tourism product right on their doorstep. Hotels and resorts such as Rockhouse and Skylark Negril offered 50% off for Jamaican residents, with these promotions running into the autumn period to drive visitation and hotel stays over a long-term period. Attractions, restaurants and transportation companies also ran discounted rates for Jamaicans.

"Travellers from around the world come to our island for a complete vacation experience and we are lucky to call it home," said Donovan White, Jamaica's Director of Tourism. "We are excited to welcome our residents with the assurance that their vacation in Jamaica will be full of unforgettable moments. This is an excellent time for Jamaicans to experience and rediscover the beauty and rhythm of home."



JORDAN

The Tourism Ministry's efforts and a campaign titled ***"Travel inside your country"*** by the Royal Society for the Conservation of Nature's (RSCN) have offered Jordanians a chance to explore the Kingdom's attractions.

The Ministry of Tourism and Antiquities together with the Jordan Tourism Board launched a campaign titled ***"Urdun Jannah"***, aimed at promoting a "unique" experience that suits each and every visitor. In light of the pandemic's adverse effects on Jordan's tourism industry, the promotion of popular destinations in the country has been vital for plugging the gap in tourism revenues due to the drop in the number of international tourists.

One feature of the campaign focused on raising awareness among Jordanians about the natural features of their country, the traditions of local communities and the key reserves of the Kingdom, in addition to its landscapes and terrains.





Kenya's tourism industry, once largely sustained by international visitors, has repositioned itself to appeal to the domestic marketplace in the face of COVID-19. The hospitality industry has offered discounts to spur local tourism and many citizens are getting a chance to experience the country's famed attractions and experiences. In its effort to boost tourism and encourage visitation to its national parks, The Kenya Wildlife Service has **reduced its park entry fees** to all its national parks, reserves, and sanctuaries by 50% for local residence effective from 1 July, for one year. Najib Balala, Cabinet Secretary for Tourism and Wildlife, called on Kenyans to "take advantage of the affordable park entry fees to sample the beauty of Kenya's flora and fauna."

Hotels have also cut their nightly rates with Nairobi's Villa Rosa Kempinski reducing its prices by 40% and as a result has experienced a surge in local staycationers. The Fig Tree Camp in the Maasai Mara, which is under Mada Hotels, has offered attractive rates in efforts to promote local tourism as the sector recovers from the effects of the pandemic. "Following the COVID-19 outbreak, it is now a Kenyans for Kenyans affair. The little we get will keep us going. It is time to join hands and save the sector from collapse," said Acting Manager George ole Kuluo.



As an archipelago reliant on tourism, Malta introduced a **voucher scheme** to provide all residents over the age of 16 years old with 100 EUR in five 20 EUR vouchers to spend at bars, hotels and restaurants which have suffered from the collapse of tourism.

Prime Minister Robert Abela made the announcement in June. Four of the five vouchers must be allocated to establishments licensed by Malta Tourism Authority and the remaining voucher can be spent at businesses that were forced to close during lockdown including hairdressers, barbers and beauticians.



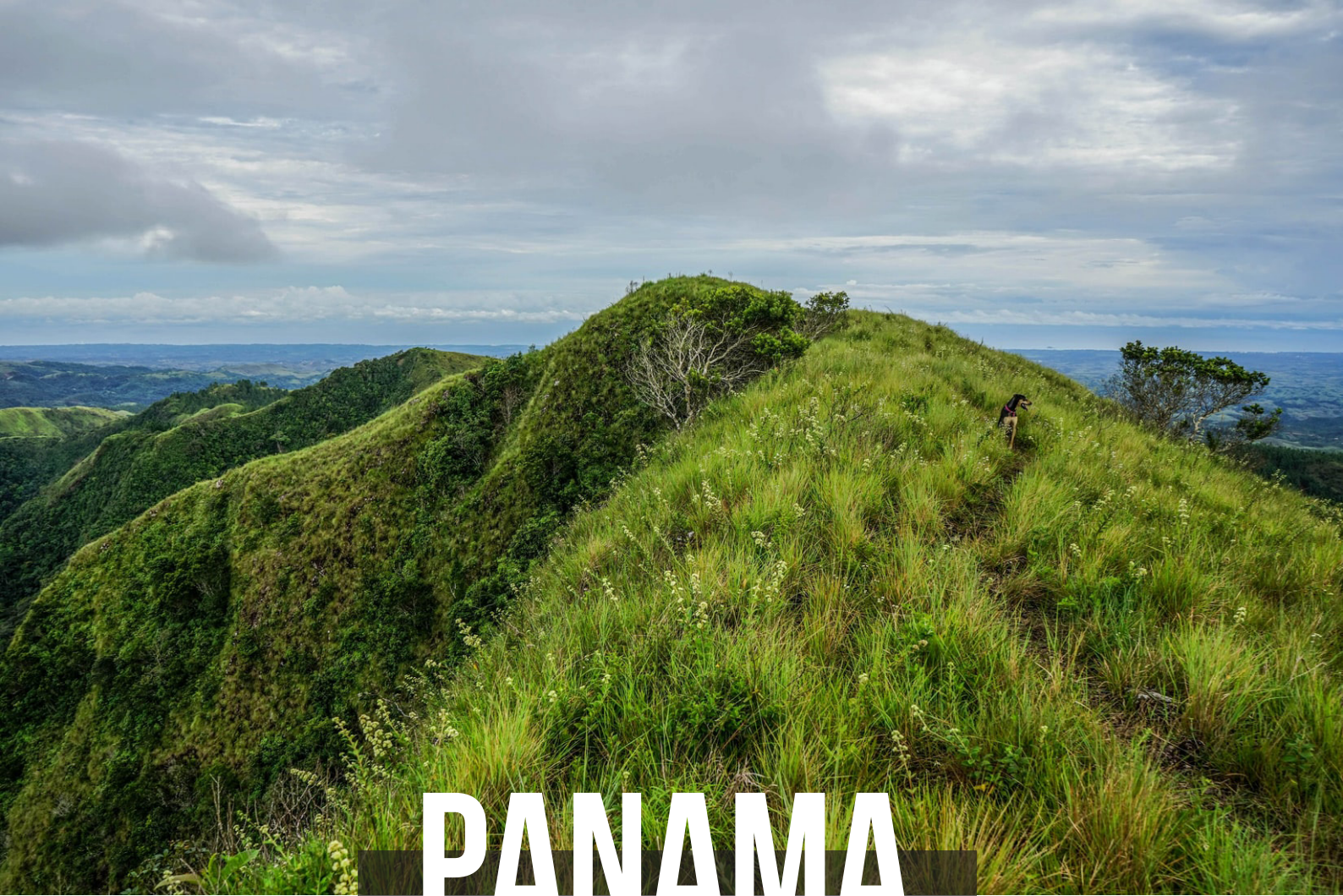


Launched in May 2020, the ***“Do Something New, New Zealand”*** campaign launched as part of an ongoing stream of work from Tourism New Zealand that encourages domestic tourism. It will continue across the year with the aim of helping drive demand to the tourism sector right across New Zealand. As part of the campaign the government has urged Kiwis to visit the sites popular with the nation’s nearly 4 million annual foreign tourists, like the rugged Milford Sound in the South Island.

New Zealand’s prime minister Jacinda Ardern even encouraged employers to consider a four-day working week and other flexible working options as a way to boost tourism.

Air New Zealand also increased its school holiday schedule to 90% of its pre-coronavirus levels. The airline offered 1,000 more one-way flights during the fortnight than it did during the last school holiday break in July, including more than 73,000 seats available in and out of Queenstown alone.





PANAMA

The ***“Panama Por Naturaleza” (Panama By Nature)*** campaign invited Panamanians to “reconnect with their essence” through nature. The campaign aims to promote a series of values with which Panamanians associate themselves: adventurers by nature, creatives by nature, and so on.

“Our general strategy focuses on nature and ecotourism over other activities. We must reach that small group of travellers who may be venturing first. Those who are perhaps going to be more willing to travel in this first stage are the younger generation, the most adventurous, who are more interested in open spaces, outdoors and nature,” said Iván Eskildsen, Minister of Tourism for Panama.





PHILIPPINES

The Philippines had set its sights on culinary tourism in recent years but the pandemic forced the country to focus efforts closer to home. Earlier this year, with the country in various stages of lockdowns, the country's Department of Tourism (DOT) introduced an e-commerce platform (www.phharvestdot.com), connecting residents to local small farmers and producers. It has been a win/win for both sides providing farmers with vital business and residents with fresh produce delivered to their doorsteps.

"As we reboot the economy, we have called upon Filipinos to 'buy Filipino'," says Tourism Secretary Bernadette Romulo-Puyat.

The DOT has brought back its popular food and travel festival **"Kain Na" (Let's Eat!)** by staging it online. The "virtual" celebration kicked off this month has given the public a chance to enjoy it

from the comfort of their homes. The festival will be followed by a series of webinars and virtual tours highlighting the country's diverse food culture.

Moreover, the online learning modules will also offer much needed e-commerce training for the food and farm tourism stakeholders and small business owners.

"The Filipinos' love for food never wavered nor waned, even during the pandemic, but it all the more fuelled our appetite and cravings," says Romulo-Puyat, who urged residents to "partake of our local cuisine, agriculture produce, food and beverage products. Every sip and every bite will help our farmers and food tourism stakeholders recover from this pandemic."



SINGAPORE

The Singapore Tourism Board (STB) has launched its *“SingapoRediscovers”* campaign, a series of marketing initiatives to combat the decline of tourism revenue. Worth US\$33 million, this campaign is said to be the largest marketing drive introduced in Singapore to boost local demand.

Programmes of the campaign include “Dance to a new beat,” a dance performance by artists from the Singapore Dance Theatre at landmark attraction sites with background score provided by the Singapore Symphony Orchestra; *“TravelThrowback”*, a campaign encouraging Instagram users around Southeast Asia to share their travel moments through a customised Instagram effect available on STB’s Instagram page and a cover of 60s classic “Singapore Town” where locals have attempted to re-enact tourism experiences at home.

STB has also launched partnerships with travel platform Klook to support curated promotions for products and experiences to boost spending; food supplier Prima Taste has reminded locals that food brings people together as well as additional partnerships with Mastercard and Visa.



Through a multi-stakeholder partnership, the Tourism Business Council of South Africa (TBCSA), launched a tourism and hospitality industry application, **Opus4business** App. The new app is aiding the reopening of the industry by training business owners on the implementation of the COVID-19 tourism protocols to help tourism businesses and restaurants reopen. Travellers have been invited to download the app to keep track of safe environments and it can be used by domestic tourists now and international tourists once international borders open on 1st October.

Johannesburg has also launched a tourism campaign to promote the **City of Gold - The "Welcome2Joburg - A City Reimagined"** has been founded to inform and educate Joburgers on how to be great Johannesburg ambassadors, promote the city, enhance a Joburg visitor experience and

ensure that they go home with great memories. Local Joburgers have been asked to become the city's ambassadors and help to make a visitor's day by being "helpful, courteous and friendly" and "showing them the city's rich culture, heritage, leisure and lifestyle attractions, and activities". The ambassador programme aims to contribute to Johannesburg's economy and ultimately create jobs.

"What COVID-19 has done is press the reset button and we all have to recalibrate - so domestic tourism is going to be the bread and butter," said Sisa Ntshona, CEO of South African Tourism. "The key issue here is that tourism is going to come back. But it is going to come back slowly like anywhere else around the world. It's all about gaining confidence and trust."



TAIWAN

As part of Taiwan's incentives to drive domestic tourism, the **'Triple Stimulus Voucher'** has been launched, enabling Taiwanese citizens to purchase an envelope of vouchers worth a total of NT \$3,000 (US\$101) for a third of the price (NT\$1,000). The vouchers can be used in all shops and attractions across the destination in order to stimulate domestic travel.

Taiwan also announced free admissions to amusement parks for children under the age of 19 years old throughout July and August as well as free entry to all national parks.






THAILAND

With close to 2.5 million foreigners working in Thailand, the Tourism Authority of Thailand (TAT) has strategically targeted this segment who traditionally may not be spending tourism dollars in the country. A recent event, *Expat Travel Deal 2020*, was held in Bangkok showcasing travel products and services from North, Central, South, East and Northeast regions of Thailand, each with its own travel agencies to provide customised travel plans. Demonstrating the richness of the Thai culture, visitors were able to experience local arts and crating skills including ceramic bead bracelets, Thai reed mats, tourism-related talk sessions, and so forth.

Mr. Yuthasak Supasorn, Governor of TAT, said, “Thailand has a large expatriate population many of whom have strong links with the kingdom and who express great love for Thailand and its people. TAT and our strategic partners would like to encourage expats to travel further afield and to discover some of the Amazing Thailand experiences that can be enjoyed in every corner of the country.”





Following the easing of lockdown restrictions, VisitEngland, along with the other tourist organisations of Great Britain and Northern Ireland and the UK government, have launched a new industry standard mark **“We’re Good To Go”** as a way of supporting tourism businesses and providing reassurance to visitors. With the **“We’re Good To Go”** logo being clearly visible in tourism business, attractions and hotels across the country, the campaign has gone a long way towards boosting consumer confidence and is set to continue with Visit England’s “Escape the Everyday” campaign. Launched in September the campaign will continue to promote businesses and destinations across the country. Organised across three themes – Discovery, Freedom to Explore and Treat Yourself – the initiative showcases all that the UK has to offer, from vibrant cities to coastal retreats and one-of-a-kind country escapes.

As domestic tourism continues to boom, UK National Parks have joined together asking visitors to respect the environment and follow the existing Countryside Code of “Respect, Protect, Enjoy”. Additions to the messaging in light of the increase in domestic tourism include:

- **Respect other people** – consider the local community, follow paths, and leaves gates and properties as you found them
- **Protect the natural environment** – leave no trace of your visit, take all your litter home, keep dogs under control and avoid BBQs
- **Enjoy the outdoors** – plan ahead and check what facilities are open and follow the advice and local signs and obey social distancing measures



The U.S Travel Association estimated that domestic travel spending will drop by 40%, from \$927 billion to \$583 billion in 2020 because of the COVID-19 pandemic. To encourage Americans to think about their future travels and explore the U.S when the time is right, the U.S Travel Association launched the **'Let's Go There'** campaign, a national initiative of over 75 businesses and organisations, including many of the most recognisable U.S brands from both within and outside the travel sector. Brands involved in the initiative include Delta, Disney, American Express, the Las Vegas Convention and Visitors Authority (LVCVA), Visit California, VISA and American Airlines.

Research during the development of the campaign found that 97% of respondents say having a trip planned makes them happier, while 82% reported it makes them “moderately” or “significantly” happier. In addition, 71% reported feeling greater levels of energy when they had a trip planned in the next six months.

Through a major marketing and communications campaign, the **'Let's Go There'** coalition shared these facts with Americans across the country, encouraging them to put plans in the calendar for a trip in the future. The campaign leads with a straightforward message; when the time is right to travel again, we will be ready to welcome you back.



ADDITIONAL US EXAMPLES

WASHINGTON DC

On 1st October Destination D.C will launch its *Stay Local DC* campaign which has been designed to target those living within the region and encourage them to be tourists in their own backyard. The campaign will include ideas for safe, outdoor activities plus discounts to local businesses.



VIRGINIA BEACH, VIRGINIA

Virginia Beach's ***"Surf, Sand and Study"*** programme has launched this month and encourages families to plan a learning vacation during Virginia Beach's fall and winter off-season. To capitalise on the flexibility that remote learning and work-from-home arrangements afford, the programme will make it easy for travellers to explore the destination's rich American Revolutionary history, abundance of outdoor adventures from beaches, aquatic adventures, hiking and biking, and unique educational opportunities at parks, museums and the arts in a series of safe, engaging and socially distance experiences.

With exclusive destination offers on accommodations, attractions and activities available through March 2021 via a downloadable passport and a supplemental distance learning guide, parents can create an educational, inspiring escape filled with teachable moments.

"The ***Surf, Sand & Study*** initiative is ideal for staycations and flexible work-from-home situations. It lets families experience remote learning in a beautiful and accessible outdoor classroom in a highly affordable, safe and hassle-free way," said Tiffany M. Russell, VP, Marketing & Communications, Virginia Beach Convention & Visitor Bureau. "We feel as if we are returning lost vacations to people who have been cooped up all summer with this great opportunity to enjoy family learning in a unique coastal environment."



AND FINALLY...

James Wallman

Bestselling author of *Time And How To Spend It* and *Stuffocation* and founding member of the World Experience Organization (WYO)

“As this bumpy up-down ride on the ‘corona coaster’ rumbles on, we need to remind people of the evidence-based truth that experiences give more happiness than things. Especially the sort of designed, thought-through experiences that are more likely to help people switch off their devices and forget Covid and deadlines and work; the sort of experiences that catapult them into the now, giving them memories to cherish and stories to tell. If we design better experiences with domestic tourists in mind, we’ll be more than ready for when the international travellers come back.”



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THE FINN PARTNERS' *TRAVEL PRACTICE*

The FINN Partners Global Travel Practice consists of top PR pros in Destination Marketing, Hospitality, Aviation and Cruise, Culinary, Health and Wellness, Design, Economic Development, MICE, Trade Representation, Crisis Management, Promotions, Activations and Special Events.

Our 100+ person group spans the globe with offices in the United States, the United Kingdom and Asia. Our team is unrivalled for the creativity, execution and bottom-line results by which we measure our success. Our deep industry knowledge and skill sets put us in a unique position to develop thoughtfully conceived strategies to elevate client brands for immediate recognition and long-term success. As a one-stop, seamlessly integrated global shop, FINN Partners can fully service clients with synergistic teams providing multi-tiered, 360-degree campaigns regardless of international borders.

For more information please contact:

Debbie Flynn, Global Travel Practice Leader,
+44 7802 247 702
Debbie.flynn@finnpartners.com

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