Crisis Response

VISIT FLORIDA is the only organization solely committed to safeguarding Florida’s brand perception:
- Hurricanes
- Red Tide
- COVID-19
HOSPITALITY & TOURISM UPDATE

VISIT FLORIDA’s Mission

▷ Deliver visitors to Florida
▷ Protect Florida’s tourism industry
▷ Help our economy and job market rebound
▷ Support Florida businesses and communities
COVID-19 Recovery Plan

PHASE 1

- Assisting with the state’s emergency response
- Travel and safety guidance
- Gathering data
- Social media messaging
- Supporting industry partners
COVID-19 Recovery Plan

PHASE 2

- In-state vacation experiences
- Supporting local businesses
- Invoking Florida pride
- Social distance-friendly activities
COVID-19 Recovery Plan

PHASE 3

- Domestic and international focus
- Data driven
- Business partnerships
- Rebound marketing campaign
- Timing guided by health and policy experts
COVID-19 Recovery Plan

PHASE 4

- Global expansion
- Long-term planning
- Market share gains
- Consistent visitation from Canada, the UK, and Latin America
RESPONSE PHASES + CONSUMER MINDSET

During Crisis
Safety = Home

Restrictions Ease
Uncertain, Risk-averse

New “Normal”
Strong Travel Considerations

Covid Contained
Travel-ready

- These are not blanket statements about all consumers -- instead focused on the ones most likely/able to travel
- Economic considerations/factors are not yet known. This filter will be critical for how we target travelers who are able to travel
- Transitions from phase to phase will depend on behavioral triggers, health recommendations of experts and status of businesses. Fluidity is essential.
COVID-19 FL Tourism Impacts

Please note that it will take several seconds for the data below to load.

COVID-19 FL TOURISM IMPACTS

UPDATED MAY 6, 2020

HOTEL DEMAND

The chart below shows the year-over-year change in the number of hotel room-nights sold statewide in Florida for each week since the beginning of the year. For the purposes of this chart, weeks begin on Sunday night and end on Saturday night, and the dates on the bottom axis represent the first day of the week. This data is provided by STR, Inc.
https://www.VISITFLORIDA.org/covid19data

Year-over-Year Change in Hotel Demand

For the week beginning
YoY Change in New Vacation Rental Bookings

Select a Region by Clicking This Dropdown Menu

- Statewide
Average Distance of Next Leisure Trip in Miles

- Millennial or Younger: 654 miles
- Gen X: 642 miles
- Baby Boomer or Older: 745 miles

Source: Destination Analysts
Taking a cruise: 19.1% Somewhat Unsafe, 64.7% Very Unsafe
Attending a conference or convention: 28.2% Somewhat Unsafe, 51.2% Very Unsafe
Traveling on an airline: 26.8% Somewhat Unsafe, 43.0% Very Unsafe
Visiting a museum, aquarium, or other indoor attraction: 33.0% Somewhat Unsafe, 33.1% Very Unsafe
Visiting an amusement park, zoo, garden, or other outdoor attraction: 23.5% Somewhat Unsafe, 36.4% Very Unsafe
Dining in a restaurant: 33.2% Somewhat Unsafe, 25.8% Very Unsafe
Staying in a hotel: 28.3% Somewhat Unsafe, 27.5% Very Unsafe
Non-team outdoor recreation: 12.5% Somewhat Unsafe, 8.5% Very Unsafe

Source: Destination Analysts
Thank You