TOURISM IN THE COVID-19 ERA
May 28, 2020
The PWCVB

• Is a 501(c)(6) responsible for marketing and selling Providence as a leisure destination, Providence and Warwick as a meeting and convention hub, and all of Rhode Island as a premiere place for sporting events

• In FY19, 242 meetings, conventions and sporting events booked by the PWCVB took place, resulting in:
  • $74.3 million in direct spending
  • 111,844 hotel room nights booked
  • 193,528 people attending events
What is Direct Spending?

• Room revenue
• Catering
• Dining in restaurants
• Shopping
• Parking
• Transportation
• Business services
• Convention Center rental fees
Projected Losses March 11- November 1

• $48.5 million in total losses of direct spend revenue
  • $33.3 million in cancelled business
  • $15.2 million in business postponed to other years (2021-24)
  • $40 million of the total impact is in the City of Providence

• Does not include weddings and special events
  • Just a sampling of five hotels yielded a projected $7.6 million loss

• Total losses will depend on re-opening of the RI Convention Center and rules for the gathering of groups
Hotels, Hotels, Hotels

• Travel came to a standstill forcing widespread room cancellations
• Colleges and universities cancelled graduations
• RI Convention Center being turned into a hospital means events are cancelled until at least mid-fall
• Limitations of groups of more than 50 forced cancellations of weddings, small meetings and other business;
• Ongoing debate of when most people will be able to move leaves hotels with no solid idea of when visitors might start coming back
• Developing and implementing sanitation guidelines add further costs
How Do We Develop a Recovery Strategy?

• Safety – Travelers have indicated that safety is the most important
  • Detail sanitization practices
  • “Staycations” and drive-market travel will come back first
  • Small group experiences

• Value – Faltering economy will impact travel budgets
  • Packaging hotel stays, dining options and other experiences together at one price
  • Free activities – small events, walking tours, boat cruises, etc.
  • Outdoor activities – bike trails, kayaks, farmer’s markets, etc.
How Does Providence Maintain Its Brand?

- **Culinary**
  - Revive Providence Restaurant Weeks in a new way
  - Develop more cooking classes and opportunities to interact with chefs
  - Promote takeout, delivery and outdoor dining
    - Use spaces creatively

- **Arts & Culture**
  - Smaller performances
  - Mural and outdoor tours
  - Working with arts organizations to provide them more opportunities for hotel packaging

**TOURISM IN THE COVID-19 ERA**
May 13, 2020
The Bright Side

• Pent Up Demand
• The Drive Market
  • 20 percent of the US population lives within 300 miles of Rhode Island
• Perception of Safety
• Sports
  • Will be the first piece to come back
• Meetings and Conventions
  • Robust calendar for 2021
  • Meeting planners book 2-5 years in advance