



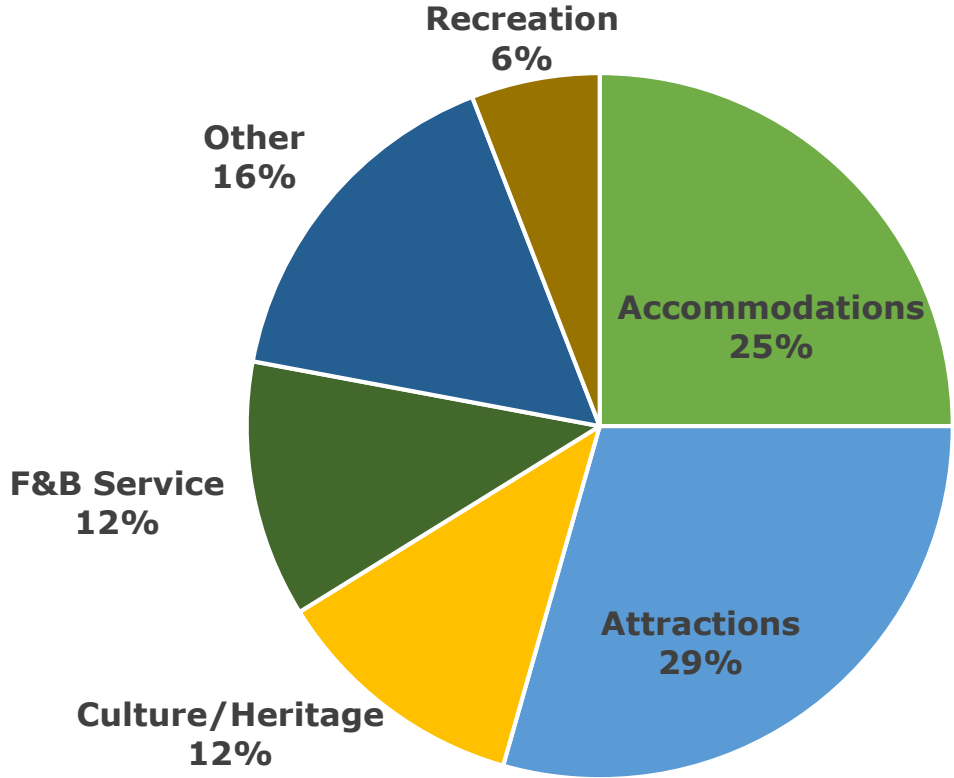
CENTRAL COUNTIES TOURISM



# Region 6 - Covid-19 Survey Results

## March 12-16 2020

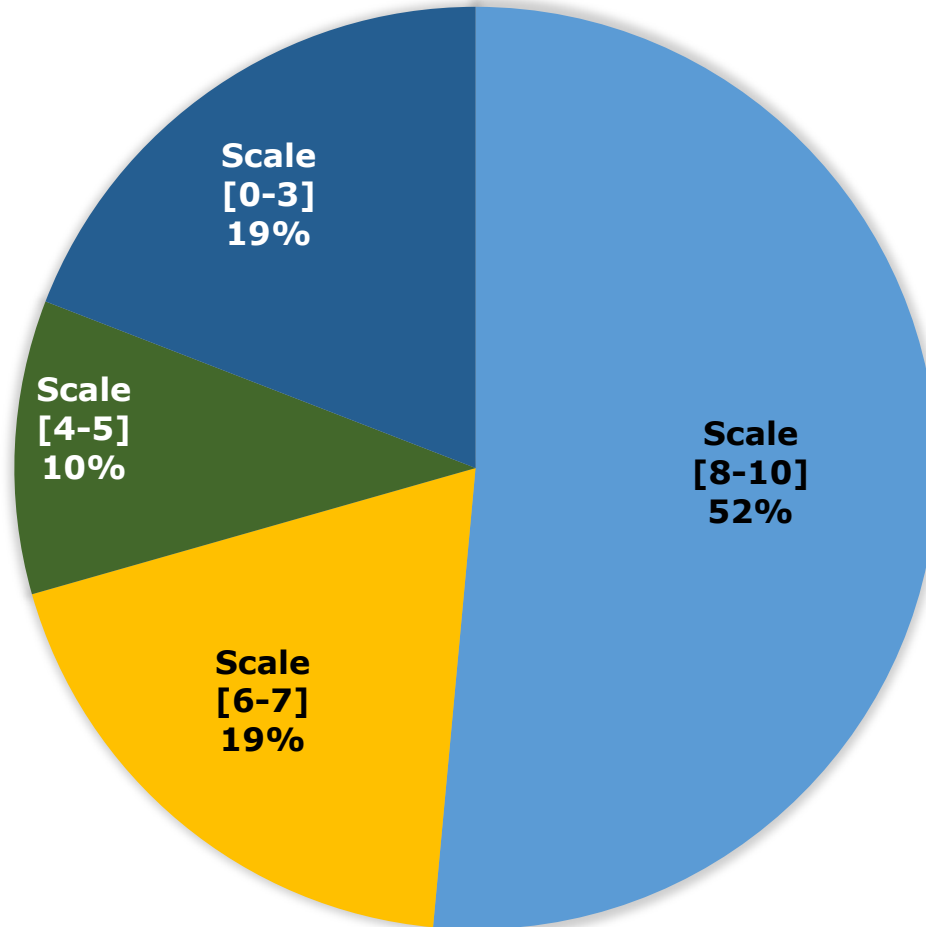
# Tourism Sector: 68 completed Surveys



<b>Tourism Sector:</b>	
<b>Accommodations</b>	<b>17</b>
<b>Attractions</b>	<b>20</b>
<b>Culture/Heritage</b>	<b>8</b>
<b>F&amp;B Service</b>	<b>8</b>
<b>Recreation</b>	<b>4</b>
<b>Other</b>	<b>11</b>
<b>The 'Other' sectors includes:</b>	
Weddings, Private events, Concert events	1
Municipality	1
Business Improvement Area	2
Retail	1
Trailer park & campground	1
Agriculture & Tourism	1
Artist & Artisan show and sale	1
Regional Tourism Organization	1
Sport	1
Tourism Operator	1

# As of today, how has your tourism operation been impacted by COVID-19?

Scale 0 (no impact) to 10 (greatly impacted)

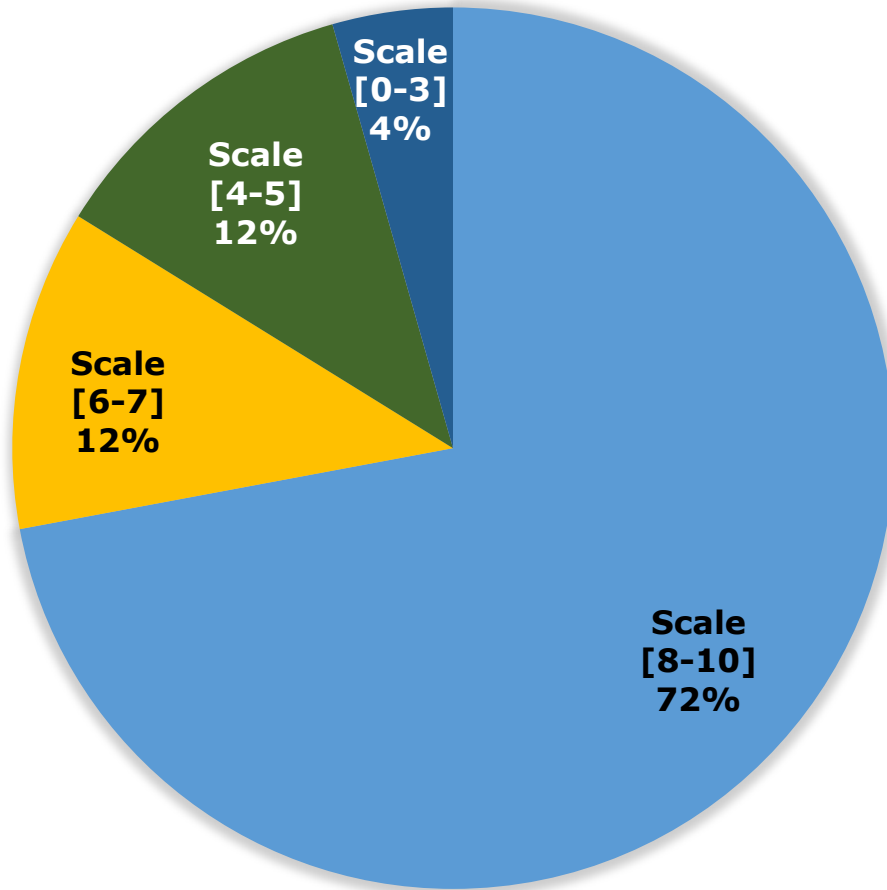


Scale	%
10	29.41%
9	10.29%
8	11.76%
7	7.35%
6	11.76%
5	10.29%
4	0.00%
3	4.41%
2	0.00%
1	4.41%
0	10.29%
6.72	Average



# Looking ahead over the next 3 months, how do you anticipate your business being impacted by COVID-19?

Scale 0 (no impact) to 10 (greatly impacted)



Scale	%
10	29.41%
9	17.65%
8	25.00%
7	8.82%
6	2.94%
5	7.35%
4	4.41%
3	0.00%
2	1.47%
1	2.94%
0	0.00%
<b>7.93</b>	<b>Average</b>

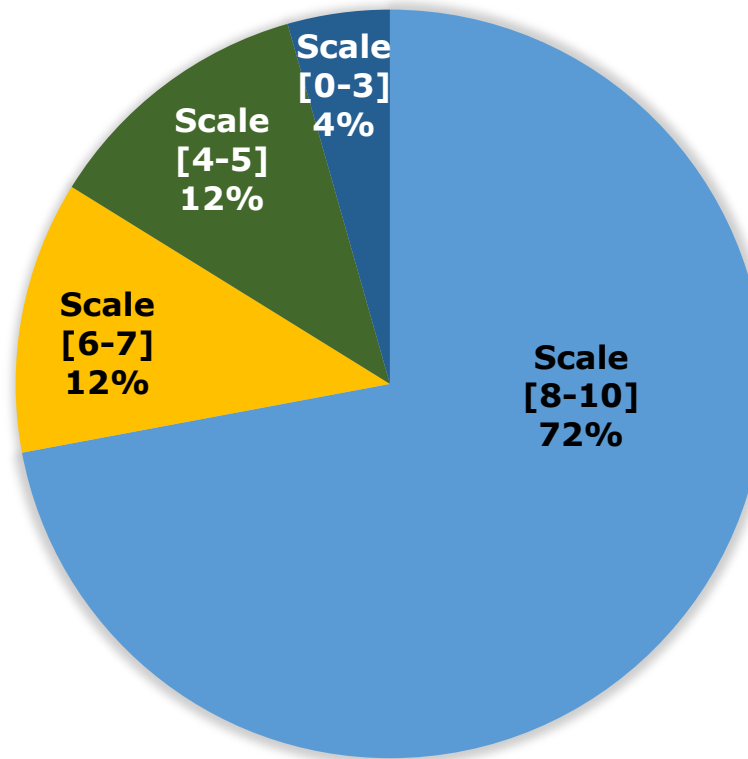
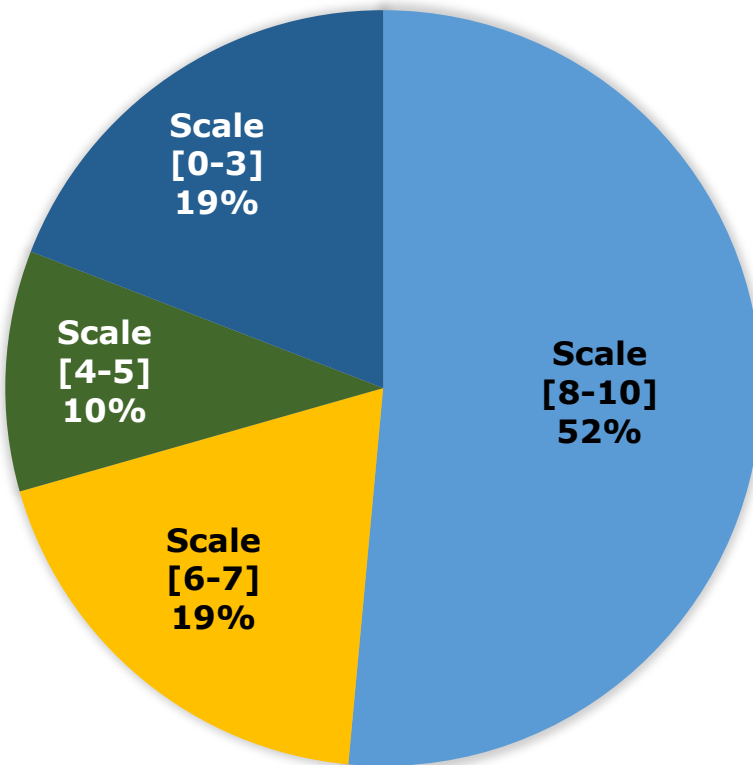
# Impact Today

vs.

# Anticipated Impact 3 Months

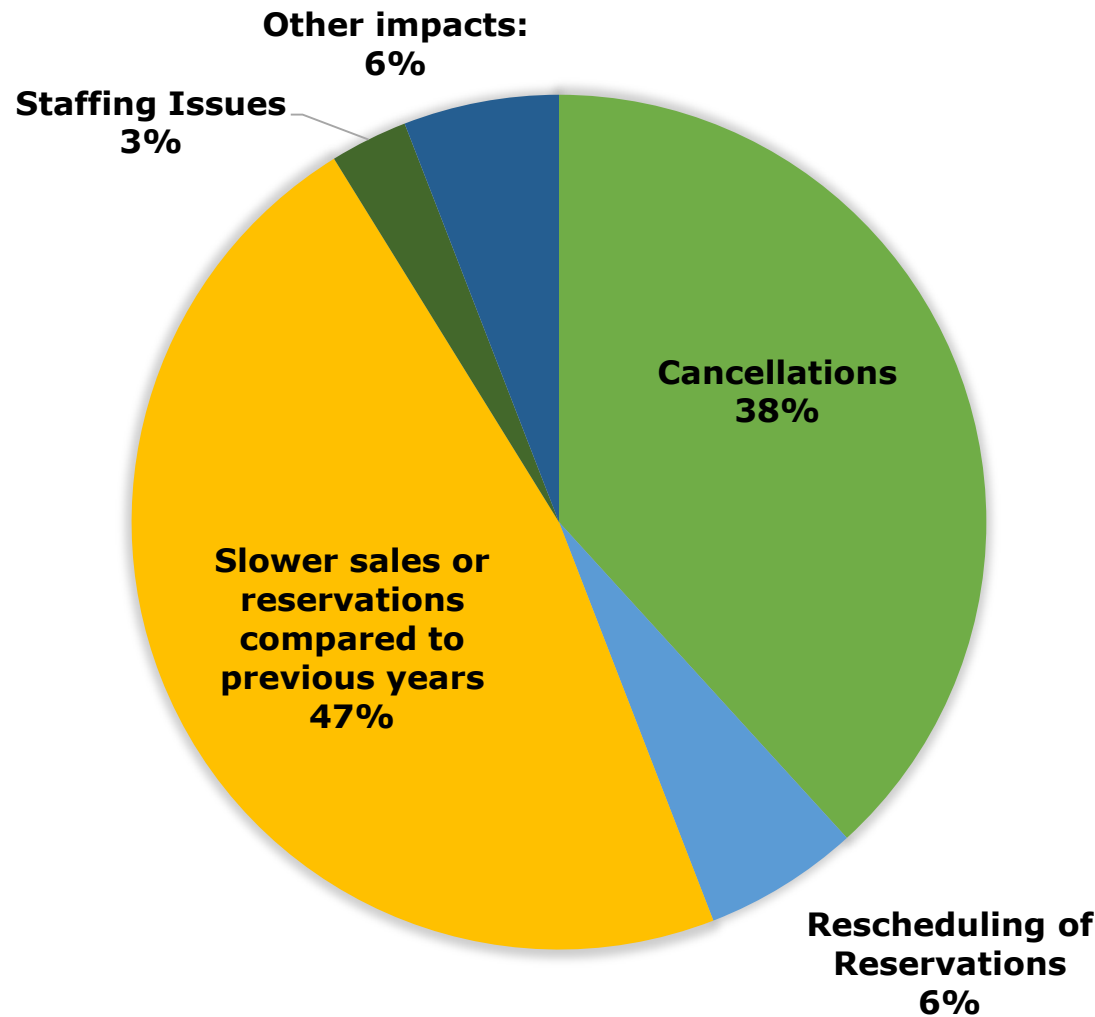
Scale 0 (no impact) to 10 (greatly impacted)

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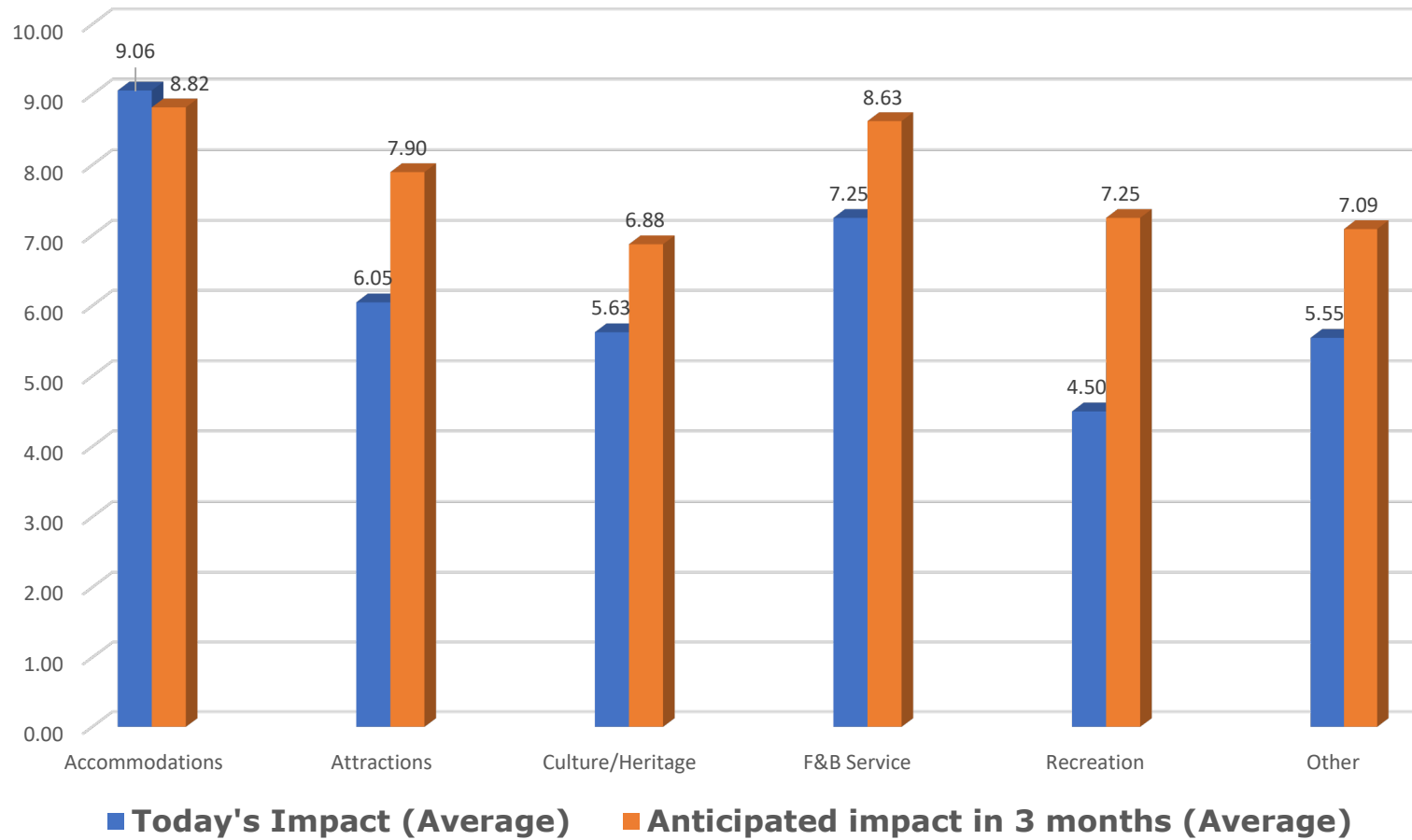
# What has been the main impact to your tourism operation?



Impact:	%
<b>Slower sales or reservations compared to previous years</b>	<b>47.06%</b>
<b>Cancellations</b>	<b>38.24%</b>
<b>Rescheduling of Reservations</b>	<b>5.88%</b>
<b>Staffing Issues</b>	<b>2.94%</b>
<b>Other impacts:</b>	<b>5.88%</b>
Less customer traffic and the threat of having to close	
multiple of above - slower reservations, cancellations, rescheduling, staffing issues	
Unknown	
The unknown	

# Impact Today vs. Anticipated impact 3 months by Sector

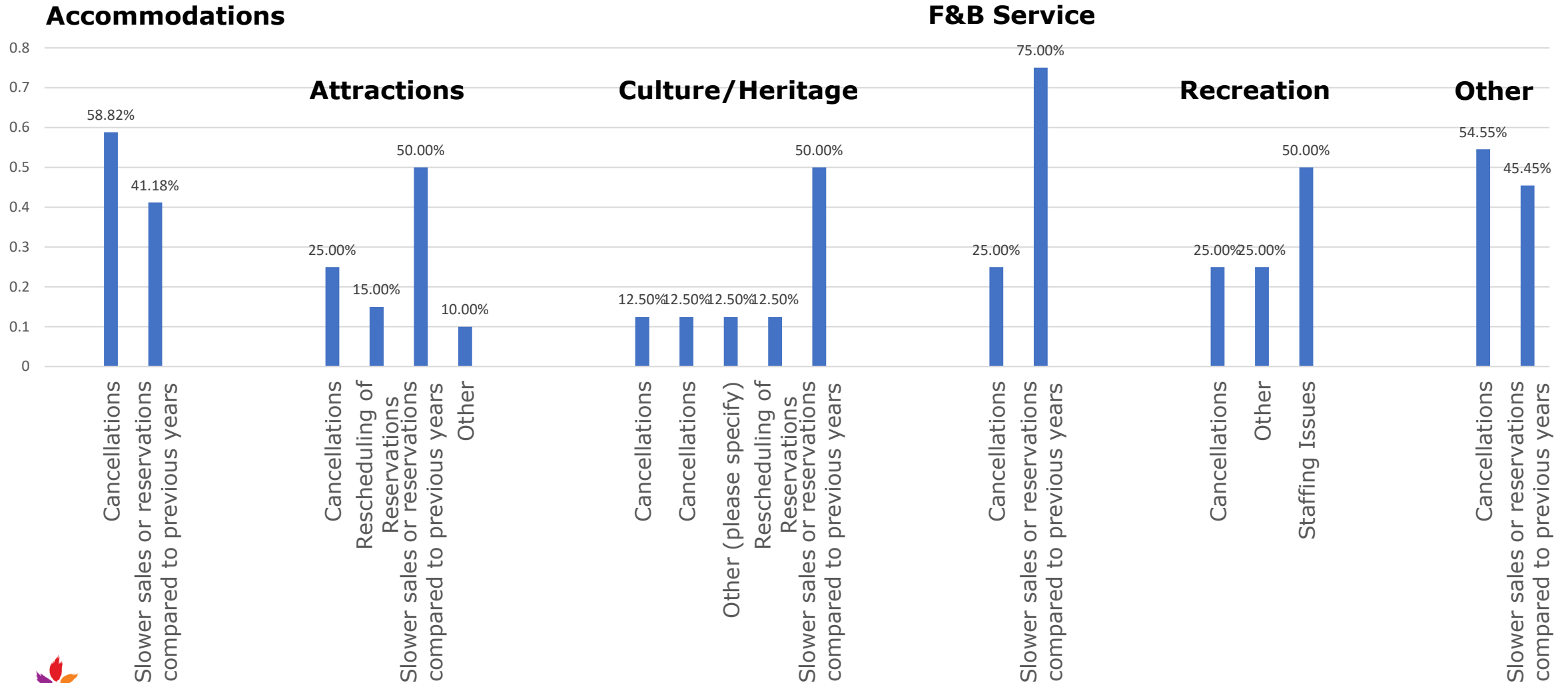
Scale 0 (no impact) to 10 (greatly impacted)



Sector:	Today's Impact (Average)	Anticipated impact in 3 months (Average)
<b>Accommodations</b>	9.06	8.82
<b>Attractions</b>	6.05	7.90
<b>Culture/Heritage</b>	5.63	6.88
<b>F&amp;B Service</b>	7.25	8.63
<b>Recreation</b>	4.50	7.25
<b>Other</b>	5.55	7.09

# What has been the main impact to your tourism operation by Sector?

(Accommodations, Attractions, Culture/Heritage, F&B Service, Recreation, Other)





# What has been the main impact to your tourism operation by Sector?

(Accommodations, Attractions, Culture/Heritage, F&B Service, Recreation, Other)

<b>Accommodations</b>	<b>Value #</b>	<b>%</b>
Cancellations	10	58.82%
Slower compared to previous years	7	41.18%

<b>Culture/Heritage</b>	<b>Value #</b>	<b>%</b>
Cancellations	2	25.00
Other	1	12.50
Rescheduling of Reservations	1	12.50
Slower compared to previous years	4	50.00

<b>Recreation</b>	<b>Value #</b>	<b>%</b>
Cancellations	1	25.00
Other	1	25.00
Staffing Issues	2	50.00

<b>Attractions</b>	<b>Value #</b>	<b>%</b>
Cancellations	5	25.00%
Rescheduling of Reservations	3	15.00%
Slower compared to previous years	10	50.00%
Other	2	10.00%

<b>F&amp;B Service</b>	<b>Value #</b>	<b>%</b>
Cancellations	2	25.00
Slower compared to previous years	6	75.00

<b>Other</b>	<b>Value #</b>	<b>%</b>
Cancellations	6	54.55%
Slower compared to previous years	5	45.45%

