

COVID- 19 International Updates

China-

- Paused our multi-channel campaign with Delta China, (OTA/Tour operator & agent ticket sales contest) Plans to relaunch fall 2020.
- Other travel trade co-op's paused for FY21
- Canceled our media & trade fam's planned for March aligned with our Delta China campaign, (to be rescheduled in FY21- TBD)
- Canceled our April sales mission, (rescheduled October 2020)
- We went dark on social media for one week after the domestic airline carriers canceled flights. Opening back up with welcoming/supportive messages on WeChat & Weibo with China Luxury Advisors/CLA. (Organic/evergreen)
- Instead of in-house training & sales calls the Travel Link Marketing/TLM team is conducting webinars over the next few months, with daily industry updates, resources, etc.
- We included a letter from Vicki in the TLM industry newsletter (30,000/circ.)
- Posted a supportive/welcoming video from Vicki on the ifeng.com platform (video/mobile platform)
- Per Brand USA, paused our Brand USA Ctrip campaign- new flight dates TBD
- Pre-IPW FAM still planned at the moment...

[Weekly TLM/China update](#)

Germany/Switzerland-

Social media- paused any paid social, moved to organic/evergreen content (iconic views/open spaces). FAM's- canceled the FTI FAM planned for April, (plans to reschedule in FY21, dates TBD). IPW FAM still planned at the moment.

Co-op campaigns- TBD

Travel trade- Sending letter of support from Vicki/planning webinars/online outreach for next month.

Consumer- we have paused the digital OTA buy that was live in Germany with Love Communications.

Industry sentiment- They expect bookings to be strong in the next 3-5 months and are continuing their promotion and bookings for Utah.

France/Belgium-

Social media- paused any paid social, moved to organic/evergreen content (iconic views/open spaces). FAM's- No official UOT FAM's planned, although some tour operators had planned internal FAM's, (they booked the hotels & activities on their own). Amérigo, Marco Vasco). Joker from Belgium had planned a media trip for 1 writer + 1 photographer in April, this has been postponed to either late spring or early fall. IPW FAM still planned at the moment.

Co-op campaigns- all have been completed or about to complete for FY20.

Travel trade- Sending letter of support from Vicki/planning webinars/online outreach for next month.

Consumer- No consumer activations or other marketing planned/already flighted the OTA buy with Love.

Industry sentiment- They expect bookings to be strong in the next 3-5 months and are continuing their promotion and bookings for Utah.

Olivier's thoughts: 'Tonight our President will address the nation at 8pm (12pm Utah time). Everyone is expecting him to put France in "quarantine" like Italy did. It may sound weird, but it is a "not so bad thing" that it happens right during the travel ban period imposed by the U.S. rather than after. The shorter in time the restrictions will be, the better, and the public opinion will not blame the U.S. Administration for not being able to travel because our own Government will prevent us from doing so.'

UK/Ireland-

Social media- paused any paid social, moved to organic/evergreen content (iconic views/open spaces) FAM's-March UK FAM canceled. For all media trips that have recently taken place (and not yet published), they are working with the journalist and media outlet to postpone publication until we reach

the time we feel the article will have the desired influence on travel decisions. IPW FAM still planned at the moment.

Co-op campaigns- One co-op campaign running with US Airtours as 'Destination of the Month'. This is predominantly a B2B campaign which is now almost halfway through, and recommend seeing through to completion. Upcoming campaigns with three more operators and working to adjust timing in line with the above recommendation.

Travel trade- Sending letter of support from Vicki/planning webinars/online outreach for next month.

Investment in co-op activities towards the end of this fiscal and into next will also be a hugely important strategy going forward.

Consumer- we have paused the digital OTA buy that was live in the UK with Love Communications. They have nothing currently in-market but are planning brochure distribution in partnership with Sunday Times Travel Magazine.

Industry sentiment- Jenni's thoughts: 'The US decision overnight, whilst it doesn't yet effect the UK, has had a considerable impact on our industry. The UK has also officially today moved into our second strategic phase in combating the spread of the virus, adopting a delay tactic. With this in mind we can't predict how travel will play out over the next few weeks, and have no guarantees that flights between the UK and US will continue their full schedule.'

[UK Weekly update](#)

NZ/AU-

Social Media- in light of company travel restrictions and current climate, as with our other markets we are pausing paid, with organic/evergreen content

Corey's thoughts-

- Obviously most outbound tourism consumers are in a wait and see environment as it comes to making their long haul trip plans.
- Airlines are predicting major losses in revenue for the quarter/ annum. This past week Air NZ outlined they expect a 75 million dollar hit to earnings. Their share price has gone from \$3.10 to \$1.75 in a four week period.
- Airlines are also ditching low cost staycation fares in the market. Last week there was a \$9.00 sale on all Air NZ domestic flights booked between 9 and 11 am.
- Qantas and Air NZ have launched \$69.00 fares across the Tasman.
- When it comes to long haul Helloworld is launching a US fare at \$689 return this week however there is also an \$899 return to London, England.
- Tourism New Zealand has allocated an additional 6.0M to domestic tourism and Tourism Australia 12.0M to domestic tourism.
- Flight Centre issued a travel ban on all non essential travel of employees yesterday rooting the cause being COVID – 19. That being said in reading between the lines of the release it looks like they are trying to maintain profitability with booking volumes down.
- United Airlines (we met last Friday) reported their load factors to the USA were actually up over previous years as outbound traffic from AU/ NZ is actually re-routing to travel via the USA rather than Asia/ Singapore. They have a 77% load factor in March. This was prior to the Trump decision last night.
- There is downward pressure on both the Kiwi and Aussie dollar while we wait for a vaccine.

Canada

Social Media- in light of company travel restrictions and current climate, as with our other markets we are pausing paid, with organic/evergreen content

Corey's thoughts-

- ACTA (Association of Canadian Travel Agents) released results of their members survey showing 27% of booked clients on overseas trips were ready to cancel.
- That being said smaller numbers of requests to cancel USA holidays rare being made and was reported.

- Air Canada forecasting first quarter of 2020 to be down by 200 million in revenue due to COVID – 19 and suspension of flights from Hong Kong and mainland China.
- Globus recently held an event in Toronto focused on “calling for calm” and hosted by their Managing Director at the Hockey Hall of Fame.
- In Canada COVID 19 is estimated to hurt its economy but only in the very short term.
<https://www.ctvnews.ca/business/coronavirus-will-hurt-canadian-economy-in-short-term-experts-predict-1.4834708>
- Canada and Domestic USA could be key turn around markets after we hit the top of the bell curve for opportunity funds and to fill pent up travel demand.
- Prime Minister Justin Trudeau self quarantined today with his wife returning home from Britain with the flu. Impacts still not known.

India- (No in-market rep)

Travel Trade-BUSA Sartha Global Seminars- We have enlisted Sartha Global to represent us in educational seminars held in New Delhi & Mumbai March 17th & 18th, which has been postponed until further notice.

Consumer- we are running 6 supported editorials with The Outdoor Journal, (promoted social posts & keyword/backlinks) and are staying on schedule at the moment.

Social Media- Continue with paid social plans w/ Pandemic (May revise-TBD)

FAM's- Still planning on IPW FAM's

Govt of India advisory:

- All existing visas issued to nationals of any country except those issued to Diplomats, Officials, UN/International organizations, Employment, Project visas stand suspended till April 15, 2020. This will come into effect from 1200 GMT on March 13, 2020 at the port of departure of any foreigner for onward journey to India.
 - Visas of all foreigners already in India remain valid. They may contact the nearest FRRO/FRO through e-FRRO module for extension/conversion of their visa or grant of any consular service if they choose to do so.
 - Visa free travel facility granted to OCI card holders shall be kept in abeyance till April 15, 2020. This will come into effect from 1200 GMT on March 13, 2020 at the port of departure of any foreigner for onward journey to India.
 - Any foreign national who intends to travel to India for compelling reasons may contact the nearest Indian Mission for a fresh visa.
 - All incoming travelers, including Indian nationals arriving from any destination and having visited China, Italy, Iran, Republic of Korea, France, Spain and Germany on or after February 15, 2020 shall be quarantined for a minimum period of 14 days. This will come into effect from 1200 GMT on March 13, 2020 at the port of departure of such travelers.
 - International traffic through land borders will be restricted to designated Immigration Checkposts with robust medical screening facilities. These will be notified separately by the Ministry of Home Affairs.
2. In addition to the above visa restrictions the following travel advisory is hereby issued in accordance with instructions of Ministry of Health & Family Welfare -
- Indian nationals presently abroad are advised to avoid non-essential travel. They are hereby informed that they can be quarantined for a minimum period of 14 days on their arrival in India.
 - All Indian nationals are strongly advised to avoid all non-essential travel abroad. On their return they can be subjected to quarantine for a minimum period of 14 days.

Also as per the feedback from our participating partners and the travel trade in Mumbai & New Delhi:

- The time is not right to conduct this event as the industry is firefighting dealing with booking cancellations.
- No one wants to gather in large groups.
- Most events/ trade shows are being postponed/ cancelled.