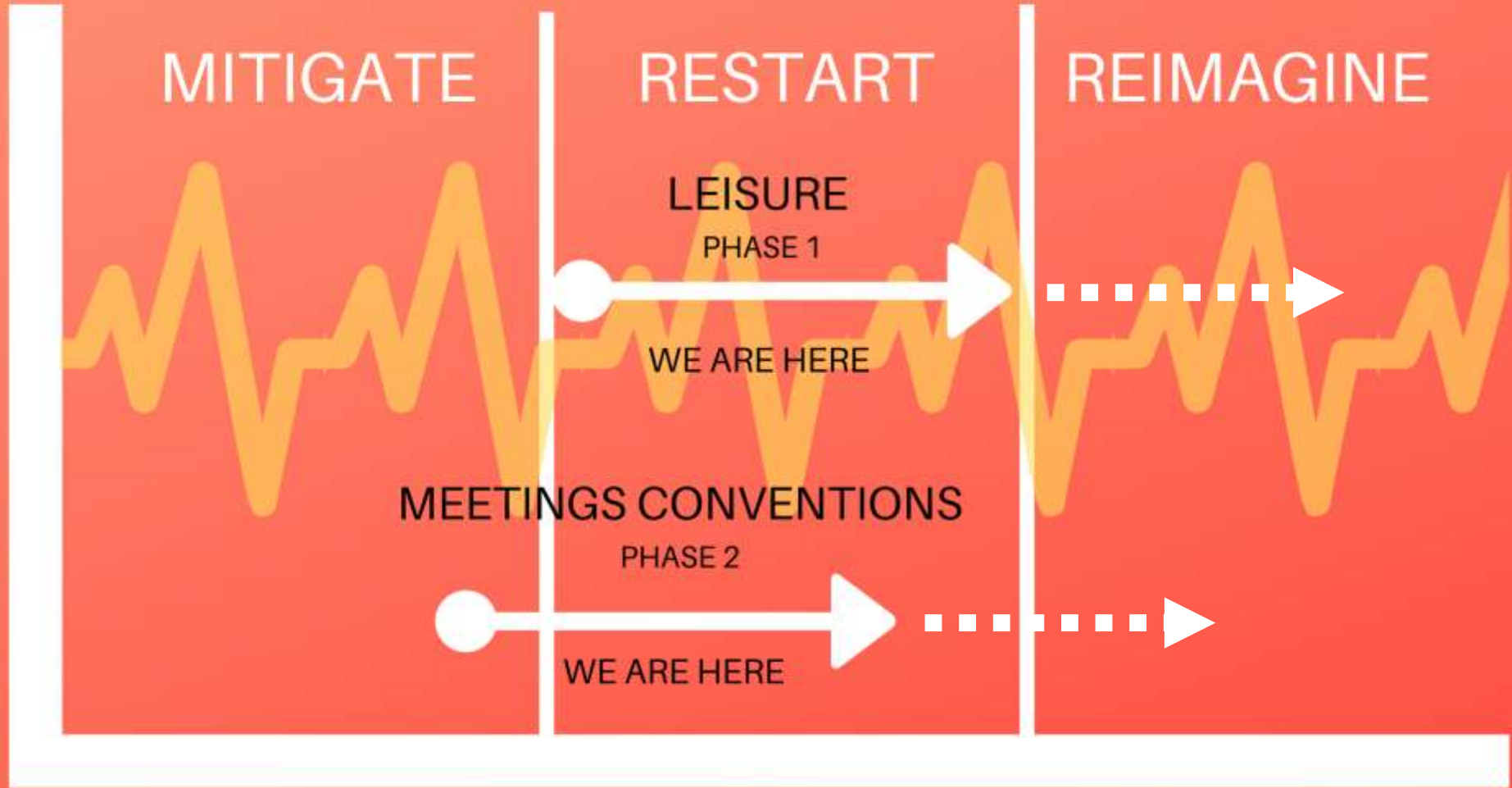




# TOURISM RECOVERY PLAN



A pair of glasses with thin, light-colored frames is resting on an open book. The book's pages are visible, and the scene is set against a dark, textured background. The word "LEISURE" is overlaid in a large, white, serif font, centered horizontally and partially overlapping the glasses and the book. The entire composition is framed by a thin white double-line border.

LEISURE

# KEY TAKEAWAYS

1. Election week, there were small improvements in traveler sentiment despite the rapidly increasing infection rates.
  - Concerns about personal and family safety
  - Concerns about safety of individual travel activities
  - Expectations for the pandemic's short-term progress
  - Excitement to travel now



PERCEIVED SAFETY OF TRAVEL ACTIVITIES

51.9%

PERCEIVED SAFETY OF TRAVEL ACTIVITIES

15.8%

An open book with yellowed pages is placed on a light-colored wicker chair. The book is open to a page with text and a small number '23'. The background is a light-colored, textured surface, possibly a wall or a large piece of fabric. The overall lighting is soft and natural, suggesting an outdoor or well-lit indoor setting. A large white percentage '58.7%' is overlaid on the right side of the image, and the title 'SEVERITY OF THE CORONAVIRUS SITUATION' is centered at the top.

SEVERITY OF THE CORONAVIRUS SITUATION

58.7%

A close-up photograph of a fishing rod and reel. The rod is positioned horizontally across the top of the frame, with a cork handle on the right. The reel is a dark, metallic spinning reel with a black handle, positioned vertically on the right side. The background is a blurred landscape of a lake or river at sunset, with warm orange and yellow light reflecting on the water and the silhouettes of trees in the distance.

EXCITEMENT TO TRAVEL

49.5%



OPENESS TO TRAVEL INSPIRATION



45.7%

An aerial, top-down view of a busy urban street. The scene is filled with a large, diverse crowd of people walking across the street. Several cars are visible, including a white van and a blue sedan. Large, leafy trees with green and yellow foliage frame the scene on the left and right sides. The overall atmosphere is one of a vibrant, active community.

LOCAL

With something for everyone—  
anyone can go all out in  
**Columbus, GA**

Wed, November 11

[ADD EVENT](#)

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**Local Historical & Sightseeing Tours**

NOV 11  
TUE



**Sketching Under the Skylight**

NOV 12  
WED



**Clement Arts Pinterest Course**

NOV 12  
WED



**Clement Arts Lettering & Sketchnotes Course**

NOV 12  
WED



**So You Want to Buy a Telescope?**

NOV 12  
WED



**Uptown Columbus Market Days**

NOV 14  
FRI



**Infantry Gifts Christmas Community**

NOV 14  
FRI



**Parent & Child Workshop - Ages 7 to**

NOV 14  
FRI





VisitColumbusGA

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Columbus, Georgia

SOCIAL MESSAGING

Content + Launch Material

Click the hotel of your choice for Holiday Specials



- Courtyard by Marriott Columbus
- Hampton Inn Columbus North
- Hampton Inn Columbus South Fort Benning
- SpringHill Suites Columbus
- TownePlace Suites Columbus
- Fairfield Inn & Suites Columbus
- DoubleTree by Hilton Columbus
- Columbus Marriott
- La Quinta Inns & Suites Columbus North
- Candlewood Suites Columbus Fort Benning
- Home2 Suites Columbus
- Residence Inn Columbus

Looking for delivery or to-go options? We've got you covered.

- The Black Cow - Delivery & To-Go Available
- Vertigo - Delivery & To-Go Available
- Smoke Bourbon & BBQ - Delivery & To-Go Available
- Your Pie - Delivery & To-Go Available
- Barbette's - Delivery & To-Go Available
- Fountain City Coffee - To-Go Available
- The Bakeshop - To-Go Available
- Columbus Convention & Trade Center - To-Go Available
- Beyond Harvest Foods - Holiday Meat Boxes (Curbside)



SHOP HERE...



ARTISTS + GALLERIES

- Highland Gallerie
- Gallery on Tenth
- Bent by Courtney
- Pound Studio
- Bunny Hinzman
- Wanderlust Designs
- Cathy Fussell Quilts



GIFT SHOPS + BOUTIQUES

- Columbus Museum Gift Shop
- Paris Place Midtown
- Schomburg's Jewelers
- Uptown Exclusives
- CCSSC Stargazers Gift Shop



MEMBERSHIPS + TICKETS

- RiverCenter for the Performing Arts
- Springer Opera House
- Columbus Museum
- Historic Westville



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It's better to give than receive. Except when you're receiving a gift card to one of our AMAZING local restaurants. Then, we're pretty sure you get the better end of the deal.

Shopping local makes a difference. Join us in giving the gift of here.

[ow.ly/OmFI50C8YZB](https://ow.ly/OmFI50C8YZB)



SOCIAL MESSAGING  
Content + Launch Material

# FOODIE



**Visit Columbus GA** @VisitColumbusGA · Nov 2



Need a stay-cation? This holiday season, book a weekend in Columbus, GA or consider gifting a weekend to your loved ones. We've put together a Shop Local Holiday Guide that includes special rates for hotels in our area. Check it out!

[ow.ly/TZ1L50C8YMt](https://ow.ly/TZ1L50C8YMt)



SOCIAL MESSAGING  
Content + Launch Material

# STAY



**Visit Columbus GA** @VisitColumbusGA · Nov 9

⋮

Columbus, GA wouldn't be the same without all of our AMAZING cultural entities. Most offer memberships or gift cards to their venues. Consider purchasing an experience for loved ones to show your support this year.

Shop local with our Holiday Guide. [↪](#)

[ow.ly/kUCz50C92Jf](https://ow.ly/kUCz50C92Jf)



SOCIAL MESSAGING  
Content + Launch Material

# PLAY



# SOCIAL MEDIA

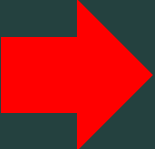






# MEETINGS & CONVENTIONS

# Key Takeaways

- Q3 2021 is when most planners expect to get back to producing live events again, representing a material shift out of Q1 to Q3 since the last survey.
- Planners' primary focus remains rescheduling events (36%), but now, given the option, nearly one-third report they are not currently planning live events.
- 24% report that virtual events are the only events they are planning, while 35% say more than half their events are virtual.
-  Smaller, fewer meetings continues to be the expectation.
- For future live events, planners are most concerned about the continued fear of travel, followed closely by constraints on meetings budgets and constraints on travel budgets.

# HYBRID MEETINGS

- Requires fast Wi-Fi or G
- A dedicated internet connection for the event only
- A/V capabilities. Will the client need to bring their own equipment?
- Ample room for lighting and camera equipment
- Provide an attractive, appropriate backdrop
- Access to rooms early for recording sessions and rehearsals
- Ample space/room for on-camera, production rooms, green rooms
- On-site technical support

National Audio Visual Services  
300 Whittlesey Rd, Ste J  
Columbus, Ga 31909  
706.617.4443



DISTANCING



































# OCT 2020 SALES TEAM RECAP

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SALES



1,830

accounts

submitted 3  
proposals

7,378 room nights

THE RESULTS > over

**\$2.4 MILLION**

ECONOMIC IMPACT

# COVID-19 IMPACT

## GROUP BUSINESS

- 144 Groups - POSTPONED/CANCELED/LOST
- 107,741 Attendees
- 48,179 Room Nights

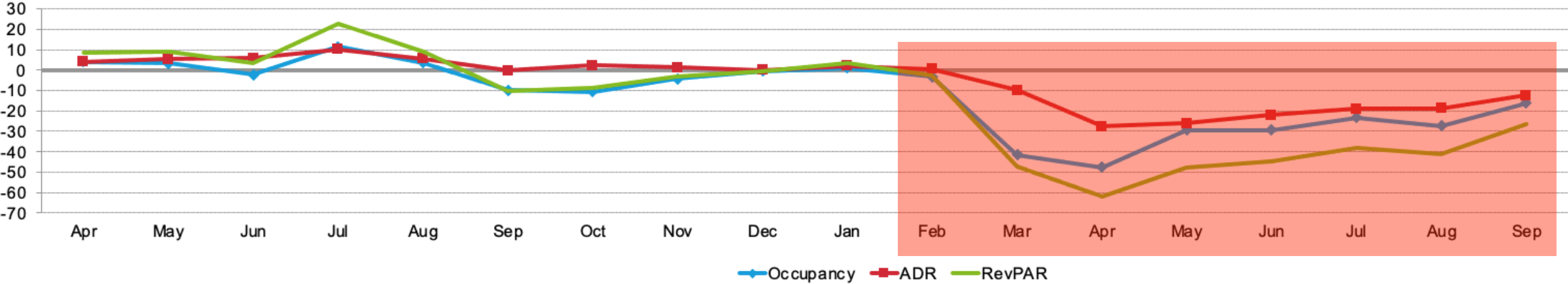
RECOVERED  
GROUP  
BUSINESS



## \$17.4 MILLION IMPACT



### Monthly Percent Change



# HOTEL PERFORMANCE CITYWIDE



# TOURISM RECOVERY PLAN