

STS Message to Membership

Over the past several weeks, we've come to accept the transition to a "new normal" in the midst of this crisis. You all have demonstrated both outstanding hospitality in your efforts to support the small business and tourism partners in your communities, and amazing creativity with the unique ways that you've developed to connect residents and visitors with your destinations from home and inspire travel in the future. I've truly enjoyed seeing the new destination videos, virtual tours, and digital jigsaw puzzles!

As plans are being drafted for the recovery phase of this crisis, here are 7 projects your team may want to complete before a return to normal operations and full-on sales and marketing efforts.

1. **Develop a Visitor Center Cleanliness/Safety Plan** in accordance with existing CDC guidelines for your staff and visitors. Prepare to update your website with appropriate messaging to prepare visitors on what to expect when they visit your Visitor Centers.
2. **Revamp Your "Be a Tourist in Your Hometown" Program.** Your local restaurants and attractions will need an immediate boost of business when the shelter-in-place orders are relaxed. However, they may need your assistance in promoting how their operations have changed in accordance with new safety guidelines.
3. **Update Your CRM Database.** Purging old accounts and contacts, adding new ones, and reviewing quality ratings for your sales accounts, if possible. This will help to ensure that your future messages are reaching the best visitor prospects and sales contacts.
4. **Schedule Staff CRM Training** via videos. Now's a good time for a refresher on best practices, to learn ways to enhance reporting options for stakeholders, and techniques for gaining more insight on top accounts, new prospects, and key target markets.
5. **Develop Training Videos for Your Partners.** Providing an overview of the services that you provide, directions on how to update business listings on the destination or state tourism website, and customer service training suggestions for post-COVID-19. These can be brief and recorded by your team. Many businesses will resume with reduced staffing and less time for in-person meetings. The videos would provide access to information and assistance at a time that's convenient for them.
6. **Review and Revise Your Website Content.** So much has changed in the past 6 weeks, and you'll want to ensure that your current content is appropriate and identify what additional information you'll need updated from/for your partners regarding safety and social distancing.
7. **Prepare for Advocacy Efforts** at the local, state, and federal level. Check out our [Advocacy Amplified Guide](#) and review the upcoming STS Advocacy Newsletter.

Remember that your vendor partners, and STS partners, are available to assist you and many have access to free webinars, blogs, and research on their websites. Contact them for ideas and resources you need in the coming weeks. Day by day, we will get through this time together.