

Operating in the New Normal Summer BOD 2020 Breakout Discussion

TOP-LINE TAKEAWAY: Consistency in health and safety messaging, both political and social, is critical to fostering consumer trust. With a great deal of variation around reopening standards, travel restrictions and quarantine guidelines, there is confusion amongst travelers. Keys for success include creating clear expectations and emphasizing the **shared responsibility** of adhering to health and safety protocols.

Ray Bennett, chief global officer of global operations for Marriott International

- Countries having the greatest success in fighting the virus have consistent social and political health and safety messaging as well as strong financial policies to keep the economy moving.
- Lessons from China suggest that domestic travel will likely be the first to drive recovery with millennials being the first to travel and book overnight stays.
- Mandated masks for staff **and visitors** has been effective in creating a safe environment.
- Enhanced cleaning and technologies have become a minimum customer and associate expectation—one that will continue post-COVID-19.

Sharon Siskie, senior vice president of commercial strategy for Disney Signature Experiences

- Implementing consistency in practices and communications across businesses is crucial.
- Five categories that have allowed Disney to evolve and adapt to any immediate needs and long-term response:
 - Health and wellness
 - Cleaning and disinfecting
 - Technology solutions
 - Cast member training and workplace safety

- Working together
- Consumer trust is the basis of the brand. **It is key to communicate what the safety protocols are as well as the why behind them.**
- Build in thoughtful operational flexibility to prepare for changing rules and guidelines.
- “Working with partners across the industry is extremely important right now—we can learn a lot from each other.”

Signe Jungersted, CEO and founding partner of Group NAO

- Initiatives to bring back travel fast in Europe have begun. Incentive programs, flight vouchers, complimentary add-ons and free stays are just a few examples of how businesses are motivating people to travel.
- Though long-haul travel is not expected to return for some time, domestic travel and local spending have high potential to help recovery.
- We are in a time of a hybrid crisis—social, political, environmental—not only health. Businesses must consider this in recovery plans.
- Travelers are making more deliberate decisions as they see more value in the “privilege” to travel and be with family and friends.
- During this time, tourism is better understood for what it can bring to local economies, however, be aware that the fear of outsiders remains and, in many cases, locals have felt a “reclaiming” of their own streets.
- Consider shifting the focus of destination marketing organizations from marketing to management to better position the organization as a community leader.

Additional Resources

- [Travel Confidently Toolkit](#)
- [Industry Guidance for Travel in the New Normal](#)