



# Louisiana Travel

COVID-19 Forecast and Planning  
As of: March 25, 2019

By Berkeley Young  
President/CEO  
Young Strategies, Inc.

The opinions, timeline, phases and forecasts herein are expressed by Berkeley Young and do not reflect the position of any travel industry association, business or affiliation. Each destination should form a forecast based on their unique market conditions.

# We Need to Focus on a Finish Line

MAR 25, 2020

## 3 big things happened in the last 48 hours

CNN US World Politics Business Opinion Health Entertainment Style Travel Sports Videos LIVE TV Edition

CORONAVIRUS: Live updates | Stimulus deal | Global stocks | Prince Charles | Jackson Browne | Karl-Anthony Towns | TRENDING: Shows to watch

### What does the stimulus deal mean for you?

**A historic deal will include individual checks for Americans, but don't expect money until at least May**  
Alerts | Newsletter | Podcast | Send questions and stories | Catch up

**Coronavirus deaths in the US could reach peak in three weeks, epidemiologist says**  
US on track to become next epicenter, but there's time to reverse course, official says  
Prince Charles tests positive for coronavirus  
A restless Trump wants to end the country's isolation -- and his own  
NY doctor delivers dire warning about treating pandemic

**Here's why the coronavirus may be killing more men than women. US should take note**  
NBA star says his mother is in a coma and urges people to take virus seriously  
Andy Cohen says hardest part of self-isolation is separation from son  
LIVE MARKET UPDATES US stocks have no idea what to make of Congress' bailout deal  
CNN reporter: 'Unimaginable' scenes

LIVE UPDATES Spain overtakes China in Covid-19 deaths, rising to

### Opinion

## A Plan to Get America Back to Work

Some experts say it can be done in weeks, not months — and the economy and public health are at stake.



By **Thomas L. Friedman**  
Opinion Columnist

Effectively, we'd 'reboot' our society in two or perhaps more weeks from now. "The rejuvenating effect on spirits, and the economy, of knowing where there's light at the end of this tunnel would be hard to overstate. Risk will not be zero, but the risk of some bad outcome for any of us on any given day is never zero."

**Opening America: Is President Trump's Easter Sunday goal realistic?**  
Mar. 25, 2020 - 2:41 - Dr. Manny Alvarez discusses if President Trump's timeline of getting the country back to work by Easter Sunday is realistic

DR MANNY ALVAREZ | FOX NEWS CONTRIBUTOR  
PRESIDENT TRUMP PUSHES TO REOPEN U.S. BY EASTER

DOW WATCH  
20,766.88  
▲ 61.97 0.30%

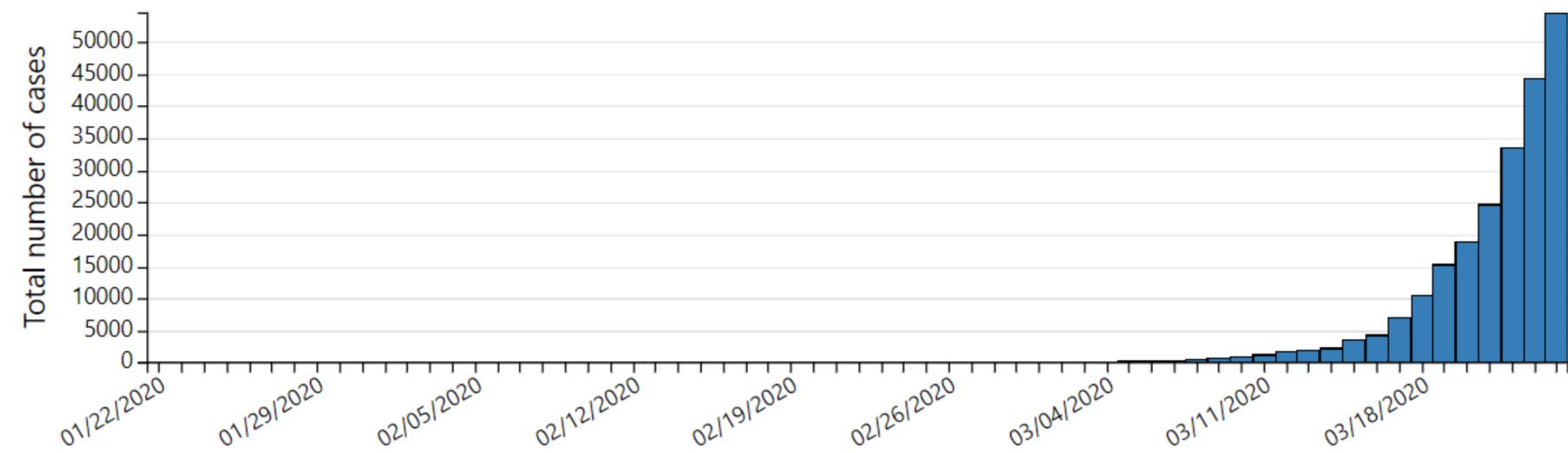
Enlarge player →

# Berkeley's Louisiana Forecast

(I'll take the blame  
if I'm wrong)

- Runners pace themselves based on the length of the race to the finish line.
- We must set a goal/finish line and work toward it, replace fear with optimism!
- Memorial Day is a reasonable goal for some travel segments to be returning to normal
- Let's work toward having a good summer leisure travel season
- Start rebooking group business in late April and May

Cumulative total number of COVID-19 cases in the United States by report date, January 12, 2020, to March 24, 2020, at 4pm ET  
(n=54,453)\*



Total number of COVID-19 cases in the United States by date reported

<b>02/26/2020</b>	<b>02/27/2020</b>	<b>02/28/2020</b>	<b>02/29/2020</b>	<b>03/01/2020</b>	<b>03/02/2020</b>
15	16	16	24	30	53
<b>03/03/2020</b>	<b>03/04/2020</b>	<b>03/05/2020</b>	<b>03/06/2020</b>	<b>03/07/2020</b>	<b>03/08/2020</b>
80	98	164	214	279	42
<b>03/09/2020</b>	<b>03/10/2020</b>	<b>03/11/2020</b>	<b>03/12/2020</b>	<b>03/13/2020</b>	<b>03/14/2020</b>
647	937	1215	1629	1896	2234
<b>3/15/2020</b>	<b>03/16/2020</b>	<b>03/17/2020</b>	<b>03/18/2020</b>	<b>03/19/2020</b>	<b>03/20/2020</b>
3487	4226	7038	10442	15219	18747



## Phase 1 – WTF?

March 30 (next week)  
2 weeks: Quarantine

## Phase 2 – Riding Out the Storm

April 1 – April 21  
3 weeks: Quarantine

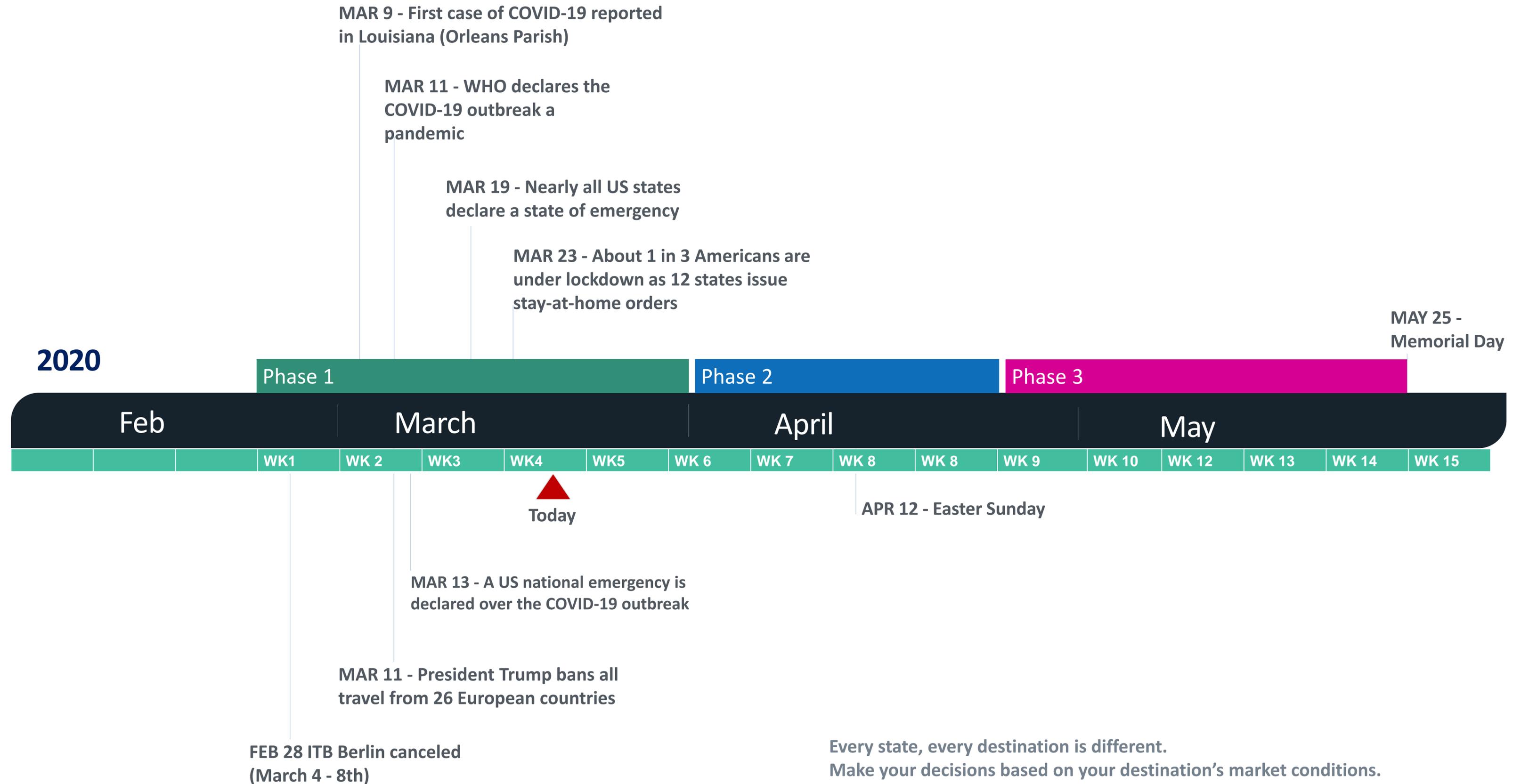
## Phase 3- Turning the Corner

Starts the day the number of  
cases stabilizes

Every state, every destination is different. Make your decisions based on your destination's market conditions.

# Berkeley's Forecast – 3 Phases

MAR 25, 2020



## Phase 1 – WTF?

March 30 (next week)

2 weeks: Quarantine

- Crisis assessment and planning
- Still trying to figure out what is happening
- No idea how long this could last
- Economic panic
- How to adapt to the situation.
- Working and staying at home
- Managing board & hotelier expectations
- Layoffs & furloughs
- Government assistance
- Adjusting our budgets & plans
- Assisting our industry
- Lodging segmentation analysis
- The story changes daily

## Phase 2 – Riding Out the Storm

April 1 – April 21

3 weeks: Quarantine

- Settled-in to the new routine
- Communications in-market
  - Businesses & residents
- Educational training
- Local PR
- Start planning for the recovery and getting people to travel again
- Start checking travel sentiment
- Increase external social media
- Virtual travel for shut-ins
- PR with travel media to talk about travel as therapy to relieve the stress.
- Allocate reserve funds to ramp up advertising to lure travelers back.
- Plan with your ad partners.
- Planning to rebook lost group business.

## Phase 3- Turning the Corner

Starts the day the number of cases stabilizes

- Stock market will surge
- Some areas with low cases getting out of quarantine
- People can start planning to go back to work and public gatherings can be rescheduled.
- Time to market your destinations and start booking travel.
- Shut-ins eager to GET OUT!
- Major push to rebook lost group business.

Every state, every destination is different. Make your decisions based on your market conditions.

# Know Your Market's Lodging Segmentation

MAR 25, 2020

2018	Market Segmentation
<b>69.1%</b>	<b>Individual Business/Government/Skilled Worker Travelers</b>
48.2%	Business & government travelers (individuals)
20.9%	Skilled workers (long-term labor-construction, energy)
<b>15.5%</b>	<b>Groups / Conferences / Meetings</b>
6.1%	Conferences / Meetings
3.2%	Team Sports & Tournaments
3.2%	Group Tour / Motorcoach
3.0%	Wedding / Reunion / Family events
<b>12.5%</b>	<b>Individual Leisure Travelers</b>
12.5%	Tourists visiting the area (local attractions, shopping, events, visiting friends/relatives, etc.)
<b>2.9%</b>	<b>Other</b>

- Lodging guest segmentation from two Parishes in South Louisiana
- Very different markets in close proximity
- These don't have casinos, casino markets will be differ greatly
- Different recovery strategies for each of these DMOs
- Survey your hotels to find out their segmentation prior to Covid-19
- Develop a strategy for each segment focusing on drive leisure market 1<sup>st</sup>.

2017	Market Segmentation
<b>42.5%</b>	<b>Business Transient</b> – (individual business travelers- non group)
<b>27.7%</b>	<b>Group / Conference / Meeting</b>
8.7%	S.M.E.R.F (Social, Military, Educational, Religious, Fraternal)
7.0%	Conferences / Meetings
5.2%	Association
4.8%	Team Sports*
2.0%	Group Tour / Motorcoach
<b>24.3%</b>	<b>Leisure transient</b> – (visiting attractions, shopping, visiting friends & relatives, etc.)
<b>5.5%</b>	<b>Other</b>

Every state, every destination is different. Make your decisions based on your destination's market conditions.

**Step 1:**  
Start by accessing your lodging inventory and gathering contact information for each property.



**Step 2:**  
Talk to a mix of your hoteliers to determine the market segments that drive room nights in your destination. Edit the table below to reflect your market's segments



**Step 3:**  
Create an online survey (using SurveyGizmo for example) with a table to send to hoteliers to complete (example below)



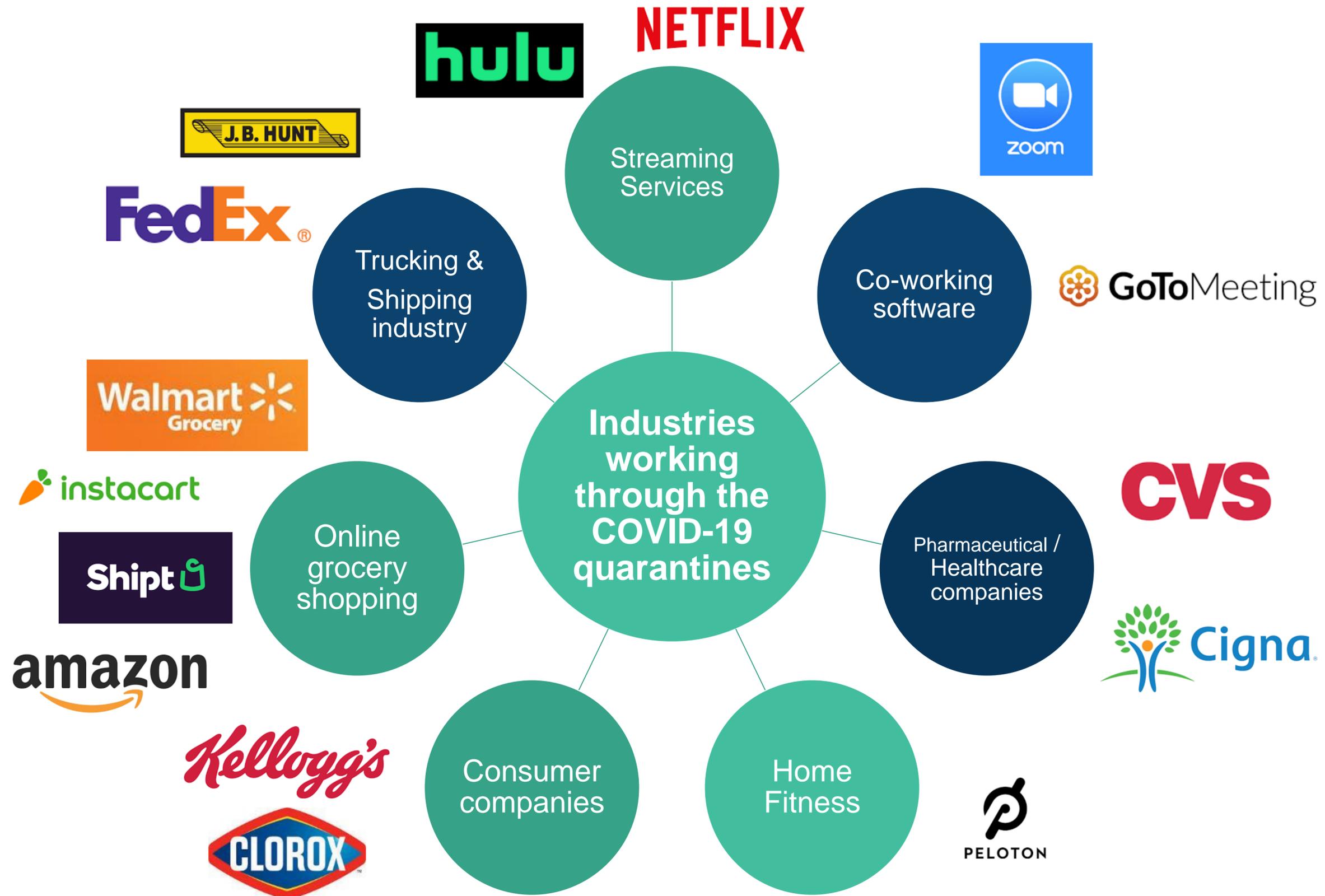
**Step 4:**  
Compile completed responses and weight the percentages by the room inventory at each property.

Lodging Property Name:		Number of rooms:	
Table completed by:		Contact phone:	
<b>Market Segmentation</b>			<b>2019</b>
<b>Category 1 - Transient</b>			
Leisure Transient - (visiting attractions, shopping, visiting friends & relatives, passing through, etc.)			%
Business Transient – (individual business travelers - non group)			%
Skilled Workers – (commercial, construction laborers, etc.)			%
<b>Category 2 - Groups / Conferences / Meetings</b>			
Conferences / Meetings			%
Team sports / tournaments			%
Wedding / Reunion / Family Events			%
Group Tour / Motorcoach			%
<u>Other</u>			
Other (please specify): _____			%
<b>TOTAL (SUM of ALL percentages must total to 100%)</b>			<b>%</b>

# Some Industries Doing Okay?

MAR 25, 2020

You might have some industries that can book hotel rooms



## Who will start traveling first?

- Truckers
- Essential business
- Construction labor (non crowding)
- Finance, insurance, medical, technical, utilities

## Next Wave

- Leisure drive market (get me out of this house)
- Salary level managers and professionals
- People who worked throughout the quarantines

## After Memorial Day

- Leisure fly market
- Summer leisure travel
- Casinos
- Summer team sports

Every state, every destination is different. Make your decisions based on your destination's market conditions.

# Thank you!

Berkeley W. Young  
President  
Young Strategies, Inc.  
704-677-4018  
byoung@youngstrategies.com

