

U.S. ROAD TRIPS REINVENTED FOR COVID-19 AND BEYOND

SEPTEMBER 15, 2020

Longwoods
INTERNATIONAL

miles
PARTNERSHIP



Historic Wildfires Rage in Western States

Photographs from California, Oregon and Washington, where hundreds of thousands were under evacuation orders.

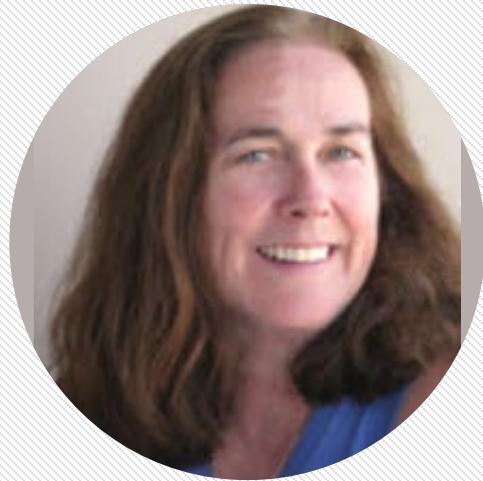
With You



Chris Adams
*Head of Research & Insights
Miles Partnership*



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*President & CEO
Longwoods International*



Liz Fitzsimmons
*Executive Director
Maryland Office of Tourism*



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*Commissioner
Kentucky Department of Tourism*

Agenda

1. Research Summary – U.S. Road Trips
2. International Examples
3. Maryland & Kentucky Case Studies
4. Panel Discussion
5. Q&A
6. Additional Resources

RESEARCH AND ADDITIONAL RESOURCES



www.milespartnership.com/usa-road-trips

USA ROAD TRIPS RESEARCH SUMMARY

RESEARCH & INSIGHTS ON ROAD TRIP TRAVEL ACROSS THE USA
 Research from Longwoods International and
 Analysis and Insights from Miles Partnership



USA ROAD TRIPS RESEARCH SUMMARY

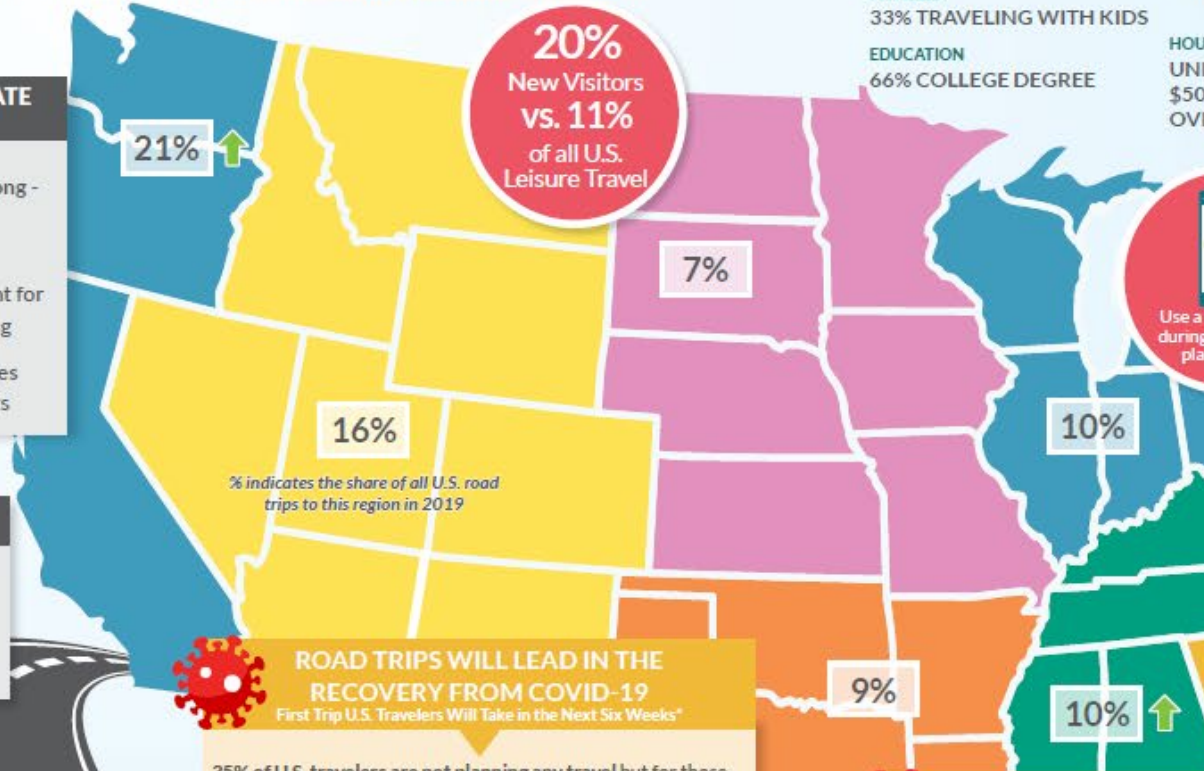
Full research and resources are available at milespartnership.com/usa-road-trips

LONGER & MULTI STATE ROAD TRIPS

- 28% of Road Trips are Long - 5 nights or more
- 45% of Spending Longer Road Trips account for almost half of spending
- 67% that Visit 3+ States have a trip of 5+ nights

TRANSPORTATION

Own Car	10%
Rental Car	14%
Camper/RV	30%
Motorcycle	1%



ROAD TRIPS WILL LEAD IN THE RECOVERY FROM COVID-19

First Trip U.S. Travelers Will Take in the Next Six Weeks*

35% of U.S. travelers are not planning any travel but for those that are:

- 60% of U.S. travelers will travel by car for their next trip
- 40% will travel by car to visit friends or relatives (VFR)
- 23% will go on a VFR trip within 200 miles; 17% more than 200 miles
- 20% will travel by car on a leisure trip (not incl. VFR)
- 12% will go on a leisure road trip within 200 miles; 8% more than 200 miles
- 15% will take a staycation; incl. using their car for local trips
- 22% will fly within the U.S. and 1% internationally



*As of September 2020, COVID-19 Travel Sentiment Study, Longwoods



VISITOR PROFILE

GENDER
51% FEMALE • 49% MALE

FAMILIES
33% TRAVELING WITH KIDS

EDUCATION
66% COLLEGE DEGREE

ETHNICITY
WHITENESS
OTHER
HISpanic
BLACK
ASIAN
AMERICAN
HOU...
UNI...
\$50...
OVI...

MAJOR U.S. TRAVEL CONCERNS FROM COVID-19

Addressing these concerns is crucial for stimulating road travel:

86% are confused about travel restrictions and rules on...

- Agreed with one or more of these statements as:
- Travel restrictions are unclear or vary between destinations I'm interested in visiting
 - Health & safety protocols are unclear or vary between destinations I'm interested in visiting

40% do not feel safe traveling outside their community

25% are not welcome to travel

*As of August 2020, COVID-19 U.S. Travel Sentiment Study, Longwoods



DATA TRACKING

Aggregated data and research from leading industry partners

[VIEW THE LATEST FROM LONGWOODS INTERNATIONAL'S TRAVELER SENTIMENT STUDY](#)

Miles is curating and summarizing critical data points from the industry's leading research and data providers including UberMedia, Longwoods International, Destination Analysts, SparkLoft, ADARA and others.

7 DATA POINTS TO SHOW THE IMPACT ON TRAVEL

Updated September 8, 2020



Data Point 6: Road Trips are Back, 15-25% below 2019

Where Are We Going? Road Trips Revisited!

Fresh research & insights on marketing to
US Road Trip Travelers



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INTERNATIONAL

Longwoods International



- Established in 1978 as consultancy-focused research company
- Tourism since 1985
- Travel USA ® since 1990

Methodology (short version):

Travel USA®

- Largest ongoing study of American travelers
- Quarterly random samples of U.S. adult population
- Consumer online panel
- Profiles of representative sample of 300,000+ overnight and day trips each year
- Overview survey, then a custom follow-up



After Looking Back 20+ Years... and at the Current Situation...

We See Six Key Takeaways:

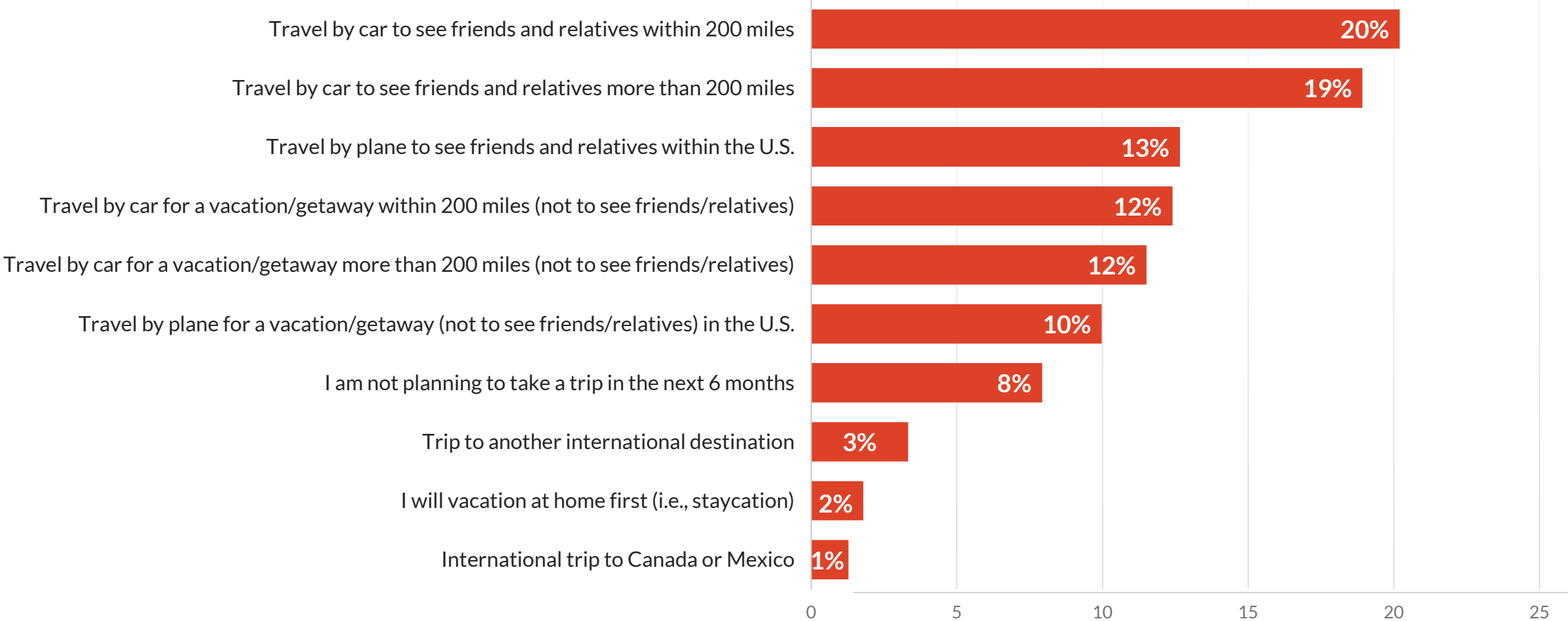


1. Road Trips Will Lead Us Into Recovery!



IMPACT ON TRAVEL PLANS – APRIL 29

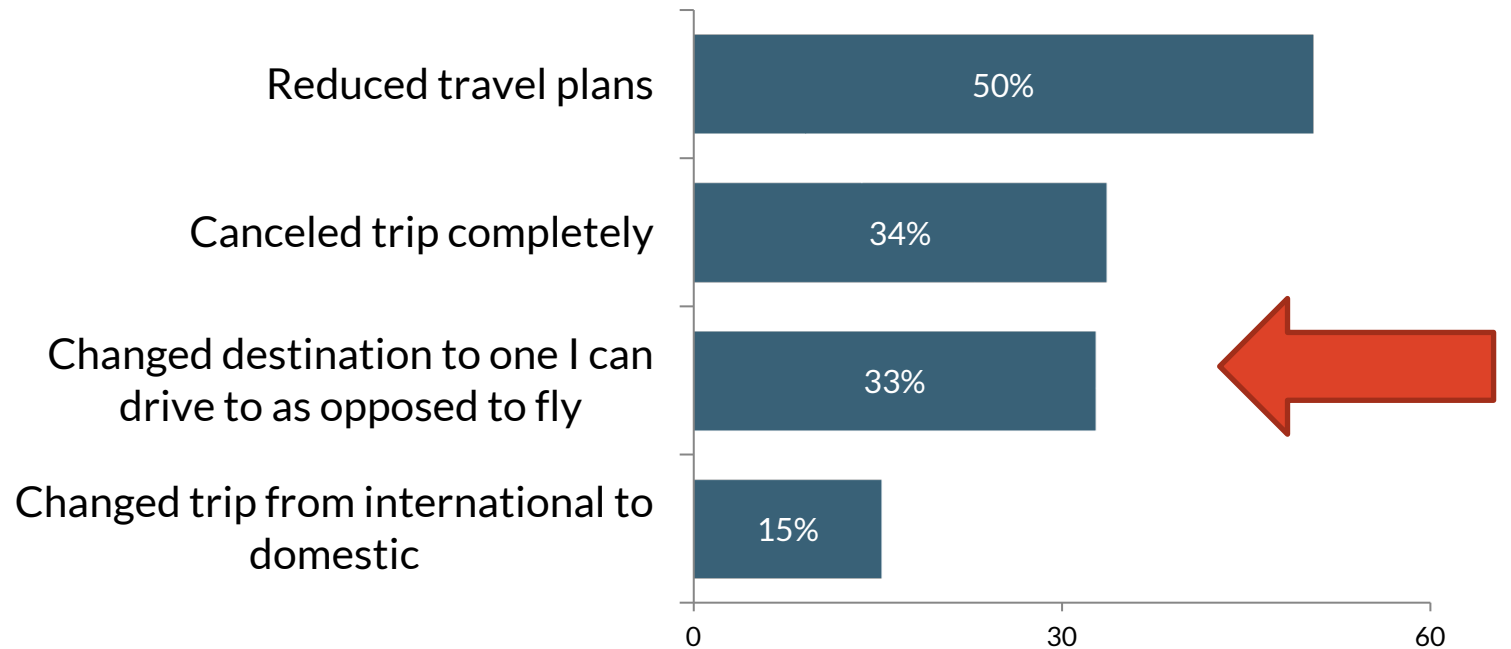
First Trip Travelers Plan to Take in the Next Six Months



IMPACT ON TRAVEL PLANS



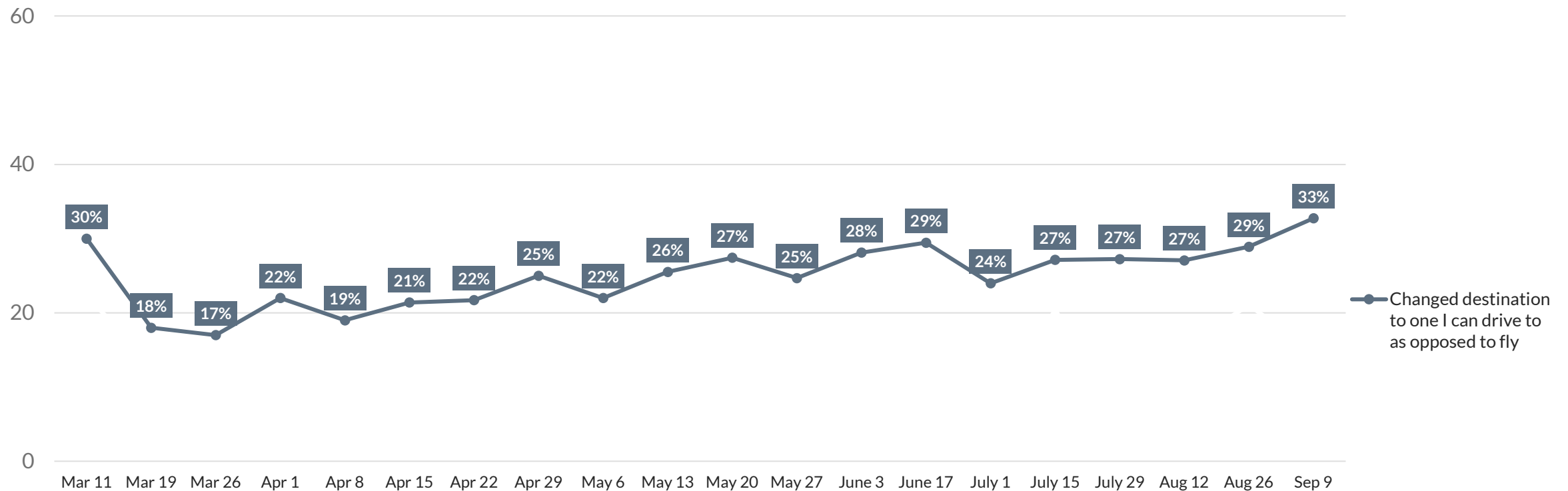
of travelers planning to travel in the next six months will change their travel plans due to coronavirus



Base: Coronavirus Changed Travel Plans

IMPACT ON TRAVEL PLANS

Impact of COVID-19 on Upcoming Travel Plans: Change From Fly to Drive



Base: Coronavirus Changed Travel Plans

IMPACT ON TRAVEL PLANS

First Trip Travelers Will Take in the Next Six Weeks



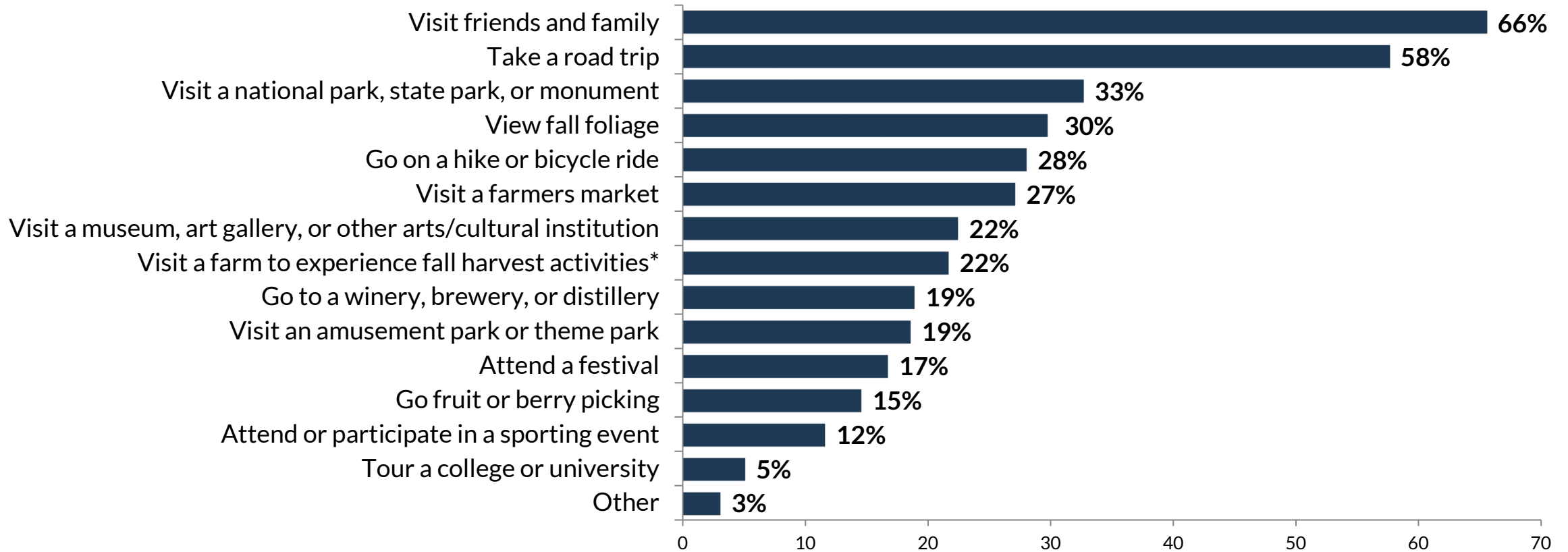
IMPACT ON TRAVEL PLANS

First Trip Travelers Will Take in the Next Six Weeks



IMPACT ON TRAVEL PLANS

Activities Travelers Plan to Participate in During Their Fall Travels



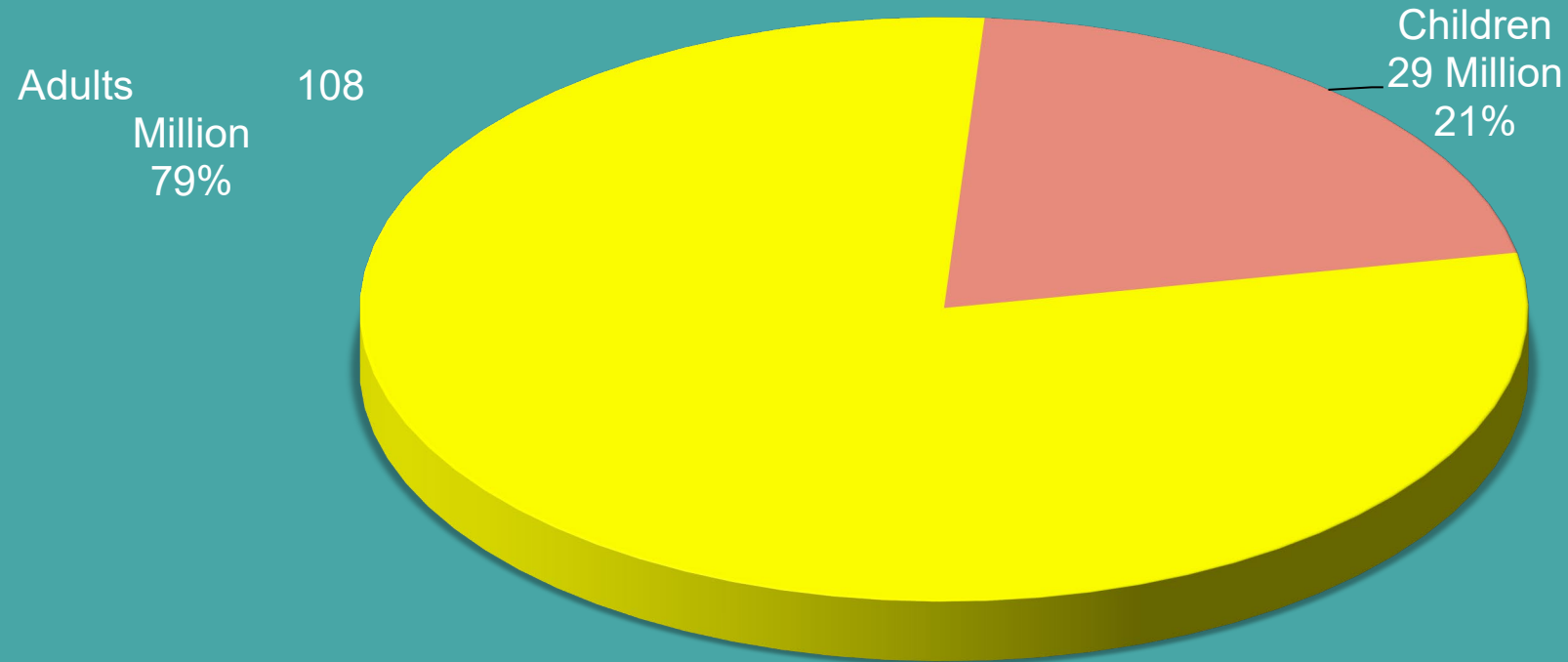
*Corn maze, hay rides, pumpkin patch, etc.

2. Road Trips are Still a Hidden Gem!



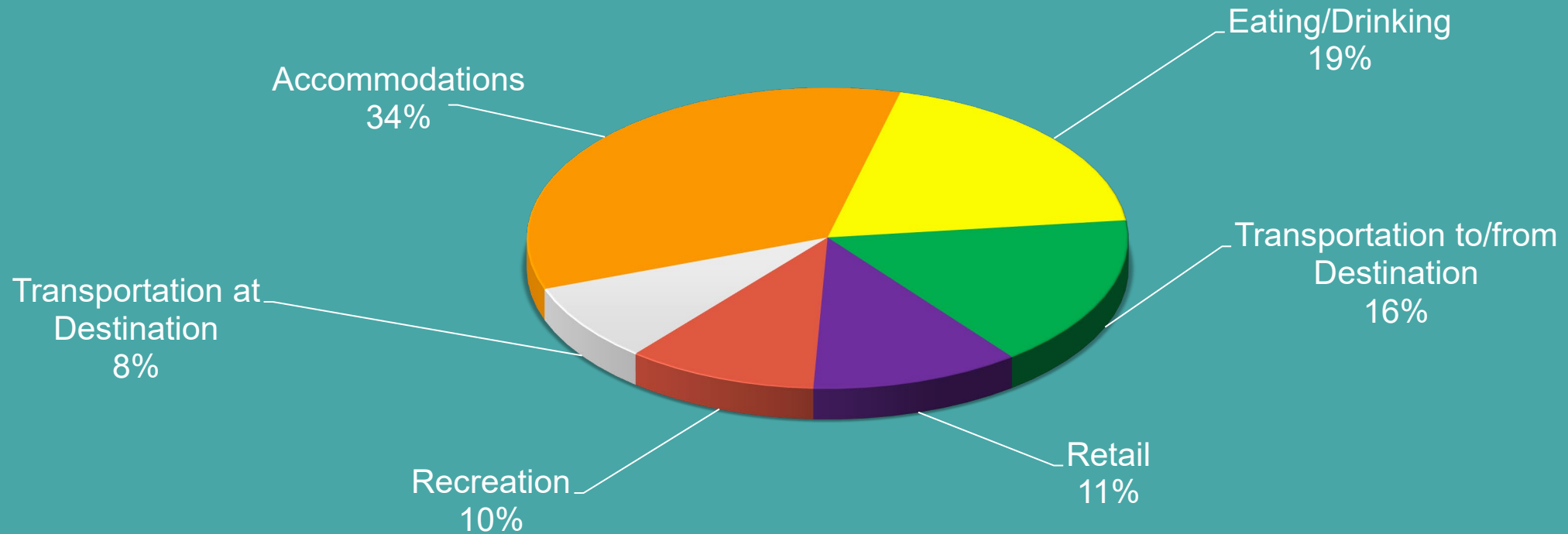
Total Size of Road Trip Segment in 2019

Total Overnight Road Trips = 137 Million



Total Spending on Road Trips in 2019 – by Sector

Total Spending = \$51.3 Billion



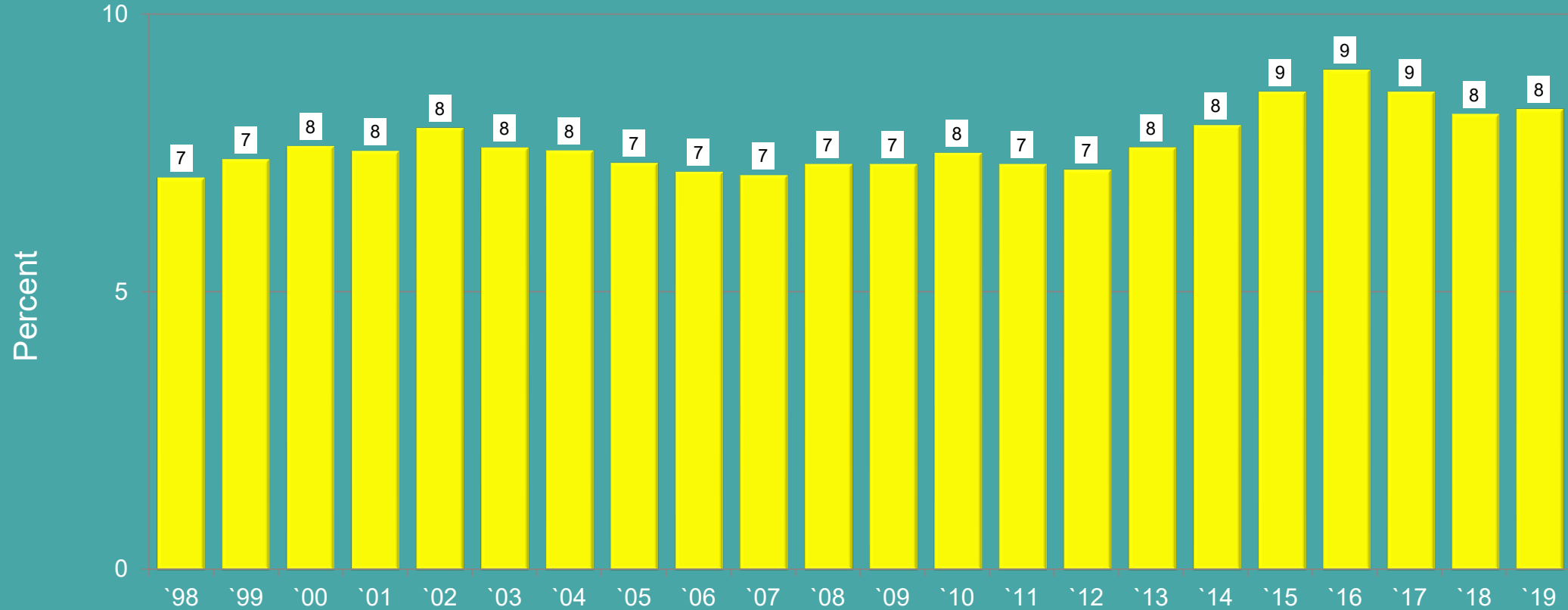
3. Road Trips Were & Are a Growing Market!



Road Trip Segment

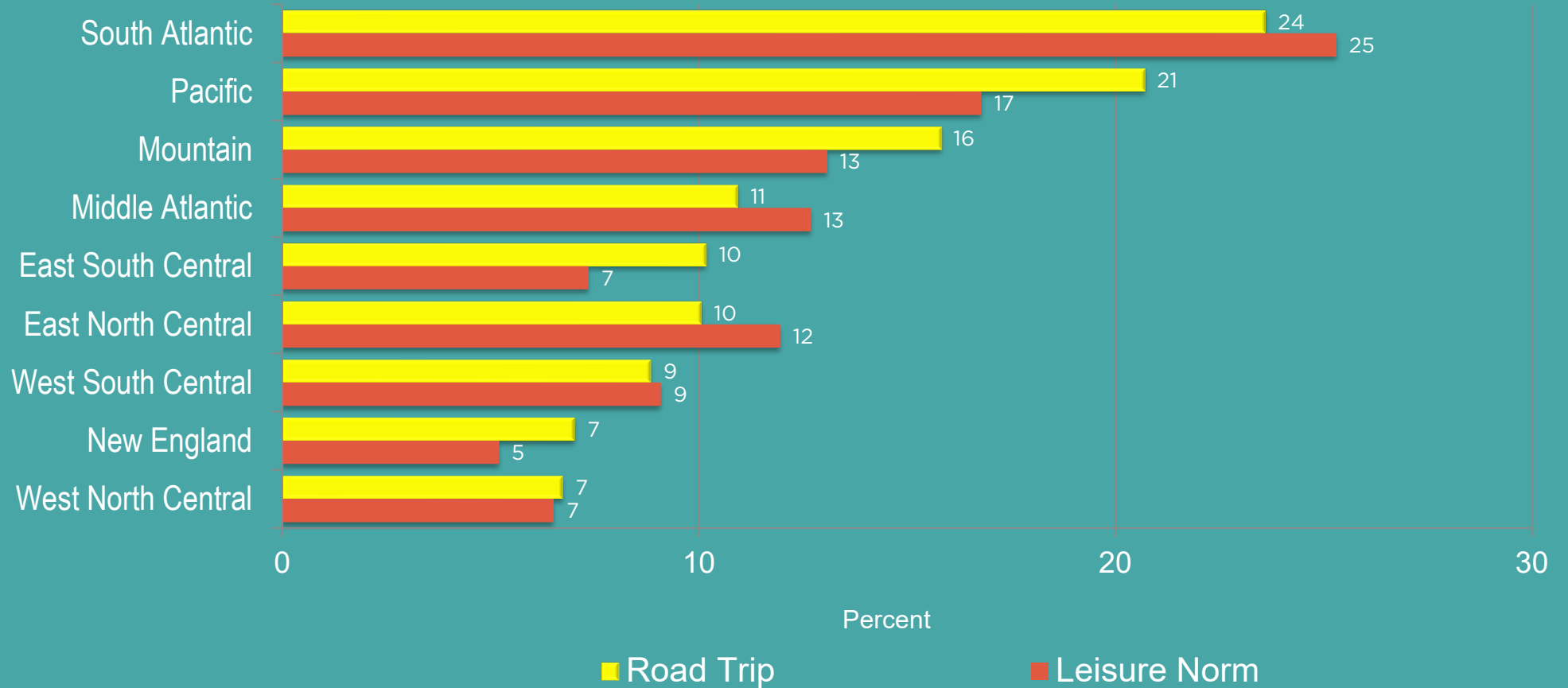


Base: Overnight Trips



Regional Destination of Trip

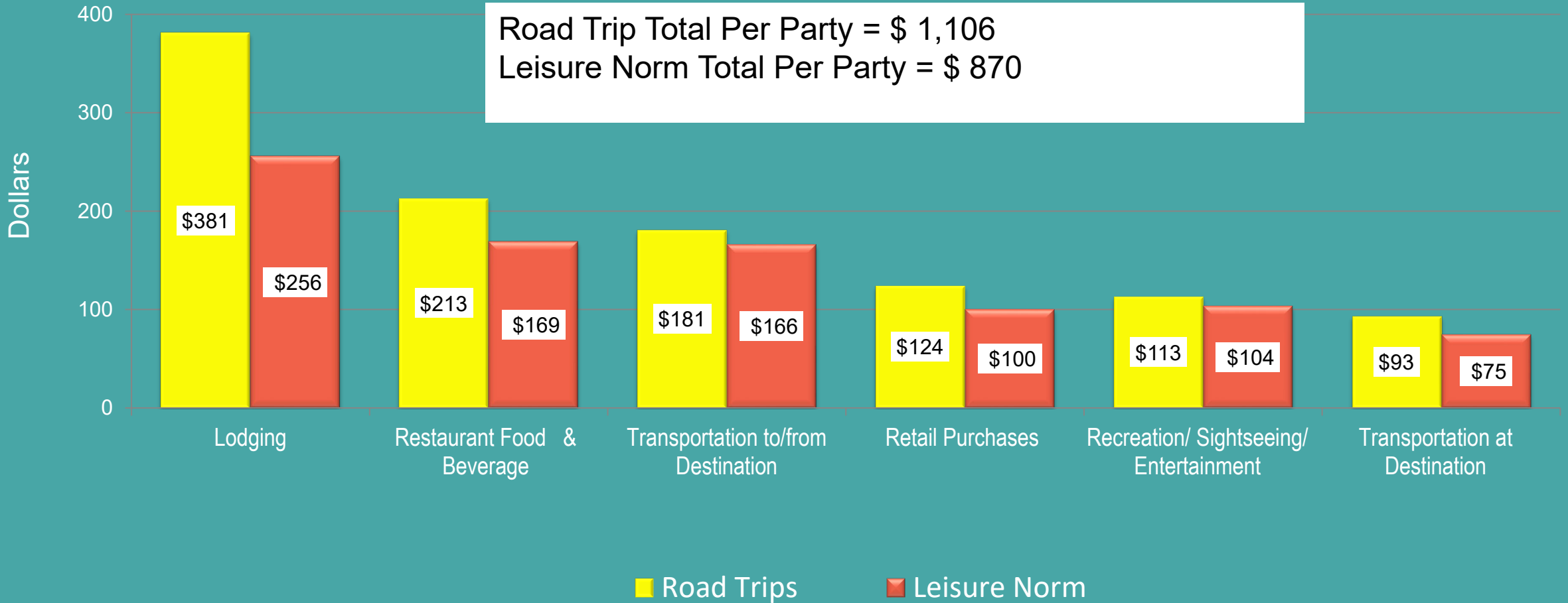
Base: Overnight Person-Trips



3. Road Trippers are Valuable!

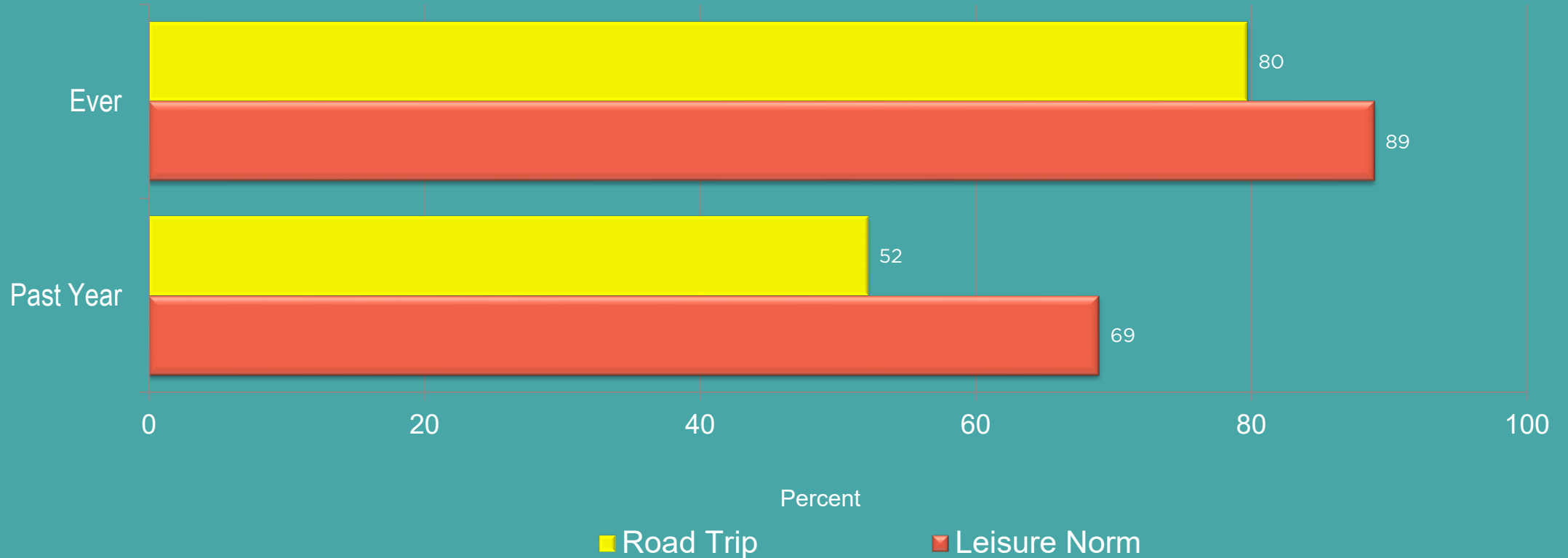


Average Per Party Expenditures — By Sector



Past Visitation to Destination

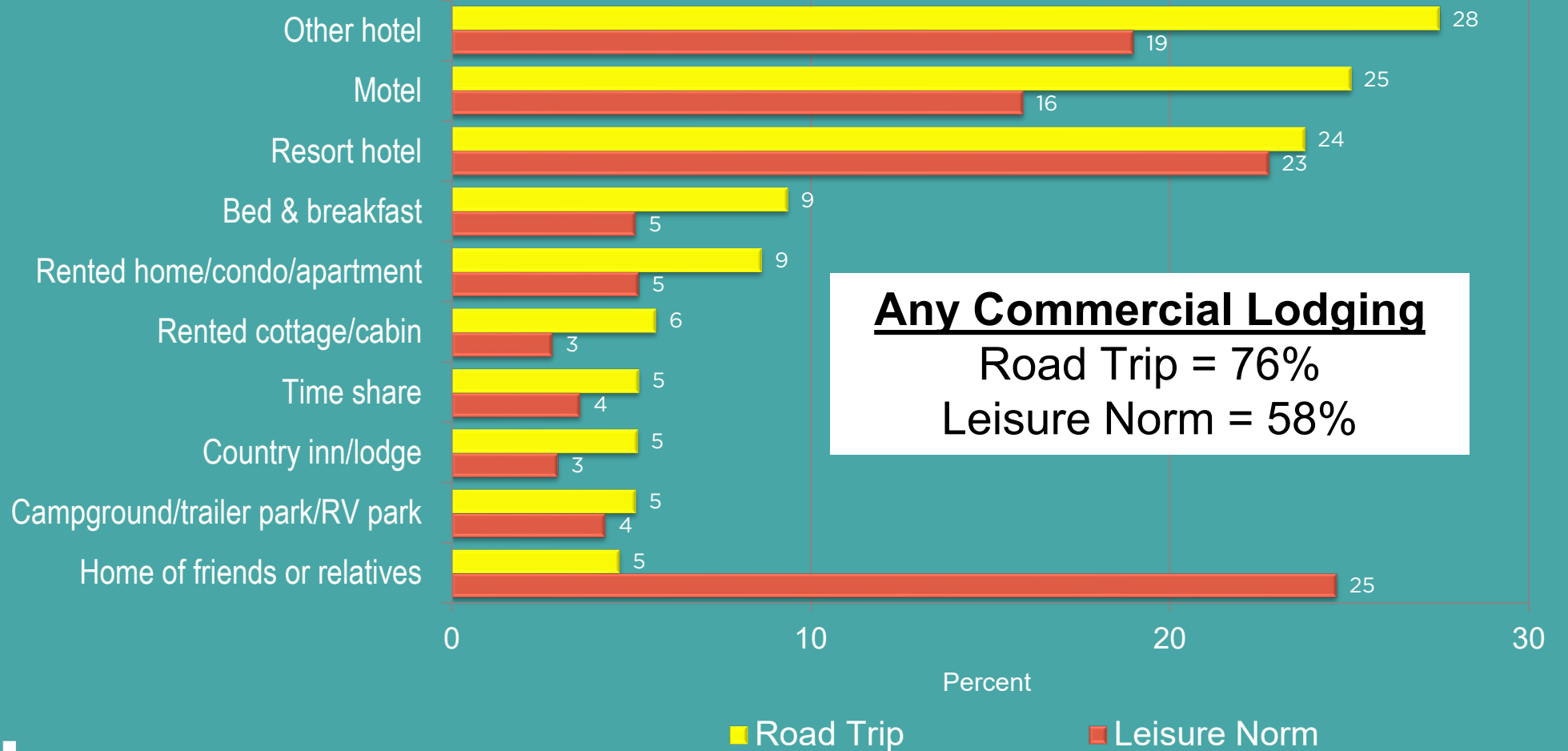
Base: Overnight Person-Trips



Accommodations



Base: Overnight Person-Trips

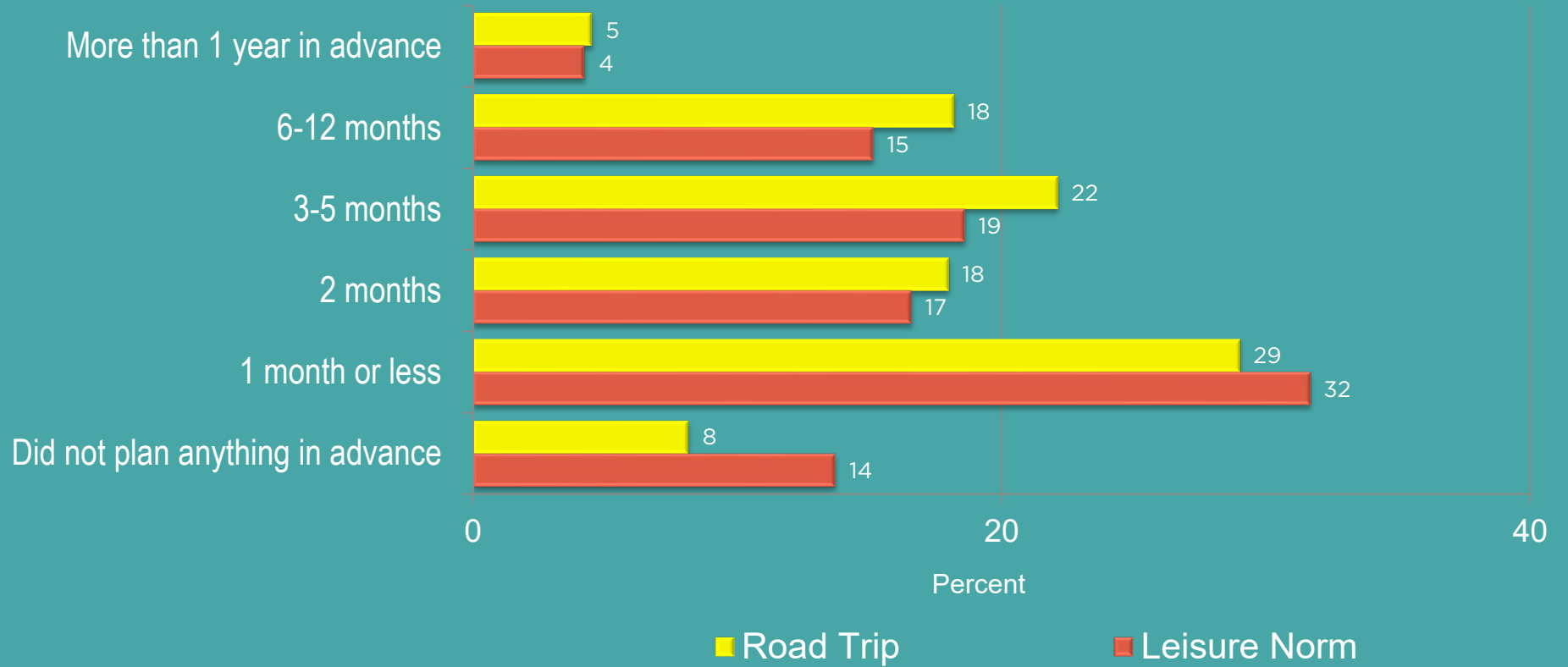


4. Road Trippers are Unique!



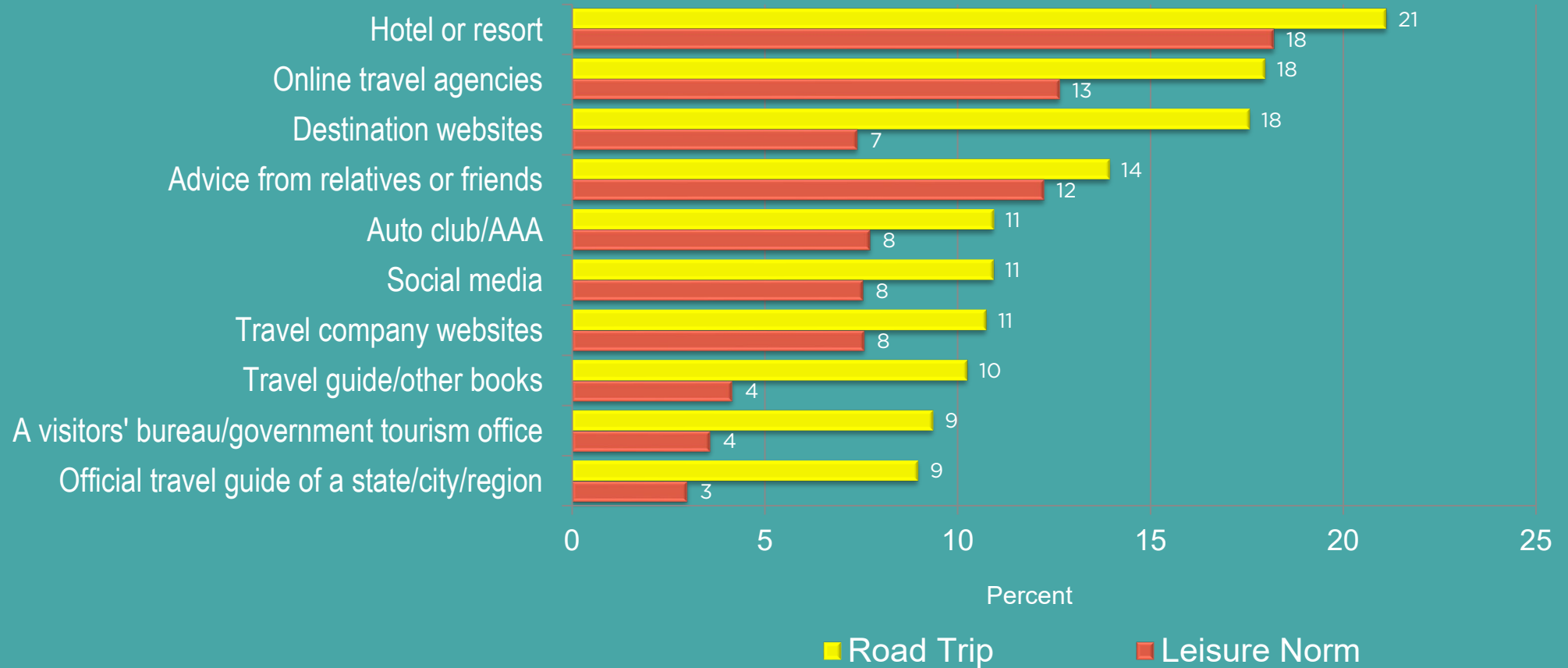
Length of Trip Planning

Base: Overnight Person-Trips



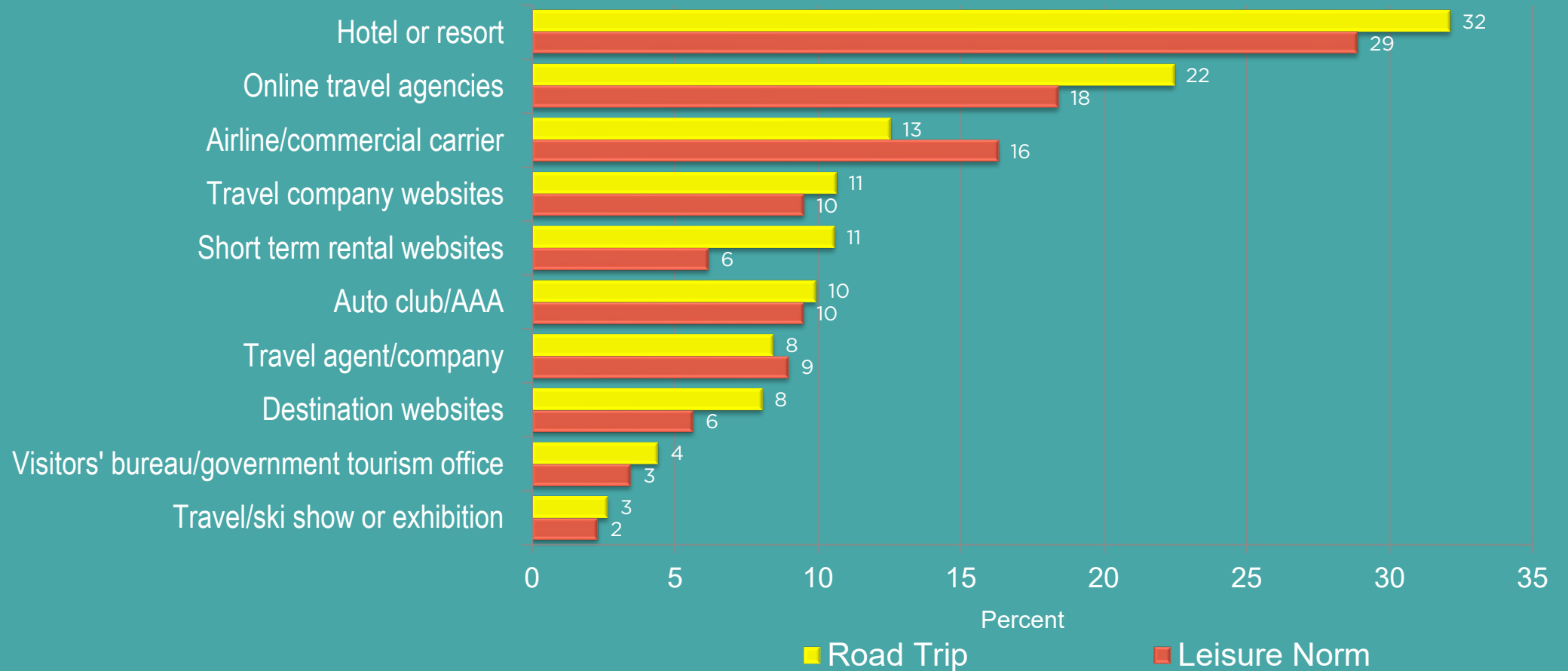
Trip Planning Information Sources

Base: Overnight Person-Trips



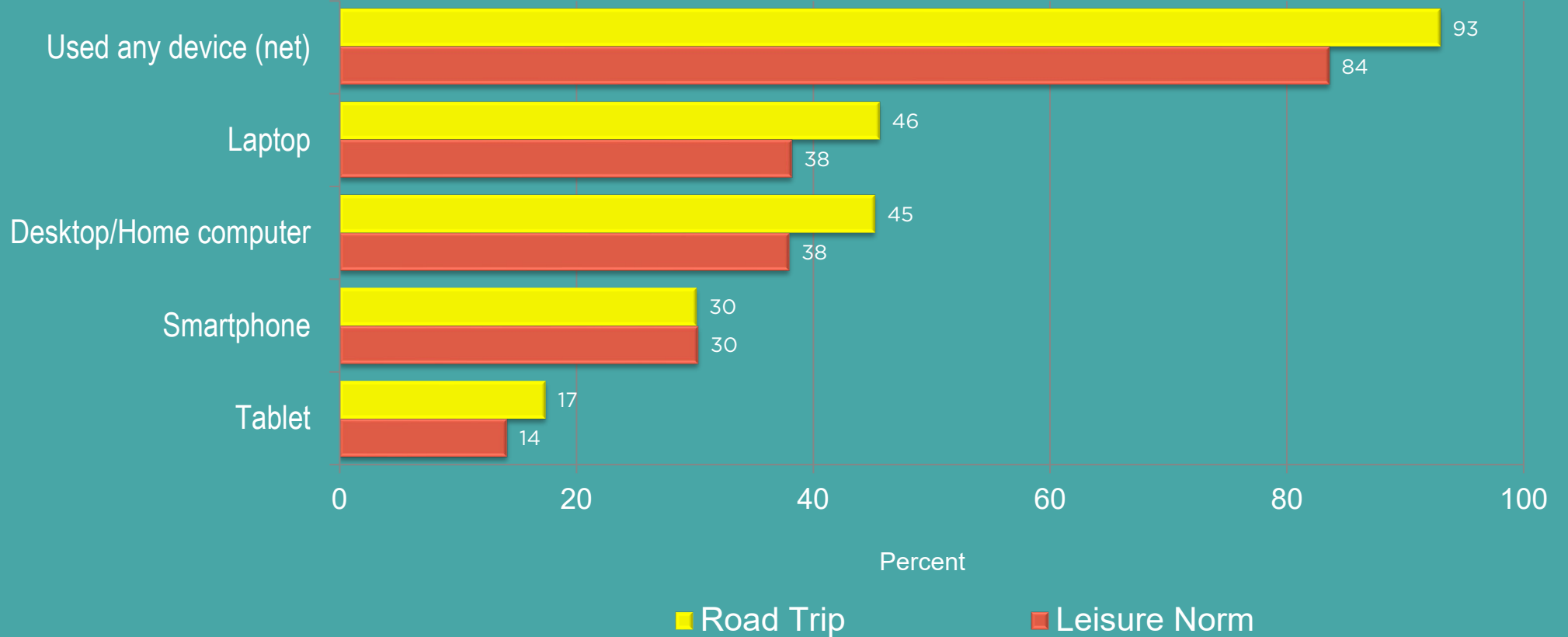
Method of Booking

Base: Overnight Person-Trips



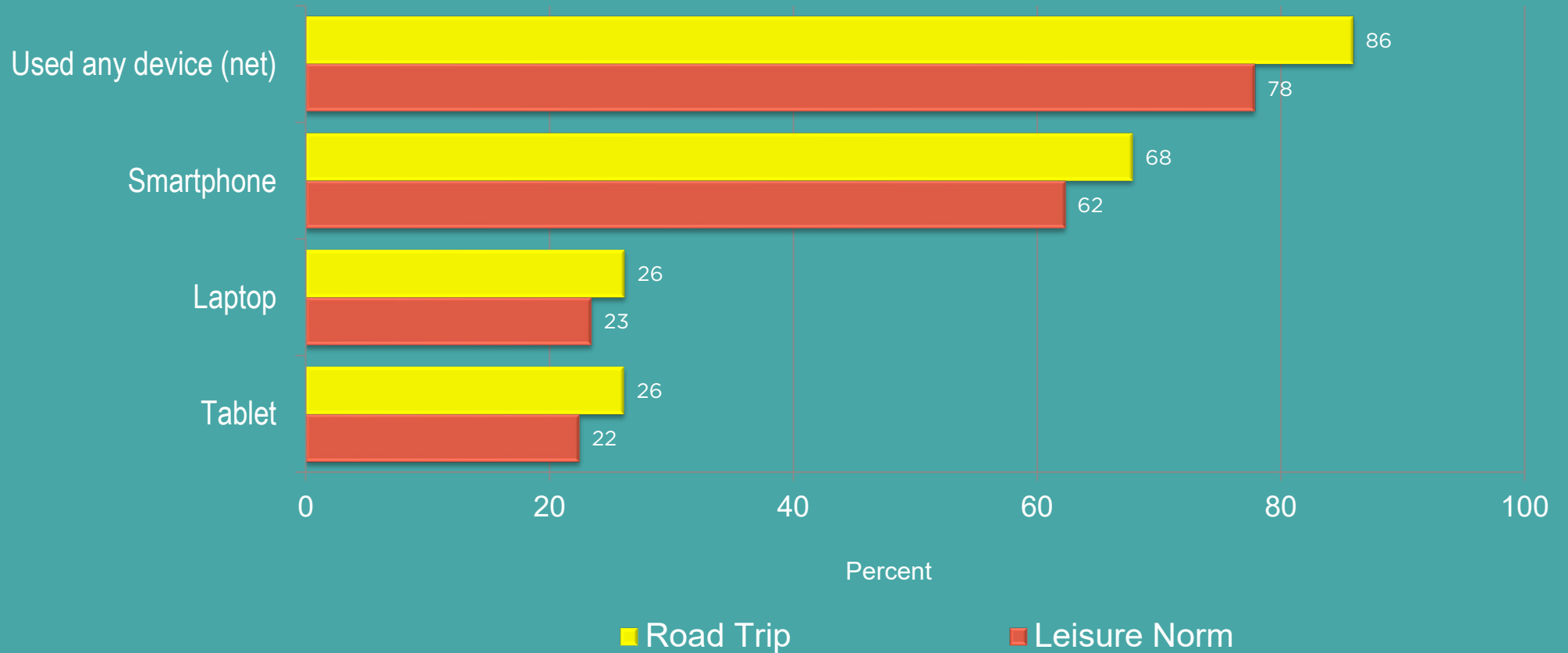
Devices Used for Trip Planning

Base: Overnight Person-Trips



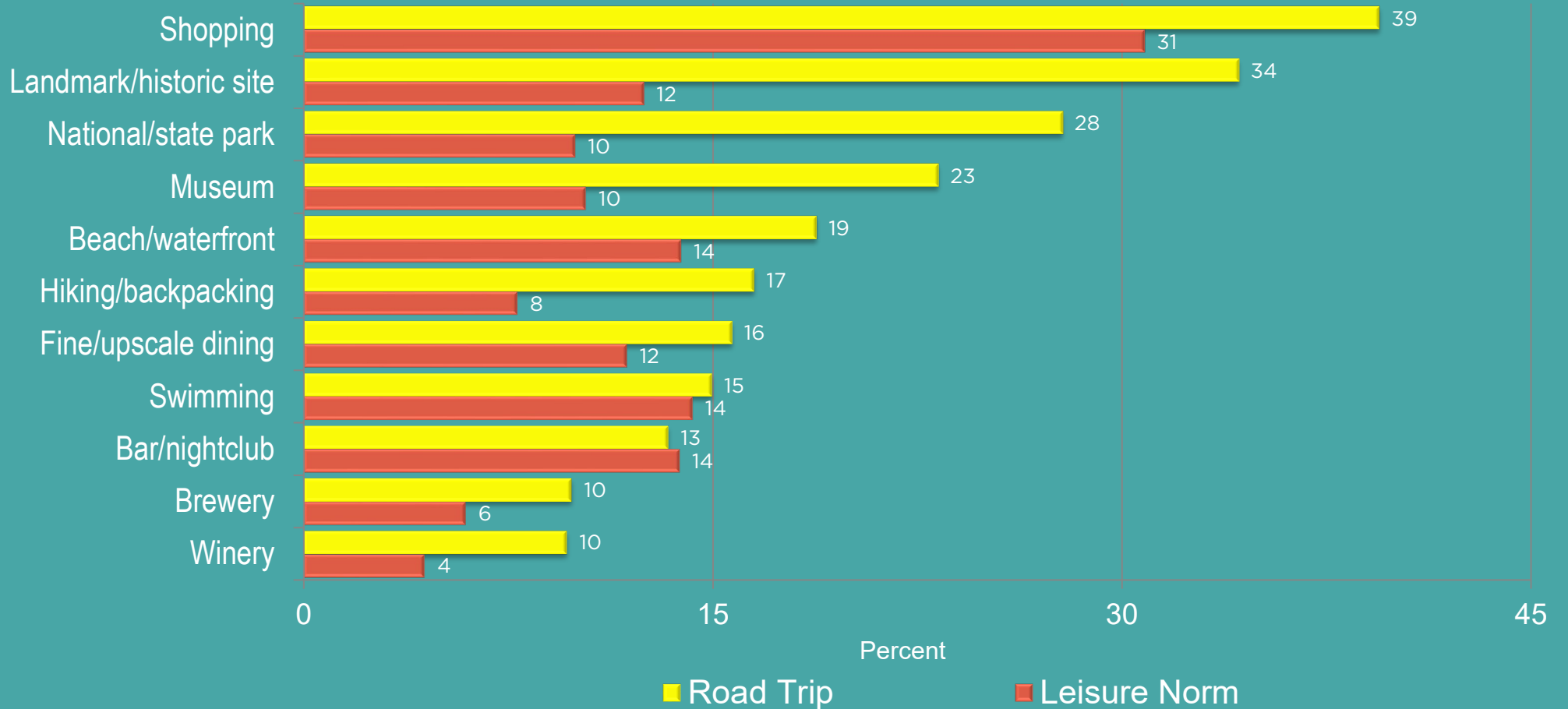
Mobile Devices Used During Trip

Base: Overnight Person-Trips



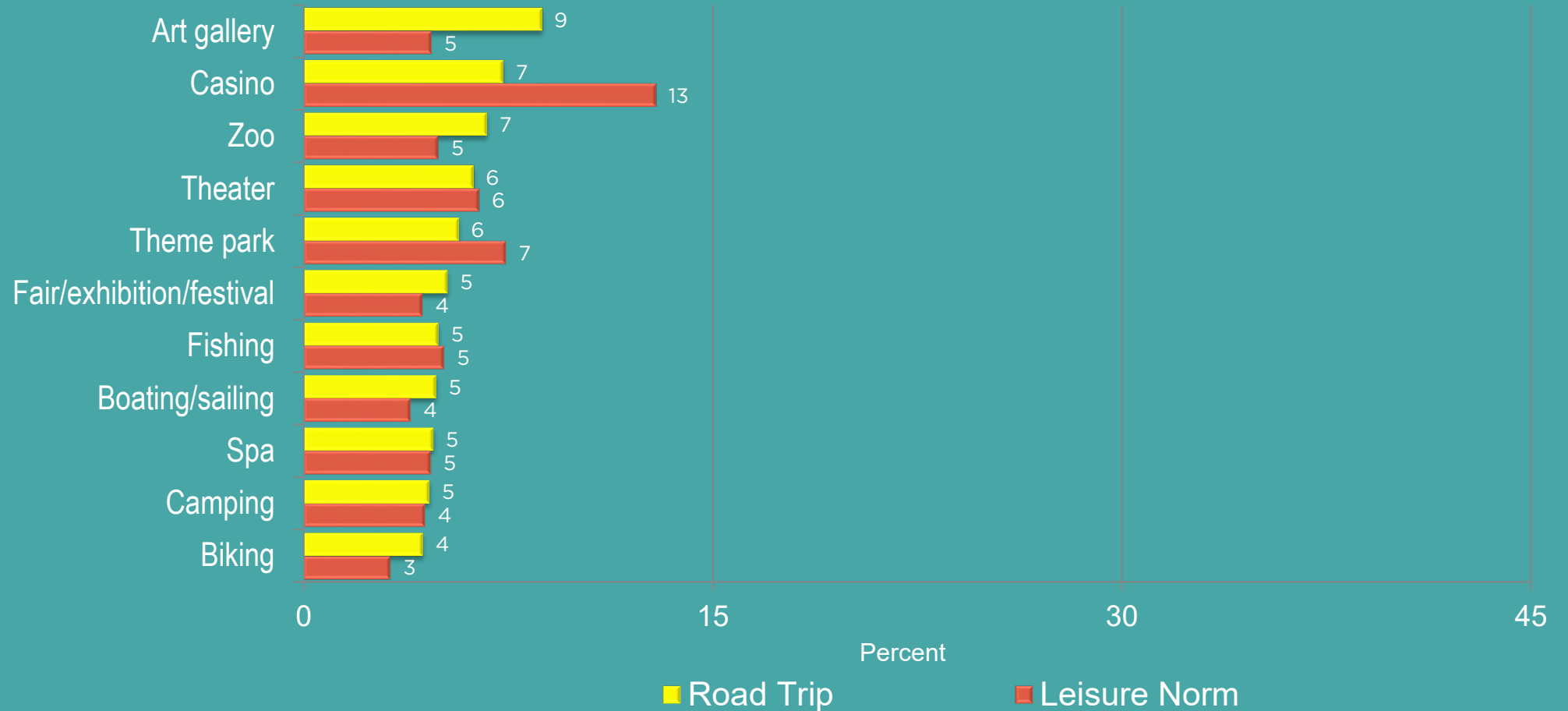
Activities and Experiences

Base: Overnight Person-Trips



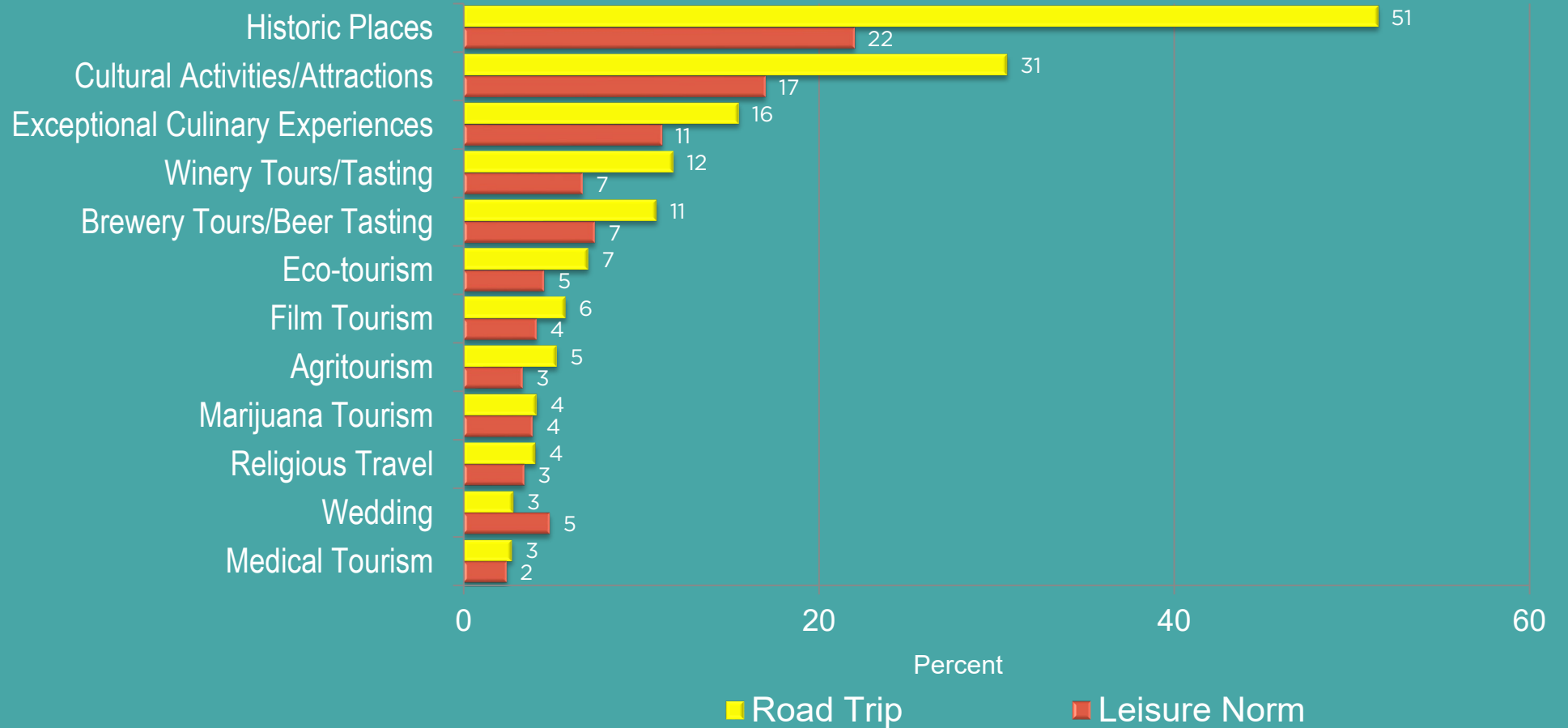
Activities and Experiences (Cont'd)

Base: Overnight Person-Trips



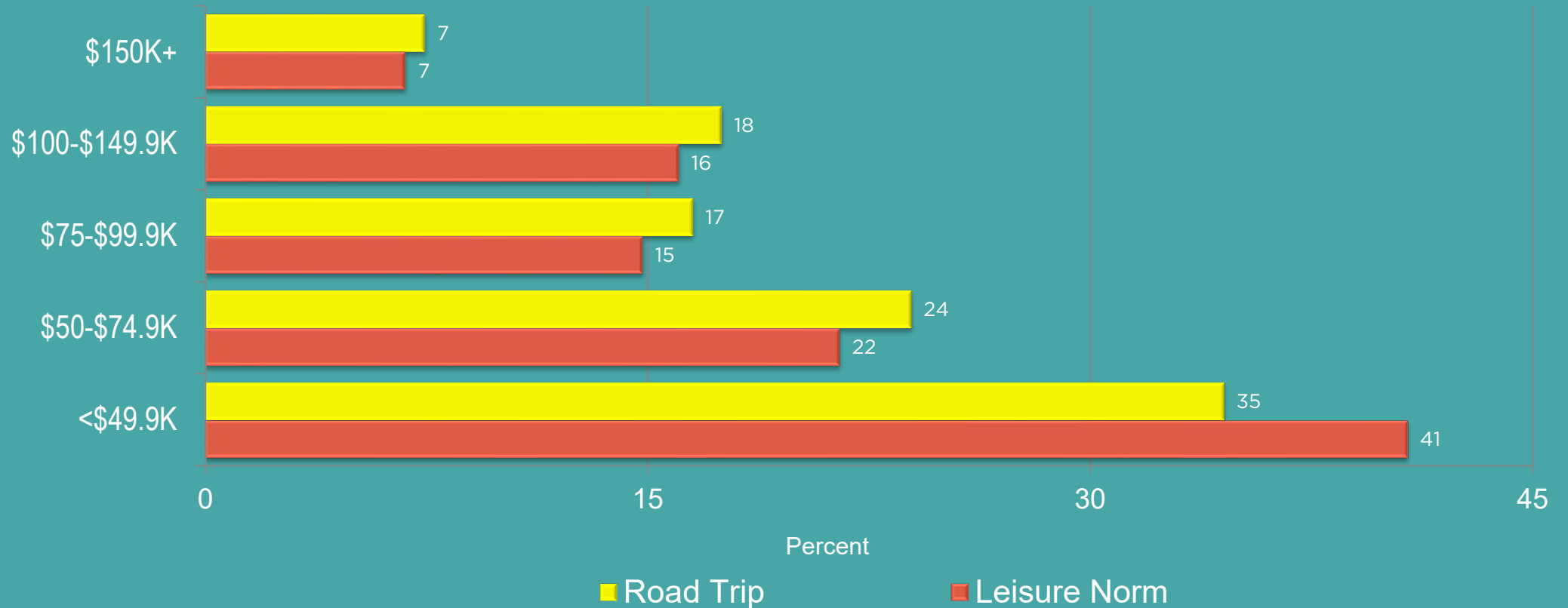
Activities of Special Interest

Base: Overnight Person-Trips



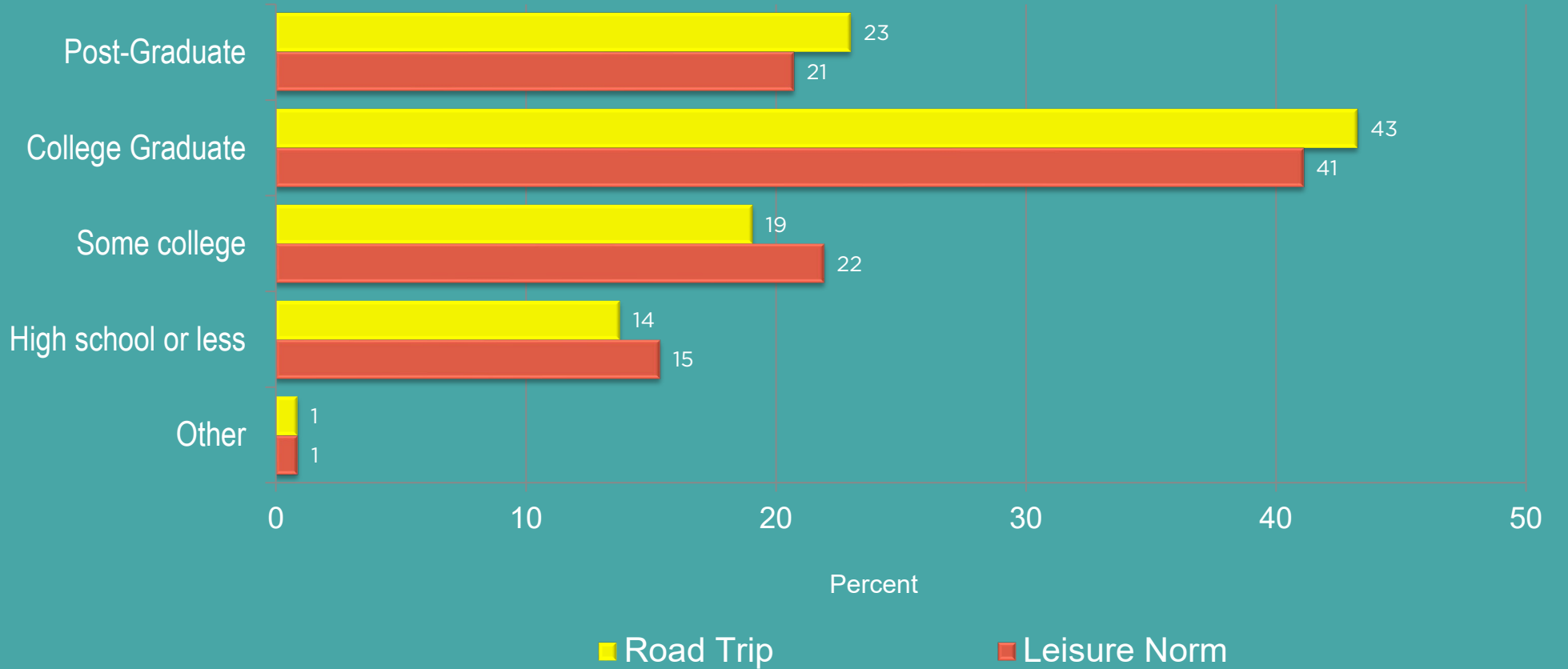
Household Income

Base: Overnight Person-Trips



Education

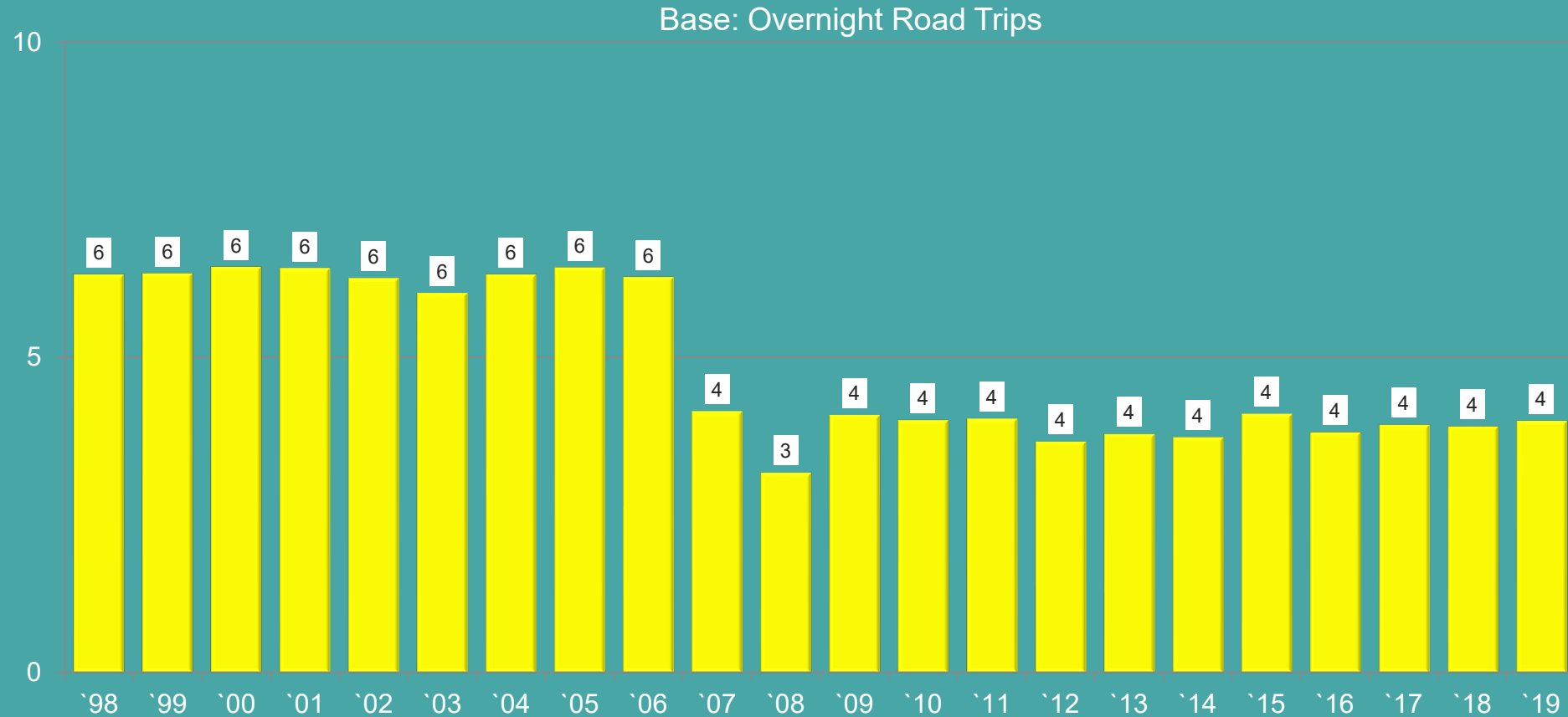
Base: Overnight Person-Trips



6. Road Trips are a Partnership Opportunity!

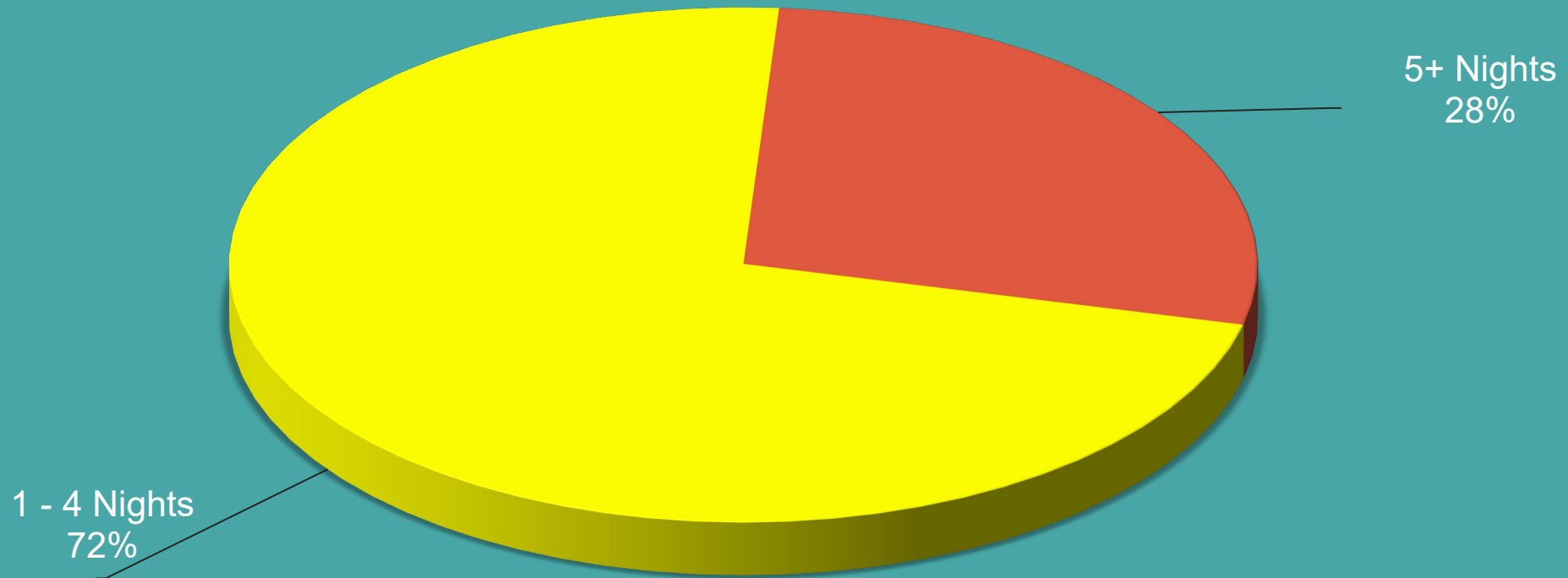


Number of Nights Away on Trip



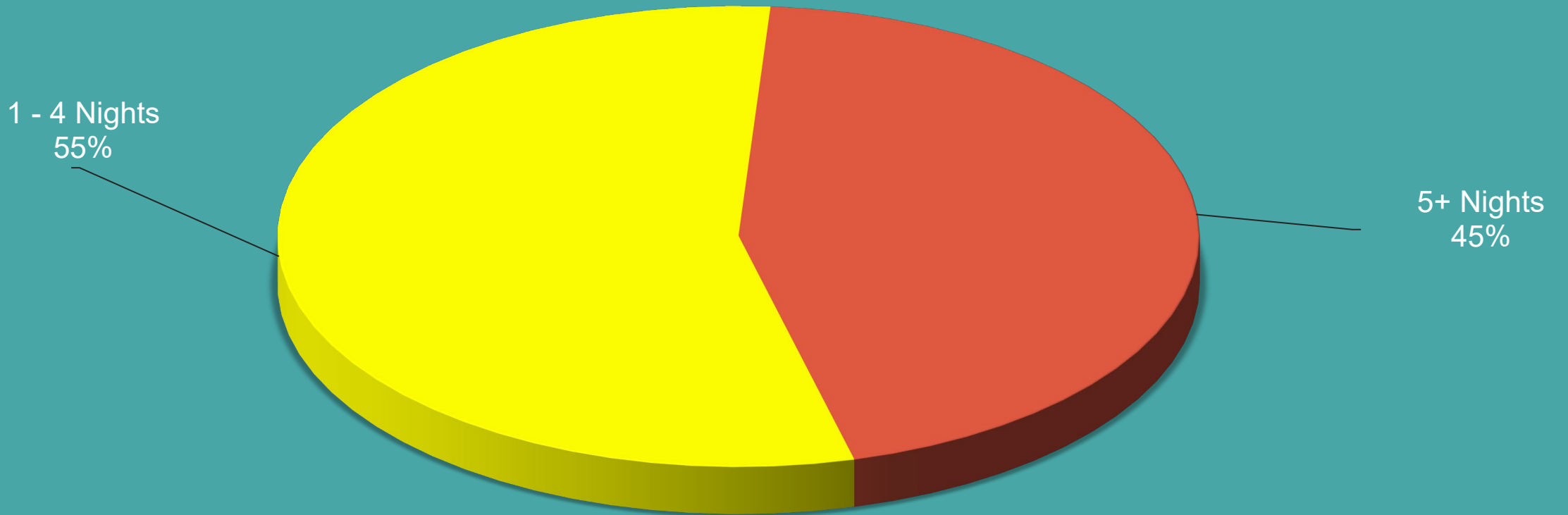
Size of Longer Road Trip Segment in 2019

Total Overnight Road Trips = 137 Million



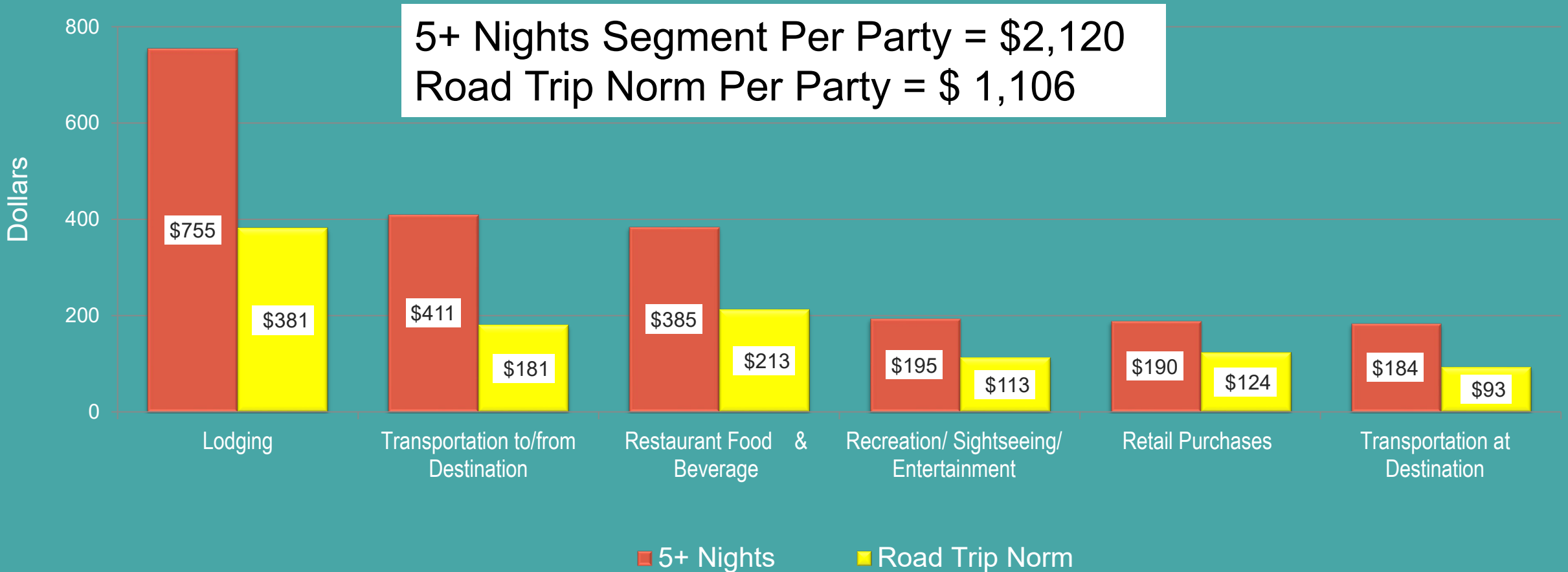
Total Expenditures of Longer Road Trip Segment in 2019

Total Road Trip Spending = \$51.3 Billion



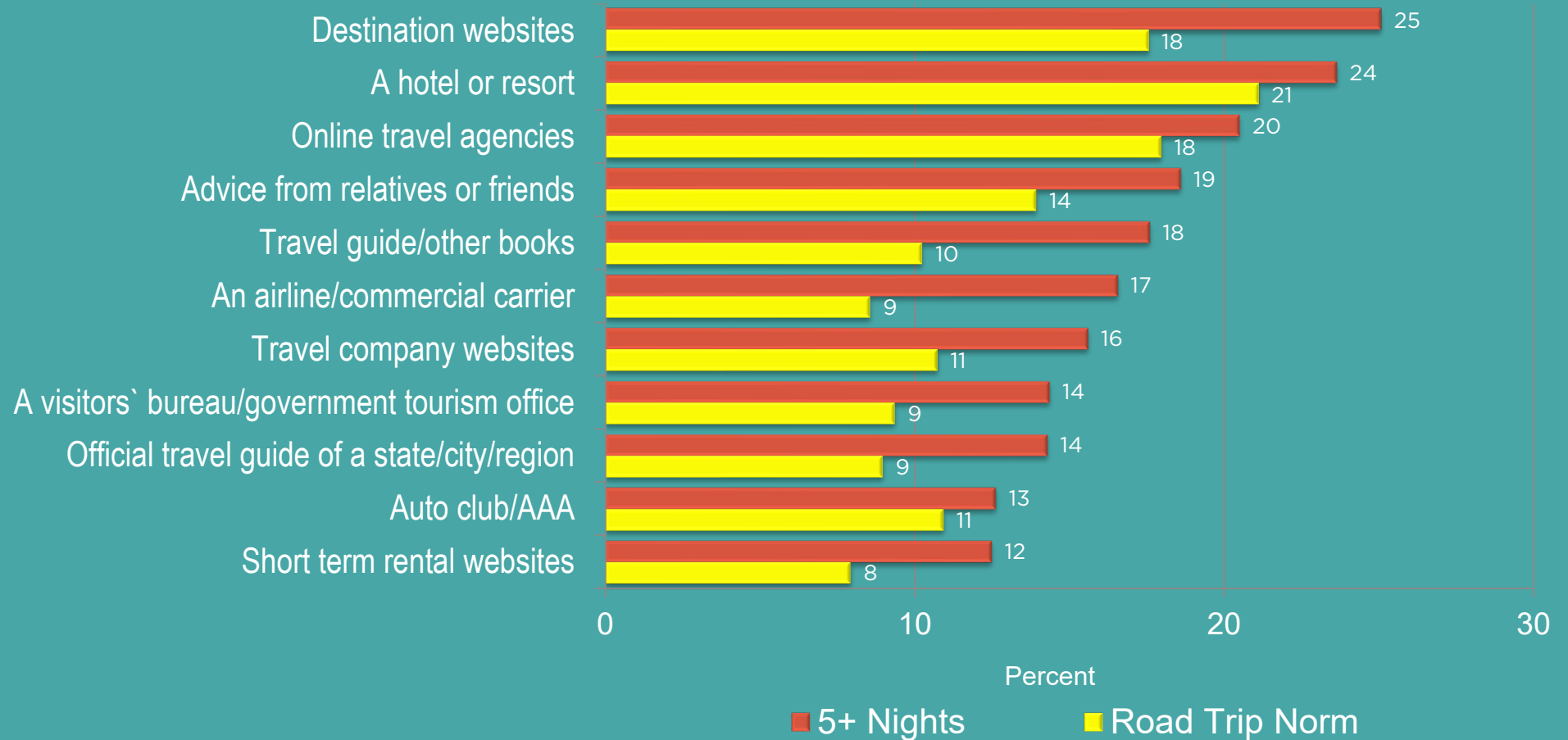
Average Per Party Expenditures – By Sector

Base: Overnight Person-Trips



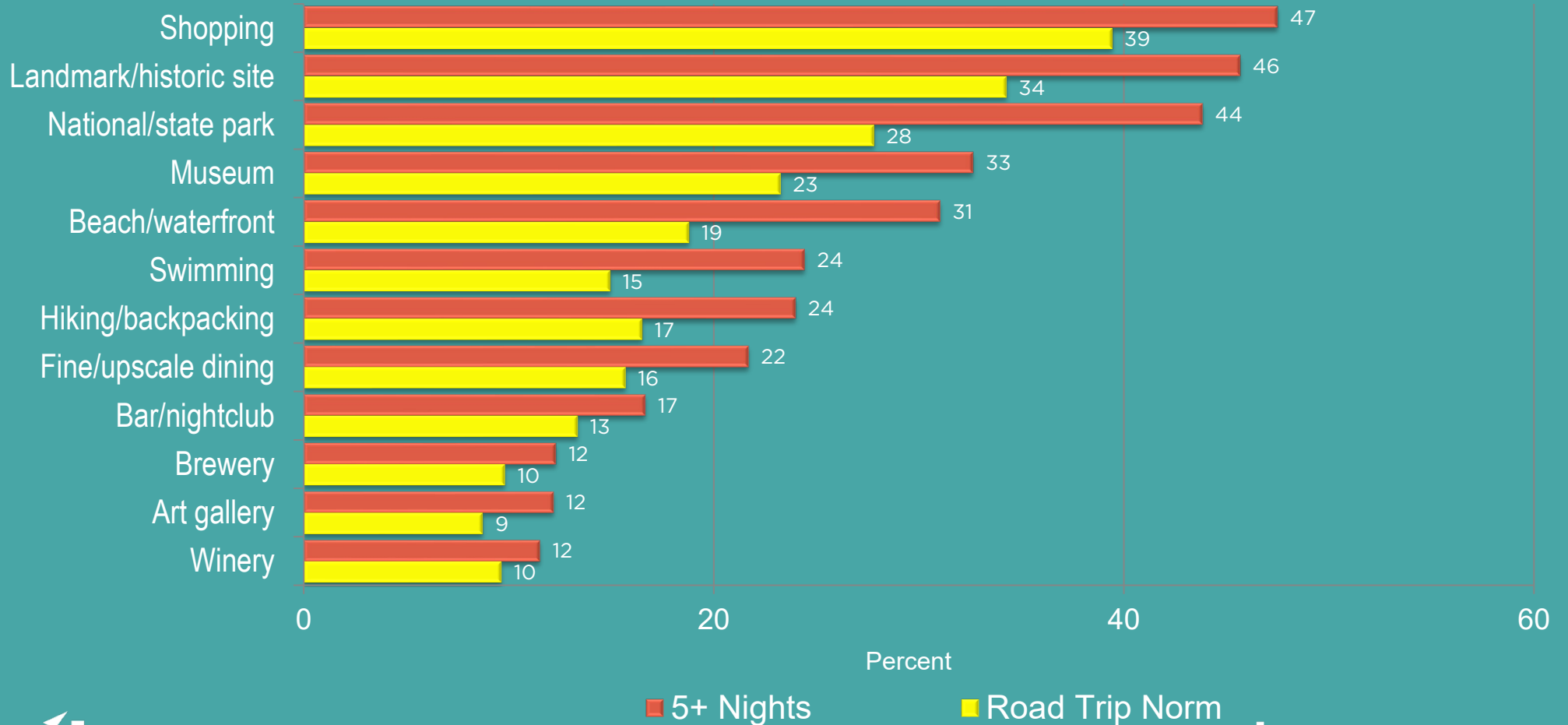
Trip Planning Information Sources

Base: Overnight Person-Trips



Activities and Experiences

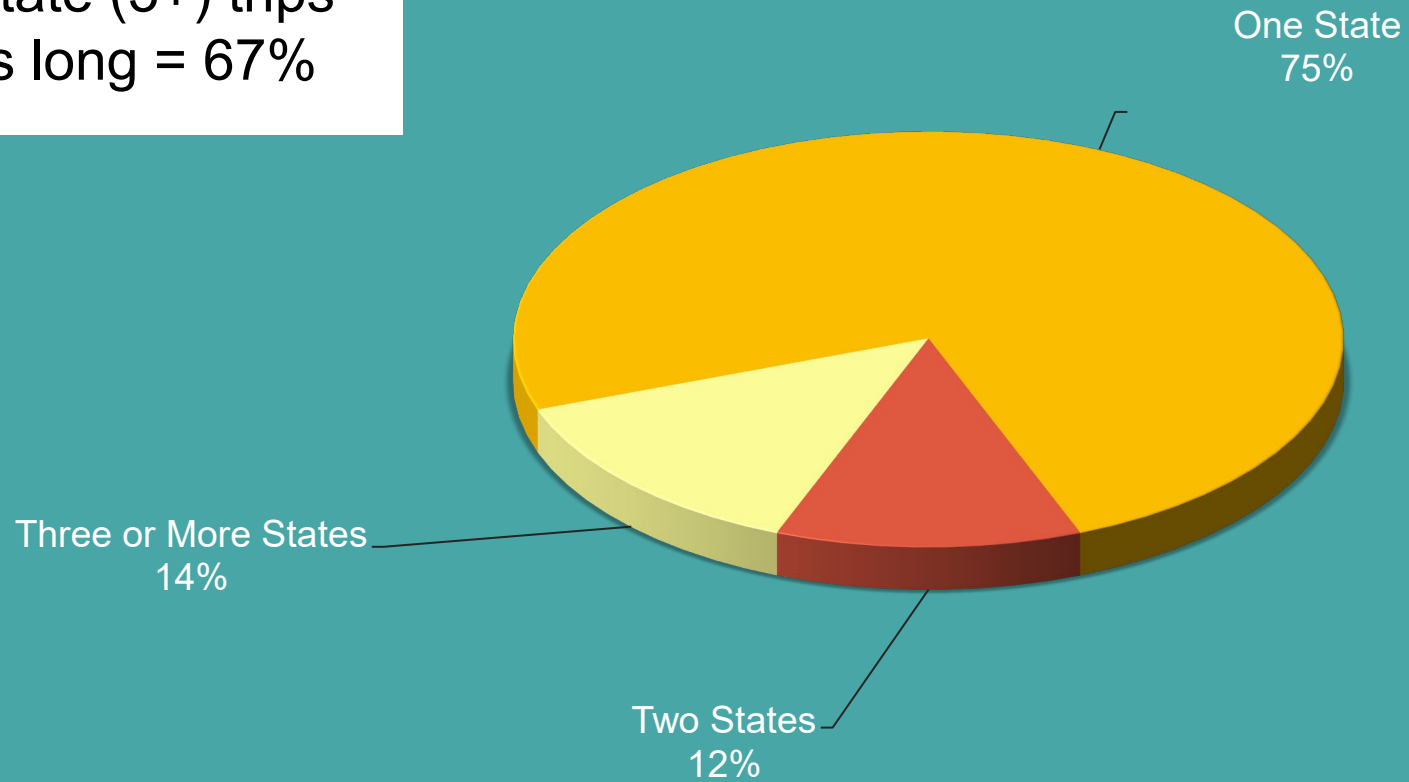
Base: Overnight Person-Trips



Number of States Visited on Trip – 2019 Longer Road Trips

Base: 5+ Nights Trips

Percent of multi-state (3+) trips
that are 5+ nights long = 67%



In-State and Multi-State Partnerships!



NEWS MAGAZINES OFFERS VIDEO OPINIONS BLOGS SUPPLIERS DESTINATIONS

Last updated: 02:44 PM ET, Wed September 02 2020

South Dakota and Wyoming Team Up to Promote the Ultimate American Road Trip

DESTINATION & TOURISM | LACEY PFALZ | SEPTEMBER 02, 2020

f 6 t in r e + 5



PHOTO: Wild buffalo roaming near a campground in Badlands National Park, South Dakota. (photo via kwiktor / iStock / Getty Images Plus)

South Dakota and Wyoming's tourism departments announced they have teamed



LILICLOTH Up to 49% OFF Shop Now




CONSTANT UPDATES

Stay informed with the **ROAD TO RECOVERY** GUIDE

READ NOW

FINAL Thoughts on ROAD TRIPS 2020 - 2021

Road Trips will be the dominant share of leisure travel into 2021 in many ways...

- VFR First – Invite Them!**
 - VFR Second**
 - Leisure Third – Sweet Spot of Opportunity!**
 - Groups**
 - Business Travel Too...**
- 

Thank
You



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INTERNATIONAL



MAJOR U.S. TRAVELER CONCERNS FROM COVID-19

Addressing these concerns is critical to
stimulating road travel:

86% are confused about travel
restrictions and rules on their trip

Agreed with one or more of these statements as of August 2020:

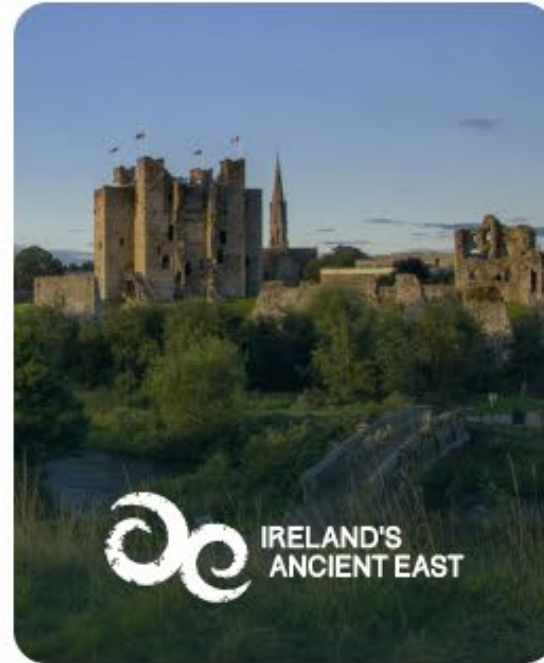
- Travel restrictions are unclear or vary between, or in, the destinations I'm interested in visiting
- Health & safety protocols are unclear or vary between, or in, the destinations I'm interested in visiting

International Examples



Explore Ireland's regions

Think you have seen it all? It's only the beginning of what this island has to offer.





Make a break for
Ireland's Ancient East.

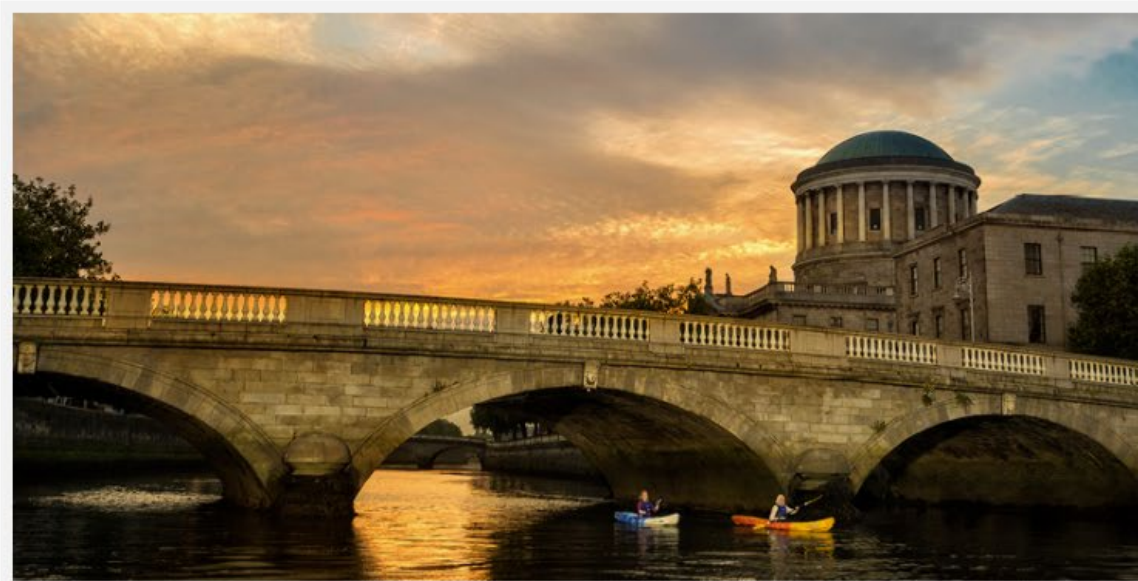
Get out and enjoy a [safe staycation](#) in Ireland's Ancient East



Rialtas na hÉireann
Government of Ireland



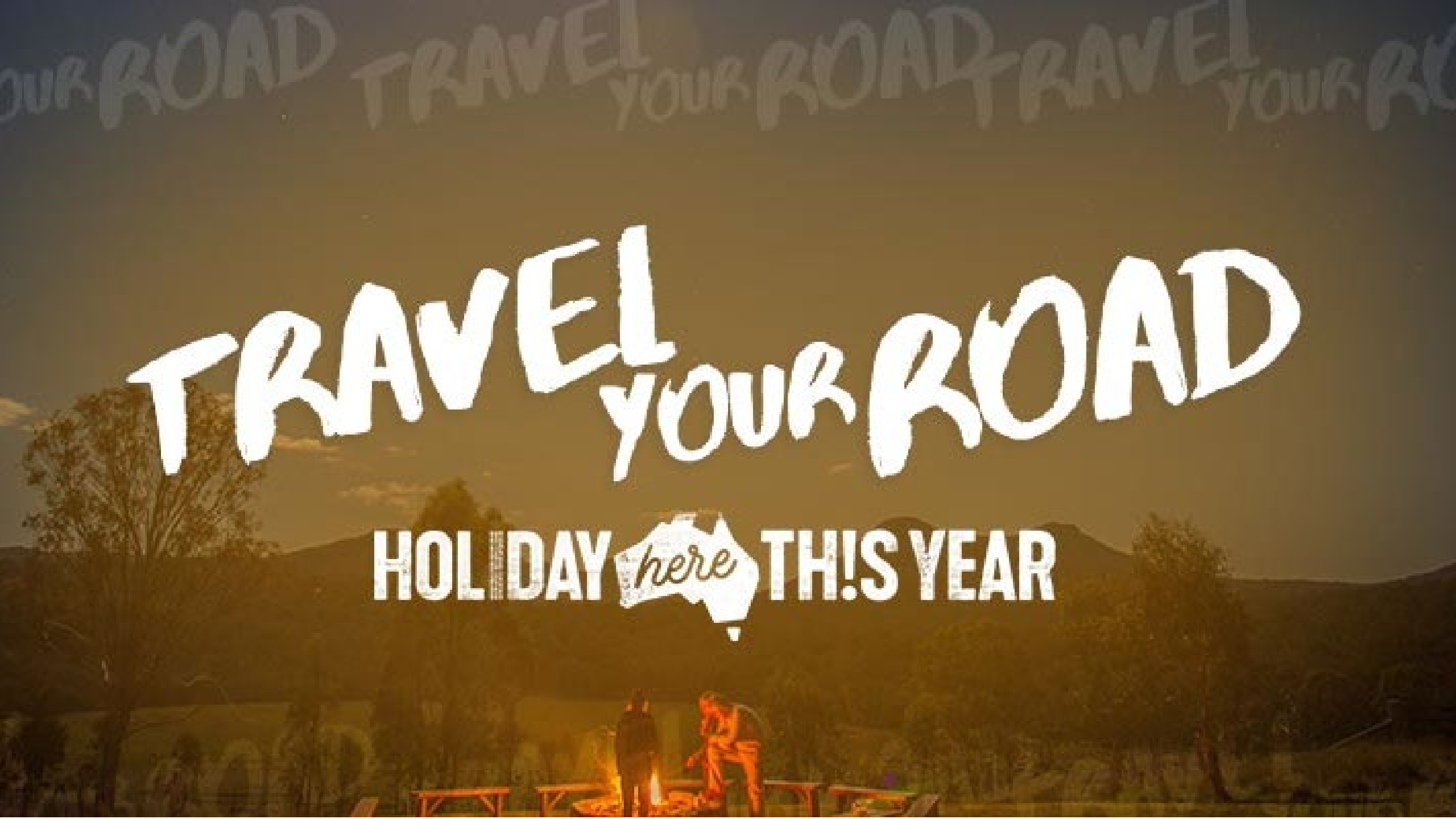
Rediscover Dublin: your guide to safe travel in the capital



YOUR ROAD TRAVEL YOUR ROAD TRAVEL YOUR ROAD TRAVEL YOUR ROAD TRAVEL

TRAVEL YOUR ROAD

HOLIDAY  THIS YEAR



Latest COVID safe travel information: [click here](#)

COVID SAFE TRAVEL IN AUSTRALIA

As Australia reopens, it's no surprise Aussies are eager to explore their own backyard. Thanks to the tourism industry's focus on safety, you can make travel plans with confidence. Use the tabs below to find out how you can enjoy your holiday safely.*

[View all](#)[Before you go](#)[Book your trip](#)[Enjoy your holiday](#)

STATE BORDER STATUS

AUSTRALIAN CAPITAL TE...

 Partially open

[Learn more](#)

NEW SOUTH WALES

 Partially open

[Learn more](#)

NORTHERN TERRITORY

 Partially open

[Learn more](#)

QUEENSLAND

 Partially open


[Learn more](#)

SOUTH AUSTRALIA

 Partially open

[Learn more](#)

TASMANIA

 Closed to non-essential travel

[Learn more](#)

[Disclaimer](#)






ROAD TRIPS

DREAMING OF THE OPEN ROAD?

Whether you're after a short scenic drive or a multi-day adventure across the country, Canada's friendly communities and breathtaking landscapes stretching coast-to-coast-to-coast make for the perfect road

Hover over the provinces and territories to see current travel restrictions and traveller self-isolation requirements.
Information updated as of September 1, 2020.



ONTARIO

No travel restrictions or self-isolation for domestic travellers entering Ontario.



WHAT CAN YOU DO?

WHEN IT'S TIME FOR YOU, WE'LL BE READY

Let's **GO** There

INDUSTRY TOOLKIT

The Movement Starts September 8

A paved path winds through a forest with trees in autumn foliage. The path is light gray and curves gently to the right. The trees are tall and thin, with leaves in shades of yellow, orange, and red. The ground is covered in fallen leaves. The sky is overcast and gray.

Case Study Examples



Travel the Byway: A Road Trip for Recovery



THE ROADS TO ANY GREAT VACATION LEAD HERE



WESTERN MARYLAND

Visit Antietam National Battlefield, go rock climbing or white-water rafting, or go skiing in the winter months. Western Maryland's rich heritage and natural beauty make every trip an adventure.

CAPITAL REGION

Hike to the top of majestic Great Falls, enjoy Potomac views and more at National Harbor or explore the Frederick Wine Trail. Maryland's Capital Region offers plenty of variety just minutes from our nation's capital.

CENTRAL MARYLAND

Catch a ball game and thrill to the downtown nightlife, or savor the delights of a farmers' market and seafood fresh from the bay. Central Maryland is where big-city culture and small-town charm come together.

SOUTHERN MARYLAND

Explore the outdoors on the 13-mile Indian Head Rail Trail, tour Historic St. Mary's City, the original state capital, or visit a vintage lighthouse along the waterfront. Southern Maryland offers gorgeous views from its many waterfront villages.

EASTERN SHORE

Sail the waters of the Chesapeake Bay, embark on a fishing or bicycling expedition, spend an afternoon on the beach or explore our coastal villages. The Eastern Shore is equal parts relaxation and excitement.

FOLLOW THESE SIGNS AND BE OPEN FOR YOUR OWN MARYLAND STORY



Maryland's five Civil War Trails are part of a multi-state collection of driving and walking routes that link together both well-known and lesser-known sites to tell the authentic story of the war. The FREE app (in the App Store and Google Play) and companion map guides make traveling the trails easy and fun.

FOR CIVIL WAR TRAILS INFORMATION, VISIT visitmaryland.org/the/follow-civil-war-trails



Explore Maryland's heritage along six of the nation's best driving tours. These "America's Byways" are part of a statewide collection of 11 driving tours that lead you to breathtaking scenery, old-to-new bike routes, paddling adventures, plentiful shopping and mouth-watering culinary delights.

FOR MARYLAND SCENIC BYWAY INFORMATION, VISIT visitmaryland.org/scene/byways



From the Appalachian Mountains to the Chesapeake Bay to the Atlantic Ocean, Maryland's diverse and beautiful public lands include 15 state parks with total wilderness, eight state parks with recreational lakes and 29 state parks open to hunters.

FOR MORE STATE AND NATIONAL PARK INFORMATION, VISIT visitmaryland.org/visit-to-do/parks-state



Travel along the Harriet Tubman Underground Railroad Byway to discover the story of this amazing woman and the "Network to Freedom" that she and others used to forever change the nation. Along the way, stop at any one of 18 integrated pull-offs and then enjoy the simple opportunities to hike, bike, paddle, shop and dine.

FOR MORE INFORMATION AND TO WATCH THE VIDEO, VISIT visitmaryland.org/scene/byways/harriet-tubman-underground-railroad



The Star Spangled Banner National Historic Trail commemorates the writing of the national anthem and the heroic efforts of the men and women involved in the Chesapeake Campaign of the War of 1812. Explore the sites that led to the September 13th battle that inspired the poem that became our national anthem.

FOR STAR SPANGLED BANNER TRAIL INFORMATION, VISIT visitmaryland.org/scene/byways/star-spangled-banner



While on the road, stop in a Maryland Welcome Center to discover lots more things to see and do during your visit.

There's no better way to learn about all of the great things Maryland has to offer than to speak with a Maryland travel specialist. FOR WELCOME CENTER INFORMATION, VISIT visitmaryland.org/info/maryland-welcome-centers



OR CALL 866-MD-WELCOME
Check out visitmaryland.org
or call 866-MD-WELCOME to plan your getaway.



Harriet Tubman Underground Railroad Byway



Harriet Tubman Underground Railroad Byway

Driving Tour Guide

FREEDOM
HARRIET TUBMAN
UNDERGROUND
RAILROAD BYWAY



FOLLOWING IN HIS FOOTSTEPS – MARYLAND'S FREDERICK DOUGLASS DRIVING TOUR

#MDINFOCUS
#FREDERICKDOUGLASS



DRIVING TOUR SITES:

EASTERN SHORE

Beloved Birthplace and Triumphant Homecoming

- Historical Society of Talbot County
- Frederick Douglass Statue at Talbot County Courthouse
- Former Site of Talbot County Jail
- Bethel A.M.E. Church
- Former Site of The Brick Hotel
- The Inn at Perry Cabin
- Mitchell House at the Chesapeake Bay Maritime Museum
- Former Home of William and Louisa Bruff
- Frederick Douglass Park-St. Michael's
- Former Site of Thomas Auld Home and Store
- Actary United Methodist Church
- The Frederick Douglass Park on the Tockahoe
- Frederick Douglass Civil War Trail Marker
- "Frederick Douglass Stretched in Time"
- Quilt Exhibition at the Bay Country Welcome Center
- St. Michael's Museum at St. Mary's Square

ANNAPOLIS

Inspirational Orator

- Banner-Douglass Museum
- Strike for Freedom: Slavery, Civil War and the Frederick Douglass Family
- Maryland State House

BALTIMORE

Empowerment and Self-Liberation

- National Great Blacks in Wax Museum
- Regina F. Lewis Museum of Maryland African American History and Culture
- Frederick Douglass-Isaac Myers Maritime Park
- Baltimore Civil War Museum-President Street Station
- Frederick Douglass Statue at Morgan State University
- Douglass Row in Fell's Point

COLLEGE PARK

Maryland Roots and International Acclaim

- Frederick Douglass Square and Statue at University of Maryland College Park

NATIONAL HARBOR AND WASHINGTON, D.C.

Tireless Struggle for Inclusion

- The Frederick Douglass Statue at National Harbor
- Frederick Douglass National Historic Site
- National Museum of African American History and Culture

Many of these sites are along Maryland's exciting collection of Scenic Byways. For more information on all of Maryland's Scenic Byways, go to: VisitMaryland.org/byways

- Star-Spangled Banner
- Old Man Streets
- Rocks & Tides
- Historic National Road
- Fairy Road
- Horses & Hounds
- Chesapeake & Ohio Canal
- Chesapeake County
- Baltimore's Historic Charles Street
- Harriet Tubman Underground Railroad
- Booth's Escape





**WHERE HARRIET
BECAME A HERO.**

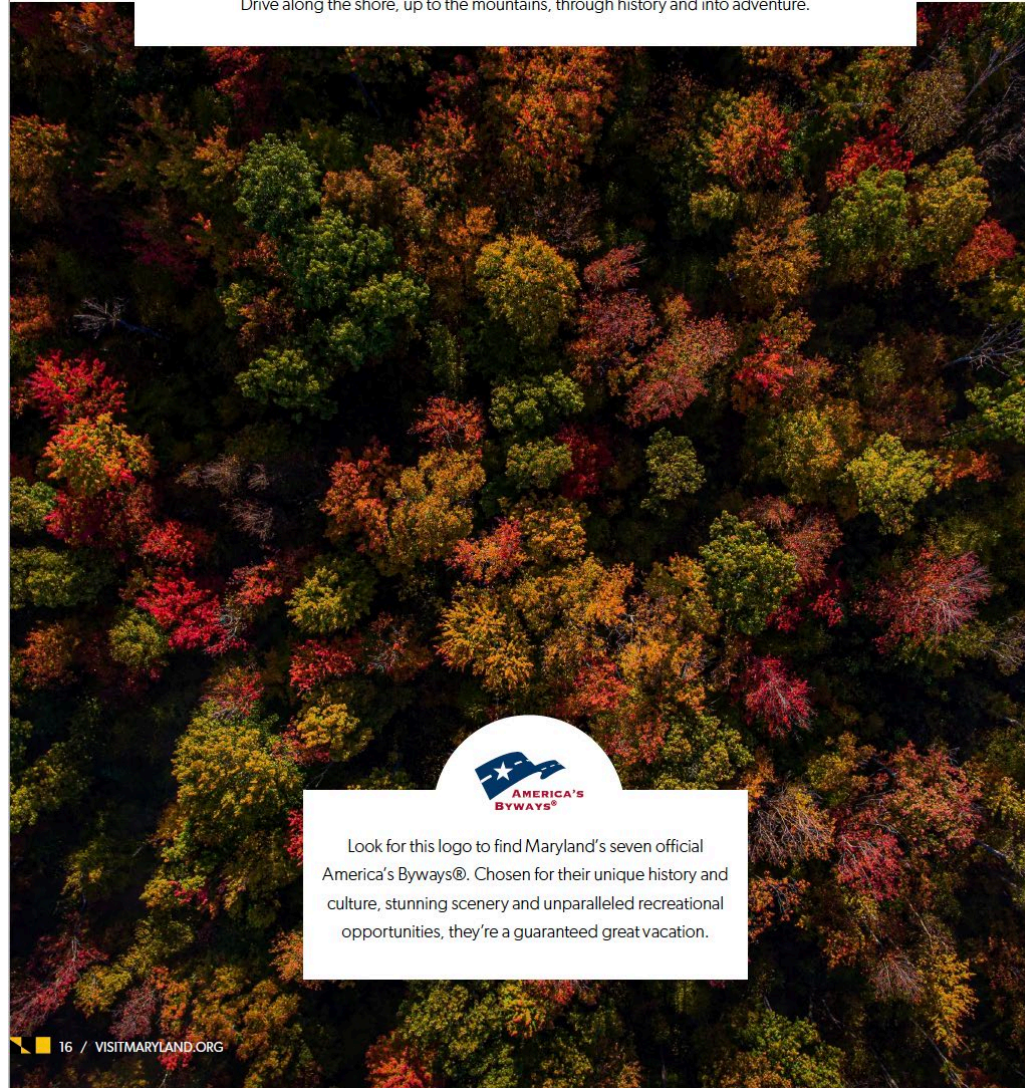
ONLY MARYLAND



Open for Road Trips

Hit our Scenic Byways for a Real Maryland Adventure

In Maryland, the journey is often just as fun as the destination.
That's why we're giving you an inside look at 18 Scenic Byways around the state.
Drive along the shore, up to the mountains, through history and into adventure.



Look for this logo to find Maryland's seven official America's Byways®. Chosen for their unique history and culture, stunning scenery and unparalleled recreational opportunities, they're a guaranteed great vacation.



Maryland
visitmaryland.org

OPEN FOR
THE DESTINATION
EXPLORE BYWAYS

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THE DESTINATION EXPLORE BYWAYS





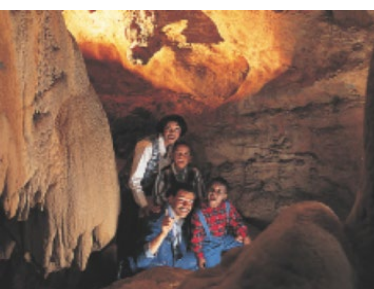
THANK YOU





Kentucky Department of Tourism

Kentucky
UNBRIDLED SPIRIT™



We're already a drive destination

- 88% of overnight visitors drove to Kentucky in 2019
- Kentucky over-indexes compared to US Norm on VFR, Touring & Outdoor Activities
- Existing drive itineraries such as distillery tours, horse farms, historical sites, national parks
- Kentucky is within a 4-5 hour drive of key metros:
 - Cincinnati, Columbus, Cleveland, Nashville, Knoxville, Memphis, Charleston/Huntington, Indianapolis, St. Louis, Atlanta, Chicago, Charlotte, Birmingham
 - I-65 and I-75 are major arteries bisecting Kentucky

Source: Travel USA 2019 Kentucky Visitor Profile, Longwoods International

Marketing Campaign Objectives

- Increase in-state travel while developing stronger and deeper engagement with visitors
- Inspire consumers to consider a Kentucky vacation through content that highlights all there is to see and do across the Commonwealth
- Subtly emphasize traveler safety and health
- Remind Kentuckians they don't have to travel far to be transported a world away. The Bluegrass State is full of surprises...even to those who call it home.

Marketing Activities

- #TravelKYRoadtrip
 - One per month from August – October
 - Launched week of 8/10
 - Second is happening now
 - Three primary platforms – Facebook, Twitter & Instagram

#TravelKYRoadtrip



➔ 5 days of content

➔ 1 post per day
1 story per day

➔ Instagram

➔ Facebook

➔ Twitter

#TravelKYRoadtrip

➔ Day One
Red River
Gorge Area

➔ Facebook

The screenshot shows a Facebook post from the official page of Kentucky Tourism. The post is dated August 11 and was posted by Sprout Social. The text of the post describes the first day of a road trip in the Red River Gorge area, mentioning activities like kayaking, hiking, and eating pizza, as well as staying in a treehouse. It includes a link to a resource for favorite spots in Kentucky and a preview of the next stop at Jenny Wiley State Resort Park. The post features a collage of four images: a treehouse deck with lounge chairs, a kayak rack with colorful kayaks, a view of a treehouse interior, and a view of a treehouse structure through the trees. The Facebook interface at the bottom shows the home, shop, profile, and notification icons, with a notification badge on the profile icon.

Home About Photos Jobs Events Videos |

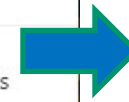
Kentucky Tourism
Posted by Sprout Social
Aug 11 · 🌐

LET'S GO! Day 1 of our #TravelKYroadtrip takes us to Eastern Kentucky's beautiful [Red River Gorge](#), an outdoor wonderland offering endless fun. 🛶🚲 Kayak peaceful rivers, hike past rushing waterfalls, dig into pizza ([Miguel's Pizza](#) is legendary around these parts!) and then sleep in your very own ... treehouse. We're so not kidding. What are your favorite spots to visit in Kentucky? Find some inspiration here! 📌 <https://bit.ly/33wzBIM>

NEXT STOP: Check back tomorrow when we make tracks to another Eastern Kentucky treasure – [Jenny Wiley State Resort Park](#) in Prestonsburg. #TravelKY

🏠 🛒 **f** 🚩 🔔

#TravelKYRoadtrip



Day Two –
Jenny Wiley
State Resort
Park



Instagram

#TravelKYRoadtrip



 kytourism

 visit_prestonsburg • Follow
Jenny Wiley State Resort Park

 visit_prestonsburg We're big fans of this spot, too ☀️

#Repost @kytourism

If you enjoyed yesterday's journey through the Red River Gorge, wait until you see what #TravelKY Day 2 has in store! Today, we're at Jenny Wiley State Resort Park in Prestonsburg for a little R&R. 😊 Soak up beautiful natural surroundings, paddle (or speed!) through glassy waters and then ... just ... sit a spell, before checking into your cozy room to rest up for another day of play. NEXT STOP: Join us again tomorrow when we head across the state to dive into fun at Lake Barkley and Land Between the Lakes in Western



97 likes

AUGUST 14

Add a comment...

Post

Get your partners involved!

Thank you Prestonsburg for the repost!

#TravelKYRoadtrip



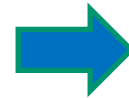
For Day 3 of our [#TravelKYroadtrip](#), we're heading west to Lake Barkley and [@LandBtwnLakes](#), where it's ALL about having fun around the water! 🌊 What's your favorite Kentucky lake? Find one here! 👉 bit.ly/2Po7BbX [#TravelKY](#)



10:08 AM · 8/13/20 · Sprout Social



Twitter Day Three Land Between the Lakes, Lake Barkley



Twitter Last Day Kentucky Dam Village State Resort Park

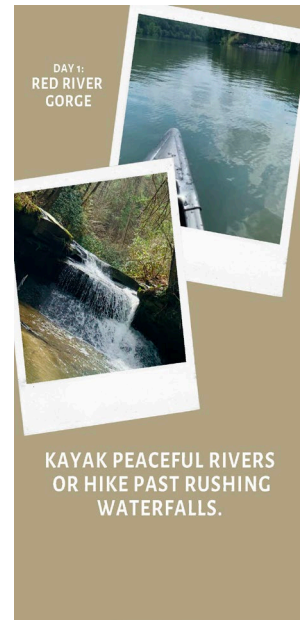
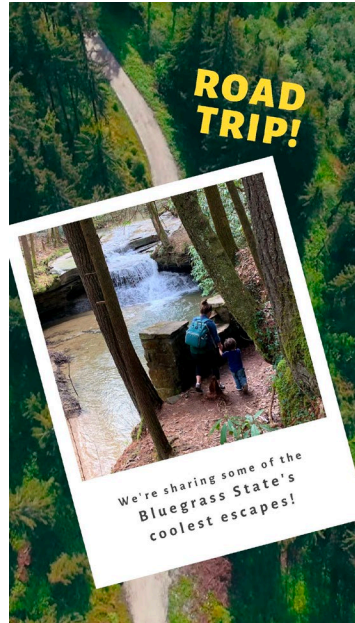


We're ending our weeklong [#TravelKYroadtrip](#) in Grand Rivers, where you can spend a day on the water or play around on solid ground! 🚤 Explore gorgeous [@KentuckyDam](#), admire the sailboats at Lighthouse Landing or enjoy old-time shopping (and an epic meal!) at [@pattis1880](#).



11:09 AM · 8/14/20 · Sprout Social

#TravelKYRoadtrip



Instagram Stories = added value for your partners, locations and attractions

#TravelKYRoadtrip

Join the Kentucky Department of Tourism for our next
#TravelKYRoadtrip this week!



@KentuckyTourism



@kytourism



@travelkentucky

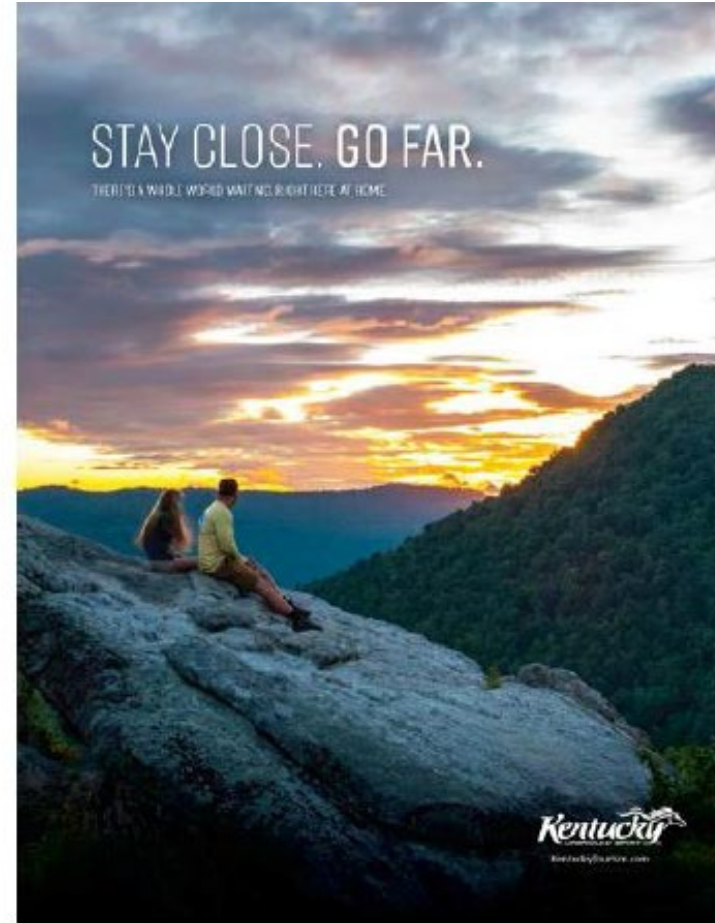
Featured this week:

- Mammoth Cave National Park
- Bernheim Arboretum and Research Forest
- Jim Beam American Stillhouse
- Shaker Village of Pleasant Hill
- Danville, KY

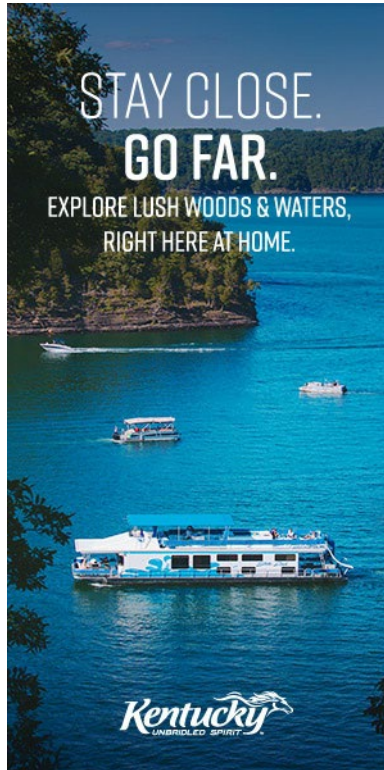
Marketing Activities

- Stay Close. Go Far Marketing Advertising campaign
 - Running 8/31 – 10/15
 - Digital, TV, Radio, Print
 - Only running in-state currently
 - Flexibility is key

Print



Digital



STAY CLOSE.
GO FAR.
EXPLORE LUSH WOODS & WATERS,
RIGHT HERE AT HOME.

Kentucky
UNBRIDLED SPIRIT



STAY CLOSE. **GO FAR.**
EXPLORE A STATE FULL OF
SURPRISES, RIGHT HERE AT HOME.

Kentucky
UNBRIDLED SPIRIT



STAY CLOSE.
GO FAR.
FIND YOUR OWN SPECIAL PLACE,
RIGHT HERE AT HOME.

Kentucky
UNBRIDLED SPIRIT



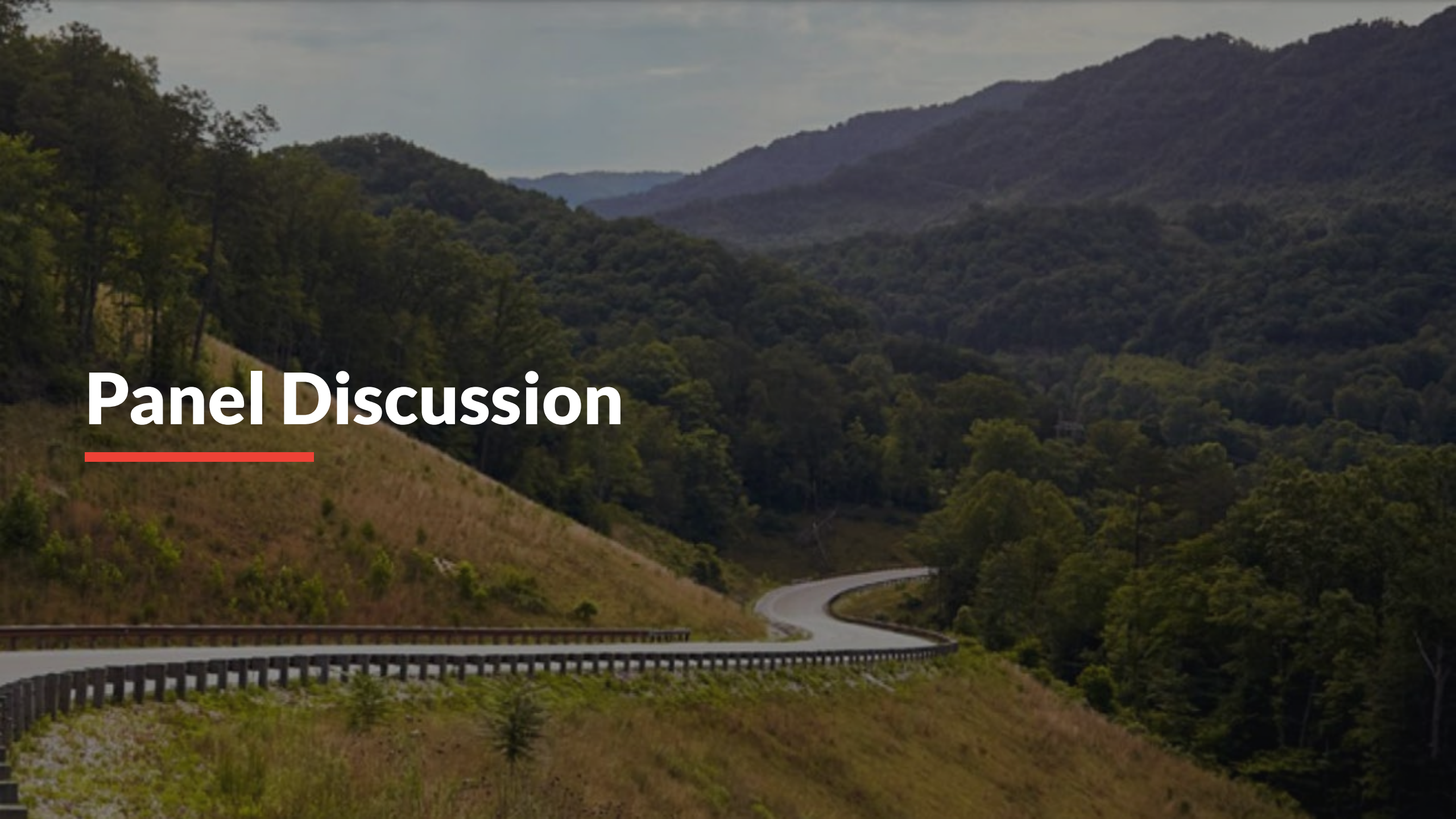
STAY CLOSE. **GO FAR.**
IT'S TIME TO HIT THE ROAD, RIGHT HERE AT HOME.

Kentucky
UNBRIDLED SPIRIT

Television/OTT



Panel Discussion



Resources

Longwoods
INTERNATIONAL

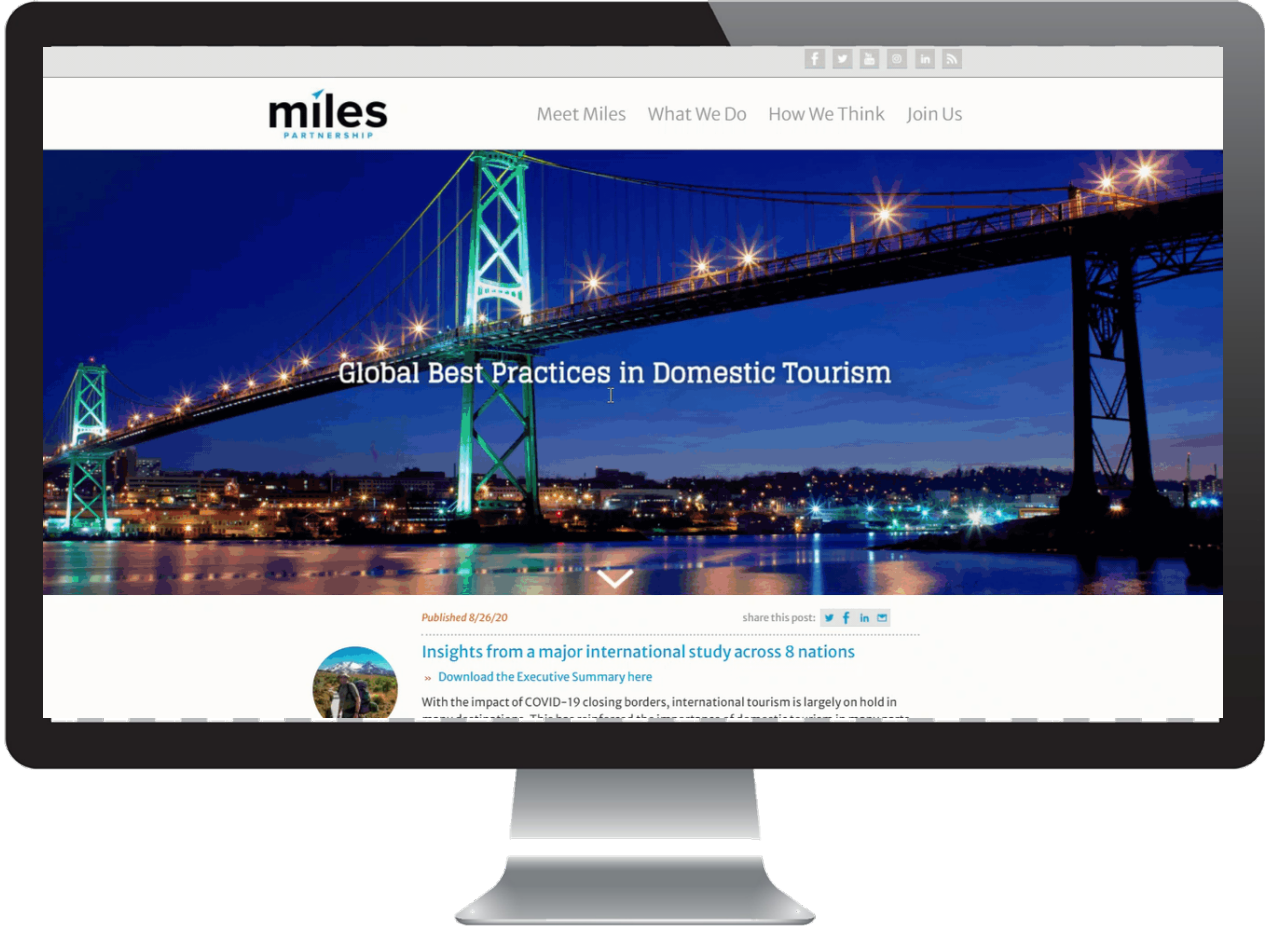
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BLOG: GLOBAL BEST PRACTICES IN DOMESTIC TOURISM



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FUNDING FUTURES

The Impact & Future of Tourism & DMO
Funding in Response to COVID-19

Final Report available at
www.milespartnership.com/FundingFutures





UPCOMING FUNDING FUTURES WEBINARS

Funding Futures: Canadian Edition
Thursday, September 17, 2pm ET

Funding Futures: Building Reserves & Short-term Rental
Revenue
Tuesday, September 22, 3pm ET

Register at
www.milespartnership.com/FundingFutures



Q&A

Thank you!

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