



DAILY CHANGING CHALLENGES FOR TOURISM:
 BEING AGILE IN RESPONSE TO THE IMPACT OF COVID-19
 REFLECTIONS FROM THE SALZBURGERLAND TOURISM BOARD

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TOURISM DEVELOPMENT PROGNOSIS



- World GDP will fall by 6%.
 - In Austria 2020: -7.5% in 2020
- International tourism is expected to decline by 50-80% compared to 2019
- Passenger revenues in Europe will fall by 70-80% this year compared to 2019

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SALZBURGERLAND TOURISM IN FIGURES

- ❁ 2019: 29.8 million overnight stays
- ❁ 2019: 8.1 million arrivals
- ❁ approx. 4 billion € direct, indirect and induced added value from overnight tourism (without day tourism, etc.)
- ❁ Ratio summer : winter nights = 45 : 55
- ❁ 34% in 4*, 4*s & 5* categories
- ❁ 5,500 hotels, approx. 216,000 beds
- ❁ approx. 50.000 employees in the SL tourism industry

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„SPECIAL TIMES REQUIRE SPECIAL MEASURES I“

What effect do our current changes have for an agile development of SL?

- We switched from 100% workload to:
 - Lockdown with home office and short – time work
 - Cancellation of planned spring/summer campaigns
 - Cancellation of planned PR-events and press trips

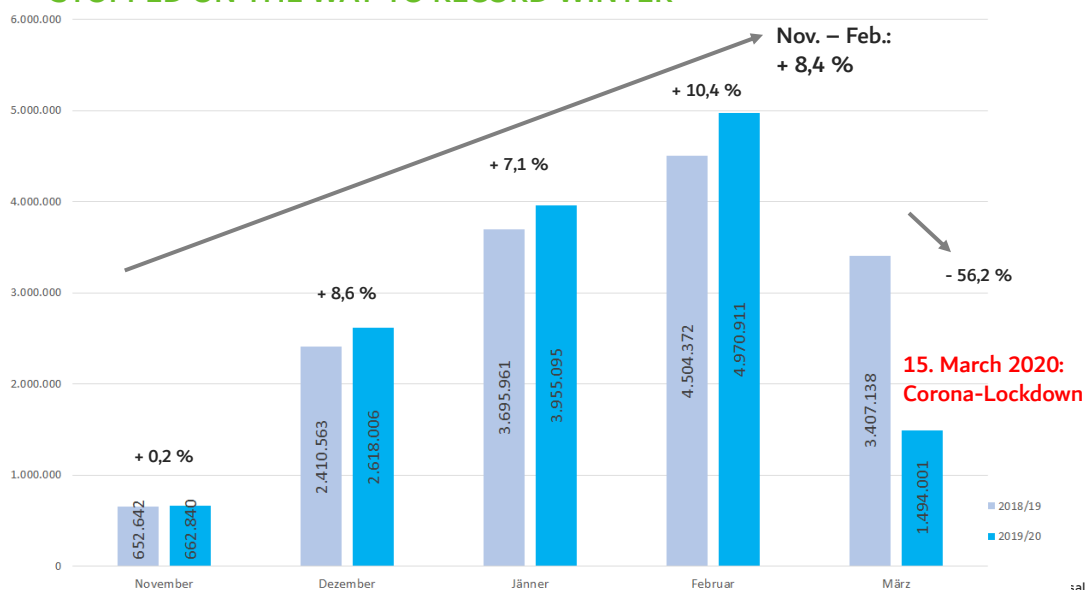


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OVERNIGHT STAYS WINTER 2019/20

STOPPED ON THE WAY TO RECORD WINTER



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„ SPECIAL TIMES REQUIRE SPECIAL MEASURES I“

✿ How can we use current changes for an agile development of SL?

- 🌱 Our organisational structure was adjusted with agility requirements in mind
- 🌱 A sprint guide was defined
 - 🔵 Dedicated resources & focus
 - 🔵 Customer focus
 - 🔵 Continuous improvement
 - 🔵 Time boxed & Self-organized

AGILE DEVELOPMENT OF OR RESTART CAMPAIGN

QUESTION: "HOW DO WE SHAPE THE FUTURE DEVELOPMENT OF SLTG AND OUR ACTIVITIES BETWEEN CORONA AND CLIMATE CRISIS?"


- ✿ How do we position ourselves?
 - 🌱 Clear and transparent messages to guests to aid their decision
 - 🔵 Regionality
 - 🔵 Sustainability
 - 🔵 High End Service Level
 - 🔵 Covid-19 safety standards

AGILE DEVELOPMENT OF OR RESTART CAMPAIGN

QUESTION: "HOW DO WE SHAPE THE FURTHER DEVELOPMENT OF SLTG AND OUR ACTIVITIES BETWEEN CORONA AND CLIMATE CRISIS?"

- ✿ Where do we start to achieve best results
 - 👉 We switched from P/R/TV to increased online and social media marketing activities
 - 👉 Main focus on - closer to home markets
 - 👉 Strengthen cooperation with national and international transport providers
 - 👉 Be visible on the other markets but with responsible amount of money
 - 👉 Budget situation - Since our budget consists of public funding supported by City Tax, a completely new budget had to be drawn up within a few weeks.

RESTART-CAMPAIGN

PHASE 1 (March-May)	PHASE 2 (from June - Autumn 2020)	PHASE 3 (June - December 2020)	PHASE 4 (from January 2021 - December 2021)
INFORMATION (external & internal knowledge transfer and support)	INSPIRATION (Reach, Awareness & Visibility)	MOTIVATION (customer activation, performance marketing)	MULTIPLICATION (extension target group & measures)
Industry Communication <ul style="list-style-type: none"> • Own section in the newsroom • B2B Newsletter SL News • Hotline 	SLTG Restart Campaign <ul style="list-style-type: none"> • Markt AT (from June) • Selective market expansion (depending on development, e.g. opening of borders until December 2020) Target markets: <ol style="list-style-type: none"> 1. Domestic + Bavarian area (DACH area) 2. Europe -> selection specific markets (e.g. Germany, Denmark, Czech Republic etc...) 3. international markets / distant markets 		Further development of the communication campaign <ul style="list-style-type: none"> • Increasingly attract new guests Recommendation marketing • Strengthening the bond: creating regular guests & loyalty • Acquisition of bookings
Virtual experiences & regular guest retention <ul style="list-style-type: none"> • New landing page • B2C Newsletter • Entertainment on social media (Facebook & Instagram) • Brochure distribution 	Image campaign Austria Advertising: „A beautiful summer awaits you“  	Extended measures: <ul style="list-style-type: none"> • Press and media focus • Lead & Response campaigns • Classic marketing mix 	

INSPIRATION



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MOTIVATION



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MOTIVATION



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BEST PRATICE – VIRTUAL PRESS TRIP STEPS IN FOCUS OF COVID-19




❁ [Virtual press trip: A guest in the SalzburgerLand](#)

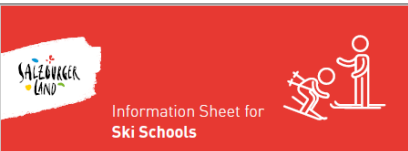
❁ Virtual press trip: A guest in the SalzburgerLand with 73 Austrian/German Journalists

❁ Our second virtual press trip took place on September 8, 2020. It took us via video conference to four vacation regions in the SalzburgerLand, where we/ our journalists met with very different personalities.

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Information Sheet for Ski Schools

The 2020/21 winter season presents us all with very particular challenges. Together we are doing everything possible to nevertheless make this winter into a success and to enable our guests to have a safe and relaxing winter holiday.

AUSTRIANWIDE MEASURES

The following measures have been implemented by the Austrian Federal Government, based on the current [coronavirus regulations](#).

- A minimum distance of 1 metre between people who don't live in the same household
- Compulsory wearing of face coverings in the customer areas of the ski school
- Monitoring the group composition
- Covid-19 tests for ski teachers. With regards to this, the Federal Government will include costs of tests for ski teachers as part of their "Sichere Saisonwirtschaft" (safe hospitality initiative)
- Additional hygiene measures

ADDITIONAL RECOMMENDATIONS

- Maximum group size of 10 guests

PREPARING FOR WINTER SEASON

STEPS WITH FOCUS ON COVID-19

- ❁ Consumer friendly pricing
- ❁ Open Covid-19 Information Policy
- ❁ Weekly PCR-Testing for hospitality staff (Hotels, Camping Sites, Gastronomy, etc..)free of charge. Per week around 5.500 staff tests since May 2020.
- ❁ Safty Regulations for Ski Schools, Hotels, Events, Apres Ski,...

THE FEDERATION OF AUSTRIAN SKI INSTRUCTOR ASSOCIATIONS' GUIDELINES
In addition, the Federation of Austrian Ski Instructor Associations has compiled a policy paper: "Health Protection and Winter Tourism", to act as a guideline for ski schools. It can be [downloaded here](#) (German only)

COVID-BOARD SALZBURGERLAND RECOMMENDATIONS
For optimal preparation for the coming season, in addition to using the above-named safeguards in place, the Covid-Board SalzburgerLand also recommends implementing the following measures:

Testing

- Snow sport teachers who have travelled in from abroad must submit proof of a Covid-19 test to the ski school leader
- Regular SARS-CoV-2 testing of snow sport teachers and employees who have contact with ski school guests

Dealing with and behaviour towards ski guests

- Regulating ski school guests without breaching medical or data protection regulations
- Enforcing the three-metre rule in all ski school areas with barriers and installing glass screens wherever possible, for example, in the ski school office
- Offering and advertising online booking
- Offering guests friendly cancellation conditions
- Making face coverings mandatory on shared services
- When there are a number of different ski schools in the area, ski schools should coordinate between themselves to arrange staggered lunchtimes, transportation, timings, etc.

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PREPARING FOR WINTERSEASON

SAFE WINTER TOURISM GUIDELINES

The Austrian Federal Government has made its cornerstones of safe winter tourism in the coming season well known. We would like to make your planning as easy as possible with some additional recommendations from the Covid-Board SalzburgerLand.

A safe winter holiday for our guests: in SalzburgerLand we have been working together towards this ultimate goal for months.

On 24th September, the Austrian Federal Government also announced its guideline for winter tourism in the upcoming 2020/21 winter season at a high-profile press conference.

We have summarised the most important government measures and additional recommendations drawn up by industry experts on the Covid-Board SalzburgerLand into the following short and clear guides:

1. Guidelines for Hotels and Other Accommodation
2. Guidelines for (Mountain) Catering and Apres Ski
3. Guidelines for Cable Cars
4. Guidelines for Ski Schools
5. Guidelines for Events and Christmas Markets

By providing information and details of the measures and recommendations, we would like to help make it as easy as possible for our tourism service providers in SalzburgerLand to prepare for this very particular season.

25th September 2020

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LEARNINGS FROM THE LAST 6 MONTHS

- ❖ Continious agility required
- ❖ Never take anything as proven
- ❖ Flexible market development
- ❖ Building customer confidence through safety measures, price stability and strengthening of image versus performance campaigns
- ❖ Development of new Communication Channels:
 - Virtual Press Conferences
 - Virtual Cooking Classes

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LEARNINGS FROM THE LAST 6 MONTHS

- ❖ Apply those values that have now gained an important status
- ❖ Task forces on environmental goals (Night trains ex. from London)
- ❖ Campaigns must become even more flexible - even more emphasis is being placed on online marketing.


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THE WORLD AFTER CORONA

Important values for our tourism




**Togetherness and
familial closeness**







**Regionality and
rediscovery**



**Slowing down and
mindfulness**



**Safety
and trust**




**A longing
for nature**

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