

# **DRAFT PLAN TO REOPEN TOURISM ATTRACTIONS**

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# About our Industry

Travel and tourism to New Hampshire is vital to the state's economy. According to the State of New Hampshire's Travel Impact report for 2019, **visitors to NH spent \$5.6 billion** and created **35,700 travel-related jobs**. New Hampshire's Attractions have been entertaining families for many decades. We are fortunate to live in a beautiful area that millions of other people from near and far can only visit; the **viability of our local economy** is due to sustainable tourism businesses like our Attractions, hotels and restaurants. Many of these businesses are **family-owned, small businesses** which offer good jobs for local families and support the economy of our communities and the State of New Hampshire. The unprecedented public health crisis we're facing right now has grounded travel to a halt and put the businesses and workers who rely on visitor spending in dire straits. Please consider that **our tourism businesses and communities will lose substantial revenue that cannot be recaptured if we are not open for summer.**

**Outdoor recreation attractions are seasonal businesses** and rely on summer and winter vacations. Given the unknowns of how the coronavirus could spread during the summer and early fall weeks, a phased approach to opening and remaining open for the season is difficult to outline. Following are some of the considerations and steps outlined for the coming summer/fall season, recognizing that some of these procedures could change for winter operations.

We are doing our part to protect the health of our employees, communities and the general public by reducing operations at our facilities and implementing all necessary measures to protect each and every individual at our businesses. It is our belief that the accommodations and restaurant industry rely on attractions for success and the **Attractions are able and should be allowed to re-open** with operational and protective modifications at the same time as the accommodations and restaurant industry.

# Special Considerations

- Outdoor recreation attractions are **seasonal businesses**. New Hampshire Attractions typically open at the end of May and begin their season in earnest at the end of June. This season continues through Labor Day - basically **just 2 months** of 7-days-a-week operations (weather permitting). From the first weekend of September, attractions are generally open for weekends only through Columbus Day.
- Most outdoor recreation attractions are ideally suited to develop social distancing plans. Attractions have **a lot of space available to spread people out**, plus most time is spent outdoors in fresh air.
- Based on observations of people continuing to visit NH to recreate outdoors during the pandemic despite NH and other states' stay-at-home orders, there is likely to be a wide range of both opinions and approaches on the part of visitors to the importance of taking certain precautions (such as the wearing of masks or gloves) seriously. However, **we feel that by being open, we are better able to control what people are doing** and provide environments at which sanitation is enforced.





# Protecting Staff & Guests

- Employee **Education and Training** around safe practices as it relates to Hygiene, Sanitation and Illness Policies
- Employees will wear gloves when necessary, face masks and/or face shields will also be available for appropriate types of tasks or interactions as recommended by the CDC
- Potential **Health Screenings**: temperature scans for employees and guests, if recommended by the CDC, can be adopted. *The effectiveness of identifying an infected person is very unlikely.* However, the use is a preventive measure to encourage “stay at home when sick” compliance
- **Plexiglass sneeze-guards** would be installed at service and check-in counters
- **Hand sanitizer stations** throughout the facility/park with signage to encourage frequent hand hygiene
- **Perform Routine Cleaning** on frequently touched surfaces using the cleaning agents recommended by the CDC to wipe down and/or spray vehicles/seats between rides and on shared gear
- **Increased cleaning and disinfecting** schedules for park restrooms to ensure cleanliness and ensure continuous availability of soap for hand washing

# Social Distancing

- Many Attractions are considering moving most or all ticketing to advanced reservations (online purchases) to **minimize ticket lines** and to capture contact information in order to share new health and distancing guidance in advance via email
- For businesses that rely on walk-up traffic and/or cannot go to a fully online ticket sales platform, all ticketing POS locations will be retrofitted with Plexiglass sneeze guards
- Parks will install **signage encouraging** social distancing, traffic patterns, and proper hand hygiene
- **Implement social distancing measures** (6-foot or 36 square feet) throughout the park including “spacing indicators” on the ground to help guests/parties self-distance from each other
- Limited ride capacity: where ride design requires close guest contact, **ride capacity is expected to be reduced** to allow for greater distancing
- Some attractions are considering block-style reservations or **small group reservations**. Guided Tours will be limited to groups of 10 or less
- Food service may be **limited to grab & go options**, outdoor seating, and limitations to the number of people allowed at any indoor dining (in conjunction with NH Restaurant guidelines)
- Gift Shops would allow limited numbers of people inside to shop





# Marketing and PR

- **Messaging that encourages** visitation and personal responsibility for hygiene and sanitation
- Messaging that reflects how tourist attractions (along with related businesses like hotels, restaurants and retail outlets) have **adapted their business operations** to provide the most safe experiences possible
- The **use of online outlets**, i.e. websites, will be used for marketing messages combining what steps businesses are taking and what steps visitors should take to help maintain the health and safety of everyone with whom they come in proximity
- **Communication within our tourism communities** will be essential to ease fears (sharing of messaging about individual responsibility and respect for “locals”, so to speak might soften local residents to be more welcoming to out-of-towners during this time
- Now is the time to **maintain the state’s promotional budget**. This isn’t just about increasing visitation, it’s about reopening businesses and getting people back to work, and helping to rebuild our economy