





# Helena Chamber Convention & Visitors Bureau

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# Covid – 19 Impact

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- Businesses in general in Helena have been hit very hard by the pandemic
- The Hospitality Industry and in particular local Hotels have taken a huge blow in occupancy and revenues
- Business and Leisure Travel is way down as are Meetings and Conventions
- Helena may have been hit harder and have a longer lasting impact as a lot of State Government is still shut down and working from home and state travel is limited
- With the border closed, Canadian travel is non-existent
- Most every event cancelled due to pandemic





# STR Report

## (Smith Travel Research)

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- The STR Report is a report of local hotel occupancy and revenue
- The most recent report runs through the end of August 2020
- Occupancy in Helena is down 40.4% year to date compared to 2019
- Revenue is down 45.6% year to date compared to 2019
- Occupancy was 16.2% in April and 25.9% in May (normally around 60%)
- These were the worst 2 months on record
- The Helena CVB's budget has been decimated with a 60% reduction



# THE PIVOT

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- Destination Marketing Organizations (DMO's) Regions and CVB's across the State meeting weekly to discuss issues and best practices
- Locally meeting with the TBID, DHI, MBAC, and advertising agencies SOVRN and WENDT to combine strategies and pool resources
- Direction and Tool Kit from the Montana Office of Tourism and Business Development to promote Safety Messaging throughout community





# Montana Aware Community Safety Campaign







With Helena's vast spaces and recreational opportunities, you can plan a visit that will keep you and your family safely distanced, while still creating memories. Here are the top 4 ways to enjoy a safe Helena getaway:





# **Inspiration (& plenty of distance) in Any Direction.**

**Get Out & Explore Safely, Helena.**



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# “Great Interests Demand Great Safeguards.”

-Thomas Francis Meagher

**Stay Safe & Healthy, Helena.**



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**We're in This Together — ALL OF US.**  
**Get Out & Explore Safely, Helena.**



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# Inspiration (& plenty of distance) in Any Direction





# Local Safety Messaging

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## **Explore Safely, Helena.**

Helena is our home and our pride – filled with some of the best people, businesses, and experiences in the world. That's why it's important to protect our community right now. We are fortunate to live in a place that has enough space for continued enjoyment, even during challenging times like COVID-19. Don't stop exploring; just make sure to keep yourself and others safe while you do it. This will ensure we keep our neighbors healthy, while still being able to take advantage of everything Helena has to offer.





# Regional Marketing Messages

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The winter lifestyle in Helena is one of unique museums and shops, welcoming hospitality, and endless winter recreation — all surrounded by stunning outdoor spaces covered in sparkling, downy snow. With safety top-of-mind for everyone, you can find a winter experience while still social distancing. Explore wilderness areas that offer exciting adventures like downhill skiing and snowmobiling or opt for a more relaxed activity like cross-country skiing or snowshoeing on over 80 miles of trails in and around the city. Enjoy tasty bites and brews at our eateries and award-winning breweries. Then curl up with a glass of wine next to a cozy fireplace at your hotel to watch the snow fall. When you are ready to visit, Helena is open and welcomes you to a safely distanced winter getaway!





# THE FUTURE

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- As an organization we will continue our efforts to remain top of mind with planners and influencers, to market to Montana's and our regional drive markets until restrictions are lifted.
- We recently had a Film Production crew in Helena filming for the new TV Series "Big Sky" set to premier later this month
- We will continue to work with our partners as listed previously as well as entities such as the airport, colleges and other businesses to promote visitation to Helena when the time is right





# Let's Whip This!

**Stay Safe & Healthy, Helena.**



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