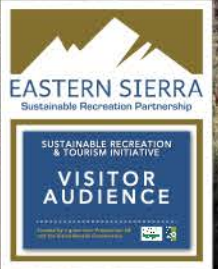




CONNECTION TO THE EASTERN SIERRA VISITOR AUDIENCE MEETING #3 – “Reconnecting”



Meeting Purpose

To reconnect in a COVID-19 impacted society, to understand the role of this group in the larger picture, and to ensure that this "track" of the Sustainable Recreation & Tourism Initiative (SRTI) continues to move forward.

Agenda

Fun with Zoom - !

Agenda

#1 - Welcome + ESSRP Update – John Wentworth

- Eastern Sierra Sustainable Recreation Partnership
- Role of the “VCWG”
 - “SRTI” specific
 - Other efforts

Agenda

ESSRP Questions - ?

Agenda

#2 - Participant Updates – Carl Ribaud

- Each “VCWG” member to give brief update on their organization, new challenges, and capacity to stay involved in this effort

Agenda

#3 – Reframing the Visitor Connection

Situation Analysis

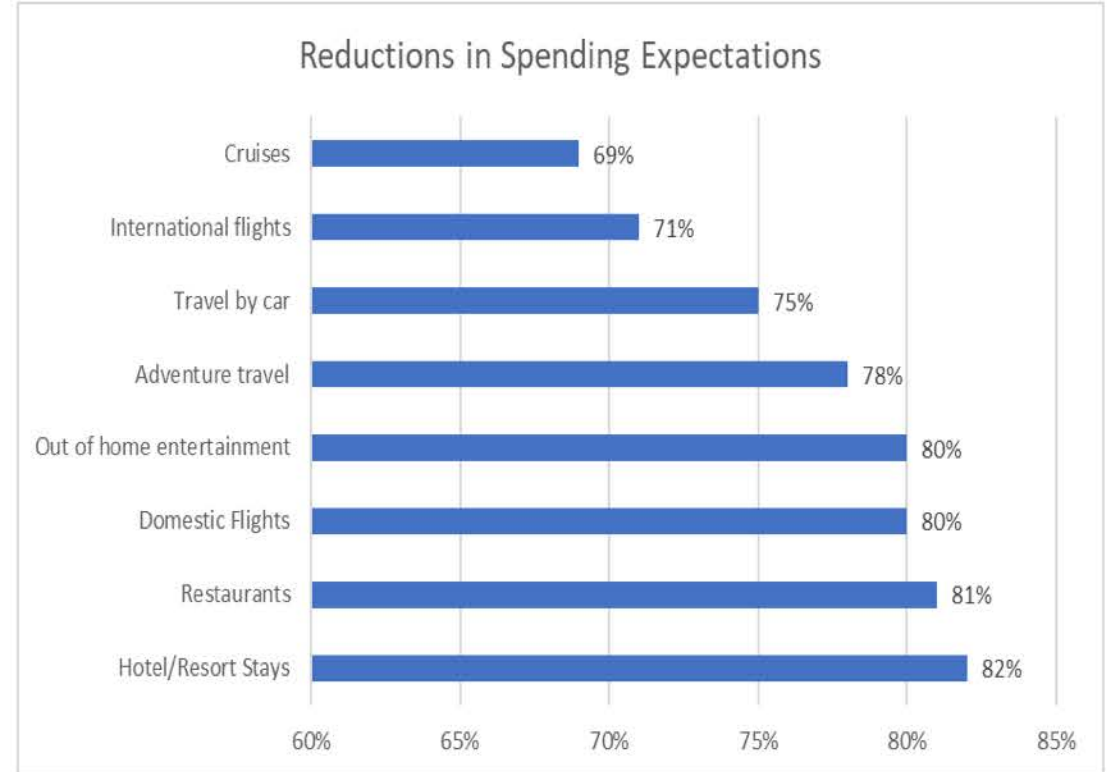
- National Impact
 - Due to the COVID-19 pandemic the travel and tourism has suffered a downturn in visitation that has never before been experienced.
 - Due to the shelter in place response to the pandemic the impact has been felt by every sector of the tourism and travel industry including airlines, lodging, retail, attractions, dining, recreation etc.

Situation Analysis

- **Regional Impact**
 - The impact has been felt across the Eastern Sierra region including all destinations, attractions, natural resources and in every sector.
 - The impact on each local community has been significant having gone from busy visitor and resident demand for outdoor resources and experiences to much less.
 - It creates an opportunistic situation for the Eastern Sierra to develop policies and strategies and have them in place prior to visitor and resident demand for the resources.

The New Environment

- Travel and tourism is down
- Recovery looks to be 18-24 months away
- Legacy consumer behaviors- Focus on safety and hygiene
- This time frame provides an opportunity to develop and put in place a regional messaging strategy.



Source: McKinsey and Company. Global Surveys of Consumer Sentiment During the Corona Crisis

Reframing and Strategy

Reframing

- Reframe the situation and regional assets as opportunistic, not problematic.
- Reframe your assets to take advantage of the opportunity
- Reframe your capabilities to take advantage of the situation.

Strategy Development

- Develop specific strategies designed to improve and take advantage of the opportunity.

Agenda

Discussion

Agenda

#4 - Next Steps

- Homework (details to be emailed)
 - Revisit Problem Statements as discussed Feb. 13
 - Indicators of overuse

Summary of the Day

Next Up:

Meeting #4: Thursday, June 18, 2020

“Messages and Stories”



EASTERN SIERRA

Sustainable Recreation Partnership

SUSTAINABLE RECREATION
& TOURISM INITIATIVE

VISITOR AUDIENCE

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and the Sierra Nevada Conservancy



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