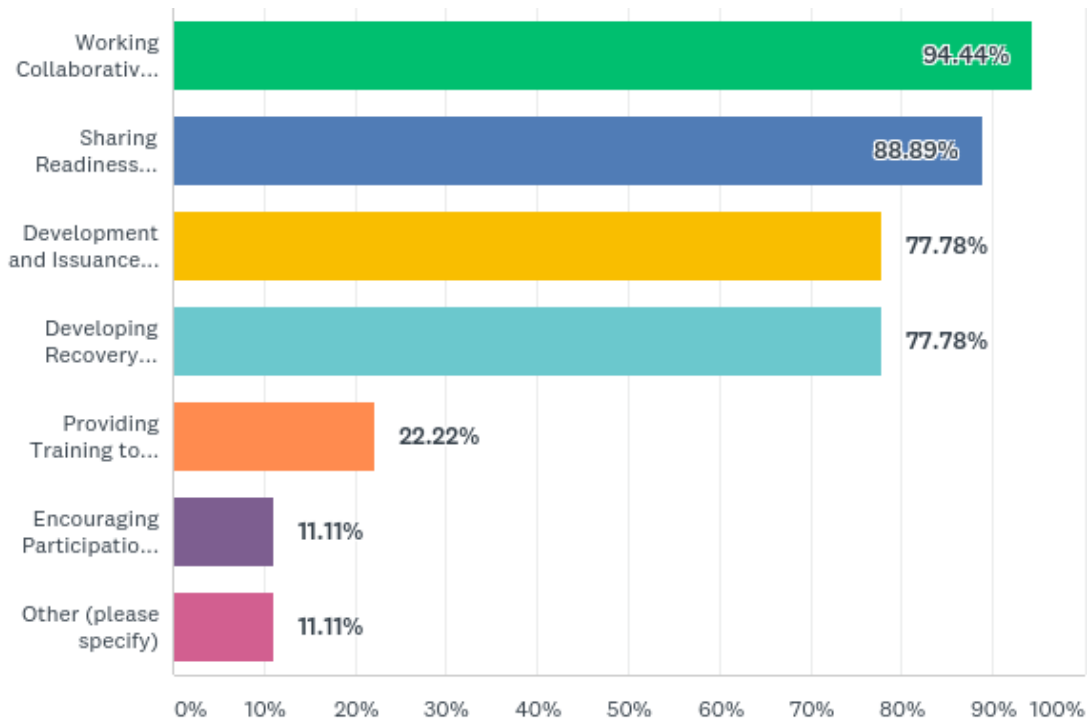




## CHTA Survey of National Hotel and Tourism Associations COVID-19 NHTA Focus and Needs Survey April 1, 2020

The Caribbean Hotel and Tourism Association surveyed the region's National Hotel and Tourism Associations (NHTA) during the week ending March 27<sup>th</sup> to assess their areas of focus and need, and the impact which the Covid-19 pandemic is having and projected to have on their organizations and jurisdictions. Seventeen of the region's NHTAs responded. Following is a summary of results.

### AREAS OF FOCUS BY NHTAs DURING CRISIS



#### ANSWER CHOICES

Working Collaboratively with Government

Sharing Readiness Information with Members

Development and Issuance of Surveys and Gathering Key Data from Members for Advocacy Purposes

Developing Recovery Strategies for Consideration by Government

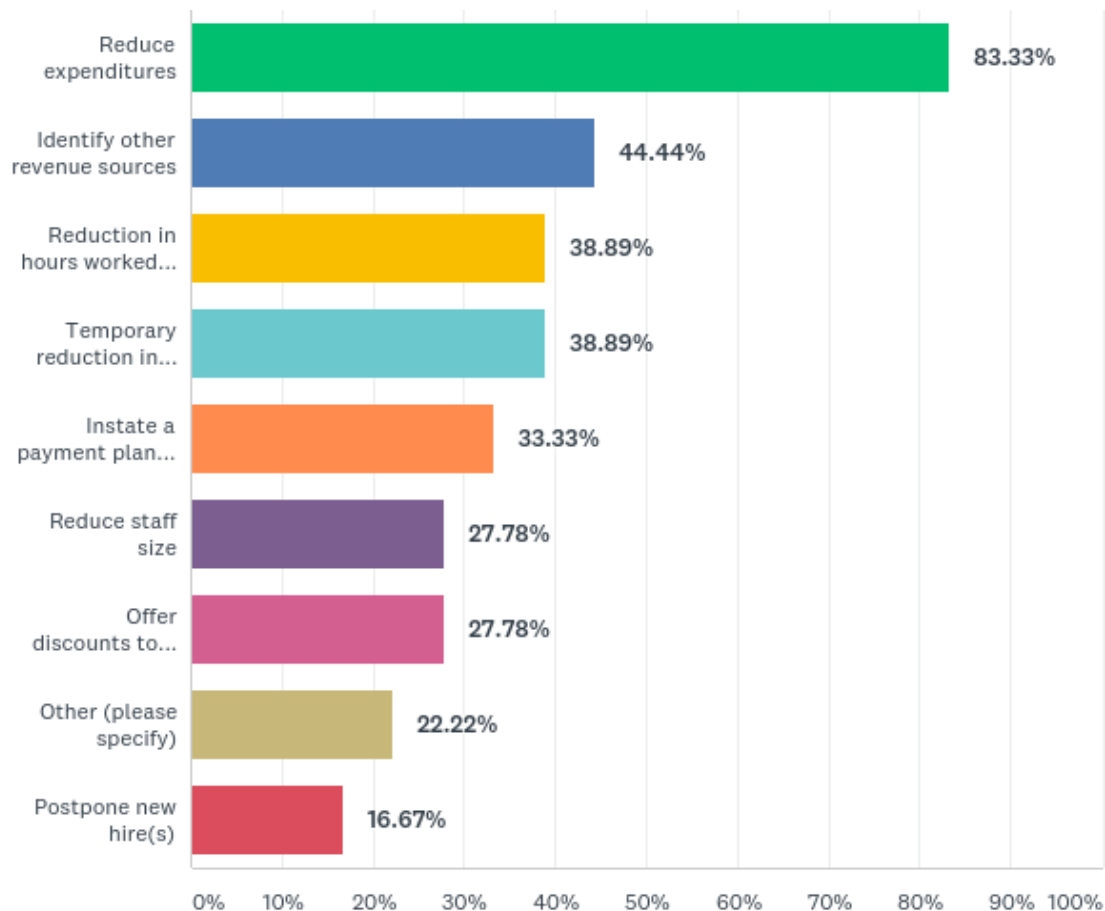
Providing Training to Members

Encouraging Participation in CARPHA Online Health Monitoring System

Other (please specify)

## PANDEMIC IMPACT ON LOCAL ASSOCIATION'S OPERATIONS AND MITIGATION MEASURES

All associations reported that the pandemic will have serious consequences on revenue in 2020, impacting their capacity to operate and assist with many of the advocacy and recovery needs for the industry locally. Following are measures which are being considered or undertaken to mitigate the impact:



### ANSWER CHOICES

Reduce expenditures

Identify other revenue sources

Reduction in hours worked and compensated for by staff

Temporary reduction in salary/compensation levels of staff

Instate a payment plan for members whose 2020 dues are still outstanding

Reduce staff size

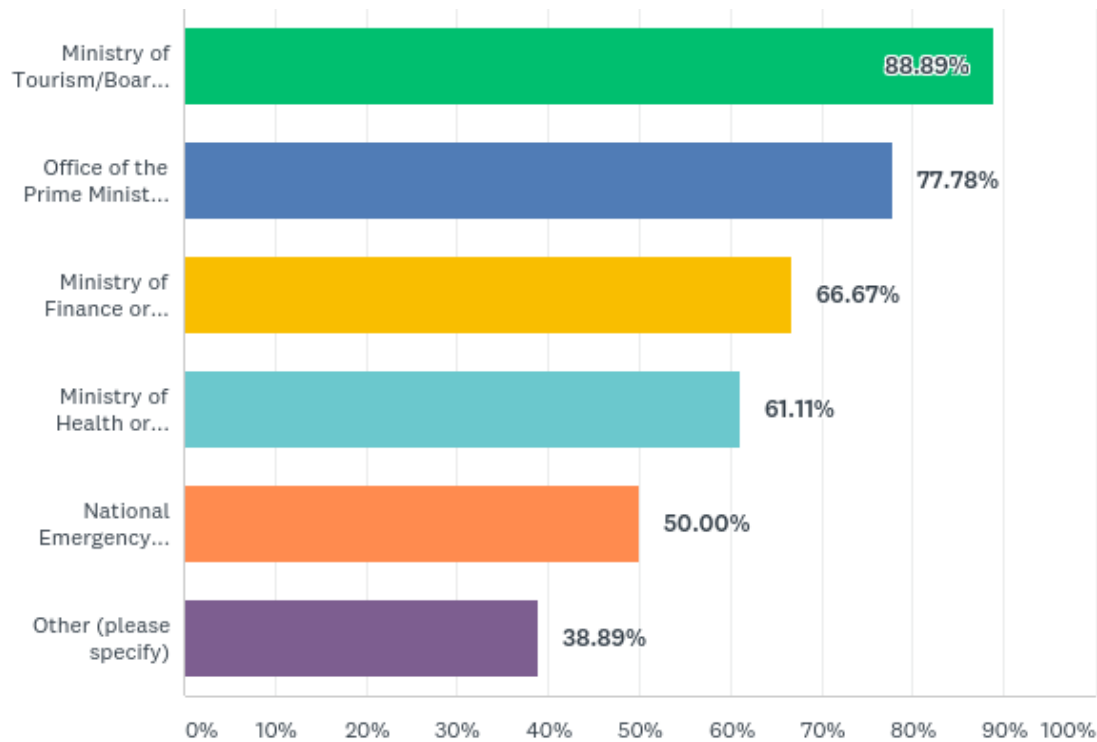
Offer discounts to members whose 2020 dues are still outstanding

Other (please specify)

Postpone new hire(s)

**MOST REGIONAL GOVERNMENTS AND NHTAs WORKING TOGETHER TO ADDRESS CHALLENGES**

Three-quarters of the associations are satisfied with the level of engagement presently underway between their association and the Government. For those associations where collaboration needs to be strengthened, they cited a lack of understanding by the Government regarding the impact of the pandemic on tourism, and the critical role which tourism can play to help lead their jurisdiction out of recovery. Areas of collaboration included:



**ANSWER CHOICES**

- Ministry of Tourism/Board of Tourism or Related Tourism Agency
- Office of the Prime Minister or Related Head of Government Office
- Ministry of Finance or Related Government Entity
- Ministry of Health or Related Government Health Agency
- National Emergency Management Agency or Related Government Entity
- Other (please specify)

## **AREAS IDENTIFIED WHERE RELIEF CAN HELP REDUCE IMPACT AND FACILITATE RECOVERY**

Associations were asked to identify those areas where recovery measures are being considered and/or have been advanced to Government, utilities, institutions and suppliers. These include:

- **Tax Relief – VAT or equivalent**
- **Tax Relief – Corporate Income Tax**
- **Tax Relief – Other**
- **Tax Payment Deferral**
- **Bank Loan Payment Deferral**
- **Bank – Soft Loans/Low Interest**
- **Employment Tax Credits for Early Rehires**
- **Unemployment Support for Furloughed Employees**
- **Utilities – Electricity Relief**
- **Utilities – Electricity Peak Demand Adjustment**
- **Suppliers – Seek Discounts, Deferred No Penalty Payments**
- **Aviation and Airline Related Fees Reduction**
- **Grants/Loans/Incentives for Business Upgrade/Improvements**

## **MOST ASSOCIATIONS PRESENTLY NOT OFFERING ONLINE TRAINING BUT PLANNING TO DO SO**

- **Thirty Percent are Conducting Training**
- **Areas where training is presently being offered include:**
  - **Mental Wellness**
  - **Symptoms of COVID 19**
  - **Financial Tips in a Crisis**
  - **Speed Dating through the Crisis**
  - **Lessons Learned So Far**
  - **Where is the Caribbean in a Crisis?**
  - **Food Safety (curbside/takeout)**
  - **Labor Management Strategies**
  - **Marketing, Human Resources**
  - **Hospitality**
  - **Tax Measures**
  - **Travel Brands vs. COVID-19**

## **PRIORITY AREAS FOR FUTURE ONLINE TRAINING WHICH CHTA COULD OFFER IDENTIFIED**

Associations identified the following areas as high interest for CHTA's online training series:

- **Business Cost Saving Measures During Shut Down**
- **Health Safety Training for Front Line Workers**
- **Stress Management for Employees**
- **Communications and Public Relations Strategies Now and Thru Recovery**
- **Maintaining Rate Integrity Thru a Crisis and Beyond**
- **Market Differentiation Out of a Crisis**
- **Labor Management Guidelines and Legal Compliance**