



Cheers to the Future!

Reopening Travel in 2020

Travel Managers & Media
June 2020

The following information is for the participants in this Destination Zoom call.

Topic: Reopening Travel after COVID19

Date: June 11, 2020

Complete presentation slides available here: [Destination Zoom Reopening Travel](#)

Thank you to everyone who participated, both travel managers and media. The discussion was valuable, respectful and insightful. As we look forward to the second half of 2020, I hope we can all support each other media to destination, destination to media, and brands and destination supporting and encouraging each other.

Travel Manager Information

The following travel managers participated in the June 2020 Destination Zoom call, either as presenters, contributors or observers.

Please be considerate of a region's reopening progress and shared plans and initiatives before reaching out. *IE: destination has shared that they are focusing on Drive Market - how can you be a part of that initiative?*

Also, please be respectful in terms of budget when reaching out. With minimal travel in 2020 many destinations are limited. This doesn't mean that media work and campaigns are not of great value, but that some relationships may need to be cultured or planned for the future.

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Travel Media Information

The following travel media participated in the June 2020 Destination Zoom call, either as presenters, contributors or observers.

Please be considerate of an outlet's audience, media style or current projects before reaching out. *IE: media member is an established podcaster. Should you pitch them a large scale video project?*

Regarding budget, as you reach out to media members, please know that each manages their business differently. Some may partner up for editorial consideration while others may run solely on contracted campaigns. Both hold value, but not each will be a good fit in 2020. Please do not take a media member's response of asking about budget as a "no" but as an indication of how they choose to manage their business.

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