

NORTH AMERICA INDUSTRY UPDATE

#2 – JUNE 2ND, 2020

AGENDA

- Update from TA
Jane Whitehead, VP – Americas
- Canada Deep Dive
Susan Webb, President – VoX International
- Impact of COVID on Tourism
Adam Simon, SVP Strategy – IPG Media Lab
Ella Barnett, Senior Associate Strategy and Innovation – IPG Media Lab
- Q&A

JANE WHITEHEAD

VP, Americas

NEW RESOURCE

AUSTRALIAN TRAVEL STATUS MAP

Australia is slowly re-opening. The Australian Government has outlined a [national three step plan](#) to relax restrictions imposed to contain the coronavirus. The plan provides a pathway for Australia to move towards COVID-safe communities, allowing Australians to start travelling domestically again. Travel and social distancing restrictions won't be immediately lifting everywhere, though, with each state and territory moving forward at a pace that best suits their own individual circumstances. For more information about where you can holiday use the map and click on the links below.

STATE BORDER STATUS

AUSTRALIAN CAPITAL TE...	Open	Learn more
NORTHERN TERRITORY	Closed to non-essential travel	Learn more
NEW SOUTH WALES	Open	Learn more
QUEENSLAND	Closed to non-essential travel	Learn more
SOUTH AUSTRALIA	Closed to non-essential travel	Learn more
TASMANIA	Closed to non-essential travel	Learn more
VICTORIA	Open	Learn more

VICTORIA

Open

Victoria is implementing a phased roadmap towards resuming local, regional and interstate travel. For further advice, including the status of state borders, latest travel information and other helpful resources, see below.

Current status
[Read more](#)

Latest travel advice
[Read more](#)

Advice for industry
[Read more](#)

SUSAN WEBB

President – VoX International

ELLA BARNETT

Senior Associate, Strategy and Innovation – IPG
Media Labs

ADAM SIMON

SVP, Strategy – IPG Media Labs

IPG MEDIA LAB

TRAVEL & TOURISM

in the time of COVID-19



Lange & Fetter
MOTORS

TEST DRIVE @ HOME

2. We will coordinate a time and date that works best for you.

3. A member of our sales team will come to you with the vehicle.

4. Set up a future appointment with our finance department.

5. DRIVE AWAY in your new car!

1. Sign up for a test drive on our online form.



QUESTIONS?
613-392-6561



26% of U.S. households say they're using a online grocery service for the first time in March



90% of Americans are ordered to stay at home, and 32.5 million children are home from school.



61% of U.S. consumers believe that a brand's responses to the crisis will have a big impact on their future purchases.

Did they help?

Find out how a company or celeb behaved during the Coronavirus pandemic

Enter company or celeb

Popular Categories

[Companies](#)

[Celebrities](#)

[Athletes & Teams](#)

[Americas](#)

[UK](#)

[Europe](#)

Did We Miss Someone?

Nominate a Company or Celebrity by entering their name and source (article link) in the form below:

Your email address

Enter a company or celebrity

Human test: type number: 8

Reasons why

71% stated that companies placing their profits before people during this crisis would lose their business forever

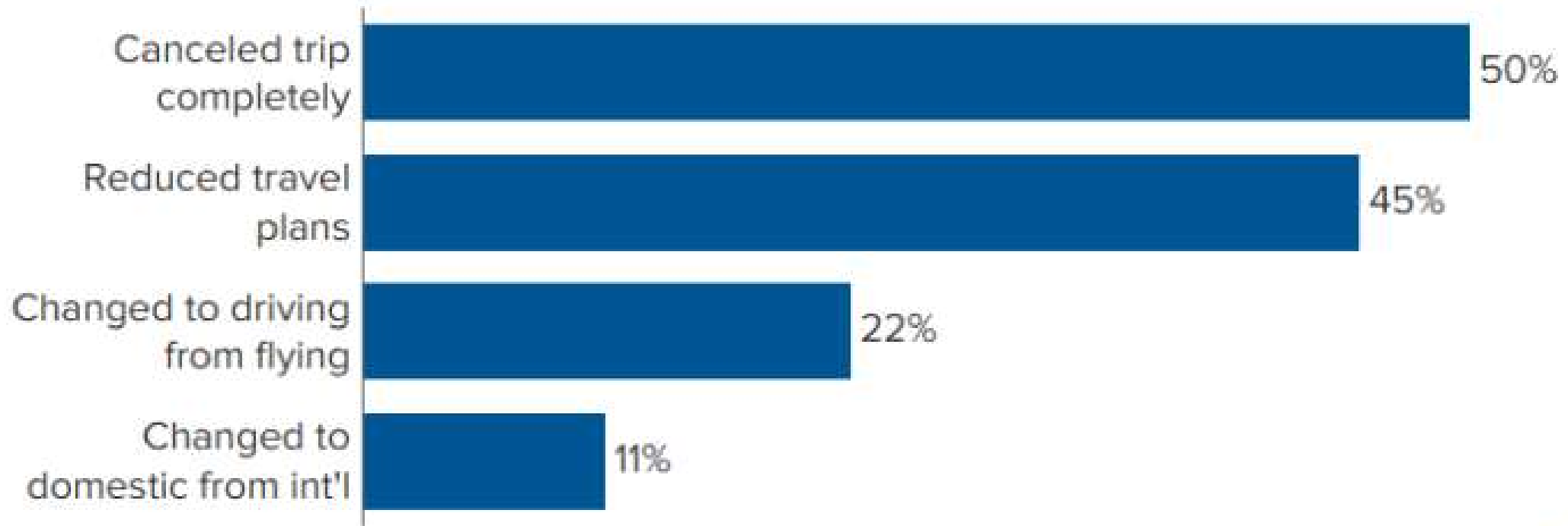
A man with short brown hair and a light beard is smiling as he works on a laptop. He is wearing a white and blue patterned sweater. The background shows a window with a view of greenery outside. The entire image is framed by a white border.

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Grounded At Home

The coronavirus pandemic's impact on travel plans

82% of people traveling within six months will change plans due to Covid-19. Of those, travelers have made the following adjustments.



SOURCE: Longwoods Int'l & Miles Partnership Travel Sentiment Study Wave 7



The average number of passengers on a U.S. commercial flight is 23





jetBlue

FRONTIER



FOUR SEASONS

HYATT™



A graphic illustration on a dark blue background. Two hands are shown: a blue hand on the left and a white hand on the right. The fingers of both hands are curled together to form a heart shape. The blue hand has a tan wristband, and the white hand has a black sleeve cuff with a silver band. In the center of the heart, the text 'BOGO' is written in a large, white, sans-serif font. Below it, 'BUY ONE GIVE ONE' is written in a smaller, white, sans-serif font, and 'VACAY LAYAWAY' is written in an even smaller, white, sans-serif font.

BOGO

BUY ONE **GIVE ONE**

VACAY LAYAWAY



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Brands Race to Adapt



Software

Check In Bag Drop Boarding

ETIHAD AIRWAYS
Check in for your flight

Please hold your passport in the camera frame to find your booking

CHECK-IN

Airlines Certified

User
ated
ents.



Welcome to
Incheon Airport

인천공항
환영합니다



CLOROX

TM





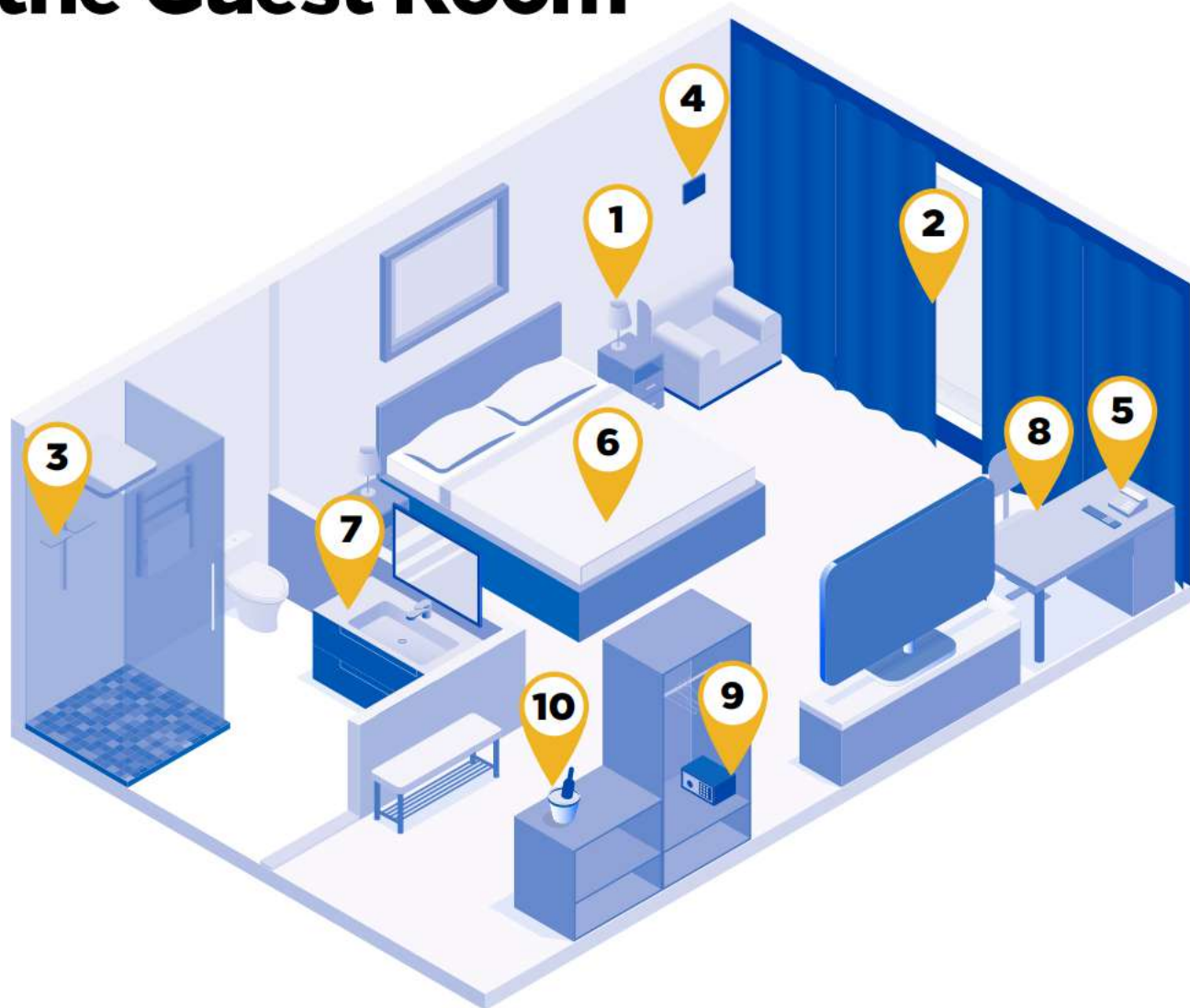


DOUBLE HAPPINESS

HELLO!
Please navigate
me to the
starting point.

NICE ROBOTICS

10 High-Touch, Deep Clean Areas in the Guest Room



- 1 SWITCHES & ELECTRONIC CONTROLS**
Lights, lamps, switches and electronic controls.
- 2 HANDLES & KNOBS**
Doors, closets, drawers, furniture knobs and drapery pull handles.
- 3 MAJOR BATHROOM SURFACES**
Toilet handles and seats, splash walls, shower/tub controls and sink faucets.
- 4 CLIMATE CONTROL PANELS**
- 5 TELEPHONES, REMOTE CONTROLS AND CLOCKS**
Handsets, dial pads and function buttons.
- 6 BED & BEDDING**
All bed linens including duvet covers, pillowcases and sheets.
- 7 BATH AMENITIES**
Bulk dispensers, individual amenities, tissue boxes, soap dishes, amenity trays and hair dryer.
- 8 HARD SURFACES**
Tables, desks and nightstands.
- 9 CLOSET GOODS**
Iron, safe handle and keypad.
- 10 IN-ROOM FOOD & BEVERAGE**
Cutlery, glassware, ice buckets, mini bars, kettle and coffeemaker.

PART OF

Hilton
CleanStay

with  protection

A man with short brown hair and a light beard is sitting in a black leather armchair, leaning back with his eyes closed and a relaxed expression. He is wearing a white V-neck t-shirt and light-colored trousers. The chair is positioned in front of a white cabinet with a gold handle. On top of the cabinet, there is a pink container and a glass vase with green leaves. The background is a solid blue wall.

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Armchair Tourism Increases



In March, 45% of Americans reported experiencing boredom

63% of Americans agree that they “can’t wait to get out and travel again”

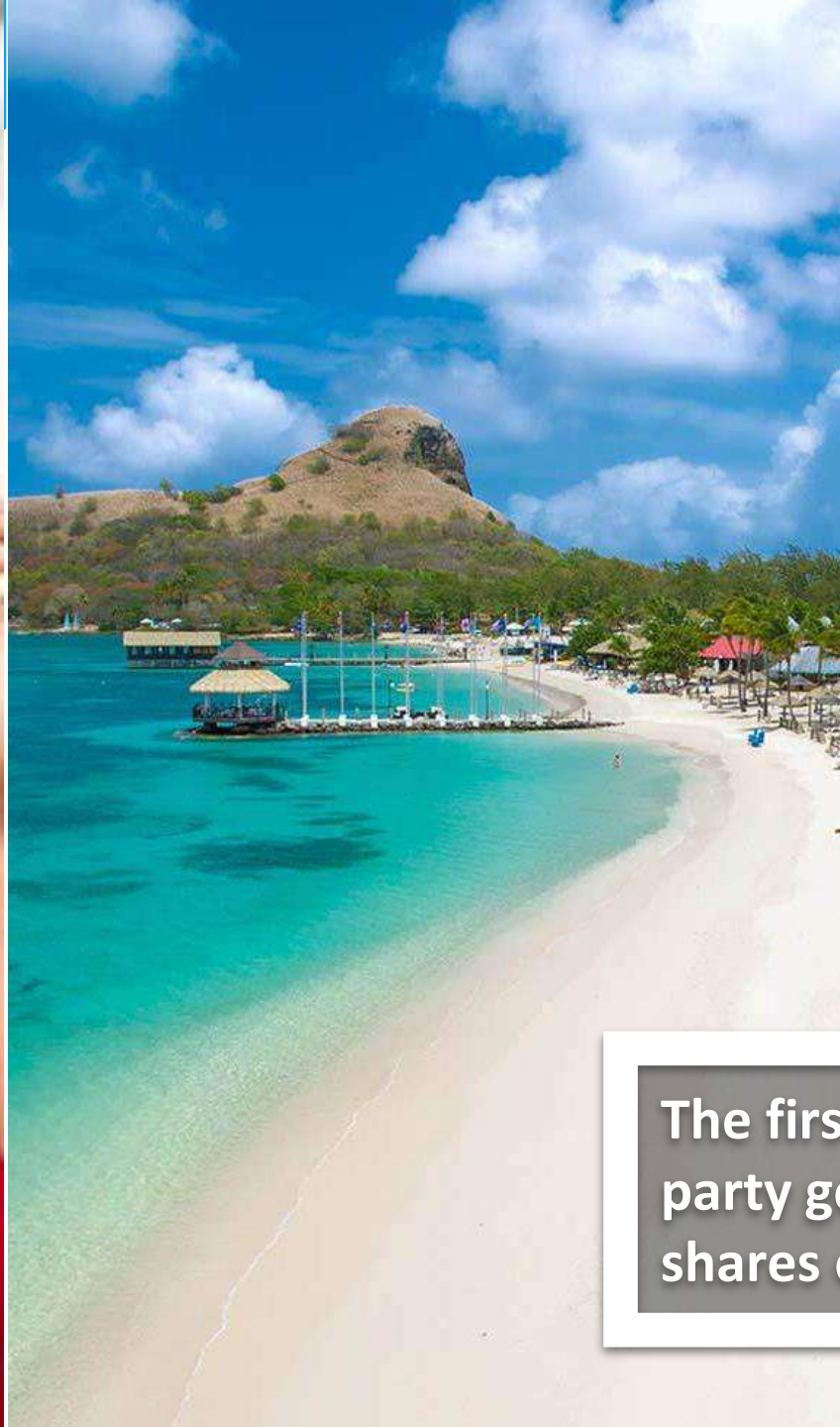
Google Trends show that US searches for Google Arts and Culture Virtual Tours went from 0 - 100 in March



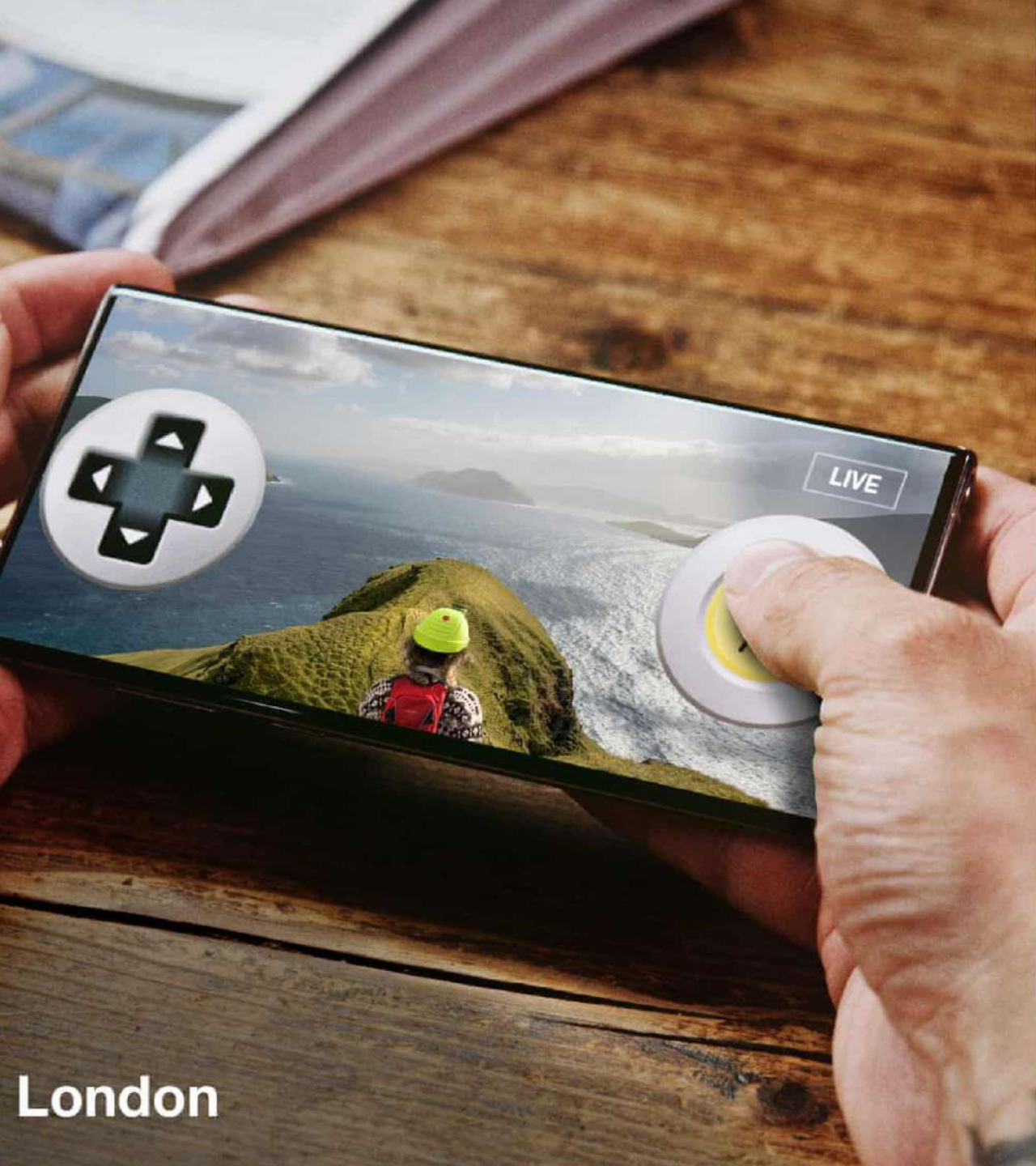
The National Gallery of Art in Washington D.C. saw website traffic increase 400% the first week their virtual tours were announced

An aerial photograph of a tropical beach. The sand is bright white and textured. Several lounge chairs in white and blue are scattered across the beach. Long, dark shadows of palm trees stretch across the sand from the top right towards the bottom left. The ocean water is a clear, vibrant turquoise color, meeting the shore with gentle waves. In the bottom center, there is a dark green banner with white text.

viator #RoamFromHome

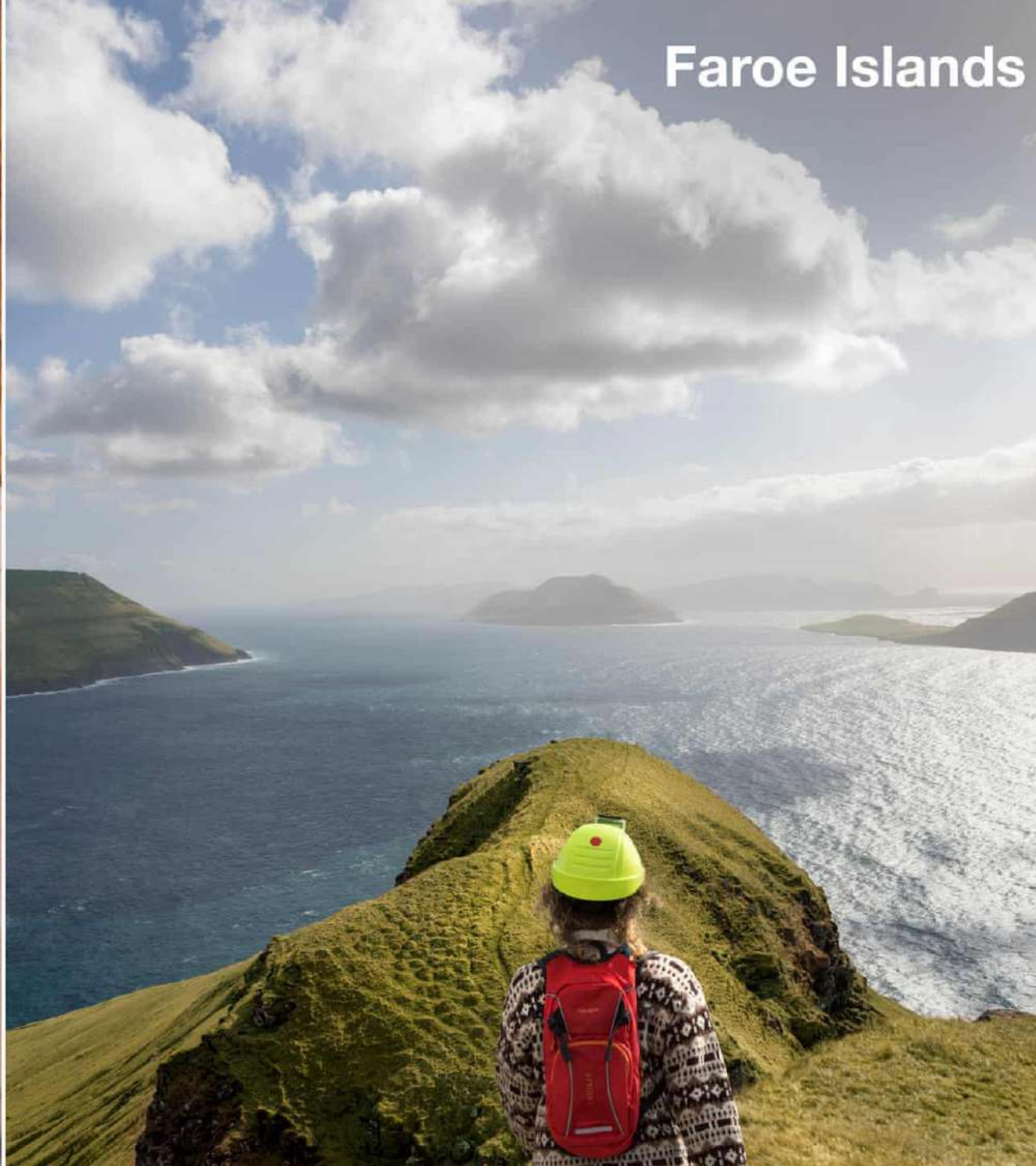


The first U.S. Virgin Islands 'Home Wuk' party got over 63,000 views and 1,500 shares on Facebook



London

Faroe Islands



What to Expect

This is Good to Know

- The entire experience will take place in your own home (we are not really a hotel) from the 11th of April until the 12th.
- We will start on the 11th with a welcoming communal virtual check-in.
- After the check-in, you will receive your curated welcome box filled with local products.
- Throughout the day you can make use of our WhatsApp Concierge Service
- In the evening we'll entertain you with a live music concert and a live comedy session – all online
- A delicious breakfast from our friends from the Petit Deli is included and will be delivered to your doorsteps in the morning.
- At the end we'll all get together again for a virtual check-out



A photograph of a man and a woman standing on a wooden pier, looking out over a large body of water towards a range of mountains. The man is on the left, wearing a plaid shirt and jeans, with his arm around the woman's shoulder. The woman is on the right, wearing a white tank top and shorts, with a red backpack. Both have backpacks on. The scene is framed by a white border.

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Travel Preferences Shift



40% of Americans say their first post-COVID trip will be by car, within 100 miles of home.

26% will go over the 100 mile mark, but stick to the U.S. and to cars.

52% of Americans have said they are focusing mostly on domestic trips



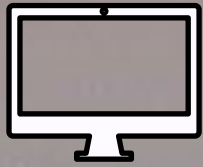




Up to 37% of business travel is at risk of being lost



The Next Normal



Digital experiences will increase



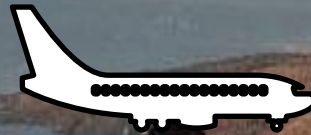
People will be slow to trust crowded spaces



People will travel close to home



Automation in hospitality and travel sectors will accelerate



Business travel will drop



Consumers will expect continued flexibility



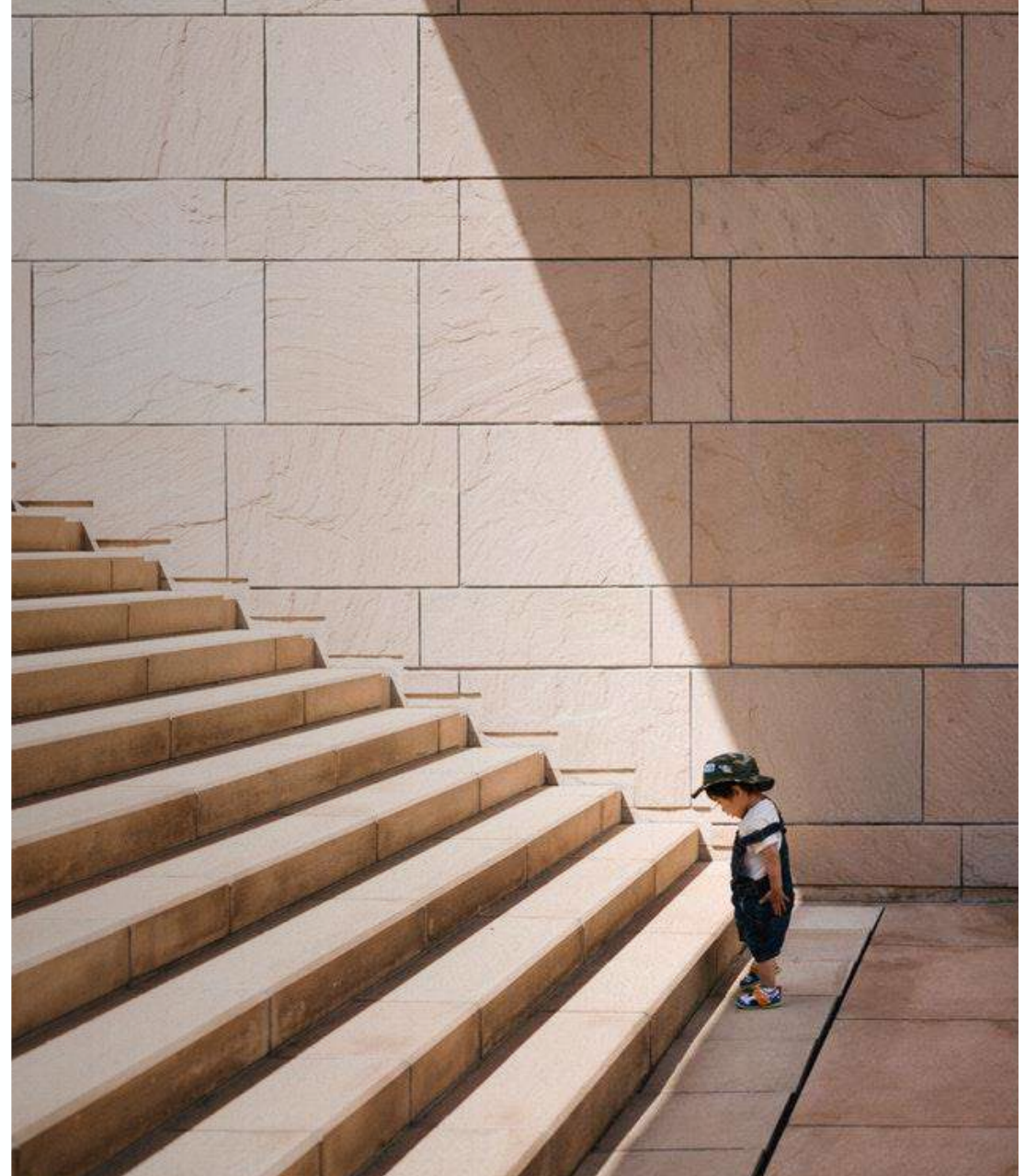
International travel will surge after restrictions

Thank You

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The image features several light green, stylized 'Y' shapes scattered on the left side of the page. Each 'Y' has a vertical stem and two diagonal arms, resembling a simple tree or a question mark. There are approximately seven such icons of varying sizes and orientations.

QUESTIONS?

NEXT UPDATE

Tuesday, Jun 16th
2pm PST/5PM EST

A photograph of two surfers in black wetsuits walking on a sandy beach at sunset. They are carrying a long, white surfboard with yellow trim. The sky is a mix of blue and orange, with a few colorful kites visible in the distance. The ocean waves are breaking on the shore. The text 'THANK YOU' is overlaid in large, white, bold letters on the right side of the image.

THANK
YOU