Hospitality, Tourism & Retail

June 5 Deliverable

The purpose of this June 5th deliverable is to help subcommittees make focused steps toward the July 8th deadline. The below questions will provide committee co-chairs insight into the areas of critical need.

What is the status of each sector right now?
The circumstances of these sectors are nothing short of dire. These industries are highly tourism dependent and as such are especially vulnerable to the implications of the COVID-19 pandemic stay at home and quarantine policies. Maine, a state with a population of 1.3M residents, normally welcomes more than 39M visitors a year – 60% of whom visit in the summer months. Lots of data here, it all points to catastrophic circumstances for tourism & hospitality if quarantines stay in place.

One bright spot, interest in Maine’s outdoors has spiked – one popular trail finder website has reported 188% increase in web traffic.

What do the sectors within your sub-committees need right now to endure the current crisis (i.e. are there areas you expect to make recommendations on in the coming weeks)?
(Please provide high-level bullet points)

- Alternative to quarantine - This is what the sector needs to reopen.
- Allocate stimulus funds to this sector to help business survive until June 2021 – amount needs to be quantified and mechanism identified
- Marketing campaign/s
- Business tax credit to offset costs for increased health and safety
- Technical assistance