We’re Good To Go - Up-date from VB/VE

28 July 2020

Weekly Sentiment Tracker – Week 9

- **43%** still believe the worst is to come. The proportion feeling this way is rising – **up 1%** on previous week
- Little expectation things will 'return to normal' anytime soon. **Just 9%** expect '**something close to normal' will be achieved by September** and **24% by December**. Both proportions have been declining.
- 'Confidence' in the ability to go on an **overnight domestic trip** has been **improving at 26%.** Currently just over a third of adults would be 'very' or 'fairly confident' that an overnight domestic trip booked to take place in August would go ahead.
- Main reasons cited by those lacking confidence are 'concerns about catching Covid-19'; 'fewer opportunities to eat/drink out' and 'fewer places to visit/fewer things to do'.
- **Cities** receive a greater proportion of trips scheduled during the **winter period**, ranking first at **34%**
- Hotels are encouraged to take steps to reassure guests, particularly around the implementation of **enhanced cleaning** regimes and **social distancing** measures. **Offering free cancellation also cited as an important factor.**
- A Government or industry **certification mark** is cited by **44% - up 2% on previous week**

https://www.visitbritain.org/covid-19-consumer-sentiment-tracker

An Industry Standard – WHY?

- A **call to action from across the industry** – it is critical to early recovery
- To give **confidence to the businesses** - support and encourage all to show they have clear processes in place
- To give **reassurance to visitors**
- To aid **reassurance to local residents**
- **Avoid confusion in messaging** and recognition by offering a nationwide consumer ‘mark’ that the whole industry can get behind
- Deliver **global recovery best practice**

We're Good To Go – THE PROCESS

Online Self Certification that includes:

- Non-negotiable confirmation that Government **Visitor Economy Guidance** and relevant **Public Health Guidance** have been read and understood
- Non-negotiable confirmation that a **Covid-19 Risk Assessment** is in place
- A question set that enables us to recognise key membership bodies willing to share their detailed granular guidance with any business applying
- Agreement and understanding that spot checks, either in person or by phone carried out by independent assessors, will take place at random and un-announced - around 5% of those awarded the mark
- Knowledge that if either of the key guidance documents from Government and Public Health changes, an alert from us will be sent out by email

We're Good To Go – THE STORY SO FAR

- **UK Wide partnership:**
  VisitEngland; Visit Scotland; Visit Wales and Tourism Northern Ireland

- 45 Industry Bodies (**38 SLAs in place to share guidance, inform members**)
  UK Hospitality; ALVA; BALPPA; BH&HPA; Historic Houses; British Beer & Pub; Stay in a Pub; National Caravan Council; Meetings Industry Association; Outdoor Industries Association; English Cathedrals; British Guild of Tourist Guides; B&B Assocation etc

- 157 Destination Management Organisations supporting and promoting across their channels

- **32,807 applications to-date** (28,330 complete) since go live on 25th June 2020
  62% England; 20% Scotland; 16% Wales ; 2% Northern Ireland

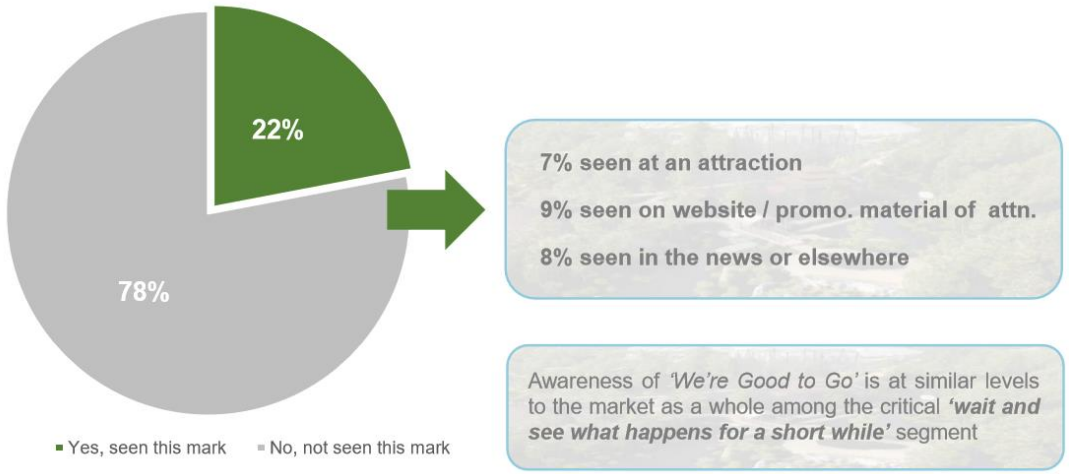
We're Good To Go – ALVA RESEARCH

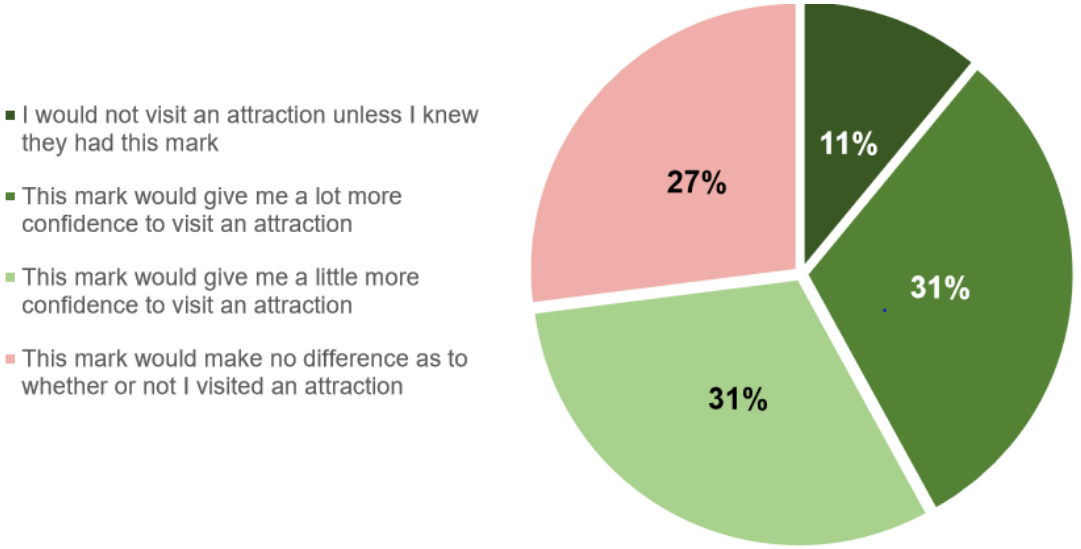
ALVA Attractions Recovery Tracker - 8-11 July 2020

716 responders (UK Adults who had visited an attraction in 2019)

"There is strong evidence that the 'We're Good to Go' mark will have a much-needed, major positive impact upon visit confidence and almost a quarter of the market already claim to have seen this mark"

"The 'We're Good to Go' mark has built some strong awareness in the early weeks of its operation, including among those who are 'watching and waiting"





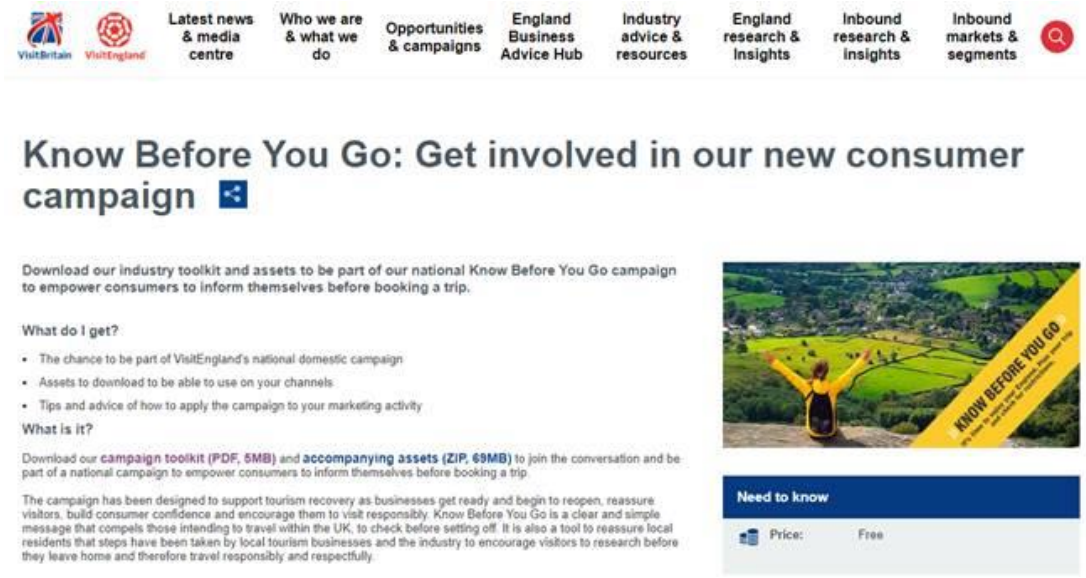
We're Good To Go – THE TOOLKIT

email: goodtogo@visitbritain.org **apply:** goodtogouk.co.uk

Reassurance campaign – ‘Know before you go’

‘**Know before you go**’ is a clear and simple message that compels those intending to travel both to the UK, and within the UK, to check before setting off.

Toolkit available online now:



https://www.visitbritain.org/know-before-you-go-get-involved-our-campaign

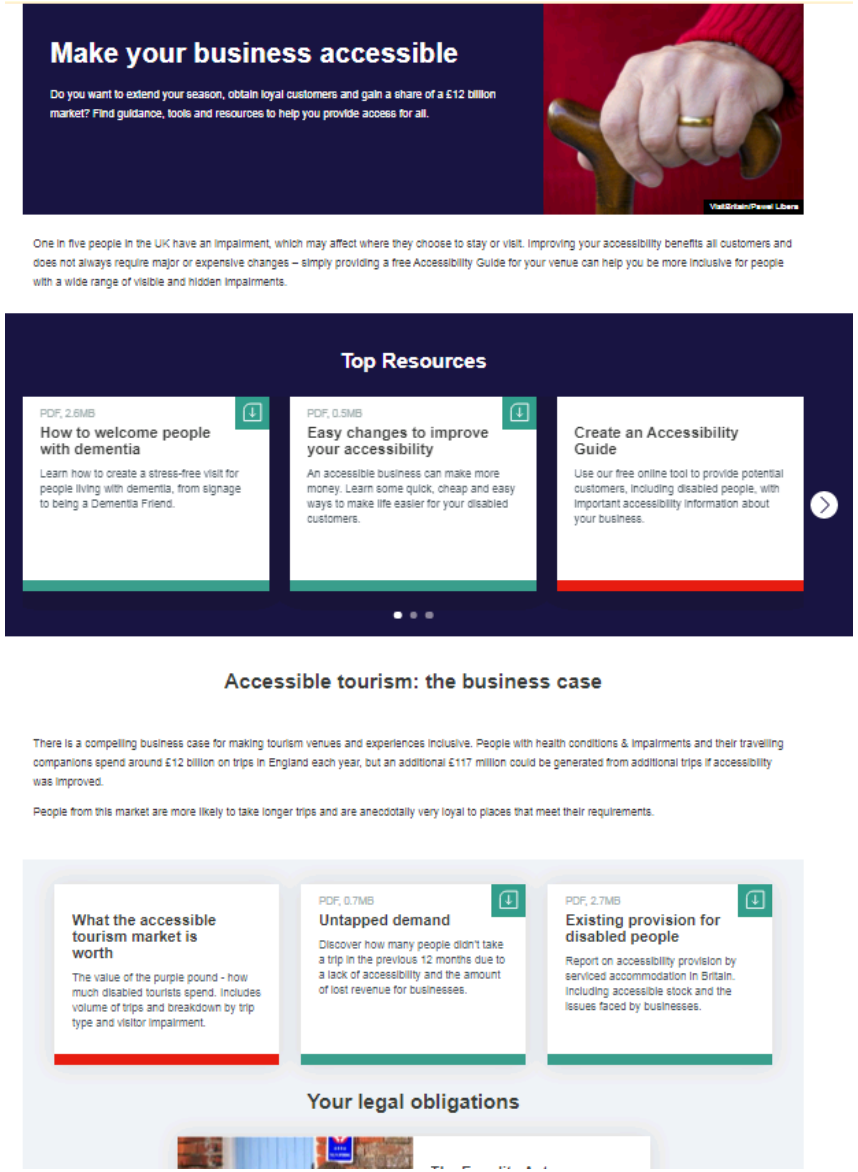
VisitBritain® VisitEngland™

Accessibility & Business Advice Hub

Accessibility

- Don’t compromise accessibility during pandemic - eg toilet & parking provision (Equality Act 2010 – remains in force)
- Provide clear information on Facilities & Customer Service
- Dedicated section on Business Advice Hub: www.visitengland.org/access
- Purple provide free customer training videos: https://bit.ly/2RVDsm0
- Sign up for our **free Accessibility webinar - 30 July 2020**

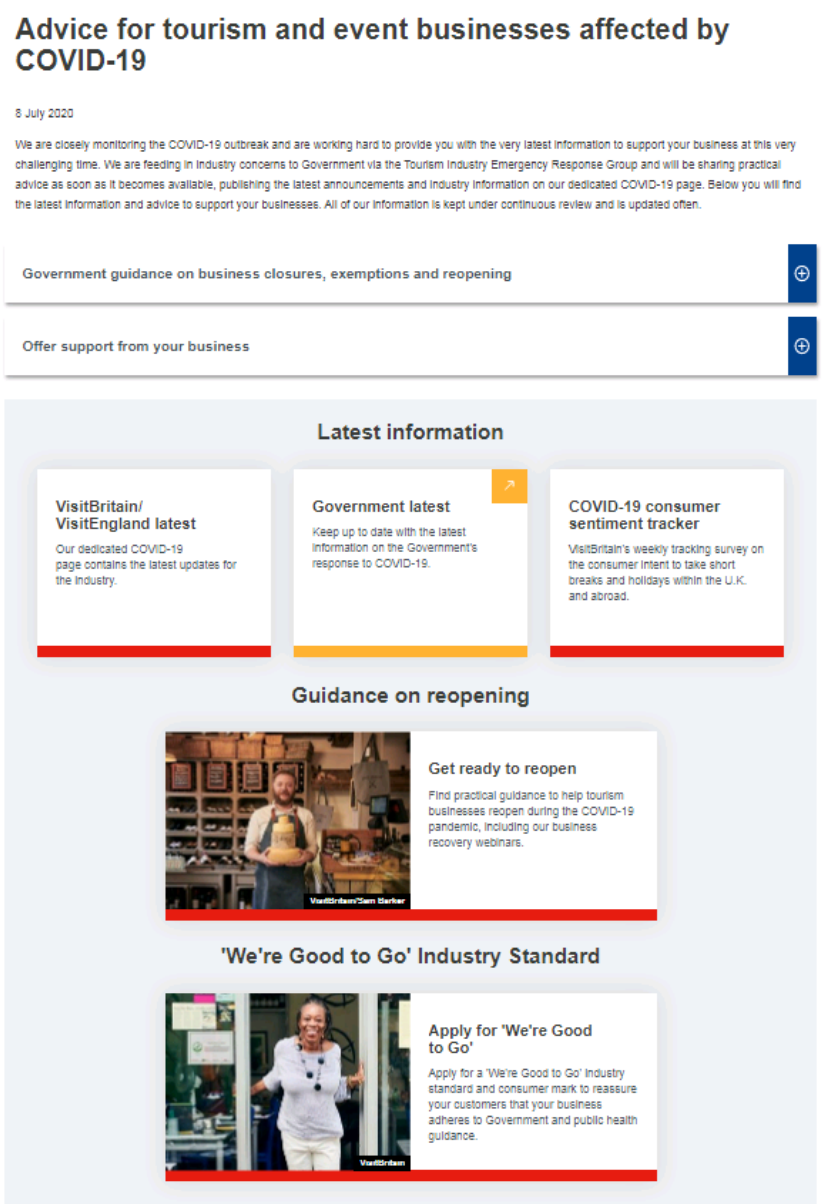
  https://www.visitbritain.org/business-advice/business-recovery-webinars



Business Advice Hub

- Connecting businesses with resources and key service providers
- Practical tips, legal obligations and local support
- Dedicated COVID-19 support section - Access all key support in one place
- Updated regularly with latest guidance
- Navigate Government support schemes

- **AWARDS FOR EXCELLENCE** announced later today virtual event Monday 17 August 2020 www.visitenglandawards.org



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Share your news

How you can get involved?

- **Stories of people / tourism businesses that are adapting and / or innovating** ie creative ideas around social distancing or onsite signage – including use of the We're Good To Go certification

- **Attractions / businesses that are ticketed or reservation-only entry**

- **Day trip content ideas an hour or less from a major city, town or location** (e.g. walks, trails, stately homes, gardens, Instagrammable villages, lesser known locations etc.) Please provide a brief outline on the day trip and a web link to your destination/partner website.
- **News and major up-coming events**

Send to:
VisitEngland (for England / domestic marketing) - press@visitengland.org

VisitBritain (for Britain / international marketing) - pressandpr@visitbritain.org

VISUAL MOODBOARDS – TO BUILD DEMAND NOW

AUTUMN
DAZE

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COVENT GARDEN MARKET

Please work with and support your Destination Management Organisation

THANK YOU

JANET UTTLEY

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