

Dear Humboldt Industry Partner, You've made it through week two. Whew! Before the weekend starts, here are a few notes that may be of some use. Best to you and yours, Richard Stenger, RedwoodCoastParks.com

State and U.S. Tourism Partners

Likely you've contacted your local governments and chambers for guidance as you weather the storm. Here are several larger organizations that also offer resources for tourism businesses. First, the U.S. Travel Association, which is lobbying Congress on behalf of the industry in the national relief bill, has a host of [CV19 resources](#), including instructions on how to let your voice be heard in Washington, DC.

Second, the California Travel Association has a [CV19 toolkit](#) that's worth reviewing. Inside, for example, is a link to the \$100M [Facebook grant program](#) for small businesses. Third, cited earlier, VisitCalifornia has constantly updated talking points on its [CV19 communications page](#) for those fielding emails or calls from the public or media.

More Chambers News

In the last roundup, we included links to the [McKinleyville](#) and [Eureka](#) chambers of commerce. It should be noted that all the Humboldt chambers and bureaus are working hard for their members to get through the crisis, including in [Arcata](#), [Ferndale](#), [Orick](#), [Trinidad](#), [Fortuna](#), [Blue Lake](#), [Willow Creek](#), [Garberville/Redway](#), [Southern Humboldt](#), and the [Humboldt CVB](#). Many have posted lists of open businesses too. Also, Humboldt Facebookers are compiling eateries doing takeout and delivery (Hat tip to Allie Heemstra) [here](#). *It bears repeating that the single best click is to the [North Coast SBDC](#), which has free webinars, a survival guide, counselors on staff and more.*

Brits and Rebels

As we all know, we're in uncharted territory. UK-based Oxford Economics has taken a run at charting it (Hat tip to Julie Benbow). The prediction isn't pretty. The outfit estimates U.S. tourism will drop 35 percent and take a \$400B hit. If you want to see all the gloomy numbers, here's the entire [report](#).

A few notes to cheer us up perhaps. In terms of the California tourism economy, Humboldt doesn't rely on international travelers as much as the major cities, which will bear the brunt of the drop. Second, we anticipate a boost in regional domestic travel as urban residents on the West Coast take to their cars rather than the skies. Third, we prefer to follow the advice of Han Solo while navigating an asteroid field in Return of the Empire, '[Never Tell Me the Odds](#).'

Storm troopers and social posts

Speaking of Star Wars, now is a good time to share the best of Humboldt virtually. One of the biggest challenges with shelter in place is boredom. People are looking to the Internet for entertainment. No one has better natural eye candy, the kind urban dwellers crave, than Humboldt. Why not post or embed it on your site and socials, whether Imperial storm troopers zooming through [Grizzly Creek State Park](#), Brad Pitt frolicking along the [Avenue of the Giants](#), or outdoor enthusiasts ranking the ten most awesome trees of [Redwood National & State Parks](#). Check the CVB's Flickr page for more shareable [photos](#) and the RNSP site for more shareable [videos](#).