## 2022 EDITORIAL CALENDAR

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The COVID crisis has cities making swift changes to be safer for visitors.

By Elise Schoening

Fast Forward

Destination marketing has been redefined in the Covid age. The best way to attract groups right now is to demonstrate a commitment to their health and safety.

“Restoring confidence among meeting and event organizers will be critical to the long-term success of New York City and of the industry as a whole,” notes Fred Dixon, president and CEO of NYC & Company, the destination’s convention and visitors bureau.

Following crises such as 9/11 and the Great Recession, meetings and conventions played a vital role in reviving travel and the economy, a lesson the following cities know well. Here’s how they’re preparing to do so once again.

Chicago

As of press time, gatherings in Chicago were limited to 50 people or fewer, but McCormick Place is preparing to welcome back larger groups when those limits are eased.

The convention center, which offers 2.6 million square feet of exhibition space, has earned GBAC Star certification in coronavirus cleaning from the Global Biorisk Advisory Council. New safety protocols have been added, such as training all employees in the recognition and prevention of Covid-19, and increasing the number of touch-free, automatic doors at the facility.

“We miss having large-scale, face-to-face meetings in our city. But the day is coming, hopefully soon, when you will be back in Chicago with your meetings,” said Marc Anderson, COO of Choose Chicago, during a virtual road show hosted by the CVB.

Convention center hotels also are enhancing their safety protocols. Among them, the Marriott Marquis Chicago and the Hyatt Regency McCormick Place are in the process of obtaining GBAC Star accreditation.

About 80 percent of the city’s hotels are open, along with most local attractions. Among Covid-minded improvements, the Field Museum has added 144 hand-sanitizing stations, updated floor plans for social distancing, and now requires vendors to undergo health screenings.

These supplemental sections for Successful Meetings and Incentive will be printed with Meetings & Conventions and independently distributed digitally.
These supplemental sections for *Successful Meetings* and *Incentive* will be printed with *Meetings & Conventions* and independently distributed digitally.
It’s been a quarter of a century since the sports-related travel industry and SportsTravel magazine experienced their formal beginnings, and much has changed over that time. One thing that hasn’t though, is the industry’s willingness to share best practices to contribute to the overall growth of sports events at all levels. The spring issue of SportsTravel will look back at where the industry has been and where it may be headed.

The issue will include:
- A Q&A with SportsTravel founder Tim Schneider
- The latest research on the economic power of sports-related travel
- The power of the youth sports market
- The building boom of venues across all levels of sports
- Trends to watch in the immediate and long-term future

The 2022 World Cup in Qatar opens up new possibilities for soccer at a critical juncture for the sport’s largest event. In 2026, the United States will be the next to host, along with destinations in Mexico and Canada. The fall issue of SportsTravel will examine what’s ahead in 2022 and how cities large and small are positioning themselves for success when the world turns its attention to North America in 2026.

The issue will include:
- A look at how Qatar is planning to host and the group of new venues that were built
- Interviews with leaders of the 2026 World Cup on their plans for North America
- How smaller cities near the host sites are planning to take advantage of the opportunity
- Where the World Cup fits in with several other major events coming to the United States
- How soccer has grown from the last time the U.S. hosted the Women’s World Cup

Features & Downloads
- Twice monthly SportsTravel E-Newsletter
- SportsTravel Podcast Series
- Governing Body Dossier: NGB News
- SportsTravel Bid Bowl: Sports Events Up for Bid
- Winners & Losers Column
- Destination of the Month
- On Assignment: Reports from New and Innovative Events
- Email and Social Media Lead Generation
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