



HVAB Statement on cancellation of fall football season

Aug. 11, 2020 - Today's announcement about the cancellation of the fall football season (and all fall Big Ten sports), while not completely unexpected, is nonetheless devastating. Our community continues to face unprecedented challenges, as does our state and nation. As we absorb this latest news, please know that your Happy Valley Adventure Bureau is committed to working with each of you and with community leaders with one goal in mind – to get through this crisis together. While we will not be welcoming 100,000 of our closest friends to Happy Valley on football weekends this year, visitation is going to be essential for the survival of many of our hotels, shops and restaurants. Fall is a perfect time to visit. Happy Valley is a safe and affordable drive-market destination with abundant outdoor recreational opportunities. We are positioned to be a popular choice for individuals and families, and alumni eager to return to their Penn State roots. There too, we face some obstacles. Like many of you have experienced, HVAB resources and staffing have been impacted by the pandemic. Our collective community also needs to embrace a welcoming mindset. These challenges are not insurmountable. The HVAB strongly believes that safe and responsible travel is achievable, and is already occurring. Our messaging has both consistently promoted the tremendous steps you have taken to protect the health of your employees and guests, as well as reinforced community expectations for travelers choosing to come to Happy Valley. We understand that stopping the spread of COVID-19 is vital, but we are also keenly aware that we face an economic challenge that cannot be ignored. This fall will be unlike any other in recent memory, but we are resilient. As we have seen time and time again, sometimes with great difficulty comes great opportunity. With that in mind, we look forward to working on a strategy that helps gets us through these next few months and positions us well for the post-COVID-19 future.