



Move Your Marketing Mindset To Reach Locals



From Von Mack Agency, Inc.

Marketing For Experiences



Tourism Marketing



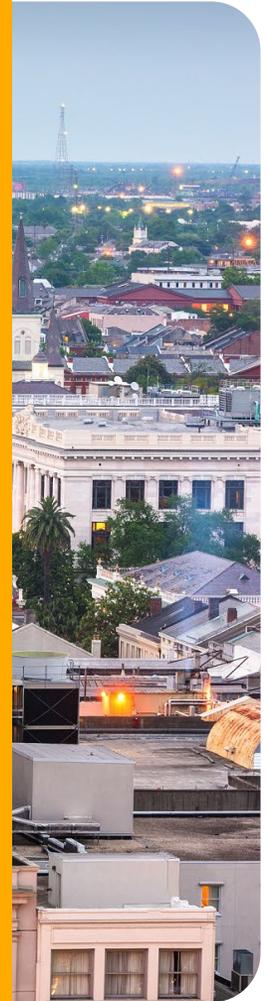
Once COVID lockdown restrictions are eased, experts project that local travel will be the first to return.

But most tour and attractions companies have historically catered to tourists from far and wide.

How do we shift our marketing to cater locally?

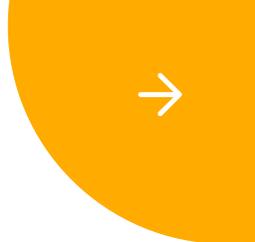
It will be a mix of product development, revisiting the "why," and implementing super tailored media buys.

And this presentation outlines just how to do that.



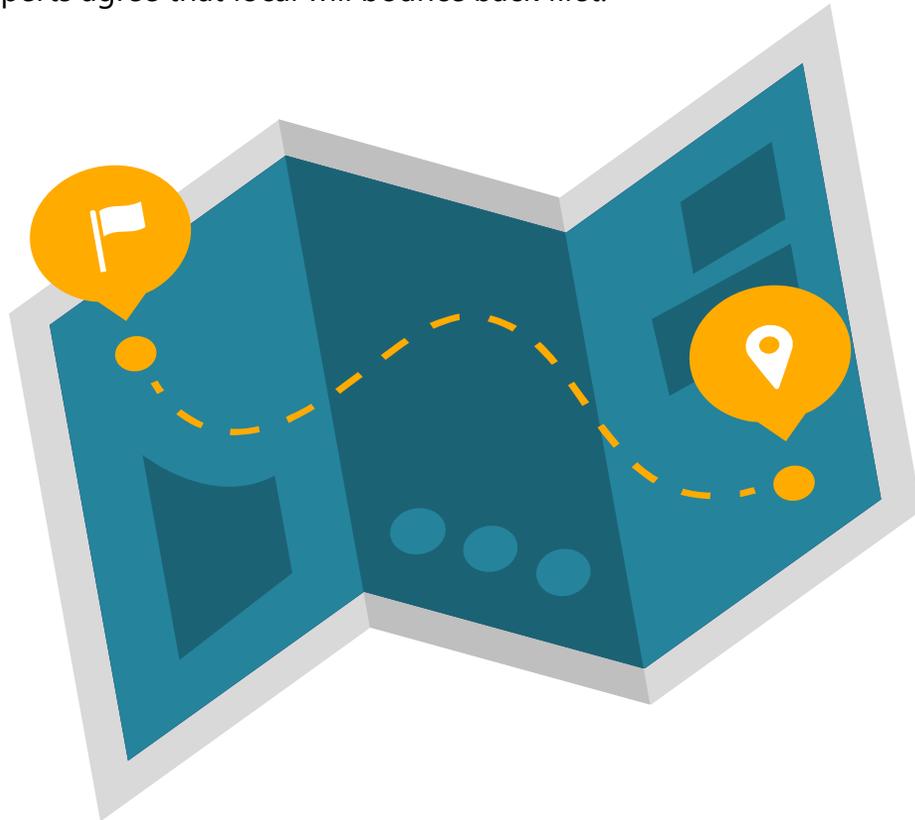
TODAY, WE'LL DISCUSS..

- Why go local?
- Meeting our post-COVID audience.
- Reworking marketing to speak authentically and convert.
- Developing product to function in and call to a post-COVID world.



Why focus on local marketing?

Experts agree that local will bounce back first.



— Phocuswire

“One of the most common post-COVID predictions has been that domestic road trips may be the first type of travel to rebound.”

<https://www.phocuswire.com/rv-opportunities-outdoorsy-coronavirus>

— MMGY Global

“As has always been the case in a leisure recovery, it starts with the local community and works itself out over time to longer-haul travel.”

<https://www.hospitalitynet.org/opinion/4097824.html>

— Rick Steves

“I think the first thing that will come back is regional travel: going to the city that’s three hours away by car. What you don’t want to do is fly somewhere and find yourself in a situation where you’re going to be quarantined.”

<https://www.latimes.com/travel/story/2020-04-10/when-will-we-travel-again>



Post COVID Behavior

- People are concerned with safety.
- People are concerned about costs. (Uncertainty over saving vs spending)
- People miss human connection and family.
- People yearn to return to some sense of normalcy. (Nostalgia)

New York Times

“As far as the travel and tourism industry, one of the things that we’ve seen from crises in general is that the industry is very resilient, and that we rebound fairly quickly. We also are seeing that there will be some pent-up demand and that people will be ready to travel. There’s some indication that travel will be closer to home initially and that people will do more driving tourism.”

- Lori Pennington-Gray, Director of the Tourism Crisis Management Initiative at the University of Florida

<https://www.nytimes.com/2020/04/15/travel/q-and-a-coronavirus-travel.html>



“things to do nearby”



Keep in mind...

We do not expect the post-COVID environment to look like post-recession or post-disaster environments of the past.

This is a whole new ball game.



Let's Meet Our Post-COVID Audience



#1

Local

Same Day / Leisure Day,
"People In Our Own Backyard"

#2

Regional

Regional Drive Tourists, Roadtrippers /
Small-Very Small Groups

Why?

Per MMGY, "Road trips have been on the rise for five straight years, and 2020 could well become the year of the car."

<https://www.hospitalitynet.org/opinion/4097824.html>



Messaging - Entice With Empathy & Connection

How can we speak to locals in a way that is enticing, authentic, and above all, creates an action?

Disrupt and engage with:



Nostalgia

You sell culture here, remind them of their culture



Safe Space

Visually Illustrate a safe space

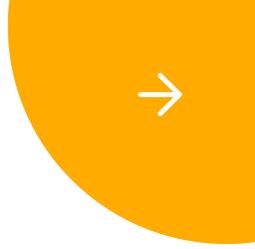


Extra Boom

Create a marketing CTA with "extra boom" (upsell, partnerships, etc)

Right now: "The best thing to do is really just tell brands and marketers to not focus on those creating a new campaign and instead do something to help."

<https://www.adweek.com/agencies/now-is-not-the-time-for-cause-marketing-around-covid-19/>



Product Development

Think in terms of what your new visitors will be looking for.

Cleaning Measures



Community Awareness & Giving Back

Safe Social Distancing & Smaller Groups



Heightened Experiences, Partnerships, Next Level Product Pivots That Make Sense



Message Mediums & What To Do

Digital Organic - By far the cheapest and extremely effective if done well.

— Optimize Mediums (Especially For Local Search)

Website, Social Media Accounts, Google My Business, DMO/other listings.

- Update with clear information about safety, pull on heartstrings, use new post-COVID experience type imagery, note updated cancellation policies, new hours.

— Content Creation

Post new content often, especially on blog/social, and personalize with names and faces. Note phrases and terms that folks may be looking for.

Example: "Best two hour trip to the shore."

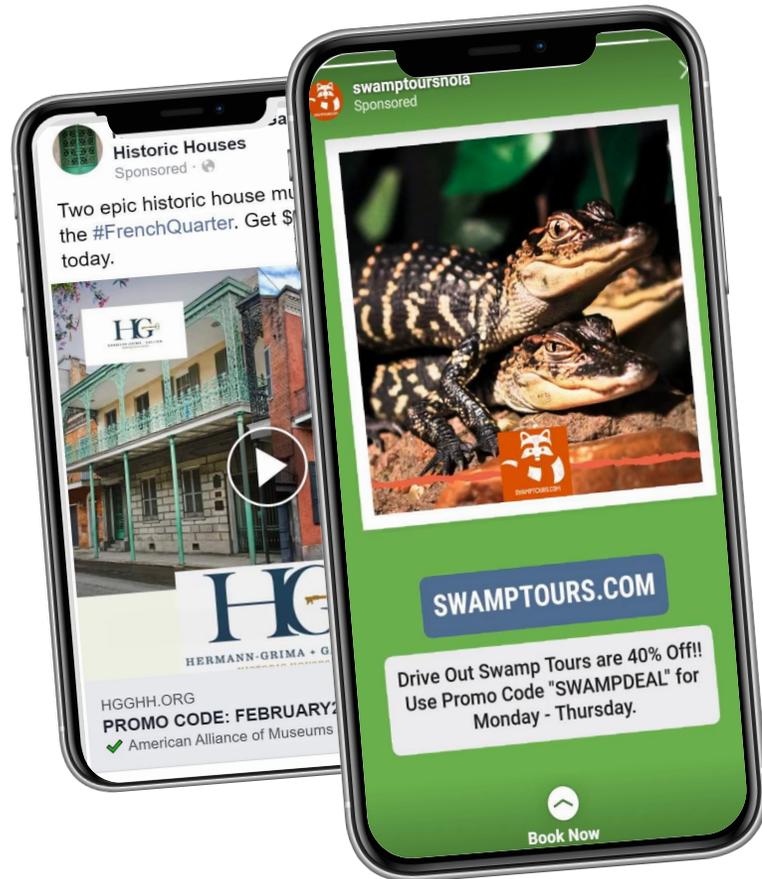




Message Mediums & What To Do



Digital Paid (SEM) - Use geo targeting and maximize conversion potential with life event targeting.



— Geo Targeting

Utilize Facebook and Google Ads to geo target local markets. Consider regional drive market geo targeted campaigns as well.

- Make sure that message tone is empathetic and illustrates clear imagery of safety / what to expect. Consider creating dedicated landing pages.

— Partner Campaigns

DMO's, associations and groups - consider creating a "locals only" type campaign and use Facebook, Google Ads, and email lists to garner interest and push conversions.

- Co-Ops can work with the right messaging.



Message Mediums & What To Do

Print, Billboard, TV, Radio

— PRINT

As the post COVID world may evolve swiftly, try not to employ longer term print buys, as they may create unnecessary overhead.

— Billboard, TV, Radio

Look to your wallet here. Use these mediums only if you have the budget and if you expect your local market to react very well to them.





Be Prepared to Pivot

Remember, no one has a crystal ball. We do not know what's on the other side. It is believed that some markets will bounce back more quickly than others. And some tactics or strategies may perform unexpectedly.

Be Prepared To Change Course.

Keep an eye on your statistics. Watch closely for what is performing well. Then optimize, optimize, optimize.

It's what you should be doing anyway.



Festivals

"What's still on in LA Cajun Bayou?"

2021





Thank You!

Email

marica@vonmackagency.com

Phone

(985) 302-0159

Location

631 St. Charles Avenue
New Orleans, Louisiana
USA

Connect With Us On Social

- Facebook: @VonMackAgency
- Instagram: @VonMackAgency
- LinkedIn: @ von-mack-agency
- Youtube: "Von Mack Agency"



WE WILL TRAVEL AGAIN: WHAT TRAVEL MARKETERS SHOULD DO TODAY TO BE SUCCESSFUL POST-CRISIS – Southeast Tourism Society

Panelists

Joseph Dabbs, Bart Thau, Ray Hydrik and Jaquelyn Blackwell of Advance Travel

Topics Discussed by Panel

Beginning Again 4 – Phase overview. What are consumers doing now?

- 1) Phase One – Is it Almost Over?
 - Redesigning our Campaigns
 - Listening to our travelers (market)
- 2) Phase Two – Slowly Opening Up
 - Market by market approach.
 - Monitoring conditions.
 - Traveler Sentiment is what is most important.
- 3) Phase Three – Coming Soon
 - Encouraging those who can
 - Testing incentives

Introduction:

- 2020 marketing plans were upended in March
- Travel restricted and destinations closed
- April bookings down 90-95%
- Homebound travelers turned to new channels for distraction
 - News Consumption – up 39%
 - Social Media Channels – up 29%
 - Online purchases – up 28%

Four Phases of Recovery

- 1) Phase One – Stop. Listen. Proceed with caution. (Where we are now) March to Early May
 - Under Phase One
 - Stopped Spring Campaigns and evaluated the content and messaging (March through early April.
 - Listened to what your fan/traveler/markets are saying – Scared? Missing You? Had to cancel?

Identify content you can repurpose. – Work on “everygreen” content that can live on, not just for the situations that we are facing now.

- Video Tours
- Photo Galleries
- Customer/Visitor generated content/Share contests.

Tap into pent up demand that can be fulfilled virtually. ***** 40% of people survey said that they are ready to travel now and that number is expected to double in next 30 days.

Do something different

- Example: Carnival Cruise President, Christine Duffy reached out to her current connected partners and customers with a personal message. “Dear Carnival Family”
- Balancing caution with hopeful optimism
 - What we’re doing for our employees
 - How we are focused on health and safety for our guests and crew
 - What we are doing now and how we are planning to do in the future – Including redesigning our cruises and ports of call.
 - Listening to where you (the guest) want to go next – where you’re comfortable going next
- Example: Laura Beth Strickland, Executive Director Visit Vicksburg
 - It’s our responsibility to ensure that visitor’s feel safe in our destination. Now is the time to think about how travel will be changed, and what we need to do to adjust. First and foremost, we need to be human and show our visitors that we care about their well being.
- These are great ideas for DMO’s to address objections and be real in addressing them as did the Carnival Cruise Line President did.

Phase One Marketing examples:

Visit Vicksburg

Using Lines like “See You Soon” “Dream Vicksburg” and “Vicksburg Moments” all placed over clean iconic images showing historical or beautiful architectural images from an outdoor perspective. These are not pushy driven ads but ones that drive up desire to “come and visit” while people are in the planning/dreaming mode.

Alpine Helen/Whites Co, GA

Using Lines like “Brighter Days Ahead” “Nature Awaits” these focus on outdoor activities. Instead of booking, encourages prospect engagement. These are used to get click throughs to a series of stories. “Fresh Air is Never Far Away – Helen is Georgia’s Outdoor Escape”, “Mountain Wilderness Near Helen is Solitude Capital of Georgia” and “Decompress Outdoors in Alpine Helen”

- All messaging needs to Be Authentic / Transparent – Don’t Sugarcoat – Authenticity is the key

2) Phase Two – Beginning Again. (About to enter this phase) May to Early June?

- Metrics to Monitor

Travel will open at different rates depending on the state and local actions.

- TN, AL, GA, SC and FL are opening slowly
- Some destinations within these states could still be hotspots that tourists may avoid

Monitor drive-time feeder markets

- Are they in the clear?
- What is the sentiment towards travel in these markets?

What customer segments are ready to travel?

- Demographic segments are going to be different
- Vulnerable populations will need to wait – Over 65 not traveling
- Look into other markets / drive

Traveler Sentiment Trends – Week Over Week – *April 24th-26th

Question asked: At this moment, how unsafe would you feel doing each type of travel activity?

- Cruise – 16.1% Somewhat– 66.6% Very
- Outside U.S. – 20.9 Somewhat– 55.3% Very
- Sporting Events Large Venue – 20.8% Somewhat – 55.1% Very
- Attending Theater/Movie – 23% Somewhat – 52% Very
- Conference/Convention – 25.3% Somewhat – 49% Very
- Air Travel – 24.7% Somewhat – 47.2% Very
- Sports Small Venue – 24.5% Somewhat – 46.1% Very
- Museum/Indoor Attractions – 31.2% Somewhat – 37.3% Very
- Outdoor Attractions – 26.7% Somewhat – 41% Very
- Dine-in Restaurant – 31.7% Somewhat – 34.9% Very
- Business Travel – 27.3% Somewhat – 36.9% Very
- Hotel Stay – 31.1% Somewhat – 29.2% Very
- Shopping – 29.5% Somewhat – 16.1% Very
- Visit Friends/Family – 26.5% Somewhat – 14.7% Very
- Road Trip – 19,4% Somewhat – 13.9% Very
- Non-Team Outdoor/Biking/Hiking – 14.2% Somewhat – 12.5% Very

***Airline travel becoming more accepted. Visiting outdoor attractions rising in acceptance. Dining in a restaurant improving by 10 points. Going Shopping improving by 17 points. Road trips have more positive sentiment. Overall travelers growing more positive.

How to adjust Messaging and Creative.

- Keep Imagery and Promotions centered on wide-open spaces, outdoor venues.
- Showcase what restaurants and shopping venues are doing differently
- Publish content that will help travelers plan a short trip.
 - What's open/what's not (yet)
 - How to have a safe socially distanced experience
 - How hotels, rentals and attractions are keeping traveler's safety as a priority

3) Phase Three – Not Quite Normal, But close. June through late 2020

- Travelers on the fence, need a little encouragement
- After a successful few weeks or months of phase 2, travelers will expect to be sold
- Prospects who didn't book in phase 1 could be waiting for the right health conditions and the right offer to book
- Test offers and incentives to determine what motivates each of your segments
- Price isn't the only factor – what non-price incentives can you test?
 - VIP Experiences
 - Free Meal Delivery
 - Free Equipment rentals

4) Phase Four – Business Again as Usual.

- Not Here Yet

Conclusion:

- Stay in front of all prospects
- Start local and expand to drive-markets
- Segment messaging based on market condition and traveler sentiment
- Constantly update messaging and creative to adjust to on-the-ground changes
- Anticipate that major concerns, create content to address them, and make it easy to find.
- Make sure your messaging doesn't show crowds, adjust those as the state and local mandates for more size gatherings
- How to prepare for these events returning: temperature checks at gates, masks, hand sanitizers
- International Travelers will be much of the same messaging: Open/Safe etc.,

Closing Quote: It's never too early to remind potential travelers that you are a great destination and are looking forward to hosting visitors again. (But) as a trusted brand, we do not want to mislead our audience by going against official recommendations."

Laura Beth Strickland – Executive Director Visit Vicksburg