

CORONAVIRUS:

PRACTICAL TIPS FOR DMOS TO PREPARE FOR RECOVERY

simpleview 

Digital Marketing | Our Experts



Jason Swick

VP Digital Marketing



Aaron Nissen

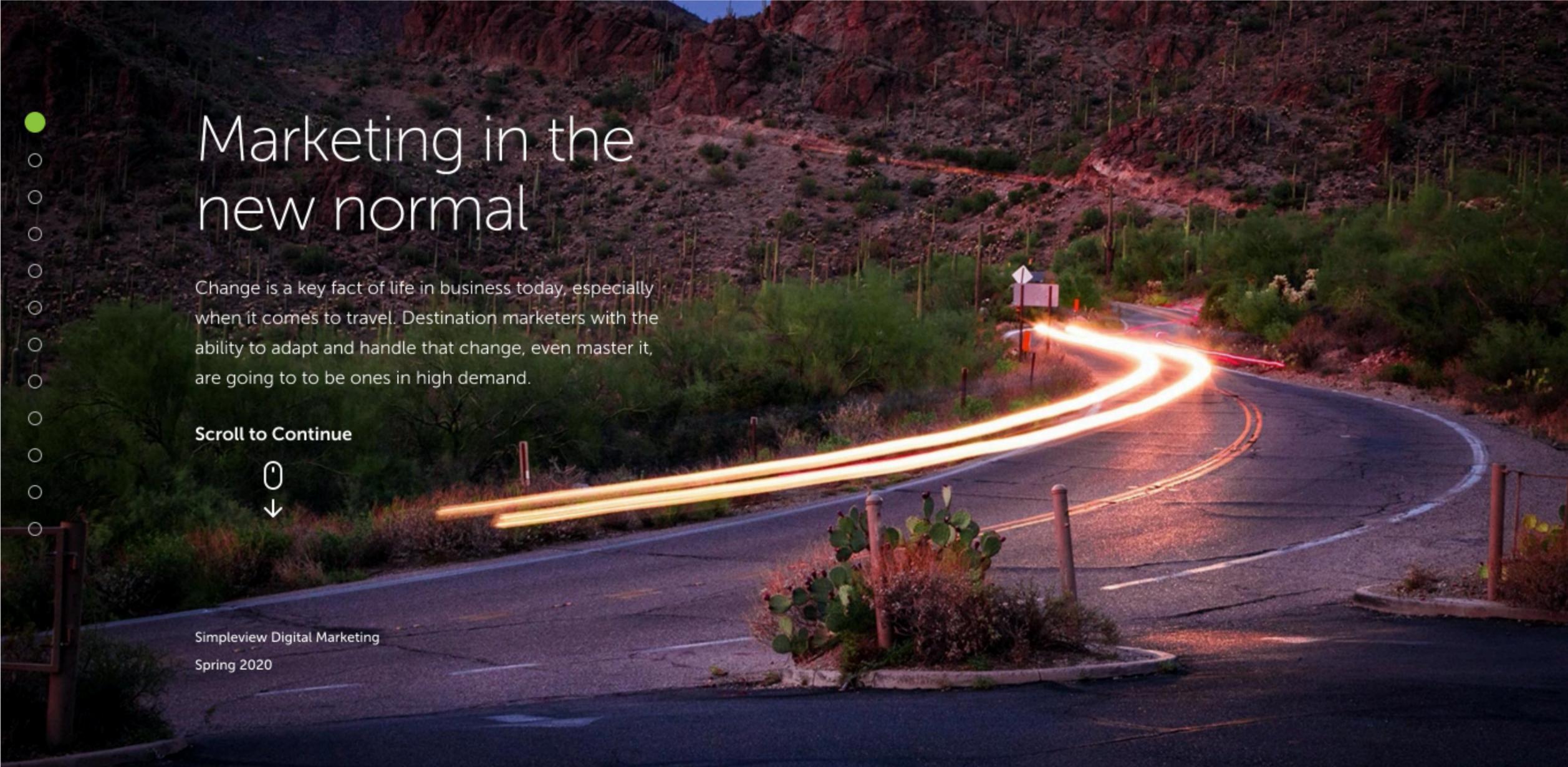
Director, Digital Strategy



Nicole Meade

Marketing Outreach Coordinator





Marketing in the new normal

Change is a key fact of life in business today, especially when it comes to travel. Destination marketers with the ability to adapt and handle that change, even master it, are going to be ones in high demand.

Scroll to Continue



Simpleview Digital Marketing
Spring 2020

<https://www.simpleviewinc.com/destination-recovery/>



The background of the slide is a microscopic view of coronavirus particles. The particles are spherical and covered in small, rounded protrusions called spike proteins. The image is rendered in a monochromatic blue and cyan color scheme. A semi-transparent blue horizontal band is overlaid across the middle of the image, containing the text 'INTRODUCTION'.

INTRODUCTION

Agenda

- › **Travel Sentiment**
- › **Consumer Behavior**
- › **Marketing Tips**
 - › Content
 - › Website
 - › Email
 - › Paid Media
- › **Questions**



POLL #1

TRAVEL SENTIMENT



Coronavirus Travel Sentiment Index

Presentation of Findings
Week of May 4th

Destination  Analysts

<https://www.destinationanalysts.com/covid-19-insights/covid-19-webinars/may-5th-update-on-covid-19s-impact-on-american-travel/>



Tourism Ecosystem

- › How does each group feel about tourism?
- › What concerns do they have?



Resident Sentiment

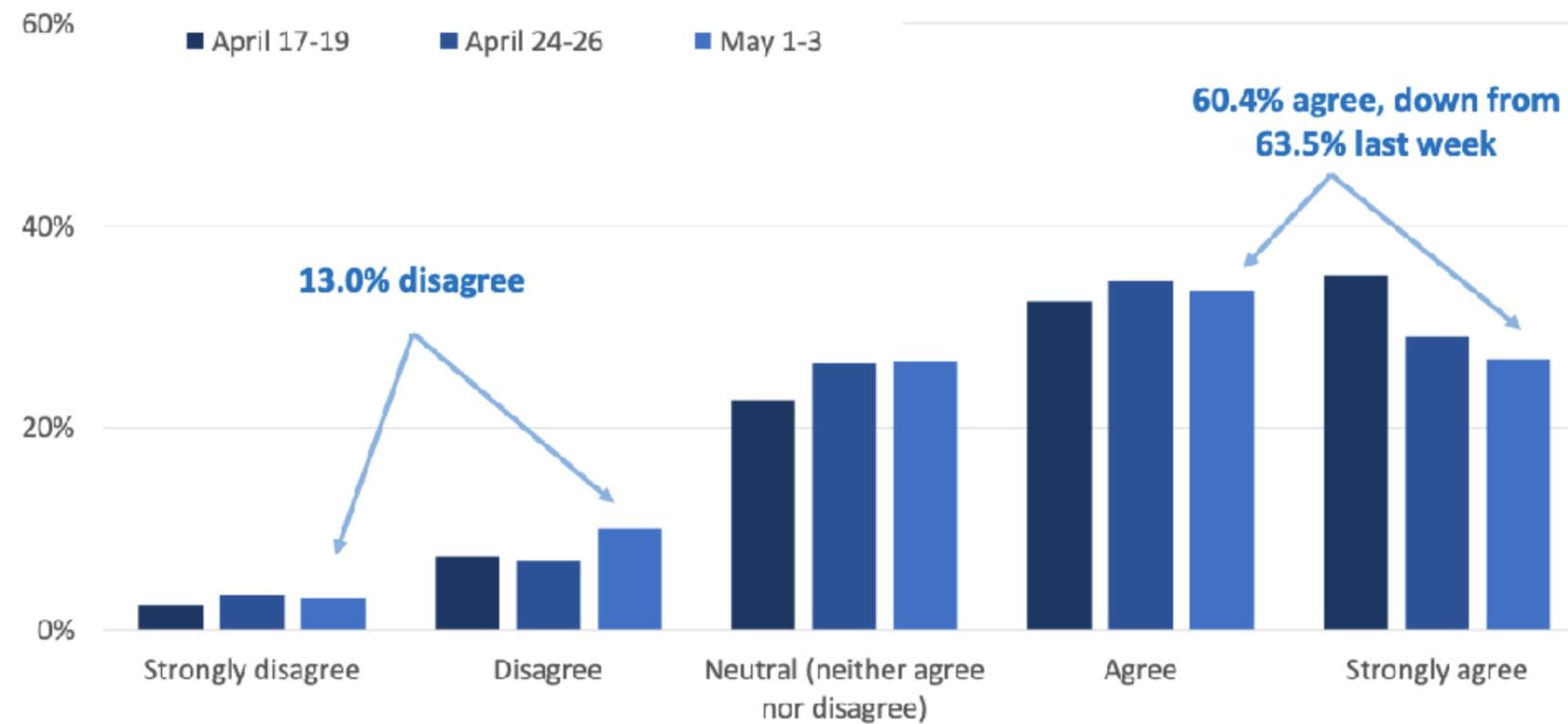
Feelings about Visitors to Community

How much do you agree with the following statement?

Statement: I do not want travelers coming to visit my community right now.

(Base: All respondents, 1,238, 1,208 and 1,204 completed surveys. Data collected April 17-19, 24-26 and May 1-3, 2020)

Question Added in Wave 6



Changes to Consumer Travel

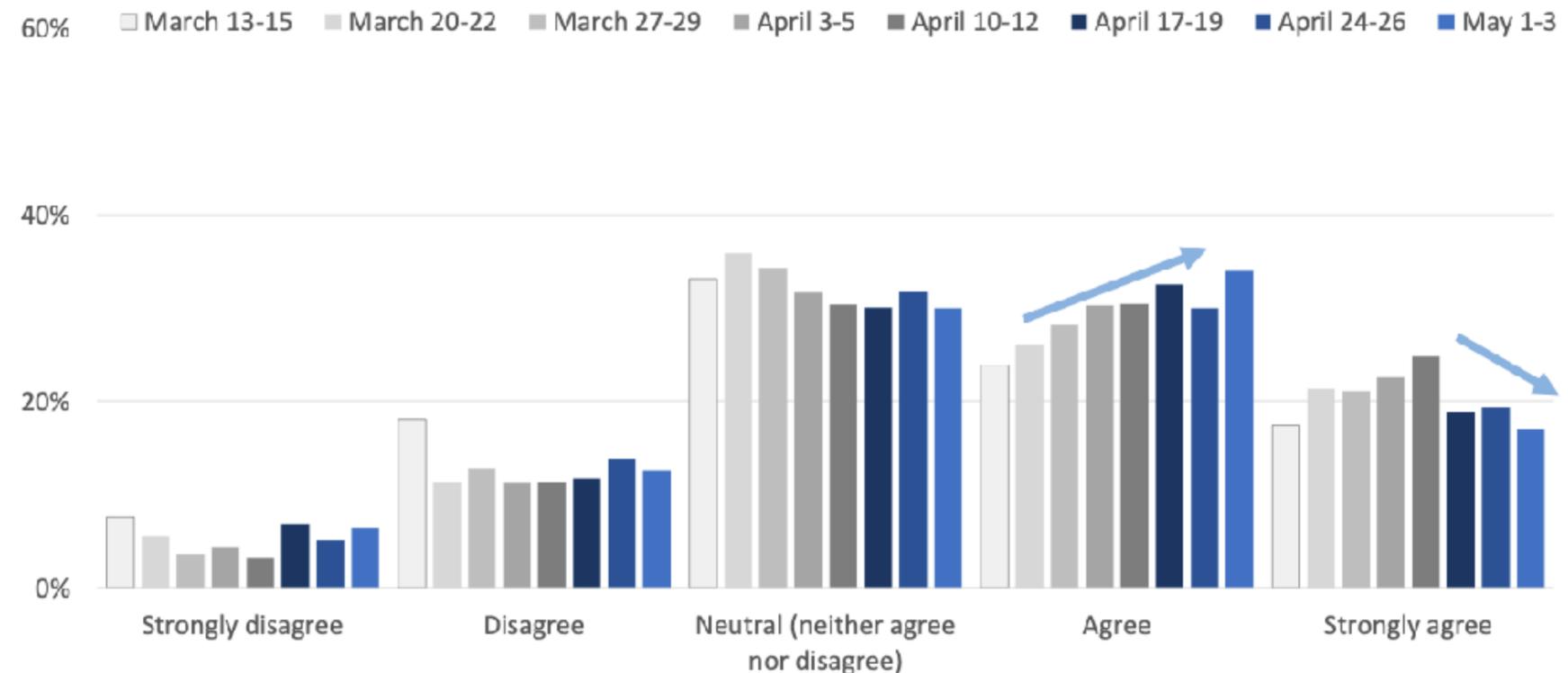
Staycations as a Replacement for Vacations

Half of American travelers still agree that staycations may end up replacing vacations this summer (51.0% vs. 49.3% last week).

How much do you agree with the following statement?

Statement: Because of the coronavirus, I'll probably take a staycation(s) this summer rather than a vacation(s).

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208 and 1,204 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 2020)

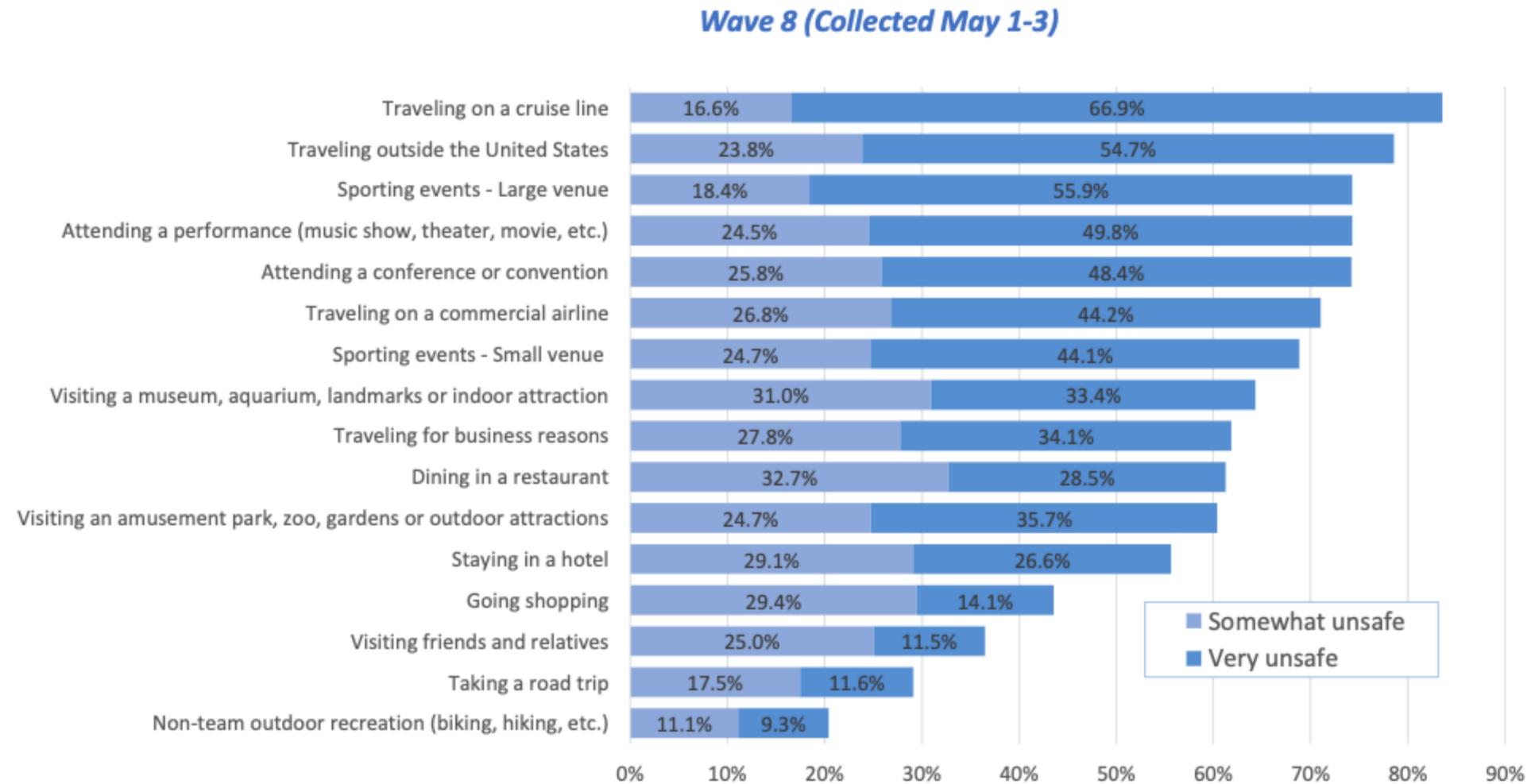


Changes to Consumer Travel

Perceived Safety of Travel Activities (Wave 8)

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

(Base: Wave 8 data. All respondents, 1,204 completed surveys. Data collected May 1-3, 2020)

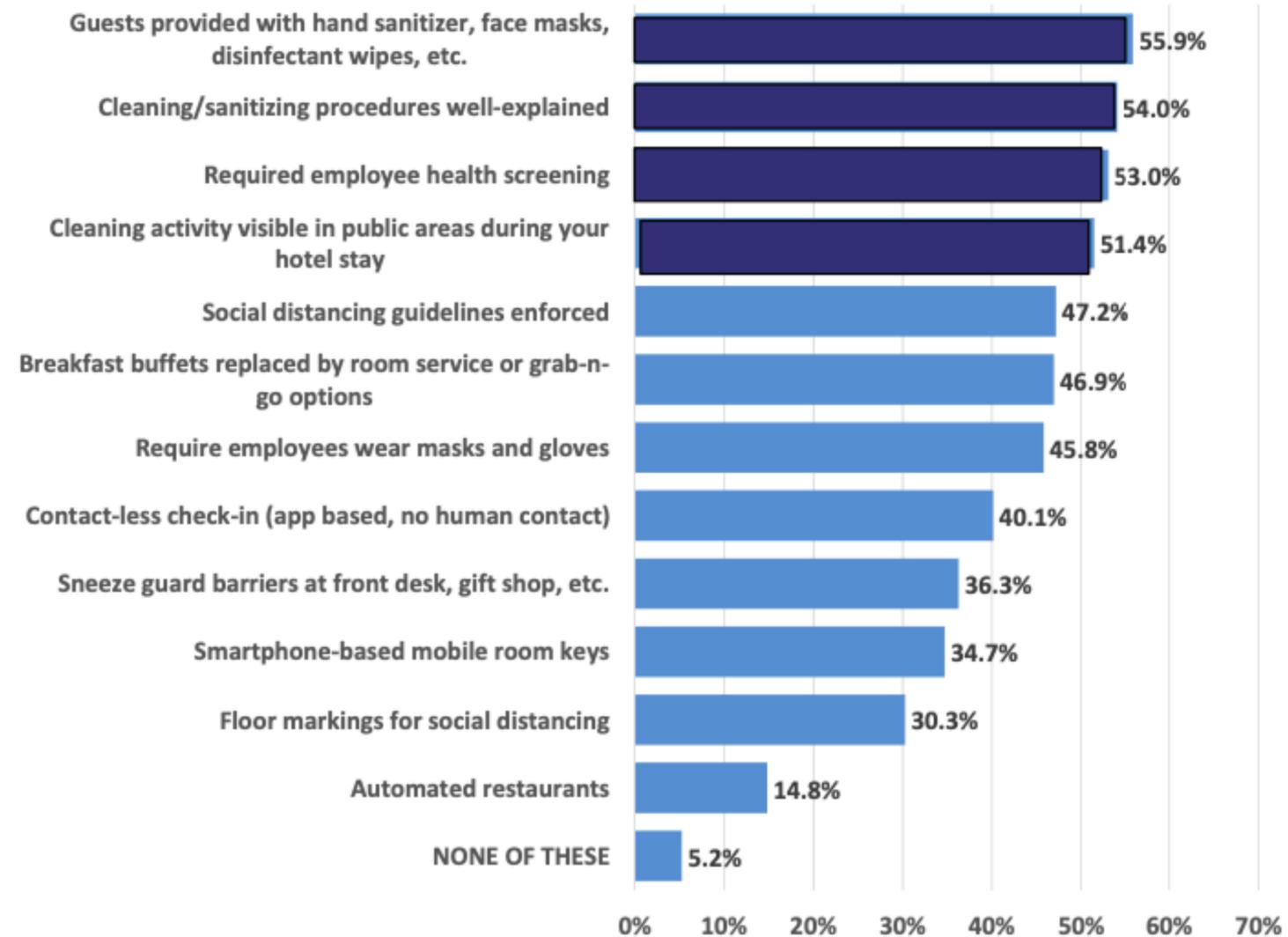


Stakeholder Readiness

Desired Operational Practices: Hotels

Question: When staying in a hotel in the future, which operational practices do you think should be used?

(Base: All respondents, 1,204 completed surveys. Data collected May 1-3, 2020)

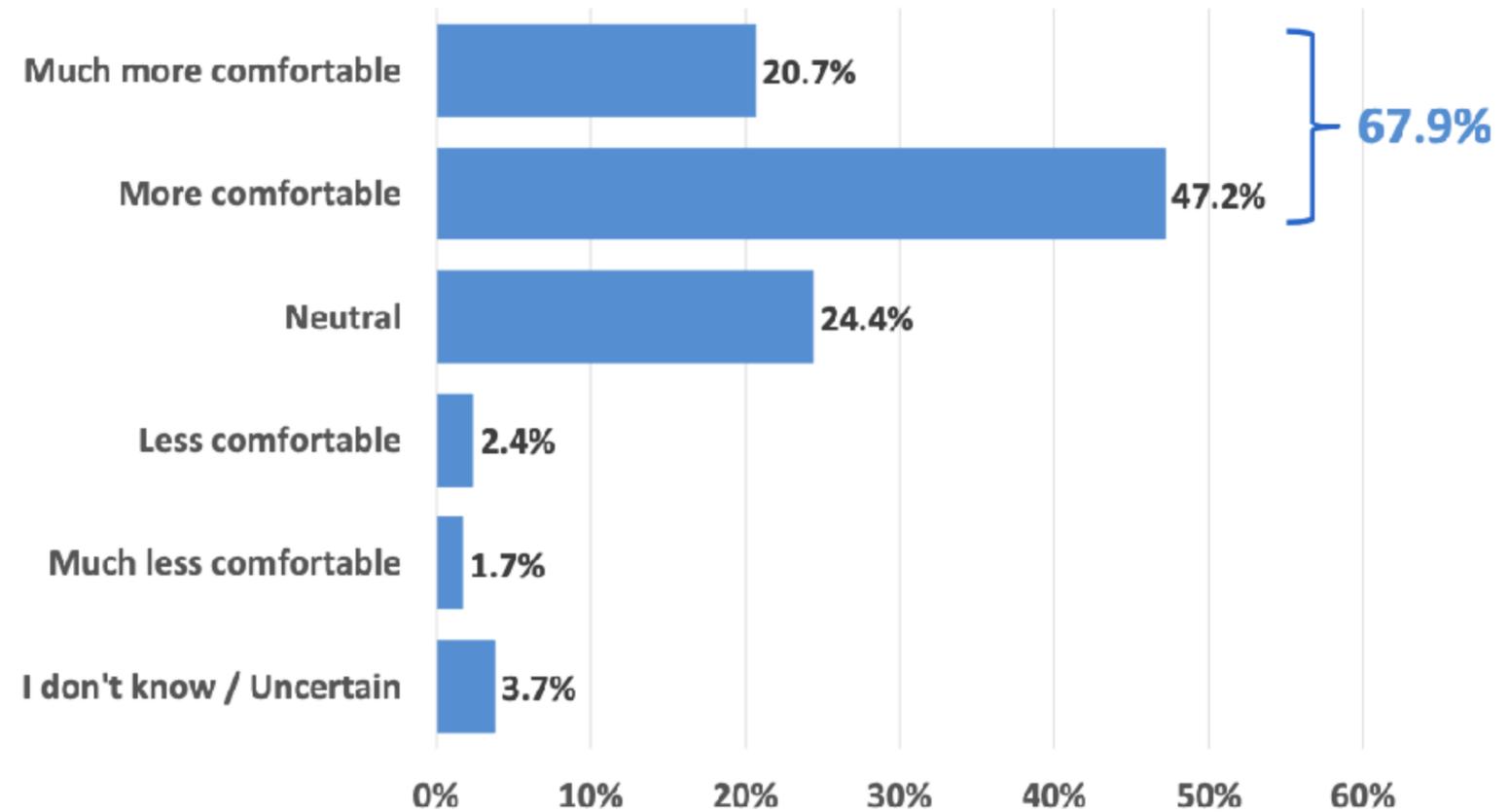


Stakeholder Readiness

Importance of High-Tech Cleaning Protocols

Question: Suppose a hotel used such high-tech cleaning practices. How would that affect your comfort level in staying at that hotel?

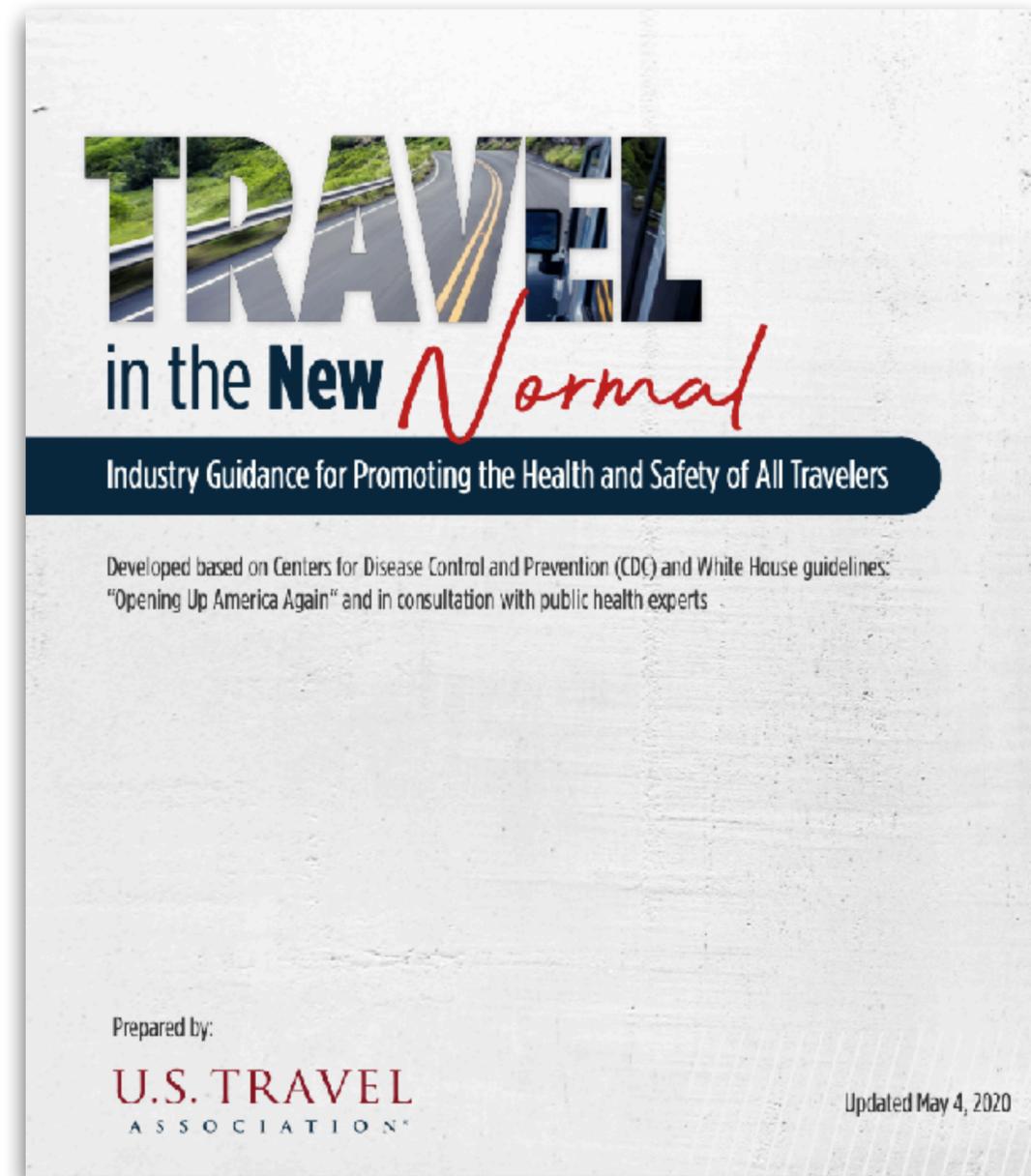
(Base: All respondents, 1,204 completed surveys. Data collected May 1-3, 2020)



INDUSTRY

Stakeholder Readiness

- › Are your stakeholders ready to open?
- › What changes do they need to make?



https://www.ustravel.org/sites/default/files/media_root/document/HealthandSafetyGuidance.pdf



Tourism Stakeholders

- › **Nurture partnerships**
- › **Communicate your marketing intentions with your stakeholders**
 - › Share tips and best practices
 - › Data + trends
 - › Campaigns - timing, messaging, target audiences
- › **Encourage stakeholders to update business listings**
 - › CRM, Google My Business, Facebook Page, TripAdvisor - Hours of operation, services available, or any other changes
 - › Reminder to manage reviews
- › **Work with stakeholders to add COVID related Amenities**
 - › What amenities are open?
 - › COVID related amenities - “social distanced”, “high-tech cleaning”, etc...



POLL #2

CONSUMER BEHAVIOR

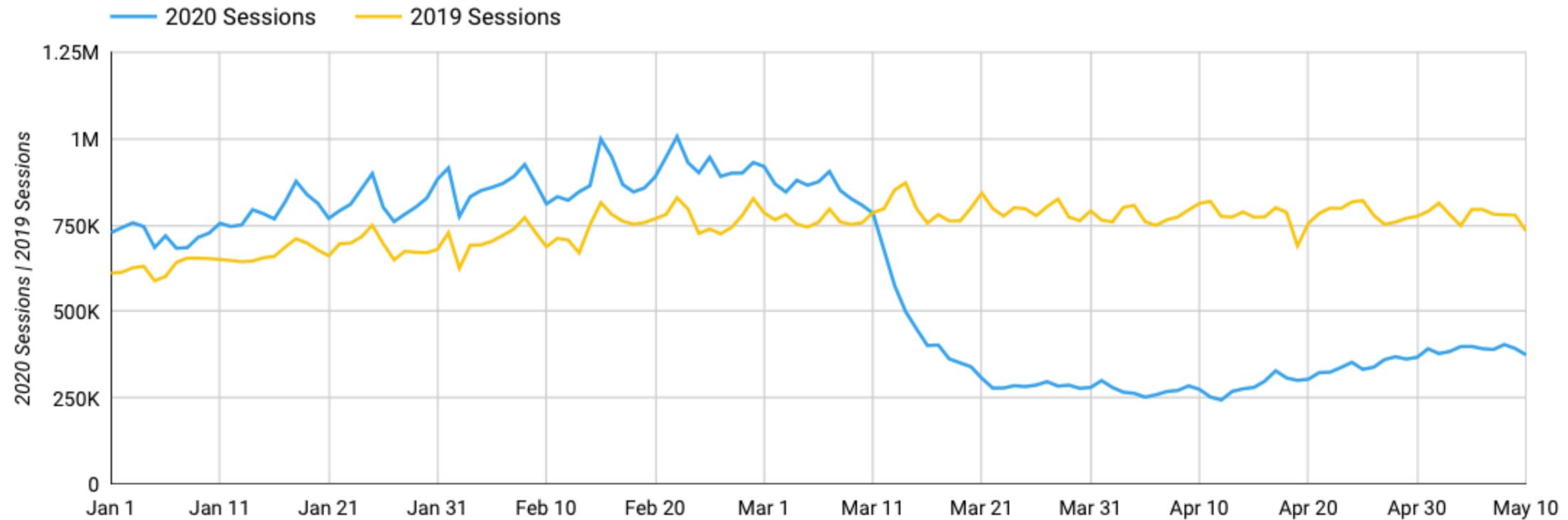
Market Recovery Waves

- › **Short-Term (inspire + convert)**
 - › Local engagement + leadership
 - › Leisure drive markets
 - › Staycations
 - › Visiting friends & relatives (VFR)
- › **Long-Term (inspire)**
 - › Domestic air travel
 - › Business travel
 - › Meetings and events



DMO Website Visitation

YTD All Sessions to DMO Websites Compared Year over Year

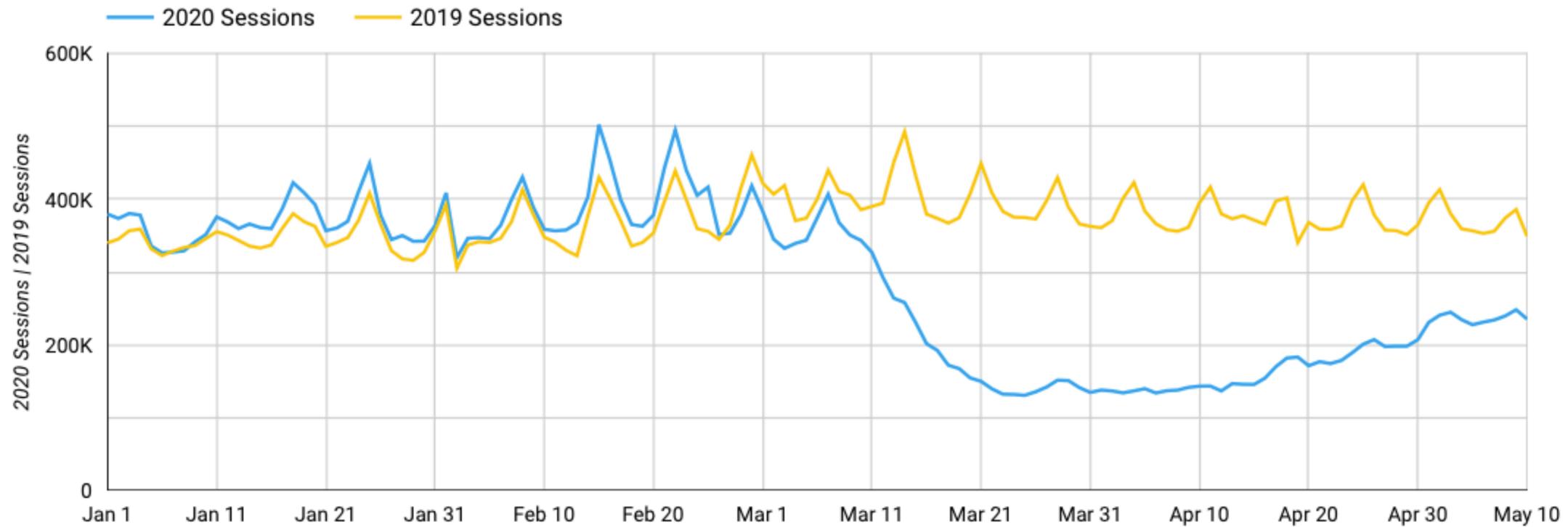


Source: Simpleview BI Team



DMO Organic Traffic

YTD Organic Sessions to DMO Websites Compared Year over Year

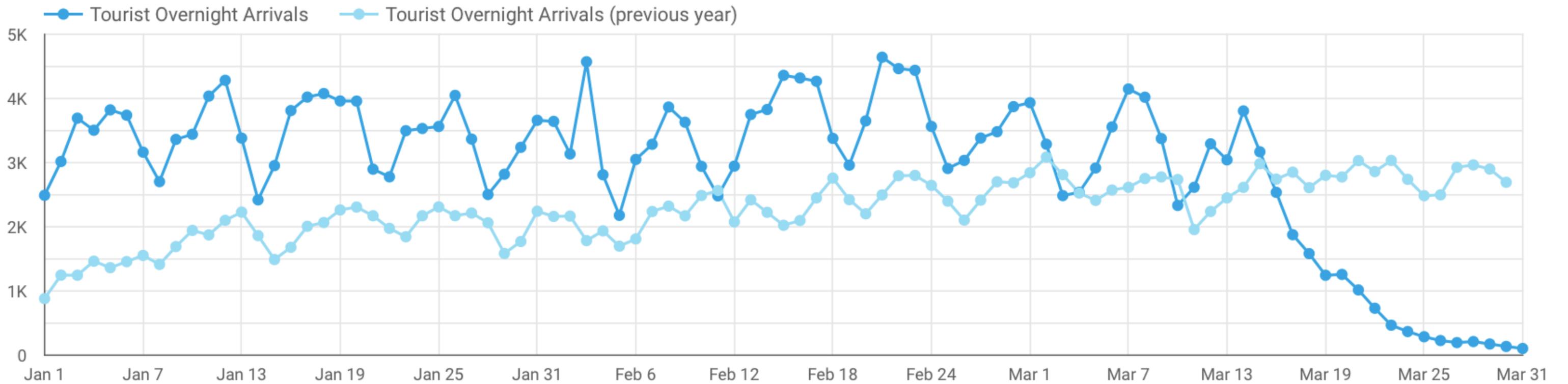


Source: Simpleview BI Team



Location Data

Tourist Overnight Arrivals Over Time



Explore what the world is searching

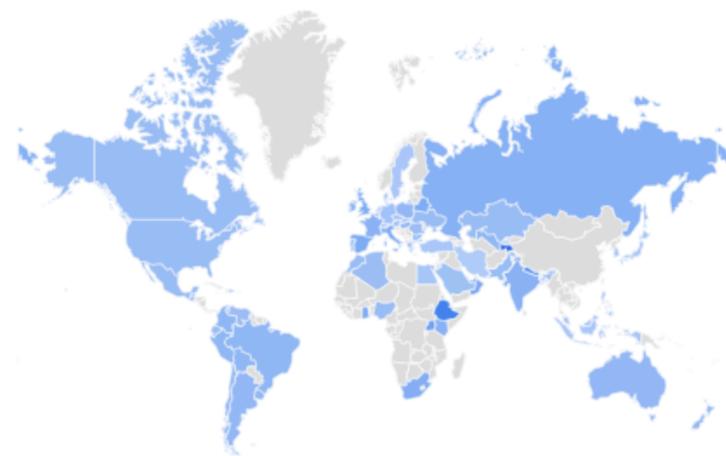
travel



Or start with an example ▾

Latest Stories and Insights

Explore how Google data can be used to tell stories.



Search interest in Coronavirus, past day

FEATURED

Coronavirus Search Trends

COVID-19 has now spread to a number of countries. This is how the world is searching.

[READ MORE](#) →

<https://trends.google.com>



Travel Searches by Region

Highest growth by U.S. region

Query demand change by region period over period.

Region	1 Day Trend	2 Day Trend	7 Day Trend	14 Day Trend	21 Day Trend
South	0.91%	-0.4%	2.95%	16.72%	21.32%
West	0.27%	1.04%	4.73%	13.83%	20.88%
Midwest	2.28%	2.42%	4.74%	14.28%	14.58%
Northeast	0.73%	-1.85%	0.26%	8.36%	11.91%



Travel Search Behaviors by State

State	1 Day Trend	2 Day Trend	7 Day Trend	14 Day Trend	21 Day Trend ▾
Louisiana	-1.58%	-1.35%	6.59%	24.02%	32.97%
West Virginia	7.92%	2.02%	7.12%	23.94%	30.63%
Alabama	2.95%	1.43%	4.92%	26.31%	30.5%
Tennessee	1.86%	0.66%	3.53%	17.67%	28.91%
Mississippi	2.74%	3.15%	7.05%	20.95%	28.8%
South Carolina	1.4%	-0.77%	0.03%	15.2%	27.93%
Washington	3.86%	2.56%	11.4%	23.39%	24.89%
Oregon	2.72%	1.43%	9.42%	16.87%	23.83%
Kansas	3.47%	1.08%	10.33%	18.23%	23.47%
Texas	-0.21%	-1.37%	0.5%	13.97%	22.85%
North Carolina	1.3%	-0.1%	4.79%	19.15%	22.73%
Georgia	-1.26%	-2.59%	0.99%	16.51%	22.4%
California	-0.05%	1.34%	5.8%	13.35%	22.27%
Kentucky	4.42%	3.21%	7.58%	20.94%	22.18%
Arkansas	2.45%	1.16%	2.77%	16.96%	22.03%



Travel Searches by Category

Category	1 Day Trend	2 Day Trend	7 Day Trend	14 Day Trend	21 Day Trend
Campsites & Campgrounds	1.58%	4.61%	4.6%	53.47%	94.33%
Camping Caravan & RV Accommodations	0.85%	3.16%	6.54%	50.98%	88.22%
Caravan & RV Rentals	-2.65%	-2.6%	22.71%	52.19%	82.08%
Accommodation Packages	17.8%	19.21%	64.3%	60.51%	81.94%
Last Minute Travel	23.91%	35.23%	67.6%	87.4%	65.66%
Last Minute Accommodation Deals	3.68%	15.3%	14.93%	41.47%	65.57%
Vacation Rentals	-1.52%	-5.4%	12.96%	43.2%	57.61%
Car Rental Services	0.9%	0.45%	5.65%	31.09%	41.37%
Boat & Yacht Charter	-1.39%	-4.8%	12.92%	28.08%	39.87%
Resorts	3.52%	0.73%	10.59%	29.64%	37.55%
Regional Parks & Gardens	1.41%	6.02%	-5.82%	17.9%	37.23%
Couples Travel & Honeymoons	19.54%	18.82%	33.63%	33.71%	35.04%
Airport Parking Services	-0.75%	-2.49%	10.27%	28.23%	33.55%
Parking Services	-14.55%	4.03%	6.31%	25.48%	32.22%
Ski Condos Cabins & Townhome Rentals	8.89%	7.71%	12.62%	24.9%	29.47%
Lakes & Rivers	3.42%	4.6%	-1.97%	13.57%	26.39%

Source: 



Hawaii

Category	14 Day Trend	21 Day Trend
House Swaps & Home Exchanges	-12.9%	107.69%
Rolling Luggage	113.16%	58.82%
Couples Travel & Honeymoons	37.58%	54.14%
Ecotourism	61.97%	53.33%
Carry-On Bags	20.48%	49.7%
Travel Consent Forms	15.87%	43.14%
Car Rental Services	28.39%	36.07%
Rail Passes	38.98%	33.33%
Campsites & Campgrounds	21.64%	33.17%
Airport Parking Services	-1.1%	32.35%
Ski Condos Cabins & Townhome Rentals	11.76%	31.03%
Charter Bus Services	62.5%	30%
Regional Parks & Gardens	3.25%	29.51%
Camping Caravan & RV Accommodations	22.85%	27.55%
Suitcases	24.58%	24.58%
Resorts	21.86%	23.13%

Florida

Category	14 Day Trend	21 Day Trend
Last Minute Accommodation Deals	113.92%	293.02%
Campsites & Campgrounds	66.14%	89.28%
Camping Caravan & RV Accommodations	58.64%	80.09%
Caravan & RV Rentals	48.75%	70.41%
Parking Services	71.61%	69.55%
Boat & Yacht Charter	50.47%	66.52%
Regional Parks & Gardens	48.74%	53.08%
Airport Parking Services	42.1%	52.22%
Resorts	44.35%	50.61%
Vacation Rentals	38.47%	50.03%
Car Rental Services	35.65%	43.47%
Couples Travel & Honeymoons	41.85%	39.89%
Accommodation Packages	10.34%	39.13%
Last Minute Travel	68.97%	38.03%
Zoos & Aquariums	43.38%	32.96%
Carry-On Bags	23.01%	31.09%



Planning for Recovery

- › Re-assess your goals
- › Not everyone will want to travel
- › Capitalize on consumer demand
- › Analyze your destination to determine which experiences to promote
- › Travel behaviors + consumer needs will change
- › Identify and develop marketing strategies for various scenarios
- › Continually adapt your strategies



MARKETING TIPS

Content

- › **PR - Highlight local stories**
- › **Review and adjust messaging across everything**
 - › Website, social media, email, ad copy
 - › Be empathetic, helpful, and supportive
- › **Create content to meet the needs of your consumers**
 - › Packages, itineraries, inspiration, etc...
 - › COVID safety concerns
- › **Visuals**
 - › Avoid crowds, congested urban areas, shaking hands, hugging
- › **Collaborate**
 - › Local businesses, influencers,



WEBSITE

Website

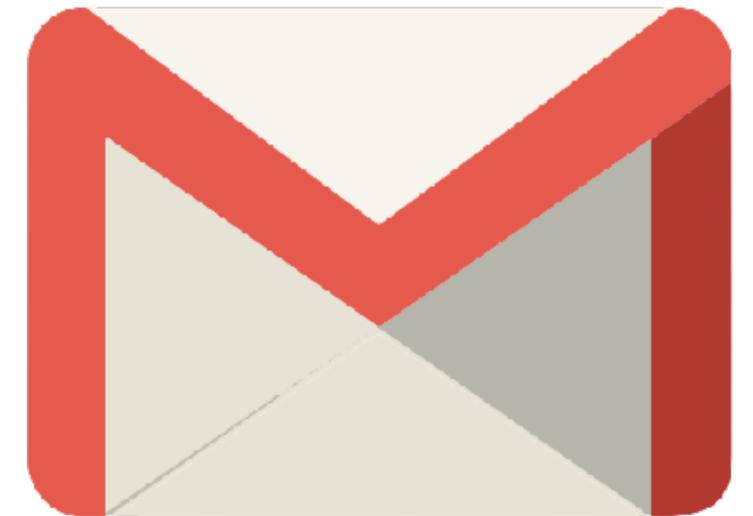
- › **Create unique landing pages**
 - › Optimize content and landing pages for your goals
- › **Content Personalization Module**
 - › Locals, drive market, long-haul, International
- › **SEO - Create + optimize content to reflect consumer demand**
 - › Packages, itineraries, inspiration
 - › Mitigate and inform about concerns
- › **Update your listings search to include amenities for COVID**
 - › Coronavirus safe hotels/attractions
 - › Social distance compliance, etc....



EMAIL

Email

- › **Segment (and clean) your email lists**
 - › Geographic location - local, drive, state domestic, International
- › **Get the right content to the right audience**
 - › Focus on consumer demand
 - › Be mindful of quarantine laws
 - › Send multiple emails based on segmentation
- › **A/B Test headlines to get the tone right**
- › **Build continuity from email to website**
 - › Marketing automation programs



PAID MEDIA

Paid Media

- › **Be efficient**
 - › Start slow and focus on performance
 - › Use a layered approach based on your scenarios
 - › Hyper-target your ads
- › **Be mindful of the tone of your messaging + creative**
- › **Custom landing pages that match your ads**
- › **Re-marketing**



Paid Search

- › Prioritize high growth search categories and regions
- › Adjust your strategy often
- › Coordinate with partners to not bid up
- › Custom landing pages to match your ads
- › Google credit - coming soon



SUMMARY

Recovery Marketing Takeaways

- › **Stay current on state and local policies**
- › **Be mindful of the needs of each stakeholder group**
- › **Support and strengthen relationships with your stakeholders**
- › **Travel recovery will unfold in waves**
- › **Prioritize consumer demand and behaviors**
- › **Develop and refine multiple scenarios and strategies**
- › **Start small and ramp up**



Questions?



Aaron Nissen

Director, Digital Strategy

anissen@simpleviewinc.com



simpleview ®

