CORONAVIRUS:
PRACTICAL TIPS FOR DMOS TO PREPARE FOR RECOVERY
Digital Marketing | Our Experts

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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/
INTRODUCTION
Agenda

› Travel Sentiment
› Consumer Behavior
› Marketing Tips
   › Content
   › Website
   › Email
   › Paid Media
› Questions
POLL #1
TRAVEL SENTIMENT
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)

60% agree, down from 63.5% last week

13.0% disagree

Source: Destination Analysts
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).

(Source: All respondents, 1,201, 1,200, 1,201, 1,216, 1,265, 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)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Somewhat unsafe</th>
<th>Very unsafe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travelling on a cruise line</td>
<td>16.6%</td>
<td>66.9%</td>
</tr>
<tr>
<td>Traveling outside the United States</td>
<td>23.8%</td>
<td>54.7%</td>
</tr>
<tr>
<td>Sporting events - Large venue</td>
<td>18.4%</td>
<td>55.9%</td>
</tr>
<tr>
<td>Attending a performance (music show, theater, movie, etc.)</td>
<td>24.5%</td>
<td>49.8%</td>
</tr>
<tr>
<td>Attending a conference or convention</td>
<td>26.8%</td>
<td>44.4%</td>
</tr>
<tr>
<td>Traveling on a commercial airline</td>
<td>26.8%</td>
<td>44.2%</td>
</tr>
<tr>
<td>Sporting events - Small venue</td>
<td>24.7%</td>
<td>44.1%</td>
</tr>
<tr>
<td>Visiting a museum, aquarium, landmarks or indoor attraction</td>
<td>31.0%</td>
<td>33.4%</td>
</tr>
<tr>
<td>Travelling for business reasons</td>
<td>27.8%</td>
<td>34.1%</td>
</tr>
<tr>
<td>Dining in a restaurant</td>
<td>32.7%</td>
<td>78.5%</td>
</tr>
<tr>
<td>Visiting an amusement park, zoo, gardens or outdoor attractions</td>
<td>24.7%</td>
<td>75.3%</td>
</tr>
<tr>
<td>Staying in a hotel</td>
<td>29.1%</td>
<td>26.0%</td>
</tr>
<tr>
<td>Going shopping</td>
<td>29.4%</td>
<td>14.3%</td>
</tr>
<tr>
<td>Visiting friends and relatives</td>
<td>25.0%</td>
<td>11.5%</td>
</tr>
<tr>
<td>Taking a road trip</td>
<td>17.5%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Non-team outdoor recreation (hiking, hiking, etc.)</td>
<td>11.1%</td>
<td>9.3%</td>
</tr>
</tbody>
</table>
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)

- Guests provided with hand sanitizer, face masks, disinfectant wipes, etc.: 55.9%
- Cleaning/sanitizing procedures well-explained: 54.0%
- Required employee health screening: 53.0%
- Cleaning activity visible in public areas during your hotel stay: 51.4%
- Social distancing guidelines enforced: 47.2%
- Breakfast buffets replaced by room service or grab-and-go options: 46.9%
- Require employees wear masks and gloves: 45.8%
- Contact-less check-in (app based, no human contact): 40.1%
- Sneeze guard barriers at front desk, gift shop, etc.: 36.3%
- Smartphone-based mobile room keys: 34.7%
- Floor markings for social distancing: 30.3%
- Automated restaurants: 14.8%
- NONE OF THESE: 5.2%
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)

- Much more comfortable: 20.7%
- More comfortable: 47.2%
- Neutral: 24.4%
- Less comfortable: 2.4%
- Much less comfortable: 1.7%
- I don’t know / Uncertain: 3.7%

Source: Destination Analysts
INDUSTRY
Stakeholder Readiness

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

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...
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

- Tourist Overnight Arrivals
- Tourist Overnight Arrivals (previous year)
Explore what the world is searching

Search interest in Coronavirus, past day

Coronavirus Search Trends
COVID-19 has now spread to a number of countries. This is how the world is searching.
## Travel Searches by Region

**Highest growth by U.S. region**
Query demand change by region period over period.

<table>
<thead>
<tr>
<th>Region</th>
<th>1 Day Trend</th>
<th>2 Day Trend</th>
<th>7 Day Trend</th>
<th>14 Day Trend</th>
<th>21 Day Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>South</td>
<td>0.91%</td>
<td>-0.4%</td>
<td>2.95%</td>
<td>16.72%</td>
<td>21.32%</td>
</tr>
<tr>
<td>West</td>
<td>0.27%</td>
<td>1.04%</td>
<td>4.73%</td>
<td>13.83%</td>
<td>20.88%</td>
</tr>
<tr>
<td>Midwest</td>
<td>2.28%</td>
<td>2.42%</td>
<td>4.74%</td>
<td>14.28%</td>
<td>14.58%</td>
</tr>
<tr>
<td>Northeast</td>
<td>0.73%</td>
<td>-1.85%</td>
<td>0.26%</td>
<td>8.36%</td>
<td>11.91%</td>
</tr>
</tbody>
</table>

Source: Google
## Travel Search Behaviors by State

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

Source: Google
## Travel Searches by Category

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

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

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