



Visit
Tallahassee

Pretty. Unexpected.

COVID-19 Restart Strategy

October 7, 2020

THE **Z!MMERMAN** AGENCY

OVERVIEW

- COVID-19 pandemic continues to affect travel behavior, health and safety expectations, and how hotels, attractions, restaurants operate.
- Through ongoing research and data collection we continue to adapt our strategy to maximize marketing and sales efforts.
- In July, the Leon County Division of Tourism/Visit Tallahassee was awarded \$700K of CARES Act Funding to be spent by Dec. 30, 2020.
- This plan outlines how showcases how the CARES Act funding will be utilized to market the destination.



RECOVERY GEOGRAPHIC MARKETS



The transition between phases will be directed by health and safety guidelines and consumer sentiment.



RECOVERY CONSUMER TARGET AUDIENCES*

Family
Getaways



Outdoor Enthusiasts
(Biking, Birding,
Hiking & Paddling)

Girls / Guys Getaways,
Couples Getaways

Social Media Influencers,
Meeting Planners, Event
Organizers

**Diversity and inclusion are incorporated into each target segment.*



CARES ACT CREATIVE CAMPAIGN

Utilizing CARES Act Funding, we developed a refreshed integrated creative approach to reflect rich diversity, socially distanced outdoor activities as well as safe dining and accommodations options.





WIDE OPEN

700 MILES OF TRAILS

Visit Tallahassee



ROOM TO ROAM

700 MILES OF TRAILS

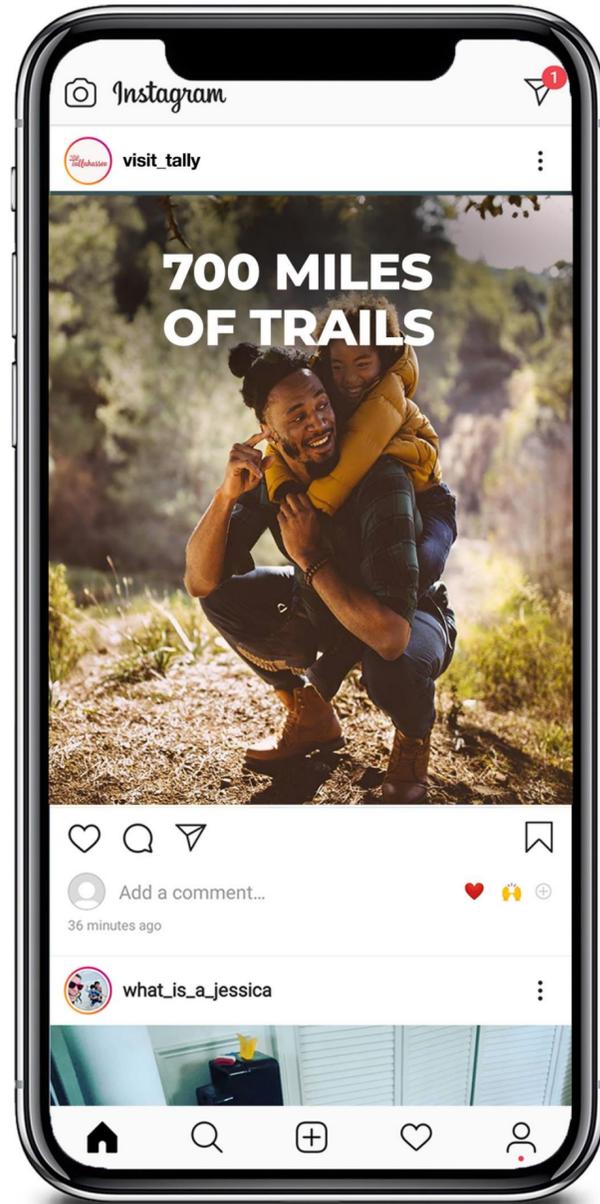
Visit Tallahassee



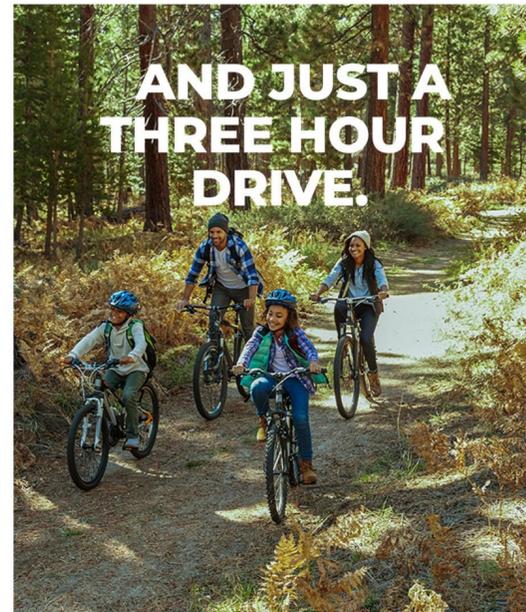
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CREATIVE MESSAGE IN ALIGNMENT WITH CARES ACT - MARKETING TALLAHASSEE AS A SAFE PLACE TO VISIT





DINING AL FRESCO



**AND JUST A
THREE HOUR
DRIVE.**



**THAT'S THE
BEAUTIFUL THING**



**ABOUT
TALLAHASSEE.**

WHAT'S THE BEAUTIFUL THING ABOUT TALLAHASSEE'S GREAT OUTDOORS? WE'RE GLAD YOU ASKED!



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	RESPOND March - April	ENGAGE May	REBOUND June - August	EXPAND September - December	“NEW NORMAL”
THRESHOLD	Travel restrictions imposed	Cancellations and postponements stabilized	Destination reopens and consumer travel resumes	Consumers continue to travel regionally, staying close to home	Consumer travel expands in direct flight markets
PURPOSE	Provide accurate information to partners	Proactively strengthen stakeholder relationships and drive engagement with potential visitors	Drive travel demand and interest in key Florida markets (Orlando & Tampa Bay Area)	Drive travel intent in Florida and regional Southeast markets (Atlanta / Birmingham)	Drive Visit Tallahassee travel intent and booking across all key markets
KEY ACTIVITIES	<ul style="list-style-type: none"> • Weekly Partner Calls • Pause marketing and sales efforts • Cancel special events & activities • Connect with grantees on event cancellations and rebooks with hotel partners • Work through budget cuts & stabilization • Close Visitor Information Center • Remote working • Consistently outline health and safety 	<ul style="list-style-type: none"> • Partner outreach & support, event cancellations • Shift bookings & event dates • Plan market re-entry & recovery • Engage travelers on social media • Promote restaurants offering takeout, Rally for Tally Open for Takeout • COVID-19 Industry Partner & Consumer pages highlighting virtual events • Added Virtual Events category to VisitTallahassee.com calendar • Video greeting for future visitors was created • Activated Trail of the Month across email and social 	<ul style="list-style-type: none"> • Promote safety of the destinations, restaurants, museums and parks • Reboot Marketing & Social Media efforts • Activate Public Relations campaign • Promote Virtual Events • Develop content and suggested itineraries that speak to target audiences • Introduce creative platform showcasing the safety of the destination • Created media plan utilizing CARES Act funding and focusing on key markets and target audiences 	<ul style="list-style-type: none"> • Reboot FAMS & Individual media stays • Implement email marketing outreach to sports, leisure, and meetings and groups • Visitor Center Online Gift Shop • Activate Virtual Deskside Media Appointments • Introduce new COVID-19 Seasonal Bucket List Challenge • Execute photo shoot focusing on the safety of the destination • Activate partnership with FSU and FAMU 	<ul style="list-style-type: none"> • Based on research and data collection through rebound and expand, launch adapted and nimble marketing and sales strategies to ensure flexibility in reaching our core audiences • Redefine KPIs

MARKETING PLAN HIGHLIGHTS (OCT-DEC)

■ ADVERTISING / CONTENT

- New website content and suggested itineraries
- PinkBike.com partnership promoting our mountain biking trails
- New photos and video content

■ PROMOTIONS / PARTNER ENGAGEMENT

- Fall travel sweepstakes to communicate suggested itineraries and motivate travelers to Tallahassee

■ DIGITAL

- Updated VisitTallahassee.com and entire digital presence to focus on safety of the destination
- Redesigned Consumer, Industry and Trailahassee email blasts
- Launch Visit Tallahassee Visitor Information Gift Shop online



MARKETING PLAN HIGHLIGHTS (OCT-DEC)

■ SOCIAL MEDIA

- Ticket giveaways for FSU football and basketball tickets

■ PUBLIC RELATIONS

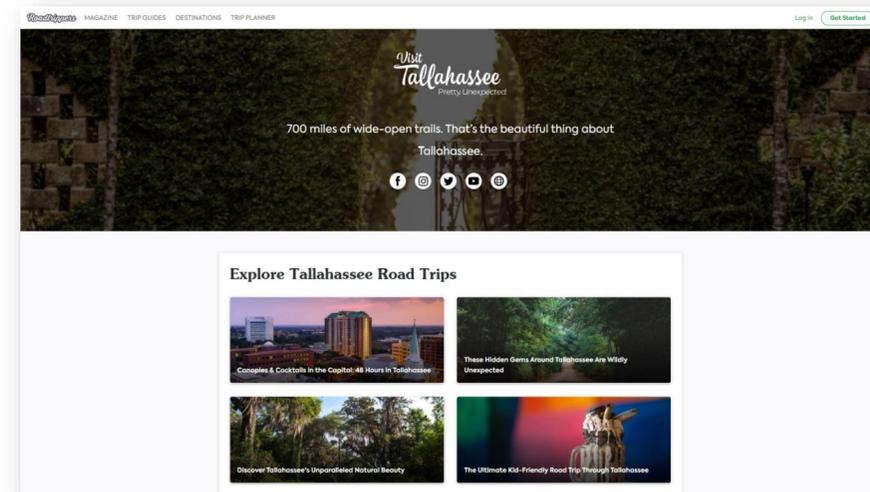
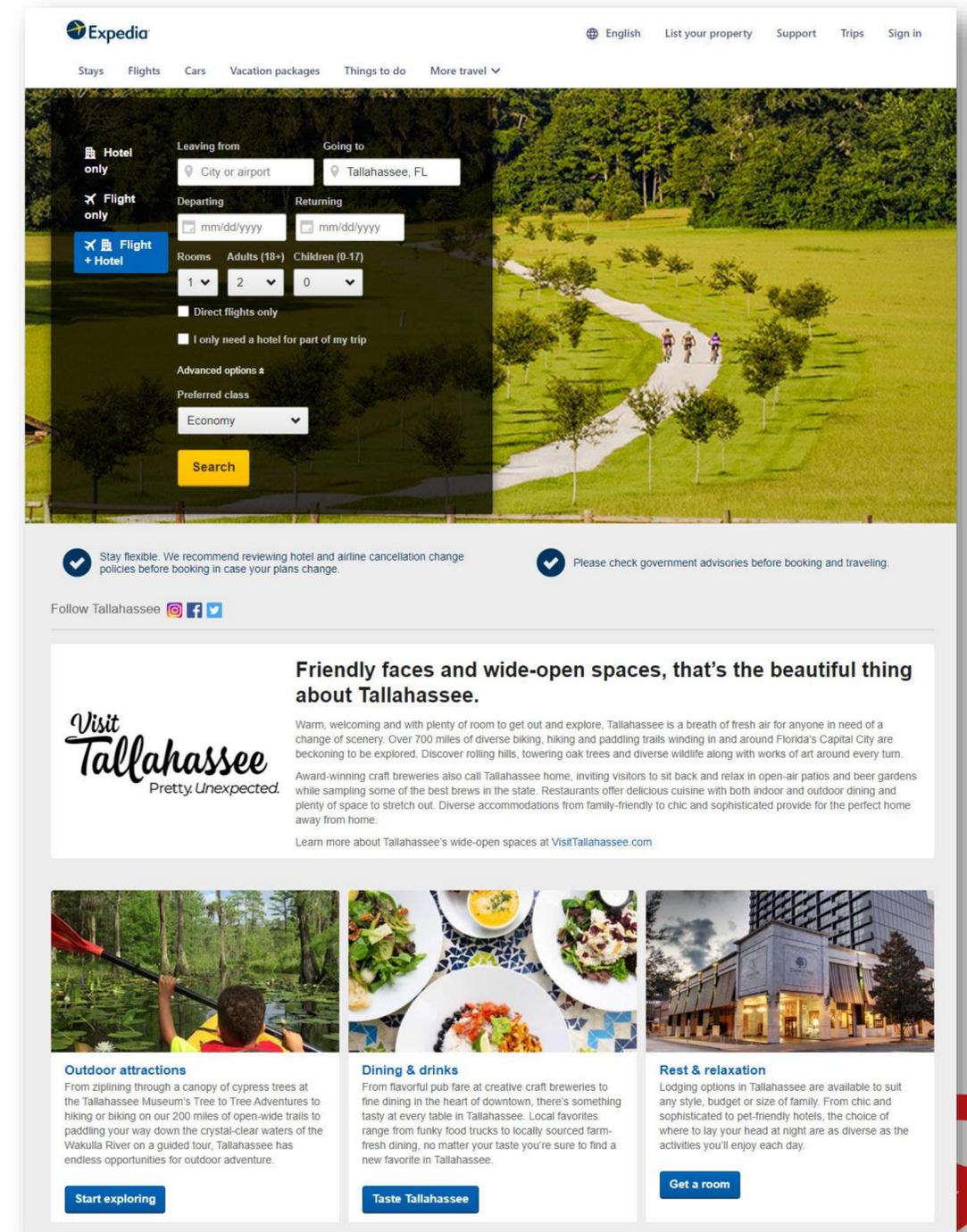
- Virtual deskside meetings with top media contacts.
- Develop and pitch relevant storylines in key markets
 - 700 miles of trails (hiking, biking, paddling, trails), bird-watching, family travel, outdoor dining, diversity, drivability/road trips, safety of the destination, new hotels, holiday travel and trends in hosting meetings & groups during COVID-19
- Secure individual media stays
- Host group media tour with VISIT FLORIDA, St. Augustine and Visit Panama City focusing on female outdoor adventure writers



MARKETING PLAN HIGHLIGHTS (OCT-DEC)

■ MEDIA

- FSU and FAMU partnership
- Digital Billboard Campaign in Tampa Bay and Orlando
- Expedia® Partnership to help stimulate bookings and engage audiences from top feeder markets.
- Participate in VISIT FLORIDA Co-Op including digital advertising, Pandora radio ads and video ads on ABC / Disney platforms all targeting the state of Florida
- Execute 4 custom trip guides with RoadTrippers travel blog accompanied with digital ads and social media exposure.



PARTNER OPPORTUNITIES

- Participate in individual media visits and group media tours
- Provide offerings for Digital Fall Sweepstakes and Social Media Promotions
- Custom Deals & Offers for VisitTallahassee.com
- Promote your Event on VisitTallahassee.com and the Mobile App
- Consumer, Industry and Trailahassee email blasts
- Customized blog/feature content on VisitTallahassee.com and our mobile app
- Utilize new Outdoor Images on your Social Media

Details, including how to sign up, can be found on [VisitTallahassee.com/Partners](https://www.visitallahassee.com/Partners) under Partner Opportunities



THANK YOU



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