



COVID-19

Recovery

Madden Media
September 2020



Agenda:

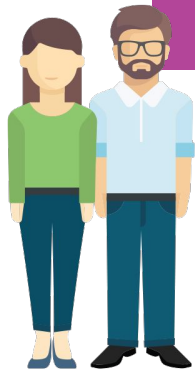
- Changes in the Industry
- Travel Intent Index
- Destination Case Studies
- Key Takeaways

Changes in the Industry

Continuing to Make an Impact During COVID-19

We're using metrics on a global level to combine with all of our data sets, as well as data from our partners, to determine trends and indicators:

- An increase in drive market travel
- Increase in travel to less populated areas
- Consumers focused on areas that have lots of space
- Hotels will be looking to increase occupancy rates for the next 12 months



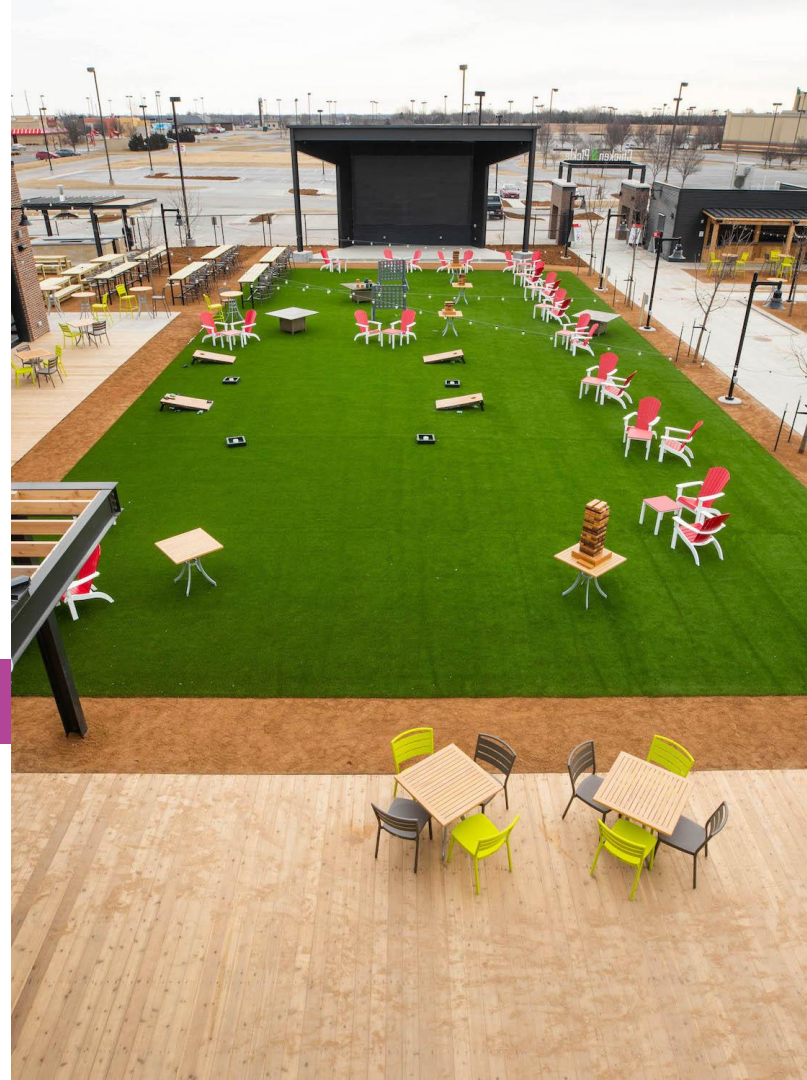
Americans in Quarantine

42% are paying **MORE** attention to Traditional TV

53% are paying **MORE** attention to the Web

45% are paying **MORE** attention to Streaming TV

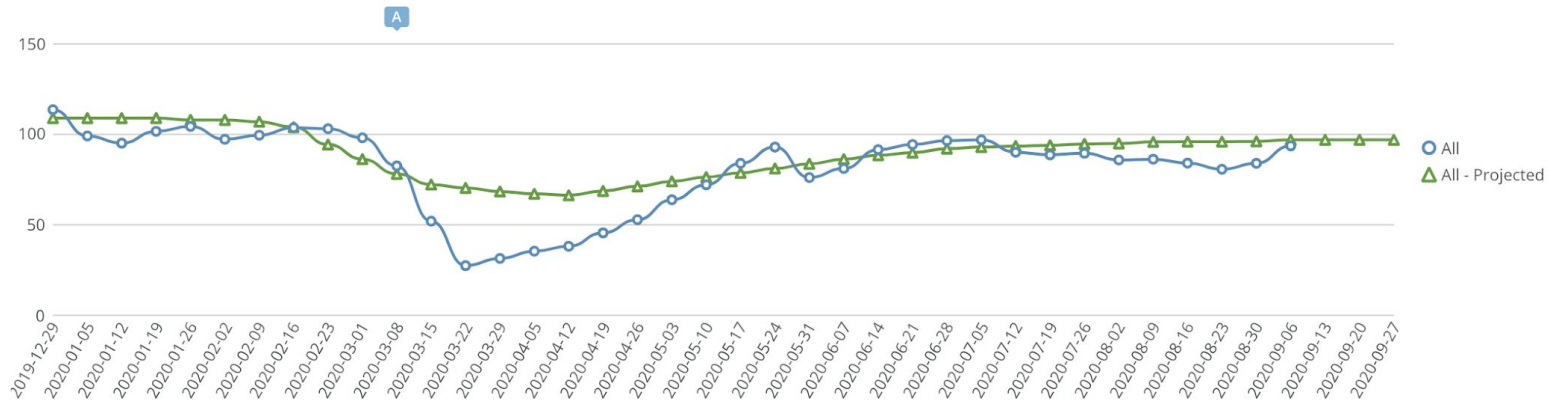
24% are paying **LESS** attention to radio



Travel Intent Index

1. **Organic Intent:** Website interaction from users who arrived at website organically.
2. **Marketing Engagement:** How consumers are interacting with paid marketing efforts.
3. **Travel Search Trends:** Google searches by week using travel related keywords.

Travel Intent - Index Over Time
by Week



Annotations
(Recently Added)

A March 11; Global Pandemic

Case Studies



Traverse City Tourism

Strategy

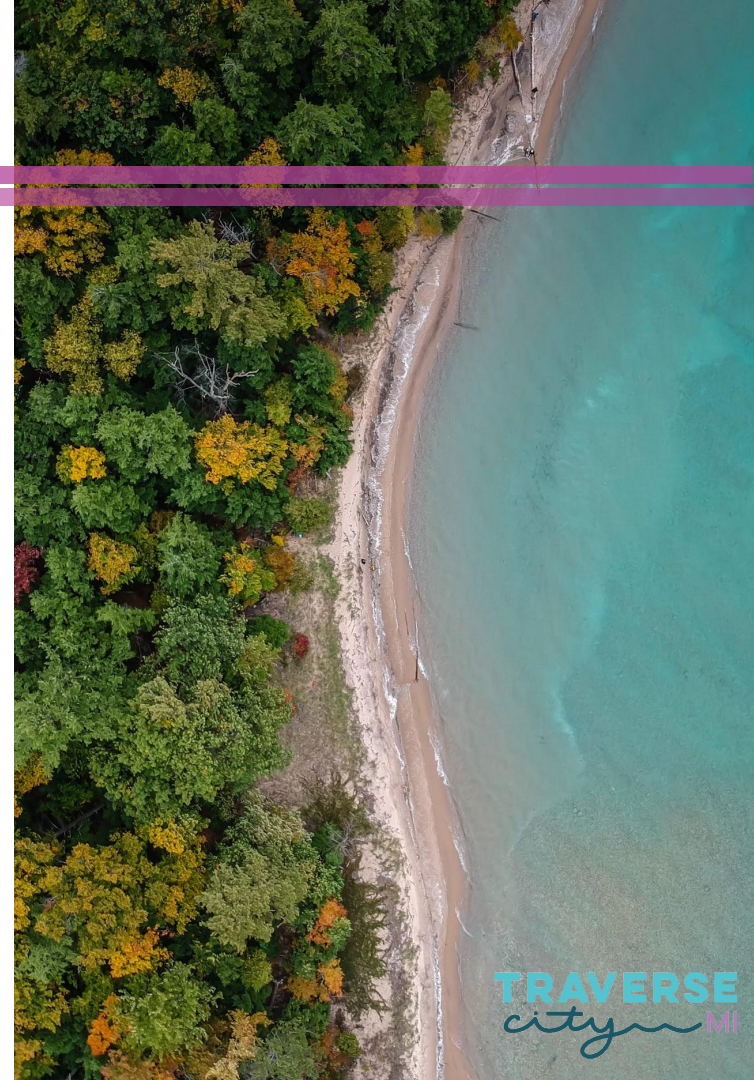
Traverse City saw an opportunity to take over Michigan and double-down with an aggressive recovery campaign. "My Happy Place" campaign was born.

Targeting: Drive Markets

- Past visitors that were identified as spending in TC, but not living there
- Consumers that had booked a cruise or international trip within the coming year

Creative

A custom logo, display ads, and video vignettes were created from existing assets to showcase fun and safe activities people could do in the Traverse City area, including enjoying sunsets at the beach, golf, paddle boarding, and other outdoor adventures.



A man and a woman are walking away from the camera on a dirt path through a forest. The trees are covered in bright yellow autumn leaves, and the ground is also covered in fallen leaves. The man is on the left, wearing a grey hoodie, and the woman is on the right, wearing a white beanie and a red and black plaid shirt. The text "TAKE A MOMENT" is overlaid in white, sans-serif capital letters across the center of the image.

TAKE A MOMENT

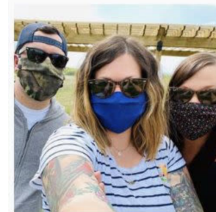
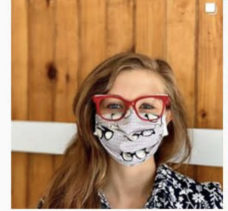
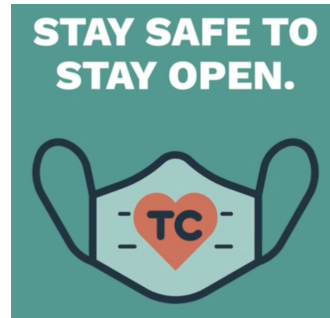
Traverse City - #StaySafeTC

Strategy

Traverse City wanted to not only make sure their visitors were being safe when they were in-market, but make sure their merchants felt safe opening for visitors. They created a social contest that asked for visitors to post selfies of them wearing a mask in Traverse City and asked them to post to their social accounts using #StaySafeTC.

Targeting

Organically run via social media channels



(Re)Explore St. Louis

Strategy

The team at Explore St. Louis looked at their COVID-19 Recovery efforts in a three-tiered process— modeling after much of the country's approach to reopening. Each phase lasted for approximately two weeks with the target audience expanding each week.

Targeting

Phase 1 began by targeting locals and those within a 100-mile radius, eventually expanding to Phase 3 which targeted a 300-mile radius and all residents of Illinois.

Creative

When it came time to decide what imagery would be represented across media campaigns, the team opted to showcase mask-wearing as responsible and safe travel was a main goal of the campaign. This set the destination at the forefront of promoting safety



(Re)Explore St. Louis

In addition to staged photo shoots for use across media, user generated content was collected to showcase real people masking up while out exploring St. Louis.

The team also created "Yes We're Open" signs that attractions, shops, restaurants, and hotels could utilize in their promotions.



Idaho Tourism

Strategy

In early April, the team at Idaho Tourism shifted their focus to encourage people to stay safe at home, but with tactics that would still keep travel to Idaho top-of-mind when the time was right.

A section of the website was launched that focused on activities such as coloring pages, crossword puzzles, and more. With these, prospective travelers could still engage with the destination even without physically being there.

As we moved through the summer and into the fall months with more flexibility in travel, content will shift to focus on road trips, encouraging people to explore different regions of the state. Content themes include activities that visitors can enjoy while practicing safe social distancing such as outdoor recreation, admiring fall foliage, and more.



Key Takeaways

- **Make consumers feel safe before they come**
 - Expand on safety protocols on web & social
 - Feature masks in advertising
- **Utilize existing assets to create new campaigns**
 - Social or Digital
- **If you have a POS system...UTILIZE IT**
 - Take a deep dive into existing consumer data to remarket to existing customers. They should be low hanging fruit
 - Build look-alike audiences to target based on your transactional data
- **Start locally, then work your way out**

