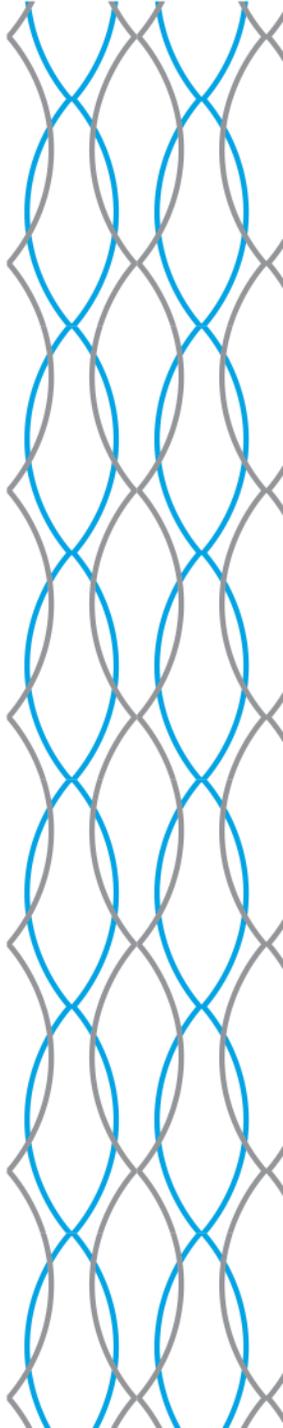


Iowa Tourism High Level Marketing Strategy COVID-19



Content Marketing & Updates

- **Dream Now, Visit Later Landing Page**

- Please continue to share your ideas with us as we curate this content



- **#IowansUnite (part of ThisIowa.com)**

- Please continue to share your ideas with us as we curate this content
- **MORE WAYS TO SUPPORT #IOWANSUNITE:** Update your [Facebook profile frame](#) with an #IowansUnite message and [print your own #IowansUnite window sign](#).

- **IowaBusinessRecovery.com (part of Iowa Economic Development Site)**

- **These are the main landing pages Travel Iowa and IEDA will direct social media and digital content to.**

Resources & Vendor Opportunities for Partners

- **Traveler Sentiment reporting**

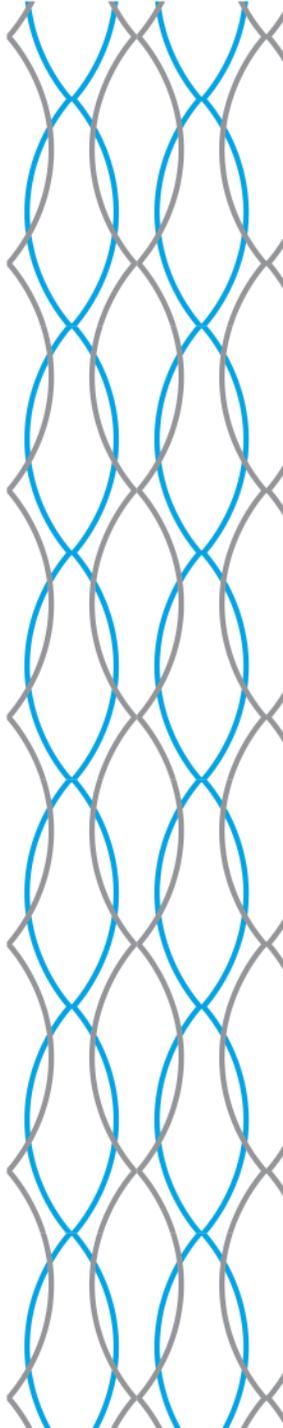
- Continuing to monitor Traveler Sentiment reporting and sharing results.
- Continuing to keep a close watch on travel industry searches, bookings and traffic patterns from various sources.

- **Gift card and/or attraction admission marketplace**

- Statewide reach, marketed via Travel Iowa to allow tourism partners to sell vouchers now that can be redeemed later by the consumer.
- Will allow attractions to gain cash flow now and support the “Dream Now, Visit Later” approach.

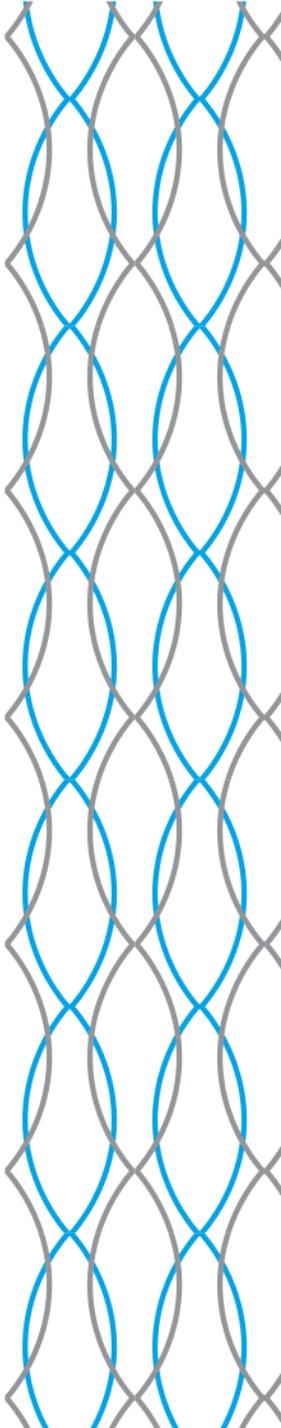
- **Virtual tour creation and guidance.**

- Reviewing options for vendors that can help provide training on creating virtual tours and boosting your digital presence.



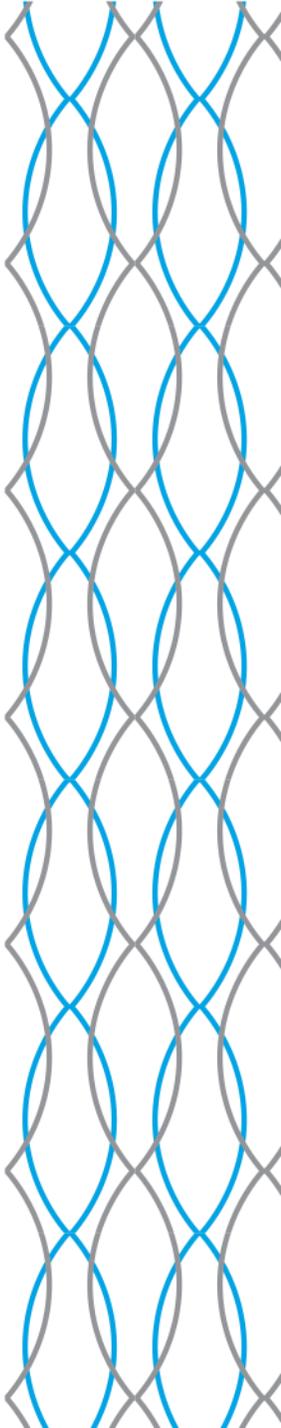
Tourism Marketing Strategy

- **Researching fall co-op and fall 2020 advertising and campaign opportunities.**
 - Already in the works – a fall/winter Iowa Travel Guide
- **Working with our agency, Fleishman Hillard, to create strategic marketing plan for the coming months and a campaign to emerge from COVID-19 restrictions.**
 - Our message pillars of Affordability, Natural Beauty, Culture & Lifestyle and Economic Viability will not change.



National Travel & Tourism Week (NTTW) #SpiritOfTravel May 3-9

- Travel Iowa plans to engage in U.S. Travel's NTTW Virtual Road Trip and will share more info soon.
- If you have not looked through U.S. Travel's NTTW Toolkit. You can find that information here: [NTTW Toolkit](#)
- We can't wait to see what creative ways you will be promoting travel and tourism across the state!



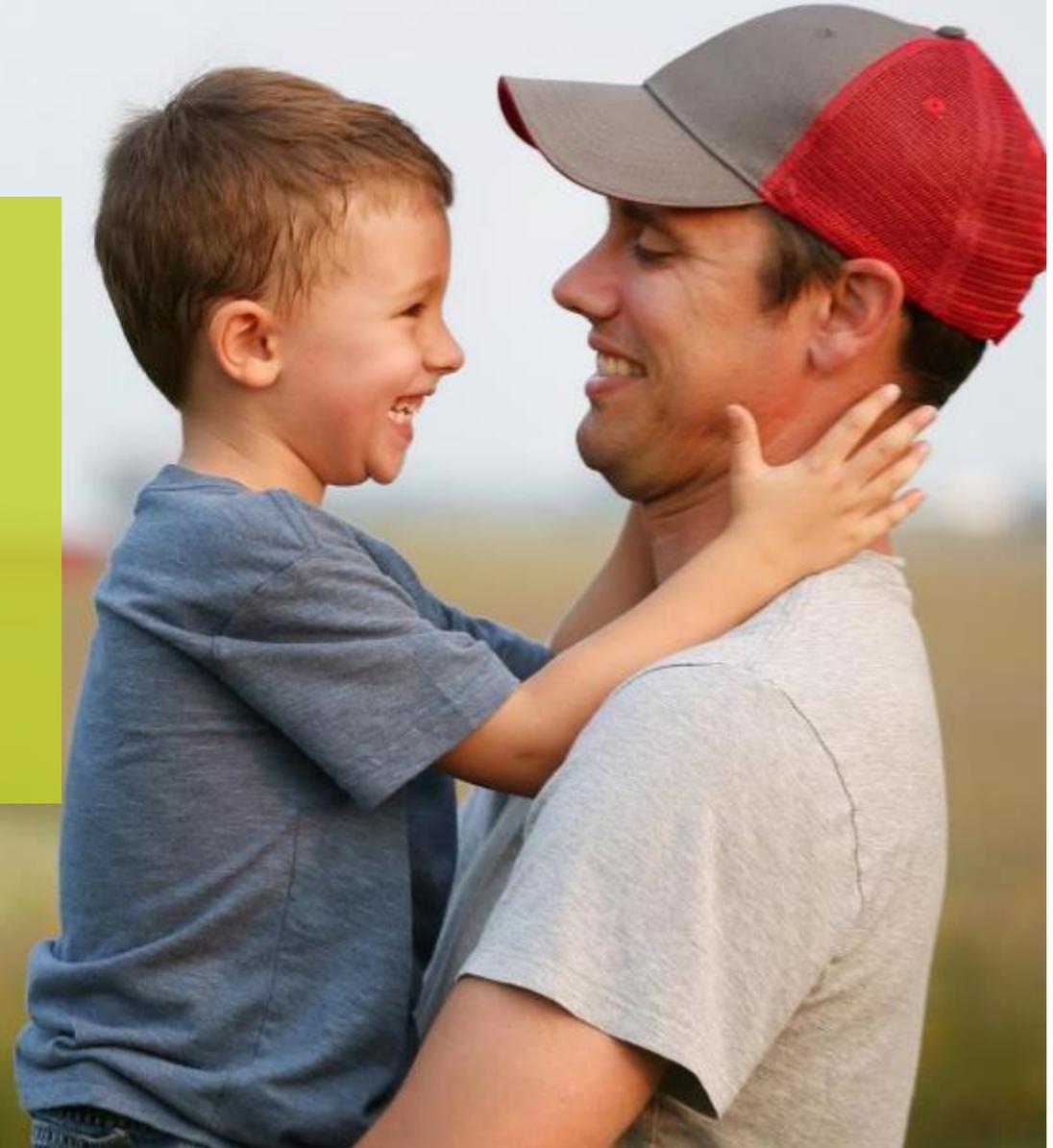


COVID Media + Social Media Iowa Travel Partners

April 22, 2020



FLEISHMANHILLARD



Brands should have a voice and communicate with consumers via media + social media but they must understand what their audience expects and needs

60% of respondents are worried they or someone in their family will be exposed to COVID-19

Source: Gallup, March 2020

84% of respondents indicated an impact on their daily work activity

Source: LinkedIn

60% increase in the amount of video we consume globally – being homebound will increase media consumption

Source: Nielsen

44% of respondents report spending more time on social media because of the coronavirus

Source: Global Web Index Coronavirus Research, March 2020



Industry Themes

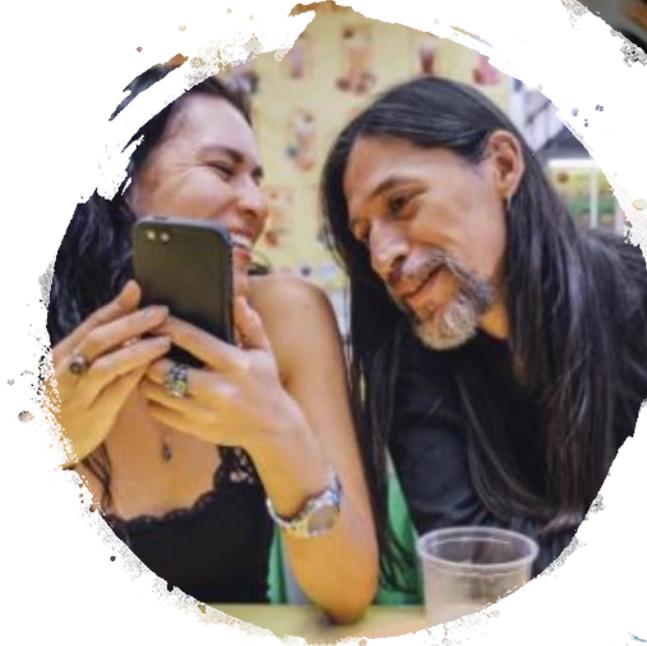
TRAVEL

- Financial impact on hotels and airlines
- Funding and aid
- Travel restrictions
- Tourism



RESTAURANT

- Financial impact on industry
- Restaurant workers face uncertainty
- Food donations



RETAIL AND E-COMMERCE

- Massive uptick in online shopping
- Retail workers' interests
- Crisis for shopping malls amid essential services operations

SPORTS AND ENTERTAINMENT

- Streaming services
- Cancellation of shows, games, and events
- Growth of gaming industry

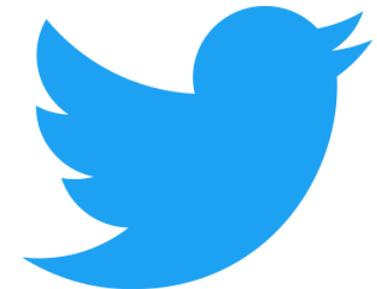


Communicating With Media

- Now or later?
- Research recent coverage
- Understand restrictions
- Prepare for virtual interview



Though many are unaware of it, Iowa is home to a wide array of idyllic natural features. GETTY



Proactive v. Reactive

- Website statement/updates
- Proceed with caution
- Interview framework

The screenshot shows the travelIOWA website. At the top, there is a navigation bar with the logo and links for TRIP IDEAS, THINGS TO DO, PLACES TO STAY, CALENDAR OF EVENTS, and TRAVEL BY AREA. A search icon and a menu icon are also present. Below the navigation bar is an orange banner with the text: "COVID-19 Traveler Information: We urge you to delay any travel plans and follow Iowa Department of Public Health Guidelines. [View more information here.](#)"

The main content area features a dark overlay with the following text and form elements:

Build Your Trip

We've got *lots of ground* to cover.

STARTING CITY:

ENDING CITY:

[CREATE TRIP](#) [See Suggested Routes](#)

The background of the main content area shows two women walking through a forest, looking towards the right.

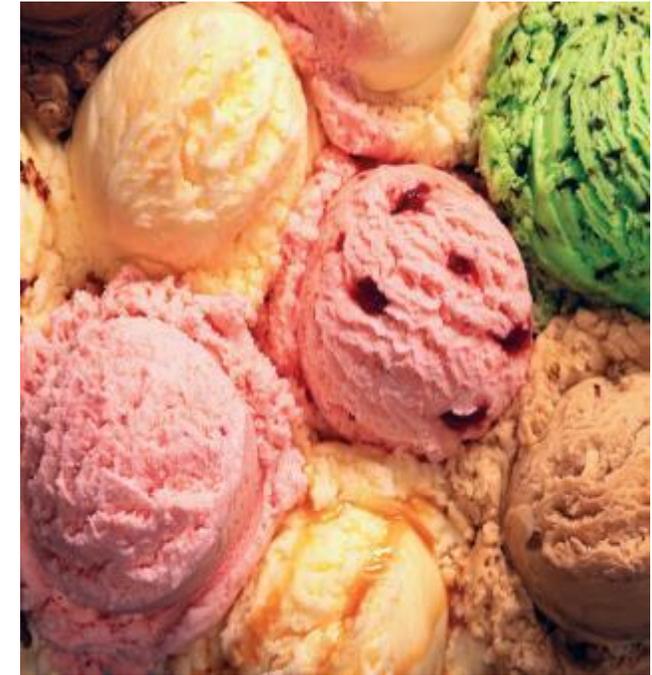
Don't...

- Pitch in a vacuum
- Take advantage

The New York Times

The Art of the Pitch in the Midst of a Pandemic

Publicists for products in the pipeline long before the outbreak struggle to find the right tone.



Do!

- Leverage time
- Develop storylines
- Interview stakeholders
- Create content bank
- Recover faster



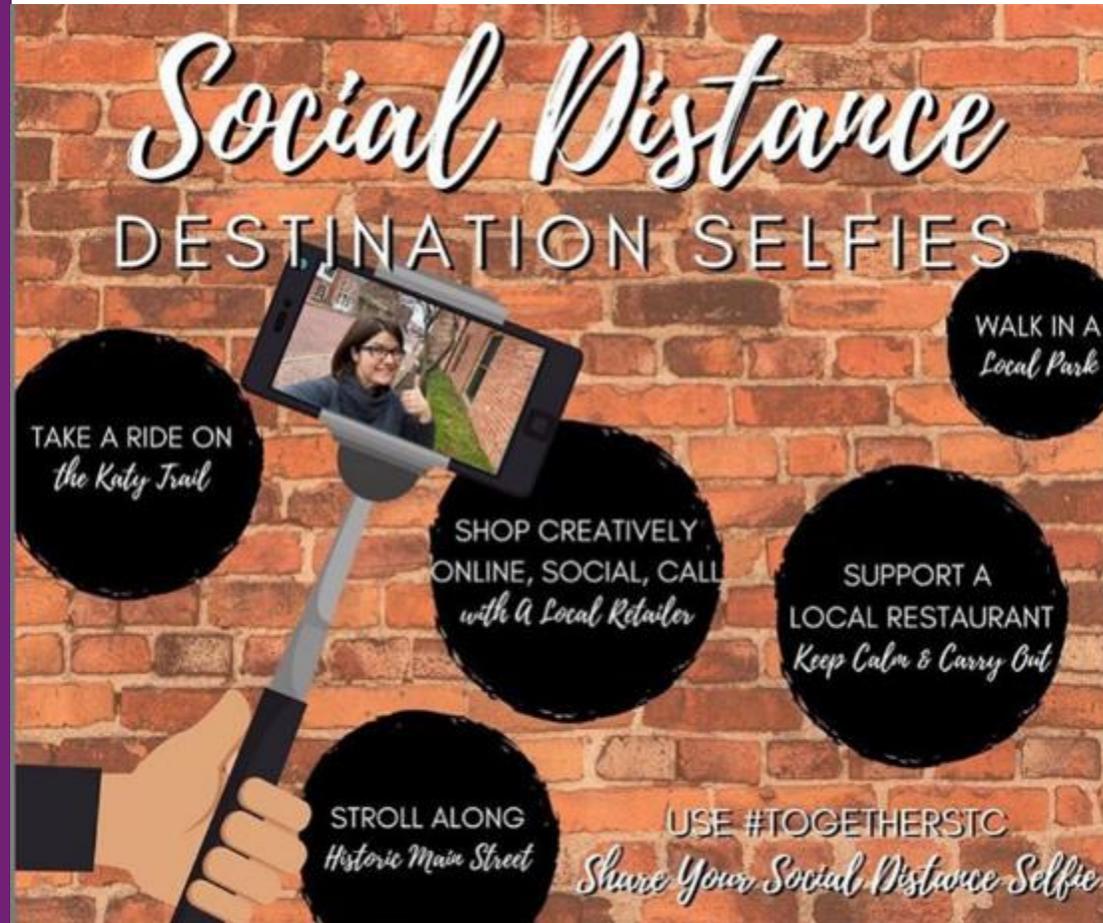


Travel Itinerary

- Maintain relationships
- Innovate
- Be real
- New currency
- New normal

Inspire, Entertain, Inform

- We are craving virtual entertainment more than ever
- But people also want information...like what's open to the public and what's closed
- We have an opportunity to inspire future travel as well



 **discoverstcharlesmo** • Follow
Discover Saint Charles, Mo

 **discoverstcharlesmo** If you're healthy and you know it wash your 🧴! Then get out and take a Social Distance Destination Selfie and show us using #togetherstc
4w

 **discoverstcharlesmo** #discoverstc #missouriadventure #katytrail
4w Reply



49 likes

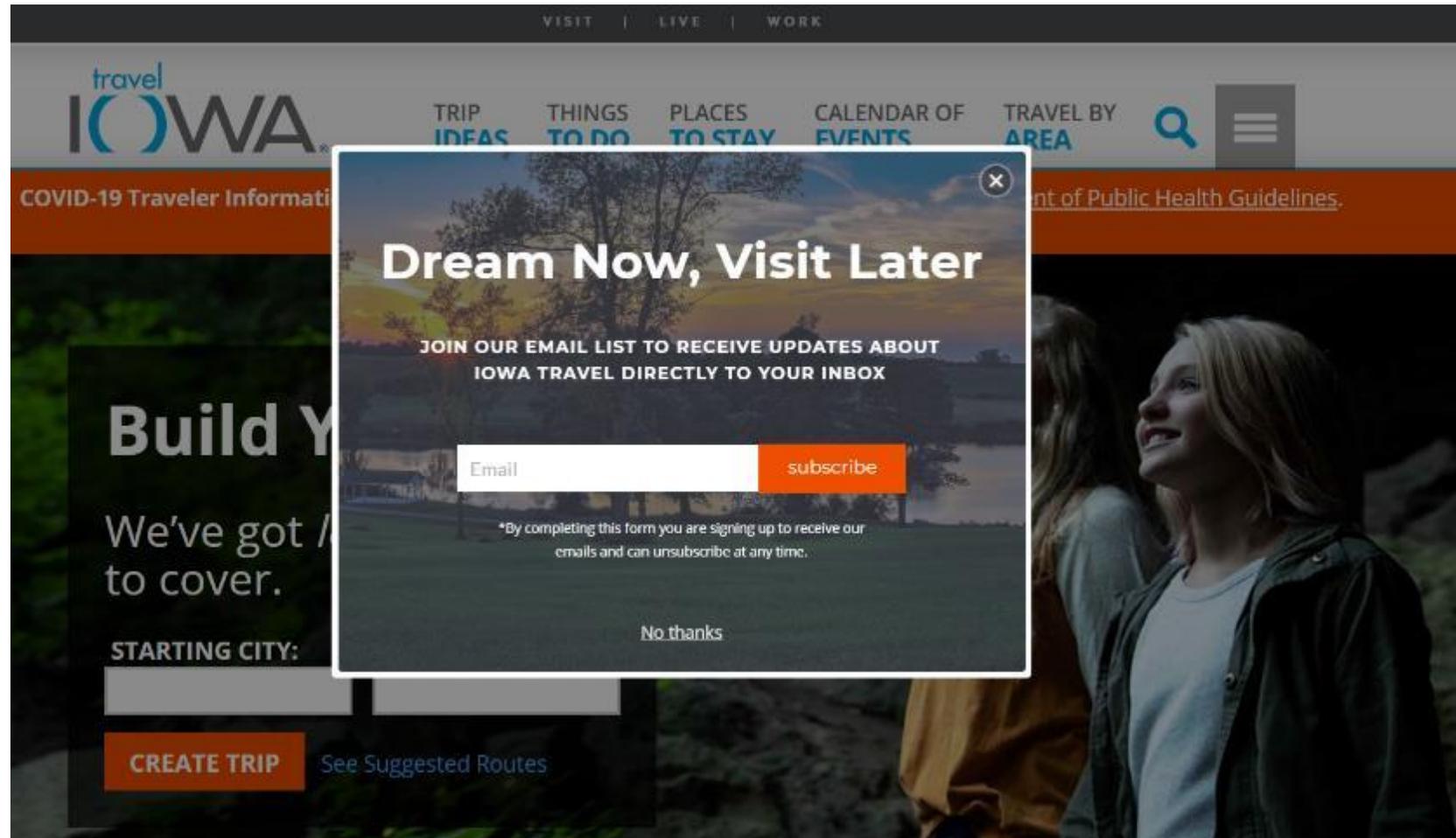
MARCH 20

Add a comment...

Post

Inspire, Entertain, Inform

- We are craving virtual entertainment more than ever
- But people also want information...like what's open to the public and what's closed
- We have an opportunity to inspire future travel as well



Think Virtual

- Virtual “shows” provide entertainment and a break from the monotony
- Virtual tours give families things to do with their families
- You can’t promote travel but you can create affinity for your city/community



Shedd Aquarium @shedd_aquarium · Mar 15

Penguins in the Amazon?! 🐧🌴

Some of the penguins went on a field trip to meet other animals at Shedd. Wellington seemed most interested in the fishes in Amazon Rising! The black-barred silver dollars also seemed interested in their unusual visitor.



1.7K

54.3K

165K



Think Virtual

- Virtual “shows” provide entertainment and a break from the monotony
- Virtual tours give families things to do with their families
- You can’t promote travel but you can create affinity for your city/community



Travel Iowa

Published by Sprout Social [?] · April 7 at 2:00 PM · 🌐

Inspire your kids to explore, discover and create - from home! Whether it's watching wildlife through webcams or coloring Iowa-inspired pages, we've curated a list of virtual resources from around the state for your family to enjoy.



TRAVELIOWA.COM

Visit Virtually: Explore Iowa from Home

Museum tours, educational materials, nature cams and more!

6,161

People Reached

163

Engagements

[Boost Post](#)

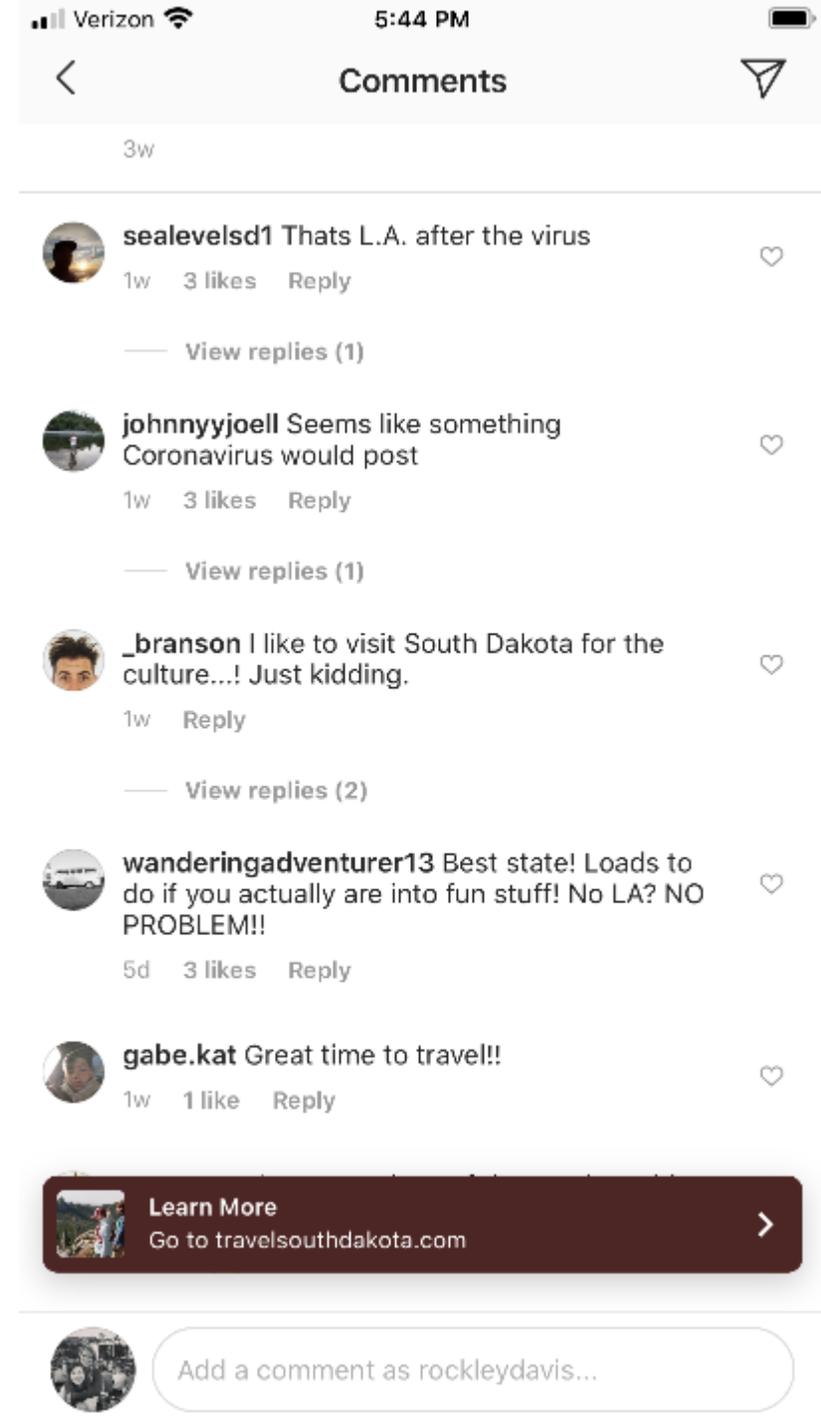
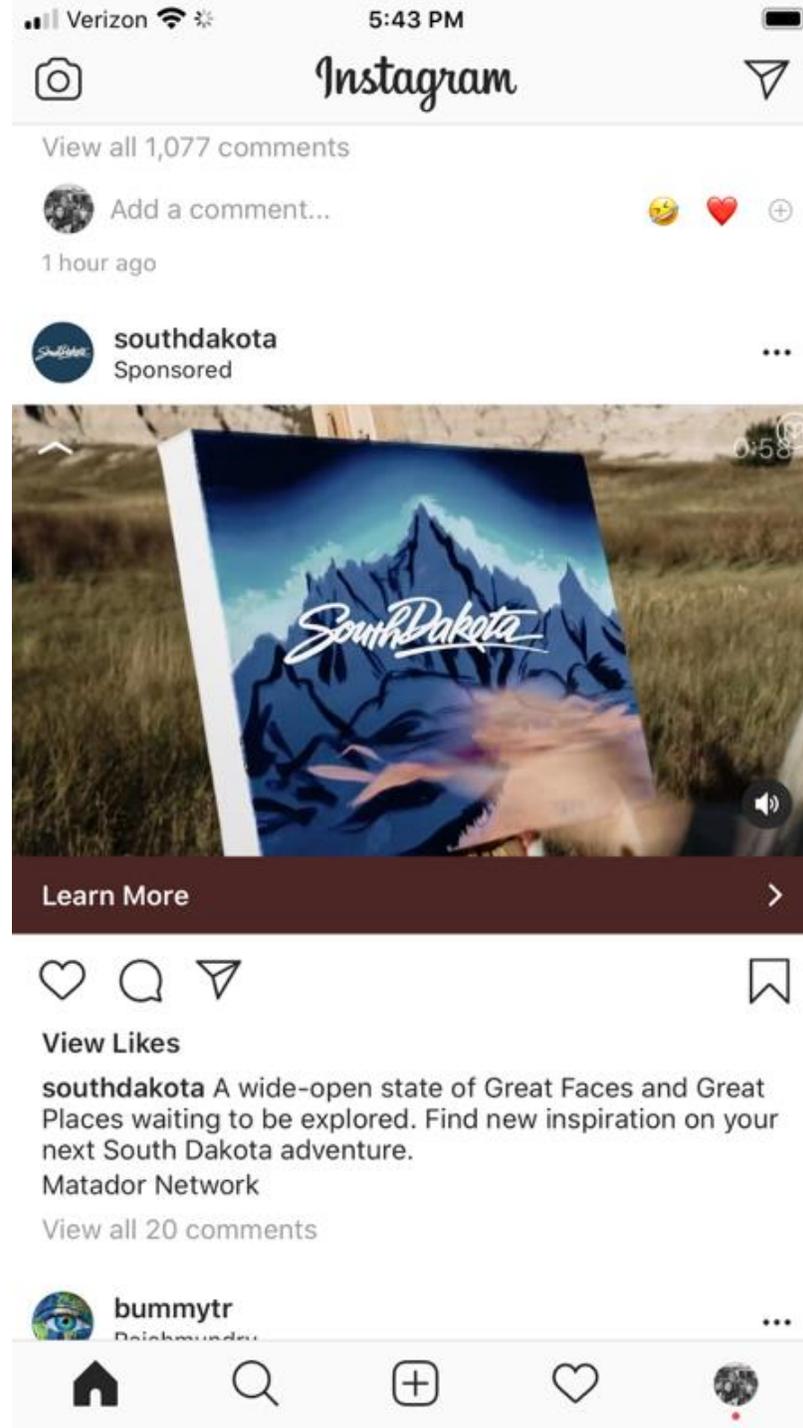


22

20 Shares

Don't...

- Appear tone deaf
- Make light of the situation
- Take too long to react
- Promote of plan too far in advance



Don't...

- Appear tone deaf
- Make light of the situation
- Take too long to react
- Promote of plan too far in advance

"Know what else has CV that isn't #COVID19?"



An F-15E Strike Eagle fighter jet, 48th Fighter Squadron, conducts a show of force while a team of U.S. Air Force Special Tactics operators, 352nd Special Operations Wing, board a CV-22 Osprey tilt-rotator aircraft, 7th Special Operations Squadron, for exfiltration during exercise Valiant Liberty at Muckleburgh, Norfolk, U.K., March 12, 2020 U.S. Air

Force photo by Staff Sgt. Rose Gudex

Do!

- Think about your consumers' mindset
- Think about how you'd react
- Get creative
- Prop up your community
- Monitor for opportunities



Yorkshire Museum
@YorkshireMuseum

MUSEUMS ASSEMBLE! It's time for #CURATORBATTLE! 🌟

Today's theme, chosen by you, is #CreepiestObject!

We're kicking things off with this 3rd/4th century hair bun from the burial of a #Roman lady, still with the jet pins in place...

CAN YOU BEAT IT? 🌟



♥ 10.8K 4:07 AM - Apr 17, 2020

💬 5,080 people are talking about this



Penshurst Place
@PenshurstPlace

Replying to @YorkshireMuseum @LucyclaytonLucy

Live from the Toy Museum of Penshurst Place, we present the Drinking Bear. Feed it a 2 pence piece and it'll pretend to drink from its cup as it stares into your soul. #CuratorBattle #CreepiestObject



♥ 2,318 4:27 AM - Apr 17, 2020



Do!

- Think about your consumers' mindset
- Think about how you'd react
- Get creative
- Prop up your community
- Monitor for opportunities





Travel Itinerary

- Don't go silent
- Be a source of information
- Think outside the box!
- Remember your audience
- Work together

THANK YOU!