THIS IS IOWA

Tourism Campaign Alignment during COVID-19

UPDATED AS OF MAY 5, 2020
**THIS IS IOWA**

You’ve got places to go in life. You’re ready to get there, but where is “there,” Iowa? Crop fields everywhere? Yes, Iowa. And yeah, there are “fields” everywhere. Fields like global finance, life sciences, and big data. We get named one of the country’s best places to live. A lot. Why? Because of low cost of living. Because of picture perfect town squares, natural beauty, public art, and recreation everywhere. Look closer. This is Iowa. You might be surprised what you find beyond the crop.

**#IOWANSUNITE**

Here, home is everything. Our family. Our history. Our hopes. And now more than ever, our health. The coronavirus has changed a lot of things. But one thing it can’t change is how Iowans pull together to do the right thing.
NATURAL BEAUTY
We can’t believe our eyes either. Iowa is full of adventure, places to discover and explore like rolling hills, prairies, rivers and bluffs.

CULTURE & LIFESTYLE
In awe? Us too. Beautiful towns and neighborhoods, diverse population, vibrant arts community, friendly people.

ECONOMIC VIABILITY
Sometimes making a career move takes a career move. Opportunity is everywhere in Iowa. I can launch and grow my career here.

AFFORDABILITY
Stretch your imagination. My dream home isn’t just attainable in Iowa, it’s affordable.

Messaging Proof Points
• 72 state parks and thousands of county parks – all within a few hours driving distance from one another
• Explore Iowa’s great outdoors virtually while social distancing at home (Travel Iowa)
• Why “flyover” Iowa when you can take the trails, rivers, hills and streams?
• Iowa’s beauty is lush and surprising; it has rolling hills, prairies, rivers and bluffs
• Iowa has over 1,100 species of fish and wildlife (Iowa Department of Natural Resources)
• Iowa makes efforts to preserve its natural beauty

Messaging Proof Points
• Iowa is home to 12 fine arts museums (Travel Iowa)
• Iowa has more than 75 breweries throughout the state, with a combined annual production of 6 million barrels of beer or less (Travel Iowa)
• There are more than 15 distilleries in Iowa according to the Distillery Trail
• Iowa’s restaurant industry is home to 6,285 eating and drinking locations (Iowa Restaurant Association)
• The Iowa Arts Council is providing grants from the Iowa Arts & Culture Emergency Relief Fund, granting organizations up to $20,000, funded by the National Endowment for the Arts through the federal CARES Act (Iowa Department of Cultural Affairs site)

Messaging Proof Points
• Iowa was ranked the #2 state for providing opportunities for all their citizens in 2019 by U.S. News & World Report
• Iowa ranked as the #1 best state to find a job in the U.S. in 2019 according to Zipper
• Iowa ranked among the top 20 states for public safety in 2019 by U.S. News & World Report
• Iowa offers cutting edge careers in essential fields such as technology, healthcare and agriculture
• Iowa is offering a number of Business Recovery Assistance programs in response to the COVID-19 pandemic (IEDA website)
• Iowa established the Future Ready Iowa initiative, provides opportunities to Iowans to get the education and training beyond high school required for high-demand jobs in a dynamic, technology-driven economy. (IEDA website)

Messaging Proof Points
• Iowa ranked as the #1 state for affordability by U.S. News & World Report
• Iowa ranked as the #2 state for economic opportunity by U.S. News & World Report
• Iowa was ranked the #2 best state to retire in 2019 by Bankrate
• Iowa has a significant lower cost of living compared to the U.S. average
• Iowa is making efforts to keep its real estate market stable amid COVID-19
• The Iowa Insurance Division is making efforts to educate Iowans on their health coverage options amid COVID-19
TONE OF VOICE AND MESSAGING
### MESSAGING Do’s and Don’ts

**DO**

- Be a source of inspiration and wanderlust
- Be positive
- Understand what your audience is going through *(Reflect and listen to local communities and continue to revisit and re-evaluate stories and scenarios for support)*
- Make content that is valuable to your audience, not just noise
- If promoting a food, drink, restaurant, or place in Iowa — consider how people can access it online, order it, or make it themselves at home
- Show pictures/images that are following social distancing rules
- Lean into storytelling, especially on Instagram and Facebook

**DON’T**

- Be alarmist
- Increase fear or unrest
- Stay in the “bubble” of your brand, think like your audience thinks
- Ask people to take an action that’s against government recommendations
- Pretend everything is okay for everyone
- Don’t be a catalyst for political conversation
A lot of us are missing some of our favorite stress-free activities. But, here’s some food for thought for once it’s safe to travel again:

Think of how many more fish there will be. Imagine how refreshing that first hike will be. Envision how beautiful the greens will be.

We miss you, too. But, we’ll be here when it’s time.
#StaySafe #DreamNowVisitLater #ThisIsIowa

Can you guess this breathtaking Iowa view? Stay inspired and answer in the comments below.
#DreamNowTravelLater #ThisIsIowa

During a time when the world changed, it’s nice to know the scenery stayed the same. We can’t wait to wow you.
#ThisIsIowa #IowaDreams

Bringing the unexpected to you. Take a tour and invite Iowa into your home through our virtual experiences. Then, add us to your list of future adventures.

It’s in our nature to move you. #DreamNowVisitLater

Iowa state parks have tons of gorgeous open spaces, impressive rolling hills and exhilarating adventure. Iowa’s got it all ... except you.
#IowaIsWaiting #DreamNowVisitLater #ThisIsIowa

Defying expectations is our specialty. Dream it there, do it here, when the time is right. We can’t wait to see you.
#IowaDreams #IowaIsWaiting #ThisIsIowa

Dream it up til you’re wheels up. We can’t wait for you to come back. #IowaDreams #IowaIsWaiting #ThisIsIowa

Thank goodness some things haven’t changed. We can’t wait to show you everything we’ve kept in store.

It’s happier hour. Cheers from our home to yours. #ThisIsIowa

Hear that? Warm weather vibes all the way. Listen to our best festival sets to soothe your mid-week mood at thisisiowa.com. #ThisIsIowa
### This Is Iowa From — To

<table>
<thead>
<tr>
<th>From</th>
<th>To</th>
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</thead>
<tbody>
<tr>
<td><strong>Bust your winter blues by visiting these 10 indoor attractions guaranteed to brighten your day!</strong></td>
<td><strong>Check out these 10 interactive websites built by Iowa museums to enhance learning and provide some entertainment while at home! #ThisIsIowa</strong></td>
</tr>
<tr>
<td>Iowa’s outdoors offer an abundance of amazing activities, and the state’s county parks are some the best places to experience them! Get outside and make memories.</td>
<td>Need to get outdoors for a little while? Here is the latest information on what parks in Iowa are open and safe for social distancing activities. #StaySafe #ThisIsIowa</td>
</tr>
<tr>
<td>Is your family ready for an adventure? Step outside and discover the natural beauty and activities Iowa’s county parks have to offer! Download fun ways to encourage exploring. Share what you try! #99Parks #ThisIsIowa</td>
<td>#DreamNowVisitLater — Download the latest #99Parks PDF to start dreaming about the spots you might want to visit when the time is right. #StaySafe #ThisIsIowa</td>
</tr>
<tr>
<td>We can’t believe our eyes either. Iowa is full of adventure, places to discover and explore like rolling hills, prairies, rivers and bluffs.</td>
<td>Iowa is full of places to discover and open spaces to explore like rolling hills, prairies, bluffs, and state parks. During a time when the world changed, it’s comforting that these scenic views remain the same.</td>
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</tbody>
</table>
**Response guidance for community managers:**

- Employ the same community management principles you have always used as a starting point, then add the COVID lens.

- Be transparent and informative. Staying silent or sugarcoating the facts isn’t helpful.

- Understand your audience’s mindset. The most common things people are looking for in this environment are inspiration, entertainment, information or utility content that can help them solve a problem.

- Many people are hurting and stressed right now, so a little bit of empathy goes a long way.
INDUSTRY RESEARCH
COVID-19 TRAVEL INDUSTRY RESEARCH

australia Now is the time to daydream. To imagine and plan those trips you’ve always wanted to take. There’s plenty of #outdoorthere and photogenic #SimpsonsGap is just one of many incredible places to discover in this part of Australia. @nicklovindventuring snapped @madeleinanley exploring this stunning spot in the West MacDonnell Ranges of @visitoentralaas, where the permanent waterhole is the perfect place for a refreshing dip, especially after cycling here along the 12-kilometre bike path from #AliceSprings. #seaastralia #blaunatcha #redcentre #nature #travel

visitpalmssprings Have you ever been to the iconic Palm Springs doors in person? Doing a self-guided #palmsspringsdoortour is a great thing to add to your list for when we can all travel again!
View all 45 comments
March 30

visitpalmssprings We’ll be here 🌊🌞🌞!
View all 49 comments
April 10
COVID-19 TRAVEL INDUSTRY RESEARCH

visitwyoming

Wyoming’s roads take you to some of the most awe-inspiring scenery. Join us this month as we take a virtual road trip around the state through our Instagram stories. Take a look at today’s story to help us decide where to start and what to listen to on our journey.
#ThatsWY #WYRespectfully 🈹️: @bongobars

View all 31 comments

visitwashingtondc

Here’s our attempt to lend a helping hand. Anyone know where you can find this oversized hand and piece of art in Washington, DC? First one to answer correctly in the comments gets a virtual high-five 👏. 🕙: @robbiejedi #MyDTCool 🙌Together

View all 6 comments

April 2

visitkc

We’re working together to keep Kansas City strong.

In the midst of an unprecedented moment in time, we’re seeking out and sharing ways to support the community we love. For up-to-date public health information and ways to support local businesses right now, use the link in our bio. No matter what you do—whether you’re shopping online to support area vendors, making future travel plans or simply spreading the word about your favorite local destination—it makes a difference. Above all, stay safe and healthy, and know that Kansas City is waiting to welcome you soon.

View all 44 comments

March 16

visitcolorado

9,446 views
visitcolorado We understand that these can be stressful times so for the next few weeks we want to provide you a few moments of relaxation with “Your daily dose of Colorado calm.” Simple videos that will bring Colorado to you. #DailyDoseOfColoradoCalm via @VistaVerdeRanch

View all 44 comments

March 16
COVID-19 TRAVEL INDUSTRY RESEARCH

_visutah

Liked by madgabbert and 8,880 others

_visutah We recognize the uncertainty around travel right now. As storytellers, we will continue to share the stories and imagery we love most about Utah and that will inspire you to visit when the time is right. For the latest traveler information regarding COVID-19, follow the link in our bio.

#UtahFromHome

Photo: @jason_dunn
View all 12 comments

dehart761 😊
uphill_fiend 🔥🔥

March 21

23,760 likes

_visutah Keep the daydreaming vibes going.

#UtahFromHome

Photo: @morethanjustforests, #FlamingGorge
View all 42 comments

edwin_diazz A lived in Orem for a whole year and I can assure you that I miss Utah with a passion. I hope one day I can go back to visit 😊

_visutah @johnnycook19, that's great to hear! Let us know if you have any questions. 😊

March 27

6,393 likes

_visutah We’ve got an idea: Dig through your archives and show those unshared Utah moments tagging #UtahFromHome while we wait to get back out there. Deal?

Photo: @jaydashphotography, #PineLake
While now is not the time to travel, we will continue to share beautiful photos that highlight Maine with the hope of bringing you a moment of peace, happiness and inspiration. As always, when the time is right to travel once again, Maine is a place that invites you to slow down, unplug, create and explore. #MaineThing 🏢 @samccrl

Autowired

For our anglers, physical distancing means more time outside for fishing adventures. #MaineThing 🐟 @doscher @kryg_ View all 7 comments

Sunsets are good for the soul. #MaineThing 🌅 @dawson_0 View all 19 comments

2,014 likes

1,145 likes

3,336 likes

3,080 likes
COVID-19 TRAVEL INDUSTRY RESEARCH

TAKE A MOMENT TO ENJOY MISSOURI

1,618 views

visitmo Until you can visit again, we’re bringing you the beauty of the Show-Me State. Enjoy this peaceful moment and stay tuned for more!

View all 10 comments

505 likes

visitmo Geological wonders pass time differently. So come visit when you can. They will still be here.

τ: @drumichael,

282 likes

visitmo Enjoy this digital outdoor experience in Missouri now...then add it to your bucket list for later.

τ: @shawgosstudios

814 likes

visitmo Imagine yourself in Missouri’s outdoors...until you can get here in person.

Carved from ancient Lamotte sandstone, Hickory Canyons is home to plants considered glacial relicts (a.k.a. plants
COVID-19 TRAVEL INDUSTRY RESEARCH

341 likes
visitmo The @stlartmuseum is bringing its exhibitions to you virtually. Head over to their profile to check it out!
@dogwoodchennecat
4 days ago

1,439 views
visitmo Until you can visit, we're bringing the majesty of @forestparkforever to you.
Thank you @explorestlouis for this amazing footage!

1,431 likes
enjoyillinois During these challenging times, the goal for our content is to inspire future travel when it becomes safe to do so. For more future trip ideas and inspiration, download the new #EnjoyIllinois magazine (link in our bio😊) Before you make any plans, please remember to check for specific openings/closings and cancellations. Please stay safe and look after one another.

#EnjoyIllinois #IllinoisGetaway #COVID19Awareness #TravelSafely #USTravel #IllinoisTravel #AmazingPlaces #StaySafe
View all 22 comments
March 15

1,276 likes
enjoyillinois Dreaming of Shawnee National Forest.

#EnjoyIllinois #ShawneeNationalForest #AmazingTrips #MidwestTravel #BestHikingTrails #OutdoorAdventures #SouthernIllinois #SouthernIllinoisTrips #RoadTrips
View all 23 comments
March 26
VISUALS AND DESIGN DIRECTION
The goal for each image used in the campaign is to reflect a view of Iowa that is true to the state but not widely considered by our audience. By doing so, we can begin to shift current perceptions and beliefs about the state. The imagery must also feel open and impactful. Highlighting a wider view while still feeling welcoming, gives viewers the sense that they are peaking into the scene and catching a glimpse of the moment.

Color should be rich and warm. Not washed out. A strong directional element within the image helps to pull the viewer in and to create a better sense of movement.

We want a lifestyle focus where people in the shot are engaged with each other and not looking at camera. There should preferably be one or more subjects in the image to bring energy to the piece and help the viewer picture themselves there. While the image must have people, they do not need to be the main focal point as we prefer no close-ups, etc. During this time, images without people are appropriate as well. Also, please no crowds or images that are not following proper social distancing.

Natural beauty or open space help to showcase social distancing. For career images, focusing on the business product or one person seems most appropriate rather than groups inside the workplace.
THIS IS IOWA Visual Samples
We can't BELIEVE our eyes either.

Not the scenery you were expecting? Rolling hills, winding rivers and rocky bluffs are just the beginning. Start dreaming now to enjoy Iowa's extraordinary terrain later. Discover all that Iowa has to offer at travellowa.com.
THANK YOU