



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.

THIS IS IOWA CAMPAIGN VERTICALS

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.

Natural beauty exploration and adventure in season

CULTURE & LIFESTYLE

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

Art, music, nightlife and abundant restaurants and breweries

ECONOMIC VIABILITY

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

Energetic, thriving communities to be a part of

AFFORDABILITY

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

Reasonable getaway and picture-perfect communities

COVID-19 FILTER

INSPIRE/HEARTEN Home isolation has its ups and downs. However, as a destination we have the ability to provide an outlet for escape, a place to share inspiration and to help to raise spirits looking forward to the future.

ENTERTAIN/EXPERIENCE Staying home doesn't have to mean missing out. Find opportunities to experience, grow and learn about the world around us and see and enjoy things we never knew we could right from our couch.

SUPPORT/COMMUNITY Togetherness. The support we show for one another is uplifting and as a resource hub, we can provide access and promotion of community efforts including charities, local restaurants and businesses.

ACKNOWLEDGE/REASSURE This is hard and there is uncertainty, but we do know that we will get through this. And when we're ready for exploration, and its safe to do so, we will still be here and waiting for you.

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)
- Iowa was ranked the #1 state in the country in 2018 by U.S. News & World Report and ranked among the top 15 in 2019 by U.S. News & World Report
- Iowa ranked the #1 state to drive in in 2020 by WalletHub

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 Zippia
- 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)
- Ranked #1 in country for high school graduation rate in 2019 by the National Center for Education Statistics

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 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 Dont's*

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

THIS IS IOWA CAMPAIGN TRAVEL SAMPLE MESSAGING

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 #ThisIowa

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

During a time when the world changed, it's nice to know the scenery stayed the same. We can't wait to wow you.
#ThisIowa #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.
#IowalsWaiting #DreamNowVisitLater #ThisIowa

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

Dream it up til you're wheels up. We can't wait for you to come back. #IowaDreams #IowalsWaiting #ThisIowa

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. #ThisIowa

Hear that? Warm weather vibes all the way. Listen to our best festival sets to sooth your mid-week mood at thisisiowa.com.
#ThisIowa

THIS IS IOWA *From – To*

FROM

TO

Bust your winter blues by visiting these 10 indoor attractions guaranteed to brighten your day!

Check out these 10 interactive websites built by Iowa museums to enhance learning and provide some entertainment while at home!
#ThisIowa

Iowa's outdoors offer an abundance of amazing activities, and the state's county parks are some of the best places to experience them! Get outside and make memories.

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 #ThisIowa

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 #ThisIowa

#DreamNowVisitLater — Download the latest #99Parks PDF to start dreaming about the spots you might want to visit when the time is right. #StaySafe #ThisIowa

We can't believe our eyes either. Iowa is full of adventure, places to discover and explore like rolling hills, prairies, rivers and bluffs.

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.

THIS IS IOWA *Community Management Messaging*

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.

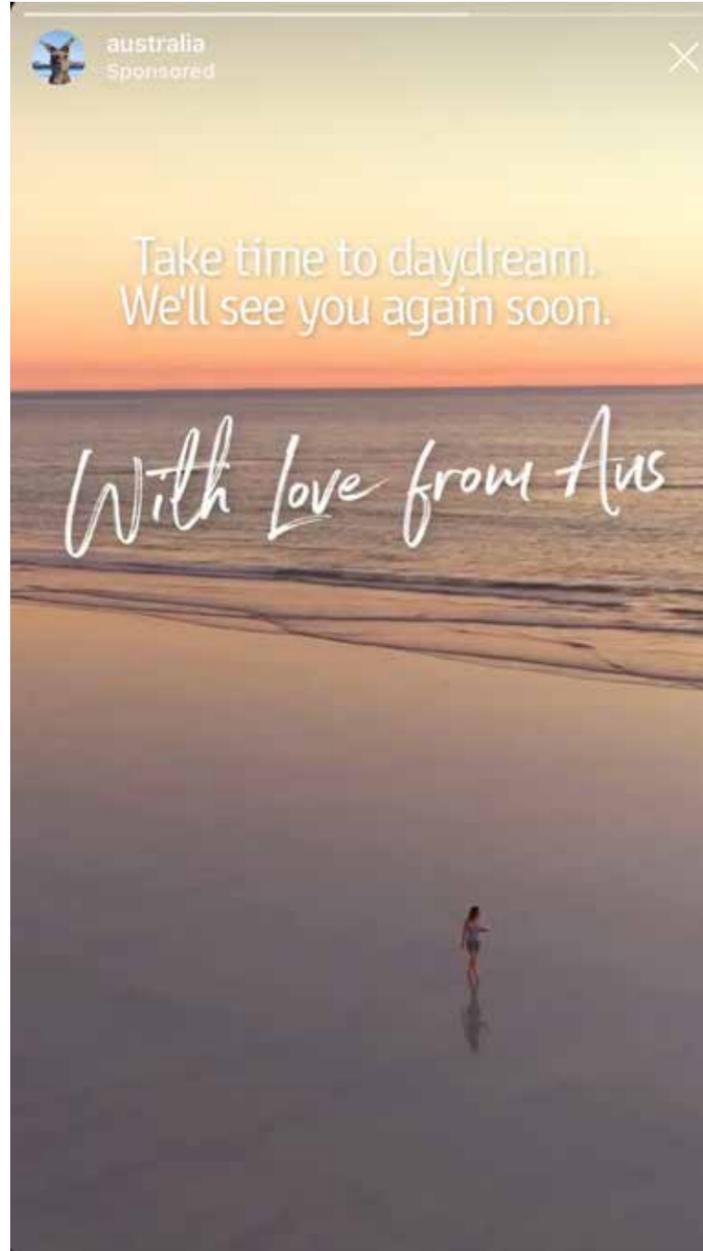
INDUSTRY RESEARCH

COVID-19 TRAVEL INDUSTRY RESEARCH



68,010 likes

australia Now is the time to daydream 🌄 To imagine and plan those trips you've always wanted to take. There's plenty of #outdoortherapy in @ntaustralia and photogenic #SimpsonsGap is just one of many incredible places to discover in this part of Australia. @nicklovinadventure snapped @maddieclancy exploring this stunning spot in the West MacDonnell Ranges of @visitcentralaus, where the permanent waterhole is the perfect place for a refreshing dip, especially after cycling here along the 17-kilometre bike path from #AliceSprings. #seeaustralia #ntaustralia #redcentre #nature #travel



australia Sponsored

Take time to daydream.
We'll see you again soon.

With Love from Aus



Liked by jessica_alicelane and 3,648 others

visitpalmssprings Have you ever seen any of 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 Palm Springs, California



7,309 views

visitpalmssprings We'll be here 🍷🍷🍷🍷

View all 49 comments

April 10

COVID-19 TRAVEL INDUSTRY RESEARCH



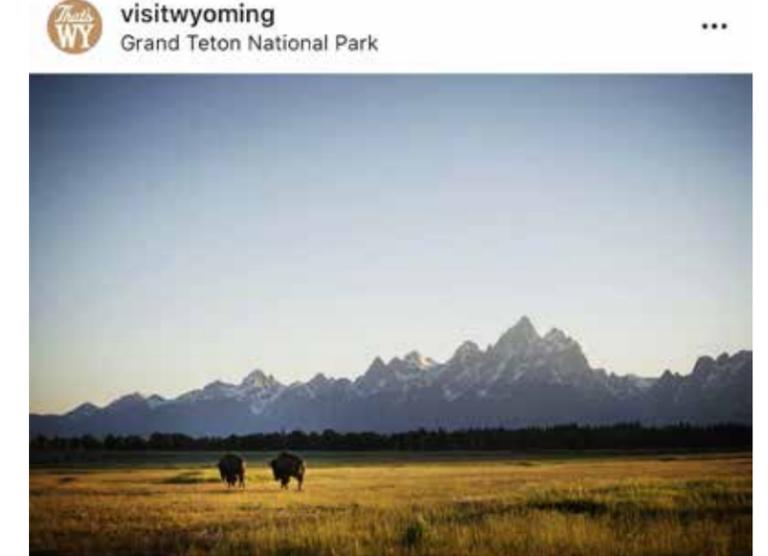
visitmontana Montana
15,016 likes
visitmontana While we're tucked away, let Montana's mountains fuel your future travel inspiration. #MontanaMoment | 📩: @sara.outside
View all 101 comments
April 13



visitmontana Glacier National Park
16,642 likes
visitmontana We're really moose-ing you today and can't wait for you to visit us when the time is right. #MontanaMoment | 📩: @dancing_aspens_photo
View all 109 comments



visitwyoming Wyoming
3,918 likes
visitwyoming Imagine you are watching the sunset on a Wyoming alpine lake. Feel the sway of the canoe. Hear the lapping water. Breathe in the crisp, mountain air. Take solice in the fact that these special moments are still out there - and will be for quite some time. #ThatsWY
📩: @grizzlymanchild
View all 27 comments
March 22



visitwyoming Grand Teton National Park
3,875 likes
visitwyoming Grand Teton National Park and Yellowstone National Park are closed until further notice in an effort to slow the spread of COVID-19. While the parks are closed for now, we encourage you to continue dreaming up your perfect national park getaway to Wyoming so you are ready to visit when it is safe to do so. #ThatsWY
View all 33 comments
March 24

VISIT WYOMING VIDEO

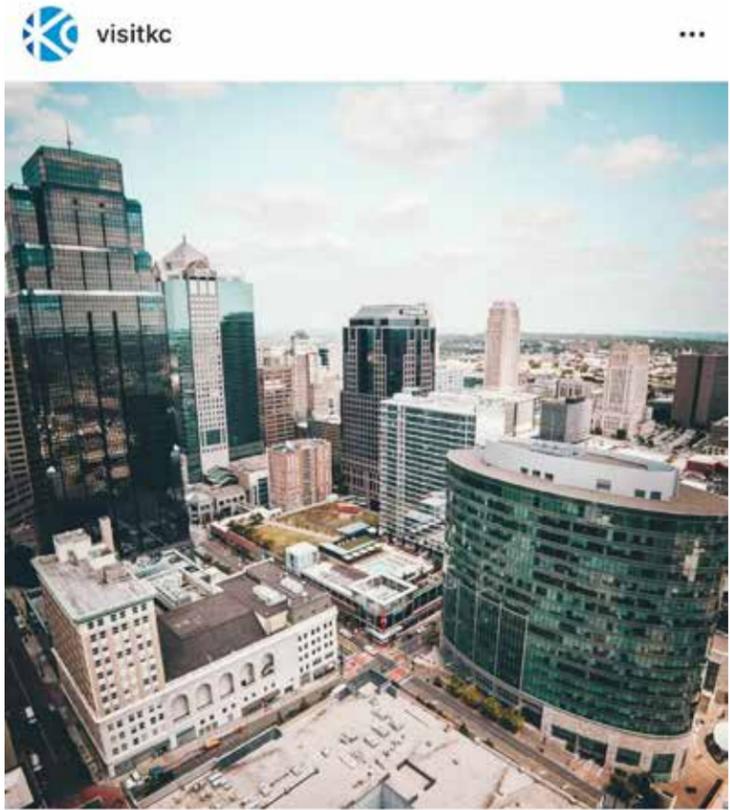
COVID-19 TRAVEL INDUSTRY RESEARCH



visitwyoming 2,423 likes
 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 #WYResponsibly @bongobars
 View all 31 comments



visitwashingtondc 780 likes
 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 🙌. @robthejedii #MyDCcool #DCtogether
 View all 6 comments
 April 2



visitkc 1,506 likes
 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.



visitcolorado 9,446 views
 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

 visitutah



Liked by madgabbert and 3,322 others

visitutah 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

 visitutah



Liked by madgabbert and 8,880 others

visitutah In this downtime, immerse your mind in the outdoors. [in bio](#) for the whole gamut of #SheTravelsUtah stories by Utah women writers. #UtahFromHome

Photo: @jason_dunn

View all 12 comments

dchart751 🤔😄

uphill_fiend 🔥🔥🔥

March 21

 visitutah



23,790 likes

visitutah 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 😊

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

March 27

 visitutah



6,393 likes

visitutah 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

COVID-19 TRAVEL INDUSTRY RESEARCH

visitutah  



31,584 likes

visitutah Now that's how you take the desert home. 🍌
#UtahFromHome

Photo: @crayonsandcainns
View all 85 comments

tnrphotography2018 Fantastic idea 🍌🍌🍌🍌🍌🍌🍌🍌🍌🍌 

soft_lesbian_baby How did you have enough patience to do this l- 

April 8

visitutah  



29,105 likes

visitutah Epic views like this might not be within reach at the moment, but that doesn't mean you have to stop marveling at them from afar. 🍌 #UtahFromHome

Photo: @morethanjustforests, #DixieNationalForest
View all 43 comments

visitescanaba Wow! Stunning! 

tywilliamgerringer I had a blast out in Utah. Golf out there sure different from the East coast. I would like to see a few more Utah golf outings in the years to come. Stay safe and healthy through Covid Utah Golf communities. Many Prayers. 

April 13

visitutah  



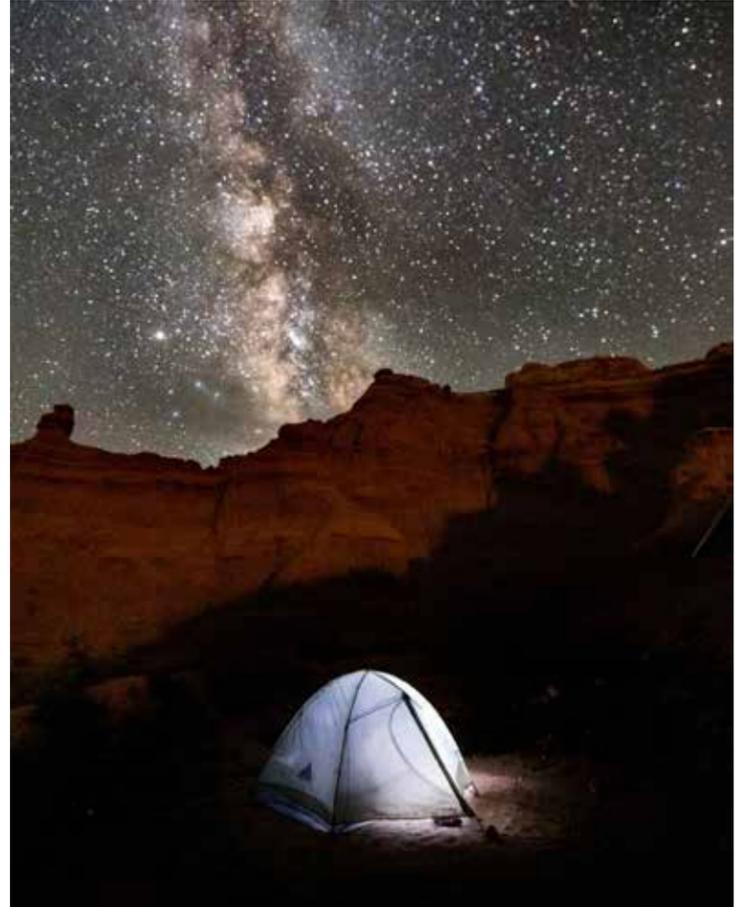
Liked by **madgabbert** and **4,765 others**

visitutah Introduce iconic backdrops, exciting culture, and fresh inspiration into your home.  in bio for a roundup of Utah's virtual adventures. #UtahFromHome

Photo: @westworldhbo in #Moab
View all 25 comments

2 days ago

visitutah  



2,950 likes

visitutah Utah's dark skies make quite the impression. Kick off #InternationalDarkSkyWeek with us by admiring the undeniable magic of #GoblinValley. ✨ #UtahFromHome

Photo: @austendiamondweddings

COVID-19 TRAVEL INDUSTRY RESEARCH



visitmaine
Camp Ellis Pier

2,014 likes

visitmaine 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 📸: @samcrtis

View all 16 comments

April 7



visitmaine
Baxter State Park

3,090 likes

visitmaine Today's virtual breath of fresh air features summit views from Baxter State Park. #MaineThing 📸: @kyleremcgregor

View all 27 comments

6 days ago



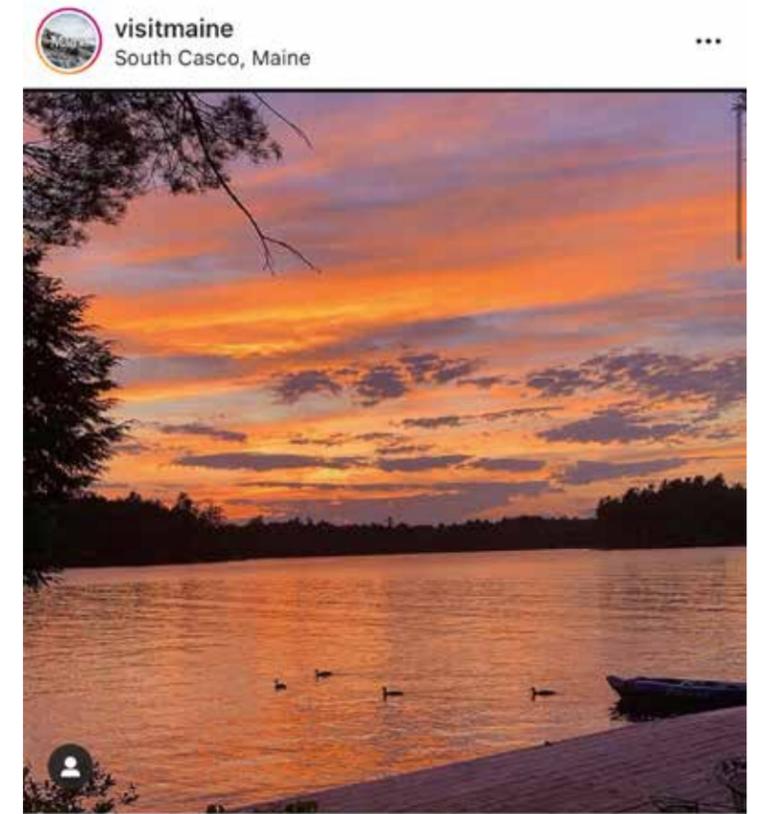
visitmaine
Maine

1,145 likes

visitmaine For our anglers, physical distancing means more time outside for fishing adventures. #MaineThing 📸: @bdoscher @rikyg_

View all 7 comments

4 days ago



visitmaine
South Casco, Maine

3,336 likes

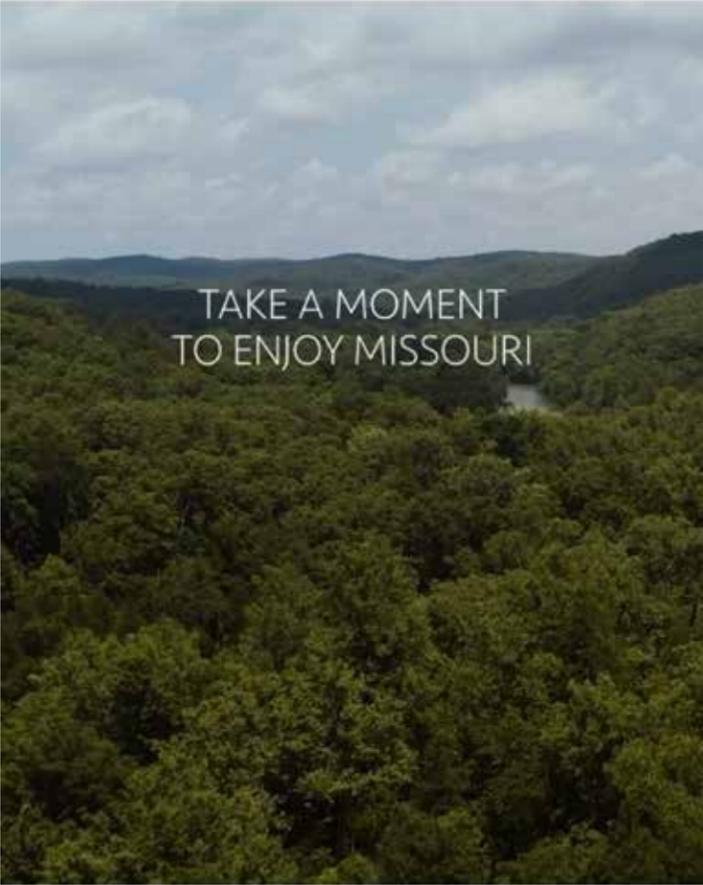
visitmaine Sunsets are good for the soul. #MaineThing 📸: @dascani_0

View all 19 comments

22 hours ago

COVID-19 TRAVEL INDUSTRY RESEARCH

 **visitmo**
Ozark National Scenic Riverways

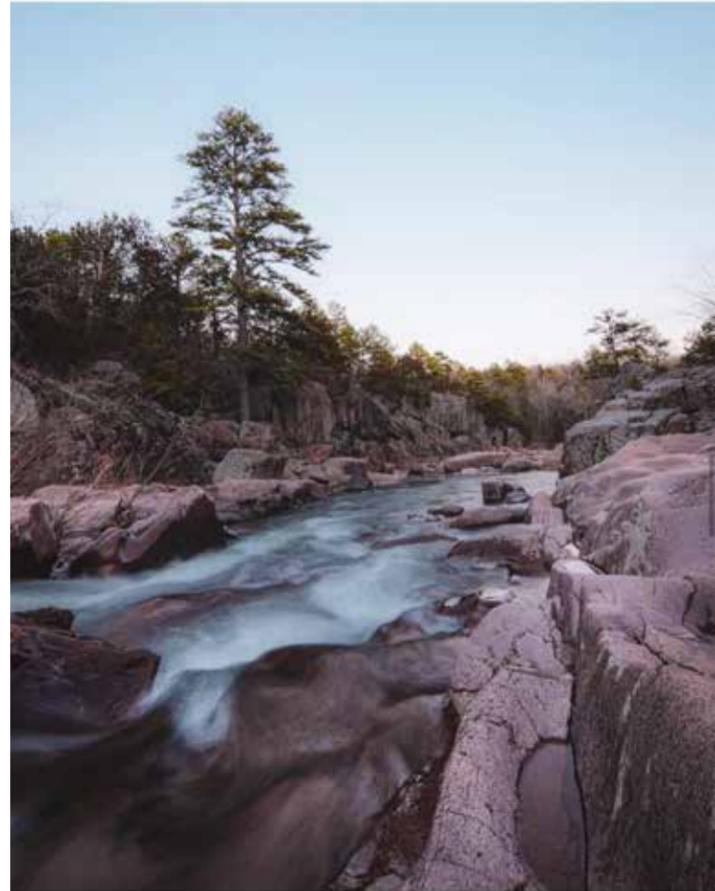


1,618 views

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 18 comments](#)

 **visitmo**
Castor River Shut Ins



508 likes

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

: @drumichael_

 **visitmo**
St. Francois State Park

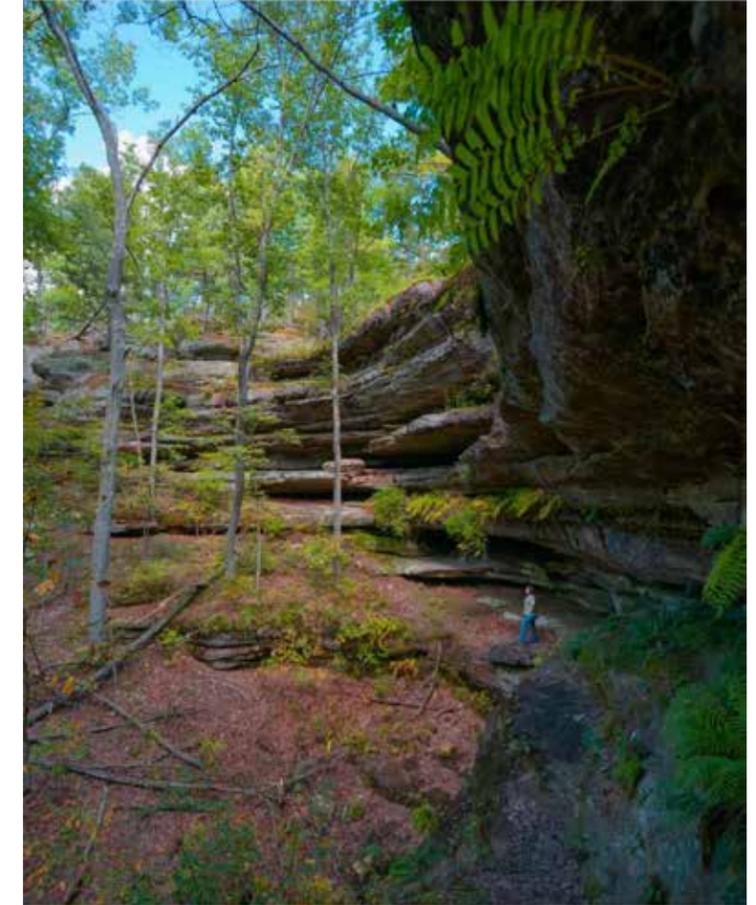


282 likes

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

: @shawgostudios

 **visitmo**
Hickory Canyons

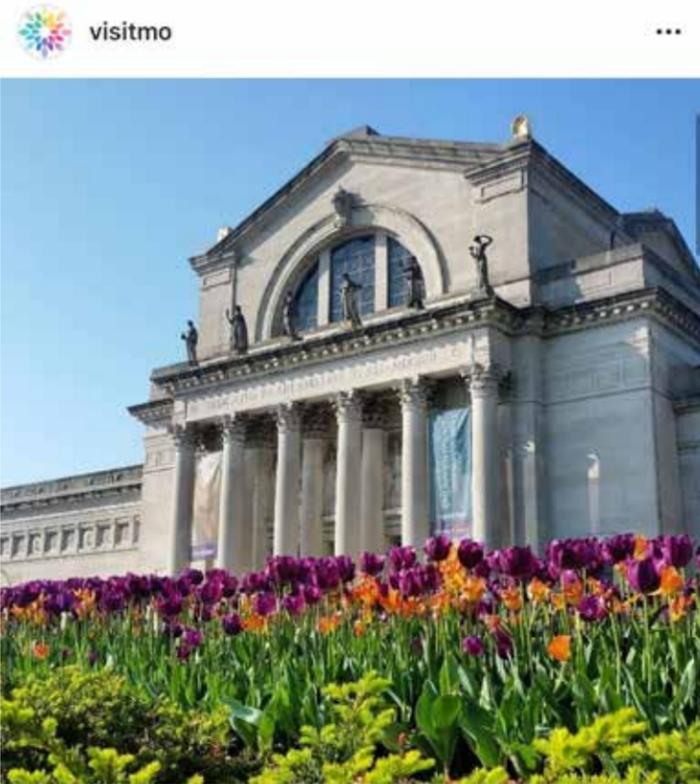


814 likes

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



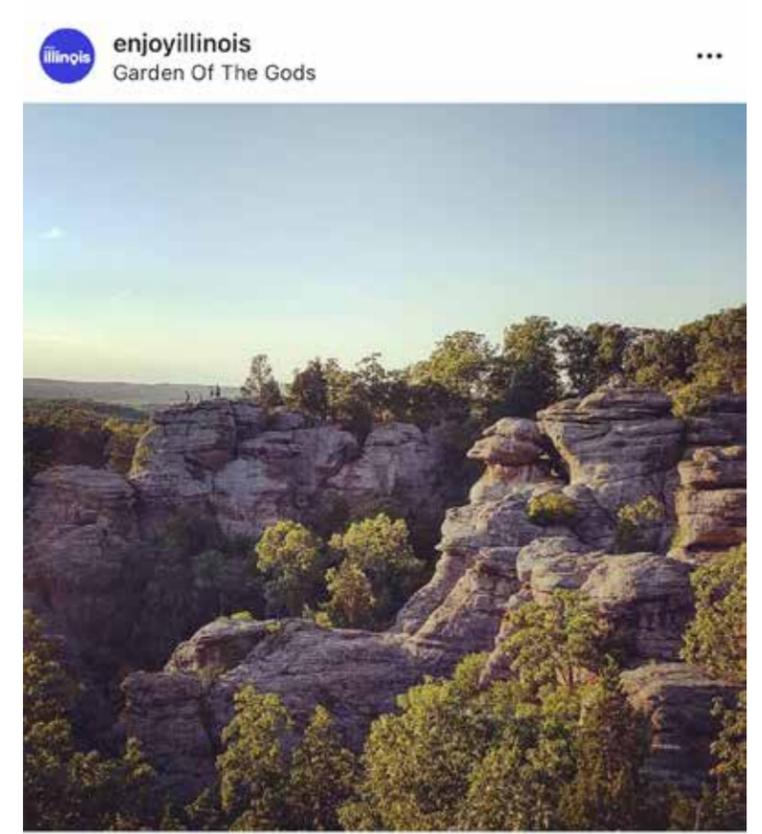
visitmo The @stlartmuseum is bringing its exhibitions to you virtually. Head over to their profile to check it out! 📺: @dogwoodchannelcat
4 days ago



visitmo Until you can visit, we're bringing the majesty of @forestparkforever to you. ❤️
Thank you @explorestlouis for this amazing footage!
View all 5 comments



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

COVID-19 TRAVEL INDUSTRY RESEARCH

enjoyillinois
Unity Temple



265 likes

enjoyillinois You can now discover the wonder of Frank Lloyd Wright's architectural designs from the comfort of your home! Click the link in our bio 📍 to get a virtual tour of the Unity Temple, a UNESCO World Heritage Site located in Oak Park. .

#EnjoyIllinois #IllinoisFLWTrail #FLWinIllinois #FLWTrail #UNESCO #WorldHeritageSite #UnityTemple #VisitOakPark

View all 9 comments

April 10

enjoyillinois
Galena, Illinois



783 likes

enjoyillinois Don't go chasing waterfalls (until it's safe to do so). Stay home and be inspired by Thunder Bay Falls instead. ☀️

#EnjoyIllinois #ThunderBayFalls #IllinoisGetaway #MidwestTravel #TripInspiration #Waterfalls #ScenicViews #AmazingPlaces #Wanderlust #StayHome #WonderfulPlaces #TravelPhotography

View all 17 comments

enjoyillinois
Merchandise Mart



403 likes

enjoyillinois #StayHome with #ARTontheMART by tuning in tomorrow, April 15 at 7pm for a Facebook livestream of past programs projected on 2.5 acres of theMART's facade. Whether this is your first time viewing or you want to rewatch your favorite projections in the safety of your home, here is your chance! To stream and for more info, visit @artonthemart on Facebook #StayHomeSaveLives #EnjoyIllinois

View all 3 comments

6 days ago

enjoyillinois
Boystown



260 likes

enjoyillinois Bringing you incredible street art, to marvel over from the comfort of your home, created by local artists @iamsamkirk, @andybmix and @santongiorgi. 🌈 . .

#EnjoyIllinois #ArtofChi #StreetMurals #ChicagoStreetArt #AmazingPlaces #Views #StreetArt #ChicagoTriptinerary #Boystown #Chicago #ChicagoHome

View 1 comment

VISUALS AND DESIGN DIRECTION

THIS IS IOWA *Visual Considerations*

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.

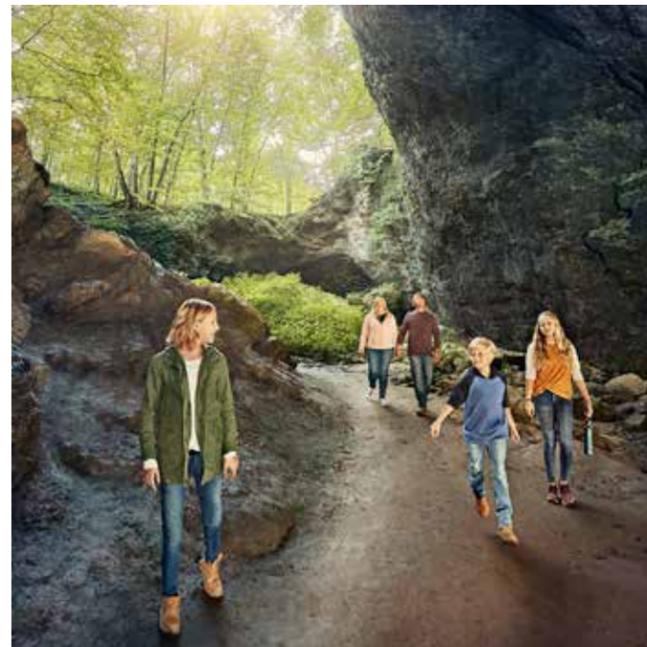
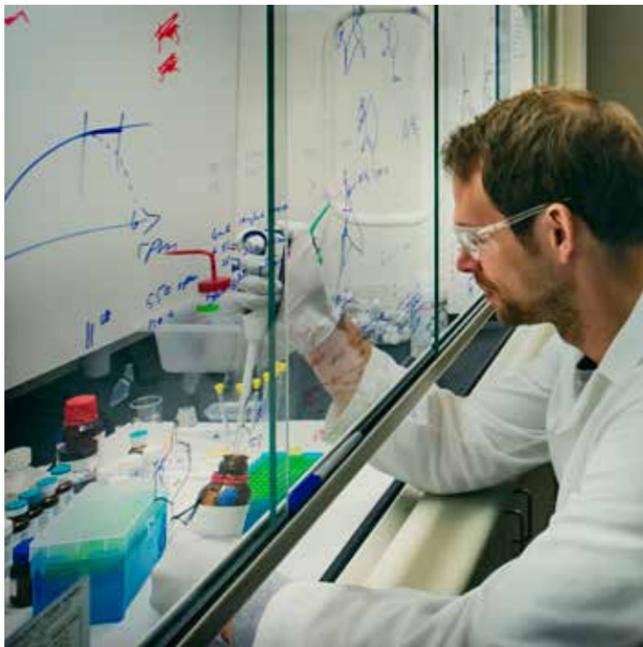
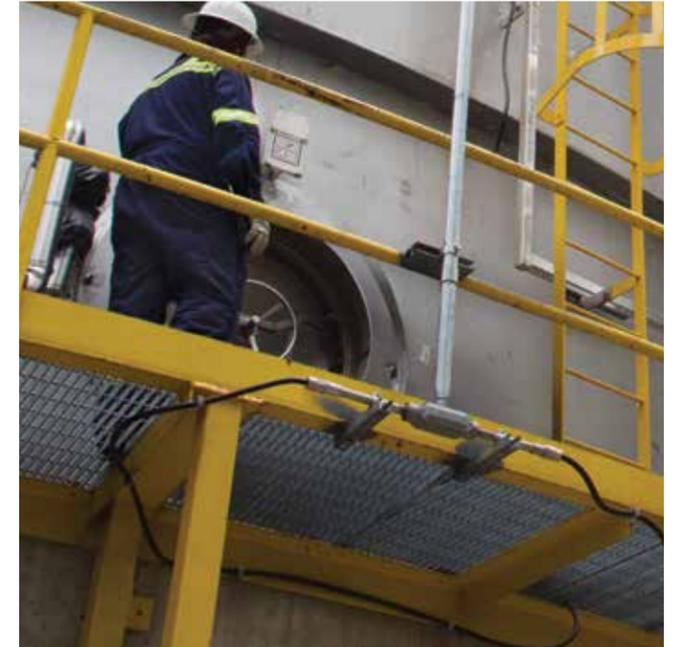
Color should be rich and warm. Not washed out. A strong directional element within the image helps to pull the viewer in and to create a better sense of movement.

We want a lifestyle focus where people in the shot are engaged with each other and not looking at camera. There should

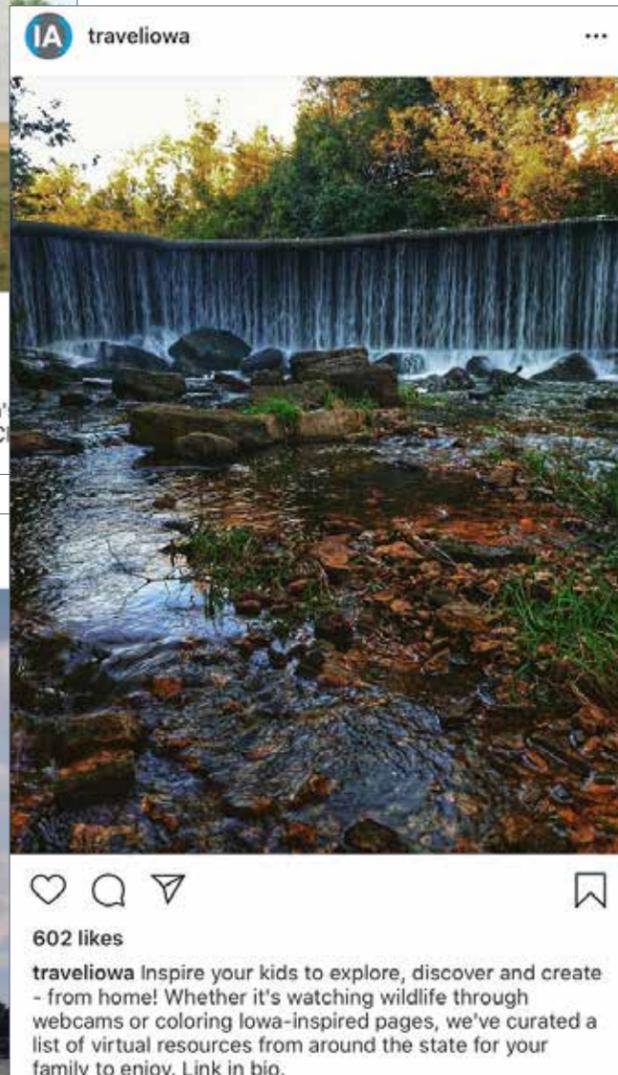
preferably be one or more subjects in the image to bring energy to the piece and help the viewer picture themselves there. While the image must have people, they do not need to be the main focal point as we prefer no close-ups, etc. During this time, images without people are appropriate as well. Also, 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*



THIS IS IOWA *Visual Samples*



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 traveliowa.com.

THIS IS IOWA / Loess Hills State Forest

IOWA

THANK YOU

