



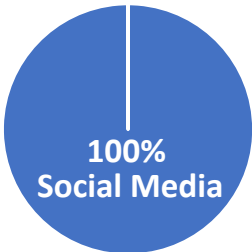
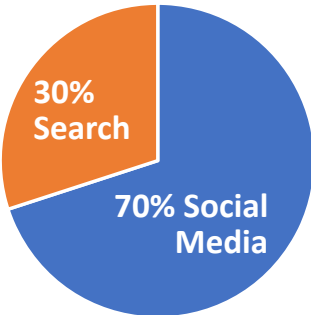
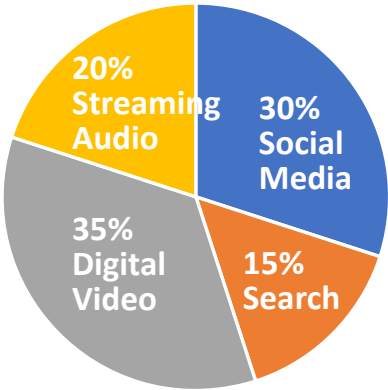
# Post-COVID Tourism Recovery Marketing Strategy

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Connecticut<sup>®</sup>

	During “Stay Home, Stay Safe” Order	Gradual Transition to Recovery	Recovery and Beyond
	While all unessential businesses remain closed and events are canceled	As order is “lifted” and tourism partners gradually gear up operations	As tourism partners all return to “new normal” and begin promoting their offerings
<b>MOTIVATION</b>	<b>SUPPORT</b> our partners who are still offering grab-and-go services and help others stay connected to consumers.	<b>ENSURE</b> people know what’s open/when and encourage them to consider visiting tourism partners as they reopen.	<b>INSPIRE</b> both residents and non-residents to consider Connecticut when they’re ready to venture out this summer — or into the fall.
<b>MARKETS/ MINDSETS</b>	Mix of in-state and out-of-state people feeling stressed, worried	Mix of in-state and out-of-state people eager to get out of the house, but still apprehensive about being in large groups	Mix of in-state and out-of-state some looking for things to do now or in the future — but not eager to travel overseas
<b>MESSAGES</b>	Here is some practical information you can use to get a meal to go (and support your local restaurants).  Here are some fun diversions to help you escape (at least virtually)!	Here’s what’s open now — and why you should make a special point to come visit now.	<b>TWO CONCURRENT MESSAGING STREAMS:</b>  For those making immediate plans: new reasons to visit Connecticut now  For those still apprehensive about going out yet: more reasons to visit Connecticut in fall

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<b>METHODS</b>	<p>Distribute COVID-appropriate content</p> <ul style="list-style-type: none"> <li>• on <b>CTvisit.com</b></li> <li>• through <b>social media</b> (Facebook)</li> <li>• through <b>PR pitches</b></li> </ul> <p>Partner with regions to continue to collect partners to include/feature in this content.</p>	<p>Work with regions to continue to collect, then distribute transition-appropriate content:</p> <ul style="list-style-type: none"> <li>• on CTvisit.com</li> <li>• through <b>social media</b> (Facebook + NEW Instagram and Snapchat)</li> <li>• through <b>PR pitches</b></li> </ul> <p>Add in:</p> <ul style="list-style-type: none"> <li>• trial of social media <b>messenger platforms</b>;</li> <li>• <b>search</b> to target “Hand Raisers.”</li> </ul>	<p>Collaborate with regions to launch <b>NEW CREATIVE PLATFORM</b> with unifying theme. Promote on CTvisit.com and</p> <ul style="list-style-type: none"> <li>• through <b>social media</b> (Facebook, Instagram, Snapchat, + NEW Pinterest)</li> <li>• through <b>PR pitches</b></li> <li>• through <b>search</b> to target “hand raisers.”</li> </ul> <p>Add in:</p> <ul style="list-style-type: none"> <li>• new <b>programmatic digital video</b>;</li> <li>• <b>streaming audio</b> on Pandora and Spotify.</li> </ul>
	 <p>A pie chart with a single blue segment representing 100% Social Media.</p>	 <p>A pie chart with two segments: a large blue segment representing 70% Social Media and a smaller orange segment representing 30% Search.</p>	 <p>A pie chart with four segments: a grey segment representing 35% Digital Video, a blue segment representing 30% Social Media, a yellow segment representing 20% Streaming Audio, and an orange segment representing 15% Search.</p>