

### **Tourism Industry Update From Bajillion Agency**

We've prepared some information to be shared with the industry regarding our recommendations for action during this time of restricted travel due to COVID-19.

#### **What does brand building look like right now?**

As an industry, we use marketing and advertising to attract visitors. So what does it look like when visitors can't come? It does not mean that your marketing efforts should stop, they just need to look a little different for a while. Here are considerations we are using to help clients navigate this unprecedented event.

#### **Publish your values and adhere to them**

Your audience is watching how you react. Make sure all communications stay true to who you are and how you want to be known. Much of the state and country are in a state of shock right now, never produce anything that preys on the insecurities of your audience!

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#### **Show your expertise**

The world is inundated with experts right now. LET HEALTH EXPERTS BE THE HEALTH EXPERTS. Direct all COVID-19 related questions and concerns to the proper authorities on the topic. People are consuming more media than ever right now and are voracious learners. Express your expertise in your subject matter. If you are a historic location, teach your audience about your history. If you are a restaurant, share a recipe from your menu and show your fans the step-by-step of how to make it. They will remember these moments and it will convert them into visitors later.

#### **Meet your audience where they are at**

People are at home and online activity has increased. Make sure your website is updated with all of the relevant information they will be looking for. Search volumes are extremely high right now. It may be a time to consider growing or starting digital advertising. Look for ways to keep your audience interested and engaged, such as virtual tours or through live events via social media. As your audience is increasingly homebound, little things—like going to get the mail—can become moments of great delight. Consider the use of direct mail to get your message out there.

### **Prepare for the resurgence**

Your first priority is to take care of yourself and the safety of your team. After that, if this slow down has afforded you some extra time, consider completing those backburner items that have been on your list. Create a marketing plan, fill out a content calendar, or build out that social media channel you haven't previously had time for. When visitors return (and they will!) you will be grateful for the time you spent in preparation, forwarding your marketing efforts.

Nobody is saying "I'm never traveling again," we are all collectively saying "I can't wait to travel again." Prepare for the travel trend that is likely to happen. Even as travelers are able to leave the house, they will still be acclimated to their new normal. While they will be excited to get out, they will be unlikely to travel great distances for a while. Be ready to accommodate local and regional audiences at first. But also realize what a tremendous opportunity this is. The individuals in our own backyard are the most likely to take our destinations for granted. This will not be the case anymore! As we help our team and our clients navigate the opportunities ahead, we would love to help you in any way possible. Even to be a sounding board for your ideas. We will get through this, but it will be a collective effort.

*Bajillion Agency*  
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