

FORUM

THINK
DESTINATION
DESTINATION



RODNEY



STEVE



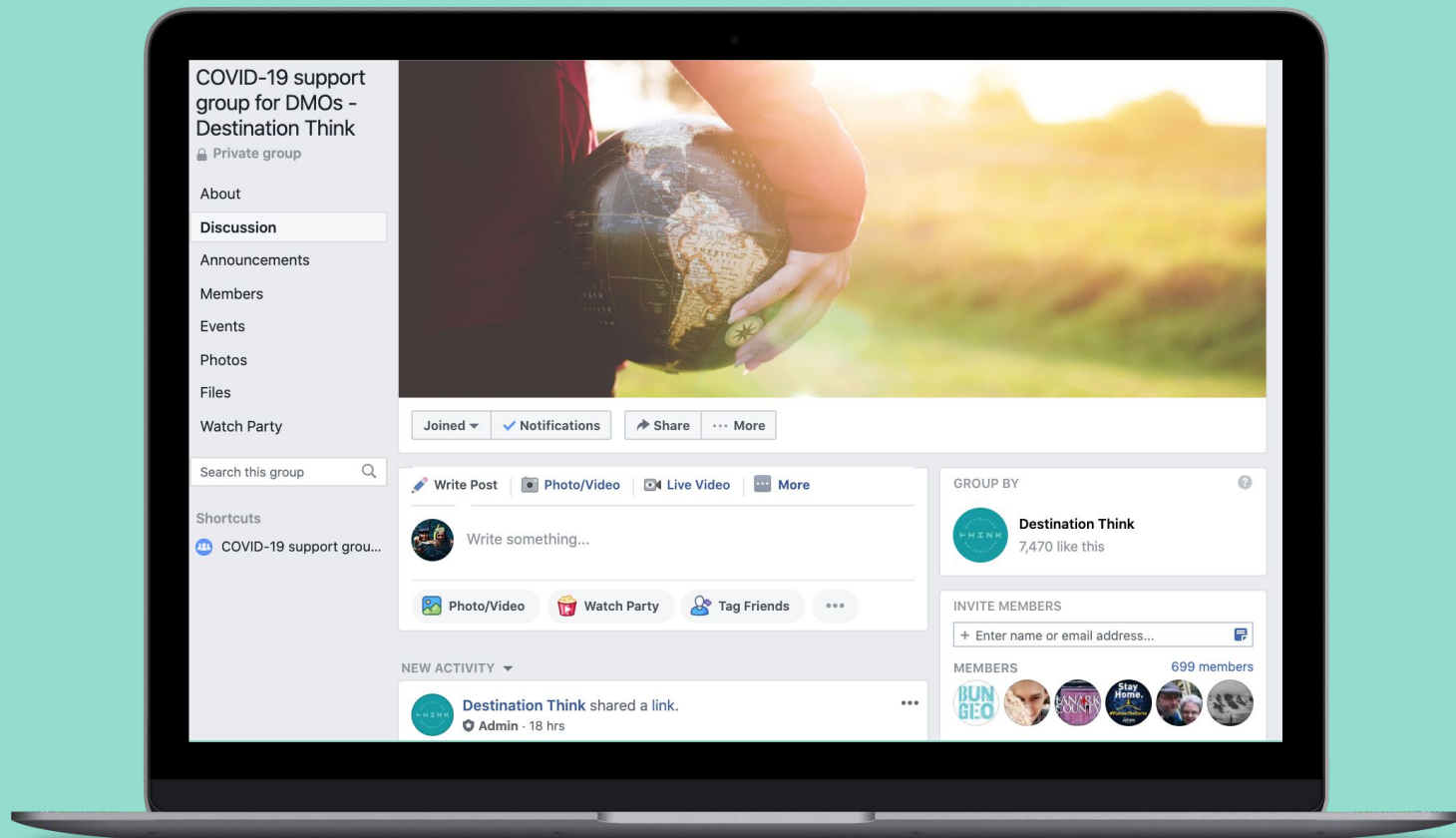
SARA



DAVID

UNCERTAIN TIMES





YESTERDAY

STRATEGY

TODAY

COMMS

TOMORROW

INDUSTRY



JOIN THE COVID-19 NETWORK

SUPPORT INITIATIVE

destinationthink.com/jointhenetwork

Tools and support you need to guide your destination through the COVID-19 pandemic.

- Weekly insights and data
- Planning resources
- Communications guidance and toolkits
- Playbooks for industry support
- And peer support groups

ASSUME NOTHING. QUESTION EVERYTHING.

QUESTION

Your audiences

How you communicate

Your tactics

How you behave

Your offering

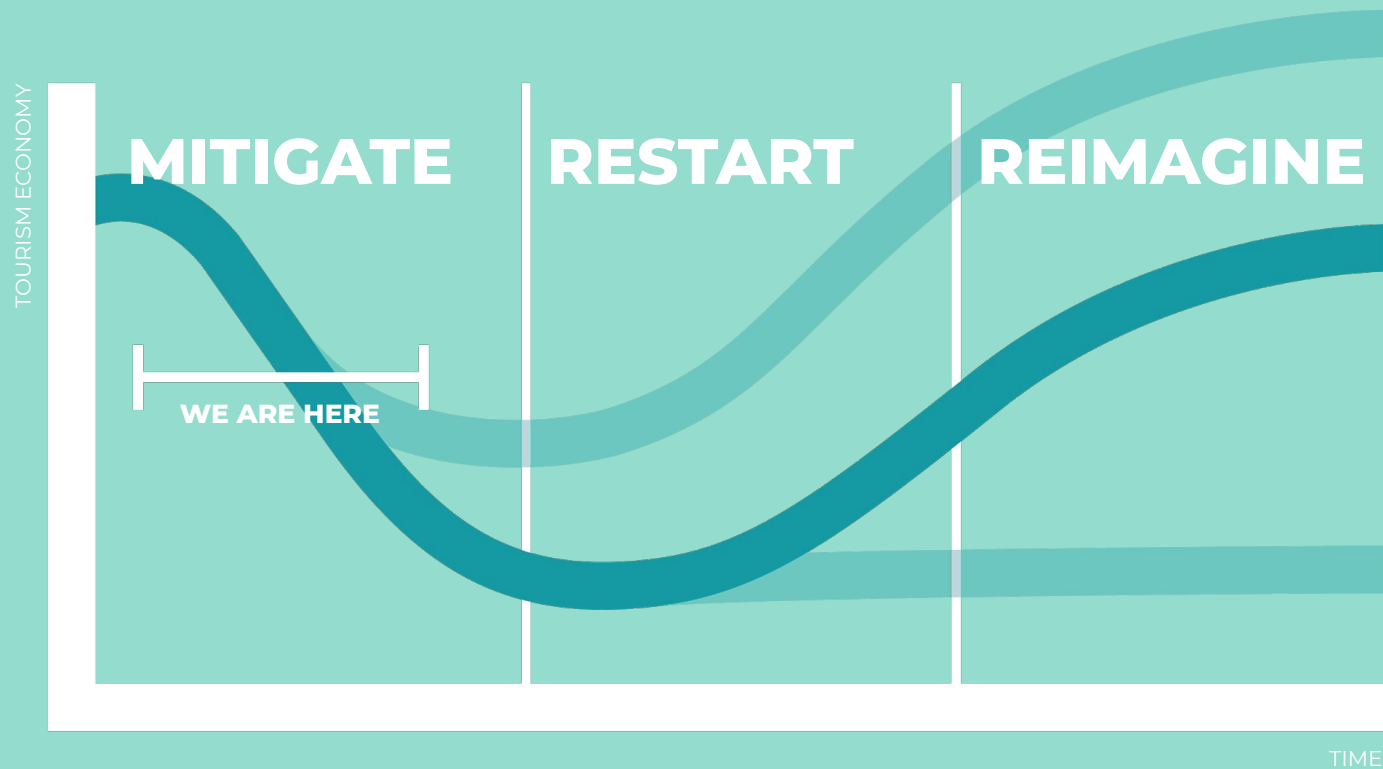
Your processes

Even your objectives

ASSUME NOTHING. QUESTION EVERYTHING.



- 1. TOP-LINE PRINCIPLES**
- 2. ANATOMY OF COMMS**
- 3. WORKING DIFFERENTLY**



A CHECKLIST IN UNCERTAIN TIMES

CHECKLIST IN UNCERTAIN TIMES

1. CONSIDER YOUR AUDIENCE

1. CONSIDER YOUR AUDIENCE

Are we considering
the emotional state
of our audience?

DESTINATION THINK COVID-19 TOOLKIT:
MITIGATE EMOTIONAL LENS

LENS						
AUDIENCE FEELING	GRIEF	DIRECTLY IMPACTED BY THE CRISIS	ANXIOUS AND UNCERTAIN <small>(Economic, general)</small>	STRESSED AND ANNOYED <small>(home day-to-day)</small>	BORED	GRATEFUL AND OPTIMISTIC

1. CONSIDER YOUR AUDIENCE

Are we overstepping
our place?
Will it be appreciated?

1. CONSIDER YOUR AUDIENCE

Are we providing
value to our audience?

1. CONSIDER YOUR AUDIENCE

Are we encouraging
unsafe behaviour?

1. CONSIDER YOUR AUDIENCE

Are we making
assumptions about
our audience's current
access to resources?

1. CONSIDER YOUR AUDIENCE

Are we considering the emotional state of our audience?

Are we overstepping our place? Will it be appreciated?

Are we providing value to our audience?

Are we encouraging unsafe behaviour?

Are we making assumptions on our audience's current access to resources?

CHECKLIST IN UNCERTAIN TIMES

1. CONSIDER YOUR AUDIENCE

DOES BRAND HAVE A PLACE IN UNCERTAIN TIMES?

"A brand is a living entity –
and it is enriched or
undermined cumulatively
over time, the product of a
thousand small gestures."

Michael Eisner, ex-CEO Disney



“Using your expertise or brand capital to help during a crisis is not about commercial advantage or profit. It is about doing the right thing for society and showing a company’s true values and citizenship.”

David Ogilvy

BRAND

LOVE

A black and white portrait of Jeff Bezos, CEO of Amazon. He is shown from the chest up, wearing a dark tuxedo jacket over a white shirt and a dark bow tie. He has a slight smile and is looking off-camera to the right. The background is dark and out of focus.

“Your brand is what
other people say about
you when you’re not
in the room.”

Jeff Bezos, CEO Amazon

**DESTINATIONS CAN BEHAVE
IN A RANGE OF WAYS THAT WILL
EARN BRAND LOVE**

BEING A RESPONSIBLE CITIZEN



BEING A MOTIVATIONAL CITIZEN



Flower Council of Holland



PORTUGAL

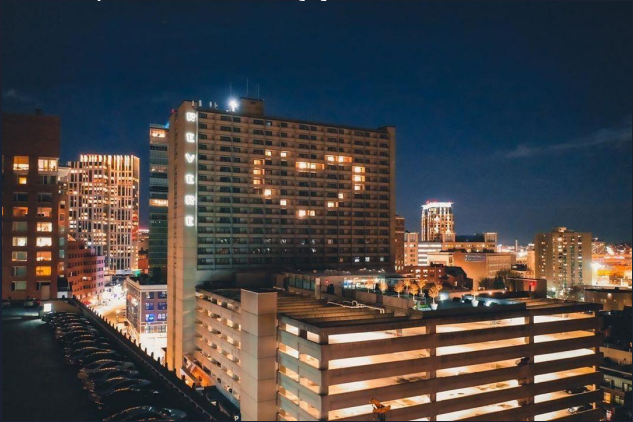
Coronavirus: Portugal grants temporary citizenship rights to migrants

COMMENTS

By Euronews • last updated: 29/03/2020



A man rides his motorbike in Lisbon - Copyright AP



**BEING THE CITIZEN THAT CITIZENS
NEED AT THIS EXACT MOMENT**

BEING THE CITIZEN THAT CITIZENS NEED AT THIS EXACT MOMENT.

CAMPBELL RIVER



CREATIVE STRATEGY

Support local needs right now. Unite the community, give them a little of what they are missing back.

Support Industry where possible.

Do it in a way that shows a genuine side of ourselves so onlookers get a real feel for the place.

A scenic photograph of a beach at sunset. In the foreground, a large, bright bonfire burns on a dark rock. The middle ground shows the ocean with waves and several large, dark rocks. The background features a dark, silhouetted cliff under a sky with orange and yellow clouds from the setting sun.

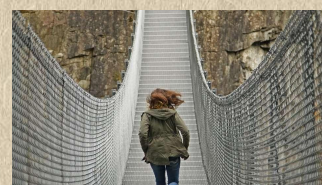
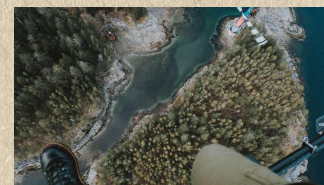
LOCKDOWN SHOWDOWN

SHOW 'EM WHAT WE GOT CAMPBELL RIVER 

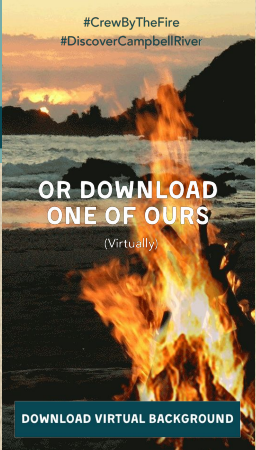
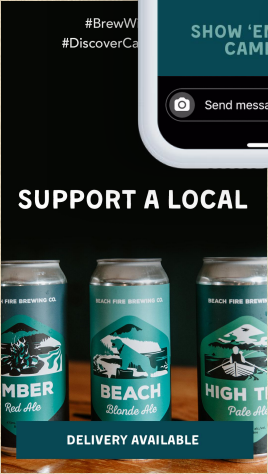
BEING THE CITIZEN THAT CITIZENS NEED AT THIS EXACT MOMENT.

SCRIPT: RALLYING THE RIVER

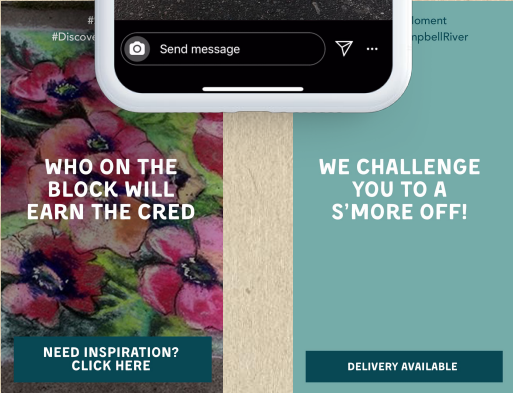
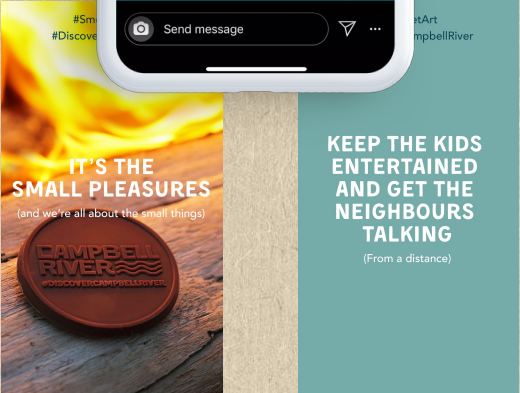
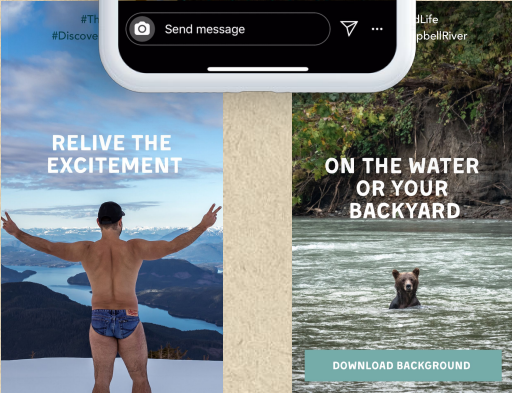
SUPER: Made from isolation in an uncertain world
There's plenty we know for sure here in the river
This place is real
Real beauty
Real nature
Full of real people
People willing to stand up and get in there
Get their hands dirty
(and give 'em a good wash right after of course)
It's where people know when to look out for each other
And when it's a good idea to keep their distance
A real place full of real people
where it doesn't matter how far you go
Or how long it's been
we always pick up, right where we left off.
Because even if everything changes
We know one thing never will
We're better together
Even if it is from a social distance.
So come on, we got this Campbell River



BEING THE CITIZEN THAT CITIZENS NEED AT THIS EXACT MOMENT.



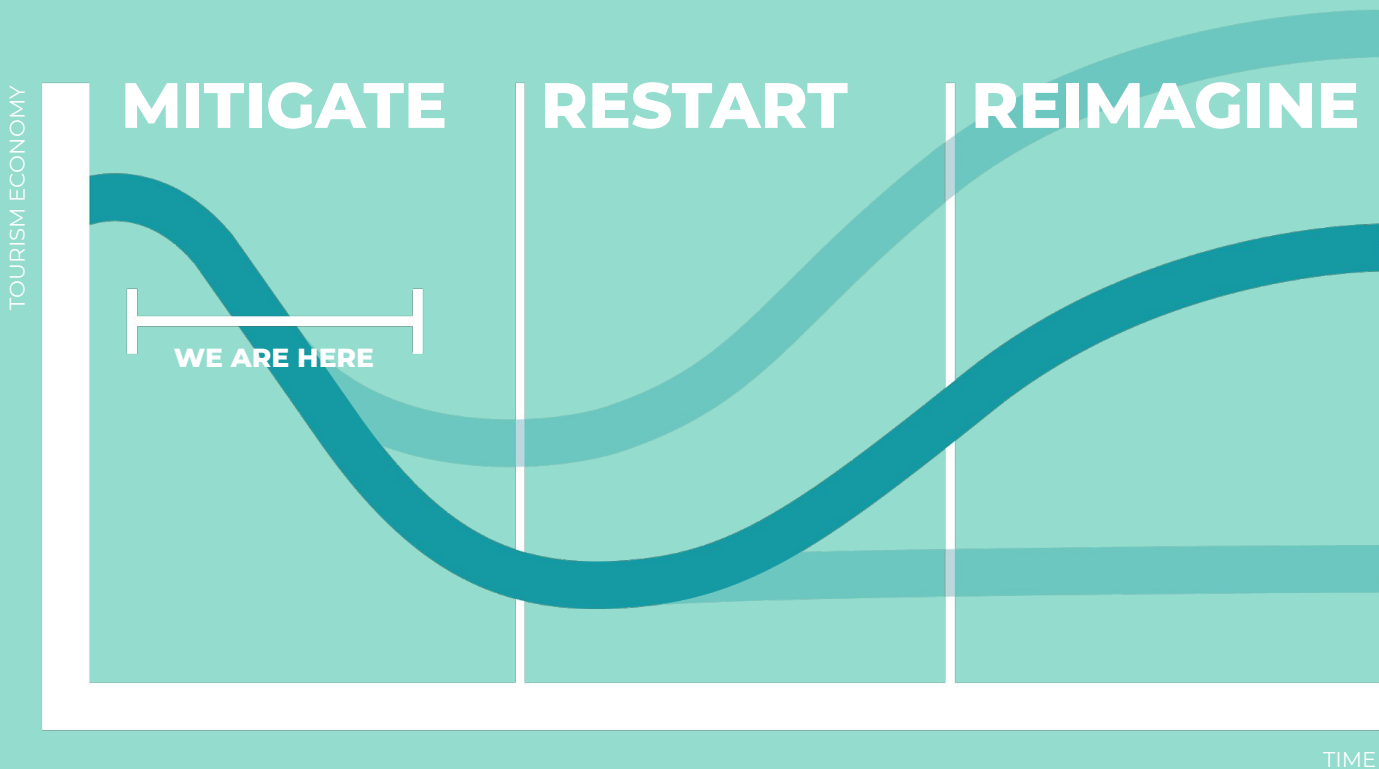
BEING THE CITIZEN THAT CITIZENS NEED AT THIS EXACT MOMENT.



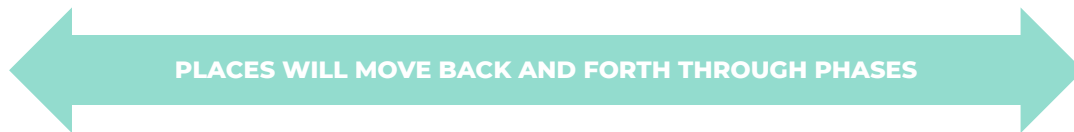
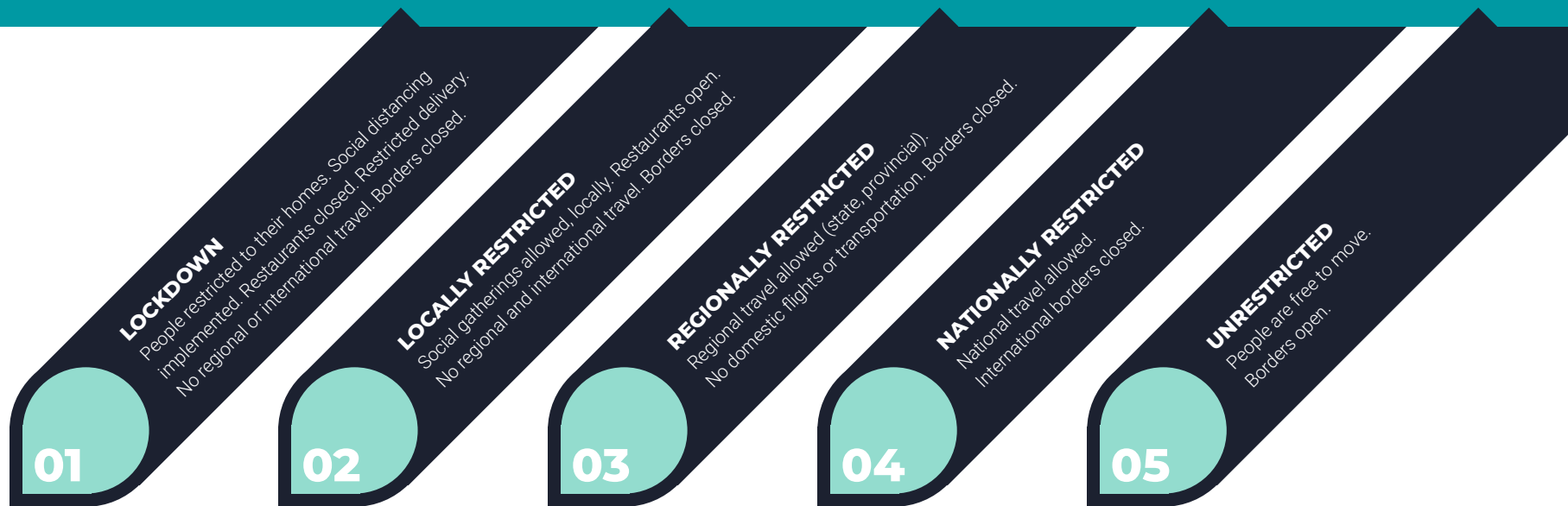
FOCUS ON THE VALUES THAT DEFINE YOUR DESTINATION BRAND

You can't tell people to believe your values.
It's what we have wrestled with for years.
You need to prove to them they are true.
Be human.

HOW YOU RESPOND WILL REFLECT YOUR BRAND



HOW YOU RESPOND WILL REFLECT YOUR BRAND



ANATOMY OF COMMS IN UNCERTAIN TIMES

01

LOCKDOWN

People restricted to their homes. Social distancing implemented. Restaurants closed. Restricted delivery. No regional or international travel. Borders closed.

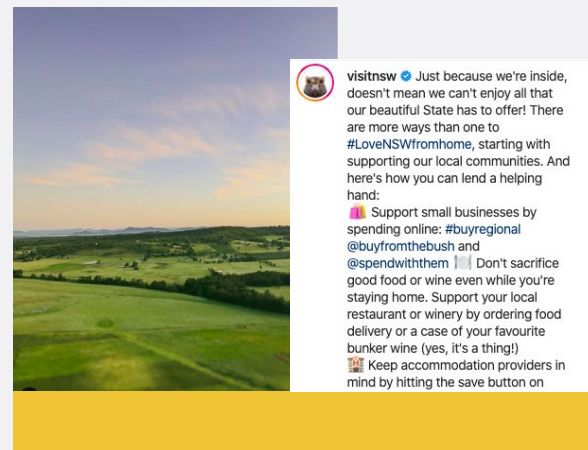
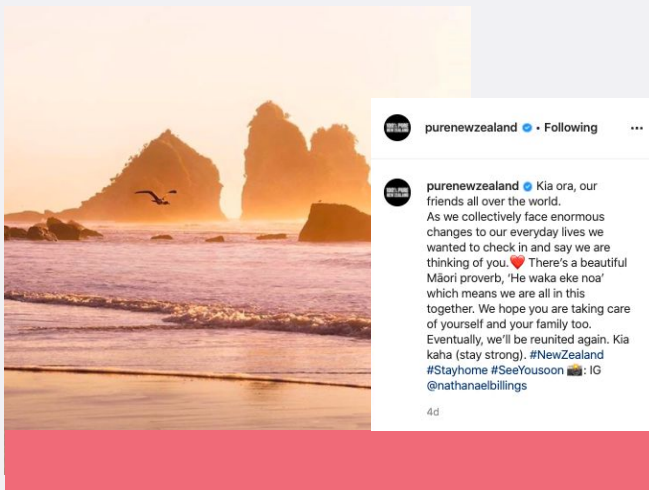
02

LOCALLY RESTRICTED

Social gatherings allowed, locally. Restaurants open. No regional and international travel. Borders closed.

DESTINATION THINK COVID-19 TOOLKIT:
MITIGATE EMOTIONAL LENS (DRAFT ONLY)

LENS						
AUDIENCE FEELING	GRIEF	DIRECTLY IMPACTED BY THE CRISIS	ANXIOUS AND UNCERTAIN (Economic, general)	STRESSED AND ANNOYED (home day-to-day)	BORED	GRATEFUL AND OPTIMISTIC
HOW TO REACT	<p>Respect audience's space.</p> <p>No levity / boredom content.</p> <p>If you don't have something valuable to say, don't say it at all.</p>	<p>Respect audience's space.</p> <p>Be aware people aren't thinking about travel.</p> <p>Not a time to be flippant and fun with content.</p> <p>If you don't have something valuable to say, don't say it at all.</p>	<p>Be sympathetic.</p> <p>Messages that speak to hope.</p> <p>Be helpful.</p> <p>Be direct.</p> <p>Some levity is ok, but be cautious.</p>	<p>Be helpful.</p> <p>Be motivational.</p> <p>Weaving some levity is ok.</p> <p>Be a champion of positivity.</p> <p>Gather people.</p> <p>Cautiously look beyond the short-term.</p>	<p>Be helpful.</p> <p>Be inspirational.</p> <p>OK to encourage thinking about the future, including travel.</p> <p>Reflection.</p> <p>Entertain them.</p>	<p>Be kind, patient, and welcoming.</p> <p>Focus on Reflection.</p> <p>Motivational and Inspirational.</p> <p>Proud of each other and offline community.</p>



TONE

Helpful, not excited.

Calm, but optimistic.

Human.

All in this together.

Taking it day by day.

Supportive.

01

TONE
LOCKDOWN

Helpful, not excited.

Calm, but optimistic.

Human.

All in this together.

Taking it day by day.

Supportive.

02

LOCALLY RESTRICTED

Grateful, looking toward future.


Cautiously optimistic, but still not eager.


All in this together.

Reflective.

Supportive.



 **intrepidtravel** • Follow ...

 **intrepidtravel** • We want to take a moment to express our gratitude for your support in a time of great uncertainty. Over the past few weeks we have found ourselves in uncharted territory, and your empathy and understanding are appreciated now more than ever.

Right now, we must physically distance ourselves for the good of one another. But rest assured the world is waiting, and we will go back to exploring it when it is safe to do so.



 **travelalberta** • Following ...

 **travelalberta** • If the Canadian Badlands in Alberta waited 75 million years to get to where they are today, we can do our part to stop the spread by staying at home for a little bit longer. The good news is that staying home means keeping yourself, your loved ones and your community healthy!

Health now. Travel later. #StayHome

   Liked by **exploreedmonton** and **3,969 others**

7 HOURS AGO

REMEMBER THE BASICS.

SOCIAL MEDIA IS ABOUT COMMUNITY.

If you're not running paid, you're probably depending a lot on organic social. That means switching mindset from "pushing" messages to facilitating conversation.

INITIATIVES & CONTENT **FOR LOCALS**

Be transparent and direct about news.

Encourage supporting local business through available options like takeout and delivery.

Lean on your locals to share content that can drive local pride, or provide perspectives to share with potential visitors.

Activate locals in a way that they can support you in the future.

Champion those doing good.

01

INITIATIVES & CONTENT FOR LOCALS LOCKDOWN

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02

LOCALLY RESTRICTED

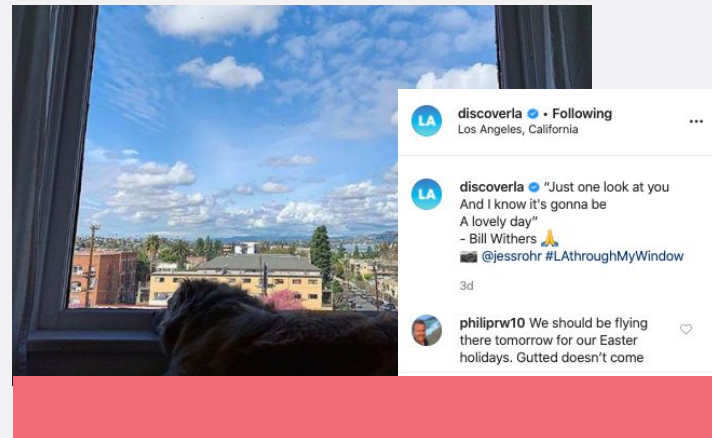
Be transparent about news, informative about how to keep communities safe while travelling.

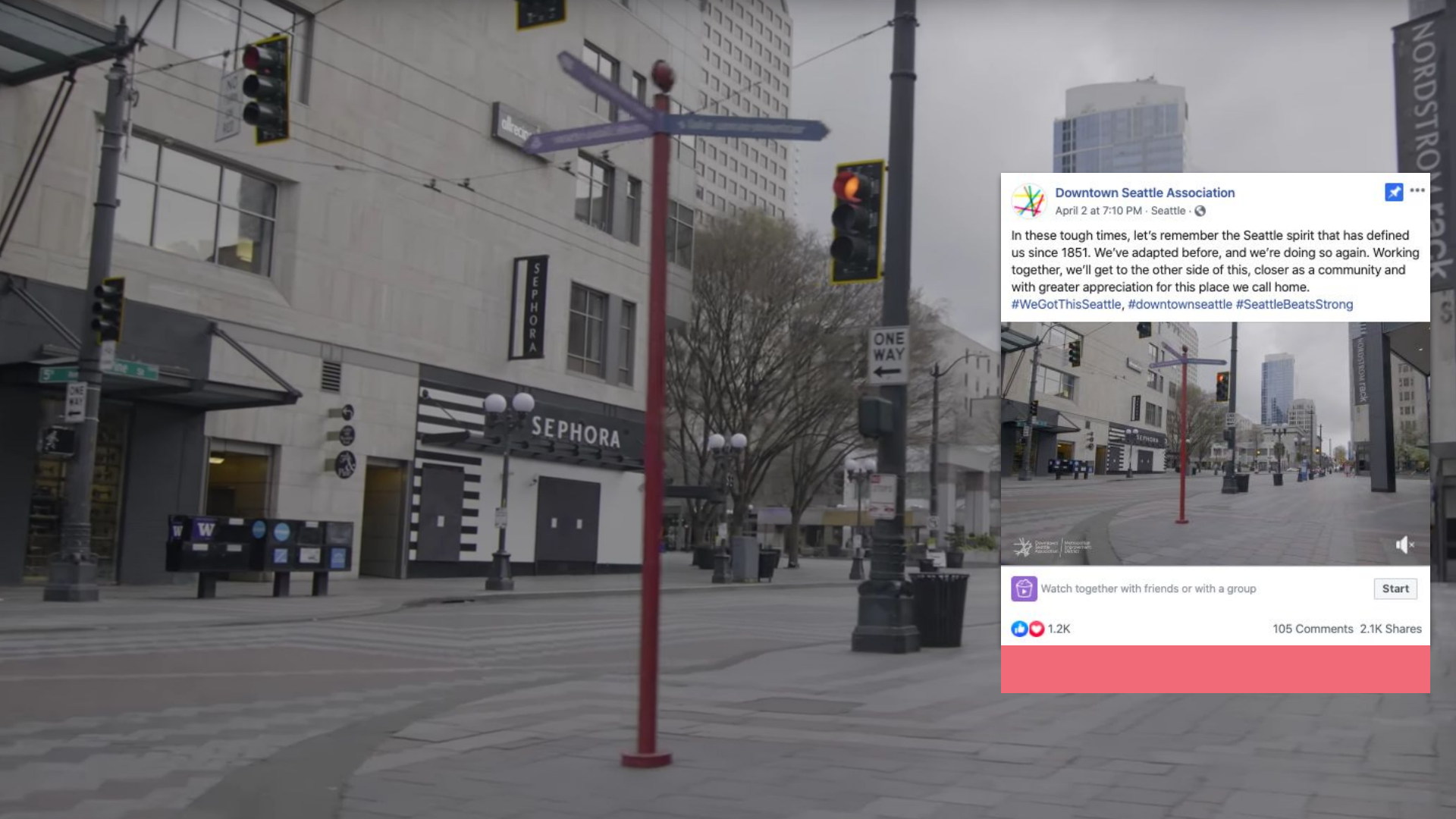
Encourage locals to support the community through travelling locally when safe: day trips and weekend trips, depending on the size of destination and the state of the pandemic.

Rally local pride: residents supporting residents.

Still use locals as a way to explore place on outsiders' behalf.

Champion those doing good.





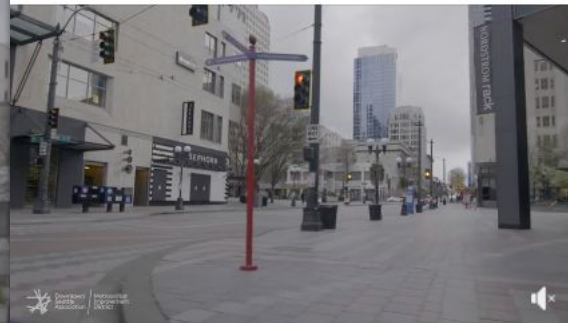
Downtown Seattle Association



April 2 at 7:10 PM · Seattle · 🌐

In these tough times, let's remember the Seattle spirit that has defined us since 1851. We've adapted before, and we're doing so again. Working together, we'll get to the other side of this, closer as a community and with greater appreciation for this place we call home.

[#WeGotThisSeattle](#), [#downtownseattle](#) [#SeattleBeatsStrong](#)



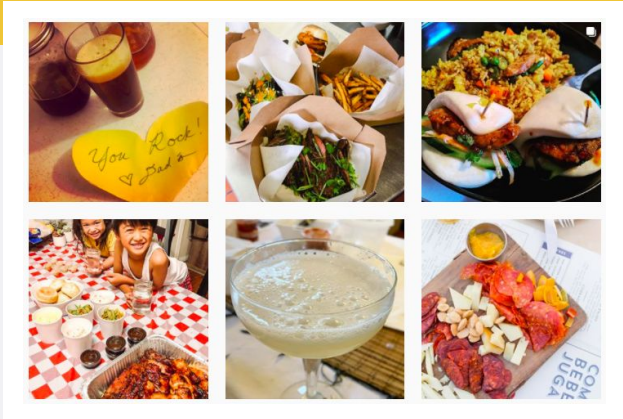
Watch together with friends or with a group

Start

👍❤️ 1.2K

105 Comments 2.1K Shares

HOW CAN YOUR MESSAGES HELP LOCALS & BUSINESSES NOW?



INITIATIVES & CONTENT **FOR ADVOCATES**

Be transparent and direct with news
and travel updates.

Encourage them to share memories of
past travel.

Deep dives into storytelling as a
distraction from the news.

Encourage support of small biz from afar.



01

INITIATIVES & CONTENT FOR ADVOCATES
LOCKDOWN

Be transparent and direct with news and travel updates.

Encourage them to share memories of past travel.

Deep dives into storytelling as a distraction from the news.

Encourage support of small biz from afar.



02

LOCALLY RESTRICTED

Transparent, informative about news and travel updates.

Dive deeper into their stories and recommendations of past travels.

Encourage support of local biz from afar- especially as more might be open.



Disneyland
 March 25 at 1:13 PM · 🌐

Watch the Dapper Dans in a first-of-its-kind performance use their [#VoicesFromHome](#) to share a touch of Disney magic! Vote for what they sing next on the [Disney Parks Blog](#). [#DisneyCastLife](#)






DISNEYLAND.COM


Dapper Dans Share Disney Magic, Take Requests

Learn More



 Kathleen Middleton and 10K others

 1.3K Comments
  5.4K Shares




Lord Howe Island Tourism
 April 5 at 4:29 PM · 🌐

The first 2 weeks seem to have flown. Everyone seems to have adjusted to new isolation guidelines for life on Lord Howe at the moment.

People often wonder how we get food, supplies and mail to the island.

This is the "Island Trader". She is in again, so everyone will have some fresh supplies. It will now be 3 weeks between voyages, our next ship which will arrive 25 April.... [See More](#)








The mail is delivered to the Post Office in crates via forklift. It is then sorted into individual, family or workplace piles so people can then come and collect their boxes.



This is the Sia family sorting the ship mail, it's a BIG job.

Thanks Stevie, Janet, young Stevie & Seb.

We all appreciate the great job you do and always with a smile.



 512

 48 Comments
  33 Shares



gohawaii • Following

gohawaii Our hearts go out to our ohana, near and far. You are all part of our family, and until we can share our home again, we'll be sharing love and aloha. @andrewtran

5h

gohawaii #hawaii #visionsofhawaii #hawaiilife #hawaii #hawaiiisbestphotos #hawaiinstagram #hawaiianislands

5h 2 likes Reply

jmsparrow can't wait to come back soooooo soon!

4h 1 like Reply

Liked by warnerscorner and 9,711 others

5 HOURS AGO

American Airlines

5 hrs · 🌐

This #WorldHealthDay, meet Scott — a nurse from Arizona. He hugged his wife and six kids at Phoenix Sky Harbor International Airport before boarding a flight to Boston, where he'll join a COVID-19 rapid response team. Thank you to Scott and all medical workers who volunteer where it's most needed. And thank you to the families that support them. We see many heroes in this photo.

AMERICAN

112 Comments 119 Shares

Like Comment Share

Californianow

News Trip Ideas Destinations Videos Visitcalifornia.com

Courtesy of Grogg's Creamery

NEWS · ENTERTAINMENT · GILROY · SAN LUIS OBISPO · SANTA MARIA · FRESNO · GREATER PALM SPRINGS · TRUCKEE · TEMECULA · LOS ANGELES · MENDOCINO · HUNTINGTON BEACH · LA JOLLA · SAN DIEGO · MARIN COUNTY · SAN FRANCISCO · SONOMA COUNTY · SISKIYOU COUNTY

Bring California Sunshine to Your Front Door

Order some world-class olive oil, coffee, craft beer—and maybe even some soap made from craft beer

Posted March 26

By Katrina Hunt

f t i y

Bronx Zoo

April 2 at 7:08 AM · 🌐

Yesterday, 250 ambulances from around the country arrived to help NYC during the COVID-19 crisis and are currently staged in our parking lot. We're extremely proud and happy to help in this effort and provide a base for this critical operation. #hcwshoutout

170 Comments 911 Shares 65K Views

INITIATIVES & CONTENT **FOR FIRST-TIME VISITORS**

REMEMBER THE CHECKLIST. *ESPECIALLY HERE.*

Visitor at the core - everything you make is for them,
not you.



clareinoz • Following



clareinoz When this is all over, where are your top spots to go?? I have a lot of course but my top spots include: Gross Morne National Park, Banff National Park, Prague and Croatia.

3d



amberstorie • Following
Buddha-Bar Beach Santorini



amberstorie If only I could transport myself back to those Santorini Sunsets, complete with an Aperol Spritz in hand. 🍷

When all of this is over, where's the first place you'll be travelling to? ➡️

For me, it'll most likely be back home to Canada. But if we're dreaming, I'd love to go to Bali, Sri Lanka or New Zealand, which was actually our plan for 2020, before the world shut down. 🌍

Ok, your turn! Where are you dreaming of going to? 🍷



curbfreecoreylee • Following
Vik



curbfreecoreylee Currently, this might not be the best time to travel, BUT we can plan and dream of future travel possibilities, right? We need something to do while self-isolating/quarantining! 🙌 So, what places are you dreaming of or planning trips to? This photo was from Iceland last summer and it's a destination that I'm always dreaming of. I have been twice with @iceland_unlimited and would love to go again! 🇮🇸 📸

3w



curbfreecoreylee #vikiceland
#icelandtravel #icelandtrip
#icelandscapes



Liked by hownottotravellikeabasicbitch and 300 others

MARCH 13

Be transparent and direct with news and travel updates.

Provide breaks from the news with live looks from your destination.

Educate travellers with “virtual visits” that are available (museums, wildlife, or live streams).

Share positive stories from your destination.

“Travel later” messages are ok, but be cautious they aren’t risking being repetitive or insensitive.

01

INITIATIVES & CONTENT FOR FIRST-TIME VISITORS LOCKDOWN

Be transparent and direct with news and travel updates.

Provide breaks from the news with live looks from your destination.

Educate travellers with “virtual visits” that are available (museums, wildlife, or live streams).

Share positive stories from your destination.

“Travel later” messages are ok, but be cautious they aren’t risking being repetitive or insensitive.

02

LOCALLY RESTRICTED

Be transparent and direct with news and travel updates.

Still don’t actively encourage travelling to the area.

A gentle hint toward travel planning or forward-thinking about where and how to travel is ok

Glimpses/ live looks with more of a future-focused view.

Deeper dives into education about your place.

Educate on how to be a better traveller in a more grateful world.


Visit Norway
 March 23 at 9:21 AM · 🌐

Visit Norway from home 🇳🇴 Here are the best ideas for how you can visit Norway, wherever you are! #dreamnowvisitalater
 Read more at <http://bit.ly/VisitNorwayFromHome>




The Norwegian cabin is known as the **hytte**.

 Watch together with friends or with a group

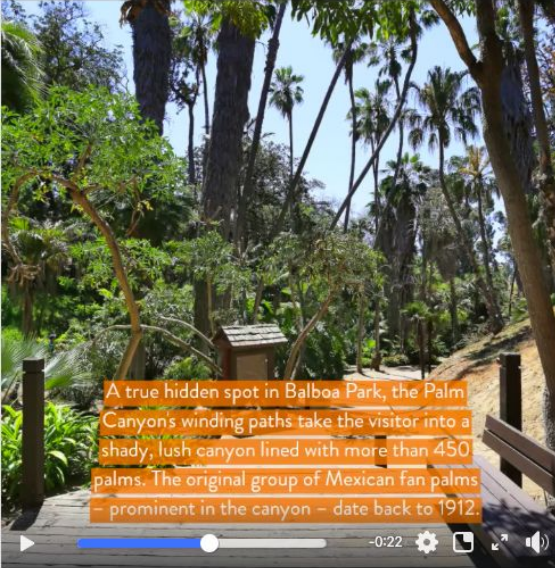
Start

  192


6 Comments 56 Shares


Visit San Diego
 April 2 at 1:45 PM · 🌐





Virtually stroll through 7 gorgeous gardens in Balboa Park. After the tour, let us know which garden you hope to explore in the future.





A true hidden spot in Balboa Park, the Palm Canyon's winding paths take the visitor into a shady, lush canyon lined with more than 450 palms. The original group of Mexican fan palms – prominent in the canyon – date back to 1912.



-0:22

  921

94 Comments 276 Shares



RoozenGaarde

April 2 at 1:55 PM · 🌐

A sunset stroll through our tulip field.

Our fields may be closed for the spring, but we're still looking to share some smiles. Today's challenge is to correctly name the tulip varieties seen in this video. First follower to correctly guess all four will be sent a box of our farm fresh Skagit Valley blooms!!

Take your best guess. And then tag your fiends and have them take a guess too!

If you don't have the time to watch all the way through, check at each minute mark for a close up each of the four varieties.



Watch together with friends or with a group

Start



1.2K

162 Comments 748 Shares



Monterey Bay Aquarium was live.

12 hrs · 🌐

Hey everyone! Today we're running a special fundraising Jelly Cam for the animals at the Aquarium.

Many of you have asked how you can support the Aquarium during this difficult time. We're so humbled by the outpouring of affection and support you have shown for us and the animals. Your kind comments have buoyed our spirits as we continue to provide the best possible care to our animals and to ensure the Aquarium is ready to welcome you back.

The reality is that being closed has a significant financial impact and we can't continue our work without your help. If you're able to, making a donation on this post will help us continue our mission while we're closed.

Your gift will be put to work immediately to help us pay for the ongoing care of our animals and maintenance of the Aquarium.

In these uncertain times, we're so grateful for each and every one of you, and we promise we'll do our best to keep you connected to the ocean, to our animals and to each other. With that, please enjoy the Jelly Cam ❤️



CONTENT OF VALUE:

School lessons, art lessons,
photography, recipes (etc)

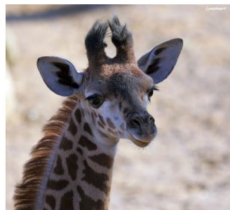


[Groups](#)[Donate](#)[Membership](#)

Cincinnati Zoo & Botanical Garden®

[TICKETS](#)[PLAN YOUR VISIT](#)[EVENTS](#)[ANIMALS](#)[SAVING WILDLIFE](#)[EDUCATION](#)[GARDENS](#)[SUPPORT](#)

Home Safari Resources



While the Cincinnati Zoo is closed and kids are home from school, let us help make your children's hiatus from school fun and educational.

Join us for a [Home Safari Facebook Live](#) each day at 3pm EDT where we will highlight one of our amazing animals and include an activity you can do from home.

Don't have access to social media? No worries! All videos will be posted to this webpage and to our [YouTube channel](#) shortly after the Facebook Live ends.

If you're enjoying these Home Safaris, please consider making a small donation. We rely on ticket revenue, so being closed has a big impact on Zoo operations. Your support makes a difference now more than ever. Thank you!

[Donate](#)

HEADING INTO RESTART

ASK YOURSELF

Which sort of traveller will you want to attract back? Write content that inspires the ideal visitor, not the random.

ASK YOURSELF

What would you like the world to know about your home if they had never heard of it before?

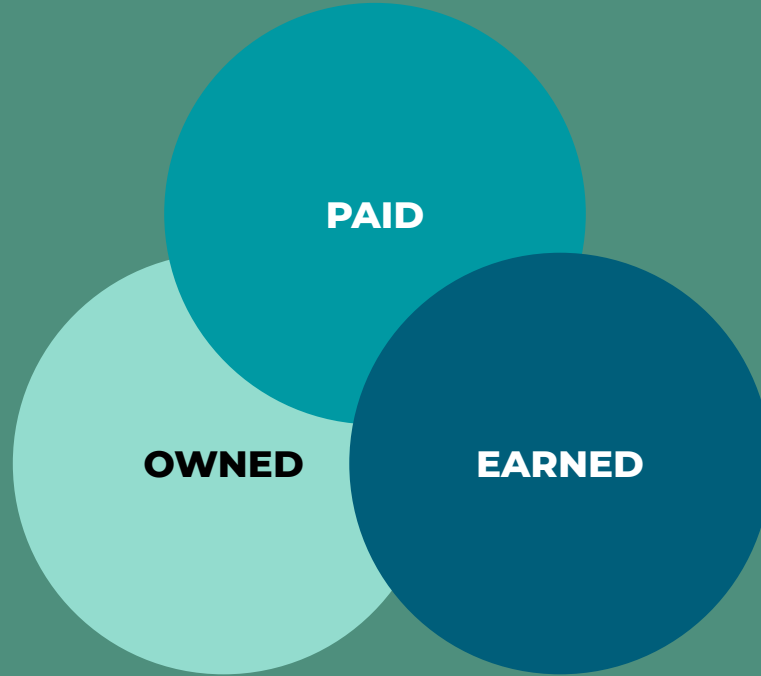
Use this opportunity to get beneath the surface of the destination and showcase who you really are, and why you stand out from other places.

WE HAVE TO WORK DIFFERENT

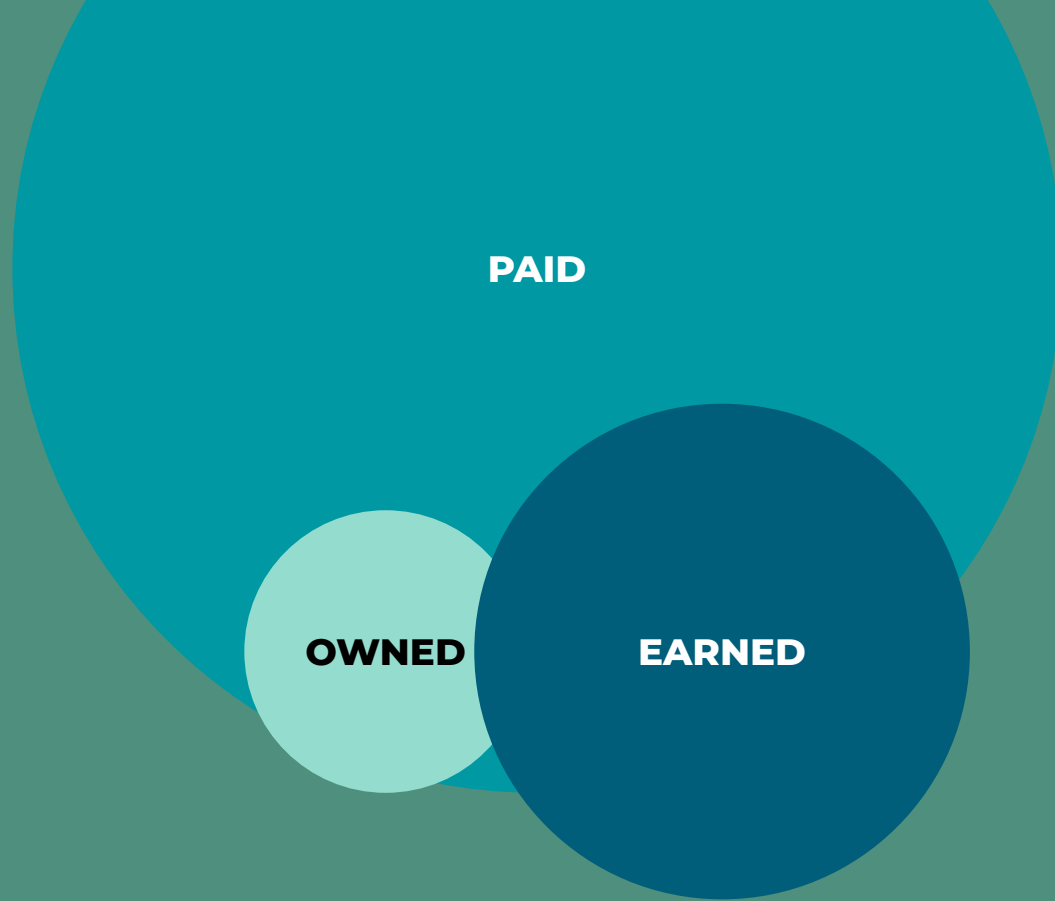
WORK DIFFERENT

Budgets are slashed or non-existent.

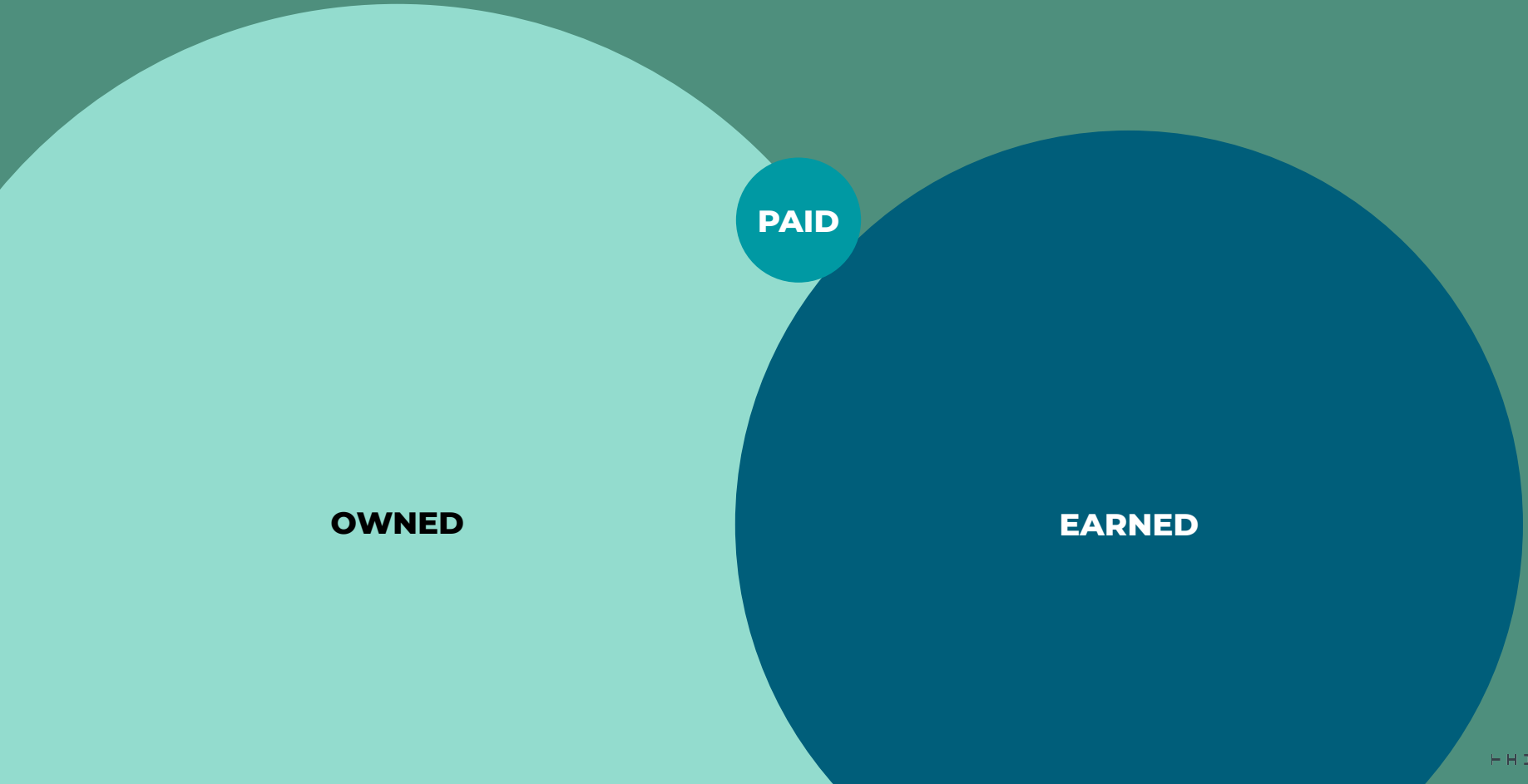
Rethink your mix.



WORK DIFFERENT
RETHINK YOUR MIX: BEFORE



WORK DIFFERENT
RETHINK YOUR MIX: RIGHT NOW



WORK DIFFERENT

People want to help. Let them.

Ask your agency to work differently with you.

Test and learn, but always remember the checklist.

Don't feel obligated. If you are not sure, less is more.

BUT DON'T ABANDON THE FUNDAMENTALS

Ideas will always stand out from the crowd no matter the budget.

Figure out a way that many small actions can amplify a singular high level message.

Don't follow the herd.



JOIN THE COVID-19 NETWORK

SUPPORT INITIATIVE

destinationthink.com/jointhenetwork

Tools and support you need to guide your destination through the COVID-19 pandemic.

- Weekly insights and data
- Planning resources
- Communications guidance and toolkits
- Playbooks for industry support
- And peer support groups

LIVE QUESTIONS

LET'S STAY IN THIS TOGETHER

Join us and your peers

COVID-19 support group for DMOs on Facebook

www.facebook.com/groups/DTtravelsupport



FORUM

DESTINATION
THINK
DESTINATION