



Driving Recovery During COVID-19: How to Move Your Social Media Strategy Forward

Mackenzie Bromley

MMGY Global

 @mackenzie_bromley  @mdavidsonl

Where have we been?

The Travel Industry Has Been Hit Hardest

INDUSTRY

\$1.4T

ECONOMIC LOSS

94%

OF U.S. POPULATION UNDER
TRAVEL RESTRICTIONS
(AT APRIL PEAK)

AIRLINES

\$200B

GLOBAL REVENUE LOST

CRUISE

\$80B

CLIA'S ESTIMATED LOSS IN
REVENUE

HOTEL

-40%

CLIA'S ESTIMATED LOSS IN
REVENUE

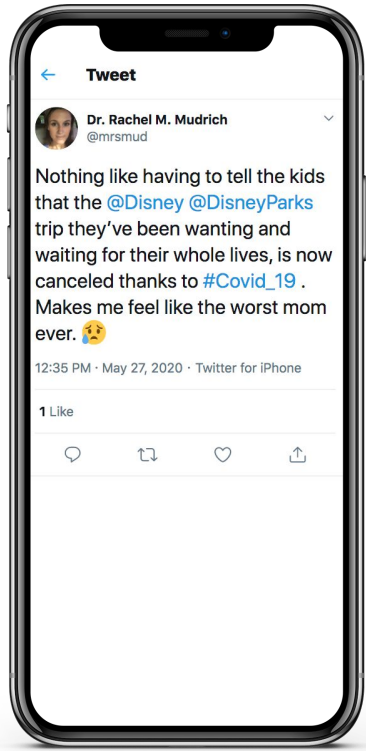
-20%

ADR DECLINE

-52%

REVPAR DECLINE

Moving Through Stages of Travel Grief



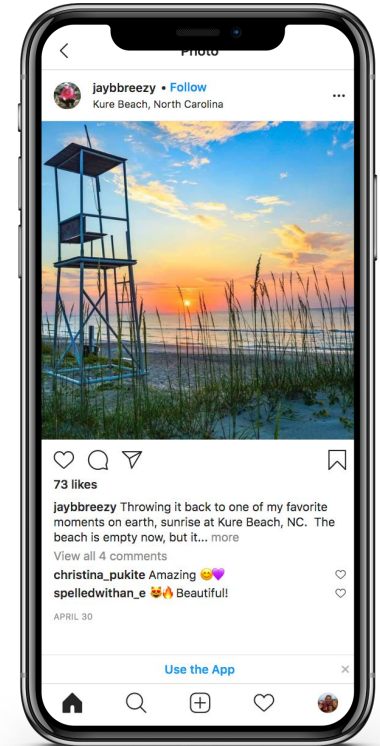
Worst Mom Ever



Celebrating Alone



Really, Really Needed a Vacation



Travel Look Backs

Where Do You Start?

Step 1: Always!

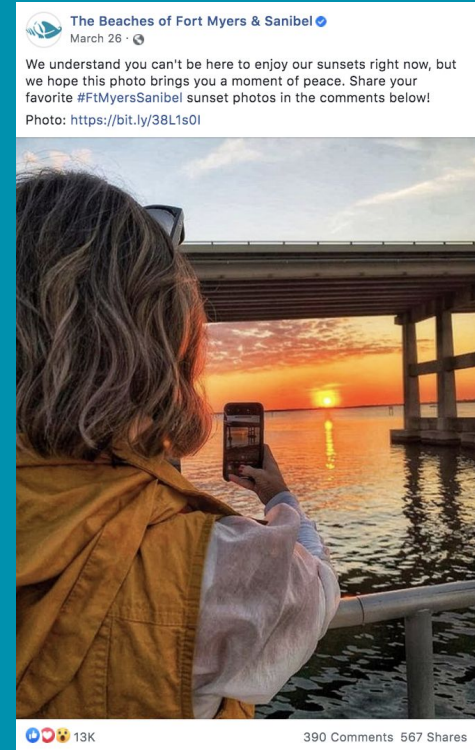
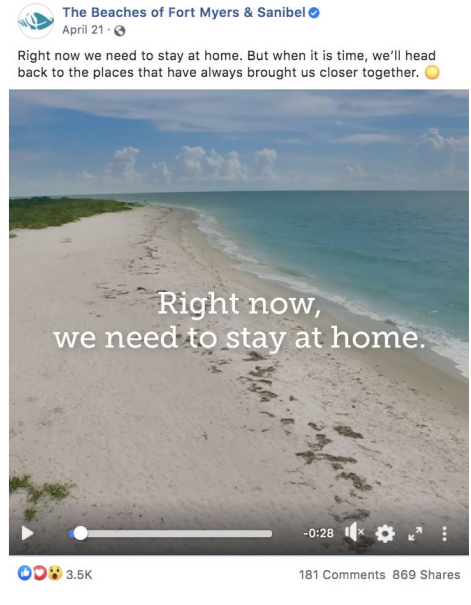
Pause all upcoming content and evaluate current content related to changed sentiment.

Step 1:

Pause all upcoming content and evaluate current content related to changed sentiment.

Step 2:

Be transparent. Acknowledge the situation at hand and keep your audience informed.

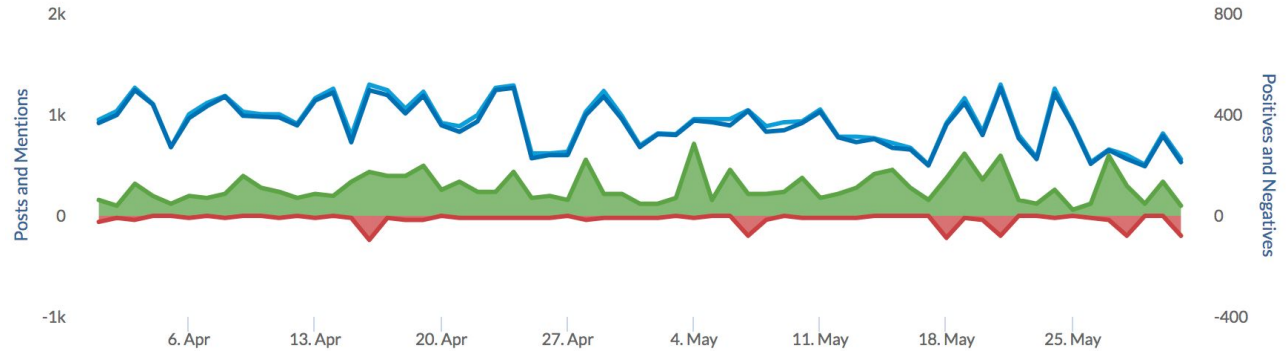


**How do you inspire travel
at a time when travelers
cannot physically travel?**

Dreaming of a Vacation

850%

Increase in people talking about dreaming or wishing for a vacation.



Content of Interest to Travelers

- Only **14%** of consumers do not want to hear from destinations at all
- There is continued interest in hearing what destinations are doing to help during the COVID-19 crisis
- Destination websites continue to be a top travel planning resource when consumers are ready to travel again
- Over **7 in 10** consumers in August interacted with travel media

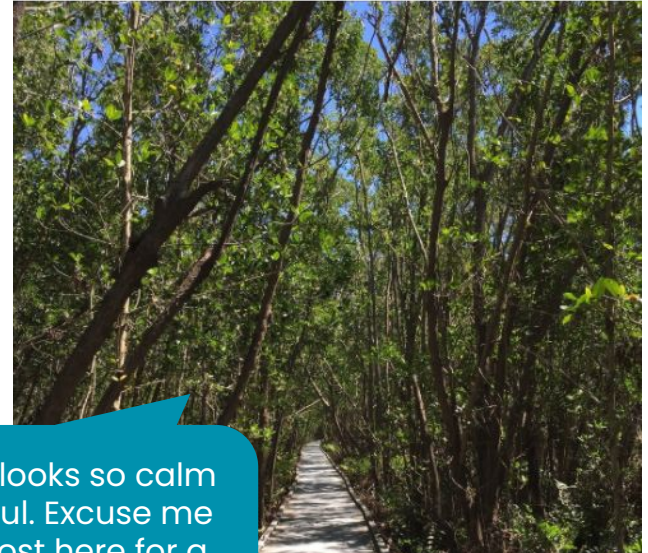


The Beaches of Fort Myers & Sanibel (Default) ✓



Bringing some relaxation to your timeline with these peaceful nature views. Read about our parks here: <https://bit.ly/2XvqCOB>

Photo: <https://bit.ly/2UCK4aB>



"This scene looks so calm and beautiful. Excuse me while I get lost here for a few minutes. Thanks for sharing." - Bonnie M

Be Flexible

Situation: Costa Rica's planned content series required an in-destination photoshoot featuring craftsmen and makers throughout the country to drive travel dispersal to lesser visited regions.

Challenge: With borders closed and travel limited we were unable to visit the country and conduct the shoot and we no longer saw value in messages of dispersal. We also saw consumer sentiment shift from an interest to connecting with locals when traveling.

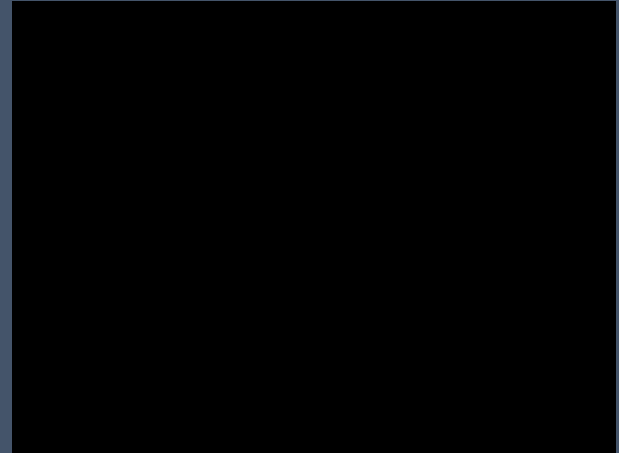
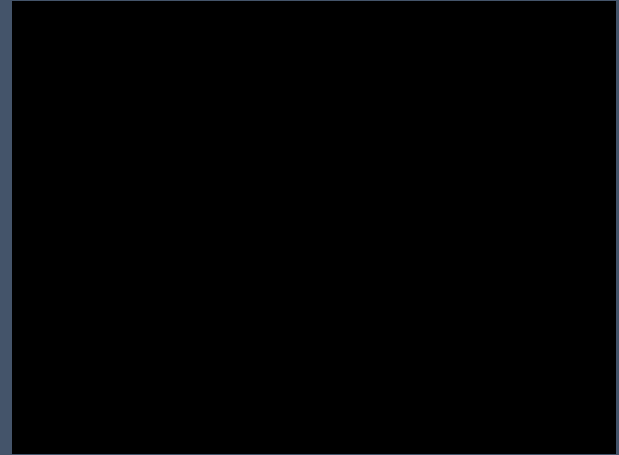
Solution: We pivoted our content approach to message more directly how Costa Rican's benefit from tourism, conducted virtual interviews and layered in User-Generated assets into our B-roll library to tell the story from out of the country.

Provide an Escape

Situation: Content still needs to be shared, but you want to be respectful of current travel restrictions. How can you still inspire travel?

Challenge: With limited travel and a slowing of User-Generated content from your destination, how can you keep your audience inspired and engaged while not encourage travel right now?

Solution: South Dakota Tourism used small video clips from past shoots, influencers and User-Generated content to provide their audience with quick videos breaks, bolstering inspiration and allowing followers to get into a South Dakota State of Mind.



Adjust your Focus

Situation: While travel was on hold many hotels in the northeast began reserving rooms for health workers to support the crisis.

Challenge: Tourists could no longer drive economic sustainability and only Rhode Islanders could take on the responsibility of supporting business historically supported by tourists.

Solution: We created a group of local content creators from whom we could generate visual assets for our marketing efforts to support a shifted initiative calling for locals to come together, buy local, and give the rallying cry to be #RhodyResilient. In turn, we have leveraged relationships with these content creators to generate imagery and assets to drive local economic recovery.



Adjust your Focus



Amplify Local Voices

Situation: With a state of emergency in place and travel restrictions implemented, we needed to generate positive engagement across the Travel Texas social channels without encouraging travel.

Challenge: With American sheltering at home, we needed to be able to provide real-time entertainment while also keeping Texas top of mind for future travel planning, once the time was right.

Solution: We launched a community focused program focused on Texas pride, utilizing notable chefs from the state to teach our audience a new taco recipe each week. The videos were released weekly on IGTV and designed to honor Texas' culinary heritage while supporting some of the state's local businesses.

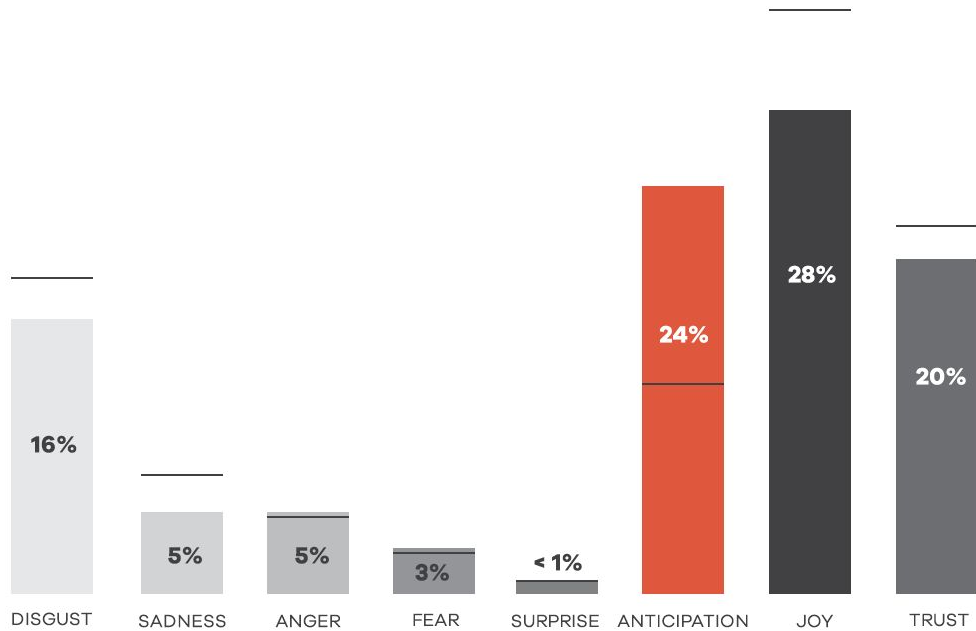
DO

- Adapt and re-prioritize your content strategy
- Utilize real-time video and imagery
- Highlight future travel planning inspiration. Your audience's timeline for when they feel comfortable traveling will be different from person to person
- Inform audience of safe travel tips whenever possible
- Encourage audience interaction within your content
 - "Share your favorite travel memories with us!"

AVOID

- Pre-COVID photos that show crowds
- Interiors of restaurants or bars, unless highlighting new safety measures specific to reopening
- Large events or festival imagery
- Imagery that appears crowded, staged or expected - audiences are looking for authenticity now more than ever

Balancing Traveler Sentiment



Traveler Emotions *on Social*

What Was Driving Social Travel Conversations?

VACATION READY

40%

Increase in needing and wanting a vacation.

FAMILY TIME

31%

Increase in people talking about family travel.

ROAD TRIPS

92%

Increase in people talking about a road trips.

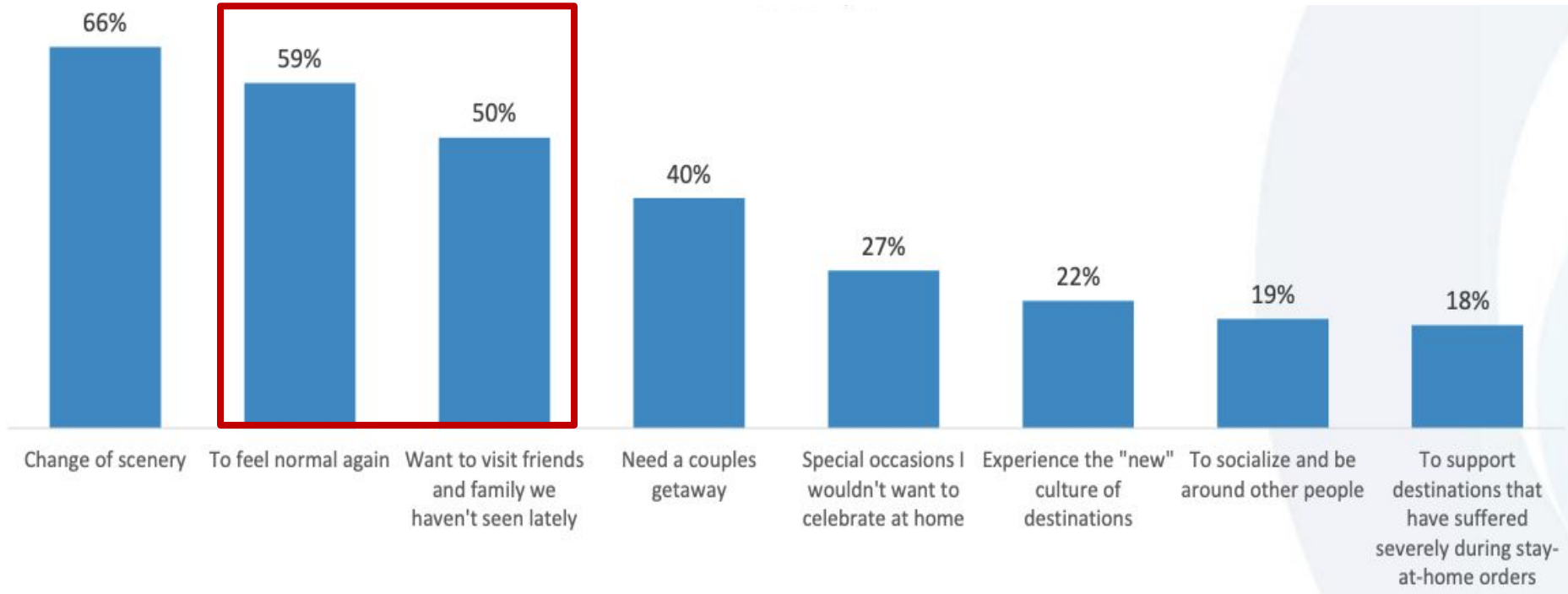
AIR TRAVEL

52%

Decrease in people talking about a flight.



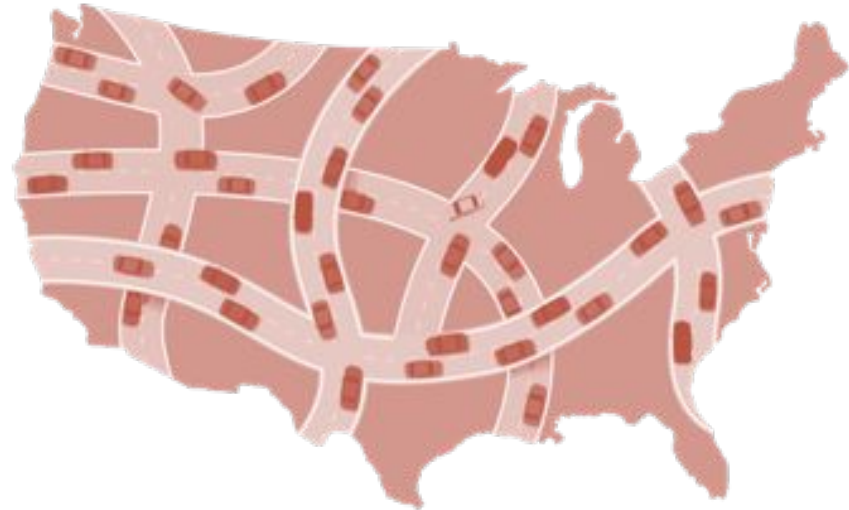
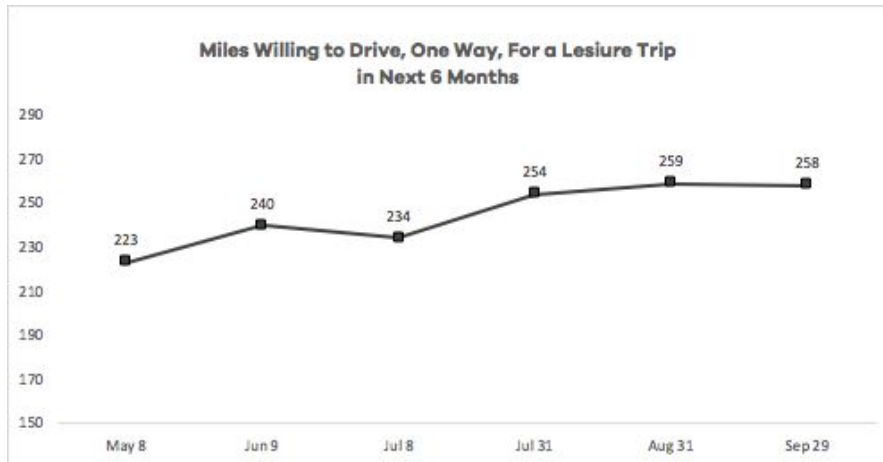
Intent: A Desire for Life to Return to Normal



But For Now...Stay Closer to Home

38%

of U.S. Travelers are willing to drive 300 miles or more (one-way for their next leisure trip.

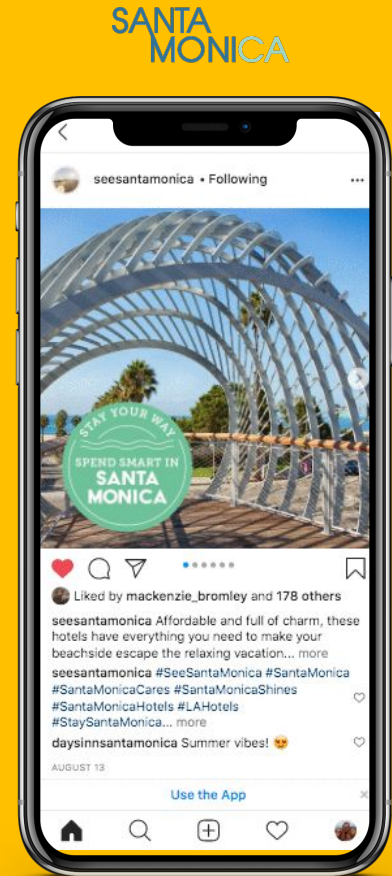


Encourage Responsible Travel

Situation: As travel decreased, Santa Monica shifted social strategy to promote and support local partner businesses

Challenge: Santa Monica was tasked with increasing hotel bookings for several different hotel partners while encouraging local and drive market stays

Solution: To highlight the variety of Santa Monica's hotel offerings and inspire overnight stays, MMGY created a hotel personality video series. Each video showcased a grouping of hotel partners that fit within a specific personality type such as the "Lowkey Relaxer", the "Sun Soaker" or the "Culture Seeker". The videos were shared across all social channels, including Instagram Stories where they are saved on a dedicated Hotel highlight.



Encourage Responsible Travel

Situation: While travel restrictions have loosened, some travelers feel ready to travel while other might not.

Challenge: To provide our audience with inspiration for safe travel, should they feel comfortable doing so, while also ensuring they have the information needed to travel responsibly.

Solution: By altering the branded hashtag from #TexasToDo to #TexasToDoSoon, Travel Texas social channels were able to provide inspiration while seamlessly noting that not everything is meant to be enjoyed right now.



LET'S  TEXAS



Travel Texas

July 15 · 🌐

We're on another virtual road trip showing you some of the best places to stargaze. Follow the journey on our Instagram stories over the next three days: <https://bit.ly/3i2b90x>

Although we can't go out and #TexasToDo all of the things we'd like, staying safe will allow us to get back to exploring Texas responsibly when the time is right. In the meantime, we hope you enjoy this virtual Texas escape and remember to wear a mask to keep yourself, and others, healthy. Learn more here: <https://bit.ly/3ipxaGU>



Let Others Tell Your Safety Story



Situation: While travel restrictions have loosened, some travelers feel ready to travel while other might not.

Solution: To Engage the Colorado community through local influencers to drive timely and hyper-local conversations around safe travel practices and experiences.



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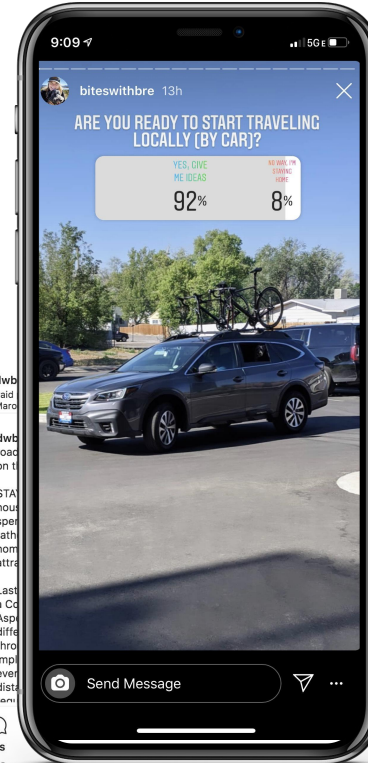
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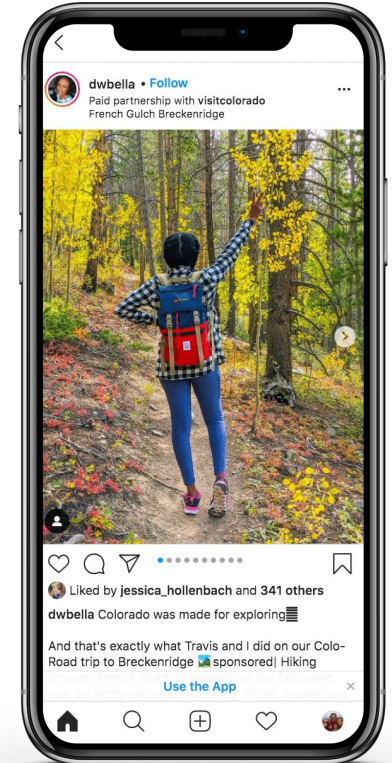
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228 likes
5 DAYS AGO

Add a comment...



Post



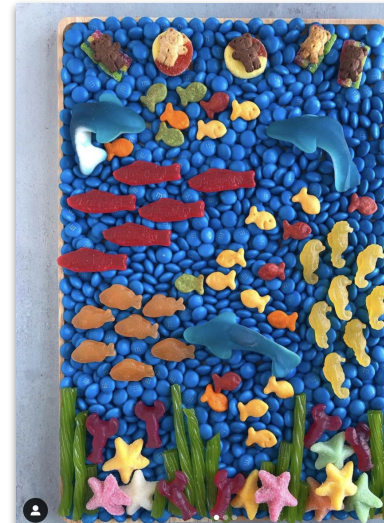
Get Travelers Ready



Situation: While travel restrictions have loosened, some travelers feel ready to travel while other might not.

Challenge: How do you appeal to a wide net of your audience with an inspiring message to travel when they're ready?

Solution: To inspire our audience during a time when travel plans were paused for some but not for others, we encouraged our followers to share the beauty of our destination by joining our #BeachReadySpiritWeek challenge. Through creative at-home executions to get them beach ready for whenever they feel like visiting us again.



DO

- Share thoughtfully
- Ensure safety messaging is woven throughout everything you do
- Utilize the passionate locals and businesses that make your destination great
- Get travelers ready - make sure your content speaks to building excitement around future plans
- Prioritize quality of quantity - with so much changing it is okay to not have as much to share as you used to!

AVOID

- Getting overwhelmed! Social media can change every day but you don't necessarily need to do it all
- Going overboard: set a realistic cadence and do not spam your audience with too many posts, reshares or updates
- Moving ahead with your pre-pandemic plans: take time to re-evaluate and meet your audience in the moment

So, Where is Travel Headed in the Near Term?

Confidence Builds in Short Steps

70%

of U.S. travelers say they would travel via personal car in the next six months.

-5% since August

38%

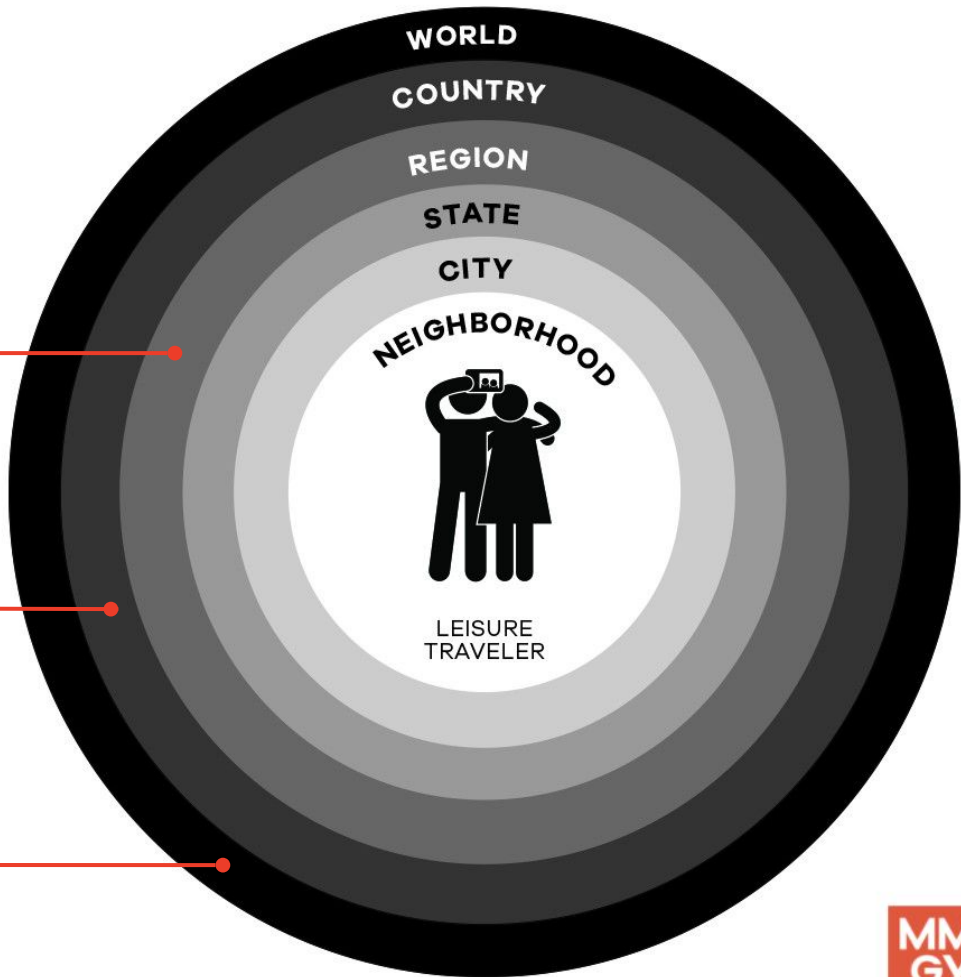
of U.S. travelers said they would take a domestic flight in the next six months.

+3% since August

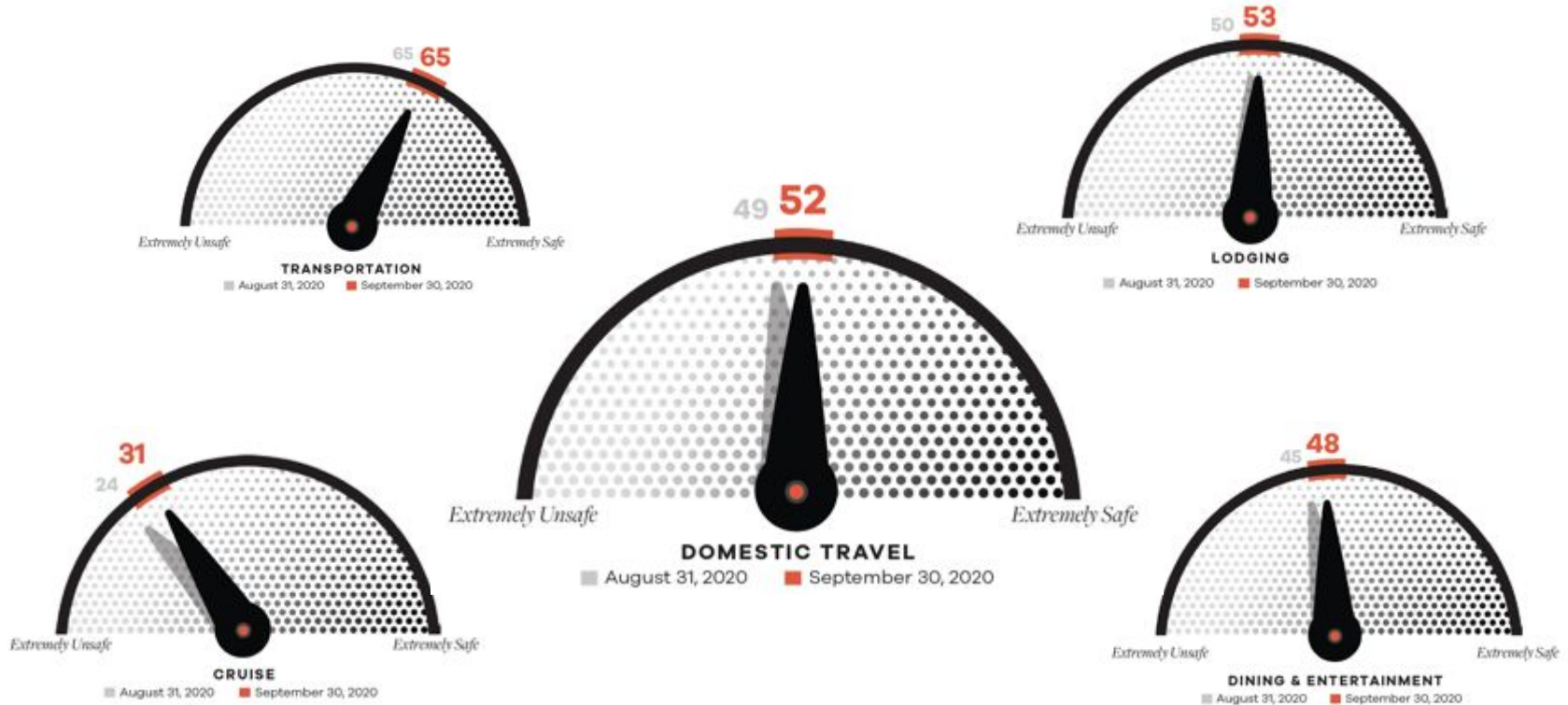
22%

of U.S. travelers said they would take an international flight in the next six months.

+5% since August



Perceptions Of Travel Safety Continue To Rise



Moving Towards Travel Confidence

50%

of Americans feel safe traveling outside of their community.*

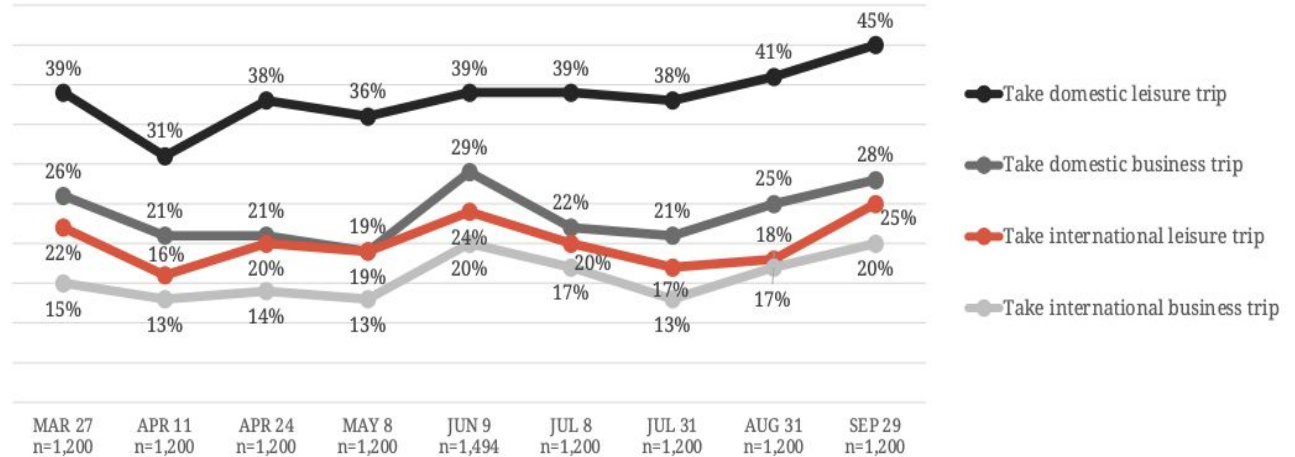
48%

of Americans feel safe dining and shopping in their local community.*

31%

of U.S. travelers say they are confident that they can travel safely in the current environment.**

LIKELIHOOD OF TAKING A TRIP IN THE NEXT 6 MONTHS



Thank you!
Let's Discuss.



Mackenzie Bromley

MMGY Global

mbromley@mmgy.com



[@mackenzie_bromley](https://www.instagram.com/mackenzie_bromley)



[@mdavidson1](https://twitter.com/mdavidson1)