

## Film festival partners with drive-in venues

Faced with COVID-19 pandemic restrictions on its audiences, the Heartland International Film Festival has partnered with living history museum Conner Prairie to offer a pop-up outdoor theater.

The festival is based in Indianapolis and the attraction is north of the city in Hamilton County. Conner Prairie will host double features from Oct. 12-14.

Another partner, the Tibbs Drive-In Theatre in Indianapolis, will host screenings Oct. 8-11 and Oct. 15-18, giving Heartland audiences an in-person viewing option every night of the festival.

In July, Heartland's Indy Shorts festival presented compilations of its selections at the Tibbs site.

— indystar.com



Hardeeville, SC, Parks, Recreation and Tourism continues its Screen on the Green Sept. 18 with "Dumbo." Filmgoers will be asked to respect social distancing by remaining in their cars instead of bringing lawn chairs as in the past. City of Hardeeville photo



wilmingtonbiz.com

Visitors to the Riverwalk a few years ago in downtown Wilmington, NC.

## Dipping their toes back in the water: DMOs try new advertising messages

Destinations are launching new messaging they hope lures visitors who are ready to travel.

According to national research by SMARInsights, 17% of respondents say they will resume their normal routine within the next week, 44% say they are ready to start leaving the house more but will only visit places that they feel safe, and 38% say they are going to stay home and venture out as little as possible.

Here are a few examples of advertising campaigns aimed at getting a share of those 61 percent who are ready to venture out.

### Wilmington, NC.

The Wilmington and Beaches Convention & Visitors Bureau recently unveiled its new campaign theme, "Fall is the new summer."

"It's a perfect time to plan a trip with moderate temperatures, fewer crowds and off-season pricing," said Kim Hufham, president and CEO of the New Hanover County Tourism Development Authority.

Health and safety ranks among the top concerns of travelers, so the CVB's fall leisure marketing campaign will focus on highlighting their participation in the Count on Me NC Campaign.

Visit NC initiated the Count on Me NC statewide advertising campaign. It is a public health initiative that empowers visitors, guests, and businesses to help keep everyone safe from COVID-19, according to the website countonmenc.org.

— wilmingtonbiz.com

**Continued on page 2**

# Come See AUGUSTA

## DMOs try new messages

Continued from page 1

### Augusta, GA

The city's new tourism marketing campaign emphasizes the "us" in Augusta.

The Augusta Convention & Visitors Bureau recently unveiled its "Come See Augusta" branding initiative, which promotes the city's friendly, casual and "authentic" nature to tourists living in a 200-mile radius planning a one- to three-day visit.

The campaign's marketing materials, which highlight the letters "u" and "s" in the middle of the city's name, are designed to showcase Augusta's Southern charm, affordability and "undiscovered" assets to adventurous leisure travelers seeking to avoid tourist-heavy destinations.

The campaign – created by Augusta-based marketing firm Wier/Stewart – was conceptualized before the COVID-19 pandemic, but the

messaging dovetails with crowd-averse tourism trends while promoting the city as an uncharted destination waiting to be explored.

Augusta CVB President and CEO Bennish Brown said the campaign aims to have outsiders view the city through the eyes of its residents.

– *augustachronicle.com*

### Kentucky

Kentucky officials are launching a new tourism campaign aimed at safe in-state travel.

The "Stay Close, Go Far" marketing initiative reminds residents they don't have to travel far to experience beauty, history and adventure. It encourages safe traveling during the coronavirus pandemic while emphasizing the importance of community connection.

"Our goal with this campaign is to generate a greater awareness of Kentucky as a safe and exciting

destination to explore," said Kentucky Department of Tourism Commissioner Mike Mangeot, adding that "even those who call the Bluegrass State home can find something new to discover."

The campaign will focus on outdoor recreation, dining and arts that are unique to Kentucky. Mangeot said the state has a variety of offerings, including mountains, bourbon distilleries, historic battlefields and horse farms, among other attractions.

This isn't the first time states have promoted the idea of "safecations." Over the course of the pandemic, which is marking its six-month anniversary this week, many tourism websites have teased the beauty of their respective locations while encouraging visitors to stay home.

– *usatoday.com*



Skiers are pictured on March 12 before the pandemic shut ski areas across Colorado. Summit Daily photo

## Vail unveils new reservation system

Vail Resorts' new registration system will require advance scheduling to access its five ski areas in Colorado, and the company said it would limit overall visitor numbers and prioritize season pass holders.

Despite the lower capacity, it expects to be able to handle visitor demand on the "vast majority of days."

According to the website for the Epic Pass, Vail Resorts' pass system, the company anticipates being able to

accommodate everyone who wants to ski. The site also notes that the reservation system was designed to make people feel safe.

Vail also announced that Keystone's opening date is Nov. 6 — weather permitting. Breckenridge Ski Resort is expected to open Nov. 13. In nearby Eagle County, Vail is scheduled to open Nov. 20 and Beaver Creek is planning for Nov. 25.

– *summitdaily.com*