

South Carolina TV, tourism create show

South Carolina ETV and the Department of Parks, Recreation & Tourism partnered together to create a video series that promotes travel destinations around the state.

The show “Go For It” takes the viewer on fun experiences like riding in a pace car at Darlington Raceway, making hop-n-john with SC Chef Ambassador Kevin Mitchell and climbing to the top of the Hunting Island Lighthouse. Hosted by SCPRT Digital Engagement Manager Devyn Whitmire, the show was designed to highlight the social media output of the state’s DISCOVER tourism marketing program and to promote in-state travel.

“The state of South Carolina is filled with so many unique locations and experiences, and we’re thrilled to team up with SCPRT to showcase some of them,” said SCETV Director of Digital Strategies and “Go For It” Executive Producer Tabitha Safdi.

The show launched on Oct. 1 on SCPRT’s Instagram TV and SCETV’s Facebook page, and will run for 10 weeks.

– abcnews4.com



Visit Mesa

DMOs try new methods of marketing, including ‘paying’ in-state travelers

Destinations are understandably nervous about the ongoing pandemic-caused tourism crisis.

New research by SMARInsights should help DMOs that are considering advertising.

We found almost three-quarters of consumers indicate that they are currently open to leisure travel ads – and/or they have traveled since the pandemic was declared or plan to do so soon. This perspective clarifies that most consumers currently represent an opportunity in terms of influencing leisure travel through marketing despite a global pandemic and some suggestion within in the industry that consumers are not ready to travel nor be influenced by leisure travel advertising.

Many state and local DMOs are concentrating their marketing on persuading residents to have a staycation. Here are some examples.

Mesa, AZ

A Mesa tourism group is paying Arizona residents \$150 to vacation in the East Valley city.

Escape to Mesa is a vacation package designed to get residents to explore their own backyard.

Arizonans can qualify if they book two nights at Mesa hotels. Then, they can go rafting, dining or spend a day at a spa with \$150 in certificates they’ll receive after check-in.

“We’re reaching Arizona residents to just head outside and explore close to home,” said Michelle Streeter, senior vice president for communications at Visit Mesa.

She hopes Escape to Mesa will show consumers they can have a quick, safe and socially distanced getaway during the pandemic.

– ktar.com

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DMOs try varied methods of marketing to lure travelers

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Indianapolis

In Indianapolis, nominal competitors have joined forces to lure families and their dollars back downtown.

Visit Indy launched its Indy Attraction Pass, offering visitors and residents entrance into five of the city's top cultural attractions for one discounted price.

The mobile pass comes in two options, the 1-Day Attraction Pass (\$52 Adult, \$42 Children) and the 3-Day Attraction Pass (\$90 Adult, \$68 Children), saving a visitor up to 50-percent off collective admission.

The Indy Attraction Pass includes discounted access to Conner Prairie, Eiteljorg Museum, Indiana State

Museum, Indianapolis Zoo, and the Children's Museum of Indianapolis.

Once purchased, the pass is delivered via text and email and is ready to use immediately.

– *wbiw.com*

Miami

The DMO has partnered with several hotels on a marketing campaign that targets the many tele-commuting workers who need to get away but must still have access to work.

The Miami Work and Learn Hotel packages offer "miles of calming ocean waves, glittering skylines, high-tech services and unique workspaces, Miami and Beaches is the ideal place to work and learn remotely. Enjoy perfectly appointed

office set-ups, study in a poolside cabana, and even stretch your legs with free gym passes."

– *usatoday.com*

Holland, Mich.

The Holland Area Visitors Bureau has begun an aggressive fall marketing campaign, including cable advertisements on Hallmark and Lifetime channels in Detroit, Ann Arbor and Royal Oak.

While many visitors during the cold months are middle-aged and older couples, the bureau is also targeting more local residents who might be interested in overnight or single-day trips.

– *hollandsentinel.com*

Missouri shares CARES funding with local tourism groups

Missouri has paid out more than \$2 million in federal stimulus aid to at least eight tourism groups as part of a program designed to boost safe travel during the pandemic.

The checks, which started going out earlier this month, were the first of \$15 million in Coronavirus Aid, Relief, and Economic Security Act funds for the organizations that have been hit by a drop in tourism revenue due to travel restrictions and business closures.

Among those receiving checks was the Moberly Area Chamber of Commerce, which used its \$33,303 to purchase facial masks, hand sanitizer and warning signs to be distributed at local events.

That allowed the community to host an annual downtown street festival

that brought scores of people into the Randolph County town of 13,600 residents.

At the Jefferson City Convention and Visitors Bureau, officials used their allotment of \$151,376 for payroll relief, personal protective equipment and two fall marketing campaigns with safe travel messaging, said spokeswoman Brittney Mormann.

At the Pulaski County Visitors Bureau, which received \$134,309 in coronavirus aid, the money has gone to personal protective equipment, marketing and warning signs.

The loss of tax revenue from hotel, cabin and other lodging fees has hurt the office's ability to operate.

– *stltoday.com*



A few miles west of Cuba on historic Route 66 the 34-foot-tall rocking chair is the second largest in the world. – Missouri Division of Tourism photo