



# Idaho Tourism COVID-19 Marketing Response



**MADDEN**  
CONNECT PEOPLE TO PLACES

# Stay at Home Order

# COVID-19 Response: Stay at Home Order

**PLAN NOW. PLAY LATER.**  
**#SEEYOU SOON IN IDAHO**

FIND YOUR INSPIRATION



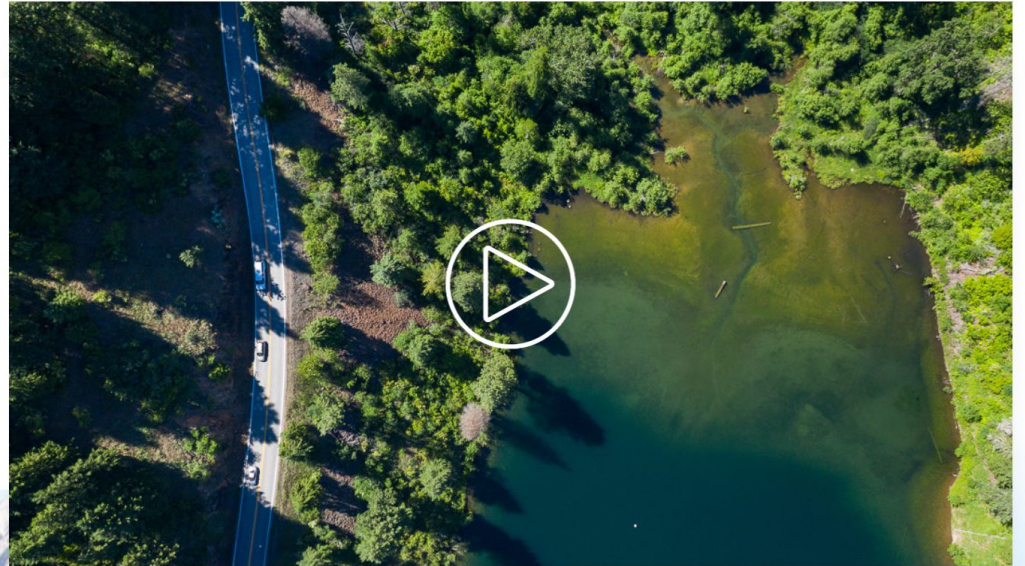


# COVID-19 Response: Stay at Home Order

## IDAHO MISSES YOU

But right now, your health and safety is what's most important. We can't wait to welcome you with open arms when it's safe to travel again. Until then, stay home, stay healthy and, when the time is right, we hope you'll stay with us. #seeyousooninidaho

[DOWNLOAD THE IDAHO TRAVEL GUIDE](#)

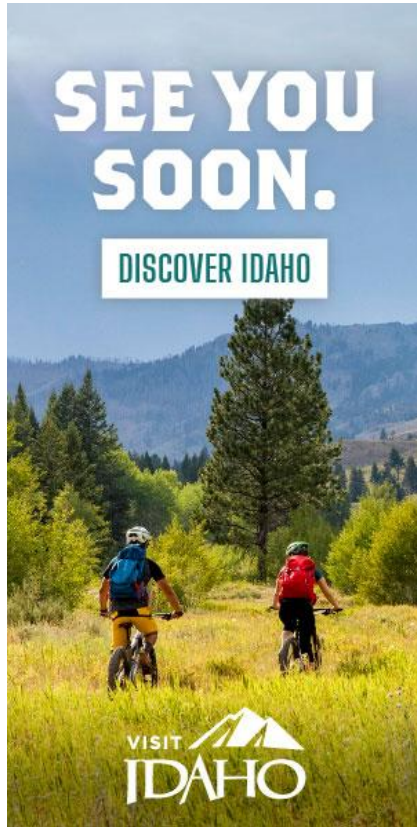


# COVID-19 Response: Stay at Home Order



<https://youtu.be/AmsTM0q9-fM>

# COVID-19 Response: Stay at Home Order





# Promoting Home Activities: Stay at Home Order



## COLORING PAGES

All Ages

Choose a page... ▾

Pssst! These aren't just for the kiddos! Grab some crayons for both you and your pint-sized Picasso and unwind with these charming Idaho-themed coloring pages.

From Idaho-based artist [The Dapper Jackalope](#).



## WORD SEARCHES

Ages 7+

Choose a page... ▾

Get answers... ▾

Word slayers, don your writing utensil of choice! Embark on an epic word quest and along the way, discover things you never knew about Idaho.



## CROSSWORD PUZZLES

Ages 12+

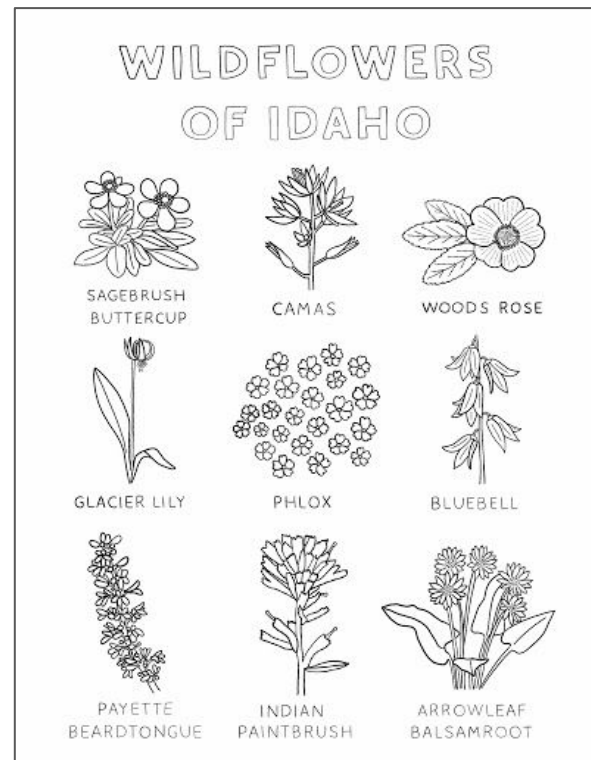
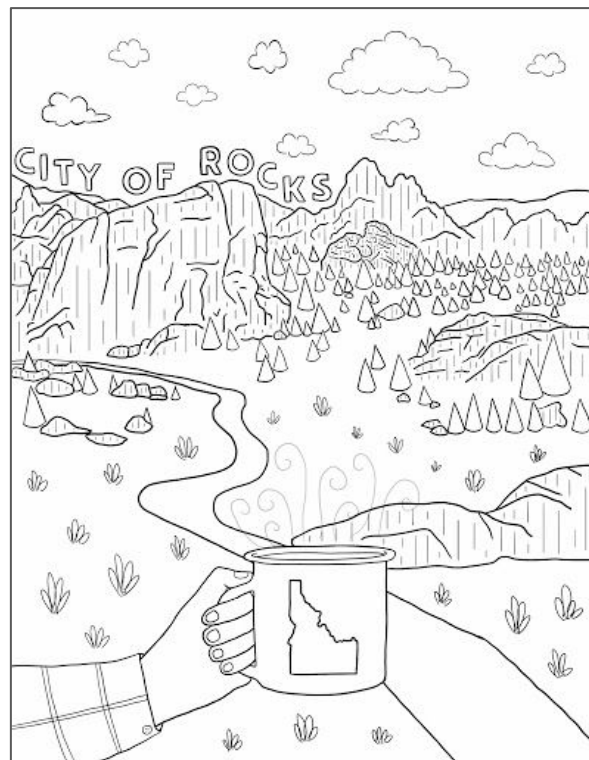
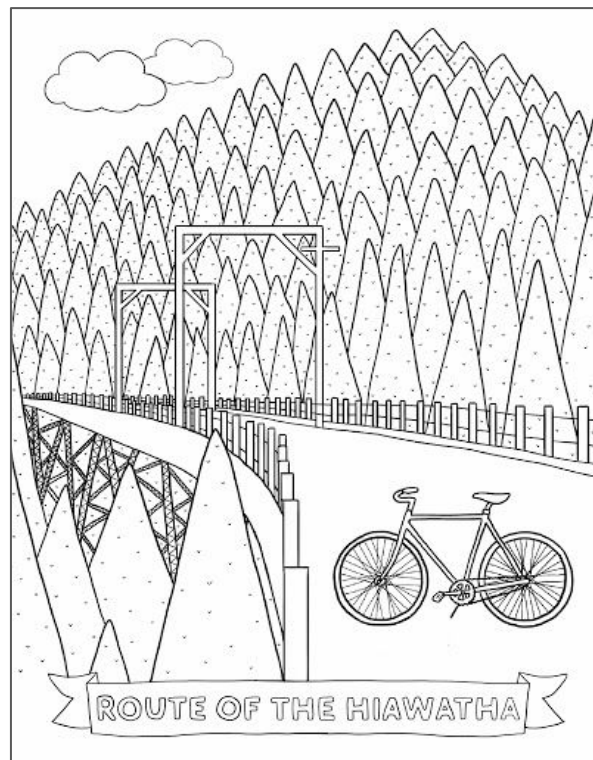
Choose a page... ▾

Get answers... ▾

So you think you know Idaho? Ready your pencils, or pens if you're feeling bold! Test your knowledge of the Gem State with some challenging crossword puzzles.

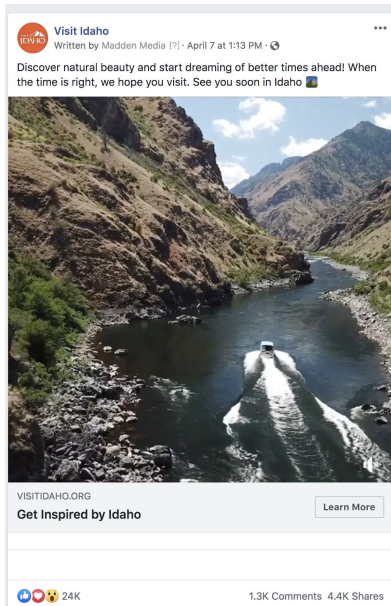
# Promoting Home Activities: Stay at Home Order

Partnered with Idaho-based illustrator

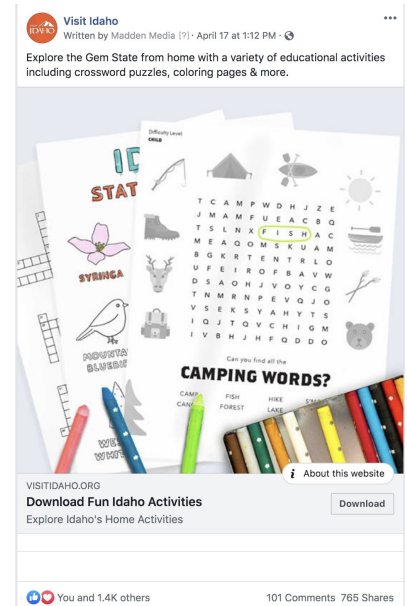




# Marketing Performance



- Strong Social Interactions
  - Facebook: 216,335 video thru plays
  - 373K clicks & over 1.1 million engagements
- Over 9K Activities Sheet Downloads
  - Nearly doubled since end of April
- Travel Guide Requests
  - 49% increase guide requests by mail
  - 195% increase in views to digital guide



# All Site Traffic

Users

227.59%

890,489 vs 271,834



New Users

227.95%

882,936 vs 269,227



Sessions

231.70%

1,102,628 vs 332,413



Number of Sessions per User

1.26%

1.24 vs 1.22



Pageviews

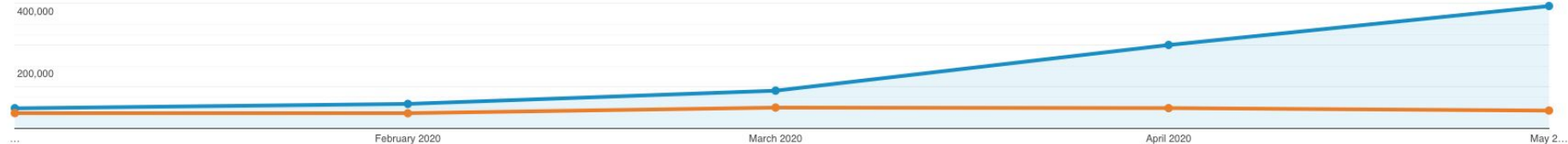
148.20%

1,850,341 vs 745,504



Jan 1, 2020 - May 26, 2020: ● Users

Jan 1, 2019 - May 26, 2019: ● Users



# Top Converting Geos

<b>Metro</b>	<b>% of Site Visits</b>	<b>Travel Guide Mail Requests</b>	<b>Digital Travel Guide Views</b>
Salt Lake City UT	7.58%	136	3,128
Seattle-Tacoma WA	4.94%	151	2,712
Spokane WA	3.36%	72	1,673
Portland OR	2.44%	116	988
San Francisco-Oakland-San Jose CA	2.29%	82	732



# Support Local Gems



# Idaho Now, Then and Again



IDAHO  
NOW, THEN  
AND AGAIN  
#TIMELESSIDAHO

## IDAHO: NOW, THEN AND AGAIN

Share your favorite Idaho stories and photos

# Staged Reopening: Phase 1 (Stages 1-3)



# COVID-19 Response: Recovery Messaging Phase 1

# ADVENTURE AWAITS

## #SEEYOU SOON IN IDAHO

START EXPLORING



# COVID-19 Response: Recovery Messaging

## WE'VE MISSED YOU

Here in Idaho, we've been working together to improve safety, share information and reshape the way we recreate, so when you're ready to adventure, we'll be ready. We look forward to welcoming you to our countless hiking trails, towering waterfalls, lush forests and fresh mountain air. Until the time is right for you, stay healthy, stay safe and we'll see you soon in Idaho.

[DOWNLOAD THE IDAHO TRAVEL GUIDE](#)



# COVID-19 Response: Recovery Messaging



[https://youtu.be/\\_Jk6RwewRqs](https://youtu.be/_Jk6RwewRqs)



# COVID-19 Response: Recovery Messaging

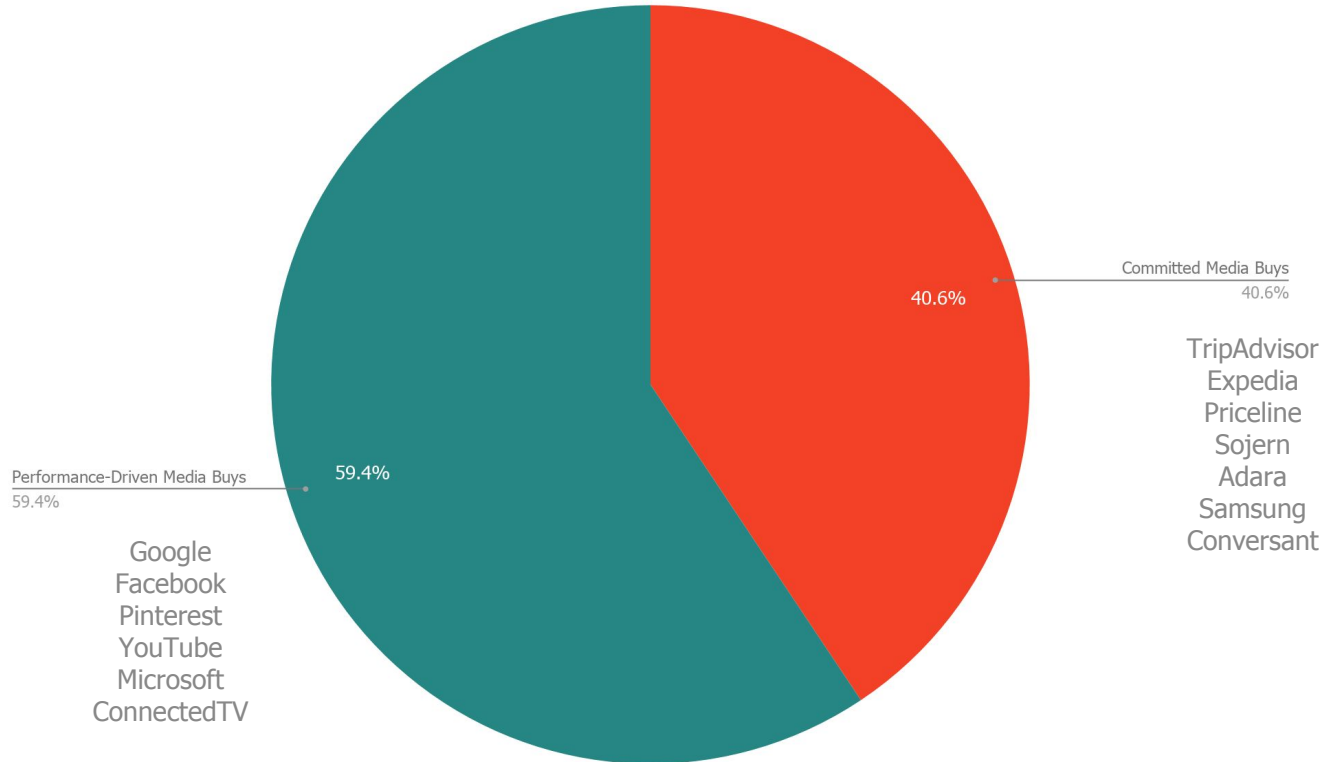


# Staged Reopening: Phase 2 (Stage 4)

# COVID-19 Response: Recovery Messaging Phase 2

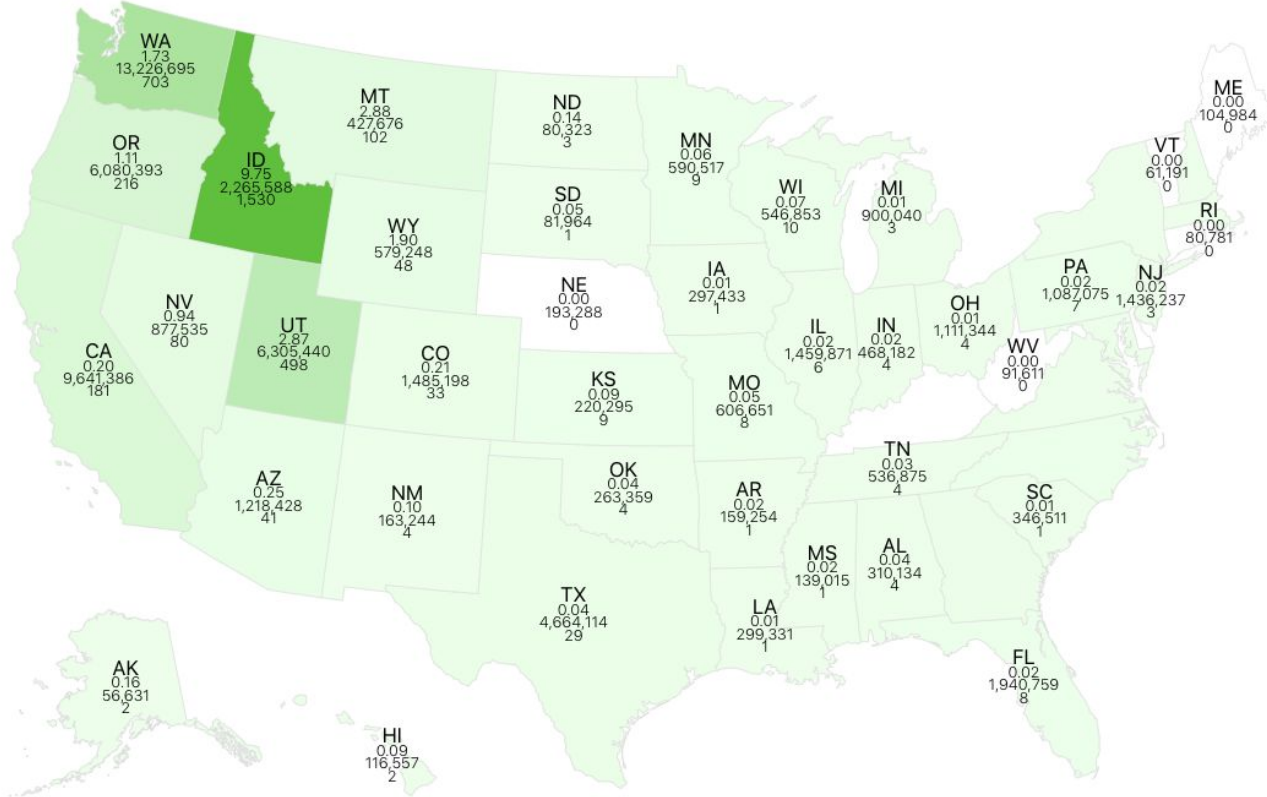
- Launch week of June 15th
  - Updated website messaging
  - Updated video and ad creative
- Focus on broader reopening of state (Stage 4)
- Evaluate out-of-state target expansion
- Reactivate 18 Summers messaging (July-August)

# Marketing Allocation





# Arrivalist



# Idaho Tourism Data-Driven Decisions



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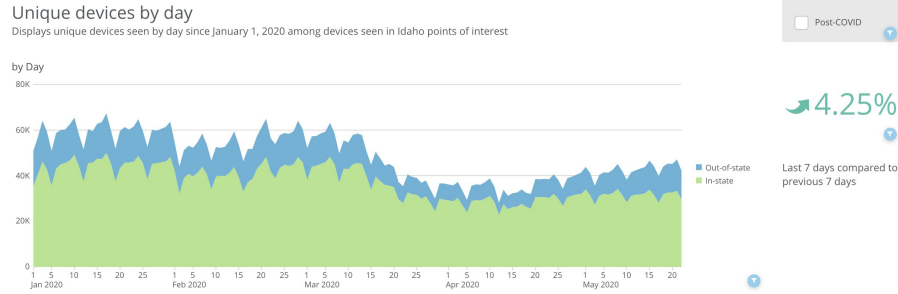


# Mobility and Visitor Profile

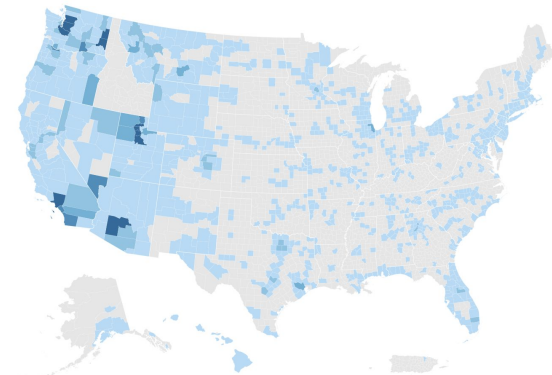
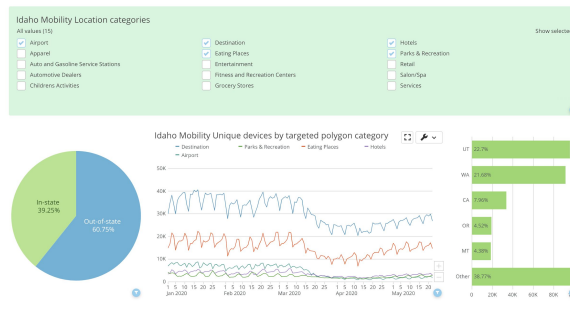
- First Visitors to Idaho
- Resident vs Visitor Activity
- Demographics
- Democratizing Data
- Pair with Emerging Data Sources

Contact: Kasey Schnormeier  
kschnormeier@maddenmedia.com

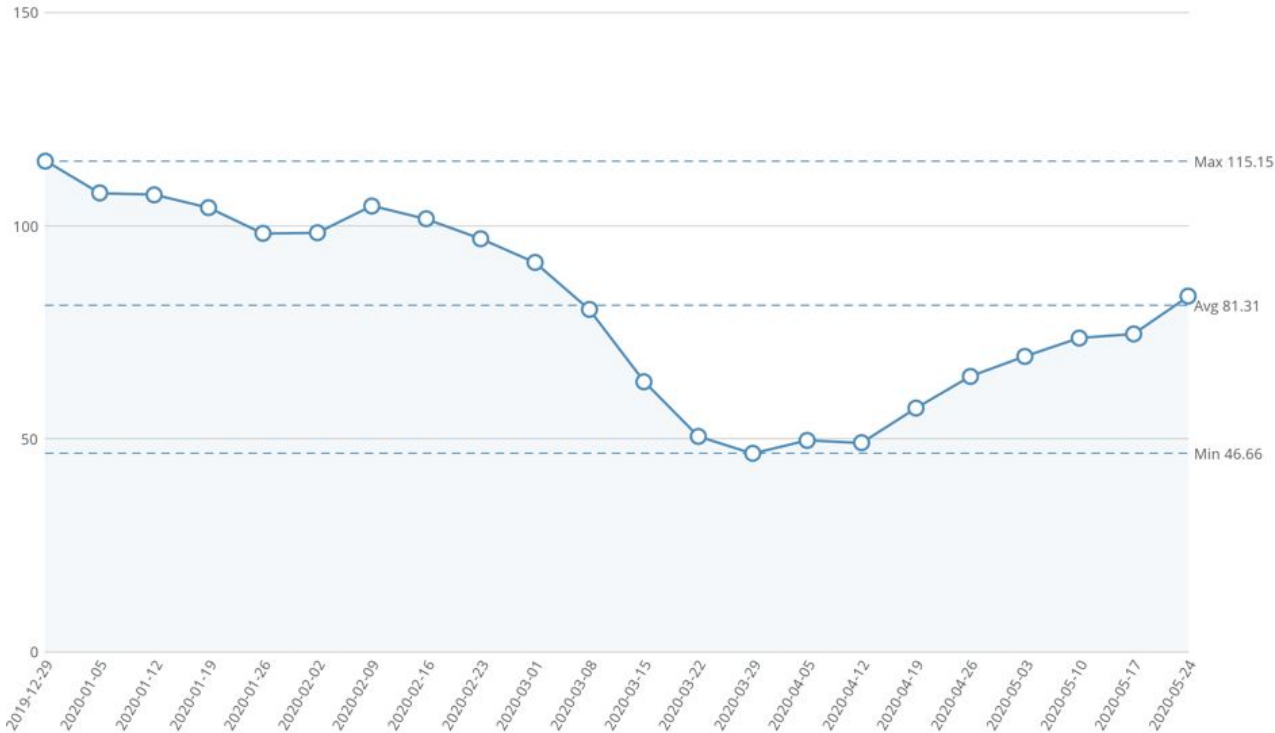
## Idaho | Device Mobility Analysis



### Targeted Location Breakdown



# Travel Search Trends



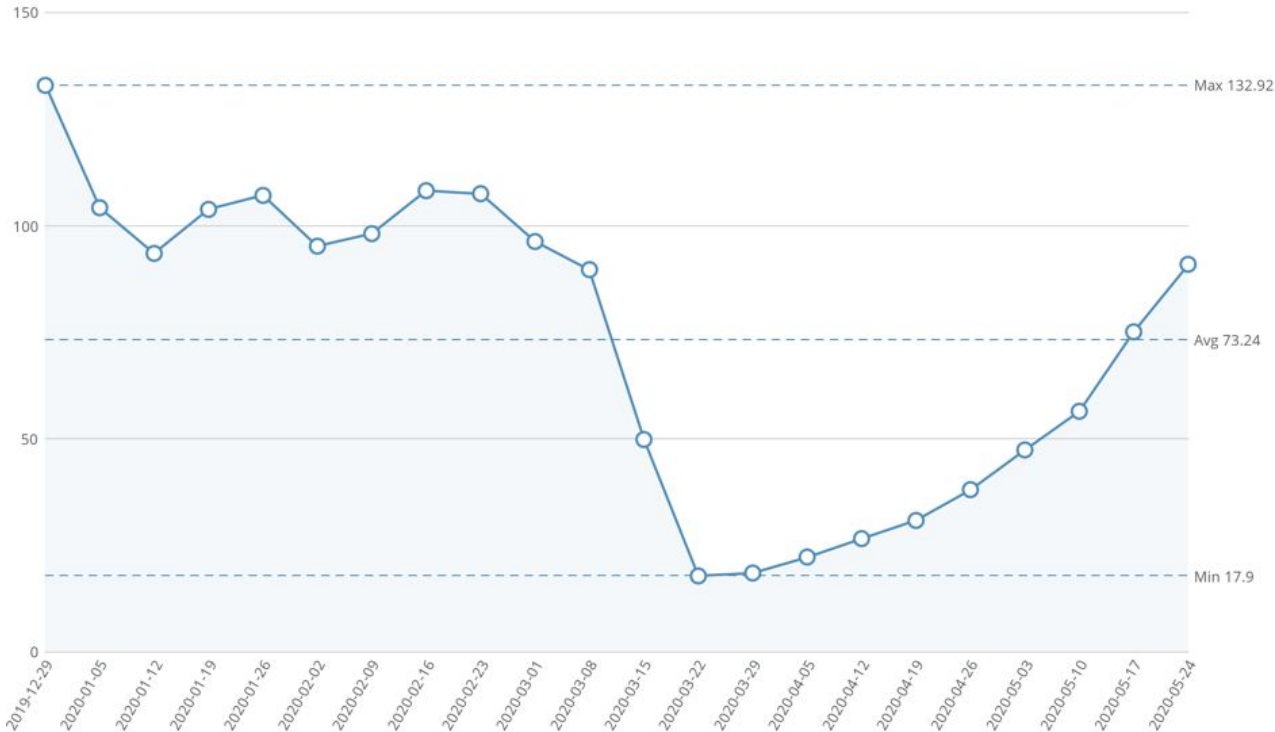
Source: Madden Travel Index

## Key Takeaways

- 80% increase from lowest levels, 12% WoW increase
- Leading indicator of consumers regaining active interest in travel
- Based on terms using Google search trends
- APR-JUL are traditional peak search periods



# Organic Performance

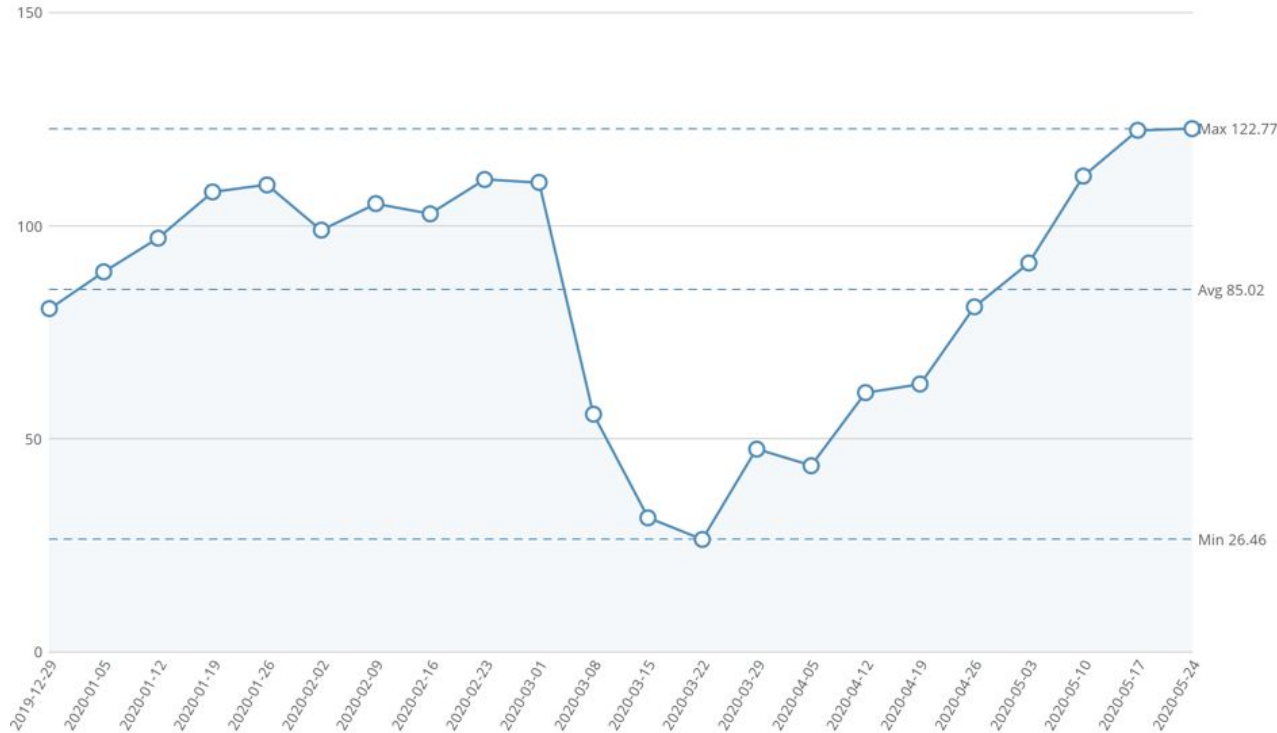


Source: Madden Travel Index

## Key Takeaways

- 5X increase and sustained WoW improvement, 20% increase over last week
- Consumer engagement with panel of DMO websites from organic users
- Weighted heavily in our overall consumer travel intent

# Marketing Engagement



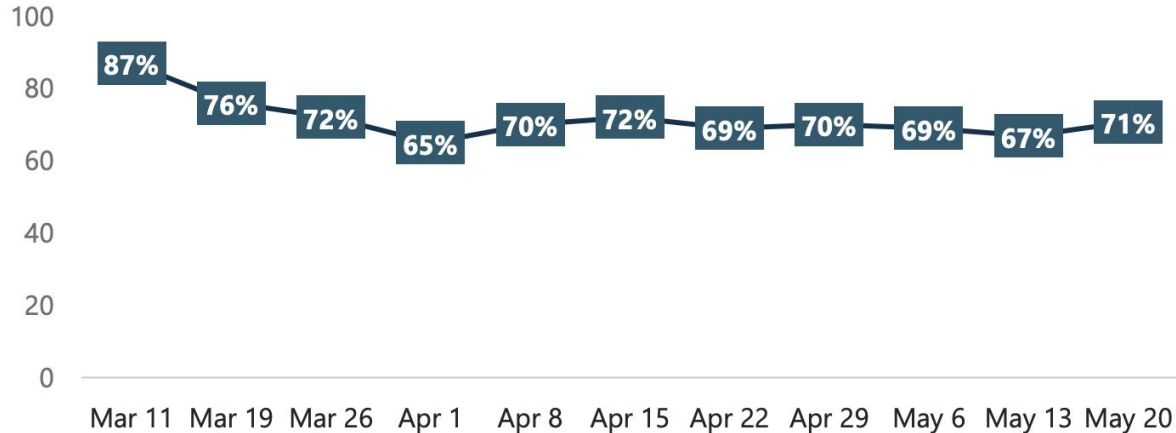
Source: Madden Travel Index

## Key Takeaways

- Post-Click engagement outperforming norms by 22%
- Charts consumer interaction with paid/non-organic traffic
- Compared to historical trends ('18 & '19)
- Google, Facebook, ConnectedTV performing strong

# Traveler Sentiment

## Travelers with Travel Plans in the Next Six Months Comparison

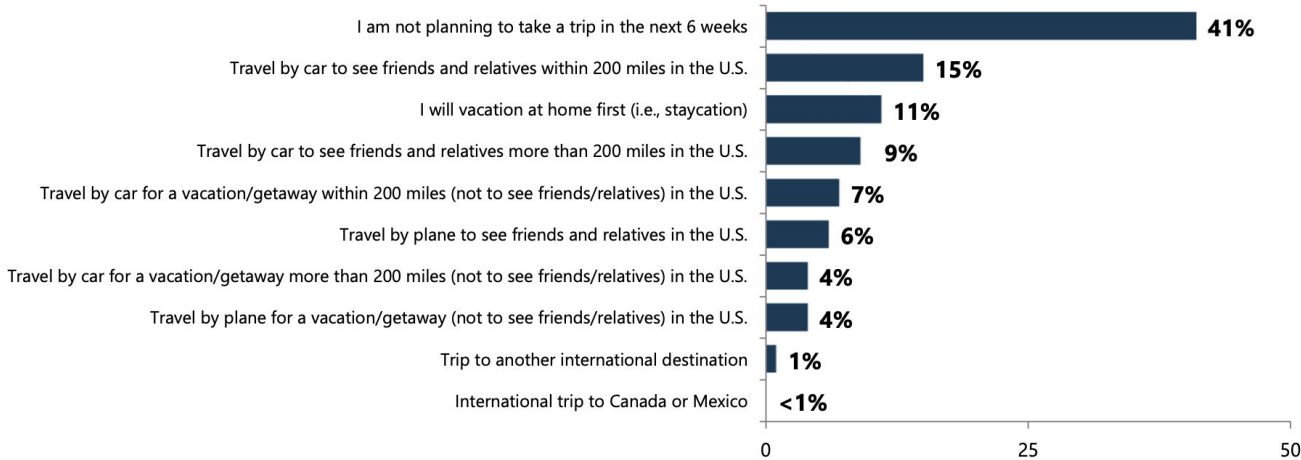


## Key Takeaways

- Travel demand increasing, waiting on the ability to travel
- Travel will return within the next 6 months

# Traveler Intent (Next Six Weeks)

## First Trip Travelers Will Take in the Next Six Weeks (Memorial Day Weekend to July 4<sup>th</sup> Weekend)



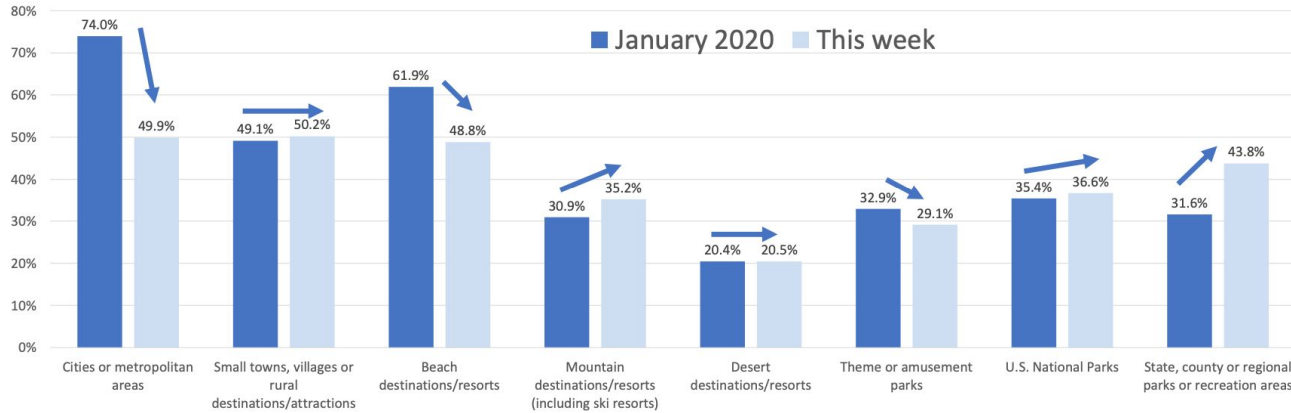
## Key Takeaways

- 48% of people planning to travel in next 42 Days
- 36% of travelers will travel to get away, not see friends and relatives
- 64% of travelers will travel to see friends and relatives



# Traveler Planning Intent

**Question:** In the next 12 months, HOW MANY TRIPS will you take that will include each of the following types of leisure destinations?



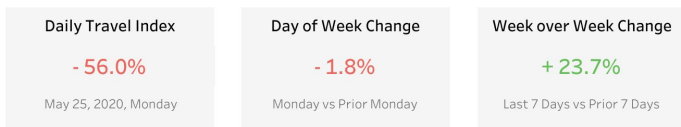
*(Base: All respondents, 1,223 completed surveys. Data collected May 22-24, 2020) Source for historical data, The State of the American Traveler, Destination Analysts, Inc.*

## Key Takeaways

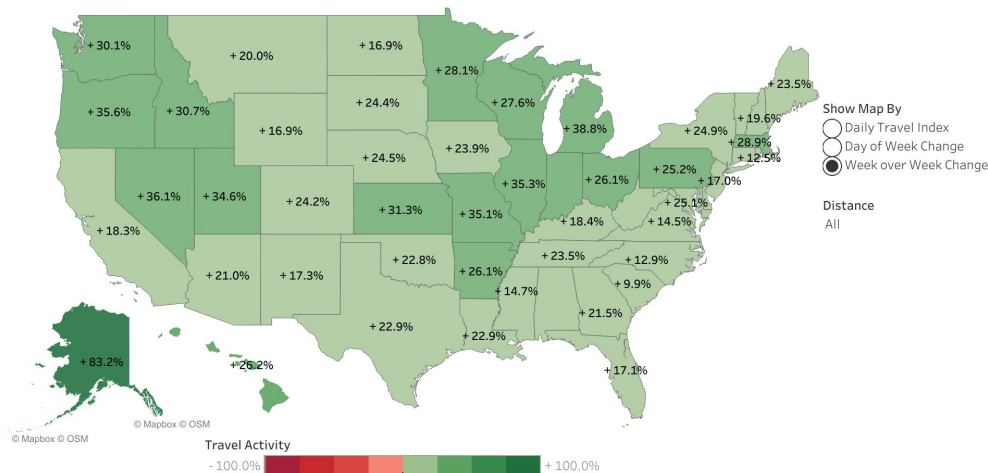
- Cities and Beach destinations show a considerable decrease
- Mountain destinations, parks, outdoors show considerable increases
- Most other destination types are stable

# Current Travel Activity

## Arrivalist US Daily Travel Index



Hover over any state or index for additional details

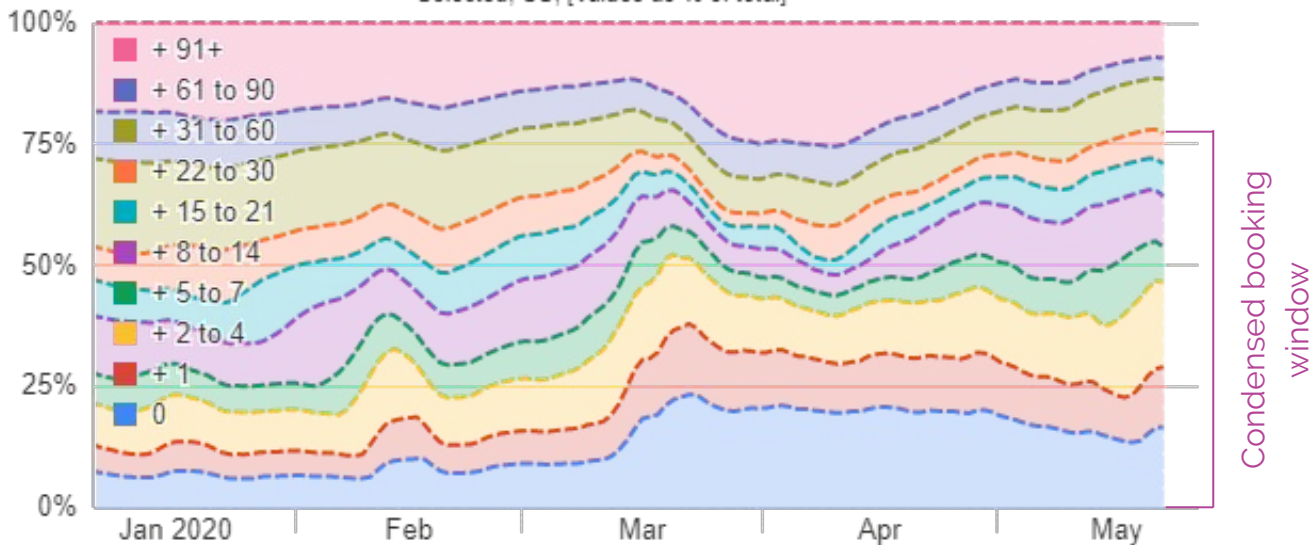


## Key Takeaways

- Memorial Day Weekend had the most dramatic increase in Week-over-Week trends
- Confidence, especially in rural/suburban areas expected to grow faster than urban environments

# Traveler Booking Activity

Footprint Clicks (7-day average)  
Selected, US, [Values as % of total]



Source: Google (Internal)

## Key Takeaways

- Condensed booking windows, people are booking closer to time to travel
- Last-minute travel bookings <7 days still significantly above the norm
- Marketing needs to meet consumers where they are in their booking windows

# Long-Term Strategy Post-COVID19

Capture pent-up Travel Demand, then Differentiate to Increased Yield

## PHASE 1: RESEARCH AND RECOVERY

### Step 1:

Research and Adjustments to Messaging & Audiences

### Step 2:

Campaign Creative & Media Planning

### Step 3:

Campaign Optimization and Reporting

## PHASE 2: OCCUPANCY IMPROVEMENT (Increase Occupancy Rate)

Audience expansion based on visitor profiles post-COVID, goal to improve overall occupancy and length of stay

## PHASE 3: YIELD EXPANSION (Improve ADR + Sales Tax Revenues)

Refine audience buying behaviors based on visitor yield across both occupancy revenue sources and sales tax behavior



# Phase 1: Research and Recovery

Peak Point of Infections

Opening Date Announcement

Community Opening

Return of Meetings and Groups

Engage and Encourage  
(25% Daily Spend Levels)

Incentive Activation  
(60% Daily Spend Levels)

Recovery Marketing  
(130% Daily Spend Levels)

"New" Normal  
(Normalized Budget Levels)

## Target Audience

Existing, engaged audiences

Residents, Leisure drive markets, in-state, key meetings markets

Leisure drive markets, in-state, key fly-markets, key meetings markets

Leisure drive markets, in-state, fly-markets, key and new meetings markets

## Media Tactics

Lower-Funnel Engagement, Keep Engaged Users, Improve Organic, and Visitor Guide Distribution

Conversion-Driven marketing, Prospecting Display, Paid Social, Native Advertising

Strong CTAs, Traditional, Email Campaigns

New Normalization of Media Strategy based on New Environment

# Market to Demand, Convert with Safety



AWARENESS

INSPIRATION

CONSIDERATION

DESTINATION

ADVOCACY



# Festival Marketing

**Pre-opening/pre-approval:** Generate interests through lead-gen campaigns, follow-up engagement with email marketing

**Post-Approval:** Use audiences from lead-gen campaigns to build remarketing audiences, max engagement and frequency

**Shortened Booking Windows:** Tickets and event confirmations are going to be even more last-minute than in the past, <2 weeks

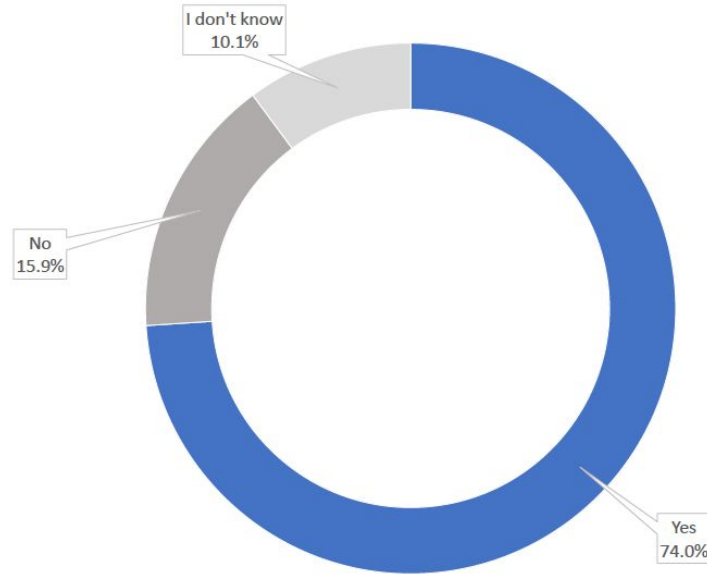


# Importance of Information

**Question:** Before your next leisure trip, will you research how the destination and/or its businesses are managing the Coronavirus situation?

*(Base: All respondents with plans to travel in 2020, 772 completed surveys. Data collected May 15-17, 2020)*

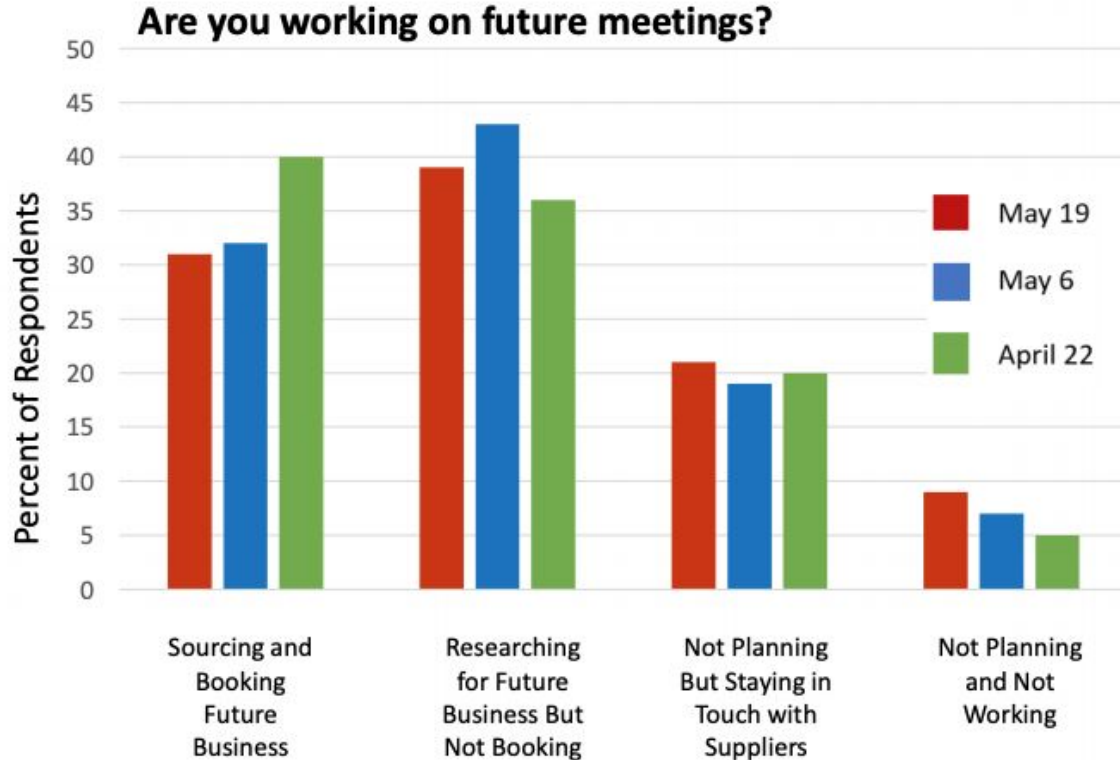
Question added in Wave 10



## Key Takeaways

- Create content that reinforces best practices for cleanliness
- Community pledges for cleanliness
- How your community has responded, both the history and the current environment

# Meetings Planners



Source: Northstar

## Key Takeaways

- 2 in 3 planners actively sourcing new events
- 40% researching for the future
- Fewer than 10% are not working



# Segment Meetings Marketing

**Once the threat of COVID-19 has passed, will you plan more or fewer events over the next 12-18 months?**

May 19 Responses

	MORE	FEWER	ABOUT THE SAME	TOTAL
Trade Shows/Exhibitions/Congresses	3.62% 10	44.93% 124	51.45% 142	276
Association	5.49% 13	31.22% 74	63.29% 150	237
Corporate	8.14% 25	40.07% 123	51.79% 159	307
Government	10.34% 9	33.33% 29	56.32% 49	87
Social, Military, Education, Religion, Fraternal	9.52% 12	28.57% 36	61.90% 78	126
Sports/Esports	13.51% 10	50.00% 37	36.49% 27	74
Festivals/Fairs	4.60% 4	57.47% 50	37.93% 33	87

Source: Northstar

## Key Takeaways

- Segment your markets
- Create content to engage the various meeting planners for these markets
- SMERF, Government, Local/Regional have strongest likelihood to book

# Meetings Recovery Planning

- **SEGMENT:** Ensure you have a landing page that speaks to each of the meeting planner audiences you want to recruit to your destination
- **CONVERT:** Create strong CTAs to have planners submit a RFP or provide a guided request for information about their event
- **RE-ENGAGE:** Activate your MarTech solutions to bring your existing relationships with planners back for in-person and virtual fam tours
- **PROSPECT:** Create marketing assets to improve prospecting and grow that audience of meetings planners for your destination







Thank you!



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