

# Roadmap to Recovery



Phases	1 Respond Lockdown	2 Reset Slight easing	3 Restart Easing	4 Restart/Recovery Easing / Domestic recovery	5 Recovery New normal domestic/ international
Objective	Keep yourself and the Dorset community safe.	Connect with local community. Keep Visit Dorset top of mind, build advocacy and trust.	Build confidence, inspire locals to reconnect with Dorset. Inspire consumers to consider future break. Focus on Autumn/Spring to extend season.	Inspire consumers to consider and book holiday/break; continue to reassure local communities.	Inspire consumers to consider and book holiday/break.
Messaging	Stay safe, stay home, save lives. Virtual Dorset #Comebacklater Supportive/trusted source of info for businesses. Health and wellbeing.	Stay local. #seeyousoon #RespectProtectEnjoy #MyDorset Know before you go. Continued business support. Build community confidence.	Look forward to the future. Build visitor confidence. Know before you go. Escapism. Continued business support.	Welcome back – reconnect. Build visitor confidence. Know before you go. Spring 2021 social media campaign. Continued business support.	Visit Dorset – the destination of choice. Showcase Dorset with beautiful imagery, video and content. Rediscover Dorset – open space, stunning coast, countryside, food and drink. Continued business support.
Audiences	Visit Dorset members. Local businesses. Potential visitors – virtual/bring Dorset to you, #dreamnowvisitalater Local residents.	Visit Dorset members. Local businesses. Local day trips. Local residents.	Visit Dorset members. Local businesses. Local day trips. Visiting friends and relatives. Domestic stay visitors: Families (half term), couples affluent, millennials. Local residents.	Visit Dorset members. Local businesses. Day trips. Visiting friends and relatives. Domestic stay visitors; Families, 55+, millennials - activity and adventure. Local residents.	Visit Dorset members. Local businesses. Day trips. Domestic stay visitors. Gradual opening up to international markets.
Activities	All marketing activities paused. Industry support priority. Input into DCMS call for evidence; Visit Dorset and GSW. Trade communications. Covid-19 banner on website. Rebrand to Virtual Dorset: blogs/virtual tours and events /webcams/ pay it forward/vouchers/delivery and takeaways Dorset delivered to your door. Weekly Instagram quiz. Well-being campaign.	Industry support. Trade engagement – good news stories. #RespectProtectEnjoy Replace virtual with inspirational stay local content development. #MyDorset campaign to locals and potential visitors – top 5 can't wait to do. Weekly Instagram quiz. Know before you go VisitEngland campaign. Inspirational and aspirational content -maintain positive destination message.	Resume low key marketing activity. Create engaging content – off the beaten track, outdoor space, walking, cycling, adventure, luxury. Video content - promote responsible travel 'plan your visit'. Work with local, regional and national partners. Domestic day trip inspiration. Blogs and itineraries to engage media, bloggers, influencers. Promote Know before you go campaign.	Create engaging content – book your break with confidence. Strong focus on PR, social and digital. Video and imagery. Campaign collaboration with partners. Respect, Protect, Enjoy campaign. Reimagine and redefine the Dorset offer. Work with influencers, press/PR. Work with local, regional and national partners. Plan ahead - Know Before You Go/Good to Go Campaigns.	Campaigns actively targeting those looking for an alternative to a city break – Dorset offers natural beauty, outdoor space, walking, coast, countryside, activities and attractions. Campaign collaboration with partners. Redefine the Dorset offer. Work with domestic and international influencers, media. VB – Taking England to the World workshop with BCP for businesses.
Metrics	Digital and social media monitoring and reporting – monthly report. Dorset business barometer survey 1.	Digital and social media monitoring and reporting – monthly report. Dorset business barometer survey 2.	Digital and social media monitoring and reporting – monthly report.	Digital and social media monitoring and reporting – monthly report.	Digital and social media monitoring and reporting – monthly report.