

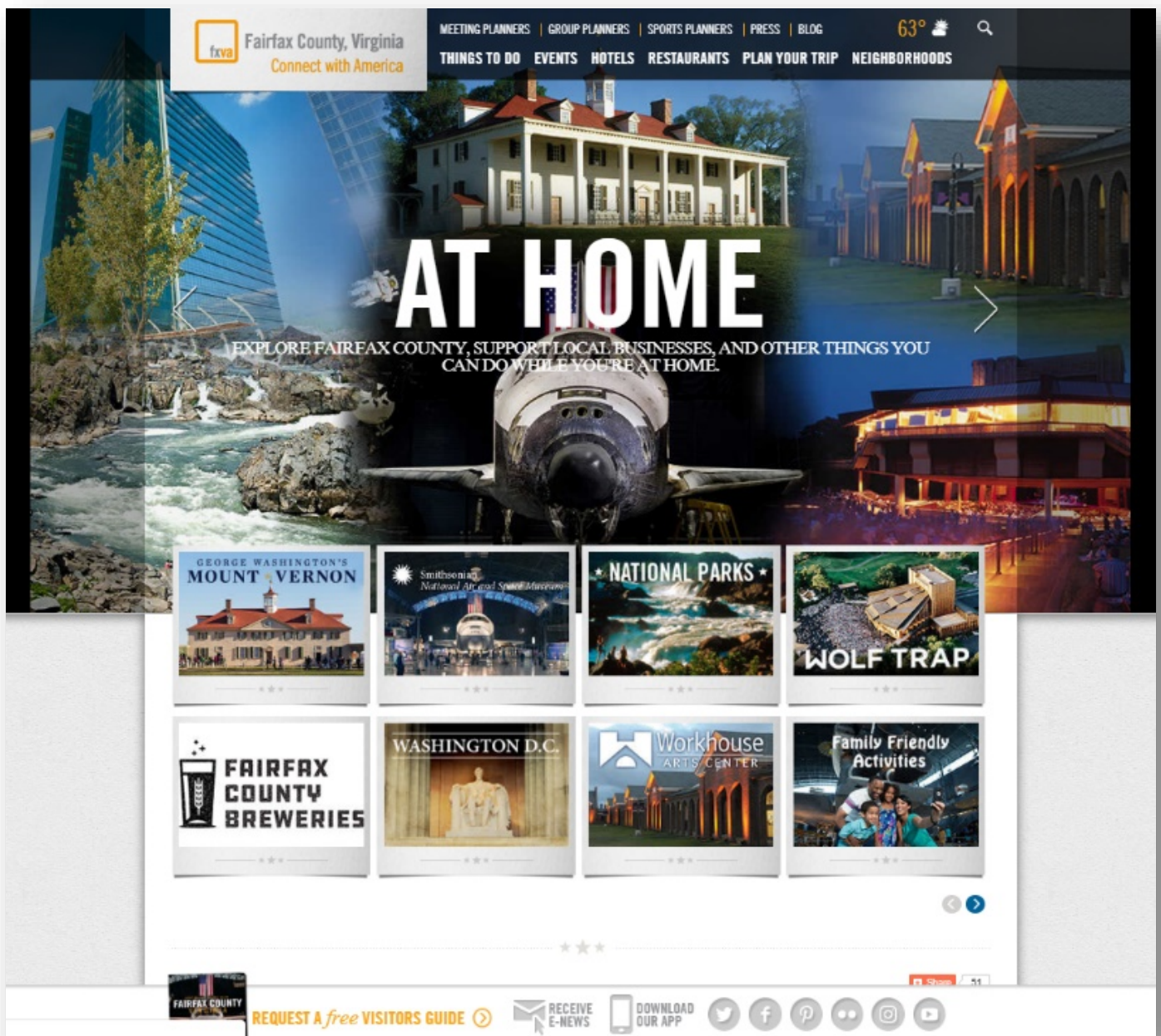
## Visit Fairfax COVID-19 Stakeholder Support

### Phase I

During Phase I, the Virginia hospitality industry remained in lock down and the primary message across the nation advised people to stay home and stay safe. The Fairfax County message reflected that reality while still working to engage consumers, encourage positivity, and inspire support for the industry.

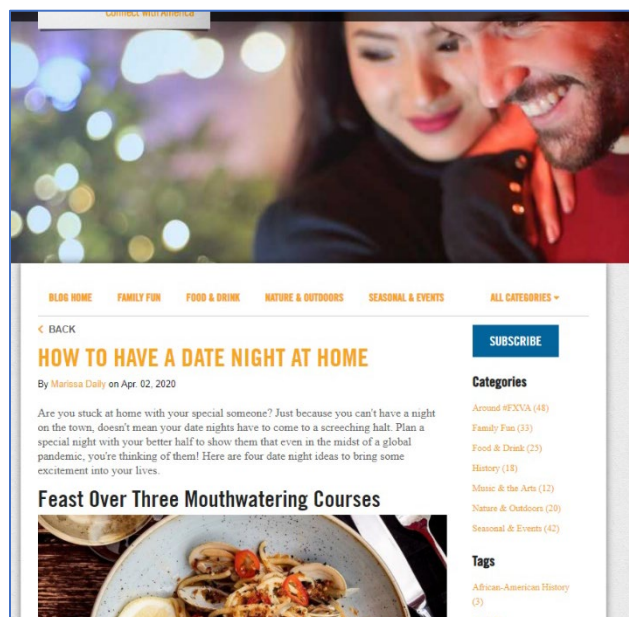
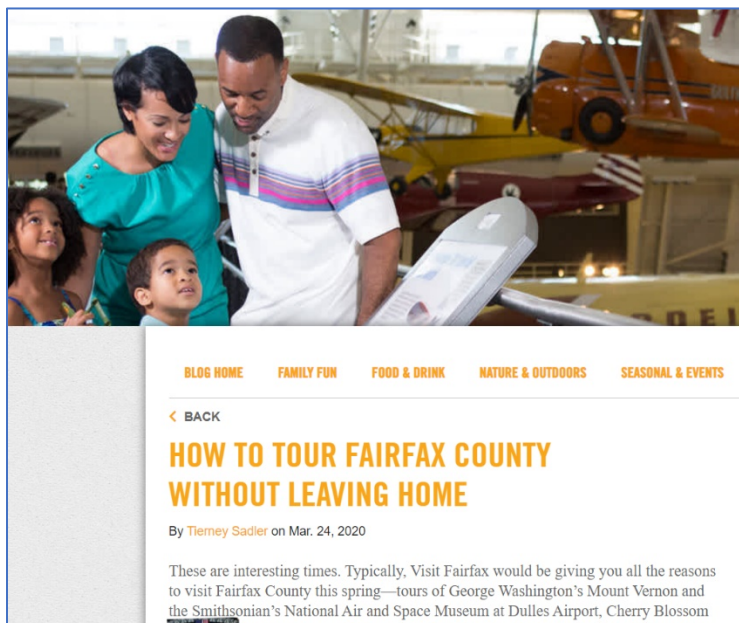
#### FXVA.com

- The Visit Fairfax website [homepage](#) was updated to showcase Things-to-Do at Home, Restaurant Support, Ways to Help, and a Virtual Tour [eMap](#) to send the message: When the time comes for you to plan your next vacation, we'll be here waiting to make it the best possible experience. In the meantime, support your local businesses as we all work to stay safe.

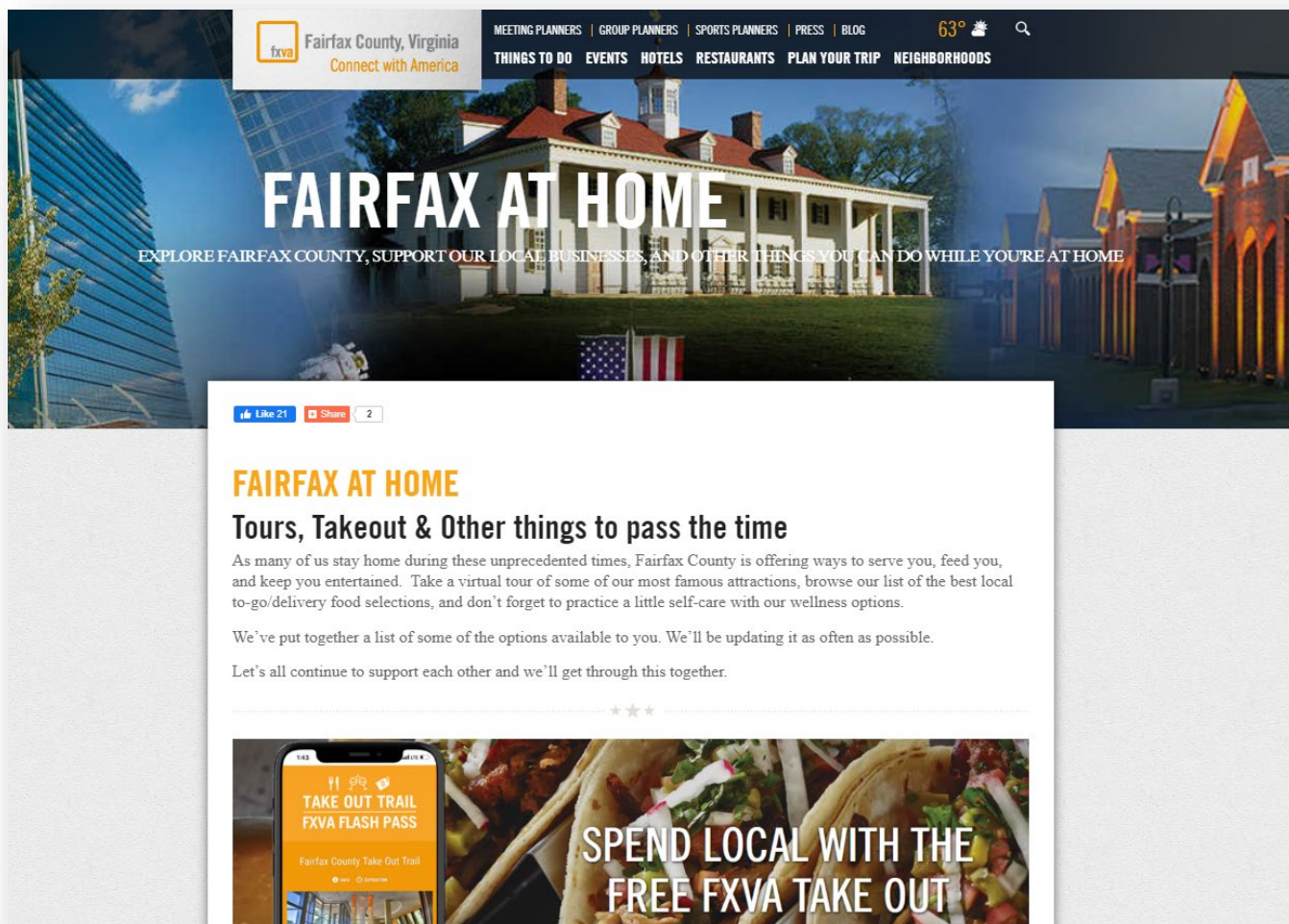




- Content highlighting things to do during lockdown continued to engage consumers from home: “Take a virtual vacation” and “Date Night at Home”



- The [At-Home webpage](#) of things to do supported the brand with messages for locals and also visitors when the world was ready to travel again.



- Graphics on the FXVA.com homepage and restaurant page encouraged local residents to support our restaurants through take-out, delivery, and gift cards. Supporting “Takeout or Delivery Week” 3/30-4/4.

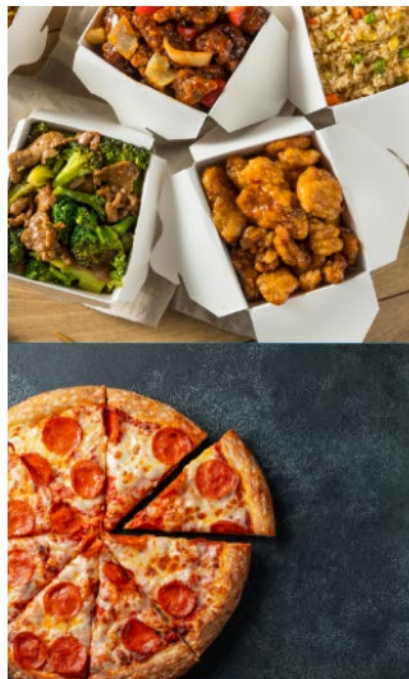
VIRGINIA IS FOR **RESTAURANT LOVERS**

# TAKEOUT WEEK

March 30 - April 5, 2020

March 30 to April 5 is Virginia Is for Restaurant Lovers Takeout Week.

Virginians are encouraged to order takeout, delivery or curbside pickup from local restaurants and to use the hashtag #VirginiaEatsLocal to spread the word.



VIRGINIA  
RESTAURANT · LODGING · TRAVEL  
ASSOCIATION

## SUPPORT LOCAL RESTAURANTS

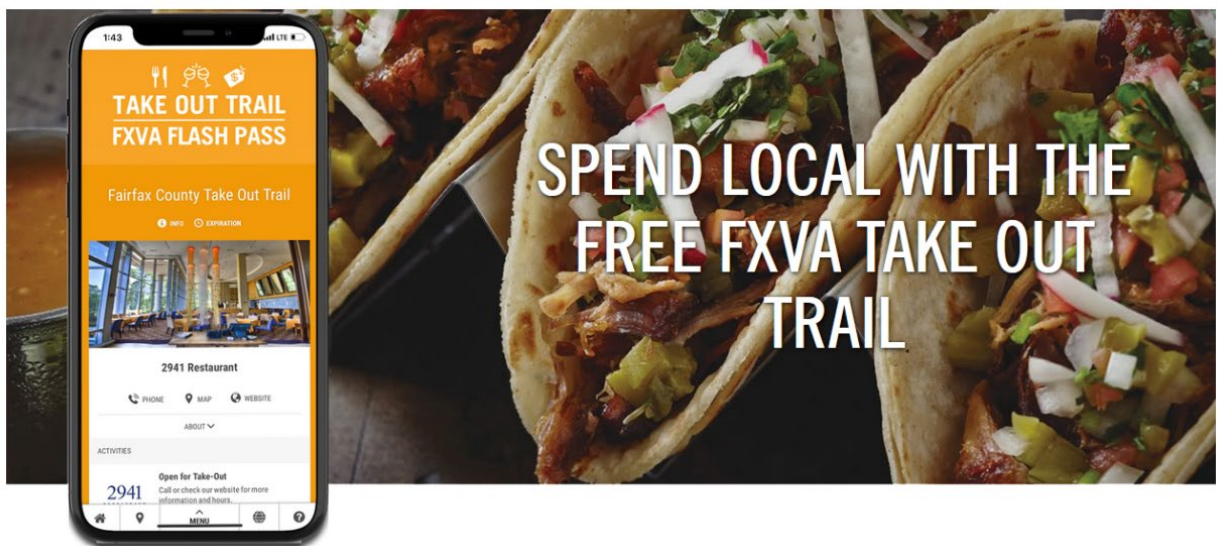
- CARRY OUT A MEAL
- GET DELIVERY
- PURCHASE A GIFT CARD TO USE LATER

SUPPORT THESE LOCAL  
BUSINESSES AND EMPLOYEES





- Visit Fairfax created a “Take-out Trail” downloadable smartphone functionality to support local restaurants. Over 100 restaurants participated, and 2,700+ consumers downloaded the app.



- Promoted the Virginia Tourism Corporation’s Virginia is for Restaurant Lovers Takeout Week and supported the program through paid social and paid search.
- Many people sought ways to help as the pandemic affected so many. Visit Fairfax highlighted opportunities for those who wanted to help on the [LoveShare page](#).



## Social Media

### Facebook (30,741 followers)

- [Restaurant page](#) included message to support our restaurants through take-out, delivery, and gift cards.
- Activated social media campaigns:
  - “Support Your Local Restaurants”
  - Breweries and Wineries: curbside pickup
  - At-Home: things to do during self-quarantine



### Instagram (9,350 followers)

- Supported local businesses by posting their offers/messages onto [Visit Fairfax's story](#).



**Twitter** (12,000 followers)

- Supported stakeholders by tweeting their messages/offers



## 1st Responder Rates

- Created [First Responder rates](#) page to showcase hotels offering special rates to frontline workers.

A screenshot of the Fairfax County, Virginia website. The header includes the Fairfax County logo, navigation links for various planning services, and a weather widget showing 63°F. The main content area features a large image of a hotel room. Below this, a section titled 'FAIRFAX HOTELS' provides information about the county's proximity to Washington, DC, and lists various amenities. At the bottom, a prominent red banner highlights 'FIRST RESPONDER RATES', offering special rates for hospital workers, first responders, and other emergency personnel. The banner includes icons for a heart, a star, a flame, and a shield.



## eMail

eMail marketing program featured virtual experiences and introduced a new eMail series for Local Residents:

**Fairfax County, Virginia**  
Connect with America




**LET'S SOAR. TOGETHER.**


TAP TO SEE OUR VIDEO.

\*\*\*

**WELCOME TO FAIRFAX COUNTY'S NEW E-NEWS FOR LOCALS!**

We've been sending e-newsletters to tourists for years, but there's always good stuff in there that locals should know, too. Like new restaurants and breweries. Cool things to do in the county. And, of course, local concerts and events. But now that Virginia and the rest of the country is in the midst of practicing safe distancing and staying at home as much as possible, the need to keep our locals informed and entertained is greater than ever.

**Fairfax County, Virginia**  
Connect with America



**StoryTellers**  
MOUNT VERNON

TAP TO SEE OUR VIDEO.

\*\*\*

**SEE MOUNT VERNON - AND FAIRFAX COUNTY - IN A WHOLE NEW WAY.**

Whether you've been once or a dozen times, we can pretty much guarantee that there's something at George Washington's Mount Vernon you've missed. Like this year's baby sheep. Or the incredible details you can see on a self-paced, high-def tour of the mansion. From the estate's renowned gardens to the story behind George's teeth, the folks at Mount Vernon have assembled a vast storehouse of facts, videos, stories, and lessons to enjoy online while the estate is closed to the public to mitigate the spread and impact of the coronavirus.

## COVID Campaigns – Phase 1

**We're in this "Together":** Objective was to show empathy and support brand awareness through fxva.com and social media channels

Produced an inspirational video to reflect a positive message during the COVID-19 shutdowns. See it [here](#).



## Front Porchraits

Social media campaign: Fairfax Front Porchraits – encouraged followers to send us their own family front porchraits and “make us smile” during difficult times.



 **Fairfax County, Virginia**  
Connect with America

MEETING PLANNERS | GROUP PLANNERS | SPORTS PLANNERS | PRESS | BLOG 82°

THINGS TO DO | EVENTS | HOTELS | RESTAURANTS | PLAN YOUR TRIP | NEIGHBORHOODS

# Fairfax

Like 0

Share

## FAIRFAX FRONT PORCHRAITS


What is a Front Porchrait? It's a way to show solidarity while we're all at home practicing safe distancing and quarantining. It's a way to mark this moment in history. And, most importantly, it's a way to have fun! Each one of us has a unique perspective of what life is like at home depending on who you're with and where you are. So just take a picture of you or your family on your front porch, patio, balcony, etc. and then [load your submission here](#) for a chance to be featured in our gallery below. There is really no wrong answer just have fun. Hang in there everyone, we'll get through this together.

Upload files to Visit Fairfax

  
Add your files  
or drag & drop here

ADD UP TO 10 FILES. 10MB PER FILE. MAX. ALLOWED. APC. 10MB. No uploads greater than 10MB. Fairfax will remove any uploads greater than 10MB after necessary rights and permissions have been granted.

### #FairfaxFrontPorchraits







## Storytellers Series – social posts

Leveraged Storyteller series on social media to engage audiences as people sheltered in place.



Supported stakeholders by promoting ways that the industry is adapting to new realities.

