

## **“Now is the Moment” Tourism Recovery Campaign**

On April 26, 2021, Monterey County CVB (MCCVB) will officially launch its national tourism recovery campaign, “Now is the Moment.” The multi-faceted campaign, which includes national television, is the first step in a strategic multi-year recovery initiative designed to come out of the pandemic better than before.

### **Purpose**

- **Accelerate Monterey County’s economic recovery** by driving overnight visitation and tourism spending especially mid-week and in low-season
- **Increase awareness of Monterey County** nationally with high-value travelers, including return visitors and new travelers less familiar with the destination
- **Promote responsible travel** to ensure the county stays a safe, sustainable place for residents, employees and visitors

### **Targets**

- Drive Market (San Francisco and Los Angeles)
- Direct Flight Markets (Dallas, Denver, Las Vegas, Phoenix, Portland, San Diego and Seattle)
- National (Midwest, East Coast)

### **Messaging**

“Now is the Moment” plays off the brand tagline line “Grab Life by the Moments” and is both an introduction and an invitation – an intro to the County for new travelers and a welcome to all. Now is the moment to take an inspired, life-enhancing trip.

### **Approach**

- National TV spot with streaming and digital media extensions
- Satellite media tour garnering nationwide press coverage
- Custom content series and social media featuring themed point-of-view videos covering every part of the County
- Destination-wide filming and photography

### **Concept**

“Now is the Moment” was designed to invite viewers out of their everyday at-home environments and step into Monterey County’s boundless wide-open spaces and iconic experiences.

*Now is the Moment*



# MONTEREY

GRAB LIFE BY THE MOMENTS

## **Why Now is the Moment**

MCCVB has been closely following travel research studies to inform its recovery marketing strategy and determine why now is the moment to launch a national marketing campaign.

As consumers become more confident in travel, restrictions lessen across the state and country, and Highway 1 reopens on April 30, the destination is well positioned for a powerful campaign launch. In addition, the planned reopening of the state on June 15 provides an opportunity to begin hosting groups and larger gatherings again, a much missed segment of travelers and boon to the hospitality community.

The launch also aligns with Visit California's national campaign, "What If, California," which will support "Now is the Moment" by increasing awareness and inspiration for travel to the Golden State.

While the county's hospitality industry is ramping up for the return of tourism, there is a long way to go toward economic recovery. By strategically developing a tactical marketing campaign, MCCVB can positively accelerate the economic impact for the community in the near term and beyond.

