



COVID-19 CRISIS MARKETING & PR

RESPONSE/RECOVERY PLAN | 4/27/2020 - **DRAFT**



COVID-19 CRISIS MARKETING OVERVIEW

OBJECTIVE

Get the Temecula Valley tourism economy moving as quickly as possible.

STRATEGY

Deploy a multi-pronged phased approach that delivers member support and stimulates travel to Temecula Valley to deliver immediate economic impact and stimulates travel from beyond southern California to deliver sustained economic impact.



COVID-19 MARKETING FRAMEWORK

COVID - 19 Marketing Framework

	Phase 1	Phase 2	Phase 3	Phase 4
Traveler Truths	Quarantined and social distancing	Social distancing reduction and potential financial impacts	New normal	Traveling at a normal cadence
Traveler Motivators	Creating a new daily normal way of living and seeking outlets for the now	Returning to normal daily routines with renewed caution and experimenting with future travel plan	Adapting and proactively seeking an escape	Resuming normal travel plans
Brand Roles	Acknowledgement of circumstances (national); rallying around community (local)	Understanding safety and health precautions; getaway solutions to break "cabin fever"	Encouraging travelers to get out and explore	Connecting travelers with reasons to travel
Purpose	Maintain top-of-mind awareness	Drive awareness, consideration and visitation	Increase consideration and visitation	Encourage visitation and bookings
Messaging Strategy	Inspirational and reuniting post-crisis; support community stories	Inspirational and informational (safety, rates, etc.); bookings	Full-funnel	Full-funnel
Desired Action	Stay connected	Planning ahead and positive connections between traveler and brand	Get excited and making initial travel plans	Booking travel



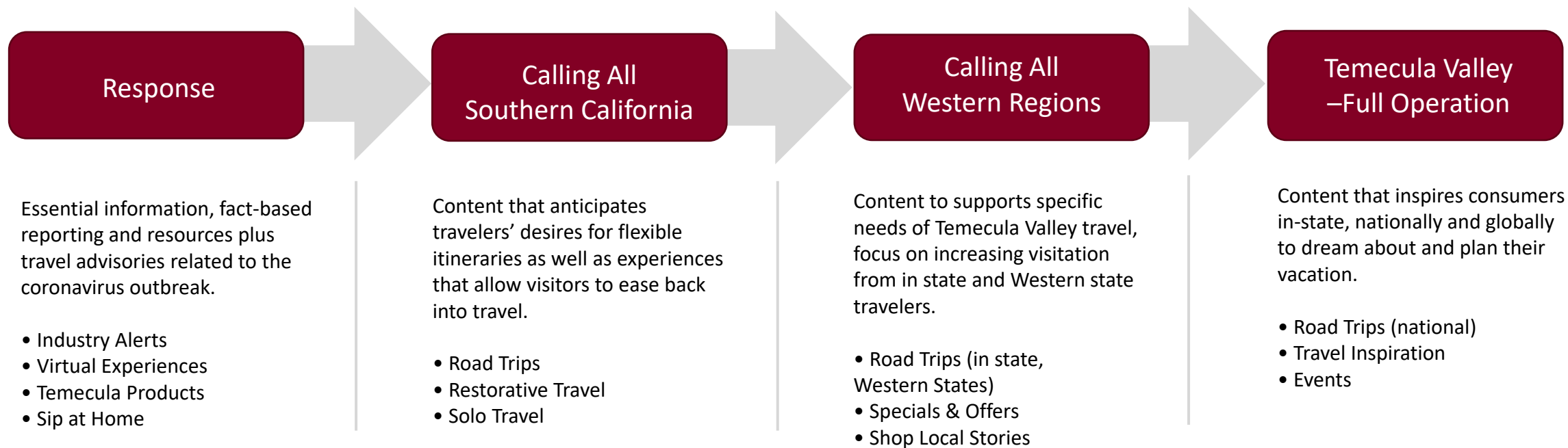
RECOVERY MESSAGING STRATEGY





RECOVERY CONTENT STRATEGY

An “always on” destination that provides consumer-focused content that addresses real-time needs as they evolve. Continually monitor search behavior, social media website metrics. Develop library of useful and entertaining Temecula-based content, including guides to virtual experiences. Content curation inputs from local businesses. Fluid content to shift between phases.





PHASE 1 – RESPONSE

SOCIAL ACTIVATION

- Inspirational Posts
- Sip at Home Program
- California Takeout Tuesday
- User Generated Content
- Virtual Experiences and Events
- Zoom Backgrounds
- Destination Video



CONTENT STRATEGY: TODAY

Facts and Information – Essential resources, travel advisories and business reference links

Helpful Ideas During Lockdown – Entertainment and distraction for people staying safe at home

Inspiration and Planning - Keep Temecula Valley top of mind as an eventual vacation destination with trip ideas and flexible itineraries for “post quarantine dreaming”

Community Support – Featuring Temeculans going above and beyond to support their neighbors in crisis. Will showcase businesses and individuals providing for their communities.

Industry Support – Amplify and feature articles about Temecula Valley, featuring specials and discounts to stimulate the economy.



PUBLIC RELATIONS: QUARANTINED & SOCIAL DISTANCING

Maintain Top-of -Mind Awareness. Ask community to help stimulate local economy.

Key Messaging

- Stay-at-Home
- We'll be waiting for you

Story Pitches

- Sip at Home campaign
- California Takeout Tuesday
- Virtual experiences
- Virtual events
- Zoom backgrounds
- Local distillery making hand sanitizer

Member Communication

- Industry Alerts sent twice a week
- Industry page on VTV website

Press Releases

- Prized and secret recipes from Temecula Valley's top chefs
- Cocktails you can make at home
- Wellness activities to maintain a peaceful mind and body
- Virtual behind-the-scenes wine tour during bud break
- Eating healthy demonstrations from one kitchen to another



SOCIAL CONTENT THEMES: TODAY

Dreaming of Traveling

The top trend across all channels continues to be about dreaming of traveling to California. People are actively asking for suggestions and adding on to their bucket lists.

Stay at Home

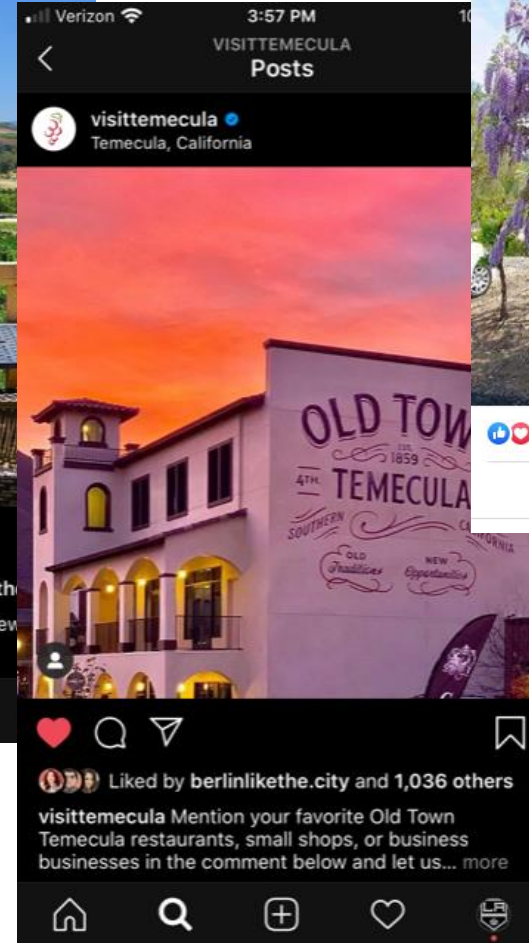
The message to stay at home continues with people urging their followers to remain at home, so we can all go back to enjoying the traveling if we all do our part.

Small Businesses

Plenty of support for small businesses, especially the restaurant industry and wineries. People are sharing their favorite spots and urging people to order takeout, delivery, or purchase gift cards.

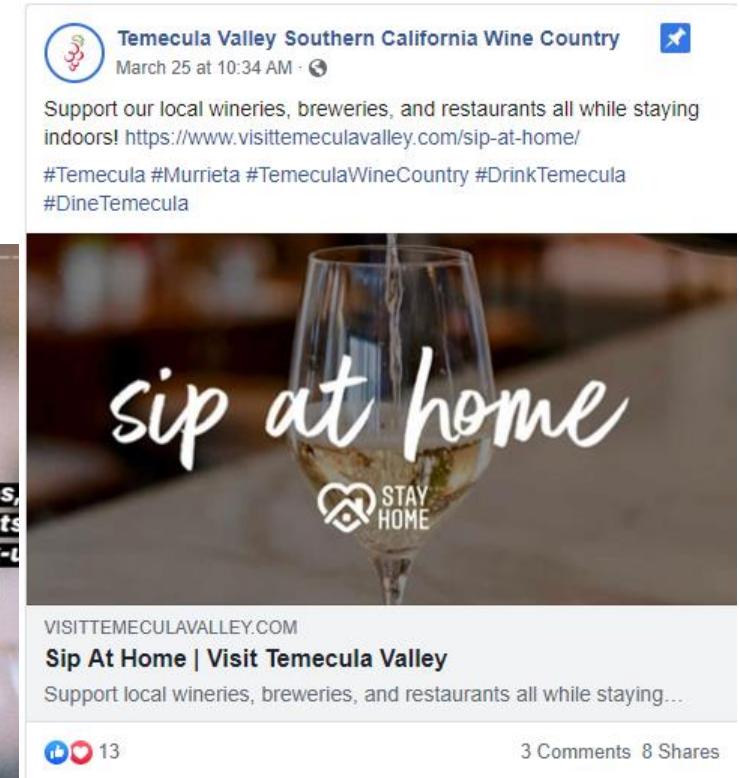
TRAVEL INSPIRATION

The top trend across all channels continues to be about traveling. People are actively asking for suggestions and adding on to their bucket lists.



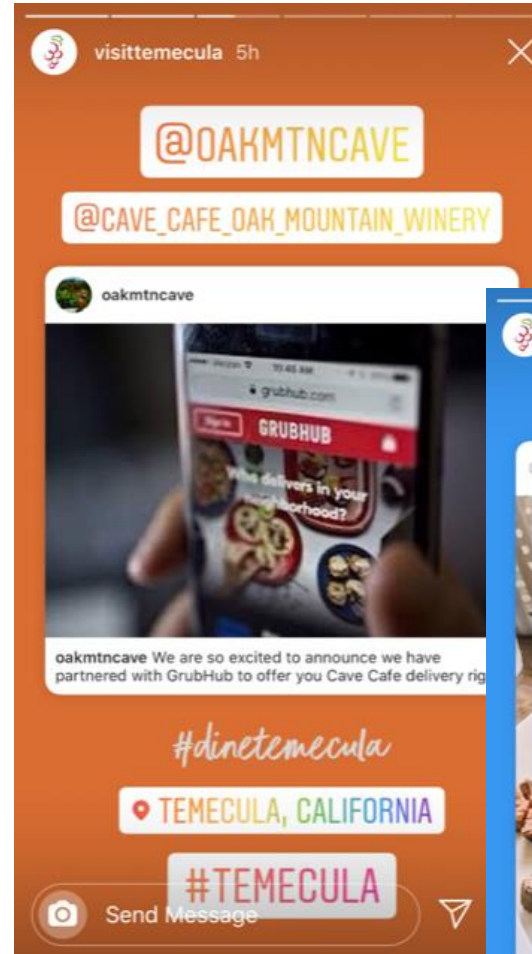
SIP AT HOME PROGRAM

Program focused on supporting local wineries, breweries, and restaurants all while staying indoors. Many of our local businesses have online stores in addition to their storefronts. Consumers can order their favorite bottle of wine or brew from the comfort of your home. Promoted through social media and website.



TAKEOUT TUESDAY

California Takeout Tuesday is a statewide effort to support local restaurants during COVID-19. We are encouraging all restaurants to use Visit California's toolkit to help promote their restaurants – logo and #CATakeoutTuesday





TAKEOUT TUESDAY TOOL KIT

- Downloadable, customizable logos for Facebook, Instagram & GIFs
- Sample social posts
- [Download assets](#)



EDITABLE DMO CITY NAME:

GOOTHAM BOLD
ALL CAPS
CENTER ALIGNED
TRACKING 60 (Letter spacing)

COLOR:
PANTONE 2915
C60 M9 Y0 K0
R98 G181 B229
HEX 62B5E5



TAKEOUT TUESDAY – VISIT CALIFORNIA RECAP

Week 1: Soft Launch

- 3,399 Engagements
- 15 Participants
- 3 Restaurants

Week 2:

- 96 Participants
- 28 Restaurants



[View Insights](#)

[Promote](#)



Liked by kathryngwynne and 2,490 others

visitcalifornia Not sure what's for dinner? Good thing today is our first ever #CATakeoutTuesday! It's an opportunity for us all to back our local... more

[View all 40 comments](#)





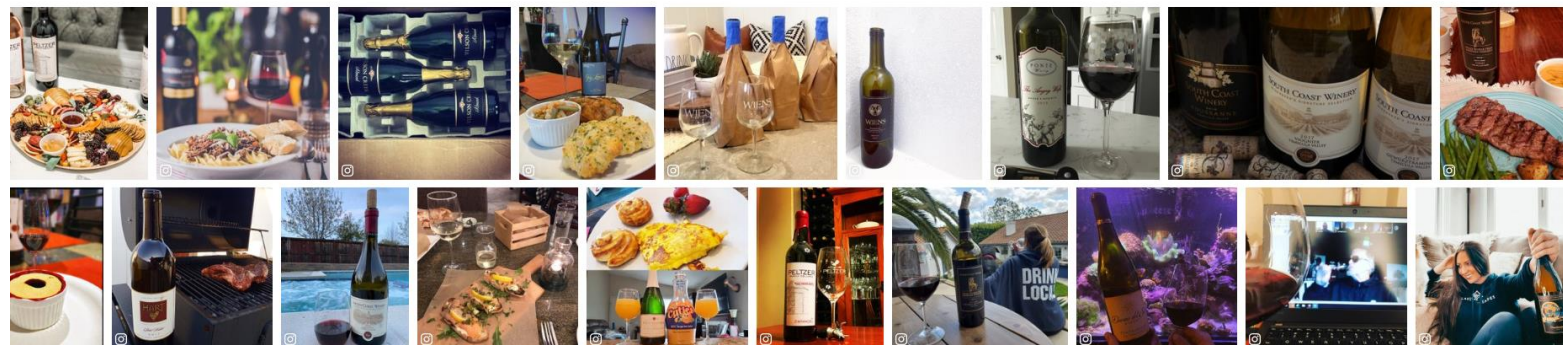
USER GENERATED CONTENT

- Crowdriff enables Visit Temecula Valley to tap into over 14 million user-generated images and videos
- Low-cost option for rights-approved creative across all distribution channels
- Connecting and engaging with the industry through asset curation
- Use approved images through website and visitor guide
- Helps support current conditions for stay at home order

support local
businesses



at home
experiences





VIRTUAL EXPERIENCES AND EVENTS





ZOOM BACKGROUNDS





DESTINATION VIDEO – RESPONSE CREATIVE





PHASE 2 – RECOVERY

CALLING ALL SOUTHERN CALIFORNIA



CALLING ALL SOUTHERN CALIFORNIA

Southern Californians are vital to Temecula Valley's COVID-19 economic recovery.

Encouraging Southern Californians to help jump start Temecula Valley's economy by getting out, traveling and spending money with local businesses is the first step.

Calling All Southern Californians is a hard-hitting, multi-channel campaign that appeals to this sense of duty and civic pride, while reminding locals of all the great things they can experience in their community.



PUBLIC RELATIONS: SOCIAL DISTANCING & RETURNING TO ROUTINES

Drive Awareness & Consideration. Southern California vacations to nearby regions to jump start the economy.

Key Messaging

- Temecula Valley is a low-impact sustainable destination for drive market visitors
- Temecula Valley is a safe and nearby rural getaway

Story Pitches

- Open countryside
- Farm tours
- Members procedures for ensuring cleanliness and safety
- Food and wellness
- Specials, discounts, and packages

Member Communication

- Industry Alerts sent once a week
- Industry page on VTV website

Press Releases

- Fall events and activities
- Outdoor activities

Media Event

- Virtual Destination Media FAM



DIGITAL DISPLAY



VISIT TEMECULA VALLEY CAMPAIGN





VISIT TEMECULA VALLEY CAMPAIGN





PHASE 3 – RECOVERY

CALLING ALL WESTERN REGIONS



CALLING ALL WESTERN REGIONS – DRIVE MARKETS

Phoenix, Las Vegas, Portland and Seattle are the top volume Western Region drive markets into California, accounting for 8% of travel volume.

Over the past two years, there has been a substantial increase in road trips in the U.S. California Is Calling (Visit California) will build upon California Road Trip Republic campaign assets and appeal to nearby resilient travelers to take a road trip to explore all the Golden State has to offer.

Temecula Valley is situated as a premier, road trip destination within California and nestled in Southern California.

Source: MMGY Portrait of the American Travelers



PUBLIC RELATIONS: NEW “NORMAL”

Encourage Travelers to Visit. Western region resilient travelers to take road trips.

Key Messaging

- Road trip to Southern California
- A California wine country getaway with beaches and mountains a drive away

Story Pitches

- Road Trips
- Seasonal activities
- Specials, discounts, and packages

Press Releases

- Road tripping through Southern California
- Seasonal activities
- Outdoor adventures
- DYI activities



PHASE 4 – RECOVERY

CALLING ALL



CALLING ALL – FULL OPERATION

Move back to a national media plan across all layers that will reach more target markets and deliver greater impact over the long term.

Temecula Valley marketing campaign will include 'Cheers to...' and 'Sip, Sip, Stay' packages, with continued participation in the California Road Trip Republic.



RECOVERY MARKETING – PAID ADVERTISING

	2020		2021	
	Q3	Q4	Q1	Q2
	So Cal	Western Region	Full Operation	Full Operation
Digital Campaigns				
Display				
Google - Display/PPC				
TripAdvisor				
Social Media (FB, Insta)				
Digital Radio				
Online Video (Connect TV)				
Outdoor				
Billboards				
Print				
Visit CA Visitor Guide				
San Diego Visitor Guide				



PUBLIC RELATIONS: BACK TO “NORMAL”

Focus on national market.

Key Messaging

- Temecula Valley is a beyond the gateway hidden gem destination
- Innovative chefs, local ingredients, and dining experiences are a culinary culture in Temecula Valley
- Enjoy a 10 Best Wine Travel Destination while indulging in wellness experiences that help a traveler escape, relax, and possibly have a life-changing experience.
- Temecula Valley has fun and educational experiences that can make trips as unique as the individuals.

Story Pitches

- Culinary
- Outdoor adventures
- DIY activities
- Specials, discounts, and packages

Press Releases

- Seasonal activities
- Culinary
- Outdoor adventures
- DIY activities

VISIT CALIFORNIA MARKETING CAMPAIGNS



VISIT CALIFORNIA – RADIO SPOT

“BUCKLED IN” (:30)

Light, upbeat music bed.

In the California Road Trip Republic, we believe that buckled into a seatbelt is where we are most free.

So, it's time to declare your independence and hit the road.

Come, coast along the ocean. Swing through our cities. Or head out in the wide-open wilderness, chasing horizons and natural wonders.

All you need to do is grab the wheel and let go of everything else.

For all the ideas and inspiration you need to kick start your California road trip, stop by visitcalifornia.com.



VISIT CALIFORNIA CAMPAIGN





VISIT CALIFORNIA CAMPAIGN





CALLING ALL – VISIT CALIFORNIA CAMPAIGN

NEW
“All Dreams
Always Welcome”
Campaign





CALLING ALL – VISIT CALIFORNIA CAMPAIGN



PARTNER TOOL KIT FOR RECOVERY



RESPONSE/RECOVERY – THINGS WILL LOOK DIFFERENT



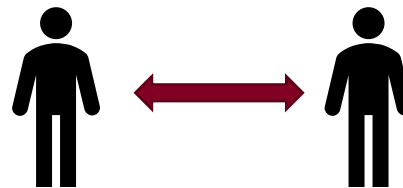
Restaurants will likely reopen
with fewer tables



Concern for safety and
cleanliness while traveling



Face coverings will likely be
common in public



Continue to practice social
distancing



Reduction of large-scale
gatherings and events



New opportunities will likely
arise to support mitigation



RESPONSE/RECOVERY TOOL KITS

Tourism Industry

- [Travel in the New Normal – Health and Safety Guidance](#)

Hotel/Lodging

- [American Hotel and Lodging Association Reopening Guidelines](#)
- [Hotel Guideline Example](#)
- Airbnb Enhanced Cleaning Initiative - TBD

Restaurants

- National Restaurant Association
 - [Blueprint for Recovery](#)
 - [COVID-19 Information & Resources](#)
- [California Restaurant Association](#)
 - [Restaurants Care](#)

Wineries

- [Direct Shipping State Laws](#)

Events

- TBD

Community

- [Temecula Revive – Economic Stimulus & Recovery](#)
- [Temecula Valley Chamber of Commerce – COVID-19](#)
- [Temecula Winegrowers Association](#)
- [Visit Temecula Valley – Tourism COVID-19 Updates](#)
- [Riverside County Health System](#)



THANK YOU

Director of Marketing

Rebecca Paredez

(951) 252-2139

rebecca@visitemeculavalley.com

Director of Public Relations

Annette Brown

(951) 252-2141

annette@visitemeculavalley.com

Director of Sales

Ruben Labin

(951) 252-2136

ruben@visitemeculavalley.com

VisitTemeculaValley.com