

Tourism office adopts economic development

The pandemic, with all its disruption, has caused a variety of groups and businesses to work together more than ever before. Hotels, for one, have jointly lobbied for economic relief.

Competing chambers of commerce and pro-business groups are joining on pandemic survival programs.

Another melding of tasks is happening in Sarasota, where the county's tourism marketing arm, Visit Sarasota County, is taking lead on a mission that's long belonged to the Economic Development Corp. of Sarasota County: wooing businesses to relocate to the county.

"We're taking on a role we've never done before," Visit Sarasota County Vice President Erin Duggan says. "It's an example of how [organizations] are able to collaborate. It's the trend right now, and I think we will start to see a lot more of this."

Visit Sarasota County has earmarked \$100,000 for a digital business relocation ad campaign. It's 100% social media and other digital channels.

– *businessobserverfl.com*



Download a copy of the presentation at <https://www.smarinsights.com/home/traveler-behavior-insight/>

Research shows little change in attitude but a greater change in actual behavior

Throughout the Marketing Outlook Forum (MOF) in October, we saw line charts showing that consumer attitudes during the pandemic have not changed very much.

This is definitely true, but SMARInsights has found that even though attitudes have not significantly changed – behavior has.

SMARInsights' Denise Miller presented highlights from our tracking research at MOF, and we wanted to share some of the deeper insights we have observed.

- Travel is happening! There are opportunities to influence both additional travel and to expand the types of activities – and thus the economic impact from travel.
- People who say they are “not traveling” really mean they are not

traveling in the same way as before. But they are probably taking trips and can be influenced to take more trips.

- People respond positively to destination ads – if you can advertise, you probably should.
- Pre-testing the ads can help uncover small changes that will increase the impact.
- Since the biggest segments of potential travelers are more cautious, selling the safety of your destination and encouraging safe travel behavior is effective.
- There is polarization, so expect some negative reactions, especially on social media. But realize that these are generally a small number of consumers – don't let them derail your efforts.



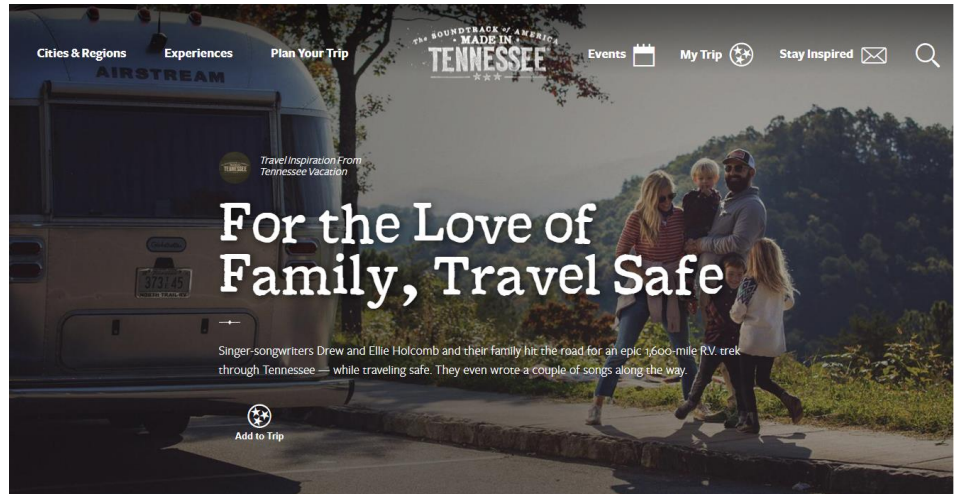
Photo: Sarasota Jungle Gardens

Tennessee promotes safe family road trip

From [tnvacation.com](https://www.tnvacation.com):

Tennessee's given us a lot to love. And when you're ready to travel, we look forward to welcoming you with our famous, warm hospitality. There are currently no travel restrictions in Tennessee; however, we encourage everyone to follow health and safety practices.

Details on the safety precautions businesses are encouraged to follow are available at [TNpledge.com](https://www.tnpledge.com). Guidance for residents and visitors is available



<https://www.tnvacation.com/articles/love-family-travel-safe>

at the CDC Guidance for Travelers. So come for the mountains, the music, the rivers, the food, the attractions. But for the love of

Tennessee, wear a mask, wash your hands, practice social distancing and travel safe.

Cedar Falls Visitors Bureau inspires hope with cute kids and their dogs

On top of a pandemic and a natural disaster (a derecho), it's no secret this has been a hard year.

Knowing folks are feeling like it's one thing after the other, the Cedar Falls (Iowa) Tourism and Visitors Bureau is trying to bring back some joy by launching a new campaign. They call it, "Find Their Happiness."

The bureau has kicked off the campaign with a heartwarming video. Not only does the video promote some of the city's features like Main Street or its many nature trails. But the bureau's event promoter, Bonita Cunningham said it displays a message of hope.

"They're searching for anything and everything to keep them going and to not give up," Cunningham said, "sometimes in the most unexpected places happiness is right in front of you."



<https://www.facebook.com/watch/?v=1204578503255701>

The nearly 2-minute montage begins with two little boys losing their puppies and hanging lost dog signs.

Then, viewers follow the two puppies around town as they explore the city – and have fun. The video concludes with the two boys finding their lost dogs at the welcome center.

The bureau has posted the video to

its social media platforms. Bonita and the bureau's sales and marketing coordinator Adam Bolander said there is more in store for the campaign but are not releasing that information yet. Both have said to sit back, wait, and pay attention to their Facebook page.

– [kwwl.com](https://www.kwwl.com)