

## Seattle's DMO battles fire, riot perceptions

From protests to COVID-19 to wildfire smoke, Seattle continues to be in the national spotlight. And now, some worry about the impact recent violent protests and riots have had on Seattle's image, which has typically centered on such items as the rain, its coffee, or the Space Needle.

"Seattle is such an inviting destination," said John Boesche, the Vice President of Visit Seattle. "It's a bucket list destination for a lot of visitors around the world."

But lately the headlines about Seattle have been about COVID-19 and closures, wildfire smoke, and seemingly endless protests.

Groups like Visit Seattle said they plan on launching an \$8 million campaign next month only targeting local and regional visitors.

"We need to get people back into the city, helping those businesses, keeping those restaurants open we all love," Boesche said. "We all play a role in rebuilding Seattle."

Visit Seattle said the marketing campaign is paid for with Coronavirus Aid, Relief, and Economic Security (CARES) Act money.

— [komonews.com](http://komonews.com)



KOMOnews photo



[wilmingtonbiz.com](http://wilmingtonbiz.com)

Visitors to the Riverwalk a few years ago in downtown Wilmington, NC.

## Dipping their toes back in the water: DMOs try new advertising messages

Destinations are launching new messaging they hope lures visitors who are ready to travel.

According to national research by SMARInsights, 17% of respondents say they will resume their normal routine within the next week, 44% say they are ready to start leaving the house more but will only visit places that they feel safe, and 38% say they are going to stay home and venture out as little as possible.

Here are a few examples of advertising campaigns aimed at getting a share of those 61 percent who are ready to venture out.

### Wilmington, NC.

The Wilmington and Beaches Convention & Visitors Bureau recently unveiled its new campaign theme, "Fall is the new summer."

"It's a perfect time to plan a trip with moderate temperatures, fewer crowds and off-season pricing," said Kim Hufham, president and CEO of the New Hanover County Tourism Development Authority.

Health and safety ranks among the top concerns of travelers, so the CVB's fall leisure marketing campaign will focus on highlighting their participation in the Count on Me NC Campaign.

Visit NC initiated the Count on Me NC statewide advertising campaign. It is a public health initiative that empowers visitors, guests, and businesses to help keep everyone safe from COVID-19, according to the website [countonmenc.org](http://countonmenc.org).

— [wilmingtonbiz.com](http://wilmingtonbiz.com)

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# DMOs try out new messages

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## Augusta, GA

The city's new tourism marketing campaign emphasizes the "us" in Augusta.

The Augusta Convention & Visitors Bureau recently unveiled its "Come See Augusta" branding initiative, which promotes the city's friendly, casual and "authentic" nature to tourists living in a 200-mile radius planning a one- to three-day visit.

The campaign's marketing materials, which highlight the letters "u" and "s" in the middle of the city's name, are designed to showcase Augusta's Southern charm, affordability and "undiscovered" assets to adventurous leisure travelers seeking to avoid tourist-heavy destinations.

The campaign – created by Augusta-based marketing firm Wier/Stewart – was conceptualized before the COVID-19 pandemic, but the messaging dovetails with crowd-averse tourism trends while promoting the city as an uncharted destination waiting to be explored.

– *augustachronicle.com*

## Baltimore

Visit Baltimore is rolling out a new plan to revitalize the City's tourism industry.

"It's going to take us to rebuild it," Al Hutchinson, CEO of Visit Baltimore, said.

By using Baltimore's own people like rappers, restaurateurs, plant shop owners and poets to encourage Baltimore's own citizens to come out and rediscover the city.

# Come See AUGUSTA

The city will be rolling out banners with photos of its citizens in Baltimore and in cities up and down the east coast to encourage regional travelers to come to Baltimore as well.

– *baltimore.cbslocal.com*

## Hawaii

As Hawaii prepares to loosen travel restrictions for out-of-state travelers in mid-October, tourism officials are trying to determine how to advertise to a travel-fearful populace.

According to a recent discussion by the Hawaii Tourism Authority Marketing Standing Committee, more than one-third of American travelers do not expect to travel by plane again until at least 2021, while only 42% of travelers think they will take a leisure trip in the next six months.

Nonetheless, the HTA is working on crafting messages to allay travelers' concerns and entice more visitors to return on and beyond Oct. 15, when the state will allow travelers to skip the current mandatory 14-day quarantine if they received a negative COVID-19 test from less than 72 hours before arrival.

The first key to this process is clearly communicating the state's travel guidelines to potential travelers, said HTA President John De Fries.

De Fries said the state is already disseminating messaging throughout the tourism industry explaining the terms of how to visit Hawaii – namely that travelers have to provide a negative COVID-19 test taken within 72 hours of arrival in

order to not be quarantined.

– *westhawaiiitoday.com*

## Kentucky

Kentucky officials are launching a new tourism campaign aimed at safe in-state travel.

The "Stay Close, Go Far" marketing initiative reminds residents they don't have to travel far to experience beauty, history and adventure. It encourages safe traveling during the coronavirus pandemic while emphasizing the importance of community connection.

"Our goal with this campaign is to generate a greater awareness of Kentucky as a safe and exciting destination to explore," said Kentucky Department of Tourism Commissioner Mike Mangeot, adding that "even those who call the Bluegrass State home can find something new to discover."

The campaign will focus on outdoor recreation, dining and arts that are unique to Kentucky. Mangeot said the state has a variety of offerings, including mountains, bourbon distilleries, historic battlefields and horse farms, among other attractions.

This isn't the first time states have promoted the idea of "safecations." Over the course of the pandemic, which has been dragging on for more than six months, many tourism websites have teased the beauty of their respective locations while encouraging visitors to stay home.

– *usatoday.com*