



COVID-19 Marketing Response Planning



Webinar Agenda

1. Changes in consumer media consumption / trends
2. Travel Intent Tracking
3. Recovery Planning
4. Market Reorientation
5. Destination Growth



Media Consumption Shifts During COVID-19

Digital and TV are receiving more attention while audio formats are being negatively impacted.

87% of Americans are say they are consuming more content, and 30% believe they will continue to do it more often, indicating a long-term behavior change.

42%

Are paying
MORE attention to
Traditional TV

53%

Are paying
MORE attention
to the Web

45%

Are paying
MORE attention to
Streaming TV

20%

Are paying
LESS attention
to Radio

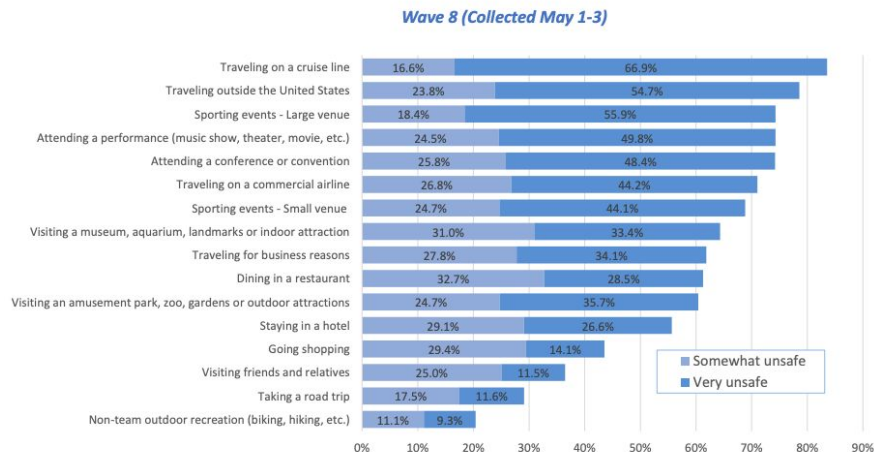
27%

Are paying
LESS attention
to Podcasts

Traveler Perceptions of Safety

Question: At this moment, how safe would you feel doing each type of travel activity?

(Base: Wave 8 data. All respondents, 1,204 completed surveys. Data collected May 1-3, 2020)



Key Takeaways

Perceived Safe:

- Outdoors
- Drive Markets

Areas of Concern:

- Cruises
- Crowded Events
- Areas Slow to Contain COVID19 Outbreak
- Air Travel

Traveler Business Expectations

| | Millennials/GenZ | Baby Boomers |
|---|------------------|--------------|
| Certified cleaning/disinfecting protocols | 60.7% | 66.7% |
| Health screenings for employees dealing with the public | 52.1% | 68.6% |
| Passenger health screenings (at airports) | 47.1% | 69.3% |
| Published cleaning/disinfecting protocols | 47.7% | 65.5% |
| Passenger health screenings (on cruises) | 41.8% | 70.2% |
| Limitations to crowd sizes/visitor capacity | 44.5% | 65.4% |
| Rules for customer physical interactions | 36.8% | 52.9% |
| Customer-facing staff required to wear PPE (masks, gloves etc.) | 37.3% | 51.4% |
| Customers encouraged to wear PPE (masks, gloves etc.) | 30.4% | 49.7% |

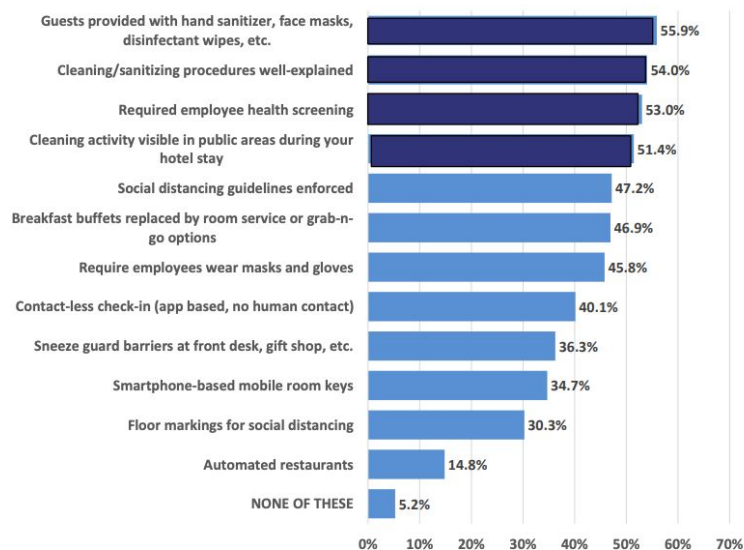
Key Takeaways

- Generations have different expectations for businesses
- COVID19 outcomes driving risk management

Traveler Business Expectations

Question: When staying in a hotel in the future, which operational practices do you think should be used?

(Base: All respondents, 1,204 completed surveys. Data collected May 1-3, 2020)



Key Takeaways

- Consumers will have new expectations during their visit
- Similar responses for Restaurants as well

US Travel Industry Guidance for Promoting the Health and Safety of All Travelers

Create Transmission Barriers

- Adapt operations, modify employee practices and/or redesign public spaces to help protect employees and customers
- Consider implementing touchless solutions, where practical, to limit the opportunity for virus transmission while also enabling a positive travel experience

Enhance Sanitation

- Adopt and implement enhanced sanitation procedures specifically designed to combat the transmission of COVID-19

Promote Health Screening

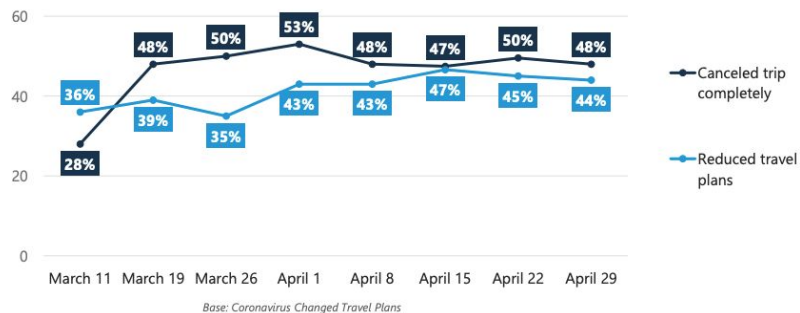
- Promote health screening measures for employees and isolate workers with possible COVID-19 symptoms and provide health resources to customers.
- Establish a set of procedures aligned with CDC guidance should an employee or customer test positive for COVID-19

Follow Food & Beverage Service Guidance

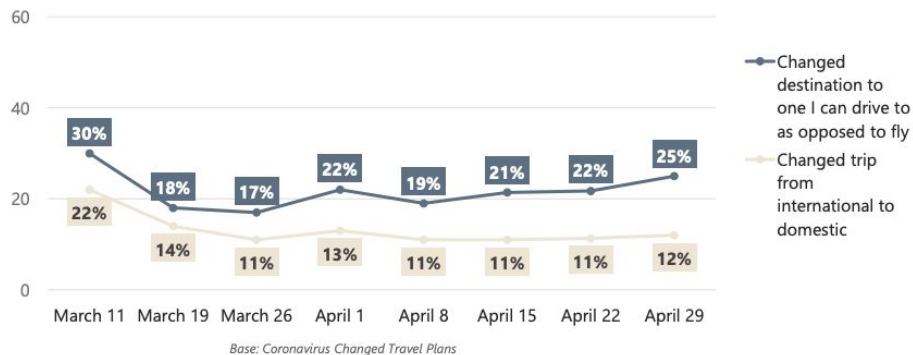
- Follow best practices in food and beverage service to promote health of employees and customers

Traveler Sentiment

Impact of COVID-19 on Upcoming Travel Plans Comparison



Impact of COVID-19 on Upcoming Travel Plans Comparison



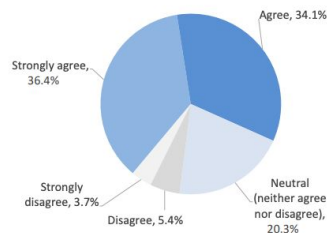
Key Takeaways

- Trip cancellations plateau; trips being changed
- Increased Drive Market Intent and Airport Aversion
- Consumers less willing to travel internationally

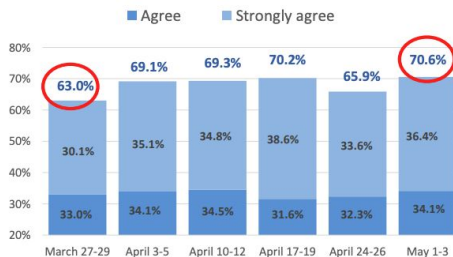
Traveler Sentiment

How much do you agree with the following statement?

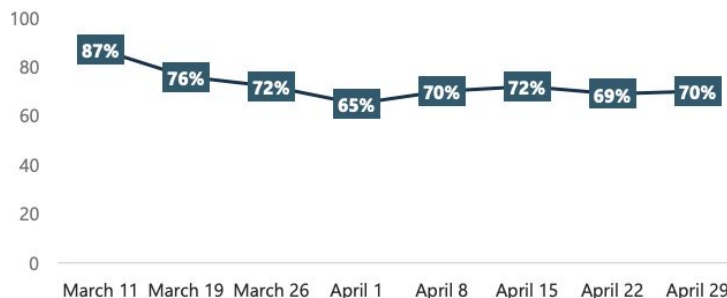
Question: I miss traveling. I can't wait to get out and travel again.



(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208 and 1204 completed surveys. Data collected March 13-15,, 27-29, April 3-5, 10-12, 17-19 and 24-26, 2020)



Travelers with Travel Plans in the Next Six Months Comparison



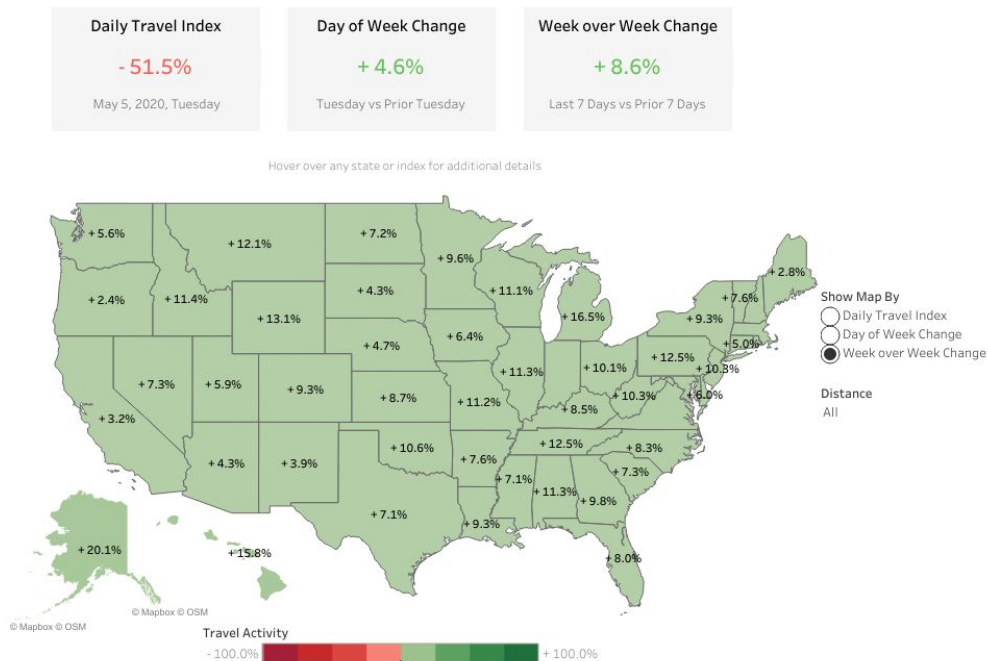
Source: Destinations Analysts, Wave 8
Longwoods, Wave 8

Key Takeaways

- Travel demand increasing, waiting on the ability to travel
- Travel will return within the next 6 months

Current Travel Activity

Arrivalist US Daily Travel Index



© 2020 Mapbox © OpenStreetMap

Daily drive market index of US travelers who moved at least 50 miles from their home and spent a minimum of 2 hours on their journey. The index is the relative daily volume of travelers compared to the average number of daily travelers in February 2020.
Last updated: 05/05/2020

Source: Daily Travel Index, Arrivalist, May 5

Key Takeaways

- 250+ Mile travel showing week-over-week gains nearly nationwide

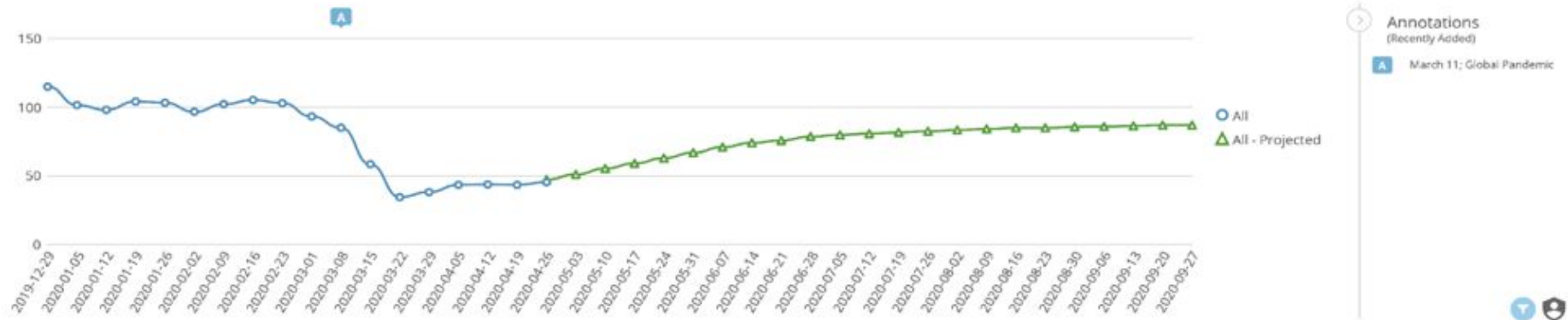
Expected Short Term Consumer Travel Trends

As consumers start traveling, we expect patterns to shift significantly.

- Overall shift from densely populated areas / attractions to find experiences in areas with space
- Seeing mixed data on older demographics being slower to return to travel
- Cruise passengers will be looking for new opportunities with similar planning simplicity, but without the crowds
- Uncertain shift from densely populated accommodations (hotels) to vacation rentals, boutiques and similar accommodations, brand equity will be connected to cleanliness
- Parents may assert safety considerations over Gen Z+ desires for theme parks
- Small group travel returns sooner (weddings, reunions) with desired location and accommodation shifts

Travel Intent Tracking

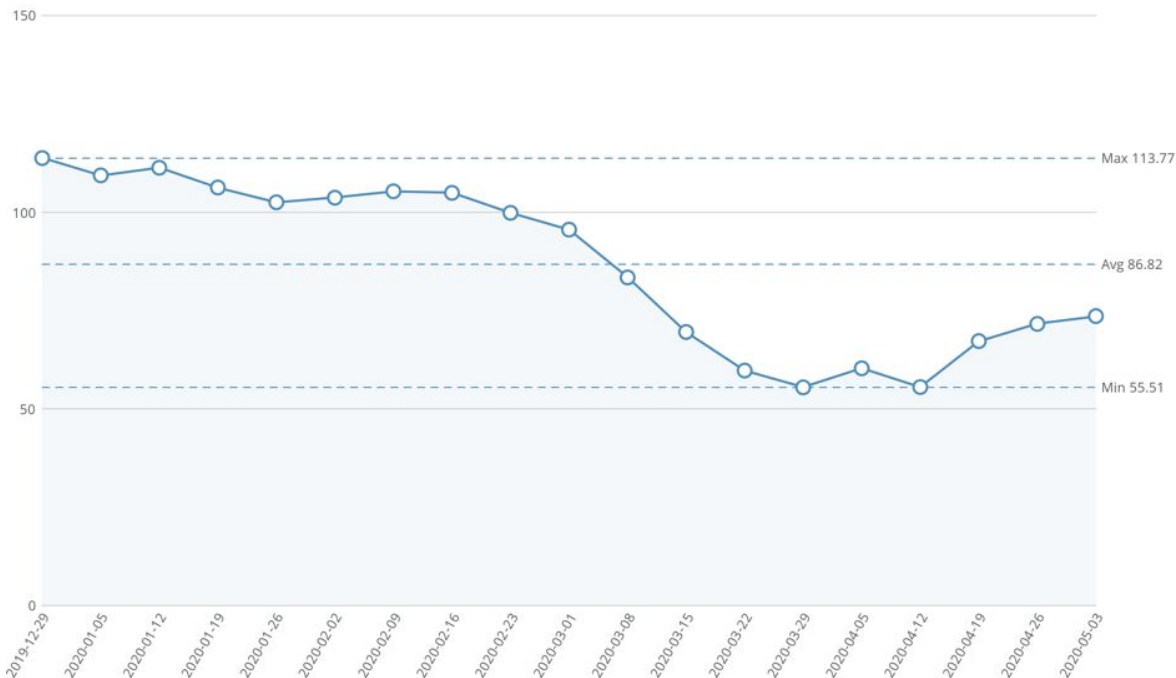
Travel Intent - Index Over Time
by Week



Source: Madden Travel Index

- Goal: Know when consumers return to the inspiration and planning phases
- Forecast looks at expected trend data
- Index composed of organic traffic, marketing engagement, and consumer search trends

Travel Search Trends

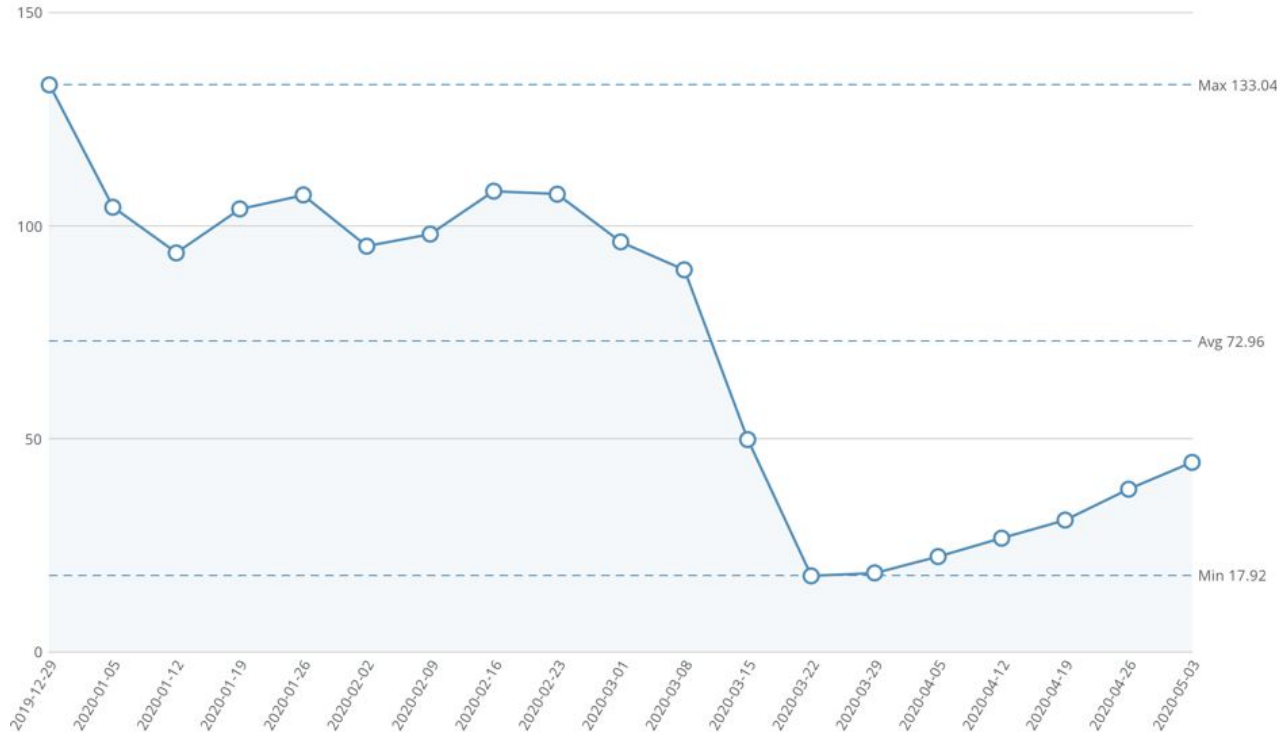


Source: Madden Travel Index

Key Takeaways

- APR-JUL are traditional peak search periods
- Leading indicator of consumers regaining active interest in travel
- Based on terms using Google search trends

Organic Performance

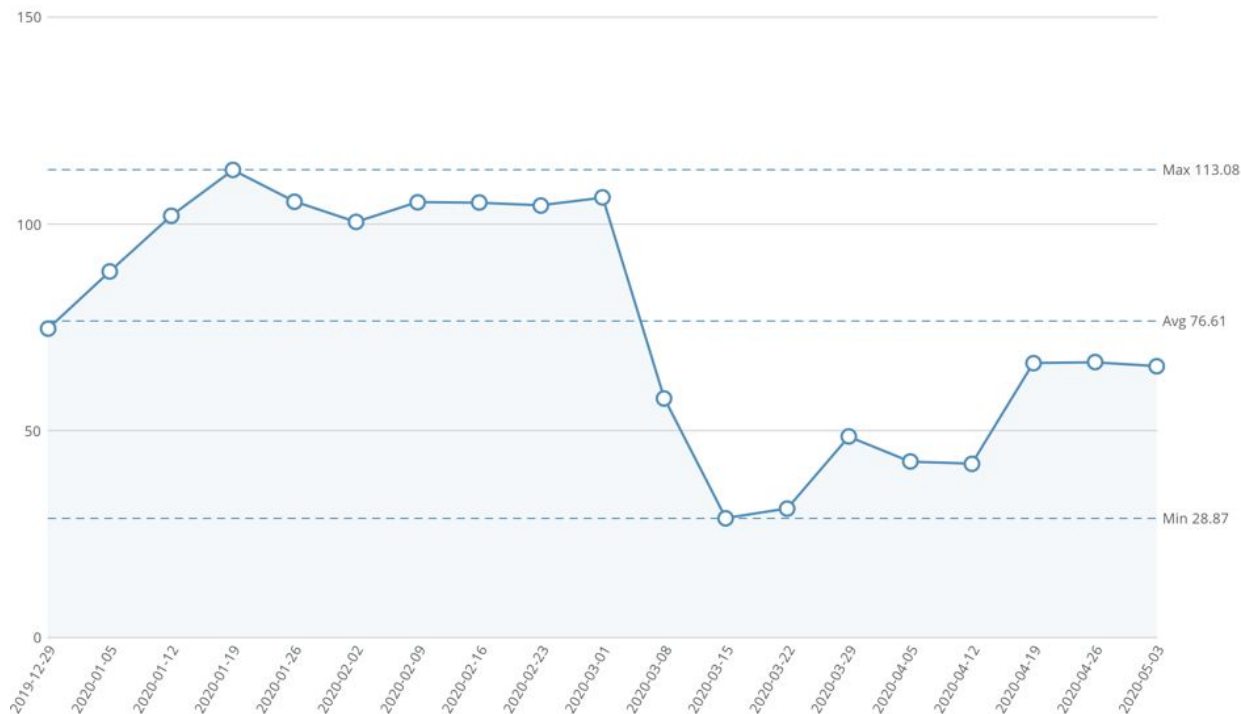


Source: Madden Travel Index

Key Takeaways

- Consumer engagement with panel of DMO websites from organic users
- Weighted heavily in our overall consumer travel intent

Marketing Engagement



Source: Madden Travel Index

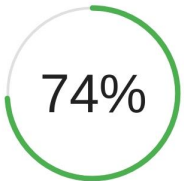
Key Takeaways

- Charts consumer interaction with paid/non-organic traffic
- Compared to historical trends ('18 & '19)

Marketing Engagement



of people surveyed keep visiting travel-related sites after booking.



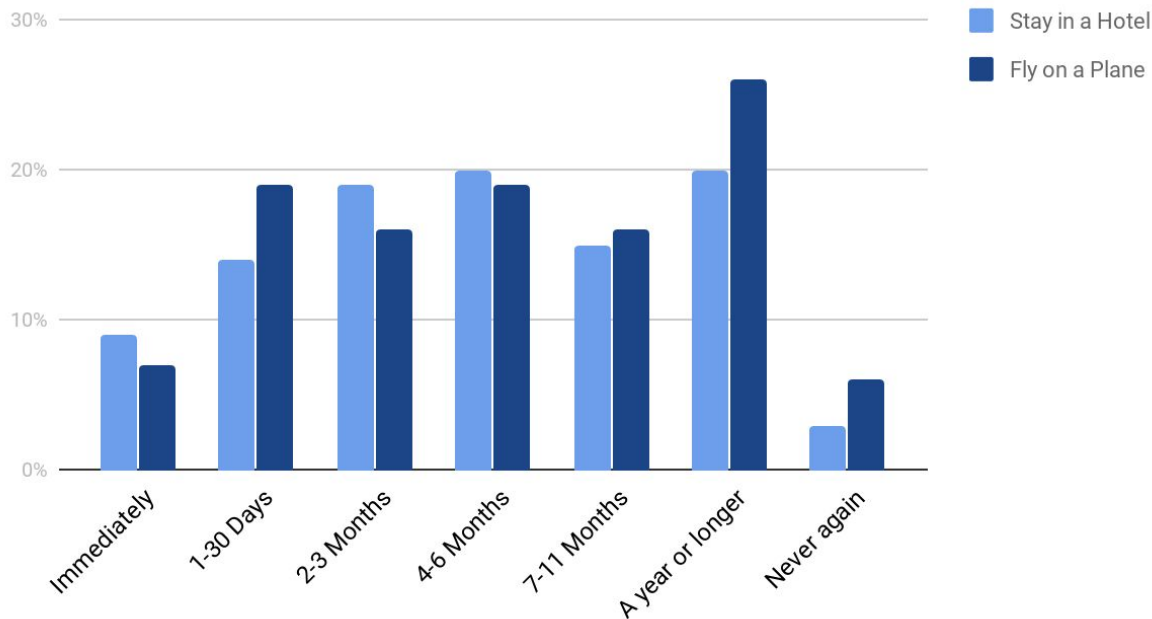
of people surveyed re-research a trip after completing a booking.

Key Takeaways

- Those travelers committed to booking or booked, continue to engage in advance of their trip

Traveler Intent

Once the virus flattens, how long will it take you to:

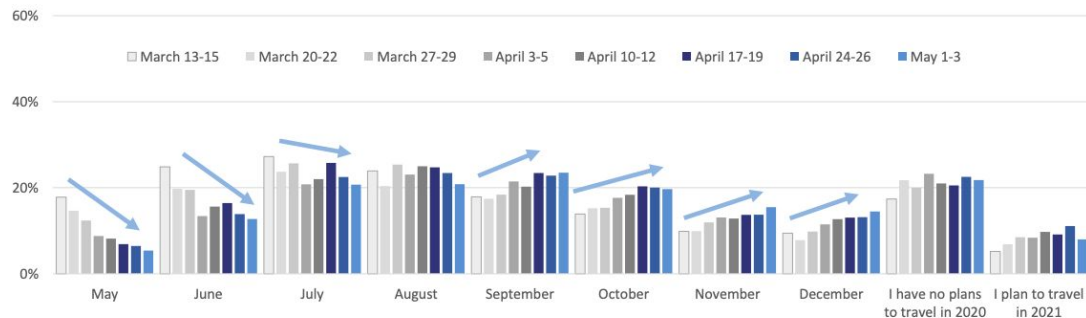


Key Takeaways

- 62% expect to stay in hotel within 6 months
- 61% expect to fly in a plane within 6 months

Traveler Rescheduling Intent

Question: Even if only tentatively scheduled, in which months of this year do you currently plan to take any leisure trips?



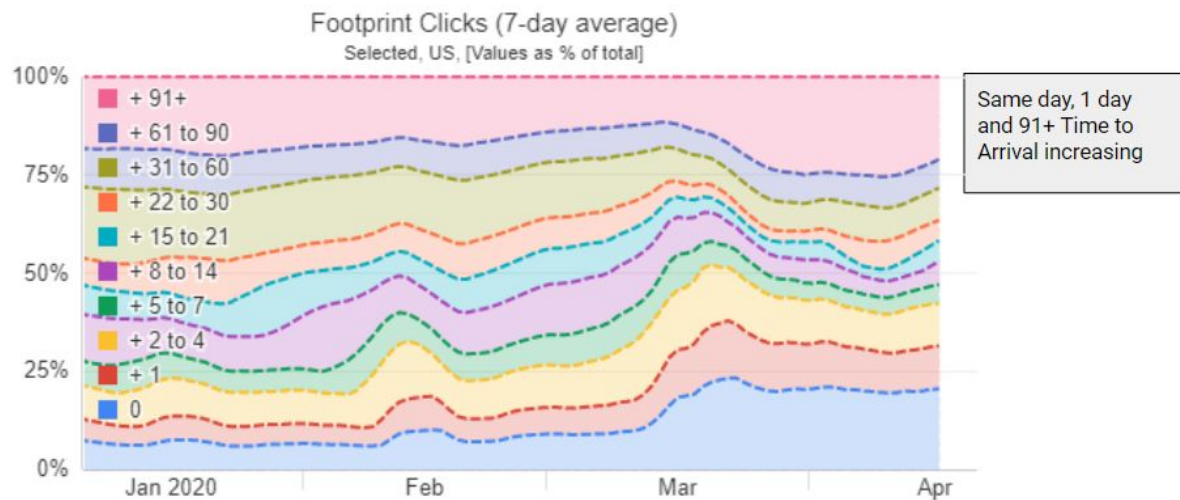
(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208 and 1204 completed surveys. Data collected March 13-15,, 27-29, April 3-5, 10-12, 17-19, 24-26, and May 1-3, 2020)

Key Takeaways

- Length of Containment accelerating travel planning
- Fall still being seen as “safe”, July and August holding steady
- >60% of trips rescheduled are leisure

Traveler Booking Activity

Time to Arrival (1/6-4/19)



Google

Confidential + Proprietary

Source: Google (Internal)

Key Takeaways

- Booking activity is last-minute due to uncertainty
- Travel booking for 91+ days out increasing
- Longer length of stay searches

A wide-angle photograph of the Grand Canyon at sunset. The sky is filled with dramatic, colorful clouds in shades of orange, red, and purple. The canyon's layered rock formations are visible, with some peaks catching the low light of the setting sun. The overall mood is serene and majestic.

Initial Recovery Planning

General Framework

Long-Term Strategy Post-COVID19

Capture pent-up Travel Demand, then Differentiate to Increased Yield

PHASE 1: RESEARCH AND RECOVERY

Step 1:

Research and Adjustments to Messaging & Audiences

Step 2:

Campaign Creative & Media Planning

Step 3:

Campaign Optimization and Reporting

PHASE 2: OCCUPANCY IMPROVEMENT (Increase Occupancy Rate)

Audience expansion based on visitor profiles post-COVID, goal to improve overall occupancy and length of stay

PHASE 3: YIELD EXPANSION (Improve ADR + Sales Tax Revenues)

Refine audience buying behaviors based on visitor yield across both occupancy revenue sources and sales tax behavior

Phase 1: Research and Recovery

Peak Point of
Infections

Opening Date
Announcement

Community
Opening

Return of
Meetings and Groups

Engage and Encourage
(25% Daily Spend Levels)

Incentive Activation
(60% Daily Spend Levels)

Recovery Marketing
(130% Daily Spend Levels)

"New" Normal
(Normalized Budget Levels)

Target Audience

Existing, engaged audiences

Residents, Leisure drive markets,
in-state, key meetings markets

Leisure drive markets, in-state,
key fly-markets, key meetings
markets

Leisure drive markets,
in-state, fly-markets, key and
new meetings markets

Media Tactics

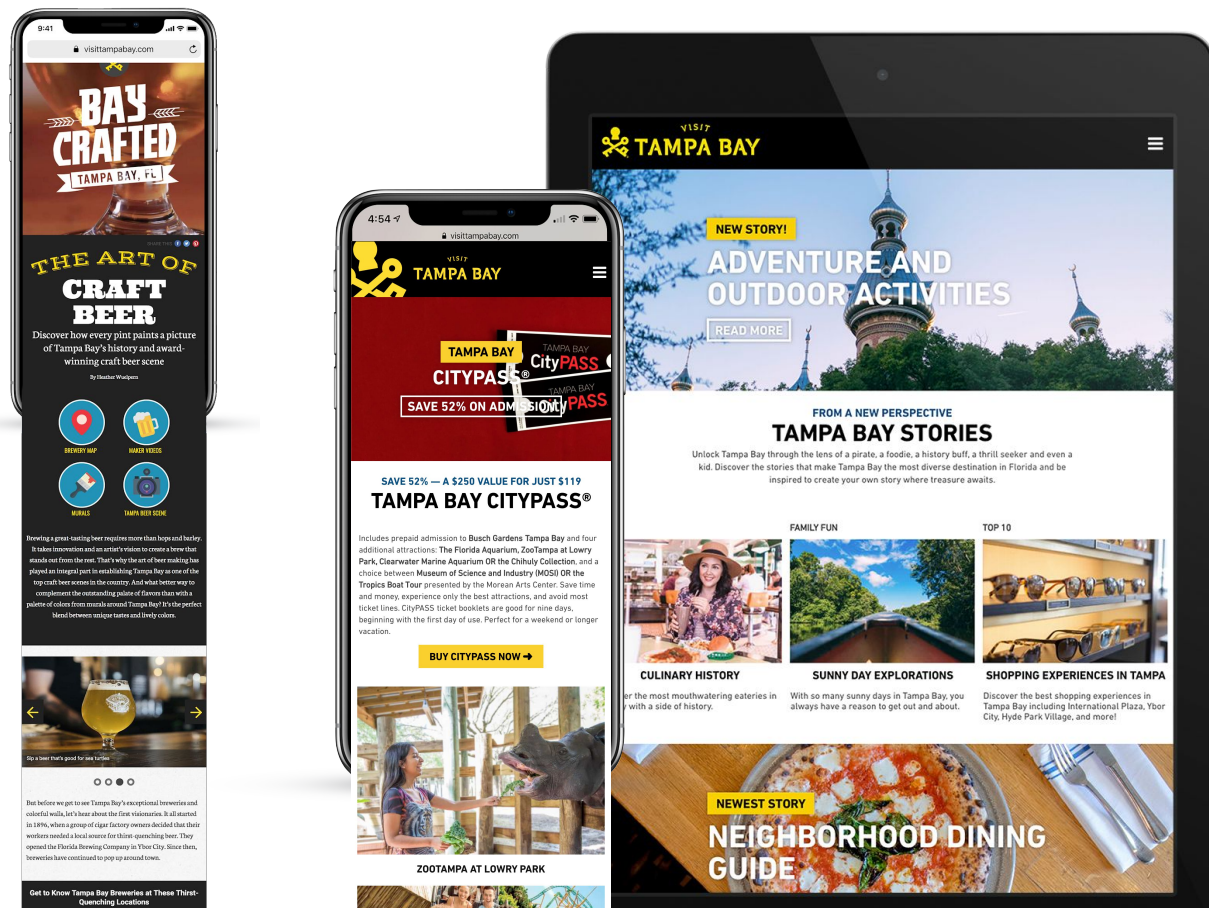
Lower-Funnel Engagement,
Keep Engaged Users,
Improve Organic, and Visitor
Guide Distribution

Conversion-Driven marketing,
Prospecting Display, Paid Social,
Native Advertising

Strong CTAs, Traditional, Email
Campaigns

New Normalization of Media
Strategy based on New
Environment

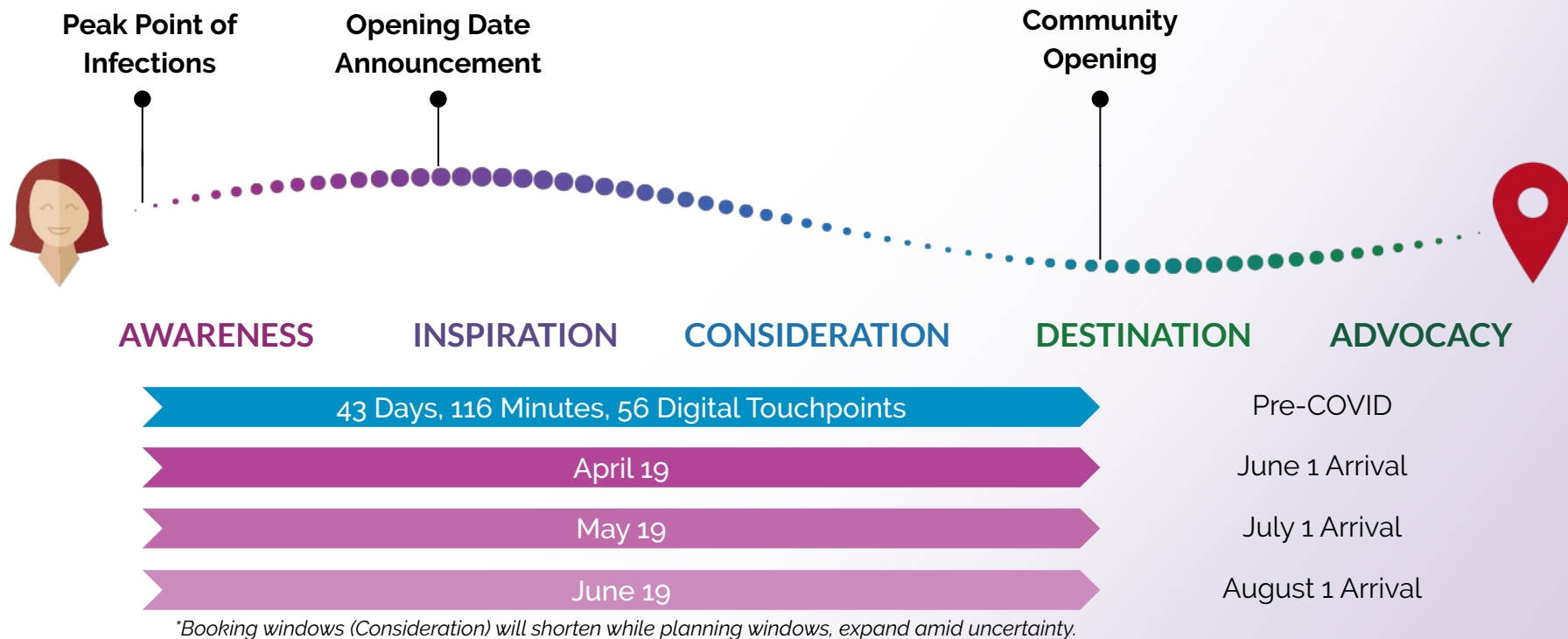
Importance of Collaboration



Key Takeaways

- Content to Drive Planning and Increased Spend In-Destinations
- Packages, especially for multi-day stays
- Current collaboration efforts with local businesses beyond hotels are going to be differentiators

Consumer Journey



Winning Road Trips + Length of Stay



AWARENESS

INSPIRATION

CONSIDERATION

DESTINATION

ADVOCACY

Imagery:
Parks, Outdoors, Family

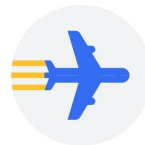
Democratize Influencers:
Engage Visitors/Residents

Pre-COVID:
85% of Leisure Travelers decided on activities in destination (Google)
Post-COVID:
57% say they will do more research when planning (TripAdvisor)

Content:
Multi-Day Itineraries, Stories

Collaboration:
Bundling, Packages

Emotion:
Return Visitors, Known Environment, Reduced Uncertainty



Travelers who book their activities ahead of their trip spend **47% more on lodging** and **81% more on transportation** than those who wait to book in destination.

Think with Google

Google/Greenberg, Global, Travel Tours and Activities Survey and Behavioral Study, Dec. 2018.

Recovery Creative

In recovery, you must create campaign-based creative that speaks to the intents of niches

Create Emotional Connections to Brands and the Destination

Recreate Emotions of Past Visitors



Experiences



Outdoors



Dining



Family Friendly



Craft Beer/Spirits



Cancellations



Why We Do, What We Do

Travel opens people's eyes to new places and cultures, which in turn makes them more open and accepting of differences.

We know our work helps make the world a better place to live, explore, and work.

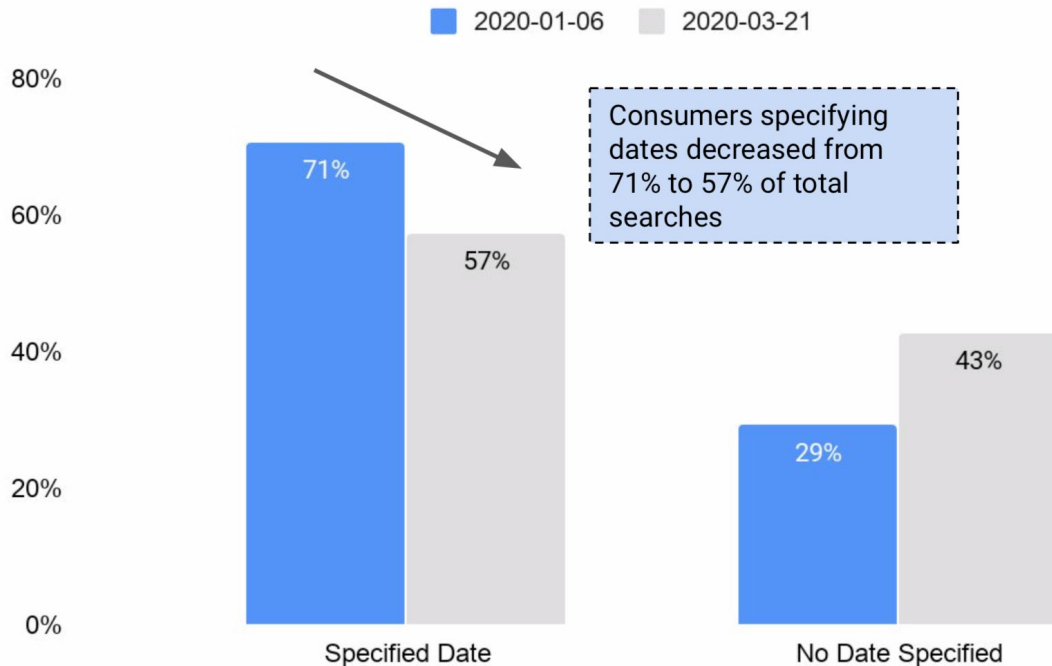


MADDEN

CONNECT PEOPLE TO PLACES

Traveler Booking Intent

Hotel Searches with Dates Specified



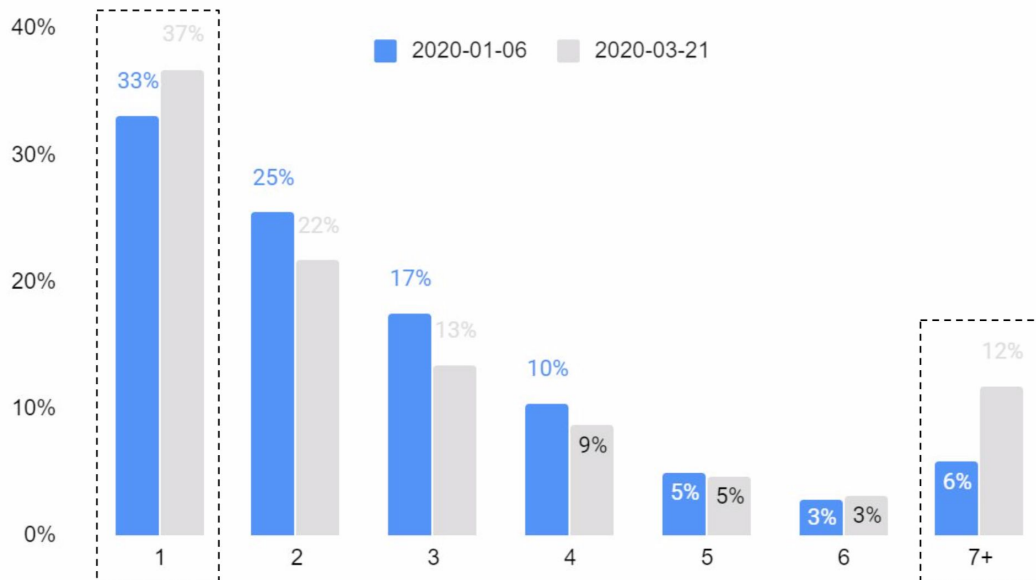
Source: Google Internal Data, Google Hotel Ads Footprint Clicks, US User Country, 7-Day average

Key Takeaways

- Uncertain Environment Preventing Decisions and Final Booking Behavior / Conversions
- Community open dates will drive inclusion of dates - DA Research shows **22.5%** of all surveyed will **Go On a Trip** after restrictions listed

Traveler Booking Intent

Hotel Searches Length of Stay in Days



Key Takeaways

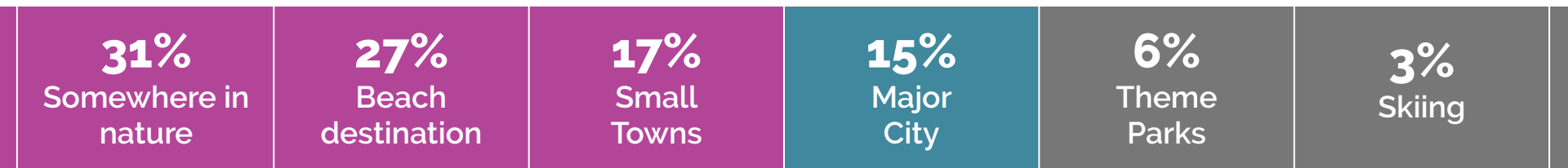
- Event and Data-Driven Intent Remains
- Consumers Seeking Longer and Deeper Experiences

What Are Consumers Saying About Travel?

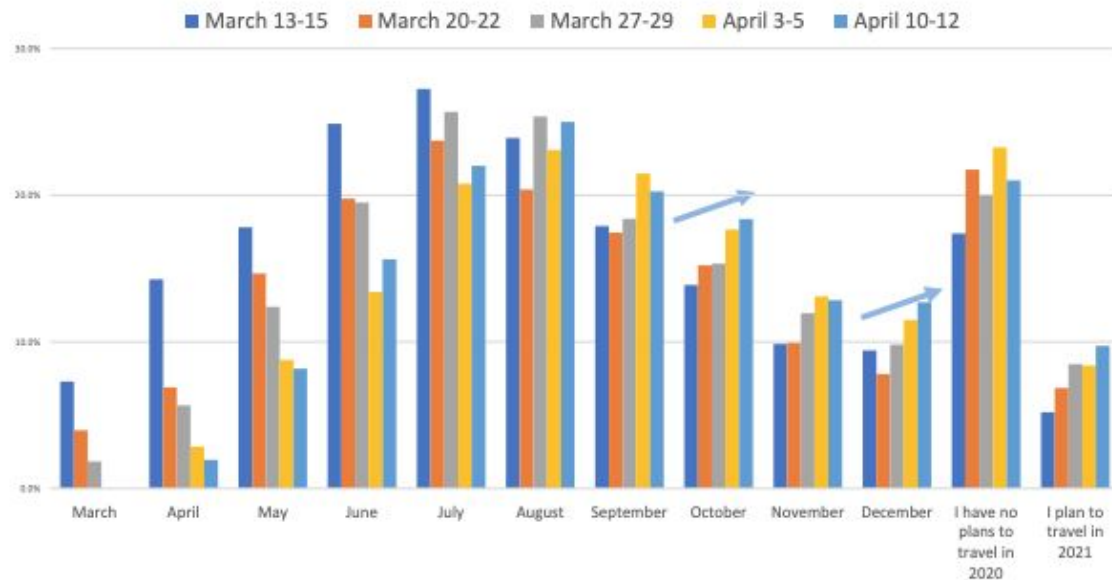
In a recent survey by Google and aligns with research from Destinations Analysts, travelers are more willing to consider domestic destinations and locations close to their homes in the next 3 months (from end of March):



Travelers are also more willing to consider more spacious outdoor destinations and less crowded small towns. Destination Interest among those who would book travel in the next 3 months:



Traveler Booking Intent



Question: Even if only tentatively scheduled, in which months of this year do you currently plan to take any leisure trips?

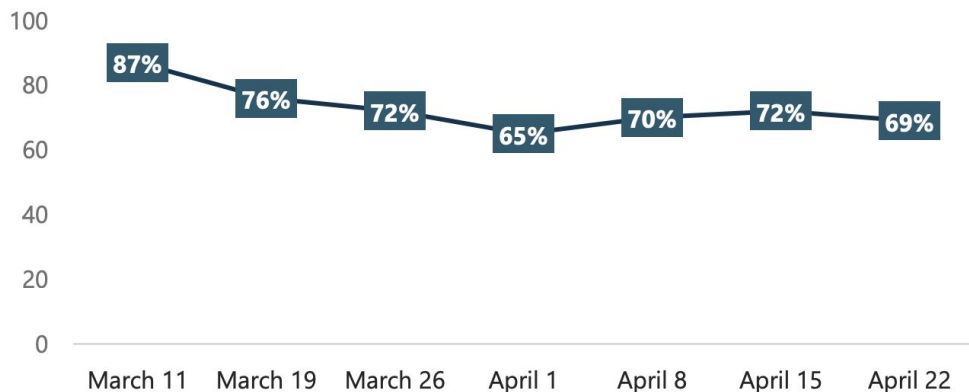
(Base: All respondents, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 0-22, 27-29, April 3-5 and 10-12, 2020)

Key Takeaways

- Q2 Concerns are shifting into Q3 Demand
- Unwillingness to Travel Stable to Declining
- Google Hotel Searches showing lack of specification on dates and 7+ day booking periods

Traveler Sentiment

Travelers with Travel Plans in the Next Six Months Comparison



Key Takeaways

- Plans to travel over next six months stabilizing

Importance of Collaboration



Question: How much do you agree with the following statement?

Statement: The coronavirus has led many travel providers to cut their prices. These discounts and price cuts (airline, hotel, etc.) make me more interested in traveling in the NEXT THREE (3) MONTHS.

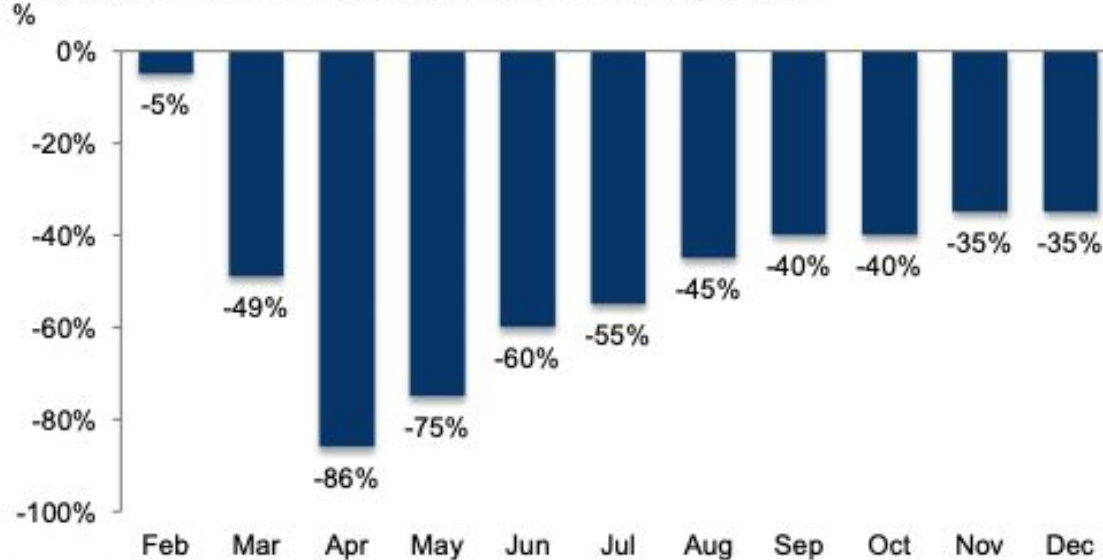
(Base: All respondents, 1,201, 1,200, 1,201, 1,216 and 1,263 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5 and 10-12, 2020)

Key Takeaways

- Willingness to hear about offers in this environment (37%)
- Packages, especially for multi-day stays looks to be welcome
- Current collaboration efforts with local businesses beyond hotels are going to be differentiators

Budget Planning

Projected COVID-19 impact on tourism industry revenue

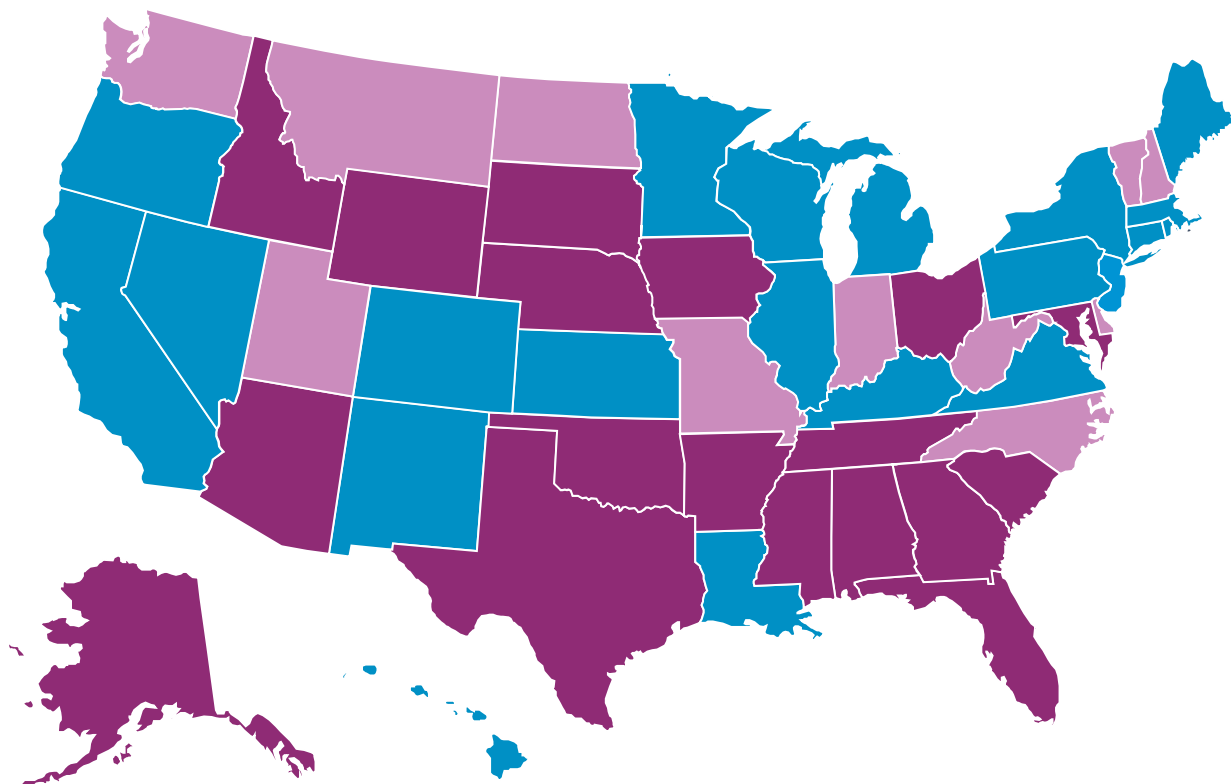


Source: Oxford Economics

Key Takeaways

- Model future cash flow for recovery planning
- Opportunities to use debt to invest in recovery
- Use expected occupancy levels from group/meetings to manage media plans

Political Considerations



2020 Gubernatorial Elections

Republican Governor

Democrat Governor

Key Takeaways

- US Federalist Response to Crisis, Governor-Led
- Will Partisanship Lead Recovery Decision Timelines? States and Metros?
- Overall infection rate <0.2%, but states with high rates may lag

Travel Activity by Device

Location categories

All values (18)

- ☐ Apparel
- ☐ Auto and Gasoline Service Stations
- ☐ Automotive Dealers
- ☐ Church
- ☐ Eating Places
- ☐ Education
- ☐ Entertainment
- ☐ Events
- ☐ Fitness and Recreation Centers

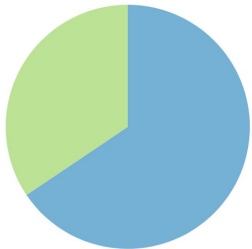
- ☐ Grocery Stores
- ☒ Hotels
- ☐ Insurance
- ☐ Medical
- ☐ Other
- ☐ Real Estate
- ☐ Retail
- ☐ Salon/Spa
- ☐ Services

Targeted POI locations

Show selected

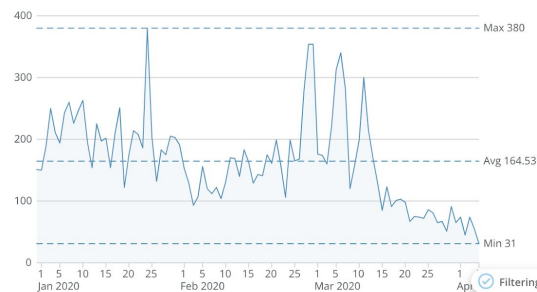
No data in filtered range

In-vs out-of state devices

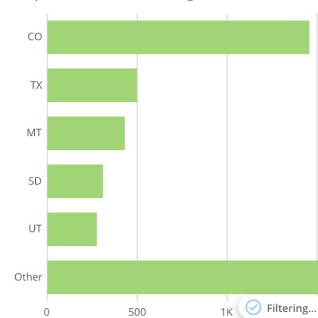


Unique devices by location over time

16K Count of Device Id



Top 5 Out-of-state origin markets



Key Takeaways

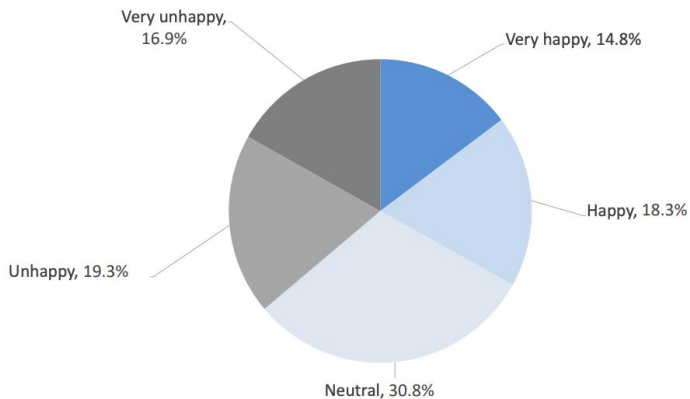
- Dual-Purpose Management and Marketing Tool
- Capture visitor profile data daily with lookback
- Understand visitor activity by category

Resident Sentiment

Question: How would you feel if you saw an advertisement today promoting your community as a place for tourists to come visit when it is safe?

(Base: All respondents, 1,208 completed surveys. Data collected April 24-26, 2020)

Question Added in Wave 7

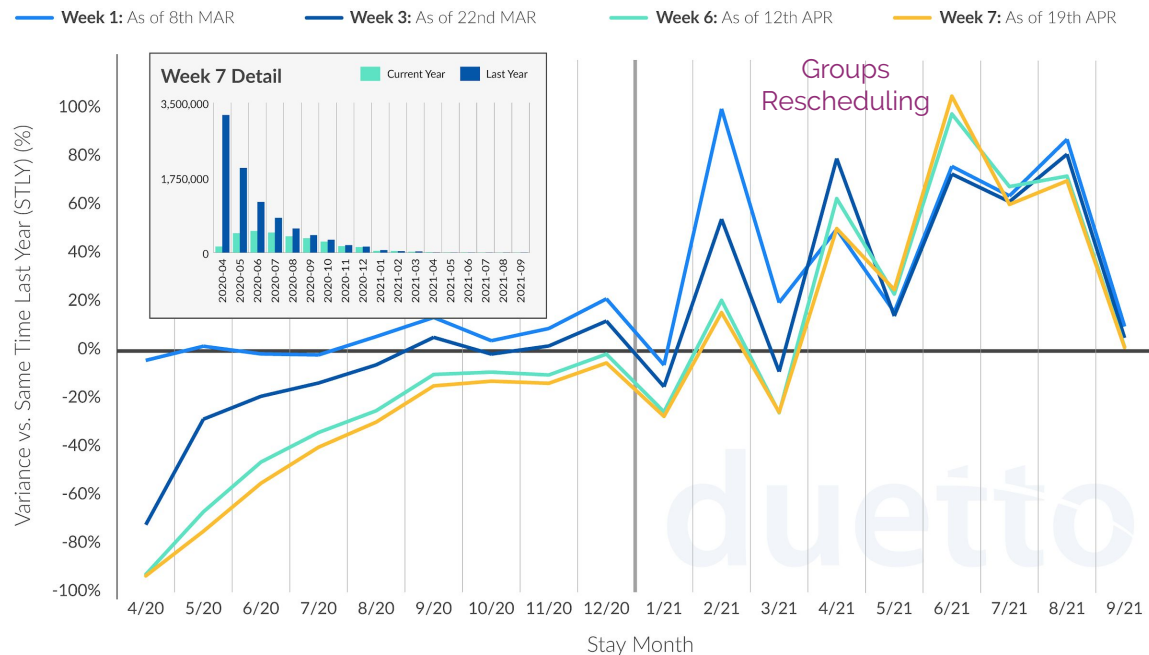


Key Takeaways

- While >60% of people do not want to see visitors, 36% would be happy to see advertising for their community
- Loud minority

Traveler Booking Activity

NA: On The Books vs. STLY by Stay Month (Pace as of April 19th)



Key Takeaways

- 4Q20 and 1Q21 are stabilizing vs Same Time Last Year



Dan Janes
Chief Executive Officer



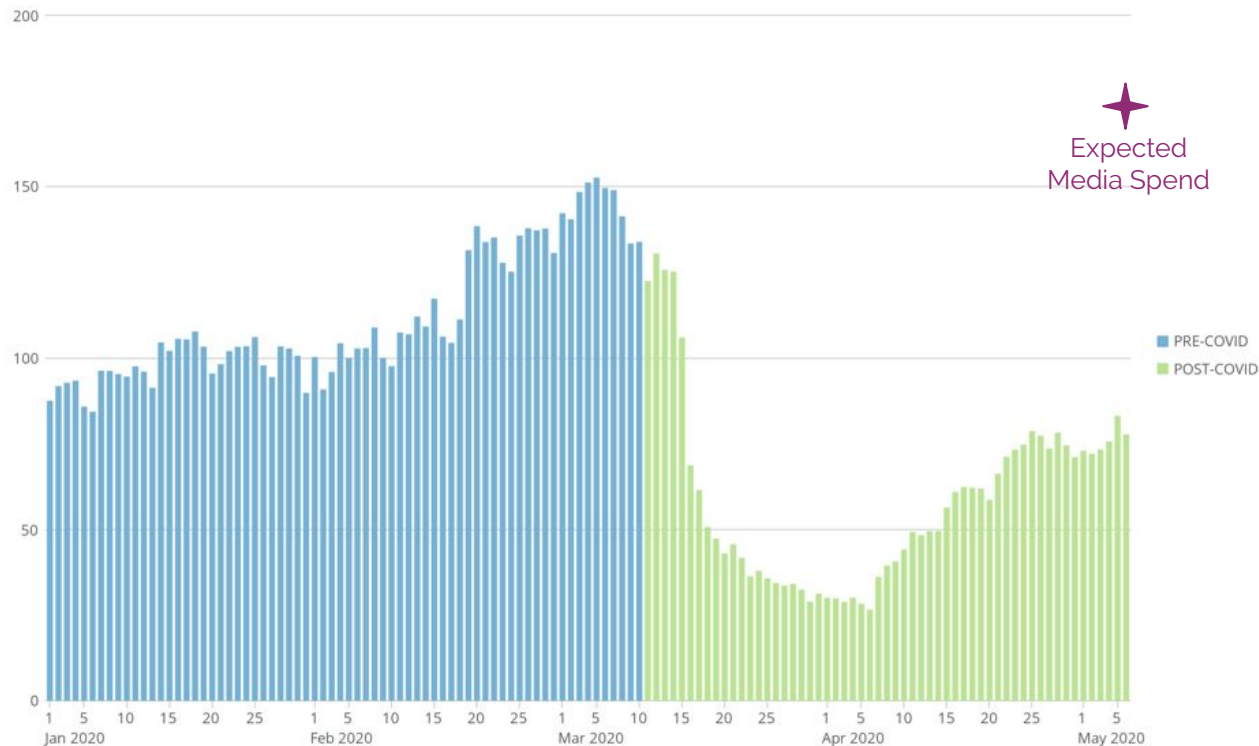
Sarah Hupp
VP, Account Strategy



TJ Fletcher
Director of Business
Development

Today's Presenters

DMO Media Spend Index



Source: Madden DMO Spend Index

Key Takeaways

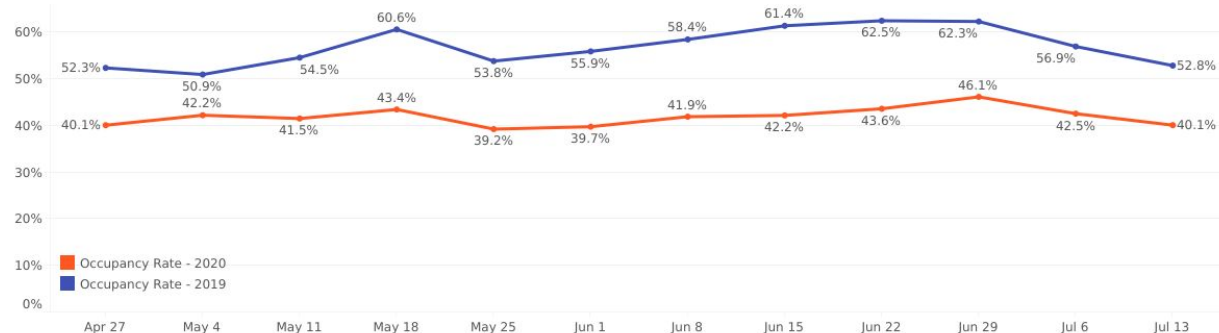
- Focus on Lower-Funnel Engagement, ConnectedTV
- About 35% YoY STLY, peak media buying is MAR-JUN

Short-Term Rental Activity

Average Daily Rate - United States



Occupancy - United States



Key Takeaways

- Booking activity is last-minute due to uncertainty
- Travel booking for 91+ days out increasing
- Longer length of stay searches