

Covid 19: Re-opening Tourism Marketing Campaigns and Promotion Plan – March 2021

Positioning summary

This Campaigns and Marketing Plan is a continuation and up-date of the approach adopted in April 2020 and revised on 17 June 2020 for the re-opening following the first period of national restrictions. It now considers the next phase of easing restrictions with businesses and places reopening and the appropriate messages for residents, visitors and businesses. It provides a snapshot example of activity.

The Government has outlined its roadmap to recovery and the Visit Winchester Tourism Marketing team will undertake the following activity which aligns with the key reopening dates for each sector, providing that government has confirmed it is safe to move from one step to the next. This is a snapshot of our activity and whilst not exhaustive it provides an overview of the themes, messaging and milestones which will be adopted. The plan will be adjusted to meet any changes to the roadmap accordingly.

In summary, the key steps are as follows:

- Step 1 (29 March – stay at home rule ends): Promoting the ‘outdoors’ offer to the local, residential market. Outdoors can be enjoyed as two households or ‘rule of 6’. Continued public messaging on what is allowed, hands, face, space, fresh air
- Step 2 (12 April – opening of non-essential retail, outdoor attractions, outdoor hospitality): Begin to roll out the offer to a wider day tripper market up to a 90 minute to two hour drive time to attract household bubble holidays in self-contained units. Making use of national campaigns relating to reassurances around COVID-19 secure measures being in place, including Know before you go. Continuation of respect, protect, enjoy and hands, face, space public messaging
- Step 3: Roll out the offer to a wider, national day tripper market and maximise on opportunities presented by domestic staycation
- Step 4: Finally to move to reinstate the international marketing campaigns if and when this is considered viable

Market intelligence and research

We will monitor the local landscape to inform our marketing activity by:

- Conducting accommodation tracker surveys to monitor level of forward bookings
- Attractions monitoring via our Attractions Partnership meetings

- Intel from visitors to the VIC

Business to Business (B2B)

The Tourism team looks to continue to communicate with industry through established channels, having supported during the outbreak with virtual campaigns, prioritising, acting as a champion for businesses, and coordinating with partners the signposting and dissemination of vital information with regard to the latest advice and support available as restrictions are eased and businesses start to re-open.

We will support the re-emerging industry, by:

- Adopting a 'digital first' protocol where we look to exploit the opportunities afforded to us via digital innovation
- Continue to communicate details of the new industry standard to our businesses - 'We're Good to Go' developed by VisitBritain/VisitEngland
- In collaboration with Visit Hampshire, EHDC and Test Valley, host a Visit England Business Support Roadshow (27 April 2021)
- Signpost to the official channels and relevant council teams for advice on reopening
- Direct consumers to businesses' own websites/social media channels by sharing their content
- Update business entries on visitwinchester.co.uk, advising visitors to check their website before they visit.
- Renewing Discover Winchester membership to secure PR and Media relations exposure for the district as a whole.

Business to Consumer (B2C)

Steps 1 and 2:

During this phase, the Tourism team:

- is not promoting the Winchester district as a 'destination to travel to' (step 1) and in step 2 only promoting to a 90 min - 2 hour drive time
- will develop confidence with local audiences who regularly take advantage of the local tourism offer by:
 - Promoting 'what good looks like' by promoting best practice as demonstrated by DMP members
 - And develops confidence amongst local audiences 'how to encourage responsible behaviour when residents are enjoying the offer across the tourism sector (Shopping, eating out, staying) *An estimated 60% of the district's day trippers, social media 'followers' and website users are local – many travelling under 20 minutes to regular destinations. The messages to these groups:*
 - *Before arrival should be to inform and signpost to official government advice on remaining alert, raising awareness of the new industry standard.*

- *Upon arrival should reassure and instil confidence via signage/digital push messages*
- will also continue to actively reinforce the messages behind our current campaign 'Dream Now, Travel Later' by leveraging the Virtual Winchester campaign and offering potential visitors inspiring background stories of Winchester drawing on our key themes (eg. heroes and legends past and present, food and drink, independent retail, culture and the arts including a vibrant festivals scene, heritage, city with a village feel).
- Continue to leverage existing regional and national campaigns by Visit South East England (Love South East England) and Visit England (Escape the Everyday Responsibly) to gain maximum exposure as part of step 2.

Step 3:

Continuing the above and also:

- Catchment expansion to a broader (sub regional) day tripper postcode area and activity aimed at wider domestic market looking for staycation
- Build the story around events and festivals for the summer season

Step 4:

- Drive demand for shoulder season domestic breaks
- Supported by launch of inspirational, editorial-led mini-destination guide for June - Dec which will once again be replaced by traditional visitor guide in January 2022 (TBC)
- International market – trips for 2022 leveraging concepts from 'Dream Now/Travel Later' campaign/Virtual Winchester

Established communication channels

Tourism & Arts

- Visitwinchester.co.uk (visitor facing plus business and press area)
- Facebook
- Twitter
- Instagram
- Visitwinchester consumer enews
- Visitwinchester industry(Business to Business) enews
- Arts enewsletter

- Visitor Information Centre (reopening 12 April)
- Events on Winchester.gov.uk

For further information on the plan and to discuss opportunities for your business to be involved in some of the campaign activity, please contact:

Rachel Gander, Tourism Marketing and Development Manager: rgander@winchester.gov.uk

Proposed campaign activity

The product related to the campaign activity outlined below is not exhaustive. Through our partnership we will add in further product partners as appropriate.

Key message

Step 1: 8 & 29 March

Enjoy the outdoors – **Rediscover what’s on your doorstep.** Walks and trails for groups of 6 or two households.

- **Countryside and walking mini clip released on social media**
- Promotion of outdoor activities, hidden gems outdoors
- Supported by public messaging (avoid busy areas, Hands, Face, Space, The Countryside Code - #RespectProtectEnjoy).

Support Local, Shop online

Continue to support local businesses that offer take-aways, online shops for Easter gifts.

Homeworking campaign - after a year of working from home, you can still enjoy what you miss

- Pick up a local lunch/coffee break from your nearest market town / high street
- Lunchtime spring walks around your local area
- It’s Friday lunch – time to plan your weekend – check out virtual Winchester for some inspiration/VW social media
- Update your spring wardrobe for that next virtual meeting – shop local fashion

Virtual Winchester/Dream Now, Travel Later

to support businesses that are still closed and to continue to raise awareness amongst wider national/international audiences

Easter at home

- Easter feasts/drinks delivered to your door
- Shop local for gifts and food
- Online masterclasses - baking, craft
- Outdoor walks
- Experiences across gardens/parks
- Virtual Easter egg hunts
- VW Easter competition to support local businesses via social media
- Information on Easter online activities at our Attractions across the district.

Picnic spots – support local produce

best locations to have a picnic / picnic hampers available. **Supported by Local food/family picnic mini clip released on social media.**

Step 2: 12 April

We can't wait to welcome you back enews

Summary of all proposed content in Step 2 (see below) supported with KBYG, Respect, Protect, Enjoy

Self-contained getaways for single households/support bubble (self-contained holiday accommodation only)

- Supported with KBYG messaging –
- Reassurance and responsible travel
- Itineraries - outdoor activities plus dine in with local takeaway.
- **Supported by hot tub/relax social media mini clip.**
- Shop local for holiday essentials

Support local - welcome back to our High Streets.

- Public messaging on safety
- Re-promotion of existing Reopening film
- Stay local, support local (aimed at residents)

Reopening of VIC

- New local retail offer
- Information service for all your travel needs
- KBYG
- Wonky the Woodpecker trail

Launch of knitted King Alf Trail (high street and market towns) - 14 April – promoting local independent businesses

Also World Art Day.

Outdoor experiences/wellbeing – prebookable outdoor attractions, Know before you go (KBYG). Supported by launch of wellbeing destination film.

Alfresco Winchester - outdoor hospitality areas open.

- Public messaging - KBYG/pre-book, hands, face, space.
- New places to eat in the district (outside)
- Perfect pub gardens

Rediscover great family time in Winchester - Entertain the kids outside for last week of Easter holidays

May bank holiday ideas - the great outdoors

National Walking Month (May).

- New walks for locals,
- Market town wanders,
- SD Way
- **Supported by countryside and walking mini clip released on social media.**

Launch of Group Travel Virtual Fam Trip

<https://www.youtube.com/watch?v=EvIJZnchwjs>

Step 3: 17 May

Welcome back to our indoor attractions enews plus summary of all Step 3 (see below) planned content

May bank holiday ideas - the great outdoors (29-31 May)

Supported by camping social media mini clip

Welcome back to our indoor attractions

- KBYG
- E.g. Raymond Briggs - First ever retrospect exhibition, etc – Gallery/City Space/City Museum/HCT
- E.g. Science Centre – sound detectives
- E.g. Winchester Cathedral – Kings and Scribes and new programme
- E.g. Fort Nelson
- E.g. Beyond the borders – Chawton House, Jane Austen's House

Enjoy our indoor dining experiences again with a small group of friends

- Intimate dining,
- Catch up with friends,
- Unusual buildings/buildings with stories/oldest buildings/new restaurants
- Prebook, table service, group of 6 or 2 households
- Long-awaited celebration
- Shop local fashion / accessories for your dinner date.

Support Local, shop on line

- Marketing activity to promote the launch of the virtual high street for independent businesses

Domestic staycations

- KBYG
- Reassurance and responsible travel
- Focus on serviced accommodation, hotel experiences, spa breaks,
- Itineraries for best of both - city/country getaways across the district (heritage city, great outdoors, big views, open space)
- **Supported by sleep under the stars social media mini clip**
- B2C enews on staycations

English Tourism Week (22-31 May) – ‘Here for Tourism’

May Half Term (29 May - 6 June) activities for locals plus holidays

Festivals and Events Programme

- Teaser messages as organisers prepare to launch the summer and autumn programmes
- **Supported by Hat Fair mini clip**

Step 4: 21 June and beyond

Planning for a **summer season of festivals**

- Announcing COVID-secure festivals line up.
- Support our local festivals
- The last year through the eyes of a festival organiser.
- Supported by festivals social media mini clip.
- E.g. Hat Fair, Winchester Design Festival (New festivals), Heritage Open Days, Flower Festival
- Festivals B2C enews

Independents Month

- Virtual High Street
- Shop local campaign

Autumn getaways - extending the holiday season – drive demand for shoulder season domestic breaks.

Visit Winchester/Visit Hampshire (incl.other destinations across Hampshire) Collaboration with The Hundred Cricket tournament - 30 second TV Commercial go live on four TV spots on Sky Sports during each of the Southern Brave's home matches at the Ageas Bowl. Match dates are Fri 30th July, Sat 7th August, Wed 11th Aug and Mon 16th Aug.