

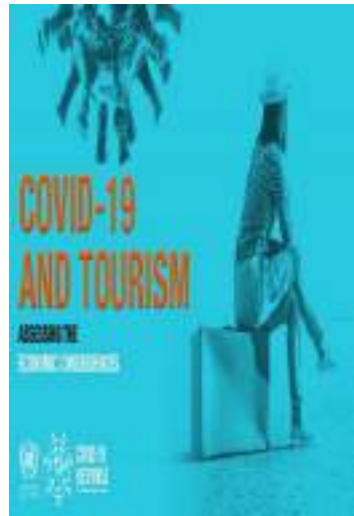
# Recovery and Marketing Campaigns for Destinations during COVID-19 and for the Post-Pandemic Era

Prof. Eli Avraham, Univ. of Haifa, Israel



# Aims and Goals

- How did **countries/cities** use **recovery marketing** during Covid-19?
- Which themes did the **hospitality industry** use during the pandemic?
- What are the **expected future key marketing strategies** to attract tourism?
- **Analysis** of news reports, videos/ads, social media posts, websites and YouTube
- **3 phases**: Pre-lockdown, **lockdown** (April-May 2020), **post-lockdown** (June 15, 2020-)

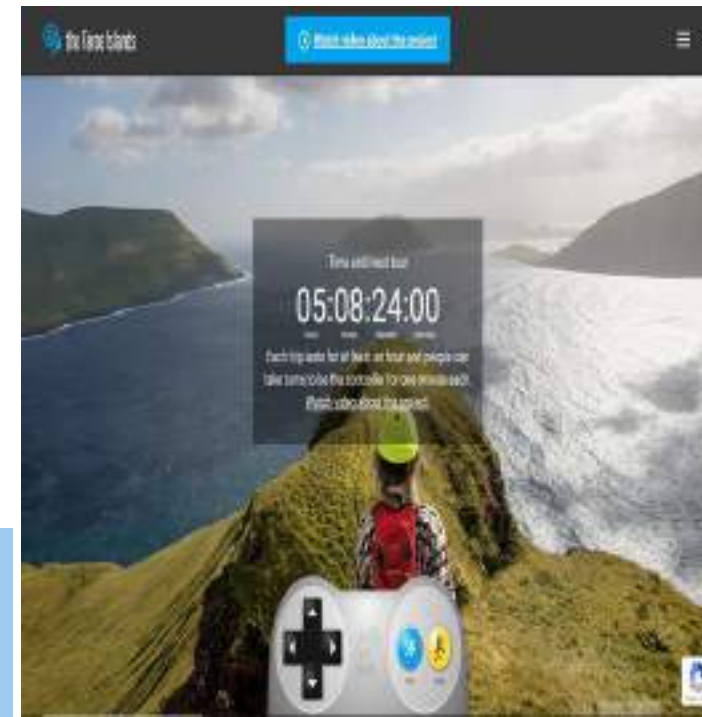


# Lockdown (April-May 2020)

## Virtual/Real Events

- **Goals:** Keep tourists away, create awareness, support the local industry
- **Puerto Rico:** Live cocktail mixing with salsa dancing classes on Instagram
- **Jamaica:** “Escape To Jamaica” Instagram Live Series events
- **Vienna:** Virtual museum tours
- **Faro Islands:** Travel simulator

## “Escape To Jamaica” Instagram Live Series Kicks Off April 3







# Virtual TOUR OF WASHINGTON DC



## Virtual Tour: Florence





# Promise for Future Tourism (UNWTO)





# Turning Negatives to Positives

- **Manitoba, Canada:** “Sometimes, *absence makes the heart grow fonder... Sometimes it’s in absence where we have a chance to reflect. It’s in absence that we have a chance to be thankful, to appreciate the special moments in our lives...*”
- **Scotland :** “Absence makes the heart grow fonder.”



# Emphasis on Similarity in Values, History and Challenges

Create an **affinity** toward a specific target audience via an emphasis on familiarity, proximity or similarity (values, heritage, cultural symbols and heroes).

- Mexican ads targeted for 17 countries' tourism markets



# “China-Thailand, Same Family”

- Expressing “support & encouragement”, wishing China would overcome the crisis, and expressing love towards China.





# Patriotism and Nationalism

Let's show them  
**WE CARE**

They take care of us, now we will take care of them!

Do you know a front line worker who has gone  
beyond the call of duty?

NOMINATE THEM FOR THEIR CHANCE TO WIN  
ONE OF **10** VACATION PACKAGES

**BARBADOS**  
TOURISM MARKETING INC.



**ENGLISH**  
TOURISM WEEK

25-31 May 2020

**I SUPPORT  
ENGLISH  
TOURISM**

**#EnglishTourismWeek20**



**ENGLISH**  
TOURISM WEEK

**25-31 May  
2020**





Promote Local Tourism



**VISIT**  
**PEAK DISTRICT**  
**& DERBYSHIRE**  
**#SupportLocal**

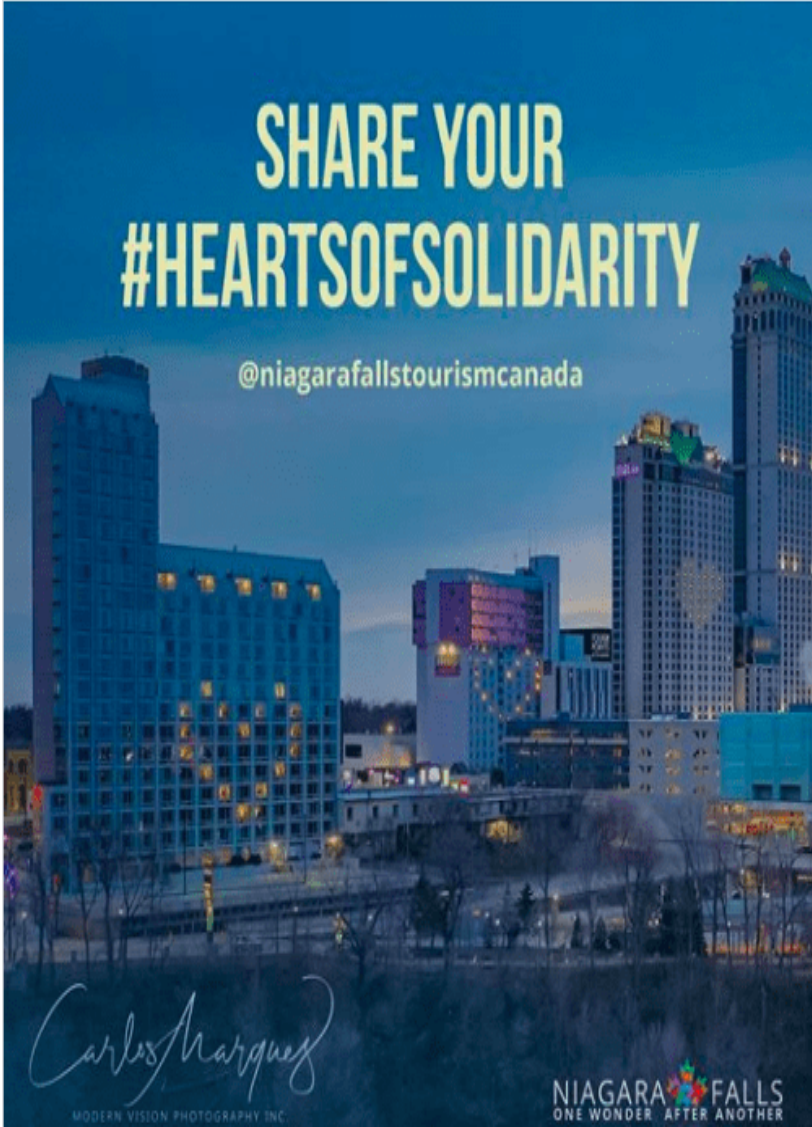
A wicker picnic basket is filled with various local products, including a bottle of water, a box of cheese, a jar of jam, and several fresh tomatoes. The basket is placed on a wooden stump in a lush green field with trees in the background. The text 'VISIT PEAK DISTRICT & DERBYSHIRE #SupportLocal' is overlaid on the top left of the image.

Niagara Falls Tourism

2 hrs · 🌐

Share your #heartsofsolidarity as we work together to stop the spread of COVID-19. Light up windows, draw a heart - get creative.

#weareallinthis together #socialdistancing #washyourhands




**SHARE YOUR  
#HEARTSOFSOLIDARITY**

@niagarafallstourismcanada

*Carlos Marquez*

MODERN VISION PHOTOGRAPHY INC.

NIAGARA  FALLS  
ONE WONDER. AFTER ANOTHER.

[@niagarafallstourismcanada](#)

Carlos Marques

NIAGARA FALLS  
ONE WONDER AFTER ANOTHER



# Phase 3: Post-lockdown and Recovery (mid-June 2020-)

## Local Tourism First: Patriotism and Nationalism





# Niche Tourism





# Open Spaces

THE KEYS OPEN JUNE 1ST



**WE'RE  
READY**

**LET'S MIX THINGS UP**

**VISIT  
BALTIMORE**

Maryland  
state.gov

**BALTIMORE.ORG**

The collage features three distinct scenes: a historic brick building with 'CITY PIER' and 'BROADWAY' signs on a waterfront; a bartender in a mask and vest serving drinks at a bar; and a close-up of a platter of oysters. The text 'WE'RE READY' and 'LET'S MIX THINGS UP' is overlaid on the left side, while the 'VISIT BALTIMORE' logo and website are on the right.

# The Visit as a Restorative Experience: Malaysia and Greece





# Iceland

<https://www.youtube.com/watch?v=Ua-t4TUspes&t=64s>



Inspired by Iceland



# Campaigns: “We are a Covid-19-Safe Destination”

Covid-19 brought **new standards** to the **tourism industry**: **masks**, **sanitation measures**, frequent **body-temperature measurements** and maintaining **social distancing**.

- **Egypt**
- **Croatia**
- **Turkey**





# Promotion

**Italy Sicily will PAY half the price of your flight, hotel bill and free museums tickets to get back tourist after CoronaVirus**



8:52 a.m. ET, May 28, 2020

## Cyprus will cover holiday costs for Covid-19 positive tourists and their families

From CNN's Chris Liakos

↑ 34 New Updates





# Hotels Use Similar Strategies for their Marketing

## Hygiene Standard Plus

- The state-of-the-art room disinfection technology is certified effective against the corona virus.
- Each guest receives a personal protection kit.
- The common areas are equipped with thermal cameras and non-contact hand sanitiser dispensers.
- The restaurants are tailored to the new reality, but with all the comforts for our guests who deserve the very best.
- The number of people in our swimming pool complexes is limited.





# Understanding Hotels Customers' Concerns

#Covid19

## Hotel Guest Expectations in the time of COVID-19

### #1. Safety-first mentality

Improved cleaning protocol for public areas and rooms along with introducing single-use glassware and silverware in guest rooms

### #3. Expanded sanitization

Expectation from hotels to provide sanitizer and wipes as part of toiletries

### #5. Stay in touch

A personalized and transparent communication on safety measures or booking policies will go a long way to reassure guests about your service

### #2. Automated check-in

Contactless self check-in process to minimize human interaction at hotel receptions

### #4. Be flexible

Customer would greatly appreciate a little leniency from hotels in cancellation policy





The infographic is set against a dark blue background with a faint city skyline. It features five horizontal, ribbon-like banners, each with a different color and a corresponding circular illustration. The banners are arranged in a descending staircase pattern from top-left to bottom-right.

- CONCIERGE ROBOTS** (Blue banner): Illustration of a friendly robot with a red and white helmet, holding a silver tray with a glass of red wine. A small 'HOTEL' sign is visible in the background.
- DIGITAL ASSISTANCE** (Green banner): Illustration of a robot with a green body, surrounded by a circular network of icons representing various digital services like email, social media, and document management.
- VOICE ACTIVATED SERVICES** (Orange banner): Illustration of a robot with a megaphone, surrounded by icons for voice search, smart home devices, and mobile apps.
- TRAVEL EXPERIENCE ENHANCERS** (Yellow banner): Illustration of a robot with a globe, surrounded by travel-related icons like a plane, a hot air balloon, a lighthouse, and a suitcase.
- AUTOMATIC DATA PROCESSING** (Grey banner): Illustration of a robot with a blue body, standing on a complex circuit board pattern.





# Nostalgia, Patriotism and Promise of Future Trips



[Link to Video](#)

## We've Missed You





**WE'RE HERE FOR YOUR NEXT JOURNEY - WHENEVER YOU'RE READY**

Recharge with a relaxing getaway featuring expansive outdoor spaces and unrivaled recreation.  
Oasis Water Park re-opens Friday, May 15th and we look forward to welcoming you back!

**SUMMER STAYS STARTING FROM \$179**

[BOOK NOW](#)

Safe and sustainable hospitality practices are always our highest priority  
[Click here](#) to learn more about our cleaning standards



Arizona Grand Resort & Spa  
4000 E. Pinal Avenue, Phoenix, AZ 85018  
(877) 800.4888 | [ArizonaGrandResort.com](#)  
[Unsubscribe from our marketing emails.](#)



# Customer Relations, Sales

[View in Browser](#)



## We miss you First Name!

It's been far too long since your last visit! Each year brings new changes to the property, and we would love to welcome you back to experience these exciting enhancements. Hope to see you soon!

[Book Now](#)

Hotel Name | 123 Main St., City, ST 98765  
1 (800) 123-4567



[Unsubscribe](#) from our marketing emails

A promotional advertisement for the Estadia Hotel. It features a smiling woman with long dark hair, wearing a vibrant, multi-colored patterned shirt, holding a dark passport and a white document. She is standing in a hotel lobby with a large, ornate wooden screen and a blue wall with framed art in the background. Overlaid on the image is a large, bold, gold-colored text banner that reads 'WEEKDAY ROOM DEAL'. Below this banner, in a smaller purple font, is the text 'Experience the richness of Nyonya culture #EstadiaHotel'. To the right of the banner, the price 'RM 99\*' is displayed in a large, bold, black font, with '/night' written below it. Below the price, there are four bullet points listing hotel amenities: 'Late check out at 3pm', 'Complimentary parking upon check in', 'Walking distance to most Historical Sites', and 'Close to Central Business District'. At the bottom of the advertisement, a line of text provides contact information: 'For any inquiries, please contact +6 06 227 9600 or visit www.estadiahotel.com'. In the bottom right corner, the Estadia Hotel logo is displayed, consisting of a stylized four-leaf clover icon and the text 'ESTADIA HOTEL MELAKA'.

For any inquiries, please contact +6 06 227 9600 or visit [www.estadiahotel.com](http://www.estadiahotel.com)





# Looking Towards the Future

## Trends in future tourism:

- Domestic tourism for short trips
- Nearby destinations, using a car, at low cost

## Key concerns:

- Safety
- Cleanliness and hygiene
- Social distancing

EUROPEAN  
TRAVEL  
COMMISSION

TRENDSWATCH



MONITORING SENTIMENT FOR DOMESTIC  
AND INTRA-EUROPEAN TRAVEL

Wave 4 | 1/21



# Future Key Marketing Strategies

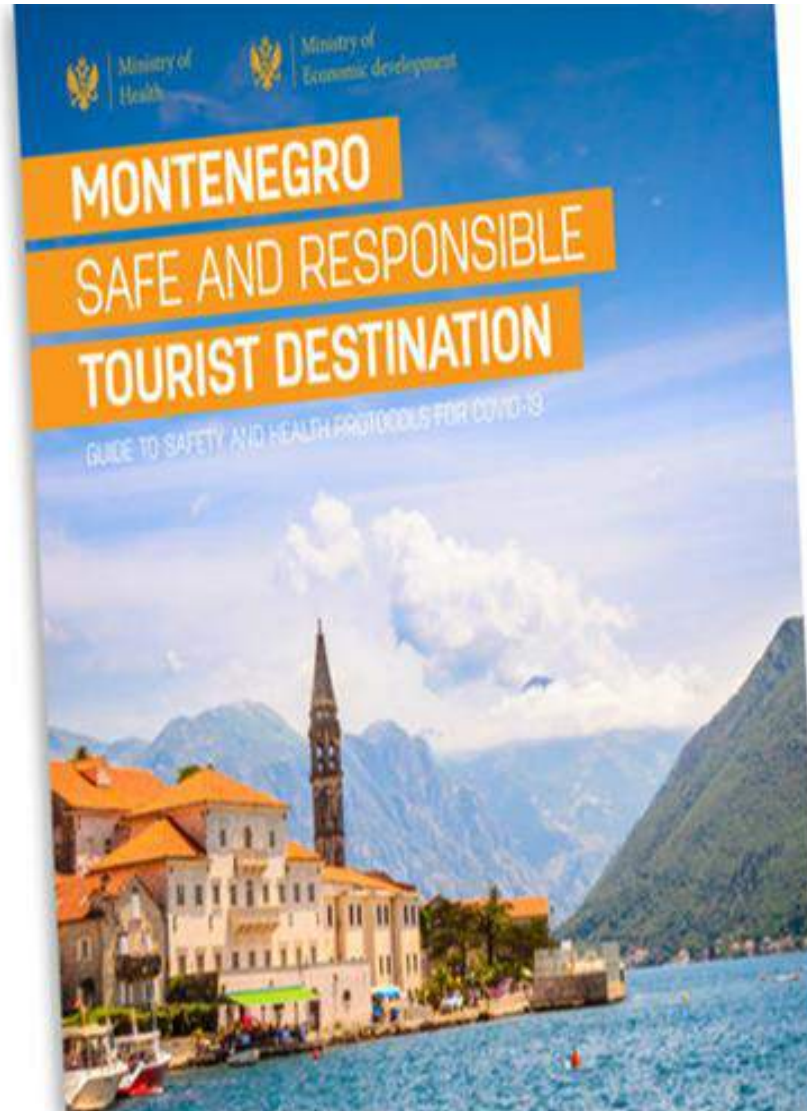
Use of public opinion leaders and celebrities

- Rihanna promotes **Barbados**
- Naomi Campbell promotes **Kenya**





# Initiating Festivals, Sport and Cultural Events





# Use of Patriotism and Nationalism to Promote Domestic Tourism





# Creating an Affinity between Destinations and Specific Audiences





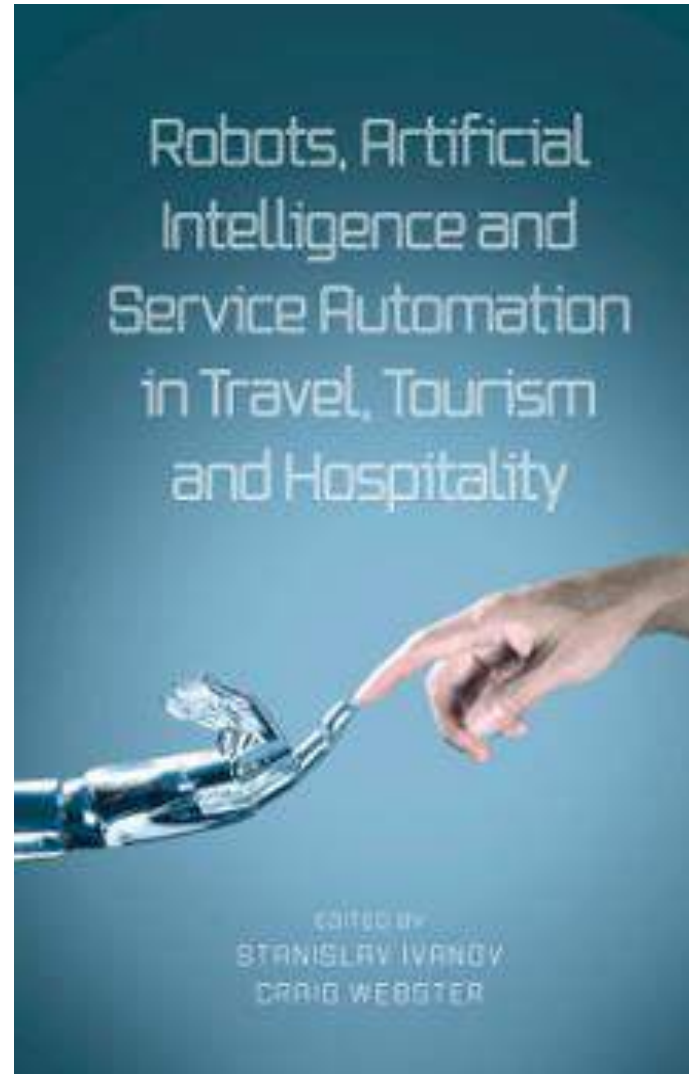
# Black History Month-Uganda

Create an affinity toward a specific target audience by an emphasis on the familiarity, proximity or similarity (values, heritage, cultural symbols or heroes).



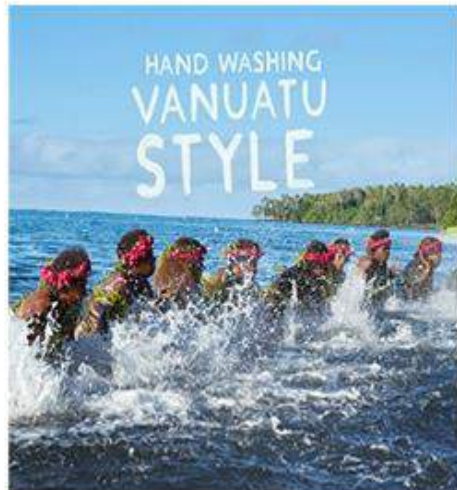


# Addressing the Concerns and Fears of the Target Audience





# Niche Tourism (Nature Tourism)









# Summary and Discussion

- Main strategies: **reassuring messages take into account the tourists' emotions** (anxiety, fear and worry)
- The field of tourism will **undergo significant changes**, as decision-makers decide regarding **target audiences, types of tourism, marketing strategies** and what changes should be made in the destinations' **vision and strategic plan.**





## New Publications: Covid-19

- Avraham, E. (2020). From 9/11 through Katrina and Up to COVID-19: Recovery Marketing Campaigns for American Destinations Facing Tourism Crises. Current Issues in Tourism. 24 (20). 2875-2889.
- Ketter E. & Avraham E. (2021). #StayHome Today So We Can #travelTomorrow: Tourism Destinations' Digital Marketing Strategies during the COVID-19 Pandemic. Journal of Travel and Tourism Marketing. 38(8):819-831.
- Avraham, E. (2021). Recovery Strategies and Marketing Campaigns for Global Destinations in Response to the Covid-19 Tourism Crisis. Asia-Pacific Journal of Tourism Research. 26 (11): 1255-1269.
- Taecharungroj, V. & Avraham E. (2021). Marketing destinations during turbulent times: Image repair strategies to combat Thailand's tourism crises. Asian Journal of Communication.