THE BEACHES OF FORT MYERS & SANIBEL
COVID-19 RECOVERY - PARTNER TOOLKIT

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Overview

This toolkit is a compilation of operational, marketing and PR best practices for use in COVID-19 recovery efforts. It was compiled to provide you, our valued industry partners, with quick resources to help you successfully drive future business.
Hotels & Accommodation Partners

The number one concern on consumers’ minds right now is safety, so think carefully about what measures you’ll need to implement to keep your staff members, customers and visitors safe.

- Focus should be given to ensuring your health, safety and cleanliness protocols are shared, promoted and seen in action by guests.
- Below are some key resources and guidelines to help with your plans. Operational guidelines for each of your businesses will be different and should be customized to your particular needs. Links can be accessed by clicking on the below logos:

  • OSHA Guidance on Preparing Workplaces for COVID-19:

  • American Hotel & Lodging Association Q&A Sharing Best Practices on how to open up your hotel:

  • Florida Restaurant and Lodging Association Guidance Standards:
Hotels – Group/ Meetings Business

Below are a few best practices to consider, based on authority sources within the Meetings industry:

- Adjust operations, employee practices and public spaces to help protect employees and customers.
  - Social distancing in meeting room setups with one-way-only aisles and six feet of space between seating
  - Use all indoor or outdoor spaces as much as possible
  - Add table-top Plexiglass shields, where applicable
Hotels – Group/Meetings Business

Below are a few best practices to consider, based on authority sources within the Meetings industry:

- Consider implementing touchless solutions where practical to limit the opportunity for virus transmission while also enabling a positive travel experience.

- Implement enhanced sanitation procedures specifically designed to combat the transmission of COVID-19. For example:
  - Cloth masks for meeting attendees/staff
  - Glove and hand sanitizer stations
  - Disinfectant foggers
Hotels - Group/Meetings Business

Below are a few best practices to consider, based on authority sources within the Meetings industry:

- Promote health screenings for employees, isolate workers with possible COVID-19 symptoms and provide health resources to guests.

- Establish new procedures, aligned with CDC guidance, to use if an employee tests positive for COVID-19.

- Follow best practices in food and beverage service to promote the health of employees and customers, like serving meals with minimal or zero contact. For example:
  - Pre-packaged food
  - No self-serve buffets
Hotels – Group / Meetings Business

- Below are some key resources and guidelines to help you prepare or finalize your safety protocols. Operational guidelines for each of your businesses will be different and should be customized to your particular needs. *Links can be accessed by clicking on the below logos:*

  - AHLA Safe Stay Hospitality Guidelines:
  - Potentially time-sensitive information / guides from key industry partners:
Restaurants

Each of your businesses address your customers’ needs in unique ways, so careful thought should be given to what measures you put in place to keep yourself, your staff members, and customers safe. *Links can be accessed by clicking on the below logos:*

- OSHA Guidance on preparing workplaces for COVID-19:

- National Restaurant Association COVID-19 resources:

- Florida Restaurant and Lodging Association guidance standards:
Attractions

Each of your businesses address your customers’ needs in unique ways, so careful thought should be given to what measures you put in place to keep yourself, your staff members, and customers safe.

Below are a few best practices to consider, based on authority sources within the Attractions industry:

• Tape markings of six feet apart in ride/attraction queues
• Have staff regularly wipe down surfaces
• Require employees to wear face masks
• Provide touch-free hand sanitizer stations at ticketing entry, turnstiles, ride/attraction entries and exits
• Wipe down all railings and surfaces regularly

Sample Attraction Reopening Recovery Plan

IAAPA®
The Global Association for the Attractions Industry
Events

Each of your businesses address your customers’ needs in unique ways, so careful thought should be given to how you reopen and what measures you put in place to keep yourself, your staff members, and customers safe.

Below are a few best practices to consider, based on authority sources within the Events industry:

- Adopt safety measures such as six-foot social distancing, the mandatory use of face masks and checking people’s temperatures before allowing entry - this is for both staff and guests.
- Ensure there is plenty of signage for social distancing and sanitation stations.
- Set up a Cleanliness Theatre - make sure your staff is visible as they are cleaning areas.
- Utilize technology to help digitize reservations, ticket sales and retail purchases.
- Place a cap on capacity and the number of guests you allow into your event, farmers market, venue, etc.
- Food & beverage provided in a “low touch” or “no-contact” way (ie. Pre-packaged food).
Events

• Suggested Guidelines:
  
  ○ [2020 Return to Live Events Survey by Enigma Research](#)
Messaging Best Practices:

- Consider traveler behavior and sentiment
- Understand your brand’s role to address where the traveler mindset is
- Deploy messaging that is sensitive to the current landscape
- Directly address safety concerns and any operational changes put in place
## Crisis Communication Roadmap

<table>
<thead>
<tr>
<th>Traveler Phases</th>
<th>Wait [In-Crisis]</th>
<th>Ready [Recovery Begins]</th>
<th>Set [Recovery Increases]</th>
<th>Go [Time To Travel]</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Traveler Truths</strong></td>
<td>Quarantined &amp; social distancing</td>
<td>Social distancing reduction and potential financial impacts</td>
<td>New normal</td>
<td>Traveling at a normal cadence</td>
</tr>
<tr>
<td><strong>Traveler Motivators</strong></td>
<td>Creating a new daily normal way of living and seeking outlets for the now</td>
<td>Returning to normal daily routines with renewed caution and experimenting with future travel plans</td>
<td>Adapting and proactively seeking an escape</td>
<td>Resuming normal travel plans</td>
</tr>
<tr>
<td><strong>Brand Roles</strong></td>
<td>Acknowledgement of circumstances; rallying around community (local) and giving travelers something to look forward to</td>
<td>Understanding safety and health precautions; getaway solutions to break cabin fever</td>
<td>Encouraging travelers to get out and explore</td>
<td>Connecting travelers with reasons to travel</td>
</tr>
<tr>
<td><strong>Purpose</strong></td>
<td>Maintain top-of-mind awareness</td>
<td>Drive awareness, consideration and visitation</td>
<td>Increase consideration &amp; visitation</td>
<td>Encourage visitation and bookings</td>
</tr>
<tr>
<td><strong>Messaging Strategy</strong></td>
<td>Inspirational and reuniting post-crisis; Support community stories – we are resilient; capture positivity</td>
<td>Inspirational &amp; informational (safety, rates, etc); Ready When You Are; Book Now Travel Later</td>
<td>Full-funnel brand + reintroduce co-op and package-based deals to demonstrate value</td>
<td>Full-funnel</td>
</tr>
<tr>
<td><strong>Targeting Strategy</strong></td>
<td>Intent-driven; local or in-state</td>
<td>Resilient Travelers, Short Drive/Stay/Nearcation (adding key markets as restrictions are lifted); Intent-Driven</td>
<td>Regional and Terminal Audiences</td>
<td>Full-funnel; resume all planned Summer/Fall targeting tactics</td>
</tr>
<tr>
<td><strong>Desired Action</strong></td>
<td>Stay connected</td>
<td>Planning ahead and positive connections between traveler and brand</td>
<td>Getting excited and making initial travel plans</td>
<td>Booking travel</td>
</tr>
</tbody>
</table>

@2020 MMGY Global – Proprietary & Confidential
## Crisis Communication Roadmap

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<td></td>
<td>Quarantined &amp; Social Distancing</td>
<td>Reduction of distancing/assessing impact</td>
<td>Going back out in public; trip planning</td>
<td>Free to travel</td>
</tr>
</tbody>
</table>

| Traveler Mindset | Coping with social isolation; dreaming of when they can travel again | Hopeful that travel will be safe soon; Envisioning future travel plans and assessing where to go first | Returning to daily routines and planning for a getaway | Returning to normal travel planning and booking vacations |

| Brand Role | Encourage staying at home until restrictions are lifted; Rally around the community | Provide inspiration and understand travel hesitation due to safety and health concerns; Support local community | Encourage travelers to get out and explore (Provide reasons to believe and encourage booking) | Create a sense of urgency (Drive visitation & booking) |

| Messaging Focus | Inspirational & togetherness; Support community stories | Inspirational & informational; Sense of familiarity & togetherness; Local pride | Inspirational & informational (cancellation policies, value-based packages); Sense of balance & community | Full-funnel brand |

| Call to Action | Time for social responsibility | Time for appreciation | Time for exploring | Time to make the most out of life |
Messaging Strategy

**Wait**
Quarantined & Social Distancing

Create an escape
Stay relevant and connected
Be empathetic
Activate locals and past guests

**Ready**
Reduction of distancing/Assessing Impact

Enter the conversation
Provide inspiration and relevant information
Begin incorporating CTAs in messaging

**Set**
Going back in Public/Trip Planning

Begin to encourage people to explore
Give reasons to believe
Adjust CTAs to be action focused

**Go**
Free to travel

Open for business
Create value-based offers/packages
Create sense of belonging/community
Wait: In-Market

**Messaging**
Now’s the time to stay home.

**Call to Action**
Stay Well. Stay Home.
Ready: Appreciation

Key Sentiment

Local:
Connected by the love of the place and each other.

Regional/National:
Connected by our love for nature and meaningful times together.

Call to Action

Local:
Local pride

Regional/National:
Sense of familiarity & togetherness
Set: Exploration

Key Sentiment

Local:
Encourage each other to get going, chase passions and follow dreams.

Regional/National:
Encourage travelers to rediscover the BFMS - whether they want to do everything or nothing, the BFMS are always just their speed

Call to Action

Local:
Returning balance & community

Regional/National:
Take the time to explore the BFMS
Go: Action

Key Sentiment | New Normal

Call to Action | Regional/National: Book now.
Media Strategy

Reassess paid media initiatives
- Reset audience, demographic and geographic targeting
- Ensure media mix is reflective of consumers’ current media consumption habits

Manage brand reputation and offerings in key travel platforms
- Expedia
  - Guest ratings have a strong influence on consumer selection and willingness to pay more
  - Manage guest messages, feedback and reviews in Partner Central hub
  - Load promotions as far in advance as possible to align with longer searching and booking windows
  - Closely observe competitors’ pricing and promotion
- TripAdvisor
  - Claim and customize your business listing
  - Carefully respond to consumer reviews and questions in a timely manner
- Google
  - Ensure your free business profile is updated to reflect current hours and offerings
What Media Outlets are Covering Now

- **Short-Lead Opportunities**
  - Coronavirus news
  - “Wanderlust inspiring” aka armchair travel
  - Empathy-led intel and inspiration
  - What it’s like to travel now / daily life on the frontlines
  - Businesses engaging right now (i.e., virtual experiences, donations, etc.)
  - “Good news” stories / people making a difference / human interest angles

- **Long-Lead Opportunities**
  - Domestic travel
  - Road trips
  - Wide-open spaces
  - Significant recovery stories
PHASED APPROACH TO RECOVERY MARKETING
“READY/SET” PHASE
As different parts of the country ease into reopening, each of us will need to decide for ourselves when it’s appropriate to travel again. Luckily the pace, space and natural beauty that have brought generations of travelers here is more inspiring now than ever.
PR Storytelling During “Ready / Set” Phase

- Focus on providing travel inspiration, rather than using “go here now” messaging
- Promote virtual offerings and other destination-inspired activities to provide a sense of escapism for those in isolation
- Spotlight significant giveback initiatives and heartwarming stories, like turtle nesting
- Leverage local trailblazers as thought leaders to speak about operating a business during this pandemic period
Email Best Practices

- Communicate facility safety precautions and details surrounding reopening
- Modify reservation/confirmation emails to incorporate links providing details surrounding COVID-19
- Clearly communicate cancellation policies
- Communicate more frequently with relevant information
- Consider segmenting database
  - In-state, out-of-state, past guests, future guests, repeat guests
Email Assets

Create a template to send to partners for them to deploy to their database.

- Recommend utilizing existing email or CRM tools to deploy email template. MMGY can provide guidance on deployment if necessary.
HEADLINE: When you’re ready, so are our islands.

COPY: We’ve all been through a lot. But we’re happy to say the sun is still shining and our beaches are open. As we begin to venture out again, we’d love for your summer escape to be right here with us. At BUSINESS NAME, we want to relive the moments we’ve shared with you and make new ones together. Until then, we’ll be waiting for you. We can’t wait to welcome you back.

BUTTON: PLAN ON IT
Web Best Practices – Hotels

● Place COVID-19 information prominently on your homepage. Ideally, this should be a banner that links to a dedicated page for COVID-19 information. (Example basic tool for adding a website banner)

● Whether the COVID-19 information is on a dedicated page or a section of the homepage, the information should detail:
  ○ How to comply with local guidelines
  ○ Specific steps taken and changes made to ensure the safety of guests
  ○ Hotel contact information for COVID-19 concerns

● Offer and display a booking guarantee with flexible cancellation policies to overcome hesitation and encourage direct booking

● Ensure any user-generated content is up to date and reflects the current COVID-19 safety measures

● Perform a daily check of any embedded reviews featured on the website
Web Best Practices – Restaurants

● Place COVID-19 information prominently on your homepage. Ideally, this should be a banner that links to a dedicated page for COVID-19 information. (Example basic tool for adding a website banner)

● Whether the COVID-19 information is on a dedicated page or a section of the homepage, the information should detail:
  ○ How to comply with local guidelines
  ○ Specific steps taken and changes made to ensure the safety of customers (occupancy limits, social distancing between tables, etc.)
  ○ Contact information for COVID-19 concerns

● Ensure any user-generated content is up to date and reflects the current COVID-19 safety measures

● Perform a daily check of any embedded reviews featured on the website
Web Best Practices – Attractions

• Place COVID-19 information prominently on your homepage. Ideally, this should be a banner that links to a dedicated page for COVID-19 information. (Example basic tool for adding a website banner)

• Whether the COVID-19 information is on a dedicated page or a section of the homepage, the information should detail:
  ○ How to comply with local guidelines
  ○ Specific steps taken and changes made to ensure the safety of customers (occupancy limits, social distancing measures, one-way pathways)
  ○ Contact information for COVID-19 concerns

• Ensure any user-generated content is up to date and reflects the current COVID-19 safety measures

• Perform a daily check of any embedded reviews featured on the website
Social Media Best Practices

- If posting cadence has slowed down or halted, slowly begin to adjust to a more regular posting cadence
  - The quality of the content you will share is more important than the quantity. Try sharing at least two pieces of content on your most prominent social media channel(s)
  - Please assess and adjust based on your own experience or needs
- While some travel restrictions may be in place, more members of the audience can travel - therefore language should be sensitive to that but can be more encouraging. Examples include:
  - “As we welcome you to our community, we’re making adjustments to allow for social distancing and taking precautions to keep you and your family safe.”
  - “We are taking every measure to keep you and your family safe as you visit our community.”
Social Media Best Practices

● Continue to use imagery that reflects the current environment
  ○ As guidelines are updated, continue to use images that represent current safety guidelines as best you can (e.g. avoid images that contain groups of people)
  ○ If that is not possible, make sure to note when the asset was captured, i.e. ‘image taken on date’

● Promote and highlight the ways in which your organization or business is maintaining safe and sanitary conditions
  ○ As travelers begin to return to destinations, they want to know that the places they’re traveling are safe and following strict sanitary guidelines
  ○ If these updates are not listed on your website, you can Update your Facebook ‘About’ section to include these details, directing your audience to that tab to learn more
  ○ Examples include:
    ■ Adjustments to allow for social distancing
    ■ Requirements for customers (please wear a mask, etc.)
    ■ Ways in which your business has altered practices (only pick up/carry out, for example)
Social Media Best Practices

Do

● Emphasize escape and relaxation
● Promote ways you’re keeping customers/visitors safe
● Focus on quality of content over quantity of posts

Don’t

● Use images/assets that are too staged – many brands have become more authentic during this time and audiences will expect to see a more “unfiltered” approach to social media content
● Avoid images showing crowds or interiors as they would have appeared prior to COVID-19, be strategic about what’s included in the image to ensure it aligns with current safety guidelines
Recommended Social Media Content

Sample Post Copy: The sun is still shining and our beaches are open again. When you’re ready to get away, we’re ready to welcome you.

Sample Post Copy: As the places we love start to welcome us again, we hope you’ll find your way back to us when you’re ready.
Social Media Content

Sample Post Copy: We could all use a pick-me-up right now. When you’re ready to get away, we’re ready to welcome you back to our beaches.

Sample Post Copy: When you’re ready to live the island life, we’re ready to welcome you back to our little slice of paradise.
When you’re ready to get away, we’re ready to see you. Learn more about the steps we’re taking to welcome you back safely: [insert website]
The sun is still shining
and beaches are open again.
Places that have always brought us together
are starting to welcome us back.
So, when you’re ready to get away,
our islands are ready, too.
[BFMS LOGO]
Other Recommended Uses for Video Posting

- Social Media posts (*examples shared previously*)
- YouTube posting
- Website embed
- Email embed (YouTube link)
Postcards

Postcard messaging is naturally more declarative and assertive. These could be sent directly to past guests or shared with them to send to friends and family.
Take me back to the Beaches.

Time for a Pick-Me-Up.

It's the island life for me.

Let's find our Way Back.
Postcards

COPY LINES:

Take me back to the beaches. BEACH IMAGE

It’s the island life for me. N.CAP IMAGE

Time for a pick-me-up. SEASHELL IMAGE

Let’s find our way back. KAYAK IMAGE
Paid Search Best Practices

Below are some Paid search tactical shifts recommended for recovery:

• Update “Book Now” CTA’s to “Plan Now”
• Expand targeting in drive markets
  Tiered bidding: higher bids closer to Lee County
• Align paid search keywords with local and federal “Phase” openings
  ▪ Beaches, restaurants, activities, things to do, events, etc.
• Expand road trip keywords, YouTube videos
• Target future travel planning (summer, fall, winter) instead of immediate visitation
• Gradually increase spend but let demand determine spend. Don’t (don’t raise bids for the sake of spending budget)
“GO” PHASE
Storytelling During “Go” Phase

- Begin to incorporate “Go Here Now” messaging (versus solely travel inspiration) to maximize bookings
- Closely monitor news in key markets, especially drive markets, and promote travel/road trips once their governments lift restrictions
- Highlight attractions and create offerings with nature and wide-open spaces to address media’s demand for places with lower concentrations of tourists
- Spotlight significant stories of small businesses rebuilding and the community coming together to make an impact post-pandemic
- Position your brand as a thought leader and showcase creative ways to implement social distancing
Email Best Practices

- Return to normal deployment cadence and content inclusion
  - Continue to provide relevant messaging surrounding COVID prevention methods
  - Keep highlighting your safety precautions
  - Avoid using words such as “free, offer, now” in subject lines to avoid spam triggers
Web Best Practices

- Maintain COVID-19 messaging for as long as local guidelines are in place
- Evaluate how other partners are positioning their messaging over time and adapt as needed
  - For example, are they using a persistent banner, or are they using a banner for the first pageview?
    - If user-generated content is used, continue to keep it updated to reflect the latest safety measures
    - If applicable, continue to prominently feature the booking guarantee
Social Media Best Practices

● Resume a consistent posting cadence, including language and imagery that invites your audience to visit
  ○ The quality of the content you share is still more important than the quantity. If time and asset availability allows, try sharing between 3–4 pieces of content on your most prominent social media channel(s)
  ○ Please be sure to reassess the situation based on your individual circumstances and what you’re comfortable with

● Continue to note ways in which your business or organization is ensuring the safety of customers and visitors

● Though travelers are visiting, they’ll still want to know that steps are being taken to make sure they’re safe. Examples include:
  ○ Noting your cleaning procedures
  ○ Highlighting adjustments to your layout or space to accommodate social distancing recommendations
  ○ Stating materials and resources you’re making available to customers (providing masks, hand sanitizer, gloves, etc.)
  ○ Listing requirements for customers (must wear a mask, etc.), if applicable
Social Media Best Practices

Below are a few examples of posts that highlight how your business or organization can share messaging specific to reopening plans. Messaging focuses on the safety of customers and visitors while providing clear, specific information that reassures their social media audience of the guidelines that have been put in place.
Social Media Best Practices

Facebook Best Practices

- Focus on one clear, succinct message per post
- If you have multiple messages to share, space them out throughout the week and try to limit posts to once per day
- Invite your audience to engage on your post by asking them questions, such as their favorite items on your menu, favorite amenity, their favorite memories from past vacations, etc.
Social Media Best Practices

Twitter Best Practices

● Twitter is the ideal place to share news and updates quickly

● Twitter is the platform for you if you have multiple messages to get out in one day

● You can post more than once per day, but try not to exceed 3 to 4

● Use hashtags carefully – use 2 to 3 per post and make sure to check before using them that the content associated with them is appropriate for your business/organization
Social Media Best Practices

Instagram Best Practices

In-feed posts

- Focus on one clear, succinct message per post
- If you have multiple messages to share, space them out throughout the week and try to limit posts to one per day
- Instagram is image-driven; use your best images in order to grab your audience’s attention
Social Media Best Practices

Instagram Stories Best Practices

Instagram Stories

- Use your first frame wisely – it’s the most eye-catching
- Stories should be short - try to keep them to 4 to 6 frames at the longest
- Use features like polls and questions to encourage engagement
- The question feature is a great resource to gather audience sentiment and feedback from your most engaged following.

Example:

- What are your current travel plans? Do you anticipate visiting us this year?
Paid Search Best Practices

- Revert “Plan Now” CTAs to “Book Now”
- Align paid search keywords with local and federal “Phase” openings
  - Beaches, restaurants, activities, things to do, events, etc.
- Enable high-funnel and awareness campaigns that were paused
  - Discovery, Events, Dynamic
- Target immediate and future travel planning (including “getaways”)
- Continue optimizing spend based on KPIs prior to Covid-19 within monthly budget
- Retain Travel Resources Sitelink promoting COVID-19 page until demand declines
- Replace “Together, we'll get through this” video ad with new content if available