



# THE ROAD TO RECOVERY

## Consumer Marketing Recovery Plans

**Update: June 2020**

## SUPPORTING YOU

- We want to help your business / destination prepare to welcome domestic and international visitors – to ensure tourism rebounds to be once again one of the most successful sectors of the UK economy
- The following deck provides more information on VisitBritain (VB) and VisitEngland's (VE) consumer marketing recovery plans, including activity to date, aligned to the four phases of recovery.
- We've outlined ways we can work together and how we'll support you in the coming months.

## THE PHASES OF RECOVERY

The below illustrates the four phases of recovery that VisitBritain and VisitEngland is working to.

Phase	Title	Description
1	Crisis	The UK is in lockdown OR international markets are in lockdown. Travel restricted.
2	Early Recovery	International markets pass the peak number of cases. Restrictions on movement start to loosen.
3	Recovery – Manage demand	Lockdown restrictions fully lifted with continued but less disruptive containment measures.
4	Recovery – Build & maintain demand	The UK is fully open for business. Travel restrictions are lifted with international markets open for inbound travel.



VisitBritain®



VisitEngland™

# CONSUMER MESSAGING

## OVERVIEW

Scale/  
Voice

	DOMESTIC VE TO CONSUMER	INTERNATIONAL VB TO CONSUMER
<b>Phase 1</b>	Stay safe, while you can't come visit us, enjoy the UK in our homes	Stay safe, while you can't come visit us, enjoy the UK in our homes
<b>Phase 2</b>	While you can now travel, destinations and facilities are not fully open and ready to welcome you – build your England wish list “We're on  But we're hoping to  soon”	Inspirational message Build your UK wish list for when you can come visit us and we are ready to welcome you!
<b>Phase 3</b>	Inspirational & travel reassurance message “KNOW BEFORE YOU GO” Including: <ul style="list-style-type: none"> <li>➤ Industry Standard,</li> <li>➤ Know Before You Go message</li> <li>➤ Signposting tools e.g. Ordnance Survey</li> </ul>	Underpinned by reassurance messages.
<b>Phase 4</b>	Welcome back campaign to build demand, possibly still carrying % travel responsibly message.	Welcome campaign to build demand – make your wish list a reality!



VisitBritain®



VisitEngland™

# THE STORY SO FAR

Phases 1 & 2

## PHASES 1 – 2: CRISIS TO EARLY RECOVERY

Our consumer marketing response to COVID-19 has focused on sharing everything that is great about the UK and England – creating “armchair” travel content to help beat the boredom and keep the UK (on VisitBritain’s channels) and England (on VisitEngland’s channels) top of mind during the crisis phase.

**SUITCASE**  
Culture Call: Five Lesser-Known UK Destinations We Love



visitengland Right food fans! Now's the time to make sure no nonsense gets by you. Below are three food facts: two are true and one is made-up. Your job is to spot the lie and let us know which one it is below!

### TOWN&COUNTRY

Take a Virtual Tour of the Real-Life Downton Abbey

Satisfy those lingering Downton cravings by getting lost in one of England's most beautiful estates, Highclere Castle.

BY ANNIE GOLDSMITH APR 3, 2020



## INSPIRING THEM TO DREAM: HOW CAN YOU GET INVOLVED?

You can help us to inspire our domestic and international audiences by sharing the following for consideration and potential use on our VisitBritain and VisitEngland consumer marketing channels as we move from Phase 2 to Phase 3:

- **Stories of people / tourism businesses that are adapting and / or innovating in readiness for re-opening**
- **Day trip content ideas an hour or less from a major city, town or location** (e.g. walks, trails, stately homes, gardens, Instagrammable villages, lesser known locations etc.) Please provide a brief paragraph on the day trip and a web link to your destination/partner website. This will help forward plan as we move towards Phase 3 of recovery.
- **News and major up-coming events** (where applicable, including stand-out virtual experiences)

### Send to:

VisitEngland (for England / domestic marketing) - [press@visitengland.org](mailto:press@visitengland.org)

VisitBritain (for UK / international marketing) - [pressandpr@visitbritain.org](mailto:pressandpr@visitbritain.org)



VisitBritain®



VisitEngland™

# RECOVERY

Phases 3 & 4

## DOMESTIC MARKETING CAMPAIGN: OBJECTIVES

To support tourism recovery, we are developing an **integrated marketing campaign** to reassure visitors, build consumer confidence and encourage them to visit responsibly. To support the campaign, we will develop an **industry toolkit** offering industry and partners so that you can be part of this national campaign.

**1. Reassure visitors and support the industry – to give confidence to the industry and consumers** that it is safe to travel managing the distribution and benefits of tourism across the regions.

**Get** healthy UK residents who are either eager to get out and travel after lockdown OR those who may feel uneasy about travel

**To** feel confident and well informed about how to travel responsibly in line with Government advice

**By** promoting responsible ways to travel (e.g. check before you go) and signposting to open businesses through a warm, friendly and motivational pan-UK message

**2. Build demand campaign and generate bookings – welcoming visitors back** to the country's amazing tourism offer. It will encourage visitors to explore more of their country, get off-the-beaten-path and tap into the pent-up demand that lockdown has generated **stimulating economic growth**.

**Get** UK residents who are healthy and able to travel

**To** be inspired to take a domestic break late summer and into autumn 2020 as well as plan for 2021

**By** promoting open, exciting and inspiring experiences available on their doorstep here in the UK

## REASSURANCE CAMPAIGN: “KNOW BEFORE YOU GO”

As lockdown continues to lift, to help destinations and businesses manage demand and to ensure visitors have the best experience as we move between phases 2 - 3 and 3 – 4, we will be encouraging the public, both domestically and internationally to find out what is open and when and any restrictions in place.

“**Know before you go**” is a clear and simple message that compels those intending to travel both to the UK, and within the UK, to check before setting off.

EXAMPLE creative mock-ups below:



## VISUAL MOOD BOARD FOR BUILD DEMAND CAMPAIGN: FINAL CREATIVE TBA



## OUR INDUSTRY STANDARD

- A UK-wide industry standard and consumer mark has been launched in partnership with the national tourism organisations of Northern Ireland, Scotland and Wales to provide a 'ring of confidence' for tourism as the sector works towards reopening.
- The 'We're Good To Go' industry standard and supporting mark means businesses across the sector can demonstrate that they are adhering to the respective Government and public health guidance, have carried out a COVID-19 risk assessment and check they have the required processes in place.
- The scheme is **free** to join and open to all businesses across the sector.
- To obtain the mark businesses must complete a self-assessment through our online platform **[goodtogouk.co.uk](https://goodtogouk.co.uk)** including a check-list confirming they have put the necessary processes in place, before receiving certification and the 'We're Good To Go' mark for display in their premises and online.



## HOW WILL WE SUPPORT YOU?

- **Be part of our national campaign - our free toolkit means you can access assets and feature** “Know Before You Go” messaging to your own marketing activity. This will be updated with “Build demand” assets later in July. Find out more [here](#).
- **Apply for the free ‘We’re Good To Go’ Industry Standard** – to make sure you are operating within guidelines and to give confidence to visitors. Apply [here](#).
- **Gain exposure for your business through our PR & content opportunities** – be considered for media pitching and to feature on our channels with your:
  - Stories of businesses that are innovating and adapting as they begin to re-open;
  - Day trip content ideas an hour or less from a major city, town or location;
  - News and major upcoming events



VisitBritain®



VisitEngland™

FIND OUT MORE

## NEED MORE INFORMATION?

- **Website** – find out more about our recovery plans [here](#).
- **Industry Newsletter** – [sign-up](#) for the latest information, research, advice and opportunities
- **Follow us on social media:**
  - Twitter: [@VisitBritainBiz](#) | [@VisitEnglandBiz](#)
  - LinkedIn: [VisitBritain](#) | [VisitEngland](#)
- **Business Recovery Webinar programme** – our free webinar programme to help you get back on track following the COVID-19 epidemic. Find out more about the programme and how to sign-up for the webinars [here](#).