



## COVID-19 Comms:

### **Business tool kit:**

Driving sales through innovative PR, marketing & social media



# CONTENTS

---

## **PAGE 1**

Overview and government support

## **PAGE 2**

What you can do now to drive sales

## **PAGE 3-4**

Utilising social media to generate engagement

## **PAGE 5**

Creative solutions from businesses & destinations

## **PAGE 6**

Be part of the wider PR effort

## **PAGE 7**

Practical tools you can use

## **PAGE 8**

Some useful links

# COVID-19 comms:

## Overview and government support

---

**The tourism sector is hugely important to the UK economy.**

**These are unique times in tourism but it is very important not to panic and to think creatively about how to generate sales and work together to promote the wider destination and plan for the future.**

**This document outlines some creative PR, marketing and social media tactics to help generate sales and continue to positively communicate throughout the COVID-19 situation.**

### Government support for the tourism & hospitality sector

**The government have announced a £330 billion financial rescue package to support and protect businesses affected by COVID-19, including those in the retail, hospitality and leisure sectors. The package includes:**

- **Paying wages:** The Government will be stepping in to pay people's wages with a new scheme. A grant will cover 80% of wages up to £2,500 for those employees kept on the payroll.
- **Business rates holiday:** All retail, hospitality and leisure businesses in England will receive a 100% business rates holiday for the next 12 months.
- **Cash grants:** There will be a £25k cash grant per retail and leisure business for those without specific pandemic insurance.
- **Small business rate relief:** Increase in grants to small businesses eligible for Small Business Rate Relief from £3,000 to £10,000.
- **Further grants:** Further £25,000 grants to retail, hospitality and leisure businesses operating from smaller premises, with a rateable value over £15,000 and below £51,000.
- **Planning relaxation:** Relaxation in planning regulations to allow pubs and restaurants to start providing takeaways without a planning application

#### Useful links:

**VisitBritain - For the latest information and advice on how VisitBritain is responding to the current situation, visit:** <https://www.visitbritain.org/covid-19-new-coronavirus-latest-information-and-advice-for-businesses>

**For ongoing information for hospitality businesses, visit:** <https://www.ukhospitality.org.uk/page/coronavirus>

# COVID-19 comms:

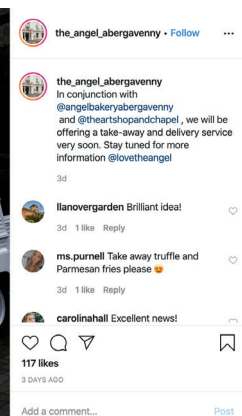
## What you can do to drive sales

### Think about how your business can adapt:

- **Offer discounts, vouchers and future bookings**
  - Help generate revenue now by offering a 2021 discount or early-bird offer
  - Ask customers to postpone rather than cancel their bookings
  - Encourage future hospitality and emphasise 'post-corona breaks'
  - Ask people to buy vouchers that can be redeemed at a later date.
- **Offer a delivery or takeaway service**
  - The UK government has announced a relaxation of planning relations to allow pubs and restaurants to offer a takeaway service without planning regulations
  - Offer takeaway / delivery service to your local area
  - Keep it simple - offer ingredients that have been running out in supermarkets
  - Share the news across your social media platforms and online groups
  - Supply chains - provide relevant organisations with food, drink and other items. Monitor customer re-openings and plan stock strategy. Ensure you can adapt offline to online, and then back to offline
- **Establish a local 'community economy'**
  - It's important that local businesses stick together and encourage shopping locally
  - Collaborate with other businesses to offer something new
  - E.g. partner with other local businesses to create 'self-isolation' hampers
  - Share budgets and help each other promote your offering
  - Somerset and Exmoor are known for offering some of the UK's best produce - how can you use this to your advantage?
- **Make the switch to e-commerce**
  - People are going to be spending more time online than ever
  - Focus your efforts on your online shop / marketplaces
  - Gift vouchers and 'buy now, enjoy later' breaks
  - Offer lessons or packages online
  - Ask people to donate to join your classes live on social media

### Case study: The Angel Hotel in Abergavenny

The Angel Hotel in Abergavenny has responded to the situation by announcing that it will start offering High Tea and Thai meals on a collection / non-contact delivery basis to local people in order to drive sales in the coming weeks.



# COVID-19 comms:

## Using social media to generate engagement

**With people asked to spend more time indoors, now is the perfect time to engage with new and existing followers and remind them why they love Somerset & Exmoor via social media!**

**While this won't generate immediate sales, it will ensure that your customers don't forget you and that they'll plan on returning as soon as the situation becomes clearer. Out of sight means out of mind. Keep in touch with your customers or you risk losing them.**

### Social media recommendations:

- **Promote any vouchers, deals or packages** that people can buy now
- Provide your audiences with **entertaining, inspiring** and **positive stories** - think 'armchair travel' stories that can be enjoyed from their own home.
- **Encourage audiences to share memories** and photos from the destination
- **Engage with trending hashtags** such as #ThrowbackThursday #WednesdayWanderlust
- **Generate engagement** through polls, slideshows and community-focused content
- **Share past positive coverage** about your business - have any journalists visited and given you a glowing review?
- **Ask your existing customers to write reviews** of your business if they haven't already
- **Be active** on local Facebook groups and look to create new partnerships
- **Engage with VisitBritain** to provide your business with greater exposure (see below)
- **Use COVID-19 hashtags** - Use popular hashtags such as #StayAtHomeSaveLives, #StopTheSpread, #ArmchairTravel, #TogetherAtHome and #SaveTourism to maximise exposure and generate conversation



olive magazine  
@olivemagazine

Dreaming of your next getaway? Take a digital foodie road trip through the Lake District today [buff.ly/35kjYLS](https://buff.ly/35kjYLS) #armchairtravel #virtualvacation @lakedistrictnpa



4:00 PM · Mar 23, 2020 · Buffer



Sunday Times Travel  
@ST\_Travel

It's our #armchairtravel issue this week! 🌴 Tweet us your photos of holidaying at home today and read our latest issue for inspiration [bit.ly/2U8mOko](https://bit.ly/2U8mOko)



The Times Travel and 5 others

8:53 AM · Mar 22, 2020 · Twitter Web App

# COVID-19 comms:

## Using social media to generate engagement

### VisitBritain's COVID-19 social media content strategy:

VisitBritain will be sharing content focused on five themes linked to popular British culture designed to help consumers beat the boredom and frustration (including quizzes and trivia):

- **Film & TV** (e.g. British series on Netflix, film and TV locations in the UK)
- **Literature** (author itineraries, literary locations)
- **Food & Drink** (Recipes from iconic restaurants, food traditions and culture, pubs)
- **Music** (famous musical city itineraries, Spotify playlists, music locations)
- **Heritage & gardens** (virtual museum tours, British traditions, outdoor spaces)



lovegreatbritain • Follow



**lovegreatbritain** We know it is a difficult time and we can't welcome you into our country with open arms to enjoy our afternoon teas, our pints of ale, singing on the terraces, walks in our beautiful countryside, rambles around stately homes and beautiful gardens in bloom.

So, for now, we're going to be bringing a bit of Britain to you.

We'll be sharing British films and TV series to binge, some excellent British playlists for you to rock out to in your living room and recipes from some of Britain's best-loved restaurants, alongside tips and trivia. Of course, we'll be making sure you're paying attention with a traditional pub quiz every Friday on



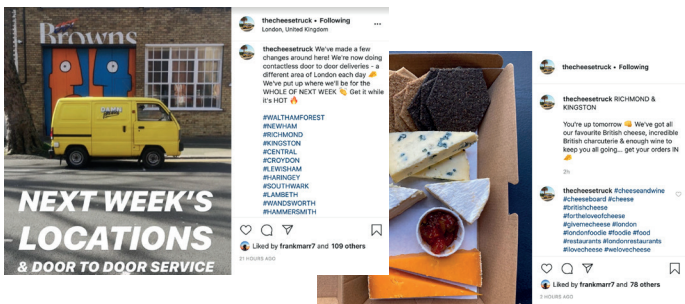
6,062 likes

4 DAYS AGO

Add a comment...

Post

# COVID-19 comms: Creative solutions from businesses & destinations

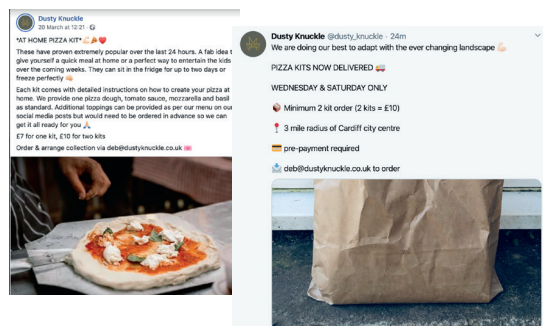
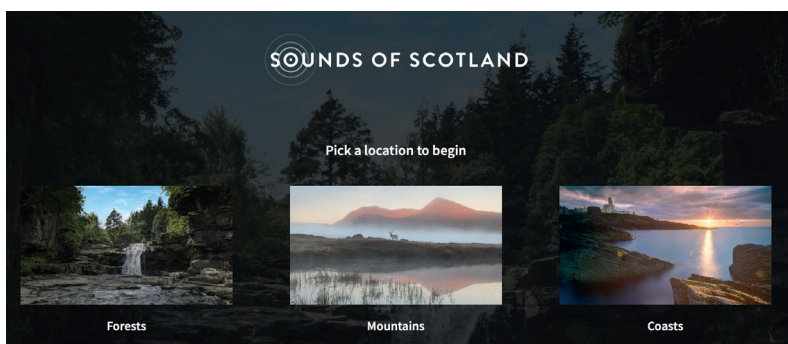


**London's Cheese Truck Company** have started offering contactless door-to-door deliveries across London.

They have collaborated with producers to offer 'self-isolation survival kits' including charcuterie and small producer wine.

**VisitScotland** have unveiled a 'Sounds of Scotland' radio station that plays relaxing natural sounds from the country's landscapes.

This offers an escape to those working at home while reminding travellers of Scotland's natural beauty.



**The Dusty Knuckle pub in Cardiff** has started offering 'at home' pizza kits.

This is a great example of a business adapting to the situation, as well as being a really good option for families with children at home due to school closures.

**Helsinki Tourism** have launched a page on their website listing digital experiences and live broadcasts from the destination.

This includes a virtual tour of Helsinki City Centre, live concerts from the Helsinki Philharmonic Orchestra, live streamed gigs and a virtual meeting place organised by Annantalo cultural centre.

## Digital experiences and live broadcasts from Helsinki



# COVID-19 comms

## Be part of the wider PR effort

People haven't stopped promoting their businesses in the wake of corona, they've just had to start thinking a little differently. Right now people are in need of positive, inspirational news.

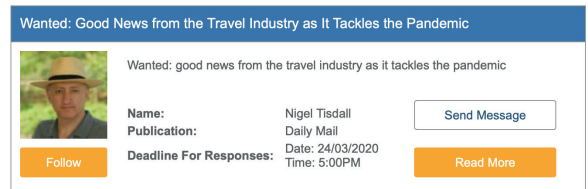
The media hasn't stopped either - journalists are still writing travel articles and newspapers are calling out for content. Our PR agency are also still hard at work sharing news about the destination.

Here's how you can help our PR agency get you coverage in the coming months.

### Please send any information related to:

- **New vouchers, deals or packages** that people can buy now
- **'Feel good' local tourism-related stories** that you're involved in
- **New partnerships** with other local tourism businesses
- **New tours and packages** available for 2021
- **Virtual travel experiences** - video tours of leading destinations/attractions

\*Send all ideas to [tom@alexandramarr.com](mailto:tom@alexandramarr.com)



### Literary trips

## 10 of the best travel books

We may not be able to venture far right now, but these travel books, from classics to comic travelogues, take us on journeys around the world

Share your favourites in the comments below





# COVID-19 comms

## Practical tools you can use

---

**Equipping your website with effective points of sales at multiple levels is a way to generate steady virtual revenue. Building e-commerce is more important than ever and looks set to become even more vital for businesses to succeed during and after the current crisis.**

Here are some examples of tools that can help you:

- **Social media sales**
  - Facebook Marketplace is a convenient destination for people to discover, buy and sell items <https://www.facebook.com/marketplace/>
  - Instagram sales - look at promoting your services, products and ideas
- **Virtual webinars, online training and workshops**
  - Create your own education platform - think cooking master classes, art classes or 'how to...' classes provide personal direction
  - Share/ teach your skills and talents online
  - Virtual tutoring - tell people how you gained success in tourism  
<https://www.mindbodyonline.com/en-gb/>
- **Online shops - Shopify**
  - Work with your neighbours to make and market
  - Shopify allows you to duplicate your content on other social media platforms
  - Set up online payment systems in as little as one hour
  - WordPress Website - Woo Commerce, a highly customisable eCommerce option -  
<https://woocommerce.com>
- **Automation on MailChimp**
  - Follow-up tools, pop-up newsletters on website and direct sales
- **Don't Just Blog - spread your message across multiple channel**
  - Share your content across multiple channels such as Reddit.com through an automated sharing tool (HootSuite etc)
- **Collecting films - create a film library**
  - Create Virtual tours through the owned / found content on the internet (usage rights depending). Look to use resources such as **PeoplePerHour.com** (freelance hire) for post production video services
- **Virtual Itineraries - create experiences about your business & neighbours**
  - Work with your neighbours to create online experiences i.e. virtual cooking shops, yoga classes etc. Look at online platform options from YouTube to Facebook Live

## COVID-19 comms

### Some useful links

**UK Government Guidance 2020** - All the current guidance and resources can be viewed in full here - [www.gov.uk/government/topical-events/coronavirus-covid-19-uk-government-response](http://www.gov.uk/government/topical-events/coronavirus-covid-19-uk-government-response)

**Latest news and updates from VisitBritain** - <https://www.visitbritain.org/covid-19-new-coronavirus-latest-information-and-advice-for-businesses>

**Ongoing information for hospitality businesses** - <https://www.ukhospitality.org.uk/page/coronavirus>

**Resilient Destinations** - Website supporting tourism destinations during the COVID-19 crisis - [www.resilientdestinations.com](http://www.resilientdestinations.com)

**COVID-19 Recovery Planning for Brands** - <https://static1.squarespace.com/static/5e7322c702df693a3cfa0dde/t/5e79ae4319ce463e88026662/1585033065414/COVID19+recovery+plan+for+brands.pdf>

**Hotels: practical tips for handling COVID-19** - [https://www.qualityintourism.com/hotel-owner-articles/when-an-inspector-calls-practical-tips-for-handling-covid-19?fbclid=IwAR0Q4IGci-PEBPnT2O4wvpgyV0\\_8i320liM3ynVDHka79RWntBg98P\\_e0xU](https://www.qualityintourism.com/hotel-owner-articles/when-an-inspector-calls-practical-tips-for-handling-covid-19?fbclid=IwAR0Q4IGci-PEBPnT2O4wvpgyV0_8i320liM3ynVDHka79RWntBg98P_e0xU)

**Hospitality in a downturn, an emergency toolkit** - <https://thegrowthworks.com/2020/03/18/hospitality-in-a-downturn/>

**Preparing your marketing plans for the coronavirus downturn** - <https://www.thedrum.com/opinion/2020/03/18/preparing-your-marketing-plans-the-coronavirus-downturn>



AM+A  
**AM+A**  
AM+A