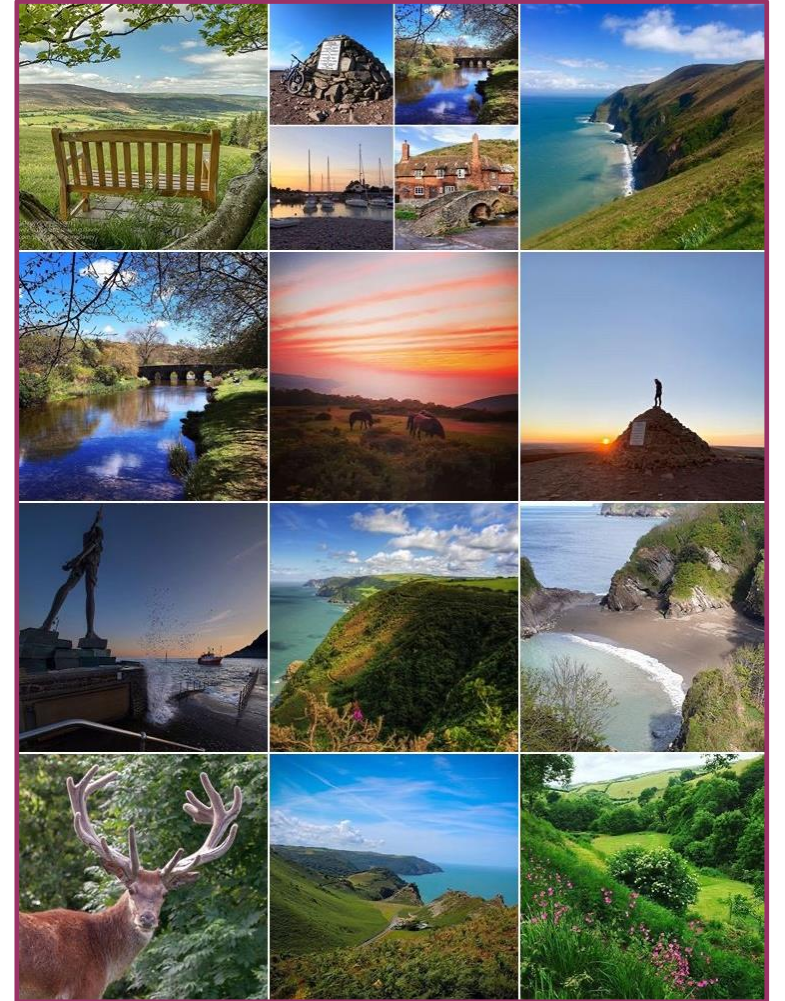


Visit Exmoor Messaging

- Themes & Communications Guide

Prepared by Visit Exmoor
Updated 3rd June 2020



Visit Exmoor – An Updated Messaging

Currently, we are in the response phase to the COVID-19 crisis. Whilst there has been an increase in day visitors, in line with Government guidelines, we are not encouraging travel, and our tourism businesses and accommodation are not yet open. The emphasis now is on planning and encouraging consumers to consider booking for the future, after restrictions are lifted. **Clear and sensitive messaging** is essential:

- **#VisitExmoorLater** *“We look forward to welcoming visitors, when it is safe to do so.”*
- **#DreamingofExmoor**
- **#PlanYourExmoorTrip**

For Instagram, where there is the capability of adding further hashtags we use the above and then include the following:

#StaySafe #StayAlert #VirtualExmoor #Exmoor #ExmoorTogether #ExmoorNationalPark #RuralSpace #WideOpenSpace #WeAreGettingReady plus various location or descriptive words to describe the campaign or imagery being shown.

It is important messaging is **consistent**. By all using these messages across Exmoor we show a **clear, unified and joined-up approach**.



Promoting Your Business – Communication Considerations

Consumers need to feel **confident** in making bookings and will need **reassurance** that modifications can be made to their booking should Government guidelines change.

- Consider your business model and clearly define how you will handle your bookings should the Government time frames change to later than the planned 4th July 2020:-
 - How will you manage cancellations, postponements and refunds? Make sure these are clearly stated when you are encouraging customers to book. Its important customers feel confident with the booking process and understand what happens if the situation should change. It would be advisable to have these set out clearly on your website.

Promoting Your Business – Consumer Confidence

Consumers will be looking for **reassurance** that that the **hygiene, safety** and **social distancing practices** that are relevant to your business are in place and will be strictly adhered to.

- What processes are you adapting or putting in place at your business as a response to the virus outbreak?
 - You will have always had appropriate policies in place within your business, it would be advisable to explain to consumers how these have changed in response to COVID-19 and anything additional you will be putting in place. Will you be providing hand sanitiser? What is on your cleaning checklist? How might the experience be different from any previous visits? What steps are you putting in place to make your business as safe as possible? It would be advisable to add this to your website so you are clearly stating every possible action is being taken to protect customers health and safety.

Consider adding this to your website and referencing it in social media posts and conversations with customers.

Links & Contact



@VisitExmoor @Visit_Exmoor @VisitExmoor

For more information or assistance please contact:

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