



TRAVEL



OREGON

COVID-19 CONSUMER MESSAGING PRIORITIES  
AUGUST 2020

# COVID-19

## MESSAGING CAMPAIGN

Goal: support tourism economy by people having safe trips, following regulations and being prepared. By taking these actions tourism businesses can remain open and our outdoor places will be cared for.

- ✓ Raise awareness on how to travel safely in Oregon by positioning Travel Oregon owned channels as trusted travel resource.
  - ✓ Raise awareness about how to travel safely in Oregon
  - ✓ Position Travel Oregon as the travel experts
  - ✓ Drive to [TravelOregon.com](https://TravelOregon.com)
  - ✓ Collect Leads

# COVID-19

## MESSAGING CAMPAIGN

- ✓ Timing: August – December 2020
- ✓ Target Markets:
  - ✓ Primary: Oregon
  - ✓ Secondary: Likely travelers (SEA, N Cal, ID, Tri Cities)
  - ✓ Age: 18 – 54 (vs Traditional 25-54)
- ✓ Channels: Social Media, Paid Digital Media, Pro-Active PR, OTAs, Custom Content, paid search

# COVID-19 MESSAGING

## CURRENT SITUATION

- ✓ The optimism of reopening Oregon has been tempered as caseloads and deaths in Oregon increase. Two counties were moved back in their reopening status and more counties are on a “watchlist.”
- ✓ Land managers are reporting high volumes of visitors, many of whom are not following *Leave No Trace* principles; this together with reduced staff and budgets have compounded the pressure facing parks.
- ✓ Oregonians have a lot of questions about new policies in Oregon in the COVID-19 era.

# COVID-19 MESSAGING FRAMEWORK

- ✓ Based on the rising COVID-19 cases and sentiment, we are shifting back to the “Active Crisis Messaging” stage.



# COVID-19 MESSAGING PRIORITIES

**Support the tourism economy by helping people having safe trips, following regulations and being prepared. By taking these actions tourism businesses can remain open and our outdoor places will be cared for.**

1. Disseminate **public safety** messaging priorities per Oregon Health Authority, Governor's Office and OHSU
2. Influence **responsible visitor behavior** to promote community health
3. Instill confidence by sharing **tips about safety and local guidelines** across Oregon
4. Highlight Oregonians' **resiliency** in facing this pandemic, promoting a sense of community pride and inspiring people to **support local businesses**

# COVID-19 MESSAGING ACROSS PLATFORMS



WHAT REOPENING OREGON MEANS FOR YOU →



WHAT TO KNOW ABOUT OREGON'S OUTDOORS RIGHT NOW →



FAQ: COVID-19 IN OREGON →

## TIPS FOR COVID-19 SAFETY



Travel Alerts



The TikTok Doc Shares His COVID-19 Tips



6 Tips for Getting Outside This Summer

## ADVERTISEMENTS



READY FOR MORE?



READY FOR MORE?

Across Oregon, counties are following the governor's framework for a **phased reopening**. It's important to stay local as guidance around travel may vary county by county. Face coverings are required in all indoor and outdoor public spaces statewide. Plan ahead, be flexible — and keep dreaming about future travel in Oregon.

[view online](#)



## WHERE TO DINE OUTSIDE THIS SUMMER

Travel Oregon consumer e-newsletters

# COVID-19 MESSAGING ACROSS PLATFORMS



**traveloregon** Thinking about an outdoors adventure? So is everyone else. Oregon's trails and parks are getting increased visitation right now – making it difficult to practice social distancing. Instead of venturing outside this weekend, consider staying put and watching some Oregon-made films, singing along to your favorite Oregon musicians or reading a book by an Oregon author.



19w



Travel Oregon (Default)

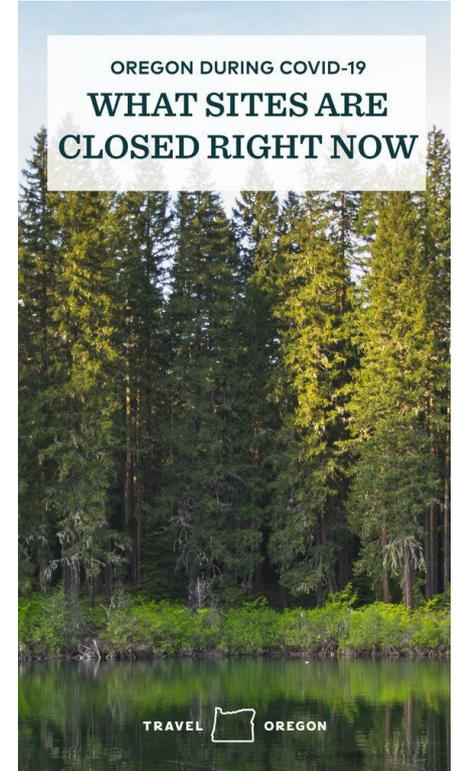
March 28

**Essential Heroes | Coronavirus | PSA**

Not all heroes wear capes. They are out there for you — stay home for them. #StayHome... See More



Travel Oregon priority social media channels – Facebook, Instagram, Twitter, Pinterest



# CONTENT EXAMPLES

## PUBLIC SAFETY



**TravelOregon** @TravelOregon  
12:00 pm - Tuesday, August 04 PDT

Here are answers to frequently asked questions about COVID-19 in Oregon: <https://bit.ly/2P23nq0>



Article: [FAQ: COVID-19 in Oregon](#)



Article: [What Reopening Oregon Means for You](#)

# CONTENT EXAMPLES

## RESPONSIBLE BEHAVIOR



**Travel Oregon (Default)** ✓

Published by HeyOrca [?] · May 20 · 🌐

Thinking about a trip to Oregon's outdoors? You're not alone. Prevent crowding, which hinders emergency and residential access, by not congregating or lingering in parking lots, trailheads or boat ramps – and park your car in designated areas only. While you maintain physical distancing, be sure to also keep pets leashed. [#TakeCareOutThere](#)

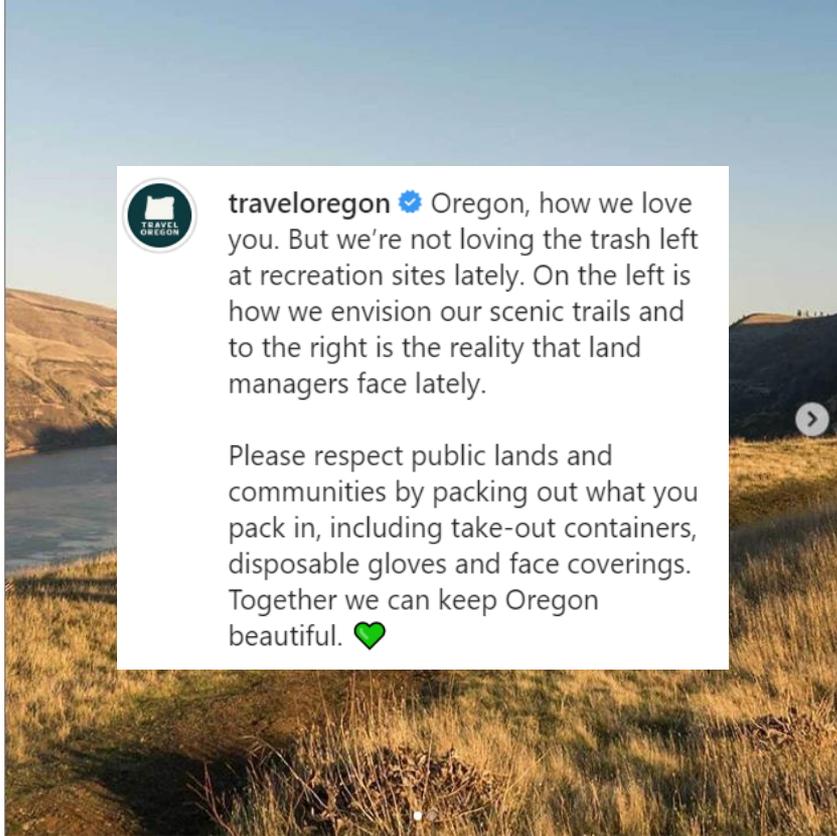
The Forest Service plans to begin a phased reopening of developed recreation sites in Oregon. While boat ramps and most trailheads have reopened in the Umpqua National Forest, that doesn't mean you should road trip there from another part of the state. Right now it's important to stay local so you don't impact another community's limited resources.

📷: North Umpqua Trail by [Tyler Roemer Photography](#)



# CONTENT EXAMPLES

## RESPONSIBLE BEHAVIOR



**Travel Oregon (Default)**

12:00 pm - Saturday, August 08 PDT

Keep Oregon's wild places beautiful for generations to come — and make wildfire prevention a priority. If you do venture into Oregon's great outdoors, keep these tips in mind:

- 🌲 Don't use fireworks and dispose of cigarettes carefully.
- 🌲 Abide by trail and road closures as well as bans on ammunition, campfires and sky lanterns.
- 🌲 If campfires are allowed, make sure you set up and tend the fire properly and put it out completely.
- 🌲 Don't drive over dry grass and make sure to get your car, motorcycle or ATV serviced before your trip.
- 🌲 If you see somebody else not acting fire-safe, say something.



# CONTENT EXAMPLES

## TRAVELING SAFELY



**TravelOregon** @TravelOregon

12:00 pm - Tuesday, August 11 PDT

These new outdoor plazas offer socially distanced al fresco dining this summer. <https://bit.ly/30n47MZ>



Article: [Oregon's Newest Outdoor Dining Spaces](#)



**Travel Oregon (Default)** ✓

April 27 · 🌐



Do you run to keep the quarantine blues at bay? Stay safe with these tips.



TRAVELOREGON.COM

**Running While Physical Distancing - Travel Oregon**

Here are a few tips for hitting the pavement, track, or trails during the COVID-19 pandemic.

Article: [Running While Physical Distancing](#)

# CONTENT EXAMPLES

## RESILIENCY + SUPPORTING LOCAL



**traveloregon** Did you know it's National Farmers Market Week? There are 106 farmers markets in Oregon, operating in 127 locations and returning at least three times of their sales to their local communities. Find one near you with [@oregonfarmersmarkets's](#) interactive map. 📷: [@imemilygreen](#)



**Travel Oregon (Default)**

Published by HeyOrca [?] · May 1 ·

Looking for a Mother's Day gift? Support Oregon's small businesses with these online options.



TRAVELOREGON.COM

**Oregon Gifts to Show Your Love - Travel Oregon**

Why not put your cellphone or computer keyboard to work by sending som...

Article: [Oregon Gifts to Show Your Love](#)

# OTHER POSTS

## THAT ARE ACCEPTABLE

Storytelling content that showcases Oregon's unique businesses, products and people



Travel Oregon (Default)

12:00 pm - Friday, August 21 PDT

Analise Cleopatra had never ridden a mountain bike before. The 29-year-old Portland filmmaker had never gone camping, either, and she suffers from long-term anxiety. Yet in September 2019, she embarked on a major adventure to push herself out of her comfort zone: She went bikepacking.



TRAVELOREGON.COM

**Finding Healing Through Bikepacking - Travel Oregon**

Article: [Finding Healing Through Bikepacking](#)



Travel Oregon (Default)

12:00 pm - Wednesday, August 12 PDT

Show your love for these Black-owned businesses across the state — restaurants, markets, salons and more.



TRAVELOREGON.COM

**Support Oregon's Black-Owned Businesses - Travel Oregon**

Article: [Support Oregon's Black-Owned Businesses](#)

# OTHER POSTS THAT ARE ACCEPTABLE

Content that celebrates places in Oregon without an explicit call-to-action to “travel now” or “why it’s the perfect place for social distancing”



traveloregon

4:00 pm - Friday, August 07 PDT



Do you see a howling dog or a wizard's hat? 📷: @tannerpoffphotography



traveloregon

12:00 pm - Wednesday, August 12 PDT



Beauty as far as the eye can see: At 53 miles long, the Owyhee Reservoir is the longest reservoir in Oregon. 📷: @landscape\_lurker



Travel Oregon (Default)

12:00 pm - Sunday, August 23 PDT

The North Umpqua River is designated Wild and Scenic for good reason.

📷: North Umpqua River by Liam Harison (@liam.harison on Instagram)



# TRAVEL CONTENT TO AVOID RIGHT NOW

Posts that could be misinterpreted as “travel now” may include phrases such as “plan a trip,” “bucket list,” or “planning guide” — “future trips” can be perceived as near future

 Travel Oregon (Default)   
23h · 

Looking for a future road trip? With its numerous state and county campgrounds — most equipped with either full or partial hookups — Southern Oregon is an ideal destination for RVers.



TRAVELOREGON.COM  
Plan Your Next RV Trip Through Southern Oregon - Travel Oregon

Article: [Plan Your Next RV Trip Through Southern Oregon](#)

 TravelOregon @TravelOregon  
12:00 pm - Thursday, July 30 PDT

Writing your Oregon bucket list? This @DiscoverKlamath itinerary belongs at the top. <https://bit.ly/31SX93p>



Article: [4 Wild Adventures in Klamath County](#)

# CONTENT TO UPDATE WITH MESSAGING

Supplement destination information with messaging that reinforces responsible behavior.



TravelOregon @TravelOregon

12:00 pm - Sunday, July 26 PDT

Though it's a rugged and isolated place, the Owyhee Canyonlands is nevertheless a hiker's paradise — and one that is accessible to hikers of just about any ability. <https://bit.ly/31s4pDk>



TravelOregon @TravelOregon

12:00 pm - Tuesday, August 18 PDT

Interested in the rugged and isolated Owyhee Canyonlands? Here's what you need to know: <http://bit.ly/31s4pDk>



## Know Before You Go

The Owyhee Canyonlands is an incredible pocket of natural beauty and wonder in Southeastern Oregon. Its remoteness makes it attractive, but it also requires some extra preparation. Know that cellphone service can be very limited, and roadside amenities are few and far between. It's wise to travel with extra supplies, including water and fuel, and make sure your spare tire is in good shape. Bring your face covering as statewide face coverings are now required in all indoor public places and outdoors when physical distancing is not possible. (Hand sanitizer is a good idea, too.)

When exploring this and any natural area, take steps to leave the space cleaner than you found it and be sure to **Take Care Out There**. Maintain a minimum of 6-foot physical distance from others and wear face coverings, as well as wash or sanitize your hands often.

Before you go, check each recreation site's status before you go, understanding closures can happen without notice. During COVID-19, it's important to stay local with day trips near home and no groups more than 10 people. If you don't live locally, can you postpone your trip?

Article: [A Hiker's Guide to the Owyhee Canyonlands](#)

# CONTENT TO UPDATE WITH MESSAGING

Supplement destination information with messaging that reinforces responsible behavior.



TravelOregon @TravelOregon

4:00 pm - Wednesday, August 12 PDT

Dogs love these trails and off-leash areas in the Willamette Valley — and it's easy to see why. <https://bit.ly/2XcvEyK>



TravelOregon @TravelOregon

4:00 pm - Wednesday, August 12 PDT

Dogs love these trails and off-leash areas in the Willamette Valley — and it's easy to see why. Help keep these places special with some easy tips: <https://bit.ly/2XcvEyK>



Ready to explore the region's natural wonderland with your most loyal friend? Make sure to follow [leash laws](#) and practice good [trail etiquette](#) to keep the public lands pristine for all. As the state tries to stop the spread of COVID-19, it's important to stay local with day trips near home and no groups more than 10 people. Check the park's status before you go, as closures can happen with little notice, and pack everything you need (and pack out your trash). In addition to wearing a face covering when physical distancing is not possible, be sure to prevent crowding in popular areas like parking lots and trailheads. As you enjoy Oregon's great outdoors, say a friendly word to fellow hikers and park rangers — we're all in this together.

Article: [Dog's Guide to the Willamette Valley](#)

# NEXT STEPS

## MESSAGING PRIORITIES

1. Disseminate public safety messaging
  - Capture photos of a variety of face coverings and diverse people
2. Influence responsible visitor behavior to promote community health
  - Reinforce and evolve principles of [Take Care Out There](#)
3. Instill confidence by sharing safety tips and local guidelines
  - Produce local business videos that showcase safety protocols in place
4. Highlight Oregonians' resiliency in facing this pandemic
  - Share timely stories about unique Oregon businesses and products

# PUBLIC RELATIONS MESSAGING PRIORITIES

## **Objectives:**

Keep Oregon top of mind and inspire interest from national and regional media and influencers to Oregon via unique media mailers and virtual, immersive experiences that represent some of the state's best recreational activities. The media mailers will feature invigorating people, products, stories and messages on how to travel safe to drive media coverage and hotel occupancy.

Every region will have its own mailer and a hands-on, virtual tutorial led by special Oregon guests –BIPOC chefs/winemakers, artisans, storytellers and beyond. All the mailers will include a “note” that includes specific information to that region on how to travel safely and an “invitation” to come to Oregon at a later time.

# MESSAGING TOOLKIT

- **Access messaging framework, strategies, content examples, and plans**
- **Download assets to support responsible behavior and safe travel**
- **Make use of rights free imagery to use in your channels**



An aerial photograph of a dense, lush green forest. A narrow, winding dirt road or path cuts through the trees, starting from the bottom left and curving towards the top right. The trees are a mix of various shades of green, suggesting a diverse forest. The overall scene is peaceful and natural.

Thank You