



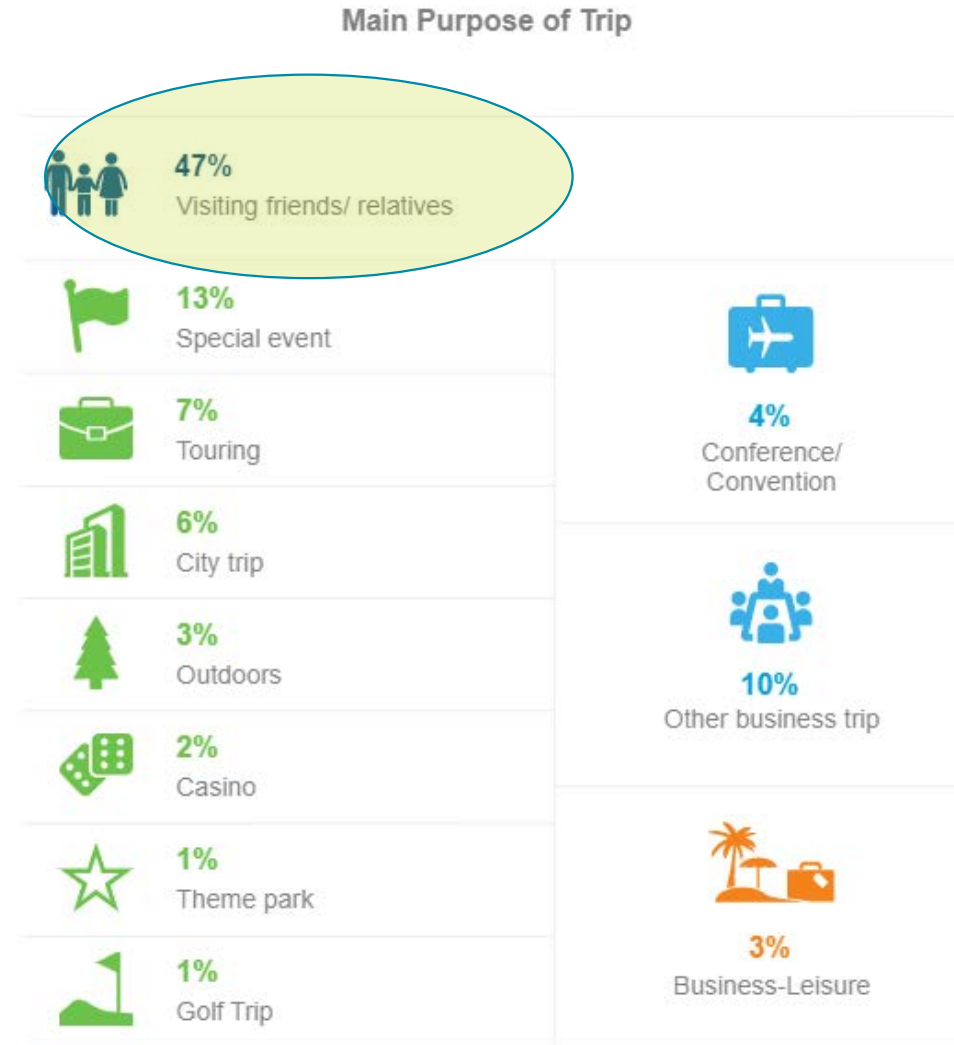
Tourism Marketing Post COVID-19

Grand Rapids: Positioned for Recovery



Pre-COVID: Nearly ½ of Grand Rapids visitors were coming to visit friends and family.

Opportunity: People miss their friends and family and we have an opportunity to host them in GR when the risk is lower.

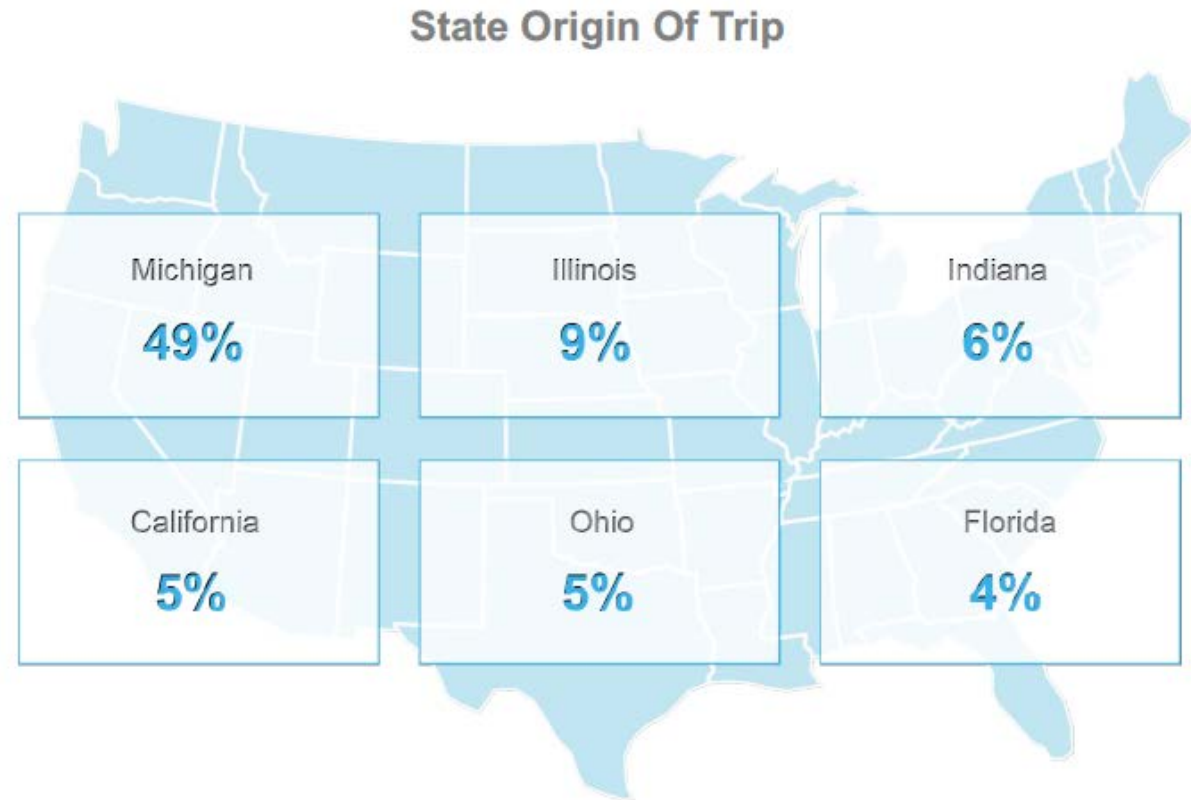


Longwoods 2018



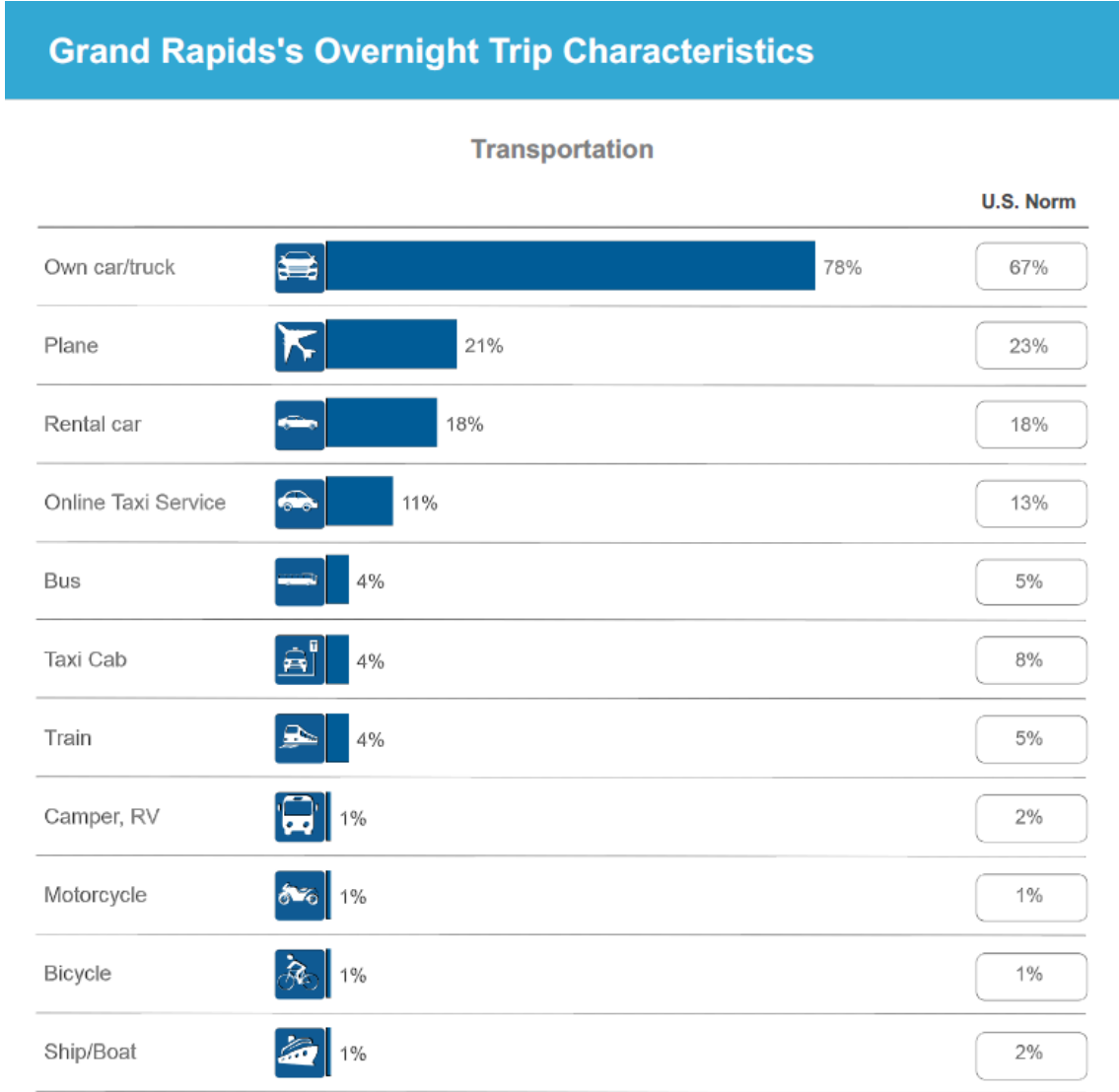
Pre-COVID: A vast majority of our visitors were coming from the Great Lakes states.

Opportunity: Research is suggesting that road trips will come back in advance of air travel. Grand Rapids can pull from this strong base of drive-in visitors.



Pre-COVID: 78% of visitors were arriving to Grand Rapids via their own vehicle.

Opportunity: Not relying on airlift for visitation will strongly position GR for a quicker comeback.



Longwoods 2018

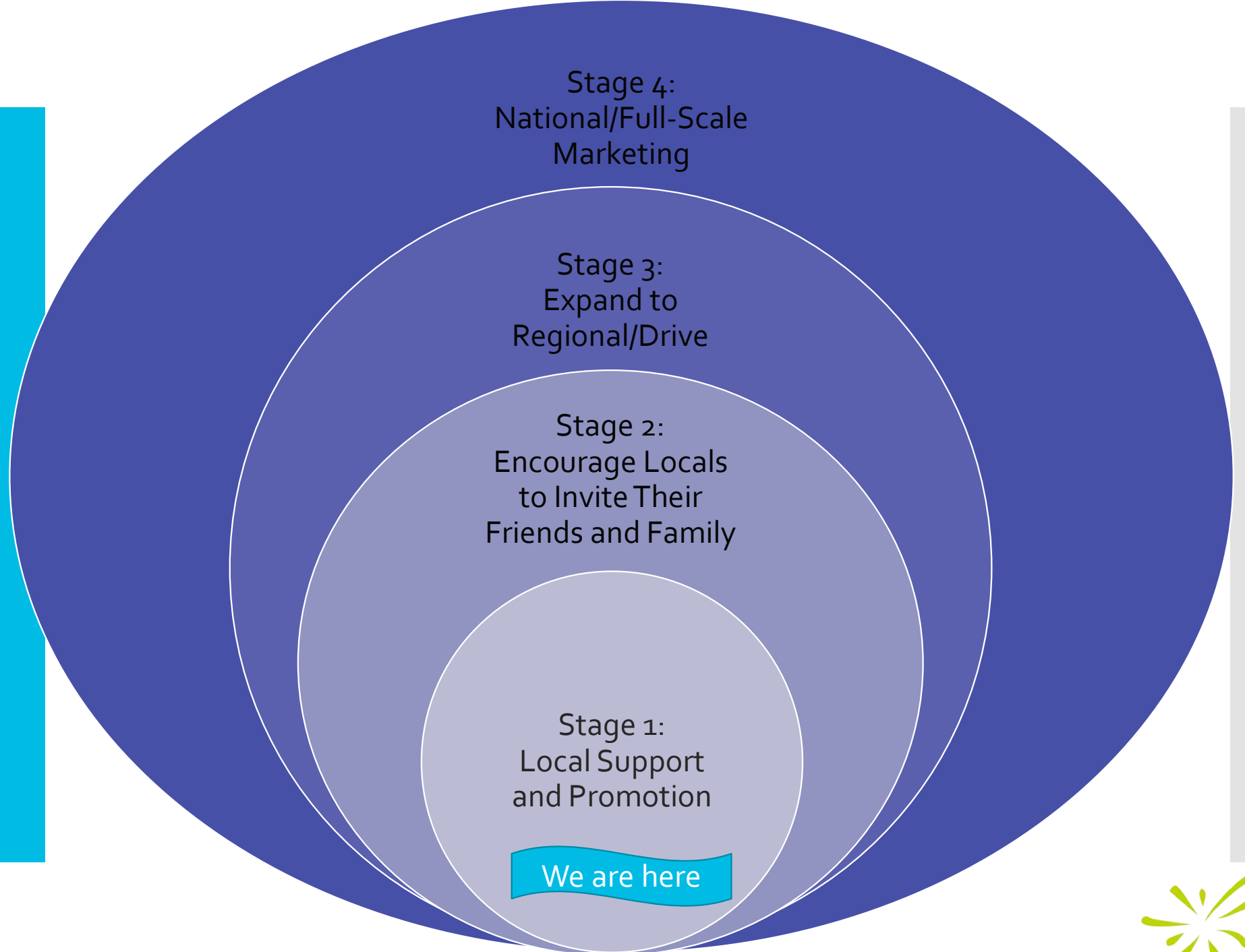


Marketing in Stages



EXGR Stages of Marketing

(Layered Approach Over Time)



Specific Changes to Marketing

- Avoid large crowd photography and videography
- Incorporate the great outdoors more than ever before
 - Outdoor recreation
 - Dining outdoors
 - Breweries with patios
 - Weaving in “Michigan’s West Coast” messaging - beaches
 - Itinerary suggestions with a heavy outdoor focus

GRAND RAPIDS



GRAND RAPIDS  ExperienceGR.com



Stage 1: Local Support and Promotion

- The first focus will be on locals. We need to feel comfortable in our own town before any major outward tourism marketing efforts can occur.
- Our area businesses also need the locals to boost the local economy
- Goal: Activate locals to be our advocates



Current Efforts

ExperienceGR.com/Travel-Updates



Virtual Events

Museum tours, live music and area events - available to you virtually - all in the comfort of your own home.

[Learn More ›](#)



Community COVID-19 Resources

The West Michigan COVID-19 Business Coalition offers businesses accurate, timely and relevant information and connect to vital resources to help you weather the COVID-19 crisis. Find relevant legislation, business continuity, employee resources and best practices, as well as health updates and links to organizations that can help.

[Learn More ›](#)



Stage 1 Tactics



Digital Marketing Guide

Business is changing and things are moving at a rapid pace. Keeping your online presence updated is more important than ever before. Our team has created this Digital Marketing Guide to help you ensure that your online presence matches what you have to offer customers....

[Learn More >](#)

Stage 1 Tactics

Business Resources

We've continued to research, monitor and track all facets of the tourism and hospitality industries throughout the course of the pandemic. Along the way, we've compiled the following expert guidance from the West Michigan COVID-19 Business Coalition. Experience Grand Rapids is a convening member of the coalition.

Restarting Business Operations

Restarting Business Operations

The West Michigan COVID-19 Business Coalition has compiled a library of resources for business owners across a variety of industries to provide some direction on best practices for restarting business operations following the COVID-19 economic shutdown....

[Learn More ›](#)

Employee Resources

Employee Resources

COVID WM offers assistance with unemployment and federal programs and job opportunities within the community....

[Learn More ›](#)

Additional Assistance

Additional Assistance

Explore information on state legislation, best practices, health updates and other helpful tools provided by the West Michigan COVID-19 Business Coalition....

[Learn More ›](#)

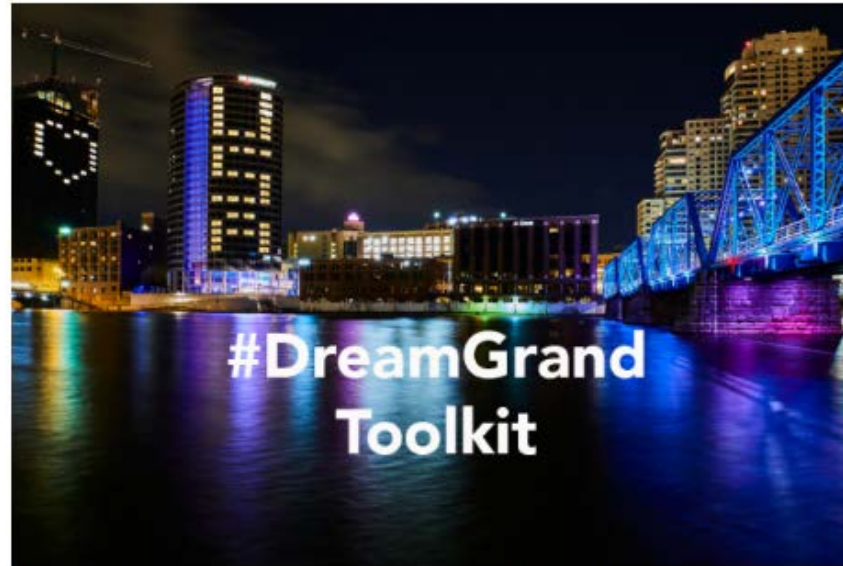
↑
Top



Dream GRAND TODAY
Experience
GRAND RAPIDS TOMORROW



Stage 1 Tactics




Dream Grand Today, Experience Grand Rapids Tomorrow Toolkit

Our new promotional campaign invites people to “Dream Grand” – to imagine all the cool things they can do in Grand Rapids and Kent County when they feel comfortable doing so. You can leverage our investment in traditional and social media branding by incorporating Dream Grand into your own messaging....

[Learn More ›](#)

Partner Examples: Using the Toolkit

Thank You!


 **Residence Inn Marriott - Grand Rapids Airport** is in Grand Rapids, Michigan. 2d · 🌐

Dream Grand with us! We miss hosting all our favorite guests and creating memorable moments with everyone! ☀️ We want you to dream about your next visit to the Grand Rapids area and we will help make that dream a reality! ❤️

Share your favorite memories or photos from your trip to Grand Rapids and be sure to tag #DreamGrand. We love to hear your stories!

#DreamGrand

Experience Grand Rapids
📷 Bryan Esler Photo



 **Homewood Suites by Hilton Grand Rapids Downtown** 23h · 🌐

Let us know what you #DreamGrand - we want to hear from you! Let us know in the comments.

Dream Grand Today, Experience Grand Rapids Tomorrow
#DreamGrand

Facebook.com/ExperienceGR

Photographer credit: Bryan Esler Photo



Dream Grand Facebook Profile Picture Frame



Stage 2: Encourage Locals to Invite their Friends and Family

- How do we know its time?
 - Once we feel that locals are comfortable with the “new normal” we need to encourage them to bring their friends and family to Grand Rapids. Indicators:
 - Businesses seeing success operating under the new normal.
 - Some tourism attractions open/operational to have a fun experience and show your friends/family around. However, it doesn’t need to be fully “open”. People miss their friends and family and just want to spend time with them. If they can only have a fraction of the GR experience, are able and comfortable to travel to friends and family, they will do so.
- Tactics:
 - Supply them with great tools to be the best hosts they can b
 - Provide information about safety/sanitation
 - Work with local media to have them help tell the “reopening of GR” story



Stage 3: Expand to a Regional/Drive Market

- How do we know its time to move to Stage 3?
 - Locals are fully out and about, and inviting their friends and family
 - Businesses are fully open, or open enough where we can clearly market them and a visitor can have a robust experience in our destination.
 - Example: maybe breweries can only be ½ capacity but people can still become Brewasders following those rules



Stage 4: National/Full Scale Marketing

- When is it time to move to stage 4? What does this look like? (It's going to be a while!)
 - Development of a National Marketing Campaign
 - Businesses are all fully open
 - Airlines are operating



Experience
Grand Rapids
Current Staff

Visit our Contact Us webpage for
phone number and email
addresses of current staff.

