



Reaction to the COVID-Pandemic

Adapted Communicatoin Strategy



Originally planned measures

- **International PR concept**

- Development of a media concept for Slow Travel
- Social media communication
- Ongoing external communication

- **International press trips**

- Development of the topicsetting for the press trips
- Organization and support of the press trips

Problems due to current restrictions

- **Travel restrictions** will probably be repealed from summer 2021 at the earliest
- **Quarantine rules** are currently imprecise and confusing
- Publishers **avoid group press trips**
- It is **unclear** when PR trips with **different nations** can be implemented again



Reacting to new surroundings is important!



Proposed new measures

- **Classic PR measures will be delivered**
- **More focus on online communication**
 - ca. 70%/30% budget split Online Communication/PR & media relations
 - Budget for press trips redistributed to online marketing
- **Quality Content for Social Media**
 - Short videoclips about specific excursion destinations (30sec-1min)
 - Produced by HMC
 - Videos for Production of typical local products (1-2min)
 - Storytelling through photo series
- **Cooperation with selected bloggers & micro-influencers**



Why Social Media?

- The targeted group can be reached in a very **authentic and credible way**
- The target group can be defined very clearly through the **cooperation with micro-influencers** (5k-15k followers)
- The **digital inspiration** for travel destinations is more important than ever
- Influencers convey **emotions and "real" impressions**
- **Multilingual** possible



First ideas of blogs - multilingual

- andersreisen.net
- wiederunterwegs.com
- creativelena.com
- scusateiovado.com (ITA)



Adapted press relations

- Focus on **individual research** from the second half of 2021
- **Short-term invitations of journalists** to the on-site experience in coordination with the project partners
- **Group press trips** are **cancelled** in their original form
- **Replacement with 9 virtual trips**: Invitation to a “slow trip” on 9 dates - details on content and dates in coordination with partners
 - **20-30 min per partner**
 - **Hybrid event (on- & offline)**
 - **Integration of partners and local producers recommendable**
 - **Footage can be used afterwards again**



Proposal of new timeline

- **First half-year 2021:**
 - Classical PR measures following current developments
 - Content Production for social media
 - Ongoing social media communication including Ads
- **Second half-year 2021:**
 - Virtual Trips on-& offline
 - Content Production for social media & virtual trips
 - Ongoing social media communication including Ads
 - Single research of media representatives
 - Classical PR measures following the current developments
- **First half-year 2022:**
 - Virtual trips on-offline
 - Ongoing social media communication including Ads
 - Single research of media representatives
 - Classical PR measures following the current developments