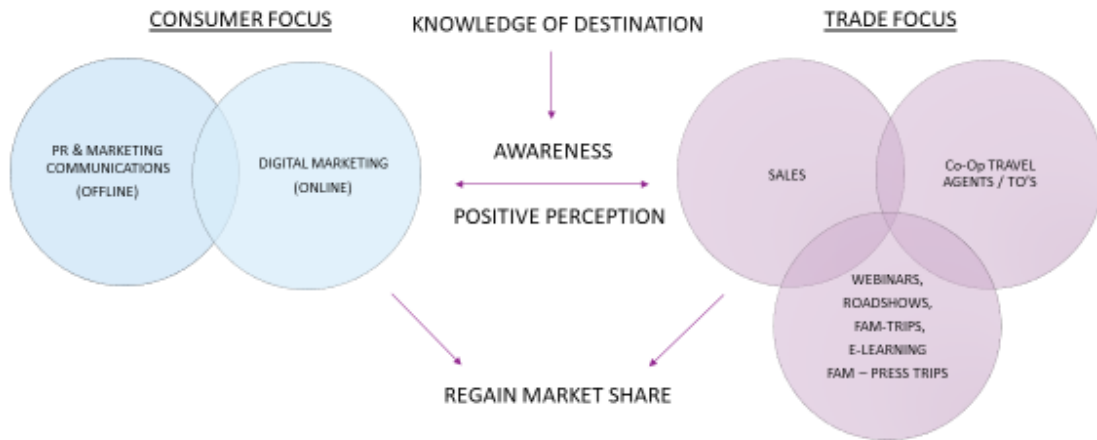
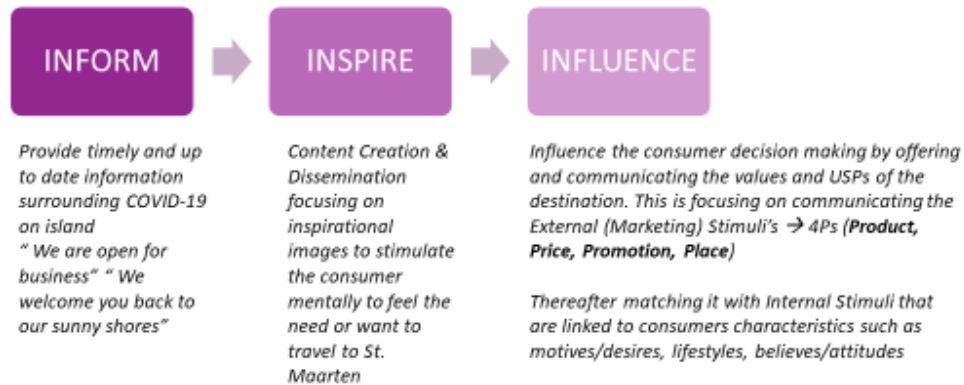


Tourism Recovery COVID-19 ANNEX

MAIN FOCUS ACTIVITIES



COVID-19 TOURISM MARKETING RECOVERY STRATEGY 3 X I'S



Tourism Recovery COVID-19 ANNEX

We are looking at a US\$ 5 million tourism recovery for the plan focused on New Website, Branding, Airline recovery and development, Tour Operator campaigns, PR and marketing off and on line.

INFORM – Ongoing & Initial steps to be taken

The first rule of crisis communication is to “Be first. Be right. Be credible”.

1. Updates of COVID-19 on island and travel restrictions should continuously be communicated in a timely manner via credible sources and platforms.

- Updates to be placed on our social platforms and websites
- Updates to be disseminated through agencies, sales rep, TO's via PR agency
- Communicate incentives from hotels and other activity providers to encourage guests to push for further dates rather than cancelling
- Communicate what Sint Maarten Government has in place in terms of sanitation and other measures to mitigate the spread of COVID 19 i.e. communicate that all hoteliers will be undergoing general sanitation
- All communication should end with a short positive message to keep tourists dreaming of St. Maarten and encourage them to return to our shores

2. Once we have identified that COVID – 19 is no longer a threat, the prime message should be that ‘We are open for business’, “we welcome you back to our sunny shores”, which should be communicated consistently.

- Carry out a ‘We welcome you back’ communication campaign in collaboration with stakeholders to spread the word that the destination is ready to welcome tourists
- Follow destination marketing strategies and guidelines as previously listed:

Educate consumers and trade professionals of the destination

Increase brand awareness and positive perception across all main source markets

Plan of Action

Crisis Communication campaign

Content planning for website for the next step

*Source graphic designer, videographer and video/photo editor to put together short videos and captivating visuals for social platforms for the next step: **Inspire***

INSPIRE – Sharing the ‘WOW’ Factors of St. Maarten

Inspire travelers with the desire to travel to St. Maarten by showcasing inspirational photos and videos of the destination to entice them to visit

Tourism Recovery COVID-19 ANNEX

3. Highlight captivating photos and videos with a clear message (i.e. Come discover the 5 wonders of St. Maarten, 5 reasons to visit St. Maarten after the Covid-19 outbreak, Why St. Maarten should be your first destination to travel to after being in quarantine, Adventure awaits you on St. Maarten, etc)

- should be displayed on our website via a Blog Entry and/or have our local influencers do this for us.

- Photos and videos should be highlighted on all our social platforms throughout all source markets.

Plan of Action:

Local influencer's collaboration plan

Social Media Calendar

INFLUENCE – “I want to vacation in St. Maarten!”

Influence the consumer decision making by offering high perceived value offerings and communicating USPs of the destination.

4. Set the destination apart from the crowded market place where everyone will be communicating they are ready to welcome tourists again

- Effectively communicate the perceived value by bundling products, including a 'free' item and/or combining island hopping possibilities ☑ offering incentives that are perceived to be of higher value

- Follow destination marketing strategies and guidelines as previously listed:

Regain lost market share by having cooperative marketing campaigns (i.e. airlines, wholesale and retail travel distributors, OTA's, TO's)

Work with local and international influencers and have them be our ambassadors to encourage travel to the destination, as well as working closely with online and print media houses to write compelling articles of the destination

Offer incentive packages to travel agents/tour operators/ wholesalers for selling the destination

5. Match the consumer desires, motives and lifestyle with what we have to offer

- Follow destination marketing strategies and guidelines as previously listed:

Regain lost market share by focusing on niche markets and matching our offerings with the specific type of consumer.

- Implement targeting and re-targeting marketing with the use of digital marketing

Tourism Recovery COVID-19 ANNEX

Plan of Action:

Identify which niche markets we would like to target first

Identify key trade partners we would like to work with that will yield high ROI and desirable results

Finalize contract and start with Branding and Digital Marketing company asap.

Time Frame: Unclear at this moment and will continue to monitor but initially the *INFORM* stage is NOW

Step 1 and Step 2 March-April-May

Step 3 June- July-August-September (*will continue to monitor the situation & trends*)

Step 4 October–November-December (*will continue to monitor the situation & trends*)

COVID-19 RECOVERY TOURISM PLAN PROJECTS OVERVIEW 2020:

Top Priority projects that should begin immediately for the Tourism Recovery Plan

Finalize contract and start with Branding and Digital Marketing Company

Finalize contract for website development and start developing new website

Hire Crisis Communication PR Firm

Social Media Calendar

Source graphic designer, videographer and video/photo editor

Have other representation contracts in place and have firm ready to work

INFORM Stage: Step 1 & 2 (March- April- May) short term

Communication campaign

Social Media Calendar

Content planning for website

INSPIRE Stage: Step 3 (June, July, August, and September) mid term

Local influencer's collaboration plan

Social Media Calendar

INFLUENCE Stage: Step 4 & 5 (October, November, December into 2021) long term

Identify which suitable niche markets

Social Media Calendar

Identify key trade partners we would like to work with that will bring high ROI and desirable results