



# Domestic market – Autumn Staycation Campaign

## Overview

W/C 17 August 2020

**GREAT**

BRITAIN & NORTHERN IRELAND

## Coming up: Autumn/Winter campaign to build demand and extend the season

To counter the impact suffered by the tourism industry, we plan to deliver a **£5m integrated domestic marketing campaign** that will encourage consumers to start spending while continuing to reassure and build consumer confidence. The campaign will launch **mid-September**.

**Aim: Build demand and generate bookings** – inspiring consumers to travel and enjoy the country’s amazing tourism offer. It will encourage visitors to explore more of their country and tap into the pent-up demand that lockdown has generated stimulating economic growth.

**Get** UK residents who are healthy and able to travel

**To** be inspired and book a domestic break in autumn/winter 2020

**By** promoting open, exciting and inspiring experiences available on their doorstep here in the UK

# Why autumn & winter?

Shoulder season –  
industry need  
support

Annual leave  
available to use

Short breaks &  
autumn half-term

## AUDIENCE INSIGHT:

A hard few months of Lockdown-living has taken its toll on us all.

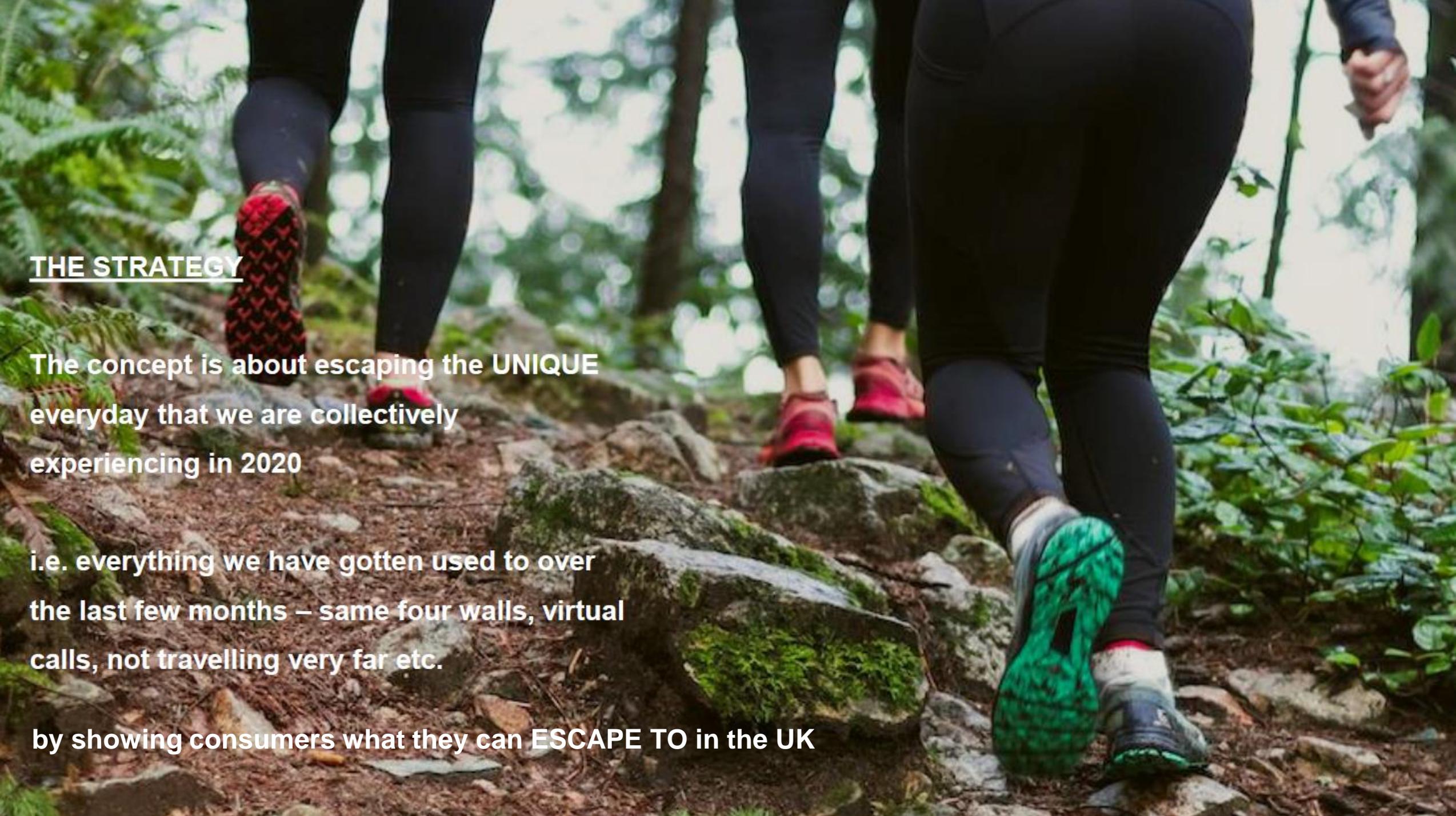
Social distancing and other C-19 restrictions have turned everyday into a groundhog day of limited possibilities. Our everyday lives are compromised.



CREATIVE PROPOSITION:

Escape the Everyday





## THE STRATEGY

The concept is about escaping the **UNIQUE** everyday that we are collectively experiencing in 2020

i.e. everything we have gotten used to over the last few months – same four walls, virtual calls, not travelling very far etc.

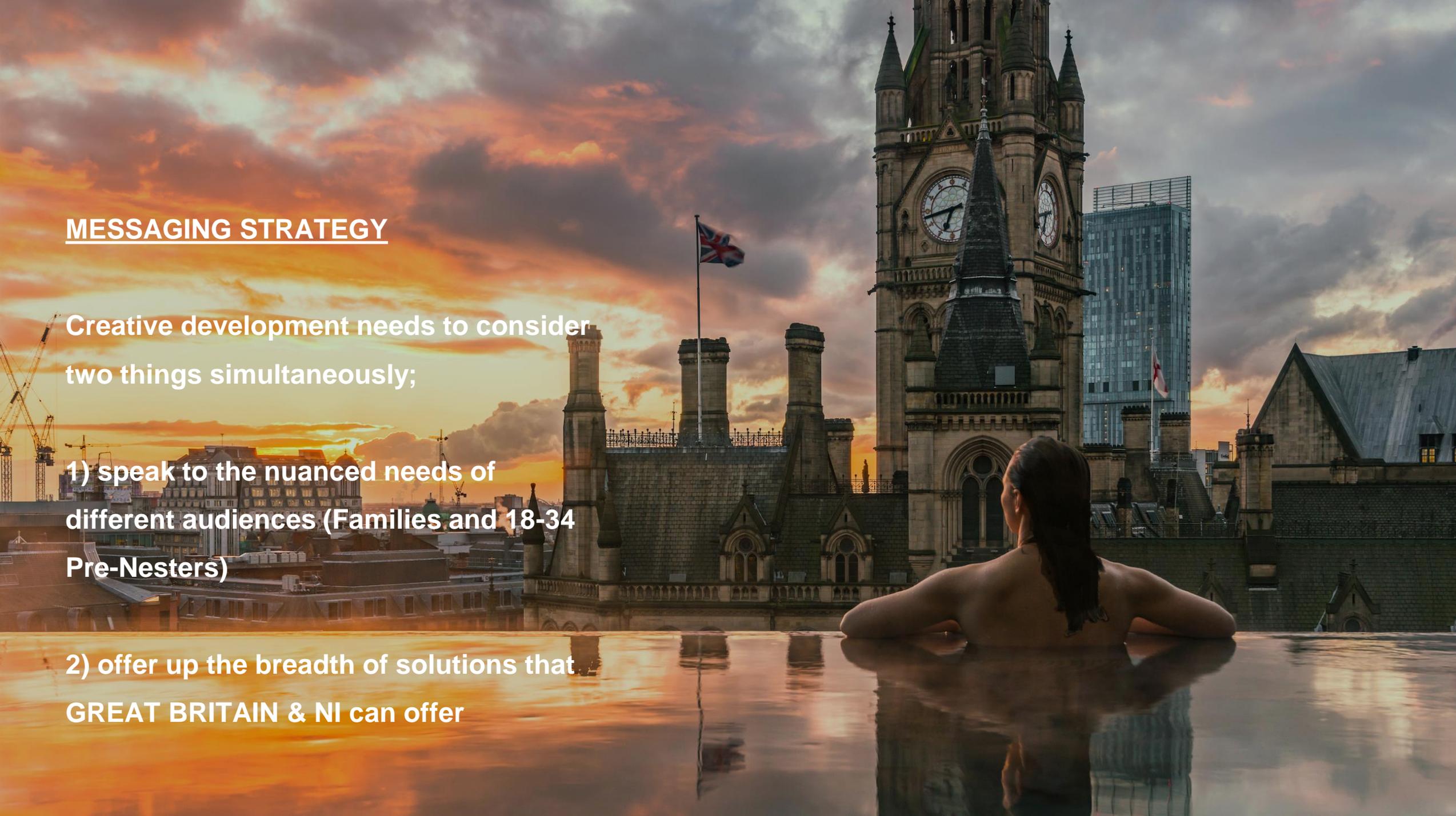
by showing consumers what they can **ESCAPE TO** in the UK

## MESSAGING STRATEGY

Creative development needs to consider two things simultaneously;

1) speak to the nuanced needs of different audiences (Families and 18-34 Pre-Nesters)

2) offer up the breadth of solutions that GREAT BRITAIN & NI can offer





# Imagery Moodboard



Example of partners using the line for their own CTA:

VISIT WALES: Take a break **and visit Wales** this Autumn

HILTON HOTELS: Take a break **with Hilton** this Autumn

EXPEDIA: Take a break – **book your UK escape** this Autumn

TATE GALLERY: Take a break **& visit our Steve McQueen Exhibition** this Autumn

ENGLISH HERITAGE:: Take a break **& visit an historic site** this Autumn



VisitBritain®



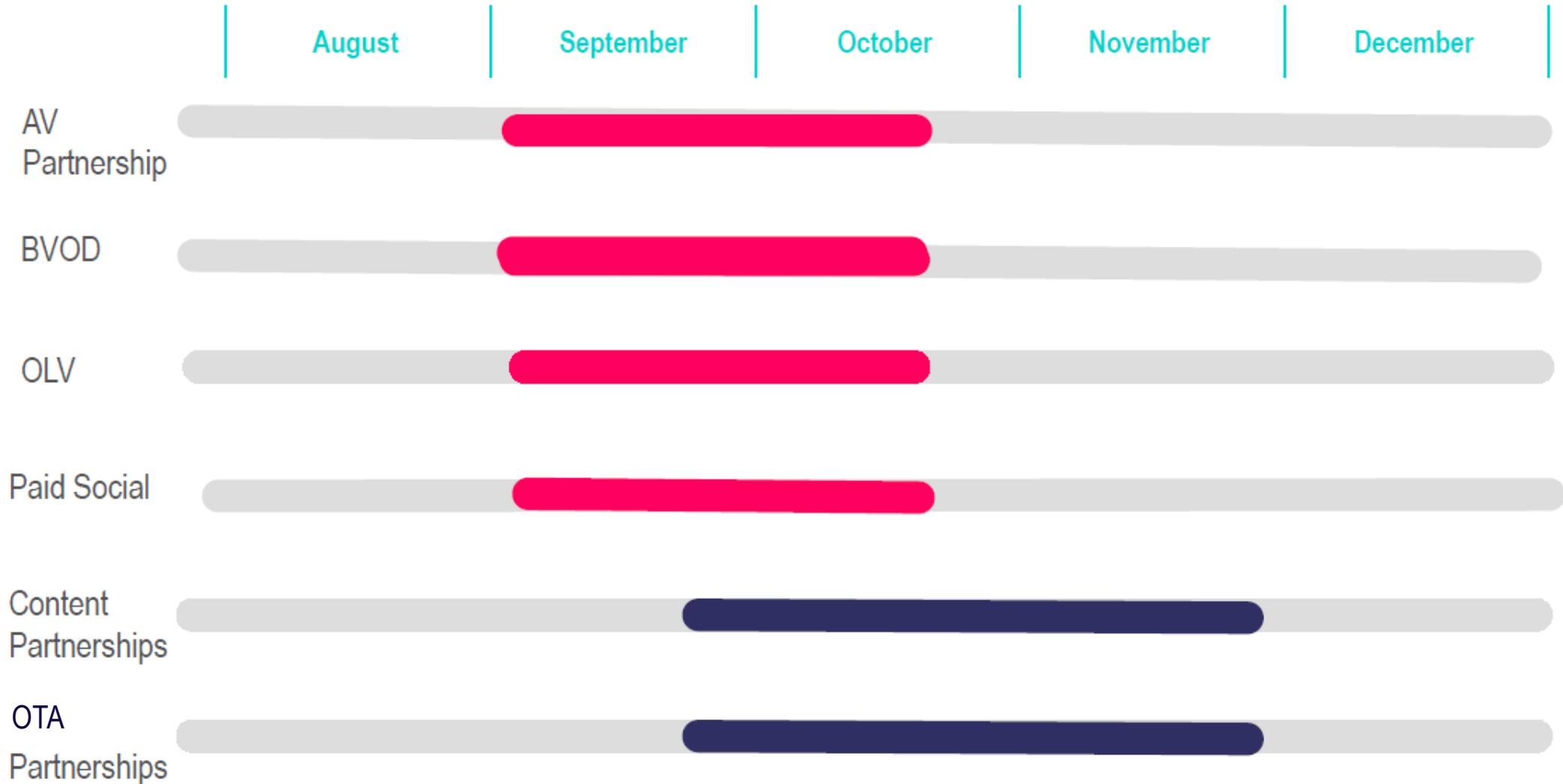
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# Activation plan

## Two roles for our comms in building demand

	ROLE	AUDIENCE	BEHAVIOUR	CHANNELS
Galvanize	Reconnect people with the joy of UK holidays come rain or shine.	Adults under 50 with a focus on young families, 18-34s pre-nesters	Broad reach & fame driving channels to create impact and buzz	AV Partnership BVOD OLV  Social
Inspire	Encourage discovery of hidden gems of the UK for short breaks throughout Autumn and Winter.	18-34 pre nesters & Aspirational families	Drive consideration through longer form content tailored to audience	Content Partnerships (Online Print Publishers & Social)

## Paid media lay down and phasing



## What does success look like?

**208,693+ domestic breaks this autumn / winter**

Supported by the following metrics:

- Awareness of the campaign
- Increased consideration to take a UK break
- 40,000+ Business sign up for We're Good to Go
- Response to key messages:
  - A short break in the UK will be safe and enjoyable
  - A UK short break offers me the chance to escape the everyday

## How can industry get involved?

**A series of partnership opportunities (paid and unpaid) will offer the chance to integrate into the campaign, including:**

- Content partnerships – print, digital, social – to encourage discovery of UK short breaks
- OTA partnerships to encourage bookings and extend the duration of the campaign into winter
- Exclusive “UK short breaks” ad break on national TV
- PR, Influencer & Social content – opportunity to support press and influencer visits, share details of relevant content for distribution through PR stories and VE social channels
- Industry toolkit – offering industry the opportunity to use the campaign assets and messages on their own channels and on-the-ground
- On-the-ground “Great escapes” itineraries/passports

More details here: [https://www.visitbritain.org/be-part-our-domestic-marketing-campaign-escape-everyday?utm\\_source=VBVE\\_enevs\\_12\\_08\\_2020&utm\\_medium=email&utm\\_campaign=vbve\\_12\\_08\\_2020](https://www.visitbritain.org/be-part-our-domestic-marketing-campaign-escape-everyday?utm_source=VBVE_enevs_12_08_2020&utm_medium=email&utm_campaign=vbve_12_08_2020)