



# SUNNY 505

*June 9, 2020*



# FY21 Tourism Marketing in the New Normal COVID-19 Era

- We will phase out of Stay At Home orders through June & beyond as businesses gradually reopen
- Our tourism advertising focuses on what people can do when it's safe to come back
- Images feature wide open spaces, lack of crowds



## Between Now & Then

- Electronic newsletter going out monthly
- Social Media posts
- Public Relations monthly
- Taking our lead from the Governor & NM Tourism Department
  - We've applied for a NM True grant. That advertising will start in August
  - We have ads with NM Tourism Department that didn't run at end of FY20 and will rollover into FY21



## FY21 Plans

**We trimmed the budget by 25% from FY20. Total budget is \$149,077. Easing back in slowly**

- Working with Grant County to maximize budget
- NM Tourism Department offering Stimulus Recovery program 2:1 match (digital, social, online search)
- TripAdvisor package Sept. – Nov.
- NM True Adventure Guide (annual)
- NM Magazine May – July (Grant County Sept. – Dec.)
- Desert Leaf (Tucson) – July – Sept and May/June
- Tucson Street Car (Grant County)
- Digital Ads
- Connected TV (streaming)
- I-10 Billboards – July – Sept. and May/June



## Why Silver City will Thrive

- People will avoid air travel
- NM Tourism and Silver City are targeting drive markets
- People are seeking small towns, authentic experiences
- People want wide open spaces to explore
- We must promote what we are doing to keep people safe