



Visit Concord Marketing Message

March 24, 2020

Industry Partners

As Visit Concord continues to work closely with city officials and industry partners during this extraordinary time, we are also looking ahead to better days and the promise of economic recovery by continuing to engage and inspire future visitors. The following is our plan to encourage travel to Concord when the time is right:

First, we focus on sharing accurate news, information and resources with our community and followers. We continue remind visitors in various ways that we are a robust and welcoming city with a long history of accomplishments and progressive change.

We are already seeing that shelter-in-place orders like Concord's are being enacted across the country. As the practice continues to become more widespread, Visit Concord will shift focus to the **next stage** of our messaging plan and sharing inspirational content. Potential visitors can experience the sights, sounds, and tastes of Concord through a wide variety of vibrant and engaging content that will inspire them to make the trip.

When the threat of coronavirus has lifted and travel once again encouraged, we will very proactively move into the **recovery phase** of our messaging and roll out content that focuses heavily on our key marketing pillars: Concord's outdoor wonderland, friendly community, unbeatable live music and local food scene, upcoming art and culture events, convenient Bay Area location and its new East Bay Visitor Center.

Meeting Planners - We are maintaining outreach support to our meeting and event planner clients on a regular basis. We want them to know that our sales teams remain available and share information about how Concord is managing the current situation.



Federal Government Action

The federal Families First Coronavirus Response Act has been signed into law by President Trump. The law contains provisions for mandatory paid leave for employers with fewer than 500 employees.

Summary [here](#).

U.S. Travel is circulating [a letter](#) to congressional leadership that has been co-signed by Visit Concord. This letter asks Congress to take aggressive action to protect our industry during this time. Visit Concord added our name to the U.S. Travel's deadline.

Attraction Closures and Event Cancellations

SixFlags Hurricane Harbor and the Concord Pavilion are still on schedule for May openings. All City events such as Music & Market are on stand-by.

Tourism Industry Resources

Cal Travel, our statewide tourism organization, has collected resources for business and employment support. You can find those [here](#).

From one of our marketing vendors: <https://www.relicagency.com/content> or you can read the blog summary: <https://www.relicagency.com/blog/destination-marketing-podcast-episode-47-coronavirus>

Key Media Coverage

Click [here](#) for the latest in domestic and international media coverage about the crisis from SF Travel.

Click [here](#) for the latest Concord media coverage about the crisis, Concord healthy advisories, food options, ways to help, Things to Do when sheltered.

Concord media and press [here](#).

Stay Tuned

Get ready for a Visit Concord awareness campaign starting soon on how the hospitality front line workers are doing – and how we can support them.