

# RedAwning

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## Marketing During Travel Disruptions: Recommendations and Resources

### Primary Messaging

**Operating Resources:** Assess your operating resources to ensure you can serve guests in all capacities. If there are concerns, develop messaging that you can deliver, explaining any limitations that may be experienced during bookings or stays.

**Travel Insurance:** Consider recommending travel insurance for all future stays.

**Cancellation/Change Policies:** Clearly determine your change or cancellation policies (you may choose to adjust your standard policy given the situation). Many of RedAwning's short-term rental managers and owners offer guests a flexible rebooking option. This allows guests to rebook their trip and retain the full value of their current stay as a credit towards their future stay in the same home within the next 12 months.

**Cleaning & Safety Procedures:** Update your content and share anything that may help guests (or homeowners) feel more at ease about how you are caring for properties and the minimized exposure they will face during their vacation.

**Open 2021 Reservations:** If possible, consider updating rates and including availability for 2021 bookings to generate any type of business for long term planning.

**Plan for Future Vacations:** Look ahead to the future, plan while there are great options and airfare is discounted.

**Drive to Your Vacation:** Encourage people to drive, preserving most distancing practices, limiting flight cancellation/scheduling risks, and getting back to the traditional American vacation experience.

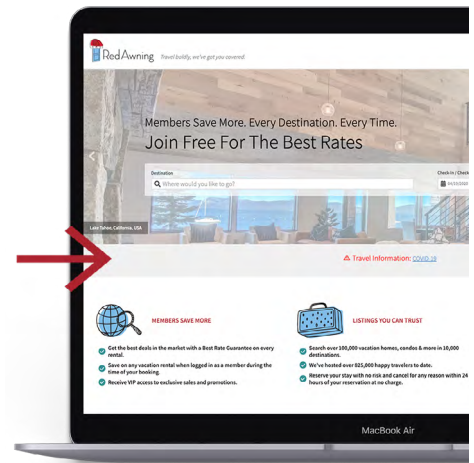
**Work Remote:** There is a new wave of everyone trying to manage work out of the standard office environment. For those who can work remotely, why not work from a vacation destination instead?

**Destination Information:** Update guests and potential guests of relevant area information including attractions and services that have been closed, and those that may possibly still be open. Consider highlighting the most enticing features of your area that can still be enjoyed at present. Consider providing relevant area links for ongoing information.

# Messaging + Communications Delivery

## Website Notifications:

Most businesses, especially in the travel industry, are posting relevant information regarding COVID-19 front and center on their website. Consider a small bulletin message, pop-up or a link to an entire page of information that may help guests understand the efforts and policies you have in place to keep them safe and able to take a vacation.



## Email Marketing:

Promotional emails of any kind should be handled sensitively given the current situation. That said it could be particularly useful to send an informative email to guests and/or homeowners explaining relevant information that they may be seeking. This can help minimize inquiry calls, build brand trust, help keep people more at ease, and even encourage people to look to future planning sooner.

## Examples of what to include in your email:

### Travel Plans at Your Brand:

Provide information about flexible booking options or adjustments for unique circumstances.

### Government Restrictions:

In regions affected by government-issued travel restrictions explain how you will handle rebooking your guests for future travel dates, and potentially issue refunds.

### New and Existing Reservations:

Explain change and cancellation details and provide Contact Us information. Refer Guests to other travel sites when necessary. (Airbnb, VRBO/Homeaway, Booking.com, Expedia, etc.)

### Guest Safety at Your Brand:

Include information about how your teams are briefed daily with enhanced operating protocols.

- Increased frequency of cleaning public areas
- Use of one-time gloves and antibacterial hand sanitizers or disinfectant wipes.
- Restrict back-to-back vacation home reservations allowing a minimum of 30 hours in between check-outs and check-ins
- Mention team training

### Per Your County Public Health:

Include links to local county public health sectors.

### Federal Regulators:

Provide information to all guests about urging people who are at higher risk to self-isolate and practice social distancing.

## Paid Ads Considerations:

As with all promotional efforts right now it is important to be sensitive and particular about your messaging. It is also important to consider ad costs compared to other necessary cash flow needs. Determining whether to maintain, reduce, or pause ad spend will be a case by case determination. Keep these ideas in mind:

**Maintaining Ad Spend** - There are still people searching for vacation planning, especially for the summer months. If your ad spend money is not critical to your ongoing business operations consider keeping ads in place. Potential benefits:

- Maintain your brand in the public eye
- Create messaging for future bookings
- Take advantage of reduced cost per clicks and competition
- People may not be converting as heavily in the immediate future but many are still researching for future vacations

**Reducing Ad Spend** - In new and uncertain situations the middle of the road is often the best option. Maintain your brand and highest converting campaigns.

**Pausing Ad Spend** - The reality is that this may be a necessary step to conserve business funds.

**Ad Messaging/Strategy** - Adjust your ad messaging and account strategy to meet your immediate needs.

## Social Media:

Social Media Marketing is one of the best and most affordable ways to keep guests informed of ongoing restrictions and updates in your area during the COVID-19 pandemic. With many Americans quarantined at home, usage of computers and mobile devices is at a high. Your Facebook page, Facebook Groups and other online social platforms help to keep communities together and foster a better understanding of how your area is handling location restrictions and domestic travel.

Social distancing doesn't mean we have to socially fall apart or be unavailable to your online support system. Being available on social media will allow you to answer questions from those with upcoming travel plans and those wanting general information about the area.

**Facebook:** Stay active and in the know by liking, commenting and sharing information.

**Pinterest:** Create boards with stay at home activity options.

**Instagram:** Post inspirational quotes, images of the area to maintain awareness.

**YouTube:** Create a video series that updates guests on current conditions.

**Blogging:** Tell your story and link to blog posts and relevant social media platforms.

**For additional resources, please visit:**

<https://www.redawning.com/list/coronavirus-covid-19-travel-information>