

# Visit Austin Marketing Recap

**MARKETING, PR, TOURISM, MUSIC AND FILM | MARCH - MAY 2020**

While all paid advertising efforts are paused, we've ensured that our website and social media accounts remain active engaging our audience with timely, relevant and inspiring content. Meanwhile, efforts are also underway to develop a recovery campaign that will deploy when the market is ready.

As part of our ongoing commitment to our local hospitality community, we are bringing additional attention to the products and services Austinites and visitors can take advantage of from home. These efforts are engaging with thousands of locals and non-locals every day.

## WEBSITE

In March, we launched our new (temporary) homepage "Visit Austin, From Home" which highlights Austin content users can take advantage of from home. [www.austintexas.org](http://www.austintexas.org)

In mid-June, we will launch a new homepage (and other web & social content) designed to support travelers in trip-planning mode, as well as provide Austin content for those that remain at home.

## SOCIAL MEDIA PERFORMANCE

The current goal of Visit Austin's social media platforms, including leisure, meetings, film, sports and music, is to be a source of entertainment for its followers during the COVID-19 crisis, while continuing to promote local businesses and attractions. Despite paid efforts on pause, between April 1- May 30, Visit Austin's leisure channels still earned:

- 843 new followers
- 93,437 engagements
- 2,579,536 impressions

All of this signals that while fans can't travel now, people are still dreaming of visiting Austin. Follow us today at:



@visitaustin  
@musicaustin  
@meetaustin  
@filmatx  
@sportsaustin



@visitaustin  
@musicaustin



Music Austin

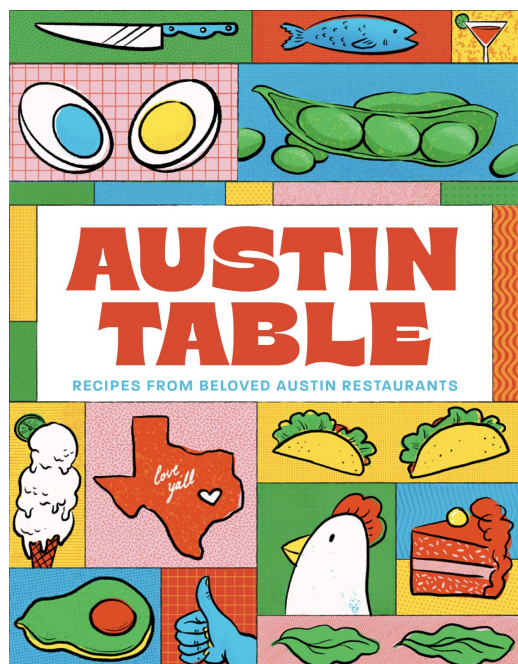


Visit Austin, Texas



VisitAustinTX

## RECENT MARKETING ACTIVITIES



### Austin Table Cookbook

During National Travel and Tourism Week, we launched Austin Table in partnership with R/GA Austin. This digital cookbook is filled with recipes from the menus of 21 beloved local restaurants. 100% of profits go directly to participating restaurants. Since May 6th, this project has raised more than \$15,000 to support local restaurants. [Purchase & Download Book](#)

### National Travel and Tourism Week

This year's National Travel and Tourism Week (NTTW) theme was #SpiritOfTravel. Visit Austin celebrated NTTW with a series of virtual activities appealing to both our visitors and local community. [Learn More](#)

#### NTTW Event Schedule (May 3-9, 2020):

- Monday: Cooking Demo (Best Seat in the House Video Launch)
- Tuesday: #TakeOutTuesday
- Wednesday: Austin Visitor Center Sip & Shop
- Thursday: Improv Showcase with Hideout Theatre
- Friday: Chicken S#it Bingo with Last Stand Brewing
- Saturday: Livestream Concert Benefiting Austin Musicians/HAAM

### Best Seat in the House Video Series

The Best Seat in the House video series aims to promote our local restaurants, bars, attractions and more while providing entertainment for Visit Austin social media followers. This also lives as an editorial series on VisitAustin.org. Each weekly episode features an "expert" from a bar, restaurant or other local business teaching viewers how to make – at home – a drink, a dish or an activity they're known for. [View Episode 1](#) [View Episode 2](#) [View Episode 3](#)

### Best Seat in the House: Live(stream) Music Edition

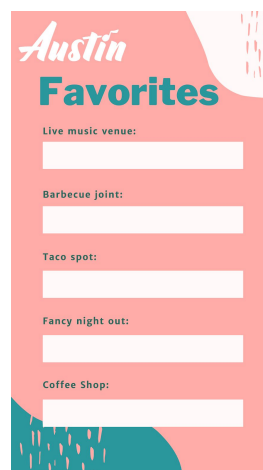
The Best Seat in the House video series aims to promote our local music community while providing entertainment for Visit Austin social media followers. Each monthly livestream features Austin musicians performing covers from another iconic Austin musician. In May, we honored Willie Nelson. In June, we will honor Daniel Johnston, and in July we will honor Stevie Ray Vaughan. [View Episode One](#)

### This or That

In April, we shared an interactive game on Instagram – This or That. Participants choose their favorite between two foods. If you're on Instagram, play along with us [here](#).

### Austin Favorites

In mid-April, we shared an interactive game on Instagram – Austin Favorites. Participants tag their favorite Austin live music venue, barbecue joint, taco spot, fancy night out spot and coffee shop. If you're on Instagram, play along with us [here](#).



### Bingo

In late March, we shared our first interactive game on Instagram – Austin Bingo. Each square highlights an activity visitors and locals can take advantage of from home. Ex. "Ordered takeout from a local restaurant, watched an Austin band's livestream, etc." If you're on Instagram, play along with us [here](#).

## Local Industry Communication

We are staying in regular communication with the local business community, offering timely resources and support. Interested in sharing ideas for our next newsletter? Contact [us](#).

## Consumer Communication

We are staying in regular communication with our 150,000 consumer subscribers. View our latest issues [here](#). Not yet subscribed? Sign up [here](#).

## UPCOMING - MARKETING CAMPAIGNS

### Travel Texas Advertising Co-op

To efficiently maximize our advertising reach, we are partnering with Travel Texas on co-op marketing opportunities. The state tourism recovery campaign efforts are informed by a couple of key findings in their research:

- While travel has declined, likelihood to visit Texas in the future remains strong.
- When travel resumes, it will be carefully planned and occur closer to home (e.g., road trips).

A modified version of the "Let's Texas" advertising campaign will include new messages that address new travel behaviors related to COVID-19. Visit Austin will partner in rich media and online video programs that are offered at no cost to highlight various destination pillars and push drive-market visits.

## IN DEVELOPMENT - MARKETING CAMPAIGNS

### Drive Market Digital Campaign

We are developing a campaign that will target in state and contiguous state drive markets. We are currently working with media partners and identifying co-op opportunities for local hospitality businesses. Target launch: late June

### 130,000 Reasons Campaign

This additional recovery campaign in development will target local corporations and in-state meeting and convention groups. When the time is right, this grassroots effort will help sell Austin as the first-choice for in-person meetings.

- More than 130,000 Austin-area residents rely on our industry to provide for their families.
- If we're successful, we have the opportunity to positively impact the quality of life for all Austin residents.

## RECENT "VISIT AUSTIN, FROM HOME" CONTENT



### Local Business Support

We have an ever-growing list of articles highlighting ways to keep funding the local businesses and workers who make Austin so unique, including [restaurant takeout / delivery](#), [online shopping](#) (including gift cards), [virtual events and activities](#), and [fitness / yoga streaming](#). We are continually updating these and producing more articles each day.

### Local Live Music Promotion

For both visitors and Austinites missing local live music experiences, we're promoting live streaming events and concerts by Austin bands and musicians. *Users are encouraged to tip the musicians via each event and artist's website.* [Read more](#)





## Stream #MadeInAustin Films

On select Fridays, we're sharing #MadeInAustin films. In this series, we look back decade-by-decade and explore films that are available to stream from the comfort of home. [Best of 1970s](#) [Best of 1980s](#) [Best of 1990s Part 1](#) [Best of 1990s Part 2](#)

[View all of our recent posts here](#)

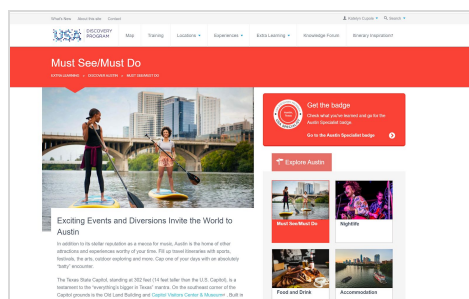
## Instagram Stories

Our content shared in Stories has real-time and contextual value. Several recent series include Supporting Live Music Venues, Local Curbside / Delivery, and Virtual Cultural Art Experiences. View in Instagram Highlights [here](#).

## TRAVEL TRADE

In May, Austin was the first Texas destination to participate in a series of webinars hosted by Travel Texas to train Canadian travel trade and agents. Our presentation also include a performance by a local musician. The webinar will be available to a database of over 16,500 and will remain active for six months.

Visit Austin also participates in the Brand USA Discovery Program, which is an education and training tool for travel agents and trade in international markets and the modules are translated in seven languages. Austin was Brand USA's feature city for the German market in the month of April. We are also working with Travel Texas and Brand USA on additional virtual training opportunities in Mexico, United Kingdom, Netherlands, France, Australia and New Zealand.



## AUSTIN IN THE NEWS

We continue to work with consumer and travel media providing inspirational content to keep Austin top of mind for future planning. Recent coverage:

### Austin Monthly

A New Charity Cookbook is Raising Funds for Austin's Hard-Hit Restaurant Scene ([Read Here](#))

### Adweek

Austin Agencies Launch Projects to Support Local Businesses and Restaurants ([Read Here](#))

### KTBC Fox 7

Visit Austin Highlighting Virtual Activities ([Watch Video](#))

### Austin 360 / Austin American-Statesman

Austin restaurants, bars share recipes in new fundraiser cookbook ([Read Here](#))

### Lonely Planet

Ultimate Eats: The World's Top 10 Food Experiences ([Read Here](#))

### Wayfarer Travel

The Best of Austin, Texas, Series 02 [Episode 15](#) [Episode 16](#) [Episode 17](#) [Episode 18](#)

### Americanos

5-part Latinx travel series from GoUSA TV (Brand USA) and La Reyna (Robert Rodriguez) [Watch Austin Episode](#)

