

Presentation by Adrien Rebord

**Learning from examples outside the region:
“Good practices in Marketing, Communication &
Sales during COVID-19”**



Tourism marketing trends in times of Covid-19

- Up-to-date information and measures without negative communication
- Values and emotions highly matter in Marketing
- Providing a short-term response without forgetting the long-term relationship

Three examples:

1. Marketing and sales strategies at regional level
 2. Communication tools for a fast adaptation to domestic tourism
 3. Adaptation for SMEs and product development
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1. Marketing and sales strategies at regional level

Vaud and Valais: adapting strategies to local market

- Arguments for domestic tourism
- Travel voucher system



	Valais	Vaud
Strategy	Marketing	Sales
Message	Come as you are. Here nothing count more than you.	Stay with us. We take care of you.
Values	Proximity, simplicity, sustainability, nature	Support local businesses, keep jobs, customer care
Tools	Online marketing campaign with nature	Partnership with the biggest online sales platform of the Canton to offer discount

2. Communication tools for a fast adaptation to domestic tourism

- Say that you are open.
- Provide access to travel information: update website.
- Avoid signaling measures negatively.
- Acknowledge the situation and contextualize your message.



Our crew is still smiling. Our customer are faithful.



Covid-19 interpretation competition.

2. Communication tools for a fast adaptation to domestic tourism

- Communication is about telling a story: inspire potential customers.



[Invite travel bloggers and digital nomads in Jura](#)



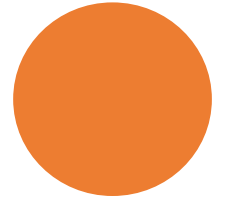
3. SMEs and product development: an overview

New consumption patterns:

- Revise cancellation policies
- Adapt to autonomous traveller
- Remove customer touchpoints
- Take advantage of space and nature
- Adapt to the new travel journey: propose simplicity

Standards and certifications:

- Simple guidelines that are already existing
- Like for cleanliness, customer review is the best certification



Conclusion

- **Where is you market?:** understand customer needs and expectations
- **Contextualize:** understand regulations and local situation
- Communicate through **storytelling**
- Customer journey: **remove barriers**
- Customer service: **redefine touchpoints**

Tourism and transport: Commission's guidance on how to safely resume travel and reboot Europe's tourism in 2020 and beyond



References

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