

Planning for 2021: 20 UGC Marketing Ideas for DMOs



Welcome!

This year has been like no other for destination marketers. Every DMO that we've spoken to rewrote their 2020 marketing plan in light of the pandemic (and many of them more than once)!

Through these conversations, one thing has become clear — tourism marketers need to build consumer trust to get locals and visitors traveling again. We've seen more DMOs turn to user-generated content to communicate a trustworthy message, support their partners, and extend their marketing budgets.

Throughout the year, our team has been keeping tabs on how our customers and community have been using UGC. Here, you'll find our top picks based on a combination of their success, relevance and creativity.

Whether UGC is a key part of your marketing strategy, or you're just getting started, we hope these examples will spark some fresh ideas for 2021. Like the many DMOs here, the following will show you why UGC is an essential part of your DMO's recovery plans.

Enjoy!



Julia Manoukian

*Senior Content Marketing Manager
CrowdRiff*

Powering DMOs through recovery & beyond.

CrowdRiff is the visual marketing software innovative DMOs rely on through the COVID-19 recovery and beyond. Over 800 travel brands drive results with CrowdRiff by sourcing, acquiring rights to, and leveraging visuals.



Zürich,
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DESTINATION
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CHICAGO
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UGC marketing ideas targeting locals & visitors

A media partner program

How Visit Kansas City supports attractions & destinations

It's no secret that supporting local partners has been a top focus for DMOs this year. **Visit KC** was no different — they wanted to maintain a rich library of images to promote more than a dozen partner attractions and destinations, including a timely selection of photos for every season.

They used CrowdRiff to discover, access, and organize user-generated content on behalf of their partners. They sourced dozens of hashtags relevant to their partners and campaigns, resulting in the discovery of many images they've gone on to reuse. Some of the partners are also using Connect, which

allows Visit KC to see more of their content and their places they've been tagged and @mentioned. They also used CrowdRiff to sort images in individual folders by partner so they could easily track assets and reference them again.

Active Business Accounts

Nelson-Atkins Museum @nelsonatkins

✓ Posts ✓ Stories ✓ @mentions ✓ Tags

Country Club Plaza @countryclubplaza

✓ Posts ✓ Stories ✓ @mentions ✓ Tags

#kansascityroyals

● Active

#kczo

● Active

#KansasCityKS

● Active

#unionstationkc

● Active

Media Partners

Country Club Plaza

Crown Center

Independence

KCK

KCZoo

Loews

Olathe

Overland Park

Power & Light

Royals

TLI

Union Station

Worlds of Fun

Each partner received a dedicated UGC gallery on their partner landing page, replacing a static image gallery. Not only were they able to update imagery to reflect seasonal attractions and events, they could also pivot quickly to reflect new business openings and closings, and mask requirements that came up throughout 2020.

“Having access to a robust library of partner content allowed us to share highlights content related to our partners more often and more effectively across many of Visit KC’s channels: organic social, paid social, email distributions, editorial content and high-profile placements like a gallery on the home page of VisitKC.com,” says Byrne.



“By making it easy to track and source user-generated imagery in response to specific needs, CrowdRiff has enabled us to share some of the best moments each of our partners has to offer in a timely, to-the-minute fashion.”

Derek Byrne

Social Media Manager, Visit KC

Promote Black-owned businesses

Creating content for diverse audiences

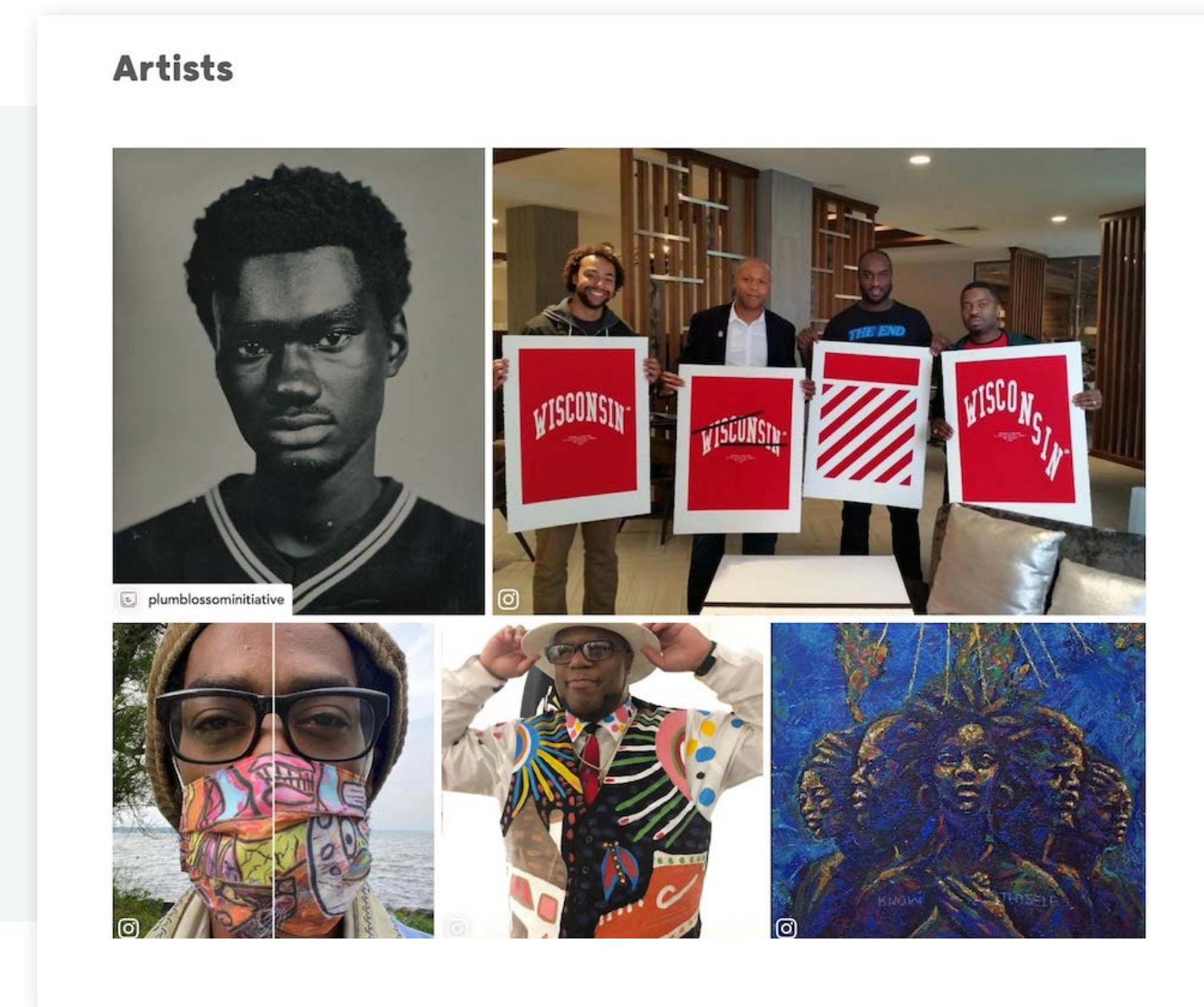
This year, many DMOs have taken a closer look at how they're representing the diversity in their communities and travelers.

Travel Wisconsin wanted to create a visually engaging and useful guide to feature their many black-owned businesses. According to Victoria Vlisides, Social Media Specialist at Travel Wisconsin, CrowdRiff made it possible.

They used CrowdRiff to source imagery from thousands of the businesses across the state. Then, they put together an online

guide, sorted each business by region, and created a UGC gallery for each. They promoted the page on social media with a paid post on Facebook, and organic through an Instagram and Facebook Stories series linking back to the article.

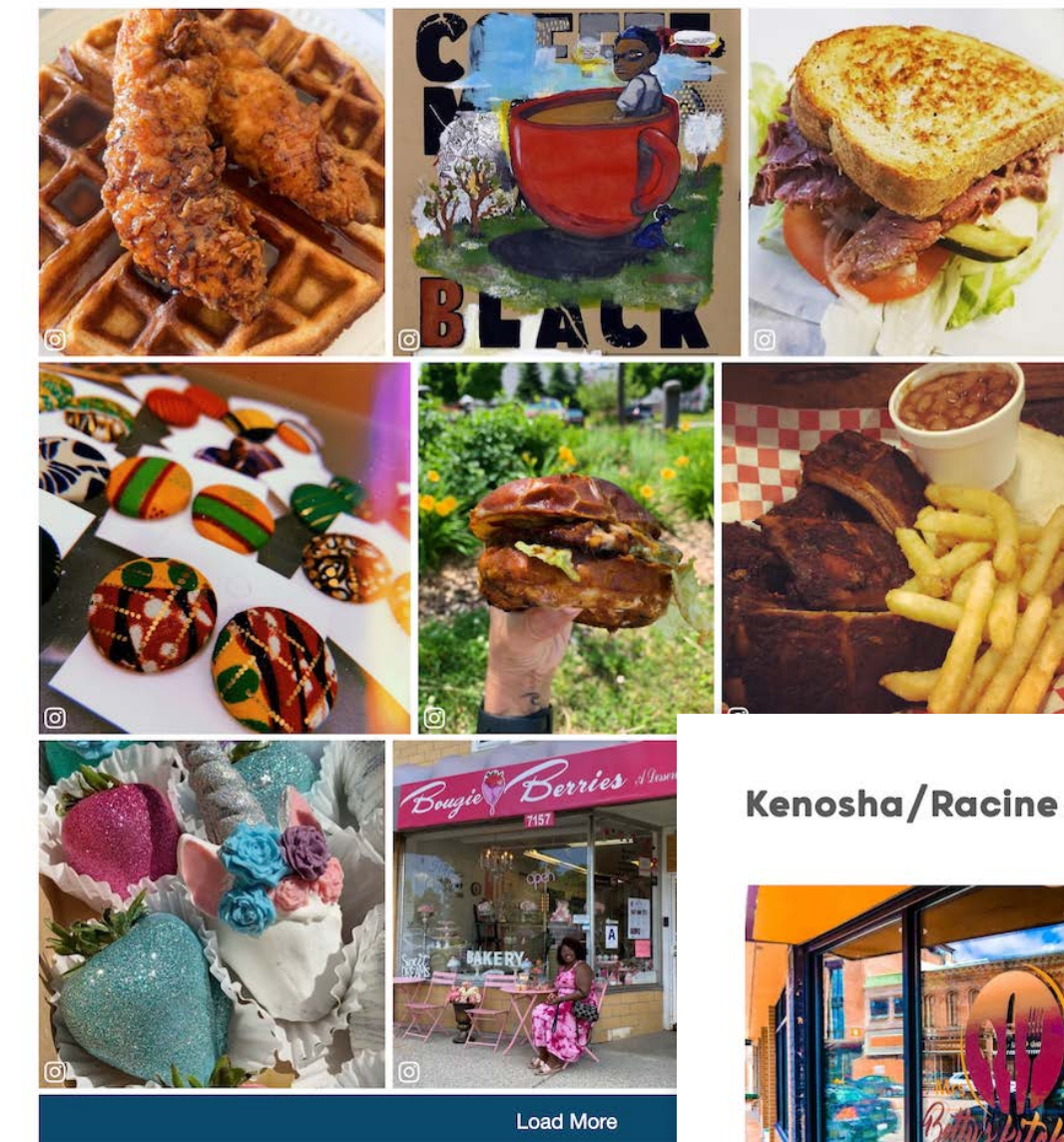
Vlisides says that they received positive feedback from the Department of Tourism leadership, board members and industry leaders.



“Most comments on social media were positive: about 80% positive, and 20% negative. Travelers were excited to see us promote diverse businesses and were happy to learn about new places to visit. We moderated the negative comments and most of the negativity surrounded the narrow focus of the article — that we should be doing the project for all groups of people.”

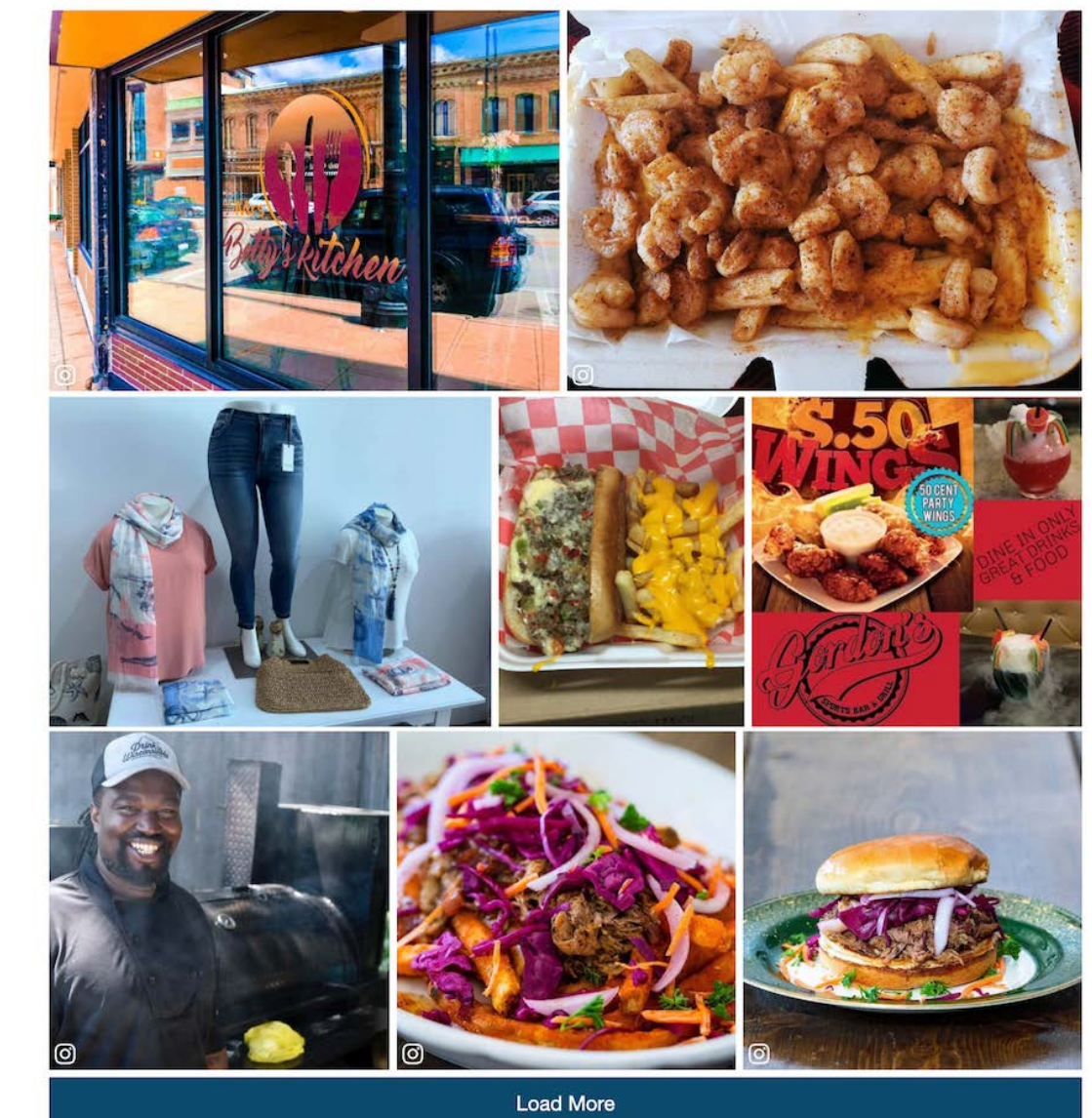
“Another positive impact was internal. We were able to demonstrate that our small creative team could create new and inclusive content in a relatively short amount of time that could both showcase third-party/UGC photos and better target our multicultural target audiences,” she adds.

Milwaukee Area



[Load More](#)

Kenosha/Racine Area



[Load More](#)

A contest to market the country to locals

Visit Luxembourg's Summer Treasure Hunt

Since COVID-19, instead of promoting travel to markets in Italy, the UK, and Spain, **Visit Luxembourg** has sharpened its focus on neighboring countries like Holland, Germany, France, and Belgium.

But beyond promoting Luxembourg to visitors, the DMO is helping locals rediscover the country.

The Summer Treasure Hunt and Photo Contest encouraged people to discover Luxembourg and share their impressions

of traveling and living there. Although the contest was open to everyone, it was mainly focused on residents of Luxembourg and neighboring countries.

The team relied on CrowdRiff's Collector to source photos from their community, using boosted posts on Facebook and Instagram to get the word out. After the contest ended, they chose the top 15 and hosted them on the contest page where the public chose the top three winners.

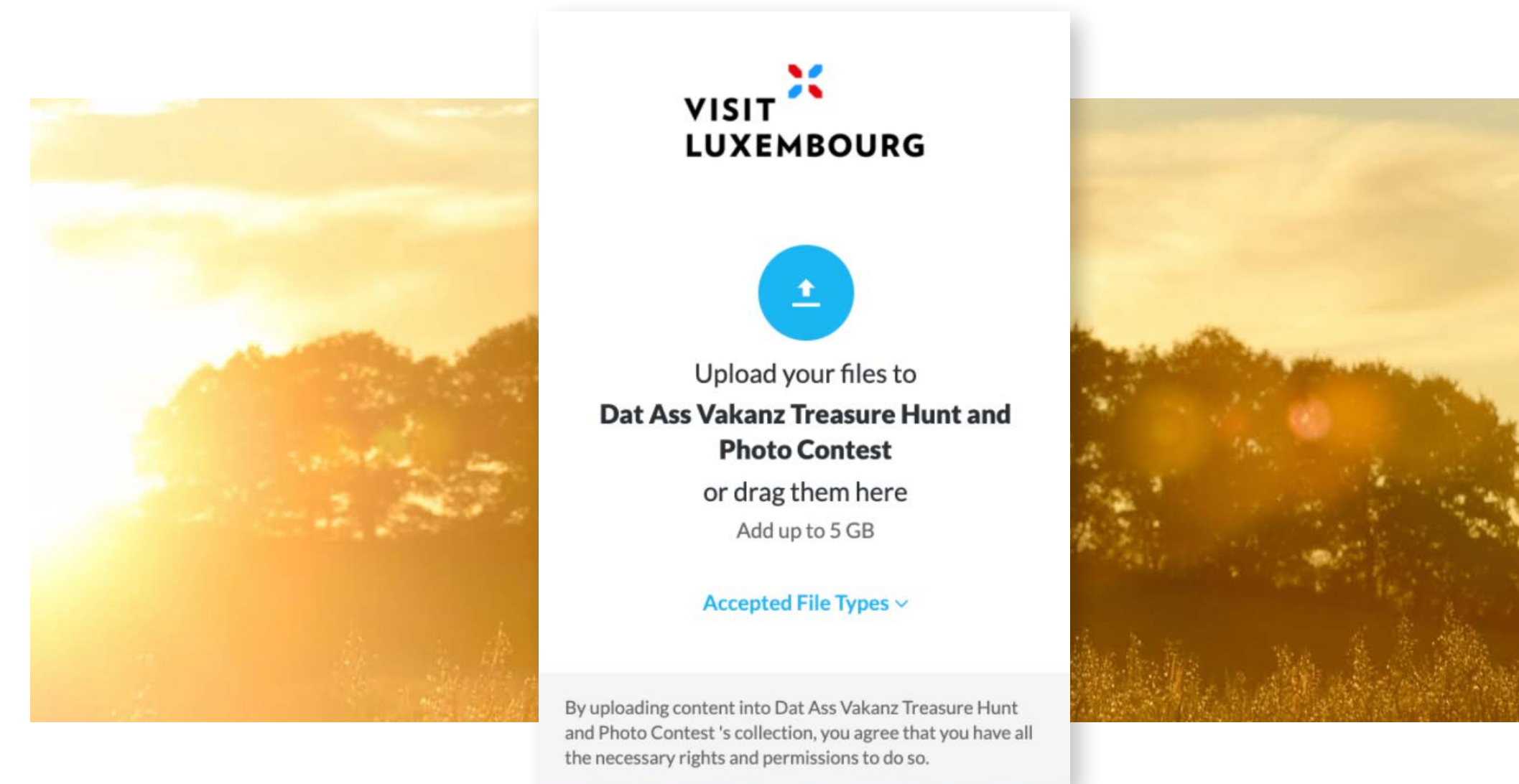
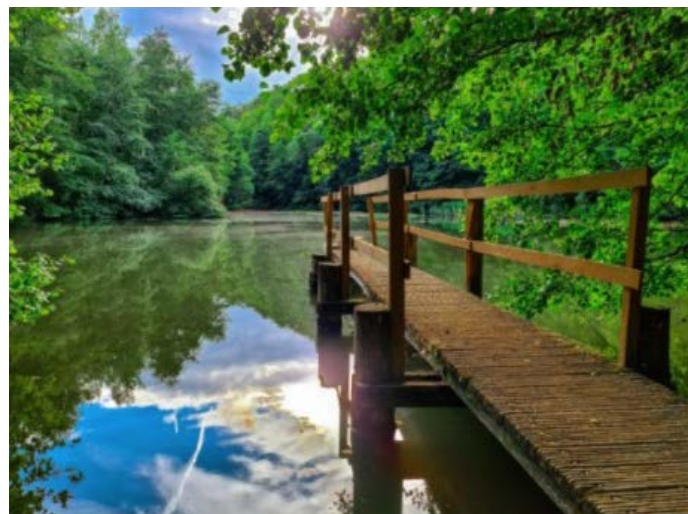
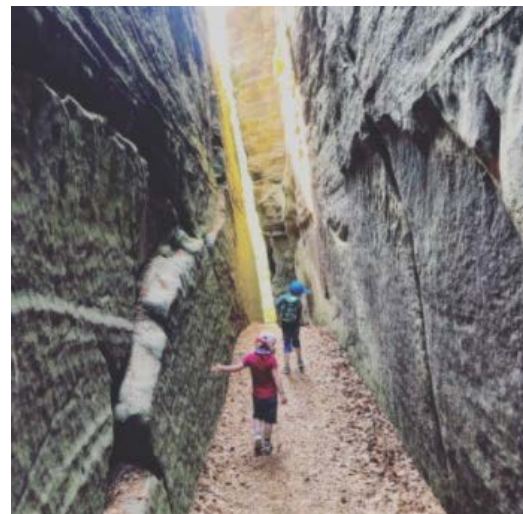
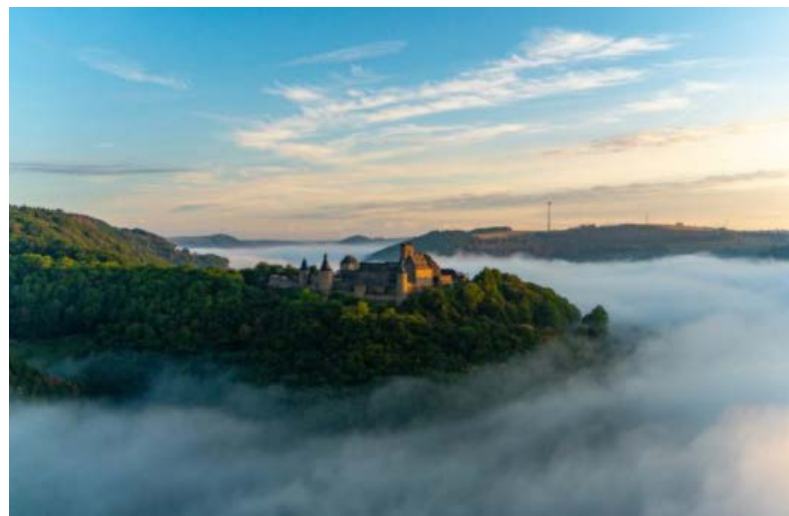


Photo Hunt Finalists



After running the contest for two months, Visit Luxembourg had collected 550+ high-quality, rights-approved photos. They plan on using this content on social media and in other marketing materials.

Sarah Pitt, Social Media Manager at Visit Luxembourg, says UGC has fit in perfectly with their focus on locals, as it shows people's real-time, authentic experiences of how they experience Luxembourg.

“Concentrating on [capturing our audience nearby] is actually more positive, because how are you supposed to get people interested in visiting if thousands next door don’t even know there are nice things to do here?”

Sarah Pitt

Social Media Manager, Visit Luxembourg

Promote mask wearing

Huntsville/Madison CVB's #ShowYourCoverHSV challenge

Promoting health and safety guidelines is an important first step to destination recovery. “The quicker we can show people we’re doing everything we can to keep them safe, the quicker we will rebound,” says Kristen Pepper, Marketing Director at Huntsville/Madison County CVB.

It started with a challenge from the Mayor’s Office to get locals wearing masks around the community and at local businesses. The Mayor’s Office even created a video on TikTok to help reach a younger demographic who weren’t wearing masks.

The city then passed the torch to Huntsville/Madison County CVB to promote the campaign to the hospitality industry. The idea was to send the message that everyone should be hyper vigilant when it comes to wearing masks.

The DMO got the word out on social media and their website, challenging both locals and visitors to show their support and share photos in their masks. On the contest landing page, they



reinforced the message with a UGC gallery showing people in masks. People could tag the DMO for their photo to be included or upload it via CrowdRiff's Collector.

Huntsville/Madison County CVB was successful in leveraging their brand to promote the campaign creatively, collect timely UGC, and normalize the idea of wearing masks around the community and at local businesses.

“A lot of the user-generated content that we’re putting on our channels is of our locals. We need their help because ultimately that’s how people are going to feel safe traveling to Huntsville — if they know that people who live here are doing their part to keep everyone safe.”

Kristen Pepper

Marketing Director, Huntsville/Madison County CVB



Use UGC for seasonal guides

All about Iowa's fall colors

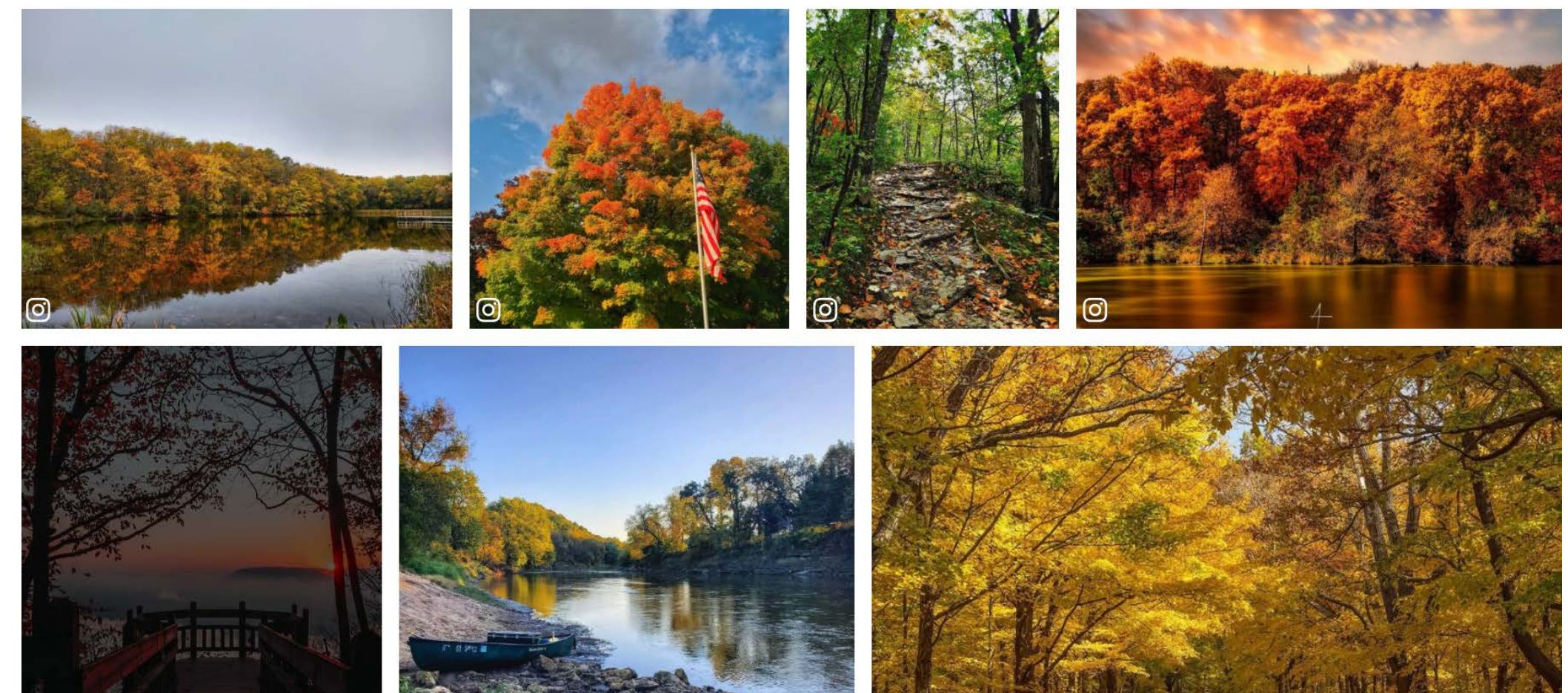
Help visitors and locals alike see your destination in a new light by promoting seasonal activities. This is exactly what **Travel Iowa** is doing with their Fall Color campaign.

The goal of the campaign was to boost downloads of their new travel guide, target both in-state & out-of-state travelers, and participate in US Travel's "Let's Go There" campaign.

Typically, they've produced one annual guide, which came out in January. This year they did both a spring/summer guide – released in March – and a fall/winter guide – released in September.

"Producing two guides gives us the ability to provide specific seasonal content to inspire travel," says Jessica O'Riley, Tourism Communications Manager at Travel Iowa.

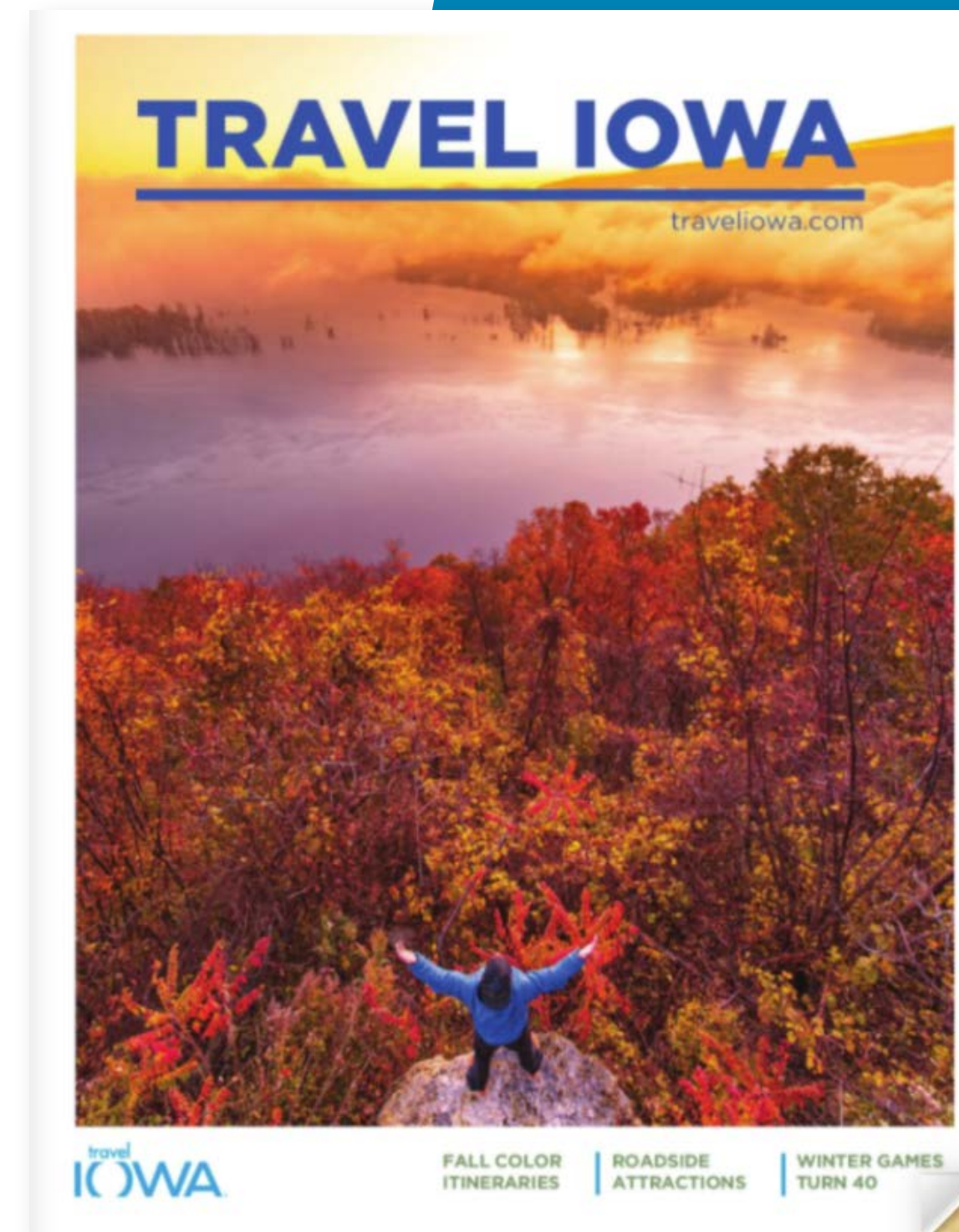
While her long-term goal is to have all the photos in the guides be UGC, she decided to set a smaller goal of finding images for the 10 travel areas' openers, the large image before each of the travel area sections. Using CrowdRiff, she sourced six of 10 travel area openings, a few additional images to highlight on the back page of the guide and "an absolutely stunning cover image".



“CrowdRiff really helped us fill in gaps in our photo inventory as the annual guide used a lot of summer imagery. The Collector made receiving high-resolution images a breeze,” O’Riley says.

The guide was released in early September and promoted on Travel Iowa’s social channels, in media interviews, and our consumer e-newsletter. Since then, they’ve already distributed more than 18,500 guides. Several photographers who gave them permission to use their photos also shared their inclusion in the guide on their own social channels and encouraged people to order.

Travel Iowa also used images sourced from CrowdRiff to showcase fall colors in “almost real time”. Visitors to the fall colors page could view the gallery and get an idea of where color was at its peak and make plans accordingly. The fall colors page included inspirational travel ideas as well as weekly fall color reports from their colleagues at the Iowa Department of Natural Resources.



“CrowdRiff continues to be an important tool as we develop new content, update existing content and look for additional ways to share Iowa’s story.”

Jessica O’Riley

Tourism Communications Manager, Travel Iowa

An interactive UGC businesses directory

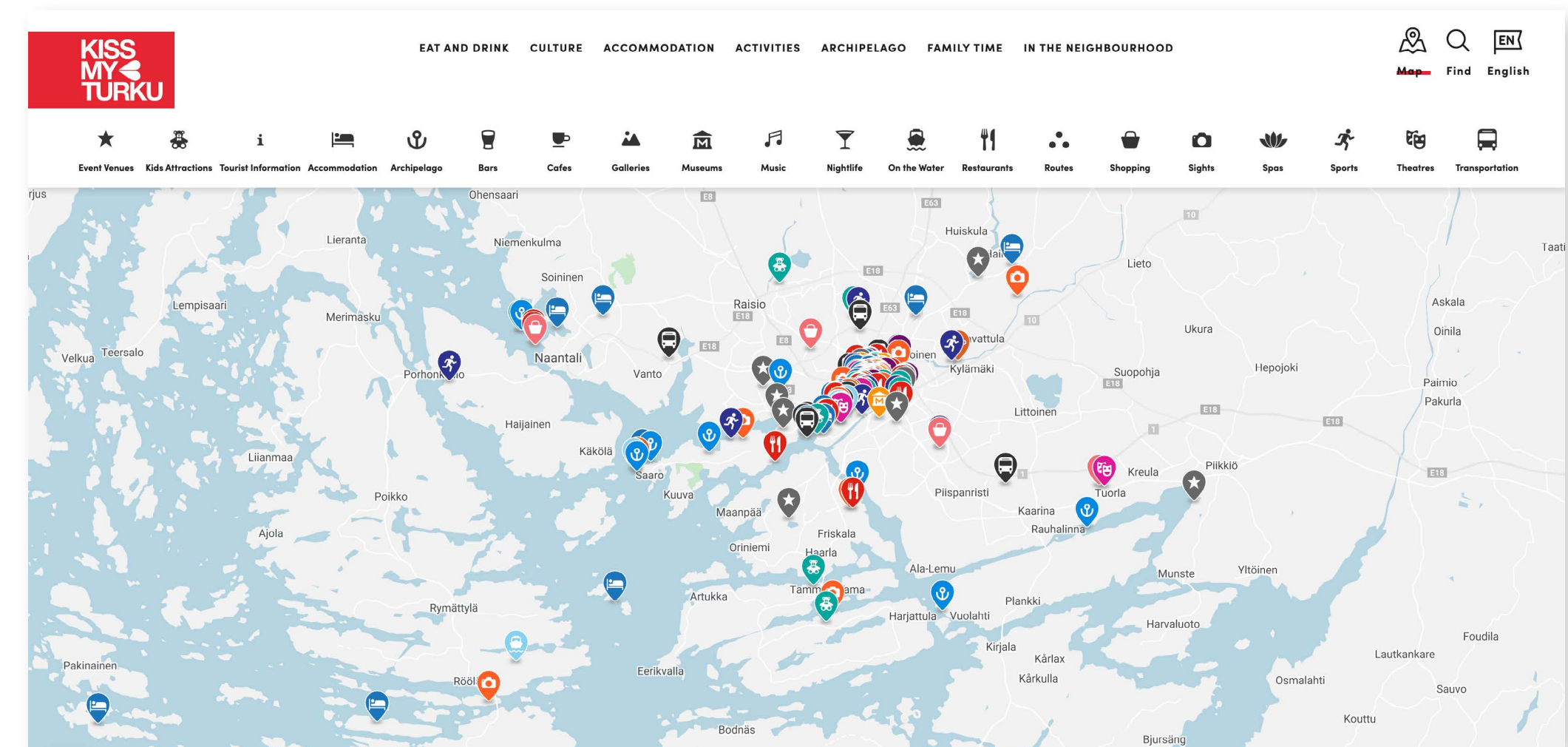
The web map that features 500+ local businesses

There's no better way to help visitors and locals know their way around your destination than a map. UGC adds social proof to your map, so people know what to expect at each location. As you know, this is more important than ever before.

Kiss My Turku, the destination marketing organization for Turku, Finland created an interactive map on their website that plots points of interest and shows UGC sourced through CrowdRiff for each of these points.

They recently made enhancements to their map, bringing it to a new level that goes beyond landmarks and now acts as their main interactive businesses directory.

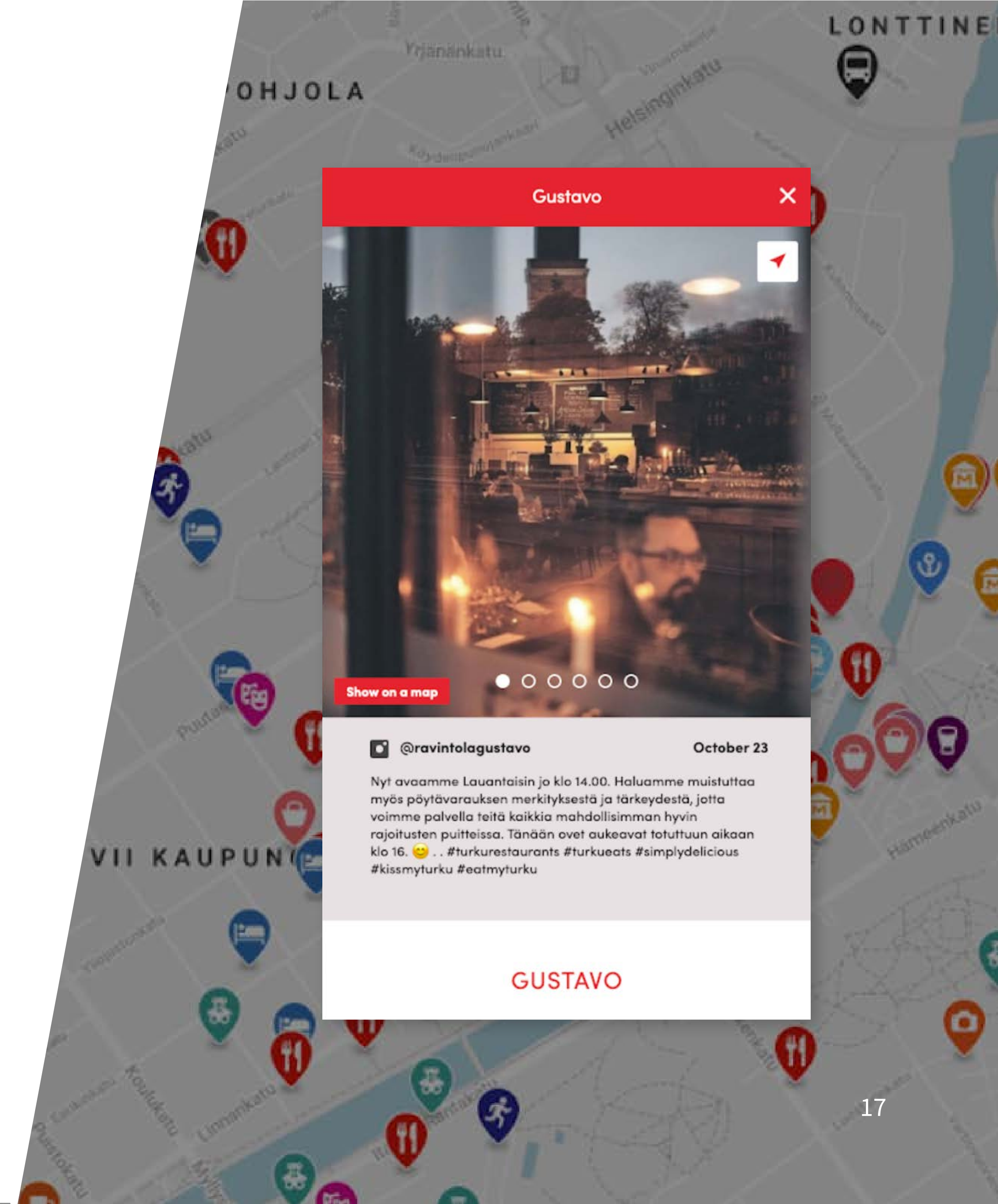
The plots on the map all have an icon to represent the type of landmark or business. Users can toggle them on and off according to what they like. So, for example, if you're a night owl, you can click on bars, a music venue to catch a show, and accommodations.



When you click on each business, a product card comes up that has the name of the business, a link to the website and operating hours, and phone number and Instagram account, all done through CrowdRiff's Google Integration. The most recent Instagram photos are automatically displayed through the API, according to tailored search parameters for each business or landmark.

The map is now part of a paid partnership, meaning that local businesses pay a nominal fee to be featured in these listings. Over 500 local businesses have opted in so far.

In the near future, the team hopes to get Google directions from someone's current location to businesses located on the map.



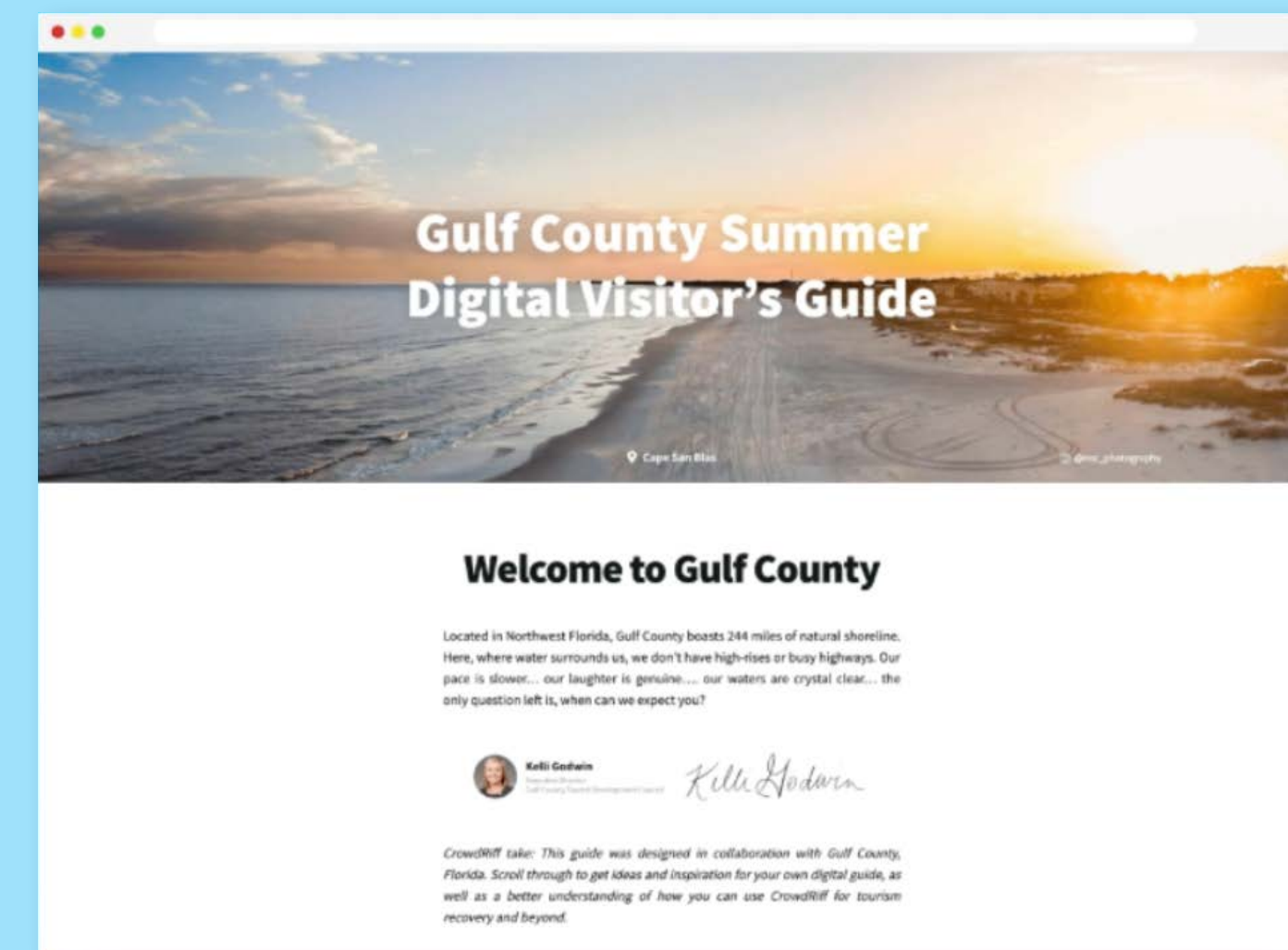
A digital visitor's guide

Visit Gulf County is testing an agile, cost-effective alternative

Printed visitor guides are an important resource for trip inspiration and planning. They're also a huge budget item. With many DMOs operating with reduced budgets, how can marketers create an alternative without the price tag?

CrowdRiff partnered with Visit Gulf County to see what was possible. The teams worked together to source and get the rights to relevant imagery for each section: what to eat, what to do, and where to stay. Then, the CrowdRiff brand and content teams brought the experience to life on a microsite.

The guide is complete with UGC galleries enriched with Google Location and calls to action directing people to Visit Gulf County's partners, a Collector link so visitors can submit their own experiences, downloadable maps hosted in a CrowdRiff Media Hub, and a digital directory using the CrowdRiff API.



EAT LOCALTHINGS TO DOPLACES TO STAYMAPS & GUIDESDIRECTORY


Bring your appetite

From the freshest local seafood to wood-fired pizza, sizzling steaks, and roadside barbeque, there's always something cooking in Gulf County, so bring your appetite!

With fresh-caught seafood every morning and creative menus on the minds of our local chefs every day, it's no wonder a visitor's first question is, "where are we going to eat?"

CrowdRiff take: Throughout the pandemic, the food and beverage industry has relied on you to break through the noise. Take it a step further—like Gulf County, put local businesses front and center in your guide. Give people the latest updates. Who's open, and in what capacity? What are the new policies?

How to do it >



One of the best parts of this guide is that the images can be swapped out seasonally and as restrictions change. This means you only need to do the heavy lifting to build the guide once.

The guide had hundreds of visitors over the few weeks it was promoted, with an average time spent on site of 5 minutes and 32 seconds. Beyond this, the guide received praise from the DMO community for being successful in showing them how to be more agile using digital channels and workflows.

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Seasonal content opportunities

Map for leaf peepers using CrowdRiff's API

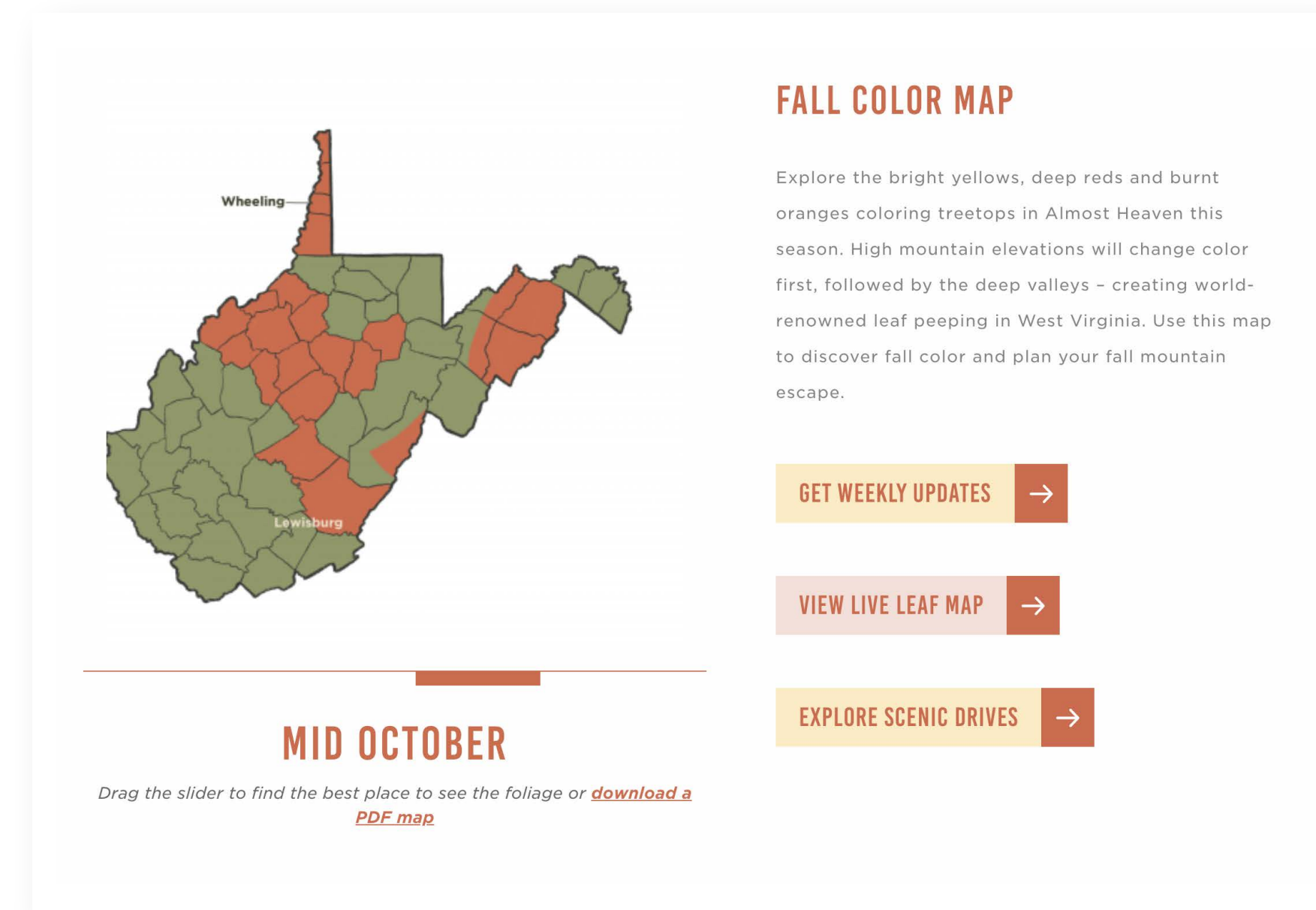
Pour yourself some pumpkin spice latte and start peeping those leaves. **West Virginia Tourism** created a Leaf Tracking Map using the CrowdRiff API, which lives on the Fall section of their new website.

The map is populated by rights-approved assets that Sarah Harmon, their Social Media Coordinator, requests and adds to a non-live gallery app.

According to Harmon, the response has been really positive. “This map has been the 6th most visited webpage of the fall season, gaining over 19,000 page views. Additionally, viewers

spend on average 2 minutes and 45 seconds on this page, with a low bounce rate of around half of our sites average.”

They promoted the map each week in their Fall Foliage Report, urging followers to share their photos using the #AlmostHeaven hashtag for the chance to be featured. They sent out the weekly reports through email and social media.



“Using CrowdRiff, our Live Leaf Map has allowed us to feature the beautiful fall photos that leaf-peepers from all around the state have been sharing. With a few simple clicks each day, new photos would be loaded onto the map, gaining more color as the season continued.”

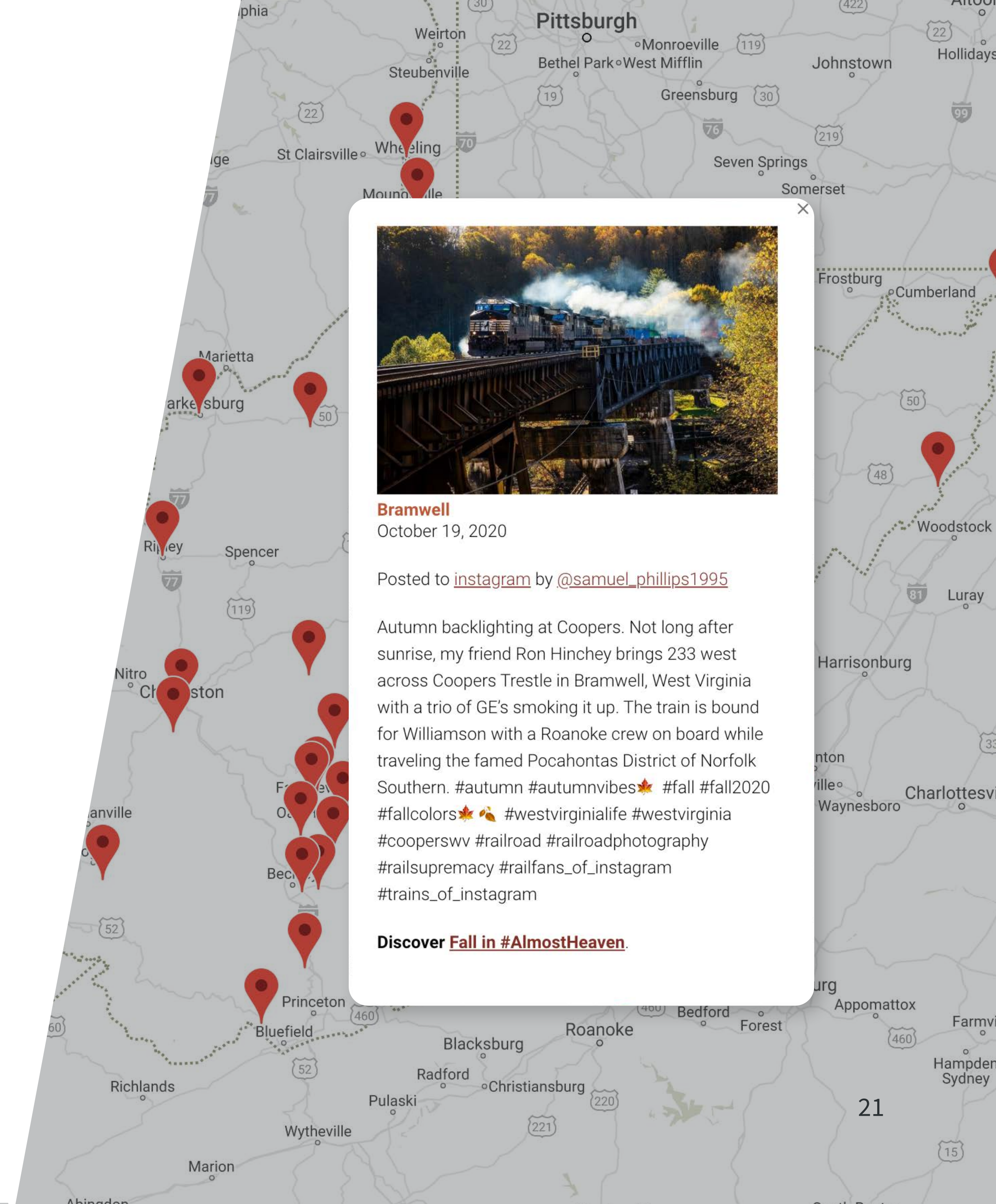
Sarah Harmon,

Social Media Coordinator, West Virginia Tourism

“An exciting part of using our Live Leaf Map was how excited our followers are to be featured! Gathering UGC for the map gave us time to interact with our followers who are also so passionate about sharing the #AlmostHeaven message,” she adds.

It’s been so easy to manage that they are considering doing the same thing for winter with a (less colourful) snow map.

West Virginia Tourism’s website focuses on their strength of natural beauty, featuring a seasonal home page gallery using CrowdRiff. They even adjusted their font colors accordingly!



Balance local and visitor messaging

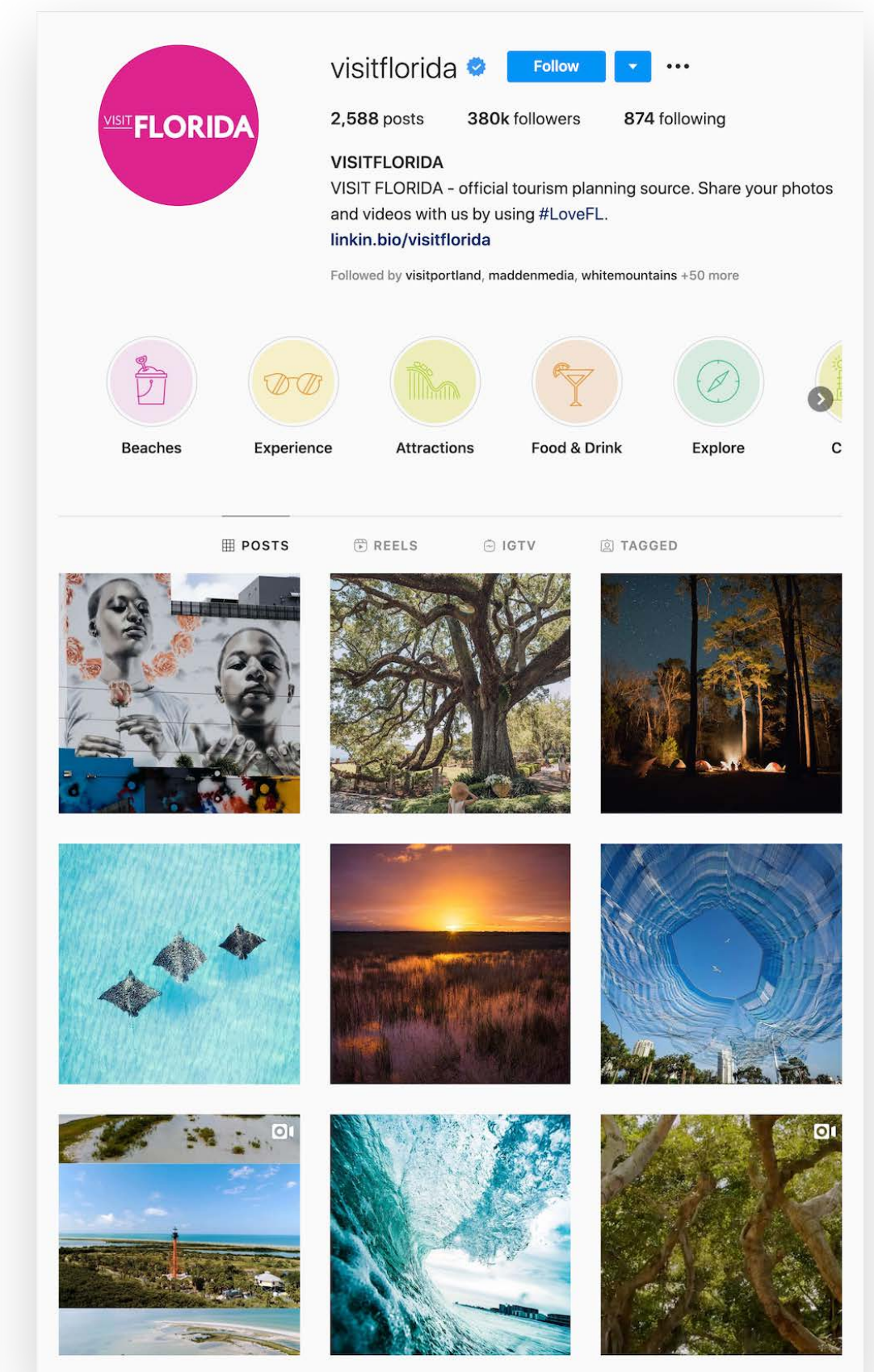
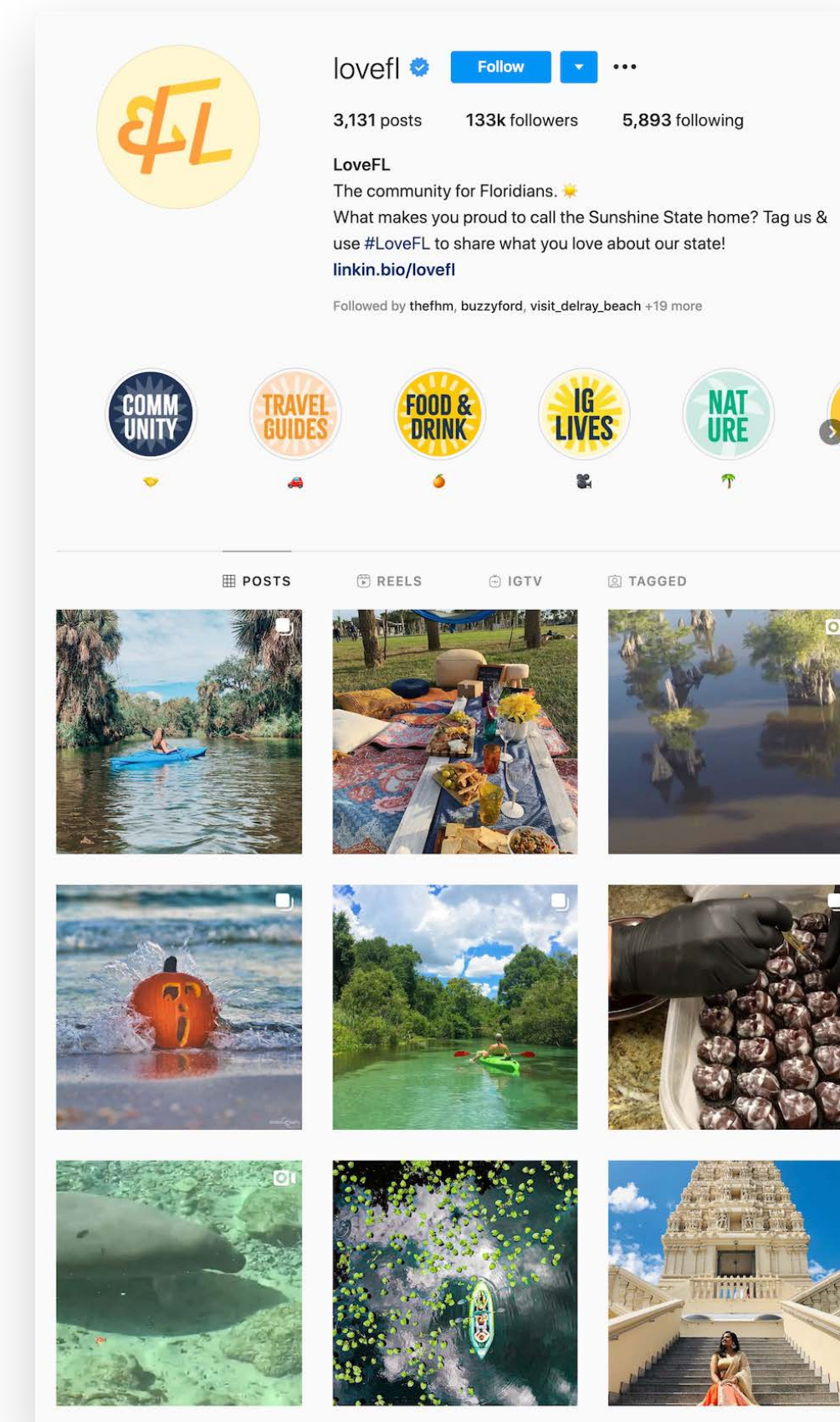
Two Instagram accounts, two purposes

With a greater focus on marketing to locals, many DMOs have come up against the challenge of how to speak to two audiences this year — their residents and their travelers.

VISIT FLORIDA has come up with a creative way to cater to both locals and tourists: two separate Instagram accounts.

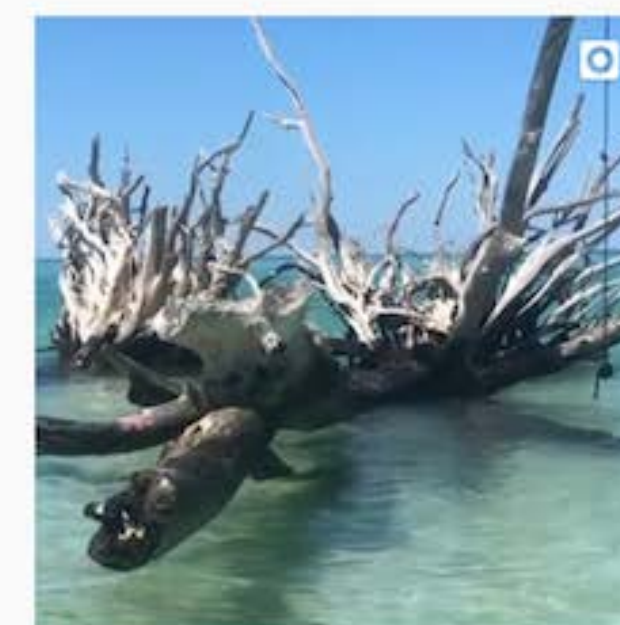
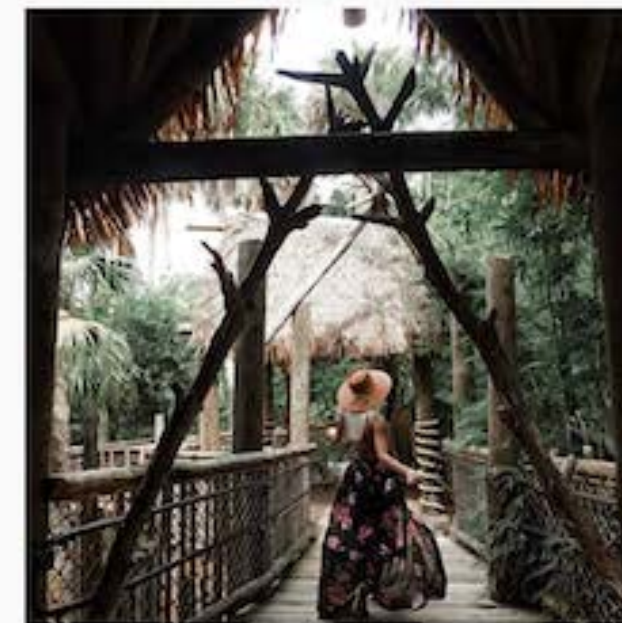
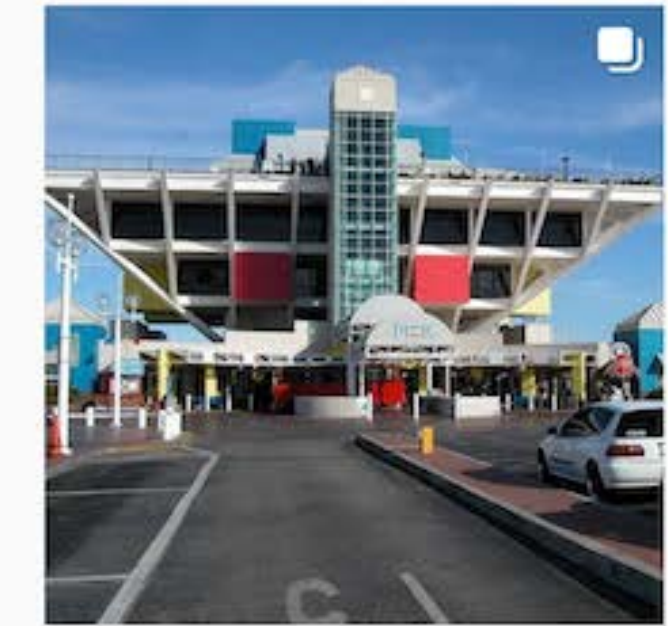
One account, called lovefl, caters to Florida residents exploring the state. They position the account as “the community for Floridians”. They also launched a Love FL site featuring a custom CSS gallery of user-generated content focusing on local, intrastate travel.

There are images promoting experiences and attractions around the state, helping VISIT FLORIDA market its partners to a local audience.



Their main account, VISIT FLORIDA, focuses on out-of-state visitors, boasting an audience of almost 400K. VISIT FLORIDA uses CrowdRiff to source and get the rights to visuals for both accounts through CrowdRiff.

Moving into 2021, it's no secret that locals will play a critical part in recovery. The dual Instagram account strategy signals that VISIT FLORIDA is thinking about locals as part of their long-term recovery strategy and beyond. Static call-outs in your social media posts, using real-time UGC to show experiences through the eyes of locals, and promoting health and safety guidelines are all ways to balance local and visitor messaging in the coming year.



UGC marketing ideas for targeting locals

A year-long stay-cation campaign

‘Stay Home Year’ asks residents to vacation at home

With the restrictions this year, the best way for DMOs to generate income for the tourism industry was to stay close to home. Newfoundland and Labrador Tourism’s ‘Stay Home Year’ appealed to residents’ desire for unique travel experiences while supporting the industry and local tourism operators.

The multichannel campaign included a series of television spots, a radio series called ‘Reasons to Stay,’ digital display ads showcasing local operators, social ads, branded social content, a campaign toolkit for partners, influencer partnerships with local

bloggers, and a website — StayHomeYear.ca — chock-full of travel suggestions and offers for residents to book.

The website also features a CrowdRiff gallery with stunning UGC images. By encouraging people to share their experiences using #StayHomeYear2020, Newfoundland and Labrador Tourism filled their content library with relevant UGC to use both throughout the campaign and in the future. The gallery also provided relevant, trustworthy trip inspiration for locals.



Newfoundland and Labrador Tourism also relied on CrowdRiff to get rights to visuals for the campaign that they posted organically on social media to their 150k+ followers.

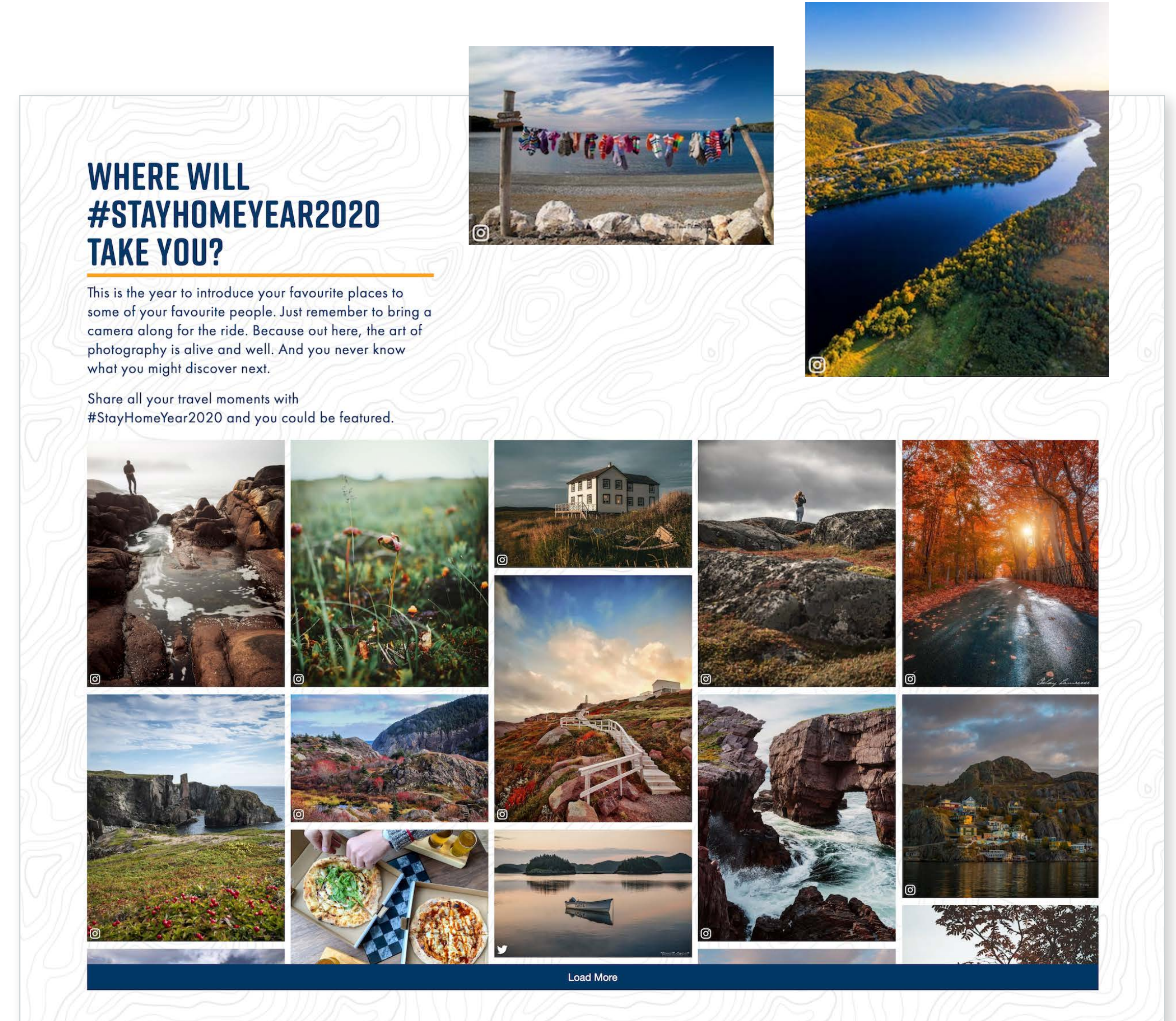
StayHomeYear.ca generated almost 50,000 visits, 26,539 clicks on plan & book icons, and 9,040 clicks on featured pages. **This means nearly 60% of visitors clicked on summer travel planning information.**

On NewfoundlandLabrador.com, year-over-year activity from residents also increased, with 37% more traffic from them, 65% more business listing page views, and 38% more operator referrals.

“The UGC portion of the Stay Home Year campaign simultaneously inspired residents and encouraged them to share their experiences, allowing engaged users to show pride in Newfoundland and Labrador. This helped rekindle their love of home, support the industry, and promote local tourism operators.”

Laurie Dempster

Digital Lead, Newfoundland and Labrador Tourism



Promote lesser-known attractions & eats

So here's the story from A to Z...

This year, DMOs have done some serious thinking around what role they can play not just to bring visitors to their destination, but to support locals and local businesses.

Visit Greenville came up with a creative idea to promote lesser-known attractions and food spots to residents, using the alphabet as a tour guide.

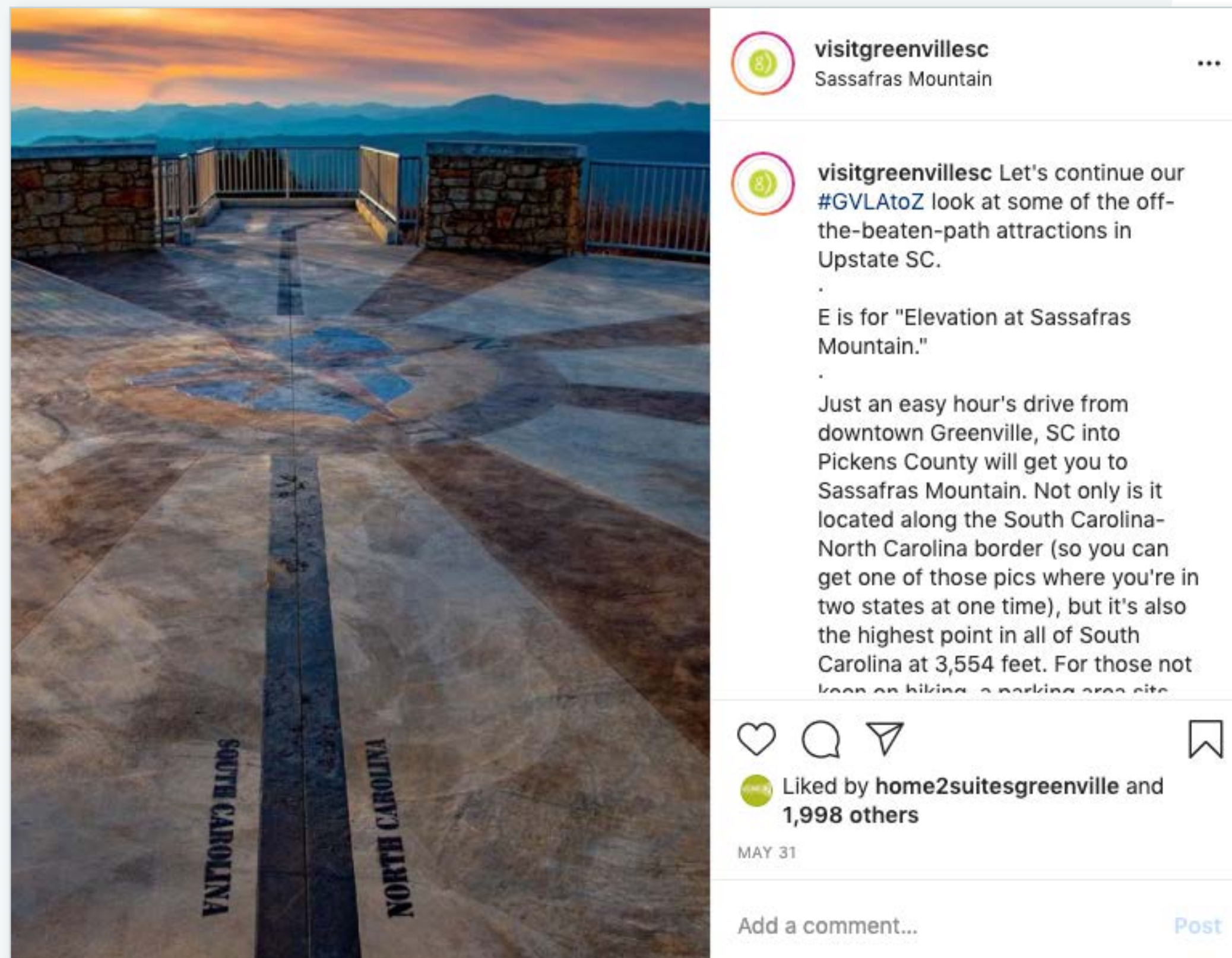
Each series ran concurrently between May - August 2020 and provided 15 straight weeks of content consisting of four social

posts per week during a time when content opportunities were thin during the early stages of the pandemic.

They also created dedicated web pages for each topic so website visitors could benefit from the content living in one place. Jay Adams, the Social Media Manager at Visit Greenville, says that the campaign was a huge success.

“Anecdotally, what really stood out during the campaign was the number of comments we received from locals who learned something new about where they live, with the best being a woman who wrote, ‘I have lived in the Greenville area for 30 years and never knew about this.’”





“When we’re serving our locals while targeting our potential visitors, that’s a big win across the board,” he adds.

The full campaign earned nearly 1 million impressions and 34,000 engagements, with the attractions series accounting for 60% of the earned metrics.

“The need for a wide array of photo choices that would cover the breadth of our 26 letter representatives in our A-to-Z series was one only CrowdRiff could fulfill for us. What would have taken us days using Instagram’s search abilities took us a matter of hours with CrowdRiff. The time we saved in searching for images that would fit the style of writing we implemented allowed us to be efficient in our overall process and more focused on the fun, creative writing — an element that, when paired with the perfect image, really made the series come to life.”

Jay Adams

Social Media Manager, Visit Greenville

Local listicles

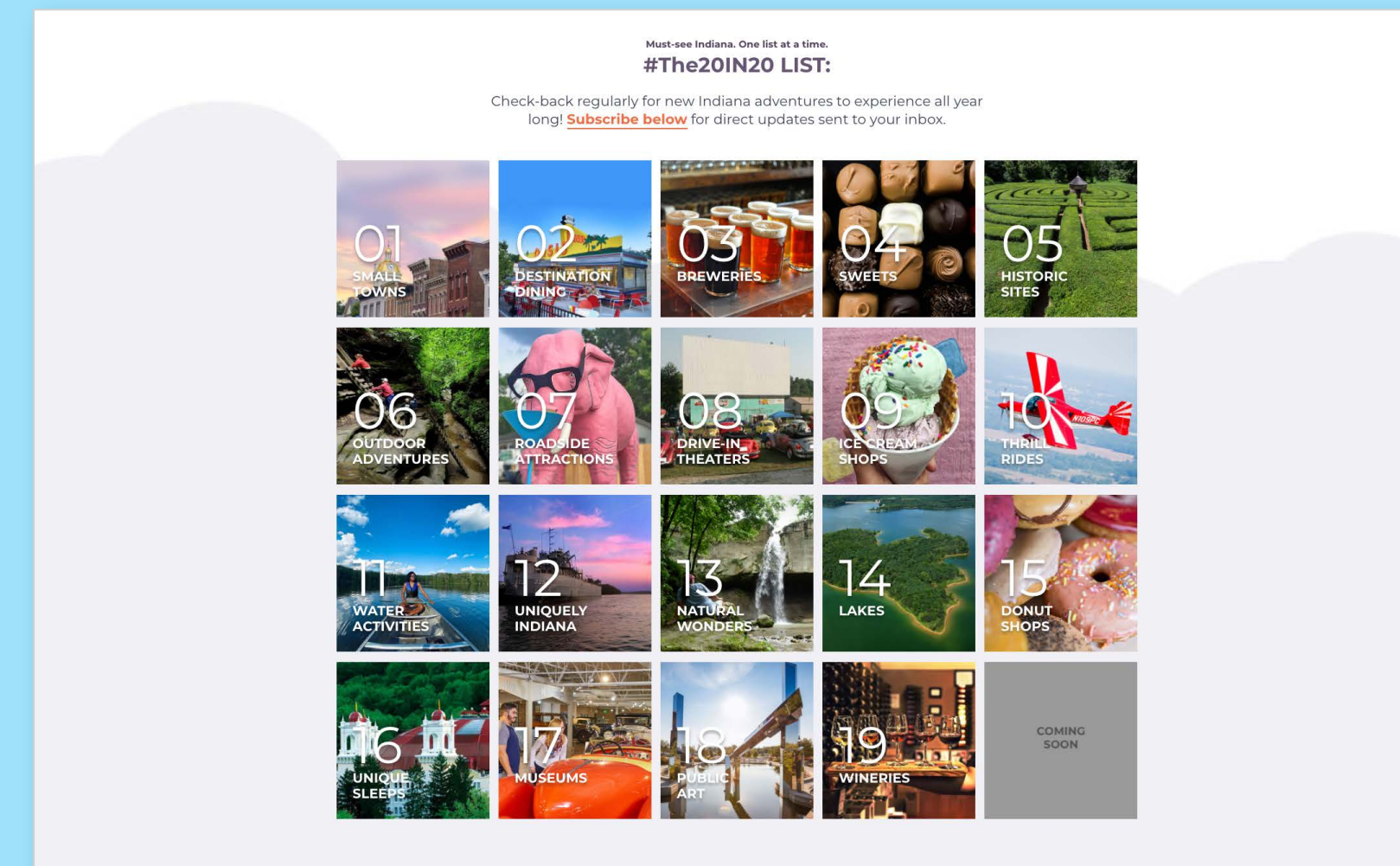
‘20 IN 20’ shows off what makes Indiana unique

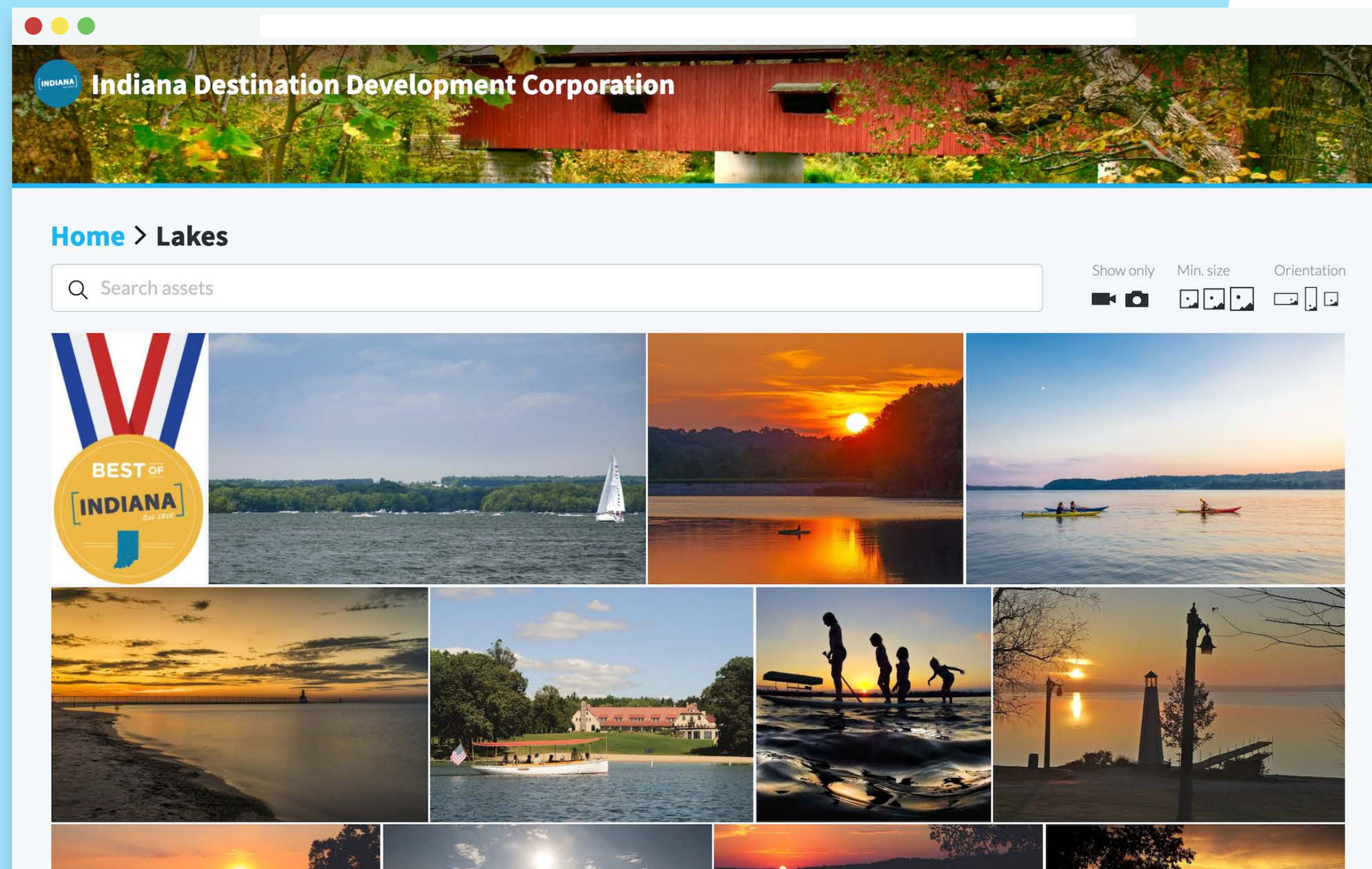
Earlier this year, **Visit Indiana** unveiled its ultimate travel experience called The 20 IN 20. The idea was to reveal 20 lists of 20 must-see, must-do Indiana experiences, one at a time, all year long.

One list celebrated small towns and communities, while another highlighted unique dining options, and another listed thrill rides.

The state DMO dedicated a microsite to the campaign. Visitors could sign up for an email alert to know when the next list was going to be revealed. They also encouraged people to post photos on Instagram of their adventures using #The20IN20 for a chance to win a giveaway. They drew 20 winners every other month who were in line to win unique merch items.

For each list, the team used CrowdRiff Galleries, as well as Media Hub Folders to share content with journalists, bloggers and influencers. The campaign was also built on sharing social content, the majority of which came from UGC, says Kyle Johnson, the Digital Communications Specialist at Visit Indiana.





The campaign was originally geared towards travelers, but shifted to focus closer to home.

As of October, the campaign surpassed 8.2 million impressions and generated over 435,000 page views. The numbers will continue to grow until the end of the year.

Creating listicles or regular content programming is a great way to drive repeat traffic to your website while also raising the profile of local businesses.

“We had to adjust quite a bit from our original plans due to the pandemic, as you’d expect, but it has still been a huge success.”

Kyle Johnson,
Digital Communications Specialist, Visit Indiana

A local music video

Gathering 500 rights-approved photos in two weeks

What better way to market to locals than to get them excited about their own city?

Every year, **Visit Mesa** puts together an annual music video to promote the city. This year, they decided that they wanted the content to come from locals. In previous years, they relied on actors, and professional photographers and videographers.

“We knew that we needed to do something that was a love letter to Mesa,” says Kate Eckstein, the Digital Strategist at Visit Mesa. “While we still market to visitors, we couldn’t be here without locals.”



They created a photo-sharing contest asking residents to create and submit UGC content on why they loved Mesa and what they liked to do there. The best UGC would then be featured in the music video, “For the Love of Mesa,” which premiered during National Travel and Tourism Week.



To gather the content easily, Visit Mesa used CrowdRiff's Collector which helps DMOs get high-quality, rights-approved visuals from the community into their CrowdRiff library.

Eckstein says that what really helped drive engagement to the contest page was their steering committee, composed of 15 local influencers. Visit Mesa's marketing has traditionally been geared towards visitors. So, partnering with the local steering committee was an easy way to get their destination brand in front of locals.

Their goal was to capture 200 photos, but they blew through it, collecting almost 500 photos in two weeks.

“Using Collector was a no-brainer once we realized how we were going to create the music video. It was very straightforward. We were not only able to get great content for this project, but we were able to get content for future use too.”

Kate Eckstein,
Digital Strategist at Visit Mesa

A blog series for local partners

The perfect weekend in Stevens Point

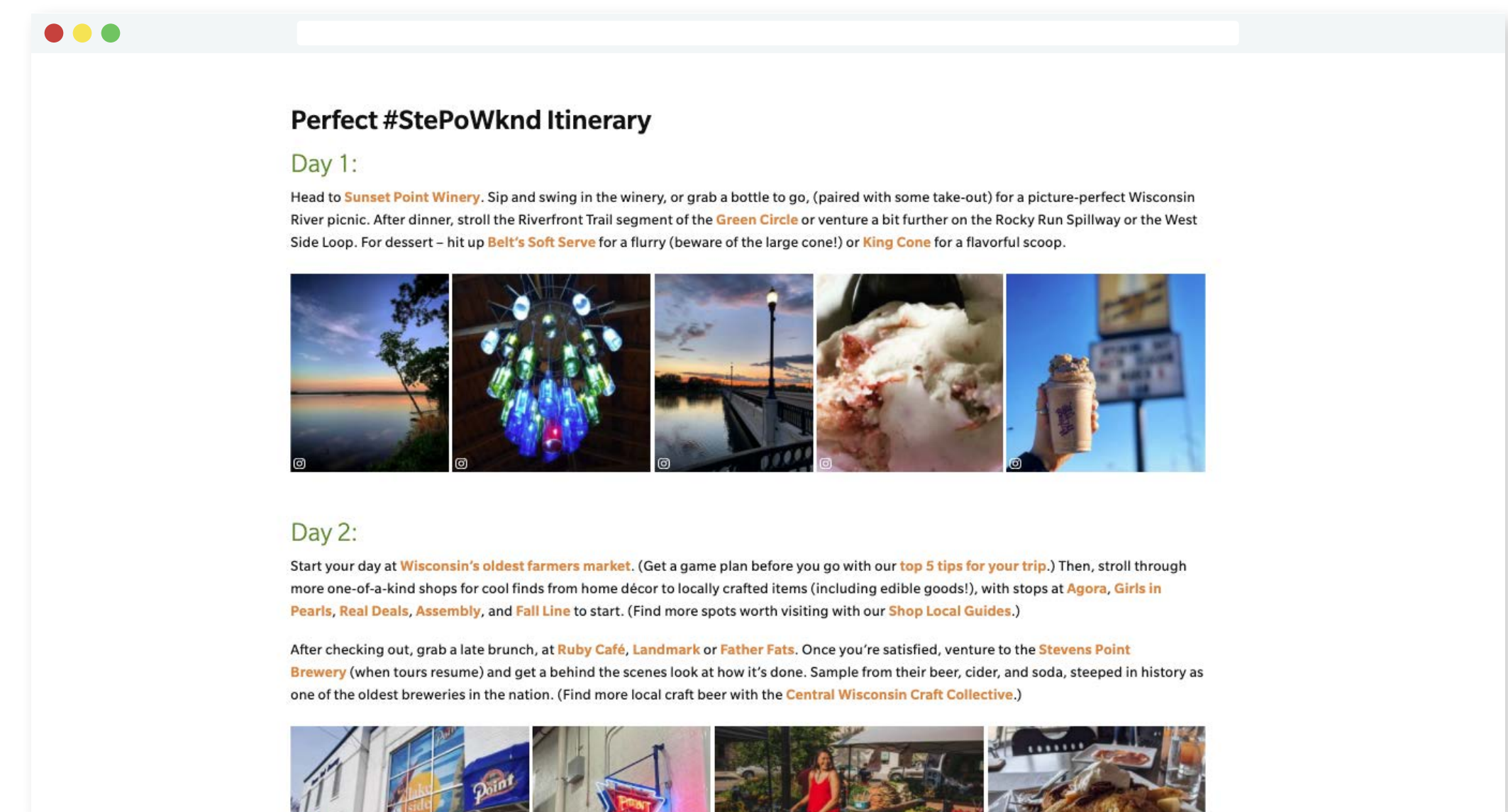
To celebrate National Travel & Tourism Week this year, **Stevens Point Area Convention & Visitors Bureau** headed online. As part of the week-long celebration, they asked their Instagram and Facebook communities to vote for their favorite things to do for a perfect #StePoWknd.

They put together the results, crafted a weekend itinerary using UGC from the places mentioned, and published the itinerary on their blog.

The blog is part of a larger series of posts that shine a light on their partners, highlighting different activities and regions. Melissa

Sabel, the Director of Marketing at Stevens Point Area CVB, says that UGC brought more depth to the story than just stock or commissioned images.

From print publications to its visitors guide and website, Stevens Point CVB uses UGC every way that they can. Since the DMO went through a rebranding process, UGC has become a central tenet of their marketing.



Perfect #StePoWknd Showdown Results

First up, we focused on favorite sips. Bloody Mary took a strong lead over Mimosa. Craft Cocktails practically tied with Wine, and Barrel-aged Beer took a (very!) narrow margin over Hoppy (thank goodness there are so many more styles worth sipping!).



Next, we shifted to food. Late Brunch and cheese curds both took a commanding lead to win hands down over early breakfast and a cheese board (though, we are pretty sure we've never seen anyone turn down cheese in any form!). When it came to dining spots, alfresco spots with water views reigned supreme over patio views. For dessert, more of you opted for a cool scoop over a tasty slice for dessert.



“We really wanted to leverage UGC to tell a more authentic story. We look at ourselves as storytellers for the destination. We can get photographers to take photos, but there is some level of authenticity and transparency that’s coming through images of people enjoying the destination on their own.”

Melissa Sabel

Director of Marketing, Stevens Point Area CVB

Sabel says that the UGC will be useful as they move from local audiences to travelers looking for nearby adventures and road trip suggestions.

We love this idea because it’s both budget and time-friendly — instead of taking hours to write a lengthy blog, the images do the talking. It’s also an SEO win. When locals or visitors are searching for activities to do during COVID-19 in Stevens Point, they’re much more likely to click on the post versus a more general article on things to do in the area.

A UGC-powered social media takeover

Visit Albuquerque tapped into locals to promote the city

Many DMOs are focused on finding new content to keep their social media channels and website fresh and relevant right now and into 2021. One way to do this is simply to ask your audience for help.

Visit Albuquerque tapped into their local community to build a library of photos, which they used to promote under-the-radar things to do around the city.



They encouraged locals to share COVID-19 safe staycation photos so they could feature them on their Instagram Story for a takeover. People had the option to swipe up and upload their images via CrowdRiff Collector. They even created an Instagram Story template so people could tag their favorite businesses!

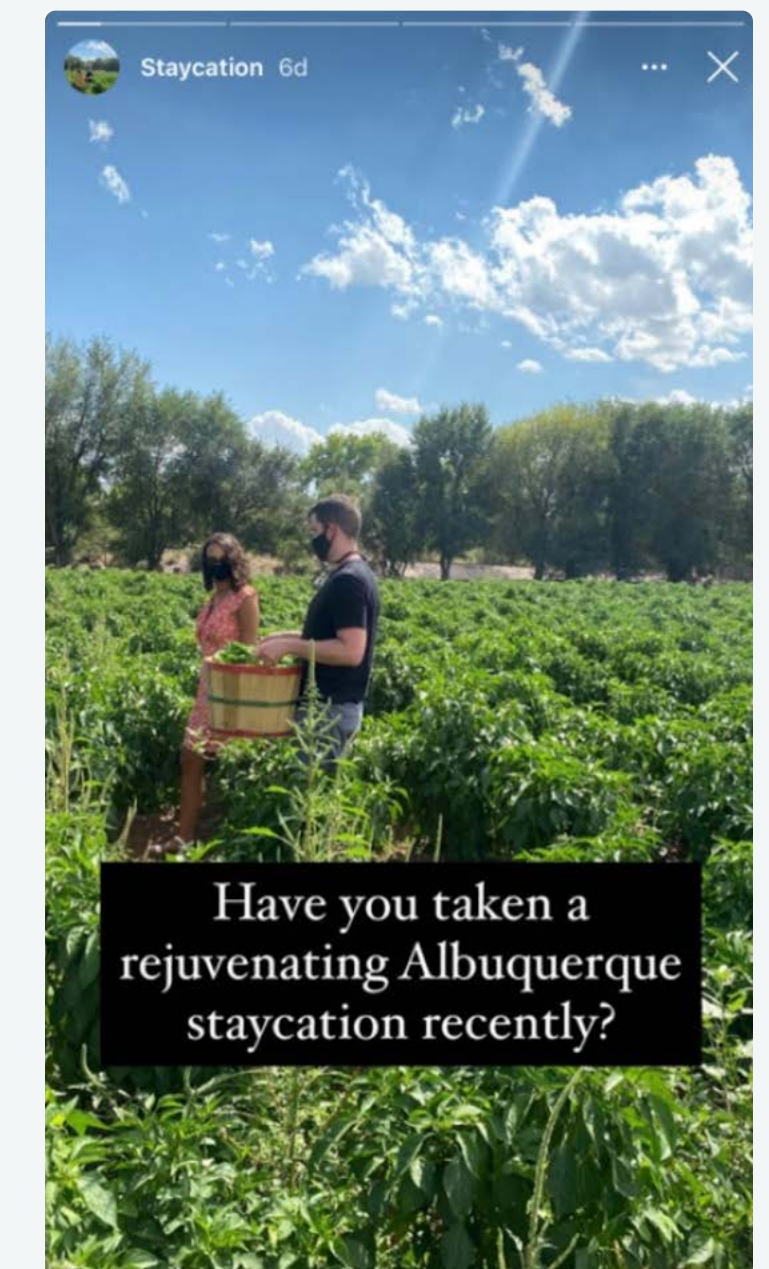
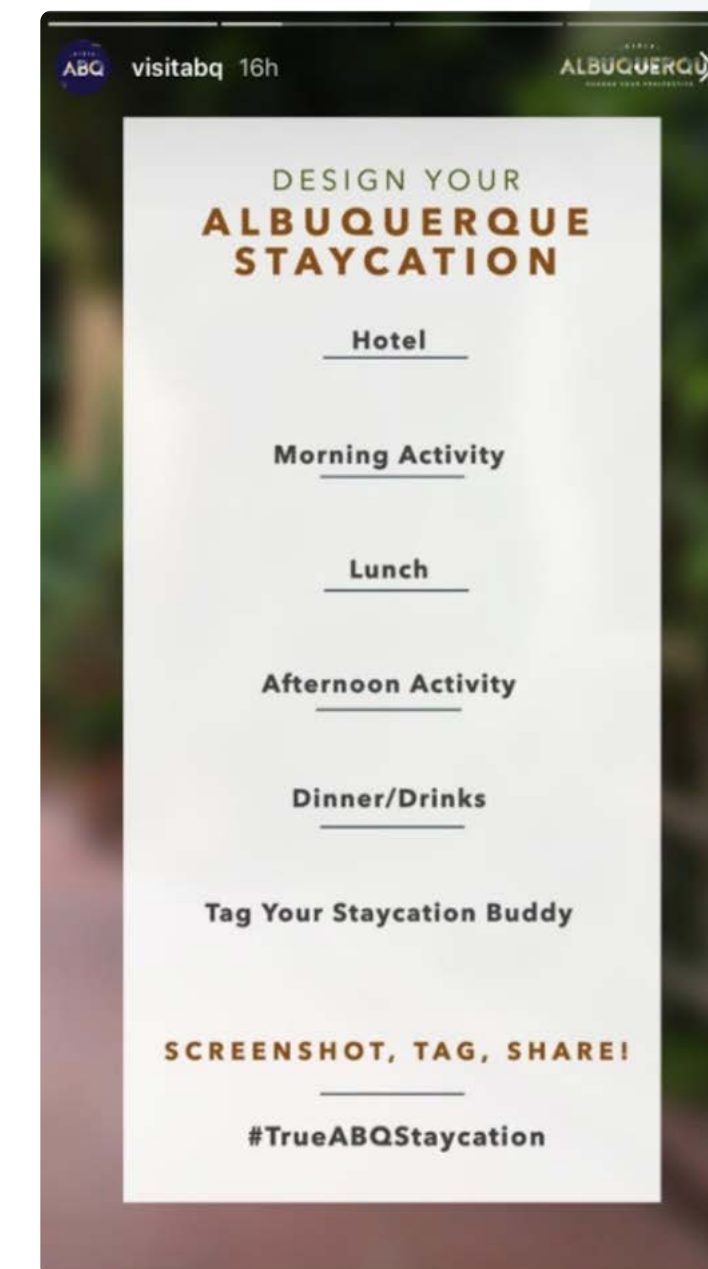
They promoted the call-out for uploads on Instagram, Facebook and Twitter. “The goal was to create a more real-feeling, authentic perspective surrounding the staycation idea in hopes that the idea would feel more enticing to see in action via Instagram Story,” says Tracy Cox, the Social Media and Content Specialist at Visit Albuquerque. On the final slide, they linked to their Staycations page on the website where New Mexico residents could plan their staycation directly.

The response was enthusiastic. “Our DMs were filled with people's positive reactions, and even various questions about the local businesses. The story was viewed by roughly 3,000 viewers, created roughly 3,500 impressions and highlighted 8 local businesses and a handful of activities that are unique to our city,” says Cox.

“UGC creates a raw, more relatable perspective for our audience that we would otherwise have been unable to create. Witnessing a staycation through the eyes of someone who actually enjoyed one themselves is an advocacy of its own league. Especially in the current COVID era, seeing others finding ways to enjoy themselves and explore in a safe way is contagious and inspires hope.”

Tracy Cox

Social Media and Content Specialist, Visit Albuquerque



Use ambassadors to amplify your message

#ExploreSask encouraged residents to rediscover the province

In the COVID-19 era of tourism, local ambassadors provide a unique opportunity to market the city to locals.

Tourism Saskatchewan started their #ExploreSask campaign to encourage residents and future visitors to explore lesser-known regions around the province.

Content Coordination Specialist Jenelle Jakobsen reached out to nontraditional influencers and people who lived in the community

and had a fair number of followers. She gave the ambassadors different themes to work with, with an underlying message of embracing change.

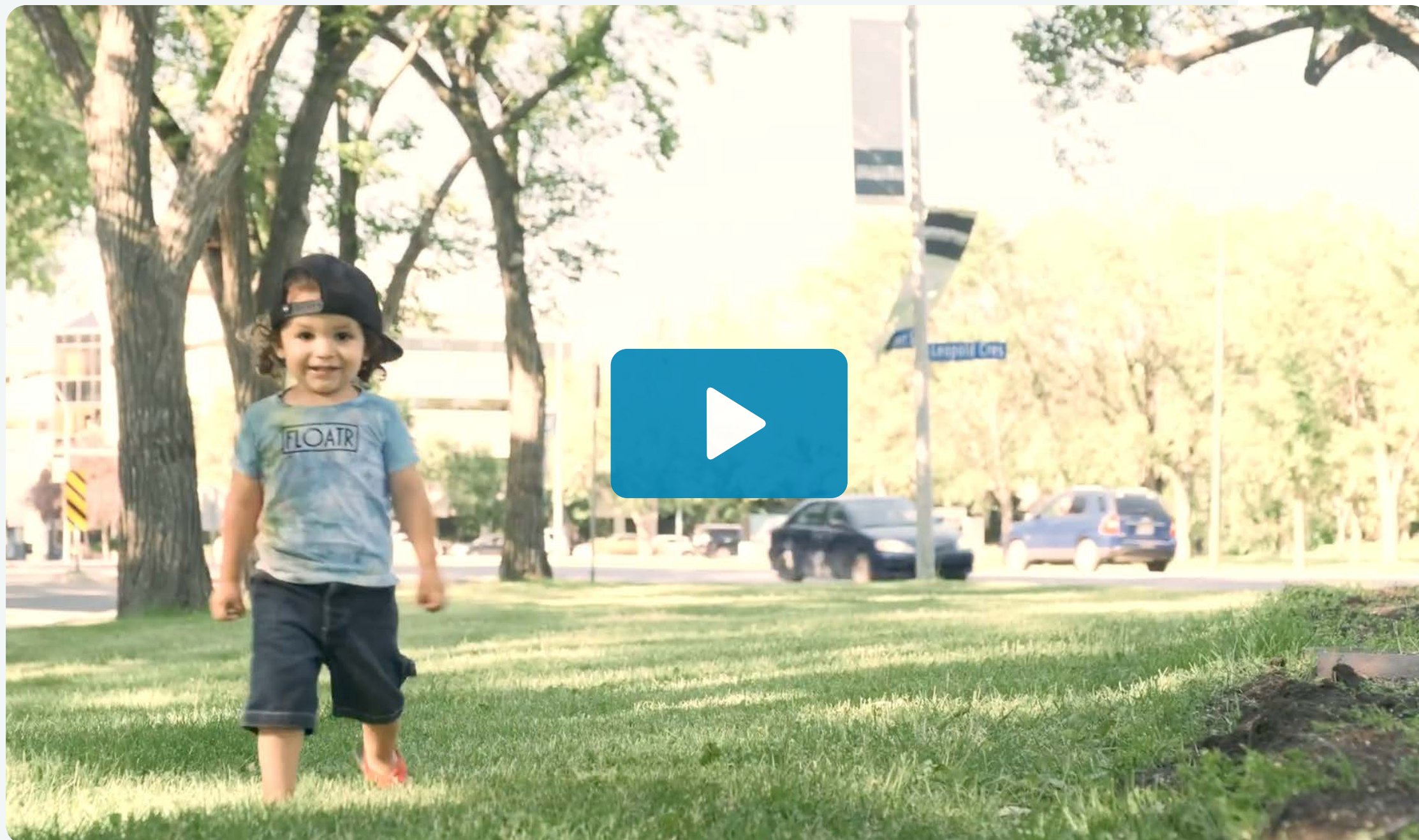
Jakobsen also uses CrowdRiff to discover new ambassadors, like this mini-wanderer. She worked with him and his mom to create a story about discovering roadside attractions.

"I go through my CrowdRiff feed, and I've started to create folders of people I notice who are doing interesting content and showcasing it well visually," she says.



#ExploreSask





Tourism Saskatchewan relied on CrowdRiff Collector to gather imagery from the ambassadors, which they then share in blog posts using CrowdRiff Galleries.

Other than their blog, the DMO is sharing these stories on their YouTube channel to get the word out.

Since the province isn't spending on advertising, they were able to pay the influencers for gas money and their time. This is something Jakobsen says she loves not only because it supports local creators like musicians who can't tour right now, but because it adds more diverse voices to their marketing.

A UGC video to help foster community pride

Explore Georgia from Home

With the global pandemic halting travel, **Explore Georgia** like many other DMOs, had to evolve their communications strategy to respond to travelers' needs for health and safety information, while also engaging with potential visitors and providing inspiration for future travelers.

Their first step was to pause and listen. In the beginning, they halted all paid promotion and engaged with their audience on social media, listening to their questions, concerns and hopes about travel. This, along with traveler sentiment research and

outreach to industry partners, helped them reshape and evolve their strategy.

They also created the Explore Georgia From Home campaign. This involved inspirational content to engage and inspire visitors with virtual experiences, moments of zen, playlists, Zoom backgrounds, coloring pages, digital puzzles, games and motivational videos like You Are on Georgia's Mind. Much like their previous 'Invitation to Explore' campaign, UGC sourced through CrowdRiff was at the core of the creative imagery for the campaign, including social media and email.

They created a video to highlight the ways the tourism community was helping local communities. This feel-good piece, "You Are on Georgia's Mind," included a video and article using content sourced from CrowdRiff. The video helped shine a light on all the good happening in Georgia, and increased positive social sentiment about Georgia during this time.

“Having the ability to source quality content and get the rights so quickly was one of the main reasons the Explore Georgia From Home campaign was so successful. With UGC we are able to speak through the eyes of our visitors and CrowdRiff is the tool that allows us to do this. We wouldn’t be able to tell Georgia’s story without it!”

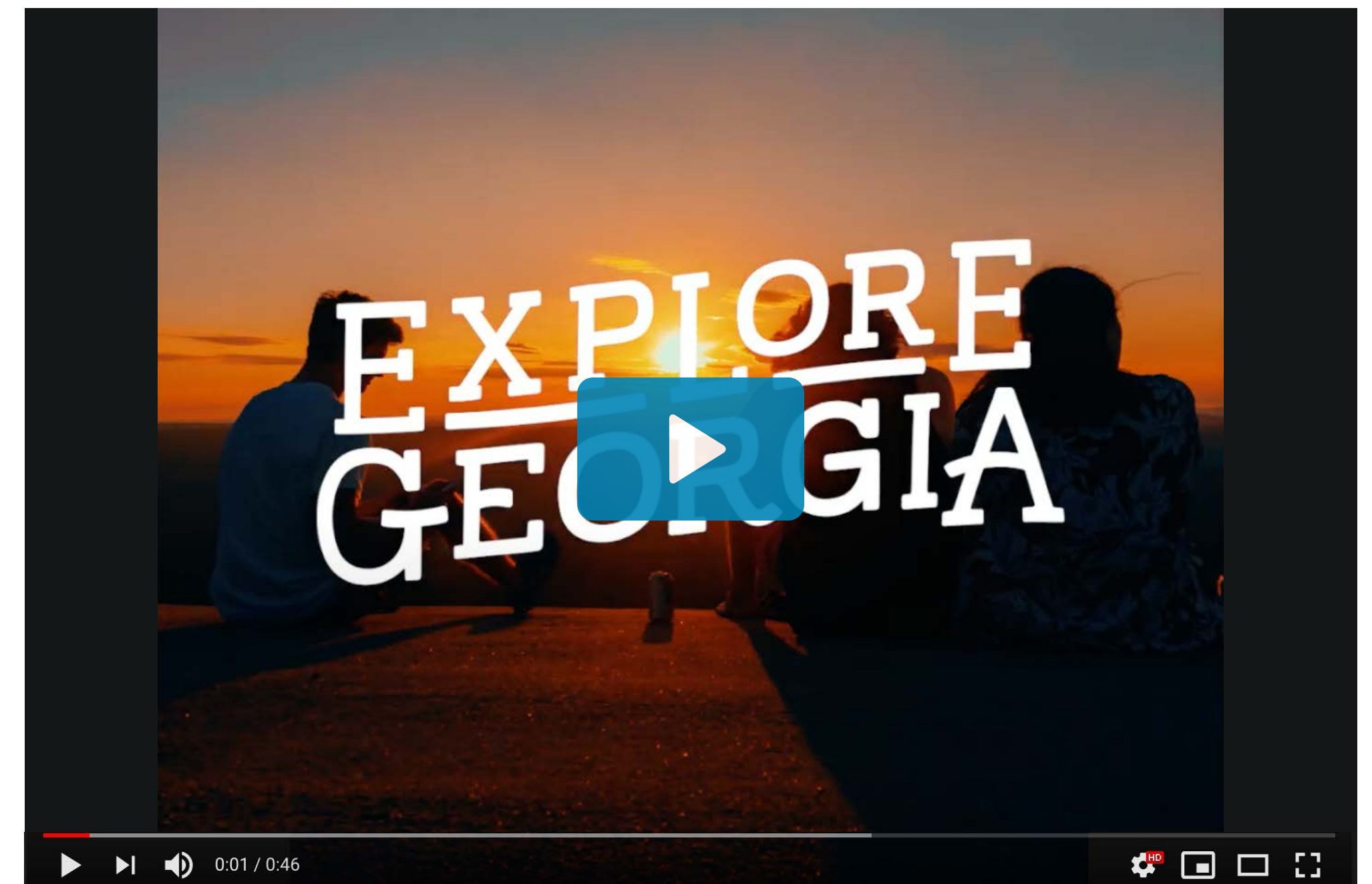
Parker Whidby

Social Media Manager, Explore Georgia

The campaign ran from mid-March to mid-May and helped increase time on site by 6% and decrease bounce rate by 8%, indicating that ExploreGeorgia.org was providing valuable content to site visitors.

Whidby also says on social they saw significantly more engagement with Explore Georgia’s posts compared to competitors’. On Facebook, their posts had an average of 703 engagements compared to 590 for their competitors. “On Instagram, our success was even more evident, with a total of 109,586 engagements compared to 53,744 for competitors.”

“Our audience growth on Facebook was approximately double that of competing destinations: Explore Georgia grew by .22%, while competitors on average grew by .12%,” he adds.



UGC marketing ideas for targeting visitors

A virtual, multi-stop FAM

Tempe Tourism generated some serious earned media

In the age of COVID-19, traditional familiarization trips (FAMs) aren't viable as a way to showcase your destination to the media and key travel audiences. Though, one DMO has found a way to make this idea digital.

Tempe Tourism put together a virtual, multi-stop FAM with the goal of staying top of mind with future visitors and influencers.

The team hosted the 1-hour virtual event using Zoom, starting with an introduction to Tempe. The attendees — 13 travel bloggers who Tempe Tourism identified as potential visitors — learned about

the city through a series of UGC photos. They then “stopped” at a brewing company, a local artist's studio, and a new hotel in Tempe. Business owners dialed into Zoom at specific times, so they only spent 10-15 minutes at each location.

They sent the bloggers swag bags prior to the tour, with items like sample beers from the brewery, a visitor's guide from Tempe Tourism, and even a postcard including the businesses' social media handles.



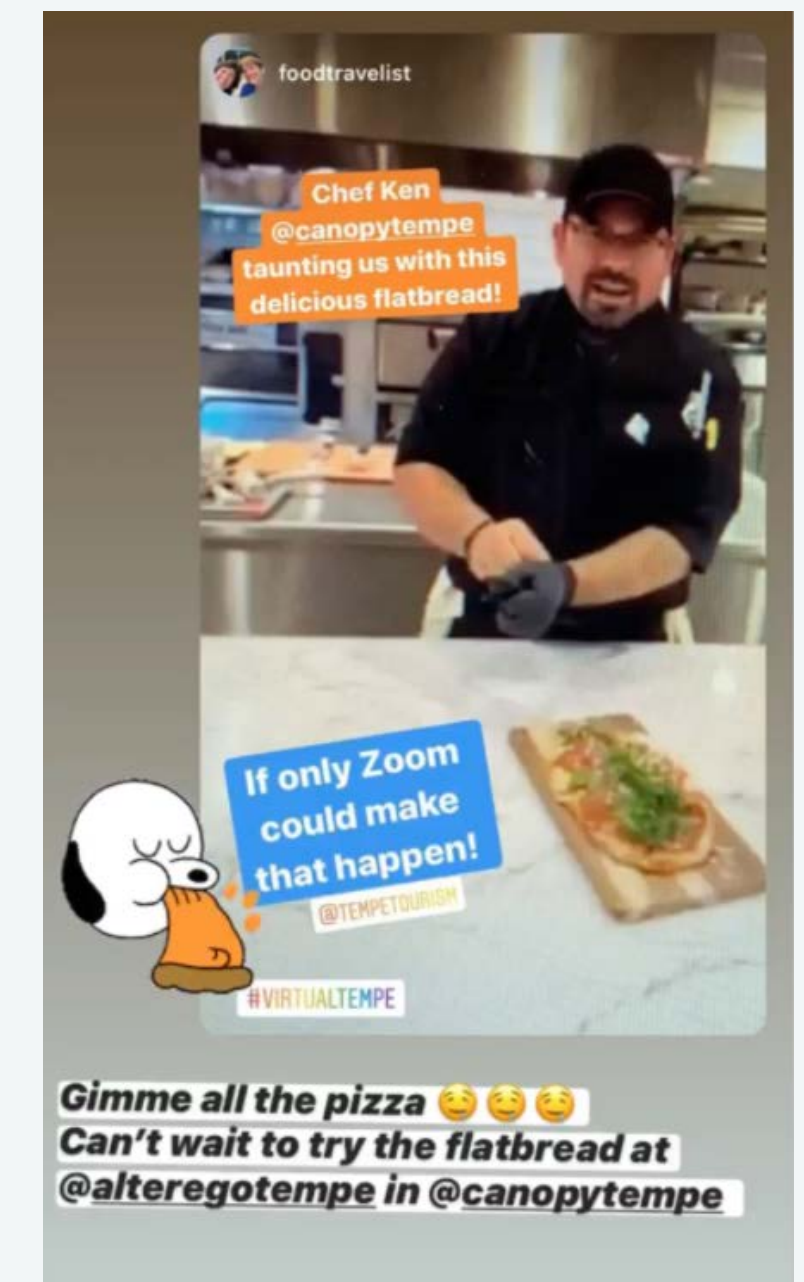
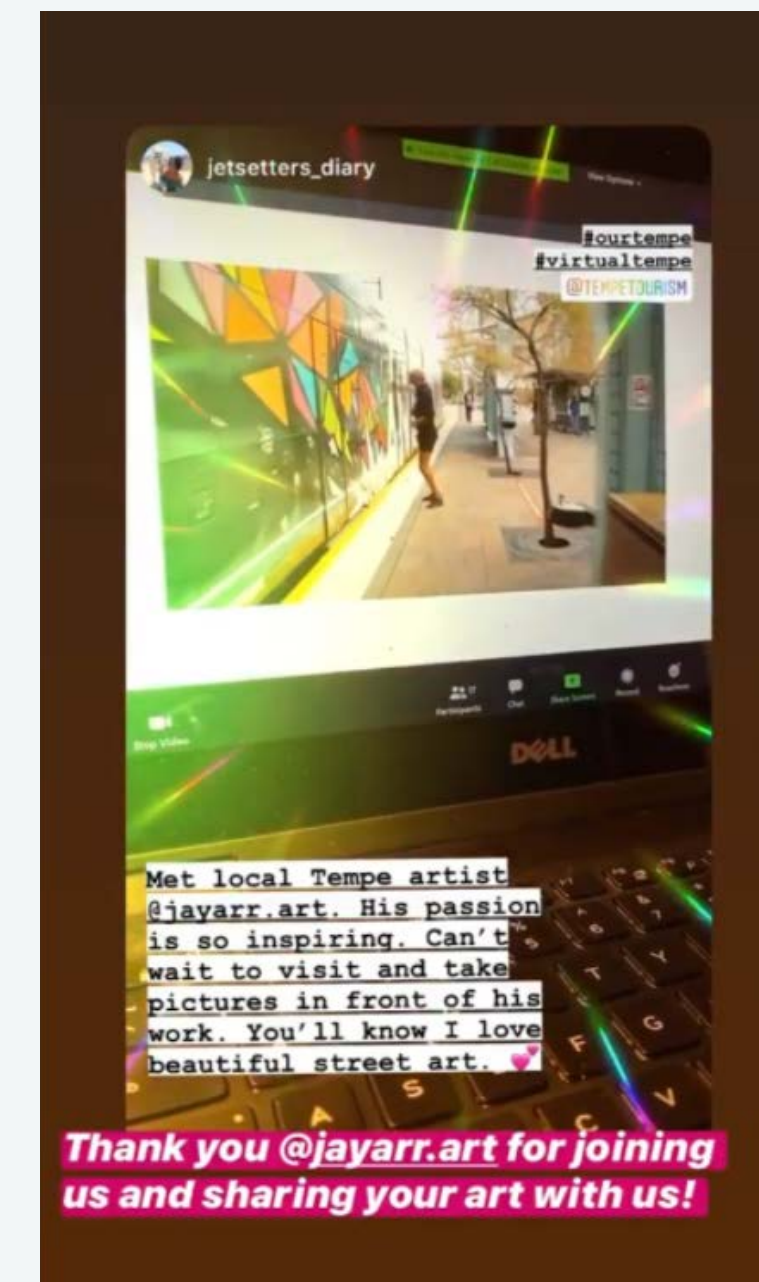
The idea was a huge success, generating a ton of earned media, including a reach of almost 220,000, 28 posts across Facebook, Instagram, Twitter, and Pinterest, 7 articles, and 119 Instagram Stories.

For DMOs looking to run a similar experience, Rachel Semik and Toni Smith, the brains behind the operation, have some advice: give yourself a runway of 4-6 weeks, use equipment you have on hand, and choose partners who are comfortable with Zoom and can captivate an audience.

“We focused on imagery that showcased our city in the best light. People want to know what our destination looks like. Sometimes they don’t want that commercial lens on it. We really wanted to show the true flair of Tempe.”

Rachel Semik

Content Strategist, Tempe Tourism Office



Create a travel recovery guide

Using UGC to advocate for responsible tourism

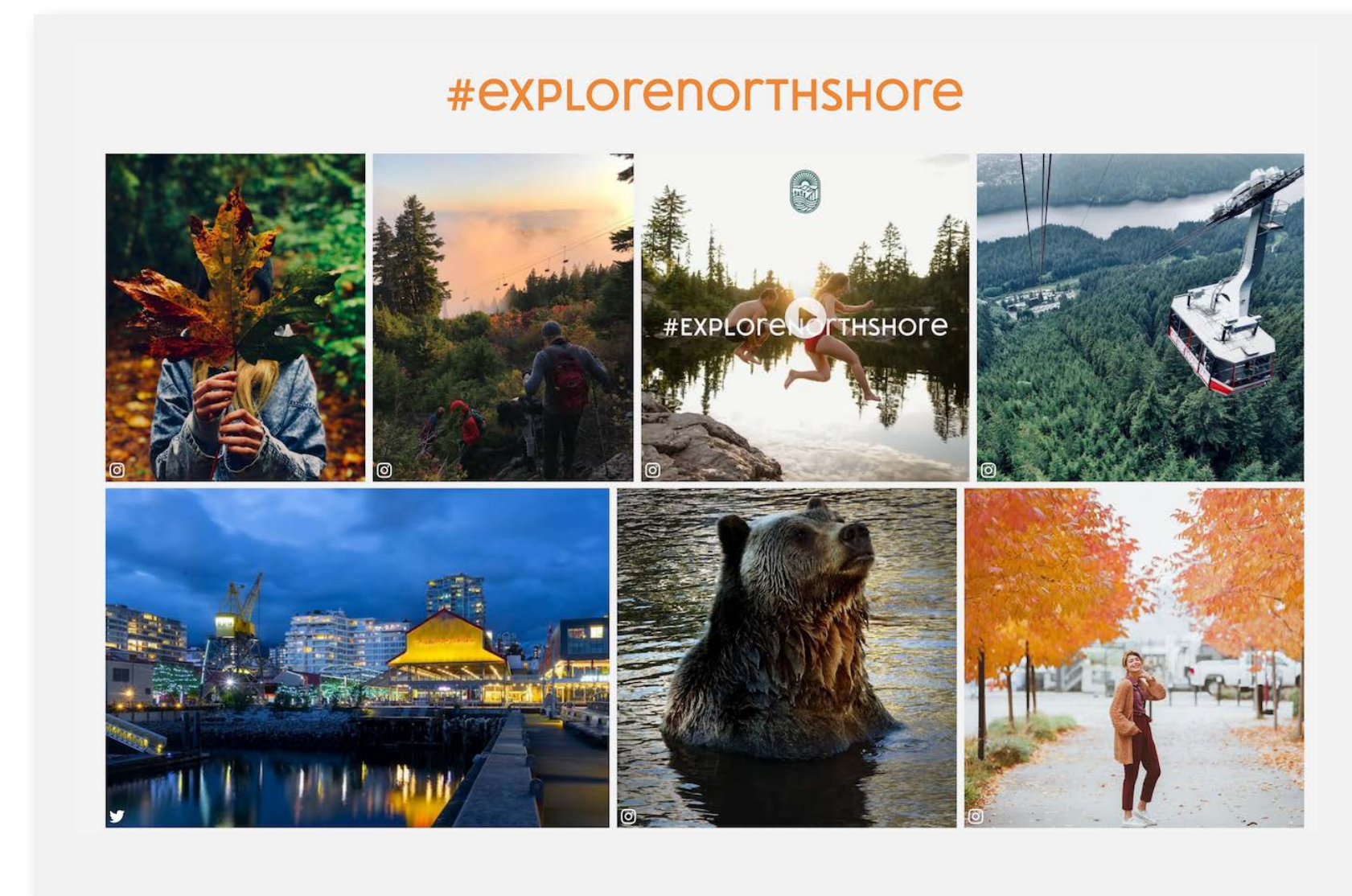
Many destinations have started to accept travelers from other regions. **Vancouver's North Shore Tourism** used UGC to promote responsible travel and stimulate the tourism economy.

They put together a travel recovery guide — a highly visual page based on different kinds of interests and itineraries. The guide features one, two, and three-day itineraries, outdoor and socially distant activities, and attractions and dining options.

“Creating a travel guide page for recovery was essential for us to echo our stakeholders' words as they reopened,” says Anisa

Musmary, Digital Marketing Manager at Vancouver's North Shore Tourism Association. “It helped to spread the word that Vancouver's North Shore was ready for respectful local visitors to travel safely to the destination again.”

They used CrowdRiff to source the UGC in the guide, share the content via Galleries, and drive traffic to partners using calls to action on the visuals. They also used Google Locations so residents and travelers can see the most up-to-date hours for each business listed.



Musmary says the travel guide has become the first-stop page for any visitor looking to travel to the North Shore with suggestions of socially distant and outdoor things to do as well as guidelines on how to be a responsible traveler during these times.

"Using CrowdRiff UGC galleries as our guide allowed us to share posts directly from attractions and activity providers as they reopened so potential visitors could easily see what was open again, how to book or reserve, and what safety plans were in place for their visit."

Anisa Musmary

Digital Marketing Manager,
Vancouver's North Shore Tourism Association



**we've
missed you!
come back
soon!**

As the COVID-19 curve flattens in British Columbia, we are excited to see our attractions and businesses reopen for our community! Phase 3 means that responsible travel in British Columbia outside of your own community is now approved, and you can plan and book now with flexible cancellation and refund policies from our accommodation providers. Start planning your next trip to Vancouver's North Shore with our guide below.

Please refer to the [Destination BC COVID-19 Update page](#) for the most up-to-date information on travelling in BC.

WHAT WE ARE DOING TO PROTECT YOU DURING YOUR VISIT:

- Accommodations, attractions, restaurants and stores are all implementing provincially approved guidelines for cleaning and physical distancing to keep you safe.
- Activity providers have created additional safety measures as well as implementing provincially approved physical distancing guidelines.
- Due to limited space, modified group sizes, and timed visits, please call ahead of your visit to see if you need to reserve your timeslots or bring additional items such as masks ahead of your trip.

WHAT WE ASK YOU TO DO TO KEEP OUR LOCALS SAFE:

- If anyone in your group has been feeling unwell or had flu-like symptoms for the past week. Reschedule your trip.
- Reserve your activities in advance to allow our accommodations, attractions, and activity providers to prepare for your visit.
- Bring your own personal protective equipment such as hand sanitizer and masks.
- Help keep first responders safe by being [AdventureSmart](#). Plan ahead for your trip into our nature, be prepared, respect the wild, physically distance from others, and if you are looking to try a new activity – take a tour or book a lesson with an experienced professional.
- The Quarry Rock trail is closed for the summer season. Try a new, less-known [trail](#) this summer!
- [Leave no trace](#). Pack out what you pack in and dispose of your waste properly, in particular your masks and gloves.
- Be patient and kind. Our locals are [Nice By Nature](#). They are doing everything possible to welcome you safely this summer. Check ins and preparations may take slightly longer than usual, so account for that in your plans.
- Support local businesses. We are eager to welcome you back and your support is more needed than ever!

Market your reopening

Experiencing San Francisco safely

On September 30, **San Francisco** officially opened its doors to travelers again. To promote the reopening, **SF Travel** launched their “Our Gate is Open” campaign.

They created a video that shared an uplifting message about what made the city unique and included several celebrities. They conducted the interviews over Zoom and sent a cameraperson for setup.



The team has been using Collector to get specific assets from their partners, adding a link in their newsletter for partners to upload content. They use the images across their marketing, including the reopening campaign.

For instance, they put together a blog post promoting the Mt. Diablo Region and created a link for each region to share the images they wanted featured.

They also created a landing page, ourgateisopen.com, that includes a toolkit where partners can download assets to feature on their own channels and with specific messaging in support of the campaign.



Stay in Pleasant Hill - "at the centre of everything"



We're all for adventure here. Located at the center of everything, with easy access from the north or south via train, car or plane, escape the city life and visit **Pleasant Hill** which is surrounded by some of the Bay area's best attractions.


Offering a variety of lodgings, you can choose to stay at one of our upper scale accommodations such as **Courtyard by Marriot**, **Homewood Suites by Hilton**, **Hyatt House** or **Residence Inn by Marriott**, and, for the midscale hotels, to suit every budget, try **Pleasant Hill Inn**, **Extended Stay America** or Sun Valley Inn.

Pleasant Hill, CA, USA

Tue, Nov 3 — Wed, Nov 4

2 adults · 0 children

Search



The team stressed that without CrowdRiff, they would not have been able to source the images used in the campaign for their reopening.

Reopening campaigns help raise awareness for new businesses operating under new guidelines, communicate expectations around social distancing and mask wearing, and raise the profile of your destination brand within the community.

How CrowdRiff powers DMOs through recovery & beyond

Source

Discover high-quality UGC from your partners, locals & future travelers through:

Hashtags

Bring in real-time UGC to reflect what's happening in your community right now.

Social accounts

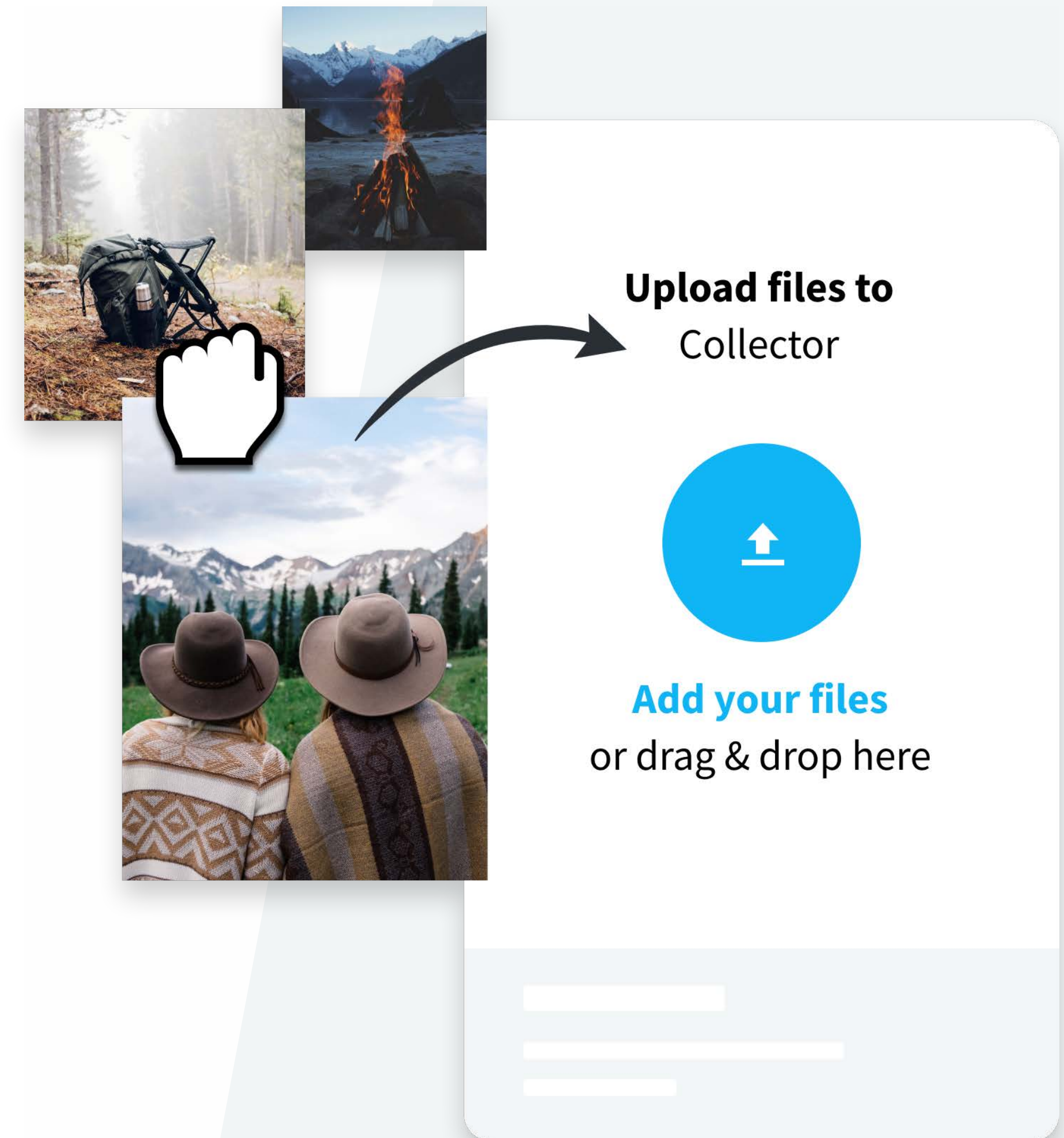
Add Instagram business accounts, Facebook business pages, or Twitter usernames to pull partner content directly into CrowdRiff.

Connect

Pull in your partners' Stories, @mentions, and tags directly into your CrowdRiff library.

Collector

Get rights-approved, high-resolution content directly from your community.

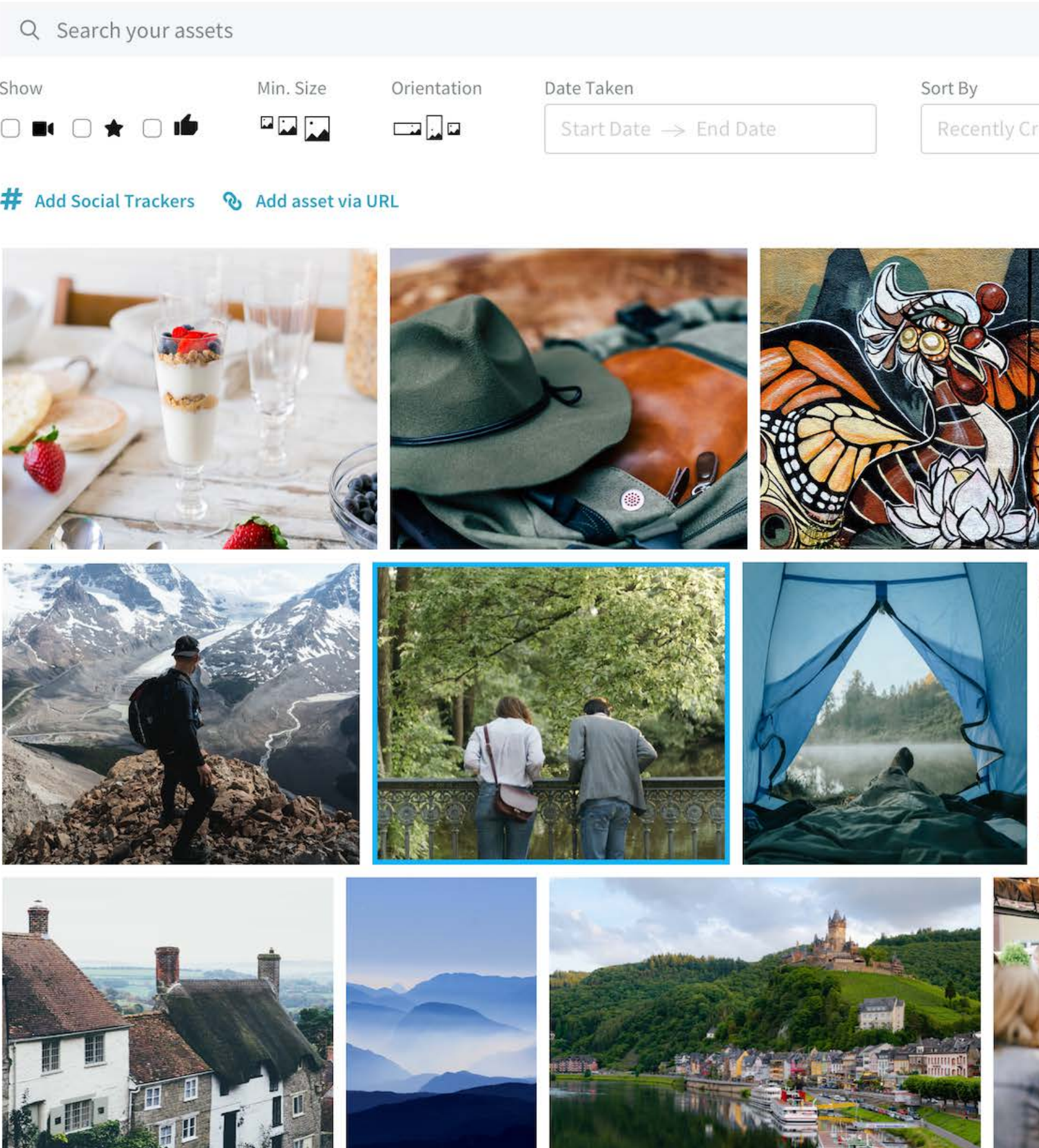
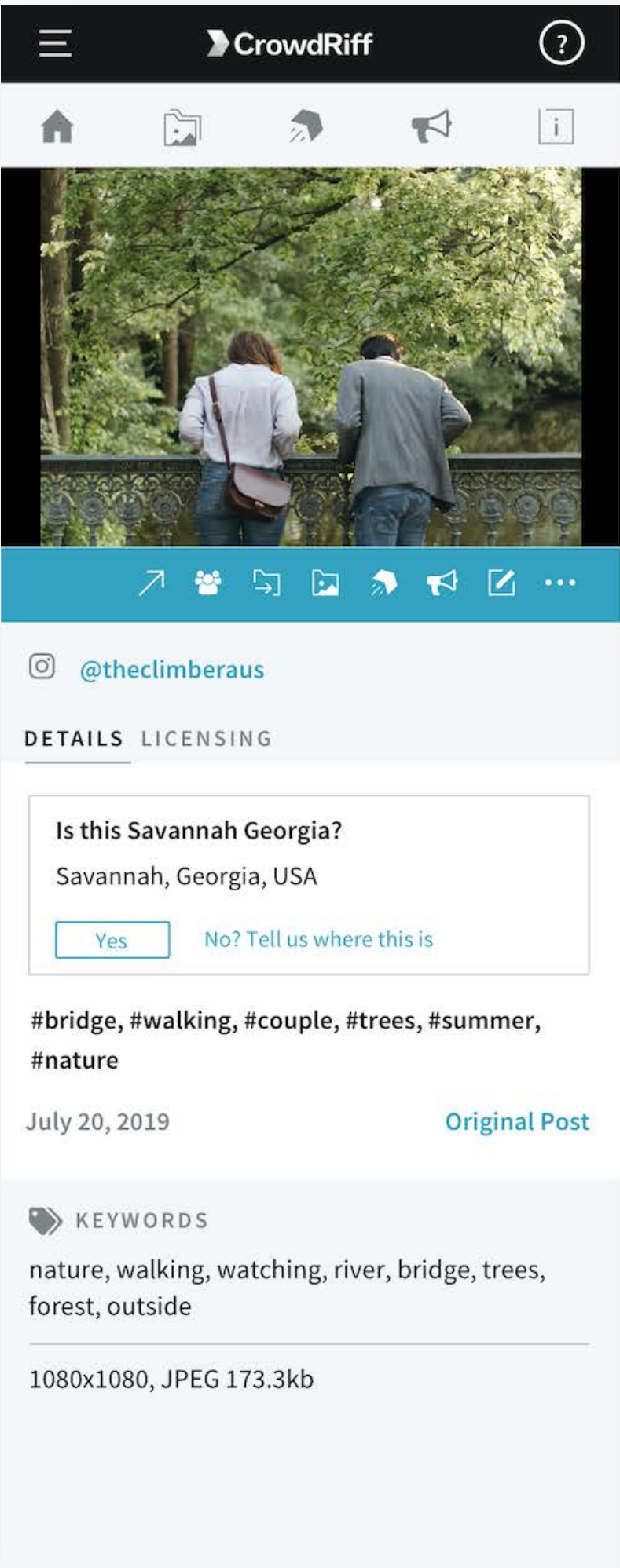


Manage & Organize

Manage all your visuals in a modern, intuitive, AI-powered platform

CrowdRiff’s DAM is a simple, yet powerful, platform for all your brand’s visuals, from user-generated content to professional photography and videography.

When your visuals live in CrowdRiff’s DAM, finding photos is as easy as doing a Google search. Once you try it, you’ll wonder how you lived without it.



Schedule & Share

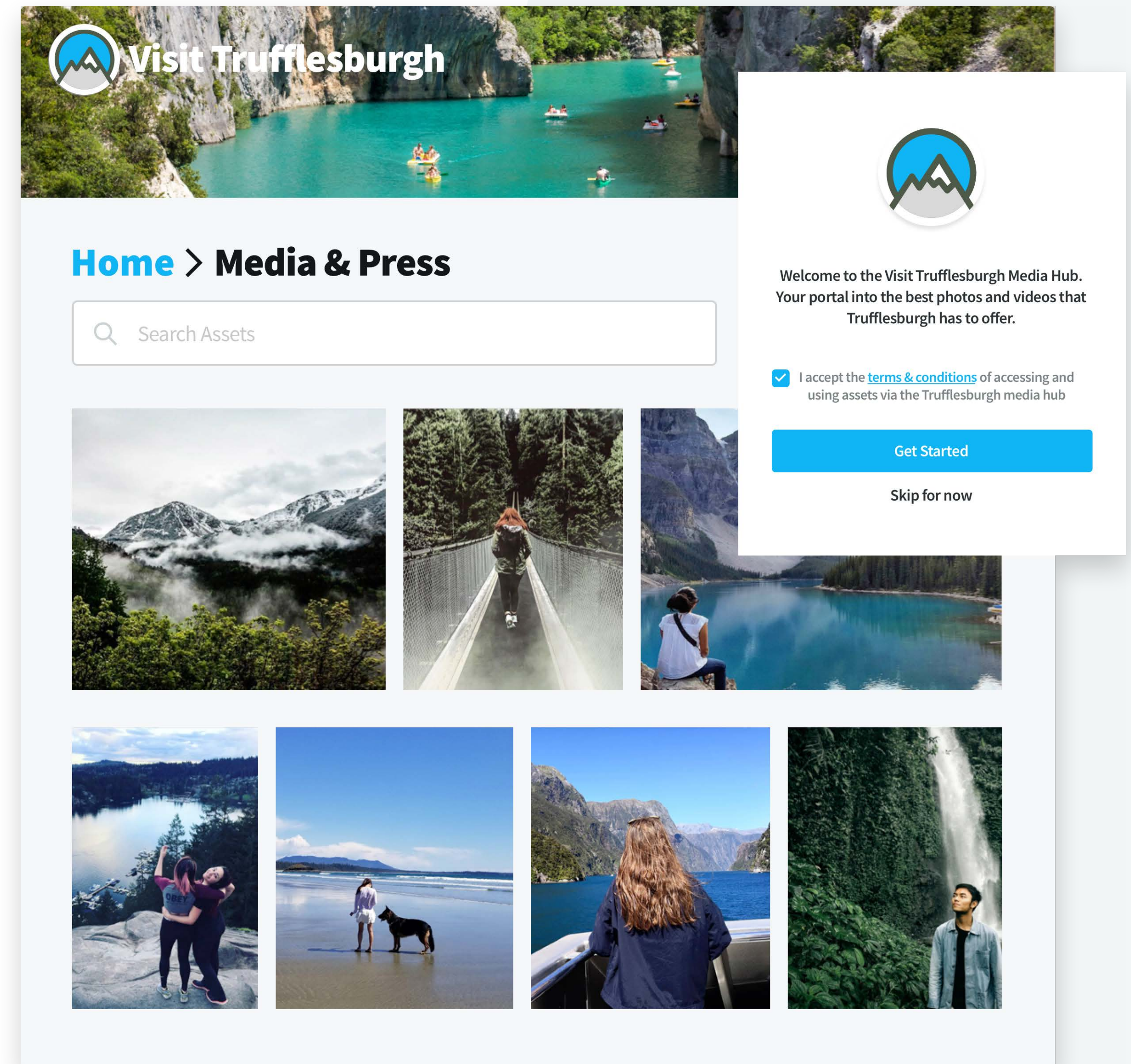
Schedule & share UGC across your website, social media channels, and more:

Use **Social Publisher** to schedule content on Instagram, Facebook, and Twitter.

Publish UGC on your website using **Galleries** or **single embeds**. Enrich Galleries with **Google Locations** and **calls to action** to drive visitors to partner sites or deeper into your site.

Host imagery on CrowdRiff's **Media Hub** to share owned content & UGC with journalists, influencers, and the media.

Use **analytics** to make more informed decisions around your visual content.



See why 800+ travel & tourism brands use CrowdRiff

Watch the video to find out more about our visual marketing software for destination marketers.

In this 5-minute preview of CrowdRiff, you'll get:

A quick overview of the challenges DMOs experience today

A first look at the CrowdRiff platform

A clear picture of how CrowdRiff helps you through recovery & beyond

