

9 Cutting-Edge Visual Marketing Examples from California DMOs



CrowdRiff's visual content marketing platform is loved by over 30 tourism brands in the State of California and 500+ worldwide.





Hello!

As a tourism marketer, you know how impactful visuals can be.

Because we work with so many DMOs across the State of California we have a unique vantage point into what different organizations are doing to attract more travelers. More and more, we're seeing brands using great visuals as anchors for their message.

To celebrate the success of California destinations, we've curated a compilation of great marketing campaigns that use visual content in creative ways. From photos and videos, to website and VR experiences, these Californian DMOs are breaking the mold and adopting new technologies and approaches to wow travelers.

I hope these examples get your creative juices flowing with new inspiration on how to connect with more travelers through visuals.

Enjoy the read!



Amrita Gurney
VP Marketing at CrowdRiff



These are snippets from Visit Stockton's FAQ Fridays from Instagram.

1 Visit Stockton

The weekly Instagram Stories series that answers traveler FAQs

Visit Stockton's FAQ Fridays is a creative Instagram Stories series the team dreamt up to tackle some of their most frequently asked questions. In each episode, a staff member tackles one question in depth.

The topic chosen for each episode is timely, like "Where to Take Dad in Stockton" as Father's Day rolled around the corner in July, or "What should I expect at the annual Greek Festival" where they toured the Greek Fest to showcase activities and vendors.

The final frame of each Story ends with a call to "Swipe up!" for more information (leading to specific blog posts or pages on their website).

To extend the shelf-life of their Stories, they also save their FAQ Fridays as Story Highlights on Instagram and publish the videos on Youtube, so they're always accessible to visitors.

What makes this noteworthy

This is a prime example of meeting audiences where they are. Stories is a format that has really taken the world by a storm. Visit Stockton has been able to take this medium that their audience already engages with, and tailor it to work for their objectives. Because they add gifs, polls, and stickers throughout their Stories, the content is at the same time fun, casual, and informative.

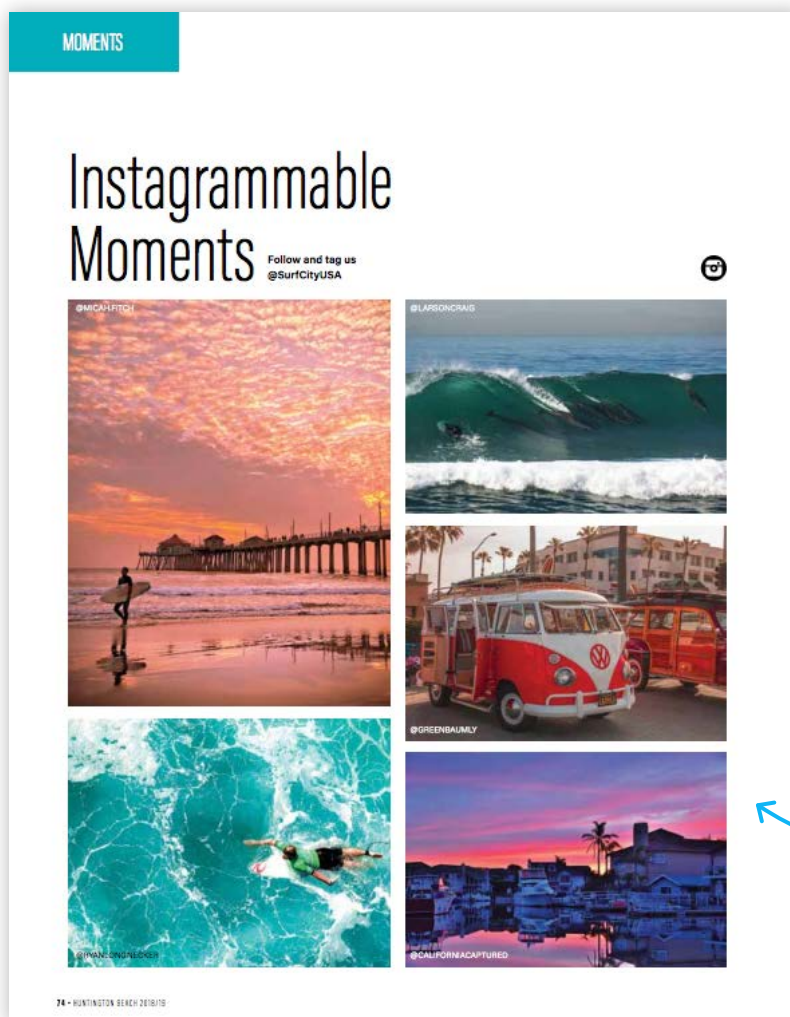
2 Visit Huntington Beach

A visitor guide featuring authentic user-generated photography

When it comes to leveraging user-generated content for marketing, Visit Huntington Beach was an early adopter amongst tourism brands.

Since 2016, the DMO has been displaying beautiful shots of their destination – palm trees, beaches, waves, and Californian cuisine – from social media right on their website. They also regularly repost these authentic captures from locals and travelers onto their own social feeds as well.

Starting with the 2018/2019 season, Visit Huntington Beach is incorporating these authentic visuals into their visitor guide, available in print and online.



What makes this noteworthy

The UGC that Visit Huntington Beach features is native to the digital sphere, yet they take the next step to take it offline to print materials too, once they get rights to it. They've taken insights from the type of imagery their audience responds to on web and social, and introduced it to a new marketing channel.

What's more, the beautiful photography you see on the left is a testament to the quality of imagery you can now find on social media.

Visit Huntington Beach uses CrowdRiff to discover and get rights to beautiful high-resolution user-generated content.

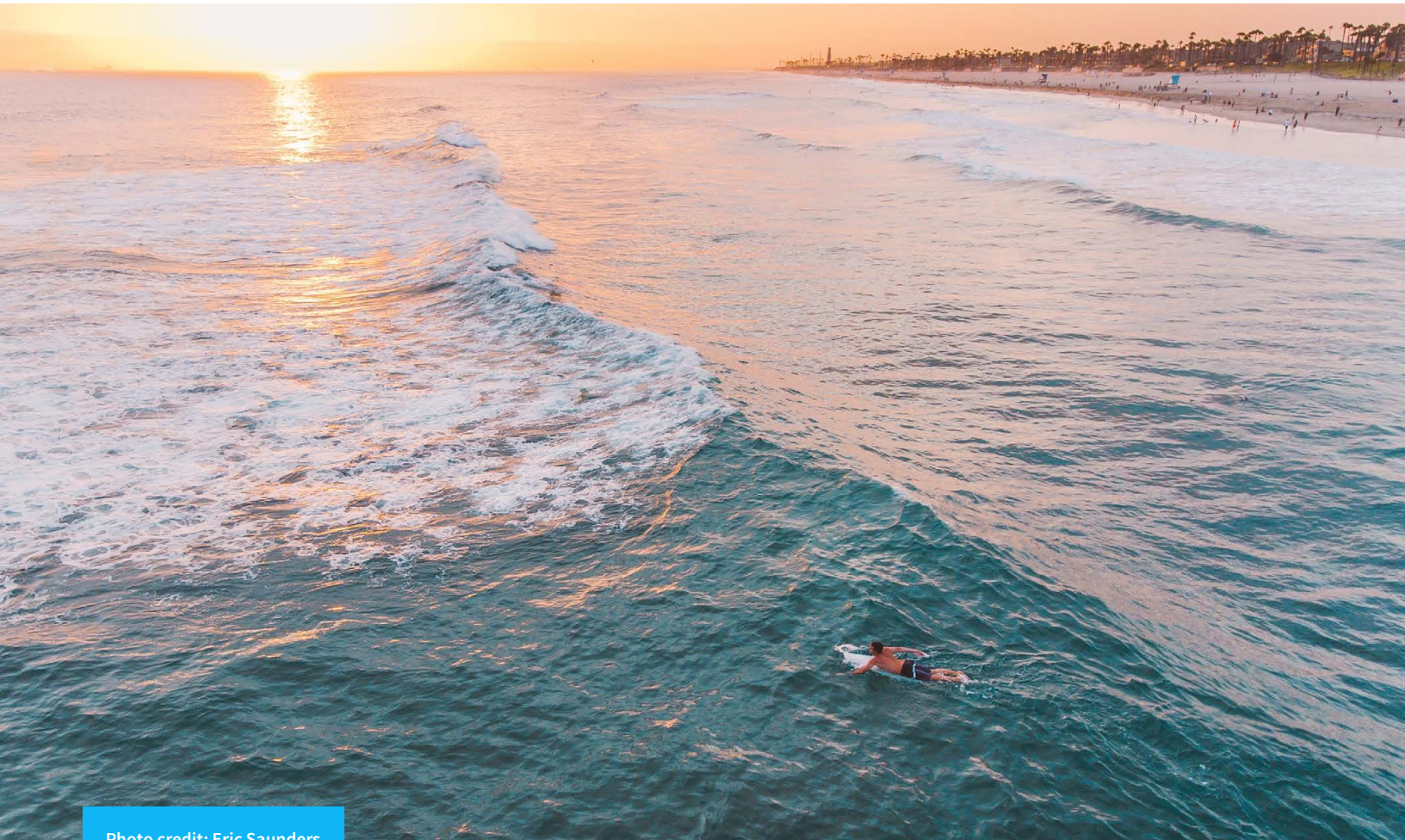


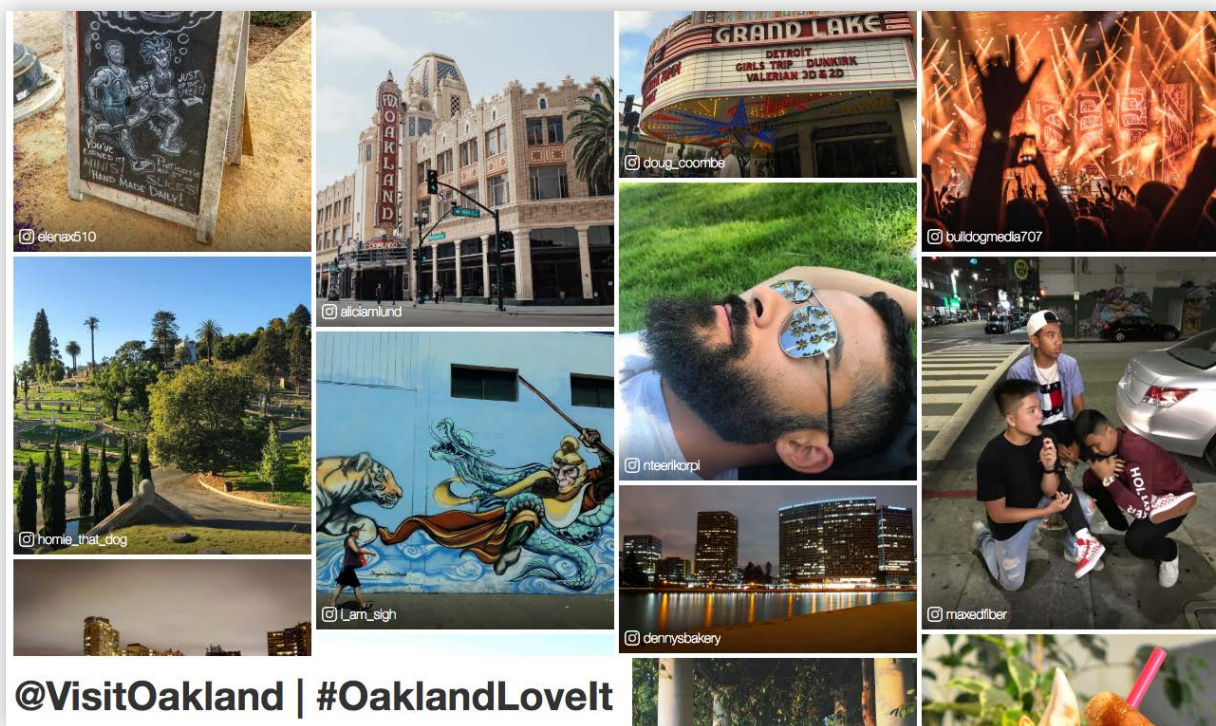
Photo credit: Eric Saunders

“These photos that we’ve gained rights to have been used in our visitor guide, our business plan, and also repurposed on social media. We’ve been able to garner great relationships with our photographers, because they’re excited that we’re sharing their photos and profiles. It’s created a great relationship between the DMO and our partners.”

Jake Shultz

Senior Digital Marketing Manager,
Visit Huntington Beach





This photo wall is featured in Visit Oakland's visitor center.

3 Visit Oakland

An in-person digital photo wall giving inspiration to travelers on-location

Visit Oakland is another DMO that uses user-generated content liberally throughout their marketing, including in their website neighborhood guides, event pages, and social media.

What's more, Visit Oakland has now installed a large-screen display in their visitor center that spotlights some of the Oakland visuals locals and travelers have shared online. The photo display refreshes every few seconds, to show a new mix of imagery.

They also use live-displays of user-generated content at events and meetings, where content feeds in – in real-time.

What makes this noteworthy

This is another great example of taking UGC a little further, using it outside of just the digital space. Here, Visit Oakland uses their wall to not only give in-the-moment inspiration to visitors, but also to beautify their physical space.

From the moment someone first lands on the Visit Oakland website to when they're physically in the city, Visit Oakland maintains consistent brand messaging, and reinforces how much they value the photos visitors and locals are sharing.

4 Love Beverly Hills

A 360-experience that gives you a taste of luxury

In 2017, Love Beverly Hills debuted their first 360-degree video experience on their website.

With this video, travelers have the opportunity to experience first-hand what it's like to step into an airy yoga studio/store hybrid, get a personal tour of the most expensive menswear boutique, and even get a private lesson on one of The Peninsula Beverly Hills' best desserts (right in their kitchens!).

Not only do you get to see (in 360-degrees!) what each local institution looks and feels like, but the video also takes the time to give some background on how each of these places came to be and why they're quintessentially "Beverly Hills".



What makes this noteworthy

The entire video acts as a special behind-the-scenes look at some of Beverly Hills' most desirable establishments. While many other 360 videos let the environments speak for themselves, Love Beverly Hills loops in 3 locals from each stop as guides, making the whole video experience feel like a personal tour.

What's more, because each stop embodies that classic Beverly Hills grandeur, there are a million things to take in at every scene. The 360-degree experience really makes sense for Love Beverly Hills.

This is a shot from the kitchen of The Peninsula Beverly Hills Hotel.



VISITOR EXPERIENCES



Bishop CVB displays this gallery of UGC on their Hiking page.

5 Bishop CVB

Using user-generated content on the website to spin misconceptions

Bishop California is a small town on the eastern border of California, nestled between mountains of the Sierra desert. Because the neighboring town, Mammoth Lakes, is a popular skiing destination, would-be visitors to Bishop assume that this town is similarly covered in snow in the winter months – which isn't the case.

So to show visitors what Bishop actually looks like during winter months, the team started incorporating authentic social media photos on their website. Today, they have over 40 time-stamped UGC galleries on their website, which feature always-current photos of t-shirt wearing hikers covering snow-free grounds.

What makes this noteworthy

Brands make certain promises to their audiences. In Bishop CVB's case, it was that their destination made for an excellent winter stop, safely away from snow.

Having social proof on their website - showcasing real images from other travelers - reinforces and affirms this promise. What's more, each social media photo includes a date-stamp, so that website visitors can see that a certain photo was taken just a day or a week earlier. UGC has helped them topple a misconception and replace it with strong brand positioning.

“Now rather than asking generic questions, visitors are actually arriving with images taken from the website and saying ‘I want to take a picture right here,’ ‘I want to go here,’ ‘tell me how to get here.’”

Julie Faber

Digital Marketing Manager,
Bishop Chamber of Commerce and Visitors Bureau



Photo credit: Tommy Lisbin

6 Visit Long Beach

A social media-powered trip planner

After realizing that many of their travelers were spending ample time on Instagram looking for vacation inspiration, Visit Long Beach decided to take a page out of Instagram's book, and customize a trip planner that acted similarly to the popular social media platform.

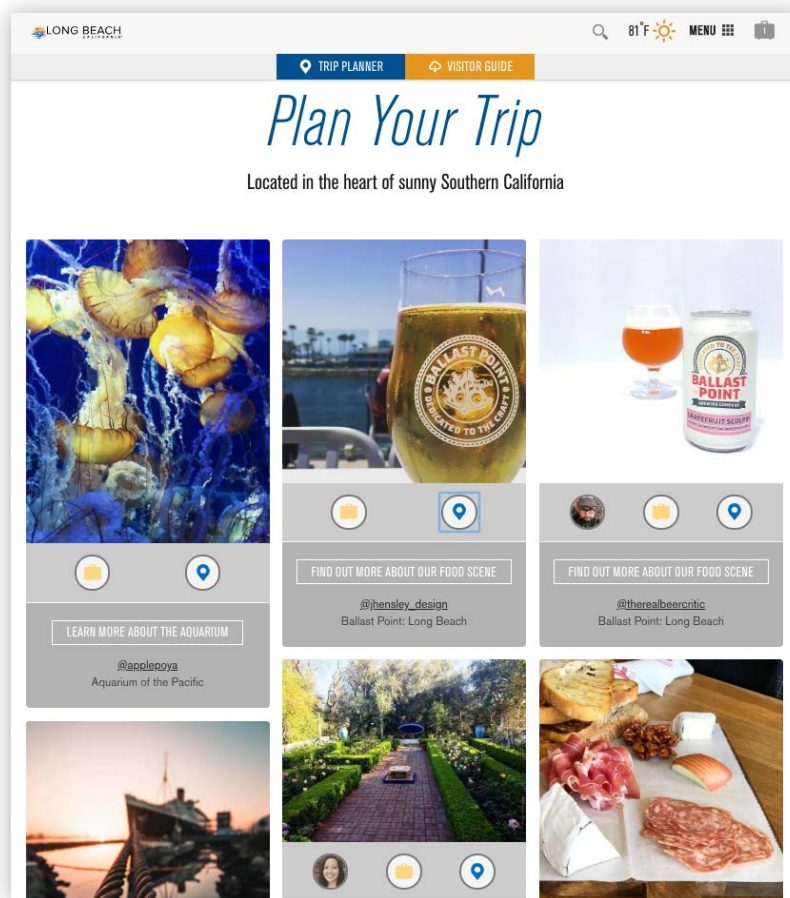
This trip planner, shown on the right, allows travelers to explore social media photos (which Visit Long Beach acquired rights to) to discover experiences available in Long Beach, through the eyes of other travelers.

When something catches someone's eye, they can:

- See the location the photo was taken, visualized on a map
- Click a link that leads to a web page to get more information about what they're seeing in the photo
- Add the activity to their trip plan

What makes this noteworthy

This trip planner takes advantage of the modern consumer trend of visual decision-making. The format of the trip planner encourages exploration through visuals, like Instagram, but takes it a step further by allowing a viewer to act on their inspiration immediately, by either going to a relevant web page to learn more or by adding an activity right to their trip plan.



Visit Long Beach created this trip planner using the CrowdRiff API.

7 Visit California

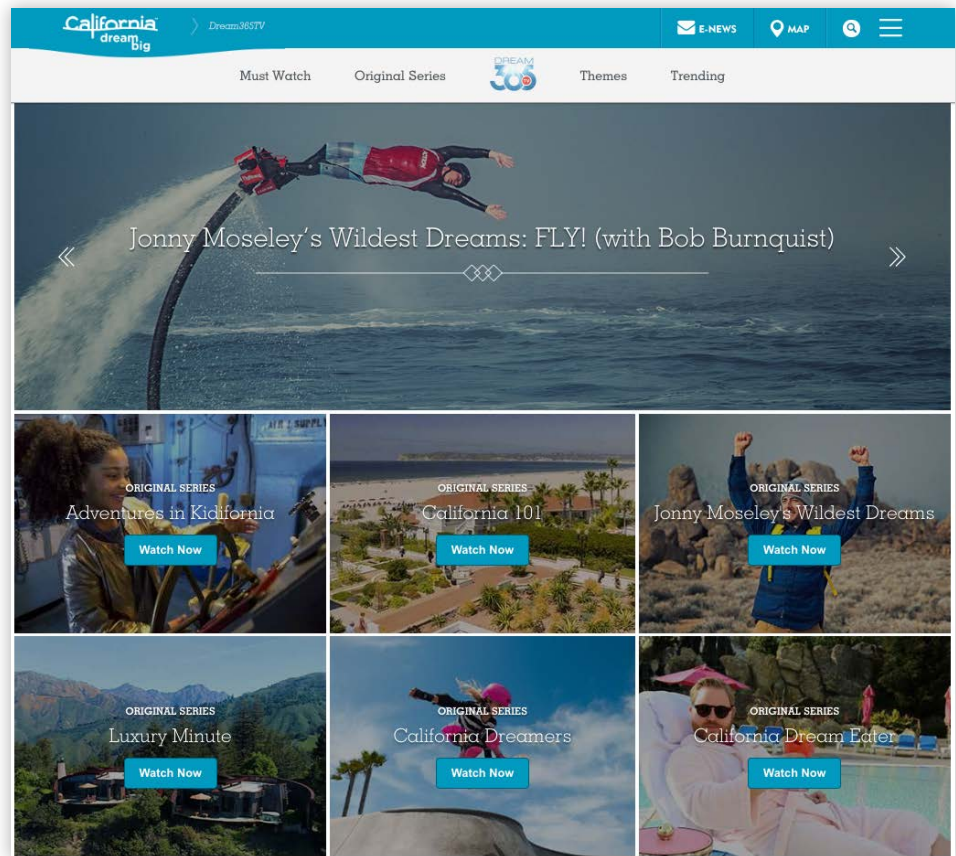
An on-demand digital video hub and TV channel

In 2016, Visit California debuted an innovative digital video hub, Dream365TV. As of 2018, their videos are available for streaming on Apple TV, Amazon Fire, and Roku. In addition to featuring videos from partners like Coachella, Visit California also produces originals that showcase various aspects of the State.

Notable series include:

- **California Dream Eater**, which follows a food-loving host around various foodie hotspots in California.
- **Adventures in Kidifornia**, a series dedicated to showing off the best places for families with young children.
- **Luxury Minute**, a series that spotlights the most opulent restaurants, spas, hotels, and luxury experiences one can find in California.
- **California 101**, which answers travelers' FAQs about the State and introduces the State to first-timers.

All the videos are short, digestible, and binge-worthy as each range from one to five minutes long.



People can choose from a variety of series to watch from the California Dream365TV digital video hub.

What makes this noteworthy

As streaming video began to take over the world of digital media, with sites like YouTube and Netflix in the lead, Visit California rode the wave and built their own hub to house all their video content. Now streaming on providers like Apple TV, Visit California is creating the media their audience want to engage with and making it available where their audience likes to spend their time.



 wlovefrombella

8 North Lake Tahoe

A video series that puts the stories of its locals first

Local Luminaries is an original video series that the North Lake Tahoe DMO created to showcase the eclectic character of their destination through stories. It's a six-episode series, and each episode puts the spotlight on one local and their story.

Each video starts out with a breathtaking panning shot of North Lake Tahoe, with evergreen trees, water and the mountain range in view. Then, you hear the voice of one of the Luminaries as they share who they are (from musicians to

historians, athletes, and wellness gurus), the passions that they chase, and their connection to Tahoe. As you're introduced to their life in North Lake Tahoe, you get an understanding of how the tranquil landscapes of the region inspire in their people.

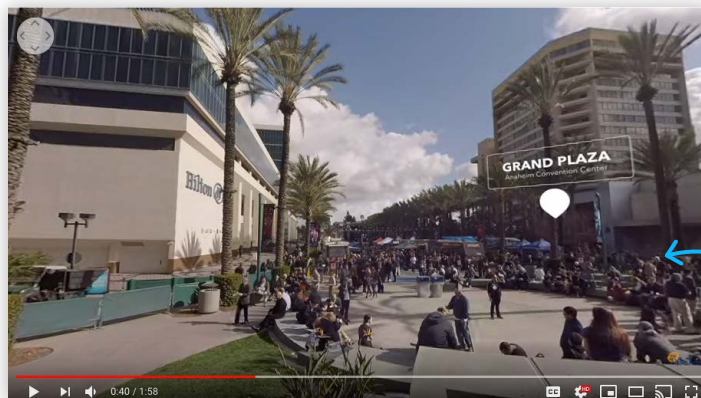


The intro shot for all of the videos from the Local Luminaries series.

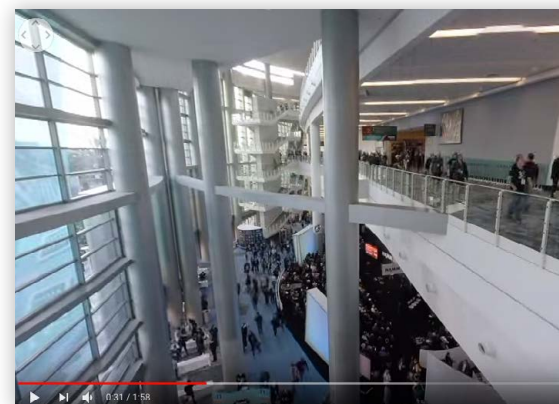
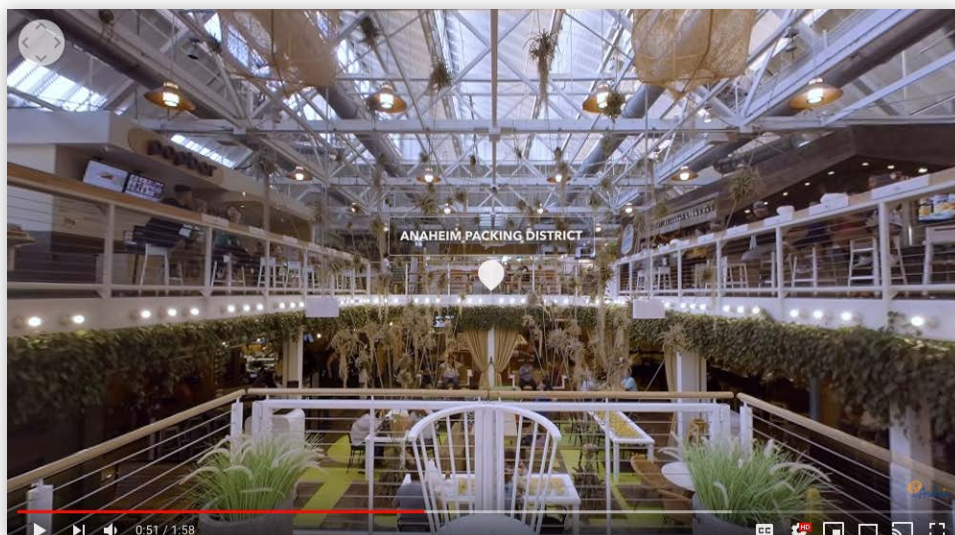
What makes this noteworthy

Instead of describing North Lake Tahoe directly, the DMO takes a step back and instead allows the region's unique culture to shine through those that embody it best: their locals.

Hearing the stories and passions of these people, against the backplash of the place in which they're thriving, forges an emotional connection between the viewer and the innate character of the beautiful region.



Visit Anaheim lets you explore both their convention centers and surrounding local hotspots.



9 Visit Anaheim

A VR video that shows meeting planners what attendees can expect

In 2017, Visit Anaheim unveiled a virtual reality video geared towards meeting planners to tangibly demonstrate why Anaheim is well set up to host meetings and conventions.

The short two-minute video takes viewers to see for themselves the enormous scale of the Anaheim Convention Center and their facilities. The video goes on to spotlight the local businesses nearby, from the shopping districts, to the bars and restaurants you might hit up after a day of meetings. What's more, because each scene is stationary, the viewer is free to "look around" that spot, almost as if you were to stand there yourself and soak in the sights and sounds of the city.

What makes this noteworthy

The video really puts the culture of the city itself as the main draw. Convention centers only differ so much from city to city. Visit Anaheim recognizes this and instead puts a big focus their SoCal flare and the overall experience attendees get when meeting in Anaheim – from the day spent at the convention, to the after-hours events and potential for extended stays.

Who else should be featured?

Did we miss anyone? If you know of a Californian DMO doing some creative marketing with visuals, Tweet us **@CrowdRiff** and let us know!



Why 500+ DMOs use CrowdRiff for their visual marketing

When it comes to travel and tourism, a gorgeous visual can be the determining factor for when someone finally decides to say yes to your destination.

Many of the visual experiences shown here in this eBook were created with the help of CrowdRiff's visual content marketing platform.

Over 500 travel and tourism brands, including 33 (and counting) in California, already use CrowdRiff to discover and deliver the visuals that matter the most to travelers.

Typical results CrowdRiff customers see:

4x

Increase in time on site

\$10k

Average value of UGC visual library

90%

Decrease in time spent searching for visuals

Discover what you could be doing with CrowdRiff

Book your product tour!

