

An update on recovery efforts. Rec: 2/23/18

Visit Ventura and Visit California continue to work closely on recovery efforts following the crises that have impacted our region. As a follow up to our communications on January 12, 2018, please find a summary of planned recovery efforts below.

Three phases of response.

Visit California identified three phases of crisis messaging: during crisis, near-term, and long-term. The near-term has revolved around highlighting the region with grateful and open for business messaging. This continues in the long-term by including the region in ongoing messaging and imagery and stimulating demand for the Ventura experience while continuing to communicate positive imagery.

Blog content.

Visit California is creating inspirational content for use on the California Now blog to highlight the area with an "open for business" message.

Digital Influencer Advisory Board.

Visit California is hosting a first-of-its-kind advisory board of digital influencers who will meet for several days in April to create content in Ventura, Santa Barbara, Santa Maria, Santa Ynez, Oxnard, and Ojai to share with their audiences. Together, their potential reach totals 7.2 million people.

Social media.

Ventura social media content is being shared across Visit California channels to support and amplify the messaging from Visit Ventura. A Ventura Instagram takeover is being planned to highlight content that is current and "in the moment" on Visit California channels.

Website content.

Visit California created a Southern California special feature on their website to thank first responders and underscore the value of tourism for the region. An increased presence of Ventura content across global website properties is planned.

E-newsletter.

Visit California sent a newsletter spotlighting Ventura to their US audience as well as their audiences in Canada, Australia, Mexico, Denmark, and the United Kingdom. They are also planning an entire Ventura-specific newsletter to send out to their audience.

Print activation.

Ventura will be featured prominently in Visit California's flagship publications including their visitor guide, distributed to 500,000, and road trip publications, distributed to over 600,000 via Sunset Magazine.

Online TV accelerated.

Visit California moved up the launch date of their best existing assets - "Living the Dream" and "Welcome to Kidifornia" - by nearly a month to mitigate some crisis effects. These assets feature a variety of Southern California destinations in a positive light and have proven to be an effective tool for generating demand for the California experience.

Visit Ventura will also continue to work with Ventura County Coast and the Central Coast Tourism Council to maximize the reach of recovery efforts. Your ideas and feedback are always welcome as we share the story of Ventura Strong.