

# Attracting Domestic Travellers after COVID-19



Inform  
and  
Reassure

1

Let potential visitors know the *real state of play in your area*. Don't just parrot official health information. Are local attractions open and operating on normal hours? Are crowds higher, lower or the same as usual? What additional cleaning and sanitation is underway?

Bundle and  
Discount

2

Consider temporary special pricing for local residents and domestic visitors. Bundle otherwise expensive attractions alongside holiday essentials such as accommodation, car rental, dining vouchers. Bundle multiple attractions together. Stage competitions and challenges.

Love Thy  
Neighbour

3

Since travellers may be reluctant to fly or use public transport, consider targeting road-trip catchment areas as a priority. Don't forget locals – “staycations” can help fill mid-week slots at hotels and restaurants. Locals and neighbours *want to support you*.

Be  
Bubble-  
Friendly

4

Emphasize bubble-friendly attractions and amenities that are suitable for small groups and families. Reconfigure spaces and seating to align with social distancing protocols. Make life easy for families. What attractions are *better now without the usual crowds*.

Show Novelty  
and Change

5

Domestic travellers are more likely to have previously visited your destination. Let them know why they need to come again. What's new, improved or different? What's changed since they last visited 2/5/10 years ago? Show them how your destination/attraction is *even better than it used to be*.

6

Play up  
Nostalgia

What '80s, '90s and 00's nostalgia can drive your marketing and programming? The happy childhood visitors of 20 and 30 years ago now have children of their own. Show them how your destination/attraction is *still as good as it used to be*.





The audience is no longer international, so don't be afraid to emphasize local successes and national pride. What is your area *best* at in the country, territory or state? What should domestic guests see, eat, make or experience in order to really know their own country?



Lockdowns and social distancing have left many people in need of an escape. Consider: couples who need a rest from their children; lads' trips; gals' trips; sporting tours; senior-focused itineraries; and, the needs of family groups (including multi-generational families).



Emphasise *wellness and rejuvenation themes*, where appropriate. Isolation and solitude can be advantageous. What healthy food options are on-site or nearby? Consider yoga, mindfulness classes and exercise options that align with social distancing.



Be even more focused than usual on authenticity. Experiences should be genuine, informative and grounded. Domestic travellers may know the big themes already. Introduce the *detail and nuances of your destination* through authentic storytelling.



Let's face it, 2020 has thrown up more than its fair share of problems, challenges and worries. Lighten the mood. Advertise in a way that shows the joy, energy and excitement of your destination. We could all do with a laugh.



Perhaps now's the time for local social media "influencers" to show their value? Consider approaching domestic influencers with an audience in the target demographic *and* location. Where possible, tie compensation to the use of unique discount codes offered through their platforms.

