

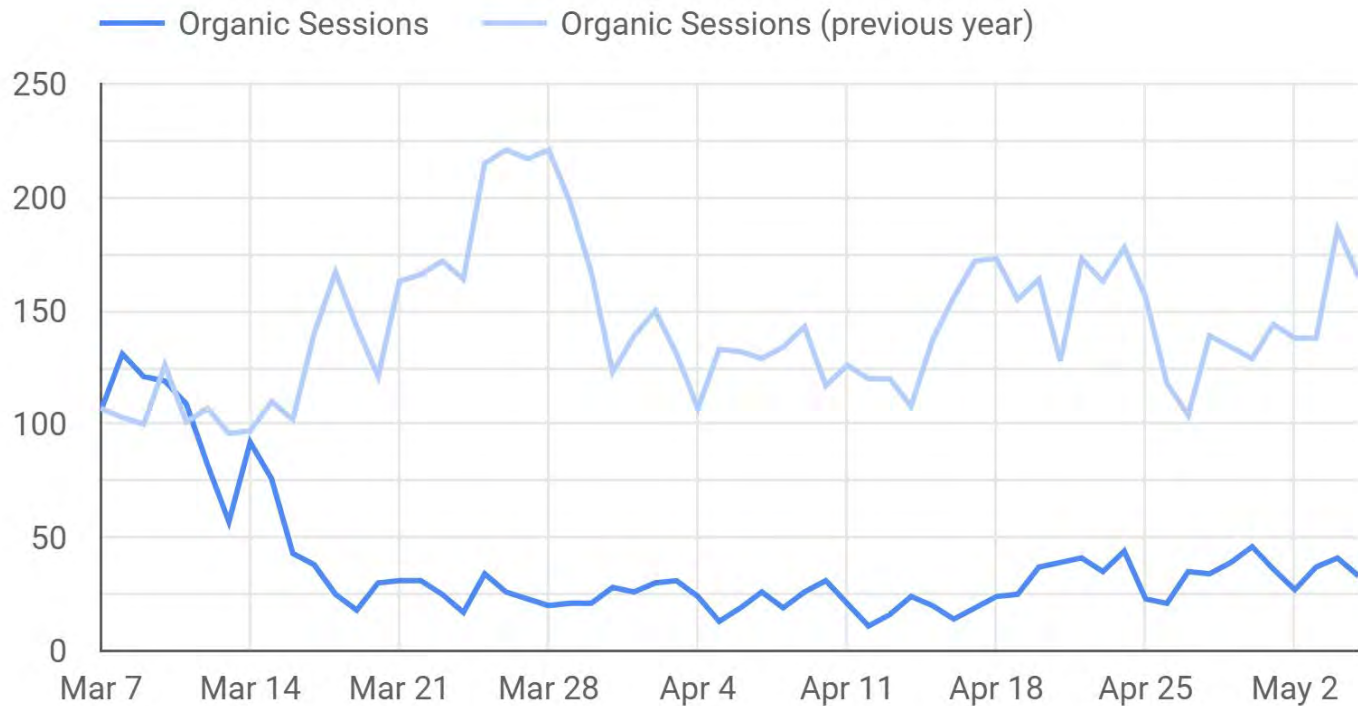
# Preparing For The Comeback

Watching the Trends &  
Preparing Your Marketing

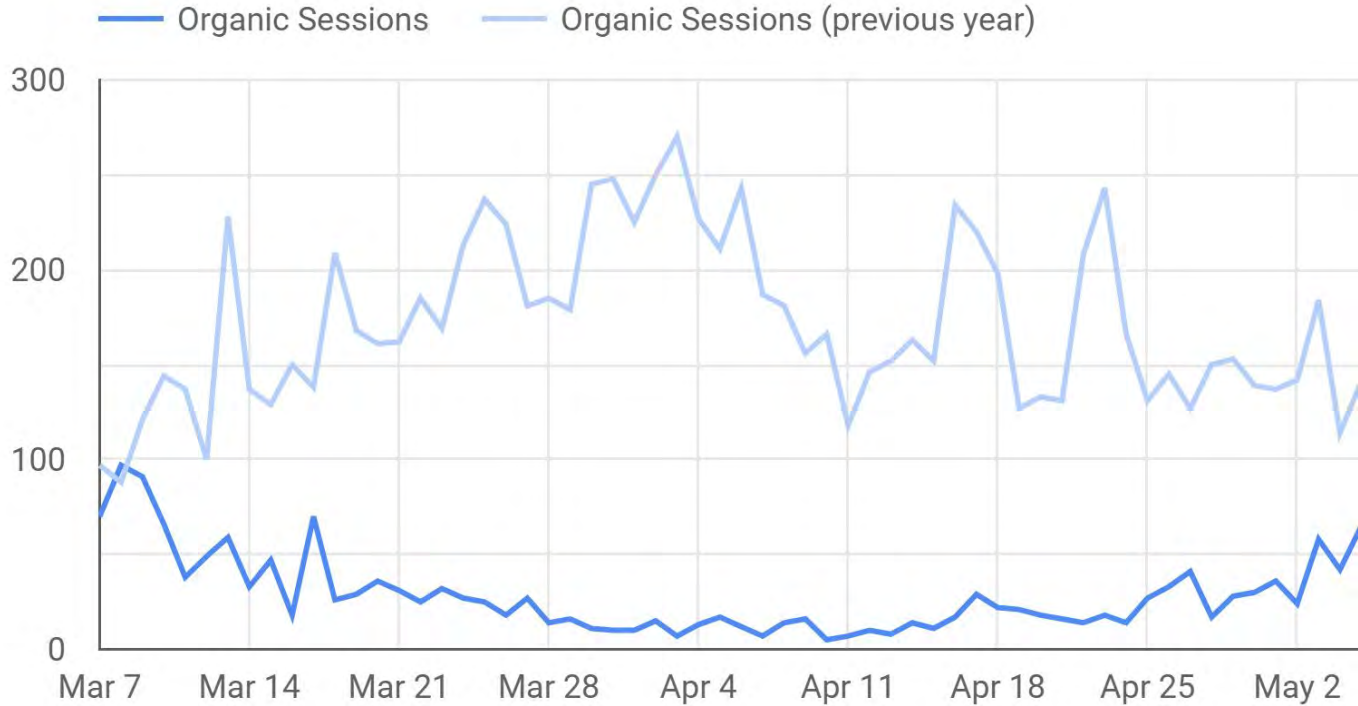
**WATCHING THE TRENDS:**

**ORGANIC SEARCH**

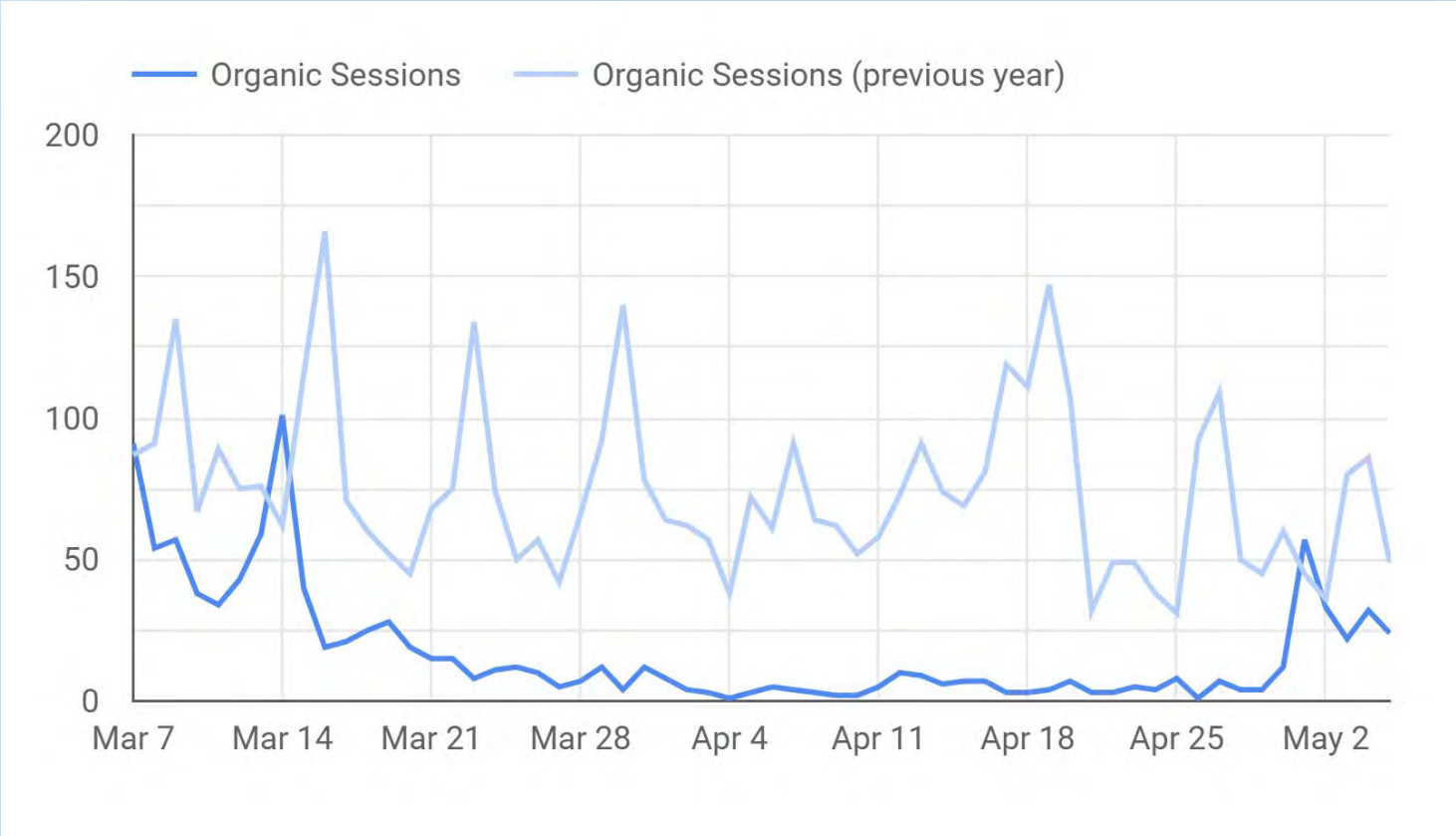
# WI OUTDOOR ADVENTURE COMPANY



# KY OUTDOOR ADVENTURE COMPANY



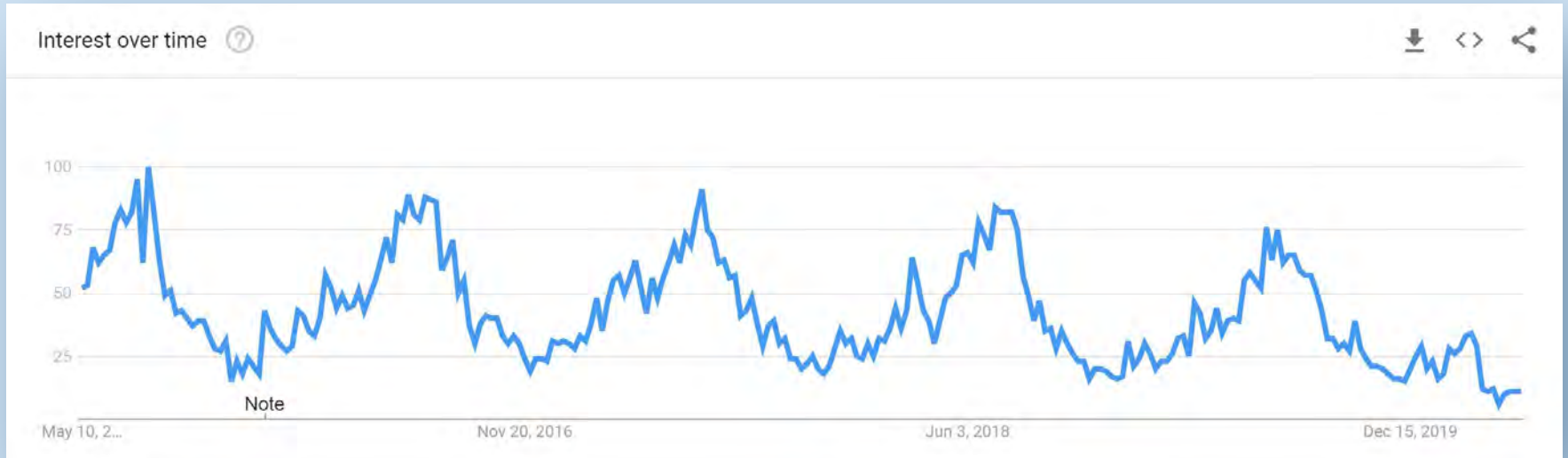
# ACTIVITY COMPANY



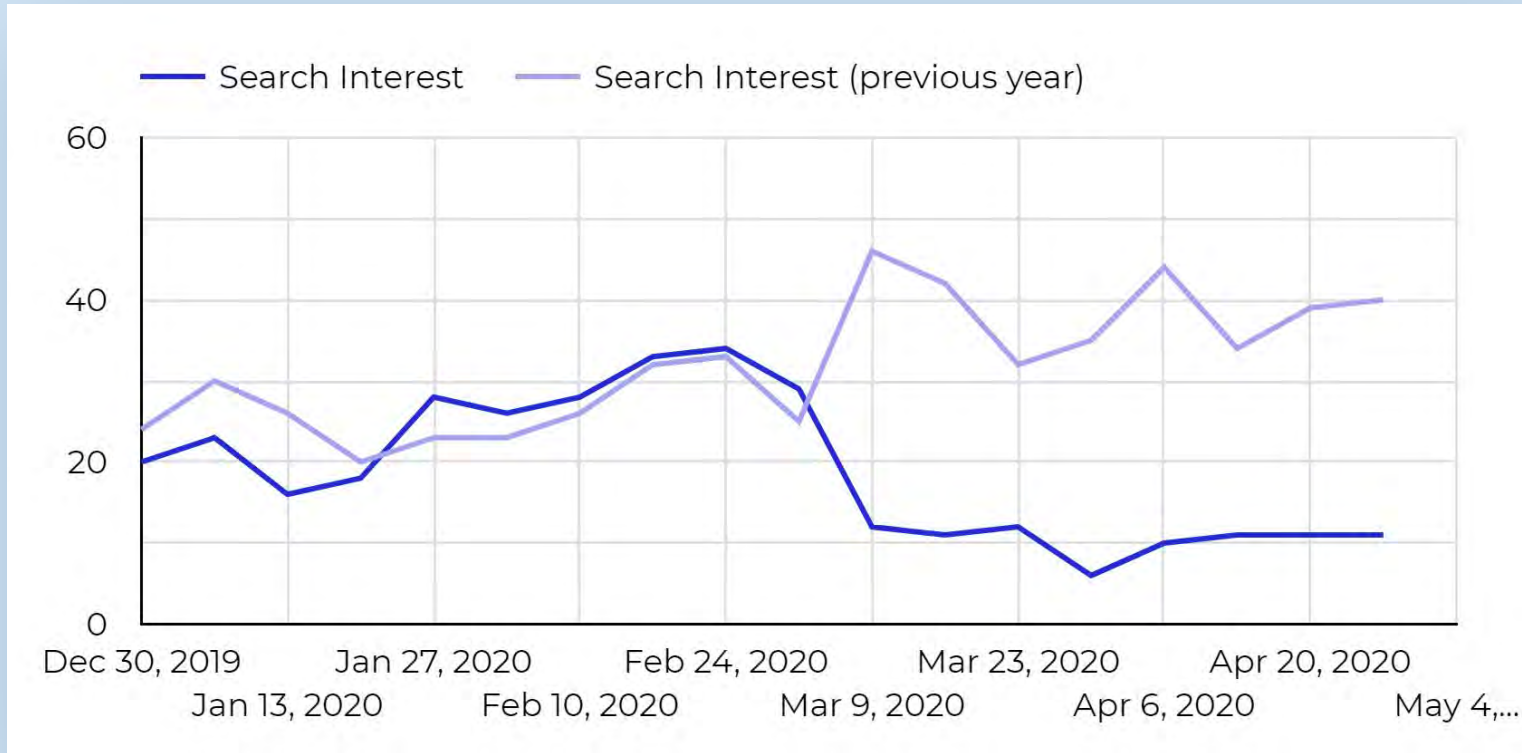
**WATCHING THE TRENDS:**

**GOOGLE TRENDS**

# “ZIPLINING” SEARCH TERM

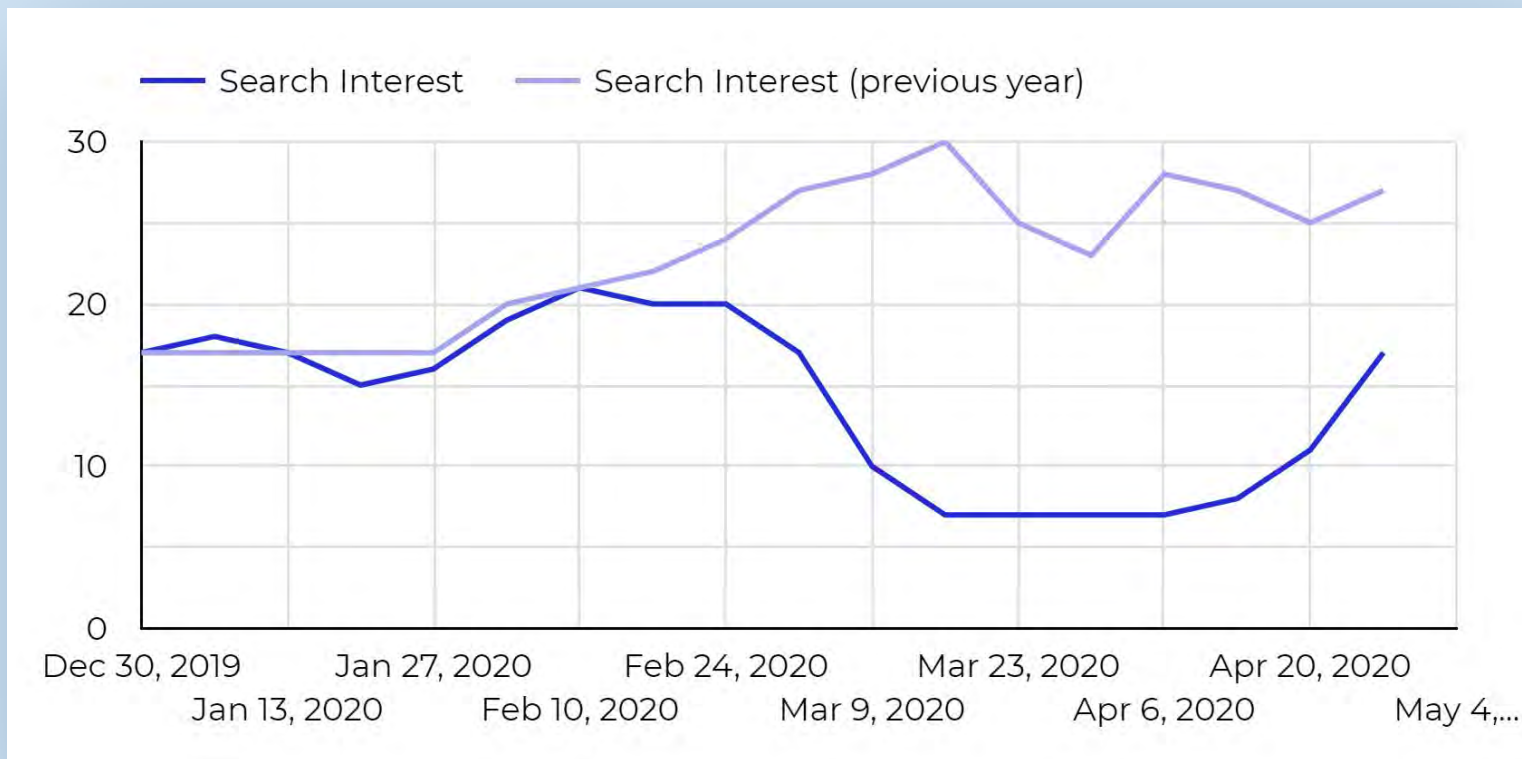


# “ZIPLINING” SEARCH TERM

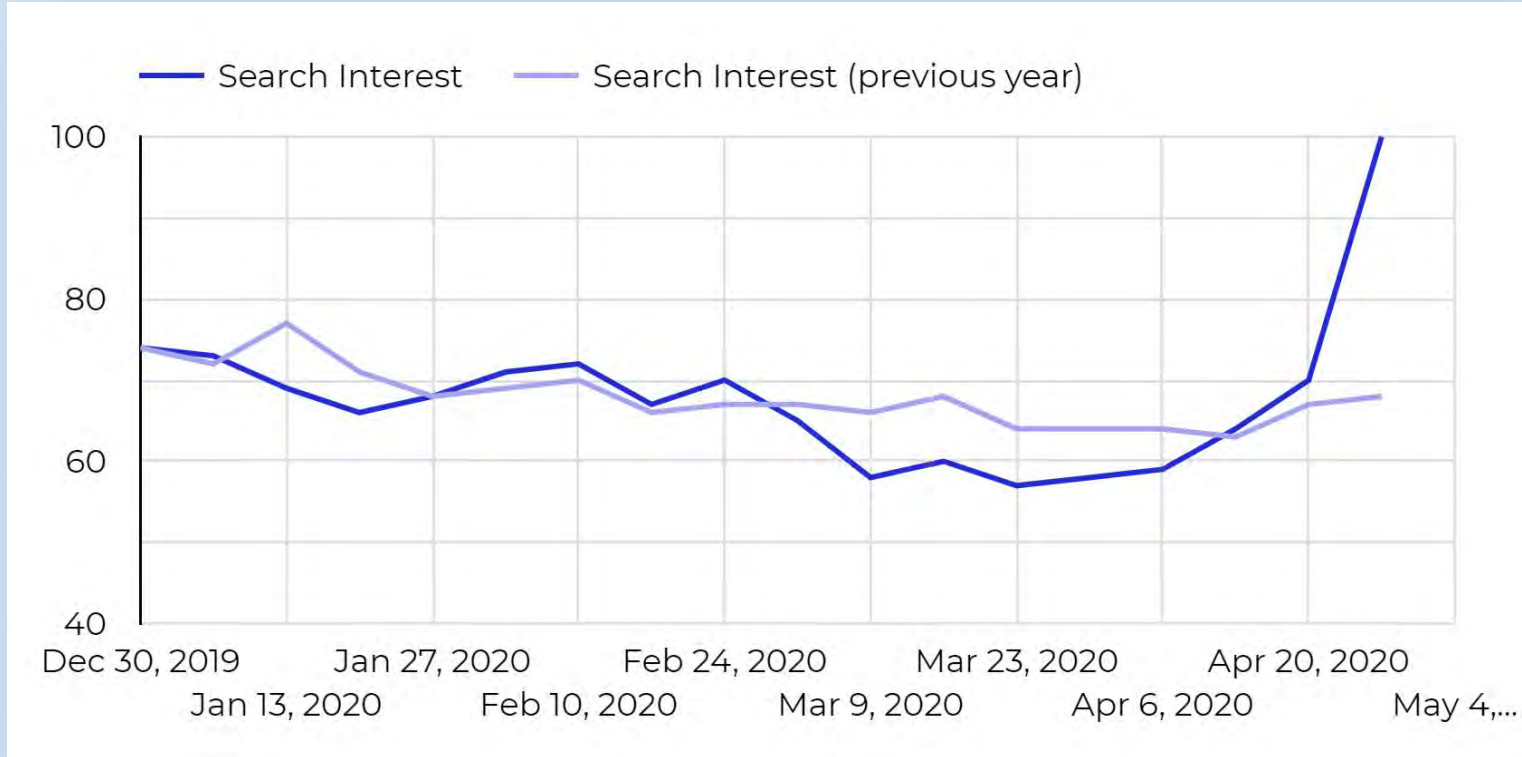




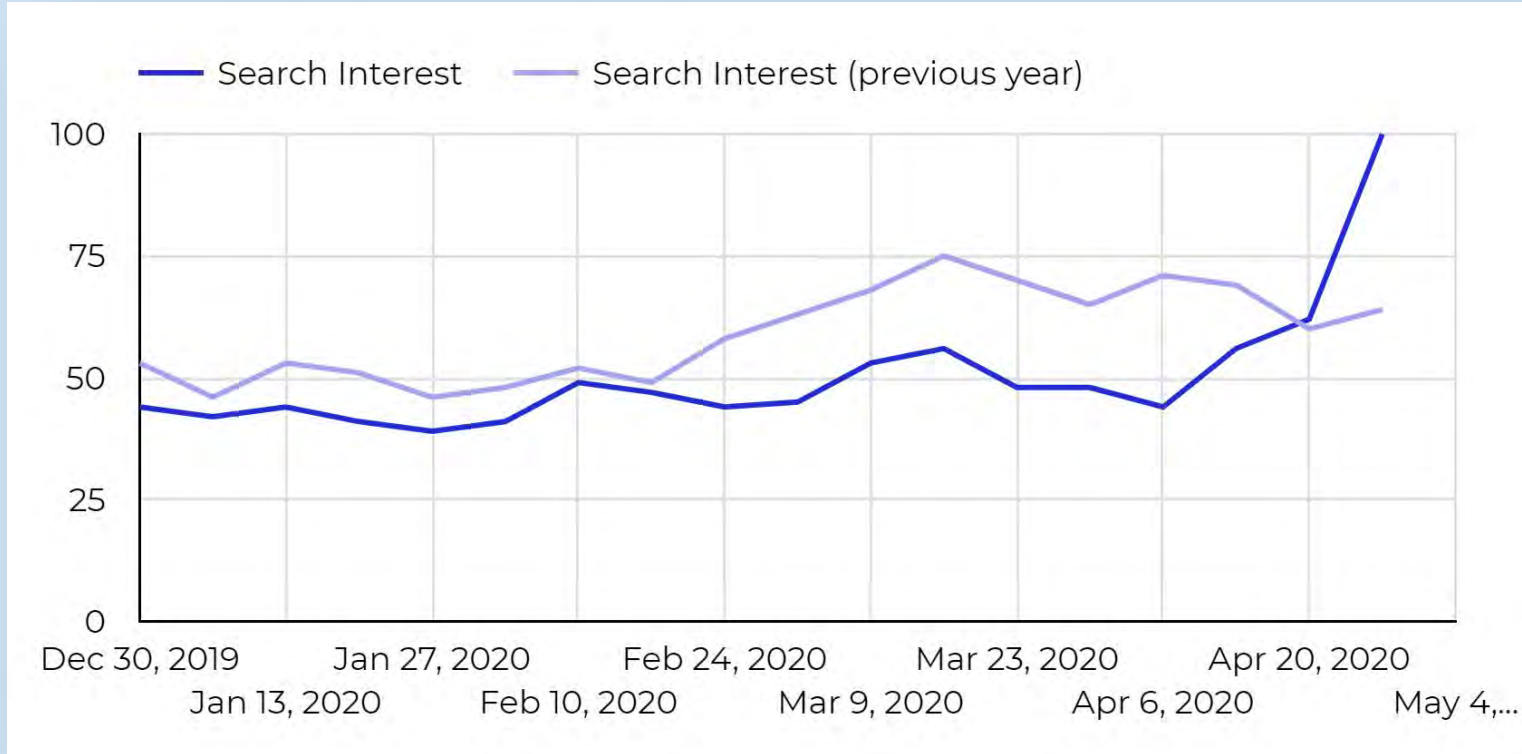
# “WATER PARK” SEARCH TERM



# “CABIN” SEARCH TERM



# “HIKING” SEARCH TERM



[blend.tours/trends](https://blend.tours/trends)

# Preparing Your Marketing

# Have a Solid Foundation in Place

1. Measurement (Conversion tracking, etc.)
2. Pixels (Fire on all appropriate actions)
3. Website (Speed and information accuracy)

# Create Confidence for Your Customers

Make Booking in Advance Risk-free

- ✓ Cancellations
- ✓ Re-booking

☐ Yes, I'd like to receive occasional emails from Medieval Times about discounts and special events, and I am 13 years or older.

## Enter Your Credit Card Information

☐ Billing information is different from attendee info

### Card Number \*

1234 1234 1234 1234



### Expiration \*

MM / YY

### CVV \*

CVC



**Tickets are non-refundable.** Tickets are valid only for date and show listed.

Attention: Medieval Times is a live horse show in an enclosed area. Persons with respiratory conditions, allergies, or asthma attend at their own risk. Medieval Times uses stroboscopic and pyrotechnic effects.

Complete Order

\$74.28



Booking options from \$62.95

Check Availability

Free Cancellation

Risk free 100% refund if you cancel by May 5

Popular: Booked by 559 travelers!

✓ Reserve Now & Pay Later ⓘ

✓ Low Price Guarantee ⓘ

### Overview

Travel back in time to Medieval Europe during this dinner show in Dallas. Enter the castle-like building where costumed servers provide a medieval-style 4-course meal that features hearty fare that you eat

Read more ▼

👤 Operated by Medieval Times Dinner & Tournament

🕒 Free Cancellation up to 24 hours in advance





## Review and pay

You can add more friends to this experience and confirm your reservation.

Guests of all ages can attend.

### Who's coming?

#### Book just for you and your group

You can add up to 10 people. The final price will be determined by the number of guests.



#### Number of guests

2 guests



#### Guest details

The info entered will be used to add people to this reservation.

Jim Thompson



#### Guest 2

Keep your guests in the loop. Add their email and we'll send them the itinerary.

First name

Last name

#### Private Harbour Cruise w/ Local Captain

1.5 hour experience

Hosted by Frank



Tue, Jun 9

10:30 AM – 12:00 PM

Provided: Food, drinks, equipment, and transportation

\$120.43 x 2 guests

\$240.86

**Total (USD)**

**\$240.86**

#### Cancellation policy

Cancel within 24 hours of booking for a full refund under the experiences cancellation policy.

#### Review guest requirements

Guests of all ages can attend.

#### Language

This experience is hosted in English



# Create Confidence for Your Customers

Communicate How You're Protecting  
Your Guests & Staff



Screening



Touch-free Interactions



PPE



Cleaning



Crowds



### **SANITIZING BETWEEN EVERY GAME**

We are wiping down and spraying any objects & surfaces in between every game.



### **PRIVATE GAMES**

All games for the near future are 100% private for just your group. If you need to add someone, give us a call and we can add them.



### **COMMERCIAL AIR IONIZING/DISINFECTING SYSTEM**

We are installing multiple, commercial machines to operate 24 hours a day for your safety.



### **NO BLINDFOLDS...AND GLOVES ARE AVAILABLE**

We will not be using any blindfolds for any games and we have disposable gloves available for guests at your request.



### **TEMPERATURE CHECK FOR STAFF**

At the beginning of every shift, we will be taking the temperature of all of our staff.



### **CONTACTLESS CHECK IN**

Waivers will be filled out ahead of time by our customers on their own device. Payments can be made with your favorite contactless method.

# Prepare Response Plans

How and When Will You Communicate In These Situations?

- ✓ Customer Questions
- ✓ News of a customer with COVID-19
- ✓ Backlash

# Pivot Your Advertising

1. Timing Is Everything

[blend.tours/trends](https://blend.tours/trends)



Pigeon Forge Chamber

7 hrs · 🌐

...

See the lists of trails, picnic areas, and operations reopening this Saturday, May 9th! We can't wait! --->



PIGEONFORGECHAMBER.COM

**Great Smoky Mountains National Park Reopening May 9th  
| Official Information**

👍❤️ 25

3 Comments 17 Shares



Like



Comment



Share



Buffer



Most Relevant ▾



Write a comment...



**Gregg Deneweth** Let's just hope people abide by the rules and that the rules are enforced by the park rangers.

Like · Reply · 6h



1



**Shirley Braatz** Yes !!

Like · Reply · 7h



1





● Active  
Started running on May 6, 2020  
ID: 669826987133454

 **Visit Gatlinburg**  
Sponsored

Climb to new heights with us and experience the fresh mountain air.



GATLINBURG.COM  
**Calling All Sightseers.**  
The Mountains Await.

[Learn More](#)

● Active  
Started running on May 6, 2020  
ID: 2532727993632964

 **Visit Gatlinburg**  
Sponsored

When you visit us again, celebrate with the things that matter most. Family and friends.



GATLINBURG.COM  
**Calling all Adventurers!**  
The Mountains Await.

[Learn More](#)

● Active  
Started running on May 6, 2020  
ID: 889728991543143

 **Visit Gatlinburg**  
Sponsored

The mountains are calling when you're ready to come back. Bring the whole family and enjoy the great outdoors.



GATLINBURG.COM  
**Calling all Explorers!**  
The Mountains Await.

[Learn More](#)



# Pivot Your Advertising

1. Timing Is Everything
2. Ad Targeting & Messaging

## Detailed Targeting

Include people who match ⓘ

[Demographics](#) > [Parents](#) > [All Parents](#) > [Parents with adult children \(18-26 years\)](#)

Parents with adult children (18-26 years)

[Demographics](#) > [Parents](#) > [All Parents](#) > [Parents with preteens \(09-12 years\)](#)

Parents with preteens (09-12 years)

[Demographics](#) > [Parents](#) > [All Parents](#) > [Parents with teenagers \(13-17 years\)](#)

Parents with teenagers (13-17 years)

🔍 Add demographics, interests or behaviors

Suggestions Browse

Exclude

Narrow Audience



**Lake Geneva Canopy Tours**

Sponsored · 🌐



Wednesday = Family Day! 🧑🧒

Kids zip 50% off and families get ...[See More](#)



LAKEGENEVACANOPYTOURS.C...

**Lake Geneva Canopy Tours!**  
Adventure for the Whole...

[BOOK NOW](#)

👍❤️ 51

20 Comments 14 Shares



Like



Comment



Share

# Pivot Your Advertising

1. Timing Is Everything
2. Ad Targeting & Messaging
3. Less Competition Means Cheaper Traffic

# 77% Cheaper Cost Landing Page View

Cost per Landing Page View ↕			
03/01/202... 05/05/2020	04/06/201... 12/05/2019	Change	Change(%)
<b>\$0.31</b> Per Action	<b>\$1.37</b> Per Action	<b>\$-1.06</b> Per Action	 <b>77.13%</b> Per Action

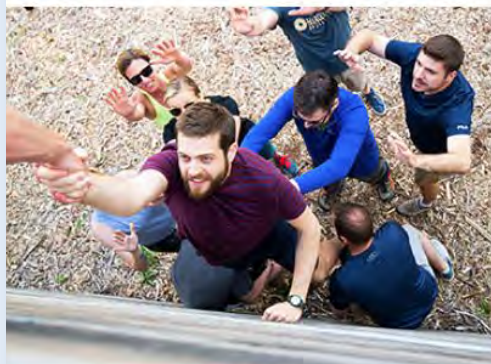
# Use Your Organic Channels

1. Website

### COVID-19 update



We're open for remote team building to keep your team happy and productive. [Learn more](#)



### TEAM BUILDING ADVENTURES

## Adventure Together. Achieve Together.

Delivering customized, fun outdoor opportunities for team bonding and



### COVID-19 update

We're open for remote team building to keep your team happy and productive. [Learn more](#)



### TEAM BUILDING ADVENTURES

## Adventure Together. Achieve Together.

Delivering customized, fun outdoor opportunities for team bonding and team growth.

### OUTDOOR EXPERIENCES

## Tailored to Your Team




# Use Your Organic Channels

1. Website
2. Google My Business Posts

Create post X

[COVID-19 update](#) [Offer](#) [What's New](#) >

**Changes to your business?**  
Let customers know about any changes to your business due to COVID-19

Update your status

We will reopen with new social distancing guidelines in place May 6th! Learn more to see how we are keeping you and our team safe.

Add a button (optional)

Learn more

Link for your button

mytourwebsite.com/covid

(Example: google.com)

Preview

Publish

Close this business on Google ^

You can mark this business as temporarily or permanently closed. You can also remove it from your account.

Mark as temporarily closed

Mark as permanently closed



# Use Your Organic Channels

1. Website
2. Google My Business Posts
3. Organic Social



**Lake Geneva Canopy Tours** is in Lake Geneva, Wisconsin. \*\*\*

Published by Caitlin Snyder [?] · March 31 · 🌐

Looking to get outside and still practice social distancing? Remember we are waiving our trail fees! Enjoy 14 miles of beautiful trails! 🌲



**9,331**

People Reached

**773**

Engagements

[Boost Post](#)



47

19 Comments 31 Shares

# Use Your Organic Channels

1. Website
2. Google My Business Posts
3. Organic Social
4. Audit Your Customer Journey
  - Email (newsletters, confirmation emails, etc)
  - Signage and booking engine

# Helpful Links

## SEARCH TRENDS

[blend.tours/trends](https://blend.tours/trends)

## SPY ON COMPETITOR ADS

[facebook.com/ads/library/](https://facebook.com/ads/library/)

## WHY I'M BOOKING ON TRIP ADVISOR AND NOT YOUR SITE

[blend.tours/tripadvisorbooking](https://blend.tours/tripadvisorbooking)

blend