



DTA 创新营销奖



Comeback 旅游复苏计划

提交单位：洛杉矶会议及旅游局



DTA 数字旅游奖
DIGITAL TRAVEL AWARDS



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项目背景 Background

- 洛杉矶以其一切皆有可能的乐观精神和韧性而著称。
- 旅游是实现洛杉矶经济复苏的唯一途径。
- 作为美国最主要的旅游目的地和入境口岸，洛杉矶在全美旅游市场的复苏和提振上有着无可替代的带头作用。
- 以“您的回归故事”为主题，洛杉矶旅游局用一部充满目的地特色的短片（微电影）向游客发出诚挚的邀请。



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发布Launch



YOUR COMEBACK
STARTS HERE

Los Angeles™

- 我们选择了4月21日作为“**回归日**” (**Comeback Day**), 并通过全球所有网络渠道推广这项活动。
- 这一活动将持续2021年全年, 号召粉丝不断地分享关于”您的‘回归’故事”。



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《回归之旅》创意微电影 Commercial



全新的品牌 New Logo



- 值此重新全面开放之际，洛杉矶会议及旅游局以全新的品牌形象重装亮相，揭开了崭新的篇章。
- 新的品牌形象由两家互为老朋友的著名设计工作室Studio Number One (SNO) 和House Industries首次合作打造，包括一个全新的品牌标识、图标和色彩体系。
- 新标识充分体现了天使之城人们的乐观精神；同时邀请游客去发现一个在无限可能的阳光下畅享个人自由的目的地。
- 品牌的脚本字体饱含大胆、永恒和欢迎的气息，唤起了洛杉矶独有的韵律节拍和自我表达。



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HOLLYWOOD



Los Angeles Tourism & Convention Board




*Los Angeles*TM

Los Angeles Tourism & Convention Board



Los Angeles Tourism & Convention Board




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Los Angeles Tourism & Convention Board



创新/创意 Creative



- **Comeback**启动活动的合作伙伴是著名的直播媒体，**Cercle**以在联合国教科文组织（UNESCO）命名的世界文化遗产和全球文化标志性景点举办音乐现场直播而闻名。
- 这次的合作，在洛杉矶标志性建筑和文化经典之一的格里菲斯天文台进行现场直播表演。
- 观众可透过直播与格莱美获奖电音组合**Bob Moses**一起观赏绚丽的晚霞和落日余晖，从视觉和听觉上感受爱乐之城的魅力。



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创新/创意 Creative



推广 Promotion

种草目标市场，唤起消费者对LA的美好记忆



国内市场
4月发布



墨西哥 - 4月
加拿大 - 第3季度



海外市场-
具体时间待定

Los Angeles

数字旅游奖
TRAVEL AWARDS

推广 Promotion



L.A. Insider - May Newsletter

Dear Trade Partners,

It's Always Magic Hour in LA

Known in Hollywood for the captivating period just around sunset when the sun casts golden hues of warm light, "Magic Hour" has always been a little more special in LA.

全球同业推广

- **虚拟同业活动:** 通过定制的Two-Bit Circus游戏平台, 推广Comeback活动 (电影、产品等.)
- **本地宣传大使:** 选拔本地大使, 向特定的国际市场做宣传和推广
- **E-传播:** 借助通过在线培训系统建立的39,000人的同业网络进行广泛深入的宣传
- **社交方面:** 举办社交媒体的同业平台上推出Comeback知识竞赛

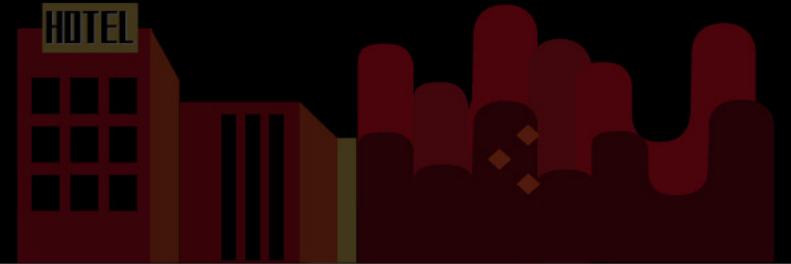
Los Angeles



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推广 Promotion



全球整合营销

- **Hotelbeds 促销活动:** 通过培训、讲座、直播的形式, 在Hotelbeds网络上做全方位推广, 聚焦美国国内, 并覆盖国际市场
- **TravelClick 推广:** 通过GDS有选择地在部分市场做广告
- **Brand USA 美国旅游推广及在线交易会:** 针对全球市场的长青平台,



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推广 Promotion



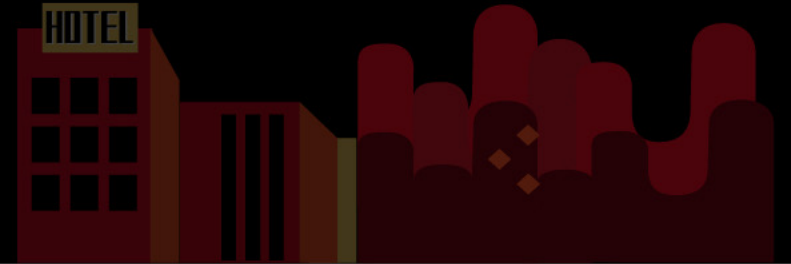
COMEBACK活动的全球整合营销

- **虚拟交易会:** 展示Comeback创意和行程方案
- **社交媒体推广:** 推广Comeback活动文案
- **Virtuoso:** C借助高端旅行组织Virtuoso的线上和线下平台, 针对特别的目标市场进行培训和贯宣 (国内市场、墨西哥、加拿大和中国)
- **在线讲座Webinars:** 实时更新Comeback活动近况和亮点





推广 Promotion



- 洛杉矶旅游局在Instagram上拥有100万粉丝，是实现这一里程碑的首个美国目的地营销机构。
- 目前，我们在全球社交媒体账户上拥有超过500万用户。
- 通过社交媒体，我们号召粉丝们分享他们的Comeback（回归）故事。

#开启你的回归之旅 (*#StartYourComeback*)



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结果Result

- Cercle 音乐会播出一周之内，超过35篇报道；Facebook直播18小时内超过57万的观看；KOL分享覆盖200万粉丝互动点评；

Tastemade

KTLA
5

LIVE
KELLY
AND
RYAN

ESSENCE

LOS ANGELES
BUSINESS JOURNAL

No
vacancy
with GLENN HAUSSMAN

SPECTRUM
NEWS 10



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billboard



Smartmeetings Los Angeles to Become First Health Certified US City



The New York Times

Destination-wide deals

You know it's the season of the sale when much of Los Angeles, like other destinations, slashes prices.

In a travel comeback campaign, [Los Angeles Tourism](#) has assembled around 70 offers from local businesses, including up to 35 percent off hotels, tours and attractions (travel dates and restrictions differ). With it, the [Hotel Erwin](#) has 30 percent off rooms priced prediscout from \$279; [Handlebar Bike Tours](#) has \$5 off its day trips (use the booking code Comeback).

ADWEEK

Los Angeles Revives Its Tourism Push, Saying 'Your Comeback Starts Here'

Rising local stars join campaign as vaccinated visitors are welcomed



Canadian TravelNews.ca



On the Comeback Trail: Los Angeles Moves Into New Tier And Safely Welcomes Visitors

© March 16, 2021 | @james

KARRYON

LA Set To Become The First Health Security Verified Destination In The US

Los Angeles has launched a new initiative for its large hotels to become Sharecare VERIFIED™, making it on track to be the first destination in the US to have the stamp of approval.



Bob Moses desde el Observatorio Griffith de Los Angeles, California

El día caudaloso amasó el ballejo por el canal de Youtube de Cerón Mado este 22 de marzo



Los Angeles Tourism Comes Roaring Back

The New York Times

'The Start of a Comeback' in 5 U.S. Cities

With vaccinations picking up, warmer weather and increased business reopenings over the last week, tourism has picked up in these destinations.

Los Angeles

In Los Angeles, hotel occupancy has mostly grown steadily week over week since the beginning of the year, according to the Los Angeles Tourism and Convention Board.

"Our weekends have been at 70+ percent occupancy for the past two weekends," Jamie Simpson, vice president of global communications for the board, wrote in an email on Monday. That number remained steady over Easter weekend, with an average occupancy of 70.4 percent. That's the highest since last March, before the start of the pandemic.

Ms. Simpson said the board anticipates a 35 percent spike in visitation in 2021 over 2020, but does not expect to reach 2019 levels until 2024.

Still, as more businesses reopen, the board is starting to market to domestic visitors. Museums in the city have started reopening, as have theme parks and outdoor live events. (Disneyland, in nearby Anaheim, is scheduled to reopen at the end of April.)

"It's been an incredibly tough year for the restaurant industry, but L.A. has seen a bubble of hot new restaurants open recently," Ms. Simpson said, as well as several new hotels.



Los Angeles Aims to Become First Sharecare Health Verified Destination in US

