

## Cayman Islands Department of Tourism Marketing Milestones During COVID-19

- FEB**
- 03 FEB. First press briefing/Community Update
  - 10 FEB. Cayman Islands Government places COVID-19 on schedule of notifiable diseases
- MAR**
- 03 MAR. Regular update calls established with US airlines
  - 12 MAR. Restructuring of CIDOT social media strategy
  - 16 MAR. First case of COVID-19 in the Cayman Islands
  - 20 MAR. No cruise ships in ports
  - 22 MAR. Paused all advertising except social media - globally
  - 23 MAR. Airport closed to all but repatriation flights
  - 24 MAR. Regional sales team pivots to video conferencing - travel trade
  - 25 MAR. Surveys to track impact of COVID-19 on destination
  - 31 MAR. COVID-19 messaging added to websites/SEO
  - Business intelligence calls with hotel partners - US/CAN/UK
- APR**
- 05 APR. Full lockdown on Sundays except essential workers
  - 06 APR. Presented analysis of the impact of COVID-19 on tourism
  - 08 APR. New strategy for post COVID-19 advertising
  - 09 APR. Social media live sessions activated (85+ live events) - US/CAN
  - 10 APR. Developed Cayman Islands US agent advisory group
  - 14 APR. Video launch - Dreaming of Being Reunited
  - 17 APR. Launch of US/UK/LATAM Trade Webinars
  - 20 APR. Revised short-term Marketing & Comms. Plan - Global
  - 24 APR. "Take a moment" social media series created - UK
  - 28 APR. Latin America launch of culinary demonstrations
  - 30 APR. PRIDE Webinars launched
  - Canadian Trade Webinars launched
- MAY**
- 06 MAY. Dive FAM trip virtual reunion - CAN/UK
  - 08 MAY. Website developed for displaced tourism employees
  - 11 MAY. US sales team launch Coffee Klatsch Series
  - 15 MAY. Instagram story games - boost social media engagement
  - 16 MAY. Industry partner survey - ascertain effects of COVID-19
  - 21 MAY. Wearing masks becomes legal requirement
  - 26 MAY. Tourism stipend launched
  - Launch of Tourism Tuesday newsletter
- JUN**
- 01 JUN. 3-year Cayman Islands Tourism Recovery Plan developed
  - 07 JUN. Media interview with NY Times - US
  - 12 JUN. Sanitation Guidelines for Cayman Islands tourism industry published
  - 17 JUN. CIDOT launches business continuity plan template
  - 22 JUN. Minister Interview with Condé Nast Traveler
  - 24 JUN. Wellness brochure created
  - 25 JUN. CIDOT launches staycation video trilogy

- JUL**
- 01 JUL. Re-entered US market with paid activity for search & social - US/CAN
  - 07 JUL. Porsche Great Britain partnership launched
  - 08 JUL. Cayman Islands Rewards new exam & content launch - US/CAN
  - 10 JUL. CIDOT uses local artist to launch UK partnership with Porsche
  - 16 JUL. Know Your Cayman Islands webinar series launch - US
  - 20 JUL. Gloucestershire County Cricket Club partnership launched - UK
  - 22 JUL. MOT launches strategic plan 'The Road Back to 500K Air Arrivals'
  - 23 JUL. No active cases of COVID-19
  - 24 JUL. Minister - Interview for the Cayman Islands with Porthole Cruise
  - 29 JUL. Tourism stipend programme re-opens for new registrants
  - 31 JUL. European travel guide 2nd edition completion (5 languages)
- AUG**
- 08 AUG. Launch of National Tourism Workforce Development initiatives
  - 10 AUG. New creative to enter US market for September
  - 12 AUG. Re-entry of LATAM market with social media advertising
  - 20 AUG. PR facilitates media interview with Bloomberg
  - 20 AUG. Minister Interview with Travel Pulse - COVID-19 Border Opening Delay
  - 20 AUG. Minister interview with Travel Pulse - Hard Choices in the Tourism-Reliant Caribbean
  - 24 AUG. New concepts for Dream in Cayman 2021
  - 25 AUG. Fall creative & media produced
  - 26 AUG. Level 2 COVID-19 suppression in place
  - 27 AUG. Media plan & creative for re-entry campaign - UK
  - 28 AUG. Travel guide for French speaking Canadians - CAN
  - 31 AUG. Summer roundtable series execution - US
  - British Airways 2021 promotion - UK
  - Wildlife guide production - UK
- SEP**
- 02 SEP. Ministry/CIDOT/CIAA discuss border opening with US airlines
  - 04 SEP. Partnership with London Irish Rugby launched
  - 08 SEP. Industry Open-House for all displaced tourism employees
  - 09 SEP. Meetings and incentives website completion - US
  - 14 SEP. Developing new strategy media plan for 2021
  - 14 SEP. UCCI and WORC training courses for displaced tourism employees commences
- OCT**
- 01 OCT. Global Citizen Concierge Program launch
  - 20 OCT. Launch of the virtual series: 'Tourism Starts With Us!'

