



Campaign Tactics:

1. Influencer outreach
 - a. By partnering with a travel influencer, we can generate content that feels authentic and relatable, driving tourism from my targeted audience.
 - b. Collabing with an influencer also increases credibility and trust.
2. User generated content
 - a. When visitors share their photos, videos and experiences, prospective tourists will be inspired to visit and share those same experiences with their friends and family.
3. Instagram posts

- a. My targeted audience spends an hour on Instagram each day, so pushing Instagram content will allow the audience to be exposed to my region and generate awareness.
- 4. Sponsored facebook posts
 - a. Similar to Instagram, my audience spends an hour on Facebook each day so by generating sponsored posts on the platform, it will generate awareness for my brand.
- 5. Media pitching
 - a. Pitching stories to journalists and editors at lifestyle and travel publications will add credibility to my region and also grow awareness.
- 6. Email newsletter
 - a. By sending a newsletter new events, promotions and travel tips related to Visit Buffalo Niagara can be offered to promote tourism and offer incentives for tourists to visit.
- 7. Blog posts
 - a. Blog posts can give visitors ideas on what to do in the Buffalo Niagara region and help them plan their trip.
- 8. Curated event
 - a. By hosting an event showcasing Buffalo Niagara's culture, it will encourage tourists to visit as it gives something to do.
 - b. This also encourages influencers and the media to attend and promote the event.

Additional tactics:

- 1. Google search ads
 - a. Promoting the destination on Google will reach more travelers searching for travel destinations and increase visibility.
- 2. Hashtags
 - a. Creating a hashtag will encourage users to participate in the trend and promote the region, allowing for it to reach a wider audience.

For this campaign, I would develop a press release of the campaign, a media pitch targeting travel journalists, a social media content series on instagram reels, a blog post highlighting local hidden restaurants and an email newsletter with seasonal events and travel offers. First, the press release will be developed to establish key messages and facts of the campaign, setting the tone for the rest of my initiatives and ensuring consistency across channels. Media pitches will target travel journalists to get stories of the Buffalo Niagara region in the media. The social media content series will be launched on Instagram reels in partnership with travel influencers and will include the hashtag “#DiscoverBuffalo” to promote new tourism to the region. Next, the blog post will include new and underground restaurants in the Buffalo Niagara region along with customer reviews that my targeted audience would be inclined to try.

Lastly, the email newsletter will showcase upcoming events, places to stay, and local promotions for people to come and participate in. Research needed will include local tourism data, current travel trends, and competitors messaging. Also, to ensure consistency, all campaign materials will use shared visuals, hashtags, and tone guidelines.

My target audience is young adults aged 25-40, who value authentic and affordable travel options. They are active on social media, specifically Facebook and Instagram, and particularly value short form content. Peer and influencer recommendations are an important factor for my audience when choosing a travel destination. To reach my audience, a friendly, authentic and inspiring tone is necessary.

Core messages that would appear across all PESO channels are 'Buffalo Niagara offers a place for authentic travel experiences' and 'Buffalo Niagara offers affordable travel and unforgettable stories'. These messages will resonate with my audience as they value authentic, cost-effective experiences in fun travel destinations. Partnerships will include a social media campaign with travel influencers with the hashtag "#DiscoverBuffalo" showcasing the unique culture and affordable attractions in the region, making the destination credible and trustworthy. This benefits influencers by giving them content to create and also benefits Visit Buffalo Niagara by promoting the region to travelers.