

Diamond Lakes Vacation Guide 2022

CREATIVE BRIEF

Who is the target audience?

- 1) **FAMILIES with children**
Highlight parks, Mid-America Science Museum, Garvan Gardens, Magic Springs, mining, lake fun, trails, adventure parks
- 2) **LUXURY TOURISTS** (*often includes older age groups*)
Emphasize dining, shopping, lodging with amenities, nightlife, casino & racetrack, accessible outdoor experiences such as cruises, lakeside luxuries
- 3) **OUTDOOR ADVENTURERS** (*often includes millennials/active Gen X*)
Focus on hiking, biking, watersports, campgrounds, breweries, hip foodie spots
- 4) **OUT-OF-STATE VISITORS**
Emphasize region's unique points, national attractions and recreational treasures to inspire long trips
- 5) **ARTS & HERITAGE TOURISTS**
Highlight Bathhouse Row, arts scene, Film Fest, Gangster Museum, Ohio Club, art gallery shopping/studios, music fests

What is the competition?

In early 2021, competition for travel and tourism is currently lower for all travelers within driving distance of Arkansas due to the risk of contagion from air travel. People are choosing road trips and outdoor activities, a preference that will continue until the perception of air travel risk drops. By 2022, competition may rise again, but so will the number of travelers.

Rival attractions to Hot Springs/Diamond Lakes would include resort towns and lake destinations in the south-central states including Arkansas, Louisiana, Missouri, Oklahoma, east Texas, Tennessee, and Mississippi. Some events and arts & culture attractions such as the Hot Springs Documentary Film Festival are of a caliber to compete with similar national-level events. As a multi-interest indoor/outdoor vacation site with a wide roster of attractions, Hot Springs/Diamond Lakes can compete with sites such as Branson or New Orleans. The Diamond Lakes region will hold special appeal for tourists who are interested in fishing and water-based recreation.

What's the opportunity?

With hope rising that the pandemic of 2020 will be contained in 2021, there will be more interest than ever by 2022 in travel, events and group entertainments. Travelers who

were pent up in their homes for a year will be strongly interested in returning to festivals and gatherings as well as traditional indoor entertainments. However, the new interest in outdoor fun and hobbies that developed during the pandemic will continue to feed the outdoor tourism economy, with more growth in lodging.

What is the problem?

In our information-flooded economy, many destinations are bombarding tourists with information and lists of amenities. Travelers need compelling **stories** to encourage them to convert from mild interest to concrete travel planning.

Our top five demographic groups face the following mental barriers before they choose their destinations for outdoor travel and recreation:

- 1) FAMILIES - I want to take my kids on vacation, but will there be a wide enough selection of kid-friendly activities at this destination to keep them entertained for several days?
- 2) LUXURY TOURISTS - I like to be entertained. There need to be enough restaurants, night-life spots, shopping options, points of interest and non-strenuous scenic or sensory experiences that are available even if I am not physically able to be very active.
- 3) OUTDOOR ADVENTURERS – Countless states and towns send me email about their wonderful scenery, hiking, biking and floating. How do I know which spots are for real and provide truly awesome outdoor experiences?
- 4) OUT-OF-STATE VISITORS – What combination of unique, top-caliber attractions or events makes it worth spending my travel time and dollars on Hot Springs/Diamond Lakes rather than another site within my travel range?
- 5) ARTS & HERITAGE TOURISTS – What makes Hot Springs unique in history and culture? How are the arts, history & culture of Hot Springs going to leave me feeling that I got to know one of America’s extraordinary places?

How are we answering these needs?

To stand out, destinations need **stories targeted to specific demographic groups** with human interest and sensory appeal. Persuasive stories convey the message that Hot Springs/Diamond Lakes can completely satisfy the array of unique pleasure points for each traveler. Stories convincingly answer their challenge questions to dissolve mental barriers and make conversions.

Two approaches will characterize the 2022 DL Vacation Guide:

A. STORYTELLING FOR TARGETED AUDIENCES

- 1) Create narratives that cross boundaries and feature collections of activities and attractions that will encourage interest in the region as a whole for each demographic.
- 2) Ensure that each targeted audience has a highlighted story that is easy to see in the issue by cover callouts and magazine structure.*

- B. DIGITAL PLATFORM INTEGRATION - By integrating print and digital platforms and resources in the pages of the Diamond Lakes Vacation Guide, we can encourage multiple points of interaction with audio or video as well as helpful web pages.

**(One key point about storytelling for these targeted demographic groups: though these identifiers may be generally true, the people in these groups may not consciously identify themselves in these ways, nor do they always want to label themselves in the above ways even if they do tend toward certain preferred interests. Accordingly, it can be very effective to write stories aimed at each demographic by clustering interests, but without calling attention to a separation of interest groups in any ways that might feel restrictive. The interest-cluster itself will draw the appropriate groups without labeling.)*

What is the key message?

The Diamond Lakes region has a unique array of entertainments and rewards specifically for YOU.

The people featured in this guide who like the things YOU like will tell you in colorful and interesting ways about all the fun you can have here. And throughout the guide, you can find hundreds of helpful online resources to show you more or help you plan your trip with ease.

Your days in the Diamond Lakes region will be packed with exactly the kind of things YOU like to do.

What is the tone?

The tone for the Diamond Lakes Vacation Guide is energetic, optimistic, and colorful. The diction is casual, relaxed, and easy to follow in style and structure. The editorial team will choose strong verbs, avoiding formal tone, academic diction, “to be” verbs, and passive voice. The editorial team will keep language generationally inclusive, avoiding trendy language that is too generationally bound to appeal to all readers ages 18 through 80 plus. Second person (“you”) and first person (“I” “we”) will be deployed with editorial discretion depending on each type of article or copy. The editorial team will aim for consistency in tone, diction, and liveliness to give the magazine an appealing and reliable voice.