BIMP-EAGA
BRUNEI DARUSSALAM–INDONESIA–MALAYSIA—PHILIPPINES
EAST ASEAN GROWTH AREA

IMT-GT
INDONESIA-MALAYSIA-THAILAND GROWTH TRIANGLE

Joint BIMP-EAGA and IMT-GT Tourism Recovery Communications Plan and Toolkit 2022–2024

Ease of Travel

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Contents

Ko Adang, Amphoe Mueang Satun, Thailand.
Photo by Mann Napa / Unsplash

Abbreviations

ADB	Asian Development Bank
ASEAN	Association of Southeast Asian Nations
BIMP-EAGA	Brunei Darussalam-Indonesia-Malaysia-Philippines East ASEAN Growth Area
BIMP-FC	BIMP-EAGA Facilitation Center
CIMT	Centre for IMT-GT Subregional Cooperation
IMT-GT	Indonesia-Malaysia-Thailand Growth Triangle
JTDC	Joint Tourism Development Cluster
NTO	National Tourism Organization
PCR	polymerase chain reaction
WGT	Working Group on Tourism

Note: In this report "$" refers to US dollars.

Foreword

Dear travel and tourism stakeholders,

The Brunei Darussalam–Indonesia–Malaysia–Philippines East ASEAN Growth Area (BIMP-EAGA) Facilitation Center and The Centre for Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) Subregional Cooperation support tourism development across Brunei Darussalam, Indonesia, Malaysia, the Philippines, and Thailand. Over the years, we have helped member countries coordinate policy, tourism planning, and capacity development to promote tourism development that benefits people and the environment.

Prior to the coronavirus disease (COVID-19) pandemic and temporary border closures, our subregions were among the most dynamic tourism destinations in the world. Now that borders have reopened and travel restrictions have eased, the time has come to restore tourism growth and make it more resilient and sustainable.

In 2021, our subregional summits concluded with the urgent mandate to develop tourism recovery frameworks aligned with the Post-COVID-19 Recovery Plan for ASEAN Tourism. We resolved to prepare a joint tourism recovery communications plan and toolkit, aiming to inform global stakeholders that our subregions are open, safe, and easy to visit. The communications plan will be jointly implemented by our member countries in cooperation with the private sector and other tourism industry stakeholders.

We would like to thank our member countries' national tourism organizations for their guidance and contributions in preparing this document. We also thank the many tourism businesses, travel trade organizations, members of academia and the media, and development partners, especially the Asian Development Bank, for your support in developing and implementing the plan.

We believe that these joint efforts will contribute to a robust and sustainable tourism recovery, and we look forward to implementing them with you.

Sincerely,

Susanna Chew
Head, BIMP-EAGA Facilitation Center

Firdaus Dahlan
Director, Centre for IMT-GT
Subregional Cooperation

Introduction

The Brunei Darussalam-Indonesia-Malaysia-Philippines East ASEAN Growth Area (BIMP-EAGA) and the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) are diverse subregions rich with tourism assets. Tourism products span adventure, religion, nature, wellness, and community-based tourism. From 2015 to 2019, member countries experienced steady growth of international tourism arrivals at an average growth rate of 8%.[1]

The coronavirus disease (COVID-19) pandemic reversed this trend. Southeast Asia experienced a 97.9% decline in international visitor arrivals from 2019 to 2021.[2]

Despite an accelerating global tourism recovery, Southeast Asia's international visitor arrivals remained 93.5% below 2019 as of May 2022.[3] Inbound flights to the region have only achieved 18% of pre-pandemic levels.[4] In comparison, Europe, the Americas, and the Middle East and Africa have reached 55%, 66%, and 64% of pre-COVID-19 inbound flight arrivals, respectively.

Southeast Asia's slow tourism recovery is weakening all member country economies, which relied on pre-pandemic tourism for 5%–20% of GDP and 7%–24% of total employment.[5] Of the 9.3 million jobs lost in Southeast Asia due to COVID-19, nearly one-third were tourism-related.[6]

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1 ADB. 2022. *Supporting Post-COVID-19 Economic Recovery in Southeast Asia.* Manila.

2 UNWTO. 2021. *World Tourism Barometer.* 19(5). September 2021.

3 UNWTO. 2021. *World Tourism Barometer*. 20(4). July 2022.

4 TTR Weekly. 2022. *Southeast Asia's Recovery Off the Pace.* 20 June.

5 ADB. 2022. *Supporting Post-COVID-19 Economic Recovery in Southeast Asia.* Manila.

6 ILO. 2021. *COVID-19 and Employment in the Tourism Sector in the Asia–Pacific region.*

Aceh, Indonesia
Photo by Sandy Zebua / Unsplash

A survey of 3,831 Southeast Asian micro, small, and medium-sized tourism enterprises showed that many were forced to close, ranging from 70.6% of such enterprises interviewed in the Philippines to 41.1% in Thailand.[7] Regionwide, the pandemic pushed an estimated 4.7 million people into extreme poverty, undermining years of social and economic progress.[8]

One key constraint to a more rapid tourism recovery is that important source markets continue to restrict outbound travel. As of mid-2022, the People's Republic of China is not allowing mass outbound travel. Other major source markets such as Australia and New Zealand have only recently reopened. Geopolitical events have restricted the inflow of visitors from the Russian Federation, which was also an important pre-pandemic source market for some countries in Southeast Asia.

A second key constraint to a more rapid recovery is traveler confidence. Despite improved vaccination rates for inbound tourists and local residents, international travelers remain nervous about risks including infection, getting stranded in quarantine facilities or hospitals, and losing money due to cancellations.[9] The BIMP-EAGA and IMT-GT member countries' cautious approach to lifting health entry protocols and different entry requirements have exacerbated traveler concerns, causing some to perceive BIMP-EAGA and IMT-GT as more difficult or risky to visit than other destinations. [10]

7 ADB. 2020. *Asia Small and Medium-Sized Enterprise Monitor 2020. Volume II—COVID-19 Impact on Micro, Small, and Medium -Sized Enterprises in Developing Asia.* Manila.

8 ADB. 2020. *Southeast Asia Rising from the Pandemic.* Manila.

9 Teresiene, D., Keliuotyte-Staniuleniene, G., Liao, Y., Kanapickiene, R., Pu, R., Hu, S., & Yue, X.-G. 2021. The Impact of the COVID-19 Pandemic on Consumer and Business Confidence Indicators. *Journal of Risk and Financial Management*, 14(4), 159. doi:10.3390/jrfm14040159.

10 Skift. 2022. *5 Signs of Travel's Continued Recovery.* 7 March.

Entry Requirements by Member Country as of 28 October 2022

		Brunei Darussalam	Indonesia	Malaysia	Philippines	Thailand
Proof of Vaccination		None	Proof of vaccination upon arrival	None	Proof of vaccination upon arrival	None
PCR Requirements	Fully Vaccinated	None	None	None	PCR test required for individuals who have not received a booster shot of a COVID-19 vaccine	None
	Unvaccinated	None	Negative PCR test within 48 hours of departure	None	Negative PCR test required at end of quarantine	None
Quarantine	Fully Vaccinated	None	None	None	None	None
	Unvaccinated	None	Potentially required if PCR test upon arrival is positive or if negative PCR test is not presented	None	Quarantine period of 5 days with negative PCR test required at end	None
Other		Travel insurance to cover COVID-19 treatment with coverage of 20,000 BND (approximately $14,500) is required	N/A	N/A	Travel insurance no longer required, but is highly encouraged with a coverage amount up to $35,000	N/A

COVID-19 = coronavirus disease 2019; N/A = not applicable; PCR = polymerase chain reaction.

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Sources:

Brunei Darussalam: www.bruneitourism.com/covid19-travellers-advisory

Indonesia: www.indonesia.travel/gb/en/news

Malaysia: www.malaysia.travel/travel-alert?date=2022-08-01

The Philippines: www.onehealthpass.com.ph/OHP-NEW-DESIGN/Entry-Guidelines.html

Thailand: www.tatnews.org/2022/10/thailand-fully-reopens-from-1-october-2022

Key markets are signaling strong pent-up demand for inbound travel to Southeast Asia.

Cave mud floor in Mulu National Park, Sarawak, Malaysia. Photo by Sarawak Tourism Board

In March 2022, the Philippines surpassed pre-pandemic travel search volumes (104% vs. 2019), while Indonesia made nearly a full recovery (94% vs. 2019). Both countries also saw the quickest resurgence of outbound search volumes, at 70% of pre-pandemic levels, with searches for products consistent with subregional offerings such as "luxury resorts" and "beach resorts" up 60% year-on-year. Key source markets have also indicated strong likelihood to travel in 2022, such as the United Kingdom (89%), Australia (79%), the United States (78%), and Japan (58%).[11]

Member countries' efforts to address traveler concerns and reopen more fully to visitors are accelerating. As of 28 October 2022, most have reduced or removed many pandemic-era travel restrictions for fully vaccinated travelers. Meanwhile, National Tourism Organizations (NTOs) and subnational destination management organizations are strongly promoting tourism products in line with post-pandemic consumer preferences, such as smaller-scale experiences and attractions; community tourism; eco-tourism; wilderness and nature-based experiences; outdoor and adventure experiences; spas, retreats, health, and wellness experiences; Muslim-friendly tourism; luxury travel and bespoke experiences; and cruises. Additionally, member countries have mainstreamed health and hygiene initiatives to ensure traveler and tourism workers' health and safety, including those under Brunei Darussalam's General Tourism

Services Assessment; Indonesia's Cleanliness, Health, Safety, and Environmental Sustainability program; the Philippines' Safety Seal; Travel Safe Malaysia; and the Amazing Thailand Safety and Health Administration.

While restricted inflows from traditionally important source markets are expected to persist in the near term, both subregions have a shared interest in using strategic communications to reach accessible source markets, correct travelers' misperceptions of BIMP-EAGA and IMT-GT as difficult to visit, and promote member countries as open, easy to visit, and welcoming. This joint tourism recovery communications plan will guide these efforts during 2022–2024.

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11   Tripadvisor. 2022. Travel in 2022 - A look Ahead.

Objectives

The objective of this two-year joint communications plan is to build traveler awareness that BIMP-EAGA and IMT-GT are **open, safe, and easy to visit.**

Travelers are welcome to visit and enjoy an abundance of relaxing, stress-free, pristine, nature-focused, and immersive experiences.

Member countries have transparent, easy-to-understand entry requirements on par with norms in Europe, the Americas, the Middle East, and other parts of the world.

While striving toward this objective, BIMP-EAGA and IMT-GT joint activities will complement and add value to individual country communications initiatives with a distinct focus on ease of travel, with associated customized sub-messaging to reflect unique destination attributes.

Pangkor Island, Perak, Malaysia
Photo by Anh Thu Le Nguyen / Unsplash

Principles

The following principles will guide information dissemination under this plan, including by public and private tourism stakeholders:

- **Align messaging.** The subregions will cooperate to promote safe, relaxing, stress-free, nature-focused, and immersive experiences that are easy to access, using the "Ease of Travel" tagline and customized associated messaging.

- **Publish timely and accurate content.** The subregions will collaborate to create, collect, and publish timely and accurate information that reflects Ease of Travel in standardized engaging formats that are customizable to communicate unique destination attributes using sub-messages.

- **Amplify messages through partnerships.** The subregions will amplify Ease of Travel messaging and customized sub-message content in partnership with member country National Tourism Organizations and their private sector partners including transportation providers, travel agents, and tour operators.

Photo by Xframe

Audiences and Channels

Prioritized audiences are broadly aligned with member countries' visitor market segmentation:

Short-haul. Domestic tourism and travel between countries in Southeast Asia.

Broader Asia and the Pacific. Countries within 5–6 hours of the subregions such as Japan, Republic of Korea, India, Australia, and New Zealand. These source markets have a strong affinity for travel in both subregions. Many can access Southeast Asia visa-free.

Long-haul international intrepid. This includes travelers from source markets in Europe, the Americas, and the Middle East who have shown a propensity for traveling to Southeast Asia and an interest in traveling again.

Channels for reaching these audiences are divided into two categories: **Publication channels** and **Amplification channels.**

Publication channels are channels directly owned and controlled by the BIMP-EAGA Facilitation Center (BIMP-FC) and the Centre for IMT-GT Subregional Cooperation (CIMT), e.g., the BIMP-EAGA website, Facebook page, Twitter feed, and YouTube channel, as well as IMT-GT's website, Facebook page, Instagram page, and YouTube channel.

Amplification channels include any channel that enables the subregions to gain larger audience reach than they would ordinarily get via average traffic to their own publication channels. Amplification channels comprise:

- Syndication, i.e., re-publishing content in third-party publications and websites.

- Paid messaging and content amplification by advertising.
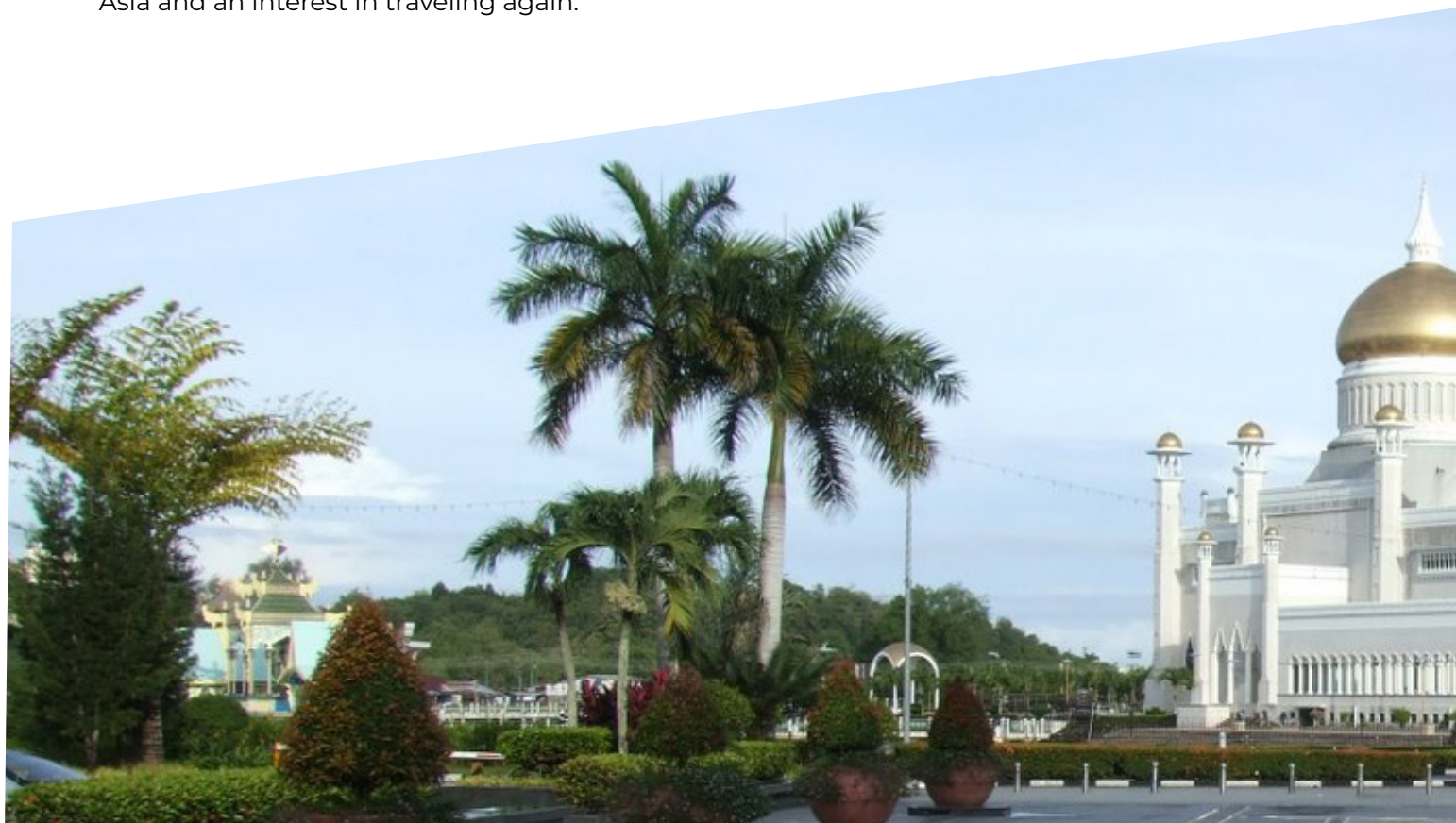
- Earned editorial, blogger, or influencer coverage that references key messages and directs the audience to the subregions' content.

- Sharing digital content, e.g., linked web pages, social media posts of other social media channels.

This plan leverages all four categories of amplification channels. The BIMP-EAGA and IMT-GT subregions will amplify Ease of Travel messages and customized sub-messages by syndicating and sharing content through NTOs and their partners, including:

- Travel agents.

- Destination management companies and tour operators.

- Cruise lines.

- National and regional airlines (for short-haul and broader Asia and Pacific travelers).

- International airlines that service the region through major hubs in the Gulf States, Istanbul, Frankfurt, Los Angeles, San Francisco, and Vancouver (for long-haul international intrepids).

- Major hospitality brands.

The subregions will amplify messages by pursuing the following earned media opportunities:

- Local and regional news media coverage, mainly targeting short-haul travelers.

- Travel trade media, blogger, and influencer coverage, focusing on long-haul international intrepids and broader Asia and Pacific travelers.

The subregions will also work with NTOs to amplify messages and campaigns with NTO digital banner advertising.

Omar 'Ali Saifuddien Mosque, Brunei Darussalam
Photo by brandon2000au / Flickr

Pillar 1: Align Messaging

The joint tourism recovery communications campaign slogan is ***"Take it Easy."*** This slogan will be modified to include BIMP-EAGA, IMT-GT, and/or individual member country destinations depending on the context. The campaign to welcome travelers back to BIMP-EAGA and IMT-GT will:

·   Reassure travelers that visiting subregional destinations is easy and free of stress and complications. (Proof points: easing and elimination of testing, quarantine, and other requirements; improvements in air linkages and schedules; and streamlining of visa processes).

·   Remind travelers that the subregions have abundant opportunities to "take it easy" with diverse nature-based, stress-free, and healthy getaways.

Proof Points Underpinning Ease of Travel Messaging

Management

Marketing

Take a Relaxing Break

Stress-Free

Wellness & Health

Cross-Border

Nature

Stress-Free

Open Skies

Relaxing of Protocols

Ease of Restrictions

Breath Easy

Community Travel

Easy
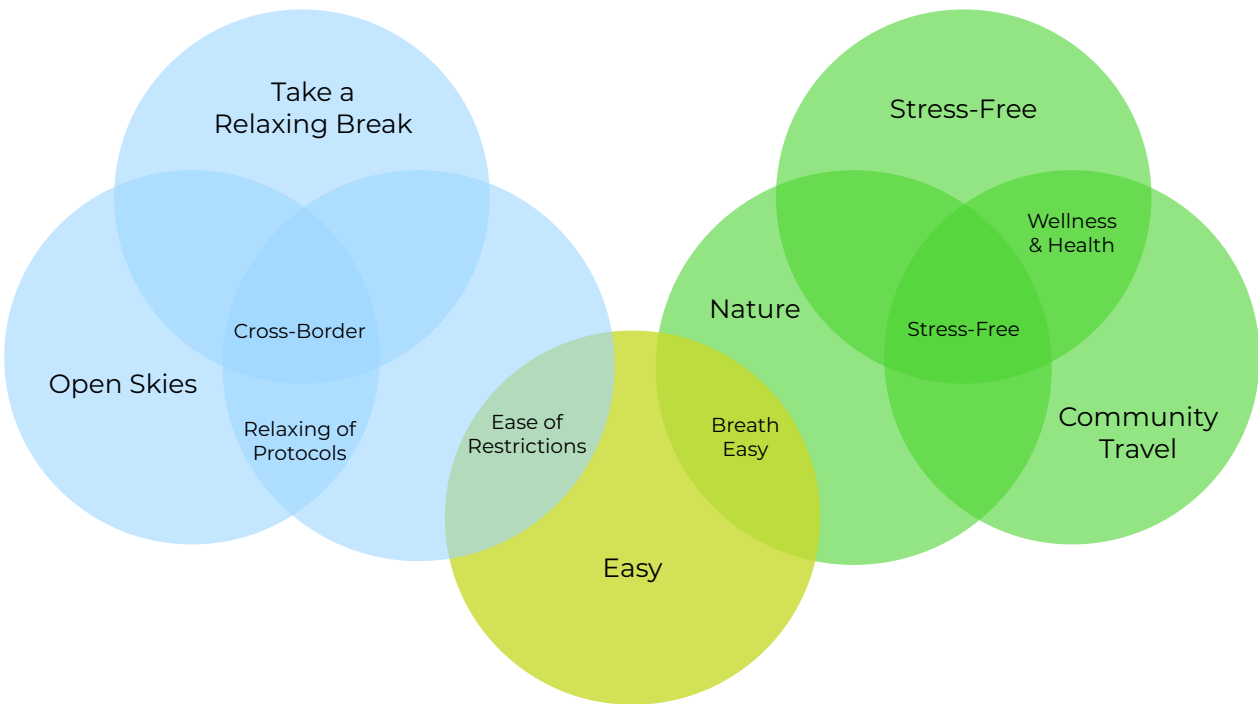
Supporting messages intend to align with the travel purchase journey.

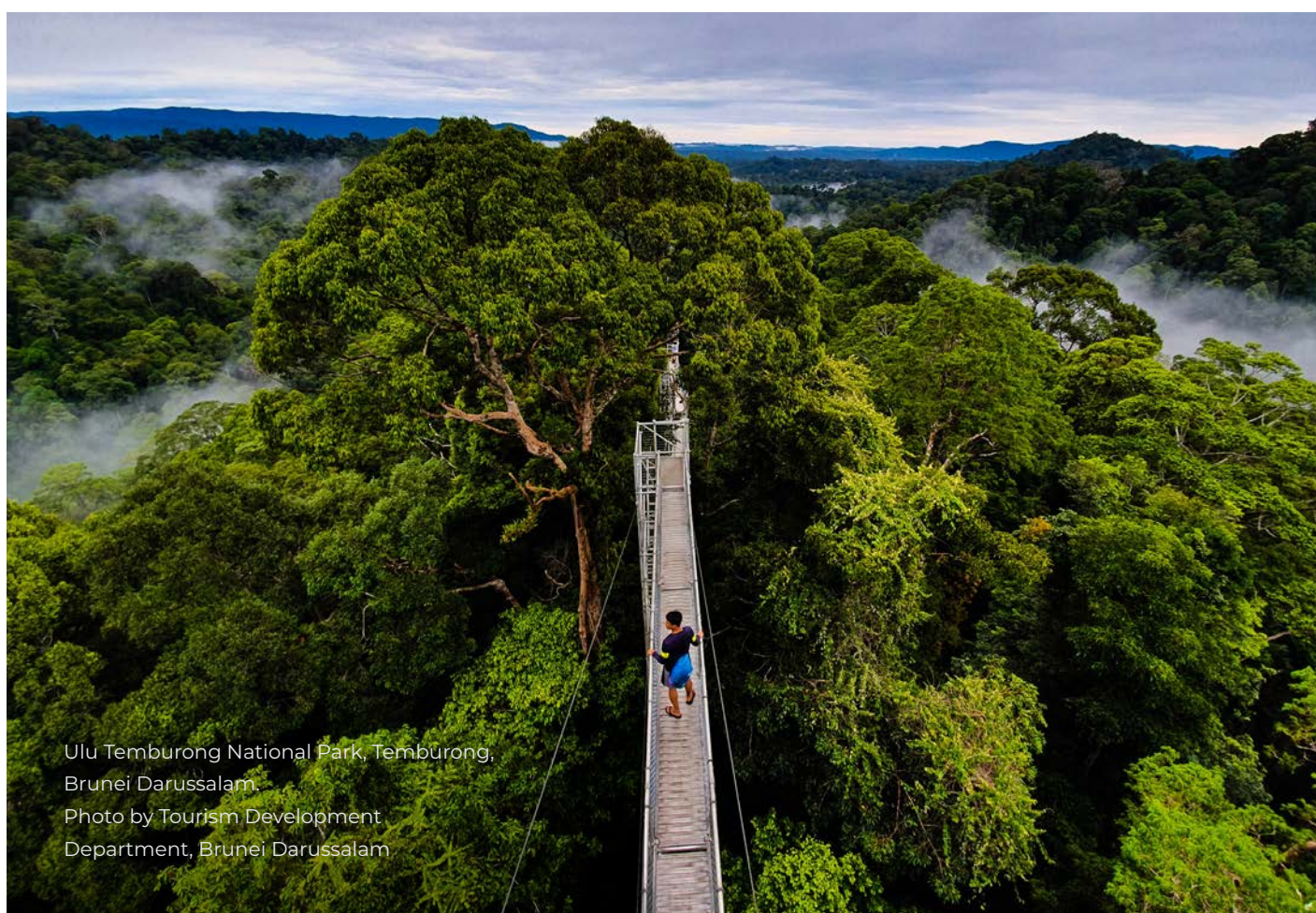| Marketing Messages					
Journey Stage			**Managing Traveler Concerns about Health and Safety**		
Dream	Less-crowded landmark sites and attractions	New destinations ready to be explored	There's never been a better time to come	Eased protocols for vaccinated visitors	Reduced and controlled case numbers
Plan	Warm and welcoming destinations to take care of you	Space, fresh air, nature, and wellness	Trusted information and resources for travel to the subregions	World-class health and safety protocols	Fully vaccinated tourism workers
Book	A wide range of activities and experiences	Easy to book	Special offers on recovery-appropriate experiences and products	Prepared and committed to remaining open and accessible	Precautions and norms similar to other major tourism destinations around the world

Ulu Temburong National Park, Temburong, Brunei Darussalam.
Photo by Tourism Development Department, Brunei Darussalam

Banda Aceh Grand Mosque, Aceh, Indonesia.
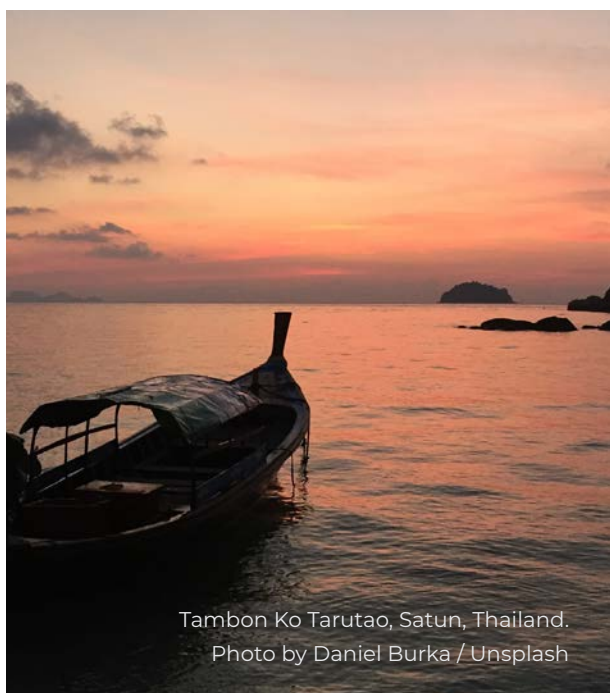Photo by Sangga Rima Roman Selia / Unsplash

Content and messages will focus on areas of Brunei Darussalam, Indonesia, Malaysia, the Philippines, and Thailand within the BIMP-EAGA and IMT-GT areas. The main and supporting messages complement and sit comfortably alongside Association of Southeast Asian Nations (ASEAN)-level messaging that emphasizes the region has adopted world-class health and safety standards and therefore poses a low COVID-19 risk to visitors. (Proof points: vaccination rates, infection rates, presence of credible health and safety protocols).

Campaign landing pages. The campaign will use media relations, social media communications, and digital advertising to drive traffic to campaign landing pages and content repositories hosted on the BIMP-FC and CIMT websites. With assistance from communications consultants, BIMP-FC and CIMT will respectively manage these landing pages at bimp-eaga.asia/easy and imtgt.org/easy. The landing pages will aggregate:
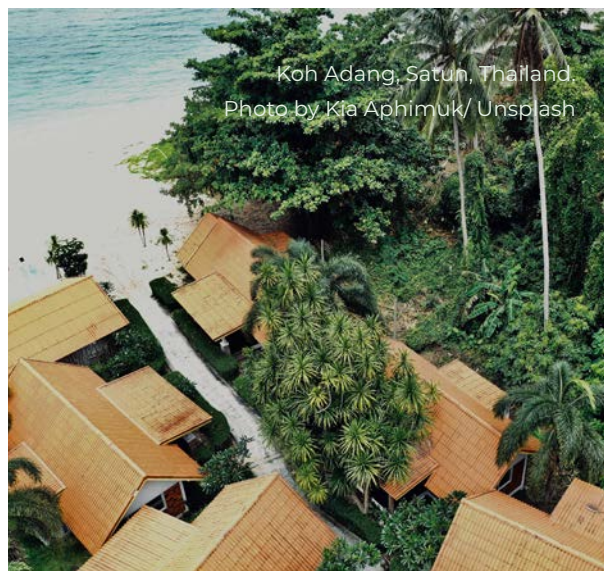
- Up-to-date information to help visitors navigate entry requirements and protocols.

- Nature-based, stress-free, and healthy products and experiences.

- Incentives and inducements to travel.

Media relations. BIMP-EAGA and IMT-GT will launch the campaign with one or more in-person press conferences targeting travel trade media, consumer travel media, and national and regional newspapers. Press conferences will be timed to coincide with other regional tourism events. Each press conference will feature participation from the relevant subregional secretariats, senior NTO representatives, and media partners. They will feature simultaneous translation to encourage local media participation and online attendance options for journalists.

Member country NTOs will distribute press conference invitations and press releases to journalists in their national networks. Distribution of press releases will be augmented by the BIMP-FC, CIMT, and national agencies responsible for disseminating travel and tourism information.

Koh Adang, Satun, Thailand.
Photo by Kia Aphimuk/ Unsplash

Digital advertising. All member country NTOs have existing budgets and workflows for advertising on the Google Display Network and comparable platforms. As part of this campaign, each NTO will allocate some of its advertising budget to run digital banner advertisements. Guidelines for digital banner advertising include:

· Managed by NTO digital marketing teams and coordinated with BIMP-FC and CIMT website managers.

· Use the banner design templates that are included in the Toolkit section of this document.

· Target the same audience segments, using the same digital targeting criteria that their digital marketing teams already use for destination marketing.

· Start banner advertising on the same day as a campaign press conference and conclude within 45 days later.

In addition, member country NTOs will publish campaign banners, as appropriate, on NTO and NTO-affiliated websites.

Print. A Joint Tourism Communications Task Force will work closely with member country NTOs and other agencies responsible for disseminating travel and tourism information to reach out to partner airlines and selectively explore publishing campaign print advertising and advertorials in inflight magazines. Example print ad templates are also in the Toolkit.

Tambon Ko Tarutao, Satun, Thailand.
Photo by Daniel Burka / Unsplash

Social media. Member country NTOs will publish at least two campaign announcement posts on each social media handle that they own and control. The first post will coincide with press conferences and the second as a reminder about two weeks later. All social media communications about the campaign will use the campaign hashtag #TakeItEasy and the campaign emblem included in the Toolkit section of this document.

Pillar 2: Publish Timely and Accurate Content

Following the launch campaign, the subregions will continue updating and adding content to the campaign landing pages, evolving them from simple campaign landing pages into comprehensive information portals. They will aggregate news, information, and content from member countries, partners, and the media including:

- Health and other entry requirements.

- Promotions and incentives to take advantage of relaxing, pristine, nature-focused, and immersive experiences.

- News updates impacting ease of travel.

- Media and blog coverage reflecting positively on ease of travel.

The subregions will link to and amplify campaign landing page content through publication channels that they own and control, including the BIMP-EAGA website, Facebook page, Twitter feed, and YouTube channel; and IMT-GT's website, Facebook page, Instagram page, and YouTube channel.

The subregions will also maintain a Shared Drive accessible only to member countries and partners on a permissions-managed basis. The Shared Drive will contain other ready-to-use content related to ease of travel and nature-based, stress-free, healthy getaways:

- Social media posts.

- Newsletter blurbs.

- Presentation slides.

- Talking points.

- Media fact sheets.

- Image and infographics library.

- Downloadable branding, resources, templates, and toolkits.
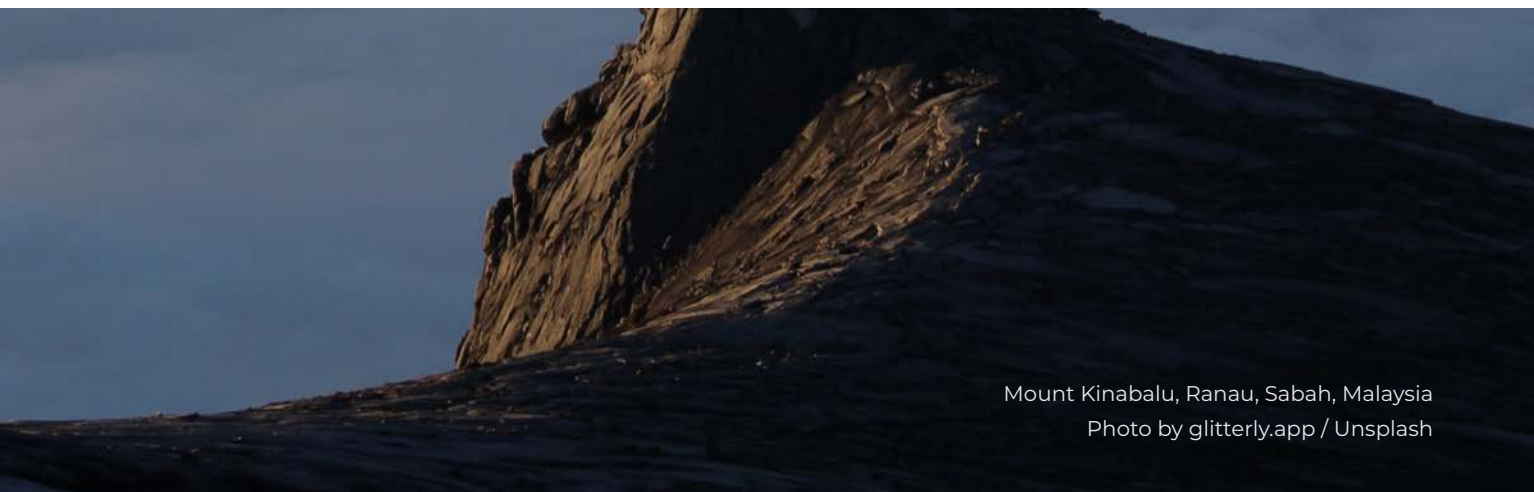
Mount Kinabalu, Ranau, Sabah, Malaysia
Photo by glitterly.app / Unsplash

Pillar 3: Amplify Messages Through Partnerships

The subregions will amplify campaign messages through partnerships, as detailed in the following implementation arrangements section. The subregions will be proactive in seeking and acting upon opportunities to:

- Syndicate ease-of-travel content through NTO and partner magazines, online publications, and websites.

- Place print and editorial content in NTO and partner magazines and publications.

- Disseminate campaign landing page links and Shared Drive content on NTO and partner social media channels.

Member country NTOs will cooperate to amplify subregional ease-of-travel messages at least twice per month per NTO using national publications, websites, and social media channels. Communications consultants will be tasked with developing and customizing content that conforms to NTO requirements and is harmonized with country-level messaging.

Coron, Palawan, Philippines.
Photo by John Hernandez/ Unsplash

Implementation Arrangements

Management

The BIMP-FC and CIMT will jointly coordinate tourism recovery communications implementation. To ensure NTO alignment, the subregions will convene the Joint Tourism Communications Task Force with membership as follows:

- Cochairs from the BIMP-EAGA Joint Tourism Development Cluster (JTDC) and the IMT-GT Working Group on Tourism (WGT).

- One communications department representative and one marketing department representative from each member country NTO. Other government agencies responsible for disseminating travel and tourism information may also be invited to nominate task force representatives.

- Advisory participation from the BIMP-EAGA Business Council and the IMT-GT Joint Business Council to facilitate dialogue and inputs from the private sector.

- Advisory participation from the BIMP-FC and CIMT.

The Task Force will meet periodically through December 2024. Roles will include:

- Recovery communications implementation oversight.

- Coordination with and between member country NTOs and their partners.

- Informing one another of changes to entry protocols, other relevant policies, and marketing and communications priorities.

- Monitoring and evaluation including periodic progress reports against the action plan.

- Identifying and implementing additional value-added joint communications activities.

- Identifying additional partnership and resource mobilization opportunities in consultation with the BIMP-FC, CIMT, the BIMP-EAGA Business Council, and the IMT-GT Joint Business Council.
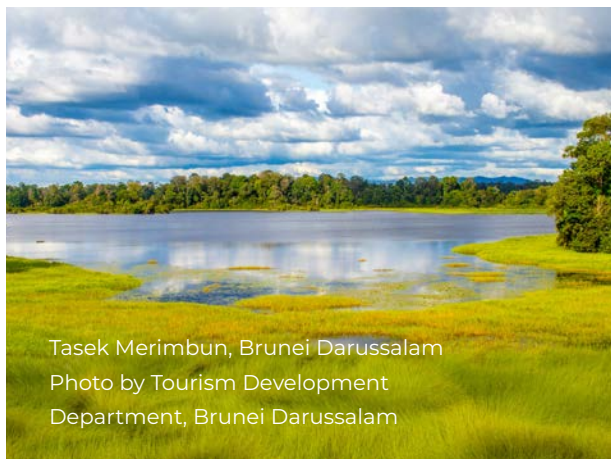
Tasek Merimbun, Brunei Darussalam
Photo by Tourism Development
Department, Brunei Darussalam

Implementation Support

The BIMP-FC and CIMT intend to engage communications consultants to manage day-to-day communications plan implementation.

In addition, the consultants will provide resources to develop and maintain the campaign landing pages and Shared Drive.

Monitoring and Evaluation

The communications consultants will prepare monthly communications progress reports to the Joint Tourism Communications Task Force. Task Force cochairs will report cumulative results to the periodic BIMP-EAGA JTDC and IMT-GT WGT meetings. Reports will reference the key performance indicators below.

	Performance Indicators	Data Sources
Traveler Awareness that BIMP-EAGA and IMT-GT are Open, Welcoming, and Easy to Visit	• Member countries' median score on an internationally recognized tourism sentiment index that aggregates sentiment toward tourism services, tourism experiences, and COVID-19 recovery.	• Tourism Sentiment Index
Align Messaging	• Number of media stories (print articles, online articles, major travel blogs and vlogs, and broadcast stories) reflecting positively on ease of travel in member countries. • Number of times media stories are shared on social media.	• Media tracking reports • Social media monitoring
Publish Timely and Accurate Content	• Website traffic to the campaign landing pages: users, visits, page views, and time on page. • Outbound landing page (clicks) from bimp-eaga.asia/easy and imtgt.org/easy to travel promotions and incentives.	• Google Analytics
Amplify Messages Through Partnerships	• Number of media stories in partner publications and websites referencing the campaign landing pages or displaying the various 'Take it Easy' campaign badges. • Number of partner social media posts using the #TakeItEasy hashtag.	• Media tracking reports • Social media monitoring

Future Staging

This plan will span two years with the objective of building traveler awareness that BIMP-EAGA and IMT-GT are open, welcoming, and easy to visit. The newly created Joint Tourism Communications Task Force may extend its mandate beyond 2024 to continue fostering collaboration between member countries on tourism communications to better prepare for and navigate future challenges.

By April 2024, the Task Force will discuss and prepare a recommendation to the BIMP-FC and CIMT regarding formulation of joint communications goals and objectives, as well as a strategy and action plan, for 2025–2026. It will also recommend the role of the Joint Tourism Communications Task Force beyond 2024.

Action Plan

Time-frame	Activity	Key Tasks	Indicator	Audience	Managed by	Partners	Cost Estimate	Funding
PILLAR 1: ALIGN MESSAGING								
Q4 2022 – Q4 2024	Convene a Joint BIMP-EAGA-IMT-GT Tourism Communications Task Force	• Appoint cochairs from BIMP-EAGA JTDC and IMT-GT WGT. • Appoint two members from each member country NTO: one communications and one marketing. • Appoint members from the BEBC and the IMT-GT JBC. • Review and endorse communications activities and progress reports. • Meet periodically (online and/or in-person to coincide with BIMP-EAGA JTDC and IMT-GT WGT meetings).	• Number of meetings held • Number of communications activities and progress reports submitted and endorsed	--	• BIMP-EAGA JTDC and IMT-GT WGT	• BIMP-FC and CIMT • BEBC and JBC • NTOs • Development Partners	• In kind	• Member countries • BIMP-EAGA JTDC and IMT-GT WGT
Q4 2022 – Q4 2023	Engage communications consultant(s)	• ADB provides TA consultant resources to support/implement (i) select first-year action plan activities and key tasks, including detailed cost implementation plan by country; and (ii) support BIMP-FC and CIMT overall coordination efforts.	• Consultant(s) onboarded	--	• ADB	• Joint Tourism Communications Task Force • BIMP-FC and CIMT • BIMP-EAGA JTDC and IMT-GT WGT	• $100,000	• ADB
Q1 2023	Develop and publish campaign landing pages	• Compile and curate (1) Nature-based, stress-free, healthy experiences. (2) Incentives and inducements to travel. (3) Up-to-the-minute information about entry requirements and protocols. • Draft and approve landing page wireframes, text, images, and design.	• Page load speed	• Travel trade media • Consumer media • Bloggers and Influencers • Consumers	• Communications consultant(s).	• Joint Tourism Communications Task Force • NTOs • Private sector partners	• Included in consultant terms of reference	• ADB • BIMP-FC • CIMT

Time-frame	Activity	Key Tasks	Indicator	Audience	Managed by	Partners	Cost Estimate	Funding
Q2 2023	Host regional press conferences concurrently with BIMP-EAGA JTDC and IMT-GT WGT meetings	· See press conference checklist in Toolkit.	· Number of press conferences held · Number of journalists and bloggers attending live and virtually · Number of resulting media stories	· Travel trade media · Consumer media · Bloggers	· NTO of host country · Communications consultant(s)	· BIMP-FC and CIMT · BEBC and JBC · NTOs · Development Partners	(For each event) Venue, A/V, and Technology: $1,500 Printing: $300 Coffee Break: $500 Consultant's Travel: $1,500 BIMP-FC and CIMT Travel: $3,000	· Member countries · Development partners · BIMP-FC and CIMT
Q1/Q2 2023	Execute a concentrated, 30-day **public relations campaign**	· Finalize campaign creative assets (drafts in Toolkit). · Post to social media 2 times weekly. · Post campaign banners on NTO and subregional websites. · Negotiate additional social media posts, banner placements, print advertisement placements, and editorial placements with private sector partners.	· Number of social media posts about the campaign and using campaign assets · Number of in-kind digital banner placements · Number of editorial placements in partner publications and websites · Number of print advertisements in partner publications and websites · Number of landing page users and visits	· Consumers · Travel trade	· Communications consultant(s)	· NTOs · Private sector partners · BIMP-FC and CIMT	· Facilitation: Included in consultant terms of reference · Media placements: In-kind	· NTOs · Private sector partners · BIMP-FC and CIMT
Q2 2023	Execute a concentrated, 30-day **advertising campaign**	· Finalize campaign creative assets (drafts in Toolkit). · Run digital banner advertising campaign.	· Number of website users and visits	· Consumers · Travel trade	· NTO marketing departments	· Communications consultant(s)	· Facilitation: In-kind · Advertising: $25,000	· NTOs · Member countries
Q4 2023 – Q4 2024	Engage communications consultant(s) for Year 2 Implementation	· Update terms of reference and launch recruitment.	· Consultant contracting concluded		· Joint Tourism Communications Task Force	· BIMP-FC and CIMT · BIMP-EAGA JTDC and IMT-GT WGT	· $50,000	· Member countries ($50,000 = $10,000 per country) · Development partners

Time-frame	Activity	Key Tasks	Indicator	Audience	Managed by	Partners	Cost Estimate	Funding
PILLAR 2: PUBLISH TIMELY AND ACCURATE CONTENT								
Q1 2023	Establish a shared drive where stakeholders can access ready-to-use content and graphics.	• Select and set up shared drive platform. • Publish press conference media kit, content, and other ready-to-use communications assets to the shared drive. • Create and publish a shared drive directory to make content easy to find, as well as policies for retaining, updating, and expiring content. • Configure access rights for BIMP-FC and CIMT, member countries, partners, the media, and other users.	• Quantity and quality of content on the shared drive • Number of users invited to and accepting invitations to access the shared drive	• BIMP-FC and CIMT • BIMP-EAGA JTDC and IMT-GT WGT • Joint Tourism Communications Task Force • NTOs • Private sector partners • Media, bloggers, and influencers	• Communications consultant(s)	• NTOs • Private sector partners	• $450	• Member countries • BIMP-FC and CIMT

Q1/Q2 2023 – Q4 2024	Aggregate content	• Create workflows for NTOs and partners to share information and content, and content suggestions, to the hub and shared drive.
		• Proactively search for, collect, and curate information and content for sharing via the hub and shared drive.
		• Convert information into ready-to-use formats including
		  1. Social media posts.
		  2. Newsletter blurbs.
		  3. Presentation slides.
		  4. Talking points.
		  5. Media fact sheets.
		  6. Images and infographics.
		• Implement a newsletter and workflow to update stakeholders and partners on shared drive content monthly.
		• Create workflows for removing or updating out-of-date content.
			• Quantity and quality of content on the shared drive
			• Number of active shared drive users and visits per folder (per month/quarter)
			• Number of newsletters updating stakeholders and partners on shared drive content
				• BIMP-FC and CIMT
				• BIMP-EAGA JTDC and IMT-GT WGT
				• Joint Tourism Communications Task Force
				• NTOs
				• Private sector partners
				• Media, bloggers, and influencers
				• Consumers
					• Communications consultant(s)	• NTOs
						• Private sector partners
							• Facilitation: Included in consultant terms of reference	

Time-frame	Activity	Key Tasks	Indicator	Audience	Managed by	Partners	Cost Estimate	Funding
			PILLAR 3: AMPLIFY MESSAGES THROUGH PARTNERSHIPS					
Q3 2023 – Q4 2024	Engage partners Amplify messaging and syndicate	• Map potential partnerships, working closely with NTOs. • Brief potential partners on the campaign, secure their willingness to amplify campaign messages and content from time to time, and establish a protocol for coordinating with them, working through NTOs if desired. • Continuously coordinate with NTOs, private sector partners, and other partners to amplify landing page and Shared Drive content through: (1) Syndication/re-publication in magazines and other publications. (2) Editorial opportunities in magazines and other publications. (3) Sharing on social media and other digital channels. (4) Incorporation into speeches, presentations, and videos.	• Number of partners engaged • Number of articles (syndicated or original editorial) placed in magazines, publications, or newsletters • Number of social media posts using the #TakeItEasy hashtag. • Number of presentations, speeches, and videos using campaign slides, talking points, or infographics	• Consumers • Travel trade	• Communications consultant(s)	• NTOs and member countries • Private sector partners • BIMP-FC and CIMT • BIMP-EAGA JTDC and IMT-GT WGT	• Facilitation: Included in consultant terms of reference • Media placements: In-kind	• NTOs Private sector partners • BIMP-FC and CIMT
Q4 2024	Close campaign landing pages	• Archive landing pages (as appropriate) on BIMP-EAGA and IMT-GT websites.			• Communications consultant(s)	• BIMP-FC and CIMT	• Facilitation: Included in consultant terms of reference	

ADB = Asian Development Bank, BIMP-EAGA = Brunei Darussalam-Indonesia-Malaysia-Philippines East ASEAN Growth Area, BEBC = BIMP-EAGA Business Council, BIMP-FC = BIMP Facilitation Center, CIMT = Centre for IMT-GT Subregional Cooperation, IMT-GT = Indonesia-Malaysia-Thailand Growth Triangle, JTDC = Joint Tourism Development Cluster, NTOs = National Tourism Organizations, Q = quarter, WGT = Working Group on Tourism.

Cost estimates in US dollars ($) are indicative.

Toolkit

Visual Identity

Campaign communications materials will feature a badge designed to look like a passport stamp and centered around the main message of **"Take it Easy."**

The badge is intended to be incorporated into third-party communications materials. It is designed to complement and not conflict with country-level tourism slogans and branding.

Countries and subregions may request customizations of the badge to integrate with their country-level marketing and communications.

TAKE IT **EASY** IN BIMP-EAGA
bimp-eaga.asia/easy

TAKE IT **EASY** IN IMT-GT
imtgt.org/easy
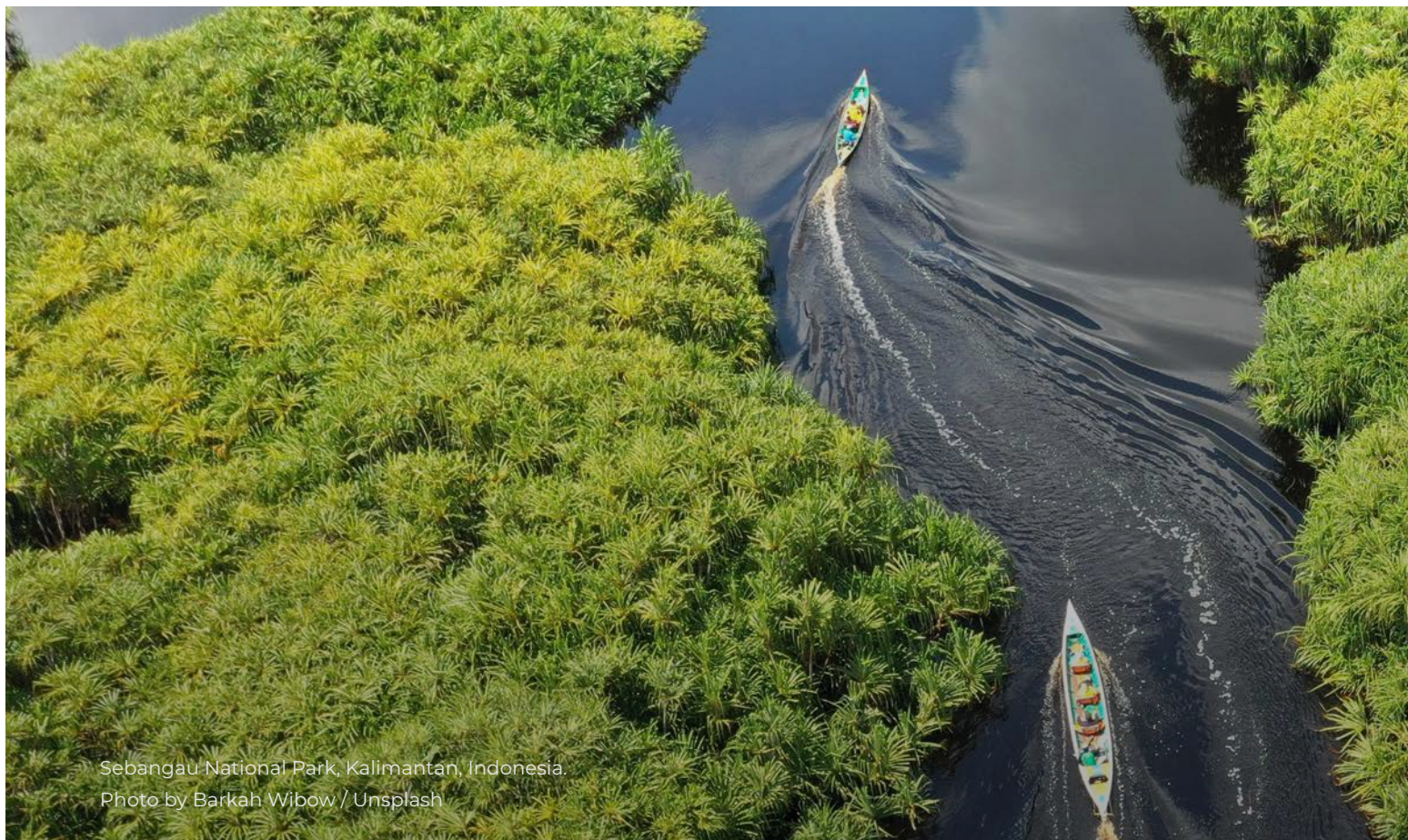
Sebangau National Park, Kalimantan, Indonesia.
Photo by Barkah Wibow / Unsplash

Developing Campaign Landing Pages

This communications plan calls for developing two campaign landing pages to aggregate up-to-date news, information, and content from member countries, partners, and the media including:

·   Health and other entry requirements.

·   Promotions and incentives to take advantage of adventure, faith-based, nature, wellness, and community-based tourism.

·   News updates that impact ease of travel.

The landing pages will be hosted at bimp-eaga.asia/easy and imtgt.org/easy. They will be designed for ease of maintenance, for regular content updates, and to be mobile-responsive.

The web developer will incorporate analytics software that enables campaign managers to track key campaign performance indicators.

Design and user experience requirements for the landing pages include:

·   Clear, aligned messaging reflective of the campaign.

·   Short and easy-to-read.

·   Clear calls to action.

·   Centralized and visible action buttons for conversion.

·   Rich links to information and content.

·   Striking visual reference points.

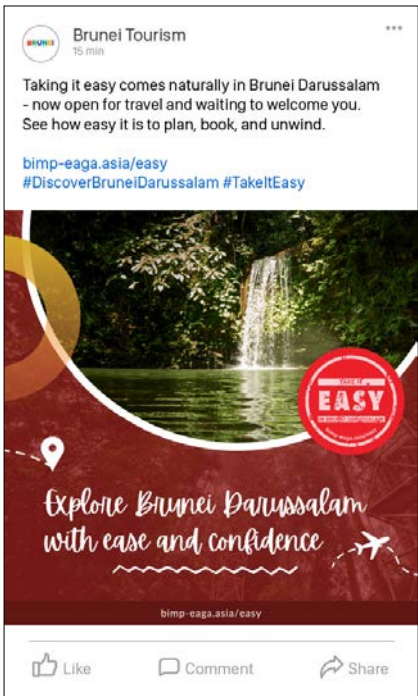·   Responsive and designed to be accessible on mobile devices.
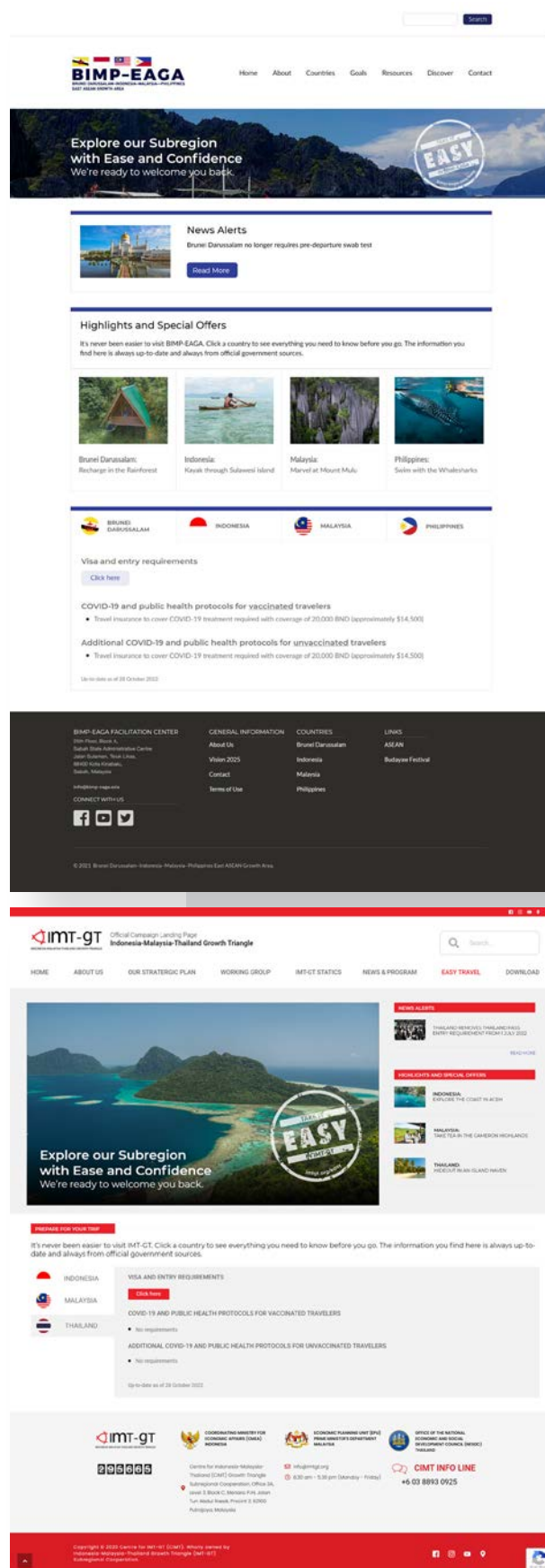
Social Media Posts

This communications plan guides and empowers campaign managers to tailor campaign content for use by BIMP-FC and CIMT, member country NTOs, and partners by developing materials that combine campaign messaging with country-level or partner messaging. The plan also details the development of content appropriate to each social media channel as follows:

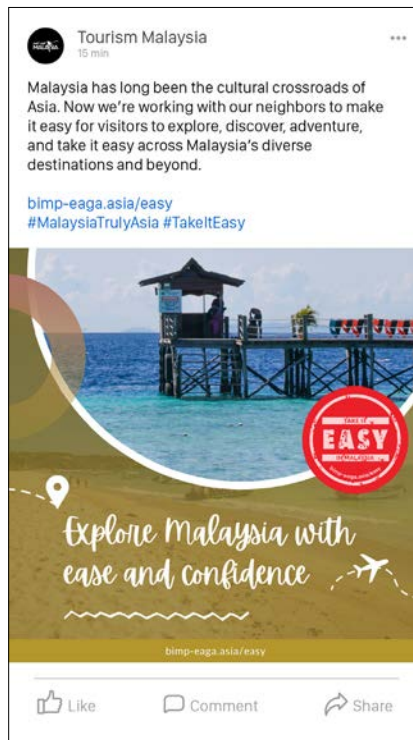| Channel	Use
Facebook	• Strongest audience platform for travelers 40 to 55 years old • Use visual posts about the destination's recovery to sustain engagement with travelers • Promote immediate engagement with the destination and build up a base for future travel
Instagram	• Strongest platform for travelers 25 to 39 years old • Prioritize for travelers ready to book now • Visual-first approach that highlights nature and easy travel experiences • Content posted and updated daily to maintain a high level of real-time engagement
Live Content	• Primarily via Facebook and Instagram Live • Show target markets what is happening in real time as travel restarts so they get a clear picture of what to expect • Focus on promotion of easy systems and processes to further reinforce the idea that travel to and within the destination is not complicated
YouTube	• Critical for reaching intraregional audiences as 1 out of every 4 hours of daily internet usage in Southeast Asia is spent on YouTube • Used primarily during travel planning for the visitor, so the YouTube channels should be used to spread content about the destination and attractions • Amassing subscribers on YouTube can yield an engaged audience for future content and campaigns
Douyin (TikTok)	• One of the fastest-growing apps in the world • Use to show early travelers having positive easy travel experiences and experiencing relaxing tourism products • Content should be short and focused on easy and relaxing themes

Example Facebook posts by country

Brunei Darussalam

Brunei Tourism
15 min

Brunei Darussalam is waiting, and there's never been a better time to visit. Today, we announced a new collaboration with Indonesia, Malaysia, the Philippines, and Thailand to simplify planning and booking your next trip. Click the link and find out how easy it is to take it easy!

bimp-eaga.asia/easy
#DiscoverBruneiDarussalam #TakeItEasy

Brunei Tourism
15 min

Taking it easy comes naturally in Brunei Darussalam - now open for travel and waiting to welcome you. See how easy it is to plan, book, and unwind.

bimp-eaga.asia/easy
#DiscoverBruneiDarussalam #TakeItEasy

Indonesia

Indonesia.Travel
15 min

Indonesia is waiting, and there's never been a better time to visit. Today, we announced a new collaboration with Brunei Darussalam, Malaysia, the Philippines, and Thailand to simplify planning and booking your next trip. Click the link and find out how easy it is to take it easy!

bimp-eaga.asia/easy
#WonderfulIndonesia #TakeItEasy

Indonesia.Travel
15 min

Come back for Indonesia's beaches and natural wonders. Then venture beyond. We'll make it easy for you to explore, discover, adventure, and take it easy.

imtgt.org/easy
#WonderfulIndonesia #TakeItEasy

Indonesia.Travel
15 min

Come back for Indonesia's beaches and natural wonders. Then venture beyond. We'll make it easy for you to explore, discover, adventure, and take it easy.

bimp-eaga.asia/easy
#WonderfulIndonesia #TakeItEasy

Malaysia

Tourism Malaysia · 15 min

Malaysia is waiting, and there's never been a better time to visit. Today, we announced a new collaboration with Brunei Darussalam, Indonesia, the Philippines, and Thailand to simplify planning and booking your next trip. Click the link and find out how easy it is to take it easy!

imtgt.org/easy
#MalaysiaTrulyAsia #TakeItEasy

Explore Malaysia with ease and confidence

imtgt.org/easy

👍 Like   💬 Comment   ➤ Share

Tourism Malaysia · 15 min

Malaysia has long been the cultural crossroads of Asia. Now we're working with our neighbors to make it easy for visitors to explore, discover, adventure, and take it easy across Malaysia's diverse destinations and beyond.

bimp-eaga.asia/easy
#MalaysiaTrulyAsia #TakeItEasy

Explore Malaysia with ease and confidence

bimp-eaga.asia/easy

👍 Like   💬 Comment   ➤ Share

Tourism Malaysia · 15 min

Malaysia has long been the cultural crossroads of Asia. Now we're working with our neighbors to make it easy for visitors to explore, discover, adventure, and take it easy across Malaysia's diverse destinations and beyond.

imtgt.org/easy
#MalaysiaTrulyAsia #TakeItEasy

Explore Malaysia with ease and confidence

imtgt.org/easy

👍 Like   💬 Comment   ➤ Share

The Philippines

The Philippines · 15 min

The Philippines is waiting, and there's never been a better time to visit. Today, we announced a new collaboration with Brunei Darussalam, Indonesia, Malaysia, and Thailand to simplify planning and booking your next trip. Click the link and find out how easy it is to take it easy!

bimp-eaga.asia/easy
#ItsMoreFuninthePhilippines #TakeItEasy

Explore the Philippines with ease and confidence

bimp-eaga.asia/easy

👍 Like   💬 Comment   ➤ Share

The Philippines · 15 min

The Philippines is welcoming visitors back to have more fun. See how easy it is to explore, discover, adventure, and take it easy in the Philippines and beyond!

bimp-eaga.asia/easy #TakeItEasy
#ItsMoreFuninthePhilippines #TakeItEasy

Explore the Philippines with ease and confidence

bimp-eaga.asia/easy

👍 Like   💬 Comment   ➤ Share

Thailand

Amazing Thailand
15 min

Thailand is waiting, and there's never been a better time to visit. Today, we announced a new collaboration with Brunei Darussalam, Indonesia, Malaysia, and the Philippines to simplify planning and booking your next trip. Click the link and find out how easy it is to take it easy!

imtgt.org/easy
#AmazingThailand #TakeItEasy

Explore Thailand with ease and confidence

imtgt.org/easy

Like   Comment   Share

Amazing Thailand
15 min

Amazing Thailand is open to the world and safer, simpler, and more sensational than ever! See how easy it is to discover Thai treasures, adventure and explore across Thailand's diverse destinations, and take it easy on our world-famous beaches and islands.

imtgt.org/easy
#AmazingThailand #TakeItEasy

Explore Thailand with ease and confidence

imtgt.org/easy

Like   Comment   Share

Website Banner Advertisements

The Google Display Network is a group of more than 2 million websites, videos, and apps where banner or other image ads can appear. Member country NTOs and partners typically place advertisements on Google Display Network as part of their marketing mix. Standard ad dimensions include:

- 250 x 250 – Square.
- 200 x 200 – Small Square.
- 468 x 60 – Banner.
- 120 x 600 – Skyscraper.
- 160 x 600 – Wide Skyscraper.
- 970 x 90 – Large Leaderboard.
- 320 x 50 – Mobile Leaderboard.

Example banner ads for BIMP-EAGA

Example banner ads for IMT-GT

Print Advertisements

Throughout the duration of this communications plan, campaign managers will seek opportunities to place in-kind advertisements in partner publications such as inflight magazines. Typical dimensions for a full-page print advertisement are: 233 millimeters (mm) wide x 279 mm tall with 2 mm bleed.

Example print ad for IMT-GT

Example print ad for BIMP-EAGA

Video End Frames

Video is an important destination marketing medium and member country NTOs produce many videos. Campaign managers will encourage NTOs and partners to incorporate a simple campaign end frame, including campaign messaging, into the videos that they publish.
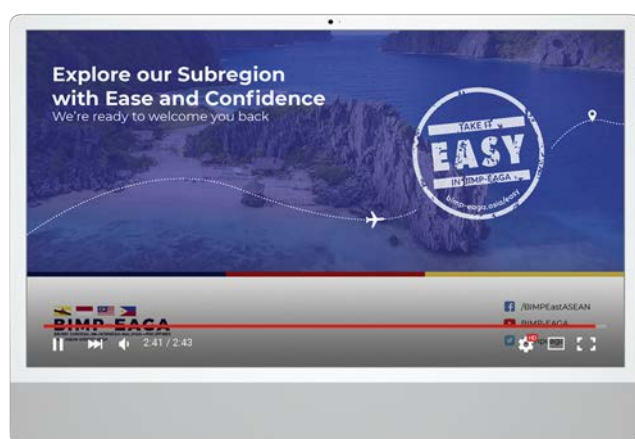
Danau Toba, North Sumatra, Indonesia.
Photo by Irfannur Diah / Unsplash

Media Relations

Pillar 1 of this communications plan includes a major regional press conference to announce and launch the campaign. An example press release announcing the launch of the campaign is provided below. Campaign managers may also consider issuing follow-on press releases when:

- A major partnership is secured (e.g., a regional airline agrees to participate in the campaign in a large and meaningful way).

- One or more member countries have met or are on pace to meet or exceed their recovery targets.

Example Press Release

FIVE SOUTHEAST ASIAN COUNTRIES COOPERATE TO WELCOME VISITORS BACK

Five Southeast Asian countries have banded together to proclaim: We are open to international travelers, it is easy to visit, and we look forward to welcoming you back.

The Brunei Darussalam-Indonesia-Malaysia-Philippines East ASEAN Growth Area (BIMP-EAGA) and the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) announced today that they have adopted a joint tourism recovery communications plan. Under the plan, which involves all five national tourism organizations and their private sector partners, the subregions will promote how easy it is to enjoy relaxing, nature-focused, and immersive experiences. The effort includes new informational campaign landing pages, bimp-eaga.asia/easy and imtgt.org/easy, containing current information on travel entry requirements, travel deals and incentives, and news impacting ease of travel.

_____ from _____ said, "Why not roll out the red carpet? Pre-pandemic, our five countries were among the world's most dreamt-about bucket list destinations. We still have the same amazing tourism experiences. With the recent simplification of entry requirements, it is as easy to visit now as it has ever been."

The COVID-19 pandemic devastated Southeast Asia's tourism industry, with international arrivals plummeting 97.9% from 2019 to 2021.

_____ from _____ said, "Our member countries are making it easy to come and take it easy. They have strong incentive. Of the 9.3 million jobs lost in Southeast Asia due to COVID-19, nearly one-third were tourism-related. Let's bring travelers back and return to growth."
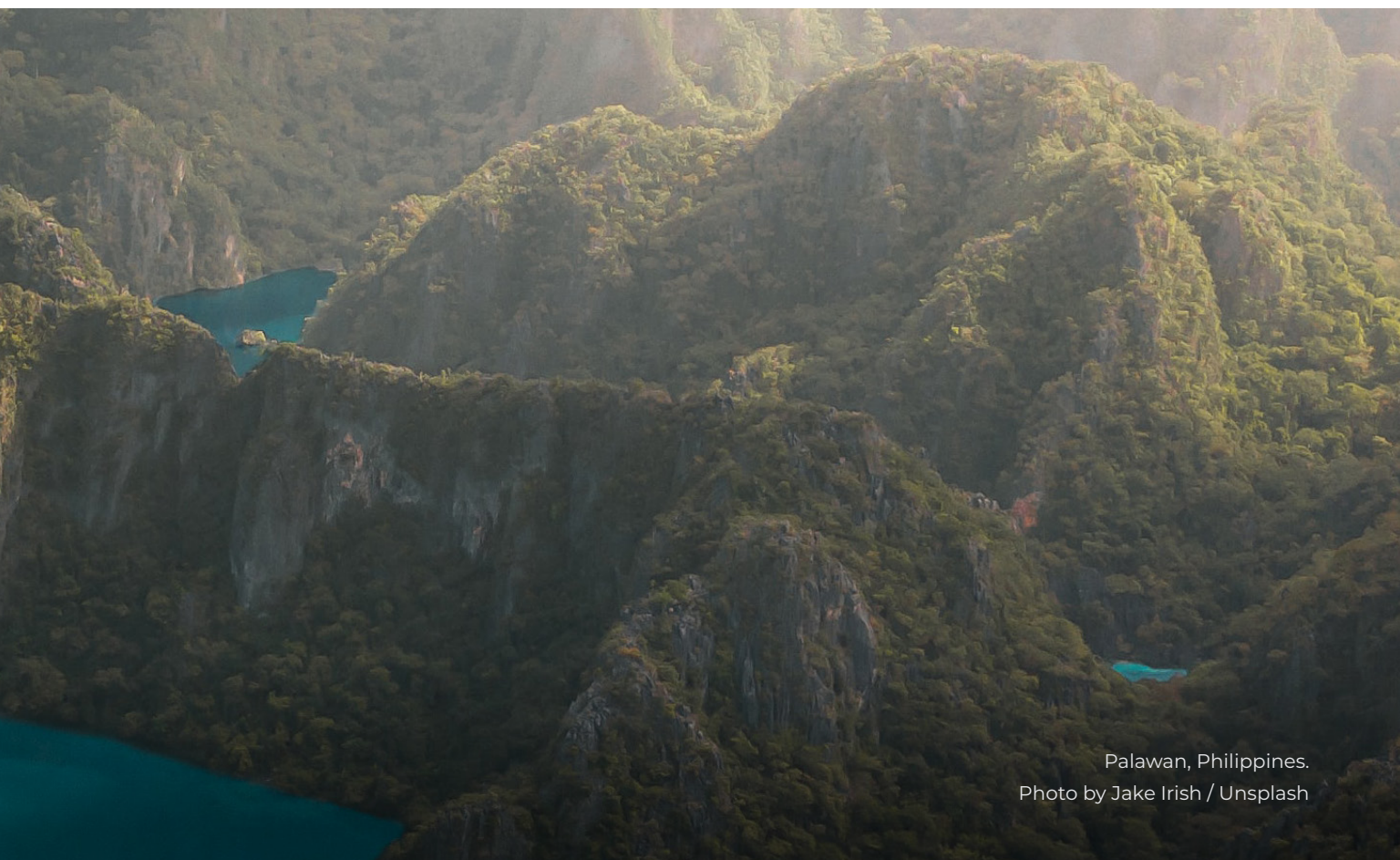
ENDS

Contacts:

Press Conference Checklist

The following are guidelines for planning and executing a smooth and successful press conference.

- ☐ Agree on location, time, and date.

- ☐ Prepare all registration links and landing pages.

- ☐ Make an announcement to media databases.

- ☐ Identify and confirm speakers.

- ☐ Create a media kit for distribution.

- ☐ Arrange a video recording to be shared on the knowledge hub.

- ☐ Make follow-up calls to media the day before the event.

- ☐ Arrange a reception area and sign-in for media to collect contacts.

- ☐ Nominate a "virtual host" to greet and engage with media in the online chat.

- ☐ Prepare talking points for speakers.

- ☐ Develop anticipated questions and answers for speakers.

- ☐ Have copies of press releases and notes available.

- ☐ Log the names of media representatives who attended in a media database.

- ☐ Send an email to all attendees with links to more information online.

- ☐ Send pictures of the conference to the media with a follow-up release.

- ☐ Create a system for monitoring media coverage after the event that includes digital tools and follow-up with all attending journalists.

Palawan, Philippines.
Photo by Jake Irish / Unsplash