

Regina tourism agency apologizes for using sexualized slogans

Regina’s city-funded tourism organization says it will be “stringent” when planning future campaigns after its latest effort prompted a backlash online.

Experience Regina, the agency responsible for tourism in Saskatchewan’s capital, tried to tap into one of the more crude attempts at humor involving the Canadian city’s name — namely the fact it rhymes with a body part.

In a statement posted to Twitter, the organization said it has now removed “all content that is offensive or inappropriate.”

Last week, Experience Regina launched the rebrand and posted on its social media accounts: “We are the city that rhymes with fun.” It was printed on sweaters in partnership with a local clothing company for the recent tourism campaign. Its website also had “show us your Regina” written above a block of Instagram posts. Reaction was swift. Among those calling for a change was the RaiseHER Community women’s organization in Regina.

Two days later, the tourism organization apologized and removed the phrases.

“I want to start by apologizing, on behalf of myself and our team, for the negative impact we created with elements of our recent brand launch,” Tim Reid, the agency’s CEO, said in a statement posted on social media.

— *regina.ctvnews.ca, townandcountrytoday.com*



Photo / Visit Finland

In Finland, it’s a common belief that happiness is “a skill that can be learned.”

Finland wants to share its happiness

For five years running, Finland has been named the happiest country in the world, according to the annual World Happiness Report.

And now, the northern European country wants to help travelers discover their inner joy by better understanding why its residents have such a positive outlook.

Visit Finland, the country’s tourism marketing organization, recently unveiled a new “Masterclass of Happiness” program that will take place this summer at the Kuru Resort, a remote collection of private villas (each with its own spa and sauna) designed to connect guests with its natural surroundings—the Finnish Lakeland region, a forested area of central Finland covered in lakes.

During June 12–15, 2023, experienced coaches will guide participants on what it takes to lead a balanced life “that promotes happiness the Finnish way,” according to Visit Finland. The

coaching will be divided into four categories: nature and lifestyle, health and balance, food and well-being, and design.

Those who were interested in participating had until April 2 to apply on the Visit Finland website.

The application was a two-step process. The first step involved filling in a form online (with details such as name, date of birth, and email address).

The second part was a social media challenge. Interested applicants were asked to create social media content either on Instagram (preferably Reels) or TikTok revealing why “you believe you may secretly be a Finn,” and why they want to join the masterclass experience in Finland.

Based on the submissions, Visit Finland will select 10 people to join the “four-day deep dive into what it takes to be truly happy.”

— *afar.com*



Meet Minneapolis City by Nature

Minneapolis takes aim at the ‘fussers’

Meet Minneapolis recently announced a new advertising campaign to boost tourism.

The campaign is titled “See What All the Fuss Is About,” which Meet Minneapolis says is a reference to all the negative “fussing about Minneapolis” on social media.

They’re trying to combat a pervasive narrative on social media, with some people believing Minneapolis is an unsafe “ghost town” that doesn't have anything left to offer.

Leaders at Meet Minneapolis say their goal with the campaign is to flip that negativity on its head and to challenge people to consider the good features the city has to offer.

“We know people have had a lot of conversations around Minneapolis and we want to showcase some of

this commentary and have them think about it in a different way,” Courtney Ries said.

Ries is the Senior Vice President of Destination Branding and Strategy at Meet Minneapolis.

She and her team came up with this campaign as a way to combat some of the negative messages and comments people have been sharing about Minneapolis.

“We know that Minneapolis has had its share of challenges over the last three years. We are not ignoring the murdering of George Floyd, or the social unrest, or the lingering impacts of COVID, but we can both work as a community to make things better and celebrate the things that we have here,” Ries said.

– *kare11.com*

Ireland launches ‘fill your heart’ campaign

The launch of Tourism Ireland’s new global campaign – “Fill your heart with Ireland” – was timed to coincide with St Patrick’s Day celebrations.

It’s an advocacy-led campaign – with the advocates, or personalities starring in the ads, sharing the things about Ireland that fill their hearts and that differentiate Ireland from other destinations.

The ads feature actresses Sharon

Horgan, from “Bad Sisters,” and Saoirse-Monica Jackson and Jamie-Lee O’Donnell, from “Derry Girls.”

The “Fill your heart with Ireland” ads will run on multiple channels – including TV, cinema, social media, online and outdoor. The ads will also be shared on Tourism Ireland’s social media platforms, including YouTube, Instagram, Twitter, Facebook and TikTok.

– *tourismireland.com.com*

Navajo communities close access to Grand Falls after a surge in water and visitors

Navajo residents near Grand Falls have long dealt with the thousands of tourists visiting the famous “chocolate waterfalls,” located on the Navajo Nation near Flagstaff, AZ, but they say they will no longer tolerate the disruptions from so many visitors and have closed access to the site.

The communities last month closed Grand Falls, known as Adah'iilíni, until further notice after runoff from recent storms swelled the Little Colorado River as it flows over the falls, bringing a new influx of visitors.

Residents said the crowds led to overflowing trash and discarded beer bottles; ATVs off-roading into residential and non-designated roads; deteriorating roads; and disturbing the natural ecosystem, its inhabitants and cultural sites.

“That’s our home,” said one Navajo rancher, whose family has a homestead not far from the falls, and who asked not to be identified because of safety concerns. “It’s like someone has come into our backyard and do whatever they want to do.”

Locals have become burdened with the task of dealing with tourists.

Grand Falls has been closed to tourists in the past. When the COVID-19 pandemic hit the Navajo Nation three years ago, tribal leaders closed tourist spots and local roads.

– *azcentral.com.com*