CARES Act campaign videos

As part of the CARES Act campaign, the Alabama Tourism Department produced videos showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines. Links to YouTube videos from Alabama Experience Themed Messages, our Preparing Alabama message, and those from the top 7 Alabama counties that represent 74% of all travel related employment are listed below.

Baldwin County A  https://youtu.be/F4WcvZtrq-w
Baldwin County B  https://youtu.be/lcHF8EcbHCA
Jefferson County  https://youtu.be/EAA4rWyNl_s
Madison County  https://youtu.be/f21oiWCwgi8
Mobile County  https://youtu.be/K4AaJTMziCw
Montgomery County  https://youtu.be/RDT46BWDex0
Tuscaloosa County  https://youtu.be/z46uQsVBn5s
Lee County  https://youtu.be/6cLuHteYl4

Outdoor Experience  https://youtu.be/uvh75dB8Ix8
Beach & Coast Experience  https://youtu.be/FA5DqDBm6TE
Food Experience  https://youtu.be/zPfaN8Bqoc
History Experience  https://youtu.be/bNaV_E-I4Gg
State Parks  https://youtu.be/xYQ00xBUwaw

Preparing Alabama 60  https://youtu.be/fiZZNqh1Hn4
Preparing Alabama 30  https://youtu.be/y5QcqIjOBE
Preparing Alabama 15  https://youtu.be/Yj7xvDrCY9w

CARES Act Facebook messages

As part of the CARES Act campaign from the Alabama Tourism Department massages for each of Alabama’s 67 counties were produced and placed on Facebook. These “Carousel”-type ads allowed visitors to read an introduction message with the Take It All In Responsibly logo and then “swipe” left to see a photograph of the COVID friendly attractions submitted by that county. Below each photograph was a “Learn More” button that took the Facebook user to the Alabama Tourism website for more information.

Below is a link to the PDFs of each county’s Facebook Carousel message with included COVID friendly attractions suggested by the county’s campaign representative.