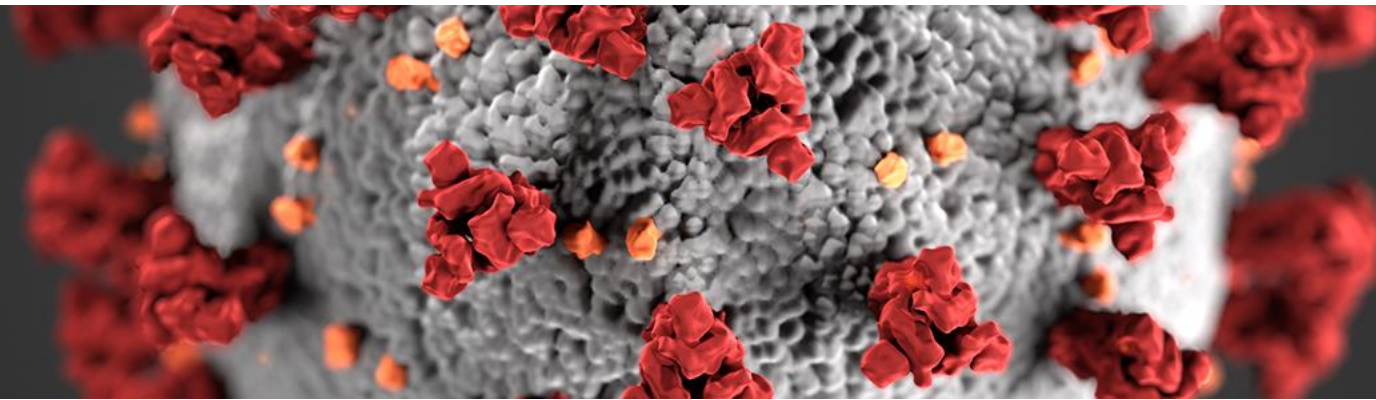


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MISSISSIPPI
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COVID-19 PARTNER UPDATE
MARCH 17, 2020

CURRENT SITUATION

- Federal recommendations
 - No more than 10 people
 - Encouraged cancellation of discretionary travel
- Booking pace and rescheduling or cancellations
- Postponement versus cancellation

MARKETING

- Strategy based on feedback from:
 - Partner agencies (advertising, social media and public relations)
 - Community members
 - Restaurateurs, hoteliers, attractions, municipalities and industry peers
- Pausing all paid media efforts for next 30 days
- Pausing paid social media advertising for week of 3/16 to shift messaging and targeting
- Constant reassessment is the standard for the foreseeable future

MARKETING

- Adjustments to coastalmississippi.com
 - COVID-19 Alert on homepage with resources for visitors
 - Partner page for COVID-19 with all resources
 - Changing imagery and information on home page based on key learnings from agencies
 - Updating events page and attractions regarding temporary closings

PARTNERS

PARTNERS
ANNUAL REPORTS
EMPLOYMENT OPPORTUNITIES
EXTRANET LOGIN FOR PARTNERS
MARKETING
OFFICIAL MINUTES
OFFICIAL KPI REPORTS
RESEARCH & ADDITIONAL REPORTS
FRESHWATER INTRUSION ISSUES
STAFF DIRECTORY
STRATEGIC PARTNERS
SUBMIT AN EVENT
BOARD OF COMMISSIONERS
REBRANDING HIGHLIGHTS
COVID-19

Coronavirus (COVID-19) Resources

- > We know you may be receiving inquiries or concerns related to Coronavirus (COVID-19) and its potential impacts to Coastal Mississippi travel. We share concerns about
- > Coronavirus, and the health of our residents and visitors is of the utmost importance.
- >
- > We encourage you to leverage resources we have provided and additional information from official authorities, included below, when communicating about the issue to your current and prospective clients/guests.

[Coronavirus \(COVID-19\) Resources](#)

[Letter to Meeting or Event Organizer \(Template\)](#)

[Letter to Leisure Traveler \(Template\)](#)

[Event Updates](#)

[COVID-19 Information for Visitors](#)

SALES

- Engaging with current clients
 - Explaining situation and navigating concerns
 - Encouraging postponements versus cancellations
- Utilize resources provided on partners page
- Reach out to our team with any questions or if you need support

COMMUNICATIONS

- Updating audiences about what is happening in-destination on organic social, not calls to action to travel
- Pitching strategy is shifting
 - Media are interested in COVID-19 related stories
 - Share interesting angles regarding how community members are helping each other during time of uncertainty
- It is important that we inform, not interject. The health of residents and travelers is our top priority.

COMMUNICATIONS

- Partners will continue to receive frequent updates from our team about the issue and how our strategies evolve as we learn more information.
- Our team will update the COVID-19 partner page daily and will share new information via email.
 - Next update will include recording of this webinar as well as our comprehensive FAQ including how our strategy is shifting and additional resources
- Use creativity and healthy tactics to connect with your customers and guests

CONTACT US

- Feedback and concerns regarding strategy
 - Please email our team:
 - Milton: Milton@coastalmississippi.com
 - Karen: Karen@coastalmississippi.com
 - Erin: Erin@coastalmississippi.com
- Coastal Mississippi Team will be working from home
- Suspended travel to shows and sales missions until travels are safe to resume

**THANK
YOU**

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