



**THE
KLIMAN
GROUP**

COMMUNICATION CONSULTING SERVICES



David Kliman

President

Final Report Presentations

What is a Customer Advisory Board?

- Sounding board & idea generating body
- Analyzes, critiques & provides feedback regarding sales, marketing & operational issues impacting Visit Mississippi Gulf Coast

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Why Do This?

- Increase profits and enhance services through an in-depth understanding of customer needs

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Customer Advisory Board

1. Samantha Bixby
Independent Meeting Planner
2. Melissa Cherry
Destinations international
3. David Fiss
Sustainable Brands
4. Mary Fitzgerald
Kinsley Meetings
5. Larry Head
Global Event Solutions
6. Bobby Heard
American College Emergency Physicians
7. Carol Johnson
TripAdvisor
8. Robert Magee
The Engineering Society of Detroit
9. Robyn Mietkiewicz
Meetings Sites Resource
10. Laura Miller
Seyfarth Shaw
11. Deb Sorgel, CMP
Kellen Company
12. Ramón Sánchez
Independent Tourism Executive

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What Did We Hear & What Did We Learn?

- Be authentic to Gulf Coast's core assets and "truths"
- Continue leisure sales & marketing focus on frugal families and provide amenities
- Religious Freedom bill (July 2018) counterproductive to tourism marketing efforts and will damage sales & marketing efforts

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What Did We Hear & What Did We Learn?

Groups & Meetings

- Lack of walkability to a “headquarters style” hotel, dining & attractions from the Convention Center is MAJOR obstacle to attracting group business
- Gulf Coast’s key destination assets are NOT well known
 - Requires enhanced marketing to meeting professionals
- Focus group sales efforts on industries with major presence on Gulf Coast

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What Did We Hear & What Did We Learn?

- Activate streetscape
 - Develop assets: bicycle rentals & bike parking facilities
 - More visitor-friendly services
- Develop new proprietary festivals & events to promote tourism during shoulder seasons
- Develop more environmentally sustainable programs & partnerships (Monterey, CA cited as model)