2020 - 2021 Marketing Plan



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Welcome

Dear Community Partners,

This year has been one of the most challenging we've experienced as a community and industry, and Coastal Mississippi is here to support our partners in the tourism and hospitality industry in their efforts as we rise up to our challenges together. I would like to take this opportunity to extend my heartfelt gratitude to the Coastal Mississippi team, whose unwavering dedication, endurance, support, and commitment has been paramount to the continuation of the efforts and objectives of this organization.

The impact of COVID-19 on Coastal Mississippi has been indelible, with the tourism economy suffering critically. Tourism is the lifeblood of our region, with the three coastal counties accounting for one-third of the state's employees, expenditures, and taxes. Both national and statewide responses to COVID-19 have impeded travel to the region, leaving our coastal economy in desperate need of recovery.

Coastal Mississippi's tourism recovery plan holds the key to a stronger economic future. After evaluating the impact COVID-19 has had on our region, our plan is based on the following data and research-driven framework and will be executed with the assistance of our partner agencies:

- Consumer sentiment and intent to travel
- The readiness of the destination for tourism
- Input from partners and stakeholders
- Industry and competitive analysis

In all that we do moving forward, the Coastal Mississippi Promise of health and safety will be incorporated, reiterating the importance of safe travel practices. Please know that we welcome your feedback and suggestions as we continue to develop our emergence strategy.



As Coastal Mississippi forges ahead, we have identified 10 goals within our strategic plan for our destination's emergence:

- A year-round robust marketing plan outlined within this presentation
- Tactical investments in key vertical markets
- Regional and/or nationwide partnerships with top brands
- Cutting edge technology investments
- Comprehensive industry training post-covid-19
- An aggressive public relations recovery strategy
- Community building
- Activations in key markets
- Experience development
- Ongoing research and collection of industry data and insights

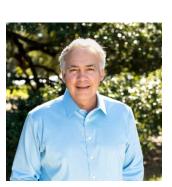
Of these 10 goals, we are putting special efforts toward two campaigns for our gaming and outdoors vertical markets with the anticipation of superseding our numbers for January and February 2020.

Finally, I would like to thank the Coastal Mississippi Board of Commissioners and our elected officials for their strong leadership during this unprecedented time of crisis as well as each member of the Coastal Mississippi community for their dedication to driving this region forward, which is so vital to the future success of our state's economy. Despite these unprecedented challenges, we are excited to see what the future holds for the travel and tourism industry on The Secret Coast

Sincerely,

Milton Segarra, CDME CEO

Coastal Mississippi







About Coastal Mississippi

Coastal Mississippi is an organization charged with promoting South Mississippi as a tourism and convention destination worldwide. The mission of Coastal Mississippi is centered on attracting ever-increasing numbers of leisure, convention, sports and business visitors to the area. The organization is dedicated to maximizing the travel and tourism industry for South Mississippi.

The dedicated staff works in tandem with Coastal Mississippi commissioners, who represent various areas of expertise in hospitality and tourism. Each commissioner volunteers to positively impact the economy of the three-county area by taking a dynamic leadership and visionary role to successfully market and assist in the development of the Mississippi Gulf Coast as a premier travel destination, competing effectively for leisure and group business through the development and execution of integrated marketing, communications, sales and research.





Positively impact the economy of the three-county area by taking a dynamic leadership and visionary role to successfully market and assist in the development of Coastal Mississippi as a premier travel destination, competing effectively for leisure and group business through the development and execution of integrated marketing, communications, sales and research.



Brand Promise

Coastal Mississippi is a destination of charming and welcoming small towns scattered like pearls along a 62-mile shoreline of white sand, live oaks and breezy freedom. It offers the exciting and the laid back in equal measure: entertainment and celebrations of every sort that let you gather with locals and feel like family; ways to experience and learn from a uniquely fertile natural landscape and our unusually artistic imagination; and an invitation to taste the fresh-caught happiness of our generous gulf. Young families, friends and couples of all ages love it here because every town, every experience, every sunset and celebration on our shore reveals the vivid, varied character of coastal life, reviving and relaxing them like nowhere else.



*All activities contingent upon travel restrictions and government mandates related to COVID-19 as well as Tourism Recovery Fund timeline. For example, if TRF deadline is extended, activations can be spread out during the remaining three quarters of FY 21.

Q1 OCTOBER-DECEMBER 2020

- Communications & Engagement
 - Continuous media outreach
 - Regional media missions
 - Activation: Coastal-inspired mailer for media
 - Activation: Chef's roadshow featuring the area's seafood and culinary scene
 - · Activation: A mobile Secret Coast Food Festival
 - Activation: Destination Drive-In" that would offer a pop-up drive-in
 - FAM/Media Trips: Individual and group trips as appropriate
 - · Satellite Media Tour
 - Press Release with wire distribution (as needed)
 - · Paid editorial content
- Meetings & Sports
 - Ongoing outreach to clients
 - Louisiana Society of Association Executives
- Leisure
 - American Airlines Vacations sales mission (Dallas market)
 - Travel Alliance Partners Board Meeting

Q2 JANUARY-MARCH 2021

- Communications & Engagement
 - Continuous media outreach
 - Regional media missions
 - FAM/Media Trips: Individual and group trips as appropriate
 - Conference/Convention: PRSA Travel & Tourism (date TBA)
 - Press Release with wire distribution (as needed)
- Meetings & Sports
 - Convention Sales Missions:
 - · Louisiana- New Orleans, Baton Rouge
 - Mississippi- Jackson
 - PCMA Tradeshow
- Leisure
 - American Airlines Vacations sales mission (Charlotte market)
 - American Bus Association Marketplace (Baltimore, Jan 29-Feb 2, 2021)
 - Mississippi sales mission

Q3 APRIL-JUNE 2021

- Communications & Engagement
 - · Continuous media outreach
 - Regional media missions
 - FAM/Media Trips: Individual and group trips as appropriate
 - Conference/Convention: PRSA Travel & Tourism (date TBA)
 - Media Tradeshow: STS Travel Media Meetup (June 24, 2021)
 - Press Release with wire distribution (as needed)
- Meetings & Sports
 - Convention Sales Missions:
 - Alabama Birmingham, Montgomery
 - HelmsBriscoe ABC Conference
 - Sports ETA Conference
 - MPI Gulf States Chapter
- Leisure
 - Two domestic sales missions with DMO partners (TBD- New York and Orlando)
 - U.S. Travel Association IPW Marketplace (Las Vegas, May 10-14, 2021)

Q4 JULY-SEPTEMBER 2021

- Communications & Engagement
 - Continuous media outreach
 - Regional media missions
 - FAM/Media Trips: Individual and group trips as appropriate
 - Media Tradeshow: Travel Media Showcase (date TBA)
- Meetings & Sports
 - Conference Direct
 - Connect Association/Sports Tradeshow
 - ASAE Annual Meeting & Exposition
 - MS Society of Association Executives Conference
 - Louisiana Society of Association Executives
- Leisure
 - Mississippi sales mission
 - SCMA-AMA-GMA Regional Marketplace (Biloxi, July 19-22, 2021)
 - Travel Alliance Partners Marketplace (Summer, 2021)
 - Connect Travel (Orlando, September 2021)
 - Delta Vacations University (Atlanta, September 11-12, 2021)

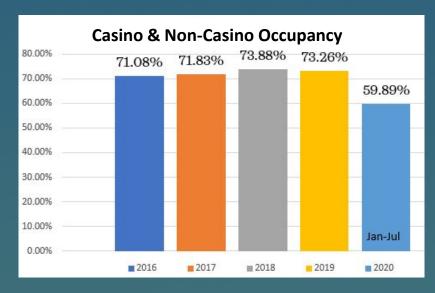


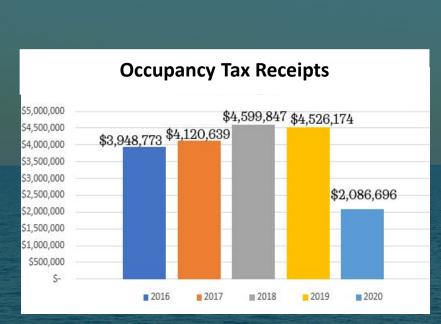
Overview

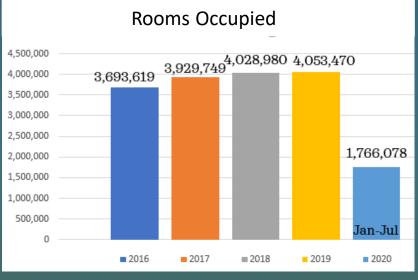
Coastal Mississippi continuously monitors the shifting travel industry and general business landscape, allowing us to plan for different scenarios. Throughout this year, there will be a host of external factors that will come into play that we must consider when planning out marketing strategies. Our ability to understand these changes and develop new strategies to capitalize on those changes may lead to action plans which shift resources and ultimately, gain us market share.



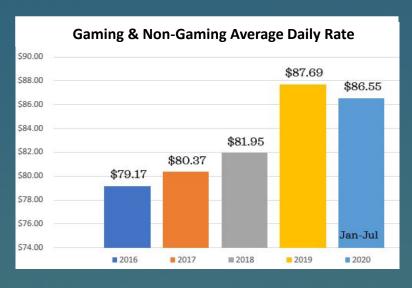














Sources: State of MS, Gaming Commission, & STR



Research Analysis & Development

Continuous monitoring of consumer sentiment, data, and insights to guide our recovery efforts is critical to help better understand the changing consumer mindset/behavior – this allows us to pivot and be flexible as necessary as we continue our path forward. These resources will be not only invaluable to our efforts but will be a continuous source of information that will be provided to our partners and stakeholders to guide them forward.

Destination Awareness & Perception Study will provide strategic insights into the image of Coastal Mississippi and its strength and weaknesses versus key competitors, evaluate the awareness and impact of Coastal Mississippi's advertising campaigns on the image of Coastal Mississippi, in generating short-term visits, and in stimulating longer-term intentions that are later acted on.

Smith Travel Research (STR) provides up-to-date insights on the hotel industry such as ADR, RevPAR, supply, demand and revenue. These data points allow us to take a deeper look into travel patterns and demonstrate areas of opportunity.

Tourism Economics provides forecasts that inform critical strategic decisions including setting partner and stakeholder expectations, allocating resources, developing budgets (staffing and other cost decisions), establishing targets, timing sales and marketing efforts, and informing recovery strategy.

Ongoing gathering of existing data "desk research" through **Destinations International**, **OTA's**, **Skift**, **USTA**, **Destination Analysts**, and **state-generated reports**.

Sparkloft Media has developed a proprietary Social Listening process that goes beyond standard positive, negative, and neutral Sentiment Analysis. To begin tracking social volume and sentiment over time, custom designed boolean "queries" have been created to capture all publicly available conversations across Facebook, Instagram, Twitter, YouTube, TripAdvisor, Tumblr, review sites, blogs, and forums relating to travel intent from residents in the United States. Then, the data is cleaned, and AI technology assists in sorting and analyzing the locations, platforms, audience demographics, sentiment, audience affinities, and volume over time.

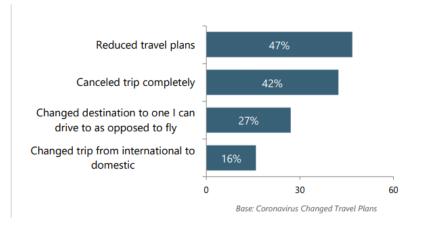
Meetings Industry Research will continue to assist in understanding the impact that COVID-19 has had in the appeal of Coastal Mississippi as a destination for meetings and conventions among meeting planners.

Coastal Mississippi will serve as a **resource hub** for our partners and stakeholders to guide them forward, providing data on travel demand, consumer sentiment, target audiences, brand creative and messaging, media, the economy, and health.

Current Traveler Sentiment



of travelers planning to travel in the next six months will change their travel plans due to coronavirus



Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

Social Sentiment

TRAVEL PLANNING RETURNS

PRESENT (FLYING) AND FUTURE (PLANNING) TENSE TRAVEL TERMS INCREASE IN VOLUME

MARCH 22 - APRIL 22, 2020

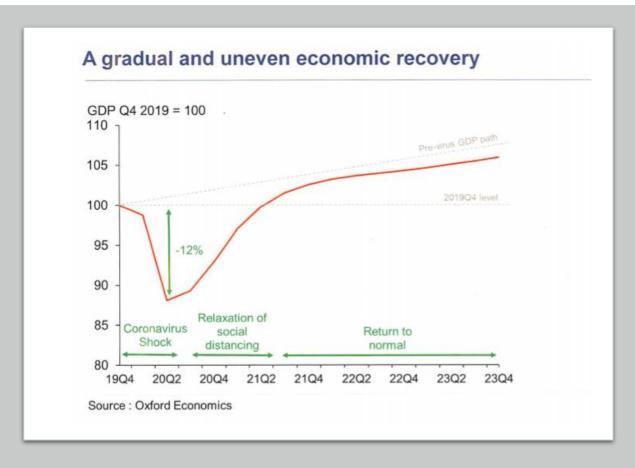
JUNE 18 - JULY 18, 2020

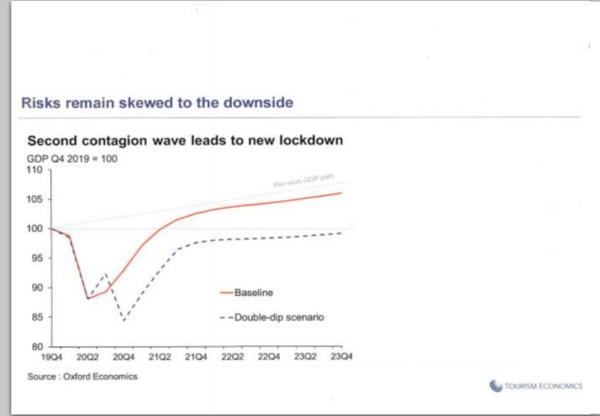




Comparing two time frames, we can see how the conversation has shifted from **refunds** and **cancellations** to consumers once again feeling comfortable to start **booking** flights and **planning** their trips. Road trips appear as a piece of the conversations, but air travel conversations are growing, showing that travelers are ready to venture beyond their region.

Source: Sparkloft





Anatomy of a recovery



- Leisure
- Especially drive



- · Essential business
- · Small- and medium-size groups
- Regional international (intra-Americas, intra-Europe)

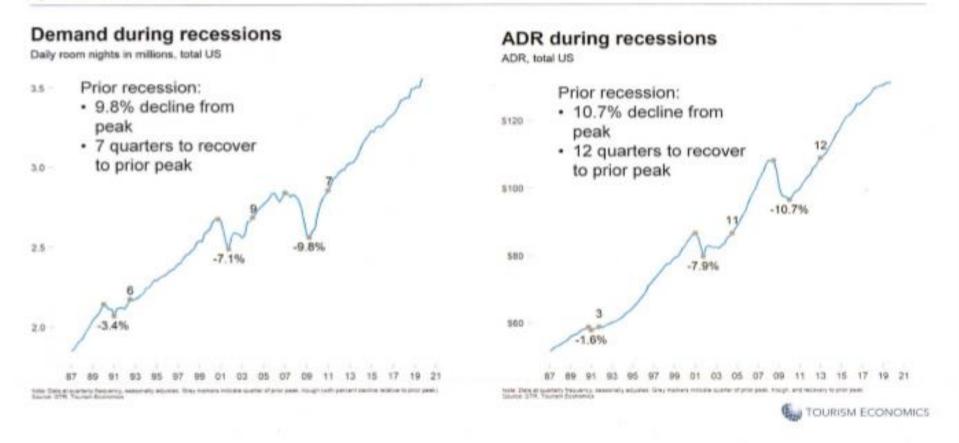


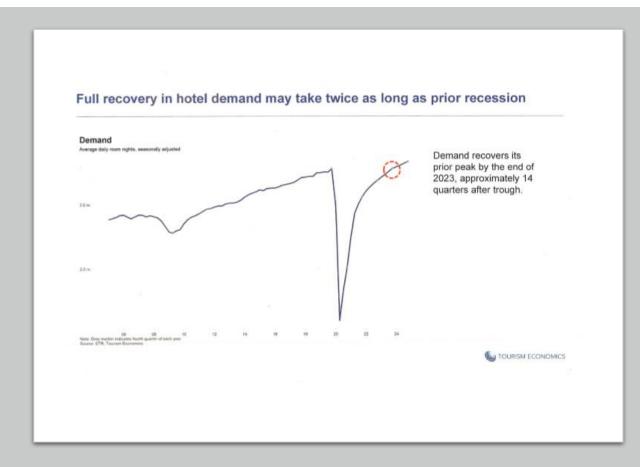
- Long-haul international
- Large events

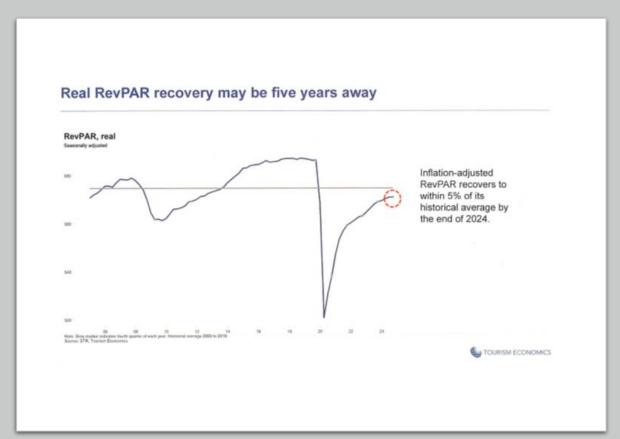
Return to "normal" levels of travel will be a multi-year effort (likely 2023)



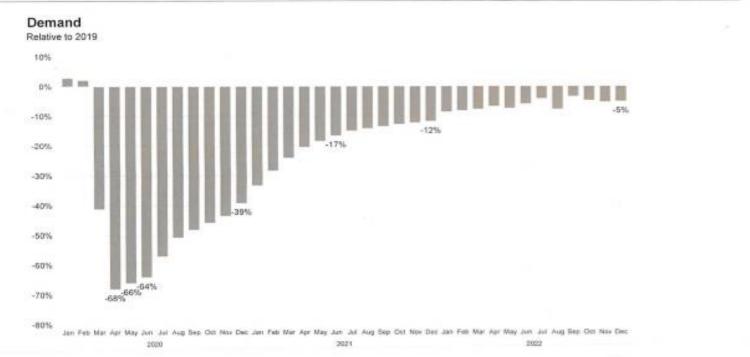
After previous recession, it took 7 quarters for demand to recover, and 12 quarters for ADR







Recovery is tempered...but inevitable

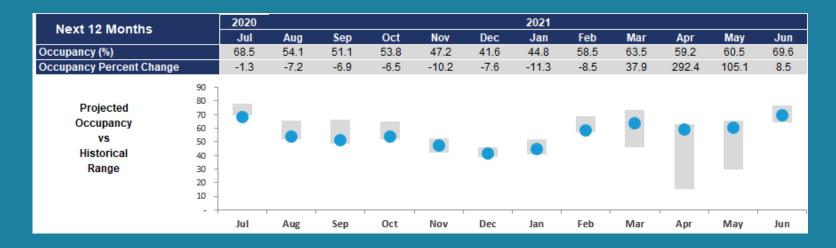






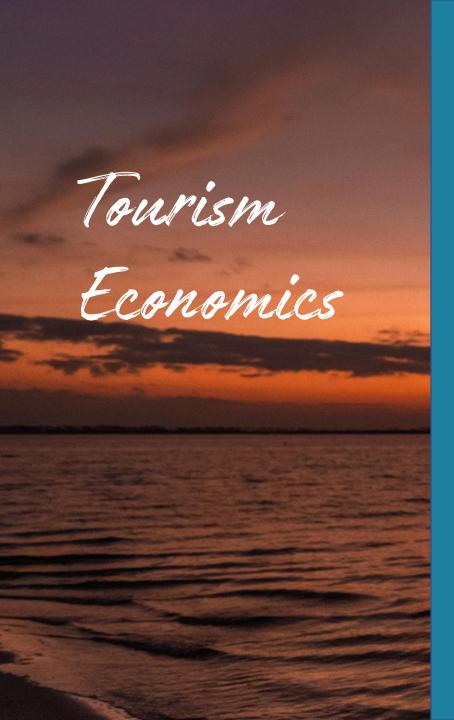
Lodging Forecast **Non-Gaming Properties**

Coastal Mississippi 2020 – 2021 Occupancy Forecast

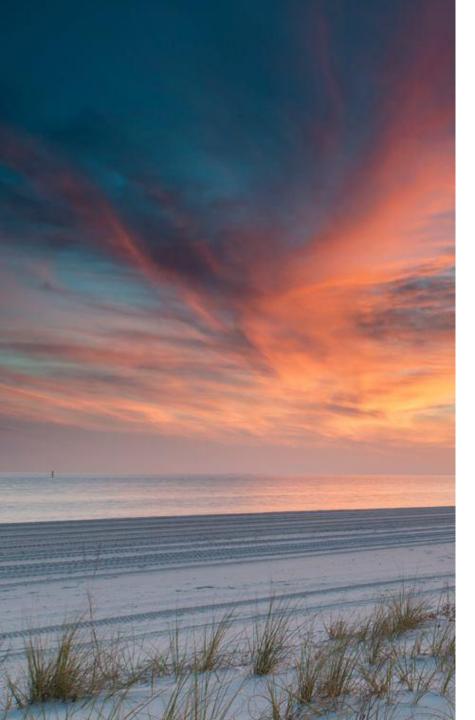


Coastal Mississippi 2020 – 2021 Average Daily Rate Forecast









Road to Recovery

Coastal Mississippi's tourism recovery plan holds the key to a stronger economic future. After evaluating the impact COVID-19 has had on our region, our plan is based on the following framework and will be executed with the assistance of our partner agencies.

Our plan adopts a six-pronged approach:

- An umbrella concept that will support the overall brand efforts around the Secret Coast platform
- Coastal Mississippi's Destination Health Promise interwoven throughout all efforts to highlight the importance of health and safety
- A vertical campaign targeting outdoor enthusiasts that will run alongside the overall brand campaign
- A vertical campaign targeting casino goers that will run alongside the overall brand campaign
- Aggressive public relations campaign that will work in tandem with our marketing efforts
- Staged approach to the Meetings, Conventions, and Events segments to ensure the return of repeat business as well as booking new

2020 - 2021 Goals & Objectives

Our overall goal is to elevate destination awareness and encourage travel to our region while keeping our visitors' safety and wellness top of mind.

For those ready to travel NOW, lead them to the tools and information they need to plan the trip that's right for them. For those looking to travel in the FUTURE, tell the story of how fulfilling a visit to Coastal Mississippi can be.

We will continue using owned and earned media to nurture lasting relationships with the community and ensure visitors' safety. We will also create messaging for paid media that speaks to the new needs of consumers and prepare to inspire audiences as they look to reengage with travel planning activities.

We have outlined 10 goals for Coastal Mississippi's strategic plan for destination emergence as shown on the next slide.



STRATEGIC PLAN FOR DESTINATION EMERGENCE

LEISURE/MEETINGS & SPORTS

coastal

ONGOING RESEARCH AND COLLECTION OF INDUSTRY DATA AND INSIGHTS

EXPERIENCE DEVELOPMENT

Elevate and enhance existing as well as identify and create new experiences

ACTIVATIONS IN KEY MARKETS

Advertising is the baseline-What we can implement to get people talking is how we will rise above

YEAR-ROUND ROBUST MARKETING PLAN

Create omni-channel synergy, syncing our messaging and channels from top to bottom of the travelers path to purchase with year-round support

TACTICAL INVESTMENTS IN KEY SEGMENTS

Development of micro-campaigns to support brand pillars. Such as, fly -markets, gaming, golf, fishing, winter markets (Snowbirds) culinary, nature-adventure

PARTNERSHIPS WITH TOP BRANDS

... Gaining travelers trust via collaborations with wellestablished brands reflective of our region

CUTTING EDGE TECHNOLOGY INVESTMENTS

A.I., Virtual Reality

COMMUNITY BUILDING

Create a coalition in the region around a shared vision for the future focusing on the broader economic & community goals. Tourism is the sharing economy of ideas, and today, community=brand. Focus will include amplifying the importance of COVID-19 guidelines for our industry and destination

AGGRESSIVE PUBLIC RELATIONS RECOVERY STRATEGY

Develop a strategy that will work in tandem with the year-round robust marketing plan to ensure the destination stays top of mind for all publics.

COMPREHENSIVE INDUSTRY TRAINING POST-COVID-19



READY TO GO

Ready to Go travelers will find discovery and adventure in destinations and settings where they feel comfortable and find them familiar. They are looking to connect with family/friends or return to a favorite place while getting a change of scenery.

That makes Coastal Mississippi just the type of destination they'll be looking for with many of the activities they're eager to engage in.

They have a number of new needs that a visit to Coastal Mississippi can satisfy – both in solutions and inspiration:

| Survival | | Anxiety | Tech as Savior | Cabin Fever | Direct-to-Door | Virtual Adventures |
|--------------------|----------------------|-------------|----------------|---------------------|--------------------|-----------------------|
| Enjoying Nature | Sustainability | Isolation | Loneliness | Small Mercies | Time Well Spent | Slow Living |
| Communities | Giving Back | Family Time | Local | Digital Activism | Burn Out | Boredom |
| Personal Growth | Work-Life Balance | Finance | Mental Health | Digital Activism | Fitness | Home Improvement |

READY TO GO

- The ready-to-go travelers do not fit a specific demographic profile it's really across the board in terms of ages, marital status, presence of kids, geography...
- Rather, they can to some degree be distinguished by <u>one or more</u> of the following:
 - Whether there is someone in their household who is particularly vulnerable to COVID-19
 - Whether their household has been directly impacted by Coronavirus (via sickness or financial impact)
 - The degree to which travel is an important part of their lives

READY TO GO

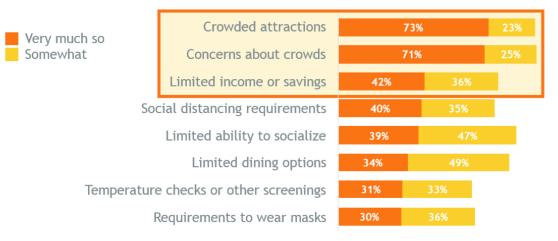
Coastal Mississippi still plays to the brand archetypes of the altruist and pioneer with a role perfect for the moment, delivering an experience that promises unlimited possibility with the comforts you'd find at home. The ways that Coastal Mississippi answers the needs of the Ready to Go traveler are below:

- With over 60 miles of attractions, towns and shorelines, visitors have the freedom to explore as much (or as little!) as they'd like
- Wide-open coastlines and natural spaces provide a comfortable setting to explore without the anxiety of crowds and closed-in attractions
- The welcoming nature of the destination and its people can afford visitors the chance to connect and cure their isolation and loneliness
- Lastly, our positioning still holds true a visit to Coastal Mississippi is a chance to recharge their batteries and reinvigorate

TRAVEL AVERSE

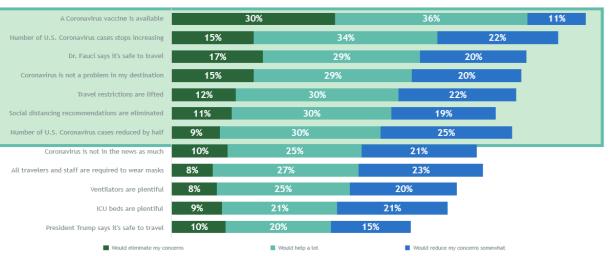
- The travel averse travelers also do not fit a specific demographic profile – it's really across the board in terms of ages, marital status, presence of kids, and geography
- Rather, health and financial concerns will keep them from traveling in the near term
- Their intent to travel will return once COVID-19 is further contained and health officials deem it safe

For the Travel Averse, health and financial concerns will keep them from traveling in the near term



"What would continue to keep you from traveling even once restrictions lift?"

The Travel Averse's intent to travel will return once the spread of the virus is further contained and health officials deem it safe

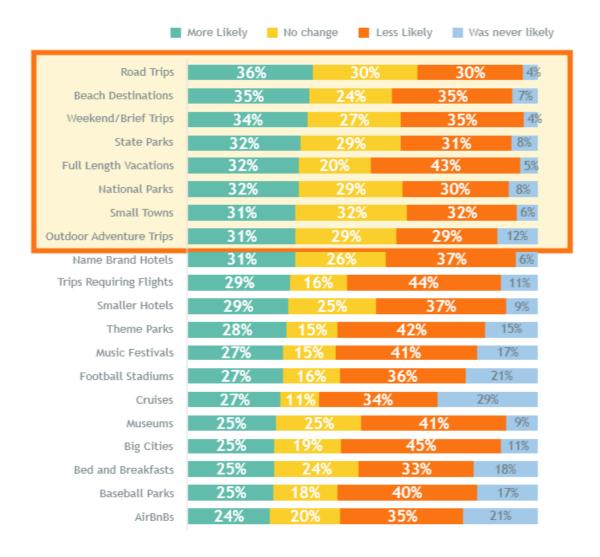


"To what degree would each of the following make you less concerned about travel?"

Source: Peter Mayer

TRAVEL AVERSE

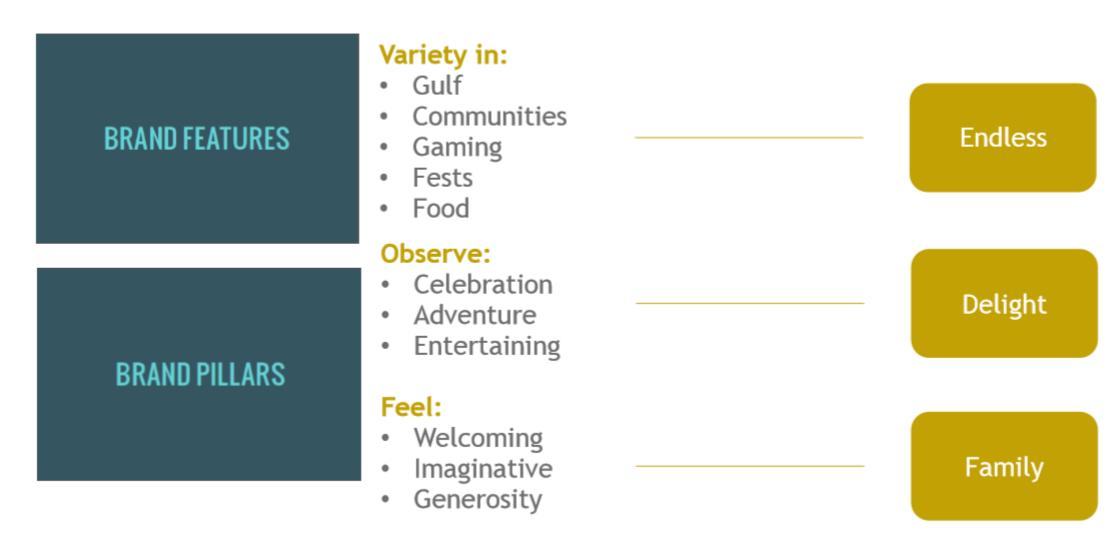
When they do feel comfortable traveling once again, we can rest easy knowing that Coastal Mississippi is the type of destination they'll be looking for



Source: Peter Mayer



Coastal Mississippi's messaging and creative strategy is led by the elements of our brand:





There's a unique experience to be had here that suits the new needs of travelers and resonates in our changed world.

The freedom to explore as much (or as little) as you'd like

Needs Addressed:



Isolation

Time Well Spent

Boredom



The comfort of wideopen coastlines and natural spaces

Needs Addressed:



Enjoying Nature Slow Living

Mental Health



The welcoming embrace you've needed

Needs Addressed:



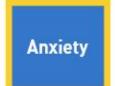
Communities

Time Well Spent Family Time



The chance to relax and reinvigorate

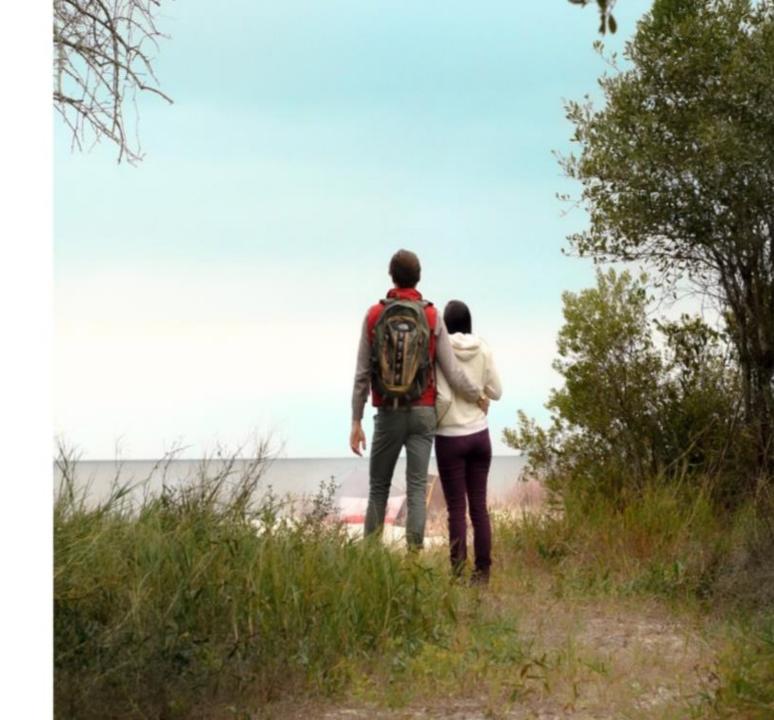
Needs Addressed:



Cabin Fever

Burn Out

Boredom



PRIORITIZE KEY BRAND FEATURES

- ✓ Emphasize the open-ended nature of the destination
- ✓ Showcase opportunities for outdoor recreation and fun while distancing
- ✓ Focus on activities and things to do that mitigate risk of spread of COVID-19 (Beach, sightseeing, camping, kayaking, water-based activities, etc.)

AVOID TRIGGERS

- ✓ Photography showing large crowds, crowded spaces or close physical interaction
- ✓ Speaking in a manner that could be perceived as tone deaf to the realities of the situation
- ✓ Parity across messaging and photography





Marketing Department

Overview

The Coastal Mississippi Marketing Department serves to elevate awareness of the region as a premier leisure and convention destination through comprehensive marketing and advertising efforts. The department manages both the integrated marketing agency and social media agency of record; oversees all marketing efforts and advertising campaigns; ensures the integrity of the Coastal Mississippi brand is upheld; and collaborates with industry partners and stakeholders to promote and integrate the Coastal Mississippi brand.



Goals and Objectives

Goals

- Continue to support the brand and elevate awareness of Coastal Mississippi within the Southeastern region as a top vacation destination
- Continued partnership with Gulfport-Biloxi International Airport to support existing rebounding service
- Marketing specific goals: Increase awareness and overnight visitation

Key Objectives

- Encourage visitation of travelers who are most likely to travel during this time, with two additional campaigns targeting Gaming and Outdoor enthusiasts
- Encourage return of passengers flying into Gulfport-Biloxi International Airport
- Maintain presence across core meeting and event planner placements,
 with a focus on partnerships that can quickly pivot as needed



Strategic Approach

Key Strategies:

- Utilize data-driven decision making, letting research and analytics guide marketing decisions
- Take an integrated and synergized approach to paid media to reach targeted audiences multiple times, throughout their path to purchase
- Evolve overall brand campaign (The Secret Coast) and launce two new campaigns in our recovery efforts to reinvigorate brand awareness:

Overall Brand

• With over 60 miles of attractions, towns and shorelines, Coastal Mississippi encourages visitors to explore to their hearts' content. Find your place and settle in for a long weekend or move from town to town as you take in all that the Coast has to offer — either way, there's something for everyone on the Coast.

Gaming (New)

• The casino and gaming scene in Coastal Mississippi offers visitors an experience in stark contrast to the crowds and noise of some other gaming destinations. The secret? The coastal setting that surrounds the casinos and the southern hospitality found inside that keeps people coming back over and over — a combination of amenities that no other casino destination has.

Outdoors (New)

• Coastal Mississippi is a sportsman's paradise. From the Gulf to the coastal bayous, visitors can find outdoor activities that suit their needs and meet their tastes. For the more laidback enthusiast, scenic drives, golf, kayaking, biking and barrier islands offer the chance to recharge. Those with a taste for adventure can find boating, deep sea fishing, shrimp tours and camping opportunities abound.

Strategic Approach

Key Strategies:

- Improve consistency of branding across our marketing efforts
- Ensure all owned marketing channels such as collateral materials and website, will work in conjunction with our advertising buys to inform, inspire, engage, and influence visitors

Core Strategies:

- Execute an integrated marketing program to strengthen the Coastal Mississippi brand utilizing the most effective channels
- Create opportunities for industry partners to participate in free and paid programs, platforms, and cooperative advertising
- Build brand enthusiasts and instill community pride among residents, utilizing local media outlets, social media platforms, front-line training programs
- Improve brand consistency, awareness and relevancy to our target audiences



Media Planning Factors

Occupancy

• While occupancy trending is relatively positive post-COVID shutdowns, there is room for improvement

Airlift

 Coastal Mississippi and Gulfport-Biloxi Airport Authority will continue to support airlift as Fly market travelers become more comfortable with this mode of travel

Grants

 Strategically utilize additional budgets to bolster key media tactics that will drive immediate travel intention action

Additional Factors

- Short travel planning window (<1 month, per Expedia)
- Direct OTA partnerships
- General seasonality and holidays

Media Strategy

- Build off momentum created by best-in-class partnerships in FY19-20 while incorporating strategic tactics that will effectively reach the additional, newly established Gaming and Outdoor audiences
- Media goals:
 - Continue to build top of mind awareness (TOMA) as a destination worth visiting
 - Drive online research and planning activities (onsite engagement)
 - Ultimately, increase overnight room bookings in the destination
- Market categories:
 - Drive Markets
 - New Orleans, Mobile-Pensacola, Jackson, Baton Rouge, Hattiesburg-Laurel, Lafayette, Columbus-Tupelo
 - Continue to test into Birmingham and Memphis
 - Fly Markets
 - Atlanta, Houston, Dallas-Ft. Worth, Charlotte
 - Specific Airline Support initiatives for new service

To Note in **Q1**: With one of the most hotly contested General Elections in American history coming up on the horizon, political ad spend on broadcast television, cable and radio is expected to top \$4.5 Billion for 2020. Traditional broadcast commercial space is finite, which creates a problem for all non-political advertisers due to heavy competition for available space. Overall, communication is key to placing media during political spending periods, both with sales reps and with clients.

21 - Media Approach To Recovery

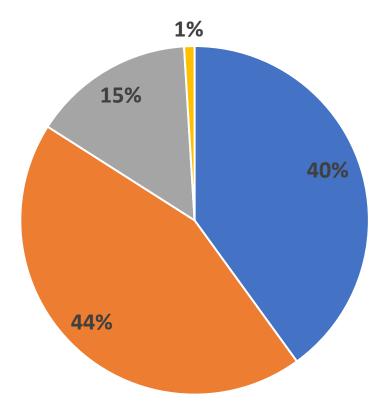
Given evolving health-related restrictions, below is our approach with an immediate focus on driving recovery:

- Heavily invest in Drive Markets
- In Fly Markets, leverage cost-efficient low funnel tactics reaching hand raisers with interest in Coastal Mississippi
- Leverage partnerships that allow for extended coverage through December
- Further strengthen our share of voice across baseline, always-on media tactics
- Leverage recovery dollars for an always-on media strategy for continual support for peaks and valleys
- Develop cross-funnel plans that align with travel interest categories (brand pillars):
 - Gaming
 - Outdoor

Q1 - Media Budget Allocations

- Budget allocated to ensure support across all categories
- The Gaming audience is critical for market recovery efforts;
 budgets have been assigned accordingly
- Outdoor targeting will help further showcase the diversity of the destination to a wider, relevant group seeking outdoor activities
- Overall Brand budget allocated to further strengthen our baseline presence, helping to generate awareness, interest and intent across a broader audience of prospective travelers
- Orlando Allegiant campaign will be strategically targeted to ensure we're maximizing budget

Media Allocations by Campaign

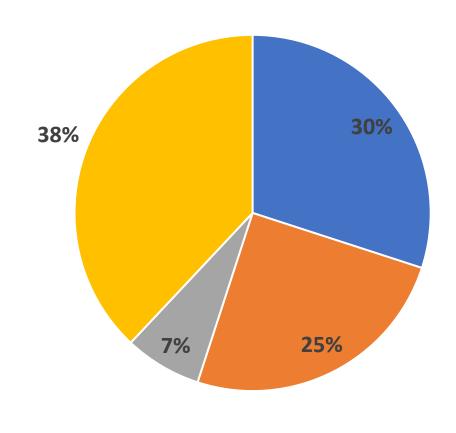




Q1 - Overall Brand Overview: Media Mix

- Budget used across tactics to ensure we continue to drive awareness and guide prospective travelers down the consideration funnel
- Targeted Video distribution across OTT/Connected TV will inspire our audience to consider the destination
- Native advertising will help showcase various facets of Coastal Mississippi and can be used to drive deeper site visitation
- Travel and Audience-targeted Display delivers site engagement
- Paid Search allocation will help ensure we're there when people are actively seeking out information related to regional travel and events

Overall Brand Media Mix





Verticals Overview: Gaming and Outdoors

Audience Building

Gaming



Outdoor Activities



Commonalities: Strong interest in leisure travel

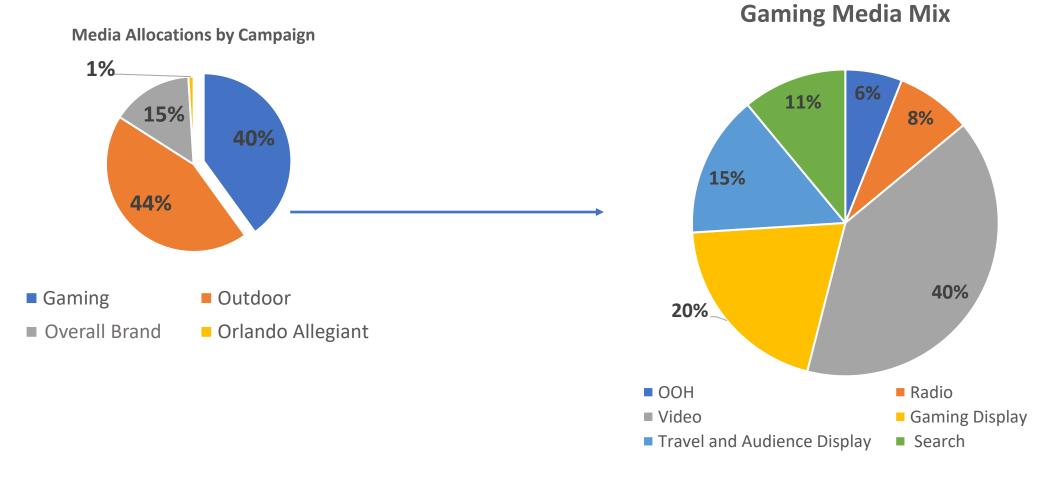
+ Preferred Vacation
Activities: Gambling,
Concerts/Live Entertainment,
Sports Betting

+ Preferred Vacation
Activities: Hiking, Biking,
Camping, Boating, Paddle
Sports, Golf

Q1 - Gaming Overview: Media Mix

- Media tactics selected based on alignment with Gaming Audience usage patterns
- A robust media mix reflects a full-funnel approach to generating excitement and interest, and ultimately driving on-site action



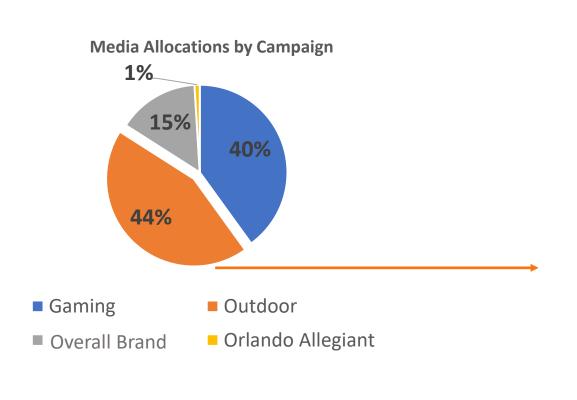


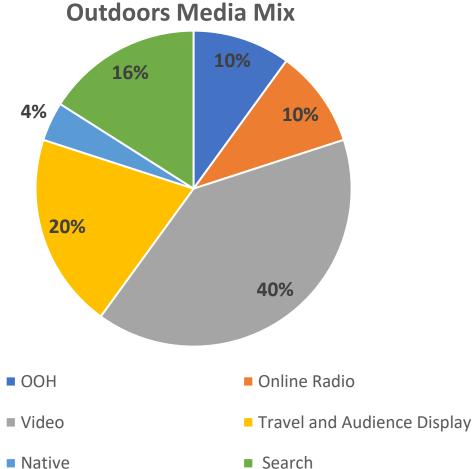
Q1 - Outdoor Overview: Media Mix

Media tactics selected based on alignment with Outdoor Audience media consumption habits

• A robust media mix reflects a full-funnel approach to generating excitement and interest, and

ultimately driving on-site action







Campaign Measurement

As in earlier campaigns – and where feasible – success is considered the degree to which people explore CoastalMississipi.com. The more engaged the user is on the website, the more likely they are going to plan a trip.

| Channel/Tactic | Measurement |
|-------------------------|---|
| Video | Delivery |
| Native, Digital Display | Engagement: engagement rates and cost per on-site engagement |
| Paid Search | Engagement: click through rates, cost per click and cost per on-site engagement |



Investments in Technology

Consumer expectations for digital (Pre-During-Post) technology, such as AI, Chatbot, AR, and Virtual reality continue to grow.

Tactics:

- Offer virtual trips and 360 video tours online
- Host virtual site-visits
- Incorporate and have as a resource to meeting planners, software that not only allows them to virtually tour the space but configure to see various floor plans set up with social distanced modifications
- Virtual meeting platforms and video sales/solicitation piece
- Incorporate into our website a non-contact attractions/itineraries/experiences passport program



Brand Partnerships

Coastal Mississippi will identify and develop partnerships with non-competing brands. A brand partnership can increase visitors, enhance our reputation and overall brand message. It is essential that the selected partnerships are underpinned by similar ideals that help each brand bring out the best in each other. Below are several things we will consider when seeking a perfect partnership:

Similar values:

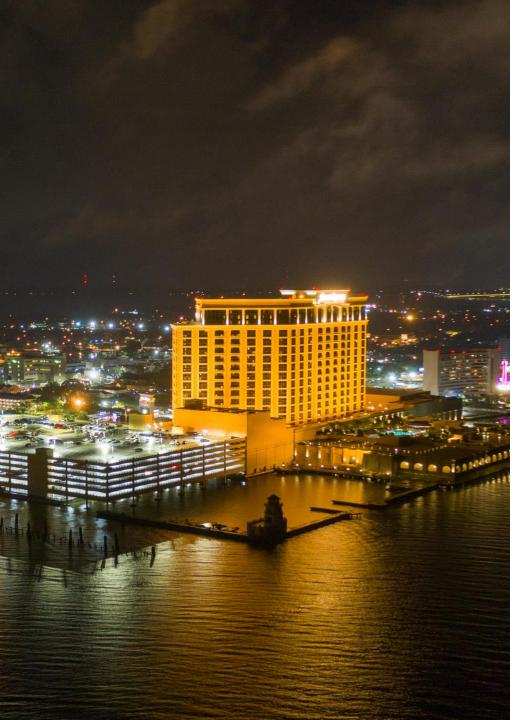
Whether these values cross in a way where the brands both aim to provide something similar or both have the same beliefs or even simply ethics – this is what will establish the very core of the relationship.

Complimentary skill sets that can offer mutual benefits:

A brand partnership should always offer added value. Where some of our weaknesses may lie, the partner's brand should build us up or vice versa. Alternatively, your strengths should combine to create something better than you already have!

Consumer relevance:

Although co-branding can bring a wider audience, there must be some consumer relevance that exists. It won't benefit our brand to partner up with another that is unable to connect with our audience.



Community Building

Create a coalition in the region around a shared vision for the future focusing on the broader economic & community goals. Tourism is the sharing economy of ideas, and today, community=brand.

Focus will include amplifying the importance of COVID-19 guidelines to ensure we have safe and healthy communities.

Tactic:

• Execute a local campaign that builds brand advocacy and awareness. Include messaging about why its important to our area's economy to maintain health and safety protocols.

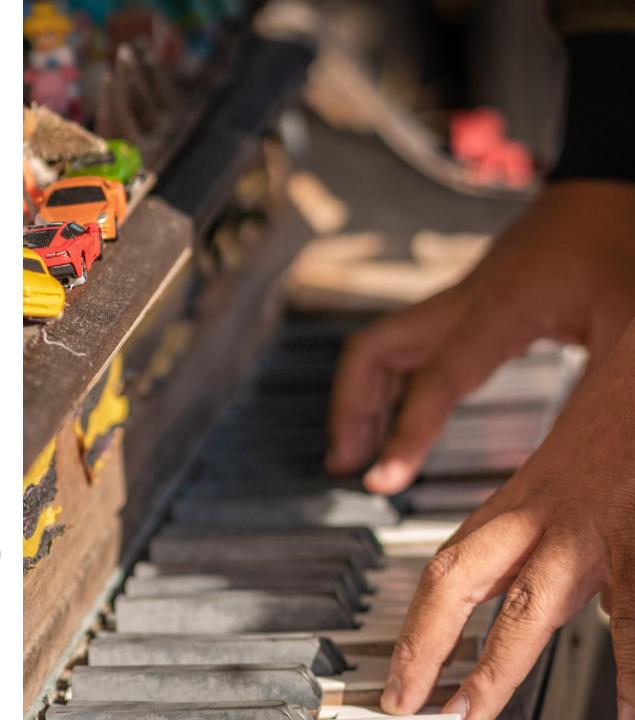


Why Communications + Engagement?

Communications

Communications will be charged with creating unique and compelling content with an emphasis on reflecting the brand standards of Coastal Mississippi. Tactics will run the gamut from traditional to digital, including (but not limited to):

- Press releases
- Media alerts
- Blogs
- Social media posts
- Email newsletters (CEO, sales markets, consumer, as needed)
- Industry updates
- Videos
- Podcasts
- Earned media coverage
- Paid editorial content, i.e. Trade Publications, TripAdvisor premium accounts, etc.
- Internal and external deliverables (in tandem with Marketing Department)





Engagement

- Engagement is how we use the content to foster stronger relationships with our stakeholders in the region and beyond. This will be accomplished through a variety of tactics.
- By differentiating between the two actions within this department, it should be understood that **content** aimed to advance the mission of Coastal Mississippi will be developed and shared with key stakeholders through various engagement methods, with the ultimate goal of bolstering the credibility of the organization as a destination marketing thought leader within the region.



Key Stakeholders

Who needs to know about Coastal Mississippi?

- Prospective visitors and sales clients
- Returning visitors and sales clients
- Coastal Mississippi residents
- Coastal Mississippi businesses
- Elected officials
- Regional partners
- Industry partners

How will we engage our stakeholders?

 Through targeted and strategic communication efforts that engage our myriad of publics



Consumer Strategies & Tactics

- Securing print, digital and video earned media coverage in top-tier lifestyle, travel,
 culinary and adventure publications in key markets
 - Proactive pitching and reactive opportunities, showcasing unique and authentic experiences and attractions in the region
 - Individual + group FAM trips
 - Actively pitching stories related to the region based on trends, upcoming events, new offerings in the region

- Continue to foster relationships with notable media representatives
 - Hosting individual and group FAM trips
 - Participating in media showcases
 - Maintaining relationships by sending relevant updates, press releases + connecting on social media

Consumer Strategies & Tactics

- Foster relationships with local experts to enhance the region's unique offerings and experiences to facilitate cultural learning ("not just for the aficionados") and boost the Ready to Go and Traveler Averse travelers' curiosity
 - Identify key experts
 - Collaborative marketing assets: guest blogs, videos, how-tos, recipes, social media posts/takeovers, "try something new" campaign/series, build "bucket-list" itineraries, human interest pieces
 - Include interviews and meetings with local experts in press trip itineraries
- Maintain relationship and relevance with local media, to continue to inform and update the community and increase awareness of the importance of the tourism industry to the region
 - Press releases
 - Regular meetings with editorial staff
 - Regular appearances on TV





Consumer Strategies & Tactics

- Build relationships with local influencers, bloggers, photographers
 - Storytelling from local ambassadors
 - Increase digital assets
 - Community engagement
- Grow and promote signature events across the region to continue to secure repeat visitors, encourage eventual overnighters, attract first-time visitors
 - Marine Week
 - Established signature events
- Develop program to co-brand with established community events that have potential to attract visitors with the dual purpose of local brand awareness



Meetings & Events Strategies & Tactics

- Securing print, digital and video earned media coverage in top-tier meetings & conventions publications
 - Proactive pitching and reactive opportunities, showcasing the array of venue options, special services provided by Coastal Mississippi, unique and authentic group experiences
 - Create and share digital assets (e.g., virtual tour of MCCC, time lapse videos of conference setup, etc.)
- Continue to build relationships with notable Meetings & Conventions media representatives
 - Maintaining relationships by sending relevant updates, press releases
 + connecting on social media
 - Pitch specific events to use as case studies

Industry Partners Strategies and Tactics

- Partner newsletter
- Supplying timely updates related to the industry and helpful resources for partners to leverage
- Coast Champions
 - Evolving the program to meet the needs of our current virtual environment through online learning management system
 - Creating a certification program that eventually includes exclusive in-person opportunities such as behind-the-scenes tours of regional assets and mixers for Champions
- Staff familiarization tours
 - Hosted throughout region to reinforce our mission to partners and share valuable resources



Reporting

Monthly Reports

• To ensure stakeholders are aware of the efforts of the Communications and Engagement Department, comprehensive and robust reporting will be provided, to include:

Communications - Public Relations:

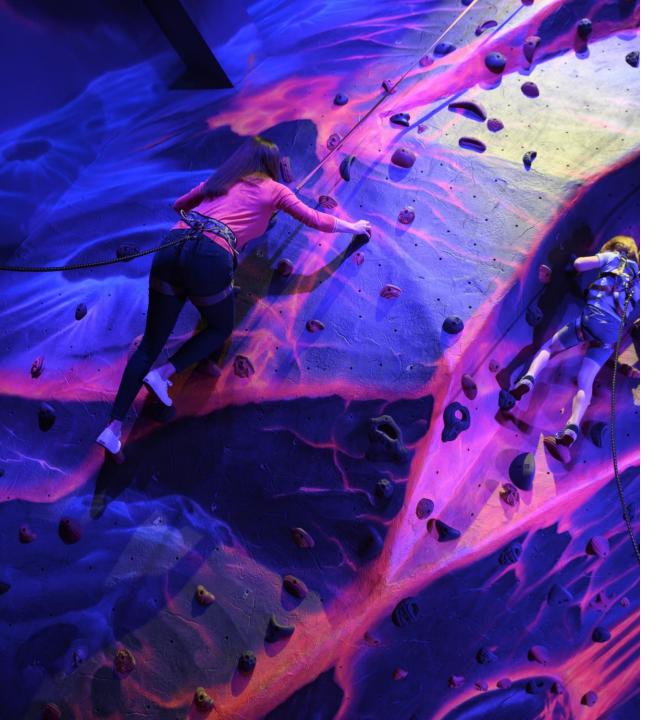
- Earned media coverage report incorporating Barcelona Principles
- Comprehensive reporting regarding media trips (writers, reporters, journalists, contributors, freelance, bloggers, influencers, etc.)
- Documenting coverage on the Media page of coastalmississippi.com

• Communications – Digital Content:

Comprehensive reporting outlining engagement levels on all digital media platforms, including extensive reporting from any media who
participate in familiarization trips

Annual Report

- A comprehensive annual report will be created to clearly outline the achievements of the organization
- Each department will contribute major project updates and key performance indicator progress to ensure all stakeholders are aware of Coastal Mississippi accomplishments



Social Media

Current Landscape:

Over the last three months, consumers have flocked to social media to find connection, inspiration, and information. During the COVID-19 crisis, social media usage has surged showing engagement increases of 61% over normal usage rates. Unlike other mediums, social media allows for:

- PERSONALIZATION Messaging will need to be flexible and may change quickly. Social media allows us to reach our most desirable targets with ad units that can be easily adjusted and optimized.
- ❖ FLEXIBILITY Social media is a nimble and impactful tool for content distribution. Social media advertising plans can be extremely detailed, yet flexible for quick adjustments.
- CONNECTION As daily routines continue to change, more of our daily lives have shifted online.
- CREATIVITY Social media's diverse suite of capabilities allows us to cater to our consumer's specific needs in a unique and engaging way.

Strategic Approach

- Elevate Coastal Mississippi's social media presence among target audiences
- Reach, inspire, engage and connect with new prospective visitors, and ensure our messaging and content strategies are customized to what consumers are thinking
- Produce new assets to support our social media initiatives
- Develop three social media campaigns showcasing social-first creative assets and elevating our messaging strategy to ensure Coastal Mississippi stands out against our competitors and against the noise of the active digital space
- Expand our presence across new social media platforms
- Increase destination visitation + secure overnight bookings
- Develop **co-op opportunities** within campaigns and for ongoing promotion to help support and leverage awareness for our local businesses i.e. hotels, boutique hotels, casinos, activities, and experiences
- Development of a new Social Media Playbook
- Utilize LinkedIn as a tool to inform and engage with the meetings and sports industries

Brand Activations

To showcase the area's tremendous offerings, we will create specific activations to highlight various Secret Coast brand pillars in-person and where appropriate, virtually:

Highlights

- Chef's roadshow featuring the area's seafood and culinary scene
- Coastal-inspired mailer for media that will include "treasures" highlighting the attractions, activities, lodging and culinary opportunities unique to the destination
- A mobile Secret Coast Food Festival with local food trucks traveling to key regional markets along with chefs who can prepare local favorites
- A "Destination Drive-In" that would offer a pop-up drive-in "showing" of a special film or series of videos on a portable screen or wall-scape that showcases the amazing attributes of the Secret Coast



Public Relations

Coastal Mississippi will be feeling the impact of COVID-19 for some time, and as we move forward, we will focus our public relations efforts on building the overall awareness of Coastal Mississippi: The Secret Coast as a destination – encouraging visitation throughout the year and beyond.

The goal of the post-COVID travel messaging will be to connect with those who call Coastal Mississippi their destination of choice by tapping into their love of and comfort level with the destination. We also want to reach new visitors with the message that Coastal Mississippi is warm, welcoming and has much to offer as we all attempt to return to a sense of normalcy. This messaging will create further opportunities to position Coastal Mississippi: The Secret Coast as a preferred destination, highlighting the area's many attractions, casino resorts, restaurants and activities. In addition, we will draw attention to the area's resiliency following the pandemic, ability to welcome back visitors, sustainability efforts, and the region's robust development/investment pipeline.





Public Relations Objectives

Ultimately, efforts will lead to an increase in visitor spending and total visitation to the region through earned and paid editorial tactics that drive awareness of the destination and encourage trip planning.

Strategies:

- Encourage consumers within drive markets to explore all that the Secret Coast has to offer and to share with others how Coastal Mississippi is welcoming visitors back to the destination
- Continue to build national awareness of Coastal Mississippi as a destination by weaving the resiliency of the area's tourism community into storylines throughout the campaign along with messaging surrounding the established brand pillars (particularly family, outdoors, culinary, gaming and sustainability)
- Inspire travelers to discover the destination through media placements

Public Relations Tactics

- National Earned Media Outreach to build the overall awareness of Coastal Mississippi: The Secret Coast as a destination, encourage visitation, and convey how the destination has recovered and re-opened following the pandemic.
- Regional Media Missions/Media Outreach to highlight special events, road trips, fall travel, the opening of the Aquarium and other new developments and events that drive visitors to the area
- Media Hostings/FAM Trips to promote the area's seafood and waterways and family-friendliness
- Satellite Media Tour (SMT) to invite a travel/lifestyle expert in destination to share a number of items related to fall/holiday travel, ideally tied to an event
- Press Releases with Wire Distribution to draft and distribute themed campaign releases, incorporating consumer messages surrounding
 Coastal Mississippi as a destination with themes centered on seasonal travel and following COVID-19, emphasize brand pillars that
 exemplify wide-open spaces, outdoor activities and safety. Strategies for press release development will align with new vertical market
 campaigns (Gaming and Outdoors)
- Paid Editorial Content to sponsor and be featured on travel and culinary shows including Samantha Brown's Places to Love

Proposed Activities - At a Glance

Q1 October-December 2020

- Continuous media outreach
- Regional media missions
- Activation: Coastal-inspired mailer for media
- Activation: Chef's roadshow featuring the area's seafood and culinary scene
- Activation: A mobile Secret Coast Food Festival
- Activation: Destination Drive-In" that would offer a pop-up drive-in
- FAM/Media Trips: Individual and group trips as appropriate
- Satellite Media Tour
- Press Release with wire distribution (as needed)
- Paid editorial content

Q2 January-March 2021

- · Continuous media outreach
- · Regional media missions
- FAM/Media Trips: Individual and group trips as appropriate
- Conference/Convention: PRSA Travel & Tourism (date TBA)
- Press Release with wire distribution (as needed)

Q3 April-June 2021

- Continuous media outreach
- Regional media missions
- FAM/Media Trips: Individual and group trips as appropriate
- Conference/Convention: PRSA Travel & Tourism (date TBA)
- Media Tradeshow: STS Travel Media Meetup (June 24, 2021)
- Press Release with wire distribution (as needed)

Q4 July-September 2021

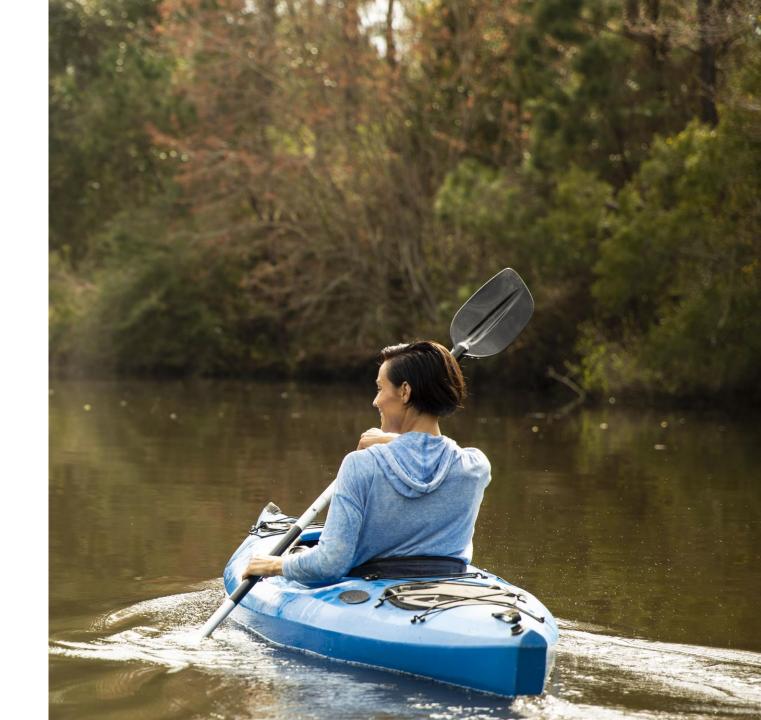
- Continuous media outreach
- Regional media missions
- FAM/Media Trips: Individual and group trips as appropriate
- Media Tradeshow: Travel Media Showcase (date TBA)

All activities contingent upon travel restrictions and government mandates related to COVID-19 as well as Tourism Recovery Fund timeline. For example, if TRF deadline is extended, activations can be spread out during the remaining three quarters of FY 21.



Overview

Working closely with the Mississippi Coast Coliseum & Convention Center and industry partners, the Sales department leads all meeting, convention, and sports efforts focused on the goal of achieving growth in the overall group market for the destination. The Sales team concentrates on uncovering new group business opportunities as well as maintaining and enhancing existing business.



Future Meetings Landscape

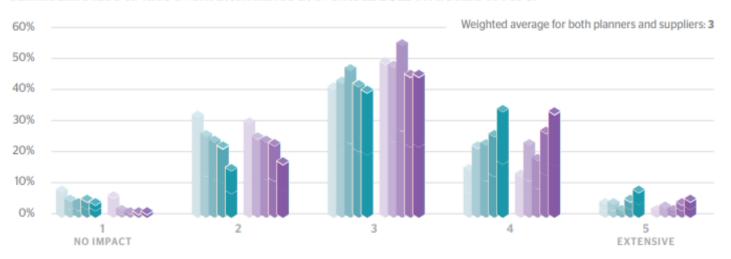
- Face to face meetings will return in full force when it's safe to do so, but people are missing that personal interaction. In the short term, regional meetings will be on the rise to keep travel down as people are still hesitant about plane travel. Organizations will be looking at smaller meetings throughout the year rather than one large annual convention.
- Hybrid Events is the answer to face to face events. The virtual component now offered is an option to save money and keep travel at a minimum. Simplicity will be key surrounding events. Since costs will be under a microscope for everyone, over the top meals/entertainment/décor will be eschewed for a simpler, more European-style meeting.

The way we connect with other businesses must evolve!

When the pandemic crisis passes, what scenario do you think best describes the recovery of face-to-face meetings for the business events industry in your geographic region?



To what extent do you believe the rise in the use of digital-event technology will cannibalize face-to-face event attendance at events **in 2021** on a scale of 1 to 5.



Source: PCMA

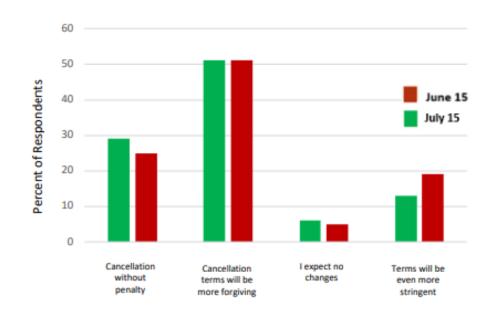
Future Meetings Landscape

- Attendance will most likely be watched closely and organizations will focus on sending only essential staff to conferences, not only to save money but also to allow people to stay home as a safety measure.
- Communicating with clients before/during the meeting about the safety procedures hotels are taking will be critical. This may become the
 norm for venues to be expected to have extra precautions such as thermal scanners. Food/Beverage components will change as the focus on
 offering pre-packaged boxed meals or concessions instead of large plated meals becomes the norm.
- Meeting Planners will be hyper focused on contracts and attrition. They will be looking for looser contracts and looser attrition clauses, e.g.
 Force Majeure Clauses in apprehension of future crises.

What are your expectations regarding cancellation clauses?

July 15 Responses

| ANSWER CHOICES | RESPONSES |
|---|-----------|
| Contracts will allow for cancellation without penalty | 29.37% |
| Cancellation terms will be more forgiving | 51.27% |
| I expect no changes | 5.95% |
| Terms will be even more stringent | 13.42% |

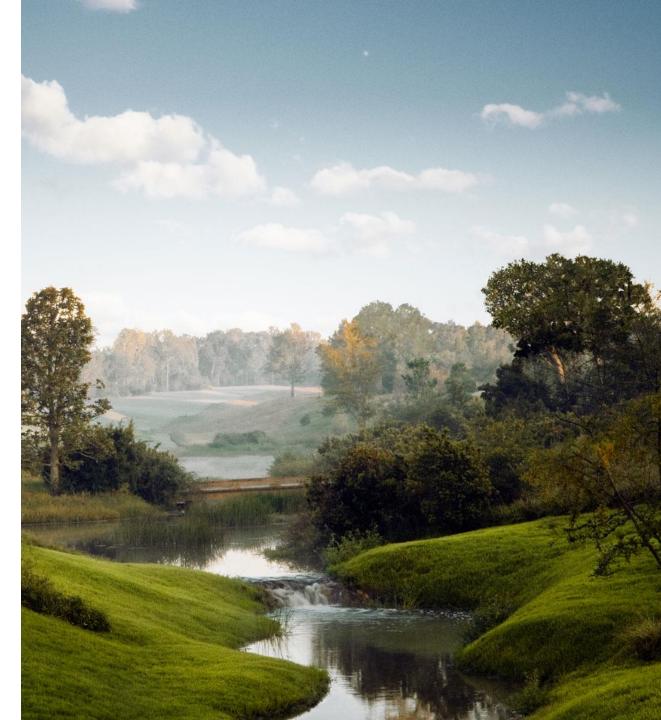


Source: NorthStar Meetings Group

Meetings & Conventions Approach

Keeping the industry's predictions for future trends in mind, we intend on keeping with our current regional approach and narrowing our scope even further. We know that organizations will be focusing on hosting fewer/smaller meetings and looking for destinations that are easily drivable for the foreseeable future.

This year, we will focus our sales mission efforts on Mississippi associations as well as organizations in our neighboring states, Alabama and Louisiana (3-5 hour driving radius). In doing this, we believe we will maintain and nurture our repeat business as well as continue to develop our potential in the tri-state area market.





Meetings & Conventions Objective

To grow as well as maintain the **Corporate**, **Association**, **Consumer Shows**, and **SMERF** (Social, Military, Education, Religious, Fraternal) market segments. Our sales strategy is focusing on these specific markets:

- Drive Markets
 - New Orleans, Mobile-Pensacola, Jackson, Baton Rouge, Hattiesburg-Laurel, Lafayette, Columbus-Tupelo
- Fly Markets
 - Atlanta, Houston, Dallas-Ft Worth, Charlotte

Understanding the trends with many meetings being *smaller in size*, being held *regionally* and giving attendees the option to *drive versus fly*, Coastal Mississippi has a great opportunity to capture the market share from larger and more distant competitors.

Strategies

- Reengaging with current clients and actively working to re-book postponed meetings as well as booking new
- Utilize research, industry partners and contacts to identify and pursue new potential business that may need larger venues,
 such as the MS Coast Coliseum and Convention Center, due to health and safety guidelines
- Implement new technology and tools to communicate with clients easily and effectively
- Develop a full suite of digital communication tactics to reach clients:

 Emails, webinars, content hub-info, videos, images, itineraries, social toolkits, visual resources, links to resources, relationship building: virtual hangouts, virtual events, conferences and site visits
- Reengaging with hotel partners to see how they are forecasting and what we can do to assist



Sports Approach

Our focus will be a regional approach (3-5-hour drive radius), highlighting the ease of getting to our destination by personal vehicle, showcasing the variety of facilities offered, complemented by the family friendly resorts and activities. Focusing on three tiers:

Tier 1 – Sports that Coastal Mississippi is most competitive at attracting:

- Softball
- Baseball
- Volleyball

Tier 2 – Coastal Mississippi can be competitive at attracting:

- Basketball
- Golf
- Soccer
- Pickleball

Tier 3 – Coastal Mississippi has the type of facilities/space needed to host a quality tournament:

- Flag Football/Beach Flag Football
- Ultimate
- Rugby
- Water Sports

Sports Objective

Seek and promote quality sporting events that drive economic impact and positive media coverage from surrounding regions effectively creating demand for over-night stays year-round.

Sports Segment Strategies

- Work with local and national sports leaders to produce, increase and extend hotel room nights that create a positive economic impact for the region
- Develop a full suite of digital communication tactics to reach clients: emails, webinars, content hub-info, videos, images, itineraries, social toolkits, visual resources, links to resources, relationship building virtual hangouts, virtual events, conferences and site visits
- Work with hotels and sports venues to ensure the destination continues to offer value in the highly competitive marketplace
- Work with local parks and recreation leaders to increase availability and access to sports venues
- Sports Commission develop a community-based and led sports commission in partnership with all cities and counties



Q2 and Beyond: Meetings & Sports Strategy

Coastal Mississippi will utilize strategic industry partners with a regional approach to increase the awareness of the region as a premier destination in the SE for meetings, events, and conventions. With regional strategic partnerships, we not only benefit from direct sales, but also receive invaluable data on our clients. Through comprehensive instant data, validated pickup reports, and collaboration of marketing teams, these regional partnerships are proven methods of realizing both instant and long-term returns on investment.

Partnerships with a regional and customized focus with organizations like HelmsBriscoe, Connect, Professional Convention Management Association, Meeting Professionals International, and Sports ETA will allow us to amplify the message that Coastal Mississippi is a competitive destination in the meetings, conventions, sports and events arena.



Strategic Partnerships- Q2 and Beyond

HelmsBriscoe

Third-party meetings and bid process manager. HelmsBriscoe the global leader in meetings procurement & site selection. As the largest meetings procurement company in the world booked \$1.42 billion in room revenue for 2018. They streamline the meeting planning process by managing the time-consuming task of researching, contacting, and evaluating venues for your organization's events. HelmsBriscoe sends the RFPs, track down the answers, follow-up with the hotels, and manage the entire site selection process on your behalf. The company assists with booking large-scale association events to a smaller corporate function.





Meeting Professionals International (MPI)

Attend regional trade events to reach meetings planners. Meetings Professionals International is the largest meeting and events industry association worldwide. MPI provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promoting and growth of the meetings industry.

Connect

Attend trade events to reach meeting planners and sports agents. Connect is an organization which produces industry events specifically designed to address industry needs in a unique format that creates an efficient and effective environment to expedite the sales process and grow business. Business to business marketplaces sometimes accompany these events where CM has an opportunity create a large presence as a competing destination.





Professional Meeting and Conventions Associations (PCMA)

Meetings industry trade association affiliation and marketplace participation. The professional conventions and meetings association (PCMA) is the parent organization of meetings and conventions for the hospitality industry. It provides online tools, education, resources, conferences and marketplace environments that unites destinations with key decision makers for business to business opportunities.

Strategic Partnerships - Q2 and Beyond

Conference Direct

Works hand in hand with destination management organizations like Coastal Mississippi to manage the meetings proposal process. As the second largest meetings procurement company in the world, they assist in streamlining the meeting planning process by managing the time-consuming task of researching, contacting, and evaluating venues for your organization's events. Conference Direct sends the RFPs, tracks down the answers, follow-up with the hotels, and manage the entire site selection process on your behalf. The company assists with booking large-scale association events to smaller corporate functions.



Sports Market Development & Strategic Partnership

Sports tourism has consistently grown over the past twenty years and a tremendous opportunity exists in the development of the sports tourism marketplace post-Covid. With a plethora of sports venues through the three coastal counties and a great supply of family friendly attractions, the area is a prime location for host sporting events. Through the execution of a strategic and targeted plan, Coastal Mississippi will cement our position nationally as a leader in the sports tourism industry.

American Society Association Executives (ASAE)

ASAE is the essential organization for association management, representing both organizations and individual association professionals. With a membership of more than 46,000 executives and partners representing 7,400 organizations, they assist association professionals achieve previously unimaginable levels of performance. They are known as the Center for Association Leadership.





Proposed Activities - At a Glance

Q1 October – December 2020

- Ongoing outreach to clients
- Louisiana Society of Association Executives

Q2 January – March 2021

- Convention Sales Missions:
 - Louisiana- New Orleans, Baton Rouge
 - Mississippi- Jackson
- PCMA Tradeshow

Q3 April – June 2021

- Convention Sales Missions:
 - Alabama Birmingham, Montgomery
- HelmsBriscoe ABC Conference
- Sports ETA Conference
- MPI Gulf States Chapter

Q4 July - September 2021

- Conference Direct
- Connect Association/Sports Tradeshow
- ASAE Annual Meeting & Exposition
- MS Society of Association Executives Conference
- Louisiana Society of Association Executives



Overview

The Leisure Sales department is responsible for identifying, establishing and maintaining strategic partnerships and opportunities within the domestic and international travel marketplace to increase visitors and their length of stay on Coastal Mississippi.





Strategies

- Strong social media campaign targeting travel advisors and travel agencies
- Facilitating sales efforts with the three major air carriers at Biloxi-Gulfport International Airport developing strategic partnerships with industry appropriate partners
- Digital marketing and sales efforts with online travel agencies, such as Expedia Group
- Market analysis of leisure motorcoach and development of tour series
- Development of itineraries with tour operators and travel advisors
- Identifying, establishing and maintaining relationships with receptive tour operators
- Increasing number of frequent independent traveler (FIT) contracted hotels
- Coordinate site visits tours for travel agents, tour operators and receptive tour operators
- Participate in tradeshow marketplaces and sales missions to enhance face-toface communication with clients
- Provide sales co-ops to our local partners
- Update local partners on the international traveler conditions
- Bid on host city opportunities for travel industry shows and manage those marketplaces if selected

Ongoing Efforts

- Investigating opportunities for new leisure travel associations
- Canadian Group Travel Market / FIT Snowbirds analysis and development
- Ensure Coastal Mississippi content is present and current in marketing materials for motorcoach & FIT markets
- Enhance sales partnerships with neighboring tourism offices to increase weekday need periods
- Educate hotel partners on FIT market and contracts
- Evaluate distribution channels of product and experiences on Coastal MS and adjust plan accordingly

Motorcoach, Group Tour Operators and Planners

Future Landscape:

The motorcoach and group tour market has been severely impacted by COVID-19. As of the time of this plan's implementation, the market is struggling to return as a healthy business model. We will continue engaging and offering our services to this market as it begins recovery. Ongoing analysis and evaluation will be conducted to determine appropriate sales and marketing tactics as needed.

Efforts:

- Trade show and association marketplace meetings as scheduled
- Engage with motorcoach community through e-newsletters
- Personal welcome at time of group arrival
- Site tours
- Hosting & sponsorship of events
 - Tri-Association Motorcoach Conference
 - Travel Alliance Partners Meeting

New Initiatives:

Student Youth & Travel Association membership & segment development



Strategic Partnerships & Initiatives

Increase the number of visitors from both drive in and fly in markets by promoting to them while they are in the process of planning and booking their vacation through various Online Travel Agencies (OTAs), airlines. Create and support sponsored opportunities to attract and grow leisure market through as needed campaigns.

Expedia Group

Expedia Group powers travel to a highly valuable global audience of travel consumers, collaborating with the world's leading travel brands and destinations to provide incremental demand and direct bookings. Consumers and travel agents have direct access to the broadest selection of travel products and services on the world's #1 travel platform. The goal is to increase interest and engagement in activities and communities, encourage bookings, as well as increase package sales (these visitors stay longer and spend more).



American Airlines Vacations Sales Mission (Dallas and Charlotte)

The leisure department is planning sales missions to Dallas and Charlotte with local partners to make calls to American Airlines Vacations travel agencies. American flies direct to Gulfport and an awareness/ educational mission would be beneficial to the region for increasing leisure travelers.



Apple Leisure Group

North America's only vertically-integrated travel, hospitality, and leisure management group, Apple Leisure Group is an industry innovator that combines the expertise of 14 leading brands charged with the distribution of leisure travel sales.



Expedia Group

Visit Mississippi Co-op Campaign

Participate in Visit Mississippi's COVID-19 Recovery Campaign as Top Tier Destination Total Advertising Value Anticipated at \$200,000 Campaign Run Dates: January 1 – March 31, 2020

Initial Recovery Campaign – Phase 1

Infuse the leisure market with a shot of adrenaline to inspire ready-to-go travelers to book and travel to Coastal Mississippi.

Campaign Run Dates: September 1 – December 30, 2020

Recovery to Always On Campaign – Phase 2

Continue marketing to our faithful visitors while developing an "always on" destination platform with more tools and channels from Expedia Group. We will move from seasonal targeting to "always available" and inspire our visitors to not only visit, but also stay longer while giving them engaging content. We will optimize our campaign as needed to reach our visitors based on their engagement and interests.

Campaign Run Dates: Spring 2021 – December 30, 2022



Mississippi Marketing Co-Op

- Sponsored by Visit Mississippi
- Campaign dates: January 1-March 31, 2021

Mississippi Travel Intender Re-targeting and Competitive Conquesting of MS CompSet Travel Intenders

Dedicated landing page created & shared messaging for all participants.

Affordable, targeted, high exposure display campaign that will run across Expedia Group Media Solutions brands.

Cost effective solution that offers multiple levels of exposure for advertisers.

Reporting provided at the composite campaign level at the end of the campaign.





Oregon is Pure Magic







vibrant farms and wineries of the Willamette

Wine Enthusiast Magazine's wine region of









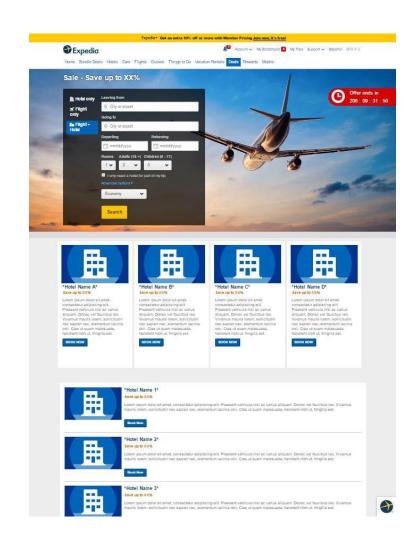




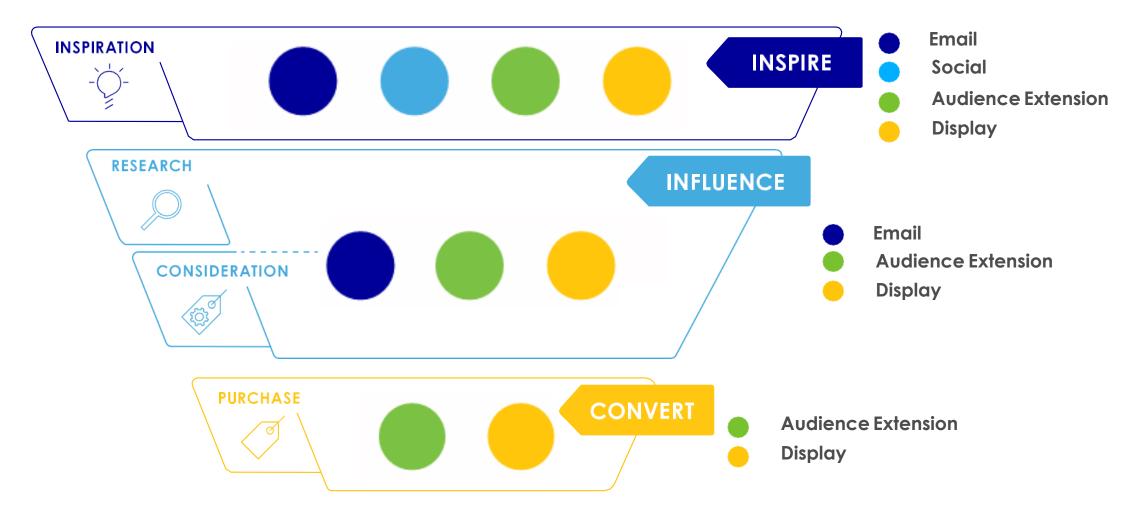


Promoting Mississippi: Expedia Co-Op

- Drive traffic to the dedicated landing page with:
 - Display advertising
 - Social media
 - Email marketing
 - PASSPORTADS: Audience Extension
- Exposure across Expedia Group Media Solutions brands
- Creative promotion & messaging
- Targeted & contextually relevant



Full Funnel Solutions by Marketing Objectives



Solutions to Promote Mississippi

DISPLAYADVERTISING

Impactful display advertising across Expedia, Orbitz, Hotels.com, Travelocity, Cheaptickets, Wotif, eLong, AirAsiaGo, MrJet and ebookers.





SOCIALMEDIA

Integrated experiences with fans and followers on blogs, Facebook, Twitter, Goolge+ and more.



Solutions to Promote Mississippi

EMAIL MARKETING

Engage directly with a customer base of **60+ million email subscribers worldwide.**





PASSPORTADS Audience Extension

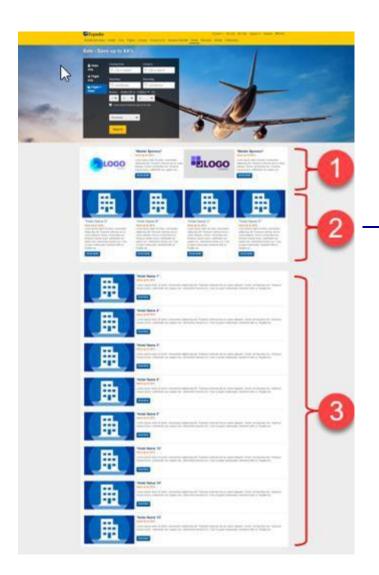
Continue to reach in-market travelers after they leave Expedia's sites.







Placement



FEATURED TIER

- Premium page placements
- Logo or Image
- Forward on the destination

Co-Op Opportunities

Tour Catalogs

- Motorcoach Industry Publications
- Receptive Tour Operator Catalogs (Bonotel, Teamamerica, Memphis & Mississippi Brochure)

Tradeshow Buy-ins: If tradeshows are in-person, partners can buy-in to booth space. If held virtually, partners will be offered a co-op to sit in during virtual business sessions.

Expedia Campaign Recovery Phase 2: Potential opportunities for partners to be featured during phase 2 of Expedia Recovery Campaign will be distributed in Q2 of 2021.

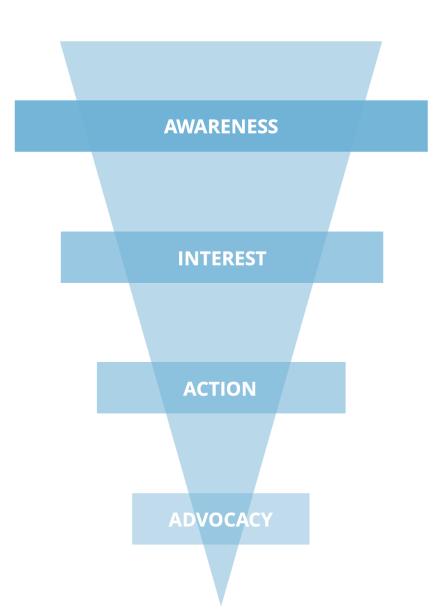
Disclaimer: All co-ops will be assessed as the leisure travel market recovers. Opportunities for partners will be distributed as quickly as possible; however participation may be limited in some opportunities and swift signups required.





Travel Trade Goals

We want to provide travel advisors in the U.S. Travel trade industry a way to connect with Coastal Mississippi through social media



Action Plan

Dedicated twitter account for the travel trade community with the following goals:

- Maintain existing relationships
- Expand database, reaching travel advisors/tour operators to build awareness of Coastal Mississippi
- Educate members of the travel trade industry on the variety of activities available in Coastal Mississippi
- Encourage agents to share and promote the great things about the destination and the best deals
- Support partners and deals

Social toolkit for travel advisors:

- Evergreen content
- Assets (images +videos)
- Tips + tricks on sharing on social

Proposed Activities - At a Glance

Q1 October - December 2020

- American Airlines Vacations sales mission (Dallas market)
- Travel Alliance Partners Board Meeting

Q3 April – June 2021

- Two domestic sales missions with DMO partners
 (TBD- New York and Orlando)
- U.S. Travel Association IPW Marketplace (Las Vegas, May 10-14, 2021)

Q2 January – March 2021

- American Airlines Vacations sales mission (Charlotte market)
- American Bus Association Marketplace (Baltimore, Jan 29-Feb 2, 2021)
- Mississippi sales mission

Q4 July – September 2021

- Mississippi sales mission
- SCMA-AMA-GMA Regional Marketplace (Biloxi, July 19-22, 2021)
- Travel Alliance Partners Marketplace (Summer, 2021)
- Connect Travel (Orlando, September 2021)
- Delta Vacations University (Atlanta, September 11-12, 2021)



