

MARKETING PLAN

2021

FY

2022



coastalTM
MISSISSIPPI
— The Secret Coast —

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STRATEGIC DIRECTION 2022

POSITION

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 the tri-county region with various areas of expertise. 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.

MISSION

Share the secrets of Coastal Mississippi to improve our economy and quality of place for residents and local businesses.

VISION

To elevate Coastal Mississippi as a must-experience casino resort, outdoor, and cultural destination.

VALUES

Passion
Expertise
Resiliency
Ambition
Support
Synergy

GOALS

Our overall goal is to elevate destination awareness and encourage travel to our region. In alignment with our Strategic Plan*, we have established the following strategic goals and initiatives represented in this Marketing Plan:

- Innovative Sales & Marketing
- Strategic Destination Management
- Catalytic Community Engagement
- Thriving Organization



DIVERSITY & INCLUSION

In furtherance of *Coastal Mississippi's* mission, we welcome and invite all to safely explore and enjoy our beautiful region. We are fiercely committed to reflecting and upholding the value of diversity of thought, culture and lifestyles that are integral to our community, whose diversity and history provides us with many lessons. We condemn any acts of racism or intolerance of any nature. Coastal Mississippi is dedicated to equality, diversity and inclusion, bringing people together to explore, learn, ask and share in the spirit of community and common humanity. Working together with our community and tourism industry professionals to create safe and positive experiences and to showcase this exceptional, diverse, and welcoming region to all locals and visitors alike, is a meaningful priority, and is to be earnestly conveyed to our staff, tourism partners, visitors, and the constituencies we serve.

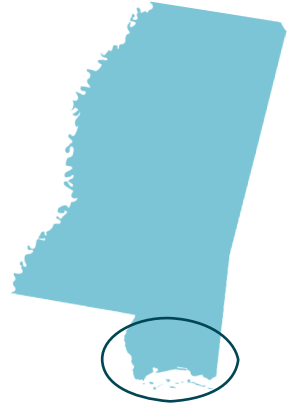




IMPACT OF TOURISM

Of Mississippi's **82 counties**, Coastal Mississippi alone accounts for one-third of the state's tourism employees, expenditures and taxes, bringing approximately **14.2 million visitors** annually. This translates to **\$3.3 billion** in economic impact.

In 2020, these visitors occupied **3.2 million rooms** translating into over **60% occupancy** and increasing **Average Daily Rate** by **17%**. This resulted in over **\$3.8 million** in occupancy tax revenue. The hospitality industry ranks as the **#2 private sector employer** in Coastal Mississippi.



FY20*

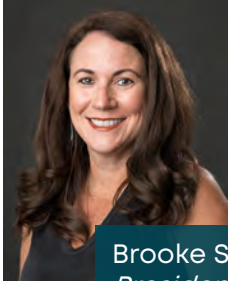
Economic Indicator	State of Mississippi	Coastal Mississippi	Coastal Mississippi Share
Visitors Expenditures	\$5.65B	\$1.86B	33%
Total Taxes	\$580.3MM	\$208.6MM	36%
Jobs	80,740	26,445	33%
Capital Investments	\$188.5MM	\$66.9MM	36%

Source: Mississippi Gaming Commission, Visit Mississippi

FY20 MS Tourism Economic Contribution Report

<https://visitmississippi.org/wp-content/uploads/2021/05/Economic-Contribution-Report-2020.pdf>

BOARD OF *commissioners*



Brooke Shoultz,
President



Jim Williams,
Treasurer



Richard Marsh,
Secretary



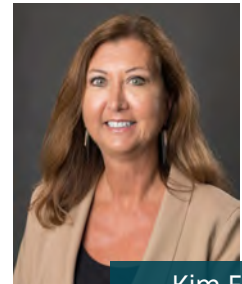
Jackie Avery Jr.



Greg Cronin



Rusty David



Kim Fritz,
*Marketing
Chair*



Danny Hansen



Bill Holmes,
*Nominations
Chair*



Blaine LaFontaine



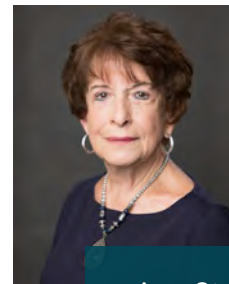
Janet McMurphy,
ByLaws Chair



Nikki Moon,
*Audit Chair &
Sales Chair*



Jerry St. Pé



Ann Stewart

Team



Judy Young, CDME
**Executive
Director**



Kris Abbott
**Director of
Sales**



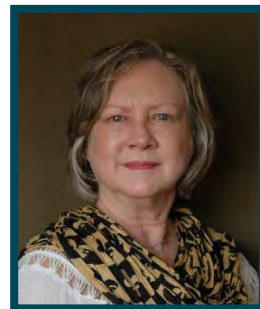
Karen Conner
**Director of
Marketing**



Zachary Holifield
**Director of
Leisure Business
Development**



Patricia Meagher
**Director of
Communications &
Engagement**



Pamela Tomasovsky,
CPA
Director of Finance



Christina Baylen
**Digital Content
Executive**



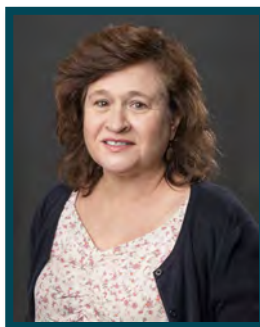
Ari Covacevich
**Regional Sales
Executive**



Renata Flot-
Patterson
**Destination Services
Executive**



Janice Jones
**CRM/CMS
Executive**



Joyce Morgan
**Accounting
Executive**



Anna Roy
**Public/Media
Relations
Executive**



Marquez Singleton
**Sports & Events
Development
Executive**



Natalea Thomson
**Senior Marketing
Executive**

SITUATIONAL *analysis*

SYNOPSIS

As destinations are evolving to meet the needs of the post-COVID consumer, we must respond by innovating, empathizing, and embracing the consumers' new set of priorities.

There are three transformational opportunities Coastal Mississippi can seize to evolve the role as DMO:

- Destination Alignment
 - Aligning the public, private and civic sectors drives destination performance
- Sustainable Development
 - Destination and product development should marry people, planet, profit and policy
- Values Based Marketing
 - Community values, goals and energy are the new competitive advantage



POSITION

Coastal Mississippi will build on the strong foundation of FY20's recovery successes: high ad recall & awareness, positive brand perception, strong intent to visit, and strong repeat visitation. As travel trends continue to demonstrate increased interest and willingness to take leisure trips in the upcoming year, Coastal Mississippi is poised to see positive tourism numbers, in both leisure and meetings, conventions, and sports markets.



FORECASTING*

Building on this momentum, Tourism Economics has forecasted for our tri-county region a promising FY22, superseding pre-COVID KPI's. These figures include:

- Increase in **Visitor Spending** to \$2.638 billion
- Growth in **Room Supply** 5.828 million room nights available
- **Occupancy** rate of 78% for the year with an ADR of \$92
- Approximately 4,000 newly created **Jobs** and approximately \$125 million in **Wages**
- Increase in **State And Local Taxes** of approximately \$46 million

Sources: Destinations International, Tourism Economics

The foundation of Coastal Mississippi’s future success lies in our destination’s collective strength variables.



Casinos



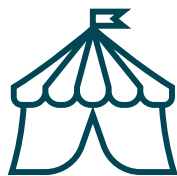
Attractions & Experiences



Outdoor Recreation



Dining, Shopping & Entertainment



Events & Festivals



Conventions & Meetings



Sporting Events



Health & Safety



Arts, Culture & Heritage



Local Mobility & Access



Destination Access



Accommodations

FIVE YEAR SNAPSHOT FISCAL YTD

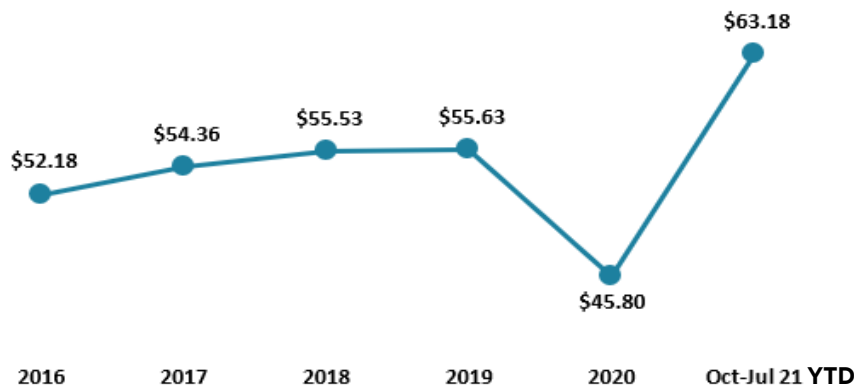


HOTEL OCCUPANCY (OCC)

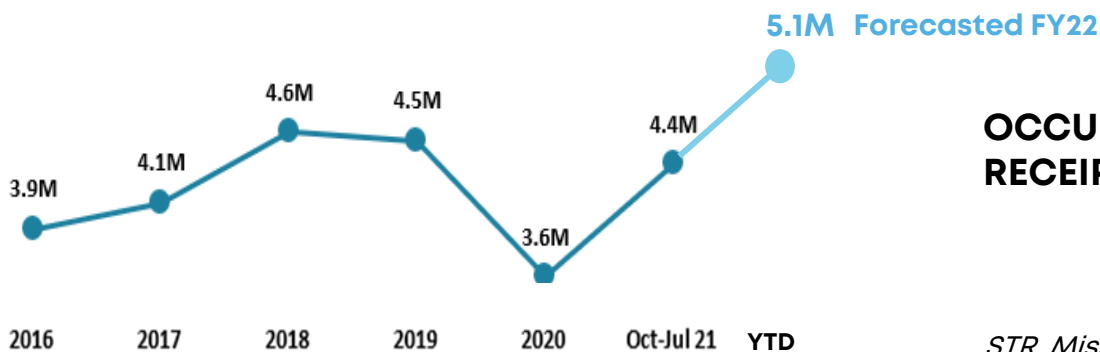
ROOMS SOLD



AVERAGE DAILY RATE (ADR)



REVENUE PER AVAILABLE ROOM (REVPAR)



OCCUPANCY TAX RECEIPTS

Sources:
STR, Mississippi Gaming Commission



Continuous monitoring of consumer sentiment, data, and insights 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.

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, and economic forecasting.

Conducted

- The **Longwoods International *Destination Awareness & Perception Study*** provided strategic insights into the image of Coastal Mississippi and its strength and weaknesses versus key competitors, evaluated 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.
- The **Destination Analysts *Meetings Industry Research*** assisted in understanding the impact that COVID-19 had in the appeal of Coastal Mississippi as a destination for meetings and conventions among meeting planners.
- **Tourism Economics** provided forecasts that informed 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.
- The ***Local Resident Sentiment Study*** conducted by the University of Southern Mississippi provided invaluable insights into the tri-county residents' perception of Coastal Mississippi and the impact of tourism. Overall, perceptions of tourism on the Mississippi Gulf Coast were positive and residents offered opportunities for improvement.
- Travel USA's ***Visitor Profile 2019*** provided a comprehensive breakdown of data for visitors who traveled to Coastal Mississippi and analyzed on an overnight and day trip basis and was also shown in comparison to the US norm.
- **MDRG** conducted a strategic audience audit developing short- and long -term opportunities for existing and key growth segments across markets as well as unearthing insights that can guide planning for FY22 and beyond.

Ongoing

- **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.
- Leveraging **AirDNA's** data to gain valuable insights into the performance of the region's vacation rentals
- Ongoing gathering of existing data "desk research" through **Destinations International, OTA's, Skift, USTA, Destination Analysts, and state-generated reports**

Upcoming

- Travel USA's ***Visitor Profile 2021***

Coastal Mississippi has identified travel trends and developed a strategic response to activate as the tourism industry rebounds this year:

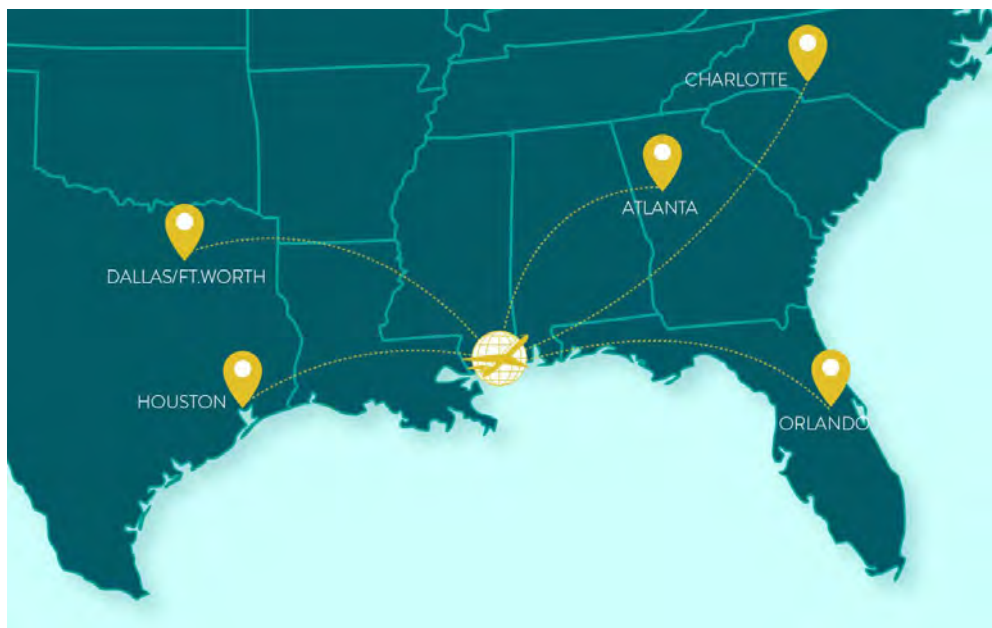


- Greater industry, community and government alignment is driving destination competitiveness and brand
- Consumers increasingly seeking a unique, authentic travel experience
- Travelers are seeking more personal enrichment and wellbeing
- Travelers want assurances of high standards of cleanliness and hygiene
- Greater demand for more dynamic outdoor experiences
- Meetings and event planners want better collaboration with destinations to achieve greater business outcomes



AIR SERVICE *coalition*

- Importance of fly markets in FY22 and beyond
- Establish coalition between Coastal Mississippi and its partner agencies + the Gulfport-Biloxi International Airport and its partner agencies
- Ongoing communication supporting the existing air service as well as identifying potential new markets



Seasonal flight to MSP not pictured



TARGET *audiences*



REASSESSING AUDIENCES & SHIFTING TO A TRAVEL STATE-OF-MIND

The travel landscape has evolved since the outset of the pandemic, calling for evaluating new opportunities among audiences and approaches to how we reach travelers. Just as the tools and resources that travelers have at their fingertips have evolved, as have the motivators and drivers that push them to travel in the first place.

Along with trusted third-party sources, primary qualitative research will help provide us with understanding into these consumer truths. These findings will enable more impactful creative messaging, more efficient targeting capabilities and deeper connections to a diverse range of travelers.

SNAPSHOT OF TRAVELERS TODAY

- A Travel Technology Association survey found that 80% of respondents said they were likely to travel this year, 76% indicated they would be likely to travel once they have been vaccinated and 73% plan to travel in-state.
- According to Destination Analysts, more than two-thirds of American travelers have a “ready-to-travel” state-of-mind and this readiness has resulted in a lot of upcoming travel plans. Over 86% of American travelers currently have at least tentative leisure travel plans and 73% expect to travel for leisure within the next three months.
- Even after their first trip post-pandemic, Americans will prioritize travel that connects them with favorite people and places: 32% want to be close to family, 31% prioritize a new experience or destination (31%), preferably nearby, and 25% want to return to a favorite destination (25%).
- While ongoing variant concerns may disrupt some trip plans, nearly a quarter of unvaccinated Americans say they plan to get a COVID-19 vaccine this year. As consumers continue to look to travel, being able to relax, rejuvenate and escape the stresses of daily life will be important motivators, in addition to spending quality time with loved ones.

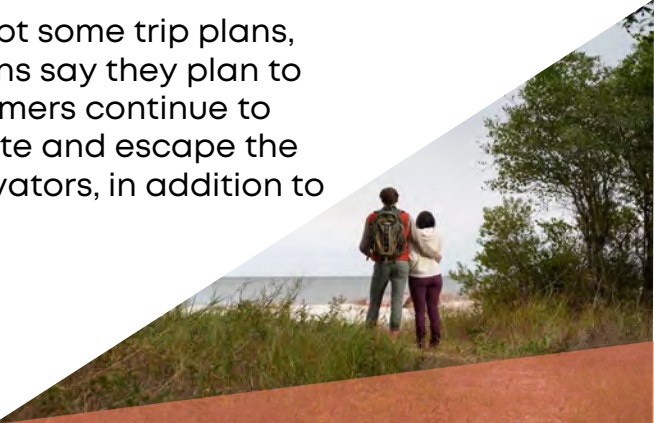


Sources:

Travel Tech “Consumer Preferences for Travel in 2021”

Airbnb “2021 Travel Report”

Destination Analysts “Key Findings on COVID-19 and Travel”



TARGET audiences



Sources:
MRI Simmons Oneview
Fall 2020 NHCS Adult Study 12-Months

HOW WE'RE EXPANDING OUR TARGETING STRATEGY

As our marketing efforts grow in scale, as do our efforts to connect with travelers that represent large and enduring growth opportunities for Coastal Mississippi.

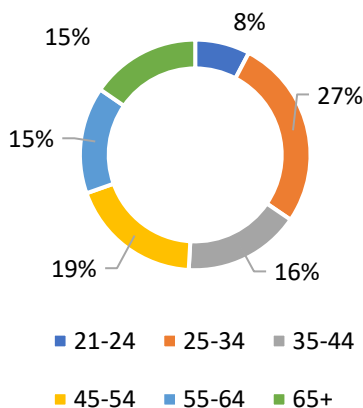
While there remains room for growth within the *Experiential Traveler* audience, we see an opportunity to expand our targeting strategy to reach a family segment of *Experiential Travelers* with messaging that reflects their unique needs and desires as informed by primary and secondary research.

ONE EXPERIENTIAL TRAVELERS AUDIENCE, TWO AUDIENCE SEGMENTS

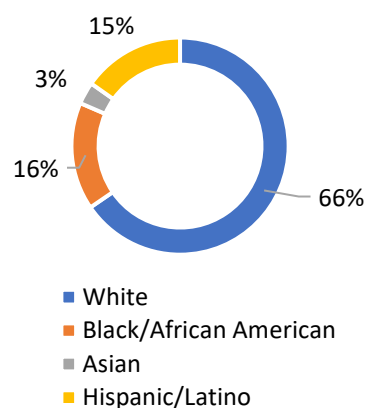


CORE EXPERIENTIAL TRAVELERS

Traveling with friends, partner or solo. Frequent travelers seeking out new travel experiences off the beaten path



Age

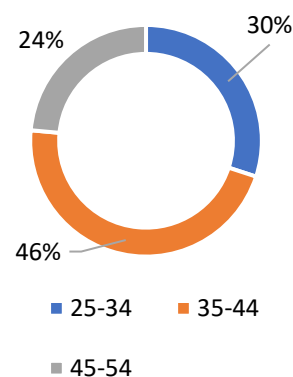


Ethnicity

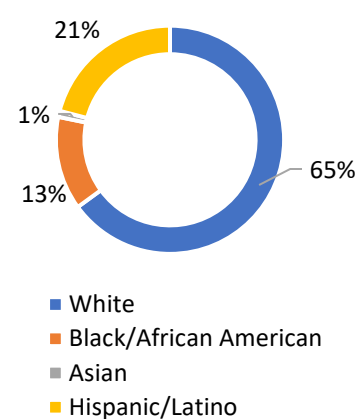


FAMILY EXPERIENTIAL TRAVELERS

Traveling with family, young and old. Seasonal travelers seeking out travel experiences that build stronger bonds



Age



Ethnicity

*Audience size populations: 8.8M for the core experiential traveler segment and 2M for the family experiential traveler segment. These denote populations across the south census region.

TARGET audiences








UNDERSTANDING OUR AUDIENCE PERSONAS

Leveraging consumer survey data through MRI Simmons Oneview, we can create personas of each segment that give us a closer look at their attitudes, needs and travel behavior. We can further build upon and refine these personas using learnings from our primary qualitative research.



Core Experiential

AVERAGE HH1		TRAVEL PARTY	
\$75K		 COUPLES SOLO + GROUPS	
ACTIVITIES/HOBBIES		CORE VALUES	
 GOING TO THE BEACH  OUTDOOR ADVENTURE  TAKING PART IN LOCAL CULTURE		AUTHENTICITY HAVING FUN & ADVENTURE OPEN-MINDED & ADVENTURE AMICABLE & AFFABLE	
TRAVEL ATTITUDES		HOW THEY TRAVEL	
NEW EXPERIENCES GOING OFF THE BEATEN PATH PLAN AS THEY GO SHORT TRIPS > LONG TRIPS		74% BY CAR (191i) 58% BY PLANE (206i)	
TRAVEL BRANDS		PLATFORMS + MEDIA BRANDS	
  		   	
PAST TRAVEL		ON THEIR ITINERARY	
3 TRIPS/YEAR 		BEACHES & NATURE EVENTS & LANDMARKS CASINOS & SPORTBOOKS	



Family Experiential

AVERAGE HH1		TRAVEL PARTY	
\$85K		 MARRIED TWO CHILDREN	
ACTIVITIES/HOBBIES		CORE VALUES	
 GOING TO THE BEACH  WATER SPORTS  ATTRACTIONS & SIGHTSEEING		FAMILY FIRST LEARNING & AMBITION OPTIMISTIC & CHEERFUL WARMHEARTED & SINCERE	
TRAVEL ATTITUDES		HOW THEY TRAVEL	
ENRICHING EXPERIENCES PEER RECOMMENDATIONS ORGANIZED ACTIVITIES LONG WEEKEND TRIPS		80% BY CAR (208i) 40% BY PLANE (143i)	
TRAVEL BRANDS		PLATFORMS + MEDIA BRANDS	
  		   	
PAST TRAVEL		ON THEIR ITINERARY	
2 TRIPS/YEAR 		BEACHES & POOLS FISHING & BOATING AQUARIUM & MUSEUMS	

TARGET *audiences*



POSITIONING TARGETING EFFORTS FOR THE FUTURE

Optimizing our target audience efforts toward achieving a return on investment is critical to growing the Coastal Mississippi brand and ensuring future success.

Ongoing learnings on pandemic attitudes will help us be proactive and pivot as needed. Learnings from our primary qualitative research, will help shape how we evolve our audience strategy. Key initiatives and opportunities throughout the fiscal year will help us effectively reach and connect with our audiences – whether they are *Core Experiential Travelers*, *Family Experiential Travelers* or meeting planners.



DIVERSITY, EQUITY & INCLUSION (DEI)

As America has become increasingly more statistically diverse and aware of deeply rooted racial issues, the travel industry has come to reckon with its role in the fight against racial inequality.

In developing a roadmap to achieving a vision of diversity and inclusion, Coastal Mississippi will work toward developing a deeper understanding of diverse traveler communities.

Ensuring that our audience strategy reflects the diverse characteristics, needs and desires that are important to these communities is critical to that roadmap.

- Refine our personas to capture the diverse makeup of our target audiences
- Continue to leverage consumer audience tools such as MRI Simmons to identify and uncover learnings around diverse traveler audiences
- Consider how paid, earned and owned media can support efforts to reach and connect with diverse audiences
- Incorporate qualitative research learnings to further refine our understanding of perceptions and sentiments toward Coastal Mississippi



OPPORTUNITIES

All that we do is in service of elevating destination awareness and encouraging travel to our region. In alignment with our audience understanding, we will consider the following opportunities throughout the fiscal year:

- Meet traveler intent and expectations at every turn, leveraging a variety of channels across the consumer journey, particularly in the digital and social space
- Consider market-by-market strategies based on qualitative learnings
- Leverage qualitative learnings to develop messaging recommendations for families
- Continue to adapt to shifts in mindsets as the nature of the pandemic changes

CREATIVE STRATEGY & *brand messaging*

STATE OF THE COASTAL MISSISSIPPI BRAND

Coastal Mississippi has continued to reach and connect with travelers to drive positive brand perception and visitation to the destination, persevering through the challenges of the past year. We've had the opportunity to learn, pivot, evolve and grow the brand, and we will look to continue to do so in the next fiscal year, armed with learnings to navigate challenges as they arise.

After a turbulent and unpredictable year, consumer confidence in travel has begun to rise. Travelers have gone from bracing for what the future holds to adjusting to a partially opened America to experimenting with travel planning. Now, they're ready to escape once again and take part in those travel experiences and activities that they've put on hold for the last year.

- 1 **Wait** — Bracing for what the future holds
- 2 **Acclimate** — Adjusting to a partially opened America
- 3 **Consider** — Experimenting with travel planning
- 4 **Escape** — Travel industry & America fully open

The turbulent nature of the pandemic, however, continues to present difficulties. While comfort levels have risen from 2020, they will continue to be influenced by the severity of the pandemic. While we can pivot messaging as needed, effectively communicating the unique benefits of Coastal Mississippi to travelers will continue to be critical. As every travel brand grapples with enticing visitors, competitively positioning Coastal Mississippi as a safe, welcoming destination where you can relax and escape will earn the attention of prospective visitors and ultimately, drive greater visitation.



CREATIVE STRATEGY & *brand messaging*

OUR 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.

Coastal Mississippi offers 60+ miles of attractions, town and shorelines that are equal parts relaxing and invigorating.

ENDLESS CHOICES



Gulf
Food
Gaming

Fests
Towns

+12% INTERESTING TOWNS

+11% LOTS TO SEE AND DO

+10% GREAT FOR FISHING/BOATING

DELIGHTFUL SURPRISES



Celebration
Adventure
Entertaining

+15% FUN PLACE FOR A VACATION

+14% AN EXCITING PLACE TO VISIT

+13% GREAT FOR SCENIC VIEWS

A FAMILY WELCOME



Welcoming
Imaginative
Generosity

+12% A GOOD PLACE FOR FAMILIES

+10% A PLACE THAT FEELS SAFE

+8% A PLACE I'D FEEL WELCOMED

Increase in perceptions of Coastal Mississippi after viewing
our advertising

Sources:

2020 Coastal Mississippi Longwoods Awareness & Impact Study

CREATIVE STRATEGY & *brand messaging*

GOING TO MARKET: *DON'T RUIN IT*

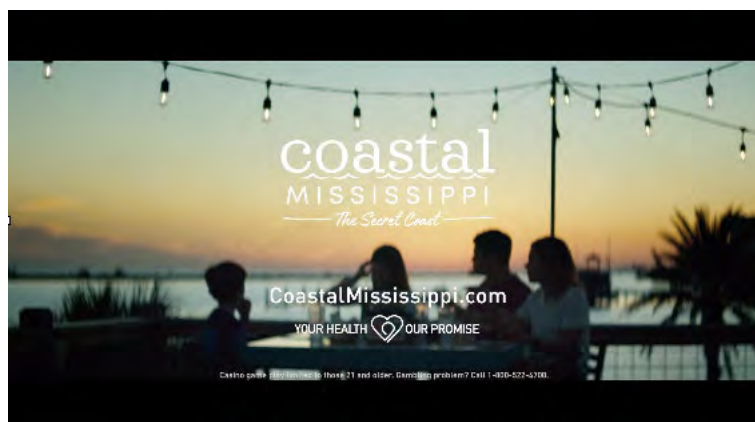
STRONG COVID MESSAGE
2020 Campaign



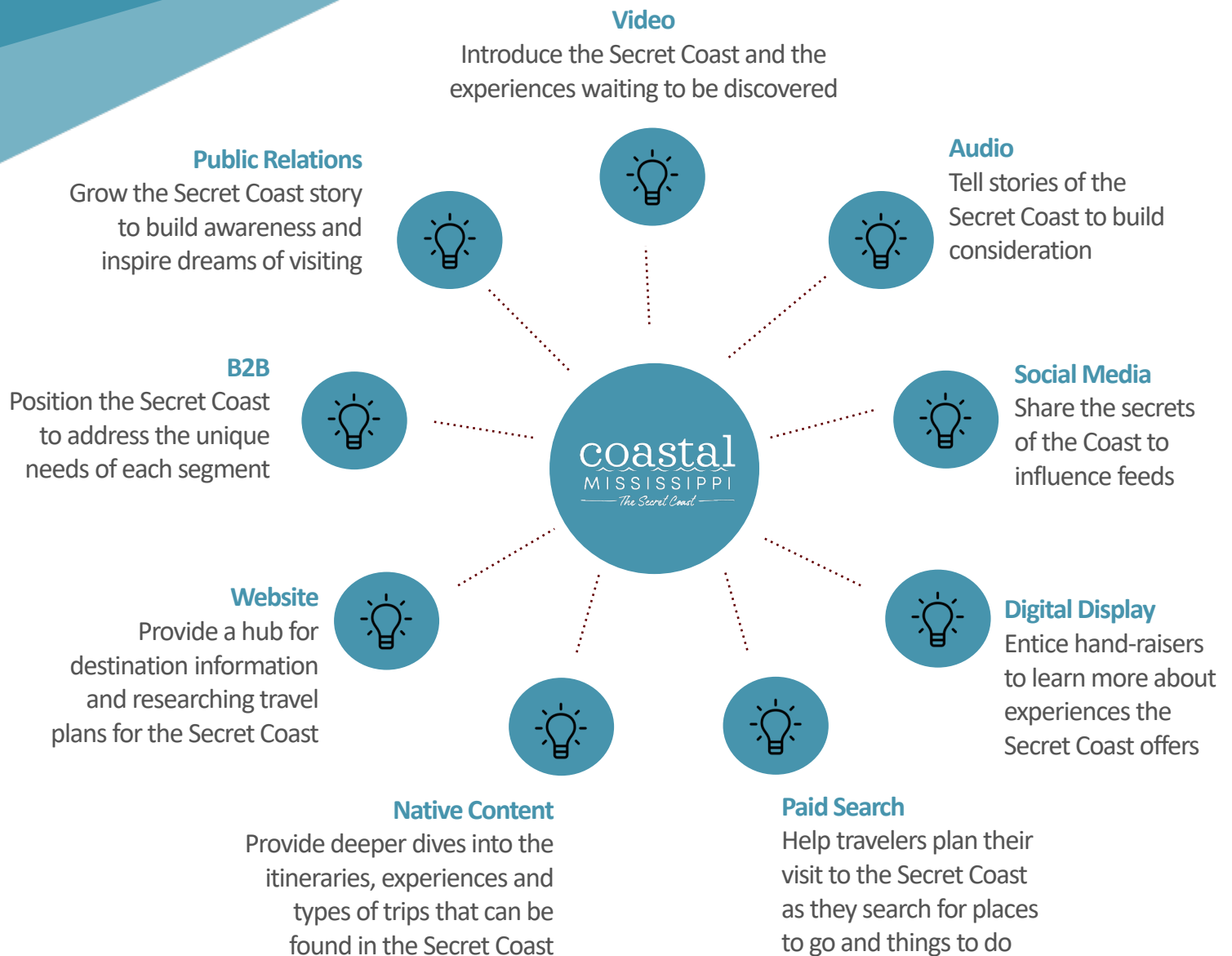
LOOKING FORWARD MESSAGING
2021 Campaign

In preparation for FY22, we've evolved the Secret Coast platform to tell the next chapter of our story through the *Don't Ruin It* campaign. Built with a post-COVID time in mind, the campaign works to invite return travelers back to the Secret Coast, while enticing prospective travelers with the idea that what you'll find here are secrets just waiting to be shared – if you so choose.

As we adjust audience strategies based on learnings from primary qualitative research and trusted third-party research, our creative messaging strategy will reflect those adjustments. Ensuring that we are getting the right message to the right person at the right time will be critical as we look to continue to scale and expand our marketing efforts across diverse new segments.



CREATIVE STRATEGY & *brand messaging*



CREATIVE STRATEGY & *brand messaging*

POSITIONING MESSAGING EFFORTS FOR THE FUTURE

Just as we expand upon and optimize audience strategies toward achieving a return on investment, so will we for creative strategy and messaging.

We will continue to monitor for shifts in the mindsets of our audiences, analyzing performance to optimize and pivot accordingly. As we move forward, aligning our creative and messaging strategy with audience learnings will ensure continued success.



DIVERSITY, EQUITY & INCLUSION (DEI)

It's vital for modern marketers to understand how to move forward in achieving a culture of diversity and inclusion.

Truly diverse and inclusive actions – the kind that resonates consciously and subconsciously with your audience – requires far more than imagery or a checklist. It requires thinking more deeply and interrogating the role of diversity and inclusion throughout all things an organization does.

- Follow marketing roadmap for how communications will evolve to help support the destination's vision of diversity and inclusion
- Critically analyze how our communications and brand behavior resonates with, supports and helps meet the needs of diverse communities
- Incorporate formal processes into production to ensure the brand's policies of diversity, equity and inclusion are being adhered to across the creative development process



OPPORTUNITIES

While the previous year was significant for evolving our creative strategy and brand messaging, we can continue to identify potential opportunities throughout the upcoming fiscal year:

- Identify new strategies to how we communicate Coastal Mississippi's unique blend of experiences
- Further refine our messaging strategy to account for new learnings gained through qualitative research
- Continue to build upon how we integrate the Secret Coast across communications, creating a more effective, seamless experience for our audiences
- Expand our messaging strategy to better connect with diverse communities and the *Family Experiential Traveler* segment



The FY22 budget breakout recommendations are the result of a methodical and strategic process designed to ensure that dollars are invested in the most effective ways possible. Several considerations were made including general media consumption trends, target audience media usage, inherent media strengths, affordability, efficiency, and the potential return on investment. Additionally, multi and individual media mix modeling scenarios were completed to determine appropriate impression, reach and frequency levels and the accompanying costs to generate this exposure.

GOALS

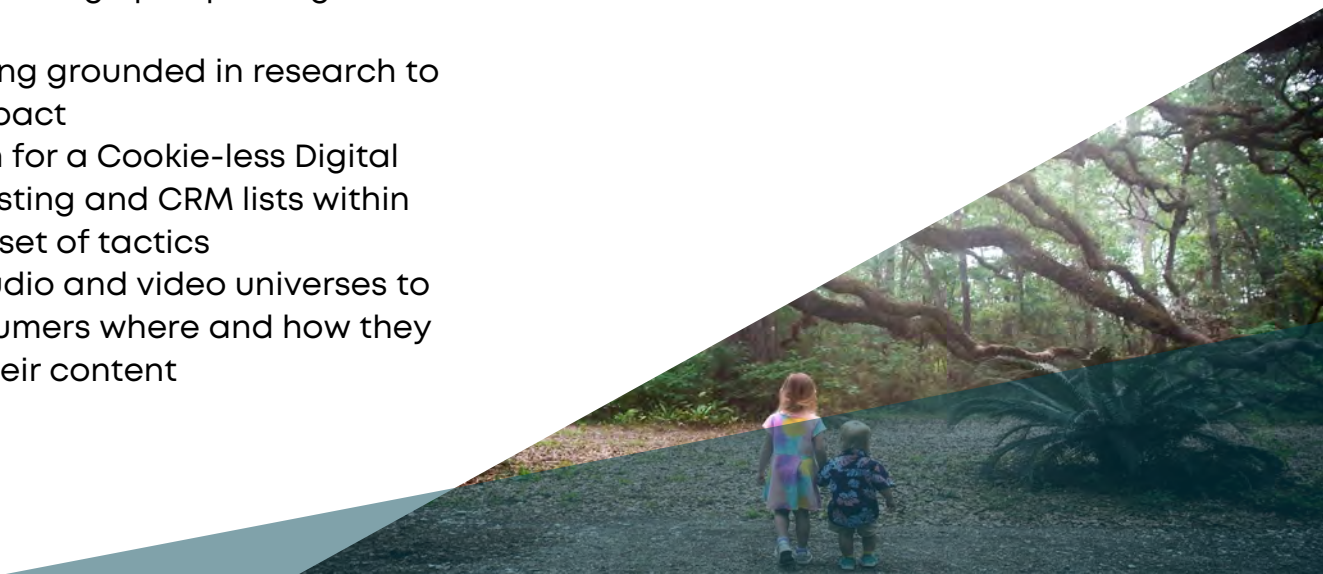
- Each tactic should move the needle on **awareness and interest** in the destination.
- To appropriately track digital tactics, **audience engagement** on the Coastal Mississippi website is important to evaluate which partners are performing above and beyond others.
- **Organic search volume** is a key indicator for the effectiveness for awareness tactics. When consumers view a TV ad or hear a radio spot, the intended outcome is for them to search for the website via search engines.
- **Site traffic growth** is another key indicator of media performance as we evaluate how many people click on to the site and how long they explore the assets Coastal Mississippi has to offer.
- At the end of the day, **destination visitation growth** is our main indicator of how the media is performing as “heads in beds” is our overall goal.

OBJECTIVES

- Multi-Media Mix reflecting current and emerging trends
- Full-Funnel Approach of brand awareness through prospecting and re-targeting
- Market tiering grounded in research to improve impact
- Preparation for a Cookie-less Digital World by testing and CRM lists within our current set of tactics
- Agnostic audio and video universes to reach consumers where and how they consume their content

STRATEGIES (MEASURABLE KPI'S)

- **Display:** Site engagement, comparison against previous Coastal Mississippi campaigns, interaction with content, relevant performance versus media company benchmarks.
- **Search:** CTR (Click Through Rate) and site engagement
- **Digital Video:** Video completion rate (VCR)
- **Television:** Audience delivery versus projections
- **Radio:** Ad exposures/impressions
- **Print:** Ad exposures/impressions

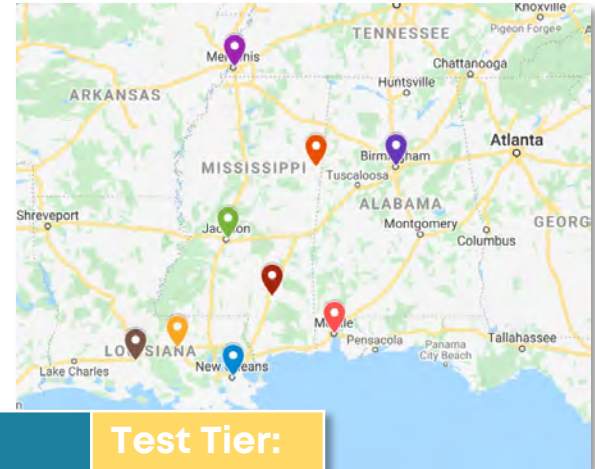


TARGET audiences

MARKET TIERING APPROACH

In an effort to use media dollars wisely, a different approach will be employed to drive market selection for the FY22 media plan. The following factors were evaluated to develop the market tier list below:

- Site & Search Origination
- Target Audience Population
- Target Audience Concentration
- Pixel & Partner Insights
- Geographic Proximity
- Relative Media Costs



DRIVE MARKET TIERING APPROACH

Primary Tier: Heaviest Media Budget, Multi-Media Mix, Most Weeks	Secondary Tier: Less Media Budget, Digital Emphasis, Less Weeks	Growth Tier: Heavier Media Weight & Budget, Multi-Media Mix, More Weeks	Test Tier: Small digital test placements
Baton Rouge	Columbus-Tupelo	Birmingham	Nashville
Jackson	Hattiesburg-Laurel	Memphis	Huntsville
Mobile-Pensacola	Lafayette		
New Orleans			

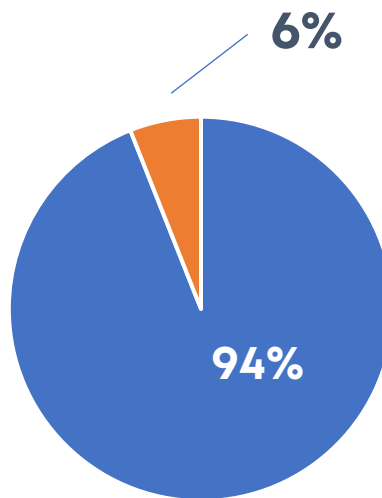
FLY MARKETS

While the main focus and media dollars for FY22 will remain on our drive markets, the fly markets continue to grow and will be served tactics such as **paid search and digital display year-round**. In FY22, the team will prioritize and develop a strategic plan and develop additional media considerations to strengthen our presence in the fly markets as grants and federal programs are made available. These funds will not only bolster promotions of year-round flights but also highlight seasonal routes as they become available.

Fly Markets	
Charlotte	Dallas-Ft. Worth
Atlanta	Orlando
Houston	<i>Seasonal Routes</i>

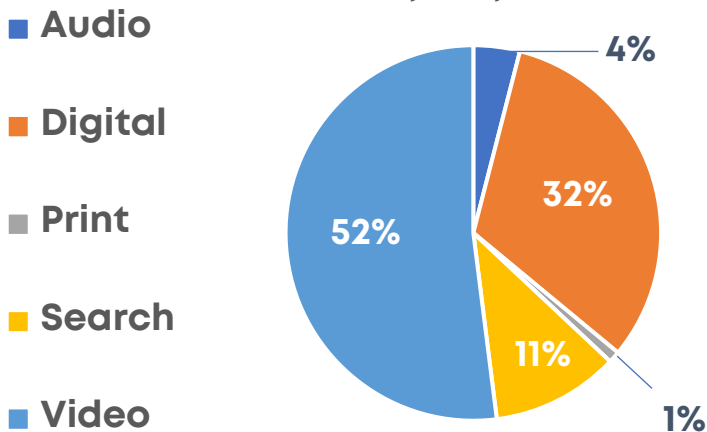
PROJECTED *budget breakouts*

**Total Media Budget
\$1,500,787**

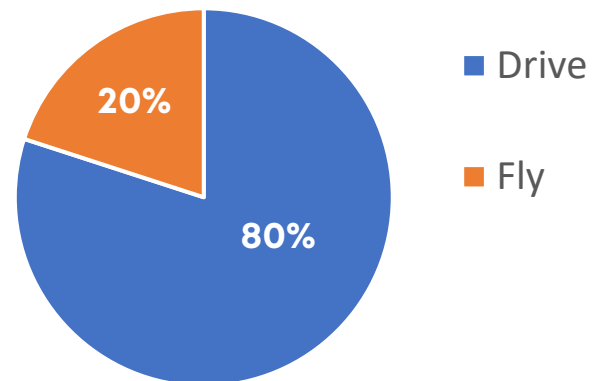


■ Leisure ■ Meetings, Conventions, & Sports

**Leisure Media Budget
\$1,414,787**

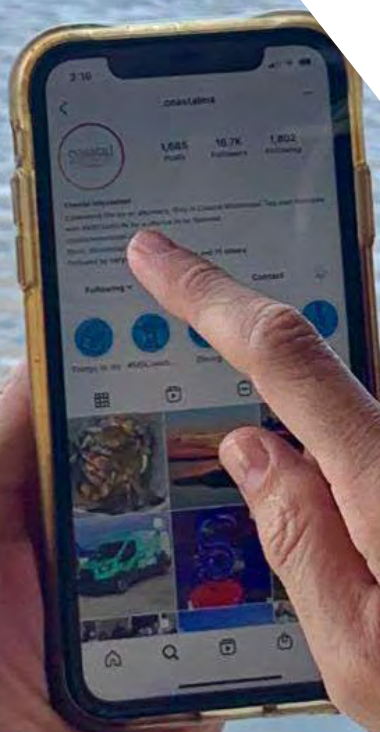


**Leisure Media
Market Breakouts**



OWNED *media*

Coastal Mississippi continues to utilize owned media channels, including web, social, email and print, to inspire travel and engage consumers with authentic stories.





GOALS

- Engage with target audiences to increase awareness of Coastal Mississippi and its offerings
- Inspire audiences and grow perception of Coastal Mississippi as a premier travel destination



OBJECTIVES

- Grow the reach, performance and engagement levels of owned channels and platforms through targeted ads
- Increase partner referrals from coastalmississippi.com
- Engage users to view and request Discover Coastal Mississippi Visitors Guide
- Increase organic users of coastalmississippi.com through SEO management
- Improve partner usage of extranet (coupons, events, listing updates, images, leads, etc.)



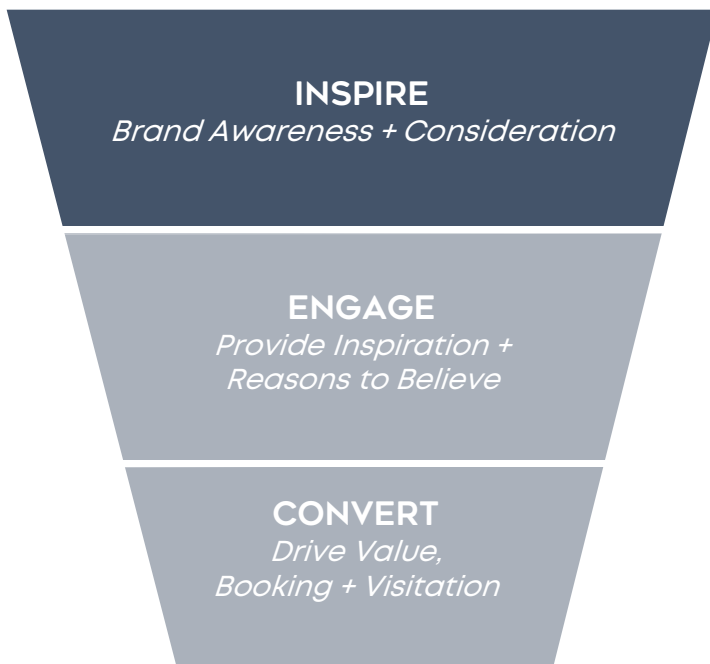
STRATEGIES

- Establish retargeting campaign to encourage guide requests/views and newsletter enrollment
- Improve metadata on target pages to increase organic traffic
- Ongoing training and consistent messaging to partners regarding the benefits of the extranet
- Amplify promotions by utilizing the power of state/national programs and holidays such as Plan for Vacation Day
- Implement a full-funnel approach to paid social media

Paid social campaigns will be developed using a full-funnel approach with a focus on the following key areas as part of the Coastal Mississippi traveler journey: Inspire (brand awareness + consideration) Engage (provide inspiration + reasons to believe) and convert (drive value, book + visitation).

Teams will leverage this full-funnel approach across our paid social efforts to activate existing and pull net new audiences into the journey from inspiration through conversion, hitting them at multiple points during the travel planning process to remind them of the destination. Personalized messaging closely tied with their interests, behaviors and actions will help drive further impact.

FULL-FUNNEL PAID SOCIAL



OBJECTIVE & KPI

Reach new users, create interest and build brand

KPI: Impressions

ADDITIONAL CONSIDERATIONS:

Engagement & Clicks

DETAILS

Partner: Facebook, Instagram, Twitter, Pinterest & TikTok

Placements: Newsfeed, Stories, Audience Network, Promoted Pins, Promoted Videos

Target: Terminal-Based + Interest-Based + Web Behavior Look-Alikes + eCRM Look-Alikes

FULL-FUNNEL PAID SOCIAL



INSPIRE

Brand Awareness + Consideration

ENGAGE

*Provide Inspiration +
Reasons to Believe*

CONVERT

*Drive Value,
Booking + Visitation*

OBJECTIVE & KPI

Educate & engage new and returning audiences

KPI: Landing Page Views & Lead Generation

DETAILS

Partner: Facebook, Instagram, Twitter, Pinterest & TikTok

Placements: Newsfeed, Stories, Audience Network, Promoted Pins, Promoted Videos

Target: Terminal-Based, Interest-Based, Web Behavior Look-Alikes, eCRM Look-Alikes, Facebook/Instagram Followers (boosted posts)

FULL-FUNNEL PAID SOCIAL



INSPIRE

Brand Awareness + Consideration

ENGAGE

*Provide Inspiration +
Reasons to Believe*

CONVERT

*Drive Value,
Booking + Visitation*

OBJECTIVE & KPI

Drive bottom-of-the-funnel behaviors on website

KPI: Website Conversions

DETAILS

Partner: Facebook, Instagram & Pinterest

Placements: Newsfeed, Stories, Audience Network, Promoted Pins

Target: Web Behavior Look-Alikes,
Web Retargeting

FULL-FUNNEL MEASUREMENT

Our social data strategy will also inform the creative content delivered at multiple points during the travel planning process – which ensures we align with our audiences’ interests, behaviors and actions, and drives them further down the funnel. The messaging strategy across social will leverage Coastal Mississippi’s brand pillars and key attributes – strategically aligning key content and social channels with our audiences’ interests.

Paid social budget allocations across channels will be prioritized with an 80/20 rule with 80% of the funds focused on proven social channels (Instagram, Facebook, Pinterest) and 20% for test and learn efforts across existing channels and emerging social channels (TikTok). Paid social will also be built to provide an always on support to boost content as well as through campaign-specific programming.

We’ll use an expansive suite of social media monitoring and measurement tools used for ongoing optimizations as well as monthly and quarterly reporting. Paid social campaigns will be measured by key social objectives and supporting KPIs. These could include the following KPIs based on where travelers are within the full-funnel approach: engagement and clicks, landing page view and lead generation as well as key website conversion metrics. Where possible, we’ll also look to leverage social brand lift studies through our partners to help inform program success

FULL-FUNNEL MEASUREMENT

We will take a high-level approach to paid social and consistently track KPI's to measure success.

INSPIRE

Brand Awareness +
Consideration

Impressions
Reach
Brand Lift

ENGAGE

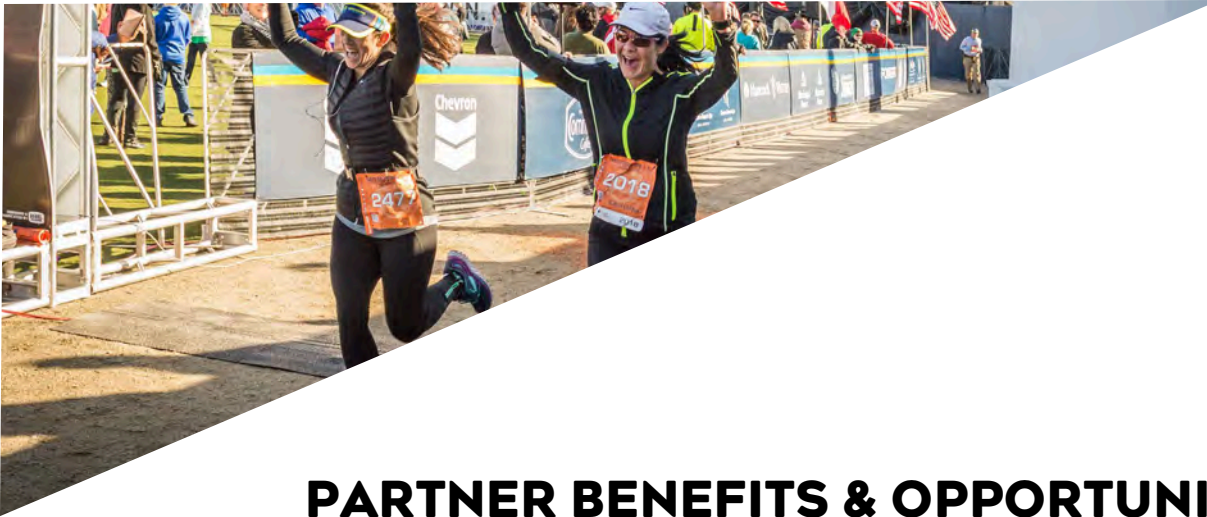
Provide Inspiration +
Reasons to Believe

Site Visits
Engagements & Engagement Rate
Sentiment
Landing Page Views &
Clickthrough Rate

CONVERT

Drive Value, Booking
+ Visitation

Action Intent Lift
Conversions & Conversion Rate
Leads



PARTNER BENEFITS & OPPORTUNITIES

Cooperative Advertising – Coastal Mississippi offers partners the opportunity to participate in programs that help parties leverage their advertising dollars.

Online Advertising – Partners have an opportunity to purchase advertising on coastalmississippi.com as well as the Coastal Mississippi consumer e-newsletter.

Partner Dashboard – Partners may post special offers and update their business listings through their dashboard, which is accessible through coastalmississippi.com. Information submitted by partners is featured on the website.

Social Media – Coastal Mississippi promotes partners through owned social media channels.



Stay at Scarlet Pearl Casino
Resort—voted best suites
[BOOK NOW](#)



Authentic Jamaican Jerk & Smoked BBQ

Visit CB'S Jamaican Jerk, voted
Best Jamaican Restaurant on the
coast!

[LEARN MORE](#)

PROGRAM OF WORK

October 2021

10/3 – 10: Cruisin' the Coast
TBA: Partner Quarterly Meeting

November 2021

11/10: Annual Meeting

December 2021

12/11 – 12: Mississippi Gulf Coast
Marathon
12/1 – 31: Coastal Mississippi Holiday
Promotion

January 2022

TBA: Partner Quarterly Meeting
TBA: TripAdvisor Workshop

February 2022

02/1 – 28: Coastal Mississippi Spring
Promotion

March 2022

TBA: Rapiscan Systems Classic
TBA: Social Media Workshop

April 2022

04/1 – 30: Coastal Mississippi Attractions
Month
TBA: Partner Quarterly Meeting

May 2022

05/3 – 5: Memphis in May

June 2022

06/16 – 22: Mississippi Gulf Coast Billfish
Classic
TBA: Scrapin' the Coast

July 2022

TBA: Partner Quarterly Meeting

September 2022

09/1 – 30: Coastal Mississippi Restaurant
Month
TBA: Atlanta Food & Wine

NOTE: Program of work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.

SIGNATURE EVENTS *2021-2022*

We have identified several events that align with our brand pillars and share our organization's overarching goal – to increase visitation to Coastal Mississippi. We have partnered with event organizers to elevate awareness of the region's unique assets.

CRUISIN' THE COAST
OCTOBER 3 – 10, 2021

MISSISSIPPI GULF COAST MARATHON
DECEMBER 11 – 12, 2021

RAPISCAN SYSTEMS CLASSIC
MARCH 28 – APRIL 3, 2022

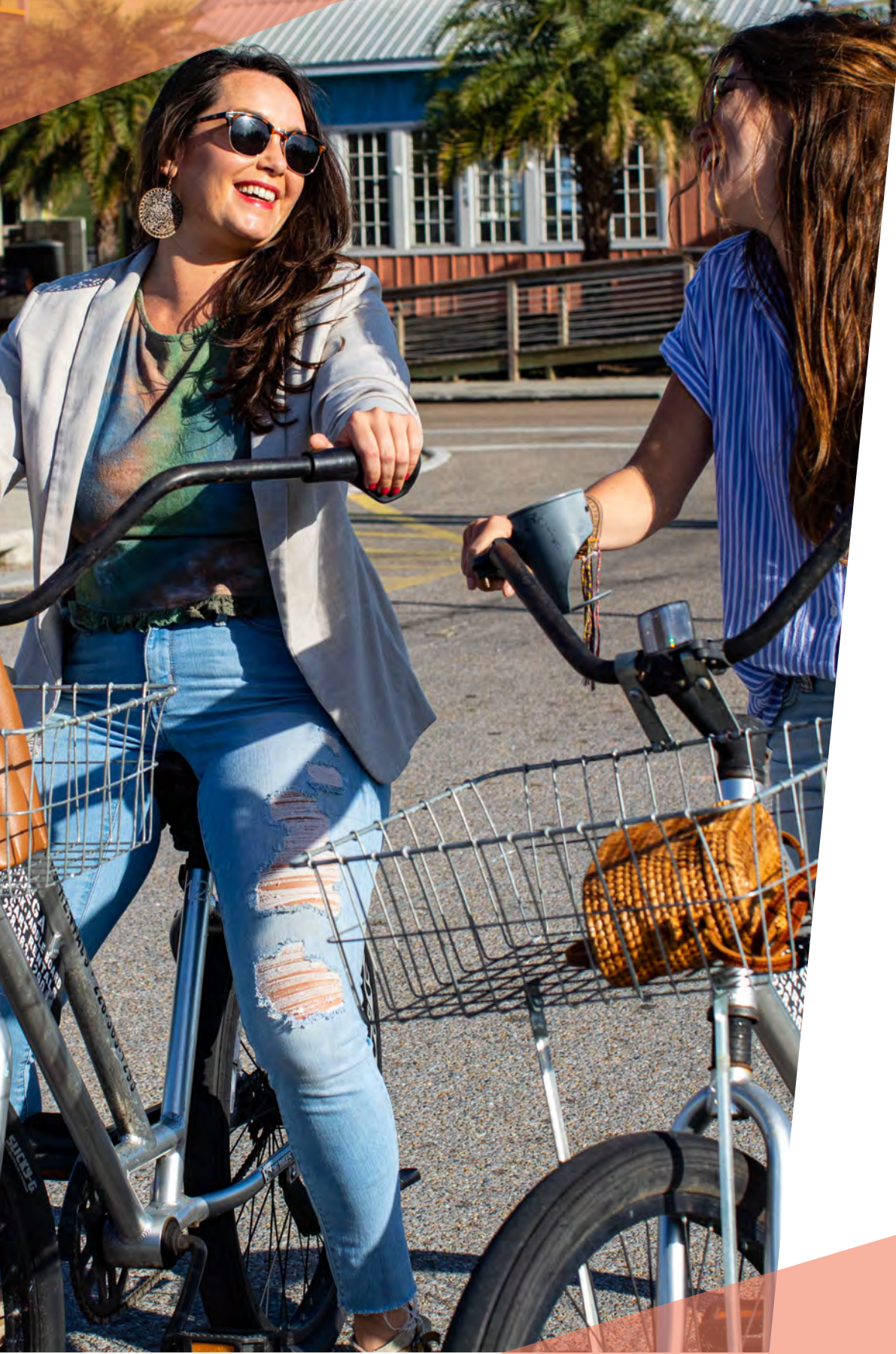
MISSISSIPPI GULF COAST VOLLEYBALL OPEN
MARCH 2022

SOUTHERN GAMING SUMMIT
MAY 3-6, 2022

MISSISSIPPI GULF COAST BILLFISH CLASSIC
JUNE 16 – 22, 2022

SCRAPIN' THE COAST
JUNE 2022

COMMUNICATIONS & *engagement*



COMMUNICATIONS & *engagement*

POSITION

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. Content will be used to foster stronger relationships with our stakeholders in the region and beyond.

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.

The goal of our 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.

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 post-pandemic, sustainability efforts, and the region's robust development/investment pipeline.

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

COMMUNICATIONS & *engagement*

CONTENT PILLARS

Family Coastal Mississippi offers an abundance of exciting and unique experiences for visitors of all ages. From hands-on, educational attractions and excursions, to coastal fun in the sun at the beaches, water parks, and on the water, families and friends will find the perfect balance between relaxation and adventure on The Secret Coast.	Outdoors/Active/Nature The Secret Coast’s temperate climate, along with its astounding natural beauty, make for the perfect year-round destination. With 62 miles of scenic coastline that offers an array of unique, breathtaking natural landscapes, the options for outdoor exploration and activities are endless.	Culinary Coastal Mississippi’s culinary scene is booming, offering a vast array of gastronomic delights. From quaint seafood spots offering Gulf-fresh seafood with a view, to sustainable fine dining and fusion cuisine, there is something to satisfy every taste bud on The Secret Coast.
History/Culture From the region’s fascinating gumbo of culture and communities, to its rich maritime heritage and vibrant art scene, The Secret Coast boasts a multitude of museums, galleries, and excursions that offer a deep dive into this truly unique part of the world.	Sustainability Coastal Mississippi celebrates its natural areas and wildlife and invites travelers to explore the ways the community works to preserve and protect its environment. Farm to table and plastic-free restaurants dot the landscape while tours showcase the area’s waterways, the lifeblood of the community.	Gaming/Entertainment Coastal Mississippi: The Secret Coast is home to a robust gaming industry and a wealth of entertainment options. The area’s numerous casinos welcome visitors year-round with gaming, live entertainment, luxury lodging and delicious culinary experiences. These along with The Secret Coast’s many live music and nightlife venues make the destination a desirable center for entertainment.

GOALS

- Securing 40 placements in priority target outlets that focus in top-tier lifestyle, travel, culinary and adventure publications in key markets
- Continue to foster relationships with notable media representatives
- Foster relationships with local experts to enhance the region's unique offerings and experiences to facilitate cultural learning (“not just for the aficionados”)
- 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
- Build relationships with local influencers, bloggers, photographers
- Grow and promote signature events across the region to continue to secure repeat visitors, encourage eventual overnigheters, attract first-time visitors
- Our public relations program can be categorized in three segments:
 - 1) Consumer/Leisure
 - 2) Meetings and Groups
 - 3) Trade/Industry

STRATEGIES

- Actively pitching stories related to the region based on trends, upcoming events, new offerings in the region
- Hosting individual and group FAM trips
- Participating in media showcases
- Maintaining relationships by sending relevant updates, press releases + connecting on social media
- Identify key experts
- Collaborative marketing assets: guest blogs, videos, how-to's, 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
- Press releases
- Regular meetings with editorial staff
- Regular appearances on TV
- Storytelling from local ambassadors
- Showcasing Coastal Mississippi as a thought leader

ADDITIONAL PR STRATEGIES

In addition to tried-and-true media relations activities such as customized, individual media visits, media outreach, and relationship building, we will also implement the following strategies and tactics:

PARTNER STORY MINING

We will continue to identify additional story ideas that could be of interest to media, develop and distribute quarterly partner inquiries related to upcoming media priorities to which partners can respond with their latest information, developments, etc. This will be done through a short questionnaire for partners that will be sent via email.

ACTIONAL ANNOUNCEMENTS & NEWS RELEASES (DEPENDENT ON ADDITIONAL FUNDING)

Six event-focused and timely news releases distributed over Cision's PR Newswire. Additionally, as we develop other announcements, such as quarterly visitation recaps, business updates, etc., those will be shared directly with relevant media contacts.

REACTIVE RESPONSES

Through existing media contacts, as well as media inquiry services, we will respond to relevant opportunities with Coastal Mississippi information.

MAXIMIZING EVENT ENGAGEMENTS

To maximize the potential impact of industry events, we will work with our Public Relations agency to coordinate media briefings (virtual or in-person), connecting media directly with our Public Relations Manager to learn more about our destination and strengthen relationships. This will include support and coordination from our PR agency for events such as IMM, STS, Travel Media Meetup, and misc. business trips/media mission travels.

IN-MARKET FAMS/HOSTINGS

With increased interest from media to travel once again and experience the destination first-hand, we will coordinate visits that emphasize the destination as a safe, less crowded, and unique destination, and highlight relevant and appropriate attractions/experiences. These opportunities will be developed organically as we have ongoing conversations with media through the outreach efforts listed above.



GOALS

- Drive **record visitor growth** by streamlining content and channel strategies to focus on quality assets and elevated content, in turn resonating with larger audiences.
- Ensuring content and visuals surpass expectations to level-up the destination perceptions as well as identifying opportunities to test into new audiences.
- Produce new assets to support all departments' initiatives and efforts
- Reach, inspire, engage and connect with new prospective visitors, and ensure our messaging and content strategies are customized to what consumers are thinking



OBJECTIVES

- Define and own the brand across social to set apart from competitors
- Develop high-performing and customized social content across all owned, earned, and paid channels
- Leverage enhanced platforms and a full-funnel approach for data-focused targeting across paid social
- Maintain a test-and-learn mentality for all targeting and creative executions
- Leverage partners, influencers, and visitors to curate, amplify and empower local, authentic storytelling



STRATEGIES

- **Insights & Research**
- **Community Building**
- **Channel Strategy** – Cross-channel content integration
- **Content Marketing** - Utilize content testing, research, and data to inform content creation
- **Influencer Marketing** – Paid amplification of influencer-developed content driving targeted, meaningful reach and engagements



The dependence on social media by consumers in today's climate is more pronounced than ever before. Coastal Mississippi will continue to invest in its social media strategy to drive recovery forward.

16%

Increase in time spent with social media – **surging to record levels** in 2020

73%

of U.S. marketers said they are allocating more to **influencer marketing** than they did a year prior.

21%

Rise in U.S. social ad spending expected in 2021 – with spending **rebounding faster** than anticipated earlier on in the pandemic.

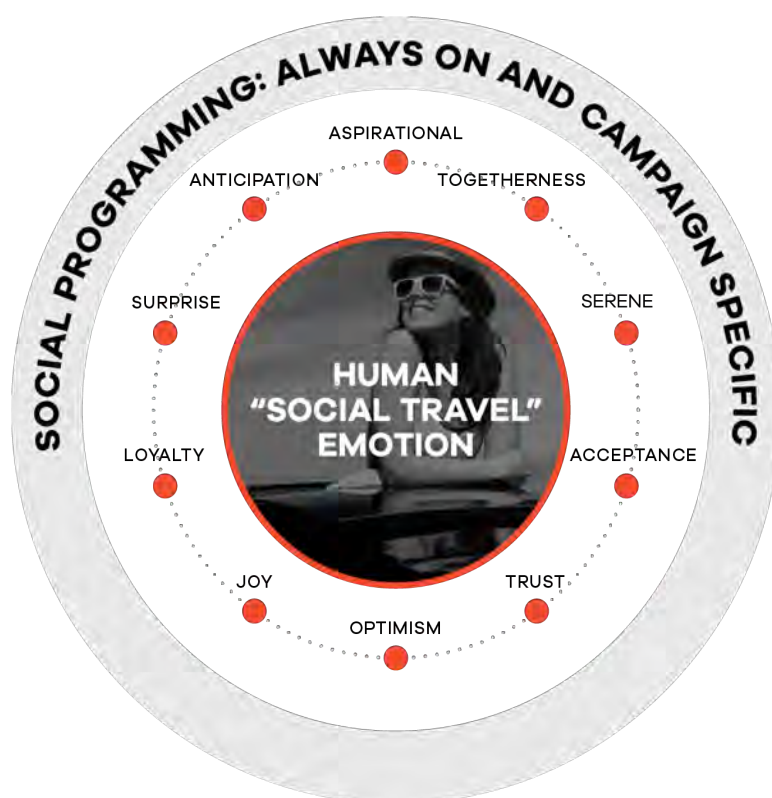
75%

of Instagram users **take action** after viewing a video ad.

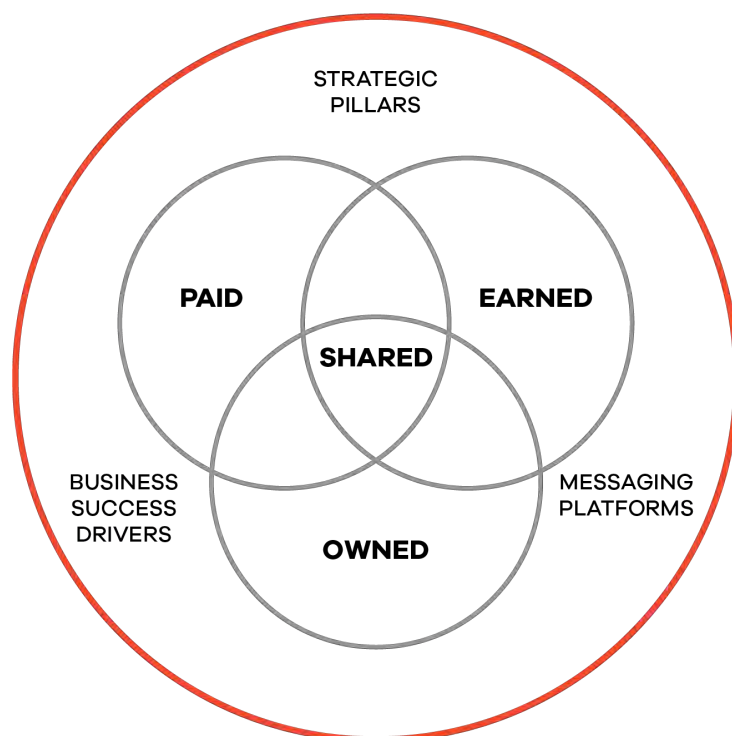
WHAT'S DRIVING SOCIAL TODAY?

CONTENT APPROACH: LEAD WITH EMOTION TO HUMANIZE SOCIAL

We will take a storyteller's approach to building programming and supporting content across the social media landscape. In today's shifting digital environment as Google and Apple shift control of privacy putting the ownership in the hands of the travelers – it's more important than ever to center ourselves in the belief of building the elevated content programs to fuel business impact.



CORE STRATEGIC IDEA



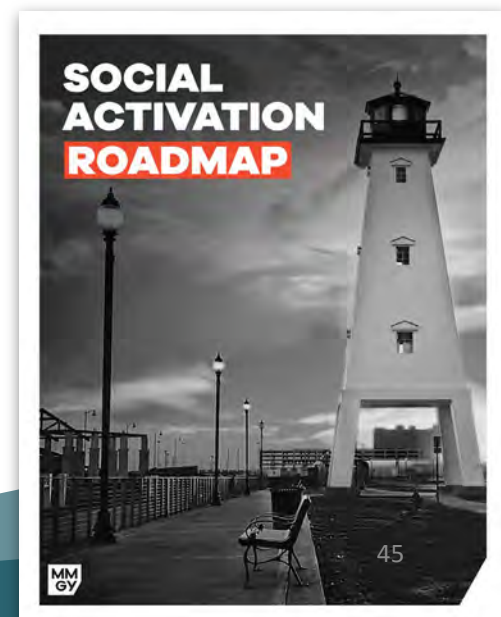
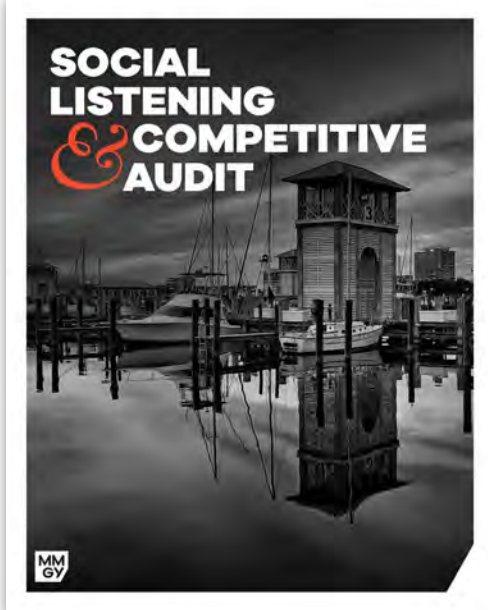
BUILDING THE SOCIAL FOUNDATION

A strong data-driven foundation is the key to a successful social media strategy. A social-focused strategic framework will allow us to truly elevate and capitalize on social media opportunities across owned, earned and paid channels, ensuring that a holistic strategy is in place before tactical campaign planning begins.

Coastal Mississippi will develop three strategic guides to ensure the success of all tactical executions:

- Social Listening & Competitive Audit
- Social Content Strategy & Creative Playbook
- Social Activation Roadmap

Throughout the development of these strategic documents, we will work closely with MMGY Global to ensure that all social-specific goals ladder up to the larger brand vision and business objectives.

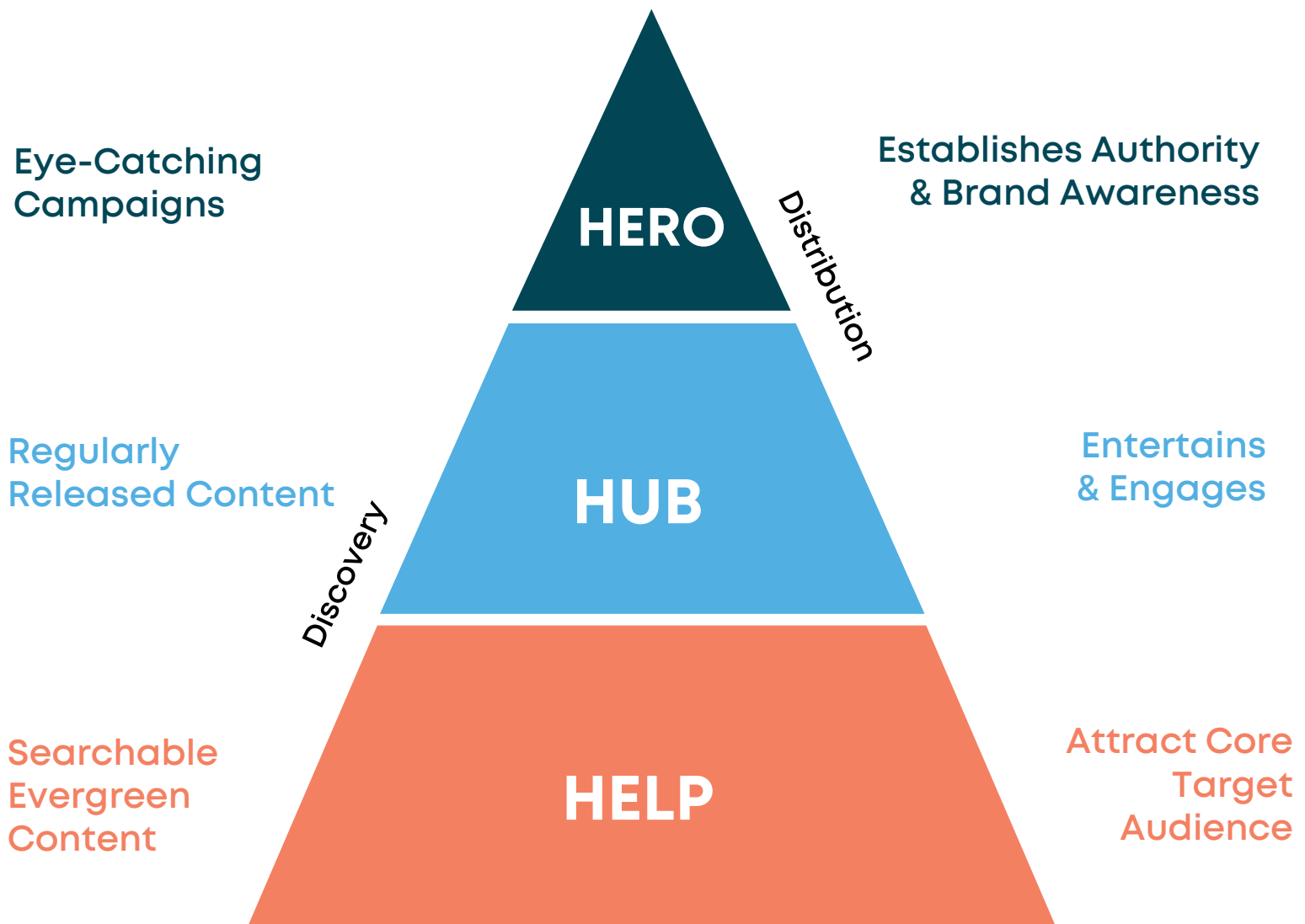


Social Media Channel Approach

					
Platform Usage	2.8 Billion Monthly Active Users	1 Billion Active Users	1.2 Billion Monthly Active Users	353 Million Monthly Active Users	478 Million Monthly Active Users
Platform Role	Building Community & Long-Term Information Hub	Entertainment & Education	Visual Appeal & Experience Sharing	Real-time Information Hub	Discovery & Planning
Content Types	Live Videos, Branded Content, Event Pages	Challenges & Nostalgia-Driven Videos	Aspirational Content & Visitor Stories	Real-time Content & Quick Q&A for Travelers	Parent Planning & Searchable Content

CONTENT MARKETING STRATEGY

Across social media, we'll employ a hero, hub and help approach to content development and deployment. Hero content is brand driven and focused on driving impressions and awareness. Hub content is designed to engage and entertain the audience around their shared values and identities (as it relates to the brand and its realm of influence). Help content is designed to find audiences in their time of need based on how THEY are searching for travel information/planning, It is driven by key search terms both on platform and in search engines.



DIGITAL CONTENT / *social media*

Coastal Mississippi
Published by HeyOrca · April 17 at 12:01 PM · 🌐

Pack up the car and grab your friends - adventure is waiting in Coastal Mississippi. 💙

Our Promise: <https://bit.ly/3cSs459>



Coastal Mississippi
Published by HeyOrca · June 9 · 🌐


Get your game on at the only MGM resort in Coastal Mississippi, the Beau Rivage Resort & Casino #VisitMSResponsibly



Coastal Mississippi
Tourist Information Center

[Learn More](#)

coastalms
Bay Saint Louis, Mississippi



[View Insights](#) [Promote](#)

♥️ 💬 📌


Liked by oceanspringsinn and 18,718 others

coastalms You make me wanna roll my windows down and cruise. 😎 #cruisinthecoast

[View all 36 comments](#)

Coastal Mississippi
5,677 followers
2w · 🌐

With baseball back in full swing (forgive the pun), we thought we'd give you the inside track on a game at MGM Park with the Biloxi Shuckers.



Insider's Guide to a Biloxi Shuckers Game

[gulfcoast.org](#) · 2 min read

GOALS

- Supply timely updates related to the industry and helpful resources for partners to leverage
- Foster stronger relationships with our stakeholders in the region and beyond.
- Bolster the credibility of the organization as a destination marketing thought leader within the region.

STRATEGIES

- Partner newsletter
- Coast Champions
- Evolving the Coast Champions program to meet the needs of our current virtual / in-person 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
- Host staff FAM tour throughout region to reinforce our mission to partners and share valuable resources



Valued Partners,

On behalf of the Coastal Mississippi staff and Board of Commissioners, I extend a heartfelt thank you for taking extraordinary precautions to keep our region safe during this unprecedented global pandemic.

Our industry and the entire community have been tested beyond measure. Our team has worked tirelessly to ensure a successful recovery plan was implemented to continue showcasing our beautiful Secret Coast and the multitude of safe, enjoyable experiences it offers. The results across all key performance indicators in 2021 have proved that our strategy has worked, with Coastal Mississippi producing some of the best numbers we have seen in four years.

MULTI-YEAR COMPARISON CHART

January - June (YTD)

	2018	2019	2020	2021
All Rooms Sold	2,352,815	2,040,373	1,446,398	1,946,003
Occupancy	62.5%	64.8%	50.2%	63.6%
All Occupancy	75,448	72,838	58,475	67,238
ADR	\$11.08	\$10.40	\$11.89	\$10.24
All ADR	\$12.40	\$11.44	\$11.87	\$10.97
RevPAR	\$17.86	\$19.28	\$12.48	\$16.34
Supply	2,708,312	2,714,475	2,650,111	2,807,406
Demand	1,807,598	1,738,798	1,195,881	1,899,147
Revenue	\$16,004,751	\$16,045,742	\$10,920,740	\$14,140,549

Gaming revenue recorded the two highest-grossing months they have ever seen in June and July. Visitation, revenue, average daily rates, and occupancy have been phenomenal. We must focus on continuing this momentum to close out the summer and move into the fall months and beyond with the same competitive attitude we demonstrated this year. In July, we strategically decided to increase our August and September media spend to maximize Coastal Mississippi's visibility to a larger, more complete audience and potential new visitors during this last part of summer and early fall.

Coastal Mississippi is here to support our partners in your efforts as we continue to grow and prosper together. I thank every single member of our wonderful community for everything they do to make our beautiful Secret Coast so special and am exceptionally grateful to our Coastal Mississippi staff for their unwavering dedication and hard work.

I would like to personally invite you to join us on **September 16th** for our Virtual Annual Report. We will recap FY 2021, discuss our plans for the travel and tourism industry, and continue in our endeavors to promote The Secret Coast.

Respectfully,

Milton Segarra, CDME
Coastal Mississippi CEO



Partner Content Request - Summer/Fall 2021

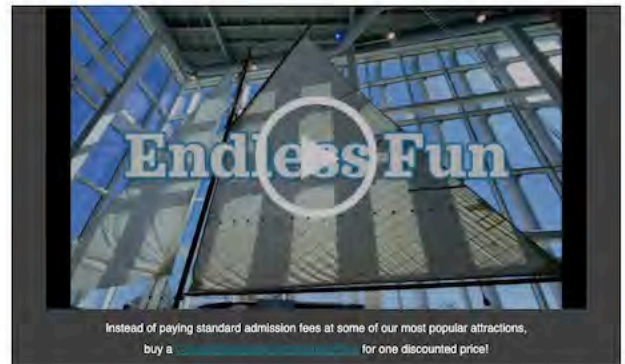
We are requesting information about your summer and fall 2021 news and happenings that we can use in our public relations efforts, social media content, blog posts, and newsletters. You may remember seeing a similar form we sent out this spring to learn more about your visitor offerings.

In the below [form](#), we have provided Coastal Mississippi's current main themes. If you have any relevant announcements, deals, new programs, events, or other updates that fit within these themes, please describe them under each question.

[Click here to fill out the form.](#)

Please reach out to Anna Roy (Anna@CoastalMississippi.com) with any questions or supplementary information. We appreciate your time and effort in providing your updates, and we're excited to feature you in our upcoming outreach!

The deadline to complete and submit the form for summer and fall 2021 is **Tuesday, August 17**.



Coastal Mississippi Attractions Pass

The Coastal Mississippi Attractions Pass officially went live earlier this summer and judging by the initial sales of the pass, visitors are excited to take advantage of this great offer! Our all-new Coastal Mississippi Attractions Pass is available on a mobile-exclusive platform, offering a safe and sustainable way for visitors to easily access some of the phenomenal experiences The Secret Coast has to offer.

If you are interested in helping us promote the pass to visitors, please contact our Senior Marketing Manager [Natalea Thomson](#). We can provide you with promotional materials such as digital banners for your website, rack cards, and tabletop signs.

[Learn more about the Attractions Pass!](#)

coast CHAMPIONS

HOSPITALITY DEVELOPMENT PROGRAM

We live and work along 62 beautiful miles of scenic shoreline! You may be an expert on all things Secret Coast, but we bet you will learn a new detail about our three coastal counties in this lesson.



 Coastal Mississippi 101 Video Text.pdf

We hope you will utilize the helpful resources listed below!

- Coastalmississippi.com
(includes lodging, restaurants, and things to do in the destination)
- [Coastal Communities](#)
- [Sign up for Coastal Mississippi e-newsletter](#)



LEISURE BUSINESS DEVELOPMENT

domestic & international

As 85% of our visitors come with the purpose of leisure activities, the Leisure Sales Department is responsible for sharing the secrets of Coastal Mississippi as a must experience destination by targeting this traveler. We identify, establish, and maintain strategic partnerships and opportunities within the domestic and international travel marketplace to increase these visitors and their length of stay in Coastal Mississippi. Additionally, we maintain the Coast Champions Hospitality Training Program in conjunction with the Communications & Engagement Department to support our goals and objectives. We continue to monitor the consumer's sentiment and adjust our strategies to the always evolving travel industry.

The department is responsible for reaching the leisure traveler through various methods and tactics across the purchasing process. We focus on a core distributor of leisure group business by utilizing the motorcoach industry to maintain and increase number of group tours in Coastal Mississippi as well as maintain memberships in appropriate travel industry related associations.

Other methods include but are not limited to: developing strategic marketing efforts with the marketing team 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 Brands; creating itineraries with tour operators with multiple product offerings; building and maintaining relationships with receptive tour operators; increasing the number of frequent independent traveler (FIT) contracted hotels; coordinating familiarization tours for travel agents, tour operators and receptive tour operators; participating in tradeshow marketplaces and sales missions to enhance face-to-face communication with clients; providing co-ops to our local partners; educating local partners on travel patterns, needs, wants and statistics; and bidding on host city opportunities for travel industry shows and manage those events if selected.





GOALS

TRADE:

- Redesign sales strategy for motorcoach industry to target core group leisure market
- Develop relationships with student travel service providers to produce overnight stays
- Conduct a situational analysis of travel agent and travel advisor agencies selling Coastal Mississippi and pursue positive findings
- Revitalized social media strategy targeting travel trade to revive relationship and educate on product offerings available from tri-county region
- Continue relationship building with receptive tour operators, both domestic and international as we monitor the international inbound business returning to the U.S. and Southeast region

CONSUMER:

- Develop new strategic partnerships with distribution channels while expanding existing partnerships particularly business to consumer
- Explore sales opportunities with emerging markets as data and research indicate
- Evaluate distribution channels of product and experiences in Coastal MS and adjust plan accordingly to market and sell based on findings

STAKEHOLDER:

- Develop and launch pilot program for tour experience development by incentivizing regional tour companies investing in leisure group business, including those marketing to motorcoach companies. Program should inspire more operators to package and sell product
- Assess and analyze post COVID sales opportunities and co-op marketing efforts with airline partners and Biloxi-Gulfport International Airport marketing team
- Develop second phase growth plan for Coast Champions training program; including revised communication and engagement strategies.



OBJECTIVES

- Monitor the consumer traveler sentiment and traveler purchasing habits from COVID-19 impacts and maintain frequent communication with lodging partners to determine if strategies should be adjusted
- Launch standalone or join co-op Hotelbeds campaign to support multiple goals
- Increase direct sales and visitation through two Visit MS Expedia Group Brands Co-ops
- Develop partnership with Auto Rental Industry, including service providers ex. AAA
- Pitch to host additional coach tradeshow in CM, dependent upon result of motorcoach event
- Establish co-op partnerships with Coastal MS loyal coach companies to reach more consumers using coach as primary vehicle for travel (Diamond Tours)
- Secure overnights on itineraries where CM is absent and increase LOS for itineraries where CM is listed
- Continue building brand awareness with student travel planners, youth travel providers
- Host 1 producing and highest potential to produce tour operators and agent FAM Tour
- Host 1 Student Travel Service Provider FAM Tour
- Develop quarterly communication with all leisure markets
- Create Database/CRM maintenance for all leisure sales markets including SYTA, Motorcoach and Travel Agents, Tour Operators to build awareness of CM
- Create guidelines and requirements to participate in leisure group incentive program
- Host mini tradeshow with Expedia Group Brands/ TripAdvisor, Bandwango and attraction partners, tour experience companies to encourage participation
- Partner with American Society of Travel Advisors to access travel agents selling CM product
- Develop co-ops for airlines to partner with CM such as sponsorship/ advertising on CM website
- Educate 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 local partners by requesting updated deals and savings specifically for trade
- Include Expedia Group Brands Travel Agent Affiliate Program line item into one or more campaigns
- Increase signups for Coast Champions by 200 users
- Increase Course Completions for Coast Champions by 50%
- Increase variety of hospitality and service industry free courses by 2 including attractions course
- Incorporate Coast Champions into large resort/hospitality HR requirements
- Explore Canadian traveler profile post COVID by data and research and determine if viable to reach this year
- Explore Bleisure Traveler profile post COVID by data and research and determine if viable to reach this year

STRATEGIES

- Utilize research and data sources to monitor travel habits of the domestic and international inbound markets
- Attend face-to-face meetings with travel trade at trades shows and association marketplace meetings as scheduled
- Engage with motorcoach community through e-newsletters and revitalized social media strategy
- Update and distribute sales toolkit (Evergreen content, Assets (images +videos)
- Engage with STYA community through e-newsletters and overall revitalized social media strategy
- Creating and provide education/student focused itineraries
- Create group friendly restaurant list to share with all markets
- Create coach friendly lodging list to share with all markets
- Conduct a personal welcome for motorcoach groups
- Organize and lead FAM Tour for Student & Youth Tour Planners in Winter 2021/Spring 2022
- Host FAM Tour for producing and highest potential to produce tour operators and travel agent excluding OTAs
- Work with Communication and Engagement Department to produce communication strategy for Coast Champions program on multi-year plan
- Host Coastal MS presents: Coast Champions Summit 1 Day with AM/PM choice in collaboration with Sponsors & Partners (Airline, GPT, Resorts, Attractions, Limited Service Properties & Restaurants) to include keynote and breakout sessions
- Work with Communication and Engagement Department to create supplemental Coast Champion Course: Attractions & Experience Course
- Utilize Xplorit 3D experience in all sales strategies including trainings, webinars, sales kits and face-to-face
- Regularly update group friendly lodging and restaurant lists. Place on website, social media and toolkits
- Host joint meetings with Marketing Department for sales directors and marketing directors quarterly to update and revise strategies as needed





PARTNER BENEFITS & OPPORTUNITIES

Motorcoach Marketing Co-ops (including direct mail, digital, social)

Tradeshaw Buy-ins: If tradeshaws 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.

Hosted FAM Tour with International Tour Operators (post Travel South USA)

Hosted FAM tour with Student Youth & Travel Service Providers (Winter 2021/Spring 2022)

Paid Co-op with Leisure Group Travel Magazine (Full page ad + digital and social opportunities)

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.

PROGRAM OF WORK

January 2022

01/29 – 02/4: American Bus Association / Baltimore, MD

February 2022

02/13 – 15: Domestic Showcase (Motorcoach) / Virginia Beach, VA

April 2022

04/12 – 14: African American Travel Conference (Group Tour Sales) / Topeka, KS

June 2022

TBA: U.S. Travel Association IPW Tradeshow (Domestic/International Sales) / Orlando, FL

July 2022

TBA: GMA/AMA/SCMA Tradeshow (Motorcoach)

August 2022

08/26 – 30: Student Youth & Travel Association Tradeshow / Washington, D.C.

November 2022

TBA: Boomers in Groups (Group Tour Sales) / Gwinette Co, GA

December 2022

11/29 – 12/01: Travel South USA (International) / New Orleans, LA

TBA:

Sales Mission through Visit Mississippi Co-ops

NOTE: Program of work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.



MEETINGS, CONVENTIONS & *sports*

The challenges set by the lingering effects of the COVID-19 pandemic and its negative impact on live, in-person meetings and conventions and reduced number of attendees at sports events have altered the landscape in our industry for the long-term.

In acknowledging these impacts, we must refocus our efforts on the future by providing a healthy and safe environment, more value to the organizer during the planning process, and a focus on the attendee experience through unique destination offerings.

It is critical we help drive collaboration for successful meetings and conventions as face-to-face meetings are a driver of change and innovation as well encourage flexibility amongst our partners for the rejuvenation of the sports market.

Our team will aggressively and strategically promote the region by bringing innovative ideas to reconnecting and rebuilding relationships while positioning Coastal Mississippi as a premier meetings, conventions and sports destination. In addition, our team is dedicated to promoting the Secret Coast as an inclusive destination, working together with community partners to create positive experiences and showcase the exceptional, diverse, and welcoming region to all.

TARGET *audiences*



UNDERSTANDING MEETINGS & SPORTS PLANNERS

The evolution of the travel landscape has not been limited to the leisure space. The attitudes, opinions and needs of meeting planners has similarly shifted. Through research conducted by Destination Analysts, Coastal Mississippi has gained a deeper understanding of meeting planners' sentiments and perceptions of the destination and the ability to identify key sub segments best suited in planning future marketing efforts.

As a whole, meeting planners of all types are seeking similar information: the overall cost of hosting an event in a destination, the accessibility of the destination for attendees and the quality of facilities and venues within the destination. We can define each subsegment by their particular needs.

Corporate Planners

- Least likely to be familiar with Coastal Mississippi
- Most commonly found in software/technology, health/medical, financial, manufacturing and educational sectors
- Likely to be the most interested in Coastal Mississippi's casino resorts

Association Planners

- Most commonly planning meetings for the educational, health/medical, government and scientific/engineering/technical/computer industries
- Coastal Mississippi's lack of a convention center with an attached resort or hotel is the biggest barrier for this group

Third Party Planners

- Most likely to be familiar with Coastal Mississippi as a meetings destination
- Interested in utilizing the convention center for event needs
- Most commonly plan for private sector businesses, national associations, state associations, non-profits, regional associations and incentives

Sports Planners

- Coastal Mississippi is ideal for those planning youth, amateur or college sporting events across the following sports: fishing, beach volleyball, baseball, golf, softball, water skiing, soccer, swimming and indoor volleyball.

GOALS

- Establish Coastal Mississippi as a leading competitor in the Southeastern region within a less than six-hour drive market and direct fly markets
- Position Coastal Mississippi as a premier meetings and sports destination to target markets
- Maintain recurring bookings of conventions and trade shows at the Mississippi Coast Coliseum and Convention Center (MCCCC) and increase hotel meetings for FY22 and beyond
- Engage local stakeholders, hotels, and other key business partners to share ideas and discuss marketing and sales opportunities
- Provide digital marketing toolkit to meeting and event planners and comprehensive destination services support
- Leverage TRF investments in technology (Meetings and Sports Digital Toolkits, 360 Degree Virtual Tours, Coastal Mississippi Attractions Pass, and Meetings and Sports Video Mailer) to meet the new needs of the consumer in an ever-evolving digital landscape
- Build awareness of Coastal Mississippi as a top-tier golfing and fishing destination
- Increase off-peak period meetings and conventions by targeting new business in specific markets





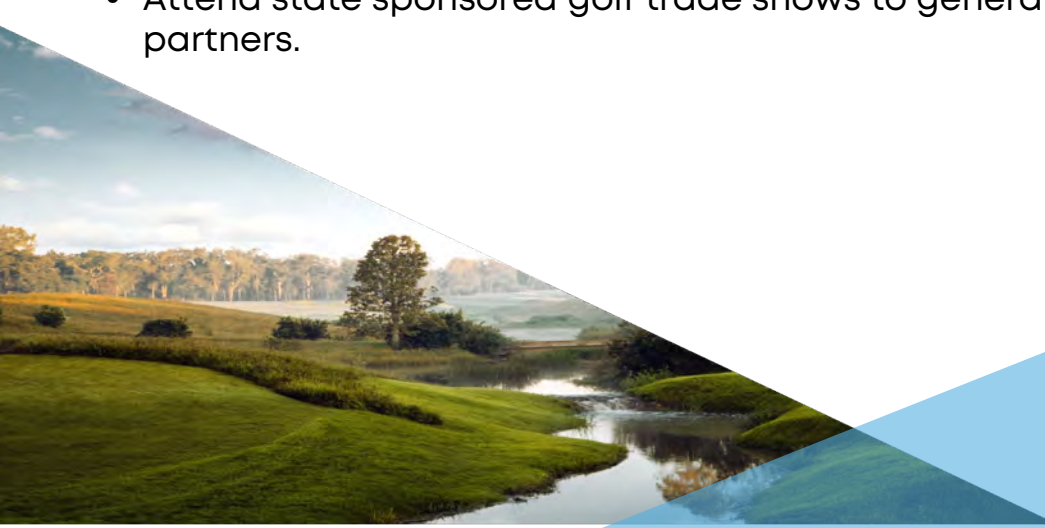
OBJECTIVES

- Generate MCCCC and hotel leads through CVENT, trade shows, sales blitzes, third party meeting planners, association memberships, data mining and by targeting cities in select geographic areas
- Continuous engagement with established clients by providing support for growth and awareness of the event
- Improve perception and increase awareness of Coastal Mississippi's "wow factor" and generate excitement about the area's new developments at major trade shows and meetings, and by continuing to host FAM tours, sponsorships at industry functions, conducting small dinner destination events, and taking showcase events on the road to tell Coastal Mississippi's story.
- Build relationships with annual trade show clients and marquee event organizers that will make MCCCC their home.
- Establish a sports commission to evolve Coastal Mississippi into a more efficient and recognizable force locally and nationally
- Enhance year-round communication with local stakeholders, hotels, and key business partners
- Continue to utilize all methods to promote awareness of key service programs to clients by being involved with the planning process as early as possible.
- Collaborate with state and local golf partners to foster a collective voice in showcasing the destination's golf and fishing amenities
- Educate and entice potential meetings and sports planners with inspirational digital deliverables to keep Coastal Mississippi top of mind as the meetings and events industries continue to evolve



STRATEGIES

- Conduct sales blitzes in Jackson, New Orleans, Colorado Springs, Baton Rouge, Birmingham, Montgomery, Atlanta, Houston, Orlando, Memphis, and Charlotte
- Initiate communications to potential clients via cold calls and email
- Find, connect, and nurture sales prospects via social selling
- Offer new business group incentives that will be held during off-peak periods
- Host two FAM tours, attend twelve trade shows, sponsor CONNECT Marketplace, host client dinners at Rendezvous South, TEAMS, and sales blitzes
- Hire a consultant to develop a strategic plan for the creation and implementation of a sports commission
- Conduct scheduled meetings with hotels and key business partners
- Assist clients with event planning, spouse/companion and local interest/entertainment programs through business referral services and site inspections
- Provide amenities, promotional materials, and support to meetings, conventions and events taking place in Coastal Mississippi
- Create a Meetings and Sports-specific “Show Your Badge” discount program for area attractions, restaurants, and retailers
- Attend state sponsored golf trade shows to generate leads on behalf of golf partners.





PARTNER BENEFITS & OPPORTUNITIES

Familiarization Tours – Coastal Mississippi will host a Fall 2022 and Spring 2023 FAM tour. Partners will have the opportunity to showcase their hotel or venue to meeting and event planners.

Site Tours – Partners will have the opportunity to showcase their property throughout the year to prospective meeting and event planners.

Tradeshows – Coastal Mississippi will offer partners the opportunity to co-op tradeshow registration and joint appointments.

Sales Blitzes – Coastal Mississippi will coordinate multiple missions throughout the year in MS, LA, AL, FL, GA, TX and TN, providing partners the opportunity to participate.

PROGRAM OF WORK

October 2021

10/5-8: Alabama Council of Association Executives / Gulf Shores
10/11-14: Sports Relationship Conference* / Colorado Springs
10/25-28: Sports ETA Symposium / Birmingham
TBA: Partner Quarterly Meeting
TBA: Facility Manager Meeting

November 2021

11/8-10: Mississippi Society of Association Executives / Natchez
TBA: Fall FAM Tour

December 2021

12/6-8: US Sports Congress / Frisco
TBA: Facility Manager Meeting

January 2022

TBA: Meetings Sales Blitz / Jackson
TBA: Sports Sales Blitz / Orlando
TBA: Partner Quarterly Meeting

February 2022

TBA: Destination Showcase / Washington D.C.
TBA: Sports Sales Blitz / Houston
TBA: Facility Manager Meeting

March 2022

TBA: Rendezvous South* / Branson
3/1-3: Sports ETA 4S Summit / El Paso
TBA: Sports Sales Blitz / Atlanta

April 2022

TBA: Spring FAM Tour
TBA: Partner Quarterly Meeting
TBA: Facility Manager Meeting

May 2022

5/2-3: Small Market Meetings Tradeshow / Fort Worth
TBA: Sports Sales Blitz / Memphis

June 2022

TBA: Meetings Sales Blitz / Baton Rouge & New Orleans

July 2022

TBA: Meetings Sales Blitz / Montgomery
TBA: Partner Quarterly Meeting

August 2022

TBA: Connect Marketplace: Association & Sports Tracks*
TBA: Facility Manager Meeting

September 2022

TBA: TEAMS Sports Conference*
TBA: Louisiana Society of Association Executives

*co-op opportunities

NOTE: Program of work reflects major scheduled activities based on planning process. Additional activities are considered throughout the year and others are subject to change.

COMPREHENSIVE PROGRAM OF WORK FY21-22

Marketing Leisure Meetings & Sports

*Oct
2021*

- 10/3 – 10/10 Cruisin' the Coast
- Partner Quarterly Meeting
- 10/5-8: Alabama Council of Association Executives / Gulf Shores
- 10/11-14: Sports Relationship Conference* / Colorado Springs
- 10/25-28: Sports ETA Symposium / Birmingham
- Partner Quarterly Meeting
- Facility Manager Meeting

*Nov
2021*

- Annual Meeting
- Boomers in Groups
- 11/8-10: Mississippi Society of Association Executives / Natchez
- Fall FAM Tour

*Dec
2021*

- 11/29 – 12/01: Travel South USA
- 12/6-8: US Sports Congress / Frisco
- Facility Manager Meeting
- 12/11 – 12: Mississippi Gulf Coast Marathon
- 12/1 – 31: Coastal Mississippi Holiday Promotion

*Jan
2022*

- Partner Quarterly Meeting
- TripAdvisor Workshop
- 01/29 – 02/4 American Bus Association
- Meetings Sales Blitz / Jackson
- Sports Sales Blitz / Orlando
- Partner Quarterly Meeting

Feb
2022

- 02/1 – 28: Coastal Mississippi Spring Promotion
- 02/13 – 15: Domestic Showcase
- Destination Showcase / Washington D.C.
- Sports Sales Blitz / Houston
- Facility Manager Meeting

Mar
2022

- Rapiscan Systems Classic
- Social Media Workshop
- 3/1 -3: Sports ETA 4S Summit / El Paso
- Rendezvous South / Branson
- Sports Sales Blitz / Atlanta

Apr
2022

- 04/1 – 30: Coastal Mississippi Attractions Month
- Partner Quarterly Meeting
- 04/12 – 14: African American Travel Conference
- Spring FAM Tour
- Partner Quarterly Meeting
- Facility Manager Meeting

May
2022

- 05/2-3: Small Market Meetings Tradeshow / Fort Worth
- Sports Sales Blitz
- 05/3 – 5: Memphis in May

*June
2022*

- 06/16 – 22: Mississippi Gulf Coast Billfish Classic
- Scrapin' the Coast
- Travel Association IPW Tradeshow
- Meetings Sales Blitz / Baton Rouge & New Orleans

*July
2022*

- Partner Quarterly Meeting
- GMA/AMA/SCMA Tradeshow
- Meetings Sales Blitz / Montgomery
- Partner Quarterly Meeting

*Aug
2022*

- 08/26 – 30 Student Youth & Travel Association
- Connect Marketplace: Association & Sports Tracks
- Facility Manager Meeting

*Sept
2022*

- 09/1 – 30: Coastal Mississippi Restaurant Month
- Atlanta Food & Wine
- TEAMS Sports Conference
- Louisiana Society of Association Executives



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MISSISSIPPI
The Secret Coast

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