Tourism Recovery Fund

Thanks in part to the leadership and unwavering dedication displayed by our Coastal Delegation in passing the Tourism Recovery Fund, our destination received the tools and resources we needed to drive visitor demand and fuel recovery for our local communities and industry.

Coastal Mississippi was awarded $3.4 million from the CARES Act for recovery initiatives. Through collaboration with talented agencies, staff, board of commissioners, community leaders, industry partners and research, we created the Coastal Mississippi Recovery Plan that would ignite visitation again.
Tourism Recovery Fund

BUDGET ALLOCATION - $3,420,061

- Paid Media: 49%
- Brand Partnerships/Integrated Sponsorships: 17%
- Research: 5%
- Innovation & Technology: 1%
- Community Building Campaign: 10%
- Media relations: 6%
- Coast Champions hospitality training program: 5%
- Production: 4%
- Operations: 3%
2020 KPI’s

Advertising Engagements
Total impressions: 141,504,206
Total clicks to website: 474,325
Total video views: 17,611,324

Occupancy Tax Receipts
25% increase YoY
Casinos & Non-Casino rooms
2020 KPI’s

Impressions: 9,100,000
Clicks: 4,600
Room Nights: 14,100
Gross Booking Revenue: $2,000,000

Public Relations

Virtual meetings/interviews secured: 25
Engagement with national contacts: 150
Total earned media articles: 1,044
Total ad value equivalency: $3,400,000
Total impressions: 1,800,000,000

Outlets included:
Yahoo!
USA Today
MSN
Forbes
Business Insider
Lonely Planet
Skift
Matador Network
Travel USA Visitor Profile

Day Visitors vs. Overnight Visitors

Total Size of Coastal Mississippi Day Domestic Travel Market

- Total Person-Trips: 14.2 Million (+5.1% v. 2017)
  - Day: 57% (8.1 Million)
  - Overnight: 43% (6.1 Million)

Size of Coastal Mississippi Day Travel Market - Adults vs. Children

- Total Day Person-Trips: 8.1 Million
  - Adults: 78% (6.3 Million)
  - Children: 22% (1.8 Million)

Total Size of Coastal Mississippi 2019 Domestic Travel Market

- Total Person-Trips: 14.2 Million (+5.1% v. 2017)
  - Day: 57% (8.1 Million)
  - Overnight: 43% (6.1 Million)

Size of Coastal Mississippi Overnight Travel Market - Adults vs. Children

- Total Overnight Person-Trips: 6.1 Million
  - Adults: 80% (4.9 Million)
  - Children: 20% (1.2 Million)
Travel USA Visitor Profile

Day Visitors vs. Overnight Visitors

Domestic Day Expenditures - by Sector

Total Spending
$553 Million
+3.9% v. 2017

- Transportation at Destination: 10% | $88 Million
- Restaurant Food & Beverage: 31% | $172 Million
- Retail Purchase: 23% | $129 Million
- Recreation/Entertainment: 30% | $164 Million

Domestic Overnight Expenditures - by Sector

Total Spending
$1.263 Billion
+8.2% v. 2017

- Lodging: 38% | $449 Million
- Transportation at Destination: 8% | $95 Million
- Restaurant Food & Beverage: 22% | $281 Million
- Retail Purchase: 12% | $147 Million
- Recreation/Entertainment: 23% | $292 Million

Average Per Person Expenditures on Domestic Day Trips - by Trip Purpose

- Leisure: $68

Average Per Party Expenditures on Domestic Day Trips - by Trip Purpose

- Leisure: $184

Average Per Person Expenditures on Domestic Overnight Trips - by Trip Purpose

- Leisure: $207

Average Per Party Expenditures on Domestic Overnight Trips - by Trip Purpose

- Leisure: $203
### Travel USA Visitor Profile

#### Day Visitors vs. Overnight Visitors

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
<th>Day Visitors</th>
<th>Overnight Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visiting friends/relatives</td>
<td>25%</td>
<td>20%</td>
</tr>
<tr>
<td>Casino</td>
<td>30%</td>
<td>49%</td>
</tr>
<tr>
<td>City trip</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Shopping</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Touring</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Outdoors</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Resort</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Special event</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Other business trip</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Conference/Convention</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Special event</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Outdoors</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>City trip</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Resort</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Business-Leisure</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Casino</td>
<td>49%</td>
<td>2%</td>
</tr>
<tr>
<td>Special event</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Touring</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Outdoors</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Resort</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>City trip</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Business-Leisure</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Travel USA Visitor Profile

Day Visitors vs. Overnight Visitors

State Origin Of Trip

- Louisiana: 40%
- Mississippi: 27%
- Alabama: 15%
- Florida: 7%
- Texas: 2%
- Georgia: 1%

State Origin Of Trip

- Louisiana: 26%
- Mississippi: 17%
- Florida: 14%
- Alabama: 7%
- Georgia: 7%
- Texas: 6%

Season of Trip

Total Day Person-Trips

- Jan - Mar: 24%
- Apr - Jun: 23%
- Jul - Sep: 29%
- Oct - Dec: 23%

Data is for 2019 only

Season of Trip

Total Overnight Person-Trips

- Jan - Mar: 22%
- Apr - Jun: 25%
- Jul - Sep: 29%
- Oct - Dec: 25%

coastal MISSISSIPPI The Secret Coast
Travel USA Visitor Profile

Day Visitors vs. Overnight Visitors

DMA Origin Of Trip

- New Orleans, LA: 34%
- Mobile-Pensacola, AL/FL/MS: 15%
- Jackson, MS: 9%
- Baton Rouge, LA: 7%
- Hattiesburg-Laurel, MS: 6%
- Biloxi-Gulfport, MS: 4%

DMA Origin Of Trip

- New Orleans, LA: 18%
- Jackson, MS: 7%
- Mobile-Pensacola, AL/FL/MS: 7%
- Baton Rouge, LA: 5%
- Tampa-St. Petersburg-Sarasota, FL: 5%
- Atlanta, GA: 5%
- Orlando-Daytona Beach-Melb., FL: 3%
- Hattiesburg-Laurel, MS: 3%
Travel USA Visitor Profile

Overnight Visitors

Nights Spent in Coastal Mississippi

Average number of nights: 2.6

Number of Nights Spent in Coastal Mississippi - Trended

Average in 2019: 2.6 Nights
Average last year: 2.7 Nights

coastal MISSISSIPPI
The Secret Coast
Longwoods INTERNATIONAL
Travel USA Visitor Profile

Overnight Visitors

### Method of Booking

<table>
<thead>
<tr>
<th>Method</th>
<th>Coastal Mississippi</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel or resort</td>
<td>58%</td>
<td>29%</td>
</tr>
<tr>
<td>Online travel agencies</td>
<td>18%</td>
<td>7%</td>
</tr>
<tr>
<td>Travel agent/company</td>
<td>10%</td>
<td>6%</td>
</tr>
<tr>
<td>Destination websites</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Travel company websites</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Auto club/AAA</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Short term rental websites</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Travel/ski show or exhibition</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Airline/commercial carrier</td>
<td>18%</td>
<td>11%</td>
</tr>
<tr>
<td>Visitors’ bureau/government tourism office</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

### Accommodations

<table>
<thead>
<tr>
<th>Accommodation</th>
<th>Coastal Mississippi</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resort hotel</td>
<td>58%</td>
<td>23%</td>
</tr>
<tr>
<td>Motel</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Other hotel</td>
<td>13%</td>
<td>22%</td>
</tr>
<tr>
<td>Home of friends or relatives</td>
<td>9%</td>
<td>22%</td>
</tr>
<tr>
<td>Bed &amp; breakfast</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Rented home / condo / apartment</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Campground / trailer park / RV park</td>
<td>3%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Travel USA Visitor Profile

Visitor Satisfaction

<table>
<thead>
<tr>
<th>% Very Satisfied with Trip</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall trip experience</td>
<td>75%</td>
<td></td>
</tr>
<tr>
<td>Friendliness of people</td>
<td>73%</td>
<td></td>
</tr>
<tr>
<td>Safety and Security</td>
<td>72%</td>
<td></td>
</tr>
<tr>
<td>Quality of accommodations</td>
<td>69%</td>
<td></td>
</tr>
<tr>
<td>Quality of food</td>
<td>68%</td>
<td></td>
</tr>
<tr>
<td>Value for money</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>Cleanliness</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>Sightseeing and attractions</td>
<td>64%</td>
<td></td>
</tr>
<tr>
<td>Music/nightlife/entertainment</td>
<td>49%</td>
<td></td>
</tr>
</tbody>
</table>

Past Visitation to Coastal Mississippi

- Ever: 87% (2018), 73% (2019)
- Past 12 Months: 75% (2018), 75% (2019)
Brand Awareness Study

Base: Residents of Coastal Mississippi’s Regional Advertising Markets

Aware* 58%
Unaware 42%

*Saw at least one ad
Brand Awareness Study

THERE WERE NO ATTRIBUTES NEGATIVELY IMPACTED BY THE ADVERTISING
Brand Awareness Study

THERE WERE NO SIGNIFICANT
PERCEIVED PRODUCT
WEAKNESSES VS. IMAGE
Brand Awareness Study

THERE WERE NO SIGNIFICANT PERCEIVED IMAGE WEAKNESSES VS. THE COMPETITION
Brand Awareness Study

Intent to Visit Destination in the Next 18 Months

Base: Residents of Coastal Mississippi’s Regional Advertising Markets

<table>
<thead>
<tr>
<th>Destination</th>
<th>Percent*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coastal Mississippi</td>
<td>58</td>
</tr>
<tr>
<td>Pensacola, FL</td>
<td>51</td>
</tr>
<tr>
<td>Gulf Shores/Orange Beach, AL</td>
<td>49</td>
</tr>
<tr>
<td>Baton Rouge, LA</td>
<td>38</td>
</tr>
<tr>
<td>Lake Charles, LA</td>
<td>24</td>
</tr>
</tbody>
</table>

*Percent of respondents who indicated they will ‘definitely will’ or ‘probably will’ visit the destination in the next 18 months on a day or overnight leisure trip
Marketing & Sales
Paid Media

• Base Leisure Campaign + the launch of two new vertical markets
  ➢ Gaming
  ➢ Outdoors

• Utilized traditional and digital media to amplify safe travel messaging to potential visitors
Community Building & Brand Partnerships
Coming Soon

Projects still in progress – launch date 2021:

• Mobile-exclusive Coastal Mississippi Attractions Pass
• Xplorit-360 virtual tours of meetings spaces
• Online digital toolkit for Meeting Planners
Coastal Mississippi: An Ideal Destination

As would-be travelers are making their plans for travel in 2021, Coastal Mississippi still tops the list of ideal destinations.

- Small Towns: 37%
- Cities & Metros: 37%
- Beach Destinations: 27%
- Mountains: 14%
- National Parks: 15%
- State & Regional Parks: 15%
- Theme Parks: 9%
Current Traveler Planning

They’re going to new sources to expand their travel planning toolkit, leaning on social media and peer networks for information, ideas and most importantly, validation.

"If we’re ever going to get back to normal or establish how the new normal looks like, it’s going to be by seeing how people live. Our online lives are substituting for being in-person. So online sharing becomes more important rather than less in the current environment."

— Gary Leff, View from the Wing
Many are opting for last minute plans that allow the flexibility to book short getaways at a moment’s notice, ideal for weekend road trips.
Coastal Mississippi’s Approach to 2021

We have a strong foundation to build on thanks to the success of our marketing efforts over the last year.

- High Ad Recall & Awareness
- Positive Brand Perception
- Strong Intent To Visit
- Strong Repeat Visitation
Coastal Mississippi’s Approach to 2021

1) Remain focused on primary drive markets through paid media while continuing to reach our segment audiences

2) Our paid media strategy leverages digital to reach travelers at each stage of the journey

3) Gradual introduction of new, non-COVID assets as communications focus on driving visitation beginning in late Q1/early Q2 of this year

There are three types of travelers emerging as we start the year:

- **On-the-Move**: Already traveling or have an upcoming trip planned
  - 34% of all travelers

- **Almost Ready**: Warming up to and anticipating traveling in the near future
  - 28% of all travelers

- **Travel Averse**: Waiting until the vaccine is available to travel again
  - 38% of all travelers
## Coastal Mississippi’s Approach to 2021

### Media Flighting 2021

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Tactics/Platforms</th>
<th>Jan</th>
<th>Feb</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>Aug</th>
<th>Sept</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure</td>
<td>OTT/Video</td>
<td></td>
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<td></td>
<td>Native</td>
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<td>Display</td>
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<tr>
<td></td>
<td>Paid Search</td>
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<tr>
<td>MS Travel Guide</td>
<td>Print/Digital</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Meetings/Groups</td>
<td>Print/Digital</td>
<td></td>
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<tr>
<td>Paid Social</td>
<td>Facebook</td>
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<td></td>
<td>Instagram</td>
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<td></td>
<td>Twitter (Trade)</td>
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<td></td>
<td>Pinterest</td>
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<td></td>
<td>LinkedIn</td>
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</tr>
</tbody>
</table>
Meetings, Conventions & Sports

- Research was conducted to measure awareness and image of the Coastal Mississippi area
- Meetings, Conventions & Sports Sub-Committee
- Sports Committee
- Development of sales tools
  - Website
  - Sales Training + Tools
  - Distribution Plan
Social Media Strategy

• Effectively communicate our recovery
• Elevate our partners
• Emphasize the Coastal Mississippi Promise of Health
  o Meet audiences where they are

• Go Remote Social Media Recovery Campaign
  o Capture the attention of those seeking a safe and healthy travel experience
Hosted Media + Activations

- Hosted regional travel writers & bloggers

- Activations
  - Destination Drive-In
  - Coffee and Cooking with Coastal Mississippi
Additional Campaigns

• Allegiant flights between Gulfport and Orlando
• Safe and healthy meetings in Coastal Mississippi
Coast Champions

- Free online hospitality training program
- Comprehensive video lessons developed in-house
- Recommendations for providing safe and healthy environments for guests
Moving Forward: Engagement

Coastal Mississippi’s role extends beyond simply promoting travel and tourism. We must continue to be the proponent and protector of our local community to create a positive impact for our locals and visitors.

- Consumer Sentiment
- Audience Development
- Tactical Creative
- Trends & Opportunities
Moving Forward: Engagement

• Audience inspiration, education and engagement
• Spotlighting our communities and partners
• Safety Guidelines
• Coastal Testimonials
Moving Forward: Communications

- Build on momentum and relationships established in 2020
- Generating awareness of Coastal Mississippi as a destination for leisure, meeting + events
- Strategic and high quality earned media placements
- Continued communication with partners

Top ways to vacation responsibly in 2021

After months of cautionary travel and shelving vacation plans, people, especially those with families at home, are researching how they can indulge their wanderlust safely again in 2021. The goal is to enjoy a vacation in a responsible manner, creating memories while keeping yourself and others safe.

Mississippi: Biloxi

Head to Biloxi to beat the winter blues by basking in some bright days and balmy Gulf breezes. While their signature Mardi Gras may look a little different this year, Carnival season along Coastal Mississippi will still be joyous and sun-kissed.
Moving Forward: Communications

Consumer + Leisure
A “secret” full of untapped experiences

Meetings + Groups
Highlight venues, opportunities and experiences

Trade + Industry
Shape Coastal Mississippi as industry leader in resiliency, profitable flexibility
Leisure Business Development
Expedia Recovery Campaign

- With the COVID-19 impact to the hotel industry, Coastal Mississippi has suffered losses from room revenue. Our successful track record with Expedia Group proved another campaign would be a necessary component of utilizing tourism recovery funding. We received added value items such as a spotlight listicle and cobranded social media postings.

- We utilized tested and reliable targeting tactics such as:
  - Those who had searched Coastal MS in the last 30 days but had not booked
  - Competitive conquetting to pull in travelers shopping for similar destinations
  - Shoppers searching for southeastern beach markets
  - Targeting shoppers who had booked New Orleans but travel had not commenced and suggesting they add on Coastal Mississippi to their trip
# Expedia Recovery Campaign

## Performance Summary For Mississippi Gulf Coast Convention & Visitors Bureau

### Key Metrics
- **Attr. Ad Spend**: $149.2K
- **Impressions**: 9.1M
- **Clicks**: 4.6K
- **CTR**: 0.05%
- **Tickets**: 1.6K
- **Room Nights**: 14.1K
- **PAX**: 15.9K
- **Gross Bkg $**: 2.0M
- **ROAS**: 13.1

### POS Summary

<table>
<thead>
<tr>
<th>POS Name</th>
<th>Attr. Ad Spend $</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>View thru $</th>
<th>Click thru $</th>
<th>Gross Bkg $</th>
<th>ROAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expedia US</td>
<td>$81,250</td>
<td>2,592,978</td>
<td>1,632</td>
<td>0.06%</td>
<td>$531,550</td>
<td>$4,803</td>
<td>$536K</td>
<td>6.6</td>
</tr>
<tr>
<td>Expedia Brands Portfolio US</td>
<td>$35,973</td>
<td>3,797,356</td>
<td>1,107</td>
<td>0.03%</td>
<td>$1,280,425</td>
<td>$2,519</td>
<td>$1,283K</td>
<td>35.7</td>
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<tr>
<td>Travelocity US</td>
<td>$27,929</td>
<td>2,502,467</td>
<td>1,398</td>
<td>0.06%</td>
<td>$129,408</td>
<td>$2,396</td>
<td>$132K</td>
<td>4.7</td>
</tr>
<tr>
<td>VRBO United States</td>
<td>$4,000</td>
<td>181,817</td>
<td>420</td>
<td>0.23%</td>
<td>$5,588</td>
<td>$0</td>
<td>$6K</td>
<td>1.4</td>
</tr>
<tr>
<td>Grand Total</td>
<td>$149,152</td>
<td>9,074,618</td>
<td>4,557</td>
<td>0.05%</td>
<td>$1,946,980</td>
<td>$9,718</td>
<td>$1,957K</td>
<td>13.1</td>
</tr>
</tbody>
</table>
Expedia Co-Op with Visit Mississippi

- As Expedia is a proven and successful partner for booking travel to Coastal Mississippi, we participated in a co-op program through Visit Mississippi, the state tourism office. Data shows that one-third of visitors to Mississippi stay in our region. For a small contribution, we were able to receive advertising value of over $200,000. We participated in a listicle spotlight showcasing the destination and messaging directed to the health and safety protocols in place.
Student Youth & Travel Association (SYTA)

- With COVID’s impact on our motorcoach travel and senior group travel market, we decided to pursue student and educational travel as an untapped market. With plenty of product for this market to consider, we felt the time was right to introduce ourselves.

- The SYTA organization is made up of teachers and student travel planners across the U.S. organizing trips for educational and learning opportunities.

- We have formed a partnership that allows access to their distribution network, sponsorship of newsletters and featured content on their website.

- We also will be featured in their March edition of “Teach & Travel” magazine. The official magazine of SYTA.
Travel Trade Twitter Campaign

• It is important during this time to engage with the travel agent and wholesale tour operator industry. This group is using their time during the pandemic to educate themselves on destinations that are open and selling product.

• Through collaboration with Sparkloft, we initiated a Twitter account to inform the travel industry on who we are and what we have to offer. We are also providing a toolkit they can share with their clients which includes video, still images, itinerary ideas and other useful tools for selling the destination.
Looking Ahead

- **Coast Champions** is now a fixture of the leisure sales department. With almost 400 individuals across Coastal MS enrolled, we are looking forward to growing the program and educating all our frontline workers on how to be a Coast Champion.

- We will be attending **leisure trade shows** this year, whether virtually or in-person to develop itineraries, packaging product and inspire the trade industry to sell our destination to their clients and customers.

- We will host a **major motorcoach show in July** that brings together three different regional associations and will give us a chance to showcase the destination.
Looking Ahead

• Enhancing partnerships with neighboring tourism offices to increase visitation

• Building new strategic partnerships with product distributors like Apple Leisure Group and Travelzoo

• Offering Co-Op Opportunities to our partners such as tour catalog publications and travel inspired brochures

• Offering tradeshow buy-ins when possible, to keep partners involved at a lower cost
Thank You

www.coastalmississippi.com/partners