



Mississippi Gulf Coast Regional Convention and Visitors Bureau
d.b.a. Coastal Mississippi

JOB TITLE: Tour and Travel Group Sales Executive

DEPARTMENT: Leisure Business Development

SUPERVISOR: Director of Leisure Business Development

GENERAL JOB DESCRIPTION

This position promotes the entire Coastal Mississippi tri-county region as one leisure destination. Responsible to generate leisure business from the group travel market. Promotes leisure group travel by developing tour itineraries with local hotels, attractions, events, and festivals to sell to the leisure group travel market; achieves specified room night and group tour lead goals. Is assigned annual goals by the Director of Leisure Development. Performance measured quarterly.

DUTIES AND RESPONSIBILITIES

- Represents the entire Coastal Mississippi tri-county region, the organization, and the organizations' partners at tradeshow, site visits, familiarization tours and sales missions.
- Achieves assigned annual room night goals generated from leads and group bookings within this market.
- Prospects new tour business and maintains contact with standing client tour planners, travel agents, packagers, and motorcoach operators via phone, digital and direct mailings, and personal visits to encourage them to promote the tri-county coastal area as a premier leisure destination.
- Evaluates the value of attending selected tradeshow and explores other opportunities to meet with tour planners as necessary.
- Maintains knowledge of local hotel and resort properties, activities, and attractions for the tri-county region through on-site visits and ongoing communications. Works with local marketing partners to develop new group tour product following current and future tour trends.
- Develops new leisure itineraries to incorporate all attractions and activities to promote to tour planners. Partners with neighboring cities and states to create comprehensive coastal itineraries to present to tour planners and encourages overnight stays in Coastal Mississippi with other destinations.

- Follows up on group tour leads received from tradeshow and other sources by sending/delivering requested information and assisting with special requests, itinerary customization, and local marketing partner referrals.
- Develops and coordinates individual site visits, group-oriented familiarization tours, sales blitzes, as needed.
- Uses CRM database for lead production and tracking, recording group business to the destination, including hotel room nights.
- Works with Marketing and Communications & Engagement departments in advertising and messaging campaigns and programs targeting the leisure group tour industry such as digital newsletters, show attendance builders, and the production of a group tour manual.
- Investigates and resolves client/tour problems with referrals, partner responses, etc.
- Assists in the development of the annual marketing plan and budget.
- Attends meetings, functions, and business travel after normal business hours whenever necessary.
- Performs other related duties as required by directors and the Executive Director.

QUALIFICATIONS FOR THE JOB

- Two-year or four-year degree from an academic institute and/or one-to-two-year related experience.
- Must have good organization skills and communication skills (oral and written).
- Ability to handle multiple client and operational demands with a high degree of professionalism, operating often with time-sensitive deadlines.
- Ability to use time management skills to complete tasks in a timely manner, meeting required deadlines.
- Must have the ability to exercise sound judgement and appraise situations in the pursuit of tourism for Coastal Mississippi.
- Must have familiarity with Microsoft programs and computer database management.
- Must be able to multi-task.
- Must be able to travel outside the region on business as needed, including air travel.
- Must possess basic financial skills and reporting capabilities.