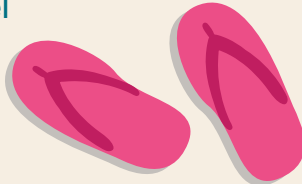


Q1 2021 LEISURE MARKETING SNAPSHOT

FOCUS Nature-based and other activities that allow for social distancing, outdoor dining, spring travel



PRESS TRIPS

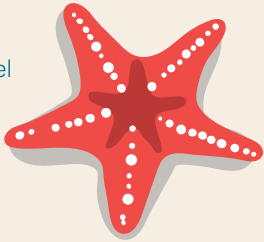
Feb. 24-26: Angela and Dave Essington (couples travel)
March 2-5: Midwest Travel Writer's Network (workshop)
March 27-30: Bianca Dottin (family travel)

CAMPAIGNS

Come to Your Senses (primary) + EDA
Work from Here
NCAA Beach Volleyball
Winter Lecture Series
Shelling (new campaign)
National Plan for Vacation Day (Jan. 26)
Book Direct Day (Feb. 3)
Events

Q1 VIDEOS

Destination Sizzle Reel
Spring Family
Guided Tours
Sunset Cruises
Golf (Cypress Bend)
Golf (Peninsula)
Getting Here (remake)
Keeping Fit on Vacation
Fishing - How-To (Bama Beach Bum)
Fishing - Shore, inshore gear (Bama Beach Bum)



Q1 EVENTS*

OB Seafood Festival & Car Show (Feb. 27)
OB Festival of Art (March 13-14)
*Subject to change

Q1 WEBSITE PAGES

Gulf State Park landing page **New!**
Shelling **New!**
Shrimp Fest landing page (update)
Coronavirus page (ongoing updates)

ONGOING CAMPAIGNS

Vacation Guide, fishing, golf, Leave Only Footprints, Share the Beach, Byway, nature, history, Welcome Center visitation, newsletter sign-ups, culinary, educational opportunities, Coastal Crafters, Signature Experiences



Q1 NEWSLETTERS

Monthly:
Partner Post - 1/19, 2/16, 3/16
eTidings (leisure + couples) - 1/22, 2/19, 3/19
Inside the Ropes - 2/11, 3/11
Coastal Catch - 2/3, 3/3
Deals (IP co-op) - 1/13, 2/10, 3/10
Quarterly:
Meetings - 2/23
Sports & Events - 2/25
International - 3/23

TOUCHPOINTS

Website, 360 video, social media, promoted social posts, geofencing, Instagram takeovers, calendar of events, press releases, quarterly event release, press trips, blogger trips, WC digital marquees, WC digital bulletin boards, phone on-hold messages, WC interactions, email responses, social media, blogs, direct mail, TripAdvisor, brochures, flyers, vacation guide, video, photography, newsletters, print advertising, digital advertising, radio, TV, connected TV, advertorial/editorial, distributed content