

Q2 2021 LEISURE MARKETING SNAPSHOT

FOCUS

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

CAMPAIGNS

Come to Your Senses (primary) + EDA
Work from Here
NCAA Beach Volleyball
Shelling
Events



PRESS TRIPS

March 28-Apr 1: Blogger Michelle Marine (family travel and spring break focus)
April 16-25: Susan Ebert, Houston Chronicle (outdoors focus)
April 23-26: Celia Evan with Macaroni Kid (girlfriends/moms' getaway focus)
April (dates TBD): Blogger Rosemary Anderson Palmer (family travel focus)
May (dates TBD): Coastal Crafters Blogger FanGuide press trip

Q2 EVENTS*

Bama Coast Cruisin' (4/22-4/24)
Mullet Toss (4/23-4/24)
Hot Air Balloon Festival (5/7-5/8)
NCAA Beach Volleyball (May 7-9)
MBGFC Memorial Day Tournament (5/24-5/30)
*Subject to change

Q2 NEWSLETTERS

Monthly:

Partner Post – 4/20, 5/18, 6/15
eTidings (leisure + couples) – 4/23, 5/21, 6/18
Inside the Ropes – 4/15
Coastal Catch – 5/5, 6/2
Deals (IP co-op) – 4/14, 5/12, 6/9

Quarterly:

Meetings – 5/25
Sports & Events – 4/16
International – 6/22

Q2 WEBSITE UPDATES

Getting Here Page

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

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, TripAdvisor, brochures, flyers, vacation guide, video, photography, newsletters, print advertising, digital advertising, radio, TV, connected TV, advertorial/editorial, distributed content

Q2 VIDEOS

Completed throughout the quarter

Gulf Shores Welcome Center
Orange Beach Welcome Center
Golf: How to play a hole (course TBD)
Golf: How to play a hole (course TBD)
Fishing – Topic TBD (Bama Beach Bum)
Fishing – Topic TBD (Bama Beach Bum)
Gulf State Park
Dolphin Tours
Shelling

