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 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

Q2 VIDEOS
Completed throughout the quarter
Gulf Shores Welcome Center
Orange Beach Welcome Center
Golf: How to play a hole (course TBD)
Fishing – Topic TBD (Bama Beach Bum)
Gulf State Park
Dolphin Tours
Shelling

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