

# Q3 2021 LEISURE MARKETING SNAPSHOT



## FOCUS

Nature-based and other activities that allow for social distancing, outdoor dining, fall travel, fall events

## CAMPAIGNS

Come to Your Senses  
Work from Here | Events  
Worth the Wait (in-market campaign only)

## PRESS TRIPS

July 31-Aug 7: Blogger Michelle Price  
Aug. 16-18: Blogger Caroline Eubanks  
Aug. 26-29: Blogger Montoya Hudson  
Sept. 12-15: Girlfriend Blogger FanGuide Trip  
Sept. 13-16: Group of Golf Media  
Sept. 16-19: Diving Bloggers Trip  
Sept. 17-20: Food writers attending Sweetest Chefs

## Q3 NEWSLETTERS

### Monthly:

Partner Post – 7/20, 8/17, 9/21  
eTidings (leisure + couples) – 7/23, 8/20, 9/17  
Inside the Ropes – 8/12, 9/9  
Coastal Catch – 7/7, 9/1  
Deals (IP co-op) – 7/14, 8/11, 9/8

### Quarterly:

Sports & Events – 7/27  
Meetings – 8/24  
International – 9/28



## 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



## Q3 EVENTS\*

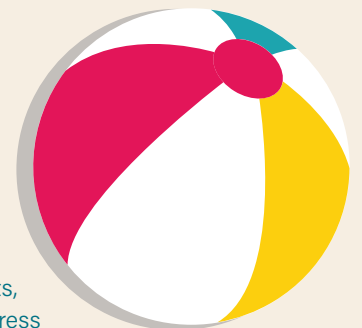
Independence Day celebrations (7/4)  
MBGFC Junior Angler Tournament (7/9-11)  
Blue Marlin Grand Championship (7/14-17)  
Alabama Deep Sea Fishing Rodeo (7/15-18)  
MBGFC Billfish Limited Tournament (7/23-25)  
MBGFC Ladies Tournament (7/30-8/1)  
MBGFC Labor Day Invitational (9/2-6)  
Bulls on the Beach (9/9-11)  
Brett/Robinson Alabama Coastal Triathlon (9/11)  
Sweetest Chefs of the South (9/17-19)  
Alabama Coastal Cleanup (9/18)

\*Subject to change

## Q3 VIDEOS

### Completed throughout the quarter

4th of July (filming only; for future video)  
General fishing (Matthew Isbell)  
What's in my beach bag  
Winter lecture series  
Coastal Christmas  
Destination golf



## 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