



Q4 2021

LEISURE MARKETING SNAPSHOT



FOCUS

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

CAMPAIGNS

Simple Things (primary campaign)
Work from Here
Events

PRESS TRIPS

- Oct. 1-4:** Blogger Joi Light (family travel/girlfriends)
- Oct. 14-17:** Bloggers Bob Bales & Jason Barnette
- Oct. 15-19:** Blogger JayJay Goodvin (family travel/food)
- Oct. 23-26:** Blogger Nikki Rue (family travel)
- Oct. 28-31:** Freelance writer/blogger Jan Schroder (activities)
- Nov. 3-5:** Chef Camp
- Nov. 16-19:** Blogger FanGuide (homeschool/education travel)
- Nov. 24-28:** Blogger Amy Albers (health/fitness & Coastal Half-Marathon)

Q4 NEWSLETTERS

Monthly:

- Partner Post – 10/19, 11/16, 12/21
- eTidings (leisure + couples) – 10/22, 11/19, 12/17
- Inside the Ropes – 10/14
- Deals (IP co-op) – 10/13, 11/10, 12/8

Quarterly:

- Sports & Events – 10/26
- Meetings – 11/23
- International – 12/28



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

Q4 EVENTS*

- Alabama Coastal Birdfest (10/6-9)
- Original German Sausage Festival (10/30)
- SEC Women's Soccer Championship (10/31-11/7)
- Songwriters' Festival (11/4-14)
- Bama-Q SCA Steak Cook-Off (11/19-21)
- Bellingrath's Annual Magic Christmas in Lights (11/24-1/2)
- Coastal Half Marathon & 5K (11/27)
- NAIA Women's Soccer Championship (11/30-12/6)
- Reelin' in the New Year at The Wharf (12/31)
- Noon Year's Eve at LuLu's (12/31)
- Christmas Activities & Events

*Subject to change

Q4 VIDEOS

Completed throughout the quarter

- Sunset cruises
- Simple Things pre-roll (for YouTube & connected TV)



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, connected TV, advertorial/editorial, distributed content