

Q1 2022 LEISURE MARKETING SNAPSHOT



FOCUS

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

CAMPAIGNS

Simple Things (primary leisure campaign)
Work from Here
Events

PRESS TRIPS

Feb. 22-25: Blogger Fam

March 2-5: Stephanie Telaghani

March 7-13: Fred Alvator (Golf)

February/March: Kit Bernardi, Andrea Guthman

March/April: Guy Blogger Gulf Coast Road Trip
FAM, Chris Hunt (Fishing)

Q1 NEWSLETTERS

Monthly:

Partner Post – 1/18, 2/5, 3/15

eTidings (gen. leisure + couples) – 1/21, 2/18, 3/18

Inside the Ropes – 2/25, 3/25

Deals (IP co-op) – 1/12, 2/9, 3/9

Quarterly:

Sports & Events – 1/20

Meetings – 2/22

International – 3/22



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 EVENTS*

Flora-Bama Polar Bear Dip (1/1)

Big Beach Marathon, Half Marathon & 7K (1/29)

Sweetheart 5K, Sea Turtle Half Marathon & Fun Run (2/12)

Flora-Bama Super Chili Cookoff (2/12)

LuLu's Annual Tropical Reunion Wedding Vow

Renewal Ceremony (2/14)

I Pink I Can 4 Mile Run/Walk (2/14)

Orange Beach Seafood Festival & Car Show (2/19)

Mystical Order of Mirams Parade (2/26)

Mystics of Pleasure Parade (2/26)

Gulf Shores Mardi Gras Parade (3/1)

Orange Beach Mardi Gras Parade (3/1)

LuLu's Mardi Gras & Anniversary Boat Parade (3/1)

Baylyhoo Festival (3/5-6)

Riley Green with Travis Tritt & Frank Foster at The Wharf (3/11)

Riley Green with John Michael Montgomery & Colt Ford at The Wharf (3/12)

Orange Beach Festival of Arts (3/12-13)

Wharf Boat & Yacht Show (3/18-20)

*Subject to change

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

Q1 VIDEOS

Videos in Production

4th of July