

Q2 2022 LEISURE MARKETING SNAPSHOT



FOCUS

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

CAMPAIGNS

Simple Things (primary leisure campaign)
Work from Here
Beach Safety
Events

PRESS TRIPS

March 31-April 2: Ashley Hubbard
Jen and Ed Coleman
April 13-16: Andrea Gunthman
April 24-25: Charles McCool
World Games FAM

Q2 VIDEOS

Completed Throughout Quarter
Sustainability
Ballyhoo
Outdoor Writers' Association Sizzle Reel

Q2 NEWSLETTERS

Monthly:

Partner Post – 4/19, 5/17, 6/14
eTidings (gen. leisure + couples) – 4/22, 5/20, 6/17
Inside the Ropes – 4/22
Coastal Catch – 5/4, 6/1
Deals (IP co-op) – 4/13, 5/11, 6/8

Quarterly:

Sports & Events – 4/26
Meetings – 5/24
International – 6/21



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



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 EVENTS*

Annual Mullet Man Triathlon (4/9)
Camellia Classic Open Car Show (4/9)
Waterway Village Zydeco & Crawfish Festival (4/16)
Flora-Bama Annual Mullet Swing Golf Tournament (4/20)
Flora-Bama Interstate Mullet Toss & Gulf Coast's Greatest Beach Party (4/22-24)
Bama Coast Cruisin' (4/29-30)
The Invitational (5/5)
NCAA Beach Volleyball Championship (5/4-8)
Gulf Coast Hot Air Balloon Festival (5/12-14)
C Spire Concert Series: Tim McGraw with Special Guest (5/14)
Orange Beach Billfish Classic (5/17-22)
C Spire Concert Series: Kenny Chesney (5/19)
Hangout Music Festival (5/20-22)
MBGFC Memorial Day Tournament (The Gulf Coast Masters) (5/23-29)
Paradise Island 5K (5/29)
C Spire Concert Series: Jimmy Buffett & the Coral Reefer Band (6/02)
C Spire Concert Series: Koe Wetzels with Special Guests (6/04)
Annual Flora-Bama Fishing Rodeo (6/10-12)