

Q3 2022 LEISURE MARKETING SNAPSHOT



FOCUS

Nature-based activities, outdoor dining, summer and fall travel

PRESS TRIPS

June 13-15: Detlef Berg for AL Tourism

CAMPAIGNS

Simple Things
Beach Safety
Budget Travel

Q3 VIDEOS

Completed Throughout Quarter
Mullet Toss
Hangout Fest

Q3 NEWSLETTERS

Monthly:

Partner Post: July 19, Aug. 23, Sept. 20
E-Tidings: July 22, Aug. 26, Sept. 16
Coastal Catch: July 6, Sept. 14
Inside the Ropes: Aug. 19, Sept. 23
IP Co-Op: July 13, Aug. 17, Sept. 7

Quarterly:

Sports & Events: July 26
Meetings: Aug. 30
International: Sept. 27



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



TOUCHPOINTS

Website, 360 video, social media, promoted social posts, geofencing, Instagram takeovers, calendar of events, press releases, quarterly event releases, 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

Q3 EVENTS*

Morgan Wallen Concert: July 2-3
Flora-Bama Fourth of July Party: July 4
Gulf Shores Independence Day Celebration: July 4
Blue Angels Beach Air Show: July 6
Annual MBGFC Junior Angler Tournament: July 8-9
Blue Marlin Grand Championship: July 13-17
Alabama Deep Sea Fishing Rodeo: July 14-17
Chris Stapleton Concert: July 15
USSA Fastpitch National Championship: July 17-30
MBFGC Billfish Limited Tournament: July 22-24
Annual MBGFC Ladies Tournament: July 29-31
King Master Orange Beach: Aug. 3-6
Orange Beach Open: Aug. 4-6
Keith Urban Concert: Aug. 6
Flora-Bama's Gulf Coast Paddle Championship: Aug. 27
Annual MBGFC Labor Day Invitational: Sept. 1-5
Parker McCollum Concert: Sept. 2
Bulls on the Beach: Sept. 8-10
Brett/Robinson Alabama Coastal Triathlon: Sept. 10
BirdFest: Sept. 28-Oct. 1