

Q4 2022 LEISURE MARKETING SNAPSHOT

FOCUS

Fall Travel
Winter Travel
Nature-Based Activities
Outdoor Dining

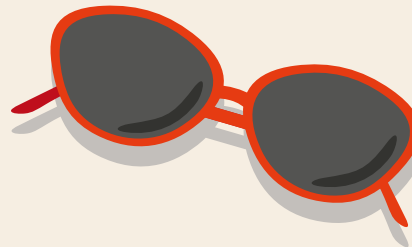
CAMPAIGNS

Simple Things
Beach Safety



PRESS TRIPS

Nov. 3-6: Jon Rizzi
Nov. 14-17: Heather Brown



Q4 NEWSLETTERS

Monthly:

IP Co-op: 10/6, 11/9, 12/7
Inside the Ropes: 10/28
eTidings: 10/21, 11/18, 11/16
Partner Post: 10/18, 11/25, 12/20

Quarterly:

Sports & Events: 10/25
International: 11/22
Meetings: 12/2



ONGOING CAMPAIGNS

Vacation Guide, Beach Safe, Fishing, Golf, LOF, Share the Beach, Byway, Nature, History, Welcome Center Visitation, Culinary, Newsletter Signups, Educational Opportunities



Q4 EVENTS*

Freedom Fest: 9/30-10/2
Shrimp Fest: 10/6-9
Flora-Bama Oktoberfest: 10/9
Luna's Oktoberfest: 10/16
Bama Q: Grilling on the Gulf Steak Cookoff: 11/4-5
Sandcastle Showdown: 11/5
Coastal Alabama Couple's Classic: 11/6-9
Frank Brown Songwriter's Festival: 11/3-13
Blue Angels Homecoming Air Show: 11/11-12
Grinchmas: 12/4-18
Flora-Bama's Santa Drop: 12/10
Lighted Boat Parade: 12/10
Noon Year's Eve: 12/31
Reelin' in the New Year: 12/31



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, blogs, TripAdvisor, brochures, flyers, vacation guide, video, photography, newsletters, print advertising, digital advertising, radio, TV, connected TV, advertorial/editorial, distributed content

Q4 VIDEOS

Videos in Production

Mardi Gras
Shrimp Fest
Freedom Fest