

International Trade FY 2010 Marketing Plan

OBJECTIVES

- Maintain system for determining increase/decrease of the international visitation to Mississippi
- Increase the number of international visitors to Mississippi and maximize their length of stay
- Increase awareness of Mississippi as an international travel destination to tour operators and receptive operators
- Develop in-depth international market knowledge and service readiness statewide

STRATEGY I

- Expand development of Mississippi's international product offerings, resources and services

ACTION PLANS

- Continue partnership with the Memphis Convention and Visitors Bureau to contract with Lofthouse Enterprises & Advance International
- Operate and oversee Mississippi tourism specific international offices in England, Germany and Japan
- Conduct meetings/presentations with Convention & Visitors Bureaus and local tourism offices to discuss the international marketing program
- Incorporate client tracking activities of European offices into state's database program to further develop company profiles. Maintain regularly
- Provide interested Mississippi tourism entities market and company profiles of international brokers, agents and wholesalers from state's database
- Maintain annual tour operator brochure reviews by country for measurement of state and city inclusion. Forward to MS's International Marketing Partners. Include annual European and Japanese office accomplishment report

- Continue international visitor tracking mechanism with key local attractions to determine benchmarks and the increase/decrease of international visitation. Compare visitation to reports since 2001
- Update inventory of receptive operator companies that provide Mississippi programs. Cross reference with International tour operator programs, Mississippi brochure reviews and CVB databases
- Prepare program and appointment recaps/leads following trade show activities. Distribute to interested tourism entities statewide
- Monitor monthly international trade, consumer and media inquiries. Provide annual percentages of change and measurement. Increase inquiries by ten percent
- Explore possible international website links and cooperative opportunities
- Continue onsite web-site upgrades to meet needs of consumer and trade/media
- Reproduce collateral materials for target audiences (sales guides, videos, posters and photography) as needed
- Maintain updates to bureaus and international partners on state's international file of upcoming state and regional organization cooperative promotion opportunities. Bureaus to forward to other local entities

STRATEGY II

- Conduct Mississippi specific Pan-European, Asian and Canadian sales, marketing and public relations efforts through Mississippi/Memphis partnership and state public relations contact

ACTION PLANS

- Operate Mississippi/MemphisMarketing campaigns in Japan, the United Kingdom, Germany, France, the Netherlands, Italy, Belgium, Austria, Switzerland, and Ireland
- Implement a public relations campaign that reinforces our positioning objectives and promotes the sale of package developed by third party sellers.
- Continue to establish network of targeted audiences
- Travel trade - USA Specialist tour operators, Retail Travel Agents, Receptive Operators, Visit USA Programs
- Consumer - 18+ adults, Independent travelers, Professionals, Repeat USA visitors,

American Music Fans, women (key travel decision makers)

- Media - International and Country/Regional Press, Travel and Food/Drink, Women's Publications, Outdoor Activities, Music Press, Leisure/Arts/ Inflight, Radio Travel Features, TV and Cable Travel Shows
- Generate editorial coverage to target media and develop strategic advertising campaign to compliment editorials
- Provide regular informational and promotional mailings to international travel trade and media audiences through our international tourism offices
- Provide on-going training and educational initiatives with international travel trade through our international tourism offices
- Source initiatives to encourage Mississippi's inclusion in southern tour programs
- Conduct on-going sales efforts and promotions with top inbound receptive operators in New York, California, Tennessee and Florida. Attend Receptive Services Association Annual Summit and North American Journeys Summit. Explore opportunities to make receptive calls in Florida and NYC along with Travel South USA International Committee.
- Exhibit at consumer holiday shows throughout the world and at key international travel trade marketplaces/events and offer cooperative opportunities when available. World Travel Market , ITB, Consumer Shows, TIA Pow Wow, JATA,
- Distribute at no cost to target audiences collateral materials (brochures, videos, posters, photography, and itinerary planning guides)
- Conduct 4 Mississippi Media FAM tours 3 European & 1 Japanese
- Develop cooperative promotions with major transportation carriers serving Mississippi's gateways and with Mississippi industry partners pursuing the international market

STRATEGY III

- Cost-effectively establish a Mississippi image and presence in developing markets through cooperative regional and international alliance partnerships

ACTION PLANS

- Develop co-op marketing campaigns with tour operators and travel agents to sell Mississippi product

- Provide third-party sellers with sales tools to stimulate product development and sales
- Maintain active membership in international organizations and committees
 - Travel Industry Association of America
 - Mississippi River Country
 - Receptive Services Association
 - Travel South USA
 - Visit USA Committees in target countries
- Maintain Deep South USA collaborative with Georgia, Louisiana, Alabama and Tennessee. Inquiry programs and designated consumer show participation in European markets.
- Participate with Travel South USA in international projects with greatest potential for exposure and return. Per project basis. China
 - Trade Shows/Leads
 - Trade Newsletters
 - Travel Agent Training
 - Web site
 - Sales Missions
 - Advertising
 - Brochure Development
 - Trade & Media Fam Tours
- Participate with Mississippi River Country in international projects with greatest potential for exposure and return. Per project basis. Japan markets
 - Collateral development
 - Advertising
 - Website Information
 - Trade & Media Fam Tours
 - Trade Shows
- Develop Mississippi portion of themed multi-state itineraries. Distribute to trade upon request, during partner sales missions and through regional marketing programs
- Explore participation opportunities with the Japanese & Chinese markets
- Develop Mississippi portion of multi-state packages in cooperation with participating states as response to receptive operator programs
- Generate promotions and FAM tours with companion states for tour wholesalers, retail travel agents and media. Feature multi-state itineraries and packages
- Participate in advertising cooperatives as funding allows. Tour catalogs, newspaper buys, inserts