

Tourism Development – Hometown MS Retirement FY 2009 Marketing Plan

Objectives

- Build a positive image of Mississippi as a retirement destination
- Maintain an overall coordinated effort for retiree attraction/promotion with participation between the State and the Directors of the 21 Certified Hometown Retirement cities.
- Establish benchmarks to determine program effectiveness on an annual basis

STRATEGY I

Track and service the requests of potential retirees interested in relocating to Mississippi

ACTION PLANS

- Provide inquiries with the *Mississippi Living Guide* showcasing the 21 Certified Hometown MS Retirement cities in the State
- Pursue updates of and produce statewide marketing materials as needed
- Act as a resource to potential retirees for referral to appropriate contacts within retirement communities
- Maintain database and track retirement inquiries for Mississippi; continue an annual report for year-to-year comparisons
- Assist HMR communities with development of accurate recording system
- Provide bi-monthly print-out to certified communities of reader responses from *Mississippi Living Guide* and other periodicals

- Provide quarterly report print out of retirement recruitment activity of all 21 of the Certified Retirement communities.
- Assist Mississippi communities in their preparation to market themselves as retirement locations and to develop into hometowns that retirees would find attractive for a retirement lifestyle

STRATEGY II

- Develop a high level of awareness of Mississippi as a retirement destination through participation in trade shows and other marketing activities

ACTION PLANS

- Coordinate theme, booth design, and ad specialties for all convention trade shows
- Attend and exhibit at AARP “Life @ 50, A Celebration of You” Convention, Las Vegas, NV
- Attend and exhibit at American Association of Retirement Communities, November 4 - 6, 2009, Chattanooga, TN
- Conduct Hometown MS Retirement Round-About, April, 2010
- Attend and exhibit at St. Louis Golf Show inconjunction with the Sports Marketing Program Area
- Attend 2 Live South Retirement Real Estate Shows – Chicago and McLean, VA
- Coordinate with Manager of MS Welcome Centers to schedule several Hometown MS Retirement displays at each of the 11 centers.

STRATEGY III

- Support 21 Certified Retirement communities in their efforts and development of new prospects

ACTION PLANS

- Utilize five (5) member Hometown Mississippi Retirement Advisory Committee to discuss and decide on pertinent issues as they relate to the 21 certified cities.
- Distribute leads to retirement offices per client request; produce promotional items to compliment efforts of individual communities
- Meet locally with retirement directors to assist, as needed, in the identification, development and promotion of the meetings market.
- Conduct HMR Directors meeting in the Spring and Fall of each year in one of the certified cities to showcase local area
- Conduct annual HMR Director's Retreat to update retirement directors with latest trends and information on marketing plan promotions
- Offer opportunities to certified retirement communities to co-op and participate in any state marketing effort

STRATEGY IV

- Maintain a high profile in associations where Retiree Attraction directors are members

ACTION PLANS

- Maintain membership in the American Association of Retired Persons
- Maintain membership in the American Association of Retirement Communities.
- Serve on the Board of Directors of the American Association of Retirement Communities
- Investigate and secure membership with other professional organizations dealing with active retiree recruitment.

STRATEGY V

- Develop on-going Hometown Mississippi Retirement (HMR) advertising to increase the awareness of Mississippi as a retirement destination

ACTION PLANS

- Develop new ads for the active adult market
- Maintain advertising efforts in major publications such as, AARP magazine, Where to Retire, Vacations, and Travel America; supply business reply cards as opportunity arises.
- Work closely with MDA/Tourism Advertising Manager and current advertising firm to provide input and keep abreast of HMR advertising efforts.
- Utilize monthly inquiry reports to analyze cost effectiveness of advertising efforts

STRATEGY VI

- Maintain participation in the Mississippi Tourism Development programs offering expertise and support to Mississippi communities

ACTION PLANS

- Attend and present information on HMR, as requested, at the Governor's Conference on Tourism
- Serve as liaison between HMR Directors and the MDA-Tourism Division
- Work with Tourism Development's Golf Marketing manager to cross-promote at tradeshow
- Conduct Hospitality/Customer Service workshops as requested
- Serve as speaker to civic groups and tourism organizations as requested