

Mississippi Tourism

Outdoor Marketing Program Area

Marketing Plan

FY 2010

Objectives

- Build and promote the consumptive and non-consumptive outdoor activities and industry in Mississippi utilizing the state's natural resources including abundant wildlife and fishery resources
- Assist local tourism professionals in defining and developing the entrepreneurial opportunities for establishing outdoor industry facilities and tourism assets based on outdoor resources
- Encourage the inclusion of outdoor recreation development opportunities as a part of overall economic development strategies
- Promote the full development of outdoor recreation opportunities as components of Mississippi's expanding tourism product

Strategy

Maintain dialog with local development professionals and clients on needs, opportunities, and resources available to support destination resort and outdoor recreation development

Action Plans

- ❖ Help communities identify consumptive and non-consumptive resources available in their local areas
- ❖ Attract outdoor recreation tourists to the abundant natural resources Mississippi has to offer
- ❖ Utilize several mediums of communication to increase public and local tourism officials' awareness of the outfitters and guides that are available in Mississippi and there local areas
- ❖ Conduct site visits to local communities with outdoor recreation areas to develop partnership relationships with local tourism office personnel and to catalog available attractions

- ❖ Maintain listings of guides and website data appropriate to providing maximum accessibility of information on the outdoor recreation opportunities available in Mississippi

Strategy

Maintain contact with appropriate media representatives and conduct a coordinated program to increase awareness of the state's outdoor recreation opportunities, thereby generating inquiries from potential clients

Action Plans

- ❖ Promote and support the existing guides, outfitters, and industry organizations encouraging the development of additional services and facilities
- ❖ Host outdoor writers and TV show producers for media hunts and fishing trips to locations across the state utilizing local outfitters and other local officials to provide story and TV show material that highlights the outdoor resources available in Mississippi
- ❖ Communicate the active role that MDA plays in the development of the emerging outdoor recreation industry
- ❖ Promote and support the outfitters and guides statewide by providing media recruitment and outdoor writer placement
- ❖ Attend conferences and tradeshow annually that network with outdoor writers and others in the outdoor recreation industry
- ❖ Promote media exposure of the outdoor recreational opportunities in Mississippi by providing hunting and fishing licenses to outdoor media writers and outdoor television show producers

Strategy

Promote nature-tourism as one of Mississippi's fastest growing trends in tourism

Action Plans

- ❖ Host media trips to the non-consumptive recreation attractions and wildlife areas statewide to promote nature-tourism in the state

- ❖ Work with local tourism officials to give them knowledge of nature-tourism and the action that must be taken to develop attractions and to protect those attractions
- ❖ Participate in conferences and symposiums on natural resource based enterprises to gain knowledge of how to assist the local communities
- ❖ Create nature tourism travel or tour itineraries for each region of the state to be hosted on the Tourism website and submitted to tour operators.

Strategy

Promote Agritourism in Mississippi as a component of the total nature tourism product to enhance farm incomes, sustain farming operations, and add economic activity to rural areas

Action Plans

- ❖ Survey and create an inventory of Agritourism businesses statewide
- ❖ Maintain an updated web presence of all businesses on the Tourism website
- ❖ Host media trips that will include visits to Agritourism sites
- ❖ Participate in a planning committee with other government agencies to create a cohesive multi-agency approach to the development of the Agritourism industry in Mississippi and for assistance to the business owners
- ❖ Work with the Mississippi Agritourism Association to assist and partner with them for the promotion and marketing of Agritourism
- ❖ Participate in conferences and symposiums on Agritourism to gain knowledge and build working relationships with those in the industry nationwide