

# **CULTURAL HERITAGE DEVELOPMENT PROGRAM FY 05 MARKETING PLAN**

## **OBJECTIVES**

- \* Continue to establish the awareness of the Mississippi Cultural Heritage Tourism product statewide and nationally.
- \* Develop full inventory of Mississippi's historic, cultural and natural amenities to establish and continue the growth of the MDA-Tourism Division Heritage and Cultural Development program.
- \* Continue to address the issue of travel growth as it relates to Cultural Heritage Tourism in Mississippi and maximize the length of stay to one more day for domestic and international travelers.

## **STRATEGY I**

- \* Strategic Marketing of Mississippi's Cultural Heritage product offerings, resources and services.

## **ACTION PLANS**

- \* Establish an Agritourism Task force to commission and create an Agritourism product with the state of Mississippi's agricultural, natural, ecological, and tourism resources.
- \* Continue to build partnerships with all Convention and Visitors Bureaus, Tourism offices, crossover associations, consortiums, and state departments.
- \* Continuation of attendance at meetings of existing Cultural Heritage programs and oversee Mississippi tourism office role in development of product.
- \* Further the establishment of relationship with counterpart states to create more co-operative tourism promotions.
- \* Develop resource material that identifies special funding for Cultural Heritage entities and events statewide.
- \* Continue to create database of Cultural Heritage contacts and establish relationship.

- \* Develop Assessment Package for new Cultural Heritage developments and consortiums.
- \* Create and maintain a visitor tracking mechanism with key local hoteliers, bed & breakfast properties, and attractions to determine the increase/decrease of Cultural Heritage event visitation.
- \* Prepare program and appointment recaps following Cultural Heritage program activities. Distribute to interested tourism entities statewide.
- \* Explore possible Cultural Heritage website links and cooperative opportunities.
- \* Maintain updates to bureaus and tourism offices on Cultural Heritage development program with state and regional organizations cooperative promotion opportunities. Bureaus to forward to other local entities

## **STRATEGY II**

- \* Create Mississippi Cultural Heritage tourism experience through driving tours, specific planned itineraries, and special packaging.

## **ACTION PLANS**

- \* Work closely with the government appointed Mississippi Blues Commission to establish a plan to promote authentic Mississippi Blues music and culture for purposes of economic development in the state.
- \* Work with state Convention and Visitors Bureaus to develop list of existing Cultural Heritage entities.
- \* Set up meetings with state agencies to aide in the development of the Cultural Heritage tourism product.
- \* Continue to identify state tourism office role with existing Cultural Heritage programs and how to promote them nationally.
- \* Develop marketing strategy for Cultural Heritage programs to produce special packaging for special events/visitor travel.

- \* Provide educational initiatives of special funding for Cultural Heritage tourism programs through our state office.
- \* Source initiatives to encourage Mississippi's driving tours inclusion in southern tour programs.
- \* Conduct featured Mississippi FAM tours for Cultural Heritage program upon request

### **STRATEGY III**

- \* Establish a Mississippi image and presence in developing markets through cooperative programs with counterpart states.

### **ACTION PLANS**

- \* Arrange a face-to-face meeting with other Southeastern state Heritage Program Managers.
- \* Attend and establish active membership in Cultural Heritage organizations/associations and committees.
  - . Cultural Heritage Tourism Alliance
  - . Mississippi Heritage Trust
  - . National Alliance of Heritage Areas
  - . National Coalition of Black Meeting Planners
  - . National Scenic Byways Program
  - . National Trust for Historic Preservation
  - . Southeast Tourism Society
- \* Continue to work with Alabama in Rural Tourism Conference planning.
- \* Continue to work with the Blues Highway Association to establish a uniform marketing plan and develop strategic plan for National Heritage Area Development in Mississippi Delta.

- \* Continue to work with the Mississippi Hills Heritage Area to establish a uniform marketing plan and develop feasibility study for National Heritage Area Development in Mississippi Hills Heritage Region.
- \* Continue partnership with the Mississippi Delta Tourism Association to establish a regional marketing growth and tourist visitation in Mississippi Delta.
- \* Continue partnership with the Natchez Trace compact and establish relationship Alabama and Tennessee in their efforts to join the compact.
- \* Continue to develop relationship with counterparts involved in the Highway 51, Highway 82, and Tenn-Tom compacts.
- \* Establish relationship with Mississippi Gulf Coast Tourism Offices to build more awareness and promotion of Heritage and Cultural product in the coastal region of the state