

The Natchez Trace Compact

Annual Report 2020

Our States

Mississippi: visitmississippi.org

Alabama: alabama.travel

Tennessee: tnvacation.com

Our Communities

Mississippi

Natchez

Raymond

Clinton

Jackson

Ridgeland

French Camp

Tupelo

Tishomingo

Alabama

Tuscumbia

Sheffield

Muscle Shoals

Florence

Tennessee

Collinwood

Hohenwald

Leiper's Fork

Franklin

Nashville

Our Mission

To attract more visitors to travel the Natchez Trace Parkway and to visit member cities experiencing offerings along the route while creating an economic impact through travel and tourism.

By sharing time, money and resources the communities and partners of the Natchez Trace Compact have secured hundreds of thousands of dollars in grants, have contributed individual membership funds to secure these grants and have introduced the region to numerous attractions, experiences and intrinsic qualities along the Parkway.

What Our Partnership Has Accomplished

- » Held quarterly meetings along the Trace (or virtually) to evaluate, enhance and implement a 3-state strategy to market tourism activities and address action plan shifts due to COVID.
- » Continued implementing the adopted strategic plan, Compact 2020. Established a committee to develop Compact 2025.
- » Operated under a marketing plan that included:
 - Public Relations
 - Digital Marketing
 - Advertising
 - Collaterals
 - Research
 - Production
 - Website
 - Administration
 - Partnerships
- » In the unique past few months of travel and need to social distance, the Natchez Trace Parkway and adjacent communities have seen some of the largest engagement numbers ever. We are proud that this partnership has been able to successfully assist thousands as the search for responsible travel exploration has dramatically increased.

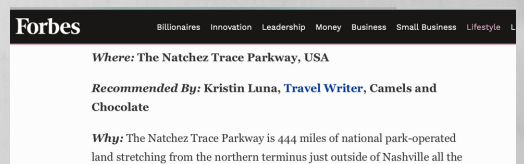
Marketing Highlights

Print/Digital Media

- » Ran national media schedule reaching a circulation of over 1.1 million in print media (not including online impressions) and partnership with *Digital Influencer Kristin Luna of Camels & Chocolate*.
- » Continued Search Engine Optimization and digital advertising strategies including seasonal campaigns. These were also altered to address COVID travel needs.
- » Gained exposure by placing ads in the state tour guides of Alabama, Mississippi and Tennessee as well as American Road Magazine and a Fall Travel insert. Fulfill all requests for more information.
- » Ran image banner ads, photos of the month, feature stories, podcasts, newsletter and event links on media websites and social outlets.

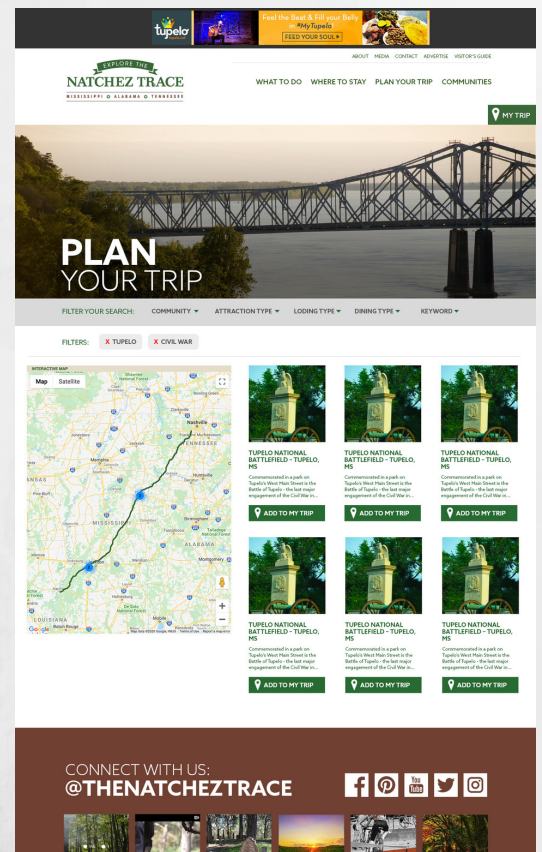
Public Relations

- » Continued to update media room on www.scenictrace.com.
- » Promoted social video clips to targeted audiences.
- » Worked with national travel writers, newspapers and publications to provide press releases and photos resulting in over 4,400 story mentions with a n audience each of 1.5 billion and worth over \$1.1 million.



Marketing Highlights (cont'd)

- » Shared 20 new :15 videos to focus on selected topics to reach target audiences and enhance our YouTube presence.
- » Updated scenictrace.com with new advertisers, a timely blog, actively updated media room and new itinerary planner.
- » Posted news, events, promotions and updates to all social media outlets and website.
- » Maintained mobile scenictrace.com.
- » Distributed monthly newsletter to an opt-in email list of over 33,900 with an average 16% open rate.
- » Engage social media including:
 - Facebook with 58,100 likes (2.4% increase over last year)
 - Twitter with 5,672 likes (3.8% increase over last year)
 - Instagram with 15,300 followers (14.2 % increase over last year)
 - Pinterest with 3,360 followers (86.5% increase over last year)
 - YouTube with 93,280 views (23% increase over last year)



ESTABLISHED NEW GOALS 2020 - 2021

- » Create new public relations plan sensitive to restricted travel conditions and distribute feature stories to travel writers.
- » Launch updated scenictrace.com.
- » Create Compact 2025, our strategic plan.
- » Create new initiatives and continue increasing sales to be self-sustaining.
- » Continue monthly e-mail blast campaign.
- » Continue online promotions and posts to increase the email list and social media followers.
- » Continue social media manager tasks for online social marketing efforts.
- » Work with the National Park Service and headquarter's staff to address Parkway issues and cross-promote communities along the Natchez Trace.
- » Explore a redesign of the Image Brochure (fulfillment piece).
- » Continue working with digital influencer Kristin Luna of Camels and Chocolate to increase our social media following and exposure. Coordinate her visits along the Parkway and to member communities.
- » Review and update official bylaws.
- » Advertise in vacation guides of all three states.
- » Continue to fulfill reader service leads and online inquiries.
- » Continue Search Engine Optimization and digital advertising program.
- » Consider a rebrand to freshen look in advertising and collaterals.