

MRPC Marketing Committee Meeting – November 10, 2022

Laura Beth (MS)

Jean (WI)

Megan (MN)

Norma (KY)

Shelley (MS)

Holly (IL)

Sherri (WI)

Sharon LA)

The meeting was called to order at 9:01am

Do we incorporate “day of” into our social content calendars? Yes, the national office does include them.

International Tradeshow with MRC update – Tourism Expo in Japan and ITB Asia in Singapore. Millions of people have visas and want to travel, tour operators said. “Taking selfies” is popular for the bragging rights, especially in the India market. Let’s create a “list of selfie spots.”

LA grant includes international marketing to Italy, Spain and India. People are looking for something different after visiting both coasts. There are many Indian students attending school in Illinois and their families/friends come to visit for 2-3months.

If international tradeshows are successful, should MRPC look at domestic tradeshows? Maybe MRPC could piggyback when other states are attending domestic shows and be a part of a state’s booth and promote GRR. Domestic trade is where visitors are coming from. Let’s consider 1-2 tradeshows, such as NTA or ABA. Holly Cain would be interested in attending on behalf of MRPC.

Develop membership and sponsorship options and consider visitor guide advertising trade. Look at city/county/ Main Street/ tourism commissions/ CVBs/ Chambers and individual memberships.

Look at Google ad grant opportunities.

Meeting adjourned at 9:45am