



BOOSTING YOUR INTERNATIONAL
MARKETING EFFORTS WITH

Mississippi River Country



IPW 2022

What is Mississippi River Country (MRC)?

- DMO representing 10 states that border the Mississippi River
 - Established in 1986; primary market = Japan



What is Mississippi River Country (MRC)?

- Uses Mississippi River as an icon to create visual representation of region
- “Heart of America” - easily identified by location, highlights impact of river

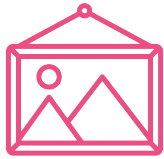


Benefits for member states & travel partners

- Inclusion in itineraries - multi-state, regional, based on themes and geography
- Opportunity to add international markets collectively to maximize impact and minimize cost
- Utilize resources such as in-market representation, websites, fulfillment pieces, info booths, events



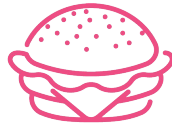
BENEFITS



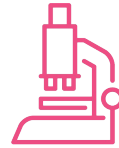
CULTURE



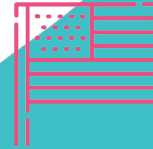
MUSIC



**FOOD &
AGRICULTURE**



**SCIENCE &
HISTORY**



**ICONIC
AMERICA**

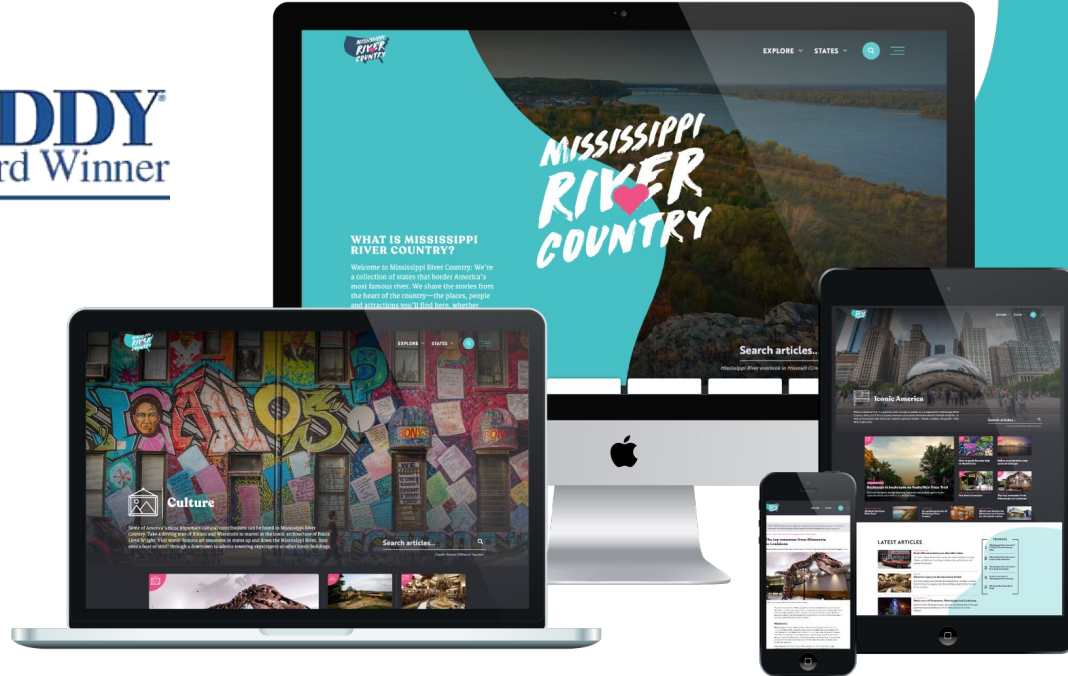


**OUTDOOR
ATTRACTIONS
& RECREATION**



THEMES

MississippiRiverCountry.com



MISSISSIPPIRIVERCOUNTRY.COM



Mississippi River Country

2.8K likes • 21 following



FACEBOOK & INSTAGRAM

mississippi river country
Sweden Creek Falls



mississippi river country Is it any wonder why they Arkansas "the Natural State"?

Photo: Arkansas Department of Parks, Heritage & Tourism

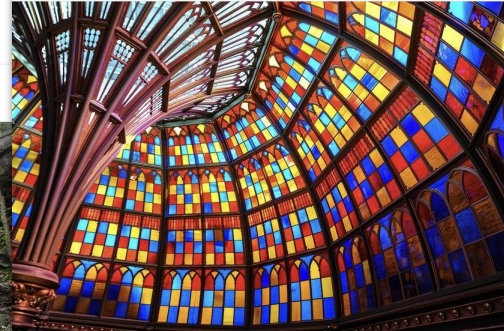
mississippi river country
March 21

Take in a unique concert experience at Cumberland Caverns in central Tennessee, which hosts nationally touring acts in a natural underground amphitheater.

Photo: Tennessee Tourism



mississippi river country
Louisiana's Old State Capitol



11 likes

mississippi river country Lovely colors at the Old State Capitol. 🌈 (📍: Louisiana Office of Tourism) #louisiana #batonrouge #oldstatecapitol #travel #stainedglass #dome #architecture

Comments 36 Shares

Boost post

MRC's future marketing efforts

- December 2021 strategic plan
 - Maintain presence in Japan
 - Continue growth in Canada market
 - Add emerging markets: South Korea, India



Market Updates Japan and South Korea

IPW Orlando

June 5, 2022



JAPAN



JAPAN



Japan Market Size

- 20 Million Outbound Travelers in 2019—Record High
- 2nd largest overseas market to U.S. behind UK—3.5 million Japanese to U.S. Mainland
- Consistently one of highest spending markets





TRAVEL LANDSCAPE

Saving ratio highest since 1994—
especially among seniors

Consumer spending back to
pre-pandemic levels

Unemployment rate at 2.8% and
falling

Vaccination rate: 82%; 4th boosters
beginning in June

Plentiful Air Service-At least one
daily flight back for most U.S.
gateways

Most Risk Averse Travelers—Most
will wait to be sure they can travel
safely before going overseas



REOPENING

- Gradual Opening in June
 - 20,000 arrivals per day
 - No PCR test on arrival for vaccinated travelers
 - Inbound leisure groups
- Fully Open in July/August
 - Hawaii, Guam, Korea
 - U.S. Mainland
- Pent Up Demand—140,000 Japanese traveled overseas during Golden Week in early May, up 400% over 2021



KEY TRENDS POST-PANDEMIC

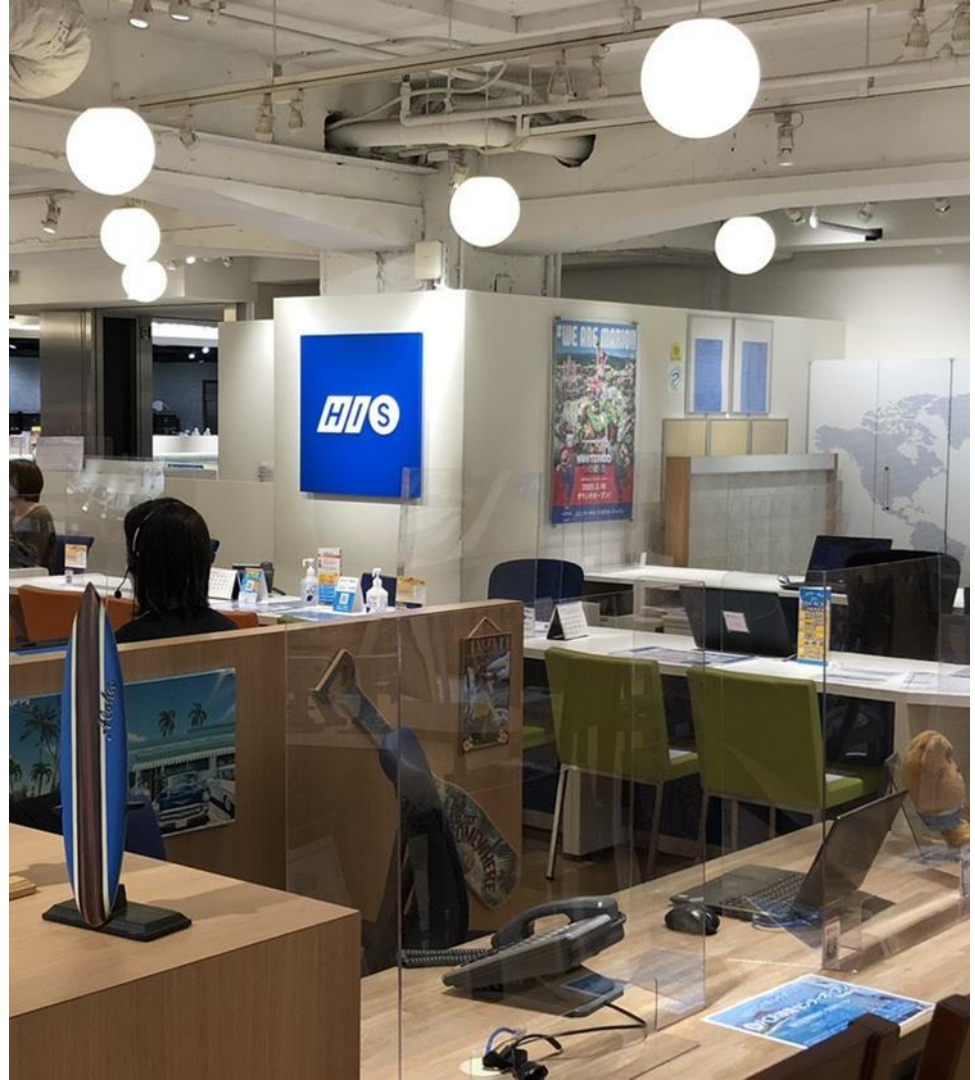
- Millennial Women (FITs), Senior Women (small groups), Students, VFR, Business Travelers
- Return to familiar destinations
- More reliance on social media
- More reliance on travel agents, even among younger travelers
- Reinforced emphasis on key motivators: magnificent nature, sightseeing, culinary, shopping
- New focus on sustainability





TRAVEL TRADE LANDSCAPE

- Major tour operators still dominant—Trusted names (JTB, H.I.S., KNT etc.)
- Increased usage of OTAs for FITs, young people
- Simple, single destination packages
- Controlled, small groups—Less than 10 pax



JAPAN OPPORTUNITIES

- Capitalize on the familiar—
Remind Japanese what they loved and missed
- Focus on Americana, music, culinary, educational travel
- Think Social—social media, partnerships with OTAs and airlines, media coverage
- Renew relationships with US-based Japanese receptives





HOW WE PROMOTE MRC MEMBERS

- IPW
- Sales calls
- Media FAMs
- Travel shows in Japan and Singapore
- CA sales mission – TBD
- E-newsletter
- Social media
- Digital/Printed guide (will be updated in 2022)



ミシシッピ・リバー・カントリー USA
Published by Naco Ohta Sasho · January 22 ·
ニューオーリンズの人気ファズフェスティバル「ジャズ&ヘリテージ・フェスティバル」は2022年4月29日-5月8日に開催が予定されています。
チケットが発表されました。詳しくはウエブサイトをご覧ください。
チケットは現在のみこウオークランドバスのみが発売されており、個々のライブについてのチケットは未発売ですので、ご注意ください。
<https://www.nojazzfest.com>



NOJAZZFEST.COM
New Orleans Jazz & Heritage Festival Presented By Shell - April 29 - May 8, 2022



SOUTH KOREA

South Korea



SOUTH KOREA MARKET SIZE

- 28.8 MIL Outbound Travelers in 2019, record high
- 60% of the population traveling abroad annually
- 2.3 MIL Korean travelers to the U.S.



TRAVEL READY

- Relatively robust local economy with absence of complete lock-down. Economy grew at 3.1% in Q1 2022 with consumer confidence and sentiment steadily improving
- Unemployment rate fell 1.3% YOY, now at 3%
- Vaccination rate: 64.8% boosters completed in May
- Airline service: largely back; weekly int'l 532 flights in May & 762 in June



REOPENING

- With travel restrictions lifted, speedy recovery in outbound travel is expected
- Outbound travel: 146,000 trips in April, 96.6% increase vs. March
- Daily sales of international tickets increased 11 times in March vs. February (as per trip.com)
- International travel is expected to be back to pre-covid in May 2023



KEY TREND POST-PANDEMIC

- More FITs (VFR, business travelers, honeymooners, couple/friends' trips), fewer groups
- Destinations with lesser restrictions favored (Searches for U.S. routes were highest followed by Europe in Feb, March on trip.com)
- More reliance on OTAs and online platforms
- More reliance on social media
- Key motivators: nature/outdoor, road trips, wellness, shopping
- Utmost focus on safety



TRAVEL TRADE LANDSCAPE

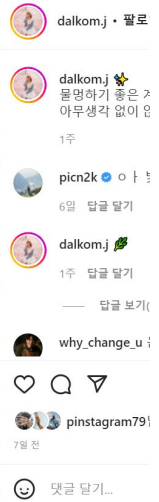
- Major tour operators still dominant (Hana Tour, Mode Tour, Yellow Balloon Tour, Very Good Tour etc.)
- Prominent increased usage of OTAs. Domestic OTAs expand to international travel and major tour operators expand their online platforms
- Controlled, small groups, safety-focused tours





KOREA OPPORTUNITIES

- Capitalize on the interest in U.S. travel; focus on nature, outdoors, history, culture and safety
- Foster bleisure trips (Korean corporates in Atlanta and Tennessee)
- Foster edu-tourism through English language craze among all age groups
- Think Social—social media, travel influencers, partnerships with OTAs, airlines



THANK YOU!





connectworldwide
— cww.travel —



India Market Overview



connectworldwide

— **cww.travel** —

As the Indian affiliate of connect worldwide we partner with a leading international organisation to provide sales, marketing, PR and digital solutions to hotels, national tourism offices and destinations. connect worldwide also provides luxury hotel and resort companies with access to a professional hotel sales team in international markets. Solutions range from international sales in one country to coverage in multiple countries or regions.

HEAD QUARTERS:

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Mumbai Office:

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Enclave,
Laljipada, Link Road,
Kandivali West,
Mumbai – 400067

New Delhi:

B-31/A, First Floor,
Kalkaji,
New Delhi – 110019

Meet The Team



Vasudha

Managing Director - India

Travel & Hospitality
Professional Advocate
of Wellness
Experience: 35+ years



Sanjay

Partner - India

ROI Keeper
Qualified Unani practitioner
Off-Roader
Experience: 18+ years



Shelly

Director Destinations

Destination Specialist
Master Cook Aspiring
Horticulturist
Experience: 15+ years



Puneet

Director – MARCOM & Business Development

Experimenting with life
Café Hopper
Experience: 5+ years



Tonia

Director – Sales

Relationship builder
A Naturalist in search of
Tranquility
Experience: 35+ years



Yash

Director – Business Development & Sales

Corporate Strategist
Out-of-the-Box Thinker
Seasoned Guitarist
Experience: 4+ years

OUR
expertise

More than **just** another agency,
We put the sales back
into representation!





Representation



Marketing



PR & Media



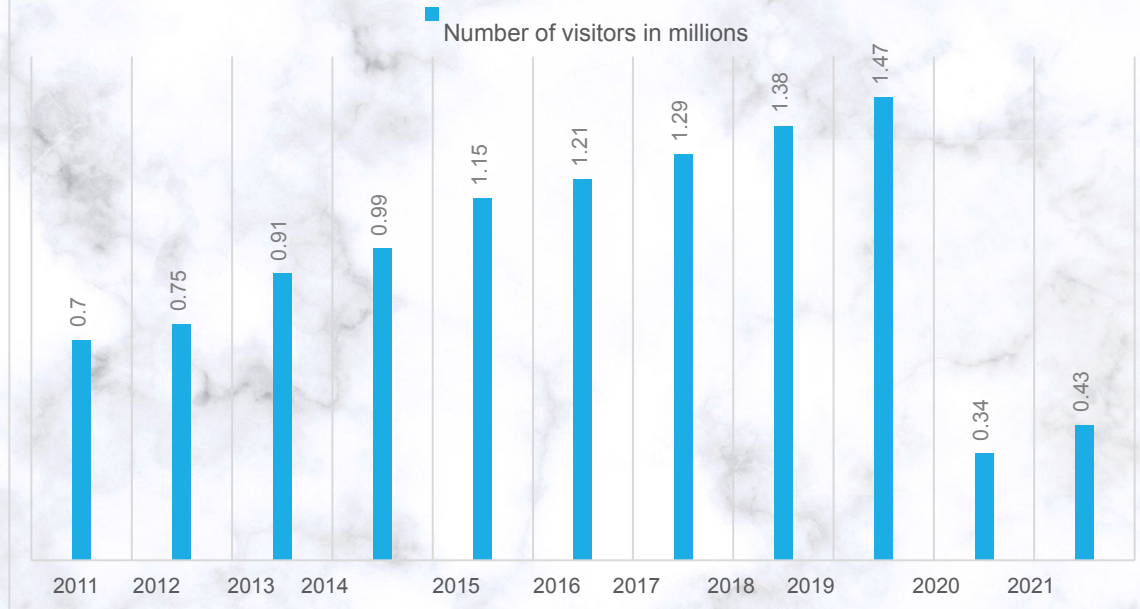
Projects & Events

The background of the slide is a white marble with intricate, swirling patterns of light grey and beige veins. The text is centered in a bold, dark blue font.

India Market Overview

India Outbound to the USA

OVERALL, THE U. S. RECORDED ROUGHLY 340 THOUSAND TRAVELERS FROM INDIA IN 2020. IN 2021, THE NUMBER OF VISITORS TO THE U. S. FROM INDIA ADDED UP TO ROUGHLY 433 THOUSAND.



Note: There are just 3 direct connections from India to the USA: New York, San Francisco and Chicago. Since the re-opening of the borders, there has also been a challenge with Visa Issue in India for the USA

Mississippi River Country States' Connectivity from India

Cities	Stopover	Destination	Frequency	Duration	Avg Fare INR
New Delhi	Non-Stop	Illinois	1 Time	15h 40m	1,07,349
Hyderabad	1 Stop	Illinois	1 Time	20h 20m	1,36,482
Mumbai	1 Stop	Illinois	1 Time	20h 5m	1,23,754
Chennai	1 Stop	Illinois	1 Time	21h 10m	1,38,652
Bengaluru	1 Stop	Illinois	1 Time	20h 25m	1,42,264

Cities	Stopover	Destination	Frequency	Duration	Avg Fare INR
New Delhi	1 Stop	Louisiana	1 Time	22h 43m	1,15,287
Mumbai	1 Stop	Louisiana	1 Time	23h 56m	1,42,896
Hyderabad	1 Stop	Louisiana	1 Time	1d 0h	1,71,801
Amritsar	1 Stop	Louisiana	1 Time	23h 54m	1,79,558
Bengaluru	1 Stop	Louisiana	1 Time	1d 1h	1,46,490

Cities	Stopover	Destination	Frequency	Duration	Avg Fare INR
New Delhi	1 Stop	Lowa	1 Time	18h 58m	1,35,819
Mumbai	2 Stop	Lowa	1 Time	22h 34m	1,33,435
Bengaluru	2 Stop	Lowa	1 Time	23h 42m	1,59,077
Ahmedabad	2 Stop	Lowa	1 Time	1d 1h	1,86,719
Amritsar	2 Stop	Lowa	1 Time	22h 8m	1,82,392

Cities	Stopover	Destination	Frequency	Duration/ Transit time	Avg Fare INR
Amritsar	2 Stops	Mississippi	1 Time	1d 1h	1,93,885
Bengaluru	2 Stops	Mississippi	1 Time	23h 41m	1,69,572
Mumbai	2 Stops	Mississippi	1 Time	1d 1h	1,57,153
New Delhi	2 Stops	Mississippi	1 Time	23h 5m	1,22,735
Hyderabad	2 Stops	Mississippi	1 Time	1d 1h	1,69,181

Cities	Stopover	Destination	Frequency	Duration/ Transit time	Avg Fare INR
Hyderabad	2 Stops	Missouri	1 Time	23h 6m	1,63,839
Mumbai	2 Stops	Missouri	1 Time	22h 22m	1,54,904
New Delhi	1 Stop	Missouri	1 Time	20h 35m	1,19,594
Chennai	2 Stops	Missouri	1 Time	23h 54m	1,55,972
Bengaluru	2 Stops	Missouri	1 Time	22h 39m	1,55,225

Mississippi River Country States' Connectivity from India

Cities	Stopover	Destination	Frequency	Duration	Avg Fare INR
Hyderabad	1 Stop	Tennessee	1 Time	21h 10m	1,72,483
New Delhi	1 Stop	Tennessee	1 Time	20h 51m	1,29,464
Mumbai	1 Stop	Tennessee	1 Time	23h 15m	1,40,550
Bengaluru	1 Stop	Tennessee	1 Time	21h 35m	98,812
Ahmedabad	1 Stop	Tennessee	1 Time	21h 45m	1,76,693

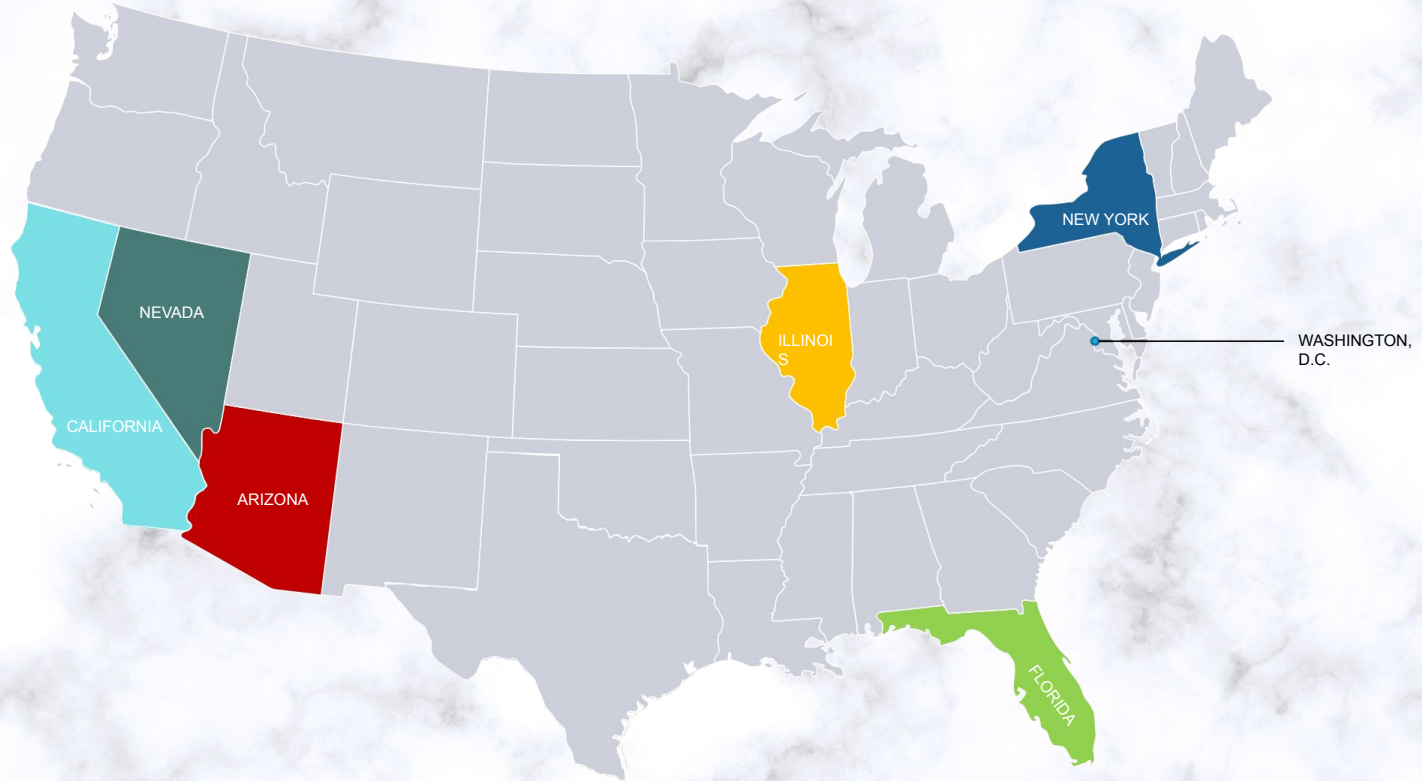
Cities	Stopover	Destination	Frequency	Duration	Avg Fare INR
Hyderabad	2 Stops	Arkansas	1 Time	23h 41m	1,77,305
Chennai	2 Stops	Arkansas	1 Time	1d 1h	1,71,943
Ahmedabad	2 Stops	Arkansas	1 Time	1d 1h	1,92,010
Amritsar	2 Stops	Arkansas	1 Time	1d 1h	1,93,443
New Delhi	2 Stops	Arkansas	1 Time	22h 11m	1,33,972

Cities	Stopover	Destination	Frequency	Duration	Avg Fare INR
Mumbai	2 Stops	Kentucky	1 Time	22h 29m	1,40,603
New Delhi	1 Stops	Kentucky	1 Time	20h 27m	1,55,455
Hyderabad	2 Stops	Kentucky	1 Time	1d 1h	1,76,838
Bengaluru	2 Stops	Kentucky	1 Time	22h 14m	1,50,898
Ahmedabad	2 Stops	Kentucky	1 Time	1d 1h	1,82,750

Cities	Stopover	Destination	Frequency	Duration/ Transit time	Avg Fare INR
Amritsar	2 Stops	Wisconsin	1 Time	21h 36m	1,77,298
Bengaluru	2 Stops	Wisconsin	1 Time	22h 55m	1,69,181
Mumbai	2 Stops	Wisconsin	1 Time	23h 10m	1,67,461
New Delhi	1 Stop	Wisconsin	1 Time	18h 50m	1,33,433
Goa	2 Stops	Wisconsin	1 Time	23h 50m	1,75,733

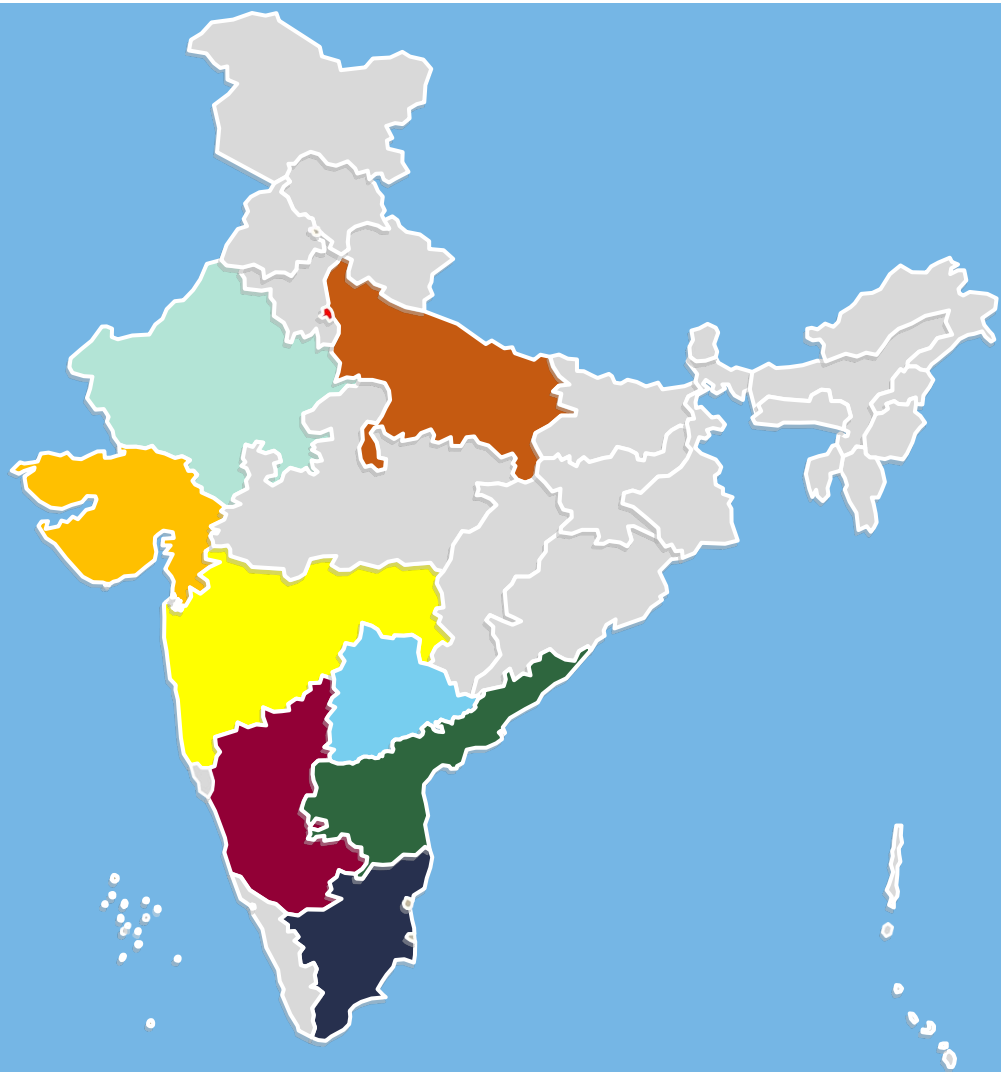
Cities	Stopover	Destination	Frequency	Duration/ Transit time	Avg Fare INR
Hyderabad	1 Stop	Minnesota	1 Time	23h 26m	1,99,520
Mumbai	1 Stop	Minnesota	1 Time	19h 40m	1,79,868
Chennai	1 Stop	Minnesota	1 Time	1d 0h	1,66,867
New Delhi	1 Stop	Minnesota	1 Time	19h 25m	1,46,967
Bengaluru	1 Stop	Minnesota	1 Time	21h 25m	1,58,840

Popular USA States for Indians



Key Territories: India to the USA

- Delhi:**
New Delhi/NCR
- Maharashtra:**
Mumbai, Pune
- Karnataka:**
Bengaluru
- Telangana:**
Hyderabad
- Andhra Pradesh:**
Vishakhapatnam
- Gujarat:**
Ahmedabad, Vadodara, Surat
- Uttar Pradesh:**
Lucknow, Kanpur
- Rajasthan:**
Jaipur, Udaipur
- Tamil Nadu:**
Chennai, Coimbatore, Madurai



Economic Overview

India has emerged as the fastest-growing major economy in the world and is expected to be one of the top three economic powers in the world over the next 10-15 years, backed by its robust democracy and strong partnerships.

- India's nominal gross domestic product (GDP) at current prices is estimated to be at Rs. 232.15 trillion (US\$3.12 trillion) in FY2021-22.
- India is the third-largest unicorn base in the world with over 83 unicorns collectively valued at US\$ 277.77 billion, as per the Economic Survey. By 2025, India is expected to have 100 unicorns, which will create 1.1 million direct jobs according to the Nasscom-Zinnov report 'Indian Tech Start-up'.
- India needs to increase its rate of employment growth and create 90 million non-farm jobs between 2023 and 2030s, for productivity and economic growth according to McKinsey Global Institute. The net employment rate needs to grow by 1.5% per year from 2023 to 2030 to achieve 8-8.5% GDP growth between 2023 and 2030.
- According to data from the Department of Economic Affairs, as of January 28, 2022, foreign exchange reserves in India reached the US\$ 634.287 billion mark.

India's Gross Domestic Production



Thank You!

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The Canadian Market and the future through 2023



The Good News

- The elimination of the PCR testing requirement has jump started recovery in the Canadian market
- According to Expedia research: Appetite for travel is increasing with 65% of Canadians looking to travel internationally in 2022
- Travelzoo Canada March 2022 survey: 71% of respondents stated they were interested in visiting the U.S. during the remaining months of 2022.
- According to Conference Board of Canada research: Overwhelming majority of Canadians - 96% - say they miss travel and are eager to get back to it.
- 81.72% (31,251,934) of Canadians over the age of 5 are fully vaccinated against COVID-19 (as of May 30)

COVID-19 Canadian Federal Entry Regulations

- **As of April 1**, the federal government lifted the pre-arrival COVID-19 testing requirement at the border for fully vaccinated travellers.
- Thus making the return to Canada from the United States less complicated and less costly.

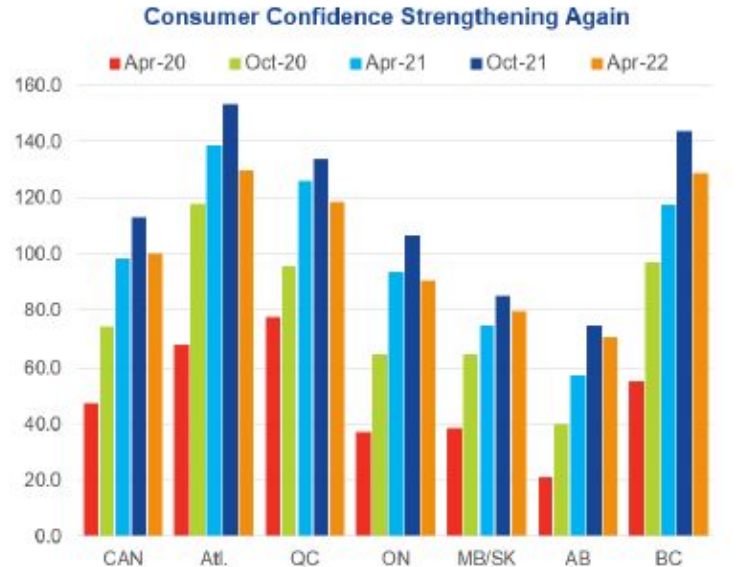
Note: Additional COVID-19 regulations with regards to self-isolation and protocols are determined by and are specific to individual provinces.

COVID-19 Canadian Federal Departure Regulations

- **As of February 28:** The Public Health Agency of Canada lifted its advisory to avoid non-essential international travel.
- Travelers aged 12 years and older, with very limited exceptions, are required to show their Canadian COVID-19 proof of vaccination to depart from Canadian airports; on VIA Rail and Rocky Mountaineer trains; and on non-essential passenger vessels such as cruise ships for voyages of 24 hours or more departing from ports in Canada.
- To qualify as fully vaccinated, travellers must have received the full series of an accepted COVID-19 vaccine (or a full series of a combination of accepted vaccines), with the last dose at least 14 full days prior to the date of travel.

Economic Recovery Underway

- Solid economic recovery in 2022-23
- Provincially controlled restrictions and mandates mostly lifted
- Canadians are highly vaccinated
- Consumer confidence fell in Q1 after strengthening last summer/fall. Now 20 points lower than pre-pandemic.
- Unprecedented savings rate of 15% (pre-pandemic = 1.4%)
- Rebound in household spending with a focus on experiences
- Loonie continues to appreciate – average US\$0.80 over short-term



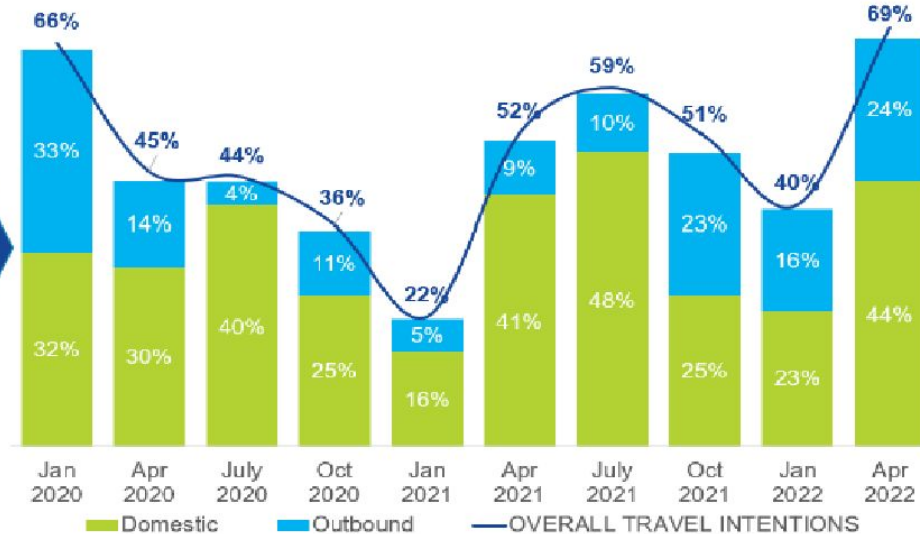
Travelzoo's - Canadian travel to the US

- In a presentation, Travelzoo's shared the latest findings from the *Absence Makes the Heart Grow Fonder: Attitudes towards travel to the U.S.* survey, which polled 2,160 Canadian members from March 2-9, 2022.
 - A key finding from the study is that nearly 70% of respondents are ready to pack their bags and travel again (or have already resumed their travel activities).
 - Only 6% indicated they would need more time before they felt comfortable traveling again.
 - 71% of respondents stated that they were interested in visiting the U.S. during the remaining months of 2022.
 - **Among those who said they weren't interested in travelling this year, 49% plan to travel between 2023 and 2024.**

Travel Intentions Continue to Improve

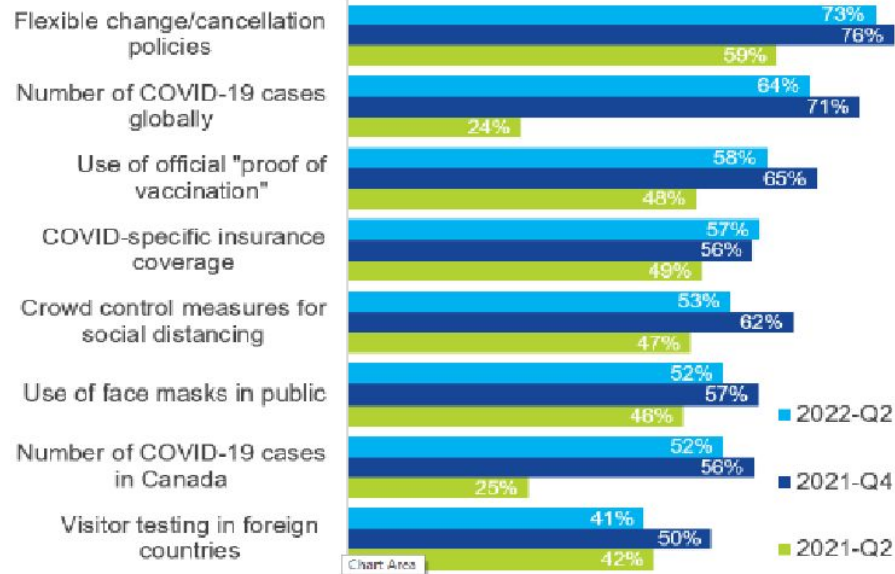


Canadians miss travelling
Bookings strong for summer
69% are planning an overnight leisure trip (May-Oct)
24% of trips have an outbound destination but lingering gap
Domestic plans comparable to 2019
Outbound share still subdued but well above last two years



Source: CBoC quarterly travel intentions survey of Canadians 18+. Total includes trips with an unreported/unknown destination. October and January surveys reference overnight leisure travel activity occurring between November 1 – April 30, each year. April and July surveys reference overnight leisure travel activity occurring between May 1 – October 31, each year.

Travellers Adapting to New Normal



- Flexibility key
- Much more willing to book based on domestic and global case rates
- Preference for public health protocols (masking, capacity limits, distancing)
- Accepting of visitor test requirements
- Supportive of vaccine documentation
- 8-in-10 say vaccine requirements for travellers makes them feel safer
- Personal risk-assessment

Source: CBoC quarterly travel intentions survey.
Question: "Do any of the following impact your willingness to book an international trip right now?"
Chart reflects combined "much more likely" and "somewhat more likely" responses of respondents who identified themselves as international travellers.

The 4 'Ps' influencing travel intentions

Travel Intentions Influenced by Four Ps



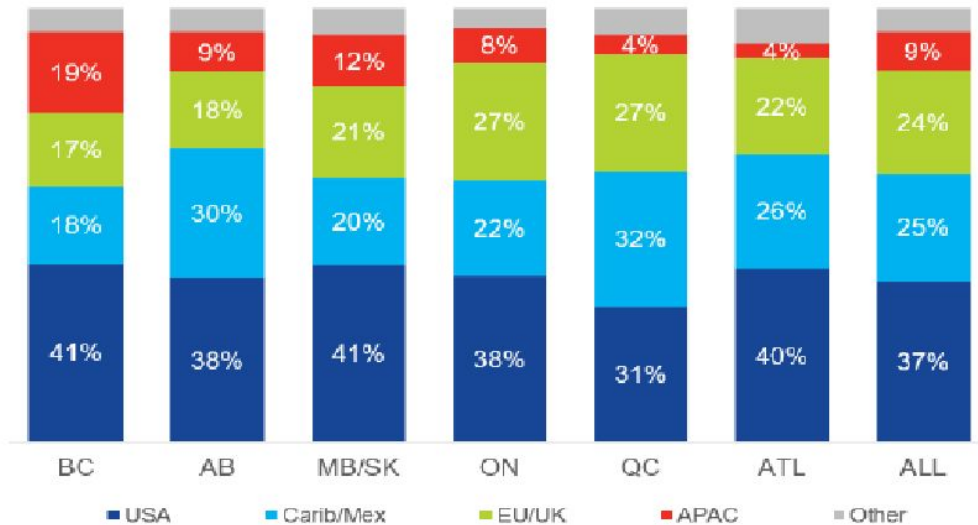
96% miss travelling



By Province: first international destination

Transborder Trips Will Recover First

Once you feel comfortable travelling internationally again, where are you most likely to go first?



Source: CBoC quarterly travel intentions survey.

37% of travellers say they will visit the U.S. first

Transborder travel accounts for 48% of intended outbound summer trips

Who's travelling from where and why ...

Transborder Travel Market



- 79% of U.S. trips being planned by residents of ON, QC, BC
- Most trips being planned by 25-34 and 55+
- 33% plan to book with an agent or OTA, online share almost triple in-person
- 68% are repeat visitors
- Compared to 2019...
 - Larger share of solo travellers
 - Higher intentions to fly direct or drive
 - Larger share plan to stay in a rental property or private home



Visiting
Friends &
Relatives

Holiday
Experience

Availability
of activities

Destination
is "open" to
Canadians

Feel Safe

Demographics support Tourism

Canadian Demographics Support Tourism



- Propensity to take an outbound trip increases with age - Boomers still main driver of tourism demand in Canada
- Oldest boomers turned 75 in 2021, Millennials now 25-40 and comprise 21% of population (Boomers account for 25% and Gen X =19%)
- Canada's population growth twice the pace of other G7 countries due primarily to immigration
- Foreign-born population has tripled since early 2000s with immigrants and their children projected to account for 44-50% of population by 2036
- Place of birth has shifted from Europe and U.S. to China and South Asia
- Boost to VFR travel and resultant loss of market share for U.S.

Air Access Crucial

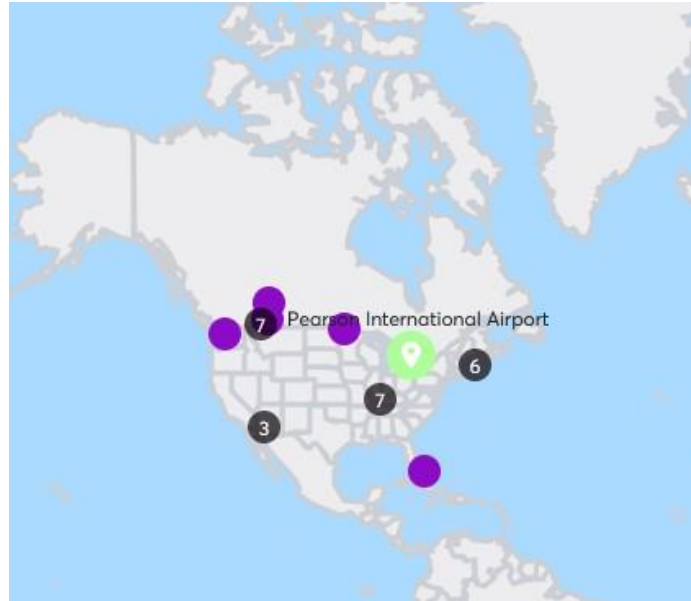


- 60% of overnight transborder trips prior to 2013 were by automobile
- Shifted in 2018 and persists today as multiple, short getaways replaced the traditional annual vacation
- Domestic connections now more important – exodus from downtown/metropolitan areas
- Remote work and virtual/hybrid offices and events the new norm
- 74% do not think business travel is as essential as it used to be
- 70% do not think business travel in their organization will ever return to pre-pandemic levels
- Capacity returning but structural changes to secondary and tertiary routes

Passenger Air Travel Capacity

- By end of 2022, Air Canada's seat capacity will have increased by 150% compared to 2021 levels
- But a full recovery to pre-pandemic levels will take longer, as 2022 capacity levels represent 75% of that of 2019.
- Air Canada expects 2024 capacity to be about 95% of 2019 levels.
- **Flair, a new airline**, may add to Canadian capacity to international destinations.
 - The Edmonton-based airline (discount carrier) was under review by Canadian Transportation Agency (CTA)over concern an American shareholder, Miami-based 777 Partners, exerted too much power.
 - June 1: Flair Airlines allowed to keep its licence after the CTA concluded the company "is Canadian."

- Flair Airlines is a Canadian low-cost airline headquartered in Edmonton, Alberta, with its main hub at Edmonton International Airport.



Proposed route map

Canadian travellers are seeking

1. Good value
2. Destinations with promotions
3. Destinations that support sustainability and the local community

The top 3 promotions travellers want

This applies specifically to booking hotels online

1. Lower rates for early bookings
2. Lower cost for booking a hotel and flights together
3. A free amenity

- Demand for travel to the US is on the rise
- The impact of COVID-19 on travel is lessening
- 2022 will be a year of recovery
- 2023 may see a return to pre-COVID travel numbers if the virus continues to be contained.

A man and a woman are climbing a large, dark rock formation. The man is on top of the rock, leaning down towards the woman who is below him. They are both smiling. The background shows a clear blue sky and a landscape of more rock formations and green trees. The sun is low in the sky, creating a bright glow behind the man.

2022-23 COOPERATIVE MARKETING OPPORTUNITIES



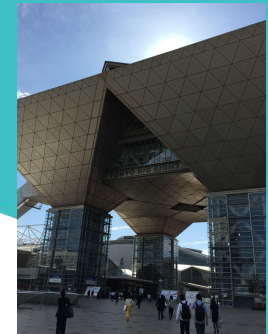
JAPAN



Tourism Expo Japan - Tokyo, Sept. 22-25, 2022

- One of largest travel events in the world returns to Tokyo after 2 years
- 2 days for travel trade, 2 days for consumer travel
- MRC attended 2015-17
- Booth participation: **\$5,000/first attendee** per state, **\$2,000/additional attendee(s)**
- Optional travel package includes airfare & hotel **(\$5,000)***
- Schedule
 - Sept. 19: Depart for Japan
 - Sept. 20: Arrive in Japan
 - Sept. 21: Meet with Connect WorldWide
 - Sept. 26: Depart Japan

*prices subject to change



TOURISM EXPO JAPAN - 9/22-9/25/22

California Sales Mission - April 2023

- Opportunity for 1-on-1 meetings with travel trade operators representing Japan, including Agent Kai (largest Japanese travel trade organization in U.S.)
- Includes networking lunch and info on Japanese travel trends
- Each dues-paying state will have their own table for meetings
- Destination partners can join states for 1-on-1 meetings
- Cost: **\$2,000** (does not include transportation or accommodations)



Japanese market fulfillment piece

- Insert in Weekly Travel Journal (*circulation: 7,000; total readership: 56,000*)
- PDF on Travel Journal website (250,000 pageviews/month)
- Promoted through e-newsletter (15,000 subscribers) and social media (10,000+ fans on FB/Twitter)
- **\$2,500** for 1-page spread or **\$9,000** for 4-page spread (includes design/content)
 - Opportunity to print 4-page spread as standalone piece
- Sales begin July 1



Globe-Trotter Travel University webinar

- **\$6,000/webinar** (each webinar can include up to 3 partners - based on themes, regional tours, etc.)
- Direct-to-consumer 1-hour webinar series produced by Japan's top travel guide
- Gives travelers realtime/direct communication about your destination
- Webinars are speaker lectures/conversations with Q&A from audience
- Audience is 70% female, age 20-40, all avid travelers
- Event is recorded and uploaded to YouTube to be archived
- Video and post report will also be included on Globe-Trotter Travel Guidebook's Twitter (64,000+ followers) and added to "News & Reports" section of their website
- Requires two months' lead time (e.g. July 1 for Sept. 1 launch)





JAPAN | SOUTH KOREA | INDIA

ITB-Asia - Singapore, Oct. 18-21, 2022

- Asia's leading travel trade show (more than 13,000 travel trade delegates) - now in its 15th year
- Booth participation: **\$5,000/first attendee** per state, **\$2,000/additional attendee(s)**
- Includes in-booth translation services
- Optional travel package includes airfare & hotel (**\$6,000**)*
- Schedule
 - Oct. 14: Depart for Singapore
 - Oct. 15: Arrive in Singapore
 - Oct. 16-17: Programming & meet with Connect WorldWide
 - Oct. 22: Depart Singapore



ITB
ASIA

Asia's Leading
Travel Trade
Show

*prices subject to change



ITB-ASIA - 10/18-10/21/22

An aerial photograph of the Toronto skyline, featuring the CN Tower prominently in the center. The city is densely packed with skyscrapers and buildings, extending to the water's edge. The word "CANADA" is written in large, white, sans-serif capital letters across the middle of the image, partially overlapping the city and the water. The water in the foreground is dark blue, with several sailboats and motorboats visible. In the bottom left corner, there is a small logo for "MISSISSIPPI RIVER COUNTRY" with a map of the region.

CANADA

Outdoor Adventure Show - Toronto, Feb. 24-26, 2023

- More than 25,000 attendees annually
- Large population of outdoors enthusiasts in 18-54 range
- Booth participation: **\$1,000/first attendee** per state, **\$500/additional attendee(s)**



OUTDOOR ADVENTURE SHOW - 2/24-2/26/23

Canada Sales Mission & Media Event - Feb. 27-28, 2023

- Meet with Toronto-area media & travel trade representatives
- **\$2,000/first attendee** per state, **\$1,000/additional attendee(s)**



CANADA SALES MISSION - 2/27-2/28/23

OTHER MARKETING OPPORTUNITIES



Domestic OTT Program

- 30-second branded commercial to run one month on OTT (streaming) programming
- **\$25,000** for 500,000 impressions
- Selected markets: Dallas, Atlanta, St. Louis, Chicago, Minneapolis
- Can choose date for branded commercial; requires one month lead time



VUDU

ROKU

tubi

AMC



discovery+



Mississippi River Country Partnership Package

- \$3,000
- July 1, 2022-June 30, 2023
- 2 dedicated e-newsletters in Japan and Canada
- 4 social media posts in Japan and Canada
- Destination will be featured on award-winning mississippirivercountry.com website
- One month lead time based on availability



MISSISSIPPI RIVER COUNTRY PARTNERSHIP PACKAGE

MISSISSIPPI RIVER COUNTRY

DISCOVER THE FOOD AND HISTORY OF
Mississippi River Country

By Sara's 2022

Based in the Toronto area? Join us May 9 to learn about Mississippi River Country

Are you a Toronto area Journalist, photographer or travel writer? Do you want to meet Mississippi River Country travel representatives and sample some of the delicious flavors you'll find in "the heart of America?" Join us on Monday, May 9, 2022, at Cirillo's Academy in downtown Toronto to learn about the stories you'll find throughout our 10-state region.

The free event will feature representatives from the states of Minnesota, Illinois, Arkansas, Tennessee, Mississippi, and Louisiana, as well as Louisiana chefs and former Food Network stars Sam and Cody Carroll, who will be preparing some delicious farm-to-table dishes that represent the region.

[Register now](#)

What's new in Mississippi River Country

- The Louisiana Office of Cultural Development is launching a new marketing effort called the Louisiana Music Trail that shares the state's contributions to music through attractions like the [New Orleans Jazz Museum](#) and the [Louisiana Swamp Pop Museum](#)
- Chicago was named the [Best Big City in the U.S.](#) by readers of Conde Nast Traveler in 2021 for the fifth consecutive year
- Two Tennessee museums—the National Museum of African American Music in Nashville and the Stax Museum of American Soul Music in Memphis—have been [added to the U.S. Civil Rights Trail](#)

[See more updates](#)

Add these aquariums to your must-see list

Our fish, two fish-week, there's a lot more than that at these fun and educational aquariums throughout the 10-state region.

Iconic road trips in Mississippi River Country

Mississippi River Country's best food and drinks

MISSISSIPPI RIVER COUNTRY

LATEST

- MISSISSIPPI RIVER COUNTRY**
Use this passport to travel through country music history in Tennessee
- MISSISSIPPI RIVER COUNTRY**
2 places every little one must visit in Mississippi River Country
- MISSISSIPPI RIVER COUNTRY**
Craving the Mississippi River? What you need to know
- MISSISSIPPI RIVER COUNTRY**
Catching the Mississippi River? What you need to know
- MISSISSIPPI RIVER COUNTRY**
Backstage to backroads on Nashville's Trace Trail
- MISSISSIPPI RIVER COUNTRY**
How to pack for your trip to Mardi Gras

Mississippi River Country

Enjoy fresh seafood (and a festive cocktail) with a beautiful view all along Mississippi's Gulf Coast.

Photo: Mahi mahi sandwich at Shaggy's, Biloxi Beach/Visit Mississippi

MISSISSIPPI RIVER COUNTRY

Marvel at some of Mississippi River Country's most iconic architecture.

mississippirivercountry.com
Architectural wonders you shouldn't miss -... [Learn more](#)

Interested in participating?

- Visit mississippirivercountry.com/co-op to let us know which marketing opportunities you're interested in
- Respond by **6/24/22** for **Tourism Expo Japan** and/or **ITB-Asia**
- Respond by **9/1/22** if you're interested in other packages & programs
- Questions? Contact Lyn Pilch, Managing Director @ MRC
 - lyn@pilchbarnet.com
 - (608) 469-4764



CONTACT US



THANK YOU!

