SALES REVIEW

- Highlights from FY ‘21
  - Interim Director from October 2020 – February 2021
  - National Guard Yellow Ribbon- April 2021- 300 attendees
  - American Legion- July 2021- 400 attendees
  - MS Head Start Association- July 2021- 200 attendees
  - MS Public Transit- July 2021- 100 attendees
  - MS Drug Court Professionals- September 2021- 200 attendees
  - Southeast Chapter - Society of Architectural Historians- September 2021- 100 attendees
SALES REVIEW

- What to Look Forward to for FY ‘22
  - Solid Waste Association of North America- October 2021- 300 attendees
  - MS Assessors & Collectors Association - October 2021- 300 attendees
  - Deep South Garden Club- March 2022- 300 attendees
  - Natchez Territorial Long Rifle & Artisan Exhibition- June 2022- 200 attendees
  - Miss Lou Design & More Tumbler Palooza- June 2021- 1,000 attendees
  - Host MS Society of Association Executives Annual Conference- November
  - Post Travel South International FAM from New Orleans- December
  - Host MS Tourism Association’s Spring Summit- April
SALES REVIEW

▪ Goals for FY ‘22
  ▪ Post conference survey
  ▪ Redesign “MEETINGS” page on website; to include sale of discounted promotional items
  ▪ Motorcoach driver & escort map
  ▪ Escort notes
  ▪ Host group of sales directors from MS CVBs for Natchez FAM
  ▪ Sales Blitz with new branding and updated meeting planner guides

▪ Scheduled Tradeshows
  ▪ Travel South International- New Orleans, LA- November/December 2021
  ▪ American Bus Association- Grapevine, TX- January 2022
  ▪ STS Domestic Showcase- Virginia Beach, VA- February 2022
  ▪ IPW- Orlando, FL- June 2022
SALES REVIEW

GREAT NEWS!!!

September 20 ~ US Administration announced that air travelers from countries including France, Germany, Italy and the United Kingdom will be permitted to enter the US in early November if they are fully vaccinated.

October 13 ~ US Administration announced that travelers from Mexico and Canada will be permitted to enter the US in early November if they are fully vaccinated.
SALES REVIEW

- Updated Discount Coupon

VisitNatchez.org  #VisitNatchez

Coupon valid ______ through ________
(Exclusions may apply, see business for details.)

15% Off Tours

- Natchez
- A Galleon
- My Shoe Kiosk
- Moreton's Flowerland
- Natchez Coffee Company
- Lower Lodge Antiques & Mall Natchez
- Grand Hotel (Specialty, Sunday)
- Downtown Karla Brown (Ghost Tour)
- Frogmore Cotton Plantation & Gins
- Delta Music Museum Gift Shop
- Silver Street Gallery & Gifts
- Rolling N’ The Dough

15% Off Gift Shop

- Merchants: Monmouth
- Shops: Auburn, Linden, Magnolia Hall, House on McLin Hill

Special Deals

- Natchez Brewing Company (20% off first beer)
- Andrew’s Tavern (Happy hour prices)
- The Guest House Mediterranean Restaurant (Free house wine with entree)
SALES REVIEW

- New & Updated Meeting Planner Guide
Meeting Leaders

Lynsey Smith

Lynsey Smith was a frequent visitor to Natchez, Mississippi, in her younger years. She grew up playing sports and coming to Natchez frequently for weekend football games in high school.

“Natchez is about 75 miles north of Baton Rouge, Louisiana. Natchez attracts regional conferences. For example, a congress of the Society of American Military Engineers was held in the city at the Convention Center, which built special events around the event throughout 2016. Natchez typically gets regional conferences from around Mississippi and Louisiana. The small town atmosphere and the beautiful scenery offer a unique experience for attendees.”

“Natchez is big for us, and we are able to accommodate large groups. We have been a great resource for the Medical Society of Mississippi for many years.”

- Lynsey Smith

Executive Profile

NAME: Lynsey Smith
TITLE: Director of Sales
ORGANIZATION: Visit Natchez
LOCATION: Natchez, Mississippi
BIRTHPLACE: Weatherford, Oklahoma
EDUCATION: Bachelor’s degree in Biological Science from Mississippi State University
CAREER HISTORY: Worked in medical sales before joining Visit Natchez in 2015

Tips from Lynsey Smith

- Relate on the local DMs for contacts and tips.
- Know who can offer one-of-a-kind experiences.
- Use local partners and autonomous vehicles to set up with information they are happy to share with your members.

“Take your guests out on a hayride and enjoy the scenery. We have a 30-mile loop, and our staff members are always available to help you with any questions.”

- Lynsey Smith

TIPS FROM LYNSEY SMITH

- Relate on the local DMs for contacts and tips.
- Know who can offer one-of-a-kind experiences.
- Use local partners and autonomous vehicles to set up with information they are happy to share with your members.

- Include several of our 30-mile loops and autonomous vehicles to help you with any questions.”

- Lynsey Smith

TIPS FROM LYNSEY SMITH

- Relate on the local DMs for contacts and tips.
- Know who can offer one-of-a-kind experiences.
- Use local partners and autonomous vehicles to set up with information they are happy to share with your members.

- Include several of our 30-mile loops and autonomous vehicles to help you with any questions.”

- Lynsey Smith
Mississippi Tourism Recovery Fund

- Advertising dollars expanded with the MTRF
- Billboard placement
  - New Orleans
  - Shreveport
  - I-55 at McComb & Brookhaven
- Strong Digital Campaign
  “Find Your Corner of The World”
Mississippi Tourism Recovery Fund

- **New Publications**
  - Soul of America
  - AAA E-Newsletter
  - Social Justice in America

- **Spotify Radio Ads**
  - Impressions: 555K+
  - 30- second & 15-second
  - (3)15s spot 93% Listeners completed ads

- **YouTube Video Advertising**
  - 30s & (3)15s video
  - More than 1,169 hours of view time
  - 336,821 impressions
  - 74% views made it halfway through the ad

- **Connected TV- Streaming**
  - Pluto TV
  - BeanBagMovies
  - DirectTV NOW
  - 3500 hours viewed
  - 97% Completion rate!