



Live it up just down the road

★ NEWS FOR IMMEDIATE RELEASE ★

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Tunica CVB Takes Home Awards at Annual Governor's Conference on Tourism

VICKSBURG, Miss., Sept. 29, 2015 – The Tunica Convention and Visitors Bureau walked away with three destination tourism awards at the annual awards luncheon of the Mississippi Governor's Conference on Tourism. In its 27th year, the Annual Governor's Conference on Tourism is the premier educational conference for tourism and hospitality leaders in the Mississippi Tourism Industry. The three-day conference held September 27-29 in Vicksburg, Mississippi featured world-renowned speakers and presenters, networking opportunities and concluded with its annual awards luncheon for excellence in tourism marketing.

The staff of the Tunica Convention & Visitors Bureau was recognized for its outstanding achievement in developing and managing the Mississippi Tourism Attraction of the Year – the Gateway to the Blues Visitor Museum & Visitor Center; the Tourism Promotion of the Year – Tunica, WE GOT IT! Destination Marketing Memphis Campaign; and the Social Media Campaign of the Year – Tunica, WE GOT IT! Video Campaign.

“It's truly an honor and very humbling to be recognized for our work in three of the key areas of Destination Marketing and Management – product development, traditional advertising and social media/online advertising,” said Webster Franklin, president and CEO of the Tunica Convention & Visitors Bureau. “The awards are a testament to the hard work and professionalism of our entire staff especially, Gateway to the Blues Museum & Visitor Center Manager, Stacey Bland; Advertising & Marketing Manager, Chrissy Garner; and Social Media & Interactive Manager, Lisa Konupka.”

Gateway to the Blues Museum & Visitor Center

The Gateway Visitor Center and Gift Shop opened in June 2012 with the Gateway to the Blues Museum opening in January 2015. Upon entering the Gateway to the Blues, visitors are taken back to another time with music playing inside and outside the old rustic building. Visitors get a taste of the artifacts found in the museum upon entering the visitor center and gift shop as the museum lobby features blues and Delta artwork by Memphian, Lamar Sorrento.

The museum welcomes visitors with a large neon Gateway to the Blues sign similar to the sign on the exterior roof. Visitors will learn about how the Blues began and why it is the foundation for so many other genres of music. It also highlights other blues themed activities throughout the Mississippi Delta directing visitors to continue their tour along Highway 61 in the Delta.

Tunica, WE GOT IT! Destination Marketing Memphis Campaign

The Tunica, WE GOT IT! advertising campaign was a cooperative effort between the Tunica Convention & Visitors Bureau and its private sector gaming industry partners. The campaign utilized a new creative message that expressed Tunica's unique position of having more of everything – casinos, games, action, events and winners. It included television, radio, print, outdoor, online and social media buys within the highly competitive Memphis DMA. The effort resulted in the Tunica message reaching 80% of the Memphis market with over 102 million total impressions and an increase in www.tunicatravel.com overall website sessions by 123% and Memphis sessions by 669%.

Tunica, WE GOT IT! Social Media Video Campaign

Three separate Tunica, WE GOT IT! video messages were developed and used on the YouTube TrueView platform, Twitter, Facebook and the AL.com advertising network in Nashville, TN; Birmingham, AL; Little Rock, AR; Huntsville, AL; Jackson, MS; Tupelo, MS; Jonesboro, AR; Atlanta, GA and Memphis, TN. In addition, Tunica's casino industry identified 116 high value zip codes within those markets allowing a more focused effort in areas that are most likely to visit Tunica. Over two months, the campaign garnered 9,190,990 total ad impressions. The "We Got It!" video ads were viewed 952,577 times on YouTube and 335,756 times on Facebook and Twitter.

About Tunica

Located 30 minutes south of Memphis, Tunica is the place to "Live It Up Just Down the Road" and enjoy eight world-class casinos, 5,000 luxurious hotel rooms, fine-dining restaurants and buffets, headline entertainers, and championship golf and tennis. Call 1-888-4TUNICA to request a value-packed Winner's Guide, or visit TunicaTravel.com for travel information.