



Live it up just down the road

★ **NEWS FOR IMMEDIATE RELEASE** ★

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Page 1 of 2

Tunica Wins CVB of the Year for the State of Mississippi Two Awards Won at the Governor's Conference on Tourism

TUNICA, MISSISSIPPI (March 9, 2010)—The Mississippi Tourism Association presented their annual awards for tourism achievement, and the Tunica Convention and Visitors Bureau took home the top honor of CVB of the Year—Budget \$1,000,000 and over. The Governor's Conference on Tourism, which is the annual statewide tourism conference, was held in Tupelo.

“The Tunica CVB received this award due to the success of their new ‘Live It Up Just Down the Road’ themed advertising, public relations, and marketing campaign that ran in markets across the southeast enticing visitors to experience the growing amenities found in Tunica,” said Susan Speed, Executive Director for the Mississippi Tourism Association. “The Tunica CVB was also given this award for their success in meeting planning, public relations, and brand management overseeing all of Tunica County’s publically owned tourism attractions.”

In addition to the CVB of the Year award, the Tunica Convention & Visitors Bureau won the Promotion of the Year award.

“After completing extensive research in our three primary markets, we moved beyond awareness in our Spring Key Market Campaign by rebranding Tunica through a destination-wide cooperative \$955,000 that included television, radio, print ads and inserts, outdoor boards, sponsorships, internet ads, and public relations appearances and travel features,” said Webster Franklin, president and CEO of the Tunica Convention & Visitors Bureau.

The campaign resulted in 42,200 registrations, an 18.1% increase in registrations, as well as a 10.5% decrease in cost per registration, when compared to a 2007 campaign in the same markets. The campaign resulted in an estimated 129 million impressions with a CPI of \$0.01.

“It’s a privilege for all of us at the Tunica CVB to represent such a wonderful industry and community,” Franklin said. “The awards are a direct reflection of the support that we get from the gaming industry, government officials, and everyone associated with our growing tourism industry.”

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The Governor's Conference award program recognizes outstanding contributions to the advancement of tourism by members of the 450-member private sector organization as well as honoring travel media, community volunteers and governmental friends of the industry. Awards were presented with each focusing on a different aspect of the hospitality industry or individual achievement.

This is the second Convention & Visitor Bureau award for the Tunica Convention & Visitors Bureau this year. They also won the Southeast Tourism Society's CVB of the Year Award for the Southeastern U.S.

Located 30 minutes south of Memphis, Tunica is *The South's Casino Capital*. Live It Up Just Down the Road at the nine world-class casinos, 6,000 luxurious hotel rooms, fine dining restaurants and buffets, headline entertainers, championship golf and tennis, award-winning museums, lavish spas, and outlet/antique shopping. Come see why everyone is saying, "Live It Up Just Down the Road in Tunica!" Call 1-888-4TUNICA to request a value-packed Winner's Guide, or visit www.tunicatravel.com for travel information.

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NOTE TO EDITORS: For a variety of photos of Tunica, please visit the Press Room of the Tunica website at www.tunicatravel.com. Selections of recent high resolution photographs are available for all Tunica attractions. If you are unable to find the photo needed for your article, please contact Claire Pittman at the number listed above, and for more details about all the great attractions and facilities in Tunica, please see the official Tunica Press Kit.

NOTE TO EDITORS FOR CUTLINE: "At the Governor's Conference on Tourism, the Tunica Convention & Visitors Bureau took home the top honor of CVB of the Year—Budget \$1,000,000 and over. Pictured from left to right: MTA President Kim Thomas, Chrissy Garner, Claire Pittman, Director of the Tourism Division of the Mississippi Development Authority Mary Beth Wilkerson, Anne Coggins, and Webster Franklin."

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