

**Sea Grant 50th Anniversary
June Communications Plan: Coastal Tourism**

05/26/16

KEY MESSAGES

- **Coastal Tourism is a primary economic driver** in our nation's coastal zone, significantly contributing to the economies **of every coastal state** and the nation as a whole.
- **Reducing Coastal Tourism's "footprint"** in our shoreline communities **will increase** the viability and **sustainability** of this key sector.
- **Reducing energy and water use** of the visitor industry while maintaining or enhancing guest experience **has social, cultural and economic benefits.**
 - The Energy-Water (-Food) Nexus
 - Eco-tourism niche
- Global **climate change will continue to impact the coastal tourism sector** in both expected (sea-level rise, disease range expansion, etc.) and unexpected ways.
- **Our nation has a rich maritime heritage** reflected in our remaining "working waterfronts" that have cultural, economic and social value to our citizens.
- **The health and quality of our coastal zone's natural capital**, including beaches, marine life, clean water, clean air, coastal wetlands, dunes and mountains, and other amenities **underpin the coastal tourism sector.**

ACTIVITIES

- A. Weekly featured articles on seagrant.noaa.gov
- B. **"Two-pager"** outreach/in-reach briefing document highlighting Sea Grant's activity and impacts in Sustainable Coastal Tourism.
 - Addresses key messages above including project (research, outreach, education) examples from state programs.
 - Appropriate for widespread use by state programs and NSGO and SGA; customizable area for state Sea Grant programs to include local contact/social media information.
- C. **Sea Grant Coastal Tourism "App Summary"**

- A compilation of “apps” developed by state Sea Grant programs on Coastal Tourism or related topics.
- Linked on seagrant.noaa.gov and can be embedded on other pages, including iTunes links where available.

D. Sea Grant Coastal Tourism YouTube Channel

- Compilation of videos developed by state Sea Grant programs on Coastal Tourism or related topics (may also be location-based and added to a Sea Grant Coastal Tourism StoryMap).
- Linked on seagrant.noaa.gov and can be embedded and/or linked on other pages

E. National Social Media Campaign

- Share Coastal Tourism key messages, products and articles on social media sites with hashtags: #SeaGrant50 and #CoastalTourism.

F. Event Promotion

Sharing of Key Messages above and highlighting Sea Grant’s role in this topic at local, regional and national events, examples below:

- Rip Current Awareness Week: **May 29-June 4**
- 2016 State of the Coast Conference, New Orleans, LA., **June 1-3**, 2016
- Coral Restoration Foundation’s Coralpalooza, Key Largo, FL, **June 4**, 2016
- 5th Annual North Shore Ocean Fest, Kahuku, HI, **June 4**, 2016
- World Oceans Day 2016, **June 8**, 2016
- World Oceans Day Summit: Lessons from Narragansett Bay to the Global Ocean, Newport, RI, **June 8**, 2016
- Ports 2016 conference, New Orleans, LA, **June 12-15**, 2016
- The 14th Estuarine and Coastal Modeling Conference (ECM14), University of Rhode Island, Kingston, RI, **June 13-15**, 2016
- 47th Annual International Conference of the Travel and Tourism Research Association, Vail, CO, **June 14-16**, 2016
- San Diego International Boat Show, San Diego, CA, **June 16-19**, 2016,
- 13th International Coral Reef Symposium, Honolulu, HI, **June 19-24**, 2016
- Universities Council on Water Resources (UCOWR) and National Institutes of Water Resources (NIWR) Annual Water Resources Conference, **June 21-23**, 2016 Pensacola Beach, FL
- International Symposium on Society and Resource Management (ISSRM), Houghton, MI, **June 22-26**, 2016
- Brooke Carney (NSGO) will search for national events on the visitor industry during the month to ask entities to acknowledge Sea Grant’s role in the topic area during said events.

G. Targeted outreach and inreach

- National: Send one pager and cover letter/email to national entities:
 - Congressional Members

- U.S. Travel Association (<https://www.ustravel.org>)
- Others
- Local/State: Send “one-pager” and cover letter/email to state/local groups with whom you work thanking them for collaboration.
 - Local Convention and Visitors Bureaus
 - Industry Associations
 - Others
- Local/State: Option to send “one-pager” and cover letter to non-familiar entities introducing the Sea Grant’s focus and work in this area.

Sea Grant 50th Anniversary Sub-Committee on Coastal Tourism (June 2016)

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