



MEMBER ALERT

TO: All Motorcoach & Tour Operators

FROM: President & CEO Peter Pantuso, CTIS

DATE: September 17, 2010

RE: Hancock County, MS Offering Operators Up To \$1,500 To Bring In Groups Of 35 Or More By Nov. 1.

The Hancock County (Mississippi) Tourism Development Bureau has launched a new motorcoach tourism program that will pay qualified operators up to \$1,500 to bring groups of 35 or more to the county.

To qualify for the program, operators need to bring 35 or more visitors to the county by motorcoach **before November 1, 2010**. Qualified out-of-state operators will receive a \$1,500 reimbursement for an overnight trip and \$1,000 reimbursement for a day trip. In-state operators will receive \$1,000 for an overnight trip and \$500 for a day trip. **Guests must stay with a Hancock County lodging partner.**

In addition, passengers in groups of **thirty-five** or more will receive \$25 each day for two days in free "Magnolia Money" shopping vouchers for their pre-approved stay.

Hancock County, which is located on Mississippi's Gulf Coast, is using money from a \$3 million BP tourism grant to pay for the program.

In a statement released yesterday, Beth Carriere, executive director of the Hancock County Tourism Development Bureau, said "We're buying the love of motorcoach travelers with BP's support grant funds. We want to fill as many rooms as we can, and we're willing to pay organizers for helping us do it."

Eight lodging partners, offering nearly 900 rooms, have agreed to participate in the program. **The program ends November 1, 2010.**

For more information, contact the Hancock County Tourism Bureau at 1-800-466-9048 or email info@mswestcoast.org.

