

Mardi Gras 'floats' will be stationary this year

When the news broke that Mardi Gras parades were canceled, locals got to work.

They created a COVID-safe celebration dubbed - Yardi Gras.

Thanks to the efforts of the Krewe of House Floats, home and business owners linked up with local float makers and artists to recreate the same visually stunning and cleverly themed floats Mardi Gras is known for right on their front porches.

Mardi Gras Day is February 16 this year. Fat Tuesday is the last day of the Carnival season as it always falls the day before Ash Wednesday, the first day of Lent.

– neworleans.com



New Orleans & Company

Christmas 'parade'

Eureka Springs, Ark., known for its many festivals, events and parades, held a reverse parade for Christmas. Instead of people crowding the street to watch floats go by, leaders turned the event into a "Twist in Tradition, Giving Back" drive-by, stationary Christmas parade. Floats and displays were spread around town at various locations for individuals to visit.

– magnoliareporter.com



Kansas Department of Wildlife, Parks and Tourism

DMOs plan special anniversary promotions

Destination marketing organizations planned special promotions to help celebrate their area's birthdays. Here are a few of them:

Kansas

A social media campaign launched by the Kansas Department of Wildlife, Parks and Tourism honored the Sunflower State on its 160th birthday Jan. 29.

"This celebration is a way for everyone to share in a toast to our state on its 160th birthday," said Bridgette Jobe, Kansas Director of Tourism. "Kansas is full of rich history, unique destinations, and beautiful wildlife and scenery. The 'To The Stars' format allows flexibility and creativity in sharing what makes Kansas special to each individual."

Individuals were invited to participate by sharing photos and videos to social media platforms and

tagging #ToTheStarsKS.

Kansas Tourism launched the tagline in June 2020 in tribute to the state's motto, Ad Astra Per Aspera. The Latin phrase means "to the stars through difficulties".

– ksnt.com

Hanover, VA

Hanover County hosted Virginia Tourism's life-sized LOVE artwork on the lawn of the Hanover Branch Library at Hanover Courthouse from Feb. 10 through Feb. 15, as part of the #HereinHanoverVA campaign to recognize the county's 300th birthday Nov. 26, 1720.

Public gatherings were canceled due to COVID-19.

The #HereinHanoverVA campaign on social media offers a safe, interactive way for Hanoverians to showcase achievements of the past, the vitality

Continued on page 2

Orlando Tourism resumes advertising

Orlando tourism officials just launched a \$2.2 million marketing campaign to try and attract visitors back to Central Florida.

It's called "The Wonder Remains" and it's the DMO's first full-scale marketing campaign since the start of the pandemic.

It's aimed at tourists located within driving distance in the southeast U.S.

The campaign, launched this month, is targeted for spring and summer travel to potential visitors living in Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Texas.

It includes TV ads, YouTube, social media ads, e-newsletters and website content.

Along with highlighting Orlando's theme parks and restaurants, the campaign emphasizes the safety measures that have been taken at its tourist attractions to protect tourists from COVID-19.

Before the start of the pandemic almost a year ago, Orlando was the most visited tourist destination in the U.S., attracting 75 million visitors in 2018.

– miami.cbslocal.com



DMOs plan special anniversary promotions

Continued from page 1

of the present and the promises of a bright future as Hanover County looks ahead to the next 300 years, according to organizers.

"What better way to celebrate Valentine's Day weekend than with a photo of the iconic LOVE letters in beautiful Hanover County," said Hanover County Administrator John A. Budesky. "We invite people to tag #HereinHanoverVA when they post images on their social media platforms."

– richmond.com

Joplin, MO

The Joplin Celebration Commission is selling commemorative cookie cutters to celebrate the city's 150th birthday in 2023.

The money raised from the sale of the cookie cutters will help the city put on public events, concerts and other programs to celebrate its anniversary.

The iris has a special meaning to the city of Joplin.

Patrick Tuttle, Joplin Convention and Visitors Bureau, says, "The iris flower has been the city flower for Joplin since 1938. And since Joplin is home to the national cookie cutter museum, we thought it would be fitting thing to connect with it and build a cookie cutter of the iris and it also has a brief history of why that is the city flower."

Each cookie cutter costs \$10 and can be bought on the first floor of city hall or The Joplin Museum Complex.

– fourstateshomepage.com

