



Good morning from Mindy Bianca Public Relations (MBPR)!

You're receiving this message because a member of our team has corresponded with you about one or more of our clients during the past 11 months. We thought we'd end 2023 by giving you the ultimate gift ... some story ideas that might prove helpful in the new year.

If you'd rather not receive occasional messages like this one, please just let me know via return email and we'll remove you from this list. If you have any questions or want more information after reading through these, please reach out and we'll get you what you need.

No matter how you react to finding this in your inbox, our whole team wants to take this opportunity to share our wish that this year we're all the recipients of the truest gifts, which should know no season ... peace in the world, and happiness and good health for all of us and those we hold most dear.

Especially for You ... It's the Gift of 11 Story Ideas!

Dollywood

Destination "Dollywood" Continues to Grow in 2024

With a new lodge, upcoming renovation at its original hotel, and a new collection of experiences honoring Dolly Parton, 2024 will be another big year for "Destination [Dollywood](#)." The legendary theme park ended 2023 with the grand opening of [Dollywood's HeartSong Lodge & Resort](#), a 302-room lodge inspired by Parton's love of the Great Smoky Mountains. Meanwhile, [Dollywood's DreamMore Resort and Spa](#), which opened in 2015, will get a "face lift" with a room renovation set to be complete in the spring. In May, the Dolly Parton Experience will debut within Dollywood itself. As a tribute to the global entertainment icon and its namesake, the park will open a new interactive museum that allows guests to explore her legacy; admire her wardrobe and hairstyles in "Behind the Seams"; learn about her family through a new exhibit in DreamSong Theater, where her relatives perform; and step inside one of her retired tour buses.



Alabama Beaches (Gulf Shores and Orange Beach)

Celebrating The Year of Alabama Food

The twin-city destination of [Gulf Shores and Orange Beach](#) will join a statewide initiative to celebrate the “Year of Alabama Food” in 2024. While Alabama beaches have rightfully earned a reputation for being an incredibly family-friendly vacation destination, they’re also a haven for foodies. From legendary places like [DeSoto’s Seafood Kitchen](#) and the [Flora-Bama](#) to such newcomers as [BOLO Seafood & Steak](#) and [Savanna](#), there’s no shortage of unique dining experiences. With the destination’s proximity to the Gulf of Mexico, diners can enjoy incredibly fresh and locally sourced seafood at such celebrated restaurants as [Voyagers](#). In this culinary destination, visitors are invited to have such memorable food and beverage experiences as hook and cook (you reel in your own dinner and then it’s prepared for you), oyster farm tours and tastings, picnics on the beach, and exploring the [Coastal Alabama Farmers and Fishermens Market](#).

Mobile, Alabama

The Spotlight Shines on African American History

This past July, the inspirational story of the 110 survivors of the last slave ship to enter the United States, the *Clotilda*, and the town they created just outside of [Mobile](#) in the late 1800s was shared with the world through the opening of “[Clotilda: The Exhibition](#)” at Africatown Heritage House. This was a pivotal moment in the city’s commitment to embracing its African American heritage, and more developments are on the way in 2024. The city is also home to a Civil Rights and Cultural Heritage District, [Isom Clemon Civil Rights Memorial Park](#), [Historic Avenue Cultural Center](#) and more. For those heading to Mobile from New Orleans, you’re in luck. In 2024, Amtrak service will return to Mobile after a nearly 20-year hiatus, and then the city will be more accessible than ever to people visiting other parts of the Gulf Coast.

Bowling Green, Kentucky

A Different Kind of Horsepower

2024 marks the 150th anniversary of the Kentucky Derby. Though [Bowling Green](#) is home to some beautiful horse farms, the city is actually known for horsepower of a different kind ... in the form of the iconic Chevrolet Corvette! Bowling Green is where you'll find the [National Corvette Museum](#) (NCM) and the only General Motors Assembly Plant in the world where Corvettes are made. If you fall in love with America's Sports Car after touring the museum, hop behind the wheel of a C8 at [NCM's Motorsports Park](#) to take it for a test drive. We promise that a Corvette moves around a track way faster than a horse can! If you're planning to write about or attend the Derby in 2024, consider staying for a race of a different kind just two hours away. (Or less, if you're driving a Corvette.)



Louisiana's Cajun Bayou

Reconnecting with Acadian Roots

Lafourche Parish, affectionately dubbed "[Louisiana's Cajun Bayou](#)," embraces its unique Cajun heritage, through everything from food to museums to festivals. The "Cajuns" arrived in Louisiana in the late 1700s, after the Acadians were expelled from Canada by the British. In Louisiana, they found a new way of life but never forgot their roots. That shared heritage is celebrated every five years at the [Congrès Mondial Acadien](#) (CMA), an international homecoming for those of Acadian lineage. In 2022, tourism officials representing Louisiana's Cajun Bayou, the Acadian regions of Nova Scotia, and the CMA announced a historic partnership with the intent of bringing their regions' shared heritage closer together. 2024 marks the 30th anniversary of CMA, and the tourism team from Louisiana's Cajun Bayou will head to Canada for this monumental event. Want to learn more about what it means to be Cajun? Just let us know!

The Northshore, Louisiana

Big Trends in Small Towns

St. Tammany Parish, also known as [The Northshore](#), is renowned for its natural beauty, abundant wildlife and vibrant communities. Small towns will continue to make it big in 2024, and

though the city of [Covington](#) tends to steal the spotlight, The Northshore is home to other small towns that offer unique and authentic experiences for visitors and residents alike. Snap a photo with the new [umbrella sky art exhibit](#) in [Slidell](#), go glamping at [Fontainebleau State Park](#) in [Mandeville](#), embrace the quirk at [Abita Mystery House](#) or get a beer at [Abita Brewing](#) in [Abita Springs](#), or learn about the region's maritime ties in [Madisonville](#). Looking for a place to stay while you explore The Northshore? The famed [Southern Hotel](#) is renovating and expanding to include retail space, condos, additional hotel rooms and more, with a projected opening of fall 2024.



Allegany County, Maryland

Revitalization of Downtown Cumberland

Cumberland, Maryland, located on the “Mountain Side” of the state in [Allegany County](#), will debut a revitalized downtown historic center in fall 2024. The [long-planned project](#) will see a transformation of Baltimore Street’s downtown into a thriving community hub. Serving as a central location for both the Great Allegheny Passage (GAP) and the C&O Canal Towpath, the town of Cumberland is committed to enhancing the hiker and biker experience. Automobile and bicycle traffic will be reintroduced on Baltimore Street’s historic commercial corridor, and there will be plenty of bike racks in highly visible areas. Catering to cyclists, leaf-peepers, weekend travelers and more, a new boutique hotel will also debut in the downtown space in late 2024. Stay tuned for more news about these exciting developments.

Branson, Missouri

Unveiling a Record-Setting Indoor Family Coaster at Silver Dollar City

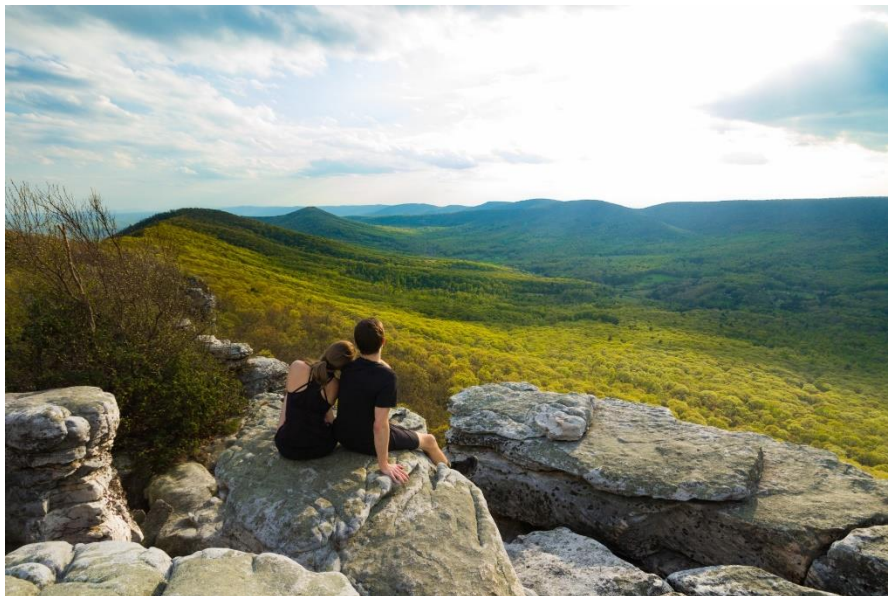
[Branson, Missouri](#), is synonymous with family fun, and next spring the destination will give visitors of all ages yet another reason to visit. Branson is home to a legendary theme park, [Silver Dollar City](#), which will debut a new ride next year as the Heartland’s largest indoor family roller coaster, “Fire In The Hole.” Featuring three drops, a quick splash-landing and onboard audio, the coaster is steeped in Ozark Mountain history, with riders boarding their own pumper wagons to experience a fictional account of the night the mining town Silver Dollar City now sits on was burned

to the ground by vigilantes. Paired with special effects, recruits band together to save the town and battle the fire in a five-story building. The coaster is inspired by the park's 1972 Fire In The Hole attraction, which is retiring at the end of this year. The \$30 million investment will be unveiled in the park's newly incorporated Fire District.

Shenandoah County, Virginia

Welcoming Our Newest Client

Along with the almost-new year comes a new client. Well, they're new as an individual client, but it's a destination and locally based team that we already know and love from our previous work with a tourism partnership in Virginia's Shenandoah Valley. We're pleased to welcome (back) [Shenandoah County, Virginia](#)! This region is just 90 miles west of the nation's capital, but it's worlds apart in so many ways. It's home to captivating small towns and villages, mountaintop resorts, plenty of natural beauty, and a true commitment to agritourism. This destination appeals to all types of travelers – families, friend groups and couples – and is a haven for foodies and outdoors enthusiasts alike. There are big plans for exciting new things coming in the next few years, and we look forward to sharing all the news with you.



The Otesaga Resort Hotel

Where the “All-Star” Is the Food

Hear the name “[Cooperstown](#),” and your thoughts most likely turn to baseball. But [The Otesaga Resort Hotel](#) hopes to expand on that next year. In 2023, the lakefront resort introduced a new Epicurean Series showcasing renowned chefs and winemakers during weekends chock-full of flavorful events, meet-and-greets, and exquisite five-course dining experiences. The popular series will continue in 2024, providing even more culinary weekend escapes. Other notable foodie finds at the 132-room historic resort include its locally and house-made products like granola, biscotti and maple syrup, and the use of ingredients from local purveyors in all its dining venues. While food is the all-star at the resort, there are plenty of ways to enjoy the other game in town ... baseball. The Otesaga offers [overnight packages](#) that include tickets to the [National Baseball Hall of Fame](#), which this spring will launch a [new permanent exhibit](#) that shares the stories of Black baseball.

Sunset at the Palms

Disconnect to Reconnect at an All-Inclusive Resort

It's all about connections at [Sunset at the Palms](#), an all-inclusive, adults-only, boutique resort in Negril, Jamaica. If you're looking to connect with nature, the 85-room, treehouse-style hotel is uniquely nestled in a tropical garden and just steps away from the least crowded part of the Caribbean island's most coveted beach, Bloody Bay. Guests can connect with local flora on guided nature walks and resident fauna through interactive experiences like a picnic with the property's now-famous goats. Sunset at the Palms also offers intimate wedding, honeymoon and vow renewal [packages](#) so you can connect with that special someone in an island paradise. However, the ultimate connections made at this resort are with its staff. The team here takes great pride in their work, loves making friends and treats all guests like family. That's why their motto is: "Come as a guest. Stay as a friend. Leave as family."



**Thanks for taking a verbal tour of MBPR's clients with us.
We hope something we shared here sparked your interest,
and we look forward to working together next year!**