

MYSTIC SEAPORT

Mystic, Connecticut

Mystic Seaport is a re-created 19th century seafaring village made up of dozens of real New England buildings and staffed with historians, musicians, storytellers, and craftspeople that bring America's seafaring past to life.

In addition to the village there is a preservation shipyard, historic tall ships and boats, a state of the art Collections Research center and a Planetarium

Management Resources conducted a marketing and operations audit. As a follow up MR-Profun was asked to write a comprehensive Marketing and Ticket Sales Plan. Upon completion of the plan, we were asked to help implement the plan.

We too played an active role in furthering the group sales effort and developed and implemented promotions that generated substantial media value.

- Marketing and Operations Audit
- Marketing and Ticket Sales Plan
- Marketing Plan Implementation

