

LOUISIANA'S CAJUN BAYOU

LAFOURCHE PARISH

2024



DESTINATION PROMOTION PLAN





MISSION STATEMENT

To position Lafourche Parish as a regionally, nationally, and internationally recognized year round destination by developing quality marketing programs and events that attract visitors and stimulate economic development.

VISION STATEMENT

To be known as a top 10 tourism destination within the state of Louisiana. Lafourche Parish will have a visitor recognized brand as a culturally rich area with award-winning outdoor, historical, and culinary attractions. Tourism will be a driving factor within the economy of the parish.

BRAND PROMISE

Louisiana's Cajun Bayou, Lafourche Parish is just south of New Orleans, for adventurers seeking distinct authentic experiences and culture of the wetlands. It's where a deep Cajun lifestyle is inspired, nurtured, and defined by the Bayou; so experiences are more personal and full of flavor.

A silhouette of a man and a child fishing at sunset. The man is on the right, and the child is on the left, both looking towards the water. The sky is a mix of orange, yellow, and blue, with clouds. The water is dark, and the foreground shows a wooden pier or dock.

OVERALL GOALS FOR 2024

PROMOTING AN EXPANDING TOURISM ECONOMY

1. BRAND MANAGEMENT & EXTERNAL MARKETING

Continue to develop and communicate the destination brand essence through a focused marketing effort to promote Lafourche Parish as a premier travel destination, while delivering experiences that are personal and full of flavor.

2. INTERNAL MARKETING & DESTINATION DEVELOPMENT

Provide leadership to the Lafourche Parish travel industry through programming, marketing updates and partner opportunities as we continue to develop and strengthen relationships that support destination and community development.

3. VISITOR SERVICES & ENGAGEMENT

Drive increased visitor engagement and spending through dynamic digital and print information, up-to-date local information, distribute area information to partners and continue to rebuild a permanent state-of-the-art visitor's center.

4. BUSINESS & SALES DEVELOPMENT

Continue to seek out leisure, group, sports, and international market sales to drive demand and overnight stays.

GOAL ONE

Continue to develop and communicate the destination brand essence through a focused marketing effort to promote Lafourche Parish as a premier travel destination, while delivering experiences that are personal and full of flavor.

ADVERTISING & MARKETING

- » **Continue “You Gotta Try This” and branded advertising campaigns that feature our culinary scene, attractions, events, and outdoors.**
 - Execute 2024 Media Plan with strategic placements in print, digital, and social media outlets.
 - Reach target audiences through advertising with specific brand messaging relative to the culinary scene, unapologetically Cajun culture, and all the things visitors “gotta try” in Louisiana’s Cajun Bayou.
 - Align targeting with drive-markets, visitors in New Orleans, day trips, regional and international markets, and “need periods” to grow visitation; while leaning on our proximity to New Orleans.
 - Monitor and review advertising reports/data, lodging market segmentation, and KPIs to continually update messaging and placement for maximum ROI.
 - Plan a new campaign and capture new content with the intent to launch in 2025.

- » **Increase visitor information requests year-over-year and visitor guide downloads by 10%.**
 - Focus media on distinct destination experiences with high frequency, re-targeting, demographic, and geo-targeting to drive conversions.
 - Make updates to print and digital visitor guide using latest destination information and engaging content.
 - Place strategic advertisements which direct potential visitors to custom landing pages to obtain more information and allow for direct engagement.

- » **Promote “attractors” and “attractions” to leverage tourism opportunities and increase visitation.**
 - Include “attractors” (authentic culture, the people, culinary scene, outdoors, etc.) and “attractions” (museums, swamp tours, restaurants, fishing charters, etc.) of Lafourche Parish in key messaging.
 - Review, update, and create themed itineraries that provide examples of trips for families, outdoor enthusiasts, foodies and culture/history lovers.

- » **Increase e-mail subscribers by 15%.**
 - Continue e-mail marketing program that targets those that have signed up for our “e-news”, downloaded our visitor guide, or have requested more information.
 - Generate quality leads through visitor guide downloads, visitor guide requests, and sign-up forms that are then placed in our “leisure e-news” database.
 - Target those in our database with relevant destination information about events, attractions, fishing, outdoors, food, and accommodations; as well as itineraries to convert them to visiting.
 - Continually monitor and “scrub” database to ensure maximum ROI and intended results.

- » **Continue promoting the Cajun Bayou Food Trail and achieve 6,000 downloads.**
 - Continue to work with CBFT partners to promote the trail assets.
 - Maintain CBFT collateral materials and promotional items.
 - Promote the CBFT through strategic culinary ad placements and public relations efforts.

WEBSITE

- » **Grow website traffic and engagement by 4%.**
 - Digital advertising links to landing pages with additional storytelling and video that captures users and drive engagement.
 - Encourage conversions through themed itineraries, blogs, and events.
 - Update and maintain key landing pages that focus on content that is engaging and supports conversions.
 - Update and recapture 360 degree video tours of tourism partners to be used on website and search engines.
- » **Increase outbound link clicks to partner web pages year-over-year.**
 - Clearly align website listings with partner pages/information so that potential visitors have easy access to information to plan their trip while showcasing the variety of things to do and see in our area.
 - Continually add/update partner listings with engaging content, photography, and contact information.

SOCIAL MEDIA

- » **Grow social media audiences to 42,750 (Facebook), 3,350 (Instagram), 1,600 (Twitter), and 15,000 (TikTok).**
 - Utilize a social media calendar to coordinate messaging for internal posting, sharing, and boosting key marketing messages.
 - Maintain social media advertisements of key happenings, content, and information.
 - Monitor, review and continually promote engaging posts/content while driving traffic back to our website and partner pages.
 - Produce dynamic and real content that accurately represents our destination, partners and communities.
- » **Increase overall social media referrals to the website by 15%.**
 - Utilize engaging posts that include video content, blogs, and itineraries that include links to website landing pages.
 - Create campaigns that focus on interests of emerging markets.
- » **Continue social media advertising on Meta and TikTok.**
 - Continue to grow our follower base through engaging videos that highlight our brand, experiences and culture.
 - Monitor, review, and continually promote engaging posts/content while driving traffic back to our website and partner pages.
 - Produce dynamic and real content that accurately represents our destination, partners and communities.

PUBLIC RELATIONS

- » **Increase earned media in publications that reaches high value visitors in primary target areas resulting in 10 million PR/media impressions.**
 - Continue to work with our PR firm to execute proactive pitching strategies to publications based on editorial calendars and timely stories of interest.
- » **Develop press releases to deploy through our distribution platforms and PR firm focused on key experiences and events.**
 - Increase awareness about Louisiana's Cajun Bayou that capitalizes on attractions, events, food, and our authentic Cajun culture.
- » **Host a minimum of 4 travel journalists from major publications/outlets that results in at least 3 stories written directly in relation to their visit.**
 - Participate in media marketplaces and create signature media projects that engage directly with potential outlets.
 - Host individual/group FAM tours and press trips as appropriate.
 - Attend PRSA to further knowledge in the public relations field and connect with other PR professionals.

ACADIAN TO CAJUN/NOVA SCOTIA PARTNERSHIP

- » **Continue building on our partnership with Nova Scotia that supports the historical and cultural connections between our two destinations.**
 - Promote LCB in-person in Nova Scotia for the Congres Mondial Acadien while publicizing this initiative through various PR and social media outlets that push visitation to LCB.
 - Coordinate with partners in Nova Scotia prior to attending the Congres to maximize exposure through LCB special events, public events, sponsorship opportunities, etc.
 - Continue to work in tandem with Nova Scotia partners to develop new initiatives and ways that we can promote visitation to both of our destinations.
 - Promote newly designated Acadian Heritage Day in Lafourche Parish to bring further attention to our authentic Cajun culture while creating community pride.

PROFESSIONAL DEVELOPMENT & EDUCATION

- * LTA Annual Meeting
- * Destinations International CEO Summit
- * Senior Leadership Forum
- * STS Marketing College
- * PRSA Travel & Tourism Conference
- * Destinations International Summit
- * Louisiana Travel Summit
- * STS Connections
- * STS Board Meetings
- * LTA Board Meetings

GOAL TWO

Provide leadership to the Lafourche Parish travel industry through programing, marketing updates and partner opportunities as we continue to develop and strengthen relationships that support destination and community development.

DESTINATION DEVELOPMENT AND COMMUNITY ENGAGEMENT

- » **Continue building strong community relationships/partnerships in order to sustain and grow stakeholder understanding and support the importance of tourism in Lafourche Parish.**
 - Send out quarterly partner and legislative e-news with relevant local tourism news, opportunities, and industry updates. Continually communicate.
 - Conduct check-ins with all partner groups to promote engagement and cross promotion.
 - Take key opportunities to advocate for tourism to local organizations, individuals, businesses, and elected officials through guest speaking and one-on-one outreach at the local, state, and national level.
 - Host National Travel and Tourism Week event that recognizes tourism partners and highlights the impact of tourism in Lafourche Parish.
 - Represent the destination at various local, state, regional and national meetings/ conferences while bringing back the latest information as it relates to the tourism industry.
 - Create “Bayou Boasting” fast facts sheet that highlights fast facts and key talking points that brag about our parish.
 - Attend area festivals, events, and other activities representing the organization while capturing new creative assets to better promote the parish and community.
 - Work with tourism partners that need assistance with brochure/collateral development for promotional purposes.

- » **Grow tourism attractions and event opportunities that drive economic development.**
 - Continue to work with partners to develop new product that will attract increased visitation to the parish.
 - Support new projects and events that show significant impact on the local tourism economy.

- » **Complete Phase III (construction and implementation) of the Tourism Wayfinding Signage System.**
 - Continue to work with Lafourche Parish Government, municipalities, DOTD, and wayfinding planners to complete bidding, construction, and implementation of the system.

GOAL THREE

Drive increased visitor engagement and spending through dynamic digital and print information, up-to-date local information, distribute area information to partners, and continue to rebuild a permanent state-of-the-art visitor's center.

VISITOR SERVICES

- » **Increase visitor center traffic and re-establish our presence as we rebuild. Provide visitor services that engage with visitors in-market.**
 - Use static billboards on Highway 90 that promote visitor center to travelers.
 - Continue to promote the temporary visitor center as open to the public as we rebuild our permanent center.
 - Conduct one-on-one check-ins with tourism partners to gain the latest information on local tourism businesses to relay information to visitors.
 - Position ourselves to remain a strong presence in the community and the “go to” source for area information.
 - Maintain working inventory of local and state brochures to distribute to visitors, lodging partners and local businesses.
 - Participate in LTA brochure distribution program to provide LCB materials to other state and parish visitor’s centers.
 - Partner with organizations such as Nicholls State University, special event groups, meetings and other opportunities where visitors will be in attendance to provide services such as promo items, area information, etc.
 - Assist sales and marketing department to provide area “goodie bags” to special event/ group attendees.

- » **Enrich the visitor experience by increasing knowledge of visitor center staff about the area and industry trends.**
 - Further understanding of visitor’s center best practices and services through visitation to regional centers to bring back new ideas for further development of our center.
 - Visit local attractions and experiences to gain first-hand knowledge of tourism offerings and remain up to date on the latest developments.
 - Undertake professional development courses, as appropriate, to expand knowledge of best practices and implement new techniques.

- » **Oversee development and construction of new state-of-the-art visitor’s center.**
 - Special Projects Committee and President & CEO will oversee the planning, development, and construction of new visitor’s center that will showcase the areas unapologetically Cajun culture and brand while driving visitors to attractions, restaurants, lodging and events in the parish.
 - Committee and President & CEO will engage with architect and exhibit designer under the umbrella of Lafourche Parish Government while adhering to FEMA reimbursement regulations.
 - Hold ground-breaking ceremony to commemorate the start of construction while publicizing the plans and timeline for the new center.

GOAL FOUR

*Continue to seek out leisure, group, sports, and international market sales to drive demand and overnight stays.
Book at least 5 groups that result in a minimum of 600 room nights.*

SPORTS

- » **Capitalize on sporting events to contract more potential room nights.**
 - Build relationships with managers of recreational sport associations in Lafourche Parish.
 - Regular sales calls to Nicholls State University to coordinate efforts and bookings for sporting events.
 - Leverage relationship with Team Louisiana to gain credible leads from sports organizations while working with available host facilities in Lafourche Parish.
 - Sponsor and assist with Manning Passing Academy and host the official Welcome Reception to provide area information and highlight our tourism offerings to visitors attending this large sporting event.
 - Leverage new Sports page on website to promote all the available sports venues in the parish.
 - Attend the SPORTS Relationships Conference to promote LCB as a sports friendly destination to recruit more sporting events to the parish.

GROUPS & MEETINGS

- » **Identify and engage new group tour opportunities as well as booking meetings and Conferences.**
 - Host FAM tours to promote the area and increase room nights.
 - Reach out to local industry and educational institutions regarding hosting meeting
 - Produce group tour and travel e-newsletter updates to market to potential groups.
 - Advertise in digital and print tour/group publications that are related to our market.
 - Attend various trade shows and sales missions to engage directly with tour operators to secure business.
 - Promote the Meeting Incentive Program to recruit more meetings to Lafourche.
- » **Oversee the bookings and promotion of the Lafourche Pavilion to attract groups and events to the facility.**
 - Work in partnership with the Lafourche Parish Government to oversee the operations of the pavilion
 - Promote the pavilion as a facility available to rent for events, reunions, meetings, weddings, etc.
 - Continue to modify rental process and maintain pavilion landing page on destinations website.
 - Monitor and report on pavilion activity, needed repairs, etc. with parish government officials.

INTERNATIONAL SALES

- » **To increase international visitation and convert the international day trips into room nights.**
 - Attend Travel South International and Global Marketplace to promote the destination to international tour and travel buyers.
 - Work with US receptive operators to promote the destination to FIT Programs.

LEISURE

- » **Continue to engage with prospective leisure visitors while showcasing the abundance of experiences and personal connections on the bayou.**
 - Work in tandem with overall marketing/promotions goals and initiatives outline in Goal #1.
 - Refresh current itineraries on website and develop three new ones that speak to personal connections, family friendly and cultural ties of the area.
 - Promote itineraries, things to see & do, attractions, lodging, events, etc. through leisure database as outlined in Goal #1.
 - Continue ongoing meetings and outreach with Louisiana Travel Association, Louisiana Office of Tourism and regional tourism offices to partner, collaborate and keep LCB top of mind.

SALES MISSIONS

Travel South Global Marketplace

Charleston, South Carolina

April 8-11, 2024

SPORTS Relationships Conference

Wichita, Kansas

September 2024

NTA Travel Exchange

Huntsville, Alabama

November 17-20, 2024

Travel South International

Atlanta, Georgia

December 3-7, 2024

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