

# LOUISIANA'S CAJUN BAYOU

LAFOURCHE PARISH



2023

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.

# OVERALL GOALS FOR 2023

### 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 1

*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

**Objective:** Continue "You Gotta Try This" advertising campaign that features our culinary scene but also keeps focus on highlighting attractions, events and outdoors while leaning on our proximity to New Orleans. Strategic placements in print, digital, social and television media outlets.

**Strategy:** 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.

**Strategy:** Align targeting with drive-markets, visitors in New Orleans, day trips, regional and international markets, and "need periods" to grow visitation.

**Strategy:** Monitor and review advertising reports/data, lodging market segmentation, and KPIs to continually update messaging and placement for maximum ROI.

**Objective:** Increase visitor information requests year-over-year and update official visitor guide (print and digital) resulting in 5,000 digital guide downloads.

**Strategy:** Focus media on distinct destination experiences with high frequency, re-targeting, demographic, and geo-targeting to drive conversions.

**Strategy:** Make needed updates to print and digital visitor guide using latest destination information and engaging content.

**Strategy:** Placement of QR codes and referrals to "download your guide" or "plan your adventure" through various marketing channels.

**Objective:** Promote "attractors" and "attractions" to leverage tourism opportunities and increase visitation.

**Strategy:** 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 as we continue to see the revival of our tourism economy post Covid-19 and Hurricane Ida.

**Strategy:** Review, update and create themed itineraries that provide examples of trips for families, outdoor enthusiasts, foodies and culture/history lovers.

**Objective:** Build a more robust email marketing program that targets those that have signed up for our "e-news", downloaded our visitor guide or have requested more information.

**Strategy:** Generate quality leads through visitor guide downloads, visitor guide requests and sign-up forms that are then placed in our "leisure e-news" database.

**Strategy:** 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.

**Strategy:** Continually monitor and "scrub" database to ensure maximum ROI and intended results.



**Objective: Update and refresh Cajun Bayou Food Trail to reflect changes while highlighting new offerings which result in 5,500 downloads.**

**Strategy:** Review CBFT participant requirements and update as necessary while reviewing and determining potential new participants to be added to the trail.

**Strategy:** Update the Cajun Bayou Food Trail passport and map to reflect these changes and promote through strategic culinary ad placements and public relations efforts.

## WEBSITE

**Objective: Grow website traffic and engagement by 11% year over year.**

**Strategy:** Digital advertising links to landing pages with additional storytelling and video that captures users and drives engagement.

**Strategy:** Encourage conversions through themed itineraries, blogs, and events

**Strategy:** Maintain Mardi Gras and key landing pages that focus on content that is engaging and supports conversions.

**Strategy:** Overhaul all imagery on website (meeting venues, motels, restaurants, shops, fresh markets, etc.) to have up to date images and accurate information to keep visitors engaged and on site longer.

**Objective: Increase referrals to partner pages to 25,000.**

**Strategy:** 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.

**Strategy:** Continually add/update partner listings with engaging content, photography and contact information.

**Strategy:** Complete website updates for meetings and venues pages which will better showcase the destinations offerings to potential groups and events.

## PUBLIC RELATIONS

**Objective: Increase earned media in publications that reaches high value visitors in primary target areas resulting in 20 million PR/media impressions.**

**Strategy:** Execute proactive pitching strategies to publications based on editorial calendars and timely stories of interest. Participate in media round-up inquiries.

**Strategy:** Maintain participation in regional PR partnership and GATOR PR group.

**Objective: Develop press releases to deploy through our distribution platforms and PR firm focused on key experiences and events.**

**Strategy:** Increase awareness about Louisiana's Cajun Bayou that capitalizes on attractions, events, food and our authentic Cajun culture.

**Objective: Host a minimum of 5 travel journalists from major publications/outlets that results in at least 3 stories written directly in relation to their visit.**

**Strategy:** Participate in media marketplaces and create signature media projects that engage directly with potential outlets (virtually or in-person).

**Strategy:** Host individual/group FAM tours and press trips as appropriate.

**Strategy:** Attend PRSA to further knowledge in the public relations field and connect with other PR professionals.

# PUBLIC RELATIONS TRADESHOW

## PRSA Travel & Tourism Conference

June 2023 - Madison, WI.

## SOCIAL MEDIA

**Objective:** Increase audience on Facebook, Instagram and Twitter to the following amounts: Facebook-40,000, Instagram-3,200, Twitter-1,600, TikTok-10,000.

**Strategy:** Utilize a social media calendar to coordinate messaging for internal posting, sharing and boosting key marketing messages.

**Strategy:** Grow our social media channels by sharing unique content that captivates the target audience and supports current campaign strategies.

**Strategy:** Increase engagement through post content and interaction with fans, followers, and local businesses.

**Objective:** Increase overall social media referrals to the website by 20%.

**Strategy:** Utilize engaging posts that include video content, blogs, and itineraries that include links to website landing pages.

**Strategy:** Create campaigns that focus on interests of emerging markets.

**Objective:** Continue social media advertising on Meta and Instagram while expanding into TikTok

**Strategy:** Increase social media advertising to include TikTok and grow our follower base through engaging videos that highlight our brand, experiences and culture.

**Strategy:** Monitor, review and continually promote engaging posts/content while driving traffic back to our website and partner pages.

**Strategy:** Produce dynamic and real content that accurately represents our destination, partners and communities.

## ACADIAN TO CAJUN ; NOVA SCOTIA PARTNERSHIP

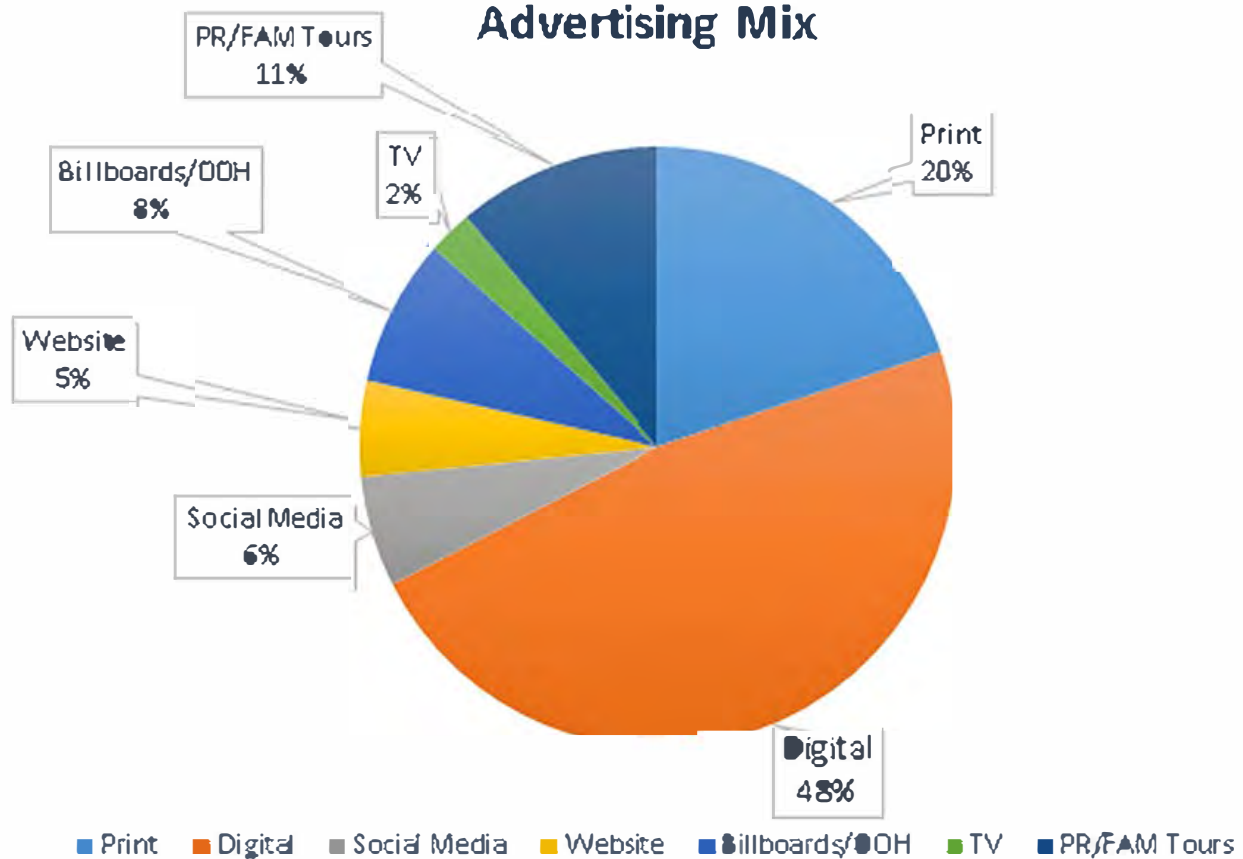
**Objective:** Continue building on our new partnership with Nova Scotia that supports the historical and cultural connections between our two destinations.

**Strategy:** Promote LCB in-person in Nova Scotia for the Festival Acadien de Clare while publicizing this initiative through various PR and social media outlets that push visitation to LCB.

**Strategy:** Coordinate with partners in Nova Scotia prior to attending the festival to maximize exposure through public events, announcement opportunities, etc.

**Strategy:** 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.

## Advertising Mix





# GOAL 2

*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.*

## COMMUNITY/PARTNER ENGAGEMENT & DESTINATION DEVELOPMENT

**Objective:** Continue building strong community relationships/partnerships in order to sustain and grow stakeholder understanding and support the importance of tourism in Lafourche Parish.

**Strategy:** Send out quarterly partner and legislative e-news with relevant local tourism news, opportunities, and industry updates. Continually communicate.

**Strategy:** Conduct check-ins with all partner groups to promote engagement and cross promotion.

**Strategy:** 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.

**Strategy:** Host National Travel and Tourism Week event that recognizes tourism partners and highlights the impact of tourism in Lafourche Parish.

**Strategy:** 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.

**Strategy:** Create a Lafourche Parish Tourism Partner Facebook group to regularly communicate, share and update the tourism community, which creates an easy way for organizations to share information with us through social media.

**Strategy:** Create "Bayou Boasting" fast facts sheet that highlights fast facts and key talking points that brag about our parish.

**Strategy:** Attend area festivals, events and other activities representing the organization while capturing new creative assets to better promote the parish and community.

**Objective:** Grow tourism attractions and event opportunities that drive economic development.

**Strategy:** Continue to use Tourism Investment Program to aid in the creation of new projects/attractions and events which expands the visitor experience and enhances local communities.

# GOAL 3

*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 & ENGAGEMENT

**Objective:** Increase visitor center traffic and re-establish our presence as we rebuild. Provide visitor services that engage with visitors in-market.

**Strategy:** Use static billboards on Highway 90 that promote visitor center to travelers.

**Strategy:** Continue to promote the temporary visitor center as open to the public as we rebuild our permanent center.

**Strategy:** Conduct one-on-one check-ins with tourism partners to gain the latest information on local tourism businesses to relay information to visitors.

**Strategy:** Position ourselves to remain a strong presence in the community and the "go to" source for area information.

**Strategy:** Maintain working inventory of local and state brochures to distribute to visitors, lodging partners and local businesses.

**Strategy:** Participate in LTA brochure distribution program to provide LCB materials to other state and parish visitor's centers.

**Strategy:** 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.

**Strategy:** Assist sales and marketing department to provide area "goodie bags" to special event/group attendees.

**Strategy:** 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.

**Objective:** Oversee development and construction of new state-of-the-art visitor's center.

**Strategy:** Special Projects Committee and President & CEO 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.

**Strategy:** Committee and President & CEO will engage with architect and exhibit designer under the umbrella of Lafourche Parish Government while adhering to FEMA reimbursement regulations.



# GOAL 4

*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 150 room nights.*

## SPORTS

**Objective:** Capitalize on sporting events to contract more potential room nights.

**Strategy:** Build relationships with managers of recreational sport associations in Lafourche Parish.

**Strategy:** Regular sales calls to Nicholls State University to coordinate efforts and bookings for sporting events.

**Strategy:** Leverage membership in Team Louisiana to gain credible leads from sports organizations while working with available host facilities in Lafourche Parish.

**Strategy:** 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.

**Strategy:** Leverage new Sports page on website to promote all the available sports venues in the parish.

**Strategy:** Attend the SPORTS Relationships Conference to promote LCB as a sports friendly destination to recruit more sporting events to the parish.

## GROUPS & MEETINGS

**Objective:** Identify and engage new group tour opportunities as well as booking meetings and conferences.

**Strategy:** Host FAM tours to promote the area and increase room nights.

**Strategy:** Reach out to local industry and educational institutions regarding hosting meetings.

**Strategy:** Produce quarterly group tour and travel e-newsletter to market to potential groups.

**Strategy:** Advertise in digital and print tour/group publications that are related to our market.

**Strategy:** Attend various trade shows and sales missions to engage directly with tour operators to secure business.

**Strategy:** Host successful Y'allstars Southern Skate Showdown that results in rebooking of the tournament for 2024.

## INTERNATIONAL SALES

**Objective:** To increase international visitation and convert the international day trips into room nights.

**Strategy:** Attend Travel South International to promote the destination to international tour and travel buyers.

**Strategy:** Work with US receptive operators to promote the destination to FIT Programs.



## LEISURE

**Objective:** Continue to engage with prospective leisure visitors while showcasing the abundance of experiences and personal connections on the bayou.

**Strategy:** Work in tandem with overall marketing/promotions goals and initiatives outline in Goal #1.

**Strategy:** Refresh current itineraries on website and develop new ones that speak to personal connections, family friendly and cultural ties of the area.

**Strategy:** Promote itineraries, things to see & do, attractions, lodging, events, etc. through leisure database as outlined in Goal #1.

**Strategy:** 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.

## TRADE SHOWS & SALES MISSIONS

### STS Domestic Showcase

*April 2023 - Huntsville, AL.*

### Spotlight on the Southeast

*July 2023 - Mobile, AL.*

### SPORTS Relationships Conference

*September 2023 - South Bend, IN.*

### NTA Travel Exchange

*November 2023 - Shreveport, LA.*

### Travel South International

*December 2023 - Memphis, TN.*



# THE TEAM



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President & CEO



**Ian Wallis**  
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**Bree Plaisance**  
Office & Finance Manager, Exec. Asst.



**Brenda Trosclair**  
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**John Adams**  
Travel Counselor



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