



LOUISIANA'S  
**CAJUN BAYOU**

2018 TOURISM MARKETING PLAN

## A MESSAGE FROM THE PRESIDENT & CEO

Last year, with the launch of Louisiana's Cajun Bayou brand, Lafourche Parish took a tremendous step forward in defining the experiences found up and down the Bayou for potential visitors.

As noted in our 2017 highlights, found on the next page, visitors are beginning to connect with our brand story and understand why our brand of Cajun runs deeper than anywhere else in Louisiana.

In 2018, our efforts will continue to focus on elevating the brand story, building upon our 2017 successes. Top priorities for the year include growing event-related visitation, completion of the visitor center renovation project, the launch of the Cajun Bayou Food Trail and the development of a destination way-finding signage program.

Together, these projects, along with our sales and marketing strategy, will continue to help move Lafourche Parish forward as a community and destination by showcasing our area's unapologetic Cajun spirit.

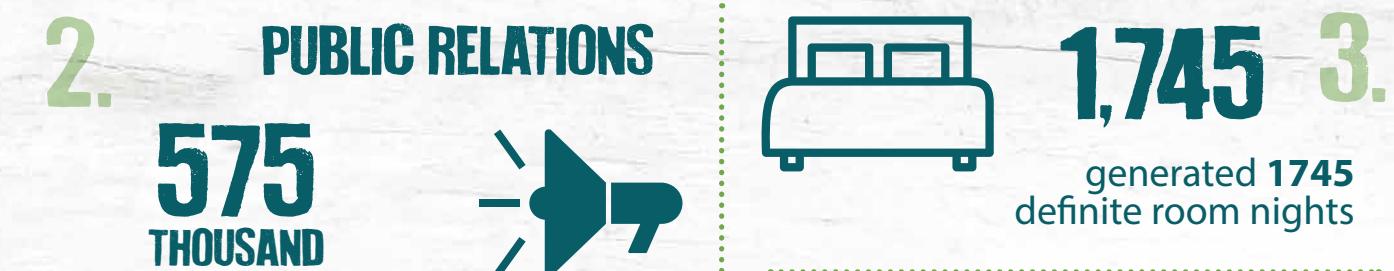
As always, we welcome your input and partnership as we continue to grow travel to Lafourche Parish. Our success is a direct result of strong support and commitment from our tourism and community partners. We need your involvement to maximize travel and its impact on our local economy.

Best Regards,



Timothy P. Bush, CDME, TMP  
President & CEO  
Louisiana's Cajun Bayou

# THE YEAR IN REVIEW 2017



## MISSION STATEMENT

The mission of Louisiana's Cajun Bayou Tourism is 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

Our vision is 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.



## OVERARCHING GOALS FOR 2018

1. Continue to build the destination brand
2. Generate 2,000 room nights
3. Continue to encourage product development and infrastructure to expand tourism
4. Expand Visitor Services with reopening of the LA Cajun Bayou Visitors Center

## GOAL ONE: CONTINUE TO BUILD THE DESTINATION BRAND

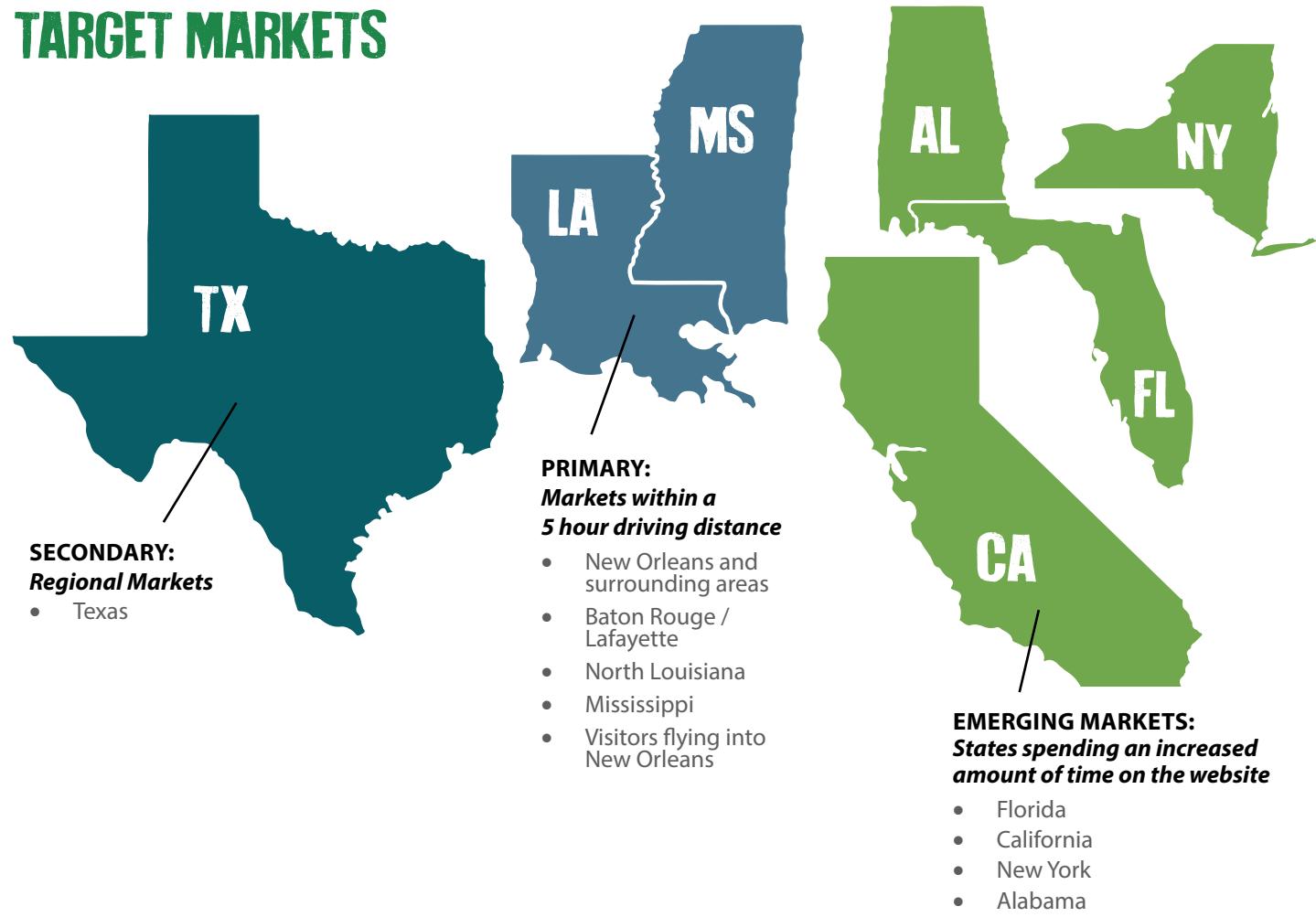
### STRATEGIES

- Expand on current marketing campaign centered on the destination brand promise to attract visitors
- Pitch 10 stories to regional media to promote the destination experiences to increase media exposure
- Focus marketing on what potential visitors are most interested in based on website traffic to drive destination visitation
- Increase video content across all social media channels to engage potential visitors on destination experiences

### MARKETING COMMUNICATIONS GOALS

- Increase website traffic by 15%
- Increase social media engagement by 7%
- Increase visitor information requests by 15%
- Increase time on website/engagement by 10%
- Increase visitor center traffic by 3%
- Increase the number of e-newsletter subscribers by 5%

## TARGET MARKETS



## STRATEGIES

### MARKETING

- Use the media plan to focus on target markets using traditional and digital media for primary markets and digital media for secondary and emerging markets
- Develop customized messages to target the most visited areas on the website
- Create custom landing pages to direct advertising messages
- Continue to develop engaging blogs focused on destination experiences
- Use digital billboards in New Orleans market to drive increased visitation to the destination's festivals/events
- Create integrated destination editorial calendar to include advertising, public relations and social media to ensure consistent destination messaging across all channels
- Continue monthly distribution of leisure e-newsletter to promote the destination
- Re-purpose blog content to use in e-newsletters, social media post, and online

## PUBLIC RELATIONS

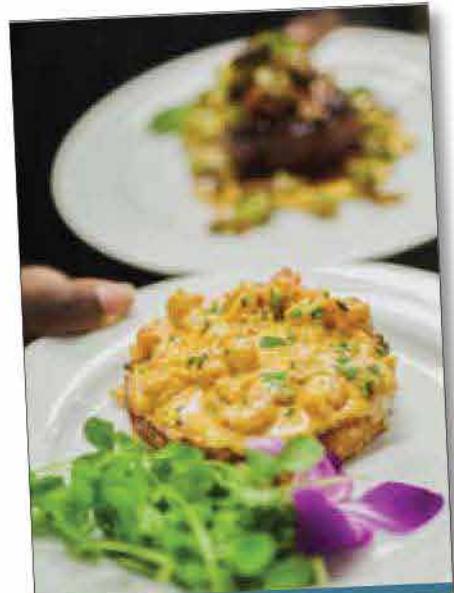
- Pitch 10 media stories towards regional or national media in primary and secondary target markets
- Create a monthly media pitching calendar around key destination experiences
- Focus on strengthening relationships with magazines in Louisiana and Texas
- Submit all events and festivals to local and state magazines and newspapers
- Work with public relations firm to elevate the Cajun Bayou Food Trail
- Work with variety of influencers and bloggers to elevate the destination story
- Continue to work with local media publications to build community brand awareness

## SOCIAL MEDIA

- Develop "Unapologetically Cajun" social media campaign that will feature authentic Cajun experiences in the destination
- Use social media paid advertising to include festivals and promote brand awareness
- Create social media content calendar that will deliver key destination themes
- Include more video content to engage visitors on key destination experiences
- Boost blogs post to engage potential visitors in content while increasing time on site

## COMMUNITY RELATIONS

- Continue to produce quarterly e-newsletters to educate local/state elected officials and community partners about tourism promotion efforts/value of tourism
- Develop a branding tool kit to increase brand engagement with destination partners
- Mail out flyers to hotel and attractions twice a year to include festival dates and events to increase cross promotional effort of area event
- Continue to foster relationship with tourism partners through monthly visits
- Take advantage of opportunities to speak about the CVB and its role to local community organizations/groups
- Continue to develop educational opportunities for tourism partners to help strengthen their tourism product and marketing knowledge
- Educate partners on our sales and marketing goals and efforts



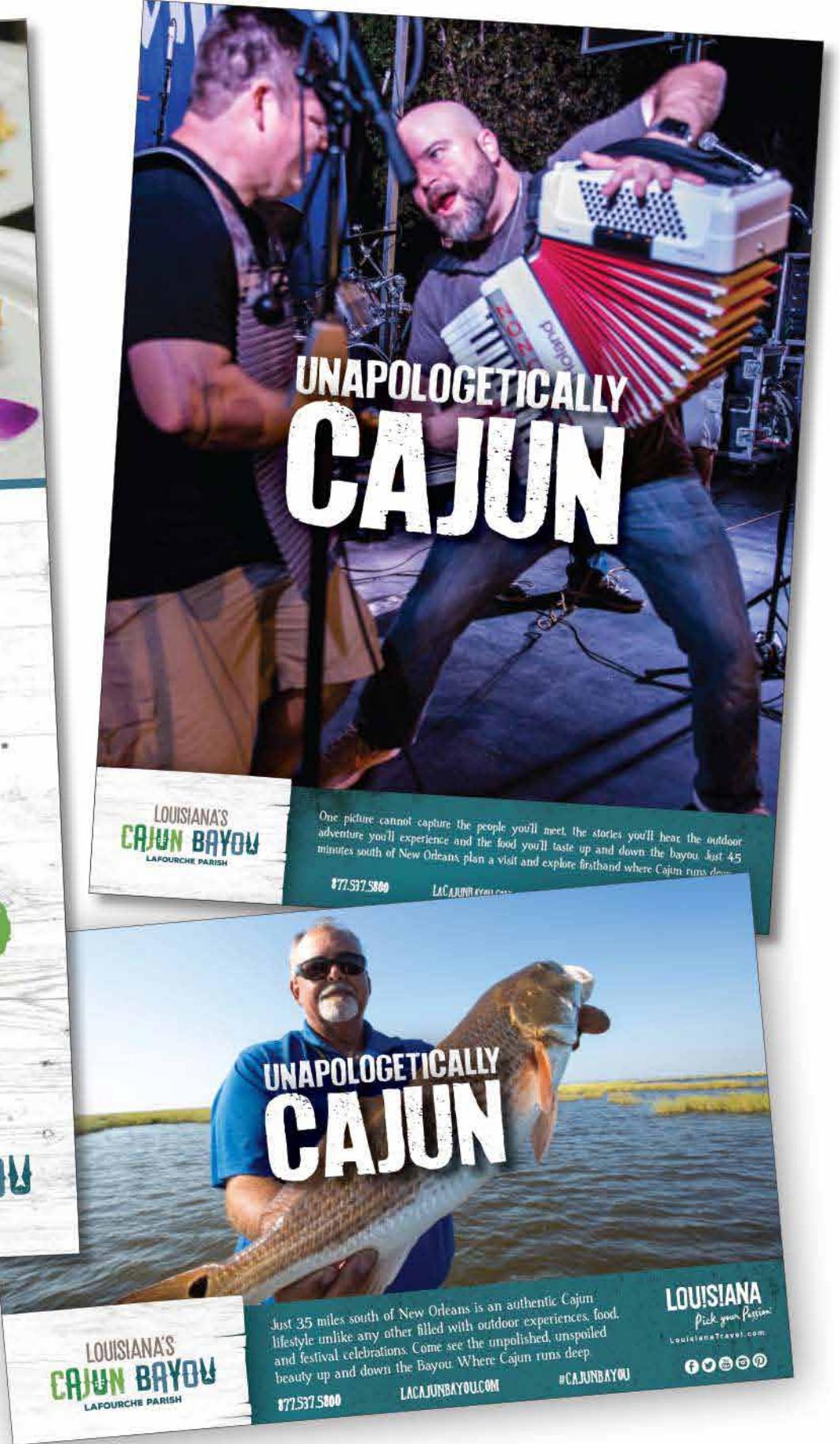
FOOD.

Turn CAJUN  
for a weekend.

#CAJUNBAYOU

EXPLORE

LOUISIANA'S  
**CAJUN BAYOU**  
LAFOURCHE PARISH



## MEDIA PLAN

### PRINT

- AAA Southern Traveler
- AAA Texas Journey
- American Road
- Country Roads
- Direct Bank Travel Conference Pamphlet
- Louisiana Cookin'
- Louisiana Fishing & Outdoor Adventures Guide
- Louisiana Kitchen
- Louisiana Road Trips
- Louisiana Sportsman
- Mississippi Sportsman
- Society of American Travel Writers Directory
- Travel & Trade Recipe Book

### DIGITAL

- Brand USA
- Country Roads
- Converstaion Based Social Media
- Digital Retargetting
- Geofencing
- Programmatic Advertising
- Search Engine Marketing
- Texas Monthly e-News
- Trip Advisor
- Search Engine Marketing
- "Unapologetically Cajun" Video Series

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## GOAL TWO: GENERATE 2,000 ROOM NIGHTS

### SALES GOALS

- Produce 36 sales leads to generate 2,000 room nights

### STRATEGIES

#### LEISURE SALES

- Develop a family reunion planning workshop to increase leisure group sales
- Create suggested itineraries centered on festivals and events to generate overnight visitation
- Create family-friendly and themed itineraries and packages to grow the leisure market and increase visitation
- Feature Louisiana's Cajun Bayou Visitors Center in leisure itineraries to increase visits to the center
- Work with the Marketing Communications department to increase awareness of interactive and hands-on activities down the bayou through itineraries focused on cultural immersion experiences
- Capitalize on the success of the 2017 Louisiana's Cajun Bayou tours offered during the Manning Passing Academy to promote visitation to attractions during 2018 Manning Passing Academy

## GROUP SALES

- Maintain presence at select tour and travel trade-shows to continue to promote the destination to group tour operators
- Develop sales efforts to focus on affinity group leaders to increase overnight visitation
- Promote interactive and hands-on experiences down the Bayou to group tour operators and through itinerary development
- Host FAM tour to showcase destination to increase conversion rate after destination visitation from potential group tour and meeting segment
- Work with the Marketing Communications Department to create sales collateral to target senior groups for daytrips and overnight visitation from regional markets
- Work with the newly appointed group sales director at the Louisiana Office of Tourism to expand groups and meetings marketing opportunities for the destination
- Promote Mardi Gras Packages to Canadian tour and travel planners, bank travel clubs, and qualified group leaders
- Continue to work with the Marketing Communications department to produce four quarterly tour and travel e-newsletters

## GROUP TOUR SALES SHOWS

**American Bus Association: Charlotte, NC:** January 24-29, 2018

**Travel South Domestic Showcase: Biloxi, MS:** March 18-21, 2018

**Travel Alliance Partners: Atlantic City, NJ:** June 3-7, 2018

**National Tour Association: Milwaukee, WI:** November 4-8, 2018

## INTERNATIONAL SALES

- Maintain presence at international tradeshow to promote the destination to international tour and travel buyers
- Promote Louisiana's Cajun Bayou through suggested itineraries and electronic collateral to identified Canadian, French, German, Dutch, Australian, and Chinese tour operators who sell group and FIT tour products to New Orleans
- Provide language specific collateral to prospective international buyers and domestic receptive operators
- Conduct one familiarization tour for receptive operators based in Louisiana and Mississippi to provide first-hand awareness of the destination

## INTERNATIONAL SALES SHOWS

**Travel South International Showcase: Nashville, TN:** November 26-30, 2018

## MEETING SALES

- Continue to work with the Wellness Center of Thibodaux Regional Conference Center to position the center as the prime meeting facility for meetings
- Develop key business influencer partnerships with local community leaders to solicit and book meetings
- Promote the meeting facilities and event venues throughout the parish to prospective meeting planners through sales collateral, sales calls, and site visits
- Continue membership with the Louisiana Society of Association Executives to target state association meeting planners through chapter leadership, education, and marketing opportunities
- Make sales calls once a quarter to state association meeting planners and third-party meeting planners based in Baton Rouge

## MEETING TRAVEL SHOW

**Louisiana Society of Association Executives Annual Convention:**

**Lake Charles, LA:** September 23-25, 2018

## SPORTS AND OUTDOOR SALES

- Meet quarterly with the Thibodaux Parks and Recreation director to identify any new sports activities and tournaments that have the potential of generating overnight stays
- Identify key fishing and kayaking organizations to solicit fishing tournaments to destination

## SPORTS TRAVEL SHOW

Louisiana Sportsman Show: New Orleans, LA: July 20-22, 2018

## GOAL THREE: CONTINUE TO ENCOURAGE PRODUCT DEVELOPMENT AND INFRASTRUCTURE TO EXPAND TOURISM

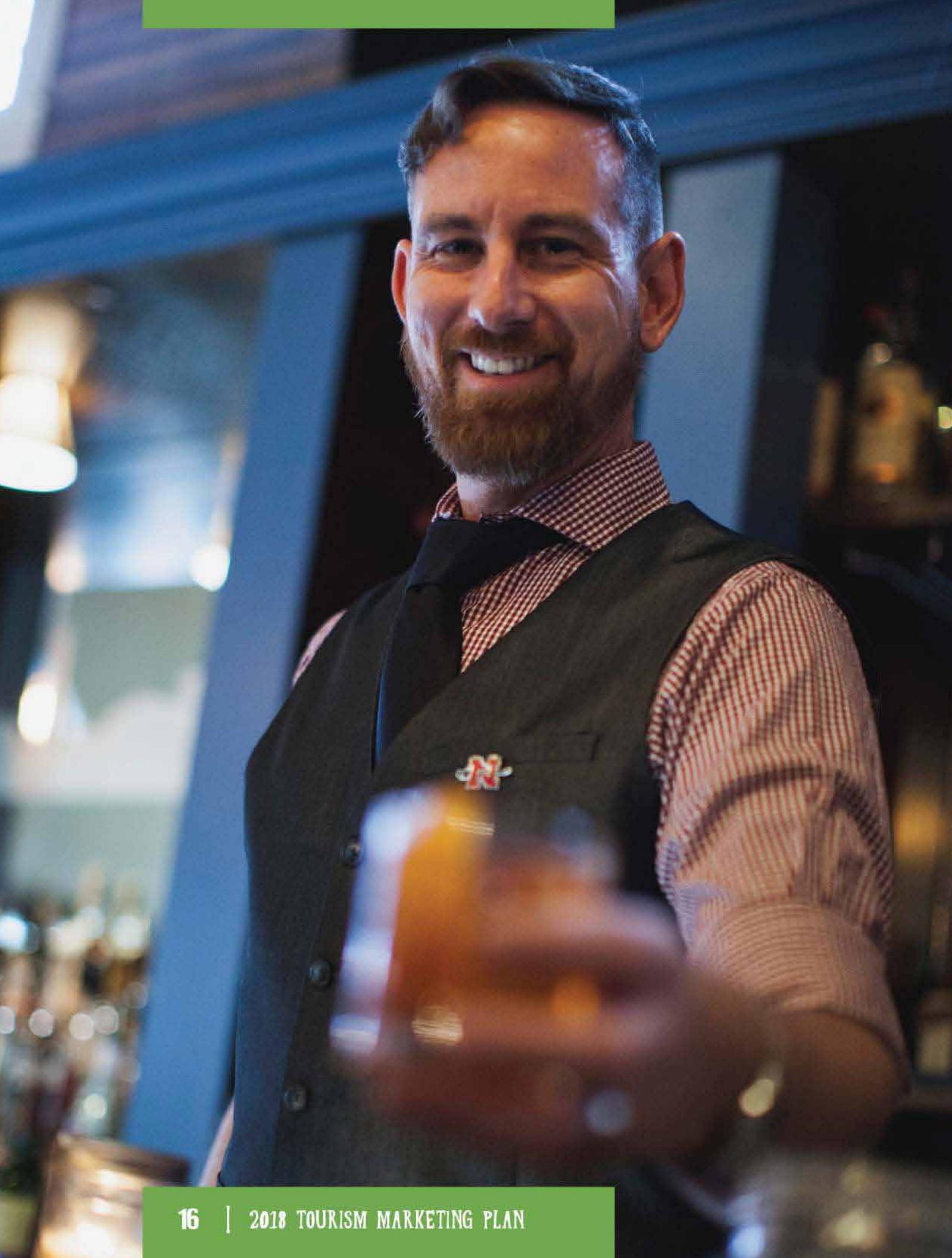
### STRATEGIES

- Implement destination signage program to increase visibility of destination assets
- Continue to support product development efforts that support destination growth and branding
- Establish partnerships with festival organizers to better understand how to promote their experience to visitors and increase brand awareness
- Develop the Louisiana's Cajun Bayou Food Trail

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## GOAL FOUR: EXPAND VISITOR SERVICES WITH THE REOPENING OF THE LA CAJUN BAYOU VISITORS CENTER

- Host a Visitors Center grand opening Spring 2018
- Utilize new visitors center to promote the destination brand including quarterly events that involve showcasing partners
- Visit and update Louisiana Visitors Centers along I-10 on destination experiences
- Encourage community partners needing a central meeting location to meet at the visitors center



## STAFF

**Timothy P. Bush**, CDME, TMP  
*President & CEO*

**Kellie Walters**  
*Marketing Communications Manager*

**Melissa Chiasson Durocher**  
*Sales Manager*

**Misty Rhodes**  
*Office Manager*

## BOARD OF DIRECTORS

**Marguerite Knight Erwin**, Chair  
*City of Thibodaux*

**Sandy Holloway**, Vice Chair  
*Thibodaux Chamber of Commerce*

**Jeremy Punch**, Secretary/Treasurer  
*Lafourche Chamber of Commerce*

**Monique Crochet**  
*Lafourche Chamber of Commerce*

**Sharleen Hotard**  
*Ward 6*

**Ray Zeringue**  
*Ward 11*

**Patricia Whitney**  
*Lafourche Heritage Society*

**Zina Sampey**  
*Town of Lockport*

**Linda Guidry**  
*Town of Golden Meadow*



**877.537.5800**

[LaCajunBayou.com](http://LaCajunBayou.com)

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