

2026

DESTINATION PROMOTION PLAN

LOUISIANA'S

CAJUN BAYOU

LAFOURCHE PARISH

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 2026

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 utilize the new 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 new "Geaux Bold" campaign highlighting our bold flavors, traditions, and experiences .**

- Continue promoting our new marketing campaign through additional creative executions and updated marketing materials in 2026.
- Execute 2026 Media Plan with increased placements in print, digital, and social media outlets.
- Reach target audiences through advertising with specific brand messaging relative to the bold flavors, traditions, and experiences found up and down the bayou at our festivals, attractions, restaurants, and outdoors.
- 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.

» **Increase visitor information requests year-over-year and visitor guide downloads by 5%.**

- Focus media on distinct destination experiences with high frequency, re-targeting, demographic, and geo-targeting to drive conversions.
- Revamp our print and digital visitor guide using latest destination information and engaging content while coordinating with new Geaux Bold campaign.
- 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.
- Promote new themed itineraries that provide examples of trips for families, outdoor enthusiasts, foodies and culture/history lovers.

» **Increase e-mail subscribers by 5% and achieve and average open rate of 45%.**

- Produce at least 8 E-Newsletters that target 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.

» **Refresh the Cajun Bayou Food Trail and achieve 5,000 downloads.**

- Evaluate and update CBFT participants and requirements while identifying potential new stops.
- Produce a new CBFT t-shirt that reflects our new Geaux Bold campaign.
- Continue to work with CBFT partners to promote the trail assets.
- Maintain new 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 5%.**

- Digital advertising links to landing pages with additional storytelling and video that captures users and drives 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.
- Complete and implement 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 65,000 (Facebook), 6,500 (Instagram), and 25,000 (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 10%.**

- 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 20 million PR/media impressions.**
- Maintain PR strategies and enhance our voice through 10-months of public relations efforts as outlined in the 2026 PR plan through MBPR.
- 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 3 travel journalists from major publications/outlets that results in at least 2 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 PR FAM tours as appropriate.

SPECIAL MARKETING PROJECTS AND INITIATIVES

» **Continue to support special marketing projects and initiatives that spotlight Lafourche Parish while engaging directly with locals and residents.**
- Host the Manning Passing Academy Welcome Reception in coordination with Nicholls State University.
- Partner with Tangi Tourism to host a joint tailgate for the Nicholls vs. Southeastern football game.
- Execute the third season of the Local Lafourche Show which airs through HTV10.
- 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

* **Destinations International Summit**
* **Southeast Tourism Society Connections**
* **Louisiana Travel Summit**
* **Destinations International CEO Summit**
* **Senior Leadership Forum**
* **Congressional Summit**
* **LOT Sales and Marketing Seminar**
* **DI Marketing & Communications Summit**
* **STS Board Meetings**
* **LTA Board Meeting**
* **LCVB Committee Meetings**
* **Small DMO Task Force**



GOAL TWO

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.

DESTINATION DEVELOPMENT AND COMMUNITY ENGAGEMENT

» **Complete construction and installation of the Cajun Bayou Wayfinding Signage Program.**
- Work with wayfinding planners and contractor to fabricate, construct, and install the wayfinding signage program by the end of 2026.
- Continue to work with Lafourche Parish Government, municipalities, and DOTD to coordinate fabrication and installation efforts.

» **Utilize the new Louisiana's Cajun Bayou Visitor Center as a resource for engagement and education.**
- Promote the resources available in the new center, such as area information, interactive exhibits, etc.
- Return to hosting in-person partner meetings with various partner segments as needed.
- Host local civic organizations, school groups, etc. to educate the residents about our destination.
- Work with our tourism partners to host activities aimed at promoting our tourism offerings to locals.

» **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 e-news with relevant local tourism news, opportunities, and industry updates. Continue regular communications as topics or updates arise.
- 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.
- Attend area festivals, events, and other activities representing the organization while capturing new creative and dynamic 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 products that will attract increased visitation to the parish.
- Support new projects and events that show significant impact on the local tourism economy.

» **Continue to oversee the Lafourche Pavilion rentals and further develop it as an event venue.**
- Oversee the ongoing rentals of the Lafourche Pavilion in partnership with Lafourche Parish Government.
- Promote the pavilion as a facility to rent for events, reunions, meetings, weddings, etc. through digital and print advertising.
- Evaluate, revise, and implement a new Lafourche Pavilion Rental packet to streamline the rental process.
- Maintain pavilion landing page on destinations website.
- Monitor and report on pavilion activity, needed repairs, etc. with parish government officials.



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 utilize our new state-of-the-art visitor's center.

VISITOR SERVICES AND OPERATIONS

» **Maintain high standards of operation and performance while investing in our team.**

- Complete and achieve a clean 2025 legislative audit with no findings.
- Continue to implement local, state, and federal regulations regarding operations, employment, financial, and procedures.
- Oversee strict financial management and prudent oversight of public funds for LCBT.
- Provide professional development opportunities to staff members as related to their role.
- Cultivate a work culture that is inclusive, caring, and authentic through team building activities, quarterly meetings, and regular check-ins.

» **Increase visitor center traffic and re-establish our presence as we open the new Visitor Center. Provide visitor services that engage with visitors in-market.**

- Focus our messaging on the new center to lean into the fact it is “not your average visitor center”.
- Use static billboards on Highway 90 that promote the visitor center to travelers.
- 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, while also working with other designated visitor information areas in the parish.
- 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.
- Provide LCB “goodie bags” to special event and group attendees.

» **Enrich the visitor experience by increasing knowledge of LCBT staff about the area and industry trends.**

- Conduct staff familiarization and training of new visitor center exhibits and offerings.
- 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 concerning visitor services.



GOAL FOUR

Continue to seek out leisure, group, sports, and international market sales to drive demand and overnight stays.
Book at least 7 groups that result in a minimum of 1,800 room nights.

SPORTS

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

- Continue to leverage 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.
- Maintain PlayEasy sports CRM to market Lafourche Parish as a sports destination, generate credible leads, and submit RFPs on sporting events.
- Attend the Sports ETA 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.
- Host Group Travel Leader FAM to introduce tour operators to Lafourche Parish while obtaining valuable leads for future business.
- Reach out to local industry and educational institutions regarding hosting meetings.
- 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 at least one SMERF group in 2026.

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 outlined in Goal #1.
- Promote refreshed itineraries while speaking to the 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

Sports ETA Symposium

Las Vegas, NV
April 20-23, 2026

NTA Travel Exchange

Tulsa, OK
November 15-18, 2026

Travel South International

Nashville, TN
November 30-December 3, 2026

External Sales Mission (TBD)

TBD
2026

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