



LOUISIANA'S  
**CAJUN BAYOU**  
LAFOURCHE PARISH

**2025**



**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 2025

## 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

- » **Launch new “Geaux Bold” campaign while maintaining the “You Gotta Try This” campaign.**
  - Create, construct, and execute a new marketing campaign entitled “Geaux Bold” featuring the bold flavors, traditions, and experiences that can be found in Louisiana’s Cajun Bayou. Launching in the fall of 2025.
  - Execute 2025 Media Plan with increased 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.
  
- » **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 while coordinating with new marketing 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 10%.**
  - 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 5,000 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.
  - Evaluate current trail locations and promotional materials for potential update in 2026.



# WEBSITE

- » **Grow website traffic and engagement by 10%.**
  - 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.
  - 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 50,000 (Facebook), 4,650 (Instagram), 1,800 (Twitter), and 20,000 (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 20%.**
  - 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.**
  - Expand our PR strategies and enhance our voice to a full 12-months of public relations efforts.
  - 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 4 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.

## SPECIAL MARKETING PROJECTS AND INITIATIVES

- » **Continue to support the historical and cultural connections between Lafourche Parish and the Acadian Regions of Nova Scotia.**
  - Host a signature event for the Grand Réveil Acadien 2025 in Lafourche Parish that highlights the culture and food of Louisiana's Cajun Bayou, while continuing to work with our Nova Scotia partners.
  - Publicize this initiative through various PR and social media outlets that push visitation to LCB during the event.
  - Coordinate with Grand Réveil Acadien 2025 prior to the event to maximize exposure through special events, media opportunities, social media, etc.
  - Work with restaurants, hotels, and attractions to capture those attending the events to maximize the length of stay.
  - 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

- \* U.S. Travel ESTO Conference
- \* Destinations International Summit
- \* Southeast Tourism Society Connections
- \* Louisiana Travel Summit
- \* Destinations International CEO Summit
- \* Senior Leadership Forum
- \* Louisiana Tourism Leadership Academy
- \* Leadership Lafourche
- \* STS Board Meetings
- \* LTA Board Meeting
- \* LCVB Committee Meetings
- \* Destinations International Advocacy Committee





## 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

- » **Complete Phase III (construction and implementation) of the Tourism Wayfinding Signage System.**
  - Complete permitting with DOTD.
  - Complete bidding process and award the project to the successful bidder.
  - Work with wayfinding planners and contractor to fabricate, construct, and install the wayfinding signage system as defined in the wayfinding plans.
  - 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.
  - 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.
  - Create tourism impact fact sheets 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 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.



## 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

- » **Oversee development, construction, and opening of the new state-of-the-art LCB Visitor Center.**
  - Special Projects Committee and President & CEO will oversee the final planning, construction, and opening of the new Visitor 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 continue to engage with architect, contractor, and exhibit designer under the umbrella of Lafourche Parish Government while adhering to FEMA reimbursement regulations.
  - Committee and President & CEO will oversee the fabrication and installation of a new Visitor Center Entrance Sign to replace the previous sign that was destroyed.
  - President & CEO, along with staff, will oversee the transition from the Temporary Center into the new Visitor Center to ensure timely and efficient operations of the organization out of the new facility.
  - Hold grand opening event to celebrate the completion of the center while publicizing the state-of-the-art exhibits and features of the new center.
  
- » **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.**
  - Promote the new Visitor Center and its' offerings to visitors and locals through a grand opening event, social media, public relations, and digital and print advertisements.
  - 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 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.
  - 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.**
  - Conduct staff familiarization and training of new visitor center exhibits and offerings.
  - 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.





## 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 1,500 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.
  - Launch new 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.
  - Work with Superbowl LIX and the Greater New Orleans Sports Foundation to maximize overnight visitation and room nights during the event.

## 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 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

*Tulsa, OK*

*April 14-17, 2025*

## Student Youth Travel Association

*Savannah, GA*

*August 22-26, 2025*

## NTA Travel Exchange

*Ottawa, Canada*

*November 9-12, 2025*

## Travel South International

*Kansas City, MO*

*December 2-5, 2025*



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