

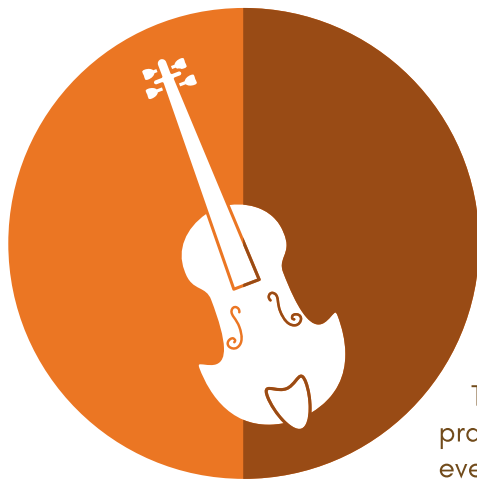


  
**ST. LANDRY**  
PARISH • LA  
*Gumbo for Your Soul!*  
[CAJUNTRAVEL.COM](http://CAJUNTRAVEL.COM)

# 2020 REPORT



**2021 Marketing  
Summary Included**



# DIRECTOR'S STATEMENT

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The St. Landry Parish Tourist Commission wishes you well in 2021. We all pray for better days after a global pandemic, two hurricanes and other events made 2020 one of the most difficult years on record.

Coronavirus hit the travel industry hard, ending Louisiana's reign of eight-straight years of record-breaking tourism numbers. The Louisiana Office of Tourism estimates visitors spent \$6.8 billion in 2020, a significant drop from the \$19 billion total in 2019.

The St. Landry Parish Visitor Center felt the decline with 2,860 guests, down from the 6,786 in 2019. COVID-19 restrictions caused the cancellation of popular in-house events, like the monthly Zydeco Capital Jam, Jammin' on the Bayou, a Cajun and country jam, and group tours.

Our tourism and marketing grants, advertising and social media campaigns were reduced as numerous festivals, events and other attractions were cancelled. A few events went online and chose our award-winning, eco-friendly Visitor Center for a scenic setting.

Our staff mourned the passing of state arts director Cheryl Castille, who worked at the Visitor Center when it opened in 2011. Longtime tourism advocate and Eunice mayor Curtis Joubert, along with two tourism partners in surrounding parishes, also died.

Despite the losses, the Tourist Commission still enjoyed highlights in 2020:

- The final Zydeco Capital Jam in March, A Tribute to Amede Ardoin with the Ardoin Family, brought in visitors from as far as New Orleans and Texas.
- Lt. Gov. Billy Nungesser hosted the Amede Ardoin Lemon Tree Ceremony at A. Z. Young Park on the State Capitol grounds. Nungesser followed through on his pledge made in 2018 at the Ardoin statue unveiling at the Visitor Center. Ardoin's statue and story were also featured in KFLY TV-10's Hidden History series.
- Parish tourism helped sponsor the virtual 34th Annual Zydeco Extravaganza, which aired on TV stations stretching from Shreveport to New Orleans.
- The 38th Annual Original Southwest Louisiana Zydeco Music Festival chose the Visitor Center as the setting for its virtual event. With Page 50 Media of Opelousas providing production, the festival featured four bands and had three broadcasts on two Lafayette TV stations. The hour-long program is approaching 20,000 views on YouTube.
- The Baton Rouge Blues Foundation filmed segments for its annual Blues Gala at the Visitor Center.
- In the spirit of the Louisiana Office of Tourism's "staycation" campaign, our Zydeco Cajun Prairie Scenic Byway website was revamped. The Byway is an ongoing effort with area tourism directors that highlights attractions in St. Landry, Evangeline and Acadia parishes.

In a personal note, I was honored to be one of nine selections for Louisianian of the Year by Louisiana Life Magazine for my work in tourism, writing, radio, music and culture.

Pats on the back, during this testing year, are due to marketing director Sarah Wise, communications manager Mary Hawkins and travel counselors Gloria Sam, Claire White, Judy Johnson and Alyce Klier. Their solid work kept people visiting and talking about St. Landry Parish.

Gratitude is also due to you, the people of St. Landry Parish, who continue to share the music, food, art, language and culture that make our corner of the world a special place.

**HERMAN FUSELIER**

Executive Director

St. Landry Parish Tourist Commission

# TOP 10 POSTS OF 2020



Over the course of 2020, we had some great interactions. Here are some highlights from our Facebook page.



## Opelousas Sostan

Reach: 27,406  
Engagements: 4,138  
Reactions: 1,148



## Hadley J. Castille

Reach: 10,323  
Engagements: 1,297  
Reactions: 492



## Steamboat Warehouse Article

Reach: 14,551  
Engagements: 1,672  
Reactions: 641



## KBON video

Reach: 9,747  
Engagements: 878  
Reactions: 454



## Geno Delafosse Appreciation

Reach: 14,354  
Engagements: 1,954  
Reactions: 778



## Original SW La. Zydeco Music Festival

Reach: 9,298  
Engagements: 952  
Reactions: 382



## Opelousas Boxed Art

Reach: 11,691  
Engagements: 1,905  
Reactions: 521



## Toby's Little Lodge Opens

Reach: 9,101  
Engagements: 1,352  
Reactions: 193



## Amédé Ardoin Video

Reach: 10,518  
Engagements: 978  
Reactions: 312



## Zydeco Byway Video

Reach: 8,664  
Engagements: 940  
Reactions: 145



# 2020 REVIEW

The SLPTC did not escape hardship this year. We saw an overall reduction in total people who were able to learn about us through our website, as well as an expected dip in physical visitors. Even so, here are some numbers we can brag about.



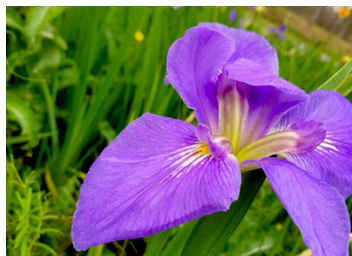
Hannah Gumbo continued to spread cheer with her latest mural in Eunice.



Our friends from the WBR Museum toured the SLP Visitor Center.



The Original Southwest LA Zydeco Festival filmed at the SLP Visitor Center.



Our beautiful Louisiana Irises bloomed early.



Several new restaurants made an impact, including DezMeaux's Boudin.

## Numbers of Note for 2020

2,860

People passed through the visitor center

### Twitter Impressions

191,800

### Instagram Numbers

Lafayette 18.9%  
Opelousas 7.9%  
New Orleans 4.8%  
Baton Rouge 3.7%  
Houston 2.4%

78.6% are between the ages of 25-54

66.1% Women  
33.9% Men

### Facebook Numbers

#### Audience

42.1% are over 55  
74.8% are women

Reach  
753,941

Page Likes  
8,247

#### Top Cities

Lafayette 12.5%  
Opelousas 10.2%  
Eunice 4.6%  
Houston 3.2%  
Port Barre 3.1%

### Pinterest Numbers

In the last 90 days alone:

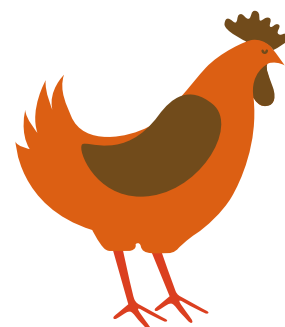
Impressions — 28.24k ↑ 57%  
Total Audience — 19.49k ↑ 36%  
Engagements — 836 ↑ 47%  
Engaged Audience — 615 ↑ 81%

### Top Website Pages

Homepage — 36.85k  
Eunice Mardi Gras — 21.04k  
Upcoming events — 16,905  
Things to do — 7,691

### Our International Audience

| Facebook | Instagram   | Website |
|----------|-------------|---------|
| Canada   | Canada      | Canada  |
| France   | Argentina   | India   |
| Belgium  | El Salvador | U.K.    |
| Germany  | Morocco     | France  |



### Website Page Views

295,000+

### Website Sessions

91,000+

### Website Visitors

72,000+

# 2021 MARKETING SUMMARY



## 2021 Marketing Goals

- Continue to promote staycations in St. Landry Parish.
- Further development and promotion of the St. Landry Parish Spiritual Trail.
- Target birders and promote the birding industry in Washington.
- Target receptive tour operators to further increase travel to the parish.
- Increase digital marketing campaigns allowing us to implement tools that provide data and assist in tracking return on investment.

## 2020 Marketing Highlights

The Tourist Commission successfully applied for \$70,500 in grant funds from the Louisiana Office of Tourism, for the purposes of advertising and promoting our area.

The Commission spent

**\$152,200+**

on marketing and promoting St. Landry Parish while also assisting tourism industry partners with marketing and promotional projects.

We placed more than 130 ads, traditional and non-traditional, were placed and reached an estimated

**14,000,000+**

people.

## 2021 SLPTC Grant Program Goals



- To increase awareness of the grant program and further assist SLP events, attractions, non-profit organizations, and municipalities in marketing and advertising.

## 2020 SLPTC Grant Program Highlights

**\$15,000** awarded to grant recipients

Due to COVID-19, some events were canceled and our grant program was put on hold until June. Some of the funds were unable to be used.

## 2020 Grant Recipients

- St. Landry Parish Airport
- Cemetery Tours
- Crawfish Etouffee Cook-Off
- Louisiana Orphan Train Museum
- Town of Washington
- Washington Tricentennial



## ST. LANDRY PARISH - IT'S GUMBO FOR YOUR SOUL

The St. Landry Parish Tourist Commission is the official destination marketing organization responsible for promoting tourism within the parish.



Arnaudville | Cankton | Eunice | Grand Coteau | Krotz Springs | Leonville | Melville | Opelousas | Palmetto | Port Barre | Sunset | Washington

978 Kennerson Road, Opelousas, LA  
70570 | Interstate 49, Exit 23  
337.948.8004 | info@cajuntravel.com



*Explorez l'histoire de l'une  
des plus anciennes villes  
de la Louisiane*

- Le Vieux Village Heritage Park
- National Historic District
- Creole Heritage Folklife Museum
- Louisiana Orphan Train Museum
- Opelousas Museum & Interpretive Center

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## Nous vivons notre culture.

- Aventures en plein air
- Musique cadienne et zydeco
- Sites religieux
- Routes scéniques
- Bayou Teche Brewing, la bière artisanale acclamée dans tous le pays
- Course de chevaux et Casino
- Des festivals qui célèbrent notre culture et héritage
- Ici, on parle français!



*Du gumbo pour l'âme!*

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À deux heures à l'ouest de la Nouvelle-Orléans  
À vingt minutes au nord de l'autoroute 10 et Lafayette



ARNAUDVILLE | CANKTON | EUNICE | GRAND COTEAU | KROTZ SPRINGS | LEONVILLE  
MELVILLE | OPELOUSAS | PALMETTO | PORT BARRE | SUNSET | WASHINGTON