

2021 REPORT




ST. LANDRY
PARISH • LA
Gumbo for Your Soul!

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DIRECTOR'S STATEMENT

Happy '22. The St. Landry Parish Tourist Commission is starting the new year with a familiar challenge – COVID-19. The virus continues to affect travel around the state, nation and world.

But through local efforts, revived partnerships with surrounding parishes and the Louisiana Office of Tourism's "staycation" campaign, visitors still stopped and stayed in St. Landry Parish in 2021. The Visitor Center welcomed 3,776, an increase of more than 1,200 from the COVID- and hurricane-heavy year of 2020.

Many traveled the Zydeco Cajun Prairie Scenic Byway, a 283-mile trek that snakes through attractions in St. Landry, Evangeline and Acadia parishes. Elizabeth West and Nancy Loewer, new tourism directors in those parishes, have become partners in promoting the byway and more. Laci Laperouse, the new St. Martin Parish tourism director, is an ally in attracting tourists eager to traverse throughout the region.

As Lt. Governor Billy Nungesser has preached through the state's "staycation" efforts, visitors don't see borders. They want to experience everything that makes Louisiana such a special place.

Some of our 2021 highlights that underscored St. Landry Parish's appeal include:

- New promotional videos, produced by Page 50 Media of Opelousas, with Grammy-winning musician Louis Michot of Arnaudville highlighting outdoor activities, food, music and more. The videos continue to air on broadcast media and St. Landry Parish Tourism's YouTube channel.
- For the second-straight year, the Original Southwest Louisiana Zydeco Music Festival produced its event virtually at the Visitor Center. YouTube videos from both shows are approaching 70,000 views.
- The Tourist Commission helped reopen the Washington Museum and Tourist Center, part of Mayor Dwight Landreneau's revival of the town. Visitors to Louisiana's third-oldest settlement can witness its steamboat legacy, historic homes and more.
- The SLP Visitor Center, I-49 exit 23, served as a hub for tourism interviews and a live morning show broadcast from KATC TV-3 and KLFY TV-10. Zydeco, Cajun and country music jams continued.
- The Visitor Center hosted one of the first informational meetings on the Lt. Governor's long-awaited Louisiana Music Trail.

I'm happy to be a member of the Clifton Chenier Centennial Committee, which established June 25 as Clifton Chenier Day in the city, parish and state. The year 2025 marks the centennial of the birth of this Grammy Hall of Fame musician and Opelousas native, known around the world as the King of Zydeco.

I'm also part of the Association for the Liberty Theater, a Eunice-based group working to restore the historic venue that drew thousands of national and international visitors for decades. The theater turns 100 in 2024.

Anticipation is high for those efforts and more in 2022. They bring in visitors, but also honor who we are, in our special corner of the world – St. Landry Parish.

HERMAN FUSELIER

Executive Director

St. Landry Parish Tourist Commission

TOP SOCIAL MEDIA POSTS OF 2021



Over the course of 2021, we had some great interactions. Here are some highlights from all our social media platforms, including some numbers that show insight into our digital influence.

FACEBOOK



Clifton Chenier Day

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



Louisianans of the Year

Reach: 10,366
Engagements: 2,298
Reactions: 897



Parish Promo Video

Reach: 11,820
Engagements: 1,069
Reactions: 312

Total Reach

2,075,562

Likes

8,841

Total Consumers

(People who clicked on our content)

45,297

TWITTER



Clifton Chenier Day

Impressions: 16,214
Engagements: 312
Likes: 79 Retweets: 34

Impressions 146,900
Page Visits 8,478
Total Tweets 168

INSTAGRAM



Patrice Melnick becomes Museum Director

Reach: 599
Engagements: 47

Total Reach 233,700
Page Visits 657
New Follows 75

YOUTUBE



Big Boy 4014

Views: 27,406
Watchtime Hours: 4,138
Subscribers: 1,148

Impressions 4 mill.
Total Views 585,000
New Subs 577

PINTEREST



Go Outside in SLP

Impressions: 103,300
Engagements: 898
Pin Clicks: 884

Organic Analytics
Impressions 915,400
Pin Clicks 8,826
Outbound Clicks 628



2021 REVIEW

The year 2021, in many ways, was a year of recovery. We saw marked increases in travel to our visitor center and our website. While the numbers are not what they were pre-pandemic, they are still encouraging and point to an even more prosperous future.

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Website Visitors

115,740

Website Sessions

140,100

Page Views

330,510

Top 5 States

Louisiana	31.1k
Texas	29.8k
Florida	4,372
Virginia	2,654
Mississippi	2,580

Top 5 Countries

Canada	13.5k
Mexico	1,613
India	876
Indonesia	792
China	568

Top Pages

Homepage: 81,210
Things to Do: 23,300
Geaux Outside in St. Landry: 10,900

Top Accommodations

Steamboat Cottages: 1,638
DC's Campground: 674
South City Park Campground: 560

9,910

people visited our B&Bs, hotels, and campgrounds on CajunTravel.com

SLP VISITOR CENTER

3,776

people came through the St. Landry Parish Visitor Center.

This is a **25%**

increase from 2020.

Visitors Across the Parish

Opelousas Visitor Center **1,211**

Eunice Depot Museum **731**



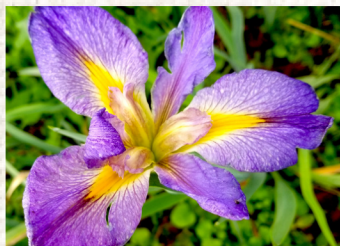
For the second year, the Original SWLA Zydeco Music Festival was filmed at the Visitor Center.



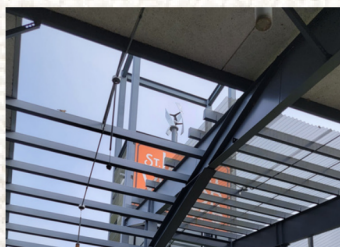
A Minnesota couple stopped at the center on their cross-country journey.



We hosted local artists at a month-long exhibit at the Visitor Center.



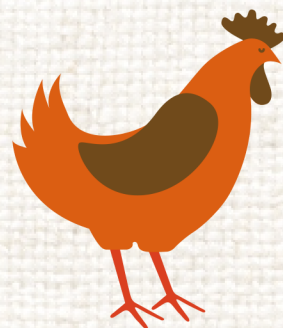
Here is a picture of our first Louisiana Iris of 2021.



Our wind turbine spins again after a year out of commission from hurricane damage.



Jeffery Broussard, Kaleb LeDay, Corey Ledet, Randall Jackson, and Joe Hall joined us at the Visitor Center at our monthly Zydeco Capital Jam that takes place on the 2nd Saturday of the month. With this and our other jam sessions, we will continue to be a resource for musicians in our parish.



2021 MARKETING SUMMARY



2021 MARKETING HIGHLIGHTS

The Tourist Commission placed more than

523

ads, traditional and non-traditional, and reached an estimated

17,083,626+
people.

The commission spent

\$200,000

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



The commission produced two new commercials, a general visit SLP/brand awareness commercial and an outdoor commercial, with Page50 Media.

We applied for and received over

\$300,000

in grant funds from the Louisiana Office of Tourism and Jay Dardenne's office, for the purposes of advertising and promoting our area.

2022 MARKETING GOALS ☒

- Continue to promote staycations in St. Landry Parish.
- Further development and promotion of the St. Landry Parish Spiritual Trail, as well as the Zydeco Cajun Prairie Scenic Byway.
- Target birders and promote birding as an attraction in Washington.

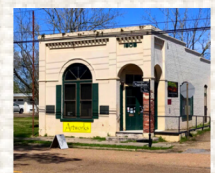
- Target receptive tour operators to further increase travel to the parish.
- Increase awareness of St. Landry Parish as a snowbird destination.
- Increase digital marketing campaigns allowing us to implement tools that provide data and assist in tracking return on investment.

2021 SLPTC GRANT PROGRAM HIGHLIGHTS

\$17,000

was awarded to grant recipients in St. Landry Parish

Grant recipients: Crawfish Etouffee Cook-off, Washington Community Festival, Cemetery Tours, Festival of Words, Opelousas Museum, and Sunset Mural.



Over 270 species in St. Landry Parish

*How many will **you** spot?*

Atchafalaya Basin

Bayou Teche

Sherburne Wildlife Management Area

Thistlethwaite Wildlife Management Area

Wood Stork & Wading Event



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MCCOWN'S LONGSPUR

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



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



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