



2018-2019 REPORT



2020 MARKETING SUMMARY INCLUDED



DIRECTOR'S STATEMENT

Happy 2020 from the St. Landry Parish Tourist Commission. Thanks for making 2019, my first year as executive director, a great year for tourism.

More than 6,786 visitors passed through the St. Landry Parish Visitor Center at I-49 exit 23. They continue to leave compliments in our guest book, like a traveler from Sacramento, CA: "Beautiful place you got. Love to come back soon. Grateful attendant, too."

The music, food and culture of St. Landry Parish received great feedback through our efforts in social media, advertising, grants and more. Some highlights of 2019 include:

- More than 500 attended the monthly Zydeco Capital Jam, along with Jammin' on the Bayou, a Cajun music and country jam. The new zydeco jam was featured in local media and statewide through Dave McNamara's "Heart of Louisiana" series on WVUE Fox 8 New Orleans.
- Our web site, www.cajuntravel.com, had 73,714 new users, with Canada, India and France as the top countries.
- Facebook posts reached more than 220,000, with more than 53,000 each for Steamboat Warehouse Crab Cakes with Chef Jason Huguet, which was part of a new video series, and Yam Country Pies.
- Music St. Landry, a new Facebook feature that lists live music in the parish, showcased 15-20 events every week, with close to 50 for Mardi Gras weekend.
- St. Landry Sounds, a new music and conversation series, offered visits with descendants of Creole/Cajun music pioneer Amede' Ardoin and Godfather of Swamp Pop Warren Storm.
- Ads highlighting parish places and people were published in Louisiana Life, Country Roads, KREOL International Magazine of London, Louisiana Cookin', The Times Picayune and more.

Hats off for marketing director Sarah Wise, communications manager Mary Hawkins and travel counselors Claire White, Gloria Sam, Judy Johnson and Paula Lanusse. Their daily efforts fuel parish tourism.

But we are not alone. St. Landry Parish Tourism is also you, the person visitors meet at the gas station, church and standing in line for boudin.

Thanks for being ambassadors for the place you live, work and play.

HERMAN FUSELIER

Executive Director

St. Landry Parish Tourist Commission

TOP 5 2018 TAKEAWAYS



2018 was the year of change for tourism in St. Landry Parish. We revamped our style and way of presenting information, said goodbye to some familiar faces, and introduced new reasons to visit the parish. What hasn't changed is our dedication to showing the world how great St. Landry Parish is.



March 11, 2018, nearly 600 music fans, locals, and Ardoin family members welcomed Amédé home. Bringing Amédé Home was a symbolic event honoring one of Louisiana's most iconic musicians, Amédé Ardoin.

2018 saw the updating of our website, CajunTravel.com in tandem with our rebrand. A new look for all the new things happening with the visitor center and with the parish.

The Key of "C" Accordion Kiosk combines art, construction, design, and modern technology. Visitors young and old can now explore CajunTravel.com while listening to iconic music from St. Landry Parish.

In 2018, we said goodbye to Celeste Gomez, our director for 21 years. In her stead, we welcomed Herman Fuselier, writer and well-known radio personality. Herman's creativity and level-headedness adds new tools to the commission's methods of promoting the parish.



The summer of 2018 saw the beginning of a trend. Jammin' on the Bayou, the Visitor Center's own Cajun jam sessions which take place on the third Saturday of each month highlight the music that is so near to our cultural identity.

For more events that happened in 2018, visit our social media pages.

Numbers of Note for 2018

48,000 + Visited our website.

10,000 +

Visited our Information Centers across the parish.

600 +

Texans came through the visitor center. They also made up the highest percentage of website viewers.

1,565

Website visitors were French Speaking.

25%

of our website visitors were between the ages of 55-65.

58%

Website visitors were using mobile devices.



2019 REVIEW

2019 brought with it new zydeco music experiences, as well as more people than ever learning about all St. Landry Parish has to offer. Pictured below are some highlights of the year, as well as the Zydeco Capital Jam that takes place the 2nd Saturday of each month. Zydeco greats Geno Delafosse and Jeffery Broussard were among the participants. With new events, new programming and social media initiatives, we worked together to bring our parish's best to vacation planners.



Numbers of Note for 2019

75,800 +

Saw our cooking videos.

1,500 +

Joined our Social Media pages.

11,600 +

Visited our Information Centers across the parish. 700 + were from Texas.

73,714

New Users at CajunTravel.com

Top Countries



U. K. 250



Germany 135



Canada 919



India 440



France 286

Top Cities

Dallas 16,790

Lafayette 6,525

New Orleans 5,456

Page Views

↑ 123.94%

Sessions

↑ 52.91%

Visitors

↑ 57.81%

Top Pages

Mardi Gras Events 29,284

Sweet Dough Pie 14,035

Other Events 12,684

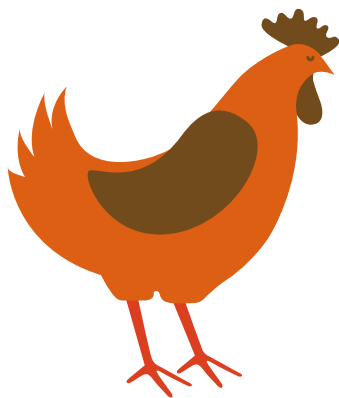
Spiritual Trail 4,255

2,334

Visited our Accommodation Pages

64.69%

Website visitors were using mobile devices.



2019-2020 MARKETING SUMMARY



2020 Marketing Goals

Work with travel writers to increase awareness about 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



2019 SLPTC Grant Program Highlights



2019 Grant Recipients

Attakapas Opelousas Prairie Tribe Festival, Clovis Crawfish Statue, Crawfish Etouffee Cook-off, Festival of Words, Louisiana Orphan Train Museum, SW LA Zydeco Music Festival, Sunset Billboard, and Washington Billboard.

\$17,000 Awarded to grant recipients

2020 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.

2019 Overview

We partnered with Louisiana Travel and Google to increase our parish's visibility on the world's most-used search engine.

The Commission spent

\$160,000+

on marketing and promoting St. Landry Parish throughout the U.S., Canada, and France, while also assisting tourism industry partners with marketing and promotional projects.

Over 160 ads, traditional and non-traditional, were placed, reaching an estimated

**16,000,000+
people**

Nous vivons notre culture.

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



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

ARNAUDVILLE | EUNICE | GRAND COTEAU | OPELOUSAS | 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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