



Post Office Box 1415  
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## Marketing & Promotions Policy

*Promoting your Event, Business, or Organization with the SLP Tourist Commission*

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### Introduction

The St. Landry Parish Tourist Commission (SLPTC) is a *Destination Marketing Organization (DMO)*. It is the mission of the St. Landry Parish Tourist Commission to promote St. Landry Parish as a desirable, experiential destination for leisure and corporate travelers, to increase tourist spending and overnight stays in parish accommodations and to provide leadership and educational opportunities for industry partners while initiating engagement from community leaders.

In doing so, SLPTC seeks to promote local tourism-related businesses and organizations and assist in marketing efforts. Below you will find a list of resources offered by SLPTC and qualifying criteria.

### Our Services

The Commission's mission is accomplished through marketing and promotional efforts such as print and digital advertising, travel trade shows and other networking opportunities, a DMO website (CajunTravel.com), promotional literature, a Parish Tear-off Map, and a 30-plus page Visitor Information Guide printed in English and French, and more.

The Commission offers additional advertising to industry partners through cooperative opportunities such as space in print advertising or at travel trade shows. As well as traditional advertising, SLPTC has a Tourism Grant Program which funds special projects or marketing for festivals and events. You can find the applications and guidelines at CajunTravel.com.

Below you will find a list of our print and digital ad opportunities. The qualifying criteria used to create these publications will follow but note that for certain publications businesses may be selected by SLPTC due to limited space or relevance. The St. Landry Parish Tourist Commission has full artistic control with publications where space is limited and on CajunTravel.com.

### SLPTC'S PRINTED PUBLICATIONS

- St. Landry Parish Visitor Information Guide (English + French)
  - Distributed Yearly
  - Listing space limited to 170 words
- Gumbo Recipe Card (English + French)
- St. Landry Parish Tear-Off Maps
- Zydeco Cajun Prairie Scenic Byway
- Bayou Teche Corridor (English + French)
- Retire St. Landry
- SLP Story Idea's Profile Sheet
- SLP Meetings & Conferences Profile Sheet
- SLP Bridal Destination Profile Sheet
- SLP Group Tour Ideas Profile Sheet
- SLP French Friendly Destinations Itinerary
- SLP Festivals

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- SLP Quarterly Calendar

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#### SLPTC'S DIGITAL PUBLICATIONS

- SLP Newsletter & Calendar of Events
- SLP Tourism Industry Newsletter
- SLP Blog
- St. Landry Spiritual Trail and other itineraries
- Articles on LouisianaTravel.com
- What's New – a newsletter for travel writers
- CajunTravel.com
- Social Media – Facebook, Instagram, Twitter, Pinterest, YouTube

#### Promotion Criteria

Businesses may apply to be included on CajunTravel.com. This listing may also lead to additional promotional opportunities including the Visitors Guide. Applications can be found on CajunTravel.com or upon request. Keep in mind that your listing should mention important information for visitors including event, organization, or business hours; a phone number, email address, social media links, a website link, and online travel agency (OTA) links. Your listing is allowed no more than three social media links and two OTA links. In some cases, you may have more than one listing on CajunTravel.com depending on whether you fit into more than one category and at the discretion of SLPTC.

Attractions, parks and recreational sports facilities, restaurants and other culinary-related businesses, retail shops, art galleries, dance halls, outdoor recreational facilities and tours, meeting space, special event venues, equine facilities, historic churches, historic cemeteries, religious retreat facilities and shrines, festivals and tourism-related events, and accommodations may be featured across our publications in accordance to the following criteria and at the discretion of the St. Landry Parish Tourist Commission.

#### ACCOMMODATIONS

For an accommodation to be included on CajunTravel.com, the Visitors Guide, or any other SLPTC publication, they must adhere to these criteria:

- Be classified as a B&B, RV Park, Hotel/Motel, or Campground.
- Remit Hotel/Motel occupancy tax.
  - Remittance and Registration forms can be found on CajunTravel.com
- Air BNB businesses do not qualify unless they remit occupancy tax.

#### ATTRACTIONS

For an attraction to be included on CajunTravel.com, the Visitors Guide, or any other SLPTC publication, they must adhere to these criteria:

- Be classified as an art gallery, brewery, distillery, eco tour, exhibit, fishing and hunting grounds, industrial tour, museum, public art studio or mural, public garden, park, or other specialized tour.
- Have historical or cultural relevance.
- Private businesses may be included but are not eligible for SLPTC grants. See CajunTravel.com for more information.

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## EVENTS

For an event to be included on CajunTravel.com, the Visitors Guide, or any other SLPTC publication, they must adhere to these criteria:

- Economic significance reflected in amount of overnight stays.
- Include Cajun or Creole style music.
- Have historical or cultural relevance
- In most cases, community, sports, church, parades or fundraiser events are not included across SLPTC publications UNLESS:
  - The event draws in a considerable amount of visitor attention (determined at the discretion of SLPTC).
  - The event is Mardi Gras related.
  - The event is culturally significant.

## FOOD INDUSTRY

For a food industry business to be included on CajunTravel.com, the Visitors Guide, or any other SLPTC publication, they must adhere to these criteria:

- Be classified as a restaurant, grocery store, specialty meat market or butcher, or Cajun/Creole food distributor.
- Restaurants must incorporate Louisiana style, Cajun, or Creole fusion cuisine which can be accomplished by serving either crawfish, boudin, cracklins, king cake, gumbo, specialty meats, sweet dough pies, craft beer, etouffee, muffulettas, po'boys, or any other dish relevant to South Louisiana culture.
- A business may also be considered if they use or sell locally sourced ingredients including but not limited to rice, coffee, or honey.

## RETAIL

For a retail store to be included on CajunTravel.com, the Visitors Guide, or any other SLPTC publication, they must adhere to these criteria:

- Specialize in or sell local or handmade products; local artwork; antiques; unique Louisiana-themed gifts; or other culturally relevant items.
  - For businesses that sell items other than the above-mentioned products, it is important to note that SLPTC promotion of your business will lean heavily on the above-mentioned products regarding your business, ignoring other aspects where space is limited.
- Have a store-front or regular hours for customers to physically visit.

## VENUES

For a venue to be included on CajunTravel.com, the Visitors Guide, or any other SLPTC publication, they must adhere to these criteria:

- Located within the parish, or within municipalities associated with St. Landry Parish.
- Be available to rent for private parties, weddings, or other group events.

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## Industry Partners

The St. Landry Parish Tourist Commission works with its industry partners to provide educational, networking, and marketing opportunities including:

- Press release distribution
- Marketing consultations
- Invitation to Monthly Tourism Networking Meetings
- Invitation to semi-annual Industry Luncheon
- Participation in SLPTC Facebook Group
- Bi-monthly Industry Newsletter

## ONLINE INTERACTION

Whether you are interacting with the SLPTC online through our regular social media channels or Facebook group:

- Be Kind and Courteous – Make our community a welcoming one. Healthy debates are natural, but kindness and respect are required.
- No Hate Speech or Bullying – Make sure everyone feels safe. Bullying of any kind isn't allowed, and degrading comments about race, religion, culture, sexual orientation, gender or identity will not be tolerated.
- No Promotions or Spam – Self-promotion, spam and irrelevant links aren't allowed. If you have an event/business that you'd like to promote, contact SLPTC communication manager. Do not link or solicit on our pages.

Any posts in violation of these rules will be deleted or hidden. Severity of violation or repeat offenders will be reported, blocked, or may result in removal from the group.

## BRAND USE

Industry partners may have access to the St. Landry Parish Tourist Commission's logos and brand colors with express permission of SLPTC administrative staff.

Neither the name of the Commission nor its logos or colors may be used in any way that states or implies endorsement of a commercial product or service, gives a false impression, is misleading, or could cause confusion regarding SLPTC's relationship with any person or entity. Statements that the SLPTC is a user or purchaser of a product or program are permitted if true.

## REMOVAL

SLPTC may remove any business listings for reasons including but not limited to suspected illegal operation, false advertising, behavior unbecoming of a representative of St. Landry Parish.

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