



Post Office Box 1415
Opelousas, LA 70571-1415

337.948.8004
CAJUNTRAVEL.COM

Director's Report October 2018

Hello, Industry Partners

We are out with the old and in with the new! In fact, we'd like to present a new industry newsletter, *Tourism News*, a bi-monthly email distributed by the St. Landry Parish Tourist Commission. The newsletter contains an update from the Commission's director, staff reports, information about industry-related projects, and important dates to have on your radar.

We won't be in your inbox every month, but that doesn't mean we won't be in touch! We are still hosting a monthly *Tourism Industry Networking Meeting* for our partners and stakeholders. We also plan on hosting more educational events like the social media workshop held in August.

The need for assistance with social media was an area identified during a rural tourism conference for communities along scenic byways. We thank the Louisiana Office of Tourism under Lt. Governor Nungesser and Miles Media for this opportunity. Sharon Calcote, head of the *LA Scenic Byways Program*, will again be meeting with *Zydeco Cajun Prairie Scenic Byway* partners later this month for more collaboration.

Back in February we were thrilled to learn that St. Landry Parish had been selected for the Lt. Governor's *Destination Louisiana* staycation campaign. As the featured destination for the month of September 2018, radio spots, full page ads in regional magazines, and a featured article in LPA newspaper network all focused on St. Landry Parish. It was great exposure and was greatly appreciated!

More media showcasing St. Landry Parish was celebrated on Labor Day weekend. A signing of the fall issue of *Kreol Magazine* took place here at the Visitor Center. A beautiful image of the Amede Ardoin statue graces the magazine's cover and a wonderful account of that project is included.

Later this month, we will have two travel writers visit SLP. Wendell Brock, a 2016 James Beard Award winner, is working on a piece for *Bitter Southerner Magazine* that will focus on St. Landry Parish's only locally grown and packaged rice, *Prairie Ronde Rice*. More information will be released about the writer arriving in early to mid-October and visiting Eunice and Opelousas.

Thank you for staying in touch! We also encourage you to send us news and announcements you feel our industry can use in future editions of *Tourism News*. Working together, we will continue to hold our position as a leading tourism destination.