

# V I S I T JEFFERSON P A R I S H

## 2023 MARKETING PLAN

### THE JCVB

The Jefferson Convention & Visitors Bureau, Inc (JCVB) is an accredited destination sales and marketing organization working in partnership with a diverse membership and business and community leaders to develop and promote the destination. Acting on behalf of its members, the JCVB markets and promotes segments of the parish as a preferred destination.

### OUR VISION

As a brand-driven and destination leader, the JCVB is innovative and influential in bringing new visitor business to the parish tourism/hospitality industry and host communities.

### OUR MISSION

The mission of the JCVB is to actively partner with the tourism and hospitality industry by marketing and selling the destination brand experience. This results in additional spending by leisure and group travel visitors, leading to enhanced community economic vitality and resident quality of place.

### VISITOR PROMISE

We pledge to champion Jefferson Parish's unique brand experiences.

### MEMBER/PARTNER PROMISE

We pledge to facilitate business opportunities to members and partners through increased visitor exposure, advocacy, and education.

### COMMUNITY PROMISE

We pledge to work closely with community advocates/residents in providing household gain from tourism economically, socially, and environmentally.



JEFFERSON CONVENTION & VISITORS BUREAU, INC.

VISITJEFFERSONPARISH.COM | 504.731.7083 | Toll Free 1.877.572.7474

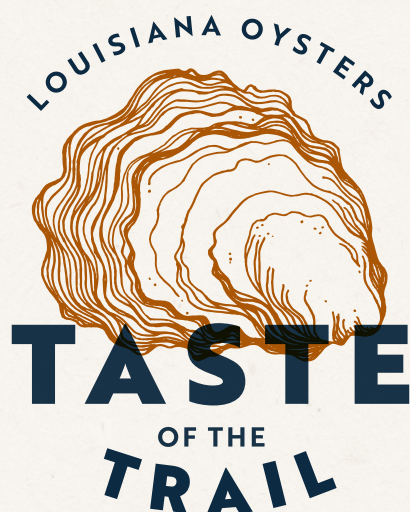




## 2023 MARKETING PROMOTIONS



**KEEP COOL THIS SUMMER...** Enjoy the Sno-Ball Blitz! Returning in 2023, the Sno-Ball Blitz features sno-ball stands/storefronts throughout Jefferson Parish offering a specialty sno-ball, with a twist... it's a competition for the Best in Sno! Held summer of 2022, the inaugural Blitz was a resounding success for locals and visitors alike. Locals can boast about (and vote for) their hometown favorite, while visitors are introduced to a local tradition that just happens to taste great too!



**AW SHUCKS... IT'S THE TASTE OF THE TRAIL,** a Louisiana Oyster Trail Experience. Jefferson Parish's signature trail features oyster eateries throughout the parish serving up this Louisiana delicacy in a variety of ways. During the 2nd week of November participating eateries offer discounts or specials to patrons. While enjoying this culinary delight, diners can check out each restaurant's eclectic oyster sculpture, hand-painted by a local artist!



**THE CLASH OF THE COCKTAILS** is a bout amongst local bars "duking it out" for a chance at the title, King Cocktail! If there's one thing Louisianians know best, other than food and how to have a good time, it's how to craft a cocktail. This fall, Jefferson Parish bartenders will go toe-to-toe serving specialty cocktails for a chance at the coveted championship belt. Locals and visitors are the real champions as they sip (and vote) for their favorites.

# 2023 MARKETING INITIATIVES



Visit Jefferson Parish promotes the destination's diverse cultural experiences and abundant meeting and sports facilities, hotel, and dining options. In 2023, we will highlight our unique regional assets through programming including the Sno-Ball Blitz, Taste of the Trail: a Louisiana Oyster Trail experience, a Clash of the Cocktails event, and for visiting friends & relatives, a Home for the Holidays shopping & dining experience.

A fresh look is coming in 2023! Launching a new leisure campaign and reinvigorated group advertising, 2023 will bring new images, video and visual content to engage our audience and entice them to Visit Jefferson Parish!

## DESTINATION MARKETING, SALES & SERVICES

**GOAL:** To increase the market presence of Jefferson Parish destination brand experiences and subsequent higher travel conversion through targeted promotional, media relations, and services strategies.

### TARGET MARKETS

- *Outdoor recreation and adventure travel*
- *Arts and cultural heritage tourism*
- *Food and shopping tourism*
- *Visiting friends and relatives/family travel*
- *Social media content creators, bloggers, and travel writers*
- *Association, religious, corporate, and government meetings/events*
- *Entertainment and citywide events*
- *Education, fraternal, and social events*
- *Military and reunion events*
- *Sports tourism events*
- *Group leisure tours*



## DESTINATION DEVELOPMENT

**GOAL:** To facilitate and assist in developing the Jefferson Parish attraction, event, and hospitality services and related public infrastructure.

### TARGET PROJECTS

- *District destination development plans*
- *New visitors center development*
- *Comprehensive event tourism strategy*
- *Jefferson Parish Oyster Trail expansion*



## DMO MEMBERSHIP & STAKEHOLDER RELATIONS STRATEGY

**GOAL:** To engage stakeholders on the value and importance of tourism and specifically partners on the roles and effectiveness of the Jefferson CVB.

### TARGET AUDIENCES

- *Visitor industry partners*
- *State/parish/community government officials*
- *Non-profit association leaders*
- *Business/corporate leaders*
- *Media editors/representatives*
- *Residents*





## SOCIAL MEDIA MARKETING & WEBSITE CONTENT

**GOAL:** To increase social followers by 15% over 2022; and increase organic website user traffic by 15% over 2022.

### STRATEGY

- *Reach target audiences with brand messaging relative to Jefferson Parish's experiential assets: multi-generational family, nature, outdoor, historical, cultural, and food and heritage enthusiast*
- *Create engaging local stories highlighting the diversity of our people, places, and experiences*
- *Website targeting strategies across paid and owned media outlets*
- *Shared content on regional and state tourism marketing outlets*
- *User Generated Content (UGC)*
- *Contests and promotions*
- *Blog posts*
- *Video shares*



## TRAVEL MEDIA & INFLUENCERS

**GOAL:** To increase travel media & influencer coverage by 10% over 2022.

### STRATEGY

- *Increase targeted earned media through a partnership with MBPR company*
- *Strategically pitch story ideas once weekly*
- *Send press releases to influencers and media databases once monthly*
- *Host two digital influencers and/or domestic journalists familiarization trips in 2023*
- *Co-op with Louisiana Office of Tourism on domestic and international familiarization tours*



## DMO RESOURCES & MANAGEMENT STRATEGY

**GOAL:** To operate as a fiscally responsible and accountable organization through effective planning, partnership development, and staff deployment.

### TARGETED AUDIENCE

- *Board of Directors*
- *Parish Officials*
- *Professional Staff*
- *Vendors/Suppliers*
- *Volunteers*



# 12 MONTH ACTION PLAN

	1 <sup>ST</sup> QUARTER	2 <sup>ND</sup> QUARTER	3 <sup>RD</sup> QUARTER	4 <sup>TH</sup> QUARTER
DIGITAL & SOCIAL ADVERTISING	<ul style="list-style-type: none"> <li>Gambit - <i>Family Gras &amp; Mardi Gras</i></li> <li>Gambit - <i>Clash of the Cocktails</i></li> <li>GEO Fencing ads, NOLA regional &amp; Family Gras</li> <li>Louisianatravel.com Featured Business Listing</li> <li>Louisianatravel.com Formatted Banner</li> <li>Louisianatravel.com Pelican State E-Guide content</li> <li>LA Travel E-Guide Pelican State Package</li> <li>Playeasy.com</li> <li>Miles Media Culinary Package</li> <li>SGMP Online Buyers Guide</li> <li>Social Media Carnival, Outdoor &amp; Culinary promos</li> <li>Social Media VJP Mardi Gras &amp; Family Gras, Outdoor, &amp; Culinary Campaigns</li> <li>Team Louisiana</li> <li>TourLouisiana</li> <li>VJP Carnival &amp; Spring Outdoor Campaigns</li> <li>Where Y'at.com - <i>Family Gras &amp; Mardi Gras</i></li> </ul>	<ul style="list-style-type: none"> <li>Campaign Texas Monthly</li> <li>Compass Media Digital Display Campaign</li> <li>Compass Media Digital Outdoor</li> <li>GEO Fencing ads, NOLA regional</li> <li>GEO Fencing ads, Houston &amp; Dallas</li> <li>Houston Chronicle Display Campaign</li> <li>Louisianatravel.com Culinary eNews</li> <li>Louisianatravel.com Featured Business Listing</li> <li>Louisianatravel.com Formatted Banner</li> <li>Louisianatravel.com Pelican State E-Guide content</li> <li>Miles Media Culinary Package</li> <li>Playeasy.com</li> <li>SGMP Online Buyers Guide</li> <li>SportsEvents Digital Campaign</li> <li>Team Louisiana</li> <li>TourLouisiana</li> <li>VJP Summer/Festivals &amp; Outdoor Campaigns</li> <li>VJP Spring &amp; Summer Outdoor Campaigns</li> <li>Social Media VJP Leisure Stay &amp; Play/ Staycation, Outdoor, Culinary, Festivals, Uncle Sam Jam, Tarpon Rodeo</li> </ul>	<ul style="list-style-type: none"> <li>AJR Media Group</li> <li>Compass Media Digital Culinary Campaign</li> <li>GEO Fencing ads, NOLA regional</li> <li>Hoffman Media Storymaker: Digital &amp; Social Media promos in Southern Lady, Southern Cast Iron, Taste of the South, and Louisiana Cookin' online</li> <li>Louisianatravel.com Culinary eNews</li> <li>Louisianatravel.com Featured Business Listing</li> <li>Louisianatravel.com Formatted Banner</li> <li>Louisianatravel.com Pelican State E-Guide content</li> <li>Miles Media Culinary Package</li> <li>NOLA.com/Gambit digital: Clash of the Cocktails &amp; Taste of the Trail events</li> <li>Playeasy.com</li> <li>ROVA.com</li> <li>SGMP Online Buyers Guide</li> <li>SportsEvents Digital Campaign</li> <li>Team Louisiana</li> <li>Texas Monthly Digital Campaign</li> <li>TourLouisiana</li> <li>VJP Summer/Festivals &amp; Outdoor Campaigns</li> <li>Social Media VJP Leisure Stay &amp; Play/ Staycation, Outdoor, Culinary, Festivals, Uncle Sam Jam, Tarpon Rodeo</li> </ul>	<ul style="list-style-type: none"> <li>Compass Media Digital Outdoor Campaign Texas Monthly</li> <li>Compass Media Social Media Video Campaign</li> <li>Fall Festivals/Holiday/Shopping Campaigns LouisianaTravel.com Culinary eNews</li> <li>GEO Fencing ads, Houston &amp; Dallas</li> <li>GEO Fencing ads, NOLA regional</li> <li>Louisianatravel.com Featured Business Listing</li> <li>Louisianatravel.com Formatted Banner</li> <li>Louisianatravel.com Pelican State E-Guide content</li> <li>Miles Media Culinary Package</li> <li>Playeasy.com</li> <li>SportsEvents Digital Campaign</li> <li>SGMP Online Buyers Guide</li> <li>Team Louisiana</li> <li>TourLouisiana</li> <li>VJP Fall Festivals, Outdoor &amp; Holiday Campaigns</li> <li>Social Media VJP Leisure Stay &amp; Play/ Staycation, Outdoor, Culinary, Festivals, Gretna Fest, holiday, shopping, Lafitte Seafood Festival, Mardi Gras &amp; Family Gras campaigns</li> </ul>
PRINT ADVERTISING	<ul style="list-style-type: none"> <li>Arthur Hardy</li> <li>French Quarterly Magazine &amp; Parade Routes</li> <li>Gambit Weekly, <i>Family Gras &amp; Clash of the Cocktails</i></li> <li>Louisiana Life Magazine <i>Mardi Gras Edition</i></li> <li>Louisiana Sunshine Magazine</li> <li>LSAE Directory</li> <li>Sports Events, <i>Small Markets Sports Edition</i></li> <li>The Island Map, Grand Isle</li> <li>Where Y'at <i>Family Gras</i></li> <li>Where Y'at, <i>Rhythm on the Route</i></li> <li>Where Y'at <i>Spring Dining Guide</i></li> </ul>	<ul style="list-style-type: none"> <li>Convention South</li> <li>Leisure Group Travel</li> <li>Louisiana Attractions Program</li> <li>Louisiana Fishing &amp; Outdoor Adventures Program</li> <li>Louisiana Kitchen</li> <li>Small Market Meetings</li> <li>Sports Events - State Spotlight Issue</li> <li>Student Youth Travel Association (SYTA)</li> <li>Travel, Taste + Tour</li> <li>Texas Monthly Magazine</li> </ul>	<ul style="list-style-type: none"> <li>Convention South</li> <li>Faith Travel Brochure</li> <li>Louisiana Golf Program Guide</li> <li>Louisiana Kitchen</li> <li>Meetings Today</li> <li>NOLA Cruise Guide</li> <li>ROVA</li> <li>Sports Destination Guide</li> </ul>	<ul style="list-style-type: none"> <li>JCVB Annual Visitors Guide</li> <li>Louisiana Christmas Program Guide</li> <li>Sports Events annual Planners Guide for 2024</li> <li>Where Y'at Fall Dining Guide</li> </ul>
BROADCAST ADVERTISING	<ul style="list-style-type: none"> <li>Jefferson Parish Outdoor &amp; Family Fun YouTube Regional &amp; National campaigns</li> <li>WDSU, WGNO, WNOL, FOX 8, WWL <i>Family Gras &amp; Mardi Gras</i></li> <li>WNOE, KDVU, WTX <i>Family Gras &amp; Mardi Gras</i></li> <li>NOTV: New Orleans &amp; Jefferson Parish Hotels' In-Room Television</li> </ul>	<ul style="list-style-type: none"> <li>Jefferson Parish Outdoor &amp; Family Fun YouTube Regional &amp; National campaigns</li> <li>Sno Ball Blitz promotion</li> <li>NOTV: New Orleans &amp; Jefferson Parish Hotels' In-Room Television</li> </ul>	<ul style="list-style-type: none"> <li>VJP Marketing Campaign roll out</li> <li>Clash of the Cocktail Promotion</li> <li>NOTV: New Orleans &amp; Jefferson Parish Hotels' In-Room Television</li> </ul>	<ul style="list-style-type: none"> <li>VJP Marketing Campaign roll out</li> <li>Taste of the Louisiana Oyster Trail Promotion</li> <li>NOTV: New Orleans &amp; Jefferson Parish Hotels' In-Room Television</li> </ul>
TRADE SHOWS & CONFERENCES	<ul style="list-style-type: none"> <li>ABA, American Bus Association</li> <li>LOT Sales Mission: Sports to Indianapolis</li> <li>RCMA-Emerge, Religious Conference Management Association</li> <li>Travel Unity Summit</li> </ul>	<ul style="list-style-type: none"> <li>IPW Conference &amp; Media Marketplace</li> <li>MRN Educational Summit, Military Reunion Network</li> <li>Sports ETA Symposium</li> <li>Travel South Media Marketplace</li> </ul>	<ul style="list-style-type: none"> <li>Connect Sports</li> <li>Destinations International Conference</li> <li>LTA Summit, Louisiana Travel Association</li> <li>Small Market Meetings</li> <li>Southeast USA Spotlight</li> <li>SYTA, Student Youth Travel Association</li> <li>T-BEX Influencer Conference</li> <li>Travel South Domestic</li> </ul>	<ul style="list-style-type: none"> <li>Smart Meetings</li> <li>S.P.O.R.T.S. The Relationship Conference</li> <li>TEAMS Conference</li> <li>Travel South International</li> <li>US Sports Congress</li> </ul>
MARKETING CO-OPS	<ul style="list-style-type: none"> <li>Allstate Sugar Bowl Nat'l Prep Classic</li> <li>Elite Fishing Series MG Cup</li> <li>Family Gras</li> <li>Mindy Bianca PR &amp; Media Program</li> <li>NOLA Gold Rugby</li> <li>Team Louisiana</li> <li>Thrillville</li> <li>Tulane Sports</li> </ul>	<ul style="list-style-type: none"> <li>Elite Redfish Series</li> <li>Mindy Bianca PR &amp; Media Program</li> <li>NOLA Gold Rugby</li> <li>Team Louisiana</li> <li>Tulane Sports</li> <li>USA BMX Bayou Classic Nationals</li> </ul>	<ul style="list-style-type: none"> <li>Elite Redfish Series</li> <li>Louisiana Charter Boat Association</li> <li>Mindy Bianca PR &amp; Media Program</li> <li>Team Louisiana</li> <li>Tulane Sports</li> <li>Uncle Sam Jam</li> <li>Westbank Heritage Festival</li> </ul>	<ul style="list-style-type: none"> <li>Gretna Heritage Festival</li> <li>Huey P. Long Bridge Run</li> <li>Lafitte Seafood Festival</li> <li>Mindy Bianca PR &amp; Media Program</li> <li>Miss Louisiana USA</li> <li>Team Louisiana</li> <li>Tulane Sports</li> </ul>
MEMBER-PARTNER MEETINGS & EVENTS	<ul style="list-style-type: none"> <li>Board of Directors Meeting January &amp; March</li> <li>Membership Breakfast Meeting</li> </ul>	<ul style="list-style-type: none"> <li>Board of Directors Meeting, May</li> <li>Membership Appreciation Week</li> <li>Membership Breakfast Meeting</li> <li>National Tour &amp; Travel Week Rally</li> </ul>	<ul style="list-style-type: none"> <li>Board of Directors Meeting, August</li> <li>Board of Directors Retreat</li> <li>Membership Breakfast Meeting</li> </ul>	<ul style="list-style-type: none"> <li>Annual Membership Meeting</li> <li>Board of Directors Meeting October &amp; November</li> <li>Membership Breakfast Meeting</li> </ul>



# 2021 VISITOR SPENDING:



**\$1.59 BILLION SPENT BY  
JEFFERSON PARISH VISITORS**



**2ND LARGEST TOURISM  
ECONOMY IN LOUISIANA**



**21,450 HOSPITALITY WORKERS EMPLOYED  
OVER \$575 MILLION IN EMPLOYMENT EARNINGS**



**\$157 MILLION IN STATE & LOCAL TAX REVENUE**

Source: Louisiana Office of Tourism Economic Impact Report, 2021

## STRATEGIC PARTNERSHIPS

- Louisiana Office of Tourism
- Team Louisiana
- Louisiana Travel Association
- Louisiana Tax Free Shopping
- Louisiana Culinary Trails
- JCVB Sports Advisory Council
- Mindy Bianca Public Relations
- Society of American Travel Writers
- Public Relations Society of America
- Louisiana Association of Convention & Visitors Bureaus (LACVB)
- Regional partnerships with destinations generating cooperative itineraries promoted to media and consumers

## 2023 BOARD OF DIRECTORS

### OFFICERS

**CHARLENE MARTINEZ**, Chair | *Hampton Inn & Suites New Orleans - Elmwood*

**TODD LOUP**, Vice Chair | *DoubleTree by Hilton New Orleans Airport*

**KEVIN BARONI**, Treasurer | *Pontchartrain Convention and Civic Center*

**GENE SAUSSE**, Secretary | *Destination Network*

**FRANCISCO CHRISTIAN**, Immediate Past Chair | *Managing Partner, Taylored Hospitality Solutions*

**SHANNON HAMM**, Member-at-Large | *Hotard Coaches, Inc.*

**DARREN MARTINO**, Member-at-Large | *Crescent City Coca-Cola Bottling Company*

**VIOLET PETERS**, President & CEO | *Jefferson Convention & Visitors Bureau, Inc.*

### DIRECTORS

**TROY ALDRICH**, General Manager | *Country Inn & Suites by Radisson, Metairie*

**BRETT BARES**, Director of Sales & Marketing | *Airboat Adventures LLC*

**DAVID BARRECA**, Owner | *Barreca's Food Services, LLC*

**KRISTINA BENNETT-HOLMES**, Deputy Director of Aviation-Commercial Development | *New Orleans International Airport*

**BRET CHITTENDEN**, Executive Vice President of Operations | *Expotel Hospitality*

**RYAN FAVRET**, General Manager | *Alario Center*

**BRETT GAUDET**, Vice President | *Loft18*

**JOSEPH SPINATO**, President | *Spinato Management*

**BROOKE ZAR**, Owner/Operator | *Restaurant des Familles*

### COMMUNITY REPRESENTATIVES

**DONNA RUSSO**, Director | *Jefferson Parish Citizens' Affairs*

### JCVB STAFF

**VIOLET PETERS, CDME**, President & CEO

**TERRIE BIRKEL, CDME**, Vice President

**ANGELA MATHERNE**, Director of Sales

**CHARLENE HALE**, Director of Leisure & Partner Sales

**FAYE BROUSSARD-DAUZAT**, Digital Marketing & Social Content Manager

**ALEX CLANCY**, Festivals & Events Manager

**KIMMIE CARLOS**, Sales Manager

**ARIANA MUÑOZ**, Sales & Convention Services Manager

**LAURI ZERINGUE**, Executive Assistant to the President, Administrative Services

**ERIN SCHNEIDER**, Administrative Specialist

**KRISTINE MEJIA**, Partner Services Coordinator

