

It's in to be out *exploring*



visit
Jefferson Parish

2024 Marketing Plan

JEFFERSON CONVENTION & VISITORS BUREAU, INC.

VISITJEFFERSONPARISH.COM | 504.731.7083 | Toll Free 1.877.572.7474



LOGO REFRESH



Our logo underwent a refresh, projecting a vibrant and easy going appeal!

Inspired by the abundant outdoor amenities and social attractions, our marketing campaign "It's in to be Out" was born! This new leisure campaign and reinvigorated group advertising, encouraging visitors to step out and experience our destination where it's "In to be Out" will bring new images, video, and visual content to engage our audience and entice them to Visit Jefferson Parish!



2024 MARKETING PROMOTIONS

Visit Jefferson Parish promotes the destination's diverse cultural experiences and abundant meeting and sports facilities, hotel, and dining options. In 2024 we will highlight our unique regional assets through programming, including the Sno-Ball Blitz, Taste of the Trail: a Louisiana Oyster Trail Experience, Summer outdoor fun, Restaurant Week, and for visiting friends & relatives, a Home for the Holidays shopping & dining experience.

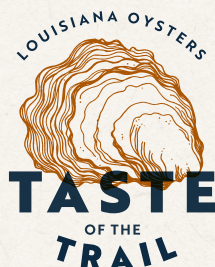


Keep cool this summer... May 24-June 30 with the 3rd annual Sno-Ball Blitz featuring sno-ball stands/storefronts throughout Jefferson Parish offering a specialty sno-ball, with a twist...it's a competition for the Best in Sno! Locals can boast about (and vote for) their hometown favorite, while visitors are introduced to a local tradition that just happens to taste great too!

It's In To Be Out this Summer, June 1-August 31. Jefferson Parish restaurants, attractions, and hotels will offer discounts & promotions encouraging visitors & locals to get out and discover our culture, traditions, and the great outdoors!

Restaurant Week, August 11-17. The perfect way to discover new restaurants or revisit favorites! A week-long celebration of Louisiana fare with restaurants offering prix fixed menus, promotions or discounts.

Seasoned Greetings... 'Tis the Season to be Out Dining & Shopping, November 1-December 30. Jefferson Parish restaurants will offer discounts & promotions on holiday favorites while shoppers can take advantage of unique gifts & specialty items available at boutiques, holiday markets, and malls.



Aw shucks... it's the Taste of the Trail, November 5-10, 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. Participating eateries offer discounts, prefixed menus, and specials to patrons. While enjoying this culinary delight, diners can check out each restaurant's eclectic oyster sculpture, hand-painted by a local artist!

Home for the Holidays, November 25-December 30. The holiday season is the time to celebrate with visiting friends & relatives. Select hotels will offer discounted rates and/or packaging to accommodate family & friends as they are Home for the Holidays.

2024 INITIATIVES

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.



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

- *CVB Partner & Parish Cultural Programming*
- *New visitors center development*
- *Jefferson Parish Oyster Trail expansion*



DMO MEMBERSHIP PARTNERSHIPS & 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 10%, organic website user traffic by 5%, and the leisure database by 5% over 2023.

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)
- Sweepstakes, contests and promotions
- Blog posts
- Video shares



TRAVEL MEDIA & INFLUENCERS

GOAL: To increase travel media & influencer database by 5% and to increase the number of articles/coverage by 20% over 2023.

STRATEGY

- Increase targeted earned media through a partnership with Meltwater, a comprehensive media monitoring and analysis driven organization.
- Strategically pitch story ideas once weekly
- Send press releases to influencers and media databases once monthly
- Host four digital influencers and/or domestic journalists familiarization (FAM) trips in 2024
- Co-op with Louisiana Office of Tourism on domestic and international familiarization (FAM) tours
- Attend Influencer & Journalist Media Marketplaces and/or Conferences



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 ST QUARTER	2 ND QUARTER	3 RD QUARTER	4 TH QUARTER
DIGITAL & SOCIAL ADVERTISING	<ul style="list-style-type: none"> 64parishes.com Compass Media-Festivals Digital Promo: Mardi Gras & Family Gras Gambit.com - Family Gras & Mardi Gras GEO Fencing ads, NOLA regional & Family Gras ExploreLouisiana.com Featured Business Listing ExploreLouisiana.com Formatted Banner Outdoor Focused ExploreLouisiana.com Pelican State E-Guide content ExploreLouisiana/ Team Louisiana Groups Today e-news 'The Great Outdoors' Jefferson Parish feature Mardi Gras & Festivals Programmatic Online Advertising Co-op with Louisiana Office of Tourism Playeasy.com Reach Local - Visit Jefferson Parish Adventure Sweepstakes, Social Media SGMP Online Buyers Guide Social Media Carnival, Outdoor & Culinary promos Society of American Travel Writers online: SATW.org theglobeandmail.com - Canadian Co-op with Louisiana Office of Tourism TourLouisiana VJP Mardi Gras & Spring Outdoor Campaigns Where Y'at.com - Family Gras & Mardi Gras 	<ul style="list-style-type: none"> AARP.com GEO Fencing ads, NOLA regional ExploreLouisiana.com Culinary eNews (Seafood Focus) ExploreLouisiana.com Featured Business Listing ExploreLouisiana.com Formatted Banner Outdoor Focused ExploreLouisiana.com Pelican State E-Guide content ExploreLouisiana.com Culinary Package ExploreLouisiana/ Team Louisiana Houston Chronicle Display Campaign Houstonia.com LSAE.com (Louisiana Society of Association Executives) Mardi Gras & Festivals Programmatic Online Advertising Co-op with Louisiana Office of Tourism MeetingsMags.com Reach Local Curated Audience (Houston) Digital Ads (Outdoor Focused) Society of Government Meeting Planners (SGMP) Online Buyers Guide Social Media VJP Outdoor, Culinary, Festivals, Lafitte Seafood Festival, Tarpon Rodeo, Uncle Sam Jam SmallMarketMeetings.com SportsEvents Texas Monthly TourLouisiana 	<ul style="list-style-type: none"> ExploreLouisiana.com Culinary eNews (Oyster Trail) ExploreLouisiana.com Featured Business Listing ExploreLouisiana.com Formatted Banner Outdoor Focused ExploreLouisiana.com Pelican State E-Guide content ExploreLouisiana.com Culinary Package ExploreLouisiana/Team Louisiana GEO Fencing ads, NOLA regional Hoffman Media Social Media promos in Southern Lady, Southern Cast Iron, Taste of the South, and Louisiana Cookin' NOLA.com/Gambit Digital: JP Restaurant Week promo NOLA.com/Gambit digital: Taste of the Trail SGMP Online Buyers Guide Social Media VJP Outdoor, Culinary, Festivals, Gretna Festival, Tarpon Rodeo, Uncle Sam Jam TourLouisiana VJP Summer/Festivals & Outdoor Campaigns 	<ul style="list-style-type: none"> 64parishes.com NOLA.com/Gambit (Taste of the Trail) ExploreLouisiana.com Culinary E-news ExploreLouisiana.com Culinary E-News (Taste of the Trail & Holiday) GEO Fencing ads, NOLA regional & Gretna Festival ExploreLouisiana.com Featured Business Listing ExploreLouisiana.com Formatted Banner Super Bowl centric ExploreLouisiana.com Pelican State E-Guide content ExploreLouisiana.com Culinary Package SGMP Online Buyers Guide ExploreLouisiana/ Team Louisiana TourLouisiana VJP Fall Festivals, Superbowl, Outdoor & Holiday Campaigns Social Media VJP Outdoor, Culinary, Festivals, Gretna Fest, holiday, shopping, Mardi Gras & Family Gras, and Super Bowl campaigns
PRINT ADVERTISING	<ul style="list-style-type: none"> 64 Parishes Magazine Arthur Hardy Mardi Gras Guide French Quarterly Magazine & Parade Routes Gambit Weekly, Family Gras & Clash of the Cocktails Groups Today, the Great Outdoors Edition Houstonia Magazine Louisiana Life Magazine Mardi Gras Edition Louisiana Inspiration Guide LSAE Directory (Louisiana Society of Association Executives) New Orleans Bride Magazine Rova Magazine Society of American Travel Writers Directory Southeast Tourism Society Domestic Showcase/ Conference Program Teach & Travel Magazine The Advocate Front Page Strips: Family Gras The Globe & Mail Canadian Newspaper, Co-op with Louisiana Office of Tourism The Island Map, Grand Isle Where Y'at Family Gras Where Y'at, Rhythm on the Route Where Y'at Spring Dining Guide 	<ul style="list-style-type: none"> AARP The Magazine Disabled American Veterans Convention Book Groups Today - Culinary, Libation & Shopping Edition Jazz Fest Issue: My New Orleans Louisiana Attractions Guide Louisiana Fishing & Outdoor Adventures Guide National Tour Association (NTA) Conference Guide Southeast Meetings & Events Southern Lady Magazine Sports Events - State Spotlight Issue Taste of the South Magazine Travel, Taste + Tour 	<ul style="list-style-type: none"> Faith Travel Brochure Gambit: Weekly Sno-Ball Blitz Groups Today, Student Travel Edition Louisiana Golf Program Guide Sports Destination Guide Student Youth Travel Association (SYTA) Conference Program The Local Palate, Fall Foods Edition Where Y'at Fall Dining Guide 	<ul style="list-style-type: none"> Gambit Weekly: Taste of the Oyster Trail JCVB Annual Visitors Guide Louisiana Christmas Program Guide Sports Events annual Planners Guide for 2025 Where Y'at Holiday Dining Guide Where Y'at: Taste of the Oyster Trail
BROADCAST ADVERTISING	<ul style="list-style-type: none"> NOTV: New Orleans & Jefferson Parish Hotels' In-Room Television VJP Destination Leisure Commercial You Tube National Campaign WDSU, WGNO, WNOL, WWL Family Gras & Mardi Gras WGNO - Where Y'at Weekend Picks: Family Gras WLOX Biloxi - Krew of Argus Rider Giveaway WNOE, WTIX Family Gras & Mardi Gras 	<ul style="list-style-type: none"> NOTV: New Orleans & Jefferson Parish Hotels' In-Room Television iHeart Radio Broadcast: Uncle Sam Jam "My Louisiana" Programmatic Broadcast Advertising Co-op with Louisiana of Tourism featuring the VJP New Leisure Marketing Commercial Sno-Ball Blitz promotion, Local TV Broadcast 	<ul style="list-style-type: none"> NOTV: New Orleans & Jefferson Parish Hotels' In-Room Television Jefferson Parish Restaurant Week promotion Jefferson Parish Restaurant Week promotion, Local TV broadcast Louisiana Charter Boat Association's Catch & Cook by Waypoint TV Spotify - VJP New Leisure Marketing Audio & Display Campaign VJP New Leisure Marketing Commercial Houston Market 	<ul style="list-style-type: none"> NOTV: New Orleans & Jefferson Parish Hotels' In-Room Television Elite Redfish Series - The Discovery Channel Taste of the Louisiana Oyster Trail Promotion, Local TV Broadcast VJP Leisure Marketing Commercial Houston Market VJP Destination Leisure Commercial You Tube National Campaign
TRADE SHOWS & CONFERENCES	<ul style="list-style-type: none"> ABA, American Bus Association American Society of Travel Advisors (ASTA) NOLA New Orleans Bridal Show NOW Wedding Show RCMA-Emerge, Religious Conference Management Association Travel South Domestic 	<ul style="list-style-type: none"> e-Summit IPW Conference & Media Marketplace MRN Educational Summit, Military Reunion Network Sports ETA Symposium 	<ul style="list-style-type: none"> Connect Sports Destinations International Conference Destinations Southeast GBTA Conference LSAE, Louisiana Society of Association Executives LTA Summit, Louisiana Travel Association Small Market Meetings Southeast USA Spotlight SYTA, Student Youth Travel Association T-BEX Influencer Conference Teams Conference Travel South Domestic 	<ul style="list-style-type: none"> Military Travel Expo S.P.O.R.T.S. The Relationship Conference Travel South International US Sports Congress
MARKETING CO-OPS & FAMILIARIZATION TOURS (FAMS)	<ul style="list-style-type: none"> Allstate Sugar Bowl Nat'l Prep Classic Family Gras Louisiana Travel Association (LTA) Louisiana Office of Tourism (LOT) Louisiana Society of Association Executives (LSAE) N.O. Track Club: Mardi Gras 5K NOLA Gold Rugby Team Louisiana Travel Influencer FAM Tulane Sports 	<ul style="list-style-type: none"> Elite Fishing Series Solo Tour Louisiana Charter Boat Association (LCBA) Louisiana Travel Association (LTA) Louisiana Office of Tourism (LOT) Louisiana Society of Association Executives (LSAE) Travel Influencer FAM NOLA Gold Rugby Team Louisiana Tulane Sports 	<ul style="list-style-type: none"> Brand USA/Louisiana Office of Tourism Group FAM Team Louisiana Louisiana Charter Boat Association (LCBA) Louisiana Office of Tourism (LOT) Louisiana Society of Association Executives (LSAE) Louisiana Travel Association (LTA) Tulane Sports Uncle Sam Jam Westbank Heritage Festival 	<ul style="list-style-type: none"> Gretna Heritage Festival Louisiana Charter Boat Association (LCBA) Louisiana Travel Association (LTA) Louisiana Office of Tourism (LOT) Louisiana Society of Association Executives (LSAE) Team Louisiana Tulane Sports
MEMBER-PARTNER MEETINGS & EVENTS	<ul style="list-style-type: none"> Board of Directors Meeting, March Membership Appreciation Month, January Membership Breakfast Meeting, March 	<ul style="list-style-type: none"> Board of Directors Meeting, May Love the Boot Week, April National Tour & Travel Week Rally, May 	<ul style="list-style-type: none"> Board of Directors Meeting, September Board of Directors & Staff Retreat Membership Breakfast Meeting, August 	<ul style="list-style-type: none"> Annual Membership Meeting, October Board of Directors Meeting, December Membership Breakfast Meeting, December

DESTINATION VISITOR SPENDING:



**\$1.9 BILLION SPENT BY
JEFFERSON PARISH VISITORS**



**2ND LARGEST TOURISM
ECONOMY IN LOUISIANA**



**20,748 HOSPITALITY WORKERS EMPLOYED
OVER 614 MILLION IN EMPLOYMENT EARNINGS**



\$194 MILLION IN STATE & LOCAL TAX REVENUE

Source: Louisiana Office of Tourism Economic Impact Report, 2022.
2023 Visitor Stats Available Summer 2024.

2024 BOARD OF DIRECTORS

OFFICERS

CHARLENE MARTINEZ, Chairwoman | General Manager, *Hampton Inn & Suites New Orleans - Elmwood*

GENE SAUSSE, Vice-Chairman | General Manager, *Destination Network*

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

JOSEPH SPINATO, Secretary | President, *Spinato Management*

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

SHANNON HAMM, Member-at-Large | Director of Sales & Marketing, *Hotard Coaches, Inc.*

TODD LOUP, Member-at-Large | Director of Sales & Marketing, *DoubleTree by Hilton New Orleans Airport*

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

DIRECTORS

STU BARASH, President | *Destination Marketing Consultants*

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 | *New Orleans International Airport*

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

RYAN FAVRET, General Manager | *Alario Center*

TARA LEDOUX, CEO | *Clearview City Center*

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

COMMUNITY REPRESENTATIVES

DARREN MARTINO, Division On Premise Sales Manager | *Crescent City Coca-Cola Bottling Company United*

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

JCVB TEAM

VIOLET PETERS, CDME, President & CEO

TERRIE BIRKEL, CDME, COO/VP of Marketing

ALLISON JEANDRON DRISCOLL, CPA, CFO/VP of Finance

ANGELA MATHERNE, CSO/VP of Sales

CHARLENE HALE, Director of Partnerships & Travel Media

FAYE BROUSSARD-DAUZAT, Digital Marketing & Social Content Manager

ALEX CLANCY, Festivals & Events Manager

RANDALL MICHEL, Sales Manager

ARIANA MUÑOZ, Sales Manager

LAURI ZERINGUE, Executive Assistant to the President, Administrative Services

ERIN SCHNEIDER, Administrative Specialist

KRISTINE MEJIA, Partner Services Coordinator

STRATEGIC PARTNERSHIPS

- Elite Fishing Series
- Louisiana Charter Boat Association
- Louisiana Culinary Trails
- Louisiana Office of Tourism
- Louisiana Tax Free Shopping
- Louisiana Travel Association
- Louisiana Travel Association/Louisiana Association of Convention & Visitors Bureau
- North American Travel Journalist Association
- Public Relations Society of America
- Regional partnerships with destinations generating cooperative itineraries promoted to media and consumers
- Society of American Travel Writers
- TBEX Influence Network
- Team Louisiana
- Tulane Athletics

IN DESTINATION MARKETING

- John A. Alario Event Center
- Pontchartrain Convention & Civic Center
- NOLA Gold Rugby: The Shrine on Airline
- Tulane Stadium