



— VISIT —
JEFFERSON
— PARISH —



2022 ANNUAL MEETING

— VISIT —
JEFFERSON
— PARISH —

THANK YOU To Our PREMIER Hotel Partners



THANK YOU To Our Corporate Partners





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



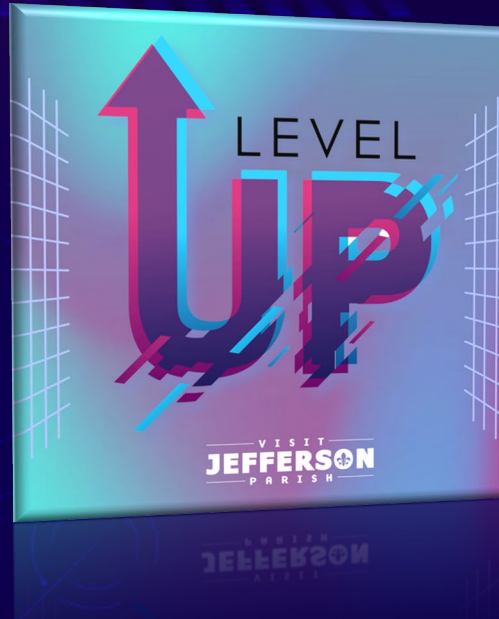
**BOARD OF
DIRECTORS
NOMINEES
2023-2025**

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



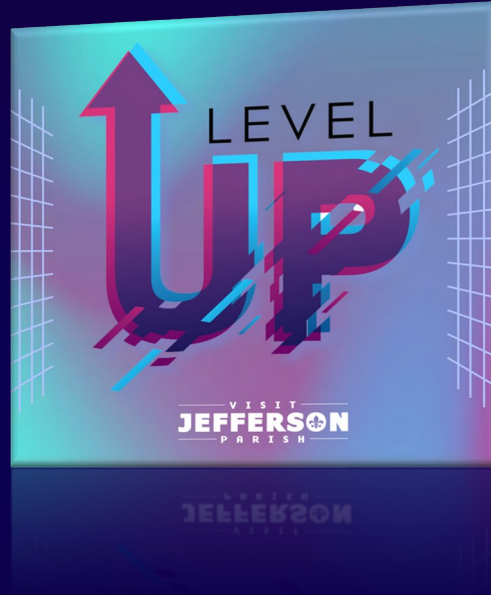
FRANCISCO CHRISTIAN

**Managing Partner
Taylored Hospitality
Solutions, LLC**

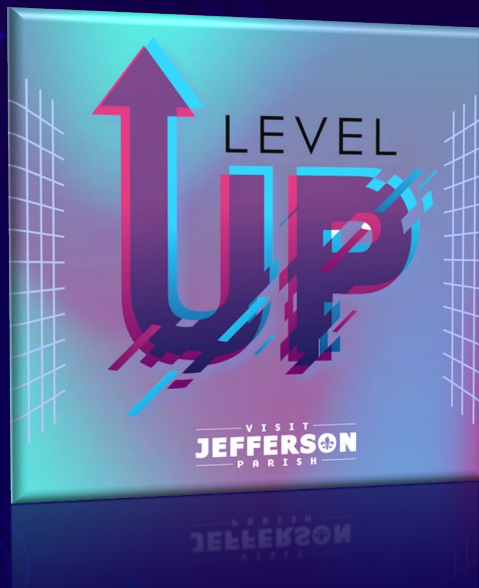


RYAN FAVRET
General Manager
Alario Center





Shannon Hamm
Director of Sales & Marketing
Hotard Coaches, Inc.



tTODD LOUP

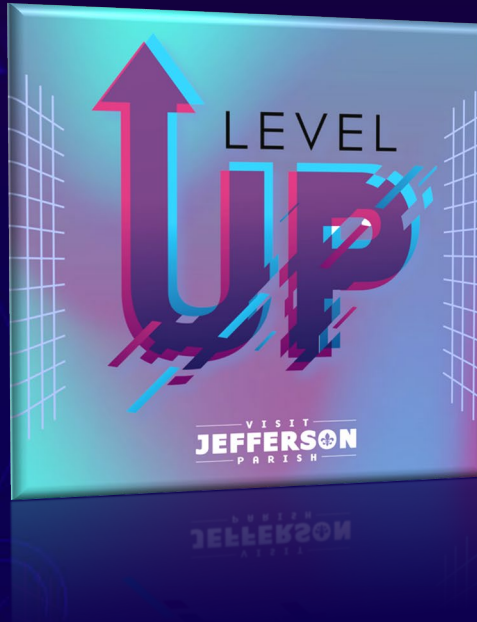
**Director of Sales & Marketing
DoubleTree by Hilton
New Orleans Airport**





JOSEPH SPINATO

**President
Spinato Management &
Ultimate Swamp Adventures**



BROOKE ZAR
Owner/Operator
Restaurant des Familles



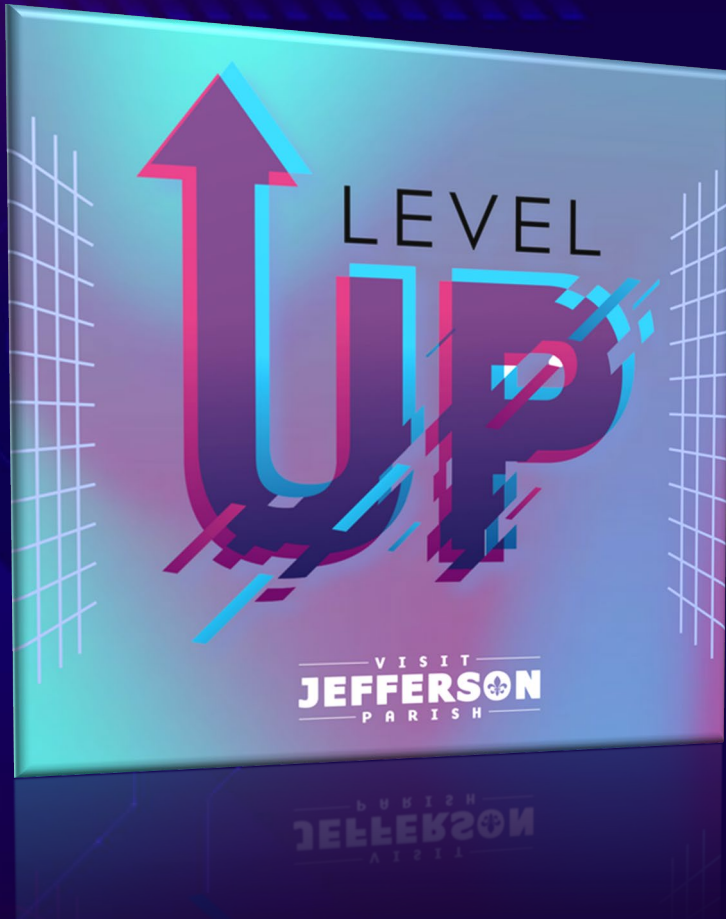


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2022 ANNUAL MEETING

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JEFFERSON PARISH

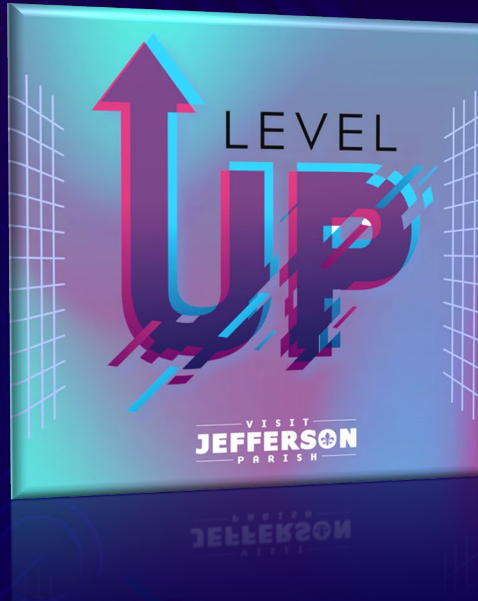
Tourism's Economic Impact

Visitor Spending \$1.6 Billion

Jobs 21,45

Employment Earnings \$575M

State & Local Taxes \$157 Million



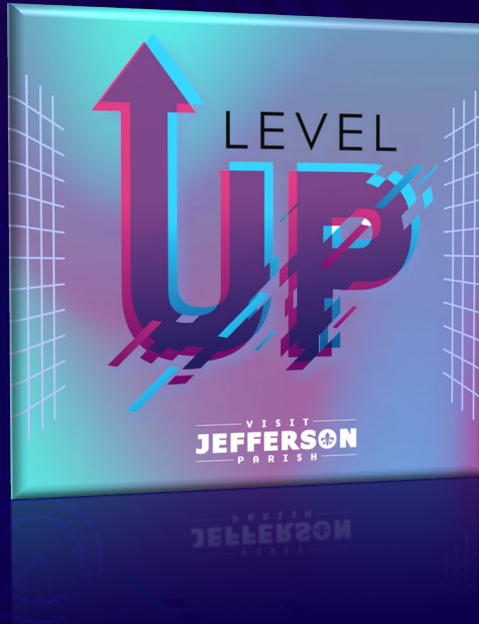
Terrie Birkel
Vice-President





Angela Matherne

Director of Sales



Kimmie Carlos
Sales Manager





Ariana Muñoz

Sales & Convention Services Manager

Direct Sales Efforts

7,300

Client Interactions

**192 Tentative Leads =
62,000 Room Nights**



**63 Definite Leads =
9,000+ Room Nights**

**\$12 million Economic
Impact**



TRADESHOWS

S.P.O.R.T.S.
The Relationship Conference



***** THE *****
MILITARY REUNION
— NETWORK —



★ ★ ★ ★ ★ THE ★ ★ ★ ★ ★
MILITARY REUNION
— NETWORK —



TRAVEL
SOUTH
USA



LOUISIANA
Feed Your Soul.



LOUISIANA
TRAVEL
ASSOCIATION



V I S I T
JEFFERSON
— P A R I S H . C O M —



Charlene Hale
Director of Leisure and Partner Sales



This Tiny Island in Louisiana Is Made for Warm-weather Getaways Thanks to Its Fresh Seafood, Birdwatching, and Stunning Beaches

You deserve a break like this.

By [Calley Rizzo](#) | Published on April 4, 2022



TRAVEL > LOUISIANA

The Best Things To Do in Metairie, Louisiana

This lakeside spot has plenty to recommend it, including water views, historic businesses, and room to roam.

By [Southern Living Editors](#) | Published on March 8, 2022



PHOTO: BERGMANN/GETTY IMAGES

Headed to Louisiana? Don't miss Metairie, a [small town](#) located on Lake Pontchartrain's south shore near New Orleans. Surrounded by water—the lake to the north and the Mississippi River to the south—and panned with

Knoxville Daily Sun

The other wild side of New Orleans

By [Tom Adkinson](#)
January 28, 2022



You get a high-speed, exhilarating look at the deep corners of Jefferson Parish with Airboat Adventures, whose boats dock in Lafitte. Image by Visit Jefferson Parish

JEFFERSON PARISH, La. – There's certainly a well-known wild side to New Orleans, one that involves partying in the streets and adult beverages,

10 USA TODAY 10Best

INTERESTS // EXPLORE

Gretna: The small Louisiana town that time (and Hurricane Ida) spared

ic charisma, resilience and heart preserve an ideal day trip
ation on the cusp of discovery



By [Chelle Koster Walton](#)

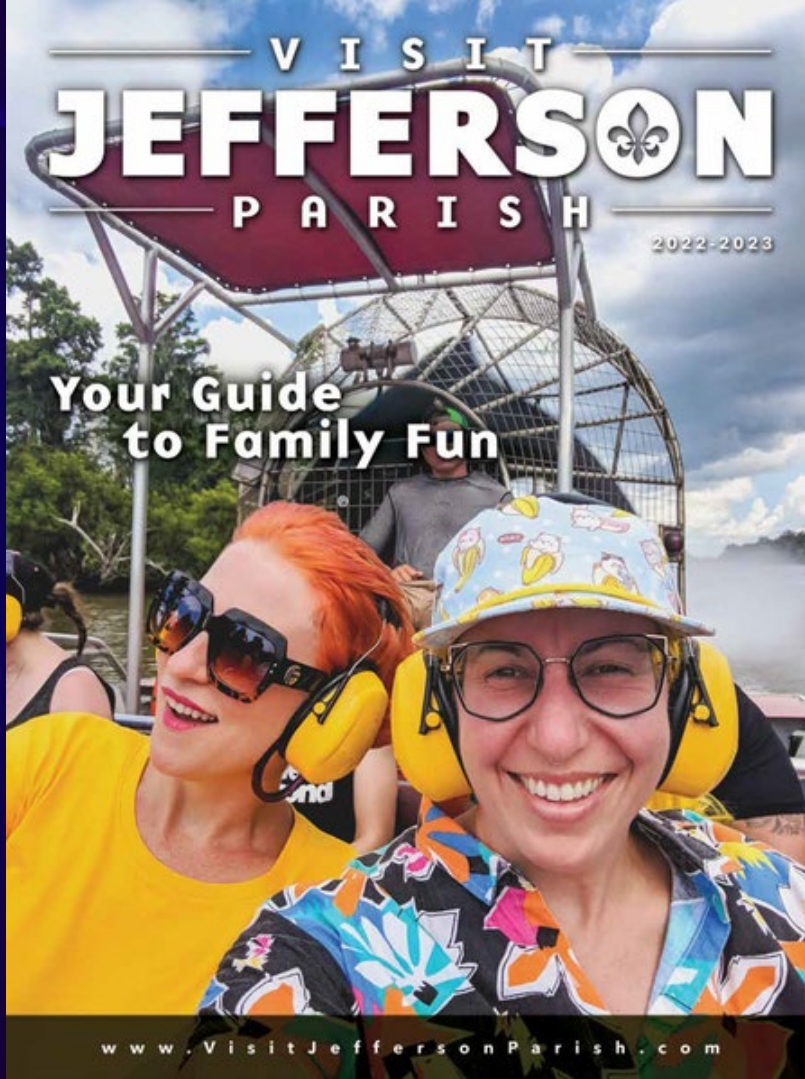
Travel Expert

JANUARY 13, 2022



ay has left Gretna with two handsome depots — Photo courtesy of Chelle Koster Walton

: [New Orleans](#) across the wide Mississippi, yet Gretna, Louisiana, with its own historic charm, is far from a mirror image. Gretna resides in the same on Parish as Hurricane Ida-ravaged Louisiana communities Lafitte and Grand t its turn-of-the-century gingerbread homes and stately public buildings



Dawn Reiss

Ashlea Kelly



VISIT
JEFFERSON
PARISH



Alex Clancy
**Festivals and Events
Manager**



VISIT
JEFFERSON
PARISH



\$15.00 increase in ADR

VISIT
JEFFERSON
PARISH



Faye Broussard-Dauzat


**Digital Marketing &
Social Content Manager**




SOCIAL MEDIA MARKETING

facebook

Email or phone: Password: [Log In](#) [Forgot Account?](#)






Visit Jefferson Parish

31K likes • 736 following

[Posts](#) [About](#) [Photos](#) [Videos](#)



Total Engagements	53
Likes	1
Replies	0
Retweets	4
Post Link Clicks	23
Other Post Clicks	25
Other Engagements	0

 visitjeffersonparish
Mon 8/8/2022 10:01 am PDT

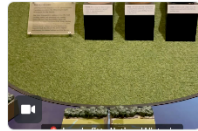
We know everyone is feeling the "Back To School Blues," but Jefferson Parish has a slew of upcoming Fall Festivals...




Total Engagements	84
Likes	66
Comments	2
Saves	16

 visitjeffersonparish
Tue 5/31/2022 10:09 am PDT

Take a walk on the wild side & visit the @jeanlafitpens National Historic Park & Preserve Welcome Center at...




Total Engagements	75
Likes	67
Comments	0
Shares	6
Saves	2

 visitjeffersonparish
Mon 10/18/2021 1:45 pm PDT

Just a friendly "swamp kitten" wishing you a Happy Monday on this beautiful fall day in JP! 🐾 @410inthe504) ...




Total Engagements	75
Likes	73
Comments	1
Saves	1

 visitjeffersonparish
Tue 1/11/2022 9:45 am PST

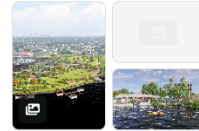
Thank you to @travelawaitsnor for naming Cafe 615 Home of Da Wabbit as one of the 11 Best Southern...



Total Engagements	63
Likes	56
Comments	2
Saves	5

 visitjeffersonparish
Fri 6/10/2022 8:31 am PDT

You'll need to check out what's coming to Bucktown Harbor! Councilwoman @jennvanvip spearheaded the effort...



Total Engagements	62
Likes	56
Comments	3
Saves	3

 Uncle Sam Jam Jefferson
Thu 6/30/2022 9:00 am PDT

Here is your schedule of events for THIS WEEKEND'S Uncle Sam Jam! For the list of food vendors, free & paid...

GATES OPEN AT 2PM	
3:00 PM	Marine Forces Reserve Brass Band
3:30 PM	Lucky Dog Hunt Dog Kicking Championship
3:45 PM	The Total Buttery
4:45 PM	Cousins Dugan & The Cajun Translators
6:15 PM	Gary Lantz and the

Total Engagements	2,339
Reactions	244
Comments	77
Shares	110
Post Link Clicks	295
Other Post Clicks	1,613

ADVERTISING

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CLICK HERE TO
TAKE A WALK ON
OUR WILD SIDE!



EXPLORE OUR
Oyster Trail
A CULINARY ADVENTURE IN JEFFERSON!

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JEFFERSON
PARISH

Art and cuisine meet when you dine along the Jefferson Parish Louisiana Oyster Trail. Featuring over two dozen eateries you can indulge in this delicacy in a variety of ways. Look for the life size hand-painted oyster sculpture unique to each restaurant along the trail. Come enjoy a meal that came out of its shell just for you.

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HEALTH & SAFETY

 Jefferson Parish
OYSTER TRAIL

JEFFERSON CONVENTION & VISITORS BUREAU, INC. 
WWW.LOUISIANAOSTERTRAIL.COM


  

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CLICK TO DISCOVER A
WILD TIME IN JEFFERSON






Explore a trail worth
tweeting about!



Spread your wings in Jefferson!
Explore one of our many exciting nature trails, home to hundreds of species of birds. Flock to the Sportsman's Paradise.

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VISITJEFFERSONPARISH.COM/BIRDWATCHING



Get hooked on our liberal catch limits!

FISHJEFFERSON.COM



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A top rated
event starts with a
winning location!

VISIT JEFFERSON PARISH

Plan your event in Jefferson Parish! Whether indoor or outdoor sporting events, volleyball, basketball, soccer, rugby, or even motorsports, Jefferson's quality sports facilities and convenient location are sure to complement your winning event. Jefferson offers a full roster of dynamic fields, arenas and over 50,000 square feet of indoor space. For your upcoming event, **choose Jefferson.**



COMMITTED TO YOUR HEALTH & SAFETY

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VISIT JEFFERSON PARISH



Where we serve a
whole sea of food
on a platter!

VISIT JEFFERSON PARISH

Just next door to New Orleans, Jefferson Parish is a seafood lover's delight. Our restaurants offer diverse cuisine from coastal classics to international fare. Serving up tradition, culture and flavor in every bite! From casual, family-friendly to chic and trendy, taste the destination where the locals go to dine.

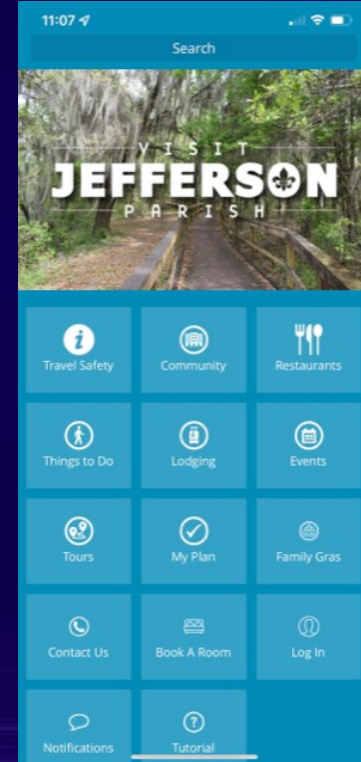
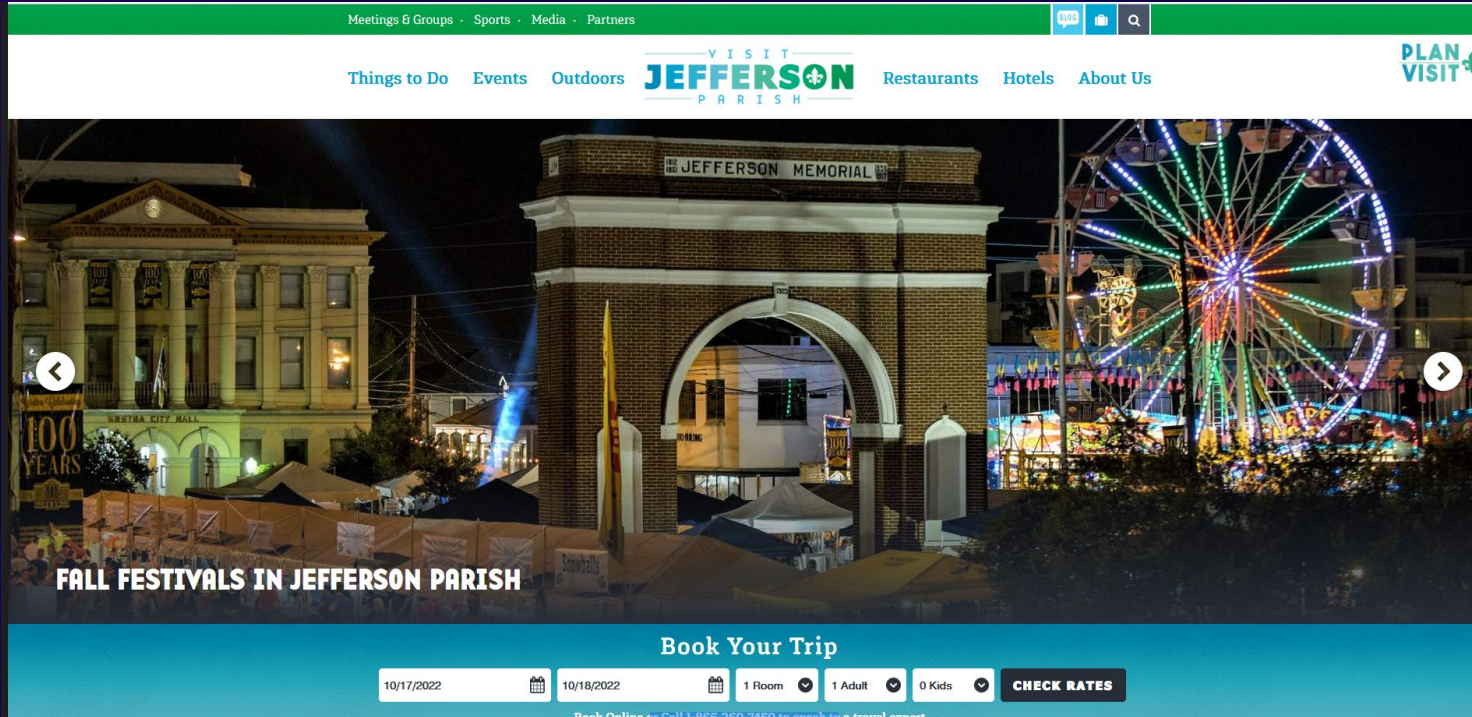


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WEBSITE & MOBILE APP





VOTE FOR JEFFERSON PARISH'S

BEST IN SNO!

IN OUR SNO-BALL BLITZ COMPETITION THIS SUMMER!



Congratulations
DROOPY'S



**Voted Best Sno-Ball
in Jefferson Parish**



**Best In Sno Promo
July 15-August 15**

- Over 3,500 Votes
- 4,000 page views
- 800 new emails
- 2,300 post clicks
- 10,000 engagements
& 500 link clicks



Lauri Zeringue

Executive Administrative Services



Erin Schneider
Administrative Specialist



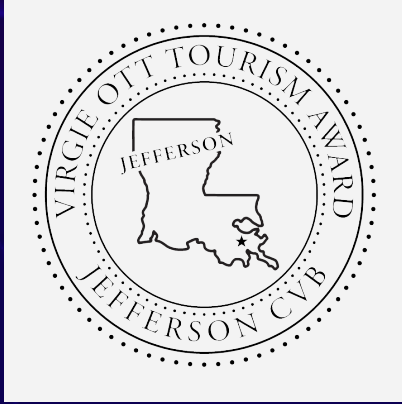


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DARREN MARTINO
2022 Virgie Ott
Tourism Award Recipient





Senator Patrick Connick

