

ADMINISTRATIVE

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CREATIVE

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2022 ORGANIZATIONAL TOP ACHIEVEMENTS

- ▶ Highest year on record for hotel-motel receipts in Lafayette Parish.
- ▶ Lafayette Named the World's #1 Best Place to Travel in 2023 by Travel Lemming, an online travel guide.
- ▶ Hosted 2022 Travel Bloggers Exchange (TBEX) North American Conference.
- ▶ Reignited the Friday Night kick-off parade honoring Covid Heroes along with the Greater Southwest Louisiana Mardi Gras Association.
- ▶ Partnered with the state of Louisiana on many endeavors including the Taste of Eat Lafayette/Louisiana Seafood Cook-off.
- ▶ Supported the installation of a bilingual (English/French) wayfinding system around downtown Lafayette to orient visitors and highlight landmarks and attractions.
- ▶ Partnered with Lafayette Consolidated Government (LCG) and Lafayette Economic Development Authority (LEDA) to bring the film production 57 Seconds, starring Morgan Freeman and Josh Hutchinson, resulting in an EIC of \$8.5 million.
- ▶ Participant in the New Performing Arts Center Stakeholders group.
- ▶ Collaborated with One Acadiana and LEDA through Livability.com on stories to entice visitors to the area, and to attract and retain young talent.
- ▶ Working on Gateway Entry Improvement with local stakeholders to identify consistent branding, including local signage, public art, and landscaping at all major gateways into Lafayette.
- ▶ Signed ten University of Louisiana athletes for NIL agreements to promote local attractions and restaurants in partnership with LEDA.
- ▶ Reaccredited through Destination's International Destination Marketing Accreditation Program (DMAP).
- ▶ Installed video monitors with welcome messaging at the Lafayette Regional Airport.
- ▶ Expanded the Music Ambassador program to include new local musicians.
- ▶ Working with UL Lafayette and other stakeholders to move the full-service hotel project at the Cajundome RFP process along.
- ▶ Working with LCG and BMX Park Board to move the new BMX Park project forward.
- ▶ Honored two Lafayette-based chefs during Culinary Trails restaurant takeover in Charlotte, NC.
- ▶ The first Visitors' Center in the state of Louisiana to receive the Bronze-level Louisiana Certified Habitat designation.
- ▶ Featured local Boudin Festival Queen IX on the Celebration Riverboat in the 134th Rose Parade.

AWARDS & RECOGNITIONS

DESTINATION MARKETING ACCREDITATION PROGRAM (DMAP) RENEWED.

2022 ANNUAL READERS' CHOICE AWARD AS AN ELITE DESTINATION AND MEETING SITE IN THE SOUTH FOR THE 14TH TIME.

LAFAYETTE NAMED #1 BEST PLACE TO TRAVEL IN 2023
- Travel Lemming

BRONZE-LEVEL LOUISIANA CERTIFIED HABITAT
- Louisiana Native Plant Society

LAFAYETTE, LOUISIANA:
WHERE CRAWFISH IS KING
- Southern Living

WELCOME TO CAJUN COUNTRY:
INTRODUCING LAFAYETTE
- Family Travel with Colleen Kelly

LAFAYETTE IS ONE OF THE BEST PLACES IN AMERICA
TO TRAVEL BACK IN TIME
- MSN

AN EPIC LOUISIANA ROAD TRIP-ALLIGATORS,
CRAWFISH AND SWAMP TOURS
- NOMADasaurus

LAFAYETTE LISTED AS "BEST CITY
TO RAISE A FAMILY IN THE U.S."
- MSN

24 DELICIOUS HOURS OF EATING AND
DRINKING IN LAFAYETTE, LOUISIANA
- Eater New Orleans

BEN BERTHELOT WAS ELECTED CHAIRMAN OF THE
LOUISIANA TRAVELPAC BOARD OF DIRECTORS.

BEN BERTHELOT WAS REAPPOINTED TO THE LOUISIANA
GOVERNOR'S COUNCIL ON PHYSICAL FITNESS AND SPORTS.

JESSE GUIDRY GRADUATED FROM LEADERSHIP LAFAYETTE
THROUGH THE LEADERSHIP INSTITUTE OF ACADIANA.

LANCE LEBLANC GRADUATED LOUISIANA TRAVEL
LEADERSHIP ASSOCIATION.

MIKE ROEBUCK WAS APPOINTED TO THE BOARD OF THE
LEADERSHIP INSTITUTE OF ACADIANA.



LafayetteTravel.com



Lafayette Convention & Visitors Commission

ANNUAL REPORT 2023 & MARKETING PLAN



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BOARD OF DIRECTORS

Jim Doré, CHAIR
Lafayette City-Parish Council Appointment

Ricky Patel, VICE CHAIR
Acadiana Hotel & Lodging Association Appointment

Chancellor Vincent G. June, TREASURER
One Acadiana Appointment

Brenda Comeaux Trahan
Unincorporated Lafayette Parish Appointment

Chris Alack
Louisiana Retailers' Association Appointment

Gerald Breaux
Area Mayors' Appointment

John O'Meara
Acadiana Restaurant Association Appointment

Nayan Patel
Lafayette City-Parish Councils Minority Appointment

Patrick Hardy
Lafayette Mayor-President Appointment

COMMUNICATIONS

- Lafayette sponsored a free festival on Governor's Island, NY as part of Swamp in the City, a Cajun & Creole music festival held annually in May.
- Hosted Family Travel with Colleen Kelly for an episode featuring Lafayette during Mardi Gras, which will air in the first quarter of 2023.
- Secured two travel shows to be filmed in 2023 throughout Lafayette Parish – Erik the Travel Guy and Travels with Darley.
- Brought on Caroline Marcello as our full-time Social Media Manager.
- Hosted over 50 travel writers, including Carol Highsmith with the Library of Congress, Joel Balsam & Stephanie Foden with Thrillist, Marie Claire Ideas, Sherelle Jacobs with Daily Telegraph, and Valérie Fortier with Petit Futé, to name a few.

CONVENTIONS & SPORTS

- 197 leads to hotels
- Processed pipeline of 672 potential leads
- Booked and assisted 66,891 room nights with \$38.9 million Economic Impact
- Awarded 2023-2024 LHSAA Powerlifting Championships
- Awarded USA Boxing 2023 National Championship/2024 Olympic Trials
- Awarded Senior Beta State Conference 2024-2025
- Hosted LHSAA Boys & Girls State Golf Championship for 7th consecutive year
- Hosted LHSAA State Volleyball Championship
- Hosted 2022 Cowart Sports Swamp Nationals Fastpitch Tournament
- Hosted LHSAA Select State Boys Basketball Championships
- Hosted Harley Owners Group Southern Regional Rally
- Hosted LHSAA Select Girls Fastpitch Championships
- Hosted return of LAGCOE Energy Festival
- Hosted 2nd highest July convention/sports room nights on record with:
 - Louisiana Municipal Association
 - Getsemane Church of God in Christ U.S. Auxiliary Convention
 - True Talent Football Showcase
 - Louisiana State Little League Baseball & Softball Championships
 - 5 divisions of PONY Baseball World Series
 - Cajun Rush Soccer Regionals

TOURISM SALES

- Increased room nights booked by 222% year over year for a total of 21,159 room nights.
- Increased group tour bookings by 173% year over year.
- Hosted 52 tour operators on FAM tours.
- Captured Heritage Club Peer Group Conference for tour planners February 27-March 3, 2023.
- Booked new group tour series with Viking Cruises for 2022/2023 dates.
- Recaptured 5 group tour series we haven't worked with since Pre-Covid.



SALES

MISSION

Our sales team will work to boost the local tourism economy, positioning Lafayette Parish as a primary destination of choice in Louisiana for leisure, group tours, conventions, and sports markets. We will focus our outreach and sales effort to planners and individual travelers in need of hotel accommodations and industry services

GOALS

- Target domestic accounts (tours, associations, education, fraternal, religious, and sports) within an 8-hour drive radius. Encourage our top accounts to rebook Lafayette Parish in multi-year contracts where possible.
- Encourage our hotel partners to establish static Foreign Individual Travel (FIT) contracts as requested by tour operators to expand our leisure travel business.
- Grow the student market by capturing 6 new groups for future bookings with a focus on performance venues, curriculum-based programming, and STEAM.
- Tour and leisure will sell to what makes us unique while compiling a comprehensive list with Fais-Do-Do options for every day of the week.
- Conduct quarterly outreach initiatives to maximize our exposure in targeted markets through tradeshows, sales missions, non-traditional FAM tours, and individual sales calls. These initiatives will rely heavily on LCVC driven sales presence, rather than trade show appointments.
- While on sales missions or attending tradeshows, we will emphasize our Cajun & Creole culture and what makes our destination unique including our food, music, and outdoor experiences.
- Capitalize on the success of the growing sports tourism market, increasing definite room nights by 7%. We will seek non-traditional sports with city-wide events that can be held during need months and at least one new national championship.
- Follow up on recommendations from Huddle Up Group sports feasibility study, working to enhance Lafayette's brand among sports stakeholders.
- Increase definite booked convention room nights by 20% over 2022, with an emphasis on growing total mid-week bookings.
- Increase group tour business by 6000 room nights over 2022, focusing primarily on domestic travelers, while welcoming the return of international travel bookings.
- Develop a plan for Mardi Gras and the VIP Experience to accommodate our growing demand. Conduct a convention planner FAM in conjunction with this event.

MARKETING OPPORTUNITIES

Conventions & Sports

- Q1:**
 - LTA Luncheon January 19-20 | New Orleans, LA
 - Religious Convention managers Association (RCMA) January, 24-26 | Chattanooga, TN
 - Fraternal Sales Calls March 6-8, 2023 | Indianapolis, IN
- Q2:**
 - Festival International FAM April 27-30 | Lafayette, LA
 - SportsETA May 8-11 | Kansas City, KS
 - Fraternal Executives Association (FEA) May 31-June 3 | Palm Springs, CA
- Q3:**
 - Connect Assn. August 22-24 | Minneapolis, MN
 - Connect Sports August 22-24 | Minneapolis, MN
 - Smart Meetings August 28-30 | Nashville, TN
 - Louisiana State Association Executives (LSAE) Annual September | New Orleans, LA
 - SPORTS Relationship Sept. 11-23 | South Bend, IN
- Q4:**
 - United States Olympic Committee (USOC) Sales Mission (LOT) October, 2023 | Colorado Springs, CO
 - TEAMS Conference October 2-5 | Oklahoma City, OK
 - Baton Rouge Sales Blitz December 2023 | Baton Rouge, LA
 - U.S. Sports Congress December 2023 | Lake Charles, LA

Monthly: *Attend LSAA Lunches, MSWIT, SGMP, and MPI.

Tourism Sales

- Q1:**
 - American Bus Association (ABA) February 4-7 | Detroit, MI
 - VIP Mardi Gras Experience February 18-21 | Lafayette, LA
 - Heritage Clubs Peer Group February 27- March 2 | Lafayette, LA
 - Select Traveler March 27-29 | Branson, MO
- Q2:**
 - Connect RTO Spring April 11-13 | Las Vegas, NV
 - STS Domestic Showcase April 17-20 | Huntsville, AL
 - IPW (U.S. Travel Association) May 20-24 | San Antonio, TX
 - LOT France Sales Mission June 11-15 | France
 - Travel South USA Sales Mission June 19-23 | Australia
- Q3:**
 - Tour Operator Sales Calls July | Florida
 - Spotlight on the Southeast July 10-12 | Mobile, AL
 - LOT Canada Sales Mission August | Vancouver & Calgary
 - Student Youth Travel Assn. (SYTA) August 16-22 | Winnipeg, Manitoba
 - Tour Operator Sales Calls September | New York City, NY
- Q4:**
 - Brand USA Travel Week Europe October 18-22 | London, England
 - World Travel Market (WTM) November 6-8 | London, England
 - National Tour Association (NTA) November 13-15 | Shreveport, LA
 - Travel South Intl. Showcase December 3-6 | Memphis, TN



COMMUNICATIONS

MISSION

To promote Lafayette Parish as a unique travel destination for various types of leisure, group, and convention travelers.

GOALS

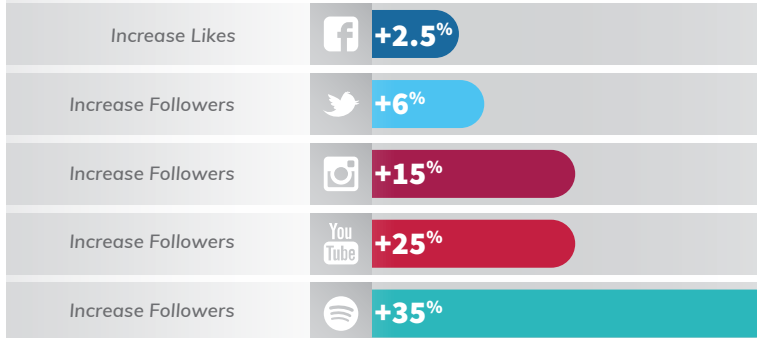
EMAIL MARKETING



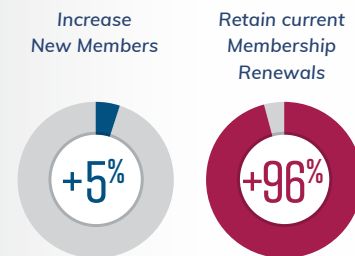
WEBSITE

- Increase Total Pages Per Session to 1.94
- Increase Total Average Session Duration to 1:49
- Continue to Decrease the Bounce Rate
- Increase Organic Pages Per Session to 1.94
- Increase Organic Average Session Duration 2:07
- Continue to Decrease the Organic Bounce Rate
- Increase Average Blog Pageviews to 25,000
- Increase Average Blog Unique Pageviews to 23,000
- Continue to Decrease the Average Blog Bounce Rate
- Increase Average Blog Time on Page 4:00
- Increase Average Blog Organic Pageviews to 10,000

SOCIAL MEDIA



MEMBERSHIP



PRESS TRIPS

- Cajun Country Mardi Gras Press Trip – February
- Festival International de Louisiane – April
- Po-boy Trail – July
- Festivals Acadien et Creoles – October



CREATIVE



MISSION

The Creative Department helps to develop, design, illustrate, capture, and share the stories behind our food, music, culture, and history in promotion of Lafayette Parish, while maintaining the integrity and consistency of our destination's brand.

GOALS

- Create, maintain, and fulfill all existing and new advertising design and production within our organization.
- Capture and produce content in relation to individual Lafayette Parish Travel department projects and Marketing Strategies.
- Help 3 organizations/events design and develop new and existing product for promotion in travel.
- Initiate or help design & create one beautification project within Lafayette Parish to further promote the beauty and culture within Lafayette Parish.
- Help to increase membership enticement and engagement by developing recruitment collateral, sign-on packages, and promotional material by producing and utilizing membership testimonials and business profile videos within social and online platforms.
- Entice and increase sports and convention marketing by offering creative services to each event as a sign-on bonus. Assets captured for each event will be used to help further promote event sales in our city while adding to our organization's assets library.
- Redesign our website and create new marketing and trade-show collateral as well as displays, to help initiate future sales at conventions and trade-shows.
- Design and maintain all visual integrity within our organization's communication and in-house projects.

