

# TOURISM WORKS

## for SOUTHWEST LOUISIANA

LAKE CHARLES/SOUTHWEST LOUISIANA  
CONVENTION & VISITORS BUREAU

▶ VISITLAKECHARLES.ORG



## Tourism Industry Experiences Hospitality in Lake Charles with RECORD-BREAKING ATTENDANCE!

The Louisiana Lt. Governor's Travel Summit recently held in Lake Charles at the Golden Nugget was a record-breaking year in attendance with nearly 600 travel professionals and industry leaders in the Lake Area. The attendance surpassed last year's travel summit which was held in New Orleans. At the end of 2017, U.S. Bureau of Labor Statistics data shows 236,300 jobs were the result of visitor spending in Louisiana, meaning 1 out of every 8.5 working adults in Louisiana is employed due to the tourism industry. In Southwest Louisiana, there are more than 11,000 citizens working in the tourism industry.



▶ Representative Walt Leger, Senator Ronnie Johns and Sulphur Mayor Mike Danahay participated in an elected official panel on tourism during the Lt. Gov. Travel Summit, moderated by Chuck Kleckley, former speaker of the Louisiana House of Representatives.



▶ Mayor Nic Hunter of Lake Charles presented a piece of artwork that was created as a fundraising opportunity for the 50th anniversary of CODOFIL to Lt. Gov. Billy Nungesser.



▶ Jill Kidder, president/CEO of the Louisiana Travel Association addresses audience about the new branding of the association, concentrating on the three main pillars of education, promotion and advocacy.



▶ Street Side Jazz Band was one of the musical acts featured to showcase musical talent in Lake Charles.



▶ Shelley Johnson, CEO/executive director of the Lake Charles/Southwest Louisiana Convention & Visitors Bureau and chair of the Lt. Gov. Travel Summit's steering committee, welcomed professionals in the tourism industry to Lake Charles.



▶ Anirban Basu, chairman/CEO of Sage Policy Group, speaks to the Louisiana Travel Association about the economic state of travel. Basu's company is a prestigious economic and policy consulting firm headquartered in Baltimore, MD with offices in Pennsylvania and Cambodia.



▶ Musician Sean Ardoin played Zydeco music at the Lt. Gov. Travel Summit to highlight Lake Charles' deep roots in Creole culture.

## THE BUSINESS OF TOURISM

From the Desk of  
Shelley Johnson, CDME,  
LCTP, Executive Director

Infrastructure improvements and expenditures are buzz words currently espoused around the country in economic development, tourism, local and state politics. In Calcasieu Parish, I think more of partnership, cooperation and collaboration. These words have been key components to many of our local successes, especially on our roadways.

In 2015, the Cove Lane Interchange opened providing much needed relief to traffic congestion in the area. The \$38.6 million project consisted of a full interchange at Cove Lane and

Interstate 210, a traffic circle at the intersection of Cove Lane and West Prien Lake Road, and an extension north of Cove Lane to connect with roads that lead to Golden Nugget, L'Auberge, and the Port of Lake Charles. This project was funded by many local governmental agencies including the Convention and Visitors Bureau. The CVB committed \$1.25 million to help pay for the project. Now, three years later, our citizens and our visitors are using these regularly and all are enjoying the fruits of the cooperation among agencies.

In that same vein, the I-210 bridge repair project that is scheduled to start later this year and take 12 months to complete will put a strain on citizens and visitors alike trying to get across the Calcasieu River. The city of Lake Charles and the Calcasieu Parish Police Jury worked with LA DOTD to create an incentive plan

for the contractor and partnered with local industry, Golden Nugget, L'Auberge, the other municipalities in Calcasieu Parish and the CVB to fund the \$750,000 incentive. The contractor will receive \$10,000 per day the first month and \$15,000 per day the second month for each day the project is completed ahead of schedule. The Convention and Visitors Bureau has pledged \$75,000 to the total projected cost of the incentive.

We are fortunate to live in an area with strong partnerships and everyone working toward a brighter future for the community.



*Shelley Johnson*

Shelley Johnson, CDME, LCTP  
Executive Director



## TOURISM BY THE NUMBERS

Visitor travel expenditures in Calcasieu Parish exceeded **\$732 million** in 2017, ranking 4th in the state of 64 parishes.

**3%**

Southwest Louisiana employed over **11,000** people in the tourism industry in 2017, an increase of 3%.

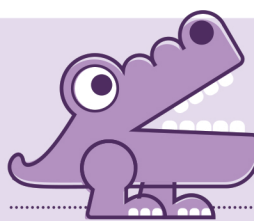
**4TH IN THE STATE**



## RECOGNITION

### National Destiny Awards

The LC/SWLA recently was named as a finalist in the national award competition presented by the Educational Seminar for Tourism Organizations (ESTO), part of the U.S. Travel Association. The "Lake Charles Local: Meet the Locals" video series was one of three finalists in the United States.



## GATOR BITES

Free Seminar!  
October 16

Attention Nonprofits,  
Arts Organizations,  
Attractions, Festivals  
and Event Organizers!



**YOUiversity**

Lisa Chmiola, Certified  
Fundraising Executive, CFRE

The LC/SWLA CVB is providing a free opportunity for professionals in the community to learn about fundraising techniques for arts organizations, event planners, non-profits, museums and attractions through the YOUiversity learning series, established by the LC/SWLA CVB.

Lisa Chmiola, is a certified fundraising executive, CFRE, and this seminar will outline how to be successful with motivating a community of support for your organization. Attendees will learn how to effectively engage, inspire and cultivate a community to strengthen not only the organization but the funds that flow into the organization to make it the best that it can be.

### Topics to be covered:

- Inspire through Compelling Storytelling
- Effective Social Media
- Motivate Volunteers
- Relationship Management Techniques
- Fundraising

The event will be held at Reeves Uptown Catering, 1639 Ryan St., in Lake Charles from 9 a.m. – 4:45 p.m. Lunch will be provided. Learn more and register at [VisitLakeCharles.org/YOUiversity](http://VisitLakeCharles.org/YOUiversity).

## Arts & Tourism Partnerships DID YOU KNOW?



The Arts/Tourism Partnership Grant is one of many grant programs available through the LC/SWLA CVB. The Arts/Tourism Partnership Grant was started in 1992, and it was the first partnership of its kind in the

state. This grant supports cultural events with marketing efforts with the end goal of driving more visitation to Calcasieu Parish.

**Check out some of the upcoming arts/cultural events in the Lake Area!**



### GALLERY PROMENADE

Sept. 28, from 5-9 p.m.  
Experience a showcase of local art galleries with special events.



### CHUCK FEST

Saturday, Oct. 20  
Come out to experience art, music and food in Lake Charles!



### MARDI GRAS IN LAKE CHARLES

March 1-5, 2019  
Mark your calendars!



### LOUISIANA RAILROAD DAYS

April 18-20, 2019  
Celebrate the railroad roots of the most northern town in Calcasieu.