



# LIVE IT UP

## MEETING INCENTIVE PROGRAM

Book a meeting with Visit Lake Charles and your organization can receive up to \$7,000.00 for your organization. For every room actualized, the organization will receive \$3.00. A chart has been provided below as a quick view of how much money you could receive for your organization by booking your next meeting in Lake Charles/Southwest Louisiana.

TOTAL ROOM NIGHTS	ORGANIZATION RECEIVES (Repeat Business = \$3.00/Room)*	ORGANIZATION RECEIVES New Business (\$5.00/room)**
50	\$150.00	\$250.00
100	\$300.00	\$500.00
250	\$750.00	\$1,250.00
500	\$1,500.00	\$2,500.00
750	\$2,250.00	3,750.00
1,250	\$3,750.00	\$6,250.00

\*\$3.00/room is available until a maximum of \$4,000.00 has been reached.

\*\*\$5.00/room is available until a maximum of \$7,000.00 has been reached.

## BASIC INCENTIVE PROGRAM GUIDELINES

- Lake Charles/Southwest Louisiana Convention and Visitors Bureau must be informed of the meeting and have received the incentive submission no less than 45 days before the meeting has occurred.
- Meeting Incentive for organization will be paid only after the event occurs and the actual rooms picked up are verified by the contracted and approved hotel property.
- Meeting Incentive will be paid directly to the association or organization hosting the event after room pick-up is recorded.
- Minimum of 40 rooms on peak.
- Meeting must be held prior to **December 31, 2027** unless participating in multi-year contracts, then can be extended.

Call or email to book your next event in Lake Charles/Southwest Louisiana!

337-436-9588 | [sales@visitlakecharles.org](mailto:sales@visitlakecharles.org)

[VisitLakeCharles.org/Incentives](https://VisitLakeCharles.org/Incentives)

# TERMS & CONDITIONS

## PROCEDURES FOR LC/SWLA MEETING PLANNER INCENTIVE

1. Visit Lake Charles accepts and verifies the qualifications of the meeting/event planner's registration for each specific meeting no less than 45 days prior to the meeting taking place and before the contract is finalized with the hotel/meeting facility.
2. A sales representative immediately contacts the meeting/event planner and begins the RFP/qualifying process.
3. If requested by the meeting/event planner, Visit Lake Charles sends RFP only to those properties specified.
4. A Visit Lake Charles sales representative processes and sends RFP/lead to appropriate meeting properties, facilities or venues in a timely manner, based on the needs expressed in the meeting planner's RFP or specifics provided to the Visit Lake Charles sales representative for consideration and availability.
5. When a booking is confirmed, and the contract is agreed to by the meeting property and the meeting/event planner, Visit Lake Charles must be notified, and the booking must be confirmed in writing by the property and the planner as definite and include a copy of the final contract.
6. Upon verification of the total room pick-up at the conclusion of the specified meeting from the meeting properties, facilities or venues involved – and verification that the meetings were held in Calcasieu Parish – Visit Lake Charles authorizes payments per the incentive earned to the business, association, or organization. Upon final verification payout will occur within 30 days.

## PROCEDURES FOR LC/SWLA PARTNER HOTEL/MEETING FACILITY

1. If an industry partner receives an RFP directly from a meeting/event planner who is not registered with Visit Lake Charles for this promotion, the industry partner may complete the partner application on behalf of his/her client for the rewards program prior to the contract being signed and no less than 45 days prior to the meeting taking place.
2. The meeting property or properties then selected for the specific qualified meeting must notify Visit Lake Charles in writing when the contract is finalized to confirm dates, anticipated total room pick-up, and anticipated total attendees. A copy of the contract should accompany this notification.
3. If attendees stay at more than one lodging property, the meeting/event planner or the participating properties must notify Visit Lake Charles in advance, and the property or properties must agree to report the room nights booked for the qualified meeting.
4. Upon completion of the specified meeting, the meeting property, facility or venue must verify in writing to Visit Lake Charles the total room pick-up associated with the specified meeting and must also verify that the meetings were held in Calcasieu Parish.
5. Upon final receipt of the room night validation, Visit Lake Charles will pay within 30 days to the company, association or organization that hosted the meeting the promotional rewards earned.

## GENERAL TERMS & CONDITIONS

1. The Visit Lake Charles Meeting and Event Incentive Program can be discontinued at any time without prior notice.
2. Meeting/event planner must register and qualify with Visit Lake Charles for each specific meeting no less than 45 days prior to the meeting taking place and before the contract is finalized with the hotel/meeting facility.
3. An incentive package cannot exceed \$4,000.00 no matter the total number of room nights actualized or the time of year the meeting is held if participating in the repeat business tier incentive. The incentive maximum for the new business tier is \$7,000.00
4. A maximum of three meetings per year per organization can qualify to receive the incentive package.
5. Your company, association, or organization must not be receiving any other sponsorships or financial assistance of any kind from Visit Lake Charles.
6. A Visit Lake Charles industry partner working with a client that has not registered for this incentive program may complete the partner registration form for the client for consideration and approval and must do so no less than 45 days prior to the meeting taking place and before the contract is signed in order for the client to be considered to receive the benefit earned for the meeting booked at the industry partner's property.
7. Visit Lake Charles will serve as a facilitator in providing this incentive and must be given the total room pick-up and total attendees from the meeting property and/or the meeting/event planner. Only rooms booked within a block will be accepted towards total pick-up numbers.
8. The company, association, or organization must be a recognized organization with paperwork filed with the Secretary of State's office in order to qualify for the incentive program.
9. Upon room night pick-up verification from the meeting property and the meeting/event planner, Visit Lake Charles will confirm the incentive earned, and that amount will be payable by the Visit Lake Charles to the business, association, or organization that hosted the meeting.
10. The Visit Lake Charles VP of Sales will have final determination and approval as to any questions regarding qualifications, the meeting of qualifications and the reward amount to be given.
11. Employees of Visit Lake Charles or marketing or advertising agencies or organizations associated directly with either entity are not eligible for the promotional incentive.
12. Liability: Visit Lake Charles and its employees will not be held liable for any action of the meeting facilities or venues or the meeting/event planner. Further, Visit Lake Charles and its employees will not be liable for any injury suffered by participation in the Visit Lake Charles Meeting & Event Incentive Program.
13. The rules and regulations, terms and conditions, and rewards payout breakdowns for this incentive program have been modified as of **May 2025**.

## INCENTIVE PROGRAM

### MEETING PLANNER REGISTRATION

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

#### Meeting/Event Information

Name of Company/Organization to meet: \_\_\_\_\_

**Please attach a copy of your organizations W9 to this form.**

Official Meeting Name: \_\_\_\_\_

Meeting Dates: \_\_\_\_\_

Estimated Number of Attendees: \_\_\_\_\_

Total Estimated Number of Rooms: \_\_\_\_\_

Estimated Number of Sleeping Rooms Per Night:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Meeting space being utilized?  Yes  No

Selected?  Yes  No

If yes, location: \_\_\_\_\_

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Additional Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Submitted by: \_\_\_\_\_ Date: \_\_\_\_\_

Approved: \_\_\_\_\_ Date: \_\_\_\_\_

For Office Use Only:

Contract  Approval  Calendar  Pick-Up  Payout

