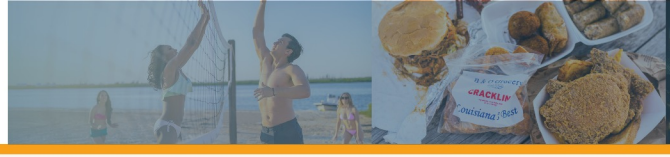
VISIT LAKE CHARLES
LOUISIANA'S PLAYGROUND





STRATEGIC PLAN
# 2027–2029

## VISION
A one-of-a-kind destination where all are invited to experience our authentic culture.

## MISSION
To enhance the quality of life in Southwest Louisiana by optimizing visitor-related economic impact.

## VALUES

**Strategic Collaboration**
In partnership, we accomplish more.

**Authentic Hospitality**
Our commitment to service ensures exceptional experiences.

**Dedicated Champions**
We take pride in our community, our work, and each other.

## REPUTATION
Our community and industry stakeholders know Visit Lake Charles as:

- A reliable, experienced, and transparent
- organization.
- Innovative, impactful, and inclusive leaders.

Knowledgeable and collaborative partners.

## POSITION
Visit Lake Charles is the only organization in Southwest Louisiana providing advocacy, promotion and education for the tourism industry through:

- Cutting-edge marketing and product development that inspires visitation.
- Convening with community leadership, elected officials, and industry stakeholders.
- Programs, partnerships and communications that drive destination development and economic impact.
- Strategic pursuit and execution of meetings, sports, and group business to broaden SWLA's visitor base and economic reach.

| IMPERATIVES | OBJECTIVES AND METRICS | INITIATIVES |
|---|---|---|
| **01** Leverage Gaming to Enhance the Visitor Experience | • Year-over-year increase in visitor spending across categories as measured by Longwoods activity dispersion data<br>• Year-over-year increase in average length of stay | 1. Support new tourism developments along Contraband Parkway<br>2. Support destination connectivity efforts and advocate for improved transportation between casinos and other tourism related assets<br>3. Integrate stay extension opportunities, such as personalized itineraries and events, with our sales strategy<br>4. Launch new niche campaigns that both complement the casino experience and expand Lake Charles' destination reputation to new markets |
| **02** Strengthen Community Awareness and Government Relations | • Increase in partnership activity and co-investment with Cameron Parish as measured by joint programming, shared marketing, and formal agreements<br>• Growth in local government investment in tourism-related assets and infrastructure, measured by both the total dollars invested and the number of projects supported. | 1. Create a 501c3 foundation<br>2. Develop a strategic plan to strengthen engagement with state and local elected officials<br>3. Launch Community Champions program<br>4. Develop and implement a marketing strategic plan to showcase Cameron Parish |
| **03** Expand National Leadership in Sports Tourism | • Year-over-year growth in total economic impact generated by sports tourism, including sports event-related room nights<br>• Increase in the number and scale of sports events hosted annually as measured by both expansion into new sports categories and greater resident engagement and attendance at sports events | 1. Growth in Lake Charles' national sports strategy and portfolio<br>2. Coordinate with local supporters to build additional diamond facilities at the Power Center<br>3. Promote new sports complex while leveraging existing venues to maximize utilization<br>4. Establish LCRSA as a nationally recognized thought leader in event recruitment |
| **04** Champion Downtown and Lakefront Development | • Year-over-year growth in sales tax collections in the downtown district<br>• Number of Destination Master Plan projects initiated or completed during the plan | 1. Implement Lake Charles Destination Master Plan<br>2. Advocate to appropriate elected officials to contract and build Lake Charles Event Center Hotel<br>3. Collaborate with event organizers and the DDA to activate downtown year-round<br>4. Support wayfinding, beautification, and placemaking initiatives |