

20  
19

# MARKETING



## ACTION PLAN FOR CALCASIEU PARISH

LAKE CHARLES • SULPHUR • WESTLAKE • DEQUINCY • VINTON • IOWA

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# THE YEAR OF SMART INSPIRATION

## *Letter from our executive director*

**With incredible visitor growth in the destination** over the past 5 years, Southwest Louisiana is continuing to see an increase in creative endeavors across all sectors in the area. From new restaurants, shops and festivals to partnerships that give rise to new attractions and experiences benefitting visitors and locals alike. Southwest Louisiana is simmering with promise and synergy, and the bureau is poised to amplify the message of the diverse offerings of Calcasieu Parish in addition to promoting the South's Premier Gaming Resort Destination and the natural wonders of the Creole Nature Trail All-American Road.

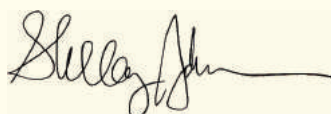
**Images are powerful sources of inspiration**, and the CVB is working toward a complete visual library of all visitor-friendly businesses, attractions and accommodations by partnering with Threshold 360. With 360 degree, dynamic images of the destination, the bureau can enhance its website, blog and social presence, as well as build virtual itineraries and have more visual representation online, accessible by Google and other search engines. This partnership, coupled with the Louisiana Google DMO Partnership Co-op, will be highly advantageous for the destination.

**Data drives success** across industries, and many opportunities exist in tourism to tap into what inspires travel. Last year, the bureau embarked upon a deep dive into understanding origin markets and the effectiveness of its advertising and messaging. This year, the bureau will continue that trend and add to it a data aggregation platform to feed in different information streams so that patterns can arise and shed light on what visitors are specifically interested in experiencing, which will in turn, inspire creative communication across all platforms.

**To entice meetings and conventions**, the sales team will embark upon promoting an incentive program to bolster growth and the attractiveness of Lake Charles/Southwest Louisiana as a meeting destination. The incentive concentrates on shoulder seasons for the area and will give Southwest Louisiana an advantage whenever competing with similar destinations that have essentially the same capacity to host meetings and conventions.

**As the Youth Sports Capital of Louisiana**, the bureau spearheaded an initiative with the Calcasieu Parish Police Jury, the City of Lake Charles and Ward 3 Recreation to launch an Artificial Turf Installation Project, covering the infield playing areas on 9 fields in Lake Charles, 4 at OD Johnson and 5 at the Power Center. This project showcases the investment that can be made when community agencies and partners work together with an end-goal in mind. The fields are projected to be ready in the early spring of 2019, adding more options for tournament organizers this year.

**The bureau will continue to invest** in community partnerships as well as strategically advantageous partnerships with Brand USA for international promotions, the Louisiana Office of Tourism, the Louisiana Travel Association, and others as to light the way for a stronger and brighter future. The staff at the bureau is eager to begin working to bring new business, media coverage and events to Southwest Louisiana in the coming year.



Shelley Johnson, CDME, LCTP

# 2019 MARKETING GOALS

## COMMUNICATIONS DEPARTMENT

- ◆ Build virtual visitor profiles through aggregating information from research platforms, advertising, social media and e-newsletters to create more meaningful itineraries and marketing messages that will resonate with the consumer on a higher level. Form partnership opportunities across all platforms to leverage promotional programming made available through Threshold 360 destination imaging, Crowdriff and Google.
- ◆ Populate more accurate and relevant content such as photos, videos, and Google Streetview through the forthcoming Google Partnership for destination marketing to increase online visibility.
- ◆ Identify and establish concrete relationships with local social media ambassadors to further amplify the reach and effectiveness of the VisitLakeCharles social media programs.
- ◆ Strengthen the Creole Nature Trail brand by heavily marketing the trail as its own entity to increase awareness of offerings along the trail and Creole Nature Trail Adventure Point.
- ◆ Explore and develop relationships with new travel journalist organizations to create opportunities within new travel media communities such as the International Food Wine & Travel Writers Association, the Midwest Travel Journalist Association and the Houston Food Blogger Collective. Establish partnerships with neighboring, regional CVBs to offer complementary experiences while sharing costs for both domestic and international media.
- ◆ Develop enhanced press trip experiences for outdoor media to showcase the abundance of opportunities for outdoor enthusiasts visiting Southwest Louisiana, while also emphasizing proximity to Lake Charles' attractions. Create new sensory experiences to promote fresh story ideas such as kayak and wade fishing, paddle boarding, waterfowl hunting and agritourism.
- ◆ Support sales and tourism initiatives by using advertising, social media, e-mail marketing, videos and photography to build awareness within target markets.

## SALES DEPARTMENT

- ◆ Entice corporate and association meeting planners to hold events in Southwest Louisiana by educating them on the Meeting Planner Incentive Program.
- ◆ Explore and develop opportunities in the association, corporate and SMERF markets by attending select tradeshow and organizing sales missions to qualify new accounts for our active database, drawing the planner audience we seek for Lake Charles/Southwest Louisiana.
- ◆ Continue to position Lake Charles/Southwest Louisiana as the Youth Sports Capital of Louisiana while exploring options to expand our event portfolio, not only in the number of events, but also diversity of events as to bolster overall room nights.
- ◆ Maintain the pursuit of domestic motor coach business as well as build and enhance products and services in Southwest Louisiana.
- ◆ Grow Southwest Louisiana's product available through receptive tour operators and international tour operators for both group and foreign individual traveler (FIT) business.
- ◆ Promote group services as a major selling point for groups bringing their meetings, conventions and events to the area by expanding and promoting the services being offered. Develop service plans for accounts and events, identify new opportunities with tour and travel itineraries, and grow our service list database by building local connections and utilizing social media.

# 2019

# 12 MONTH

	JANUARY	FEBRUARY	MARCH	APRIL	MAY
TRADE SHOWS , INDUSTRY EVENTS, SALES AND MEDIA MISSIONS	<p>Mardi Gras 12th Night Jan. 6</p> <p>Weddings with Style Jan. 6 Lake Charles, LA</p> <p>Martin Luther King Day Jan. 21</p> <p>LTA Annual Meeting &amp; Luncheon / LTLA Graduation Jan. 23-24 Alexandria, LA</p> <p>LHSAA Annual Convention Jan. 23-25 Baton Rouge, LA</p> <p>American Bus Association Jan. 25-29 Louisville, KY</p> <p>National Plan for Vacation Day Jan. 29 Lake Charles, LA</p> <p>Snowbird Extravaganza (LTA) Jan. 29-30 Lakeland, FL</p> <p>RCMA Emerge Jan. 29-31 Greensboro, NC</p>	<p>*AMC Institute Annual Meeting Feb. 6-8 Austin, TX</p> <p>RTO Summit West &amp; Sales Calls Feb. 12-15 Marina del Rey, CA</p> <p>*Louisiana Assoc. of Fairs &amp; Festivals Feb. 21-23 Baton Rouge, LA</p> <p>Travel South Domestic Showcase Feb. 24-27 Myrtle Beach, SC</p> <p>*Travel South Media Marketplace Feb. 24-27 Myrtle Beach, SC</p>	<p>Your Military Reunion Conference March 3-5 Baton Rouge, LA</p> <p>LHSAA Boys Top 48 Basketball Championships March 3-9 Lake Charles, LA</p> <p>ITB Berlin March 3-9 Berlin, Germany</p> <p>Mardi Gras Day March 5</p> <p>Winter Beer Fest March 9 Lake Charles, LA</p> <p>Black Heritage Festival March 9 Lake Charles, LA</p> <p>*Rendezvous South March 10-13 Woodlands, TX</p> <p>STS Connections March 19-21 Daytona Beach, FL</p> <p>Active America China Travel Summit (RTO) March 25-29 Fairbanks, AK</p> <p>SATW Central States Conference March 30-4/3 Cincinnati, OH</p>	<p>Destination Capitol Hill April 10-11 Washington, DC</p> <p>*Destinations International CEO Summit April 15-17 Asheville, NC</p> <p>*RTO Summit East April 23-26 New York, NY</p> <p>LHSAA Softball Fastpitch 48 &amp; Press Conference April 25-27 Sulphur, LA</p>	<p>*Government Finance Officers Association Spring Conf. May 1-3 Lake Charles, LA</p> <p>Louisiana Pirate Festival May 2-5 Lake Charles, LA</p> <p>National Tourism Week May 5-11 USA/Lake Charles</p> <p>LHSAA Baseball Championships May 8-11 Sulphur, LA</p> <p>Southeast Tourism Society Marketing College May 12-17 Dahlonega, GA</p> <p>Simpleview Summit May 19-22 Phoenix, AZ</p> <p>*HelmsBriscoe Annual Business Conference May 29-31 Houston, TX</p>
STRATEGIC PARTNER MEETINGS	Strategic Hotel Sales Meeting	Strategic Hotel Sales Meeting Quarterly Partner Breakfast	Strategic Hotel Sales Meeting	Strategic Hotel Sales Meeting	Strategic Hotel Sales Meeting National Tourism Week Luncheon
CVB FAMILIARIZATION TOURS, PRESS TRIPS, & SALES MISSIONS			Sioux City & Mardi Gras Fam March 2-6 Lake Charles, LA	Eco Tourism Fam TBD Lake Charles, LA  *HelmsBriscoe Meeting Planner Fam TBD Lake Charles, LA	LOT Audubon Golf Fam TBD Lake Charles, LA
ADVERTISING, PUBLICATIONS, AND PROMOTIONS	<p>SWLA CVB Visitors Guide</p> <p>SWLA Festival Calendar</p> <p>2019 Marketing Plan</p> <p>AAA Tour Book</p> <p>American Press – Tourism Works*</p> <p>American Road Magazine</p> <p>Food &amp; Travel Magazine</p> <p>Golf Louisiana</p> <p>Group Travel Leader</p> <p>Louisiana Inspiration Guide</p> <p>Louisiana Kitchen &amp; Culture</p> <p>Louisiana Life</p> <p>Texas Outdoor Journal</p> <p>Travel &amp; Vacation Shows (LTA)</p>	<p>Bank Travel D Magazine*</p> <p>Family Travel Planner (CMP)</p> <p>Group Tour Magazine</p> <p>Louisiana Sportsman Magazine*</p> <p>OutSmart Magazine</p>	<p>Gator Gram CVB Newsletter</p> <p>AllAboutBirds.org</p> <p>Austin Monthly</p> <p>Avid Golfer*</p> <p>Bird Watcher's Digest</p> <p>Culture Map</p> <p>Houstonia</p> <p>Louisiana Cookin'</p> <p>Louisiana Kitchen &amp; Culture</p> <p>Louisiana Sportsman Magazine*</p> <p>Modern Luxury Houston</p> <p>Southern Cast Iron</p> <p>Texas Monthly</p> <p>Texas Outdoor Journal</p> <p>Travel South Brochure</p>	<p>SWLA CVB Visitors Guide</p> <p>AARP (CMP)</p> <p>AARP Digital (CMP)</p> <p>Acadiana Profile</p> <p>AllAboutBirds.org</p> <p>America's Best Vacations</p> <p>American Road Magazine</p> <p>Connect Association Magazine</p> <p>Connect Sports</p> <p>Convention South</p> <p>Louisiana Cookin'</p> <p>Louisiana Sportsman Magazine*</p> <p>National Geographic Traveler</p> <p>National Tourism Week Campaign</p>	<p>AllAboutBirds.org</p> <p>Culture Map</p> <p>Houstonia</p> <p>Louisiana Cookin'</p> <p>LA Fishing &amp; Outdoor Adventures</p> <p>Louisiana Kitchen &amp; Culture</p> <p>Texas Monthly</p> <p>Texas Outdoor Journal</p>
* New Opportunities					

# MISSION STATEMENT

The mission of the Lake Charles/Southwest Louisiana Convention & Visitor Bureau is to promote the Lake Charles/Calcasieu Parish as a highly desirable leisure and convention destination; to develop and coordinate programs and promotions which generate overnight stays in Southwest Louisiana, thereby

# ACTION PLAN SUMMARY

JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
<p>US Travel Assoc. IPW June 1-6 Anaheim, CA</p> <p>National Get Outdoors Day June 8 USA/Sulphur, LA</p> <p>PRSA Conference June 16-19 Philadelphia, PA</p> <p>OWAA June 22-24 Little Rock, AR</p>	<p>Sioux City Twinning July 4 Sioux City, IA</p> <p>Weddings with Style July 7 Lake Charles, LA</p> <p>Destinations International Annual Conference/CDME July 19-26 St. Louis, MO</p> <p>Gift Shop Market TBD Atlanta, GA</p>	<p>*Team USA Sales Calls &amp; Event Aug. 4-7 Colorado Springs, CO</p> <p>*Congress Mondial Acadien 2019 Aug. 9-16 Prince Edward Island</p> <p>ESTO – US Travel Aug. 16-20 Austin, TX</p> <p>Travel Media Showcase Aug. 20-22 DeKalb, GA</p> <p>Lt. Governor's Summit on Tourism Aug. 27-29 Baton Rouge, LA</p> <p>Connect Marketplace &amp; Connect Sports Aug. 26-28 Louisville, KY</p>	<p>*Travel Week (Brand USA) Sept. 9-13 London, England</p> <p>SPORTS - The Relationship Conference Sept. 9-12 Panama City Beach, FL</p> <p>TBEX Conference Sept. 10-13 Billings, MT</p> <p>LSAE Annual Convention Sept. 15-17 New Orleans, LA</p> <p>Ohio Group Leader Travel Marketplace Sept. 20 Cleveland, OH</p> <p>Small Market Meetings Conference Sept. 24-26 Green Bay, WI</p> <p>Treasures of Marilyn's Bridal Show TBD Lake Charles, LA</p> <p>*Government Finance Officers Assoc. Fall Conference TBD Baton Rouge, LA</p> <p>*Active America China Receptive Edition (RTO) TBD San Gabriel, CA</p> <p>*USA/China Summit (Brand USA) TBD Seattle, WA</p>	<p>*NASC 45 Summit Oct. 8-10 Providence, RI</p> <p>SATW Annual Conference Oct. 20-24 El Paso, TX</p> <p>SEOPA Oct. 23-26 Oxford, MS</p> <p>Rouge et Blanc Wine Festival TBD Lake Charles, LA</p> <p>RTO Summit Orlando &amp; Sales Calls TBD Orlando, FL</p> <p>Culinary Trails Restaurant Takeover (LTPA/LOT) TBD TBD</p> <p>*eTourism Summit TBD San Francisco, CA</p>	<p>Simpleview CRM User Group Fall Meeting Nov. 4-6 TBD</p> <p>USSSA Conference Nov. 17-22 Fort Myers, FL</p> <p>LHSAA Swimming Championships Nov. 19-23 Sulphur, LA</p> <p>Travel South Int'l Showcase Nov. 30-12/4 St. Louis, MO</p> <p>*Destination International Sales Academy TBD TBD</p>
Strategic Hotel Sales Meeting	Strategic Hotel Sales Meeting	Strategic Hotel Sales Meeting Quarterly Partner Breakfast	Strategic Hotel Sales Meeting	Strategic Hotel Sales Meeting YOUiversity	Strategic Hotel Sales Meeting
*Travel South USA International Sales Mission June 17-27 China			Golf Fam TBD Lake Charles, LA	*HelmsBriscoe Meeting Planner Fall Fam TBD Lake Charles, LA	Culinary Media Fam TBD Lake Charles, LA
<p>Gator Gram CVB Newsletter</p> <p>Louisiana Attractions Directory</p> <p>Louisiana Cookin'</p> <p>National Geographic Traveler</p> <p>North America Journal</p> <p>OutSmart Magazine</p> <p>Paula Deen e-news</p> <p>Taste of the South</p>	<p>SWLA CVB Visitors Guide</p> <p>SWLA Festival Calendar Reprint</p> <p>American Road Magazine</p> <p>Cooking with Paula Deen</p> <p>Culture Map</p> <p>Louisiana Kitchen &amp; Culture</p> <p>Louisiana Sportsman Magazine*</p> <p>Taste of the South</p> <p>Texas Monthly</p>	<p>National Geographic Traveler</p> <p>Paula Deen Homepage Takeover</p> <p>SYTA</p> <p>Taste of the South Homepage Takeover</p> <p>TSAE</p>	<p>Gator Gram CVB Newsletter</p> <p>Bird Watcher's Digest</p> <p>Christmas in Louisiana</p> <p>Convention South</p> <p>Culture Map</p> <p>D Magazine*</p> <p>Louisiana Cookin'</p> <p>Louisiana Kitchen &amp; Culture</p> <p>Modern Luxury Houston</p> <p>OutSmart Magazine</p> <p>Paula Deen E-news</p> <p>Taste of the South Newsletter</p> <p>Texas Monthly</p>	<p>SWLA CVB Visitors Guide</p> <p>CVB Christmas Brochure</p> <p>Acadiana Profile</p> <p>American Road Magazine</p> <p>Connect Sports</p> <p>Houston Airport Advertising*</p> <p>Houstonia</p> <p>Louisiana Cookin'</p> <p>Louisiana Sportsman Magazine*</p> <p>Modern Luxury - Houston</p> <p>National Geographic Traveler</p> <p>OutSmart Magazine</p> <p>Texas Outdoor Journal</p>	<p>Culture Map</p> <p>Louisiana Kitchen &amp; Culture</p> <p>Louisiana Sportsman Magazine*</p> <p>OutSmart Magazine</p> <p>Texas Monthly</p>

...s Bureau is to provide leadership in initiating and coordinating the worldwide marketing of  
to solicit and service convention and other group-related business; and to engage in visitor  
y enhancing and developing the economic fabric of the parish.



## DECEMBER

LHSAA Executive Board  
Dec. 5-8  
New Orleans, LA

USA Boxing National  
Championships & Olympic Trials  
Dec. 7-15  
Lake Charles, LA

NTA Travel Exchange  
Dec. 8-12  
Fort Worth, TX

Strategic Hotel Sales Meeting  
Quarterly Partner Breakfast

Gator Gram CVB Newsletter  
America Tours International  
Big Time Softball  
D Magazine\*  
Sports Events

## INTERNET MARKETING

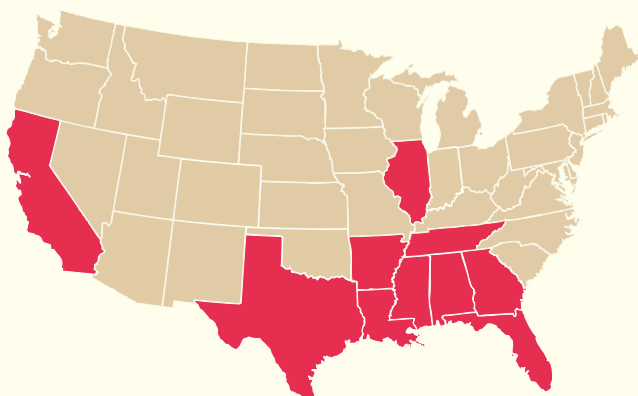
VisitLakeCharles.org  
CreoleNatureTrail.org  
SWLAMardiGras.org

Adara  
AJR High Impact Media\*  
Amobee  
Bucksense\*  
Centro  
Digilant  
Expedia  
Google Display  
Hulu\*  
Internet Keyword Marketing  
Internet Optimization  
Media IQ\*  
Outdoor Project\*  
Pandora  
Social Marketing  
Trip Advisor  
Valassis Digital  
YouTube

## REPORT KEY

**AMC** Association Management Companies  
**CMP** Cooperative Marketing Program  
**ESTO** Educational Seminar for Tourism Organizations  
**IPW** International Pow Wow Marketplace  
**LHSAA** Louisiana High School Athletic Association  
**LOT** Louisiana Office of Tourism  
**LSAE** Louisiana Society of Association Executives  
**LTLA** Louisiana Tourism Leadership Academy  
**LTA** Louisiana Travel Association  
**NASC** National Association of Sports Commissions  
**NTA** National Tour Association  
**OWAA** Outdoor Writers Association of America  
**PRSA** Public Relations Society of America  
**RCMA** Religious Conference Management Association  
**RTO** Receptive Tour Operator  
**SATW** Society of American Travel Writers  
**SEOPA** Southeastern Outdoor Press Association  
**STS** Southeast Tourism Society  
**SYTA** Student Youth Travel Association  
**TBEX** Travel Bloggers Exchange  
**TSAE** Texas Society of Association Executives  
**USSSA** United States Specialty Sports Association

## TOP 10 STATES WITH THE MOST VISITORS TO SWLA\*\*



1. Louisiana
2. Texas
3. Mississippi
4. Arkansas
5. Florida
6. Alabama
7. Georgia
8. California
9. Tennessee
10. Illinois

## TOP 5 FOREIGN COUNTRIES WITH THE MOST VISITORS TO LOUISIANA\*

1. Canada
2. France
3. United Kingdom
4. Mexico
5. Australia

## STATE VISITOR PROFILE \*\*

- ◆ **48%** of SWLA visitors origin market is Houston, TX.
- ◆ **43%** of SWLA visitors are **55+** years old, and the average age is **50**.
- ◆ **95%** of SWLA visitors stay in hotels.
- ◆ Average spend per day is **\$147**.

## TOP 10 ACTIVITIES IN THE REGION \*\*

1. Gaming
2. Visit Friends/Relatives
3. Shopping
4. Movies
5. Culinary/Dining Experience
6. Live Music
7. Touring/Sightseeing
8. Medical
9. Theater/Dance Performance
10. Golfing

*\*Source: Louisiana Welcome Centers*

*\*\* Source: Year-End 2017 Louisiana Visitor Profile, DK Shifflet, Aug. 2018*

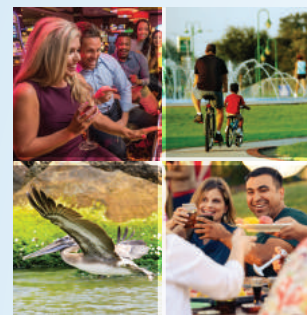




# DIGITAL DESTINATIONS ARE ON THE RISE IN 2019

As technology becomes more integrated into our daily lives, the expectation for finding everything within a few taps on your phone becomes increasingly critical for marketers, especially when it comes to destination marketing. The fine line between inspiration and booking could just be a click away. The CVB is embarking upon three new programs to assist with accurately documenting the destination in a visual way.

## GOOGLE DESTINATION MARKETING ORGANIZATION PARTNERSHIP SUPPORT PROGRAM



The number one search engine in the world recognizes the power of the travel industry and how destination marketing organizations around the world are intimately involved in every aspect of the visitor experience. Google and Miles Partnership created a program to connect destination marketing organizations with Google so that the information on Google more accurately reflects the reality of the destination. This program will improve the quality and visibility of destination-related content within Google's search and travel planning products.

## THRESHOLD 360



Another digital program that will paint a more complete picture of our destination is Threshold 360, which will capture 360 images of every hotel, restaurant, shop and attraction with the end-goal of greatly enhancing the content found on **VisitLakeCharles.org**, social media channels and Google. Visitors will be able to virtually experience restaurants or attractions, gaining both insight and inspiration to explore Southwest Louisiana.

## CROWDRIFT



Visitors trust other visitors, and authenticity is the best form of inspiration. Crowdrift creates a virtual environment where people can share their photos or videos with VisitLakeCharles. Currently, the CVB does have user-generated photos on **VisitLakeCharles.org**, but through Crowdrift, these photos can be shared with the Louisiana Office of Tourism as well. The CVB opted for Crowdrift to enhance the presence of Lake Charles with state promotions while at the same time, drawing in compelling photos and videos to attract potential visitors who are searching for ideas of what to see and do in Southwest Louisiana.

*Photos courtesy of lindseyjanies.com, brendalafleur.com, parkerbrandcreative.com, Steven Perez, Michael Palumbo, and Monsour's Photography.*



# 2018: A GREAT YEAR FOR THE BUREAU

- ◆ #1 city for job growth, *USA Today*
- ◆ Southwest Louisiana Arts Patron of the Year - Mayor's Arts Awards
- ◆ Destiny Award, Top 3 Finalist in the Nation, "Meet the Locals Video Series"
- ◆ *ConventionSouth*, Readers' Choice Award for the Third Consecutive Year
- ◆ Certified Louisiana Retirement Area
- ◆ Achieved Certification from the Destination Marketing Accreditation Program
- ◆ Top 10 Under the Radar Destinations by TheTravel.com
- ◆ AARP-Expedia named Lake Charles as 9 places for Snowbirds to Escape this Winter

**ADDED** \$732.09 million to the economy of Calcasieu Parish through travel expenditures.

**CONTACTED** 5,672 prospective clients directly on behalf of Southwest Louisiana.

**REACHED** more than 1,348,775 people through our website, the Creole Nature Trail and Mardi Gras websites, print ads and the visitor information center.

**BOOKED** over 74,200 room nights.

**INTERACTED** with 39,784 visitors at our Visitor Information Center.

**PROMOTED** Calcasieu Parish by procuring \$1,900,000 in advertising space in print and digital media using CVB funds.

**PRODUCED** 361 sales leads and alerted our accommodations to these leads.

**SOLD** Calcasieu Parish at 47 national, international and state travel shows, meetings and conventions.

**MADE** 337 in person sales calls.

**CONDUCTED** 59 site inspections and fam tours hosting 237 tour operators, meeting planners and travel writers in the Lake Charles/Southwest Louisiana area.

**DISTRIBUTED** approximately 234,676 pieces of informational literature to consumers.

**OBTAINED** and tracked more than \$7.6 million worth of free media exposure for Southwest Louisiana in more than 1,000 articles through our public relations efforts.

**REACHED** more than 800 million readers in both print and unique visits to online content featuring Southwest Louisiana as result of media relations efforts.

**INCREASED** our Facebook fan base from 83,533 to 88,739 with 11,335,778 impressions and our Twitter following from 5,413 to 5,811 with 918,926 organic impressions. Our Pinterest currently has 1,251 followers and our Instagram follower count increased to 10.5K. Year-to-date video views on YouTube were 499,537 on mobile and 150,127 on desktop.

## BOARD OF DIRECTORS

**Oliver G. "Rick" Richard, III, Chairman**  
*Arts & Humanities of Southwest Louisiana*

**Evette Gradney, Vice Chairman**  
*Southwest Louisiana Lodging Association*

**Jonathan Ringo, Secretary/Treasurer**  
*Calcasieu Parish Police Jury*

**Lauren Cooper**  
*West Calcasieu Community Center Authority*

**Edwina Medearis**  
*City of Lake Charles*

**Mark Lavergne**  
*Southwest Louisiana Festivals*

**Rob King**  
*Southwest Louisiana Restaurant Association*

**Nimesh "Nick" Zaver**  
*City of Sulphur*

**Alan Trantina**  
*Southwest Louisiana Lodging Association*

**Willie Mount**  
*Chamber Southwest*

**Kane Mitchell**  
*West Calcasieu Association of Commerce*

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#VisitLakeCharles     
[www.visitlakecharles.org](http://www.visitlakecharles.org)

## LAKE CHARLES/ SOUTHWEST LOUISIANA CONVENTION & VISITORS BUREAU

**Shelley Johnson, CDME, LCTP**  
*Executive Director, CEO*

**Kyle Edmiston, CDME**  
*Deputy Director, COO*

## ADMINISTRATION

**Shanna Landry**  
*Director of Administration & Satellite Office*

**Heather Savoie**  
*Accounting/HR Director*

**Alecia Acosta**  
*Finance/Administration Assistant*

**Cindy Johnson**  
*Special Projects/Film Location Manager*

## SALES & SERVICES

**Eric Zartler, TMP**  
*Sales Director*

**Taylor Beard Stanley**  
*Senior Sales Manager*

**Tara Johnson**  
*Sales Manager*

**Jamey Kadhim**  
*Group Services Coordinator*

## COMMUNICATIONS DEPARTMENT

**Angie Manning, CDME**  
*Communications Director*

**Colten Miller**  
*Publications/Systems Manager*

**Amos Orr**  
*Digital Marketing Strategy Manager*

**Will Precht**  
*Media Relations Manager*

## TOURISM DEPARTMENT

**Anne Taber Klenke**  
*Tourism Director*

## VISITOR INFORMATION

**Melissa Trahan**  
*Tourist Information Manager*

**Kristen Shiver**  
*Tourist Information Weekend Manager*

**Melanie Stahl**  
*Tourist Information Assistant*

**Will Nidecker**  
*Adventure Point Guide/Project Manager*

**Angela Hammond**  
*Tourist Information Assistant/Adventure Guide*

