



The Louisiana Northshore **2022 BUSINESS PLAN**

St. Tammany Parish Tourist & Convention Commission





MISSION

The St. Tammany Parish Tourist and Convention Commission’s mission is to market and promote St. Tammany Parish as a highly desirable destination for visitors, thereby increasing the economic impact of tourism on the area.

VISION

The vision of the St. Tammany Parish Tourist and Convention Commission is to establish St. Tammany Parish as a premier travel destination.

TABLE OF CONTENTS

- Forward Thinking **4**
- The St. Tammany Parish Tourist Commission Team **5**
- Key Objectives **6**
- Research and Development **7**
- Communications..... **8**
- 2022 Promotional Highlights **10**
- Sales **12**
- Visitor Services **14**
- Community Enhancement **15**



FORWARD THINKING FROM THE PRESIDENT AND CEO



As 2021 draws to a close, it's hard not to reflect on the pandemic and all of the challenges it has presented for our industry. It's been almost two years since the shutdown, and during that time, we've lost some incredible partners. Our entire team worked very hard to keep our local small businesses, particularly our restaurants, informed and prepared to meet every new obstacle. For the few that weren't able to make it, we felt a deep personal sense of loss.

Yet with loss, hope always springs eternal. We are gratified that so many of our partners were able to weather the storm, both literally and figuratively since we've dealt with more than our share of hurricanes over the past two years.

We also pivoted to reach out directly to St. Tammany residents in ways that we never had before. I am grateful that many more of our locals have a better understanding of who we are, what we do, and what the impact of visitor spending is on all of us who love St. Tammany and want to keep the quality of life we have here.

As I think about where we were just 12 months ago, as we polished the crystal ball and tried to plan for a recovery we never could have imagined in our careers, I remember the uncertainty. We were optimistic that our data-led work processes would enable us to recover as quickly as possible, but the timeline was unpredictable. We budgeted very conservatively for 2021, and while we aggressively marketed St. Tammany, we had to constantly remain vigilant to the ebb and flow of the virus.

Now, as we move into 2022, I am excited and energized. We at the St. Tammany Parish Tourist and Convention Commission are doing our very best work, and that is reflected in the fact that we have already re-attained pre-pandemic visitor numbers, something we thought might not happen until 2023 or 2024.

This business plan represents the best of what has made us successful in the past, along with all the new strategies we have learned to keep us moving forward during the most challenging time our industry has faced.

I am amazed by our team and their commitment to our mission. It is an honor to lead such an incredible organization, filled with so much talent and heart. Our staff and commissioners inspire me every single day.

We are committed to our stakeholders, all of our partners, but also our residents. While some still may not know the impact our visitor economy has on their household bottom line – we do.

And we intend to make 2022 our best year yet.

Donna O'Daniels
President and CEO



ST. TAMMANY PARISH TOURIST AND CONVENTION COMMISSION TEAM

STAFF

- Donna O'Daniels**
President and CEO
- Rae Shipley**
Assistant to President and CEO
- Tanya Leader**
Vice President of Sales
- Christina Cooper**
Vice President of Communications,
Marketing & PR
- Devan Richoux, CPA**
Vice President of Administration
and CFO
- Zondra White Jones**
Senior Sales Manager
- Roberta Carrow Jackson**
Manager of Film and Digital
Communications
- Sarah Hill**
Manager of Marketing Strategy
and Brand Content
- Louise Lovich**
Visitor Services Specialist

VISITOR SERVICES REPRESENTATIVES

- Annette Shurtz**
- Christy Paulsell**

TOURIST COMMISSIONERS

- Marlaine Peachey**
Commission Chair
- Patti Elish**
Vice Chair
- Alex Carollo**
Secretary and Treasurer
- Katherine Diemont**
- Mark Myers**
- Melissa Ruddick**
- Thomas J. (T.J) Smith, Jr.**

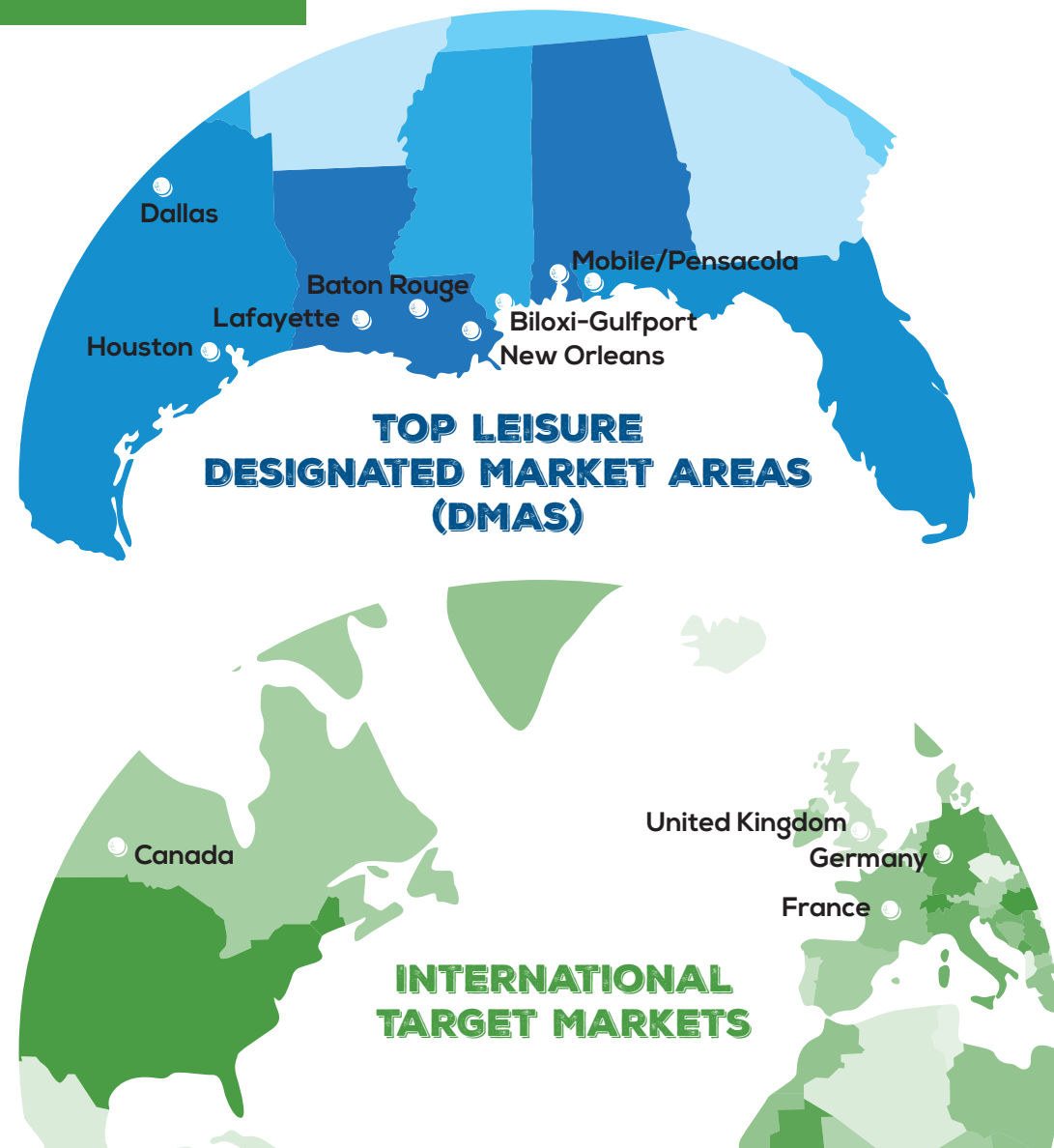
KEY OBJECTIVES

Return promotional marketing to out-of-state, international and group travel focus to continue to increase the economic impact of tourism in St. Tammany Parish, Louisiana. Maintain the St. Tammany Parish Tourist and Convention Commission as a trusted resource and advocate for local tourism-related businesses on the Louisiana Northshore.

Messaging Pillars

Louisiana Northshore, St. Tammany Parish is conveniently located on the northern shores of **LAKE PONTCHARTRAIN** with **ACCESSIBLE OUTDOOR ADVENTURES**, a **DYNAMIC CULINARY SCENE**, and a **VIBRANT CULTURE OF CELEBRATION**.

TARGET MARKETS



RESEARCH AND DEVELOPMENT GOALS

Execute the new Strategic Plan approved by the St. Tammany Parish Tourist and Convention Commission's board in 2021.

- Create policy-action committees of travel industry and community leaders for each of the following identified areas of improvement:

Industry Relations – workforce, housing, recruitment, training – work with high schools and community colleges, need for sports facilities and meeting/event facilities attached to lodging

Community Relations – build support for industry; keep communications open with discussions of all issues affecting the visitor economy in STP; traffic/roads/infrastructure (congestion, road quality, signage/wayfinding, ridesharing)

Advocacy - GRIT legislation, COVID funds, traveler taxes, STPTCC funding

Diversity, Equity & Inclusion – creating opportunity for advancement in a diverse hospitality industry

Successfully re-apply for reaccreditation with Destinations International.

Engage Zartico's Destination Management Solution to measure the visitor economy and improve the Tourist Commission's ability to measure the performance of activities against strategic objectives (ongoing).

- Track KPIs related to hotel performance, short-term rentals, visitor volume, website performance, social media marketing performance, tax revenues and other key metrics.
- Harness geolocation data to assess visitor insights and market to potential visitors more effectively.

Apply to the Encore Louisiana Commission for St. Tammany Parish to be incorporated into the Louisiana Certified Retirement Community program as a premier location for retirement.

COMMUNICATIONS GOALS

Increase awareness of the Louisiana Northshore as a vibrant, welcoming tourist destination for all.

- Incorporate new photography in the Explore the Louisiana Northshore Visitor Guide representing a variety of demographics
- Increase the printing and distribution of the Explore the Northshore Visitor Guide by **37%** over 2021

Increase economic impact of visitors to St. Tammany Parish by **5%** over 2021.

- Launch and manage a mixed-marketing plan that promotes our primary messaging pillars
- Consult Google Analytics, Near, Smith Travel Research, AirDNA and Zartico for in-depth, real-time reports on the effectiveness of our marketing and sales promotion efforts
- Monitor Longwoods Research on traveler sentiment and revise marketing plan appropriately

Embark on a new rebranding process for the Louisiana Northshore.

- Develop and send out a request for proposal (RFP) in Q2
- Build a new logo, brand positioning, promise, persona guidelines, slogan, and tagline
- Incorporate new brand into LouisianaNorthshore.com website and engaging new ad campaign

Increase average time on site from organic and direct traffic on the LouisianaNorthshore.com website by **5%** over 2021.

- Produce a minimum of three blogs monthly for a minimum total of 36 blogs in 2022
- Optimize eBlast content to target key LouisianaNorthshore.com pages to increase the CTR by **5%**
- Monitor Google Analytics and Zartico for content trends and high-performance pages

Elevate the Louisiana Northshore social presence in 2022. Increase traffic to LouisianaNorthshore.com by social media source by **5%** over 2021.

- Increase followers on Instagram by **5%** by the end of Q2
- Leverage TikTok as a new social media platform for sharing branded video content and grow followers to 500 by the end of Q4
- Increase Pinterest followers by **20%** and monthly views by **5%** over 2021.

Increase the number of media contacts listed in the Customer Relationship Management System (CRM) by **25%** over 2021.

- Track Familiarization (FAM) tours in the Simpleview media module
- Attach Partner Services and Articles that result from FAM tours

Facilitate film production in St. Tammany through new online information and permit application process on LouisianaNorthshore.com/Film.

- Obtain economic impact numbers from **75%** of productions assisted in St. Tammany Parish
- Increase library of film-friendly private residences in St. Tammany Parish

Produce new landmark video for Communications and Sales for launch by Q3.

- Develop new 15 and 30-second spot commercials with strong call-to-action
- Incorporate group attractions, new restaurants, and drone footage of outdoor expanses and historic districts for targeted 30, 60 & 90-second videos



Louisiana Lt. Governor's Travel Summit

Louisiana Travel Association Annual Meeting

Destinations International

Louisiana Tourism Leadership Academy

Louisiana Culinary Trails Public Relations Mission

Southeast Tourism Society Congressional Summit on Travel & Tourism

Public Relations Society of America (PRSA)

Southeast Tourism Society Marketing College

Southeast Tourism Society Connections

Southeast Tourism Society Domestic Showcase

Leadership Northshore

Society of American Travel Writers (SATW)

Simpleview Summit

Louisiana Film and Entertainment Association (LFEA)

Louisiana Entertainment Summit

**COMMUNICATIONS CONTINUING
EDUCATION & TRAVEL**

2022 PROMOTIONAL HIGHLIGHTS

Maintain our share of voice as a leading destination in the state by leveraging advertising opportunities with the **LOUISIANA OFFICE OF TOURISM**, including the **LOUISIANA SUNSHINE MAGAZINE**, which STPTCC offers a coupon co-op opportunity for local, St. Tammany tourism-related businesses.

Prioritize trade advertising opportunities within the strategically coordinated **LOUISIANA TRAVEL ASSOCIATION MARKETING PLAN** to amplify partnerships and key message pillars within group markets. Align the dynamic mixed-marketing plan to capitalize on added value for specific leisure marketing placements.

Launch the 5th year of **TAMMANY TASTE OF SUMMER** to promote discounted prix fixe menus and unique deals offered by local restaurants, attractions, and accommodations to drive valued consumers to businesses during a traditionally slow time. Employ a dynamic, mixed-marketing plan with the partnership of BBR Creative Agency. Utilize Bandwango technologies to display business offers and capture distinguished, first-party data and leads.

Deliver our destination's message and special hotel rates for booking during August 1 - September 15 through engaging digital ads at every step of the engaged travel audience's planning process on **EXPEDIA** and six additional branded websites.

Increase our share of voice with our ongoing partnership with **HOFFMAN MEDIA** to capitalize on their engaged and responsive travel-affluent audience across four of their strategic regional brands of Southern Home, Louisiana Cookin', Taste of the South, and Southern Lady.

Institute a combined, calculated search and site retargeting and a strategic digital media buy with **REACHLOCAL** leveraging cross-channel social media advertising to drive qualified leads and valuable website traffic in primary DMA's.

Nurture the strategic relationship with Poppy Tooker and **LOUISIANA EATS! QUICK BITE** podcast audience to share the stories of the Louisiana Northshore restaurateurs that make up the deep and delicious Tammany Taste culinary scene.





SALES CONTINUING EDUCATION & TRAVEL

SALES GOALS

Increase lead generation to our industry partners in the Tour & Travel, SMERF (Social, Military, Education, Religious & Fraternal), and Corporate/Association target markets to support overnight bookings growth by **10%** over 2021.

- Attend key tradeshows and conferences coordinated with strategic sales calls, site inspections, and follow-up.
- Host market-specific familiarization tours with vetted potential clients.
- Continue to offer incentive packages and updated regional partnership itineraries.
- Incorporate precise directional messaging to select target markets in the marketing plan.
- Partner with the Louisiana Office of Tourism and regional tourism bureaus on marketing opportunities.
- Work with Communications to develop targeted content on LinkedIn for the corporate and associations market.

Increase the number of sporting events and overnight bookings by **7%** over 2021.

- Expand visibility by utilizing new sports tourism platforms and attending key market conferences.
- Offer sponsorship opportunities to organizations to help grow and diversify the market.
- Enhance returning tournaments' experience by providing visitor promotional materials to encourage the extension of overnight stays in St. Tammany.
- Utilize membership with Team Louisiana as a platform to showcase sports tourism on the Northshore.

Increase FIT (Free Independent Travelers) & Group contracts for International travel by **5%** over 2021.

- Continue strategic alliance with Tourism Tactics by Tico for relationship growth and network opportunities with viable receptive companies and contacts.
- Partner with Louisiana Office of Tourism through buy-in opportunities, familiarization tours, and sales missions to increase Louisiana Northshore presence.
- Nurture regional partnerships to promote strategic itineraries and destination product education to key receptive companies.

SALES CONTINUING EDUCATION & TRAVEL

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| Louisiana Lt. Governor's Travel Summit | Spotlight on the Southeast |
| Louisiana Travel Association Annual Meeting | Select Travel |
| Sadie Jane Bridal Show | South Central, Alabama, and Georgia Motorcoach Association Regional Meetings (SCMA), (AMA), (GMOA) |
| The Pearl Bridal Show | Student Youth Travel Association (SYTA) Summit |
| Rendezvous South Conference | Travel South International |
| Sports Events and Tourism Association (ETA) | IPW |
| Sports Relationship Conference | Louisiana Society of Association Executives (LSAE) Annual Conference |
| Military Travel Expo | Entergy, Industry Support International |
| Society of Government Meeting Planners (SGMP) National Education Conference | Small Market Meetings |
| Society of Government Meeting Professionals (SGMP) State Conference | American Bus Association |
| Military Reunion Network Summit | |



VISITOR SERVICES GOALS

Continue to transition to a CRM inventory tracking and fulfillment system for all promotional requests, costs and services.

- Visitor Services Representatives utilize Simpleview CRM training and knowledgebase to increase proficiency in software.
- Assist in contacting and delivering promotional materials to clients.

Work with Communications and Sales department to input contacts to Simpleview Customer Relationship Management (CRM) system.

Expand educational opportunities for the Visitor Services Representatives.

- Participate in off-site internal familiarization tours to increase product knowledge in St. Tammany Parish.
- Assist in working vendor booths on behalf of STPTCC at community events.

COMMUNITY ENHANCEMENT GOALS

The St. Tammany Parish Tourist Commission will elevate its position in the community as an active and valued community partner.

- St. Tammany Parish Tourist Commission staff members will actively seek leadership roles in industry and community organizations.
- Encourage volunteering at community events and with non-profit organizations.
- Develop an advocacy campaign for National Travel and Tourism Week about the importance of tourism to the local economy. Hold a tourism week event to discuss past results, future initiatives and hear from industry experts.
- Staff members will seek out speaking engagements with local, regional and statewide community and business-based organizations to educate attendees about the role that the tourist commission plays in tourism and economic development in St. Tammany Parish.
- Work collaboratively with St. Tammany Corp, the St. Tammany Chamber of Commerce and the Northshore Community Foundation to find cross-promotional opportunities.