

20
23

VISIT THE NORTHSORE

Annual Report

**Data and activities from the 2022 calendar year*





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"As we forge ahead, we will continue collaborating with our tourism partners to promote our community as a premier travel destination and further enhance St. Tammany Parish's public image as a dynamic place to live and work."

From the President & CEO Donna O'Daniels

I am delighted to present the Annual Report for 2023, which offers a retrospective view of the data and activities collected throughout 2022.

At our organization, we make decisions based on thorough research and data analysis, enabling us to fulfill our mission as a vital contributor to the thriving economy of St. Tammany Parish. According to STR, in 2022, we observed a hotel occupancy rate of 69.5%, with a remarkable revenue increase of 126%. Additionally, the Revenue Per Available Room (RevPAR) saw a substantial rise of 118%, while the Average Daily Rate climbed by 57.3%. These figures are a testament to the widespread desire for travel that was evident

throughout the nation in 2022. However, as expected, these numbers gradually softened as the year came to a close.

According to Zartico, a destination operating system that provides insights into the experiences of visitors and residents, the opportunity markets for St. Tammany in 2022 were determined based on the number of visitors, visitor spending, and website engagement. The identified markets included New Orleans, Baton Rouge, Dallas, Houston, Lafayette, and Mobile. While weekends witnessed the highest hotel occupancy, weekdays also displayed healthy occupancy rates. Visitors accounted for 10% of total

spending at retail locations and 12% of total spending at sit-down restaurants in St. Tammany. The average visitor spend remained relatively stable compared to 2021.

Visitor spending plays a crucial role in the St. Tammany Parish economy. Thanks to visitors spending more than \$1.03 billion in St. Tammany Parish in 2022, each St. Tammany household saves \$1,128 in annual taxes while maintaining our current quality of life. St. Tammany Parish maintains its position as the fourth-largest visitor economy in the state of Louisiana.

In July 2022, we initiated a brand refresh, marking the beginning of an exciting transformational journey. The comprehensive timeline was divided into three phases: research and immersion, brand identity and messaging development, and brand build-out. Through in-person focus groups, one-on-one interviews, and destination tours, the team identified opportunities to refresh the destination's brand and messaging. The overwhelming consensus revealed that engaged participants expressed immense satisfaction with Visit The Northshore's efforts concerning individual businesses and attractions. The constituents cherish the exceptional quality of life in St. Tammany, which is nothing short of enviable. However, in today's marketing landscape, it becomes imperative to define that intangible "something." Therefore, the team concluded that the logo required a refresh, brand guidelines were necessary, messaging should align with specific target audiences, and

the focus should emphasize the lifestyle and all its representations, including water, nature, creative outlets, and eclectic towns.

I take immense pride in the dedication and passion exhibited by our board, staff, and industry partners in their unwavering commitment to The Northshore. Their efforts are undeniably reflected in our outstanding achievements. We have countless reasons to celebrate, and my optimism for the future of tourism in St. Tammany knows no bounds. As we forge ahead, we will continue collaborating with our tourism partners to promote our community as a premier travel destination and further enhance St. Tammany Parish's public image as a dynamic place to live and work. By leveraging the impact of travel, we strengthen the economic position of our parish and create opportunities and employment for the people in our community.

We extend our heartfelt gratitude to the community, as well as our local, state, and federal elected officials, for their unwavering support as we fulfill this vital public service. With your ongoing support, we will continue delivering award-winning results for St. Tammany.

**President & CEO
Visit The Northshore**



Who We Are & What We Do

The St. Tammany Parish Tourist and Convention Commission (dba: Visit The Northshore) is a public, quasi-governmental agency. Created in 1976, the commission is governed by a seven-member board of directors appointed by the St. Tammany Parish Council and Parish President.

The mission of Visit The Northshore 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.

VISIT THE NORTHSHORE TEAM:

Donna O’Daniels
President & CEO

Katie Guasco, TMP
Chief Marketing Officer

Devan Richoux, CPA
Vice President, Finance & Administration

Tanya Leader
Vice President of Sales & Service

Rae Shipley
Executive Assistant

Zondra White Jones, CGMP, CDTF
Senior Sales Manager

Erica Glory
Communications Manager

Sarah Hill
Marketing Manager

Roberta Carrow Jackson
Multimedia Content Manager

Louise Lovich, CTS
Visitor Services Specialist

Visitor Services Specialists:
Annette Shurtz
Christy Paulsell
Sheila Nolinske

TOURIST COMMISSIONERS:

Marlaine Peachey
Commission Chair

Patti Ellish
Commission Vice-Chair

Alex Carollo
Commission Secretary/Treasurer

Barry Bagert

Katherine Domingue

Mark Myers

Melissa Ruddick

STAFF BOARD & COMMUNITY INVOLVEMENT:

Carnival in Covington Parade Board

Chevron Community Fellows

Greater Madisonville Area
Chamber of Commerce

K.i.D.S. (Kids in Development Slidell)

Leadership Louisiana

Leadership Northshore

Leadership St. Tammany

Louisiana Association of
Convention and Visitor Bureaus

Louisiana Travel Association

Louisiana Tourism Coastal Coalition

Louisiana Tourism Leadership
Academy & Alumni Taskforce

Madisonville Old Fashioned 4th of July

Merry Madisonville

Mid-South Women in Tourism

Northshore Harbor Center

Rotary Club of Slidell

Society of American Travel Writers

Society of Governmental Meeting Planners –
Louisiana Chapter

Southeast Tourism Society

St. Tammany Economic Recovery
& Resiliency Advisory Council

St. Tammany Parish Revenue
Review Committee

Team Louisiana



The vision of Visit The Northshore is to establish
St. Tammany Parish as a premier travel destination.



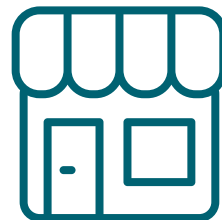
WHAT WE DO & HOW WE DO IT

Visit The Northshore is a recognized political subdivision of the State of Louisiana that actively promotes the community, serving as a valuable resource for individuals considering a visit to St. Tammany Parish. Our primary objective is to promote and showcase the vibrant array of events, festivals, culture, cuisine, and exceptional quality of life that the Northshore has to offer. As staunch advocates for our destination, we encourage and inspire people to explore St. Tammany Parish, thereby bolstering support for local businesses. We provide an extensive range of marketing services, encompassing media outreach, prominent features on our website and visitor guide, consulting for meeting and events, assistance with group tour planning, social media promotion, and much more. Importantly, **all of our services are offered free of charge to tourism-related businesses and events** throughout St. Tammany Parish, fostering economic growth and prosperity.



HOW WE ARE FUNDED

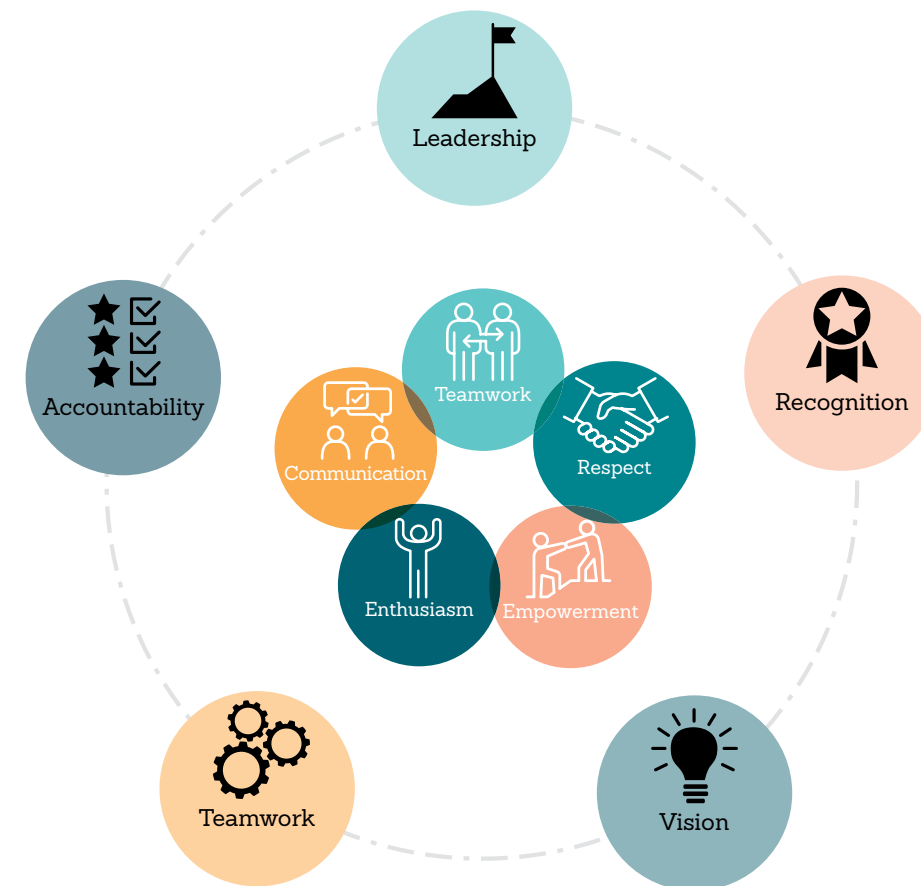
Visit The Northshore is primarily funded through a three percent hotel occupancy tax. Additionally, we receive 25% of the four percent state sales tax imposed on lodging. It is important to note that **our organization does not receive any funding from resident taxes in St. Tammany Parish**. We hold a strong commitment to transparency, ensuring that our funding sources, fund allocation, operational procedures, and achieved results are openly communicated and readily accessible to the public.



HOW WE BENEFIT THE COMMUNITY

Tourism promotion serves as a valuable tool that not only creates employment opportunities but also contributes to the overall quality of life in St. Tammany Parish. It is highly likely that someone in your family or among your neighbors directly benefits from the thriving tourism industry, while the entire community reaps indirect advantages. The promotion of tourism acts as an investment in our community and its people. The efforts undertaken by Visit The Northshore play a vital role in supporting job creation, fostering economic opportunities, and driving growth. It is important to note that tourism promotion is primarily funded by visitors rather than local residents. As more visitors choose to stay in our hotels, a significant portion of the revenue generated is distributed to key entities within our community. St. Tammany Corporation receives 45%, the Harbor Center receives 9%, Recreation District One receives 9%, and St. Tammany Parish Government receives 12% through the state sales tax imposed on lodging. This allocation of funds further strengthens our community's development and enhances the overall well-being of our residents.

Tourism promotion is an investment in our community and our people. The work of Visit The Northshore supports jobs for people and provides economic opportunity and growth.

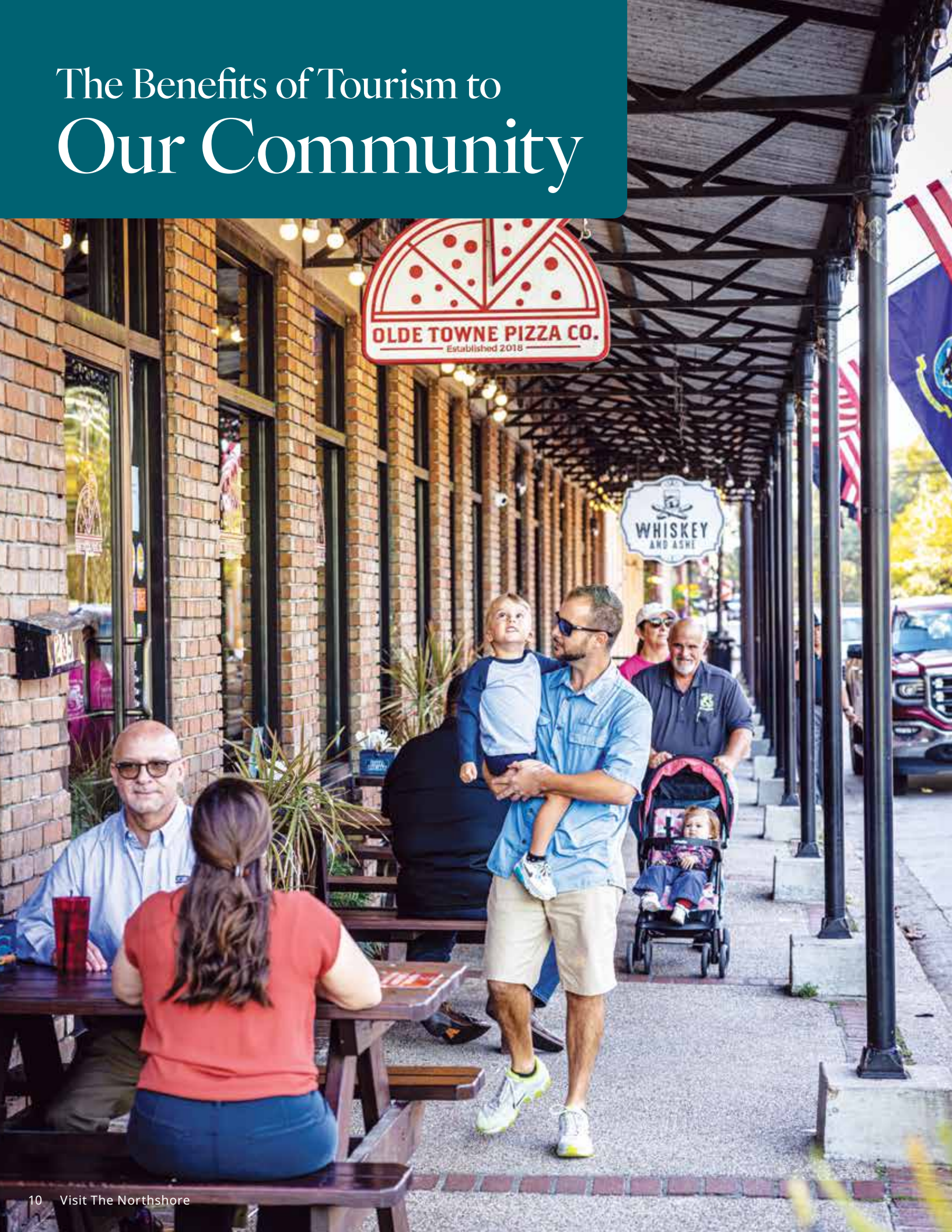


CORPORATE VALUES

OUR CORPORATE VALUES

Corporate values play a crucial role in shaping the identity and guiding the actions of an organization. They serve as a compass, providing a clear sense of direction and guiding decision-making processes. They help establish a sense of unity and purpose among employees, fostering a shared understanding of what the organization stands for and what it strives to achieve. The following diagram illustrates both the external values and internal values of Visit The Northshore; the organization's commitment to the community and each other.

The Benefits of Tourism to Our Community



WHY TOURISM MATTERS:

In 2022, **St. Tammany Parish** generated over **\$1.03 billion** in visitor spending, which is a 33% increase over 2019.



Visitors contributed to **\$107 million in state and local tax revenues** for St. Tammany Parish, resulting in a 37% increase over 2019.



11,472 jobs and over \$339 million in employment earnings were generated by visitor spending in St. Tammany.



If it were not for the state and local taxes paid by tourists visiting St. Tammany Parish, **each household would pay \$1,128 MORE** in taxes to maintain current services.



St. Tammany Parish has the **4th largest government revenue generated by visitors**.

(Source: Tourism Spending in Louisiana Parishes 2022, University of New Orleans Hospitality Research Center report for Louisiana Office of Tourism)



Our Strategic Plan & Research to Achieve Measurable Success

In 2021, Young Strategies, Inc. presented a strategic plan to the Visit The Northshore board, outlining key initiatives that the commission will undertake in collaboration with local tourism, business, and government leaders from 2021 to 2025. Young Strategies is a reputable research and planning firm specializing in destination marketing organizations, boasting a wealth of experience working with over 150 travel destinations across 34 states. Visit The Northshore is making positive strides with each strategic initiative. A full recap of measurable success will be presented at the culmination of the plan timeline.



STRATEGIC INITIATIVE

Market St. Tammany Parish as a destination with the highest skilled and most dynamic sales and marketing team.

MEASURABLE SUCCESSES

- Annual plan with trackable deliverables
- Awards & certifications
- Unqualified annual audits
- Increased visitor spending
- Growth in lodging room demand and ADR
- Positive resident sentiment
- Staff retention



STRATEGIC INITIATIVE

Visit The Northshore will regularly convene travel industry businesses and community leaders to conduct research and identify issues affecting the STP travel industry.

MEASURABLE SUCCESSES

- Quarterly meetings of Policy/Action Committees representing Industry Relations, Community Relations, Advocacy and Diversity/Equity/Inclusion
- Priority list of policy initiatives
- Annual presentations to elected bodies
- Development of Tourism Master Plan



STRATEGIC INITIATIVE

Support the improvement/expansion of existing and the development of new visitor experiences that will attract new visitors, groups and drive longer lengths of stay in St. Tammany Parish. Visit The Northshore will provide leadership and research throughout the parish to help business and community leaders identify opportunities and develop new visitor experiences that will complement the ever-improving and evolving existing visitor experiences.

MEASURABLE SUCCESSES

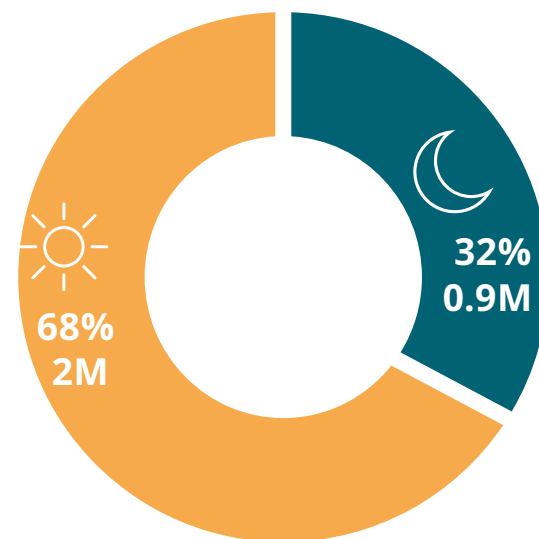
- Meeting/event space with lodging attached
- Sports facilities to drive slow demand periods
- New/revitalized attractions driving longer lengths of stay
- New unique shopping
- Expanded broadband/Wi-Fi access



TRAVEL USA VISITOR VOLUME STUDY FOR 2022 BY COMPASS LONGWOODS INTERNATIONAL

Visit The Northshore has effectively leveraged this syndicated research to gain insights into the size and characteristics of the travel market in St. Tammany Parish. By utilizing this valuable data, Visit The Northshore can better understand the types of trips being taken by visitors to the region.

TOTAL SIZE OF ST. TAMMANY PARISH 2022 DOMESTIC TRAVEL MARKET

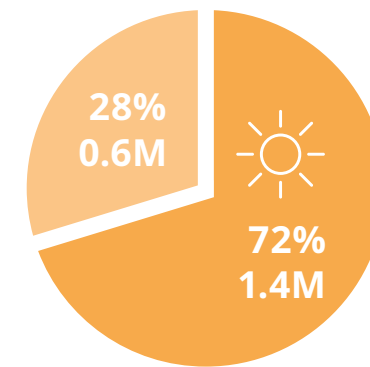


Day Trip Overnight Trip

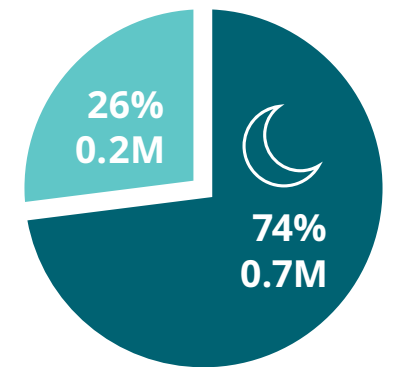
**2.9 million visitors came to
St. Tammany Parish in 2022**

↑ 1.1% vs. 2021

SIZE OF ST. TAMMANY PARISH TRAVEL MARKET ADULTS VS. CHILDREN IN 2022

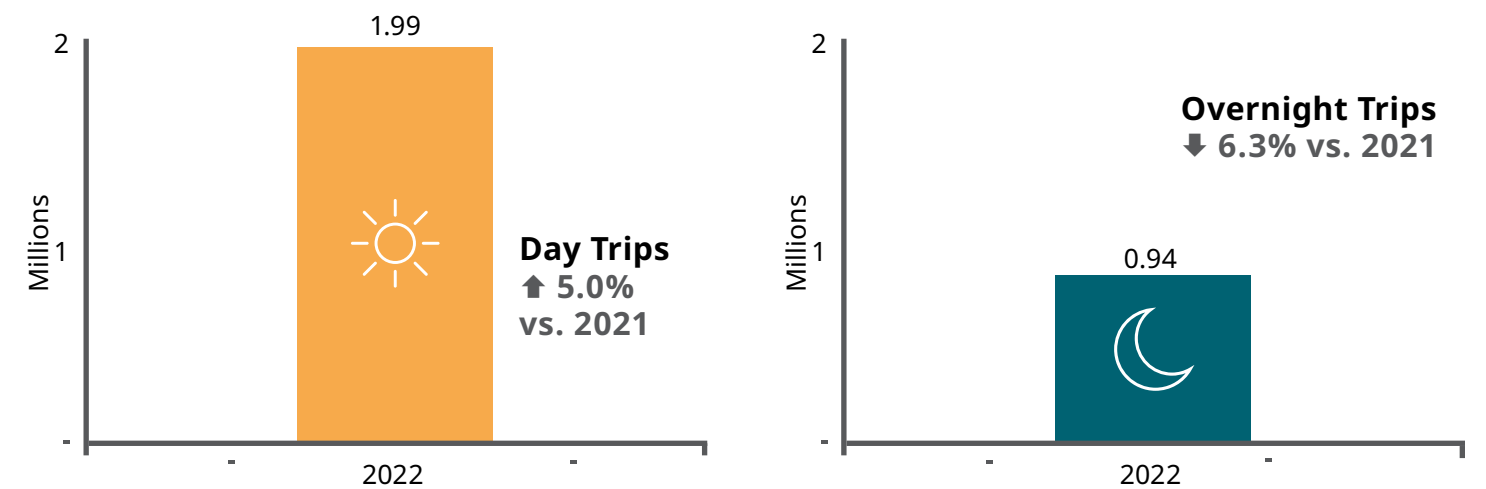


Day Trips: Adults Children



Overnight Trips: Adults Children

TOTAL NUMBER OF DAY VS. NIGHT TRIPS TO ST. TAMMANY PARISH IN 2022



Day Trip Overnight Trip



ST. TAMMANY PARISH VISITATION REPORT BY NEAR

Alongside visitor volume analysis, Longwoods partnered with Near to conduct a customized geolocation study aimed at gaining deeper insights into overnight and day-trip visitation patterns in St. Tammany Parish. **This study successfully identified the top 10 designated market areas (DMAs) for both overnight stays and day trips, and these rankings have remained consistently reliable over the past three years. As a result, Visit The Northshore will conduct this study as needed. The data below was presented in 2021.**

Near, a mobile technology company provides geolocation data. Their data is derived from two sources: around 150,000 location-permission-enabled mobile apps and advertisements displayed on mobile devices via their real-time bidding ad exchange. Currently, Near collects location data from over 300 million mobile devices in North America every month. While this data does not represent a randomly drawn sample that fully represents the entire visitor population, it does provide valuable directional insights that contribute to strategic decision-making.

AVERAGE LENGTH OF TRIP TO ST. TAMMANY PARISH

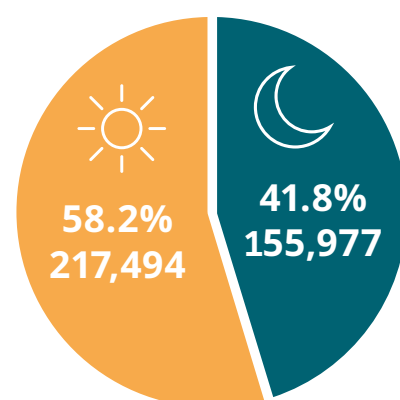


Day Trip



Overnight Trip

TOTAL UNIQUE VISITOR SPLIT: DAY TRIPS VS. OVERNIGHT TRIPS



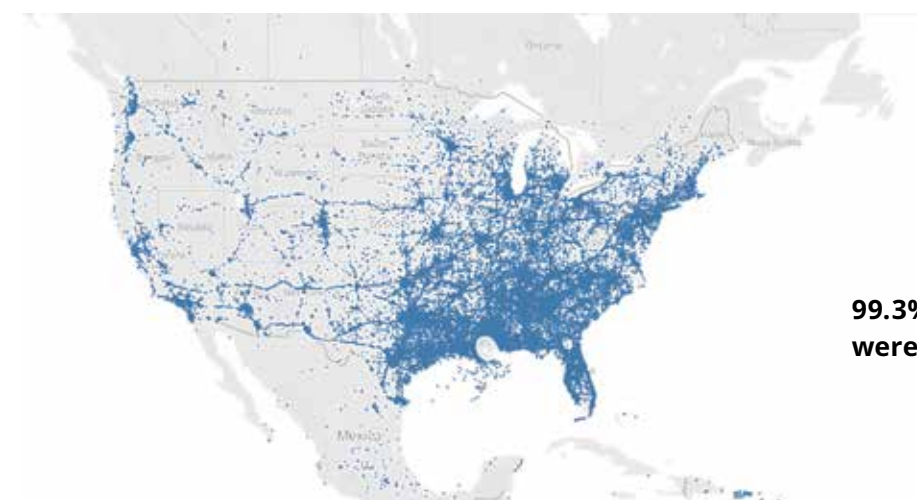
Day Trip Overnight Trip

In 2021, Near tracked **373,471 unique mobile devices** in St. Tammany Parish.

41.8% of those trips were overnight visitors, while **58.2%** were day visitors.

ST. TAMMANY PARISH OVERNIGHT UNIQUE VISITATION ORIGIN MARKETS

155,977 unique overnight visitor mobile devices were tracked to St. Tammany Parish.



99.3% of those devices were from the U.S.



Of the 99.3% domestic devices, **the top 6 states with the highest overnight visitor mobile devices tracked were:**

Texas
Louisiana
Florida
Alabama
Mississippi
Georgia



2022 LODGING & VISITOR RESEARCH STUDY

For the past 15 years, Visit The Northshore has retained Randall Travel Marketing for a **Lodging & Visitor Research Study** that includes **intercept interviews and inquiry-to-conversion data**. St. Tammany scored very high in conversion of all inquires, ratings of amenities, overall rating, and likelihood of a return visit.

Most likely indicators for conversion include Point of Origin, prior history of visiting Houston-to-Florida & repeat-visitor status with New Orleans.

Those less likely to convert live in Western or Upper Eastern U.S., are less likely to have visited the region before & have similar media habits as those who did convert.

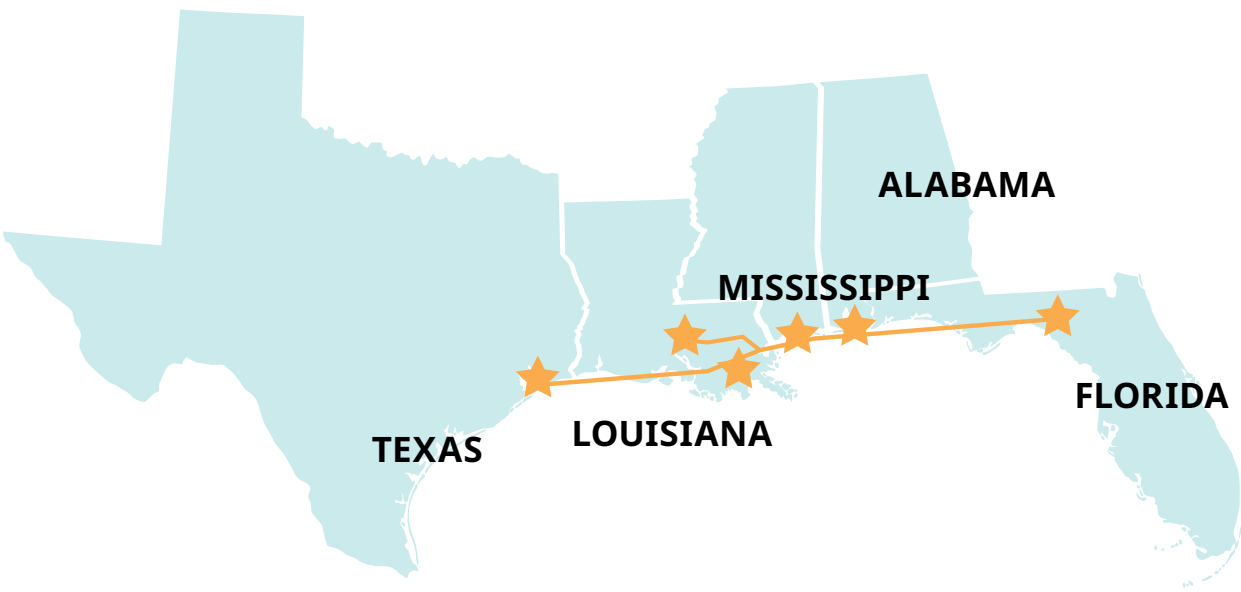


90%
OF ST. TAMMANY PARISH VISITORS ARE LIKELY TO RETURN FOR A REPEAT VISIT
(Majority over 10x)

THOSE INTERVIEWED EXPRESSED A DESIRE FOR MORE OF THE FOLLOWING FEATURES:

- 82%** said lakefront entertainment, dining, lodging & shopping areas
- 75%** said Village-style dining, shopping & entertainment areas
- 61%** said a culinary “month” offering specially-priced discounts at chef-owned restaurants
- 40%** said upscale dining events

THROUGH THE 2022 VISITOR INQUIRY-CONVERSION STUDY, WE’VE FINE-TUNED THE ST. TAMMANY VISITOR AUDIENCE:



THOSE THAT LIVE IN MID-SOUTH TO EASTERN PART OF THE U.S. ALONG
I-10 & I-12



TEND TO DRIVE THEIR OWN AUTO



HAVE VISITED NEW ORLEANS AT LEAST 6X



HAVE FOODIE / LOUISIANA “VIBE” PREFERENCES

COMPRISED PRIMARILY OF
BABY BOOMERS & GEN Xers



HR & Organization Development: Administration Team

The Administration Team of Visit The Northshore plays a crucial role in guiding and supporting all departments within the organization to achieve its mission and vision. They are responsible for ensuring that the organization's standards of destination marketing and management are aligned with the strategic initiatives outlined in the 2021-2025 strategic plan. Additionally, the administration team ensures transparency, fiscal responsibility, compliance with public laws, and oversees human resources policies and procedures. They also manage office policies, facilities, act as a liaison to the Tourist Commissioners,

and oversee visitor services to provide a seamless experience for all visitors. Their collective efforts are essential in maintaining the overall operational efficiency and success of Visit The Northshore.

2022 ACHIEVEMENTS

The team successfully completed the **reaccreditation process for the Destination Marketing Accreditation Program (DMAP) by Destinations International**. This esteemed global recognition signifies the team's adherence to rigorous quality and performance standards in destination marketing and management. The completion of this process

demonstrates the team's commitment to upholding excellence in their practices and confirms their dedication to meeting industry benchmarks.

In partnership with the Marketing & Communications department, **the team designed an emergency operations plan, business continuity plan and crisis communications plan** for all levels of emergency that may impact the organization or destination. Additionally, the administration team **updated and streamlined business operations practices and policies**, resulting in improved workflow and increased effectiveness throughout the organization.

The Administration department successfully **prepared a timely budget and a clean audit opinion**.

Furthermore, the team made necessary amendments to the budget, optimizing the utilization of available funds for enhanced efficiency.

The department **began plans for a building renovation project** by meeting with the original architect of the building. This collaboration aimed to ensure that any proposed changes would be implemented efficiently and in compliance with relevant building codes and regulations.

Reaching Visitors: The Marketing & Communications Team

THE MARKETING & COMMUNICATIONS DEPARTMENT employs an integrated marketing approach to develop targeted campaigns that cater to leisure travelers, business visitors, locals, and the film/TV industry. With a focus on research-driven strategies, the department oversees all branding activities, content marketing, and collateral development. Additionally, they are responsible for managing VisitTheNorthshore.com and associated social media channels, as well as coordinating efforts related to the film commission.

In 2022, the team focused on several key priorities to drive efforts forward. First, **they embarked on an exciting rebranding process**, aiming to refresh and revitalize the destination's image. The initial research and brand audit phase was conducted in 2022.

Another priority was **expanding media contacts to increase the reach and visibility of the Northshore**. This included targeting various platforms, such as Instagram, Pinterest, and TikTok, to enhance the social media presence and attract a broader follower base.

Additionally, **the team prioritized incorporating new and diverse photography in the Visitor Guide**, ensuring representation of a wide range of demographics. Lastly, **they streamlined the film production process** in St. Tammany by introducing a user-friendly online information and permit application system on VisitTheNorthshore.com/film-commission.

These priorities collectively contributed to the team's overarching goal of promoting and advancing the Northshore as an appealing and accessible destination.



EXPLORE THE NORTHSORE GUIDES

Visit The Northshore printed a total of **108,500 Explore the Northshore guides**. The 48-page inspiration piece is printed twice a year to encourage travel to St. Tammany Parish, and copies are distributed in attractions, hotels, restaurants, visitor centers, and to potential travelers who inquire about the Northshore.

Explore the Northshore, Issue 10 (Fall/Winter 22), produced by Visit The Northshore and published by Southern Luxury Publishing, **won gold in the 31st Annual North American Travel Journalists Awards Competition in the Best Visitors' Guide category**. This awards competition honors the best of the best in travel journalism, photography and destination marketing that cover all aspects of the travel industry.

This is the first Gold win for Visit The Northshore after taking home the Bronze award in 2020 for Explore the Northshore, Issue 4. The 2022 NATJA Awards received thousands of entries from the US, Canada, Mexico and the Caribbean. Awards were made to publications, travel journalists and photographers, and top destination marketing organizations. Visit The Northshore was in good company. Winning entries from major publications included Condé Nast Traveler, Travel + Leisure, Bloomberg Pursuits, and National Geographic Travel.

2022 PR INITIATIVES:

The Marketing & Communications Department handles all public relations efforts including media outreach, stakeholder relationships, reputation management, crisis communications, internal communications and social media outreach. **Media outreach includes pitching of story ideas, writing press releases, and hosting fully-escorted press trips or familiarization (FAM) tours.**

In 2022, Visit The Northshore integrated new technology platforms to better manage and measure public relations efforts. These included the **Simpleview Digital Asset Management system, Travefy and MuckRack**. The Simpleview DAM allows Visit The Northshore to efficiently store and send all photography and video assets. Travefy is an itinerary builder tool that saves valuable time by allowing the team to customize itineraries for media and meeting planners and communicate with them about their FAM trip. MuckRack is a public relations management software that allows the team to easily search for journalists, monitor news and build coverage reports.

The Visit The Northshore PR efforts combined with these new tools allowed the team to successfully **host seven escorted media tours and service 53 individual media requests in 2022.**





TOP EARNED MEDIA MENTIONS

Media pitches and FAM tours resulted in these stories featuring St. Tammany Parish. See [VisitTheNorthshore.com/articles](https://www.visitthenorthshore.com/articles) for more.

THE TIMES

The London Times

"Where the Crawdads Sing: on location in the new film's Louisiana bayous"
by Jacqui Agate

Southern Living

Southern Living

"The Best Natural Swimming Holes in Every Southern State" by Jennifer Prince

HOUSTON CHRONICLE

Houston Chronicle

"Your foodie road trip guide: These restaurants explore Louisiana's tastiest dishes" by Greg Morago
Result of Culinary Trails mission, partnership with LTA

AAA Explorer

AAA Explorer

"10 Easy and Scenic Bike Trails to Enjoy this Fall" by Barbara Gibbs Ostmann

thrillist

Thrillist

"Where to go when the big city feels to big, The Must-Visit Small Town in Every State"

GEARJUNKIE

Gear Junkie

"The Other Wild Side of New Orleans: Kayaking, Hiking, Biking Around the Big Easy" by Ariel Frager

WANDER WITH ALEX
TRIP IDEAS • VACATION GUIDES • NEWS

Wander With Alex

"The Big Easy: 16 Popular Things To Do in New Orleans, LA on Vacation" by Alexandra Sumuel

GROUP TOUR MAGAZINE

Group Tour Magazine

"Louisiana, the 'Festival Capital of the United States,' Shows Groups a Good Time" by Erica Zazo

FIFTY GRANDE
Travel ★ Music ★ Food

Fifty Grande

"A Road Trippers Guide to Louisiana's Northshore" by Caroline Eubanks

Plus local stories on **NOLA.com**, **Biz New Orleans**, **Fox 8**, **NOLA Weekend**, etc.



2022 EARNED MEDIA ACHIEVEMENTS:

137

Total Articles

5,718

Total Engagement

53

Avg. Engagement

19

Journalist Shares

263.49K

Journalist Reach

1.46M

Similarweb Avg. UVM

155.72M

Similarweb Total UVM



TAMMANY TASTE OF SUMMER

The Tammany Taste of Summer program remains a cornerstone initiative of Visit The Northshore. By providing a platform for local businesses to showcase their offerings, including places to eat, stay, and play, the program aims to enhance the overall visitor experience while promoting economic growth in the community. Participating businesses received extensive and complimentary advertising. This advertising played a crucial role in promoting the unique features of each establishment, including their discounted prix fixe menus, overnight rates, and exclusive deals available only during the Tammany Taste of Summer program. Recognizing the potential for greater impact with businesses still recovering, the program's time frame was extended and ran from August 1 to September 15, 2022.

Moving forward, the program will return to a four-week culinary month and feature prix fixe menus only. The staff of Visit The Northshore is grateful to all those who have contributed to the success of this program and look forward to continued growth and prosperity in the years to come.

60

PARTICIPATING
PARTNERS

2,218

SAVINGS PASS
SIGN-UPS



2022 TAMMANY TASTE OF SUMMER PROGRAM ACHIEVEMENTS:

14,352 Website Sessions

↑ 11.1% vs. 2021

02:04 Avg. Session Duration

1/3 of the devices

SEEN AT RESTAURANTS DURING TAMMANY TASTE OF SUMMER 2022 WERE FROM VISITORS LIVING AND WORKING MORE THAN THIRTY MILES FROM THE PARISH.

RESTAURANT GEOFENCING ADS PERFORMED WITH

313,747 impressions AND 1,169 clicks.

VIDEO ADS TOTALED

54,498 impressions WITH AN IMPRESSIVE 97.8% completion rate.



WEBSITE STATISTICS:

(Source: Google Analytics)

922K+

Sessions

661K+

New Users

1.8M+

Pageviews

1.38

Sessions Per User

593K+

Engaged Sessions

3:04

Average Session Duration

4,357

Advertising Leads Generated



SOCIAL MEDIA



FOLLOWERS
↑ 4% YOY

REACH
↑ 19.6% YOY



FOLLOWERS
↑ 21% YOY

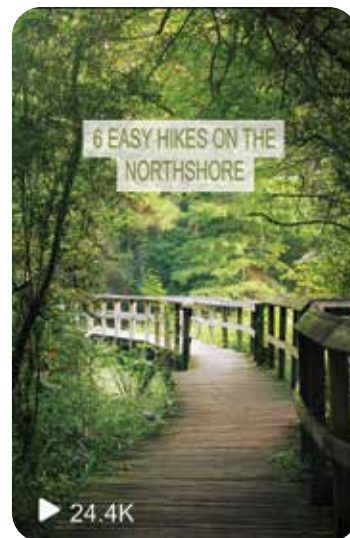
REACH
↑ 90% YOY



FOLLOWERS
↑ 22% YOY

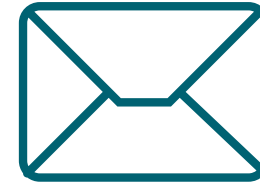
REACH
↑ 82% YOY

*Visit The Northshore also maintains a presence on **Twitter, Pinterest** and **LinkedIn**.



SHORT FORM VIDEO

In 2022, Visit The Northshore shifted focus to video content using **Instagram's Reels** feature and **TikTok**. The Instagram reels performed well, resulting in hundreds of thousands of additional views for Instagram content and new followers.



EMAIL COMMUNICATIONS

Partner email avg open rate:

54% (14.5% above industry average of 39.48%)

Partner avg CTR:

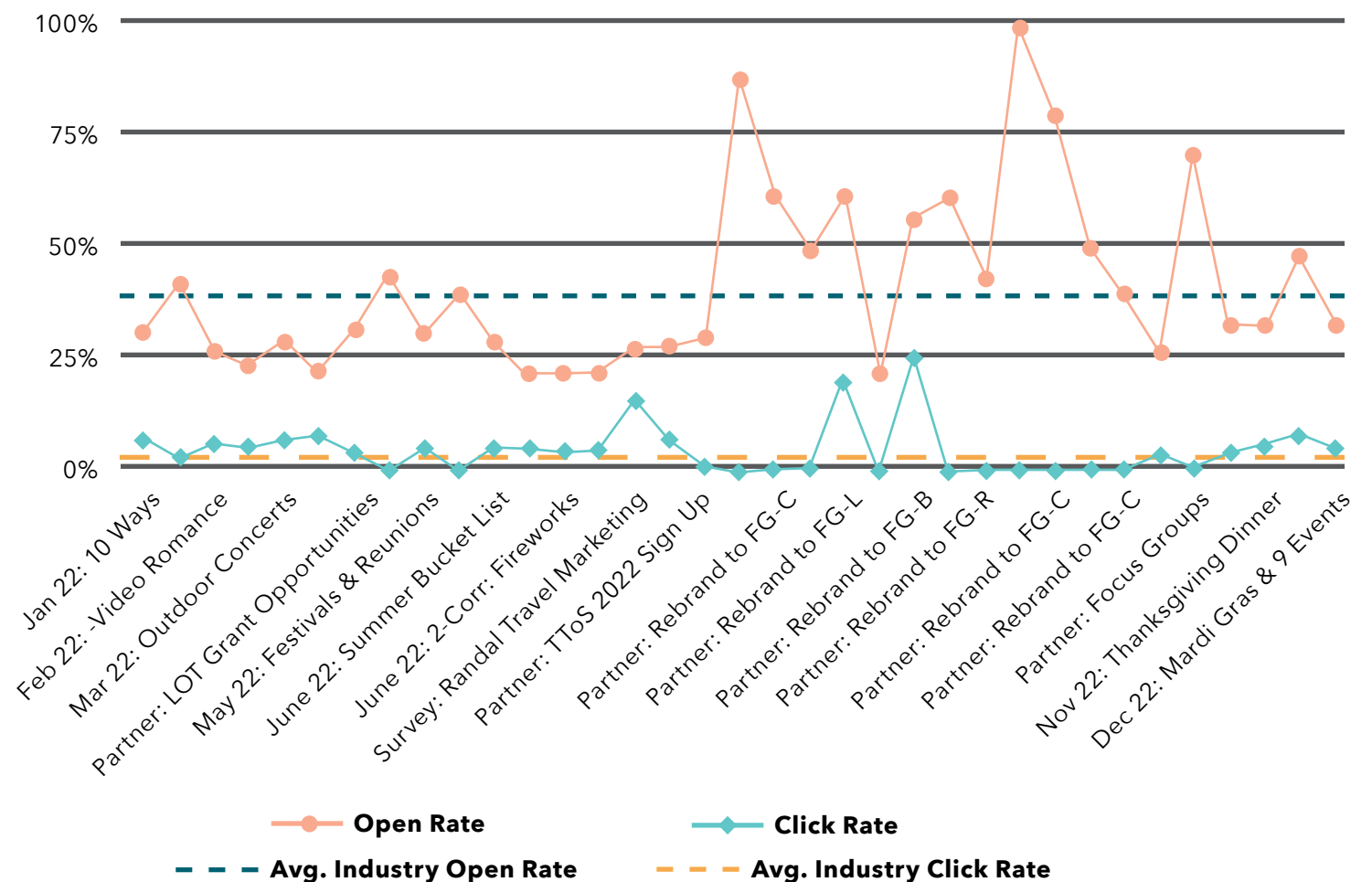
3.2% (0.5% above industry average of 2.7%)

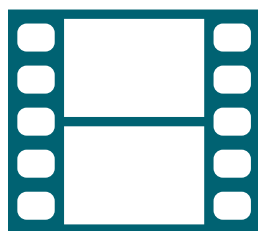
Consumer avg open rate:

27.6% (11.88% below ind. avg)

Consumer avg CTR:

6% (3.3% above ind. avg)





FILM

St. Tammany's varied locations, historic downtowns, and diverse architecture are among the many reasons **The Northshore is the ideal locale for film and entertainment.**

During 2022, Visit The Northshore assisted 33 productions during their active scouting, prep, shoot, and wrap time in St. Tammany, a 37.5% increase over the previous year. These productions estimated spending an average of \$508,873 in St. Tammany Parish, and a total of \$15,266,200.

Visit The Northshore's Film Commission participated in several film industry advocacy events, including, in January, "The Art of Film: Louisiana Film Industry Expo", for which Visit The Northshore was the title sponsor; in March, a buffet lunch with Lt. Governor Billy Nungesser, who detailed the economic impact of the film industry across the state; and throughout the year, several networking events presented by the Louisiana Film and Entertainment Association, whose lobbying efforts are urging Louisiana legislators to extend tax credits for film

productions from 2025 to 2032 in the 2023 legislative session.

A new online permit process was well received by productions and allowed Visit The Northshore to collect vital economic data to bolster advocacy efforts. The team also invested in a subscription to Reel-Scout, the industry leader in film location management. Integrated with LouisianaEntertainment.gov, Visit The Northshore locations are potentially seen by thousands of location managers, producers and directors around the world who use the platform.



2022 PRODUCTIONS:

20th Century Studios feature "No One Will Save You"

AMC Network episodic TV series "Mayfair Witches"

Amazon Studio TV series "Daisy Jones and The Six"

Amazon features "The Burial", "Heart of a Lion: Big George Foreman" and "Don't Make Me Go"

CareAccess.com documentary series "Enhancing Diversity in Clinical Research"

Discovery+ documentary "Expedition X"

Discovery+ and TLC reality TV series "90 Day Fiancé: Happily Ever After"

Discovery+ episodic TV series "Last Resort"

Disney+ feature "Quiz Lady"

Fox Searchlight feature "And"

HBO/Max episodic TV series "The Winchesters"

Hulu/Buzzfeed docu-series "Worth It - New Orleans Shrimp" (Season 11)

MGM+ feature "Unseen"

National Geographic docu-series "When Sharks Attack: 360"

Netflix features "Rebel Ridge" and "The Killer"

Netflix reality TV series "Queer Eye"

Peacock feature "Twisted Metal"

Screen Media/Roku feature "Fast Charlie"

Soleil Space short film "Fuego"

VH1 episodic TV series "Infamy" (Season 7)

Unsold feature "Heartland Express"

Unsold episodic TV series "Friends Forever"

Commercials: Sonic, Winn-Dixie, Intel, Cook's Pest Control

Student film (UNO) "Thank You, Neck"

Still photography shoots: "He Gets Us" national commercial campaign and Visit The Northshore fall-winter shoot with Kevin Garrett Photography and Loud Cat Creative





Groups, Meetings & International Tourism: The Sales Team

The Sales Team at Visit The Northshore works to entice sporting tournaments, meetings, conventions, corporate gatherings, family reunions, weddings, and group travel companies to select St. Tammany Parish as the venue for their events. This department maintains close collaboration with local hoteliers, tourism partners, meeting facilities, and sports venues to enhance the quantity of hotel room nights booked and generate a beneficial economic impact for St. Tammany Parish.

In 2022, key sales initiatives included partnering with destinations to create joint hosting opportunities for corporate and international (FIT & Group) markets, partnering with state organizations such as the Louisiana Office of Tourism, Louisiana Travel Association and Team Louisiana and nurturing the SMERF, Tour & Travel, Sports, and Corporate markets through meetings, sponsorships and national memberships. The team also worked directly with the Marketing team to create opportunities for direct booking campaigns through Expedia.



2022 SALES RESULTS

- 177 leads sent to industry partners for potential business
- 77 international inquiries fulfilled
- Hosted 24 potential clients through familiarization tours & site inspections
- 316 total direct sales appointments
- Hosted 28 sales calls to associations, meeting planners and tour & travel companies in Baton Rouge, Chicago, and Houston
- Expedia direct booking campaign resulted in 277 room nights
- Provided sponsorships for Rendezvous South Convention and Society of Governmental Meeting Planners, Louisiana Chapter and Louisiana Society of Account Executives
- Attended two Bridal Market Expos
- Participated on Industry panels at Future Focus Camp and Travel Unity Summit
- Hosted the annual Hospitality Familiarization Tour for hotel partners
- Hosted the Louisiana Tourism Leadership Academy marketing class
- Hosted Tourism Update Luncheon with hotel partners
- Coordinated vendors for National Travel and Tourism Week celebration
- Attended the Northshore Lodging Association meetings to share opportunities with partners, learn about individual brand standards and strengthen relationships

IN 2022, VISIT THE NORTHSORE WELCOMED SEVERAL GROUPS INCLUDING:

- The 28th Annual Midnight Madness Soccer Tournament
- Elite Redfish Pro Angler Tournament-Showtime in Slidell
- Tour de Lis Louisiana Bike Ride
- Southern Christmas Tree Association Annual Meeting

“Thank you for hosting another Elite Fishing Tournament in June of 2022. It’s no wonder y’all are right down the road from what everyone calls “The Big Easy.” One reason we love doing events in St. Tammany Parish is they are just “easy” to produce. The staff makes sure everything is in place and always rolls out the red carpet of welcome for the tour, its anglers, their families, and staff.

Professional anglers talk about the great time they have and how everyone is so welcoming. Tony Gaskin from Hinesville, GA fished this last event and sent us a text message shortly after the 8+ hour drive back home, “this event was awesome, the other anglers, the spectators and especially the people from tourism were the nicest ever. This tournament had a great all-around vibe.”

Pat Malone
Elite Fishing Series



EDUCATION, LEADERSHIP & ACCOLADES

The Sales Department continued to expand their tourism knowledge by attending the Louisiana Travel Association CEO/Senior Leadership Forum. In 2022, the team held leadership positions for 2nd Vice President of the SGMP Louisiana chapter, Team Louisiana Executive Committee Chair, and Vice President of Mid-South Women in Tourism, Greater New Orleans chapter.

Senior Sales Manager, Zondra White Jones became a Certified Diversity Travel Professional and sits on the Louisiana Travel Association Diversity, Equity, and Inclusion committee. She was also voted 2022 Meeting Planner to Watch with *Convention South* magazine.

TRADE SHOWS, MEETINGS & CONFERENCES

The Sales Department attended several industry opportunities to help develop new business for St. Tammany Parish for the domestic group market.



Trade Shows

- AdTrav Conference
- American Bus Association
- Connect
- LSAE Annual Convention
- Military Reunion Network Summit
- Rendezvous South Conference
- SGMP Annual National Convention
- Small Market Meetings
- Sports ETA
- Sports Relationship Conference
- STS Domestic Showcase
- Student Youth Travel Association

Virtual Meetings & Conferences

- Military Reunion Network- Industry Update
- Travel Unity- Monthly Alliance Monthly Meeting
- LTA DEI Committee Meeting
- LSAE Membership Committee Meeting
- SGMP National Joint Leadership Meeting

INTERNATIONAL SALES SUCCESSES IN 2022

- Visit The Northshore, Tourism Tactics and Visit Baton Rouge hosted sales calls to 23 vital Florida and NYC based receptive companies post pandemic to promote the joint “Not Your Typical 10” itinerary.
- Continued to network with receptive tour operators based in the United States through zooms, emails & promotional marketing materials.
- Worked with our Louisiana Office of Tourism UK office to host a very successful 4th annual UK reception with 88 clients in attendance at IPW with Visit Baton Rouge & Tourism Tactics by Tico.
- Participated in the Louisiana Office of Tourism booth at IPW to meet with various international tour and travel companies.
- Hosted four receptive operators from the Netherlands as part of the Louisiana Office of Tourism Summit FAM.
- Hosted a tour and travel company representative from the United Kingdom specializing in tailor-made travel.
- Hosted sales calls and site inspection for receptive operators expanding their Northshore product.
- Partnered with Visit Baton Rouge to host an appointment booth at Travel South International.



“I would like to thank you and your organization and those you put us in touch with for enabling The Southern Christmas Tree Association a very successful and enjoyable meeting in Covington.

You and your staff, The Courtyard by Marriott- Covington and Don’s Seafood Restaurant made it possible for our members to conduct business, improve Christmas tree farming interests, fellowship, and have a great time. Thank you.”

Michael Buchart, Executive Secretary
The Southern Christmas Tree Association



Showing Our Hospitality: Visitor Services Team

In 2022, visitor center traffic began rebounding for both domestic and international visitors. **Visit The Northshore welcomed 2,002 visitors and locals inside the Visitor Center at Hwy. 59 in 2022, a 41% increase over 2021.** The staff **distributed visitor guides, brochures, maps, and information to visitors regarding area lodging, restaurants, events, and attractions.** The visitor center also serves as a public restroom and popular picnic space.

PROMOTIONAL MERCHANDISE

Visit The Northshore offered over 45,000 complimentary promotional items and Visitor Guides to incoming conferences, meetings, reunions, weddings, and sporting event participants, totaling over \$30,000 in merchandise promoting The Northshore.

VISIT
THE NORTHSORE

LOUISIANA'S *Easy* ESCAPE



#VisitTheNorthshore #TammanyTaste



VISIT THE NORTHSORE

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