

20
22



St. Tammany Parish Tourist & Convention Commission

ANNUAL REPORT

**Data and activities from the 2021 calendar year*





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From the President and CEO **DONNA O'DANIELS**

I am pleased to present the 2022 Annual Report; a look back at the data and activities from 2021. The beginning of 2021 saw many new developments related to the COVID-19 pandemic recovery. Vaccines became widely available, domestic and international travel restrictions began to ease, and destination marketing organizations began to course correct. Last year, our 2021 Annual Report noted that while we saw significant declines in visitor's spending from 2019, it was apparent that our industry would make a full recovery and reach pre-pandemic numbers earlier than expected. We were hopeful, encouraged, and ready to set the bar high for 2021.

Well, as you may have seen in recent news, in 2021, visitors to the Louisiana Northshore spent an impressive \$1,024,770,000 in the parish. **This is the first time the parish has achieved billion-dollar tourism spending. That's right...billion with a B!** This number reflects a 16 percent growth compared to 2019 "pre-pandemic" numbers and is the second-highest tourism spend growth rate in the state.

Many destination marketing organizations' goals have been to return to pre-pandemic numbers, but to have our parish not just meet those numbers, but exceed them, is certainly exciting and encouraging for the economic impact of tourism. Visitor spending

"I am enormously proud of our board, staff, and industry partners for operating with such resiliency, determination, and love for Louisiana Northshore. **It is certainly reflected in our numbers.**"

throughout the St. Tammany Parish economy is important because it alleviates the tax burden on residents and increases quality of life. This means that the tax dollars collected from visitors now saves each St. Tammany household more than \$1,000 each year.

Not only did the spend by visitors to the Northshore increase, but a Longwoods International Travel USA Visitor Volume study highlighted later in this report showed **more than 2.9 million visitors chose to travel to St. Tammany Parish in 2021. This equates to an increase of 10 percent over 2019.**

I am enormously proud of our board, staff, and industry partners for operating with such resiliency, determination, and love for Louisiana Northshore. It is certainly reflected in our numbers.

At the St. Tammany Parish Tourist & Convention Commission, we set out to make decisions based on research and data and do what we do best – support the community as a thriving contributor to the economy of St. Tammany Parish. **In early 2022, your Tourist Commission received a Louisiana Travel Association Louey Award for Outstanding Convention and Visitors Bureau/Tourist Commission of the Year.** The Tourist Commission competed with destination marketing organizations across the state for this honor and was awarded the Louey to recognize outstanding efforts in promoting tourism through events, activities, marketing, and

promotions and demonstrating a proof of return on investment through increased visitation.

The St. Tammany Parish Tourist Commission was honored for accomplishments including its COVID-19 response, strategic partnerships forged with nearby destinations, development of new itineraries to inspire future travel, and marketing efforts which secured the recovery of tourism in St. Tammany Parish.

We have many reasons to celebrate, and I am optimistic about the future of tourism in St. Tammany. As we move forward, we will continue to work with our tourism partners to promote our community as a premier travel destination and enhance St. Tammany Parish's public image as a dynamic place to live and work. Through the impact of travel, we strengthen the economic position of our parish and provide **opportunity and jobs** for people in our community.

We thank the community and our local, state, and federal elected officials for their ongoing support as we provide this important public service. Through your continued support, we will continue to deliver award winning results for St. Tammany.


President and CEO
St. Tammany Parish Tourist and Convention Commission



Who We Are & **WHAT WE DO**

The St. Tammany Parish Tourist and Convention Commission 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. In other destinations, our organization may be called a Destination Management Organization (DMO) or Convention and Visitors Bureau (CVB).

The mission of The St. Tammany Parish Tourist and Convention Commission 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.**

MEET OUR TEAM:

2022 ST. TAMMANY PARISH TOURIST & CONVENTION COMMISSION TEAM:

- Donna O’Daniels
President & CEO

Rae Shipley
Executive Assistant

Devan Richoux, CPA
Vice President, Finance & Administration

Ratie Guasco, TMP
Chief Marketing Officer

Tanya Leader
Vice President, Sales

Zondra White Jones
Senior Sales Manager
- Roberta Carrow Jackson
Manager of Film & Digital Communications

Sarah Hill
Manager of Marketing Strategy & Brand Content

Erica Glory
Manager of Social Media
& Community Relations

Louise Lovich, CTS,
Christy Paulsell & Annette Shurtz
Visitor Services Specialists

TOURIST COMMISSIONERS:

- Marlaine Peachey
Commission Chair

Patti Elish
Commission Vice-Chair

Alex Carollo
Commission Secretary/Treasurer
- Katherine Diemont

Mark Myers

Melissa Ruddick

Thomas J. "T.J." Smith, Jr.

STAFF BOARD & COMMUNITY INVOLVEMENT:

- St. Tammany Parish Revenue
Review Committee

St. Tammany Economic Recovery
& Resiliency Advisory Council

Leadership Louisiana

Leadership St. Tammany

Leadership Northshore

Southeast Tourism Society

Society of American Travel Writers

Louisiana Travel Association

Louisiana Association of
Convention and Visitor Bureaus

Louisiana Tourism Coastal Coalition

Northshore Harbor Center
- Louisiana Tourism Leadership Academy

Louisiana Tourism Leadership Academy
Alumni Taskforce

Mid-South Women in Tourism

Carnival in Covington Parade Board

Society of Governmental Meeting Planners -
Louisiana Chapter

Southeastern Alumni Association, GOLD Council

Greater Madisonville Area
Chamber of Commerce

Madisonville Old Fashioned 4th of July

Team Louisiana

Chevron Community Fellows

Merry Madisonville



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



Tourism promotion is an investment in our community and our people. The work of the St. Tammany Parish Tourist & Convention Commission supports **jobs for people and provides economic opportunity and growth.**



WHAT WE DO & HOW WE DO IT

The St. Tammany Parish Tourist Commission is a political subdivision of the State of Louisiana that is an active community partner providing inspiration and information to people thinking of traveling to St. Tammany Parish. We promote the Northshore's events, festivals, culture, cuisine, and quality of life. The STPTCC encourages people to visit our destination and support local businesses. We offer marketing services, including media outreach, website and visitor guide features, family reunion consulting, group tour planning and assistance, social media promotion and more and we do all of this **free of charge** to tourism-related businesses and events in St. Tammany Parish.



HOW WE ARE FUNDED

A three percent hotel occupancy tax funds the St. Tammany Parish Tourist Commission. We also receive 25% of the four percent state sales tax levied on lodging. **Our organization does not receive any funding from St. Tammany Parish resident taxes.** We are committed to complete transparency in how we are funded, how we allocate these funds, how we operate and the results that we achieve.



HOW WE BENEFIT THE COMMUNITY

Tourism promotion is a tool that helps our local community by putting people to work and contributing to the quality of life in St. Tammany Parish. It is likely that someone in your family or one of your neighbors directly benefits from the tourism industry and the entire community benefits indirectly. Tourism promotion is funded largely by those who visit and not the people who live here. **When more visitors stay in our hotels, more money is distributed to St. Tammany Corporation (45%), the Harbor Center (9%), Recreation District One (9%), and St. Tammany Parish Government (12%)** through the state sales tax levied on lodging.



WE WON!

The St. Tammany Parish Tourist and Convention Commission received a **Louey Award for Outstanding Convention and Visitors Bureau/Tourist Commission of the Year.**

St. Tammany Chef Pat Gallagher of Gallagher's Grill, Pat Gallagher's 527, Gallagher's on Front and Pat's Rest Awhile was also recognized with a Louey Award for **Restaurateur of the Year.** This award was bestowed on Chef Gallagher for being a chef/restaurateur in Louisiana who understands the importance of the tourism industry and providing an outstanding visitor experience.

Sarah Hill graduated the Louisiana Travel Leadership Academy and Christy Paulsell and Annette Shurtz were recognized as Certified Travel Specialists.



Tourism's Economic Impact for **ST. TAMMANY PARISH**

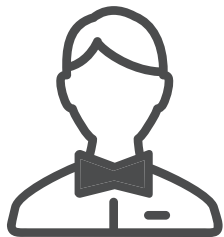


WHY TOURISM MATTERS:

In 2021, St. Tammany Parish generated over **\$1.02 billion in visitor spending**, which was a 65% increase over 2020, and is a 16% increase over 2019.



Visitors contributed to nearly **\$101 million in state and local tax revenues** for St. Tammany Parish, resulting in a 66% increase over 2020 and a 13% increase over 2019.



13,800 jobs, a 69% increase over 2020, and \$370 million in employment earnings, a 52% increase over 2020, were generated by visitor spending in St. Tammany Parish.



If it were not for the state and local taxes paid by tourists visiting St. Tammany, **each St. Tammany family would pay an additional \$1,000+ per year** in taxes to maintain current services.



St. Tammany Parish ranks **4th highest parish** in spending produced by visitors, employment, earnings, and government revenue from state and local taxes.

(Source: Tourism Spending in Louisiana Parishes 2021, University of New Orleans Hospitality Research Center report for Louisiana Office of Tourism)

The St. Tammany Parish Tourist and Convention Commission engages experts in the field of tourism research. **All marketing and promotional plans are data driven and optimized for the best results.**

YOUNG STRATEGIES & DESTINATIONNEXT

A strategic plan was presented to the STPTCC board by Young Strategies, Inc. in 2021, identifying strategic initiatives that the commission will pursue from 2021-2025 in partnership with local tourism, business, and government leaders. Annual reviews of this four-year strategic plan will take place in lieu of annual retreats. Young Strategies is a research and planning firm which focuses on destination marketing organizations and has worked with 150+ travel destinations in 34 states.

Provided by Destinations International, **the vision of DestinationNEXT is to provide destination organizations with practical actions and strategies for sustainable success in a dramatically changing world.** More than 300 destinations from 18 counties have utilized DestinationNEXT. STPTCC completed the DestinationNEXT process in March 2021. To measure the strength of the destination, Young Strategies created ten unique variables - brand, accommodation, attraction and entertainment, convention and meeting facilities, events, sports and recreation facilities, communication infrastructure, mobility and access, air access, and international readiness.

St. Tammany Parish is currently in the ‘Trailblazers’ quadrant with above industry average destination strength and community alignment. Stakeholders are somewhat aligned on perceptions about destination. Opportunities for improvement include large hotels, road infrastructure, ride share services, walkability, public wi-fi, iconic events, sporting events, financial support for events, meeting capacity, public event capacity and international visitation.

A group of people are kayaking down a narrow, calm river that flows through a dense forest. The water is dark and reflects the surrounding trees and foliage. The kayakers are wearing colorful gear, including helmets and life jackets. The forest is lush with green leaves and tall, slender trees that line both banks of the river. The scene is peaceful and scenic, capturing a moment of outdoor recreation in nature.

Making Informed Decisions Using **TOURISM RESEARCH**



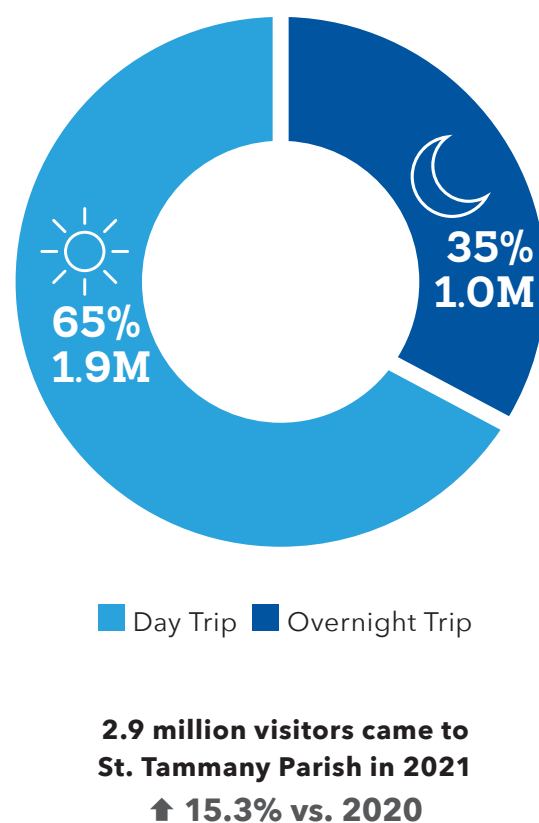
TRAVEL USA VISITOR VOLUME STUDY FOR 2021 BY COMPASS LONGWOODS INTERNATIONAL

Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990. The St. Tammany Parish Tourist & Convention Commission has utilized the data from their Travel USA Visitor Volume Study for 2021 to determine the size of the St. Tammany Parish travel market and type of trips visitors are taking.

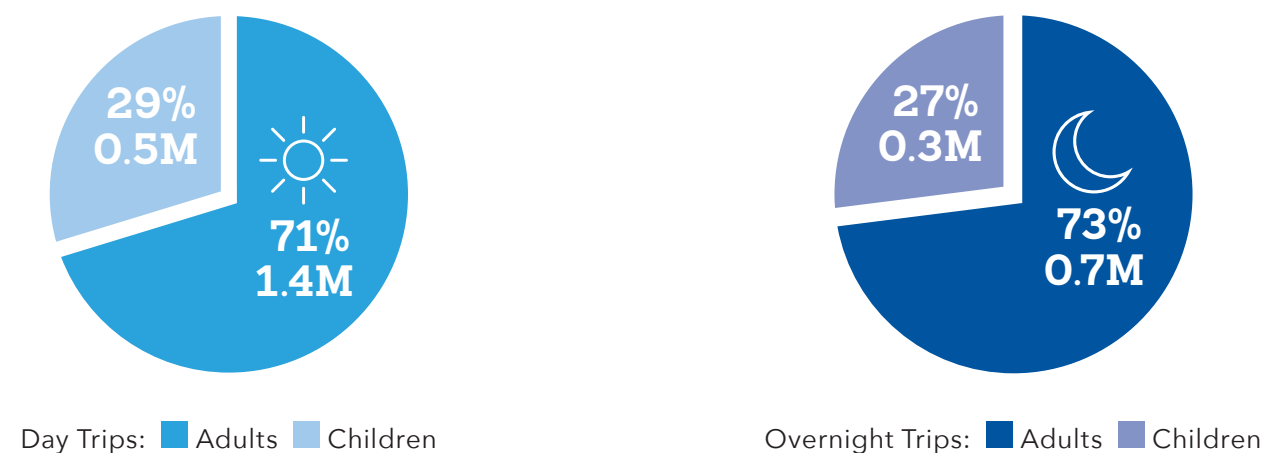
KEY FINDINGS:

- The average number of **repeat day trips** in 2021 was **1.6**. This is an increase over 1.4 in 2020.
- The average number of **repeat overnight trips** in 2021 was **2.1**. This is an increase over 1.9 in 2020.

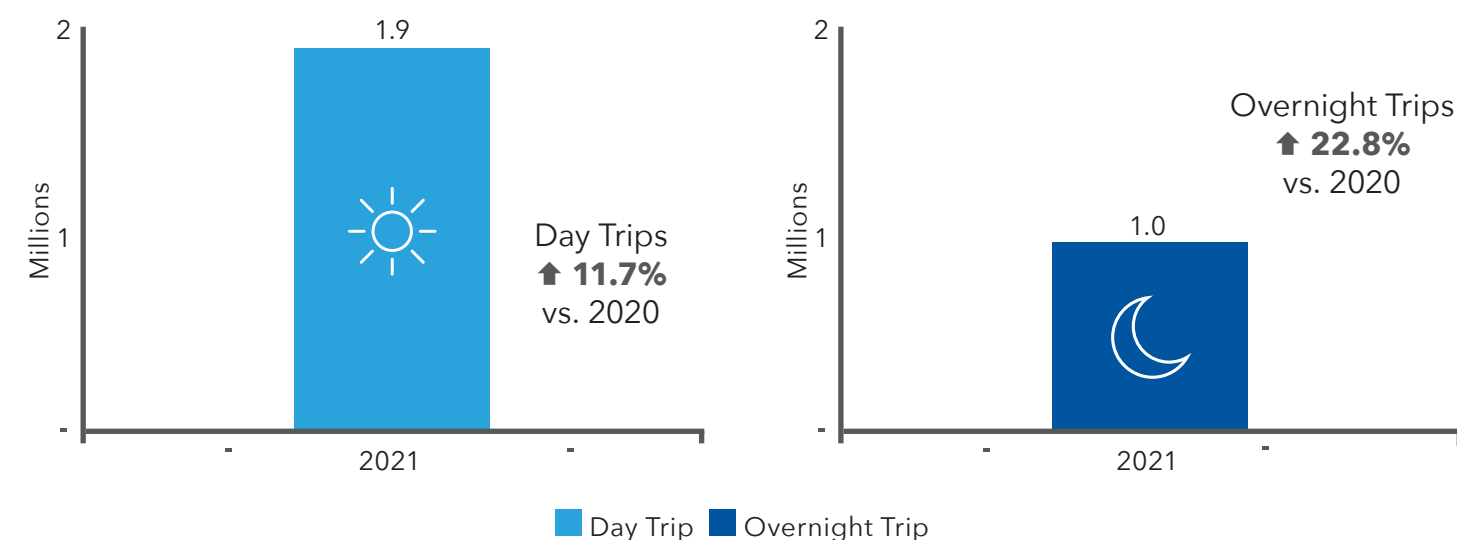
TOTAL SIZE OF ST. TAMMANY PARISH 2021 DOMESTIC TRAVEL MARKET



TOTAL NUMBER OF DAY VS. NIGHT TRIPS TO ST. TAMMANY PARISH IN 2021



SIZE OF ST. TAMMANY PARISH TRAVEL MARKET ADULTS VS. CHILDREN IN 2021





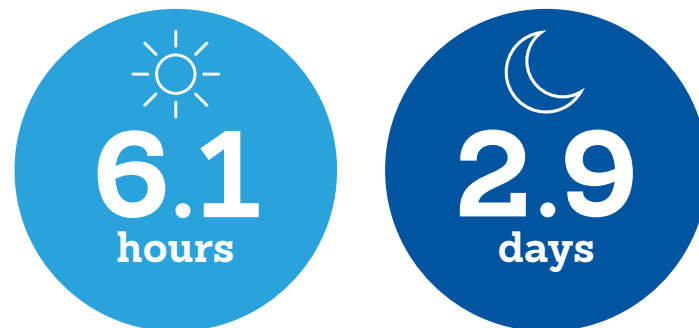
ST. TAMMANY PARISH VISITATION STUDY BY NEAR

Present in 180 countries, Near is a mobile technology company that gets its geolocation data from two sources: approximately 150,000 apps that require location permission, and ads served on mobile devices from their real-time bidding ad exchange. Near is currently collecting location data from over 300 million mobile devices in North America monthly. The data is 100% GPS-based and never uses cell phone towers. This means locations are accurate to within three meters. This is not a randomly drawn sample fully representative of the visitor population, but it provides strong directional data to assist in strategic goals.

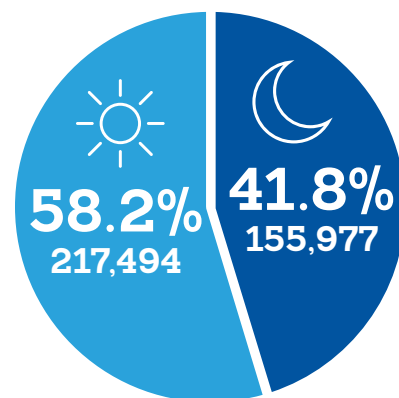
KEY FINDINGS:

- The leading origin states for both overnight and day visitors are **Texas** and **Louisiana**.
- The leading overnight DMA origin market is **Houston**, while for day visitation it's **Mobile/Pensacola** and **Baton Rouge**.

AVERAGE LENGTH OF TRIP TO ST. TAMMANY PARISH



TOTAL UNIQUE VISITOR SPLIT: DAY TRIPS VS. OVERNIGHT TRIPS



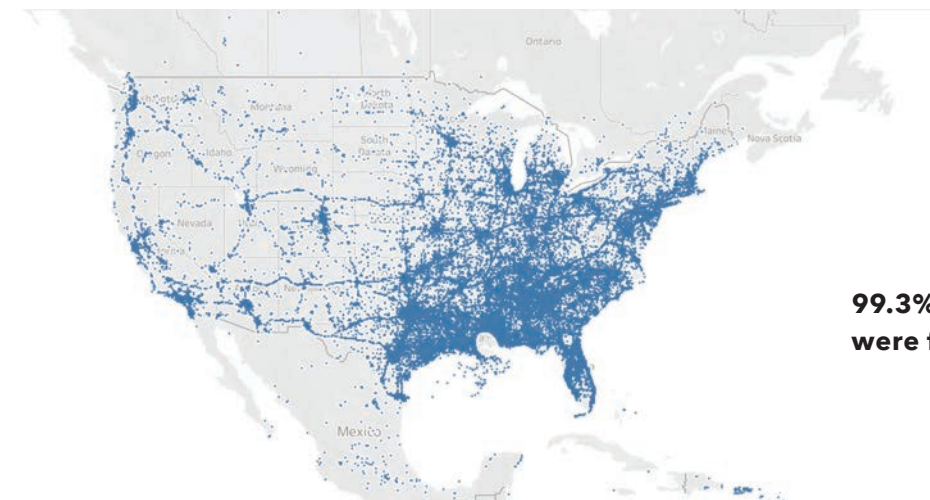
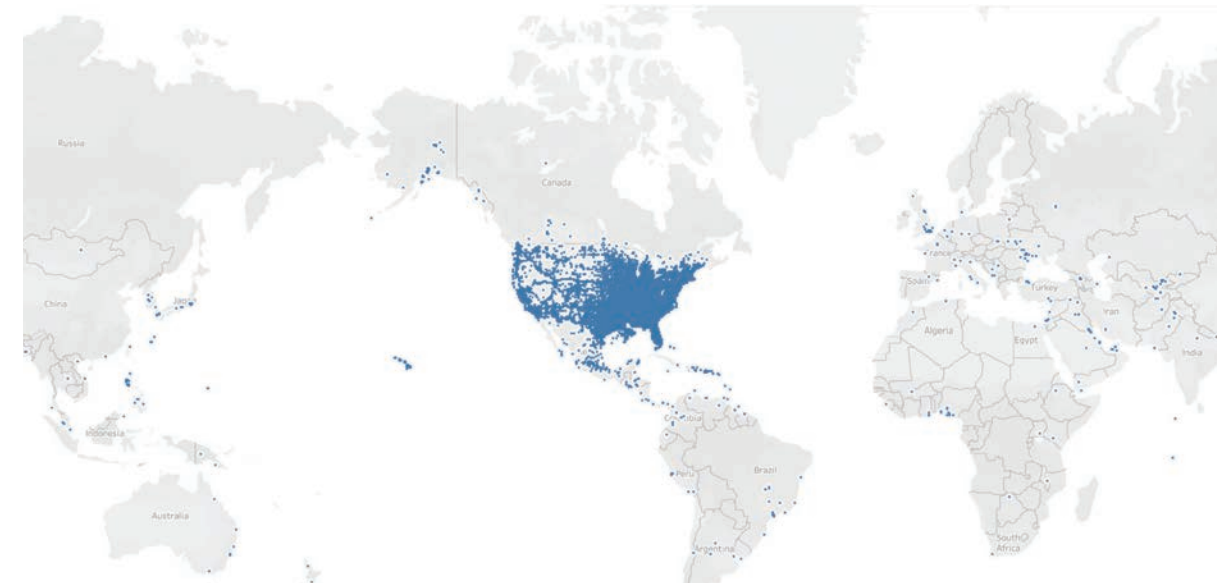
Day Trip Overnight Trip

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

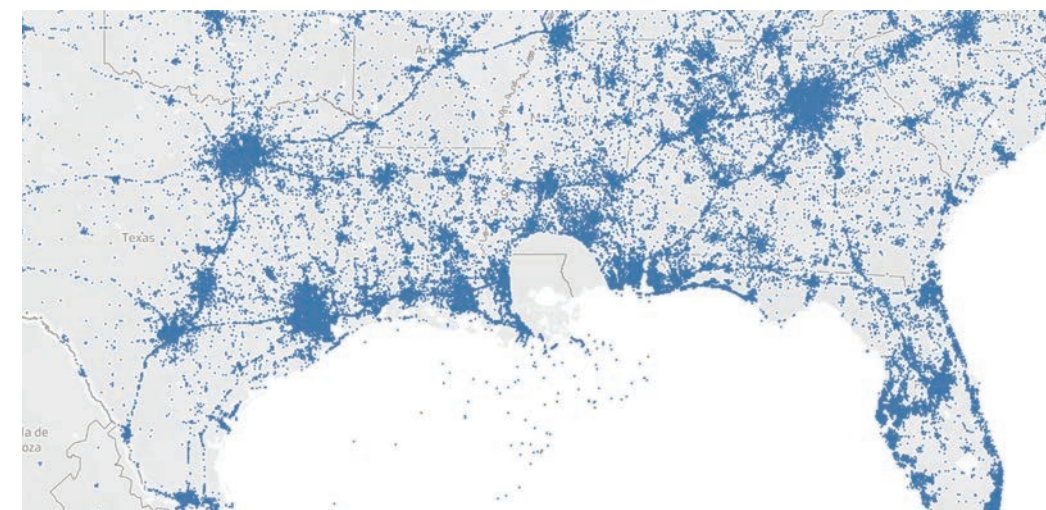
41.8% of those trips were overnight visitors, while **58.2%** were day visitors.

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:

1. Texas
2. Louisiana
3. Florida
4. Alabama
5. Mississippi
6. Georgia



INSIGHTS AND INTELLIGENCE FOR A CLEARER VIEW OF THE VISITOR ECONOMY

Zartico has over thirty years of experience in technology, tourism, and destination and travel marketing. Their mission is to empower DMOs to be better stewards of the world’s tourist destinations through improved data intelligence and decision-making.

In 2021, St. Tammany Parish Tourist & Convention Commission added Zartico, a destination operating system that highlights the understanding of how visitors and residents experience the destination and drive visitor economy. Zartico combines proprietary data, our data and publicly available data to tell the story of the visitor economy.

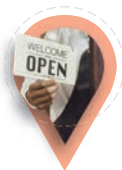
The "Five Foundations" of a contemporary destination organization **measure** and aim to help destinations **understand** the **true impact** of the visitor economy and the antiquated marketing-focused KPI.



Demand Generation



Visitor Distribution



Economic Opportunity



Stability



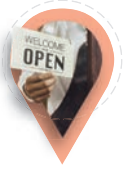
Accountability



Demand Generation



Visitor Distribution



Economic Opportunity



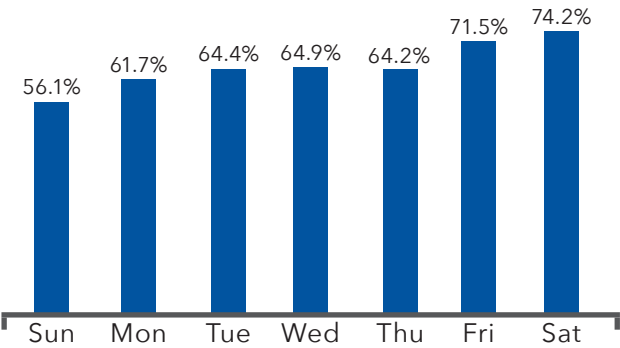
Stability



Accountability

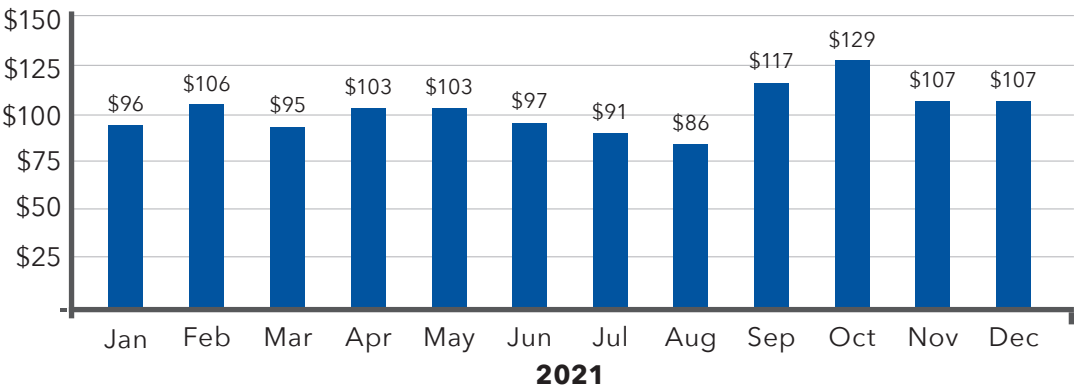
Opportunity markets: New Orleans, Baton Rouge, Houston, Alexandria and Jackson. *Source: Number of visitors, Near (geolocation), visitor spending, Affinity (credit cards), and website engagement, Google Analytics.*

Occupancy at hotels leans heaviest on weekends; however, hotels experienced healthy occupancy on weekdays.



7% of the total spending at retail locations and 13% of the total spending at sit-down restaurants in St. Tammany Parish comes from visitors. *Source: Affinity*

Average visitor spending is the highest in the fall, with opportunities to increase average spend during the summer months to provide greater stability to the hospitality industry. *Source: Affinity (spend)*



Moving forward, St. Tammany will report on these 5 foundations with more transparency into the data provided by Zartico. We will have a monthly Directors Brief emailed to board members with status on each foundation.

The St. Tammany Parish Tourist Commission's administration team guides and supports all STPTCC departments to achieve the organization's mission and vision. They also verify that the organization's standards of destination marketing and management are linking back to all strategic initiatives set forth in the 2021-2025 strategic plan.

The administration team ensures that the organization is transparent, fiscally sound, adheres to public laws, manages all HR policies, procedures, and facilities, serves as liaison to the Tourist Commissioners, and manages visitor services.

Human Resources & Organization Development: **ADMINISTRATION**

2021 ACHIEVEMENTS:

The Administration department had a **clean audit opinion for 2021 and amended the budget for the most efficient use of available funds.** In addition, the team updated and streamlined business operations practices and policies to improve workflow.

The team successfully **completed next steps on the 2021-2025 Strategic Plan** including seeking proposals for a Tourism Master Plan and setting up appropriate policy-action committees of travel industry

and community leaders for Industry Relations, Community Relations, Advocacy, and DEI. These groups will meet quarterly to ensure improvements in all areas.

The St. Tammany Parish Tourist Commission **continued the Destinations International reaccreditation process** for the Destination Marketing Accreditation Program (DMAP), a globally-recognized industry distinction that defines quality and performance standards in destination marketing

and management. The process will be complete in October 2022.

The team **continued to monitor and update a Safe at Work policy** to manage appropriate preventative measures necessary to help create a safe workplace and aid in stopping the spread of COVID-19. These guidelines were based on suggestions from the CDC, the White House Coronavirus Task Force, GOHSEP, and St. Tammany Parish Government Employee Return-to-Work Policy and Procedures.



Promoting Our Destination: **MARKETING & COMMUNICATIONS**



The Marketing & Communications Department uses an integrated marketing approach to create targeted, research-driven campaigns to **leisure travelers, business visitors, locals** and the **film/TV industry**. The department oversees all branding activities, content marketing, and collateral development. The department also manages LouisianaNorthshore.com and associated social media channels and coordinates film commission efforts. It is noteworthy that **the STPTCC Communications department produces all collateral materials in-house** and is responsible for photography, copy, art direction and editing, **saving agency costs of up to 25%.**

Key priorities for the 2021 year were to increase the following: engagement on BookDirect booking engine, qualified lead generation, engaged traffic to LouisianaNorthshore.com, number of visitors to St. Tammany Parish, and number of primary partner contacts listed in the Customer Relationship Management (CRM) system. They also worked to streamline film and entertainment production processes in St. Tammany Parish.

2021 MARKETING INITIATIVES:



PRODUCED NEW VIDEOS PROMOTING THE REASONS TO LOVE THE LOUISIANA NORTHSHORE AND THE ECONOMIC IMPACT OF TOURISM IN ST. TAMMANY PARISH: “We love the Louisiana Northshore” and “I am St. Tammany Tourism” featured the video editing of NOLAVid and cameos from local business owners.

The messaging of the “We love the Louisiana Northshore” video was upbeat, heartfelt, and full of passion. The video aimed to capture leisure travelers within the drive market and inspire them to visit St. Tammany Parish. **Distribution included Over The Top Television video (Roku, Amazon Fire), YouTube video, and site retargeting campaigns.**

The “I am St. Tammany Tourism” video was part of an advocacy campaign to increase local awareness of the economic impact tourism makes in St. Tammany Parish. The video launched during National Travel & Tourism Week 2021 and was **featured during an interview with local news channel, Fox 8. Distribution included in-house social media marketing to St. Tammany Parish residents.**



The STPTCC is responsible for creating, planning, and trafficking the paid print and digital media for the organization. Here are various creative treatments used in 2021. All advertisements drive back to LouisianaNorthshore.com.

PRINT AND DIGITAL ADVERTISING FUNDED BY SUNSHINE PHASE 2 INCLUDED:

Continued the plan for St. Tammany Parish’s tourism recovery, **leveraging the power of the Louisiana Sunshine Plan** developed by the Louisiana Office of Tourism under the direction of Lt. Governor Billy Nungesser. A component of the Louisiana Sunshine Plan was the Louisiana Tourism Sunshine Grant Program – Phase 2 (“Sunshine Phase 2”). This grant program provided marketing grants to Louisiana-based Convention and Visitor Bureaus (CVBs), tourist commissions, Destination Management Organizations (DMOs), and political subdivisions of the state of Louisiana that promote tourism within their jurisdictions. **The STPTCC was awarded \$75,000 in Sunshine Phase 2 funding.**



Print and digital advertising funded by Sunshine Phase 2 included:

- Houstonia magazine
- 64 Parishes magazine
- Reunions Workbook
- 2021 Louisiana Sunshine Magazine
- Expedia campaign with AJR Media Group
- LouisianaTravel.com e-newsletters, Pelican Package ads and digital ads
- Pinterest and YouTube campaigns with ReachLocal, Inc.
- Itinerary e-blast with Group Tour Media

Media production and partially funded promotional materials included:

- “We love the Louisiana Northshore” and “I am St. Tammany Tourism” videos produced by NOLAVid
- Leisure radio commercial produced by Eat It To Save It!
- Explore the Louisiana Northshore visitor guide published by ML Publishing

The goals of these advertising placements and materials were to increase the desire of potential visitors, website traffic, overnight stays, lead generation, and advocacy efforts.

Advertising Leads Generated in 2021:
17,867



2021 Tammany Taste Of Summer Program Achievements:

79	3,168	315	12
Participating Partners	Savings Pass Sign-ups	Offer Redemptions	Users with 5+ Redemptions

TAMMANY TASTE OF SUMMER

The St. Tammany Parish Tourist Commission encourages locals and regional travelers to discover and support places to eat, stay, and play on Louisiana Northshore through the annual Tammany Taste of Summer program. This is accomplished with significant complimentary advertising provided by the St. Tammany Tourist Commission to promote participating businesses and their discounted prix fixe menus, overnight rates, and deals only offered during Tammany Taste of Summer. The goal: to help our tourism partners increase revenue during a traditionally slow month in hospitality and invest in our community.



In 2021, the STPTCC continued to use the technology of Bandwango to produce an updated version of the Tammany Taste of Summer Savings Pass. The time frame of the program was adjusted to be August 1 through August 31, 2021.

TAMMANYTASTE.COM Statistics: The STPTCC retargeted users from the primary Tammany Taste of Summer page to /Participants page. This change led to a decrease on the primary page and an increase in traffic to /Participants page.

Pageviews to Primary Page:	Pageviews to /Participants Page:
14,393	6,232
Average Time on Primary Page:	Average Time on /Participants Page:
00:01:22	00:06:48

Locals and Visitors Who Responded to the Tammany Taste of Summer Survey Said:

31%	74%	2.4	98%
First Tammany Taste of Summer Experience	Tried a New Business	Businesses Visited Per Participant	Plan to Participate in 2022

2021 PR & COMMUNICATIONS
ACHIEVEMENTS:

The **St. Tammany Parish Tourist Commission** joined a powerful public relations partnership known as **GATOR: the Gulf Alliance of Tourism Organization Representatives**. The regional alliance is currently comprised of seven tourism offices along the Gulf Coast, stretching from Alabama through Mississippi and into Louisiana. These include (from east to west): Gulf Shores and Orange Beach, Alabama, Mobile, Alabama, Coastal Mississippi, Jefferson Parish, Louisiana, Lake Charles/Southwest Louisiana, Louisiana Northshore and Louisiana’s Cajun Bayou. This network combines trusted PR representatives along the Gulf Coast with a one-stop shop for media partners. It also allows each DMO to stretch their PR dollars further and cross-promote.



DISTRIBUTED A TOTAL OF 80,000 EXPLORE THE NORTHSORE GUIDES to potential visitors requests information as well as to St. Tammany Parish hotels, attractions and welcome centers throughout Louisiana.

PUBLIC RELATIONS:

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.



EARNED MEDIA

Media pitches and FAM tours resulted in these stories featuring St. Tammany Parish, and more. In addition to the articles below, we also had local stories on NOLA.com, Biz New Orleans, Fox 8 NOLA Weekend, etc.

See LouisianaNorthshore.com/articles for more.

Southern Living

SOUTHERN LIVING: “Covington, Louisiana, Is a Charming Small-Town Experience”

Featuring: Covington Three Rivers Art Festival, Southern Hotel & Garden House, Blue Willow B&B, Brooks' Bike Shop, Tammany Trace, Abita Brewery, Bogue Falaya Wayside Park, "Chillin' at the River" free concert series, HJ Smith & Sons General Store & Museum, St. Tammany Art Association, Marianne Angeli Rodriquez Gallery, and Saladino Gallery. Or create your own masterpiece at Hammer & Stain, English Tea Room & Eatery, The Gloriette, LOLA, Del Porto Ristorante.

GROUP TOUR
MAGAZINE

GROUP TOUR MAGAZINE: “New Tri-Parish Itinerary Features Native Creole and African American History”

Featuring: Madisonville Historic Museum, Jean Baptiste Lang Creole House, the Dew Drop Jazz and Social Hall, and Native and African American markers on the Historic Mandeville Marker Tours.

GARDEN & GUN

GARDEN & GUN: “Recipe: Louisiana Watermelon & Tomato Salad”

Featuring: Pyre Provisions

The Boston Globe

BOSTON GLOBE: “King Cakes for Mardi Gras, all things Yiddish, and a travel pass for future savings”

Featuring: Randazzo’s Camellia City Bakery

Louisiana Life
MAGAZINE

LOUISIANA LIFE MAGAZINE: “Travel Resolutions”

Featuring: PePe’s Sonoran Cuisine, Oxlot 9, Abita Roasting Company, Marianne Angeli Rodriguez Gallery, The Green Eyed Goddess, Covington Trailhead, Cured on Columbia

Louisiana
cook’n’

LOUISIANA COOKIN MAGAZINE: “Lakeside Gem”

Featuring: Pat's Rest Awhile

Tasting Table.

TASTING TABLE: “The Best Coffee Shop in Every State”

Featuring: Abita Rosting Company

DESTINATIONS
Magazine

DESTINATIONS MAGAZINE: “Rivers Run Through It - St. Tammany Parish serves hospitality with a side of Waterfront”

Featuring: Dew Drop Jazz & Social Hall, Honey Island Swamp, Cajun Encounters, Abita Brewery

2021 PR & COMMUNICATIONS
ACHIEVEMENTS:



WEBSITE TRAFFIC

Sessions:	Sessions per User:
726,604	1.33
New Users:	Pages/Session:
540,919	1.73
Pageviews:	Avg. Session Duration:
1,253,886	1:53

(Source: Google Analytics)



SOCIAL MEDIA FOLLOWERS



47,301
↑ **6.4% YOY**



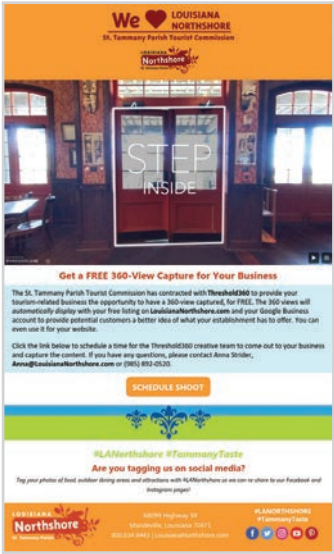
9,508
↑ **62.59% YOY**



5,527
↑ **6.8% YOY**



509
↑ **16.74% YOY**

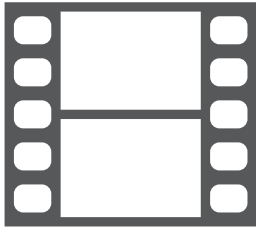


E-NEWSLETTER COMMUNICATIONS

E-news Partner Communications:
24 ↓ 7.7% over 2020

E-news Promotional Communications:
13 ↑ 30% over 2020

Average Open Rate: **20%** Average Click Rate: **2%**



FILM

St. Tammany's varied locations, historic downtowns, and diverse architecture are among the many reasons the Louisiana Northshore is the ideal locale for film and entertainment. The COVID-19 pandemic impacted the industry early in the year, but with the institution of strict safety protocols on all sets, activity picked up again by summer. During this time, the Tourist Commission team implemented an online intake process which also collects data to track economic impact. The portal was launched in December. In addition, the STPTCC maintained consistent communication with industry leaders and the Louisiana Film and Entertainment Association.

During 2021, the STPTCC assisted 24 productions during their active scouting, prep, shoot, and wrap time in St. Tammany.

- Columbia Pictures: *Where the Crawdads Sing*
- Netflix: *Rebel Ridge*, *We Have a Ghost*
- Apple Studios/Apple TV+: *Emancipation*, *Hans Bubby*, *Five Days at Memorial*
- Discovery+: *Selling the Big Easy - Season 2*
- NBC/Peacock: *The Thing About Pam miniseries (Ep. 1)*
- Disney+: *Secrets of Sulphur Springs - Season 2*
- 20th Television/Pelican: *True Lies (pilot)*
- Bravo: *Top Chef*
- USA Network: *Queen of the South, Season 5*
- Reel One Entertainment: *Putting Love to the Test*
- HGTV: *My Lottery Dream Home*
- Paramount: *A House on the Bayou*
- "BayouSide" Music Video by Ty Benoit
- Commercials - Cox Internet, Sparklight Internet
- *New Orleans 48 Hour Film Project* - short film



NETFLIX



Groups, Meetings & International Tourism: **SALES DEPARTMENT**

The St. Tammany Parish Tourist Commission’s Sales Department works to attract **sporting tournaments, meetings, conventions, corporate, family reunions, weddings, and group travel companies** to host their events in St. Tammany Parish. The department **works closely with area hoteliers, tourism partners, meeting, and sporting venues** to help increase the number of hotel room nights spent and provide a positive economic impact to St. Tammany Parish.

Our full-service sales team offers complimentary planning services, site visits and room block assistance from our hotel partners, meeting room suggestions and customized itineraries for off-site attractions.



2021 SALES INITIATIVES:

STRENGTHEN OUTREACH:

- Our full-service sales team offers complimentary planning services, site visits and room block assistance from our hotel partners, meeting room suggestions and customized itineraries for off-site attractions. **Strategically partnered with other Louisiana destinations** to create joint itineraries to promote the I-12 corridor to visitors in domestic and international (FIT & Group) markets.
- **Partnered with state organizations** such as the Louisiana Office of Tourism, Louisiana Travel Association and Team Louisiana through buy-ins when feasible and in direct correlation with our mission.
- **Developed a plan to nurture the SMERF, Tour & Travel, Sports, and Corporate markets** during the pandemic and recovery through virtual and in-person meetings, new itineraries, group photography, sponsorships and national memberships.
- **Strengthened local tourism partnerships** by sharing marketing opportunities to expand buyer outreach and state & national tourism information.



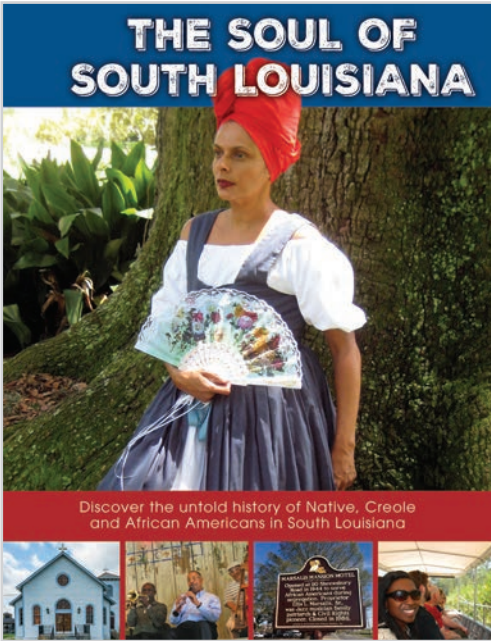
FOSTER PARTNERSHIPS & SUPPORT:

- Hosted client appointments for the Houston corporate market
- Hosted virtual meetings with Great Delta Tours, ATI & Allied T-Pro for company industry and wellness updates
- Attended Northshore Lodging Association meetings to share opportunities with partners, learn about individual brand standards, and strengthen relationships
- Hosted sales calls to associations and meeting planners in Baton Rouge
- Provided sponsorships for Rendezvous South Convention and Society of Governmental Meeting Planners, Louisiana Chapter
- Attended four bridal shows



CREATE GROUP MARKETING MATERIALS:

- Co-created and launched the following new itineraries in digital and printed formats:
 - LA Possibilities-Made to Order: Lake Charles, Baton Rouge & Louisiana Northshore
 - Soul of the South Louisiana: LA River Parishes, Jefferson Parish & Louisiana Northshore
 - "Not Your Typical 10": Visit Baton Rouge & Louisiana Northshore
- Facebook Campaign for the Reunion market
- Launched a LinkedIn campaign for the meeting planner market



2021 SALES BY THE NUMBERS:

127 Total Direct Sales Appointments

238 Leads Sent to Industry Partners for Potential Business

77 International Inquiries fulfilled

27 Potential clients hosted through Familiarization Tours & Site Inspections

2021 SALES ACHIEVEMENTS:

THE STPTCC WELCOMED:

- 27th Annual Midnight Madness Soccer Tournament
- Elite Redfish Pro Angler Tournament - Showtime in Slidell
- Dixie Region Patriot Guard Riders
- Tour de Lis
- Order of the Purple Heart



EDUCATION, LEADERSHIP & ACCOLADES

The Sales Department continues to expand their tourism knowledge by completing certification for the Society of Governmental Meeting Planners and attending the Louisiana Travel Promotion Sales and Marketing Symposium.

The team holds leadership positions for 2nd Vice President of the SGMP Louisiana chapter, Team Louisiana Executive Committee Awards & Events chair, and Secretary of Mid-South Women in Tourism, Greater New Orleans chapter.

A member of our team received the Super Supporter award by Energy Industry Support International and was named a "Meeting Planner Pro" to watch in 2021 by Convention South Magazine.



EXPANSION OF THE DOMESTIC TOUR & TRAVEL MARKET

The Sales Department attended trade shows and developed new business in the domestic market.

Trade Shows

- Joint Leadership SGMP for Executive Board Members
- Energy Industry Support International Holiday Networking Event
- Rendezvous South
- SportsETA
- Sports Relationship Conference
- South Central, Alabama, and Georgia joint motorcoach conference

Virtual Meetings & Conferences

- Meeting Professional International networking event
- Military Reunion Network - State of the Union
- Energy Industry Support International
- SGMP National Educational Conference
- SGMP State Conference
- Spotlight Travel Network
- STS Domestic Discovery
- Student Youth Travel Association



RE-ENGAGED THE INTERNATIONAL MARKET

In 2021, the pace of recovery continued to be a challenge for international travel. With the COVID-19 Delta variant surging in summer/fall 2021 and continued U.S. border restrictions, the STPTCC Sales Team aimed to keep international reps and operators engaged in future opportunities.

INTERNATIONAL SALES SUCCESSES IN 2021

- Hosted a virtual reveal for our "Not Your Typical 10" music themed itinerary to 19 key receptive operators and industry partners.
- Louisiana Northshore and Tourism Tactics by Tico hosted a re-connect reception to vital Florida based receptive companies post pandemic to promote our joint "Not Your Typical 10" itinerary.
- Louisiana Northshore, Tourism Tactics by Tico, and American Tours International were featured speakers on a webisode of "Road to Recovery Partnership" hosted by Connect Travel.
- Hosted 25 receptive operators & journalists from the United Kingdom, Netherlands, Italy, Germany, France and Canada as part of the Louisiana Classics Familiarization Tour during Travel South International.
- Attended the Canadian Travel & Leisure Virtual Tradeshow through the Louisiana Office of Tourism.
- Participated in quarterly meetings with state partners to collaborate on joint opportunities to strengthen international outreach and client engagement.
- Continued to network with receptive tour operators based in the United States through Zoom, emails & promotional marketing materials.

"Our organization, Louisiana Patriot Guard Riders, held the annual Gathering of the Guard for six states in St. Tammany Parish in May, 2021. The Tourism Commission assisted us in finding several local vendors to complete our event planning. We had lots of positive comments from the attendees regarding the local area and businesses. With the assistance of the Commission, we were able to host a great event and look forward to coming to this area again in the future."

Lydia Boudreaux Sanchez
State Treasurer Louisiana Patriot Guard Riders

In 2021, Visitor Center traffic began rebounding for both domestic and international visitors. **The St. Tammany Parish Tourist & Convention Commission welcomed 1,412 visitors and locals inside the Visitor Center at Hwy. 59 in 2021.**

The Louisiana Welcome Center in Slidell received 110,132 visitors in 2021 and the Pearl River Welcome Center received nearly 55,413 visitors in 2021. Both centers are managed by the staff of the Louisiana Office of Tourism.

Visitors arrived from all fifty states and international locations including Argentina, Australia, Belgium, Belize, Bolivia, Brazil, Bulgaria, Cambodia, Canada, Chile, China, Colombia, Costa Rica, Croatia, Cuba, Czech Republic, Ecuador, El Salvador, France, Germany, Guatemala, Honduras, India, Indonesia, Iraq, Ireland, Israel, Italy, Japan, Kenya, Korea, South Korea, Demo. People's Rep. of Kyrgyzstan, Kuwait, Lithuania, Malta, Mexico, Republic of Moldova, Netherlands, New Zealand, Nicaragua, Norway, Pakistan, Panama, Peru, Philippines, Poland, Puerto Rico, Romania, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland, Syrian Arab Republic, Ukraine, United Kingdom, Uruguay, Venezuela, Vietnam, and Zimbabwe.

PROMOTIONAL MERCHANDISE

The St. Tammany Parish Tourist Commission offered over 40,000 complimentary promotional items and Visitor Guides to incoming conferences, meetings, reunions, weddings, and sporting event participants, totaling over \$20,000 in merchandise promoting the Northshore.

Welcoming with Hospitality: **VISITOR SERVICES**





ST. TAMMANY PARISH TOURIST & CONVENTION COMMISSION

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