



Louisiana Northshore

2021 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.

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FORWARD THINKING FROM THE PRESIDENT AND CEO



As St. Tammany Parish begins to recover and rebound from the impacts of the COVID-19 pandemic in 2021, the St. Tammany Parish Tourist Commission will continue to be a valuable resource to our partners, and continue to advocate on behalf of our industry. We will join forces with existing and new partners to amplify our voice and work cooperatively toward a common goal – the recovery of the travel economy to the Louisiana Northshore.

We have in place a hopeful and strategic plan for 2021, and will work hand in hand with our champion of tourism, Lt. Governor Billy Nungesser, leveraging the Louisiana Office of Tourism's Sunshine Plan as well as our own laser-focused marketing and promotion efforts to recover and revitalize our tourist economy.

Commissioned research has armed us with new data, just in time for 2021 planning, from experts in our industry, including Longwoods International, UberMedia and Compass Media. Careful analysis of these visitation studies has enabled us to hone in on the most efficient and effective ways to reach our potential visitors and inspire travel to St. Tammany Parish.

It's difficult to predict the timing of recovery, which is why our decisions in 2021 will be based on real-time information and data, and our team will be ready to respond to traveler sentiment and recovery conditions at a moment's notice. Current forecasts from US Travel, Destination Analysts, Smith Travel Research and Tourism Economics predict pent up demand will pave the way for leisure travelers to lead recovery in Q3/Q4. As corporate travel restrictions decrease and smaller groups begin to return, our sales team will continue to be engaged in rebooking groups for anticipated 2022 travel. We'll consider St. Tammany Parish tourism recovered when visitation returns to our 2019 levels, which is currently projected to be 2022 for leisure and 2024 for corporate travel.

We at the St. Tammany Parish Tourist Commission have tirelessly planned the work and now we will continually reevaluate and work the plan. We will do what we do best and bring our industry back as a thriving contributor to the economy in St. Tammany Parish, so vital to the people and small businesses that call Louisiana Northshore home.



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: VP Sales

CHRISTINA COOPER:

VP Communications, Marketing & PR

DEVAN RICHOUX, CPA:

VP of Administration and CFO

ZONDRA WHITE JONES:

Senior Sales Manager

ANNA STRIDER:

Manager of Marketing & PR &
Film Specialist

ROBERTA CARROW-JACKSON:

Digital Media Specialist

LOUISE LOVICH:

Visitor Services Specialist

SARAH HILL: Communications Assistant

Visitor Services Representatives

ANNETTE SHURTZ

CHRISTY PAULSELL

Tourist Commissioners

MARK MYERS: COMMISSION CHAIR

MARLAINE PEACHEY: VICE CHAIR

PATTI ELLISH: SECRETARY/TREASURER

ALEX CAROLLO

KATHERINE DIEMONT

BONNIE EADES

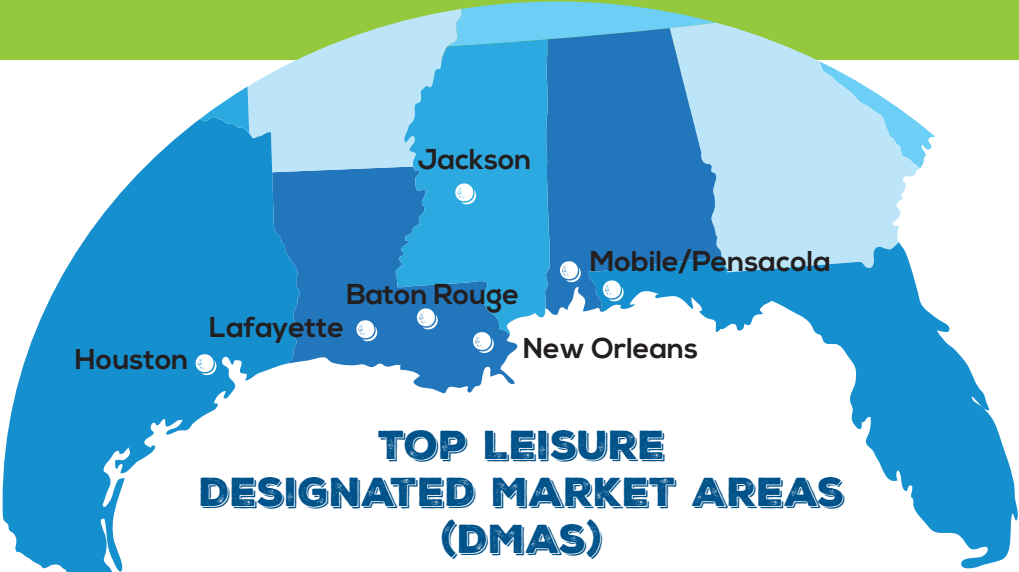
THOMAS J. (T.J) SMITH, JR.

KEY OBJECTIVES

Recover and restore the tourist economy in St. Tammany Parish by increasing in-state, out-of-state, and international leisure and group travel and spending to St. Tammany Parish. Maintain the St. Tammany Parish Tourist and Convention Commission as a trusted resource and advocate for local tourism-related businesses on Louisiana Northshore.

Messaging Pillars

Louisiana Northshore, St. Tammany Parish is conveniently located with **ACCESSIBLE OUTDOOR ADVENTURES**, a **DYNAMIC CULINARY SCENE**, and a **VIBRANT CULTURE OF CELEBRATION**.



RESEARCH AND DEVELOPMENT GOALS

Execute an even stronger strategic plan for the St. Tammany Parish Tourist and Convention Commission to aid in the recovery of tourism to St. Tammany Parish.

- Survey the community business leaders and stakeholders on the strengths and weaknesses in our tourism industry through DestinationNEXT by the end of Q1.
- Distribute a tourism resident sentiment study to residents of St. Tammany Parish by the end of Q1.
- Develop a new strategic plan with Young Strategies upon analysis of data and with insight from Tourist Commissioners by the end of Q2.

Engage Entrada’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.

- Track KPIs related to hotel performance, visitor volume, website performance, social media, marketing performance tax revenues and other key metrics.
- Harness geolocation data to assess visitor insights.

COMMUNICATIONS GOALS

Expand regional partnerships with destinations and promote new cooperative itineraries to media and consumers.

- Partner with multiple destinations to co-host media on familiarization tours.
- Promote Gulf Alliance of Tourism Organization Representatives (GATOR).
- Revitalize engagement with Louisiana Tourism Coastal Coalition.

Increase engagement on BookDirect booking engine by **5%** over 2020.

- Deploy a dynamic Search Engine Marketing campaign.
- Update relevant information on free hotel listings.

Increase qualified lead generation by **5%** over 2020.

- Expand the distribution of the bi-annual Explore the Northshore Inspiration Guide with a strategic release campaign.
- Increase the frequency of regional e-blasts and inspire travel to St. Tammany Parish with fresh photography and User Generated Content (UGC).

Increase engaged traffic to LouisianaNorthshore.com by **10%** over 2020.

- Prioritize design and messaging implementation around a mobile-first strategy.
- Generate inspirational content via the newly developed Louisiana Northshore Blog.
- Analyze heat maps, behavior flow, and time on site and optimize landing pages to enhance user experience.
- Add fresh photography to 75% of partner listings.

Increase number of visitors to St. Tammany Parish by **15%** over 2020.

- Launch and manage a mixed-marketing plan that promotes our primary messaging pillars.
- Consult Google Analytics, UberMedia, Smith Travel Research, AirDNA, and Entrada 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.

Increase number of primary partner contacts listed in the Customer Relationship Management (CRM) system by **5%** over 2020.

- Enhance regular communications to partners showcasing resources offered, advocacy efforts, and industry education opportunities.
- Conduct direct outreach through organic social media channels.

Streamline film and entertainment production processes in St. Tammany Parish.

- Integrate production information in the Customer Relationship Management (CRM) system.
- Share resources with St. Tammany Parish government and city leadership to enhance production crew experience on Louisiana Northshore.

COMMUNICATIONS CONTINUING EDUCATION & TRAVEL

Louisiana Lt. Governor’s Travel Summit

Louisiana Travel Association Annual Meeting

Destinations International

Louisiana Tourism Leadership Academy

Louisiana Culinary Trails PR Event

Southeast Tourism Society Congressional Summit on Travel & Tourism

Public Relations Society of America (PRSA)

Southeast Tourism Society Marketing College

Society of American Travel Writers (SATW)

Simpleview Summit

Louisiana Film and Entertainment Association (LFEA)

Louisiana Entertainment Summit



2021 PROMOTIONAL HIGHLIGHTS

Leverage the Louisiana Office of Tourism's strategic **LOUISIANA SUNSHINE PLAN** for St. Tammany Parish's tourism economic recovery through Louisiana is a Trip video display, in-state radio advertising, and regional display advertising. Increase our share of voice as a leading destination in the state of Louisiana on LouisianaTravel.com and the state's official **SUNSHINE MAGAZINE**. STPTCC offers an annual co-op to subsidize half the cost of ads for our tourism-partners to advertise their unique message.

Integrate our dynamic mixed-marketing plan with the strategically coordinated **LOUISIANA TRAVEL ASSOCIATION MARKETING PLAN** to optimize added value for key leisure target market placements highlighting the abundance of outdoor attractions, the arts and entertainment cultural scene, and our recently rebranded culinary trail, the Tammany Taste. Trade advertising opportunities will be prioritized to amplify partnerships and key message pillars in our target markets.

Deliver our destination's message through engaging digital ads at every step of the travel audience's planning process on **EXPEDIA** (and six additional branded websites) to drive users to book direct with St. Tammany Parish hotels.

Launch the 4th year of **TAMMANY TASTE OF SUMMER** to promote discounted prix fixe menus and unique deals offered by local restaurants and accommodations to drive viable traffic to businesses during a traditionally slow time. A dynamic, mixed-marketing strategy will be executed with the partnership of BBR. Bandwango technologies will be utilized to display offers and capture distinguished data on the performance of the campaign.

A calculated digital media buy with **REACHLOCAL** will leverage cross-channel social media advertising to drive qualified leads and valuable website traffic to LouisianaNorthshore.com. Implement powerful Geofence Google display advertising built around key leisure target market personas in primary DMAs. Brand Louisiana Northshore and generate potential travel planner leads on viable social media sites.





SALES GOALS

Increase lead generation in the tour and travel, social, military, education, religious and fraternal (SMERF), and corporate meetings target markets to support overnight bookings growth by **10%** over 2020.

- Attend key tradeshows and conferences coordinated with strategic sales calls and follow-up.
- Host targeted familiarization tours with vetted potential clients.
- Offer new incentive packages and regional partnership itineraries.
- Deploy dynamic marketing plan with core messaging pillars to each specific target market.

Increase booked hotel room nights from the sports tourism market by **5%** over 2020.

- Expand visibility by utilizing new sports tourism platforms and attending key market conferences.
- Partner with local sport organizing committees to host site inspections and familiarization tours.
- Offer sponsorship opportunities to organizations to help grow and diversify the market.
- Enhance returning tournaments' experience by providing welcoming promotional materials to encourage extension of their overnight stay in St. Tammany Parish.

Increase Free Independent Travelers (FIT) contacts for international travel reemergence by **5%** over 2020.

- Continue strategic alliance with Tourism Tactics by Tico for network and relationship growth with viable receptive companies.
- Partner with the Louisiana Office of Tourism to host familiarization tours and expand Louisiana Northshore presence through buy-in opportunities.
- Nourish regional partnerships to promote strategic itineraries to key receptive companies.

SALES CONTINUING EDUCATION & TRAVEL

Louisiana Lt. Governor's Travel Summit

Louisiana Travel Association Annual Meeting

Here Comes the Bride Expo

Sadie Jane Bridal Show

The Pearl Bridal Show

Rendezvous South

Travel Mole

Connect Travel Marketplace

Sports Events and Tourism Association (ETA)

Military Expo Extravaganza

Society of Government Meeting Planners (SGMP)
National Education Conference

Southeast Tourism Society Domestic Discovery

Society of Government Meeting Professionals (SGMP)
Joint Leadership Meeting

Military Reunion Network

Spotlight on the Southeast

South Central, Alabama, and Georgia Motorcoach
Association Regional Meeting (SCMA), (AMA),
(GMOA)

Oil & Gas Trade Show

Student Youth Travel Association (SYTA) Summit

Gulf Coast Sportsmen Show

Travel South International

IPW

Your Military Reunion Connection



VISITOR SERVICES GOALS

Transition to a CRM inventory tracking and fulfillment system for all promotional materials.

- Visitor Services representatives utilize Simpleview CRM training and knowledgebase to increase proficiency in software.

Expand educational opportunities for Visitor Service Representatives.

- Participate in quarterly off-site internal familiarization tours to increase product knowledge in St. Tammany Parish.
- By end of Q2, 100% Visitor Services staff will be certified through Louisiana Travel Association's Certified Travel Specialist program.
- By end of Q2, the Visitor Services staff will participate in a Customer Service Training and Hospitality continuing education program.

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.