

20
24

VISIT THE NORTHSORE

Annual Report

**Data and activities from the 2023 calendar year*





Table of Contents

From the President & CEO Donna O'Daniels	2
Who We Are & What We Do	4
The Benefits of Tourism to Our Community	8
2023 Awards and Recognitions	11
Our Strategic Plan & Research to Achieve Measurable Success	12
Reaching Visitors: The Marketing & Communications Team	20
Welcoming Groups, Meetings and International Tourism: The Sales & Services Team	35



From the President & CEO Donna O'Daniels

I am thrilled to present the Annual Report for 2024, reflecting on the extraordinary growth and transformative activities of 2023. St. Tammany tourism has once again demonstrated its dynamic potential and vibrancy.

In 2023, we witnessed a remarkable performance with nearly \$1.3 billion in visitor spending, marking a 1% increase over 2022. St. Tammany Parish proudly ranks third out of 64 parishes for the largest spending generated by visitors. Visitor spending in 2023

created 13,907 jobs and contributed \$426 million in employment earnings, highlighting the substantial economic impact of our tourism sector. Visitors brought in \$127 million in state and local tax revenues for St. Tammany Parish. Without these contributions from tourists, each household would pay \$1,345 more in taxes to maintain current services, significantly alleviating the financial burden on our residents.

According to Zartico (2023), 59% of travelers to St. Tammany Parish came from beyond a two-hour drive.

"We'll keep working closely with our elected officials and tourism partners to showcase our community as a top travel destination and highlight St. Tammany Parish as a vibrant place to live and work. By harnessing the power of travel, we're boosting our local economy and creating opportunities and jobs for everyone in our community."

On average, 20% of devices observed in key areas—such as restaurants, attractions, parks, and retail locations—belonged to visitors, underscoring their significant contribution to the local economy. Visitors from Visit The Northshore's top markets particularly enjoy outdoor activities, dining, and shopping, often exploring multiple communities during their stay. This increase in cross-visitation patterns across the parish highlights the interconnected nature of our community, where each dollar spent benefits various sectors.

June 2023 marked the launch of our exciting brand refresh, ushering in a new era for Visit The Northshore – Louisiana's Easy Escape. The first campaign data was captured in August 2023. Facebook's reach increased 43%, Instagram's reach increased 293%, new Giphy stickers were viewed 105,300 times and our brand video was viewed 127,000 times. We have not only delivered a successful rebrand, but something that the community can be proud of, too. Be on the lookout for more branded elements this year, including community murals, co-branded retail products and

complimentary swag items like car magnets and stickers. And don't forget to take a listen to our new destination podcast, *All The Waves*. Let's show our visitors why The Northshore is the place to be!

I couldn't be prouder of our board, staff, and industry partners for their incredible dedication and passion for The Northshore. Their hard work shines through in our many 2023 awards and achievements, giving us countless reasons to celebrate. Looking ahead, I'm filled with optimism for the future of tourism in St. Tammany. We'll keep working closely with our elected officials and tourism partners to showcase our community as a top travel destination and highlight St. Tammany Parish as a vibrant place to live and work. By harnessing the power of travel, we're boosting our local economy and creating opportunities and jobs for everyone in our community.

**President & CEO
Visit The Northshore**



Who We Are

The St. Tammany Parish Tourist and Convention Commission, operating as Visit The Northshore, is a public, quasi-governmental agency established in 1976. It is overseen by a seven-member board of directors appointed by the St. Tammany Parish Council and the Parish President.

Our Vision

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

Our Mission

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.

Visit The Northshore Team:

Donna O'Daniels, CDME
President & CEO

Katie Guasco, CDME
Chief Marketing Officer

Devan Richoux, CPA
Chief Financial Officer

Tanya Leader, CDME
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

Lacey Osborne - alternate

Community Involvement:

Chevron Community Fellows

Destinations International Public Relations Committee

Destinations International Social Inclusion Committee

Greater Madisonville Area Chamber of Commerce
Board

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

Krewe of Bogue Falaya Parade Board

Leadership Louisiana

Leadership Northshore Alumni Association

Leadership St. Tammany

Louisiana Association of Convention and
Visitor Bureaus

Louisiana Film and Entertainment Association

Louisiana Northshore Film Alliance

Louisiana Society of Association Executives Board

Louisiana Travel Association Board

Louisiana Travel Association Development Committee

Louisiana Travel Association Marketing Committee

Louisiana Travel Association Social
Inclusion Committee

Louisiana Tourism Leadership Academy

Madisonville Old Fashioned 4th of July

Merry Madisonville

Mid-South Women in Tourism Board

Queer Northshore

Rotary Club of Slidell

Society of American Travel Writers

Society of Governmental Meeting Planners Board

Southeast Tourism Society

Steel Mimosas

St. Tammany Chamber of Commerce

St. Tammany Economic Partners

St Tammany Parish Government Holiday of
Lights Committee

Team Louisiana Advisory Committee

The Harbor Center Board

Travel Unity





What We Do & How We Do It

As a valuable resource for potential visitors and residents, our promise is to deliver the good life, nourish the heart, season the soul, and bring communities together.

We are creating an easy and accessible escape for leisure travelers, business travelers, and local residents alike. Visit The Northshore delivers world-class culinary flavors, thriving downtowns, aspirational adventures, and plenty of outdoor recreation for one or many to enjoy. With a network of unified communities to explore and water always within reach, Visit The Northshore is committed to cultivating the vacation mindset.

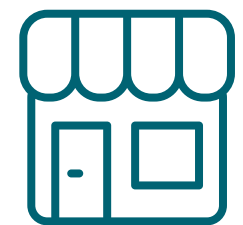
Our efforts include supporting the improvement and expansion of existing visitor experiences and developing new ones to attract more visitors and groups, which encourages longer stays in St. Tammany Parish. We provide leadership and conduct research throughout the parish to help business and community leaders identify opportunities and develop new visitor experiences that complement the ever-improving existing attractions. Visit The Northshore also regularly convenes travel industry businesses and community leaders to address issues affecting the St. Tammany Parish travel industry.

We deliver an extensive suite of services, including strategic media outreach, high-visibility features on our website and in our award-winning visitor guide, expert consulting for meetings and events, comprehensive group tour planning assistance, dynamic social media promotion, and much more. **All of our services are offered free of charge to tourism-related businesses and event producers** throughout St. Tammany Parish, fostering economic growth and prosperity in the region.



How We Are Funded

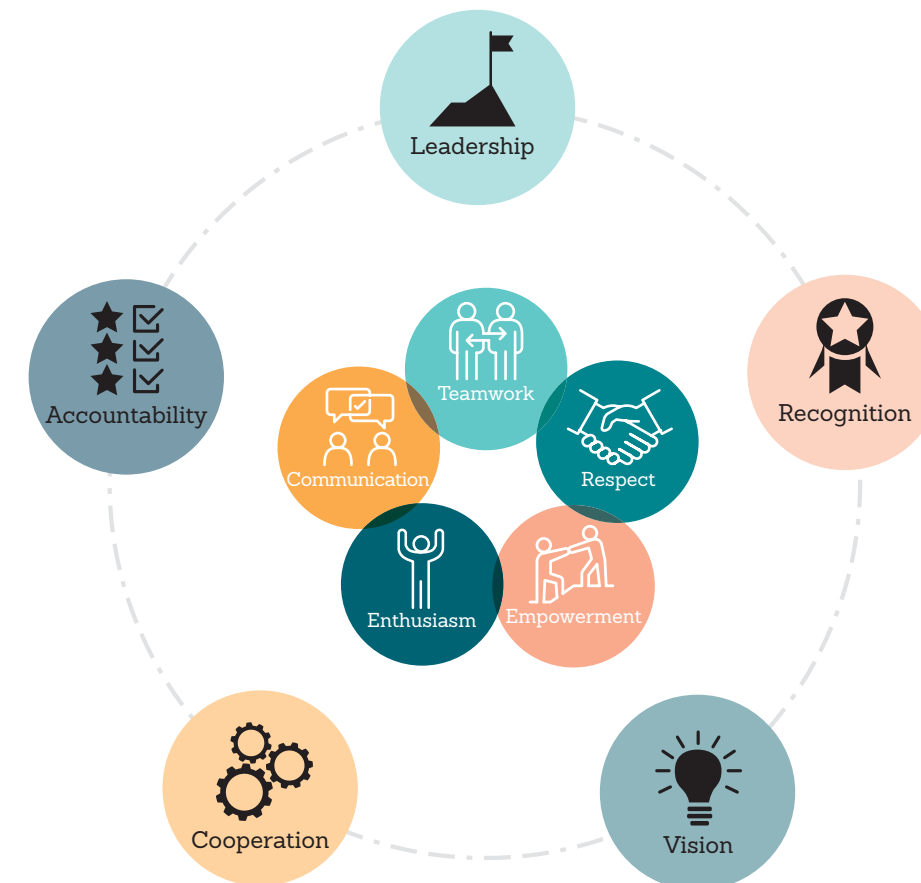
Visit The Northshore is entirely funded by a three percent hotel occupancy tax and receives 25% of the four percent state sales tax levied on lodging. Our organization does not receive any funding from resident taxes in St. Tammany Parish. We are firmly committed to transparency, ensuring that our funding sources, allocation of funds, 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.



Our Corporate Values

This diagram highlights both the external and internal values of Visit The Northshore, reflecting the organization's dedication to the community and to each other. Corporate values act as a compass, offering clear direction and influencing decision-making processes. These values help cultivate unity and purpose among employees, creating a shared understanding of the organization's principles and goals.

Why Tourism Matters

In 2023, St. Tammany Parish generated nearly \$1.3 billion in visitor spending, a 1% increase over 2022.



St. Tammany Parish ranks
3rd out of 64 parishes
for the **highest spending produced by visitors.**



13,907 jobs and \$426 million
in employment earnings were generated by visitor spending.



Visitors contributed
\$127 million
in state and local tax revenues for St. Tammany Parish



If it were not for the state and local taxes paid by tourists visiting St. Tammany Parish, each household would pay
\$1,345 MORE in taxes
to maintain current services.

(Source: Tourism Spending in Louisiana Parishes 2023, University of New Orleans Hospitality Research Center report for Louisiana Office of Tourism)



2023 AWARDS AND RECOGNITIONS

- All staff earned a Travel Unity Individual Certificate (TUIC)
- Earned Level One DEI Certification for Organizations from Certified by Travel Unity (CBTU)
- Katie Guasco received the Louisiana Travel Association Victor Profis Memorial Travel Media Award
- *The Northshore* received North American Travel Journalists Association 2023 Gold Award, Visitors' Guide
- Roberta Carrow Jackson and Katherine Domingue graduated from the Louisiana Tourism Leadership Academy
- Wooden Boat Festival named a 2023 Signature Event of the Southeast by Southeast Tourism Society
- Hospice Foundation of the South's Crawfish Cook-off named a 2023 Signature Event of the Southeast by Southeast Tourism Society
- Erica Glory graduated from Leadership St. Tammany
- Sarah Hill graduated from Leadership Northshore
- Covington ranked #1 Friendliest Town and Best Small Town in Louisiana in Southern Living's South's Best Awards
- The Candy Bank named a Best Candy Store in USA Today's 10Best Readers' Choice Awards
- 2023 ConventionSouth Readers' Choice Award
- Zondra White Jones featured in Small Market Meetings' "Spotlight on Meeting Leaders"
- Sarah Hill named a 2023 Forty Under 40 recipient by Northshore Media Group
- Katie Guasco named a 2023 Chevron Community Fellow





Our Strategic Plan & Research to Achieve Measurable Success

In 2021, Young Strategies, Inc. delivered a strategic plan to the Visit The Northshore board, detailing initiatives to pursue in collaboration with local tourism, business, and government leaders from 2021 to 2025. Visit The Northshore is making significant progress on each strategic initiative outlined in the plan. A comprehensive recap of measurable successes will be presented at the end 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 and certifications
- ✓ Unqualified annual audits
- ✓ Increased visitor spending
- ✓ Positive resident sentiment
- ✓ Staff retention
- ⌚ Growth in lodging room demand and ADR



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 and 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 conduct research throughout the Parish to help business and community leaders identify opportunities and develop new visitor experiences that complement and enhance the ever-improving existing offerings.

MEASURABLE SUCCESSES

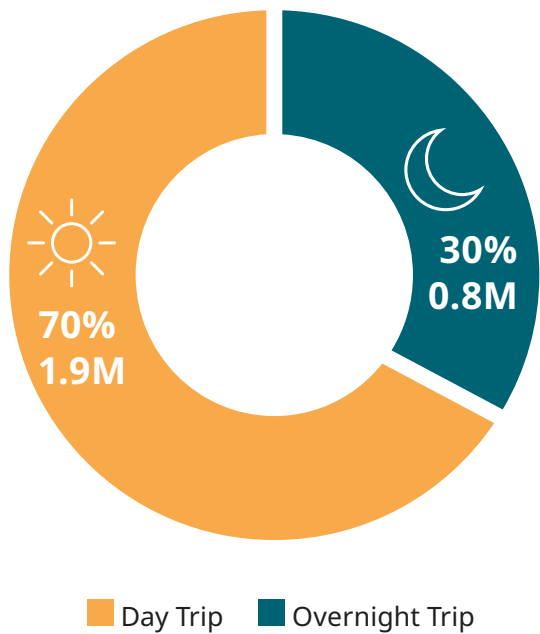
- ✓ New unique shopping
- ⌚ Meeting/event space with lodging attached
- ⌚ Sports facilities to drive slow demand periods
- ⌚ New/revitalized attractions driving longer lengths of stay
- ⌚ Expanded broadband/Wi-Fi access



**TRAVEL USA VISITOR VOLUME STUDY FOR 2023
BY COMPASS LONGWOODS INTERNATIONAL**

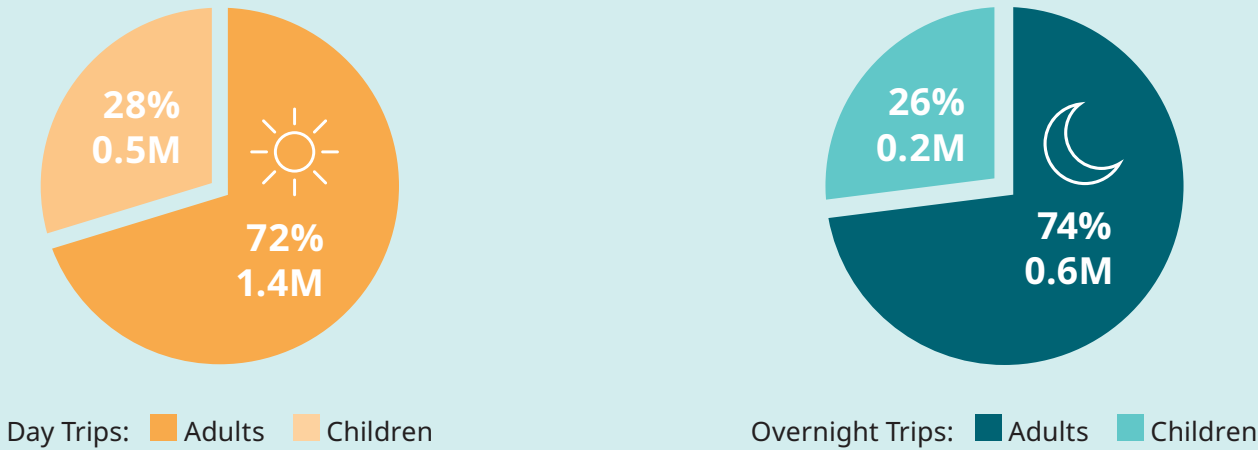
Visit The Northshore utilizes syndicated research to unlock valuable insights into the travel market in St. Tammany Parish. By tapping into this rich data, Visit The Northshore gains a deeper understanding of the diverse types of trips visitors embark on in the region.

**TOTAL SIZE OF ST. TAMMANY PARISH
2023 DOMESTIC TRAVEL MARKET**



**Nearly 3 million visitors came to
St. Tammany Parish in 2023**

**SIZE OF ST. TAMMANY PARISH TRAVEL MARKET IN 2023:
ADULTS VS. CHILDREN**

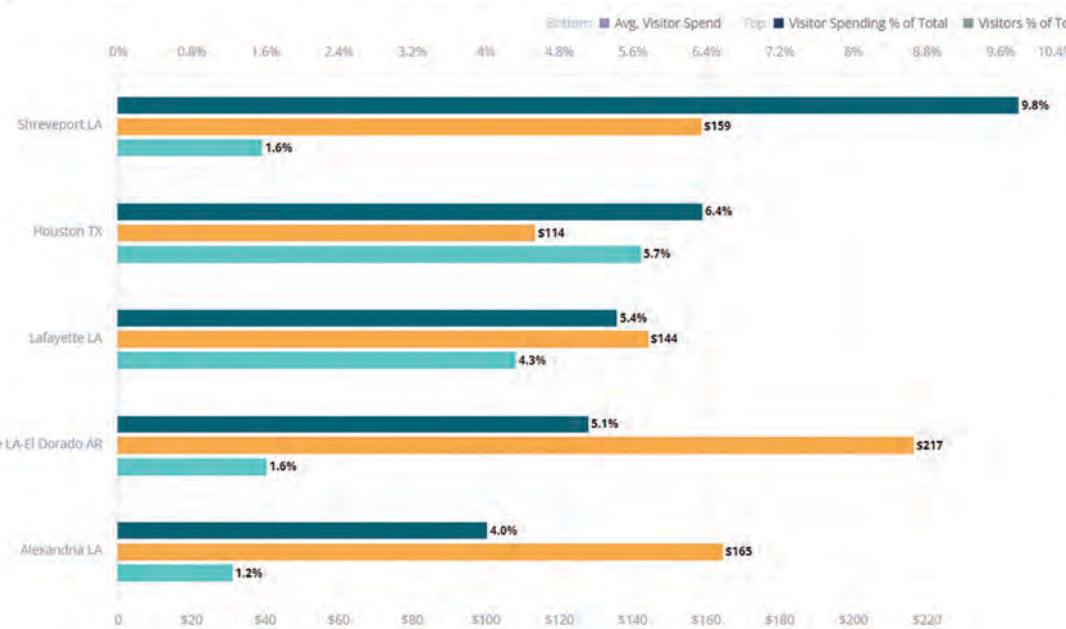


ST. TAMMANY PARISH VISITATION REPORT BY ZARTICO

Zartico provides Visit The Northshore with key insights into St. Tammany Parish visitors, visitor movement and visitor spending behaviors through geolocation and spend data. According to Zartico, a visitor is defined as someone who has:

- Traveled more than 50 miles from their home or workplace
- Stayed for more than two hours in a destination
- Visited at least one place of impact

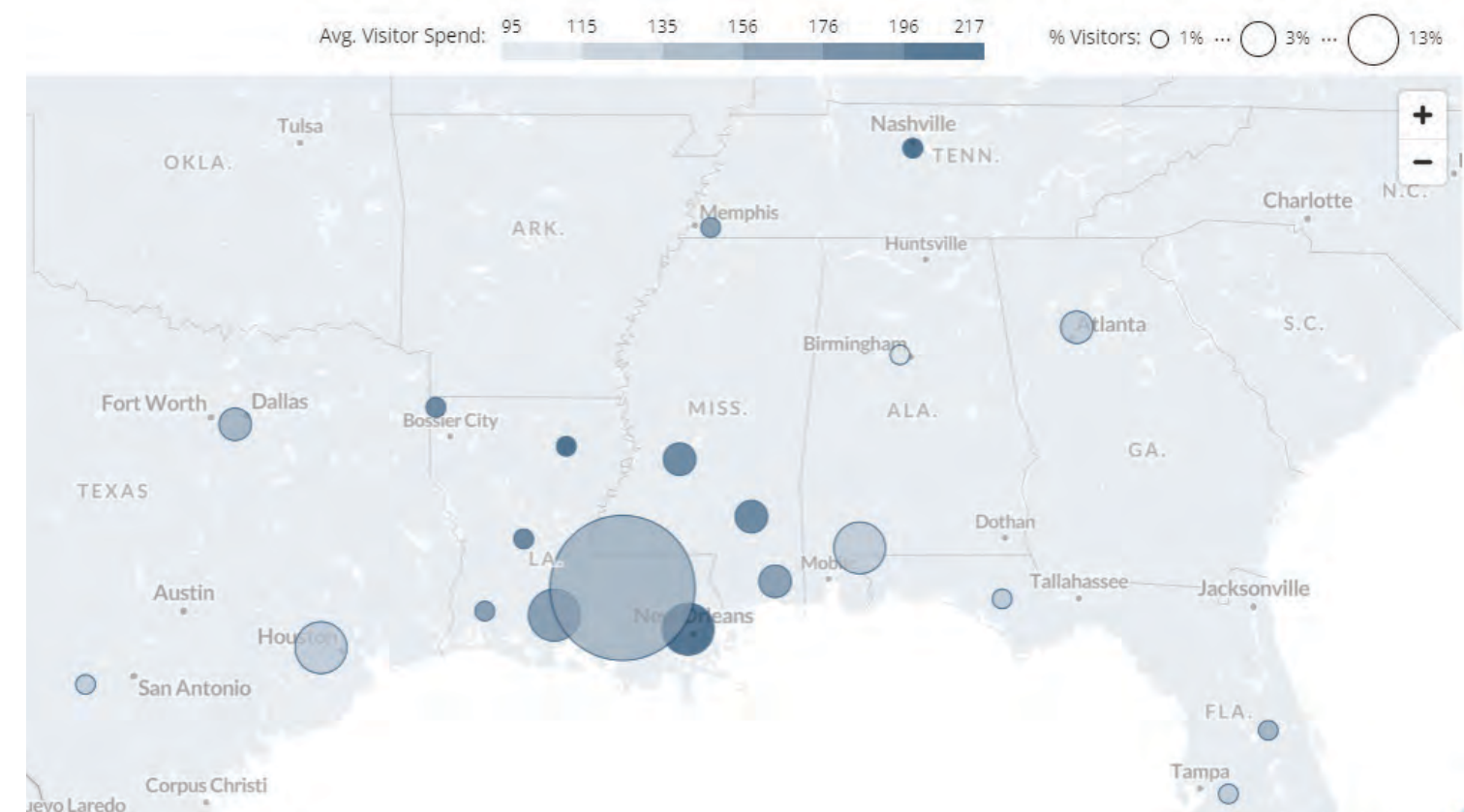
When analyzing visitor spending, Zartico defines a visitor transaction as one where the distance between the center of the cardholder's zip code and the center of the merchant's zip code is greater than 60 miles.



Zartico defines an overnight visitor as a device that is more than 50 miles from its home location and is observed in the destination for at least two consecutive days. **The average visitor spent \$320 on accommodations, making up 61% of their total spending**

ST. TAMMANY PARISH OVERNIGHT UNIQUE VISITATION ORIGIN MARKETS

In 2023, visitors accounted for 12.9% of total devices observed in St. Tammany Parish.



72.5% of those visitors were from outside the state of Louisiana

The majority of out-of-state visitors **7.5% traveled from the Mobile, AL – Pensacola, FL DMA.**

The top market for in-state visitation was **Baton Rouge, LA, which accounted for 13.2% of visitor total.**



2023 IMAGE STUDY BY LONGWOODS INTERNATIONAL

Visit The Northshore partnered with Longwoods International to conduct an Image Study and Halo Effect analysis. **This research evaluated consumer ratings of St. Tammany on various economic development attributes**, including its appeal as a place to live, work, start a business, attend college, buy a vacation home, and retire. The study compared those who had not seen our campaign or visited St. Tammany with those who had seen our tourism ads and/or visited St. Tammany. In every case, our tourism advertising significantly enhanced the image of the area in relation to these objectives.



42%

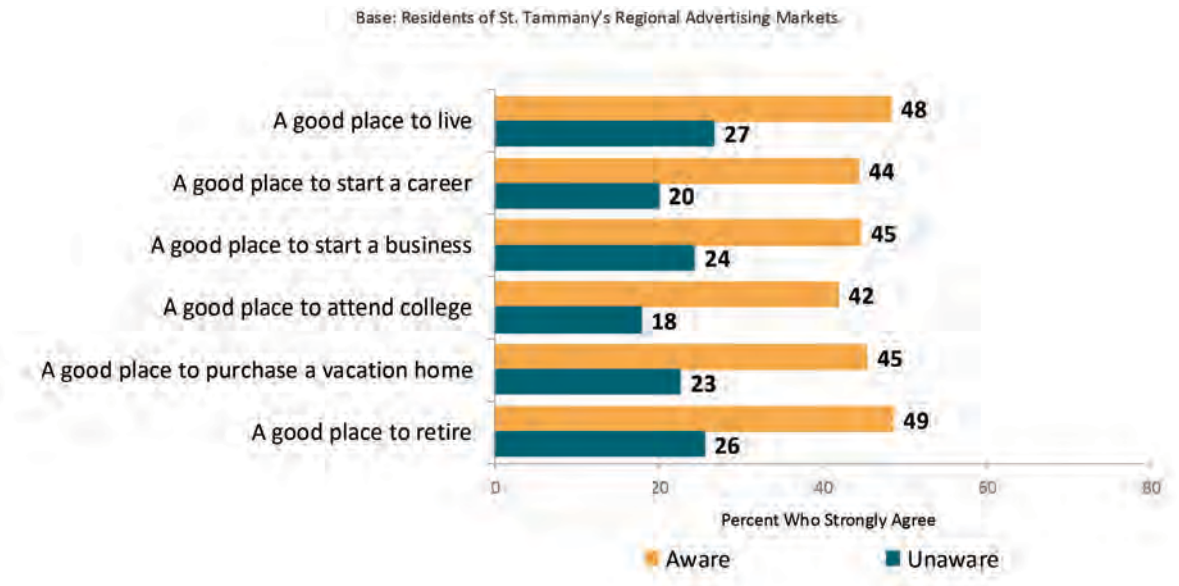
of residents in St. Tammany's regional markets strongly agree that St. Tammany is

"A place I'd really enjoy visiting."

ST. TAMMANY'S TOP IMAGE STRENGTHS ARE RELATED TO:

- Different cultures/ways of life
- Interesting/unique culinary scene
- Not too far away to consider for a vacation
- Great for exploring nature
- Interesting customs/traditions
- Offers a variety of dining options
- Good place to relax
- Great access to both city and outdoor activities

IMPACT OF AD AWARENESS PLUS VISITATION ON ST. TAMMANY'S ECONOMIC DEVELOPMENT IMAGE



In every case, St. Tammany's tourism advertising significantly improved the image of St. Tammany for a wide range of economic development objectives.

Longwoods International reported that St. Tammany's top image strengths included nature exploration, a unique culinary scene, accessible water recreation, relaxation, safety, and easy travel. This research played a crucial role in shaping our brand campaign and enhancing how we present our community.

46%

of travelers in St. Tammany's regional advertising markets recalled seeing at least one St. Tammany ad.

Residents of St. Tammany's regional leisure advertising markets remembered at least one digital ad, followed by print ads.

3:10

residents of regional leisure markets intend to visit St. Tammany Parish within the next 12 months.

Telling the Story of Our Destination: Marketing & Communications

The Marketing & Communications team delivers impactful campaigns crafted for leisure travelers, business visitors, locals, and the film industry. The team thrives on research-driven strategies to deliver innovative branding, compelling content marketing, and high-quality collateral. They produce the area's award-winning visitor guide, manage VisitTheNorthshore.com, and host lively social media channels, ensuring a consistent and captivating presence.

In 2023, the team embarked on a brand refresh managed by Rhyme & Reason Design. In addition to the brand refresh, key priorities for the team were to increase earned media coverage with revived press materials, elevating the social presence on Instagram and TikTok and launching a new podcast. The addition of an internal content plan provided campaign connectivity, brand awareness, and accountability on all platforms.

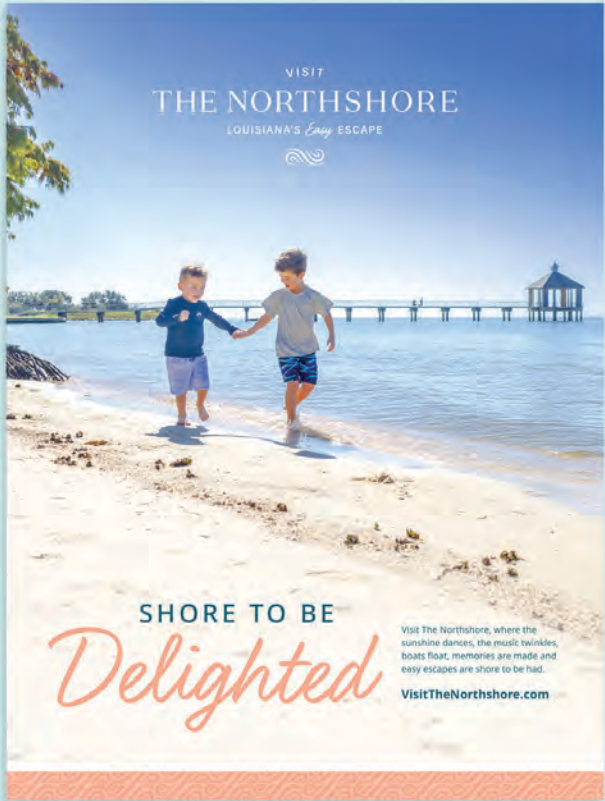


Rebranding to Visit The Northshore



How it Started

The rebrand process began in July 2022 with the initial research and immersion phase. This phase included six in-person focus groups with community leaders, elected officials, board members, staff, attractions, hotels, restaurants, and business owners. The Northshore team held one-on-one interviews, covered miles in fam tours, conducted numerous surveys, and diligently reviewed all the findings. They concluded that the community wanted a new logo, sought the right words to describe their beloved enclave and eagerly anticipated a brand experience that captured the vibrant lifestyle of The Northshore. Next, the development of logos, tagline, messaging system, web styling, and advertising campaign materials began.



Print



Digital

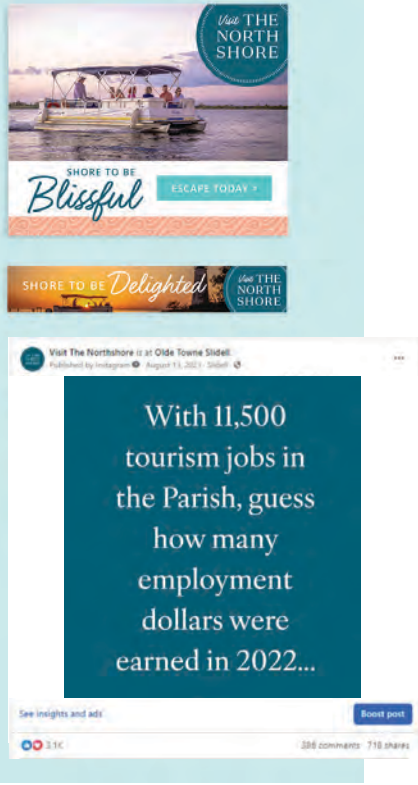


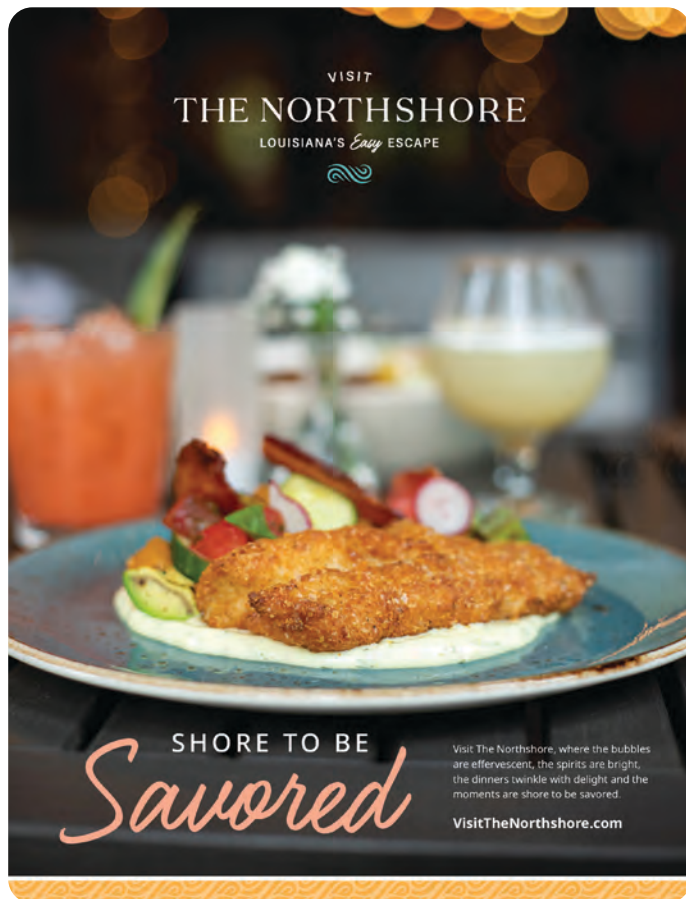
Who We are Now

Visit The Northshore is creating an easy and accessible escape for leisure travelers, business travelers and local residents alike. It delivers world-class culinary flavors, thriving downtowns, aspirational adventures, and plenty of outdoor recreation for one or many to enjoy. With a network of unified communities to explore and water always within reach, Visit The Northshore is committed to cultivating the vacation mindset.

How it Went

On June 15, 2023, Visit The Northshore launched the rebrand to "wave" reviews. From day one, the community was actively involved to ensure an accurate representation of St. Tammany. The team executed a 40-location video and photoshoot throughout the parish, capturing all the ways a visitor can nourish their soul from Slidell to Mandeville and every vacation destination in between. Visit The Northshore's policy/action committees – which focus on industry relations, community relations, social inclusion, and advocacy – adopted a strategy to increase the diversity of their assets and to foster relationships with business owners and residents within their communities. The photo and video assets highlight locally-owned restaurants, mom-and-pop shops, boutique adventure businesses, one-of-a-kind stays, ADA amenities, and a diverse range of faces that accurately reflect The Northshore communities and their target markets. From these assets, the "Shore To Be" marketing campaign was developed.





Shore To Be Unique and Innovative

Through the brand tagline and messaging system process, the team established their tone, voice and what it means to be Visit The Northshore, which included a new marketing campaign. The campaign theme, "Shore To Be", was developed from the tagline, "Louisiana's Easy Escape", helping to solidify how The Northshore nourishes the soul and sweetens the moments. By blending the concept of an easy escape with the brand promise and purpose, a delightful guarantee emerged: a promise that leisure travelers, business travelers, and residents alike are "shore to be" happy with The Northshore as their destination of choice. The message embodies everything that is loved about The Northshore – the access to water, the culinary delights, the artful moments, the vibrant communities, and the good life.



Shore To Be Impactful and Exceed KPIs

From traditional full-page ads and out-of-home billboards to Giphy stickers, animated social stories, and videos, audiences easily found and interacted with the brand and campaign. The first campaign data was captured in August 2023. Facebook's reach increased 43%, Instagram's reach increased 293%, Giphy stickers were viewed 105,300 times, and brand videos were viewed 127,000 times. These numbers exceeded expectations, especially considering the changes to Visit The Northshore's social media handles and meta data. They saw a significant increase in earned media metrics with unique visitors per month reaching 23.51 million (up from 6.34 million in June 2023), along with a 277.94% increase in audience requested visitor guides. Within the first six months of the campaign, restaurants saw an uptick in diners, and leads and service requests increased across the board for SMERF, corporate/association, sports, and tour and travel sectors. According to Zartico data, The Northshore saw a 6% year-over-year increase in visitation from target market visitation from the start of the campaign to December 31, 2023. Website sessions from these markets also increased 3% year-over-year. Spending by target markets at accommodations, restaurants, and retail exceeded overall visitor spending in these key categories.

Shore To Be Community-Minded

After the launch, Visit The Northshore initiated a retail program allowing select retailers to create a branded item, sourced and sold solely through the partner's store. Abita Roasting Co. was the first to participate and produced "Easy Escape" coffee. Visit The Northshore also worked with community leaders and business partners to begin a series of murals to drive the interactive experience in five of their communities. The initial design and work on the Slidell mural began in 2023. In addition, Visit The Northshore has launched *All The Waves*, a destination podcast that furthers our brand promise – to deliver the good life, nourish the heart, season the soul, and bring communities together. We've incorporated a lively conversational format to connect listeners with the vibrant stories from the individuals who make this region an irresistible destination.





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.



AARP: Kimberley Lovato included the Tammany Trace in her roundup of four great wellness getaways.

4 Destinations That Can Help You Relax and Recharge (aarp.org)

Reach: 14,139,558 UVM



Beacon Senior News: Victor Block included The Northshore as an unexpected destination with beautiful fall colors.

11 unexpected destinations with the most beautiful fall colors

Reach: 1,309 UVM / 14,000 print circulation



Fifty Grande: Matt Meltzer included Slidell in his roundup of the coolest small city in each state.

Coolest Small City in Every State

Reach: 59,740 UVM



Group Travel Leader: Jill Gleeson included The Southern Hotel and Palmettos on the Bayou in her Louisiana feature for the March issue.

Reach: 3,027 UVM / 30,007 print circulation



Louisiana Life: Cheré Coen included St. Tammany in her Mardi Gras piece.

Mardi Gras Sampler

Reach: 44,998 UVM



Smithsonian: Laura Kiniry, who visited on a press trip, wrote about her experience riding in the Krewe of Dionysus.

The Best Mardi Gras Parades Beyond New Orleans

Reach: 6,925,505 UVM



Southern Living: Covington's mention on the Best Small Towns list comes from Visit The Northshore's work with writer Kelsey Ogletree.

The 50 Best Small Towns In The South 2023

Reach: 10,151,374 UVM / 2,815,750 print circulation

Southern Living: Liz's Where Y'at Diner, submitted by Visit The Northshore, and was selected as Louisiana's entry in a story by Julia Rutland, which appeared in the March issue.

Reach: 2,815,750 print circulation



Style Blueprint: Zoe Yarborough included St. Tammany in her roundup of some of the best places to visit in Louisiana.

Hidden Gems: 12 Louisiana Attractions You Should Know About

Reach: 234,960 UVM



USA Today 10Best: Cele and Lynn Seldon included The Book and The Bean in a roundup of some of the best bookstores in the South.

On their book tour they shared their top 10 favorite independent bookstores in the South.

Reach: 1,282,523 UVM

Wealth of Geeks: Amy Alber's feature from her visit to St. Tammany. Reconnect on a Couple's Getaway to the Louisiana Northshore

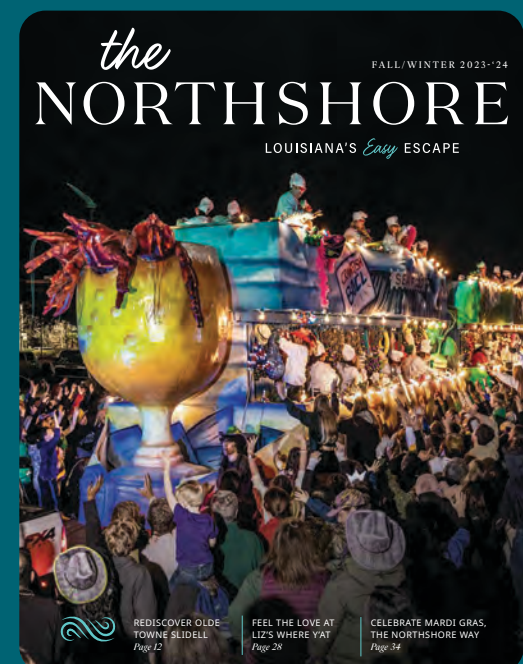
Reach: 1,536,900 UVM



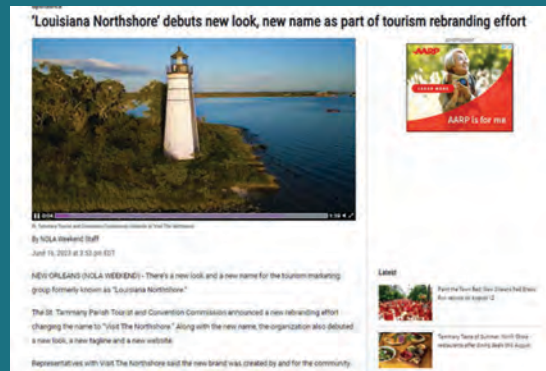
THE NORTHSHORE VISITOR GUIDE

Visit The Northshore printed a total of **117,000 visitor guides**. The 48-page inspiration piece is printed bi-annually and distributed to attractions, hotels, restaurants, visitor centers, and potential travelers who inquire about The Northshore.

The newly redesigned guide (Issue 12) received a **highly coveted Award of Distinction at the 30th Communicator Awards** for Print Content in Travel & Transportation.



2023 Earned Media Achievements



Media outreach includes pitching of story ideas, writing press releases, and hosting fully escorted press trips or familiarization (fam) tours. The Visit The Northshore PR team successfully hosted six media tours in 2023.

Major 2023 PR campaigns included the Visit The Northshore rebrand, Tammany Taste of Summer, and participation in the 135th Rose Parade in Pasadena, CA.

413
ARTICLES

914.64m
UVM

181.18k
JOURNALIST REACH

ROSE PARADE PR INITIATIVE

12,770,246
ESTIMATED AUDIENCE

\$1,239,716
ESTIMATED PUBLICITY VALUE



2023 Social Media

BRAND STICKER LAUNCH

We launched new Visit The Northshore brand stickers for use on Instagram stories, which garnered 451.2K GIF and Sticker Views.



SHORT FORM VIDEO

In 2023, Visit The Northshore continued to shift its marketing strategy, placing more emphasis on short-form video content, recognizing its powerful impact on modern travelers. Platforms like Instagram Reels and TikTok have proven highly effective in capturing attention and inspiring wanderlust. Our short-form videos have garnered hundreds of thousands of views, resulting in an increase in engagement and a notable rise in destination inquiries. This approach has successfully motivated travelers to explore the unique experiences and attractions that St. Tammany has to offer. This approach has also increased local awareness and strengthened relationships with our featured hospitality partners, who see the direct benefits of our producing free short form videos for their businesses.

“From the bottom of my heart, thank you for your kindness, support, generosity and beauty. Your work is wonderful and that comes from the beautiful souls on your team. I can’t tell you how appreciative all of us at Sucre are for what you are doing for us. A guest came in tonight because she saw your gorgeous reel and I was telling her how amazing y’all were. She said she has lived here her whole life and through y’all she has discovered more about the Northshore than she ever knew existed. Keep doing what y’all are doing..you are making a difference and helping all of us. Thank you”

Abney Harper, owner
Sucre Covington



WEBSITE STATISTICS:

(Source: Google Analytics)

899,969

Sessions

659,027

New Users

1,727,904

Views

0.85

Sessions Per User

571,608

Engaged Sessions

1:07

Average Session Duration

12,068

Advertising Leads Generated

50s

Avg Engagement Time

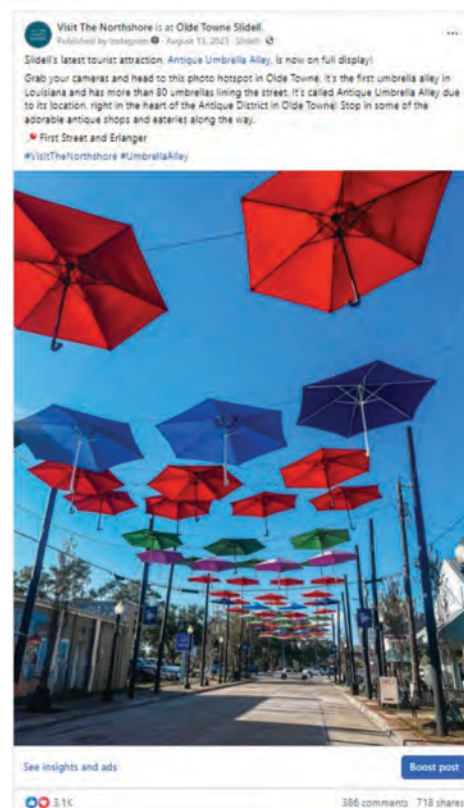
INFLUENCER MARKETING AND CONTENT CREATORS

This year, we strategically pivoted toward collaborating with influencers and content creators, hosting more of these individuals than traditional travel writers. By leveraging their authentic and engaging storytelling, and utilizing influencers from our opportunity travel markets, we have reached broader and more diverse audiences. Influencer partnerships have driven an increase in social media engagement and visitation. This approach aligns with current trends, as travelers increasingly rely on trusted voices and visually compelling content when making their travel decisions.

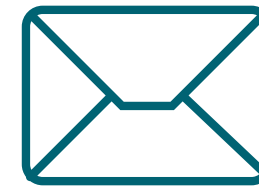
FACEBOOK



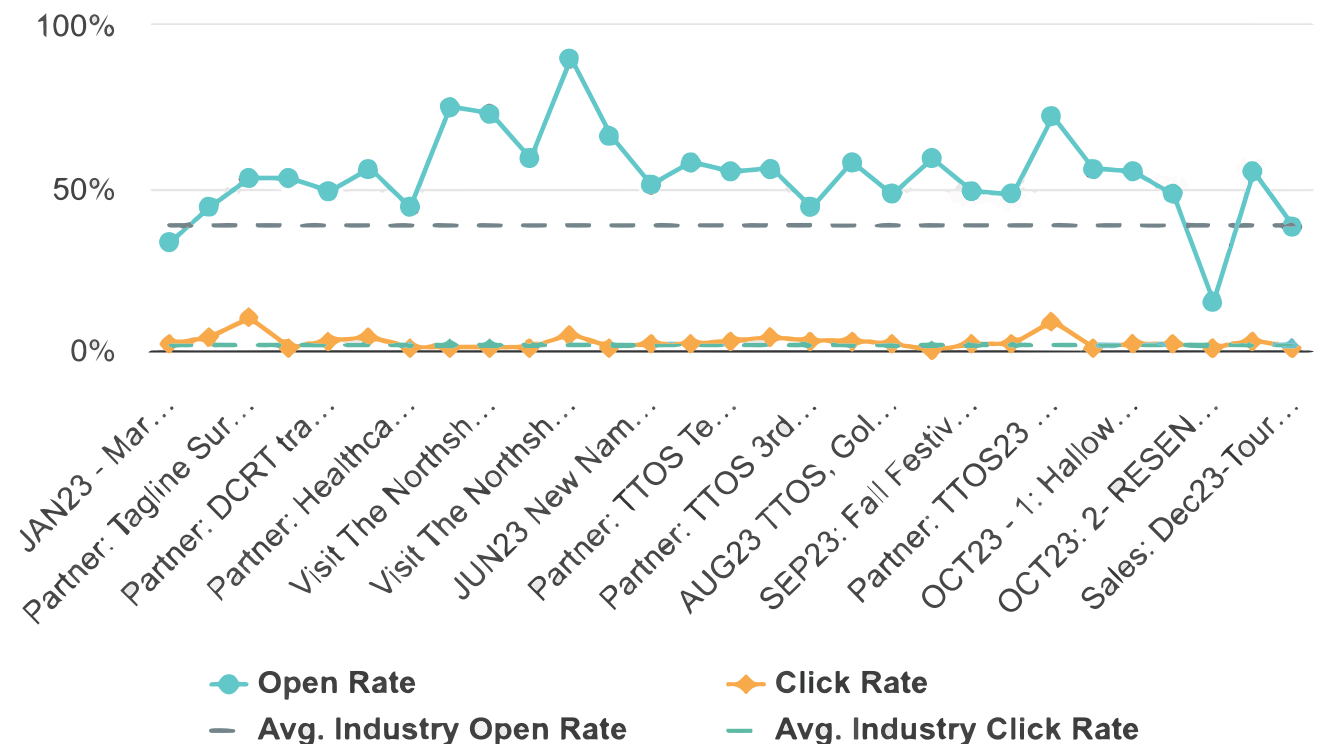
INSTAGRAM



Most successful post (by far) was the Antique Umbrella Alley announcement.



Email Communications

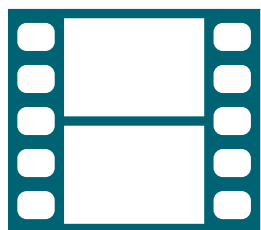


Partner email avg open rate:
58% (17% above industry average)

Partner avg CTR:
2.89% (0.89% above industry average of 2%)

Consumer avg open rate:
48% (7% above ind. avg of 41%)

Consumer avg CTR:
6% (4% above ind. avg of 2%)



Film Commission

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 2023, Visit The Northshore assisted 19 productions during their active scouting, prep, shoot, and wrap time in St. Tammany, a 42% decrease over the previous year, a result of strikes by WGA and SAG/AFTRA. However, these productions spent an average of \$15,611,000 in St. Tammany Parish, a 3,066% increase over 2022. The productions employed 745 cast and crew and had a minimum of 124 room nights at St. Tammany accommodations.



Visit The Northshore participated in several film industry advocacy events throughout the year. In January, staff attended "The Art of Film: Louisiana Film Industry Expo", for which we were the title sponsor, and presented the film location management platform Reel-Scout, with instructions for how to add resident properties for use by the film industry. In March, we assisted the Louisiana Office of Tourism with their production, "Amplify: Louisiana" in a segment about the Dew Drop Jazz Hall hosted by Sean Ardoin, who interviewed and performed with the Gregg Stafford Quartet.

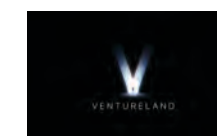
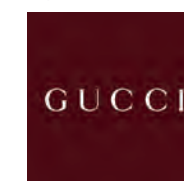


In May, staff participated in the Louisiana Film and Entertainment Association's Film Day at the Capital in Baton Rouge, a showcase by film companies and CVBs from around the state for legislators detailing the economic impact of the film industry. LFEA was instrumental in securing the extension of tax credits for film productions from 2025 to 2032. In July, staff attended an introduction to the forthcoming Abita Springs International Film Festival at Abita Springs Town Hall, and in August, served on a panel at the Louisiana Northshore Film Alliance meet-up in Mandeville alongside Lt. Governor Billy Nungesser, who detailed the economic impact of the film industry across the state.



2023 PRODUCTIONS:

- Blumhouse feature *"Bad Cupcake"*
- Gucci commercial at the Otis House in Fairview-Riverside State Park
- Still photography shoot by Coors Light
- Independent feature *"All the Time in our World"*
- Short film *"The Kado Pitch"*
- Document Disney research swamp tour for *"Tiana's Bayou Adventure"* attraction
- NBC Universal documentary *"Rebel Nun"*
- BYU-TV reality TV series *"The Fixers"*
- Independent short film *"The Citizen: Snuff/Deathstream"*
- National Geographic docuseries *"Shark Beach"* (Season 2)
- Ventureland Studios documentary *"Kerouac"*
- Love Nature Network docuseries *"My Best Friend's an Animal"*
- A&E docuseries *"Cold Case Files"*
- Netflix untitled US Marines project
- Convergence Entertainment feature *"Armored"*
- Bright Road Productions for Kabel 1 (Germany) and Puls 4 (Austria) reality TV series *"Road Trip Amerika"* (Season 2)
- AARP educational video *"AARP Back to Work 50+: Tamara Burchette"*
- Oxygen Network docuseries *"Sins of the South"*
- Rockhouse Motion commercial for Thor Industries
- Louisiana Office of Tourism commercial
- Louisiana Office of Tourism docuseries *"Amplify: Louisiana"*
- Diamondback Creative music video for *"Hurricane"* by The Castellows
- Object & Animal music video for *"That's You"* by Lucky Daye





Groups, Meetings & International Tourism: Sales Department

The Sales team 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 2023, key sales initiatives included partnering with destinations to create joint hosting opportunities for corporate, domestic, and international (FIT & Group) markets. Additionally, we partnered with state organizations such as the Louisiana Office of Tourism, Louisiana Travel Association and Team Louisiana, and nurtured the SMERF, Tour & Travel, Sports, and Corporate markets through meetings, sponsorships, incentive programs, and national memberships. The team also worked directly with the Marketing team to create opportunities for direct booking campaigns through Expedia.



2023 SALES RESULTS

- 152 leads sent to industry partners
- 32 international inquiries fulfilled
- Hosted 41 potential clients through familiarization tours & site inspections
- 204 direct sales appointments
- Hosted 24 sales calls to associations, meeting planners and tour and travel companies in Baton Rouge and Houston
- 635 room nights booked through Expedia direct booking campaign
- Provided sponsorships for Rendezvous South Convention, Society of Governmental Meeting Planners, Louisiana Chapter and Louisiana Society of Account Executives
- Attended three bridal market expos
- Hosted the annual Hospitality Familiarization Tour for hotel partners
- Hosted Tourism Update Luncheon with hotel partners
- Launched Sales newsletter to key market contacts
- Attended Northshore Lodging Association meetings to share opportunities with partners, learn about individual brand standards, and strengthen relationships
- Updated Sales Department promotional video and market profile sheets

IN 2023, VISIT THE NORTHSORE WELCOMED SEVERAL GROUPS INCLUDING:

- Women's All Pro Tour Northshore Championship
- Northshore Half Marathon
- Greater New Orleans Militaria Show
- Deep South Equipment Dealers
- Louisiana Tire & Automotive Services Association

Thank you for your invaluable assistance in planning the networking and educational event for the Society of Government Meeting Professionals Louisiana Chapter held on the Northshore. Your support of the Chapter is greatly appreciated.

The success of these events was significantly enhanced by the support from Visit The Northshore. Attendees valued the information you provided about how Visit The Northshore can assist planners seeking meeting room space in the area. We also appreciate the door prizes you contributed. It was a pleasure collaborating with you.

I appreciate your support!

Sharon Delvisco, DSW, LMSW, CGMP, GMS
President, SGMP LA Chapter

"Having hosted hundreds of professional golf tournaments and worked with just as many CVBs and tourism groups, Visit The Northshore ranks near the top regarding assistance, customer service, and friendliness. We are delighted to return to the Northshore area each year and work alongside the team."

Gary DeSerrano, Managing Partner
K&G Sports, LLC

EDUCATION, LEADERSHIP & ACCOLADES

The Sales Department continued to expand its tourism knowledge by attending the Louisiana Travel Association's CEO/Senior Leadership Forum. In 2023, the team held leadership positions including: President of the Mid-South Women in Tourism, Greater New Orleans chapter; a member of the Team Louisiana Advisory Committee; a role with the Society of Governmental Meeting Planners National; and a position on the Louisiana Society of Account Executives Board of Directors.

Senior Sales Manager Zondra White Jones sits on the Destination International Social Inclusion Committee and LSAE Membership and Annual Convention Planning Committee, and co-chairs the SGMP National Joint Leadership Meeting.

Vice President of Sales & Services Tanya Leader completed her Essentials of Student Travel course series, and began courses to become a Certified Destination Management Executive.

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

- American Bus Association
- LSAE Annual Convention
- Military Reunion Network Summit
- Rendezvous South Conference
- SGMP Annual National Convention
- Sports ETA
- STS Domestic Showcase
- National Tour Association
- Spotlight USA on the Southeast
- Mid-South Women in Tourism

Virtual Meetings & Conferences

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

INTERNATIONAL SALES SUCCESSES IN 2023

- Visit The Northshore, Tourism Tactics by Tico, and Visit Baton Rouge hosted sales calls to 10 vital Florida-based receptive companies post-pandemic to promote our joint “Not Your Typical 10” itinerary.
- Continued to network with receptive tour operators based in the United States through emails, in-person visits and promotional marketing materials.
- "Collaborated with the Louisiana Office of Tourism UK office and Visit Baton Rouge to host a successful 5th annual UK reception at IPW, with 94 clients in attendance, coordinated by Tourism Tactics by Tico.
- Participated in the Louisiana Office of Tourism booth at IPW, the largest international tourism tradeshow in the USA, meeting with 40 international tour and travel companies. IPW will be held in New Orleans in 2027.
- Hosted several Louisiana Office of Tourism international representatives on a familiarization tour before the Louisiana Tourism Summit.
- Hosted a tour and travel company representative from Belgium specializing in tailor-made travel.
- Hosted sales calls and site inspections for receptive operators expanding their Northshore product.
- Partnered with Visit Baton Rouge to host an appointment booth at Travel South International.
- Worked with the Louisiana Office of Tourism to host several tour operators from Canada and Germany on familiarization tours.
- Participated in a Louisiana destination webinar hosted by TravelMole Media for the UK travel trade audience.



"FRESHJUNKIE Racing works with destination marketing organizations across the Southeast, and Visit The Northshore has created a true partnership with our organization. They truly understand our event and how we can work together to showcase all that the Northshore has to offer to our runners and keep them coming back every year."

Eric Engemann, Sales Director
FRESHJUNKIE Racing



Welcoming with Hospitality: Visitor Services Department

Visit The Northshore welcomed 1,228 visitors and locals into the Visitor Center at Hwy. 59 in 2023. 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 **49,000 complimentary promotional items and Visitor Guides** to incoming conferences, meetings, reunions, weddings, and sporting event participants, **totaling over \$40,000** in merchandise promoting the Northshore.

VISIT
THE NORTSHORE
LOUISIANA'S *Easy* ESCAPE



#VisitTheNorthshore #TammanyTaste



VISIT THE NORTSHORE

68099 Highway 59, Mandeville, LA 70471
800.634.9443 | VisitTheNorthshore.com