



**20
19**

St. Tammany Parish Tourist & Convention Commission

ANNUAL REPORT



**THE ST. TAMMANY PARISH
TOURIST & CONVENTION
COMMISSION STAFF**

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VP Communications, Marketing & PR

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Marlaine Peachey, Vice Chair
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Patti Elish
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Tourism builds **COMMUNITY**

The St. Tammany Parish Tourist and Convention Commission is a public, quasi-governmental agency. Created in 1976 by an act of the Louisiana Legislature, the commission is governed by a seven-member board of directors appointed by the St. Tammany Parish Council. In other destinations, our organization may be called a Destination Marketing Organization (DMO) or Convention and Visitors Bureau (CVB).

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.



WHAT WE DO

We work with local hotels, restaurants, attractions, and other businesses frequented by tourists to promote our community as a dynamic and attractive travel destination. **Through the impact of travel, we strengthen the economic position of our parish and provide opportunity and jobs for people in our community.**



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.**



HOW WE BENEFIT THE COMMUNITY

The St. Tammany Parish Tourist Commission works to promote the Northshore's festivals, culture, cuisine, and quality of life to encourage people to visit our destination. These visitors generate tax revenue that saves residents more than \$1,100 in annual state and local taxes. **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

2019 Best Marketing Award for the Tammany Taste Campaign: Southeast Tourism Society: Tourism offices and Destination Marketing Organization (DMOs) across a 12-state region compete for this prestigious "Shining Example" award. Campaigns are judged on research, creativity, demographic targets and strategy, and measurements of success.

2019 Outstanding Tourism Commission of the Year: Louisiana Travel Association: Destinations representing parishes from around the State of Louisiana compete for consideration by an out-of-state panel of judges. Louisiana Northshore was recognized for outstanding efforts in promoting tourism in St. Tammany through marketing and promotions, as evidenced by a ROI with an increase in visitation, as well as efforts to partner with other organizations.



THERE ARE **10,030** MEMBERS OF THE ST. TAMMANY COMMUNITY WHOSE JOBS WERE SUPPORTED BY VISITOR REVENUE IN 2019.



2019: Tourism's Economic Impact for **LOUISIANA & ST. TAMMANY PARISH**



WHY TOURISM MATTERS:

Under the direction of Lt. Governor Billy Nungesser, visitation to the state of Louisiana increased by 3.8% in 2019, and the travel and tourism industry welcomed **53.2 million** domestic & international visitors to the state of Louisiana.



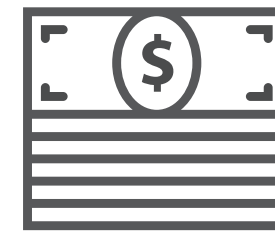
Visitors to Louisiana spent **\$18.9 billion** in 2019. The travel and tourism industry generated \$1.92 billion in state and local tax revenue, **representing a 2.1% increase year over year.**



The travel and tourism industry is the **4th highest employer in the state of Louisiana**, providing work for **242,200 people** employed by the **leisure & hospitality industry.**



If it were not for the state and local taxes paid by tourists visiting St. Tammany, each St. Tammany family would pay an additional **\$1,100 per year in taxes** to maintain current services.



In 2019, tourists spent **\$771,420,000** in St. Tammany Parish which directly resulted in **\$276,750,000 earned by residents in our community.**

43:1

According to the state statistics, **tourism advertising returns add up to \$43 earned for every \$1 invested.**

The St. Tammany Parish Tourist and Convention Commission's strategic marketing plans are data driven and optimized for the best results. **The Tourist Commission engages experts in the field of tourism research to study our destination and incorporates key findings into a plan of action to reach potential visitors.**

Longwoods International began tracking American travelers in 1985, and **has conducted large-scale syndicated visitor research quarterly since 1990.**

UberMedia is a mobile tech company that gets geolocation data from 2 sources: 150k apps that require location permission, and ads served on mobile devices from their real time bidding exchange. **They are currently collecting location data from over 300 million mobile devices in North America monthly.** The data is 100% GPS based and never uses cellphone towers. This means locations are accurate within 3 meters.



Knowing Our Visitors Through **VISITATION STUDIES**

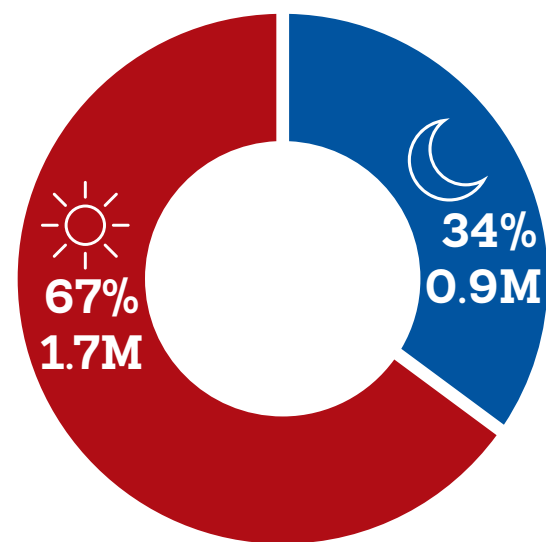
TRAVEL USA VISITOR VOLUME STUDY FOR 2019 BY COMPASS LONGWOODS INTERNATIONAL

This is currently the largest ongoing study conducted of American travelers, providing key insight for destinations.

WE HAD
2.63 MILLION VISITORS
IN 2019

IT'S AS IF **EVERY MAN, WOMAN AND CHILD** IN THE CITY OF **CHICAGO** CAME TO ST. TAMMANY PARISH IN 2019 AND **SPENT \$293.15 EACH.**

TOTAL SIZE OF ST. TAMMANY PARISH
2019 DOMESTIC TRAVEL MARKET

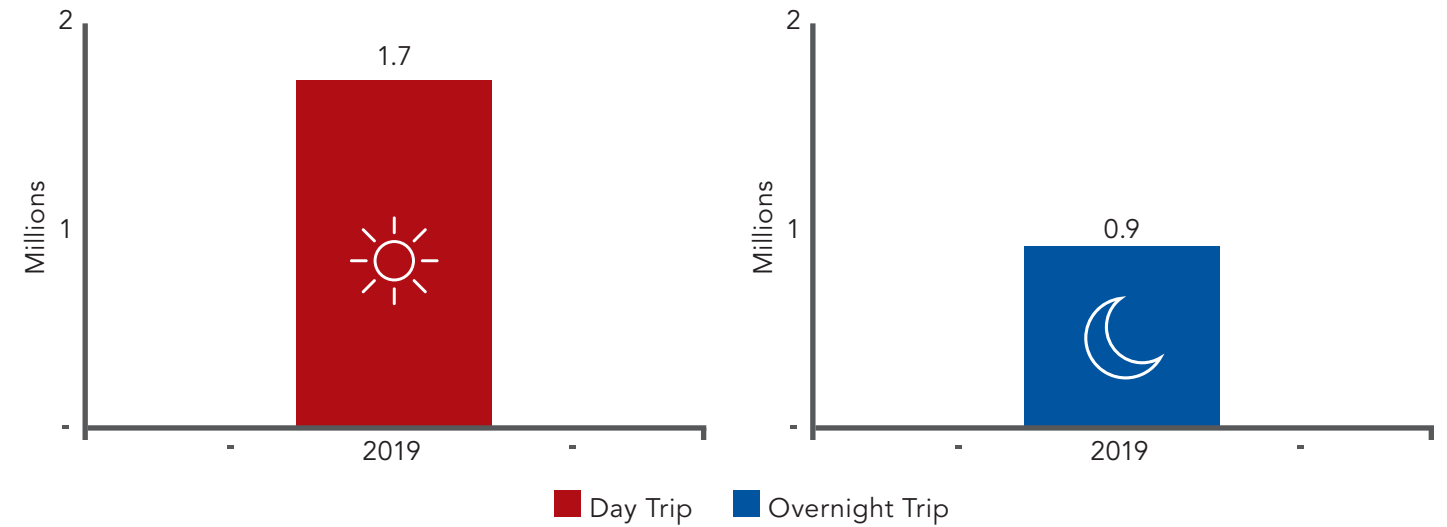


Day Trip Overnight Trip

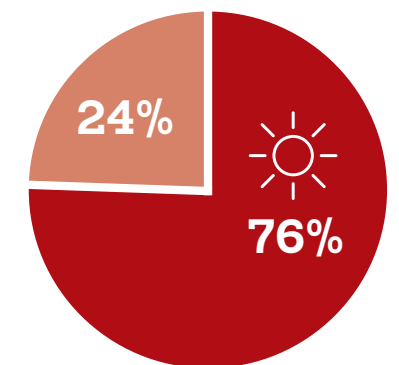
2.63 MILLION VISITORS CAME TO
ST. TAMMANY PARISH IN 2019

Or, roughly the population of the city of Chicago.

TOTAL NUMBER OF DAY VS. NIGHT TRIPS TO ST. TAMMANY PARISH IN 2019

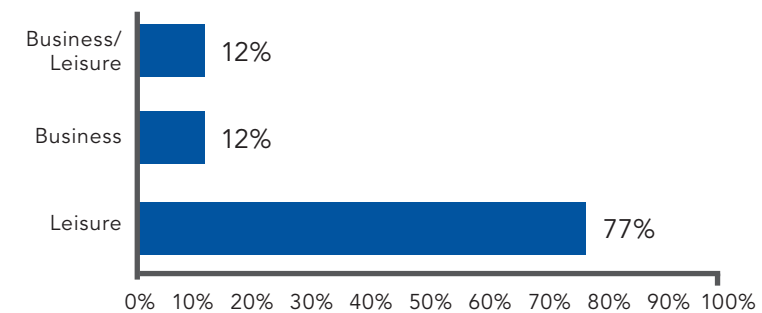
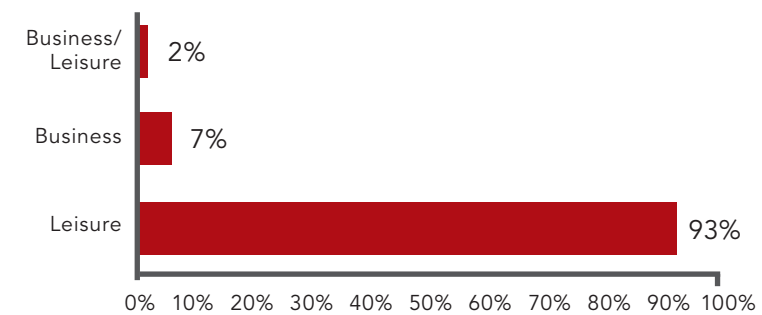


SIZE OF ST. TAMMANY PARISH
TRAVEL MARKET
ADULTS VS. CHILDREN

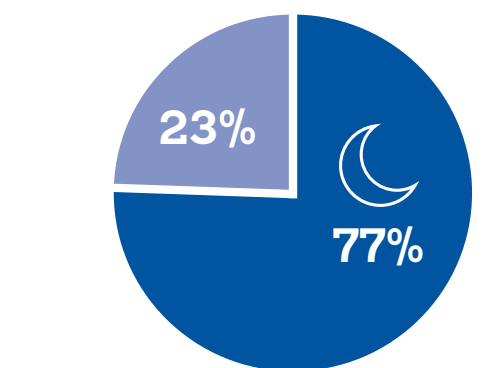


Day Trips: Adults Children

SIZE OF ST. TAMMANY PARISH
TRAVEL MARKET
BY TYPE OF TRIP



Day Trip Overnight Trip



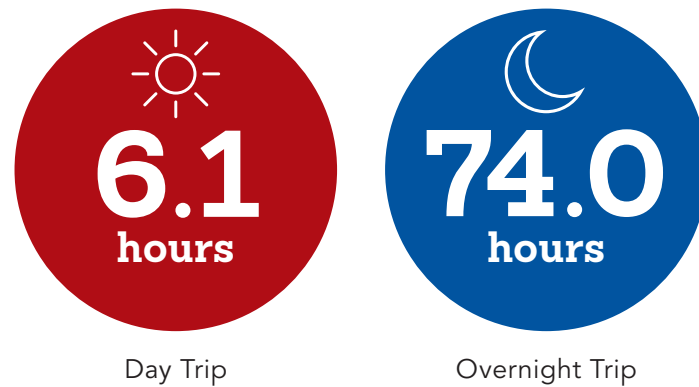
Overnight Trips: Adults Children

ST. TAMMANY PARISH VISITATION STUDY BY UBERMEDIA

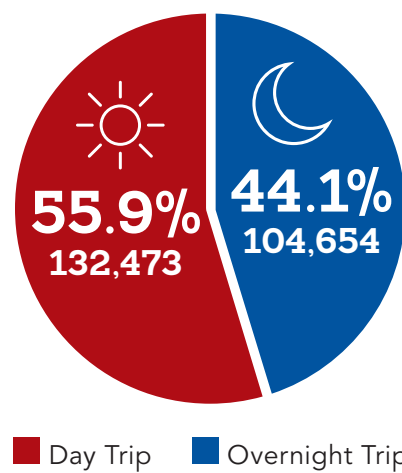
To qualify as a visitor for this study, anyone living or working within 50 miles of St. Tammany Parish was excluded. Also, the mobile device had to be confirmed in St. Tammany for at least six hours for an overnight trip and two hours for day trips.

UBERMEDIA TRACKED **346,779** MOBILE DEVICE TRIPS AND **237,127** UNIQUE MOBILE DEVICES IN ST. TAMMANY PARISH.

AVERAGE LENGTH OF TRIP TO ST. TAMMANY PARISH



TOTAL UNIQUE VISITOR SPLIT: DAY TRIPS VS. OVERNIGHT TRIPS

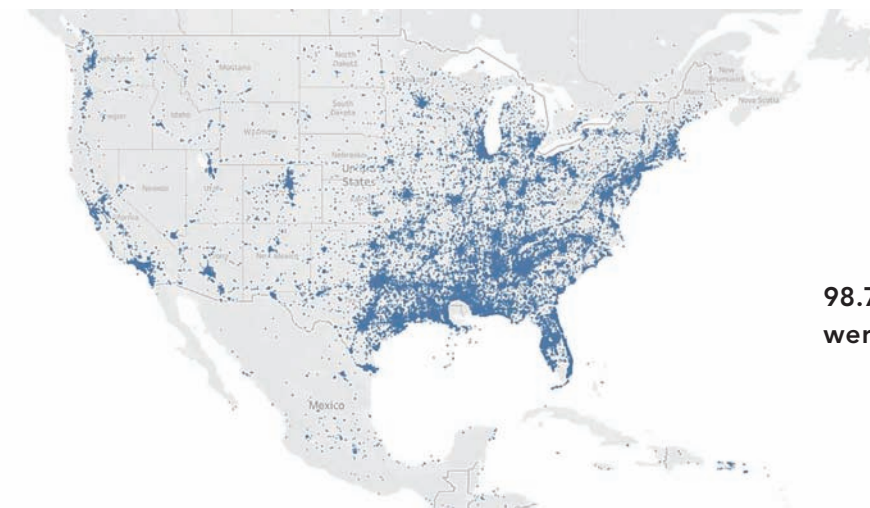
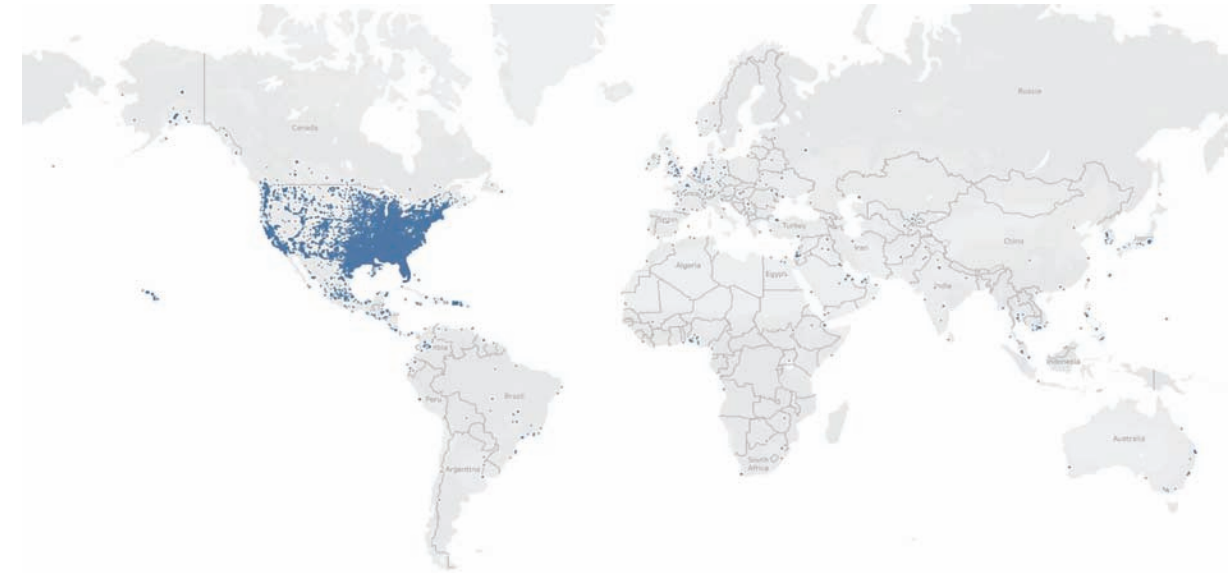


In 2019, UberMedia tracked **237,127 unique mobile devices** in St. Tammany Parish.

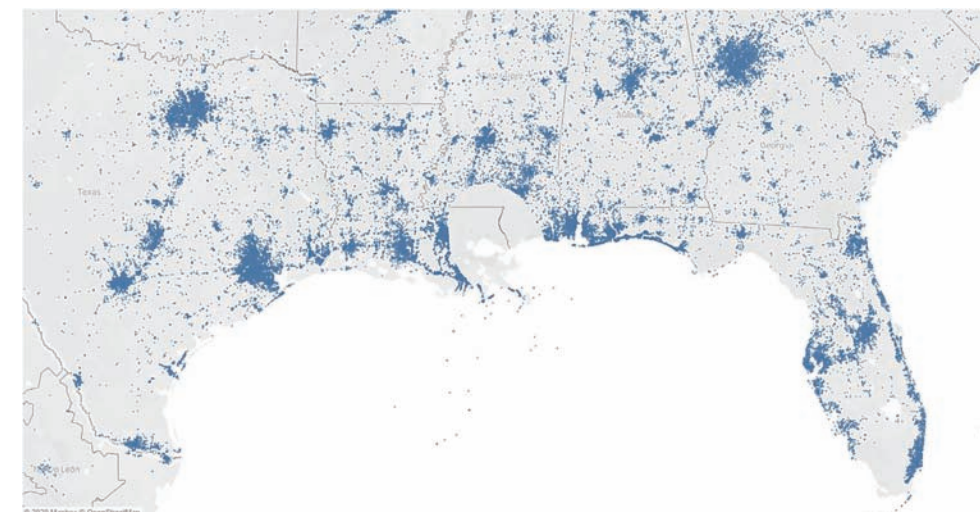
44.1% of those trips were overnight visitors, while **55.9%** were day visitors.

ST. TAMMANY PARISH OVERNIGHT UNIQUE VISITATION ORIGIN MARKETS

104,654 unique overnight visitor mobile devices were tracked to St. Tammany Parish.



98.7% of those devices were from the U.S.



Of the 98.7% 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

A Partnership with **OUR COMMUNITY**



STAFF BOARD & COMMUNITY INVOLVEMENT

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 Alumni Taskforce
Mid-South Women in Tourism
Carnival in Covington
Committee
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

The St. Tammany Parish Tourist Commission is an active community partner promoting travel and tourism and small businesses in St. Tammany. We offer marketing services, including media outreach, website and visitor guide listings; family reunion consulting; group tour planning and assistance; social media promotion and more **free of charge** to tourism-related businesses and events in the parish.

TOURISM PARTNER TRAINING SESSIONS

Throughout the year, the St. Tammany Parish Tourist

Commission sponsors free training sessions for industry partners. Included in 2019 was a Google My Business free partner training session co-sponsored with the Louisiana Office of Tourism and Miles Media.

SIMPLEVIEW PARTNER TRAINING

Our Sales staff sends out leads to our hotels and industry partners through Simpleview, our Customer Relationship Management (CRM) software, considered the gold standard in the industry for tourism marketing organizations. Hotel partners

are able to upload information directly to the LouisianaNorthshore.com website through our extranet. The sales team conducts one-on-one Simpleview training with new hotelier staff throughout the year.

HOSPITALITY FAMILIARIZATION TOUR

Our front-line hospitality agents are an important key to success in tourism. The St. Tammany Parish Tourist Commission's sales team sponsors yearly hospitality tours of the parish for hoteliers, front desk agents,

concierges, and other hospitality partners so that they can familiarize themselves with area attractions and upsell room nights.

FIT PARTNER EDUCATION FOR INTERNATIONAL VISITORS

The St. Tammany Parish Tourist Commission met individually with many partners to educate and assist them in negotiating FIT (Family and Independent Travel) contracts with receptive operators to increase international visitation.

Media Relations:
**COMMUNICATIONS
DEPARTMENT**

ADVERTISING BUDGET 2019:
\$588,194

ADVERTISING REACH/CIRCULATION:
32,759,074

ADVERTISING LEADS: 20,268

WEBSITE VISITS: 710,876

The Communications Department uses a multi-pronged approach to promote and market our St. Tammany Parish community to **leisure travelers, business visitors, and the film/TV industry** to promote economic development. The department produces all collateral materials to promote the parish, drafts and administers the commission's marketing plan and ad placement, fosters media relations, oversees the LouisianaNorthshore.com website and social media, as well as 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%**. (Randall Travel Marketing, 2017 Tourism Research Study)

2019 INITIATIVES :



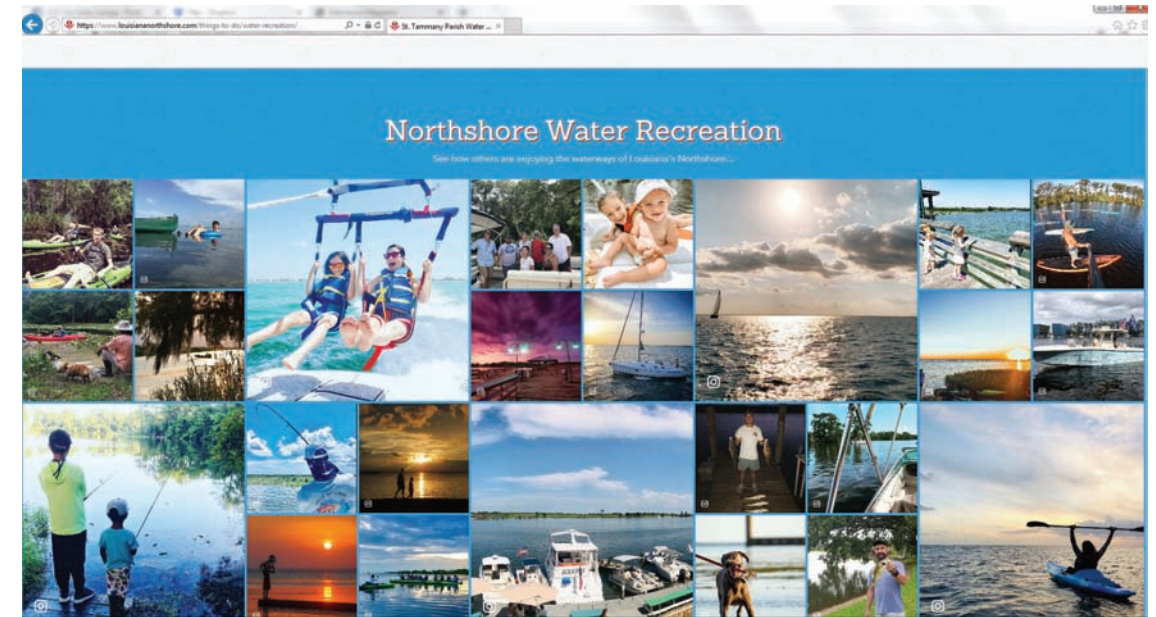
Increased the visibility and distribution of the new magazine-format, inspirational **Explore the Northshore Visitor Guide**. Distributed **100,000 copies** of the new guide to visitors in the drive market requesting information on St. Tammany Parish as well as to St. Tammany Parish hotels, attractions and Welcome Centers throughout the state through the Louisiana Travel Association.



Expanded our photo library with fresh and updated photography highlighting the destination's vibrancy to appeal to a younger demographic. Used throughout collateral materials including the Explore the Northshore Visitor Guide, ads, on social media. Produced numerous professional photo shoots with multiple photojournalists, arranged for models and partner participation, handled logistics.



Promoted our **newly rebranded Tammany Taste Culinary Trail** and culinary scene. Attended a press trip to Atlanta with Louisiana Culinary Trails, the Louisiana Travel Association and the Louisiana Office of Tourism. Promoted area chefs, brewers and makers with Poppy Tooker through a series of podcasts with Louisiana Eats! called Tammany Taste Quick Bites. Our **Tammany Taste of Summer culinary campaign**, aimed at increasing room nights and economic impact for restaurant partners, **earning a Shining Example Award from Southeast Tourism Society for Campaign of the Year**.



Partnered with CrowdRiff to advance the ability to obtain and display User Generated Content in galleries on the LouisianaNorthshore.com website, social media, and other advertising avenues to **promote authentic travel experiences on the Louisiana Northshore**.

Increased Louisiana Northshore's presence in the State of Louisiana's Inspiration Guide distributed to 300,000 potential Louisiana visitors by offering cooperative advertising opportunities to Northshore partners. Co-op partners who benefited from the St. Tammany Parish Tourist Commission's subsidizing almost half the costs of the ad placement and/or listing include: Bayou Adventure, City of Covington, Culinary Kids & Adults, Dr. Wagner's Honey Island Swamp Tours, Lake Pontchartrain Basin Maritime Museum, Little River Bluffs Nature Preserve & Retreat and Palmettos on the Bayou.

BAYOU ADVENTURE
The most authentic and intimate way to experience the real Louisiana! Join us for our award-winning kayak swamp tours or guided sunset paddles on the bayou. Bayou Adventure also offers crabbing, fishing, bait and tackle, local craft beers, food and more!
2878 U.S. 190, LaCombe, LA 70445
985.882.9208 • WWW.BAYOUADVENTURE.COM

CITY OF COVINGTON
Established in 1813, Covington's thriving community is home to art walks, fun festivals, and evening concerts at the Trailhead. Stroll the sidewalks of Covington's historic district and enjoy great dining, art galleries, antique shops, and distinctive boutiques.
317 N. Jefferson Ave., Covington, LA 70433
985.892.1873 • WWW.COVLA.COM

CULINARY KIDS & ADULTS
A farmhouse-style, teaching kitchen serving children and adults. Educational and entertaining programs include private and group classes with certified teaching chefs, parties, field trips, special needs classes and more. Custom menus and unique events.
915 Margry Ave., Mandeville, LA 70448
985.727.5555 • WWW.CULINARYKIDSDNS.COM

DR. WAGNER'S HONEY ISLAND SWAMP TOURS
\$3 OFF WITH THIS AD! Venture into one of the wildest swamps in America on a narrated nature tour. Our tours are known internationally and our small boats will get you up close with the wildlife.
4190 Crawford Landing Rd., Slidell, LA 70461
985.641.1767 • WWW.HONEYISLANDSWAMP.COM

LAKE PONTCHARTRAIN BASIN MARITIME MUSEUM
The Lake Pontchartrain Basin Maritime Museum brings Louisiana's unique maritime heritage to life with hands-on exhibits, interpretive programs, fieldtrips and a unique events calendar.
133 Mabel Dr., Mandeville, LA 70447
985.845.9200 • WWW.LPBMMA.ORG

LITTLE RIVER BLUFFS NATURE PRESERVE & RETREAT
Escape to a private nature retreat on 30 acres. Enjoy fishing, paddleboarding, hiking, or kayaking. Four cabins are secluded, fully equipped and packed with amenities. New Green Center now available for rental.
11030 Garden Ln., Folsom, LA 70437
985.796.5257 • WWW.LITTILERIVERBLUFFS.COM

PALMETTOS ON THE BAYOU
Nestled in the heart of Old Town Slidell, Palmettos on the Bayou offers a true Louisiana experience with Lunch, Dinner, Cajun "Zydeco" Brunch on Saturday, Jazz Brunch Buffet on Sunday, and private parties for up to 500 people. Please call for reservations.
1901 Bayou Ln., Slidell, LA 70458
985.643.0050 • PALMETTOSRESTAURANT.COM

COME FEST WITH US
Since the 19th century, St. Tammany Parish (aka Louisiana's Northshore) has been where New Orleans comes to play and get away. Come to l'antre côté du lac, the "other side of the lake," and revel in the romance and history of resort towns like Abita Springs, Mandeville, and Covington, only forty minutes from the French Quarter.

LOUISIANA Northshore
St. Tammany Parish
#LANorthshore

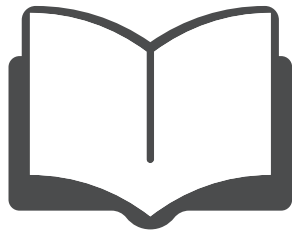
COME DINE WITH US

COME PLAY WITH US

Request your free VISITOR'S GUIDE at LouisianaNorthshore.com

Play & Get Away On The Northshore 800-634-9443 · LouisianaNorthshore.com

2019 ACHIEVEMENTS:



PRINT WITH EARNED MEDIA

Media contacts and FAM tours in 2019 resulted in these stories, and more.

See LouisianaNorthshore.com/articles for more.

FOOD & WINE

FOOD & WINE MAGAZINE

"This New Orleans Suburb is Making Us Seriously Hungry"

Featuring: Covington



TRAVEL CHANNEL

"10 Small American Towns with Surprisingly Big Food Scenes"

Featuring: Covington



COOKING WITH PAULA DEEN

"Touring St. Tammany"

Featuring: Mandeville, Covington, Abita Springs and 11 tourism partners



360 WEST MAGAZINE

"The Wander List Appetite for Adventure: Louisiana pit stop"

Featuring: The Garden House at the Southern Hotel, Oxlot 9, Covington



ATLANTA JOURNAL CONSTITUTION

Spring Travel: The Big Outdoors

Featuring: Pearl River Eco Tours, Slidell



USA TODAY'S 10 BEST

"Small Towns For Adventure"

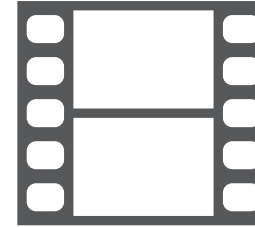
Featuring: Abita Springs



COURIER MAGAZINE

"The Louisiana Lowdown"

Featuring: Abita Brewery, Cajun Encounters and Dr. Wagners Honey Island Swamp Tours



FILM

St. Tammany's varied locations, historic downtown and diverse architecture are among the reasons Louisiana's Northshore is the perfect locale for film. The tourist commission offers full-service assistance including location scouting, permitting, accommodations, industry contacts and workforce development. And, Louisiana's beneficial tax incentives just help sweeten the deal.

Production Projects Assisted on in 2019 include:

"Troop Zero"

"The Dirt"

"The Highwaymen"

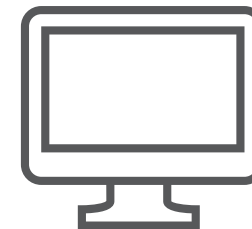
"Green Book"

CBS' NCIS: New Orleans Season 5



PUBLIC RELATIONS:

The Communications Department handles media relations including outreach and pitching of story ideas, press releases, and hosting media familiarization (FAM) tours. On these tours, we cater the itineraries to the media's interest and outlets and showcase some of the best chefs, attractions, and memorable experiences St. Tammany has to offer. These FAM tours foster a personal connection with the media and can result in earned media exposure for years to come and a tremendous ROI.



DIGITAL & SOCIAL MEDIA

Sessions: 710,876 ↑ 19.6% over 2018

Users: 496,917 ↑ 18% over 2018

Pageviews: 1,224,137 ↑ 12.9% over 2018

Top 5 visiting states to LouisianaNorthshore.com

1. Louisiana
2. Texas
3. Florida
4. Mississippi
5. Illinois



Facebook followers: 36,855
↑ 3.6% YOY



Instagram followers: 5,848
↑ 134% YOY



Twitter followers: 5,175
↑ 5% YOY



YouTube subscribers: 332
↑ 56% YOY

All videos viewed:
406.5K times
↑ 301% YOY



Group Tourism Impact:
**OUR SALES
DEPARTMENT**



“WE LOOK FORWARD TO HOSTING MEETINGS IN LOUISIANA’S NORTHSORE. THE TEAM AT ST. TAMMANY PARISH TOURIST COMMISSION IS ALWAYS SO NICE TO WORK WITH TO HELP US HAVE SUCCESSFUL MEETINGS. THEY MAKE US LOOK GOOD!”

CRYSTAL CARTER,
MPA | Vice-President
Association Management Strategies



The St. Tammany Parish Tourist Commission's Sales Department works to attract **sporting tournaments, meetings, conventions, 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.

IN 2019, THE STPTCC WELCOMED SEVERAL MEETINGS AND SPORTING EVENTS INCLUDING:

- Louisiana Pharmacists Association
- Louisiana Plumbing-Heating & Cooling Contractors Association
- Elite Redfish Team Open Tour Series
- USTA Divisions 18+, 40+ & 55+ Mixed State Championships
- 25th Annual Midnight Madness Soccer Tournament

THE SALES DEPARTMENT ATTENDED NUMEROUS TRADE SHOWS AND WORKED TO DEVELOP NEW BUSINESS FOR THE PARISH IN THE DOMESTIC MARKET INCLUDING:

- Rendezvous South
- Travel South
- Sports ETA
- SGMP National Educational Conference
- LSAE Annual Conference
- SGMP State Conference
- Small Market Meetings
- Military Reunion Network
- SCMA/AMA/GMOA Joint Conference

2019 INITIATIVES:

- Contracted with Tourism Tactics by Tico to help increase international travel to St. Tammany by facilitating receptive contracts with hotel partners, hosting receptive operators on familiarization tours, sales calls, socials and training. Also maintained inventory with current on-line travel agencies and hosted individual education sessions with interested Northshore hotels and restaurants.
- Grew the SMERF market with an emphasis on Family & Military Reunions and Tour & Travel through sales calls, site visits, sponsorship endeavors, advertising and attending national conferences.
- Strategically partnered with our destinations in Baton Rouge and New Orleans by creating a joint itinerary named "Not your typical 10" to promote the I-12 corridor to our International visitors.
- 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.
- Sought opportunities to continue hospitality and sales education.



2019 BY THE NUMBERS

\$2.9 million

in Estimated Economic Impact from Group Business

236 Total Direct Sales Appointments

100+ Groups Assisted

123 International Inquiries fulfilled

30 Familiarization Tours, Sales Calls & Site Inspections

125 Leads Sent to Industry Partners for Potential Business

18 Industry Partners Hosted on our Hospitality Fam Tour

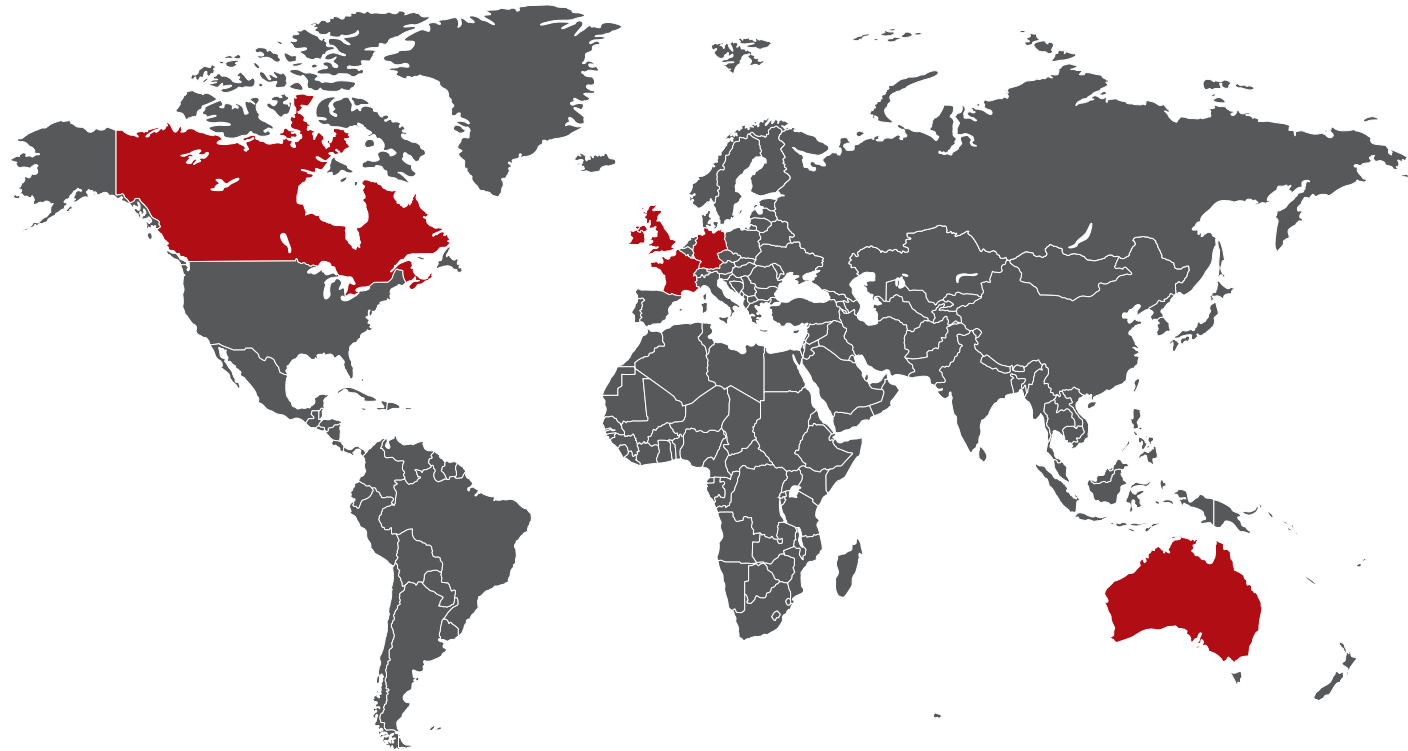
17 Facilitated Reunions

INTERNATIONAL MARKET:

The St. Tammany Parish Tourist Commission continued efforts started in 2016 to make pursuing the international market a priority. **Nearly 1 million international visitors came to Louisiana in 2019.** International visitors stay an average of 9 nights while traveling in Louisiana.

Our Sales Department **hosted sales calls and training** in New York, Boston and Florida with top European receptive companies resulting in direct contract interest for several of our hotel, restaurant and attraction partners. They also **attended many international tradeshows** and **co-sponsored hospitality events** to increase visibility of the Northshore with receptive tour operators including:

- Co-hosted United Kingdom/German Reception with Visit Baton Rouge for the 3rd year at IPW
- Represented St. Tammany Parish Tourist Commission in the Louisiana Office of Tourism State Booth at IPW
- Attended North American Journeys RTO East Summit
- Participated in the Canadian Sales Mission through the Louisiana Office of Tourism to promote the launch of Air Transat direct flights to New Orleans



TOP 5 COUNTRIES VISITING THE LOUISIANA NORTHSHORE WEBSITE

1. US
2. Germany
3. Canada
4. U.K.
5. Australia

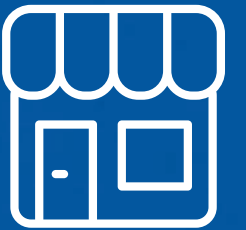
TOP 5 INTERNATIONAL COUNTRIES THAT VISITED LOUISIANA IN 2019

1. Canada
2. U.K.
3. Germany
4. Australia
5. France

(Source: Tourism Economics, 2020)



LOUISIANA TAX FREE SHOPPING:
IN 2019, ST. TAMMANY INTERNATIONAL SHOPPERS SPENT A TOTAL OF \$47,512 WITH 276 TAX FREE PURCHASES.





Promoting Our Destination Through **VISITOR SERVICES**

Our Visitor Center at Hwy. 59 welcomed **3,409 people** to St. Tammany Parish in 2019. We distributed visitor guides, brochures, map pads and information to visitors seeking information on area lodging and attractions. The state welcome center in Slidell received **169,873 visitors** in 2019. Pearl River welcome center received nearly **68,085 visitors** in 2019.

PROMOTIONAL MERCHANDISE:

The Tourist Commission offered **over 59,000 complimentary promotional items and visitor guides** to incoming conferences, meetings, reunions, weddings and sporting event participants, **totaling over \$27,000** in merchandise promoting the Northshore.



St. Tammany Parish Tourist & Convention Commission
68099 Highway 59, Mandeville, Louisiana 70471
800.634.9443 | LouisianaNorthshore.com