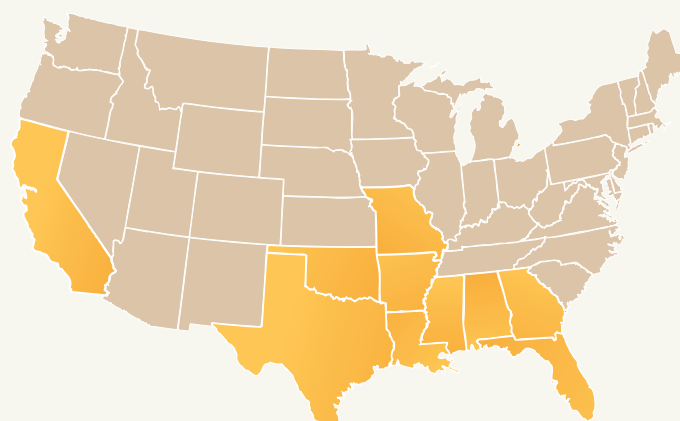


TOP 10 STATES

WITH THE MOST VISITORS TO SWLA (2016)



1. Texas
2. Louisiana
3. California
4. Florida
5. Mississippi
6. Alabama
7. Oklahoma
8. Georgia
9. Arkansas
10. Missouri

TOP 5 FOREIGN COUNTRIES*

WITH THE MOST VISITORS TO LOUISIANA (2016)

1. Canada
2. France
3. United Kingdom
4. Germany
5. Mexico

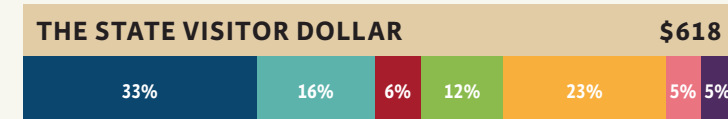
LAKE CHARLES VISITOR PROFILE**

Average Overnight Trip Duration to Calcasieu Parish: **2.6 nights**

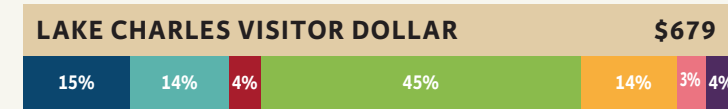
Average Age of Traveler: **47**

Average Spending: **\$679**

AVERAGE SPENDING IN LOUISIANA



VS.



- Transportation
- Food
- Entertainment
- Casino/Gaming
- Lodging
- Shopping
- Other

*Source: Louisiana Office of Tourism, **Source: TNA 2015, Louisiana Office of Tourism

From
RELATIONSHIPS
to RESULTS

Content Marketing

Destinations are the lucky ones in today's marketplace. It's rewarding to interact with visitors, potential visitors and residents who share the best of what Southwest Louisiana has to offer. This has caused a major and positive shift in how destinations communicate—and not just through social media.

Some of the new programs featured in this marketing plan are methods to reach visitors by using stories, blogs, photos and videos in articles that appear and read as news articles. The articles are informative, giving specifics on what people can expect to experience, and they have an authentic voice and appeal, which make them relatable to visitors looking to get out and about in Southwest Louisiana.



LAKE CHARLES & CANADA turn 150!

Lake Charles is celebrating its sesquicentennial 150 year anniversary in 2017, and as a happy coincidence, so is Canada! The CVB will be celebrating along with Canada through online marketing, and the Lt. Governor's Office of Culture Recreation & Tourism also has a mission to Canada in light of the sesquicentennial.

With the uptick in international travel and additional global flights to and from New Orleans, the CVB is gearing up for translations on VisitLakeCharles.org into French, German, Spanish, Chinese, Vietnamese and Japanese. Through our global marketing initiative with Brand USA, a national cooperative marketing program, the Lake Charles area is poised for growth in international visitation.

2016 A GREAT YEAR for the BUREAU



- The Lake Charles/Southwest Louisiana Convention & Visitors Bureau was honored with **ConventionSouth's Annual Readers' Choice Award**.
- Crafted **two new videos**: one to highlight the Creole Nature Trail All-American Road and a Cajun Fusion Cooking video to showcase the traditional and creative food prepared by local chefs in the area.
- Participated with other Louisiana CVBs to host the 9,800 international delegates who attended **International Pow-Wow 2016** held in New Orleans, as well as post-familiarization tours for tour operators and media.
- Secured and hosted a **three date international tour series** from the United Kingdom.
- CVB Welcome Center received a **TripAdvisor® Certificate of Excellence**.
- Hosted **Society of American Travel Writers (SATW) Freelance Council** Convention during Mardi Gras.

ADDED \$411.43 million to the economy of Calcasieu Parish through travel expenditures.

CONTACTED 4,685 prospective clients directly on behalf of Southwest Louisiana.

REACHED more than **686,401** people through our website, the Creole Nature Trail and Mardi Gras websites, print ads and the visitor information center.

BOOKED over **66,100** room nights.

INTERACTED with **44,244** visitors at our Visitor Information Center.

PROMOTED Calcasieu Parish by procuring **\$1,274,400** in advertising space in magazines and print media using CVB funds.

PRODUCED 326 sales leads and alerted our accommodations to these leads.

SOLD Calcasieu Parish at **43** national and state travel shows, meetings and conventions.

CONDUCTED 26 site inspections and fam tours hosting **122** tour operators, meeting planners and travel writers in the Lake Charles/Southwest Louisiana area.

MADE 480 in person sales calls.

DISTRIBUTED approximately **289,644** pieces of informational literature to consumers.

OBTAINED and tracked more than **\$34 million** worth of free media exposure for Southwest Louisiana in more than **1,000** articles through our public relations efforts.

REACHED more than **28 million** people through print media and led **650 million** unique visits to online content featuring Southwest Louisiana as result of media relations efforts.

INCREASED our Facebook fan base from **66,414** to **76,653** and our Twitter following from **3,640** to **4,617**. Our fourth year for Pinterest resulted in **1,034** followers and Instagram produced **5,765** followers. Year-to-date video views on YouTube were **248,390** desktop viewings and **653,741** mobile viewings.



1-800-456-SWLA

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#VisitLakeCharles

Lake Charles/ Southwest Louisiana Convention & Visitors Bureau

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Public Relations Manager

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Tourism Director

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Tourist Information Manager

Jamey Kadhim
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Angela Hammond
Tourist Information Assistant/Adventure Guide

BOARD OF DIRECTORS

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City of Sulphur

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Chamber Southwest

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Southwest Louisiana Lodging Association

Lauren Cooper
West Calcasieu Community Center Authority

Edwina Medearis
City of Lake Charles

Paul E. Hutchens
Southwest Louisiana Lodging Association

Bob King
Southwest Louisiana Restaurant Association

Mark Lavergne
Southwest Louisiana Festivals

NIGHTLIFE & CASINOS

FOODIES



OUTDOORS



FESTIVALS



CULTURE



2017 Marketing

ACTION PLAN for

CALCASIEU PARISH

Lake Charles | Sulphur | Westlake
DeQuincy | Vinton | Iowa



VisitLakeCharles.org • #VisitLakeCharles

FROM RELATIONSHIPS TO RESULTS

LETTER FROM THE EXECUTIVE DIRECTOR

It might often be stated that tourism is a contact sport. Genuine relationships matter, and once established relationships are in place, that's where the magic can happen from bringing in tours and conventions to sporting events, media coverage, and the everyday leisure traveler. Essentially, relationships, with the right amount of inspiration, bring about results.

Attracting attention in a digital world of distractions takes bold initiatives. To achieve a new level of authentic inspiration, the CVB is working with new technology to establish a fresh stream of photos, video and information from other people who are posting using our hashtag #VisitLakeCharles. This will include actual vacation photos and exquisite images from visitors. While our photo library is extensive, this technology will greatly increase how easily visitors to VisitLakeCharles.org can access a multitude of inspirational images.

People love stories. The CVB has augmented its blog activity over the past 18 months, and it shows that people enjoy reading about hidden gems, and this same style of content has also been explored through marketing practices. The CVB has worked diligently to simplify the top main experiences that can be had in Southwest Louisiana as well as develop sample itineraries. In 2017, these itineraries will be enhanced to also include seasonal excursions and touches of virtual reality, photos or videos.

Primary target markets were identified in Texas and Louisiana. The core target markets for growth are ranked as Houston, San Antonio, Austin and Dallas/Fort Worth. The goal is to reach those who have not visited while also giving reasons for those to return who have experienced our area - as the region is ever changing with new attractions and experiences. The strategy includes heavy saturation of Texas meeting planners and associations and further development of niche leisure markets such as Asian communities in the Houston area. Secondary markets are the Midwest and Canada.

The bureau is continuing to build relationships with the Texas Business Travel Association and strengthen outreach to feeder markets that have potential for group business by conducting missions in Houston, Baton Rouge and innovative programming in surrounding areas. As the Youth Sports Capital of the state, the sales department strives for excellence with each sporting event, looking to maintain high standards and gain new ground.

Regarding international tourism, Brand USA, a national global marketing initiative, is on the move, and along with it, international travel. With additional flights from Condor and British Airways, this opens up possibilities for Germany and the U.K., and the bureau will also participate in a Canadian sales mission in cooperation with the Louisiana Office of the Lieutenant Governor - Department of Culture, Recreation and Tourism. To further develop international markets, the bureau is also translating portions of its website into six additional languages to encourage international travel.


Shelley Johnson, CDME, LCTP

2017 MARKETING GOALS

COMMUNICATIONS

- Establish a fresh stream of photos, video and information by utilizing new technology to display user-generated content on VisitLakeCharles.org and social media channels. In addition, work with schools, universities, arts programs and online influencers to produce rich, sharable content that inspires travel.
- Identify and host media professionals and bloggers with unique passions and cultivate relationships through conversation and by sharing story ideas. Post and refer to stories written by travel media within our destination's blog and social media platforms.
- Enhance international visitation by translating VisitLakeCharles.org and CreoleNatureTrail.org into languages that are predominately spoken by international visitors to our area.
- Support sales missions through online advertising, social media and direct mail to build excitement and increase awareness within target markets, while executing media sales calls in conjunction with each mission.
- Explore virtual reality video technology for creating more dynamic experiences and implement such components on VisitLakeCharles.org to showcase what the area has to offer to leisure travelers, media and groups.

- Develop milestone and multigenerational itineraries that package the area for events such as graduations, wedding anniversaries or romantic trips, destination holiday vacations as well as multigenerational trips, that can be pitched as story ideas to media or displayed on our website.

SALES

- Maximize exposure for Southwest Louisiana through sales missions, sales calls, tradeshow and festivals in key geographic and niche markets, including Houston, San Antonio, Baton Rouge, Fort Polk and at McNeese State University.
- Attract additional meetings and conventions to the area by showcasing Southwest Louisiana's unique cultural diversity to Social, Military, Educational, Religious and Fraternal (SMERF) groups.
- Through Texas Business Travel Association (TBTA) and Texas Society of Association Executives (TSAE), aggressively build relationships with Texas-based corporations and associations to bring meetings, conventions and groups to Southwest Louisiana, while continuing to actively participate with the Louisiana Society of Association Executives (LSAE).
- Increase international group and foreign individual traveler (FIT) business by actively working with receptive tour operators and online travel agencies while continuing to pursue domestic motor coach business.
- Work diligently with hotel partners and facility operators to accommodate an expanded lineup of athletic teams, specifically Louisiana High School Athletic Association (LHSAA) championship events to continue to surpass all expectations.

- Develop social media outlets, such as LinkedIn, to discover and establish relationships with clients with the potential to bring group business to our area.

2017

12 MONTH ACTION PLAN SUMMARY

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
TRADE SHOWS & INDUSTRY EVENTS	Mardi Gras 12th Night Jan. 6 Lake Charles, LA Weddings with Style Jan. 8 Lake Charles, LA American Bus Association Jan. 14-17 Cleveland, OH Martin Luther King Day Jan. 16 Lake Charles, LA Snowbird Extravaganza (LTPA) Jan. 24-25 Lakeland, FL LTPA Annual Meeting & Luncheon Jan. 25-26 Natchitoches, LA LHSAA Annual Convention Jan. 25-27 Baton Rouge, LA	*Bank Travel Feb. 5-7 Ontario, Canada *RTO Summit West Feb. 8-9 Marina del Rey, CA NTA Travel Exchange Feb. 26-3/2 St. Louis, MO Mardi Gras Day Feb. 28 Lake Charles, LA	LHSAA Boys Top 48 Basketball Championships March 6-11 Lake Charles, LA *ITB Berlin/LOT March 6-12 Berlin, Germany Black Heritage Festival March 11-12 Lake Charles, LA Travel South Domestic Showcase March 12-15 Branson, MO *Louisiana Sportsman Show (LTPA) March 16-19 Gonzales, LA Southeast Tourism Society Spring Symposium March 26-30 Knoxville, TN National Assoc. of Sports Commissions March 26-30 Sacramento, CA	*Your Military Reunion Conference April 2-5 San Antonio, TX Simpleview Summit April 3-6 Tucson, AZ LHSAA Softball Fastpitch 96 April 27-29 Sulphur, LA	Contraband Days May 2-13 Lake Charles, LA *TBEX May 4-6 Huntsville, AL National Tourism Week May 7-13 USA/Lake Charles Tour du Rouge May 8-9 Sulphur, LA LHSAA Baseball Championships May 10-13 Sulphur, LA Southeast Tourism Society Marketing College May 14-19 Dahlonoga, GA *RTO Summit East May 15-16 New York, NY PRSA/SATW Tourism Conference May 21-24 Palm Springs, CA	US Travel Assoc. IPW June 3-7 Washington, DC SATW Central States Conference June 4-8 Mackinaw Island, MI *Luxury Meetings Summit June 12 Austin, TX *Luxury Meetings Summit June 13 San Antonio, TX STS Congressional Summit June 20-23 Washington, DC OWAA June 24-26 Duluth, MN	Sioux City Twinning July 1-4 Sioux City, IA Spotlight on the Southeast July 10-12 Ridgeland, MS DMAI Annual Conference July 11-14 Montreal, Canada Louisiana Sportsman Show (LTPA) July 21-23 New Orleans, LA Weddings with Style TBA Lake Charles, LA	Connect Marketplace Aug. 21-23 New Orleans, LA Lt. Governor's Summit on Tourism Aug. 22-24 New Orleans, LA Travel Media Showcase Aug. 22-25 Concord, NC LOWA TBA TBA	*Luxury Meetings Summit Sept. 19 Dallas, TX LSAE Annual Convention Sept. 24-26 Lafayette, LA SEOPA Sept. 27-30 Kentucky Dam, KY	Southern Women's Show (LTPA) Oct. 5-8 Birmingham, AL Rouge et Blanc Wine Festival Oct. 7 Lake Charles, LA E-Tourism Summit Oct. 18-19 San Francisco, CA Culinary Trails Restaurant Takeover (LTPA/LOT) TBA TBA	World Travel Market/LOT Nov. 5-7 London, England USSSA Conference Nov. 12-18 Daytona Beach, FL RTO Summit Orlando Nov. 15-16 Orlando, FL Travel South Int'l Showcase Nov. 27-30 Charleston, SC Connect Texas (TSAE) TBA Horseshoe Bay, TX	NTA Travel Exchange Dec. 14-18 San Antonio, TX
STRATEGIC PARTNER MEETINGS	Strategic Hotel Sales Meeting Quarterly Partner Breakfast	Strategic Hotel Sales Meeting	Strategic Hotel Sales Meeting	Strategic Hotel Sales Meeting	Strategic Hotel Sales Meeting Quarterly Partner Breakfast	Strategic Hotel Sales Meeting	Strategic Hotel Sales Meeting	Strategic Hotel Sales Meeting	Strategic Hotel Sales Meeting Quarterly Partner Breakfast	Strategic Hotel Sales Meeting	Strategic Hotel Sales Meeting	Quarterly Partner Breakfast
CVB FAMILIARIZATION TOURS, PRESS TRIPS, & SALES MISSIONS		Sioux City & Mardi Gras Fam & Groups Feb. 25-3/1 Lake Charles, LA		*Receptive Operator Tour April 9-12 Lake Charles, LA Baton Rouge Sales Mission TBA Baton Rouge, LA	Eco-tourism/Birding Fam TBA Lake Charles, LA		*Lt. Governor's Montreal/Quebec Mission July 17-20 Montreal/Quebec	Austin Sales Mission TBA Austin, TX	*Lt. Governor's Condor/British Airways Mission TBA UK/Germany Golf Fam TBA Lake Charles, LA	*Midwest Travel Writers Post-Fam October 14-15 Lake Charles, LA Culinary Media Fam TBA Lake Charles, LA	Houston Sales Mission TBA Houston, TX	
ADVERTISING, PUBLICATIONS, AND PROMOTIONS	SWLA CVB Visitors Guide CVB Festival & Event Calendar CVB Convention Calendar 2017 Travel & Vacation Shows (LTPA) AAA Texas Journey AAA Tour Book *Houstonia Louisiana Inspiration Guide Louisiana Kitchen and Culture LouisianaTravel.com Enewsletters *Love Wins Texas Weddings Midwest Living San Antonio Magazine Traveling Texan Yellow Magazine	Compass Media Outdoor Insert Family Travel Planner (LOT CMP) Garden & Gun (LOT CMP) Louisiana Cookin' Midwest Living OutSmartMagazine.com San Antonio e-news San Antonio Magazine Taste of the South Enewsletters Weather.com	Gator Gram CVB Newsletter Austin Monthly *Dreamscapes Louisiana Cookin' Louisiana Cookin' Blog Texas Monthly The Local Palate Yellow Magazine	SWLACVB Visitors Guide AARP (LOT CMP) American Road Magazine America's Best Vacations Best of American Travel Newspaper Insert Convention South Louisiana Cookin' Louisiana Cookin' Enewsletters *LoveWinsTexasWeddings.com National Tourism Week Campaign San Antonio Magazine Southern Lady Enewsletters Taste of the South Enewsletters Texas Monthly	Food Network Louisiana Kitchen and Culture National Tourism Week O Magazine (LOT CMP) Taste of the South Outsmart Magazine San Antonio Magazine Southern Lady Enewsletter YellowMagazine.com	La. Attractions Directory (LTPA) Louisiana Cookin' San Antonio Magazine Traveling Texan Yellow Magazine	SWLACVB Visitors Guide CVB Convention Calendar CVB Annual Festival Calendar Reprint AAA Texas Journey Connect Association Magazine Connect Sports Facilities Guide Food Network Louisiana Kitchen and Culture *Love Wins Texas Weddings Southern Lady Texas Monthly Yellow Magazine	*Love Wins Texas Weddings MyGayHouston.com Outsmart Magazine OutSmartMagazine.com San Antonio e-news banner Taste of the South Enewsletters YellowMagazine.com YouTube	Gator Gram CVB Newsletter Fall Travel Newspaper and Online Insert Louisiana Cookin' Enewsletter Outsmart Magazine OutSmartMagazine.com OutTraveler.com San Antonio Magazine Southern Lady Enewsletters The Local Palate Weather.com Yellow Magazine	SWLACVB Visitors Guide CVB Christmas Brochure AARP American Road Magazine Austin Monthly Best of American Travel Newspaper Insert Louisiana Cookin' banner LouisianaTravel.com Enewsletters *Love Wins Texas Weddings *LSU Digital Partnership Outsmart Magazine San Antonio Magazine Taste of the South Enewsletters Weather.com	Austin Monthly Louisiana Cookin' Louisiana Kitchen and Culture OutSmartMagazine.com Texas Monthly Traveling Texan Enewsletter Yellow Magazine	Gator Gram CVB Newsletter Louisiana Cookin' banner Taste of the South banner
<i>* New Opportunities</i>												

INTERNET MARKETING

VisitLakeCharles.org
CreoleNatureTrail.org
SWLAMardiGras.com
Digilant
Facebook
Google Display
Instagram
Internet Keyword Marketing
Internet Optimization
Madden's STS Digital Storytelling
NCC Digital
Online Behavioral Targeting Campaigns:
Adara, *Centro Brand Exchange,
*Intelliquest, *Orange142
Pandora
Social Media Campaigns
Travelspike
TripAdvisor.com
YouTube

REPORT KEY

CMP Cooperative Marketing Program
DMAI Destination Marketing Association International
IPW International Pow Wow Marketplace
LACVB Louisiana Association of Convention & Visitor Bureaus
LHSAA Louisiana High School Athletic Association
LOT Louisiana Office of Tourism
LSAE Louisiana Society of Association Executives
LTLA Louisiana Tourism Leadership Academy
LTPA Louisiana Travel Promotion Association
NTA National Tour Association
OWAA Outdoor Writers Association of America
PRSA Public Relations Society of America
RSAA Receptive Services Association of America
RTO Receptive Tour Operator
SATW Society of American Travel Writers
SEOPA Southeastern Outdoor Press Association
STS Southeast Tourism Society
TBEX Travel Bloggers Exchange
USSSA United States Specialty Sports Association

Mission STATEMENT

The mission of the Lake Charles/Southwest Louisiana Convention & Visitors Bureau is to provide leadership in initiating and coordinating the worldwide marketing of Calcasieu Parish as a highly desirable leisure and convention destination; to solicit and service convention and other group-related business; and to engage in visitor promotions which generate overnight stays in Southwest Louisiana, thereby enhancing and developing the economic fabric of the parish.

LAKE CHARLES SOUTHWEST LOUISIANA CONVENTION & VISITORS BUREAU