



2023 STRATEGIC PLAN

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MISSION:

To enrich the quality of life for the residents of Terrebonne Parish through destination development, promotion, advocacy and resource management, making the community a better place to live, work and visit.

VISION:

Terrebonne Parish will be a top 10 destination to live, work and visit in Louisiana.

BRAND PROMISE:

Terrebonne Parish is a year-round outdoor destination with more water than land and lots of warm weather. We guarantee an authentic, genuine “Bayou Country” experience every time you visit Terrebonne Parish. World-class fishing, fresh local seafood and southern hospitality are delivered with a smile in a happy and embracing environment.

OVERALL GOALS:

- Continue to develop and communicate Terrebonne Parish through promotional campaigns to drive visitation and promote the area as a destination to visit, live and work.
- Continue to develop partnerships that support destination and community development/recovery efforts and improve the quality of life.
- Attract a minimum of five groups/organizations that will create an economic impact on the community and generate heads in beds.
- Development of quarterly meetings with industry partners.

Terrebonne Parish



MARKETING

The mission of the Marketing Department is to promote and position Louisiana's Bayou Country as a leisure tourism destination through a broad program of advertising, internet marketing, social media, promotions, research and other marketing strategies. Innovation, partnership, research and accountability will guide our approach.

TRAVEL

Marketing Department's Conferences & Conventions:

- Southeast Tourism Society Marketing College & Festival/Events Classes – Macon, Georgia
- Leadership Louisiana – various areas throughout Louisiana
- Main Street Now Conference – Boston, Massachusetts
- Geowoodstock – Owensboro, Kentucky
- Destination International Annual Convention – Dallas, Texas
- ESTO – Savannah, Georgia
- Downtown Development Conference – Monroe, Louisiana
- Lt. Governor's Summit – Baton Rouge, Louisiana
- Leadership Terrebonne – Terrebonne Parish

OBJECTIVES:

- To establish Terrebonne Parish as a leisure destination by developing an aggressive and targeted media plan that reaches travelers in main and emerging markets by utilizing a mix of advertising mediums.
- To establish Terrebonne Parish as a geocaching destination by developing a targeted media plan with mixed advertising avenues.
- To produce creative marketing materials and deliver the appropriate message to attract visitation to Terrebonne Parish.
- To position Terrebonne Parish to the international market as a definite inclusion to any trip into Louisiana.

STRATEGY:

- Increase marketing efforts and partnerships with People Who Think.
- Launch an advertising campaign focusing on Terrebonne Parish's pillars with placement in print, digital, radio, billboards, social media and other advertising initiatives. Campaigns include Mardi Gras, Fall Campaign, Civic Pride, Outdoor/Fishing Campaign and Geocaching.
- Expand the promotion efforts on the attractions, restaurants and experiences to leverage tourism and increase visibility.
- Implement advertising efforts on Geocaching.com and First to Find Magazine.
- Continue advertising efforts and placement on LouisianaTravel.com
- Collateral: continue to produce fulfillment pieces with an emphasis on cost-effectiveness. Ensuring that all materials are up to date and well stocked.
 - * Collateral includes – an adventure guide, destination sales guide, profile sheets, rack cards, e-brochure, etc.
- Launch an advertising campaign with Brand USA to attract international travel.

WEBSITE

The mission of Explore Houma's website is to provide an informative, convenient and user-friendly way of communicating and engaging with visitors without geographical barriers. The Marketing team will continue to drive traffic to the website to promote Explore Houma's brand, strengthen industry partner connections and maximize consumer insights.

OBJECTIVES:

- Grow website traffic and engagement by 15% over 2022 numbers.

STRATEGY:

- Maintain monthly checks of all websites or microsites to ensure that the information is up to date.
- Complete ongoing searches for sites to provide information on Terrebonne Parish that may be useful.
- Continue to stay on brand image.
- Develop new, rotating content to drive continued visitation.
 - * Ideas such as recipes, photos, content, etc.
- Offer downloadable options via ExploreHouma.com
- Strengthen use of analytics with specific keywords, SEM, SEO, and google analytics.



SOCIAL MEDIA

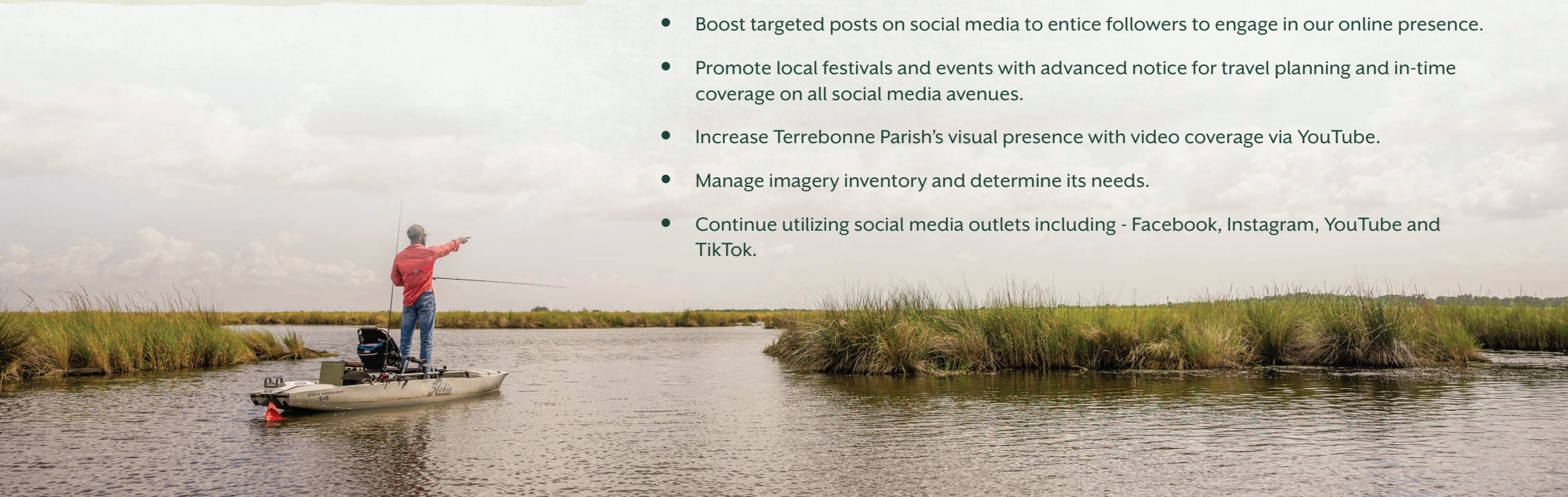
The mission of Explore Houma's social media presence is to generate creative and strategic content that compels and engages followers across all platforms. Identifying trends, analyzing data in visitor interactions and targeting audiences are key factors in our approach.

OBJECTIVES:

- Increase audience on all social media platforms by 15% over 2022.

STRATEGY:

- Grow social media channels by sharing unique content targeting audiences and supporting current marketing campaign strategies.
- Increase engagement through post content and interactions with fans, followers and the local community.
- Increase overall social media referrals to ExploreHouma.com by 10%. Video content, social media posts, blogs and itineraries should include links to our website.
- Enhance positive dialogue about Terrebonne Parish as a destination through various social media platforms.
- Ensure social media platforms supplement traditional marketing efforts by creating an online presence.
- Boost targeted posts on social media to entice followers to engage in our online presence.
- Promote local festivals and events with advanced notice for travel planning and in-time coverage on all social media avenues.
- Increase Terrebonne Parish's visual presence with video coverage via YouTube.
- Manage imagery inventory and determine its needs.
- Continue utilizing social media outlets including - Facebook, Instagram, YouTube and TikTok.



COMMUNICATIONS & PUBLIC RELATIONS

Communication and public relation efforts aim to provide innovative and creative communications to foster the image of Terrebonne Parish and promote through media strategy and response, marketing, graphic design, print production, social media and web management.

TRAVEL

Communications & PR Conferences & Conventions:

- U.S. Travel Association IPW
- Southeast Tourism Society Showcase – Huntsville, Alabama
- PRSA Icon – Nashville, Tennessee
- Louisiana Culinary Trails – Dallas, Texas

OBJECTIVE:

- Increase communication efforts via newsletters, blogs, press releases and other communication platforms.
- Increase The Roux and The Gumbeaux newsletters by 15% over 2022 numbers.
- Increase LinkedIn followers by 15% over 2022 numbers.
- Increase travel writers database.

STRATEGY:

- Develop interesting storylines, press releases, blogs and newsletters.
- Increase media relations with travel writers and editors about Terrebonne Parish and the Bayou Country Crawfish Trail.
- Create customized FAM tours for incoming travel writers.
- Influence press and consumers' perceptive about Terrebonne Parish as an authentic and cultural experience in Louisiana Bayou Country.
- Convey the importance of tourism's economic impact to the local community and build awareness, understanding and pride in Terrebonne Parish.
- Convey National Tourism Week information from U.S. Travel Association.



SALES

The mission of the Sales Department is to build excellent customer relationships. The Sales team utilizes person-to-person and technology-based sales and exceptional customer services to achieve results. Their efforts generate demand for our destination, creating overnight stays and value for the community.

Convention Sales' purpose is to attract and host conventions, group meetings, reunions and other significant events in Terrebonne Parish. This department provides convention services to assist planners with planning and managing their appointments.

Group Sales' purpose is to make Terrebonne Parish attractive to FIT, Motorcoach and Sports businesses. In addition, they aggressively market our assets to global operators and wholesalers, resulting in increased economic value for our tourism businesses and community.

OBJECTIVE:

- Increase sales efforts and create new initiatives to recover lost business from COVID and Hurricane Ida.
- Educate the public, local leaders and parish officials about the importance of tourism.
- Continue involvement in database management and implementation of data gathered through the CRM system.
- Execute targeted destination marketing and sales plan.
- Collaborate with the Marketing Department to modify or design new sales collateral.
- Ensure branding is palpable at all trade shows and networking events for domestic and international marketing segments.
- Assist with local convention leads for scheduling new business development.
- Develop new corporate meetings.
- Continue to obtain and improve relationships with international, domestic and receptive operators and individuals who assist in bringing tourism leisure groups.

STRATEGY:

- Focus on new business in 2023 and increase by 15% over 2022 numbers.
- Forge a better partnership with state association organizations.
- Continue prospecting for tradeshow and events.
- Cultivate partnerships with surrounding parishes to cross-sell the area.
- Assist groups. Hosting fees are included in this assistance.
- Review all RFPs for up to five years out.
- Participate in Zoom meetings to remain in close contact with clients and their plans to meet in Terrebonne Parish.

TRAVEL

Sales Department Conferences & Conventions:

- Travel South International Showcase
- Southeast Tourism Society Showcase
- Pre-FAM for Louisiana Office of Tourism with Travel South International
- Southeast Tourism Marketing College
- Manning Passing Academy
- Gulf Coast Sales Mission
- LSAE State Convention
- Team Louisiana meetings
- Local Sales Events
- Houston Sales Mission
- Sales Mission/Blitz in Baton Rouge
- MSAE State Convention
- FSAE State Convention
- Aianta – American Indian Tourism Conference
- LT. Governor's Summit
- OMCA Marketplace
- Southeast Spotlight
- Florida Sales Mission

- Arrange in-person sales calls to build relationships.
- Engage in community involvement in various ways.
- Build a partnership with the Louisiana Office of Tourism and inclusion in their website.
- Complete staff training with Simpleview CRM.
- Conduct bi-monthly drives to scope out hotels and activities.
- Reorganize hotel/motel meetings with proper staff once they are open and running.
- Host FAM tours to promote Terrebonne Parish.
- Create a local program to educate and encourage local professionals and residents on how Explore Houma can assist them.
- Attend luncheons when necessary – Chamber of Commerce, SCIA and Bayou Industrial Group.

VISITOR SERVICES

The mission of the Visitors Services Department is to provide all visitors to Terrebonne Parish, or those planning a trip to the area, with exemplary customer service and all the tools and resources needed to ensure a happy and memorable experience.

OBJECTIVES:

- Increase Visitors Center traffic by 15%.
- Create a quality Visitors Center to attract visitors as the first stop when visiting the area.
- Attract visitors by being known as the primary source for information and travel tools in Terrebonne Parish.
- Provide interactive opportunities for all ages to entice visitors to explore the parish and its culture.
- Encourage visitors to stay overnight in Terrebonne Parish hotels.

STRATEGY:

- Implement new ideas for Visitors Services to attract more local groups to visit the center.
- Create a white boot decorating contest for more extensive holidays (Mardi Gras, Christmas and National Louisiana Day on November 9th).
- Work with schools and TARC to bring groups into the center for field trips.
- Order new gift shop items for the online store.
- Keep abreast of brochure ordering.
- Maintain Visitors Center's certifications.
- Continue inventory and ordering brochures from Louisiana Travel Association.
- Count and separate promotional items as they arrive.
- Track daily visitations.

PRODUCT DEVELOPMENT

Explore Houma aims to establish product development as an ongoing process for satisfying the changing needs and demands of the tourism industry. Explore Houma will work with tourism industry partners to support, develop and enhance new tourism products and services.

OBJECTIVES:

Development of the following items:

- Digital Fishing Trail
- Movie/Film Trail
- GeoTour
- Levee Tour
- White Boot Stroll

