



# 2024 STRATEGIC PLAN

114 Tourist Drive | Gray, Louisiana 70359 | [ExploreHouma.com](https://www.explorehouma.com) | 985.868.2732



# 2024 STRATEGIC PLAN

## 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 driving visitation and promoting 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 at least ten groups and five conferences/conventions that will impact the community economically and generate overnight stays.
- Host quarterly meetings with industry partners.
- Strengthen and Develop Relationships with the new parish administration and other community leaders.

## Terrebonne Parish



# MARKETING

**MISSION:** The Marketing Department is to promote and position Louisiana's Bayou Country as a leisure, business, and meeting destination through a broad program of advertising, internet marketing, promotions, research, and other marketing strategies.

**Objective:** To establish Louisiana's Bayou Country as a leisure travel destination by developing an aggressive and targeted media plan that reaches travelers in main and emerging markets using a mix of advertising mediums.

**Strategy:**

- Development of a year-round, targeted, special-interest campaign to promote Louisiana's Bayou Country as a year-round destination to boost weekend travel, festival awareness, world-class fishing, and business travel. Campaigns to include Mardi Gras, Geocaching, Fall Festivals, Wetlands/Fishing, Local support of the shrimping industry, Culinary, and Bayou Country Crawfish Trail.
- Increase communication and support with the advertising agency.
- Develop a relationship with Lafourche Tourism to promote or develop a profile sheet highlighting experiences along the Wetland Cultural Byways.
- Continue to drive visitation to [www.explorehouma.com](http://www.explorehouma.com)
- Expand the promotion efforts on the attractions, restaurants, and experiences to leverage tourism and increase visibility.
- Advertising efforts on [Geocaching.com](http://Geocaching.com) and First to Find Magazine.
- Continue advertising efforts and placement on [LouisianaTravel.com](http://LouisianaTravel.com).
- Collateral: continue to produce fulfillment pieces with an emphasis on cost-effectiveness. Ensure 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.

## TRAVEL & TRAINING:

- Destination International Marketing & Communication Summit
- Destination International CDME
- Louisiana Travel Association Travel Summit
- Geowoodstock
- Quarterly Creative Exploration Trips - Terrebonne Parish

## BOARD SUPPORT:

Louisiana Restaurant Association  
Leadership Terrebonne  
Keep Terrebonne Beautiful



# WEBSITE

## EXPLOREHOUMA.COM

**Objective:** Grow website traffic and engagement by 15 % over 2023 numbers.

**Strategy:**

- Monthly check all websites or microsites to ensure current and accurate information.
- Ongoing searches for sites providing information on Terrebonne Parish that may be useful.
- Continue to stay on brand image.
- Develop new, rotating content to drive continued visitation to the website—ideas such as recipes, photos, content, etc.
- Offer downloadable options via [www.explorehouma.com](http://www.explorehouma.com)
- Monitor and strengthen analytics with specific keywords, SEM, SEO, and Google Analytics. Work with the Advertising agency to ensure that the proper reports are submitted every quarter.

## CRAWFISHTRAIL.COM

**Objective:** Increase website traffic and engagement by 15 % over 2023 numbers.

**Strategy:**

- Continue to maintain relationships with all partners.
- Host a BCCT media night event.
- Incorporate more Tales from the Trails stories via blog and newsletters.
- Deliver care packages to all partners that include BCCT promos.
- Work with culinary ambassadors and other content creators/influencers on promoting the trail.
- Create a campaign to increase awareness and participation of the BCCT.
- Continue maintenance of the BCCT.



# SOCIAL MEDIA

**Objective:** Enhance positive dialogue about Louisiana's Bayou Country as a destination through a variety of social media platforms:

**Strategy:**

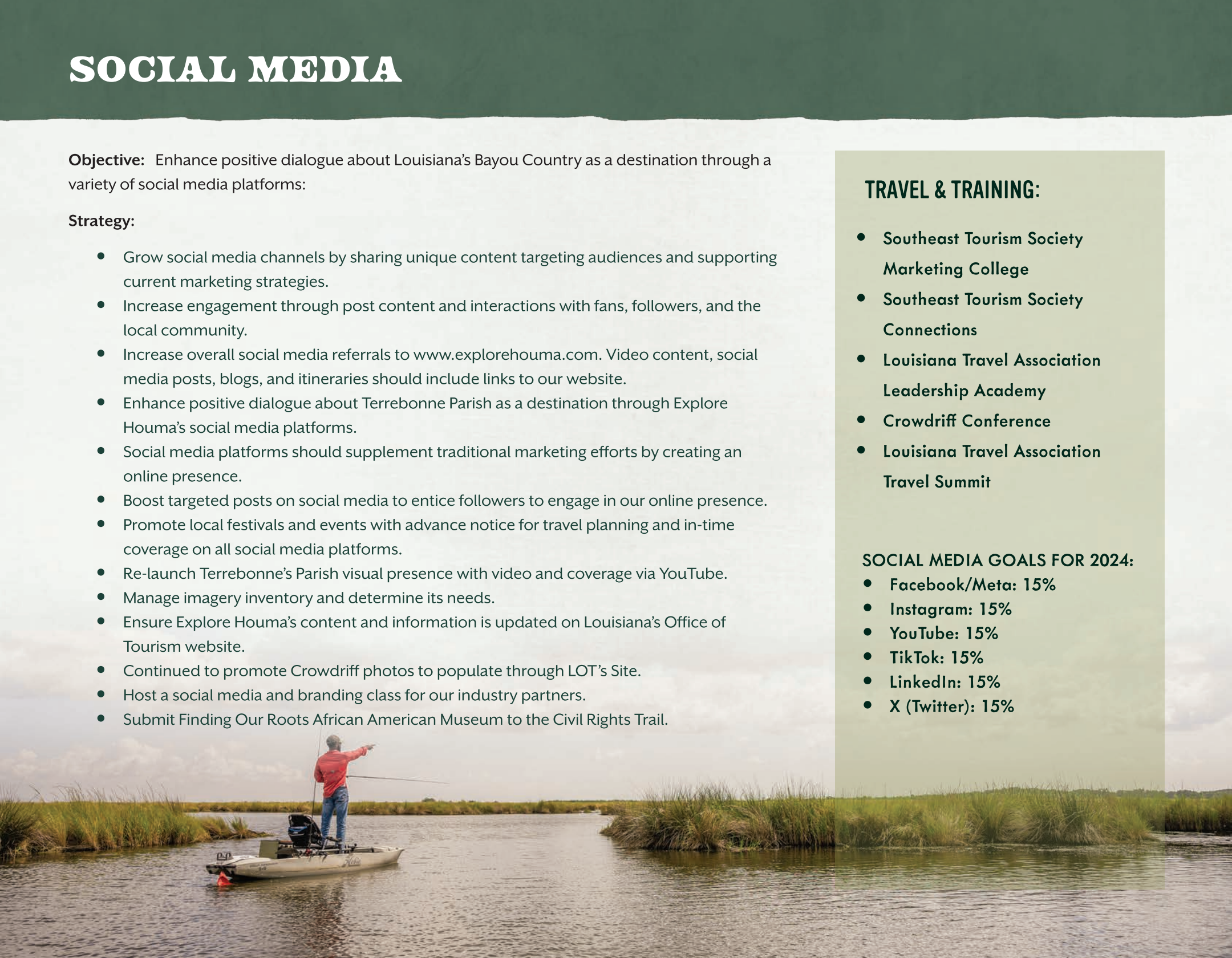
- Grow social media channels by sharing unique content targeting audiences and supporting current marketing strategies.
- Increase engagement through post content and interactions with fans, followers, and the local community.
- Increase overall social media referrals to [www.explorehouma.com](http://www.explorehouma.com). Video content, social media posts, blogs, and itineraries should include links to our website.
- Enhance positive dialogue about Terrebonne Parish as a destination through Explore Houma's social media platforms.
- Social media platforms should 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 advance notice for travel planning and in-time coverage on all social media platforms.
- Re-launch Terrebonne's Parish visual presence with video and coverage via YouTube.
- Manage imagery inventory and determine its needs.
- Ensure Explore Houma's content and information is updated on Louisiana's Office of Tourism website.
- Continued to promote Crowdriff photos to populate through LOT's Site.
- Host a social media and branding class for our industry partners.
- Submit Finding Our Roots African American Museum to the Civil Rights Trail.

## TRAVEL & TRAINING:

- Southeast Tourism Society Marketing College
- Southeast Tourism Society Connections
- Louisiana Travel Association Leadership Academy
- Crowdriff Conference
- Louisiana Travel Association Travel Summit

## SOCIAL MEDIA GOALS FOR 2024:

- Facebook/Meta: 15%
- Instagram: 15%
- YouTube: 15%
- TikTok: 15%
- LinkedIn: 15%
- X (Twitter): 15%





# COMMUNICATIONS & PUBLIC RELATIONS

**MISSION:** The Communication Department is to manage and leverage Louisiana's Bayou Country's attractiveness as a destination for leisure and business travelers to obtain favorable media coverage for the area, attract film, educate, and engage the local community on tourism-related topics.

**Objective:** Convey the importance of the tourism industry's economic impact on the local community and build awareness, understanding, and pride in Terrebonne Parish's tourism.

## Strategy:

- Increase communication efforts via newsletters, blogs, press releases, and other communication platforms.
- Increase The Roux subscribers %15.
- Increase The Gumbeaux subscribers %15.
- Increase travel writers and media databases.
- Increase hosting of travel and freelance writers to promote the area.
- Increase communication by interviewing owners, employees, and other key people for stories to get an inside perspective.
- Develop interesting storylines, press releases, blogs, and newsletters.
- Engage in speaking engagements when requested.
- Create customized FAM tours for incoming travel writers and influencers.
- Create and implement a survey from post visitors from travel writers and influencers.
- Influence press and consumers' perceptions 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.
- Earn media through creative storytelling and pitches to publications to promote our area and drive traffic to our destination.
- Secure more interviews with broadcasting partners for higher visibility.
- Work with digital content creators and influencers to obtain photo and video footage to include in stories.

## TRAVEL & TRAINING:

- Travel Media
- IPW
- PSRA
- Louisiana Travel Association  
Travel Summit
- Louisiana Culinary Trails
- Southeast Tourism Society  
Marketing College
- Public Relations Accreditation

# FILM

**Objective:** Pursue and secure independent television and major motion picture production companies to utilize Terrebonne Parish as a film location.

**Strategy:**

- Join the statewide association and attend meetings to network with location scouts.
- Create an inventory of filming locations.
- Develop a relationship with the Louisiana Film Commission.
- Education on Terrebonne Parish's filming regulations and permits.
- Forged a relationship with River Parish CVB and St. Bernard CVB to partner with scouting filming efforts.
- Promote Terrebonne Parish's Film Trail.





# SALES

**MISSION:** Explore Houma's Sales Department is to attract, host, and service conventions and events in Terrebonne Parish. With continued departmental focus on developing lasting relationships with clients and assisting with creating memorable experiences for all who come to Houma-Terrebonne Parish.

**Objective:** The Director of Sales and the Destination Sales Manager will continue to solicit business through direct and indirect marketing opportunities. In 2024, the sales team will focus on meetings and events revitalizing Terrebonne Parish. They will attend shows, conventions, educational sessions, in-person sales calls, telephone calls, and all types of prospecting.

Meeting, Events, and Convention Target Markets: Social, Military, Educational, Religious, Fraternal, Reunions, Board Meetings, Safety Meetings, Oil & Gas, Sports, Fishing, RV Rallies, Motorcycles, and Civic Organizations.

Geographic Target Markets: Louisiana, Mississippi, Alabama, Florida, Texas, and Georgia.

## Strategy:

- Increase sales through weekly prospecting.
- Educate the public, local leaders, and parish officials about the importance of tourism.
- Engage in speaking engagement when required.
- Continued involvement in database management and implementation of data gathered through the Simpleview system.
- Ensure you follow up with show appointments and forward them to industry partners.
- Execution of targeted destination marketing and sales plan.
- Collaboration with the marketing department to modify or design new and updated sales collateral.
- Ensure branding is palpable at all trade shows and networking events for domestic and international marketing segments.
- Assist local convention leads in scheduling new business development.
- Expansion of new corporate meetings.

## TRAVEL & TRAINING:

### Director of Sales:

- Gulf Coast Sales Mission
- LSAE Conference
- Louisiana Travel Association Travel Summit
- Houston Sales Mission

### Educational Sessions:

- LSAE
- MPI
- MSAE's Lunch n Learns

### Destination Sales Manager:

- ABA
- IPW
- Spotlight USA
- STS Domestic
- Travel South Exchange
- Travel South International
- Houston Sales Mission
- Louisiana Travel Association Travel Summit
- Louisiana's Fisheries Summit
- Leadership Terrebonne
- STS Marketing College



# SALES

- Continue to obtain and improve relationships with international and domestic operators, receptives, and individuals who assist in bringing tourism leisure and business groups.
- Forge a partnership with TEAMSLA.
- Focus on new business in 2024 and increase numbers by 15 % over 2023.
- Increase Group Business by:
  - Host a minimum of five site visits with tour operators.
  - Host a minimum of five new businesses in the area.
  - Host a minimum of ten group tour visits to the area.
- Continue to build and update itineraries as needed.
- Continue to create new tours for group businesses.
- Host a variety of FAM tours and site visits for potential businesses.
- Forged a better partnership with state association organizations.
- Ongoing prospecting for tradeshow and events.
- Cultivate partnerships with surrounding parishes to cross-sell the area.
- Assist groups and 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.
- Arrange in-person sales calls to build relationships.
- Become more involved in the community in one way or another.
- Build a partnership with the Louisiana Office of Tourism and review by-in avenues.
- Conduct bi-monthly drives around to scope out hotels and activities.
- Build relationships with hoteliers and sales teams.
- Create a survey for post-group tour businesses.



# VISITOR SERVICES

**MISSION:** 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.

- Increase visitor center traffic by 15 %
- Create a quality visitor center and attract visitors as the 1<sup>st</sup> 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.
- Inventory and order brochures as needed.
- Advise the Marketing team of any low-inventory items such as adventure guides, rack cards, profile sheets, etc.
- Ensure the visitors' center and storage area are clean.
- File a request with the school board to have the visitor center as an approved field trip venue.
- Maintain the calendar of events.
- Maintain the nightlife listings.
- Assist team with setting up various in-house meetings.
- Continue to monitor and advise any changes needed on the website and collateral materials.
- Achieve Visitor Center Specialist Certifications.
- Work on local events such as the Manning Passing Academy and Tourism Day in the Capital.



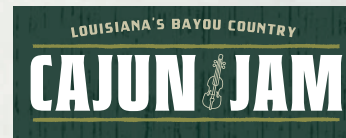


# PRODUCT DEVELOPMENT

Product development efforts aim to establish product development as an ongoing process for satisfying the changing needs and demands of the travel industry. Explore Houma will work with tourism industry members to support the development and enhance new tourism products and services.

## Objectives:

- Development and maintenance of the following items:
  - Digital Fishing Trail
  - Movie/Film Trail
  - GeoTour
  - Levee Tour
  - Bayou Arts Fest/White Boot Stroll
  - Leadership Tourism Day
  - Destination Product Panels Refresh/Re-purpose
  - Cajun Jam
  - Content creators/Influencers collaboration
  - Tourism Week Celebration and Awards





# STAFF



**Sondra  
CORBITT**

President/CEO



**Lindsey  
LOUPE**

Director of Finance



**Angela  
MOREHEAD**

Director of Sales



**Melissa  
DUROCHER**

Director of  
Development  
& Marketing



**Tyler  
DUPLANTIS**

Destination  
Sales Manager



**Tara  
MORVANT**

Communication &  
Public Relations  
Manager



**Nicole  
DAVIS**

Social Media &  
Digital Content  
Manager



**June  
BABIN**

Destination  
Service Specialist



**Lisa  
LANDRY**

Destination  
Service Specialist