

## ECONOMIC IMPACT IN SMP

**500** workers in hospitality in SMP  
**3.43** million in State Taxes in SMP  
**1.77** million in Local Taxes in SMP  
**\$108.81** TAX RELIEF



2022 Louisiana Parishes Spending Report, UNO Hospitality Research Center

## VISITOR PROFILE

- Average age of visitors is 49 years old
- Average household income is \$85,168
- Visitors spend an average of \$197.00 per person, per day
- 33% of visitors travel in Fall, 30% Summer, 22% Spring, 15% Winter
- 38% Millennial/Gen Z, 25% Gen X, 36% Boomers, 2% Silent
- Visitors spend an average of 1.97 days in our area
- Average party size is 1.69 persons

Louisiana Visitor Profile, 2021, MMGY Travel Intelligence



## LOUISIANA ACTIVITY PARTICIPATION

- Culinary/Dining
- Shopping
- Business/Work
- Birthday Celebration
- Boating/Sailing
- Medical



MORGAN CITY | FRANKLIN | BERWICK | PATTERSON | BALDWIN | CHARENTON

## Highlights 2022



Number of Visitors to the Welcome Center  
**75% increase over 2021**

### TOP STATES VISITING ST. MARY PARISH



**3%** of Visitors to SMP  
**International**

- #1 France
  - #2 Canada
  - #3 European Countries Minus France
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## WEBSITE

**174,724** Page Views  
**2% increase over 2021**

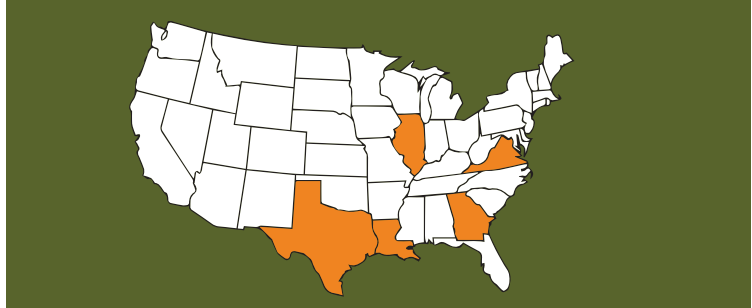
**117,766** Unique Visitors  
**13% increase over 2021**

**131,652** Visits to the Site  
**6% increase over 2021**

### TOP PAGES VISITED

- Homepage
  - Mardi Gras
  - LA Shrimp & Petroleum Festival
  - Events Calendar – Eagle Expo and Harvest Moon Fest
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## WEBSITE VISIT ORIGINATION



- |                 |                 |
|-----------------|-----------------|
| Dallas, TX      | Baton Rouge, LA |
| Houston, TX     | Houma, LA       |
| Morgan City, LA | Atlanta, GA     |
| New Orleans, LA | Ashburn, VA     |
| Lafayette, LA   | Chicago, IL     |

## DEVICES USED TO VISIT WEBSITE



Mobile  
Desktop  
Tablet

## HOW DID VISITORS GET TO CAJUN COAST WEBSITE?

Google  
Direct  
Google Cost Per Click  
Mobile Facebook  
Facebook  
Display Public Relations  
Louisiana Travel



## Social Media



## RV Rallies

at Lake End Park  
and Patterson  
Civic Center

10 Rallies  
740 Overnights



10,398 - Facebook

1398 - Instagram

993 - Twitter

## Sales

Hosted or Assisted **12**  
events generating  
**1,000** room nights  
with an estimated impact of

**\$534,483**

- Cajun Coast Classic 9 Ball Tournament
- Gold Wing Road Riders Association Conference
- Cajun Coast Classic Horseshoe Tournament
- Fishers of Men District 6 Championship
- LA High School Fall Qualifier Bass Tournament
- Tour du Rouge

## SALES

- Hosted Southeast USA Spotlight – Group Tour Tradeshow at Cypress Bayou Casino
- True Louisiana Tours “Ladies Day Out”
- Hosted several FAMS (Travel Trip for Tourism Suppliers to learn about your community.)
- Louisiana Tourism International Representatives from Germany and the United Kingdom
- Gerald Ponsard with Gerald En Amerique
- Paula Reynolds with American Tour Guide Association
- Jefferson Volunteers for Family & Community Tour
- Generated over 84 leads from 3 tradeshows
- Made over 129 sales calls/contacts
- Submitted 14 proposals



## ADVERTISING/PUBLIC RELATIONS

- Hosted German Travel Bloggers. They highlighted Mr. Charlie, the Wedell Williams Aviation Museum, Franklin Main Street, Lamplighter, The Forest
- Hosted Bryce Upholt, Blogger/Writer from Louisiana
- Hosted the Louisiana Office of Tourism Golf Fam featuring seven (7) golf writers representing 12 publications, blogs and online magazines including Minority Golf Magazine, Midwest Golfing, Sports Illustrated Golf, Avid Golfer, TexasGolf.com, Planet Golf and more.
- Featured on Good Day Louisiana WWL-TV

### HIGHLIGHTS INCLUDE:

- Seven Fantastic Birding Festivals from Corpus Christi to Naples - featuring Eagle Expo
- WGNO - Eagle Expo • The Advocate - Eagle Expo
- Interview with the Lt. Governor on COX station
- Camping & Parks - What is your Favorite Campground – Lake End Park featured
- Midwest Golfing Magazine - Atchafalaya Golf Course
- The Advocate - Louisiana Shrimp & Petroleum Festival
- Louisiana Network - Louisiana Shrimp & Petroleum Festival
- Heart of Louisiana - Cypremort Point State Park,
- WAFB -Louisiana Shrimp & Petroleum Festival,
- Louisiana Travel Quarterly - Bayou Teche National Scenic Byway

### MISC.

Hosted Eagle Expo • Partnered with Teche Project on Paddle Trail Planner • Reached over 100 partners throughout St. Mary Parish and the state • Engaged Chandler Thinks for Destination Rebrand • Engaged Young Strategies for Strategic Plan for Cajun Coast Tourism • Partnered with Mr. D's for Tourism Video • Supported the LA NERR project • Supported Bayou Teche National Scenic Byway • Supported Atchafalaya National Heritage Area

### AWARDS

Convention South • Clarion Inn – Louey Award • Clarian Inn – Hospitality Team of the Year  
Atchafalaya National Heritage Grants • Louisiana Office of Tourism Cooperative Marketing Grant  
Louisiana Office of Tourism Competitive Grant Program