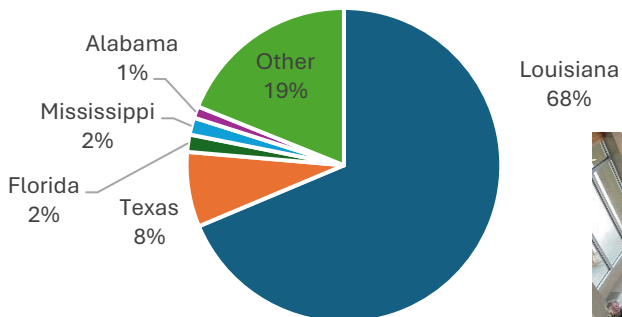


2024 Highlights

Welcome Center: Over 5,609 Visitors to the Center.

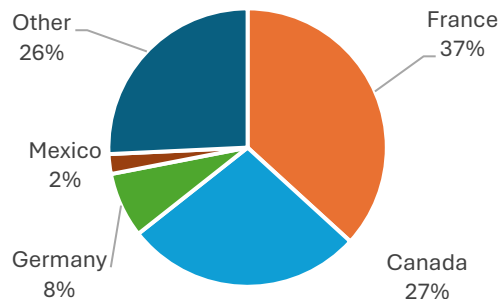
Visitors to Center



*Almost 13%
of visitors
were
International



International Visitors



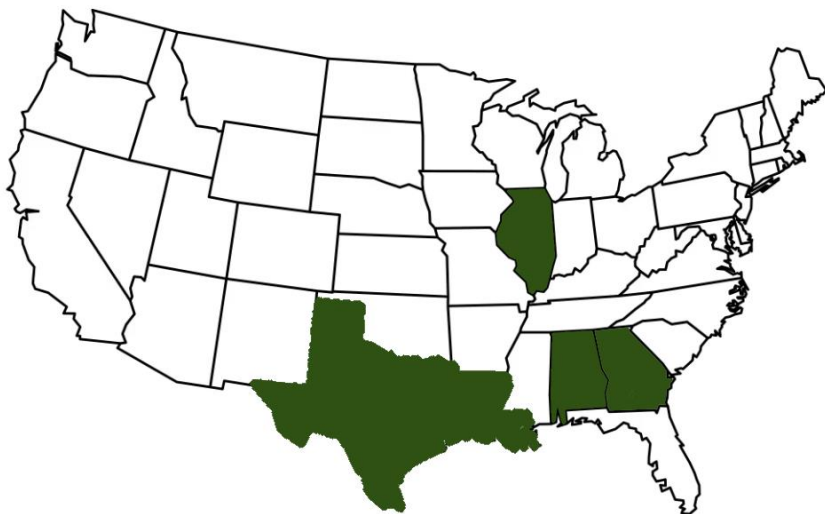
Website Metrics

Sessions: 108,013

Views: 179,646

Total Users: 92,447

New Users: 89,555



Website Origination

Dallas, TX
New Orleans, LA
Morgan City, LA
Houston, TX
Lafayette, LA
Mobile, AL
Franklin, LA
Chicago, IL
Atlanta, GA
Lafayette, LA

Top Pages

Home Page
Eagle Expo
LA Shrimp & Petroleum
Christmas on the Cajun Coast
Mardi Gras
Girlfriends' Getaway
Lighthouse Fest
Soul Food Fest
Shrimply Delicious Food Trail

How did They Find Cajun Coast?

Google (Organic)
Google Cost Per Click
Facebook (Paid)
Direct (none)
Mobile Facebook
Programming



Best Performing Newsletter & Blog
30.5% Open Rate
Celebrate Mother's Day on the Cajun Coast

Social Media



Followers	12,211	2365	105	1021	982	67
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- Over 1.5 million Impressions
- Reach of over 1.25 million
- Almost 246,000 Engagements
- Over 18,838 views on Tik Tok and You Tube



Fan Base

70% Women & 30% Men

Morgan City, Lafayette, Metairie, Houma, Patterson, Berwick, Baton Rouge, Franklin, New Iberia, Bayou Vista and Thibodaux

Top Five Social Media Posts

- December 19, 2024 – Big News for Morgan City! The Mr. Charlie Offshore Oil Rig has been designated a National Historic Landmark – **Reach: 82,945, Views: 93,964, Reactions: 1123**
- November 11, 2024 – Chef Willie Gaspard will be featured at the St. Francisville Food & Wine Festival – **Reach: 24,497 Post Likes: 108, Post Clicks: 841**
- November 13, 2024 – Meet the Team – Ms. Anna Hebert – **Reach: 18,984, Likes: 26, Post Clicks: 2,265**
- February 26, 2024 – Louisiana Retro Con at the Morgan City Auditorium, March 2-3, 2024 – **Reach: 14,030, Engagement: 412**
- January 20, 2024 – Explore Franklin, one of the most charming towns in Louisiana – **Reach: 11,200, Engagement: 301**

Featured Media Highlights

International Workboat Show –Monument
World Atlas – Nine More Comfortable
Lake Towns * Best Lake Towns
Wanderlust – Louisiana Food Trail –
Highlighted Shrimp Trail
KATC – The Frame Shop & Down the
Bayou Nutrition
KPEL – Fishing in Morgan City & LA Shrimp
& Petroleum Festival
92.3 The Lake – Jim Cantore cupcakes at
Sweet & Simple

Explore Louisiana – LA Shrimp &
Petroleum Festival
KADN – City of Franklin
WAFB – Boogie on the Bayou
Park Ranger – Discover National Parks in
LA – Atchafalaya National Heritage Area
Louisiana Life – Tarzan
WGNO – Eagle Expo
Chirp for Birds – Eagle Expo
LA Sportsman – Outdoor Trophy Towns
AAA Explore – Mr. Charlie
Microsoft – Unique Aviation Museums

Sales and Marketing

By the Numbers:

- Over 130 Sales Contacts
- Over 100 Local Contacts
- Over 100 Statewide Contacts
- Over 50 Media Contacts

Awarded

Louisiana Office of Tourism Competitive
Grant for Eagle Expo

Louisiana Office of Tourism Competitive
Marketing Program Grant
Atchafalaya National Heritage Grant

Leisure & Trade Shows:

- Attended Louisiana Society of Associations & Executives generating over 30 leads
- Attended Travel South International generating over 39 leads
- Attended SPORTS Relationship Conference generating over 10 leads
- Attended Midsouth Women in Tourism – New Orleans generating over 100 consumer leads
- Attended Manning Academy in Thibodaux

Hosted or Supported:

- Cajun Coast Classic Professional Horseshoe Pitching Tournament
- Oil Field Diver's Rally
- Tour du Rouge
- Eagle Expo
- 8th Annual Veteran's Westside Bassmaster Tournament
- Small Town Mayor's Conference in Charenton at Cypress Bayou Casino
- Louisiana Sales Tax Conference
- Tumbleweed Tours
- Atchafalaya National Heritage Commission Meeting

Programming:

- St. Francisville Food & Wine – partnered with Cypress Bayou Casino and 985 Wine
- International Workboat Show & Underwater Intervention – partnered with St. Mary Parish Chamber of Commerce and South Louisiana Community College
- Eat, Drink and Be Merry on the Cajun Coast – Christmas Shopping Passport – collected over \$1250 in gift certificates and over \$1260 in “Get a Way” gift certificates from New Orleans, Lafayette or Baton Rouge. Five winners were selected.
- VIP Shrimply Delicious Contest – The Cajun Coast sponsored a VIP Shrimp Package that included one night at the Hampton Inn, gift certificate to Atchafalaya Café, VIP attendance to the Louisiana Shrimp & Petroleum Festival and a “shrimp boil” to go.
- Shrimply Delicious Contest – the local community nominated restaurants with the best shrimp dish made with Louisiana Wild Shrimp. Atchafalaya Café was the winner!
- Girlfriends' Getaway – highlighting Franklin's Main Street, shopping and Cypress Bayou Casino.



Special Events Supported

Warrior Expeditions
Hott Rodd Rally
Patterson Fall Festival
Harvest Moon Fest
Berwick Lighthouse Fest
Mr. Charlie Oil Rig
Boat to Table
July 4th



BBQ Bash
Rockin the Dock
Soul Food Fest
Louisiana Shrimp & Petroleum Festival
Love the Boot Litter Campaign
Basin Brew Fest
Franklin & Morgan City Murals

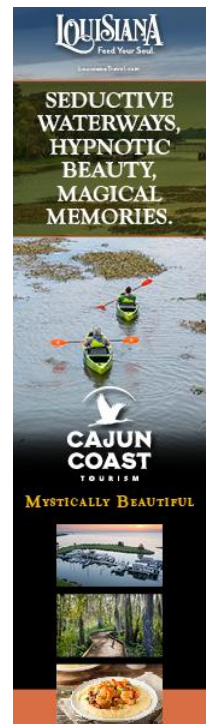


Advertising & Promotion

Resource Binder
Visitors Guide
Louisiana Travel
Association- Going on
Faith, Student Youth Travel
Association, Attractions,
ABA, NTA, Outdoor
Brochure, RV Guide, Fishing
Guide
Lake End Park Map
Mardi Gras
Explore Louisiana website,
newsletter, and digital
advertising
Tour Louisiana website,
newsletter and contests
and digital advertising

Digital advertising including google, local
IQ, Datafy, Madden Media, Compass
Media, Spearfish Digital, Houston
Chronical, 225 Digital,

Social Media Advertising
Country Roads – print & digital
Lagniappe Magazine
Billboard
Radio stations including KCIL,
WGUO, KBZE, KMRC, KQKI,
Good Sam
Where Ya't
KATC, KWBJ
Seach Engine Optimization
Daily Iberia & Acadiana Lifestyle
Spring Media Planner
Miles Media
Acadiana Profile
Ascension Magazine
Preservation in Print
Gambit
NOLA
Louisiana Golf Guide



Miscellaneous



- Hospitality Employee of the Year – Bambie James from the Forest Best Western
- Completed new branding videos for Cajun Coast
- Worked in conjunction with SMP and Louisiana on Master Recreation plan for state and assisted with state's new birding website.
- Attended Louisiana Travel Summit & Rural Tourism Conference
- Partnered with Atchafalaya National Heritage Commission on the National Heritage Conference with City of Franklin and Chitimacha Museum
- Completed Huddle Up Sports Plan
- Worked with Doug Hensgate, a photographer from New York that organizes tours into the Atchafalaya Basin.
- Supported Madison LeBlanc and her Ada and the Doc film
- Appointed Louisiana Tourism Development Commission