



~ LOUISIANA'S ~  
**RIVER PARISHES**  
TOURIST COMMISSION

Executive Director  
Denise Burrell

# The Commission:

**Tracy Smith**

St. Charles Parish

**Elizabeth Joseph \*\***

Chairwoman

St. John the Baptist Parish

**Terrence Jones \*\***

Vice-Chairman

St. James Parish

**Ricardo Smith**

St. Charles Parish

**Robert Taylor**

St. John the Baptist Parish

**Camella Landry \*\***

Treasurer/Secretary

St. James Parish

**Noble Benoit**

St. Charles Parish

**Vacant**

St. John the Baptist Parish

**Steven Bourgeois**

St. James Parish

\*\*Executive Committee

## The Team:

**Denise Burrell**  
Executive Director

**Willma Harvey**  
Director of Sales &  
Business  
Development



*LARiverParishes.com*

**Andre Watkins**  
Senior Marketing  
Manager

**RIVER PARISHES**  
TOURIST COMMISSION

~ LOUISIANA'S ~  
**RIVER PARISHES**

**BONFIRE**  
- COUNTRY -

— NEW ORLEANS —  
**PLANTATION  
COUNTRY**



**1811 SLAVE  
REVOLT**  
AMERICA'S FIRST FREEDOM MARCH



*River*  
**RHYTHMS**

**TASTE**  
— THE RIVER PARISHES —

**CREATIONS**  
*Art Trail of Louisiana's River Parishes*

**Did you know....**

**Tourism is the fourth-largest industry in the global economy.**

**Tourism is Louisiana's 4<sup>th</sup> largest employer with over 250,000 people.**

# #outhere, we grow tourism.

Tourism employs more than  
2,120 local citizens.

Visitors spend more than  
\$163 million annually.

Tourism pumps more than  
\$16.6 million dollars of tax dollars  
into our economy.

If it were not for the State and local taxes paid by tourists visiting the  
River Parishes, each household would pay \$1,309 MORE in taxes.

# Partnerships



# Sports Tourism



# Why Sporting Events are Valuable?

- Sports-related travel generates 90 million room nights and \$32 billion in direct spending every year. Sports is one of the strongest segments in the entire travel industry
- Sports-event organizers value long-term destination and hotel relationships
- Sports-related meetings and conventions generate nearly 25 million room nights annually
- Sporting events are highly visible, their impact is more easily measured, they enhance the quality of life for residents of the host city and can be key to economic development as well as individual and business relocation

# WELCOME ANGLERS

to

~ LOUISIANA'S ~

# RIVER PARISHES



Our Events Page:

10-15 OCT

PARISH PRESIDENT PETE DUFRESNE

ST. JAMES PARISH

**PUMPKIN PATCH**

MARKET DAYS

River RHYTHMS

**ROCKIN' ON THE RIVER**

MUSIC FESTIVAL

NOON-8PM

**OCTOBER 21**

FREE ADMISSION

Lafayette ARTS CENTER

**ARMADILLO DASH TRAIL RUN**

5k & Half Marathon

Poche Plantation

**Fall Festival**

October 21-22

6654, LA-44, Convent LA

LOUISIANA RIVER PARISHES

**Menopause The Musical**

St. John the Baptist Parish

**Andouille Festival**

**LIVE MUSIC**

LAKE CHARLES RIVER ROAD RESTAURANT

**HALLOWEEN SPOOKTACULAR**

# Partnerships

- Marketing Partner Quarterly Meetings
- Partner Spotlights
- Sporting Tournaments / Events
- Education – local schools
  - College and Career Fair
  - Hotel, Restaurant and Tourism (HRT) Programs
- Louisiana Workforce Commission Workshop
- Fairs and Festival
- Bonfire Country Season

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[www.LARiverParishes.com](http://www.LARiverParishes.com)



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