



Louisiana
Travel Summit
2022

The Golden Nugget
LAKE CHARLES
August 23-25





Louisiana Travel Summit 2022 SCHEDULE

TUESDAY, AUGUST 23

9 a.m.-5 p.m.	Registration & lounge open
10 a.m.-Noon	No Man's Land meeting Team Louisiana meeting
12:30-4:30 p.m.	Area Familiarization Tours
1:30-2:30 p.m.	SELA Gumbo meeting DEI Committee meeting
3-4 p.m.	Holiday Trail of Lights meeting
3-5 p.m.	Set-up for Partner Showcase
5:30-7 p.m.	Visit Lake Charles Opening Reception <i>Blue Martini, Golden Nugget</i>

WEDNESDAY, AUGUST 24

7:45 a.m.-5 p.m.	Registration open
8:15-10:15 a.m.	Lt. Governor's Breakfast
10:15-10:45 a.m.	Partner Showcase Break
10:45 a.m.-Noon	4 Concurrent Breakout Sessions
12:15-1:30 p.m.	Partner Showcase Lunch Travel Counselor Lunch & Learn
1:45-3 p.m.	4 Concurrent Breakout Sessions
3-3:30 p.m.	Partner Showcase Break
3:30-5 p.m.	LOT General Session
6-8:30 p.m.	Culinary Exploration in Louisiana's Playground (Optional Event) Dine on your own in Lake Charles

THURSDAY, AUGUST 25

7:30-11:30 a.m.	Registration open
7:30 a.m.	Set-up for Travel Fair
8:30-10 a.m.	Travel Fair Breakfast
10-10:30 a.m.	Bloody Mary Break
10:30-11:45 a.m.	4 Concurrent Breakout Sessions
12-1:30 p.m.	Closing Luncheon

PRESENTING PARTNERS

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VISIT
LAKE CHARLES
LOUISIANA'S PLAYGROUND

LOUISIANA
Feed Your Soul.

LouisianaTravel.com

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Sessions & Speakers

Each breakout is listed with a “track” denoting who would benefit most from that session:

• *Management/Service* • *Marketing/Sales* • *Communications* • *Professional Development* • *Product Development*



WEDNESDAY, 8:15-10:15 a.m. LT. GOVERNOR'S BREAKFAST

LT. GOVERNOR BILLY NUNGESSER

A state of the industry address is the best way to kick-off Summit and inspire your efforts moving forward. Learn how Lt. Governor Nungesser, working with the Department of Culture, Recreation and Tourism, is elevating the state in the world marketplace.

WEDNESDAY, 10:45 a.m.- Noon CONCURRENT BREAKOUT SESSIONS

HOW TO USE THE TRAVEL STORY FORMAT TO REACH TODAY'S TRAVELER

HERESA OVERBY & VANESSA SNIDER | milespartnership.com | crowdriff.com

Communications

From Spotify to TikTok to Instagram stories and reels, the story format has captivated the minds of consumers, travelers and marketers. Join this session to learn how to take advantage of this popular visual format to get in front of travelers, increase engagement, and drive traffic to your destination.



THE ART OF CURATING A GROUP EXPERIENCE

DR. ANGELIQUE FEASTER EVANS | [DivirCities, LLC](http://DivirCities.com) | facebook.com/starpowersuccess

Marketing/Sales

With experiential tourism on the rise, make your destination or attraction stand out with a curated group experience. Join cultural leadership expert, Dr. Angelique Feaster Evans as she shares the art of creating authentic and diverse group experiences. Learn about experiential tourism including types of experiences, components of group experiences and designing experiential products. This engaging speech will inspire you to create a one-of-a-kind group experience masterpiece.

ARE YOU A LEADER OR MANAGER?

RITA SUITER | [Five Star Customer Service Strategies, LLC](http://Five Star Customer Service Strategies.com) | fivestarcustomerservice.com

Management/Service, Professional Development

Are you leading or managing? Are you helping employees stay alive and engaged in their work? Are you role-modeling the behaviors you want to see? Do you have defined internal and external service guidelines? Is motivating employees on the front burner? Shifting one's mindset of being responsible for the job to being responsible for the people who are responsible for the job, is vital in today's challenging workplace. The leader's role is to create a supportive workplace environment which will, in turn, increase productivity, improve morale, and help recruit and retain top talent. This session will provide tips to help grow your leadership skills with a focus on boosting employee engagement and provide practical strategies to help motivate your team.



THE TRANSFORMATION OF VISITOR CENTERS

Facilitated by ANNE KLENKE

Product Development

Are visitor centers still relevant? For every destination that shutter its visitor center, another expands or innovates, so maybe the right answer is — it depends. In this panel, we'll discuss innovative strategies for evolving visitor centers into the next era — and when it might be time to change course completely.

WEDNESDAY, 12:15-1:30 p.m. PARTNER SHOWCASE LUNCHEON

This tabletop tradeshow allows media partners to share information and network with fellow tourism professional attendees. Please register as an exhibitor online or contact *Josie Evans* at josie@louisianatravelassociation.org for more information.



WEDNESDAY, 12:15-1:30 p.m. TRAVEL COUNSELOR LUNCH & LEARN



REVISITING THE VISITOR EXPERIENCE..A FRESH FOCUS

RITA SUITER | **Five Star Customer Service Strategies, LLC** | fivestarcustomerservice.com

Travel trends continue to emerge, and a renewed sense of urgency, for visitors to ‘hit the road,’ is at an all-time high. According to Expedia, we’re in the “Year of the GOAT – Greatest of All Trips,” so it is prime time for travel counselors to refresh, reenergize, and renew their skill sets to help create a memorable experience. This session will emphasize how staff engagements influence visitor engagements and impact social media reviews. The strengths and challenges of Louisiana’s Visitor Centers will be discussed with a challenge to replace ‘best practices,’ ‘better practices.’ Join Rita and learn more about the vital role you play in creating a positive and contagious Visitor Experience.

WEDNESDAY, 1:45-3 p.m. CONCURRENT BREAKOUT SESSIONS

TOURISM MATTERS TO YOUR LOCAL STAKEHOLDERS

Facilitated by **WALT LEGER**

Management/Service, Professional Development



In this session moderated by New Orleans & Co’s Walt Leger, our expert panelists Former Louisiana Speaker Chuck Kleckley, Livingston Mayor JT Taylor, hotelier Chris Landry and Monroe-West Monroe CVB President Alana Cooper will teach you the importance of building local stakeholders. The discussion will center around working with mayors, building local partnerships, building a brand for your community and more.



HOW TO GET MEDIA ATTENTION

ERIK HASTINGS | **Erik The Travel Guy** | erikthetravelguy.com

Communications

Not getting the media coverage you deserve? How To Get Media Attention provides an overview of the media, details about what journalists look for and what they consider news, and what executives and marketing leaders can do to gain valuable exposure through news outlets, both online and traditional.

THE ART OF BELONGING

SHELLEY BROWN | **Speaker, Author, Artist, Mindfulness Educator** | shelleybrownofficial.com

Professional Development

Travel, tourism and events are on the rise! But how do we move forward when we’re still bouncing back? The key to resilience, wellbeing and happiness is belonging. All human beings have a fundamental need to belong—and the pandemic intensified it. We have more responsibility, less connection, increased burnout and a significant rise in mental health issues. So what will fuel us personally and professionally as well as positively impact our day to day experience? Belonging. Let Shelley take you on a journey and inspire you to make a difference and build true belonging that starts from each one of us.



EXCEL UNDER PRESSURE & THRIVE IN THE GAME OF BUSINESS

Stan Phelps, CSP | stanphelps.com

Management/Service, Marketing/Sales

In a world where we lose one out of every four customers each year and only close one out of every four sales opportunities, this session provides a guide to driving sales and deepening relationships powered by the Market Force Global Styles framework.



WEDNESDAY, 3:30-5 P.M. LOT GENERAL SESSION

DOUG BOURGEOIS | Assistant Secretary | Louisiana Office of Tourism

A panel of the Louisiana Office of Tourism's international reps will give market updates from the UK, Germany, France, Brazil, Netherlands, Mexico and Canada, and discuss how the international visitor's expectations have changed in recent years.

WEDNESDAY, 6-8:30 p.m. CULINARY EXPLORATION IN LOUISIANA'S PLAYGROUND (OPTIONAL EVENT) \$150



An exclusive, separately ticketed evening consisting of a sit-down multi-course dinner full of flavorful cuisine and an elegant atmosphere with the best view of sunset in the Lake Area at the newly renovated Pioneer Club. Join local acclaimed chef Lyle Broussard for a delicious dinner, followed by an energetic live auction to support the tourism industry. This will truly be a night to remember and the place to be on August 24!

THURSDAY, 8:30-10 a.m. LOUISIANA TRAVEL FAIR BREAKFAST



This tabletop tradeshow allows tourism suppliers to share information and network with fellow tourism professional attendees. For more information, please contact *Laine Garner* at laine@louisianatravelassociation.org.

THURSDAY, 10:30-11:45 a.m. CONCURRENT BREAKOUT SESSIONS

INTENTIONAL INCLUSION: HOW TO CREATE WELCOMING PLACES FOR ALL
SOPHIA HYDER HOCK | Destinations International | destinationsinternational.org

Management/Service

Timothy Bush and Sophia Hyder Hock will have a candid discussion about what it takes to cultivate community and a sense of belonging within a DMO, how to genuinely attract diverse visitors, and common pitfalls of DEI. They will address DEI-related scenarios and curiosities that DMOs are working through and provide insight on how emotional intelligence can create meaningful impact moving forward



HIRE & MARKET LIKE A GENERATIONAL GENIUS

JIM MATHIS | The Reinvention Pro | jimmathis.com

Marketing/Sales, Management/Service

Millennials are the largest generation in human history and already playing a major role in successful management and marketing strategy, but they present challenges that have never been faced. They use social media, are mobile in every possible instance and have distinct marketing needs and language. And with Gen Z coming of age, you can be sure...Millennials and Gen Z will be running your travel/guest business one day!



HOW TO THINK LIKE AN INVENTOR TO GENERATE NEW IDEAS
JULIE AUSTIN | Creative Innovation Group | creativeinnovationgroup.com

Product Development

Payroll is your biggest expense. Why not utilize the collective brain power you're already paying for, and let your employees have some fun at the same time. Inventor and innovator Julie Austin shows you how to turn every member of your organization into creative problem solvers. This is a high energy speech with some fun and interactive exercises.



LETTING LOUISIANA SHINE THROUGH LITTER PREVENTION
KEEP LOUISIANA BEATIFUL

In this session, hear about the latest efforts from Keep Louisiana Beautiful, the state's anti-litter and community improvement organization. With momentum from a very successful Love the Boot Week, the organization has launched the "Let Louisiana Shine" campaign. Learn how you can get involved and help beautify your community to make it more welcoming to visitors.



THURSDAY, 12-1:30 p.m. CLOSING LUNCHEON

STAN PHELPS, CSP | stanphelps.com

Little things make a big difference in customer experience. In this keynote presentation, Stan shares the key ingredients of creating signature added value. Stan is very engaging and will challenge you to think about how to position your services/service experience to customers in some new ways.



SUMMIT HOST | VISIT LAKE CHARLES

Known as Louisiana's Playground, Lake Charles is a blend of contrasts from the natural beauty of the great outdoors to luxurious gaming resorts and everything in between. The people of Lake Charles have big Cajun personalities with a Texas flair, and the ever-present delicious Cajun/Creole cuisine will make your mouth water. The downtown area is alive with many locally owned restaurants, live music venues and shops, and a walk along the lakefront is the perfect place to catch a vibrant sunset. Rich in history and steeped in cultural traditions, there is so much to explore. #VisitLakeCharles #LouisianasPlayground



Photo credit: Adam Boozer

Chad Moreno, Killer Photography

LAKE CHARLES FAMILIARIZATION TOURS

Each tour departs from the Golden Nugget at 12:30 p.m. and returns at 4:30 p.m. **PLEASE REGISTER FOR FAM TOURS ONLINE**

FAM 1 | Hands on in Jeff Davis Parish

Explore the Heart of I-10 in Jeff Davis Parish. Enjoy a one-of-a-kind hands-on experience holding baby alligators, and meeting Pierre an 86-year-old alligator snapping turtle at the 2019 Louie Award-winning Gator Chateau. And finish off your adventure with a taste of Louisiana rum made from locally grown sugarcane, satsumas, mayhaw, and more at Louisiana Spirits – Bayou Rum. **Hosted and sponsored by Jeff Davis Parish Tourist Commission*



FAM 2 | Weird, Wild, & Whimsical

Experience the quirks and curiosities of Lake Charles on a trolley. From hidden gems to well-known jewels, you'll rediscover your playful side of travels along this weird, wild, and whimsical journey. Put on your comfy clothes, take off your professional hat, and expect the unexpected in Louisiana's Playground - the way one should.



FAM 3 | The ABC's of the Creole Nature Trail

Experience "Louisiana's Outback," the Creole Nature Trail All-American Road! Our journey will lead us along the East side of the trail stopping for alligators, boudin, and in Creole. Yes, and specialty refreshments, too! So, pack your sandals and bug repellent because you are in for a true Southwest Louisiana adventure.



FAM 4 | A Taste of Lake Charles

From Emily in Paris vibes to a Caribbean paradise, explore the culinary variety that Lake Charles is known for. Explore some of our most recent culinary additions to the Lake Charles scene and some long-time favorites!



For more FAM Tour details, visit LouisianaTravelAssociation.org/Summit

CONFERENCE HOTEL GOLDEN NUGGET LAKE CHARLES

2550 Golden Nugget Boulevard | Lake Charles, LA 70601

Rate \$149 | cut-off date August 12, 2022

Make your reservations by visiting LouisianaTravelAssociation.org/Summit



REGISTER ONLINE AT LOUISIANATRAVELASSOCIATION.ORG/SUMMIT
#LaSummit22

CONFERENCE RATES & DEADLINES

	Members	Non-Members
Pre-registration rates:	\$425	\$525
Pre-registration one-day rates:	\$295	\$325
Late/on-site rates:	\$525 (full) \$325 (one-day)	

Student rate: \$45 per day (must have valid student id)

Premium Partners: Please contact Laine@LouisianaTravelAssociation.org to register

Culinary Exploration in Louisiana's Playground: \$150 per person

Pre-registration cut-off: August 15, 2022

Cancellation policy: 50% refund through August 15, 2022

no refunds after August 15, 2022

Conference attire: Business casual **Questions:** Call 225-346-1857

Online Auction

Register for the online auction at LouisianaTravelAssociation.org You may begin bidding August 1, 2022 and continue placing bids through the last day of the conference.

Need a way to showcase your business at Summit? Donate an item to the Online Auction! Fill out the form on LTA's Summit website and return to Taylor Stanley at tstanley@visitolakecharles.org by Friday, July 1, 2022. Proceeds from the auction go toward LTA's advocacy efforts.



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