PRESS RELEASE

Monroe-West Monroe CVB wins 2014 CVB of the Year

Monroe-West Monroe, LA – The Monroe-West Monroe Convention & Visitors Bureau (MWMCVB) received the Louisiana Tourism Promotion Association's (LTPA) 2015 Louey Award for Convention & Visitors Bureau of the Year for 2014 on Wednesday, January 28 during the LTPA Annual Membership Meeting in Many, LA.

"We are extremely pleased and honored to bring this award back to Ouachita Parish," MWMCVB President/CEO Alana Cooper said. "Our staff works daily to bring visitors into the parish to create an impact on our local area."

The Louey Awards are presented each year to bureaus, businesses, and individuals from around the state that made outstanding contributions to the tourism industry in Louisiana.

 "It is our privilege to honor those in Louisiana's tourism industry who work diligently every day to showcase our great culture to the rest of the world," said Darienne Mobley, LTPA co-executive director. "Their work attracted 27.3 million visitors to Louisiana in 2013 and resulted in $10.8 billion in visitor spending, stimulating the economy of the entire state."

The MWMCVB was recognized this year for their achievements in expanding the Duck Commander visitor experience with their Duck Commander Hometown Tour. Offered in both a mobile website and printed format, they have distributed over 85,000 printed tours in 2014. Also a factor was their newly developed Louisiana State Games, an annual event and sports festival featuring over 10 sports held in Ouachita Parish in May of each year. Winners of the games will progress to the State Games of America.

"The tourism industry in Ouachita parish is strong," Cooper said. "We have great partners in our attractions, restaurants, shops, hotels, and event venues who work with us every day to promote our area."

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