
Kenner's new marketing team gets some reinforcements, wants resident input

By Allan Katz

The Jefferson Parish Convention and Visitors Bureau was recently hired to market the city of Kenner. Wasting no time, the JCVB has retained the Mandala Research Corporation of Alexandria, Virginia, to help them formulate a plan to make tourism Kenner's fastest growing industry.

Laura Mandala, managing director, says Kenner certainly has the potential to fill year-round the now existing 2,000 hotel rooms. Mandala believes great places to live are great places to visit. She is encouraging Kenner residents to join her in visioning sessions so she and her research director can hear directly from them their thoughts of the city's best features, their stories and experiences, their hopes and aspirations for attracting tourists. She wants to exchange ideas with them and has

her Mandala staff working on a website that she hopes Kenner residents will access to offer their ideas as to Kenner's strengths when it comes to inviting tourists to visit.

Mandala says some of Kenner's assets are easy to spot – proximity to Louis Armstrong New Orleans International Airport, the Pontchartrain Center, access to Lake Pontchartrain and the hospitable attitudes of Kenner's residents. But she's hoping that Kenner residents will help her dig deeper and assist her in figuring out how to maximize the city's tourism potential. "We're really glad to be here and we've certainly been welcomed by the JCVB, the elected officials and the Kenner residents that we've met.

"We have made a significant start on our research and look forward to sharing the findings. Residents are invited to join us for an outreach session March 13, 2013 at 7:00 p.m. Call 703-820-1041 to register," said Mandala. ☆
