



LOUISIANA
Feed Your Soul.

Louisiana Office of Tourism Work Plan

July 2023 – December 2024

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I'm excited about the bright future of the travel and tourism industry in Louisiana. Over the past year, we've continued to share all the great ways you can Feed Your Soul with our wonderful music, delicious food, beautiful outdoors and one-of-a-kind culture. And we've seen great results. We've continued to increase visitation to Louisiana, attracting 42.6 million in 2022. And of course, that has a tremendous impact on the economy. Those visitors spent \$17.1 billion right here in Louisiana.

But there's more work to be done. We have the opportunity to continue to increase these numbers to once again have record-breaking visitation in Louisiana.

There's no place else in the world quite like our state. We stand out from our competitors for all the unique experiences you can have here. I believe with all of the amazing people who live and work in Louisiana, and our ongoing efforts to promote the state as a top destination, we can stand out even more. I look forward to a great year working together towards success.

A handwritten signature in blue ink that reads "Billy Nungesser".

Lt. Governor Billy Nungesser



Over the past year, we've been hard at work to promote Louisiana to visitors all across the globe. From hosting domestic and international media to consumer events promoting our food and music to sales tradeshows and tour operator training – we're using every tool in our toolbox to share all the things you can do, see and eat in Louisiana.

Looking ahead, we are going to continue to explore new ways to drive visitation to every corner of the state. We're reaching new markets, exploring new ways to offer cost-effective partnerships, and looking to new trends in advertising and digital marketing to reach the right audiences in the most effective ways.

Collaboration will continue to be key to our success in developing Louisiana's travel industry, and I'm excited for another year of sharing our great state with the world.

A handwritten signature in blue ink that reads "Doug Bourgeois".

Doug Bourgeois, Assistant Secretary of Tourism



The Louisiana Office of Tourism is part of the Department of Culture, Recreation & Tourism (DCRT). Overseen by the Lieutenant Governor, DCRT also includes Louisiana State Parks, Cultural Development, Volunteer Louisiana, Louisiana State Museum, the Louisiana Seafood Promotion & Marketing Board, the State Library of Louisiana, and the Atchafalaya National Heritage Area. For more information on the Department of Culture, Recreation & Tourism, visit www.crt.state.la.us.

SUMMARY

The Louisiana Office of Tourism (LOT) is charged with leading Louisiana's large and diverse tourism industry. LOT promotes the economic growth of Louisiana through its departments and the implementation of specialized programs to encourage visitation to the state and increase visitor spending. These combined efforts include in-state, domestic and international marketing and promotion, as well as the creation and support of new tourism products and initiatives. For more information about LOT visit www.crt.state.la.us/tourism. To learn about all the ways to "Feed Your Soul" in Louisiana, visit www.ExploreLouisiana.com.

MISSION

The Louisiana Office of Tourism's mission is to have a tremendous economic impact on local economies. To economic benefits like new businesses, jobs and higher property values, tourism adds less tangible—but equally important—payoffs. A well-managed tourism program improves the quality of life as residents take advantage of the services and attractions tourism adds. The office will promote community pride, which grows as people work together to develop a thriving tourism industry.

VISION

The Louisiana Office of Tourism's vision is to market and promote the "Feed Your Soul" brand showcasing Louisiana as a travel destination, increasing revenue generated by the tourism industry, and contributing to the economic impact of tourism in all 64 parishes.

KEY OBJECTIVE

Maintain and increase leisure travel and spending in Louisiana with international and domestic travelers, as well as residents.

THE YEAR IN REVIEW



1) 2023 Rose Parade 2) France Sales Mission 3) Montreal Jazz Fest 4) Auckland Sales and Media Mission 5) Group Travel Leader FAM Tour 6) National Geographic Traveler UK Food Festival 7) Southeast Tourism Society Domestic Showcase 8) Travel Media Association of Canada Conference 9) Travel South USA Global Week FAM Tour

AWARDS



Southeast Tourism Society Shining Example Award for Best Niche Marketing for the Louisiana Civil Rights Trail campaign



2022 WebAward by the Web Marketing Association for LouisianaByways.com



Hospitality Sales and Marketing Association International (HSMIAI) Silver Adrian Award for Advertising – Brand Activation for Louisiana’s participation in the Macy’s Thanksgiving Day Parade and Rose Parade



Hospitality Sales and Marketing Association International (HSMIAI) Bronze Adrian Award for Public Relations/Communications: Feature Placement Online: Consumer for Forbes article resulting from a festival-focused media tour hosted by Louisiana



Tournament of Roses 2023 Showmanship Award for the Louisiana “Celebration Riverboat” featuring Louisiana festival queens and ambassadors and a performance by Louisiana artist Lainey Wilson



Silver Telly Award in the category of Social Video – Series: Travel and Tourism for Unusual Adventures in Louisiana series



American Advertising Federation Silver ADDY for the 2023 Tournament of Roses Pin Design

LOUISIANA TRAVEL UPDATE



42.6Mil.

that Louisiana
attracted in domestic
& international visitors
to the state in 2022

\$17.1Bil.

that Louisiana
generated in domestic
& international visitor
spending in 2022

\$1.9Bil.

total state and local tax
revenues generated by
travel and tourism activities
in Louisiana in 2022

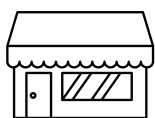
1-in-14 jobs **\$1,068**

tourism supported of
all jobs in the state

Louisiana household
tax savings from
visitor spending

TRAVELER PROFILE

The most popular activities for visitors to Louisiana are:



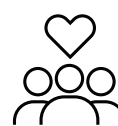
shopping



culinary/dining
experiences



business/work



visiting friends/
relatives



nature

Louisiana visitors most often travel in **pairs (47%)** or **travel alone (40%)** and stay an average of 2.33 overnights in the state.

52% of visitors plan their trip to Louisiana a week or less before departing.

WHAT'S TRENDING



Multi-generational travel
Entertainment-focused tourism
Food-focused Travel
Restorative Vacations
Traveling Off the Beaten Path

FUTURE TRENDS



Traveling Solo
Authentic Experiences with Locals
Adoption of Travel Technology
Workation
Sustainability



The 18-month trade and media calendar represents the current planned schedule of missions, tradeshow and public relations events through 2023. All events are subject to change as the office works to maintain a flexible schedule to suit the ever-changing COVID-19 pandemic. To learn more about specific events and shows, please contact the appropriate LOT staff member.

Trade & Media Activities Calendar

Legend:

** Partner Buy-in Available

* All Events are subject to change

* Travel South missions are open to state partners only



Conferences & Tradeshow



Sales Missions



Media & Public Relations



Special Event

2023

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<div>Southeast USA Spotlight, Mobile, AL</div>	<div>Connect Marketplace, Minneapolis, MN</div>	<div>SATW Annual Convention, San Juan, Puerto Rico</div>	<div>TEAMS Conference, The Palm Beaches, FL **</div>	<div>WTM London, London, UK</div>	<div>USTOA, Los Angeles, CA</div>
<div>International Convention of Allied Sportfishing Trades (ICAST) Orlando, FL **</div>	<div>Louisiana Travel Summit, Baton Rouge, LA</div>	<div>SPORTS Relationship Conference, South Bend, IN **</div>	<div>Great Day! Tours Ohio Group Leader Travel Marketplace, Cleveland, OH</div>	<div>NTA TREX, Shreveport, LA</div>	<div>US Sports Congress, Lake Charles, LA</div>
<div>TSUSA NatGeo Food Festival - UK Market, London, UK</div>			<div>Brand USA Travel Week, London, UK</div>	<div>Macy's Parade, New York, NY</div>	<div>TSUSA International Showcase, Memphis, TN</div>
<div>TBEX North America, Eau Claire, Wisconsin</div>			<div>LTA & Culinary Trails, Dallas, TX</div>		<div>OMCA Marketplace, Toronto, ON</div>
			<div>SportsETA 4S Summit, El Paso, TX</div>		<div>Roses Parade, Pasadena, CA **</div>
			<div>ITB Asia, Singapore, Singapore</div>		

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
ABA Marketplace, Nashville, TN	IITA Summit 2024, Memphis, TN	Showcase Italy, Florence, Italy	Travel South USA Global Week, Charleston, SC	National Travel and Tourism Week	Travel South USA - Taste the South, London, UK
FITUR, Madrid, Spain	Mississippi Ag & Outdoor Expo, Gonzales, LA **	LOT Spring Mission Amsterdam, Paris, London **		US Travel Association's IPW, Los Angeles, CA **	TMAC, St. John's, Canada
IMM North America, New York		Bassmaster Classic & Expo, Tulsa, OK **		Cannes Film Festival and Mission, Cannes, France	LA Rural Tourism/ Byway Conference, Port Allen, LA
		STS Domestic Showcase, Little Rock, AR		Milan Sales and Media Mission, Milan, Italy	Brazil Sales Mission, Rio and SaoPaulo
		FMCA RV Show, Tuscon, AZ **		NATJA Conference and Marketplace, Galveston, TX	IAGTO North America Golf Tourism Convention, Boyne City, MI
		Louisiana Outdoor Expo, Gonzales, LA **		NTA Contact, St. John's, Canada	Montreal Jazz Festival, Montreal, Quebec
				SATW Central State Chapter Annual Meeting	

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Southeast USA Spotlight	Louisiana Travel Summit	TEAMS Conference, Anaheim, CA **	Brand USA Travel Week, London, UK	NTA TREX, Huntsville, AL	US Sports Congress, Charlotte Harbor, FL
International Convention of Allied Sportfishing Trades (ICAST), Orlando, FL **	Congres Mondial Acadien Yarmouth & Acadian Shores, Nova Scotia	Domestic Sales Mission, Tennessee **	Eastern Canada Mission - Trade and Media, Toronto & Montreal **	WTM, London, UK **	
	SYTA Annual Conference, New York		SPORTS Relationship Conference **	Team Louisiana Sales Mission, Colorado Springs, CO **	
	Connect Marketplace, Milwaukee, WI		SportsETA 4S Summit	TSUSA International Showcase, Atlanta, GA	

RESOURCES

For general inquiries,

Call 225-342-8100

For research data, co-op program details, grant programs, and more, visit ExploreLouisiana.com/Industry

INDUSTRY PARTNERS:

LOT works with industry specialist groups on national, regional and local levels.

U.S. Travel Association

ustravel.org

Brand USA

thebrandusa.com

Travel South USA

industry.travelsouthusa.com

Louisiana Travel Association

louisianatravelassociation.org

Southeast Tourism Society

southeasttourism.org

Mississippi River Country

mississippirivercountry.com



Join our Facebook Group!

The Louisiana Office of Tourism has launched an industry Facebook group – Louisiana Tourism Industry – to better communicate with partners around the state. LOT staff will be sharing industry updates, tradeshow information, sales and media missions, research updates, best practices and more.

Join the group to see what's happening in tourism all over Louisiana and to share your news!

Find us on Facebook at www.facebook.com/groups/louisianatourismindustry

CO-OP PROGRAMS

PROGRAMATIC MEDIA

Partner with the Louisiana Office of Tourism to reach adults age 25 – 54 who have an affinity for Louisiana culture and have either recently taken a leisure trip or researched leisure trips. Digital placements will be targeted to specifically reach these people who are most likely to visit the state. Co-branding with LOT's campaigns or logo will increase your visibility. At the end of the campaign, you will receive detailed performance metrics.

GEOGRAPHY (CHOICE OF)

In-State: all of Louisiana

Regional:

- States: Alabama, Arkansas, Florida, Georgia, Mississippi, Missouri, Tennessee
- DMAs: Houston, Dallas-Ft. Worth, San Antonio, Austin, Oklahoma City, Tulsa
- Long Haul DMAs: Chicago, Charlotte, NC, New York, Seattle, San Francisco, Oakland, Washington DC, Las Vegas, Denver, Phoenix, Philadelphia

CAMPAIGNS (CHOICE OF)

- My Louisiana (always on; decreased coverage in July-Aug and Nov-Dec)
- Year of Music (2024)
- Mardi Gras/Festivals (Nov 2023 – June 2024)

DEADLINES

4 weeks prior to desired time period, using own creative

6 weeks prior to desired time period, using LOT creative

TACTIC	FORMAT	DURATION	CPM	IMPRESSIONS	TOTAL COST
\$1,250 PACKAGE (\$2,500 PLACEMENT VALUE WITH LOT MATCH) 2 week flight					
Display	Industry Standard Banners	30 days	\$7	357,143	\$2,500
Pre-Roll* Video	:15 or :30 Video	30 days	\$16		
\$2,500 PACKAGE (\$5,000 PLACEMENT VALUE WITH LOT MATCH) 4 week flight					
Display	Industry Standard Banners	30 days	\$7	357,143	\$2,500
Pre-Roll* Video	:15 or :30 Video	30 days	\$16	156,250	\$2,500
\$5,000 PACKAGE (\$10,000 PLACEMENT VALUE WITH LOT MATCH) 8 week flight					
Display	Industry Standard Banners	30 days	\$7	714,286	\$5,000
Pre-Roll* Video	:15 or :30 Video	30 days	\$16	312,500	\$5,000

BRAND USA

Each year the Louisiana Office of Tourism works with Brand USA to develop global marketing and promotion activations designed to inspire, engage and activate consumers. Many of these are also planned as co-op programs for CVB and tourist commission partners. LOT contributes funds to buy down these programs, improving their affordability to partners across the state.

In fiscal year 2023, these programs include several global opportunities, as well as market-specific promotions and a special regional program through Travel South USA.



PROGRAM

MARKETS

PROJECTED RUN DATES

STATE PROGRAMS

Rogers Media	Canada	Ongoing
The Telegraph	UK	Ongoing
VisitTheUSA.com New Experience Pages	Global	TBD
Air Canada Vacations	Canada	TBD
Custom Interactive Travel Guides	Canada/UK	TBD

CITY CO-OP PROGRAMS

Louisiana Custom Canada Winter Co-op	Canada	Winter
VisitTheUSA.com Content Refresh Packages	Global	Ongoing
Destination 101 Training Video Program	Global	Ongoing
UK Spring 2024	UK	Mar/April
France Spring 2024	France	Mar/April
Canada Spring 2024	Canada	Mar/May

TRAVEL SOUTH “EXPLORE THE SOUTH” PROGRAM

UK Winter 2024	UK	Jan/Feb
Germany Spring 2024	Germany	Apr/May
Australia Spring 2024	Australia	Apr/May



LOUISIANA

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ExploreLouisiana.com