

LOUISIANA OFFICE OF TOURISM

Fiscal Year 2022-23

Recap of the Louisiana Tourism Promotion District activities and finances



[ExploreLouisiana.com](https://www.exploreLouisiana.com)

FY 22-23 APPROPRIATED BUDGET

	ADMINISTRATION (Program 100)	MARKETING (Program 200)	WELCOME CENTERS (Program 300)	TOTAL AGENCY
MEANS OF FINANCING:				
STATE GENERAL FUND (Direct)	500,000	\$500,000	-	\$500,000
STATE GENERAL FUND BY:	-	-	-	-
Interagency Transfers	-	\$43,216	-	\$43,216
Fees & Self-gen. Revenues	\$2,041,022	\$36,203,112	\$4,004,648	\$27,189,063
Statutory Dedications	-	\$10,165,128	-	\$4,000,000
Interim Emergency Board	-	-	-	-
FEDERAL FUNDS	-	\$387,955	-	\$70,000
TOTAL MEANS OF FINANCING	\$2,541,022	\$47,299,411	\$4,004,648	\$53,845,081
EXPENDITURES & REQUEST:				
Salaries	\$544,632	\$1,015,254	\$1,806,378	\$3,366,264
Other Compensation	-	\$3,865	\$301,640	\$305,505
Related Benefits	\$506,806	\$574,527	\$976,094	\$2,057,427
TOTAL PERSONAL SERVICES	\$1,051,438	\$1,593,646	\$3,084,112	\$5,729,196
Travel & Training	\$46,000	\$739,000	\$15,500	\$800,500
Operating Services	\$263,024	\$6,523,153	\$345,276	\$6,351,453
Supplies	\$14,695	\$41,000	\$100,500	\$156,195
TOTAL OPERATING EXPENSES	\$323,719	\$4,697,919	\$461,276	\$7,308,148
PROFESSIONAL SERVICES	-	\$21,511,606	-	\$21,511,606
Other Charges	500,000	\$12,717,519	\$208,862	\$13,426,381
Debt Services	-	-	-	-

Interagency Transfers	\$665,865	\$4,953,487	\$109,775	\$5,729,127
TOTAL OTHER CHARGES	\$1,165,865	\$17,671,006	\$318,637	\$19,155,508
Acquisitions (Capital Outlay)	-	-	-	-
Major Repairs	-	-	\$140,623	\$140,623
TOTAL ACQ. & MAJOR REPAIRS	-	-	\$140,623	\$140,623
UNALLOTTED	-	-	-	-
TOTAL EXPENDITURES AND REQUEST	\$2,541,022	\$47,299,411	\$4,004,648	\$53,845,081
AUTHORIZED FULL-TIME EQUIVALENTS				
Classified	6	18	51	75
Unclassified	1	-	-	1
TOTAL POSITIONS (Salaries Regular)	7	18	51	76
POSITIONS (Other Charges)	-	1	-	1

NOTES:

LOT is funded with fees and self-generated revenues derived from the Louisiana Tourism Promotion District. Created by Act 1038 of the 1990 Regular Session of the Louisiana Legislature, the Promotion District receives 3/100 of one cent of the state sales and use tax. It then forwards the funds to the Louisiana Office of Tourism for its endeavors.

Appropriated Budget represents existing operating budget as of June 30, 2023.

FY 2022-2023 Sponsorships	
Contractor	Amount
Baton Rouge Soccer Association	\$40,000.00
Baton Rouge Wheelchair Tennis Assn.	\$5,000.00
Cajun Coast Visitors & Convention Bureau	\$10,000.00
Cajun Crawfish & Music Festival, Inc.	\$5,000.00
City of Grand Isle	\$2,500.00
Crescent City Classic	\$20,000.00
Essence Festivals Production	\$948,500.00
Experience Ruston	\$5,500.00
Festivals for Good	\$15,000.00
Film Prize Foundation, Inc.	\$12,500.00
Freshjunkie Productions, LLC	\$25,000.00
Greater Southwest Louisiana Mardi Gras	\$10,000.00

Hug Magazine	\$10,000.00
Independence Bowl Foundation, Inc.	\$200,000.00
Lafayette CVB	\$15,000.00
Lafayette Travel	\$5,500.00
Lafayette Travel	\$15,000.00
Le Festival International de Jazz de Montreal, Inc.	\$100,000.00
Louisiana Cajun Bayou	\$5,500.00
Louisiana Rodeo Cowboy Association	\$35,000.00
Louisiana Travel Promotion Assn	\$50,000.00
Louisiane-Acadie, Inc.	\$50,000.00
Lucky Bags Cornhole	\$1,000.00
Miss Louisiana Organization	\$25,000.00
Monroe/ West Monroe CVB	\$32,500.00
New Orleans Bowl, Inc.	\$100,000.00
Nola Gold Rugby	\$20,000.00
Ruston-Lincoln CVB	\$5,500.00
Sabine Tourist and Recreation Center	\$20,000.00
Shreveport-Bossier Convention and Visitors Commission	\$5,000.00
Shreveport-Bossier Convention and Visitors Commission	\$10,000.00
Shreveport-Bossier Convention and Visitors Commission	\$25,000.00
Shreveport-Bossier Convention and Visitors Commission	\$15,000.00
Southern University System Foundation	\$150,000.00
Southland Conference	\$50,000.00
Tangipahoa Tourism	\$5,500.00
The Bon Temps Social Club of San Diego	\$15,000.00
Tri-Lakes	\$5,000.00
Visit Baton Rouge	\$12,500.00
Visit Baton Rouge	\$40,000.00
Visit Monroe-West Monroe	\$5,500.00
Total	\$2,127,500.00

Agency Goals

- Increase length of stay, visitor expenditure (yield), dispersal (geographical and seasonal) and market share.
- Leverage economic benefits from Louisiana natural attractions, major events while also improving and developing innovative and sustainable man-made attractions.
- Continue to strengthen partnerships and working relationships with stakeholders in the region.
- Develop tourism programs that meet the needs and expectations of visitors and local communities in order to improve visitor experience.
- Maintain research program which measures the economic, cultural, and social benefits and impacts of tourism as well as measurement of visitor profile and trends. The research program will continue on an ongoing basis.
- Develop the professionalism of the tourism industry in the region in terms of customer service, internationally ready product; and accreditation.

FY 23 ADVERTISING PROGRAMS

Louisiana is a Trip

In-& near-state marketing to include markets within 150 miles of the Louisiana border. Creative featuring day trips and overnight vacations. Mix of video, banner ads, social media and landing page content.

Mardi Gras for All Y'all

Online campaign featured in Nola.com, The Advocate, & Gambit. \$200,000 ad buy including media thru 2021 including publications, links, etc.

Festivals – TV and Radio

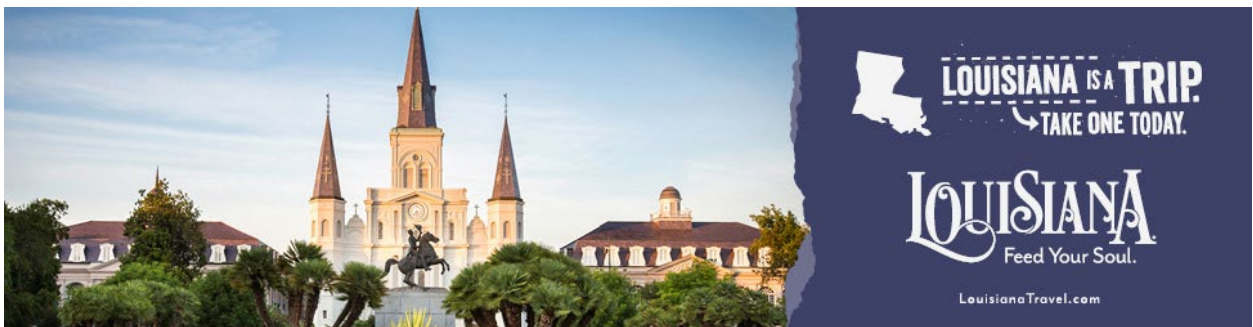
Promote statewide festivals with TV spots and radio advertisements.

CREATIVE ADVERTISING FY 23

Print Creative



Digital & Social Creative



TRADE SHOWS FY 2022-23

July 19 – 22, 2022, Orlando, FL

International Convention of Allied Sportfishing Trades (ICAST), Orlando, FL
CAST is the premier showcase for the latest innovations in fishing gear, accessories and apparel. ICAST is the cornerstone of the sportfishing industry, helping to drive recreational fishing product sales year-round. www.icastfishing.org

August 8 – 10, 2022, Detroit, MI

Connect Travel Marketplace

Connect Marketplace provides unmatched appointments, networking opportunities, education, and other resources to source future meetings and events and create memorable experiences. Thousands of hosted buyers tracks will participate in highly curated appointments with matched destinations and venues. Marketplace also includes Connect Tour, which provides appointments for domestic and international tour buyers.

August 26 – 30, 2022, Washington, D.C.

SYTA Annual Conference

SYTA Annual Conference is the premier event for the student and youth travel industry, where over 1,000 attendees, including tour operators, group travel planners, suppliers, and business partners meet, learn, and connect with each other. Attendees hear the latest in student market research and trends, learn effective business practices, and meet with clients and peers during business sessions and networking events.

September 13-14, 2022, Kissimmee, FL

RTO Summit South

More receptive tour operators have opened headquarters or tour operations in Florida in order to take advantage of its great weather, reasonably priced office space and the travelers who visit the area's theme parks each year. Florida now is home to over 120 receptive companies most of which service Latin American markets, Europe and increasingly, Asia and the Middle East. <https://www.rtosummit.com/south/>

September 18 – 21, 2022

S.P.O.R.T.S. Relationship Conference, Savannah, GA

S.P.O.R.T.S. The Relationship Conference is an exclusive event designed to bring together sports events owners and rights holders with host organizations and sports-industry suppliers. LOT will have opportunity to meet up to 60–75 events rights holders during 15 minute, one-on-one appointments. Longer appointments is a component that will generate ROI and get the most out of the conference.

www.therelationshipconference.com

November 7-9, 2022

World Travel Market, London, England

World Travel Market has become one of the three leading travel trade shows in the world. WTM brings together more than 52,000 delegates, including 9,000 buyers from 186 countries and regions. Louisiana has a booth in Travel South USA's

<http://london.wtm.com/>

November 13-16, 2022

National Tour Association (NTA) Travel Exchange (TREX), Reno-Tahoe, NV

Travel Exchange registers approximately 600 travel trade buyers and more than 2,000 total attendees for this annual tradeshow. Destination and suppliers from every U.S. state, Canadian province, and 30+ countries attend.

<https://ntaonline.com/>

November 27-30, 2022

Travel South USA International Showcase, Louisville, KY

Travel South International Showcase is the premier Marketplace event in the South where over 500 tourism professionals gather for 3 days of intensive meetings with a goal of delivering more visitors, spending more time and more money in the South. Hosted by our twelve state tourism offices, 100+ qualified International tour operators from 20+ countries around the globe and 160+ Southern travel suppliers will be in attendance to grow international visitation to the southern United States.

www.travelsouthusa.org

February 2-8, 2023

American Bus Association (ABA) Annual Meeting & Marketplace, Detroit, MI

ABA's Annual Marketplace is the first motorcoach, travel and tourism show of each year, experts say based on the amount of business written and the number of people attending, it's the best in the industry and always a 'must attend' event.

ABA marketplace is a prescheduled, appointment-based conference, with appointments lasting approximately 7 minutes with more than 3,400 tour operators, and suppliers. www.buses.org

April 11 – 13, 2023

Connect RTO Spring, Las Vegas, NV

This show hits these international inbound receptive tour operators, who also handle most of the Asia and European markets. The show features networking events, pre-scheduled and one-on-one appointments with product managers and contracting personnel.

April 16-20, 2023

STS Domestic Showcase, Huntsville, AL

Southeast Tourism Society (STS) invites qualified Group Tour Operators, Group Tour Leaders, and southern Suppliers from the partner states that comprise the Southeast Tourism Society, and Travel Service Providers, including advertising media and credentialed editorial media, to attend this invitation only event.

May 8-11, 2023

Sports Events & Tourism Association Symposium, Kansas City, MO

Sports ETA emphasizes business development and networking opportunities year-round that help make our members more effective in the business of bidding on, booking, and managing sporting events. Sports ETA produces a variety of in-person and virtual events for serious-minded sports events and tourism executives.

May 20-24, 2023

IPW, San Antonio, TX

U.S. Travel Association's IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. The LOT and about 80 Louisiana tourism industry partners will attend the largest international tour operator event in the U.S. In three days of pre-scheduled business appointments, IPW will have more than 1,100 exhibitor booths held by U.S. Suppliers of USA travel products and destinations, and more than 5,000 attendees who are international travel buyers, domestic travel buyers and international journalists representing more than 70 countries. Partner buy-ins are allowed. www.ustravel.org/events/ipw

SALES & MEDIA MISSIONS FY 22-23

Special Events

July 9-18, 2022

Nat Geo Food Festival, London, UK

LOT sponsored booth at the Nat Geo Traveler Food Festival in London. Includes PR activations before event such as radio interviews and media dinner.

September – November 2022

Louisiana Homecoming Tailgates

The LOT, along with statewide CVB partners, hosted multiple football tailgates at Louisiana universities across the state to encourage travel and promote Louisiana.

November 1-3, 2022

Culinary Trails Media Event, Charlotte, NC

In collaboration with LTA (Louisiana Travel Association), the LOT will promote the Louisiana Culinary Trails to promote Louisiana tourism. This is a chef-driven media event where Louisiana sends a chef to represent Louisiana and use the location's restaurant to serve a Louisiana dish.

November 24, 2022

Macy's Thanksgiving Day Parade, New York, NY

Louisiana was again represented with a float in the Macy's Thanksgiving Day parade which featured the longest float with a 60-foot gator (Celebration Gator) adorned with colorful azaleas, magnolias and Mardi Gras beads, a tribute to Louisiana's rich culture from its grand riverboats to the famous French Quarter.

January 2, 2023

Tournament of Roses Parade, Pasadena, CA

Louisiana Tourism's "Celebration Riverboat" float depicts an iconic Louisiana and the Mississippi River – featuring a spinning paddlewheel. The float won the Showmanship Award for most outstanding display of showmanship and entertainment. The Celebration Riverboat float in Pasadena measured a 103

billion Broadcast reach with 1.7 billion total online impressions resulting in a \$937,000 media airtime value.



February 4, 2023

GRAMMY's Brunch Event, Los Angeles, CA

Louisiana and Memphis GRAMMY's Brunch for honoring Louisiana nominees hosted by LOT and OCD in Los Angeles, CA.

Missions and FAMs

The Louisiana Office of Tourism hosted a multitude of media and trade familiarization tours (FAMs) as well as participated in sales and media missions that were hosted by industry partner organizations, such as Travel South USA and Brand USA, in FY 23. The FAM participants were domestic and international buyers, reps, and journalists.

October 1 – 5, 2022

Group Travel Leader Sales FAM, Statewide

Group Travel Leader Magazine recruits and vets qualified tour operators to participate in a familiarization tour of the state, showcasing Louisiana destinations that will increase visitation to the state.

October 17 – 21, 2022

Canada Trade Mission, Toronto & Montreal

Sales mission to meet with key tour operators, agents, and other buyers to showcase Louisiana product and partners. The mission will consist of business appointments and events with educational presentations in the top two Canadian market cities - Toronto and Montreal.

April 19-24, 2023

Travel South USA Mini FAMs

Pre-FAMs with media to Louisiana before TSUSA Global Summit week in New Orleans.

June 9-23, 2023

Australia/New Zealand Sales & Media Mission

In New Zealand, the Louisiana delegation, met with travel trade and travel media; Tourism New Zealand; tourism operators; and America Chamber of Commerce. For Australia, the mission was produced by Travel South USA on their official Australia mission promoting the American South. The mission visited Melbourne, Brisbane and Sydney where we will host events for travel trade and media.



SOCIAL MEDIA AND WEBSITE

Plan

The implementation of social media hub and user-generated content throughout LouisianaTravel.com serves to inspire potential visitors through the lenses of current visitors while increasing encouraging engagement with our channels.

Social channels serve as distribution channels for native LouisianaTravel.com content. LOT will share and promote website content on Facebook, Twitter and Instagram to drive traffic deeper into our conversion funnels.

Facebook

Facebook continues to be the top engagement channel for travel brands in social media. Facebook is at the top of the conversion funnel and a point of inspiration for potential visitors. Louisiana Travel Facebook page has grown to 473,000+ followers.

Twitter

We employ Twitter as a customer service tool and to support our CVB and stakeholder community. The LOT has over 85,000 Twitter followers.

Instagram

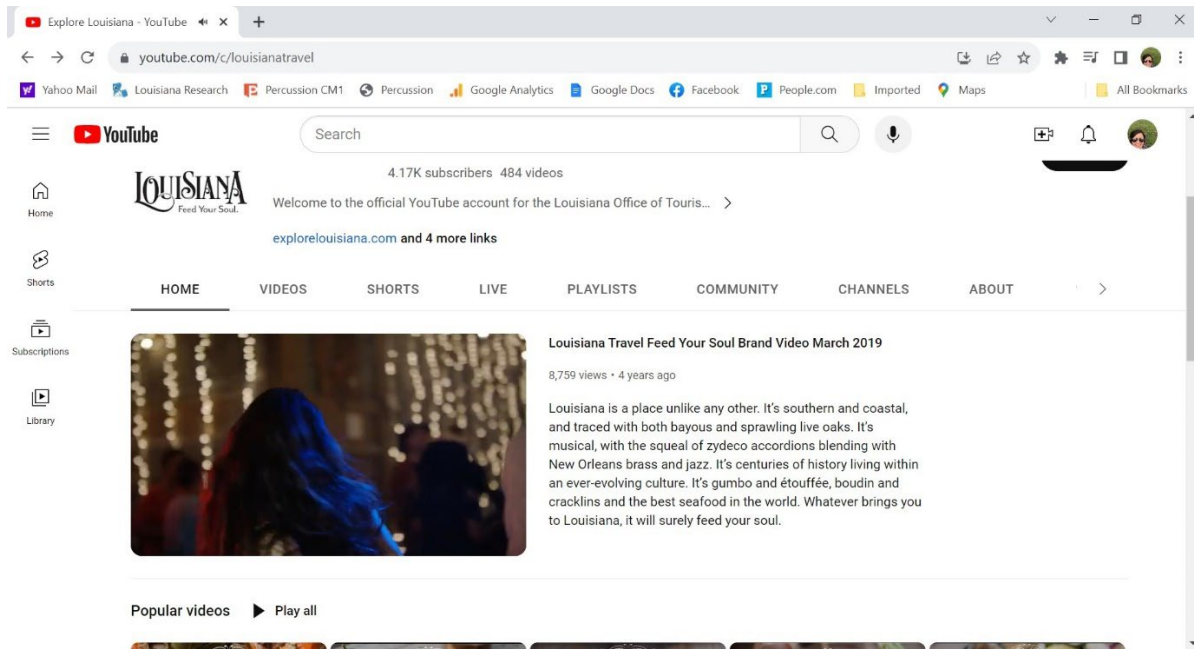
We utilize it as a source for visual content curation from around the state. @louisianatravel has nearly 90,000 followers.

Bayou Krewe

A Louisiana Ambassador program on social media encouraging users to sign-up and share user-generated pictures of Louisiana.

YouTube

YouTube goals are correlated to new video production for the year. The YouTube channel has 4.16K subscribers and over 3.3 million views.



LouisianaTravel.com Performance Indicators		
		July 1, 2022 - June 30, 2023
Website Visitation		
Visits (sessions)		4,342,546
Overall Bounce Rate		69%
Users		3,733,176
Pageviews		6,482,509
Pageviews / Session		1.49
Database Marketing – Signals of Intent to Travel		
Ordered a Guide		24,133
Guide Downloads		13,326
E-Newsletter Sign Up		11,489
Visit Welcome Center		14,349

INTERNATIONAL PROGRAMS

Overview

The International Sales Program focuses on international in-bound travel to Louisiana. Ongoing activities toward that end include sales missions, international travel trade shows, consumer trade shows, in-country tour operator and agency sales training, and in-state familiarization tours for international journalists and tour operators. The section is comprised of two employees, the International Programs Manager and Assistant, located in the Capitol Annex.

Louisiana is a top Tier 2 international destination, with direct air lift from Canada, England, Germany, Panama, Mexico (seasonal), and the Dominican Republic (seasonal). A successful strategy in attracting international visitors is to be part of a multistate trip where we can connect geographically (southern experience) or by interest (music, culinary, etc.).

Growth in International Visitation

Overseas travel to Louisiana has increased significantly and according to the National Travel and Tourism Office (NTTO), Louisiana's international visitation has remained in the top 20 states for international travelers. These visitors are desirable in that they have a tendency to stay longer, have a higher visitor spend, and explore a wider geographic area. The top ten markets to Louisiana are Canada, United Kingdom, Germany, Mexico, France, Italy, India, Spain, Brazil, and the Netherlands.

Communicating to the International Visitor

LOT markets to millions of global travelers through websites available in German, Spanish, French, Mandarin, Japanese, Portuguese, Korean and Taiwanese and with Facebook pages in French, German, Spanish and Portuguese.

Advertising through Brand USA

LOT has invested the majority of its resources for international media buying through Brand USA (BUSA), a federal initiative established by the Travel Promotion Act with the mission of promoting the United States as a premiere travel destination, thereby contributing the economic growth of the country. BUSA also enhances increased in-bound USA travel by communicating U.S. entry and exit policies to international travelers, and advocating for national policies that promote international travel to the United States.

BUSA leverages the cumulative dollars invested by numerous states and attractions to offer highly-discounted marketing packages customized to reach specific countries. In essence BUSA does for the United States what LOT does for Louisiana CVBs and attractions. BUSA has allowed LOT to participate in marketing programs that would otherwise be cost-prohibitive.

International Representatives

The vast majority of the state's international sector enters and/or exits the state through New Orleans, for two primary reasons. New Orleans is home to the state's commercial international airport, and the world traveler is most familiar with this Louisiana city and generally wants to sample it before all others.

Clearly the state benefits by visitation to any Louisiana city, but the LOT exerts considerable effort in helping secondary cities and towns attract the international visitor. The LOT offers them counsel in identifying potential international markets and how to market to them, as well as co-op media opportunities, inclusion in state-sponsored media familiarization (fam) tours, sales missions, and international trade shows.

The LOT has in-market representation and/or a presence in Canada, UK/Ireland, Germany, France, Austria, Mexico, Switzerland, Nordic Union, Brazil, Italy, India, Australia/New Zealand, Japan, Spain, and Benelux. The LOT retains professional rep firms in our most productive countries – Canada, France, United Kingdom, Germany, and Mexico. The state serves as the contract monitor thus providing each investor with shared ownership to reflect the investment. The LOT also has joint reps through Travel South USA's Global Partner Program in Nordic Union, Benelux,

Brazil, and Australia/New Zealand and through a joint program with Mississippi River Country for Japan representative.

LOT's international firms perform a variety of important duties including:

- Representing the state at in-country consumer and trade shows
- Recruiting and qualifying in-country journalists and tour operators to participate in Louisiana Fam Tours
- Providing in-office training for tour operators and travel agents in multiple countries
- Organizing and hosting in-country special events that promote visitation to Louisiana
- Providing regular market intelligence reports to LOT, which is shared with our partners
- Maintaining in-language or in-country websites and/or social media that encourage travel to Louisiana
- Providing monthly and annual reports detailing their activities and results

LOUISIANA TRAILS & BYWAYS PROGRAM / RURAL TOURISM



Description

The Louisiana Trails & Byways Program is a Rural Tourism Development initiative created by Louisiana statute to build, enhance and promote the unique experience that awaits visitors in Louisiana. <https://byways.louisianatravel.com/>

RS 56:1948.1

The promotion of the tourism industry and the creation of business development opportunities in the state of Louisiana are significant factors in the overall economic development of the state. The Louisiana Byways Program is established to designate and develop educational, historical, recreational, cultural, natural, and scenic routes along Louisiana's highways.

The program presently consists of 19 state designated byways in 53 parishes, covering over 3,300 miles of roadway. It includes two nationally designated byways—the Creole Nature Trail All-American Road in the Lake Charles area, and

the Louisiana Great River Road National Byway which covers the ten states along the Mississippi River.

The Byways

Bayou Teche Byway / Iberia, St Mary, St Martin

Boom or Bust Byway / Caddo, Bossier, Claiborne, Webster

Cajun Corridor / Vermilion

Cane River National Heritage Trail / Natchitoches

Creole Nature Trail All-American Road / Cameron, Calcasieu

Historic US 80 / Lincoln, Ouachita, Richland, Madison

Flyway Byway / Jefferson Davis

Longleaf Trail Byway / Natchitoches

Louisiana Colonial Trails / Avoyelles, Catahoula, Concordia, Grant, LaSalle, Natchitoches, Rapides, Sabine, Vernon, Winn

Louisiana Great River Road - National Scenic Byway / Concordia, Tensas, Madison, East Carroll, Plaquemine, St. Bernard, Orleans, Jefferson, St. John, St. James, Ascension, Iberville, E. Baton Rouge, W. Baton Rouge, Point Coupee, W. Feliciana

Myths and Legends Byway / Vernon, Beauregard, Allen

Northup Trail / Avoyelles, Rapides

San Bernardo Byway / St Bernard

Southern Swamps Byway / Tangipahoa, Livingston, Ascension

Toledo Bend Forest Scenic Byway / Sabine

Tunica Trace Byway / W Feliciana

Wetlands Cultural Byway / Lafourche, Terrebonne

Zachary Taylor Parkway - Louisiana's Military History Byway / Rapides, Avoyelles, West Feliciana, E Feliciana, Point Coupee, St Helena, Tangipahoa, Washington

Zydeco Cajun Prairie Byway / Acadia, Evangeline, St Landry

Ongoing Projects

Birding Trail – Designate birding sites across the state. Created through grant funding. Develop a new logo and collateral materials.

International Emerging Markets – With a 3-year federal grant, promoting Spain, Italy, India for international visitation.

GRANT PROGRAMS



Cooperative Marketing Program (CMP)

The mission of the Cooperative Marketing Program (CMP) is to encourage and support Louisiana convention and visitors' bureaus (CVBs) and/or tourist commissions to advertise their local tourism "products." The program is open to any Louisiana-based convention and visitors' bureau (CVB), tourist commission, or political subdivision of the state, created and/or authorized to promote the tourism resources within its jurisdiction.

The maximum award available is \$20,000 per applicant.

Applicants must outline campaign goals, target audience and measurements of success for each proposed media purchase. Eligible media includes print, broadcast (radio/television), internet banner ads and billboards. The Louisiana "Feed Your Soul" logo must appear on all print, television, internet and billboard ads, and all radio ads must include the phrase "Visit LouisianaTravel.com to plan your trip today!" to be eligible for reimbursement.

In FY 23, forty-two (41) eligible CVB applicants requested and were awarded a total of \$807,549:

<i>Parish</i>	<i>Awarded</i>
<i>Acadia CVB</i>	\$20,000.00
<i>Alexandria/Pineville Area CVB</i>	\$20,000.00
<i>Allen Tourist Commission</i>	\$20,000.00
<i>Ascension Tourism Commission</i>	\$20,000.00
<i>Avoyelles Commission of Tourism</i>	\$20,000.00
<i>Beauregard Tourist Commission</i>	\$20,000.00
<i>Cajun Coast Visitors and Convention Bureau (St. Mary)</i>	\$20,000.00
<i>DeSoto Tourist Bureau</i>	\$20,000.00
<i>Grand Isle Tourism Commission</i>	\$20,000.00
<i>Gretna, City of</i>	\$20,000.00
<i>Houma Area CVB</i>	\$19,920.00
<i>Iberia Tourist Commission</i>	\$20,000.00
<i>Iberville Tourist Dept.</i>	\$19,985.00
<i>Town of Jean Lafitte</i>	\$20,000.00
<i>Jefferson Convention and Visitors Bureau</i>	\$20,000.00
<i>Jefferson Davis Tourist Commission</i>	\$19,941.00
<i>Lafayette Convention and Visitors Comm.</i>	\$20,000.00
<i>Lafourche Tourist Comm. (Louisiana's Cajun Bayou)</i>	\$20,000.00
<i>Lake Charles/Southwest Louisiana CVB</i>	\$20,000.00
<i>Monroe West Monroe Convention and Visitors Bureau</i>	\$20,000.00
<i>Natchitoches Tourist Commission</i>	\$20,000.00
<i>New Orleans and Company</i>	\$20,000.00
<i>Plaquemines</i>	\$20,000.00
<i>Pointe Coupee Office of Tourism</i>	\$20,000.00
<i>River Parishes Tourist Commission</i>	\$20,000.00
<i>Ruston/Lincoln Convention and Visitors Bureau</i>	\$20,000.00
<i>Sabine Tourist and Recreation Commission</i>	\$20,000.00
<i>Shreveport/Bossier Convention and Tourist Bureau</i>	\$20,000.00
<i>St. Bernard Office of Tourism</i>	\$20,000.00
<i>St. Landry Tourist Commission</i>	\$20,000.00
<i>St. Martin Tourist Commission</i>	\$19,904.00
<i>St. Tammany Tourist and Convention Comm.</i>	\$20,000.00
<i>Tangipahoa Tourist Commission</i>	\$20,000.00
<i>Union Tourist Commission</i>	\$8,551.00
<i>Vermilion Tourist Commission</i>	\$20,000.00
<i>Vernon Tourism and Recreation Commission</i>	\$20,000.00
<i>Visit Baton Rouge</i>	\$20,000.00

<i>Visit Kenner</i>	\$19,248.00
<i>Webster CVB</i>	\$20,000.00
<i>West Baton Rouge Convention and Visitors Bureau</i>	\$20,000.00
<i>West Feliciana Tourist Commission</i>	\$20,000.00
TOTAL	\$807,549.00

Festivals and Events Recovery Grant Program (FERG)

In lieu of the Competitive Grant Program (CGP), the Louisiana Office of Tourism’s (LOT) offered the Festivals and Events Recovery Grant Program (FERG) for FY 23 to encourage and support tourism events through support of marketing strategies that will attract visitors to the state and positively impact on Louisiana’s economy.

Louisiana-held events eligible to apply for the FERG include fairs/festivals; tourism events that will bring future travel to Louisiana; regional, national or international competitions or sporting events that draw events from at least three (3) states or from another country; and grand openings of new Louisiana tourism attractions. Media eligible for reimbursement includes print, billboard, radio, television, and digital/social media advertising. The Louisiana “Feed Your Soul” logo with URL must appear on all print, television, digital and billboard ads, and all radio ads must include the phrase “Visit LouisianaTravel.com to plan your trip today!” to be eligible for reimbursement. The maximum award available is \$20,000 per applicant with a reimbursement of 75% of actual costs on qualified marketing expenses. The LOT also offered website and social media promotion for \$5,000 (non-reimbursable) of the maximum award.

In FY 22-23, a total of \$896,079.75 was awarded to 71 Louisiana fairs and festivals and events:

Event Name	Event Location	Event Date(s)	Grant Awarded
Avoyelles Arts and Music Festival	Marksville	7/4/2022	\$13,831.25
42nd Annual Natchitoches-NSU Folk Festival	Natchitoches	7/23/2022	\$8,742.50
Kenner Hispanic Fest	Kenner	8/6/2022	\$14,971.00
Satchmo SummerFest	New Orleans	8/6/22-8/7/22	\$5,000.00
Gueydan Duck Festival	Gueydan	8/25/22-8/28/22	\$11,381.25
Bayou Lafourche Boat Parade & Poker Float	Thibodaux	8/27/2022	\$5,000.00
87th Louisiana Shrimp & Petroleum Festival	Morgan City	9/01/22-9/05/22	\$17,696.00
11th Annual Shreveport Blues and Southern Soul Pre-Labor Day Festival	Shreveport	9/4/2022	\$10,925.00
Greenwood Glow & Pioneer Heritage Festival	Greenwood	9/16/2022	\$13,710.00
Brewstock Homebrew Festival	New Orleans	9/17/2022	\$18,387.50
Bogalusa Blues & Heritage Festival	Bogalusa	9/23/22-9/24/22	\$20,000.00
Red River Revel Arts Festival	Shreveport	10/1/22-10/9/22	\$20,000.00
La Fete Des Vieux Temps	Raceland	10/7/22-10/9/22	\$5,400.00
World Championship Gumbo CookOff	New Iberia	10/8/22-10/9/22	\$18,350.00
Farm to Forest Plein Air Festival	Alexandria	10/13/22-10/16/22	\$6,736.25
Cal Cam Fair	Sulphur	10/13/22-10/16/22	\$8,850.00
Andouille Festival	LaPlace	10/14/22-10/16/22	\$20,000.00
Harvest Festival	New Roads	10/14/22-10/16/22	\$20,000.00
Festivals Acadiens et Creoles	Lafayette	10/14/22-10/16/22	\$15,345.00
Terrebonne 200 Festival	Houma	10/15/2022	\$7,400.00
Wooden Boat Festival	Madisonville	10/15/22-10/16/22	\$20,000.00
Louisiana Legends Fest	Homer	10/21/22-10/22/22	\$15,000.00
Rougarou Fest	Houma	10/21/22-10/23/22	\$20,000.00
Boudin Cookoff and Acadiana Bacon Fest	Lafayette	10/22/2022	\$5,000.00
Greater Baton Rouge State Fair	Gonzales	10/27/22-11/6/22	\$16,250.00
2022 State Fair of Louisiana	Shreveport	10/27/22-11/13/22	\$20,000.00
Acadiana Eats Festival	Scott	10/29/2022	\$16,250.00
Sabine Freestate Festival	Florien	11/4/22-11/6/22	\$7,062.50
Abita Fall Fest	Abita Springs	11/5/2022	\$20,000.00
Giant Omelette Celebration	Abbeville	11/5/22-11/6/22	\$8,873.00
Big Boy's Main Street Cook-Off	Thibodaux	11/11/2022	\$3,000.00
Fall 2022 and Spring 2023 Exhibitions at the Hilliard Art Museum	Lafayette	11/11/22-6/30/2023	\$16,250.00
Thibodeauxville Fall Festival	Thibodaux	11/12/2022	\$5,000.00
Atchafalaya Basin Festival	Henderson	11/12/2022	\$5,000.00

50th Annual Fall Festival at Destrehan Plantation	Destrehan	11/12/22-11/13/2022	\$20,000.00
Christmas in Roseland	Shreveport	11/25/22-12/23/22	\$17,750.00
Noel Acadien au Village	Lafayette	12/2/22-12/23/22	\$15,275.00
Alex WinterFete	Alexandria	12/8/22-12/11/22	\$7,000.00
Acadiana Renaissance Fete	Opelousas	1/14/23-2/12/23	\$20,000.00
Clash at the Boothill Speedway	Greenwood	2/24/2023	\$9,000.00
Y'Allstars Southern Skate Showdown	Thibodaux	2/24/23-2/26/23	\$6,875.00
2023 Ochsner Lafayette General Zydeco Marathon	Lafayette	3/11/23-3/12/23	\$20,000.00
Spring Ramble Event 2023	Lafayette	3/18/2023	\$2,000.00
Croatian Cultural and Food Experience	Belle Chasse	3/18/2023	\$8,485.00
Louisiana Crawfish Festival	Chalmette	3/23/23-3/26/23	\$20,000.00
7th Annual Books Along the Teche Literary Festival	New Iberia	3/30/23-4/2/23	\$20,000.00
Overlook Film Festival	New Orleans	3/30/23-4/2/23	\$1,200.00
Louisiana Boulettes & Balloon Festival	Golden Meadow	3/31/23-4/1/23	\$14,000.00
Acadiana Poboy Festival	Lafayette	4/1/2023	\$15,500.00
Sugar Jam	Youngsville	4/8/23 and 5/13/23	\$3,500.00
Cycle Zydeco	Lafayette, Breaux Bridge, Arnaudville	4/12/23-4/16/23	\$20,000.00
French Quarter Festival	New Orleans	4/13/23-4/16/23	\$12,037.50
Live After Five	Baton Rouge	4/14,21,28/23-5/5,19, 26/23	\$7,250.00
Festival des Fleurs de Louisiane	Lafayette	4/15/2023	\$5,000.00
Southern Food and Music Fest	Winnsboro	4/15/2023	\$18,660.00
Baton Rouge Blues Festival	Baton Rouge	4/21/23-4/23/23	\$20,000.00
New Iberia Spanish Festival	New Iberia	4/20/23-4/23/24	\$3,140.00
Taco Wars	Shreveport	4/29/2023	\$9,950.00
Plaquemines Heritage and Seafood Festival	Belle Chasse	4/30/2023	\$16,600.00
Red White and Blue Airshow	Monroe	5/5/23-5/7/23	\$20,000.00
Natchitoches Jazz/R&B Festival	Natchitoches	5/12/23-5/13/23	\$19,875.00
Scotland Saturdays presents Levitt AMP Baton Rouge	Baton Rouge	5/13/23-6/24/23	\$20,000.00
Louisiana Sporting Clay Championship	Husser	5/18/23-5/21/23	\$7,068.50
Bayou Boogaloo	New Orleans	5/19/23-5/21/23	\$12,500.00
Cajun Heartland State Fair	Lafayette	5/25/23-6/4/23	\$5,000.00
3rd Annual Harahan Music Festival	Harahan	5/27/2023	\$5,000.00
Louisiana Peach Festival	Ruston	6/3/2023	\$13,006.25

<i>New Orleans Wine & Food Experience</i>	New Orleans	6/7/23-6/11/23	\$15,000.00
<i>NOLA Zydeco Fest</i>	New Orleans	6/10/2023	\$19,996.25
<i>Thibodaux on Tap - Craft Beer Festival</i>	Thibodaux	6/17/2023	\$3,000.00
<i>Jonesville Juneteenth Festival</i>	Jonesville	6/17/2023	\$3,000.00
TOTAL			\$896,079.75

Louisiana Attractions Support Grant (LASG)

With funds received from the American Rescue Plan Act (ARPA), the LOT allocated a portion of the allocation to create the LASG. The LASG provides targeted assistance for existing, Louisiana-based tourism attractions to enhance the visitor experience at the attractions and/or promote and attract visitors to the tourism attractions.

A Louisiana tourist attraction must meet all minimum criteria to be awarded and fall into one of the eligible categories. The LASG Phase 1, the maximum award available is \$20,000 per applicant.

Expenses eligible for reimbursement includes placing the “Feed Your Soul” logo on the Grantee’s website; media advertising; media production/videography/photography services; licensing/artists’ fees; printing of collateral/promotional materials; exhibit expenses; on-site signage; and registration fees to attend travel-related trade/consumer shows/events.

Due the positive impact of the state’s investment in the LASG, the LOT offered the LASG/Phase 2 Program. LASG Phase 2 grants were funded with LOT’s self-generated funds, not Tourism Revival Funds. The LASG Phase 2, the maximum award available is \$10,000 per applicant with the same eligibility requirements and

expenses for reimbursement; however, attractions that were awarded Phase 1 funding were not eligible.

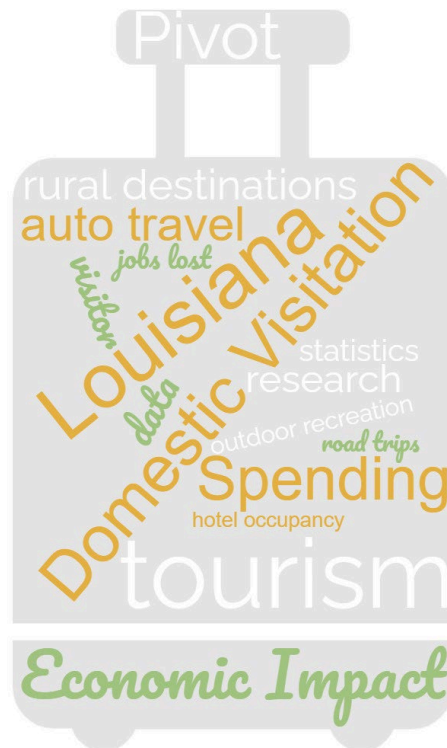
In FY 23, sixty-six (66) eligible applicants requested and were awarded a total of \$870,389:

<i>Attraction Company</i>	<i>Attraction Parish</i>	<i>Grant Awarded</i>
<i>Abbeville Cultural and Historical Alliance</i>	Vermilion	\$10,000.00
<i>Abel Tours, LLC</i>	Orleans	\$4,500.00
<i>Acadian Heritage and Culture Foundation, Inc.</i>	Lafayette	\$10,000.00
<i>Alexandria Historical and Genealogical Library and Museum</i>	Rapides	\$16,000.00
<i>Alexandria Museum of Art</i>	Rapides	\$20,000.00
<i>American Rose Society</i>	Caddo	\$20,000.00
<i>Arts and Humanities Council of Avoyelles, Inc.</i>	Avoyelles	\$10,000.00
<i>Association for the Preservation of Historic Natchitoches</i>	Natchitoches	\$19,705.00
<i>Atelier de la Nature</i>	St. Landry	\$10,000.00
<i>Audubon Nature Institute, Inc.</i>	Orleans	\$10,000.00
<i>Bayou Adventure, LLC</i>	Jefferson	\$10,000.00
<i>Bayou Games, Inc.</i>	Calcasieu	\$10,000.00
<i>Bayou Terrebonne Distillers, LLC</i>	Terrebonne	\$10,000.00
<i>Beauregard Tourist Commission</i>	Beauregard	\$10,000.00
<i>Beyond the Bayou Tours, LLC</i>	Orleans	\$10,000.00
<i>Bienvenue Mon Ami, LLC</i>	Tangipahoa	\$10,000.00
<i>Brimstone Historical Society</i>	Calcasieu	\$10,000.00
<i>Burnside Plantation, LLC</i>	Ascension	\$20,000.00
<i>Burnside Plantation, LLC</i>	Ascension	\$10,000.00
<i>Captain Caviar, LLC</i>	St. Mary	\$10,100.00
<i>City of Opelousas</i>	St. Landry	\$10,000.00
<i>Degas House, LLC</i>	Orleans	\$10,000.00
<i>First Ballot Enterprises, Inc.</i>	East Baton Rouge	\$20,000.00
<i>Friends of ED White Historic Site</i>	Lafourche	\$10,000.00
<i>Friends of the Delta Music Museum</i>	Concordia	\$10,000.00
<i>Frinds of the Lousiana Military Museum</i>	Vermilion	\$10,000.00
<i>Frogmore Plantation, LLC</i>	Concordia	\$20,000.00
<i>Gay 90s (Royal Carriage - Attraction)</i>	Orleans	\$17,640.00
<i>Global Wildlife Foundation</i>	St. Tammany	\$20,000.00
<i>Gnarly Barley Brewing, LLC</i>	Tangipahoa	\$20,000.00

<i>Greenwood Gator Farms and Tours, LLC</i>	Terrebonne	\$10,000.00
<i>Huckleberry Brewing Co. LLC</i>	Rapides	\$20,000.00
<i>Imperial Calcasieu Museum</i>	Calcasieu	\$10,000.00
<i>International Petroleum Museum & Exposition, Inc.</i>	St. Mary	\$18,850.00
<i>Kathleen Simone Little</i>	Acadia	\$4,000.00
<i>Knock Knock Children's Museum</i>	East Baton Rouge	\$10,000.00
<i>Lake End Rentals, LLC</i>	St. Mary	\$9,620.00
<i>Lake House Productions, LLC</i>	Natchitoches	\$9,954.00
<i>Laurel Valley Tours, LLC</i>	Lafourche	\$10,000.00
<i>Louisiana Children's Museum</i>	Orleans	\$10,000.00
<i>Louisiana Roots, LLC dba Urban South Brewery</i>	Orleans	\$20,000.00
<i>Louisiana Tours and Rentals LLC</i>	St. Tammany	\$20,000.00
<i>LRB LLC</i>	Tangipahoa	\$10,000.00
<i>Merryville Historical Society and Museum</i>	Beauregard	\$2,000.00
<i>New Iberia Museum Foundation</i>	Iberia	\$10,000.00
<i>New Orleans Paddlewheels, Inc.</i>	Orleans	\$20,000.00
<i>New Orleans Paddlewheels, Inc.</i>	Orleans	\$20,000.00
<i>New Orleans Secrets, LLC</i>	Orleans	\$20,000.00
<i>Old State Capitol Foundation</i>	Caddo	\$10,000.00
<i>Old State Capitol Foundation</i>	East Baton Rouge	\$10,000.00
<i>Punkie's Enterprises, LLC dba Tours By Steven</i>	St. Mary	\$20,000.00
<i>Red River STEM In. dba Sci-Port Discovery Center</i>	Caddo	\$20,000.00
<i>River Road African American Museum & Gallery</i>	Ascension	\$20,000.00
<i>Riverlands Christian Center, Inc.</i>	St. John the Baptist	\$18,320.00
<i>Saltgrass Outdoors, LLC</i>	Plaquemines	\$20,000.00
<i>Seven Three Distilling Company, LLC</i>	St. Tammany	\$10,000.00
<i>St. Bernard Parish Government</i>	St. Bernard	\$10,000.00
<i>Sweet Catch Excursions, LLC</i>	St. Tammany	\$10,000.00
<i>The Terrebonne Historical and Cultural Society, Inc.</i>	Terrebonne	\$10,000.00
<i>Vernon Parish Tourism Commission</i>	Vernon	\$10,000.00
<i>Wayback's Arcade, LLC</i>	Rapides	\$20,000.00
<i>West Baton Rouge Museum</i>	West Baton Rouge	\$10,000.00
<i>Wild Bush Farms, LLC</i>	Orleans	\$10,000.00
<i>Yellowfin Distillery, LLC</i>	Calcasieu	\$10,000.00
<i>Zigler Art Museum Foundation</i>	Jefferson Davis	\$19,700.00
<i>Zip Nola LLC</i>	St. John the Baptist	\$10,000.00
TOTAL		\$870,389.00

TOURISM RESEARCH

Despite continued flight and staff shortages nationwide, Louisiana welcomed 42.6 million total visitors, who generated \$17.1 billion in tourism spending in 2022. Those visitors generated a total of \$1.9 billion in state and local tax revenue through travel and tourism activities in Louisiana in 2022, which is equivalent to a \$1,068 in tax savings per Louisiana household. Tourism supported 218,900 leisure & hospitality jobs statewide—the 4th largest employer in the state.



Name of Contract / Subscription Purchased for Research Programs	FY 22-23 Budget
Tourism Spending in LA Parishes (UNO)	\$ 38,255.00

Louisiana Visitor Volume & Spending Report and Visitor Profile (DKSA)	\$ 18,260.00
Louisiana Economic Impact of Tourism (Tourism Economics)	\$ 28,100.00
STR	\$ 24,180.00
Qualtrics Survey Software	\$ 2,756.25
VisaVue, Inc.	\$ 75,000.00
Total Research Contracts & Subscriptions	<u>\$186,551.25</u>

Tourism Spending in Louisiana's Parishes

- Produced by UNO.
- State and individual parish statistics for expenditures, jobs, payroll and local and state taxes generated for economic impact.

Louisiana Economic Impact of Tourism

- Produced by Tourism Economics.
- Measures tourism in the categories that allow it to be compared to other sectors and which matter to policy makers such as taxes, income, and jobs.

Lodging

- Produced by STR.
- Monthly & weekly comparative data on hotel lodging (occupancy, ADR, RevPAR, Demand) at the state and regional level.

VisaVue

- Produced by Visa.
- Visa transaction data, including dollar amount of transactions and merchant summary, by international & domestic Visa cardholders in Louisiana and in the U.S.

Survey Software

- Qualtrics, Inc.
- Create in-house and industry survey projects. Able to design surveys, email surveys to recipients, and create pop up surveys, analyze data & results, and produce report.

WELCOME CENTERS PROGRAM

Welcome Centers Locations

Louisiana Office of Tourism operates 8 Welcome Centers:

- Slidell/ I-10 West*
- Pearl River/ I-59 South*
- Kentwood/ I-55 South*
- State Capitol, Baton Rouge
- Atchafalaya/ I-10 at Henderson*
- Mound/ I-20 West*
- Greenwood/ I-20 East*
- Vinton/ I-10 East*

*Center is operated under an interagency agreement with DOTD and the Louisiana Workforce Commission.

Mission

Louisiana Welcome Centers' mission is to provide a safe, friendly environment in which welcome visitors and provide them information about area attractions and to encourage them to spend more time in the state.

Personnel

Welcome Center staff includes full and part-time employees, including a Welcome Center Director (located in the Capitol Annex); one regional coordinator; one assistant regional coordinator, who also serves as a center supervisor; and seven additional supervisors. There are also Tourism Information Counselors 1 and 2 and custodians.

Welcome Center staffers are trained to provide the highest quality customer service to visitors as well as providing the latest information on attractions around the state.

The Program

Louisiana Welcome Centers provide a secure, unbiased atmosphere for travelers to take a break, make a rest stop, get a cup of coffee, and discover more reasons to spend more time and money in the state. Louisiana was the first state to have a comprehensive Welcome Center program. The first full-service centers were opened more than 45 years ago.

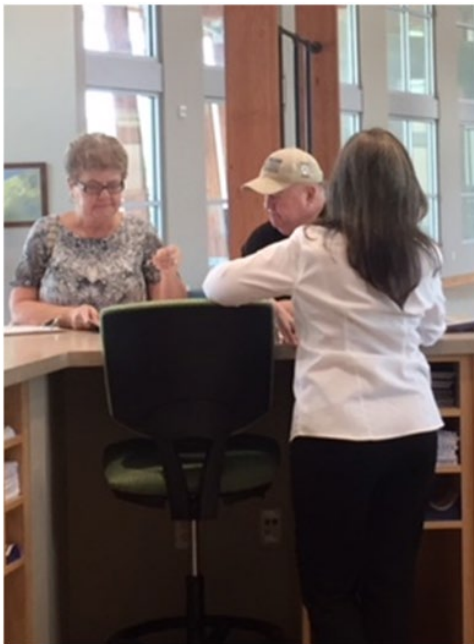
Louisiana Welcome Centers have innovated amenities for visitors in a number of ways:

- Complimentary coffee
- Weather information
- Wireless internet access
- Digital signage displaying cultural information
- Exhibits promoting state museums, cultural information and state parks rotating through the centers.

Over 653,000 visitors signed the guest registers at State Welcome Centers in FY 23. Visitors receive unbiased information from trained, professional travel counselors. Estimates are that from two to ten times as many people stop and do not sign the book.

Louisiana Welcome Centers are a valuable promotional tool for private tourism businesses, especially those on a small budget.

- Brochures are displayed at no cost to many businesses; others “buy in” to a program offered by Louisiana Travel Promotion Association (with whom an agreement exists for the service) for distribution to State Welcome Centers and local tourism offices.
- Printed materials displayed at Welcome Centers require approval; PDFs of these materials are filed for reference.



TOURISM AFFILIATED ORGANIZATIONS

The Office of Tourism works in tandem with a variety of public and private sector entities which also possess a vested interest in the success of the travel industry in Louisiana.

Convention and Visitors Bureaus and Tourist Commissions promote tourism at the regional, parish and municipal level. LOT works with these agencies on an individual basis.

Affiliated associations include the Louisiana Lodging Association (LLA) and the Louisiana Restaurant Association (LRA).

Louisiana Travel Association (LTA) is a trade association leading and strengthening Louisiana's vibrant tourism industry through promotion, education and advocacy on behalf of our members. In conjunction with LOT, LTA annually produces the Louisiana Tourism Summit. www.louisianatravelassociation.org

Deep South USA is a cooperative marketing effort among the Alabama, Kentucky, Louisiana, Mississippi and Tennessee that focuses on the UK and Germany. Deep South promotes multi-state itineraries including Fly Drives. The combined effort results in the ability to have a presence in numerous consumer shows with great efficiencies. www.deep-south-usa.com

Destinations International (DI) serves destination marketing professionals. DI represents a powerful forward-thinking, collaborative association; exchanging bold ideas, connecting innovative people, and elevating tourism to its highest potential. Four cornerstones of DI are community, advocacy, research, and education. <https://destinationsinternational.org/>

Louisiana Tax Free Shopping is the number one activity of international visitors, possibly due to the fact that Louisiana has the oldest and most user-friendly tax free shop-ping program in the country. Since it is offered only to international visitors, LOT's international program maintains a strong relationship with this statewide program, by promoting it to potential international visitors, monitoring its results, and helping Louisiana DMOs use it as a tool to attract visitors. www.louisianataxfree.com

Southeast Tourism Society (STS) is dedicated to promoting and developing tourism in its member states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. STS's mission is improving the economic vitality of the Southeast by uniting all segments of the Travel and Tourism Industry; promoting tourism within our member states, fostering cooperation, sharing resources and providing continuing education. www.southeasttourism.org

Travel South USA is the official Travel/Trade organization of Southern State Tourism Offices. Affiliated states are Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. The consortium cooperates and markets both nationally and internationally, and organizes the annual Travel South International Showcase expressly for its member states. www.travelsouthusa.org

U.S. Travel Association (USTA) is the unique national organization that leverages the collective strength of those who benefit from travel to grow their business beyond what they can do individually. A Washington, DC-based organization that connects, promotes, advocates, and provides research to benefit members and support industry efforts. www.ustravel.org

State and federal government agencies activities enhance the efforts of the Office of Tourism and the industry in general. The work of state agencies, such as the Louisiana Office of State Parks, the Office of the State Museum, the Office of Cultural Development, and the Louisiana Seafood Promotion Board directly enhance Louisiana tourism.

Indirect contributors include agencies like Louisiana Department of Transportation & Development (DOTD), the Louisiana Department of Wildlife and Fisheries, and Louisiana Economic Development (LED).

- The **National Park Service** preserves unimpaired the natural and cultural resources and values of the National Park System for the enjoyment, education, and inspiration of this and future generations. The Park Service cooperates with partners to extend the benefits of natural and cultural resource conservation and outdoor recreation throughout this country and the world. www.nps.gov/index.htm
- **U.S. Dept. of Commerce - National Travel & Tourism Office (NTTO)** creates a positive climate for growth in travel and tourism by reducing institutional barriers to tourism, administers joint marketing efforts, provides official travel and tourism statistics, and coordinates efforts across federal agencies through the Tourism Policy Council. <http://travel.trade.gov>
- The **Federal Highway Administration (FHWA)** is an agency within the U.S. Department of Transportation that supports State and local governments in the design, construction, and maintenance of the Nation's highway system (Federal Aid Highway Program) and various federally and tribal owned lands (Federal Lands Highway Program). FHWA also conducts research and provides technical assistance to state and local agencies in an effort to improve safety, mobility, and livability, and to encourage innovation. www.fhwa.dot.gov
- **Mississippi River Parkway Commission** mission is to lead in preserving, promoting, and enhancing the Great River Road (GRR) National Scenic Byway (NSB) along the Mississippi River benefiting communities and travelers. <http://mrpcmembers.com>
- **Mississippi River Country** is a collection of ten states that border America's most famous river. The organization shares the stories from the heart of the country—the places, people and attractions you'll find here, whether they're on the banks of the Mississippi River or hundreds of miles away. www.mississippirivercountry.com