

LOUISIANA OFFICE OF TOURISM

# WORK PLAN

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JULY 2024 - DECEMBER 2025

**LOUISIANA**  
Feed Your Soul.





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The travel and tourism industry in Louisiana is thriving. We saw an increase in visitation in 2023, attracting 43 million domestic and international visitors. Incredibly, that included a 16.9 percent increase in international visitation. These visitors spent \$18.1 billion in Louisiana, which generated a total of \$1.9 billion in state and local taxes.

But we aren't done. We've launched a new ad campaign, debuted our Mobile Welcome Center and we're celebrating our Year of Music. Louisiana offers unique experiences, food and culture that will Feed Your Soul. And that creates an amazing opportunity for us to keep increasing our visitation to return to record-breaking numbers.

We are a state of amazing people that are friendly, hard-working and resilient. I believe that with all of our combined efforts, we can show the world how special our state is. I look forward to another great year working together.

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

**Lt. Governor Billy Nungesser**



It's been a busy year of promoting Louisiana to visitors across the globe. We've hosted domestic and international trade and media, trained tour operators and travel agents and now we've executed representation contracts in the emerging markets of India, Italy and Spain.

Looking ahead, we are exploring exciting ways of engaging with consumers all over the world to share the Louisiana story. We're increasing our social media presence internationally and planning event activations and campaigns that will help Louisiana stand out and showcase all the ways that we are unique.

We have a suite of collaboration opportunities for partners and are continuing to look at ways to support and work with all of our partners across the state. I'm excited for another great year of sharing our story 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, the Council for the Development of French in Louisiana and the Atchafalaya National Heritage Area. For more information on the Department of Culture, Recreation & Tourism, visit [www.crt.state.la.us](http://www.crt.state.la.us).

## POSITION STATEMENT

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**The Louisiana Office of Tourism leads the Louisiana tourism industry by:**

- Inspiring travelers from across the world to explore Louisiana
- Continuously seeking innovative and cost effective ways to promote Louisiana
- Building Louisiana as an unforgettable tourism destination
- Promoting unique stories from all 64 Parishes
- Visioning and preparing for the future of tourism

## VISION

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Louisiana offers a unique and enriching visitor experience, steeped with vast cultural and natural settings

## VALUES

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- Collaboration
- High Standards
- Resilience
- Innovation
- Commitment

## MISSION

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**The mission of Louisiana Office of Tourism**

Promote and assist the expansion of tourism and the tourism industry in Louisiana through information, advertising and publicity

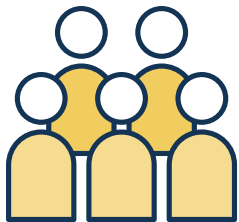
1. Increase employment opportunities for all citizens throughout the state by accelerated development of facilities for tourism, travel and hospitality
2. Invite travelers from this nation and foreign countries to explore Louisiana
3. Work to create and sustain a positive image and understanding of Louisiana

# EXPLORE LOUISIANA

## BY THE NUMBERS



\* numbers are based on 2023 collected data



**43 M**

visitors  
in 2023



**\$18.1 B**

visitor spending  
in 2023



63 media  
hosted in fiscal  
year 2023



1,935 appointments  
with trade and media  
in fiscal year 2023



3.75 million users visited  
ExploreLouisiana.com  
in fiscal year 2023



# INCREASING VISITATION, GROWING MARKETS

Travelers from our region and drive markets still represent the majority of visitors to Louisiana, but sports tourism generates a substantial impact to Louisiana's tourism industry and economy.

In 2023, the U.S. sports tourism sector had a direct spending impact of \$52.2 billion, which generated a total economic impact of \$128 billion. Sports travelers generated 73.5 million room nights, an increase of 16.2 percent since 2021. In 2023, 204.9 million sports travelers attended sporting events in the U.S., an increase of 7 percent over 2022. Attending/participating in sports events in 2023 made up 7 percent of Louisiana visitors' in-state activities.

International visitors are critical to Louisiana's travel and tourism industry. They stay longer, visit more cities and spend more. With that in mind, Louisiana Office of Tourism has worked hard over the past fiscal year with our target international markets to make Louisiana top of mind.

The team has held missions in the UK, France, Italy, Spain, Toronto, Montreal and more, accompanied by partners from across the state. Louisiana also attended 10 international trade shows for travel trade and media. Louisiana and its

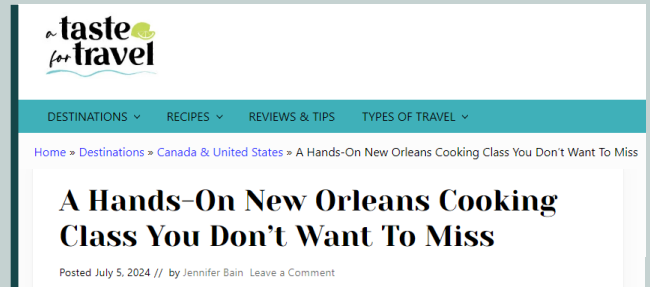


partners held one-on-one appointments with trade and media through both missions and tradeshow.

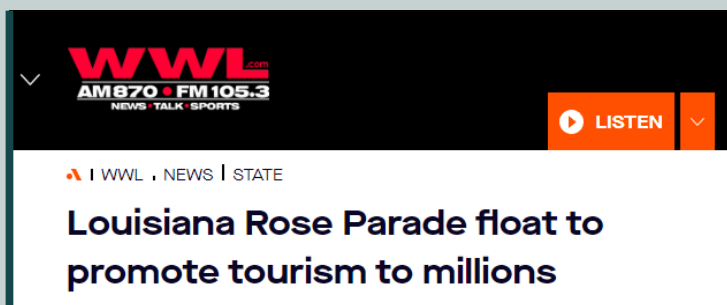
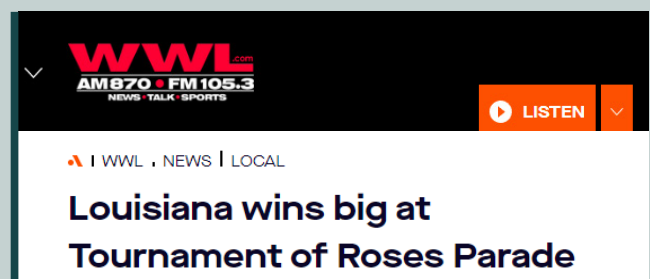
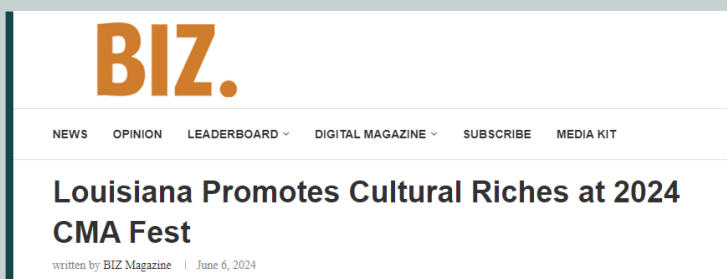
In 2023, international visitation increased by over 16 percent compared to 2022. LOT's efforts hope to continue this success, speeding the return of international travel.



# MEDIA COVERAGE HIGHLIGHTS



Louisiana Office of Tourism has invested in the new Cision One app to better track its **ROI in media efforts**. Using this new tool, LOT obtained:





## MY LOUISIANA

In FY24, the Louisiana Office of Tourism launched its “always on” My Louisiana campaign, featuring all new creative as well as new tactics to reach target audiences. In addition to traditional digital, print and streaming, a voice-to-action technology was employed.



**Nearly 350 million impressions**



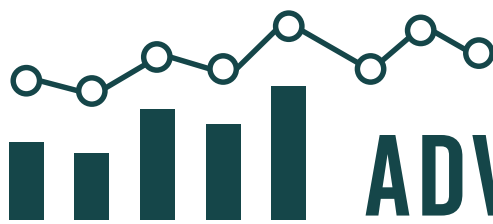
**Over 1.7 million landing page views**



**84% average video completion rate**



**Top Performing Markets: Chicago, Dallas/Fort Worth, New York, Houston, Atlanta**



## ADVERTISING IMPACT

## YEAR OF MUSIC

For the Year of Music, Louisiana Office of Tourism launched its campaign in streaming audio — catching music lovers where they spend a huge amount of time. The campaign also saw a shift in its top performing markets — with New York taking the number one spot and Phoenix entering the top 5.



**19 million impressions via streaming audio**

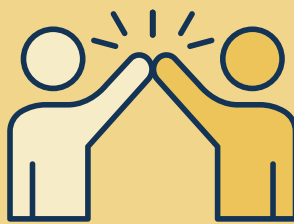


**80% average video completion rate**



**Top Performing Markets: New York, Chicago, Dallas/Fort Worth, Phoenix, Atlanta**

# BETTER PARTNERSHIPS



# BRIGHTER FUTURES

The Louisiana Office of Tourism offered a variety of opportunities to tourist commissions and convention

and visitors bureaus — as well as attractions, hotels and restaurants — for education and partnership.



In the first quarter of 2024, the Louisiana Office of Tourism held a series of regional meetings throughout the state. These meetings brought representatives from several DCRT departments to share opportunities for partnership, including departmental grant programs, free social media collaborations, digital content opportunities and more. The meeting series ended with a Zoom presentation for all those unable to attend in person.

In April, Louisiana Office of Tourism hosted its biannual partner on-boarding to educate about the efforts being made by the team and how partners can participate. Sales, Communications, Advertising, Special Projects, Research, Rural Tourism and Grants each gave presentations on their overall efforts, how to get involved and how to work with their teams.

In June, Louisiana Office of Tourism held its annual Rural Tourism & Byways Conference in West Baton Rouge. The schedule included experts on a variety of topics. Julie Payne from Attractour joined with destination representatives to discuss best practices when forming regional partnerships to jointly promote experiences. Krista Neher



from Bootcamp Digital addressed the challenging topic of artificial intelligence and how to use its capabilities. Along with other best practices, the Louisiana Office of Tourism presented available resources, sports marketing and advertising strategy.

Louisiana Office of Tourism also awarded its inaugural Rural Tourism Legacy Award at the conference, recognizing Celeste Gomez, former St. Landry Parish Tourist Commission executive director. The award recognizes individuals who have retired from working in the Louisiana travel and tourism industry but continue to work to enhance their community for visitors.



## GRANTS



### Cooperative Marketing Grant

This grant program provides funding to eligible convention and visitors bureaus (CVBs), tourist commissions, DMOs and political subdivisions of Louisiana for the placement of media.

In FY24, the Louisiana Office of Tourism awarded

**\$408,260**



### Competitive Grant Program

This grant program provides funding for the marketing of Louisiana's fairs, festivals and other eligible tourism events that attract visitors to the state.

In FY24, the Louisiana Office of Tourism awarded

**\$354,275.25**

# 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:

Louisiana Office of Tourism works  
with specialized industry groups on  
national, regional and local levels.

### **U.S. Travel Association**

[ustravel.org](http://ustravel.org)

### **Brand USA**

[thebrandusa.com](http://thebrandusa.com)

### **Travel South USA**

[industry.travelsouthusa.com](http://industry.travelsouthusa.com)

### **Louisiana Travel Association**

[louisianatravelassociation.org](http://louisianatravelassociation.org)

### **Southeast Tourism Society**

[southeasttourism.org](http://southeasttourism.org)

### **Mississippi River Country**

[mississippirivercountry.com](http://mississippirivercountry.com)



### **Join our Facebook Group!**

Louisiana Office of Tourism hosts an industry Facebook group – Louisiana Tourism Industry – to help expand communication with and between partners around the state. LOT staff post regularly about 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](https://www.facebook.com/groups/louisianatourismindustry)**



# BRAND USA



VisitTheUSA.com

PROGRAM	MARKETS	PROJECTED RUN DATES
STATE PROGRAMS		
Rogers Media	Canada	TBD
The Telegraph	UK	TBD
Air Canada Vacations	Canada	TBD
Canada Loyalty AirMiles Program	Canada	TBD
Ströer Media	Germany	TBD
CITY CO-OP PROGRAMS *		
Louisiana Custom Canada Winter Roadtrip	Canada	Winter
UK 2025	UK	Mar/April
India 2025	India	Mar/April
Canada 2025	Canada	Mar/May
TRAVEL SOUTH "EXPLORE THE SOUTH" PROGRAM *		
UK 2025	UK	Apr/June
Australia 2025	Australia	July/Aug

\* Co-Ops Available

## CO-OPS: MY LOUISIANA DIGITAL MEDIA CAMPAIGN



Partner with Louisiana Office of Tourism to reach travelers interested in Louisiana and focused on planning their travels. Primary audience focus is adults 25-64 with a household income of \$75,000+. They possess an affinity for Louisiana and are regular/frequent travelers to Louisiana who exhibit a tendency to take last minute travel. Co-branding with LOT's campaigns or logo increases your visibility. At the end of the campaign, you will receive detailed performance metrics.

\* For package pricing see below. For more info including deadlines go to the Industry Portal at [explorelouisiana.com/industry](https://explorelouisiana.com/industry)

## CO-OPS: MARDI GRAS DIGITAL MEDIA CAMPAIGN



Jump on LOT's new Mardi Gras campaign launching late Fall 2024. The primary focus will be adults 25-54 with a household income of \$75,000+. They exhibit an affinity for Louisiana, with a demonstrated interest and desire to travel in the period leading up to and during the Mardi Gras season throughout Louisiana. Co-op opportunities based on digital formats and will be designed to engage and encourage audiences throughout the travel planning and booking process. Co-branding with LOT's campaigns or logo will increase your visibility. At the end of the campaign, you will receive detailed performance metrics.

## EVENTS

**CMA FEST**  
**FESTIVAL DATES:**  
**JUNE 5-8, 2025**  
Buy-In Cost: Free

Louisiana Office of Tourism will return to CMA Fest in 2025. The ultimate country music fan experience, the festival hosts over 350,000 attendees each day of this four-day festival. Attendees come from around the world – all 50 states and over 30 countries.

### TACTIC

### FORMAT

#### \$1,250 PACKAGE OPTIONS (\$2,500 PLACEMENT VALUE)

Display

Banners (Standard)

#### \$2,500 PACKAGE OPTIONS (\$5,000 PLACEMENT VALUE)

Display

Banners (Standard)

Pre-Roll\* Video

:15 or :30 Video

#### \$5,000 PACKAGE OPTIONS (\$10,000 PLACEMENT VALUE)

Display

Banners (Standard)

Pre-Roll\* Video

:15 or :30 Video



# YEAR OF FOOD

## DIGITAL MEDIA CO-OPS



Participate in the Louisiana Office of Tourism's 2025 campaign - Year of Food! This campaign will utilize digital tactics that engage and attract potential travelers that have indicated interest in Louisiana and fall within the demographic profile of adults 21-54 with a household income of \$100,000+. Co-branding with LOT's campaigns or logo will increase your visibility. At the end of the campaign, you will receive detailed performance metrics.

EVENTS	<b>TORONTO FOOD &amp; DRINK FESTIVAL</b> <b>FESTIVAL DATES:</b> <b>APRIL 11-13, 2025</b> Buy-In Cost: \$4,000	<p>Toronto Food Fest is a 3-day event gathering chefs, restaurants, winemakers, spirit, beer and cider companies for tastings, classes, food trucks, pairings and music. It attracts approximately 50,000 consumer and media customers.</p> <p><b>Included:</b></p> <ul style="list-style-type: none"> <li>• 20-30 minute chef demonstration by the Louisiana Office of Tourism</li> <li>• Space in the Louisiana booth offering samples and info</li> <li>• Attendance at VIP media event organized by Canada representation</li> </ul>
EVENTS	<b>LONDON NATIONAL GEOGRAPHIC TRAVELLER FOOD FESTIVAL</b> <b>FESTIVAL DATES:</b> <b>JULY 19-20, 2025</b> Buy-In Cost: \$4,500	<p>This food festival attracts 6,000 to 8,000 visitors to experience over 1,200 culinary samplings, wines, beers and spirits from around the world. One of the most anticipated shows of the year, over 80% of visitors to the festival find travel inspiration from the exhibitors.</p> <p><b>Included:</b></p> <ul style="list-style-type: none"> <li>• Chef demonstration in Masterclass theater</li> <li>• Space in the Louisiana booth, offering samples and information</li> <li>• Attendance at VIP media dinner organized by UK representation</li> <li>• Media interviews organized by UK representation</li> <li>• Inclusion in print and digital articles for a total media value of \$150k</li> <li>• Mentioned in 2 digital articles hosted on nationalgeographic.com</li> <li>• with digital display, social media and newsletter promotion</li> <li>• Mentioned in double-page print article in National Geographic Traveller or NGT Food (TBD)</li> <li>• Mentioned in double page ad/advertorial in Food and Drink supplement distributed with The Guardian June 2025</li> <li>• Optional Dublin leg to meet with Irish trade and media following the food festival</li> </ul>
EVENTS	<b>NEW YORK MEDIA MISSION</b> <b>SEPT. 2025 (TBD)</b> Buy-In Cost: TBD based on media value	<p>LOT is identifying a media partner in New York to create a food-centered event to host media specializing in travel, lifestyle and gastronomy. The event will pair with a media buy that will provide co-op partners with recognition in content featuring Louisiana's culinary scene. More details to come as partner and media buy are confirmed.</p>

DURATION	CPM	IMPRESSIONS	DEADLINES
30 days	\$7	357,143	<ul style="list-style-type: none"> <li>• Using Own Creative; 4 weeks prior to selected start month.</li> <li>• Using LOT creative; 6 weeks prior to selected start month.</li> </ul>
30 days	\$7	714,286	
30 days	\$16	312,500	
60 days	\$7	1,428,571	
60 days	\$16	625,000	



The 18-month trade and media calendar represents the current planned schedule of missions, tradeshow and public relations events for 2024–2025. All events are subject to change. To learn more about specific events and shows, please contact an Louisiana Office of Tourism 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
- Media & Public Relations
- Consumer Show
- Sales Missions
- Special Event

# 2024

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Southeast USA Spotlight	SYTA Annual Conference	Domestic Sales Mission **	National Gumbo Day Campaign	OMCA	US Sports Congress
International Convention of Allied Sportfishing Trades (ICAST) **	Congres Mondial Acadien	STS Connections	SPORTS Relationship Conference **	WTM **	Tournament of Roses Parade **
	ESTO 2024	IFTM Top Resa **	New York City Wine & Food Festival & Media Mission **	LSU/Alabama Tailgate	
	Philadelphia Folk Festival **	Louisiana Comes To Hollywood	Western Canada Mission - Media and Trade **	SportsETA 4S Summit	
	Connect Marketplace	XPoNential Festival **	Brand USA Travel Week	Louisiana Culinary Trails	
	Louisiana Travel Summit	India Sales Mission **	ITB Asia	London Jazz Festival	
	DC Jazz Festival **	TEAMS Conference **	Canusa KiTchens Restaurant Takeover **	NTA TREX	
		TEJ	Team Louisiana Sales Mission **	TSUSA International Showcase	

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
FITUR 2025 **	SuperBowl Week	ITB, Berlin	Toronto Food & Drink Festival **	National Travel & Tourism Week	CMA Fest & Event **
Travel South Italy Road Show	Chicago Golf Show **	FMCA RV Show **	Sports Events & Tourism Association (Sports ETA) Annual Symposium **	78th Cannes Film Festival **	U.S. Travel Association's IPW **
ABA Marketplace	IITA	Louisiana Outdoor Expo **		LA Rural Tourism/ Byways Conference	IAGTO North American Golf Tourism Convention
IMM North America	AU/NZ Road Shows BUSA/VUSA **	Bassmaster Classic & Expo **			
	Travel South Brazil Road Show	Dallas Golf Expo **			
		TSUSA Global Week Summit			
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
International Convention of Allied Sportfishing Trades (ICAST) **	Connect Marketplace	SportsETA 4S Summit	National Gumbo Campaign	OMCA	US Sports Congress
SEUSA Spotlight	Louisiana Travel Summit	SPORTS Relationship Conference **	TEAMS Conference **	NTA TREX	Tournament of Roses Parade
London National Geographic Traveler Food Festival **		SATW Annual Conference	Brand USA Travel Week	TSUSA International Showcase	
		IFTM/ Top Resa **		WTM	
		New York Media Mission **			



# LOUISIANA

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[ExploreLouisiana.com](http://ExploreLouisiana.com)