



TOURISM SALES & MARKETING EDUCATIONAL SEMINAR

Presented by: Louisiana Office of Tourism

January 2025

LOUISIANA
Feed Your Soul.



DOUG BOURGEOIS
ASSISTANT SECRETARY
LOUISIANA OFFICE OF TOURISM



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OUR OBJECTIVE

Sustain and increase leisure travel and visitor spending in Louisiana by attracting international and domestic travelers, as well as engaging residents to invest in local experiences.



THE FOUNDATION



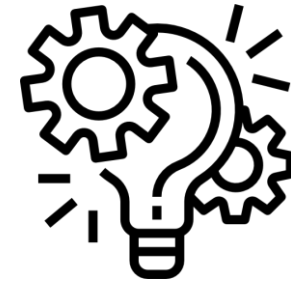
RESEARCH

UNDERSTANDING
TARGET MARKETS,
TRENDS, AND CONSUMER
BEHAVIOR FOR PRODUCT
DEVELOPMENT



COLLABORATION

PARTNERSHIPS WITH
LOCAL BUSINESSES,
DMOs, AND OTHER
INDUSTRY
ASSOCIATIONS



INNOVATION

AND ADAPTABILITY TO
ENHANCE THE TRAVEL
EXPERIENCE AND ATTRACT
TRAVELERS TO YOUR
REGION

MEET OUR TEAM



Maria Manzella



William Bloom



Matthew Cope



Kaylie LeBlanc

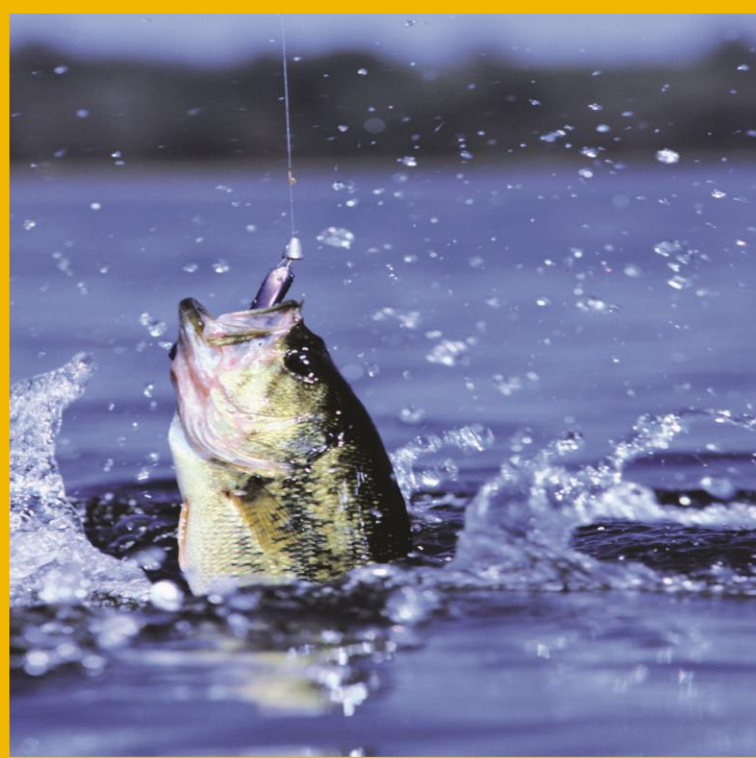


Griffin Clark



Alexis Lee

SPORTS TOURISM



Driven by a global interest in fitness, wellness, and active travel experiences.



Significant revenue for destinations, boosting local economies and jobs.



From marathons and cycling to adventure races and sporting competitions.

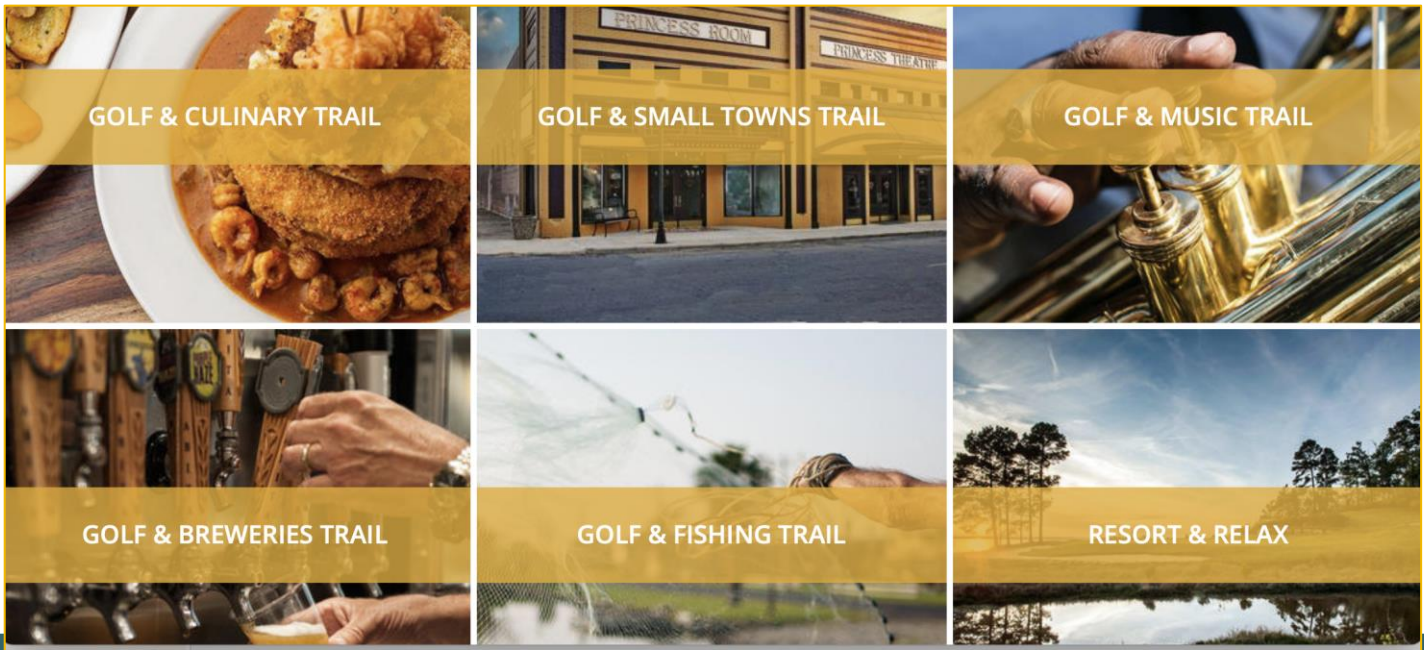


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EXPLORE LOUISIANA GOLF



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THE YEAR OF OUTDOORS 2026



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DOMESTIC SALES & CANADA TOUR AND TRAVEL



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INTERNATIONAL TOUR AND TRAVEL

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HOW DO WE ACCOMPLISH THIS?



**Tour operators, travel
agents, consumers,
media, publications,
event organizers.**



- **Trade Shows**
- **Consumer Events**
 - **FAMs & Sites**
 - **Co-ops &**
 - **Advertising**

INTERNATIONAL TOURISM

TOP SOURCE MARKETS:

CANADA

UK/IRELAND

GERMANY

AUSTRALIA

FRANCE

BRAZIL

**AUTHENTIC, NEW,
OFF-THE-BEATEN
PATH OPTIONS**

**OUTDOORS,
MUSIC, FILM,
AND FOOD**

**TECH SAVVY AND
CONFIDENT
TRAVELER**

**PRICES ARE HIGH
AIR & HOTELS**

**GREEN TOURISM
AND
GREENWASHING**

**COMPETITION
WEATHER
&
SAFETY/CRIME**



INBOUND INSIDER STEPS TO SUCCESS:

Working With The Travel Trade

**INTRODUCTION
AND FRAMEWORK
OF PRINCIPLES AND
KEY CONCEPTS**

**THE
IMPLEMENTATION
PHASE
UNDERSTANDING,
PLANNING &
DEVELOPMENT**

**FOLLOW UP AND
SUPPORT FOR
SUSTAINABLE
GROWTH**

TURN INSIGHTS INTO ACTION

CONFIDENCE

STRATEGIES

TOOLS

PRACTICAL

GUIDANCE

PRIORITIES

Industry Portal | Explore Louisiana



SIGN-UP FOR ENEWS



GET YOUR INSPIRATION GUIDE



Plan Your Trip



Industry Links



Resources



CONTACT US

PRIVACY POLICY

GDPR FAQ

ACCESSIBILITY STATEMENT

Resources



- Official Visitor Resources
- Press Room
- Download a Guide
- Travel Trade
- Team Louisiana
- Industry Portal
- Link to Us

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