



# 2026 YEAR OF OUTDOORS

LOUISIANA  
Feed Your Soul.

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



# WHAT'S INCLUDED IN OUTDOORS?

- Hiking
- Fishing
- Camping
- Horseback riding
- Paddle
- Biking
- Birding
- Parks
  - Tailgating
- Agritourism
  - You-pick farms, vineyards, crawfishing experiences, shrimping tours
- Golf
- Gardens
- Festivals
- Swamp tours
- Outdoor dining



**slido**

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**Is this list missing any outdoor activities?**

① Start presenting to display the poll results on this slide.

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# What outdoor activities do you offer in your region?

① Start presenting to display the poll results on this slide.



# SEASONALITY



Spring



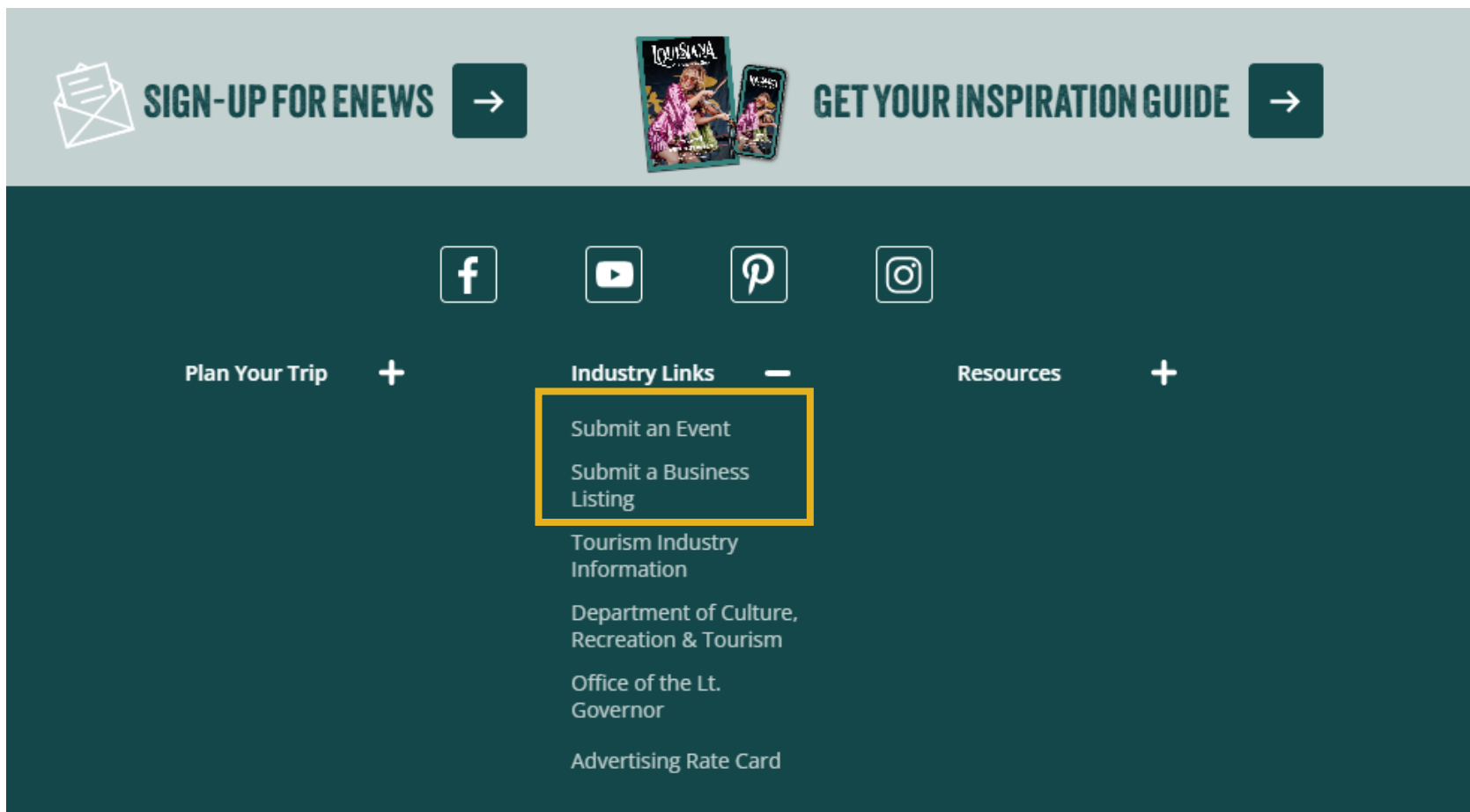
Summer



Fall

# HOW CAN WE INCLUDE YOU?

1. List your businesses and events!





# HOW CAN WE INCLUDE YOU?

2. Festivals Radio

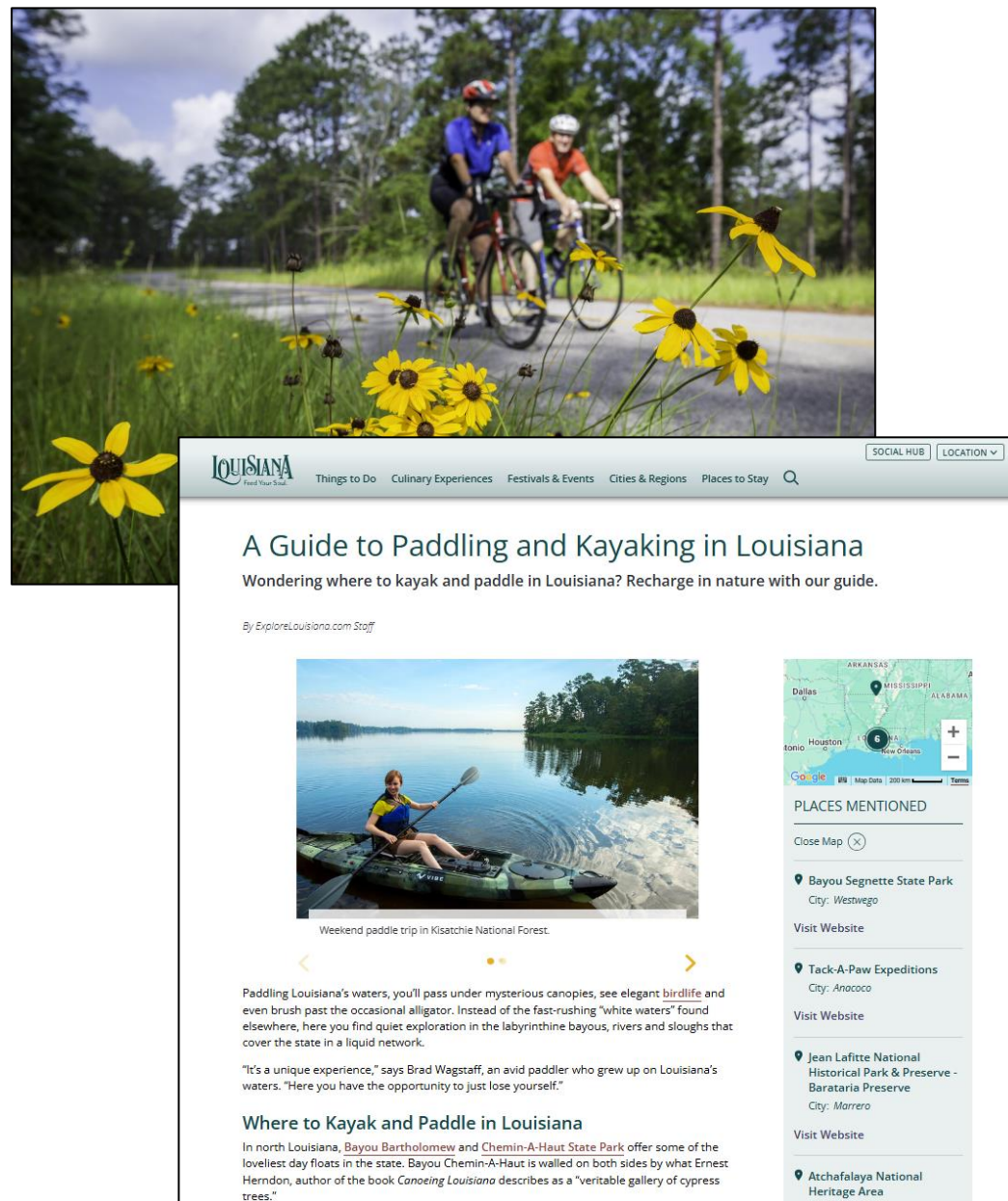
3. Social Media

4. Photography

5. Digital Content

6. Story pitching

7. Fam tours



# WHAT DO WE NEED?

Information about your tourist-ready attractions.

- What it is .
- Where it is.
- When – is it seasonal?
- Who – does it fit a certain type of traveler?  
(i.e. families, solo travelers, younger audiences)
- Why is it unique?
- How do travelers participate?

Important to it being “tourist-ready.”





# WHAT DOES TOURIST-READY MEAN?

Is it bookable?

Can a visitor arrive and rent the necessary equipment?

Are guides available?

Content and information should always reflect how to participate so the activity is approachable by visitors.

What obstacles exist to making these activities ready for visitors?



**BVK**