

# LOUISIANA OFFICE OF TOURISM

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## Fiscal Year 2023-24

Recap of the Louisiana Tourism Promotion District activities and finances



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

# FY 23-24 APPROPRIATED BUDGET

	ADMINISTRATION (Program 100)	MARKETING (Program 200)	WELCOME CENTERS (Program 300)	TOTAL AGENCY
<b>MEANS OF FINANCING:</b>				
STATE GENERAL FUND (Direct)	500,000	\$501,896	-	\$1,001,896
STATE GENERAL FUND BY:	-	-	-	-
Interagency Transfers	-	\$43,216	-	\$43,216
Fees & Self-gen. Revenues	\$2,055,223	\$24,695,006	\$4,356,905	\$31,107,134
Statutory Dedications	-	\$9,000,000	-	\$9,000,000
Interim Emergency Board	-	-	-	-
FEDERAL FUNDS	-	\$100,000	-	\$100,000
<b>TOTAL MEANS OF FINANCING</b>	<b>\$2,555,223</b>	<b>\$34,340,118</b>	<b>\$4,356,905</b>	<b>\$41,252,246</b>
<b>EXPENDITURES &amp; REQUEST:</b>				
Salaries	\$544,552	\$1,138,164	\$2,179,523	\$3,862,239
Other Compensation	-	\$3,865	\$301,640	\$305,505
Related Benefits	\$522,913	\$620,433	\$992,092	\$2,135,438
TOTAL PERSONAL SERVICES	\$1,067,465	\$1,762,462	\$3,473,255	\$6,303,182
Travel & Training	\$31,000	\$169,000	\$15,500	\$215,500
Operating Services	\$83,024	\$4,512,919	\$345,276	\$4,941,219
Supplies	\$14,695	\$16,000	\$80,500	\$111,195
TOTAL OPERATING EXPENSES	\$128,719	\$4,697,919	\$441,276	\$5,267,914
PROFESSIONAL SERVICES	-	\$12,418,434	-	\$12,418,434
Other Charges	500,000	\$10,485,920	\$200,000	\$11,185,920
Debt Services	-	-	-	-

Interagency Transfers	\$859,039	\$4,975,383	\$142,374	\$5,976,796
TOTAL OTHER CHARGES	\$1,359,039	\$15,461,303	\$342,374	\$17,162,716
Acquisitions (Capital Outlay)	-	-	-	-
Major Repairs	-	-	\$100,000	\$100,000
TOTAL ACQ. & MAJOR REPAIRS	-	-	\$100,000	\$100,000
UNALLOTTED	-	-	-	-
TOTAL EXPENDITURES AND REQUEST	\$2,555,223	\$34,340,118	\$4,356,905	\$41,252,246
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, 2024.

FY 2023-2024 Sponsorships	
Contractor	Amount
1st Clubs for Kids	\$5,000.00
AEG Presents	\$5,000.00
Baton Rouge Wheelchair Tennis Association	\$5,000.00
Bon Temps Social Club of San Diego	\$15,000.00
Cajun Crawfish & Music Festival, Inc.	\$5,000.00
Cajun Rodeo Association	\$25,000.00

Cajun Rodeo Association	\$50,000.00
Celebracion Hispana De Kenner	\$1,500.00
Christmas in the Country	\$500.00
City of Atlanta	\$75,000.00
Country Music Association	\$300,000.00
Crescent City Classic	\$20,000.00
Cypress Cove Tournament Productions	\$10,000.00
DC Jazz Festival	\$150,000.00
Festivals for Good Corp.	\$15,000.00
Film Prize Foundation	\$12,500.00
Fit for Life Ministries	\$5,000.00
FreshJunkie Productions	\$25,000.00
Friends of Prep Sports	\$5,000.00
Hogs for the Cause, Inc.	\$5,000.00
Jazz in Marciac	\$50,000.00
Lafayette Parish CVC	\$5,500.00
Lafourche Parish Tourist Commission	\$5,500.00
Le Festival International de Jazz de Montréal, Inc.	\$96,200.00
Louisiana Cattle Festival & Fair Association	\$2,500.00
Louisiana Fur & Wildlife Festival, Inc.	\$5,000.00
Louisiana Restaurant Association	\$10,000.00
Maritime Museum Louisiana	\$35,000.00
Miss Louisiana Scholarship Organization, Inc.	\$2,500.00

Nola Gold Rugby Enterprises, LLC	\$25,000.00
Norfolk Festevents, Ltd	\$25,000.00
Patio Planters	\$75,000.00
Red Torch Consulting	\$1,500.00
Resurrection Fern Foundation	\$6,500.00
Ruston-Lincoln Parish CVB	\$2,500.00
Sabine Parish Tourist & Recreation Commission	\$5,500.00
Sabine Parish Tourist & Recreation Commission	\$25,000.00
Shreveport-Bossier Convention and Tourist Bureau	\$25,000.00
Shreveport-Bossier Sports Commission	\$5,000.00
Shreveport-Bossier Sports Commission	\$25,000.00
Shreveport-Bossier Sports Commission	\$25,000.00
Sock It	\$5,000.00
Southland Conference	\$1,500.00
Tales of the Cocktail	\$40,000.00
Tangipahoa Parish Tourist Commission	\$25,000.00
Town of Grand Isle	\$5,500.00
Travel South USA	\$2,500.00
Tri-Lakes	\$15,000.00
Tri-Lakes	\$5,000.00
Union Parish Tourist Commission	\$5,000.00

Visit Baton Rouge	\$27,500.00
West Carroll Chamber of Commerce	\$7,500.00
<b>Total</b>	<b>\$1,332,200.00</b>

## 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.
- Develop the professionalism of the tourism industry in the region in terms of customer service, internationally ready product; and accreditation.

# FY 24 ADVERTISING PROGRAMS

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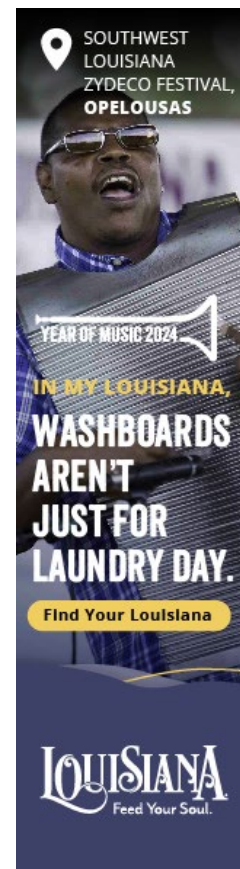
## My Louisiana – Always On

LOTs “always on” campaign, titled ‘My Louisiana,’ is an invitation to come and discover all the various ways you can make a trip to Louisiana memorable and something unique to you.

The campaign will have some in-state coverage, but most of the reach will be our regional markets (Houston, Dallas, Atlanta, MS, AL, TN, FL panhandle, etc.), with long-haul targets of major US cities, such as Chicago, New York, DC, Denver, Seattle, Philadelphia, among others.

## Year of Music 2024

Campaign running in conjunction with My Louisiana started in January 2024. Putting a special emphasis on this huge part of Louisiana culture. Included in the Year of Music is a special advertising strategy including flagship media placements and unique audience targeting for music-specific messaging.





## Mardi Gras for All Y'all

Online campaign on ExploreLouisiana.com and partnership with Arthur Hardy's Mardi Gras guide.

## Festivals Radio

Free promotion of statewide festivals with radio advertisements.

# CREATIVE ADVERTISING FY 24

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## Print Creative





## Digital & Social Creative



# TRADE SHOWS FY 2023-24

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**August 22 – 24, 2023**

**Connect Marketplace, Minneapolis, MN**

The premier hosted-buyer event that brings together the most active planners, suppliers and experts in Corporate, Association, and Specialty meetings and events for preset appointments, keynote general sessions, planner/supplier roundtables and quality networking.

**September 11 – 14, 2023**

**S.P.O.R.T.S. Relationship Conference, South Bend, IN**

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 are a component that will generate ROI and get the most out of the conference.

[www.therelationshipconference.com](http://www.therelationshipconference.com)

**November 4 – 9, 2023**

**World Travel Market (WTM), 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.



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

**November 12 – 15, 2023**

**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/>

**December 2 – 6, 2023****USTOA, Los Angeles, CA**

The United States Tour Operators Association's (USTOA) Travel Annual Conference and Marketplace is a pre-scheduled, appointment-based convention with individual appointments lasting 12 minutes. USTOA has distinguished itself for being the only travel industry event in the U. S. that brings together the leading North American travel companies with tourism suppliers and destinations from around the globe in an intimate and exclusive setting.

**December 4 – 7, 2023****Travel South USA International Showcase, Memphis, TN**

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](http://www.travelsouthusa.org)

**January 13 – 16, 2024****American Bus Association (ABA) Annual Meeting & Marketplace, Nashville, TN**

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](http://www.buses.org)

**March 20 - 23, 2024****STS Domestic Showcase, Little Rock, AR**

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.

**April 22 – 25, 2024**

**Sports Events & Tourism Association (Sports ETA) Symposium, Portland, OR**

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 3 - 7, 2024**

**IPW, Los Angeles, CA**

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](http://www.ustravel.org/events/ipw)

# SALES & MEDIA MISSIONS FY 23-24

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## Special Events

### **September – November 2023**

#### **College Football Tailgates, Statewide**

Partnerships with area CVBs, within the college destination, held tailgates prior to the football games.

### **October 23 - 26, 2023**

#### **Culinary Trails, Dallas, TX**

An annual PR mission and restaurant takeover in partnership with LTA, includes CVBs and Louisiana Seafood.

### **November 23, 2023**

#### **Macy's Thanksgiving Day Parade, New York, NY**

Louisiana represented with a float in the Macy's Thanksgiving Day parade for the 3<sup>rd</sup> year, featuring Alex Smith and Amanda Shaw, on 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 1, 2024**

#### **Tournament of Roses Parade, Pasadena, CA**

Louisiana Tourism's float featured a larger-than-life Mardi Gras jester, fleur-de-lis, second-line inspired umbrellas and the iconic purple, green and gold touches. Louisiana's rolling performance included all the sights and sounds of a Louisiana Mardi Gras.

Performances included Grammy-nominated Zydeco musician Sean Ardoin, Cajun fiddler Amanda Shaw and legendary guitarist James Burton.





**February 4 , 2024**

**GRAMMY's Celebration of Nominees Event, Los Angeles, CA**

Louisiana GRAMMY's brunch honored Louisiana nominees hosted by LOT and OCD in Los Angeles, CA.

**June 27– July 6, 2024**

**Montreal Jazz Festival, Montreal, Quebec, Canada**

10 days of the world's largest Jazz Festival. LOT sponsored a themed F&B kiosk and activation on the outdoor site as well as be a presenter of an official Festival contest. LA partners were invited to participate to help staff with the activation booth.

## **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 24. The FAM participants were domestic and international buyers, reps, and journalists.

**September 9 – 14, 2023**

**India Brand USA FAM**

Brand USA India hosted a MegaFAM for India trade with a 4-night stay in New Orleans.

**November 11 - 15, 2023**

**NTA TREX Pre-FAM, Statewide**

2 pre-FAMs for TREX – one started in New Orleans and went to north Louisiana and the second started in Shreveport and visited North Louisiana destinations.

**November 29 – December 3, 2023**

**Travel South International Showcase Pre-FAM, Statewide**

FAM with trade participants with stops in Baton Rouge, St. Francisville, Frogmore Cotton Plantation, and Monroe.



**January 21 – 24, 2024**

**Brand USA India Sales Mission, Goa, India**

Mission with Brand USA to meet with key tour operators, media, and other trade to showcase Louisiana product. The mission consisted of business appointments, educational presentations, media sessions, and events.

**January 29 – February 4, 2024**

**Australia Trade FAM, South Louisiana**

Hosted buyers from AU/NZ in Lafayette, Baton Rouge, and New Orleans.



**February 28 – March 3, 2024, Statewide  
Group Travel Leader FAM**

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.

**March 16 – 27, 2024**

**LOT Spring Sales Mission, Amsterdam, Paris, London**

Delegation of Louisiana tourism partners with LOT on a sales mission to meet with key tour operators and media to showcase Louisiana product and partners. The mission consisted of one-on-one business appointments, presentations, media interviews, and events.

**May 19 – 29, 2024**

**Milan and Madrid Mission, Milan, Italy and Madrid, Spain**

Sales, Trade & Media Mission to meet with key tour operators, trade, and media to showcase Louisiana product and partners. The mission consisted of business appointments, media appointments, and events.



# SOCIAL MEDIA AND WEBSITE

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## 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.

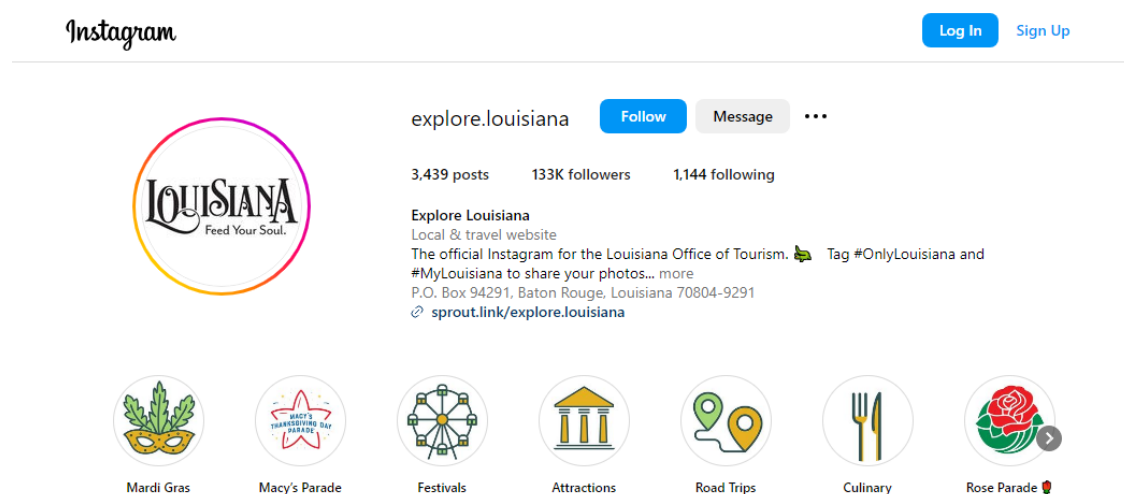
Social channels serve as distribution channels for native LouisianaTravel.com content. LOT will share and promote website content on Facebook, Twitter and Instagram to drive traffic deeper into our conversion funnels.

## 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. Explore Louisiana Facebook page has grown to 479,000+ followers.

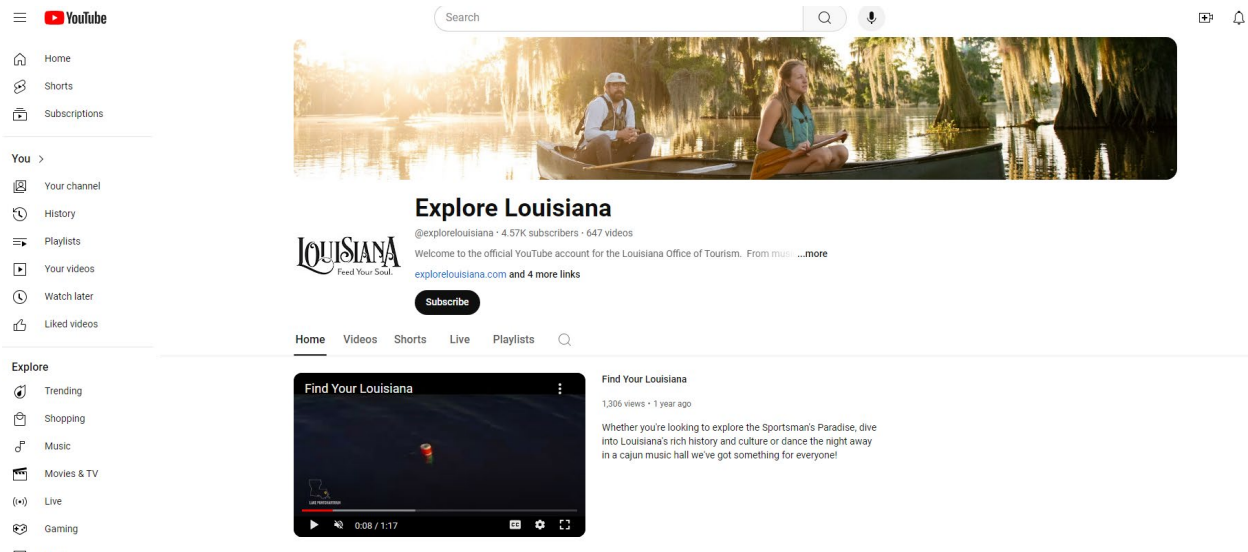
## Instagram

Instagram is utilized as a source for visual content curation from around the state. @explorelouisiana has 113k followers.



## YouTube

YouTube goals are correlated to new video production for the year. The YouTube channel has 4.57K subscribers and millions of views.



ExploreLouisiana.com		Performance Indicators
		July 1, 2023 - June 30, 2024
<b>Website Visitation</b>		
	Visits (sessions)	4,517,656
	Users	3,753,408
	Pageviews	6,805,606
	Pageviews / Session	1.51
<b>Database Marketing – Signals of Intent to Travel</b>		
	Ordered a Guide	18,945
	Guide Downloads	9,858
	E-Newsletter Sign Up	6,288
	Visit Welcome Center	13,534

# INTERNATIONAL PROGRAMS

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## 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 Tourism Marketing Sales Director and International Programs Manager, located in the Capitol Annex.

Louisiana is a top Tier 2 international destination, with direct air lift from Canada, England, 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. In FY 23, international visitation increased 66% to Louisiana year over year. 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 in 2023 to Louisiana are Canada, United Kingdom, Australia, France, Germany, Mexico, India, Brazil, China, and Italy.

## 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, Switzerland, Nordic Union, Brazil, India, Italy, Australia/New Zealand, Japan, Spain, and Benelux. The LOT retains professional rep firms in our most productive countries – Canada, France, United Kingdom, and Germany. 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 Italy, 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

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## 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.exploreloisiana.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

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

**African American Heritage Trail** – An update to the AAHT to include more locations that tie the threads of African American people, history and culture to Louisiana and the United States. As well as revamp the trail for the existing locations.



# GRANT PROGRAMS

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## **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 \$10,000 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 [ExploreLouisiana.com](http://ExploreLouisiana.com) to plan your trip today!" to be eligible for reimbursement.

In FY 24, forty-two (41) eligible CVB applicants requested and were awarded a total of \$408,260.00:

<b><i>Parish</i></b>	<b><i>Awarded</i></b>
<b><i>Acadia</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Alexandria</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Allen</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Ascension</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Avoyelles</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Beauregard</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Cajun Coast (St. Mary Parish)</i></b>	<b><i>\$10,000.00</i></b>
<b><i>DeSoto</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Grand Isle, Town of</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Gretna, City of</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Houma</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Iberia</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Iberville</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Jean Lafitte, Town of</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Jeff Davis</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Jefferson CVB</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Lafayette</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Lake Charles</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Louisiana's Cajun Bayou (Lafourche)</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Monroe</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Natchitoches</i></b>	<b><i>\$10,000.00</i></b>
<b><i>New Orleans</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Plaquemines</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Pointe Coupee</i></b>	<b><i>\$10,000.00</i></b>
<b><i>River Parishes</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Ruston</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Sabine</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Shreveport</i></b>	<b><i>\$10,000.00</i></b>
<b><i>St. Bernard</i></b>	<b><i>\$10,000.00</i></b>
<b><i>St. Landry</i></b>	<b><i>\$10,000.00</i></b>
<b><i>St. Martin</i></b>	<b><i>\$10,000.00</i></b>
<b><i>St. Tammany</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Tallulah, City of</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Tangipahoa</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Vermilion</i></b>	<b><i>\$9,985.00</i></b>
<b><i>Vernon</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Visit Baton Rouge</i></b>	<b><i>\$10,000.00</i></b>
<b><i>Visit Kenner</i></b>	<b><i>\$8,275.00</i></b>

<i>Webster</i>	<i>\$10,000.00</i>
<i>West Baton Rouge</i>	<i>\$10,000.00</i>
<i>West Feliciana</i>	<i>\$10,000.00</i>
<b><i>TOTAL</i></b>	<b><i>\$408,260.00</i></b>

## Competitive Grant Program (CGP)

The mission of the Louisiana Office of Tourism's (LOT) Competitive Grant Program (CGP) is to encourage and support tourism events through support of marketing strategies that will attract visitors to the state and positively impact Louisiana's tourism industry.

Louisiana-held events eligible to apply for the CGP 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 internet banner advertising. The Louisiana "Feed Your Soul" logo with URL must appear on all print, television, internet and billboard ads, and all radio ads must include the phrase "Visit ExploreLouisiana.com to plan your trip today!" to be eligible for reimbursement. A 50 percent cash match is available for qualifying marketing expenses associated with the promotion of a qualified tourism event. A 66.66 percent cash match is available for qualifying marketing expenses associated with the promotion of a first-time event. The maximum award available is \$15,000 per applicant.

In FY 23-24, a total of \$354,275.25 was awarded to forty-one (41) Louisiana events.

<b>Event Name</b>	<b>Event Location</b>	<b>Event Date(s)</b>	<b>Grant Awarded</b>
<b>Avoyelles Arts &amp; Music Festival</b>	Avoyelles	7/3/23-7/4/23	\$7,680.00
<b>Red River Balloon Rally</b>	Caddo	7/14/23-7/15/23	\$13,895.50
<b>43rd Annual Natchitoches-NSU Folk Festival</b>	Natchitoches	7/22/2023	\$3,360.00
<b>Louisiana Italian Food, Wine &amp; Film Festival</b>	Jefferson	8/6/2023	\$9,231.00
<b>Louisiana Shrimp and Petroleum Festival</b>	St. Mary	8/31/23-9/4/23	\$8,957.50
<b>12th Annual Pre-Labor Day Southern Soul and Blues Festival</b>	Caddo	9/3/2023	\$6,562.50
<b>South Central Regional Sporting Clays Championship</b>	Tangipahoa	9/13/23-9/17/23	\$2,625.00
<b>Bogalusa Blues &amp; Heritage Festival</b>	Washington	9/29/23-9/30/23	\$15,000.00
<b>Red River Revel</b>	Caddo	9/30/23-10/8/23	\$15,000.00
<b>Calcasieu Cameron Fair</b>	Calcasieu	10/5/23-10/8/23	\$4,500.00
<b>La Fete Des Vieux Temps</b>	Lafourche	10/6/23-10/8/23	\$1,875.00
<b>Farm to Forest Plein Air Festival</b>	Rapides	10/12/23-10/15/23	\$825.00
<b>Festivals Acadiens et Creoles</b>	Lafayette	10/13/23-10/15/23	\$11,300.00
<b>World Championship Gumbo Cookoff</b>	Iberia	10/14/23-10/15/23	\$9,220.00
<b>Wooden Boat Festival</b>	St. Tammany	10/14/23-10/15/23	\$15,000.00
<b>Abita Fall Fest</b>	St. Tammany	10/20/23-10/21/23	\$5,777.50
<b>Andouille Festival</b>	St. John the Baptist	10/20/23-10/22/23	\$13,000.00
<b>NOLA Funk Fest</b>	Orleans	10/20/23-10/22/23	\$6,600.00
<b>Gulf Brew</b>	Lafayette	10/21/2023	\$11,250.00
<b>Louisiana Legends Fest</b>	Claiborne	10/21/2023	\$14,500.00
<b>Bayou Arts Festival</b>	Terrebonne	10/28/2023	\$7,500.00
<b>43rd Annual Sabine Freestate Festival</b>	Sabine	11/3/23-11/5/23	\$1,062.50
<b>BBQ, Bourbon &amp; Blues Festival</b>	Lafourche	11/4/2023	\$3,266.00
<b>The Cultural Fall Fest (originally Aboriginal Cultural Festival)</b>	St. Charles	11/5/2023	\$14,899.50
<b>Christmas in Roseland</b>	Caddo	11/24/23-12/23/23	\$15,000.00
<b>Believe Lights the Night</b>	Caddo	11/24/23-12/23/23	\$6,750.00
<b>Bassmaster Elite Tournament</b>	Many	2/19/24-2/25-24	\$7511.50
<b>Eagle Expo and More</b>	St. Mary	2/23/24-2/24/24	\$8,209.50
<b>2024 Ochsner Lafayette General</b>	Lafayette	3/9/24-3/10/24	\$7,500.00
<b>Zydeco Marathon</b>			
<b>NOLA Zydeco Fest</b>	New Orleans	3/23/2024	\$7,500.00

<b><i>Louisiana Red Beans &amp; Rice Heritage &amp; Music Festival</i></b>	Plaquemines	3/23/2024	\$8,745.00
<b><i>New Orleans Air Show</i></b>	Iberia	3/23/24-3/24/24	\$11,250.00
<b><i>8th Annual New Iberia Books Along the Teche Literary Festival</i></b>	Lafayette	4/5/24-4/7/24	\$4,720.00
<b><i>Scott Boudin Festival</i></b>	Orleans	4/5/24-4/7/24	\$10,186.00
<b><i>French Quarter Festival</i></b>	Ouachita	4/11/24-4/14/24	\$13,330.00
<b><i>Baton Rouge Blues Festival</i></b>	East Baton Rouge	4/19/24-4/21/24	\$5,625.00
<b><i>New Iberia Spanish Festival</i></b>	Iberia	4/19/24-4/21/24	\$2,311.25
<b><i>38th Annual Festival International de Louisiane</i></b>	Lafayette	4/24/24-4/28/24	\$15,000.00
<b><i>Plaquemines Heritage &amp; Seafood Festival</i></b>	Plaquemines	4/26/24-4/28/24	\$7,500.00
<b><i>Red, White &amp; Blue Airshow</i></b>	Ouachita	5/3/24-5/5/24	\$15,000.00
<b><i>Bayou Boogaloo</i></b>	Orleans	5/17/24-5/19/24	\$5,250.00
<b>TOTAL</b>			<b>\$354,275.25</b>



<b>Name of Contract / Subscription Purchased for Research</b>	<b>FY 23-24 Budget</b>
<b>Tourism Spending in LA Parishes (UNO)</b>	\$48,521.00
<b>Louisiana Visitor Volume &amp; Spending Report and Visitor Profile (DKSA)</b>	\$58,410.00
<b>Louisiana Economic Impact of Tourism (Tourism Economics)</b>	\$28,100.00
<b>STR</b>	\$28,320.00
<b>AirDNA</b>	\$11,340.00
<b>Qualtrics Survey Software</b>	\$ 2,894.06
<b>VisaVue, Inc.</b>	\$75,000.00
<b>Zartico Dashboard</b>	\$99,000.00
<b>Total Research Contracts &amp; Subscriptions</b>	<b><u>\$267,319.05</u></b>

<b>Tourism Spending in Louisiana's Parishes</b>	<ul style="list-style-type: none"> <li>•Conducted by UNO.</li> <li>•State and individual parish statistics for expenditures, jobs, payroll and local and state taxes generated for economic impact.</li> </ul>
<b>Louisiana Economic Impact of Tourism</b>	<ul style="list-style-type: none"> <li>•Conducted by Tourism Economics.</li> <li>•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.</li> </ul>
<b>Lodging</b>	<ul style="list-style-type: none"> <li>•Produced by STR.</li> <li>•Weekly &amp; monthly comparative data on hotel lodging (occupancy, ADR, RevPAR, Demand) at the state and regional level.</li> </ul>
<b>Visa</b>	<ul style="list-style-type: none"> <li>•Produced by Visa, Inc.</li> <li>•Visa transaction data, including dollar amount of transactions and merchant summary, by international &amp; domestic Visa cardholders in Louisiana and in the U.S.</li> </ul>
<b>Survey Software</b>	<ul style="list-style-type: none"> <li>•Licensed by Qualtrics, Inc.</li> <li>•Create in-house and industry survey projects. Able to design surveys, email surveys to recipients, and create pop up surveys, analyze data &amp; results, and produce report.</li> </ul>



# WELCOME CENTERS PROGRAM

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## 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 assistant director; and eight site managers. There are also Tourism Information Counselors 1 and 2 and custodians located at the centers.

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.

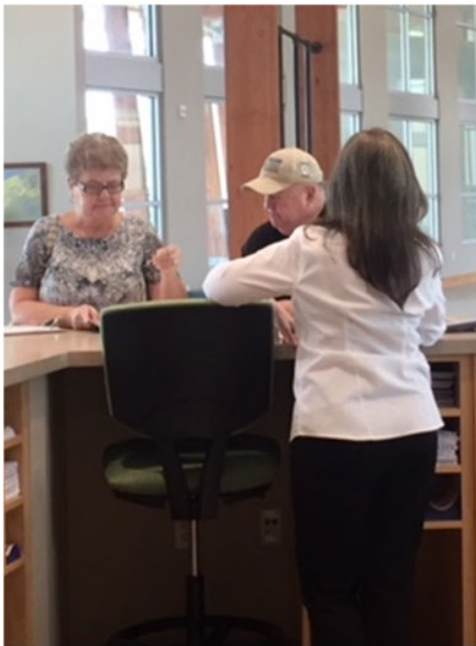
Louisiana Welcome Centers have innovated amenities for visitors in a number of ways:

- 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 648,000 visitors* signed the guest registers at State Welcome Centers in FY 24. 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 tourism attractions, restaurants, and destinations; 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

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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. LTA annually produces the Louisiana Travel Summit. [www.louisianatravelassociation.org](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://www.mississippirivercountry.com)