

LOUISIANA OFFICE OF TOURISM

WORK PLAN



LOUISIANA
Feed Your Soul.



LIEUTENANT GOVERNOR
BILLY NUNGESSER

**JULY 2025 –
DECEMBER 2026**



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LOUISIANA[®]
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ExploreLouisiana.com

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The travel and tourism industry in Louisiana is continuing to be a major economic driver as visitation continues to increase. 44.5 million people came to Louisiana in 2024, generating \$2 billion in state and local tax revenue. Tourism also supported 224,600 jobs statewide, making it the fourth-largest employer in the state.

We're committed to continuing Louisiana's success and growth in the tourism industry. We are in the midst of our Year of Food, celebrating Louisiana's culinary culture. 2026 will be our Year of Outdoors, highlighting our state's beautiful outdoors and all of the great ways you can Feed Your Soul exploring our vibrant ecosystems.

We are fortunate to work with a state of hard-working partners dedicated to sharing how special Louisiana is with visitors from around the world. I look forward to another great year working together.

A handwritten signature in blue ink that reads "Billy Nungesser". The signature is fluid and cursive.

Lt. Governor Billy Nungesser



We've been busy the past year promoting Louisiana across the globe. We've hosted domestic and international trade and media, met with tour operators and travel agents, and increased our social media presence internationally.

We have an amazing year planned, as we follow growing trends in travel. We're re-imagining our online presence to utilize new technologies and better inspire travel to the state. We're continuing to evolve our advertising strategy to reach our target audiences where we can make the most impact on their travel planning.

I'm particularly proud of our work over the past year providing education and training opportunities to our partners all over Louisiana. More of these are planned for the coming year. I'm excited for the future as we all work together to move our great state forward.

A handwritten signature in blue ink that reads "Doug Bourgeois". The signature is fluid and cursive.

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.

POSITION STATEMENT

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

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

VALUES

- Collaboration
- High Standards
- Resilience
- Innovation
- Commitment

MISSION

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



AWARDS



Three Bronze Tellys

for “Amplify: Louisiana” in the categories of Series-Documentary, Series-Travel & Tourism, and Series-Entertainment



2024 Brand USA Outstanding Video Storytelling Award (State)

for “Amplify: Louisiana.”



2024 STS Shining Example Award

Tourism Office of the Year
(Over \$1 Million)



2024 STS Shining Example Award

Beacon Award for Assistant Secretary Doug Bourgeois



2024 Outstanding Website Award

by the Web Marketing Association for BirdingLouisiana.com



Silver Dolphin at the 2024 Cannes Corporate Media & TV Awards

for the “Amplify: Louisiana” series



Tournament of Roses

2025 Director Award

for the most outstanding artistic design and use of floral and non-floral materials. The float, themed “Louisiana Saturday Night,” showcased the state’s culture with an alligator, dance hall, and performers, and featured music by rising country star Timothy Wayne



Bronze Adrian Award

for Integrated Marketing & Messaging Campaign for the Louisiana Year of Music Campaign



Bronze Adrian Award

for Digital Influencer Marketing Campaign for the Steller Year of Music Influencer Campaign



2025 International Advertising Competition Award

for Outstanding Achievement in Internet Advertising by the Web Marketing Association



2026

CELEBRATING A YEAR OF OUTDOORS

Continuing annual celebrations for Louisiana's key pillars, in 2026, the Louisiana Office of Tourism will celebrate the Year of Outdoors. Louisiana's unique landscapes make it an ideal location for outdoor enthusiasts. Our many waterways offer abundant opportunities for paddling and tours of the robust ecosystem. Hiking and biking trails are found in every corner of the state. Visitors can catch both fresh and saltwater fish solo or with any of the state's excellent charters or guides. Campgrounds offer RV campsites and comfortable cabins.

But outdoors in Louisiana is so much more than that. It's dancing to Cajun or zydeco music at one of the hundreds of outdoor festivals across the state. It's relaxing in a vineyard at an outdoor concert series. It's picking your own bucket of fresh Louisiana strawberries. It's even al fresco dining in the beautiful courtyards of New Orleans.

**JOIN US IN CELEBRATING EVERYTHING UNDER THE SUN
(OR STARS) THAT OUR STATE HAS TO OFFER!**



BESTHOFF
SCULPTURE GARDEN
NEW ORLEANS

IN MY LOUISIANA,
**SOME MUSEUMS
HAVE NO WALLS.**

YEAR OF OUTDOORS 2026

LOUISIANA
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FindYourLouisianaOutdoors.com

INDUSTRY FACTS



44.5 M

visitors
in 2024



nearly 10 times the
population of Louisiana.



\$2 B

in state and local
taxes generated



enough to fund the
salaries of 40,200 public
school teachers.



\$1,135

in tax savings
per Louisiana
household



more than the average
monthly grocery bill for
a family of four.



160,391

total jobs supported
according to
Tourism Economics



4th largest employer
in Louisiana.

GENERATING TAX REVENUE

\$1.3 B
Sales Tax
Revenue



\$30.2 M
Operating
Budget



43:1



Return on Investment in our State

According to Tourism Economics, Louisiana's sales tax revenue of \$1.3 billion represents a 43-to-1 return on investment of state funding for the Louisiana Office of Tourism. The agency works throughout the year to generate visitation to Louisiana by promoting its statewide activities and attractions such as outdoor adventure, live music, culinary experiences and cultural uniqueness. This includes working with tour operators and travel agents to develop Louisiana tours and with media to inspire the consumer.

INTERNATIONAL MARKETS

Visits Top Markets of Origin:

- | | | |
|-------------------|-----------|-----------|
| 1. Canada | 5. Mexico | 9. China |
| 2. United Kingdom | 6. France | 10. Italy |
| 3. Germany | 7. India | |
| 4. Australia | 8. Brazil | |

2024 INTERNATIONAL VISITORS TO LOUISIANA

International visitation continued to increase in 2024, seeing a 6.5 percent increase over 2023, according to Tourism Economics. The Louisiana Office of Tourism hosted international trade and media familiarization tours with our major and emerging markets, giving them more first-hand knowledge of destinations and new offerings around the state. We've also continued to cultivate our emerging markets of Spain, Italy and India. Travelers from India remain the largest source of international travelers in Asia.

STRATEGIC MARKET FOCUS

The Louisiana Office of Tourism has continued to work with the state's top international markets to maintain Louisiana's top-of-mind presence. In the past year, the sales team has attended 31 trade shows around the world and met with nearly 4,000 travel professionals. International visitors are important to the travel economy, since they tend to stay longer, visit more cities and spend more.

However, LOT is also turning its focus to trends that impact our domestic markets, including family travel and road trips. Slow travel is a contrast to "check-list" travel, where visitors quickly tick off must-see sights and attractions. It focuses on engaging with the culture of a destination and taking the time to understand the people, fostering meaningful connections.

Road trips have been growing in popularity since the pandemic and are continuing to surge. Road trips provide a more cost-effective and flexible way for visitors to travel. Louisiana's byways are an excellent tool for promoting road trips, as is the ease of travel between destinations within the state.



MEDIA COVERAGE HIGHLIGHTS



Louisiana saw great success in its earned media efforts in FY25.



MY LOUISIANA

In FY25, the Louisiana Office of Tourism continued its “always on” My Louisiana campaign. Creative was refreshed throughout the year, promoting ongoing engagement.



**Over 225 million
impressions**



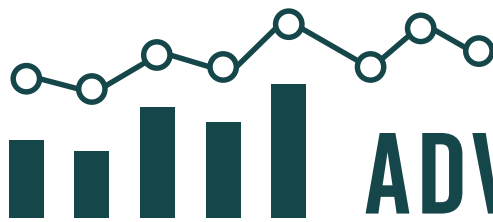
**30%
engagement rate**



**78% average video
completion rate**



**Top Performing Markets:
Washington DC, Chicago, New York**



ADVERTISING IMPACT

YEAR OF FOOD

For the Year of Food, the Louisiana Office of Tourism launched its campaign featuring Louisiana cuisine and its unique cultural background.



**Over 164 million
impressions**



**36%
engagement rate**



**82% average video
completion rate**



**Top Performing Markets:
Denver, Philadelphia, Chicago**

BEST PRACTICES, TRAINING AND EDUCATION

The Louisiana Office of Tourism is committed to providing education and training opportunities to partners around the state.



In January 2025, LOT hosted its first ever Tourism Sales and Marketing Education Seminar. Sessions included topics such as collaborative marketing, navigating international markets, the impact of sports tourism and how to create a marketing plan.



**The seminar is
returning again
January 20-21, 2026
in Baton Rouge.**
Registration is already
open, so save your spot!



LOT also hosted its annual Rural Tourism & Byways Conference. The conference focused on creative placemaking, community engagement, promoting cultural heritage and local traditions, grant writing and more. It was held in West Baton Rouge and at NUNU Arts and Culture Collective in Arnaudville. LOT also awarded the annual Rural Tourism Legacy Award to Linda Curtis-Sparks, former director of the Sabine River Authority. The conference will return again in 2026.

Recent Grantsmanship Workshops have also been held around the state to provide a comprehensive understanding of the world of grants.



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

Brand USA

thebrandusa.com

Travel South USA

industry.travelsouthusa.com

Louisiana Travel Association

louisianatravelassociation.org

Southeast Tourism Society

southeasttourism.org

Mississippi River Country

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)**



The 18-month trade and media calendar represents the current planned schedule of missions, tradeshow and public relations events for 2025–2026. All events are subject to change. To learn more about specific events and shows, please contact a 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 & Tradeshows
- Media & Public Relations
- Education
- Sales Missions
- Special Event

2025

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
SEUSA Spotlight Tour & Travel Conference	Connect Marketplace	2025 STS Connections Conference **	Great Day! Tours Ohio Group Leader Travel Marketplace	World Travel Market (WTM) London **	US Sports Congress
International Convention of Allied Sportfishing Trades (ICAST) **	Louisiana Travel Summit	SPORTS Relationship Conference **	International Food and Wine Travel Writer Conference	NTA TREX	Tournament of Roses Parade **
National Geographic Traveller (UK) Food Festival **		Society of American Travel Writers (SATW) Convention	TEAMS Conference **	Travel South USA International Showcase	
Playeasy Innovators Summit		Eastern Canada Sales & Media Mission **	Brand USA Travel Week		
		International & French Travel Market (IFTM)/ Top Resa	LTA's Taste Louisiana		
		SportsETA 4S Summit	Year of Food Media Mission		
		Domestic Sales Mission **			

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
ABA Marketplace	IITA Summit	STS SMPR Forum & Marketplace	Sports Events & Tourism Association (Sports ETA) Annual Symposium **	SATW Central States Chapter	France Mission **
BUSA India Sales Mission	AU/NZ Road Shows BUSA/VUSA	NTA Contact	Travel South Global week	U.S. Travel Association's IPW **	Annual N. American Travel Journalists Association Conference & Marketplace
IMM North America	HCI Peer Group	ITB Berlin/IMM-German Market	Brazil Sales & Media Mission	Louisiana Rural/Byways Conference	
LOT Sales Educational Seminar		Bassmaster Classic & Expo **			
FITUR		TSUSA - Taste the South Roadshow			
		FMCA RV Annual Convention **			
		Texas Golf Expo **			
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
International Convention of Allied Sportfishing Trades (ICAST) **	SYTA Annual Conference	Sports Relationship Conference	TEAMS Conference **	WTM London **	US Sports Congress
Southeast USA Spotlight	Louisiana Travel Summit	Sports ETA 4S Summit	Brand USA Travel Week	NTA Travel Exchange	
				TSUSA International Showcase	

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