LOUISIANA
Feed Your Soul.
ExploreLouisiana.com

LIEUTENANT GOVERNOR
BILLY NUNGESSER

TOURISM IMPACT

EXPLORELOUISIANA.COM

2024 INDUSTRY FACTS

44.5 MILLION
VISITORS TO LOUISIANA

nearly 10 times the population of Louisiana

$24.8 BILLION
ECONOMIC IMPACT

enough to fund the salaries of
36,000 public school teachers

$1,135 SAVED
PER HOUSEHOLD

in tax savings per Louisiana household

160,391
STATEWIDE TOURISM JOBS

7.5% of all jobs in Louisiana

GENERATING TAX REVENUE

$1.3 B Tax Revenue ÷ **$27.2 M** Operating Budget = **48:1**

Return on Investment in our State

According to Tourism Economics, Louisiana's sales tax revenue of $1.3 billion represents a 48-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.

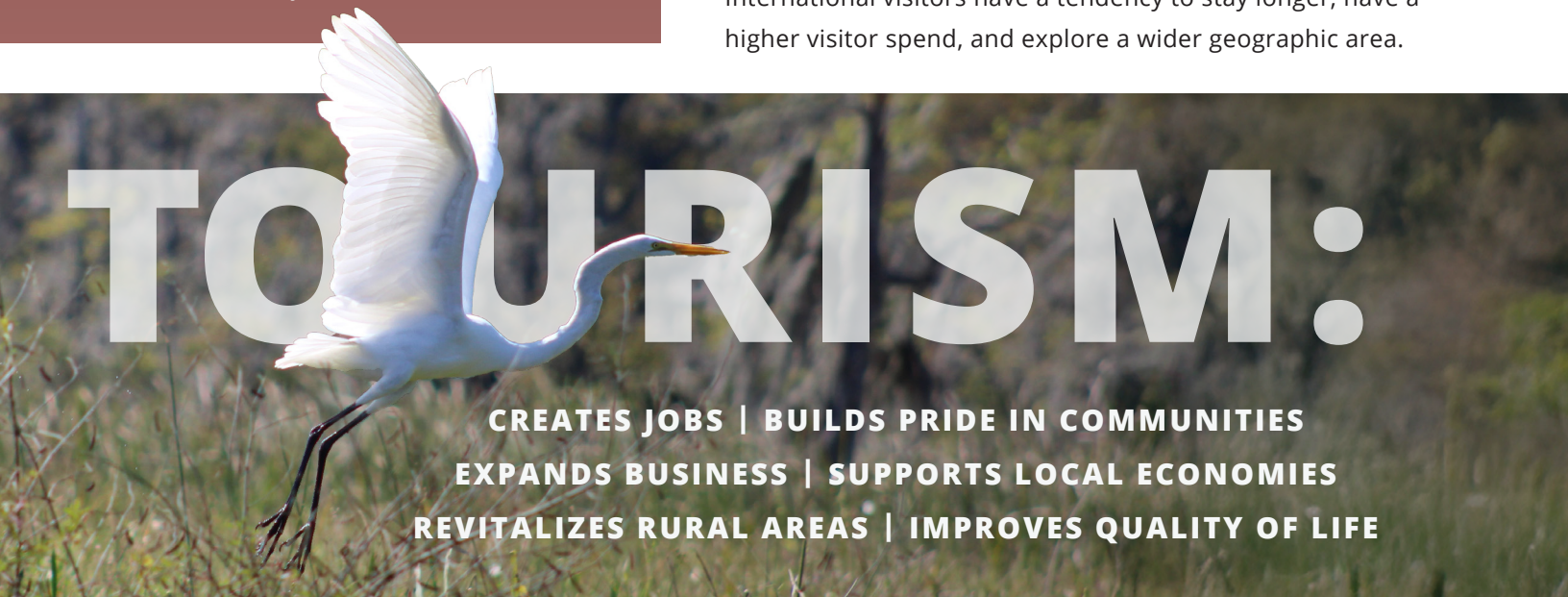
INTERNATIONAL MARKETS

Visits Top Markets of Origin:

1. Canada
2. United Kingdom
3. Germany
4. Mexico
5. Australia
6. France
7. India
8. Brazil
9. China
10. Italy
11. Spain
12. Japan

2024 INTERNATIONAL VISITORS TO LOUISIANA

In 2024, international visitation to Louisiana increased by 9%, compared to 2023. The LOT team has held trade and media missions to the UK, France, Italy, Australia, Canada, India and more, accompanied by partners from across the state. International visitors have a tendency to stay longer, have a higher visitor spend, and explore a wider geographic area.



MY LOUISIANA CAMPAIGN GENERATES AWARENESS

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

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

TRAVEL MEDIA CREATE LOUISIANA BUZZ

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

$308+ Million

in earned media value

SPORTS TOURISM

yields economic impacts and quality of life within all communities in the state, attracting visitors to both rural and urban communities through youth, amateur, collegiate and professional sporting events.

TEAM LOUISIANA

is a collaboration between the Louisiana Office of Tourism and 20 local tourism offices across the state.

IN 2025, THE LOUISIANA OFFICE OF TOURISM CONDUCTED:

OVER 250

appointments with international, national and regional sports event organizers

DID YOU KNOW

- Colorado’s tourism budget was unfunded, resulting in a loss of over $1.4 billion in tourism revenue.
- The Legislature created the Louisiana Office of Tourism in 1970. (RS 36:208)
- In 1990, the Legislature established the Louisiana Promotion District, authorizing the District to collect a sales and use tax not exceeding .003 of one percent to support one of Louisiana’s top industries. Today, Louisiana residents benefit, resulting in a tax savings of $1098 per household. In 2024 the tax was changed to a direct appropriation.

“SUPPORTING ALL 64 PARISHES”

“We amplify the culture, the people, the beauty of every destination that we market, and we tell the world the story of where we live and the experiences they can have when they come here.”

Georgia Craven,
Executive Director,
Sabine Parish Tourist &
Recreation Commission

“Val’s Parish is privileged to have four byways that come through the crossroads of Louisiana, which makes a perfect driving opportunity for the drive-in market to come and experience small town America. For some areas, especially in the rural areas, tourism is economic development.”

Wilbert Carmouche,
Executive Director,
Avoyelles Tourist Commission

“We definitely see a year round impact that the Strawberry Festival has brought they’re gonna stay in our campgrounds and our hotels, and they’re gonna visit all of our other attractions. Having those visitors come in, it gives us a chance to remember what we’re proud of and to tell our own story.”

Carla Tate,
President & CEO,
Tangipahoa Tourism

“We had over 7.5 million visitors who spent over $850 million, and we employ over 20,000 people in the tourism industry in southwest Louisiana.”

Kyle Edmiston,
President & CEO,
Visit Lake Charles

“Visitors that come to the area help support areas like the Tammany Trace and the state parks. More visitors means more upkeep and improvements that all the residents and visitors continue to enjoy. “

Katie Guasco,
Chief Marketing Officer,
Visit The Northshore

“When given the opportunity to participate in the Rose Rose Parade, it was an immediate, yes. Here we are in the American Rose Garden, so you can see that natural connection, but it also provided us a way to really showcase all that we have to see in do in Tree Port Bosu to the media throughout the country. Tourism provides our community a way to highlight all the best that we have to offer.”

Stacy Brown,
President & CEO,
Visit Shreveport-Bossier

“Tourism is everything to the city of New Orleans. It’s food, it’s flavors, it’s sound and music, or its sites and experiences. In our 300 year history, the Louisiana Office of Tourism plays a major role in the wellness of the industry. Their effect on our visitor numbers means that we can hone our focus in the local strategy, in the experience that we offer, and make sure that when they bring us a new visitor, we keep that visitor coming back time and time and time again.”

Emily Valentino,
Administrative Director,
Valentino Hotels &
Hospitality New Orleans

“We estimate around 4 million visitors per year. Those visitors spend around $700 million per year. That’s just domestic travelers to our area. Doesn’t include international. When international visitors come, they spend more money and they stay longer. So it’s really been a target of ours, and the Louisiana Office of Tourism has done a great job bringing us various opportunities to grow our international visitation. There’s case studies from all across the country as tourism funding gets cut, the visitors stop coming. So the role that we play in marketing, in sales, in PR is vital to our community and our economy.”

Ben Berthelot,
President & CEO,
Lafayette Travel

COOPERATIVE MARKETING PROGRAM

This grant provides grants to CBs and tourist commissions for the placement of media

In FY25, the Louisiana Office of Tourism awarded

$399,265

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 FY25, the Louisiana Office of Tourism awarded

$346,870