LOUISIANA OFFICE OF TOURISM

WORK PLAN

LOUISIANA
Feed Your Soul.

LIEUTENANT GOVERNOR
BILLY NUNGESSER

JULY 2026 – DECEMBER 2027

LIEUTENANT GOVERNOR
BILLY NUNGESSER

LOUISIANA
Feed Your Soul.

ExploreLouisiana.com

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The travel and tourism industry is big business in Louisiana. In 2025, we welcomed 45 million domestic and international visitors to the state who spent $19.5 billion. Tourism also supports over 225,000 jobs statewide, making it the fourth-largest industry in the state.

We're committed to continuing to grow the tourism industry in Louisiana. We're launching a new marketing campaign and continuing to share all that Louisiana has to offer through niche campaigns targeting birding, road trips and staycations.

I've always said that what really makes Louisiana special is its people. We are fortunate to work with a state of dedicated partners committed to sharing how special our great state is and to bringing visitors to have their own unique experiences here. I look forward to another great year working together.

Lt. Governor Billy Nungesser

In the past year, we've hosted domestic and international trade and media, met with tour operators and travel agents, and continued to grow our online presence through our web content and social media. Our efforts around National Gumbo Day have brought home multiple awards as we promoted our food culture.

In the coming year, we have a variety of exciting opportunities to promote the state, including hosting IPW in New Orleans in 2027. Our new advertising campaign promises visitors experiences that will last a lifetime – from our great outdoors to our one-of-a-kind food and music.

Our focus for the future will be to maintain our emphasis on road trippers, which continues to be a trend among domestic travelers, while also engaging international visitors ahead of IPW. I'm excited to work with all our partners over the next year as we move our state's tourism industry forward.

Doug Bourgeois, Assistant Secretary of Tourism

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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
- Innovation
- High Standards
- Commitment
- Resilience

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 2025 Magellan Awards
Gold Award for Year of Music, Gold Award for National Gumbo Day and Silver Award for Louisiana Loves a Parade

Gold and Best of Category Adrian Awards
Louisiana Office of Tourism's "Louisiana Saturday Night" Rose Parade® campaign

Gold and Best of Category Adrian Awards
Louisiana Office of Tourism's "National Gumbo Day" influencer content

Bronze Adrian Award
Louisiana Office of Tourism's "National Gumbo Day" social campaign

State of the Year from JRNY American Awards in London
The State of the Year award honors destinations that demonstrate excellence in tourism through innovation, sustainability, and visitor satisfaction

2026 eTSY Award for Best Family-Friendly Marketing Campaign at the 2026 eTourism Summit
Louisiana Office of Tourism's "National Gumbo Day" campaign

2026 eTSY Award for Best Experiential Marketing Campaign at the 2026 eTourism Summit
Louisiana Office of Tourism's Rose Parade® float and activations

2026 Internet Advertising Competition Award
for Outstanding Achievement in Internet Advertising for the National Gumbo Day Influencer Campaign

Bronze Telly Award for Branded Content - Travel & Tourism
The 30-second Year of Outdoors commercial "Home in the Great Outdoors"

Bronze Telly Award for Branded Content - Travel & Tourism
The 30-second Year of Outdoors commercial "The Trail Less Travelled is Endless"

2027

EVERY MOMENT FEEDS YOUR SOUL

The Louisiana Office of Tourism will kick off 2027 with a new campaign that dives right to the heart of why people return again and again to Louisiana. There's an indescribable feeling that comes from visiting a fais-do-do, kayaking down a shaded bayou, or taking in the merging of cultures seen on every street corner and in every gumbo pot.

The people, places, tastes, sounds and experiences of Louisiana are a world of their own. It's a state where meaningful, unforgettable, "can't find it anywhere else" moments happen every day, everywhere you go. Long after your visit has ended and you've returned home, you're still talking about it, reminiscing...and dreaming up your next adventure.

"EVERY MOMENT FEEDS YOUR SOUL" OPENS A WINDOW TO REVEAL THE CONTRAST BETWEEN ORDINARY AND EXTRAORDINARY LIFE – THE MAGIC YOU FIND EVERY TIME YOU TRAVEL TO LOUISIANA.

EVERY MELODY
FEEDS YOUR SOUL
LAFAYETTE
LOUISIANA
Vermilionville
Historic Village
LOUISIANA
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Explore Louisiana.com

TOURISM:

CREATES JOBS | BUILDS PRIDE IN COMMUNITIES
EXPANDS BUSINESS | SUPPORTS LOCAL ECONOMIES
REVITALIZES RURAL AREAS | IMPROVES QUALITY OF LIFE

2025 BY THE NUMBERS

45 MILLION
CAME TO LOUISIANA

nearly 10 times the population of Louisiana

$25.2 BILLION
ECONOMIC IMPACT

$1,317 SAVED
PER HOUSEHOLD

in tax savings per Louisiana household

225,000
STATEWIDE TOURISM JOBS

4th largest employer

GENERATING TAX REVENUE

$1.3 B Sales Tax Revenue ÷ **$31.4 M** Operating Budget = **41:1**

Return on Investment in our State

According to Tourism Economics, Louisiana's sales tax revenue of $1.3 billion represents a 41-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. Brazil
8. India
9. China
10. Italy
11. Spain
12. Japan

2025 INTERNATIONAL VISITORS TO LOUISIANA

The LOT team held trade and media missions to the UK, France, 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.

IPW HEADED TO NEW ORLEANS

In 2027, New Orleans will host IPW – the leading inbound travel marketplace. Each year, IPW attracts over 5,000 attendees from over 50 countries, including 1,500 international and domestic buyers and media for over 100,000 pre-scheduled appointments. It also features a media marketplace where destinations can hold one-on-one appointments with media that are shaping trends and the future of travel.

The event comes at a critical time. The US Travel Association forecasts that international visitation to the United States is expected to grow 25 percent between 2025 and 2030. On the heels of the 2026 FIFA World Cup, international travel is expected to increase 5.2 percent in 2027 and 6.1 percent in 2028.

IPW presents a prime opportunity to host trade and media familiarization tours with international markets that will be in-market for attendance at the conference and for both New Orleans and Louisiana to showcase its unique culture, food, music and outdoors to representatives from across the globe.

Lieutenant Governor Billy Nungesser, the Louisiana Office of Tourism, New Orleans & Company, and other tourism representatives attending the U.S. Travel Association's IPW 2026 in Fort Lauderdale, Florida, held a news conference formally inviting international journalists and tour operators to New Orleans.

SAVE THE DATE

MAY 2-6, 2027

EXHIBITOR REGISTRATION OPENS IN AUGUST 2026.

LEARN MORE AT *IPW.COM!*

MEDIA COVERAGE HIGHLIGHTS

Louisiana saw great success in its earned media efforts in FY26.

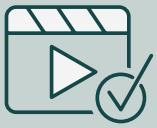
$390+M
in earned media value

69+B
people reached

MY LOUISIANA:

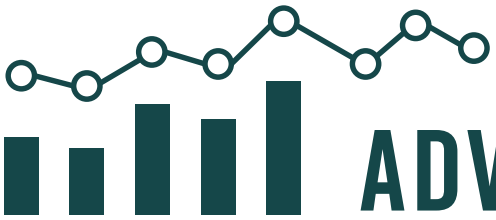
In FY26, the Louisiana Office of Tourism continued its “always on” My Louisiana Campaign.

Over 78 million impressions



90% average video completion rate

Top Performing Markets: Mobile/Pensacola, Birmingham, Tampa, Nashville, Memphis



ADVERTISING IMPACT

YEAR OF OUTDOORS:

For the Year of Outdoors, the Louisiana Office of Tourism launched its campaign to fly and drive markets featuring the wide variety of outdoor activities available to visitors.

More than 20 million impressions

89.95% average video completion rate

Campaign web traffic increase 41% over Year of Food

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 2026, the Louisiana Office of Tourism once again held its Tourism Sales and Marketing Education Seminar. Sessions included topics such as the digital shift and AI in travel, international insights, the evolution of group travel and more.

LOT also hosted its annual Rural Tourism & Byways Conference. Every year, this event aims to provide smaller communities with education on how to leverage and market their destination. This years sessions focused on storytelling, living history and making the most out of a small budget. It included an evening at the Denham Springs Antique Market, and a look at how Main Street programs have revitalized neighborhoods and paved the way for historic preservation.

LOT also awarded the annual Rural Tourism Award to Shelley Jackson, former CEO/Director of Visit Lake Charles. She served in this position for 31 years representing six cities and Calcasieu Parish. She was inducted into the Destinations International Hall of Fame in 2019. Johnson was the founding chairman of the National Scenic Byway Foundation and worked diligently on the All-American Road – the Creole Nature Trail National Scenic Byway.

For 2027, LOT is planning a series of virtual international market outlooks in preparation for the state hosting IPW.

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

TRADE & MEDIA ACTIVITIES CALENDAR

The 18-month trade and media calendar represents the current planned schedule of missions, tradeshows and public relations events for 2026–2027. All events are subject to change. To learn more about specific events and shows, please contact a Louisiana Office of Tourism staff member.

2026

JULY

- Southeast USA Spotlight
- International Convention of Allied Sportfishing Trades (ICAST) **

AUGUST

- LMA Annual Conference
- SYTA Annual Conference
- Connect Marketplace
- SCMA South Central Motorcoach Association

SEPTEMBER

- STS Connections 2026
- Team Louisiana Sales Mission **
- IFTM/Top Resa **
- TEJ Japan
- Sports Relationship Conference **

OCTOBER

- SATW Annual Convention
- MRPC/National Scenic Byways Conference
- National Gumbo Campaign
- Sports ETA 4S Summit
- 2026 MICHELIN Guide American South Ceremony
- Saints Game - Paris Media Activation
- France & Italy Mission **
- UK Media Mission
- Brand USA Travel Week Canada
- TEAMS Conference **
- SITV
- Brand USA Travel Week Europe

NOVEMBER

- World Travel Market (WTM) London **
- STS Travel Media Meetup
- NTA Travel Exchange
- 2026 National Folk Festival
- Travel South USA - International Showcase

DECEMBER

- Sports & Events America

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

2027

JANUARY

- Rose Parade **
- Travel South USA German Mission - CMT Stuttgart Activation
- Brand USA Travel Week India
- IMM North America

FEBRUARY

- American Bus Association (ABA) Marketplace
- Canada Media Mission **
- AU/NZ VUSA Expos BUSA Roadshow

MARCH

- STS Connections
- Bassmaster Classic & Expo **

APRIL

- Sports ETA Symposium
- Louisiana Table
- Travel South USA Global Week

MAY

- U.S. Travel Association's IPW **
- NTA Contact

JUNE

JULY

- International Convention of Allied Sportfishing Trades (ICAST) **
- Southeast USA Spotlight

AUGUST

SEPTEMBER

- Sports Relationship Conference **

OCTOBER

- SATW Annual Convention
- Teams Conference & Expo **
- STS Connections 2027

NOVEMBER

- Sports ETA 4S Summit
- NTA Travel Exchange
- World Travel Market (WTM) London **

DECEMBER

- Travel South USA International Showcase

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OUNTRY STORE
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