LOUISIANA OFFICE OF TOURISM

Fiscal Year 2025-26

Recap of the Louisiana Tourism Promotion District activities and finances

LOUISIANA®

Feed Your Soul.

ExploreLouisiana.com

FY 25-26 Appropriated Budget

	ADMINISTRATION (Program 100)	MARKETING (Program 200)	WELCOME CENTERS (Program 300)	TOTAL AGENCY
MEANS OF FINANCING:				
STATE GENERAL FUND (Direct)	-	$1,423	-	$1,423
STATE GENERAL FUND BY:	-	-	-	-
Interagency Transfers	-	$43,216	-	$43,216
Fees & Self-gen. Revenues	$2,161,499	$32,392,33	$3,944,728	$38,498,570
Statutory Dedications	-	-	-	-
Interim Emergency Board	-	-	-	-
TOTAL MEANS OF FINANCING	**$2,161,499**	**$32,436,982**	**$3,944,728**	**$38,543,209**
EXPENDITURES & REQUEST:				
Salaries	$657,250	$1,274,230	$1,899,338	$3,830,818
Other Compensation	-	-	$301,640	$301,640
Related Benefits	$541,618	$641,576	$885,100	$2,068,294
TOTAL PERSONAL SERVICES	$1,198,868	$1,915,806	$3,086,078	$6,200,752
Travel & Training	$31,000	$600,000	$15,500	$646,500
Operating Services	$83,024	$3,821,312	$345,276	$4,249,612
Supplies	$14,695	$16,000	$110,380	$141,075
TOTAL OPERATING EXPENSES	$128,719	$4,437,312	$471,156	$5,037,187
PROFESSIONAL SERVICES	-	$18,006,451	-	$18,006,451
Other Charges	-	$1,795,424	$175,000	$1,970,424
Debt Services	-	-	-	-
Interagency Transfers	$833,912	$6,281,989	$112,494	$7,228,395

TOTAL OTHER CHARGES	$833,912	$8,077,413	$287,494	$9,198,819
Acquisitions (Capital Outlay)	-	-	-	-
Major Repairs	-	-	$100,000	$100,000
TOTAL ACQ. & MAJOR REPAIRS	-	-	$100,000	$100,000
UNALLOTTED	-	-	-	-
TOTAL EXPENDITURES AND REQUEST	**$2,161,499**	**$32,436,982**	**$3,944,728**	**$38,543,209**
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, 2026.

FY 2025-2026 Sponsorships	
Contractor	**Amount**
Baton Rouge Wheelchair Tennis Association	$5,000.00
Baton Rouge Underground Film Festival	$2,500.00
Bon Temps Social Club of San Diego	$15,000.00
Boys of the Boot, Inc.	$5,000.00
Brooklyn Film Center, Inc.	$2,500.00
Cajun Crawfish & Music Festival, Inc.	$5,000.00
Cajun Rodeo Association	$50,000.00

Cont. FY 2025-2026 Sponsorships	
Crescent City Classic Foundation	$15,000.00
Downtown Shreveport Unlimited	$5,000.00
Federales Fest, LLC	$1,000.00
Festival des Fleurs de Louisiane, Inc.	$1,000.00
Festivals for Good	$175,000.00
Film Prize Foundation Inc	$12,500.00
French Quarter Festivals, Inc.	$25,000.00
Freshjunkie Productions	$15,000.00
Gentilly Festival, Inc	$50,000.00
Keeping It Country Live, LLC	$2,500.00
Kiwanis Club of East Livingston	$2,500.00
Lafayette Travel	$15,000.00
Louisiana Restaurant Association	$5,000.00
Louisiana Rodeo Cowboy Association	$35,000.00
Miss Louisiana Scholarship Organization, Inc.	$25,000.00
MVA Presents, LLC	$20,000.00
New Orleans Convention Company, Inc.	$50,000.00
Ozone Music Education Foundation	$2,500.00
Patio Planters of the Vieux Carre	$1,500.00
Resurrection Fern Foundation, LLC	$2,500.00
Shreveport-Bossier Convention and Tourist Bureau-Sports Commission	$50,000.00
Southland Conference	$40,000.00

Cont. FY 2025-2026 Sponsorships	
Sporting Angels	$1,000.00
Steve Riley Productions	$5,000.00
STS	$25,000.00
Town of Grand Isle	$2,500.00
Tri-Lakes	$5,000.00
Visit Baton Rouge	$7,500.00
Total	**$682,000.00**

Agency Goals

- Support destination development.
- Evolve partner relationships.
- Increase organizational effectiveness.
- Amplify our brand identity.
- Communicate the value and impact of our work.

FY 26 Advertising Programs

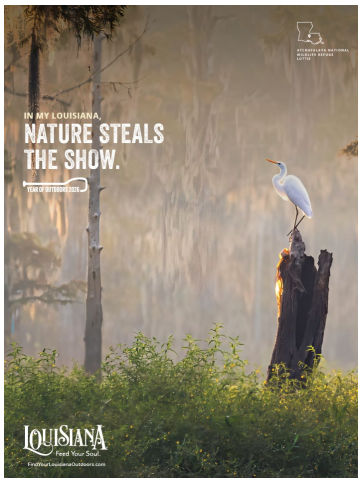
My Louisiana – Always On

The Louisiana Office of Tourism's (LOT) "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. Regional and drive markets.

Year of Outdoors 2026

Pillar campaign running in conjunction with My Louisiana started in January 2026. A year-long initiative inviting visitors and residents alike to discover the state's natural beauty and recreational opportunities beyond its renowned culinary and musical scenes. www.ExploreLouisiana.com/Outdoors

Birding



Position Louisiana as a premier birding destination and showcase Louisiana's diverse birding experiences and connect them to the pillars. Through promotion of birding festivals, trails, and migration experiences, the campaign will celebrate Louisiana's natural beauty and unique wildlife while inspiring in-state travel among nature enthusiasts and first-time birders alike.

Mardi Gras for All Y'all

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

CREATIVE ADVERTISING FY 26

TRADE SHOWS FY 2025-26

August 25 - 27, 2025
Connect Marketplace, Miami, FL
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 8 – 11, 2025
S.P.O.R.T.S. Relationship Conference, Columbia, SC
S.P.O.R.T.S. 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

September 22 – 26, 2025
International & French Travel Market (IFM) / Top Resa, Paris, France
IFTM Top Resa is a trade show for travel and tourism, targeting all segments: Business, Leisure, Group, MICE & Events. Most important B2B show in France.

November 3 – 7, 2025
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 9 – 12, 2025
National Tour Association (NTA) Travel Exchange (TREX), Ottawa, ON
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/

November 30 – December 4, 2025
Travel South USA International Showcase, Kansas City, MO
Travel South International Showcase is the premier Marketplace event in the South where over 400 tourism professionals gather for 3 days of intensive meetings with a goal of attracting more visitors to spend 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

December 7 – 10, 2025
US Sports Congress, Lexington, KY
US Sports Congress, a trade show and conference that attracts top-level decision-makers from the world of amateur sport and sports events, yielding the opportunity to obtain RFPs from rights holders to attract events to Louisiana.

January 9 – 14, 2026
American Bus Association (ABA) Annual Meeting & Marketplace, Reno, NV
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

April 21 - 23, 2026
Sports Events & Tourism Association (Sports ETA) Symposium, Las Vegas, NV
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.

April 26 - 30, 2026

TSUSA Global Week Summit & Media Marketplace, Mobile, AL

Travel South USA's Global Summit features speakers with insights and expertise on the return of international travel and the changing landscape of global trade.

May 18 – 22, 2026

IPW, Fort Lauderdale, FL

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

Special Events and Sales & Media Missions FY 25-26

Special Events

July 19 – 20, 2025
National Geographic Traveler (UK) Food Festival, London, UK
The Louisiana Office of Tourism will participate in the National Geographic Food Festival to showcase the state's unique culinary heritage to an international audience. The festival provides a high-profile platform to promote Louisiana's rich blend of cultures, flavors, and traditions.

October 29, 2025
James Beard House, New York City, NY
Louisiana sponsored an inaugural food activation for the Year of Food activation. The event featured well-known Louisiana chefs. High-end media were invited to the event.

October 12, 2025,
National Gumbo Day, Nationwide
The LOT celebrated National Gumbo Day nationwide with social media and influencers.

January 1, 2026
Tournament of Roses Parade, Pasadena, CA
Louisiana's 2026 Tournament of Roses Parade® "Gulf to Gumbo" float features will honor the collaboration and teamwork behind our state's most iconic dish. From Gulf fishermen and local farmers to market vendors and chefs, this float tells the story of how diverse hands and traditions come together to create not only gumbo, but also the spirit of Louisiana itself.

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 26. The FAM participants were domestic and international buyers, trade representatives, and journalists.

September 14 – 19, 2025
Eastern Canada Sales & Media Mission, Montreal, Quebec and Toronto, Ontario
The Lt. Governor and the LOT conducted a mission to Montreal, Quebec and Toronto, Ontario that included a visit to the U.S. Consulate General, meetings with Air Canada and Ontario Minister of Tourism and Francophonie Affairs, media interviews, a consumer activation, and events with tour operators and media. Buy-in partners included partners, New Orleans, Lafayette, Baton Rouge, Lake Charles, Avoyelles, Shreveport-Bossier, Louisiana Northshore and River Parishes.

September 21 – 24, 2025
Italy Trade FAM, Statewide
The LOT international sales team hosted Konrad Travel Italy tour operators in Natchitoches and New Orleans.

September 30 – October 2, 2025
LOT Sports Sales Mission, Orlando, FL
Mini-trade show style event and lunch where LOT will host tour operators and right holder buyers in the Orlando area. Buy-in partners included New Orleans, Lafayette, Shreveport-Bossier, Jefferson and River Parishes.

October 24 – 30, 2025
Australia Media FAM, Statewide
The LOT media team hosted Australia media in St. Francisville, Baton Rouge, and New Orleans.

January 18 – 23, 2026
Brand USA India Mission, Bengaluru, India
Brand USA CEO Immersion and Mission to meet with industry representatives and other trade to showcase Louisiana product. The mission consisted of panel discussions, workshops, and media events.

February 12 – 21, 2026
MRC Japan Sales and Media Mission, Tokyo, Japan
Included as part of the MRC partnership.

March 14 – 23, 2026
Travel South USA Pan European "Welcome All Y'all" & Family Traveller Live Show UK, Paris, France, Windsor, London, UK
The LOT traveled to Paris and London with Louisiana destination partners for business meetings with travel professionals and journalists. Following the mission, the LOT participated in the Family Traveller Live event, a consumer activation

May 4 – 8, 2026
Team Louisiana Sports FAM, Statewide
Team Louisiana Sports FAM to cover entire state based on football schedules.

Social Media and Website

Plan

The implementation of social media hub and user-generated content throughout ExploreLouisiana.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 ExploreLouisiana.com content. The LOT will share and promote website content on Facebook, Twitter and Instagram to drive traffic deeper into our conversion funnels.

Facebook

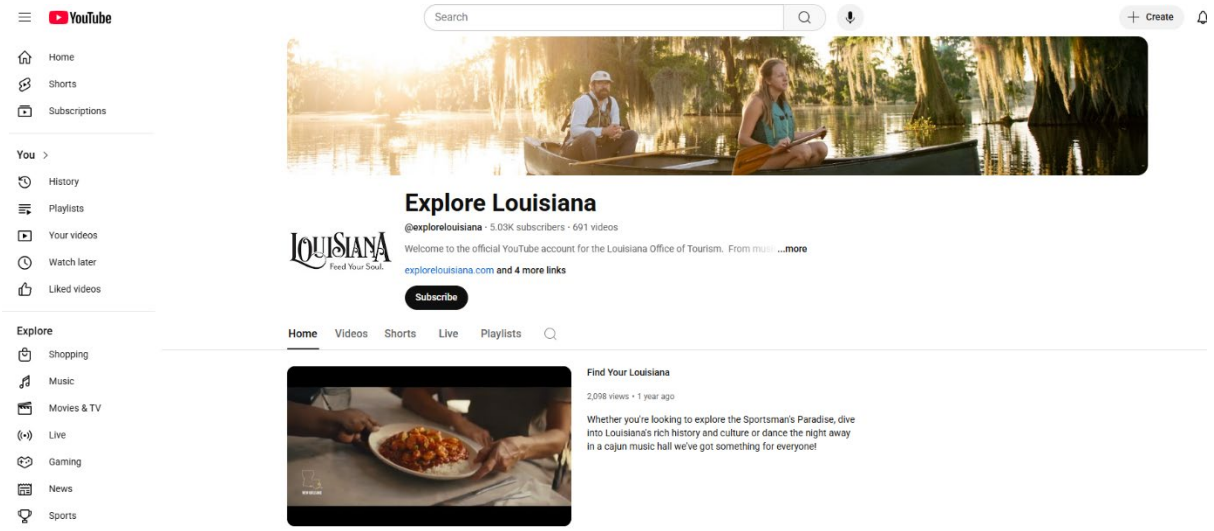
Facebook continues to be the top engagement channel for travel brands in social media. Facebook is at the top of the conversion funnel and a point of inspiration for potential visitors. Explore Louisiana Facebook page has grown to 568k+ followers. https://www.facebook.com/ExploreLouisiana/

Instagram

Instagram is utilized as a source for visual content curation from around the state. @explorelouisiana has 1688k followers.

YouTube

YouTube goals are correlated to new video production for the year. The YouTube channel has more than 5.35K subscribers and over 17 million views.



ExploreLouisiana.com	Performance Indicators
	July 1, 2025 - June 30, 2026
Website Visitation	
Visits (sessions)	4,465,769
Users	3,918,137
Pageviews	6,884,096
Pageviews / Session	1.58
Engagement Rate	58.84%
Database Marketing – Signals of Intent to Travel	
Ordered a Guide	15,425
Guide Downloads	9,703
E-Newsletter Sign Up	4,076
Visit Welcome Center	25,759

International Programs

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, Honduras, 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

In 2026, international visitation to Louisiana increased by 3 percent year over year. These international visitors are desirable in that they tend to stay longer, have a higher visitor spend, and explore a wider geographic area. The top ten origin markets in 2026 to Louisiana are Canada, United Kingdom, Germany, Australia, Mexico, France, India, Brazil, China, and Italy.

Communicating to the International Visitor

The LOT markets to millions of global travelers through Visit the USA website from Brand USA as well as targeted advertisements in select international countries. www.VisitTheUSA.com

Advertising through Brand USA

LOT has invested a 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 special in-country 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 / Rural Tourism

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.explorelouisiana.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 17 state designated byways in 53 parishes, covering 2,805 miles of roadway. It includes two nationally designated byways—the Creole Nature Trail All-American Road in the Lake Charles area, and the Louisiana River Road – All-American Road, 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 Byway / 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 River Road – All-American Road 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

Wetlands Cultural Trail / Lafourche, Terrebonne

Zachary Taylor Parkway / Rapides, Avoyelles, West Feliciana, E Feliciana, Point Coupee, St Helena, Tangipahoa, Washington

Zydeco Cajun Prairie Scenic Byway / Acadia, Evangeline, St Landry

GRANT PROGRAMS

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 to plan your trip today!" to be eligible for reimbursement.

In FY 26, thirty-eight (38) eligible CVB applicants requested and were awarded a total of $355,980.00:

Parish	Awarded
Acadia	***$10,000.00***
Alexandria	***$ 9,990.00***
Ascension	***$10,000.00***
Avoyelles	***$10,000.00***
Beauregard	***$10,000.00***
Cajun Coast (St. Mary Parish)	***$10,000.00***
DeSoto	***$10,000.00***
Grand Isle, Town of	***$ 6,315.00***
Iberia	***$10,000.00***
Iberville	***$10,000.00***
Jean Lafitte, Town of	***$10,000.00***
Jeff Davis	***$ 4,460.00***
Jefferson	***$10,000.00***
Lafayette	***$10,000.00***
Lake Charles	***$10,000.00***
Louisiana's Cajun Bayou (Lafourche)	***$10,000.00***
Monroe	***$10,000.00***
Natchitoches	***$10,000.00***
New Orleans	***$ 8,225.00***
Plaquemines	***$10,000.00***
Pointe Coupee	***$10,000.00***
River Parishes	***$10,000.00***
Ruston/Lincoln	***$10,000.00***
Sabine	***$10,000.00***
Shreveport/Bossier	***$10,000.00***
St. Bernard	***$10,000.00***
St. Landry	***$10,000.00***
St. Martin	***$10,000.00***
St. Tammany	***$10,000.00***
Tangipahoa	***$10,000.00***
Vermilion	***$ 6,770.00***
Vernon	***$10,000.00***
Visit Baton Rouge	***$ 6,875.00***

Visit Kenner	***$ 8,145.00***
Webster	***$ 5,200.00***
West Baton Rouge	***$10,000.00***
West Carroll	***$10,000.00***
West Feliciana	***$10,000.00***
TOTAL	***$355,980.00***

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.

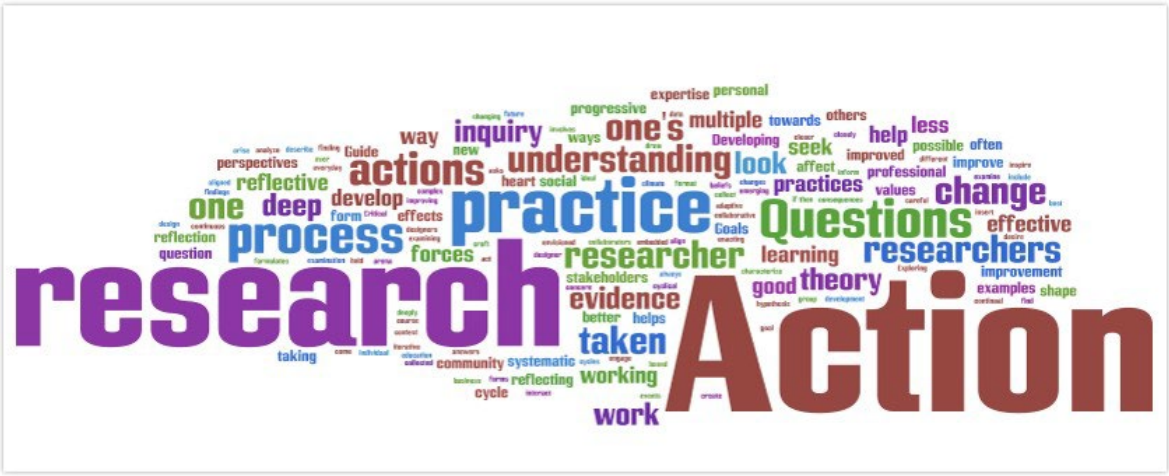
In FY 26, a total of $406,945.74 was awarded to forty-two (42) Louisiana events.

Event Name	*Event Location*	*Event Date(s)*	*Grant Awarded*
Red River Balloon Rally	Bossier City	10/18/2025	$15,000.00
45th Annual Natchitoches-NSU Folk Festival	Natchitoches	8/31/2025	$2,285.00
Gueydan Duck Festival	Gueydan	8/29/25-8/31/25	$5,000.00
Louisiana Shrimp and Petroleum Festival	Morgan City	10/10/25-10/12/25	$12,480.00
14th Annual Pre-Labor Day Shreveport Blues and Southern Soul Festival	Shreveport	10/17/25-10-19/25	$15,000.00
Red River Revel	Shreveport	7/18/25-7/19/25	$15,000.00
Bogalusa Blues and Heritage Festival	Bogalusa	10/17/25-10/19/25	$15,000.00
Anything Over Rice Cook-Off	Lafayette	7/19/2025	$10,580.00
Festivals Acadiens et Creoles	Lafayette	10/18/2025	$14,637.50
World Championship Gumbo CookOff	New Iberia	9/26/25 - 9/27/25	$12,562.50
NOLA Funk Fest	New Orleans	10/17/25-10/19/25	$15,000.00
Andouille Festival	LaPlace	10/30/25-11/16/25	$15,000.00
Boucherie and Balloon Festival	Sorrento	11/20/25-11/23/25	$15,000.00
Rougarou Fest	Houma	10/11/25-10/12/25	$3,200.00
Louisiana Legends Festival	Homer	8/21/25-8/24/25	$15,000.00
Acadia Music Fest	Lafayette	9/25/25-9/28/25, 10/2/25-10/5/2025	$2,683.00
Wooden Boat Festival	Madisonville	10/17/25-10/19/25	$12,490.50
Laurel Valley Acadian Heritage Fall Festival	Thibodaux	10/19/2025	$12,000.00
2025 State Fair of Louisiana	Shreveport	10/18/25-10/19/25	$15,000.00
45th Annual Sabine Freestate Festival	Florien	9/27/2025	$1,837.34
NOLA Zydeco Fest	Slidell	11/1/2025	$11,250.00
Kenner Food Truck Festival	Kenner	11/16/2025	$4,125.00
Smoke & Barrel: Lake Charles 2025	Lake Charles	3/20/26-3/22/26	$6,000.00

Louisiana Cultural Music & Arts Festival	Baton Rouge	10/31/25-11/2/25	$4,719.00
Louisiana Fur and Wildlife Festival	Cameron	12/7/2025	$9,155.00
Louisiana King Cake Festival	Thibodaux	1/31/2026	$15,000.00
The Battle of the Gumbo Gladiators	Shreveport	1/9/26-1/10/26	$8,000.00
Louisiana Food Truck Festival	Slidell	3/7/2026	$2,000.00
Louisiana Red Beans and Rice Heritage & Music Festival	Baton Rouge	4/22/26-4/26/26	$15,000.00
40th Annual Festival International de Louisiane	Lafayette	3/7/2026	$7,400.00
Wine Down on False River	New Roads	5/2/2026	$15,000.00
Plaquemines Parish Seafood Festival	Belle Chasse	5/2/2026	$7,500.00
Red, White and Blue Airshow	Monroe	5/2/2026	$14,050.00
Scottish Tartan Festival	Minden	4/24/26-4/26/26	$1,716.00
May the 4th Be With You Louisiana	Houma	5/21/26-5/24/26	$7,250.00
Taco Wars	Shreveport	5/7/26-5/9/26	$8,000.00
Smoke & Barrel: Acadiana	Lafayette	5/1/26-5/3/26	$2,250.00
Boggy Bayou Festival	Pine Prairie	5/2/2026	$4,547.40
Natchitoches Jazz R&B Festival	Natchitoches	4/24/26-4/25/26	$14,000.00
Gonzales Jambalaya Festival	Gonzales	6/6/2026	$15,000.00
Washington Parish Balloon Festival	Franklinton	5/29/26-5/31/26	$2,552.50
Louisiana Peach Festival	Ruston	5/15/26-5/16/26	$7,675.00
TOTAL			***$*406,945.74**

TOURISM RESEARCH

Louisiana welcomed 45 million total visitors, who generated $19.5 billion in tourism spending in 2025. Those visitors generated a total of $2.3 billion in state and local tax revenue through travel and tourism activities in Louisiana in 2025, which is equivalent to $1,317 in tax savings per Louisiana household. Tourism supported 225,600 leisure & hospitality jobs statewide — the 4th largest employer in the state.



Name of Contract / Subscription Purchased for Research	FY 25-26 Budget
Louisiana Visitor Volume & Spending and Visitor Profile Report (MMGY Global)	$62,136.00
Louisiana Economic Impact of Tourism and Parishes Spending Impact (Tourism Economics)	$68,350.00
STR (CoStar)	$34,503.64
Key Data	$11,900.00
Qualtrics Survey Software	$ 3,190.70
VisaVue, Inc.	$75,000.00
D.I. Economic Impact Calculator	$18,318.00
Total Research Contracts & Subscriptions	**$272,398.34**

Louisiana Economic Impact of Tourism & Parishes Spending	• Conducted by Tourism Economics. • 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. • State and individual parish statistics for expenditures, jobs, payroll and local and state taxes generated for economic impact.
Lodging	• Produced by CoStar. • Weekly & monthly comparative data on hotel lodging (occupancy, ADR, RevPAR, Demand) at the state and regional level.
Visa	• Produced by Visa, Inc. • Visa transaction data, including dollar amount of transactions and merchant summary, by international & domestic Visa cardholders in Louisiana and in the U.S.
Survey Software	• Licensed by Qualtrics, Inc. • Create in-house and industry survey projects. Able to design surveys, email surveys to recipients, and create pop up surveys, analyze data & results, and produce report.

WELCOME CENTERS PROGRAM

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; one assistant director; and eight site managers. There are also Tourism Information Counselors 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 500,000 visitors signed the guest registers at State Welcome Centers in FY 25. 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

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 (CVBs) and Tourist Commissions (TC) 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

Deep South USA is a cooperative marketing effort among the Alabama, 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

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/

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

Travel South USA (TSUSA) 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

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

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 & Marketing 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

- **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

- **Mississippi River Parkway Commission (MRPC)** 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 (MRC)** 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