LOUISIANA TRAVEL ASSOCIATION
Our Agenda:

I. Welcome – Jill
II. Objective- Jill
III. Updates on LTA efforts- Jill
IV. LTA Resources for COVID-19- Jill
V. Groups/ Meeting Planner Updates- Laine
VI. LTA Recovery Marketing Plan- Laura
VII. Sharing your videos for Group Travel Planner, and ABA
CARES ACT
The Coronavirus Aid, Relief, and Economic Security (CARES) Act offers assistance to tens of millions of American households and businesses affected by the disease. Its components include stimulus payments to individuals, as well as loans/loan forgiveness, federally backed financial assistance, grants and tax relief for businesses impacted by COVID-19.

U.S. Travel CARES Act summary
U.S. Travel CARES guide to eligibility
U.S. Travel fact sheets for CARES provisions
CARES Act summary from Sen. Cassidy
CARES Act tourism fact sheet
Small business owner’s guide to the CARES Act

SBA
Economic Injury Disaster Loan (EIDL) Application
Paycheck Protection Program
  Application
  Fact Sheet
SBA - Eligible Disaster Areas
Louisiana Economic Development
Louisiana Loan Portfolio Guaranty Program
LED’s Resources for Impacted Businesses

https://louisianatravelassociation.org/covid-19-resources
Groups and Meeting Updates

Recent survey of 33 groups tour operators from East and West Coast:

- Look forward to traveling soon- will do more regional travel at first.
- Groups will be smaller- not as much motor coach travel at first
- Groups will need to be updated on the following:
  - Sanitation plans for Hotel Rooms, Attractions and Restaurants.
  - Contingency plans on trip- if restaurant because pick up only...
- Groups hoping to start traveling late Summer, end of September
- Groups are asking about virtual tour guides

Recent survey of Meeting Planners
- Most planners are hoping to post pone and not cancel
- Most planners are having to make their groups smaller for the future
- 11% will do more Virtual meetings
- Planners are evaluating sanitary conditions, and contingency plans.
Berkeley’s Forecast – 3 Phases

**Phase 1 – WTF?**
March 30 (next week)
2 weeks: Quarantine
- Crisis assessment and planning
- Still trying to figure out what is happening
- No idea how long this could last
- Economic panic
- How to adapt to the situation.
- Working and staying at home
- Managing board & hotelier expectations
- Layoffs & furloughs
- Government assistance
- Adjusting our budgets & plans
- Assisting our industry
- Lodging segmentation analysis
- The story changes daily

**Phase 2 – Riding Out the Storm**
April 1 – April 21
3 weeks: Quarantine
- Settled-in to the new routine
- Communications in-market
  - Businesses & residents
  - Educational training
  - Local PR
- Start planning for the recovery and getting people to travel again
- Start checking travel sentiment
- Increase external social media
- Virtual travel for shut-ins
- PR with travel media to talk about travel as therapy to relieve the stress.
- Allocate reserve funds to ramp up advertising to lure travelers back.
- Plan with your ad partners.
- Planning to rebook lost group business.

**Phase 3 – Turning the Corner**
Starts the day the number of cases stabilizes
- Stock market will surge
- Some areas with low cases getting out of quarantine
- People can start planning to go back to work and public gatherings can be rescheduled.
- Time to market your destinations and start booking travel.
- Shut-ins eager to GET OUT!
- Major push to rebook lost group business.

Every state, every destination is different. Make your decisions based on your market conditions.
LTA’s Recovery Marketing Campaign
Compass Staycation Promotion

This digital campaign is the perfect way to advertise staycations and weekend getaways across three key platforms! Compass digital campaign managers will work to optimize each individual campaign and will provide a comprehensive report at the conclusion.

Each campaign includes:

• Custom Targeting (Age, Behaviors, Demographics, etc.)
• Ads will be displayed on three key platforms: Facebook, Google Display Network and Search Engine Marketing
• Comprehensive reporting

Program One:
• 1,100 Guaranteed clicks to website - $1,800 **Only includes SEM & Google Display

Program Two:
• 2,100 Guaranteed clicks to website - $3,000

Program Three:
• 4,250 Guaranteed clicks to website - $6,000
Compass Digital Campaign

Compass Media will create an ad campaign to target your potential visitors through the Google Display Network. Their digital campaign managers will work to optimize each individual campaign and provide a comprehensive report at the conclusion of each campaign.

Program One:
• 1,500 Guaranteed clicks to website - $1,740

Program Two:
• 2,500 Guaranteed clicks to website - $2,800 (*ESTIMATED 1,000,000 impressions)

Program Three:
• 5,000 Guaranteed clicks to website - $5,700 (*ESTIMATED 2,000,000 impressions)

Program Four:
• 10,000 Guaranteed clicks to website - $10,850 (*ESTIMATED 4,000,000 impressions)
Compass programs can be highly targeted

Sample Display Ad Targeting For Staycation

**Interest:**
- Road trips, weekend vacations, Restaurants, Foodies, Frequently Eats Dinner Out, Shopping, Sightseeing Tours, Hotels & accommodations, Outdoor Enthusiasts, camping holidays, hiking vacations, hiking guides, camping sites, Hunting, Fishing Equipment, Boating

**Topics:**
- Louisiana, Hotels & Accommodations, Fishing, Hunting & Shooting, Hiking & Camping, Outdoors, Shopping

**Sample Facebook/Instagram Targeting:**
- Staycation, Travel & Leisure, Foodies, Louisiana, Road trip, Day-tripper, Weekend getaway, Outdoor enthusiast, Outdoor adventure, Dining out, Shopping, Tourist attractions

**Sample Search Engine Marketing Keywords:**
- Staycations, Staycations near me, Staycation ideas, Weekend getaway, Weekender, Weekend trip, quick trip ideas, day trip ideas, day trips near me, day tripper, Road trip, restaurants near me, area attractions, outdoor attractions, things to do outdoors, Shopping, Camping sites, Places to fish

Sample Display Ad Targeting for Compass Digital

**Interest:**
- Road trips, weekend vacations, Restaurants, Foodies, Frequently Eats Dinner Out, Shopping, Sightseeing Tours, Hotels & accommodations, Outdoor Enthusiasts, camping holidays, hiking vacations, hiking guides, camping sites, Hunting, Fishing Equipment, Boating

**Topics:**
- Louisiana, Hotels & Accommodations, Fishing, Hunting & Shooting, Hiking & Camping, Outdoors, Shopping to hike, Fishing, Hunting, Louisiana attractions
LPA Marketing Staycation Packages

Staycation Gold Package
• Digital Banner ad Campaign - 250,000 impressions in the LPA News Site Digital Ad Network (300x250, 320x50, 728x90)
• Video ad campaign –250,000 impressions in the LPA News Site Digital Ad Network featuring a 15 second 300x250 video linked to your YouTube channel
• One 5.5”x7” print ad in LPA’s Statewide Newspaper Print Ad Network
• Recommended Campaign Length –2 to 3 weeks
$3,600

Staycation Silver Package
• Digital Banner Ad Campaign -250,000 impressions in the LPA News Site Digital Ad Network (300x250, 320x50, 728x90)
• Video ad campaign –250,000 impressions in the LPA News Site Digital Ad Network featuring a 15 second 300x250 video linked to your YouTube channel
• Recommended Campaign Length –2 to 3 weeks
$2,700
LPA Marketing Staycation Packages

Staycation Bronze Package
• Digital Banner Ad Campaign -150,000 impressions in the LPA News Site Digital Ad Network (300x250, 320x50, 728x90)
• Video ad campaign –150,000 impressions in the LPA News Site Digital Ad Network featuring a 15 second 300x250 video linked to your YouTube channel
• Recommended Campaign Length –One Week
$2,300

Staycation Basic Package
• 250,000 Impressions in the LPA News Site Digital Ad Network
• Recommended Campaign Length –One Week
$1,150
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NOLA.com audience

During the Coronavirus pandemic, readers are looking for news sources they can trust. NOLA.com is that source.

150% INCREASE IN TRAFFIC
Since first case reported in Louisiana

10 MILLION
Unique website visitors

42% OF OUR AUDIENCE
HAS A HHI OF $75K+

70% OF OUR AUDIENCE
ATTENDED COLLEGE

64% OF OUR AUDIENCE
IS AGE 25-54
Package 1- Geo/Demo Target- Louisiana Travel Intenders
• One Month Digital Campaign on NOLA.com- 134,375 impressions
  $1,075

Package 2- Geo/Demo Target- Louisiana Travel Intenders
• One Month Digital Campaign on NOLA.com- 403,125 impressions
  $3,225

Package 3- Geo/Demo Target- Louisiana Travel Intenders
• One Month Digital Campaign on NOLA.com- 734,375 impressions
  $6,000

ADDITIONAL LTA CONTRACT BONUS
  3 Month Commitment – 10,000 Monthly Sliding Billboard Impressions
  6 Month Commitment – 20,000 Monthly Sliding Billboard Impressions
  12 Month Commitment – 30,000 Monthly Sliding Billboard Impressions
Television is a powerful way to promote your destination, and consumers are especially tuned in to their local news during times like these. Gray Media has strong and locally recognized stations throughout the Southeast Region, mirroring the target geography of Louisiana.

**Market Selections, Targeting and Reporting:**

- Local newscasts and other popular TV programs
- Louisiana stations and stations within a 100-mile radius of Louisiana: Alexandria (KALB), Baton Rouge (WAFB), Biloxi (WLOX), Laurel- Hattiesburg (WDAM), Jackson, MS (WLBT), Lake Charles (KPLC), Meridian (WTOK), Monroe (KNOE), New Orleans (WVUE), Shreveport (KSLA), Tyler-Longview-Jacksonville (KLTV and KTRE) and Memphis (WMC).
- Reporting will be delivered at the end of the campaign; participant will get a list of exactly where the commercials ran. Date, time and program
Gray Media TV Promotion

Programs:

Option 1: 2-Market Plan
1,225,000 total impressions (Recommend 1 big and 1 small market)
$6,350

Option 2: 3-Market Plan
1,700,000 total impressions (Recommend 1 big, 1 medium and 1 small market)
$9,000

Option 3: 4-Market Plan
2,550,000 total impressions (Recommend 2 big, 1 medium and 1 small market)
$13,000

Option 4: 5-Market Plan
3,275,000 total impressions (Recommend 2 big, 2 medium and 1 small market)
$17,000
OTT Targeting

Streaming television delivery is reaching huge numbers of consumers – especially while many are following orders to stay at home. More people have opted out of cable/satellite and are now accessing TV programming through apps. You can reach this fast-growing audience with OTT (Over The Top) impressions.

Program:
• In-stream (Your TV spot plays during regular commercial breaks) - 55,000 Video Plays
• Pre-Roll (Your TV spot plays right before the program begins) - 62,500 Video Plays
Total Video Plays - 117,500

Reporting: Custom dashboard that allows you to see your campaign as it progresses. Results show how many people viewed and how long they viewed. Also provides google analytics to see the effect (how many searches occurred due to commercial).

Targeting: Demographics, geotargeting and contextual targeting

$2,950
Madden’s Staycation Campaign

Madden Media will help you build a Staycation campaign to drive markets using Google Display Network (ads that are delivered to a lookalike audience, one who loves to travel, enjoys food and exploring).

Through remarketing we will also reach the right people. We will remarket to consumers who are actively considering a Louisiana vacation and have recently searched on LouisianaTravel.com. We know what area of Louisiana they are looking at and we can layer in the geo-targets and niches (outdoors, dining, etc) We will also remarket to consumers who visit your destination website. We will reach them using display ads and video (TruView).

This is turn-key program, Madden will build the display ads for you. The video portion is easy, you just provide a 15 or 30 second video.

Madden will report back monthly on results via our dashboard, Madden Voyage (aka DOMO).

Options:

Google Display Ads
- Bronze: 364,000+ Impressions, 2 months
- Silver: 944,000+ Impressions, 2 months
- Gold: 1.6M+ Impressions, 3 months
- Cost: $5,000, $9,600, $14,500

Google Remarketing Ads
- Bronze: 173,000+ Impressions, 2 months
- Silver: 449,000+ Impressions, 2 months
- Gold: 786,000+ Impressions, 3 months
- Cost: $5,000, $9,600, $14,500

Google Video Distribution
- Bronze: 9,900+ View, 1 month
- Silver: 28,750+ View, 2 months
- Gold: 45,000+ View, 3 months
- Cost: $5,000, $9,600, $14,500
Digital Visitor Center

• Drive visitors directly to you, your website, social media channels and marketing pieces with the LTA Digital Visitor Center

• LTA's Digital Visitor Center is actively target marketing and advertising on Facebook, Instagram and other outlets to drive traffic to the DVC

• Specialty fold-out ad featuring LTA's Digital Visitor Center insert in the 2021 Louisiana Visitor Guide, Louisiana's official fulfillment piece

• Additional Marketing to AAA and CAA offices to leisure travel drive markets to use LTA's Digital Visitor Center

• You save 40% - Now Only $295 to promote your business or destination for the rest of 2020.

$295

• LTA's Digital Visitor Center is actively target marketing and advertising on Facebook, Instagram and other outlets to drive traffic to the DVC

• Additional Marketing to AAA and CAA offices to leisure travel drive markets to use LTA's Digital Visitor Center
ALSO AVAILABLE:
LTA’s 2020/2021 Full Marketing Plan

https://louisianatravelassociation.org/sites/default/files/LTAmarketingplan2020-21WEB.pdf
I. Welcome – Jill
II. Objective – Jill
III. Update on LTA efforts – Jill
   a. Sitting in on meetings with state leaders and trying to share as much as possible
   b. Help YOU have a voice in the legislature
   c. Did a call a couple weeks ago about some of the issues that hoteliers are facing. We brought these issues back to legislative leadership. We told them that hoteliers need cash-in-hand. Talked about business interruption insurance and assistance there. Support for workforce commission.
   d. Had conversations with Lt. Governor about the issue of evicting and lifting the cap on in-state marketing dollars that Lt. Governor is allowed to use.
   e. Have employed Cornerstone to lobby on our behalf at the federal level to assist in drawing down CDBG funds.
IV. LTA Resources
      i. Outlines what you need to do and for what you’re eligible based on the type of business you are.
   b. Have YOU applied for any of these programs/funds? Have you had trouble?
      i. Morgan Moss: Approved for PPP. 10 days to get loan documents put into place.
      ii. Jay Sharplin: Make sure you have a CPA to do your paperwork. It will speed up the process.
      iii. Stephanie in Slidell: Their owner has applied for PPP.
   c. We are continuing webinars on Monday. Look for these in our newsletter. Let Laine know.
   d. Eviction Issue:
      i. Gentleman wanted to stay in the hotel without having to pay. New Orleans police informed the hotel owner that he couldn’t evict during a medical emergency.
      ii. Donna O’Daniels called Lt. Governor.
      iii. “Hotel payment is not considered rent.” The word tenant needs to be clarified.
V. Groups/Meeting Planner Updates – Laine
   a. Light at the end of the tunnel! (See slides)
   b. Louisiana Sports closed spring season.
   c. Are meetings going completely virtual? 11% said yes (smaller groups)
   d. Chris Landry: EPRO Direct doing free listings to hotels that are currently open.
VI. LTA Recovery Marketing Plan – Laura
   a. Focusing on different phases. Not predict what’s coming next, but do the best with where we are.
   b. We’re in phase 2 of Berkeley’s plan.
   c. Marketing programs can provide key campaigns and reporting to improve your return investment. – see slides for opportunities.
VII. Jill – LTA is here for you. Let us know what we can do for you... we want to be your resource.
VIII. Laura – there is a call tomorrow with Team Louisiana (sports-focused sales people from CVBs) to gather information from them.