



LOUISIANA
TRAVEL
ASSOCIATION

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**Louisiana Travel Association announces
new president/CEO**

Baton Rouge, La. (Oct. 5, 2022) – Today, the Louisiana Travel Association announced the selection of Kim Dodd Boasso as their new President/CEO.

“I am honored to accept this position with the Louisiana Travel Association and eager to get to work in 2023, serving alongside 800 members to emerge stronger than before in the recovery and sustainability of our tourism industry,” Boasso said. “I look forward to moving this association forward by working with the board, members and staff to further the mission and leverage the hard work of my predecessor, Jill Kidder. Through promotion, education, advocacy and leadership, LTA has shown that tourism in Louisiana is a strong, resilient industry that is vital to our local and state economy.”

Boasso brings years of experience advising the Speaker and Speaker Pro Tempore for the Louisiana House of Representatives on issues involving local, state and federal government. Prior to joining the Louisiana House of Representatives, she served as Director of Legislative Affairs in the Office of the Commissioner for the Division of Administration, Senior Policy Advisor to Governor Bobby Jindal, and has over 20 years of experience in the Louisiana Senate. A native of Louisiana, Boasso holds a bachelor’s degree in Political Science from Louisiana State University.

Boasso will succeed Jill Kidder, the former President/CEO, on January 1, 2023.

The nationwide search to identify the association’s next President/CEO was guided by a five-member search committee, representing core segments of the travel industry and the association’s membership.

“The Louisiana Travel Association CEO search committee and board of directors are thrilled to have Kim Dodd Boasso accept the position of President/CEO and look forward to working with her and the staff at LTA to continue the growth and success of the organization leading the tourism industry in Louisiana,” says Kyle Edmiston, Louisiana Travel Association Board Chair. “She brings a wealth of knowledge and experience working in state government that will translate quickly for LTA as advocacy continues to be a significant priority of our membership.”

About the 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. Tourism generated \$1.92 billion for Louisiana in 2019 and employed as many as 242,200 people throughout the state, pre-pandemic. For more information, visit LouisianaTravelAssociation.org.

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