



SOCIAL MEDIA GUIDE 2023

We invite you to celebrate National Travel & Tourism Week on May 7-13th!
Use these messages and graphics across your social media channels to educate your audience on the impact of travel in Louisiana.



Travel is BIG business in Louisiana. Our industry fuels the economy, enriches the culture, and lays an economic foundation for generations to come. Together, we can move Louisiana forward.



Happy National Travel and Tourism Week! Our industry is the heart of Louisiana's economy and is essential to the vibrancy and success of our State. **#nttw23**



Together, we can revitalize our economy, create quality job opportunities, and strengthen the undeniable value of travel. When we move **#TravelForward**, we move Louisiana forward. **#nttw23**



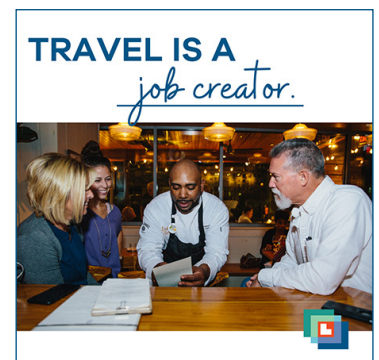
Travel's unique ability to bring people from different cultures and beliefs together is ESSENTIAL. Destinations not only create local jobs, but also create a sense of place and pride for residents.



#DYK that in 2021, \$16.8 billion in total state and local tax revenues were generated by travel and tourism activities in Louisiana? Travel and tourism produce an economic footprint that far exceeds direct spending.



#DYK that the Louisiana travel and tourism industry is the fourth highest employer in the state? The travel industry creates jobs!



- Our industry doesn't just support the economy, it moves the economy forward. **#nttw23 #TravelForward**
- When travel succeeds, Louisiana succeeds. That's the impact of moving **#TravelForward #nttw23**
- For **#nttw23**, let's harness the power of our industry and drive **#TravelForward**
- Travel's success is Louisiana's success. **#nttw23**
- Embracing the travel industry is paramount to the growth of our state. Let's move **#TravelForward**



LOUISIANA
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