



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>



Group/Tour and Travel 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

Tour and Travel Updates

- ❖ Travel Shows this summer that haven't cancelled yet- IPW, South Central Motor Coach
- ❖ Group Travel moved their Going on Faith and Select Traveler show to August 2020
- ❖ SYTA confirmed they are still have their show 2020 in Canada
- ❖ Planners are evaluating sanitary conditions, and contingency plans.



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



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MADDEN
CONNECT PEOPLE TO PLACES

THE
ADVOCATE
TheAdvocate.com

The Times-Picayune
"NEW ORLEANS ADVOCATE"



gambit

THE ACADIANA
ADVOCATE
TheAcadianaAdvocate.com



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:

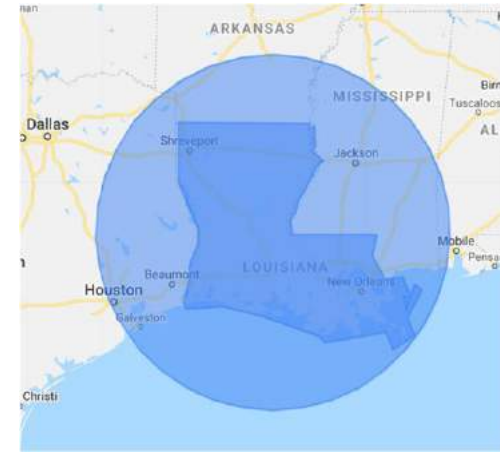
Louisiana, Hotels & Accommodations, Fishing, Hunting & Shooting, Hiking & Camping, Outdoors, Shopping

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



LPA Statewide Newspaper Print/Digital Ad Network

Publisher	Website	Publisher	Website
Alexandria Town Talk	www.thetowntalk.com	LaPlace L'Observateur	www.lobserveur.com
Bastrop Daily Enterprise	www.bastropenterprise.com	Morgan City Daily Review	www.stmarynow.com
Bossier Press Tribune	www.bossierpress.com	New Orleans Advocate	www.theadvocate.com/new_orleans
Bunkie Record	www.avoyellestoday.com	New Orleans Louisiana Weekly	www.louisianaweekly.com
Cottonport Leader	www.avoyellestoday.com	New Orleans Times Picayune	www.nola.com
Ferriday Concordia Sentinel	www.hannapub.com/concordiasentinel	Pierre Part Bayou Journal	www.bayoujournal.com
Ft. Polk Guardian	www.thefortpolkguardian.com	Plaquemine Post South	www.postsouth.com
Mansfield Enterprise	www.mansfieldenterprise.com	Port Allen Westside Journal	www.thewestsidejournal.com
Many Sabine Index	www.thesabineindex.com	Slidell Independent	www.slidell-independent.com
Marksville Weekly News	www.avoyellestoday.com	Thibodaux Daily Comet	www.dailycomet.com
Minden Press Herald	www.press-herald.com	Abbeville Meridional	www.vermiliontoday.com
Monroe News-Star	www.thenewsstar.com	Acadiana Advocate	www.theadvocate.com/acadiana
Natchitoches Times	www.natchitochetimes.com	Basile Weekly	www.evangelinetoday.com
Rayville Richland Beacon Leader	www.richlandtoday.com	Church Point News	www.acadiaparishtoday.com
Ruston Daily Leader	www.rustonleader.com	Crowley Post Signal	www.acadiaparishtoday.com
Shreveport Times	www.shreveporttimes.com	DeRidder Beauregard News	www.beauregarddailynews.net
West Monroe Ouachita Citizen	www.ouachitacitizen.com	Eunice News	www.eunicetoday.com
Winnfield Winn Parish Enterprise	www.winnparishenterprise.com	Gueydan Journal	www.vermiliontoday.com
Winnsboro Franklin Sun	www.franklinsun.com	Jennings Daily News	www.jenningsdailynews.net
Arabi St. Bernard Voice	www.thestbernardvoice.com	Kaplan Herald	www.vermiliontoday.com
Baton Rouge Advocate	www.theadvocate.com	Lafayette The Daily Advertiser	www.theadvertiser.com
Belle Chasse Plaquemines Gazette	www.plaqueminesgazette.com	Lake Charles American Press	www.americanpress.com
Boutte St Charles Herald Guide	www.heraldguide.com	Leesville Daily Leader	www.leesvilledailyleader.com
Denham Springs Livingston Parish News	www.livingstonparishnews.com	New Iberia Daily Iberian	www.iberianet.com
Donaldsonville Chief	www.donaldsonvillechief.com	Opelousas Daily World	www.dailyworld.com
Franklin Banner Tribune	www.stmarynow.com	Rayne Acadian Tribune	www.acadiaparishtoday.com
Gonzales Weekly Citizen	www.weeklycitizen.com	St Martinville Teche News	www.techetoday.com
Hammond Daily Star	www.hammondstar.com	Sulphur Southwest Daily News	www.sulphurdailynews.com
Houma Courier	www.houmatoday.com	Ville Platte Gazette	www.evangelinetoday.com



THE
ADVOCATE
TheAdvocate.com

The Times-Picayune
"NEW ORLEANS ADVOCATE"



gambit

THE ACADIANA
ADVOCATE
TheAcadianaAdvocate.com

NOLA.com audience



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

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



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



Gray Media TV Promotion



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



Gray Media TV Promotion



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:	Bronze	Silver	Gold
Google Display Ads	364,000+ Impressions, 2 months	944,000+ Impressions, 2 months	1.6M+ Impressions, 3 months
Google Remarketing Ads	173,000+ Impressions, 2 months	449,000+ Impressions, 2 months	786,000+ Impressions, 3 months
Google Video Distribution	9,900+ View, 1 month	28,750+ View, 2 months	45,000+ View, 3 months
	\$5,000	\$9,600	\$14,500



Digital Visitor Center



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Become a STAYCATION Destination

- 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.



PROGRAM REQUIREMENTS

- FRONT COVER JPG OF BROCHURE
- CONTACT INFO
- 110 x 250 pix
- LINK TO WEBSITE
- 200 x 250 pix
- LINK TO FLIPBOOK
- PDF OF BROCHURE 10 MG
- LINK TO NEWSLETTER SIGNUP
- 35 WORDS OF COPY (website, phone, address)

Contact Josie Evans for more info

225-408-4033 | Josie@LouisianaTravelAssociation.org



LOUISIANA
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LouisianaTravelAssociation.org

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

\$295



Louisiana Attractions Program



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LTA is producing a brochure that highlights Louisiana's Attractions. Robust digital marketing that will circulate the publication online!

Advertising:

Full Page- **\$1695**

1/2 Page- **\$950**

1/4 Page- **\$550**

Photo Listing- **\$395**

Basic Listing- **\$235**

Coupon- **\$400**

Market/Circulation:

- Distributed at welcome centers throughout Louisiana and Certified Folder.
- Digital Flipbook of guide that includes live links to your attraction and destination webpages along with a digital campaign that links back to flipbook.



Louisiana Fishing & Outdoor Program



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LTA is producing a program targeting visitors who want to explore Louisiana for its Fishing and Outdoor Adventures. This program will showcase Louisiana's outdoor activities including birding, hiking, cycling, fishing and hunting, not to mention, water sports! It will also feature nature museums, parks, gardens and scenic byways.

Advertising:

1/2 Page- \$950

1/4 Page- \$550

Photo Listing- \$375

Basic Listing- \$250

Platinum Sponsor- \$5,000

Representation at shows, 10 photo listings, full page ad and 5 stories provided to outdoor writers at SEOPA

Gold Sponsor- \$3,250

Representation at shows, 6 photo listings, 1/2-page ad and 4 stories provided to outdoor writers at SEOPA

Silver Sponsor- \$1,750

Representation at shows, 3 photo listing, 1/4-page ad and 2 stories provided to outdoor writers at SEOPA

Market/Circulation:

- Distributed at welcome centers throughout Louisiana and Certified Folder.
- Digital Flipbook of guide that includes live links to your attraction and destination webpages along with a digital campaign that links back to flipbook.



Buy into both Louisiana Attractions Program and Louisiana Fishing and Outdoor Adventures and receive a

20% discount off your total buy!

This applies for purchase at any level!



**ALSO AVAILABLE:
LTA's 2020/2021
Full Marketing Plan**



<https://louisianatravelassociation.org/sites/default/files/LTAmarketingplan2020-21WEB.pdf>

