



**TOURISM IS
BIG BUSINESS**

TRAVEL PROMOTION'S VIRTUOUS CYCLE



THE PATH OF A TOURISM DOLLAR

A tourism dollar generates a ripple effect throughout the community.

Tourism dollars often start in the usual places, like a hotel or restaurant. But the dollars don't stay there.



Say the concierge of a hotel gets a cab ride home.

The salon owner then has to take his children in for vaccinations at their pediatrician's office.



The pediatric nurse attends a concert at her favorite music venue.

The waitress gets her hair done at a salon.




Then that cab driver eats dinner at a local cafe, making sure to tip the waitress.




The musician goes shopping with his payment from the concert.





In 2016, **Travel Exports** (spending by international travelers to US) exceed **Travel Imports** (spending by US travelers to other countries) = **Trade Surplus = \$84 BILLION surplus**





LOUISIANA

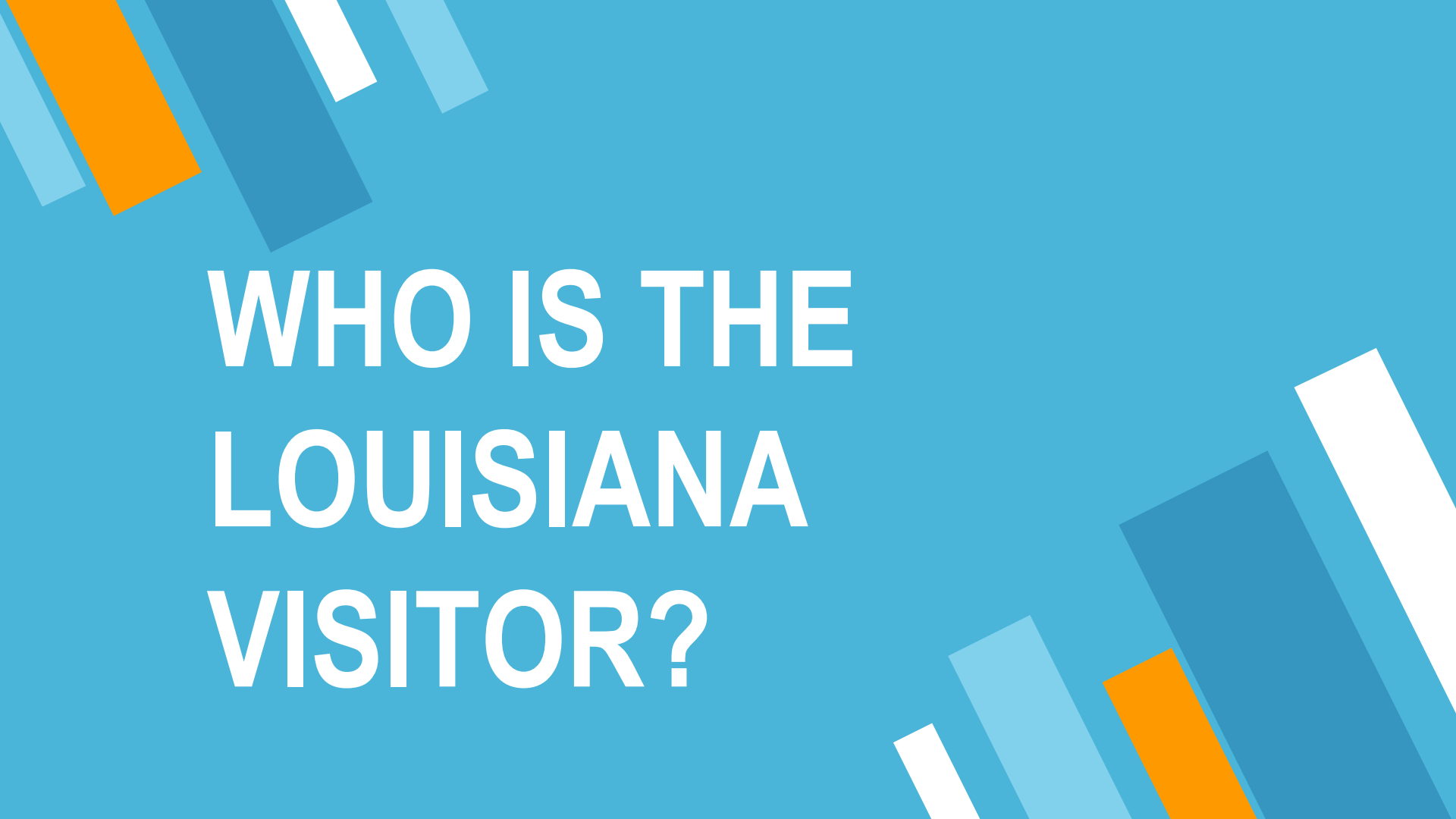
- » One of top 4 industries
 - » Jobs: Tourism employs more than 230,000 Louisianans, ranking 4th in employment in Louisiana
 - » Tax revenue: 46.7 million visitors spent \$16.8 billion in Louisiana in 2016, generating \$1.04 billion in state tax revenue!
 - » Tax Savings: \$1000 extra in taxes each year if it were not for visitors coming to our state.
- 



Travel Exports = Trade Surplus = \$84 BILLION



WHO IS A
VISITOR?




WHO IS THE LOUISIANA VISITOR?



INTERNATIONAL TRAVELERS

» Our four largest visitor markets:

- ◇ Canada
 - ◇ UK
 - ◇ Germany
 - ◇ France
- 



CANADA

- » Canadian visitors spend an average of 5.1 nights traveling in Louisiana
 - » Leisure travel (76.9%) and business/professional travel (8.9%) were the top two primary purposes of visitors coming to Louisiana
 - » Total average expenditures for Canadian visitors is \$470 per person per day
 - » Most common cities visited by Canadian travelers are New Orleans (66.2%), Baton Rouge (39.6%), and Lafayette (20.4%)*
 - » In 2016, Louisiana welcomed 197,418 Canadians
- 



UNITED KINGDOM

- » English visitors spent on average 6.3 nights traveling in LA
 - » Leisure travel (73.3%) and business/professional travel (13.3%) were the top two primary purposes of visitors coming to Louisiana
 - » English visitors' average party size was 3.7 travelers, and nearly half (45.8%) of all visitors brought children on their trip; the average number of children in parties with kids was 2
 - » Total average expenditures for English visitors is \$342 per person per day
 - » In 2016, Louisiana received 110,884 UK visitors
- 



GERMANY

- » German visitors spent on average 6.5 nights traveling in LA
 - » Leisure travel (75.1%) and business/professional travel (11.1%) were the top two primary purposes of visitors coming to Louisiana
 - » Total average expenditures for German visitors is \$392 per person per day
 - » Most common cities visited by German travelers are New Orleans (68%), Baton Rouge (30.2%) and Lafayette (28%)*
 - » 59,554 German visitors came to Louisiana in 2016
- 



FRANCE

- » French visitors spent on average 11.2 nights in the USA and 6.9 nights traveling in Louisiana
 - » The most popular activities engaged in by French visitors were shopping (63.6%), sightseeing in cities (57.3%), dining out (55.6%), and visiting small towns and villages (45.8%)
 - » Most common cities visited by French travelers are New Orleans (66.2%), Baton Rouge (56.9%) and Lafayette (45.8%)*
 - » In 2016, Louisiana welcomed 23,825 visitors from France
- 



TWO OF OUR LARGEST EMERGING MARKETS:

BRAZIL

- » Brazilian visitors spent on average 5.8 nights traveling in Louisiana
- » Leisure travel (76.9%) and business/professional travel (12%) were the top two primary purposes of visitors coming to Louisiana
- » Total average expenditures for Brazilian visitors is \$598 per person per day
- » The top five most popular activities engaged in by Brazilian visitors were shopping (71.1%), dining out (64.4%), sightseeing in cities (56.4%), visiting museums and art galleries (46.7%), and going to nightclubs/bars (46%)*
- » 7,560 Brazilians came to Louisiana in 2016

CHINA

- » Chinese visitors spent on average 3.5 nights traveling in LA
 - » Leisure travel (85.8%) and business/professional travel (9.3%) were the top two primary purposes of visitors coming to Louisiana
 - » Total average expenditures for Chinese visitors is \$950 per person per day
 - » Over three-quarters (83.1%) of Chinese travelers were coming to the state for the first time
 - » Over 15,000 Chinese (PRC) visitors came in 2016
- 




BRITISH AIRWAYS AND CONDOR




DOMESTIC TRAVELERS

Kantar TNS Visitor Profile Study - 2016

- » Trip Purpose: Leisure (78%) - dominated by visiting friends/relatives (40%) and entertainment (17%)
 - » Travel Decisions: Approximately 60% book on-line within four weeks of taking a trip
 - » Drive market travelers come from within an 8 hour drive of the Louisiana borders
 - » Visitors to Louisiana most often travel from Texas, Mississippi, Arkansas and Illinois. Houston, New Orleans, Dallas/Ft. Worth or from other Louisiana cities. Houston, Dallas/Ft. Worth, and Chicago send the highest proportions of leisure visitors to Louisiana.
 - » Demographics: No/Very Little Difference from US Average Age (47) Married (56%) With Kids (26%) Retirees (21%) Income (\$75K) College Grad (46%)
- 




THE LOUISIANA TRAVELER IS SEEKING...

- » Fun – let the good times roll
 - » Immersive, interactive experience – they want to be part of the fun
 - » Great food – farm and boat to table experiences; catch and cook program
 - » Adventure – swamp and eco-tours; cycling in the hills of North Louisiana; kayaking on the Atchafalaya; fishing in Toledo Bend
 - » An experience to share with others – “...look what I did!” An experience with bragging rights!
 - » Authentic Louisiana experience – “live like the locals”
- 



SO WHO IS OUR COMPETITION?

- » **Florida**
 - » **Texas**
 - » **Mississippi**
 - » **Alabama**
- 



**HOW DO WE
REACH OUR
VISITORS?**



PARTNERSHIPS

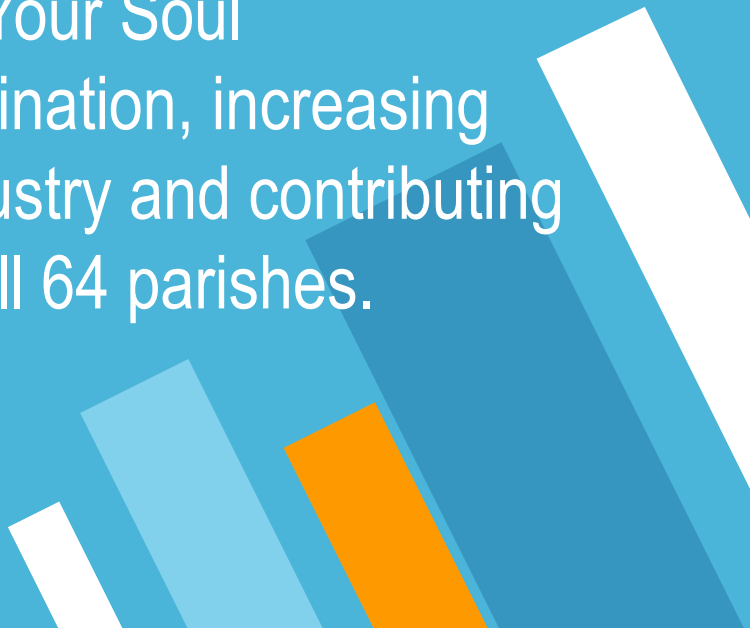



U.S. TRAVEL
ASSOCIATION

TRAVEL
SOUTH
USA





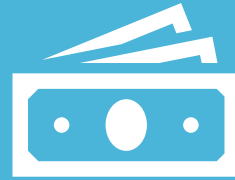


The **Louisiana Office of Tourism's** **vision** is to market and promote the brand of Louisiana: Feed Your Soul showcasing **Louisiana** as a travel destination, increasing revenue generated by the **tourism** industry and contributing to the economic impact of **tourism** in all 64 parishes.



LOUISIANA[®]

Feed Your Soul.




Funded by .3% of state sales
tax = \$26 million/year



OUR MISSION



“A trade association leading and strengthening Louisiana’s vibrant tourism industry through promotion, education and advocacy on behalf of our members.”



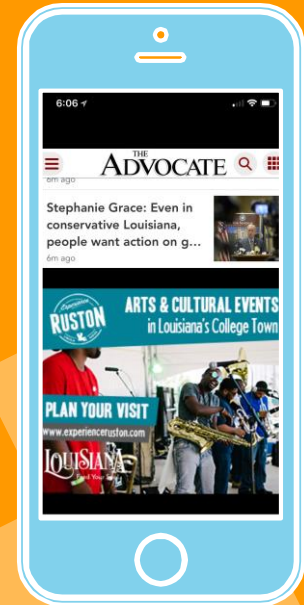
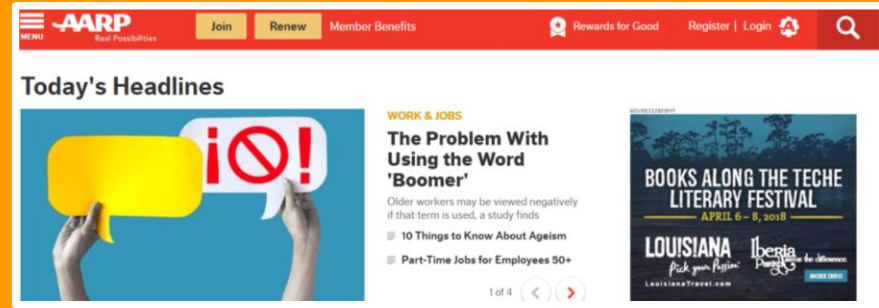
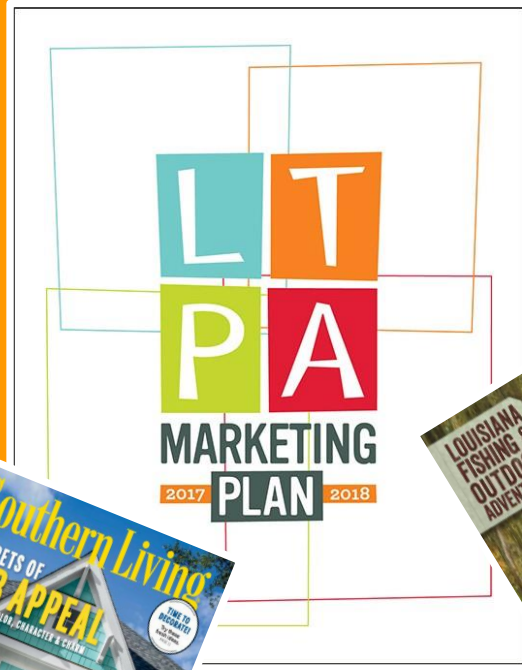


MARKETING

Fulfill
Our
Mission



LOUISIANA ITINERARIES



MARKETING

ADVOCACY

**Fulfill
Our
Mission**





Contact Your Legislator

Action Alert

Support Tourism in 2015

LTPA has prepared a pre-drafted letter to legislators asking them for their support of the tourism industry during the 2015 session. Please use this note as an opportunity to reach out to your local legislators as the session is beginning. This message outlines the...

[+] more

Compose Your Message

Recipients

- Senator Dan Claitor
- Representative Stephen Carter

Message

Subject

Support Tourism in 2015

Opening comments (optional)

Body

I am sending this letter to you in support of Louisiana's tourism industry and to request that you make one amendment to HB 1, allowing the Louisiana Office of Tourism to receive \$23.8 million in budget authority, which matches the REC forecast.

Last year was another record breaking year for tourism, Louisiana's number one job growth sector!

Review Your Profile

[Privacy Policy](#)

[Not Laura Cating?](#)

Your Information

Prefix First Name Last Name Suffix

Mrs. Laura Cating

Email

lcating@ltpa.org

Phone

2254084027

Fax

Home Information

Street Address

City

State

LA

ZIP Code

Business Information

Your Title

Company

Street Address

1165 S Foster Dr

City

Baton Rouge

State

LA

ZIP Code

70806

☒ I want to receive future alerts

☒ Remember me (Uncheck on shared computers)

Send Message



Legislative Alert

Urge legislators to support tourism

Raise your voice in support of tourism by sending a pre-drafted letter to legislators from your area. This message asks legislators to keep the Louisiana Office of Tourism's budget intact by only making one change to HB 1 - allowing the Office of Tourism to receive \$23.8 million in budget authority, which matches the Revenue Estimating Conference's forecast. [Click here](#) to send the letter to your legislators.



Legislative goodie bags

On behalf of LTPA, LACVB and this year's 24 advocacy sponsors, we delivered goodie bags to the Capitol for each legislator earlier this week. The bags contained a tourism statistics card, a Louisiana Inspiration Guide, an Abita Root Beer, Zapp's chips (courtesy of New Orleans Plantation Country) and a praline.


[Click here for a full report on the status of tourism-related bills we are currently tracking](#)



**LOUISIANA
TRAVE**  **PAC**





- 
- » Networking
 - » Member Benefits
 - » Member Discounts





LTPA = Louisiana Travel Association (LTA)



LTPA matters

March 28, 2018

Contact your legislators

LTPA has prepared a pre-drafted letter to legislators asking them for their support of the tourism industry during the 2018 session. This message outlines the importance of the tourism industry as the 4th largest employer in the state and points to the significant state tax revenue consistently generated from travel. Please join us in raising your voice or tourism by clicking the button below to send letters to your local legislators.

SEND
VoterVoice

Join us for Tourism Day at the Capitol

On April 11, the tourism industry will be in the capital rotunda for LTPA's "Tourism Day at the Capitol". Only advocacy sponsors will have table space in the rotunda, but all are welcome to join us as we communicate the importance of tourism to our legislators.

If you have questions about these events, you can email [Madeline Sanchez](mailto:Madeline.Sanchez@ltpa.org).



2017 Tourism Day at the Capitol

LTPA kicks off first session

Last month, the Louisiana Tourism Leadership Academy (LTLA) class of 2018 held their first session in New Orleans. The students heard from several leadership speakers, including Darlene Mobley, Mark Romig, Stephen Watson and Nikki Jackson.

Afterwards, the LTLA class enjoyed a "behind the scenes" tour of Mardi Gras World, followed by a cooking class at the New Orleans School of Cooking.



Calendar of Events

March 12-June 4
Regular Legislative Session

April 11
Tourism Day in the Capitol
Baton Rouge

April 12
Attractions Luncheon & Learn
Hammond

May 6-12
National Travel & Tourism Week

May 7
Louisiana Celebration
Legislative Reception
Baton Rouge

May 9
Hoffman Media webinar

May 18
Deadline: Louisiana



@LouisianaTravelPromotionAssociation



@LTPA_tweets









JOIN US FOR ATTRACTIONS LUNCH & LEARN Creation and Integration of Content into your Social Media & Marketing Strategy

April 17, 11 a.m.-1:30 p.m.
Tope La Catering | 113 East Thomas St | Hammond, LA

The Hampton Inn | 401 Westin Oaks Dr | Hammond, LA 70403
LTA Rate: \$91
Room block code: Louisiana Travelers Association
Call to book a room: 985-419-2188

Member: \$35
Non-member: \$45

To register go online: ltpa.org/educational-opportunities



Jill Dryden | Senior Account Executive | NOLA Media Group

Jill started her career at NOLA Media Group, leaving the back end of digital campaign management and optimization. With this as a foundation, she has succeeded in project and campaign management, ensuring the value that content and reports are meeting client expectations. Understanding the value that content and reports are meeting client expectations. Understanding the value that content and reports are meeting client expectations. Understanding the value that content and reports are meeting client expectations.



**Jesse Guidry | Vice President of Communications
Lafayette Convention & Visitors Commission**

Jesse has worked for the past decade establishing Public Relations, Marketing and Communication departments with numerous organizations including the Acadiana Outreach Center, Acadiana Center for the Arts, Bayou Vermilion District, Vermilionville and currently at Lafayette Travel where he serves as the Vice President of Communication.





INDUSTRY TRENDS & DISRUPTORS

Change is a constant; we are usually early adopters



The background features a landscape of mountains at sunset. The sky is a gradient of orange and yellow, while the mountains are silhouetted in shades of blue. In the top-left corner, there are several overlapping, semi-transparent orange rectangular shapes. In the bottom-right corner, there are several overlapping, semi-transparent blue rectangular shapes.

MY JOURNEY

*God takes care of those who cannot
care for themselves!*



LESSON 1

Be responsive to your “good” inner voice.



LESSON 2

Show up, be on time and work hard.



LESSON 3

Plan your work and work your plan



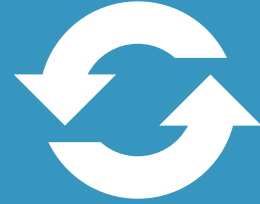
LESSON 4

Listen more than you speak; and seek the wisdom of those with more experience.



LESSON 5

Be curious! Ask questions! Never stop learning



LESSON 6

Give more than you take. What you put out into the world will always come back for you.



LESSON 7

“If you want to go fast, go alone. But if you want to go far, go together.”

—African proverb



LESSON 8

“Success is not final. Failure is not fatal.
It is the fact that you keep going that counts.”

– Sir Winston Churchill



LESSON 9

Let fear mobilize you;
And not paralyze you!

THE 2% MINDSET

2% OF THE POPULATION

GOING FOR
YOUR DREAMS

EMBRACING THE UNKNOWN

CONFIDENCE

EXCITEMENT

EXPLORING
NEW THINGS

LIKING CHANGE

CHOOSING
HAPPINESS

LIVING WITHOUT
LIMITS

FULFILLMENT

ABUNDANCE

ACT IN SPITE
OF FEAR

GETTING THE MOST OUT OF LIFE

98% OF THE
POPULATION

BEING LIKE EVERYONE ELSE

INSECURE

SURVIVING

YOUR COMFORT ZONE

FEAR

JUST GETTING BY

A DULL LIFE

PLAY IT SAFE

PROCRASTINATION

REGRET

SETTLING FOR LESS