



LOUISIANA
TRAVEL
ASSOCIATION

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LOUISIANA TOURISM FUND SUPPORTS LSU E. J. OURSO COLLEGE OF BUSINESS RESTAURANT MANAGEMENT LEADERSHIP DEVELOPMENT PROGRAM WITH \$10,000 DONATION

Enhancing the curriculum, providing firsthand training, and supporting students pursuing careers in restaurant management by strengthening Louisiana's culinary and hospitality offerings.

Baton Rouge, LA (May 23, 2024) - The Louisiana Travel Association (LTA) is pleased to announce its generous donation, through the Louisiana Tourism Fund of \$10,000 to the [Louisiana State University \(LSU\) E. J. Ourso College of Business Restaurant Management Leadership Development Program](#). This contribution underscores LTA's commitment to fostering educational excellence within Louisiana's vibrant tourism industry.

As a trade association, LTA plays a pivotal role in strengthening Louisiana's tourism sector through advocacy, education, and promotion. [Tourism is a significant economic driver for the state, Louisiana welcomed 43 million domestic and international visitors in 2023, an increase of 420,000 over 2022. These visitors spent a total of \\$18.1 billion in 2023, an increase of 5.4% from 2022.](#) Recognizing the importance of investing in educational programs, LTA has chosen to support the LSU Restaurant Management Leadership Development Program.

"We believe in nurturing talent within our state. This donation to the LSU Restaurant Management Program aligns perfectly with our mission to promote Louisiana's authentic culture and experiences," said Chris Landry, President/CEO of the LTA.

"We extend our heartfelt gratitude to LTA for their commitment to education and the future of our industry," said Stephen Hightower, Managing Partner at City Group Hospitality and Executive-in-Residence at the LSU E. J. Ourso College of Business.

About Louisiana Travel Association: LTA unifies the travel industry, inviting visitors to experience Louisiana's rich culture, history, natural beauty, and limitless possibilities. [As the fourth-largest employer in the state, tourism plays a crucial role in Louisiana's economic vitality.](#) For more information, please visit LouisianaTravelAssociation.org.

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