

# LOUISIANA TOURISM LEADERSHIP ACADEMY



For the last eleven years, the **Louisiana Tourism Leadership Academy (LTLA)** has provided a unique continuing education and leadership training program for Louisiana's travel and tourism industry. LTLA offers students the opportunity to meet and learn from seasoned professionals, as well as up-and-coming professionals.

Through six class sessions and a group project, the program focuses on leadership, productivity, vision, networking and gaining a better understanding of their role in statewide issues.

## CLASSES

Involvement in LTLA is a year-long commitment with class meetings every other month. The first five sessions focus on:

- **Leadership**
- **Advocacy**
- **Product Development**
- **Marketing**
- **Management**

## GROUP PROJECTS

In an effort to give back to Louisiana's travel industry while also putting students' skills to work, LTLA students are divided into teams and assigned a pro-bono tourism project. These group projects focus on product development and marketing and give students the opportunity to select a "client" from within the LTA membership.

The sixth and final class session is a culmination of the year's work, with each group presenting their project to the LTA Board of Directors. See eligibility details online at [LouisianaTravelAssociation.org](http://LouisianaTravelAssociation.org)

## SCHEDULE

### • **February 2026 - Annual Meeting**

The 2026 LTLA class will be introduced to the industry during the LTA Annual Membership Meeting and Luncheon.

### • **February - Personal Leadership**

Team building and an interactive examination of emotional intelligence. Class members will also receive group project assignments.

### • **April - Advocacy**

Learn how to be an advocate in your own community and understand the issues affecting the tourism entities in your area.

### • **June - Product Development**

Gain a better understanding of product development by learning what assets you need to build, what your product is, and if you have authenticity in your product.

### • **August - Marketing**

Understand the basics of marketing and learn how to sharpen your skills to successfully network with the tourism industry.

### • **October - Leadership and Management**

Enhance your leadership skills and learn how to apply them to maximize your job proficiency.

### • **December - Group Project Presentations**

Attend the LTA Board of Directors meeting and present your final group projects.

### • **January 2027 - Annual Meeting**

Class to be presented for graduation at the LTA Annual Membership Meeting and Luncheon.

## TUITION

\$1,695 for LTA members

\$2,000 for non-LTA members

Includes:

- Class materials
- Lunch for six sessions
- Invitation to a final celebration event

Application deadline: **December 5, 2025**

Email applications to [laine@louisianatravelassociation.org](mailto:laine@louisianatravelassociation.org)

Applicants will be notified of acceptance no later than

**December 16, 2025.**