



SOCIAL MEDIA GUIDE 2026

Please join us in commemorating National Travel & Tourism Week from May 3rd to 9th! We encourage you to utilize these curated messages and graphics on your social media platforms to educate your audience about the undeniable influence of travel in Louisiana.



Travel isn't optional, it's essential. This National Travel & Tourism Week, we're celebrating the industry that keeps Louisiana moving forward. Every visitor, every experience, and every destination leaves a lasting mark on our communities. **#NTTW26 #PostmarkedEssential**



In Louisiana, every trip tells a story. From quiet bayous to vibrant city streets, each visitor contributes to something bigger, supporting local businesses, creating jobs, and strengthening communities across the state. **#NTTW26 #PostmarkedEssential**



Tourism puts Louisiana in the spotlight, highlighting our people, our culture, and our communities. From local musicians and artists to family-owned restaurants, every visit helps share our story with the world. **#NTTW26**



Travel isn't just about destinations, it's about impact. Every stop for Louisiana cuisine, every festival ticket, every attraction visited, and every overnight stay supports local businesses, creates jobs, and strengthens our communities. Tourism sustains the Louisiana we love. **#NTTW26**



Tourism is the first step in the economic development cycle. It brings people in, generates revenue, supports jobs, drives new investments, and creates momentum for long-term growth. When we welcome visitors, we open the door to opportunity across every parish. **#NTTW26**



With a footprint that spans every parish, travel is essential to Louisiana's economy and identity. The travel and tourism industry supports over 200,000 Louisiana jobs while driving key sectors like manufacturing, health-care, and agriculture. Tourism is not just an industry — it's the engine that keeps Louisiana moving forward. **#NTTW26**



ADDITIONAL RECOMMENDED MESSAGES

Postmarked: Essential. Delivered daily across Louisiana. **#NTTW26**

Essential to our economy. Essential to our identity. **#NTTW26**

Celebrate the impact of travel across Louisiana this **#NTTW26**

Stamped with purpose. Delivered with impact. **#NTTW26**

Tourism creates pathways for growth, investment, and innovation. **#NTTW26**



louisianatravelassociation.org