



MEMBERSHIP GUIDE





Dear Travel Industry Partners,

At the Louisiana Travel Association, we proudly serve as the leading advocate and vibrant voice for our state's dynamic travel industry. Our diverse membership includes the best of Louisiana's travel destinations, accommodations, attractions, transportation, travel publications, and support businesses.

We are dedicated to delivering exceptional value to our members through advocacy, education, and promotion. We offer a variety of initiatives, business networking opportunities, professional development and educational offerings, all designed to strengthen our members and position our Industry for success today and in the future.

We invite you to become a member of the Louisiana Travel Association and join a passionate community committed to advancing travel and tourism through advocacy and industry growth opportunities.

This membership guide provides you with details about the Louisiana Travel Association and the ways we add value to our members. If you have any questions or would like to discuss membership further, please contact us at 225-346-1857 or email Laine@louisianatravelassociation.org, Charlie@louisianatravelassociation.org or Megan@louisianatravelassociation.org.

Sincerely,

Chris Landry
President & CEO

Laine Garner
Chief Sales Officer

ADVOCACY | PROMOTION | EDUCATION

LOUISIANATRAVELASSOCIATION.ORG

WHO WE ARE

The Louisiana Travel Association is the primary advocate for the travel industry in Louisiana. We work to strengthen the travel ecosystem through advocacy, education, and promotion. We believe together, we're stronger. Together, we're the voice of Louisiana tourism. Join the Louisiana Travel Association today and make your mark on our state's incredible story.

LTA represents a growing industry of businesses. In 2024, tourism generated \$18.5 billion in visitor spending, making it the fourth largest employer in the state. The LTA is governed by a diverse Board of Directors, which includes representatives from destination marketing organizations, economic development corporations, travel media publications, accommodations, airports, restaurants, attractions, professional sports franchises, state universities, historical sites, museums, and other industry associations.

WHAT WE DO

ADVOCACY | PROMOTION | EDUCATION

ADVOCACY



We represent our members through a coordinated, cohesive strategy to communicate our industry's concerns and priorities to elected and appointed officials. Our advocacy efforts are member-driven by our Advocacy Council.

Alongside our members, LTA leads legislative efforts to preserve and protect funding for tourism marketing and promotion. Our legislative team monitors legislative activities and alerts our membership when action is required to move legislation or protect the industry.

Our **LEGISLATIVE AGENDA** supports and advocates for policies that build travel and tourism in Louisiana, such as protecting hotel occupancy tax usage, preserving funding for tourism promotion, and promoting the economic importance of travel and tourism to the State's economy.

The **LOUISIANA TRAVEL ASSOCIATION TRAVELPAC** is powered by the generous contributions of our members. These vital resources enable us to support legislators who are dedicated to advancing travel and tourism in Louisiana. By contributing to TravelPAC, you help ensure that our industry's voice is heard and that we continue to thrive and grow.



PROMOTION

Each year, LTA partners, with trusted media outlets offer exclusive, discounted marketing opportunities to our members. By utilizing the campaign opportunities in the Marketing Plan, you'll unlock unbeatable rates that allow your business to stretch your marketing budget further than ever before. These incredible discounts are only available through LTA, giving you a unique chance to boost your visibility across top media channels without breaking the bank.

In addition to marketing campaigns, LTA also distributes member brochures to all certified welcome centers throughout the state, ensuring your business is seen by travelers. We offer affordable graphic design for in-house programs and create our own in-house materials like the Louisiana Attractions Program, Louisiana Fishing & Outdoor Adventure Program, Christmas in Louisiana Program and Louisiana Golf Program—giving your business even more affordable promotional options.

LTA's Chief Marketing Officer is here to help you create a tailored annual marketing plan, ensuring you maximize these opportunities. Plus, the VP of Membership attends travel and trade shows on behalf of our members, securing valuable leads that you can use to further promote and grow your business. LTA is dedicated to connecting our members and providing tools and resources that help you succeed.



LOUISIANA TRAVEL ASSOCIATION
**MARKETING
2026-2027 PLAN**

EDUCATION

Education is at the heart of LTA's mission. We provide members with robust, comprehensive opportunities that empower and advance their career through professional development at our signature events, **Louisiana Tourism Leadership Academy (LTLA)**, and the **Louisiana Travel Summit**.



LOUISIANA
TOURISM
FUND

The Louisiana Tourism Fund is dedicated to nurturing the future of the travel and tourism industry by supporting and empowering Louisiana's continuing education opportunities, school programs and their students. The mission is to create a brighter future for aspiring hospitality professionals through education, opportunity, and community.

We believe in the transformative power of education and the boundless potential of passionate individuals. LTA commits to bridge the gap between education and industry, ensuring that the next generation of hospitality leaders receives the best possible training and support.

LTA's vision is a future where the hospitality industry is defined by innovation, inclusivity and excellence. Together with partners and supporters, we aspire to be the catalyst for change, driving progress and prosperity in the hospitality sector.

Join the mission to give back, inspire and empower the next generation of hospitality leaders, and together, we will create a world of endless possibilities in the world of Louisiana hospitality.

SIGNATURE EVENTS



Making connections is at the heart of what we do. Our premier signature events bring together travel professionals from all sectors across the state, creating invaluable opportunities to learn from industry innovators. Each event is designed with dedicated networking time, allowing you to forge connections that can boost your business and strengthen our industry. Join us in impactful discussions about the state of travel in Louisiana and be part of the movement driving our industry forward.



Experience the best with our premier signature events throughout the year. From the LTA Annual Meeting and Tourism Day at the Capitol to the Leadership Forum, Louisiana Travel Summit, and Taste Louisiana, there's always something exciting happening. Don't forget to check out our exceptional LTLA program too!

LTA'S AFFINITY PROGRAM

Enhance your membership experience

The Louisiana Travel Association's Affinity Program empowers members with the tools to grow and succeed, thanks to our network of trusted partners. From innovative marketing opportunities to targeted services, our partners offer a wide range of solutions designed to help you reach your goals with confidence.



MEMBER-TO-MEMBER PARTNERSHIPS

Our member organizations, along with their families, friends, and business associates, have access to exclusively discounted travel packages and deals. We aim to foster collaboration and connection among our members, helping you explore opportunities to work together and create even more valuable travel packages for your customers. If you're interested in offering joint discounts or teaming up with other members to provide bigger value to travelers. Reach out to our membership team to get connected and start building these beneficial relationships.

2026

EVENT SCHEDULE



JAN	22	ANNUAL MEETING Includes LTA Board Meeting Lafayette, LA
MAR	10	BOARD MEETING & AN EVENING AT LONGVIEW LTA Office and Longview Baton Rouge, LA
APR	20-21	LEADERSHIP FORUM The Renaissance Hotel Baton Rouge, LA
MAY	20	TOURISM DAY AT THE CAPITOL Louisiana State Capitol Baton Rouge, LA
JUN	23-24	BOARD MEETING Cypress Bend Resort Toledo Bend, LA
AUG	18-20	LOUISIANA TRAVEL SUMMIT JW Marriot New Orleans, LA
SEP	28-29	BOARD MEETING Hotel Monroe Monroe, LA
DEC	TBD	BOARD MEETING TBD Covington, LA

Standard Membership Benefits Overview

	Basic \$320	Associate \$425	Full \$525	Tourism Partner \$1,000	Hospitality Management Co. \$1,350
ADVOCACY					
Eligible to Participate in the TravelPAC	✓	✓	✓	✓	✓
Bill Monitoring during Legislative Sessions	✓	✓	✓	✓	✓
Access to Legislative Alerts	✓	✓	✓	✓	✓
Invitation to Attend Select Legislator Meetings & Events					
Advocacy Support during Legislative Sessions					
Year round Advocacy Support from Haynie & Associates					
Legislative Briefings					
EDUCATION & PROFESSIONAL DEVELOPMENT					
Membership Directory Listing	✓	✓	✓	✓	✓
Individual Staff Profiles in Online Membership Directory	✓	✓	✓	✓	✓
Member E-Newsletter	✓	✓	✓	✓	✓
Member Networking Opportunities	✓	✓	✓	✓	✓
Access to Employment & Internship Career Center on website	✓	✓	✓	✓	✓
Eligible to Participate in the Tourism Fund	✓	✓	✓	✓	✓
Opportunity to Serve on Councils & Committees			✓	✓	✓
One Appointment to Board of Directors & Executive Board of Directors					
SIGNATURE EVENTS					
Premier Recognition on Event Signage					
Premier Recognition on LTA Website & Social Media				✓	✓
Complimentary Registrations at Annual Meeting					
Complimentary Registrations at Summit					
One Complimentary Full Table during Travel Fair at Summit					
Complimentary Table Space during Tourism Day at the Capitol					
One Complimentary Scholarship to Participate in LTLA					
Priority Seating at All Events					
One Complimentary Registration to Leadership Forum					
One Complimentary Ticket to Optional Event at Summit					
DISCOUNTS & RESOURCES					
Money Saving Resources with the LTA Affinity Program	✓	✓	✓	✓	✓
Discounted Rates on Member to Member Partnership	✓	✓	✓	✓	✓
Access to Travel Trade Show Leads			✓	✓	✓
Creative & Design Assistance with In-House Marketing Programs	✓	✓	✓	✓	✓
Eligible to Participate in LTA's Marketing Plan	✓	✓	✓	✓	✓

• **Associate Members** are described as industry service providers (Advertising/PR Firms; Advertising/Media Organizations; Industry Consultants; Industry Suppliers; etc.) The Board of Directors and other members view these organizations and individuals as true partners in accomplishing the LTA mission.

• **Hospitality Management Company** level is ideal for hotel ownership groups.

Investor Partner Membership Benefits Overview

	Premium Partner \$4,000	Elite Partner \$5,600	Platinum Partner \$7,500	Board Circle \$15,000	Chairman's Circle \$25,000
ADVOCACY					
Eligible to Participate in the TravelPAC	✓	✓	✓	✓	✓
Bill Monitoring during Legislative Sessions	✓	✓	✓	✓	✓
Access to Legislative Alerts	✓	✓	✓	✓	✓
Invitation to Attend Select Legislator Meetings & Events	✓	✓	✓	✓	✓
Advocacy Support during Legislative Sessions				✓	✓
Year round Advocacy Support from Haynie & Associates					✓
Legislative Briefings					✓
EDUCATION & PROFESSIONAL DEVELOPMENT					
Membership Directory Listing	✓	✓	✓	✓	✓
Individual Staff Profiles in Online Membership Directory	✓	✓	✓	✓	✓
Member E-Newsletter	✓	✓	✓	✓	✓
Member Networking Opportunities	✓	✓	✓	✓	✓
Access to Employment & Internship Career Center on website	✓	✓	✓	✓	✓
Eligible to Participate in the Tourism Fund	✓	✓	✓	✓	✓
Opportunity to Serve on Councils & Committees	✓	✓	✓	✓	✓
One Appointment to Board of Directors & Executive Board of Directors				✓	✓
SIGNATURE EVENTS					
Premier Recognition on Event Signage	✓	✓	✓	✓	✓
Premier Recognition on LTA Website & Social Media	✓	✓	✓	✓	✓
Complimentary Registrations at Annual Meeting	3	4	5	5	5
Complimentary Registrations at Summit	3	4	5	5	5
One Complimentary Full Table during Travel Fair at Summit	✓	✓	✓	✓	✓
Complimentary Table Space during Tourism Day at the Capitol	✓	✓	✓	✓	✓
Complimentary Scholarships to Participate in LTLA				1	2
Priority Seating at All Events					✓
One Complimentary Registration to Leadership Forum					✓
One Complimentary Ticket to Optional Event at Summit					✓
DISCOUNTS & RESOURCES					
Money Saving Resources with the LTA Affinity Program	✓	✓	✓	✓	✓
Discounted Rates on Member to Member Partnership	✓	✓	✓	✓	✓
Access to Travel Trade Show Leads	✓	✓	✓	✓	✓
Creative & Design Assistance with In-House Marketing Programs	✓	✓	✓	✓	✓
Eligible to Participate in LTA's Marketing Plan	✓	✓	✓	✓	✓

• **Premium Partner Membership** is ideal for a Convention and Visitors Bureau, hotel or other company with multiple employees or board members who would benefit from greater involvement in the tourism industry.

• Companies who buy in at the **Investor Partner Level** can expect more exposure at major LTA events, while also having the opportunity to engage more of their staff and board in the inner-workings of the statewide industry.

CHAIRMAN'S CIRCLE



BOARD CIRCLE



PLATINUM PARTNERS

ELITE PARTNERS



PREMIUM PARTNERS



HOSPITALITY MANAGEMENT COMPANY PARTNERS



TOURISM PARTNERS



Contact Laine Garner, Laine@louisianatravelassociation.org
 Charlie Waltman, Charlie@louisianatravelassociation.org
 Megan Ryburn, Megan@louisianatravelassociation.org
 For more information on becoming a LTA Member