TOURISM IS BIG BUSINESS
TRAVEL PROMOTION’S VIRTUOUS CYCLE

1. Travel Marketing and Promotion
2. Increased Visitor Trips
3. Additional Visitor Spending
4. New Jobs and Tax Revenues
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
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.
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
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
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.
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.”
Fulfill Our Mission

MARKETING
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...

[+1] more

Compose Your Message

Recipients
- Senator Dan Claitor
- Representative Stephen Carter

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 $23.5 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

Not Laura Cating?

Your Information

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<tr>
<th>Prefix</th>
<th>First Name</th>
<th>Last Name</th>
<th>Suffix</th>
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<tbody>
<tr>
<td>Mrs.</td>
<td>Laura</td>
<td>Cating</td>
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Email
lcating@ltpa.org

Phone
2254084027

Fax

Home Information

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Business Information

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I want to receive future alerts

Remember me (uncheck on shared computers)

Send Message
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.
Fulfill Our Mission

MARKETING

ADVOCACY

MEMBERSHIP
Networking

Member Benefits

Member Discounts
Fulfill Our Mission

MARKETING

ADVOCACY

MEMBERSHIP

COMMUNICATION
LTPA = Louisiana Travel Association (LTA)
@LouisianaTravelPromotionAssociation

@LTPA_tweets
Fulfill Our Mission

MARKETING

ADVOCACY

EDUCATION

MEMBERSHIP

COMMUNICATION
Fulfill Our Mission

- MARKETING
- EDUCATION
- ADVOCACY
- MEMBERSHIP
- COMMUNICATION
INDUSTRY TRENDS & DISRUPTORS
Change is a constant; we are usually early adopters.
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
CONFIDENCE
EXPLORING NEW THINGS
CHOOSING HAPPINESS
FULFILLMENT

98% OF THE POPULATION

EMBRACING THE UNKNOWN
EXCITEMENT
LIKING CHANGE
LIVING WITHOUT LIMITS
ABUNDANCE
ACT IN SPITE OF FEAR

YOUR COMFORT ZONE

FEAR
JUST GETTING BY
A DULL LIFE
PLAY IT SAFE
PROCRASTINATION
REGRET
SETTLING FOR LESS
GETTING THE MOST OUT OF LIFE