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Dear Louisiana Tourism Supporter,

The Department of Culture, Recreation and Tourism is Louisiana’s prime steward of the state’s $16.8 billion tourism industry. The 46.7 million visitors Louisiana hosts each year sustain more than 231,500 direct and indirect jobs, fueling prosperity for sectors ranging from attractions, hotels and restaurants to retail stores and the real estate and construction trades. One out of every 8.6 Louisiana workers depends on the state’s tourism industry for their economic livelihood.

State and local taxes generated by tourism are just a fraction of Louisiana’s investment in CRT’s Office of Tourism. Its advertising, marketing and promotional efforts generate a 40:1 return on public dollars invested. The tourism industry generates $1.04 billion annually in Louisiana tax revenues—without it, every Louisiana household would have to pay an extra $601 in state taxes each year.

Research and statistics show tourism is an export industry, drawing money from outside the local community while imposing few costs on the local economy. Money tourists leave behind is “new” local money and an economic development engine for all 64 parishes. Subsequently, tourism promotion in Louisiana is a significant net revenue generator, not a cost, to taxpayers.

Taxpayers reap extra benefits from the promotional efforts of DCRT, the Louisiana Office of Tourism and the Office of the Lieutenant Governor. Each year, the three agencies sponsor and partner with major festivals and special events statewide, to make world-class celebrations of Louisiana food, music and culture even more spectacular and entertaining for both travelers and local residents.

Tourism means economic gains for Louisiana. It contributes to the overall quality of life for Louisiana residents, by creating fun and educational things to see, do and experience in one’s own backyard. It encourages the preservation of natural, historic and cultural attractions for future generations. It sustains a community’s image as not only a desirable place to visit, but also a great place to call home. I am proud to showcase some of our accomplishments here and please know that we will continue to strive for even more in future years.

Billy Nungesser
Lieutenant Governor
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Louisiana Tourism Fast Facts—2016

- Number of visitors Louisiana attracted to the state in 2016, representing a 2.57 percent increase over 2015: **46.7 million**
- Amount Louisiana generated in domestic and international visitor spending in 2016, representing a 4.3 percent increase over 2015: **$16.8 billion**
- Amount visitors who came to Louisiana spent per person during their trip: **$360**
- Total of state tax revenues generated by travel and tourism activities in Louisiana in 2016: **$1.04 billion**
- Percentage increase of state tax revenues generated by travel and tourism over 2015: **23.4%**
- Without taxes generated through visitor spending, EACH HOUSEHOLD IN LOUISIANA WOULD HAVE TO PAY $601 IN ADDITIONAL TAXES to maintain revenues.

When compared to regular government segments, TOURISM EMPLOYMENT RANKS 4TH in number of jobs created.

EVERY $72,602 OF VISITOR EXPENDITURES creates one direct job in Louisiana.
Organizational Statement

The Louisiana Office of Tourism (LOT) is the destination marketing organization for the state of Louisiana. It is charged with the sales, marketing and promotion of the state as a travel destination for potential visitors, both domestic and international. LOT’s objective is to increase the number of visitors annually, enhance visitor experiences, generate and increase annual visitor spending resulting in greater tax revenues for local and state government, and increase tourism employment for all areas of the state. The Louisiana Office of Tourism works to promote a positive image of the state as a great place to visit, play, live, and retire.

The Louisiana Office of Tourism promotes the economic growth of Louisiana through a variety of proven and effective methods. Partnerships with city/parish Destination Marketing Organizations (DMOs) provides a critical link in the successful marketing plan including the cooperative marketing program grants, opportunities with trade show participation, opportunities for campaign advertising, opportunities for participation in international sales/media missions, opportunities for media or tour operator familiarization tours, and sponsorships of major events in the local community. City/parish DMOs are the key stakeholders in LOT short term and long term objectives.

Investing in tourism promotion is essential to develop an image and brand that resonates with potential visitors.

In addition, the LOT develops and initiates a visitor research strategy. This includes visitor profiles for domestic travelers, visitor profiles by country for international travelers, parish by parish economic impact reports, and an annual update on visitation and economic impact of tourism for the state. The state also provides access for visitors to trained and knowledgeable travel counselors through a network of Welcome Centers at strategic entry locations around the state.

In today’s highly competitive global marketplace, Louisiana must be authentic, memorable, and live up to the expectations of the traveler in order to maintain relevancy and inspire future potential travelers to the state.

Legislation

Louisiana Revised Statute 36:208 (F) describes the overarching function of the Louisiana Office of Tourism. It states “The office of tourism shall develop and implement a program to promote the historical, cultural, recreational, and scenic legacy of the state, and all activities of the department, based on a master plan; shall be responsible for performing the functions of the state relating to promotion and advertisement of historical, cultural, recreational, and commercial sites, events, and assets of the state; shall encourage and promote tourism and the tourist industry for the benefit of the people of this and other states and as a developing economic resource; and shall cooperate with local tourist promotion and convention agencies; all in accordance with applicable laws.”
Importance of the Tourism Industry in Louisiana

The Louisiana Office of Tourism has a tremendous positive impact on the economy for local and state government. To economic benefits such as new businesses, jobs, and higher property values, tourism adds less tangible – but equally important – payoffs. A well-managed tourism program improves the quality of life as citizens take advantage of the services and attractions tourism adds. The office promotes community pride, which grows as people work together to develop a thriving tourist industry.

By ensuring a balance between tourism and regional community lifestyle through promotion of the community’s values of sustainability and community connectivity, the Louisiana Office of Tourism works to:

- Increase the length of stay, visitor spending, dispersal around the state (geographical and seasonal), and market share;
- Leverage economic benefits from Louisiana’s natural attractions and major events while also improving and developing innovative and sustainable man-made attractions;
- Continue strengthening partnerships and working relationships with stakeholders in the region;
- Develop tourism product and infrastructure meeting the needs and expectations of visitors and local communities in order to improve visitor experiences;
- Maintain a research program measuring the economic, environmental, and social benefits and impacts of tourism as well as a measurement of visitor satisfaction;
- Conduct an “on-going promotional campaign of information, advertising, and publicity to create and sustain a positive image and understanding of Louisiana” (R.S. 15:1255); and,
- Develop the professionalism of the tourism industry in the region in terms of customer service, internationally-ready product, and accreditation.

Louisiana is only the second state to achieve accreditation through DMAI’s Destination Marketing Accreditation Program.
Tourism Impact

Travel to Louisiana is measured by the number of visitors and the amount of money spent. For the past seven years, travel to Louisiana has continuously increased. In 2016, Louisiana welcomed a record high of 46.7 million visitors. Likewise, visitor spending statewide reached a record high, with travelers spending $16.8 billion in Louisiana.

The Greater New Orleans area welcomed 17.2 million domestic visitors in 2016. Areas in the rest of Louisiana—Alexandria, Baton Rouge, Lafayette, Lake Charles, Monroe, Shreveport, and rural areas in the southern and northern parts of the state welcomed 29.1 million domestic visitors.

For every $1 spent promoting tourism in Louisiana, the state sees a return of $40 in tax revenue.

*In 2016, the Louisiana Office of Tourism utilized the services of DK Shifflet & Associates to track visitation and spending data. DK Shifflet is the most respected tourism and travel research company among states and larger metropolitan areas.
Tourism Funding History

The Louisiana Office of Tourism is funded through fees and self-generated revenues derived from the Louisiana Tourism Promotion District (LTPD).

Created by Act 1038 of the Regular Session of the Louisiana Legislature, the LTPD receives 3/100 of one cent of the state sales and use tax. It then forwards the funds to the Louisiana Office of Tourism for the promotion and marketing of the state as a tourist destination.

<table>
<thead>
<tr>
<th>FY05-06</th>
<th>FY06-07</th>
<th>FY07-08</th>
<th>FY08-09</th>
<th>FY09-10</th>
<th>FY10-11</th>
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</thead>
<tbody>
<tr>
<td>LTPD Fund Appropriation</td>
<td>19,885,255</td>
<td>20,658,639</td>
<td>24,856,115</td>
<td>24,566,928</td>
<td>21,988,655</td>
</tr>
<tr>
<td>Funding to OMF for Administrative Costs</td>
<td>(290,000)</td>
<td>(290,000)</td>
<td>(290,000)</td>
<td>(290,000)</td>
<td>(290,000)</td>
</tr>
<tr>
<td>Total Pass Through Funding</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>(4,570,836)</td>
</tr>
<tr>
<td>Total Funds Available to Office of Tourism</td>
<td>19,595,255</td>
<td>20,368,639</td>
<td>24,566,115</td>
<td>24,276,928</td>
<td>17,127,819</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FY11-12</th>
<th>FY12-13</th>
<th>FY13-14</th>
<th>FY14-15</th>
<th>FY15-16</th>
<th>FY16-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>LTPD Fund Appropriation</td>
<td>24,244,975</td>
<td>29,913,529</td>
<td>23,639,006</td>
<td>24,188,800</td>
<td>25,116,456</td>
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<tr>
<td>HCR 8 (FY16)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3,214,530</td>
</tr>
<tr>
<td>BP Marketing Funds</td>
<td>2,200,000</td>
<td>2,200,000</td>
<td>2,600,000</td>
<td>500,000</td>
<td>-</td>
</tr>
<tr>
<td>HB1 Senate Floor Amend. (State General Fund Direct)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>350,000</td>
<td>400,000</td>
</tr>
<tr>
<td>HB1 Senate Floor Amend. (Statutory Dedication)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>4,000,000</td>
<td>-</td>
</tr>
<tr>
<td>Total Pass Though Funds</td>
<td>(5,589,713)</td>
<td>(10,089,713)</td>
<td>(3,289,713)</td>
<td>(7,439,713)</td>
<td>(3,489,713)</td>
</tr>
<tr>
<td>Total Funds Available to Office of Tourism</td>
<td>17,712,306</td>
<td>18,103,074</td>
<td>18,110,407</td>
<td>16,760,201</td>
<td>20,402,387</td>
</tr>
</tbody>
</table>

*There were 8 Non-Governmental Organizations (NGOs) not funded through House Bill 1 of the 2016 Regular Legislative Session. However, the Lieutenant Governor chose to fund them at $1.65 million from the LTPD funds.
Direct and Indirect Tax Revenue Generated for Louisiana through Tourism

Taking a look at just state tax revenue generated through travel to Louisiana, since 2009, tax revenue has increased continuously and are forecast to continue increasing over the upcoming years contingent upon the availability of legislatively-allocated funding for tourism promotion and marketing. In 2016, tax revenue generated from hotels and other forms of spending increased to $1.04 billion. Compared to 2015, that represents a 23.4 percent increase.

Here are some examples from around the country at the effects resulting from a state eliminating or reducing funding for tourism marketing and promotion efforts.

- **PA**
  - Budget cut from $30M to $7M in 2009.
  - Every $1 cut from tourism budget resulted in $3.60 lost in tax revenue.
  - From 2009 to 2014, PA lost $600M+ in tax revenue.
  - Since 2007, overseas visitors increased by 44% in U.S., but only 19% in PA.

- **WA**
  - Budget cut from $7M to $0 in 2011.
  - Traveler spending in competing MT grew 70% faster than in WA.
  - With zero state support, WA continues to fall behind.

- **CO**
  - Budget cut from $12M to $0 in 1993.
  - $1.4B lost in traveler spending within 1 year.
  - 18 years later, CO still hasn’t recovered market share.
A December 2016 article by The Advocate Editorial Board details the need for increased tourism funding.

**OUR VIEWS**

*Keep pushing tourism*

In a world where everybody seems to have an award or plague for what they do, it might be easy enough to pay little attention to another, this time given to Louisiana’s tourism promotion efforts.

But, when the award is the third in the last four for the Louisiana Office of Tourism, it’s worthy of note.

The Hospitality Sales and Marketing Association International will honor tourism with its Gold Adrian Award for digital marketing excellence.

The cool “Destination Recipe” video series is worth a quick look, even for those of us in Louisiana who are familiar with étouffée and remoulade and other dishes that are exotic beyond our borders.

They are, of course, part of our culture, and thus part of the reason why Louisiana attracts millions of tourists every year. The global travel marketing award to be presented in January in New York is the work of the Miles Office with the tourism office.

While we commend the office and its overall director, Lt. Gov. Billy Nungesser, we like the fact that Louisiana is continuing year after year to be competitive in the social media sphere, as well as in other promotions.

The award is one of several recently that cover work undertaken by Nungesser and his predecessor, the current Commissioner of Administration Jay Dardenne. The lieutenant governor is the chief tourism promoter in the state and has been since the days of Bobby Freeman, who died earlier this year.

The reason the lieutenant governor is charged with this duty: Tourism is a huge business for Louisiana.

While New Orleans is the crown jewel of destinations in Louisiana, other parts of the state have their appeal, and each region works with the Office of Tourism to promote its fairs and festivals and attractions.

Louisiana also works with the U.S. Department of Commerce to promote our state to international visitors, who typically stay longer and thus spend more money here than a domestic visitor, as welcome as those are.

According to the latest report from the University of New Orleans, the 28.9 million visitors to Louisiana in 2015 set a record, for the fourth year in a row. The economic impact of more than 170,000 direct jobs is substantial, more than $11 billion in spending, and that results in more than $844 million in state tax collections. As any business knows, it pays to advertise. The promotion of Louisiana as a tourist destination is one of the economic pillars of the state, particularly in New Orleans.

That is why the good news about tourism is somewhat tempered this year by a couple of high-profile shooting incidents on Bourbon Street or in the French Quarter.

City and state officials are working to make the iconic destination safer, and so far Louisiana tourism continues to grow, according to the report from UNO’s Hospitality Research Center. But we can’t take that for granted, and tourism promotion is a key element in the state’s economic future.

Also, of course, we have to preserve and protect the historic structures and communities that evoke Louisiana’s historic past and colorful and interesting present.

We look forward to more, not less, investment in tourism in the coming years. The payback for Louisiana residents is too important to slow our momentum.
Grant Programs

Cooperative Marketing Agreement

The mission of the Cooperative Marketing Program (CMP) is to encourage and support Louisiana convention and visitors’ bureaus (CVBs) and/or tourist commissions to advertise their local tourism “products.” The program is open to any Louisiana-based convention and visitors’ bureau (CVB), tourist commission, or political subdivision of the state, created and/or authorized to promote the tourism resources within its jurisdiction.

Qualified applicants whose total operating budgets exceed $300,000 may apply for and are eligible to receive a 50% match for the total cost of placement of approved media purchases. Qualified applicants whose total operating budgets are equal to or less than $300,000 may apply for and are eligible to receive a 67% match for the total cost of placement of approved media purchases. The maximum award available is $20,000 per applicant.

Applicants must outline campaign goals, target audience and measurements of success for each proposed media purchase. Eligible media includes print, broadcast (radio/television), internet banner ads and billboards. The Louisiana “Pick Your Passion” logo must appear on all print, television, internet and billboard ads, and all radio ads must include the phrase “Visit LouisianaTravel.com to plan your trip today!” to be eligible for reimbursement.

For FY 2017, twenty five (25) eligible applicants requested and were awarded a total of $456,384.80. A final total of expenditures will be available following the close of the fiscal year.

<table>
<thead>
<tr>
<th>Parish/CVB</th>
<th>% Match</th>
<th>FY17 Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alexandria</td>
<td>50%</td>
<td>$19,572.50</td>
</tr>
<tr>
<td>Avoyelles</td>
<td>67%</td>
<td>$20,000</td>
</tr>
<tr>
<td>Baton Rouge</td>
<td>50%</td>
<td>$19,202.75</td>
</tr>
<tr>
<td>Cajun Coast</td>
<td>50%</td>
<td>$20,000</td>
</tr>
<tr>
<td>Houma</td>
<td>50%</td>
<td>$19,799</td>
</tr>
<tr>
<td>Iberia</td>
<td>50%</td>
<td>$20,000</td>
</tr>
<tr>
<td>Lafayette</td>
<td>50%</td>
<td>$20,000</td>
</tr>
<tr>
<td>Lafourche</td>
<td>50%</td>
<td>$20,000</td>
</tr>
<tr>
<td>Lake Charles</td>
<td>50%</td>
<td>$20,000</td>
</tr>
<tr>
<td>Madison</td>
<td>67%</td>
<td>$2,083.70</td>
</tr>
<tr>
<td>Monroe</td>
<td>50%</td>
<td>$20,000</td>
</tr>
<tr>
<td>Natchitoches</td>
<td>50%</td>
<td>$19,264</td>
</tr>
<tr>
<td>New Orleans</td>
<td>50%</td>
<td>$20,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Parish/CVB</th>
<th>% Match</th>
<th>FY17 Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>River Parishes</td>
<td>50%</td>
<td>$20,000</td>
</tr>
<tr>
<td>Ruston</td>
<td>50%</td>
<td>$15,525</td>
</tr>
<tr>
<td>Sabine</td>
<td>50%</td>
<td>$19,136</td>
</tr>
<tr>
<td>Shreveport</td>
<td>50%</td>
<td>$20,000</td>
</tr>
<tr>
<td>St. Bernard</td>
<td>50%</td>
<td>$19,645</td>
</tr>
<tr>
<td>St. Landry</td>
<td>50%</td>
<td>$20,000</td>
</tr>
<tr>
<td>St. Martin</td>
<td>50%</td>
<td>$20,000</td>
</tr>
<tr>
<td>St. Tammany</td>
<td>50%</td>
<td>$20,000</td>
</tr>
<tr>
<td>Union</td>
<td>67%</td>
<td>$5,597.85</td>
</tr>
<tr>
<td>Vernon</td>
<td>50%</td>
<td>$16,559</td>
</tr>
<tr>
<td>West Baton Rouge</td>
<td>50%</td>
<td>$20,000</td>
</tr>
<tr>
<td>West Feliciana</td>
<td>67%</td>
<td>$20,000</td>
</tr>
</tbody>
</table>
**Competitive Grant Program**

The mission of the Louisiana Office of Tourism's (LOT) Competitive Grant Program (CGP) is to encourage and support tourism events through support of marketing strategies that will attract visitors to the state and positively impact Louisiana's tourism industry.

Louisiana-held events eligible to apply for the CGP include fairs/festivals; tourism events that will bring future travel to Louisiana (e.g., Society of American Travel Writers conference); regional, national or international competitions or sporting events that draw events from at least three (3) states or from another country; and grand openings of new Louisiana tourism attractions. Media eligible for reimbursement includes print, billboard, radio, television and internet banner advertising. The Louisiana “Pick Your Passion” logo must appear on all print, television, internet and billboard ads, and all radio ads must include the phrase “Visit LouisianaTravel.com to plan your trip today!” to be eligible for reimbursement. A 50 percent cash match is available for qualifying marketing expenses associated with the promotion of a qualified tourism event. A 66.66 percent cash match is available for qualifying marketing expenses associated with the promotion of a first-time event. The maximum award available is $10,000 per applicant. Events are eligible to receive CGP funding a maximum of three (3) consecutive years/grant cycles. Events may apply for the program again after being ineligible for a year.

In FY17, twenty-eight eligible events requested $169,378. A final total of expenditures will be available following the close of the fiscal year.

<table>
<thead>
<tr>
<th>Event</th>
<th>City</th>
<th>Grant Request</th>
<th>Event</th>
<th>City</th>
<th>Grant Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highland Jazz &amp; Blues Festival</td>
<td>Shreveport</td>
<td>$2,000</td>
<td>Christmas on the River</td>
<td>West Monroe</td>
<td>$10,000</td>
</tr>
<tr>
<td>Natchitoches – NSU Folk Festival</td>
<td>Natchitoches</td>
<td>$2,010</td>
<td>46th Audubon Pilgrimage</td>
<td>St. Francisville</td>
<td>$5,243</td>
</tr>
<tr>
<td>Choctaw-Apache Tribe of Ebarb Veterans Pow Wow &amp; Art Festival</td>
<td>Zwolle</td>
<td>$3,000</td>
<td>Louisiana State Games</td>
<td>West Monroe</td>
<td>$10,000</td>
</tr>
<tr>
<td>Christmas on Caddo Fireworks Festival</td>
<td>Shreveport</td>
<td>$1,725</td>
<td>Zydeco Marathon &amp; Half Marathon</td>
<td>Lafayette</td>
<td>$10,000</td>
</tr>
<tr>
<td>Experience Louisiana Festival</td>
<td>Eunice</td>
<td>$10,000</td>
<td>Covington Antiques and Uniques Festival</td>
<td>Covington</td>
<td>$7,500</td>
</tr>
<tr>
<td>Greenwood Pioneer Festival</td>
<td>Greenwood</td>
<td>$2,500</td>
<td>Cycle Zydeco</td>
<td>Lafayette</td>
<td>$10,000</td>
</tr>
<tr>
<td>Louisiana Shrimp &amp; Petroleum Festival</td>
<td>Morgan City</td>
<td>$9,915</td>
<td>Gusher Days Festival</td>
<td>Oil City</td>
<td>$1,725</td>
</tr>
<tr>
<td>Natchitoches Car Show</td>
<td>Natchitoches</td>
<td>$4,080</td>
<td>Little Walter Music Festival</td>
<td>Alexandria</td>
<td>$10,000</td>
</tr>
<tr>
<td>River Rat Paddling Challenge</td>
<td>Monroe</td>
<td>$1,000</td>
<td>Natchez Heritage Festival</td>
<td>Natchitoches</td>
<td>$2,200</td>
</tr>
<tr>
<td>Rougarou Festival</td>
<td>Houma</td>
<td>$7,000</td>
<td>New Orleans Wine &amp; Food Experience</td>
<td>New Orleans</td>
<td>$10,000</td>
</tr>
<tr>
<td>Tangipahoa Parish Fair</td>
<td>Amite</td>
<td>$6,000</td>
<td>Dave Robicheaux’s Hometown Literary Festival</td>
<td>New Iberia</td>
<td>$10,000</td>
</tr>
<tr>
<td>The Holiday Market</td>
<td>Monroe</td>
<td>$2,000</td>
<td>MayFest 2017</td>
<td>Leesville</td>
<td>$3,200</td>
</tr>
<tr>
<td>World Championship Gumbo Cook Off</td>
<td>New Iberia</td>
<td>$10,000</td>
<td>Contraband Days - LA Pirate Festival</td>
<td>Lake Charles</td>
<td>$10,000</td>
</tr>
<tr>
<td>Shreveport “Southern Soul” Labor Day Blues Festival</td>
<td>Shreveport</td>
<td>$2,000</td>
<td>New Exhibitions/Alexandria Museum of Art</td>
<td>Alexandria</td>
<td>$6,280</td>
</tr>
</tbody>
</table>
Tourism Employment

That investment in tourism to promote and market Louisiana also leads to thousands of direct and indirect jobs for the people of our state. In 2016, the U.S. Bureau of Labor Statistics showed 231,567 jobs were the result of visitor spending in Louisiana. As a result, 1 out of every 8.6 people in Louisiana are employed in a tourism-related job. In Louisiana, the tourism industry directly employs people in a variety of sectors, such as:

- Hotels
- Attractions
- Restaurants and Bars
- Gaming and Amusements
- Food and Beverage Stores
- Retail Shops
- Construction
- Transportation Services
- Gasoline Stations
- Real Estate

When compared to other segments of employment in Louisiana, the tourism industry ranks fourth.

<table>
<thead>
<tr>
<th>Employment Sector</th>
<th>Number of Employed (Jan.-Dec. 2016)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation, Trade, &amp; Utilities</td>
<td>388,442</td>
</tr>
<tr>
<td>Government</td>
<td>325,250</td>
</tr>
<tr>
<td>Education &amp; Health Services</td>
<td>310,150</td>
</tr>
<tr>
<td>Tourism (Leisure &amp; Hospitality)</td>
<td>231,567</td>
</tr>
<tr>
<td>Business Services</td>
<td>210,458</td>
</tr>
<tr>
<td>Construction</td>
<td>140,450</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>124,008</td>
</tr>
<tr>
<td>Financial Services</td>
<td>92,317</td>
</tr>
<tr>
<td>Other Services</td>
<td>75,533</td>
</tr>
<tr>
<td>Mining &amp; Logging</td>
<td>38,042</td>
</tr>
</tbody>
</table>

2016 Creative Campaign

Advertising and marketing help to build tourism. To accentuate the importance of advertising, those who remembered Louisiana’s advertising are four times more likely to intend to visit as those who do not.

With this in mind, the Office of Tourism focuses the bulk of out of state advertising in key drive/fly markets around the southeastern United States. Texas is the largest source of visitors to Louisiana, representing 19 percent of all domestic visitors. Other southeastern states include Mississippi, Alabama, Florida, Georgia, Tennessee, North Carolina, and Oklahoma. The primary metropolitan areas of focus located in drive markets are Dallas-Fort Worth and Houston, TX; Jackson, MS; Little Rock, AR; Mobile, AL; Pensacola, FL; and Beaumont-Port Arthur, TX. Important fly/drive markets include Atlanta, Austin, Birmingham, Memphis, San Antonio, and Oklahoma City.

Travelers generally make major trip decisions in predictable patterns. For example, travelers generally prefer a safe location, available activities and attractions, and having family/friends nearby when choosing a trip destination. Travelers to Louisiana typically choose destinations that provide reasonable costs, plenty of things to see and do, beauty/scenery, ability to relax and unwind, safety/security, good weather and climate, and friendly locals.

In 2016, the focus of our out of state creative campaign was on Culinary and Cuisine. A common denominator in our cuisine is seafood. With that in mind, we thought about the four legs of Louisiana’s tourism promotions—cuisine, festivals, outdoors, and culture/history. The 2016 creative campaign was designed around making Louisiana’s unique and flavorful cuisine the primary focus without losing sight of the other three, combining our marketing to tempt potential visitors in indulging in other areas while promoting Louisiana as a desirable travel destination.

Here is a sampling of the 2016 creative marketing campaign used outside Louisiana to promote increased visitation to our state.
COME INDULGE IN
BANANAS FOSTER BREAD PUDDING
SWEETENED WITH
LOUISIANA CHARM

Come dig in to the unique cuisine and cultural experiences you’ll find only in Louisiana. Learn more and plan your getaway at LouisianaTravel.com.

©2014 Louisiana Department of Culture, Recreation & Tourism

LouisianaTravel.com
Come enjoy Louisiana Crawfish Bisque garnished with centuries of history.

Come dig in to the unique cuisine and cultural experiences you’ll find only in Louisiana. Learn more and plan your getaway at LouisianaTravel.com.

©2016 Louisiana Department of Culture, Recreation & Tourism.
Come enjoy the Louisiana State Cocktail with a twist. Come dip into the unique culinary traditions and cultural experiences you’ll find only in Louisiana. Plan your getaway at LouisianaTravel.com.
COME ENJOY
LOUISIANA SEAFOOD GUMBO

PAIRED WITH
ARCHITECTURE AGED TO PERFECTION

Come dig in to the unique cuisine and unparalleled cultural experiences you’ll find only in Louisiana. Plan your getaway at LouisianaTravel.com.

Visit Louisiana Department of Culture, Recreation & Tourism

LouisianaTravel.com
WE INVENTED
THE COCKTAIL
COME
THANK US IN PERSON

Come enjoy the deep culinary and cocktail traditions you’ll find only in Louisiana. Plan your getaway at LouisianaTravel.com.

©2014 Louisiana Department of Culture, Recreation & Tourism

LouisianaTravel.com
COME TRY
GRILLED LOUISIANA OYSTERS
Topped with
UNFORGETTABLE OUTDOOR ADVENTURES

Come dig into the unique cuisine and cultural experiences you’ll find only in Louisiana. Learn more and plan your getaway at LouisianaTravel.com.

© 2014 Louisiana Department of Culture, Recreation & Tourism
COME ENJOY
LOUISIANA BBQ SHRIMP
PEPPERCED WITH
HOT ZYDECO

Come dig in to the unique cuisine and cultural experiences you’ll find only in Louisiana. Learn more and plan your getaway at LouisianaTravel.com.
MAKE GOOD USE OF THE SILVER
THEN ENJOY SOME BRASS

Come dig into the unique cuisine and cultural experiences you’ll find only in Louisiana. Learn more and plan your getaway at LouisianaTravel.com.
Broadcast

BBQ/Zydeco

Bisque/History

Bananas/Charm

Oysters/Adventure
2016 Partnership Opportunities and Promotion

**March**

**Travel South Domestic Showcase: March 6 – 9, 2016; Winston-Salem, NC**

Travel South Domestic Showcase affords Southern suppliers the opportunity to conduct pre-scheduled appointments with top U.S. and Canadian operators and travel trade media who have a targeted interest in bringing tourism business to the Southern states. Louisiana sponsored the Welcome Breakfast with the help of participating DMOs.

**ITB 2016: March 9 – 16, 2016; Berlin, Germany**

LOT and partners attended the world’s largest travel trade show held in Berlin, Germany. ITB attracts more than 10,000 exhibitors from 185 countries and 115,000 trade visitors. Louisiana had its own space within a Deep South section in the Brand USA pavilion. Germany continues to rank as one of the top three overseas markets for Louisiana.

**World Travel Market – Latin America: March 29 – 31, 2016; Sao Paulo, Brazil**

The 4th World Travel Market Latin America, the leading global event for the Latin American travel industry, is a three-day business-to-business (B2B) event. WTM Latin America has also absorbed the Braztoa Business Event, the annual meeting of Brazilian tour operators who sell 90 percent of Brazil’s outbound trips. Louisiana exhibited in a Southern States space within the Brand USA Pavilion.
Louisiana talks travel with Canadian Trade

By: Blake Wolfe

Representatives of Louisiana’s tourism industry headed north this week to meet with the Canadian travel trade, showcasing what’s new in the bayou and beyond for 2016.

Thirty Louisiana travel partners representing the state’s many travel draws met with the trade in Toronto during lunch and dinner events; the delegation heads to Vancouver next to meet with agents and tour operators in Western Canada.

In a one-on-one interview with PAX, Louisiana’s Lieutenant Governor Billy Nungesser outlined the Pelican State’s travel draws and relationship with Canada, which remains its top international tourist market. According to Nungesser, Canadians make up approximately 40 per cent of Louisiana’s arrivals, drawn by common links such as a shared French heritage and hospitable personality.

“We pride ourselves on our people – it’s contagious across Louisiana,” Nungesser said, adding that the state’s residents are “our best salespeople.

“We’ve found that Canadians are a lot like Louisiana – it’s not uncommon to get a friendly hello on the street here.”


April

Sales/Media Mission to Canada: April 25 – 29, 2016; Toronto/Vancouver, Canada

The Lt. Governor led a Louisiana delegation to our two largest Canadian markets-Toronto and Vancouver. LOT hosted a media and tour operator luncheon and an evening reception for travel agents in each city. Canada remains the number one market for international visitors to Louisiana.

This mission garnered several articles of positive press for Louisiana’s tourism industry, including an interview on the Chris Robinson Travel Show. Lt. Governor Billy Nungesser sat with Chris to speak about the rich tourist offerings we have in Louisiana, as well as the warm southern hospitality of the Louisiana people.

On A Mission Louisiana Takes Aim At Welcoming More Canadians

Louisiana’s department of tourism called in Toronto yesterday (Tuesday) to celebrate its relationship with its top international market.

In fact, with 28 state suppliers, led by Lieutenant Governor Billy Nungesser, the international sales mission ranked as the state’s largest ever.

 “[Canada] is our No. 1 market, but we want to grow that market and get more Canadians coming down,” he told a trade audience at Ruth’s Chris Steak House at the Hilton.

Nungesser said he personally owed Canada a vote of thanks for helping him succeed in his business life, but added that Canadians and Louisiana in general have “a great friendship.”

In particular, he noted, “The French culture is something we really connect on!”
June

U.S. Travel Association’s IPW 2016: June 18-22, 2016 New Orleans, LA

New Orleans and Louisiana played host to the 2016 U.S. Travel Association’s IPW, the largest travel trade show in North America. The event is a one-stop opportunity for U.S. destinations, attractions, and businesses to showcase themselves to thousands of influential travel professionals from international markets.
During the five-day event, more than 105,000 pre-scheduled appointments were conducted. According to Rockport Analytics, an independent research firm, travel initiated during IPW 2016 in New Orleans is projected to bring $4.7 billion in direct booking and 8.8 million international visitors to U.S. destinations over the next three years. For Louisiana, hosting IPW 2016 and the media tours before and after the show are estimated to bring an additional 1 million international visitors and $1.7 billion in direct economic impact to the state.
August

LG Summit on Tourism: Aug. 23 – 25, 2016; Shreveport
LOT and Shreveport, LA hosted this annual gathering of Louisiana tourism professionals at the Shreveport Convention Center. More than 500 travel industry stakeholders attended the 2016 Lt. Governor’s Tourism Summit. Joining Lt. Governor Billy Nungesser were state and local DMO representatives and spokesmen from Louisiana travel attractions, overnight and food providers, and regional and national travel editorial and advertising outlets. Activities included Nungesser’s annual Louisiana travel industry update, several professional seminars and workshops, and stakeholder networking opportunities.

September

Travel South USA China Mission: Sept 6 – 16, 2016; Yinchuan, Beijing & Shanghai
China has approximately 100 million outbound visitors annually and is expected to be the number one overseas inbound market to the U.S. by 2019. Louisiana is poised to make considerable increases in inbound Chinese visitors as a result of the exposure it will receive co-hosting IPW 2016 with New Orleans CVB (NOCVB) and Brand USA. The Louisiana Office of Tourism (LOT), along with the New Orleans Convention and Visitors Bureau (NOCVB), and state tourism leaders teamed up with Travel South USA to attract a growing number of Chinese travelers to the state and city. Representatives from Louisiana participated in a Travel South USA International Sales Mission to Shanghai and Beijing reinforcing interest in the southern United States to Chinese international travelers, especially Louisiana and the city of New Orleans. Prior to the sales mission, LOT Assistant Secretary Kyle Edmiston participated in the China-U.S. Tourism Leadership Summit in Yinchuan, China, promoting Louisiana’s culture, cuisine, and outdoor experiences to tourism leaders.

In 2015, approximately 2.5 million Chinese travelers visited the United States, making China the 4th largest country for long-bound international travel to the U.S. That number is expected to increase to 3 million in 2016, and by 2021, double to 6 million visitors, moving China into the top spot for the number of long-bound travelers to our country and exceeding the number of visitors from Germany, France, and Australia combined.

From Louisiana, the following participated in the Travel South USA led event:
- Kyle Edmiston, Louisiana Office of Tourism
- Kim Priez, New Orleans CVB
- Mike Prejean, Louisiana Office of Tourism
- Kevin Kelly, Houmas House Plantation
- Doug Bourgeois, Louisiana Office of Tourism
- Harolyn Falgoust, Monroe/West Monroe CVB
October

Garden & Gun Culinary Mission: Oct. 3 – 4, 2016; Charleston, SC

Louisiana chefs took the reins of eight Charleston kitchens to prepare dishes bringing a little Cajun flare to the taste of the Lowcountry. Despite the threat of a hurricane, the Louisiana in the Lowcountry event filled restaurants with people looking for a little spice. Additionally, the chefs prepared sample dishes at a preview night for the Garden & Gun editorial staff, more than 200 club members and media. During the trip, Lt. Governor Nungesser promoted the state on three television stations and held several interviews with Charleston-area publications that have resulted in long-term promotion and stories about Louisiana.

Louisiana in the Lowcountry garnered positive coverage online, in print, and on television, with Lt. Governor Nungesser or a participating chef being interviewed live on all three Charleston television stations. Other examples of positive press outside Louisiana include:


Travel South/Food Network Mission & Meredith Publications Editorial Roundtable: Oct. 18 – 21, 2016; New York, NY

Travel South members met New York City for a day of meetings with receptive tour operators and media outlets. The Food Network hosted an evening reception at their headquarters for 50 select receptive operators, various Food Network celebrities and the Travel South delegates. The mission also included two days of travel trade training in New York and Boston.

As a part of Meredith’s Taste & Travel program, Travel South members met with key editorial staff of Meredith Publications at their offices in New York.
LOT and Louisiana CVB partners attended the largest travel trade show in the UK. This show was the first opportunity to promote Louisiana in the UK following the announcement of a direct flight aboard British Airways from London to New Orleans. The Louisiana delegation showcased as part of a unified Travel South USA booth with 11 other southeastern states. The delegation had the opportunity to promote their areas to more than 50,000 travel industry professionals, government ministers, and international media members from more than 175 countries and regions.

Travel South International Showcase: Nov. 28 – Dec. 1, 2016; Atlanta, GA
LOT and more than 20 Louisiana destinations and attractions traveled to Atlanta to meet with approximately 100 international tour operators. The 5th annual Travel South USA International Showcase featured networking events, music, entertainment, shopping and some of the best Southern destinations and attractions included to showcase “Southern Hospitality.” Louisiana sponsored a chef to participate in the “Taste & Tunes” event. Travel South International Showcase was held in New Orleans in 2014 and will return in 2020.
2016 Louisiana Office of Tourism Awards

The Louisiana Office of Tourism (LOT) was recognized with several prestigious awards in 2016. In September, the Southeast Tourism Society named LOT the State Tourism Office of the Year for 2016 during its Shining Example Awards in Birmingham, AL. This marks the second time LOT has earned this distinction, being named State Tourism Office of the Year in 2013.

Also in September, the National Council of State Tourism Directors and the U.S. Travel Association recognized LOT with three 2016 Mercury Awards for marketing, including Best Overall Campaign for its “Destination Recipe Video Series” campaign. Louisiana took home more awards this year than any other destination in the United States. The Mercury Awards inspire the continued development of imaginative and exciting marketing and promotional programs. LOT was awarded 2016 Mercury Awards for:

- **Best Travel Website**: LouisianaTravel.com
- **Best Social Media Campaign**
  - Facebook: Facebook.com/LouisianaTravel
  - Twitter: Twitter.com/louisianatravel
  - Instagram: Instagram.com/louisianatravel
  - Flickr: Flickr.com/photos/officiallouisiana
  - Pinterest: Pinterest.com/louisianatravel
- **Judges’ Choice for Best Overall Campaign**: “Destination Recipe Video Series”
  - How to make Crawfish Bread (video)
  - How to make Crawfish Etouffee (video)

In 2015, the Louisiana Office of Tourism won a Mercury Award for its print advertising campaign.

And in December 2016, the Hospitality Sales and Marketing Association International (HSMAI) honored the Louisiana Office of Tourism (LOT) with a Gold Adrian Award for digital marketing excellence for its “Destination Recipe Video Series.” The videos, which have garnered more than 2 million views in six months, were produced in collaboration with our agency, Miles Partnership. This marks the third year in the last four LOT earned an Adrian Award for digital marketing, earning the award in 2013 and 2014, and the first time earning a Gold Adrian Award. The Adrian Awards, awarded at levels of Platinum, Gold, Silver, and Bronze, are recognized as the largest and most prestigious global travel marketing competition.