Helping Develop the Tourism Product

Presented by
Louisiana Travel Promotion Association

Bobbie Eastin, Director of Sales
Stephanie Locklar, Director of Marketing
Rebecca Acosta, Marketing Coordinator
Define Your Product First

- What makes your business/area unique?
- Set yourself apart from others
- Focus on your strongest assets
- Build on your knowledge of the area
LTPA is the Hub of the Tourism Wheel

- LTPA represents interests of the Louisiana Tourism Industry
- LTPA works in partnership with LOT
Should I be a member of LTPA?

- Networking through Meetings and Communications
- Educational Resources
- Governmental Representation
- Marketing Opportunities
- Public Relations Assistance
Area Representatives

David Morton
(318) 255-4421

Coty Begnaud
(337) 857-8571

Michelle Bohan
(225) 768-7679

Christy Himel
(504) 348-3500
Educational Resources

• Tourism Sales & Marketing Courses
  – Nov. 26th – From ABC to XYZ: Understanding the Alphabet Soup of Tourism with Mike Prejean
  – Nov. 27th – The Attitude of Selling with Ken Norton

• Tourism Sales & Marketing Courses
  – Nov. 26th – Internet Marketing
  – Dec. 11th – Microsoft Word

• Certification & Degree Programs
  – Certified Destination Marketing Official (CDMO)
  – Certified Sales & Marketing Executive (CSME)
  – Advanced Certified Louisiana Travel Counselor (ACLTC)
Governmental Action

- Tourism Awareness Day
- Tourism Advocacy Leadership Program
- Louisiana Travel Pac
We’re Here To Help You Bring It All Together

- LTPA’s Annual Marketing Plan
- District Marketing Conferences
- Committee Participation
Cooperative Marketing

- Travel Around Louisiana Mall Shows
- Travel & Vacation Shows
- Christmas Brochure
- Newspaper Tabloid
“Pack Up” Your Business

- Packaging — It’s all about cooperation
- Statewide Vacation Packaging Program
- How does packaging work?
- Is packaging right for me?
Trade in Your Business Cards for Brochures!

- Strategic selling tool
- Photos, descriptive copy, maps, web site address, toll-free number
- Primary inquiry response piece
Internet Brochure Ads
Tourism Thrives on the Net

- You must be present to win
- Give them what they’re surfing for
- Make your presence known
- E-marketing is easy!

LouisianaTravel.com
Louisiana’s Official Website

- 2.4 million visitors in 2001
- “The New Louisiana Purchase” is driving heavy traffic
- You can have a FREE coupon NOW!
  - Wynne Waltman: wynne@compuserve.com
- 152 million Americans are net-active
Louisiana’s Official Guide

- Louisiana Tour Guide is #1
- Only $0.0001 CPU!
- Cooperating Advertising
- Annual Tour Guide Forums
Affiliated Organizations

LCOA
LOUISIANA CAMPGROUND OWNERS ASSOCIATION

Louisiana Bed & Breakfast Association

Louisiana Attractions Association

LOUISIANA ASSOCIATION OF CONVENTION & VISITORS BUREAUS
The Louisiana Travel Promotion Association is a non-profit, private sector trade association representing the State’s travel and hospitality industry. LTPA offers cooperative programs at significant savings so that members can buy more, do more and achieve more.

The mission of the Louisiana Travel Promotion Association is to lead a cohesive and unified effort of private and public tourism-based business in their pursuit of visitation to Louisiana.

Please visit the Official Website of Louisiana at LouisianaTravel.com

Click to View the Latest UPDATE Newsletter

www.LTPA.org
Tourism is Top!

• #2 in Louisiana
• 23.1 million US visitors
• 600,000 international visitors
• Spending in excess of $8.7 billion
• #4 in visitor growth
• Top 12 destination state