Agenda

• Introduction
• History of Program
• Packaging Louisiana Style
• Update
• Panel Questions & Answers
History of the Program

• 2002 Marks Fourth Year
• No Other Destination Offers Anything Similar
• Partnerships with CWT and AAA and growing…
• LOT Perspective
What is a Package?

• A pre-arranged, pre-paid trip arranged by a travel professional that includes at least two travel elements, such as transportation and accommodations. Package travelers may travel independently or as part of a group.
Packaging Louisiana Style

• How It Works
  – Distribution System
  – Package Development
  – Industry Education/involvement
  – Travel Agent Equipment and Training
  – Partner Promotion Efforts
  – Marketing
Packaging Louisiana Style

• How Can You Get Involved?
  – Wholesalers
    • Discount Margin
    • Vendor Contract
  – Local CVBs
Packaging Louisiana Style

• Publications
  – Postcards
  – Going Places

• Internet

• Marketing to Travel Agents
  – FAMS
  – Travel Agent Reference Guide
Wholesaler Package Sales

• 1999
  – 135 Packages
  – $70,669 in Sales

• 2000
  – 330 Packages
  – $142,009 in Sales

• 2001
  – 226 Packages
  – $110,535 in Sales
Packaging Update

• Continue Working With CWT and AAA
• New Opportunity with American Express
• 2002 Travel Agent Reference Guide
• New Wholesaler
Packaging Updates - CWT

• Maintaining National Partnership
  – Increased to full page ads
  – Industry Forums
  – Internet
    • Email Blasts
    • Banner ads
Packaging Updates - AAA

- Working with Auto Club South
- Designated 800#
- Bi-monthly Ads in Going Places Magazine
Packaging Updates - Website

• All Packages Posted on LouisianaTravel.com
• Able to Update Packages Daily!
• Options to Book Packages Online
  – Installed an Automatic Email sent to Agents to Track Packages Sold
Industry Trends

• Residents of the US and Canada took a total of about 144 million overnight packaged trips during 2000, spending approximately $186 billion worldwide.

• Ground transportation and lodging are the largest expenditures for both American and Canadian packaged travel operators.

• Packaged Travel in North America 2000 was strongest in the touring, casino, cruise, theme park and beach markets.

• Overall, the average package cost was $2,759 per travel party.

Source: NTA 2000 Packaged Travel in North America Study
Panel Questions