

Helping Develop the Tourism Product

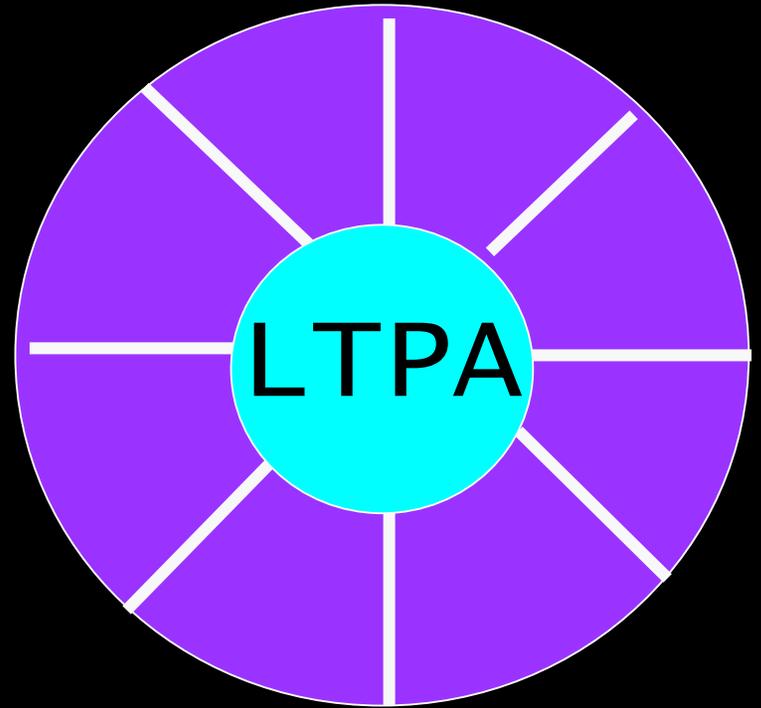
Presented by
Louisiana Travel Promotion Association

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

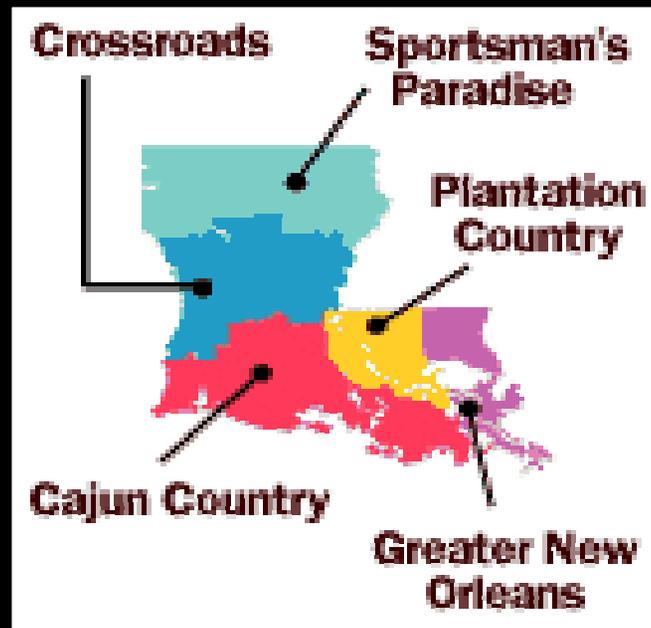
Should I be a member of LTPA?

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



Area Representatives

David Morton
(318) 255-4421



Michelle Bohan
(225) 768-7679

Coty Begnaud
(337) 857-8571

Christy Himel
(504) 348-3500



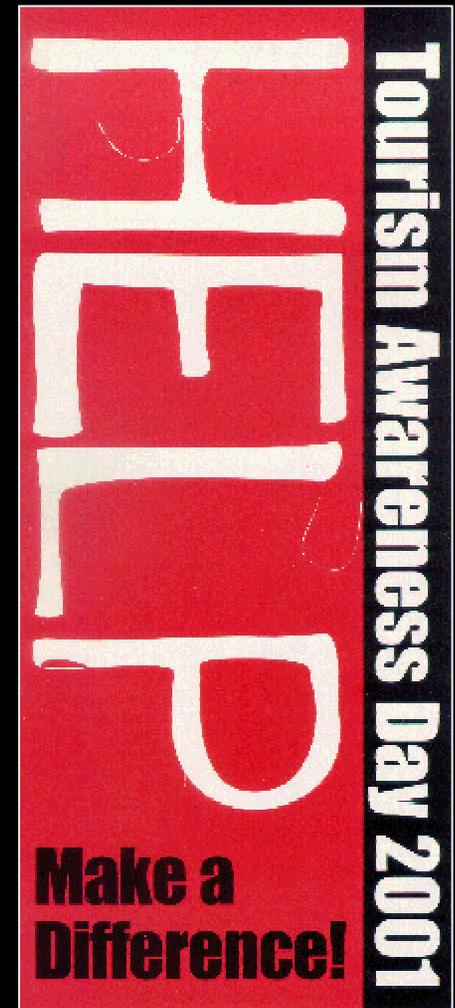
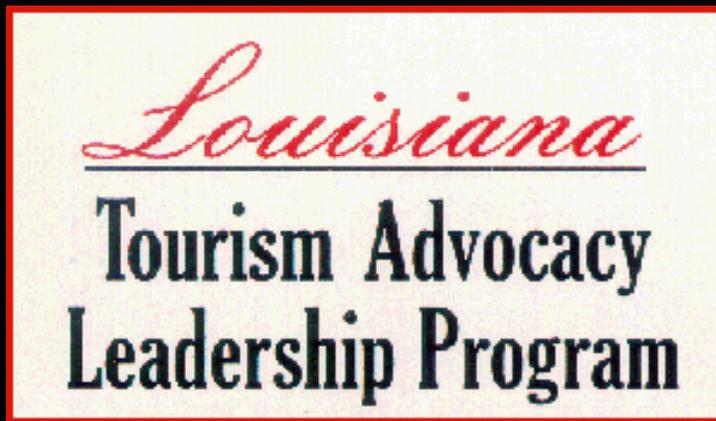
Educational Resources

- **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)



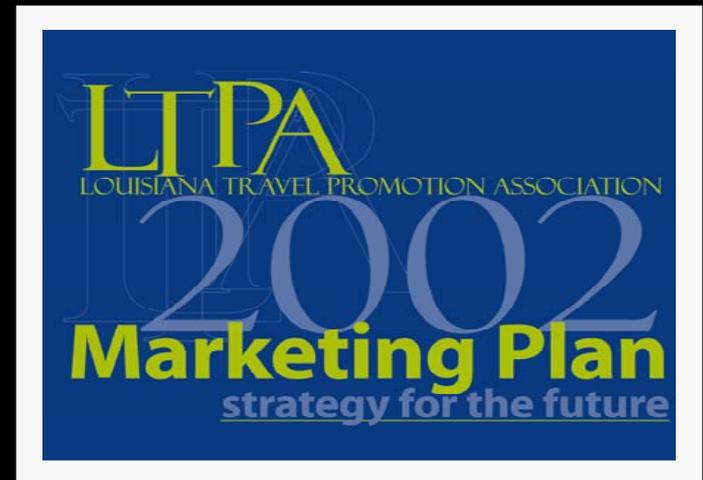
Governmental Action

- 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

Louisiana Travel - Brochures - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

Address <http://www.louisianatravel.com/brochures/brochureDisplay.cfm?dataList=219,1&func=view>

music & fun
golf & outdoors
international
reservations &
coupons

*Fall in love . . .
again!*
Romance
packages
from \$73

SPOTLIGHT

COUNTRY OAKS
Bed and Breakfast
Breaux Bridge, La.

In the heart of Cajun Country, an authentic Acadian country estate built in the 1950's, with charming Acadian cottages. Relax amidst the peace and tranquility of our 14 wooded acres with century-old oak trees. Enjoy our private fishing lake and wooded walking trails.

company:
Country
Oaks Cajun
Cottages

title:
Country
Oaks Cajun
Cottages

I am over the age of 13.
[COPPA's 1998 policy]

Name

U.S. Residents please provide the following information:

Address 1

Address 2

City

State Zip

International Residents please provide the following information:

Address 1

Address 2

Prefecture/County Province/Territory:

Postal Code

Country Please Select
If other, please enter

Client Requesting Brochure

File Edit View Tools Message Help

Reply Reply All Forward Print Delete Previous Next Addresses

From: LA Travel
Date: Tuesday, November 06, 2001 3:40 PM
To: racosta@ltpa.org
Subject: Client Requesting Brochure

A Brochure Order has been placed for: Cajun Country Campground
Please send a brochure to the following shipping address:
email: wmcaug@tx.com
US Citizen:
name: Wendy McCaughn
address1: Rt 2 Box 1239
address2: {no data}
city: Warren
state: Tx
zip: 77664

You have signed up to participate in LTPA's Internet Brochure Ad Program. As a participant of this program, your brochure is being order through www.LouisianaTravel.com.
Fulfillment of this brochure request is the sole responsibility of your property.

If you have any questions, please contact the LTPA Office at info@ltpa.org
-- 205 240 1057

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!



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

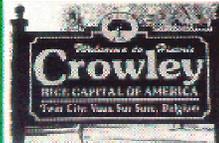


LouisianaTravel.com



Louisiana's Official Guide

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

 <p>ONCE-UPON-A-TIME SPOKEN HERE. And sang, and danced, and played, and eaten and celebrated in a thousand ways... exciting festivals and historic districts... fabulous museums, charming B&B's and marvelous Cajun Restaurants. Travel our unique Zydeco Cajun Prairie Byways and explore the Crystal Rice Plantation in Crowley — the wonderful odd buggies in Church Point — the Frog marais in Rayne — St. Leo's pilgrim chapel in the German community of Robert Cove. Once-Upon-A-Time is alive and well in Acadia Parish. We await your pleasure. For more information Call: 337-783-2108 • 1-877-783-2109 Website: www.acadiatourism.org • Email: aptc@bellsouth.net</p>	
 <p>HISTORIC CITY OF CROWLEY</p> <ul style="list-style-type: none"> • Over 200 structures on National Register of Historic Places • Cajun, Country & Gospel Music Nights at Rice Theatre • May Market, Julyfete, Rice Festival, and Mardi Gras Celebration <p>P.O. Box 1463, Crowley, LA 70527-1463 www.crowley_la.com • E-mail: ricecity@bellsouth.net Telephone (337) 788-4100 • Fax (337) 788-4146</p>	
 <p>Restaurant Banquet-Catering Cajun-International</p> <p>Chef Roy Lyons C.E.C. Chef Benoit Morel</p> <p>1131 Church Point Hwy. • I-10 Exit 82 N. 337-334-7913 www.chefroy.com</p> <p><i>Savor the Taste of Cajun Life</i></p>	 <p>A Taste of the Past</p> <p>Jennings, LA</p> <p><i>Savor great taste at:</i></p> <p>cajun way Family Restaurant Closed Sundays</p> <p>Cajun Way Family Restaurant 1805 N. Parkerson Crowley, LA 337-788-2929</p>
 <p>CITY OF RAYNE "Frog Capital of the World"</p> <p><i>For More Information Contact:</i> City of Rayne • P.O. Box 169 Rayne, LA 70578 337-224-3123 • Fax 224-334-9807 Website: www.rayne.org</p> <p>For Your Next Camper Rally Visit RAYNE:</p> <ul style="list-style-type: none"> • Over 600 Camper Hook-Ups • 30 & 50 amp Electricity • 20,000 sq. ft. Civic Center 	 <p>CRYSTAL RICE PLANTATION More than you would imagine!</p> <p>Rice and Crawfish Farm Tour</p> <p>The Blue Rose Museum Wright Automobiles Collection 8:00 - 4:00 pm Sat by appt. e-mail: airtour@crp.crowley.la</p> <p>337-783-6417 www.crsilrice.com</p>

Affiliated Organizations

LCOA
LOUISIANA CAMPGROUND
OWNERS ASSOCIATION



LOUISIANA ASSOCIATION
LACVB
OF CONVENTION & VISITORS BUREAUS

Around the Clock Access

Home Page - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History Print Refresh

Address <http://www.ltpa.org/> Go

Home	Membership	Activities & Events	Marketing	2002 Summit	School & Education
	Registrations	Associations	Grassroots	Contact Us	



LOUISIANA
TRAVEL PROMOTION
ASSOCIATION

1165 South Foster Drive, 70806
P.O. Box 3988, Baton Rouge, LA 70821
Phone: 225-346-1857 / Fax: 225-336-4154
Email: info@ltpa.org

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 away

[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