

Louisiana

Come As You Are. *Leave Different.*[®]

Packaging Louisiana

2002 Louisiana Travel and Tourism Summit

January 23, 2002

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.

Panel Questions