Travel Industry Insights

Tourism is big business to Louisiana

2021 ANNUAL VISITORS

41 MILLION

Domestic & International

2021 SPENDING

16.8 BILLION

Louisiana attracted 41 million domestic and international visitors to the state in 2021. Louisiana generated $16.8 billion in visitor spending in 2021, and $1.6 billion total state and local tax revenues by travel and tourism activities.

LOUISIANA RESEARCH | LOUISIANA OFFICE OF TOURISM

- The Louisiana travel and tourism industry is the 5th highest employer in the state.
- Top 3 – leisure travel activities for Louisiana domestics travelers are:
  1. Shopping
  2. Culinary/Dining Experiences
  3. Visiting Friends and Relatives
DISTRIBUTION

- 50% of printed copies are shipped to travelers via direct request.
- 50% of printed copies are distributed at high-traffic locations in and out of the state:
  - State Welcome Centers & Certified Visitor Centers
  - NEW Louis Armstrong New Orleans International Airport
  - Hotels across the state

The Louisiana Inspiration Guide is the official fulfillment piece for all inquiries to the Louisiana Office of Tourism. Guides are distributed to visitors who request a mailed copy while they are planning trips, or are in Louisiana already looking for things to see and do. Your message reaches an incredibly qualified audience that you could not access anywhere else. The piece is also available in a digital format on ExploreLouisiana.com.
Digital Version of Louisiana Inspiration Guide

ABOUT

• Digital version of the printed guide
• Displays article content in a scrollable format
• Reaches highly qualified audience of travelers planning to visit Louisiana
• Ad placements are organically incorporated throughout eGuide content

QUICK STATS

<table>
<thead>
<tr>
<th>Visitors</th>
<th>Pageviews</th>
<th>Average Time on Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>9,500</td>
<td>371,000</td>
<td>00:03:42</td>
</tr>
</tbody>
</table>

PRICE

<table>
<thead>
<tr>
<th>ITEM</th>
<th>NET RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PELICAN STATE PACKAGE</td>
<td></td>
</tr>
<tr>
<td>Native Content, Interstitials &amp; Banner Ads</td>
<td>$1,950</td>
</tr>
<tr>
<td>BALD CYPRESS PACKAGE</td>
<td></td>
</tr>
<tr>
<td>Banner Ads, First Spot Placement in One eNewsletter</td>
<td>$1,855</td>
</tr>
<tr>
<td>CATAHOULA PACKAGE</td>
<td></td>
</tr>
<tr>
<td>Banner Ads only</td>
<td>$740</td>
</tr>
</tbody>
</table>

NATIVE CONTENT

• Formatted like an article using verbiage you supply
• Contains slideshow of photos and opportunity to embed video
• Call-to-action (CTA) button links to your website
• Only available through the Pelican State package

INTERSTITIAL ADS

• Placement every 3 article views
• Links to your site
• Delivered through Google Ad Manager to measure impressions, clicks and CTR
• Only available through the Pelican State package

BANNER ADS

• Square (“Lily”) ads highly visible on homepage
• Floating banner ad appears across all pages of eGuide
• Links to your site
• Delivered through Google Ad Manager to measure impressions, clicks and CTR
ABOUT

- Target your message by page placement or season
- Control your exposure and return with monthly reporting and our impressions-over-time model
- **Formatted Ads**: Styled after site content. Drives a high CTR. You supply images and text, we plug-and-play into templates.
- 300 x 175 and 300 x 250 units rotate throughout site content

PRICE

<table>
<thead>
<tr>
<th>ITEM</th>
<th>NET RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BANNER ADVERTISING</td>
<td></td>
</tr>
<tr>
<td>1-Month Package: 25,000 Impressions</td>
<td>$550</td>
</tr>
<tr>
<td>3-Month Package: 75,000 Impressions</td>
<td>$1,500</td>
</tr>
<tr>
<td>6-Month Package: 150,000 Impressions</td>
<td>$2,700</td>
</tr>
<tr>
<td>12-Month Package: 300,000 Impressions</td>
<td>$4,800</td>
</tr>
</tbody>
</table>

QUICK STATS

- **5.9 Million Visits**
- **11.1 Million Pageviews**
- **Average Time on Site: 00:01:00**

3 REASONS TO PARTNER

1. Reach an incredibly qualified audience
2. Targeted, impression-based buys
3. Monthly reports available upon request
ExploreLouisiana.com Featured Listings

ITEM | NET RATE
--- | ---
Featured Listing | $675

ABOUT

• This program places your business in our premium listing tier on ExploreLouisiana.com ensuring that you appear in a top position for an entire year when visitors are planning and booking trips. Featured business listings are differentiated from free listings with a photo and a highlight that commands more attention. This visibility increases engagement. You also have the ability to include an expanded photo gallery within your listing – or you can add videos.
LOUISIANA ENEWS

126K+ Subscribers  48.37% Open Rate

PRICE

<table>
<thead>
<tr>
<th>ITEM</th>
<th>NET RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Leisure eNews</td>
<td>$1,115</td>
</tr>
<tr>
<td>Quarterly Culinary eNews</td>
<td>$1,115</td>
</tr>
</tbody>
</table>

ABOUT

- eNewsletters feature content geared to inspire potential Louisiana visitors
- Engaged audience of opt-in readers
- Advertisers are showcased in appealing content-style format
- Clicks go directly to advertiser’s site with tracking code attached to measure results
- Monthly and quarterly Culinary (February, May, August, November) deployment options available
- Monthly reports available upon request
A Message From Our Partner

July 2021

Savor the Northshore during Tammany Taste of Summer this August!

Plan to take advantage of delicious deals at accommodations, restaurants and attractions in St. Tammany Parish that you can only get when you eat, play and stay during the Tammany Taste of Summer, Aug. 1-31. Click the button below to sign up for your FREE Tammany Taste of Summer Savings Pass!

Get Savings Pass

LOUISIANA ENews

126K+ Subscribers 48.49% Open Rate

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<th>ITEM</th>
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</thead>
<tbody>
<tr>
<td>Custom eNewsletter</td>
<td>$4,797</td>
</tr>
</tbody>
</table>

(max 1 per quarter)

ABOUT

• Work with our team to create your own 100% share-of-voice custom message to send to Louisiana’s opt-in subscriber list of those interested in planning a trip to Louisiana.

• This option is available on a schedule of your choosing, though space is limited.

• Engaged audience of opt-in readers

• Reporting included
Louisiana Culinary Promotion

**ABOUT**

- Package includes rotating banner ads on Louisiana Culinary Trails on ExploreLouisiana.com and one or two insertions in a quarterly culinary eNewsletter.
- Quarterly culinary eNewsletter deploys February, May, August and November.
- Engaged audience of opt-in readers.
- Advertisers are showcased in appealing content-style format in eNewsletter.
- Clicks go directly to advertiser’s site with tracking code attached to measure results.
- Monthly reports available upon request.

**PRICE**

<table>
<thead>
<tr>
<th>DIGITAL ADS</th>
<th>NET RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 months on culinary page w/ 1 eNews</td>
<td>$2,615</td>
</tr>
<tr>
<td>12 months on culinary page w/ 2 eNews</td>
<td>$4,735</td>
</tr>
</tbody>
</table>

Limited number available
Trip Ideas Sponsorship Content Program

- Share your message with travelers looking for ideas as they plan their trip.
- Sponsorship includes a content block on the highly visited TRIP IDEAS page as well as a corresponding article page.
- You provide copy, images and outbound links to your website – we create your page.

<table>
<thead>
<tr>
<th>ITEM</th>
<th>NET RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>One quarter</td>
<td>$1,495</td>
</tr>
<tr>
<td>12 Months</td>
<td>$5,895</td>
</tr>
</tbody>
</table>

To book your ad:
Fran McManus • 504-458-3658 • FranMcManus@LouisianaTravel.com

Submit ad materials to:
Cynthia Hazell-Cutchin • 800-683-0010 ext. 4684 • Cynthia.Hazell@MilesPartnership.com
Submit Ad Materials To: Cynthia Hazell-Cutchin • 800-683-0010 ext: 4684 • Cynthia.Hazell@MilesPartnership.com