

LouisianaTravel.com

Miles Media



Agenda

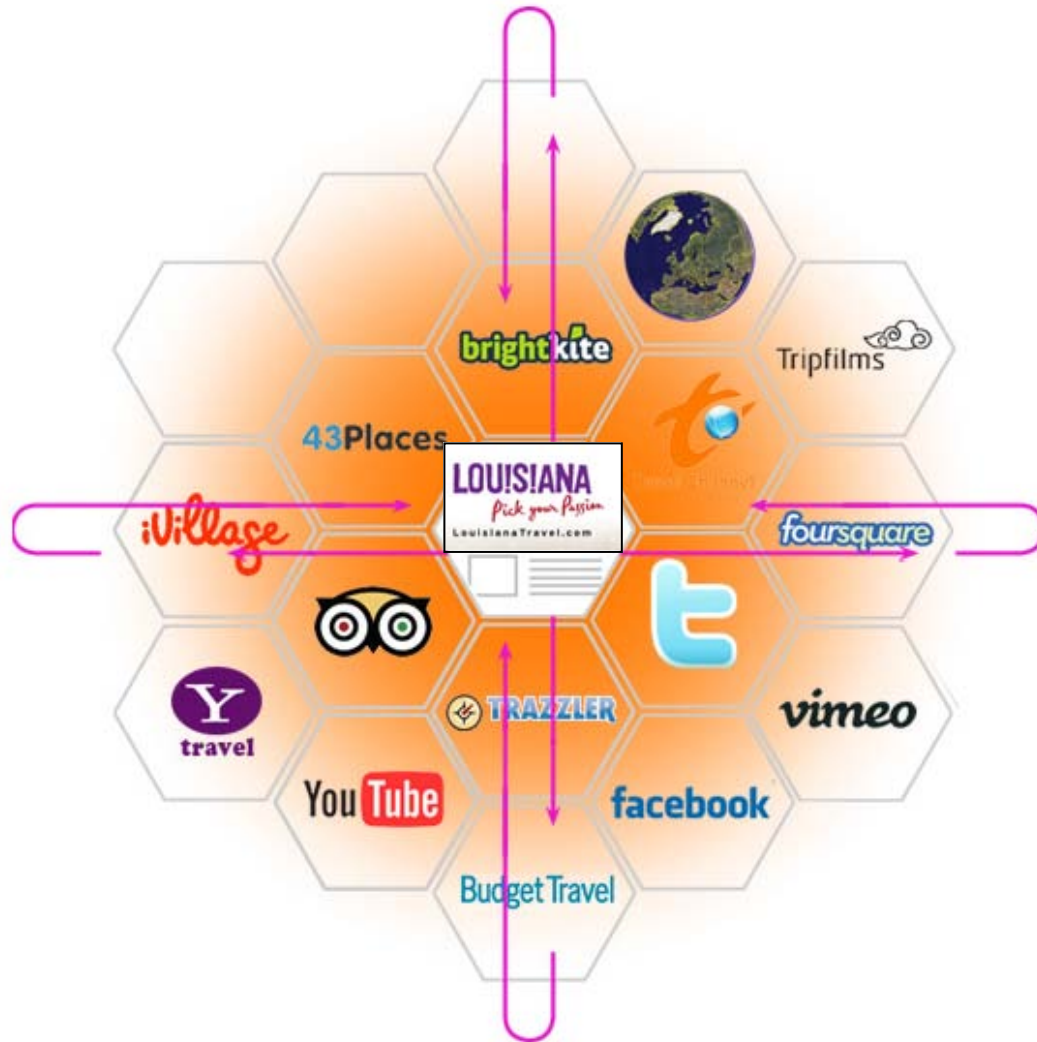
- The Role of a Destination Website
- Louisiana's Content Marketing Platform
- LouisianaTravel.com Update
- Stand-out Advertising Options



The Role of a Destination Website



The Role of a Destination Website



LouisianaTravel.com: Content Platform

The Official Tourism Site of Louisiana

Travel Tools

LOUISIANA
Pick your Passion

Places to Stay ▾ Plan Activities ▾ Passions ▾ Destinations ▾

Louisiana.

Find a festival that fits your passion.

Enjoy more than 400 fun-filled fe

Discover the fun a

Book a Room in Louisiana

Check-In: Type:

Check-Out: City:

Lt. Governor's Blog

Foodie Town
LouisianaTravel.com | Fri, Sep. 16

This week, Travel Leisure magazine announced America's best cities for foodies and gave New Orleans the top spot. While

[READ MORE](#)

Welcome from the Lt. Governor

Events Calendar

Start Date End Date

Enter a date range to find out what's going on in Louisiana during your trip.

Virtual VISITOR CENTER

Download eGuides and find social media links.

All a Twitter In Louisiana

LOUISIANA the official BLOG

LOUISIANA Do you like FREE things? Well, check out this list of 200 fun and FREE things to do in #Louisiana! [#Louisiana200](http://t.co/V0R3vnnb)
11 minutes ago · reply · retweet · favorite

GO BR visitbatonrouge Make plans now! Tomorrow is First Wednesday at the Baton Rouge Gallery. [#GoBR](http://ow.ly/6NyGE)
13 minutes ago · reply · retweet · favorite

FREE
Tour Guide
[Order Now](#)

Content

1,880 New Units

- 205 articles
- 308 city/town descriptions
- 65 parish descriptions
- 1,250 photos
- 52 videos



A screenshot of the Louisiana Travel website. The header features the 'LOUISIANA Pick your Passion' logo, a search bar, and navigation links: 'Places to Stay', 'Plan Activities', 'Passions', and 'Destinations'. The main content area is for 'Houmas House Plantation and Gardens'. It includes a description of the plantation, a location map, and contact information. On the right, there is a 'Amenities' section with sub-sections for Designations, Disabled Traveler Information, Discounts, Facility Amenities, General Information, Guest Information, Payment Options, and Suitable for Ages.

Houmas House Plantation and Gardens

Houmas House is so much more than just a tour of a grand antebellum estate. Experience the southern splendor of "The Sugar Palace" when you step into 16 rooms filled with period antiques and Louisiana artwork. Stay all day and enjoy 38 lush acres of gardens, ponds and a majestic live oak alley. Relax with a refreshing mint julep, enjoy the breeze off the Mississippi River. Embrace the Crown Jewel of Louisiana's River Road at your own pace and experience our hospitality as a welcomed guest.

Location

40136 Hwy. 942, River Road
Darrow, LA 70725
225-473-9300
225-323-8314
Fax: 225-473-7891
Website
Email Property

Amenities

Designations:
National Register of Historic Places

Disabled Traveler Information:
Handicapped Accessible

Discounts:
Group Discount, Student Discount

Facility Amenities:
Bus Parking, Special Packages Available

General Information:
Dates closed: Christmas Day, New Years Day
Open Year-Round

Guest Information:
Family Friendly, Meeting/Tour groups welcome

Payment Options:
American Express, Cash, MasterCard, Visa

Suitable for Ages:
All Ages



Content

Business Listings

- 3,300+ verified listings
- 4,800+ total listings
- 500+ businesses update their listings each month

The screenshot shows the Louisiana Travel website interface. At the top, there's a search bar and navigation links for 'Places to Stay', 'Plan Activities', 'Passions', and 'Destinations'. The main content area is divided into two columns. The left column contains 'Search Options' with filters for 'Places' (Alexandria Area, Baton Rouge Area, Great River Road Area, Houma-Thibodaux-Grand Isle Area, Lafayette Area, Lake Charles Area), 'Types', 'Property Amenities', 'Discounts Offered', and 'Room Amenities'. Below this are several promotional banners for 'ORDER YOUR FREE Tour Guide', 'Henderson' (Cajun Country), 'JEFFERSON' (Experience Jefferson), 'Webster Parish', 'Louisiana's Creole Nature Trail', 'Laura and Whitney Plantations', and 'Hilton Family of Hotels'. The right column is titled 'Bed & Breakfast and Guesthouses' and features a 'Sponsored Listings' section. It lists several hotels with details like phone numbers, addresses, and amenities. A 'Basic Listings' section at the bottom right lists various hotels including Residence Inn by Marriott, Frenchmen Hotel, Best Western Hammond Inn & Suites, Starlight Plantation Bed & Breakfast, Super 8 Motel, Chimes Bed & Breakfast, Andrew Jackson Hotel, French Quarter, Homewood Suites by Hilton Slidell, Best Western Isabelle Court, and Days Inn Lake Charles. A small 'Average Rate/Night \$109.99' badge is visible on the right side of the hotel listings.



Content


Email Marketing

- 135,000 opt-in subscribers
- 4.4 million emails delivered

You are receiving this message because you signed up for Louisiana Travel emails. Click here if you wish to [unsubscribe](#). On a mobile device? See the [mobile version](#).


Share this email on [Facebook](#) [Twitter](#) [LinkedIn](#) [Pinterest](#)

September General Newsletter [LouisianaTravel.com](#)




No boring weekends here. We've got festival fun!
Festival season is kicking into high gear, and this year's main event is Grand Réveil Acadien, a 10-day, multicity celebration of Cajun culture. **JOIN THE PARTY**

Photo by Phillip Gould




Three cheers for fall football

No matter whom you root for, here's what you need to know to tackle game day weekend in Baton Rouge. [Read more](#)




Yes, you do deserve a fall getaway

Reserve one of our comfy state park cabins for an affordable, away-from-it-all fall retreat. [Read more](#)




St. Francisville: Louisiana's Hill Country
The get-back-to-nature, find-each-other-again, discover-something-new kind of place. See for yourself as you explore our rural back roads, boutique shops, historic homes and more.

Come on Over




St. Francisville's White Linen Night
Celebrate the end of summer with live music, artists, local cuisine & shopping. Stroll or hop on the trolley along Royal, Ferdinand & Commerce Streets in downtown St. Francisville.


Specials & Giveaways!




Percy Sledge Headlines Peach Festival
Legendary rock-'n'-roll singer Percy Sledge brings his award-winning voice to the Peach Festival. Sledge performs June 25 at 8 p.m. on the Railroad Park stage. Admission is \$10.

Peaches! Music! Crafts!

BIKE LOUISIANA 

African American HERITAGE TRAIL 

Louisiana PADDLE 

[FREE GUIDE ORDER NOW!](#) | [SIGN UP FOR THE eNEWSLETTER](#) | [FORWARD this email to a friend](#) | [Find Us On](#) [Facebook](#) [Twitter](#) [LinkedIn](#) [YouTube](#)



Content

Social Media

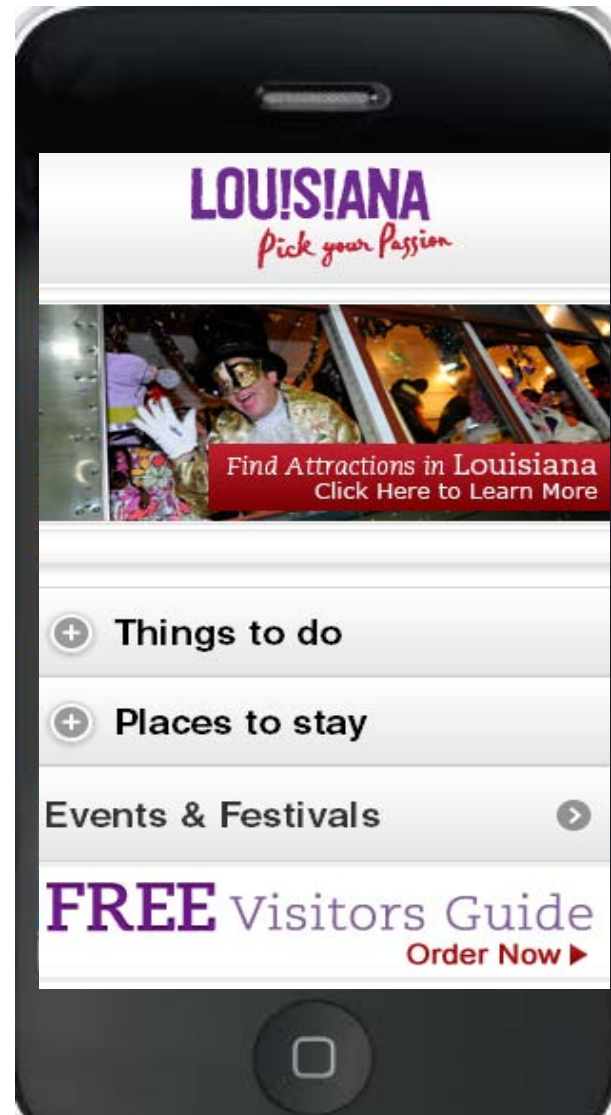
- 7,121 Twitter followers
- 3,785 Facebook Fans
- 625 Flickr photos
- 61 Blog posts
- 15,451 views on YouTube
- Dedicated page on TripAdvisor



Content

Mobile Site

- 30,000 visits a quarter
- +20% from first half of the year



Results

Signals of Intent to Travel

Newsletter Sign Up

159%



Order a Guide

48%



View Business Listing

205%



View Event Details

187%



Results

The screenshot shows a Google search for "louisiana". The search bar contains "louisiana" and the search button is visible. The search results are displayed under the heading "Search" with "About 412,000,000 results (0.11 seconds)".

Everything

- [Louisiana Vacation, Tourism, Travel and Entertainment Information ...](#)
www.louisianatravel.com/
- All the information you need to plan and enjoy a memorable visit to **Louisiana**, from New Orleans to Cajun Country, Baton Rouge, Lafayette, Lake Charles to ...
[Order A Tour Guide - Regions & Cities - Festivals - Activities](#)

Images

Maps

Videos

News

Shopping

More

Sarasota Springs, FL
Change location

Any time

- Past hour
- Past 24 hours
- Past 3 days
- Past week
- Past month
- Past year
- Custom range

Louisiana.gov - The official website of the State of Louisiana
louisiana.gov/

Louisiana.gov contains a comprehensive online directory of services provided by state government. Services include licenses and permits, certifications, ...
[For State Employees - Employment - Departments - Agencies](#)

Louisiana.gov - Explore
louisiana.gov/Explore/About_Louisiana/

There is a rich diversity of peoples in **Louisiana**. They include the original ...
[+ Show more results from louisiana.gov](#)

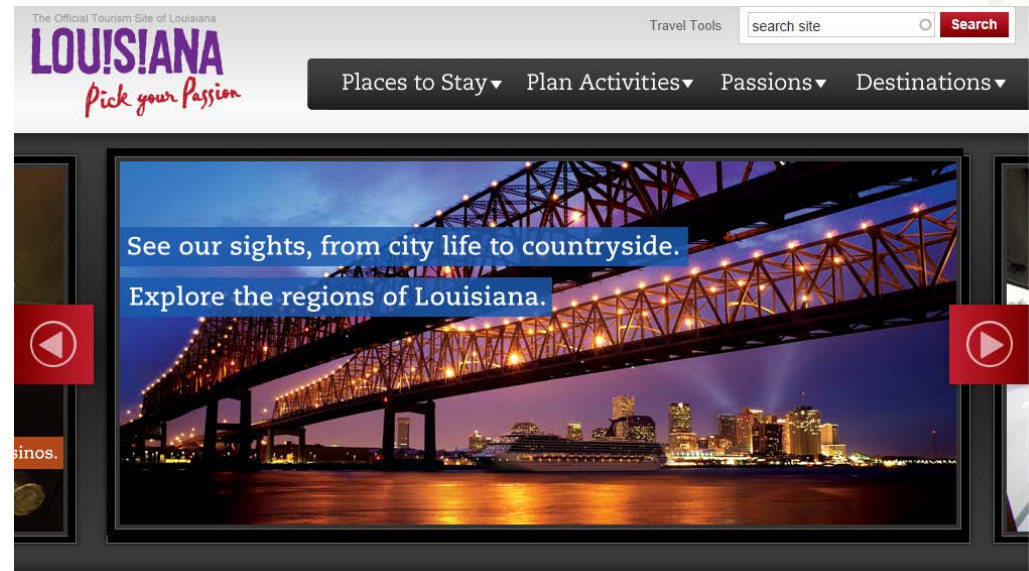
Louisiana maps.google.com



Results

Top-line Statistics

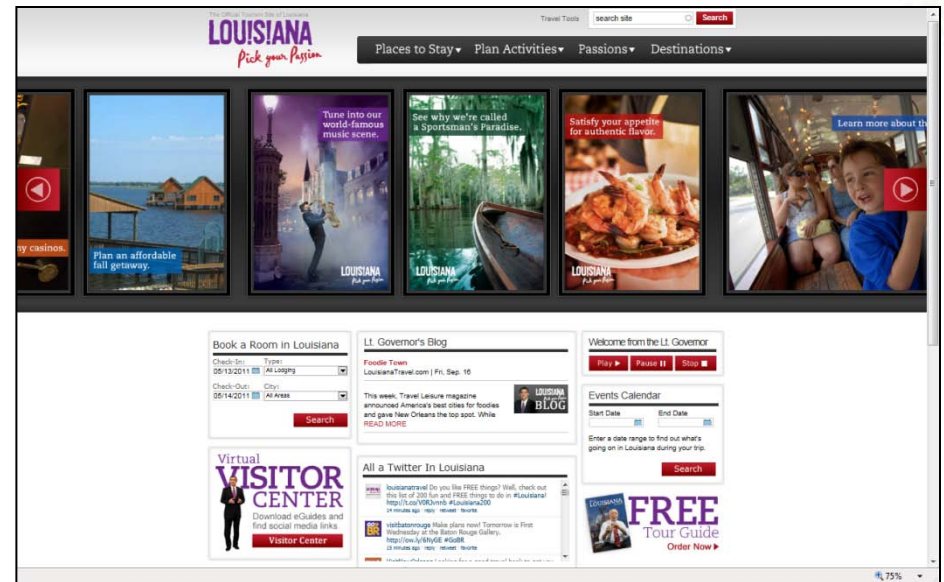
- Monthly visits from 26,000 to **90,000+**
- Average time spent on site over 7 minutes



LouisianaTravel.com Advertising

Benefits

- Engaged audience of travelers who are actively planning a trip
- Within context of official site
- Measurable impact



The World of Online Advertising



Evaluates the performance of online advertising campaigns in the U.S.

Average click-through rate is .1%



LouisianaTravel.com

Rectangle Ads

- Prominent and contextual placement
- Results: impactful branding and high click-through rates
- \$395 per month

The screenshot shows the LouisianaTravel.com website. At the top, there is a navigation bar with the Louisiana logo and tagline "Pick your Passion". The navigation menu includes "Places to Stay", "Plan Activities", "Passions", and "Destinations". A search bar is located in the top right corner. Below the navigation bar, there is a "Recently Viewed" section showing "Home". The main content area features a large banner for "7 Delicious Roadtrips Designed to make you Drool" with a "Fixed Trails by Map" logo and various regional food icons like "BAYOU BOUNTY", "CAPITAL Cuisine", "CREOLE CUISINE", "Delights", "PRAIRIE HOME COOKING", "Zitchee", and "LOUISIANA". Below the banner is a video player showing a chef in a white uniform. To the right of the video player is a section titled "Explore the Trails" with four video thumbnails and their titles: "Trail 01 Video", "Trail 02 Video", "Trail 03 Video", and "Trail 04 Video". Below the video player is a text block titled "Relish the flavors of Louisiana's culinary trails." followed by a paragraph of text. To the right of the text block is a "Download the Culinary Trails Guide" button. At the bottom right of the page is a "GO BR" logo and the text "Visit Baton Rouge.com".



Travel Site Case Study

Rectangle Ads

- 555 click-throughs in one month
- 3.1% click-through
- \$.71 cost-per-click



Travel Site Case Study

Rectangle Ads

- 722 click-throughs in one month
- 3.9% click-through
- \$.55 cost-per-click



LouisianaTravel.com

Featured Listings

- Full-year presence
- Premier location in sought after content
- Results: High levels of profile engagement and click-throughs
- \$995 per year

Comfort Suites Riverfront Hotel
Website | 318-336-1655, 800-260-2715
100 Front St., Vidalia, LA 71373
Relax on the River overlooking historic Natchez! Full service hotel, lighted walkway on river, Salon/Spa on site. 3000 feet meeting space. Packages available! ...
More Details | Save to Travel Tools

Hotel Indigo
Website | 225-343-1515, 877-846-3446
200 CONVENTION ST., Baton Rouge, LA 70801
Hotel Indigo Baton Rouge Downtown is located in Baton Rouge, close to Shaw Center for the Arts, Louisiana State University, and Old State Capitol. Nearby points of interest also...
More Details | Save to Travel Tools

MEDJOY Historic Home / Bed & Breakfast
318-861-4424
601 Ockley Dr. Shreveport, LA 71106
On National Registry. Call for tour appointment.
More Details | Save to Travel Tools

Red River Inn
318-448-3401
3801 Halsey St., Alexandria, LA 71301
Breakfast available, swimming pool, HBO, new rooms, keyless entry, microfridge, phone & fax.
More Details | Save to Travel Tools

Basic Listings

- + Residence Inn by Marriott Towne Center
- + Frenchmen Hotel
- + Best Western Hammond Inn & Suites
- + Starlight Plantation Bed & Breakfast
- + Super 8 Motel

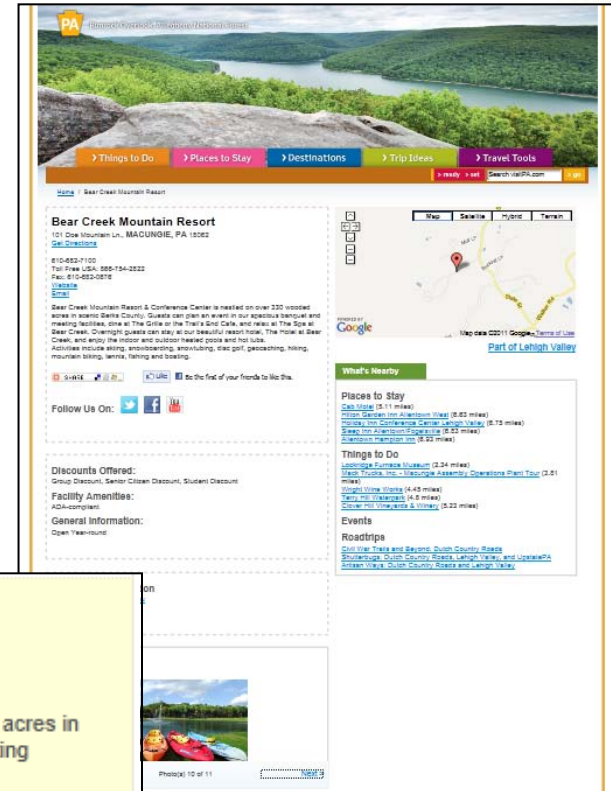
Average Rate/Night
\$109.99
BookDirect



Travel Site Case Study

Featured Listing

- 6,000+ profile opens
- 900+ click-throughs
- \$1 cost per click,
\$.17 per profile open



Bear Creek Mountain Resort



[Website](#) | 610-682-7100, 866-754-2822
101 Doe Mountain Ln., Macungie, PA 18062

Bear Creek Mountain Resort & Conference Center is nestled on over 330 wooded acres in scenic Berks County. Guests can plan an event in our spacious banquet and meeting facilities... [Read More](#)



LouisianaTravel.com


eNewsletter

- Direct message to 135,000 opt-in subscribers
- Timely, high impact
- Photo with copy and call-out
- \$995 per month

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Questions?

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Places to Stay ▾ Plan Activities ▾ Passions ▾ Destinations ▾

Louisiana.

Find a festival that fits your passion.

Enjoy more than 400 fun-filled fe

Discover the fun a

Book a Room in Louisiana

Check-In: 05/13/2011 Type: All Lodging ▾
Check-Out: 05/14/2011 City: All Areas ▾

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60 visitbatonrouge Makes plans now! Tomorrow is First Wednesday at the Baton Rouge Gallery. [#GoBR](http://ow.ly/6NYGE) 13 minutes ago · reply · retweet · favorite

FREE Tour Guide

[Order Now ▸](#)



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Miles Media

