

Welcome to the Louisiana Regional Marketing Meetings



Thank you to our sponsors



LTPA Co-Director Darienne Mobley

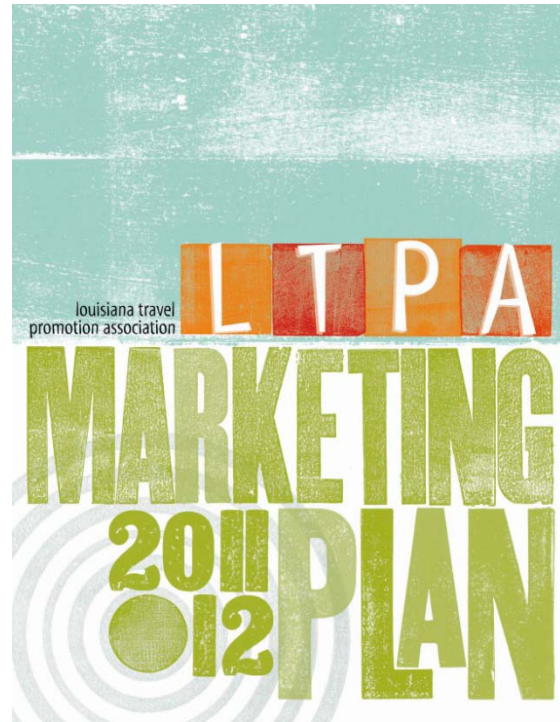


Louisiana Office of Tourism

Misty Velasquez



LTPA Marketing Plan



Benefits of LTPA's Marketing Plan

- Choose from several outlets to promote your business such as magazines, newspapers, internet programs, trade publications, directories and guides
- Target markets selected are based on research from the Louisiana Office of Tourism
- Wide range of opportunities to fit every budget and target audience
- Several of the buy-in programs include great added value components that will increase your reach and stretch your dollar
- Programs in our plan are offered at significant discounts that individual businesses can not get on their own



Digital/Online Opportunities

Louisiana Press
Newspaper Website

Facebook Fan
Generation Campaign

Orbitz

Rich Media Ad
Campaign

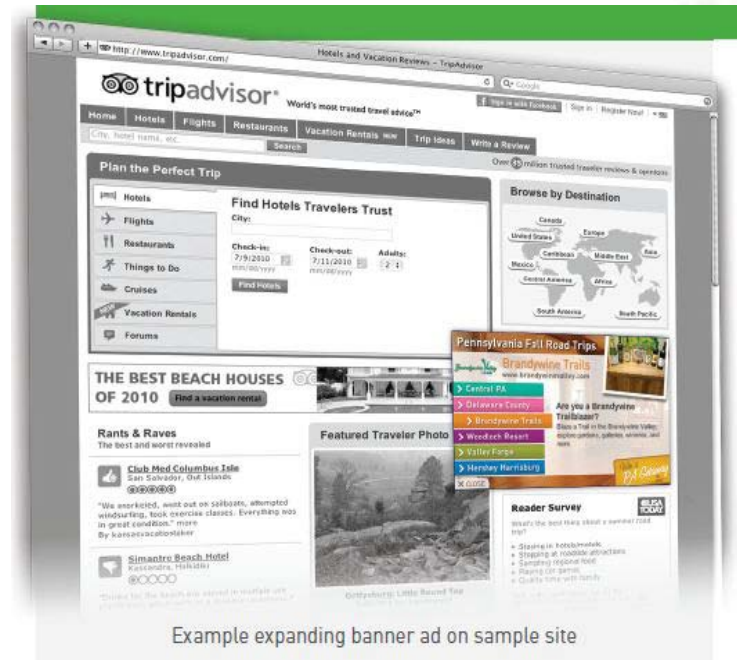
Targeted E-Blast
Campaign



Example landing page



Example revealed landing page for fans showing offer



Example expanding banner ad on sample site



Print Opportunities

AAA Southern Traveler

AARP

Louisiana Cookin'

Multiple Magazine Insert

Outdoor Life

Southern Living

Texas Monthly

Travel 50 and Beyond



LOUISIANA
Pick your Passion
LouisianaTravel.com



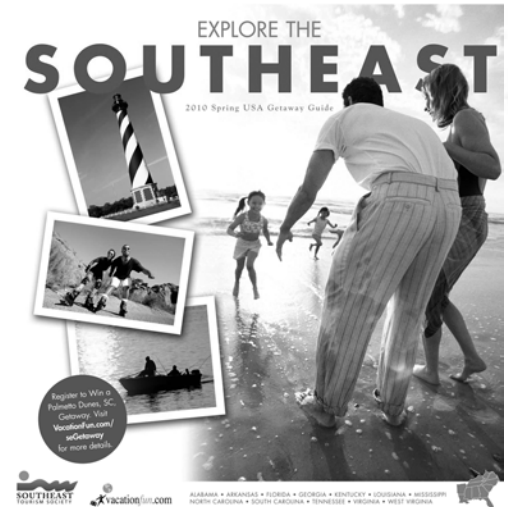
Newspaper Opportunities

Fall Travel Planner Insert

Louisiana Press
Newspaper Insert

STS Newspaper Insert

USA Today



Trade Opportunities

Connect

Group Tour

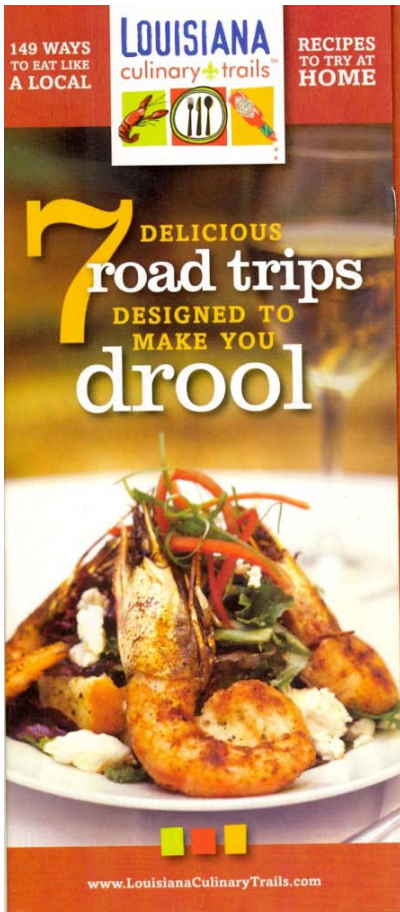
Group Travel Leader

Rejuvenate

Student Group



Culinary Trails 2011



Reasons to Go digital magazine

- 3,000 leads
- 11% open rate
- 1.32 % click to delivered rate (average measures around 0.4%)
- 11 pages viewed per visit
- 1 minute spent per spread

STS Spring Newspaper

- 3,973 leads

Added value ads

- Publications such as O Magazine & Southern Living to name a few

Printed 50,000 guides

Public relations events

- New Orleans Home and Garden Show
- SATW Central Chapter meeting in Lafayette



Louisiana Outdoor Adventures



- First year of program
- 50,000 in circulation
- 138 outdoor listings
- Ads purchased in outdoor publications
- Show participation
- Listings on LouisianaTravel.com



Louisiana Attractions Guide & Recipe Book

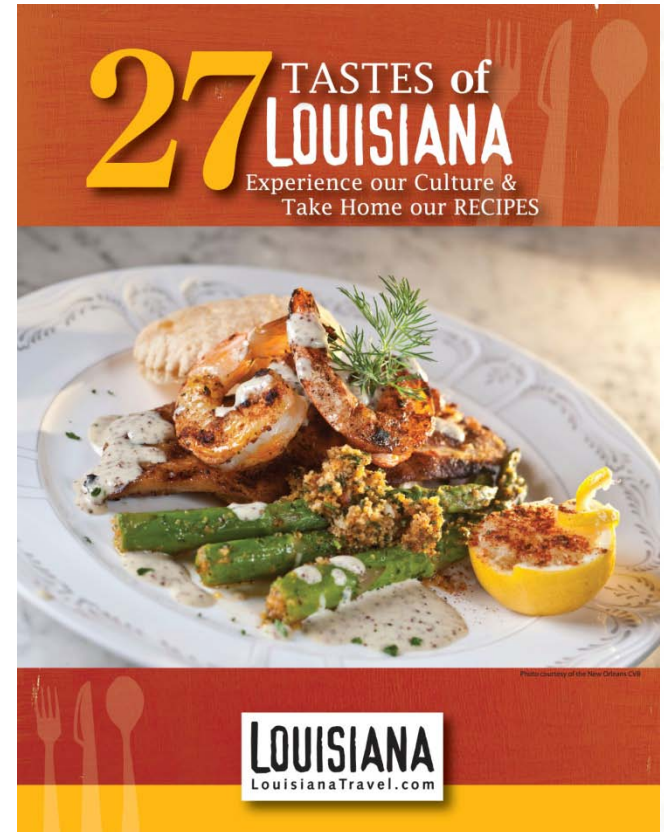


ATTRACTIONS

- #1 guide on distribution-100,000
- Distributed at travel shows and with certified folder

RECIPE BOOK

- Distributed at travel and vacation shows
- Full page sponsor receives free registration to shows



Miles Media



Educational Opportunities

- Social media workshop with Dave Serino
- Sponsored by Miles Media
- November 16
- New Orleans Hampton Inn and Suites Convention Center
- Learn new trends in social media and get the tools you need to take your skills to the next level



Questions & Answers

