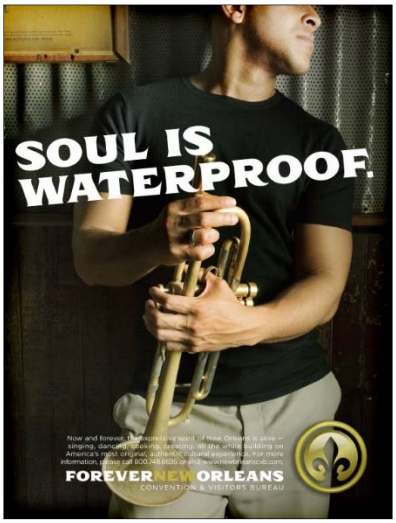
Recovery Snapshot

Tourism Marketing Program

Promoted tourism in storm-impacted parishes by providing grants to 11 parishes to increase the number of visitors

Administering Agency: OCD-DRU **Allocation:** $28,425,066

National Objective(s): Benefit Citizens of Low-to-Moderate Income



Accomplishments

- Provided grants to 14 parishes and the state Department of Culture, Recreation and Tourism to purchase advertising, update websites and generally promote out-of-state tourism post-hurricanes Katrina and Rita
- In New Orleans, the number of tourists increased by 90% from 2006 to 2007, with direct visitor spending generating $4.8 billion in 2007.

General Information

In cooperation with the state Department of Culture, Recreation and Tourism, this program promoted tourism in the storm-impacted parishes by increasing the number of visitors, thereby boosting Louisiana's tax revenues and fostering national consciousness of our unique culture. 11 grants were made supporting 14 distinct parishes and statewide efforts for promotions ranging from family tours to marketing campaigns to tell the story that Louisiana and its communities were open for business.

Recovery Snapshot

Louisiana Tourism Marketing Program *(as of Mar. 31, 2015)*		
Parish	**Amount Disbursed**	**Promotions**
Calcasieu	$913,330	The Southwest Louisiana Convention and Visitors Bureau assembled photographs, improved its website and used advertising and marketing to promote the SW region
Cameron	$36,670	
Jefferson	$807,500	Produced print and broadcast advertisements; created the "Festivals and Fairs" brochure and an economic impact study of marketing by UNO Research Department
Lafourche	$27,660	The Lafourche Parish Tourist Commission solicited travel writers and purchased print advertisements to promote tourism in Lafourche and Terrebonne parishes
Terrebonne	$32,340	
Orleans	$19,994,789	Marketed the Morial Convention Center aggressively as a premier venue for conventions; advertised in 18 major out-of-state markets; assembled positive video footage; created "Forever New Orleans" posters and bumper stickers; created of various brochures; and used web marketing to promote tourism in New Orleans
St. Bernard	$199,949	Developed a website, promoted local tourist events and placed advertisements
St. Charles	$64,254	The River Parishes Tourist Commission conducted out-of-state focus groups and research; used research to create a marketing and advertising campaign that included brochures, videos and ads to promote the New Orleans River Region
St. James	$26,645	
St. John the Baptist	$58,877	
St. Tammany	$657,500	Promoted the Northshore Harbor Center; updated website; used direct mail marketing and conducted end-of-program research study
Tangipahoa	$75,000	Used marketing and advertising, as well as attendance at out-of-state festivals and trade shows to promote tourism
Vermilion	$50,000	Produced visitors guide; redesigned website; and advertised in out-of-state markets
Washington	$50,000	Created an advertising campaign that built upon the "Come Fall in Love with Louisiana" Campaign; updated website
Statewide	$5,430,552	Through CRT, extended the "Come Fall in Love with Louisiana" advertising campaign; purchased national and regional television and radio ads; and marketed the state as open for business
Total	**$28,425,066**	

For More Information: http://www.doa.louisiana.gov/cdbg/ and http://www.rebuild.la.gov/