



ATI & Travel South USA 2025-26 Campaign Summaries

Louisiana Final Campaign Report

Travel South USA and American Tours International partnered to promote Louisiana through a coordinated travel trade marketing campaign. The program combined destination education, webinars, digital marketing, landing pages, newsletters, banner advertising, and editorial exposure to increase awareness among international tour operators and travel advisors.

The Louisiana campaign delivered one of the strongest engagement and production performances among participating Travel South USA states, showcasing the state's unique culture, culinary traditions, music heritage, festivals, and outdoor experiences to ATI's global travel trade network.

Participating destinations included New Orleans, Baton Rouge, and Lafayette. Campaign activities featured a dedicated webinar, destination newsletters, digital advertising, customized landing pages, editorial placements, and email marketing. The webinar generated 183 registrations and 52 live attendees, representing one of the highest engagement levels achieved during the campaign.

The campaign generated 4,483 room nights and more than \$357,207 in revenue, with New Orleans accounting for the largest share of production. Louisiana's distinctive tourism product resonated strongly with international travel professionals, reinforcing the state's position as a premier destination within the Travel South USA region.

Results Dashboard

City	Room Nights	Revenue
Alexandria	9	\$1,129.80
Baton Rouge	117	\$14,070.45
Lafayette	144	\$15,959.73
Lake Charles	33	\$3,247.86
Monroe	6	\$632.28
New Orleans	3950	\$286,069.29
Shreveport	224	\$36,098.10
Grand Total	4483	\$357,207.51

Louisiana Markets	
Domestic	15%
International	85%

ATI Landing Pages



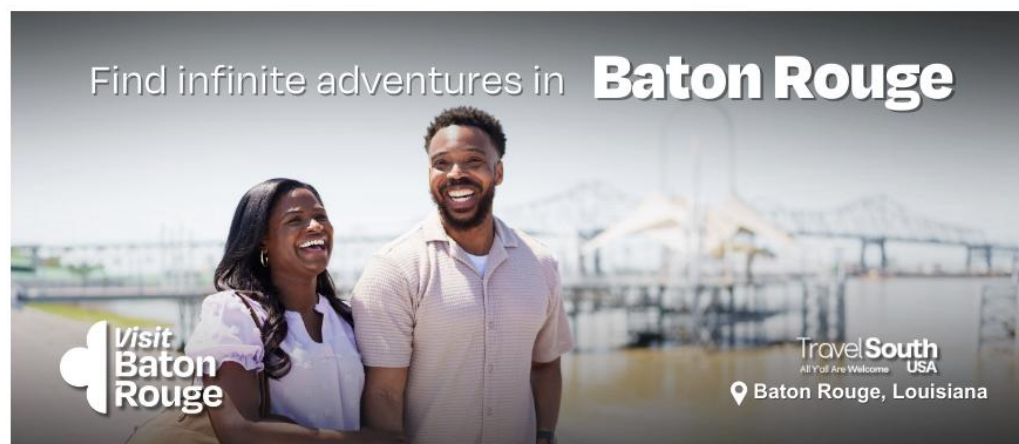
(Click logo to view)

DMO Newsletters

DMO	Date	Recipients	Clicks	Link
Baton Rouge	2/2/2026	3515	259	Click to View
New Orleans	1/30/2026	3515	356	Click to View
Lafayette	2/17/2026	3515	147	Click to View

Banners

Pre-login and Post-login.



Email Signature Banners



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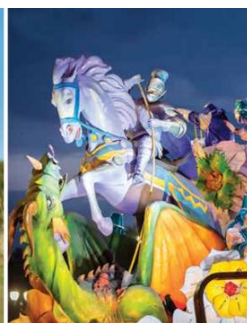
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Where Next? In-Travel Magazine 2026



CAJUN CREOLE LOUISIANA TRAIL

New Orleans - Arrival

Day 1: On arrival, pick up your car, drive to your hotel and get ready to explore one of the most exciting cities in the world. Head to Jackson Square, which is also nestled in the center of the French Quarter. Known as one of New Orleans' most recognizable landmarks, this 2.5-acre space boasts unique shops, art galleries, and the local artists and musicians that cascade the fences of the Place d'Armes. Must-see venues include the Cabildo, the Presbytere, and St. Louis Cathedral. After, discover the different areas of New Orleans such as the Garden District, St. Louis Cemetery No. 1, the National World War II Museum, Tremé, or Magazine Street. For dinner, try one of the many New Orleans' signature restaurants. Any of New Orleans' restaurants are guaranteed to offer the best of savory Creole, Cajun, or seafood dishes that will satisfy your hunger. After dinner, take a taxi to Frenchmen Street for music and cocktails. Frenchmen Street has various musical venues featuring anything from rock to reggae and traditional jazz to Latin. Also, be sure to check out the Frenchmen Art Market, open at night.

New Orleans

Day 2: First, enjoy a traditional New Orleans style breakfast with beignets and café au lait. Afterwards, take a walking tour or a bus tour through the famous streets of the Garden District. The neighborhood is known for its variety of historic homes, from colorful row houses to Classic Revival mansions and charming cottages shadowed by giant oak trees. Nearby Magazine Street offers great shops, restaurants and bars. Next, see where Mardi Gras is made with a tour of Mardi Gras World. More than 80 percent of the floats that journey down New Orleans' streets during the Carnival season are designed and built here. Learn about the many traditions surrounding Mardi Gras parades, balls and music, as well as the intricacies of float designing and building. Don't leave without trying a piece of king cake! A must-see for history lovers and all patriots, The National WWII Museum is the next stop on the list. Powerful images and extraordinary artifacts bring to life the American Spirit, the courage, teamwork, and sacrifice of the young men and

women who won the war and changed the world. Wind down your time in the Crescent City with an authentic Cajun dinner and finish the evening in true New Orleans style with a cocktail and some live jazz music at The Davenport Lounge or The Jazz Playhouse, and always remember to let the good times roll!

New Orleans - LaPlace

Day 3: Head west to Louisiana's River Parishes, an area from the outskirts of New Orleans to the outskirts of the Baton Rouge area. Influences from Germans, Acadians, French, Spanish, Native Americans and enslaved Africans blend together to create a regional culture—unique even to Louisiana. Explore 10 historic plantations and eat your fill of andouille sausage. Explore the outdoors with a swamp tour, or zip line over the Maurepas Swamp. End your day with dinner at one of the area's local authentic restaurants.

LaPlace - Baton Rouge

Day 4: Head to Baton Rouge to explore the history and charm of Louisiana's

Capital city. Stop at the Rural Life Museum for a glimpse into Louisiana culture of the 18th and 19th centuries. Stop downtown for lunch before touring the Old and New State Capitols. Head over to Mid-city for some shopping and dinner at one of Mid-City's restaurants. Before heading back to your hotel, tour Oxbow Rum Distillery and enjoy live music at Teddy's Juke Joint.

Baton Rouge - Lafayette

Day 5: Continue west and then head south to Avery Island, home to Tabasco headquarters. Tour the Tabasco museum and plant before heading to Lafayette, the heart of Cajun Country. Stop at Vermilionville and tour a living history museum and learn about the Acadian, Creole, and Native American cultures from 1765-1890. Head to Downtown Lafayette for lunch. After lunch, head to Parc Sans Souci for a photo op with downtown's famous LAFAYETTE sign. Visit one of Downtown Lafayette's many unique shops offering a variety of clothing and furniture. Visit the Cathedral of St. John the Evangelist to see a 450-year-old oak tree, then have a sweet treat at the last Borden's Ice Cream Parlor in the world. Finish up with music at one of Downtown Lafayette's venues.

Lafayette - Lake Charles

Day 6: Head west to Lake Charles and drive down the Creole Nature Trail

All-American Road. Alligators, over 400 bird species, marshlands teeming with life, 26 miles of natural Gulf of Mexico beaches, fishing, crabbing, Cajun culture and more can be experienced as you travel the Creole Nature Trail All-American Road. One of only 57 so designated scenic byways in the USA, and affectionately known as Louisiana's Outback, the Creole Nature Trail is a journey into one of America's "Last Great Wildernesses." Learn about alligators at Gator Chateau - A Rescue, Educate, Release program which fosters orphaned baby alligators until they are able to be released back into their natural habitat. Docents will educate you in all things alligator. If time permits, enjoy hands-on outdoor adventure at Sam Houston Jones State Park with kayaking or paddleboarding provided by Lake Area Adventure. Sam Houston Jones State Park has over 1,000 acres of lakes, trees, and rivers. The area hosts an abundance of wildlife including squirrels, rabbits, alligators, otters, nutria rats, raccoons, foxes, and diverse birdlife. The numerous waterways in this area make water sports a natural highlight at the park.

Lake Charles

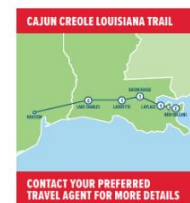
Day 7: Pay a visit to 1911 Historic City Hall Arts & Cultural Center. After extensive restoration, the 1911 Historic City Hall opened its doors as the City of Lake Charles' public art gallery and

cultural facility in 2004. Since that time, Historic City Hall Arts & Cultural Center has highlighted numerous traveling exhibitions from around the world, as well as regional and local artists. Explore The Imperial Calcasieu Museum, leading historical, cultural, and fine arts museum serving the Southwest Louisiana region. Try your luck at one of Lake Charles' side-by-side casino resort properties, L'Auberge Casino Resort Lake Charles and Golden Nugget Lake Charles. In addition to gaming, these properties offer golf greens, top-name entertainment and poolside getaways.

Lake Charles - Houston

- Departure

Day 8: This morning drive to Houston and return your car in time for your departure flight.



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always something to celebrate in Lafayette.
Come on over, we'll add the spice.

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LafayetteTravel.com/Seasons 800 346 1958

NEW ORLEANS

New Orleans is where spontaneous joy meets exciting new experiences.
Celebrate the city's ever-evolving spirit with new, travel worthy events, must-see attractions,
and even Michelin-starred restaurants adding to our world famous culinary scene.

From the rhythm of live music around every corner to festivals that fill the streets year round,
New Orleans is bursting with unforgettable moments.

Now is the time to explore what's new in our vibrant city. New Orleans is calling!

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