

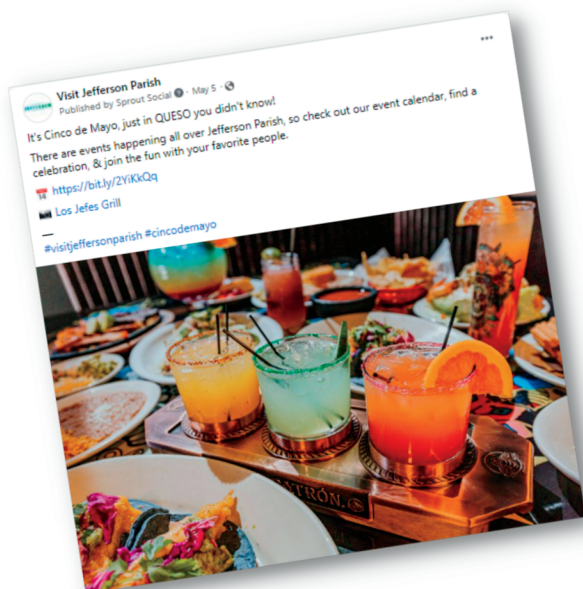


## PRINT & DIGITAL PUBLICATIONS

- 
**Louisiana Travel**  
 Market: Leisure  
 Impressions: over 75K
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**Houston Chronicle**  
 Market: Leisure  
 Impressions: over 3 million
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**Travel, Taste, & Tour**  
 Market: Leisure  
 Circulation: 125K
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**Where Y'at**  
 Market: Leisure  
 Circulation: 50K
- 
**Louisiana Cookin'**  
 Market: Leisure  
 Circulation: 50K



## VISITOR GUIDE

### Visitor Guide Distribution



Placed at welcome centers, tourism information centers, hotels, local business rack card displays, and mailed to interested individuals upon request.

### Visitor Guide Rack Cards



An alternate version of our multi-page visitor guide that includes a printed QR code that leads users to a digital version. These are also frequently used at conferences and meetings.

### Visitor Guide Distribution



Standard Guide: 35K  
Rack Card: 20K

## MEDIA & EXPOSURE

PR mentions in publications such as Southern Living, Travel & Leisure, & Forbes Magazine, a digital visitor guide, website & mobile app itineraries, website blog mentions, member contests for additional exposure, FAM & travel writer tours, conference exposure to national & international tour operators and media members, monthly membership meetings, and more!



Social Audience  
**48,000**



Email Contacts  
**13,000**



Mobile App Users  
**2,500**



Website Users  
**315K**