



**Office of Tourism**  
Department of  
Culture, Recreation & Tourism



**FOR IMMEDIATE RELEASE**

**September 16, 2025**

**LT. GOVERNOR NUNGESSER LEADS MISSION TO CANADA TO STRENGTHEN  
LOUISIANA'S LARGEST INTERNATIONAL TOURISM MARKET**

*Delegation aims to celebrate shared heritage, reinforce cultural connections,  
and boost visitation to Louisiana*

**BATON ROUGE, La.** - Lieutenant Governor Billy Nungesser, the Louisiana Office of Tourism, the Council for the Development of French in Louisiana (CODOFIL), and nine tourism partners from across the state are traveling to Toronto, Montréal, and Québec City, Canada, this week to meet with government and tourism officials, tour operators, and media.

“Canada is our largest international market, and we want to make sure our Canadian friends know they are always welcome in Louisiana. We are also committed to maintaining the cultural ties Louisiana and Canada share. It is time to reinforce our partnerships to promote travel between the two regions,” said Lieutenant Governor Billy Nungesser.

In 2024, Louisiana welcomed an estimated 185,000 visitors from Canada. Canadians spent nearly \$194 million visiting Louisiana in 2024. However, a weak Canadian dollar and concerns over trade have resulted in a decline in travel to our great state.

“With our Acadian roots and French-speaking communities, Louisiana and Canada share a heritage and history, and Canadians love our cultural richness and friendliness. Louisiana

is also an affordable place to visit, which should be appealing during these times,” said Lt. Governor Nungesser.

Meetings include visits with U.S. consul generals, ministers of tourism, tour operators, and media. As we are celebrating the [Year of Food](#), the Louisiana Office of Tourism will host activations that include a Bananas Foster demonstration as well as sharing food items featuring Louisiana’s well-known condiment, hot sauce.

The nine parish tourism partners in attendance include: Avoyelles Commission of Tourism, Lafayette Convention and Visitors Commission (Lafayette Travel), New Orleans & Company, River Parishes Tourist Commission, St. Martin Parish Tourism, Visit Baton Rouge, Visit Lake Charles, Visit Shreveport-Bossier, and Visit The Northshore.

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