



Office of Tourism
Department of
Culture, Recreation & Tourism



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LIEUTENANT GOVERNOR NUNGESSER WRAPS UP SUCCESSFUL MISSION TO CANADA WITH LOUISIANA DELEGATION

BATON ROUGE, La. - Lieutenant Governor Billy Nungesser, the Louisiana Office of Tourism, the Council for the Development of French in Louisiana (CODOFIL), and a Louisiana delegation of tourism partners have wrapped up a five-day promotional visit to Toronto, Montréal, and Québec City, Canada.

“We met with Canadian dignitaries including ministers of tourism, Air Canada, tour operators, and media. We got an overwhelmingly positive reception, and all seem eager to resume visits to Louisiana once the Canadian dollar gets stronger and trade concerns subside. We also had a great conversation with Air Canada about direct flights from Toronto to New Orleans so travelers can more easily experience our food, music, culture and great outdoors,” said Lieutenant Governor Nungesser.

Canada is Louisiana’s largest international market, and the two regions share unique cultural ties. In 2024, Louisiana welcomed an estimated 185,000 visitors from Canada, which accounts for 30 percent of the state’s international visitors. Canadians spent nearly \$194 million visiting Louisiana in 2024.

“In Toronto, we met with the Honorable Stan Cho, Ontario’s Minister of Tourism, Culture and Gaming, and the Honorable Caroline Mulroney, Minister of Francophone Affairs and President of the Treasury Board. We discussed our shared French heritage and strong tourism ties between the two regions,” added Lieutenant Governor Nungesser.

In celebration of the Year of Food, the Louisiana Office of Tourism hosted activations that included a Bananas Foster demonstration as well as the distribution of ice cream featuring Louisiana’s Tabasco’s Raspberry Chipotle Pepper Sauce and popcorn with Cajun seasoning. These activations were held at commuter train stations in Toronto and Montréal.

“We appreciate our tourism partners who enthusiastically joined us on this mission to help remind our Canadian friends that we are ready to welcome them back when they are ready. Our meetings left us hopeful that we’ll be seeing our Canadian friends in Louisiana soon,” said Louisiana Office of Tourism Assistant Secretary Doug Bourgeois.

The Council for the Development of French in Louisiana (CODOFIL) along with nine parish tourism partners: 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 met with tour operators and journalists during the week-long visit.

Attached Image Captions:

Image1: Louisiana Lieutenant Governor Billy Nungesser met with Toronto dignitaries to discuss the shared French heritage between our two regions and our strong tourism ties. Pictured from left to right is Lt. Governor Nungesser, Honorable Caroline Mulroney, Honorable Stan Cho, Louisiana Office of Tourism Assistant Secretary Doug Bourgeois.

(Image credit: Louisiana Office of Tourism)

Image2: The Louisiana Office of Tourism dishes out tastings of Louisiana raspberry hot sauce ice cream at Toronto Union Station. *(Image credit: Louisiana Office of Tourism)*

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