



What Is the Louisiana Tourism Coastal Coalition?

History and Mission of a Group That Emphasizes Cooperation Instead of Competition

The Louisiana Tourism Coastal Coalition (LTCC) is a nonprofit destination marketing organization dedicated to promoting tourism to coastal Louisiana. The group advocates the sustainable development of coastal communities and the protection of fragile wetlands, and it promotes the coast's unique outdoor recreational and cultural experiences to visitors and residents alike.

The LTCC is comprised of tourism leaders from 10 coastal parishes: Calcasieu/Cameron, Iberia, Jefferson, Lafourche, Plaquemines, St. Bernard, St. Mary, St. Tammany, Terrebonne and Vermilion. They represent everyone involved in the tourism industries within these parishes, including charter fishermen, tour operators, eco-tourism companies, wildlife management facilities, state and national parks, hotels, restaurants, attractions, shops, and festivals.

The coalition was formed in response to the BP oil spill disaster that took place on April 20, 2010. Following a series of meetings to determine the best ways to mitigate the tourism losses the entire Louisiana coast was experiencing in the wake of that disaster, tourism leaders from the state's 10 coastal parishes quickly determined that the best plan was to unite as one voice. They decided that it was more important to come together as a single powerful industry instead of competing against each other for visitors and funding. The LTCC was formed on May 28, 2010, and on June 16 the group was awarded \$5 million in BP tourism mitigation grant funding.

The LTCC is a 501c(6) non-profit organization. Currently each member parish contributes to the organization for marketing and membership expenses. Additional funding comes to the group via BP grants and from the Louisiana Office of Tourism. For the future, LTCC is seeking sponsorships from organizations and corporations that have a vested interest in supporting its efforts and message.

The group's unity speaks volumes about each member parish's true commitment to hosting visitors in coastal Louisiana for some of the country's best fishing, dining and other activities. It may sound complicated, but it isn't really difficult to get 10 tourism organizations to unite under one banner when they're promoting things that are so important to all of them. The group's members have truly learned how to cross-promote and get visitors – and funding – to all points along the coast.

For more information about tourism along the Louisiana coast, visit www.visitlouisianacoast.com.

Louisiana Tourism Coastal Coalition
P.O. Box 1579
Metairie, LA 70004
504-982-6278