



MEDIA ADVISORY

April 19, 2016

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LT. GOVERNOR NUNGESSER VISITS ST. LANDRY PARISH DURING NATIONAL TOURISM WEEK

WHAT: Lt. Governor Billy Nungesser is hosting a news conference in Opelousas at the St. Landry Parish Visitor Information Center as part of a statewide expedition celebrating National Tourism Week. The purpose of the trip is to promote Louisiana's tourism industry and its record-setting economic impact on the state. In 2015, Louisiana attracted 28.9 million visitors, resulting in \$11.5 billion in total visitor spending and \$843 million in state tax revenue generated. The revenue generated through domestic and international visitors represents a more than 38-to-1 return on investment of state funding.

St. Landry Parish has also felt the success of this statewide impact. In fact just last year, Country Roads Magazine awarded two parish chefs, Carol Baugnon, Creola Café and Eric Prejean, Silver Slipper: Cajun Hibachi Grill, for the Small Town Chef Awards. Earlier this year, the area received recognition again when Lakeview Park in Beach in Eunice won the Louey Tourism Award for RV Park/Campground of the Year.

Joining the St. Landry Parish Tourist Commission in sharing these achievements with all who attend the press conference is Owner/Chef of the Steamboat Warehouse Restaurant, Jason Huguet, and St. Landry Parish Councilwoman, Vivian Olivier.

Lt. Governor Nungesser will travel in a mini coach custom-wrapped in Louisiana Travel's latest tourism marketing campaign. He will be updating his Twitter and Facebook with his experiences from the road via @BillyNungesser and www.facebook.com/BillyNungesserPage. Follow along using U.S. Travel's National Tourism Week hashtag #NTTW16 as well as Louisiana Travel's hashtag #OnlyLouisiana.

WHEN: 9AM, Wednesday, May 4, 2016

WHERE: St. Landry Parish Tourist Commission
948 Kennerson Rd., Opelousas, LA 70570 | I49, Exit 23

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