

Louisiana

Visitor Profile

Calendar Year 2021



Table of Contents

3 Executive Summary

- 4 Methodology
- 5 Volume
- 6 Spending
- 7 Overview
- 9 Destination Market Share
- 9 Intra vs. Inter-Travel
- 10 Origin States & DMAs
- 11 Mode of Transportation to Destination
- 12 Trip Planning & Resources

30 Charts & Graphs

- 31 Destination Market Share
- 32 Trip Origin
- 36 Mode of Transportation to Destination
- 40 Trip Planning & Resources
- 42 Trip Timing
- 45 Purpose of Stay
- 47 Length of Stay
- 50 Accommodations
- 53 Expenditures

- 14 Trip Timing
- 15 Purpose of Stay
- 16 Length of Stay
- 17 Accommodations
- 20 Expenditures
- 22 Party Composition
- 24 Activity Participation
- 26 Destination Ratings
- 27 Demographics

28 Snapshot

- 29 Louisiana Travel

- 57 Party Composition
- 60 Activity Participation
- 63 Destination Ratings
- 64 Demographics

72 Appendix

- 73 Glossary
- 74 Statistical Reference

— 1 —

EXECUTIVE SUMMARY

This visitor report was prepared for the **Louisiana Office of Tourism** by MMGY TravelIntelligence. For the purpose of this study, the current reporting time frame of calendar year 2021.

The report provides intelligence on **Louisiana** travel trends with comparison to the average US destination. Information is also presented for **Louisiana's** four regions defined by Parish as follows:

Greater New Orleans: Jefferson, Plaquemines, Orleans, St. Bernard, St. Tammany, Washington

South Louisiana: Acadia, Allen, Ascension, Assumption, Calcasieu, Cameron, East Baton Rouge, East Feliciana, Evangeline, Iberia, Iberville, Jefferson Davis, Lafayette, Lafourche, Livingston, Pointe Coupee, St. Charles, St. Helena, St. James, St. John the Baptist, St. Landry, St. Martin, St. Mary, Tangipahoa, Terrebonne, Vermilion, West Baton Rouge, West Feliciana

North Louisiana: Bienville, Bossier, Caddo, Caldwell, Claiborne, De Soto, East Carroll, Franklin, Jackson, Lincoln, Madison, Morehouse, Ouachita, Red River, Richland, Tensas, Union, Webster, West Carroll, Winn

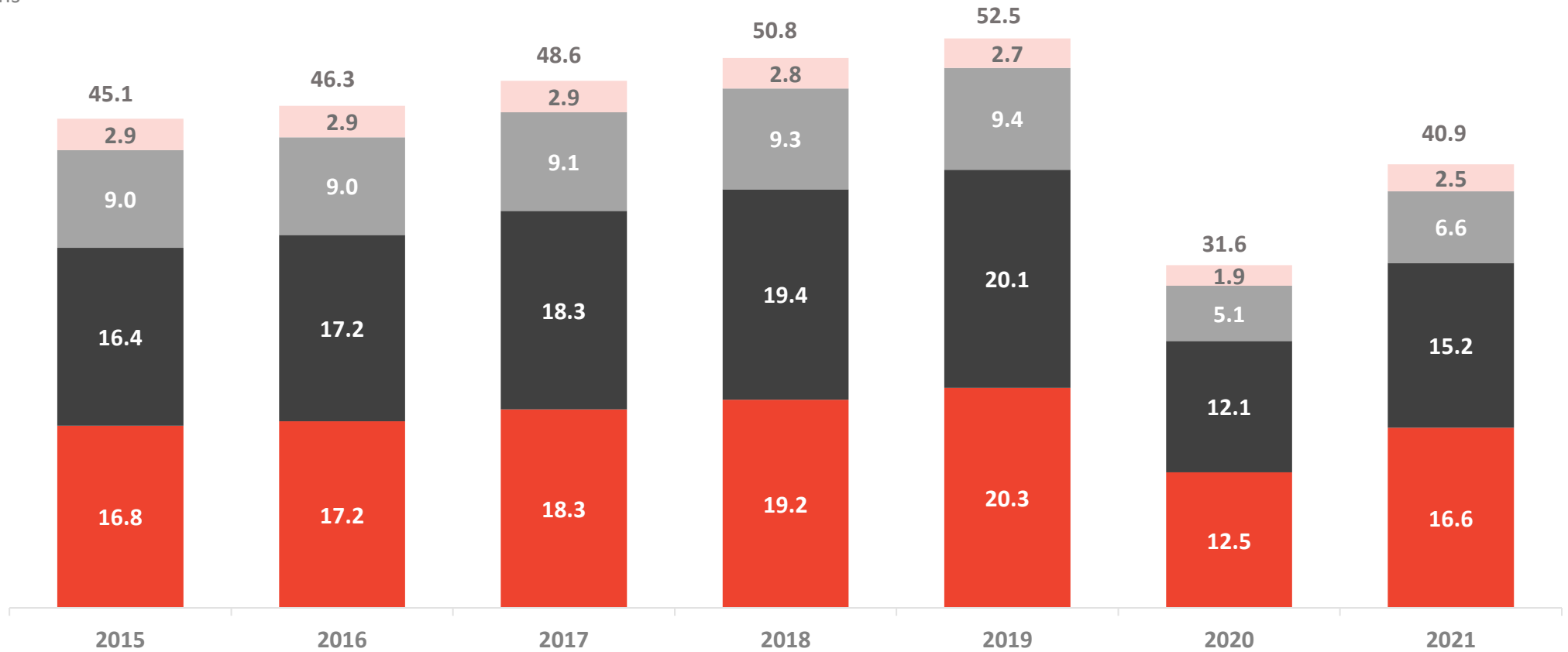
Central Louisiana: Avoyelles, Beauregard, Catahoula, Concordia, Grant, La Salle, Natchitoches, Rapides, Sabine, Vernon

Methodology

The travel trend information presented in this report was obtained from surveys of 42,790 U.S. households during January 2021 through December 2021. The 2021 Visitor Profile is based on a sample of 658 households for all travel to Louisiana. The sample has been balanced by statistical weighting to ensure the data is representative of all travelers in America. The Central Louisiana region has a very small sample size so please use caution when making decisions based on the data.

- Central Louisiana
- North Louisiana
- South Louisiana
- Greater New Orleans

Louisiana's Volume (in millions)

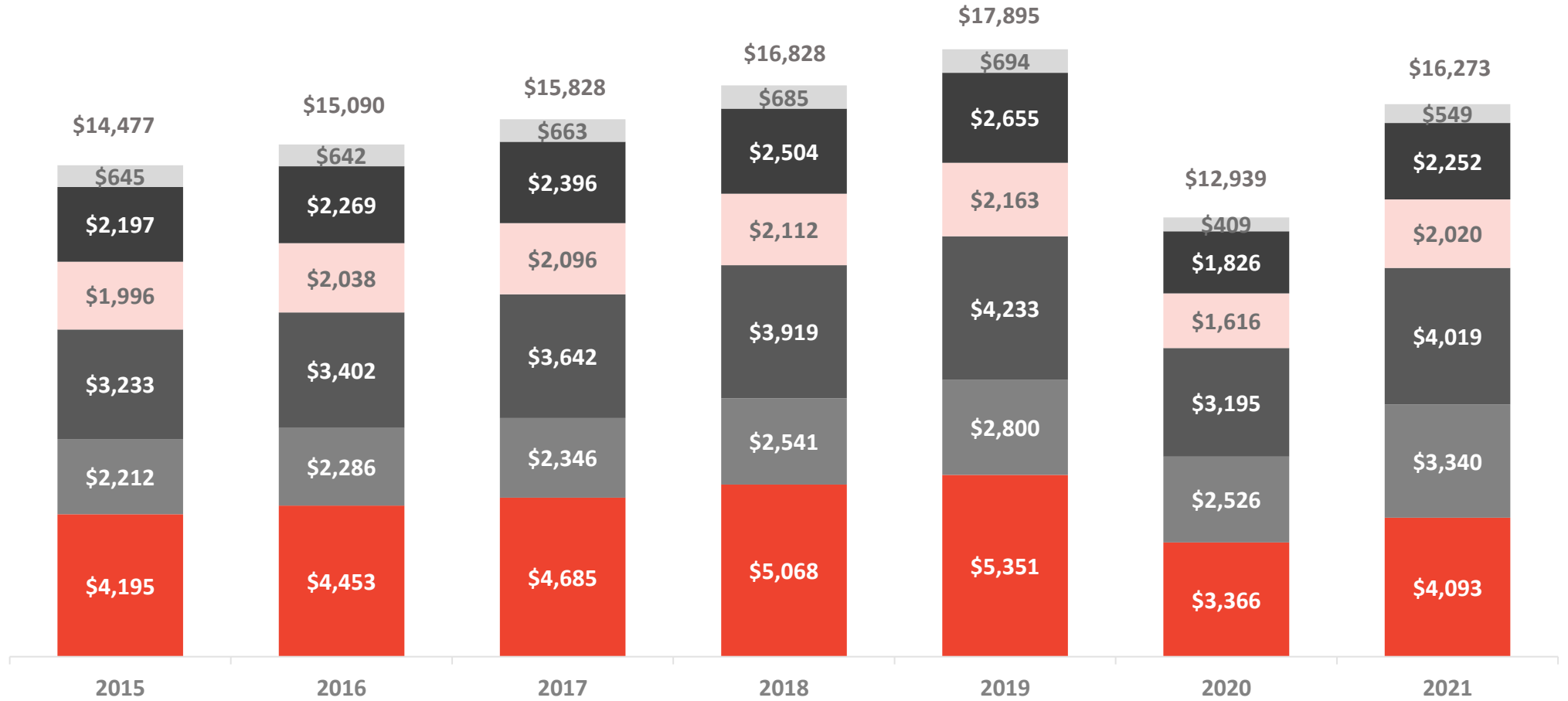


Person-Stays

Source: 2022 PERFORMANCE/Monitor

- Other
- Entertainment
- Shopping
- Food & Beverage
- Lodging
- Transportation

Louisiana's Direct Spending



\$ millions

Source: 2022 PERFORMANCE/Monitor

Focus on Louisiana's Travelers

- Louisiana domestic travel volume increased by 29% in 2021 over the year prior in total person-stays. Even though domestic travel volume has recovered quite a bit from 2020, the volume of travel is still not back to 2019 levels.
- Louisiana accounted for more than half of visitation in the state (55%) as people chose to stay closer to home. Beyond Louisiana was Texas, Mississippi, Florida and Oklahoma accounting for another 30% of visitors combined.
- The average one-way distance travelled Louisiana travellers increased 21% from 209 miles to 252 miles. For auto visitors, which accounted for 84% of the travellers to Louisiana their average one-way distance travelled increased 2% from 188 miles to 192 miles.

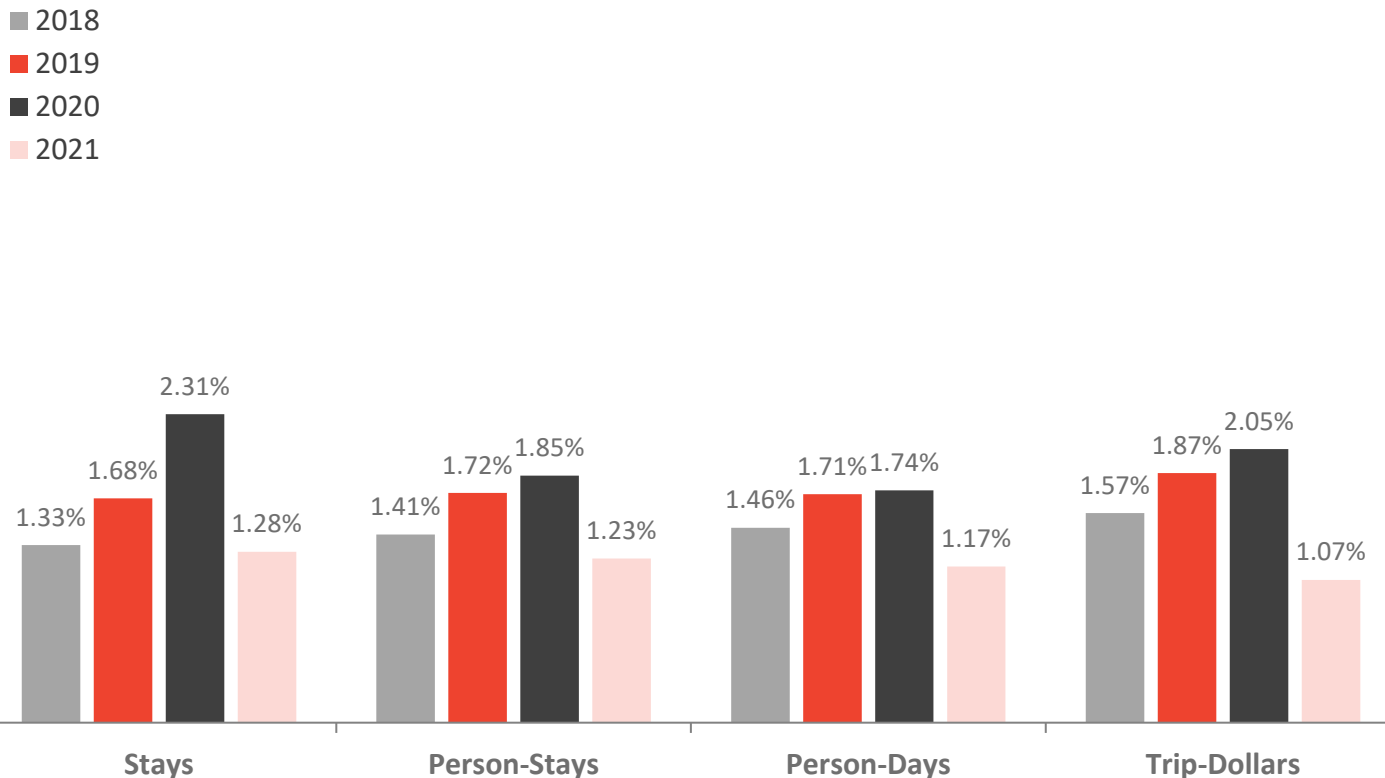
While understanding the travelers in terms of who is visiting the destination, why, and what they do is imperative in painting a picture of travel to **Louisiana**, it is also important to focus on the opportunities that lie ahead for all travel. Many of these segments represent a small share of travelers yet are characterized by a higher trip-dollar spending share which makes them particularly valuable to target. The segments below hold particular or additional potential to increase **Louisiana's** bottom line in traveler spending:

- Generations: **GenX**
- Accommodation: those staying in **High End hotels and Paid Non-Hotels**
- Purpose of Stay: **Overnight vacation or getaway weekend, business group meetings and special event**
- Traveling Party: **Couples, those with Children present and travel parties of 3 or more adults**
- Length of Stay: **those that stay longer than 2 nights**
- Origin: **Houston, TX, Dallas, TX and Chicago, IL**

Top line figures Louisiana visitation in 2021:

- Average Income: \$96,837, an increase from the year prior due to the decline of the share of travellers whose household income was less than \$50,000 and an increase in those whose income was over \$150,000.
- Purpose of Stay: majority travel for leisure purposes with 44% being non-vacation leisure with 16% being visiting friends and relatives. 28% of visitors to Louisiana came to the state for leisure vacation purposes and another 28% came to state for business purposes.
- Activity: most travel parties' shop, participate in a culinary/dining experiences, enjoy nature, business/work, visit friends/relatives, nightlife, gambling, celebrate a birthday, holiday celebration and fish.
- Traveling Party: pairs (47%) and single adults (40%)
- Length of Stay: 1.88 days on average (day trips and single nights), overnight only is 2.33 nights.
- Expenditures: \$215 per person spending per day, a decrease of 8% from 2021. The largest portion of spending was in Transportation (24%), followed by Food & Beverage (22%), Shopping (19%), Lodging (16%), and Entertainment (13%).
- Timing: October was the top month of travel to Louisiana, followed by May, December and July.

Louisiana's Market Share of U.S. Travel



* Stays (Base = 658)

Source: 2022 PERFORMANCE/MonitorSM

Louisiana's Market Share

- All of Louisiana travel parties (or **Stays**) represent 1.28% of the US travel market in 2021, a decrease compared to prior years. People often travel together with family, friends or with other groups. Thus, the Stays metric takes into account how many distinct groups of travelers came to the destination. But more people traveled overall so if though the share declined, overall travel increased.
- In contrast, the number of **Person-Stays** taken to a destination indicates how many people came to your destination, but not how long they stayed. Louisiana travelers (or Person-Stays) represent 1.23% of the US travel market.
- The **Person-Days** metric is simply the total number of days that visitors contributed to Louisiana. Louisiana travelers represent 1.17% of the US market share. This is a lower share than in Person-Stays which can be attributed to changes in length of stay of Louisiana visitors.
- Louisiana receives about \$1.07 of every \$100.00 spent on travel in the U.S. during 2021. This monetary worth of travelers decreased by \$0.98 over 2020. Changes in **Direct Spending** can not only be influenced by ALL other travel measures including number of travel parties, number of persons, number of days, number of people in the Stays, length of stay, and individual traveler spending but also be related to changes in travel party composition, purpose of trip, activity participation levels, or accommodation choice.

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

Origin States and DMAs to Louisiana



- Unchanged over the past 5 years, about nearly three-quarters of Louisiana’s visitors come from the West South Central Region.
- Louisiana provides 55% of travel to the state, another 16% from Texas, 6% from Mississippi, 5% from Florida, and 2% from Oklahoma.
- The top 5 DMAs produce over 50% of Louisiana’s visitors in 2021

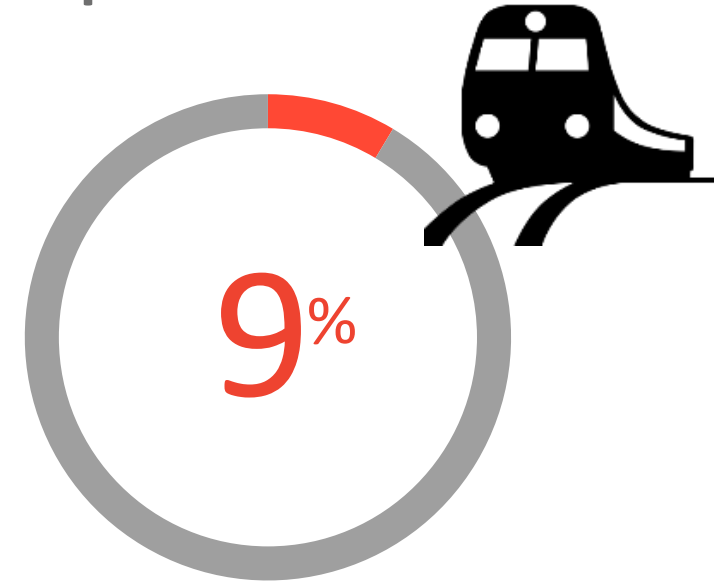
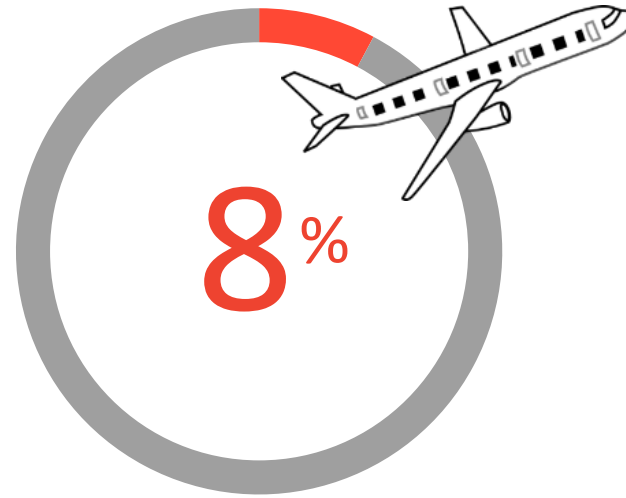
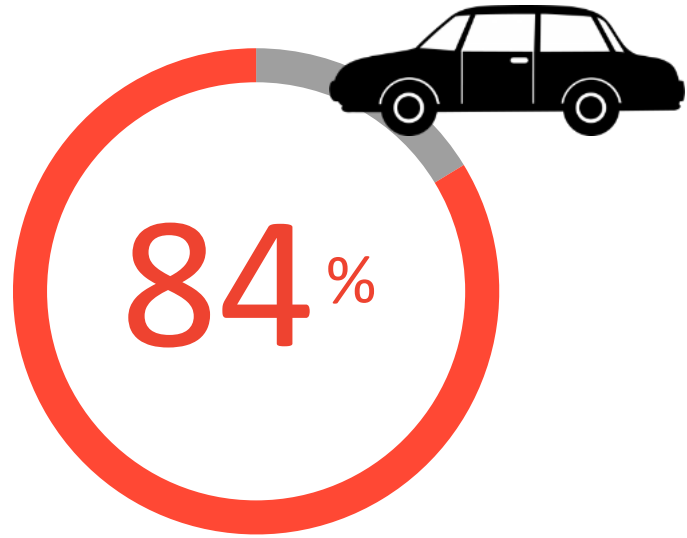
Origin DMA	
21%	New Orleans, LA
10%	Lafayette, LA
9%	Monroe, LA-El Dorado, AR
7%	Baton Rouge, LA
6%	Houston, TX

* 2021 Person-Stays (Base = 651)

Source: 2022 PERFORMANCE/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

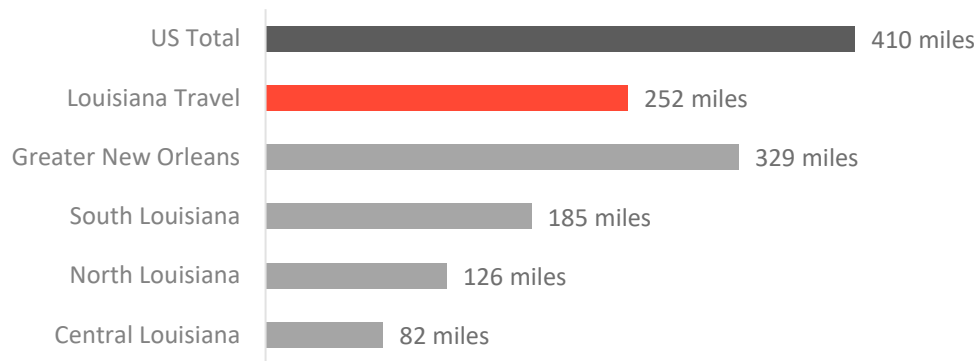
Transportation to Louisiana



Auto

Airplane

Train, Bus and other

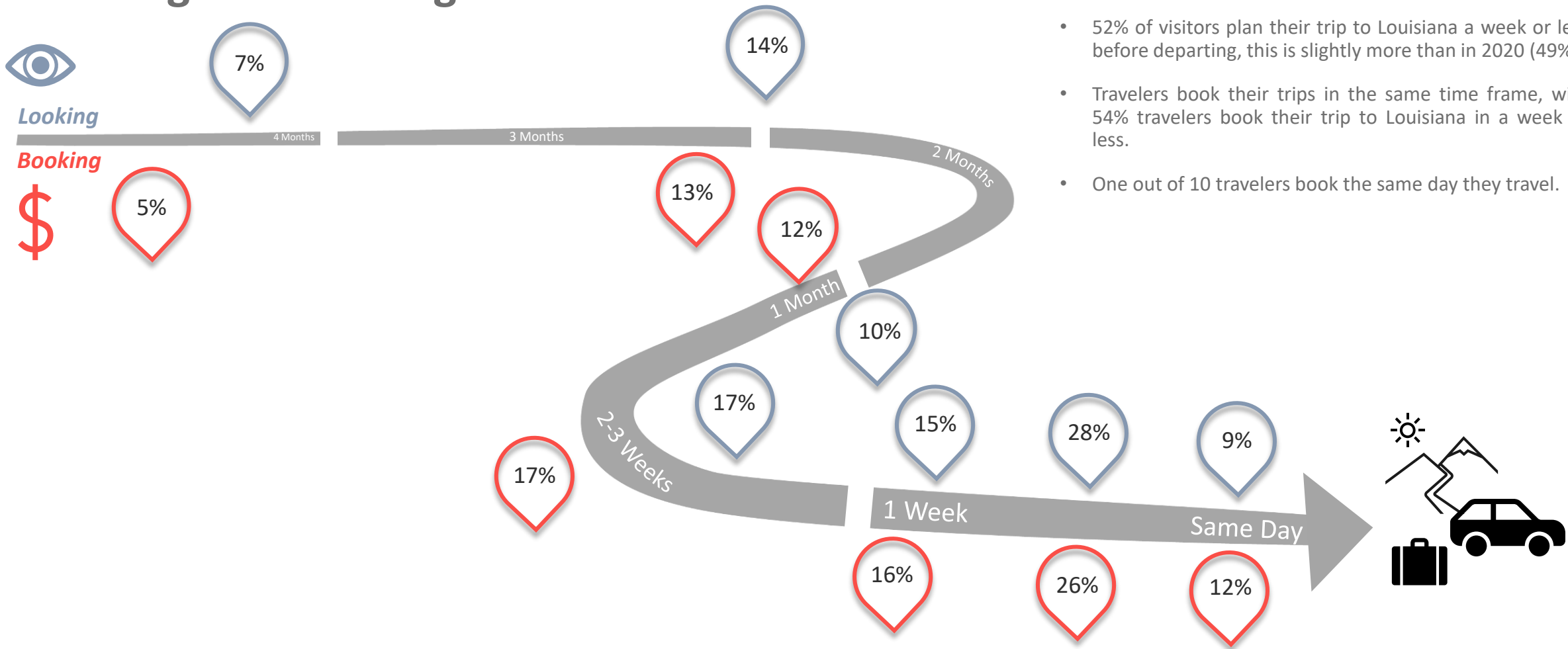


The average distance traveled one-way by Louisiana visitors is 252 miles, about half of the overall U.S. traveler. For those visitors who travel to Louisiana by car their average one-way mileage is 192 miles.

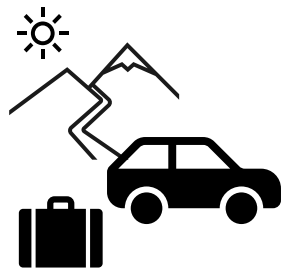
* 2021 Person-Stays (Base = 655)
 Source: 2022 PERFORMANCE/MonitorSM

Question/ Please provide the main transportation you used traveling to [City/Location] for your overnight trip or past month day trip

Trip Planning and Booking Time Frame- Louisiana



- 52% of visitors plan their trip to Louisiana a week or less before departing, this is slightly more than in 2020 (49%).
- Travelers book their trips in the same time frame, with 54% travelers book their trip to Louisiana in a week or less.
- One out of 10 travelers book the same day they travel.



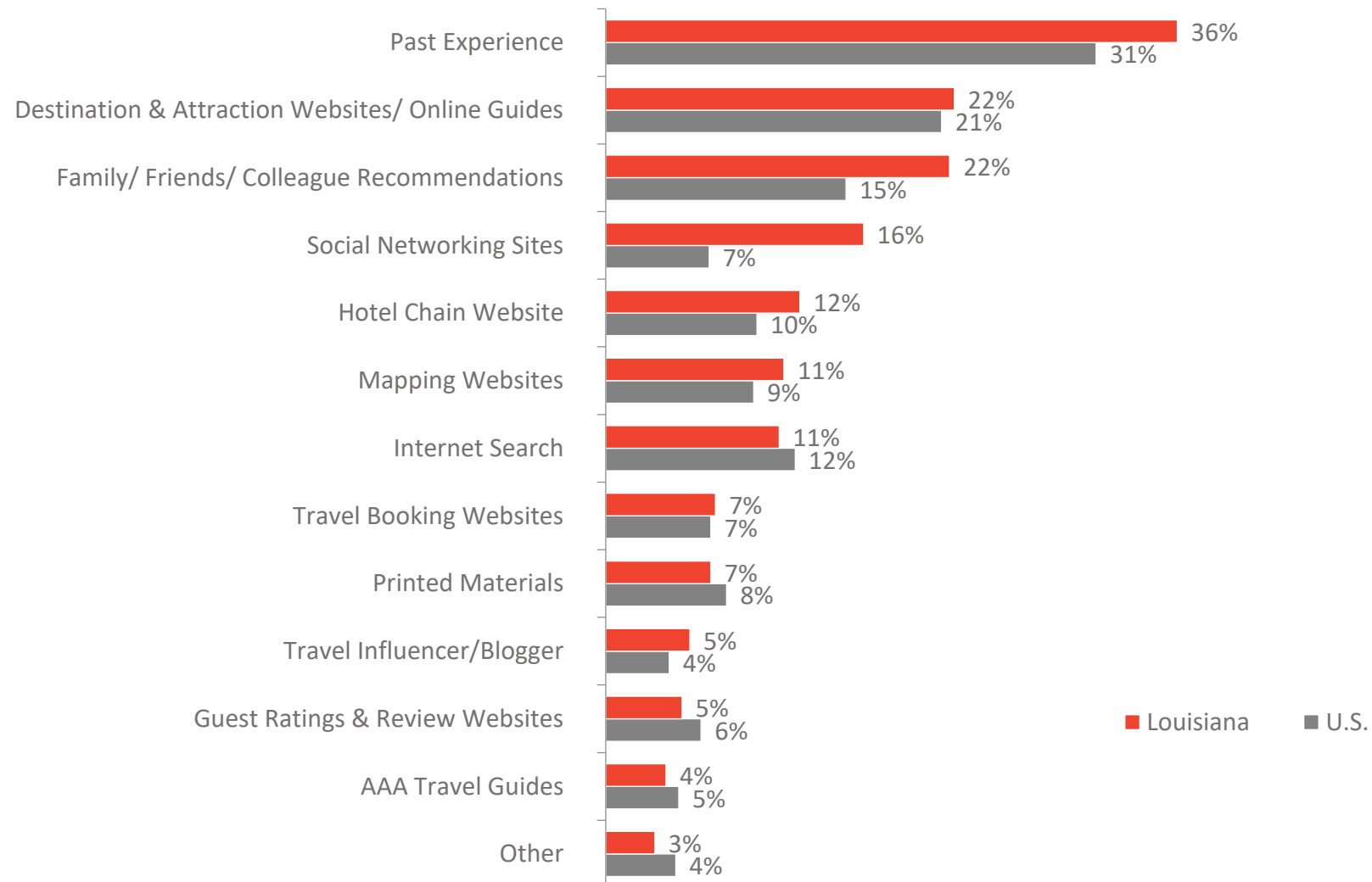
* 2021 Stays (Base = 651)
 Source: 2022 PERFORMANCE/MonitorSM

Question/ About how far in advance did you plan your trip to [City/Location]?
 About how far in advance did you book your trip to [City/Location]?

HIGHLIGHTS

- Louisiana's visitors rely on past experience (36%), Destination & Attraction Websites/ Online Guides (22%) and Family/Friend Recommendations (22%) for their trip planning.
- The top travel resources used by Louisiana travelers exceed that of the average US traveler, with the biggest difference being in Social Networking Sites. Louisiana visitors using Social Networking sites is double that of the average US traveler.
- Nearly 1 out of 5 Louisiana (19%) visitors do not rely on any resource to plan their trip.

Trip Planning Resources



*2021 Louisiana Stays (Base = 649), US Stays (Base = 42,536)

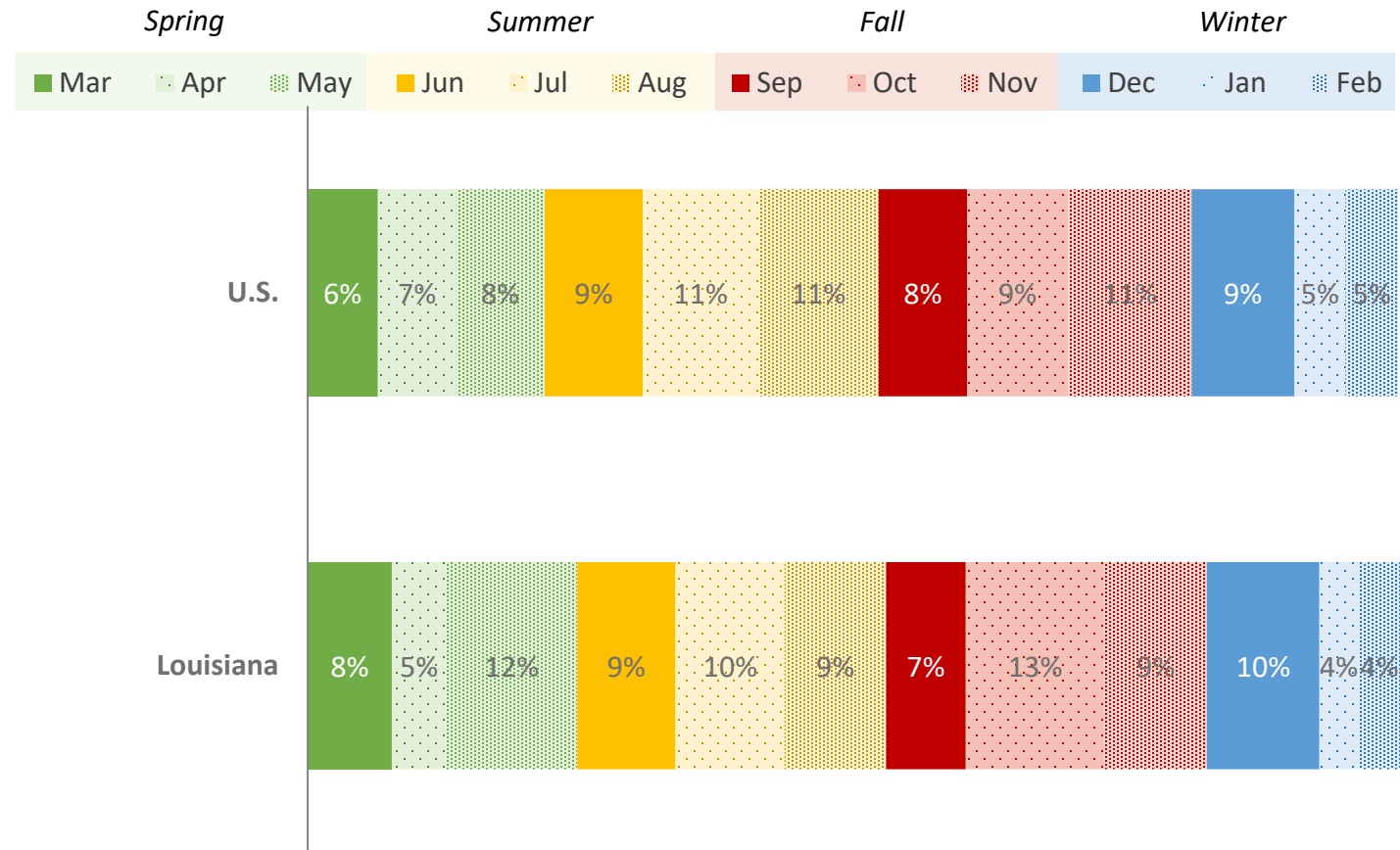
Source: 2022 Performance/MonitorSM

Question/ Which of the following information sources did you use to plan your trip to [City/Location]?

When do visitors travel?

- Louisiana welcomes visitors all year with a preference for the Fall (29%) followed by the Summer (28%).
- October and May had the highest visitation while January and February has the lowest visitation. January and February were the lowest overall for U.S. also due to the pandemic. This was due to the slow start of travel in 2021 as people were slowing getting back to travel after the pandemic.
- For the individual regions Greater New Orleans saw the largest share of their visitors in the Spring (31%), South Louisiana saw its greatest visitation in the Fall (33%), North Louisiana saw most its visitors in the Summer (36%) and the bulk of Central Louisiana’s share of visitors came in the Fall (67%).

Travel Timing

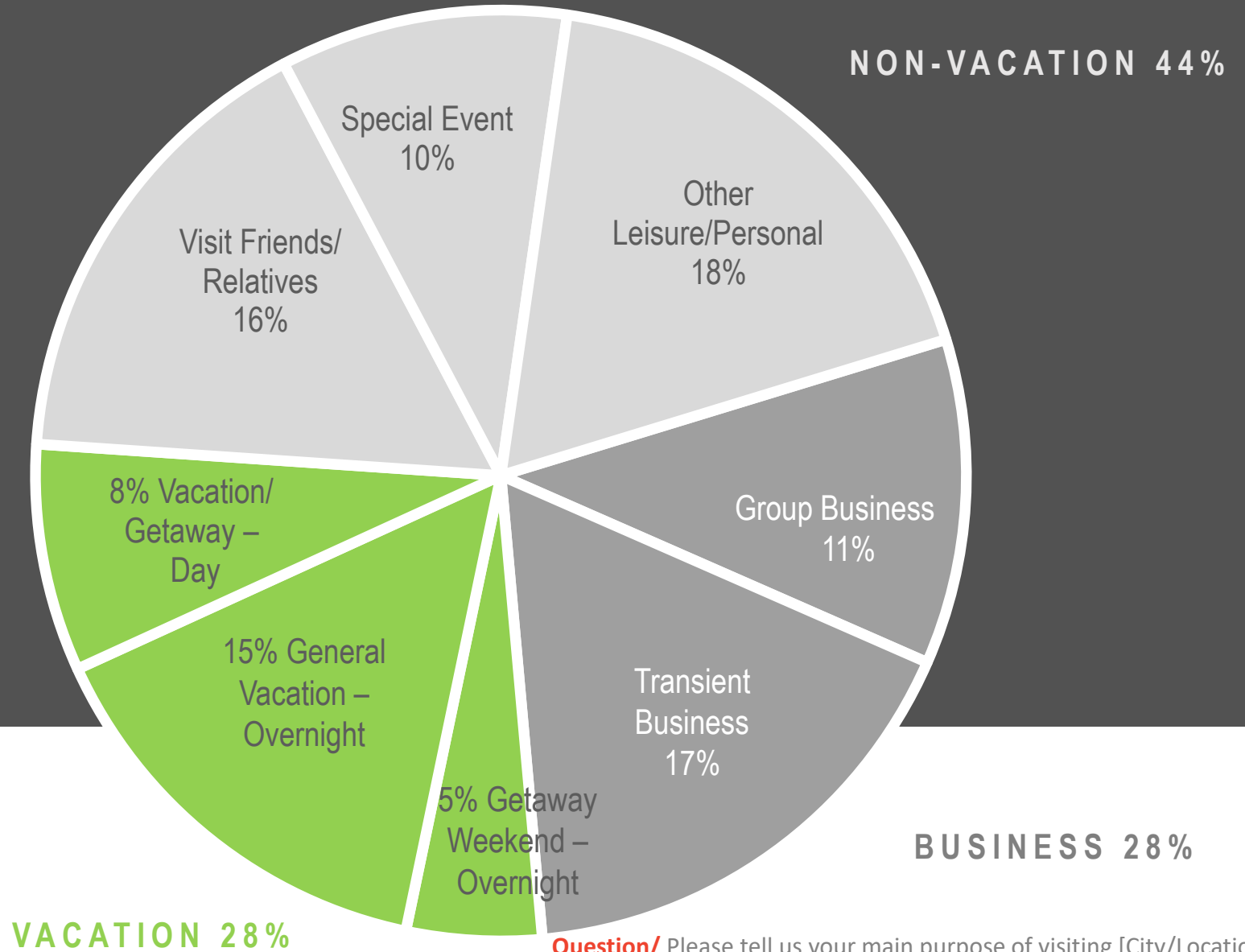


*2021 Person-Stays (Base U.S. = 42,790, Base Louisiana = 658)
 Source: 2022 Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

Louisiana Purpose of Traveling to Destination

- 28% travelers visit Louisiana for Business purposes and 28% of travelers visit Louisiana for Vacation purposes, the remaining 44% for Non-Vacation purposes. Although the majority come for Non-Vacation purposes, those coming to visit friends and relatives declined significantly in 2021 from 2020.



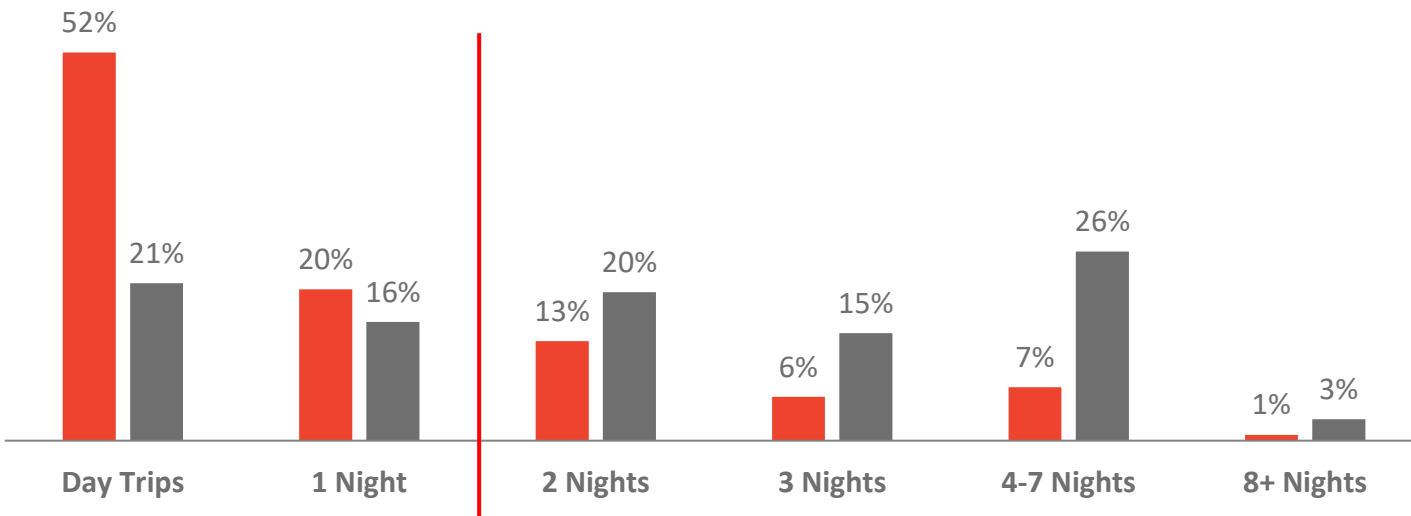
Question/ Please tell us your main purpose of visiting [City/Location]

* 2021 Person-Stays (Base = 658)

Source: 2022 PERFORMANCE/MonitorSM

Louisiana Length of Stay

■ Stays
■ Trip-Dollars



* (2019-2021 combined) Stays (Base = 2,698)
Source: 2022 PERFORMANCE/MonitorSM

How long do Louisiana’s visitor stay?

- Louisiana travel parties stay on average 1.88 days. 52% of Louisiana travel parties visit only for a day and another 20% of Louisiana travelers stay for a single night.
- Louisiana travelers who stay two nights or more are profitable as they contribute more to monetary value (trip-dollars) than they represent in travel party shares.
- The average length of stay increased in 2021, from 1.77 in 2020 to 1.99 in 2021. There was a jump in day trips in Louisiana from 2019 to 2020, and that has dropped in 2021. This could be because travelers feel more comfortable spending the night in a destination than they did during the height of the pandemic or possibly reverting back to their typical travel patterns.
- Louisiana travelers have a slightly shorter length of stay compared to the average U.S. traveler (1.94 for the US compared to 1.88 for Louisiana).

Question/ For your overnight travel in the past 3 months, please provide the date the stay started and ended to the main overnight US City/location visited

Louisiana Overnight Accommodation



STAY WITH FRIENDS/RELATIVES (non-paid)



STAY IN OTHER LODGING

Home/Apartment/Condo (paid, non-paid/mine)

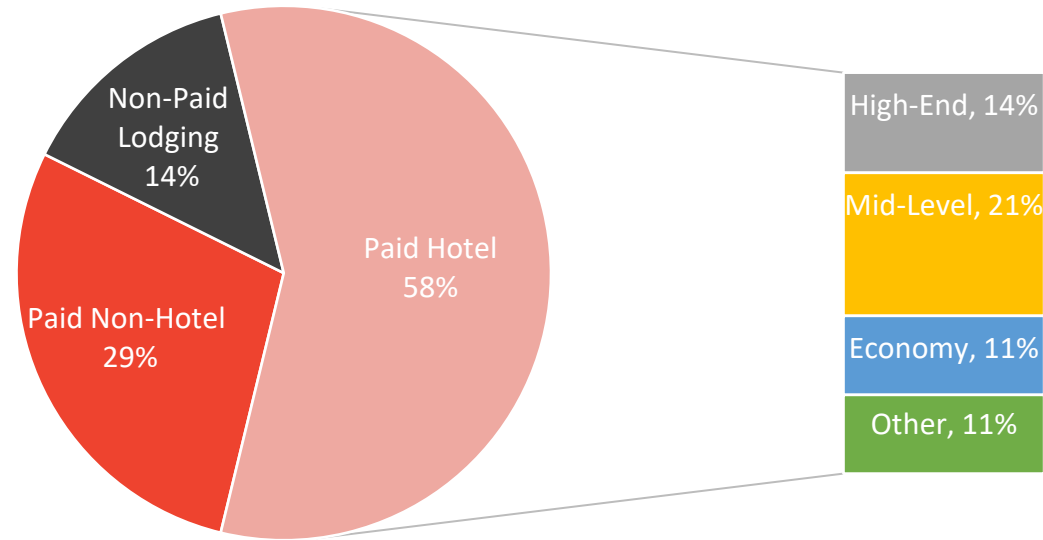
* 2021 Overnight Person-Stays (Base = 522)
Source: 2022 PERFORMANCE/MonitorSM

Question/ Thinking about your overnight trip to [city/location], please provide the type of place stayed at.

Where do Louisiana's visitors stay?

- Paid Hotel lodging was the accommodation of choice for Louisiana visitors at 58% followed by Paid Non-Hotel (29%).
- 1 in 5 of Louisiana visitors staying in a hotel elect to stay in a Mid-Level, similar to the average U.S. destination.

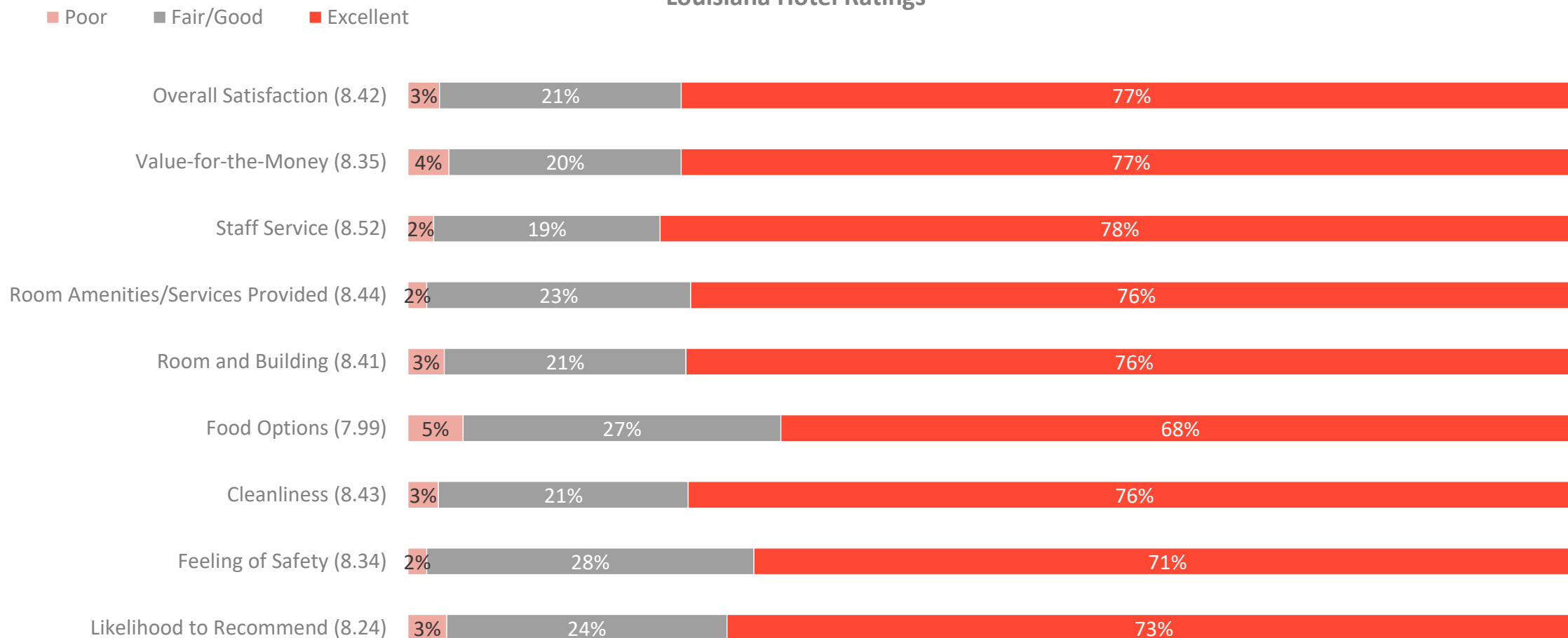
Louisiana Accommodation Type



* 2021 Overnight Person-Stays (Base = 522)
Source: 2022 PERFORMANCE/MonitorSM

Question/ Thinking about your overnight trip to [city/location], please provide the type of place stayed at.

Louisiana Hotel Ratings



* 2020-2021 Paid Hotel Person-Stays (Base = 592)

Source: 2022 PERFORMANCE/MonitorSM

Question/ Please rate your lodging using the scale below.

Louisiana Average Spending per Party per Stay



2021 Stays (Base = 571)

Source: 2022 PERFORMANCE/MonitorSM

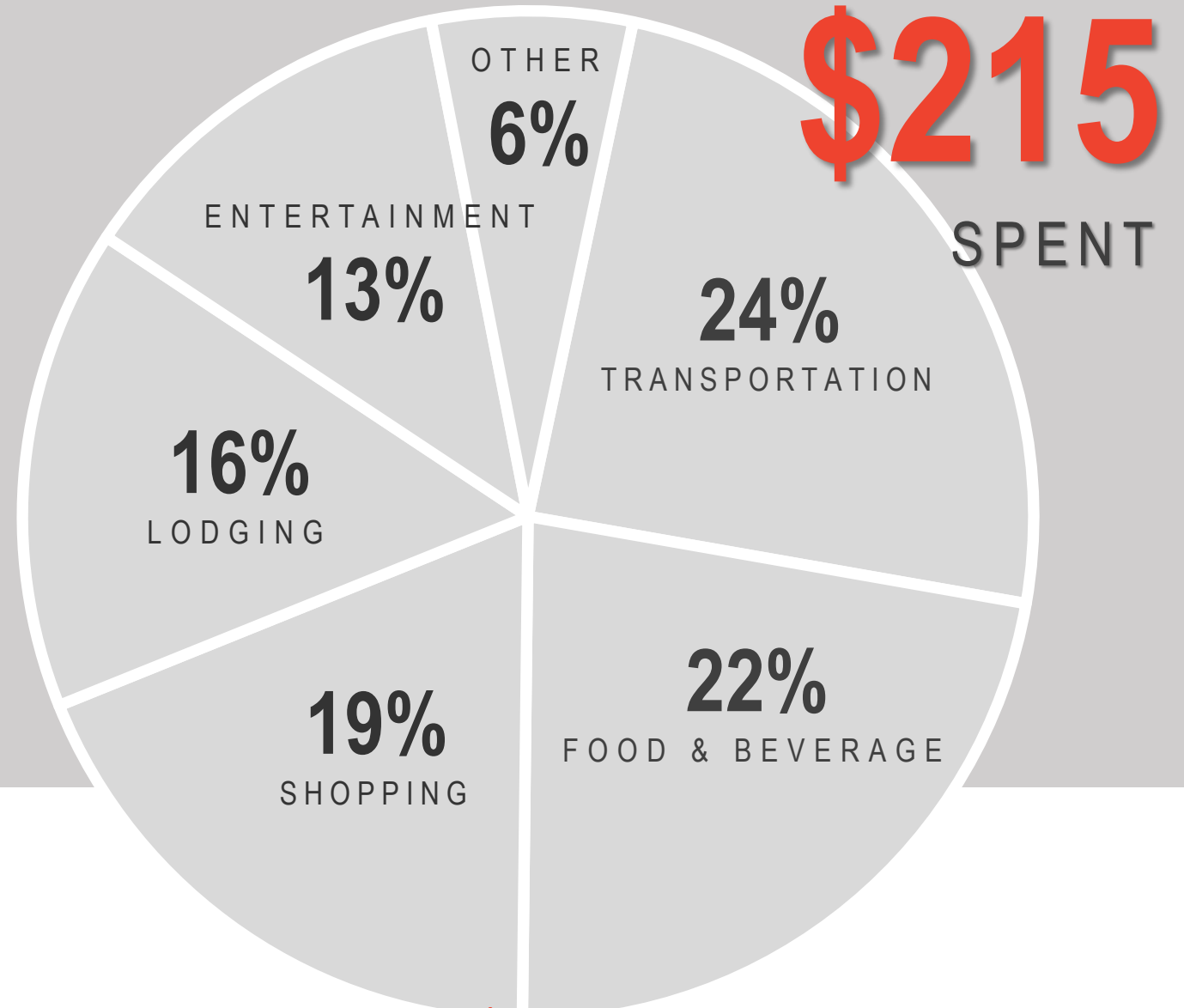
Question/ About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?

Louisiana Average Spending per Person per Day

- Louisiana travelers spend \$215 on average per person per day in 2021, a decrease of \$19 from 2020. The growth in spending occurred primarily in shopping and entertainment.
- Travelers to Louisiana spent less than travelers to the average US destination (\$230). Typically, Louisiana travelers spend more than the average US traveler.
- Louisiana travelers spent most of their travel budget on transportation (24%) and food & beverage (22%), followed by shopping (19%) and lodging (16%).

* 2021 Person-Days (Base = 506)

Source: 2022 PERFORMANCE/MonitorSM

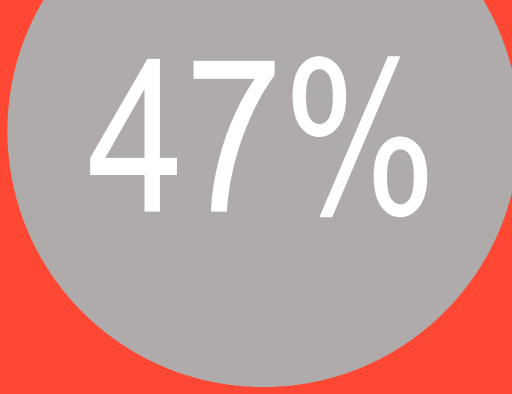


Question/ About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?

Louisiana Travel Parties



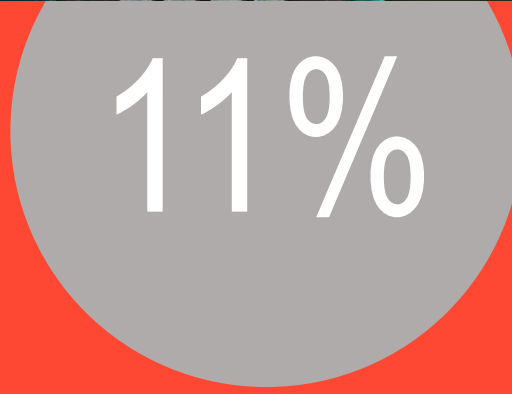
TRAVEL ALONE



TRAVEL IN PAIRS



LARGE TRAVEL PARTIES



TRAVEL WITH CHILDREN

* 2021 Stays (Base = 658)
Source: 2022 PERFORMANCE/MonitorSM

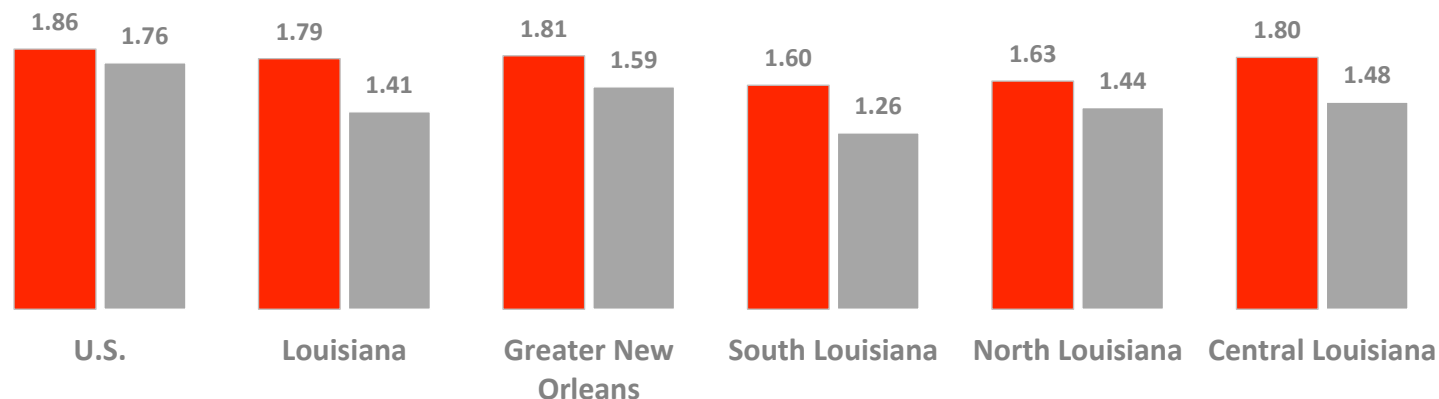
Question / Including yourself, how many adults and children were with you on your trip?

Who makes up the average Travel Party?

- Louisiana attracts mostly those traveling in pairs 47% and adults traveling alone (40%) which results in an average travel party size of 1.79 people in 2021 a slightly lower travel party average than the U.S. of 1.86 people.
- The size of travel parties that traveled to Louisiana increased in 2021 compared to the year prior. This is due to the increase of people traveling in pairs as well as travel parties with children. Adults traveling alone decreased in 2021 compared to 2020.
- The Greater New Orleans region and the Central Louisiana region had the largest average travel party size, both 1.8 people.

■ 2021 ■ 2020

Average Travel Party Size Overnight and Day Trip Travel



* 2021 Stays (Base = 658)

Source: 2022 PERFORMANCE/MonitorSM

Questions/ Including yourself, how many adults and children were with you on your trip?

43% General

- Shopping (24%)
- Business/Work (11%)
- Medical/Health/Doctor Visit (7%)
- Real Estate (2%)
- Religious/Faith Base Conference (2%)
- Spa/Wellness (1%)
- Service/Volunteerism/Charity (0.2%)
- Other Activity (2%)

32% Family/Life Events

- Visit Friends/Relatives (11%)
- Birthday (8%)
- Holiday Celebration (8%)
- Anniversary (5%)
- Funeral/Memorial (2%)
- Reunion/Graduation (1%)
- Wedding (0.1%)

28% Attractions

- Attend/Participate Sports Event (10%)
- Nightlife (9%)
- Gambling (9%)
- Shows (2%)
- Zoo/Aquarium (2%)
- Theme/Water Parks (0.4%)

28% Culture

- Live Music (7%)
- Movies (7%)
- Festival/Fairs (7%)
- Touring/Sightseeing (6%)
- Historic Sites (4%)
- Museums, Art Exhibits (3%)
- Theater/Dance Performance (0.1%)

22% Libation & Culinary

- Culinary/ Dining Experience (22%)
- Winery/ Distillery/ Brewery Tours (1%)

22% Outdoor Sports

- Fishing (8%)
- Boating/Sailing (7%)
- Golfing (5%)
- Hunting (5%)
- Bicycling (3%)
- Extreme/Adventure Sports (3%)
- Hiking (1%)
- Tennis (1%)
- Water Sports (1%)

15% Nature

- Beach/Waterfront (10%)
- Camping (7%)
- Eco-Travel (3%)
- Parks (2%)

* 2021 Stays (Base = 658)

Source: 2022 Performance/MonitorSM

Question/ Did you do any of the following activities on your trip in [City/location]?

Activity Participation

- Nearly all travel parties (96%) participate in an activity when visiting Louisiana, slightly more than the average U.S. destination (92%). Activity participation increased dramatically from 2020, both for U.S. and Louisiana travelers.
- The top ten activities travel parties to Louisiana participated in were the following activities in 2021:
 - Shopping
 - Culinary/Dining
 - Nature
 - Business/Work
 - Visit Friends/Relatives (general visit)
 - Nightlife (bar, nightclub, etc.)
 - Gambling (slots, cards, horses, etc.)
 - Birthday Celebration
 - Holiday Celebration (Thanksgiving, July 4th, etc.)
 - Fishing

* 2021 Stays (Base = 658)

Source: 2022 PERFORMANCE/MonitorSM

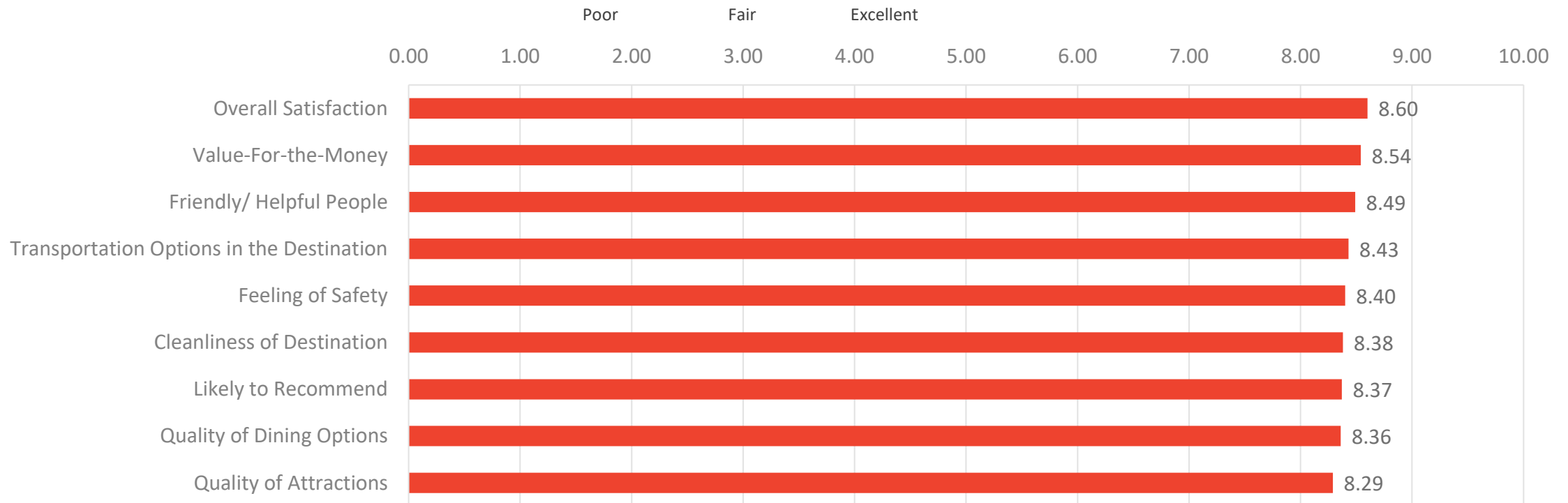
Propensity of Activity Participation

- Louisiana travel parties have a much higher propensity to participate in the following activities than travel parties to the average US destination:
 - Hunting (2.9 times higher)
 - Live Music (festivals/concerts/clubs) (2.2 times higher)
 - Nightlife (bar, nightclub, etc.) (2.2 times higher)
 - Movies (2.0 times higher)
 - Holiday Celebration (2.0 times higher)
 - Extreme/Adventure Sports (1.9 time higher)
 - Fishing (1.8 times higher)
 - Medical/Health/Doctor Visit (1.8 times higher)
 - Festival/Fairs (state, craft, etc.) (1.7 times higher)
 - Eco/Sustainable Travel (1.7 times higher)
 - Gambling (1.6 times higher)

Question/ Did you do any of the following activities on your trip in [City/location]?

Overall, travelers leave Louisiana happy, with average satisfaction ratings across the elements scoring above 8.0 or excellent. Louisiana's overall satisfaction is on par with the average U.S. Destination.

Travelers rate Louisiana the highest in Overall Satisfaction (8.60), Value-for-the-Money (8.54), Friendly/Helpful People (8.49), and Transportation Options in the Destination (8.43). Travelers scored the quality of attractions the lowest at 8.29.



*2021 Louisiana Person-Stays (Base = 658)

Source: 2022 Performance/MonitorSM

Question/ Please rate [City/location] using the scale below.

Demographics

	U.S. Traveler	Louisiana Traveler
Average Age	48.5 years	48.4 years
Employed	62%	67%
Retired	24%	24%
Median Income (000)	\$85,504	\$78,249
Children in Household	38%	40%
Race/ethnicity:		
White	82%	77%
Black	10%	20%
Asian	5%	2%
Hispanic/Latino	13%	5%
Other	6%	7%
Generations:		
Millennials/GenZ	40%	38%
GenX	24%	26%
Boomer	33%	34%
Silent/GI	4%	2%

- Overall, Louisiana travelers are similar to the typical U.S. traveler.
- 1 in 5 Louisiana travelers are Black, compared to the average U.S. destination where only 1 in 10 travelers are Black. The greatest proportion of Louisiana travelers are Millennial/GenZ, followed by Baby Boomers.
- Total Louisiana travelers are slightly more likely to have children in the household and have a lower median income than the average U.S. traveler.

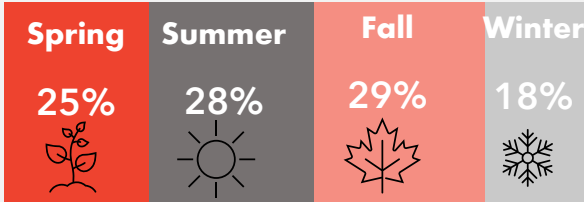
*2021 Louisiana Person-Stays (Base = 658)

Source: 2022 Performance/MonitorSM

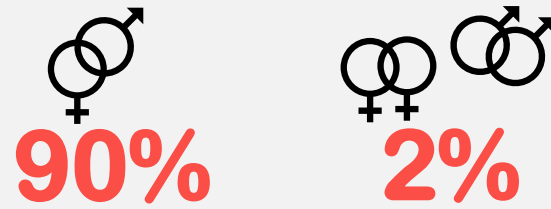
— 2 —

SNAPSHOTS

Season of Trip



Demographic Information



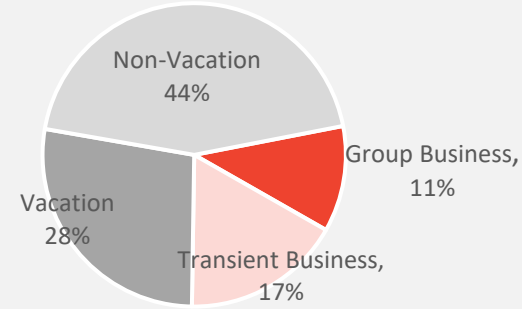
AVERAGE VISITOR AGE **48 YEARS OLD**

Mean Household Income **\$96,837**

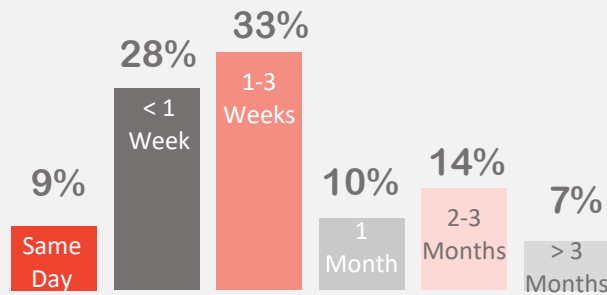
MILLENNIAL/ GEN Z	GEN X	BOOMERS	SILENT/GEN I
38%	26%	34%	2%

66% Married
 40% with children in household

Trip Purpose



TRIP PLANNING TIMEFRAME

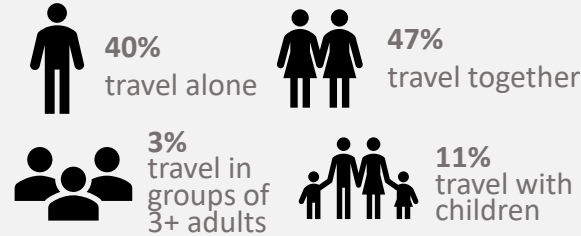


Average Expenditure

\$215
PERSON PER DAY

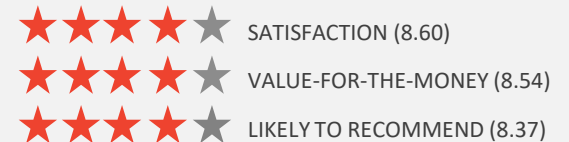
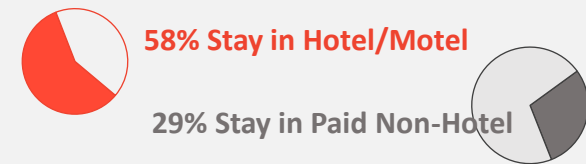
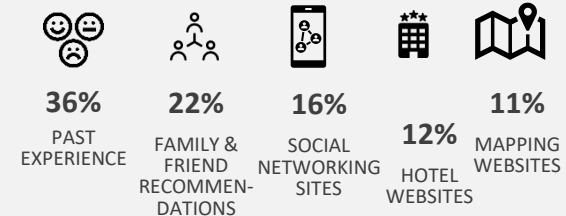
Trip Characteristics

AVERAGE LENGTH OF STAY (include day trips) **1.88 DAYS**

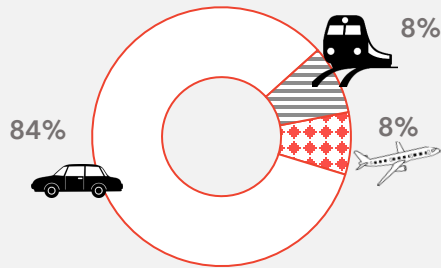


AVERAGE PARTY SIZE **1.88 PERSONS**

TOP TRIP PLANNING RESOURCES



Transportation Used to Travel

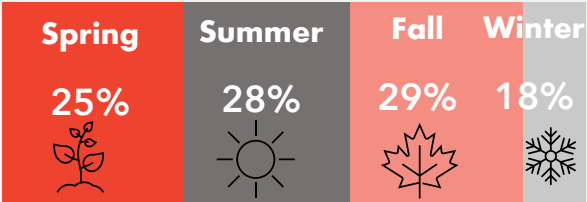


Main Activities

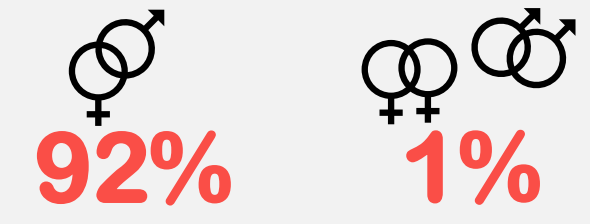


Source: 2022 Performance/MonitorSM

Season of Trip



Demographic Information



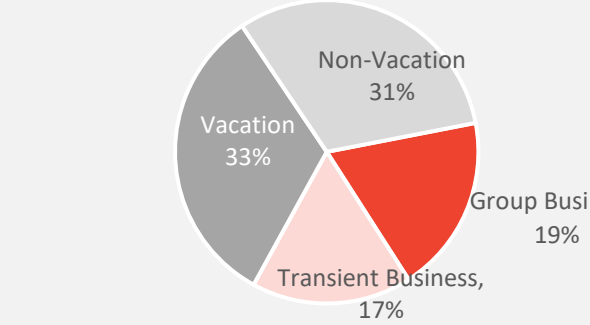
AVERAGE VISITOR AGE **48** YEARS OLD

Mean Household Income **\$116,471**

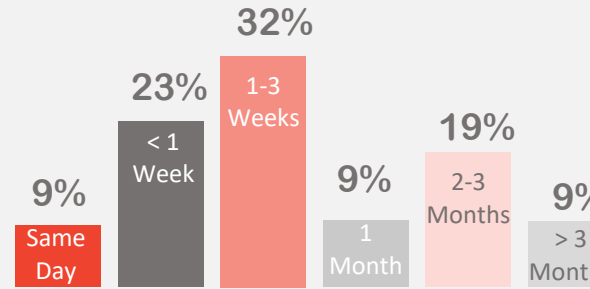
MILLENNIAL/ GEN Z	GEN X	BOOMERS	SILENT/GEN
40%	31%	25%	3%

75% Married
 41% with children in household

Trip Purpose



TRIP PLANNING TIMEFRAME



Average Expenditure

\$230
PERSON PER DAY

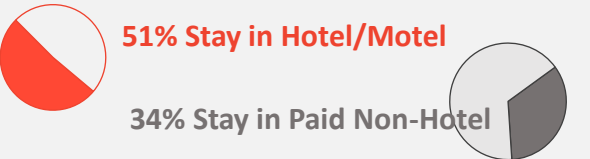
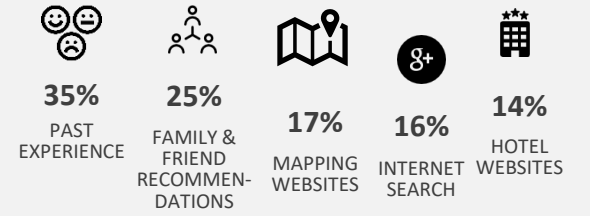
Trip Characteristics

AVERAGE LENGTH OF STAY (include day trips) **2.17** DAYS

37% travel alone **48%** travel together
 3% travel in groups of 3+ adults **12%** travel with children

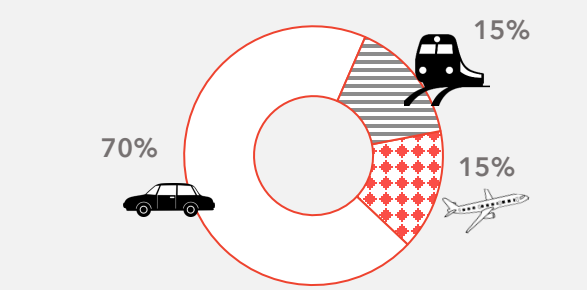
AVERAGE PARTY SIZE **1.91** PERSONS

TOP TRIP PLANNING RESOURCES



★★★★★ SATISFACTION (8.74)
★★★★★ VALUE-FOR-THE-MONEY (8.54)
★★★★★ LIKELY TO RECOMMEND (8.51)

Transportation Used to Travel

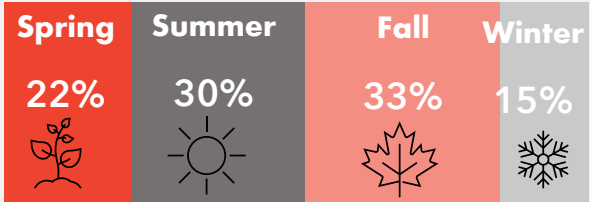


Main Activities

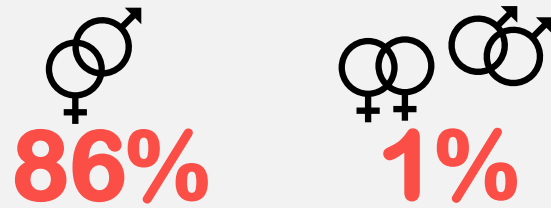


Source: 2022 Performance/MonitorSM

Season of Trip



Demographic Information



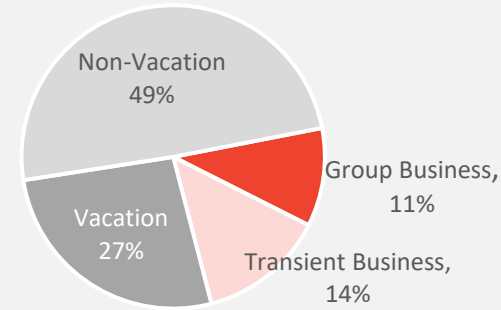
AVERAGE VISITOR AGE **49** YEARS OLD

Mean Household Income **\$85,168**

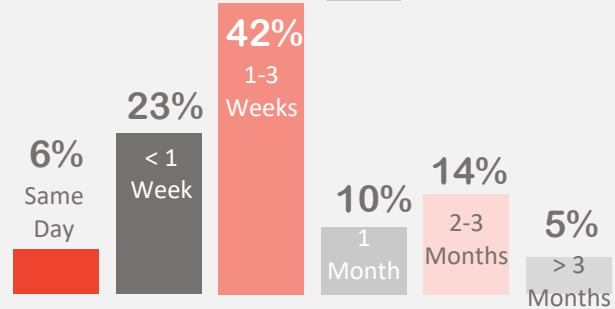
MILLENNIAL/ GEN Z	GEN X	BOOMERS	SILENT/GEN
38%	25%	36%	2%

61% Married, 30% with children in household

Trip Purpose



TRIP PLANNING TIMEFRAME



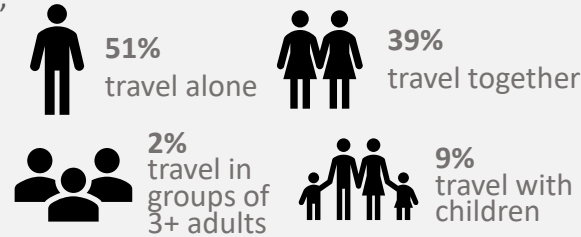
Average Expenditure

\$197

PERSON PER DAY

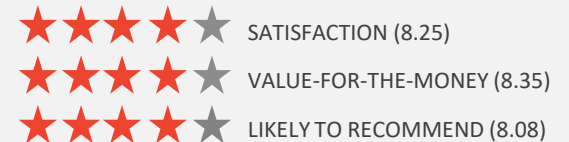
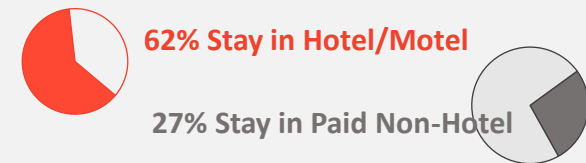
Trip Characteristics

AVERAGE LENGTH OF STAY (include day trips) **1.97** DAYS

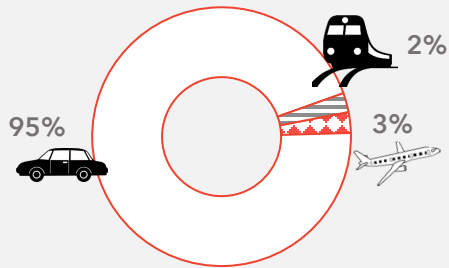


AVERAGE PARTY SIZE **1.69** PERSONS

TOP TRIP PLANNING RESOURCES



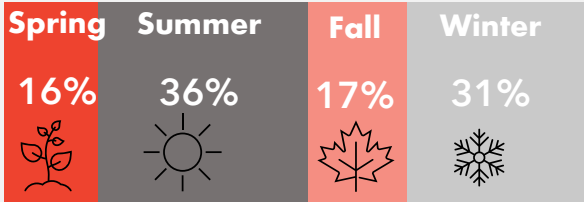
Transportation Used to Travel



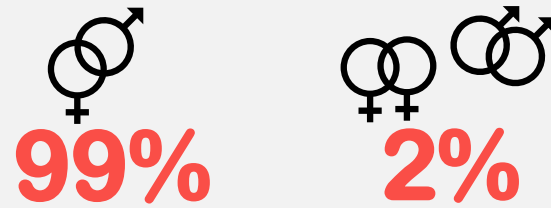
Main Activities



Season of Trip



Demographic Information



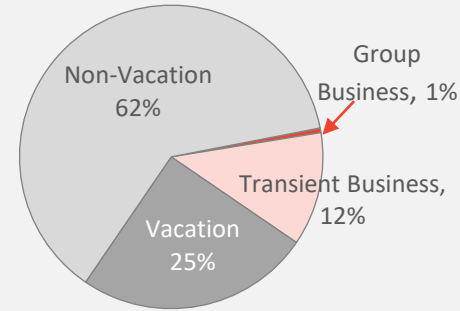
AVERAGE VISITOR AGE **53** YEARS OLD

Mean Household Income **\$61,267**

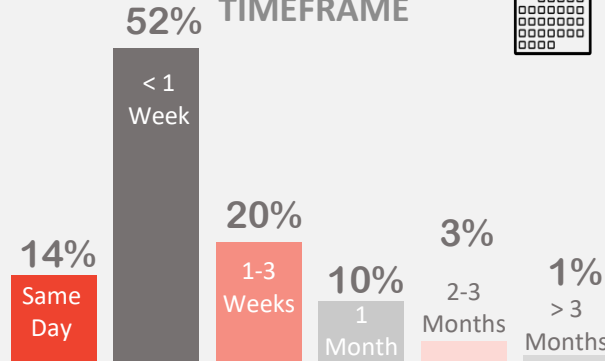
MILLENNIAL/ GEN Z	GEN X	BOOMERS	SILENT/GEN I
29%	5%	64%	2%

53% Married
 29% with children in household

Trip Purpose



TRIP PLANNING TIMEFRAME



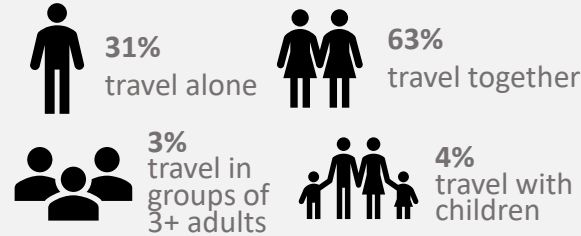
Average Expenditure

\$143

PERSON PER DAY

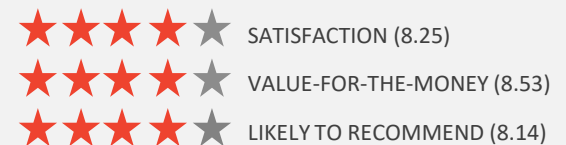
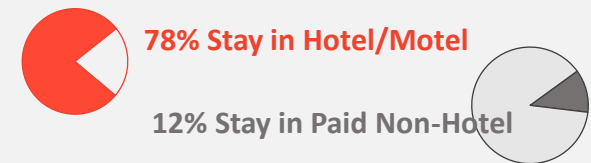
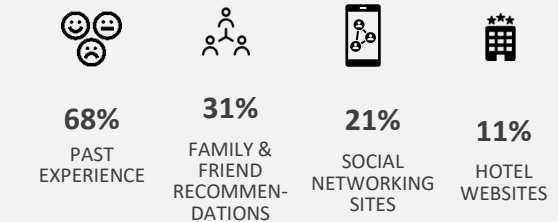
Trip Characteristics

AVERAGE LENGTH OF STAY (include day trips) **1.43** DAYS

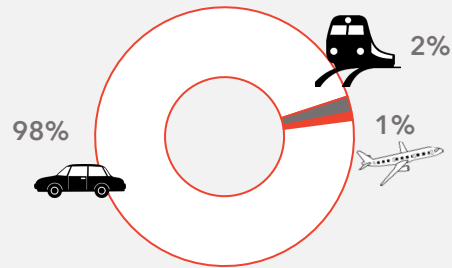


AVERAGE PARTY SIZE **1.85** PERSONS

TOP TRIP PLANNING RESOURCES



Transportation Used to Travel

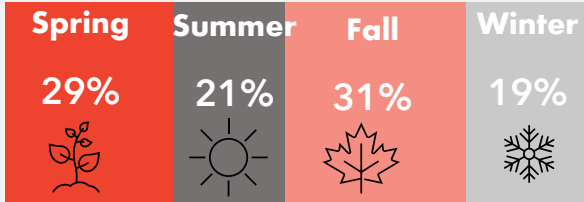


Main Activities

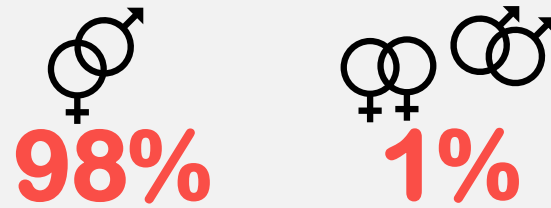


Source: 2022 Performance/MonitorSM

Season of Trip



Demographic Information



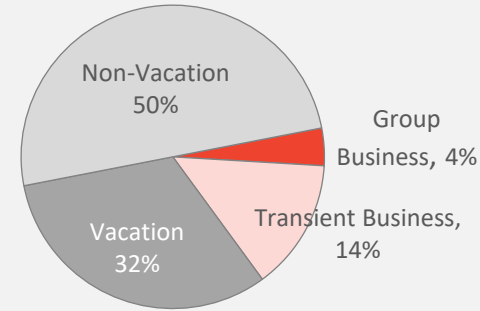
AVERAGE VISITOR AGE **48** YEARS OLD

Mean Household Income **\$65,252**

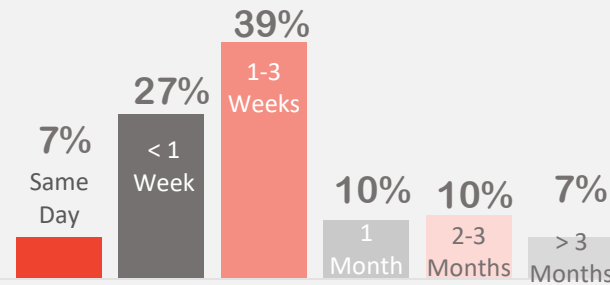
MILLENNIAL/ GEN Z	GEN X	BOOMERS	SILENT/GEN
47%	7%	43%	4%

48% Married
15% with children in household

Trip Purpose



TRIP PLANNING TIMEFRAME



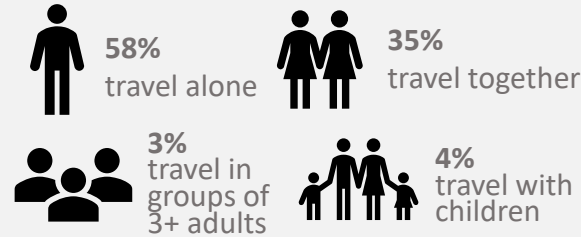
Average Expenditure

\$142

PERSON PER DAY

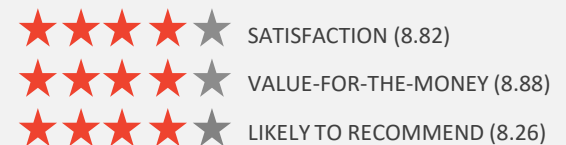
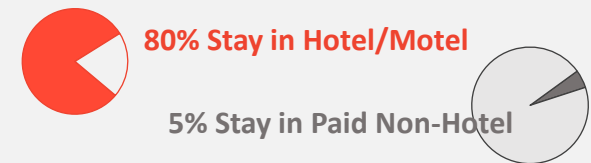
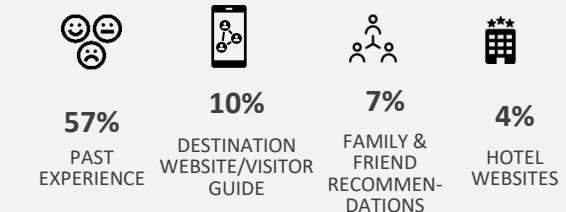
Trip Characteristics

AVERAGE LENGTH OF STAY (include day trips) **1.64** DAYS

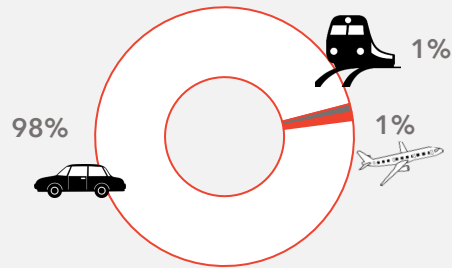


AVERAGE PARTY SIZE **1.64** PERSONS

TOP TRIP PLANNING RESOURCES



Transportation Used to Travel



Main Activities

- 13%** Visit Friends/Relatives
- 10%** Holiday Celebration
- 9%** Business/Work
- 8%** Culinary/Dining
- 5%** Shopping

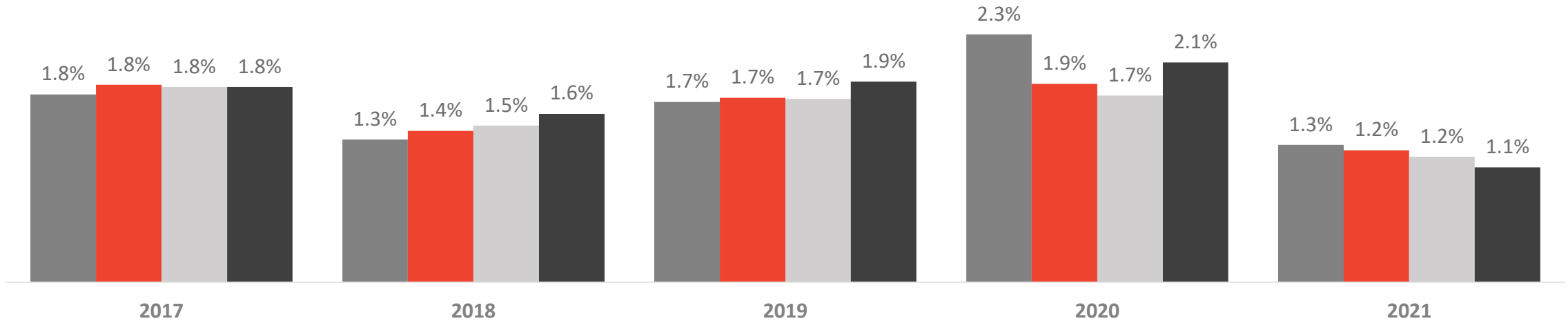
Source: 2022 Performance/MonitorSM

— 3 —

CHARTS & GRAPHS

Louisiana's 5 Year Share of US Travel

- Stays
- Person-Stays
- Person-Days
- Trip-Dollars

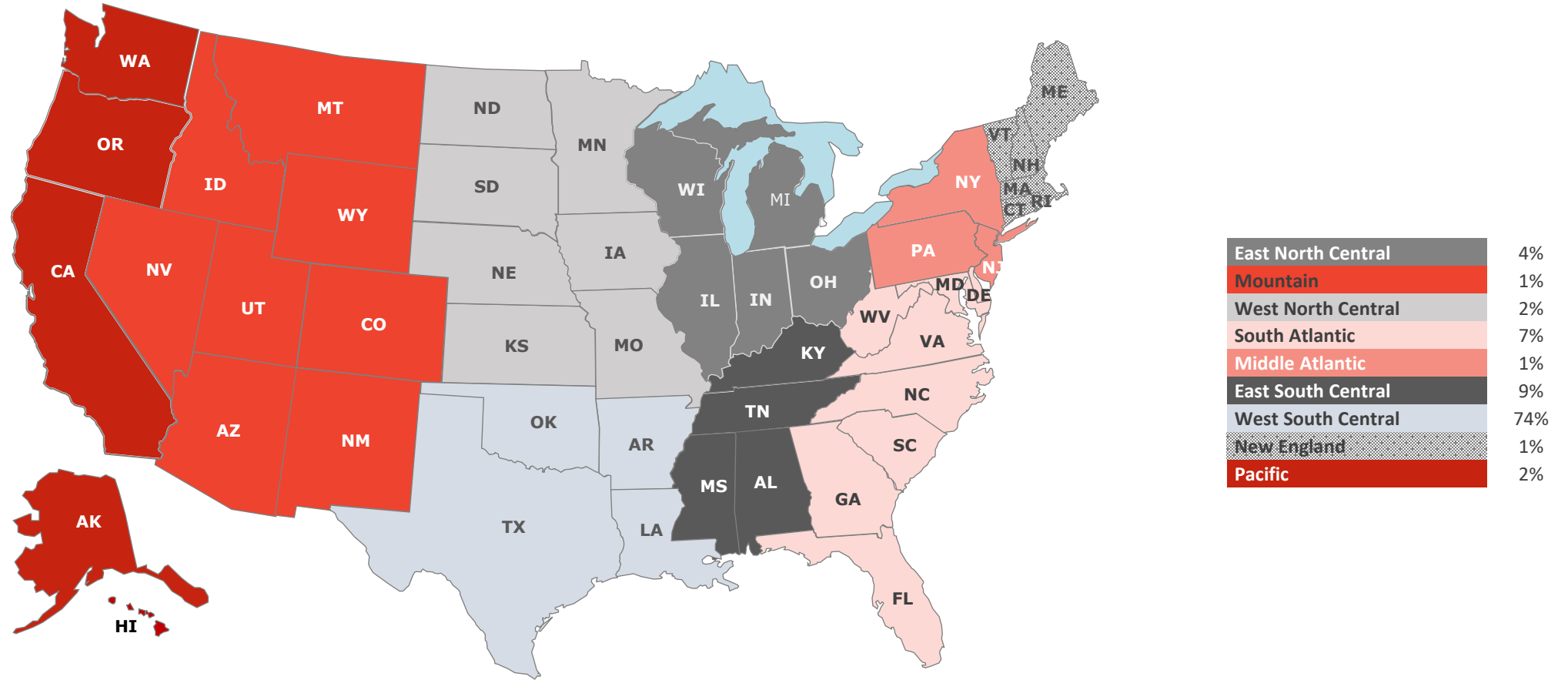


* Stays (Base = 658)

Source: 2022 Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

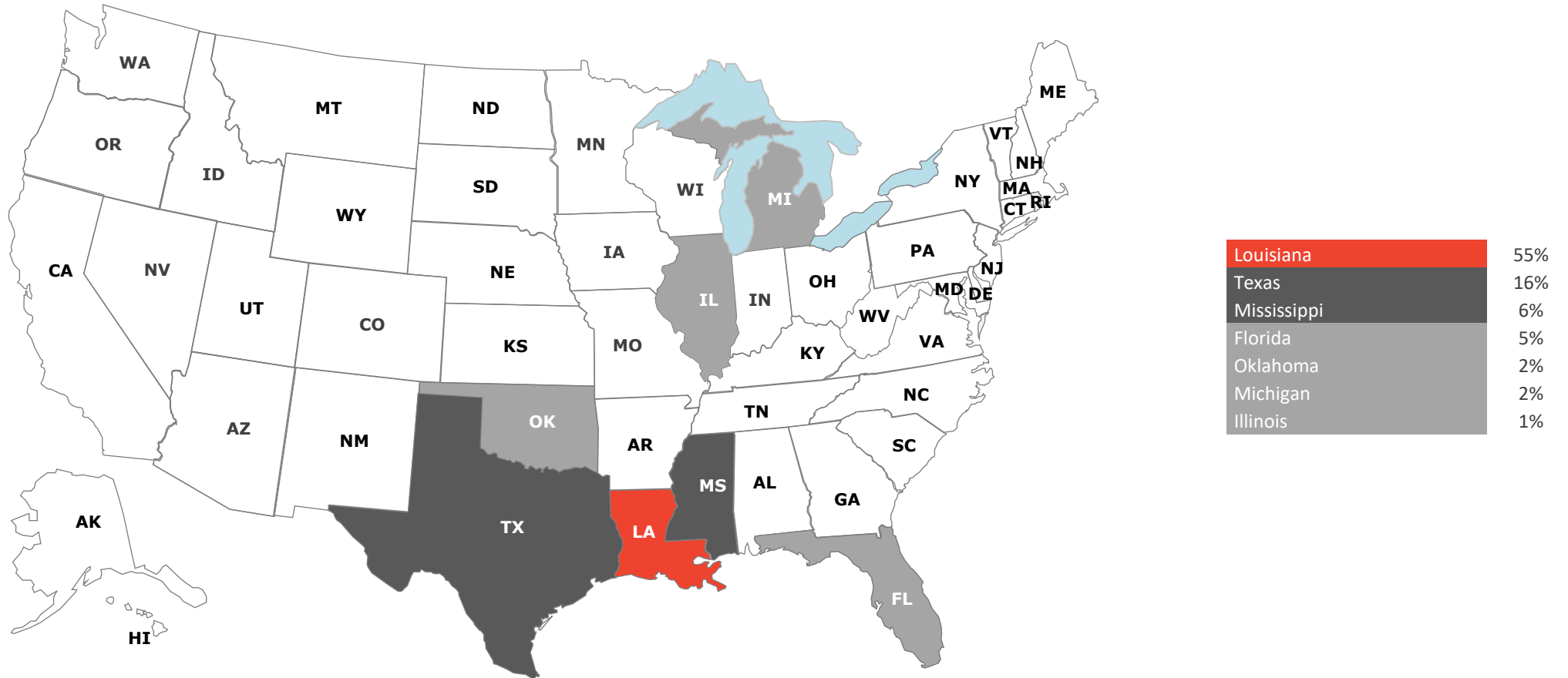
Louisiana's Origin US Divisions



*2021 Louisiana Person-Stays (Base = 652)
 Source: 2022 Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

Louisiana's Top Origin States



*2021 Louisiana Person-Stays (Base = 652)
Source: 2022 Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

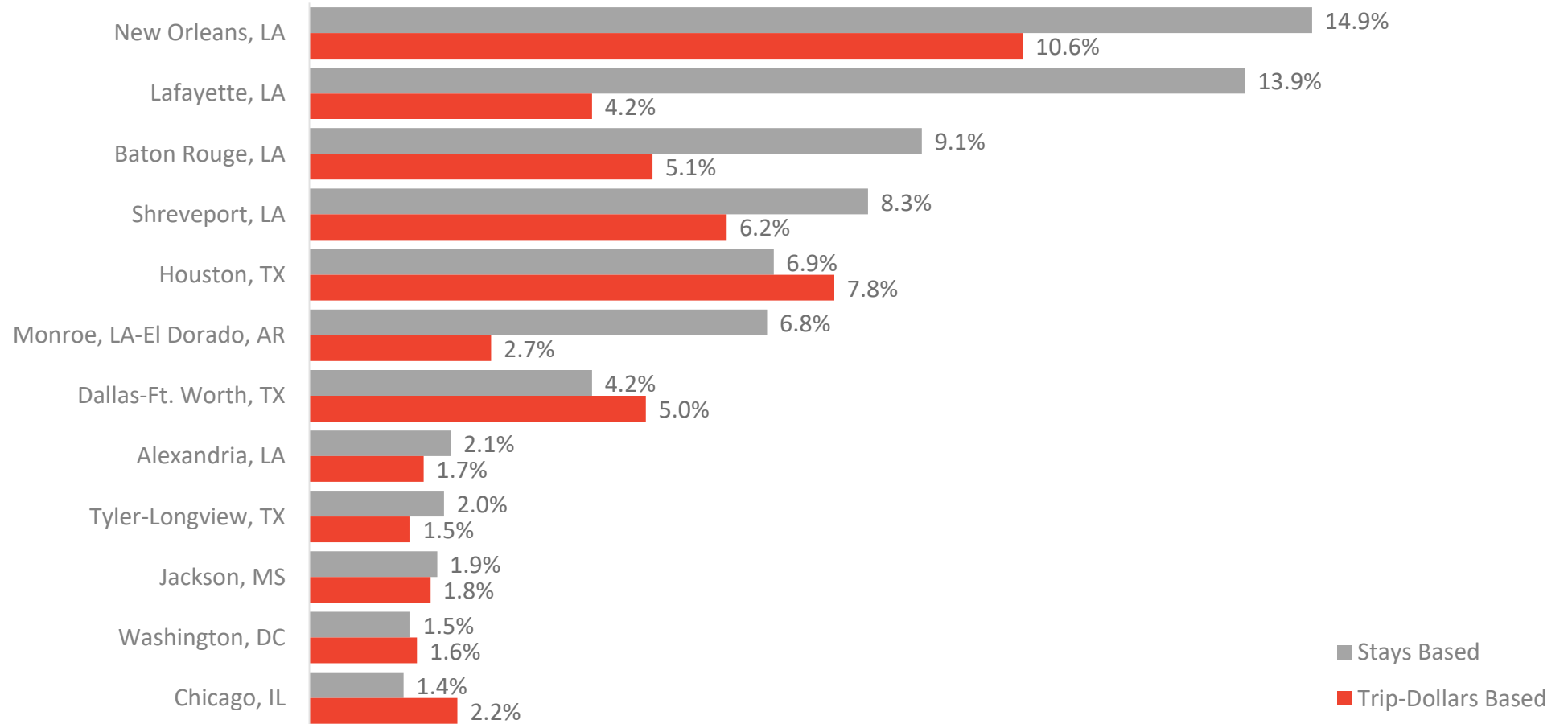
Top Origin DMAs to [Destination]	US	Louisiana	Greater New Orleans	South Louisiana	North Louisiana	Central Louisiana
New Orleans, LA	0.7%	21.0%	35.2%	5.7%	0.3%	2.5%
Lafayette, LA	0.2%	9.5%	6.2%	22.5%	0.2%	16.1%
Monroe, LA – El Dorado, AR	0.2%	9.0%	0.4%	3.2%	43.7%	1.1%
Baton Rouge, LA	0.2%	6.5%	8.5%	12.3%	--	0.5%
Houston, TX	1.9%	6.1%	6.4%	13.6%	0.4%	0.1%
Shreveport, LA	0.3%	5.5%	0.1%	1.1%	17.2%	27.1%
Alexandria, LA	0.1%	4.7%	0.1%	7.0%	4.6%	31.1%
Dallas-Fort Worth, TX	3.1%	3.9%	1.9%	4.4%	11.1%	1.7%
Lake Charles, LA	0.1%	3.1%	0.3%	7.9%	0.7%	18.6%
Tampa-St. Petersburg, FL	1.8%	2.6%	4.3%	3.2%	---	---
Top 10 Sum	8.6%	71.9%	63.4%	80.9%	78.2%	98.8%

*2021 Louisiana Person-Stays (Base = 652)

Source: 2022 Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

Louisiana's Opportunity by Origin DMA



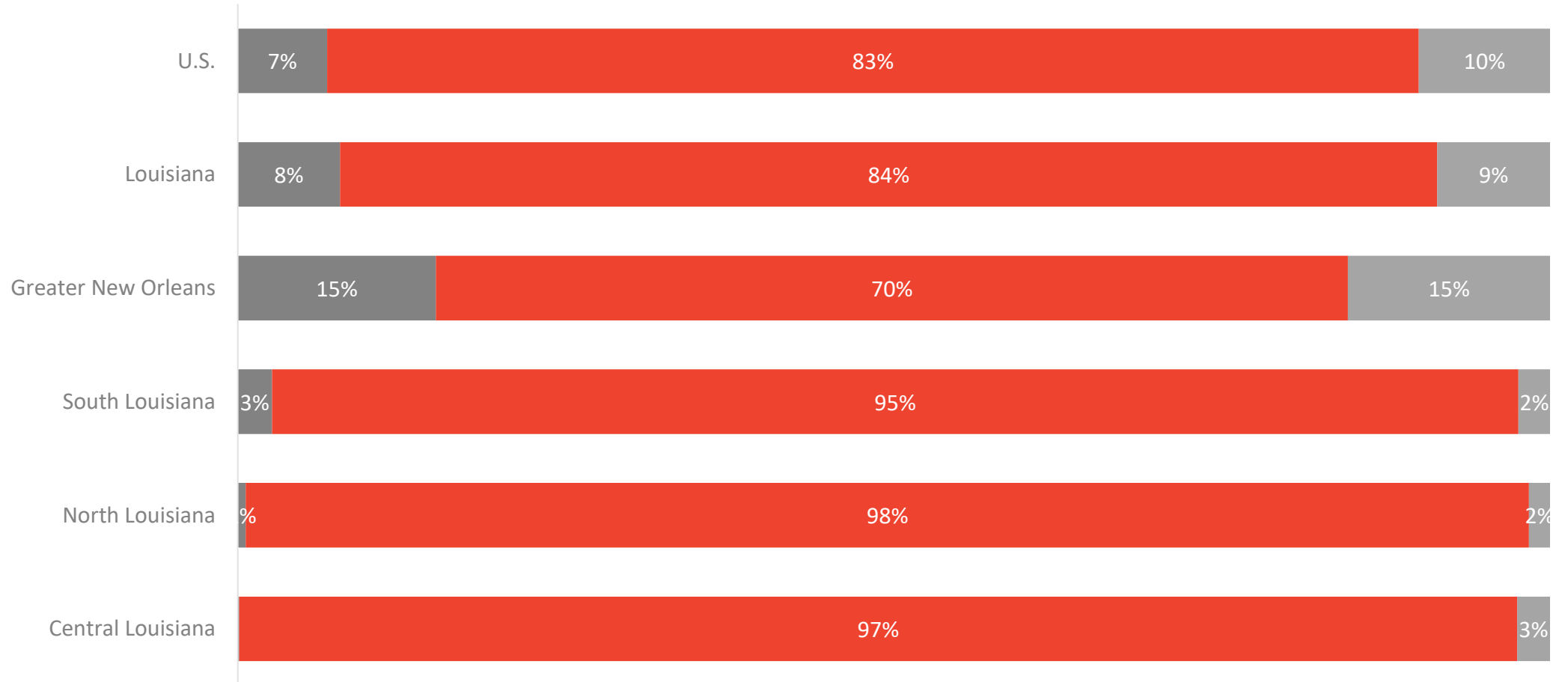
* 2019-2021 Louisiana (Base = 2,673)

Source: 2022 Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

- Air
- Auto
- Other

Mode of Transportation to the Destination

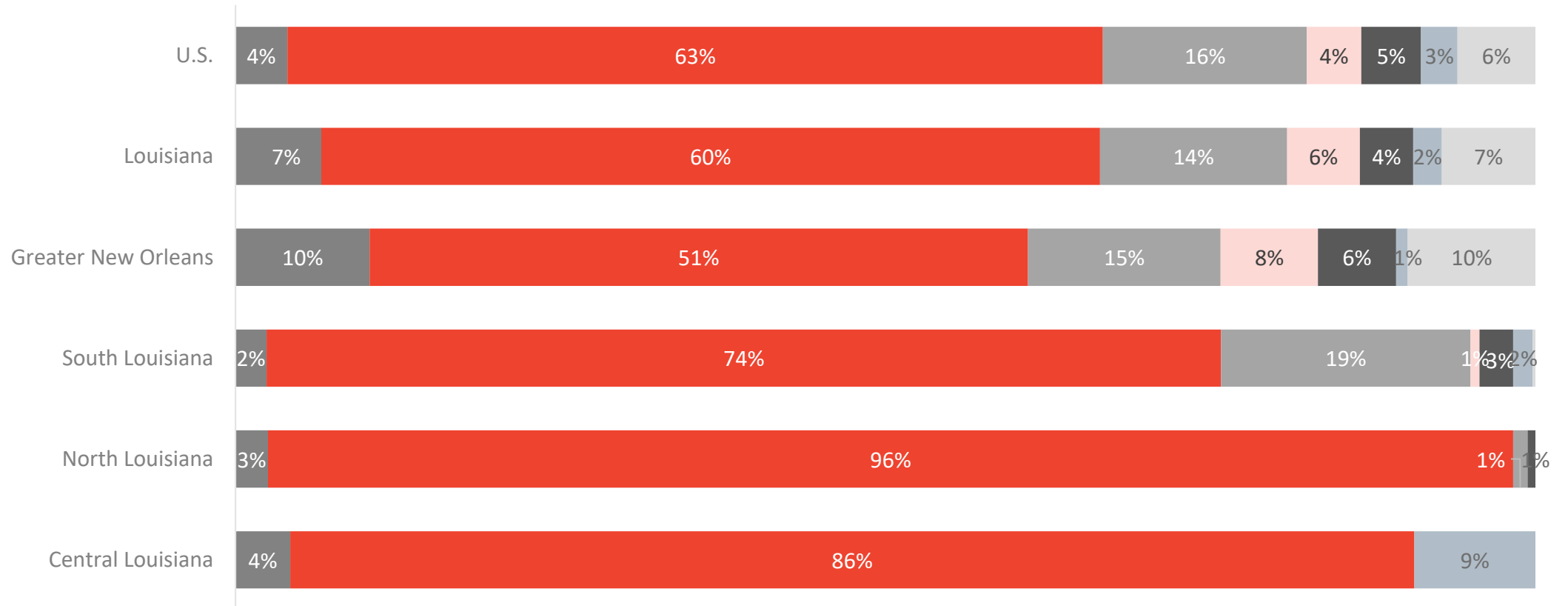


*2021 Person-Stays Louisiana (Base = 655)
 Source: 2022 Performance/MonitorSM

Question/ Please provide the main transportation you used traveling to [City/Location] for your overnight trip or past month day trip

Mode of Transportation within the Destination

■ No Transportation Used/Walked
 ■ Personal Vehicle
 ■ Rental Vehicle
 ■ Taxi
 ■ Rideshare Service
 ■ Bus
 ■ Other

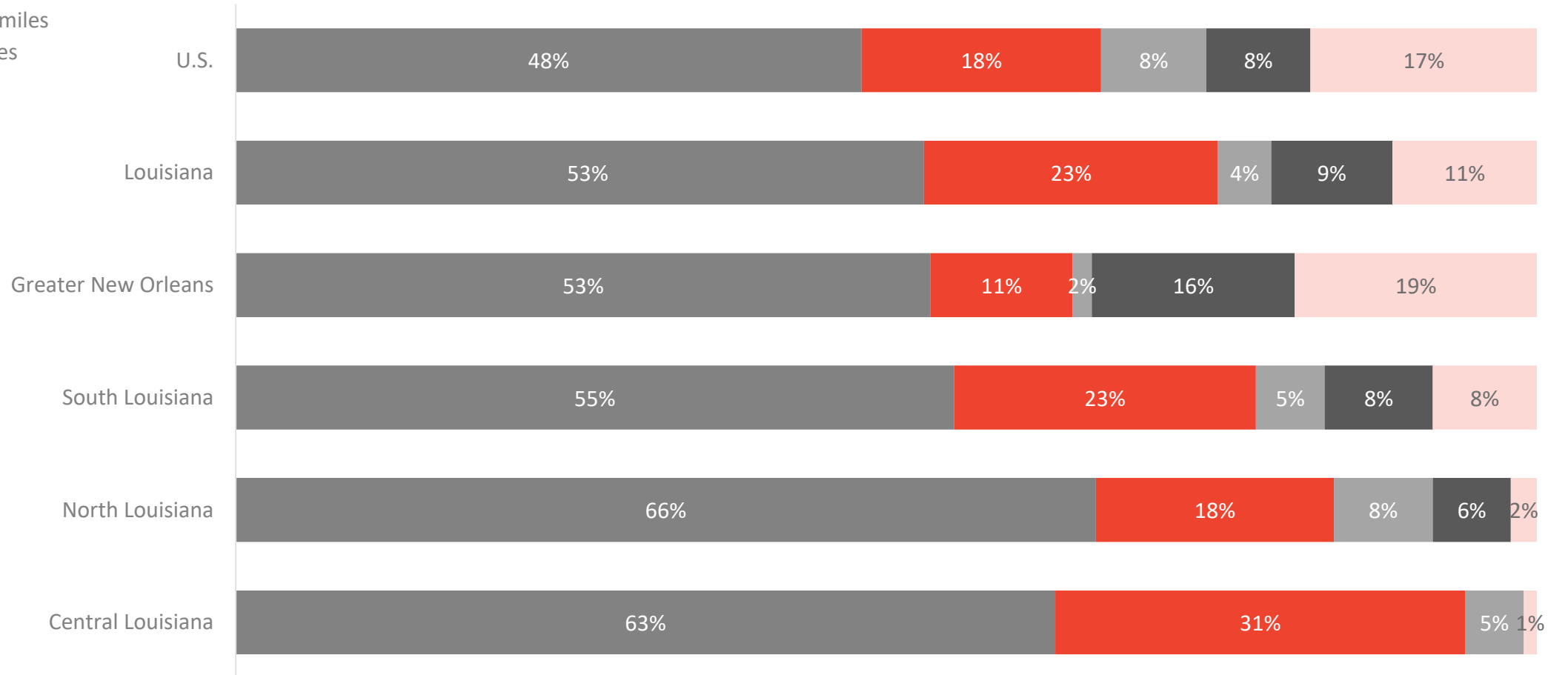


*2021 Person-Stays Louisiana (Base = 522)
 Source: 2022 Performance/MonitorSM

Question/ Please provide the main transportation you used traveling within [City/Location]

- 100 miles or less
- 101-200 miles
- 201-300 miles
- 301-500 miles
- 501+ miles

One-Way Distance Traveled by Car

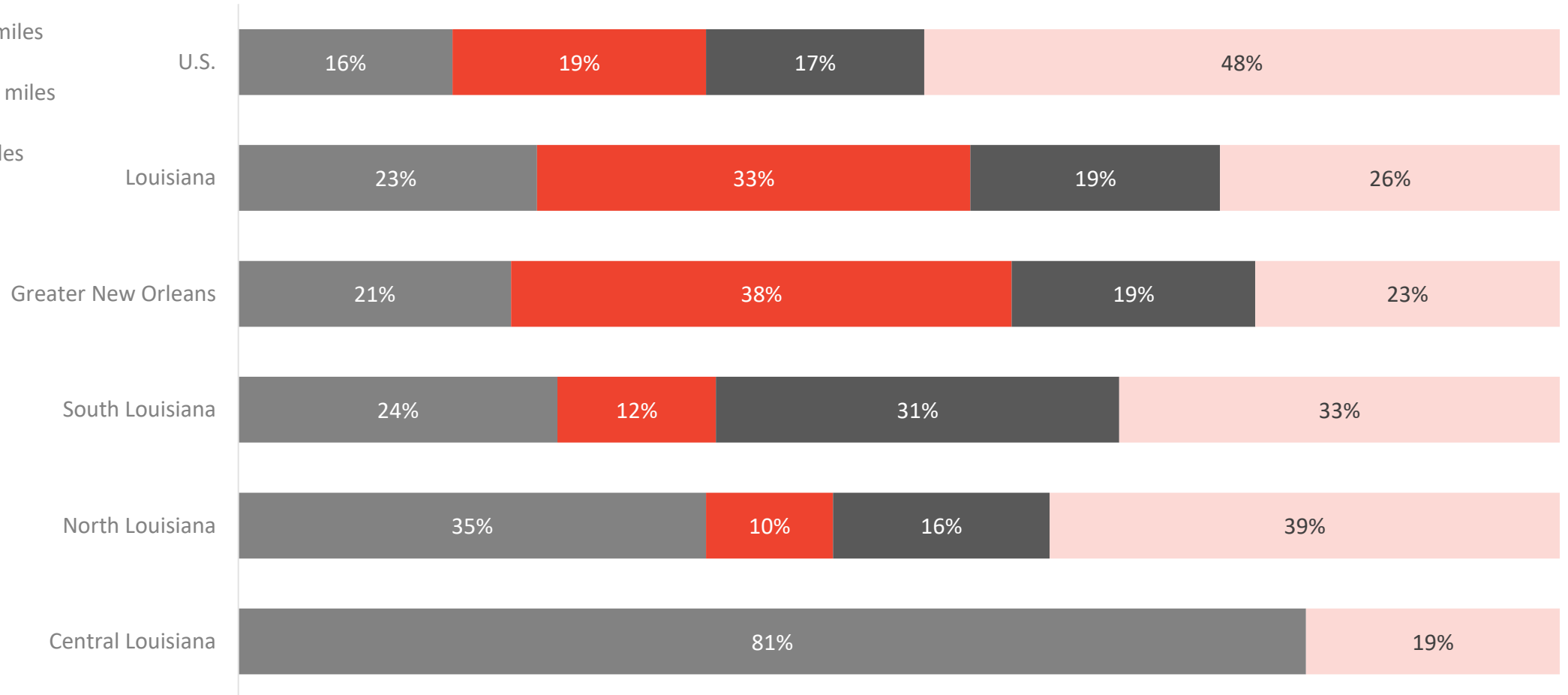


*2021 Person-Stays Louisiana (Base = 430)
 Source: 2022 Performance/MonitorSM

Question/ Please provide the main transportation you used traveling to [City/Location] for your overnight trip or past month day trip

One-Way Distance Traveled by Air

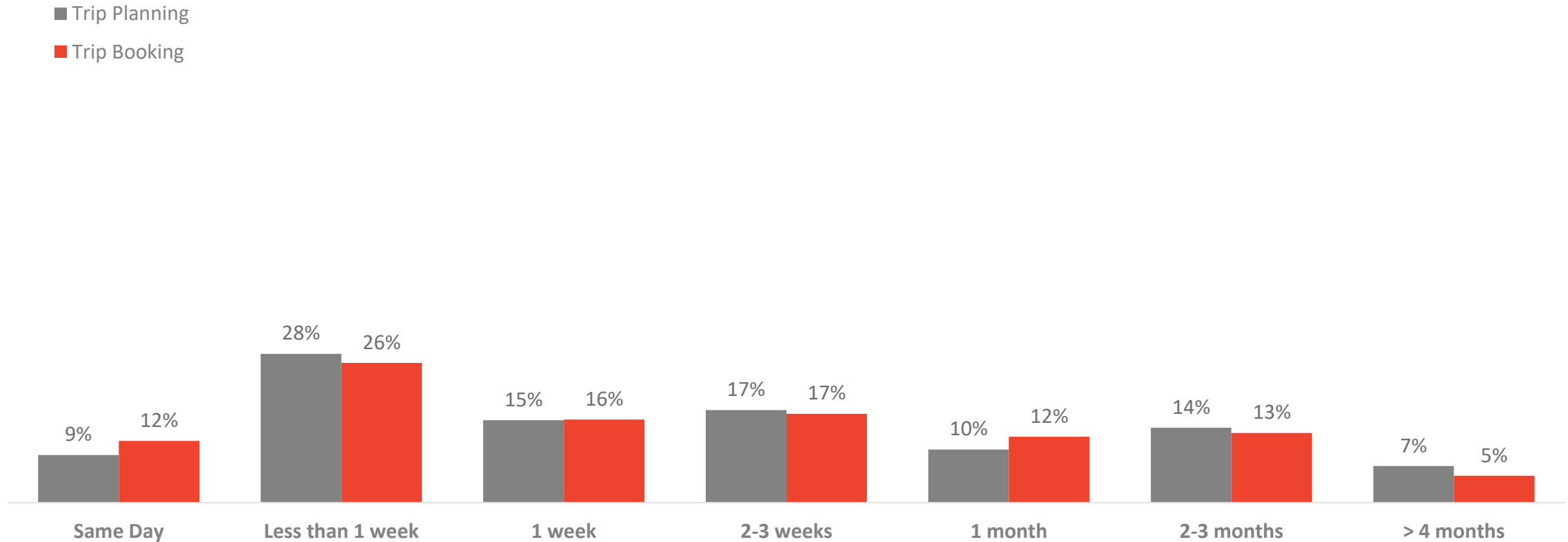
- 300 miles or less
- 301-700 miles
- 701-1000 miles
- 1000+ miles



* 2021 Person-Stays Louisiana (Base = 217)
 Source: 2022 Performance/MonitorSM

Question/ Please provide the main transportation you used traveling to [City/Location] for your overnight trip or past month day trip

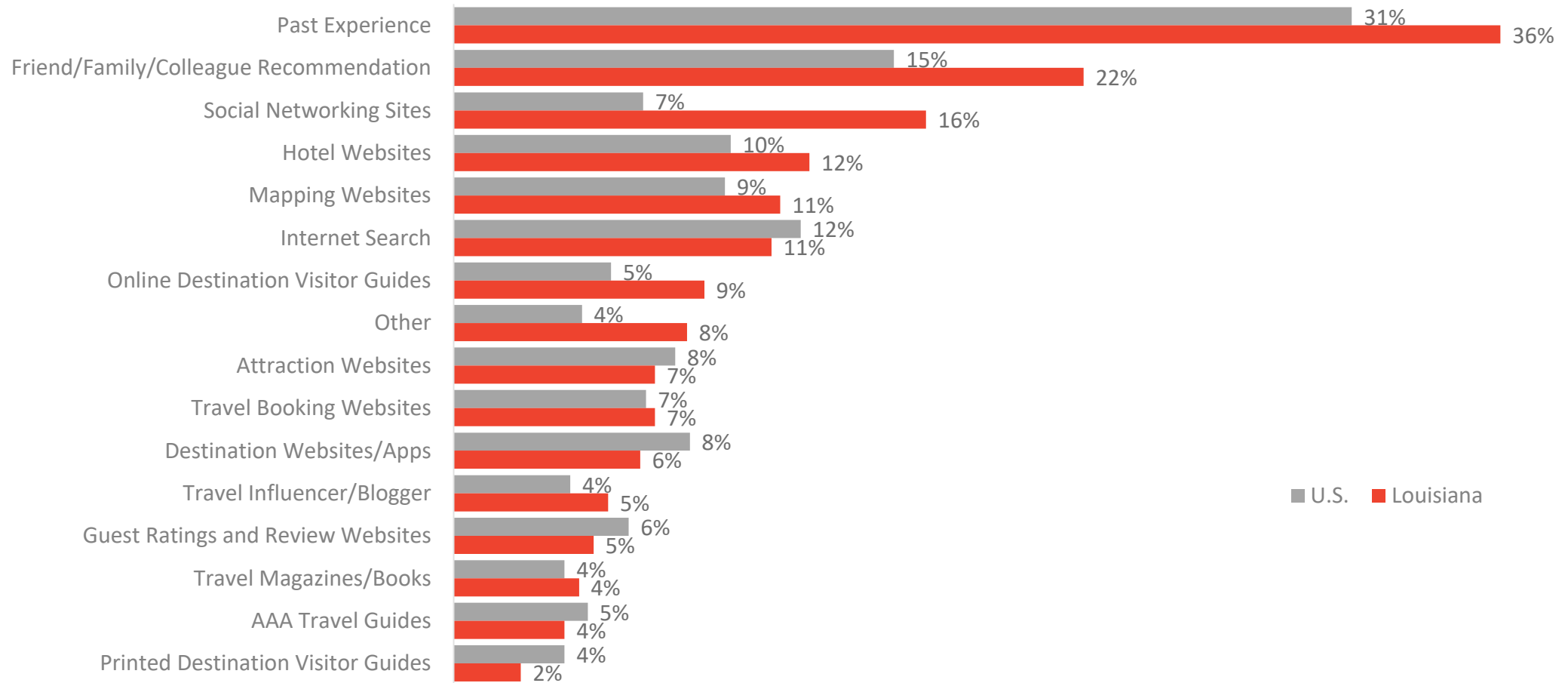
Louisiana's Trip Planning vs. Booking Time Frame



* 2021 Person-Stays (Base = 651)
Source: 2022 Performance/MonitorSM

Question/ About how far in advance did you plan your trip to [City/Location]?
About how far in advance did you book your trip to [City/Location]?

Travel Planning Resources

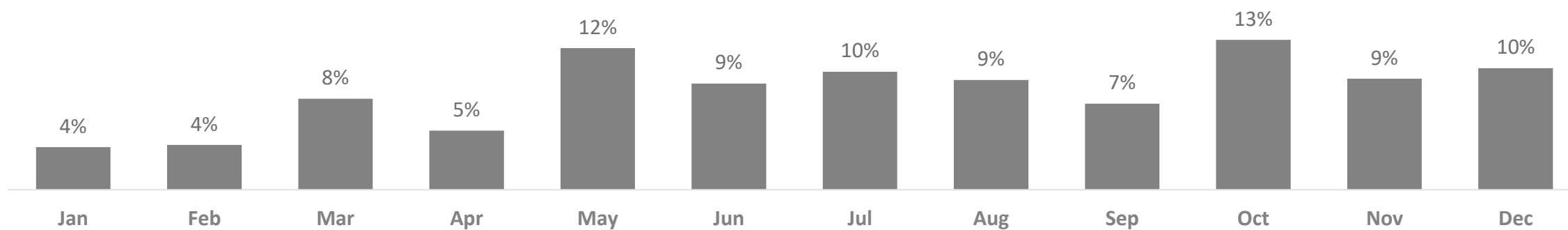


*2021 Louisiana Stays (Base = 649), US Stays (Base = 42,536)

Source: 2022 Performance/MonitorSM

Question/ Which of the following information sources did you use to plan your trip to [City/Location]?

Louisiana's Month Trip Started



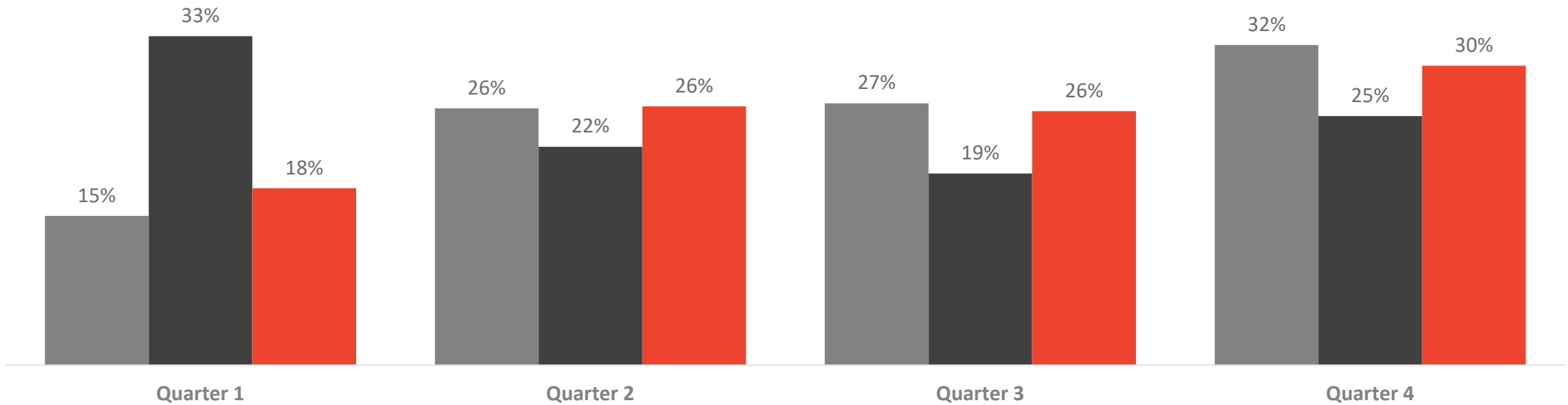
* 2021 Louisiana Person-Stays (Base = 658)

Source: 2022 Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

Louisiana's Quarter Trip Started 2019-2021

■ 2021 ■ 2020 ■ 2019

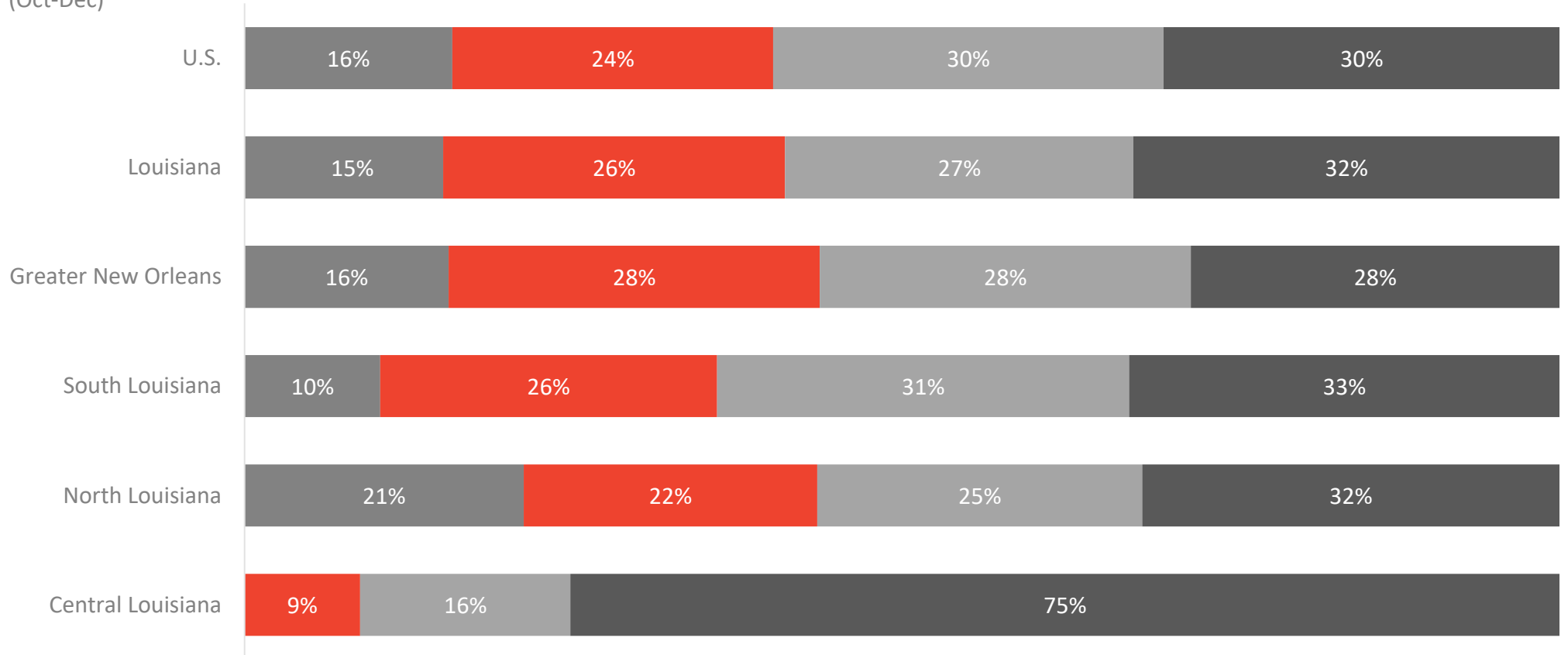


* 2019-2021 Louisiana Person-Stays (Base = 1,554, 486, 658)
Source: 2022 Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

- First Quarter (Jan-Mar)
- Second Quarter (Apr-Jun)
- Third Quarter (Jul-Sep)
- Fourth Quarter (Oct-Dec)

Quarter Trip Started

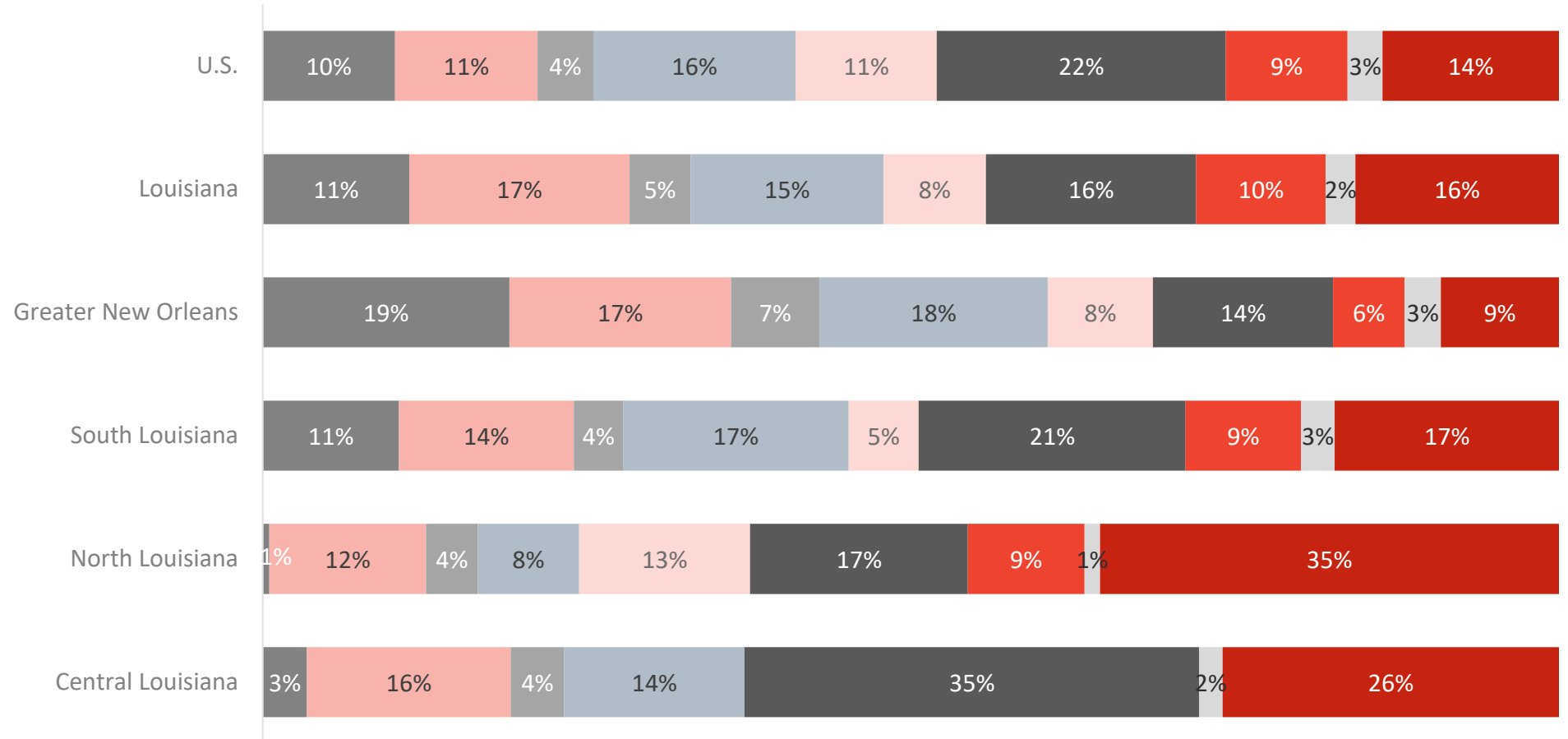


* 2021 Person-Stays Louisiana (Base = 658)
 Source: 2022 Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

- Group Meeting
- Transient Business
- Getaway Weekend - Night
- General Vacation - Night
- Vacation/Getaway - Day Trip
- Visit Friends/Relatives
- Special Event
- Medical/Health Care
- Other Leisure/Personal

Purpose of Stay

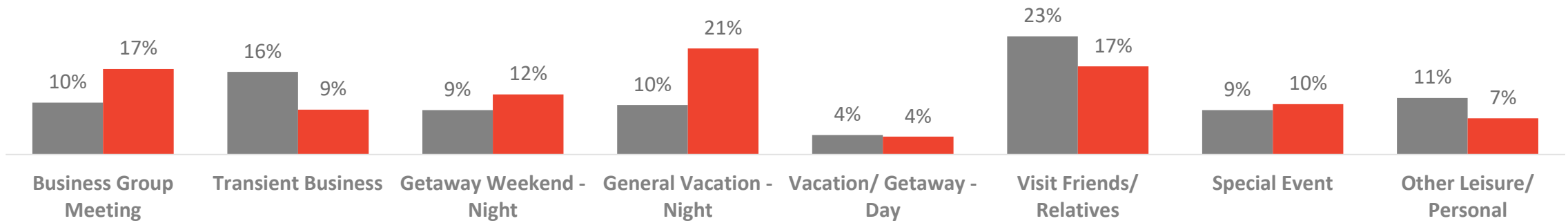


* 2021 Person-Stays Louisiana (Base = 658)
 Source: 2022 Performance/MonitorSM

Question/ Please tell us your main purpose of visiting [City/Location]

■ Stays Based
■ Trip-Dollars Based

Louisiana's Opportunity by Purpose



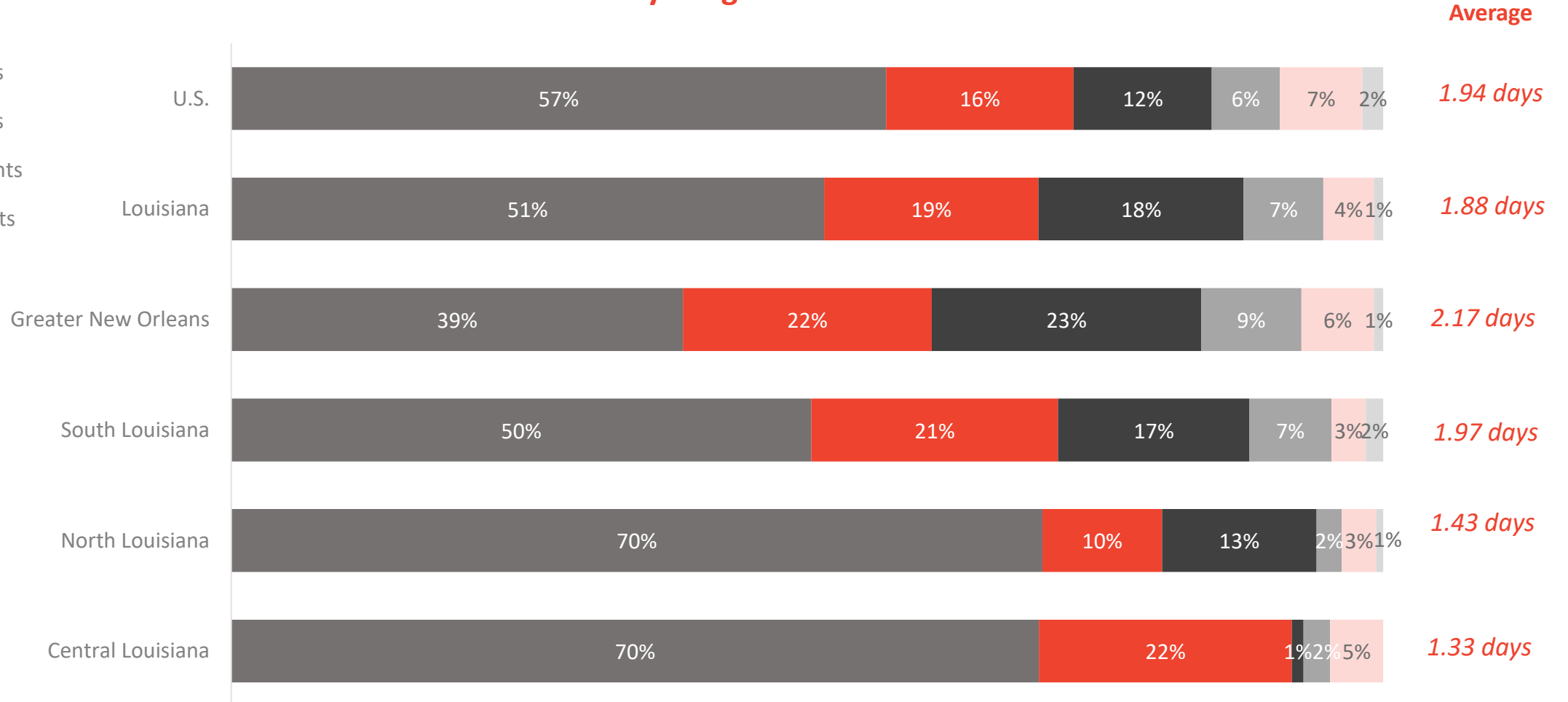
* 2019-2021 (Base = 2,698)

Source: 2022 Performance/MonitorSM

Question/ Please tell us your main purpose of visiting [City/Location]

- Day Trip
- 1 night
- 2 nights
- 3 nights
- 4-7 nights
- 8+ nights

Stay Length

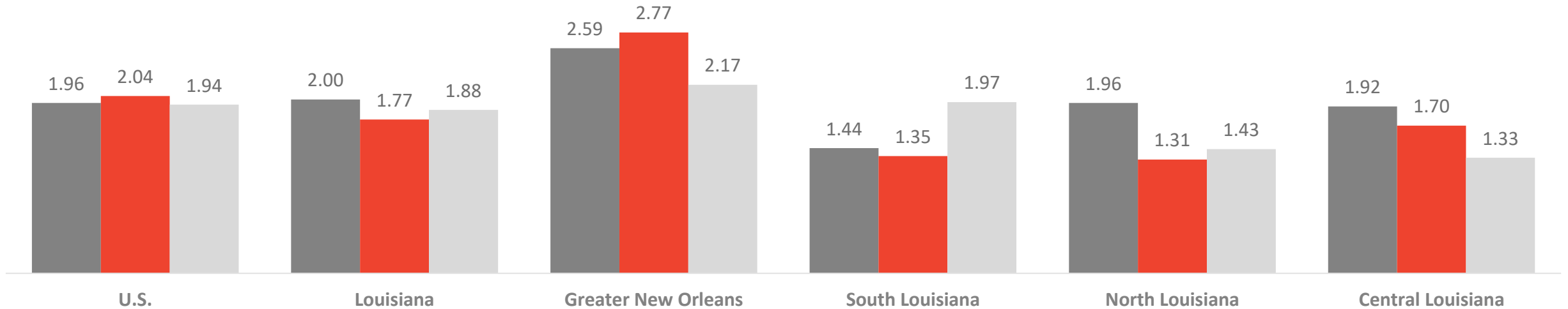


* 2021 Stays Louisiana (Base = 658)
Source: 2022 Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the date the stay started and ended to [City/location] visited and Please provide the number of times you visited this month for a day trip.

■ 2019 ■ 2020 ■ 2021

Average Length of Stay (in days)

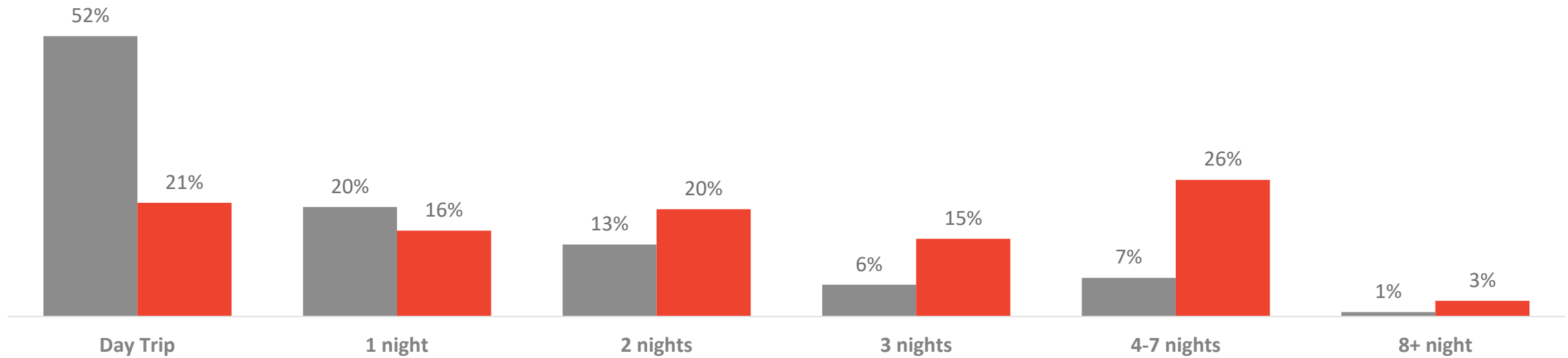


*2019, 2020, 2021 Stays Louisiana (Base = 1,554, 486, 658)
Source: 2022 Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the date the stay started and ended to [City/location] visited and Please provide the number of times you visited this month for a day trip.

■ Stays Based ■ Trip-Dollars Based

Louisiana's Opportunity by Length of Stay



* 2019-2021 Louisiana (Base = 2,698)
Source: 2022 Performance/MonitorSM

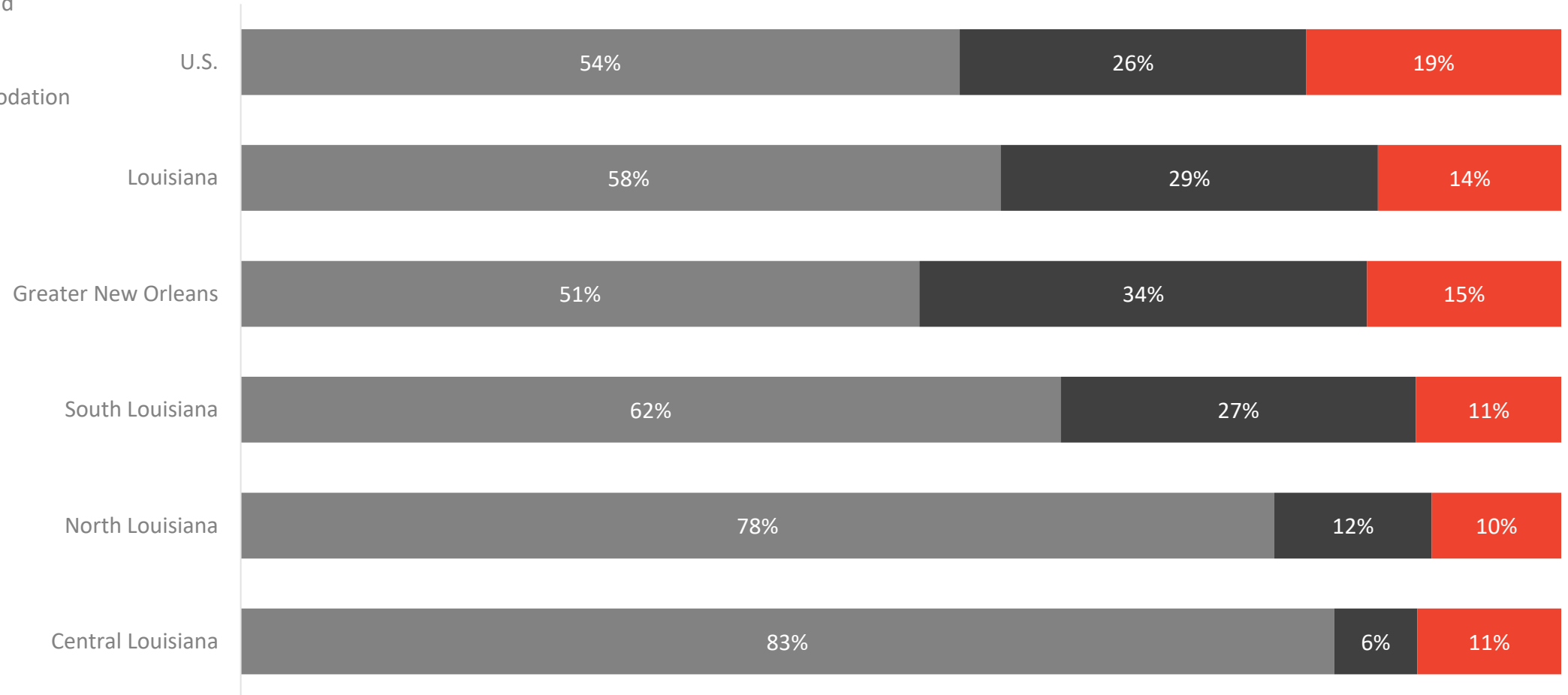
Question/ For your overnight travel in the past 3 months, please provide the date the stay started and ended to [City/location] visited and Please provide the number of times you visited this month for a day trip.

■ Hotel

■ Other Paid

■ Non-Paid
Accommodation

Accommodation Type

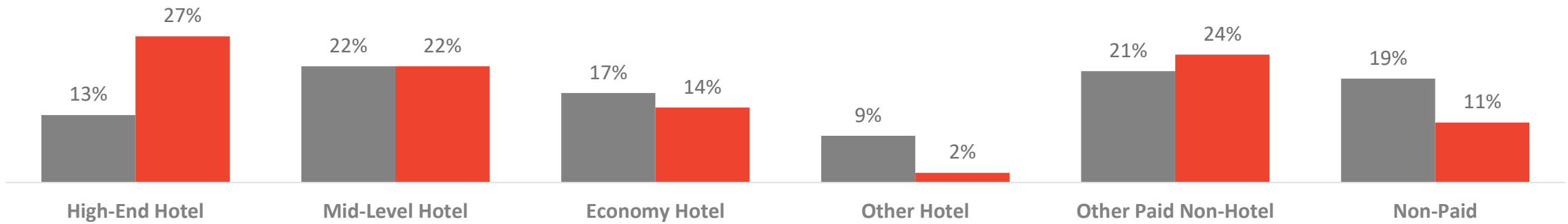


* 2021 Overnight Person-Stays Louisiana (Base = 522)
Source: 2022 Performance/MonitorSM

Question/ Thinking about your overnight trip to [city/location], please provide the type of place stayed at.

■ Stays Based
■ Trip-Dollars Based

Louisiana's Opportunity by Accommodation Type

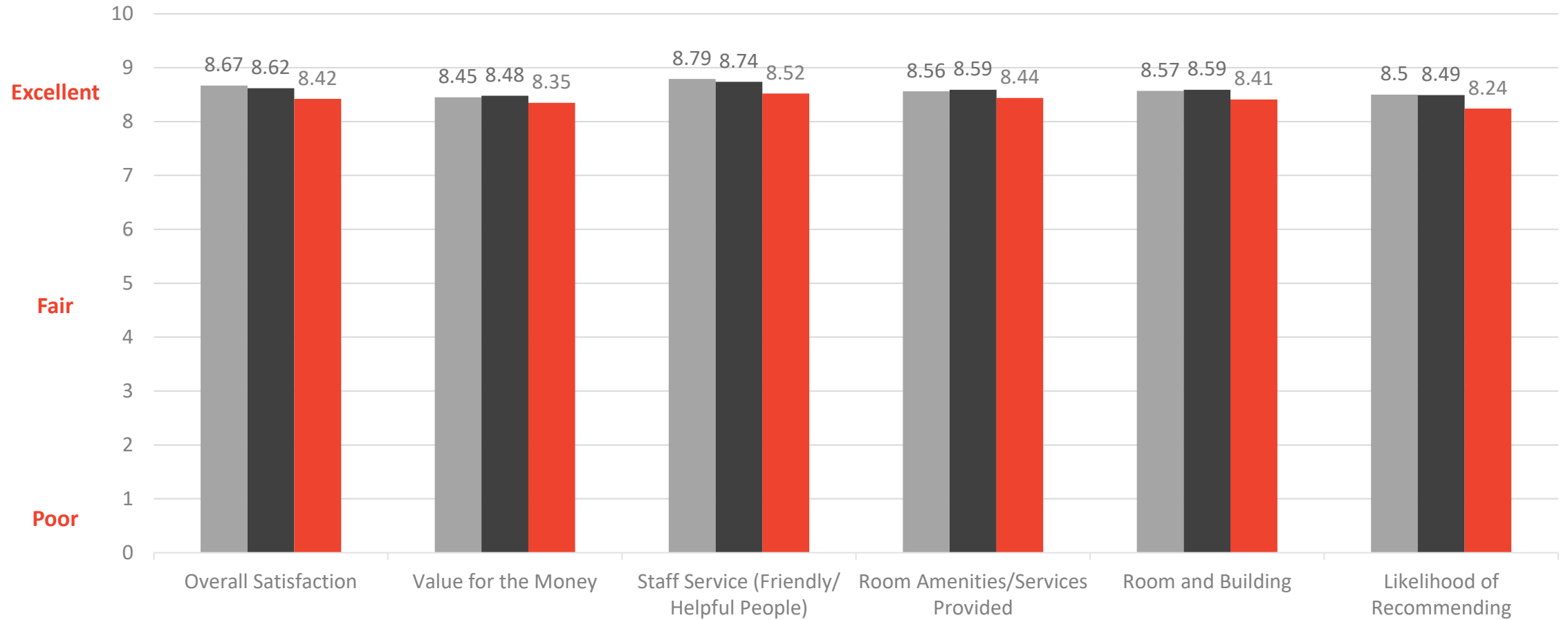


* 2019-2021 Person-Stays Louisiana (Base = 2,212)
Source: 2022 Performance/MonitorSM

Question/ Thinking about your overnight trip to [city/location], please provide the type of place stayed at.

■ 2018-2019 ■ 2019-2021 ■ 2021-2020

Louisiana Average Hotel Ratings

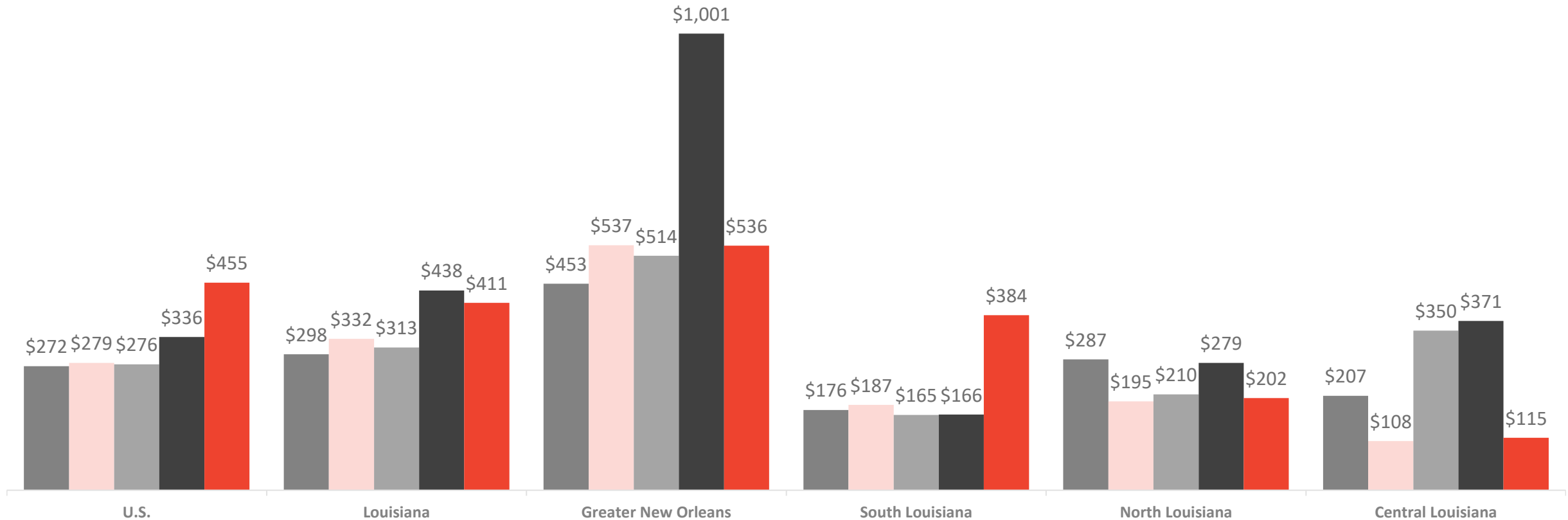


* 2020-2021 Louisiana Person-Stays (Base = 592)
 Source: 2022 Performance/MonitorSM

Question/ Please rate your lodging using the scale below.

Average Stay Expenditure per Traveling Party Per Stay w/o Transportation

■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021

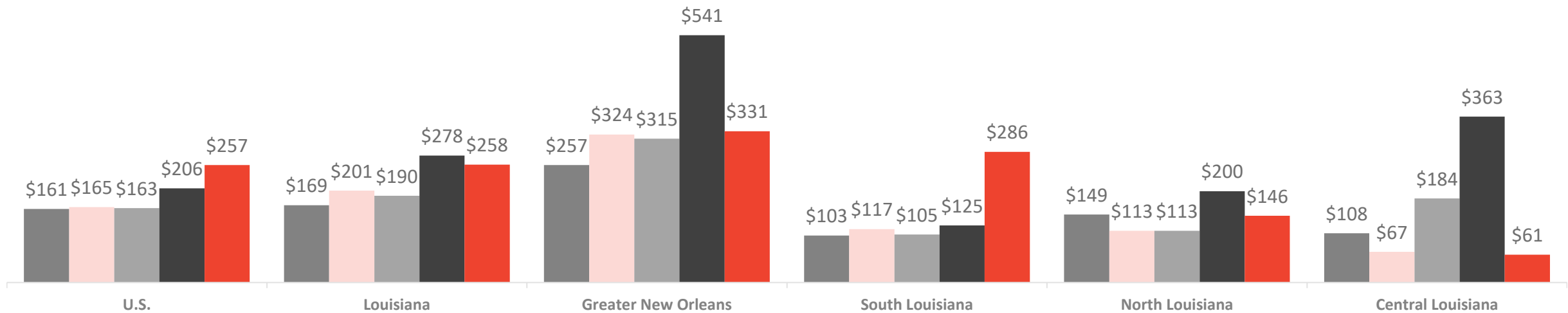


* 2017-2021 Louisiana Stays (Base = 1,394; 1,318; 1,274; 450; 571)
Source: 2022 Performance/MonitorSM

Question/ About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?

Average Stay Expenditure per Traveler Per Stay w/o Transportation

■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021



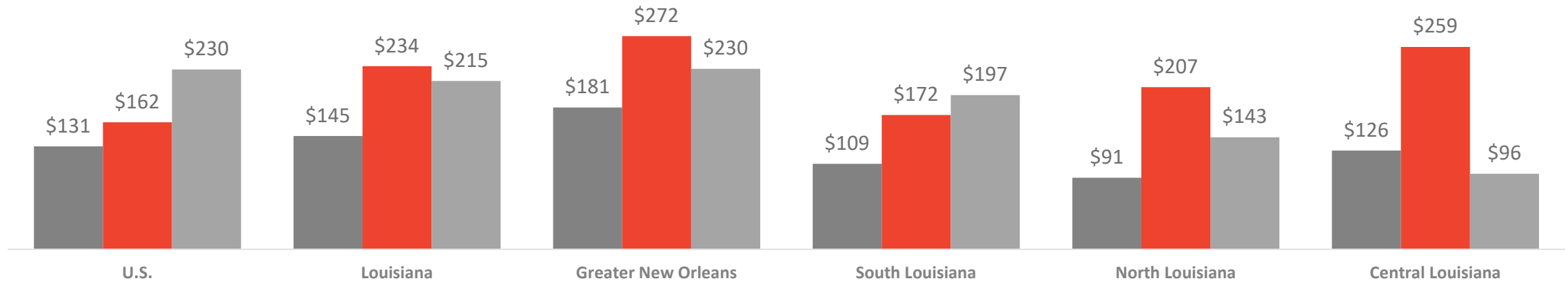
* 2017-2021 Louisiana Stays (Base = 1,394; 1,318; 1,274; 450; 571)

Source: 2022 Performance/MonitorSM

Question/ About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?

■ 2019 ■ 2020 ■ 2021

Average Daily Expenditure per Traveler Per Day Including Transportation

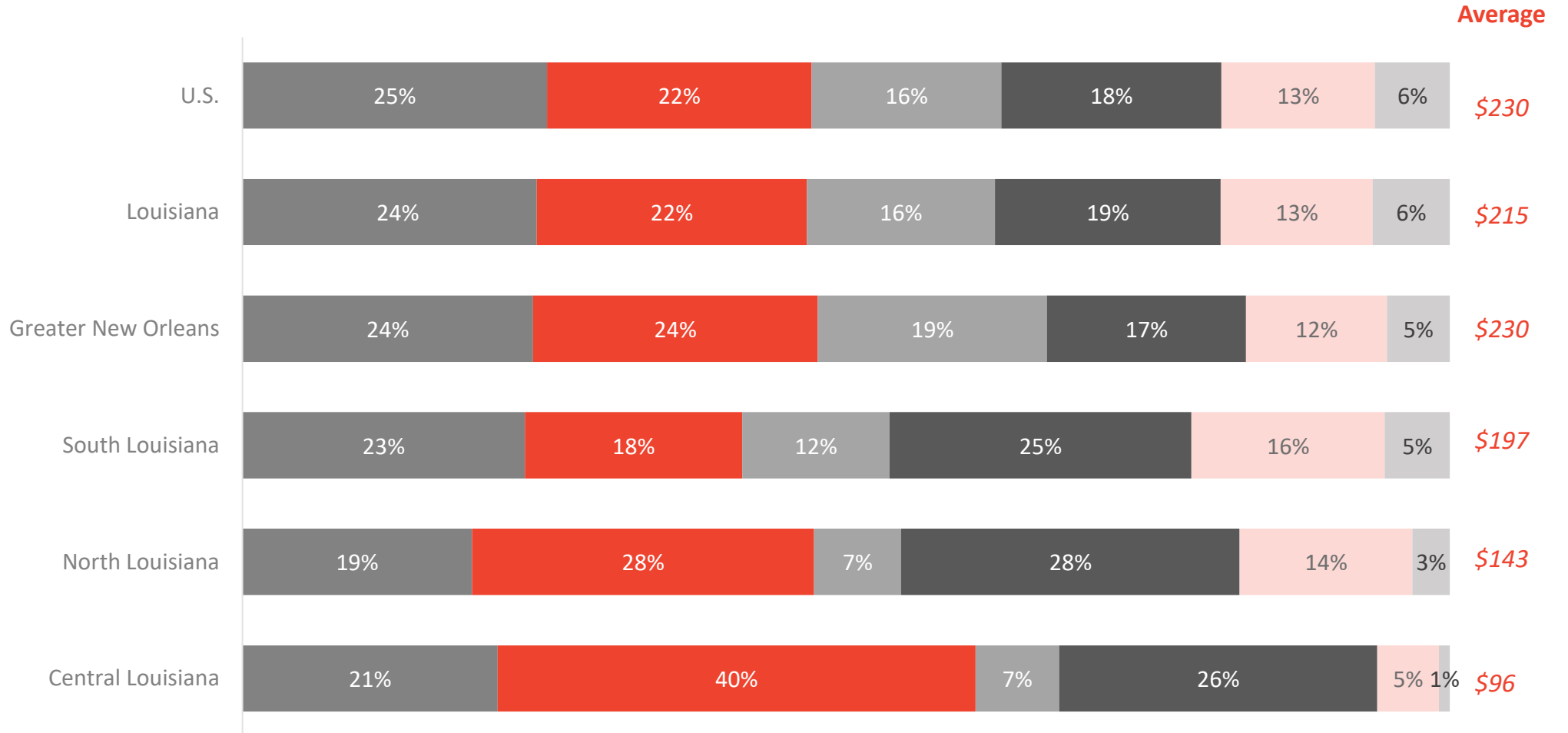


* 2019-2021 Person-Days Louisiana (Base = 1,269; 450; 566)
Source: 2022 Performance/MonitorSM

Question/ About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?

- Transportation
- Food & Beverage
- Lodging
- Shopping
- Entertainment
- Miscellaneous

Daily Expenditure per Traveler

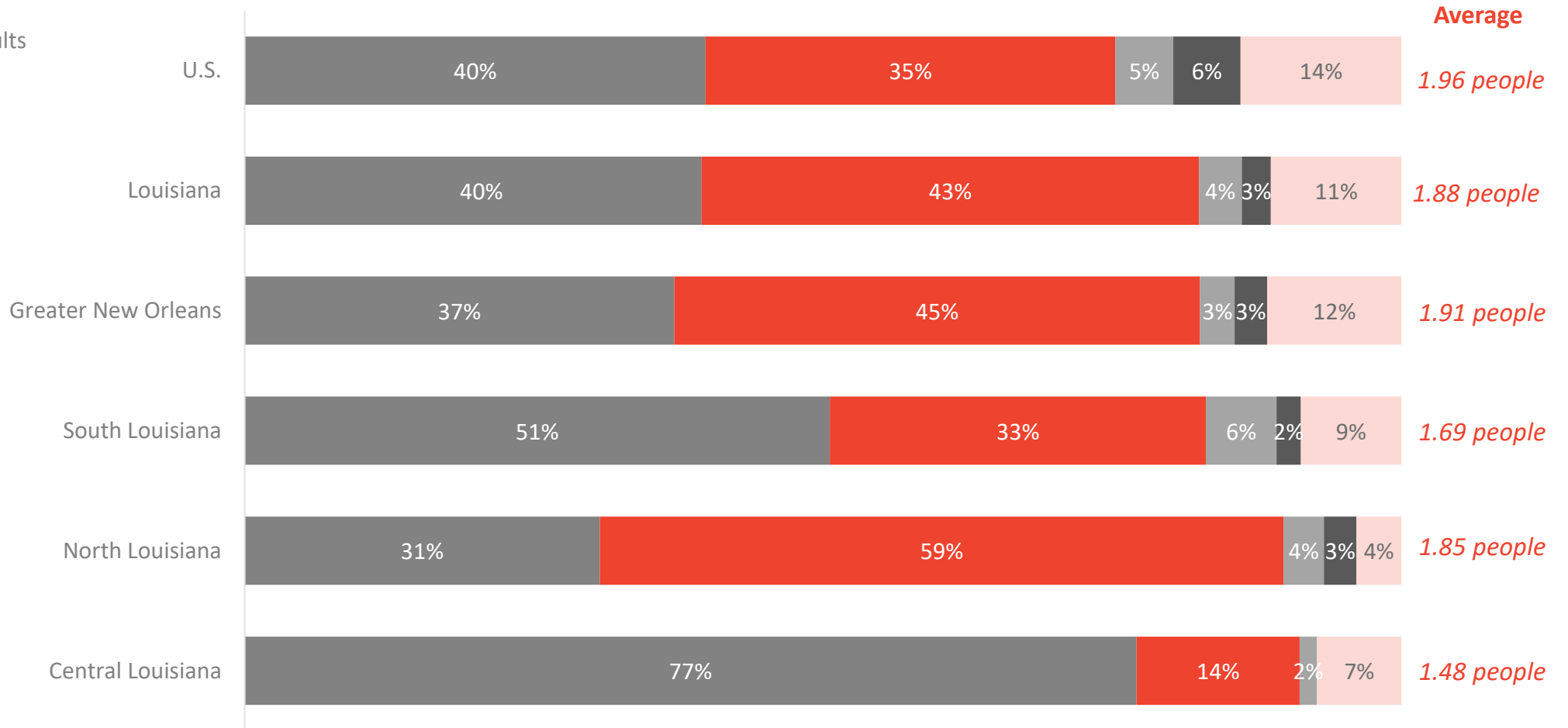


* 2021 Person-Days Louisiana (Base = 566)
 Source: 2022 Performance/MonitorSM

Question/ About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?

- One Adult
- M/F
- MM/FF
- Three or More Adults
- Children Present

Travel Party Composition

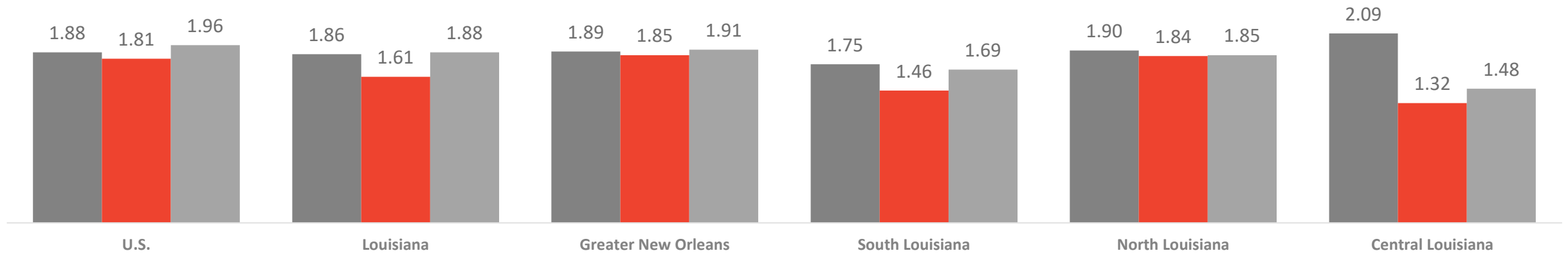


* 2021 Stays Louisiana (Base = 658)
 Source: 2022 Performance/MonitorSM

Question / Including yourself, how many adults and children were with you on your trip?

■ 2019 ■ 2020 ■ 2021

Average Travel Party Size

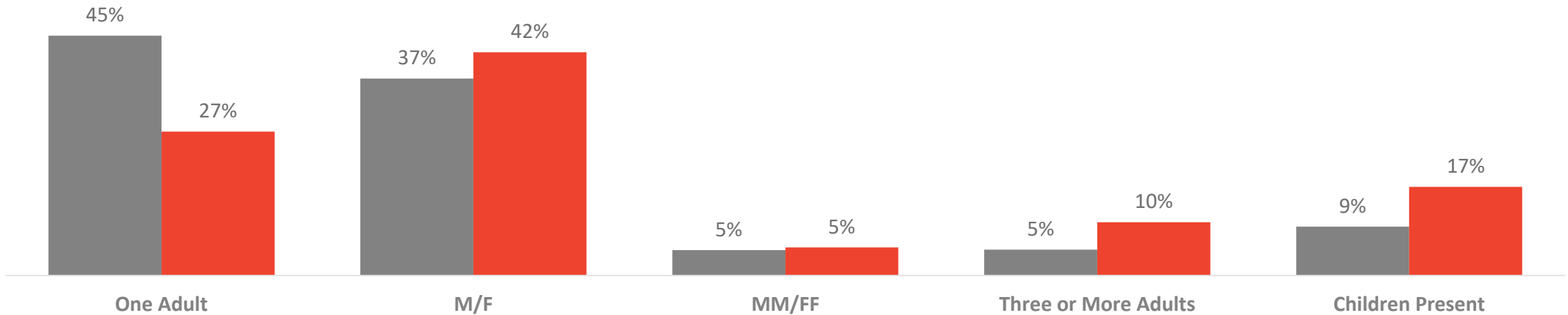


* 2019-2021 Stays Louisiana (Base = 1,554; 486; 658)
Source: 2022 Performance/MonitorSM

Question / Including yourself, how many adults and children were with you on your trip?

■ Stays Based
 ■ Trip-Dollars Based

Louisiana's Opportunity by Travel Party



* 2019-2021 Louisiana (Base = 2,212)
 Source: 2022 Performance/MonitorSM

Question / Including yourself, how many adults and children were with you on your trip?

43% General

- Shopping (24%)
- Business/Work (11%)
- Medical/Health/Doctor Visit (7%)
- Real Estate (2%)
- Religious/Faith Base Conference (2%)
- Spa/Wellness (1%)
- Service/Volunteerism/Charity (0.2%)
- Other Activity (2%)

32% Family/Life Events

- Visit Friends/Relatives (11%)
- Birthday (8%)
- Holiday Celebration (8%)
- Anniversary (5%)
- Funeral/Memorial (2%)
- Reunion/Graduation (1%)
- Wedding (0.1%)

28% Attractions

- Attend/Participate Sports Event (10%)
- Nightlife (9%)
- Gambling (9%)
- Shows (2%)
- Zoo/Aquarium (2%)
- Theme/Water Parks (0.4%)

28% Culture

- Live Music (7%)
- Movies (7%)
- Festival/Fairs (7%)
- Touring/Sightseeing (6%)
- Historic Sites (4%)
- Museums, Art Exhibits (3%)
- Theater/Dance Performance (0.1%)

22% Libation & Culinary

- Culinary/ Dining Experience (22%)
- Winery/ Distillery/ Brewery Tours (1%)

22% Outdoor Sports

- Fishing (8%)
- Boating/Sailing (7%)
- Golfing (5%)
- Hunting (5%)
- Bicycling (3%)
- Extreme/Adventure Sports (3%)
- Hiking (1%)
- Tennis (1%)
- Water Sports (1%)

15% Nature

- Beach/Waterfront (10%)
- Camping (7%)
- Eco-Travel (3%)
- Parks (2%)

* 2021 Stays (Base = 658)

Source: 2022 Performance/MonitorSM

Question/ Did you do any of the following activities on your trip in [City/location]?

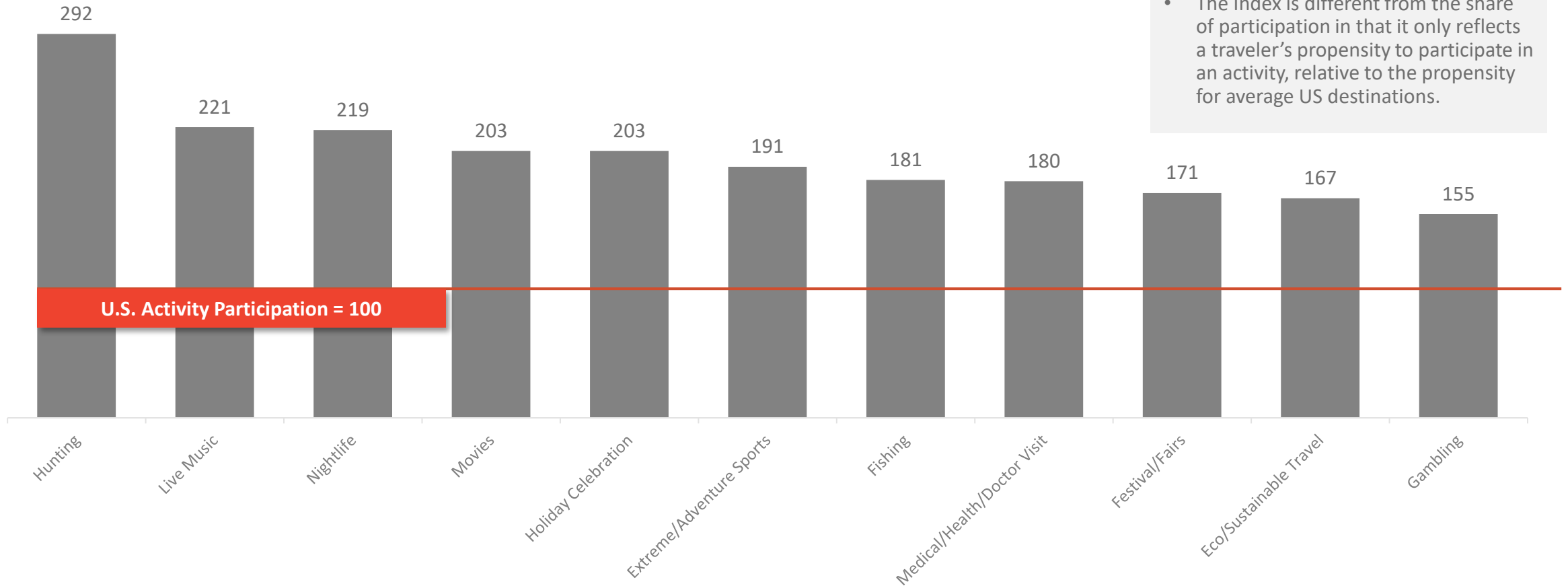
Activities	Total US	Total Louisiana	Greater New Orleans	South Louisiana	North Louisiana	Central Louisiana
Shopping	17%	24%	19%	17%	56%	13%
Culinary/Dining Experience	18%	22%	21%	19%	33%	13%
Nature	19%	15%	23%	14%	2%	0%
Business/Work	11%	11%	16%	17%	0%	1%
Visit Friends/Relatives (general visit)	15%	11%	8%	8%	16%	29%
Nightlife (bar, nightclub, etc.)	4%	9%	8%	6%	22%	1%
Gambling (slots, cards, horses, etc.)	6%	9%	6%	8%	21%	0%
Birthday Celebration	9%	8%	7%	16%	3%	4%
Holiday Celebration	4%	8%	5%	5%	22%	0%
Fishing	4%	8%	6%	4%	0%	2%
Live Music (festivals/concerts/clubs)	3%	7%	7%	1%	20%	0%
Boating/Sailing	5%	7%	5%	13%	0%	19%
Movies	3%	7%	8%	7%	1%	1%
Medical/Health/Doctor Visit	4%	7%	3%	11%	2%	35%
Festival/Fairs (state, craft, etc.)	4%	7%	8%	7%	3%	0%
Touring/Sightseeing	8%	6%	9%	5%	1%	5%

* 2021 Stays (Base = 658)

Source: 2022 Performance/MonitorSM

Question/ Did you do any of the following activities on your trip in [City/location]?

Louisiana Activity Index

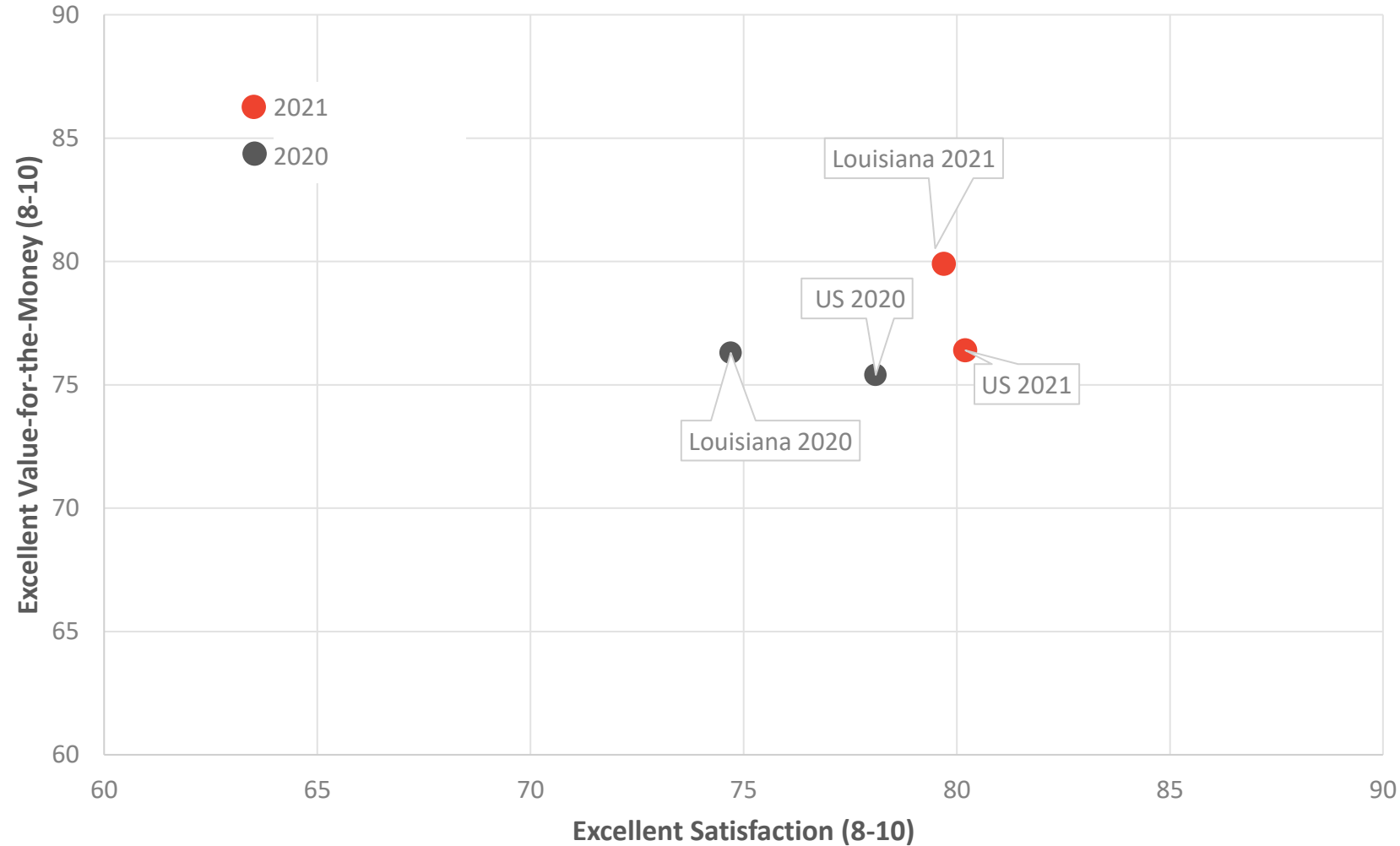


- The activity index uses the US to determine the average of 100 and anything above is an activity that travelers in Louisiana are more likely to do than visitors to the US.
- The Index is different from the share of participation in that it only reflects a traveler's propensity to participate in an activity, relative to the propensity for average US destinations.

*2021 Stays Louisiana (Base = 658)
Source: 2022 Performance/MonitorSM

Question/ Did you do any of the following activities on your trip in [City/location]?

U.S. and Louisiana Destination Ratings



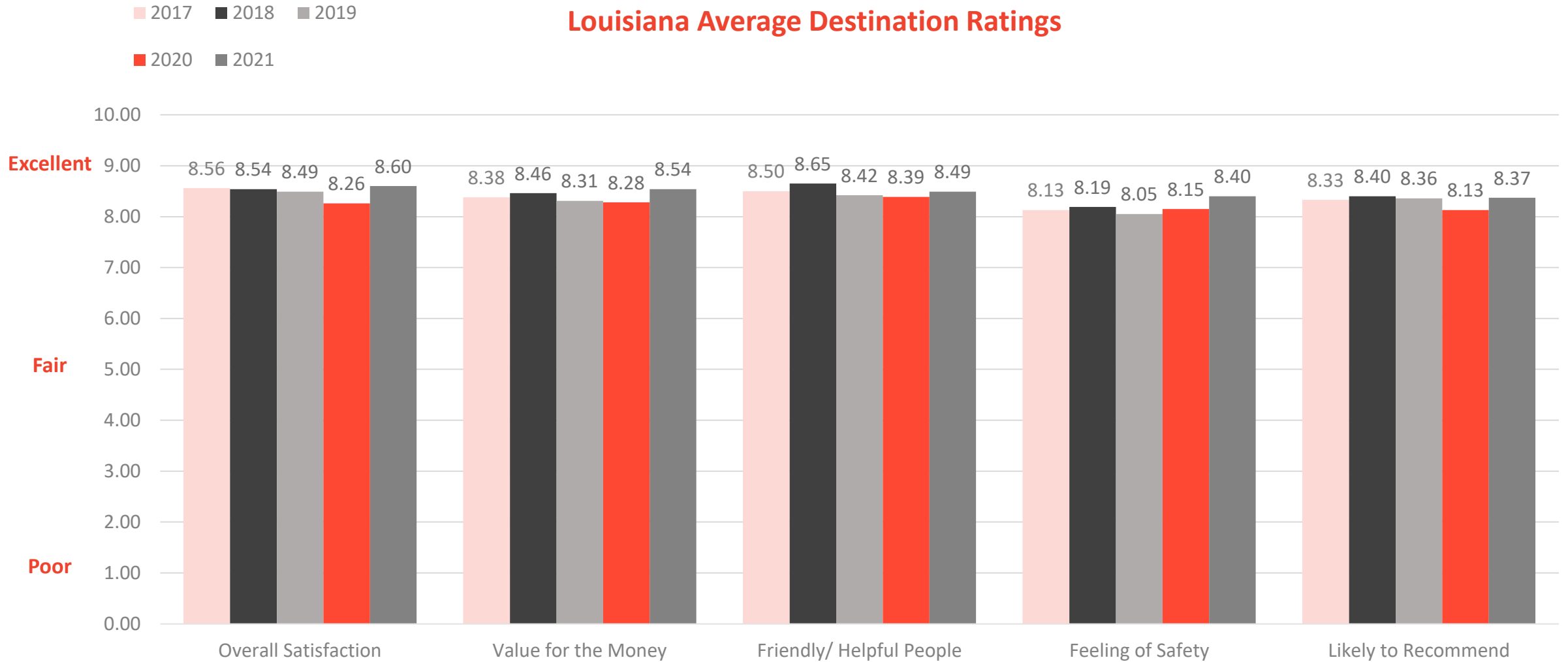
- Satisfaction and Value ratings may be combined into a matrix which places each destination in the location where Satisfaction and Value intersect.
- Destinations or segments fall into one of four quadrants. Those that are in the High Satisfaction, High Value quadrant have the most loyal visitors. Those visitors are most likely not only to return, but they are likely to spend more, as well as provide invaluable word-of-mouth recommendations. The graph to the left shows these data for Louisiana for 2021 was well above the US average for Value-for-the-Money and on par for US average in Destination Satisfaction.

* 2020, 2021 Person-Stays Louisiana (Base = 486, 658) US (Base = 27,878, 42,790)

Source: 2022 Performance/MonitorSM

Question/ Please rate [City/location] using the scale below.

Louisiana Average Destination Ratings

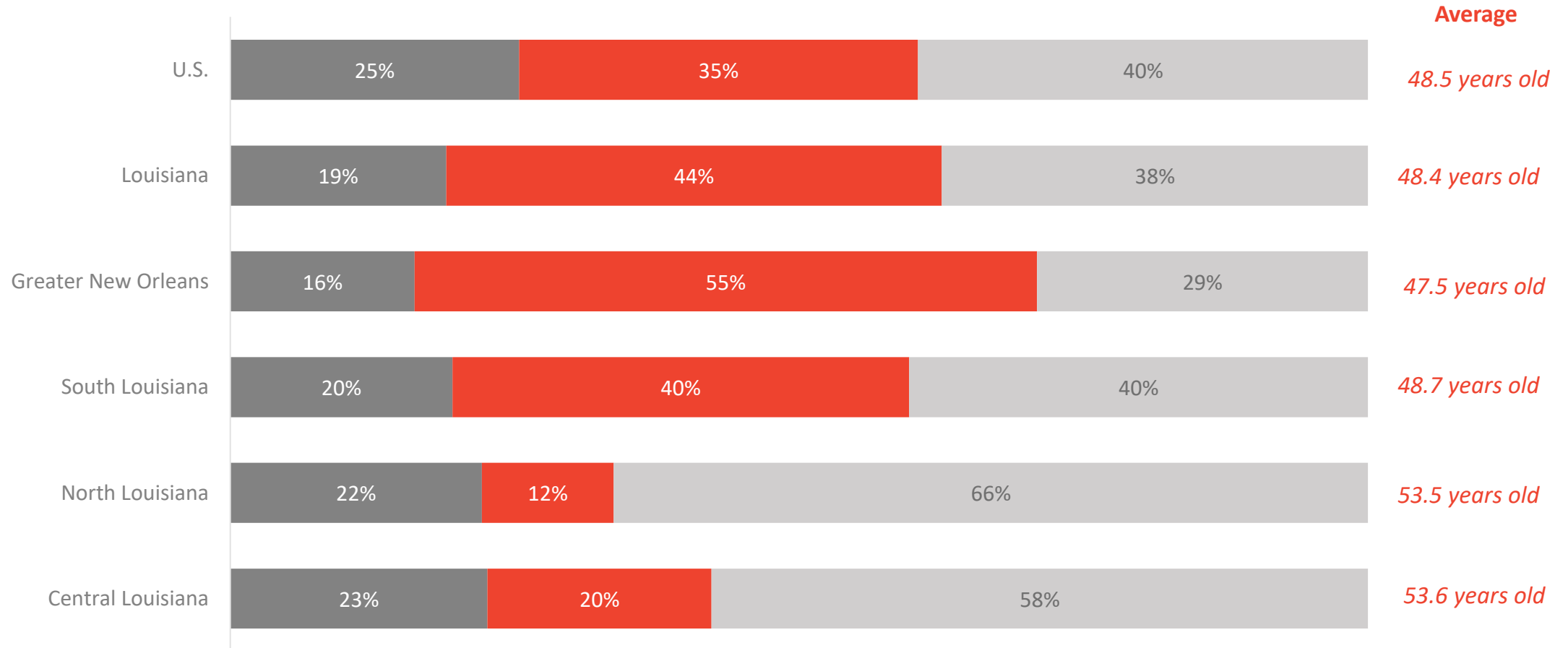


* 2017-2021 Louisiana Person-Stays (Base = 1,636; 1,563; 1,554; 486; 658)
 Source: 2022 Performance/MonitorSM

Question/ Please rate [City/location] using the scale below.

- 18-34 Years
- 35-54 Years
- 55+ Years

Age of Respondent



* 2021 Person-Stays Louisiana (Base = 658)
 Source: 2022 Performance/MonitorSM

■ White

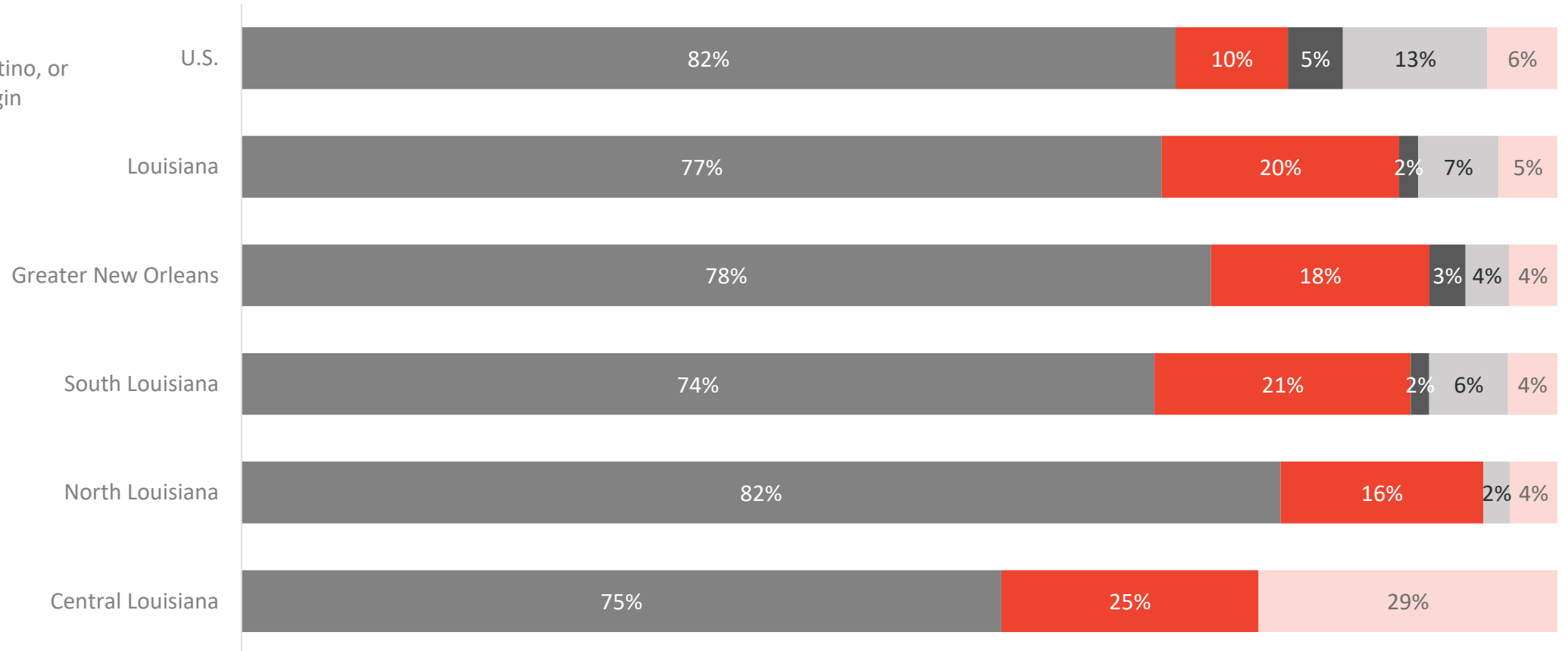
■ Black

■ Asian

■ Hispanic, Latino, or Spanish Origin

■ Other

Race of Respondent



* 2021 Person-Stays Louisiana (Base = 658)

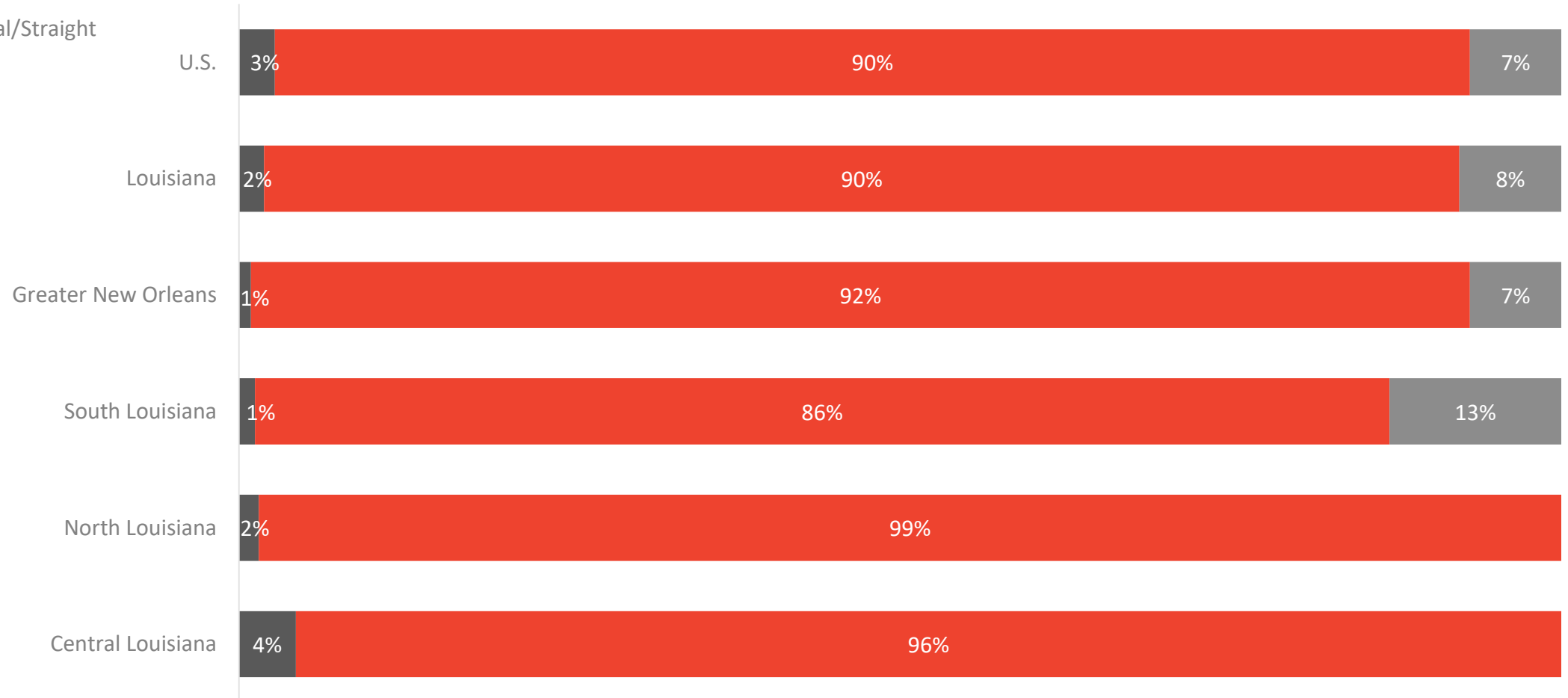
Source: 2022 Performance/MonitorSM

■ Gay/Lesbian

■ Heterosexual/Straight

■ Other

Sexual Orientation of Respondent

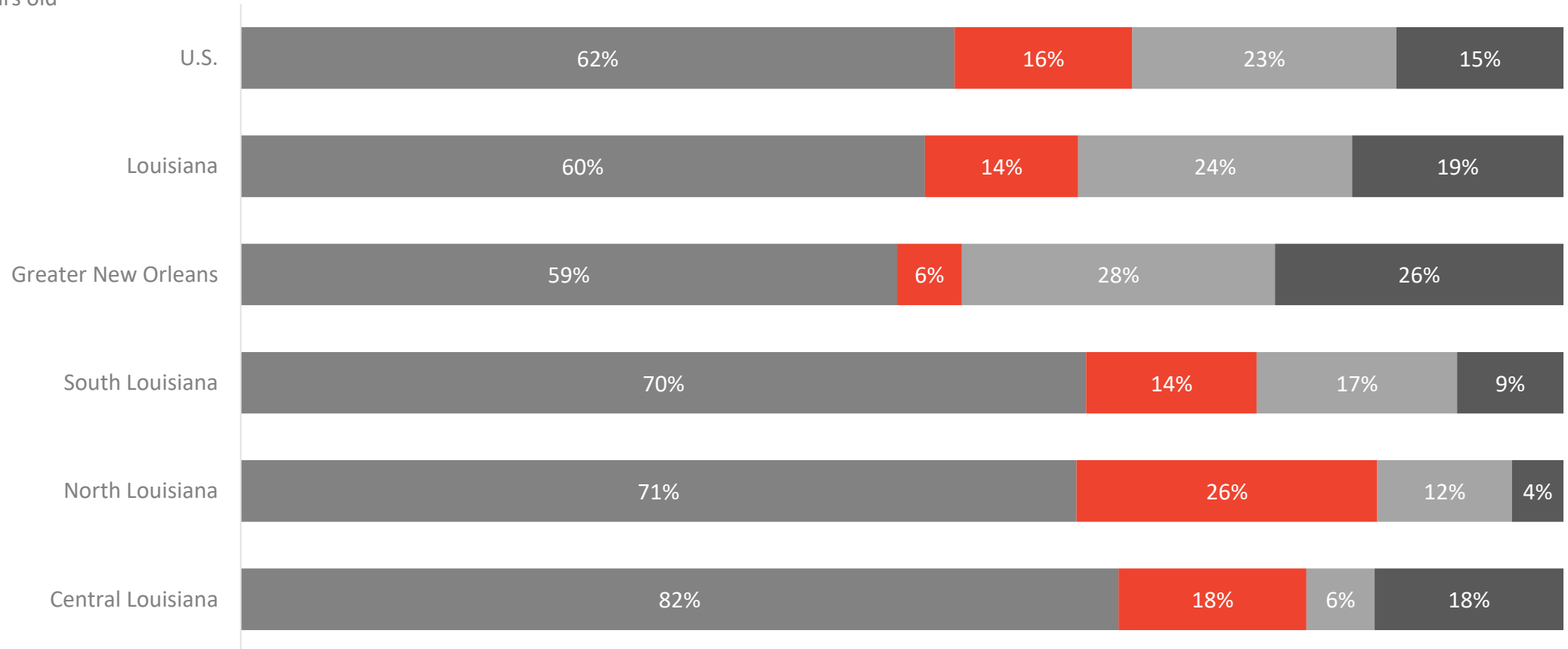


* 2021 Person-Stays Louisiana (Base = 658)

Source: 2022 Performance/MonitorSM

- No Children
- 5 years old or younger
- 6-12 years old
- 13-17 years old

Children in Household of Respondent



* 2021 Person-Stays Louisiana (Base = 658)

Source: 2022 Performance/MonitorSM

Household Income of Respondent

■ Under \$50,000

■ \$50,000 - \$74,999

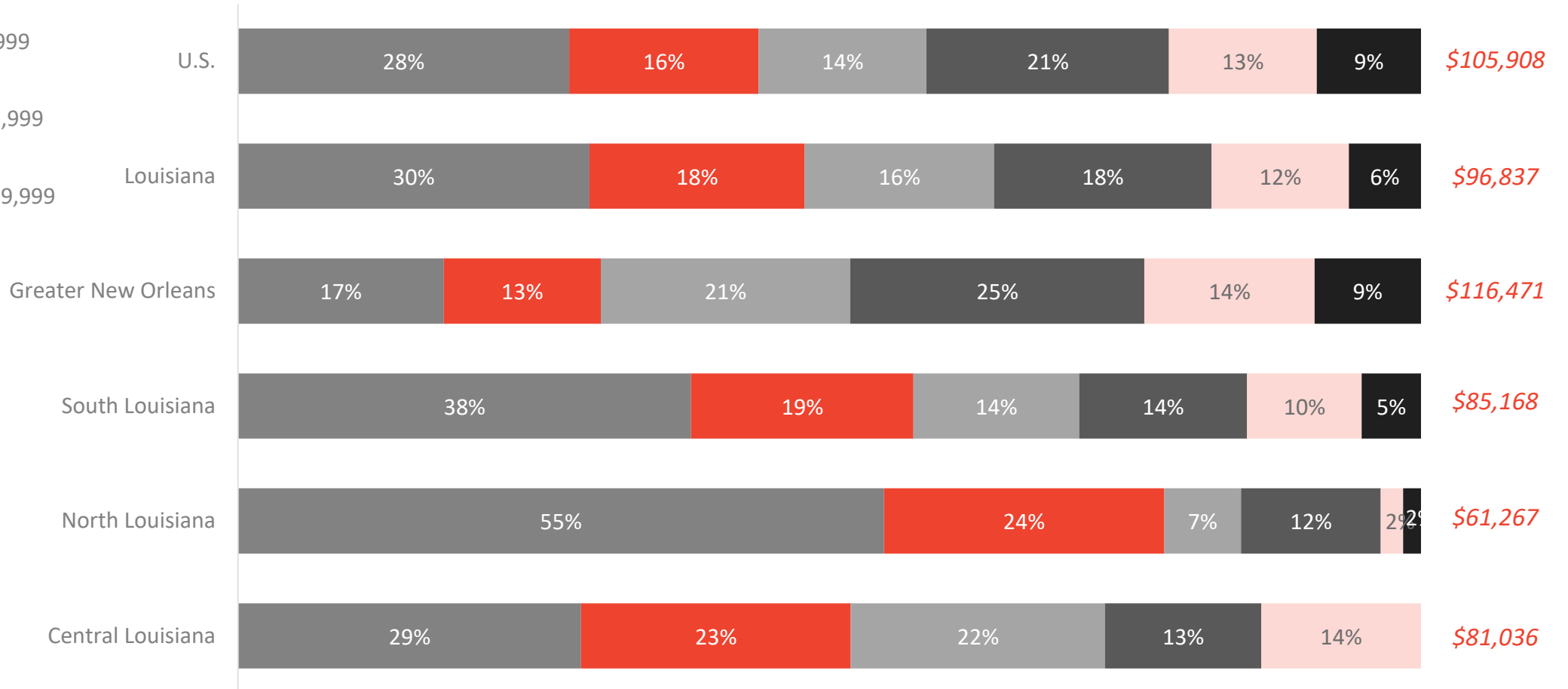
■ \$75,000 - \$99,999

■ \$100,000-\$149,999

■ \$150,000+-\$199,999

■ \$200,000+

Average

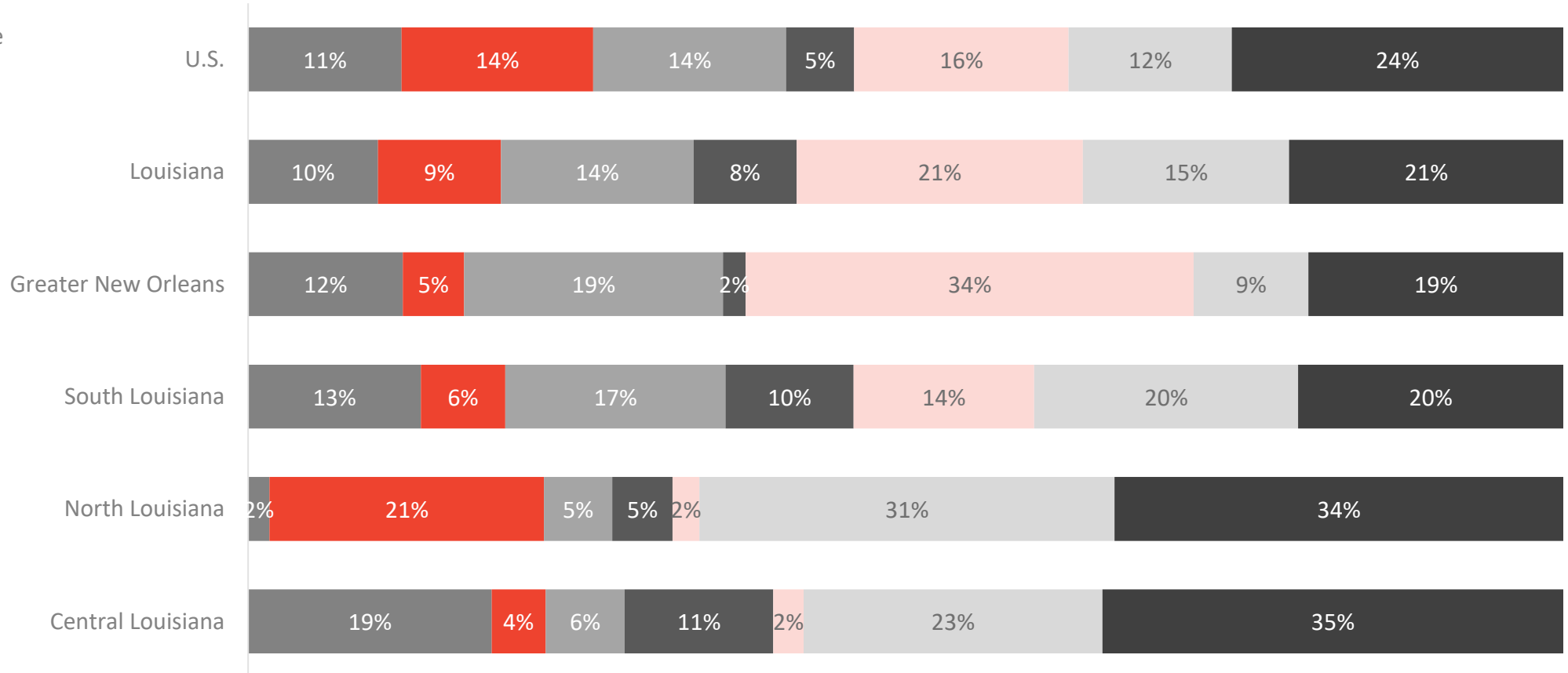


* 2021 Person-Stays Louisiana (Base = 652)

Source: 2022 Performance/MonitorSM

- Young & Free
- Young Family
- Maturing & Free
- Moderate Family
- Affluent Family
- Moderate Mature
- Affluent Mature

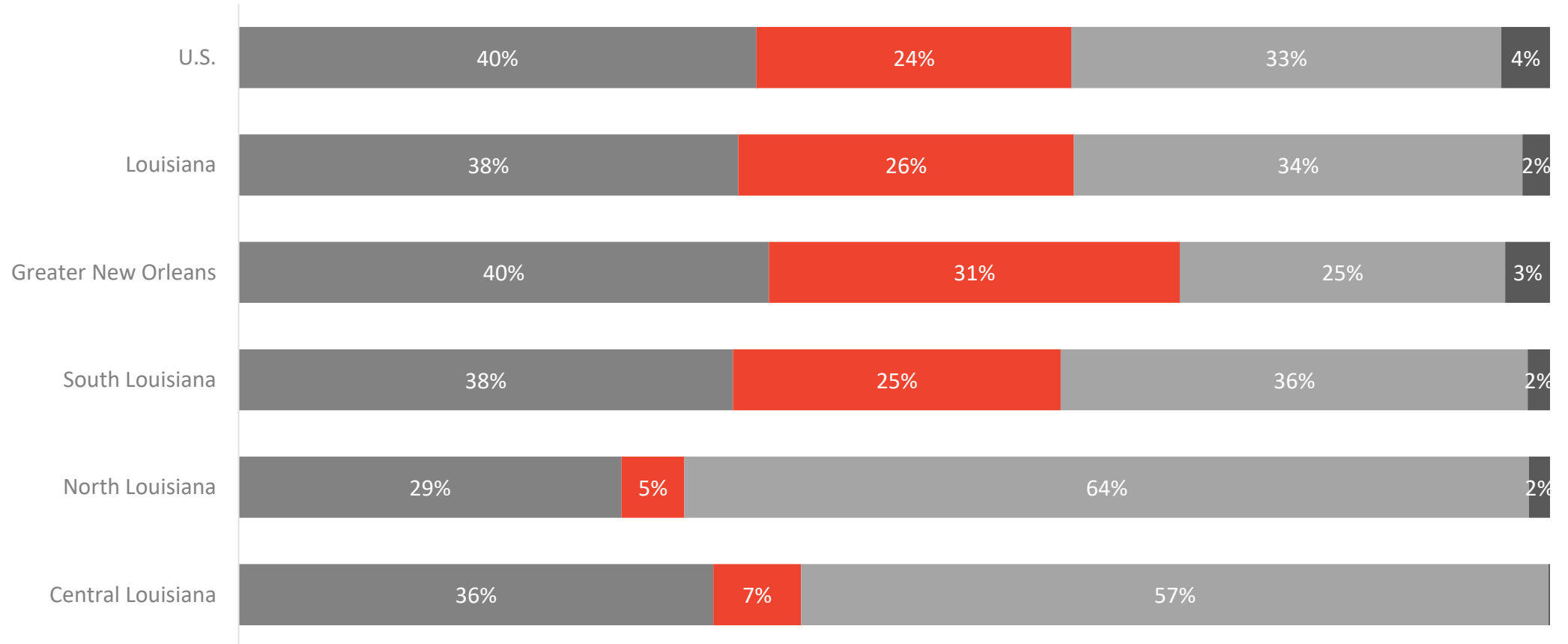
Lifestage of Respondent



* 2021 Person-Stays Louisiana (Base = 658)
 Source: 2022 Performance/MonitorSM

- Millennials/Gen Z
- GenX
- Boomers
- Silent/GI

Generation of Respondent

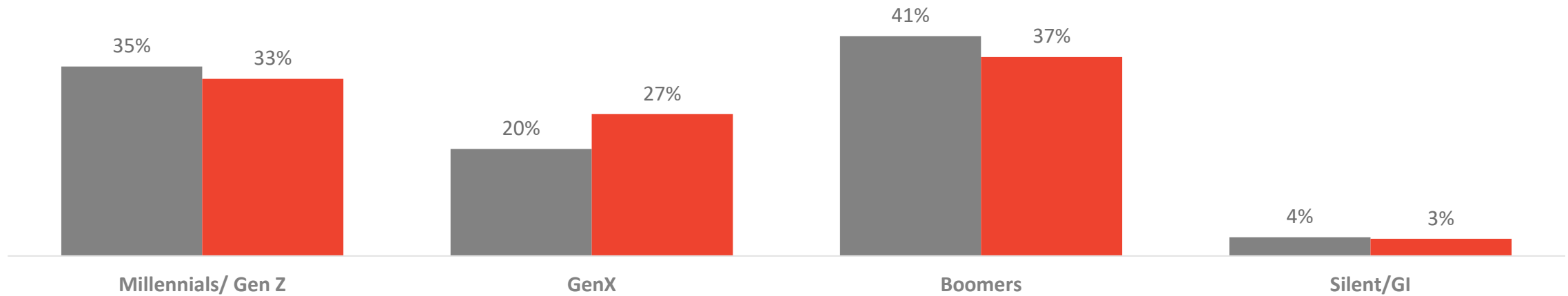


* 2021 Person-Stays Louisiana (Base = 652)

Source: 2022 Performance/MonitorSM

■ Stays Based
■ Trip-Dollars Based

Louisiana's Opportunity by Generation



* 2019-2021 Louisiana (Base = 2,698)
Source: 2022 Performance/MonitorSM

APPENDIX



Household Count

The number of unique respondents responding to the survey who visited the destination during the travel year.

Stays

Stays represent the number of distinct groups of travelers (travel parties or groups) visiting a destination on a trip, regardless of the number of people within the travel group.

Person-Stays

The total number of people or visitors that traveled to your destination, regardless of the length of their stay.

Person-Days

The total number of days that all visitors contributed to your destination.

Trip-Dollars

Using the Trip-Dollars weight shows the monetary worth/contribution of travelers to a destination's economy as opposed to the contribution of number of trips or number of days spent at the destination.

Room-Nights

The number of nights spent in a room, regardless of the number of people staying in the room.

Stay Expenditures

Combines per-person spending with Person-Days to calculate the money spent on each stay to your destination.

Average Party Per Stay Spending

Includes reported expenditures of all travelers (including transportation expenditure) who spend more than \$1 on their trip to or within the destination. Individual averages for subgroups of variables, such as accommodation types or activities might be higher than the total average party per stay spending for a destination because the travelers' spending is included only in those subgroups of variables to which the respondent replied.

Traveling Party

Children Present: Is defined as one or more adults accompanied by one or more persons under age 18. The child necessarily has to live in the household.

MM/FF: Include either two females or two males from different households traveling together.

Generations

Millennial (1981-1996), GenX (1965-1980), Boomer (1946-1964), Silent/Gen I (before 1945)

Lifestage Definitions

Lifestage	Head of HH Age	HH Income	Children <18 in HH
Young & Free	18-34 years	Any	No
Young Family	18-34 years	Any	Yes
Mature & Free	35-54 years	Any	No
Moderate Family	35-54 years	Under \$75K	Yes
Affluent Family	35-54 years	\$75K+	Yes
Moderate Mature	55+ years	Under \$60K	No
Affluent Mature	55+ years	\$60K+	No

Examples

- If the car travel finding for Louisiana is 83.7% and the sample size is 655, using the chart to the right, we can say that at the 90% level of confidence the proportion ranges between 82.0% and 85.4.
- If the air travel finding for Louisiana is 11% in previous time period and 11% in current time period, using the chart, we can say that the actual proportion change is not statistically significant since the resulting Z score (0.00) is smaller than the table Z score (1.64).

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

	Sample Size for 2021	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
U.S. Total	42,790	0.1%	0.1%	0.2%	0.3%	0.4%
Louisiana	658	0.6%	1.2%	1.7%	2.4%	3.2%
Greater New Orleans	362	0.9%	1.6%	2.3%	3.3%	4.3%
South Louisiana	170	1.3%	2.3%	3.3%	4.8%	6.3%
North Louisiana	112	1.5%	2.8%	4.1%	5.9%	7.7%
Central Louisiana	30	3.0%	5.5%	7.9%	11.4%	15.0%

Significance Testing

The chart below compares two proportions from different samples for statistical significance.

Instructions: Enter the proportion for each sample and sample size in the appropriate cells in the data input section, using the Z Score Table, compare the resulting Z score with the Z score corresponding to your desired confidence level. If the resulting Z score is greater than the table Z score, the difference between the two proportions is statistically significant. If the resulting Z score is lower, there is no significant difference.

Data Input	2021	2020	Resulting Z Score	Z score	Confidence Level
Proportion	11%	11%		(+/-) 1.96	95%
Sample Size (n)	658	486	0.00	(+/-) 1.64	90%



Vicki Allen

Senior Research Account Manager

vallen@mmgyintel.com