



# Tourism Spending in Louisiana Parishes 2022

*Prepared for*

**Louisiana Department of Culture,  
Recreation and Tourism**

**LOUISIANA**  
Feed Your Soul.

*By*



**THE UNIVERSITY of  
NEW ORLEANS**

HOSPITALITY RESEARCH CENTER

*Defining Tourism Opportunities*

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## Executive Summary

### Louisiana

- In 2022, visitor spending statewide reached \$13.6 billion, increasing by 17% compared to 2021 (\$11.6 billion). The spending category with the largest growth rate was restaurants and meals (33%), followed by lodging (23%) and local transportation (19%).
- Proportionally, the largest visitor expenditures statewide were restaurants/meals (24%) and lodging (24%). Visitors spent more on restaurants/meals and lodging than the prior year and slightly less on recreation, entertainment, shopping, and gambling.
- Direct earnings generated by visitor spending accounted for about \$4.5 billion in 2022, increasing by 7% from the previous year (\$4.2 billion). Restaurants and meals (22%) and lodging (13%) reported the largest growth rate in earnings.
- Like employment, the highest direct earnings were produced proportionally by spending on restaurants/meals (23%) and lodging (22%).
- In 2022, over 151,000 direct jobs were attributable to Louisiana visitors' spending, an increase of 9% from 2021 estimates (139,362). Similar to earnings, categories with positive growth include restaurants/meals (22%), lodging (13%), local transportation (9%) and bars/nightclubs (5%).
- Visitor expenditures for restaurants/meals (26%), followed by local transportation (19%) and lodging (16%), generated the largest proportion of direct employment. Proportionally, most employment categories slightly decreased compared to the prior year.
- In 2022, state taxes paid directly by visitors reached \$858 million, an increase of 18% from last year (\$728 million). Local taxes increased by 22% to \$618 million from \$507 million in 2021. In total, visitors contributed about \$1.5 billion in tax revenue for state and local governments.

### Metropolitan Statistical Areas

- The New Orleans-Metairie MSA, followed by the Baton Rouge MSA, had the largest visitor spending during 2022 at \$8.4 billion and \$1.7 billion, respectively. The metropolitan areas with the largest growth rate were New Orleans (26%), Shreveport (10%), and Hammond (8%).
- Visitor spending in New Orleans generated around \$2.8 billion in direct earnings and over 94,000 direct jobs, followed by Baton Rouge at \$551 million in direct earnings

and about 19,000 direct jobs. Spending by visitors to Shreveport resulted in another \$330 million in direct earnings and more than 11,000 direct jobs.

- Regarding government revenue created by visitor spending, the top areas include New Orleans, which generated \$464 million in direct state taxes and \$415 million in direct local taxes, followed by Baton Rouge at \$127 million in state taxes and \$66 million in local taxes. The next top metro area includes Shreveport for \$78 million in state taxes and \$40 million in local taxes, while Lafayette accounted for \$58 million in state taxes and \$30 million in local taxes.

## Parishes

- The largest spending produced by visitors to each parish was ascribed to Orleans (\$5.2 billion), Jefferson (\$1.9 billion), East Baton Rouge (\$1.2 billion), St. Tammany (\$1.0 billion), Calcasieu (\$634 million), Lafayette (\$537 million), Caddo (\$449 million), Bossier (\$325 million), Ouachita (\$256 million), and Ascension (\$209 million). Those ten parishes also had the largest contribution to visitor economic activity in direct earnings and direct employment.
- In terms of total government revenue from state and local taxes, the largest revenue was generated by visitors to Orleans (\$545 million), Jefferson (\$194 million), East Baton Rouge (\$134 million), St. Tammany (\$107 million), Calcasieu (\$73 million), Lafayette (\$62 million), Caddo (\$52 million), Bossier (\$38 million), Ouachita (\$30 million), Ascension (\$24 million), and Tangipahoa (\$21 million) parishes.

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## Introduction

Representatives of the Louisiana Department of Culture, Recreation and Tourism (CRT) contracted with the Hospitality Research Center (HRC) at The University of New Orleans (UNO) to prepare a comprehensive study of visitor spending in the state of Louisiana. The purpose of this report is to provide the economic activity of people who visited the state of Louisiana during the calendar year 2022. This economic analysis comprises direct spending, earnings, employment, and state and local tax revenues for each parish in the state of Louisiana.

## Methodology

### *Assumptions*

The methodology is guided by the following assumptions:

- Data for personal income, wages and salaries, employment, and GDP by metropolitan area and by parish produced by the Bureau of Labor Statistics (BLS), the Bureau of Economic Analysis (BEA), and the Louisiana Workforce Commission (LaWorks) is considered a valid representation of tourism activity within the state.
- Hotel activity data provided by Smith Travel Research (STR) is considered a valid indicator of market size and growth trends for individual areas in Louisiana.
- Tourism indicators in the Rest of the State move at different rates than those for the New Orleans area.
- The estimates of economic activity, measured by visitation and spending, are projected using a different methodology from that of years prior to 2016 and, in some instances, prior to 2019.
- The quality of the analysis and final study is contingent upon the quality of data collected.
- Tourism measurements presented in this report are estimated based on the best data available, including historical information and current tourism indicators derived from primary and secondary data collection. Estimates continue to be refined as new information is released (e.g., new hotel information, flight indicators, employment and GDP fluctuations, income changes, etc.). The estimates also change based on new, exogenous factors, including perceptions and changes in legislation. Therefore, the data and methodology used in this study are continually revised. Since additional data relating to travel becomes available subsequent to this study, the HRC reserves the right to revise estimates included in the current and prior analysis annually.



## ***Data Analysis***

Spending, visitation, employment, earnings, taxes, and other tourism indicators were determined from current and historical indicators of tourism activity in the Louisiana region. The data used for this analysis include:

- Airport passenger and capacity statistics
- Casino revenue, admissions, and taxes
- Convention hotel booking patterns
- Economic indicators, including GDP, inflation, and multipliers
- Employment, wages, and income statistics
- External reports supported by the Louisiana Office of Tourism
- Hotel activity including occupancy rate, room rate, room inventory, revenue, and taxes
- Hotel and visitor survey data files
- International visitation indicators
- Louisiana Welcome Centers, State Historic Sites, and State Parks visitation statistics
- Past relationships between visitor measurements and spending
- Past reports containing visitation and spending estimates
- Population estimates and characteristics
- Overall sales tax data
- Other external information available to the HRC

## **Visitation**

Total visitation was estimated using data from visitor survey files available to the HRC, LUCID panel survey data, travel statistics, and historical data. Since LUCID includes domestic visitation only, the analysis was corrected to have foreign visitation. It is important to note that starting in 2019, the panel data collected for this study originated from a different source than those years before 2019. Additional analysis was performed to ensure that figures remained comparable over the years. Nevertheless, caution should be used when performing such comparisons.

Total visitation was calculated based on visitor type and segment. The four types of visitors defined in this study include hotel guests, visitors who stayed with friends or relatives, visitors who stayed in other accommodations, and people who only came for the day (daytrippers). Other accommodations include lodging arrangements such as timeshares, condominiums, apartments, Bed and Breakfasts, hostels, short-term rentals, RVs, campgrounds, cruise ships, and other paid temporary housing types.

The total number of visitors who chose to stay in hotels was determined from the number of hotel rooms and occupancy rates reported by STR. An adjustment, estimated from a hotel survey, was incorporated to exclude residents who decided to vacation in the city and stayed in hotels. The adjustment also includes residents who stayed at hotels due to major hurricanes in the region. The proportions of overnight visitors who stayed with friends or relatives in other accommodations and daytrippers were obtained from visitor survey results, travel statistics, and

historical data. The HRC then combined the results for each type of visitor and determined the total visitation by segment. The two components defined in this analysis include *New Orleans* and the *Rest of the State*. Areas in the *Rest of the State* were analyzed as a whole since the number of observations from LUCID data does not allow for an analysis of individual markets. The values for both segments were added together to determine the total visitation to Louisiana.

### Spending

Total visitor spending was determined from the average individual trip expenditures of travelers to the state of Louisiana. Visitor expenditures were categorized by travel-related categories, including lodging, restaurants/meals, bars/nightclubs, local transportation, recreation, entertainment, shopping, and gambling. In 2019, the category bars/nightclubs was added to the analysis. In addition, until 2019, the category “recreation/entertainment” was a combined category. In 2020, this category was separated into “recreation” and “entertainment” to obtain more detailed information about visitor spending behavior. Past indicators of the aggregated category recreation/entertainment are grouped in the entertainment category. Additional analysis was performed to ensure that figures remained comparable over the years. Nevertheless, caution should be used when performing such comparisons.

Similar to visitation, New Orleans’ average trip visitor spending was estimated from visitor survey data available to the HRC, along with historical and future measurements. LUCID survey data was used to determine the average visitor trip spending for regions in the Rest of the State. In order to get more representative results, extreme spending outliers were omitted from the analysis. Average individual trip expenditures were then multiplied by the number of visitors, estimated from the previously defined methodological steps, to determine total visitor spending in the state of Louisiana.

Spending at the 64-parish level was estimated from total visitor spending in the state all together. For this analysis, parishes were grouped by Metropolitan Statistical Area (MSA) as defined by the BEA. The areas include New Orleans-Metairie (MSA), Baton Rouge (MSA), Houma-Thibodaux (MSA), Lafayette (MSA), Lake Charles (MSA), Alexandria (MSA), Shreveport-Bossier City (MSA), Monroe (MSA), and Hammond (MSA). The parishes comprised within each MSA were assigned using definitions from the BEA and LAWorks.

Spending for each MSA was estimated as a ratio of total visitor spending in the state. The ratios for the MSA analysis were determined from the gross domestic product (GDP) by MSA as a proportion of the state’s total GDP. The GDP used for this analysis corresponds to arts, entertainment, recreation, accommodation, and food services produced by the BEA. It is important to note that GDP estimates produced by the BEA are revised at different magnitudes annually. Such annual revisions are reflected in spending estimates by MSA and by parishes (Table 5 and Table 8).

Spending for each parish was then estimated as a proportion of each MSA spending. The ratios for the parish analysis were determined from personal income by the parish as a proportion of

the MSA total personal income. The personal income applied to this analysis corresponds to the BEA's personal income by major component and earnings for accommodation and food services. It is important to note that the most current BEA data available at the MSA and parish level corresponds to 2021. Official data from the BEA is released approximately seven months after the end of the calendar year. Wages and salaries produced by the BLS, along with STR statistics, were incorporated into the 2022 analysis to estimate more recent GDP and personal income data at the MSA and parish levels. Even though data for both tourism employment and personal income/wages were analyzed, it was ultimately decided that personal income/wages were better indicators of tourism activity in each area.

### Earnings and Employment

The economic activity associated with visitor spending statewide, measured by total direct *earnings* and *employment*, was estimated using total direct visitor spending and the most recent (2021) IMPLAN multipliers. An adjustment for inflation was included to account for the 1-year lag in the multipliers data. *Similar to spending, indicators of GDP, personal income, wages and salaries, and employment were used to determine employment and earnings at the 64-parish level. Direct earnings are defined as the compensation of employees plus the net earnings of sole proprietors and partnerships across different employment industries, including non-tourism-related sectors. Direct Employment represents the number of direct jobs created or supported by visitor spending across various employment industries, including non-tourism-related sectors. These definitions differ from government employment and income statistics in that only people who work in the leisure and hospitality industry are included in government data.*

### Taxes

Tax revenues are generated for federal, state, and local governments by visitor spending in the state of Louisiana. Tax revenue estimates presented in this study measure only state and local taxes. Federal taxes are not part of the analysis.

Similar to spending, the analysis includes only direct taxes. Direct revenue includes taxes that visitors pay to state and local governments directly. Examples include hotel/motel taxes paid on hotel rooms and state and local sales taxes paid on retail purchases, including food and drinks. The direct tax revenue in this analysis was measured by current lodging, sales, and gambling taxes. In 2017, lodging taxes were revised to include tax revenue collected from both hotels and short-term rentals. The tax revenue at the 64-parish level was derived from spending, tax rates at the parish and state levels, personal income, wages and salaries, employment, and GDP.

### Travel Indicators

Other tourism indicators in this analysis include total and leisure employment, hotel capacity and demand, convention roomnights, airport capacity and passengers, casino activity, and visitation at state parks, state historic sites, and welcome centers. When considering activity measures at casinos, state parks, state historic sites, and welcome centers, all sites were included, despite their availability during the analysis timeframe. New and closed facilities are analyzed since an opening or closure is considered a measurement of tourism activity. In addition, hotel demand, as measured by STR, does not include casino hotels. Therefore, there is more hotel activity in the state than presented in this analysis

All travel indicators are analyzed as ratios to create a proper comparison among all factors. This methodology allows for evaluating several statistics defined by different measurement units. This analysis is available for all areas and the state as a whole. For smaller markets, other indicators of tourism and economic activity are included. The growth of each indicator is estimated as a ratio of current estimates over monthly figures recorded during the same month from January through December of 2015. Each graph contains the annual average of each indicator's ratio presented by area. These indicators are essential for measuring the growth of the tourism industry as a whole. Although total visitation and spending have increased substantially over many years, other tourism indicators have either started to experience substantial growth in recent years or have maintained a decreasing trend.

### **Summary of Results**

It is important to note that all historical spending figures presented throughout the report are not adjusted for inflation. Although the growth in visitor spending can be credited to visitors staying longer and spending more money, the increment can also be partially attributed to higher costs.

It is also important to note that all projections presented in this analysis include both domestic and international visitation. In addition, the economic activity measured by spending, earnings, employment, and taxes includes only the direct activity; therefore, the indirect and induced effect generated by visitors is not included. When available, comparisons are offered with results from the same period in prior years. Totals in some tables may not add up due to rounding.

# Tourism Spending Results

## Louisiana

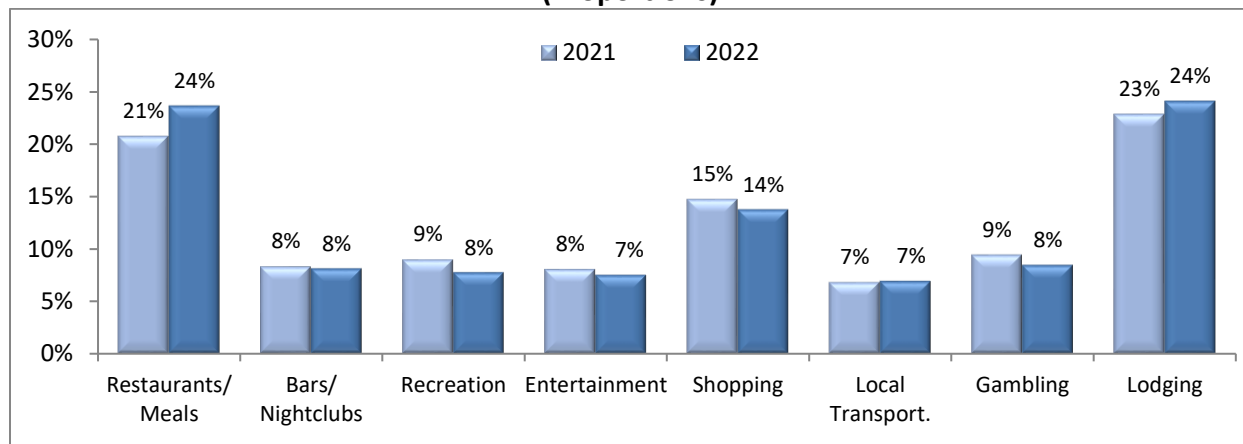
**Table 1: Louisiana Direct Spending  
(Domestic and Foreign Visitors)**

Spending Category (Millions)	2020	2021	2022	Growth 22/21
Restaurants/Meals	\$1,708	\$2,411	\$3,210	33%
Bars/Nightclubs	\$664	\$963	\$1,102	14%
Recreation*	\$731	\$1,042	\$1,050	1%
Entertainment*	\$661	\$935	\$1,018	9%
Shopping	\$1,167	\$1,711	\$1,866	9%
Local Transportation	\$547	\$791	\$940	19%
Gambling	\$755	\$1,095	\$1,148	5%
Lodging	\$1,859	\$2,655	\$3,273	23%
<b>Total</b>	<b>\$8,091</b>	<b>\$11,602</b>	<b>\$13,608</b>	<b>17%</b>

*\*Before 2020, recreation/entertainment were grouped into one category.  
Spending figures are not adjusted for inflation.*

- In 2022, visitor spending statewide reached \$13.6 billion, increasing by 17% compared to 2021 (\$11.6 billion). The spending category with the largest growth rate was restaurants and meals (33%), followed by lodging (23%) and local transportation (19%).

**Figure 1: Louisiana Direct Spending  
(Proportions)**



- Figure 1 shows percentages defined as the ratio of each category to total spending. The same method applies to Figure 2 and Figure 3. The sum of all proportions is 100%.
- Proportionally, the largest visitor expenditures statewide were restaurants/meals (24%) and lodging (24%). Visitors spent more on restaurants/meals and lodging than the prior year and slightly less on recreation, entertainment, shopping, and gambling.

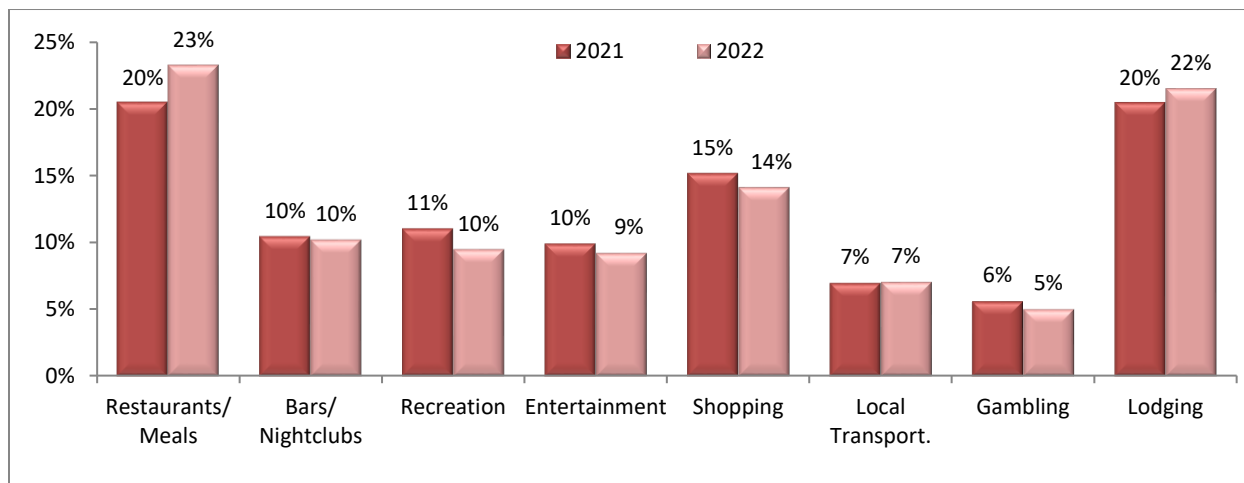
**Table 2: Louisiana Direct Earnings**

Spending Category (Millions)	2020	2021	2022	Growth 22/21
Restaurants/Meals	\$661	\$854	\$1,045	22%
Bars/Nightclubs	\$328	\$436	\$459	5%
Recreation	\$300	\$460	\$426	-7%
Entertainment	\$272	\$413	\$413	0%
Shopping	\$438	\$633	\$635	0%
Local Transportation	\$228	\$291	\$317	9%
Gambling	\$230	\$234	\$225	-4%
Lodging	\$777	\$853	\$967	13%
<b>Total</b>	<b>\$3,235</b>	<b>\$4,175</b>	<b>\$4,487</b>	<b>7%</b>

*Spending figures are not adjusted for inflation.*

- Direct Earnings are defined as the compensation of employees plus the net earnings of sole proprietors and partnerships. Direct earnings are created or supported by visitor spending across different employment industries, including non-tourism-related sectors. This definition differs from government income statistics in that the latter includes only people who work in the leisure and hospitality industry. Direct earnings, or labor income, were estimated from direct visitor expenditures and 2021 IMPLAN economic multipliers.
- Direct earnings generated by visitor spending accounted for about \$4.5 billion in 2022, increasing by 7% from the previous year (\$4.2 billion). Restaurants and meals (22%) and lodging (13%) reported the largest growth rate in earnings.

**Figure 2: Louisiana Direct Earnings (Proportions)**



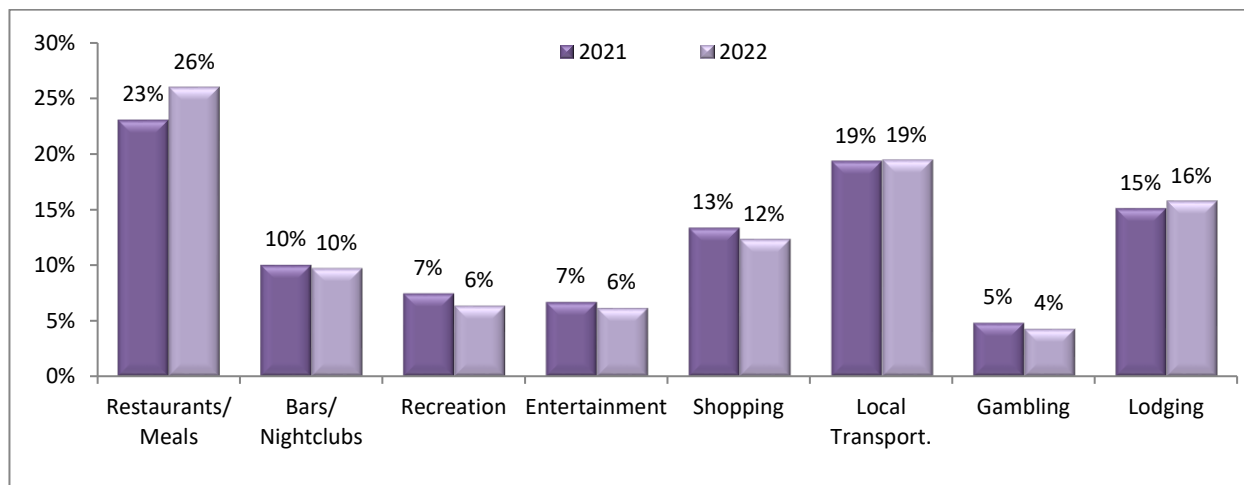
- Like employment, the highest direct earnings were produced proportionally by spending on restaurants/meals (23%) and lodging (22%).

**Table 3: Louisiana Direct Employment**

Spending Category (Millions)	2020	2021	2022	Growth 21/20
Restaurants/Meals	29,707	32,176	39,364	22%
Bars/Nightclubs	11,713	13,979	14,705	5%
Recreation	8,167	10,388	9,622	-7%
Entertainment	7,391	9,329	9,329	0%
Shopping	13,948	18,655	18,702	0%
Local Transportation	18,814	27,017	29,494	9%
Gambling	7,823	6,714	6,470	-4%
Lodging	20,648	21,104	23,907	13%
<b>Total</b>	<b>118,211</b>	<b>139,362</b>	<b>151,593</b>	<b>9%</b>

- *Direct Employment* represents the number of direct jobs created or supported by visitor spending across different employment industries, including non-tourism-related sectors. This definition differs from government employment statistics in that the latter includes only people who work in the leisure and hospitality industry. Direct jobs were estimated using similar methodologies to those of earnings.
- In 2022, over 151,000 direct jobs were attributable to Louisiana visitors' spending, an increase of 9% from 2021 estimates (139,362). Similar to earnings, categories with positive growth include restaurants/meals (22%), lodging (13%), local transportation (9%) and bars/nightclubs (5%).

**Figure 3: Louisiana Direct Employment (Proportions)**



- Visitor expenditures for restaurants/meals (26%), followed by local transportation (19%) and lodging (16%), generated the largest proportion of direct employment. Proportionally, most employment categories slightly decreased compared to the prior year.

Table 4: Louisiana Direct State and Local Tax Revenue

Government and Tax (Millions)	2020	2021	2022	Growth 22/21
<b>State Taxes</b>				
Sales Taxes	\$244	\$349	\$409	15%
Lodging Taxes	\$97	\$143	\$202	41%
Gambling Taxes	\$162	\$235	\$247	5%
<b>Total State Taxes</b>	<b>\$503</b>	<b>\$728</b>	<b>\$858</b>	<b>18%</b>
<b>Local Taxes</b>				
Sales Taxes	\$263	\$382	\$447	17%
Lodging Taxes	\$82	\$125	\$172	37%
<b>Total Local Taxes</b>	<b>\$345</b>	<b>\$507</b>	<b>\$618</b>	<b>22%</b>
<b>Total Governmental Revenue</b>	<b>\$848</b>	<b>\$1,234</b>	<b>\$1,476</b>	<b>20%</b>

*Spending figures are not adjusted for inflation.*

- Table 4 includes the direct tax revenue generated by Louisiana visitors. Federal taxes or indirect taxes are not part of this analysis. The direct revenue for state and local governments includes taxes that visitors pay to state and local governments directly. Examples include hotel/motel taxes paid on hotel rooms, and state and local sales taxes paid on retail purchases, including food and drinks. The direct tax revenue in this analysis is measured by current lodging, sales, and gambling taxes. In 2017, lodging taxes were revised to include tax revenue collected from both hotels and short-term rentals. In addition, state sales tax rates were revised during 2018 to reflect the decrease that took place at mid-year. Furthermore, effective January 1, 2021, St. James Parish has increased its hotel/motel occupancy tax rate from 2% to 4%.
- In 2022, state taxes paid directly by visitors reached \$858 million, an increase of 18% from last year (\$728 million). Local taxes increased by 22% to \$618 million from \$507 million in 2021. In total, visitors contributed about \$1.5 billion in tax revenue for state and local governments.



## Metropolitan Statistical Areas

**Table 5: Direct Spending by Metropolitan Area (Domestic and Foreign Visitors)**

Metropolitan Statistical Area	Spending (Millions)*			
	2020	2021	2022	GR*
New Orleans-Metairie (MSA)	\$4,520	\$6,709	\$8,444	26%
Baton Rouge (MSA)	\$1,106	\$1,556	\$1,672	7%
Houma-Thibodaux (MSA)	\$213	\$272	\$268	-2%
Lafayette (MSA)	\$551	\$788	\$775	-2%
Lake Charles (MSA)	\$550	\$703	\$750	7%
Alexandria (MSA)	\$129	\$198	\$205	4%
Shreveport-Bossier City (MSA)	\$688	\$910	\$1,001	10%
Monroe (MSA)	\$209	\$295	\$310	5%
Hammond (MSA)	\$125	\$170	\$184	8%
<b>Total State</b>	<b>\$8,091</b>	<b>\$11,602</b>	<b>\$13,608</b>	<b>17%</b>

\*Growth rate in 2022 compared to 2021. Spending figures are not adjusted for inflation.

- The New Orleans-Metairie MSA, followed by the Baton Rouge MSA, had the largest visitor spending during 2022 at \$8.4 billion and \$1.7 billion, respectively. The metropolitan areas with the largest growth rate were New Orleans (26%), Shreveport (10%), and Hammond (8%).

**Table 6: Direct Employment and Earnings by Metropolitan Area**

Metropolitan Statistical Area	Earnings (Millions)				Employment (Thousands)			
	2020	2021	2022	GR*	2020	2021	2022	GR*
New Orleans-Metairie (MSA)	\$1,807	\$2,414	\$2,785	15%	66.0	80.6	94.1	17%
Baton Rouge (MSA)	\$442	\$560	\$551	-2%	16.2	18.7	18.6	0%
Houma-Thibodaux (MSA)	\$85	\$98	\$88	-10%	3.1	3.3	3.0	-9%
Lafayette (MSA)	\$220	\$284	\$255	-10%	8.0	9.5	8.6	-9%
Lake Charles (MSA)	\$220	\$253	\$247	-2%	8.0	8.4	8.4	-1%
Alexandria (MSA)	\$52	\$71	\$67	-5%	1.9	2.4	2.3	-4%
Shreveport-Bossier City (MSA)	\$275	\$328	\$330	1%	10.1	10.9	11.2	2%
Monroe (MSA)	\$84	\$106	\$102	-4%	3.1	3.5	3.5	-2%
Hammond (MSA)	\$50	\$61	\$61	-1%	1.8	2.0	2.0	0%
<b>Total State</b>	<b>\$3,235</b>	<b>\$4,175</b>	<b>\$4,487</b>	<b>7%</b>	<b>118.2</b>	<b>139.4</b>	<b>151.6</b>	<b>9%</b>

\*Growth rate in 2022 compared to 2021. Spending figures are not adjusted for inflation.

- Visitor spending in New Orleans generated around \$2.8 billion in direct earnings and over 94,000 direct jobs, followed by Baton Rouge at \$551 million in direct earnings and about 19,000 direct jobs. Spending by visitors to Shreveport resulted in another \$330 million in direct earnings and more than 11,000 direct jobs.

Table 7: Direct State and Local Tax Revenue by Metropolitan Area

Metropolitan Statistical Area	State Taxes (Millions)				Local Taxes (Millions)			
	2020	2021	2022	GR*	2020	2021	2022	GR*
New Orleans-Metairie (MSA)	\$233	\$349	\$464	33%	\$208	\$316	\$415	31%
Baton Rouge (MSA)	\$84	\$120	\$127	6%	\$43	\$60	\$66	9%
Houma-Thibodaux (MSA)	\$16	\$21	\$20	-3%	\$8	\$11	\$11	0%
Lafayette (MSA)	\$42	\$61	\$59	-3%	\$21	\$31	\$30	0%
Lake Charles (MSA)	\$42	\$54	\$57	5%	\$21	\$27	\$30	8%
Alexandria (MSA)	\$10	\$15	\$16	2%	\$5	\$8	\$8	5%
Shreveport-Bossier City (MSA)	\$52	\$70	\$76	8%	\$26	\$35	\$39	11%
Monroe (MSA)	\$16	\$23	\$24	4%	\$8	\$11	\$12	7%
Hammond (MSA)	\$9	\$13	\$14	6%	\$5	\$7	\$7	10%
<b>Total State</b>	<b>\$503</b>	<b>\$728</b>	<b>\$858</b>	<b>18%</b>	<b>\$345</b>	<b>\$506</b>	<b>\$618</b>	<b>22%</b>

\* Growth rate in 2022 compared to 2021. Spending figures are not adjusted for inflation.

- Regarding government revenue created by visitor spending, the top areas include New Orleans, which generated \$464 million in direct state taxes and \$415 million in direct local taxes, followed by Baton Rouge at \$127 million in state taxes and \$66 million in local taxes. The next top metro area includes Shreveport for \$78 million in state taxes and \$40 million in local taxes, while Lafayette accounted for \$58 million in state taxes and \$30 million in local taxes.

**Parishes**

**Table 8: Direct Spending, Earnings, and Employment by Parish**

Parish	Spending (Millions)				Earnings (Millions)				Employment (Thousands)			
	2020	2021	2022	GR*	2020	2021	2022	GR*	2020	2021	2022	GR*
Acadia	\$26.05	\$34.19	\$31.93	-7%	\$10.41	\$12.30	\$10.53	-14%	0.38	0.41	0.36	-13%
Allen	\$9.91	\$12.80	\$12.68	-1%	\$3.96	\$4.61	\$4.18	-9%	0.14	0.15	0.14	-8%
<b>Ascension</b>	<b>\$141.65</b>	<b>\$200.50</b>	<b>\$209.30</b>	<b>4%</b>	<b>\$56.63</b>	<b>\$72.15</b>	<b>\$69.02</b>	<b>-4%</b>	<b>2.07</b>	<b>2.41</b>	<b>2.33</b>	<b>-3%</b>
Assumption	\$2.78	\$2.94	\$2.86	-3%	\$1.11	\$1.06	\$0.94	-11%	0.04	0.04	0.03	-10%
Avoyelles	\$9.35	\$14.50	\$13.46	-7%	\$3.74	\$5.22	\$4.44	-15%	0.14	0.17	0.15	-14%
Beauregard	\$21.84	\$27.65	\$26.79	-3%	\$8.73	\$9.95	\$8.83	-11%	0.32	0.33	0.30	-10%
Bienville	\$4.75	\$5.09	\$4.38	-14%	\$1.90	\$1.83	\$1.44	-21%	0.07	0.06	0.05	-20%
<b>Bossier</b>	<b>\$234.18</b>	<b>\$288.53</b>	<b>\$324.61</b>	<b>13%</b>	<b>\$93.61</b>	<b>\$103.83</b>	<b>\$107.04</b>	<b>3%</b>	<b>3.42</b>	<b>3.47</b>	<b>3.62</b>	<b>4%</b>
<b>Caddo</b>	<b>\$302.05</b>	<b>\$413.14</b>	<b>\$449.49</b>	<b>9%</b>	<b>\$120.74</b>	<b>\$148.66</b>	<b>\$148.22</b>	<b>0%</b>	<b>4.41</b>	<b>4.96</b>	<b>5.01</b>	<b>1%</b>
<b>Calcasieu</b>	<b>\$458.51</b>	<b>\$590.69</b>	<b>\$634.33</b>	<b>7%</b>	<b>\$183.29</b>	<b>\$212.55</b>	<b>\$209.17</b>	<b>-2%</b>	<b>6.70</b>	<b>7.10</b>	<b>7.07</b>	<b>0%</b>
Caldwell	\$2.68	\$3.45	\$3.08	-11%	\$1.07	\$1.24	\$1.02	-18%	0.04	0.04	0.03	-17%
Cameron	\$3.93	\$4.36	\$4.39	1%	\$1.57	\$1.57	\$1.45	-8%	0.06	0.05	0.05	-7%
Catahoula	\$2.43	\$3.62	\$3.39	-6%	\$0.97	\$1.30	\$1.12	-14%	0.04	0.04	0.04	-13%
Claiborne	\$2.56	\$3.12	\$3.15	1%	\$1.02	\$1.12	\$1.04	-8%	0.04	0.04	0.04	-7%
Concordia	\$6.45	\$9.95	\$9.31	-6%	\$2.58	\$3.58	\$3.07	-14%	0.09	0.12	0.10	-13%
De Soto	\$10.25	\$13.31	\$14.87	12%	\$4.10	\$4.79	\$4.90	2%	0.15	0.16	0.17	4%
<b>East Baton Rouge</b>	<b>\$748.03</b>	<b>\$1,058.75</b>	<b>\$1,156.62</b>	<b>9%</b>	<b>\$299.02</b>	<b>\$380.98</b>	<b>\$381.40</b>	<b>0%</b>	<b>10.93</b>	<b>12.72</b>	<b>12.88</b>	<b>1%</b>
East Carroll	\$1.16	\$1.25	\$1.33	6%	\$0.46	\$0.45	\$0.44	-3%	0.02	0.02	0.01	-2%
East Feliciana	\$7.43	\$9.24	\$9.15	-1%	\$2.97	\$3.33	\$3.02	-9%	0.11	0.11	0.10	-8%
Evangeline	\$4.65	\$6.36	\$5.66	-11%	\$1.86	\$2.29	\$1.87	-18%	0.07	0.08	0.06	-17%
Franklin	\$6.58	\$9.77	\$9.17	-6%	\$2.63	\$3.52	\$3.02	-14%	0.10	0.12	0.10	-13%
Grant	\$0.59	\$0.73	\$0.72	-1%	\$0.24	\$0.26	\$0.24	-9%	0.01	0.01	0.01	-8%
Iberia	\$38.03	\$50.95	\$43.26	-15%	\$15.20	\$18.33	\$14.26	-22%	0.56	0.61	0.48	-21%
Iberville	\$16.64	\$19.66	\$18.47	-6%	\$6.65	\$7.08	\$6.09	-14%	0.24	0.24	0.21	-13%

Parish	Spending (Millions)				Earnings (Millions)				Employment (Thousands)			
	2020	2021	2022	GR*	2020	2021	2022	GR*	2020	2021	2022	GR*
Jackson	\$3.91	\$5.42	\$5.68	5%	\$1.56	\$1.95	\$1.87	-4%	0.06	0.07	0.06	-3%
<b>Jefferson</b>	<b>\$1,103.38</b>	<b>\$1,598.79</b>	<b>\$1,862.55</b>	<b>16%</b>	<b>\$441.07</b>	<b>\$575.30</b>	<b>\$614.18</b>	<b>7%</b>	<b>16.12</b>	<b>19.20</b>	<b>20.75</b>	<b>8%</b>
Jefferson Davis	\$20.96	\$24.93	\$23.29	-7%	\$8.38	\$8.97	\$7.68	-14%	0.31	0.30	0.26	-13%
<b>Lafayette</b>	<b>\$352.71</b>	<b>\$530.59</b>	<b>\$537.14</b>	<b>1%</b>	<b>\$140.99</b>	<b>\$190.93</b>	<b>\$177.12</b>	<b>-7%</b>	<b>5.15</b>	<b>6.37</b>	<b>5.98</b>	<b>-6%</b>
Lafourche	\$70.63	\$87.38	\$87.84	1%	\$28.23	\$31.44	\$28.97	-8%	1.03	1.05	0.98	-7%
LaSalle	\$4.61	\$6.35	\$6.72	6%	\$1.84	\$2.28	\$2.22	-3%	0.07	0.08	0.07	-2%
Lincoln	\$56.82	\$80.66	\$84.58	5%	\$22.71	\$29.02	\$27.89	-4%	0.83	0.97	0.94	-3%
Livingston	\$113.89	\$158.07	\$166.38	5%	\$45.53	\$56.88	\$54.86	-4%	1.66	1.90	1.85	-2%
Madison	\$4.88	\$6.23	\$6.31	1%	\$1.95	\$2.24	\$2.08	-7%	0.07	0.07	0.07	-6%
Morehouse	\$8.03	\$9.51	\$9.59	1%	\$3.21	\$3.42	\$3.16	-8%	0.12	0.11	0.11	-6%
Natchitoches	\$45.18	\$65.79	\$75.09	14%	\$18.06	\$23.67	\$24.76	5%	0.66	0.79	0.84	6%
<b>Orleans</b>	<b>\$2,531.17</b>	<b>\$3,849.32</b>	<b>\$5,235.50</b>	<b>36%</b>	<b>\$1,011.83</b>	<b>\$1,385.13</b>	<b>\$1,726.43</b>	<b>25%</b>	<b>36.98</b>	<b>46.24</b>	<b>58.32</b>	<b>26%</b>
<b>Ouachita</b>	<b>\$166.53</b>	<b>\$239.69</b>	<b>\$256.04</b>	<b>7%</b>	<b>\$66.57</b>	<b>\$86.25</b>	<b>\$84.43</b>	<b>-2%</b>	<b>2.43</b>	<b>2.88</b>	<b>2.85</b>	<b>-1%</b>
Plaquemines	\$40.34	\$53.52	\$49.33	-8%	\$16.13	\$19.26	\$16.27	-16%	0.59	0.64	0.55	-15%
Pointe Coupee	\$9.86	\$12.76	\$13.59	6%	\$3.94	\$4.59	\$4.48	-2%	0.14	0.15	0.15	-1%
Rapides	\$101.71	\$156.28	\$165.12	6%	\$40.66	\$56.23	\$54.45	-3%	1.49	1.88	1.84	-2%
Red River	\$3.24	\$4.42	\$5.20	18%	\$1.29	\$1.59	\$1.72	8%	0.05	0.05	0.06	9%
Richland	\$7.38	\$9.52	\$8.78	-8%	\$2.95	\$3.42	\$2.90	-15%	0.11	0.11	0.10	-14%
Sabine	\$7.77	\$10.00	\$10.59	6%	\$3.11	\$3.60	\$3.49	-3%	0.11	0.12	0.12	-2%
St. Bernard	\$52.31	\$79.96	\$87.90	10%	\$20.91	\$28.77	\$28.99	1%	0.76	0.96	0.98	2%
St. Charles	\$52.78	\$71.70	\$72.10	1%	\$21.10	\$25.80	\$23.77	-8%	0.77	0.86	0.80	-7%
St. Helena	\$0.94	\$1.67	\$1.81	8%	\$0.38	\$0.60	\$0.60	-1%	0.01	0.02	0.02	1%
St. James	\$17.39	\$28.32	\$29.90	6%	\$6.95	\$10.19	\$9.86	-3%	0.25	0.34	0.33	-2%
St. John the Baptist	\$55.34	\$78.96	\$77.04	-2%	\$22.12	\$28.41	\$25.41	-11%	0.81	0.95	0.86	-10%
St. Landry	\$46.27	\$59.97	\$56.67	-6%	\$18.49	\$21.58	\$18.69	-13%	0.68	0.72	0.63	-12%
St. Martin	\$21.70	\$31.76	\$29.08	-8%	\$8.67	\$11.43	\$9.59	-16%	0.32	0.38	0.32	-15%
St. Mary	\$40.48	\$46.45	\$45.02	-3%	\$16.18	\$16.71	\$14.85	-11%	0.59	0.56	0.50	-10%
<b>St. Tammany</b>	<b>\$666.88</b>	<b>\$948.32</b>	<b>\$1,029.84</b>	<b>9%</b>	<b>\$266.58</b>	<b>\$341.24</b>	<b>\$339.59</b>	<b>0%</b>	<b>9.74</b>	<b>11.39</b>	<b>11.47</b>	<b>1%</b>

Parish	Spending (Millions)				Earnings (Millions)				Employment (Thousands)			
	2020	2021	2022	GR*	2020	2021	2022	GR*	2020	2021	2022	GR*
Tangipahoa	\$124.80	\$170.25	\$184.00	8%	\$49.89	\$61.26	\$60.67	-1%	1.82	2.04	2.05	0%
Tensas	\$0.42	\$0.66	\$0.75	14%	\$0.17	\$0.24	\$0.25	4%	0.01	0.01	0.01	6%
<b>Terrebonne</b>	<b>\$139.66</b>	<b>\$181.88</b>	<b>\$177.28</b>	<b>-3%</b>	<b>\$55.83</b>	<b>\$65.45</b>	<b>\$58.46</b>	<b>-11%</b>	<b>2.04</b>	<b>2.18</b>	<b>1.97</b>	<b>-10%</b>
Union	\$4.93	\$6.24	\$6.19	-1%	\$1.97	\$2.24	\$2.04	-9%	0.07	0.07	0.07	-8%
Vermilion	\$21.11	\$28.20	\$26.00	-8%	\$8.44	\$10.15	\$8.57	-16%	0.31	0.34	0.29	-15%
Vernon	\$34.86	\$42.58	\$48.31	13%	\$13.93	\$15.32	\$15.93	4%	0.51	0.51	0.54	5%
Washington	\$18.63	\$24.05	\$22.97	-5%	\$7.45	\$8.66	\$7.57	-13%	0.27	0.29	0.26	-11%
Webster	\$21.20	\$26.23	\$29.17	11%	\$8.47	\$9.44	\$9.62	2%	0.31	0.32	0.32	3%
West Baton Rouge	\$31.64	\$45.45	\$48.29	6%	\$12.65	\$16.35	\$15.92	-3%	0.46	0.55	0.54	-1%
West Carroll	\$2.88	\$3.44	\$3.42	-1%	\$1.15	\$1.24	\$1.13	-9%	0.04	0.04	0.04	-8%
West Feliciana	\$17.56	\$26.06	\$24.95	-4%	\$7.02	\$9.38	\$8.23	-12%	0.26	0.31	0.28	-11%
Winn	\$4.24	\$6.11	\$5.89	-3%	\$1.70	\$2.20	\$1.94	-12%	0.06	0.07	0.07	-10%
<b>Total</b>	<b>\$8,091</b>	<b>\$11,602</b>	<b>\$13,608</b>	<b>17%</b>	<b>\$3,235</b>	<b>\$4,175</b>	<b>\$4,487</b>	<b>7%</b>	<b>118</b>	<b>139</b>	<b>152</b>	<b>9%</b>

\*Growth rate in 2022 compared to 2021. Spending figures are not adjusted for inflation.

- The largest spending produced by visitors to each parish was ascribed to Orleans (\$5.2 billion), Jefferson (\$1.9 billion), East Baton Rouge (\$1.2 billion), St. Tammany (\$1.0 billion), Calcasieu (\$634 million), Lafayette (\$537 million), Caddo (\$449 million), Bossier (\$325 million), Ouachita (\$256 million), and Ascension (\$209 million). Those ten parishes also had the largest contribution to visitor economic activity in direct earnings and direct employment.

Table 9: Direct State and Local Tax Revenue by Parish

Parish	State Taxes (Millions)				Local Taxes (Millions)			
	2020	2021	2022	GR*	2020	2021	2022	GR*
Acadia	\$1.97	\$2.65	\$2.43	-8%	\$1.00	\$1.33	\$1.26	-5%
Allen	\$0.75	\$0.99	\$0.97	-2%	\$0.38	\$0.50	\$0.50	0%
<b>Ascension</b>	<b>\$10.73</b>	<b>\$15.52</b>	<b>\$15.95</b>	<b>3%</b>	<b>\$5.45</b>	<b>\$7.79</b>	<b>\$8.24</b>	<b>6%</b>
Assumption	\$0.21	\$0.23	\$0.22	-4%	\$0.11	\$0.11	\$0.11	-1%
Avoyelles	\$0.71	\$1.12	\$1.03	-9%	\$0.36	\$0.56	\$0.53	-6%
Beauregard	\$1.65	\$2.14	\$2.04	-5%	\$0.84	\$1.07	\$1.05	-2%
Bienville	\$0.36	\$0.39	\$0.33	-15%	\$0.18	\$0.20	\$0.17	-13%
<b>Bossier</b>	<b>\$17.73</b>	<b>\$22.34</b>	<b>\$24.74</b>	<b>11%</b>	<b>\$9.00</b>	<b>\$11.21</b>	<b>\$12.78</b>	<b>14%</b>
<b>Caddo</b>	<b>\$22.87</b>	<b>\$31.98</b>	<b>\$34.26</b>	<b>7%</b>	<b>\$11.61</b>	<b>\$16.05</b>	<b>\$17.69</b>	<b>10%</b>
<b>Calcasieu</b>	<b>\$34.72</b>	<b>\$45.73</b>	<b>\$48.35</b>	<b>6%</b>	<b>\$17.63</b>	<b>\$22.95</b>	<b>\$24.97</b>	<b>9%</b>
Caldwell	\$0.20	\$0.27	\$0.24	-12%	\$0.10	\$0.13	\$0.12	-9%
Cameron	\$0.30	\$0.34	\$0.33	-1%	\$0.15	\$0.17	\$0.17	2%
Catahoula	\$0.18	\$0.28	\$0.26	-8%	\$0.09	\$0.14	\$0.13	-5%
Claiborne	\$0.19	\$0.24	\$0.24	-1%	\$0.10	\$0.12	\$0.12	2%
Concordia	\$0.49	\$0.77	\$0.71	-8%	\$0.25	\$0.39	\$0.37	-5%
De Soto	\$0.78	\$1.03	\$1.13	10%	\$0.39	\$0.52	\$0.59	13%
<b>East Baton Rouge</b>	<b>\$56.64</b>	<b>\$81.96</b>	<b>\$88.15</b>	<b>8%</b>	<b>\$28.76</b>	<b>\$41.13</b>	<b>\$45.53</b>	<b>11%</b>
East Carroll	\$0.09	\$0.10	\$0.10	4%	\$0.04	\$0.05	\$0.05	7%
East Feliciana	\$0.56	\$0.72	\$0.70	-3%	\$0.29	\$0.36	\$0.36	0%
Evangeline	\$0.35	\$0.49	\$0.43	-12%	\$0.18	\$0.25	\$0.22	-10%
Franklin	\$0.50	\$0.76	\$0.70	-8%	\$0.25	\$0.38	\$0.36	-5%
Grant	\$0.04	\$0.06	\$0.05	-2%	\$0.02	\$0.03	\$0.03	1%
Iberia	\$2.88	\$3.94	\$3.30	-16%	\$1.46	\$1.98	\$1.70	-14%
Iberville	\$1.26	\$1.52	\$1.41	-8%	\$0.64	\$0.76	\$0.73	-5%

Parish	State Taxes (Millions)				Local Taxes (Millions)			
	2020	2021	2022	GR*	2020	2021	2022	GR*
Jackson	\$0.30	\$0.42	\$0.43	3%	\$0.15	\$0.21	\$0.22	6%
<b>Jefferson</b>	<b>\$56.84</b>	<b>\$83.21</b>	<b>\$102.41</b>	<b>23%</b>	<b>\$50.71</b>	<b>\$75.42</b>	<b>\$91.53</b>	<b>21%</b>
Jefferson Davis	\$1.59	\$1.93	\$1.78	-8%	\$0.81	\$0.97	\$0.92	-5%
<b>Lafayette</b>	<b>\$26.71</b>	<b>\$41.07</b>	<b>\$40.94</b>	<b>0%</b>	<b>\$13.56</b>	<b>\$20.61</b>	<b>\$21.15</b>	<b>3%</b>
Lafourche	\$5.35	\$6.76	\$6.70	-1%	\$2.72	\$3.39	\$3.46	2%
LaSalle	\$0.35	\$0.49	\$0.51	4%	\$0.18	\$0.25	\$0.26	7%
Lincoln	\$4.30	\$6.24	\$6.45	3%	\$2.18	\$3.13	\$3.33	6%
Livingston	\$8.62	\$12.24	\$12.68	4%	\$4.38	\$6.14	\$6.55	7%
Madison	\$0.37	\$0.48	\$0.48	0%	\$0.19	\$0.24	\$0.25	3%
Morehouse	\$0.61	\$0.74	\$0.73	-1%	\$0.31	\$0.37	\$0.38	2%
Natchitoches	\$3.42	\$5.09	\$5.72	12%	\$1.74	\$2.56	\$2.96	16%
<b>Orleans</b>	<b>\$130.39</b>	<b>\$200.34</b>	<b>\$287.87</b>	<b>44%</b>	<b>\$116.33</b>	<b>\$181.58</b>	<b>\$257.30</b>	<b>42%</b>
<b>Ouachita</b>	<b>\$12.61</b>	<b>\$18.55</b>	<b>\$19.51</b>	<b>5%</b>	<b>\$6.40</b>	<b>\$9.31</b>	<b>\$10.08</b>	<b>8%</b>
Plaquemines	\$2.08	\$2.79	\$2.71	-3%	\$1.85	\$2.52	\$2.42	-4%
Pointe Coupee	\$0.75	\$0.99	\$1.04	5%	\$0.38	\$0.50	\$0.54	8%
Rapides	\$7.70	\$12.10	\$12.58	4%	\$3.91	\$6.07	\$6.50	7%
Red River	\$0.25	\$0.34	\$0.40	16%	\$0.12	\$0.17	\$0.20	19%
Richland	\$0.56	\$0.74	\$0.67	-9%	\$0.28	\$0.37	\$0.35	-6%
Sabine	\$0.59	\$0.77	\$0.81	4%	\$0.30	\$0.39	\$0.42	7%
St. Bernard	\$2.69	\$4.16	\$4.83	16%	\$2.40	\$3.77	\$4.32	15%
St. Charles	\$2.72	\$3.73	\$3.96	6%	\$2.43	\$3.38	\$3.54	5%
St. Helena	\$0.07	\$0.13	\$0.14	7%	\$0.04	\$0.06	\$0.07	10%
St. James	\$0.90	\$1.47	\$1.64	12%	\$0.80	\$1.34	\$1.47	10%
St. John the Baptist	\$2.85	\$4.11	\$4.24	3%	\$2.54	\$3.72	\$3.79	2%
St. Landry	\$3.50	\$4.64	\$4.32	-7%	\$1.78	\$2.33	\$2.23	-4%
St. Martin	\$1.64	\$2.46	\$2.22	-10%	\$0.83	\$1.23	\$1.14	-7%
St. Mary	\$3.06	\$3.60	\$3.43	-5%	\$1.56	\$1.80	\$1.77	-2%
<b>St. Tammany</b>	<b>\$34.35</b>	<b>\$49.36</b>	<b>\$56.62</b>	<b>15%</b>	<b>\$30.65</b>	<b>\$44.74</b>	<b>\$50.61</b>	<b>13%</b>

Parish	State Taxes (Millions)				Local Taxes (Millions)			
	2020	2021	2022	GR*	2020	2021	2022	GR*
Tangipahoa	\$9.45	\$13.18	\$14.02	6%	\$4.80	\$6.61	\$7.24	10%
Tensas	\$0.03	\$0.05	\$0.06	12%	\$0.02	\$0.03	\$0.03	16%
<b>Terrebonne</b>	<b>\$10.57</b>	<b>\$14.08</b>	<b>\$13.51</b>	<b>-4%</b>	<b>\$5.37</b>	<b>\$7.07</b>	<b>\$6.98</b>	<b>-1%</b>
Union	\$0.37	\$0.48	\$0.47	-2%	\$0.19	\$0.24	\$0.24	1%
Vermilion	\$1.60	\$2.18	\$1.98	-9%	\$0.81	\$1.10	\$1.02	-7%
Vernon	\$2.64	\$3.30	\$3.68	12%	\$1.34	\$1.65	\$1.90	15%
Washington	\$1.41	\$1.86	\$1.75	-6%	\$0.72	\$0.93	\$0.90	-3%
Webster	\$1.61	\$2.03	\$2.22	10%	\$0.81	\$1.02	\$1.15	13%
West Baton Rouge	\$2.40	\$3.52	\$3.68	5%	\$1.22	\$1.77	\$1.90	8%
West Carroll	\$0.22	\$0.27	\$0.26	-2%	\$0.11	\$0.13	\$0.13	1%
West Feliciana	\$1.33	\$2.02	\$1.90	-6%	\$0.67	\$1.01	\$0.98	-3%
Winn	\$0.32	\$0.47	\$0.45	-5%	\$0.16	\$0.24	\$0.23	-2%
<b>Total</b>	<b>\$503</b>	<b>\$728</b>	<b>\$858</b>	<b>18%</b>	<b>\$345</b>	<b>\$506</b>	<b>\$618</b>	<b>22%</b>

\*Growth rate in 2022 compared to 2021. Spending figures are not adjusted for inflation.

- In terms of total government revenue from state and local taxes, the largest revenue was generated by visitors to Orleans (\$545 million), Jefferson (\$194 million), East Baton Rouge (\$134 million), St. Tammany (\$107 million), Calcasieu (\$73 million), Lafayette (\$62 million), Caddo (\$52 million), Bossier (\$38 million), Ouachita (\$30 million), Ascension (\$24 million), and Tangipahoa (\$21 million) parishes.

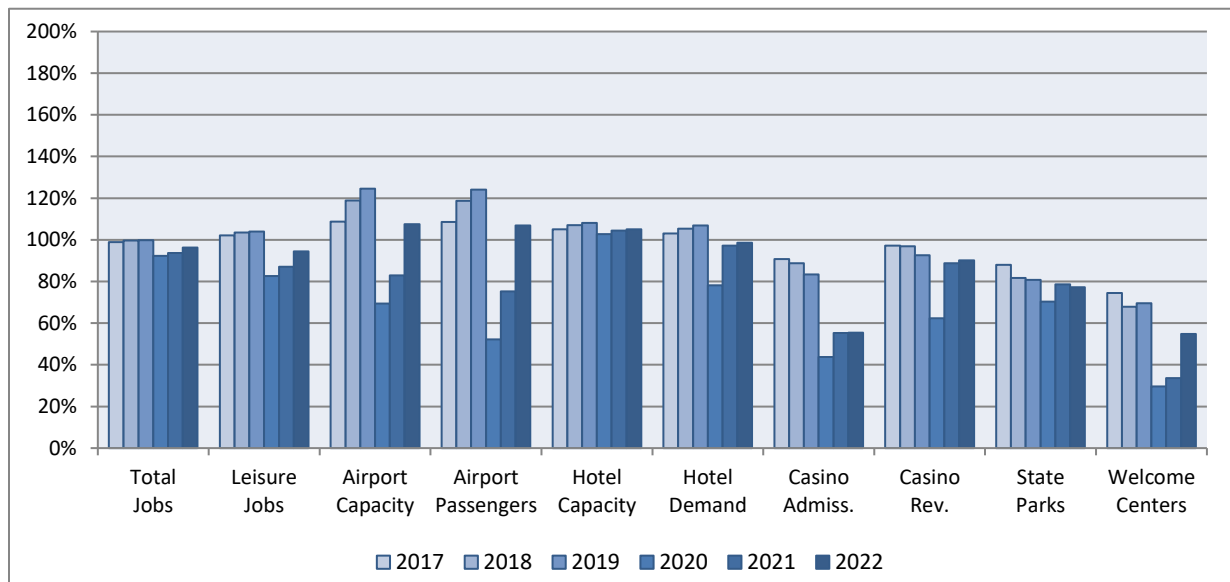


## Travel Indicators

The following section summarizes key tourism or travel indicators by major metropolitan areas. The growth of each indicator is estimated as a ratio of monthly figures recorded during the calendar year 2015. These indicators are essential for measuring the growth of the tourism industry. Although total visitation and spending have increased steadily, other tourism indicators have moved at different paces or directions.

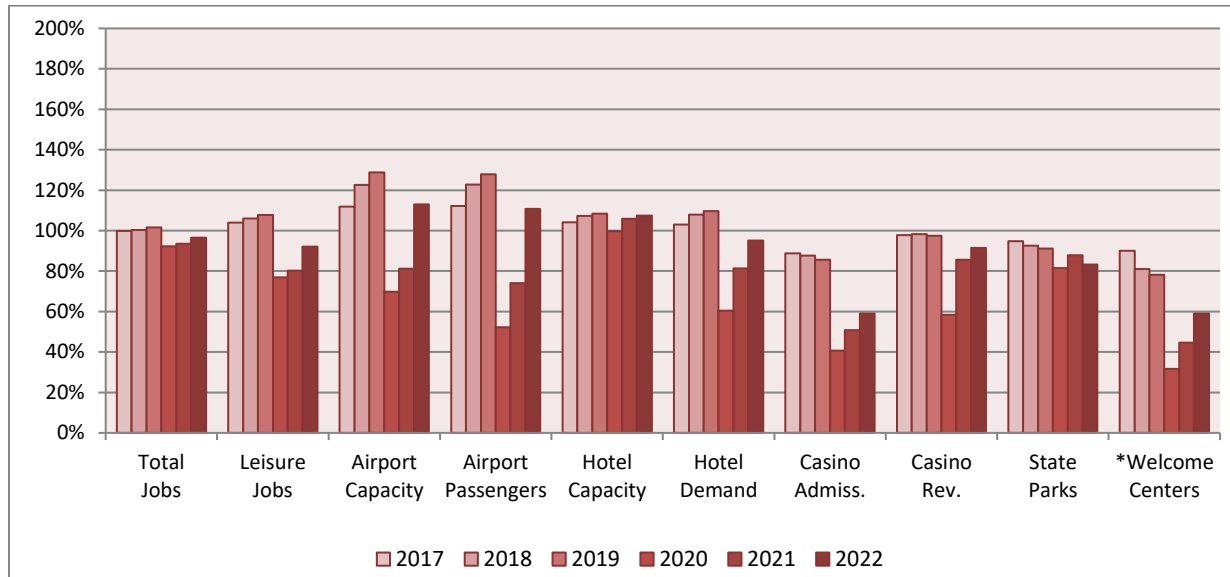
The travel indicators include employment, airport activity, hotels, casinos, and visitation to state parks and welcome centers. Employment comprises total nonfarm and leisure jobs, as defined by the BLS. Airport activity is measured by the number of passengers boarding an aircraft (enplanements) and daily airplane seat capacity. Hotel capacity includes the number of rooms available, while hotel demand indicates the number of rooms sold or rented per night (room nights). Casino activity is measured by admissions and revenue, while state parks and welcome centers are measured by total visitation. Statistics for State Parks include visitors to State Historic Sites.

**Figure 4: Louisiana Travel Indicators**



- During 2022, total jobs increased slightly by 3 percentage points, while leisure jobs increased modestly by 7 percentage points to 95% from 87% in 2021. Airport capacity and passenger indicators grew substantially in 2022. Capacity and passengers increased by 25 and 32 percentage points, respectively. Hotel demand and capacity have grown at a similar pace. In 2022, hotel capacity and demand grew by 1 percentage point.
- Casino activity, measured by admissions and revenue, was nearly unchanged. In 2022, casino admissions remained the same, at zero percentage point, while revenue increased slightly by 1 percentage point. State park visitors decreased by 1 percentage point to 77% from 79% in 2021. Visitation to welcome centers increased substantially by 21 percentage points. It is important to note that state parks and welcome centers have opened or closed over the past few years.

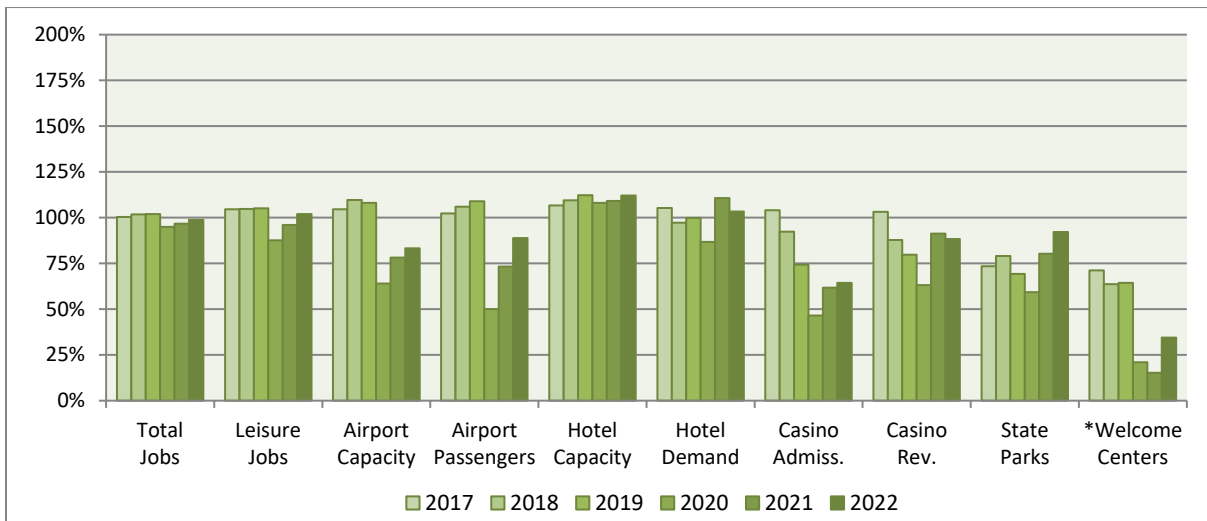
Figure 5: New Orleans Travel Indicators



*\*The New Orleans WC closed permanently in June 2020.  
 Pearl River & Slidell WCs are included in our total New Orleans WC.*

- In 2022, the New Orleans area total jobs grew by 3 percentage points, while leisure increased significantly by 12 percentage points. At the same time, airport capacity and passengers grew by 32 and 37 percentage points, respectively. Hotel capacity shows a 2 percentage points growth, while demand increased by 14 percentage points. The change in the ratio of casino admissions was 8 percentage points, and the revenue grew by 6 percentage points. Visitation to the state park decreased by 5 percentage points, whereas welcome center increased by 14 percentage points.

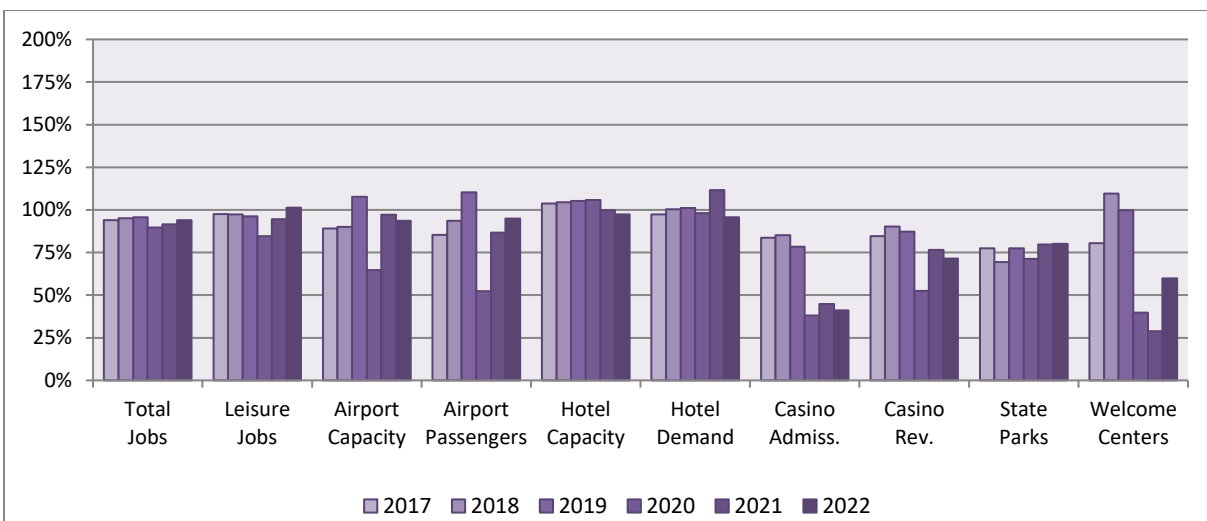
Figure 6: Baton Rouge Travel Indicators



\*St. Francisville WC closed permanently (April 2021), and Capitol Park WC is no longer a DCRT property.

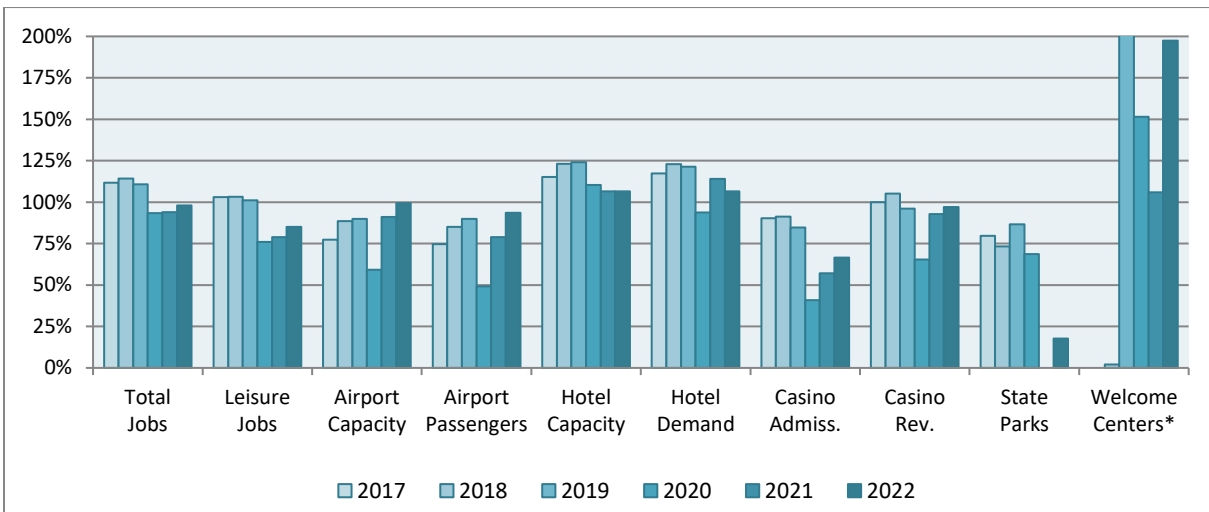
- Total employment and leisure jobs in the Baton Rouge area grew by 2 and 6 percentage points, respectively. Airport capacity and passengers have continuously grown over the last three years. Hotel capacity increased by 3 percentage points, but the demand decreased by 7 percentage points. Casino admissions increased by 3 percentage points, while revenue decreased by the same percentage points. Visitations to state parks and welcome centers increased by 12 and 19 percentage points, respectively.

Figure 7: Lafayette Travel Indicators



- Lafayette area total jobs and leisure employment increased modestly. Leisure jobs continued to outpace total jobs. Airport capacity was down by 4 percentage points, while passengers increased by 8 percentage points. Hotel capacity declined by 2 percentage points, and demand declined significantly by 16 percentage points. Casino admissions and revenues have both gone down. Visitation to state parks was maintained at the same ratio, whereas there was a significant jump in welcome center visitations.

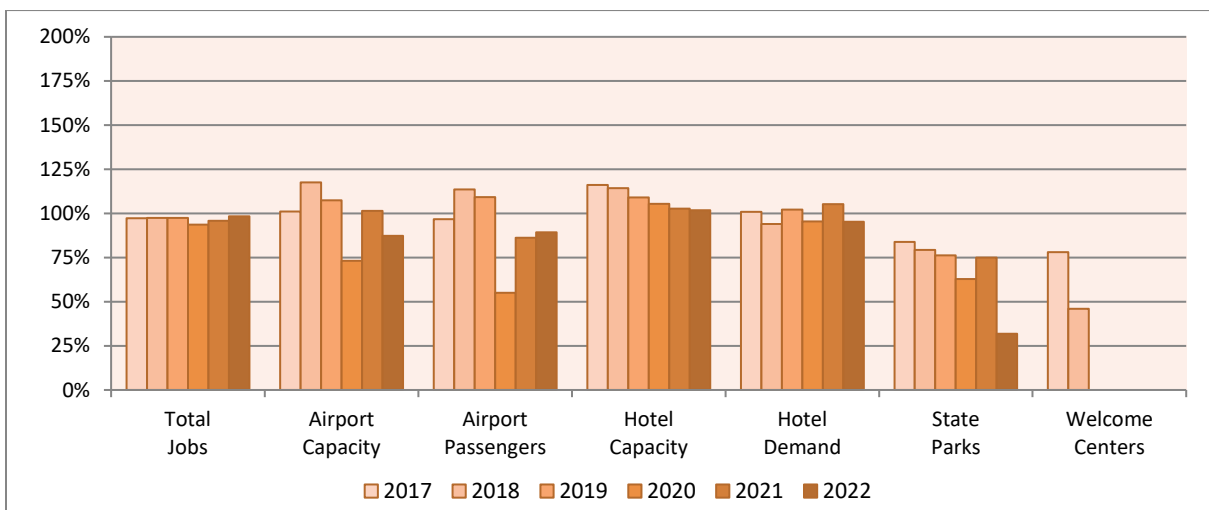
Figure 8: Lake Charles Travel Indicators



\*Vinton Welcome Center closed in July 2015, and it started to partially open in May/June 2019.

- In 2022, total jobs in the Lake Charles area increased by 4 percentage points and leisure employment grew by 6 percentage points. Both Airport capacity and passengers indicated an upward trend. Hotel capacity remained virtually unchanged, but the demand decreased by 7 percentage points. Casino admissions and revenue maintained an overall growth trend. Visitation to state parks increased moderately, while welcome center visitation increased significantly by 92 percentage points.

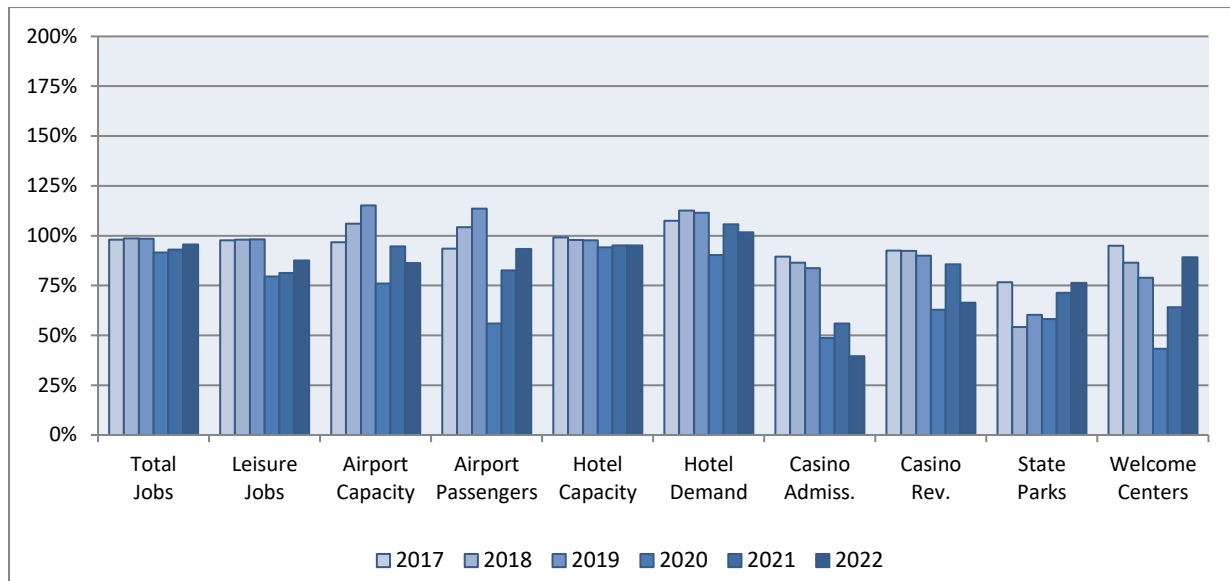
Figure 9: Alexandria Travel Indicators



Vidalia & Alexandria I-49 Welcome Centers closed permanently in March/April 2018.

- The Alexandria area experienced increased total jobs and airport passengers over the previous three years, while airport capacity decreased significantly by 14 percentage points. Hotel capacity and demand dropped, but the demand reduced at a higher rate. Visitation to state parks decreased considerably by 43 percentage points.

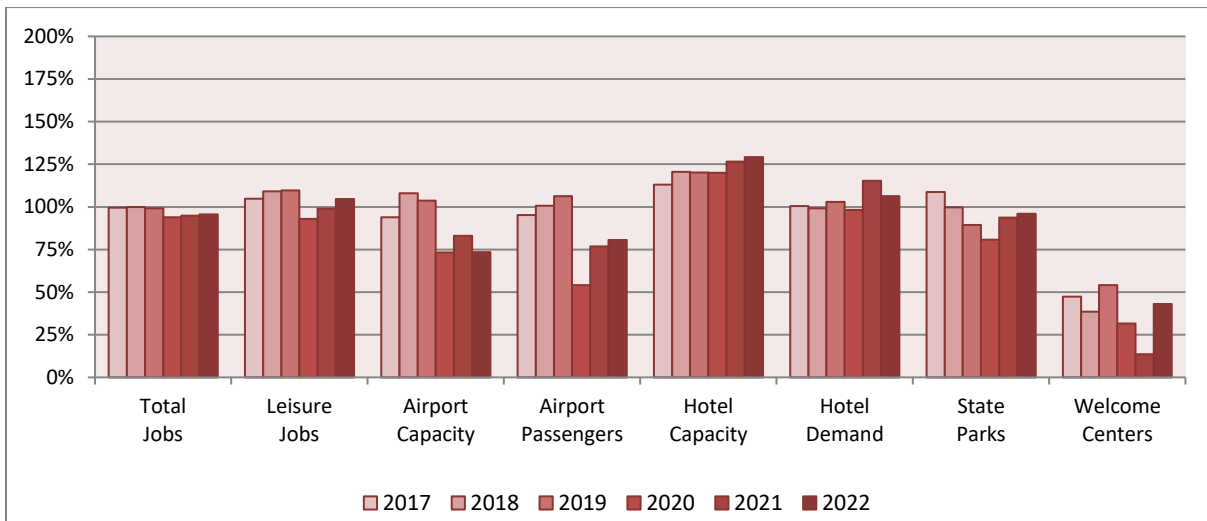
Figure 10: Shreveport Travel Indicators



*Hodges Gardens State Park closed in late 2017.*

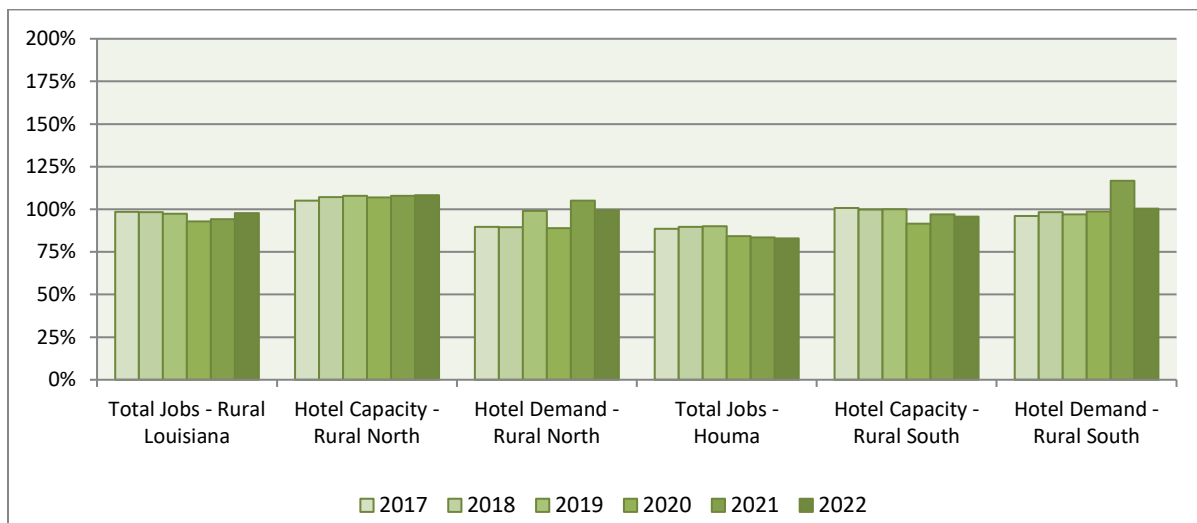
- Total and leisure jobs in the Shreveport area grew during 2022. Airport capacity and passengers moved in opposite directions. The capacity decreased by 8 percentage points, but the number of passengers rose by 11 percentage points. Hotel capacity was almost unchanged, while hotel demand fell slightly. Both the admissions and revenue at the casino decreased significantly. Activity at state parks continued to increase, while welcome centers increased substantially.

Figure 11: Monroe Travel Indicators



- Total employment in the Monroe area increased slightly by 1 percentage point, while leisure jobs grew moderately by 6 percentage points. Airport capacity decreased by 10 percentage points, while passengers increased by 4 percentage points. Hotel capacity grew by 3 percentage points, but the demand fell by 9 percentage points. Visitation to state parks increased in the last three years, while welcome centers increased noticeably during 2022.

Figure 12: Other Areas Travel Indicators



- Total jobs for non-metropolitan areas in the north of Louisiana increased by 4 percentage points. Hotel capacity remained unchanged, while the demand fell by 6 percentage points.
- Total employment in the Houma area remained virtually the same. Hotel capacity decreased by 1 percentage point, while demand decreased at a faster rate of 16 percentage points.

# Appendix A

## Sources

**Airport Capacity:**

- Bureau of Transportation Statistics
- UNO Hospitality Research Center

**Airport Passengers:**

- Louis Armstrong Airport
- Louisiana Department of Culture, Recreation and Tourism (CRT)

**Casino Admissions, Revenue, and Taxes:**

- Louisiana Gaming Control Board

**Convention Roomnights:**

- New Orleans & Company
- Visit Baton Rouge
- Lafayette Convention and Visitors Commission
- Lake Charles Convention & Visitors Bureau
- Shreveport-Bossier Convention & Tourist Bureau
- UNO Hospitality Research Center

**Employment, Wages and Salaries, Personal Income, and GDP:**

- United States Bureau of Labor Statistics (BLS)
- United States Department of Commerce, Bureau of Economic Analysis (BEA)
- Louisiana Workforce Commission (LaWorks)
- UNO Hospitality Research Center

**Hotel Room Capacity, Demand (Room nights Sold), and Room rate:**

- Smith Travel Research (STR)

**Hotel Roomnights by Purpose (New Orleans):**

- Hotelier Survey, Greater New Orleans Hotel and Lodging Association
- Smith Travel Research (STR)
- UNO Hospitality Research Center

**International Visitors:**

- Louisiana Department of Culture, Recreation and Tourism (CRT)
- Hotelier Survey, Greater New Orleans Hotel and Lodging Association
- UNO Hospitality Research Center

**Population Estimates and Characteristics:**

- United States Census Bureau
- UNO Hospitality Research Center

**Taxes:**

- Louisiana Department of Revenue
- State of Louisiana Division of Administration
- Louisiana Department of Culture, Recreation and Tourism (CRT)
- UNO Hospitality Research Center

**Visitation to State Historic Sites, State Parks, and Welcome Centers:**

- Louisiana Department of Culture, Recreation and Tourism (CRT)
- National Park Services

**Visitor Type, Travel Decisions, and Primary Purpose:**

- LUCID survey data files
- UNO Hospitality Research Center

**Visitor Spending Type:**

- LUCID survey data files
- UNO Hospitality Research Center

**Cover Pictures:**

- Louisiana Department of Culture, Recreation and Tourism (CRT)



## Appendix B

### Definitions of Key Terms

**Visitor:** Any person who comes temporarily to a specific area within the state of Louisiana and lives outside the travel destination. The term traveler is used as a synonym, while “tourist” is not used as readers might not be aware that business travelers or meeting attendees are also tourists.

**Domestic Visitor:** A resident of the U.S. who travels to places outside his/her usual environment.

**Foreign Visitor:** A resident of a foreign country who travels to the U.S.

**Overnight Visitor:** Any visitor who spends at least one night in Louisiana.

**Daytripper:** Any visitor who does not stay overnight in Louisiana.

**Short Term Visitor:** Any visitor who stays in Louisiana for up to 15 days.

**Long Term Visitor:** Any visitor who stays in Louisiana for 16 days or more.

**Association, Convention, Trade Show, and Corporate Meeting Visitor:** A visitor who indicates that the primary purpose of the visit is to attend a gathering such as a convention, trade show, exposition, or corporate meeting.

**Business Visitor:** A visitor who indicates that the primary purpose of the visit is to conduct business in the New Orleans Metro Area.

**Leisure Visitor:** A visitor who indicates that the primary purpose of the visit is to vacation, visit friends and relatives, attend a special event, go to a sporting event, shop, dine out, gamble, or for entertainment. Visitors who pass through are also categorized as leisure visitors.

**Valid Cases:** Represent the number of responses to a particular question.

**Percentage:** Represents the number of times an event occurred in an experiment or study. It is estimated by dividing the number of responses in a particular category over the valid cases.

**Percentage Point:** The arithmetic difference of two percentages. For example, moving up from 30% to 35% is a 5 percentage points increase.

**Percent of Cases:** Indicate the percentage of *respondents* who select each category for a given question. It adds up to over 100% since each respondent can select more than one category.

**Mean:** The mean is a measure of central tendency that indicates the most representative score in a group. The arithmetic mean, often called average, is the sum of all scores divided by the number of scores. For example, if the scores are 1, 3, 4, 6, 9, the mean would be 4.6.

**Median:** The median is also a measure of central tendency that indicates the most representative score in a group. The median is helpful when the mean does not make sense (e.g., average party size of 3.1 or average number of kids of 2.5), or when the mean is affected by extreme scores or outliers. The median is the number that lies at the midpoint of a distribution. It divides the distribution of scores ranked from lowest to highest into two equal halves. For example, if the scores are 2, 3, 5, 7, 8, the median would be 5, with two scores above and two scores below.