



2021 Image Report

January 2022

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Background and Purpose

- Longwoods was engaged to conduct a program of research designed to provide Louisiana tourism with data and insights into travelers' perceptions of the state, the impact of hurricanes and the COVID-19 on perceptions of the state as a tourism destination. This study specifically profiled:
 - Key travel motivators for Louisiana
 - Image of Louisiana in the areas that are important to travelers in key source markets
 - Louisiana's image strengths and weaknesses versus competitors
 - The perceptions of hurricanes and their subsequent impact across the state
 - The perceptions and influence of the COVID-19 pandemic on the state's image as a leisure destination
 - Louisiana's image versus its product delivery

Method

- A self-completion survey of 1,000 respondents in Louisiana's primary source markets, distributed as follows:
 - Tennessee 150
 - Colorado 125
 - Illinois 280
 - Pennsylvania 285
 - Arizona 160

Method (Cont'd)

- To qualify for the survey, respondents must have personally taken at least one day or overnight leisure trip in the past three years and intend to take at least one day or overnight leisure trip in the next two years.
- Respondents are members of a major online consumer research panel.
- Adults 18 years of age and older were randomly selected from the panel, so as to ensure a representative sample.
- Sample was drawn to be proportionate to population by specific states, age, and gender.
- The survey took an average of 16 minutes to complete.
- The fieldwork was conducted in November – December 2021.
- Data were weighted on key demographic variables (geography, age, gender, household income, household size) prior to analysis to ensure that results are representative of and projectable to the traveler population in specific states.



Conclusions and Recommendations

Conclusions and Recommendations

- Slightly more than 1/3 of travelers in Louisiana's advertising markets have visited the destination in their lifetime, being the 3rd most visited state in the competitive set.
 - With notable declines in the travel market in 2020 and 2021, we still see that 5% of respondents in the markets evaluated have visited in the past 2-years.
 - All areas of the state see visitation, with all regions capturing between 26% and 59% of visitation from these source markets in the past year.
- In the next 12-months 37% of respondents in the key advertising markets intend to visit Louisiana, only surpassed by Tennessee (47%).
- For a destination in this competitive set to get on travelers' consideration list, it must, first and foremost, be perceived to be exciting, have a family atmosphere, a good place for an adult vacation, and worry free.
- 61% of respondents in Louisiana's advertising markets say that when traveling to an area experiencing natural disasters they are concerned or very concerned, and when asked about areas experiencing an endemic such as Flu, Zika, COVID-19, etc. 58% indicated they would be concerned or very concerned.

Conclusions and Recommendations

- 94% of respondents in Louisiana's key advertising markets are aware of the state's hurricane season, and $\frac{3}{4}$ learn about the season through media and news outlets, and 29% from social media.
- Respondents have a perception that ALL areas of the state are impacted by hurricanes, and over half (58%) feel that the state will be impacted by hurricanes of 2021 for one year to more than two years.
- Hurricanes and inclement weather rank as the 5th and 6th top influencer for decisions not to travel to the state, while the top influencer is having other destinations of interest.
 - 34% noted that hurricane related factors impacted or greatly impacted their decision to not travel to Louisiana in the past two years, and when asked about inclement weather 27% said this impacted or greatly impacted their decision not to visit the state.
 - While hurricanes and inclement weather impact decisions not to travel, these are not as strong a factor as COVID-19 concerns (46% impacted or greatly impacted), and other destinations of interest (48% impacted or greatly impacted).
- Looking to future travel, while hurricanes and inclement weather continue to be an influencing factor, it is other destinations of interest that remain a top influencer at 50% followed by COVID-19 (43%) and cost (39%).

Conclusions and Recommendations

- Half of respondents in Louisiana's key advertising markets rated the state as 'a place they'd really enjoy visiting,' only preceded by Tennessee.
- Across all attributes measured Louisiana stands out from the competitive set as a place having an exceptional food and dining scene and has no perceived image weaknesses compared to the comp set.
- First-hand experience of Louisiana has a significant influence on image ratings, where all attributes measured are elevated after a visitor has experienced the destination.
 - Notably for primary travel motivators we see that for those who have visited Louisiana their perceptions of these attributes are between 14 and 24 points higher than those who have never visited.
- For all travel motivators measured, outside of being seen as luxurious, Tennessee scores slightly above the state, while never significantly higher.

Conclusions and Recommendations

- Travelers in Louisiana's key advertising markets are more likely to feel safe participating in dining and events which are outdoors.
- Travelers in these markets are mixed when it comes to perceptions of comfort with modes of transportation when taking a trip. Half feel safe traveling by plane, and 45% say they are willing to travel but only by car.
 - 60% of respondents in Louisiana's key advertising markets are more likely to visit destinations they can travel to by car.
- Slightly more than half, 55% of respondents were neutral when asked about the clarity of the state's COVID-19 policies, with a similar proportion being neutral in their approval of the state's government handling of the COVID-19 pandemic and policies put in place.
- Respondents are mixed when it comes to showing proof of vaccination or negative PCR tests to participate in activities in Louisiana.

Conclusions and Recommendations

Opportunities

- Louisiana has a positive image in key advertising markets, with no perceived weaknesses as a destination and in relation to the competitive set. However, there exists an opportunity to lean into primary travel motivators to differentiate the state from its competitive set.
 - Tennessee in both past visitation, future intent, and product offering is a direct competitor of Louisiana for tourism dollars and visitation. Of the competitive set evaluated often Tennessee is scored, while only moderately, higher than Louisiana. Conquest advertising coupled with family messaging could position the state more competitively against this destination.
- Awareness of hurricane season, and the immediate impacts, is very high in these markets, with respondents getting their hurricane information from news outlets and social media. Often this coverage stalls following the immediate coverage and does not highlight recovery and full reopening of the areas hit. Social media and PR coverage showcasing full recovery can influence these perceptions of long-term impacts.
- Respondents in the key advertising markets are split on feeling safe traveling by plane, given the proximity of these markets from Louisiana this provides a challenge. The road trip continues to be a top activity among American travelers, as seen in the National COVID-19 Travel Sentiment Study, which can be an opportunity for Louisiana as well as fostering closer in drive markets in early 2022 as the pandemic shifts to an endemic.
- Respondents are split when it comes to restrictions and proof of vaccination policies. Balancing a broad spectrum of sentiment toward COVID-19 policies and continuing to offer outdoor opportunities is important for capturing the growing travel demand in 2022.



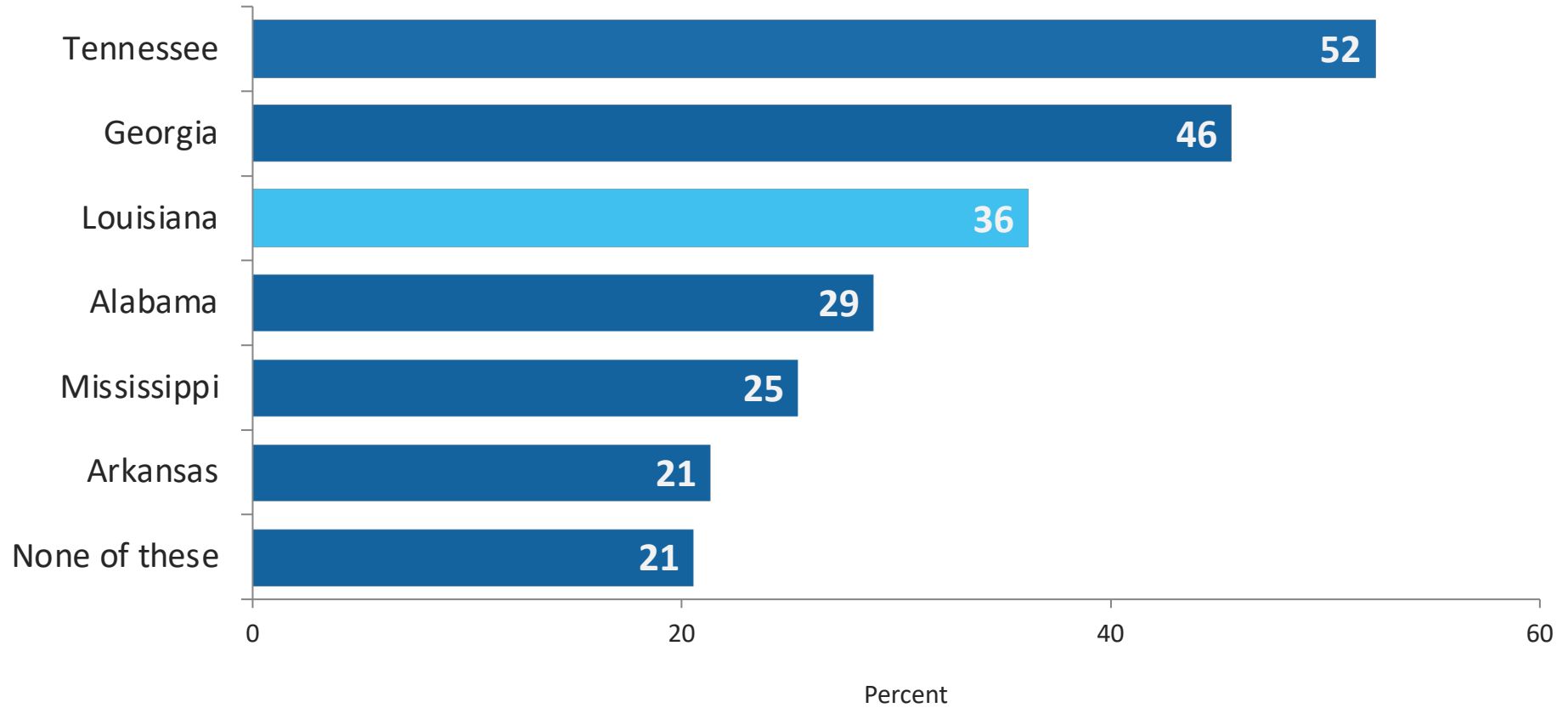
**Destination
Visitation
& Interest**

Destination Visitation & Intent

- 36% of travelers in the evaluated markets have visited Louisiana during their lifetime, only preceded by Tennessee (52%) and Georgia (46%) in their competitive set.
 - 21% of respondents in the evaluated markets have not been to a state in Louisiana's competitive set.
- 5% have visited Louisiana in the past 2-years. While Louisiana is the fourth most visited state in the past 2-years in the competitive set, visitation to the top-3 states was minimal with the highest visitation seen for Georgia with 8% of respondents having visited during this time.
- Visitors from Louisiana's advertising markets, who have visited in the past year, travel predominately to the New Orleans area (59%) and the Baton Rouge area (58%). Looking across the areas measured, their visitation in the past year ranges from 26%-45% for each area measured.
- 37% of travelers, in markets measured, intend to visit Louisiana in the next 12-months.
 - The only state with greater travel intent by respondents in the advertising markets is Tennessee, where 47% intend to visit in the next 12-months.

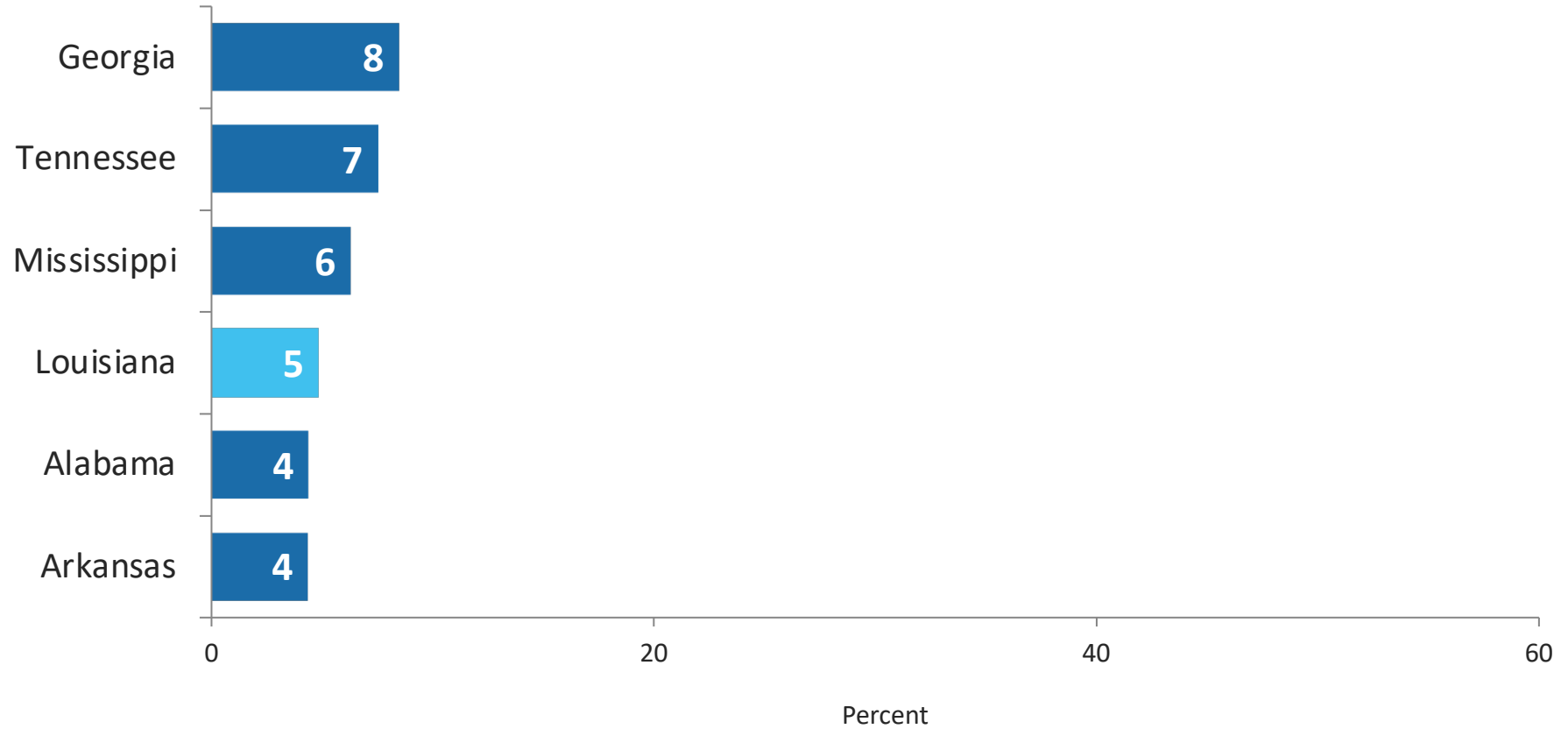
Destinations Ever Visited

Base: Residents of Louisiana's Advertising Markets



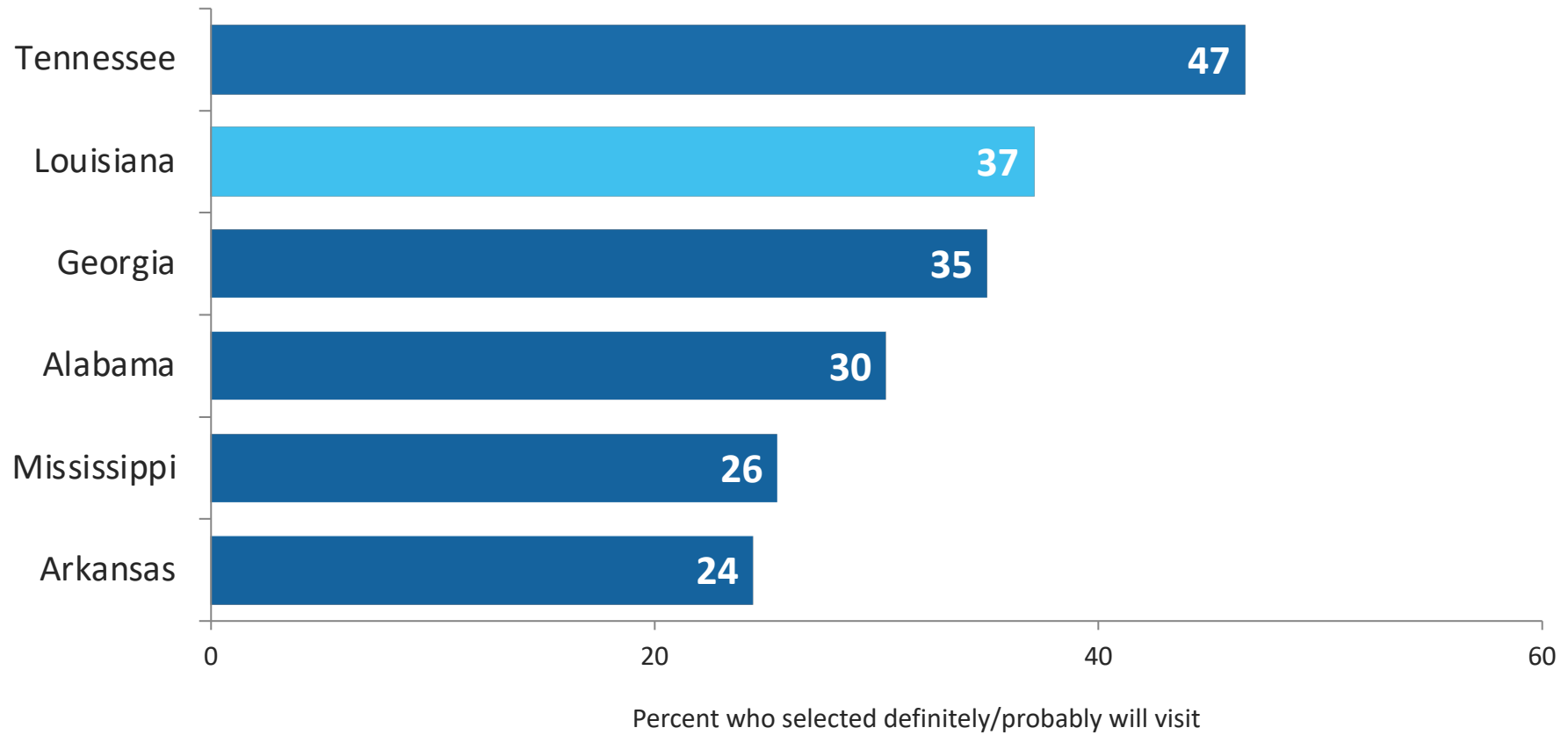
Destinations Visited in Past 2 Years

Base: Residents of Louisiana's Advertising Markets



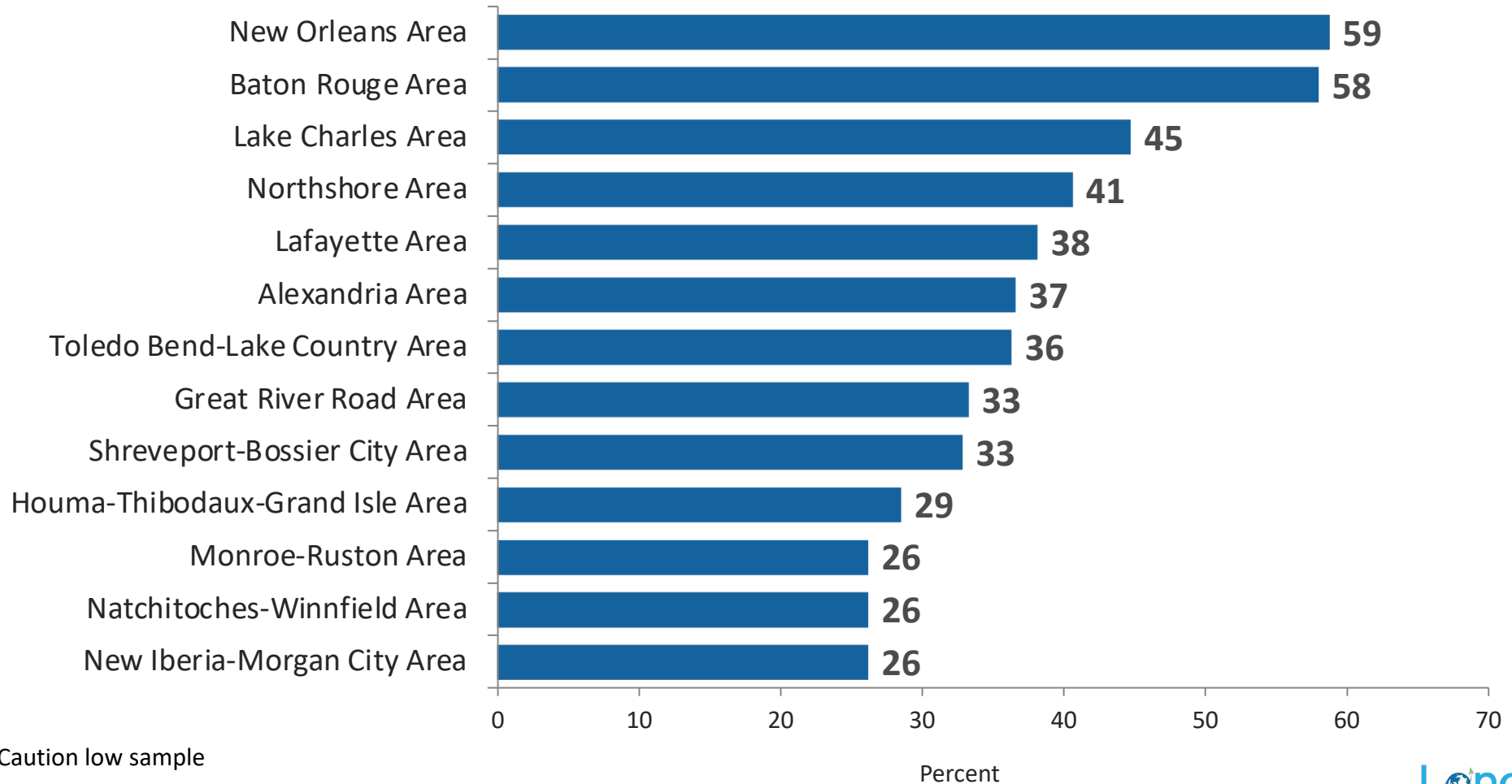
Intent to Visit in Next 12 Months

Base: Residents of Louisiana's Advertising Markets



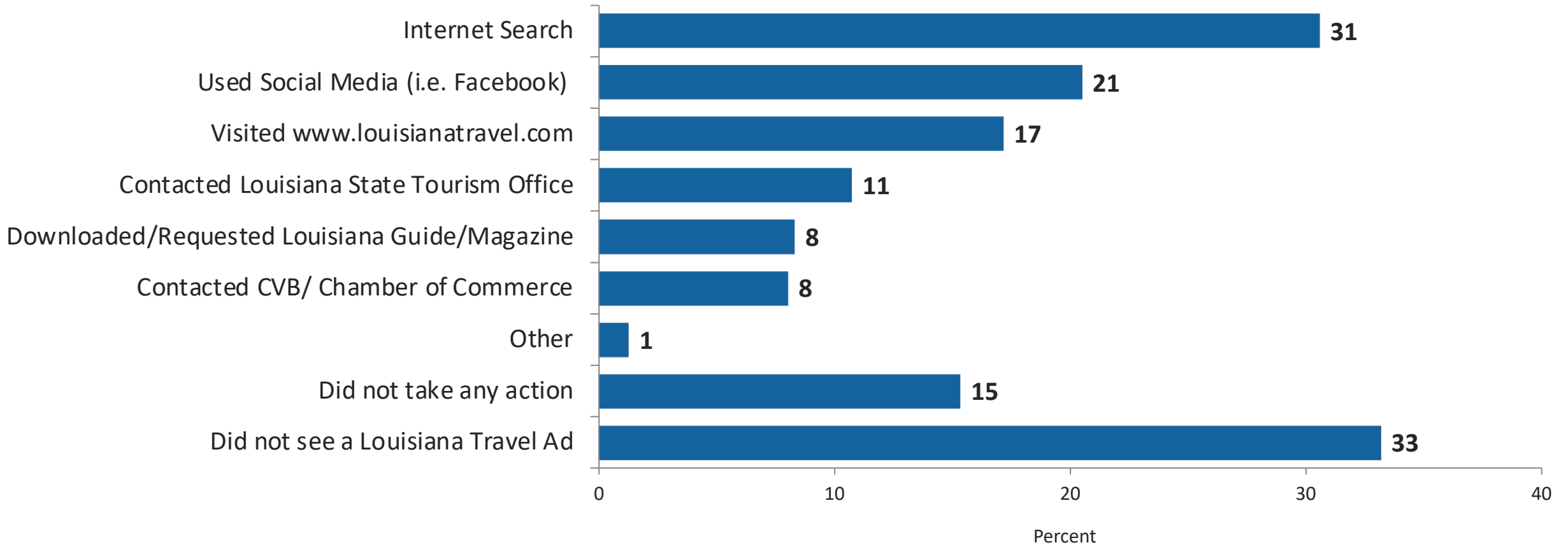
Regions Visited within Louisiana

Base: Residents of Louisiana Advertising Markets Who Visited Within The Past Year*



Sources Used to Seek Information After Seeing Ads

Base: Residents of Louisiana Advertising Markets





Destination Hot Buttons

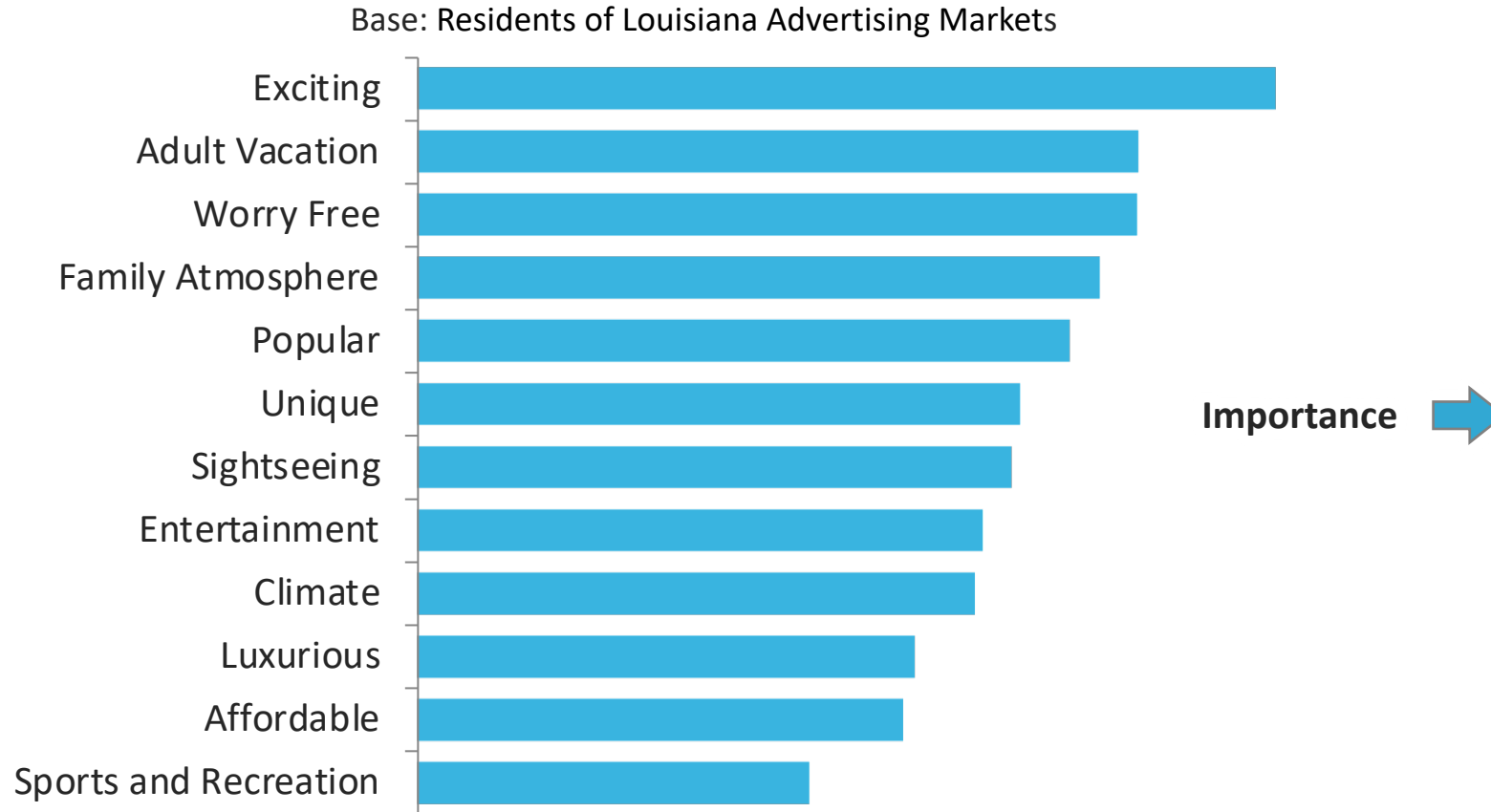
Travel Motivators

- Respondents evaluated the image of Louisiana in conjunction with their competitive set on an overall basis and on a series of additional detailed image attributes.
- To determine hot buttons for getting on the “wish list”, we measured the degree of association between the destinations’ overall image and their ratings on individual attributes:
 - For this purpose, we used the main overall measure included in the image battery – “A place I would really enjoy visiting” – as the predictor variable.
- Then, in order to better communicate the results, the data were grouped into broader categories or factors.
- For a destination in Louisiana’s target markets to get on travelers’ consideration list, it must, first and foremost, be perceived to:
 - Be **exciting** – being seen as exciting means offering a real sense of fun.
 - Be suitable for **adults** and couples – which is logical, since they are paying for the vacation.
 - A safe, welcoming and **worry-free** environment.

Travel Motivators (Cont'd)

- There are several factors that individually are of moderate importance, but that in combination define the excitement and suitability for adults that attracts vacationers to a destination:
 - A great **family atmosphere** – with things to see and do that kids would especially enjoy.
 - **Popularity** (i.e., is the place popular among vacationers? Is it well-known? Do you often see advertising or favorable reviews?); and
 - **Uniqueness**, including the vacation experience, local food, and towns/villages;
 - Great **activities & sightseeing**, including lots to see and do, landmarks, history, scenic byways etc.
 - The opportunities for **entertainment**, e.g., shopping, festivals, nightlife; and
- Lower priorities are:
 - **Climate**, a good place to travel in traditionally cooler months
 - The availability of **luxurious** accommodations and dining.
 - **Affordability** is relatively unimportant at the wish list stage:
 - But it tends to rise to the top of the list the closer one gets to closing the sale, as travel distance and pocketbook issues come into play.
 - Affordability includes both the cost of getting there/distance to market and costs once you have arrived, such as food and lodging.
 - **Sports and recreation**, great for outdoor recreation

Travel Motivators (Cont'd)



*A measure of the degree of association between each factor and whether destination is a place “I would really enjoy visiting.”

Top 10 Hot Buttons

Hot Buttons

A fun place for a vacation

Lots of things to see and do

A place where I would feel comfortable

A place I would feel welcome

An exciting place

Good place for families to visit

A vacation there is a real adventure

Good for an adult vacation

Provides a unique vacation experience

Well-known destination

Interesting cities

Popular with vacationers



Level of Concern for Personal Safety

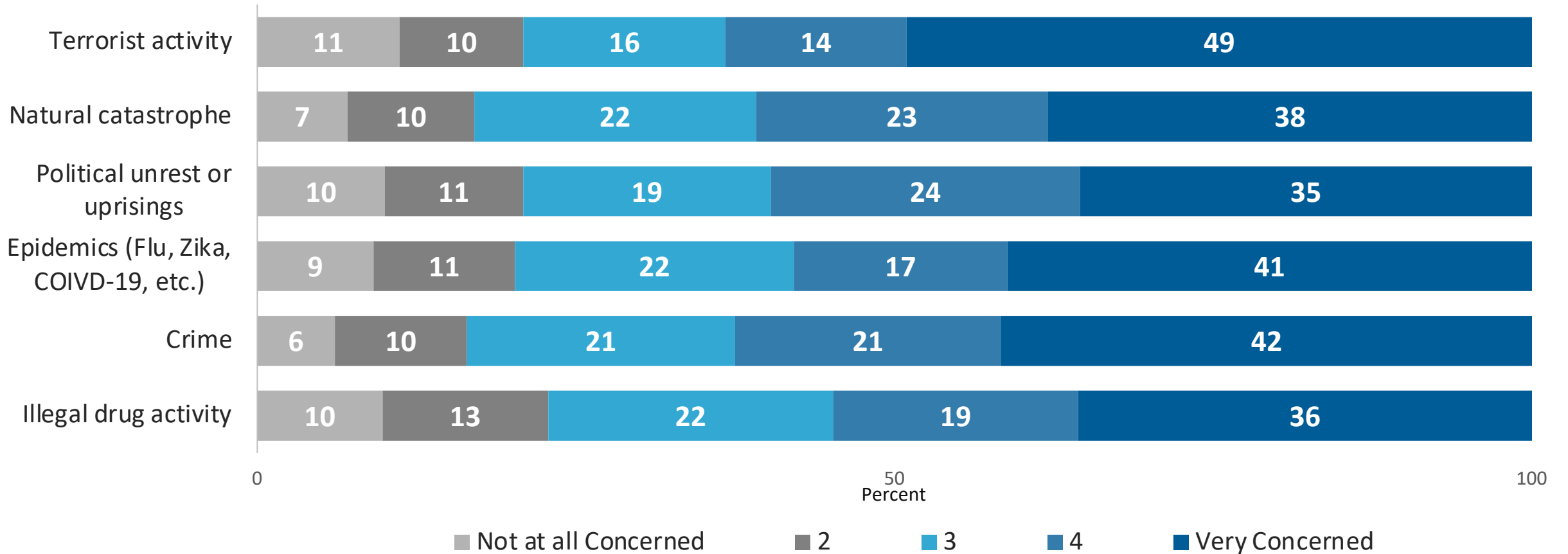
Hurricane Perceptions

- Before evaluating the influence of hurricanes and the COVID-19 pandemic on Louisiana's image as a leisure destination, it is important to first establish a baseline understanding of the overall concern among these persons for personal safety when deciding to travel. This evaluation provides context to evaluations pertaining to Louisiana specifically.
- The question was asked: *if you were traveling in an area that is experiencing any of the following, please rate your level of concern for your personal safety.*
 - When traveling in an area experiencing a natural catastrophe, 61% of respondents in the markets evaluated said they would be concerned or very concerned.
 - When traveling to an area experiencing endemics (Flu, Zika, COVID-19, etc.) 58% said they would be concerned or very concerned.

Level of Concern

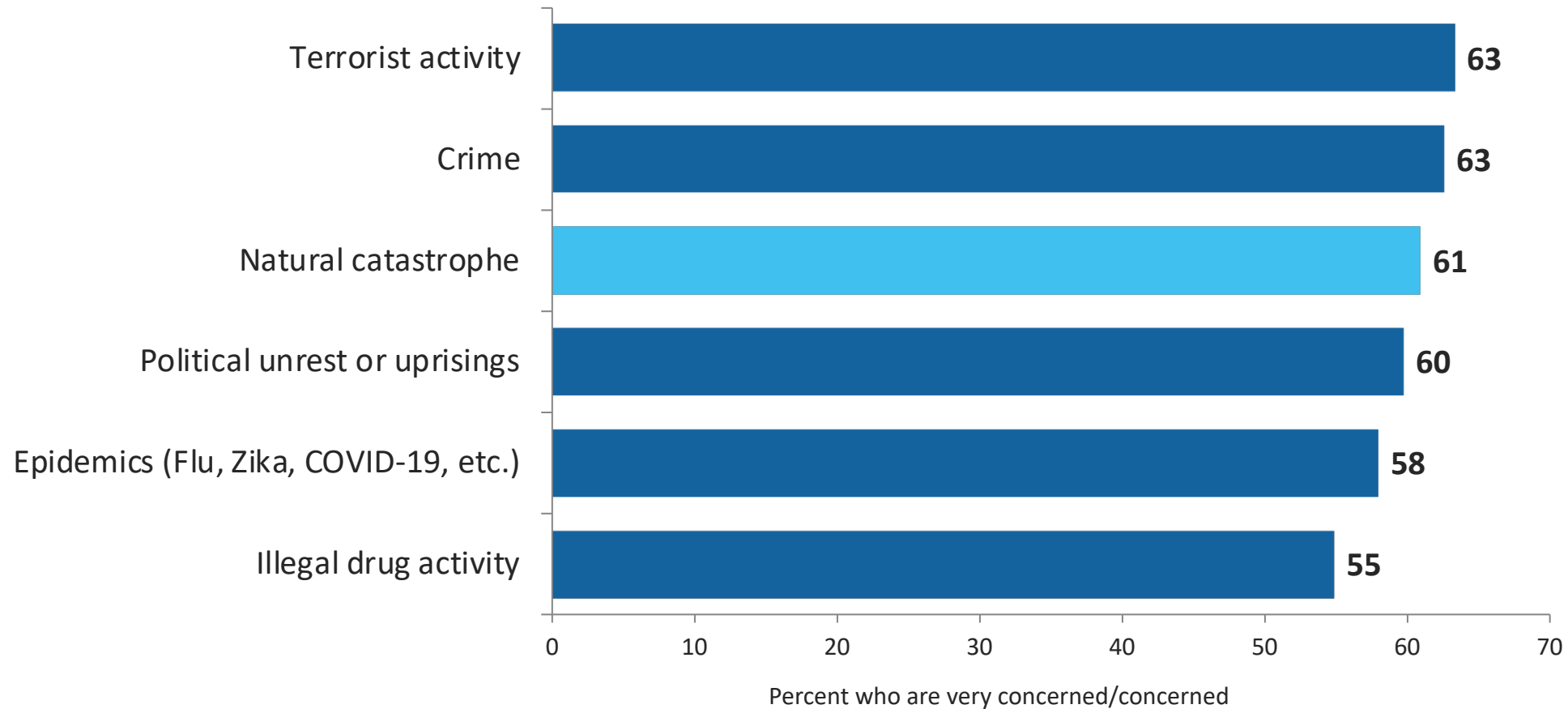
Base: Residents of Louisiana Advertising Markets

If you were traveling in an area that is experiencing any of the following, please rate your level of concern for your personal safety



Level of Concern

Base: Residents of Louisiana Advertising Markets





Hurricane Perceptions

Level of Concern for Personal Safety

- With 5% of residents in Louisiana's primary advertising markets having visited in the past 2-years, there was a notable share of persons who decided not to travel to the state.
 - Hurricanes and inclement weather rank 5th and 6th as top influences for decisions not to travel to the state.
 - 34% noted that hurricane related factors impacted or greatly impacted their decision to not travel to Louisiana, and when asked about inclement weather 27% said this impacted or greatly impacted their decision not to visit the state.
 - While hurricanes and inclement weather impact decisions not to travel, these are not as strong a factor as COVID-19 concerns (46% impacted or greatly impacted), and other destinations of interest (48% impacted or greatly impacted).
 - In 2021 hotel, gas, and airfare rates have risen from lows seen in 2020 and are influencing decision to travel. In Louisiana's primary advertising markets, for those who opted not to visit the state in the past 2-years, 36% say that cost impacted or greatly impacted their decision not to travel to the state.
- Looking ahead to the future, and the factors influencing decisions to travel to Louisiana, hurricanes and inclement weather continue to be formidable influences, with 38% and 33% respectively saying these will either influence or greatly influence their decision. It is other destinations of interest that remain a top influencer at 50% followed by COVID-19 concerns (43%) and cost (39%).

Level of Concern for Personal Safety

- The majority of respondents in Louisiana's key advertising markets are aware of the state's hurricane season, 94%.
- $\frac{3}{4}$ of those who are aware of the state's hurricane season learn about this period through media and news outlets, 29% from social media, and 20% from a friend acquaintance.
 - Only 9% say they are aware of this time of year because they experienced a hurricane in person on a past visit to Louisiana.
- There is a perception that all areas of the state are impacted by hurricanes, with Monroe-Ruston and Natchitoches-Winnfield areas having the lowest perception of impact at 19% each.
- Duration of impact by hurricanes is important to gauge as this is the span of time persons perceive the tourism product they seek to enjoy is influenced. 58% of respondents feel that the state will be impacted by the hurricanes that made landfall in August of 2021 from one year to more than two years (24% between one year and two years; and 34% for more than two years).

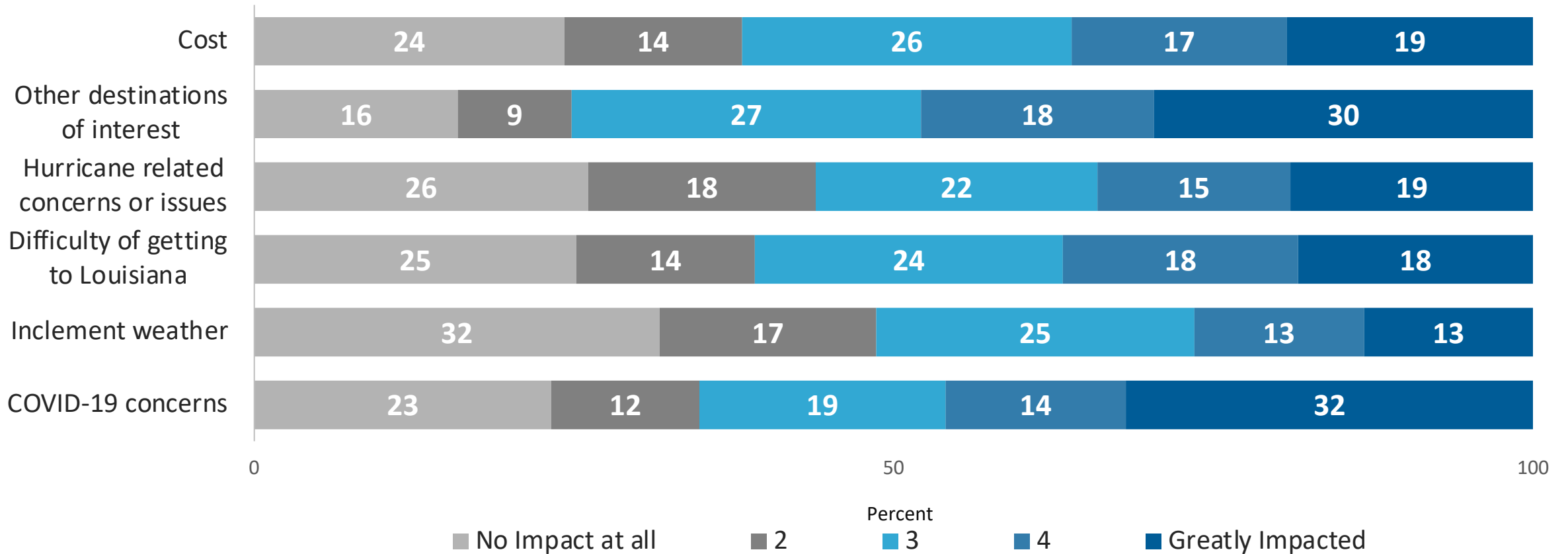
Level of Concern for Personal Safety

- Post Ida, when this survey was fielded:
 - 28% agree or strongly agree that part of Louisiana are still under water
 - 35% agree or strongly agree that cities have been destroyed and cannot be visited by tourists
 - 25% agree or strongly agree that it's not safe to visit the state at this time
 - Only 21% agree or strongly agree that the state has fully recovered from the hurricane
- While the majority do not agree or are neutral on these questions, there's a formidable population who are still under the impression that the 2021 hurricane season, notably Ida, continues to show impacts on the state.

Hurricane Perceptions – Past Two Years

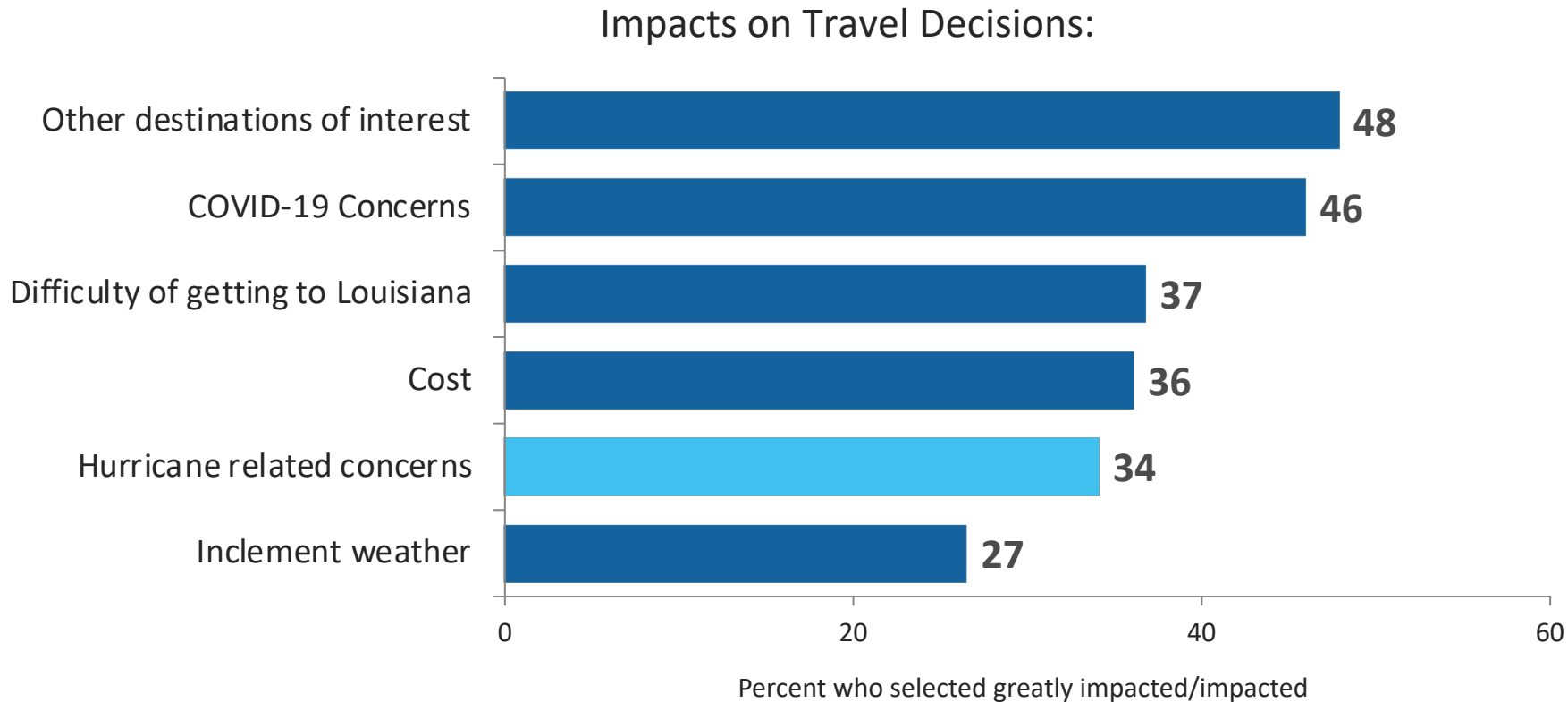
Base: Louisiana’s Target Markets Who Did Not Travel To Louisiana In The Past Two Years

Please indicate how much each of the following impacted your decision not to travel to Louisiana in the past two years?



Hurricane Perceptions – Past Two Years

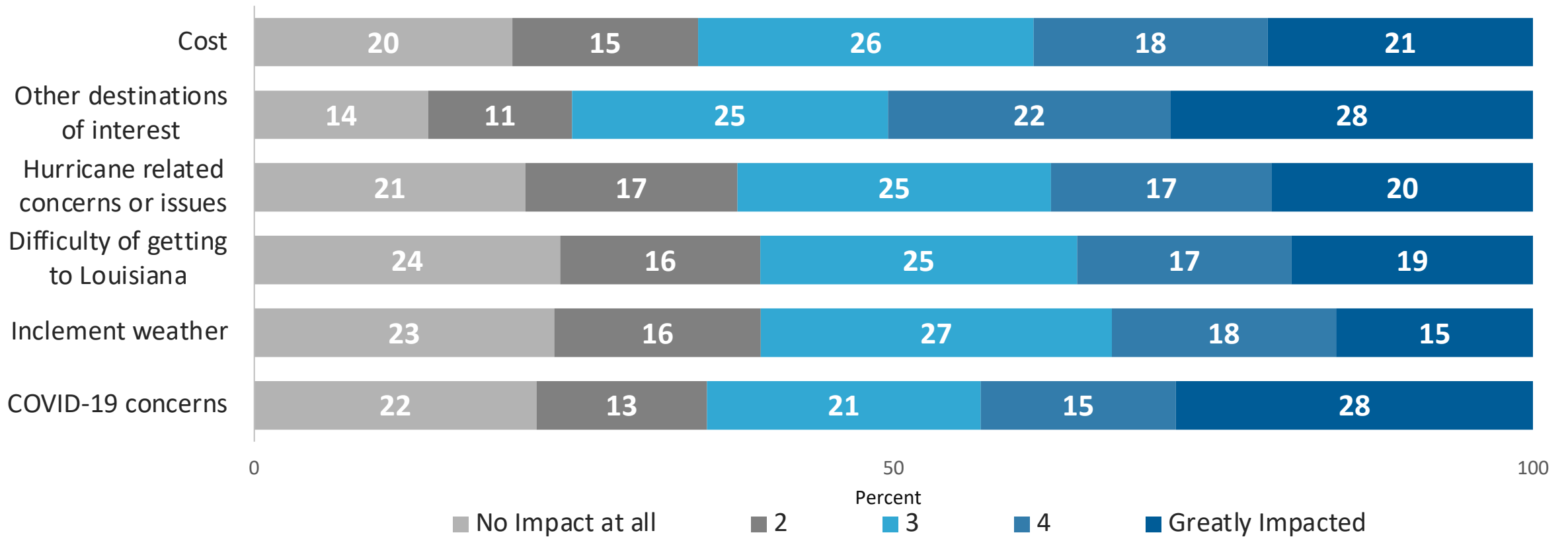
Base: Louisiana's Target Markets Who Did Not Travel To Louisiana In The Past Two Years



Hurricane Perceptions – Next Two Years

Base: Residents of Louisiana Advertising Markets

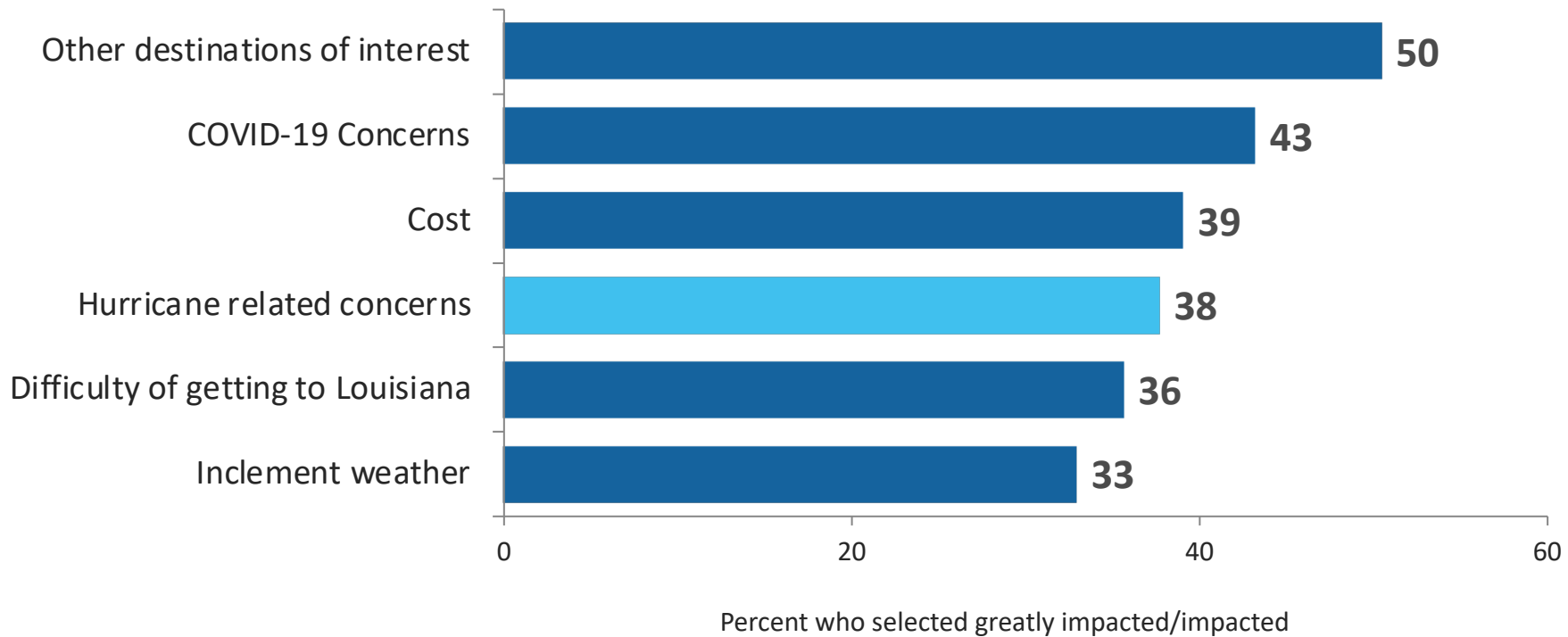
Please indicate how much each of the following impacts your decision to travel to Louisiana in the next two years?



Hurricane Perceptions – Next Two Years

Base: Residents of Louisiana Advertising Markets

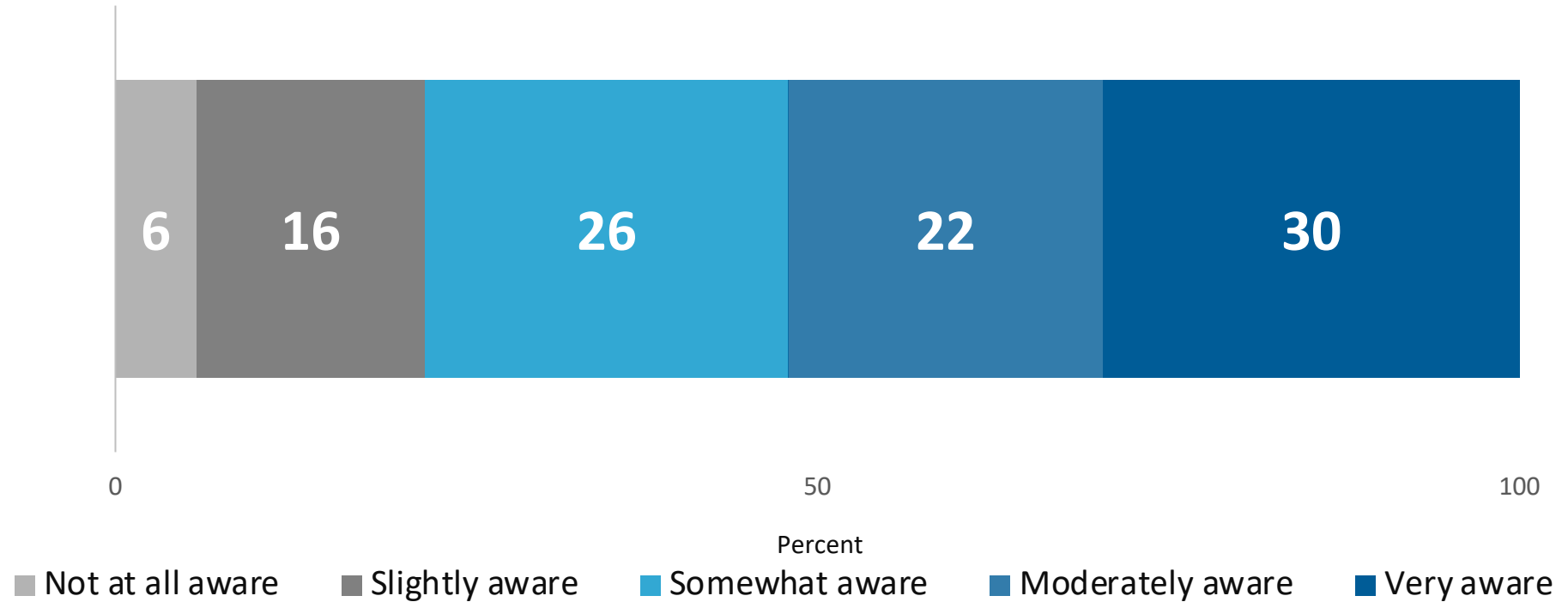
Impacts On Travel Decisions:



Hurricane Season Level of Awareness

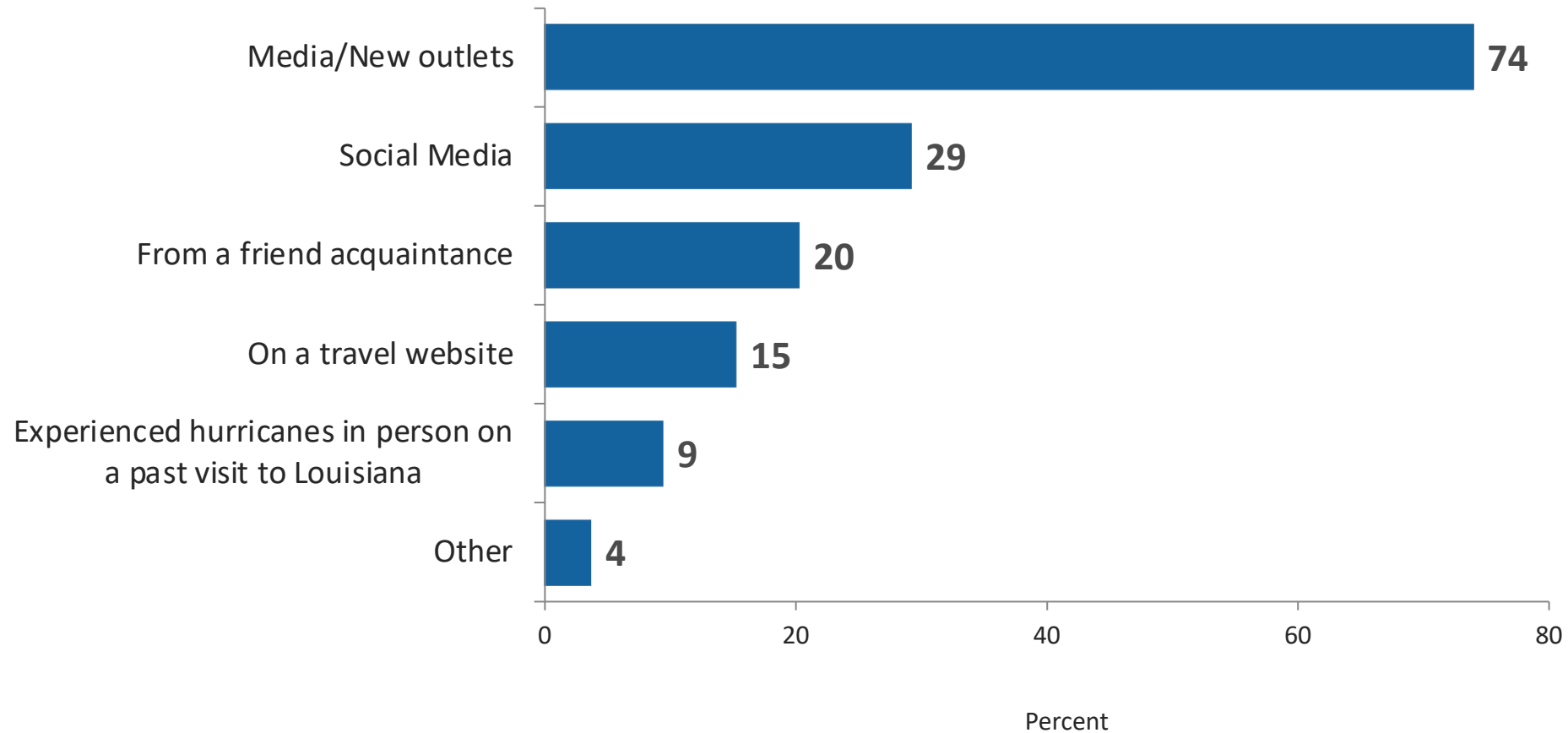
Base: Residents of Louisiana Advertising Markets

Please indicate your level of awareness regarding Louisiana's hurricane season.



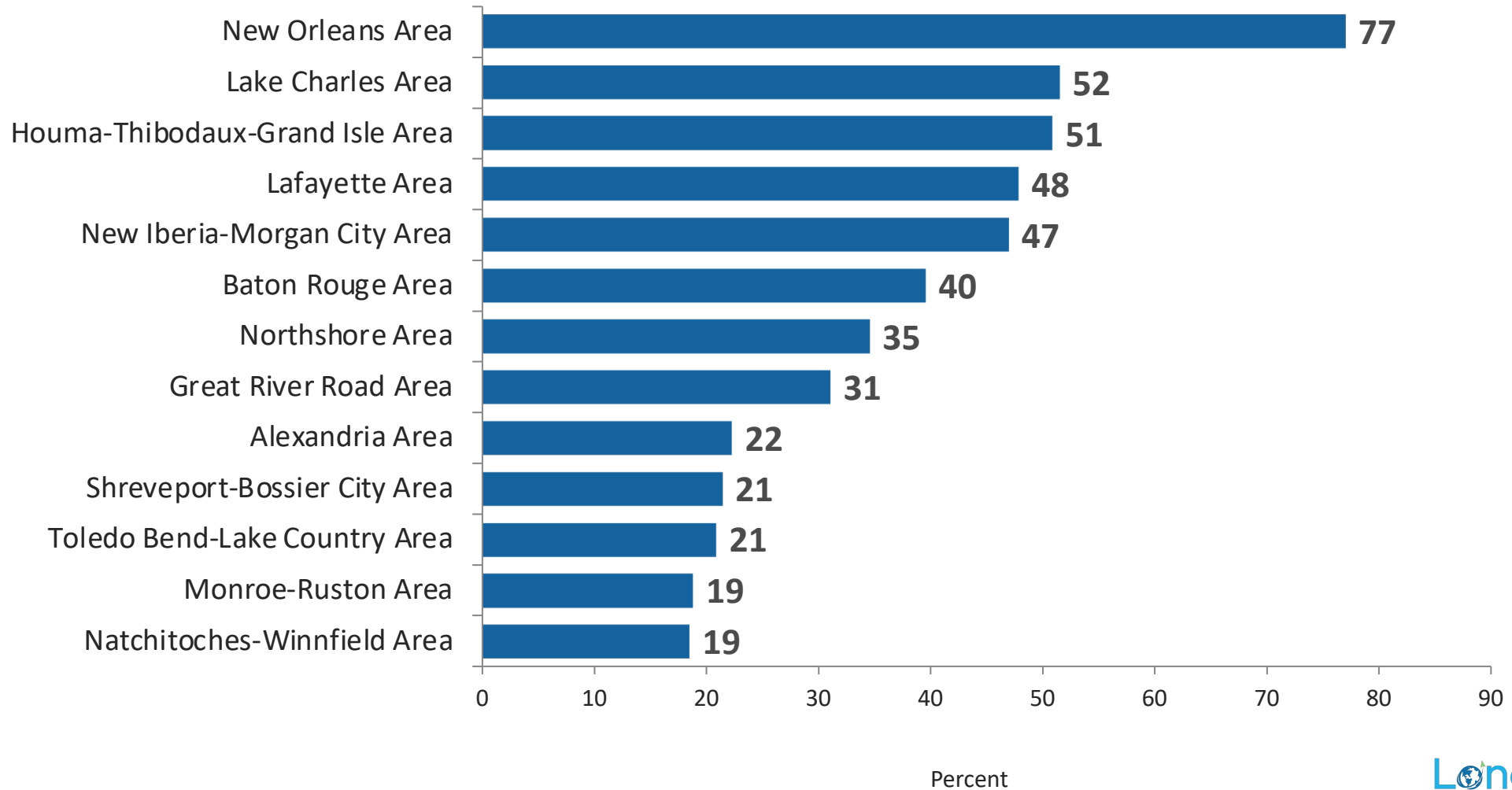
Hurricane Information Sources

Base: Louisiana's Target Markets Who Were Aware Of The Hurricanes



Regions Believed to be Impacted

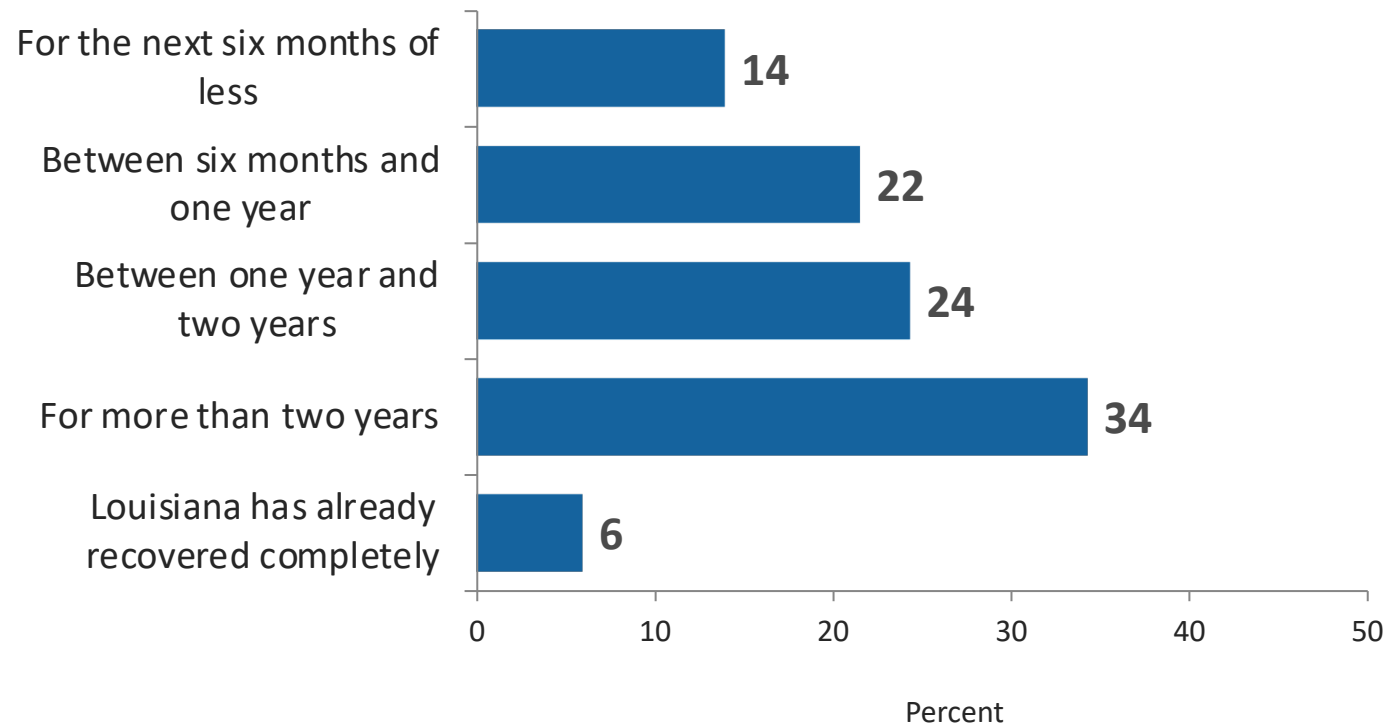
Base: Residents of Louisiana Advertising Markets



Expected Hurricane Recovery Timeline

Base: Residents of Louisiana Advertising Markets

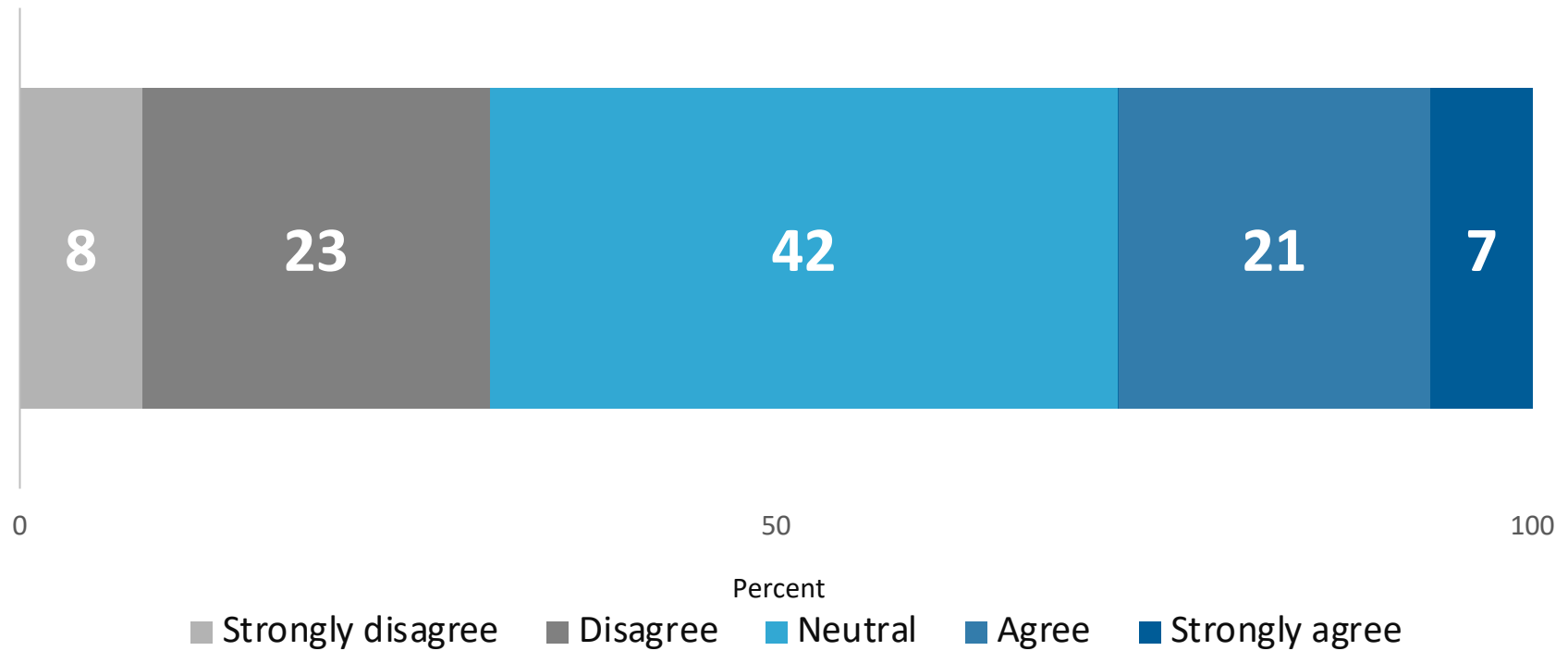
Over the last two years, two impactful hurricanes have made landfall in Louisiana in August. How long will Louisiana be impacted by these hurricanes?



Post Hurricane Ida Perceptions

Base: Residents of Louisiana Advertising Markets

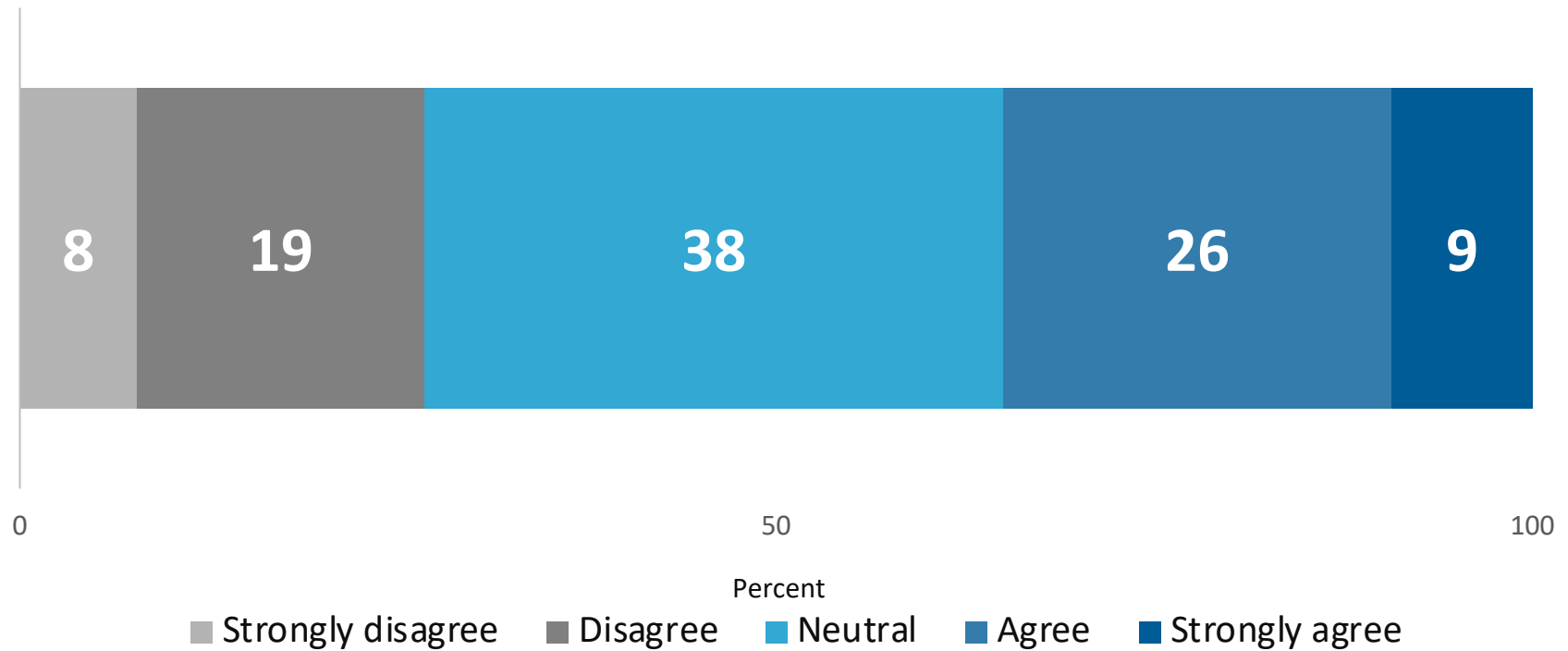
Parts of Louisiana are still underwater



Post Hurricane Ida Perceptions

Base: Residents of Louisiana Advertising Markets

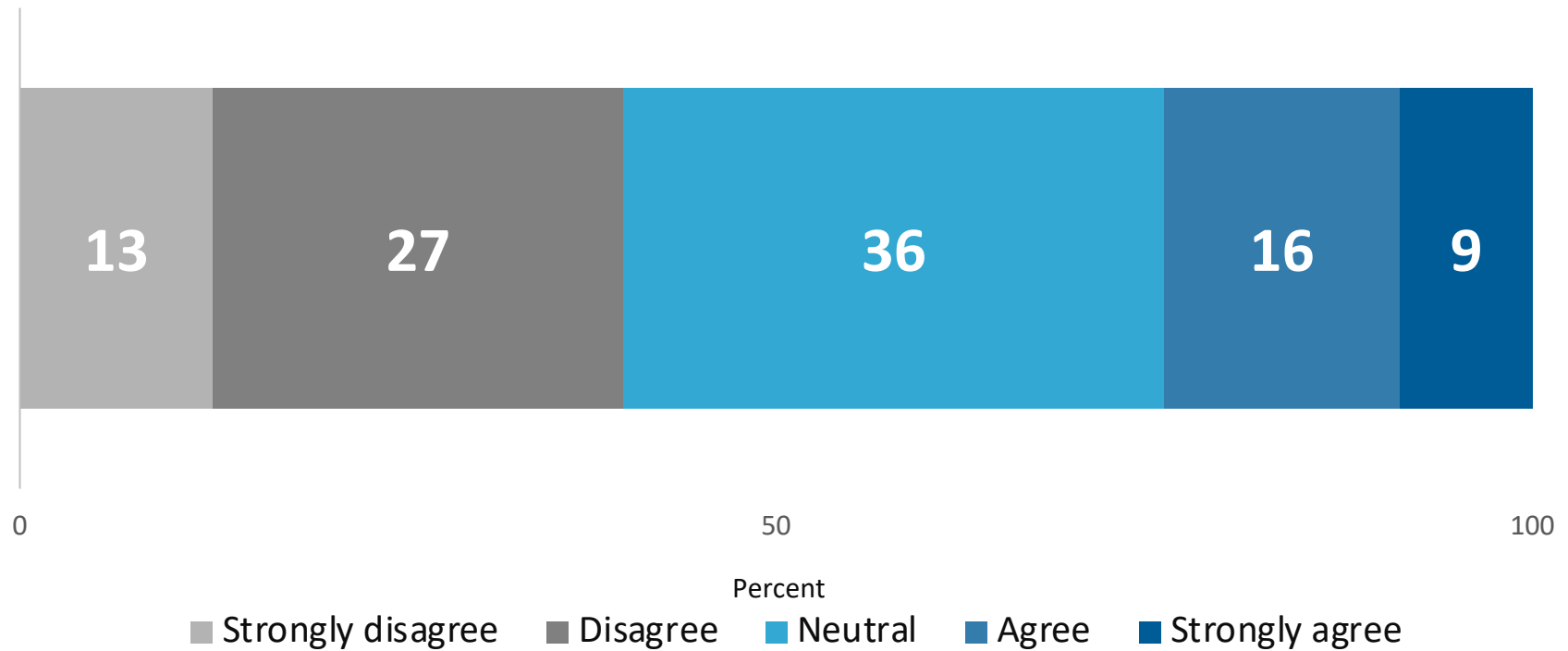
Cities have been destroyed and cannot be visited by tourists



Post Hurricane Ida Perceptions

Base: Residents of Louisiana Advertising Markets

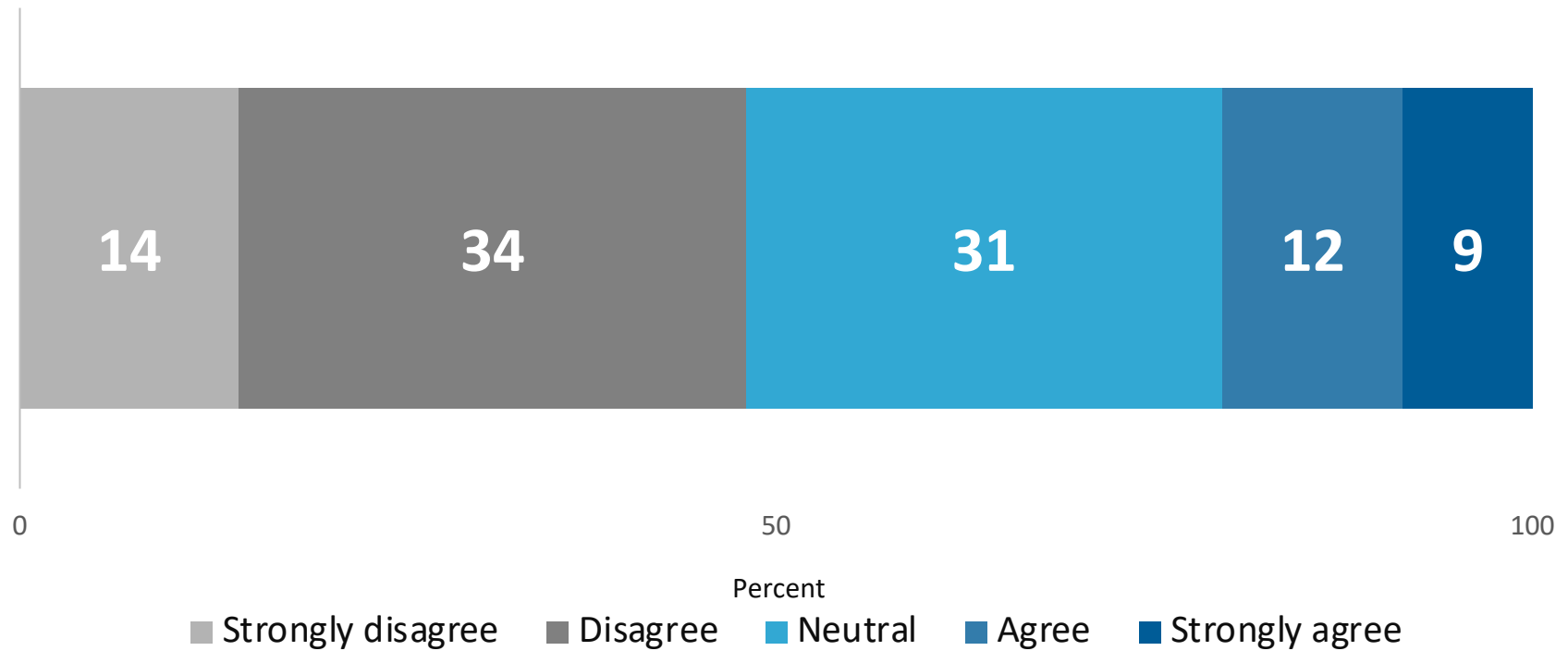
It is not safe to travel within Louisiana at this time



Post Hurricane Ida Perceptions

Base: Residents of Louisiana Advertising Markets

The state has fully recovered from the hurricane





**Main Findings:
Overall Position in the
Target Markets**



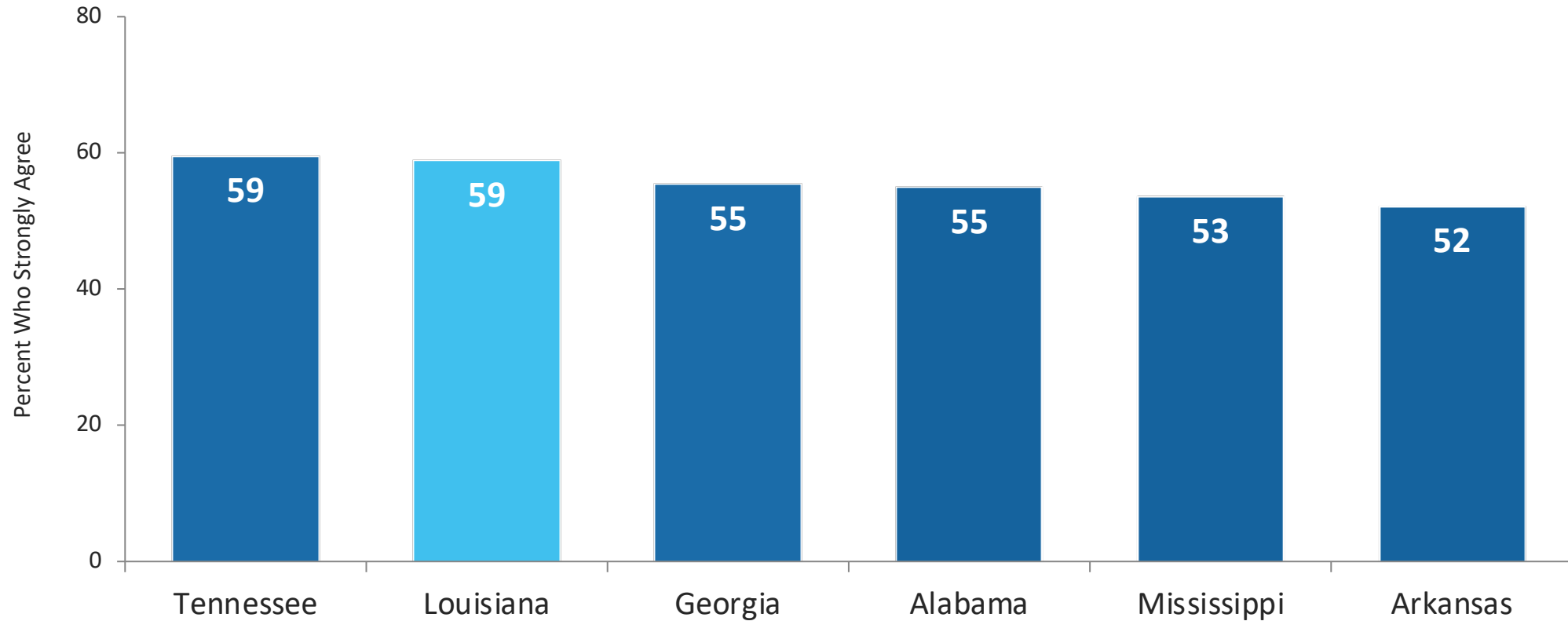
Louisiana's Image vs. Competition

Louisiana's Image

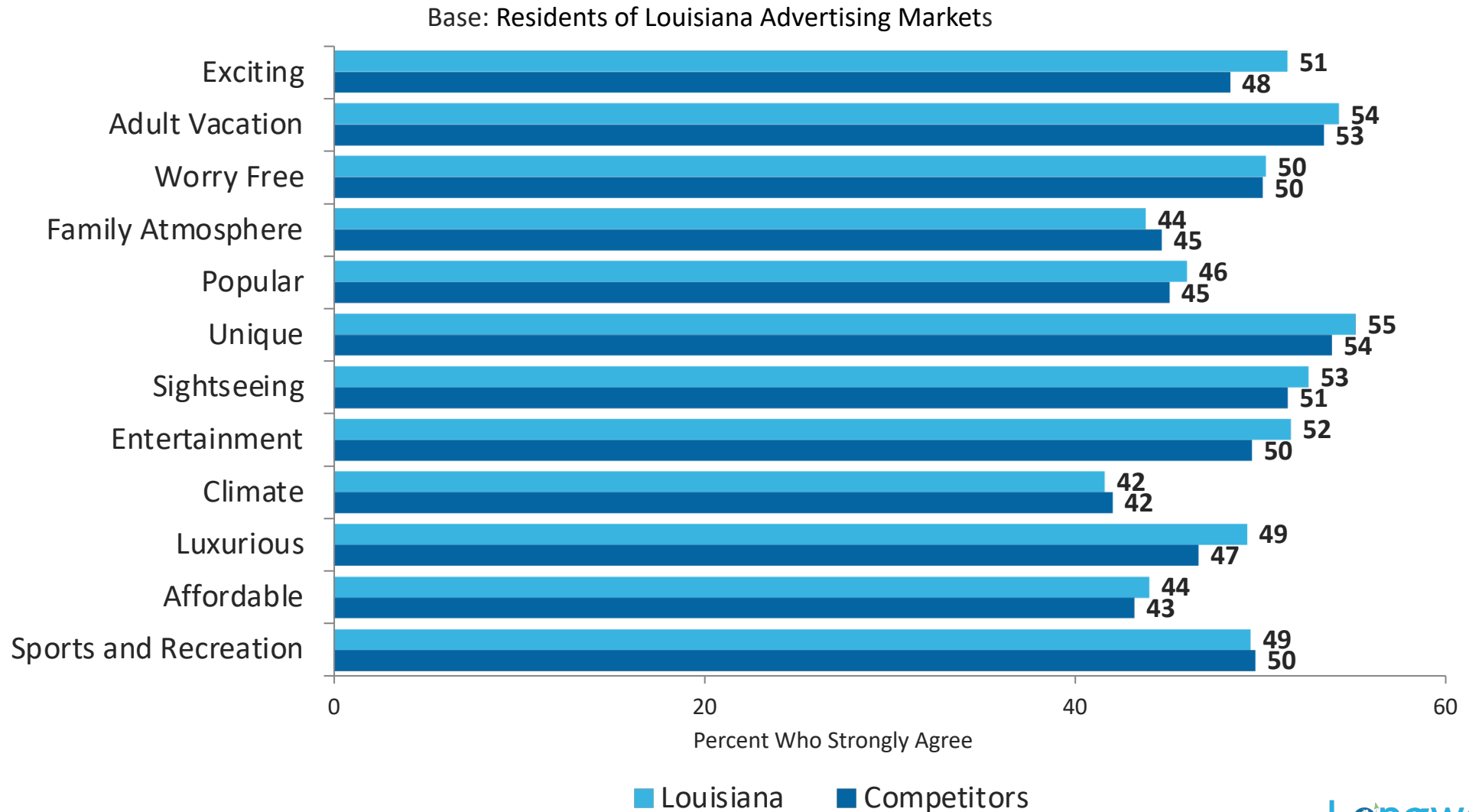
- Across the markets measured, half rated Louisiana favorably as a destination they 'would really enjoy visiting.'
 - Preceded only by Tennessee (53%)
 - There is no significant difference in the ratings of each competitive state in the comp set, all with between 45% and 53% agreeing or strongly agreeing with this statement as it pertains to the respective destination.
- When comparing Louisiana's image versus the combined competition, the state stands out in terms of being seen as a place having an exceptional food and dining scene.
- There are no areas which Louisiana has perceived weaknesses versus the competitive set.
 - With a strong competitive set, and advertising markets which are highly sought after for tourism dollars, it is notable that Louisiana does not have any perceived weaknesses.
- For all travel motivators measured, outside of being seen as luxurious, Tennessee scores slightly above the state, while never significantly higher. Tennessee in both past visitation, future intent, and product offering is a direct competitor of Louisiana for tourism dollars and visitation.

Louisiana's Overall Image vs. Competition — “A Place Everyone Should Visit At Least Once”

Base: Residents of Louisiana Advertising Markets



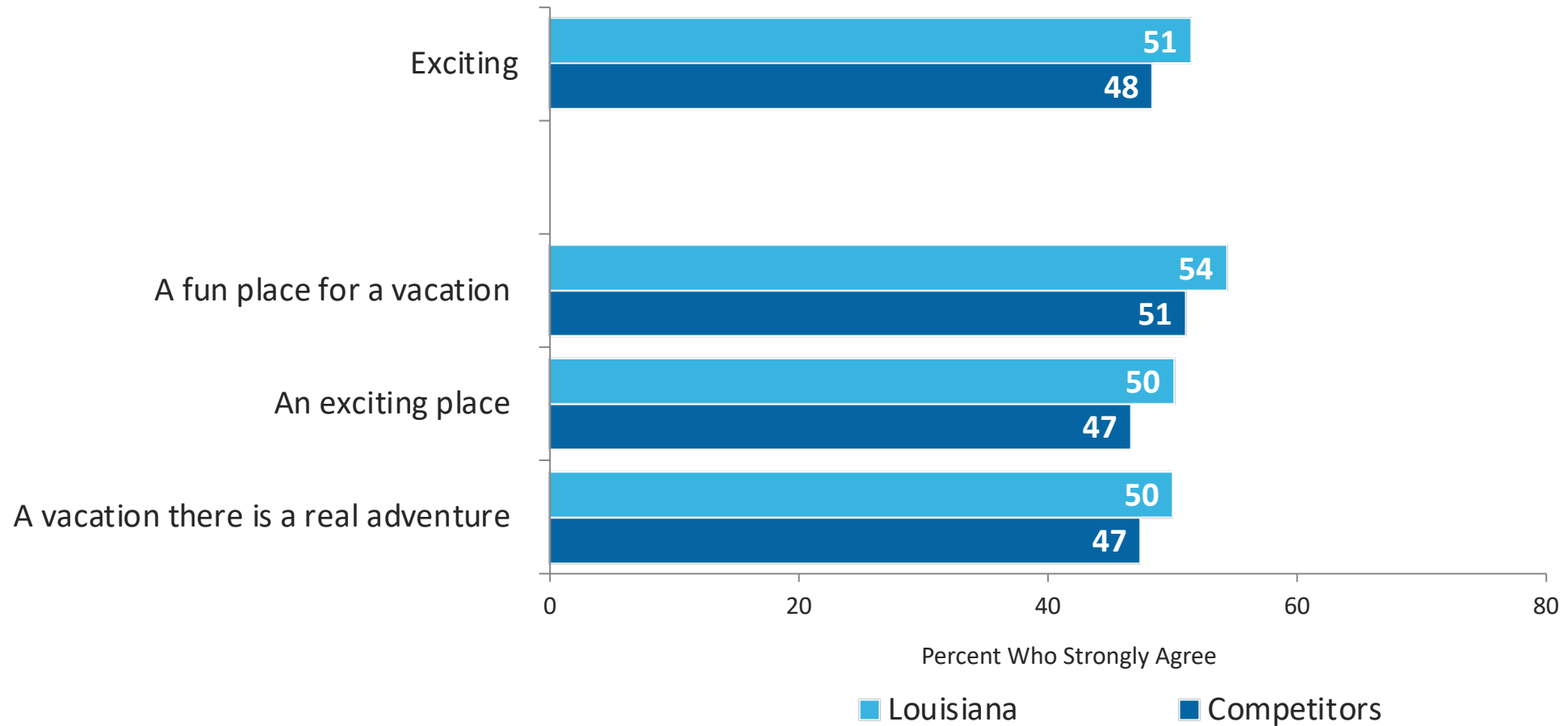
Louisiana's Overall Image vs. Competition



Louisiana's Image vs. Competition

— Exciting

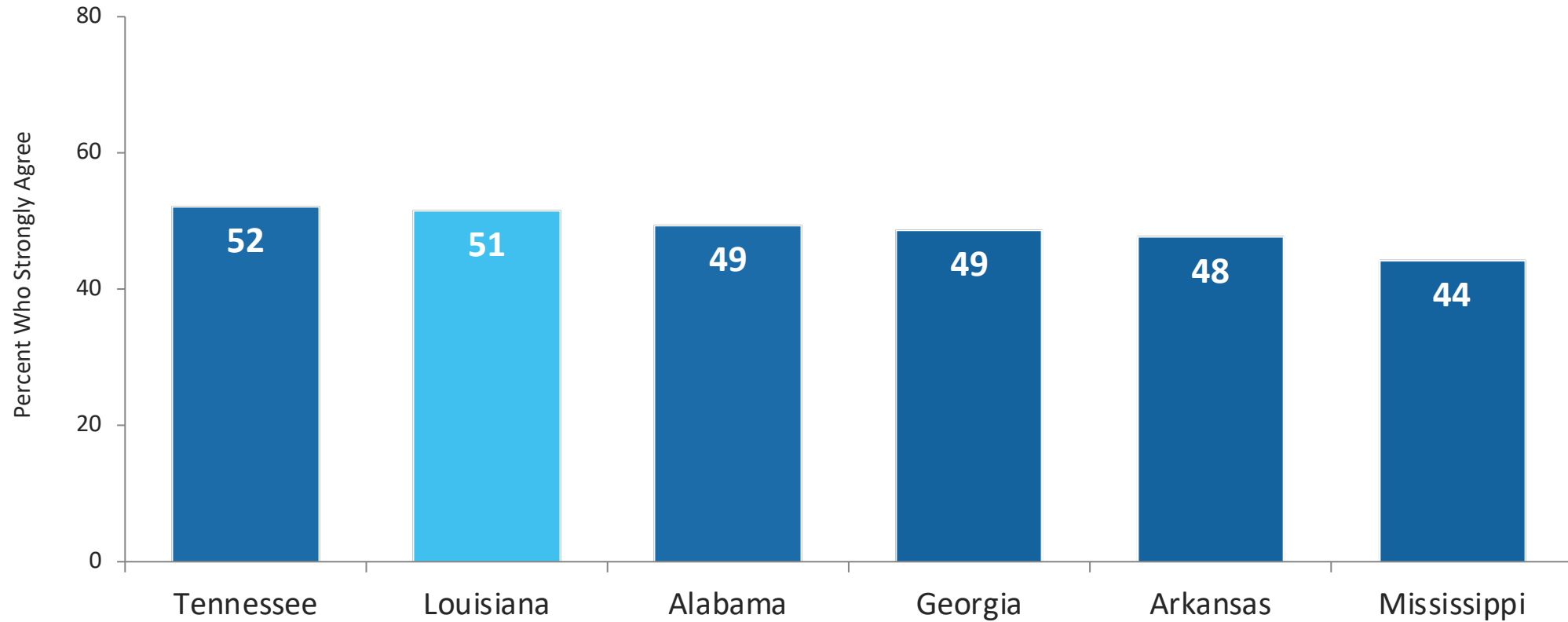
Base: Residents of Louisiana Advertising Markets



Louisiana's Image vs. Competition

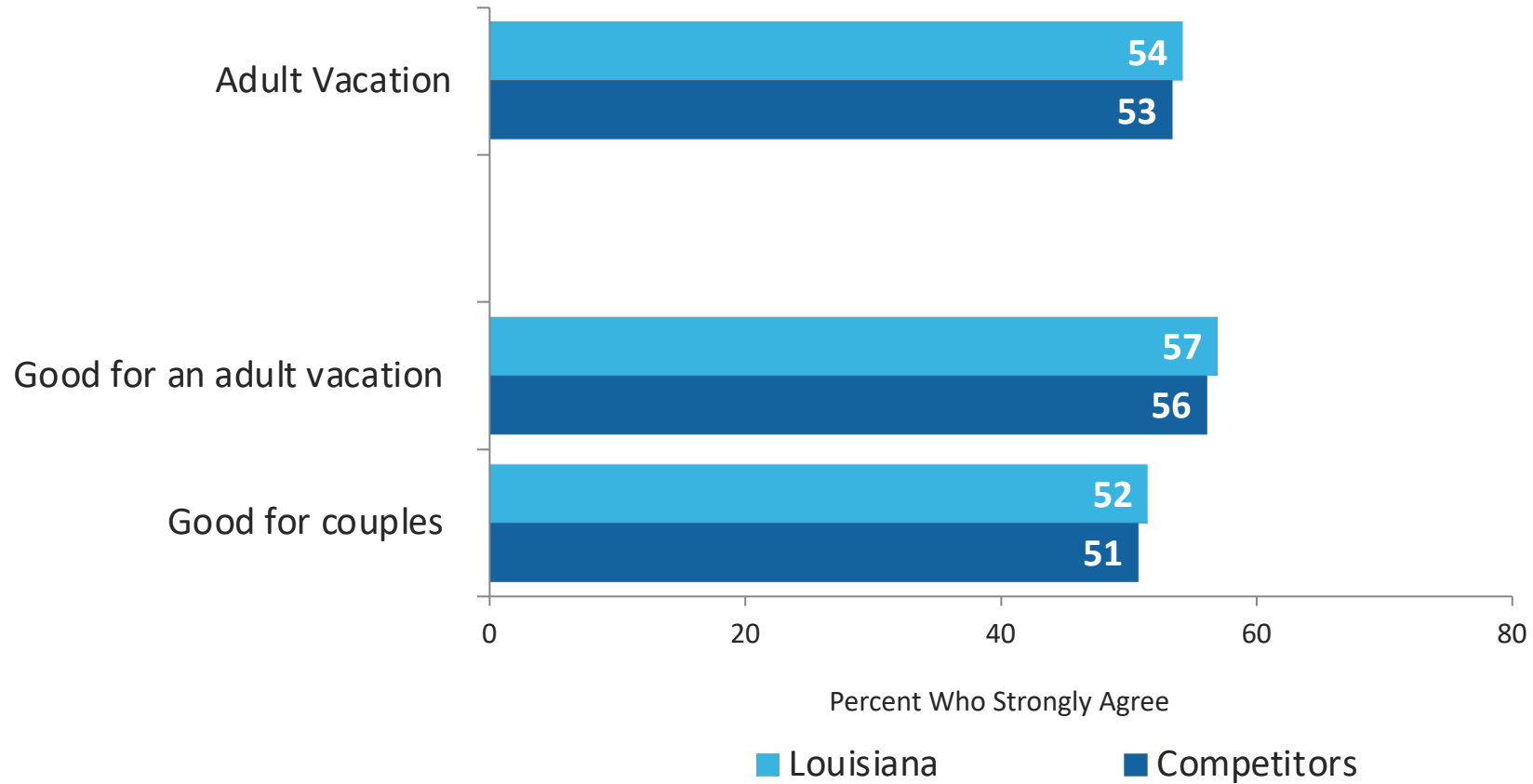
— Exciting

Base: Residents of Louisiana Advertising Markets



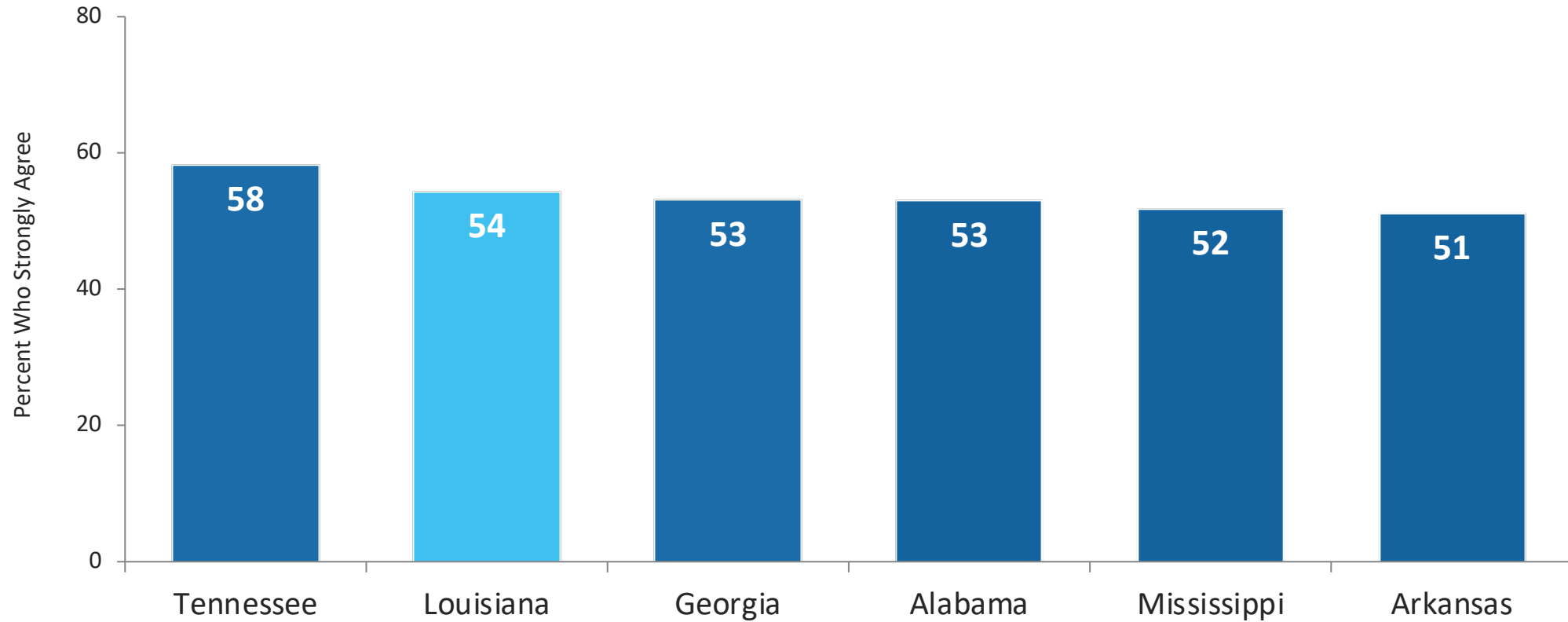
Louisiana's Image vs. Competition — Adult Vacation

Base: Residents of Louisiana Advertising Markets



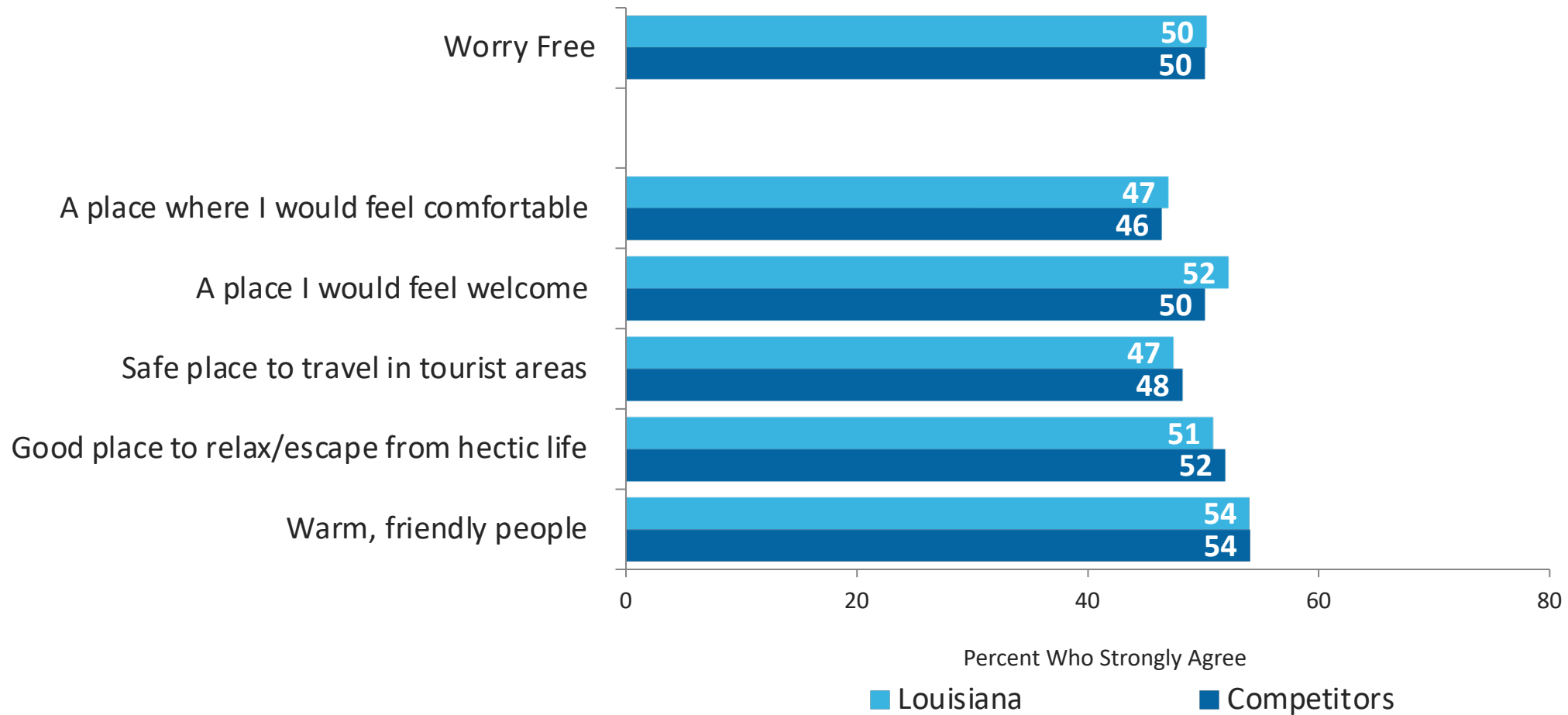
Louisiana's Image vs. Competition — Adult Vacation

Base: Residents of Louisiana Advertising Markets



Louisiana's Image vs. Competition — Worry Free

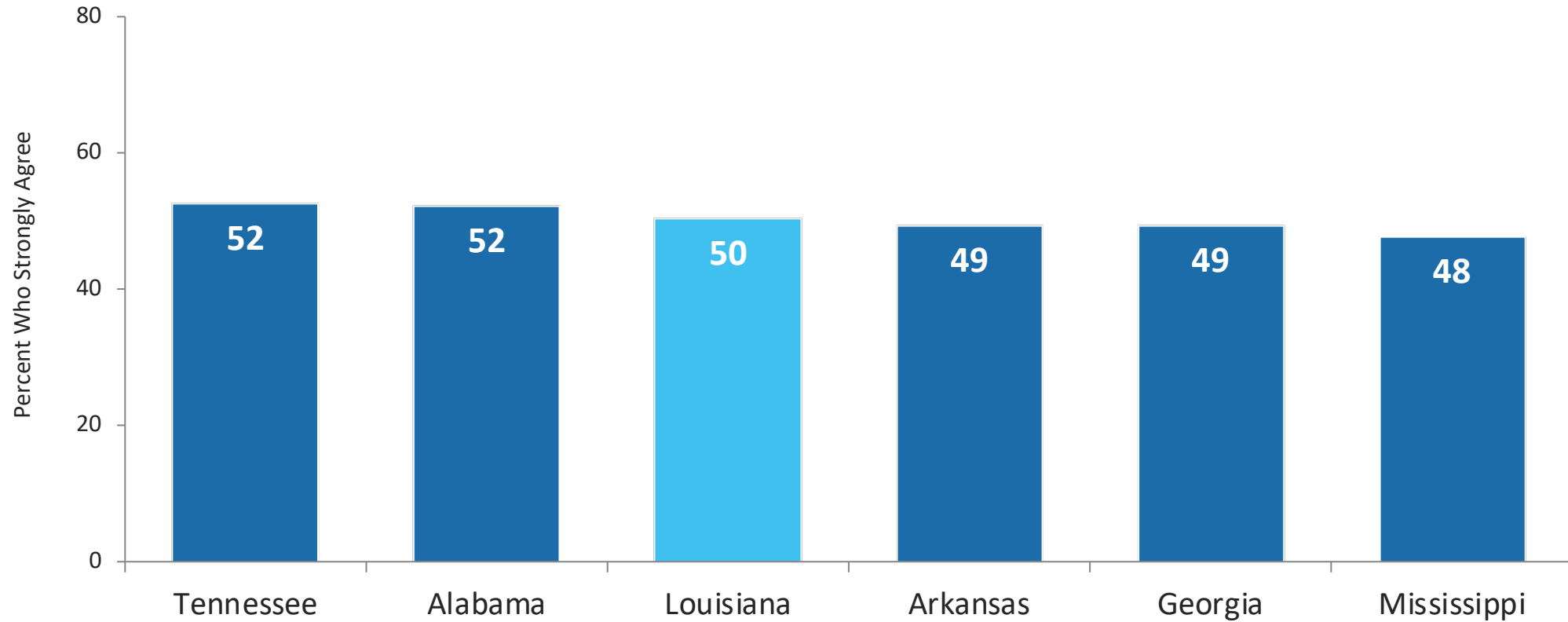
Base: Residents of Louisiana Advertising Markets



Louisiana's Image vs. Competition

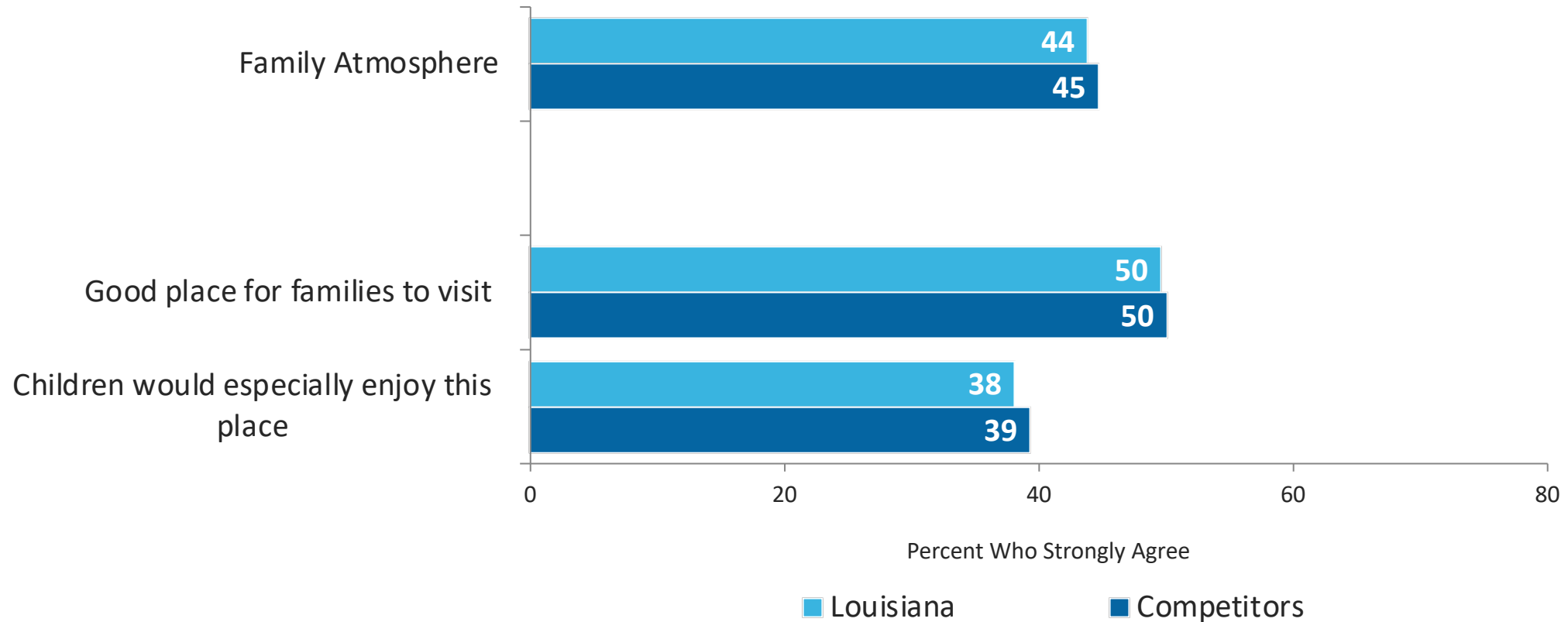
— Worry Free

Base: Residents of Louisiana Advertising Markets



Louisiana's Image vs. Competition — Family Atmosphere

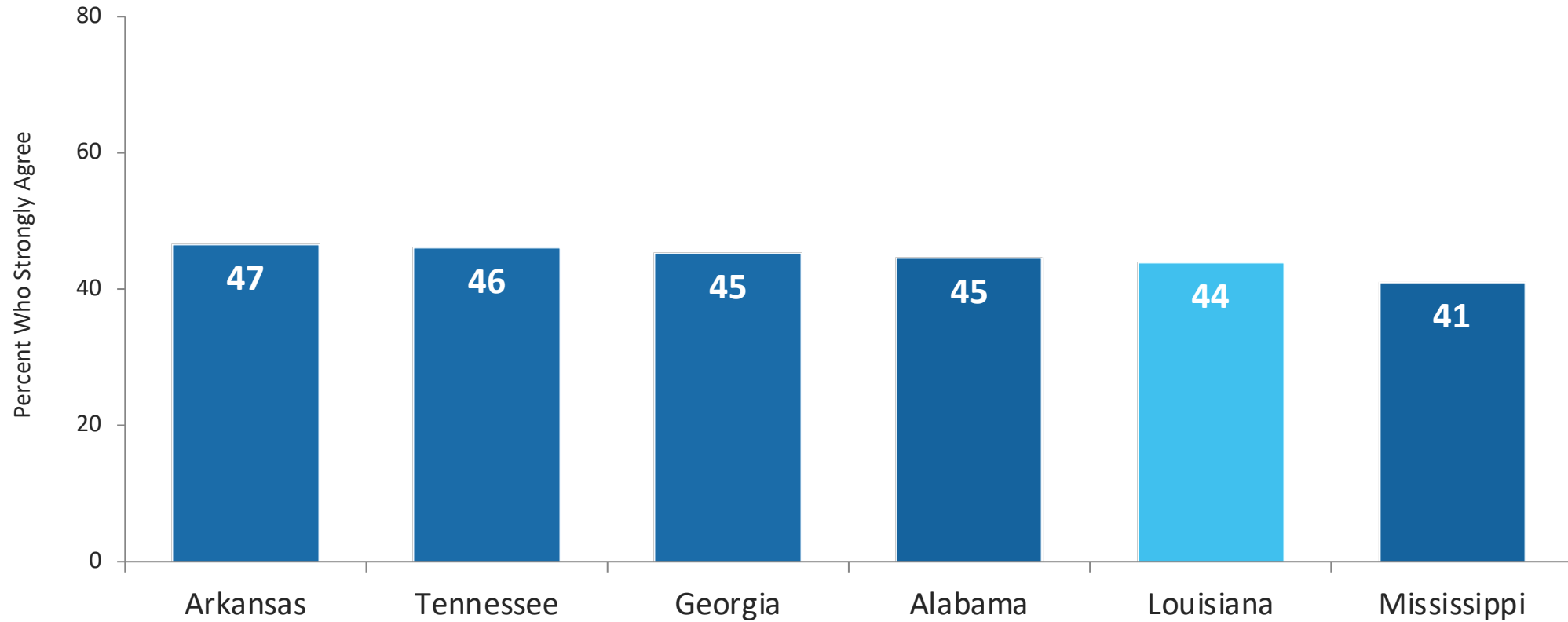
Base: Residents of Louisiana Advertising Markets



Louisiana's Image vs. Competition

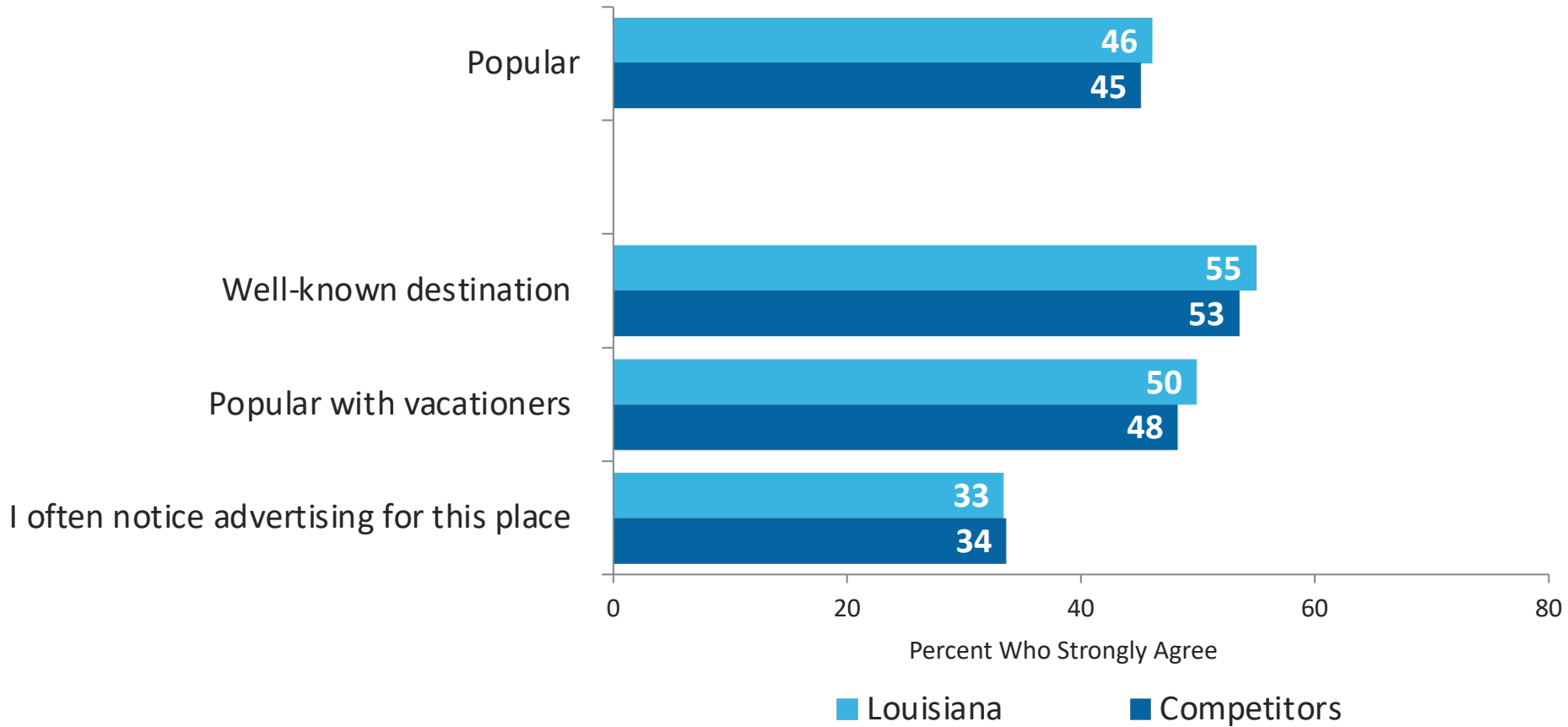
— Family Atmosphere

Base: Residents of Louisiana Advertising Markets



Louisiana's Image vs. Competition — Popular

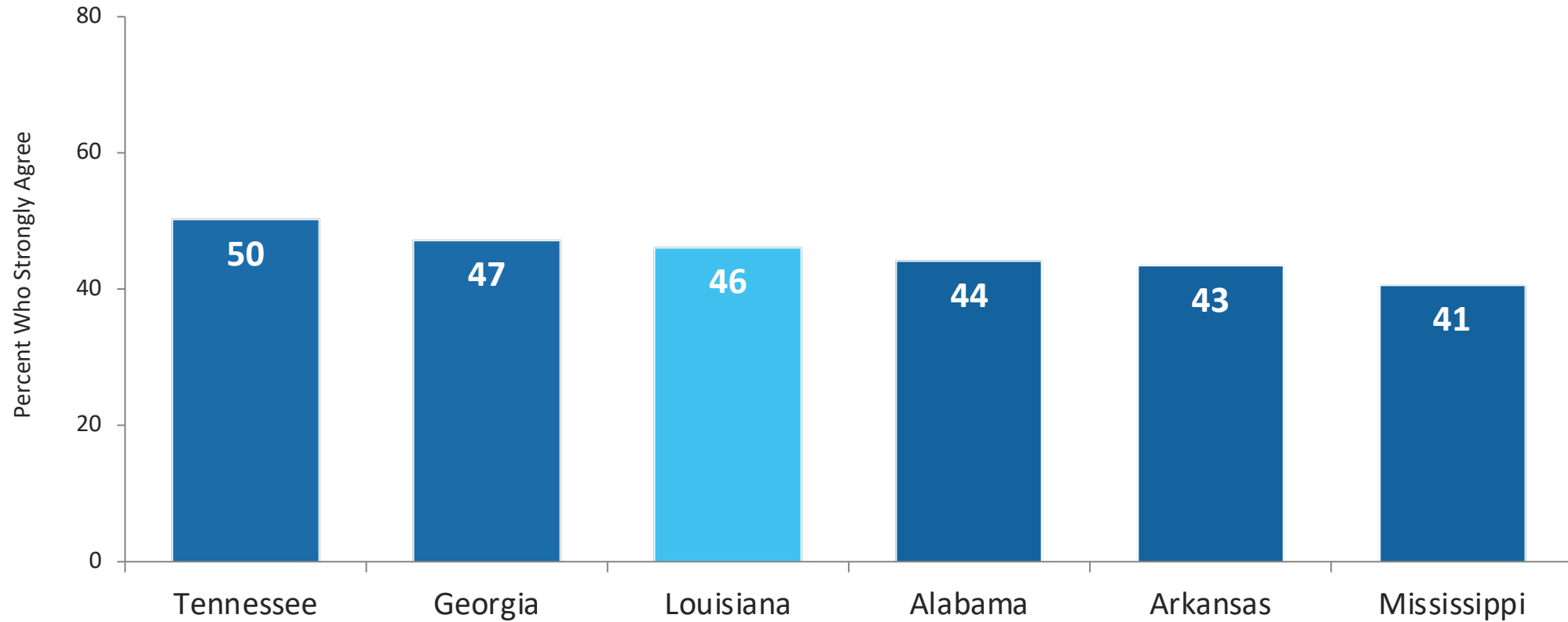
Base: Residents of Louisiana Advertising Markets



Louisiana's Image vs. Competition

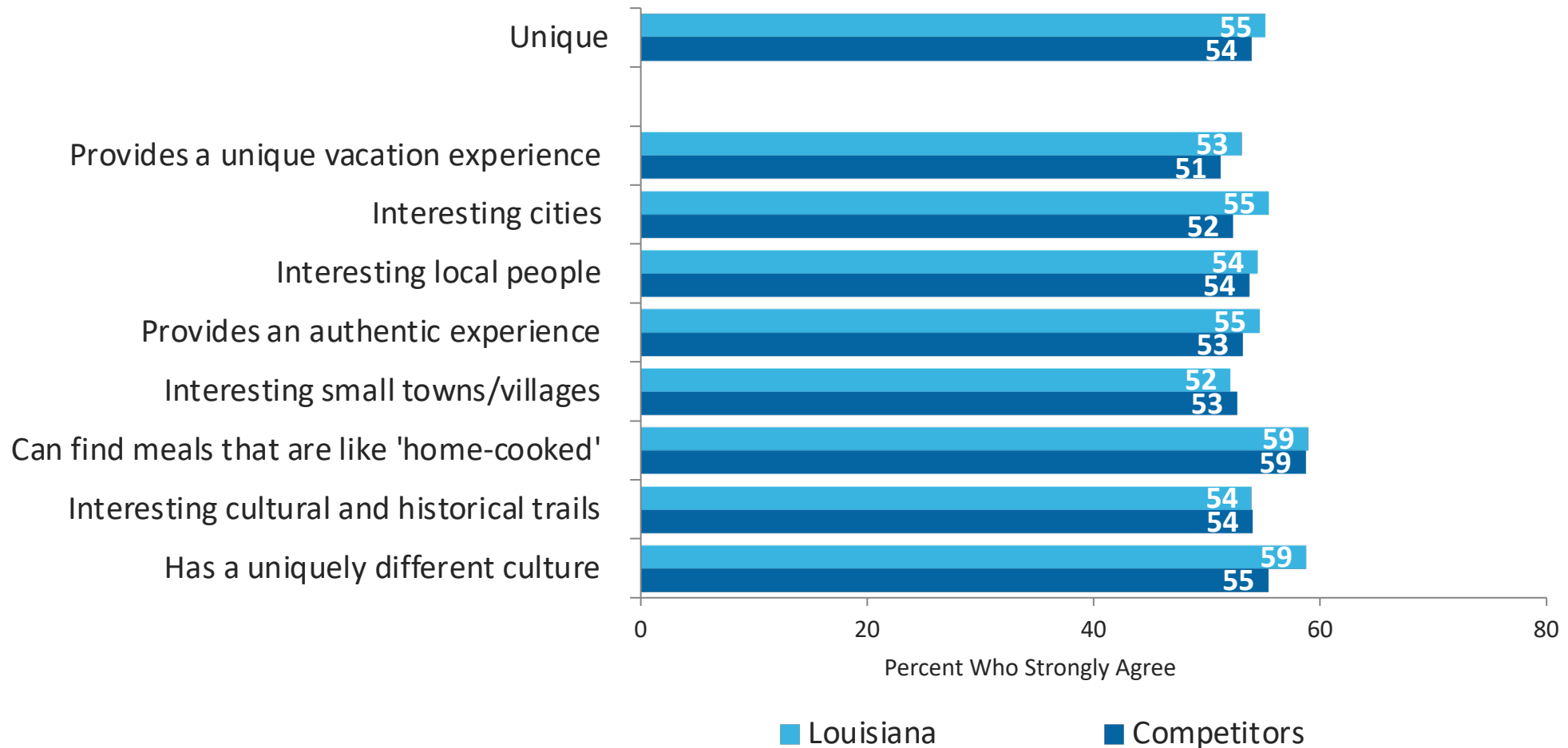
— Popular

Base: Residents of Louisiana Advertising Markets



Louisiana's Image vs. Competition — Unique

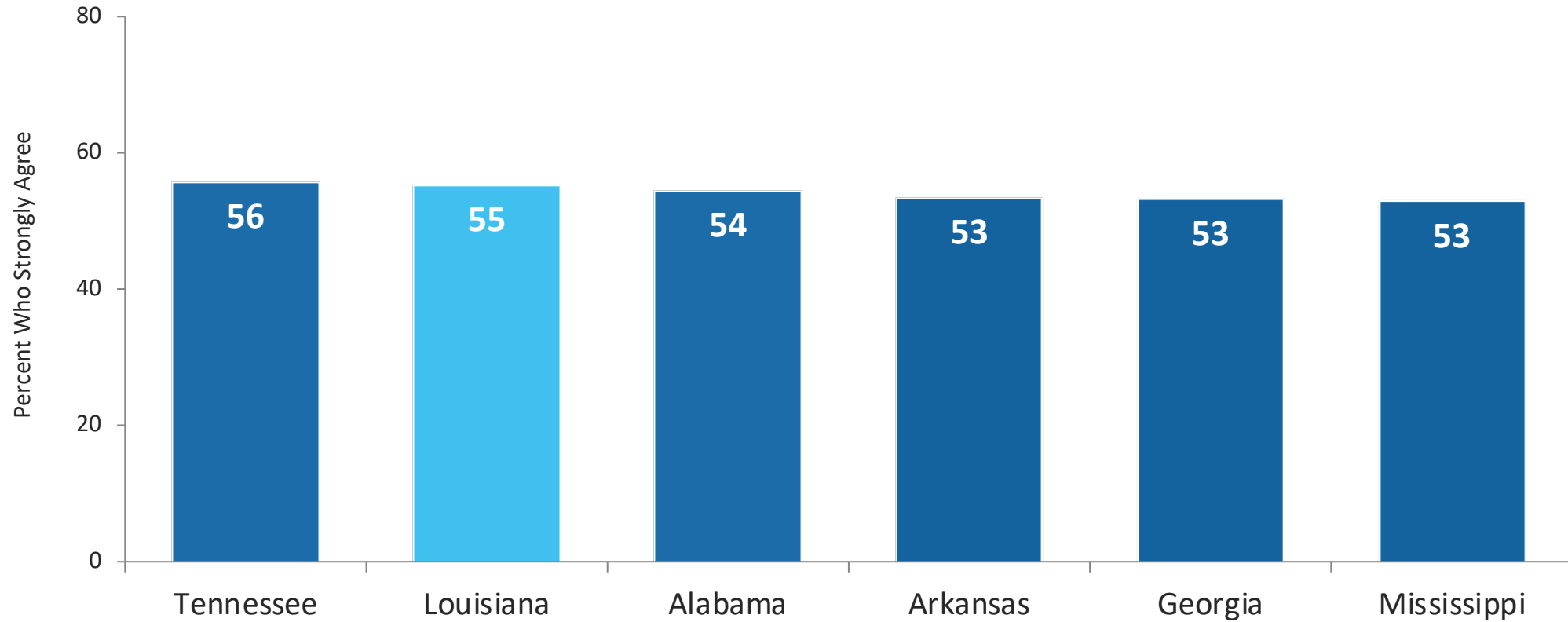
Base: Residents of Louisiana Advertising Markets



Louisiana's Image vs. Competition

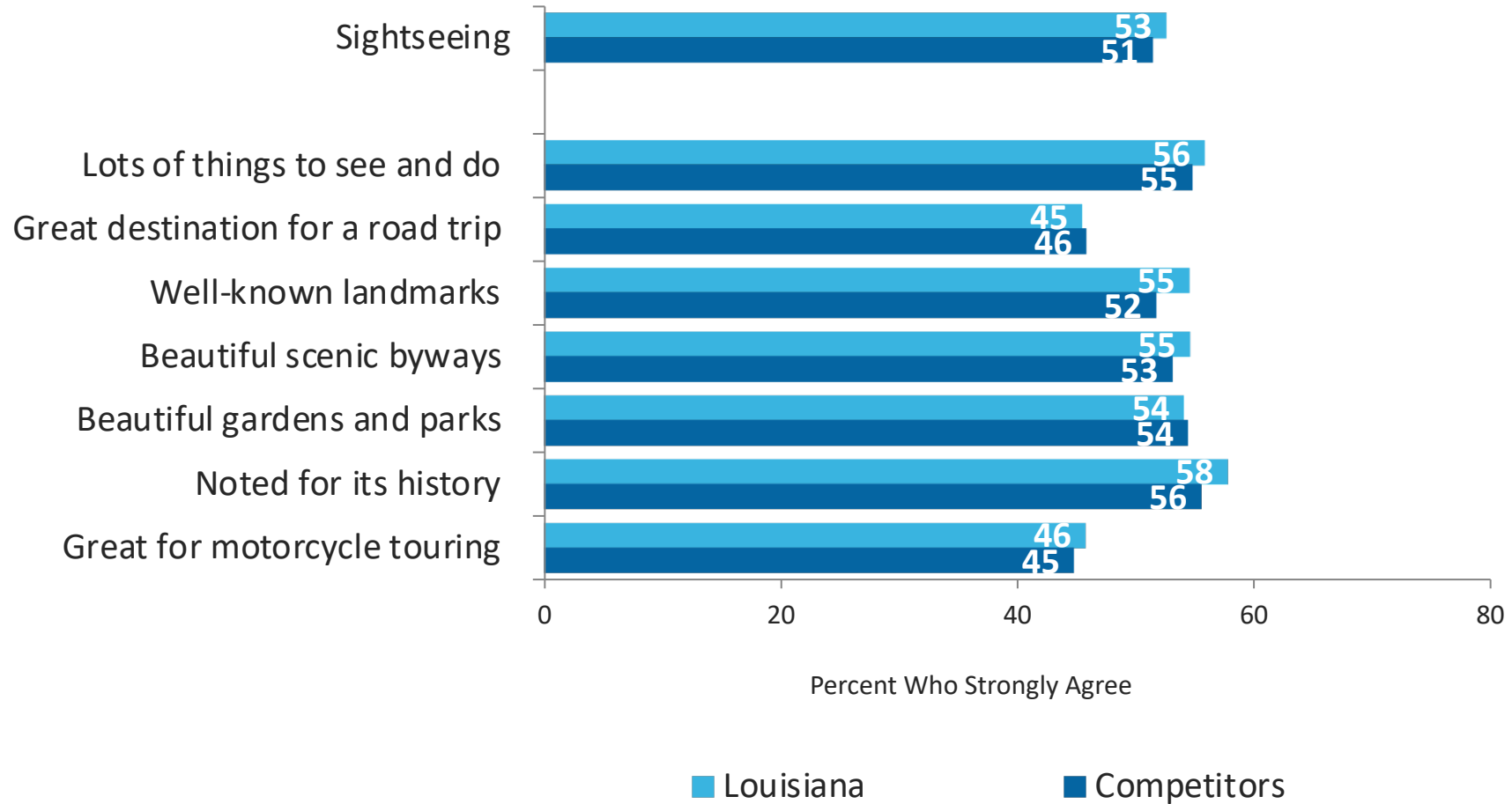
— Unique

Base: Residents of Louisiana Advertising Markets



Louisiana's Image vs. Competition — Sightseeing

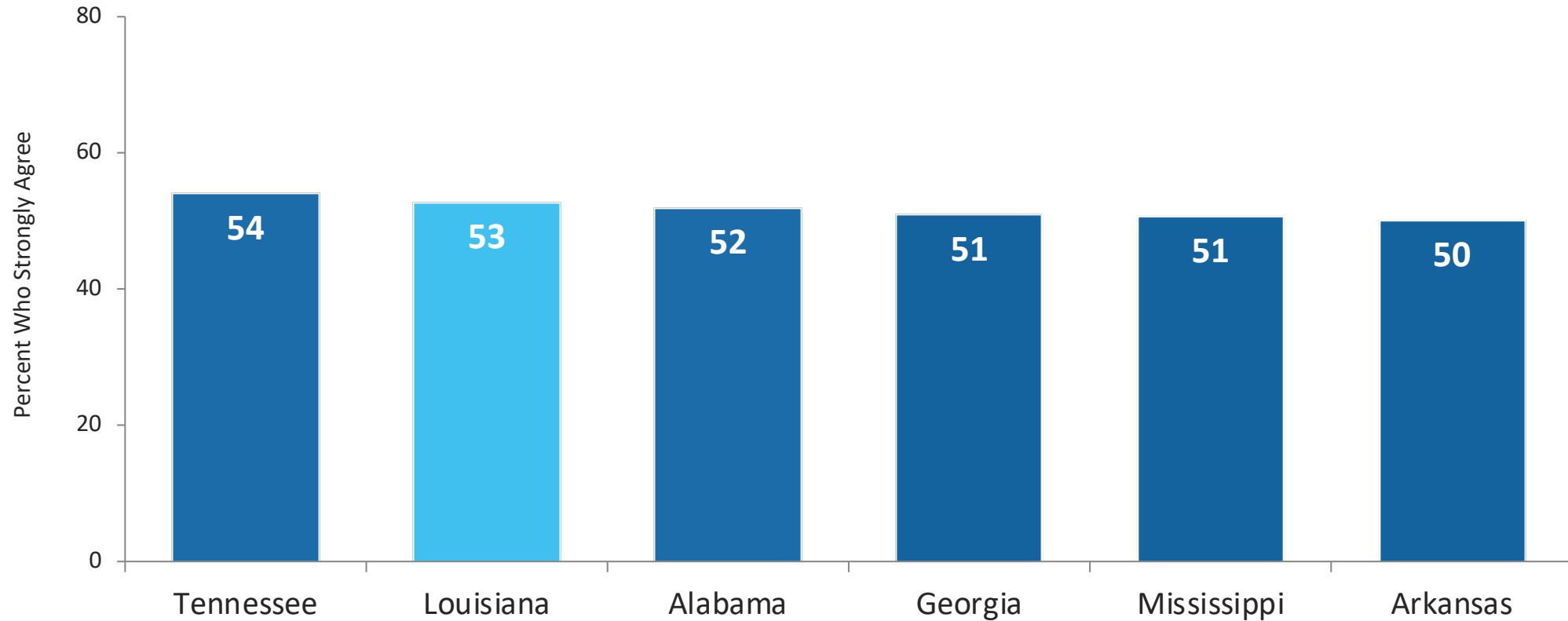
Base: Residents of Louisiana Advertising Markets



Louisiana's Image vs. Competition

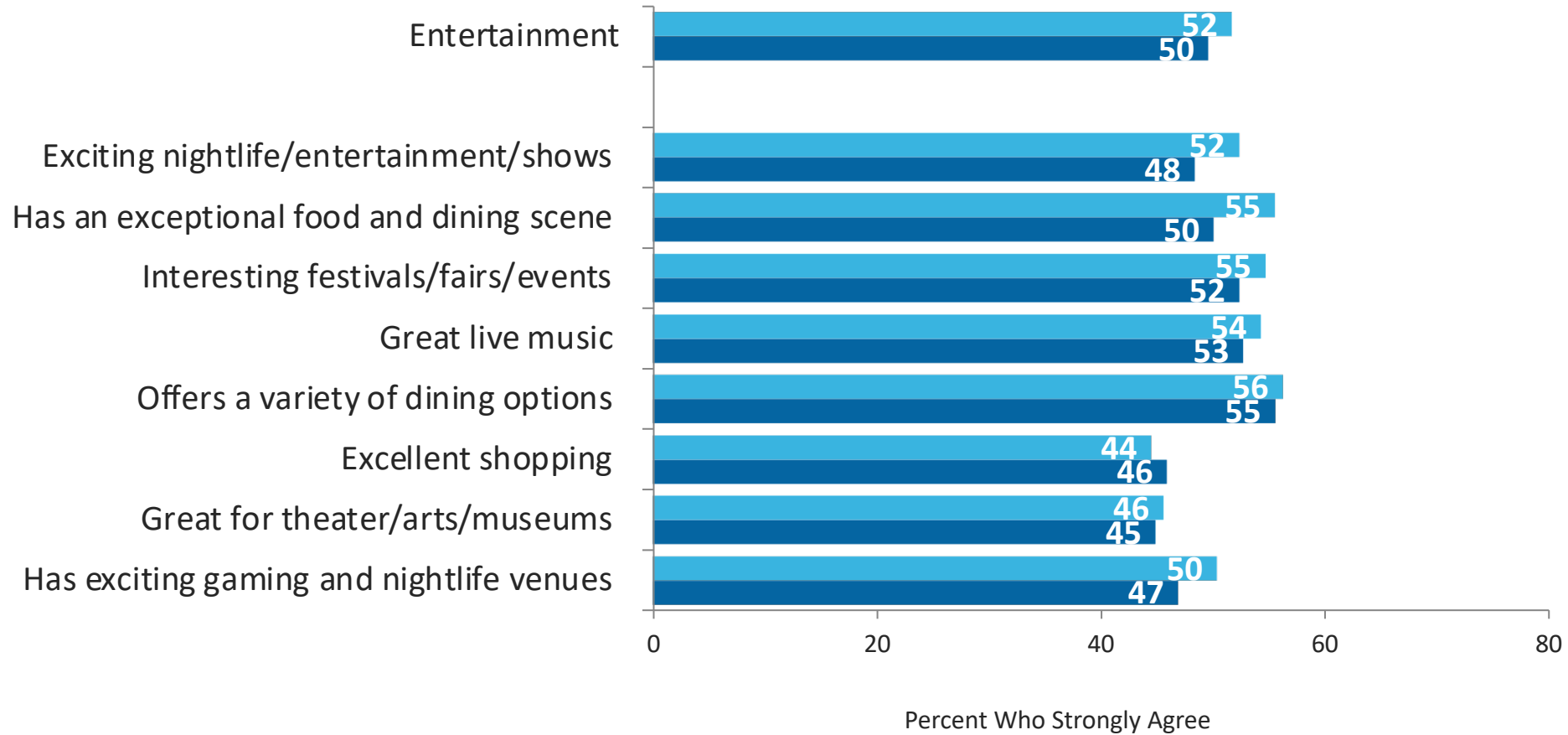
— Sightseeing

Base: Residents of Louisiana Advertising Markets



Louisiana's Image vs. Competition — Entertainment

Base: Residents of Louisiana Advertising Markets



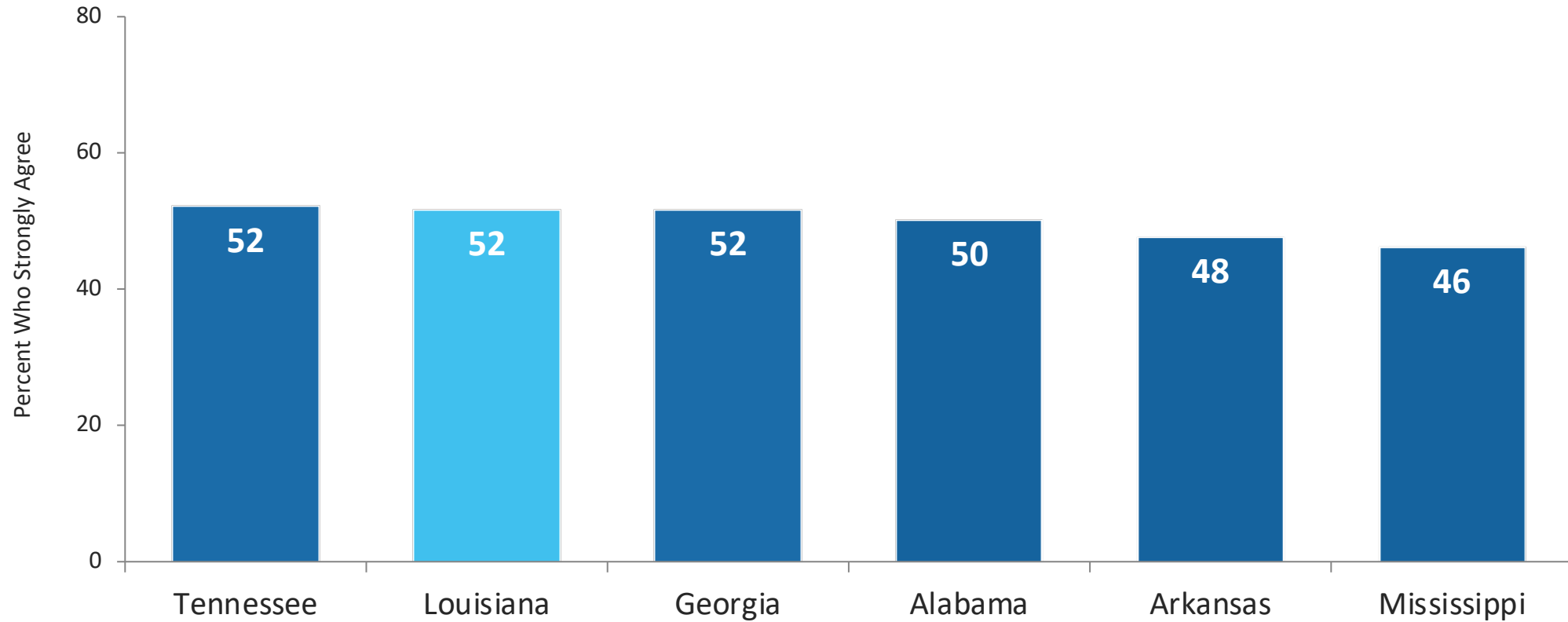
■ Louisiana

■ Competitors

Louisiana's Image vs. Competition

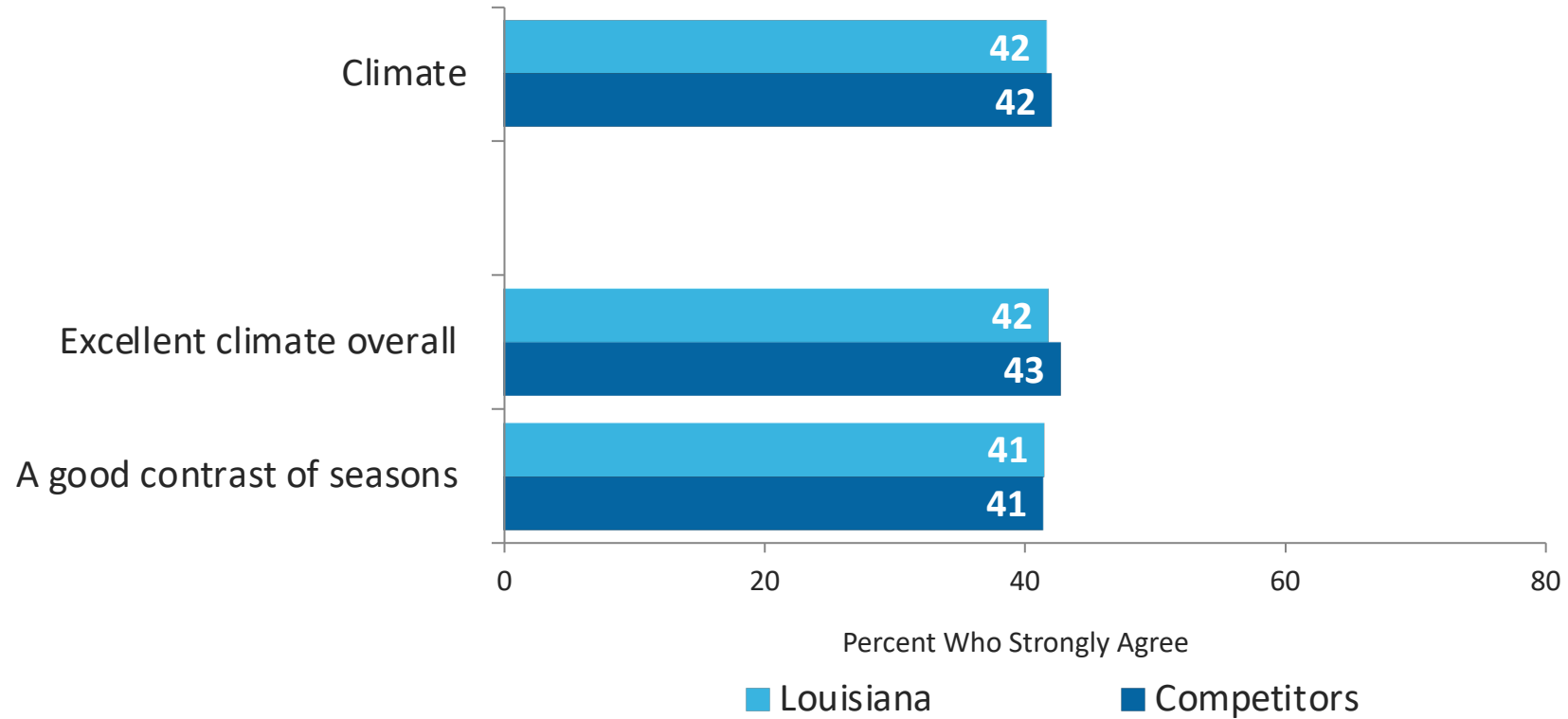
— Entertainment

Base: Residents of Louisiana Advertising Markets



Louisiana's Image vs. Competition — Climate

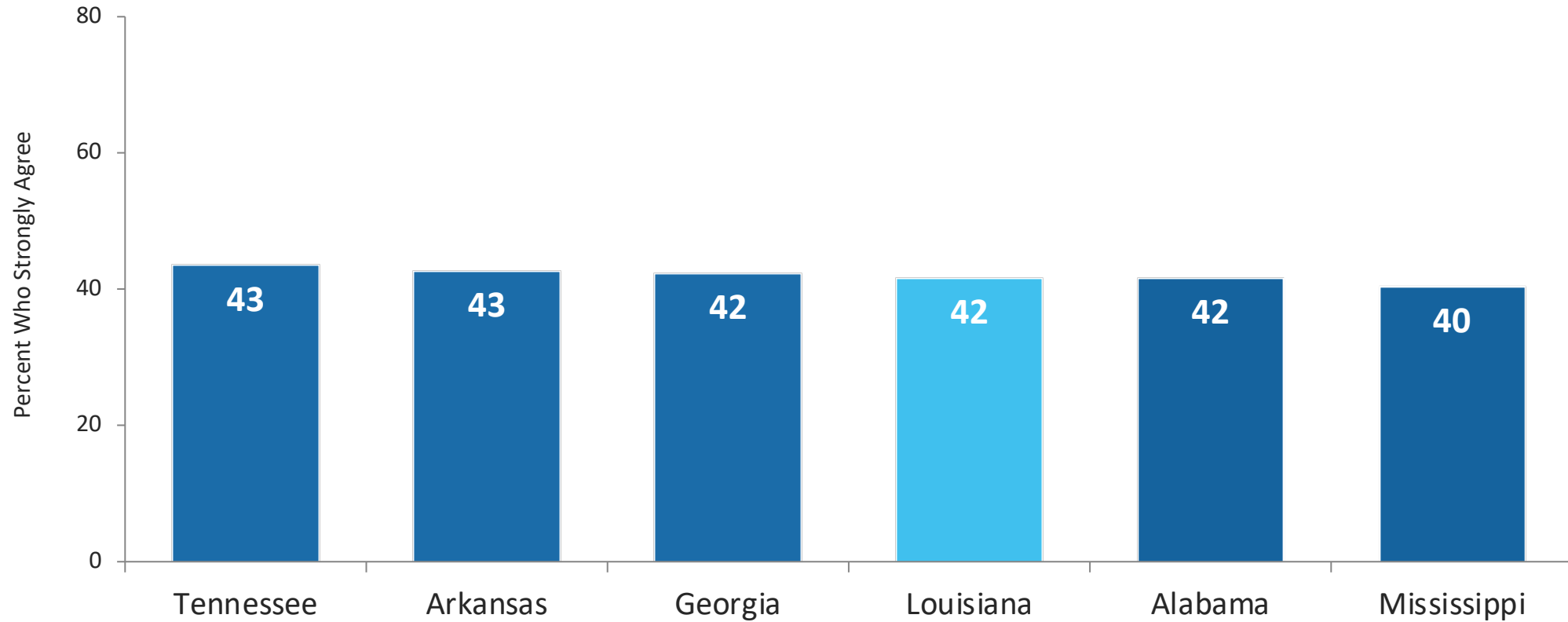
Base: Residents of Louisiana Advertising Markets



Louisiana's Image vs. Competition

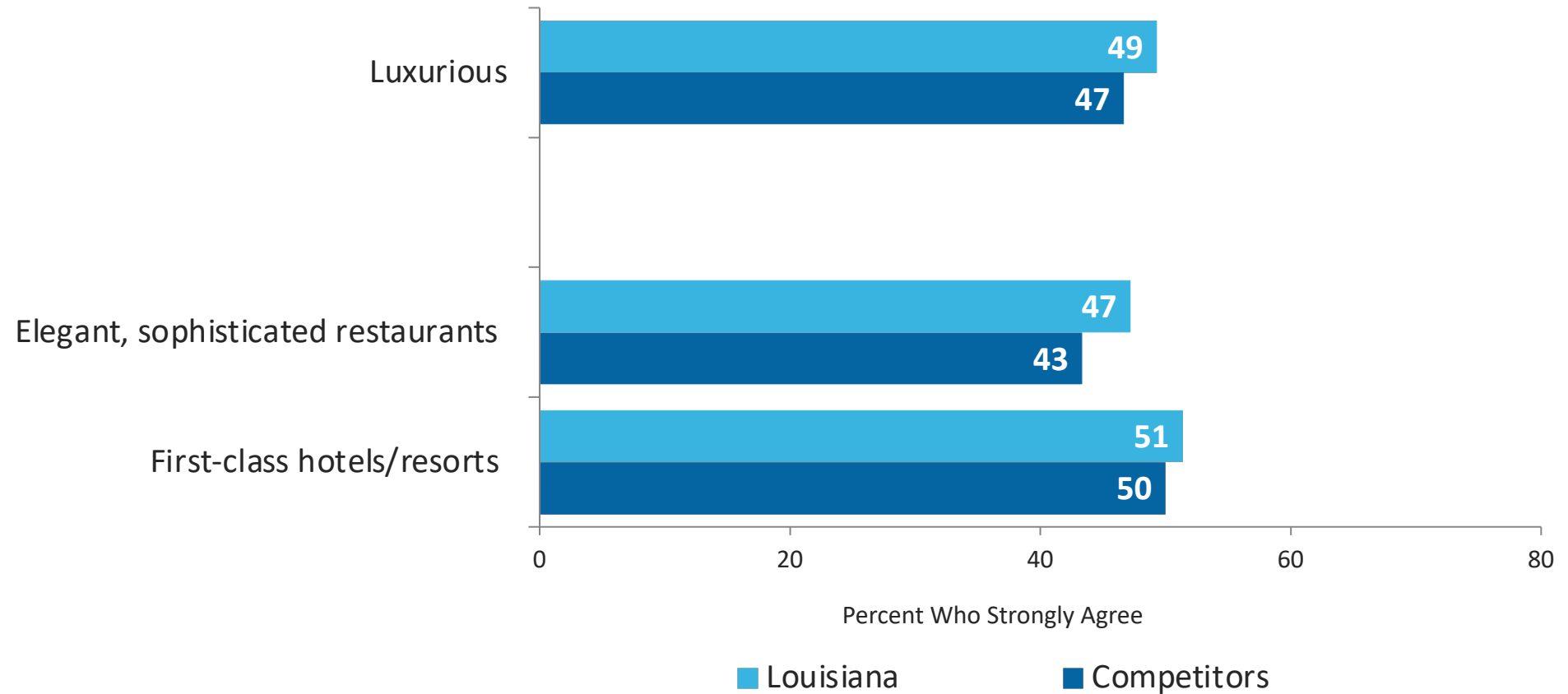
— Climate

Base: Residents of Louisiana Advertising Markets



Louisiana's Image vs. Competition — Luxurious

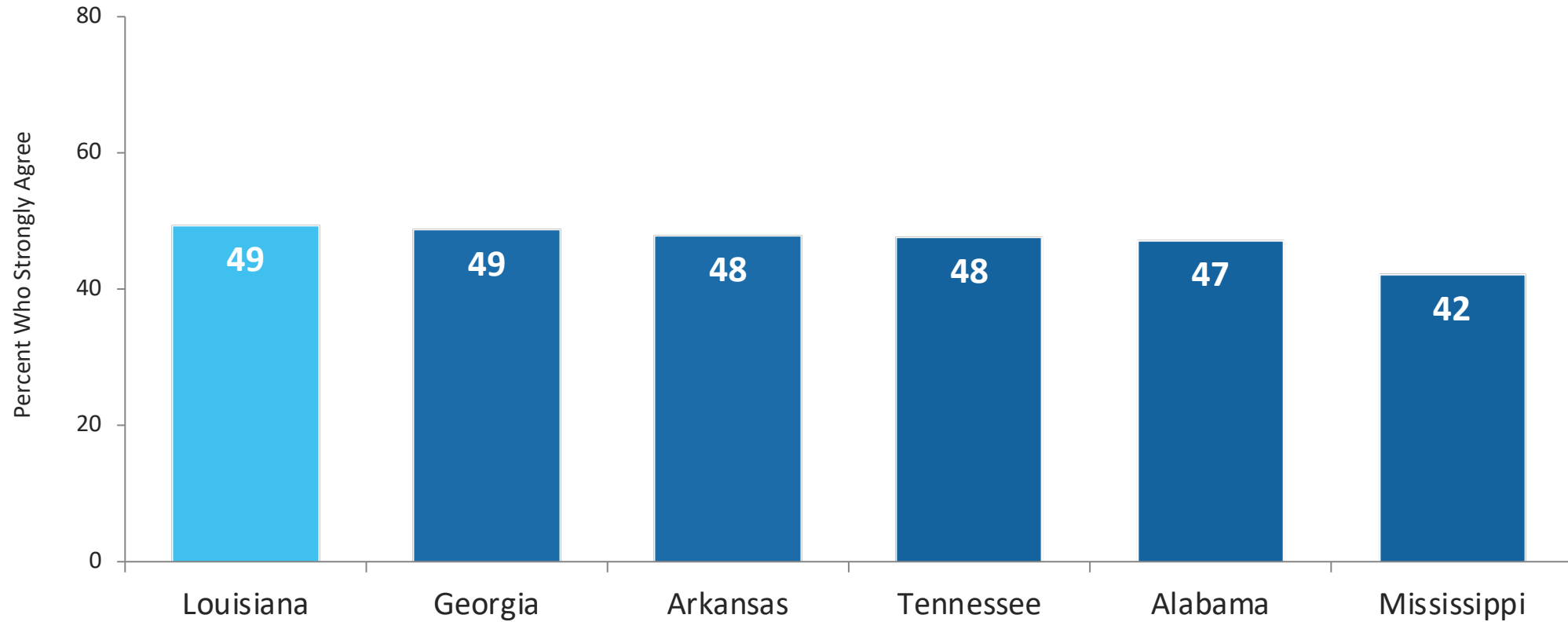
Base: Residents of Louisiana Advertising Markets



Louisiana's Image vs. Competition

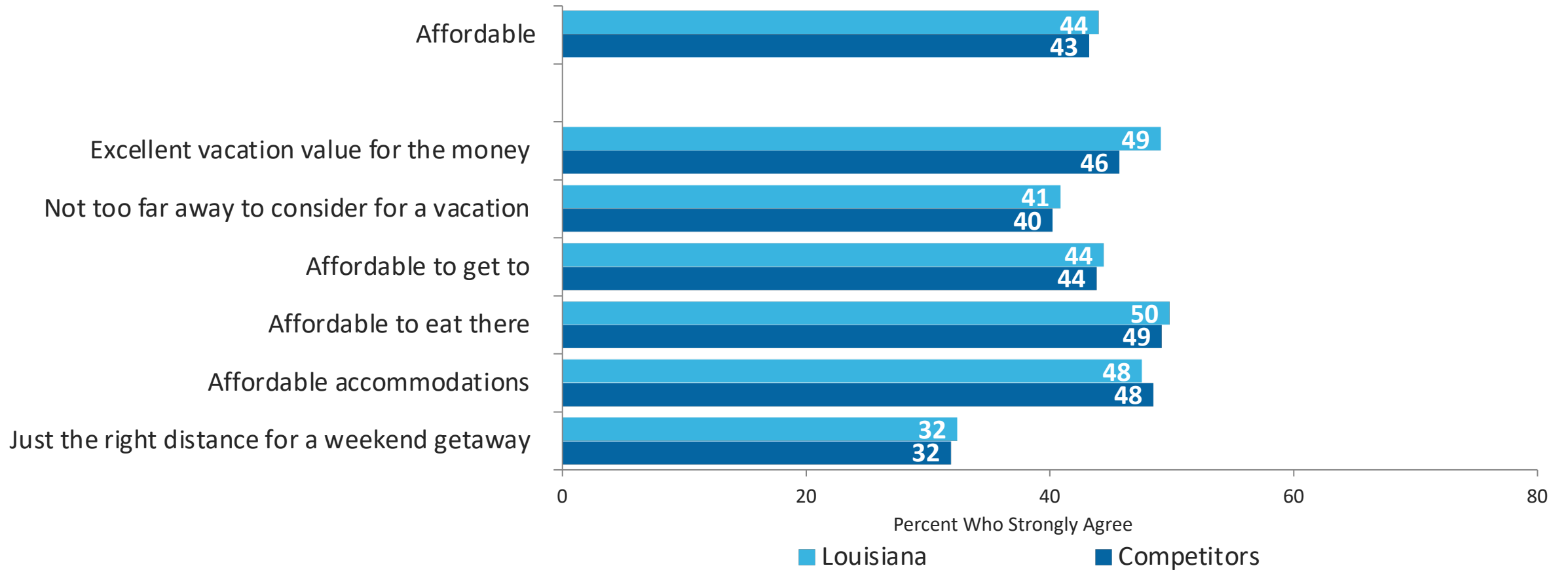
— Luxurious

Base: Residents of Louisiana Advertising Markets



Louisiana's Image vs. Competition — Affordable

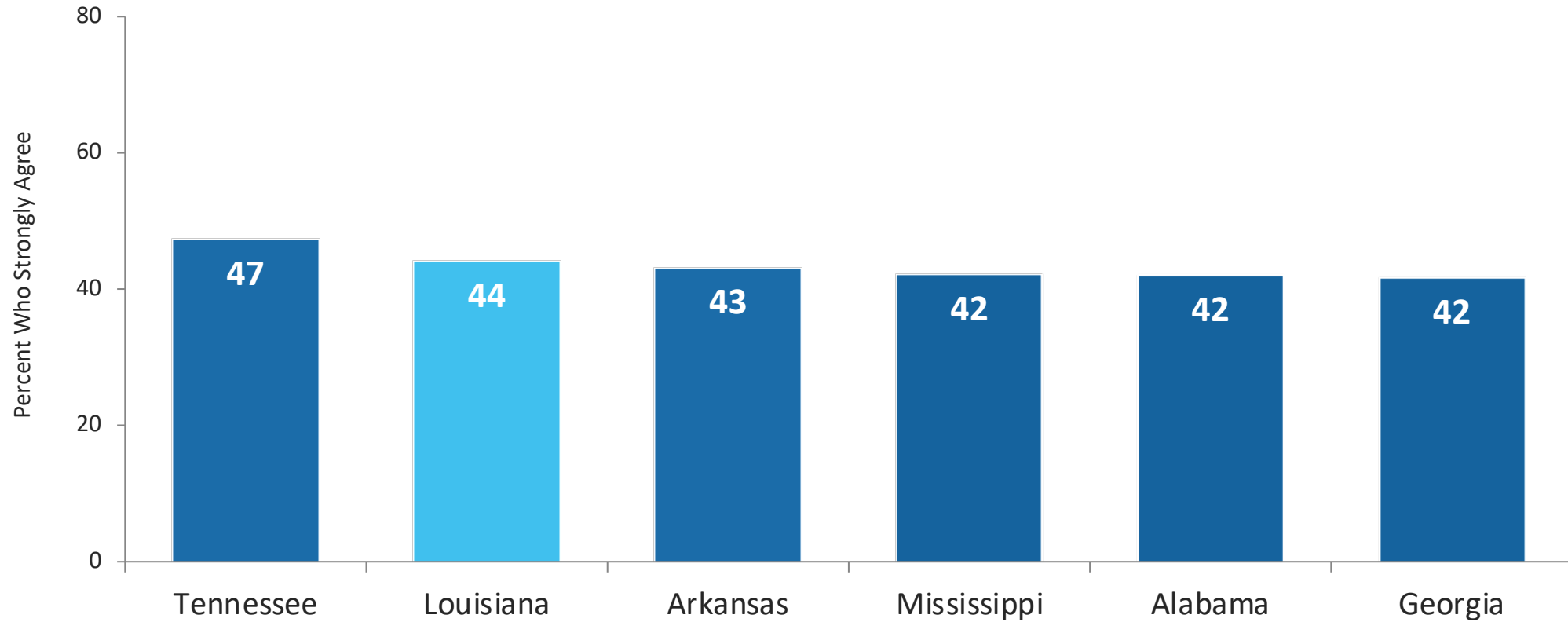
Base: Residents of Louisiana Advertising Markets



Louisiana's Image vs. Competition

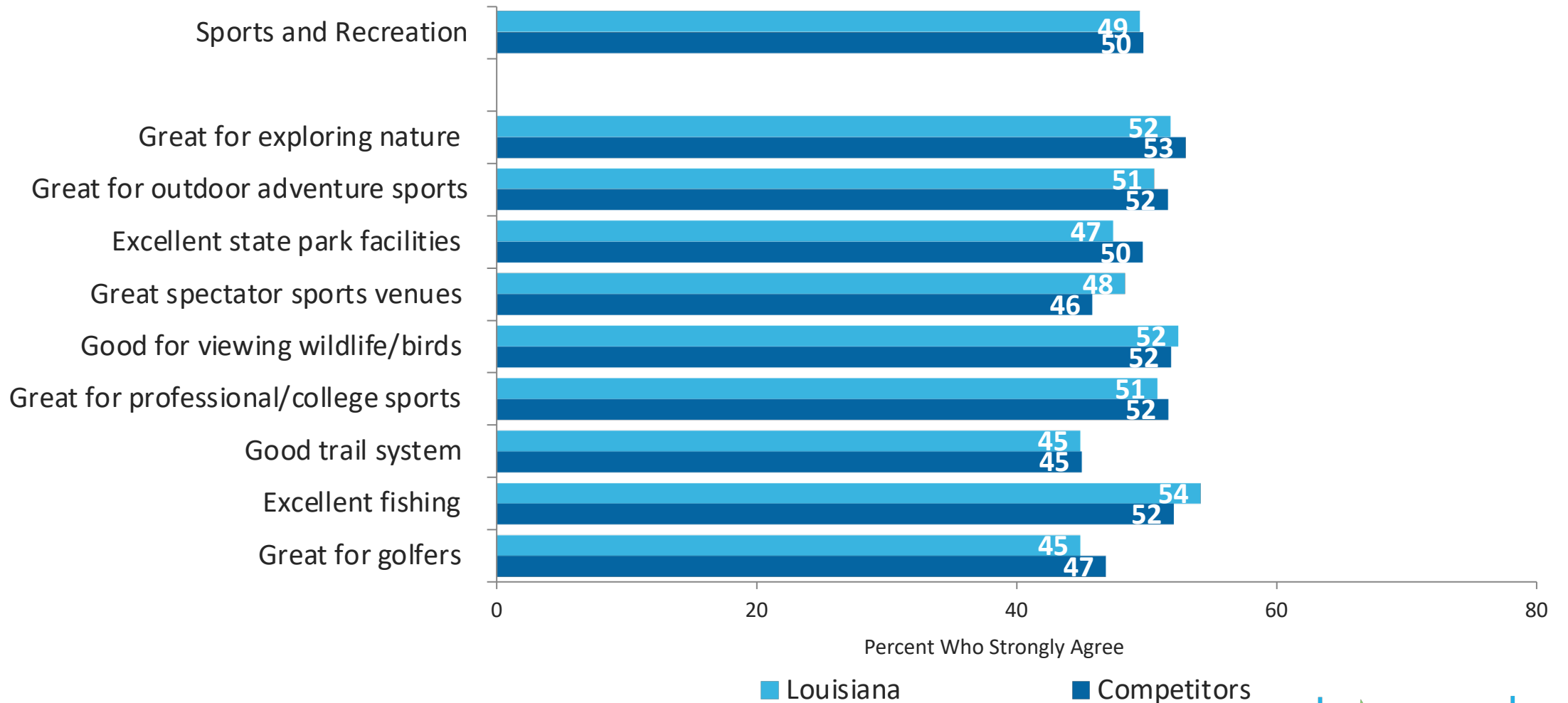
— Affordable

Base: Residents of Louisiana Advertising Markets



Louisiana's Image vs. Competition — Sports and Recreation

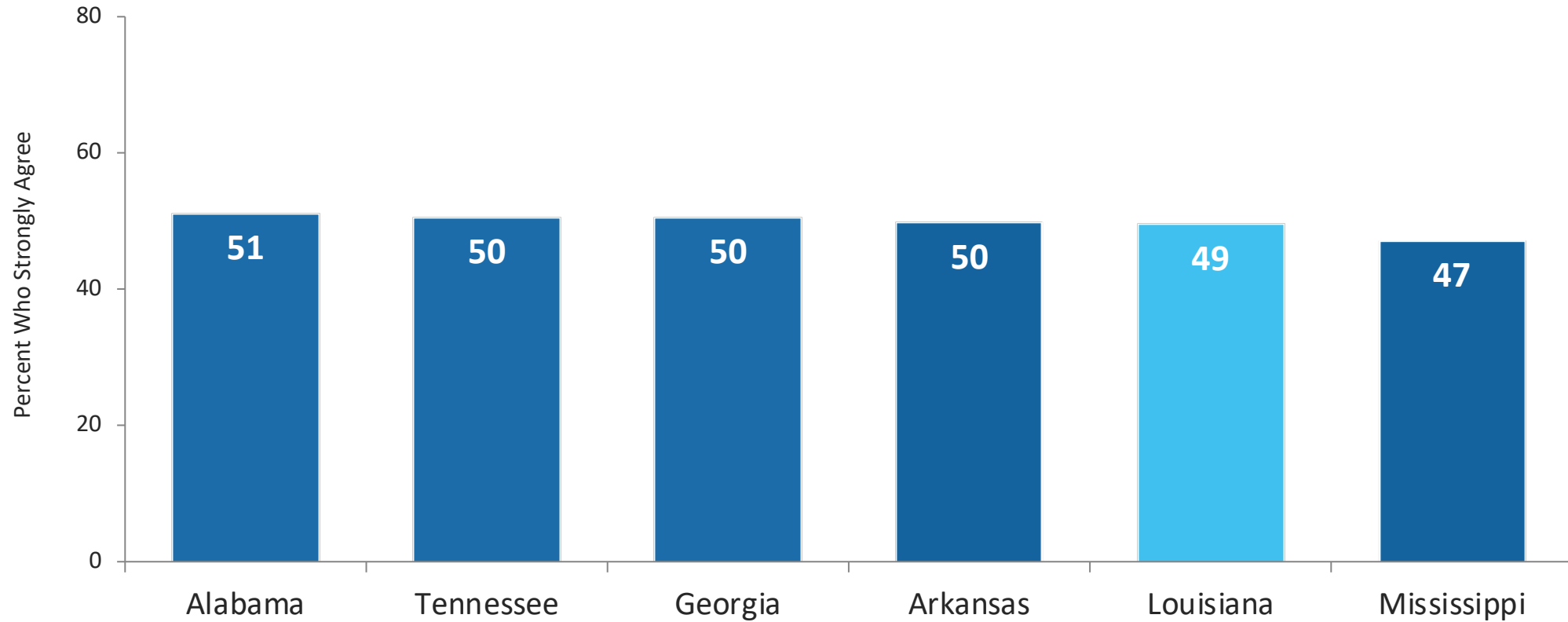
Base: Residents of Louisiana Advertising Markets



Louisiana's Image vs. Competition

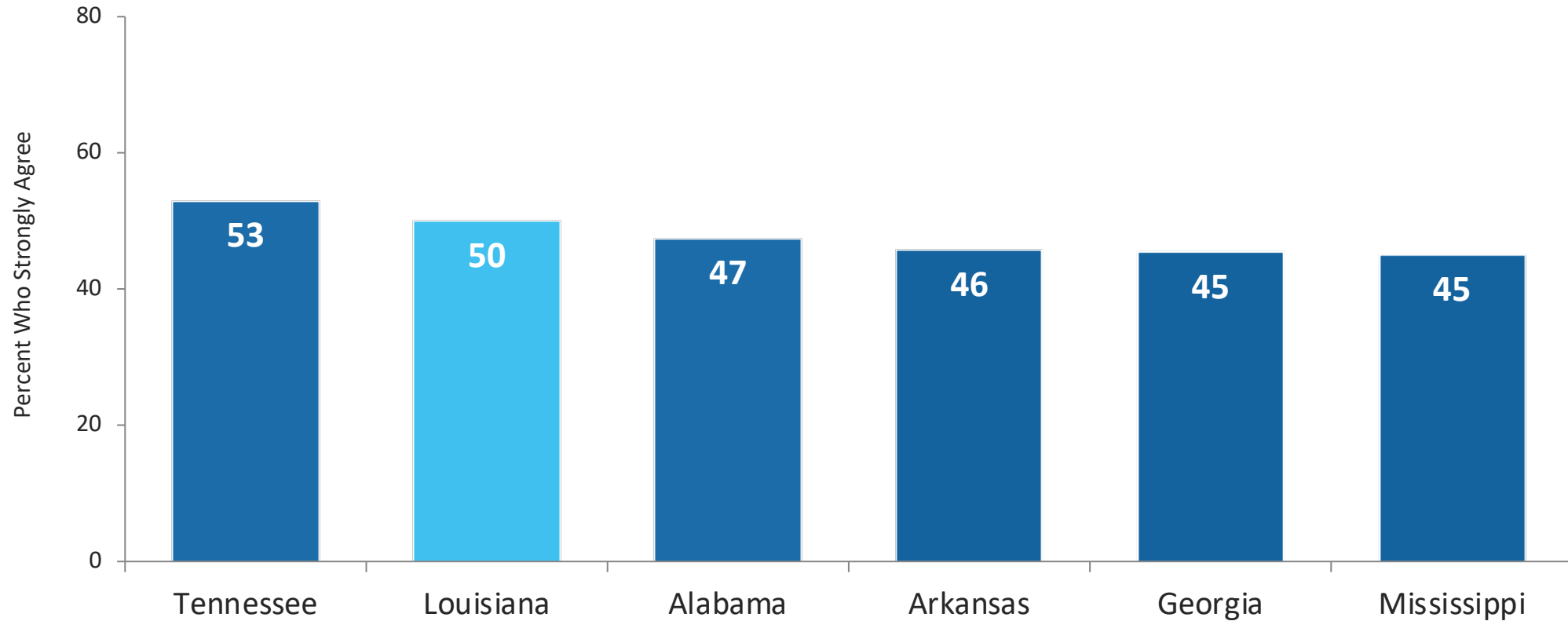
— Sports and Recreation

Base: Residents of Louisiana Advertising Markets



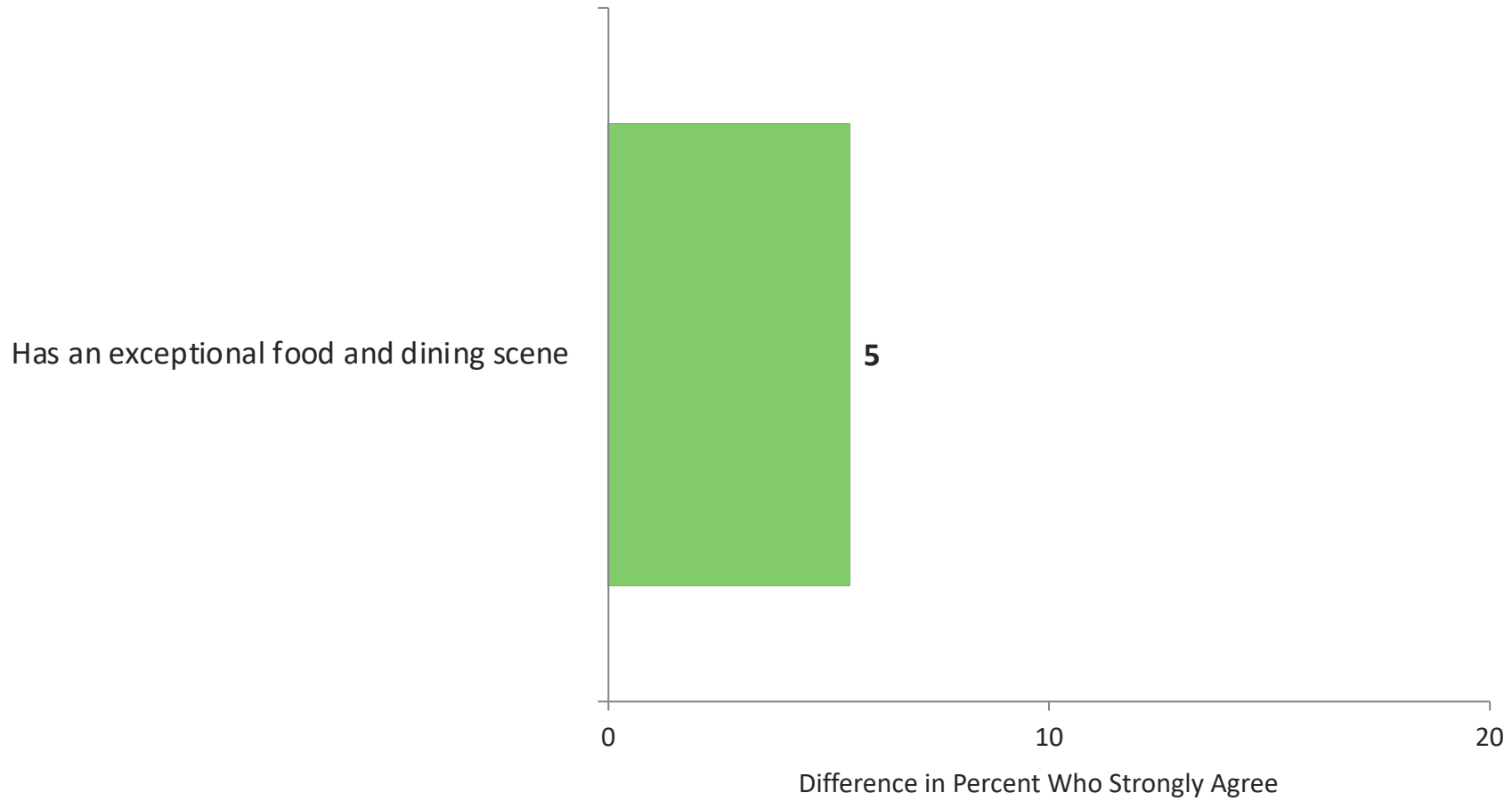
Louisiana's Overall Image vs. Competition — “A Place I'd Really Enjoy Visiting”

Base: Residents of Louisiana Advertising Markets



Louisiana's Image Strengths vs. Competition

Base: Residents of Louisiana Advertising Markets



Louisiana's Image Weaknesses vs. Competition

**THERE WERE NO SIGNIFICANT
PERCEIVED WEAKNESSES VS.
COMPETITION**



Louisiana's Product Delivery

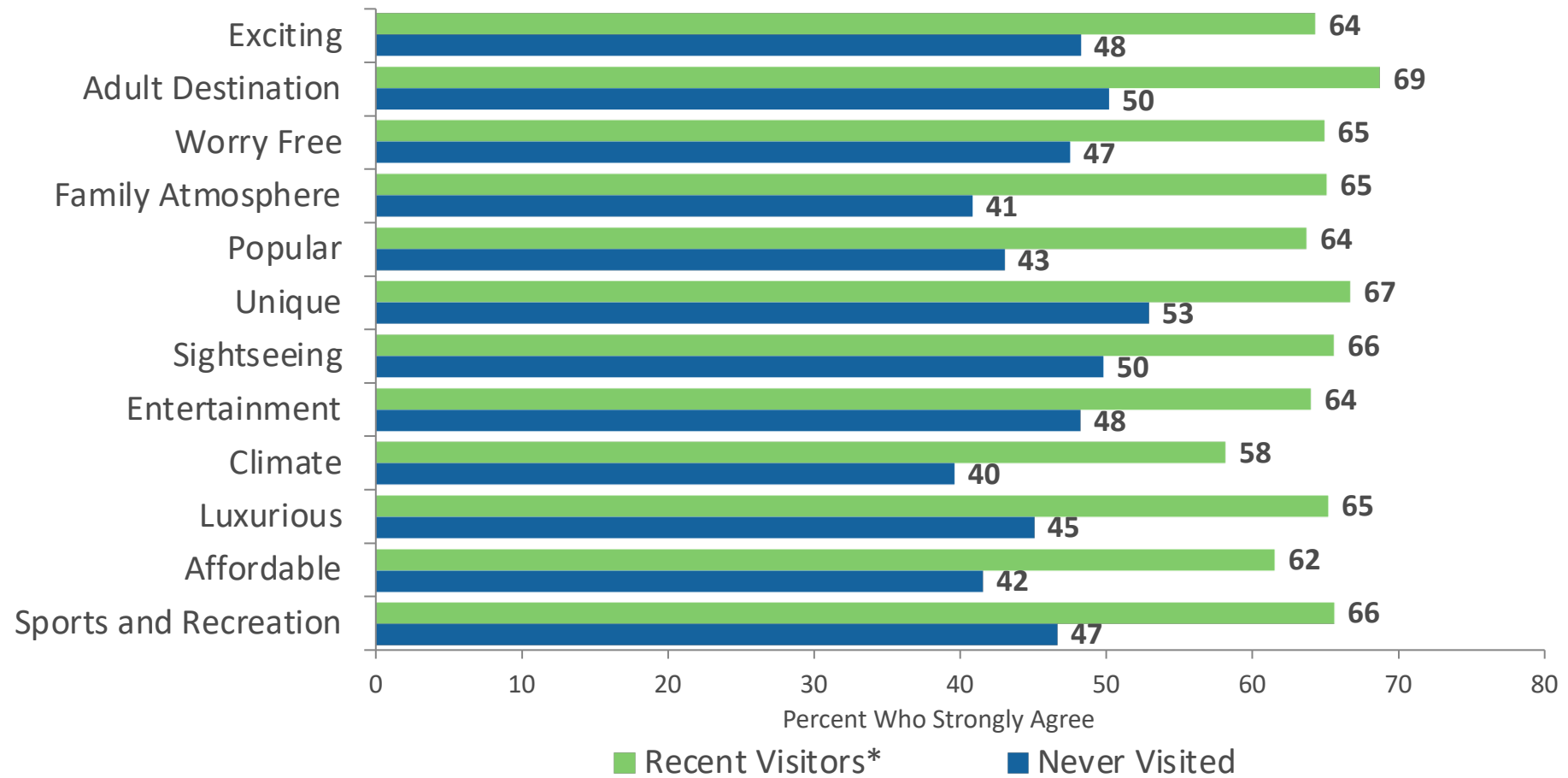
Product Delivery

Advertising and firsthand experience have the ability to influence destination image. For Louisiana those who have experienced the region have greater image of the destination on all attributes measured. The positive perception shifts are notable given the time in which the study was conducted, during the COVID-19 pandemic, during which time travel experiences are impacted by health and safety protocols and available attractions/activities.

- When we compare the image ratings of people who have not visited Louisiana recently versus the ratings of those who have visited in the past two years, we have a measure of “product delivery”, i.e., the relative satisfaction of the two groups.
- From this analysis we find that people who have experienced Louisiana recently were especially impressed with (all 23-pt or greater difference between visitors and non-visitors):
 - Excellent state park facilities
 - Being great for golfers
 - A place children would especially enjoy
 - Affordable to get to
 - A good place for families to visit
 - Having first class hotels/resorts
 - Good for couples
 - Great for exploring nature
- While advertising was not part of this image study, it is interesting to note that those who visited and said they were aware of the ads had a very positive impression of the state.

Louisiana's Product Delivery

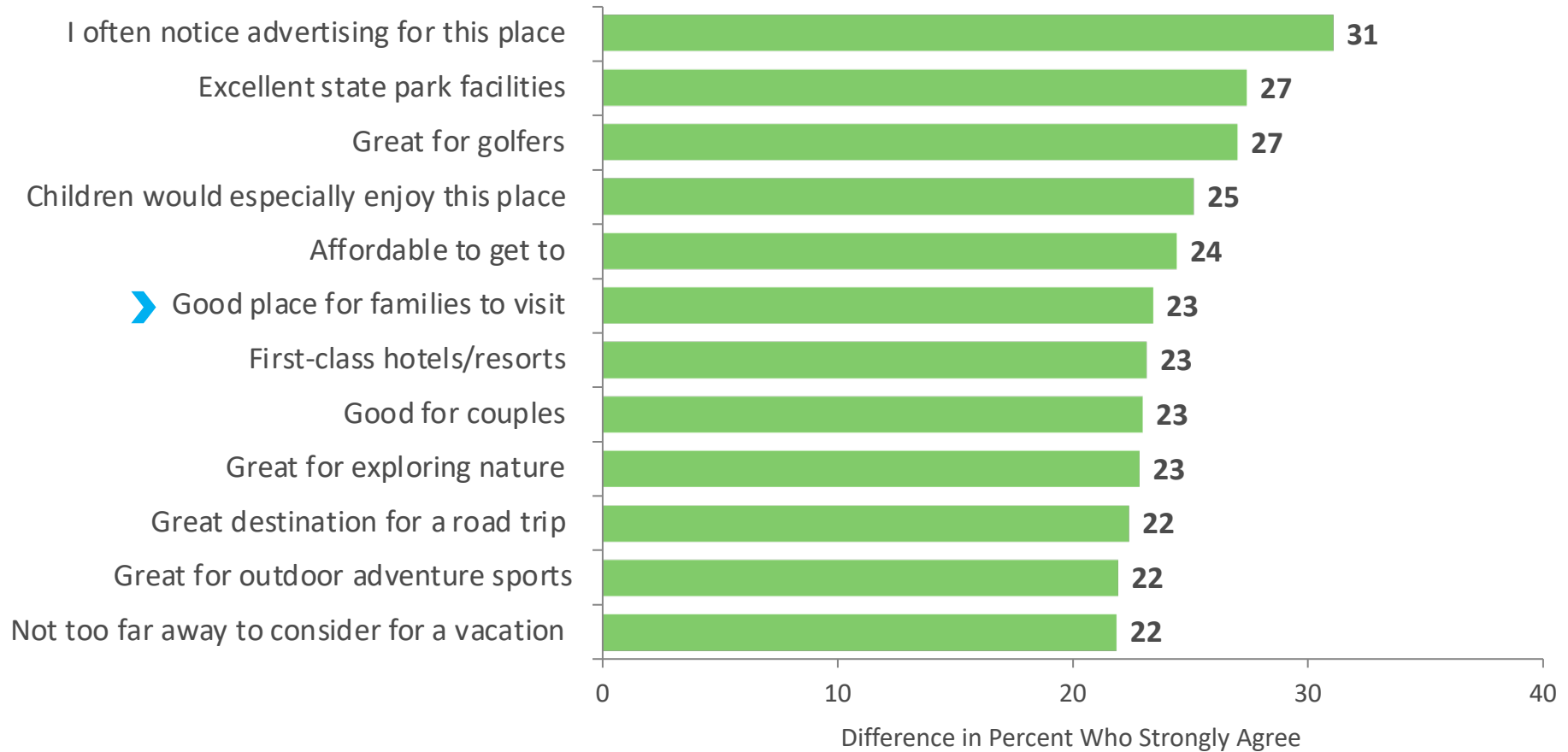
Base: Residents of Louisiana Advertising Markets



* Visited in the past 2 years

Top Product Strengths

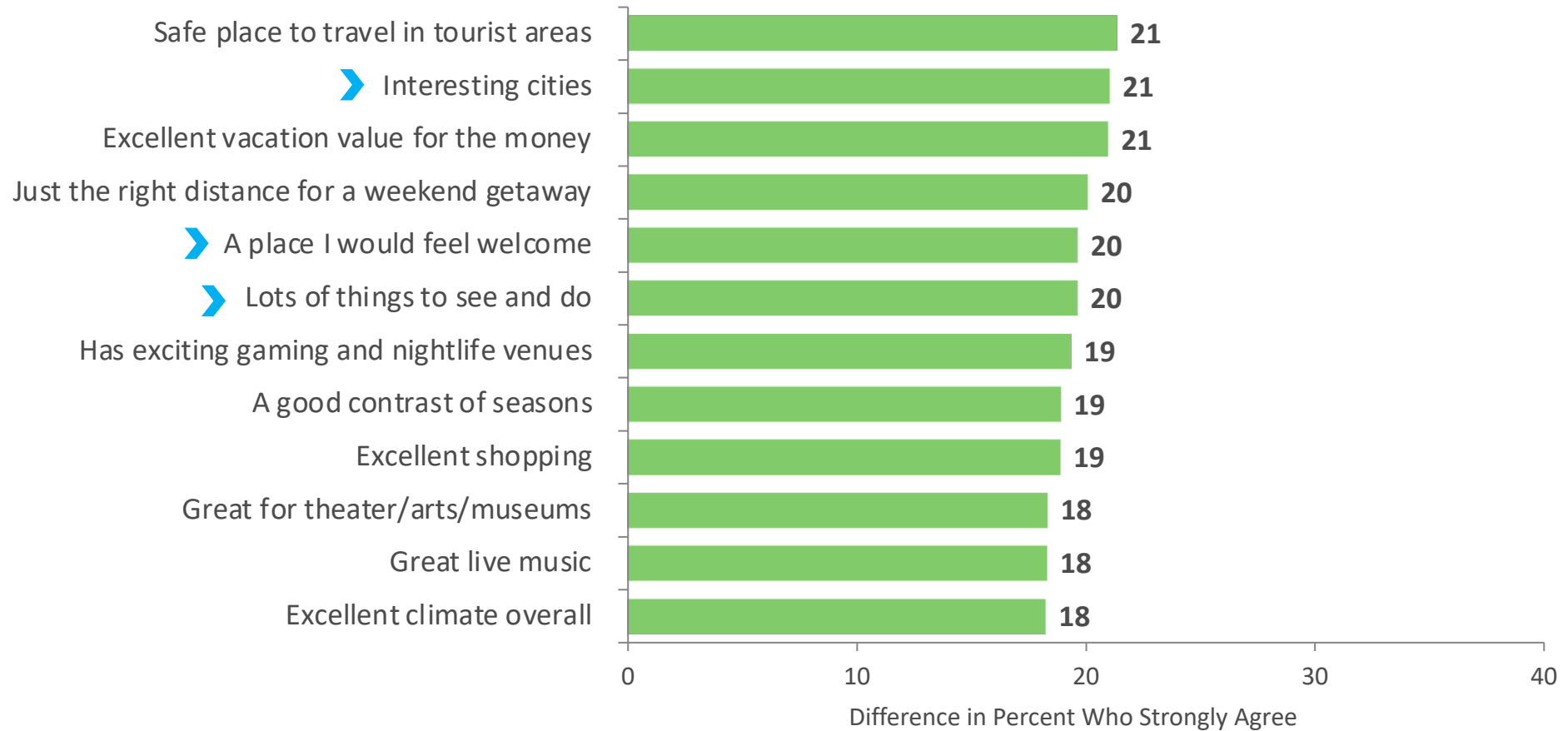
Base: Residents of Louisiana Advertising Markets



* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

Top Product Strengths (Cont'd)

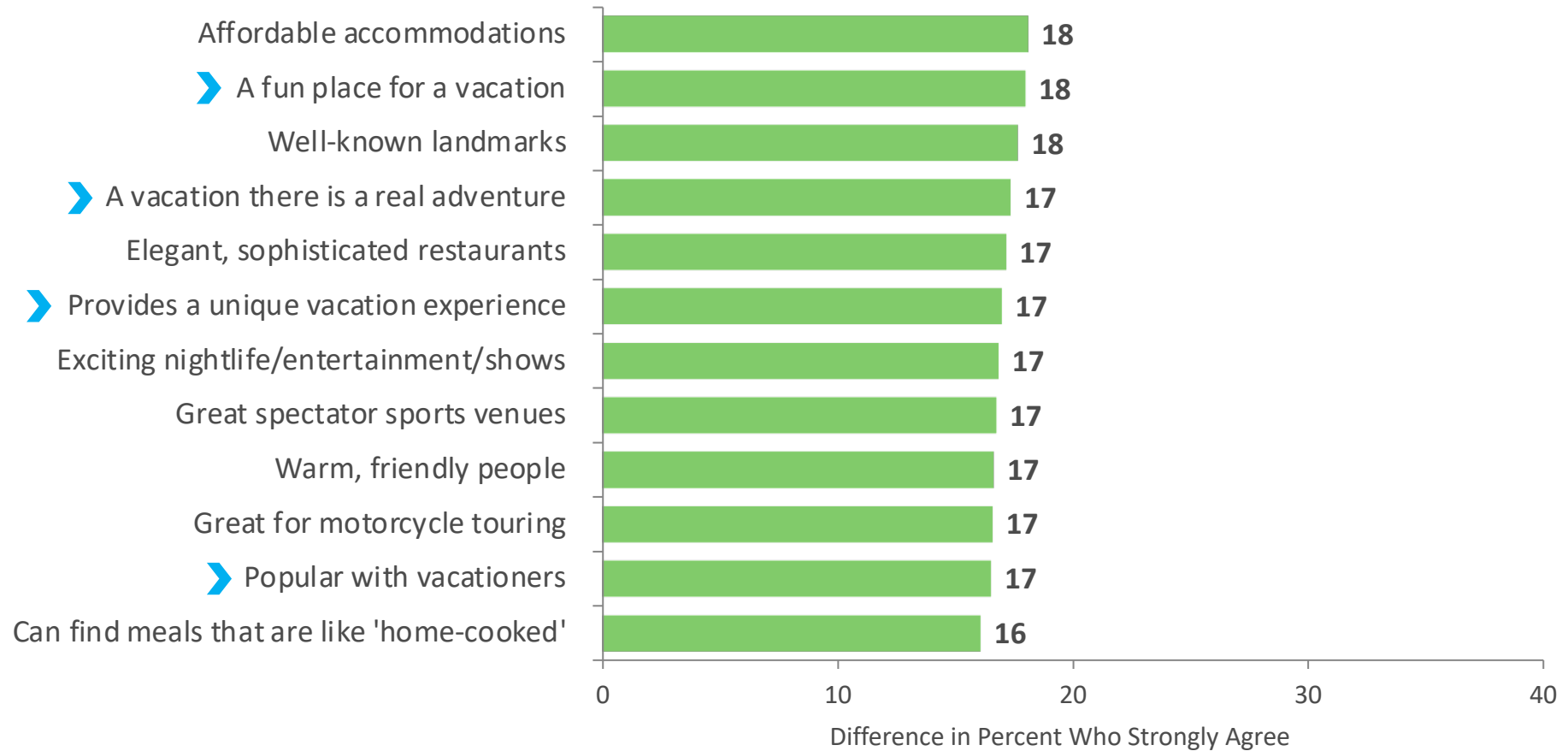
Base: Residents of Louisiana Advertising Markets



* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

Top Product Strengths (Cont'd)

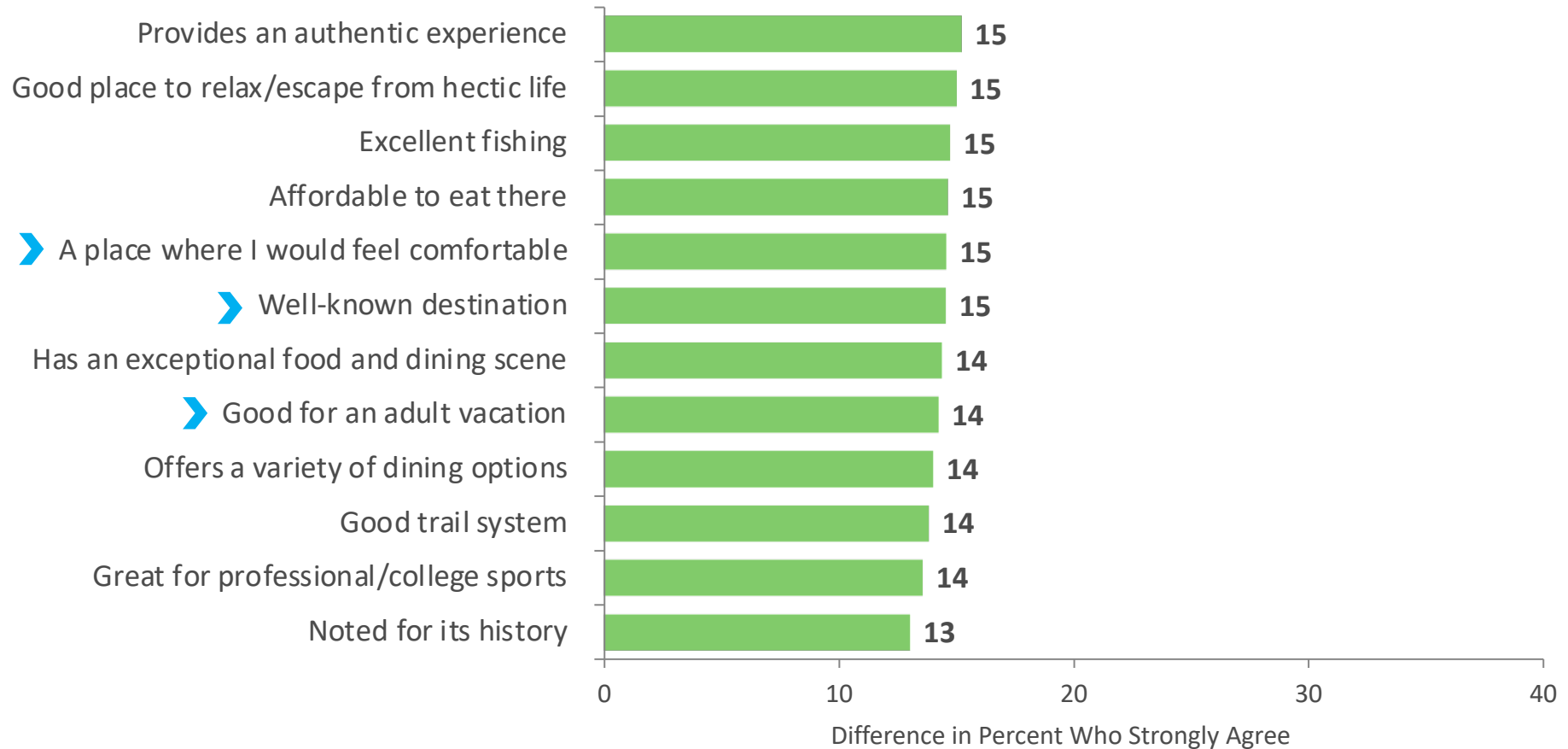
Base: Residents of Louisiana Advertising Markets



* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

Top Product Strengths (Cont'd)

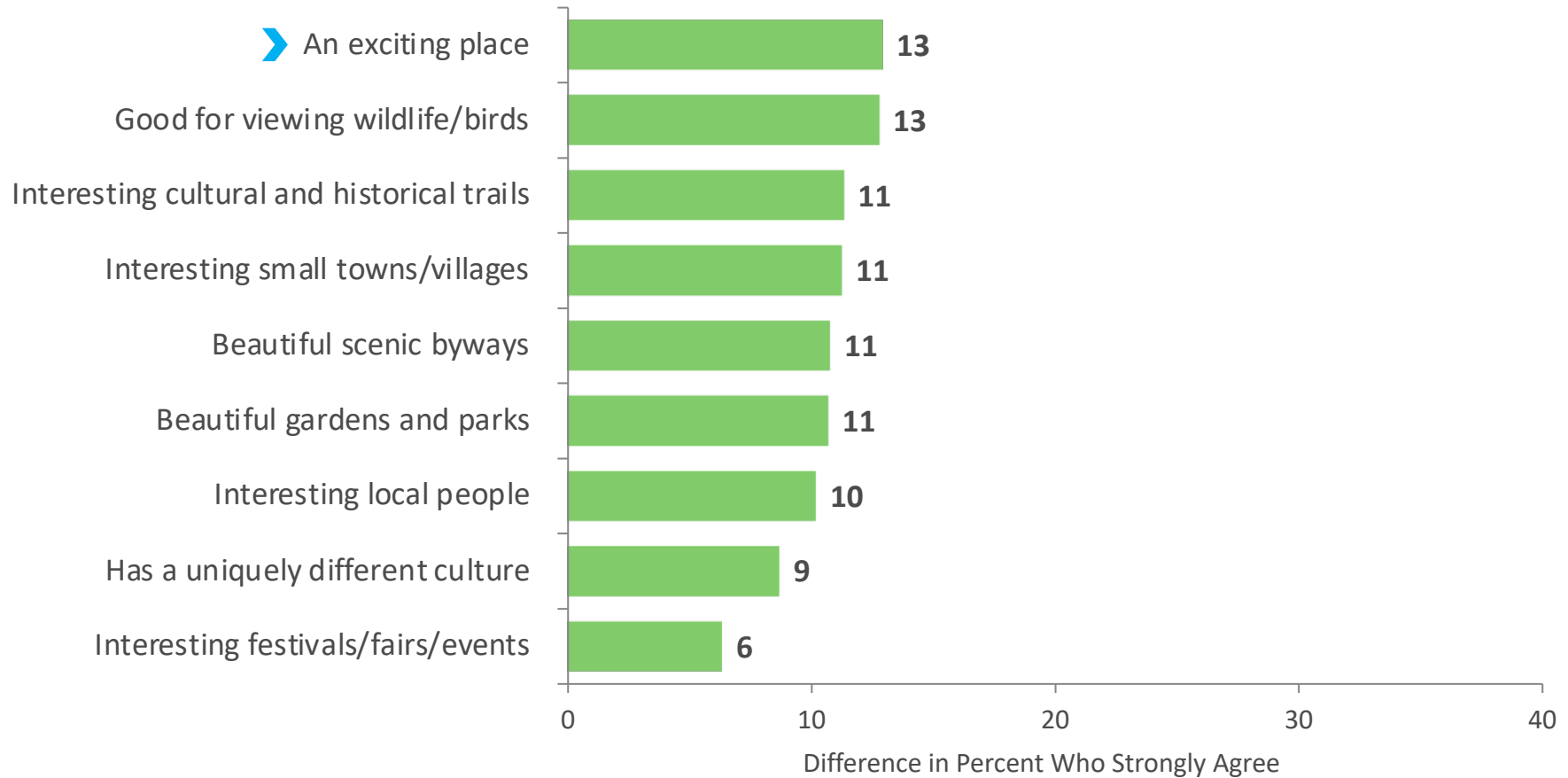
Base: Residents of Louisiana Advertising Markets



* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

Top Product Strengths (Cont'd)

Base: Residents of Louisiana Advertising Markets



* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

Top Product Weaknesses

**THERE WERE NO SIGNIFICANT
PERCEIVED PRODUCT
WEAKNESSES VS. IMAGE**



Impact of COVID-19

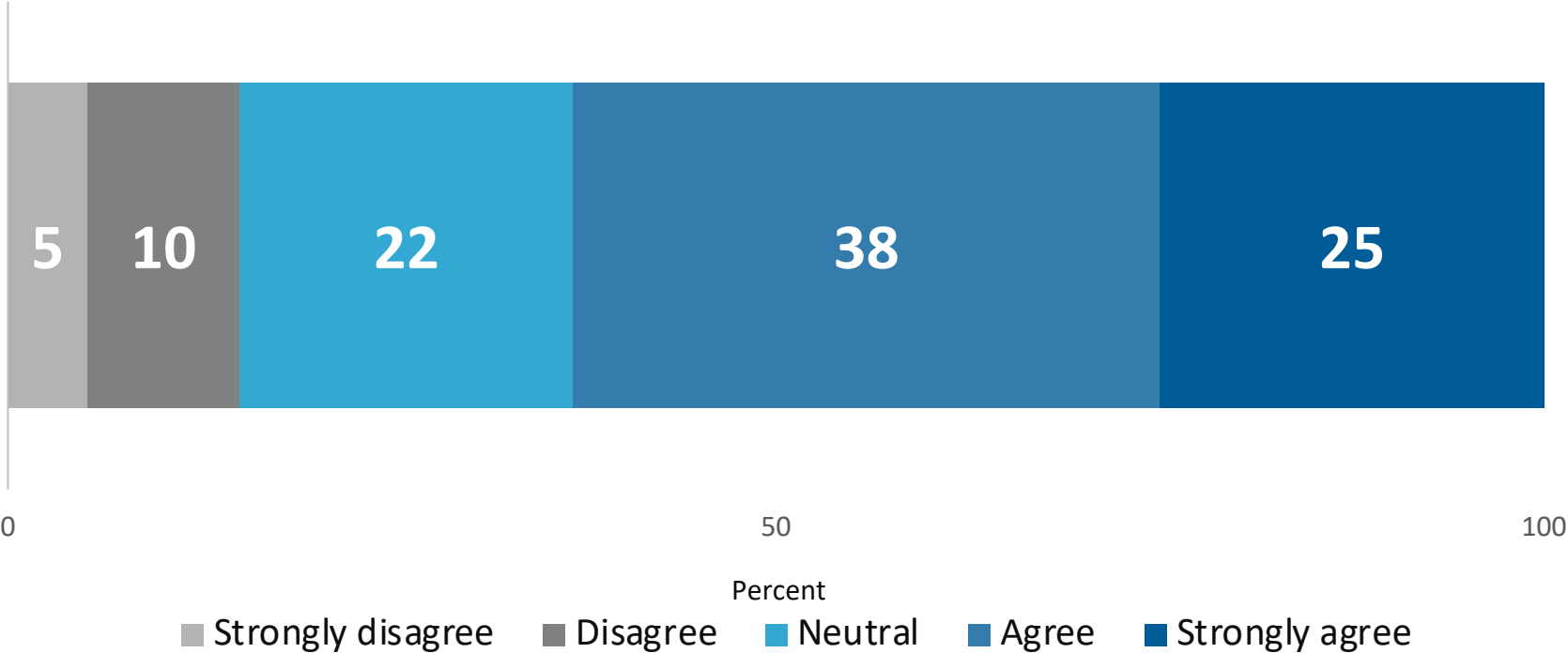
COVID-19

- Travelers in Louisiana's key advertising markets are more likely to feel safe participating in dining and events which are outdoors compared to indoors.
 - 76% feel safe dining outdoors, with 15% disagreeing that they feel safe dining indoors
 - 69% feel safe participating in outdoor recreational activities compared to 56% feeling safe with indoor recreational activities
 - 63% feel safe attending outdoor events
- Half of travelers in these markets feel safe traveling by plane, and conversely 45% are willing to travel but only by car.
- Staying closer to home is of moderate interest with 37% stating they are more likely to staycation than visit other destinations and 46% being more likely to travel within their own state.
- More than half, 60% of respondents in Louisiana's key advertising markets are more likely to visit destinations they can drive to as opposed to fly. This is important to note as the market surveyed are all not within a single day drive distance.

COVID-19 and Travel and Leisure Activities

Base: Residents of Louisiana Advertising Markets

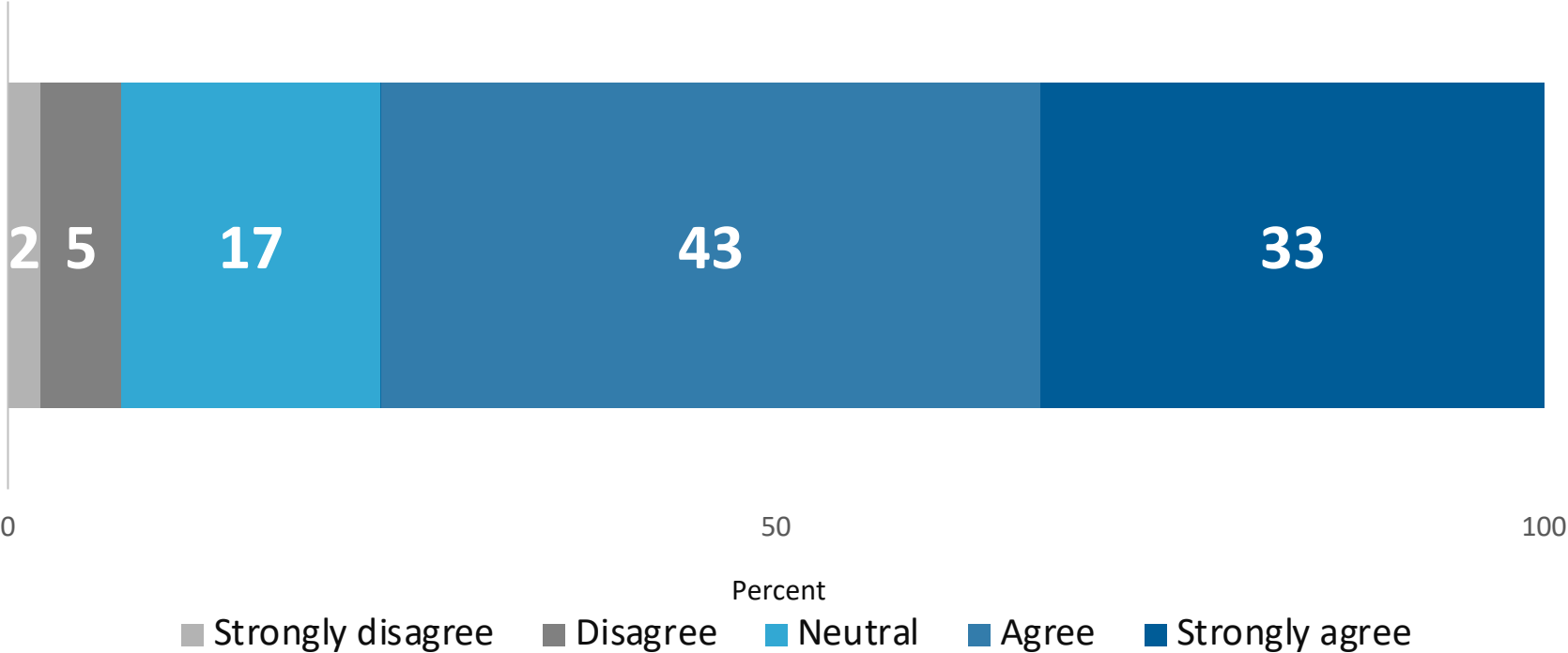
I feel safe dining indoors



COVID-19 and Travel and Leisure Activities

Base: Residents of Louisiana Advertising Markets

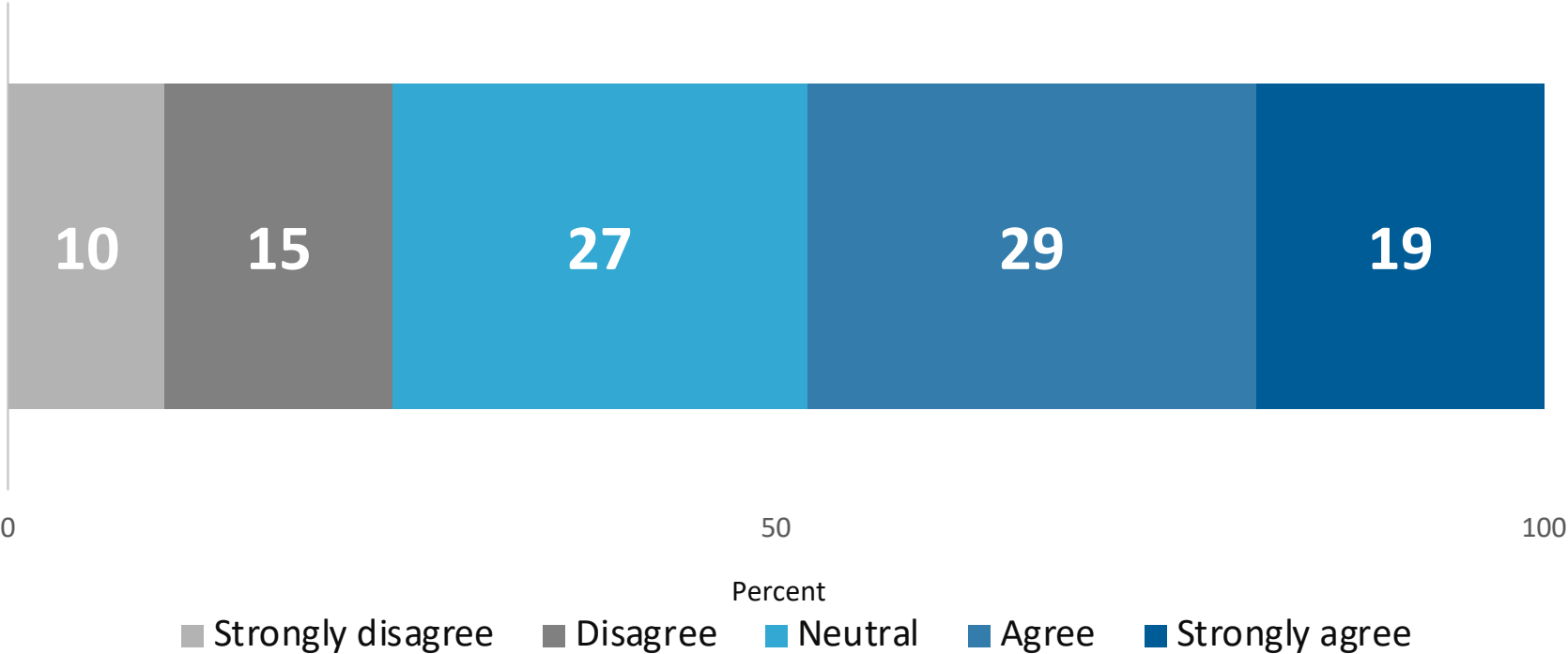
I feel safe dining outdoors (e.g., restaurant patios)



COVID-19 and Travel and Leisure Activities

Base: Residents of Louisiana Advertising Markets

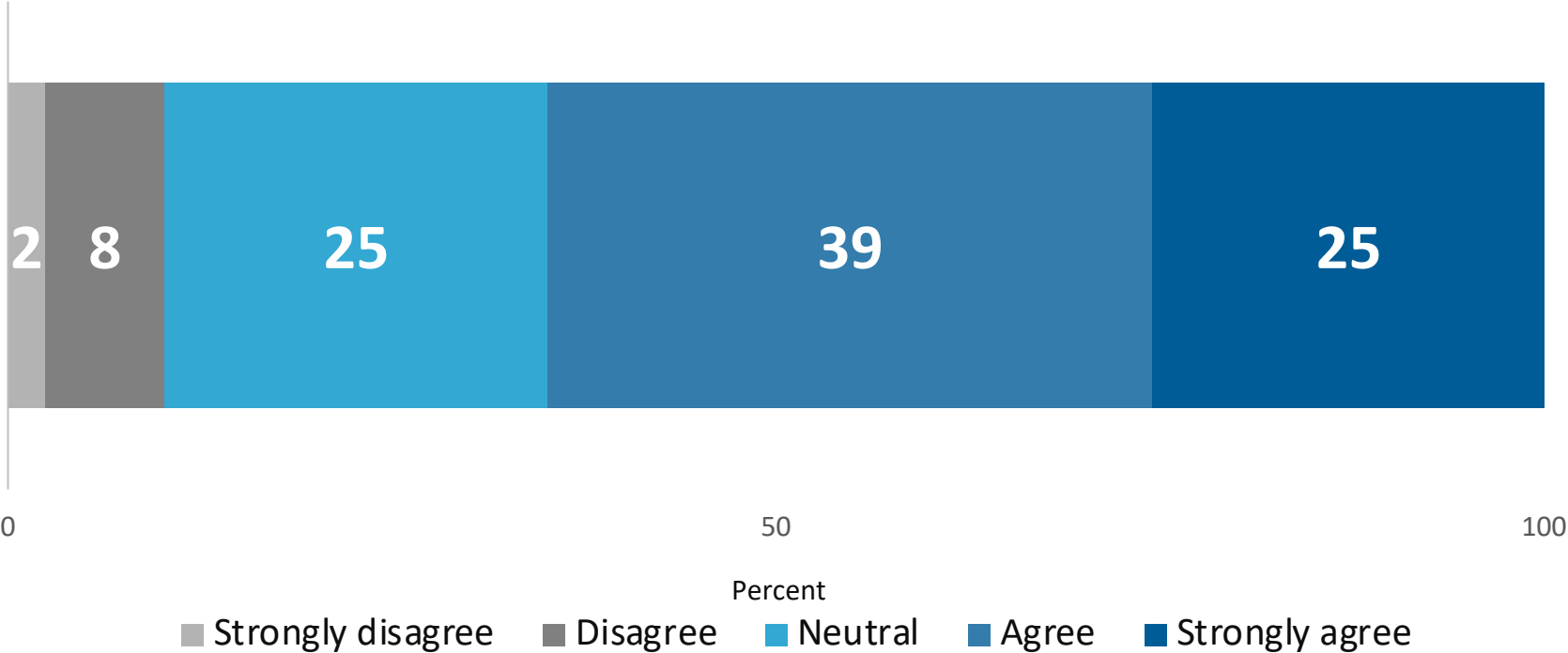
I feel safe visiting bars and breweries



COVID-19 and Travel and Leisure Activities

Base: Residents of Louisiana Advertising Markets

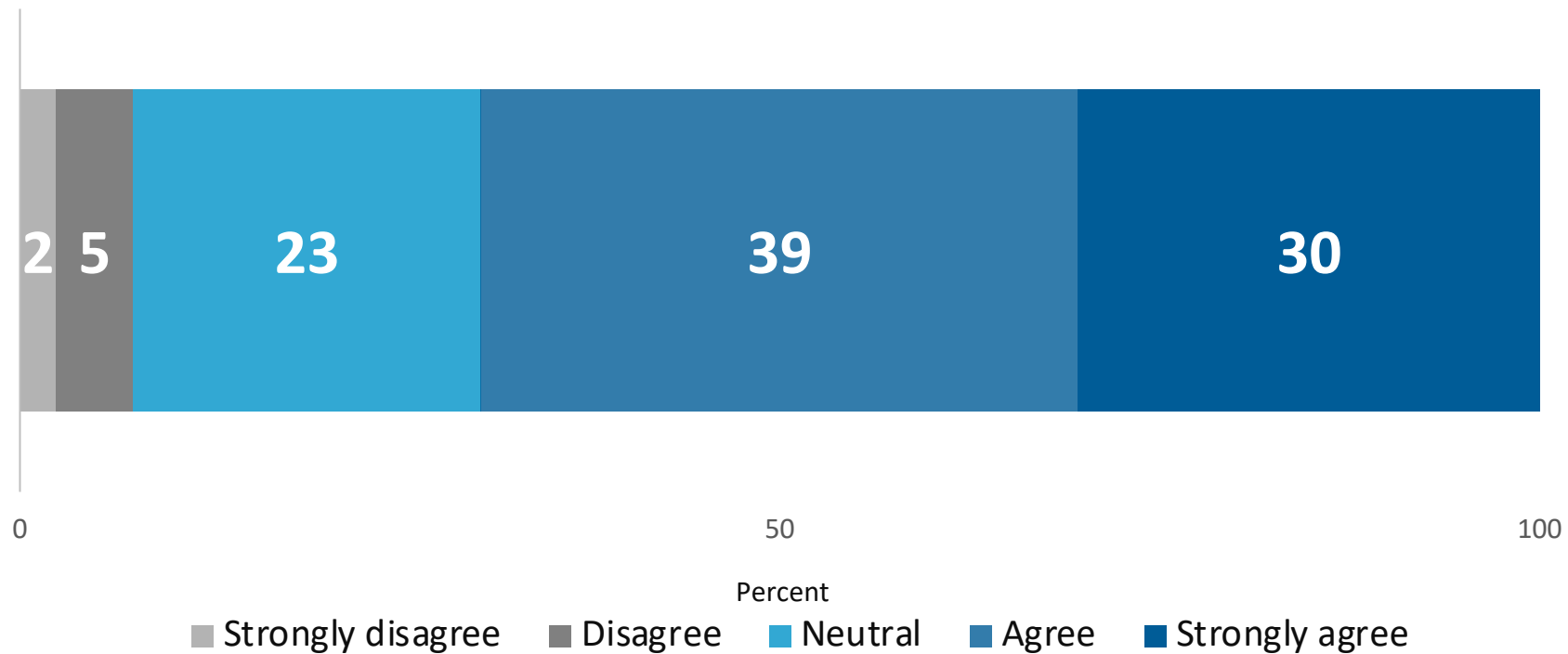
I feel safe shopping in retail stores



COVID-19 and Travel and Leisure Activities

Base: Residents of Louisiana Advertising Markets

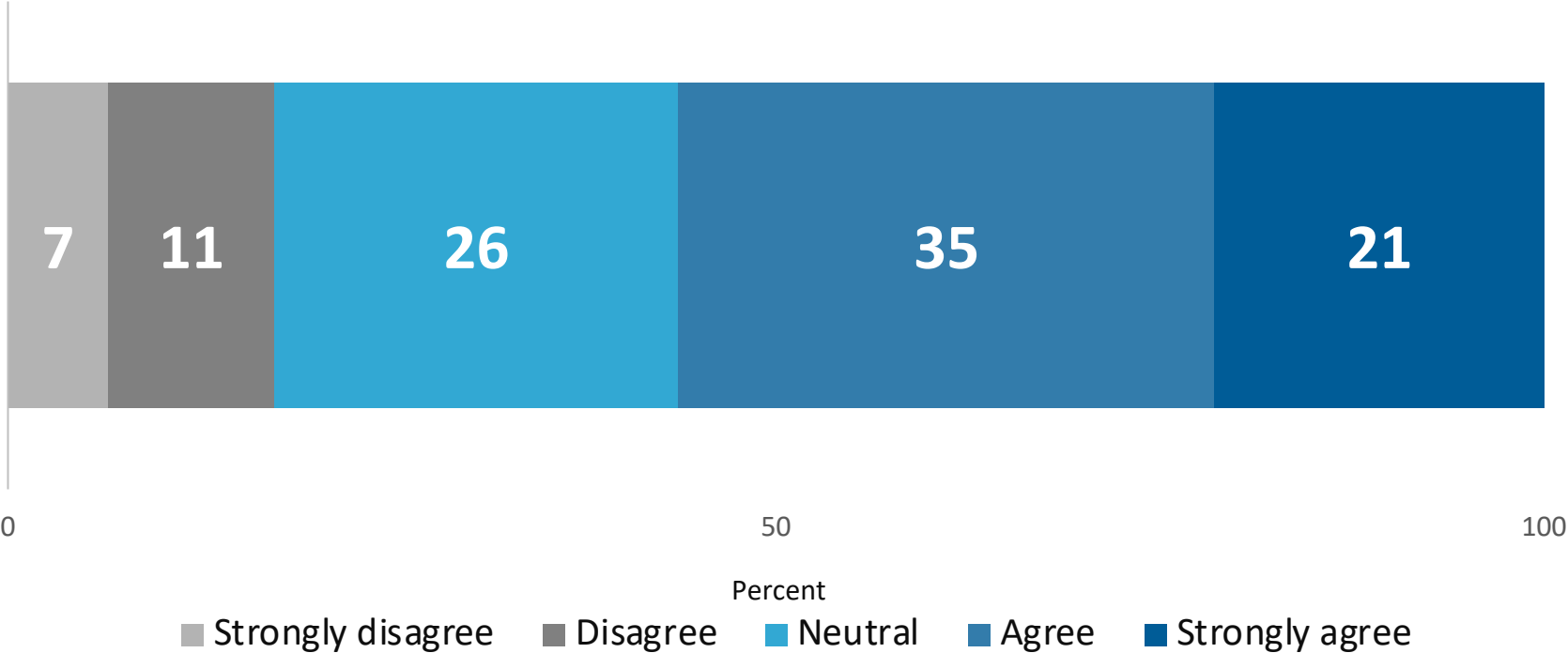
I feel safe participating in outdoor recreational activities (e.g., hiking, biking, water sports)



COVID-19 and Travel and Leisure Activities

Base: Residents of Louisiana Advertising Markets

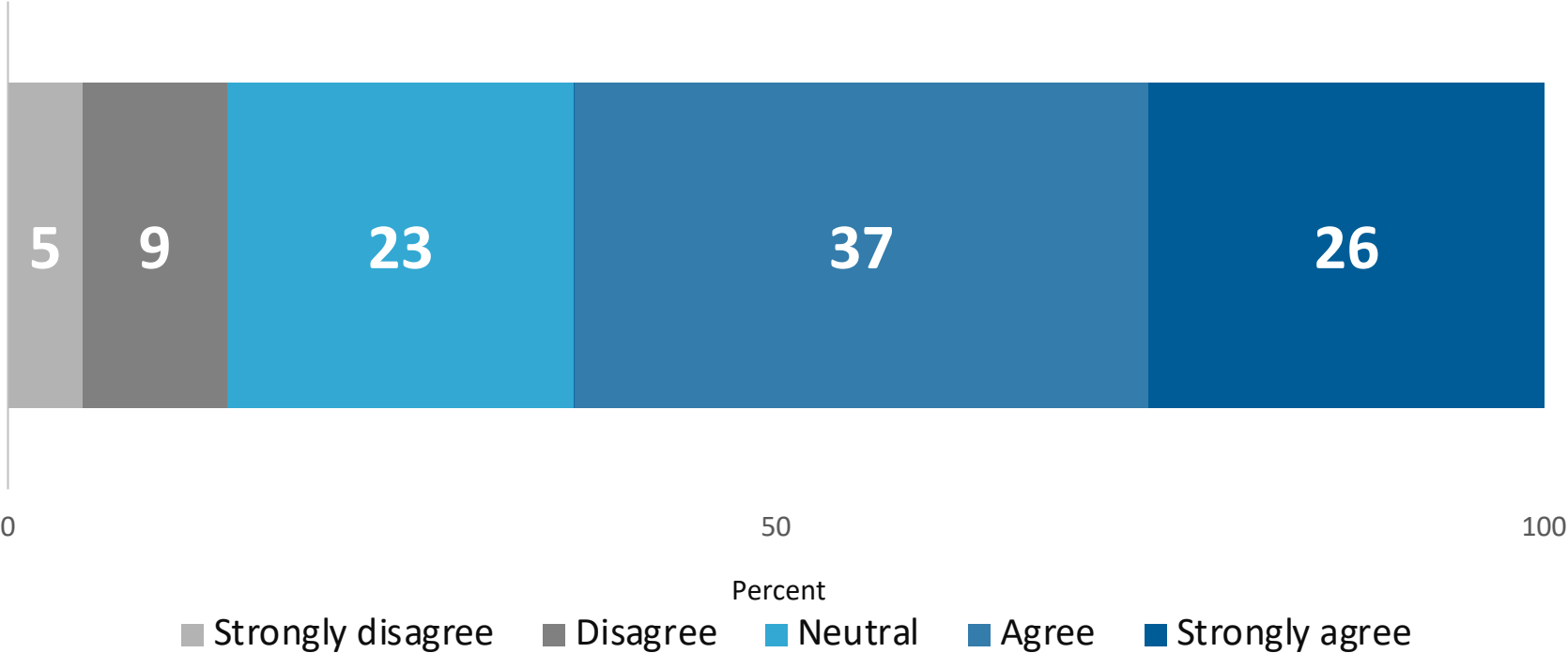
I feel safe participating in indoor recreational activities (e.g., visiting museums)



COVID-19 and Travel and Leisure Activities

Base: Residents of Louisiana Advertising Markets

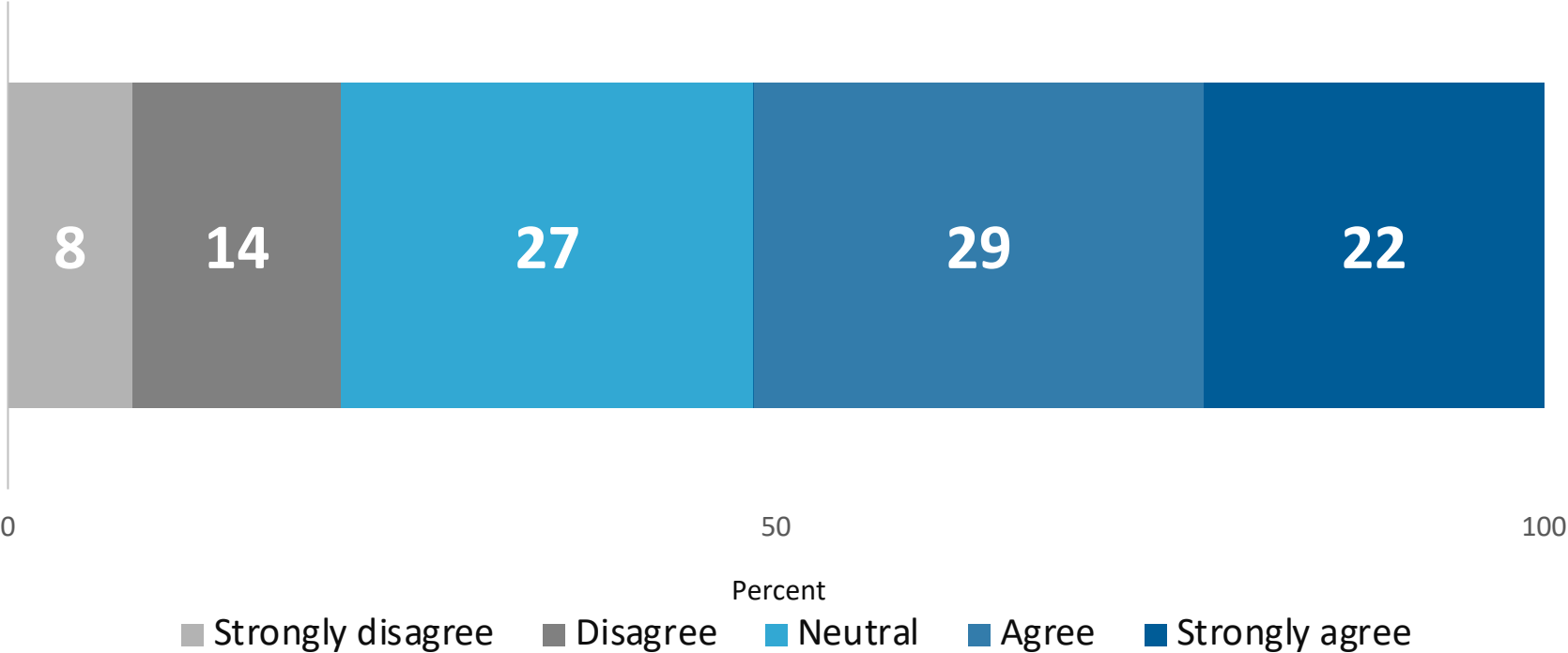
I feel safe attending outdoor events (e.g., festivals)



COVID-19 and Travel and Leisure Activities

Base: Residents of Louisiana Advertising Markets

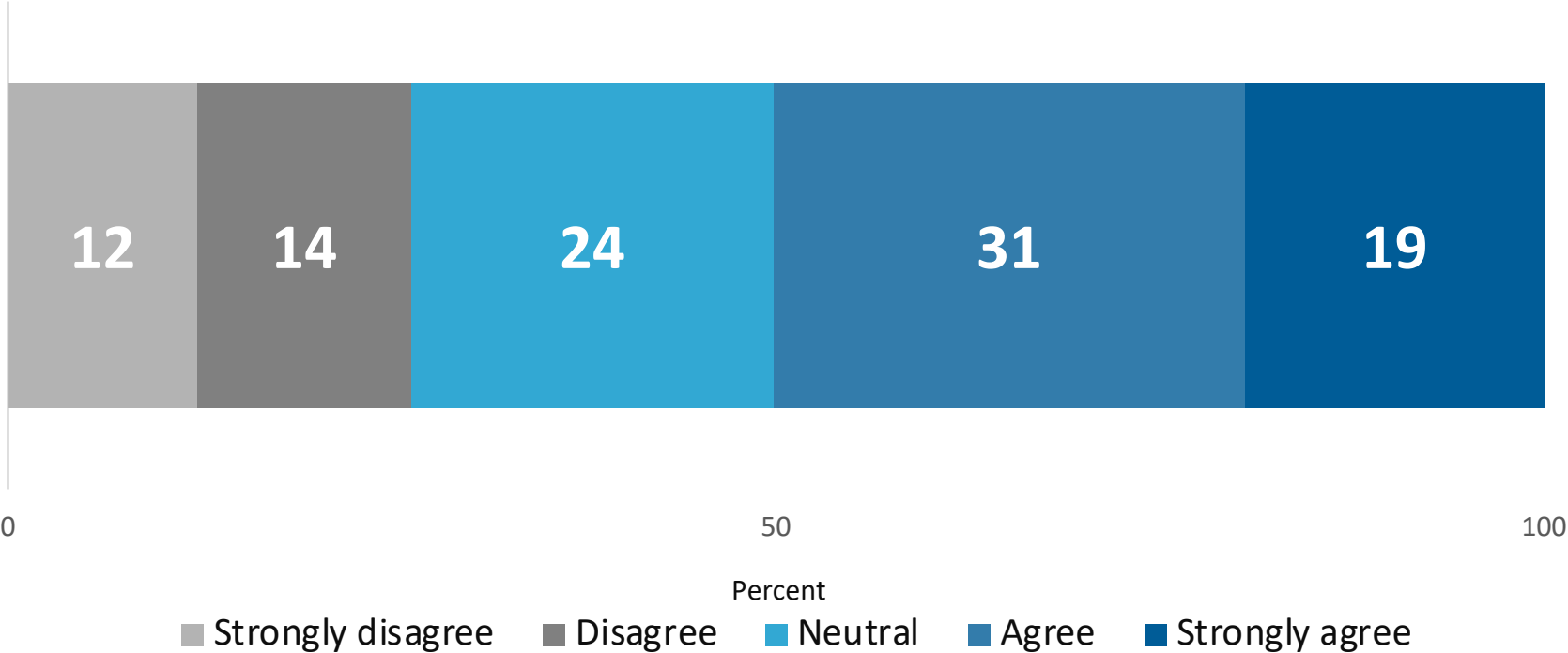
I feel safe attending youth and adult sporting events (e.g., basketball, baseball, football)



COVID-19 and Travel and Leisure Activities

Base: Residents of Louisiana Advertising Markets

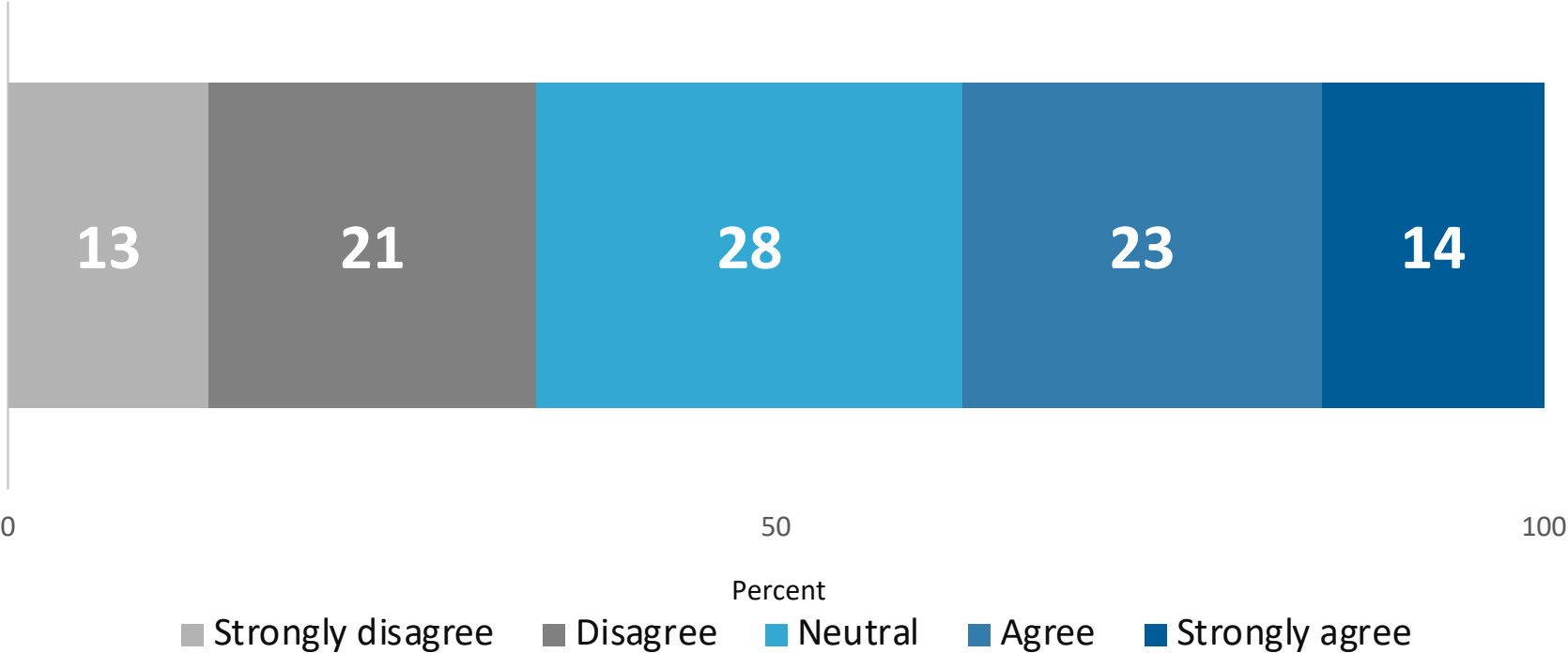
I feel safe traveling by plane



COVID-19 and Travel and Leisure Activities

Base: Residents of Louisiana Advertising Markets

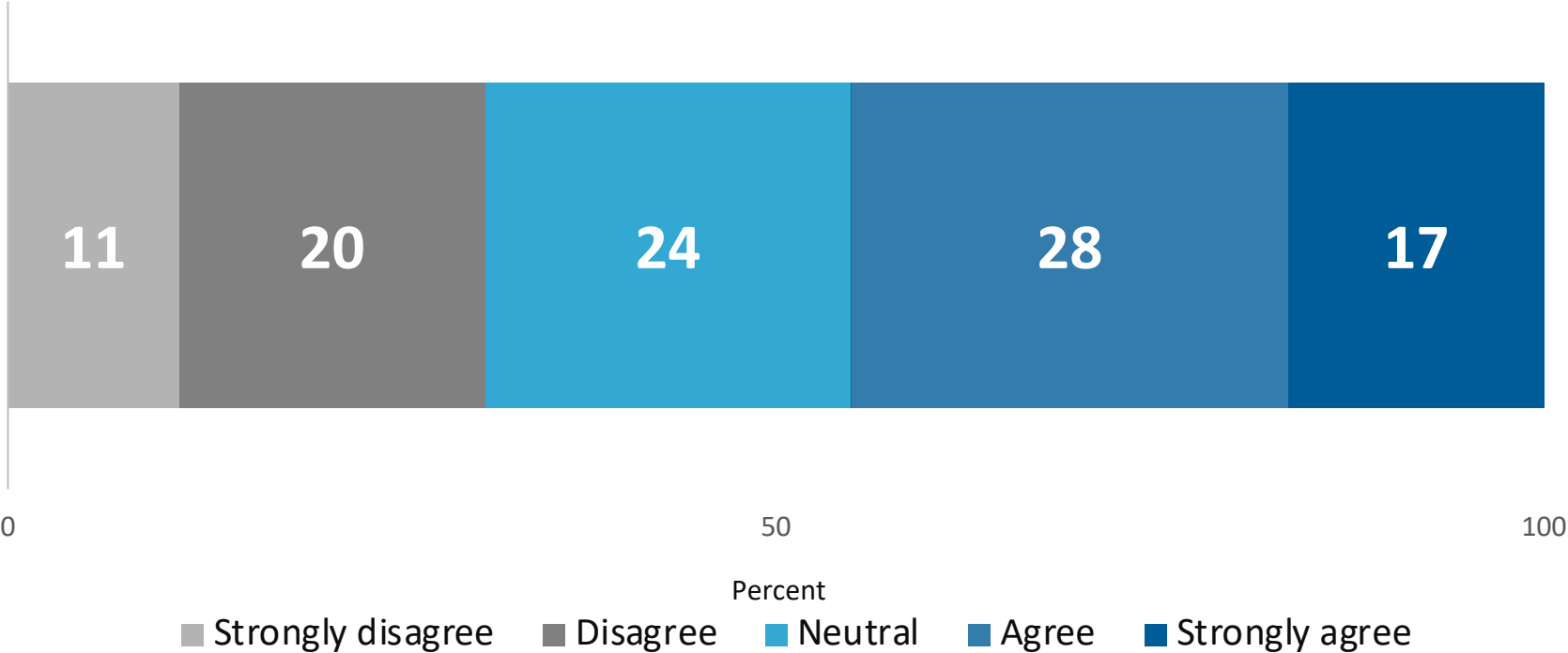
I am more likely to vacation at home (i.e., staycation) rather than visit another destination



COVID-19 and Travel and Leisure Activities

Base: Residents of Louisiana Advertising Markets

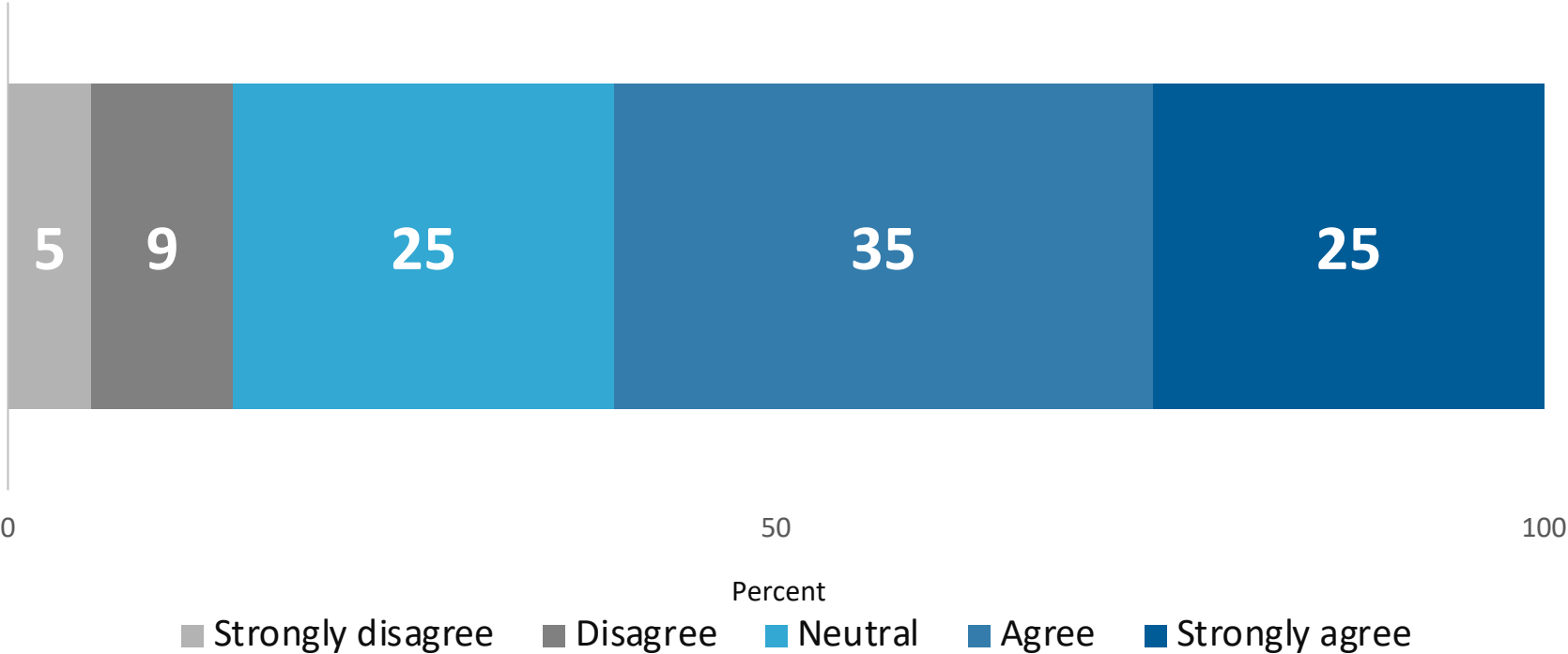
I am willing to travel, but only by car



COVID-19 and Travel and Leisure Activities

Base: Residents of Louisiana Advertising Markets

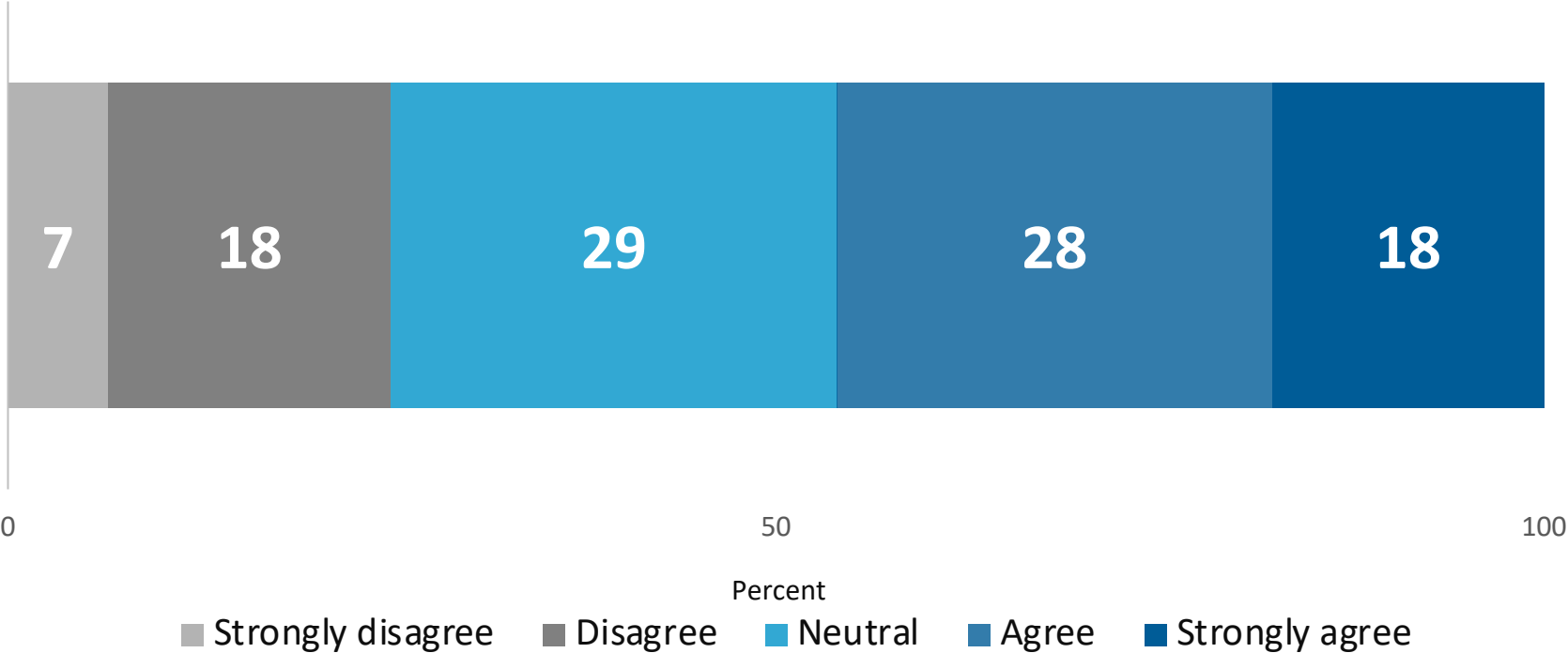
I am more likely to visit a destination I can drive to as opposed to fly



COVID-19 and Travel and Leisure Activities

Base: Residents of Louisiana Advertising Markets

I am more likely to travel within my own state rather than other states





Louisiana's COVID-19 Policies

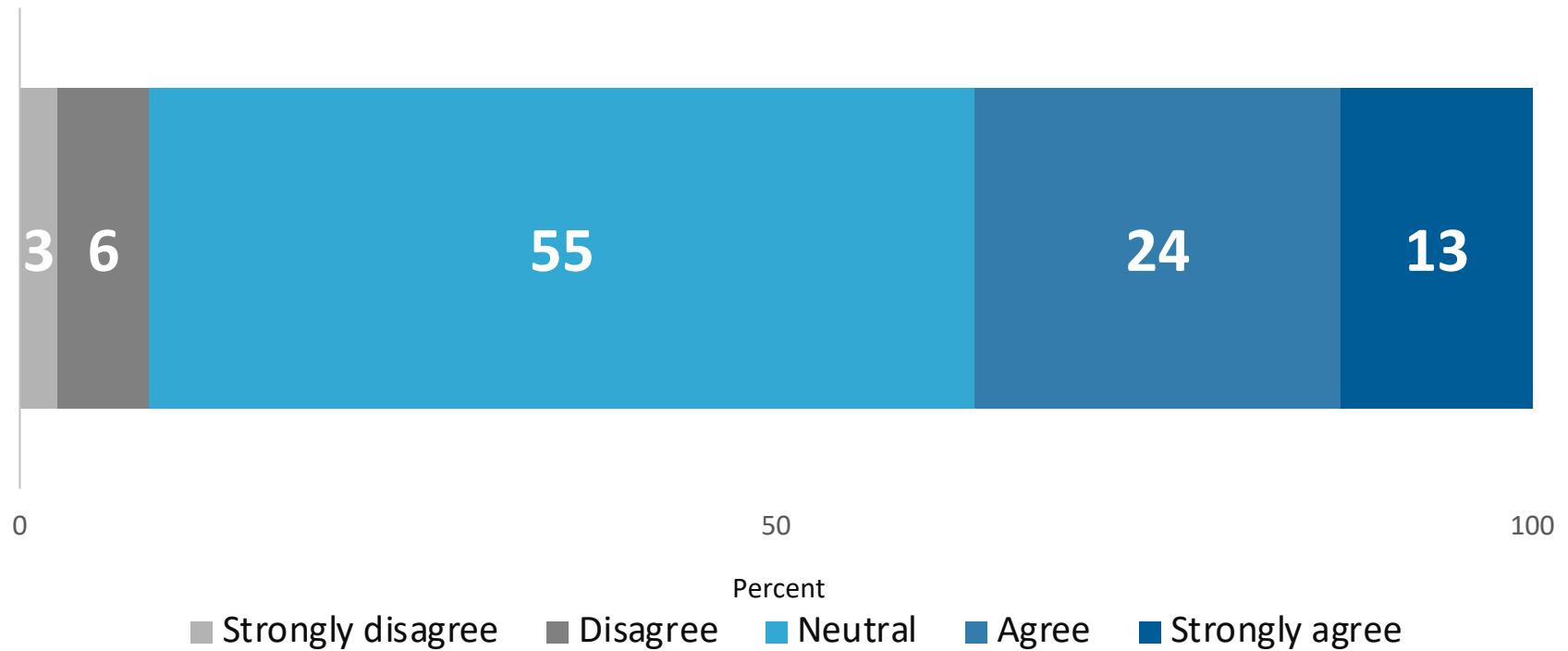
Louisiana's COVID-19 Policies

- 55% of respondents in Louisiana's key advertising markets were neutral when asked if they agreed that Louisiana's COVID-19 policies are/were easy to understand, and only 37% had some level of agreement.
- Similarly, there was around half, 55%, of respondents who were neutral in their approval of the way the state's government handled the COVID-19 pandemic and in regards to the policies put in place by the government regarding the COVID-19 pandemic.
 - The minority of respondents said they did not agree with the way the government in the state handled the COVID-19 pandemic and the policies put in place, 14% respectively.
- Proof of vaccination status and or negative testing is a largely debated topic in the travel and tourism industry, and Louisiana's key advertising markets are split.
 - 36% of respondents in Louisiana's key advertising markets are in agreement that they will not travel to cities in Louisiana that require proof of vaccination or a negative PCR test to participate in activities such as indoor dining/bars, indoor entertainment and large outdoor events.
 - While 35% disagree that they would not visit if this was a requirement for activity participation.

Louisiana's COVID-19 Policies

Base: Residents of Louisiana Advertising Markets

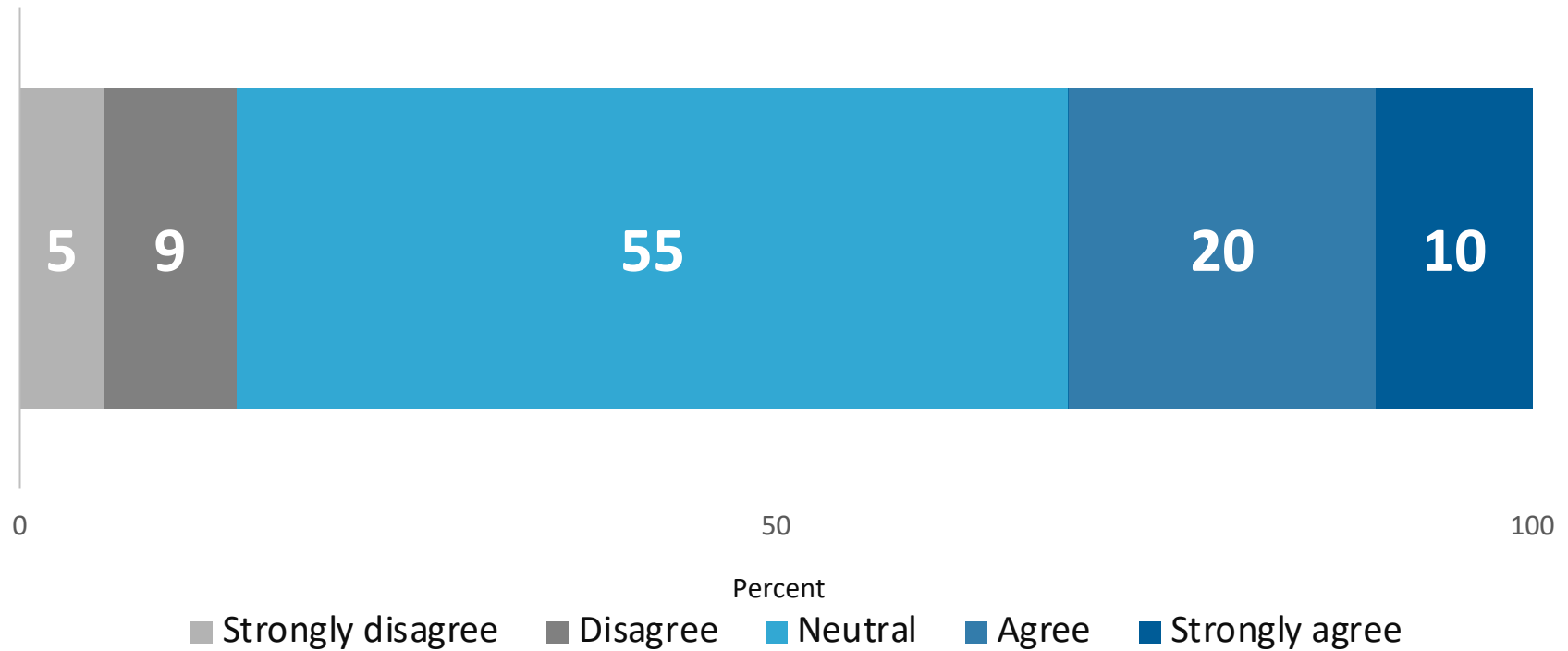
Louisiana's COVID-19 policies are/were easy to understand



Louisiana's COVID-19 Policies

Base: Residents of Louisiana Advertising Markets

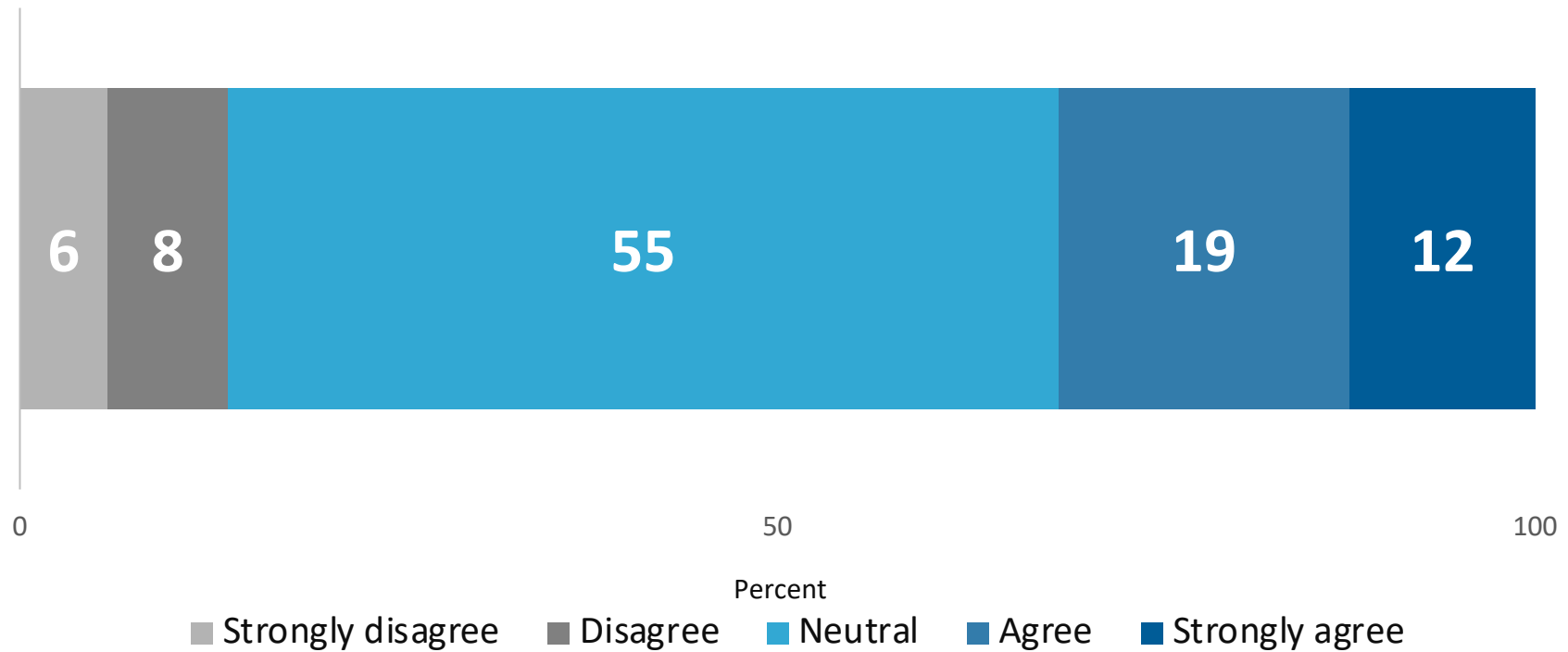
I approve of the way Louisiana's government handled the COVID-19 pandemic



Louisiana's COVID-19 Policies

Base: Residents of Louisiana Advertising Markets

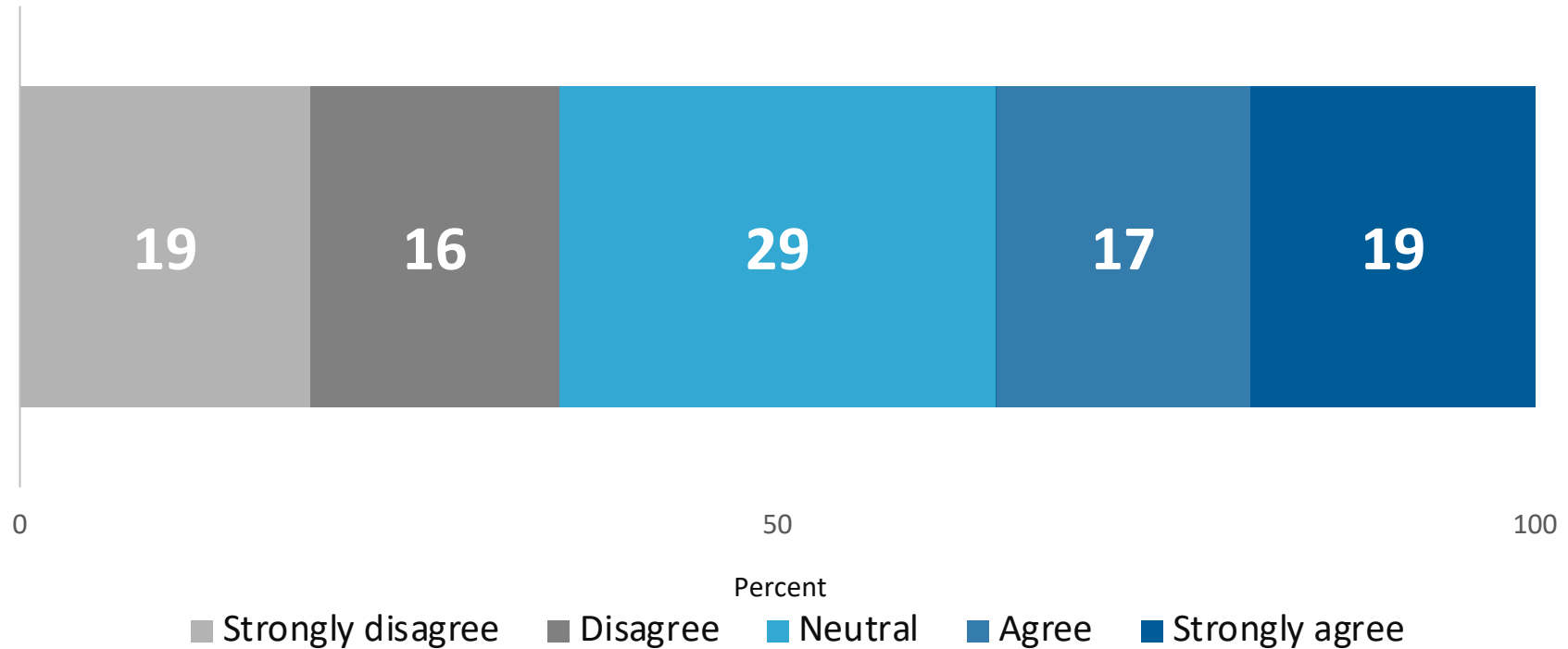
I agree with the policies put in place by Louisiana's government regarding COVID-19



Louisiana's COVID-19 Policies

Base: Residents of Louisiana Advertising Markets

I will not travel to cities in Louisiana that require proof of vaccination or a negative PCR test to participate in activities, such as indoor dining/bars, indoor entertainment, and large outdoor events

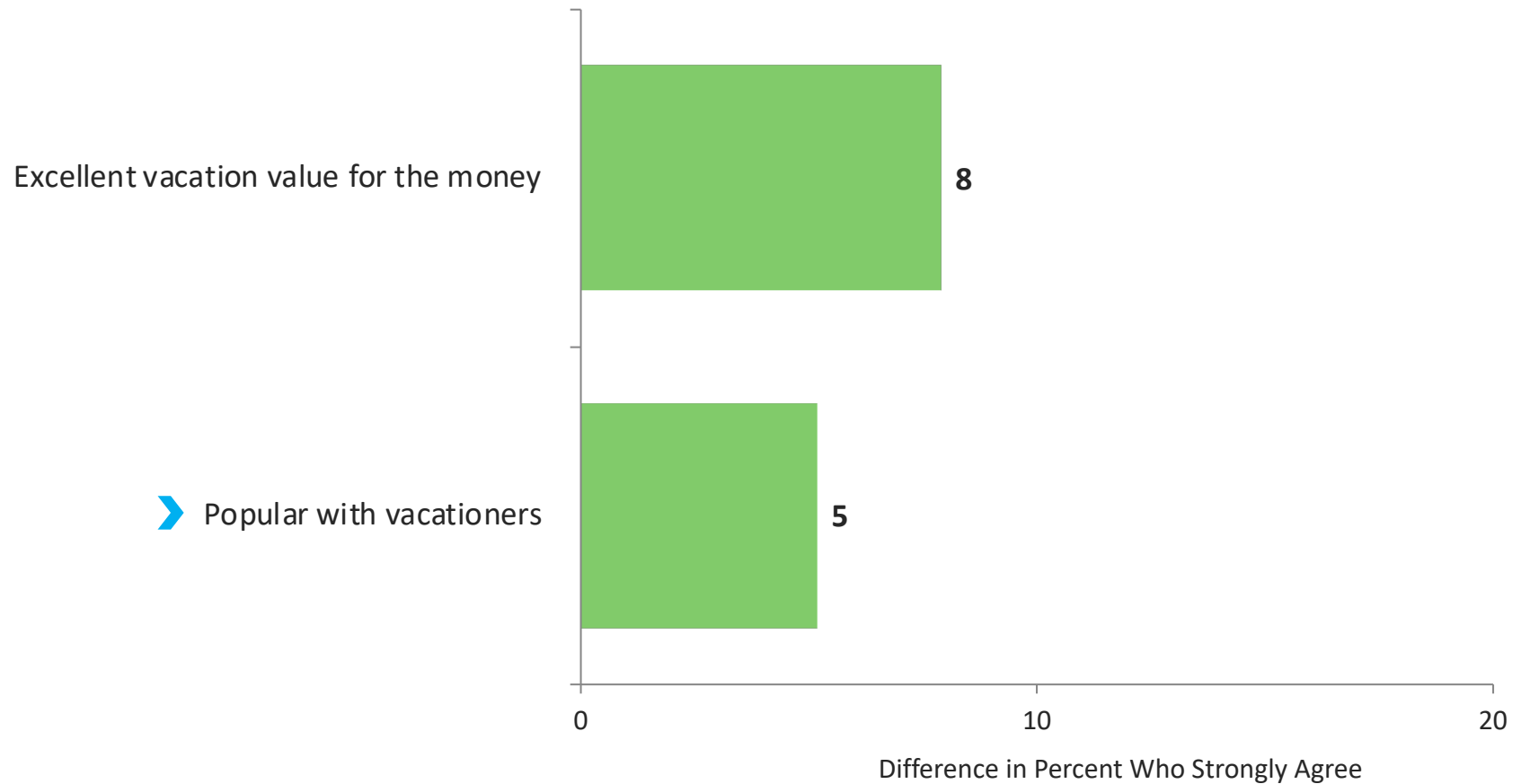




**Appendix: Louisiana's
Image Strengths &
Weaknesses vs.
Individual
Competitors**

Louisiana's Image Strengths vs. Alabama

Base: Residents of Louisiana Advertising Markets

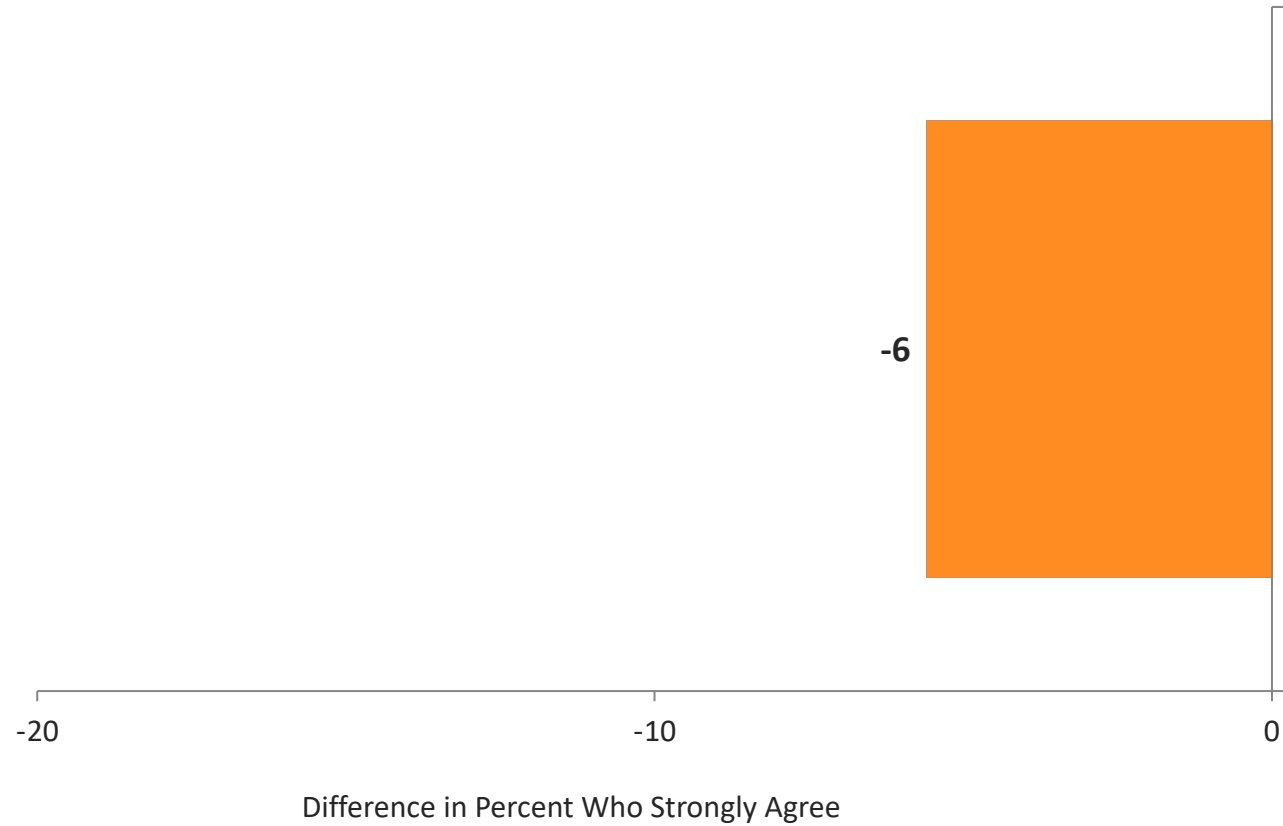


* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

Louisiana's Image Weaknesses vs. Alabama

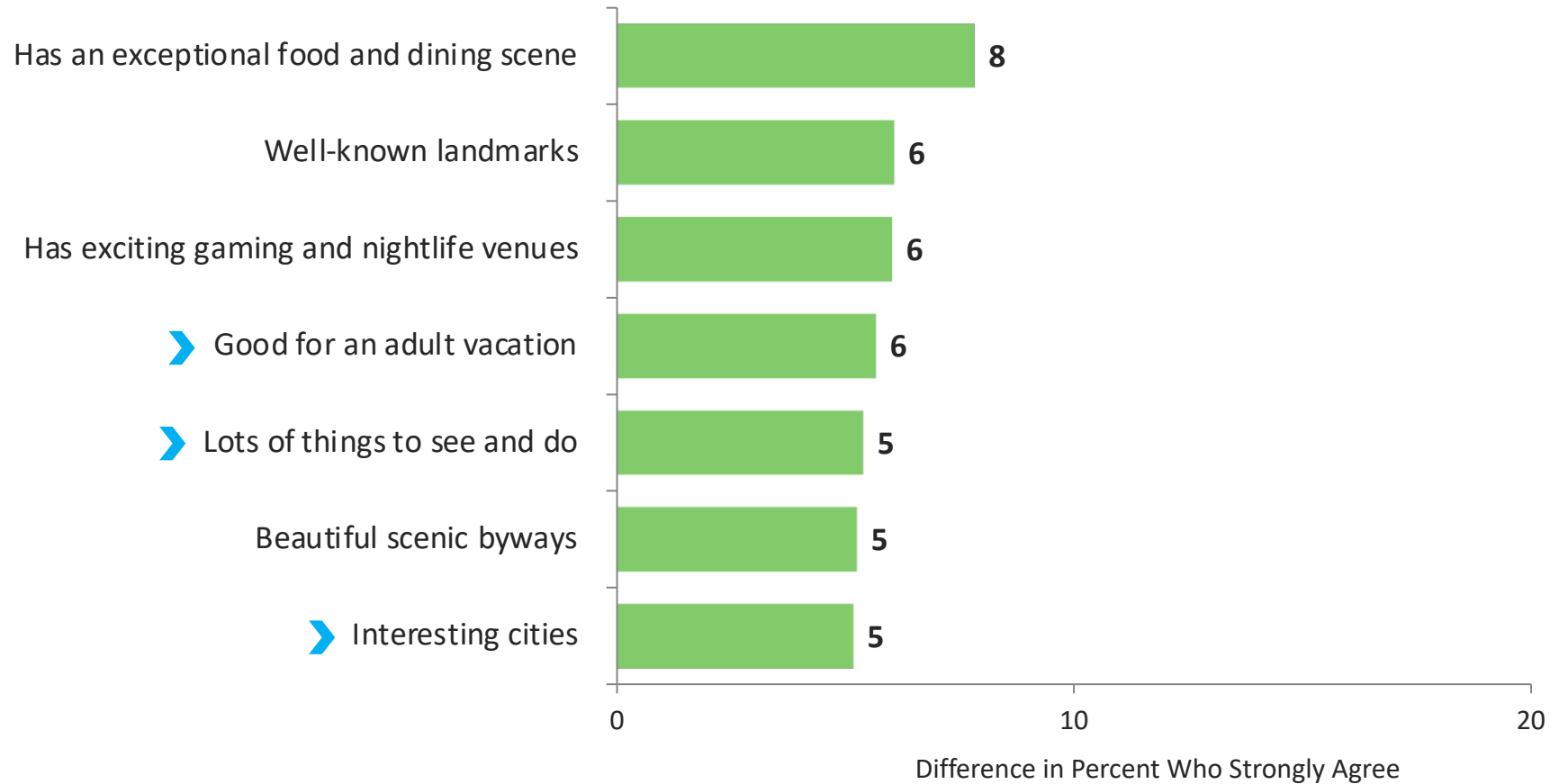
Base: Residents of Louisiana Advertising Markets

Great for professional/college sports



Louisiana's Image Strengths vs. Arkansas

Base: Residents of Louisiana Advertising Markets



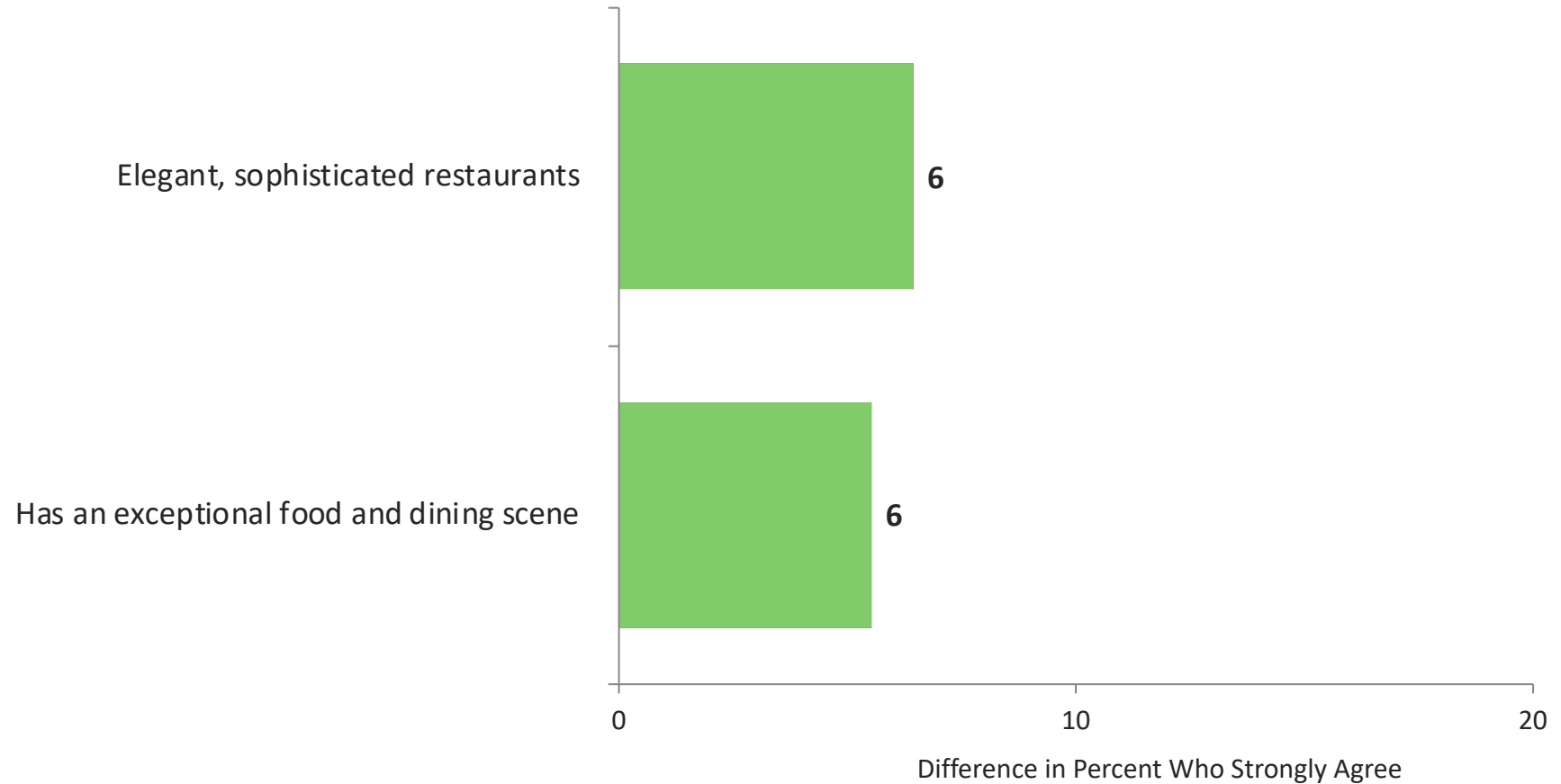
* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

Louisiana's Image Weaknesses vs. Arkansas

**THERE WERE NO SIGNIFICANT
PERCEIVED IMAGE WEAKNESSES
VS. ARKANSAS**

Louisiana's Image Strengths vs. Tennessee

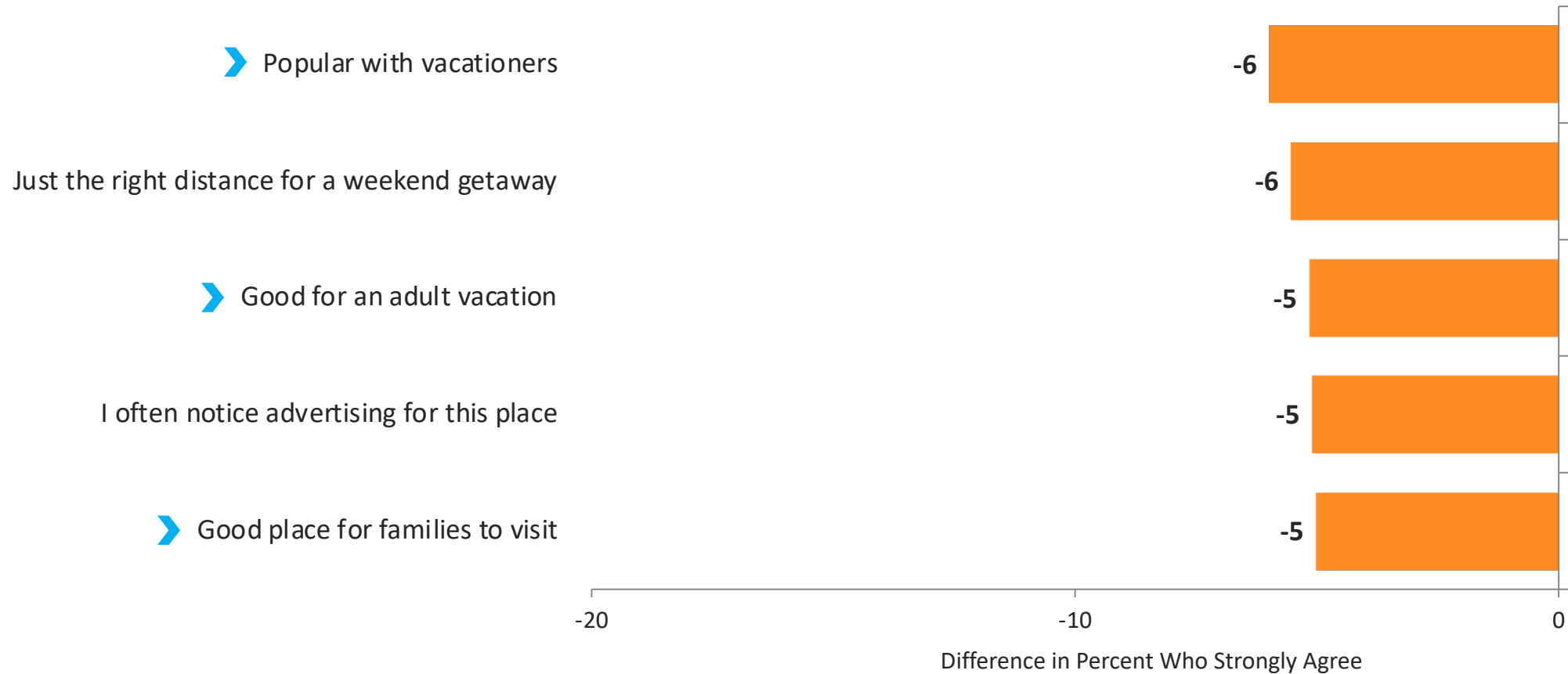
Base: Residents of Louisiana Advertising Markets



* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

Louisiana's Image Weaknesses vs. Tennessee

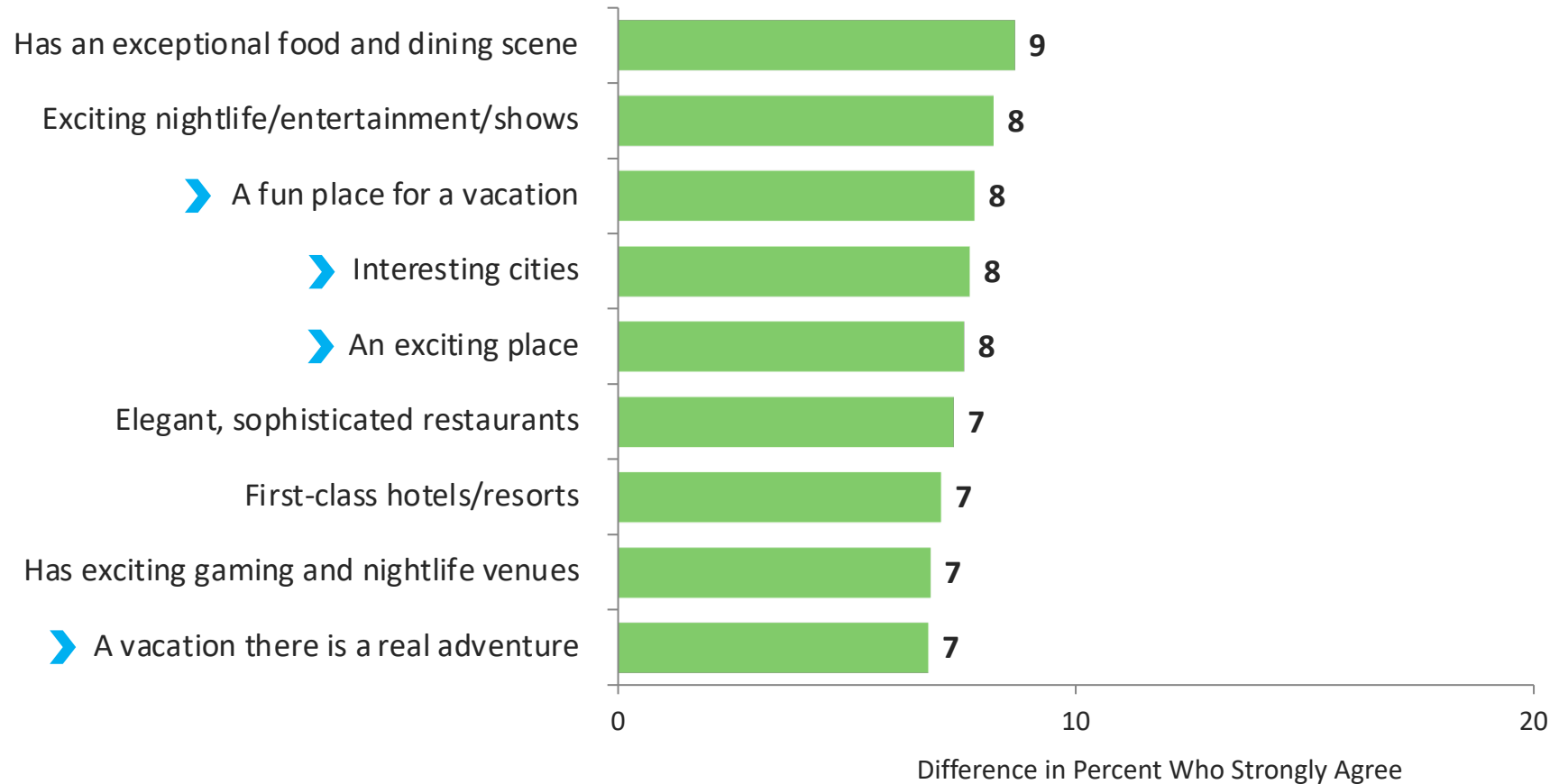
Base: Residents of Louisiana Advertising Markets



* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

Louisiana's Image Strengths vs. Mississippi

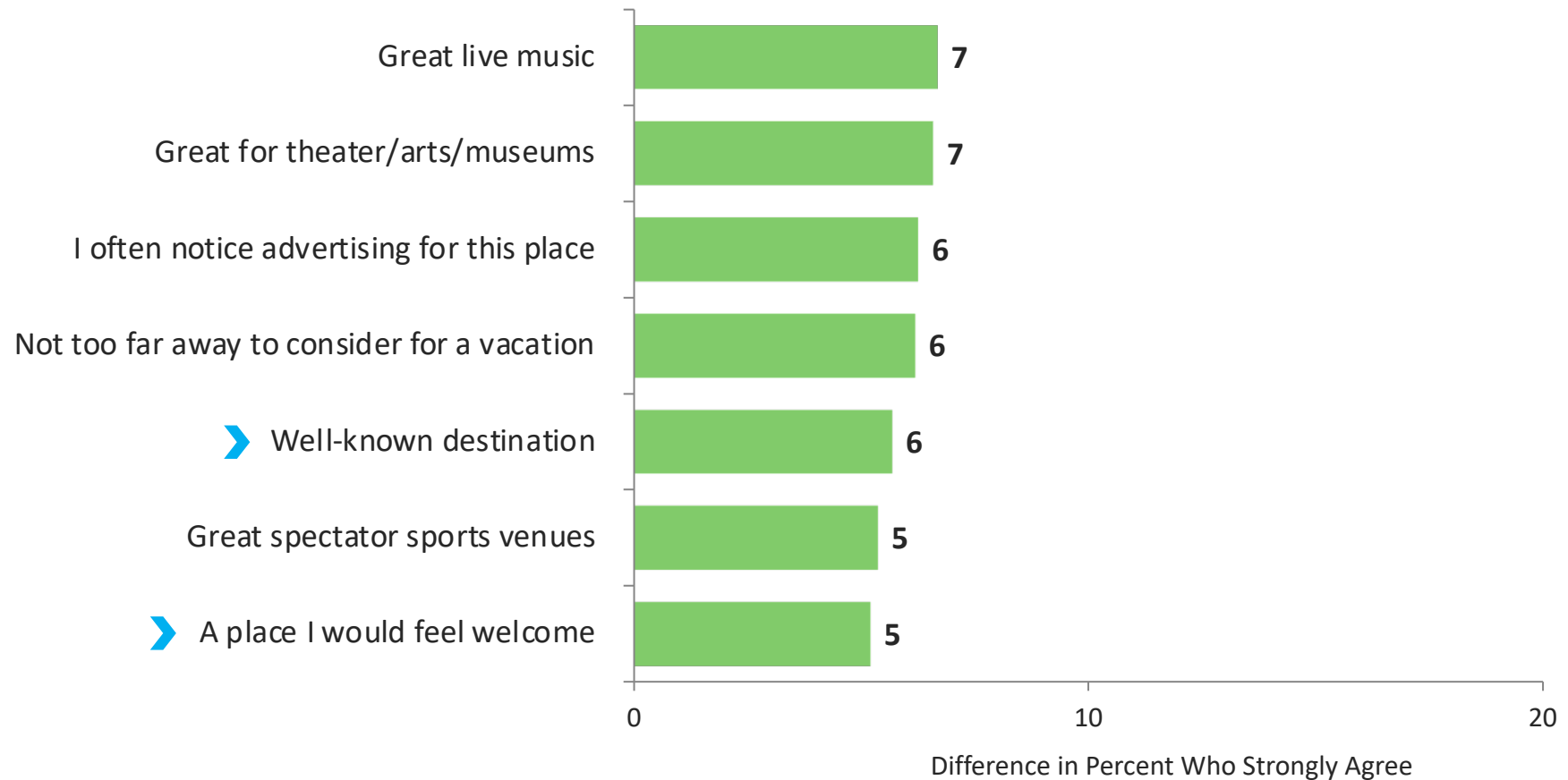
Base: Residents of Louisiana Advertising Markets



* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

Louisiana's Image Strengths vs. Mississippi (Cont'd)

Base: Residents of Louisiana Advertising Markets



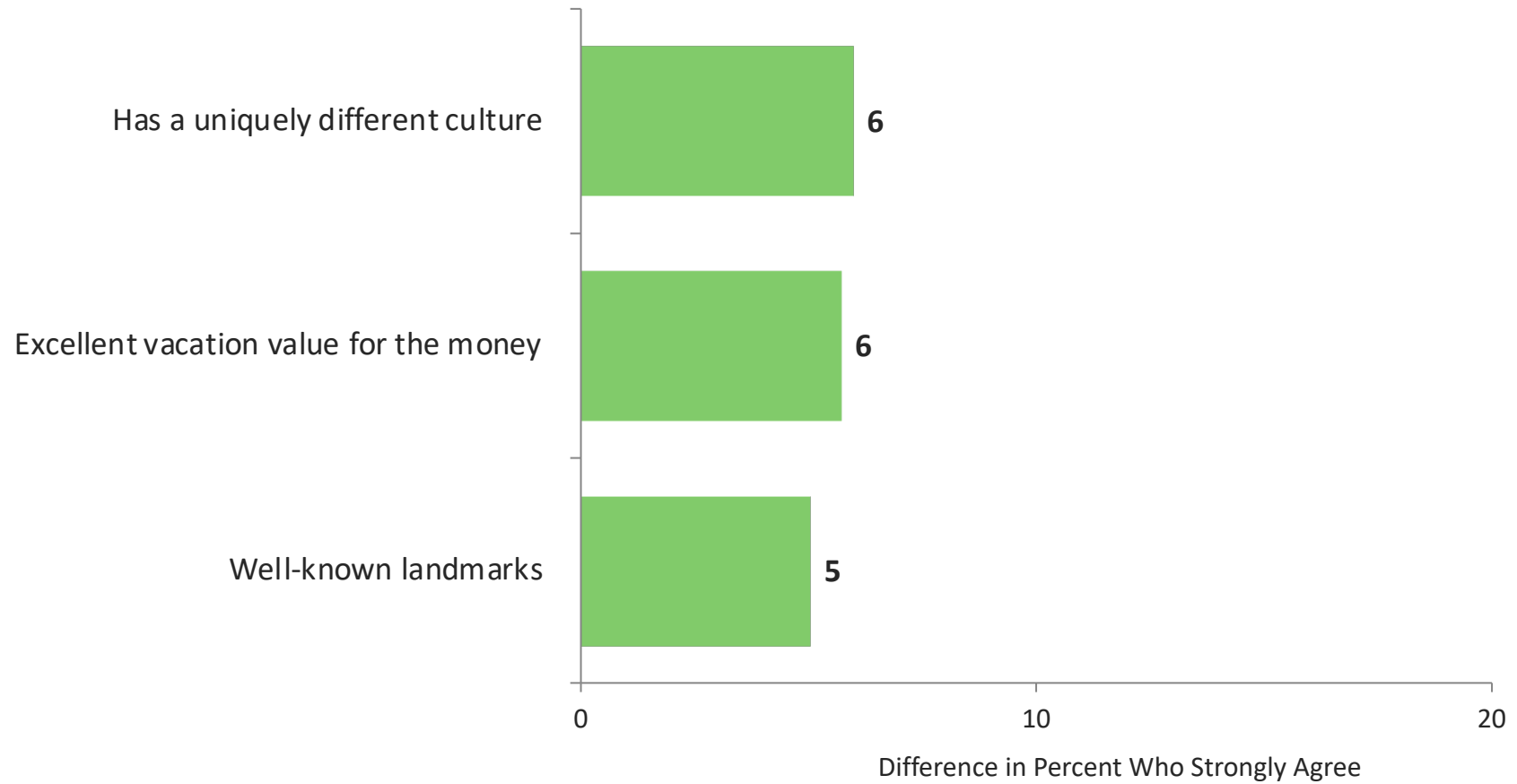
* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

Louisiana's Image Weaknesses vs. Mississippi

**THERE WERE NO SIGNIFICANT
PERCEIVED IMAGE WEAKNESSES
VS. MISSISSIPPI**

Louisiana's Image Strengths vs. Georgia

Base: Residents of Louisiana Advertising Markets



Louisiana's Image Weaknesses vs. Georgia

Base: Residents of Louisiana Advertising Markets

