Louisiana
Visitor Profile
Calendar Year 2023

MMGY Travel Intelligence

INSIGHTS THAT TAKE YOU PLACES

Year-End 2023
Visitor Profile.

An Inside Look at the Leisure Travel Market in Lousiana

MMGY Travel Intelligence
7950 Jones Branch Drive
Suite 855
Mclean, VA 22102
Tel.: +1. 703 536 0500
www.mmgyintel.com

DK SHIFFLET

Ashley Adams
Research Account Manager

May 2024

Table of Contents

— 1 —

EXECUTIVE SUMMARY

Methodology

This visitor report was prepared for the **Louisiana Office of Tourism** by MMGY TravelIntelligence. For the purpose of this study, the current reporting time frame of calendar year 2023.

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

Greater New Orleans: Jefferson, Plaquemines, Orleans, St. Bernard, St. Charles, St. James, St. John the Baptist, St. Tammany

Southwest Louisiana: Acadia, Allen, Assumption, Calcasieu, Cameron, Evangeline, Iberia, Jefferson Davis, Lafayette, St. Landry, St. Martin, St. Mary, Vermilion

South Louisiana: Ascension, East Baton Rouge, East Feliciana, Iberville, Lafourche, Livingston, Pointe Coupee, St. Helena, Tangipahoa, Terrebonne, Washington, West Baton Rouge, West Feliciana

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

Central Louisiana: Avoyelles, Beauregard, Catahoula, Concordia, De Soto, Grant, La Salle, Natchitoches, Rapides, Red River, Sabine, Vernon, Winn

The travel trend information presented in this report was obtained from surveys of 59,321 U.S. households during January 2023 through December 2023. The 2023 Visitor Profile is based on a sample of 1,242 households for all travel to Louisiana. The sample has been balanced by statistical weighting to ensure the data is representative of all travelers in America. The Central Louisiana region has a very small sample size so please use caution when making decisions based on the data.

MMGY Travel Intelligence

Visitor Profile / Volume

Louisiana's Volume
(in millions)

Central Louisiana

Southwest Louisiana

South Louisiana

North Louisiana

Greater New Orleans

	2018	2019	2020	2021	2022	2023
Central Louisiana	3.35	3.21	1.95	2.55	2.61	2.51
Southwest Louisiana	9.20	9.80	6.23	7.90	8.11	8.16
South Louisiana	10.05	10.25	6.07	7.59	7.98	7.72
North Louisiana	8.77	8.90	4.67	6.02	6.25	6.38
Greater New Orleans	19.40	20.36	12.67	16.81	17.36	17.80
Total	**50.8**	**52.5**	**31.6**	**40.9**	**42.3**	**42.6**
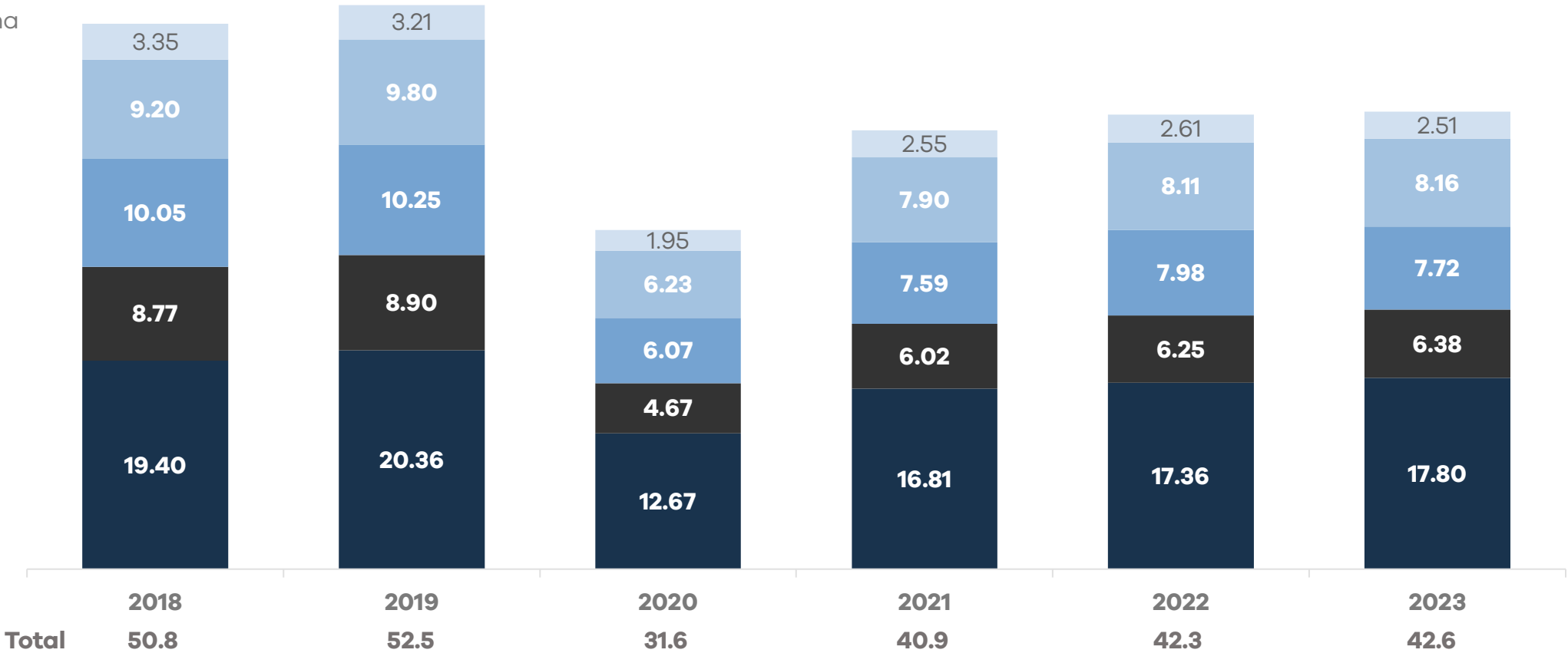
Person-Stays
Source: 2023 PERFORMANCE/Monitor

Visitor Profile / **Volume**

Louisiana's Direct Spending

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

	2018	2019	2020	2021	2022	2023
Other	$685	$694	$409	$549	$570	$588
Entertainment	$2,504	$2,655	$1,826	$2,252	$2,321	$2,275
Shopping	$2,112	$2,163	$1,616	$2,020	$1,912	$1,952
Food & Beverage	$3,919	$4,233	$3,195	$4,019	$3,862	$3,858
Lodging	$2,541	$2,800	$2,526	$3,340	$3,356	$3,429
Transportation	$5,068	$5,351	$3,366	$4,093	$4,298	$4,230
Total	**$16,828**	**$17,895**	**$12,939**	**$16,273**	**$16,319**	**$16,332**

$ millions
Source: 2023 PERFORMANCE/Monitor

Focus on Louisiana's Travelers

- Louisiana domestic travel volume increased by 0.6% in 2023 over the year prior in total person-stays. Even though domestic travel volume has recovered from 2020, the volume of travel is still not back to 2019 levels.

- In-state travellers accounted for more than half of visitation in the state (52%) as people chose to stay closer to home. Beyond Louisiana, visitors arrived from Texas, Mississippi, Florida and Alabama, and accounted for another 30% of visitors combined.

- The average one-way distance travelled by Louisiana travellers decreased 2% from 253 miles to 247 miles. For visitors arriving by car, which accounted for 85% of the travellers to Louisiana, the average one-way distance travelled decreased 6% from 199 miles to 187 miles.

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

> - Generations: **Millennials**
> - Accommodation: those staying in **High-End Hotels and Mid-Level Hotels**
> - Purpose of Stay: **Overnight vacation and visit friends/relatives, business group meetings and transient business**
> - Traveling Party: **Couples, those with Children present and solo travelers**
> - Length of Stay: **those that stay longer than 2 nights**
> - Origin: **New Orleans, LA, Houston, TX, and Baton Rouge, LA**

Source: 2023 PERFORMANCE/Monitor[SM]

Top line figures Louisiana visitation in 2023:

- Average Income: $95,979, a decrease from the year prior due to the decline of the share of travellers whose household income were $200,000 or higher.

- Purpose of Stay: majority travel for leisure purposes with 56% being non-vacation leisure and 23% being visiting friends and relatives. Nineteen percent of visitors to Louisiana came to the state for leisure vacation purposes and another 24% came to state for business purposes.

- Activity: most travel parties' shop, visit friends/relatives, participate in a culinary/dining experiences, travel for business/work, sightsee and tour, participate in nightlife and fish.

- Traveling Party: single adults (47%) and pairs (36%).

- Length of Stay: 1.89 days on average (day trips and single nights), overnight only is 2.79 nights.

- Expenditures: $233 per person spending per day, an increase of 7% from 2022. The largest portion of spending was in Transportation (25%), followed by Food & Beverage (22%), Lodging (20%), Shopping (15%) and Entertainment (14%).

- Timing: November was the top month of travel to Louisiana, followed by December, October and July.

Source: 2023 PERFORMANCE/Monitor[SM]

- The impact of visitation and spending to Louisiana as a share of the US travel market continued to rise slightly during 2023. Louisiana travel parties (or **Stays**), the main focus of this report represent 1.5% of the US travel market, up from 1.3% in 2022. People often travel together with family, friends, or other groups. Thus, the stays metric takes into account how many distinct groups of travelers came to the destination.

- In contrast, the number of **Person-Stays** taken to a destination indicates how many people came to your destination, but not how long they stayed**.** Louisiana travelers (or Person-Stays) represent 1.4% of the US travel market.

- The **Person-Days** metric is simply the total number of days that visitors contributed to Louisiana. Louisiana travelers represent 1.4% of the US market share and slightly rose from 1.3% in 2022.

- Louisiana received about $1.31 of every $100.00 spent on travel in the U.S. during 2023. The monetary worth of travelers increased by $0.12 year-on-year. Changes in **Direct Spending** can not only be influenced by ALL other travel measures including number of travel parties, number of persons, number of days, number of people in the Stays, length of stay, and individual traveler spending as well as changes in travel party composition, purpose of trip, activity participation levels, or accommodation choice.

Louisiana Market Share of U.S. Travel

Legend: ■ 2018   ■ 2019   ■ 2020   ■ 2021   ■ 2022   ■ 2023

Stays: 1.3% / 1.7% / 2.3% / 1.3% / 1.3% / 1.5%
Person-Stays: 1.4% / 1.7% / 1.9% / 1.2% / 1.3% / 1.4%
Person-Days: 1.5% / 1.7% / 1.7% / 1.2% / 1.3% / 1.4%
Trip-Dollars: 1.6% / 1.9% / 2.1% / 1.1% / 1.2% / 1.3%
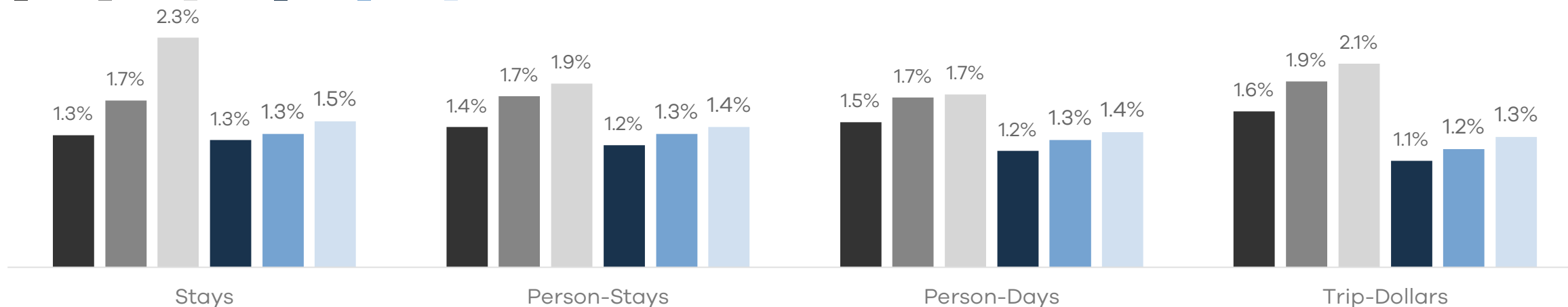
* Louisiana Total Segment (Base = 1,694)
Source: 2023 PERFORMANCE/Monitor^{SM}

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited.

MM GY Travel Intelligence
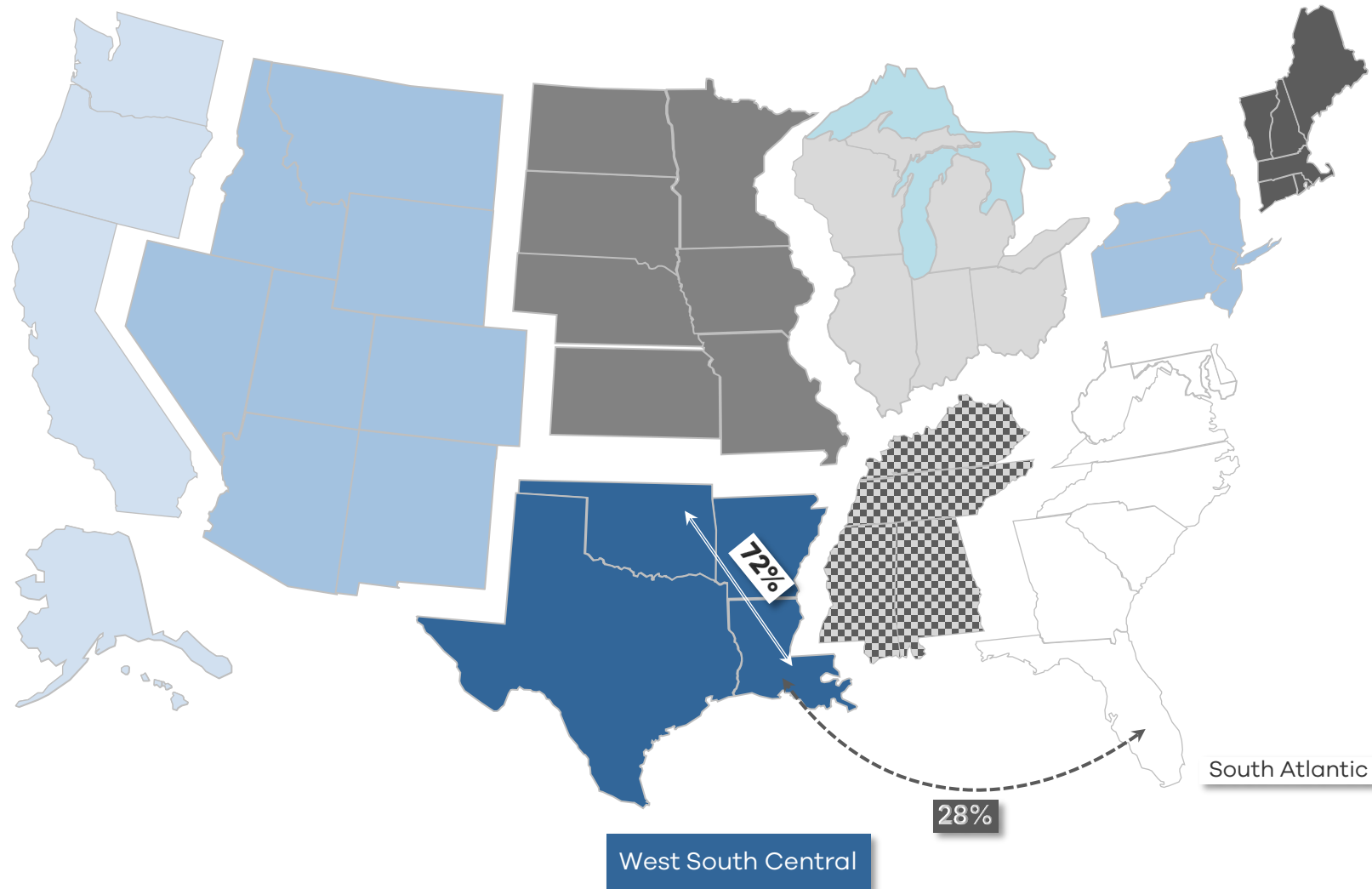
Intra vs. Inter Travel Louisiana

72% ← Intra-Census Division (within)

28% ⤵ Inter-Census Division (between)

72% West South Central

28%

South Atlantic

* 2023 Louisiana Person-Stays (Base = 1,694)
Source: 2023 PERFORMANCE/Monitor[SM]

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited.

MMGY Travel Intelligence

Origin States and DMAs- Louisiana
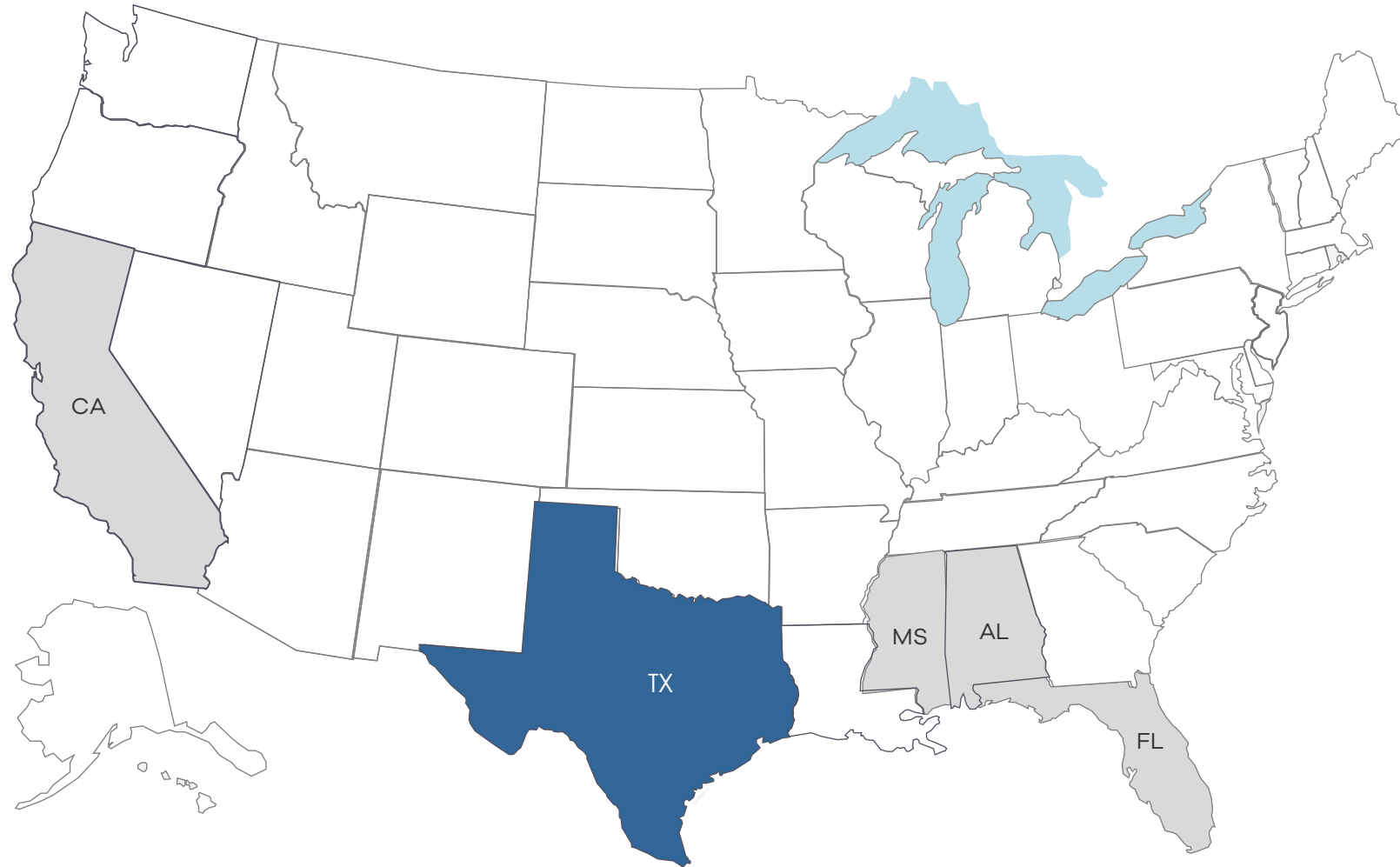
- While the majority of visitors to Louisiana originate from the west south central region, visitors from the east south central region nearly doubled from 2022.

- Texas provides 16% of travel to the state, with another 9% from Mississippi, 3% from Florida, 3% from Alabama and 2% from California.

- The top 10 DMAs produce close to 70% of Louisiana's visitors.

Origin DMA	
16%	Baton Rouge, LA
14%	New Orleans, LA
9%	Lafayette, LA
8%	Shreveport, LA
5%	Houston, TX

* 2023 Louisiana Person-Stays (Base = 1,694)
Source: 20223PERFORMANCE/Monitor^SM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited.

MMGY Travel Intelligence

Transportation to Louisiana

Louisiana Total Travel

85%
Auto

5%
Airplane

10%
Train, Bus and other

Region	Miles
Total U.S.	334 miles
Total Louisiana	247 miles
Greater New Orleans	336 miles
South	209 miles
Southwest	99 miles
North	162 miles
Central	132 miles

* 2023 Louisiana Person-Stays (Base = 1,694)
Source: 2023 PERFORMANCE/Monitor[SM]
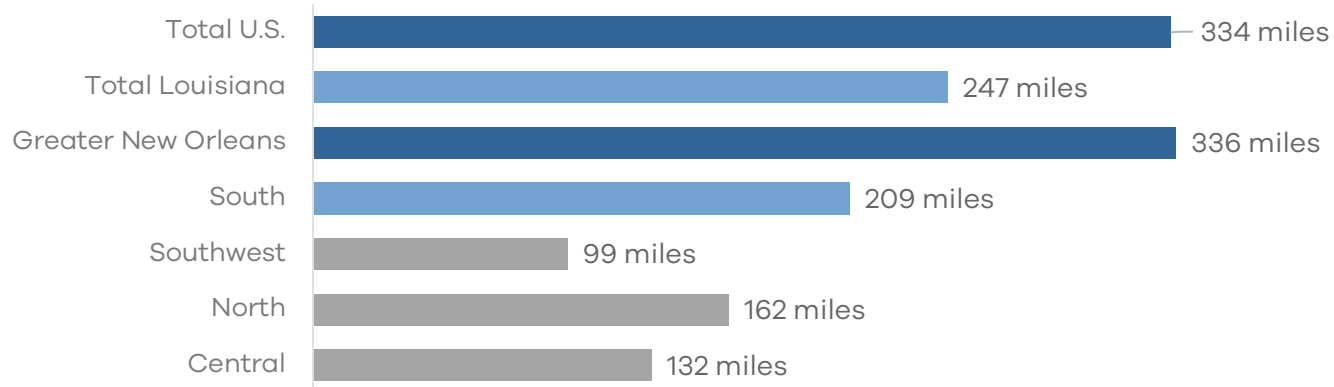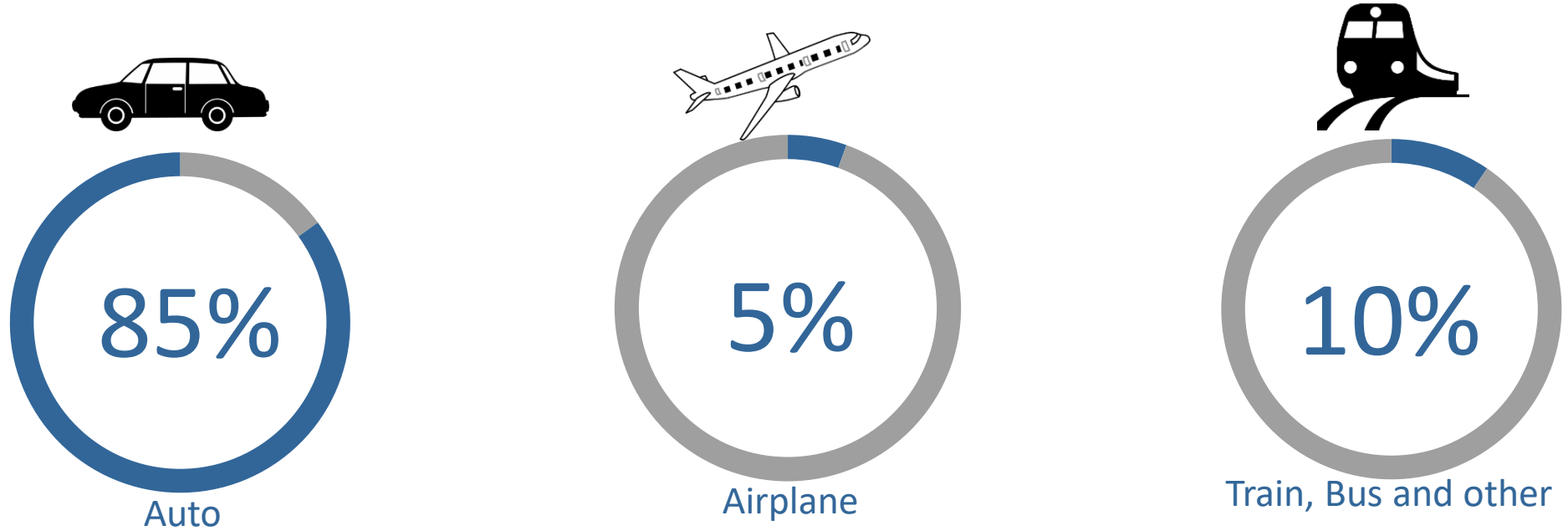
The average distance traveled one-way by Louisiana visitors was 247 miles, which was lower than the average U.S. traveler. This decreased slightly from 253 miles in 2022, a 2% decrease year-on-year.

Almost all types of visitors to Louisiana traveled for a shorter distance in 2023, with the exception of the South and Central Louisiana regions.

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

MMGY Travel Intelligence

Trip Planning and Booking Time Frame- Louisiana

Looking

Booking

6%   8%

6%   8%   11%

4 Months   3 Months   2 Months

15%

1 Month

18%   14%   22%   18%

2-3 Weeks

15%   1 Week   Same Day

16%   22%   21%
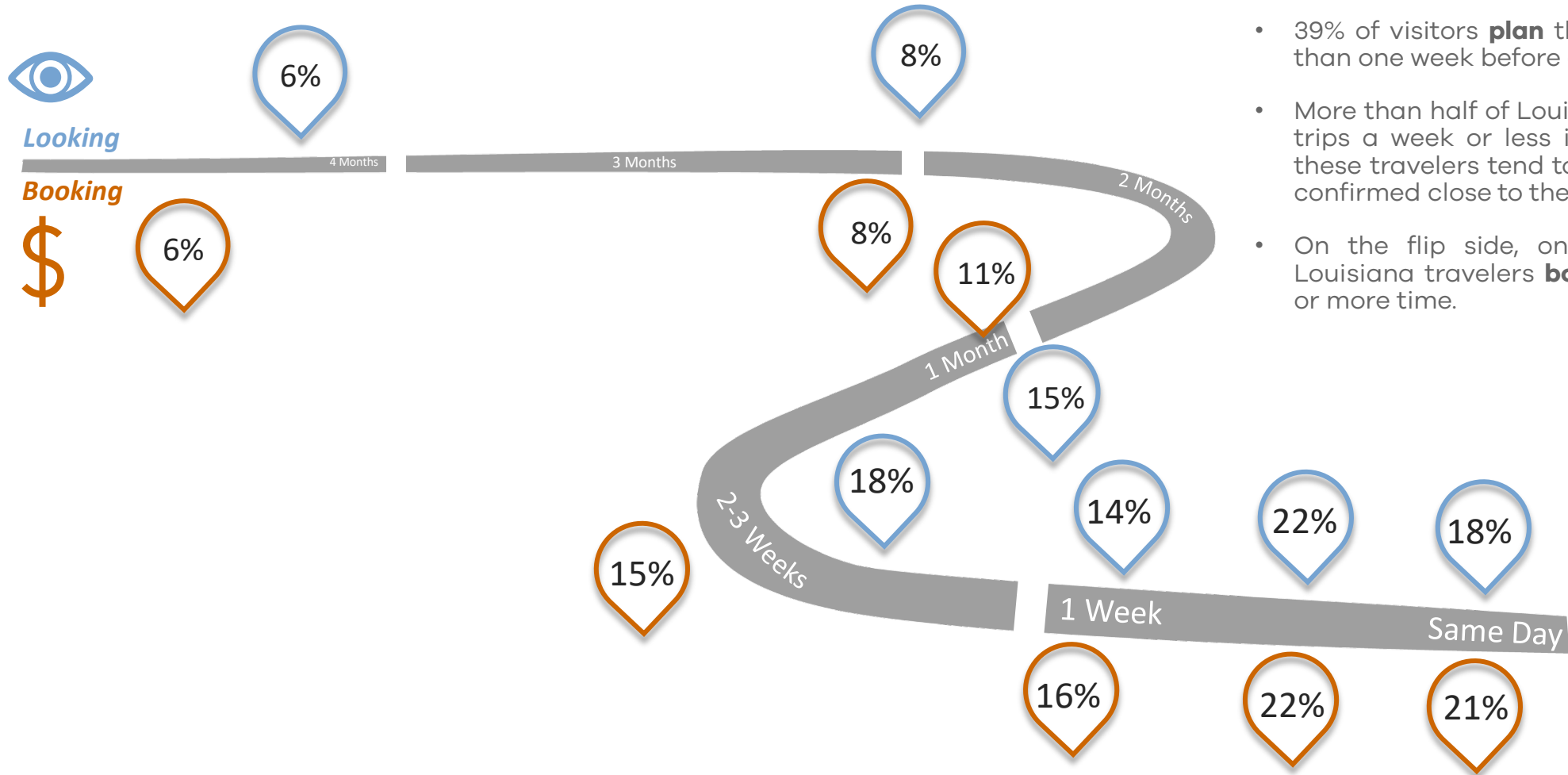
- 39% of visitors **plan** their trip to Louisiana less than one week before departing.

- More than half of Louisiana travelers **book** their trips a week or less in advance, showing that these travelers tend to get the trip components confirmed close to the time of the trip.

- On the flip side, only 14% of the overnight Louisiana travelers **book** their trip in 2 months or more time.
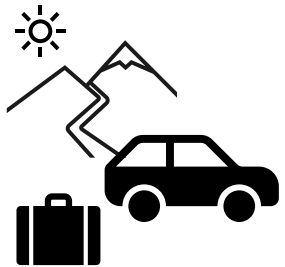
* 2023 Louisiana Person-Stays (Base = 1,694)
Source: 2023 PERFORMANCE/Monitor℠

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

Visitor Profile / Executive Summary

MMGY Travel Intelligence

Trip Planning Resources

HIGHLIGHTS

- Louisiana's visitors rely on their past experiences, destination & attraction websites and online guides.

- Travel resources used by Louisiana travelers are very similar to the US average. However, Louisiana visitors tend to rely more on recommendations from friends and family, as well as mapping websites/apps than typical U.S. travelers.

- 1 out of 5 (28%) Louisiana visitors do not rely on any resource to plan their trip.

Resource	Total U.S.	Total Louisiana
Past Experience	34	32
Destination & Attraction Websites/ Online Guides	17	13
Family/ Friends/ Colleague Recommendations	16	17
Internet Search	12	9
Mapping Websites/Apps	9	9
Accommodation Website	6	5
Travel Booking Websites	6	6
Guest Ratings & Review Websites	5	5
Printed Materials	5	5
Social Networking Sites	5	4
AAA Travel Guides	3	2
Travel Influencer/Blogger	3	2
Travel Agent/Tour Operator	3	2
Other	7	6

■ Total U.S.   ■ Total Louisiana

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

MMGY Travel Intelligence
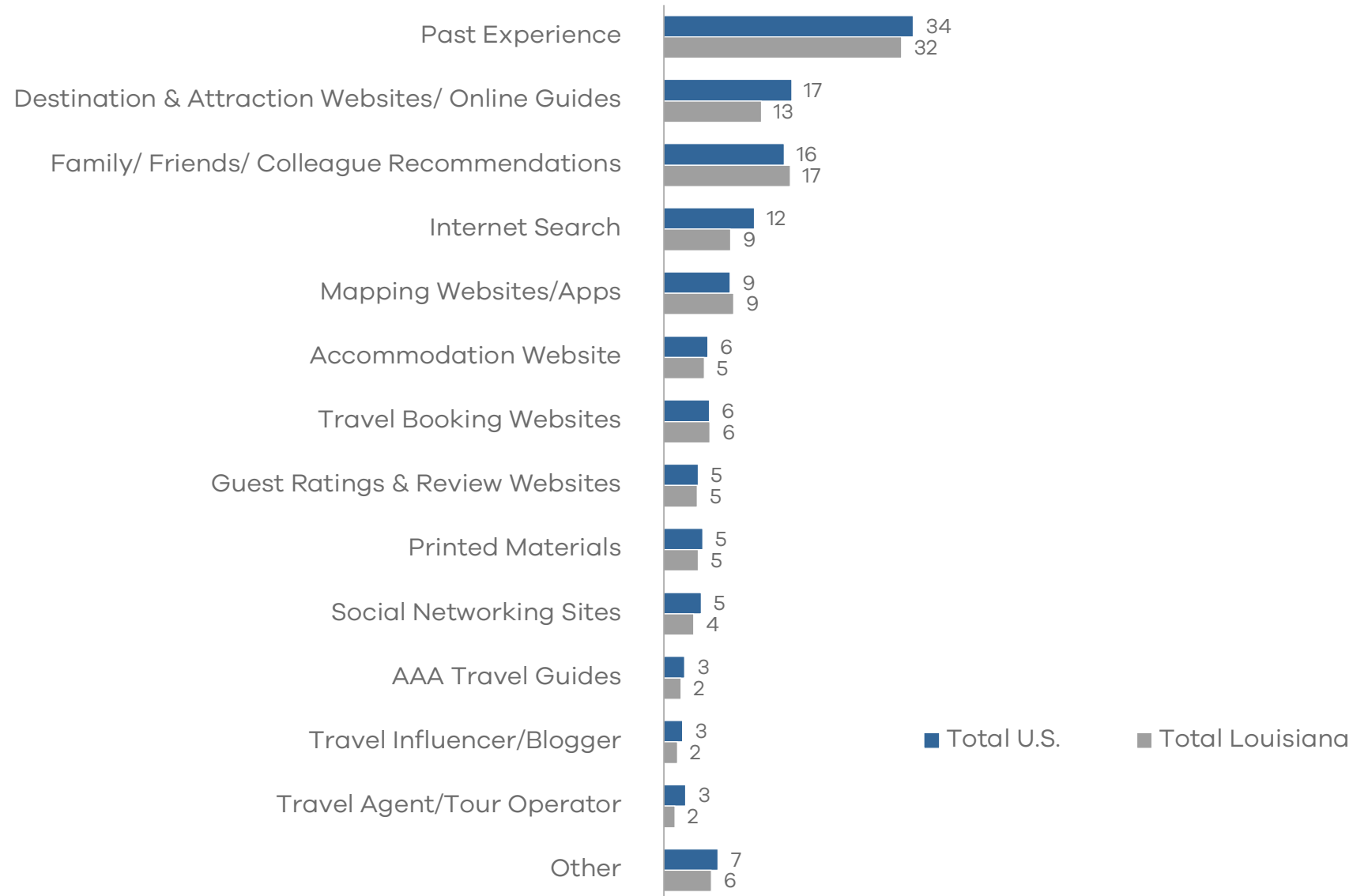
When do visitors travel?

- Travel patterns resume to pre-COVID levels, with Summer and Fall representing the peak travel seasons for Louisiana.

- November and December had the highest visitation for Louisiana travelers, suggesting a high proportion of holiday travelers. June, July and October are also popular for visitors to Louisiana overall.

- Travel to Louisiana drops off quickly after December, with January and February representing the least popular months to visit the state.

- When considering regions, May, July and October are most popular for the Greater New Orleans region, while South, North and Central see the highest turnout in November in December.
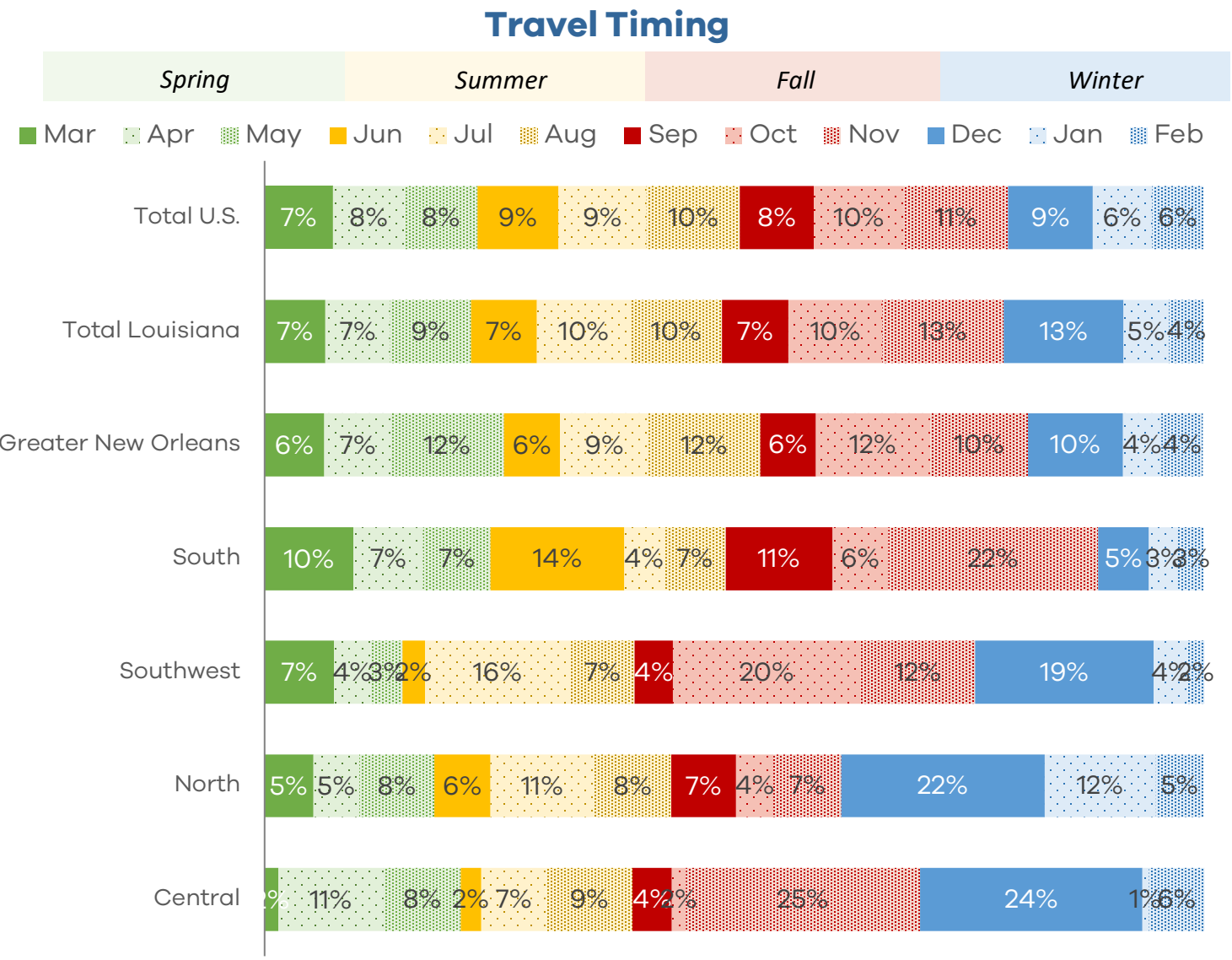
Travel Timing

	Spring	Summer	Fall	Winter

Legend: Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec, Jan, Feb

Region	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Total U.S.	7%	8%	8%	9%	9%	10%	8%	10%	11%	9%	6%	6%
Total Louisiana	7%	7%	9%	7%	10%	10%	7%	10%	13%	13%	5%	4%
Greater New Orleans	6%	7%	12%	6%	9%	12%	6%	12%	10%	10%	4%	4%
South	10%	7%	7%	14%	4%	7%	11%	6%	22%	5%	3%	3%
Southwest	7%	4%	3%	2%	16%	7%	4%	20%	12%	19%	4%	2%
North	5%	5%	8%	6%	11%	8%	7%	4%	7%	22%	12%	5%
Central		11%	8%	2%	7%	9%	4%		25%	24%	1%	6%

* 2023 Louisiana Person-Stays (Base = 1,694)
Source: 2023 PERFORMANCE/Monitor℠

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited.

Purpose of Traveling to **Louisiana**

- 24% of travelers visit Louisiana for Business purposes.

- Two in 10 of all travelers visit Louisiana for Vacation purposes, with 8% visiting for general vacation, 8% for getaway day trips, and 3% for getaway weekends. The remaining half (57%) visit for Non-Vacation purposes, with the majority of this group of travelers come to visit friend/relatives (23%).

NON-VACATION (NET)

Special Events 12%

Other Leisure 22%

Group Business 10%

Visit Friends/Family 23%

Transient Business 14%

BUSINESS (NET)

Vacation/ Getaway-day trip 8%

General Vacation 8%

Getaway Weekend 3%

VACATION (NET)

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

MMGY Travel Intelligence
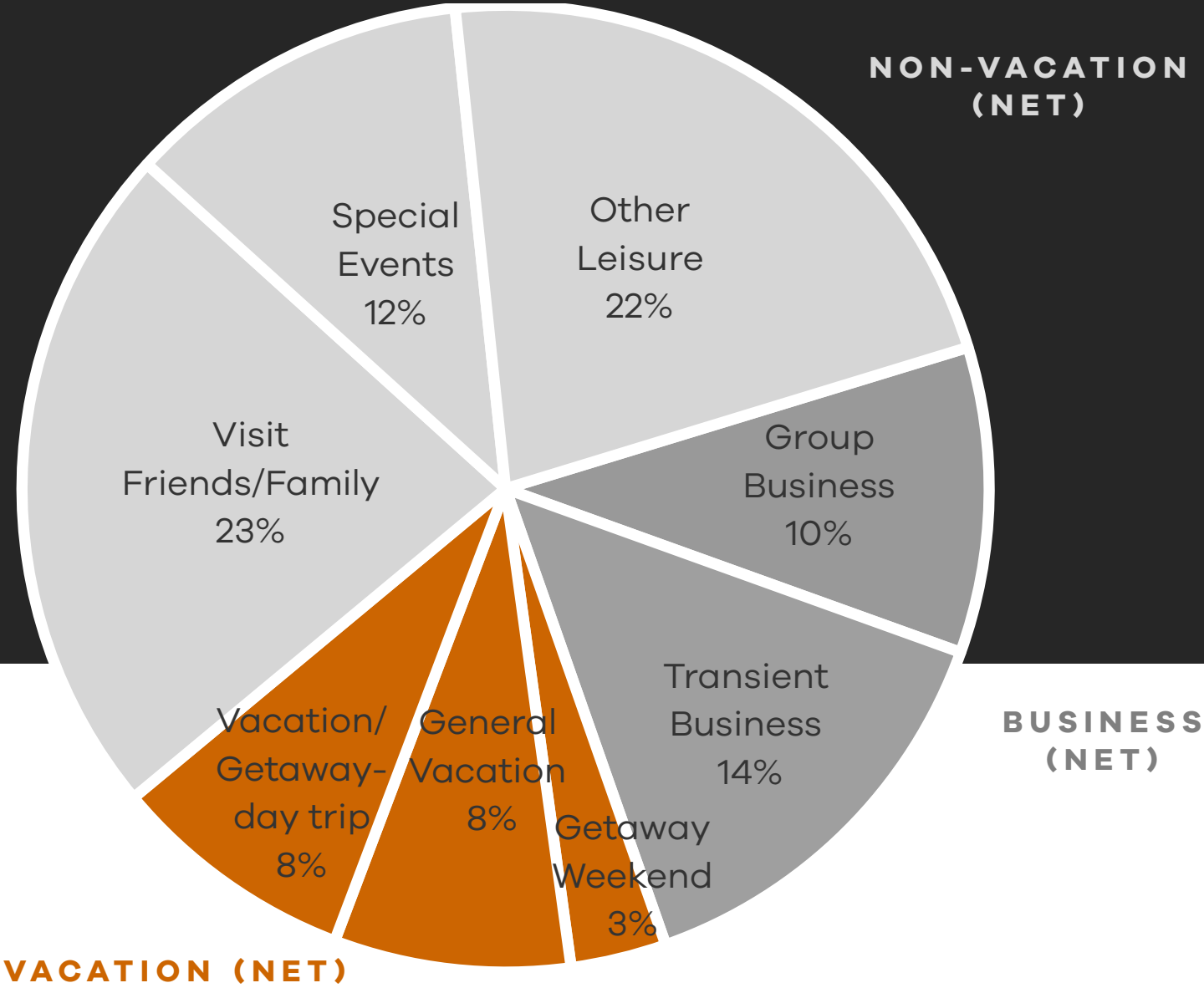
How long do Louisiana' visitor stay?

Louisiana Length of Stay

Stays
Trip-Dollars

	Day Trip	1 Night	2 Nights	3 Nights	4-7 Nights	8+ Nights
Stays	56%	15%	13%	8%	7%	1%
Trip-Dollars	24%	12%	17%	18%	26%	3%
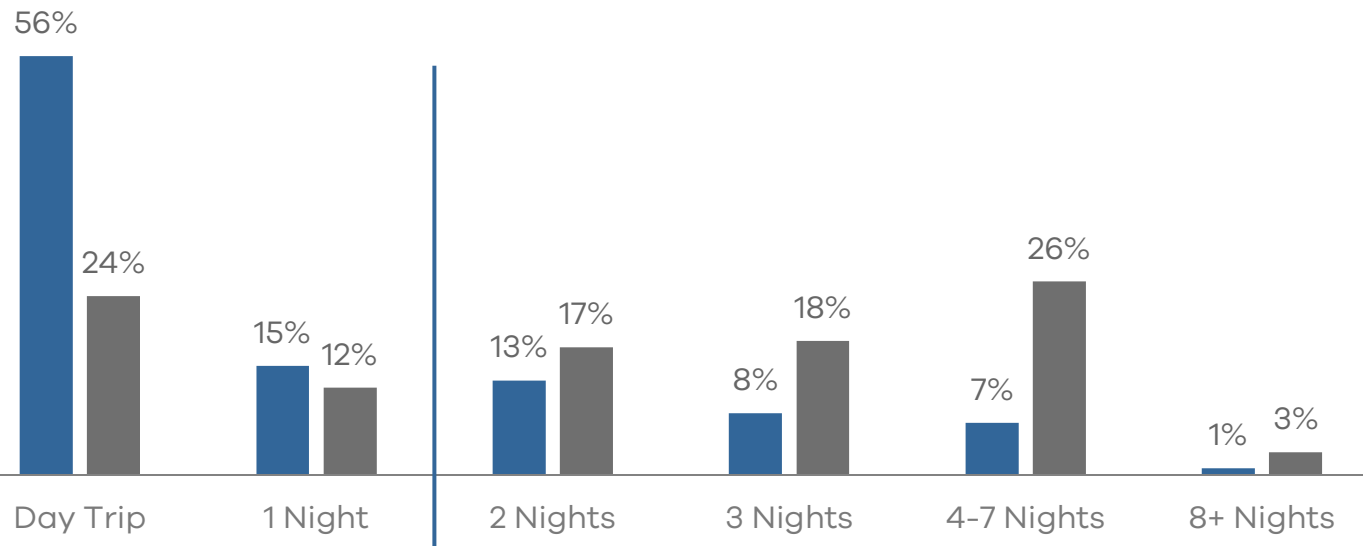
- Travel parties stayed on average 1.89 days in 2023 in Louisiana, slightly dropped from 1.91 in 2022. 13% of Louisiana travel parties stay for a single night, and 59% travel to Louisiana for a day trip.

- Louisiana travelers who stay two nights or more are profitable as they contribute more in monetary value than they represent in travel party shares. Travelers who stay between 4-7 nights are particularly profitable, with 26% of trip-dollars associated with this travel party length of stay.

2021-2023 Louisiana Person-Stays (Base = 3,957)
Source: 2023 PERFORMANCE/Monitor^SM

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

Louisiana Overnight Accommodation

65%
STAY IN HOTELS

8%
STAY WITH FRIENDS/RELATIVES (non-paid)

27%
STAY IN OTHER LODGING
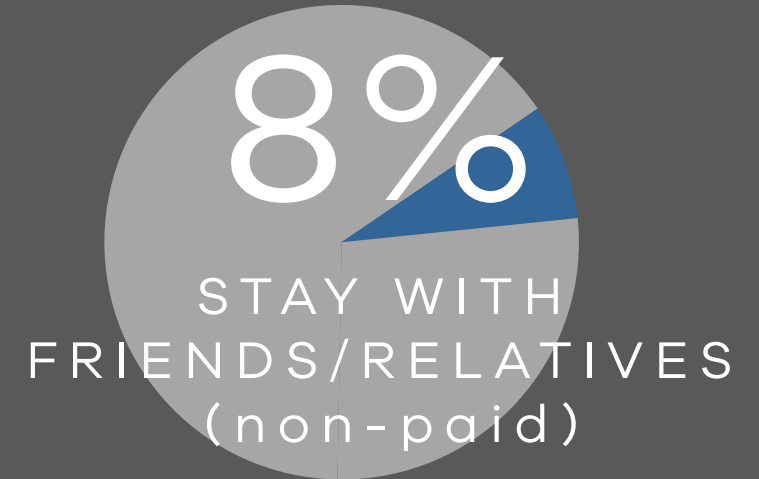
Home/Apartment/ Condo (paid, non- paid/mine)

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

MMGY Travel Intelligence

Where do Louisiana' visitors stay?

Louisiana Accommodation Type

Pie chart:
- Paid Hotel 65%
- Paid Non-Hotel 23%
- Non-Paid Lodging 12%

Paid Hotel breakdown (bar):
- High-End, 19%
- Mid-Level, 30%
- Economy, 8%
- Other, 8%
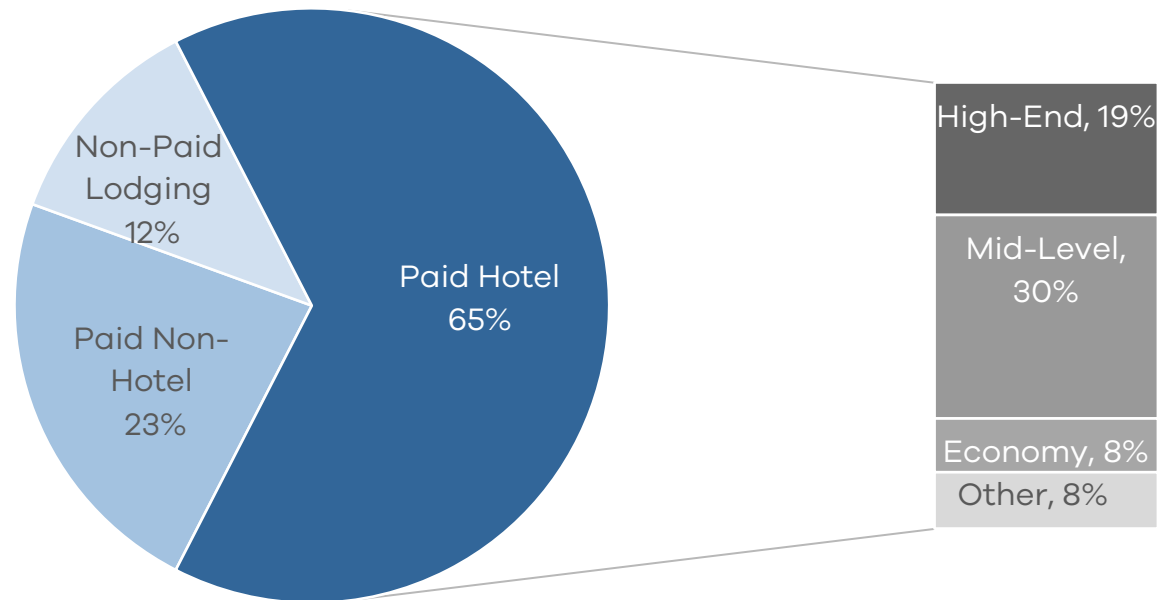
- Paid Hotel lodging was the most common accommodation choice for Louisiana visitors (65%), which rose from 58% in 2022.

- Almost a third of Louisiana visitors selected to stay in a mid-level (30%) accommodation, followed by 2 in 10 who chose to stay in a high-end hotel (19%).

* 2023 Louisiana Person-Stays (Base = 1,694)
Source: 2023 PERFORMANCE/Monitor[SM]

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

MMGY Travel Intelligence

Louisiana Hotel Ratings

- ▪ Poor (1-3)
- ▪ Fair/Good (4-7)
- ▪ Excellent (8-10)

Category	Poor (1-3)	Fair/Good (4-7)	Excellent (8-10)
Overall Satisfaction (8.5)	2%	20%	78%
Staff Service (8.4)	2%	22%	76%
Cleanliness (8.4)	4%	21%	76%
Feeling of Safety (8.4)	3%	22%	74%
Room and Building (8.3)	3%	23%	74%
Room Amenities/Services Provided (8.3)	3%	23%	74%
Likelihood to Recommend (8.2)	5%	24%	71%
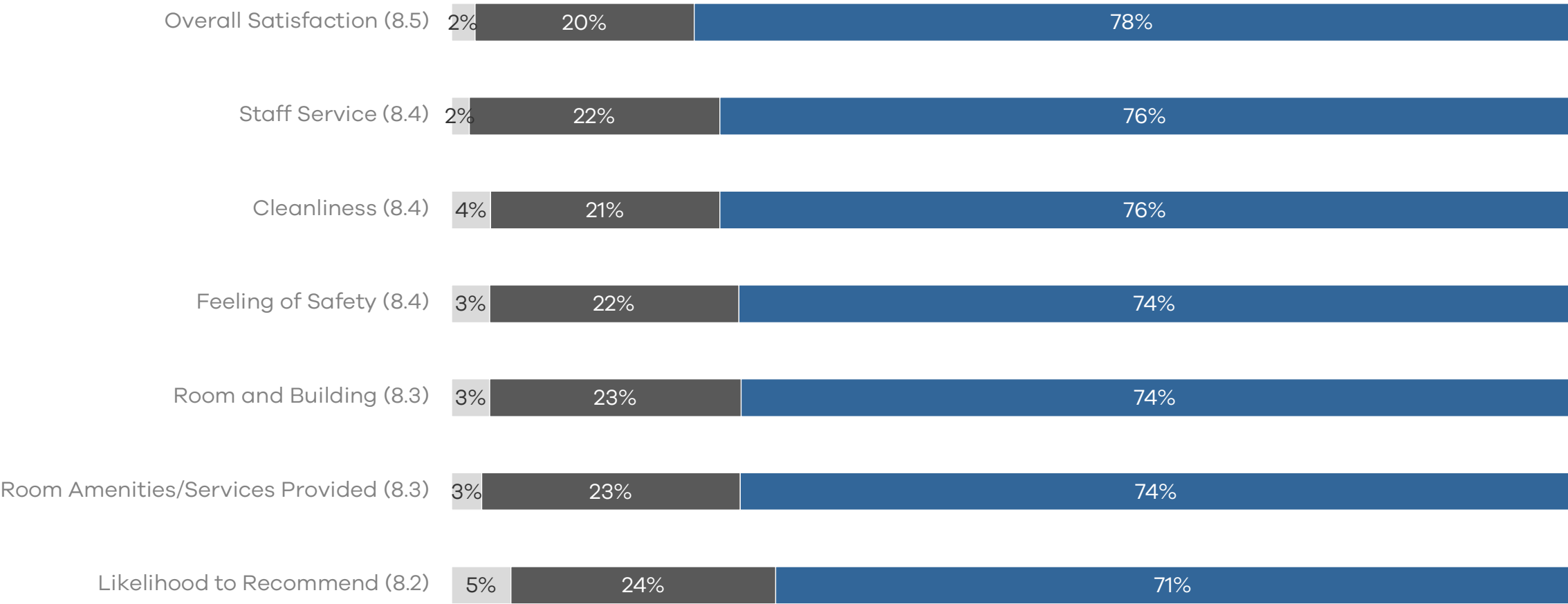
* 2022-2023 Louisiana Overnight Paid Hotel Stays (Base=1,137)
Source: 2023 PERFORMANCE/Monitor[SM]

Question/ Please rate your lodging using the scale below.

Louisiana Average Spending per Party per Stay
(w/o transportation)
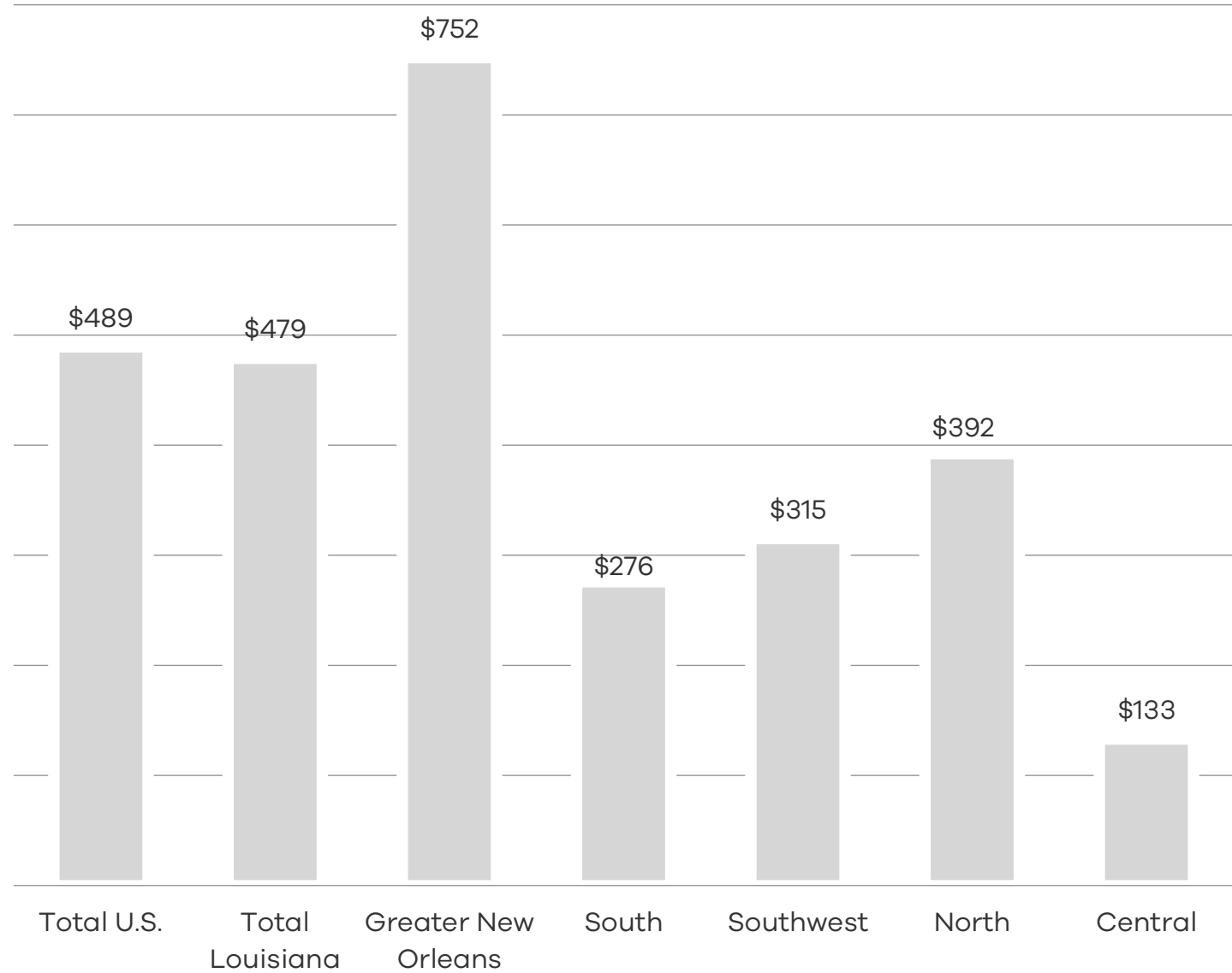
Chart values:
- Total U.S. — $489
- Total Louisiana — $479
- Greater New Orleans — $752
- South — $276
- Southwest — $315
- North — $392
- Central — $133

* 2023 Louisiana Person-Stays (Base = 1,694)
Source: 2023 PERFORMANCE/Monitor^SM

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

Louisiana Average Spending per Person per Day

- Louisiana travelers spent $233 on average per person per day in 2023, slightly rising by $15 year-on-year. The increase in spending was primairly driven by the spend on lodging.

- The spend on lodging from the Louisiana traveler has seen the greatest growth to 20% share of their average per person spending. This is potentially driven by the choice of overall increase in cost of lodging and inflation over the past years, as well as an increase in the proportion staying in high-end hotels.

* 2023 Louisiana Person-Stays (Base = 1,694)
Source: 2023 PERFORMANCE/Monitor[SM]
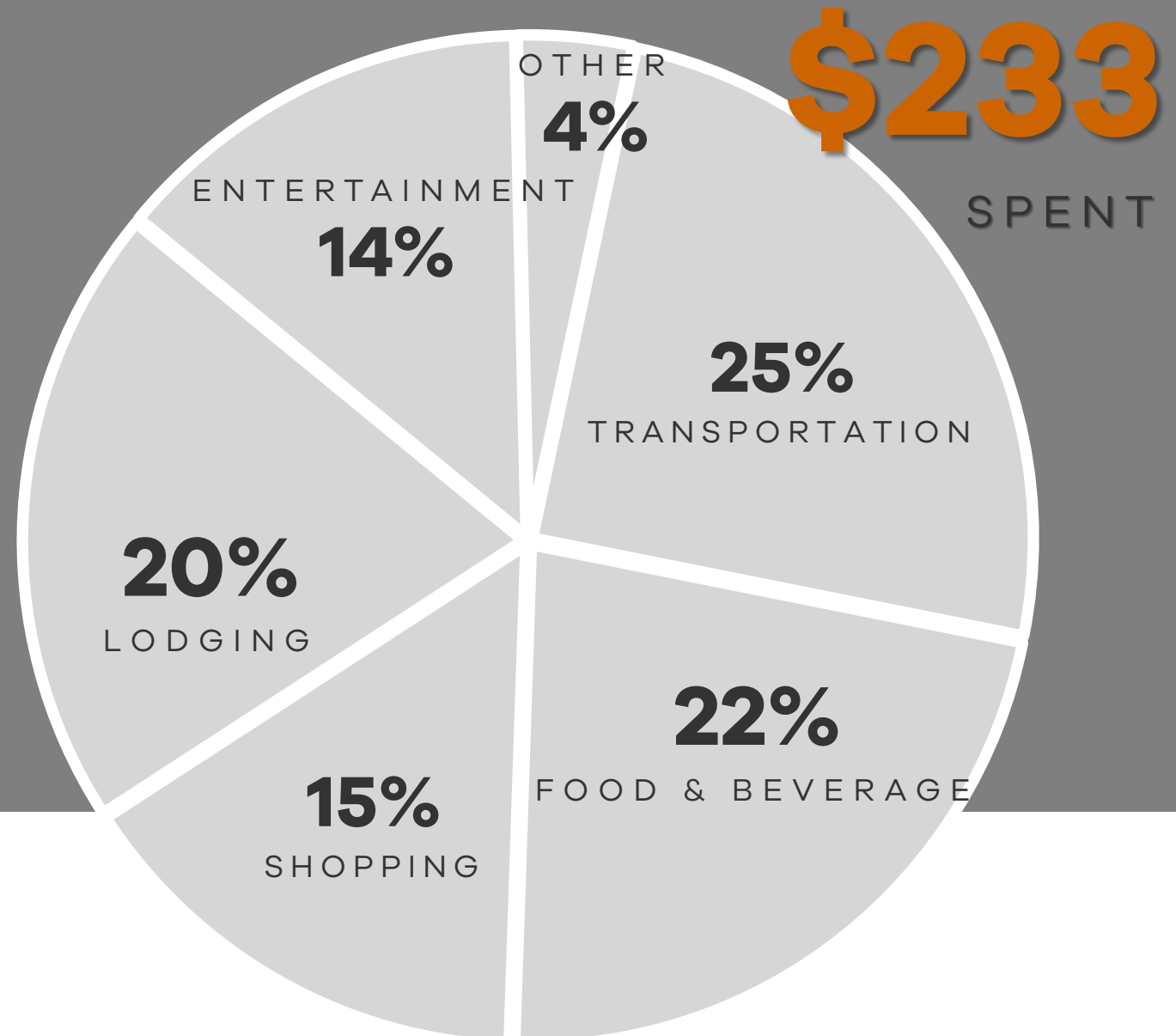
$233
SPENT

OTHER
4%

ENTERTAINMENT
14%

25%
TRANSPORTATION

20%
LODGING

22%
FOOD & BEVERAGE

15%
SHOPPING

Question/ About how much was spent by or for you only (not entire travel party) in each category below?

Louisiana Travel Parties

MMGY Travel Intelligence

47%
TRAVEL ALONE

36%
TRAVEL IN PAIRS

5%
LARGE TRAVEL PARTIES

11%
TRAVEL WITH CHILDREN

* 2023 Louisiana Overnight Stays (Base = 960)
Source: 2023 PERFORMANCE/Monitor^{SM}

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

MMGY Travel Intelligence

Who makes up the average Travel Party?

- Louisiana attracts mostly travel parties with single adults (47%), following by couples (36%), resulting **in an** average travel party size of 1.80 people in 2023. This is slightly lower than the U.S. average travel party of 1.96 people.

- Party sizes fell for travelers across both U.S. and Louisiana travelers in most regions. However, party sizes grew significantly in the North and Central regions compared to 2022. Both of these regions saw a dramatic increase in children present in the traveling party, suggesting an increase in family travel within these regions.

Average Travel Party Size

■ 2022   ■ 2023

	2022	2023
Total U.S.	1.99	1.96
Total Louisiana	1.91	1.80
Greater New Orleans	1.88	1.80
South	2.29	1.71
Southwest	1.87	1.66
North	1.87	2.23
Central	1.99	2.76

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

MMGY Travel Intelligence

What do Louisiana' visitors do?

■ Nature ■ Outdoor Sports ■ Culture ■ Attraction ■ Family/Life Events ■ Libation and Culinary ■ General

General

Shopping, 18%

Medical/ Health Visit, 5%

Other Activity, 3%

Business/ Work, 14%

Culture

Historic Sites, 5%

Festival/Fairs, 5%

Touring/Sightseeing, 10%

Museums, 4%

Movies, 3%

Live Music, 7%

Family/Life Events

Visit Friends/ Relatives, 17%

Other Personal Celebration, 12%

Holiday Celebr... 4%

Attraction

Nightlife, 9%

Attend/Participate Sport Events, 7%

Gambling, 11%

Zoo/ Aquarium 3%

Libation and Culinary

Culinary/ Dining Experience, 15%

Nature

Beach/Waterfront, 8%

Outdoor Sports

Fishing, 8%

Bicycling, 4%

Parks, 3%

* 2023 Louisiana Overnight Stays (Base = 1,694)
Source: 2023 PERFORMANCE/Monitor^SM

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

Visitor Profile / Activity Participation

Attractions	
Gambling	11%
Nightlife	9%
Attend/Participate Sports Event	7%
Zoo/Aquarium	3%
Shows (Antique, Art, Auto, etc.)	1%
Theme/Water Parks	1%

Culture	
Touring/Sightseeing	10%
Live Music	7%
Historic Sites	5%
Festival/Fairs	5%
Museums/Art Exhibits	4%
Movies	3%
Theater/Dance Performance	1%

Nature	
Beach/Waterfront	8%
Parks (national, state)	3%
Eco-Travel	2%
Camping	1%

Outdoor Sports	
Fishing	8%
Bicycling	4%
Boating/Sailing	2%
Golfing	2%
Hiking	1%
Hunting	1%
Tennis	1%

Libation and Culinary	
Culinary/Dining	15%

Family/Life Events	
Visit Friends/Relatives	17%
Birthday Celebration	6%
Holiday Celebration	4%
Anniversary Celebration	3%
Funeral/Memorial	2%
Other Personal Celebration	2%
Reunion/Graduation	1%

General	
Shopping	18%
Business/Work	14%
Medical/Health/Doctor Visit	5%
Other Activity	3%
Religious/Faith Based Conference	2%
Spa/Wellness	1%
Real Estate (buy/sell)	1%

*2023 Stays (Base Louisiana=1,694)
Source: Performance/Monitor[SM]

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

MMGY Travel Intelligence

Activity Participation

- Nearly all (96%) Louisiana travel parties participate in an activity when visiting the state, compared to 9 in 10 for the average U.S. destination (92%).

- 31% of Louisiana travelers who participate in an activity chose to participate in family/life event related activities, primarily to visit friends and family. This was particularly high for the southwest region, with 45% of respondents from this region participating in a family or life event in 2023.

- The following are some of the top activities Louisiana travel parties participated in their visit in 2023:

  - Shopping
  - Visit Friends/Relatives
  - Culinary/Dining
  - Business/Work
  - Gambling
  - Sightseeing/Touring
  - Nightlife
  - Fishing

Propensity of Activity Participation

- Louisiana travel parties have a much higher propensity to participate in the following activities than travel parties to the average US destination:

  - Fishing (2.4 times higher)
  - Gambling (2.2 times higher)
  - College Sports Event (1.8 times higher)
  - Live Music (1.6 times higher)
  - Nightlife (1.5 times higher)
  - Festival/Fairs (1.3 times higher)
  - Zoo/ Aquarium (1.3 times higher)
  - Sightseeing/Touring (1.2 times higher)
  - Visit Friends/Relatives (1.2 times higher)
  - Funeral/Memorial (1.2 times higher)

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

Visitor Profile / Executive Summary

Overall, travelers leave Louisiana happy, with average ratings across the sets all excellent. Overall satisfaction, friendliness, quality of dining options and value for the money saw slight increases from 2022.

Travelers rate Louisiana as follows: Overall Satisfaction (8.54), Friendly/Helpful People (8.45), Quality of Dining Options (8.31), Value for the Money (8.27). Likely to Recommend (8.22), Quality of Attractions (8.18), Feeling of Safety (8.13), Transportation Options in the Destination (8.02) and Cleanliness of Destination (7.97),
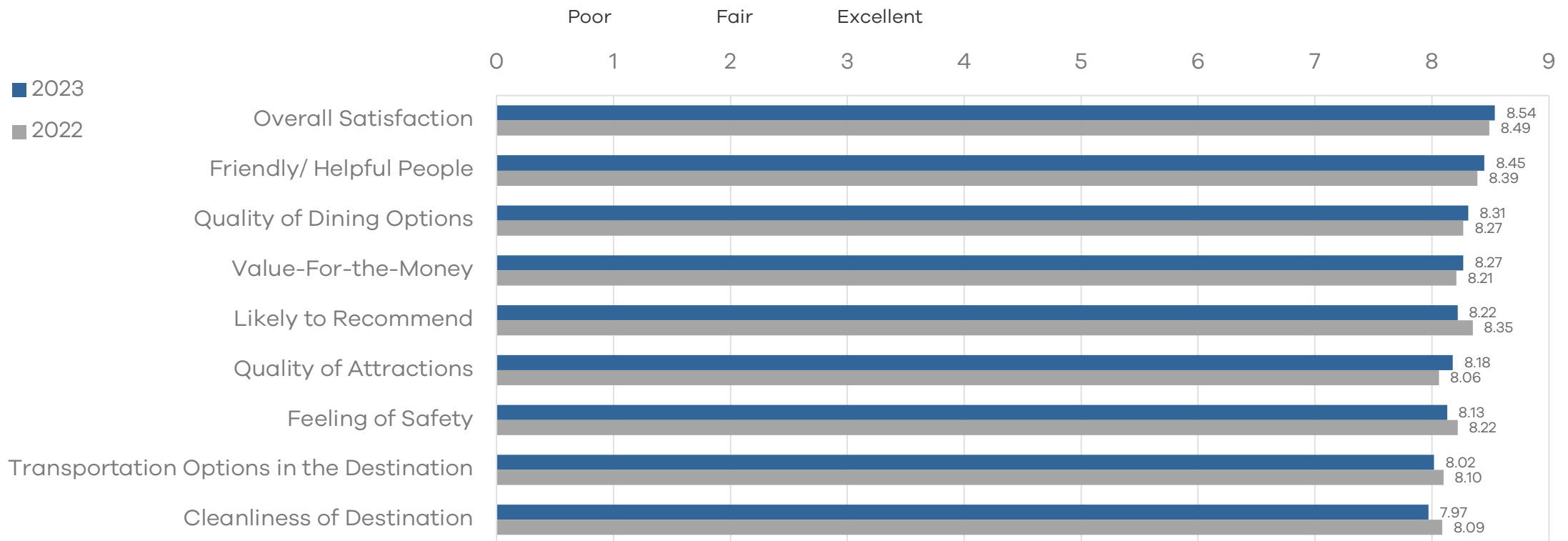
	2023	2022
Overall Satisfaction	8.54	8.49
Friendly/ Helpful People	8.45	8.39
Quality of Dining Options	8.31	8.27
Value-For-the-Money	8.27	8.21
Likely to Recommend	8.22	8.35
Quality of Attractions	8.18	8.06
Feeling of Safety	8.13	8.22
Transportation Options in the Destination	8.02	8.10
Cleanliness of Destination	7.97	8.09

Scale: Poor (0-1) — Fair (2-3) — Excellent (toward 9)

* 2023 Louisiana Stays (Base = 1,694)
Source: 2023 PERFORMANCE/Monitor^{SM}

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

MMGY Travel Intelligence
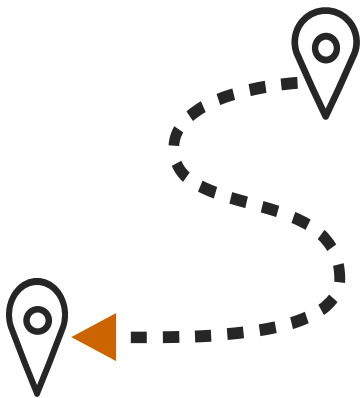
Past & Future Visitation

- 35% of travelers visited Louisiana for the first time and another 39% were frequent visitors, rising from 34% in 2022.

- Travelers plan to visit Louisiana 6.70 times on average in the next three years - more than the average US destination (6.28 times).

- Only 17% of travelers do not plan on visiting Louisiana again in the next three years.

- Infrequent visitors (visited 2-3 times) Louisiana 26%
- Frequent visitors (visited 4+ times) Louisiana 39%

- First-time visitors Louisiana 35%

- 83% of Louisiana travelers plan to visit again
- On average 6.7 times in next 3 years

2019-2022 | **2023** | **2024-2026**

* 2023 Louisiana Overnight Stays (Base = 1,694)
Source: 2022 PERFORMANCE/Monitor^SM

Question/ Number of times [city/location] visited in past 3 years (type in number including this visit) and number of time do you plan to visit [city/location] in the next 3 years (Type in number. Do not include this visit.)

MMGY Travel Intelligence

Demographics

	U.S. Traveler	Louisiana Traveler
Average Age	46.3 years	46.4 years
Employed	66%	63%
Retired	17%	20%
Median Income (000)	$91,886	$75,899
Children in Household	40%	40%
Race/ethnicity:		
White	75%	65%
Black	13%	28%
Asian	6%	2%
Hispanic/Latino	18%	12%
Other	11%	8%
Generations:		
Millennials/GenZ	47%	46%
GenX	27%	29%
Boomer	24%	24%
Silent/GI	2%	1%

- Overall, Louisiana travelers are similar to the typical U.S. traveler.

- 3 in 10 Louisiana travelers are Black, compared to the average U.S. destination where only 1 in 10 travelers are Black. The greatest proportion of Louisiana travelers are Millennial/GenZ, followed by GenX.

- Total Louisiana travelers have a lower median income than the average U.S. traveler.

*2023 Louisiana Person-Stays (Base = 1,694)
*Source: 2023 Performance/Monitor*SM

— 2 —
SNAPSHOTS

Visitor Profile / 2023 Louisiana Visitors

MMGY Travel Intelligence

Season of Trip

Spring	Summer	Fall	Winter
22%	27%	30%	21%

Transportation Used to Travel

- 10%
- 5%
- 85%

Main Activities

96%

- 18% Shopping
- 17% Visit Friends/Relatives
- 15% Dining
- 14% Business/Work
- 11% Gambling

Demographic Information

85%   13%
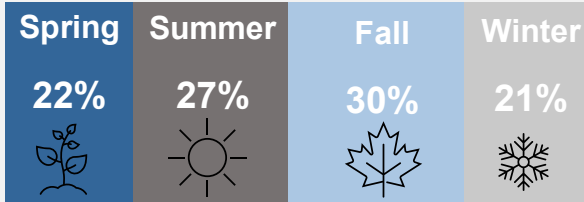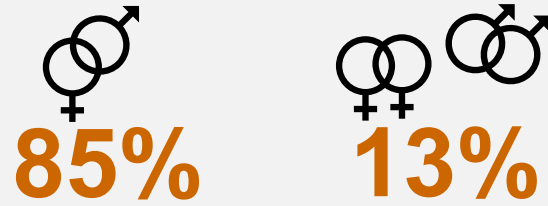
AVERAGE VISITOR AGE **46** YEARS OLD

Mean Household Income
$95,979

MILLENNIAL / GEN Z	GEN X	BOOMERS	SILENT/GI
46%	29%	24%	1%

52% Married

40% with children in household

Trip Purpose

- Non-Vacation 57%
- Vacation 19%
- Transient Business 14%
- Group Business 10%

TRIP PLANNING TIMEFRAME

Same Day	< 1 Week	1 Week	2-3 Weeks	1 Month	2-3 Months	> 3 Months
18%	22%	14%	18%	15%	8%	6%
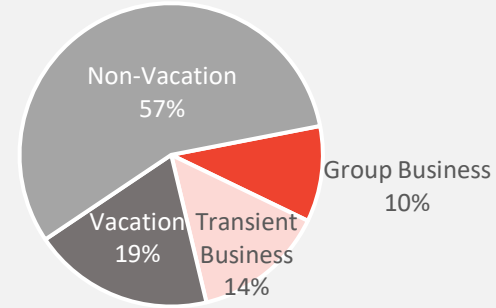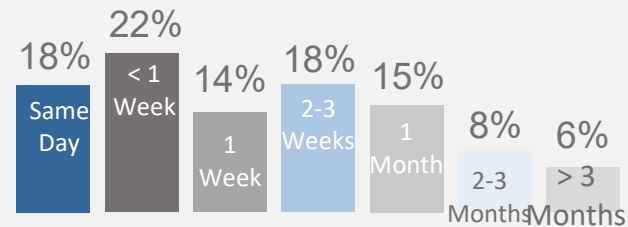
Average Expenditure

$233

PERSON PER DAY

Trip Characteristics

AVERAGE LENGTH OF STAY **1.89** DAYS

- **47%** travel alone
- **36%** travel together
- **5%** travel in groups of 3+ adults
- **11%** travel with children
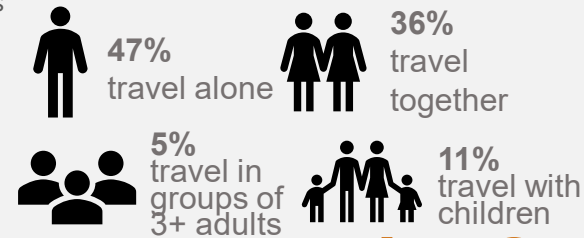
AVERAGE PARTY SIZE **1.78** PERSONS

TOP TRIP PLANNING RESOURCES
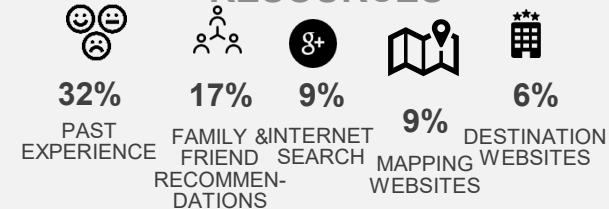
- **32%** PAST EXPERIENCE
- **17%** FAMILY & FRIEND RECOMMEN-DATIONS
- **9%** INTERNET SEARCH
- **9%** MAPPING WEBSITES
- **6%** DESTINATION WEBSITES

27% **One Trip in Past 3 Months**

Frequent Traveler (5+ Times in Past 3 Months) **17%**

★★★★☆ SATISFACTION (8.54)

★★★★☆ VALUE-FOR-THE-MONEY (8.27)

★★★★☆ LIKELY TO RECOMMEND (8.22)

Source: 2023 PERFORMANCE/Monitor

Visitor Profile / **2023 Greater New Orleans Region**

MM GY **Travel Intelligence**

Season of Trip

Spring	Summer	Fall	Winter
26%	27%	29%	19%

Demographic Information

84% **15%**
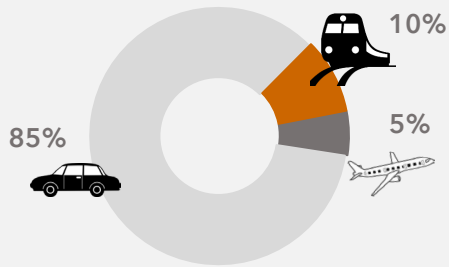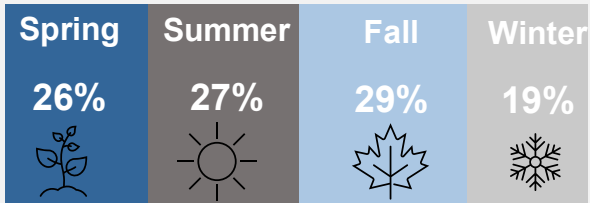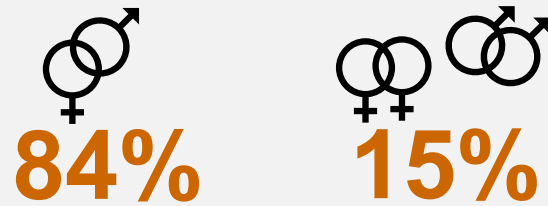
AVERAGE VISITOR AGE **48** **YEARS OLD**

Mean Household Income **$108,371**

MILLENNIAL / GEN Z	GEN X	BOOMERS	SILENT/GI
39%	32%	28%	1%

53% Married

38% with children in household

Trip Purpose

Non-Vacation 43%
Vacation 26%
Transient Business 15%
Group Business 16%

TRIP PLANNING TIMEFRAME

6% Same Day
15% < 1 Week
16% 1 Week
22% 2-3 Weeks
18% 1 Month
15% 2-3 Months
9% > 3 Months
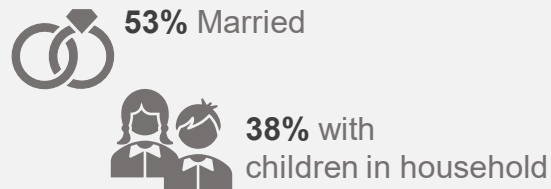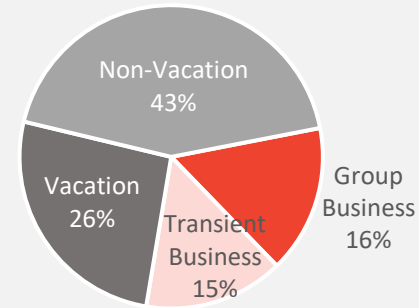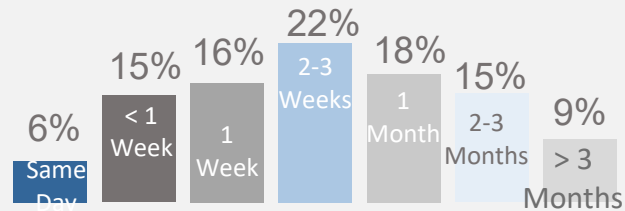
Average Expenditure

$275
PERSON PER DAY

Trip Characteristics

AVERAGE LENGTH OF STAY **2.48** **DAYS**

48% travel alone
35% travel together
8% travel in groups of 3+ adults
9% travel with children
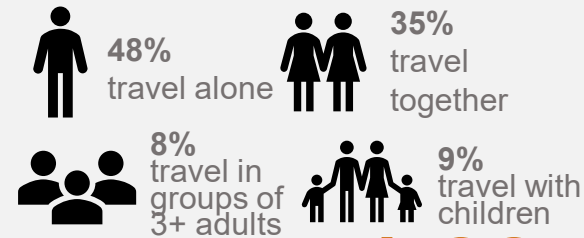
AVERAGE PARTY SIZE **1.88** **PERSONS**

TOP TRIP PLANNING RESOURCES
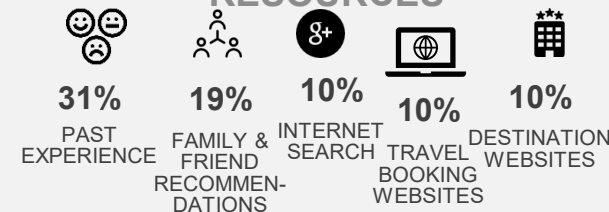
31% PAST EXPERIENCE
19% FAMILY & FRIEND RECOMMEN-DATIONS
10% INTERNET SEARCH
10% TRAVEL BOOKING WEBSITES
10% DESTINATION WEBSITES

23% **One Trip in Past 3 Months**
Frequent Traveler (5+ Times in Past 3 Months) **20%**

★★★★★ SATISFACTION (8.64)
★★★★★ VALUE-FOR-THE-MONEY (8.33)
★★★★★ LIKELY TO RECOMMEND (8.57)

Transportation Used to Travel

76%
12%
12%

Main Activities

98%
22% Dining
20% Shopping
16% Sightseeing/Touring
15% Business/Work
15% Nightlife

Source: 2023 PERFORMANCE/Monitor

Visitor Profile / 2023 South Region

MMGY Travel Intelligence

Season of Trip

Spring	Summer	Fall	Winter
24%	25%	40%	11%

Transportation Used to Travel

96% (car)
3% (train)
1% (plane)

Main Activities

95%
- 21% Shopping
- 20% Business/Work
- 18% Visit Friends/Relatives
- 16% Dining
- 9% College Sports Events

Demographic Information

81%   17%
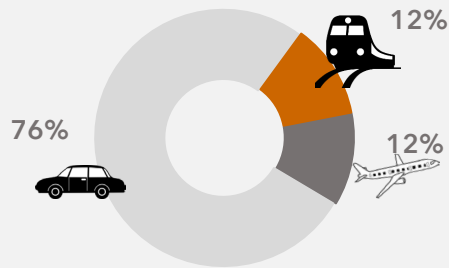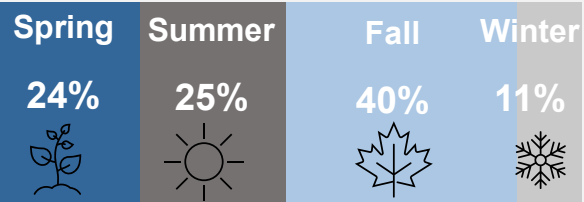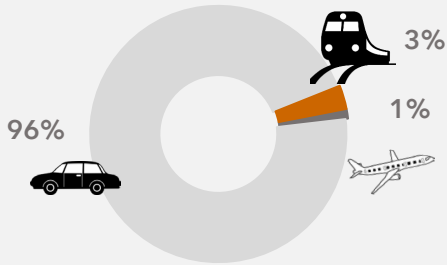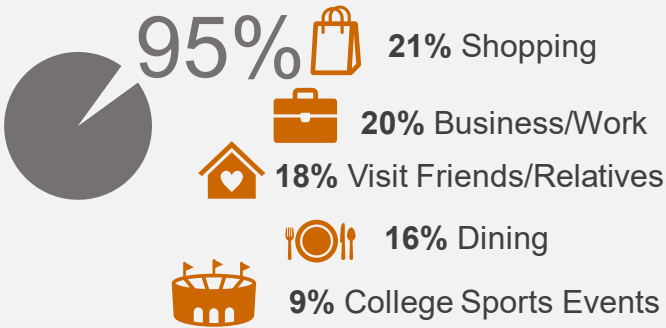
AVERAGE VISITOR AGE **43** YEARS OLD

Mean Household Income **$88,189**

MILLENNIAL / GEN Z	GEN X	BOOMERS	SILENT/GI
57%	26%	16%	1%

49% Married

43% with children in household

Trip Purpose

- Non-Vacation 68%
- Vacation 6%
- Transient Business 18%
- Group Business 8%

TRIP PLANNING TIMEFRAME

- 27% Same Day
- 21% < 1 Week
- 12% 1 Week
- 15% 2-3 Weeks
- 18% 1 Month
- 3% 2-3 Months
- 4% > 3 Months
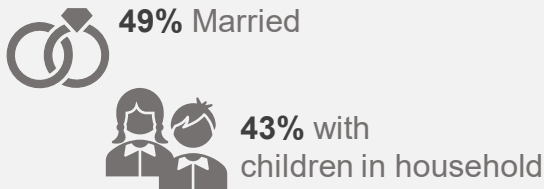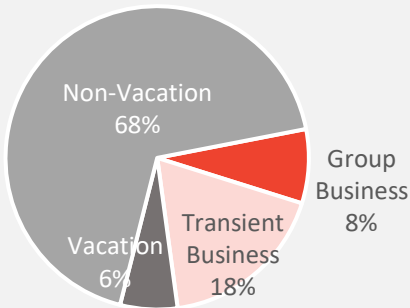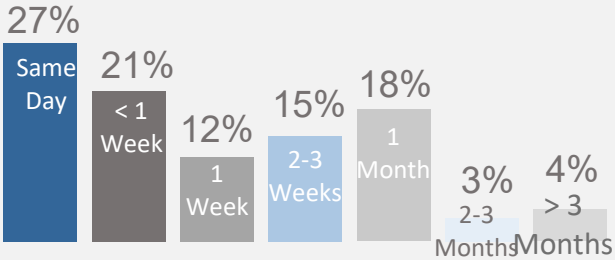
Average Expenditure

$200

PERSON PER DAY

Trip Characteristics

AVERAGE LENGTH OF STAY **1.54** DAYS

- 44% travel alone
- 46% travel together
- 1% travel in groups of 3+ adults
- 8% travel with children
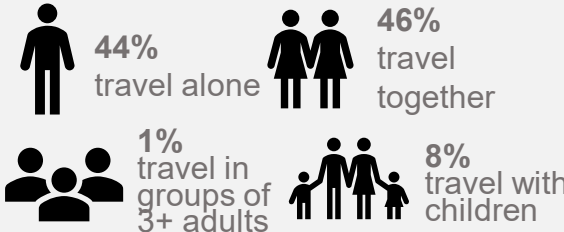
AVERAGE PARTY SIZE **1.65** PERSONS

TOP TRIP PLANNING RESOURCES
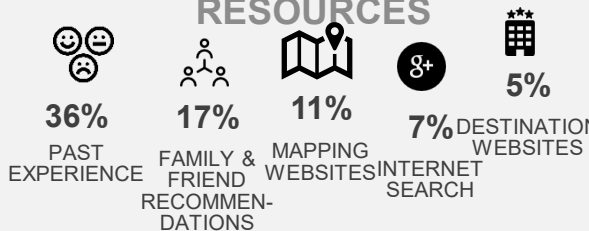
- 36% PAST EXPERIENCE
- 17% FAMILY & FRIEND RECOMMEN-DATIONS
- 11% MAPPING WEBSITES
- 7% INTERNET SEARCH
- 5% DESTINATION WEBSITES

35% One Trip in Past 3 Months

Frequent Traveler (5+ Times in Past 3 Months) **13%**

- ★★★★★ SATISFACTION (8.41)
- ★★★★★ VALUE-FOR-THE-MONEY (8.19)
- ★★★★★ LIKELY TO RECOMMEND (7.85)

Visitor Profile / 2023 Southwest Region

MMGY Travel Intelligence

Season of Trip

Spring	Summer	Fall	Winter
15%	25%	36%	24%

Demographic Information

88%   **12%**
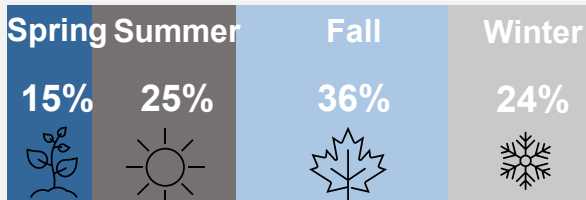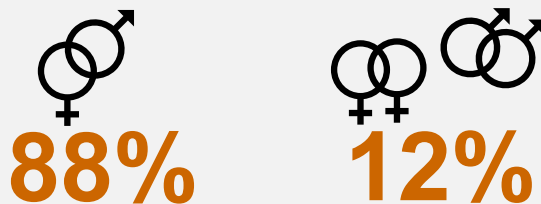
AVERAGE VISITOR AGE **49** YEARS OLD
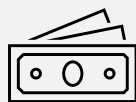
Mean Household Income **$71,352**

MILLENNIAL / GEN Z	GEN X	BOOMERS	SILENT/GI
41%	25%	32%	2%

44% Married

42% with children in household

Trip Purpose

- Non-Vacation 70%
- Group Business 6%
- Transient Business 8%
- Vacation 16%

TRIP PLANNING TIMEFRAME

- Same Day 29%
- < 1 Week 30%
- 1 Week 12%
- 2-3 Weeks 12%
- 1 Month 11%
- 2-3 Months 4%
- > 3 Months 1%
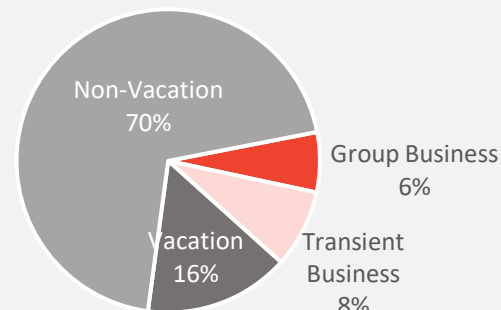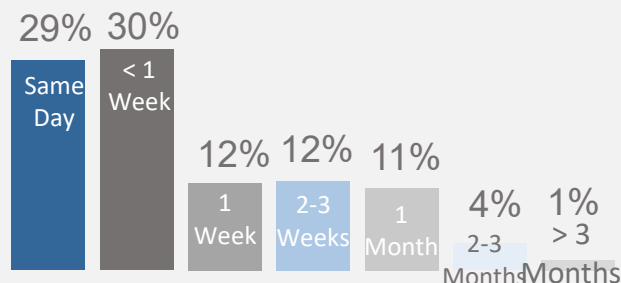
Average Expenditure

$181

PERSON PER DAY

Trip Characteristics

AVERAGE LENGTH OF STAY **1.55** DAYS

- **55%** travel alone
- **33%** travel together
- **4%** travel in groups of 3+ adults
- **9%** travel with children

AVERAGE PARTY SIZE **1.68** PERSONS

TOP TRIP PLANNING RESOURCES

- **26%** PAST EXPERIENCE
- **19%** FAMILY & FRIEND RECOMMEN-DATIONS
- **13%** MAPPING WEBSITES
- **11%** SOCIAL NETWORKNG WEBSITES
- **8%** INTERNET SEARCH

32% One Trip in Past 3 Months

5% Frequent Traveler (5+ Times in Past 3 Months)

★★★★★ SATISFACTION (8.82)
★★★★★ VALUE-FOR-THE-MONEY (8.76)
★★★★★ LIKELY TO RECOMMEND (8.38)

Transportation Used to Travel

- 97%
- 2%
- 1%

Main Activities

95%

- **35%** Visit Friends/Relatives
- **19%** Gambling
- **12%** Sightseeing/Touring
- **10%** Dining
- **10%** Business/Work

Source: 2023 PERFORMANCE/Monitor

MMGY Travel Intelligence

Season of Trip

Spring	Summer	Fall	Winter
18%	25%	18%	39%

Transportation Used to Travel

95% (car)
4% (train)
1% (airplane)

Main Activities

96%

21% Shopping
20% Visit Friends/Relatives
20% Gambling
10% Movies
10% Business/Work

Demographic Information

89%   7%

AVERAGE VISITOR AGE **46** YEARS OLD

Mean Household Income
$101,054

MILLENNIAL / GEN Z	GEN X	BOOMERS	SILENT/GI
53%	26%	21%	0%

60% Married

42% with children in household

Trip Purpose

Non-Vacation 66%
Group Business 3%
Transient Business 13%
Vacation 18%

TRIP PLANNING TIMEFRAME

23%	18%	13%	19%	15%	7%	6%
Same Day	< 1 Week	1 Week	2-3 Weeks	1 Month	2-3 Months	> 3 Months
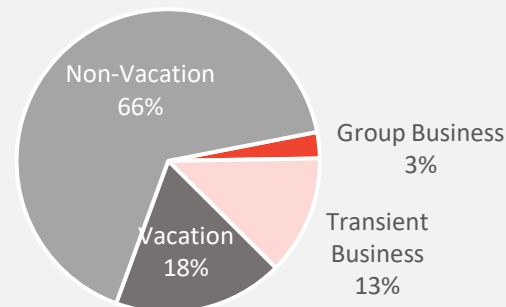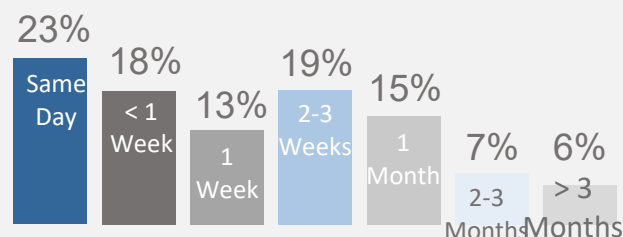
Average Expenditure

$189

PERSON PER DAY

Trip Characteristics

AVERAGE LENGTH OF STAY **1.46** DAYS

20% travel alone
54% travel together
3% travel in groups of 3+ adults
23% travel with children

AVERAGE PARTY SIZE **2.06** PERSONS

TOP TRIP PLANNING RESOURCES
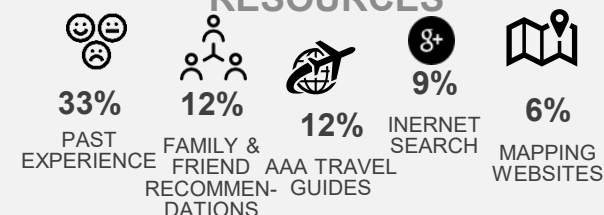
33% PAST EXPERIENCE
12% FAMILY & FRIEND RECOMMEN-DATIONS
12% AAA TRAVEL GUIDES
9% INERNET SEARCH
6% MAPPING WEBSITES

32% **One Trip in Past 3 Months**
22% **Frequent Traveler (5+ Times in Past 3 Months)**

★★★★★ SATISFACTION (8.34)
★★★★★ VALUE-FOR-THE-MONEY (7.96)
★★★★★ LIKELY TO RECOMMEND (8.18)

Source: 2023 PERFORMANCE/Monitor

Visitor Profile / 2023 Central Region

MMGY Travel Intelligence

Season of Trip

Spring	Summer	Fall	Winter
21%	18%	31%	30%

Demographic Information

88%   11%
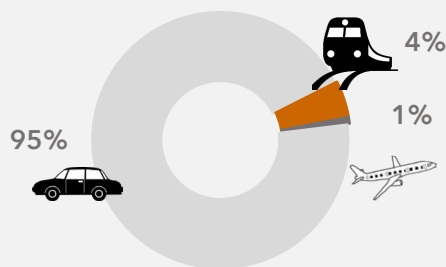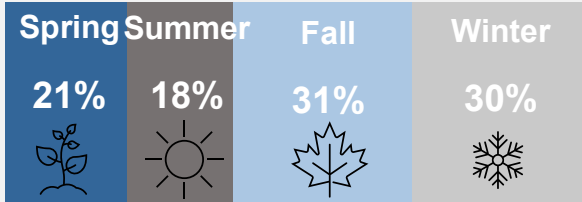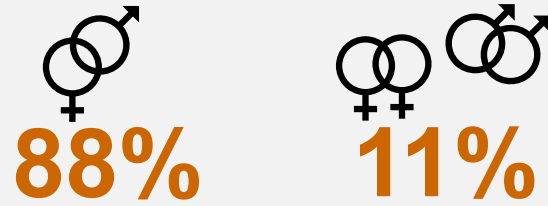
AVERAGE VISITOR AGE **49** **YEARS OLD**

Mean Household Income **$68,036**

MILLENNIAL / GEN Z	GEN X	BOOMERS	SILENT/GI
32%	50%	18%	0%

61% Married

49% with children in household

Trip Purpose

Non-Vacation 74%
Group Business 5%
Transient Business 15%
Vacation 6%

TRIP PLANNING TIMEFRAME

6% Same Day	58% >1 Week	18% 1 Week	11% 2-3 Weeks	5% 1 Month	3% 2-3 Months	0% > 3 Months
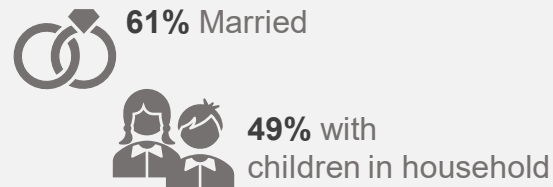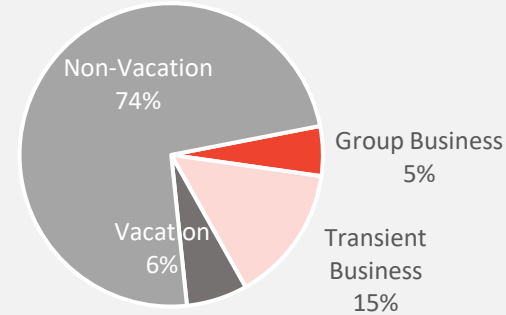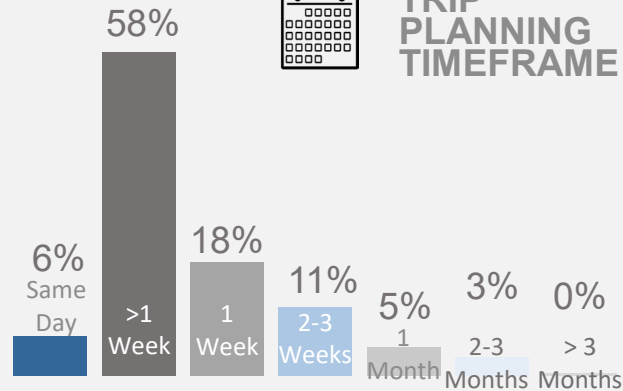
Average Expenditure

$109
PERSON PER DAY

Trip Characteristics

AVERAGE LENGTH OF STAY **1.17 DAYS**

- 12% travel alone
- 55% travel together
- 3% travel in groups of 3+ adults
- 30% travel with children
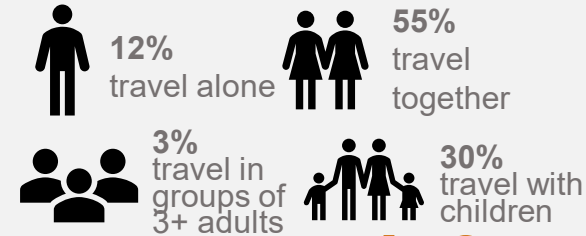
AVERAGE PARTY SIZE **1.67 PERSONS**

TOP TRIP PLANNING RESOURCES

- 64% PAST EXPERIENCE
- 13% INTERNET SEARCH
- 12% MAPPING WEBSITES
- 8% FAMILY & FRIEND RECOMMEN-DATIONS
- 3% DESTINATION WEBSITES

22% **One Trip in Past 3 Months**

Frequent Traveler (5+ Times in Past 3 Months) 8%

★★★★★ SATISFACTION (8.39)
★★★★★ VALUE-FOR-THE-MONEY (8.14)
★★★★★ LIKELY TO RECOMMEND (6.90)

Transportation Used to Travel

- 25% (train)
- 0% (plane)
- 75% (car)

Main Activities

97%
- 42% Shopping
- 12% Visit Friends/Relatives
- 11% Fishing
- 8% Gambling
- 8% Live Music

Source: 2023 PERFORMANCE/Monitor

— 3 —

CHARTS & GRAPHS

MMGY Travel Intelligence

Louisiana's 5 Year Share of US Travel

■ Stays
■ Person-Stays
■ Person-Days
■ Trip-Dollars
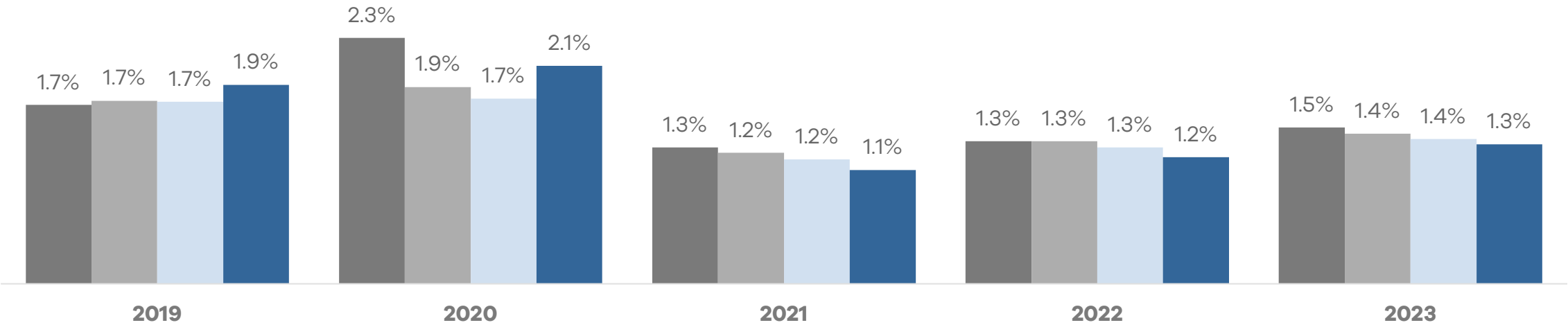
2019
1.7% 1.7% 1.7% 1.9%

2020
2.3% 1.9% 1.7% 2.1%

2021
1.3% 1.2% 1.2% 1.1%

2022
1.3% 1.3% 1.3% 1.2%

2023
1.5% 1.4% 1.4% 1.3%

*Louisiana Stays (Base = 1,694)
Source: 2023 Performance/Monitor^{SM}

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

MMGY Travel Intelligence

After welcoming a growing share in travel parties during COVID, the share of Leisure travel parties in Louisiana dropped in 2021 and is slowly increasing towards a path to recovery in 2023
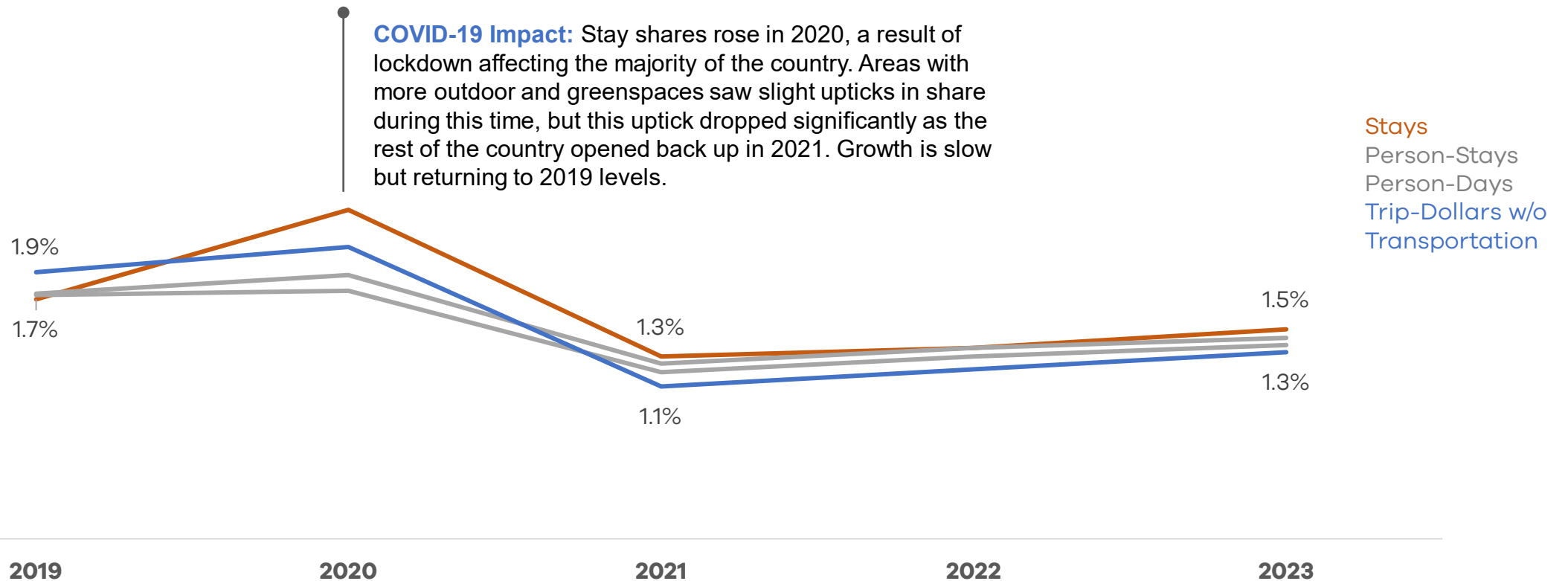
COVID-19 Impact: Stay shares rose in 2020, a result of lockdown affecting the majority of the country. Areas with more outdoor and greenspaces saw slight upticks in share during this time, but this uptick dropped significantly as the rest of the country opened back up in 2021. Growth is slow but returning to 2019 levels.

Stays
Person-Stays
Person-Days
Trip-Dollars w/o Transportation

1.9%
1.7%

1.3%

1.5%

1.1%

1.3%

2019   **2020**   **2021**   **2022**   **2023**

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

Louisiana' Origin US Divisions

Pacific
2.6%

Mountain
0.5%

West North Central
1.0%

East North Central
3.0%

Middle Atlantic
1.6%

New England
0.7%

East South Central
11.8%

South Atlantic
6.6%

West South Central
72.1%
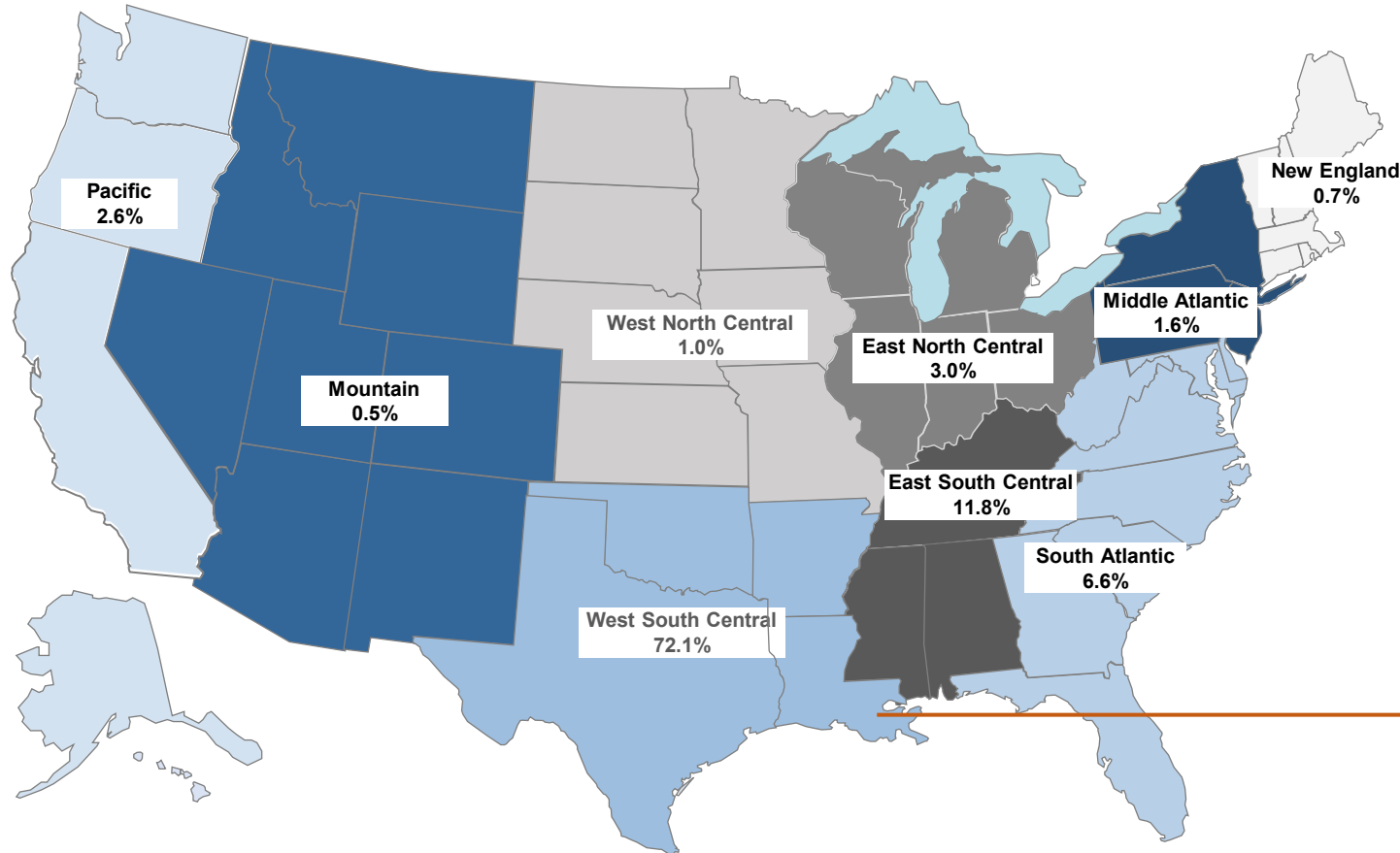
Intra-Census Region (within): Louisiana attracts nearly **three-quarters** of all visitors from within the West South Central Census region, a similar share to pre-COVID times.

Half of travelers reside in the State of Louisiana (**intra-state/intra-region**) and another 1 in 10 in the surrounding states of the East South Central region (**inter-state/intra-region**).

Inter-Census Regions (between): **One quarter** of Louisiana' leisure visitors come from other US census regions – mainly the East South Central and South Atlantic regions.

* 2023 Louisiana Person-Stays (Base n=1,694)
Source: Performance/Monitor[SM]

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

MMGY Travel Intelligence

Louisiana' Top Origin States
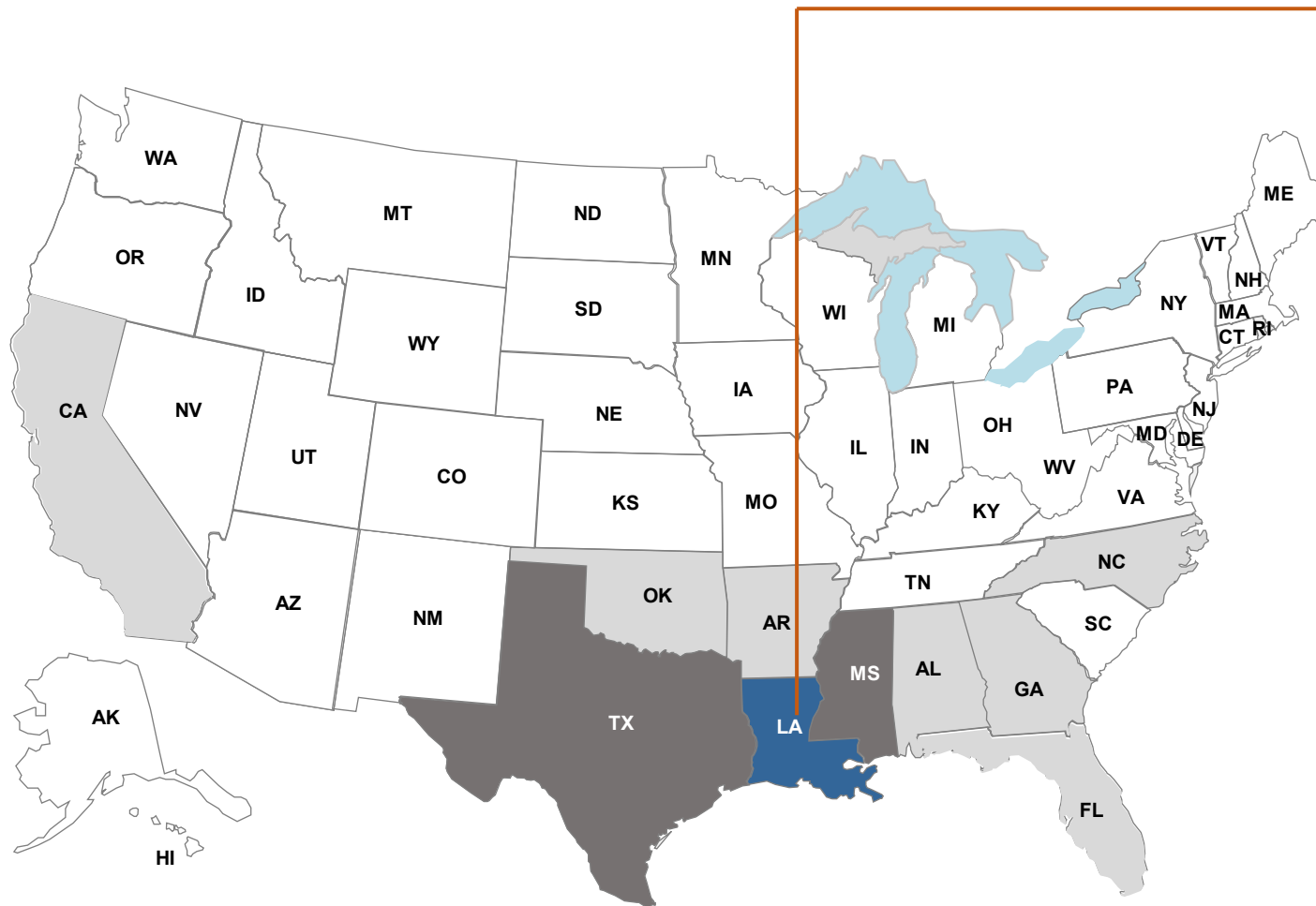
Origin states to Louisiana still show shifts due to the impact of the COVID-19 era.
Slightly more than half of Louisiana' travelers in 2023 are residents – a share that remains 10 percent higher than it did in 2019 and has remained this high since 2020.

The share of travelers from Texas dropped back below 2019 levels after seeming to recover in 2022, though Mississippi and California saw a significant increase in shares to above 2019 levels.

The top 10 origin states of non-residents made up 39% of travel to Louisiana in 2023, similar to 2019.

Top 10 Origin States

Louisiana	52.4%
Texas	16.3%
Mississippi	8.5%
Florida	2.7%
Alabama	2.6%
California	2.3%
Oklahoma	2.0%
Georgia	1.9%
Arkansas	1.5%
North Carolina	0.9%

* 2023 Louisiana Person-Stays (Base n=1,694)
Source: Performance/Monitor^{SM}

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

Visitor Profile / Trip Origin

MMGY Travel Intelligence

Top 10 Origin DMAs to Louisiana	US	Louisiana	Greater New Orleans	South	Southwest	North	Central
Baton Rouge, LA	0.3%	15.5%	19.1%	27.0%	13.4%	3.6%	3.1%
New Orleans, LA	0.5%	14.1%	21.0%	24.6%	4.1%	0.3%	11.7%
Lafayette, LA	0.2%	8.7%	1.8%	7.7%	36.7%	2.4%	7.8%
Shreveport, LA	0.4%	7.9%	0.7%	2.6%	0.7%	37.8%	6.5%
Houston, TX	2.2%	5.4%	5.5%	0.6%	13.4%	0.8%	3.7%
Jackson, MS	0.3%	4.0%	2.7%	9.5%	0.2%	2.0%	3.7%
Monroe, LA-El Dorado, AR	0.2%	3.9%	0.4%	6.4%	0.3%	14.3%	7.9%
Dallas-Fort Worth, TX	3.1%	3.7%	2.7%	1.8%	1.7%	5.6%	10.6%
Alexandria, LA	0.1%	2.8%	0.6%	1.0%	6.9%	0.4%	22.0%
Biloxi-Gulfport, MS	0.1%	2.3%	5.0%	1.2%	0.5%	0.0%	0.0%
Top 10 Sum	**7.4%**	**68.3%**	**59.5%**	**82.4%**	**77.9%**	**67.2%**	**77.2%**

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

MMGY Travel Intelligence

Louisiana' Opportunity by Origin DMA

New Orleans, LA
- 17%
- 14%

Houston, TX
- 6%
- 8%

Baton Rouge, LA
- 14%
- 6%

Shreveport, LA
- 6%
- 5%

Lafayette, LA
- 9%
- 4%

Dallas-Fort Worth, TX
- 5%
- 3%

Atlanta, GA
- 2%
- 3%

Monroe LA-El Dorado, AR
- 5%
- 3%

Biloxi-Gulfport, MS
- 2%
- 3%

Alexandria, LA
- 4%
- 2%

Stays Based I **Trip Dollars Based w/o Transportation**

Embracing new opportunities: Travelers from Houston, Atlanta and Biloxi played a significant role in boosting the economy of Louisiana

While travelers from major cities within Louisiana and Dallas-Fort Worth, TX contributed to Louisiana' spending, the leisure travelers Houston, TX, Atlanta, GA and Biloxi-Gulfport, MS contributed more in trip-dollars than in travel party shares which makes them particularly valuable segments to target.

* 2021-2023 Louisiana Leisure (Base n=6,050)
Source: Performance/Monitor(SM)

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

MMGY Travel Intelligence

Mode of Transportation to the Destination

Air | Auto | Other

Region	Air	Auto	Other
U.S.	8%	81%	11%
Louisiana	6%	85%	10%
Greater New Orleans	12%	77%	12%
South	1%	96%	3%
Southwest	1%	97%	2%
North	1%	95%	4%
Central	0%	74%	26%

* 2023 Person-Stays (Base Louisiana=1,694)
Source: Performance/Monitor^SM

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

Visitor Profile / Transportation

MMGY Travel Intelligence

Mode of Transportation within the Destination

No Transportation Used/Walked I Personal Vehicle I Rental Vehicle I Taxi I Rideshare Service I Bus I Train/Subway

Region	No Transportation Used/Walked	Personal Vehicle	Rental Vehicle	Taxi	Rideshare Service	Bus	Train/Subway
U.S.	5%	58%	18%	3%	8%	2%	2%
Louisiana	8%	50%	19%	4%	12%	1%	2%
Greater New Orleans	12%	36%	19%	7%	19%	1%	2%
South	1%	62%	27%	3%	2%	0%	
Southwest	5%	75%	10%	1%	6%		1%
North	4%	68%	19%	0%	3%	2%	
Central	5%	91%	3%		0%	0%	

* 2023 Person-Stays (Base Louisiana=1,694)
Source: Performance/Monitor^{SM}

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

Visitor Profile / **Transportation**

MM GY Travel Intelligence

One-Way Distance Traveled by Car

100 miles or less | 101-200 miles | **201-300 miles** | **301-500 miles** | 501 miles or more
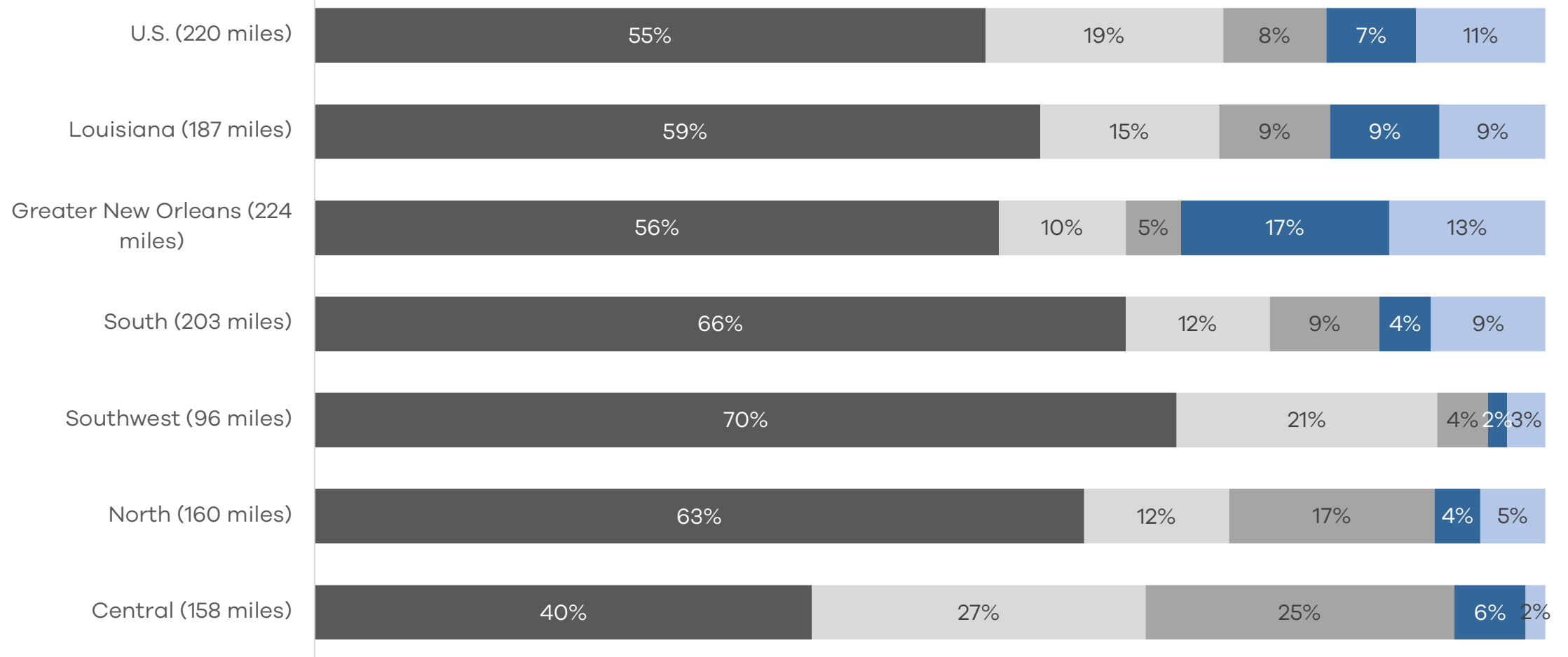
	100 miles or less	101-200 miles	201-300 miles	301-500 miles	501 miles or more
U.S. (220 miles)	55%	19%	8%	7%	11%
Louisiana (187 miles)	59%	15%	9%	9%	9%
Greater New Orleans (224 miles)	56%	10%	5%	17%	13%
South (203 miles)	66%	12%	9%	4%	9%
Southwest (96 miles)	70%	21%	4%	2%	3%
North (160 miles)	63%	12%	17%	4%	5%
Central (158 miles)	40%	27%	25%	6%	2%

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

Visitor Profile / **Transportation**

MMGY Travel Intelligence

One-Way Distance Traveled by Air

300 miles or less | **301-700 miles** | 701-1,000 miles | **1,000 miles or more**

Region	300 miles or less	301-700 miles	701-1,000 miles	1,000 miles or more
U.S. (1,326 miles)	11%	20%	18%	51%
Louisiana (897)	5%	39%	18%	37%
Greater New Orleans (914)	3%	40%	18%	39%
South (750)	75%		2%	23%
Southwest (340)	55%	28%	11%	6%
North (742)	18%	3%	70%	9%
Central (691)	58%			43%
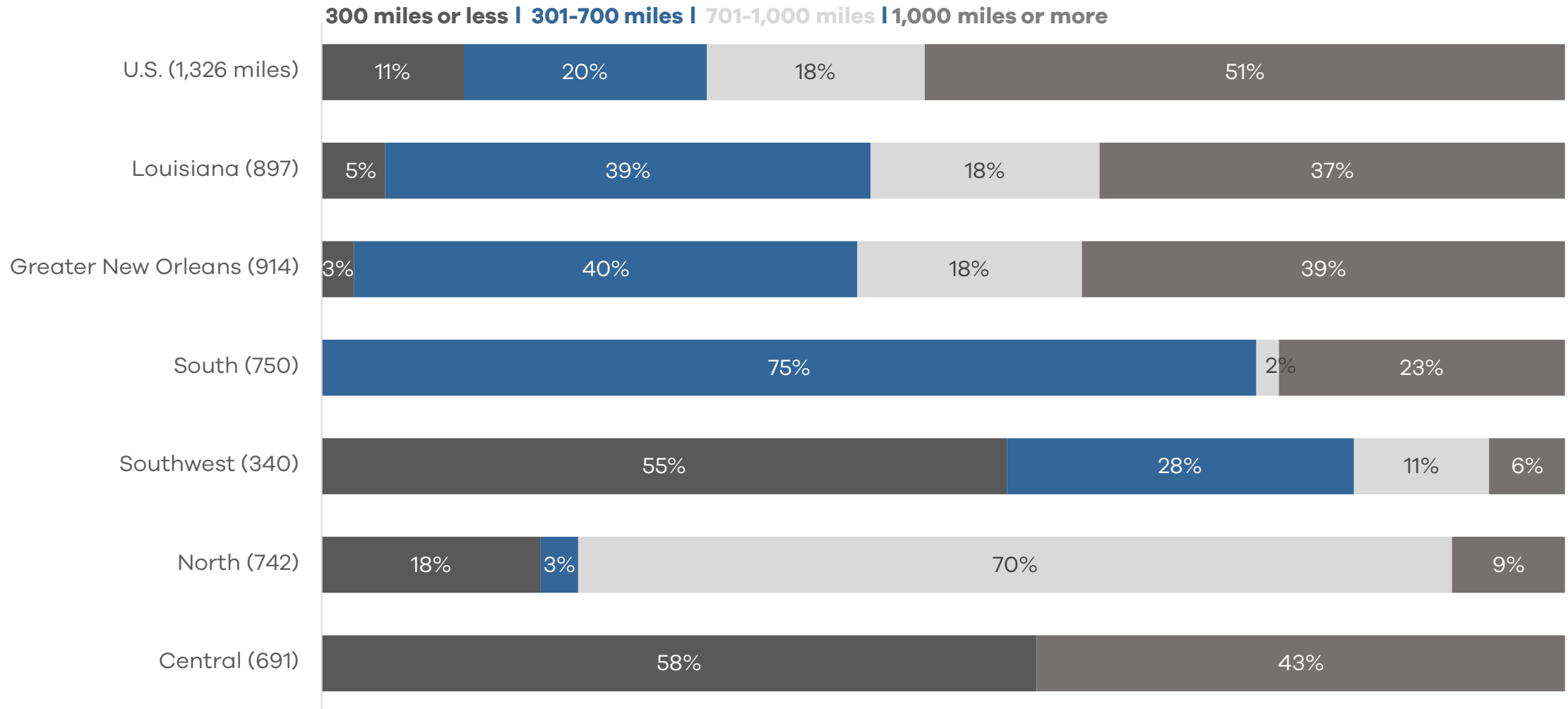
* 2023 Person-Stays (Base Louisiana=327)
Source: Performance/Monitor℠

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

Visitor Profile / **Trip Planning**

MMGY Travel Intelligence

Louisiana' Trip Planning vs. Booking Time Frame

In 2023, the majority of travelers plan the trip to Louisiana between the same day up to 3 weeks before their departure. During COVID times, the planning timeframes were longer, with the majority planning either within a week or between 1-3 months.

Trip Planning and **Booking timeframes** have changed since the impact of COVID lockdown in Louisiana

In 2023, the majority to travelers both plan and book their trips less than a week in advance to Louisiana.
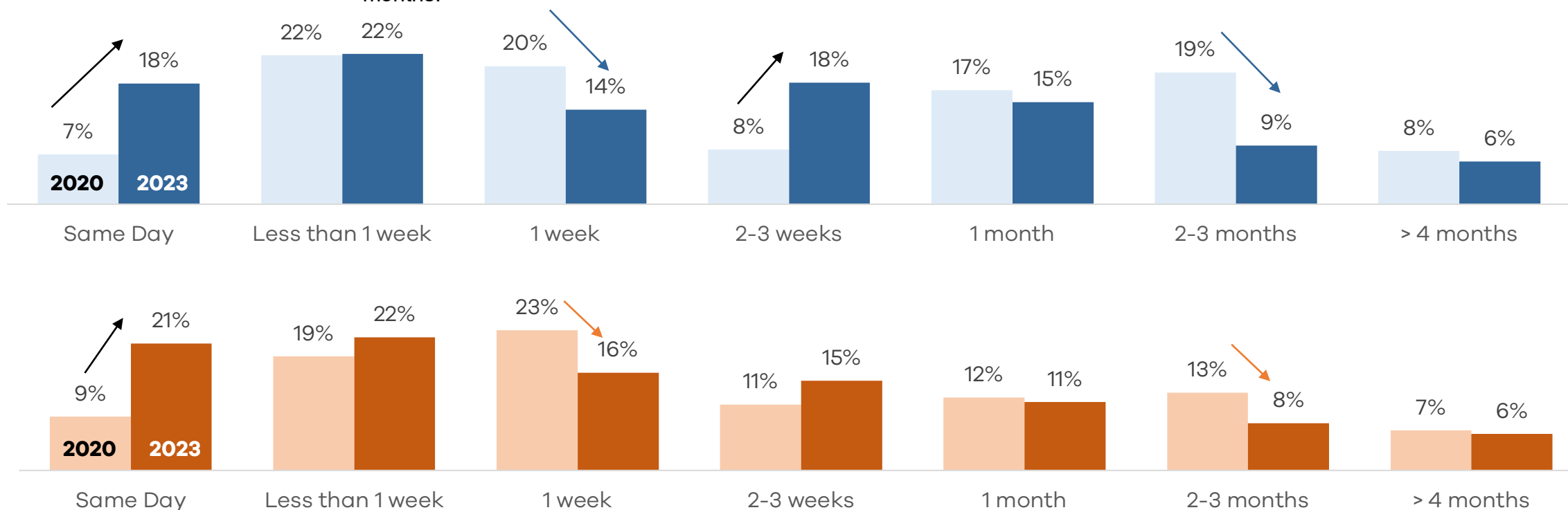
	Same Day	Less than 1 week	1 week	2-3 weeks	1 month	2-3 months	> 4 months
2020	7%	22%	20%	8%	17%	19%	8%
2023	18%	22%	14%	18%	15%	9%	6%

	Same Day	Less than 1 week	1 week	2-3 weeks	1 month	2-3 months	> 4 months
2020	9%	19%	23%	11%	12%	13%	7%
2023	21%	22%	16%	15%	11%	8%	6%

* 2023 Louisiana Person-Stays (Base Louisiana=1,694)
Source: Performance/Monitor℠

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

Travel Planning Resources

U.S. | **Louisiana**

Resource	U.S.	Louisiana
Past Experience	34%	32%
Friend/Family/Colleague Recommendation	16%	17%
Mapping Websites/Apps	9%	9%
Internet Search	12%	9%
Destination Websites/Apps	7%	6%
Travel Booking Websites	6%	6%
Accommodation Websites/Apps	6%	5%
Guest Ratings and Review Websites/Apps	5%	5%
Attraction Websites/Apps	7%	4%
Social Networking Sites	5%	4%
Printed Destination Visitor Guides	3%	3%
Transportation Website/Apps	5%	3%
Online Destination Visitor Guides	4%	3%
AAA Travel Guides	3%	2%
Travel Influencer/Blogger	3%	2%
Travel Agent/Tour Operator	3%	2%
Travel Magazines/Books	2%	1%
Other	2%	4%

Most Trip Planning Resources Used: Past Experience Leads the Way

Overall, Louisiana rely on past experiences and friend/family recommendations for trip planning. Louisiana travelers are less likely overall to use online resources than U.S. travelers, though mapping websites and internet searches are still popular options for travelers.

About 3 in 10 travelers do not rely on any resource to plan their trip.

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

Louisiana' Month Trip Started

Unveiling the Seasonal Preference of Louisiana Travelers: Holiday Fervor

Travel to and within Louisiana is highest in the holiday months of November and December, followed closely by summer travel in July and August.

Spring   22%
Summer   27%
Fall   30%
Winter   22%

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
5%	4%	7%	7%	9%	7%	10%	10%	7%	10%	13%	13%
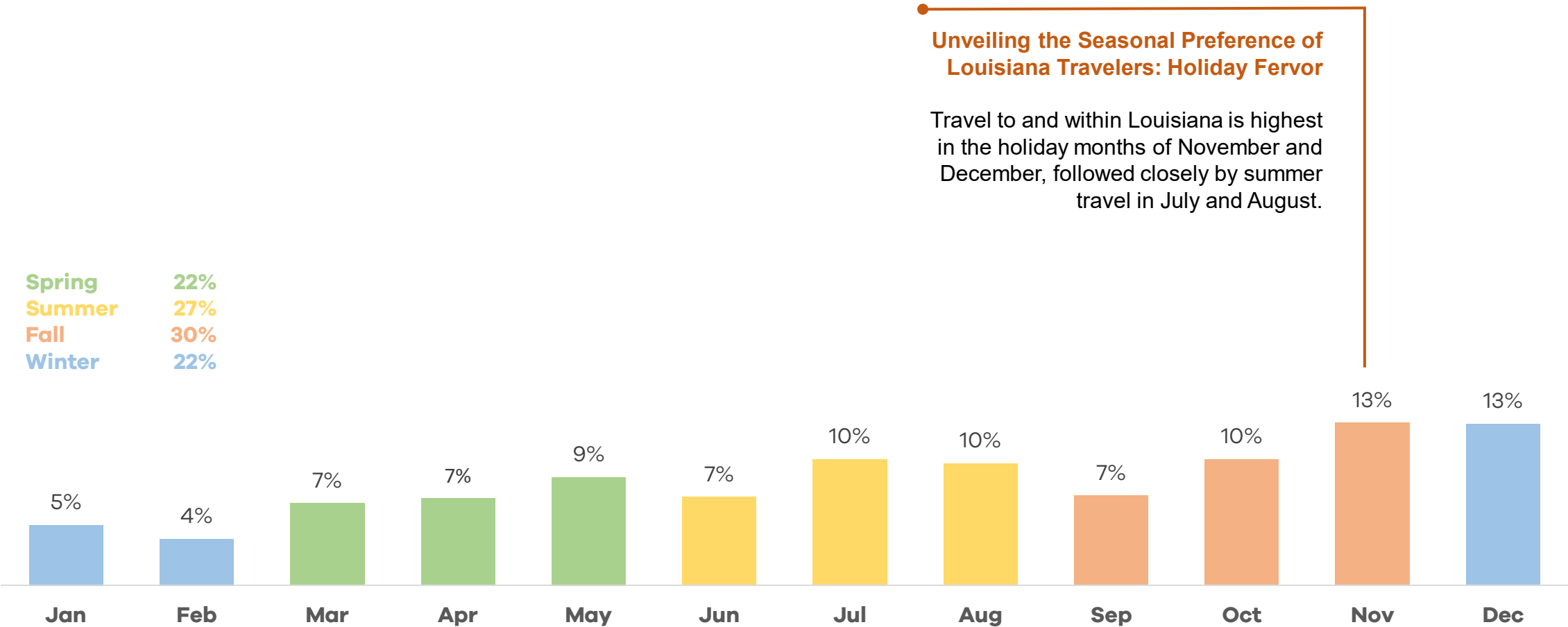
* 2022 Leisure Person-Stays (Base Louisiana=1,694)
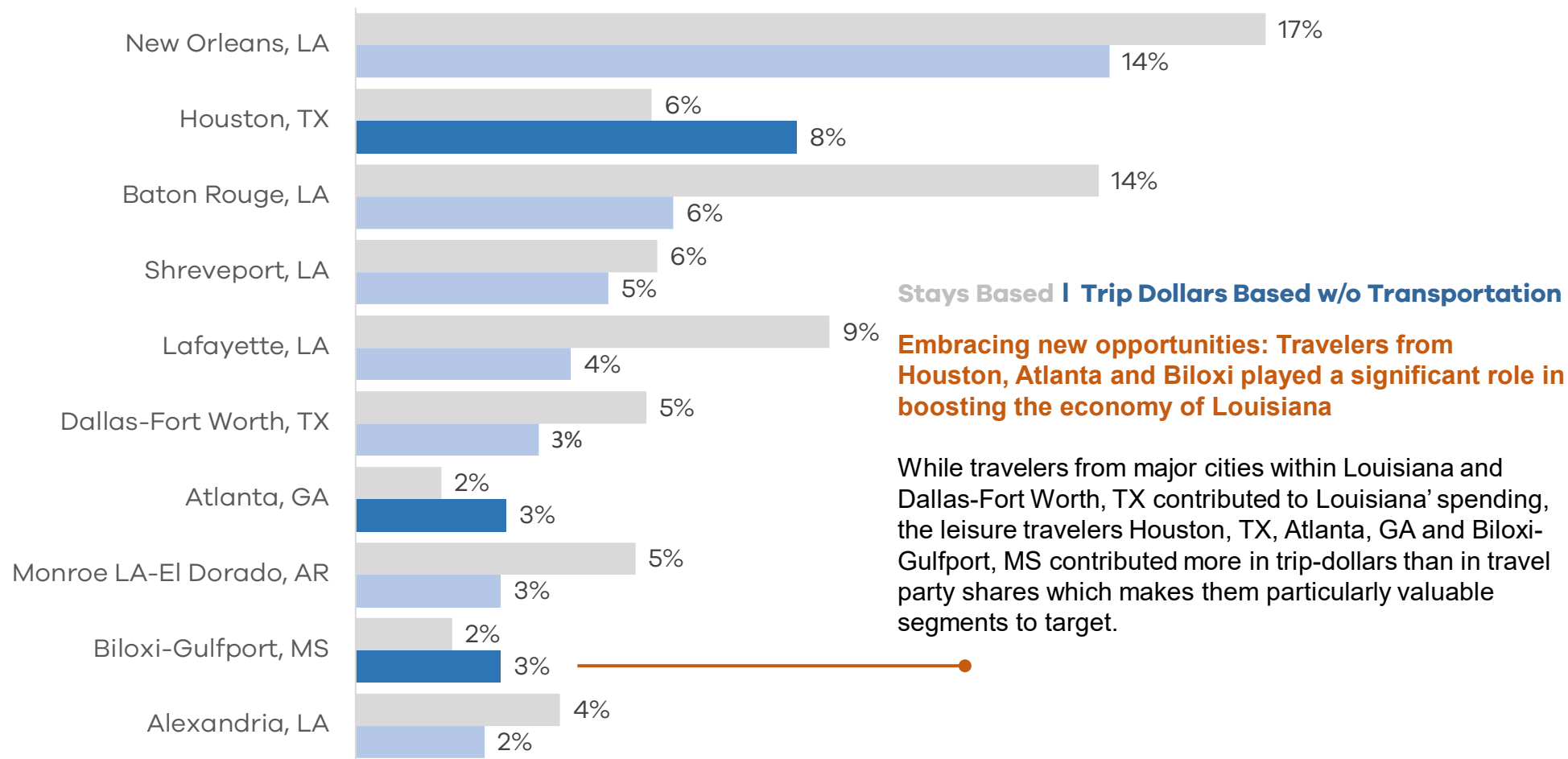Source: Performance/Monitor^SM

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

MMGY Travel Intelligence

MMGY Travel Intelligence

Louisiana' Day of Arrival

In 2023, travelers arrived mainly on Saturday and Friday in Louisiana.

During the pandemic, arrival times were particularly high on Wednesdays, but have now settled into the end of the week and weekend.

Weekend

2023
2022
2021
2020

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2021	17%			12%			
2020		14%	25%		12%	15%	5%
2022	14%		10%	17%	20%		
2023		11%				18%	9%

* 2023 Person-Stays (Base Louisiana=1,694)
Source: Performance/Monitor^SM

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

MMGY Travel Intelligence

Quarter Trip Started

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

Region	First Quarter (Jan-Mar)	Second Quarter (Apr-Jun)	Third Quarter (Jul-Sep)	Fourth Quarter (Oct-Dec)
U.S.	19%	24%	27%	30%
Louisiana	15%	22%	27%	36%
Greater New Orleans	15%	25%	27%	33%
South	15%	29%	22%	34%
Southwest	13%	10%	26%	51%
North	22%	19%	26%	33%
Central	8%	22%	20%	50%

* 2023 Person-Stays (Base Louisiana=1,694)
Source: Performance/Monitor^SM

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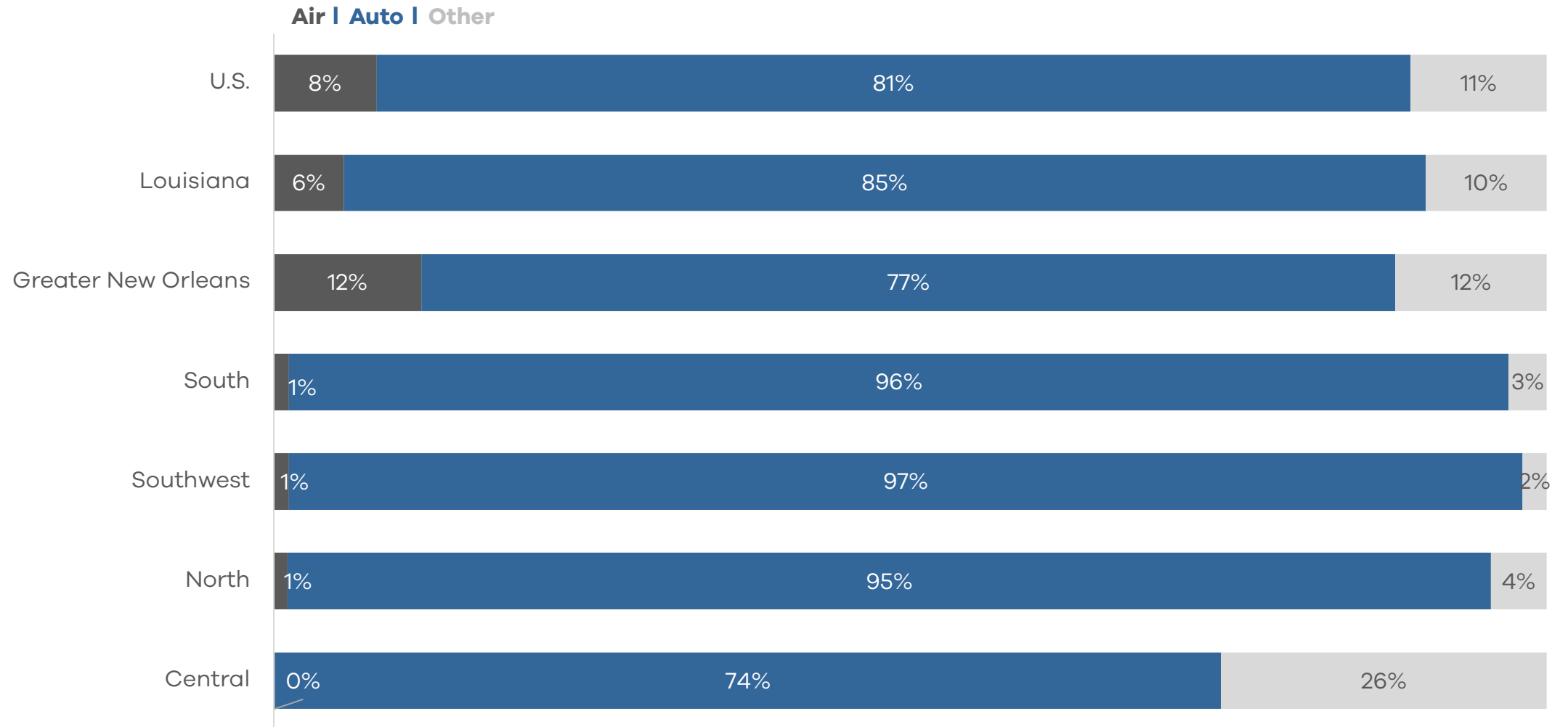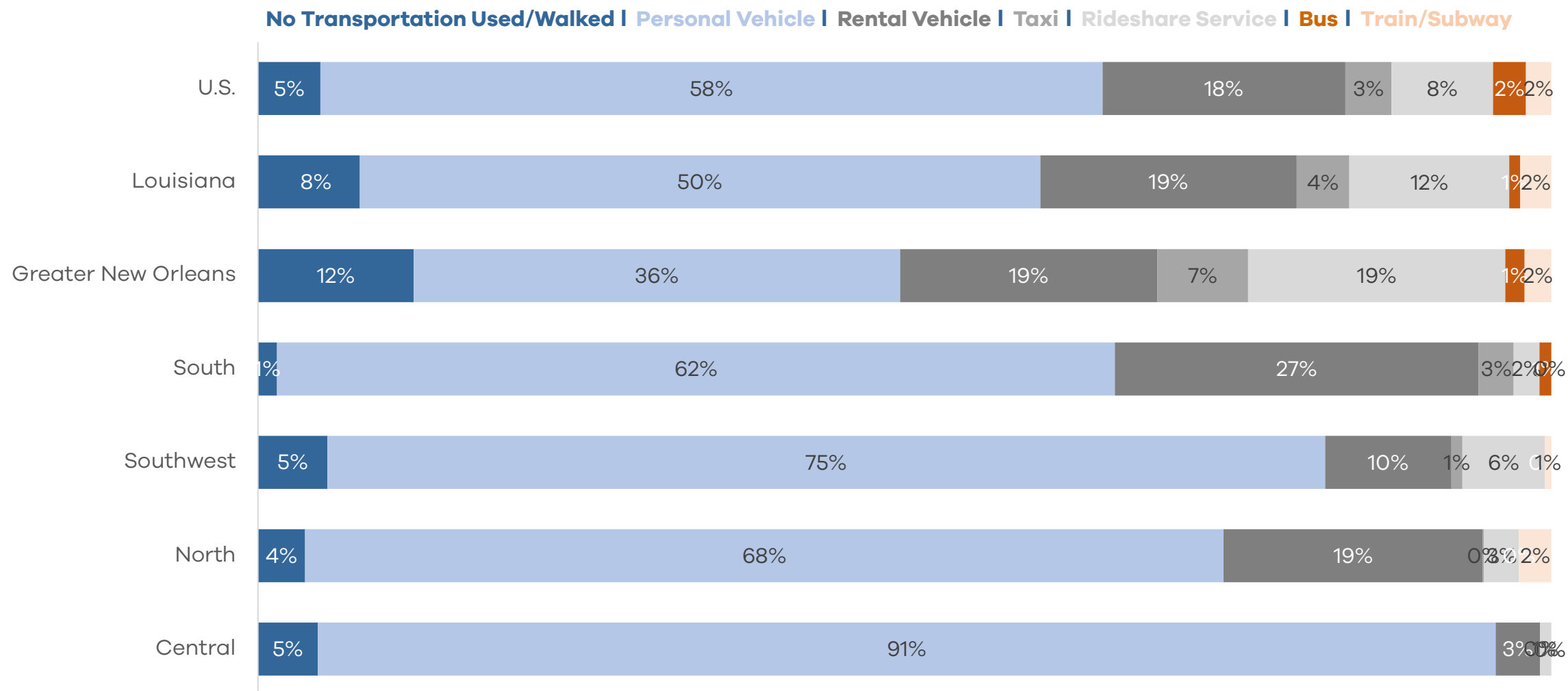
Visitor Profile / **Trip Characteristics**

Purpose of Stay- Business

Convention | **Seminar** | Other Group Meeting | **Consulting/Client Services** | **Inspection/Audit** | Construction/Repair | **Sales/Purchasing** | Government/Military | Other Business

	Convention	Seminar	Other Group Meeting	Consulting/Client Services	Inspection/Audit	Construction/Repair	Sales/Purchasing	Government/Military	Other Business
U.S.	3%	4%	3%	3%	1%	2%	4%	1%	4%
Louisiana	4%	5%	2%	2%	1%	5%	3%	0%	4%
Greater New Orleans	7%	7%	2%	1%	2%	2%	4%	0%	6%
South	1%	2%	4%	0%	1%	10%	3%	0%	4%
Southwest	2%	5%		0%	0%	1%	1%		6%
North	0%	2%	1%	1%	0%	9%		1%	1%
Central	2%	4%		6%		5%		0%	4%

A quarter of visitors to Louisiana travel to the state for business purposes.

Of those who travel for business purposes, the majority come for **Construction/Repair or Seminars**– a slightly larger share than for the average US destination.

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

MMGY Travel Intelligence

Purpose of Stay- Leisure

Overnight Getaway Weekend I Overnight General Vacation I Day Getaway Weekend or General Vacation **I Visit Friends/Relatives**
I Special Event I Leisure Convention/Conference/Show **I Medical/Health Care I** Seminar/Class/Training **I** Other Personal Leisure

U.S.	4%	13%	9%	23%	11%	2%	4%	1%	12%
Louisiana	3%	8%	8%	23%	12%	1%	3%	1%	17%
Greater New Orleans	5%	13%	8%	14%	12%	1%	1%		16%
South	1%	2%	3%	36%	9%	1%	5%	0%	17%
Southwest	3%	6%	7%	39%	12%		1%	1%	17%
North	3%	6%	10%	18%	16%	2%	7%		23%
Central	2%	5%		24%	8%	3%	5%	3%	31%

Louisiana is a popular destinations for family gatherings and reconnecting with loved ones.

One in every five travelers visited Louisiana for a **vacation purpose.**

More than half of travelers visited Louisiana for a **non-vacation purpose.**

The majority come to **Visit Friends/Relatives** – around the same share as the average US destination.

* 2023 Person-Stays (Base Louisiana=1,694)
Source: Performance/Monitor^SM

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

Louisiana' Opportunity by Purpose

Most Profitable: Business Purposes and Vacation Travelers

Those who visit Louisiana for a Group meeting make up 12% of Louisiana's travel party base. These travel parties contribute 21% to Louisiana's trip-dollars volume which makes them very profitable segments. Similarly, Louisiana travel parties who visit for overnight vacations make up 10% of the travel party base but contribute 18% to Louisiana's trip-dollar volume.

Louisiana's primary Leisure segment, those visiting friends and relatives, generate a lower share in trip-dollars than they represent in travel parties.

The trip-dollars spending data have been adjusted for the influence of locals or long-hauls visitors by removing spending for all means of transportation.

Stays Based | Trip-Dollars Based w/o Transportation

Category	Stays Based	Trip-Dollars Based w/o Transportation
Business Group Meeting (net)	12%	21%
Transeint Business (net)	18%	18%
General Vacation - Night	10%	18%
Getaway Weekend - Night	3%	5%
Visit Friends/ Relatives	21%	13%
Special Event	9%	10%
Vacation/ Getaway - Day	7%	6%
Medical/ Health Care	5%	2%
Leisure Convention, Conference	1%	1%
Seminar, Class, Training	0%	0%
Other Leisure/ Personal	15%	7%

MMGY Travel Intelligence
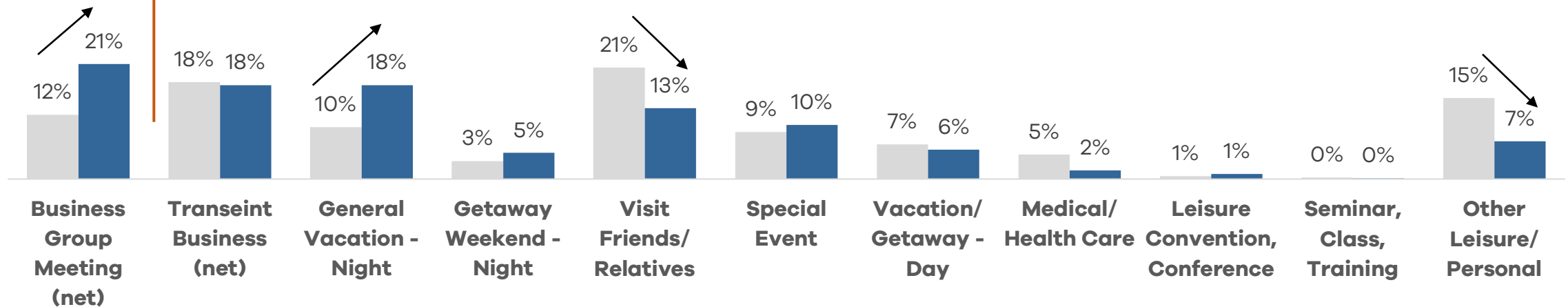
Stay Length

Day Trips | 1 Night | 2 Nights | 3 Nights | 4-7 Nights | 8 Nights or more

More than half of all travelers visit Louisiana for a **day trip**.

Region	Day Trips	1 Night	2 Nights	3 Nights	4-7 Nights	8 Nights or more
U.S. (1.92 days)	60%	12%	11%	7%	8%	2%
Louisiana (1.89 days)	59%	13%	10%	10%	7%	1%
Greater New Orleans (2.48 days)	45%	13%	11%	17%	11%	2%
South (1.54 days)	68%	14%	6%	6%	5%	1%
Southwest (1.55 days)	69%	12%	11%	3%	3%	1%
North (1.46 days)	69%	8%	14%	5%	3%	
Central (1.17 days)	79%	10%	4%	4%	3%	

New Orleans welcomes slightly more travelers between **three nights** to **one week** than other regions.

About half of all travelers visited **more than one location** for a day while on the main trip to Louisiana in 2023.
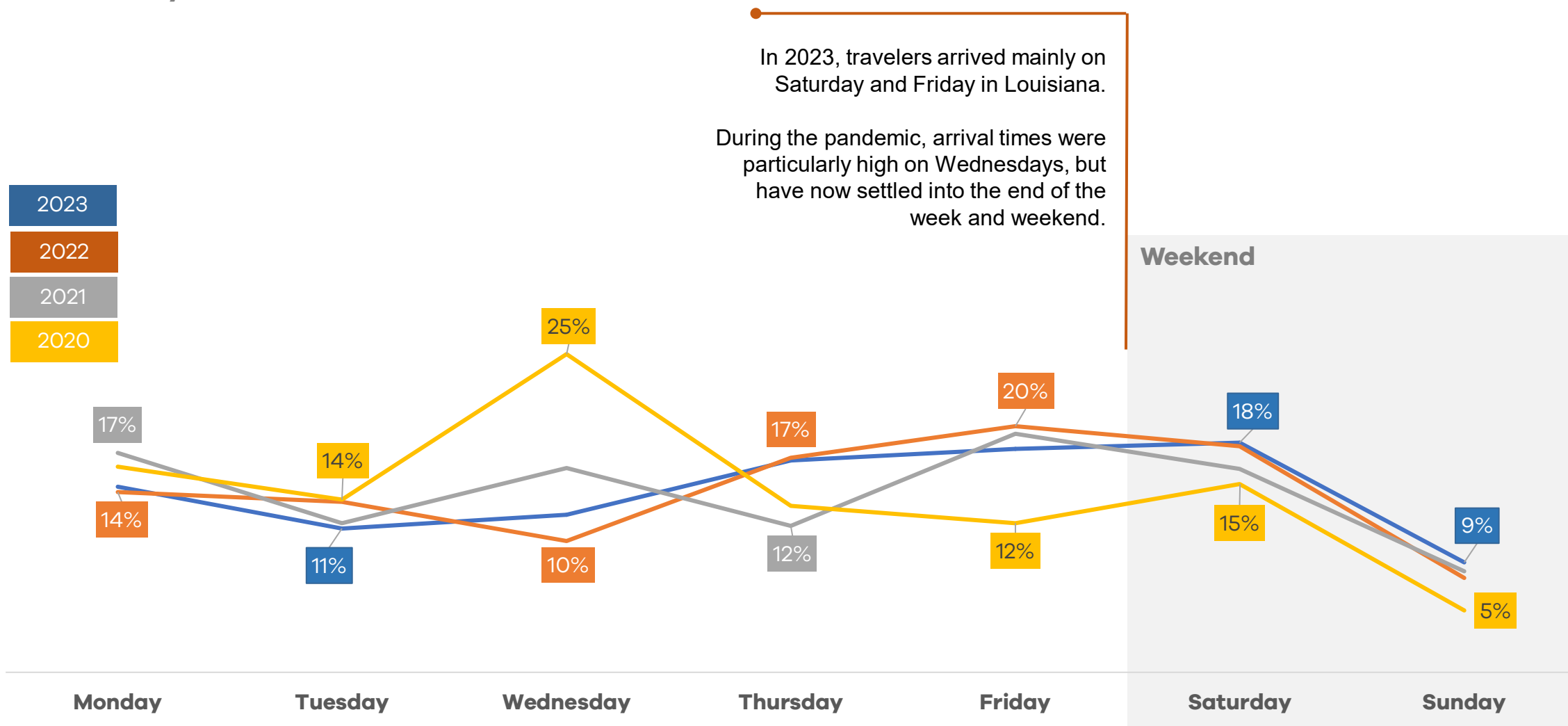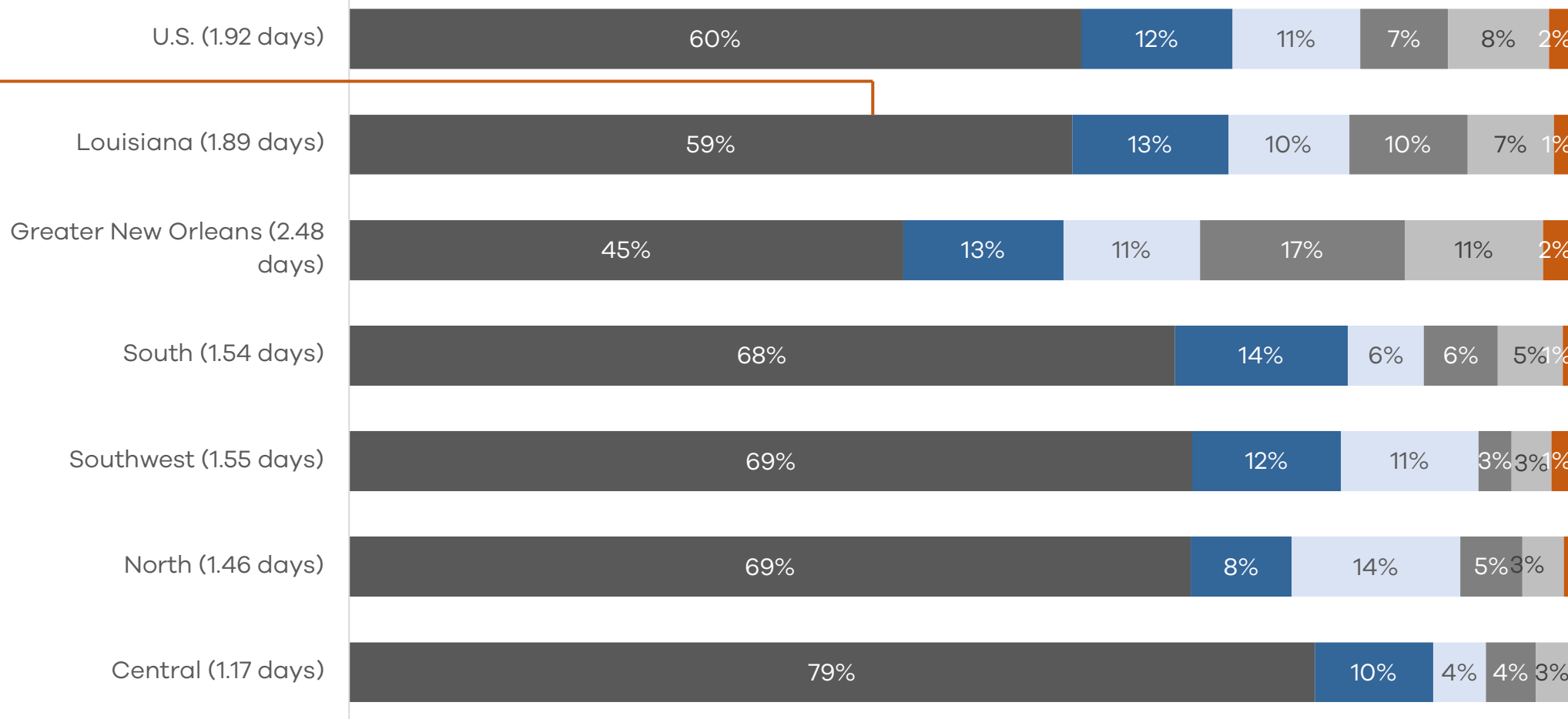
* 2023 Person-Stays (Base Louisiana=1,694)
Source: Performance/Monitor℠

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

Visitor Profile / **Trip Characteristics**

MM GY Travel Intelligence

Average Length of Stay (in days)
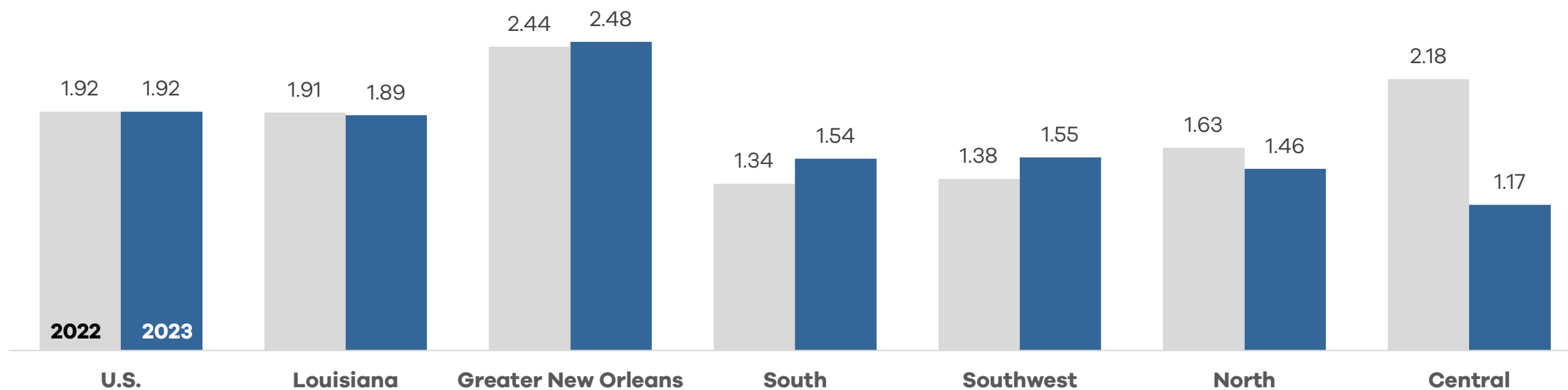
	U.S.	Louisiana	Greater New Orleans	South	Southwest	North	Central
2022	1.92	1.91	2.44	1.34	1.38	1.63	2.18
2023	1.92	1.89	2.48	1.54	1.55	1.46	1.17

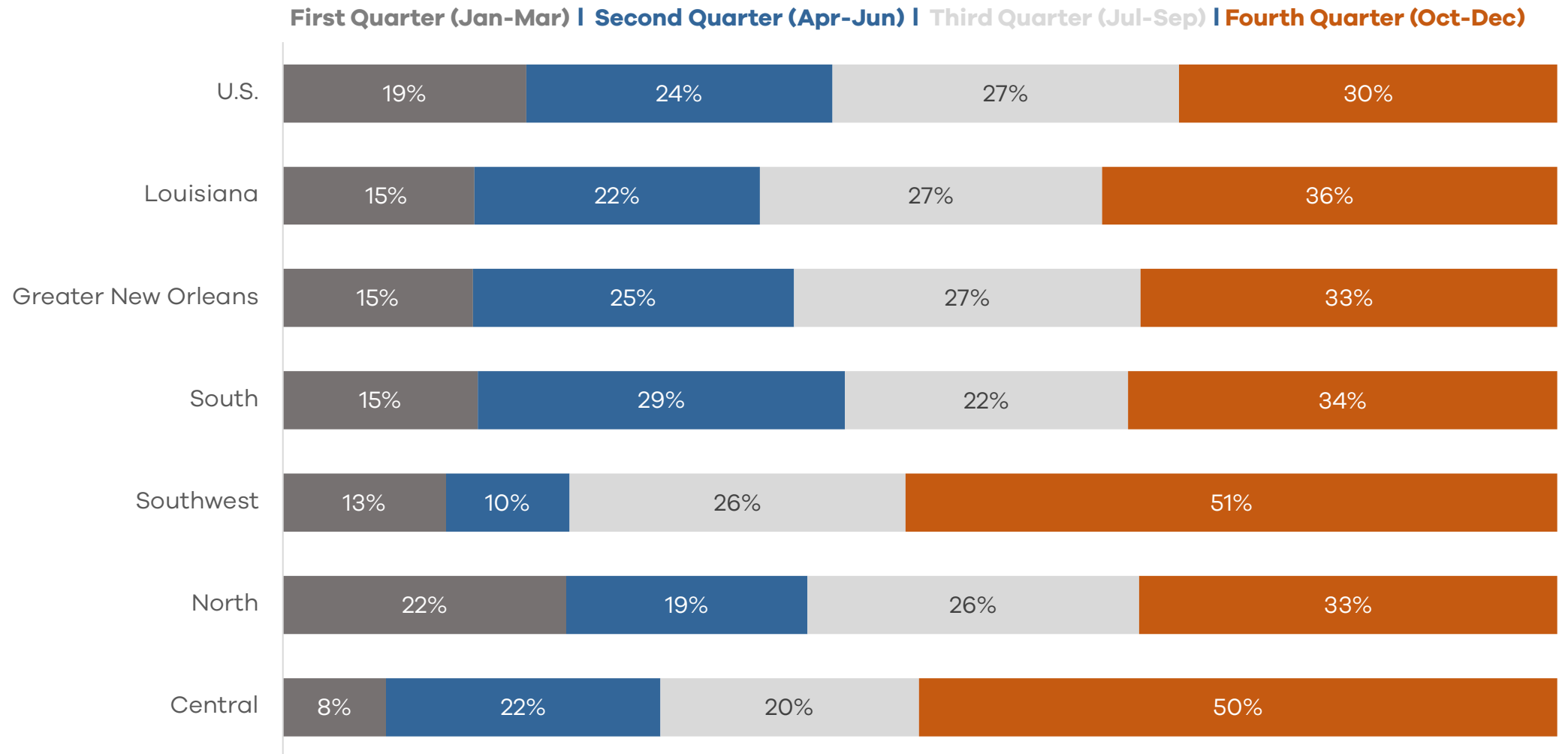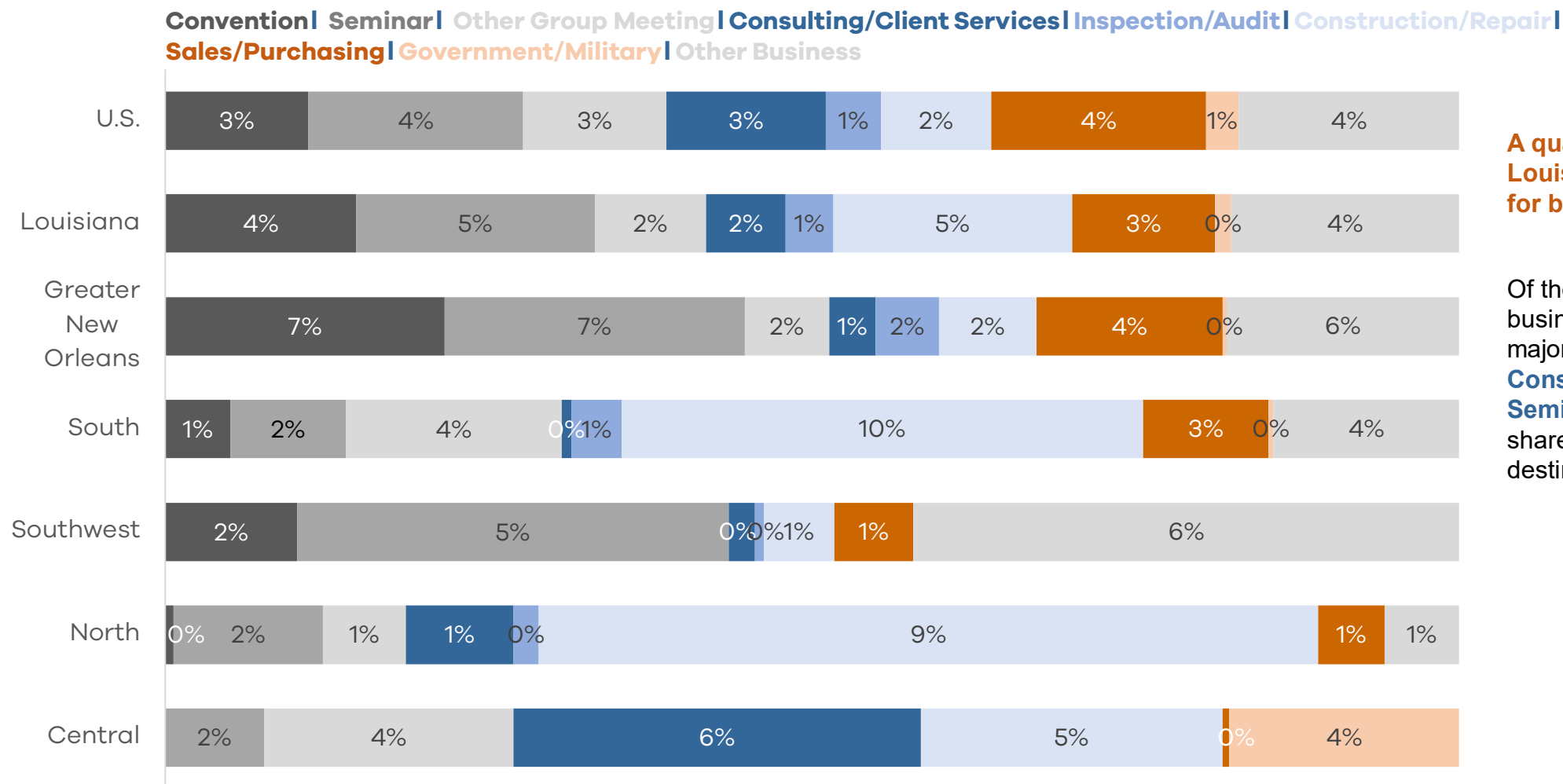* 2023 Person-Stays (Base Louisiana=1,694)
Source: Performance/Monitor^{SM}

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

MMGY Travel Intelligence

Louisiana' Opportunity by Length of Stay

Most Profitable: Travel Parties Staying Longer Than a Single Night

Those who visit Louisiana for more than one night make up 29% of the State's travel party base. However, these travel parties contribute 64% to Louisiana's trip-dollars volume which makes them very profitable segments.

Stays Based | **Trip-Dollars based w/o Transportation**

	Day Trip	1 night	2 nights	3 nights	4-7 nights	8+ night
Stays Based	56%	15%	13%	8%	7%	1%
Trip-Dollars	24%	12%	17%	18%	26%	3%

* 2021-2023 (Base Louisiana=3,957)
Source: Performance/Monitor^SM

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

Visitor Profile / Accommodations

MM GY Travel Intelligence

Accommodation Type

Hotel/Motel | Other Paid | Non-Paid Accommodation
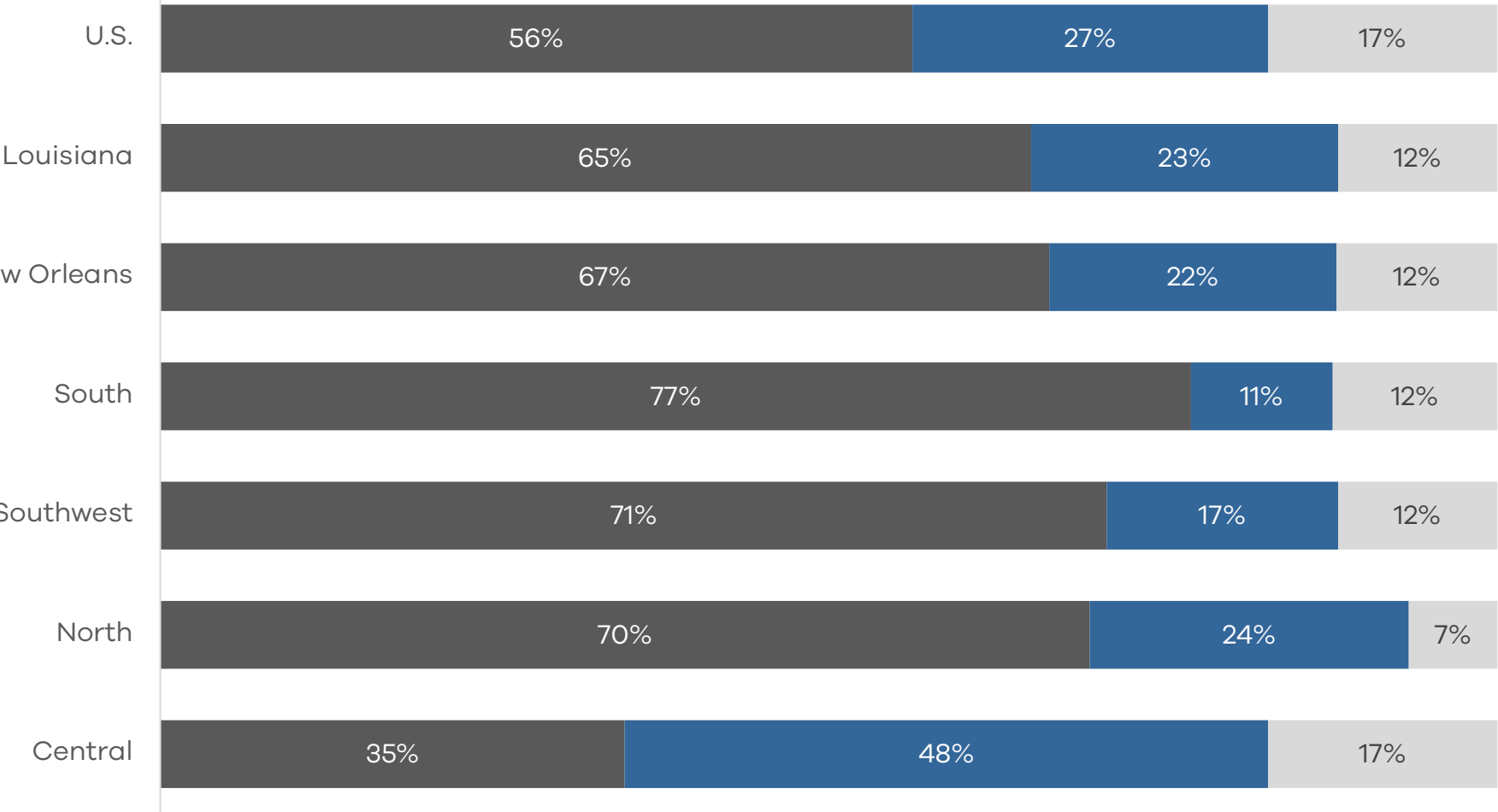
Hotels remain the key accommodation of choice

For Louisiana, **Hotel/Motel Accommodations** were the lodging of choice, higher than U.S. travelers overall.

Overall, roughly 65% of Louisiana travelers stay in paid hotels/motels, followed by a quarter in other paid accommodations.

The central region saw a significant increase in stays in paid homes/apartments/condos, indicating increased reliance on short-term rentals.

Region	Hotel/Motel	Other Paid	Non-Paid Accommodation
U.S.	56%	27%	17%
Louisiana	65%	23%	12%
Greater New Orleans	67%	22%	12%
South	77%	11%	12%
Southwest	71%	17%	12%
North	70%	24%	7%
Central	35%	48%	17%

* 2023 Overnight Person-Stays (Base Louisiana=960)
Source: Performance/Monitor^{SM}

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

Visitor Profile / **Accommodations**

MMGY Travel Intelligence

Louisiana' Opportunity by Accommodation Type
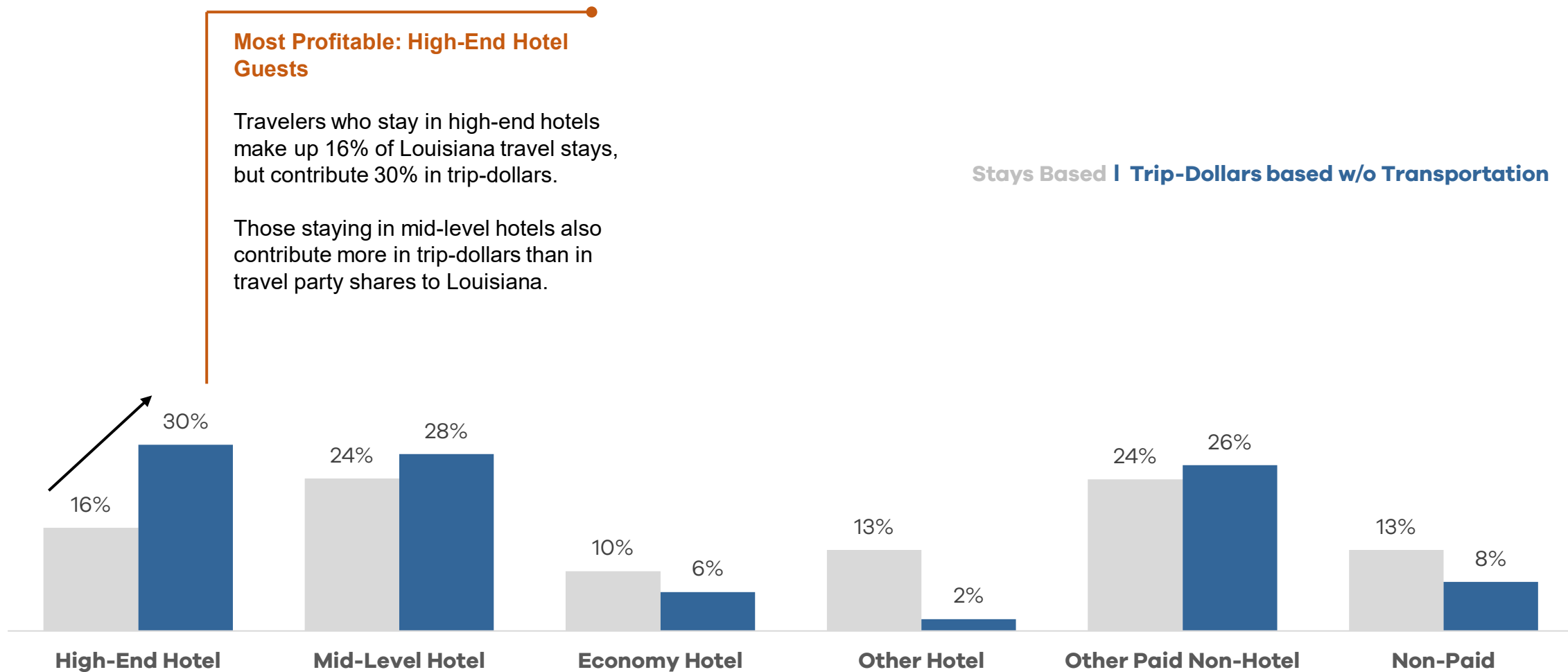
Most Profitable: High-End Hotel Guests

Travelers who stay in high-end hotels make up 16% of Louisiana travel stays, but contribute 30% in trip-dollars.

Those staying in mid-level hotels also contribute more in trip-dollars than in travel party shares to Louisiana.

Stays Based | **Trip-Dollars based w/o Transportation**

High-End Hotel: 16% / 30%
Mid-Level Hotel: 24% / 28%
Economy Hotel: 10% / 6%
Other Hotel: 13% / 2%
Other Paid Non-Hotel: 24% / 26%
Non-Paid: 13% / 8%

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

MM GY Travel Intelligence

Louisiana' Average Hotel Ratings

| | Poor | Fair | Excellent |

Category	Rating
Overall Satisfaction	8.48
Friendly/ Helpful People	8.43
Cleanliness	8.40
Feeling of Safety	8.38
Room & Building	8.28
Room Amenities/Services	8.28
Likelihood to Recommend	8.17
Value for the Money	8.11
Food Options	7.77

Scale: 0 1 2 3 4 5 6 7 8 9 10
Poor (0–4), Fair (4–8), Excellent (8–10)
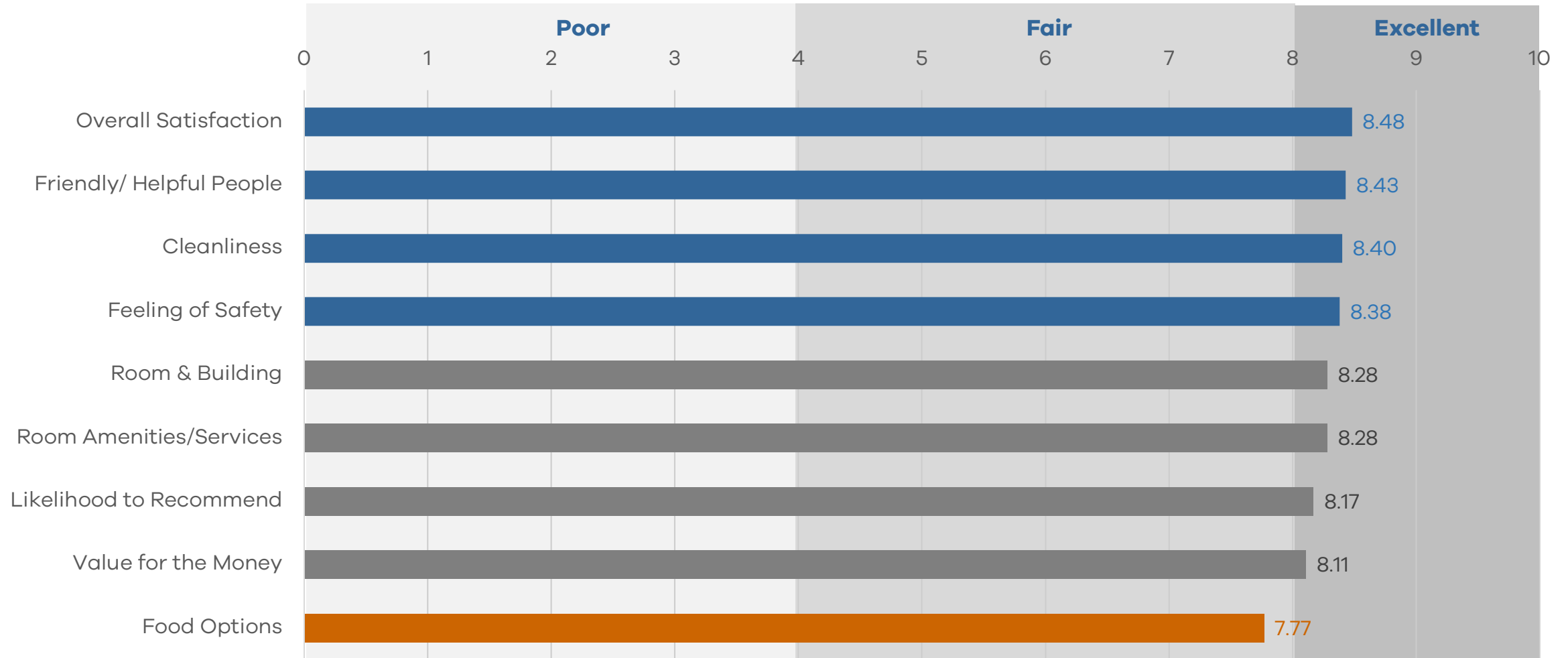
* 2022-2023 Person-Stays
Source: Performance/Monitor^{SM}

Question/ Please rate your lodging using the scale below.

Visitor Profile / **Trip Characteristics**

MM GY Travel Intelligence

Average Expenditure per Travel Party per Stay – w/o Transportation
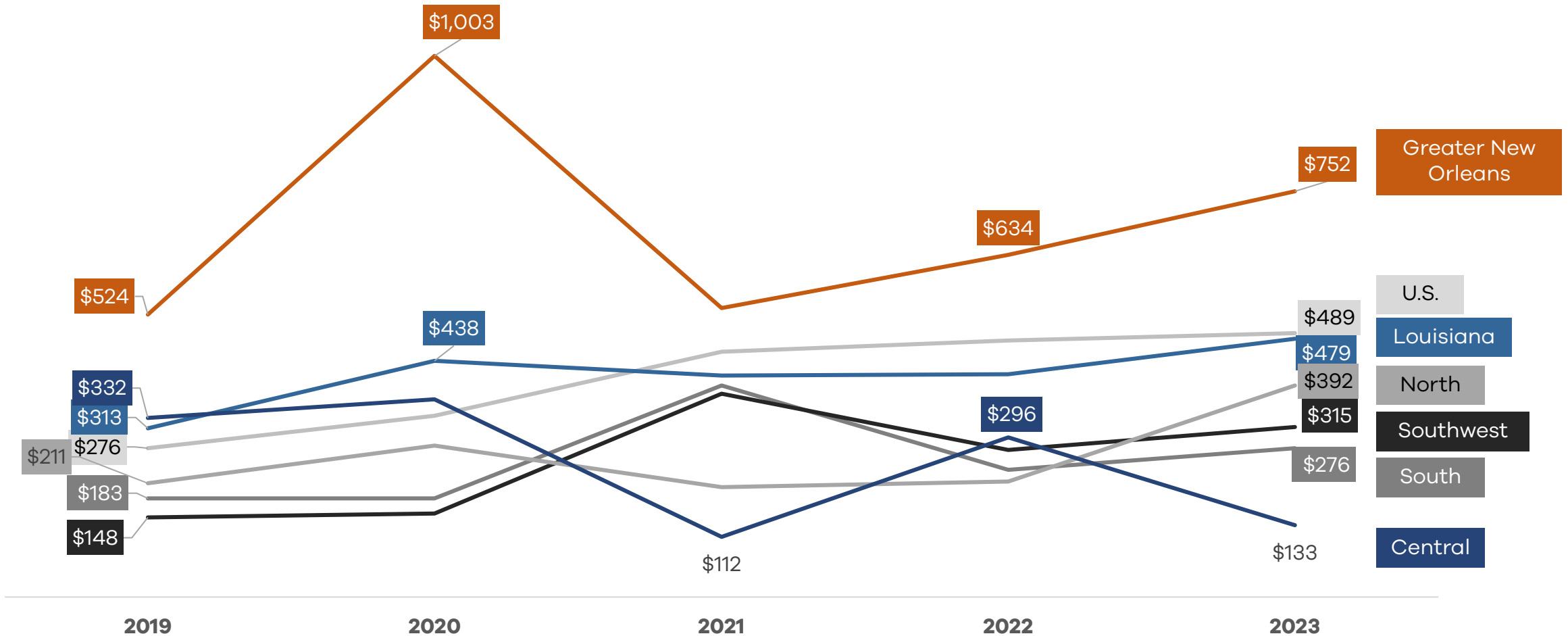
Greater New Orleans

- $524 (2019)
- $1,003 (2020)
- $634 (2022)
- $752 (2023)

U.S. — $489

Louisiana — $438 (2020), $479 (2023)

North — $392

Southwest — $296 (2022), $315 (2023)

South — $211, $276

Central — $313, $112, $133

- $332
- $276
- $183
- $148

2019   2020   2021   2022   2023

* 2023 Stays (Base Louisiana=1,694)
Source: Performance/Monitor^SM

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

Visitor Profile / **Trip Characteristics**

MMGY Travel Intelligence

Average Daily Expenditure per Traveler (excluding Transportation)
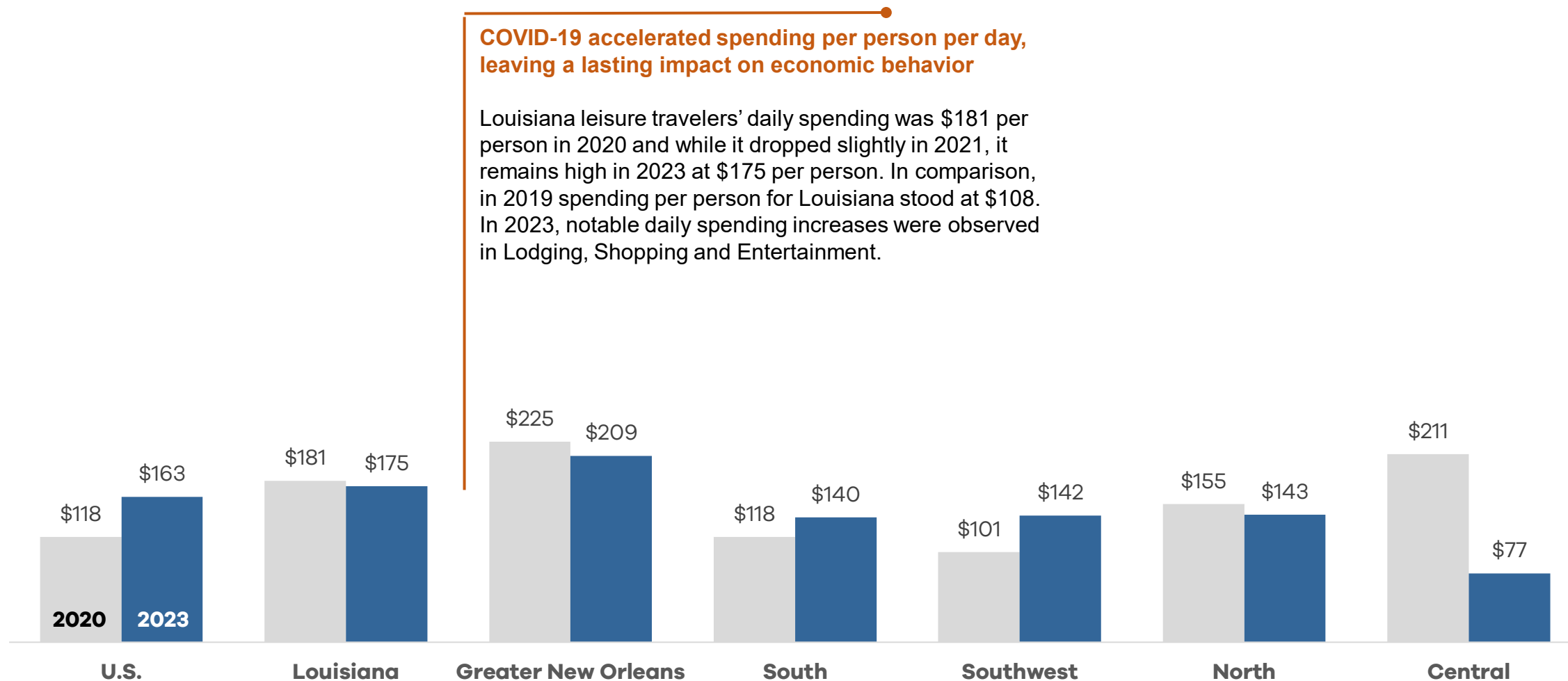
COVID-19 accelerated spending per person per day, leaving a lasting impact on economic behavior

Louisiana leisure travelers' daily spending was $181 per person in 2020 and while it dropped slightly in 2021, it remains high in 2023 at $175 per person. In comparison, in 2019 spending per person for Louisiana stood at $108. In 2023, notable daily spending increases were observed in Lodging, Shopping and Entertainment.

Region	2020	2023
U.S.	$118	$163
Louisiana	$181	$175
Greater New Orleans	$225	$209
South	$118	$140
Southwest	$101	$142
North	$155	$143
Central	$211	$77

* 2022/2023 Person-Days (Base Louisiana=1,694)
Source: Performance/Monitor^SM

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

MMGY Travel Intelligence

Daily Expenditure per Traveler (including Transportation)

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

	Transportation	Food & Beverage	Lodging	Shopping	Entertainment	Miscellaneous
U.S. ($220)	26%	23%	20%	15%	13%	4%
Louisiana ($233)	25%	22%	20%	15%	14%	4%
Greater New Orleans ($275)	24%	22%	24%	15%	12%	3%
South ($200)	30%	23%	19%	14%	10%	4%
Southwest ($181)	22%	24%	16%	12%	21%	5%
North ($189)	24%	21%	12%	20%	19%	3%
Central ($109)	29%	19%	4%	27%	11%	11%

When taking the transportation expenditure into consideration, travelers spent $233 on average when visiting the State of Louisiana, slightly above the U.S. average of $220.

Most of the expenses were directed towards transportation, food & beverage and lodging costs.

* 2023 Person-Days (Base Louisiana=1,694)
Source: Performance/Monitor^SM

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

Visitor Profile / **Trip Characteristics**

MMGY Travel Intelligence

Travel Party Composition

One Adult | **Couples** | **Two Males/Two Females** | **Three or more Adults** | **Children Present**

Region	One Adult	Couples	Two Males/Two Females	Three or more Adults	Children Present
U.S. (1.96 people)	42%	33%	5%	6%	15%
Louisiana (1.80 people)	47%	32%	5%	5%	11%
Greater New Orleans (1.80 people)	48%	31%	5%	8%	9%
South (1.71 people)	44%	43%	3%	1%	8%
Southwest (1.66 people)	55%	28%	5%	4%	9%
North (2.23 people)	20%	50%	4%	3%	23%
Central (2.75 people)	12%	39%	16%	3%	30%

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

Visitor Profile / **Trip Characteristics**

MM GY Travel Intelligence

Average Travel Party Size- Day and Overnight

Louisiana attracts similar travel party compositions as in previous years – primarily travel parties with one adult or couples. This results in an average travel party size of **1.78 people** respectively in 2023…a slightly lower travel party average than the US of 1.84 people due to fewer families and traveling groups.

Historically, US travel parties were always larger on average. All travel parties grew during and after COVID.

U.S.: 2020 1.76, 2023 1.84
Louisiana: 2020 1.41, 2023 1.78
Greater New Orleans: 2020 1.59, 2023 1.88
South: 2020 1.26, 2023 1.65
Southwest: 2020 1.26, 2023 1.68
North: 2020 1.45, 2023 2.06
Central: 2020 1.47, 2023 1.67

* 2023 Stays (Base Louisiana=1,694)
Source: Performance/Monitor^SM

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

MMGY Travel Intelligence

Louisiana' Opportunity by Travel Party:
Families with children present represents the most valuable segment to target

Stays Based | **Trip-Dollars based w/o Transportation**

One Adult	Couples	Two Males/Two Females	Three or More Adults	Children Present
43% / 23%	36% / 37%	5% / 9%	4% / 9%	12% / 22%

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

MMGY Travel Intelligence

Activity Participation (NET): travel parties participate in a higher variety of activities while exploring the Greater New Orleans region than in Louisiana overall
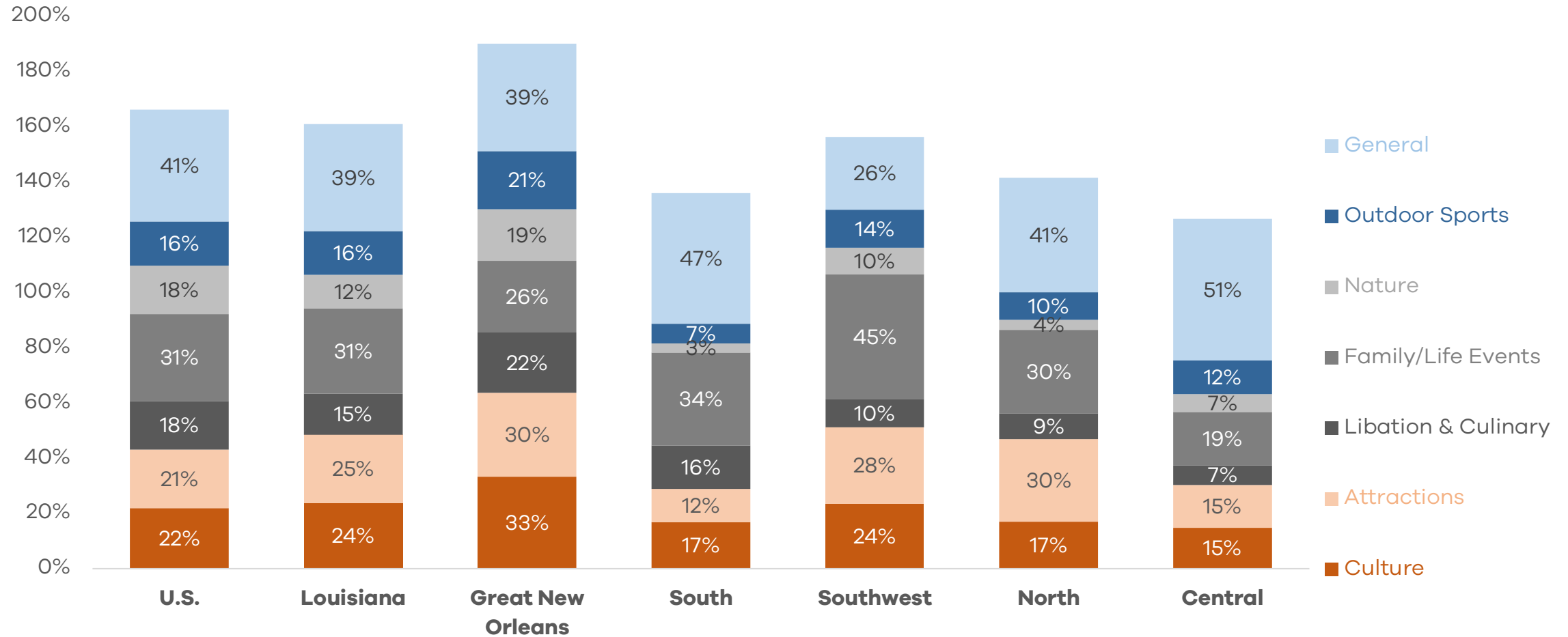
* 2023 Stays (Base Louisiana=1,694)
Source: Performance/Monitor[SM]

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

Visitor Profile / Activity Participation
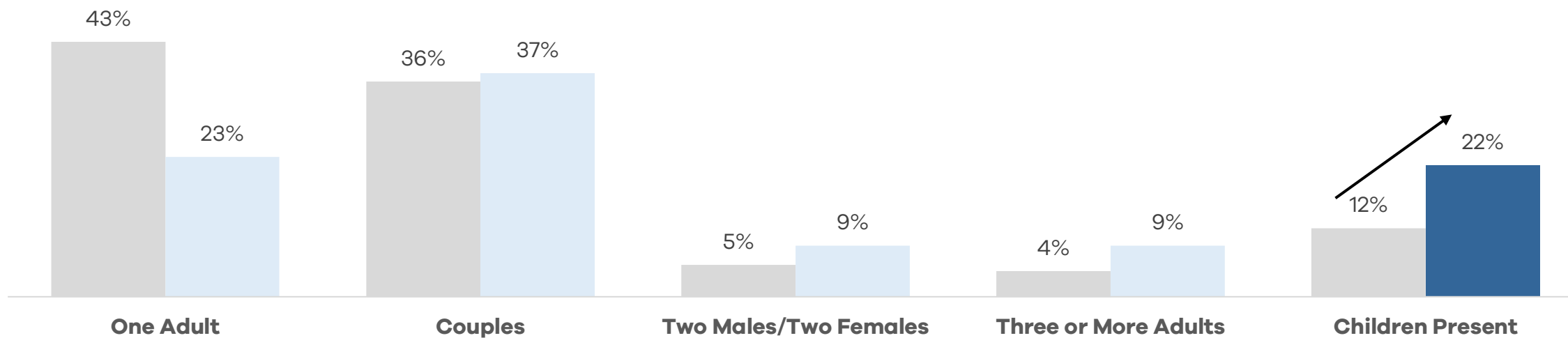
MMGY Travel Intelligence

Activities	US	Louisiana	Greater New Orleans	South	Southwest	North	Central
Shopping	17%	18%	20%	21%	10%	21%	42%
Visit Friends/Relatives	15%	17%	11%	18%	35%	20%	12%
Culinary/Dining	17%	15%	22%	16%	10%	9%	7%
Business/Work	17%	14%	15%	20%	10%	10%	3%
Gambling	5%	11%	11%	0%	19%	20%	8%
Sightseeing/Touring	8%	10%	16%	8%	12%	3%	2%
Nightlife	6%	9%	15%	2%	6%	3%	2%
Fishing	4%	8%	13%	2%	6%	6%	11%
Beach/Waterfront	10%	8%	14%	2%	6%	2%	1%
Live Music	4%	7%	13%	1%	3%	1%	8%
Birthday	9%	6%	8%	6%	3%	7%	4%
Historic Sites	5%	5%	10%	3%	1%	1%	5%
Festivals/Fairs	4%	5%	6%	1%	5%	4%	7%
Medical/Health/Doctor Visit	5%	5%	4%	7%	2%	8%	5%
Holiday Celebration	4%	4%	3%	5%	8%	1%	2%
Museums/Art Exhibits	5%	4%	8%	2%	1%	2%	1%

Louisiana can position itself as a destination for **Shopping** and **Family/Life events**.

About 96 out of every 100 travel parties participate in an activity when visiting Louisiana, slightly above the average U.S. traveler (92%).

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

Visitor Profile / **Activity Participation**

MMGY Travel Intelligence

Louisiana Activity Index: Louisiana travel parties have a **much higher propensity** to participate in the following activities than travel parties to the average US destination

- The Index is different from the share of participation in that it only reflects a traveler's propensity to participate in an activity, relative to the propensity for average US destinations.

- For example, Louisiana's travel parties are 2.4 times more likely to participate in fishing than the average US destination.

Fishing	Gambling	College Sports Events	Live Music	Nightlife	Festival/ Fairs	Zoo/Aquarium	Sightseeing/ Touring	Visit Friends/ Relatives	Funeral/ Memorial
235	219	178	162	147	131	127	124	119	117

U.S. Activity Participation = 100

*2023 Stays (Base Louisiana=1,694)
Source: Performance/Monitor^{SM}

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

MMGY Travel Intelligence
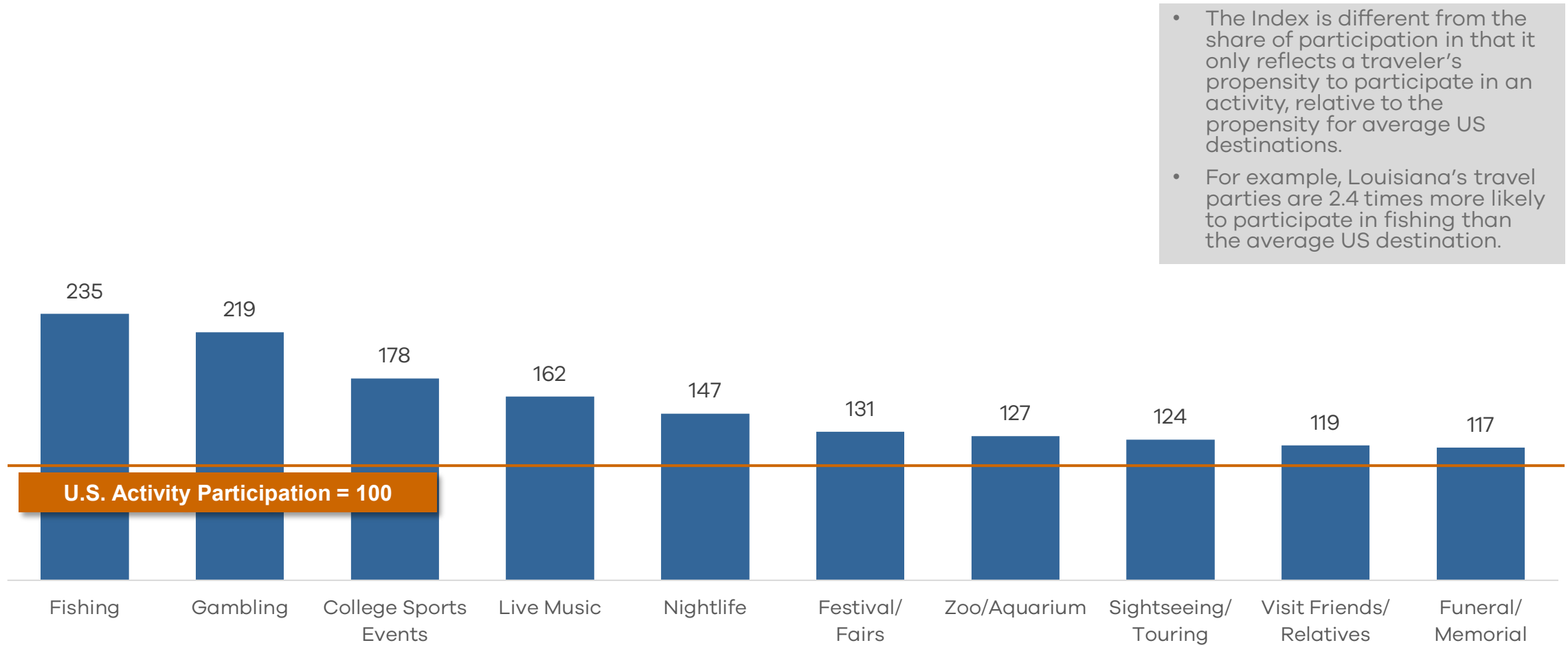
US and Louisiana Destination Ratings
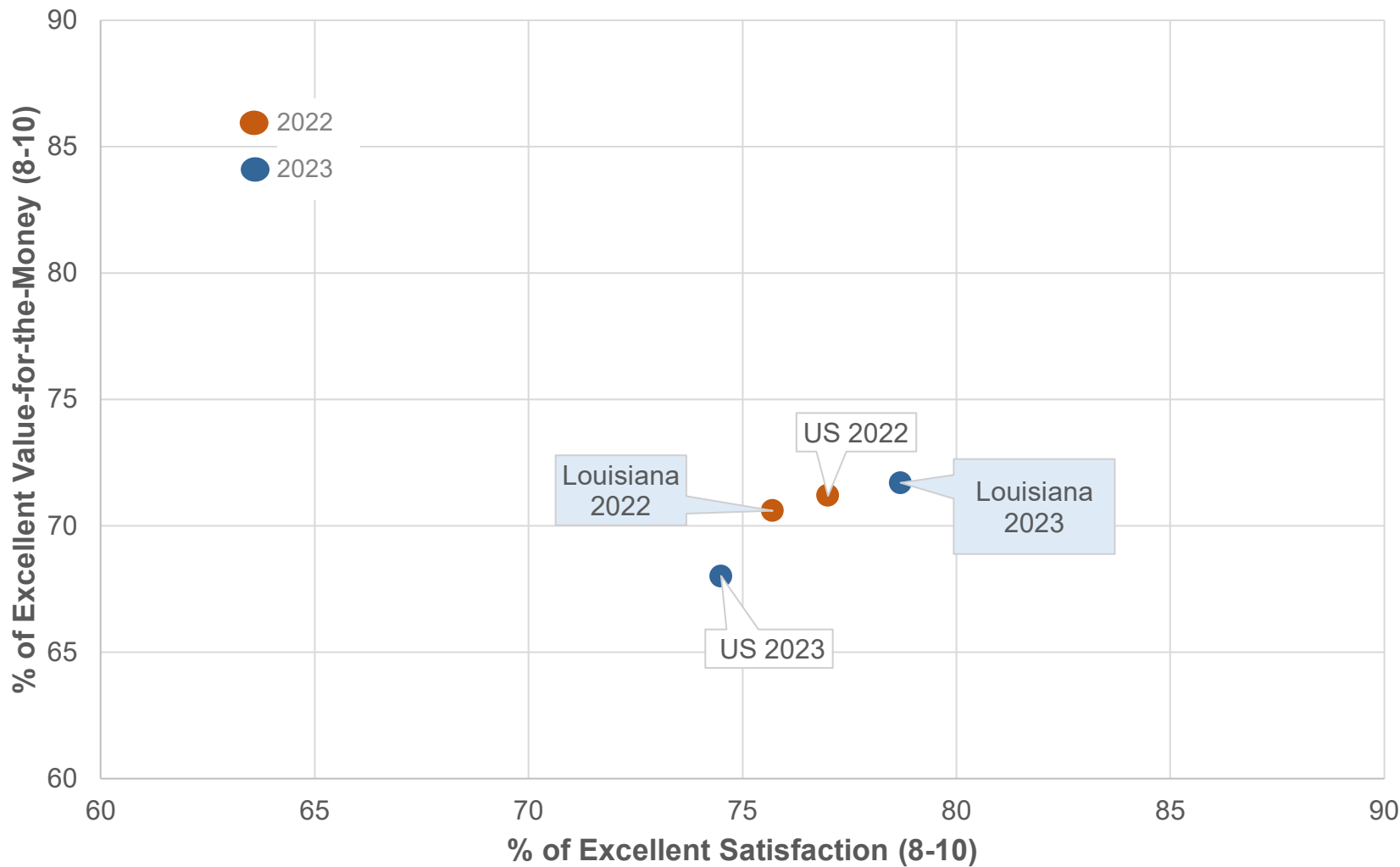
- Satisfaction and Value ratings may be combined into a matrix which places each destination in the location where Satisfaction and Value intersect.

- Destinations or segments fall into one of four quadrants. Those that are in the High Satisfaction, High Value quadrant have the most loyal visitors. Those visitors are most likely not only to return, but they are likely to spend more, as well as provide invaluable word-of-mouth recommendations. The graph to the left shows these data for Louisiana, as well as the US average.

*2022/2023 Person-Stays (Base Louisiana=1,694)
Source: Performance/Monitor(SM)

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

MMGY Travel Intelligence

Louisiana' Average Destination Ratings

	Poor	Fair	Excellent
	0 1 2 3 4	5 6 7 8	9 10

Overall Satisfaction — 8.54

Friendly/ Helpful People — 8.45

Quality of Dining Options — 8.31

Value for the Money — 8.27

Likelihood to Recommend — 8.22

Quality of Attractions — 8.18

Feeling of Safety — 8.13

Transportation Options in the Destination — 8.02

Cleanliness — 7.97

*2023 Person-Stays (Base Louisiana=1,694)
Source: Performance/Monitor^{SM}

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

Visitor Profile / Respondent Loyalty

MMGY Travel Intelligence

Repeat Visitation in the Past 3 Years

1 time | **2-3 times** | **4-9 times** | **10-19 times** | **20+ times**

	1 time	2-3 times	4-9 times	10-19 times	20+ times
U.S.	35%	32%	20%	8%	5%
Louisiana	35%	26%	24%	8%	8%
Greater New Orleans	37%	23%	29%	6%	6%
South	39%	22%	16%	8%	15%
Southwest	17%	41%	16%	15%	12%
North	20%	34%	24%	16%	6%
Central	36%	19%	35%	1%	9%
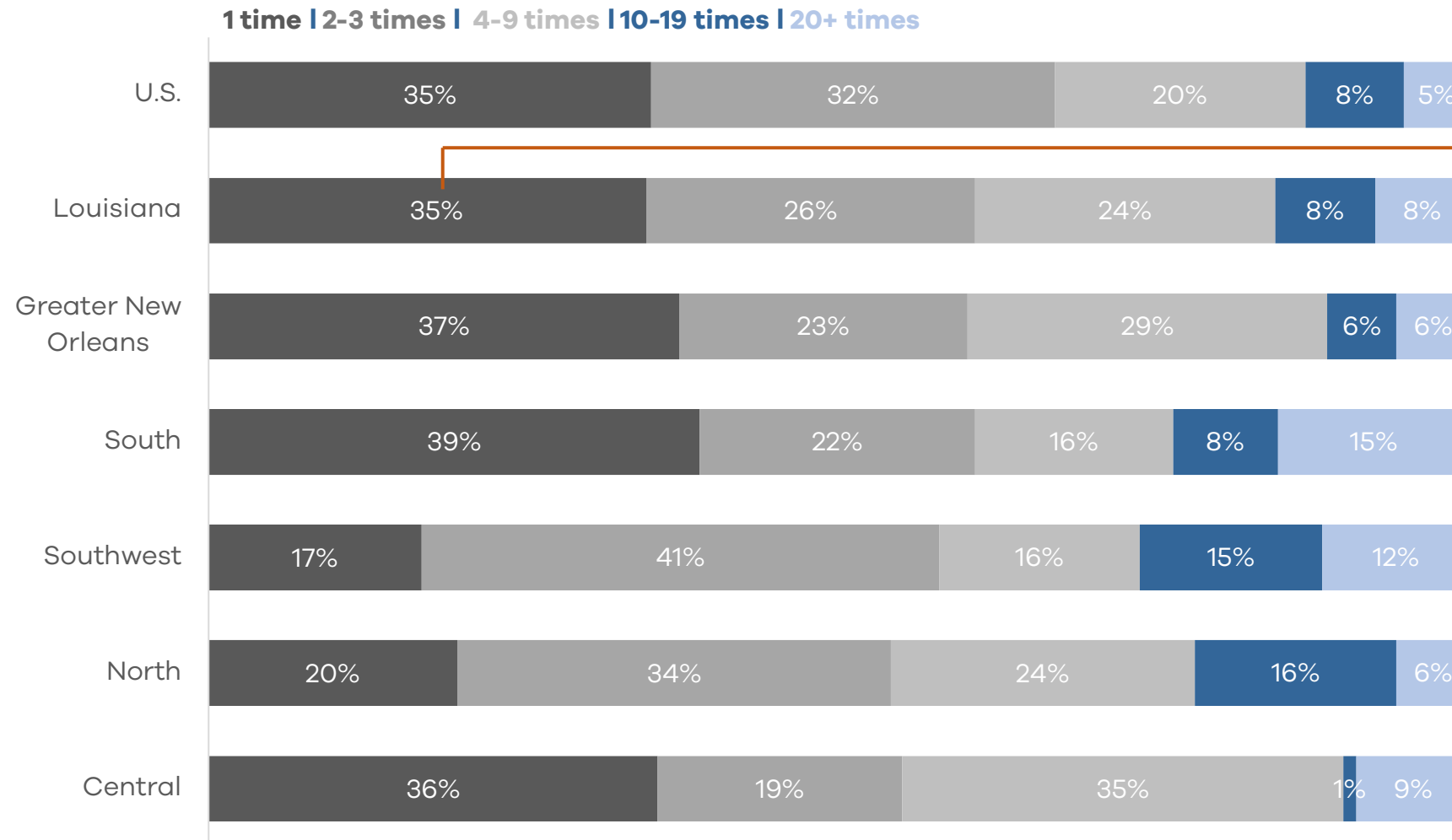
A third of travelers visited Louisiana for the **first time** in the past three years.

This share shrunk after a boom during the pandemic, where more than half of travelers to Louisiana were first time visitors.

Another quarter of travelers were **infrequent (2-3 times)** visitors and about 4 out of 10 travelers were **frequent (4 times or more)** visitors.

About 1 in 10 travelers who visited Louisiana considered another destination before deciding on their trip in 2023.

*2023 Overnight Person-Stays (Base Louisiana=960)
Source: Performance/Monitor^SM

Question/ Number of times [city/location] visited in past 3 years (type in number including this visit).

MMGY Travel Intelligence

Plan to Visit in Next 3 Years

None | **1 time** | **2 times** | **3 times** | **4-9 times** | **10+ times**

Location	None	2 times	3 times	3 times(dk)	4-9 times	10+ times
U.S. (6.28 times)	16%	21%	14%	18%	18%	14%
Louisiana (6.70 times)	17%	20%	12%	12%	25%	15%
Greater New Orleans (5.85 times)	19%	24%	13%	11%	20%	14%
South (12.26 times)	16%	10%	8%	16%	28%	23%
Southwest (8.64 times)	21%	13%	11%	8%	22%	26%
North (4.70 times)	9%	16%	5%	22%	37%	12%
Central (6.89 times)	22%	9%	4%	2%	53%	10%
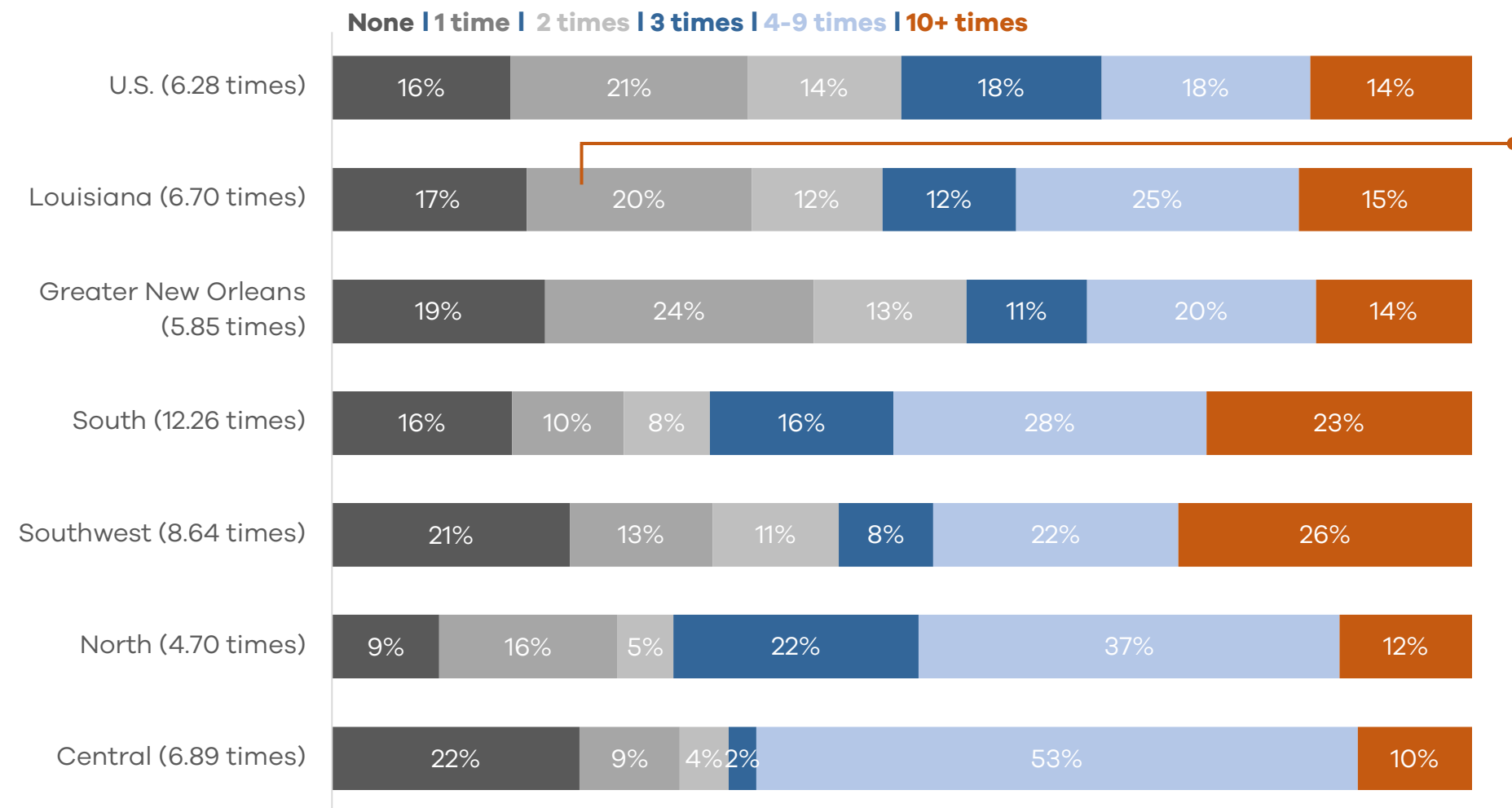
83% of Louisiana travelers plan to visit again in next three years.

On average, travelers plan to visit Louisiana 6.7 times in the next 3 years, compared to 6.3 for U.S. travelers. The difference can be attributed to the fact that a quarter of Louisiana's travelers plan to visit 4-9 times, a significantly higher rate than U.S. travelers overall (18%).

*2023 Person-Stays (Base Louisiana=960)
Source: Performance/Monitor[SM]

Question/ Number of time do you plan to visit [city/location] in the next 3 years (Type in number. Do not include this visit.)

Visitor Profile / Demographics

MMGY Travel Intelligence

Age of Respondent

18-34 years | **35-54 years** | 55 years and older

Region	18-34 years	35-54 years	55 years and older
U.S. (46 years)	29%	39%	32%
Louisiana (46 years)	26%	42%	32%
Greater New Orleans (48 years)	23%	42%	36%
South (43 years)	29%	47%	24%
Southwest (49 years)	27%	33%	41%
North (46 years)	21%	51%	28%
Central (49 years)	20%	34%	46%

*2023 Person-Stays (Base Louisiana=1,694)
Source: Performance/Monitor[SM]

Visitor Profile / **Demographics**

MMGY Travel Intelligence
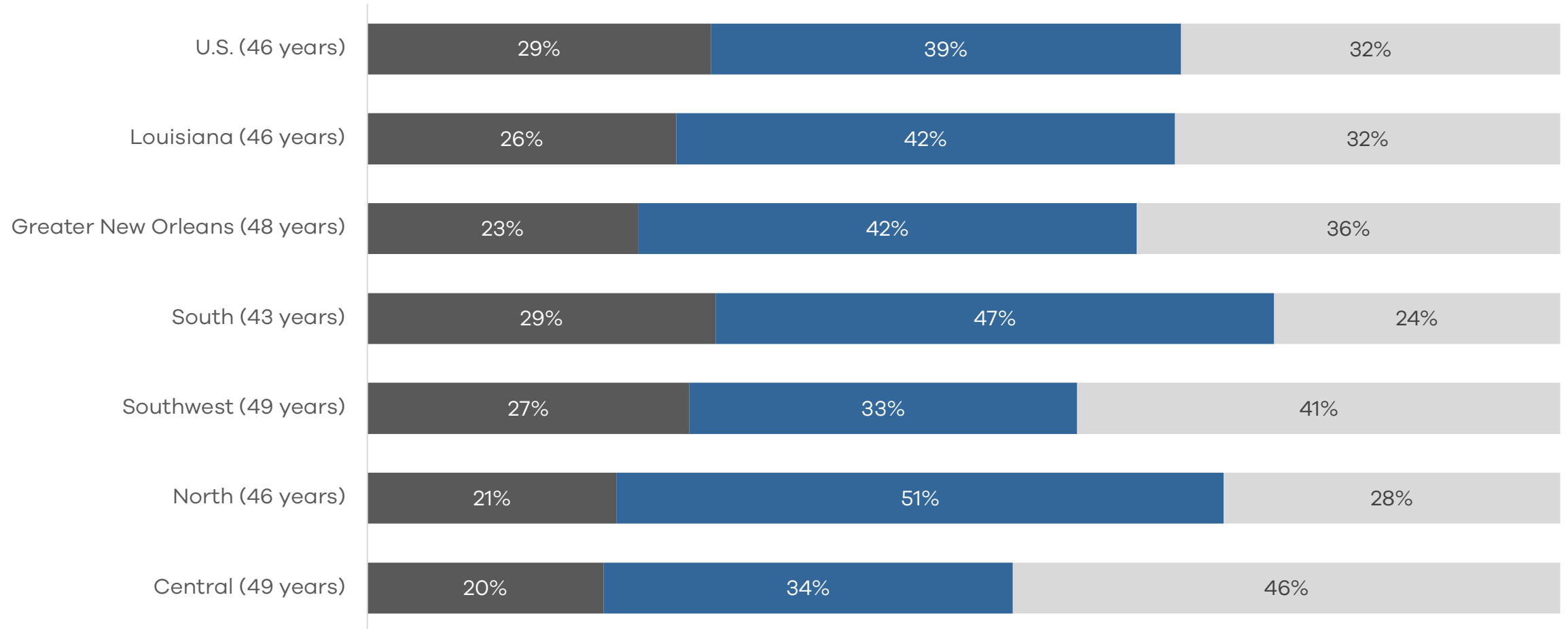
Race of Respondent

White I **Black** I **Asian** I **Native American/Alaska Native** I **Hispanic, Latino, or Spanish Origin** I **Other**

Region	White	Black	Asian	Native American/Alaska Native	Hispanic, Latino, or Spanish Origin	Other
U.S.	75%	13%	6%	4%	18%	6%
Louisiana	65%	28%	2%	3%	12%	5%
Greater New Orleans	67%	27%	2%	5%	11%	4%
South	51%	39%	1%		16%	12%
Southwest	84%	14%	1%		10%	3%
North	57%	41%	2%	1%	7%	2%
Central	74%	13%			14%	13%

*2023 Person-Stays (Base Louisiana= 1,694)
Source: Performance/Monitor^SM

Visitor Profile / **Demographics**

MMGY Travel Intelligence
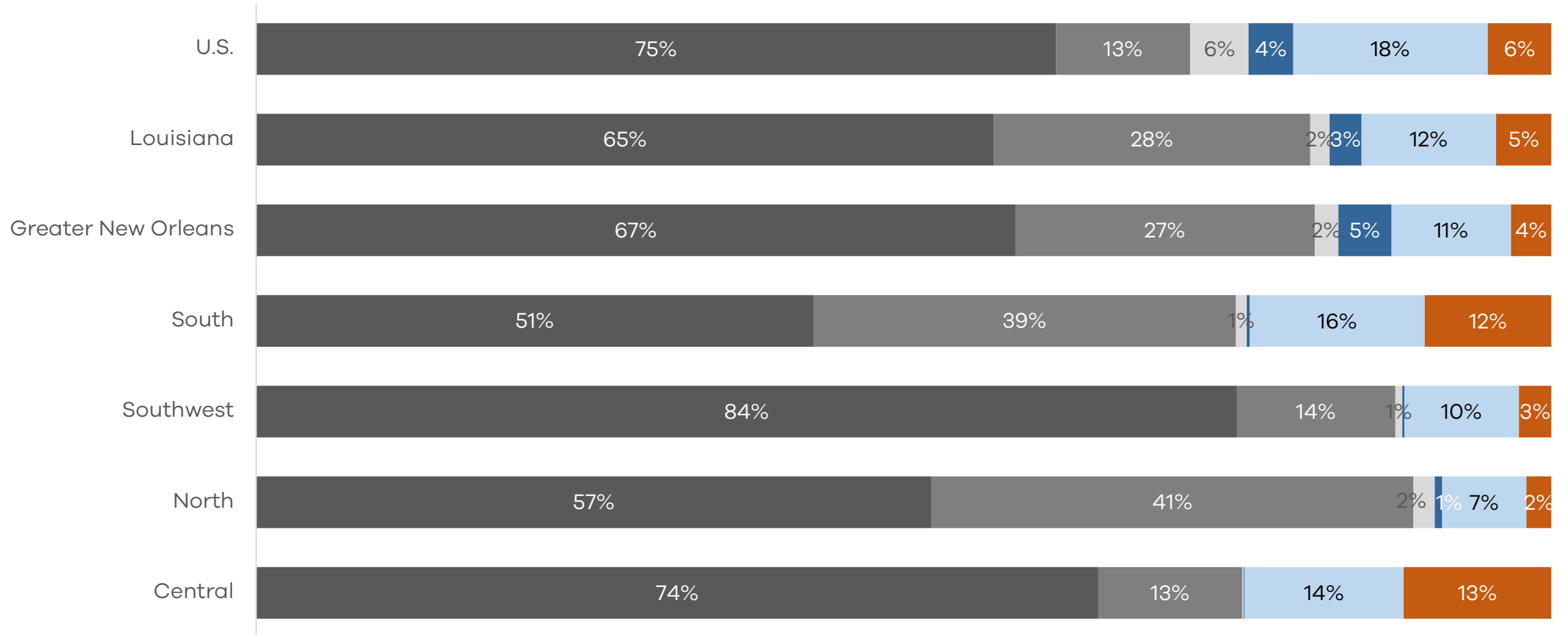
Sexual Orientation of Respondent

Gay/Lesbian (GLBT) I Bisexual I **Heterosexual/Straight** I Other

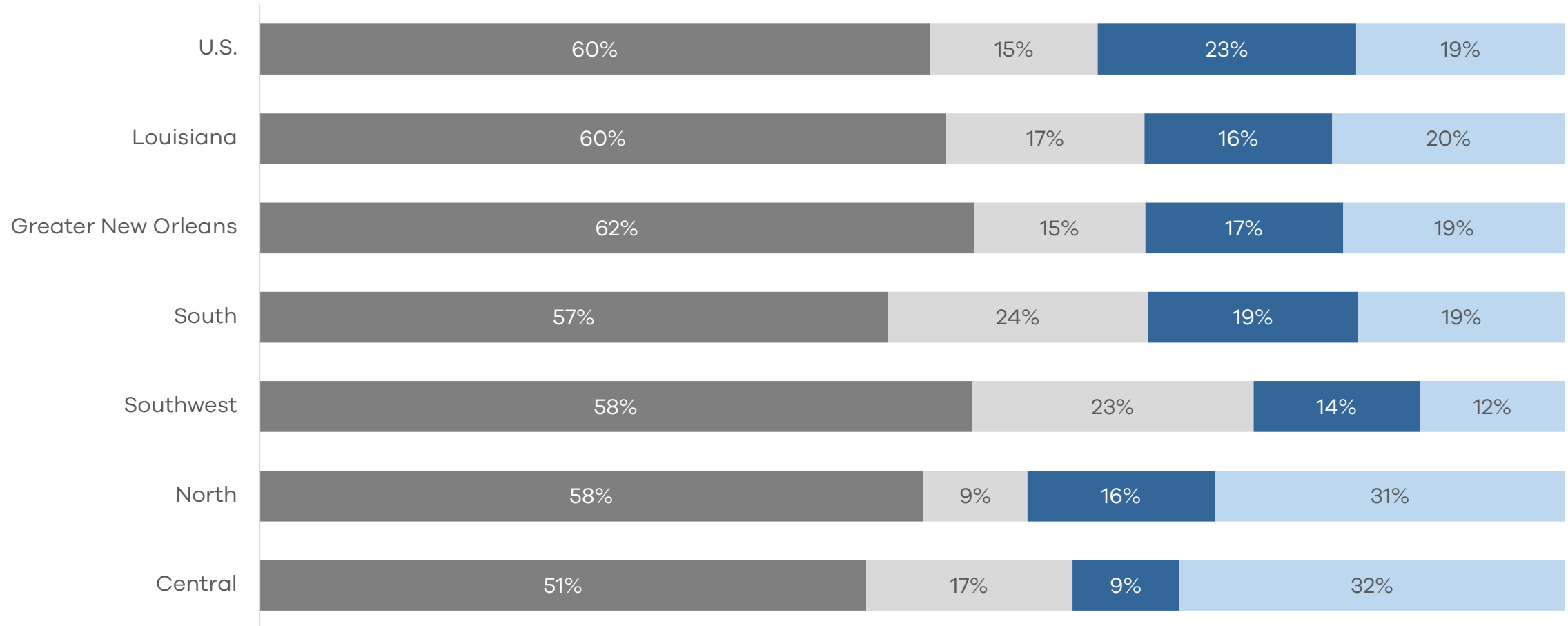| Region	Gay/Lesbian (GLBT)	Bisexual	Heterosexual/Straight	Other
U.S.	3%	6%	89%	1%
Louisiana	4%	9%	85%	0%
Greater New Orleans	5%	10%	84%	1%
South	4%	12%	81%	
Southwest	1%	11%	88%	1%
North	3%	5%	89%	
Central	4%	8%	88%	
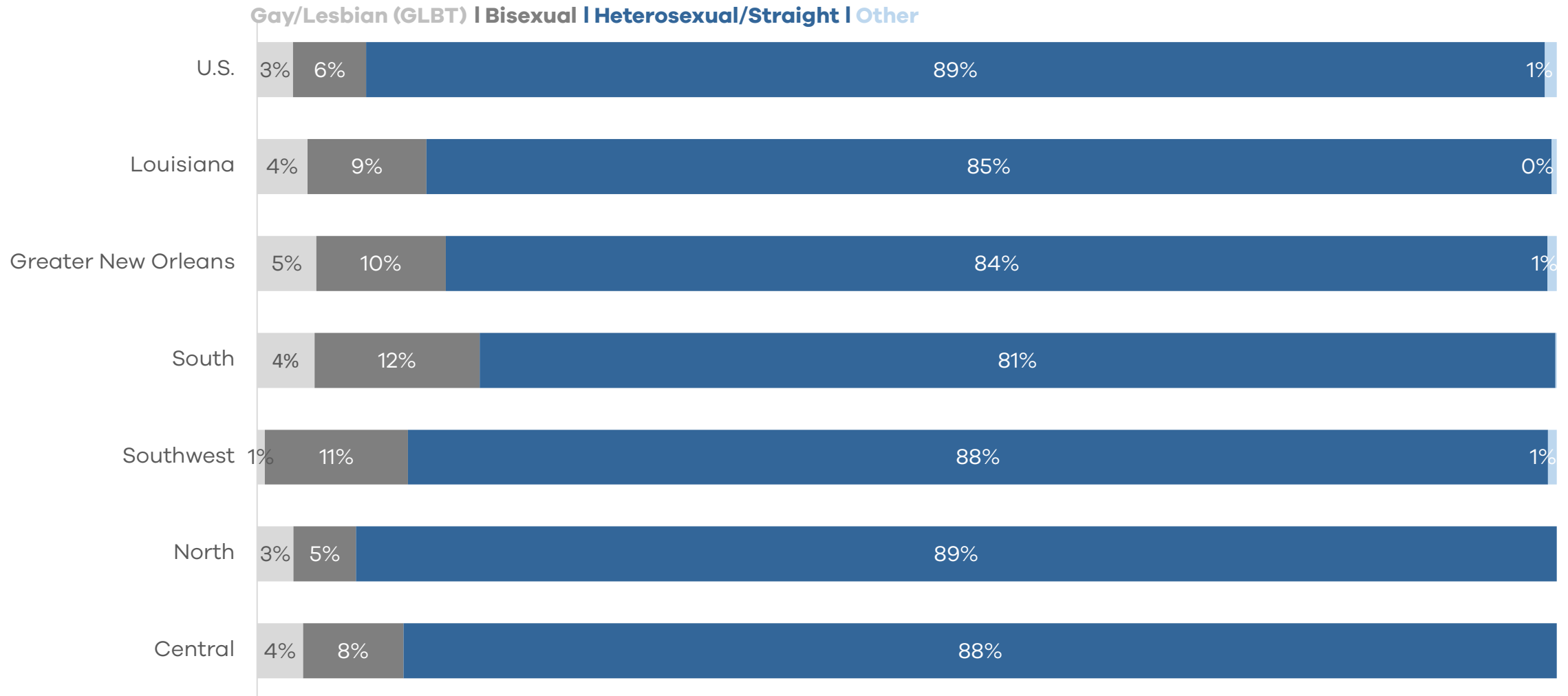
*2023 Person-Stays (Base Louisiana= 1,694)
Source: Performance/Monitor^SM

Children in Household of Respondent

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

Region	No Children	5 years or younger	6-12 years	13-17 years
U.S.	60%	15%	23%	19%
Louisiana	60%	17%	16%	20%
Greater New Orleans	62%	15%	17%	19%
South	57%	24%	19%	19%
Southwest	58%	23%	14%	12%
North	58%	9%	16%	31%
Central	51%	17%	9%	32%

*2023 Person-Stays (Base Louisiana= 1,694)
Source: Performance/Monitor[SM]

Visitor Profile / **Demographics**

MMGY Travel Intelligence

Household Income of Respondent

$50,000 or less | $50,000-$74,999 | **$75,000-$99,999** | $100,000-$149,999 | **$150,000 or more**

Region	$50,000 or less	$50,000-$74,999	$75,000-$99,999	$100,000-$149,999	$150,000 or more
U.S. ($115,272)	25%	16%	14%	20%	25%
Louisiana ($95,979)	30%	19%	12%	21%	17%
Greater New Orleans ($108,371)	22%	19%	13%	24%	22%
South ($88,189)	32%	18%	17%	19%	14%
Southwest ($71,352)	46%	19%	13%	16%	6%
North ($101,054)	24%	25%	9%	26%	16%
Central ($68,036)	61%	13%	4%	19%	4%

*2023 Person-Stays (Base Louisiana= 1,694)
Source: Performance/Monitor^SM

Visitor Profile / **Demographics**

MM GY Travel Intelligence
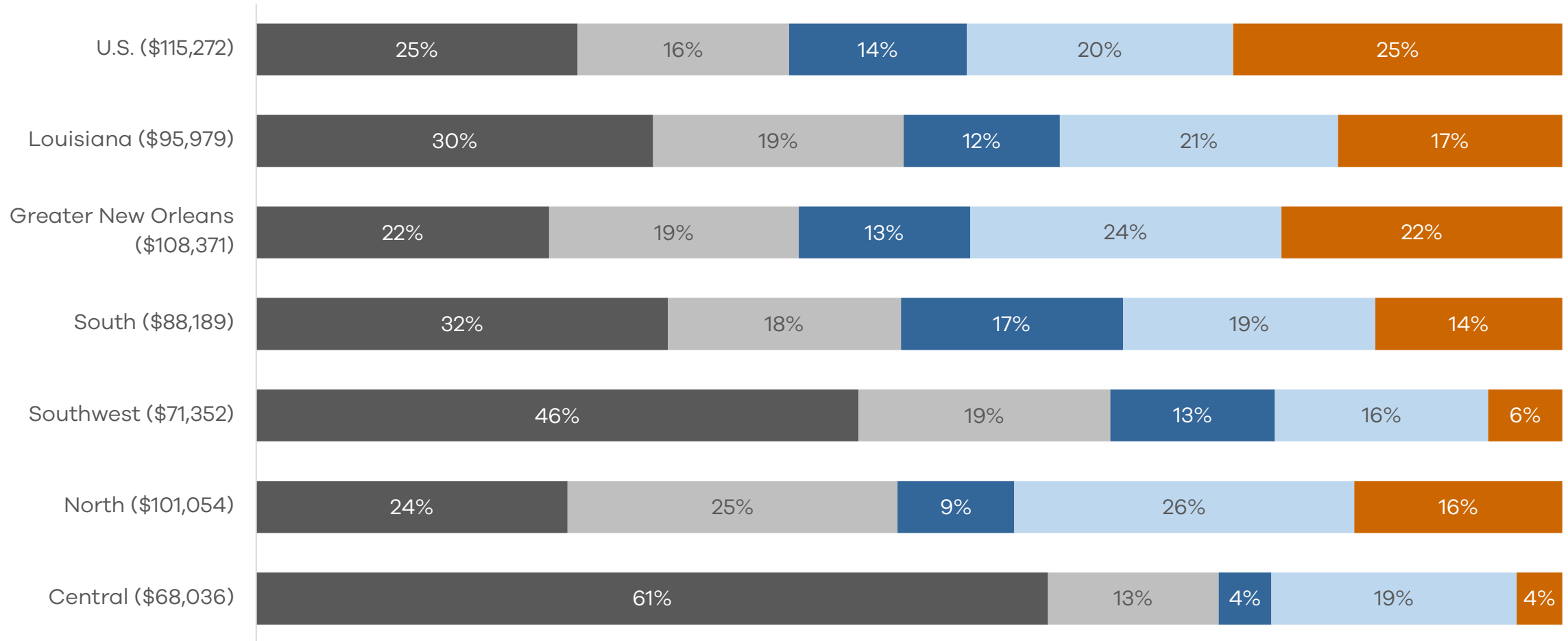
Lifestage of Respondent

Young & Free | **Young Family** | Maturing & Free | **Moderate Family** | Affluent Family | **Moderate Mature** | Affluent Mature
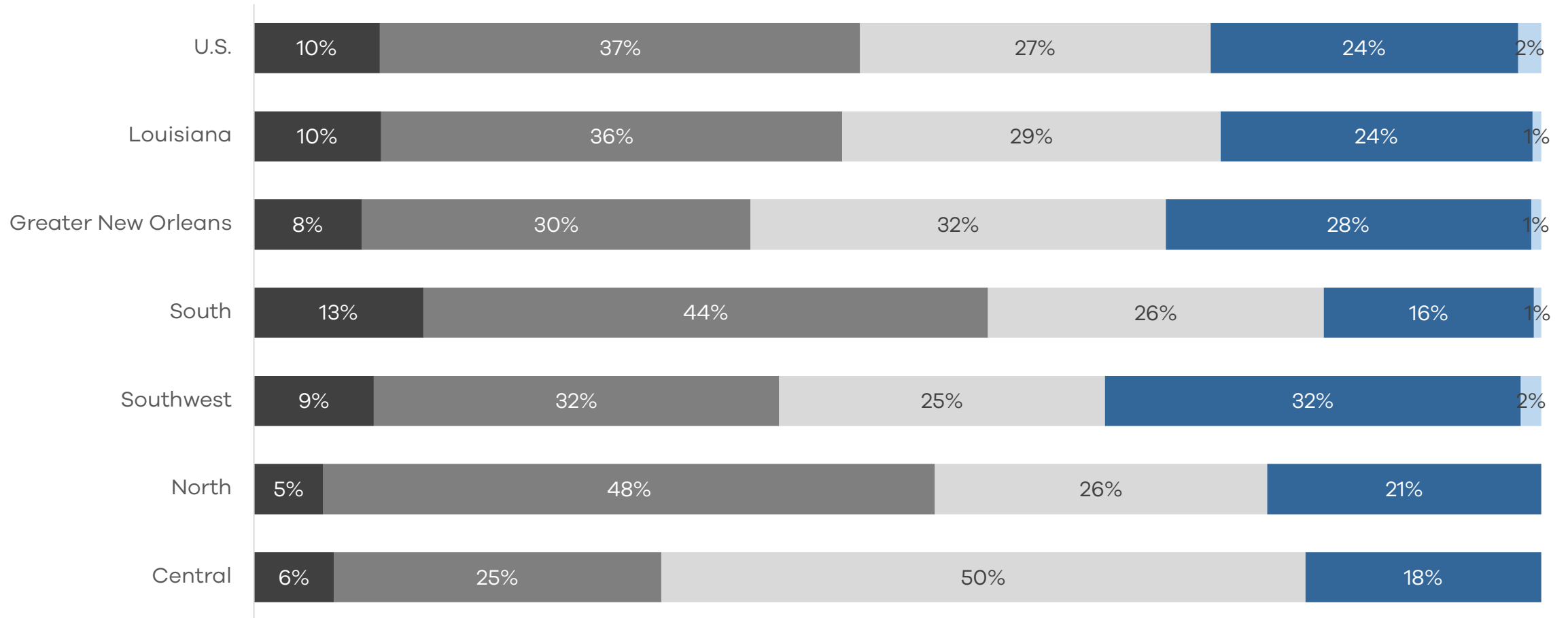
Region	Young & Free	Young Family	Maturing & Free	Moderate Family	Affluent Family	Moderate Mature	Affluent Mature
U.S.	14%	14%	16%	7%	16%	8%	21%
Louisiana	12%	14%	20%	9%	13%	7%	20%
Greater New Orleans	10%	13%	21%	10%	11%	5%	26%
South	13%	16%	22%	7%	17%	7%	15%
Southwest	6%	21%	12%	8%	13%	12%	18%
North	14%	7%	24%	9%	18%	3%	17%
Central	5%	15%	21%	11%	2%	7%	17%

*2023 Person-Stays (Base Louisiana= 1,694)
Source: Performance/Monitor[SM]

Visitor Profile / **Demographics**

MMGY Travel Intelligence
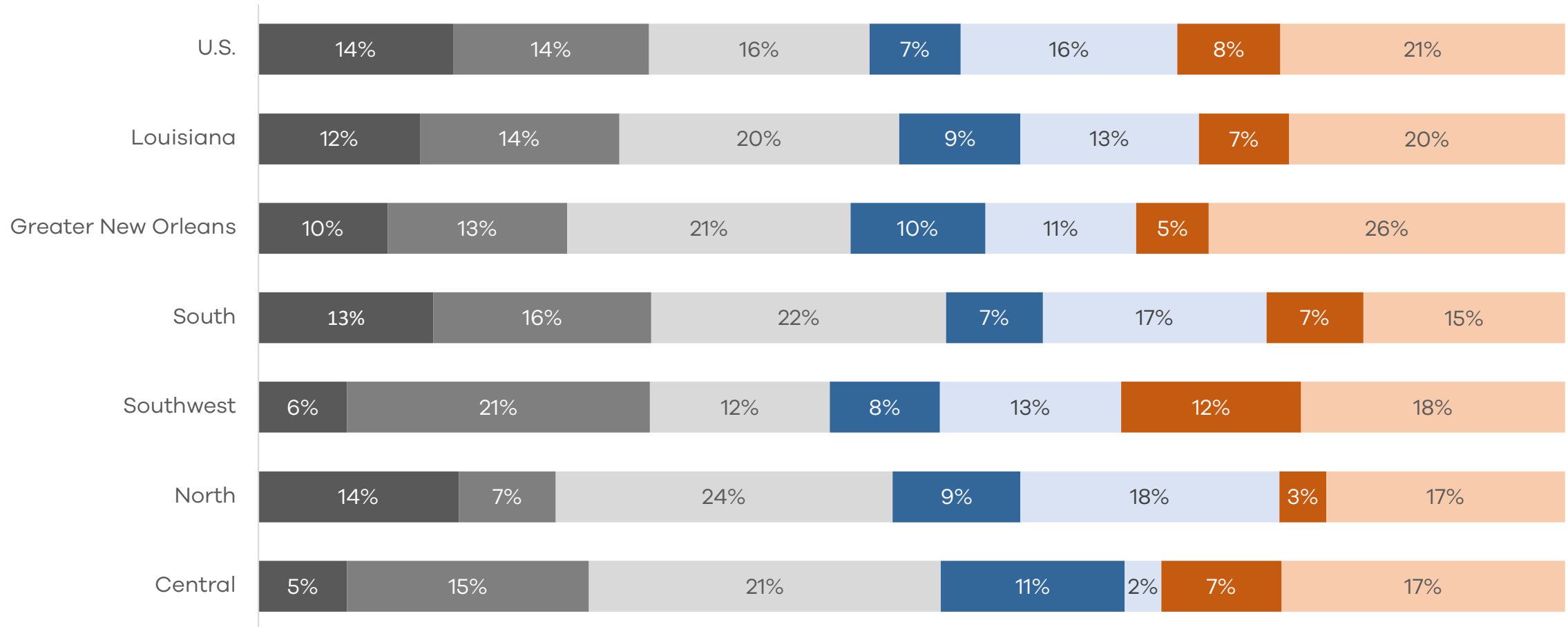
Generation of Respondent

Gen Z | **Millennials** | GenX | **Boomers** | Silent/GI

	Gen Z	Millennials	GenX	Boomers	Silent/GI
U.S.	10%	37%	27%	24%	2%
Louisiana	10%	36%	29%	24%	1%
Greater New Orleans	8%	30%	32%	28%	1%
South	13%	44%	26%	16%	1%
Southwest	9%	32%	25%	32%	2%
North	5%	48%	26%	21%	
Central	6%	25%	50%	18%	

*2023 Person-Stays (Base Louisiana= 1,694)
Source: Performance/Monitor^SM

Visitor Profile / **Demographics**

MMGY Travel Intelligence

Louisiana' Opportunity by Generation

Stays Based | **Trip-Dollars based w/o Transportation**

	Gen Z	Millennials	Gen X	Boomers	Silent/GI
Stays Based	8%	34%	27%	30%	1%
Trip-Dollars	7%	39%	33%	21%	2%
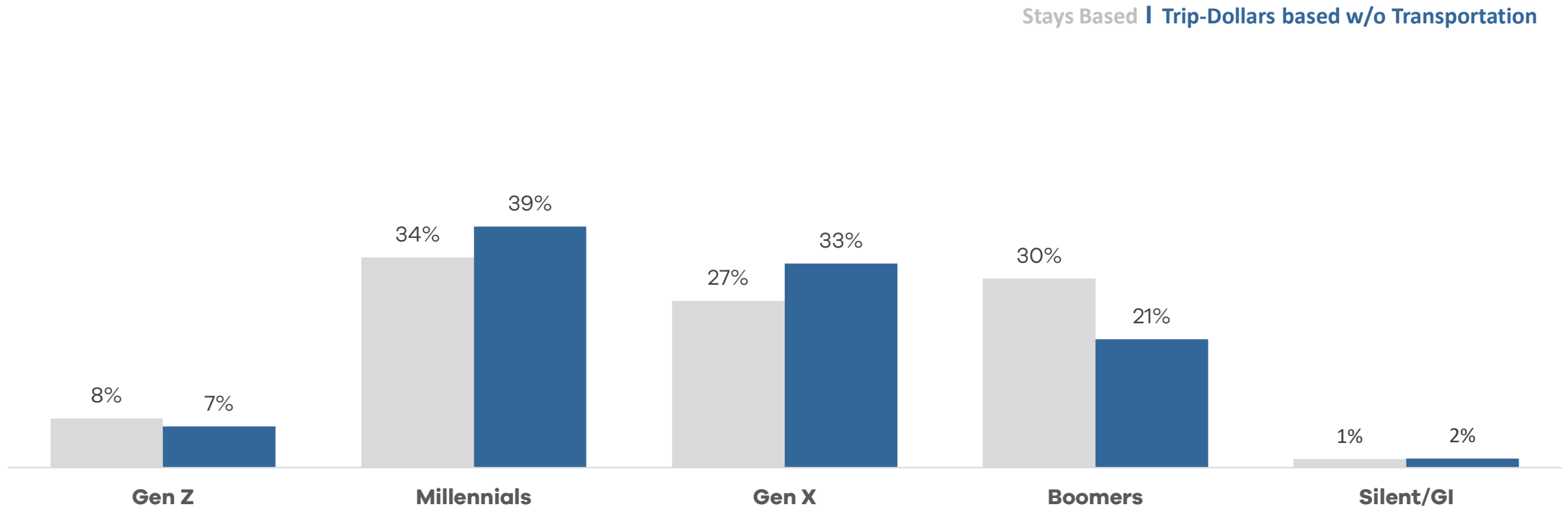
*2021-2023 (Base Louisiana=6,086)
Source: Performance/Monitor^{SM}

APPENDIX

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

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

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

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

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

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

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

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

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

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

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

Lifestage Definitions

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

MMGY Travel Intelligence

Examples

- If the car (personal vehicle) travel finding for Louisiana is 78% and the sample size is 1,694, using the chart to the right, we can say that at the 90% level of confidence the proportion ranges between 76.7% and 79.3%.

- If the Personal Vehicle finding for Louisiana's travelers is 78% in 2023 and was 79% in 2022, using the chart, we can say that the actual proportion change is statistically insignificant since the resulting Z score 0.75 is smaller than the table Z score [+/- 1.64].

Confidence Interval

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

	Sample Size for 2022	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
U.S. Total	59,321	0.1%	0.1%	0.2%	0.3%	0.3%
Louisiana	1,242	0.5%	0.9%	1.2%	1.8%	2.3%
Greater New Orleans	677	0.6%	1.2%	1.7%	2.4%	3.2%
South Louisiana	198	1.2%	2.1%	3.1%	4.4%	5.8%
Southwest Louisiana	195	1.2%	2.2%	3.1%	4.5%	5.9%
North Louisiana	172	1.2%	2.3%	3.3%	4.8%	6.3%
Central Louisiana	67	2.0%	3.7%	5.3%	7.6%	10.0%

Significance Testing

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

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

Data Input	2022	2023	Resulting Z Score	Z score	Confidence Level
Proportion	79%	78%		(+/-) 1.96	95%
Sample Size (n)	1,658	1,694	0.75	(+/-) 1.64	90%

Source: Performance/Monitor[SM]
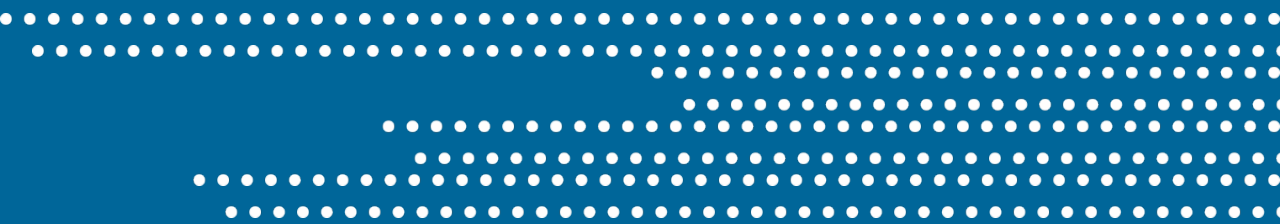
Ashley Adams
Research Account Manager
aadams@mmgyintel.com

DKSHIFFLET