



Tourism Spending in Louisiana Parishes 2023

Prepared for

Louisiana Department of Culture,
Recreation and Tourism

LOUISIANA
Feed Your Soul.

By



THE UNIVERSITY of
NEW ORLEANS

HOSPITALITY RESEARCH CENTER

Defining Tourism Opportunities

May 2024



Acknowledgments

This report was prepared by **Mohammed Hossain**, Project Manager in the Hospitality Research Center (HRC) at The University of New Orleans (UNO). Special recognition is given to **Jeniffer Rubio**, Student Research Assistant, and **Hassan Ahmed N. Bataineh** and **David W. Hodgson**, Graduate Research Assistants, for their collaboration. Special gratitude goes to **Ali Bustamante, Ph.D.**, Director of the Division of Business and Economic Research, and **Yvette N. Green, Ph.D.**, Professor and Chair of the Hotel Restaurant Tourism Administration and Director of the Hospitality Research Center, for their valuable contribution to this project.

Thanks and appreciation also go to **Lynne Coxwell**, Director of Research at the Louisiana Department of Culture, Recreation, and Tourism (CRT), who provided valuable information for this study.

Table of Contents

Executive Summary 5

Introduction 7

Methodology..... 7

Tourism Spending Results..... 12

Louisiana..... 12

Metropolitan Statistical Areas..... 16

Parishes..... 18

Travel Indicators..... 24

Appendix A: Sources..... 30

Appendix B: Definitions of Key Terms 32

Metropolitan Statistical Areas

- Like the previous year, the New Orleans-Metairie MSA, followed by the Baton Rouge MSA, had the highest visitor spending figures during 2023 at \$8.7 billion and \$1.7 billion, respectively. Every metropolitan area displayed spending growth in 2023. The largest spending growth occurred in Monroe (13%), Hammond (6%), Shreveport-Bossier City (5.1%), and Lafayette (4.8%).
- Visitor spending in New Orleans created \$2.9 billion in direct earnings and over 96,000 direct jobs, the largest fraction among metro areas, followed by Baton Rouge at \$563 million in direct earnings and above 18,000 direct jobs. Shreveport contributed another \$338 million in direct earnings and about 11,000 direct jobs. Lake Charles and Lafayette generated \$267 million and \$266 million in direct earnings, respectively, and more than 8,000 direct jobs each.
- Regarding government revenue generated by visitor spending, the top areas include New Orleans, which generated \$467 million in direct state taxes and \$419 million in direct local taxes, followed by Baton Rouge at \$122 million in direct state taxes and \$67 million in direct local taxes. The next metro areas include Shreveport-Bossier City at \$73 million in direct state taxes and \$40 million in direct local taxes. At the same time, Lake Charles and Lafayette each accounted for \$58 million in direct state taxes and \$32 million in direct local taxes.

Parishes

- The largest spending produced by visitors to each parish was attributed to Orleans (\$5.1 billion), Jefferson (\$1.9 billion), St. Tammany (\$1.3 billion), East Baton Rouge (\$1.1 billion), Calcasieu (\$667 million), Lafayette (\$523 million), Caddo (\$435 million), and Bossier (\$327 million). Those eight parishes also contributed the largest visitor economic activity in terms of direct earnings and employment.
- In terms of total government revenue from state and local taxes, the largest revenue was generated by visitors to Orleans (\$519 million), Jefferson (\$198 million), St. Tammany (\$128 million), East Baton Rouge (\$124 million), Calcasieu (\$76 million), Lafayette (\$59 million), Caddo (\$49 million), Bossier (\$37 million), Ouachita (\$32 million), Ascension (\$25 million), Livingston (\$21 million), and Tangipahoa (\$20 million) parishes.

Introduction

Representatives of the Louisiana Department of Culture, Recreation and Tourism (CRT) contracted with the Hospitality Research Center (HRC) at The University of New Orleans (UNO) to prepare a comprehensive study of visitor spending in the state of Louisiana. The purpose of this report is to provide the economic activity of people who visited the state of Louisiana during the calendar year 2023. This economic analysis comprises direct spending, earnings, employment, and state and local tax revenues for each parish in the state of Louisiana.

Methodology

Assumptions

The following assumptions guide the methodology:

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

Data Analysis

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

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

It should be noted that extreme heat wrapped up much of the US during the summer of 2023; July 2023 was considered the hottest month. The public preferred to stay inside, so bars, restaurants, and other businesses they usually visited suffered the consequences. Employees at small and midsize businesses in the tourism, entertainment, and recreation sectors worked fewer hours. All these behaviors reduced economic activity.

Visitation

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

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

The total number of visitors who chose to stay in hotels was determined by the number of hotel rooms and the occupancy rates reported by STR. An adjustment, estimated from a New Orleans hotel occupancy survey, was incorporated to exclude residents who decided to vacation in the city and stay in hotels. The adjustment also includes residents who stayed at hotels due to major natural calamities in the region. The proportions of overnight visitors who stayed with friends or relatives in other accommodations and daytrippers were obtained from visitor survey results, travel statistics, and historical data. The HRC then combined the results for each type of visitor and determined the total visitation by segment. The two components defined in this analysis include *New Orleans* and the *Rest of the State*. Areas in the *Rest of the State* were analyzed as a whole since the number of observations from Cint (formerly LUCID) data does not allow for an analysis of individual markets. The values for both segments were added together to determine the total visitation to Louisiana.

Spending

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

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

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

Spending for each MSA was estimated as a ratio of total visitor spending in the state. The ratios for the MSA analysis were determined from the gross domestic product (GDP) by MSA as a proportion of the state’s total GDP. The GDP used for this analysis corresponds to arts,

entertainment, recreation, accommodation, and food services produced by the BEA. It is important to note that GDP estimates produced by the BEA are revised at different magnitudes annually. Such annual revisions are reflected in spending estimates by MSA and by parishes (Table 5 and Table 8).

Spending for each parish was then estimated as a proportion of each MSA spending. The ratios for the parish analysis were determined from personal income by the parish as a proportion of the MSA total personal income. The personal income applied to this analysis corresponds to the BEA's personal income by major component and earnings from accommodation and food services. It is important to note that the most current BEA data available at the MSA and parish level corresponds to 2022. Official data from the BEA is released approximately seven months after the end of the calendar year. Wages and salaries produced by the BLS, along with STR statistics, were incorporated into the 2023 analysis to estimate more recent GDP and personal income data at the MSA and parish levels. Even though data for both tourism employment and personal income/wages were analyzed, it was ultimately decided that personal income/wages were better indicators of tourism activity in each area.

Earnings and Employment

The economic activity associated with visitor spending statewide, measured by total direct *earnings* and *employment*, was estimated using total direct visitor spending and the most recent (2022) IMPLAN multipliers. An adjustment for inflation was included to account for the 1-year lag in the multipliers data. Similar to spending, indicators of GDP, personal income, wages and salaries, and employment were used to determine employment and earnings at the 64-parish level. *Direct earnings* are defined as the compensation of employees plus the net earnings of sole proprietors and partnerships across different employment industries, including non-tourism-related sectors. *Direct Employment* represents the number of direct jobs created or supported by visitor spending across various employment industries, including non-tourism-related sectors. These definitions differ from government employment and income statistics in that only people who work in the leisure and hospitality industry are included in government data.

Taxes

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

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

Travel Indicators

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

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

Summary of Results

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

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

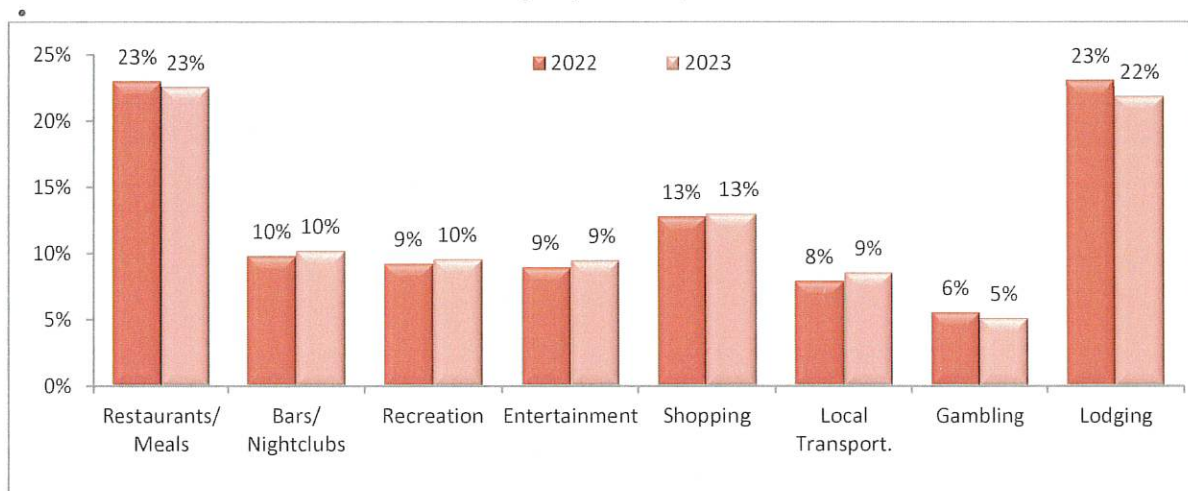
Table 2: Louisiana Direct Earnings

Spending Category (Millions)	2021	2022	2023	Growth 23/22
Restaurants/Meals	\$854	\$1,081	\$1,063	-2%
Bars/Nightclubs	\$436	\$461	\$480	4%
Recreation	\$460	\$434	\$451	4%
Entertainment	\$413	\$421	\$446	6%
Shopping	\$633	\$600	\$612	2%
Local Transportation	\$291	\$371	\$402	8%
Gambling	\$234	\$260	\$240	-8%
Lodging	\$854	\$1,084	\$1,030	-5%
Total	\$4,174	\$4,711	\$4,722	0%

Spending figures are not adjusted for inflation.

- Direct Earnings are defined as the compensation of employees plus the net earnings of sole proprietors and partnerships. Visitor spending across different employment industries, including non-tourism-related sectors, creates or supports direct earnings. This definition differs from government income statistics in that the latter includes only people who work in the leisure and hospitality industry. Direct earnings, or labor income, were estimated from direct visitor expenditures along with the most recent IMPLAN economic multipliers.
- Direct earnings generated by visitor spending accounted for \$4.72 billion in 2023, a minimal increase of 0.2% from the prior year (\$4.71 billion). Entertainment (6%) and local transportation (8%) accounted for the largest growth in earnings.

Figure 2: Louisiana Direct Earnings
(Proportions)



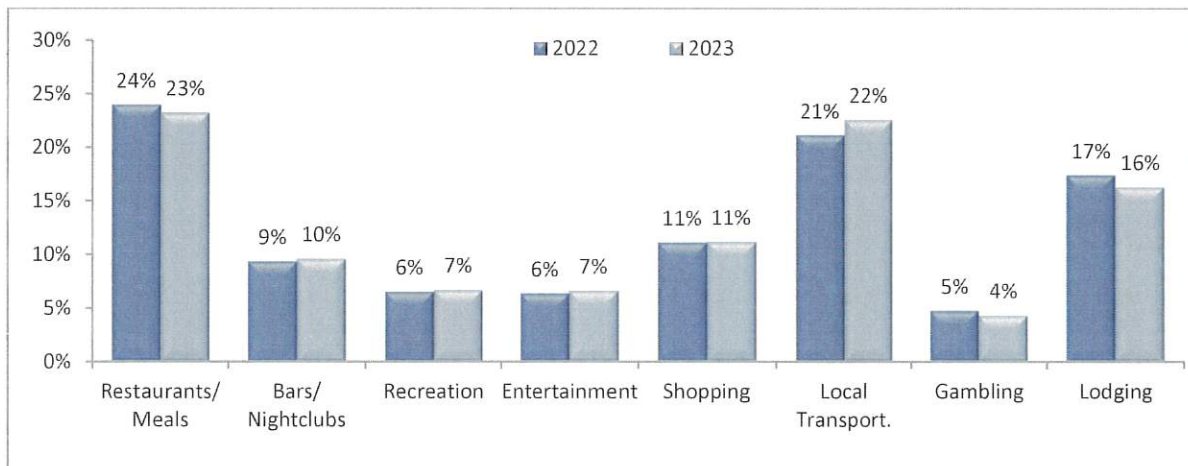
- Proportionally, most direct earnings were generated by spending on restaurants/meals (23%), lodging (22%), and shopping (13%). Compared to the prior year, most spending categories were proportionally comparable, except for recreation and local transportation, which increased modestly, and gambling and lodging, which decreased slightly.

Table 3: Louisiana Direct Employment

Spending Category (Millions)	2021	2022	2023	Growth 23/22
Restaurants/Meals	32,170	36,319	35,706	-2%
Bars/Nightclubs	13,977	14,116	14,715	4%
Recreation	10,386	9,837	10,222	4%
Entertainment	9,327	9,549	10,110	6%
Shopping	18,651	16,798	17,122	2%
Local Transportation	27,010	31,996	34,662	8%
Gambling	6,711	7,141	6,566	-8%
Lodging	21,107	26,317	24,998	-5%
Total	139,338	152,073	154,101	1%

- *Direct Employment* represents the number of direct jobs created or supported by visitor spending across different employment industries, including non-tourism-related sectors. This definition differs from government employment statistics in that the latter includes only people who work in the leisure and hospitality industry. Direct jobs were estimated using similar methodologies to those of earnings.
- During 2023, more than 154,000 direct jobs were associated with Louisiana visitor spending, a slight increase of 1% from 2022 estimates (152,073). Like earnings, entertainment (6%) and local transportation (8%) accounted for the largest employment growth.

Figure 3: Louisiana Direct Employment (Proportions)



- Visitor expenditures for restaurants/meals (23%), followed by local transportation (22%) and lodging (16%), generated the largest proportion of direct employment. Shopping and bars/nightclubs contributed 11% and 10%, respectively. Proportionally, most spending categories increased slightly, except restaurants/meals, gambling, and lodging, compared to the prior year.

Table 4: Louisiana Direct State and Local Tax Revenue

Government and Tax (Millions)	2021	2022	2023	Growth 23/22
State Taxes				
Sales Taxes	\$349	\$404	\$431	7%
Lodging Taxes	\$142	\$198	\$189	-4%
Gambling Taxes	\$235	\$241	\$231	-4%
Total State Taxes	\$727	\$843	\$851	1%
Local Taxes				
Sales Taxes	\$382	\$440	\$470	7%
Lodging Taxes	\$124	\$169	\$160	-5%
Total Local Taxes	\$506	\$609	\$630	3%
Total Governmental Revenue	\$1,232	\$1,452	\$1,481	2%

Spending figures are not adjusted for inflation.

- Table 4 includes the direct tax revenue generated by Louisiana visitors. Federal taxes or indirect taxes are not part of this analysis. The direct revenue for state and local governments includes taxes that visitors pay to state and local governments directly. Examples include hotel/motel taxes paid on hotel rooms and state and local sales taxes paid on retail purchases, including food and drinks. The direct tax revenue in this analysis is measured by current lodging, sales, and gambling taxes. In 2017, lodging taxes were revised to include tax revenue collected from both hotels and short-term rentals. In addition, state sales tax rates were revised during 2018 to reflect the decrease that took place at mid-year. Furthermore, effective January 1, 2021, St. James Parish has increased its hotel/motel occupancy tax rate from 2% to 4%.
- During 2023, state taxes contributed directly by visitors reached \$851 million, an increase of 1% from the figure reported in 2022 (\$843 million). Local taxes also increased by 3% to \$630 million from \$609 million reported in 2022. In total, visitors directly contributed approximately \$1.5 billion in tax revenue for state and local governments, a 2% increase from the figure reported in 2022 (\$1.452 billion).

Metropolitan Statistical Areas

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

Metropolitan Statistical Area	Spending (Millions)*			
	2021	2022	2023	GR*
New Orleans-Metairie (MSA)	\$6,709	\$8,444	\$8,750	4%
Baton Rouge (MSA)	\$1,602	\$1,623	\$1,671	3%
Houma-Thibodaux (MSA)	\$267	\$265	\$266	0%
Lafayette (MSA)	\$740	\$754	\$790	5%
Lake Charles (MSA)	\$731	\$762	\$793	4%
Alexandria (MSA)	\$196	\$204	\$208	2%
Shreveport-Bossier City (MSA)	\$912	\$954	\$1,003	5%
Monroe (MSA)	\$275	\$306	\$344	13%
Hammond (MSA)	\$167	\$169	\$180	6%
Total State	\$11,600	\$13,481	\$14,005	4%

*Growth rate in 2023 compared to 2022. Spending figures are not adjusted for inflation.

- Like the previous year, the New Orleans-Metairie MSA, followed by the Baton Rouge MSA, had the highest visitor spending figures during 2023 at \$8.7 billion and \$1.7 billion, respectively. Every metropolitan area displayed spending growth in 2023. The largest spending growth occurred in Monroe (13%), Hammond (6%), Shreveport-Bossier City (5.1%), and Lafayette (4.8%).

Table 6: Direct Employment and Earnings by Metropolitan Area

Metropolitan Statistical Area	Earnings (Millions)				Employment (Thousands)			
	2021	2022	2023	GR*	2021	2022	2023	GR*
New Orleans-Metairie (MSA)	\$2,414	\$2,951	\$2,950	0%	80.6	95.3	96.3	1%
Baton Rouge (MSA)	\$577	\$567	\$563	-1%	19.2	18.3	18.4	0%
Houma-Thibodaux (MSA)	\$96	\$93	\$90	-3%	3.2	3.0	2.9	-2%
Lafayette (MSA)	\$266	\$263	\$266	1%	8.9	8.5	8.7	2%
Lake Charles (MSA)	\$263	\$266	\$267	0%	8.8	8.6	8.7	1%
Alexandria (MSA)	\$70	\$71	\$70	-1%	2.3	2.3	2.3	0%
Shreveport-Bossier City (MSA)	\$328	\$333	\$338	1%	11.0	10.8	11.0	3%
Monroe (MSA)	\$99	\$107	\$116	9%	3.3	3.4	3.8	10%
Hammond (MSA)	\$60	\$59	\$61	3%	2.0	1.9	2.0	4%
Total State	\$4,174	\$4,711	\$4,722	0%	139.3	152.1	154.1	1%

*Growth rate in 2023 compared to 2022. Spending figures are not adjusted for inflation.

- Visitor spending in New Orleans created \$2.9 billion in direct earnings and over 96,000 direct jobs, the largest fraction among metro areas, followed by Baton Rouge at \$563 million in direct earnings and above 18,000 direct jobs. Shreveport contributed another \$338 million in direct earnings and about 11,000 direct jobs. Lake Charles and Lafayette generated \$267 million and \$266 million in direct earnings, respectively, and more than 8,000 direct jobs each.

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

Metropolitan Statistical Area	State Taxes (Millions)				Local Taxes (Millions)			
	2021	2022	2023	GR*	2021	2022	2023	GR*
New Orleans-Metairie (MSA)	\$348	\$459	\$467	2%	\$315	\$410	\$419	2%
Baton Rouge (MSA)	\$124	\$124	\$122	-1%	\$62	\$64	\$67	5%
Houma-Thibodaux (MSA)	\$21	\$20	\$19	-4%	\$10	\$10	\$11	2%
Lafayette (MSA)	\$57	\$57	\$58	1%	\$29	\$30	\$32	7%
Lake Charles (MSA)	\$57	\$58	\$58	0%	\$28	\$30	\$32	6%
Alexandria (MSA)	\$15	\$16	\$15	-2%	\$8	\$8	\$8	4%
Shreveport-Bossier City (MSA)	\$71	\$73	\$73	1%	\$36	\$38	\$40	7%
Monroe (MSA)	\$21	\$23	\$25	8%	\$11	\$12	\$14	15%
Hammond (MSA)	\$13	\$13	\$13	2%	\$7	\$7	\$7	9%
Total State	\$727	\$843	\$851	1%	\$506	\$609	\$630	3%

* Growth rate in 2023 compared to 2022. Spending figures are not adjusted for inflation.

- Regarding government revenue generated by visitor spending, the top areas include New Orleans, which generated \$467 million in direct state taxes and \$419 million in direct local taxes, followed by Baton Rouge at \$122 million in direct state taxes and \$67 million in direct local taxes. The next metro areas include Shreveport-Bossier City at \$73 million in direct state taxes and \$40 million in direct local taxes. At the same time, Lake Charles and Lafayette each accounted for \$58 million in direct state taxes and \$32 million in direct local taxes.

Parishes

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

Parish	Spending (Millions)				Earnings (Millions)				Employment (Thousands)			
	2021	2022	2023	GR*	2021	2022	2023	GR*	2021	2022	2023	GR*
Acadia	\$35.23	\$35.18	\$39.40	12%	\$12.68	\$12.30	\$13.28	8%	0.42	0.40	0.43	9%
Allen	\$12.91	\$12.99	\$12.93	0%	\$4.64	\$4.54	\$4.36	-4%	0.16	0.15	0.14	-3%
Ascension	\$207.35	\$205.20	\$222.11	8%	\$74.61	\$71.71	\$74.88	4%	2.49	2.31	2.44	6%
Assumption	\$2.81	\$2.92	\$2.76	-5%	\$1.01	\$1.02	\$0.93	-9%	0.03	0.03	0.03	-8%
Avoyelles	\$14.80	\$13.93	\$13.84	-1%	\$5.32	\$4.87	\$4.67	-4%	0.18	0.16	0.15	-3%
Beauregard	\$29.31	\$29.77	\$32.14	8%	\$10.55	\$10.40	\$10.83	4%	0.35	0.34	0.35	5%
Bienville	\$5.05	\$4.54	\$4.38	-3%	\$1.82	\$1.59	\$1.48	-7%	0.06	0.05	0.05	-6%
Bossier	\$297.33	\$317.37	\$327.05	3%	\$106.99	\$110.92	\$110.26	-1%	3.57	3.58	3.60	1%
Caddo	\$409.39	\$412.08	\$434.86	6%	\$147.31	\$144.02	\$146.61	2%	4.92	4.65	4.78	3%
Calcasieu	\$616.50	\$641.29	\$667.18	4%	\$221.84	\$224.13	\$224.93	0%	7.41	7.23	7.34	1%
Caldwell	\$3.06	\$3.01	\$3.26	8%	\$1.10	\$1.05	\$1.10	4%	0.04	0.03	0.04	6%
Cameron	\$4.18	\$4.24	\$4.27	1%	\$1.51	\$1.48	\$1.44	-3%	0.05	0.05	0.05	-2%
Catahoula	\$3.76	\$3.54	\$3.85	9%	\$1.35	\$1.24	\$1.30	5%	0.05	0.04	0.04	6%
Claiborne	\$3.11	\$3.28	\$3.38	3%	\$1.12	\$1.15	\$1.14	-1%	0.04	0.04	0.04	0%
Concordia	\$9.95	\$9.50	\$10.32	9%	\$3.58	\$3.32	\$3.48	5%	0.12	0.11	0.11	6%
De Soto	\$13.90	\$14.45	\$15.29	6%	\$5.00	\$5.05	\$5.15	2%	0.17	0.16	0.17	3%
East Baton Rouge	\$1,078.72	\$1,085.31	\$1,097.21	1%	\$388.17	\$379.31	\$369.90	-2%	12.96	12.24	12.07	-1%
East Carroll	\$1.16	\$1.13	\$1.17	3%	\$0.42	\$0.40	\$0.39	0%	0.01	0.01	0.01	1%
East Feliciana	\$9.21	\$10.20	\$11.88	16%	\$3.32	\$3.57	\$4.01	12%	0.11	0.12	0.13	14%
Evangeline	\$6.25	\$6.92	\$8.08	17%	\$2.25	\$2.42	\$2.72	13%	0.08	0.08	0.09	14%
Franklin	\$9.88	\$8.59	\$10.13	18%	\$3.55	\$3.00	\$3.42	14%	0.12	0.10	0.11	15%
Grant	\$0.85	\$0.87	\$0.88	1%	\$0.31	\$0.31	\$0.30	-3%	0.01	0.01	0.01	-2%
Iberia	\$51.86	\$44.84	\$45.68	2%	\$18.66	\$15.67	\$15.40	-2%	0.62	0.51	0.50	-1%
Iberville	\$19.96	\$22.94	\$23.82	4%	\$7.18	\$8.02	\$8.03	0%	0.24	0.26	0.26	1%

Parish	Spending (Millions)				Earnings (Millions)				Employment (Thousands)			
	2021	2022	2023	GR*	2021	2022	2023	GR*	2021	2022	2023	GR*
Jackson	\$5.36	\$6.07	\$7.34	21%	\$1.93	\$2.12	\$2.47	17%	0.06	0.07	0.08	18%
Jefferson	\$1,595.83	\$1,918.57	\$1,953.20	2%	\$574.24	\$670.53	\$658.49	-2%	19.17	21.64	21.49	-1%
Jefferson Davis	\$25.39	\$23.26	\$22.56	-3%	\$9.14	\$8.13	\$7.61	-6%	0.30	0.26	0.25	-5%
Lafayette	\$480.64	\$500.38	\$523.13	5%	\$172.95	\$174.88	\$176.36	1%	5.77	5.64	5.76	2%
Lafourche	\$88.45	\$90.32	\$92.19	2%	\$31.83	\$31.57	\$31.08	-2%	1.06	1.02	1.01	0%
LaSalle	\$6.32	\$6.93	\$6.60	-5%	\$2.27	\$2.42	\$2.23	-8%	0.08	0.08	0.07	-7%
Lincoln	\$81.20	\$84.65	\$93.63	11%	\$29.22	\$29.58	\$31.56	7%	0.98	0.95	1.03	8%
Livingston	\$167.12	\$173.44	\$183.83	6%	\$60.13	\$60.61	\$61.97	2%	2.01	1.96	2.02	3%
Madison	\$6.35	\$5.81	\$6.02	4%	\$2.28	\$2.03	\$2.03	0%	0.08	0.07	0.07	1%
Morehouse	\$9.60	\$9.32	\$9.65	4%	\$3.45	\$3.26	\$3.25	0%	0.12	0.11	0.11	1%
Natchitoches	\$63.42	\$75.53	\$80.11	6%	\$22.82	\$26.40	\$27.01	2%	0.76	0.85	0.88	3%
Orleans	\$3,812.58	\$4,901.73	\$5,127.91	5%	\$1,371.91	\$1,713.12	\$1,728.79	1%	45.80	55.30	56.42	2%
Ouachita	\$220.65	\$252.80	\$285.03	13%	\$79.40	\$88.35	\$96.09	9%	2.65	2.85	3.14	10%
Plaquemines	\$56.17	\$64.69	\$88.60	37%	\$20.21	\$22.61	\$29.87	32%	0.67	0.73	0.97	34%
Pointe Coupee	\$13.32	\$14.06	\$15.40	10%	\$4.79	\$4.91	\$5.19	6%	0.16	0.16	0.17	7%
Rapides	\$154.65	\$164.15	\$167.90	2%	\$55.65	\$57.37	\$56.60	-1%	1.86	1.85	1.85	0%
Red River	\$4.49	\$5.34	\$6.02	13%	\$1.61	\$1.87	\$2.03	9%	0.05	0.06	0.07	10%
Richland	\$9.16	\$8.90	\$9.28	4%	\$3.30	\$3.11	\$3.13	1%	0.11	0.10	0.10	2%
Sabine	\$9.97	\$10.40	\$10.87	5%	\$3.59	\$3.63	\$3.66	1%	0.12	0.12	0.12	2%
St. Bernard	\$82.71	\$99.76	\$98.29	-1%	\$29.76	\$34.86	\$33.14	-5%	0.99	1.13	1.08	-4%
St. Charles	\$73.99	\$98.17	\$104.66	7%	\$26.63	\$34.31	\$35.29	3%	0.89	1.11	1.15	4%
St. Helena	\$1.22	\$1.20	\$1.15	-4%	\$0.44	\$0.42	\$0.39	-7%	0.01	0.01	0.01	-6%
St. James	\$29.34	\$34.88	\$32.91	-6%	\$10.56	\$12.19	\$11.09	-9%	0.35	0.39	0.36	-8%
St. John the Baptist	\$80.64	\$79.77	\$80.50	1%	\$29.02	\$27.88	\$27.14	-3%	0.97	0.90	0.89	-2%
St. Landry	\$59.55	\$60.07	\$64.25	7%	\$21.43	\$21.00	\$21.66	3%	0.72	0.68	0.71	4%
St. Martin	\$32.89	\$33.71	\$34.73	3%	\$11.84	\$11.78	\$11.71	-1%	0.40	0.38	0.38	0%
St. Mary	\$45.39	\$44.61	\$45.90	3%	\$16.33	\$15.59	\$15.47	-1%	0.55	0.50	0.51	0%
St. Tammany	\$977.65	\$1,246.60	\$1,263.86	1%	\$351.80	\$435.68	\$426.09	-2%	11.74	14.06	13.91	-1%

Parish	Spending (Millions)				Earnings (Millions)				Employment (Thousands)			
	2021	2022	2023	GR*	2021	2022	2023	GR*	2021	2022	2023	GR*
Tangipahoa	\$167.49	\$168.66	\$179.56	6%	\$60.27	\$58.94	\$60.54	3%	2.01	1.90	1.98	4%
Tensas	\$0.67	\$0.78	\$0.98	26%	\$0.24	\$0.27	\$0.33	22%	0.01	0.01	0.01	23%
Terrebonne	\$176.17	\$172.04	\$170.73	-1%	\$63.39	\$60.13	\$57.56	-4%	2.12	1.94	1.88	-3%
Union	\$5.95	\$5.61	\$7.17	28%	\$2.14	\$1.96	\$2.42	23%	0.07	0.06	0.08	25%
Vermillion	\$28.48	\$27.78	\$28.68	3%	\$10.25	\$9.71	\$9.67	0%	0.34	0.31	0.32	1%
Vernon	\$42.69	\$50.91	\$53.89	6%	\$15.36	\$17.79	\$18.17	2%	0.51	0.57	0.59	3%
Washington	\$26.32	\$26.79	\$31.07	16%	\$9.47	\$9.36	\$10.47	12%	0.32	0.30	0.34	13%
Webster	\$24.16	\$26.52	\$27.63	4%	\$8.69	\$9.27	\$9.32	1%	0.29	0.30	0.30	2%
West Baton Rouge	\$50.52	\$54.33	\$54.11	0%	\$18.18	\$18.99	\$18.24	-4%	0.61	0.61	0.60	-3%
West Carroll	\$3.38	\$3.52	\$4.14	18%	\$1.22	\$1.23	\$1.40	14%	0.04	0.04	0.05	15%
West Feliciana	\$28.69	\$29.49	\$30.59	4%	\$10.32	\$10.31	\$10.31	0%	0.34	0.33	0.34	1%
Winn	\$5.23	\$5.07	\$5.09	1%	\$1.88	\$1.77	\$1.72	-3%	0.06	0.06	0.06	-2%
Total	\$11,600	\$13,481	\$14,005	4%	\$4,174	\$4,711	\$4,722	0%	139	152	154	1%

*Growth rate in 2023 compared to 2022. Spending figures are not adjusted for inflation.

- The largest spending produced by visitors to each parish was attributed to Orleans (\$5.1 billion), Jefferson (\$1.9 billion), St. Tammany (\$1.3 billion), East Baton Rouge (\$1.1 billion), Calcasieu (\$667 million), Lafayette (\$523 million), Caddo (\$435 million), and Bossier (\$327 million). Those eight parishes also contributed the largest visitor economic activity in terms of direct earnings and employment.

Table 9: Direct State and Local Tax Revenue by Parish

Parish	State Taxes (Millions)				Local Taxes (Millions)			
	2021	2022	2023	GR*	2021	2022	2023	GR*
Acadia	\$2.73	\$2.68	\$2.89	8%	\$1.37	\$1.39	\$1.58	14%
Allen	\$1.00	\$0.99	\$0.95	-4%	\$0.50	\$0.51	\$0.52	1%
Ascension	\$16.05	\$15.62	\$16.27	4%	\$8.07	\$8.09	\$8.93	10%
Assumption	\$0.22	\$0.22	\$0.20	-9%	\$0.11	\$0.11	\$0.11	-3%
Avoyelles	\$1.15	\$1.06	\$1.01	-4%	\$0.58	\$0.55	\$0.56	1%
Beauregard	\$2.27	\$2.27	\$2.35	4%	\$1.14	\$1.17	\$1.29	10%
Bienville	\$0.39	\$0.35	\$0.32	-7%	\$0.20	\$0.18	\$0.18	-2%
Bossier	\$23.01	\$24.16	\$23.95	-1%	\$11.58	\$12.51	\$13.14	5%
Caddo	\$31.69	\$31.37	\$31.85	2%	\$15.94	\$16.25	\$17.48	8%
Calcasieu	\$47.72	\$48.81	\$48.87	0%	\$24.00	\$25.28	\$26.81	6%
Caldwell	\$0.24	\$0.23	\$0.24	4%	\$0.12	\$0.12	\$0.13	10%
Cameron	\$0.32	\$0.32	\$0.31	-3%	\$0.16	\$0.17	\$0.17	3%
Catahoula	\$0.29	\$0.27	\$0.28	5%	\$0.15	\$0.14	\$0.15	11%
Claiborne	\$0.24	\$0.25	\$0.25	-1%	\$0.12	\$0.13	\$0.14	5%
Concordia	\$0.77	\$0.72	\$0.76	5%	\$0.39	\$0.37	\$0.41	11%
De Soto	\$1.08	\$1.10	\$1.12	2%	\$0.54	\$0.57	\$0.61	8%
East Baton Rouge	\$83.50	\$82.61	\$80.36	-3%	\$42.00	\$42.79	\$44.10	3%
East Carroll	\$0.09	\$0.09	\$0.09	-1%	\$0.05	\$0.04	\$0.05	5%
East Feliciana	\$0.71	\$0.78	\$0.87	12%	\$0.36	\$0.40	\$0.48	19%
Evangeline	\$0.48	\$0.53	\$0.59	12%	\$0.24	\$0.27	\$0.32	19%
Franklin	\$0.76	\$0.65	\$0.74	14%	\$0.38	\$0.34	\$0.41	20%
Grant	\$0.07	\$0.07	\$0.06	-3%	\$0.03	\$0.03	\$0.04	3%
Iberia	\$4.01	\$3.41	\$3.35	-2%	\$2.02	\$1.77	\$1.84	4%
Iberville	\$1.54	\$1.75	\$1.74	0%	\$0.78	\$0.90	\$0.96	6%

Parish	State Taxes (Millions)				Local Taxes (Millions)			
	2021	2022	2023	GR*	2021	2022	2023	GR*
Jackson	\$0.42	\$0.46	\$0.54	16%	\$0.21	\$0.24	\$0.30	23%
Jefferson	\$82.77	\$104.39	\$104.15	0%	\$75.03	\$93.24	\$93.42	0%
Jefferson Davis	\$1.97	\$1.77	\$1.65	-7%	\$0.99	\$0.92	\$0.91	-1%
Lafayette	\$37.20	\$38.09	\$38.32	1%	\$18.71	\$19.73	\$21.02	7%
Lafourche	\$6.85	\$6.87	\$6.75	-2%	\$3.44	\$3.56	\$3.71	4%
LaSalle	\$0.49	\$0.53	\$0.48	-8%	\$0.25	\$0.27	\$0.27	-3%
Lincoln	\$6.28	\$6.44	\$6.86	6%	\$3.16	\$3.34	\$3.76	13%
Livingston	\$12.94	\$13.20	\$13.46	2%	\$6.51	\$6.84	\$7.39	8%
Madison	\$0.49	\$0.44	\$0.44	0%	\$0.25	\$0.23	\$0.24	6%
Morehouse	\$0.74	\$0.71	\$0.71	0%	\$0.37	\$0.37	\$0.39	6%
Natchitoches	\$4.91	\$5.75	\$5.87	2%	\$2.47	\$2.98	\$3.22	8%
Orleans	\$197.74	\$266.70	\$273.43	3%	\$179.25	\$238.23	\$245.26	3%
Ouachita	\$17.08	\$19.24	\$20.88	8%	\$8.59	\$9.97	\$11.46	15%
Plaquemines	\$2.91	\$3.52	\$4.72	34%	\$2.64	\$3.14	\$4.24	35%
Pointe Coupee	\$1.03	\$1.07	\$1.13	5%	\$0.52	\$0.55	\$0.62	12%
Rapides	\$11.97	\$12.49	\$12.30	-2%	\$6.02	\$6.47	\$6.75	4%
Red River	\$0.35	\$0.41	\$0.44	8%	\$0.17	\$0.21	\$0.24	15%
Richland	\$0.71	\$0.68	\$0.68	0%	\$0.36	\$0.35	\$0.37	6%
Sabine	\$0.77	\$0.79	\$0.80	1%	\$0.39	\$0.41	\$0.44	7%
St. Bernard	\$4.29	\$5.43	\$5.24	-3%	\$3.89	\$4.85	\$4.70	-3%
St. Charles	\$3.84	\$5.34	\$5.58	4%	\$3.48	\$4.77	\$5.01	5%
St. Helena	\$0.09	\$0.09	\$0.08	-8%	\$0.05	\$0.05	\$0.05	-2%
St. James	\$1.52	\$1.90	\$1.75	-8%	\$1.38	\$1.70	\$1.57	-7%
St. John the Baptist	\$4.18	\$4.34	\$4.29	-1%	\$3.79	\$3.88	\$3.85	-1%
St. Landry	\$4.61	\$4.57	\$4.71	3%	\$2.32	\$2.37	\$2.58	9%
St. Martin	\$2.55	\$2.57	\$2.54	-1%	\$1.28	\$1.33	\$1.40	5%
St. Mary	\$3.51	\$3.40	\$3.36	-1%	\$1.77	\$1.76	\$1.84	5%
St. Tammany	\$50.71	\$67.83	\$67.39	-1%	\$45.97	\$60.59	\$60.45	0%

Parish	State Taxes (Millions)				Local Taxes (Millions)			
	2021	2022	2023	GR*	2021	2022	2023	GR*
Tangipahoa	\$12.96	\$12.84	\$13.15	2%	\$6.52	\$6.65	\$7.22	9%
Tensas	\$0.05	\$0.06	\$0.07	22%	\$0.03	\$0.03	\$0.04	29%
Terrebonne	\$13.64	\$13.10	\$12.51	-5%	\$6.86	\$6.78	\$6.86	1%
Union	\$0.46	\$0.43	\$0.53	23%	\$0.23	\$0.22	\$0.29	30%
Vermilion	\$2.20	\$2.11	\$2.10	-1%	\$1.11	\$1.10	\$1.15	5%
Vernon	\$3.30	\$3.88	\$3.95	2%	\$1.66	\$2.01	\$2.17	8%
Washington	\$2.04	\$2.04	\$2.28	12%	\$1.02	\$1.06	\$1.25	18%
Webster	\$1.87	\$2.02	\$2.02	0%	\$0.94	\$1.05	\$1.11	6%
West Baton Rouge	\$3.91	\$4.14	\$3.96	-4%	\$1.97	\$2.14	\$2.17	2%
West Carroll	\$0.26	\$0.27	\$0.30	13%	\$0.13	\$0.14	\$0.17	20%
West Feliciana	\$2.22	\$2.24	\$2.24	0%	\$1.12	\$1.16	\$1.23	6%
Winn	\$0.40	\$0.39	\$0.37	-3%	\$0.20	\$0.20	\$0.20	3%
Total	\$727	\$843	\$851	1%	\$506	\$609	\$630	3%

*Growth rate in 2023 compared to 2022. Spending figures are not adjusted for inflation.

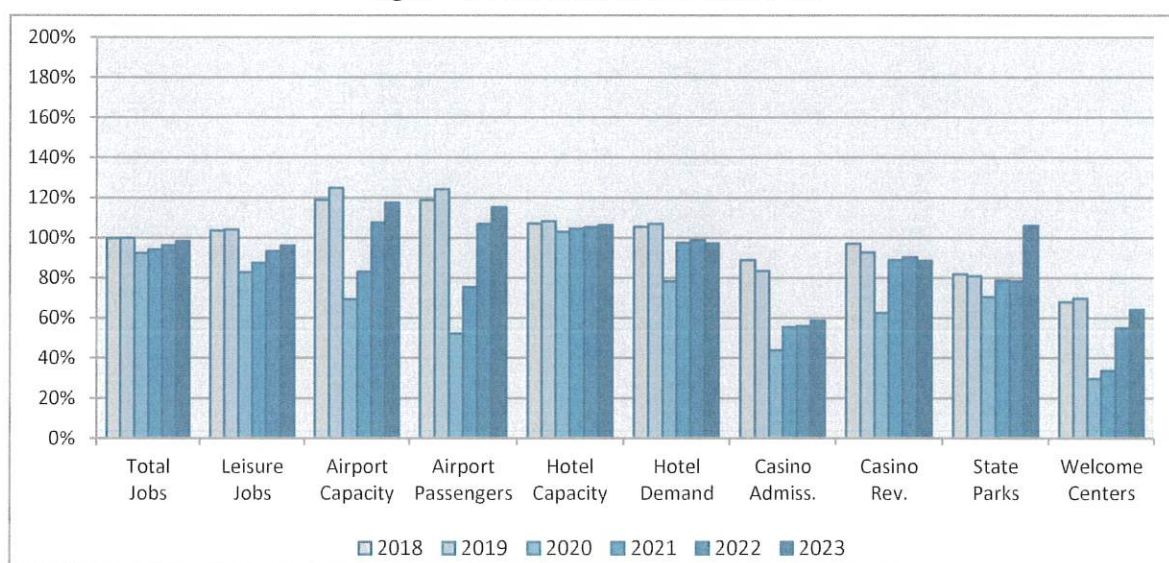
- In terms of total government revenue from state and local taxes, the largest revenue was generated by visitors to Orleans (\$519 million), Jefferson (\$198 million), St. Tammany (\$128 million), East Baton Rouge (\$124 million), Calcasieu (\$76 million), Lafayette (\$59 million), Caddo (\$49 million), Bossier (\$37 million), Ouachita (\$32 million), Ascension (\$25 million), Livingston (\$21 million), and Tangipahoa (\$20 million) parishes.

Travel Indicators

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

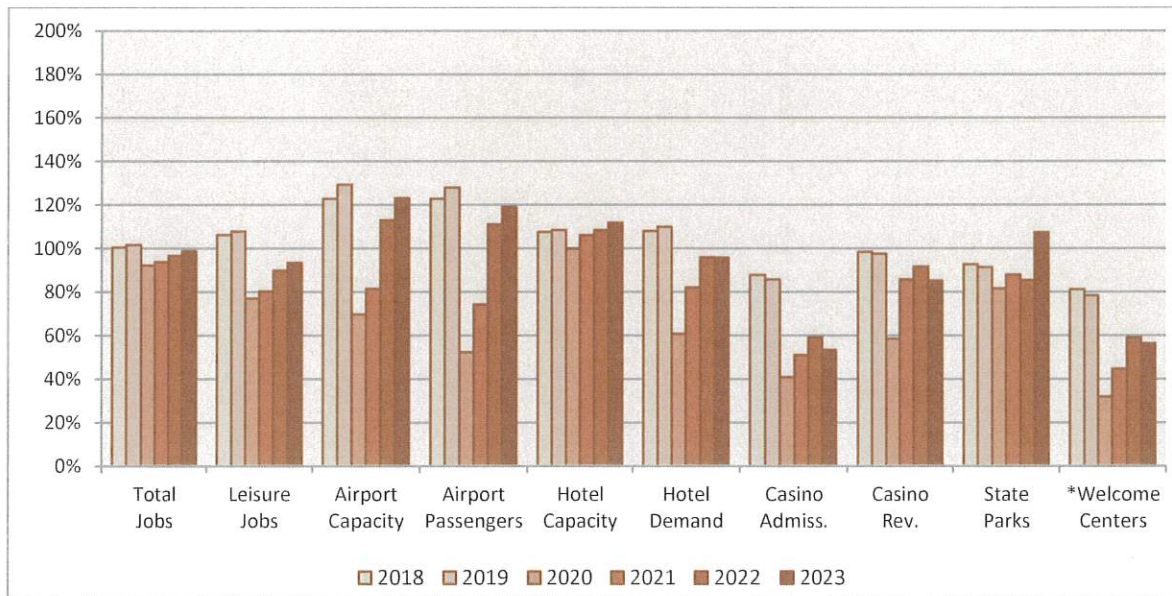
The travel indicators include employment, airport activity, hotels, casinos, and visitation to state parks and welcome centers. Employment comprises total nonfarm and leisure jobs, as defined by the BLS. Airport activity is measured by the number of passengers boarding an aircraft (enplanements) and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

Figure 4: Louisiana Travel Indicators



- In 2023, total jobs increasing modestly to 98% from 96% reported in 2022. Leisure employment increased slightly from 93% to 96%. Leisure employment moderately exceeds total jobs in terms of growth rate. Airport capacity and passengers have both grown substantially from 108% reported in 2022 to 117% and from 107% in 2022 to 115%, respectively. During 2023, hotel capacity continued to grow steadily over the past four years, and demand decreased slightly from the 2022 figure (99%) to 97%.
- Casino activity measured by admissions and revenue displayed an overall increase and decrease, respectively. In 2023, admissions increased to 59% from 56% reported in 2022, while revenue decreased to 88% from 90%. Unlike previous years, visitation to state parks and welcome centers both increased slightly to 106% and 64%, respectively. It is important to note that state parks and welcome centers have opened or closed over the years.

Figure 5: New Orleans Travel Indicators

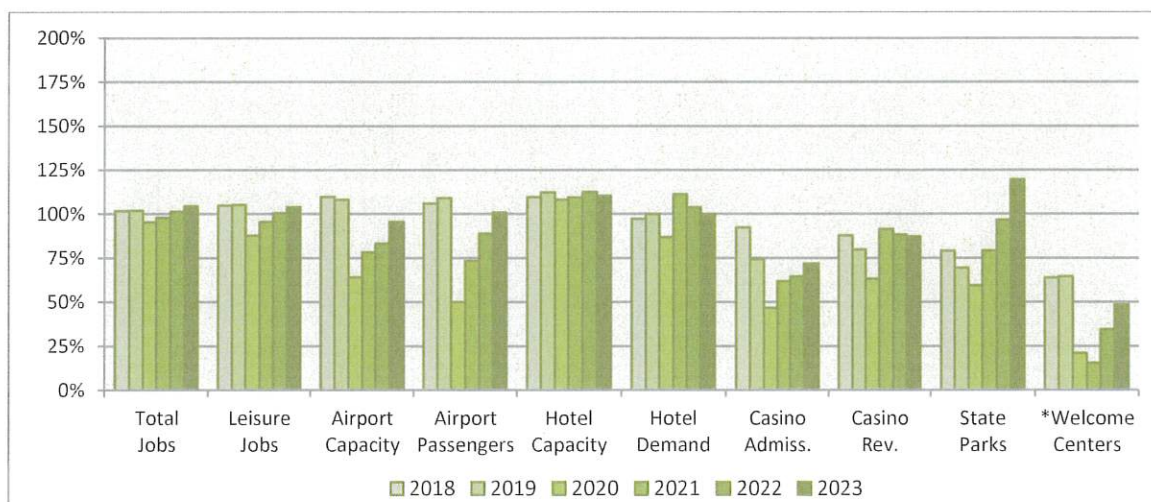


**The New Orleans WC closed permanently in June 2020.*

Pearl River & Slidell WCs are included in our total New Orleans WC.

- During 2023, the New Orleans area's total jobs and leisure employment grew slightly to 99% and 93%, from the 2022 figures of 96% and 90%, respectively. Airport indicators show growth over the past four years, whereas hotel capacity has grown from 108% recorded in 2022 to 112%, and there has been a stable hotel demand over the last two years. Visitation to casinos and its revenue decreased to 53% and 85%, respectively. Visitation to welcome centers decreased, while state parks visitation increased to 107% in 2023.

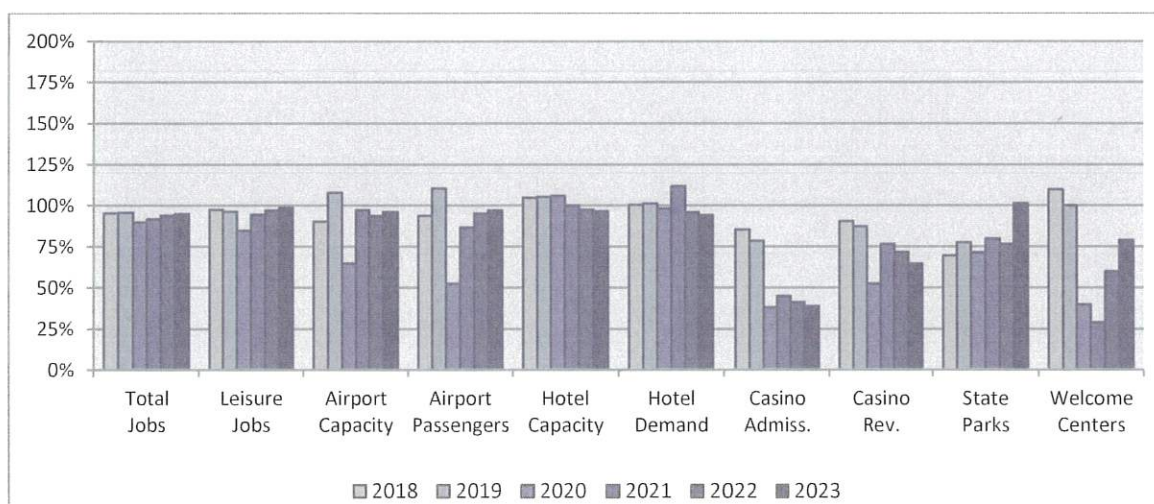
Figure 6: Baton Rouge Travel Indicators



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

- Total jobs and leisure employment in the Baton Rouge area grew slightly from last year. Airport capacity and the number of passengers grew in 2023. Hotel capacity and demand decreased from the prior year. Casino admissions increased to 72% from 64% reported in 2022, while the revenue nearly remained the same. Visitation to state parks and welcome centers increased to 120% and 49%, respectively.

Figure 7: Lafayette Travel Indicators



- Lafayette area total jobs and leisure employment increased slightly. Leisure jobs outpaced total jobs over the previous three years. Airport capacity and passengers both increased moderately. Hotel capacity and demand were down from 2022, while casinos indicators decreased from the prior year. Visitation to state parks and welcome centers grew substantially.

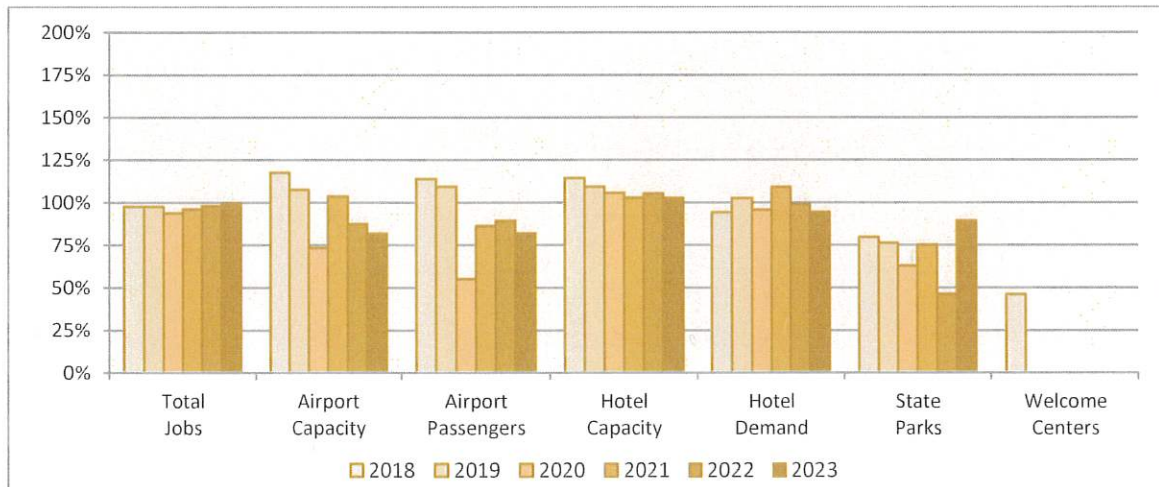
Figure 8: Lake Charles Travel Indicators



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

- Total jobs in the Lake Charles area almost remained consistent for the past four years, while leisure employment showed continuous growth over the last three years. In this area, total jobs have grown faster than leisure jobs. In 2023, airport capacity and passengers indicated an upward trend. Hotel capacity increased slightly, but demand decreased, and casino admissions and revenue increased. Visitation to state parks and welcome centers increased substantially.
-

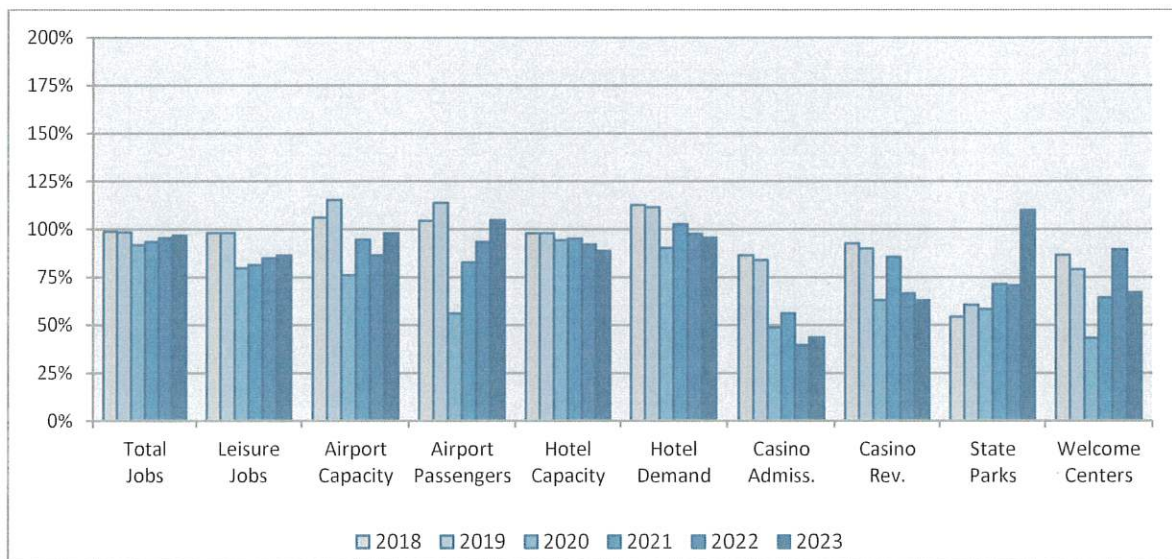
Figure 9: Alexandria Travel Indicators



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

During 2023, the Alexandria area experienced a continuous growth in total employment over the past four years. Airport capacity and passengers, hotel capacity, and hotel demand decreased from the prior year. Visitation to state parks grew substantially.

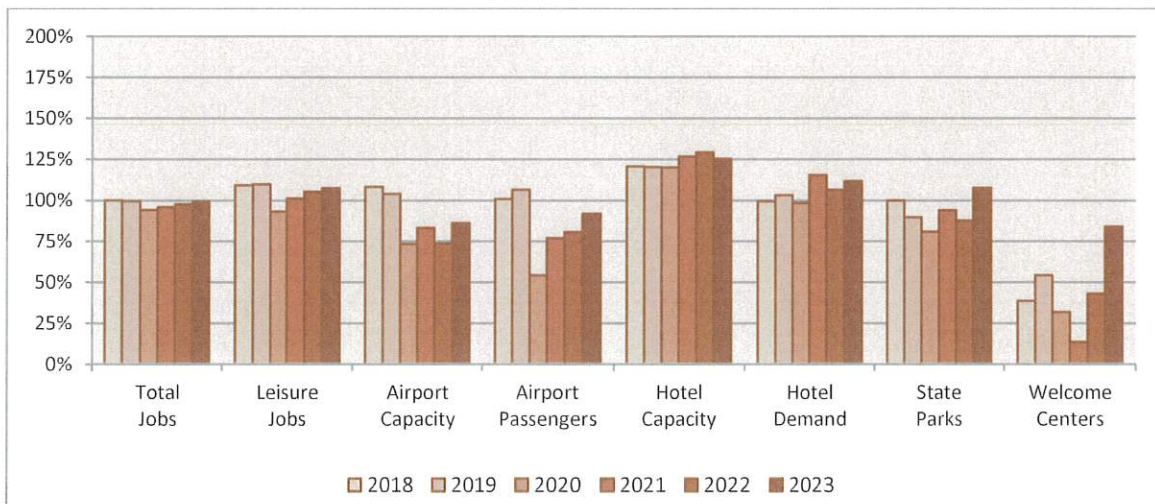
Figure 10: Shreveport Travel Indicators



Hodges Gardens State Park closed in late 2017.

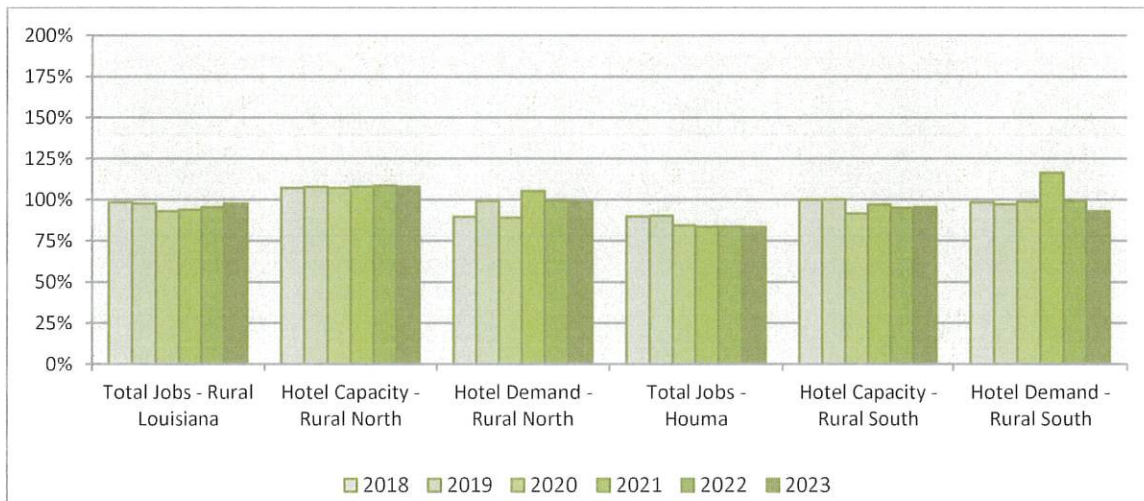
- Similar to previous years, total and leisure jobs in the Shreveport area remained comparable in terms of growth. Airport capacity and passengers both increased substantially in 2023, while hotel capacity and demand decreased. Casino admissions and revenues moved in opposite directions. Visitation to welcome centers decreased, while visitation to state parks increased substantially.

Figure 11: Monroe Travel Indicators



- Total and leisure employment in the Monroe area has continuously grown in the last four years. In 2023, airport capacity and passengers increased. Hotel capacity decreased while demand grew moderately. Visitation to state parks and welcome centers increased noticeably.

Figure 12: Other Areas Travel Indicators



- Total jobs for non-metropolitan areas in the north of Louisiana increased over the past four years. Hotel capacity and demand fell slightly from last year.
- Total employment in the Houma area decreased slightly. Hotel capacity remained unchanged, while demand decreased moderately.

Appendix A

Sources

Airport Capacity:

- Bureau of Transportation Statistics
- UNO Hospitality Research Center

Airport Passengers:

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

Casino Admissions, Revenue, and Taxes:

- Louisiana Gaming Control Board

Convention Roomnights:

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

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

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

Hotel Room Capacity, Demand (Room Nights Sold), and Room Rate:

- Smith Travel Research (STR)

Hotel Roomnights by Purpose (New Orleans):

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

International Visitors:

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

Population Estimates and Characteristics:

- United States Census Bureau
- UNO Hospitality Research Center

Taxes:

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

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

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

Visitor Type, Travel Decisions, and Primary Purpose:

- Cint (formerly LUCID) survey data files
- UNO Hospitality Research Center

Visitor Spending Type:

- Cint (formerly LUCID) survey data files
- UNO Hospitality Research Center

Cover Pictures:

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

Appendix B

Definitions of Key Terms

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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