

The Economic Impact of Travel on Louisiana Parishes 2004

A Study Prepared for the
Louisiana Office of Tourism
by the
Research Department of the
Travel Industry Association of America
Washington, D.C.
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PREFACE

This study was conducted by the research department of the Travel Industry Association of America (TIA) for the Louisiana Office of Tourism. The study provides preliminary 2004 and 2003 estimates of domestic and international traveler expenditures in Louisiana, as well as the employment, payroll income, and federal, state and local tax revenue directly generated by these expenditures.

Additionally, this study provides estimates by parish for domestic travel expenditures and employment, payroll income, and state and local tax revenue directly generated by domestic expenditures.

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INTRODUCTION

This report presents preliminary 2004 and 2003 estimates of the impact of U.S. resident and international traveler spending in Louisiana, as well as the employment, payroll income and tax revenue directly generated by this spending. These estimates are produced through the County/City Travel Economic Impact Model, a computerized economic model producing estimates of travel spending at the county level, and its impact on employment, wage and salary (payroll) income and federal, state and local tax revenues.

The County/City Travel Economic Impact Model is an extension of TIA's Travel Economic Impact Model (TEIM) initially developed in 1975 for the U.S. Department of the Interior to indicate the economic value of travel and tourism to states and parishes. The original TEIM has been revised substantially based upon more accurate and targeted input data available from governments and the private sector.

The TEIM is based upon national travel surveys conducted by TIA and expenditure data developed by the Bureau of the Census, TIA, various federal agencies and national travel organizations each year. A description of the TEIM and the county impact model is provided in Appendix A. The following estimates of travel's economic impact in Louisiana are based upon the most recent version of the TEIM and data available from the U.S. Census Bureau and other sources, including international visitor statistics from OTTI/ITA, U.S. Department of Commerce.

U.S. residents traveling in Louisiana includes both state residents and out-of-state visitors traveling away from home overnight in paid accommodations, or on day trips to places 50 miles or more away from home during 2004. Travel commuting to and from work; travel by those operating an airplane, bus, truck, train or other form of common carrier transportation; military travel on active duty; and travel by students away at school, are all excluded from the model. In addition, the payroll and employment estimates represent impact generated in the private sector and exclude public-supported payroll and employment.

Starting in 2003, TIA's TravelScope® has been modified to capture more information from traveling households. This resulted in an overall increase in travel volume and adjustment of the travel economic impact estimates. Based on this change, travel economic impact estimates for 2003 have been revised as well as 2004.

Since additional data relating to travel and its economic impact in 2004 will become available subsequent to this study, TIA reserves the right to revise these estimates in the future.

EXECUTIVE SUMMARY

- Domestic and international travelers directly spent almost \$10 billion in Louisiana during 2004, a 5.8 percent increase from 2003.
- Domestic and international travel-generated employees earned more than \$2 billion in wage and salary income during 2004, up 2.6 percent compared to 2003.
- Domestic and international travel spending directly generated 121.1 thousand jobs within Louisiana in 2004, up 1.1 percent from 2003.
- On average, every \$82,204 spent in Louisiana by domestic and international travelers generated one job in 2004.
- Without these jobs, Louisiana's 2004 unemployment rate would have been 11.6 percent, or 5.9 percent higher than it was.
- Domestic and international traveler spending in Louisiana directly generated nearly \$1.3 billion in tax revenue for federal, state and local governments in 2004, up 4.0 percent from 2003.

2004 TRAVEL IMPACT ON U.S. ECONOMY

The U.S. economy turned in its best performance in five years in 2004, with real GDP increasing 4.2 percent. Real disposable income and real personal consumption expenditures both rose significantly, 3.4 percent and 3.9 percent, respectively. The U.S. job market also improved during 2004 as annual average total nonfarm employment increased nearly 1.5 million from 2003 to 131.5 million. This reduced the national unemployment rate to 5.5 percent, one-half point lower than in 2003. The travel industry itself added 72 thousands jobs in 2004 as compared to 2003. The Consumer Price Index (CPI), an indicator of the level of price inflation, remained relatively moderate—up 2.7 percent in 2004, while TIA's Travel Price Index increased 4.5 percent during the same period, primarily due to a significant increase in the price of gasoline. The total U.S. current account deficit rose to a record high of \$666 billion in 2004. The U.S. travel industry, however, generated a \$5.8 billion trade surplus for the country in 2004.

Stimulated by the strong economy, domestic travel volume (total person-trips) increased 2.1 percent in 2004 and domestic travel expenditures rose even more at 6.8 percent. After three consecutive years of declines, international travel to the U.S. began to recover, reflecting appreciating currencies in many of the United States' key origin markets. International traveler spending jumped nearly 16 percent from 2004, largely due to a sharp increase of international arrivals.

U.S. Travel Volume in 2004

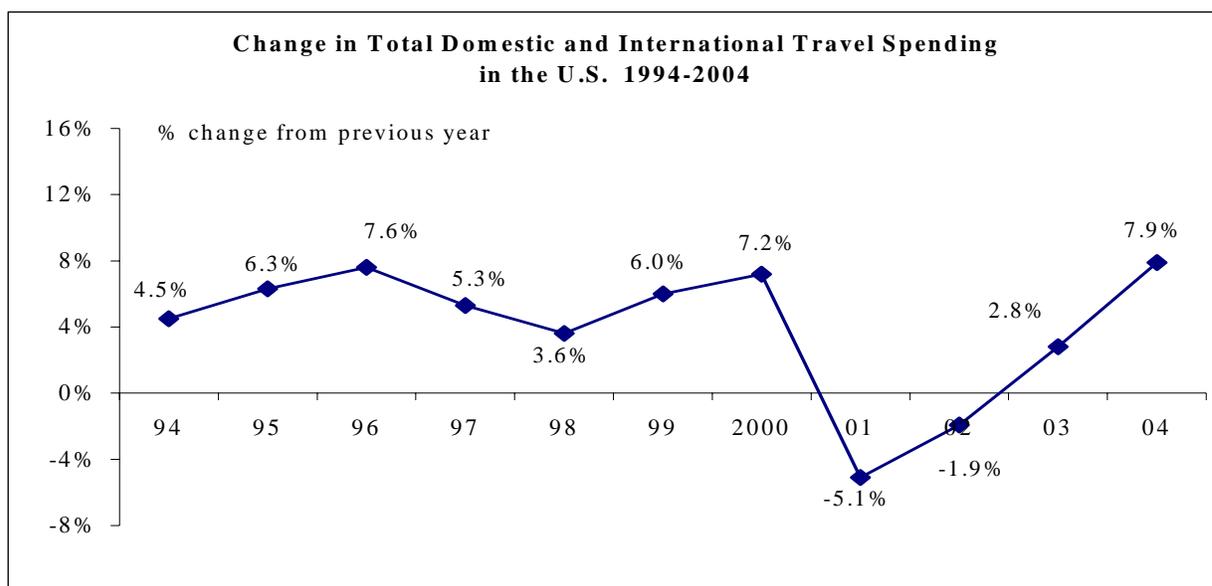
In 2004, total U.S. domestic person-trips were up 2.1 percent over 2003, according to TIA's TravelScope® survey. Leisure person-trips grew at slower pace than in the past few years, rising 1.4 percent. Business/convention travel, however, began its long-awaited recovery, increasing 5.0 percent, the first increase posted since 1998. International visitors to the U.S. increased 11.8 percent in 2004 to 46.1 million. International travel to the U.S., however, remained 10.1 percent lower than its historical record set in 2000.

Travel Expenditures in 2004

Domestic travelers spent more than \$524.4 billion in the U.S. during 2004, an increase of 6.8 percent over 2003. International traveler expenditures in the U.S., excluding spending on international airfares purchased outside the U.S., increased more than twice as much, up 15.9 percent to total \$74.8 billion in 2004.

Combined domestic and international travel expenditures in the U.S. totaled \$599.2 billion, 7.9 percent more than in 2003. In fact, 2004 travel expenditures were 8.8 percent higher than in 2001, the most challenging year ever in U.S. travel industry history. And, for the first time since 9/11, total U.S. travel expenditures exceeded the historical record of \$580.8 billion set in 2000.

Total domestic leisure travel spending reached \$355.4 billion, up 5.3 percent over 2003. Spending by domestic business/convention travelers increased dramatically, up 10.1 percent to \$169 billion. Domestic business travelers' spending accounted for about one-third of total domestic travel spending in 2004.



Sources: TIA, OTTI

Table 1: 2003-04 U.S. Domestic Travel Expenditures by Primary Purpose of Trip

	2004 U.S. Domestic Travel Spending (\$ Billions)	2003 U.S. Domestic Travel Spending (\$ Billions)	2004 Percent Change Over 2003 (%)
Leisure Travelers	\$355.4	\$337.4	5.3%
Business Travelers	\$169.0	\$153.5	10.1%
Total	\$524.4	\$490.9	6.8%

Sources: TIA, OTTI

Domestic travel spending on auto transportation jumped 12.4 percent over 2003, to \$92.6 billion, reflecting the dramatic increase in gasoline prices during 2004. Total domestic air passenger enplanements were up 4.8 percent from 2003 and international air passenger enplanements jumped 13.9 percent in 2004, according to the Air Transport Association (ATA). In 2004, Amtrak reported a 2.6 percent increase in ridership. This growth in demand contributed to the 4.9 percent increase in public transportation expenditures in 2004.

Domestic travel spending on lodging increased 7.0 percent over 2003. Hotel room demand (hotel room-nights sold) grew 5.4 percent, according to Smith Travel Research.

Table 2: Travel Expenditures in the U.S. 2003-2004

<u>Industry Sector</u>	<u>2004 Travel Spending in The U.S. (\$ Billions)</u>	<u>2003 Travel Spending in The U.S. (\$ Billions)</u>	<u>2004 Percent Change Over 2003 (%)</u>
Public Transportation	\$100.8	\$96.1	4.9%
Auto Transportation	92.6	82.4	12.4%
Lodging	93.9	87.8	7.0%
Foodservice	130.6	123.6	5.6%
Entertainment	63.5	59.9	6.0%
General Retail	43.0	41.0	4.8%
Domestic Total	\$524.4	\$490.9	6.8%
International Total*	\$74.8	\$64.5	15.9%
Total	\$599.2	\$555.4	7.9%

Source: TIA

* Total international traveler spending does not include international passenger fare payments, international traveler spending in the U.S. territories, and Canadian traveler spending not allocated to states.

Travel Employment in 2004

Nearly 1.5 million jobs were added to the non-farm sector of the strengthening U.S. economy in 2004, a 1.1 percent up from 2003, according to the U.S. Bureau of Labor Statistics (BLS). This reduced the national unemployment rate fell to 5.5 percent from 6.0 percent in 2003. Employment generated by domestic and international traveler spending in the U.S. increased 1.0 percent during 2004.

Examining just employment related to domestic travel expenditures, the greatest gain occurred in the entertainment/recreation sector, with employment up 1.1 percent. Employment related to auto transportation and lodging increased 0.8 percent each in 2004. Employment generated by domestic travel in the travel planning sector (i.e., the travel agent and travel arrangement industry), however, declined 4.1 percent in 2004, the most severe decline among all travel industry sectors. Employment in the public transportation sector (composed primarily of the airline industry) continued to decline as well, down 2.3 percent from 2003.

Table 3: Travel-Generated Employment in the U.S., 2003-2004

<u>Industry Sector</u>	<u>2004 Travel-Generated Employment (Thousands)</u>	<u>2003 Travel-Generated Employment (Thousands)</u>	<u>2004 Percent Change Over 2003 (%)</u>
Public Transportation	946.8	969.4	-2.3%
Auto Transportation	257.4	255.4	0.8%
Lodging	1,211.4	1,202.2	0.8%
Foodservice	2,446.4	2,434.4	0.5%
Entertainment	1,081.9	1,069.8	1.1%
General Retail	332.7	335.9	-1.0%
Travel Planning	170.8	178.1	-4.1%
Domestic Travelers	6,447.4	6,445.3	0.0%
International Travelers*	884.3	814.8	8.5%
Total	7,331.7	7,260.1	1.0%

Sources: TIA, BLS

* Excludes jobs generated by international passenger fare payments, international traveler spending in the U.S. territories, and Canadian traveler spending not allocated to states.

Table 4: Overall U.S. Economic Developments, 2002-2004

<u>Sector</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Nominal gross domestic product (\$ billions)	\$10,469.6	\$10,971.2	\$11,734.3
Real gross domestic product (\$ billions)*	\$10,048.8	\$10,320.6	\$10,755.7
Total retail sales (\$ billions)	\$3,141.5	\$3,275.4	\$3,521.7
Real disposable personal income (\$ billions)*	\$7,562.2	\$7,741.8	\$8,004.3
Real personal consumption expenditures (\$ billions)*	\$7,099.3	\$7,306.6	\$7,588.6
Consumer price index**	179.9	184.0	188.9
Travel Price Index**	196.3	201.1	210.2
Non-farm payroll employment (millions)	130.3	130.0	131.5
Unemployment rate (%)	5.8	6.0	5.5

Percentage change from previous year

Nominal gross domestic product	3.4%	4.8%	7.0%
Real gross domestic product	1.6%	2.7%	4.2%
Total retail sales	2.3%	4.3%	7.5%
Real disposable personal income	3.1%	2.4%	3.7%
Real personal consumption expenditures	2.7%	2.9%	3.9%
Consumer price index	1.6%	2.3%	2.7%
Travel Price Index	-0.3%	2.4%	4.5%
Non-farm payroll employment	-1.1%	-0.3%	1.1%

Sources: U.S. Dept. of Commerce, U.S. Dept. of Labor, U.S. Census Bureau, TIA

* Chained 2000 dollars

** Base period: 1982-84=100

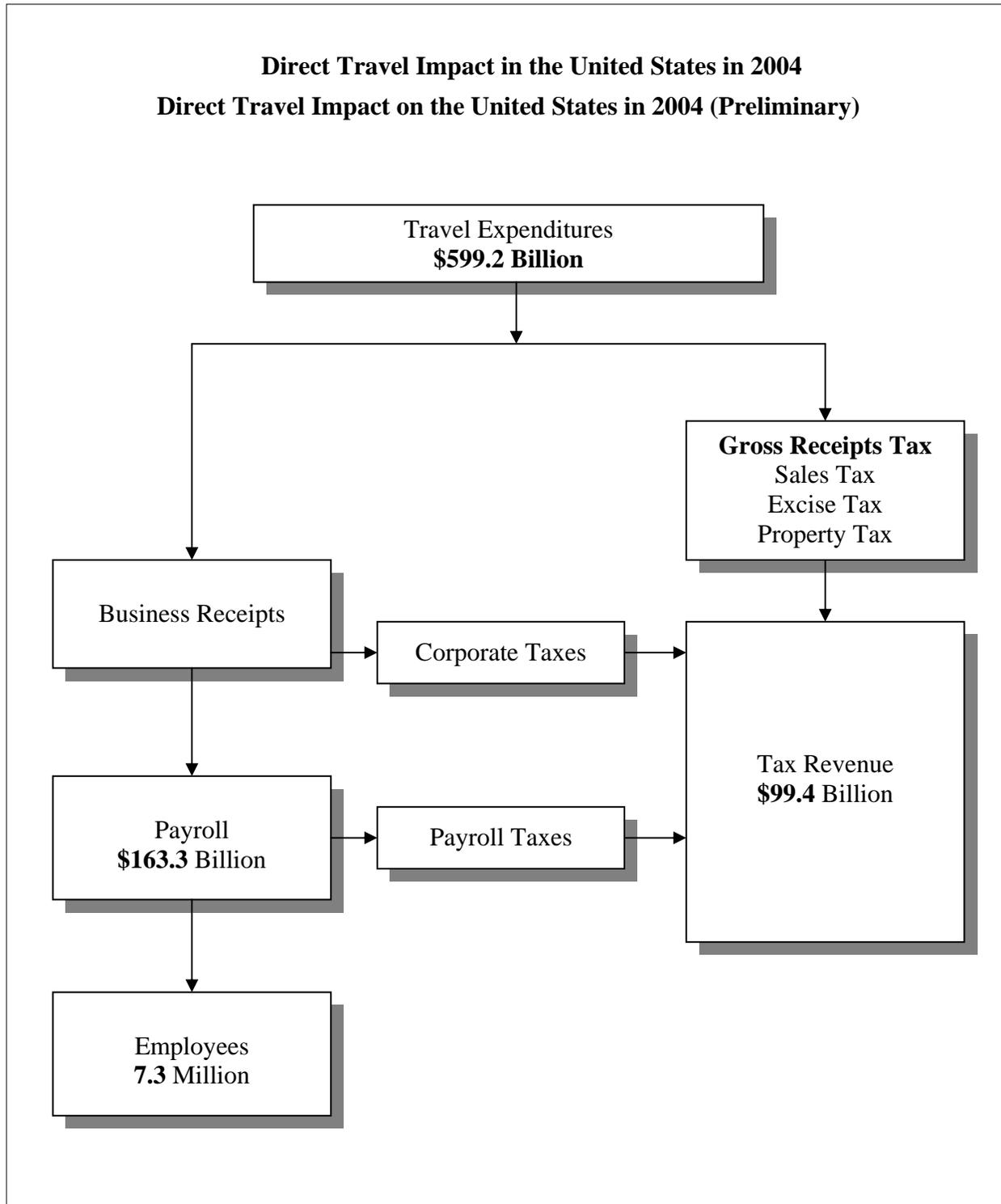
Table 5: U.S. Travel Trends, 2000-2004p

<u>Category</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004p</u>
Total U.S. resident person-trips (millions)	1,100.8	1,123.1	1,127.0	1,140.0	1,163.9
Total international visitors (millions)	51.2	46.9	43.6	41.2	46.1
U.S. travel expenditures (\$ billions)	\$498.4	\$479.0	\$473.6	\$490.9	\$524.4
International travel expenditures in the U.S. * (\$ billions)	\$82.4	\$71.9	\$66.7	\$64.5	\$74.8
Travel price index	194.8	196.9	196.3	201.1	210.2
Travel-generated employment** (thousands)	7,701	7,596	7,366	7,260	7,332
Percentage change from previous year					
Total U.S. resident person-trips	1.0%	2.0%	0.4%	1.2%	2.1%
Total international visitors	5.6%	-8.4%	-7.1%	-5.4%	11.8%
U.S. travel expenditures	6.7%	-3.9%	-1.1%	3.7%	6.8%
International travel expenditures in the U.S. *	10.2%	-12.8%	-7.2%	-3.3%	15.9%
Travel price index	6.1%	1.1%	-0.3%	2.4%	4.5%
Travel-generated employment**	2.9%	-1.4%	-3.0%	-1.4%	1.0%

Sources: TIA, Office of Travel and Tourism Industries (OTTI)/International Trade Administration, BLS, BEA

Note: * Total international traveler spending does not include international passenger fare payments, international traveler spending in the U.S. territories, and Canadian traveler spending not allocated to states.

** Includes employment generated by both domestic and international traveler expenditures



Source: TIA

Note: International visitor spending excludes international transportation payments on U.S. air carriers made outside of the U.S.

TRAVEL IMPACT ON LOUISIANA - 2004

Travel Expenditures

Domestic and international travelers in Louisiana spent nearly \$10 billion on transportation, lodging, food, entertainment and recreation and incidentals during 2004, up 5.8 percent from 2003.

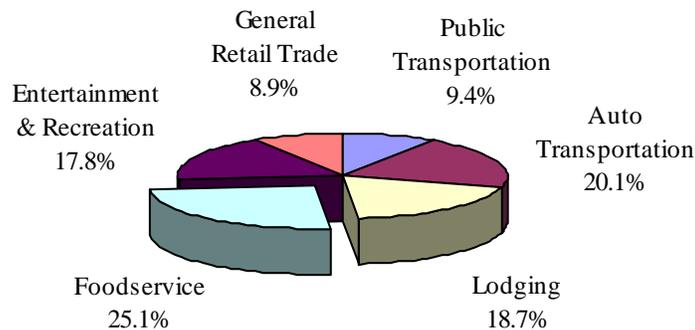
Total domestic traveler expenditures increased 5.3 percent from 2003 to \$9.5 billion.

Domestic traveler spending on foodservice was the largest expenditure category, totaling nearly \$2.4 billion, 25.1 percent of the state total. This represented an increase of 5.1 percent from 2003.

The auto transportation sector brought in \$1.9 billion during 2004, a 9.0 percent increase from 2003. This represents 20.1 percent of the state domestic total and reflects the rapid increase in gasoline prices.

Domestic traveler spending on lodging increased 6.1 percent from 2003, to nearly \$1.8 billion.

**Domestic Travel Expenditures in Louisiana
by Industry Sector, 2004**



1. Foodservice sector includes restaurants, grocery stores and other eating and drinking establishments.
 2. Lodging sector consists of hotels and motels, campgrounds, and ownership or rental of vacation or second homes.
 3. Public transportation sector comprises air, intercity bus, rail, boat or ship, and taxicab or limousine service.
 4. Auto transportation sector includes privately-owned vehicles that are used for trips (e.g., automobiles, trucks, campers or other recreational vehicles), gasoline stations, and automotive rental.
 5. General retail trade sector includes gifts, clothes, souvenirs, and other incidental retail purchases.
 6. Entertainment and recreation sector includes such items as golf, skiing and gaming.
-

Table 6: Travel Expenditures in Louisiana by Industry Sector, 2003-2004

<i>2004 Expenditures</i>	Total (\$ millions)	% of Domestic Total
Public Transportation	\$900.9	9.4%
Auto Transportation	1,916.0	20.1%
Lodging	1,781.0	18.7%
Foodservice	2,394.9	25.1%
Entertainment & Recreation	1,696.6	17.8%
General Retail Trade	849.9	8.9%
Domestic	9,539.4	100.0%
International	425.4	
Total*	\$9,964.8	
<i>2003 Expenditures</i>		
Public Transportation	\$872.7	9.6%
Auto Transportation	1,757.1	19.4%
Lodging	1,677.8	18.5%
Foodservice	2,277.7	25.2%
Entertainment & Recreation	1,639.9	18.1%
General Retail Trade	829.6	9.2%
Domestic	9,055.0	100.0%
International	363.6	
Total*	\$9,418.6	
<i>Percentage change 2004 over 2003</i>		
Public Transportation	3.2%	
Auto Transportation	9.0%	
Lodging	6.1%	
Foodservice	5.1%	
Entertainment & Recreation	3.5%	
General Retail Trade	2.4%	
Domestic	5.3%	
International	17.0%	
Total*	5.8%	

Source: TIA

Note: * Total domestic expenditures and percent change from previous year may not match those in parish tables due to rounding.

TRAVEL IMPACT ON LOUISIANA – 2004

Travel-Generated Payroll

Travel-generated payroll is the wage and salary income paid to employees directly serving travelers within the industry sectors from which these travelers purchase goods and services. One dollar of travel spending generates different amounts of payroll income within the various travel industry sectors depending on the labor content and the wage structure of each sector.

Payroll (wages and salaries) paid by Louisiana travel-related firms and directly attributable to domestic and international traveler spending totaled \$2 billion in 2004, up 2.6 percent from 2003.

On average, every dollar spent by domestic and international travelers produced nearly 21 cents in wage and salary income for Louisiana residents during 2004.

Although the foodservice industry posted the largest payroll generated by domestic traveler spending at \$556.6 million, it only increased 0.3 percent from 2003.

Payroll generated by domestic travelers in the entertainment & recreation sector ranked second with \$526.6 million, up 3.6 percent from 2003.

The lodging sector followed entertainment & recreation with \$380.9 million, up 4.5 percent from 2003, the largest increase among seven industries investigated.

**Domestic Travel-Generated Payroll in Louisiana
by Industry Sector, 2004**

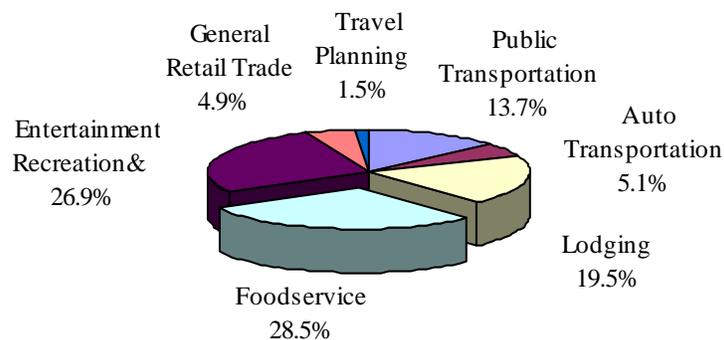


Table 7: Travel-Generated Payroll in Louisiana by Industry Sector, 2003-2004

<i>2004 Payroll</i>	<u>Total (\$ millions)</u>	<u>% of Domestic Total</u>
Public Transportation	\$267.5	13.7%
Auto Transportation	100.1	5.1%
Lodging	380.9	19.5%
Foodservice	556.6	28.5%
Entertainment & Recreation	526.6	26.9%
General Retail Trade	95.0	4.9%
<u>Travel Planning*</u>	<u>29.7</u>	<u>1.5%</u>
Domestic	1,956.4	100.0%
International	93.3	
Total**	\$2,049.7	
<i>2003 Payroll</i>		
Public Transportation	\$264.4	13.8%
Auto Transportation	98.5	5.1%
Lodging	364.5	19.0%
Foodservice	554.9	29.0%
Entertainment & Recreation	508.6	26.6%
General Retail Trade	94.5	4.9%
<u>Travel Planning*</u>	<u>29.7</u>	<u>1.5%</u>
Domestic	1,915.0	100.0%
International	82.3	
Total **	\$1,997.3	
<i>Percentage change 2004 over 2003</i>		
Public Transportation	1.2%	
Auto Transportation	1.6%	
Lodging	4.5%	
Foodservice	0.3%	
Entertainment & Recreation	3.6%	
General Retail Trade	0.5%	
<u>Travel Planning*</u>	<u>0.0%</u>	
Domestic	2.2%	
International	13.5%	
Total**	2.6%	

Source: TIA

Notes: *Refers to payroll income that goes to travel agents, tour operators, and other travel service employees who arrange passenger transportation, lodging, tours and other related services; ** Total domestic payroll and percent change from previous year may not match those in parish tables due to rounding.

TRAVEL IMPACT ON LOUISIANA - 2004

Travel-Generated Employment

Travel and tourism have been important to the Louisiana economy due to the large number of businesses and jobs supported. These jobs include a large number of executive and managerial positions, as well as service-oriented occupations.

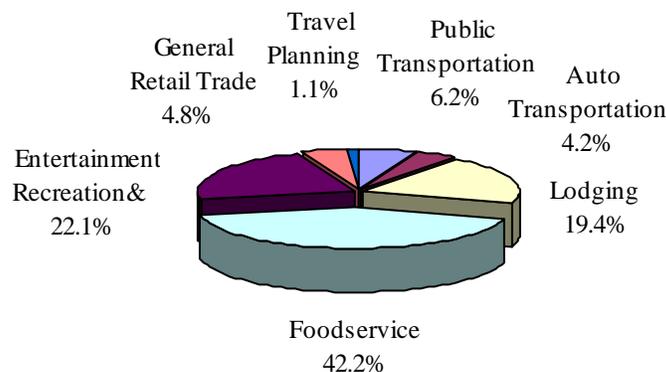
During 2004, domestic and international traveler spending in Louisiana generated 121.2 thousand jobs, up 1.1 percent against 2003. On average, every \$82,204 spent by domestic and international travelers in Louisiana directly supported one job in 2004.

It is important to note that these 121.2 thousand travel-related jobs composed 6.3 percent of total non-agricultural employment in Louisiana during 2004. Without these jobs generated by domestic and international travel, Louisiana's 2004 unemployment rate of 5.7 percent would have been 5.9 percentage points higher than it was, or 11.6 percent of the labor force.

The foodservice sector, including restaurants and other eating and drinking places, provided more jobs generated by domestic traveler spending than any other industry sector, accounting for 49 thousand jobs, 42.2 percent of the state domestic total. The labor-intensiveness of these businesses and the large proportion of travel expenditures spent on food service contribute to the importance of this sector.

The entertainment & recreation sector ranked second with 25.6 thousand jobs generated by domestic traveler spending in 2004.

Domestic Travel-Generated Employment in Louisiana by Industry Sector, 2004



Travel-Generated Employment

Table 8: Travel-Generated Employment in Louisiana by Industry Sector, 2003-2004

<i>2004 Employment</i>	<u>Total (thousands)</u>	<u>% of Domestic Total</u>
Public Transportation	7.2	6.2%
Auto Transportation	4.8	4.2%
Lodging	22.5	19.4%
Foodservice	49.0	42.2%
Entertainment & Recreation	25.6	22.1%
General Retail Trade	5.6	4.8%
Travel Planning*	1.2	1.1%
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Domestic	116.1	100.0%
International	5.2	
Total**	121.2	

2003 Employment

Public Transportation	7.3	6.4%
Auto Transportation	4.9	4.2%
Lodging	22.3	19.3%
Foodservice	48.7	42.2%
Entertainment & Recreation	25.3	22.0%
General Retail Trade	5.6	4.8%
Travel Planning*	1.2	1.1%
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Domestic	115.3	100.0%
International	4.6	
Total**	119.9	

**Percentage change
2004 over 2003**

Public Transportation	-1.5%
Auto Transportation	-1.2%
Lodging	1.2%
Foodservice	0.7%
Entertainment & Recreation	1.2%
General Retail Trade	0.5%
Travel Planning*	0.0%
<hr/>	<hr/>
Domestic	0.7%
International	11.8%
Total**	1.1%

Source: TIA

Notes: * Refers to jobs created in travel arrangement firms such as travel agencies, wholesale and retail tour companies, and other travel-related service businesses; ** Total domestic employment and percent change from previous year may not match those in parish tables due to rounding.

TRAVEL IMPACT ON LOUISIANA - 2004

Travel-Generated Tax Revenue

Travel tax receipts are the federal, state and local tax revenues attributable to travel spending in Louisiana. Travel-generated tax revenue is a significant economic benefit, as governments use these funds to support the travel infrastructure and help support a variety of public programs.

Domestic and international traveler spending in Louisiana generated nearly \$1.3 billion tax revenue for federal, state and local governments during 2004, up 4.0 percent from 2003. Each dollar spent by domestic and international travelers in Louisiana produced 13 cents for federal, state and local tax coffers.

Domestic traveler spending in Louisiana generated \$576.3 million in tax revenue for the federal government, up 2.4 percent from 2003.

Domestic traveler spending in Louisiana also generated \$408.9 tax revenue for the state treasury through state sales and excise taxes, and taxes on personal and corporate income, up 4.4 percent from 2003.

Local governments in Louisiana directly benefited from travel as well. During 2004, domestic traveler spending generated \$226.0 million in sales and property tax revenue for localities, up 4.6 percent from 2003.

Domestic Travel-Generated Tax Revenue in Louisiana by Level of Government, 2004

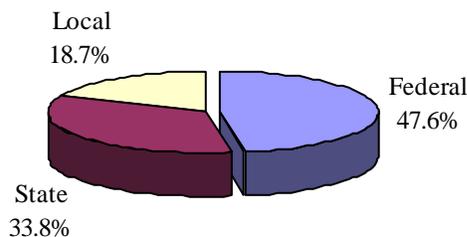


Table 9: Travel-Generated Tax Revenue in Louisiana by Level of Government, 2003-2004

<i>2004 Tax Revenue</i>	<u>Total (\$ millions)</u>	<u>% of Domestic Total</u>
Federal	\$576.3	47.6%
State	408.9	33.8%
<u>Local</u>	<u>226.0</u>	<u>18.7%</u>
Domestic	1,211.3	100.0%
International	56.9	
Total	\$1,268.2	
<i>2003 Tax Revenue</i>		
Federal	\$562.6	48.1%
State	391.8	33.5%
<u>Local</u>	<u>216.1</u>	<u>18.5%</u>
Domestic	1,170.5	100.0%
International	49.5	
Total	\$1,219.9	
<i>Percentage change 2004 over 2003</i>		
Federal	2.4%	
State	4.4%	
<u>Local</u>	<u>4.6%</u>	
Domestic	3.5%	
International	14.9%	
Total	4.0%	

Source: TIA

2004 DOMESTIC TRAVEL IMPACT ON LOUISIANA PARISHES

During 2004, domestic travelers spent more than \$9.5 billion while traveling in Louisiana, up 5.3 percent from 2003. These expenditures directly generated nearly \$2 billion in wages and salaries, 116.1 thousand jobs and \$635 million in tax revenue for the state treasury and local governments.

Travel expenditures occurred throughout all the sixty-four parishes in Louisiana. The top five parishes in Louisiana received more than \$6.8 billion in direct domestic travel expenditures, 71.7 percent of the state total. Spending by domestic travelers in the top five parishes generated over \$1.5 billion in payroll income (77.2 percent) and 90.4 thousand jobs (77.9 percent) in 2004. Additionally, domestic traveler expenditures in these top five parishes generated \$437 million in tax revenue for the state treasury and the local governments during 2004, 68.8 percent of the state total.

Domestic Travel Impact on Top 5 Parishes

Orleans Parish, which includes the city of New Orleans, led all parishes in travel expenditures, payroll income and jobs directly generated by domestic visitor spending in 2004. U.S. resident traveler expenditures in Orleans Parish reached nearly \$4.4 billion, accounting for 45.9 percent of the state total. These expenditures generated more than \$1 billion in payroll income and over 63.5 thousand jobs for parish residents.

Jefferson Parish, located adjacent to New Orleans, ranked second with \$945 million in domestic travel spending in 2004, representing 9.9 percent of the state total. The payroll income and jobs directly attributable to domestic traveler spending reached \$181 million and almost 10 thousand jobs.

East Baton Rouge Parish posted almost \$640 million in domestic expenditures to rank third. These expenditures generated nearly \$116 million in payroll as well as nearly 6.2 thousand jobs for parish residents.

Caddo Parish received nearly \$509 million from domestic travelers, 5.3 percent of the state total. These travel expenditures benefited parish residents with more than \$104 million in wages and salaries and nearly 5.2 thousand jobs.

Bossier Parish ranked fifth with more than \$367 million from domestic visitors. This spending generated \$103 million in payroll and more than 5.6 thousand jobs.

Top Five Parishes

Table 10: Domestic Travel Impact in Louisiana - Top 5 Parishes, 2003-2004

2004 Travel Impact

Parish	Expenditures (\$ millions)	Payroll (\$ millions)	Employment (thousands)	State & Local Tax Revenue (\$ millions)
Orleans	\$4,376.5	\$1,005.2	\$63.5	\$275.5
Jefferson	945.0	180.7	10.0	58.5
East Baton Rouge	639.9	116.2	6.2	41.0
Caddo	508.6	104.2	5.2	34.6
Bossier	<u>367.0</u>	<u>103.1</u>	<u>5.6</u>	<u>27.5</u>
Five Parish Total	\$6,837.1	\$1,509.4	\$90.4	\$437.1
State Total	\$9,539.4	\$1,956.4	\$116.1	\$635.0
Share Of Top 5 Parishes	71.7%	77.2%	77.9%	68.8%

2003 Travel Impact

Orleans	\$4,118.3	\$975.8	\$62.6	\$261.4
Jefferson	915.0	180.5	10.1	57.2
East Baton Rouge	617.2	115.6	6.2	39.9
Caddo	492.2	104.0	5.2	33.8
Bossier	<u>342.3</u>	<u>99.2</u>	<u>5.5</u>	<u>25.9</u>
Five Parish Total	\$6,485.0	\$1,475.2	\$89.7	\$418.2
State Total	\$9,055.0	\$1,915.0	\$115.3	\$607.9
Share Of Top 5 Parishes	71.6%	77.0%	77.8%	68.8%

**Percentage Change
2004 over 2003**

Orleans	6.3%	3.0%	1.4%	5.4%
Jefferson	3.3%	0.1%	-1.5%	2.4%
East Baton Rouge	3.7%	0.5%	-1.1%	2.8%
Caddo	3.3%	0.2%	-1.4%	2.4%
Bossier	<u>7.2%</u>	<u>3.9%</u>	<u>2.3%</u>	<u>6.3%</u>
Five Parish Total	5.4%	2.3%	0.8%	4.5%
State Total	5.3%	2.2%	0.7%	4.5%

Source: TIA

PARISH TABLES

The following tables list the results of the Parish Economic Impact Component of the TIA's Travel Economic Impact Model for Louisiana in 2004 and estimates for 2003. The estimates presented are for direct domestic travel expenditures and related economic impact.

Table A shows the parishes listed alphabetically, with 2004 travel expenditures, travel-generated payroll and employment, and state tax revenue and the local tax revenue for each.

Table B ranks the parishes in order of 2004 travel expenditures from highest to lowest.

Table C shows the percent distribution for each impact measure in 2004.

Table D shows the percent change in 2004 over 2003 estimates for each of the measures of economic impact.

Table E shows the parishes listed alphabetically, with 2003 travel expenditures, travel-generated payroll and employment, and state tax revenue and local tax revenue shown for each.

Table A: Alphabetical by Parish, 2004

2004 Domestic Travel Impact on Louisiana					
Table A: Alphabetical by Parish, 2004					
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	\$32.21	\$3.13	0.19	\$1.89	\$0.60
ALLEN	164.65	44.62	2.36	4.95	3.32
ASCENSION	72.63	8.53	0.56	4.09	1.17
ASSUMPTION	10.51	1.13	0.07	0.58	0.24
AVOUELLES	98.36	22.68	1.25	2.48	1.56
BEAUREGARD	14.25	1.89	0.10	0.77	1.07
BIENVILLE	9.00	1.13	0.07	0.48	0.67
BOSSIER	367.01	103.11	5.61	16.87	10.65
CADDO	508.60	104.21	5.18	23.92	10.66
CALCASIEU	304.10	74.14	3.94	13.99	8.10
CALDWELL	7.23	0.95	0.06	0.35	0.47
CAMERON	4.38	0.63	0.05	0.20	0.27
CATAHOULA	4.42	0.72	0.05	0.19	0.28
CLAIBORNE	8.42	1.27	0.08	0.39	0.44
CONCORDIA	11.51	1.38	0.09	0.60	0.53
DE SOTO	13.52	1.58	0.10	0.78	0.46
EAST BATON ROUGE	639.94	116.18	6.15	29.52	11.51
EAST CARROLL	8.89	0.95	0.07	0.55	0.20
EAST FELICIANA	3.44	0.56	0.04	0.15	0.22
EVANGELINE	14.94	2.22	0.14	0.76	0.56
FRANKLIN	7.33	1.09	0.08	0.30	0.24
GRANT	3.24	0.52	0.04	0.14	0.28
IBERIA	41.10	6.10	0.38	2.07	0.72
IBERVILLE	20.28	2.98	0.17	1.08	0.84
JACKSON	7.88	1.05	0.07	0.31	0.20
JEFFERSON	944.99	180.72	9.96	39.44	19.09
JEFFERSON DAVIS	17.57	2.18	0.15	0.97	0.41

Table A: Alphabetical by Parish, 2004

2004 Domestic Travel Impact on Louisiana**Table A: Alphabetical by Parish, 2004 (Continued)**

<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
LAFAYETTE	335.16	55.56	3.06	16.45	6.12
LAFOURCHE	65.45	7.93	0.49	3.65	1.09
LASALLE	4.19	0.65	0.05	0.17	0.21
LINCOLN	23.10	3.79	0.26	1.15	0.56
LIVINGSTON	34.53	3.20	0.18	1.97	1.21
MADISON	39.70	3.13	0.17	2.77	0.59
MOREHOUSE	13.99	2.18	0.14	0.71	0.38
NATCHITOCHE	32.70	5.01	0.34	1.67	1.16
ORLEANS	4,376.55	1,005.20	63.51	167.69	107.80
OUACHITA	182.92	33.41	1.74	7.95	3.48
PLAQUEMINES	22.32	3.67	0.20	1.12	1.64
POINTE COUPEE	9.75	1.25	0.08	0.48	0.24
RAPIDES	117.32	17.76	1.02	5.82	2.27
RED RIVER	5.05	0.64	0.04	0.28	0.17
RICHLAND	16.99	1.99	0.13	1.01	0.33
SABINE	18.75	2.44	0.14	0.89	1.93
SAINT BERNARD	41.95	5.35	0.32	2.26	0.61
SAINT CHARLES	34.90	4.62	0.29	1.76	0.50
SAINT HELENA	2.33	0.45	0.03	0.09	0.15
SAINT JAMES	10.14	1.32	0.10	0.48	0.16
SAINT JOHN THE BAPTIST	28.73	4.65	0.31	1.39	0.60
SAINT LANDRY	82.95	9.51	0.62	4.78	2.34
SAINT MARTIN	23.54	2.85	0.15	1.24	1.32
SAINT MARY	91.93	20.37	1.15	2.79	1.53
SAINT TAMMANY	162.76	22.98	1.37	8.89	4.47
TANGIPAOHA	124.81	12.35	0.74	7.19	2.12
TENSAS	3.58	0.73	0.04	0.15	0.40

Table A: Alphabetical by Parish, 2004

2004 Domestic Travel Impact on Louisiana					
Table A: Alphabetical by Parish, 2004 (Continued)					
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
TERREBONNE	95.95	13.24	0.83	5.25	1.68
UNION	11.07	1.23	0.08	0.62	0.75
VERMILION	37.46	3.84	0.22	2.19	0.96
VERNON	17.60	2.37	0.15	0.92	0.74
WASHINGTON	20.46	2.30	0.14	1.13	0.58
WEBSTER	40.19	4.68	0.26	2.38	1.25
WEST BATON ROUGE	43.38	5.67	0.36	2.54	0.82
WEST CARROLL	3.56	0.56	0.04	0.15	0.14
WEST FELICIANA	17.17	2.78	0.19	0.92	0.68
WINN	6.03	1.16	0.09	0.26	0.27
STATE TOTALS	\$9,539.35	\$1,956.38	116.1	\$408.94	\$226.05

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Table B: Ranking Of Parishes By Expenditure Levels, 2004

2004 Domestic Travel Impact on Louisiana					
Table B: Ranking of Parishes by Expenditure Levels, 2004					
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ORLEANS	\$4,376.55	\$1,005.20	63.51	\$167.69	\$107.80
JEFFERSON	944.99	180.72	9.96	39.44	19.09
EAST BATON ROUGE	639.94	116.18	6.15	29.52	11.51
CADDO	508.60	104.21	5.18	23.92	10.66
BOSSIER	367.01	103.11	5.61	16.87	10.65
LAFAYETTE	335.16	55.56	3.06	16.45	6.12
CALCASIEU	304.10	74.14	3.94	13.99	8.10
OUACHITA	182.92	33.41	1.74	7.95	3.48
ALLEN	164.65	44.62	2.36	4.95	3.32
SAINT TAMMANY	162.76	22.98	1.37	8.89	4.47
TANGIPAHOA	124.81	12.35	0.74	7.19	2.12
RAPIDES	117.32	17.76	1.02	5.82	2.27
AVOUELLES	98.36	22.68	1.25	2.48	1.56
TERREBONNE	95.95	13.24	0.83	5.25	1.68
SAINT MARY	91.93	20.37	1.15	2.79	1.53
SAINT LANDRY	82.95	9.51	0.62	4.78	2.34
ASCENSION	72.63	8.53	0.56	4.09	1.17
LAFOURCHE	65.45	7.93	0.49	3.65	1.09
WEST BATON ROUGE	43.38	5.67	0.36	2.54	0.82
SAINT BERNARD	41.95	5.35	0.32	2.26	0.61
IBERIA	41.10	6.10	0.38	2.07	0.72
WEBSTER	40.19	4.68	0.26	2.38	1.25
MADISON	39.70	3.13	0.17	2.77	0.59
VERMILION	37.46	3.84	0.22	2.19	0.96
SAINT CHARLES	34.90	4.62	0.29	1.76	0.50
LIVINGSTON	34.53	3.20	0.18	1.97	1.21
NATCHITOCHE	32.70	5.01	0.34	1.67	1.16

Table B: Ranking Of Parishes By Expenditure Levels, 2004

2004 Domestic Travel Impact on Louisiana**Table B: Ranking of Parishes by Expenditure Levels, 2004 (Continued)**

<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	32.21	3.13	0.19	1.89	0.60
SAINT JOHN THE BAPTIST	28.73	4.65	0.31	1.39	0.60
SAINT MARTIN	23.54	2.85	0.15	1.24	1.32
LINCOLN	23.10	3.79	0.26	1.15	0.56
PLAQUEMINES	22.32	3.67	0.20	1.12	1.64
WASHINGTON	20.46	2.30	0.14	1.13	0.58
IBERVILLE	20.28	2.98	0.17	1.08	0.84
SABINE	18.75	2.44	0.14	0.89	1.93
VERNON	17.60	2.37	0.15	0.92	0.74
JEFFERSON DAVIS	17.57	2.18	0.15	0.97	0.41
WEST FELICIANA	17.17	2.78	0.19	0.92	0.68
RICHLAND	16.99	1.99	0.13	1.01	0.33
EVANGELINE	14.94	2.22	0.14	0.76	0.56
BEAUREGARD	14.25	1.89	0.10	0.77	1.07
MOREHOUSE	13.99	2.18	0.14	0.71	0.38
DE SOTO	13.52	1.58	0.10	0.78	0.46
CONCORDIA	11.51	1.38	0.09	0.60	0.53
UNION	11.07	1.23	0.08	0.62	0.75
ASSUMPTION	10.51	1.13	0.07	0.58	0.24
SAINT JAMES	10.14	1.32	0.10	0.48	0.16
POINTE COUPEE	9.75	1.25	0.08	0.48	0.24
BIENVILLE	9.00	1.13	0.07	0.48	0.67
EAST CARROLL	8.89	0.95	0.07	0.55	0.20
CLAIBORNE	8.42	1.27	0.08	0.39	0.44
JACKSON	7.88	1.05	0.07	0.31	0.20
FRANKLIN	7.33	1.09	0.08	0.30	0.24
CALDWELL	7.23	0.95	0.06	0.35	0.47

Table B: Ranking Of Parishes By Expenditure Levels, 2004

2004 Domestic Travel Impact on Louisiana						
Table B: Ranking of Parishes by Expenditure Levels, 2004 (Continued)						
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>	
WINN	6.03	1.16	0.09	0.26	0.27	
RED RIVER	5.05	0.64	0.04	0.28	0.17	
CATAHOULA	4.42	0.72	0.05	0.19	0.28	
CAMERON	4.38	0.63	0.05	0.20	0.27	
LASALLE	4.19	0.65	0.05	0.17	0.21	
TENSAS	3.58	0.73	0.04	0.15	0.40	
WEST CARROLL	3.56	0.56	0.04	0.15	0.14	
EAST FELICIANA	3.44	0.56	0.04	0.15	0.22	
GRANT	3.24	0.52	0.04	0.14	0.28	
SAINT HELENA	2.33	0.45	0.03	0.09	0.15	
STATE TOTALS	\$9,539.35	\$1,956.38	116.05	\$408.94	\$226.05	

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Table C: Percent Distribution By Parish, 2004

2004 Domestic Travel Impact on Louisiana					
Table C: Percent Distribution by Parish, 2004					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
ACADIA	0.34%	0.16%	0.16%	0.46%	0.26%
ALLEN	1.73%	2.28%	2.04%	1.21%	1.47%
ASCENSION	0.76%	0.44%	0.48%	1.00%	0.52%
ASSUMPTION	0.11%	0.06%	0.06%	0.14%	0.11%
AVOUELLES	1.03%	1.16%	1.07%	0.61%	0.69%
BEAUREGARD	0.15%	0.10%	0.09%	0.19%	0.48%
BIENVILLE	0.09%	0.06%	0.06%	0.12%	0.29%
BOSSIER	3.85%	5.27%	4.84%	4.12%	4.71%
CADDO	5.33%	5.33%	4.46%	5.85%	4.71%
CALCASIEU	3.19%	3.79%	3.39%	3.42%	3.58%
CALDWELL	0.08%	0.05%	0.05%	0.09%	0.21%
CAMERON	0.05%	0.03%	0.04%	0.05%	0.12%
CATAHOULA	0.05%	0.04%	0.05%	0.05%	0.12%
CLAIBORNE	0.09%	0.07%	0.07%	0.10%	0.20%
CONCORDIA	0.12%	0.07%	0.08%	0.15%	0.24%
DE SOTO	0.14%	0.08%	0.08%	0.19%	0.20%
EAST BATON ROUGE	6.71%	5.94%	5.30%	7.22%	5.09%
EAST CARROLL	0.09%	0.05%	0.06%	0.13%	0.09%
EAST FELICIANA	0.04%	0.03%	0.04%	0.04%	0.10%
EVANGELINE	0.16%	0.11%	0.12%	0.19%	0.25%
FRANKLIN	0.08%	0.06%	0.07%	0.07%	0.10%
GRANT	0.03%	0.03%	0.03%	0.03%	0.13%
IBERIA	0.43%	0.31%	0.33%	0.51%	0.32%
IBERVILLE	0.21%	0.15%	0.14%	0.26%	0.37%
JACKSON	0.08%	0.05%	0.06%	0.08%	0.09%
JEFFERSON	9.91%	9.24%	8.58%	9.64%	8.44%
JEFFERSON DAVIS	0.18%	0.11%	0.13%	0.24%	0.18%

Table C: Percent Distribution By Parish, 2004

2004 Domestic Travel Impact on Louisiana**Table C: Percent Distribution by Parish, 2004 (Continued)**

<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
LAFAYETTE	3.51%	2.84%	2.64%	4.02%	2.71%
LAFOURCHE	0.69%	0.41%	0.42%	0.89%	0.48%
LASALLE	0.04%	0.03%	0.04%	0.04%	0.09%
LINCOLN	0.24%	0.19%	0.23%	0.28%	0.25%
LIVINGSTON	0.36%	0.16%	0.16%	0.48%	0.53%
MADISON	0.42%	0.16%	0.15%	0.68%	0.26%
MOREHOUSE	0.15%	0.11%	0.12%	0.17%	0.17%
NATCHITOCHE	0.34%	0.26%	0.29%	0.41%	0.51%
ORLEANS	45.88%	51.38%	54.73%	41.01%	47.69%
OUACHITA	1.92%	1.71%	1.50%	1.94%	1.54%
PLAQUEMINES	0.23%	0.19%	0.17%	0.27%	0.73%
POINTE COUPEE	0.10%	0.06%	0.07%	0.12%	0.11%
RAPIDES	1.23%	0.91%	0.88%	1.42%	1.00%
RED RIVER	0.05%	0.03%	0.04%	0.07%	0.08%
RICHLAND	0.18%	0.10%	0.11%	0.25%	0.15%
SABINE	0.20%	0.12%	0.12%	0.22%	0.85%
SAINT BERNARD	0.44%	0.27%	0.28%	0.55%	0.27%
SAINT CHARLES	0.37%	0.24%	0.25%	0.43%	0.22%
SAINT HELENA	0.02%	0.02%	0.03%	0.02%	0.07%
SAINT JAMES	0.11%	0.07%	0.08%	0.12%	0.07%
SAINT JOHN THE BAPTIST	0.30%	0.24%	0.26%	0.34%	0.27%
SAINT LANDRY	0.87%	0.49%	0.53%	1.17%	1.04%
SAINT MARTIN	0.25%	0.15%	0.13%	0.30%	0.58%
SAINT MARY	0.96%	1.04%	0.99%	0.68%	0.68%
SAINT TAMMANY	1.71%	1.17%	1.18%	2.17%	1.98%
TANGIPAOHA	1.31%	0.63%	0.64%	1.76%	0.94%
TENSAS	0.04%	0.04%	0.04%	0.04%	0.17%

Table C: Percent Distribution By Parish, 2004

2004 Domestic Travel Impact on Louisiana					
Table C: Percent Distribution by Parish, 2004 (Continued)					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
TERREBONNE	1.01%	0.68%	0.72%	1.28%	0.74%
UNION	0.12%	0.06%	0.06%	0.15%	0.33%
VERMILION	0.39%	0.20%	0.19%	0.53%	0.43%
VERNON	0.18%	0.12%	0.13%	0.23%	0.33%
WASHINGTON	0.21%	0.12%	0.12%	0.28%	0.26%
WEBSTER	0.42%	0.24%	0.23%	0.58%	0.55%
WEST BATON ROUGE	0.45%	0.29%	0.31%	0.62%	0.36%
WEST CARROLL	0.04%	0.03%	0.04%	0.04%	0.06%
WEST FELICIANA	0.18%	0.14%	0.16%	0.22%	0.30%
WINN	0.06%	0.06%	0.07%	0.06%	0.12%
STATE TOTALS	100.00%	100.00%	100.00%	100.00%	100.00%

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Table D: Percent Change Over 2003

2004 Domestic Travel Impact on Louisiana					
Table D: Percent Change over 2003					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
ACADIA	9.24%	5.89%	4.21%	8.18%	8.53%
ALLEN	1.39%	-1.72%	-3.28%	0.40%	0.73%
ASCENSION	5.37%	2.14%	0.53%	4.35%	4.69%
ASSUMPTION	3.75%	0.57%	-1.02%	2.74%	3.07%
AVOUELLES	0.36%	-2.72%	-4.25%	-0.61%	-0.29%
BEAUREGARD	-7.20%	-10.05%	-11.47%	-8.10%	-7.80%
BIENVILLE	1.11%	-1.99%	-3.54%	0.13%	0.45%
BOSSIER	7.22%	3.93%	2.29%	6.18%	6.52%
CADDO	3.34%	0.17%	-1.41%	2.33%	2.66%
CALCASIEU	5.01%	1.79%	0.18%	3.99%	4.33%
CALDWELL	-2.31%	-5.30%	-6.80%	-3.25%	-2.94%
CAMERON	-0.85%	-3.89%	-5.41%	-1.81%	-1.49%
CATAHOULA	-1.94%	-4.94%	-6.45%	-2.89%	-2.58%
CLAIBORNE	2.96%	-0.20%	-1.77%	1.96%	2.29%
CONCORDIA	0.71%	-2.38%	-3.93%	-0.27%	0.05%
DE SOTO	4.57%	1.36%	-0.24%	3.55%	3.89%
EAST BATON ROUGE	3.68%	0.50%	-1.09%	2.68%	3.01%
EAST CARROLL	3.83%	0.64%	-0.95%	2.82%	3.15%
EAST FELICIANA	-1.25%	-4.27%	-5.79%	-2.20%	-1.89%
EVANGELINE	2.13%	-1.00%	-2.56%	1.14%	1.47%
FRANKLIN	1.77%	-1.35%	-2.91%	0.78%	1.11%
GRANT	0.00%	0.00%	0.00%	0.00%	0.00%
IBERIA	-1.71%	-4.73%	-6.23%	-2.67%	-2.35%
IBERVILLE	2.61%	-0.53%	-2.10%	1.62%	1.95%
JACKSON	1.39%	-1.71%	-3.27%	0.41%	0.73%
JEFFERSON	3.28%	0.11%	-1.47%	2.27%	2.60%
JEFFERSON DAVIS	-1.45%	-4.47%	-5.98%	-2.41%	-2.09%

Table D: Percent Change Over 2003

2004 Domestic Travel Impact on Louisiana					
Table D: Percent Change Over 2003 (Continued)					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
LAFAYETTE	4.84%	1.63%	0.02%	3.83%	4.16%
LAFOURCHE	5.01%	1.79%	0.18%	3.99%	4.32%
LASALLE	-3.01%	-5.99%	-7.47%	-3.96%	-3.65%
LINCOLN	6.66%	3.39%	1.76%	5.63%	5.97%
LIVINGSTON	1.68%	-1.44%	-3.00%	0.69%	1.02%
MADISON	5.51%	2.27%	0.65%	4.48%	4.82%
MOREHOUSE	1.91%	-1.21%	-2.77%	0.92%	1.25%
NATCHITOCHE	6.70%	3.42%	1.79%	5.66%	6.00%
ORLEANS	6.27%	3.01%	1.38%	5.24%	5.58%
OUACHITA	8.24%	4.92%	3.26%	7.19%	7.54%
PLAQUEMINES	3.94%	0.76%	-0.84%	2.93%	3.27%
POINTE COUPEE	3.32%	0.15%	-1.43%	2.32%	2.65%
RAPIDES	4.82%	1.60%	0.00%	3.80%	4.13%
RED RIVER	1.13%	-1.97%	-3.52%	0.15%	0.47%
RICHLAND	1.42%	-1.69%	-3.25%	0.43%	0.76%
SABINE	-0.95%	-3.98%	-5.50%	-1.91%	-1.59%
SAINT BERNARD	3.31%	0.14%	-1.44%	2.30%	2.63%
SAINT CHARLES	5.77%	2.53%	0.91%	4.74%	5.08%
SAINT HELENA	0.00%	0.00%	0.00%	0.00%	0.00%
SAINT JAMES	0.00%	0.00%	0.00%	0.00%	0.00%
SAINT JOHN THE BAPTIST	5.90%	2.65%	1.03%	4.87%	5.21%
SAINT LANDRY	58.51%	59.50%	72.10%	56.97%	57.48%
SAINT MARTIN	-2.19%	-5.19%	-6.69%	-3.14%	-2.83%
SAINT MARY	6.48%	3.22%	1.58%	5.45%	5.79%
SAINT TAMMANY	1.72%	-1.39%	-2.95%	0.74%	1.06%
TANGIPAHOA	6.06%	2.81%	1.19%	5.03%	5.37%
TENSAS	0.00%	0.00%	0.00%	0.00%	0.00%

Table D: Percent Change Over 2003

2004 Domestic Travel Impact on Louisiana					
Table D: Percent Change Over 2003 (Continued)					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
TERREBONNE	5.17%	1.95%	0.34%	4.15%	4.49%
UNION	1.19%	-1.92%	-3.47%	0.20%	0.53%
VERMILION	10.59%	7.20%	5.50%	9.51%	9.87%
VERNON	-0.88%	-3.92%	-5.44%	-1.85%	-1.53%
WASHINGTON	4.89%	1.67%	0.06%	3.87%	4.20%
WEBSTER	5.29%	2.06%	0.45%	4.27%	4.61%
WEST BATON ROUGE	1.27%	-1.84%	-3.39%	0.28%	0.61%
WEST CARROLL	0.00%	0.00%	0.00%	0.00%	0.00%
WEST FELICIANA	4.44%	1.23%	-0.37%	3.42%	3.76%
WINN	0.00%	0.00%	0.00%	0.00%	0.00%
STATE TOTALS	5.35%	2.16%	0.66%	4.36%	4.63%

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Table E: Alphabetical By Parish, 2003

2004 Domestic Travel Impact on Louisiana					
Table E: Alphabetical by Parish, 2003					
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	\$29.49	\$2.96	0.18	\$1.75	\$0.55
ALLEN	162.40	45.40	2.44	4.93	3.30
ASCENSION	68.93	8.35	0.55	3.92	1.12
ASSUMPTION	10.13	1.12	0.07	0.57	0.24
AVOUELLES	98.01	23.31	1.30	2.49	1.57
BEAUREGARD	15.36	2.10	0.12	0.84	1.17
BIENVILLE	8.90	1.16	0.07	0.48	0.66
BOSSIER	342.31	99.21	5.49	15.89	10.00
CADDO	492.18	104.04	5.25	23.38	10.38
CALCASIEU	289.59	72.83	3.93	13.46	7.76
CALDWELL	7.40	1.00	0.06	0.36	0.48
CAMERON	4.42	0.65	0.05	0.20	0.27
CATAHOULA	4.51	0.75	0.06	0.19	0.29
CLAIBORNE	8.18	1.28	0.08	0.38	0.43
CONCORDIA	11.43	1.41	0.09	0.60	0.53
DE SOTO	12.93	1.55	0.10	0.75	0.45
EAST BATON ROUGE	617.21	115.60	6.22	28.75	11.17
EAST CARROLL	8.56	0.94	0.07	0.53	0.19
EAST FELICIANA	3.48	0.58	0.04	0.15	0.22
EVANGELINE	14.63	2.24	0.14	0.75	0.56
FRANKLIN	7.20	1.11	0.09	0.30	0.23
GRANT	3.24	0.52	0.04	0.14	0.28
IBERIA	41.82	6.40	0.41	2.12	0.74
IBERVILLE	19.77	2.99	0.17	1.07	0.82
JACKSON	7.77	1.07	0.08	0.31	0.20
JEFFERSON	915.01	180.52	10.11	38.56	18.60
JEFFERSON DAVIS	17.82	2.28	0.16	0.99	0.42

Table E: Alphabetical By Parish, 2003

2004 Domestic Travel Impact on Louisiana**Table E: Alphabetical by Parish, 2003 (Continued)**

<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
LAFAYETTE	319.68	54.67	3.06	15.84	5.88
LAFOURCHE	62.33	7.79	0.49	3.51	1.05
LASALLE	4.32	0.69	0.05	0.18	0.22
LINCOLN	21.66	3.67	0.26	1.09	0.53
LIVINGSTON	33.96	3.25	0.19	1.95	1.20
MADISON	37.62	3.06	0.17	2.65	0.57
MOREHOUSE	13.73	2.21	0.14	0.70	0.37
NATCHITOCHES	30.65	4.85	0.33	1.58	1.09
ORLEANS	4,118.33	975.81	62.65	159.34	102.10
OUACHITA	168.99	31.84	1.69	7.42	3.23
PLAQUEMINES	21.47	3.64	0.20	1.09	1.59
POINTE COUPEE	9.43	1.25	0.08	0.47	0.24
RAPIDES	111.93	17.48	1.02	5.61	2.18
RED RIVER	4.99	0.65	0.05	0.28	0.17
RICHLAND	16.75	2.02	0.13	1.00	0.33
SABINE	18.93	2.54	0.15	0.91	1.96
SAINT BERNARD	40.61	5.34	0.32	2.20	0.59
SAINT CHARLES	32.99	4.50	0.29	1.68	0.47
SAINT HELENA	2.33	0.45	0.03	0.09	0.15
SAINT JAMES	10.14	1.32	0.10	0.48	0.16
SAINT JOHN THE BAPTIST	27.13	4.53	0.30	1.32	0.57
SAINT LANDRY	52.33	5.96	0.36	3.05	1.49
SAINT MARTIN	24.07	3.01	0.16	1.28	1.36
SAINT MARY	86.33	19.73	1.13	2.65	1.45
SAINT TAMMANY	160.00	23.30	1.42	8.83	4.42
TANGIPAHOA	117.67	12.01	0.73	6.84	2.01
TENSAS	3.58	0.73	0.04	0.15	0.40

Table E: Alphabetical By Parish, 2003

2004 Domestic Travel Impact on Louisiana					
Table E: Alphabetical by Parish, 2003 (Continued)					
<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
TERREBONNE	91.23	12.99	0.83	5.05	1.61
UNION	10.94	1.25	0.08	0.61	0.75
VERMILION	33.88	3.58	0.21	2.00	0.87
VERNON	17.75	2.46	0.16	0.94	0.75
WASHINGTON	19.50	2.26	0.14	1.09	0.55
WEBSTER	38.17	4.59	0.26	2.28	1.19
WEST BATON ROUGE	42.84	5.78	0.38	2.54	0.82
WEST CARROLL	3.56	0.56	0.04	0.15	0.14
WEST FELICIANA	16.44	2.75	0.19	0.89	0.66
WINN	6.03	1.16	0.09	0.26	0.27
STATE TOTALS	\$9,054.98	\$1,915.01	115.3	\$391.84	\$216.05

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APPENDICES

Appendix A: Travel Economic Impact Model

Introduction

The Travel Economic Impact Model (TEIM) was developed by the research department at TIA (formerly known as the U.S. Travel Data Center) to provide annual estimates of the impact of the travel activity of U.S. residents on national, state and county economies in this country. It is a disaggregated model comprised of 16 travel categories. The TEIM estimates travel expenditures and the resulting business receipts, employment, personal income, and tax receipts generated by these expenditures.

The TEIM has the capability of estimating the economic impact of various types of travel, such as business and vacation, by transport mode and type of accommodations used, and other trip and traveler characteristics. The County Impact Component of the TEIM allows estimates of the economic impact of travel at the county and city level.

Definition of Terms

There is no commonly accepted definition of travel in use at this time. For the purposes of the estimates herein, *travel* is defined as activities associated with all overnight trips away from home in paid accommodations and day trips to places 50 miles or more, one way, from the traveler's origin. The TEIM definition includes all overnight trips regardless of distance away from home, but excludes day trips to places less than 50 miles away from home.

The word *tourism* is avoided in this report because of its vague meaning. Some define tourism as all travel away from home while others use the dictionary definition that limits tourism to personal or pleasure travel.

The *travel industry*, as used herein, refers to the collection of 16 types of businesses that provide goods and services to the traveler or potential traveler at the retail level (see Glossary of Terms). With the exception of Amtrak and second home ownership and rental, these business types are defined by the Office of Management and Budget in the 1997 North American Industry Classification System (NAICS) and well as in its predecessor, the 1987 Standard Industrial Classification System (SIC). In each case, the relevant NAICS and SIC codes are included.

A *travel expenditure* is assumed to take place whenever a traveler exchanges money for an activity considered part of his/her trip. Total travel expenditures are separated into 16 categories representing traveler purchases of goods and services at the retail level. One category, travel agents, receives no travel expenditures as these purchases are allocated to the category (i.e. air transportation) actually providing the final good or service to the traveler. Travel expenditures are allocated among states by simulating where the exchange of money for goods or service actually took place. By their nature, some travel expenditures are assumed to occur at the traveler's origin, some at his/her destination, and some enroute.

Economic impact is represented by measures of spending, employment, payroll, business receipts and tax revenues generated by traveler spending. *Payroll* includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay and the value of payments in kind paid

during the year to all employees. Payroll is reported before deductions for social security, income tax insurance, union dues, etc. This definition follows that used by the U.S. Census Bureau in the quinquennial Census of Service Industries.

Employment represents the number of jobs generated by traveler spending, both full and part-time. As such, it is consistent with the U.S. Department of Labor series on nonagricultural payroll employment. *Tax revenues* include corporate income, individual income, sales and gross receipts, and excise taxes by level of government. *Business receipts* reflect travel expenditures less the sales and excise taxes imposed on those expenditures.

Description of the Model

Estimates of Travel Expenditures

Total travel expenditures includes spending by travelers on goods and services during their trips, such as lodging, transportation, meals, entertainment, retail shopping. Sixteen (16) categories of activities are covered in the TEIM. Generally, the TEIM combines the activity levels for trips to places within the United States with the appropriate average costs of each unit of travel activity, (e.g., cost per mile by mode of transport, cost per night by type of accommodation), to produce estimates of the total amount spent on each of 16 categories of travel-related goods and services by state. For example, the number of nights spent by travel parties in hotels in Vermont is multiplied by the average cost per night per travel party of staying in a hotel in the state to obtain the estimate of traveler expenditures for hotel accommodations.

The data on domestic travel activity levels (e.g., number of miles traveled by mode of transportation, the number of nights spent away from home by type of accommodation) are based on national travel surveys conducted by TIA, The Bureau of Labor Statistics' Survey of Consumer Expenditures, Smith Travel Research's Hotel and Motel Survey, etc. Average cost data are purchased and collected from different organizations and government agencies. Total sales and revenue and other data collected from state, local and federal government and other organizations are employed to compare, adjust and update the spending database of TEIM, as well as linking spending to other impact components.

The international travel expenditure estimates are based on Tourism Industries' (OTTI) In-Flight Survey and data provided to OTTI from Canada and Mexico. Other estimates of the economic impact of international visitors to the U.S. are generated by TEIM by incorporating the estimated international traveler expenditures with the data series utilized to produce the domestic estimates.

Estimates of Business Receipts, Payroll and Employment

The Economic Impact Component of the TEIM estimates travel generated business receipts, employment, and payroll. Basically, the 16 travel categories are associated with a type of

travel-related business. For example, traveler spending on commercial lodging in a state is related to the business receipts, employment and payroll of hotels, motels and motor hotels (SIC 701; NAICS 7211) in the state. It is assumed that travel spending in each category, less sales and excise taxes, equals business receipts for the related business type as defined by the U.S. Census Bureau.

It is assumed that each job in a specific type of business in a state is supported by some amount of business receipts and that each dollar of wages and salaries is similarly supported by some dollar volume of business receipts. The ratios of employment to business receipts are computed for each industry in each state. These ratios are then multiplied by the total amount of business receipts generated by traveler spending in a particular type of business to obtain the measures of travel generated employment and payroll of each type of business in each state. For example, the ratio of employees to business receipts in the state commercial lodging establishments is multiplied by travel generated business receipts of these establishments to obtain traveler generated employment in commercial lodging. A similar process is used for the payroll estimates.

The total sales, payroll and employment data of each travel related industry (by SIC and NAICS) are provided by and collected from state, local and federal government, such as the Bureau of Labor Statistics, the Bureau of Economic Analysis, Census Bureau and The Bureau of Transportation Statistics.

Estimates of Tax Revenues

The Fiscal Impact Component of the TEIM is used to estimate traveler generated tax revenues of federal, state and local governments. The yield of each type of tax is related to the best measure of the relevant tax base available for each state consistent with the output of the Economic Impact Component. The ratios of yield to base for each type of tax in each state are then applied to the appropriate primary level output to obtain estimates of tax receipts generated by travel. For example, the ratio of Massachusetts State personal income tax collections to payroll in the state is applied to total travel generated payroll to obtain the estimate of state personal income tax receipts attributable to traveler spending in Massachusetts.

Estimates for Counties and Local Areas

Local area travel impact estimates is derived by distributing the state estimates to the area using proper proportions of each related category in the area. The proportions of a local area are calculated based on a set of data collected from federal, state and local governments and private organizations. The data can be gathered at the zip code level.

Data from the U.S. Bureau of the Census, Smith Travel Research, Enos Foundation, Runzheimer International, Cruise Lines International Association, Prentice-Hall, U.S. Department of Labor's Consumer Expenditure Survey and ES-202, American Society of Travel Agents, the Federal Aviation Administration, the Department of Transportation, Amtrak, the Federal Highway Administration, state revenue departments, TIA's travel surveys and other sources are used in building and updating the model. These data indicate the change in travel spending for each of

the expenditure categories for each state over the previous year, as well as changes in the relationship of travel spending to employment, payroll and tax revenue.

Limitations of the Study

This study is designed to indicate the impact of U.S. traveler expenditures on employment, payroll, business receipts and tax revenue in each of the states. These impact estimates reflect the limitations inherent in the definition of travel expenditures. Two important classes of travel-related expenses have not been estimated due to various reasons. Consumers purchase certain goods and services in anticipation of a trip away from home. These include sports equipment (tennis racquet, skis, scuba gear, etc.), travel books and guides, and services such as language lessons and lessons for participatory sports (tennis, skiing, underwater diving, etc.). The magnitude of these purchases in preparation for a trip cannot be quantified due to lack of sound, relevant data.

The second type of spending not covered due to lack of sufficient data is the purchase of major consumer durables generally related to outdoor recreation on trips. Further research is required in this area to determine to what extent pre-trip spending on consumer durable products can justifiably be included within a travel economic impact study.

Appendix B: Glossary of Terms

Automobile Transportation Expenditure. This category includes a prorated share of the fixed costs of owning an automobile, truck, camper, or other recreational vehicle, such as insurance, license fees, tax, and depreciation costs. Also included are the variable costs of operating an automobile, truck, camper, or other recreational vehicle on a trip, such as gasoline, oil, tires, and repairs. The costs of renting an automobile or other motor vehicle are included in this category as well.

Entertainment/Recreation Expenditure. Traveler spending on recreation facility user fees, admissions at amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.

Food Expenditure. Traveler spending in commercial eating facilities and grocery stores or carry-outs, as well as on food purchased for off-premise consumption.

Incidental Purchase Expenditure. Traveler spending on retail trade purchases including gifts for others, medicine, cosmetics, clothing, personal services, souvenirs, and other items of this nature.

Lodging Expenditure. Traveler spending on hotels and motels, B&Bs, campgrounds and trailer parks, rental of vacation homes and other types of lodging.

Public Transportation Expenditures. This includes traveler spending on air, bus, rail and boat/ship transportation, and taxicab or limousine service between airports and central cities. Also included are expenditures on "other transportation" as indicated in the TravelScope.

Travel-generated Tax Receipts. Those federal, state and local tax revenues attributable to travel in an area. For a given state locality, all or some of the taxes may apply. "Local" includes county, city or municipality, and township units of government actually collecting the receipts and not the level that may end up receiving it through intergovernmental transfers.

Federal. These receipts include corporate income taxes, individual income taxes, employment taxes, gasoline excise taxes, and airline ticket taxes.

State. These receipts include corporate income taxes, individual income taxes, sales and gross receipts taxes, and excise taxes.

Local. These include county and city receipts from individual and corporate income taxes, sales, excise and gross receipts taxes, and property taxes.

Appendix C: Travel-Related Industry Measurement

SIC-NAICS Transition

The *travel industry*, as defined by TIA and covered in its research, refers to the collection of 16 types of businesses that provide goods and services to the traveler or potential traveler at the retail level. For many years, TIA selected these business types using 1987 U.S. Standard Industrial Classification (SIC) system codes.

The SIC system has been used for decades with tremendous success to classify all businesses in the U.S. by the types of products or services they make available. To its credit, the SIC system has facilitated the collection, tabulation and analysis of data. It has also promoted “apples-to-apples” comparability in statistical analyses. At the industry group level, SIC Codes report industry groups as 2 or 3 digit categories to 4 digits at their most specific.

However, as a direct consequence of rapid and widespread structural changes throughout the American economy in recent years, the SIC system has become largely outdated. Therefore, its business classification capabilities have become increasingly less than optimal.

In 1998, the United States Office of Management and Budget published a new industry classification system – the 1997 North American Industry Classification System (NAICS) to replace the SIC system. In contrast, the 2- to 6-digit NAICS industry classification system includes more useful and detailed economic data and provides a more comprehensive statistical representation of our industry. NAICS offers four major advantages over the SIC system:

Relevance: NAICS identifies hundreds of new, emerging, and advanced technology industries. Perhaps most important in terms of quantification of travel-related activity, NAICS reorganizes industries into more meaningful sectors, especially in the service-producing segments of the economy. A few examples of travel-related industries that are separately recognized for the first time:

- Convenience stores
- Gas stations with convenience stores
- Casino hotels
- Casinos
- Other gambling industries
- Bed and breakfast inns
- Limited service restaurants

International Comparability: NAICS was developed by the U.S. Office of Management and Budget (OMB) in cooperation with Statistics Canada and Mexico’s Instituto Nacional de Estadística, Geografía e Informática (INEGI). NAICS provides for comparable statistics among the three NAFTA trading partners.

Consistency: NAICS defines industries according to a consistent principle -- businesses that use similar processes are grouped together.

Adaptability: NAICS will be reviewed *every five years*, so classifications and information keep up with our changing economy.

TEIM: SIC/NAICS Industry Categories

With the transition to NAICS, TIA has adjusted its selections of the travel-related business types using the new NAICS codes and brought its travel economic research into conformity with NAICS. For measurement purposes, TIA's Travel Economic Impact Model, tracks business activity in seven (7) major travel-related industry groups. These, in turn, are comprised of sixteen (16) business subcategories.

The industry groups and subcategories used in the model are outlined below, followed by a detailed table of SIC and NAICS Codes.

Automobile Transportation Industry: Gasoline service stations, motor vehicle/parts dealers and passenger car rental.

Entertainment/Recreation Industry: Entertainment, art and recreation industry.

Foodservice Industry: Eating & drinking places, and grocery stores.

General Retail Trade Industry: General merchandise group stores and miscellaneous retail stores, including gift and souvenir shops.

Incidental Purchases Industry: See above, *General Retail Trade Industry*.

Lodging Industry: This industry includes hotels, motels, and motor hotels, camps and trailer parks.

Public Transportation Industry: Air transportation, taxicab companies, interurban & rural bus transportation, railroad passenger transportation (Amtrak) and water passenger transportation. Also is the "dummy" industry of "other transportation."

Travel Arrangement Industry: This includes travel agencies, tour operators, and other travel arrangement & reservation services.

**1987 SIC – 1997 NAICS:
Selected Travel-Related Categories**

SIC DESCRIPTION(S)	SIC CODE(S)	NAICS DESCRIPTION(S)	NAICS CODE(S)
Accommodations			
<i>Hotels and Motels</i>	701	<i>Traveler Accommodation</i>	7211
<i>Recreational Vehicle Parks & Campsites</i>	703	<i>Recreational Vehicle Parks & Campgrounds</i>	7212
Auto Transportation			
<i>Passenger Car Rental</i>	7514	<i>Passenger Car Rental</i>	532111
<i>Gasoline Service Stations</i>	554	<i>Gasoline Stations with Convenience Stores; Other Gasoline Stations</i>	447110; 447190
<i>Automotive Dealers</i>	55 (excl. 554)	<i>Motor Vehicle & Parts Dealers</i>	4411; 4412; 4413
Entertainment and Recreation			
<i>Amusement and Recreational Services</i>	79	<i>Amusement, Gambling & Recreation Industries</i>	713
		<i>Performing Arts, Spectator Sports & Related Industries</i>	711
<i>Museums, Art Galleries, Botanical and Zoological Gardens</i>	84	<i>Museums, Historical Sites & Similar Institutions</i>	712
Food			
<i>Eating & Drinking Places (Alcoholic Beverages)</i>	581	<i>Foodservices & Drinking Places</i>	7221; 7222; 7224
<i>Grocery Stores</i>	541	<i>Food and Beverage stores</i>	4451; 4452; 4453
Public Transportation			
<i>Air Transportation</i>	45	<i>Passenger Air Transportation; Airport Support Activities</i>	481; 4881
<i>Rail - Local & Suburban Transit</i>	4111	<i>Rail Transportation</i>	485112
<i>Interurban & Rural Bus Carriers</i>	413	<i>Interurban & Rural Bus Transportation</i>	4852
<i>Charter Bus/Interstate</i>	4142	<i>Charter Bus (interstate/interurban)</i>	4855102
<i>Taxi & Limousine Services</i>	412	<i>Taxi & Limousine Services</i>	4853
<i>Water Transportation of Passengers</i>	448	<i>Water Passenger Transportation</i>	483112; 483114; 483212
--	--	<i>Scenic & Sightseeing Transportation (New industry-includes parts of SICs 4119,4489,4522,4789,7999)</i>	487
Retail			
<i>General Merchandise Stores</i>	53	<i>General Merchandise Stores</i>	452
<i>Miscellaneous Retail Stores</i>	59	<i>Other Retail Stores</i>	453; 44611; 4483; 45111; 45112; 45121
Travel Arrangement			
<i>Travel Arrangement</i>	472	<i>Travel Arrangement & Reservation Services (includes travel agencies and tour operators)</i>	5615

Appendix D: Sources of Data

This appendix presents the sources of data used in this report.

Sources

Air Transport Association
American Automobile Association
Amtrak
American Society of Travel Agents
Bureau of the Census, U.S. Department of Commerce
Bureau of Economic Analysis, U.S. Department of Commerce
Bureau of Labor Statistics, U.S. Department of Labor
Bureau of Transportation Statistics, U.S. Department of Commerce
Federal Aviation Administration, U.S. Department of Transportation
Federal Highway Administration, U.S. Department of Transportation
National Park Service
Louisiana Office of Tourism
Louisiana Department of Labor, Research & Statistics Division
Peterson, Howell & Heather, Inc.
Runzheimer International Ltd.
Smith Travel Research
The Office of Travel and Tourism Industries (OTTI)/ITA, U.S. Department of Commerce
Travel Industry Association of America

Appendix E: Top 5 Industries by Payroll and Employment in Louisiana, 2004**Top 5 Industries by Payroll in Louisiana, 2004**

<u>Rank</u>	<u>NAICS Code*</u>	<u>Industry Name</u>	<u>Total Wages (\$ Millions)</u>
1	611	EDUCATIONAL SERVICES**	\$5,395
2	622	HOSPITALS	\$3,812
3	541	PROFESSIONAL AND TECHNICAL SERVICES	\$3,332
4	621	AMBULATORY HEALTH CARE SERVICES	\$3,150
5		TRAVEL & TOURISM***	\$2,050

Top 5 Industries by Employment in Louisiana, 2004

<u>Rank</u>	<u>NAICS Code*</u>	<u>Industry Name</u>	<u>Employment (Thousands)</u>
1	611	EDUCATIONAL SERVICES**	180.9
2		TRAVEL & TOURISM***	121.2
3	622	HOSPITALS	106.4
4	722	FOOD SERVICES & DRINKING PLACES****	89.2
5	561	ADMINISTRATIVE AND SUPPORT SERVICES	83.7

Sources: TIA, Louisiana Department of Labor

Notes: * The North American Industry Classification System.

** The Educational Services sector and other categories, such as Hospitals, include both private and public sector institutions.

*** Payroll and jobs generated by both domestic and international travel spending.

**** Excludes jobs attributable to the travel and tourism industry.

Appendix F: Share of Domestic Travel Expenditures in the South Region by State, 2003

Share of Domestic Travel Expenditures in the South Region by State, 2003*			
<u>State</u>	<u>Rank</u>	<u>Domestic Expenditures (\$ Millions)</u>	<u>Percent of South Region Total</u>
Florida	1	\$42,892.7	36.6%
Georgia	2	14,523.8	12.4%
North Carolina	3	12,631.5	10.8%
Tennessee	4	10,579.8	9.0%
Louisiana	5	9,055.0	7.7%
South Carolina	6	7,215.4	6.2%
Alabama	7	5,549.4	4.7%
Kentucky	8	5,432.6	4.6%
Mississippi	9	5,432.4	4.6%
<u>Arkansas</u>	<u>10</u>	<u>3,846.3</u>	<u>3.3%</u>
South Region Total		\$117,158.9	100.0%

Source: TIA

* Based on 2003 ranking, the latest available at this time.